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# THE SURVEY OF BUYING POWER

# DEMOGRAPHICS USA 1991

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# THE
# SURVEY OF
# BUYING POWER
# DEMOGRAPHICS
# USA
# 1991

The
1990 Census
Edition

## INTRODUCTION

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USER'S GUIDE TO

# THE SURVEY OF BUYING POWER

# DEMOGRAPHICS USA 1991

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# SURVEY OF BUYING POWER
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## WHY **DEMOGRAPHICS USA** IS A VALUABLE TOOL FOR YOU

In the business climate of America toady, the **SBP DEMOGRAPHICS USA** has become a more essential and productive marketing and sales tool than ever before. For, as perhaps the most complete collection of marketing statistics published, DEMOGRAPHICS USA is used by more and more businesses in an almost infinite variety of ways. Combined with internal company records, it has become a widely acclaimed sales and marketing tool of extraordinary versatility and value.

The act of ordering and using DEMOGRAPHICS USA is a clear indication of your awareness that today's new business challenges must be met by utilizing more objectively developed marketing strategies and a new range of productive disciplines; those that parallel what is going on *now*.

## WHAT'S IN **DEMOGRAPHICS USA**

The Survey of Buying Power **DEMOGRAPHICS USA** consists of over 900 pages of maps and figures divided into three volumes.

It includes state and county outline maps, population and detailed characteristics based on the 1990 Census, the household income distribution, Effective Buying Income, total retail sales and four Buying Power Index series.

It covers retail sales by twelve individual Store Groups for both the current year and the 1987 Economic Census. It also covers 10 Merchandise Line Categories. Comparisons and growth rates can be evaluated.

It also presents TV market data and metropolitan and county market projections, for Population, Effective Buying Income and Retail Sales.

## HOW THE INFORMATION IN **DEMOGRAPHICS USA** IS ORGANIZED

The information is organized, for the most part, within a geographic hierarchy; by region, state, metropolitan area and county and by TV market (ADI: Area of Dominant Influence). Summaries are also presented.

For each geographic area, you will find: information dealing with the area's total population, its percentage of the U.S. total, break-outs by age, sex, number of households, number of persons in household, etc.

In addition, counties, metropolitan markets and TV markets are ranked by key population designations. That means, for example, if a population characteristic or combination of characteristics is especially relevant to the sale of your product, you can isolate and rank those geographic areas in which the densest concentration of such characteristics exist.

## DEFINITIONS OF THE MOST COMMONLY USED DESCRIPTIVE CATEGORIES

**Buying Power Index**

For each geographic area, **Demographics USA** presents four Buying Power Indexes.

This term, first used in the Survey of Buying Power in 1948,is widely used and accepted by businesses today. Simply put, a Buying Power Index (BPI) is a measure of a given market's ability to buy, and is expressed as a percentage of the total U.S. potential (100%). A market can be a state, region, county, metropolitan area or TV coverage area (ADI).

The basic BPI is created by weighting and combining three significant factors that exist in every market and determine its ability to buy: total population, total income, and total retail sales. Thus, the BPI is a percentage (not an index number) representing the share of buying potential in a specific market as related the U.S. potential as a whole. It is a combination of the numbers of people who can purchase the product or service; their ability to pay for it and their access to outlets where the transaction can be made. Logical, simple, concise.

**Graduated Buying Power Indexes**

Take the BPI concept one step further. The Graduated BPI's correlate product potential and buying power in households with low incomes (under $15,000). moderate incomes ($15,000-$34,999), or high incomes ($35,000 and over). In this manner, more finite BPI's can be determined by relating to the price point of a product (EPP, Economy-Priced Product; MPP, Moderate-Priced Product; and PPP, Premium-Priced Product).

## YOUR OWN CUSTOM BPI

For those who need to define their markets more specifically, however, it is possible to construct a customized version of the BPI, using any of the subclassifications of statistics in Demographics USA's three basic data fields. By selecting a Demographic component (population), an Economic component (income), and a Distribution component (retail sales), you can use the formula outlined below to convert data from individual markets into a custom BPI for your product or service.

For our purposes, we will label these three BPI components as follows: Demographic = **A**; Economic = **B**; and Distribution = **C**. Looking at each of these areas individually, here's how you might go about selecting them:

**A: Demographic** - First of all, you'll need to isolate the population or household-related factor that best describes your "ideal" consumer. For example, if you're selling video games, the 18-and-under age segment is a better indicator of market potential than total population. On the other hand, if your product is media-oriented (magazines, mail-order catalogues, etc.), you may want to use household counts as your demographic component.

**B: Economic** - The next step involves selecting the income group(s) best suited to your product. Here, Demographics USA offers you eight basic ranges of household incomes, and you can easily combine two or more groups to achieve a broader spectrum of potential. For example, if you're selling a premium-priced product, you might select households with incomes of $50,000 and above.

**C: Distribution** - Isolating a particular store group that parallels your preferred channel of distribution is the final step in the preliminary selection process. If you're selling beer, for example, you may want to combine Eating & Drinking Place sales and Food Store sales, since these are the two largest markets for your product. On the other hand, if you're selling shampoo, Drugstores and General Merchandise stores (which includes department stores and discount stores) would be a better distribution-related indicator.

Once these three factors have been selected, you can then compute your custom BPI by following this simple four-step process:

**Step 1** - For each market (region, state, metro, county, etc.), you'll first need to compare local activity to that for the U.S. as a whole, producing a ratio for each of the three BPI factors (**A-B-C**). In this example, the Demographic component (**A**) would be calculated as follows:

Market's Pop. Under 18 = X% of
U.S. Pop. Under 18

Next, using households with EBIs of $35,000 and above as the Economic factor (**B**), we compare the market with the appropriate U.S. total:

Market's Hshlds. w/EBIs $50,000+ = Y% of
U.S. Hshlds. w/EBIs $50,000+

And finally, we calculate the Distribution component (**C**) by constructing a ratio of local Food Store sales to U.S. Food Store sales:

Market's Food Store Sales = Z% of
U.S. Food Store Sales

**Step 2** - Armed with these percentages (X-Y-Z), we are now ready to assign weights to the demographic, economic, and distribution-related components, according to their perceived importance in the selling process. In all cases, the assigned weights should be expressed in decimals (50% = .5, 30% = .3, etc.).

Since income is often cited as the most important indicator of potential purchasing power, your weighting of these factors might look something like this:

Factor **A** (Demographic) - .2 (20%)
Factor **B** (Economic) - .5 (50%)
Factor **C** (Distribution) - .3 (30%)

**Step 3** - Multiplying each component ratio (X-Y-Z) by its appropriate weight and adding the resulting totals will then give you the BPI for a particular market:

(.2 x X%) + (.5 x Y%) + (.3 x Z%) = BPI

The fractional figure you arrive at can then be used as a relative indicator to compare the potential buying power of this market to that for the U.S. as a whole (U.S. = 100.0000.)

**Step 4** - Repeat this same procedure for each targeted market, compiling a list of markets ranked according to their BPIs. If your particular product warrants the construction of a BPI with only two factors (or possibly four or five), remember that the same principles apply in terms of weighting the various components. In other words, the percentages should still total 100%, regardless of the number of BPI components.

## EFFECTIVE BUYING INCOME

Effective Buying Income (EBI) is disposable personal income: that amount of gross income available after taxes, to purchase goods and services. The Effective Buying Income household distribution groups households into income classifications and geographic market detail. All are included in DEMOGRAPHICS USA.

## RETAIL SALES

Within these same geographic market areas, information and rankings also exist for Retail Sales, covering nine basic retail store groups: food stores, eating and drinking places, general merchandise stores, apparel and accessories stores, furniture/home furnishings/appliance stores, automotive dealers, gasoline service stations, building and hardware dealers.

## MERCHANDISE LINE CATEGORIES

Merchandise Line Sales data reflect product sales rather than store sales. Merchandise Line categories include groceries and other foods, drugs and other health aids, furniture and sleep equipment, major household appliances, televisions, audio equipment, men's and boys' clothing, women's and girls' clothing, footwear and toiletries. In many cases these measurements provide more specific estimates of product potential than is provided by store type sales alone.

## THE PURPOSE OF THIS GUIDE

Because DEMOGRAPHICS USA is an analytical tool, its value is directly related to your understanding of its capacity to provide answers to problems.

The function of this GUIDE is to help you take advantage of what is in the 900 plus page DEMOGRAPHICS USA; to enable you to relate your own special problems to the solutions that are to be found within its pages. And to provide you with simple effective procedures for cutting through its mass to develop and use the valuable answers it contains.

## HOW THE GUIDE IS ORGANIZED

This User's Guide has been divided into three basic sections: Sales, Marketing, and Advertising. Each one offers a sample of applications that can be expanded upon according to your specific needs. To acquaint yourself with the Survey, locate the appropriate section that relates to your industry and take a minute to read through the outlined procedures. The examples provided will get you started toward generating the information and answers you require.

**Section One: SALES**

- **A.** Measuring Sales Performance
- **B.** Setting Sales Goals
- **C.** Setting Sales Quotas
- **D.** Territory Analysis

**Section Two: MARKETING**

- **A.** Measuring Market Potential
- **B.** Developing Marketing Strategies and Distribution Channels
- **C.** Evaluating New Product Potential

**Section Three: ADVERTISING**

- **A.** Test Market Selection
- **B.** Co-op Advertising Allocation
- **C.** Media Allocation
- **D.** Media Selection

# SALES PLANNING APPLICATIONS

## A. MEASURING SALES PERFORMANCE

How do you determine how well your sales force is doing? Is a salesperson who exceeds quota by 20% really performing better than someone who may have only achieved last year's projected levels? The answer isn't as simple as you might think, since it involves a number of other factors, not the least of which is the statistical makeup of the territory itself. To sort through these complexities, you're going to need an objective measurement of performance, and this is where DEMOGRAPHICS USA can help.

Research on buying trends has indicated that consumers with the same *demographic* and *economic* profiles—and with access to similar channels of *distribution*—will normally buy the same quantity and quality of product. However, finding a way of equitably comparing markets based on these three factors is not an easy task, and this is where S&MM's Buying Power Index, or BPI, is most valuable.

By combining total population, income, and retail sales data—and assigning appropriate weights to each of these factors—a BPI is produced that charts the potential of a particular metro, or county relative to the U.S. as a whole (U.S. = 100.0000). And because the BPI compares all markets equitably, it can also be used as an indicator of sales potential through the construction of a Performance Index (PI).

To calculate a PI, simply take your annual sales—in this case we'll use 1 million pairs of shoes—and multiply that figure times the BPI for a particular market. Using the New York metro market as an example (BPI = 3.4639), this gives you a total of 34,639 pairs of shoes, which becomes the Sales Measurement (SM) for this particular territory.

This figure can be broken out further by utilizing the BPIs for the various counties that make up the New York market, which will in turn reveal the specific geographic areas where sales are lightest and heaviest. Once the Sales Measurement figure has been calculated, a Performance Index for the market (or any of its components) can then be constructed.

Continuing with this same example, if it is determined that actual sales in this market totaled 50,000 pairs of shoes, you divide actual sales by the SM figure, according to the following formula:

$$\text{PI} = \frac{\text{Actual Sales}}{\text{Sales Measurement}} \quad \text{or:}$$

$$\text{PI} = \frac{50{,}000}{34{,}639}$$

which equals: PI = 1.44, or 144.

Since the Performance Index for the New York metro is greater than 100, this indicates that actual sales in this market exceeded those shown by the Sales Measurement figure by roughly 44%. However, if the PI figure turns out to be less than 100, this indicates that there is room for improvement. Of course, your product may be a bit more complicated than shoes, in which case you'll want to construct a custom BPI for calculating the Sales Measurement portion of your PI. For example, if you're selling a more specialized product, like running shoes, your market is much more limited than that for shoes in general.

## B. SETTING SALES GOALS

If you've found that the BPI works for your particular product or service, or if you've constructed your own custom BPI, you can then use that figure to set goals for your salespeople in their individual territories.

Using the same example as in the previous section, if you're planning on increasing production by 10%—to 1.1 million pairs of shoes, don't simply add 10% to your actual New York sales of 50,000. Instead, go back and multiply the BPI by your new target figure of 1.1 million, which gives you a revised goal of 38,103.

Since you already know that sales in this market are 50,000, you can safely assume that even if there is little or no change in New York's level of performance, sales will exceed the goal for the coming year. This leaves you free to concentrate your efforts on weaker markets, and at the same time it doesn't penalize your New York salespeople for doing a better-than-average job.

Now let's move on to another example, looking at a product with a completely different kind of sales-related problem.

Let's say that your company sells briefcases. From your experiences in this market, you know that young adults buy proportionately more briefcases than older people. Therefore, by locating areas where the age mix of the population is above or below the national average, you can isolate the markets where your prospects are best. A typical example of this kind of situation occurs in the state of Florida.

The Sarasota metro area, with a relatively good-sized population of 282,700, has a median age of 48.9 years, compared with a U.S. average of 29.4. On the other hand, the median age in the Tallahassee metro (which is nearly the same size as Sarasota) is only 29.2. However, if all we look at are the BPIs for these two markets, we might assume they're not that dissimilar, since Sarasota's BPI of .1334 is only slightly higher than Tallahassee's .0914.

For a company selling briefcases, the obvious solution is to construct a custom BPI utilizing median age as the demographic component rather than total population, and possibly selecting a narrower income group, say $35,000-$49,999, as well as a more specific distribution channel (Department stores), making sure that these factors are weighted according to their relative importance.

## C. SETTING SALES QUOTAS

What is a fair quota? Basically it can be defined as one that offers a realistic opportunity of being accomplished, as well as including the possibility of special awards for truly superior performance. In any case, fair does not always mean equal, since no two organizations deal with the same set of problems or challenges in the same way. But by utilizing the data in DEMOGRAPHICS USA, you can develop a basic quota-setting system that can be easily altered to meet the specific needs of your product or service.

As a point of departure, assume that a fair quota is an achievable one, although any quota-setting procedure should first consider the individual salesperson. In other words, you must be able to evaluate past performance as part of the process. In addition, this same quota should realistically reflect the volume of goods or services that management believes can be sold in a given territory. In short, only a quota system that incorporates both experience and potential can truly be called fair.

As an example, let's take a company that manufactures tennis rackets with a national sales goal of 550,000 units. According to its own custom BPI, the figure for the Washington, DC, market is 2.3962, which translates to a quota of 13,179 units in this metro.

However, based on sales from the previous year, Washington has been shown to have a Performance Index of 118, which means that it is already above average in terms of its share of national sales. But a review of the territory's actual geographic boundaries reveals that—in addition to the Washington, DC, metro area—it also includes several counties in Virginia (Fauquier, Culpepper, Orange, Spotsylvania, Caroline, and King George) that are not part of the metro, some of which (Orange and Caroline) recorded no sales at all last year. In addition, since there are a number of cities in Virginia that are considered independent counties, the city of Fredericksburg must also be added to the territory. What this means is that custom BPIs for these outlying counties must also be calculated (even though some did not contribute to overall sales) and added to that of Washington, which results in a total BPI of 2.5337, with the Performance Index changing to a more modest 101.

As you can see, setting a quota for the Washington, DC, territory meant looking at the *total* geographic area, not just at the core metro where sales are the highest.

Finally, setting sales quotas also means assigning each part of a territory its rightful share of the total selling effort. If the index for a particular area proves to be below par (under 100), then it must be brought up to its proper level of performance via a carefully planned annual increase that does not overstate reality. Remember, to expect such a change to occur in the course of a single year might be asking more of your salespeople than they can legitimately handle.

## D. TERRITORY ANALYSIS

Sales territories are all too often designated according to historical record rather than by an objective analysis of potential or performance. Through the use of DEMOGRAPHICS USA data, however, management is afforded the opportunity to undertake an objective process that identifies and meets territorial needs.

The first step is to utilize the aforementioned method of measuring territories for their sales potential. Ideally, all territories should have approximately the same collective BPI, either regular or custom.

One of the functions of management is to know whether there is a major buying office in a particular territory, and if this is the case, that factor needs to become part of the BPI equation for that territory (as well as for any surrounding territories).

Say you're the sales manager for a new product line being introduced by an existing company. The line consists of men's clothing, and up to this point, your company was selling only women's clothing. Since you'll be starting from scratch with a separate sales force, you'll first need to establish your sales territories. Your initial budget allows for the hiring of 12 salespeople, and with this in mind, you now need to decide where your territory boundaries should be drawn for the best possible coverage.

In DEMOGRAPHICS USA, you'll find metro market rankings for Men's and Boys' Clothing sales, which should help you identify the top markets for your initial effort. By creating a custom BPI for your product, you can then identify the size of the territory you'll want covered by each individual salesperson. By doing this, you'll eliminate the necessity for cutting back on territories later on, while at the same time getting the maximum effort from each of your salespeople, since they'll be concentrating on an achievable, workable territory that has been efficiently planned.

# MARKETING APPLICATIONS

## A–MEASURING MARKET POTENTIAL

In order to make the most efficient use of DEMOGRAPHICS USA in a marketing situation, the first thing you need to do is identify your markets and territories in a manner that's consistent with DEMOGRAPHICS USA's geography. Markets can be identified at a number of different levels—regions, states, metros, ADIs or counties.

In addition to this, company sales records should be structured in such a way as to provide information that can be used to measure market potential. In other words, your internal data must conform to one or more of the above mentioned geographic configurations.

Having acquired such information, DEMOGRAPHICS USA can then be used to measure potential by following a simple five-step procedure:

1. Identify a particular geographic segment.
2. Identify the industry/product sales for that market through the use of a standard or custom BPI.
3. Identify your actual sales in that market.
4. Calculate your share of market by dividing item No. 2 by item No. 3.
5. Identify the potential for a particular market by multiplying total sales by the market's BPI.

With this figure now in hand, divide it into your actual sales for the market, which will produce an index of market performance. An index figure of 100 is considered par. If the figure is greater than 100, this means that a market is performing above its potential. If it's less than 100, this indicates below-average performance. For example, an index figure of 80 means that a market is performing at 20% below par or potential.

In a nutshell, here's how it works: You're a manufacturer of men's dress shirts. Retail volume for the industry as a whole is $2 billion, nationwide. Your company sales are $140 million, or 7% of the market in terms of dollar volume. In the Indianapolis metro, your sales are $542,300. The custom BPI for this market is .3303.

The first thing you want to do is find out what the estimated industry sales for Indianapolis should be. Here, you multiply the BPI by total industry sales (.3303 X $2 billion = $6,606,000). Next, your basic potential in this market is calculated by multiplying your company's total sales ($140 million) by the custom BPI for Indianapolis (.3303), which equals $462,420. The final step then involves the construction of a Performance Index (PI), taking actual market sales ($542,000) and dividing it by potential sales ($462,420), which equals 117, indicating that sales in this market are 17% above the estimated potential.

## B. DEVELOPING MARKETING STRATEGIES AND DISTRIBUTION CHANNELS

As a manufacturer of a medium-priced single lens reflex (SLR) camera, let's assume that you've defined your core customer base as the 25-49-year-old age bracket—those with household incomes of $35,000 or more. In addition, because this camera is easy to operate and carries a competitive price point, it's going to be sold in general merchandise stores (department stores and discount stores), as well as in camera shops—a major departure from your previous marketing strategy.

This decision was based on test marketing that showed that sales in general merchandise stores should easily surpass those in camera shops, and since access to camera stores used to be the primary distribution-related component in your custom BPI, changes need to be made that reflect this shift in distribution.

In the past, dependency on camera stores as a main channel of distribution necessitated a national advertising campaign, and as part of the review of this strategy, a list of targeted markets and their combined coverage needs to be produced to see if this will still be necessary.

The first step involves searching out key concentrations of consumers that fit the aforementioned age and income profiles and then producing a new custom BPI based on general merchandise store sales as the distribution component. This results in the following list of metros, ranked by their new custom BPIs (which have been approximated for this example):

| METRO | CUSTOM BPI | METRO | CUSTOM BPI |
|---|---|---|---|
| San Jose, CA | 10.92 | Seattle, WA | 4.36 |
| Washington, DC | 8.96 | Denver, CO | 4.11 |
| Brazoria, TX | 7.08 | Atlanta, GA | 4.02 |
| Anchorage, AK | 5.95 | Houston, TX | 3.92 |
| San Francisco, CA | 5.82 | Dallas, TX | 3.38 |
| | | **10-Market Total** | **58.52** |

What you find is that more than half your potential market is concentrated in these 10 metros, and when you add in the BPIs for the next 10 markets, coverage is increased to just under

75%. This means that advertising can now be concentrated within these markets without conducting a blanket campaign.

Targeted sales for the coming year have been set at 200,000 units, and by using the custom BPI you've constructed, you can easily see what share of sales each market will comprise.

## C. EVALUATING NEW PRODUCT POTENTIAL

Say your company has created a new product that is aimed at lower-income consumers. All of your previous experience has been with the affluent market, and this is a relatively unknown world to you. How do you define and reach this new category of buyers? Using DEMOGRAPHICS USA, you can put together a strategy that will help you identify consumers that fit your particular profile, locating markets with high concentrations of households having Effective Buying Incomes (EBIs) between $10,000 and $19,999. Once this has been done, you can establish age and distribution criteria that will help you construct a custom BPI for your product.

After laying the basic groundwork, you can then assign specific goals to your sales personnel in preselected sales areas that encompass the highest concentrations of potential customers with the characteristics you seek. This will allow you to establish, with solid objectivity, maximum sales goals in these market areas, knowing in advance that they represent an optimum concentration of the best potential customers for your new product.

For example, let's say you're currently selling a top-of-the-line, quality raincoat. Your market is secure, but it's been somewhat limited by the product's premium price. Therefore, you've decided to introduce a lower-priced "knockoff" version of the raincoat, designed to appeal to the same age segment as your premium-priced model but aimed at consumers with smaller household incomes.

The first thing you need to do is use your own internal data to identify those markets where raincoats will sell best. Remember; Los Angeles may be one of the biggest markets in the country in terms of size and spending power, but raincoats aren't going to be a particularly hot item in L.A. Here, your own savvy and sales history will tell you which markets are best.

What DEMOGRAPHICS USA will then allow you to do is compare demographic and socioeconomic information on your potential customers on a market-by-market basis. If New York is currently the top market for your premium-priced product—your primary target being consumers with household incomes of $50,000 or above—then this market will grow substantially when you add the $10,000-to-$34,999 categories.

If part of your evaluation of new product potential includes a controlled market test, this same technique will allow you to identify areas that conform to your profile of the ideal product/customer relationship and will also let you implement controlled testing in these additional markets. You will then be able to compare the results of these market/product associations at the end of the test period, and by using the data from DEMOGRAPHICS USA, the results will be both accurate and projectable.

# ADVERTISING APPLICATIONS

## A. TEST MARKET SELECTION

One of the most valuable aspects of DEMOGRAPHICS USA is its usefulness in selecting test markets. Unfortunately, most marketers have a tendency to stick to test markets that have been used previously, or those that are famous as test markets (i.e., "How will it play in Peoria?"). Using the demographic, economic, and distribution-related data in DEMOGRAPHICS USA, however, markets with similar characteristics can be identified and categorized according to a wide range of test-marketing purposes.

Similarities in total population, age groups, households, and income can all be used as relative indicators, as we can see in the following example, which groups four markets with roughly the same populations:

| METRO | POPULATION |
|---|---|
| Sacramento, CA | 1,532,300 |
| Milwaukee, WI | 1,436,800 |
| Columbus, OH | 1,389,700 |
| San Antonio, TX | 1,324,000 |

Comparisons can also be made using such specialized measurements as median household EBI or the Buying Power Index. Under this magnifying glass, our four examples would look like this:

| METRO | MEDIAN HOUSEHOLD EBI | BPI |
|---|---|---|
| Sacramento | $31,903 | .6556 |
| Milwaukee | 33,549 | .6239 |
| Columbus | 27,185 | .5542 |
| San Antonio | 23,865 | .4723 |

In terms of population, Sacramento, Milwaukee, Columbus, and San Antonio are very nearly the same, ranking within seven places of each other nationally. When looked at in the second table, however, we see that they're separated by a wide margin in terms of household income, placing 50th, 31st, 151st, and 240th, respectively. On the other hand, BPI figures show them once again to be fairly similar, which only goes to show that each market can be clearly identified according to its differences and similarities, depending on which indicator(s) is deemed most important to its selection.The use of these data is indicated when raw population numbers are not necessarily relevant to the sales growth of a particular product. By utilizing appropriate clusters of retail sales statistics, you can match up any and all metro areas that sell approximately the same volume of product:

| METRO | PER HOUSEHOLD RETAIL SALES | FOOD STORE SALES |
|---|---|---|
| Sacramento | $20,045 | $2,309,094 |
| Milwaukee | 20,792 | 1,976,948 |
| Columbus | 19,961 | 1,700,547 |
| San Antonio | 19,960 | 2,069,362 |

Once again, it becomes clear that there are major differences within these four markets that would preclude them from being similar test markets for all products.

Since we've established that a particular combination of known demographic, economic, and distribution factors determine sales potential—regardless of the geography of the area in question—this means that you can construct a wide variety of test market universes by zeroing in on the specific characteristics that affect the rate of sales of your particular product.

Basically, you're no longer forced to choose test markets from someone else's list of metros. As a result, you can avoid any competitive testing that might skew your results and require reevaluation (assuming that you're fortunate enough to find out that such factors have affected your results in the first place).

By knowing with objective certainty the combination of available characteristics that will positively affect your sales, you can create your own test markets with a maximum amount of control, projectability, and dollar efficiency. When you come right down to it, there really isn't an "average" product, any more than there is an "average" test market, unless you happen to be the first one on your block to discover such a market. By the same token, if you're just another in a long line of users of a given test market, be aware that inordinate testing could eventually destroy the natural responsiveness of such a market—the very thing that made it valuable as a testing location in the first place.

## B. CO-OP ADVERTISING ALLOCATION

One of the biggest problems in the creation of a co-op advertising budget involves trying to define the approximate dollar amounts that should be targeted for certain markets. The main source of this dilemma is that most co-op allocations are based on after-the-fact sales volume figures, with a percentage of total sales then set aside for the co-op program.

Once again, DEMOGRAPHICS USA can be used to identify sales potential by market area, which then makes it possible to allocate co-op dollars based on projected sales quotas rather than actual sales. In effect, you can then use these all-important ad dollars to help your salespeople generate sales, rather than as a payment to dealers who have already made a commitment to buy.

In the following example, we'll look at a manufacturer of stereo components that sells, on the average, one unit for every 500 people between the ages of 25 and 34. In the state of Michigan, sales last year totaled only 2,983 units, even though the potential market in this age segment was 1,561,112, or 3,122 potential unit sales. With each unit carrying a price tag of $80, the actual accrual of co-op funds—based on a program base of 5%—was $11,932.

Based on market potential, however, sales should have totaled $248,960, and the 5% accrual would have generated $12,448 in co-op funds. By planning the program based on this potential rather than on actual sales, you can assist your salespeople in achieving their expected volume.

Through the construction of a custom BPI, you could use your anticipated national sales volume to identify the proper share of that figure that should be generated by all targeted markets or groups of territories, and then allocate co-op dollars to those markets to help them achieve their potential sales volume.

## C. MEDIA ALLOCATIONS

Many consumer-goods manufacturers purchase TV, radio, magazine, and newspaper advertising for their products. Basically speaking, the greatest efficiency is achieved by reaching the most people with the least expense. This works well when the distribution of the product is widespread and if it appeals to a large segment of consumers.

However, if the product is a specialty item, a national advertising program that does not adequately reflect differences in market potential will only deliver audiences, not customers. The difference between the two is critical to sales success. Metro market ranking tables are provided so that key markets can be flagged and determinations made as to the best buy for a particular product.

Here again, the Buying Power Index is the ideal tool for allocating limited ad budgets in individual markets. If a market has a 6% share of potential, then a company should consider spending 6% of its budget in that market. Of course, there are some exceptions to this general rule, the main one being that some portions of the country are well developed in terms of sales, while others are still new and in need of constant attention. In cases like this, funds can be diverted from established markets to those that need expanding.

Another way this kind of situation can be handled is by creating two different ad funds, the first being a "sustaining" fund designed to maintain markets where sales are already established, and the second a "developmental" fund to assist the sales force in achieving maximum potential for underdeveloped markets. In both cases, clear goals of total sales should be written into the sales plan before any advertising monies are committed to markets.

## D. MEDIA SELECTION

More and more major corporations are taking advantage of the strategic benefits arising from the use of advertising techniques that localize expenditures on a market-by-market basis. Through the use of DEMOGRAPHICS USA, you can readily identify the sales volume of a given geographic area, which will enable you to relate this volume to your ad dollar investment.

Once a market's share of the advertising budget has been established, further use of DEMOGRAPHICS USA data can reveal the efficiency of using the various media (broadcast, print, etc.), according to the cost-per-thousand exposure to your targeted customers. In addition, if your product has specific demographics connected to it, you can adjust the basic cost-per-thousand to determine ad efficiency—based not on population but rather on concentrations of characteristics that define your primary prospects (age, income, households, etc.).

By using such data to rank markets that have the greatest numbers of key prospects, you'll be able to determine such things as whether national coverage is more efficient than local coverage. If TV advertising, for example, justifies its high cost on the basis of more exposure to your message, you can compare such coverage to a list of the top 50 markets for certain characteristics. In such cases, you might find that these top markets represent 75% or 80% of your total potential, and if this is so, nationwide coverage probably isn't justified.

In other cases, when you know that you're trying to reach a particular age group within a specific segment of high-income households, TV may turn out to be a less efficient medium for your message compared to alternatives such as cable or specialized publications that are aimed directly at your targeted customer.

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## Let us hear from you...

Most of the improvements and additions that appear in this new 1991 editon of the Survey of Buying Power DEMOGRAPHICS USA are the direct result of the comments and suggestions we received from the subscribers to the previous editons.

Specifically, the listing of each county within a state in alpha order, the additon of Metropolitan Area rankings in broad range of vital categories and series of 51 county outline maps showing Metropolitan Areas for each state are all a direct result of your (or your colleagues') reaction to the past editons. As a result, the '91 edition is a more useful and usable marketing tool...and thus, more valuable to you.

The 1991 edition confirms Market Statistics and Sales & Marketing Management's commitment to continuing its long history of providing the marketing and sales community with the information it needs to achieve sophistication and precision in analysis and planning.

If you have any questions, ideas or suggestions, please don't hesitate to write or call Market Statistics at (212) 986-4800.

## THE SURVEY OF BUYING POWER
# DEMOGRAPHICS
# USA
# 1991

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## THE SURVEY OF BUYING POWER

# DEMOGRAPHICS
# USA
# 1991

## EXPLANATION OF TERMS

**ALL OTHER STORES.** The aggregate total of sales for all types of retail establishments not included among the store groups listed in *Demographics USA*. The arithmetic difference between Total Retail Sales and the aggregate sales of the 9 major store types shown in *Demographics USA* represents the sales of "All Other Stores." Such outlets include nonstore retailers (vending machines, for example), liquor stores, sporting goods dealers, hobby stores, book, gift, and stationery stores, luggage shops, florists, cigar stands, and news dealers and newsstands.

**APPAREL AND ACCESSORIES STORES** (SIC Major Group 56). This category includes sales for establishments primarily engaged in selling new clothing, shoes, hats, underwear, and related articles. It is a broadly inclusive group that—aside from men's and women's clothing and accessory stores—also encompasses children's and infants' wear stores, bridal shops, furriers, handbag stores, lingerie stores, custom tailors, and sports apparel stores. However, apparel and accessories sold in Department and General Merchandise stores are not included.

**AUTOMOTIVE DEALERS** (SIC Major Group 55; excluding subgroup 554, Gasoline Service Stations): Included are retail outlets selling automobiles—new and used, domestic and imported. In addition to these categories, sales for auto and home supply stores (tire dealers and parts and accessories stores), boat dealers, recreational vehicle dealers, motorcycle dealers, and miscellaneous automotive dealers selling aircraft, dune buggies, snowmobiles, and utility trailers are also included.

**AVERAGE HOUSEHOLD EFFECTIVE BUYING INCOME.** This figure is calculated by dividing the total number of households into total EBI for a given geographic area. Often used as an indicator of market quality, this figure can nonetheless be misleading, particularly in areas where there is a disproportionate share of college, military, or other institutional-style populations housed in group quarters. Since such quarters are not considered households, and because total EBI includes the incomes of these residents, a per-household average sometimes credits households with income that is not really theirs. (See Effective Buying Income and Median Household EBI.)

**AVERAGE HOUSEHOLD SIZE.** Total population divided by the number of households. Depending upon whether it is above or below the U.S. average, it is used as a rough indicator of the relative importance of family-type units or single-person units in a local area. However, the figure can be artificially high in those relatively few counties where there is a disproportionate share of college, military, and other types of institutional population. The people living in such group quarters are part of the population total, but their dwellings are not part of the household total.

**BUILDING MATERIALS, HARDWARE DEALERS** (SIC Major Group 52): Sales in this category include those from establishments primarily engaged in selling hardware, lumber, and other building materials; paint, glass, and wallpaper; lawn and garden supplies; and mobile homes, even if sales to contractors account for a larger proportion of all sales.

**BUYING POWER INDEX (BPI):** A weighted index that converts three basic elements—population (the demographic factor), Effective Buying Income (the economic factor), and retail sales (the distribution factor)—into a measurement of a market's "ability to buy," expressing it as a percentage of the national total (100.0000%). The BPI is calculated by first producing a ratio of local population, income, and retail sales to the comparable U.S. totals, then assigning a weight of .5 to an area's income; .3 to retail sales; and .2 to population. These weights are then multiplied by the appropriate ratios and the resulting figures added together to produce the BPI for a state, metro, or county.

The BPI is one of the most important measures used to estimate potential for mass-marketed items sold at popular prices.

**CONSOLIDATED METROPOLITAN STATISTICAL AREA (CMSA).** (See Metropolitan Statistical Area).

**COUNTY.** The primary political administrative subdivision of a state, the county is widely used for marketing purposes for the following reasons: 1) The range of current available data below the state level is greatest at the county level. 2) Geographic boundaries are rarely altered. 3) Complete national coverage is achieved by adding all counties. 4) Sales & Marketing Management's 3,139 county units are manageable building blocks for alignment of sales territories. 5) County boundaries are readily identifiable.

For Louisiana, parishes are used in lieu of counties; for Alaska, boroughs and census divisions. The District of Columbia is treated as a single county unit. In Virginia, all cities are by law independent of counties; hence, the S&MM *Demographics USA* treats them as county units in themselves. The cities of Baltimore, Md., St. Louis, Mo., and Carson City, Nev., are also independent.

**DENSITY.** Population divided by the county's square miles of land area. A simple basis for relating population to a county's size. Thus two counties with the same population can have sharply divergent densities because of difference in land area size. The figure suffers because the land area will include railroad freight yards, wildlife preserves, industrial parks, and other nonresidential areas, resulting in a misleading density level.

**DEPARTMENT STORES** (SIC Subgroup 531). A department store is an establishment that employs 50 or more persons and has combined sales of soft goods and apparel totalling at least 20% of sales. Furthermore, the establishment must sell minimum amounts of 1) furniture, home furnishings, appliances, radios and TV sets; 2) a general line of apparel; 3) household linens and dry goods. So-called mass merchandisers and discount stores are included if they meet the above criteria. Department stores are included in the General Merchandise Stores sales totals.

**DRUGSTORE SALES** (SIC Industry Group 591). A 3-digit subgroup of SIC 59—Miscellaneous Retail Stores. Totals here reflect sales from establishments engaged in the retail sale of prescription drugs, proprietary drugs, and nonprescription medicines. Stores in this category may also carry a number of related lines, such as cosmetics, toiletries, tobacco, and novelty merchandise, and sales include drugstores that also operate soda fountains or lunch counters.

**EATING AND DRINKING PLACES** (SIC Major Group 58). Includes establishments selling prepared foods and drinks for consumption on the premises or for takeout, as well as lunch counters and refreshment stands selling prepared foods and drinks for immediate consumption. Also included under Eating Places are caterers and institutional food services; concession stands at stadiums, amusement parks, and airports; fast-food restaurants and custard stands; and pizzerias, oyster bars, commissaries, and other miscellaneous eating establishments. Drinking Places include bars, beer gardens, cocktail lounges, discos serving alcoholic beverages, nightclubs, taprooms, wine bars, and other miscellaneous establishments.

**EFFECTIVE BUYING INCOME (EBI):** A classification developed exclusively by Sales & Marketing Management to distinguish it from other sources reporting income statistics, EBI is defined as personal income less personal tax and non-tax payments—a number often referred to as "disposable" or "after-tax" income.

Generally speaking, EBI is a bulk measurement of market potential indicating the ability to buy, and it is essential for selecting, comparing, and grouping markets on this basis. For products that appeal to more specific income classes, marketers should examine data showing the Percentage of Households by EBI Group and the Buying Power Index (BPI).

Personal income is the aggregate of wages and salaries, other labor-related income (such as employer contributions to private pension funds), proprietor's income, rental income (which includes imputed rental income of owner-occupants of non-farm dwellings), dividends paid by corporations, interest income from all sources, and transfer payments (such as pensions and welfare assistance).

Deducted from this total are personal taxes (federal, state, and local), non-tax payments (fines, fees, penalties, etc.), and personal contributions to social insurance. According to U.S. government definitions, the resultant figure is commonly known as "disposable personal income."

**FOOD STORES** (SIC Major Group 54). Retail stores primarily engaged in selling food for home preparation and consumption. Included in this category are grocery stores; meat and fish markets; fruit and vegetable markets; candy, nut, and confectionery stores; dairy products stores; bakeries; and miscellaneous food stores such as health food, coffee, spice, vitamin, and poultry stores.

**FURNITURE, HOME FURNISHINGS, AND APPLIANCE STORES** (SIC Major Group 57). Sales from a broad array of subgroups including furniture stores; floor covering stores (carpet, rug, and tile); drapery, curtain, and upholstery stores; home furnishing stores (bedding, china, cookware, lamps, pottery, venetian blinds, etc.); and household appliance stores (air conditioners, freezers, sinks, cabinets, stoves, refrigerators, and vacuum cleaners). Perhaps the most important subgroup, however, is that of radio, television, consumer electronics, and music stores, which includes computer and computer software stores as well as record and tape stores.

(See Supermarkets, sales of which are included in Food Stores totals.)

**FURNITURE, HOME FURNISHINGS STORES** (SIC Subgroup 571). A component of Furniture, Home Furnishings, and Appliance Stores category. Made up of furniture stores as well as floor covering stores, and drapery, curtain, and upholstery stores. Diversified furniture stores that also sell household appliances, phonographs, radios and TV sets, and floor coverings are in this group if their sales of furniture and sleep equipment exceed sales of all other merchandise. Establishments engaged primarily in repairing and reupholstering furniture are included in the *Census of Selected Services;* hence their data do not appear in *Demographics USA*.

**GASOLINE SERVICE STATIONS** (SIC Industry Group 554). This 3-digit subgroup of SIC Major Group 55—Automotive Dealers—is broken out separately due to its marginal relation to actual car and automotive accessory sales. It is defined as service stations primarily engaged in selling gasoline and oil, although these establishments frequently sell other merchandise such as tires, batteries, and parts, as well as engaging in minor repair work. Gas stations combined with other activities such as grocery stores, convenience stores, or car washes are classified according to their primary activity.

**GENERAL MERCHANDISE STORES** (SIC Major Group 53). This category includes retail stores that sell a number of lines of merchandise, such as dry goods, apparel and accessories, furniture and home furnishings, housewares, hardware, and food. Stores included in this group are department stores, limited-price variety stores, and miscellaneous general merchandise stores such as general stores and catalogue showrooms, although catalogue and mail-order operations are not included in this category.

**GRADUATED BUYING POWER INDEXES.** Designed to correlate product potential and buying power of households with LOW income (under $15,000), MODERATE income ($15,000-$24,999), or HIGH income ($25,000 and over). EPP, for economy-priced products, has the following weights applied to the respective percents of U.S. totals: 6 for households with incomes under $15,000, 3 for food store sales, and 1 for number of households. MPP, for moderate-priced products, has the following weights: 6 for households with incomes $15,000-$24,999, 3 for total retail sales, and 1 for three- and four- person households. PPP, for premium-priced products, has the following weights: 6 for households with incomes of $25,000 and over, 3 for combined Apparel and Furniture-Appliance store sales, and 1 for households with head 35-64 years old.

Each Index is calculated in the same manner as the more familiar Buying Power Index (BPI). That is, the market's share of the U.S. total of each indicator is multiplied by the given weight; the total of the weighted percent is then divided by 10. The reader can construct his own customized BPI if he has reliable data on the consumers of his products.

**HOUSEHOLDS.** A household consists of all the people occupying a single housing unit under the 1990 Census rules. A housing unit is defined as a house, an apartment, a group of rooms, or a single room. In addition, the members of a household need not be related, and a single person living alone in a housing unit is also considered a household.

Persons who are not counted as members of households include: those living in group quarters such as institutions, college dormitories, or military barracks; hospitals; and nursing homes.

**HOUSEHOLDER.** *Demographics USA* follows the 1990 census definition of householder. In accordance, a householder is the person who was reported in column 1 on the 1990 census questionnaire. This was to be the person or one of the persons in whose name the home was owned or rented. If there was no such person, any adult household member at least 15 years old who was not a roomer, boarder or paid employee was to be reported in this column.

**HOUSEHOLDS BY AGE OF HOUSEHOLDER.** Marketers often try to position their products or services against specific age groups. *Demographics USA* breaks the household total into six widely used age groups.

**HOUSEHOLDS BY EFFECTIVE BUYING INCOME GROUPS.** A household's available spending potential is also used by marketers who want to aim their products or services and advertising efforts at those most likely to buy. *Demographics USA* breaks the household total into the eight most widely used income groups.

**HOUSEHOLDS BY NUMBER OF PERSONS.** A third household break that is widely used by marketers who seek more precise sales targets is size, or number of persons in the household. Theoreotically, for instance, a large household will consume a mass staple at a faster rate than a small one, giving the marketer an insight into the expected repeat-purchase rate. *Demographics USA* breaks the household total into the six most widely used size categories.

**INDEPENDENT CITIES.** Several cities in the U.S. that do not fall within official county boundaries are treated as independent entities by the Census Bureau. *Demographics USA* lists those independent cities as county entities. Except for St. Louis, MO,; Baltimore, MD,; and Carson City, NV, which replaced Ormsby County, all independent cities are located in the state of Virginia. These are Alexandria, Bedford, Bristol, Buena Vista, Charlottesville, Chesapeake, Clifton Forge, Colonial Heights, Covington, Danville, Emporia, Fairfax, Falls Church, Franklin, Fredericksburg, Galax, Hampton, Harrisonburg, Hopewell, Lexington, Lynchburg, Manassas, Manassas Park, Martinsville, Newport News, Norfolk, Norton, Petersburg, Poquoson, Portsmouth, Radford, Richmond, Roanoke, Salem, South Boston, Staunton, Suffolk, Virginia Beach, Waynesboro, Williamsburg, and Winchester.

**MEDIAN AGE OF POPULATION.** A calculation that divides the age distribution of the population into two equal groups, with one-half of the population older, and one-half younger, than the figure shown.

**MEDIAN HOUSEHOLD EFFECTIVE BUYING INCOME:** This calculation takes the household distribution of Effective Buying Income, or EBI, and divides it into two equal groups, with half the households above, and half below, the resulting figure.

**MERCHANDISE LINE SALES.** These data show total sales on nine broad product categories, such as groceries and the other food products, footwear and so on. Merchandise line totals are becoming increasingly popular because they give a more realistic estimate of a product's area potential than is provided by store-type sales. The merchandise line totals are made even more useful by data that show the volume of individual product categories sold by the dominant store type for that product classification–for example, the dollar volume of groceries sold in food stores. The merchandise line estimate shown in *Demographics USA* are based on the 1987 Census of Merchandise Line.

**METROPOLITAN STATISTICAL AREA (MSA).** According to the government's three-tiered system of metropolitan area definitions, an MSA is a geographic area with a large population nucleus, along with any adjacent communities that have a high degree of economic and social integration with that nucleus. The major purpose of this system—which also includes PMSAs and CMSAs—is to enable federal agencies to use the same geographic definitions when collecting and disseminating metro-area statistics. These definitions are reviewed every 10 years (as part of the decennial Census of Population), although metro areas are sometimes added to the government's listings between census years. However, any such additions have always been based on strict adherence to government criteria.

The metro area definitions are based on the most recent revisions to this system, which were made just after the completion of the 1980 census. The most important change effected by these revisions was the elimination of the term Standard Metropolitan Statistical Area, or SMSA, which has been replaced by a two-tiered system of definition: Metropolitan Statistical Areas (MSAs) and Primary Metropolitan Statistical Areas (PMSAs). The third tier in the revised system—CMSAs, or Consolidated Metropolitan Statistical Areas—is virtually the same as the old SCSA (Standard Consolidated Statistical Area) designation, since both are made up of groups of metros rather than counties.

MSA and PMSA designations follow a set of standards prepared by the Federal Committee on MSAs, which advises the Census Bureau and the Office of Management and Budget (OMB) on metro area definitions. Under the 1980 revisions, an area can qualify as an MSA in one of two ways: 1) if it contains a city with a population of at least 50,000, or 2) if it contains an "urbanized" area of at least 50,000 and the total metro-area population is 100,000 or more. In addition to the county containing the central city, an MSA may include additional counties that have close economic and social ties to the core county.

MSAs and PMSAs are defined in terms of whole counties, except in the six New England states, where towns and cities are the standard units of definition due to the absence of county governments. In these states, the federal government's unofficial system of New England County Metropolitan Areas (NECMAs) is utilized by *Demographics USA* in order to ensure a uniform system of county-based geography.

An MSA with a population of more than 1 million may qualify for designation as a Primary Metropolitan Statistical Area (PMSA) if it is contiguous with at least one other such metro, with the resulting group of two or more PMSAs forming a consolidated area, or CMSA.

The Metro Market rankings ignore the distinctions between MSAs and PMSAs, grouping the two designations together in the interest of simplicity and consistency.

**NEW ENGLAND COUNTY METROPOLITAN AREA (NECMA).** The U.S. Office of Information and Regulatory Affairs (OIRA), part of the government's Office of Management and Budget, uses this system to define metro areas in the six New England states by applying the same criteria used in establishing MSAs in other regions. (See Metropolitan Statistical Area.)

**NONSTORE RETAILERS** (SIC Subgroup 596). Nonstore retailers include Mail Order Houses (SIC 5961), Merchandise Vending Operators (SIC 5962), and Direct (house-to--house) Selling Organizations (SIC 5963). *Demographics USA* includes sales of nonstore retailers as part of "All Other Stores."

**PER-CAPITA EFFECTIVE BUYING INCOME:** This is an arithmetic average obtained by dividing Total Effective Buying Income by Total Population. It measures the total spending power to the number of people and is useful for comparing the relative level of income of different markets because it eliminates the impact of population size. However, because population is measured as of one date (Dec. 31), whereas EBI is measured as a flow over the calendar year, a significant change in population during the year can distort the per capita figure.

**PERCENT CHANGE OF POPULATION.** The percent change between December 31, 1990 census, and December 31,1995. .

**PERCENT OF U.S.** The share of total U.S. population, households, EBI, or retail sales accounted for by a given region, state, metro or county. This figure shows the relative importance of an area's major demographic and socioeconomic factors.

**POPULATION.** Updated from the Census Bureau's 1990 Census of Population and Housing, It is a head-count estimate of all the people living in an area at the end of the year. It includes people living in colleges and hospitals, and armed forces permanently assigned to the area, but excludes tourists and transients.

**POPULATION BY AGE AND SEX.** Male and female population totals for eight age groups are useful for marketers who seek to aim their products or services at specific sales targets. For example, the 12- to 17-year-old population is a favorite target of those marketing soft drinks and phonograph records. Several of the age groups are also associated with lifestyle stages a person passes through–such as the preschoolers (0-5 years), teen-agers (12-17 years), and young adults (18-24 years)–which are used in the formulation of marketing strategies.

**POPULATION PER SQUARE MILE.** (See Density.)

**RETAIL SALES.** Total Retail Sales reflects net sales (minus refunds and allowances for returns) for all establishments primarily engaged in retail trade. Retail sales by wholesalers and service establishments are not included.

*NOTE:* Although retail sales are often used to gauge the purchasing power of the residents in a given market, they can also be affected by nonresident "pollution," that is, purchases made by people not residing within the boundaries of the geographic area in question.

Retail sales totals are updated from 1987 Census of Retail Trade benchmarks.

**STANDARD INDUSTRIAL CLASSIFICATION (SIC).** Federal government censuses classify individual business establishments by the type of primary activity in which they are engaged. Retail outlets are classified as two-digit major groups, such as General Merchandise Stores (SIC 53); three-digit subgroups, such as Department Stores (SIC 531); and four-digit detailed industry groups, such as Mail-Order houses (SIC 5961).

**SUPERMARKETS.** Supermarket sales are listed as a component of total Food Store sales because this type of outlet dominates that field. Although the Census Bureau's retail censuses provide no data for supermarkets per se, *Demographics USA* supermarket category is closely related to the bureau's Grocery Stores subgroup (SIC 541).

**TELEVISION MARKET–AREA OF DOMINANT INFLUENCE.** This is the formal term for what is more commonly known as a TV or broadcast market. Definitions for ADIs are supplied by Arbitron, the Control Data subsidiary that generates ratings for broadcast programming. Basically, ADIs are selected by totaling the viewer hours of TV stations whose signals reach a particular county, with total hours then converted to a percentage share of all viewing hours. The name of an ADI is assigned according to the market of origin of the station(s) with the largest share of viewer hours, and all counties whose largest viewer share is given to stations in that same market of origin are grouped together under that particular ADI.

*NOTE:* Because of the reach of broadcast signals, ADIs don't always conform to whole-county geography like metro markets or newspaper markets. In certain cases, Arbitron splits counties, treating each portion as if it were a separate county. Each county, or portion thereof, is allocated exclusively to a single ADI, thus eliminating any geographic overlap. ADI data cover all U.S. states, with the exception of Alaska and Hawaii.

# RETAIL SALES ADDENDUM

## RETAIL STORE GROUPS

The retail store groups that appear in the **Survey of Buying Power DEMOGRAPHICS USA** follow the U.S. Standard Industrial Classification (SIC), which provides for up to two levels of subclasses within the groups: some of these subclasses are subdivided further by the Bureau of the Census. Data for these finer components, listed below, are maintained by Market Statistics (212-986-4800).

| SIC Code | Components |
|---|---|
| **54** | **Food Stores** |
| 541 | Grocery stores |
| 542 | Meat and seafood markets |
| 543 | Fruit and vegetable markets |
| 544 | Candy, nut, and confectionery stores |
| 545 | Dairy products stores |
| 546 pt. | Retail Bakeries (baking and selling) |
| 546 pt. | Retail Bakeries (selling only) |
| 549 | Miscellaneous food stores |
| **58** | **Eating And Drinking Places** |
| 5812 pt. | Restaurants and lunchrooms |
| 5812 pt. | Cafeterias |
| 5812 pt. | Refreshment places |
| 5812 pt. | Other eating places |
| 5813 | Drinking places |
| **53** | **General Merchandise Stores** |
| 531 | Department stores |
| 533 | Variety stores |
| 539 | Miscellaneous general merchandise stores |
| **56** | **Apparel And Accessories Stores** |
| 561 | Men's and boys' clothing and accessories stores |
| 562 | Women's clothing stores |
| 563 | Women's accessories and specialty stores |
| 564 | Children's and infants' wear stores |
| 565 | Family clothing stores |
| 566 pt. | Men's store stores |
| 566 pt. | Women's shoe stores |
| 566 pt. | Children's and juveniles' shoe stores |
| 566 pt. | Family shoe stores |
| 569 | Miscellaneous apparel and accessories stores |
| **57** | **Furniture/Home Furnishings/Appliance Stores** |
| 5712 | Furniture stores |
| 5713 | Floor covering stores |
| 5714 | Drapery, curtain, and upholstery stores |
| 5719 | Miscellaneous home furnishings stores |
| 572 | Household appliance stores |
| 5731 | Radio, TV, and consumer electronics stores |
| 5734 | Computer and computer software stores |
| 5735 | Record and prerecorded tape stores |
| 5736 | Musical instrument stores |
| **55 pt.** | **Automotive Dealers** |
| 551 | New car dealers |
| 552 | Used car dealers |
| 553 pt. | Tire, battery, and accessory dealers |
| 553 pt. | Other auto and home supply stores |
| 555 | Boat dealers |
| 556 | Recreational vehicle dealers |
| 557 | Motorcycle dealers |
| 559 | Automotive dealers not elsewhere classified |
| **554** | **Gasoline Service Stations**<br>Includes establishments primarily selling gasoline and automotive lubricants and garages that derive more than half their receipts from selling those same products. |
| **52** | **Building Materials And Hardware Dealers** |
| 521 | Lumber and other building materials dealers |
| 523 | Paint, glass, and wallpaper stores |
| 525 | Hardware stores |
| 526 | Retail nurseries, lawn and garden supply stores |
| 527 | Mobile home dealers |
| **591** | **Drugstores** |
| 591 pt. | Drugstores |
| 591 pt. | Proprietary stores |
|  | **All Other Stores**<br>The several store groups that are not among **DEMOGRAPHICS USA's** store groups include the following: |
| 592 | Liquor stores |
| 593 | Used-merchandise stores |
| 5941 pt. | General-line sporting goods stores |
| 5941 pt. | Specialty-line sporting goods stores |
| 5942 | Bookstores |
| 5943 | Stationery stores |
| 5944 | Jewelry stores |
| 5945 | Hobby, toy, and game shops |
| 5946 | Camera and photographic supply stores |
| 5947 | Gift, novelty, and souvenir shops |
| 5948 | Luggage and leather goods stores |
| 5949 | Sewing, needlework, and piece goods stores |
| 5961 | Catalog and mail-order houses |
| 5962 | Automatic merchandising machine operators |
| 5963 | Direct selling establishments |
| 5983 | Fuel oil dealers |
| 5984 | Liquefied petroleum gas dealers |
| 5989 | Fuel dealer not elsewhere classified |
| 5992 | Florists |
| 5993 | Tobacco stores and stands |
| 5994 | New dealers and newsstands |
| 5995 | Optical goods stores |
| 5999 pt. | Pet shops |
| 5999 pt. | Typewriter stores |
| 5999 pt. | Miscellaneous stores not elsewhere classified |

(continued)

# MERCHANDISE LINE CATEGORIES

The merchandise lines that appear in the **Survey of Buying Power DEMOGRAPHICS USA** are among those designated on the report forms of the Census of Retail Trade. Finer lines are designated within most of these broad lines where appropriate to the store type. Data for the detailed lines are maintained by Market Statistics (212-986-4800). They are listed here with the code numbers used by the Bureau of the Census.

| Census Code | Components |
|---|---|
| **100** | **Groceries And Other Foods** |
| 101 | Meat, fish and poultry |
| 102 | Produce |
| 103 | Frozen foods |
| 104 | Dairy products and related foods |
| 105 | Bakery products, except frozen |
| 107 | Delicatessen items |
| 108 | All other foods |
| **160** | **Drugs, Health Aids And Beauty Aids** |
| 161 | Prescriptions |
| 162 | Nonprescription medicines |
| 163 | Health aids |
| 164 | Cosmetics |
| 165 | Other hygiene needs |
| **300** | **Major Household Appliances** |
| 301 | Kitchen appliances |
| 302 | Laundry appliances |
| 303 | Other major household appliances |
| **320** | **Televisions And Video Recorders** |
| **330** | **Audio Equipment, Musical Instruments And Supplies** |
| 331 | Audio equipment, components, parts and accessories |
| 335 | Records and tapes |
| 337 | Musical instruments, sheet music and related items |
| **340** | **Furniture And Sleep Equipment** |
| 342 | Living room, dining room, and bedroom furniture |
| 343 | Sleep furniture and equipment |
| 344 | All other furniture including outdoor, kitchen and office furniture |
| **200** | **Men's And Boys' Clothing** |
| 201 | Boys', young men's, and students' clothing and accessories |

| Census Code | Components |
|---|---|
| 202 | Men's overcoats, topcoats, raincoats, and outer jackets |
| 203 | Men's suits and formal wear |
| 204 | Men's sport coats and blazers |
| 205 | Men's jeans and casual slack |
| 206 | Men's career apparel and work clothes |
| 207 | Men's shirts |
| 208 | Men's sweaters |
| 209 | Men's hosiery, pajamas, robes, and underwear |
| 211 | Men's sportswear |
| 212 | Men's accessories |
| **220** | **Women's And Girls' Clothing** |
| 221 | Infants' and toddlers' apparel and accessories |
| 222 | Women's, misses', and juniors' furs and fur garments |
| 223 | Women's, misses', and juniors' dresses |
| 224 | Women's, misses', and juniors' tailored coats, jackets, and rainwear |
| 225 | Women's, misses', and juniors' separates and coordinates |
| 228 | Women's, misses', and juniors' active sportswear |
| 229 | Women's hosiery |
| 231 | Women's bras, girdles, and foundations |
| 232 | Women's, misses', and juniors' lingerie, sleepwear, and loungewear |
| 233 | Women's hats, hairpieces, and trimmings |
| 234 | Women's handbags and small leather goods |
| 235 | Other apparel |
| **260** | **Footwear** |
| 261 | Men's and boys' footwear |
| 262 | Women's and girls' footwear |
| 263 | Children's footwear |
| 264 | Footwear accessories<br>**Note:** infants and toddlers footwear not included. |
| **858** | **Home computers and calculators** |

# TELEVISION MARKET ADDENDUM

**The Television Markets for which data are shown in Sections 16–21 are the Areas of Dominant Influence (ADIs) delineated by the Arbitron Ratings Company for the 1991-92 TV year, covering all of the United States except Alaska and Hawaii. The counties and (in a few areas) portions of counties that make up each market are listed below.**

**ABILENE - SWEETWATER, TEX.—** Brown, Callahan, Coleman, Eastland, Fisher, Haskell, Jones, Mitchell, Nolan, Runnels, Scurry, Shackelford, Stephens, Stonewall, Taylor.

**ALBANY, GA.—** Atkinson, Baker, Ben Hill, Berrien, Calhoun, Coffee, Colquitt, Cook, Crisp, Dougherty, Irwin, Lanier, Lee, Mitchell, Telfair, Terrell, Tift, Turner, Worth.

**ALBANY - SCHENECTADY - TROY, N.Y.—** MASS.: Berkshire; N.Y.: Albany, Columbia, Fulton, Greene, Hamilton, Montgomery, Rensselaer, Saratoga, Schenectady, Schoharie, Warren, Washington; VT.: Bennington.

**ALBUQUERQUE, N.M.—** ARIZ.: Apache (northern portion); COLO.: Alamosa, Archuleta, Conejos, Montezuma, Rio Grande, Saguache; N.M.: Bernalillo, Catron, Chaves, Cibola, Colfax, De Baca, Eddy, Grant, Guadalupe, Harding, Hidalgo, Lea (northern portion), Lincoln, Los Alamos, McKinley, Mora, Otero, Rio Arriba, Roosevelt, Sandoval, San Juan, San Miguel, Santa Fe, Sierra, Socorro, Taos, Torrance, Valencia.

**ALEXANDRIA, LA.—** Avoyelles, Grant, Rapides, Vernon.

**ALPENA, MICH.—** Alcona, Alpena.

**AMARILLO, TEX.—** N.M.: Curry, Quay, Union; OKLA.: Cimarron, Texas; TEX.: Armstrong, Briscoe, Carson, Castro, Childress, Collingsworth, Cottle, Dallam, Deaf Smith, Donley, Gray, Hall, Hansford, Hartley, Hemphill, Hutchinson, Lipscomb, Moore, Ochiltree, Oldham, Parmer, Potter, Randall, Roberts, Sherman, Swisher, Wheeler.

**ANNISTON, ALA.—** Calhoun.

**ARDMORE - ADA, OKLA.—** Atoka, Bryan, Carter, Choctaw, Coal, Johnston, Love, Marshall, Pontotoc, Pushmataha.

**ATLANTA, GA.—** ALA.: Cherokee, Randolph; GA.: Banks, Barrow, Bartow, Butts, Carroll, Chattooga, Cherokee, Clarke, Clayton, Cobb, Coweta, Dawson, De Kalb, Douglas, Fayette, Floyd, Forsyth, Fulton, Gilmer, Gordon, Greene, Gwinnett, Habersham, Hall, Haralson, Heard, Henry, Jackson, Jasper, Lamar, Lumpkin, Meriwether, Morgan, Newton, Oconee, Oglethorpe, Paulding, Pickens, Pike, Polk, Putnam, Rabun, Rockdale, Spalding, Towns, Troup, Union, Upson, Walton, White; N.C.: Clay.

**AUGUSTA, GA.—** Burke, Columbia, Emanuel, Glascock, Jefferson, Jenkins, Lincoln, McDuffie, Richmond, Taliaferro, Warren, Wilkes; S.C.: Aiken, Allendale, Bamberg, Barnwell, Edgefield, McCormick.

**AUSTIN, TEX.—** Bastrop, Blanco, Burnet, Caldwell, Fayette, Gillespie, Hays, Lee, Llano, Mason, Travis, Williamson.

**BAKERSFIELD, CALIF.—** Kern (western portion).

**BALTIMORE, MD.—** Anne Arundel, Baltimore, Baltimore city, Caroline, Carroll, Cecil, Dorchester, Harford, Howard, Kent, Queen Anne's, Talbot.

**BANGOR, MAINE—** Hancock, Penobscot, Piscataquis, Somerset, Waldo, Washington.

**BATON ROUGE, LA.—** Ascension, Assumption, East Baton Rouge, East Feliciana, Iberville, Livingston, Pointe Coupee, St. Helena, St. Mary, West Baton Rouge, West Feliciana; MISS.: Amite, Wilkinson.

**BEAUMONT - PORT ARTHUR, TEX.—** Hardin, Jasper, Jefferson, Newton, Orange, Sabine, Tyler.

**BEND, ORE.—** Deschutes.

**BILLINGS - HARDIN, MONT.—** Big Horn, Carbon, Custer, Garfield, Golden Valley, Musselshell, Park, Petroleum, Powder River, Prairie, Rosebud, Stillwater, Sweet Grass, Treasure, Wheatland, Yellowstone; WYO.: Big Horn, Park.

**BILOXI - GULFPORT - PASCAGOULA, MISS.—** Greene, Harrison, Jackson, Stone.

**BINGHAMTON, N.Y.—** Broome, Chenango, Delaware, Tioga; PA.: Bradford.

**BIRMINGHAM, ALA.—** Bibb, Blount, Chilton, Clay, Cleburne, Coosa, Cullman, Etowah, Fayette, Greene, Hale, Jefferson, Marion, St. Clair, Shelby, Talladega, Walker, Winston.

**BLUEFIELD - BECKLEY - OAK HILL, W.VA.—** VA.: Bland, Tazewell; W.VA.: Fayette, Greenbrier, McDowell, Mercer, Monroe, Raleigh, Summers, Wyoming.

**BOISE, IDA.—** Ada, Adams, Boise, Camas, Canyon, Elmore, Gem, Owyhee, Payette, Valley, Washington; ORE.: Grant, Malheur.

**BOSTON, MASS.—** Barnstable, Essex, Middlesex, Nantucket, Norfolk, Plymouth, Suffolk, Worcester; N.H.: Belknap, Cheshire, Hillsborough, Merrimack, Rockingham, Strafford, Sullivan; VT.: Windham.

**BOWLING GREEN, KY.—** Adair, Butler, Edmonson, Metcalfe, Warren.

**BRISTOL - KINGSPORT - JOHNSON CITY, TENN.—** KY.: Knott, Leslie, Letcher; N.C.: Ashe, Avery; TENN.: Carter, Greene, Hawkins, Johnson, Sullivan, Unicoi, Washington; VA.: Bristol city, Buchanan, Dickenson, Lee, Norton city, Russell, Scott, Smyth, Washington, Wise.

**BUFFALO, N.Y.—** Allegany, Cattaraugus, Chautauqua, Erie, Genesee, Niagara, Orleans, Wyoming; PA.: McKean, Potter.

**BURLINGTON - PLATTSBURGH, VT.—** N.Y.: Clinton, Essex, Franklin; VT.: Addison, Caledonia, Chittenden, Essex, Franklin, Grand Isle, Lamoille, Orange, Orleans, Rutland, Washington, Windsor.

**BUTTE, MONT.—** Beaverhead, Broadwater, Deer Lodge, Gallatin, Granite, Jefferson, Madison, Powell, Silver Bow.

**CASPER - RIVERTON, WYO.—** Converse, Fremont, Hot Springs, Natrona.

**CEDAR RAPIDS - WATERLOO - DUBUQUE, IOWA—** Allamakee, Benton, Black Hawk, Bremer, Buchanan, Butler, Chickasaw, Clayton, Delaware, Dubuque, Fayette, Grundy, Iowa, Johnson, Jones, Keokuk, Linn, Tama, Washington, Winneshiek; WISC.: Grant.

**CHARLESTON, S.C.—** Berkeley, Charleston, Colleton, Dorchester, Georgetown, Williamsburg.

**CHARLESTON - HUNTINGTON, W.VA.—** KY.: Boyd, Carter, Elliott, Floyd, Greenup, Johnson, Lawrence, Lewis, Magoffin, Martin, Morgan, Pike; OHIO: Athens, Gallia, Jackson, Lawrence, Meigs, Scioto, Vinton; W.VA.: Boone, Cabell, Calhoun, Clay, Jackson, Kanawha, Lincoln, Logan, Mason, Mingo, Nicholas, Pleasants, Putnam, Roane, Wayne, Wirt.

**CHARLOTTE, N.C.—** Alexander, Anson, Burke, Cabarrus, Caldwell, Catawba, Cleveland, Gaston, Iredell, Lincoln, Mecklenburg, Richmond, Rowan, Stanly, Union, Watauga; S.C.: Chester, Chesterfield, Lancaster, York.

**CHARLOTTESVILLE, VA.—** Albemarle, Charlottesville city.

**CHATTANOOGA, TENN.—** ALA.: Jackson; GA.: Catoosa, Dade, Fannin, Murray, Walker, Whitfield; N.C.: Cherokee; TENN.: Bledsoe, Bradley, Grundy, Hamilton, McMinn, Marion, Meigs, Polk, Rhea, Sequatchie.

**CHEYENNE - SCOTTSBLUFF (STERLING), WYO.—** NEB.: Scotts Bluff; WYO.: Laramie.

**CHICAGO, ILL.—** Cook, De Kalb, Du Page, Grundy, Kane, Kankakee, Kendall, Lake, La Salle, McHenry, Will; IND.: Jasper, Lake, La Porte, Newton, Porter.

**CHICO - REDDING, CALIF.—** Butte, Glenn, Shasta, Tehama, Trinity.

**CINCINNATI, OHIO—** IND.: Dearborn, Fayette, Franklin, Ohio, Ripley, Switzerland, Union; KY.: Boone, Bracken, Campbell, Gallatin, Grant, Kenton, Mason, Owen, Pendleton; OHIO: Adams, Brown, Butler, Clermont, Clinton, Hamilton, Highland, Warren.

**CLARKSBURG - WESTON, W.VA.—** Barbour, Braxton, Doddridge, Gilmer, Harrison, Lewis, Marion, Randolph, Ritchie, Taylor, Tucker, Upshur, Webster.

**CLEVELAND, OHIO—** Ashland, Ashtabula, Carroll, Cuyahoga, Erie, Geauga, Holmes, Huron, Lake, Lorain, Medina, Portage, Richland, Stark, Summit, Tuscarawas, Wayne.

**COLORADO SPRINGS - PUEBLO, COLO.—** Baca, Bent, Cheyenne, Crowley, Custer, El Paso, Fremont, Huerfano, Kiowa, Las Animas, Lincoln, Otero, Prowers, Pueblo.

**COLUMBIA, S.C.—** Calhoun, Clarendon, Fairfield, Kershaw, Lee, Lexington, Newberry, Orangeburg, Richland, Saluda, Sumter.

**COLUMBIA - JEFFERSON CITY, MO.—** Audrain, Boone, Callaway, Chariton, Cole, Cooper, Howard, Maries, Miller, Moniteau, Morgan, Osage, Randolph.

**COLUMBUS, GA.—** ALA.: Barbour, Chambers, Lee, Russell; GA.: Chattahoochee, Clay, Harris, Macon, Marion, Muscogee, Quitman, Randolph, Schley, Stewart, Sumter, Talbot, Taylor, Webster.

**COLUMBUS - TUPELO, MISS.—** ALA.: Lamar, Pickens; MISS.: Calhoun, Chickasaw, Choctaw, Clay, Grenada, Itawamba, Lee, Lowndes, Monroe, Montgomery, Noxubee, Oktibbeha, Pontotoc, Prentiss, Tishomingo, Webster, Winston, Yalobusha.

**COLUMBUS, OHIO—** Coshocton, Crawford, Delaware, Fairfield, Fayette, Franklin, Hardin, Hocking, Knox, Licking, Madison, Marion, Morgan, Morrow, Perry, Pickaway, Pike, Ross, Union.

**CORPUS CHRISTI, TEX.—** Aransas, Bee, Brooks, Duval, Jim Hogg, Jim Wells, Kenedy, Kleberg, Live Oak, Nueces, Refugio, San Patricio.

**DALLAS - FT. WORTH, TEX.—** Anderson, Bosque, Collin, Comanche, Cooke, Dallas, Delta, Denton, Ellis, Erath, Fannin, Freestone, Grayson, Hamilton, Henderson, Hill, Hood, Hopkins, Hunt, Jack, Johnson, Kaufman, Lamar, Navarro, Palo Pinto, Parker, Rains, Rockwall, Somervell, Tarrant, Van Zandt, Wise.

**DAVENPORT - ROCK ISLAND - MOLINE, IOWA—** ILL.: Bureau, Carroll, Henderson, Henry, Jo Daviess, Knox, Mercer, Rock Island, Warren, Whiteside; IOWA:

Cedar, Clinton, Des Moines, Henry, Jackson, Louisa, Muscatine, Scott.

**DAYTON, OHIO—** IND.: Wayne; OHIO: Auglaize, Champaign, Clark, Darke, Greene, Logan, Mercer, Miami, Montgomery, Preble, Shelby.

**DENVER, COLO.—** Adams, Arapahoe, Boulder, Chaffee, Clear Creek, Costilla, Denver, Douglas, Eagle, Elbert, Garfield, Gilpin, Grand, Gunnison, Hinsdale, Jackson, Jefferson, Kit Carson, Lake, Larimer, Logan, Mineral, Moffat, Morgan, Park, Phillips, Pitkin, Rio Blanco, Routt, San Juan, Sedgwick, Summit, Teller, Washington, Weld, Yuma; NEB.: Cheyenne, Dawes, Deuel, Garden, Kimball; WYO.: Albany, Campbell, Carbon, Goshen, Johnson, Niobrara, Platte.

**DES MOINES, IOWA—** Adair, Appanoose, Audubon, Boone, Calhoun, Carroll, Clarke, Dallas, Decatur, Franklin, Greene, Guthrie, Hamilton, Hardin, Humboldt, Jasper, Lucas, Madison, Mahaska, Marion, Marshall, Monroe, Pocahontas, Polk, Poweshiek, Ringgold, Story, Union, Wapello, Warren, Wayne, Webster, Wright; MO.: Mercer.

**DETROIT, MICH.—** Lapeer, Livingston, Macomb, Monroe, Oakland, St. Clair, Washtenaw, Wayne.

**DOTHAN, ALA.—** Coffee, Dale, Geneva, Henry, Houston; FLA.: Holmes; GA.: Early.

**DULUTH - SUPERIOR, MINN.—** MICH.: Gogebic; MINN.: Aitkin, Carlton, Cook, Itasca, Koochiching, Lake, St. Louis; WISC.: Ashland, Bayfield, Douglas, Iron, Sawyer, Washburn.

**EL CENTRO - YUMA, CALIF.—** ARIZ.: Yuma; CALIF.: Imperial.

**EL PASO, TEX.—** N.M.: Dona Ana, Luna; TEX.: El Paso, Hudspeth.

**ELMIRA, N.Y.—** Chemung, Steuben; PA.: Tioga.

**ERIE, PA.—** Crawford, Erie, Forest, Warren.

**EUGENE, ORE.—** Benton, Coos, Douglas, Lane.

**EUREKA, CALIF.—** Del Norte, Humboldt.

**EVANSVILLE, IND.—** ILL.: Edwards, Wabash, Wayne, White; IND.: Dubois, Gibson, Perry, Pike, Posey, Spencer, Vanderburgh, Warrick; KY.: Daviess, Hancock, Henderson, Hopkins, McLean, Muhlenberg, Ohio, Union, Webster.

**FARGO, N.D.—** MINN.: Becker, Clay, Clearwater, Kittson, Lake of the Woods, Mahnomen, Marshall, Norman, Otter Tail, Pennington, Polk, Red Lake, Roseau, Wilkin; N.D.: Barnes, Benson, Cass, Cavalier, Dickey, Eddy, Foster, Grand Forks, Griggs, La Moure, Nelson, Pembina, Ramsey, Ransom, Richland, Sargent, Steele, Stutsman, Towner, Traill, Walsh.

**FLAGSTAFF, ARIZ.—** Coconino.

**FLINT - SAGINAW - BAY CITY, MICH.—** Arenac, Bay, Clare, Genesee, Gladwin, Gratiot, Huron, Iosco, Isabella, Midland, Ogemaw, Saginaw, Sanilac, Shiawassee, Tuscola.

**FLORENCE - MYRTLE BEACH, S.C.—** Darlington, Dillon, Florence, Horry, Marion, Marlboro.

**FT. MYERS - NAPLES, FLA.—** Charlotte, Collier, Glades, Hendry, Lee.

**FT. SMITH, ARK.—** Benton, Crawford, Franklin, Logan, Madison, Scott, Sebastian, Washington; OKLA.: Le Flore, Sequoyah.

**FT. WAYNE, IND.—** Adams, Allen, De Kalb, Huntington, Jay, Noble, Steuben, Wabash, Wells, Whitley; OHIO: Paulding, Van Wert.

**FRESNO - VISALIA, CALIF.—** Fresno, Kings, Madera, Mariposa, Merced, Tulare.

**GAINESVILLE, FLA.—** Alachua, Dixie, Gilchrist, Levy.

**GRAND JUNCTION - DURANGO, COLO.—** Delta, La Plata, Mesa, Montrose, Ouray, San Miguel.

**GRAND RAPIDS - KALAMAZOO - BATTLE CREEK, MICH.—** Allegan, Barry, Branch, Calhoun, Ionia, Kalamazoo, Kent, Montcalm, Muskegon, Newaygo, Oceana, Ottawa, St. Joseph, Van Buren.

**GREAT FALLS, MONT.—** Blaine, Cascade, Chouteau, Fergus, Glacier, Hill, Judith Basin, Liberty, Meagher, Phillips, Pondera, Teton, Toole, Valley.

**GREEN BAY - APPLETON, WISC.—** MICH.: Delta, Dickinson, Menominee, Schoolcraft; WISC.: Brown, Calumet, Door, Fond du Lac, Green Lake, Kewaunee, Manitowoc, Marinette, Menominee, Oconto, Outagamie, Shawano, Waupaca, Waushara, Winnebago.

**GREENSBORO - WINSTON-SALEM - HIGH POINT, N.C.—** Alamance, Alleghany, Caswell, Davidson, Davie, Forsyth, Guilford, Montgomery, Randolph, Rockingham, Stokes, Surry, Wilkes, Yadkin; VA.: Patrick.

**GREENVILLE - NEW BERN - WASHINGTON, N.C.—** Beaufort, Bertie, Carteret, Craven, Duplin, Edgecombe, Greene, Hyde, Jones, Lenoir, Martin, Onslow, Pamlico, Pitt, Tyrrell, Washington.

**GREENVILLE - SPARTANBURG - ASHEVILLE, S.C.—** GA.: Elbert, Franklin, Hart, Madison, Stephens; N.C.: Buncombe, Graham, Haywood, Henderson, Jackson, McDowell, Macon, Madison, Mitchell, Polk, Rutherford, Swain, Transylvania, Yancey; S.C.: Abbeville, Anderson, Cherokee, Greenville, Greenwood, Laurens, Oconee, Pickens, Spartanburg, Union.

**GREENWOOD - GREENVILLE, MISS.—** ARK.: Chicot; MISS.: Bolivar, Carroll, Humphreys, Leflore, Sunflower, Tallahatchie, Washington.

**HAGERSTOWN, MD.—** Washington.

**HARRISBURG - YORK - LANCASTER - LEBANON, PA.—** Adams, Cumberland, Dauphin, Juniata, Lancaster, Lebanon, Perry, York.

**HARRISONBURG, VA.—** Augusta, Harrisonburg city, Page, Rockingham, Staunton city, Waynesboro city; W.VA.: Grant, Hardy, Pendleton.

**HARTFORD - NEW HAVEN, CONN.—** Hartford, Litchfield, Middlesex, New Haven, New London, Tolland, Windham.

**HELENA, MONT.—** Lewis and Clark.

**HOUSTON, TEX.—** Austin, Brazoria, Calhoun, Chambers, Colorado, Fort Bend, Galveston, Grimes, Harris, Jackson, Liberty, Matagorda, Montgomery, Polk, San Jacinto, Walker, Waller, Washington, Wharton.

**HUNTSVILLE - DECATUR - FLORENCE, ALA.—** Colbert, De Kalb, Franklin, Lauderdale, Lawrence, Limestone, Madison, Marshall, Morgan; TENN.: Lincoln.

**IDAHO FALLS - POCATELLO, IDA.—** Bannock, Bingham, Bonneville, Butte, Caribou, Cassia, Clark, Custer, Fremont, Jefferson, Lemhi, Madison, Minidoka, Power, Teton; WYO.: Lincoln, Teton.

**INDIANAPOLIS, IND.—** Bartholomew, Benton, Blackford, Boone, Brown, Carroll, Cass, Clinton, Decatur, Delaware, Fountain, Grant, Hamilton, Hancock, Hendricks, Henry, Howard, Johnson, Madison, Marion, Miami, Monroe, Montgomery, Morgan, Owen, Putnam, Randolph, Rush, Shelby, Tipton, Warren, White.

**JACKSON, MISS.—** Adams, Attala, Claiborne, Copiah, Franklin, Hinds, Holmes, Issaquena, Jefferson, Jefferson Davis, Lawrence, Leake, Lincoln, Madison, Pike, Rankin, Scott, Sharkey, Simpson, Smith, Warren, Yazoo.

**JACKSON, TENN.—** Carroll, Hardin, Henderson, Madison.

**JACKSONVILLE, FLA.—** Baker, Bradford, Clay, Columbia, Duval, Nassau, Putnam, St. Johns, Union; GA.: Brantley, Camden, Charlton, Clinch, Glynn, Ware.

**JOHNSTOWN - ALTOONA, PA.—** Bedford, Blair, Cambria, Cameron, Centre, Clearfield, Elk, Fulton, Huntingdon, Jefferson, Mifflin, Somerset.

**JONESBORO, ARK.—** Clay, Craighead, Greene, Jackson, Lawrence, Randolph, Sharp.

**JOPLIN - PITTSBURG, MO.—** KANS.: Allen, Bourbon, Cherokee, Crawford, Labette, Neosho, Wilson, Woodson; MO.: Barton, Jasper, McDonald, Newton, Vernon; OKLA.: Ottawa.

**KANSAS CITY, MO.—** KANS.: Anderson, Atchison, Brown, Doniphan, Douglas, Franklin, Johnson, Leavenworth, Linn, Miami, Wyandotte; MO.: Andrew, Bates, Caldwell, Carroll, Cass, Clay, Clinton, Daviess, De Kalb, Grundy, Henry, Jackson, Johnson, Lafayette, Linn, Livingston, Pettis, Platte, Ray, Saline.

**KNOXVILLE, TENN.—** KY.: Bell, Harlan, Knox, McCreary, Whitley; TENN.: Anderson, Blount, Campbell, Claiborne, Cocke, Cumberland, Fentress, Grainger, Hamblen, Hancock, Jefferson, Knox, Loudon, Monroe, Morgan, Roane, Scott, Sevier, Union.

**LA CROSSE - EAU CLAIRE, WISC.—** MINN.: Houston, Winona; WISC.: Buffalo, Chippewa, Crawford, Eau Claire, Jackson, Juneau, La Crosse, Monroe, Rusk, Trempealeau, Vernon.

**LAFAYETTE, IND.—** Tippecanoe.

**LAFAYETTE, LA.—** Acadia, Evangeline, Iberia, Jefferson Davis, Lafayette, St. Landry, St. Martin, Vermilion.

**LAKE CHARLES, LA.—** Allen, Beauregard, Calcasieu, Cameron.

**LANSING, MICH.—** Clinton, Eaton, Hillsdale, Ingham, Jackson.

**LAREDO, TEX.—** Webb, Zapata.

**LAS VEGAS, NEV.—** Clark, Lincoln, Nye (southern portion).

**LAUREL - HATTIESBURG, MISS.—** Covington, Forrest, Jasper, Jones, Lamar, Marion, Perry, Walthall, Wayne.

**LEXINGTON, KY.—** Anderson, Bath, Bourbon, Boyle, Breathitt, Casey, Clark, Clay, Estill, Fayette, Fleming, Franklin, Garrard, Harrison, Jackson, Jessamine, Laurel, Lee, Lincoln, Madison, Menifee, Mercer, Montgomery, Nicholas, Owsley, Perry, Powell, Pulaski, Robertson, Rockcastle, Rowan, Russell, Scott, Wayne, Wolfe, Woodford.

**LIMA, OHIO—** Allen.

**LINCOLN - HASTINGS - KEARNEY, NEB.—** KANS.: Cloud, Jewell, Republic, Smith, Washington; NEB.: Adams, Boone, Brown, Buffalo, Chase, Clay, Custer, Dawson, Fillmore, Franklin, Frontier, Furnas, Gage, Garfield, Gosper, Greeley, Hall, Hamilton, Harlan, Hayes, Hitchcock, Holt, Howard, Jefferson, Kearney, Lancaster, Loup, Merrick, Nance, Nuckolls, Perkins, Phelps, Polk, Red Willow, Rock, Saline, Sherman, Thayer, Valley, Webster, York.

**LITTLE ROCK, ARK.—** Arkansas, Bradley, Calhoun, Clark, Cleburne, Cleveland, Conway, Dallas, Desha, Drew, Faulkner, Garland, Grant, Hot Spring, Independence, Jefferson, Johnson, Lincoln, Lonoke, Monroe, Montgomery, Nevada, Ouachita, Perry, Pike, Polk, Pope, Prairie, Pulaski, Saline, Searcy, Stone, Van Buren, White, Woodruff, Yell.

**LOS ANGELES, CALIF.—** Inyo, Kern (eastern portion), Los Angeles, Orange, Riverside (western portion), San Bernardino, Ventura.

**LOUISVILLE, KY.**— IND.: Clark, Crawford, Floyd, Harrison, Jackson, Jefferson, Jennings, Lawrence, Orange, Scott, Washington; KY.: Breckinridge, Bullitt, Carroll, Grayson, Green, Hardin, Hart, Henry, Jefferson, Larue, Marion, Meade, Nelson, Oldham, Shelby, Spencer, Taylor, Trimble, Washington.

**LUBBOCK, TEX.**— Bailey, Borden, Cochran, Crosby, Dawson, Dickens, Floyd, Garza, Hale, Hockley, Kent, King, Lamb, Lubbock, Lynn, Motley, Terry, Yoakum.

**MACON, GA.**— Baldwin, Bibb, Bleckley, Crawford, Dodge, Dooly, Hancock, Houston, Johnson, Jones, Laurens, Monroe, Peach, Pulaski, Twiggs, Washington, Wheeler, Wilcox, Wilkinson.

**MADISON, WISC.**— Columbia, Dane, Green, Iowa, Lafayette, Marquette, Richland, Rock, Sauk.

**MANKATO, MINN.**— IOWA: Emmet; MINN.: Blue Earth, Faribault.

**MARQUETTE, MICH.**— Alger, Baraga, Houghton, Iron, Keweenaw, Marquette, Ontonagon; WISC.: Florence.

**MCALLEN - BROWNSVILLE, TEX.**— Cameron, Hidalgo, Starr, Willacy.

**MEDFORD, ORE.**— CALIF.: Modoc, Siskiyou; ORE.: Curry, Jackson, Josephine, Klamath, Lake.

**MEMPHIS, TENN.**— ARK.: Crittenden, Cross, Lee, Mississippi, Phillips, Poinsett, St. Francis; MISS.: Alcorn, Benton, Coahoma, De Soto, Lafayette, Marshall, Panola, Quitman, Tate, Tippah, Tunica, Union; MO.: Pemiscot; TENN.: Chester, Crockett, Dyer, Fayette, Gibson, Hardeman, Haywood, Lauderdale, McNairy, Shelby, Tipton.

**MERIDIAN, MISS.**— ALA.: Choctaw, Sumter; MISS.: Clarke, Kemper, Lauderdale, Neshoba, Newton.

**MIAMI - FT. LAUDERDALE, FLA.**— Broward, Dade, Monroe.

**MILWAUKEE, WISC.**— Dodge, Jefferson, Kenosha, Milwaukee, Ozaukee, Racine, Sheboygan, Walworth, Washington, Waukesha.

**MINNEAPOLIS - ST. PAUL, MINN.**— Anoka, Beltrami, Benton, Big Stone, Brown, Carver, Cass, Chippewa, Chisago, Cottonwood, Crow Wing, Dakota, Douglas, Goodhue, Grant, Hennepin, Hubbard, Isanti, Jackson, Kanabec, Kandiyohi, Lac qui Parle, Le Sueur, Lyon, McLeod, Martin, Meeker, Mille Lacs, Morrison, Nicollet, Pine, Pope, Ramsey, Redwood, Renville, Rice, Scott, Sherburne, Sibley, Stearns, Steele, Stevens, Swift, Todd, Traverse, Wabasha, Wadena, Waseca, Washington, Watonwan, Wright, Yellow Medicine; WISC.: Barron, Burnett, Dunn, Pepin, Pierce, Polk, St. Croix.

**MINOT - BISMARCK - DICKINSON - GLENDIVE, N.D.** — MONT.: Daniels, Dawson, Fallon, McCone, Richland, Roosevelt, Sheridan, Wibaux; N.D.: Adams, Billings, Bottineau, Bowman, Burke, Burleigh, Divide, Dunn, Emmons, Golden Valley, Grant, Hettinger, Kidder, Logan, McHenry, McIntosh, McKenzie, McLean, Mercer, Morton, Mountrail, Oliver, Pierce, Renville, Rolette, Sheridan, Sioux, Slope, Stark, Ward, Wells, Williams; S.D.: Campbell, Corson, Perkins.

**MISSOULA, MONT.**— Flathead, Lake, Mineral, Missoula, Ravalli.

**MOBILE - PENSACOLA, ALA.**— Baldwin, Clarke, Conecuh, Escambia, Mobile, Monroe, Washington; FLA.: Escambia, Okaloosa, Santa Rosa; MISS.: George.

**MONROE - EL DORADO, LA.**— ARK.: Ashley, Union; LA.: Caldwell, Catahoula, Concordia, East Carroll, Franklin, Jackson, La Salle, Lincoln, Madison, Morehouse, Ouachita, Richland, Tensas, Union, West Carroll, Winn.

**MONTGOMERY - SELMA, ALA.**— Autauga, Bullock, Butler, Covington, Crenshaw, Dallas, Elmore, Lowndes, Macon, Marengo, Montgomery, Perry, Pike, Tallapoosa, Wilcox.

**NASHVILLE, TENN.**— KY.: Allen, Barren, Christian, Clinton, Cumberland, Logan, Monroe, Simpson, Todd, Trigg; TENN.: Bedford, Benton, Cannon, Cheatham, Clay, Coffee, Davidson, Decatur, De Kalb, Dickson, Franklin, Giles, Henry, Hickman, Houston, Humphreys, Jackson, Lawrence, Lewis, Macon, Marshall, Maury, Montgomery, Moore, Overton, Perry, Pickett, Putnam, Robertson, Rutherford, Smith, Stewart, Sumner, Trousdale, Van Buren, Warren, Wayne, White, Williamson, Wilson.

**NEW ORLEANS, LA.**— Jefferson, Lafourche, Orleans, Plaquemines, St. Bernard, St. Charles, St. James, St. John the Baptist, St. Tammany, Tangipahoa, Terrebonne, Washington; MISS.: Hancock, Pearl River.

**NEW YORK, N.Y.**— CONN.: Fairfield; N.J.: Bergen, Essex, Hudson, Hunterdon, Middlesex, Monmouth, Morris, Ocean, Passaic, Somerset, Sussex, Union, Warren; N.Y.: Bronx, Dutchess, Kings, Nassau, New York, Orange, Putnam, Queens, Richmond, Rockland, Suffolk, Sullivan, Ulster, Westchester; PA.: Pike.

**NORFOLK - PORTSMOUTH - NEWPORT NEWS - HAMPTON, VA.**— N.C.: Camden, Chowan, Currituck, Dare, Gates, Hertford, Northampton, Pasquotank, Perquimans; VA.: Accomack, Chesapeake city, Franklin city, Gloucester, Hampton city, Isle of Wight, James City, Mathews, Newport News city, Norfolk city, Northampton, Poquoson city, Portsmouth city, Southampton, Suffolk city, Surry, Virginia Beach city, Williamsburg city, York.

**NORTH PLATTE, NEB.**— Arthur, Blaine, Hooker, Keith, Lincoln, Logan, McPherson, Thomas.

**ODESSA - MIDLAND, TEX.**— N.M.: Lea (southern portion); TEX.: Andrews, Brewster, Crane, Culberson, Ector, Gaines, Glasscock, Howard, Jeff Davis, Loving, Martin, Midland, Pecos, Presidio, Reagan, Reeves, Terrell, Upton, Ward, Winkler.

**OKLAHOMA CITY, OKLA.**— Alfalfa, Beckham, Blaine, Caddo, Canadian, Cleveland, Custer, Dewey, Ellis, Garfield, Garvin, Grady, Grant, Greer, Harmon, Harper, Hughes, Kay, Kingfisher, Kiowa, Lincoln, Logan, McClain, Major, Murray, Noble, Oklahoma, Payne, Pottawatomie, Roger Mills, Seminole, Washita, Woods, Woodward.

**OMAHA, NEB.**— IOWA: Adams, Cass, Crawford, Fremont, Harrison, Mills, Montgomery, Page, Pottawattamie, Shelby, Taylor; MO.: Atchison; NEB.: Burt, Butler, Cass, Colfax, Cuming, Dodge, Douglas, Johnson, Nemaha, Otoe, Pawnee, Platte, Richardson, Sarpy, Saunders, Seward, Washington.

**ORLANDO - DAYTONA BEACH - MELBOURNE, FLA.** — Brevard, Flagler, Lake, Marion, Orange, Osceola, Seminole, Sumter, Volusia.

**OTTUMWA - KIRKSVILLE, IOWA**— Davis, Jefferson, Van Buren; MO.: Adair, Macon, Putnam, Schuyler, Sullivan.

**PADUCAH - CAPE GIRARDEAU - HARRISBURG - MARION, KY.**— ILL.: Alexander, Franklin, Gallatin, Hamilton, Hardin, Jackson, Johnson, Massac, Perry, Pope, Pulaski, Saline, Union, Williamson; KY.: Ballard, Caldwell, Calloway, Carlisle, Crittenden, Fulton, Graves, Hickman, Livingston, Lyon, McCracken, Marshall; MO.: Bollinger, Butler, Cape Girardeau, Carter, Dunklin, Mississippi, New Madrid, Reynolds, Ripley, Scott, Stoddard, Wayne; TENN.: Lake, Obion, Weakley.

**PALM SPRINGS, CALIF.**— Riverside (central portion).

**PANAMA CITY, FLA.**— Bay, Calhoun, Franklin, Gulf, Jackson, Liberty, Walton, Washington.

**PARKERSBURG, W.VA.**— OHIO: Washington; W.VA.: Wood.

**PEORIA - BLOOMINGTON, ILL.**— Fulton, Livingston, McLean, Marshall, Mason, Peoria, Putnam, Stark, Tazewell, Woodford.

**PHILADELPHIA, PA.**— DEL.: Kent, New Castle; N.J.: Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester, Mercer, Salem; PA.: Berks, Bucks, Chester, Delaware, Lehigh, Montgomery, Northampton, Philadelphia.

**PHOENIX, ARIZ.**— Apache (southern portion), Gila, Graham, Greenlee, La Paz, Maricopa, Mohave, Navajo, Pinal, Yavapai; CALIF.: Riverside (eastern portion).

**PITTSBURGH, PA.**— MD.: Garrett; PA.: Allegheny, Armstrong, Beaver, Butler, Clarion, Fayette, Greene, Indiana, Lawrence, Venango, Washington, Westmoreland; W.VA.: Hancock, Monongalia, Preston.

**PORTLAND, ORE.**— Baker, Clackamas, Clatsop, Columbia, Crook, Gilliam, Harney, Hood River, Jefferson, Lincoln, Linn, Marion, Multnomah, Polk, Sherman, Tillamook, Union, Wasco, Washington, Wheeler, Yamhill; WASH.: Clark, Cowlitz, Klickitat, Skamania, Wahkiakum.

**PORTLAND - POLAND SPRING, MAINE**— Androscoggin, Cumberland, Franklin, Kennebec, Knox, Lincoln, Oxford, Sagadahoc, York; N.H.: Carroll, Coos, Grafton.

**PRESQUE ISLE, MAINE**— Aroostook.

**PROVIDENCE - NEW BEDFORD, R.I.**— MASS.: Bristol, Dukes; R.I.: Bristol, Kent, Newport, Providence, Washington.

**QUINCY - HANNIBAL, ILL.**— Adams, Brown, Cass, Hancock, McDonough, Pike, Schuyler, Scott; IOWA: Lee; MO.: Clark, Knox, Lewis, Marion, Monroe, Ralls, Scotland, Shelby.

**RALEIGH - DURHAM, N.C.**— Chatham, Cumberland, Durham, Franklin, Granville, Halifax, Harnett, Hoke, Johnston, Lee, Moore, Nash, Orange, Person, Sampson, Scotland, Vance, Wake, Warren, Wayne, Wilson; VA.: Mecklenburg.

**RAPID CITY, S.D.**— MONT.: Carter; NEB.: Banner, Box Butte, Grant, Morrill, Sheridan, Sioux; S.D.: Bennett, Butte, Custer, Fall River, Haakon, Harding, Jackson, Lawrence, Meade, Pennington, Shannon, Ziebach; WYO.: Crook, Sheridan, Weston.

**RENO, NEV.**— CALIF.: Alpine, El Dorado (eastern portion), Lassen, Mono, Placer (eastern portion); NEV.: Carson City, Churchill, Douglas, Esmeralda, Eureka, Humboldt, Lander, Lyon, Mineral, Nye (northern portion), Pershing, Storey, Washoe.

**RICHMOND, VA.**— Amelia, Brunswick, Buckingham, Caroline, Charles City, Chesterfield, Colonial Heights city, Cumberland, Dinwiddie, Emporia city, Essex, Fluvanna, Goochland, Greene, Greensville, Hanover, Henrico, Hopewell city, King and Queen, King William, Lancaster, Louisa, Lunenburg, Madison, Middlesex, New Kent, Northumberland, Nottoway, Orange, Petersburg city, Powhatan, Prince Edward, Prince George, Richmond, Richmond city, Sussex.

**ROANOKE - LYNCHBURG, VA.**— Alleghany, Amherst, Appomattox, Bath, Bedford, Bedford city, Botetourt, Buena Vista city, Campbell, Carroll, Charlotte, Clifton Forge city, Covington city, Craig, Danville city, Floyd, Franklin, Galax city, Giles, Grayson, Halifax, Henry, Highland, Lexington city, Lynchburg city, Martinsville city, Montgomery, Nelson, Pittsylvania, Pulaski, Radford city, Roanoke, Roanoke city, Rockbridge, Salem city, South Boston city, Wythe; W.VA.: Pocahontas.

**ROCHESTER, N.Y.**— Livingston, Monroe, Ontario, Wayne.

**ROCHESTER - MASON CITY - AUSTIN, MINN.—** IOWA: Cerro Gordo, Floyd, Hancock, Howard, Kossuth, Mitchell, Winnebago, Worth; MINN.: Dodge, Fillmore, Freeborn, Mower, Olmsted.

**ROCKFORD, ILL.--** Boone, Lee, Ogle, Stephenson, Winnebago.

**SACRAMENTO - STOCKTON, CALIF.—** Amador, Calaveras, Colusa, El Dorado (western portion), Nevada, Placer (western portion), Plumas, Sacramento, San Joaquin, Sierra, Solano (eastern portion), Stanislaus, Sutter, Tuolumne, Yolo, Yuba.

**ST. JOSEPH, MO.—** Buchanan, Gentry, Harrison, Holt, Nodaway, Worth.

**ST. LOUIS, MO.—** ILL.: Bond, Calhoun, Clinton, Fayette, Greene, Jefferson, Jersey, Macoupin, Madison, Marion, Monroe, Montgomery, Randolph, St. Clair, Washington; MO.: Crawford, Franklin, Gasconade, Iron, Jefferson, Lincoln, Madison, Montgomery, Perry, Pike, St. Charles, Ste. Genevieve, St. Francois, St. Louis, St. Louis city, Warren, Washington.

**SALINAS - MONTEREY, CALIF.—** Monterey, San Benito, Santa Cruz.

**SALISBURY, MD.—** DEL.: Sussex; MD.: Somerset, Wicomico, Worcester.

**SALT LAKE CITY, UTAH—** COLO.: Dolores; IDA.: Bear Lake, Franklin, Oneida; NEV.: Elko, White Pine; UTAH: Beaver, Box Elder, Cache, Carbon, Daggett, Davis, Duchesne, Emery, Garfield, Grand, Iron, Juab, Kane, Millard, Morgan, Piute, Rich, Salt Lake, San Juan, Sanpete, Sevier, Summit, Tooele, Uintah, Utah, Wasatch, Washington, Wayne, Weber; WYO.: Sublette, Sweetwater, Uinta, Washakie.

**SAN ANGELO, TEX.—** Coke, Concho, Crockett, Irion, Kimble, McCulloch, Menard, Schleicher, Sterling, Sutton, Tom Green.

**SAN ANTONIO, TEX.—** Atascosa, Bandera, Bexar, Comal, De Witt, Dimmit, Edwards, Frio, Goliad, Gonzales, Guadalupe, Karnes, Kendall, Kerr, Kinney, La Salle, Lavaca, McMullen, Maverick, Medina, Real, Uvalde, Val Verde, Wilson, Zavala.

**SAN DIEGO, CALIF.—** San Diego.

**SAN FRANCISCO - OAKLAND - SAN JOSE, CALIF.—** Alameda, Contra Costa, Lake, Marin, Mendocino, Napa, San Francisco, San Mateo, Santa Clara, Solano (western portion), Sonoma.

**SANTA BARBARA - SANTA MARIA - SAN LUIS OBISPO, CALIF.—** San Luis Obispo, Santa Barbara.

**SARASOTA, FLA.—** Sarasota.

**SAVANNAH, GA.—** Appling, Bacon, Bryan, Bulloch, Candler, Chatham, Effingham, Evans, Jeff Davis, Liberty, Long, McIntosh, Montgomery, Pierce, Screven, Tattnall, Toombs, Treutlen, Wayne; S.C.: Beaufort, Hampton, Jasper.

**SEATTLE - TACOMA, WASH.—** Chelan, Clallam, Douglas, Grays Harbor, Island, Jefferson, King, Kitsap, Kittitas (western portion), Lewis, Mason, Pacific, Pierce, San Juan, Skagit, Snohomish, Thurston, Whatcom.

**SHREVEPORT - TEXARKANA, LA.—** ARK.: Columbia, Hempstead, Howard, Lafayette, Little River, Miller, Sevier; LA.: Bienville, Bossier, Caddo, Claiborne, De Soto, Natchitoches, Red River, Sabine, Webster; OKLA.: McCurtain; TEX.: Bowie, Camp, Cass, Franklin, Harrison, Marion, Morris, Panola, Red River, Shelby, Titus, Upshur.

**SIOUX CITY, IOWA—** Buena Vista, Cherokee, Clay, Dickinson, Ida, Monona, O'Brien, Palo Alto, Plymouth, Sac, Sioux, Woodbury; NEB.: Antelope, Cedar, Dakota, Dixon, Knox, Madison, Pierce, Stanton, Thurston, Wayne, Wheeler; S.D.: Clay, Union.

**SIOUX FALLS - MITCHELL, S.D.—** IOWA: Lyon, Osceola; MINN.: Lincoln, Murray, Nobles, Pipestone, Rock; NEB.: Boyd, Cherry, Keya Paha; S.D.: Aurora, Beadle, Bon Homme, Brookings, Brown, Brule, Buffalo, Charles Mix, Clark, Codington, Davison, Day, Deuel, Dewey, Douglas, Edmunds, Faulk, Grant, Gregory, Hamlin, Hand, Hanson, Hughes, Hutchinson, Hyde, Jerauld, Jones, Kingsbury, Lake, Lincoln, Lyman, McCook, McPherson, Marshall, Mellette, Miner, Minnehaha, Moody, Potter, Roberts, Sanborn, Spink, Stanley, Sully, Todd, Tripp, Turner, Walworth, Yankton.

**SOUTH BEND - ELKHART, IND.—** Elkhart, Fulton, Kosciusko, La Grange, Marshall, Pulaski, St. Joseph, Starke; MICH.: Berrien, Cass.

**SPOKANE, WASH.—** IDA.: Benewah, Bonner, Boundary, Clearwater, Idaho, Kootenai, Latah, Lewis, Nez Perce, Shoshone; MONT.: Lincoln, Sanders; ORE.: Wallowa; WASH.: Adams, Asotin, Columbia, Ferry, Garfield, Grant, Lincoln, Okanogan, Pend Oreille, Spokane, Stevens, Whitman.

**SPRINGFIELD, MASS.—** Franklin, Hampden, Hampshire.

**SPRINGFIELD, MO.—** ARK.: Baxter, Boone, Carroll, Fulton, Izard, Marion, Newton; MO.: Barry, Benton, Camden, Cedar, Christian, Dade, Dallas, Dent, Douglas, Greene, Hickory, Howell, Laclede, Lawrence, Oregon, Ozark, Phelps, Polk, Pulaski, St. Clair, Shannon, Stone, Taney, Texas, Webster, Wright.

**SPRINGFIELD - DECATUR - CHAMPAIGN, ILL.—** Champaign, Christian, Coles, De Witt, Douglas, Effingham, Ford, Iroquois, Logan, Macon, Menard, Morgan, Moultrie, Piatt, Sangamon, Shelby, Vermilion.

**SYRACUSE, N.Y.—** Cayuga, Cortland, Madison, Oneida (western portion), Onondaga, Oswego, Schuyler, Seneca, Tompkins, Yates.

**TALLAHASSEE - THOMASVILLE, FLA.—** Gadsden, Hamilton, Jefferson, Lafayette, Leon, Madison, Suwannee, Taylor, Wakulla; GA.: Brooks, Decatur, Echols, Grady, Lowndes, Miller, Seminole, Thomas.

**TAMPA - ST. PETERSBURG, FLA.—** Citrus, De Soto, Hardee, Hernando, Highlands, Hillsborough, Manatee, Pasco, Pinellas, Polk.

**TERRE HAUTE, IND.—** ILL.: Clark, Clay, Crawford, Cumberland, Edgar, Jasper, Lawrence, Richland; IND.: Clay, Daviess, Greene, Knox, Martin, Parke, Sullivan, Vermillion, Vigo.

**TOLEDO, OHIO—** MICH.: Lenawee; OHIO: Defiance, Fulton, Hancock, Henry, Lucas, Ottawa, Putnam, Sandusky, Seneca, Williams, Wood, Wyandot.

**TOPEKA, KANS.—** Clay, Coffey, Geary, Jackson, Jefferson, Lyon, Marshall, Morris, Nemaha, Osage, Pottawatomie, Riley, Shawnee, Wabaunsee.

**TRAVERSE CITY - CADILLAC, MICH.—** Antrim, Benzie, Charlevoix, Cheboygan, Chippewa, Crawford, Emmet, Grand Traverse, Kalkaska, Lake, Leelanau, Luce, Mackinac, Manistee, Mason, Mecosta, Missaukee, Montmorency, Osceola, Oscoda, Otsego, Presque Isle, Roscommon, Wexford.

**TUCSON, ARIZ.—** Cochise, Pima, Santa Cruz.

**TULSA, OKLA.—** KANS.: Chautauqua, Montgomery; OKLA.: Adair, Cherokee, Craig, Creek, Delaware, Haskell, Latimer, McIntosh, Mayes, Muskogee, Nowata, Okfuskee, Okmulgee, Osage, Pawnee, Pittsburg, Rogers, Tulsa, Wagoner, Washington.

**TUSCALOOSA, ALA.—** Tuscaloosa.

**TWIN FALLS, IDA.—** Blaine, Gooding, Jerome, Lincoln, Twin Falls.

**TYLER - LONGVIEW - JACKSONVILLE, TEX.—** Angelina, Cherokee, Gregg, Houston, Nacogdoches, Rusk, San Augustine, Smith, Trinity, Wood.

**UTICA, N.Y.—** Herkimer, Oneida (eastern portion), Otsego.

**VICTORIA, TEX.—** Victoria.

**WACO - TEMPLE - BRYAN, TEX.—** Bell, Brazos, Burleson, Coryell, Falls, Lampasas, Leon, Limestone, McLennan, Madison, Milam, Mills, Robertson, San Saba.

**WASHINGTON, D.C.—** District of Columbia; MD.: Allegany, Calvert, Charles, Frederick, Montgomery, Prince George's, St. Mary's; PA.: Franklin; VA.: Alexandria city, Arlington, Clarke, Culpeper, Fairfax, Fairfax city, Falls Church city, Fauquier, Frederick, Fredericksburg city, King George, Loudoun, Manassas city, Manassas Park city, Prince William, Rappahannock, Shenandoah, Spotsylvania, Stafford, Warren, Westmoreland, Winchester city; W.VA.: Berkeley, Hampshire, Jefferson, Mineral, Morgan.

**WATERTOWN - CARTHAGE, N.Y.—** Jefferson, Lewis, St. Lawrence.

**WAUSAU - RHINELANDER, WISC.—** Adams, Clark, Forest, Langlade, Lincoln, Marathon, Oneida, Portage, Price, Taylor, Vilas, Wood.

**WEST PALM BEACH - FT. PIERCE - VERO BEACH, FLA.—** Indian River, Martin, Okeechobee, Palm Beach, St. Lucie.

**WHEELING - STEUBENVILLE, W.VA.—** OHIO: Belmont, Guernsey, Harrison, Jefferson, Monroe, Noble; W.VA.: Brooke, Marshall, Ohio, Tyler, Wetzel.

**WICHITA - HUTCHINSON, KANS.—** Barber, Barton, Butler, Chase, Cheyenne, Clark, Comanche, Cowley, Decatur, Dickinson, Edwards, Elk, Ellis, Ellsworth, Finney, Ford, Gove, Graham, Grant, Gray, Greeley, Greenwood, Hamilton, Harper, Harvey, Haskell, Hodgeman, Kearny, Kingman, Kiowa, Lane, Lincoln, Logan, McPherson, Marion, Meade, Mitchell, Morton, Ness, Norton, Osborne, Ottawa, Pawnee, Phillips, Pratt, Rawlins, Reno, Rice, Rooks, Rush, Russell, Saline, Scott, Sedgwick, Seward, Sheridan, Sherman, Stafford, Stanton, Stevens, Sumner, Thomas, Trego, Wallace, Wichita; NEB.: Dundy; OKLA.: Beaver.

**WICHITA FALLS - LAWTON, TEX.—** OKLA.: Comanche, Cotton, Jackson, Jefferson, Stephens, Tillman; TEX.: Archer, Baylor, Clay, Foard, Hardeman, Knox, Montague, Throckmorton, Wichita, Wilbarger, Young.

**WILKES-BARRE - SCRANTON, PA.—** Carbon, Clinton, Columbia, Lackawanna, Luzerne, Lycoming, Monroe, Montour, Northumberland, Schuylkill, Snyder, Sullivan, Susquehanna, Union, Wayne, Wyoming.

**WILMINGTON, N.C.—** Bladen, Brunswick, Columbus, New Hanover, Pender, Robeson.

**YAKIMA - PASCO - RICHLAND - KENNEWICK, WASH.—** ORE.: Morrow, Umatilla; WASH.: Benton, Franklin, Kittitas (eastern portion), Walla Walla, Yakima.

**YOUNGSTOWN, OHIO—** Columbiana, Mahoning, Trumbull; PA.: Mercer.

**ZANESVILLE, OHIO—** Muskingum.

# SECTION 1
## State Maps With County Outlines

☐ **Metropolitan Statistical Areas (or New England County Metropolitan Areas)**

Listed **Consolidated Metropolitan Areas**

EXPLANATION OF TERMS

An explanation of terms used in the **Survey of Buying Power Demographics USA 1991** will be found in the Introductory Section starting on page A-5.

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Ask for Product #71800

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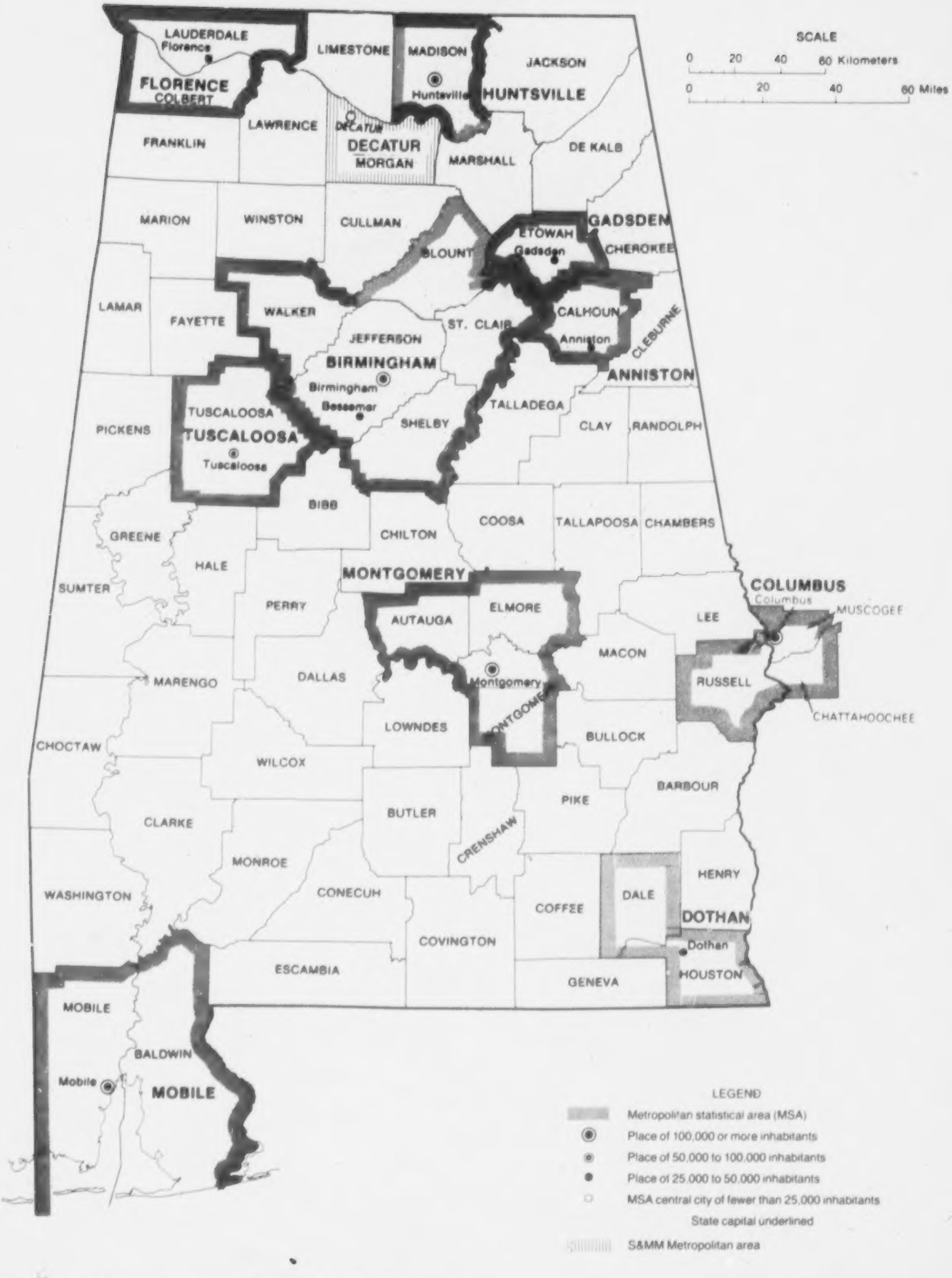
# ALABAMA
## METROPOLITAN DATA SUMMARY
(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/90 POPULATION (Thousands) | 12/31/90 HOUSEHOLDS (Thousands) | 1990 EFFECTIVE BUYING INCOME ($000) | 1990 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| ANNISTON | 116.2 | 43.0 | 1,220,726 | 751,821 | .0391 |
| BIRMINGHAM | 911.0 | 346.6 | 11,120,764 | 6,764,710 | .3439 |
| DECATUR | 101.1 | 38.2 | 1,095,308 | 757,069 | .0363 |
| DOTHAN | 131.9 | 48.8 | 1,395,972 | 1,045,272 | .0478 |
| FLORENCE | 131.1 | 50.9 | 1,470,726 | 898,520 | .0464 |
| GADSDEN | 99.7 | 38.6 | 974,058 | 652,827 | .0326 |
| HUNTSVILLE | 242.7 | 92.7 | 3,759,177 | 1,935,343 | .1052 |
| MOBILE | 479.4 | 174.9 | 5,555,815 | 3,290,987 | .1722 |
| MONTGOMERY | 294.6 | 106.3 | 3,465,673 | 2,180,197 | .1093 |
| TUSCALOOSA | 151.6 | 55.8 | 1,578,330 | 1,062,508 | .0522 |

| County | Metropolitan Area | County | Metropolitan Area |
|---|---|---|---|
| Autauga | Montgomery | Lauderdale | Florence |
| Baldwin | Mobile | Madison | Huntsville |
| Blount | Birmingham | Mobile | Mobile |
| Calhoun | Anniston | Montgomery | Montgomery |
| Colbert | Florence | Morgan | Decatur |
| Dale | Dothan | Russell | Columbus, Ga. |
| Elmore | Montgomery | St. Clair | Birmingham |
| Etowah | Gadsden | Shelby | Birmingham |
| Houston | Dothan | Tuscaloosa | Tuscaloosa |
| Jefferson | Birmingham | Walker | Birmingham |

# ALABAMA


SCALE
0 20 40 60 Kilometers
0 20 40 60 Miles
LAUDERDALE
Florence
FLORENCE
COLBERT
LIMESTONE
MADISON
Huntsville
HUNTSVILLE
JACKSON
LAWRENCE
DECATUR
DECATUR
MORGAN
FRANKLIN
MARSHALL
DE KALB
MARION
WINSTON
CULLMAN
BLOUNT
ETOWAH
Gadsden
GADSDEN
CHEROKEE
LAMAR
FAYETTE
WALKER
JEFFERSON
ST. CLAIR
CALHOUN
Anniston
CLEBURNE
ANNISTON
BIRMINGHAM
Birmingham
Bessemer
TUSCALOOSA
TUSCALOOSA
Tuscaloosa
PICKENS
SHELBY
TALLADEGA
CLAY
RANDOLPH
BIBB
GREENE
CHILTON
COOSA
TALLAPOOSA
CHAMBERS
HALE
SUMTER
MONTGOMERY
PERRY
AUTAUGA
ELMORE
COLUMBUS
Columbus
MUSCOGEE
LEE
MACON
MARENGO
DALLAS
Montgomery
MONTGOMERY
RUSSELL
CHATTAHOOCHEE
LOWNDES
BULLOCK
CHOCTAW
WILCOX
PIKE
BARBOUR
BUTLER
CRENSHAW
CLARKE
MONROE
HENRY
WASHINGTON
CONECUH
DALE
COFFEE
DOTHAN
Dothan
COVINGTON
HOUSTON
ESCAMBIA
GENEVA
MOBILE
BALDWIN
Mobile
MOBILE
LEGEND
Metropolitan statistical area (MSA)
Place of 100,000 or more inhabitants
Place of 50,000 to 100,000 inhabitants
Place of 25,000 to 50,000 inhabitants
MSA central city of fewer than 25,000 inhabitants
State capital underlined
S&MM Metropolitan area

1991 SURVEY OF BUYING POWER DEMOGRAPHICS USA

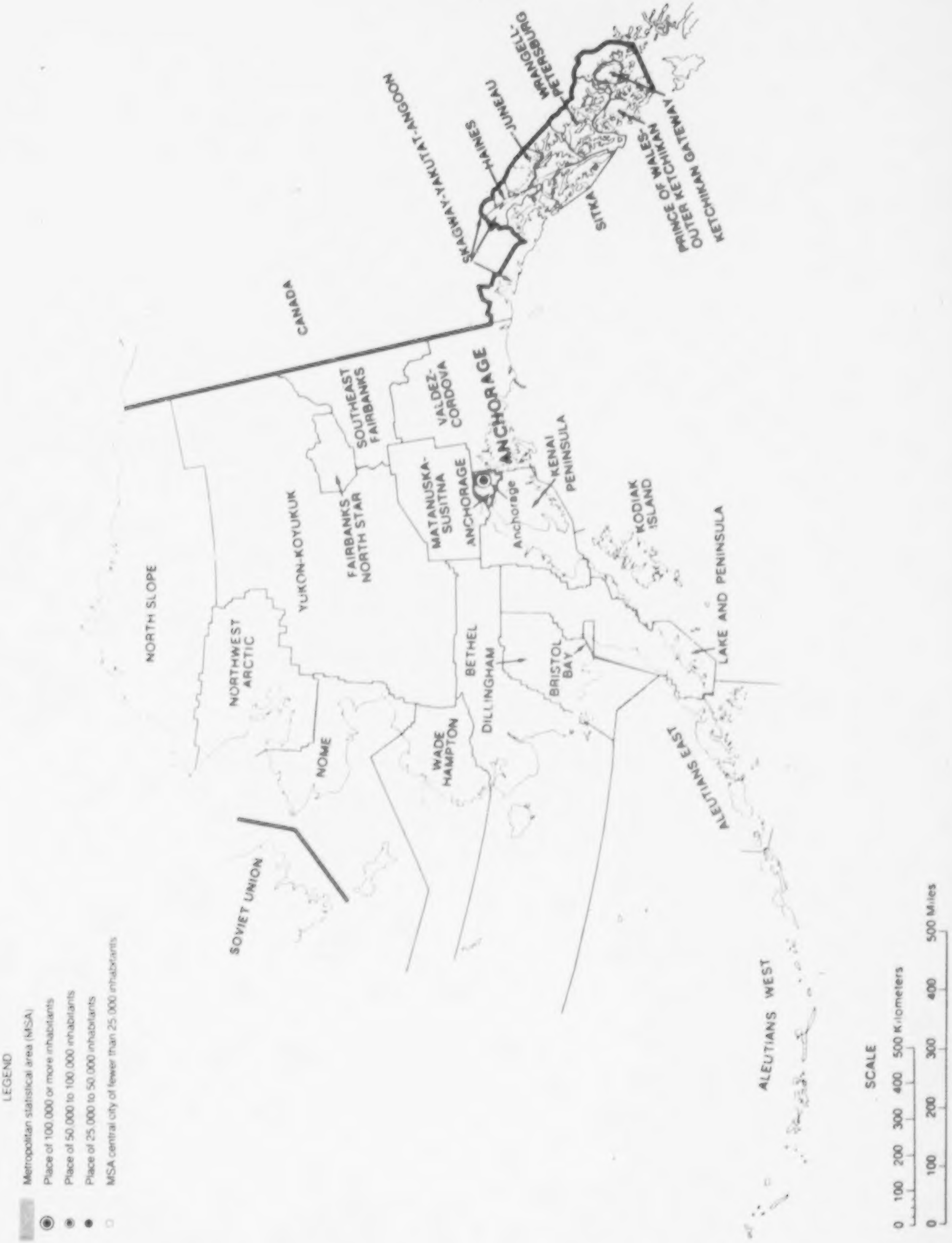
# ALASKA
## METROPOLITAN DATA SUMMARY
(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/90 POPULATION (Thousands) | 12/31/90 HOUSEHOLDS (Thousands) | 1990 EFFECTIVE BUYING INCOME ($000) | 1990 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| **ANCHORAGE** | 226.8 | 82.9 | 3,806,227 | 2,483,915 | .1137 |

| County | Metropolitan Area |
|---|---|
| Anchorage | Anchorage |

1991 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# ALASKA



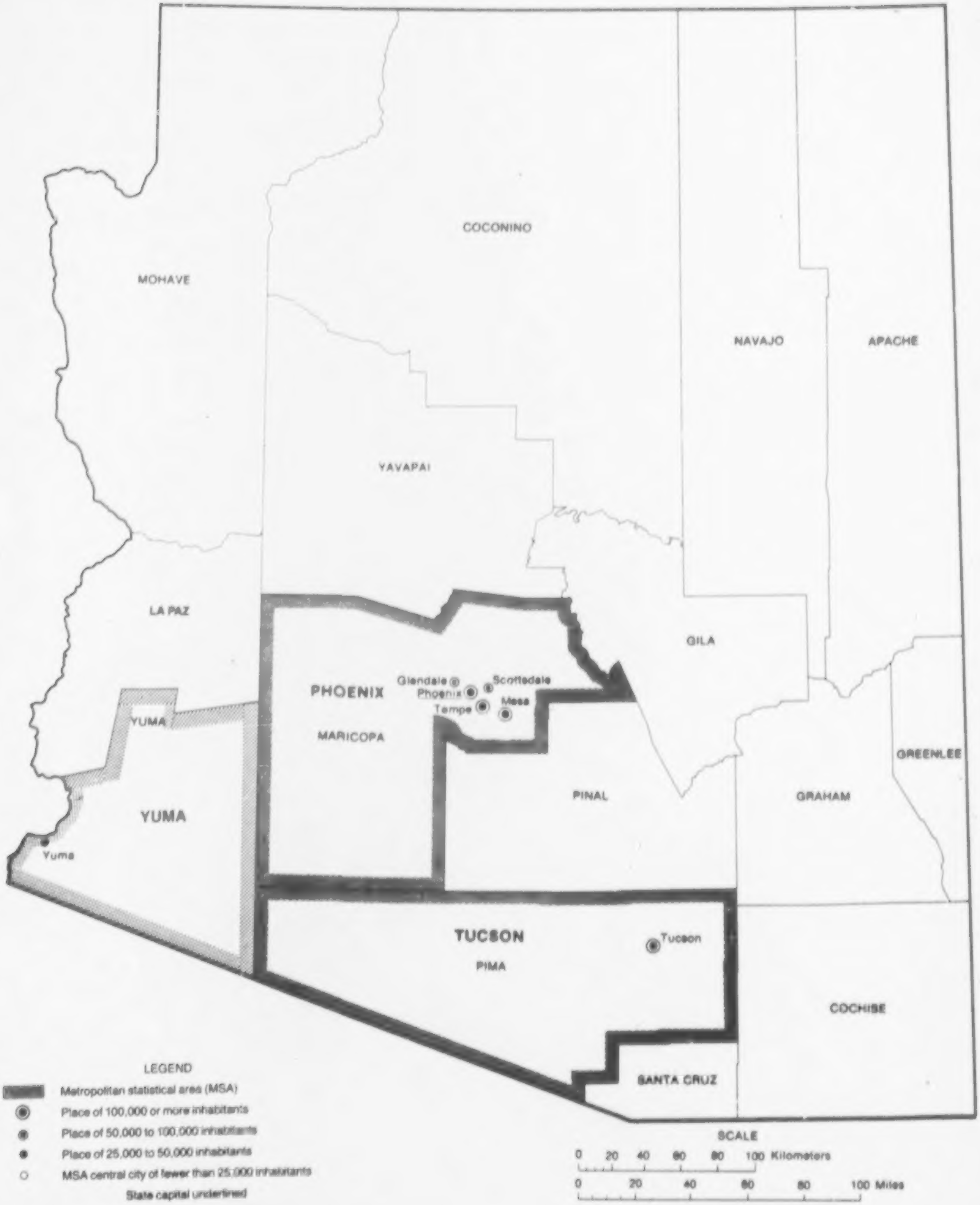
CANADA
SKAGWAY-YAKUTAT-ANGOON
HAINES
JUNEAU
WRANGELL-PETERSBURG
SITKA
PRINCE OF WALES-OUTER KETCHIKAN
KETCHIKAN GATEWAY
SOUTHEAST FAIRBANKS
VALDEZ-CORDOVA
ANCHORAGE
KENAI PENINSULA
KODIAK ISLAND
MATANUSKA-SUSITNA
ANCHORAGE
Anchorage
FAIRBANKS NORTH STAR
YUKON-KOYUKUK
NORTH SLOPE
NORTHWEST ARCTIC
BETHEL
DILLINGHAM
BRISTOL BAY
LAKE AND PENINSULA
NOME
WADE HAMPTON
ALEUTIANS EAST
SOVIET UNION
ALEUTIANS WEST
LEGEND
Metropolitan statistical area (MSA)
Place of 100,000 or more inhabitants
Place of 50,000 to 100,000 inhabitants
Place of 25,000 to 50,000 inhabitants
MSA central city of fewer than 25,000 inhabitants
SCALE
0 100 200 300 400 500 Kilometers
0 100 200 300 400 500 Miles

# ARIZONA
## METROPOLITAN DATA SUMMARY
(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/90 POPULATION (Thousands) | 12/31/90 HOUSEHOLDS (Thousands) | 1990 EFFECTIVE BUYING INCOME ($000) | 1990 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| PHOENIX | 2,169.7 | 826.0 | 30,177,804 | 16,652,405 | .8805 |
| TUCSON | 677.9 | 266.2 | 7,683,515 | 4,617,475 | .2404 |
| YUMA | 108.9 | 36.5 | 906,864 | 691,353 | .0332 |

| County | Metropolitan Area |
|---|---|
| Maricopa | Phoenix |
| Pima | Tucson |
| Yuma | Yuma |

# ARIZONA



COCONINO
MOHAVE
NAVAJO
APACHE
YAVAPAI
LA PAZ
GILA
PHOENIX
Glendale
Scottsdale
Phoenix
Tempe
Mesa
MARICOPA
YUMA
YUMA
Yuma
PINAL
GRAHAM
GREENLEE
TUCSON
Tucson
PIMA
COCHISE
SANTA CRUZ
LEGEND
Metropolitan statistical area (MSA)
Place of 100,000 or more inhabitants
Place of 50,000 to 100,000 inhabitants
Place of 25,000 to 50,000 inhabitants
MSA central city of fewer than 25,000 inhabitants
State capital underlined
SCALE
0 20 40 60 80 100 Kilometers
0 20 40 60 80 100 Miles

# ARKANSAS

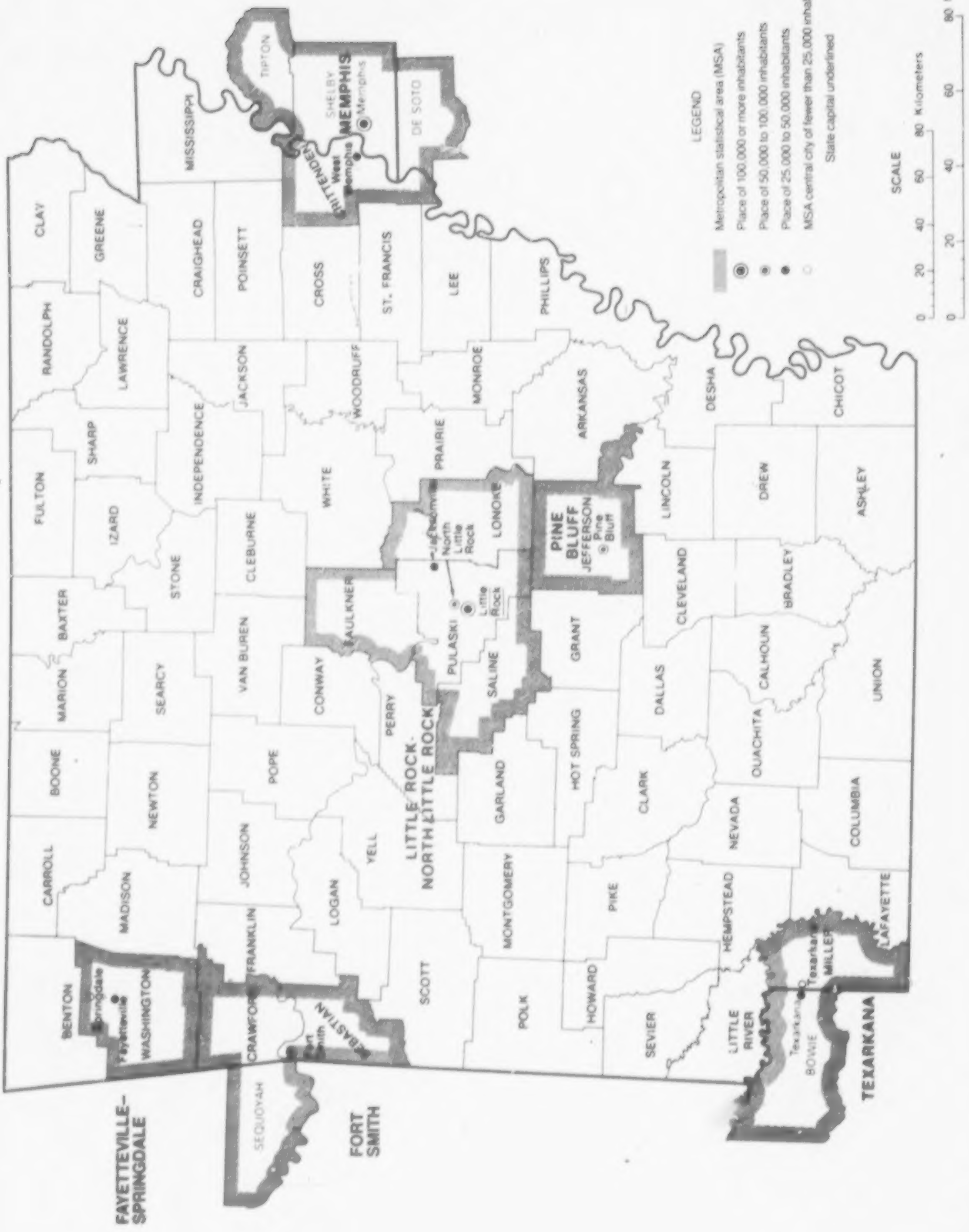
## METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/90 POPULATION (Thousands) | 12/31/90 HOUSEHOLDS (Thousands) | 1990 EFFECTIVE BUYING INCOME ($000) | 1990 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| FAYETTEVILLE - SPRINGDALE | 114.6 | 43.9 | 1,346,156 | 999,758 | **.0451** |
| FORT SMITH | 177.3 | 67.4 | 1,912,959 | 1,307,386 | **.0632** |
| LITTLE ROCK - NORTH LITTLE ROCK | 516.1 | 196.6 | 6,915,308 | 4,147,589 | **.2087** |
| PINE BLUFF | 85.4 | 30.0 | 850,202 | 561,482 | **.0283** |
| TEXARKANA | 120.4 | 45.0 | 1,303,254 | 894,116 | **.0430** |

| County | Metropolitan Area | County | Metropolitan Area |
|---|---|---|---|
| Crawford | Fort Smith | Miller | Texarkana |
| Crittenden | Memphis, Tenn. | Pulaski | Little Rock - North Little Rock |
| Faulkner | Little Rock - North Little Rock | Saline | Little Rock - North Little Rock |
| Jefferson | Pine Bluff | Sebastian | Fort Smith |
| Lonoke | Little Rock - North Little Rock | Washington | Fayetteville - Springdale |

# ARKANSAS


FAYETTEVILLE-SPRINGDALE
FORT SMITH
LITTLE ROCK-NORTH LITTLE ROCK
PINE BLUFF
TEXARKANA
MEMPHIS
Springdale
Fayetteville
Fort Smith
North Little Rock
Jacksonville
Little Rock
Pine Bluff
West Memphis
Memphis
Texarkana
BENTON
WASHINGTON
CRAWFORD
SEBASTIAN
SEQUOYAH
CARROLL
MADISON
FRANKLIN
BOONE
NEWTON
JOHNSON
LOGAN
SCOTT
MARION
SEARCY
POPE
YELL
BAXTER
STONE
VAN BUREN
CONWAY
PERRY
FULTON
IZARD
CLEBURNE
FAULKNER
PULASKI
SALINE
GARLAND
MONTGOMERY
POLK
RANDOLPH
SHARP
INDEPENDENCE
WHITE
LONOKE
HOT SPRING
PIKE
HOWARD
SEVIER
CLAY
GREENE
LAWRENCE
JACKSON
WOODRUFF
PRAIRIE
GRANT
CLARK
HEMPSTEAD
LITTLE RIVER
MISSISSIPPI
CRAIGHEAD
POINSETT
CROSS
ST. FRANCIS
LEE
MONROE
ARKANSAS
JEFFERSON
DALLAS
NEVADA
MILLER
CRITTENDEN
PHILLIPS
DESHA
LINCOLN
CLEVELAND
CALHOUN
OUACHITA
COLUMBIA
LAFAYETTE
DREW
BRADLEY
UNION
CHICOT
ASHLEY
BOWIE
TIPTON
SHELBY
DE SOTO
LEGEND
Metropolitan statistical area (MSA)
Place of 100,000 or more inhabitants
Place of 50,000 to 100,000 inhabitants
Place of 25,000 to 50,000 inhabitants
MSA central city of fewer than 25,000 inhabitants
State capital underlined
SCALE
0 20 40 60 80 Kilometers
0 20 40 60 80 Miles

# CALIFORNIA

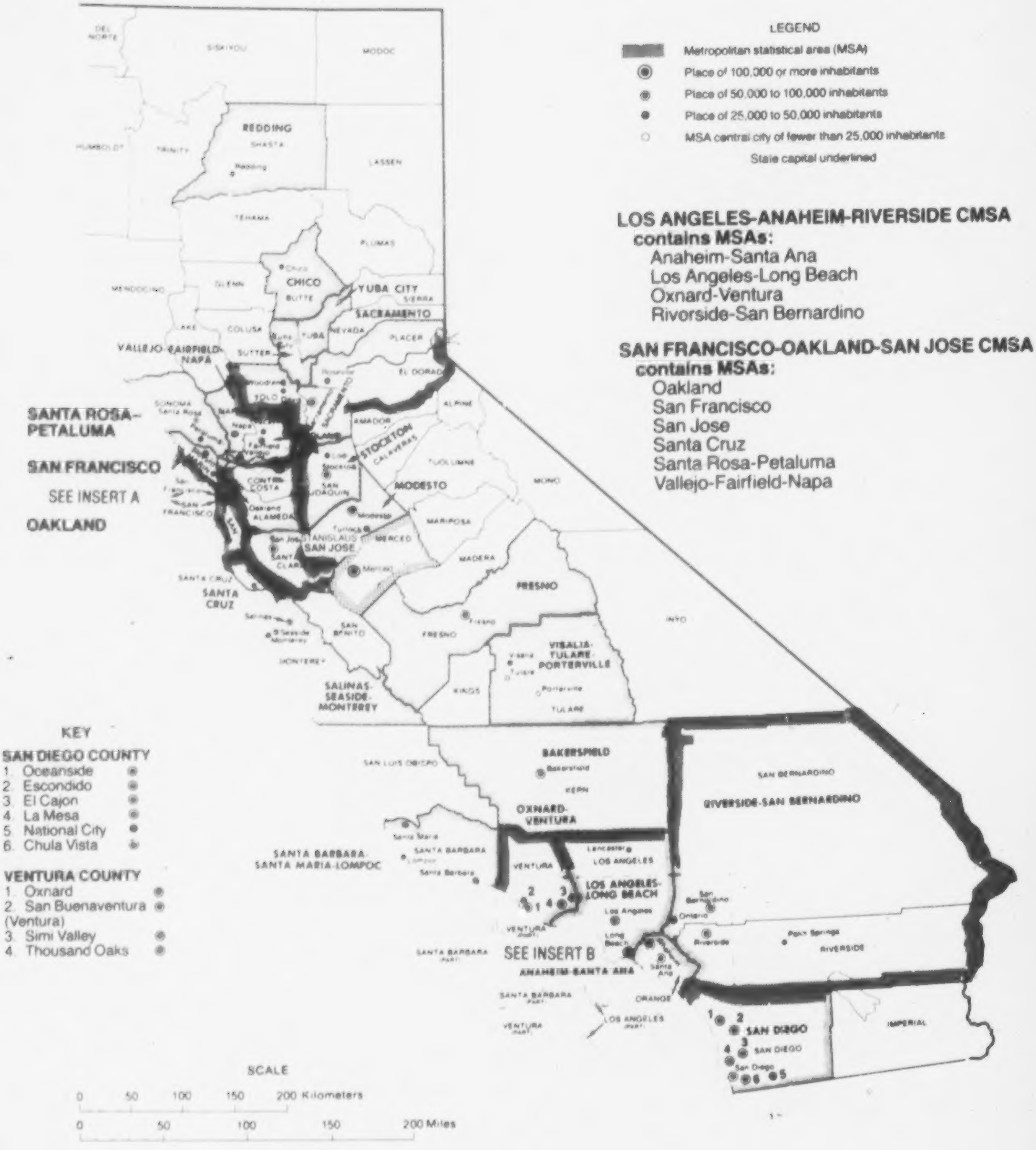
## METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/90 POPULATION (Thousands) | 12/31/90 HOUSEHOLDS (Thousands) | 1990 EFFECTIVE BUYING INCOME ($000) | 1990 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| ANAHEIM - SANTA ANA | 2,451.1 | 841.2 | 43,950,506 | 22,166,980 | 1.1915 |
| BAKERSFIELD | 558.9 | 186.8 | 7,252,385 | 3,375,887 | .2043 |
| CHICO | 185.3 | 73.0 | 2,125,935 | 1,133,067 | .0640 |
| FRESNO | 682.9 | 226.2 | 8,660,195 | 4,412,904 | .2516 |
| LOS ANGELES - LONG BEACH | 8,967.9 | 3,025.8 | 138,244,091 | 67,141,917 | 3.8050 |
| *LOS ANGELES - ANAHEIM - RIVERSIDE CONSOLIDATED AREA* | *14,823.7* | *5,001.9* | *229,890,348* | *111,466,605* | *6.3173* |
| MERCED | 181.8 | 56.4 | 1,836,160 | 848,452 | .0548 |
| MODESTO | 384.4 | 130.2 | 4,676,799 | 2,519,243 | .1394 |
| OAKLAND | 2,111.7 | 790.9 | 38,360,531 | 16,201,188 | .9854 |
| OXNARD - VENTURA | 680.7 | 221.2 | 11,154,339 | 5,393,117 | .3031 |
| REDDING | 151.6 | 57.7 | 1,852,402 | 1,107,147 | .0569 |
| RIVERSIDE - SAN BERNARDINO | 2,724.0 | 913.7 | 36,541,412 | 16,764,591 | 1.0177 |
| SACRAMENTO | 1,523.3 | 572.8 | 24,040,002 | 11,481,756 | .6556 |
| SALINAS - SEASIDE - MONTEREY | 363.1 | 115.5 | 5,124,392 | 2,371,488 | .1417 |
| SAN DIEGO | 2,562.9 | 911.8 | 41,179,182 | 19,209,425 | 1.1115 |
| SAN FRANCISCO | 1,611.7 | 645.6 | 33,842,289 | 15,259,282 | .8654 |
| *SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA* | *6,334.1* | *2,360.1* | *118,993,619* | *51,794,161* | *3.0650* |
| SAN JOSE | 1,512.9 | 525.7 | 29,611,407 | 12,499,406 | .7511 |
| SANTA BARBARA - SANTA MARIA - LOMPOC | 373.5 | 131.2 | 5,942,297 | 2,769,076 | .1607 |
| SANTA CRUZ | 233.1 | 84.8 | 3,914,913 | 1,911,040 | .1064 |
| SANTA ROSA - PETALUMA | 397.7 | 152.7 | 6,632,942 | 3,176,962 | .1792 |
| STOCKTON | 490.6 | 161.6 | 5,985,347 | 2,971,609 | .1740 |
| VALLEJO - FAIRFIELD - NAPA | 467.0 | 160.4 | 6,631,537 | 2,746,283 | .1775 |
| VISALIA - TULARE - PORTERVILLE | 318.7 | 100.0 | 3,149,285 | 1,618,380 | .0973 |
| YUBA CITY | 124.4 | 43.6 | 1,430,540 | 677,006 | .0415 |

| County | Metropolitan Area | County | Metropolitan Area |
|---|---|---|---|
| Alameda | Oakland | San Diego | San Diego |
| Butte | Chico | San Francisco | San Francisco |
| Contra Costa | Oakland | San Joaquin | Stockton |
| El Dorado | Sacramento | San Mateo | San Francisco |
| Fresno | Fresno | Santa Barbara | Santa Barbara - Santa Maria - Lompoc |
| Kern | Bakersfield | Santa Clara | San Jose |
| Los Angeles | Los Angeles - Long Beach | Santa Cruz | Santa Cruz |
| Marin | San Francisco | Shasta | Redding |
| Merced | Merced | Solano | Vallejo - Fairfield - Napa |
| Monterey | Salinas - Seaside - Monterey | Sonoma | Santa Rosa - Petaluma |
| Napa | Vallejo - Fairfield - Napa | Stanislaus | Modesto |
| Orange | Anaheim - Santa Ana | Sutter | Yuba City |
| Placer | Sacramento | Tulare | Visalia - Tulare - Porterville |
| Riverside | Riverside - San Bernardino | Ventura | Oxnard - Ventura |
| Sacramento | Sacramento | Yolo | Sacramento |
| San Bernardino | Riverside - San Bernardino | Yuba | Yuba City |

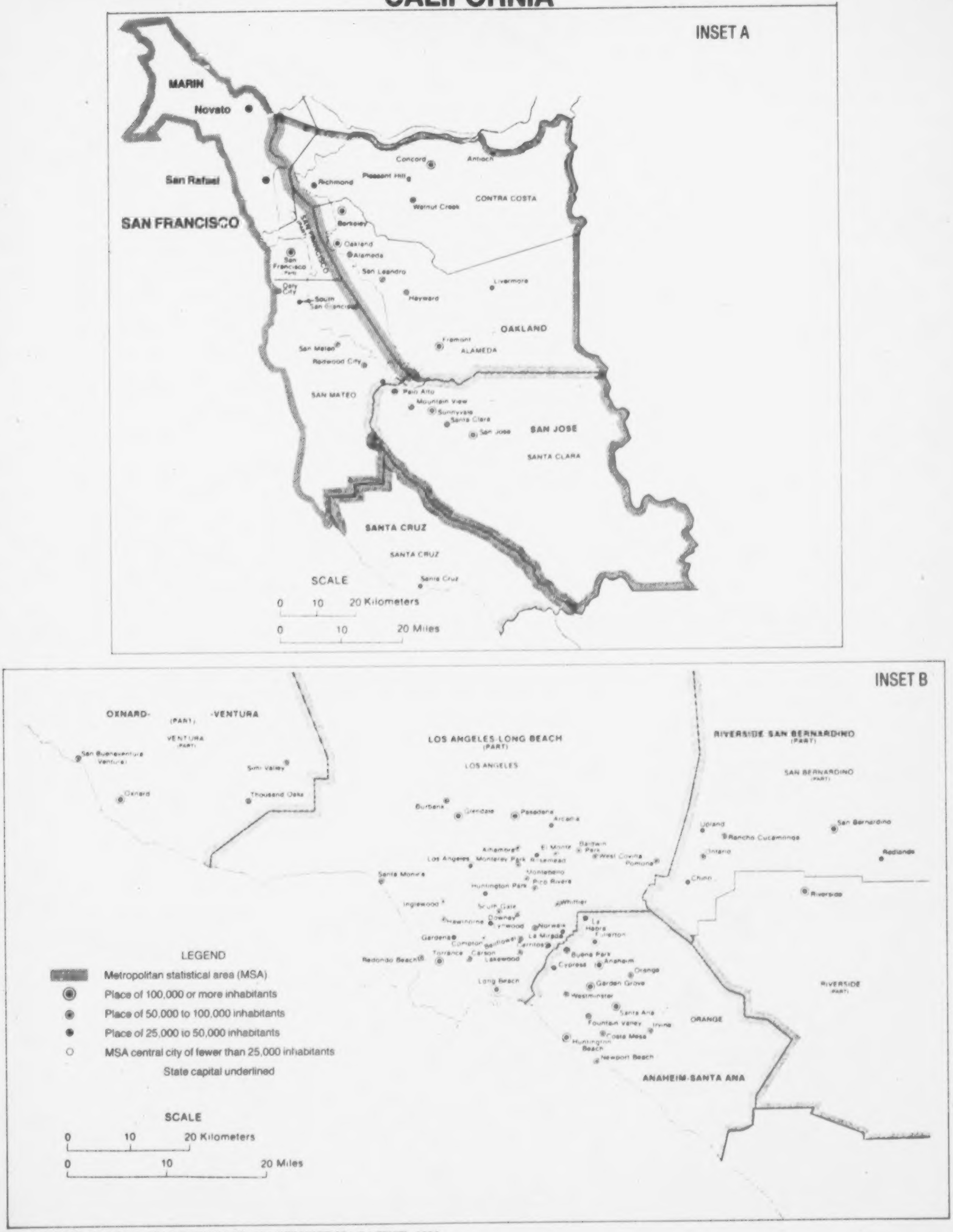
# CALIFORNIA


LEGEND
▬ Metropolitan statistical area (MSA)
◉ Place of 100,000 or more inhabitants
● Place of 50,000 to 100,000 inhabitants
• Place of 25,000 to 50,000 inhabitants
○ MSA central city of fewer than 25,000 inhabitants
State capital underlined
DEL NORTE
SISKIYOU
MODOC
REDDING
SHASTA
Redding
HUMBOLDT
TRINITY
LASSEN
TEHAMA
PLUMAS
MENDOCINO
GLENN
CHICO
BUTTE
Chico
YUBA CITY
SIERRA
SACRAMENTO
LAKE
COLUSA
YUBA
NEVADA
PLACER
VALLEJO-FAIRFIELD-NAPA
SUTTER
EL DORADO
Woodland
YOLO
Roseville
ALPINE
SONOMA
Santa Rosa
SANTA ROSA-PETALUMA
AMADOR
Napa
Fairfield
Vallejo
STOCKTON
CALAVERAS
SAN FRANCISCO
SEE INSERT A
Lodi
Stockton
TUOLUMNE
MONO
CONTRA COSTA
SAN JOAQUIN
MODESTO
Oakland
ALAMEDA
Modesto
OAKLAND
SAN MATEO
Turlock
MARIPOSA
San Jose
STANISLAUS
MERCED
SAN JOSE
SANTA CLARA
Merced
MADERA
SANTA CRUZ
FRESNO
SANTA CRUZ
Salinas
Seaside
Monterey
SAN BENITO
Fresno
INYO
FRESNO
VISALIA-TULARE-PORTERVILLE
Visalia
Tulare
MONTEREY
KINGS
Porterville
TULARE
SALINAS-SEASIDE-MONTEREY
SAN LUIS OBISPO
BAKERSFIELD
Bakersfield
KERN
SAN BERNARDINO
RIVERSIDE-SAN BERNARDINO
OXNARD-VENTURA
Santa Maria
SANTA BARBARA
SANTA BARBARA-SANTA MARIA-LOMPOC
Lompoc
Santa Barbara
Lancaster
LOS ANGELES
VENTURA
2
3
1
4
LOS ANGELES-LONG BEACH
Los Angeles
San Bernardino
Ontario
Palm Springs
Riverside
RIVERSIDE
VENTURA (PART)
Long Beach
SANTA BARBARA (PART)
SEE INSERT B
Santa Ana
ANAHEIM-SANTA ANA
SANTA BARBARA (PART)
ORANGE
VENTURA (PART)
LOS ANGELES (PART)
1
2
SAN DIEGO
3
SAN DIEGO
IMPERIAL
4
San Diego
6
5
KEY
SAN DIEGO COUNTY
1. Oceanside ●
2. Escondido ●
3. El Cajon ●
4. La Mesa ●
5. National City •
6. Chula Vista ●
VENTURA COUNTY
1. Oxnard ●
2. San Buenaventura (Ventura) ●
3. Simi Valley ●
4. Thousand Oaks ●
SCALE
0 50 100 150 200 Kilometers
0 50 100 150 200 Miles

**LOS ANGELES-ANAHEIM-RIVERSIDE CMSA**
**contains MSAs:**
Anaheim-Santa Ana
Los Angeles-Long Beach
Oxnard-Ventura
Riverside-San Bernardino

**SAN FRANCISCO-OAKLAND-SAN JOSE CMSA**
**contains MSAs:**
Oakland
San Francisco
San Jose
Santa Cruz
Santa Rosa-Petaluma
Vallejo-Fairfield-Napa

# CALIFORNIA


INSET A
MARIN
Novato
San Rafael
SAN FRANCISCO
San Francisco
Daly City
South San Francisco
Richmond
Concord
Antioch
Pleasant Hill
Walnut Creek
CONTRA COSTA
Berkeley
Oakland
Alameda
San Leandro
Hayward
Livermore
OAKLAND
Fremont
ALAMEDA
San Mateo
Redwood City
SAN MATEO
Palo Alto
Mountain View
Sunnyvale
Santa Clara
San Jose
SAN JOSE
SANTA CLARA
SANTA CRUZ
SANTA CRUZ
Santa Cruz
SCALE
0 10 20 Kilometers
0 10 20 Miles
INSET B
OXNARD- (PART) -VENTURA
VENTURA (PART)
San Buenaventura (Ventura)
Simi Valley
Oxnard
Thousand Oaks
LOS ANGELES-LONG BEACH (PART)
LOS ANGELES
RIVERSIDE SAN BERNARDINO (PART)
SAN BERNARDINO (PART)
Burbank
Glendale
Pasadena
Arcadia
Upland
Rancho Cucamonga
San Bernardino
Alhambra
El Monte
Baldwin Park
Los Angeles
Monterey Park
Rosemead
West Covina
Pomona
Ontario
Redlands
Santa Monica
Montebello
Pico Rivera
Huntington Park
Chino
Riverside
Inglewood
South Gate
Whittier
Hawthorne
Downey
Lynwood
Norwalk
La Habra
Fullerton
Gardena
Compton
Bellflower
La Mirada
Cerritos
Redondo Beach
Torrance
Carson
Lakewood
Buena Park
Anaheim
Cypress
Orange
Long Beach
Garden Grove
RIVERSIDE (PART)
Westminster
Santa Ana
Fountain Valley
Irvine
ORANGE
Huntington Beach
Costa Mesa
Newport Beach
ANAHEIM-SANTA ANA
LEGEND
▨ Metropolitan statistical area (MSA)
◉ Place of 100,000 or more inhabitants
◉ Place of 50,000 to 100,000 inhabitants
● Place of 25,000 to 50,000 inhabitants
○ MSA central city of fewer than 25,000 inhabitants
State capital underlined
SCALE
0 10 20 Kilometers
0 10 20 Miles

1991 SURVEY OF BUYING POWER DEMOGRAPHICS USA

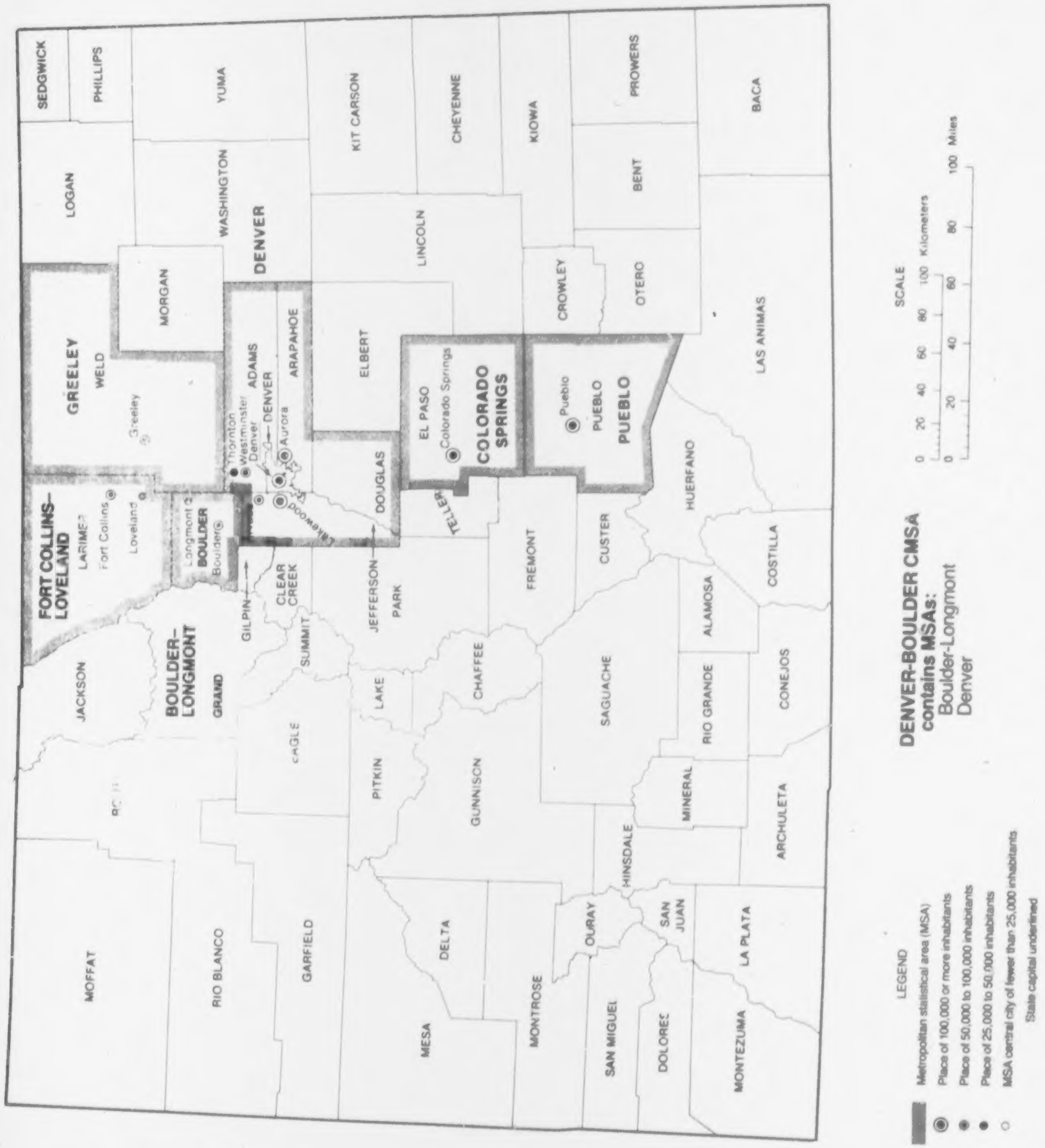
# COLORADO
## METROPOLITAN DATA SUMMARY
(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/90 POPULATION (Thousands) | 12/31/90 HOUSEHOLDS (Thousands) | 1990 EFFECTIVE BUYING INCOME ($000) | 1990 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| BOULDER - LONGMONT | 227.3 | 89.2 | 3,257,358 | 1,931,728 | .0968 |
| COLORADO SPRINGS | 405.0 | 150.1 | 5,083,982 | 2,818,439 | .1517 |
| DENVER | 1,633.3 | 653.0 | 26,341,923 | 12,998,169 | .7225 |
| *DENVER - BOULDER CONSOLIDATED AREA* | *1,860.6* | *742.2* | *29,599,281* | *14,929,897* | *.8193* |
| FORT COLLINS - LOVELAND | 190.7 | 72.3 | 2,266,940 | 1,347,464 | .0699 |
| GREELEY | 132.3 | 47.7 | 1,396,383 | 674,935 | .0416 |
| PUEBLO | 123.1 | 47.1 | 1,276,940 | 783,126 | .0410 |

| County | Metropolitan Area |
|---|---|
| Adams | Denver |
| Arapahoe | Denver |
| Boulder | Boulder - Longmont |
| Denver | Denver |
| Douglas | Denver |

| County | Metropolitan Area |
|---|---|
| El Paso | Colorado Springs |
| Jefferson | Denver |
| Larimer | Fort Collins - Loveland |
| Pueblo | Pueblo |
| Weld | Greeley |

# COLORADO


SEDGWICK
PHILLIPS
YUMA
KIT CARSON
CHEYENNE
KIOWA
PROWERS
BACA
LOGAN
WASHINGTON
DENVER
LINCOLN
BENT
MORGAN
CROWLEY
OTERO
GREELEY
WELD
Greeley
ADAMS
DENVER
ARAPAHOE
Thornton
Westminster
Denver
Aurora
ELBERT
EL PASO
Colorado Springs
COLORADO SPRINGS
Pueblo
PUEBLO
PUEBLO
LAS ANIMAS
FORT COLLINS-LOVELAND
LARIMER
Fort Collins
Loveland
Longmont
BOULDER
Boulder
Lakewood
DOUGLAS
TELLER
HUERFANO
GILPIN
CLEAR CREEK
JEFFERSON
PARK
FREMONT
CUSTER
ALAMOSA
COSTILLA
BOULDER-LONGMONT
JACKSON
GRAND
SUMMIT
LAKE
CHAFFEE
SAGUACHE
RIO GRANDE
CONEJOS
EAGLE
PITKIN
GUNNISON
MINERAL
ARCHULETA
ROUTT
HINSDALE
MOFFAT
RIO BLANCO
GARFIELD
DELTA
MESA
MONTROSE
OURAY
SAN JUAN
SAN MIGUEL
DOLORES
LA PLATA
MONTEZUMA
SCALE
0 20 40 60 80 100 Kilometers
0 20 40 60 80 100 Miles
DENVER-BOULDER CMSA contains MSAs:
Boulder-Longmont
Denver
LEGEND
Metropolitan statistical area (MSA)
Place of 100,000 or more inhabitants
Place of 50,000 to 100,000 inhabitants
Place of 25,000 to 50,000 inhabitants
MSA central city of fewer than 25,000 inhabitants
State capital underlined

# CONNECTICUT

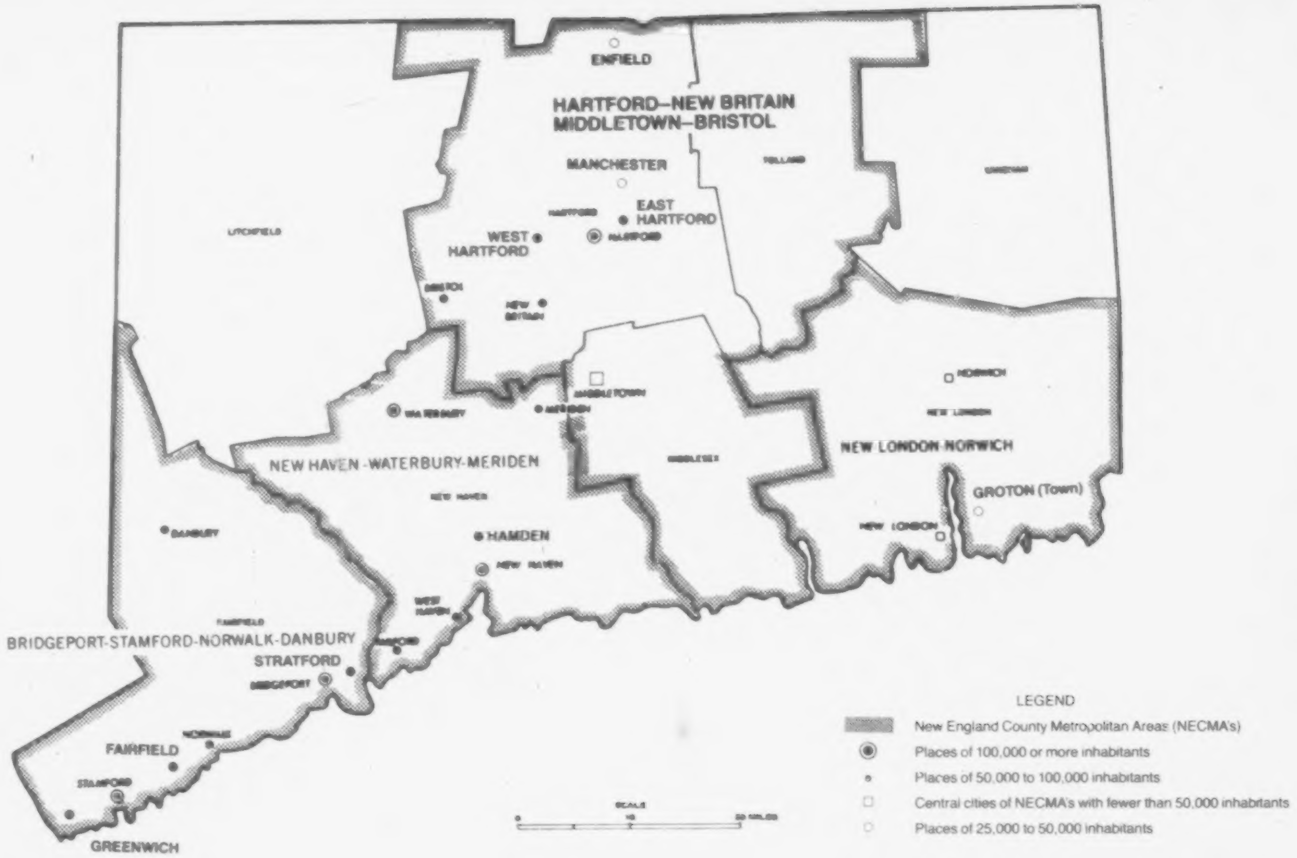
## METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/90 POPULATION (Thousands) | 12/31/90 HOUSEHOLDS (Thousands) | 1990 EFFECTIVE BUYING INCOME ($000) | 1990 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| BRIDGEPORT - STAMFORD - NORWALK - DANBURY | 827.1 | 304.8 | 18,497,918 | 7,970,787 | .4626 |
| HARTFORD - NEW BRITAIN - MIDDLETOWN - BRISTOL | 1,130.7 | 426.4 | 19,586,596 | 9,371,122 | .5255 |
| NEW HAVEN - WATERBURY - MERIDEN | 807.9 | 306.2 | 13,570,874 | 6,487,372 | .3660 |
| NEW LONDON - NORWICH | 256.2 | 93.7 | 3,916,098 | 1,952,266 | .1089 |

| County | Metropolitan Area | County | Metropolitan Area |
|---|---|---|---|
| Fairfield | Bridgeport - Stamford - Norwalk - Danbury | New Haven | New Haven - Waterbury - Meriden |
| Hartford | Hartford - New Britain - Middletown - Bristol | New London | New London - Norwich |
| Middlesex | Hartford - New Britain - Middletown - Bristol | Tolland | Hartford - New Britain - Middletown - Bristol |

# CONNECTICUT


ENFIELD
HARTFORD–NEW BRITAIN
MIDDLETOWN–BRISTOL
MANCHESTER
TOLLAND
WINDHAM
LITCHFIELD
HARTFORD
EAST HARTFORD
WEST HARTFORD
BRISTOL
NEW BRITAIN
MIDDLETOWN
MERIDEN
WATERBURY
MIDDLESEX
NORWICH
NEW LONDON
NEW LONDON-NORWICH
GROTON (Town)
NEW HAVEN-WATERBURY-MERIDEN
NEW HAVEN
HAMDEN
NEW HAVEN
WEST HAVEN
DANBURY
FAIRFIELD
BRIDGEPORT-STAMFORD-NORWALK-DANBURY
MILFORD
STRATFORD
BRIDGEPORT
NORWALK
FAIRFIELD
STAMFORD
GREENWICH
SCALE
0
10
20 MILES
LEGEND
New England County Metropolitan Areas (NECMA's)
Places of 100,000 or more inhabitants
Places of 50,000 to 100,000 inhabitants
Central cities of NECMA's with fewer than 50,000 inhabitants
Places of 25,000 to 50,000 inhabitants

**NEW YORK-NORTHERN NEW JERSEY-LONG ISLAND, NY-NJ-CT CMSA**
**contains MSAs:**
- Bergen-Passaic, NJ
- Jersey City, NJ
- Middlesex-Somerset-Hunterdon, NJ
- Monmouth-Ocean, NJ
- Nassau-Suffolk, NY
- New York, NY
- Newark, NJ
- Orange County, NY

**and NECMA:**
- Bridgeport-Stamford-Norwalk, Danbury, CT

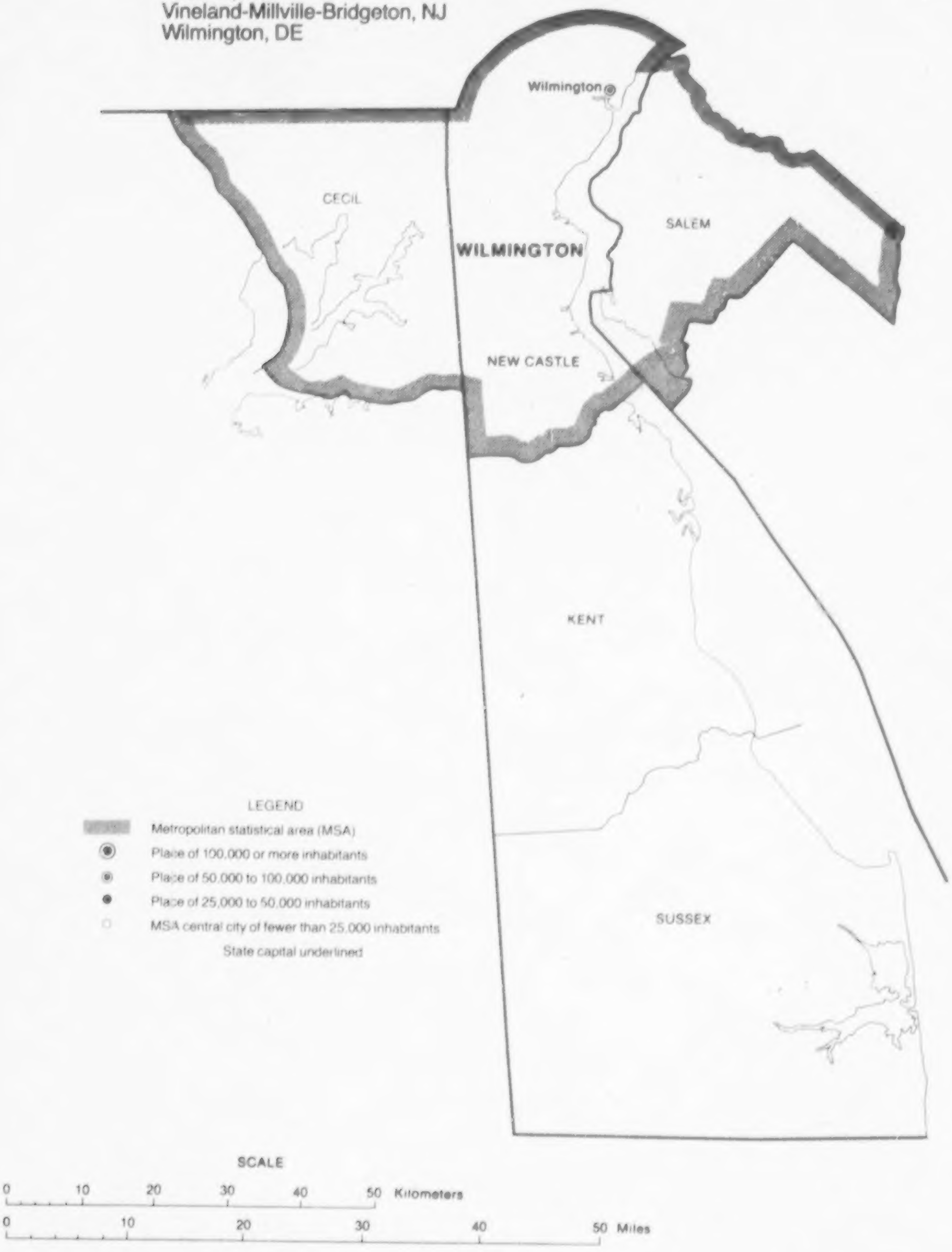
# DELAWARE
## METROPOLITAN DATA SUMMARY
(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/90 POPULATION (Thousands) | 12/31/90 HOUSEHOLDS (Thousands) | 1990 EFFECTIVE BUYING INCOME ($000) | 1990 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| WILMINGTON | 584.4 | 214.9 | 9,027,959 | 4,899,791 | .2569 |

| County | Metropolitan Area |
|---|---|
| New Castle | Wilmington |

# DELAWARE

**PHILADELPHIA-WILMINGTON-TRENTON, PA-NJ-DE-MD CMSA**
**contains MSAs:**
Philadelphia, PA-NJ
Trenton, NJ
Vineland-Millville-Bridgeton, NJ
Wilmington, DE


Wilmington
CECIL
WILMINGTON
SALEM
NEW CASTLE
KENT
SUSSEX
LEGEND
Metropolitan statistical area (MSA)
Place of 100,000 or more inhabitants
Place of 50,000 to 100,000 inhabitants
Place of 25,000 to 50,000 inhabitants
MSA central city of fewer than 25,000 inhabitants
State capital underlined
SCALE
0 10 20 30 40 50 Kilometers
0 10 20 30 40 50 Miles

# DISTRICT OF COLUMBIA

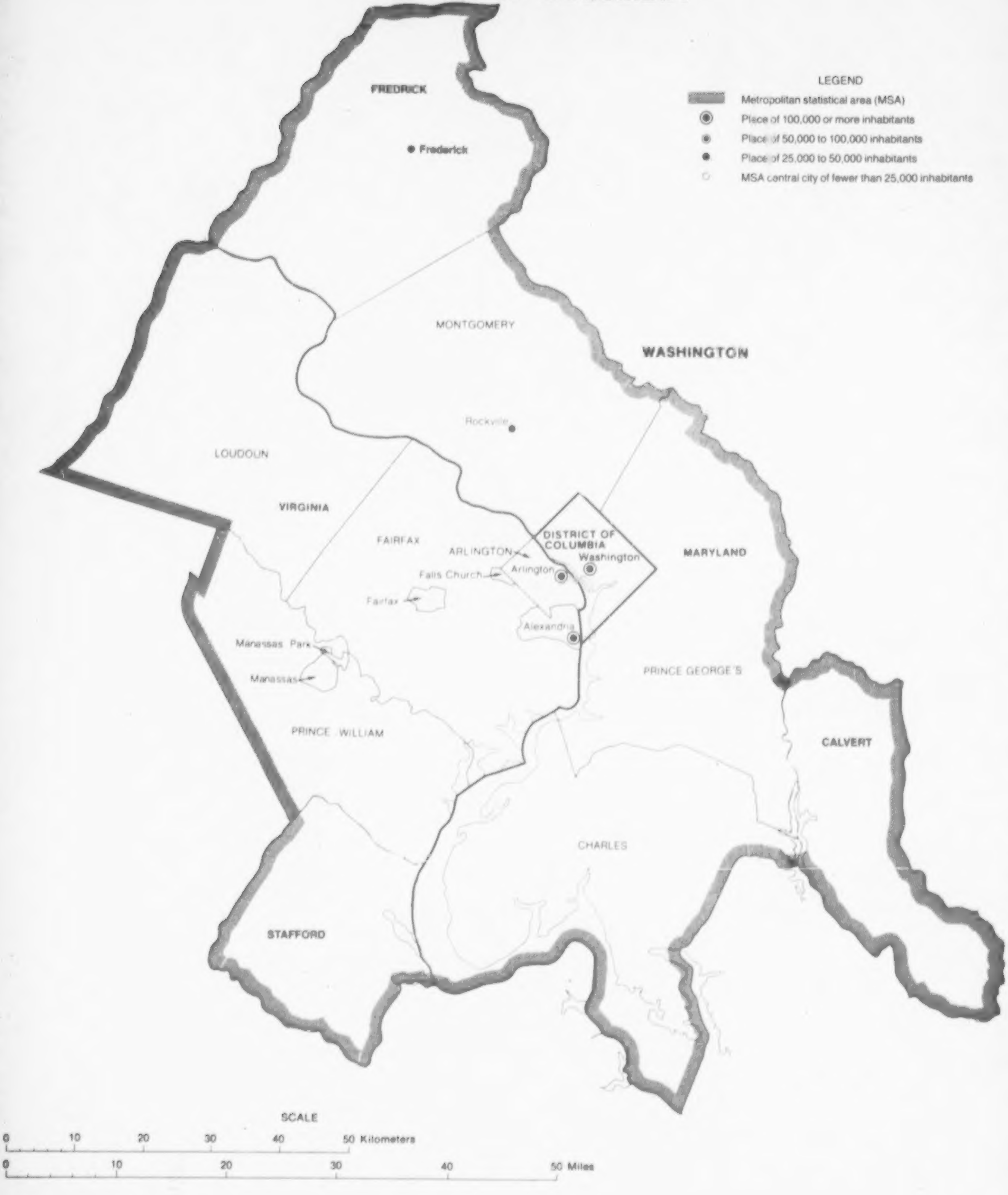
## METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/90 POPULATION (Thousands) | 12/31/90 HOUSEHOLDS (Thousands) | 1990 EFFECTIVE BUYING INCOME ($000) | 1990 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| WASHINGTON | 3,988.4 | 1,482.7 | 79,218,897 | 32,925,657 | 1.9964 |

| County | Metropolitan Area |
|---|---|
| District of Columbia | Washington |

# DISTRICT OF COLUMBIA


LEGEND
Metropolitan statistical area (MSA)
Place of 100,000 or more inhabitants
Place of 50,000 to 100,000 inhabitants
Place of 25,000 to 50,000 inhabitants
MSA central city of fewer than 25,000 inhabitants
FREDRICK
Frederick
MONTGOMERY
WASHINGTON
Rockville
LOUDOUN
VIRGINIA
FAIRFAX
ARLINGTON
DISTRICT OF COLUMBIA
Washington
Arlington
Falls Church
Fairfax
MARYLAND
Alexandria
Manassas Park
Manassas
PRINCE GEORGE'S
PRINCE WILLIAM
CALVERT
CHARLES
STAFFORD
SCALE
0 10 20 30 40 50 Kilometers
0 10 20 30 40 50 Miles

1991 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# FLORIDA

## METROPOLITAN DATA SUMMARY

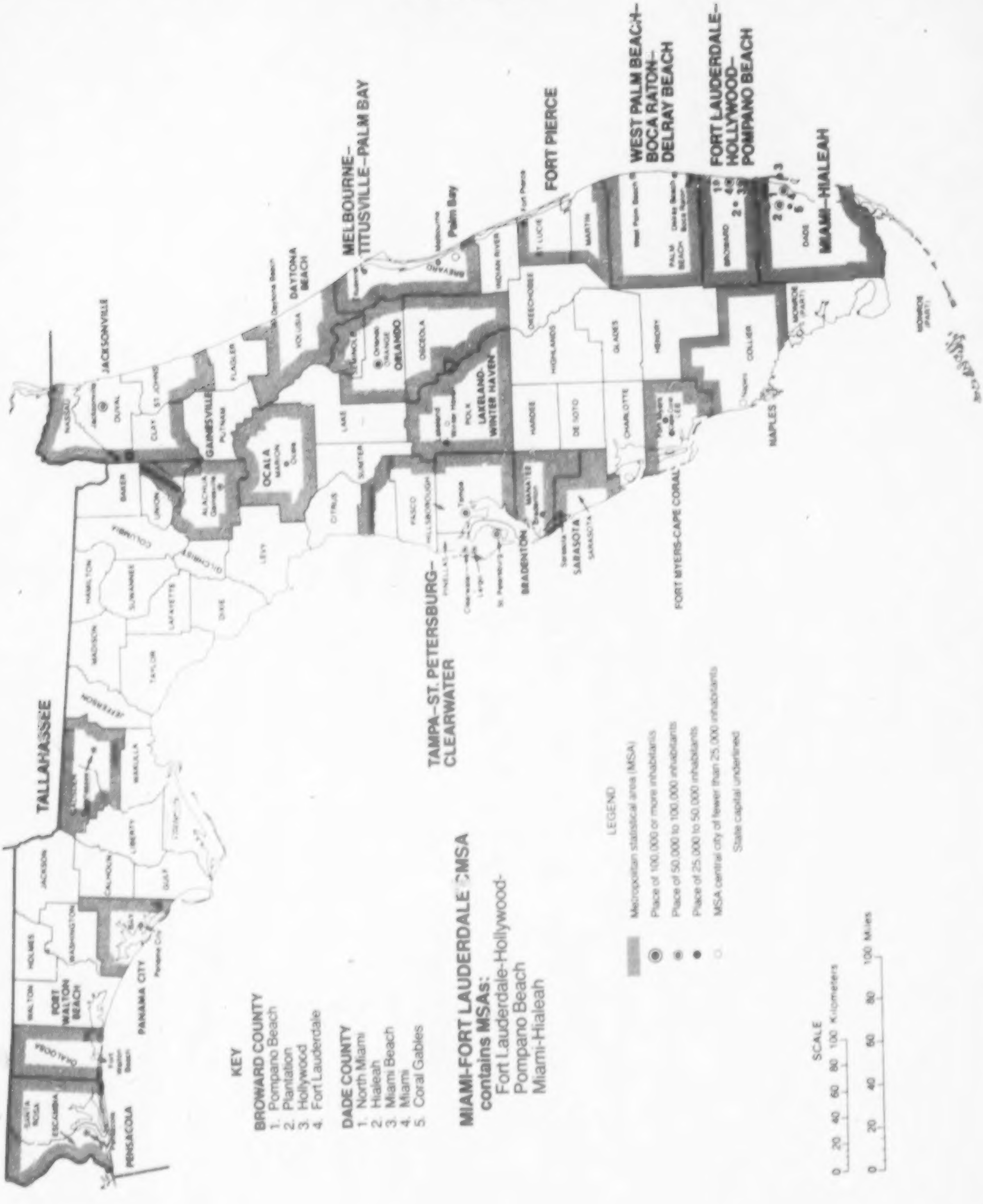
(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/90 POPULATION (Thousands) | 12/31/90 HOUSEHOLDS (Thousands) | 1990 EFFECTIVE BUYING INCOME ($000) | 1990 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| **BRADENTON** | 215.6 | 92.8 | 3,060,669 | 1,571,315 | .0870 |
| **DAYTONA BEACH** | 379.8 | 157.3 | 5,030,289 | 2,867,877 | .1498 |
| **FORT LAUDERDALE - HOLLYWOOD - POMPANO BEACH** | 1,278.4 | 538.2 | 21,697,400 | 12,064,658 | .6122 |
| **FORT MYERS - CAPE CORAL** | 345.2 | 144.4 | 5,210,253 | 3,103,309 | .1534 |
| **FORT PIERCE** | 258.9 | 104.4 | 3,484,750 | 2,039,160 | .1042 |
| **FORT WALTON BEACH** | 146.9 | 54.5 | 1,899,967 | 1,124,378 | .0575 |
| **GAINESVILLE** | 206.6 | 79.5 | 2,508,760 | 1,576,875 | .0786 |
| **JACKSONVILLE** | 927.1 | 351.5 | 12,677,224 | 7,337,701 | .3768 |
| **LAKELAND - WINTER HAVEN** | 411.9 | 158.6 | 5,077,650 | 2,805,105 | .1520 |
| **MELBOURNE - TITUSVILLE - PALM BAY** | 408.8 | 165.4 | 5,509,385 | 2,964,038 | .1605 |
| **MIAMI - HIALEAH** | 1,963.0 | 701.8 | 25,533,002 | 15,113,192 | .7723 |
| ***MIAMI - FORT LAUDERDALE CONSOLIDATED AREA*** | *3,241.4* | *1,240.0* | *47,230,402* | *27,177,850* | *1.3845* |
| **NAPLES** | 157.4 | 63.9 | 2,290,240 | 1,399,666 | .0685 |
| **OCALA** | 200.5 | 80.5 | 2,175,470 | 1,408,163 | .0705 |
| **ORLANDO** | 1,104.8 | 414.1 | 15,279,293 | 9,895,768 | .4708 |
| **PANAMA CITY** | 129.2 | 49.8 | 1,317,508 | 1,089,654 | .0473 |
| **PENSACOLA** | 348.8 | 130.2 | 4,425,231 | 2,399,482 | .1309 |
| **SARASOTA** | 282.7 | 127.8 | 4,433,741 | 2,865,270 | .1334 |
| **TALLAHASSEE** | 237.3 | 89.8 | 3,054,233 | 1,740,057 | .0914 |
| **TAMPA - ST. PETERSBURG - CLEARWATER** | 2,110.1 | 887.4 | 29,695,225 | 16,910,792 | .8733 |
| **WEST PALM BEACH - BOCA RATON - DELRAY BEACH** | 896.4 | 379.8 | 16,306,397 | 8,040,924 | .4378 |

| County | Metropolitan Area | County | Metropolitan Area |
|---|---|---|---|
| Alachua | Gainesville | Marion | Ocala |
| Bay | Panama City | Martin | Fort Pierce |
| Bradford | Gainesville | Nassau | Jacksonville |
| Brevard | Melbourne - Titusville - Palm Bay | Okaloosa | Fort Walton Beach |
| Broward | Fort Lauderdale - Hollywood - Pompano Beach | Orange | Orlando |
| Clay | Jacksonville | Osceola | Orlando |
| Collier | Naples | Palm Beach | West Palm Beach - Boca Raton - Delray Beach |
| Dade | Miami - Hialeah | Pasco | Tampa - St. Petersburg - Clearwater |
| Duval | Jacksonville | Pinellas | Tampa - St. Petersburg - Clearwater |
| Escambia | Pensacola | Polk | Lakeland - Winter Haven |
| Gadsden | Tallahassee | St. Johns | Jacksonville |
| Hernando | Tampa - St. Petersburg - Clearwater | St. Lucie | Fort Pierce |
| Hillsborough | Tampa - St. Petersburg - Clearwater | Santa Rosa | Pensacola |
| Lee | Fort Myers - Cape Coral | Sarasota | Sarasota |
| Leon | Tallahassee | Seminole | Orlando |
| Manatee | Bradenton | Volusia | Daytona Beach |

1991 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# FLORIDA


TALLAHASSEE
JACKSONVILLE
GAINESVILLE
OCALA
DAYTONA BEACH
MELBOURNE-TITUSVILLE-PALM BAY
ORLANDO
LAKELAND-WINTER HAVEN
FORT PIERCE
WEST PALM BEACH-BOCA RATON-DELRAY BEACH
FORT LAUDERDALE-HOLLYWOOD-POMPANO BEACH
MIAMI-HIALEAH
NAPLES
FORT MYERS-CAPE CORAL
SARASOTA
BRADENTON
TAMPA-ST. PETERSBURG-CLEARWATER
PANAMA CITY
FORT WALTON BEACH
PENSACOLA
KEY
BROWARD COUNTY
1. Pompano Beach
2. Plantation
3. Hollywood
4. Fort Lauderdale
DADE COUNTY
1. North Miami
2. Hialeah
3. Miami Beach
4. Miami
5. Coral Gables
MIAMI-FORT LAUDERDALE CMSA contains MSAs:
Fort Lauderdale-Hollywood-Pompano Beach
Miami-Hialeah
LEGEND
Metropolitan statistical area (MSA)
Place of 100,000 or more inhabitants
Place of 50,000 to 100,000 inhabitants
Place of 25,000 to 50,000 inhabitants
MSA central city of fewer than 25,000 inhabitants
State capital underlined
SCALE
0 20 40 60 80 100 Kilometers
0 20 40 60 80 100 Miles

# GEORGIA

## METROPOLITAN DATA SUMMARY

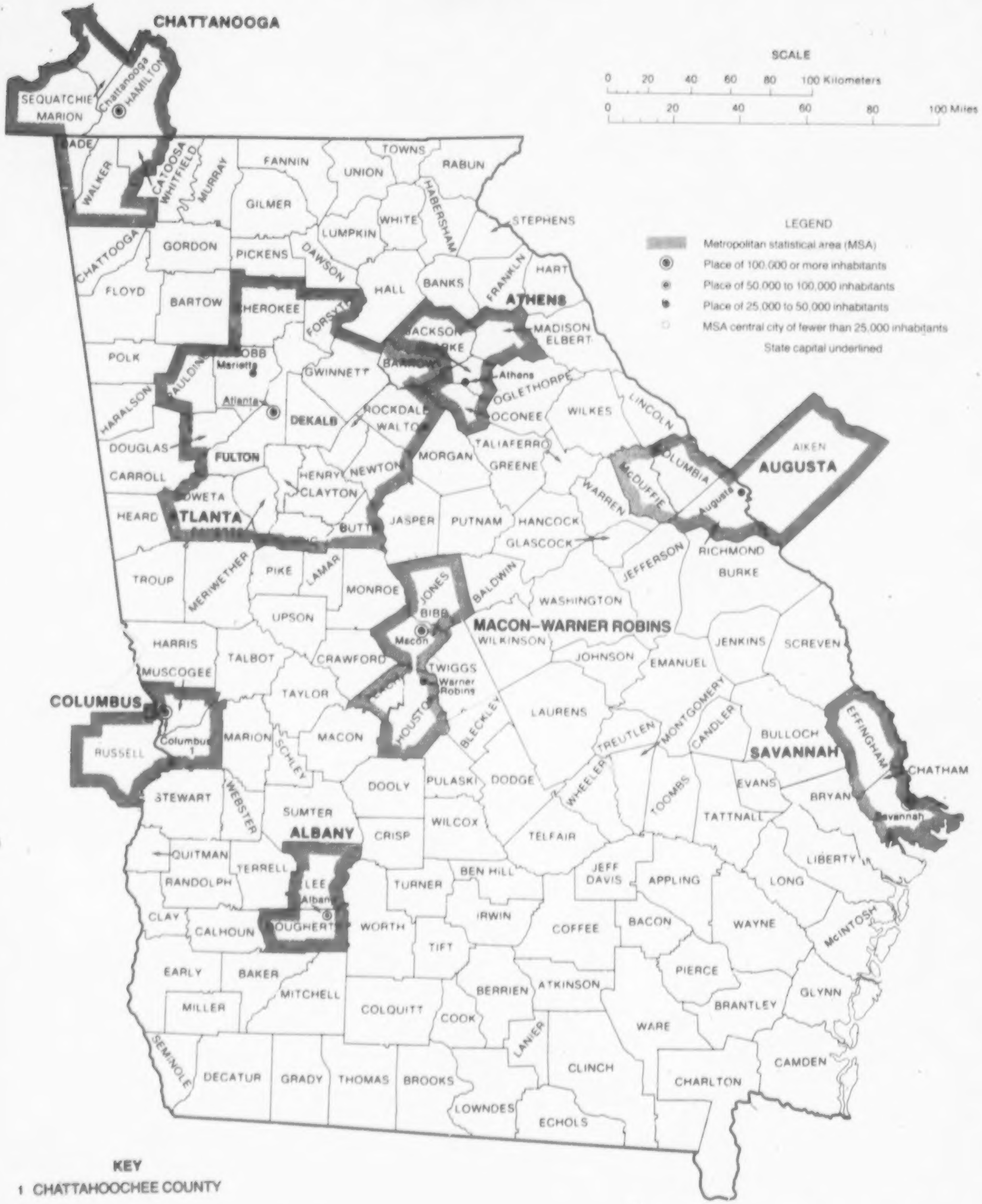
(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/90 POPULATION (Thousands) | 12/31/90 HOUSEHOLDS (Thousands) | 1990 EFFECTIVE BUYING INCOME ($000) | 1990 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| ALBANY | 112.3 | 39.3 | 1,218,415 | 829,827 | .0402 |
| ATHENS | 158.1 | 58.5 | 1,785,102 | 1,012,485 | .0549 |
| ATLANTA | 2,914.8 | 1,087.0 | 44,471,418 | 24,167,781 | 1.2695 |
| AUGUSTA | 400.1 | 143.8 | 4,680,756 | 2,849,440 | .1461 |
| COLUMBUS | 244.5 | 86.8 | 2,649,504 | 1,697,470 | .0856 |
| MACON - WARNER ROBINS | 284.0 | 104.2 | 3,565,592 | 2,138,721 | .1091 |
| SAVANNAH | 244.6 | 90.6 | 3,105,856 | 1,886,718 | .0952 |

| County | Metropolitan Area |
|---|---|
| Barrow | Atlanta |
| Bibb | Macon - Warner Robins |
| Butts | Atlanta |
| Catoosa | Chattanooga, Tenn. |
| Chatham | Savannah |
| Chattahoochee | Columbus |
| Cherokee | Atlanta |
| Clarke | Athens |
| Clayton | Atlanta |
| Cobb | Atlanta |
| Columbia | Augusta |
| Coweta | Atlanta |
| Dade | Chattanooga, Tenn. |
| De Kalb | Atlanta |
| Dougherty | Albany |
| Douglas | Atlanta |
| Effingham | Savannah |
| Fayette | Atlanta |
| Forsyth | Atlanta |

| County | Metropolitan Area |
|---|---|
| Fulton | Atlanta |
| Gwinnett | Atlanta |
| Henry | Atlanta |
| Houston | Macon - Warner Robins |
| Jackson | Athens |
| Jones | Macon - Warner Robins |
| Lee | Albany |
| McDuffie | Augusta |
| Madison | Athens |
| Muscogee | Columbus |
| Newton | Atlanta |
| Oconee | Athens |
| Paulding | Atlanta |
| Peach | Macon - Warner Robins |
| Richmond | Augusta |
| Rockdale | Atlanta |
| Spalding | Atlanta |
| Walker | Chattanooga, Tenn. |
| Walton | Atlanta |

# GEORGIA


CHATTANOOGA
SEQUATCHIE
MARION
Chattanooga
HAMILTON
SCALE
0 20 40 60 80 100 Kilometers
0 20 40 60 80 100 Miles
LEGEND
Metropolitan statistical area (MSA)
Place of 100,000 or more inhabitants
Place of 50,000 to 100,000 inhabitants
Place of 25,000 to 50,000 inhabitants
MSA central city of fewer than 25,000 inhabitants
State capital underlined
DADE
WALKER
CATOOSA
WHITFIELD
MURRAY
FANNIN
TOWNS
UNION
RABUN
GILMER
WHITE
HABERSHAM
STEPHENS
LUMPKIN
CHATTOOGA
GORDON
PICKENS
DAWSON
HALL
BANKS
FRANKLIN
HART
FLOYD
BARTOW
CHEROKEE
FORSYTH
ATHENS
JACKSON
CLARKE
MADISON
ELBERT
POLK
PAULDING
COBB
Marietta
BARROW
GWINNETT
Athens
OGLETHORPE
HARALSON
Atlanta
DEKALB
ROCKDALE
WALTON
OCONEE
WILKES
LINCOLN
DOUGLAS
FULTON
MORGAN
TALIAFERRO
CARROLL
HENRY
NEWTON
GREENE
COLUMBIA
AIKEN
AUGUSTA
McDUFFIE
CLAYTON
COWETA
WARREN
Augusta
HEARD
ATLANTA
FAYETTE
SPALDING
BUTTS
JASPER
PUTNAM
HANCOCK
GLASCOCK
RICHMOND
JEFFERSON
BURKE
TROUP
MERIWETHER
PIKE
LAMAR
MONROE
JONES
BALDWIN
WASHINGTON
UPSON
BIBB
Macon
MACON–WARNER ROBINS
WILKINSON
HARRIS
TALBOT
CRAWFORD
TWIGGS
JOHNSON
EMANUEL
JENKINS
SCREVEN
MUSCOGEE
Warner Robins
COLUMBUS
TAYLOR
PEACH
HOUSTON
BLECKLEY
LAURENS
RUSSELL
Columbus
1
MARION
SCHLEY
MACON
TREUTLEN
MONTGOMERY
CANDLER
BULLOCH
EFFINGHAM
SAVANNAH
CHATHAM
STEWART
WEBSTER
DOOLY
PULASKI
DODGE
WHEELER
TOOMBS
EVANS
BRYAN
Savannah
SUMTER
ALBANY
CRISP
WILCOX
TELFAIR
TATTNALL
QUITMAN
TERRELL
LEE
Albany
LIBERTY
RANDOLPH
TURNER
BEN HILL
JEFF DAVIS
APPLING
LONG
CLAY
CALHOUN
DOUGHERTY
WORTH
IRWIN
COFFEE
BACON
WAYNE
McINTOSH
TIFT
EARLY
BAKER
BERRIEN
ATKINSON
PIERCE
MILLER
MITCHELL
COLQUITT
COOK
BRANTLEY
GLYNN
WARE
LANIER
SEMINOLE
DECATUR
GRADY
THOMAS
BROOKS
CLINCH
CHARLTON
CAMDEN
LOWNDES
ECHOLS
KEY
1 CHATTAHOOCHEE COUNTY

# HAWAII

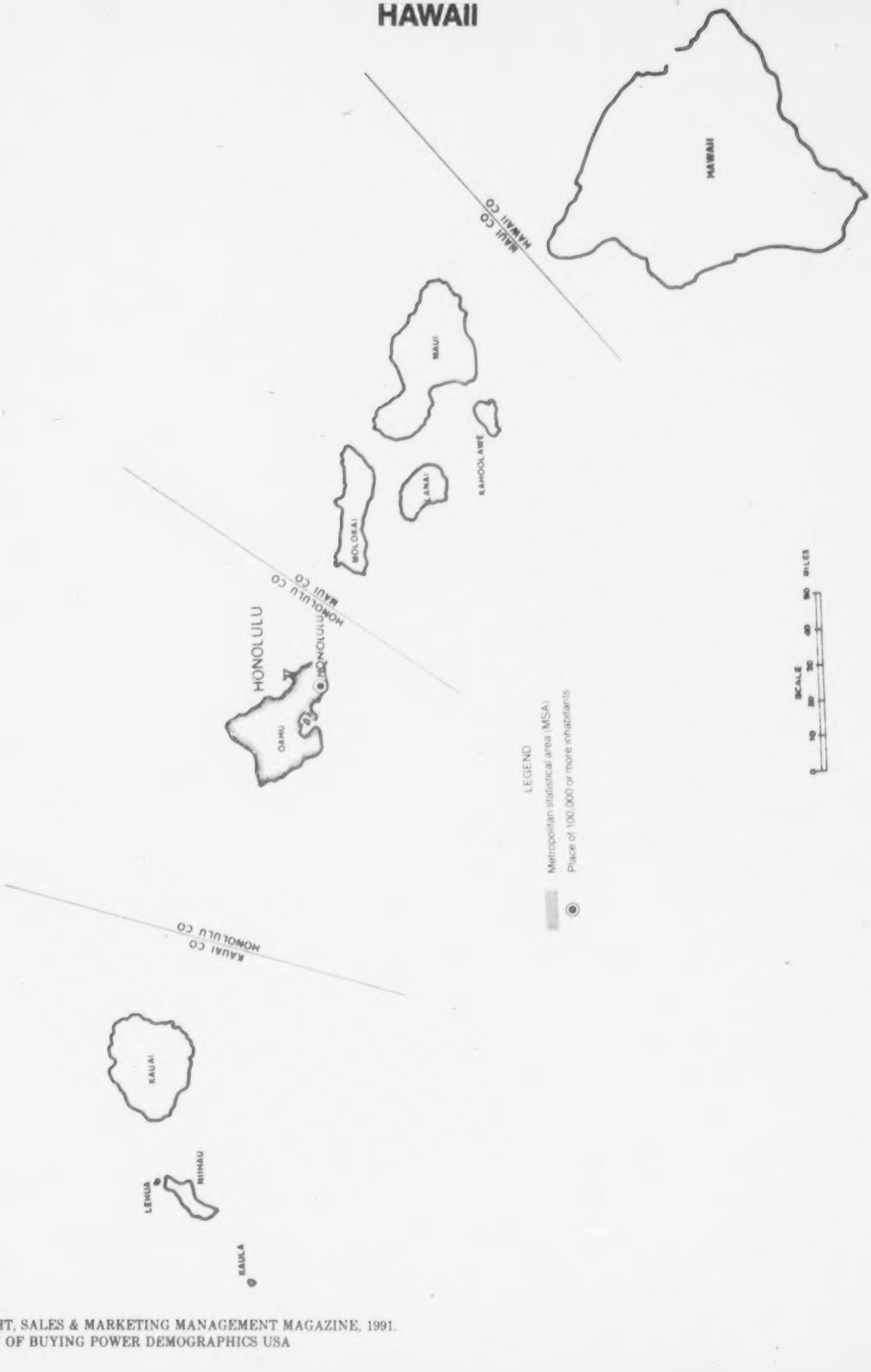
## METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/90 POPULATION (Thousands) | 12/31/90 HOUSEHOLDS (Thousands) | 1990 EFFECTIVE BUYING INCOME ($000) | 1990 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| HONOLULU | 842.6 | 267.3 | 13,415,026 | 8,377,087 | .3980 |

| County | Metropolitan Area |
|---|---|
| Honolulu | Honolulu |

# HAWAII


HAWAII
MAUI CO
HAWAII CO
MAUI
KAHOOLAWE
LANAI
MOLOKAI
HONOLULU CO
MAUI CO
HONOLULU
HONOLULU
OAHU
KAUAI CO
HONOLULU CO
KAUAI
NIIHAU
LEHUA
KAULA
LEGEND
Metropolitan statistical area (MSA)
Place of 100,000 or more inhabitants
SCALE
0 10 20 30 40 50 MILES

# IDAHO

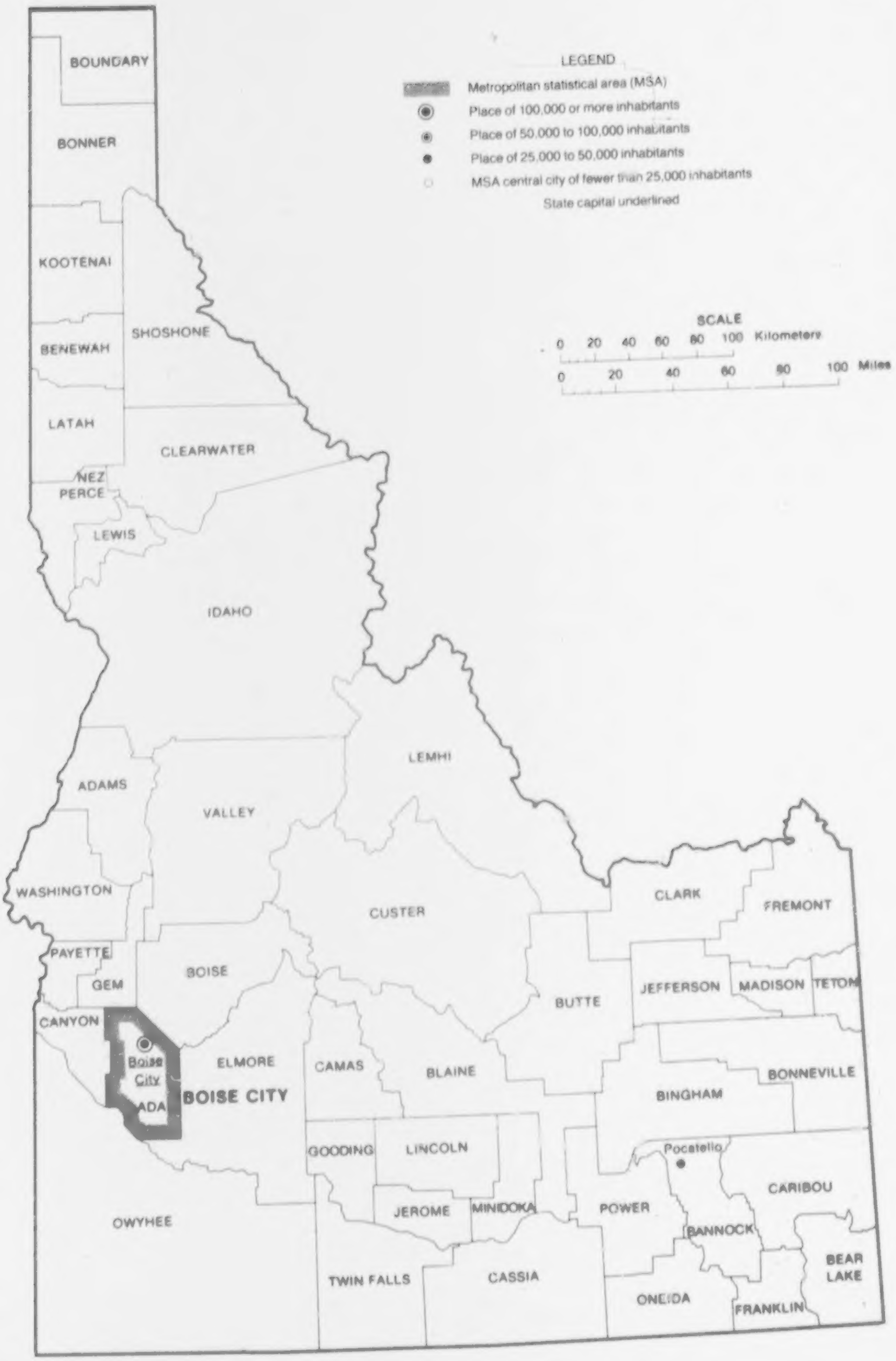
## METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/90 POPULATION (Thousands) | 12/31/90 HOUSEHOLDS (Thousands) | 1990 EFFECTIVE BUYING INCOME ($000) | 1990 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| BOISE | 208.1 | 78.4 | 2,845,257 | 1,479,895 | .0818 |

| County | Metropolitan Area |
|---|---|
| Ada | Boise |

# IDAHO


LEGEND
▨ Metropolitan statistical area (MSA)
◉ Place of 100,000 or more inhabitants
◉ Place of 50,000 to 100,000 inhabitants
● Place of 25,000 to 50,000 inhabitants
○ MSA central city of fewer than 25,000 inhabitants
State capital underlined
SCALE
0 20 40 60 80 100 Kilometers
0 20 40 60 80 100 Miles
BOUNDARY
BONNER
KOOTENAI
BENEWAH
SHOSHONE
LATAH
CLEARWATER
NEZ PERCE
LEWIS
IDAHO
LEMHI
ADAMS
VALLEY
WASHINGTON
CUSTER
CLARK
FREMONT
PAYETTE
GEM
BOISE
JEFFERSON
MADISON
TETON
BUTTE
CANYON
Boise City
ADA
BOISE CITY
ELMORE
CAMAS
BLAINE
BINGHAM
BONNEVILLE
GOODING
LINCOLN
Pocatello
JEROME
MINIDOKA
POWER
CARIBOU
OWYHEE
BANNOCK
BEAR LAKE
TWIN FALLS
CASSIA
ONEIDA
FRANKLIN

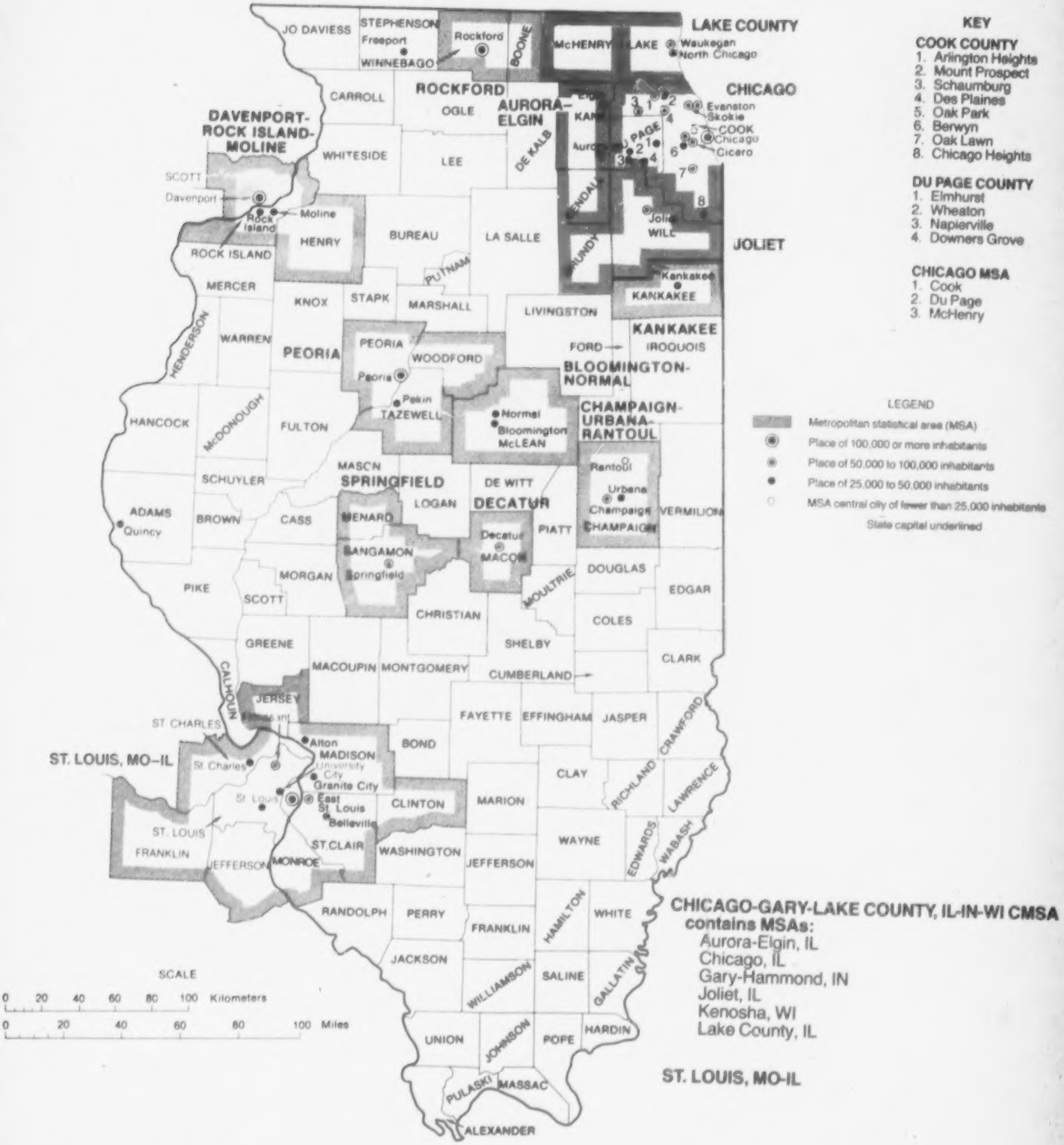
# ILLINOIS
## METROPOLITAN DATA SUMMARY
(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/90 POPULATION (Thousands) | 12/31/90 HOUSEHOLDS (Thousands) | 1990 EFFECTIVE BUYING INCOME ($000) | 1990 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| AURORA - ELGIN | 363.4 | 122.7 | 5,355,057 | 2,723,720 | .1508 |
| BLOOMINGTON - NORMAL | 130.1 | 47.2 | 1,960,355 | 1,036,848 | .0556 |
| CHAMPAIGN - URBANA - RANTOUL | 173.4 | 64.1 | 2,311,415 | 1,340,720 | .0691 |
| CHICAGO | 6,077.3 | 2,224.3 | 97,912,235 | 47,560,664 | 2.6730 |
| *CHICAGO - GARY - LAKE COUNTY CONSOLIDATED AREA* | *8,091.8* | *2,917.2* | *128,300,453* | *61,391,241* | *3.4978* |
| DAVENPORT - ROCK ISLAND - MOLINE | 348.4 | 135.2 | 5,178,793 | 2,712,385 | .1468 |
| DECATUR | 116.2 | 45.6 | 1,746,993 | 900,491 | .0492 |
| JOLIET | 393.1 | 130.1 | 5,781,832 | 2,192,790 | .1504 |
| KANKAKEE | 96.0 | 34.5 | 1,180,969 | 651,968 | .0353 |
| LAKE COUNTY | 525.8 | 177.3 | 9,978,593 | 4,500,210 | .2593 |
| PEORIA | 338.1 | 129.0 | 5,377,056 | 2,522,675 | .1455 |
| ROCKFORD | 284.2 | 107.8 | 4,120,369 | 2,121,169 | .1168 |
| SPRINGFIELD | 189.9 | 76.5 | 2,575,181 | 1,539,902 | .0774 |

| County | Metropolitan Area |
|---|---|
| Boone | Rockford |
| Champaign | Champaign - Urbana - Rantoul |
| Clinton | St. Louis, Mo. |
| Cook | Chicago |
| Du Page | Chicago |
| Grundy | Joliet |
| Henry | Davenport - Rock Island - Moline |
| Jersey | St. Louis, Mo. |
| Kane | Aurora - Elgin |
| Kankakee | Kankakee |
| Kendall | Aurora - Elgin |
| Lake | Lake County |
| McHenry | Chicago |

| County | Metropolitan Area |
|---|---|
| McLean | Bloomington - Normal |
| Macon | Decatur |
| Madison | St. Louis, Mo. |
| Menard | Springfield |
| Monroe | St. Louis, Mo. |
| Peoria | Peoria |
| Rock Island | Davenport - Rock Island - Moline |
| St. Clair | St. Louis, Mo. |
| Sangamon | Springfield |
| Tazewell | Peoria |
| Will | Joliet |
| Winnebago | Rockford |
| Woodford | Peoria |

# ILLINOIS


KEY
COOK COUNTY
1. Arlington Heights
2. Mount Prospect
3. Schaumburg
4. Des Plaines
5. Oak Park
6. Berwyn
7. Oak Lawn
8. Chicago Heights
DU PAGE COUNTY
1. Elmhurst
2. Wheaton
3. Napierville
4. Downers Grove
CHICAGO MSA
1. Cook
2. Du Page
3. McHenry
LEGEND
Metropolitan statistical area (MSA)
Place of 100,000 or more inhabitants
Place of 50,000 to 100,000 inhabitants
Place of 25,000 to 50,000 inhabitants
MSA central city of fewer than 25,000 inhabitants
State capital underlined
CHICAGO-GARY-LAKE COUNTY, IL-IN-WI CMSA
contains MSAs:
Aurora-Elgin, IL
Chicago, IL
Gary-Hammond, IN
Joliet, IL
Kenosha, WI
Lake County, IL
ST. LOUIS, MO-IL
LAKE COUNTY
CHICAGO
JOLIET
ROCKFORD
AURORA-ELGIN
DAVENPORT-ROCK ISLAND-MOLINE
PEORIA
BLOOMINGTON-NORMAL
CHAMPAIGN-URBANA-RANTOUL
KANKAKEE
SPRINGFIELD
DECATUR
ST. LOUIS, MO-IL
JO DAVIESS
STEPHENSON
Freeport
WINNEBAGO
Rockford
BOONE
McHENRY
LAKE
Waukegan
North Chicago
CARROLL
OGLE
DE KALB
KANE
Elgin
Aurora
DU PAGE
COOK
Evanston
Skokie
Chicago
Cicero
WHITESIDE
LEE
SCOTT
Davenport
Rock Island
Moline
ROCK ISLAND
HENRY
BUREAU
LA SALLE
KENDALL
GRUNDY
WILL
Joliet
PUTNAM
MERCER
KNOX
STARK
MARSHALL
LIVINGSTON
Kankakee
KANKAKEE
HENDERSON
WARREN
PEORIA
Peoria
WOODFORD
FORD
IROQUOIS
Pekin
TAZEWELL
HANCOCK
McDONOUGH
FULTON
Normal
Bloomington
McLEAN
MASON
SCHUYLER
DE WITT
Rantoul
Urbana
Champaign
CHAMPAIGN
VERMILION
ADAMS
Quincy
BROWN
CASS
MENARD
LOGAN
Decatur
MACON
PIATT
SANGAMON
Springfield
MORGAN
PIKE
SCOTT
MOULTRIE
DOUGLAS
EDGAR
CHRISTIAN
COLES
GREENE
SHELBY
CALHOUN
MACOUPIN
MONTGOMERY
CUMBERLAND
CLARK
JERSEY
FAYETTE
EFFINGHAM
JASPER
CRAWFORD
ST. CHARLES
Alton
MADISON
BOND
St. Charles
University City
Granite City
CLAY
RICHLAND
LAWRENCE
St. Louis
East St. Louis
Belleville
CLINTON
MARION
ST. LOUIS
ST. CLAIR
FRANKLIN
JEFFERSON
MONROE
WASHINGTON
JEFFERSON
WAYNE
EDWARDS
WABASH
RANDOLPH
PERRY
FRANKLIN
HAMILTON
WHITE
JACKSON
WILLIAMSON
SALINE
GALLATIN
UNION
JOHNSON
POPE
HARDIN
PULASKI
MASSAC
ALEXANDER
SCALE
0 20 40 60 80 100 Kilometers
0 20 40 60 80 100 Miles

1991 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# INDIANA

## METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

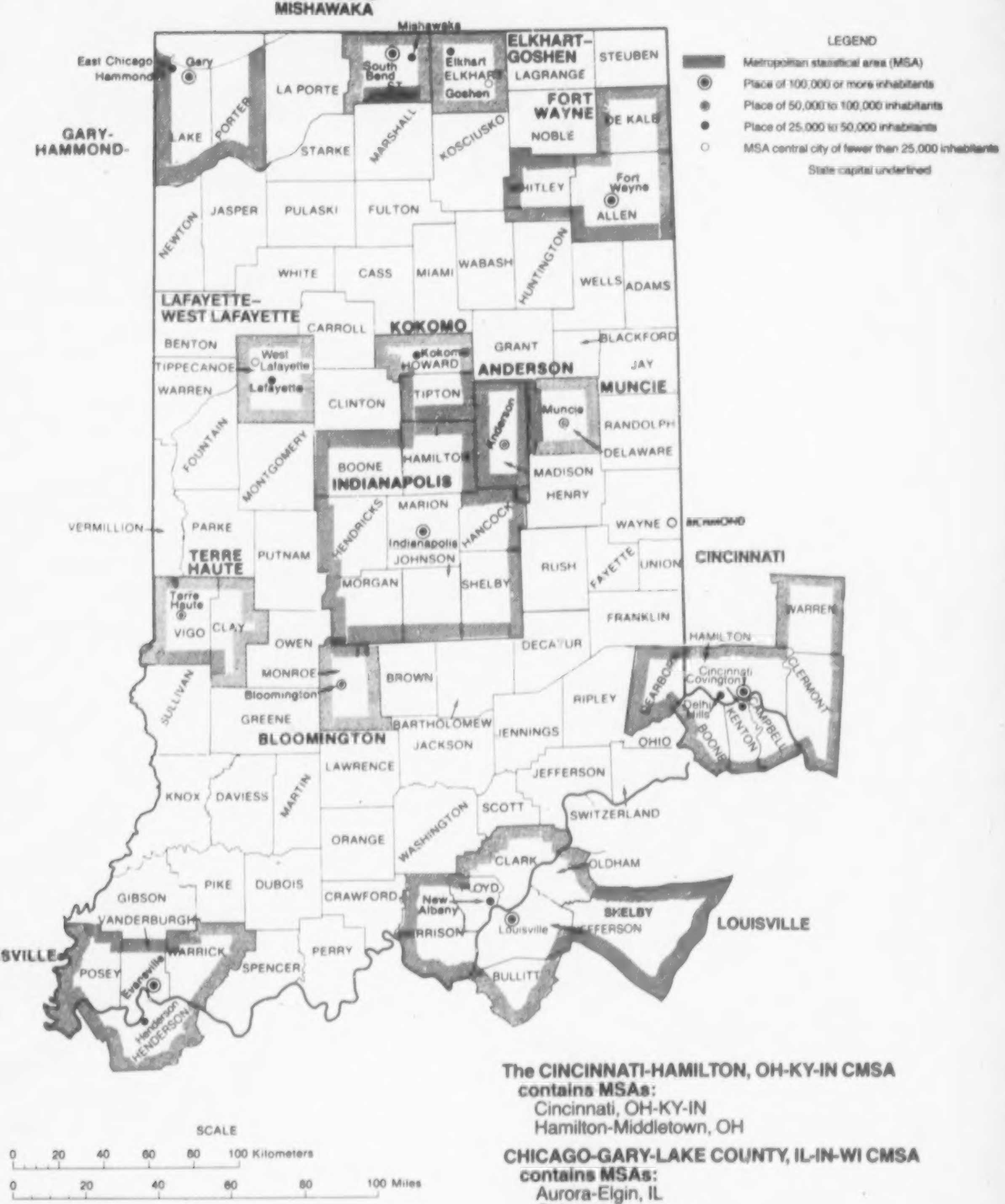
| METROPOLITAN AREA | 12/31/90 POPULATION (Thousands) | 12/31/90 HOUSEHOLDS (Thousands) | 1990 EFFECTIVE BUYING INCOME ($000) | 1990 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| ANDERSON | 130.1 | 49.6 | 1,573,359 | 844,241 | .0469 |
| BLOOMINGTON | 109.6 | 39.6 | 1,331,221 | 697,335 | .0393 |
| ELKHART - GOSHEN | 157.6 | 57.2 | 1,884,166 | 1,196,790 | .0595 |
| EVANSVILLE | 279.2 | 108.8 | 3,640,992 | 2,026,723 | .1080 |
| FORT WAYNE | 365.8 | 136.8 | 4,818,583 | 2,831,781 | .1450 |
| GARY - HAMMOND | 603.2 | 215.5 | 7,233,552 | 3,673,341 | .2126 |
| INDIANAPOLIS | 1,258.1 | 483.2 | 17,613,378 | 10,364,320 | .5239 |
| KOKOMO | 96.3 | 37.3 | 1,300,615 | 789,751 | .0393 |
| LAFAYETTE - WEST LAFAYETTE | 131.2 | 45.9 | 1,629,803 | 962,867 | .0498 |
| MUNCIE | 119.3 | 45.0 | 1,385,075 | 762,831 | .0419 |
| SOUTH BEND - MISHAWAKA | 247.7 | 92.6 | 3,120,679 | 1,892,271 | .0957 |
| TERRE HAUTE | 130.3 | 49.0 | 1,558,219 | 1,453,481 | .0568 |

| County | Metropolitan Area |
|---|---|
| Allen | Fort Wayne |
| Boone | Indianapolis |
| Clark | Louisville, Ky. |
| Clay | Terre Haute |
| Dearborn | Cincinnati, Ohio |
| De Kalb | Fort Wayne |
| Delaware | Muncie |
| Elkhart | Elkhart - Goshen |
| Floyd | Louisville, Ky. |
| Hamilton | Indianapolis |
| Hancock | Indianapolis |
| Harrison | Louisville, Ky. |
| Hendricks | Indianapolis |
| Howard | Kokomo |
| Johnson | Indianapolis |

| County | Metropolitan Area |
|---|---|
| Lake | Gary - Hammond |
| Madison | Anderson |
| Marion | Indianapolis |
| Monroe | Bloomington |
| Morgan | Indianapolis |
| Porter | Gary - Hammond |
| Posey | Evansville |
| St. Joseph | South Bend - Mishawaka |
| Shelby | Indianapolis |
| Tippecanoe | Lafayette - West Lafayette |
| Tipton | Kokomo |
| Vanderburgh | Evansville |
| Vigo | Terre Haute |
| Warrick | Evansville |
| Whitley | Fort Wayne |

1991 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# INDIANA


SOUTH BEND–MISHAWAKA
Mishawaka
South Bend
East Chicago
Gary
Hammond
GARY-HAMMOND
LAKE
PORTER
LA PORTE
ELKHART-GOSHEN
Elkhart
ELKHART
Goshen
LAGRANGE
STEUBEN
FORT WAYNE
NOBLE
DE KALB
STARKE
MARSHALL
KOSCIUSKO
WHITLEY
Fort Wayne
ALLEN
NEWTON
JASPER
PULASKI
FULTON
WHITE
CASS
MIAMI
WABASH
HUNTINGTON
WELLS
ADAMS
LAFAYETTE–WEST LAFAYETTE
BENTON
CARROLL
KOKOMO
Kokomo
HOWARD
GRANT
BLACKFORD
JAY
TIPPECANOE
West Lafayette
Lafayette
WARREN
CLINTON
TIPTON
ANDERSON
Anderson
MUNCIE
Muncie
RANDOLPH
DELAWARE
FOUNTAIN
MONTGOMERY
BOONE
HAMILTON
MADISON
INDIANAPOLIS
HENRY
VERMILLION
PARKE
HENDRICKS
MARION
Indianapolis
HANCOCK
WAYNE
RICHMOND
TERRE HAUTE
PUTNAM
JOHNSON
RUSH
FAYETTE
UNION
CINCINNATI
Terre Haute
VIGO
CLAY
MORGAN
SHELBY
FRANKLIN
WARREN
OWEN
DECATUR
HAMILTON
MONROE
Bloomington
BROWN
DEARBORN
Cincinnati
Covington
CLERMONT
SULLIVAN
GREENE
BLOOMINGTON
BARTHOLOMEW
JENNINGS
RIPLEY
Delhi Hills
KENTON
CAMPBELL
BOONE
OHIO
JACKSON
LAWRENCE
JEFFERSON
KNOX
DAVIESS
MARTIN
SCOTT
SWITZERLAND
WASHINGTON
ORANGE
CLARK
OLDHAM
GIBSON
PIKE
DUBOIS
CRAWFORD
FLOYD
New Albany
Louisville
SHELBY
JEFFERSON
LOUISVILLE
VANDERBURGH
HARRISON
EVANSVILLE
POSEY
Evansville
WARRICK
SPENCER
PERRY
BULLITT
Henderson
HENDERSON
LEGEND
Metropolitan statistical area (MSA)
Place of 100,000 or more inhabitants
Place of 50,000 to 100,000 inhabitants
Place of 25,000 to 50,000 inhabitants
MSA central city of fewer than 25,000 inhabitants
State capital underlined
SCALE
0 20 40 60 80 100 Kilometers
0 20 40 60 80 100 Miles

**The CINCINNATI-HAMILTON, OH-KY-IN CMSA contains MSAs:**

Cincinnati, OH-KY-IN
Hamilton-Middletown, OH

**CHICAGO-GARY-LAKE COUNTY, IL-IN-WI CMSA contains MSAs:**

Aurora-Elgin, IL
Chicago, IL
Gary-Hammond, IN
Joliet, IL
Kenosha, WI
Lake County, IL

# IOWA

## METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

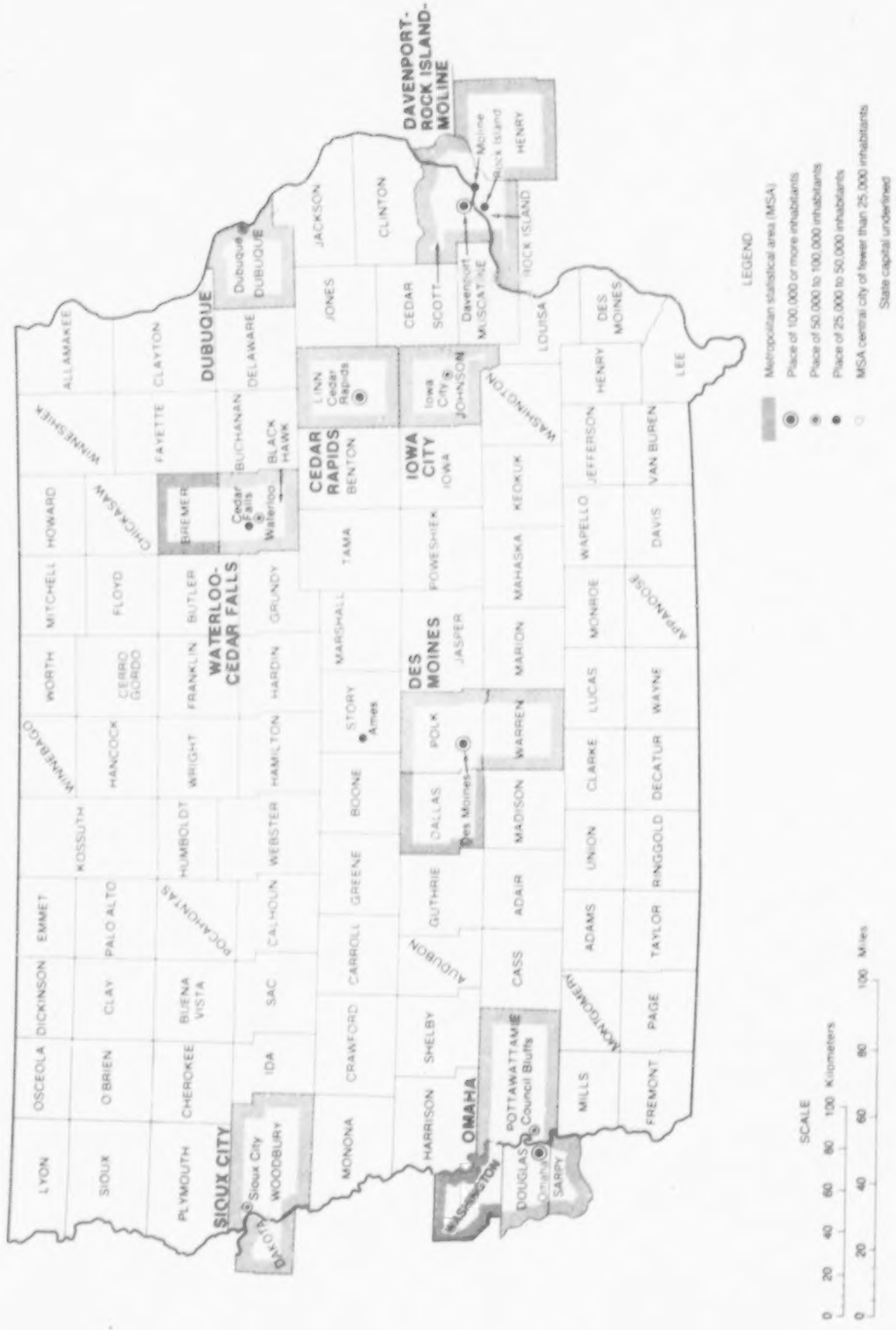
| METROPOLITAN AREA | 12/31/90 POPULATION (Thousands) | 12/31/90 HOUSEHOLDS (Thousands) | 1990 EFFECTIVE BUYING INCOME ($000) | 1990 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| CEDAR RAPIDS | 169.3 | 65.7 | 2,567,630 | 1,436,940 | .0741 |
| DAVENPORT - ROCK ISLAND - MOLINE | 348.4 | 135.2 | 5,178,793 | 2,712,385 | .1468 |
| DES MOINES | 396.0 | 154.4 | 5,779,057 | 3,466,624 | .1718 |
| DUBUQUE | 86.2 | 30.7 | 1,032,019 | 702,124 | .0333 |
| IOWA CITY | 96.9 | 36.4 | 1,359,274 | 682,260 | .0386 |
| SIOUX CITY | 115.0 | 42.9 | 1,343,869 | 880,560 | .0431 |
| WATERLOO - CEDAR FALLS | 145.4 | 54.8 | 2,189,654 | 1,041,812 | .0602 |

| County | Metropolitan Area |
|---|---|
| Black Hawk | Waterloo - Cedar Falls |
| Bremer | Waterloo - Cedar Falls |
| Dallas | Des Moines |
| Dubuque | Dubuque |
| Johnson | Iowa City |
| Linn | Cedar Rapids |

| County | Metropolitan Area |
|---|---|
| Polk | Des Moines |
| Pottowattamie | Omaha, Neb. |
| Scott | Davenport - Rock Island - Moline |
| Warren | Des Moines |
| Woodbury | Sioux City |

1991 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# IOWA


DAVENPORT-ROCK ISLAND-MOLINE
DUBUQUE
CEDAR RAPIDS
IOWA CITY
WATERLOO-CEDAR FALLS
DES MOINES
SIOUX CITY
OMAHA
Moline
Rock Island
Davenport
Dubuque
Cedar Rapids
Iowa City
Cedar Falls
Waterloo
Ames
Des Moines
Sioux City
Council Bluffs
Omaha
LYON
OSCEOLA
DICKINSON
EMMET
KOSSUTH
WINNEBAGO
WORTH
MITCHELL
HOWARD
WINNESHIEK
ALLAMAKEE
SIOUX
O'BRIEN
CLAY
PALO ALTO
HANCOCK
CERRO GORDO
FLOYD
CHICKASAW
FAYETTE
CLAYTON
PLYMOUTH
CHEROKEE
BUENA VISTA
POCAHONTAS
HUMBOLDT
WRIGHT
FRANKLIN
BUTLER
BREMER
BUCHANAN
DELAWARE
DUBUQUE
WOODBURY
IDA
SAC
CALHOUN
WEBSTER
HAMILTON
HARDIN
GRUNDY
BLACK HAWK
LINN
JONES
JACKSON
CLINTON
MONONA
CRAWFORD
CARROLL
GREENE
BOONE
STORY
MARSHALL
TAMA
BENTON
CEDAR
SCOTT
HARRISON
SHELBY
AUDUBON
GUTHRIE
DALLAS
POLK
JASPER
POWESHIEK
IOWA
JOHNSON
MUSCATINE
POTTAWATTAMIE
CASS
ADAIR
MADISON
WARREN
MARION
MAHASKA
KEOKUK
WASHINGTON
LOUISA
MILLS
MONTGOMERY
ADAMS
UNION
CLARKE
LUCAS
MONROE
WAPELLO
JEFFERSON
HENRY
DES MOINES
FREMONT
PAGE
TAYLOR
RINGGOLD
DECATUR
WAYNE
APPANOOSE
DAVIS
VAN BUREN
LEE
DAKOTA
DOUGLAS
SARPY
WASHINGTON
ROCK ISLAND
HENRY
LEGEND
Metropolitan statistical area (MSA)
Place of 100,000 or more inhabitants
Place of 50,000 to 100,000 inhabitants
Place of 25,000 to 50,000 inhabitants
MSA central city of fewer than 25,000 inhabitants
State capital underlined
SCALE
0 20 40 60 80 100 Kilometers
0 20 40 60 80 100 Miles

# KANSAS

## METROPOLITAN DATA SUMMARY

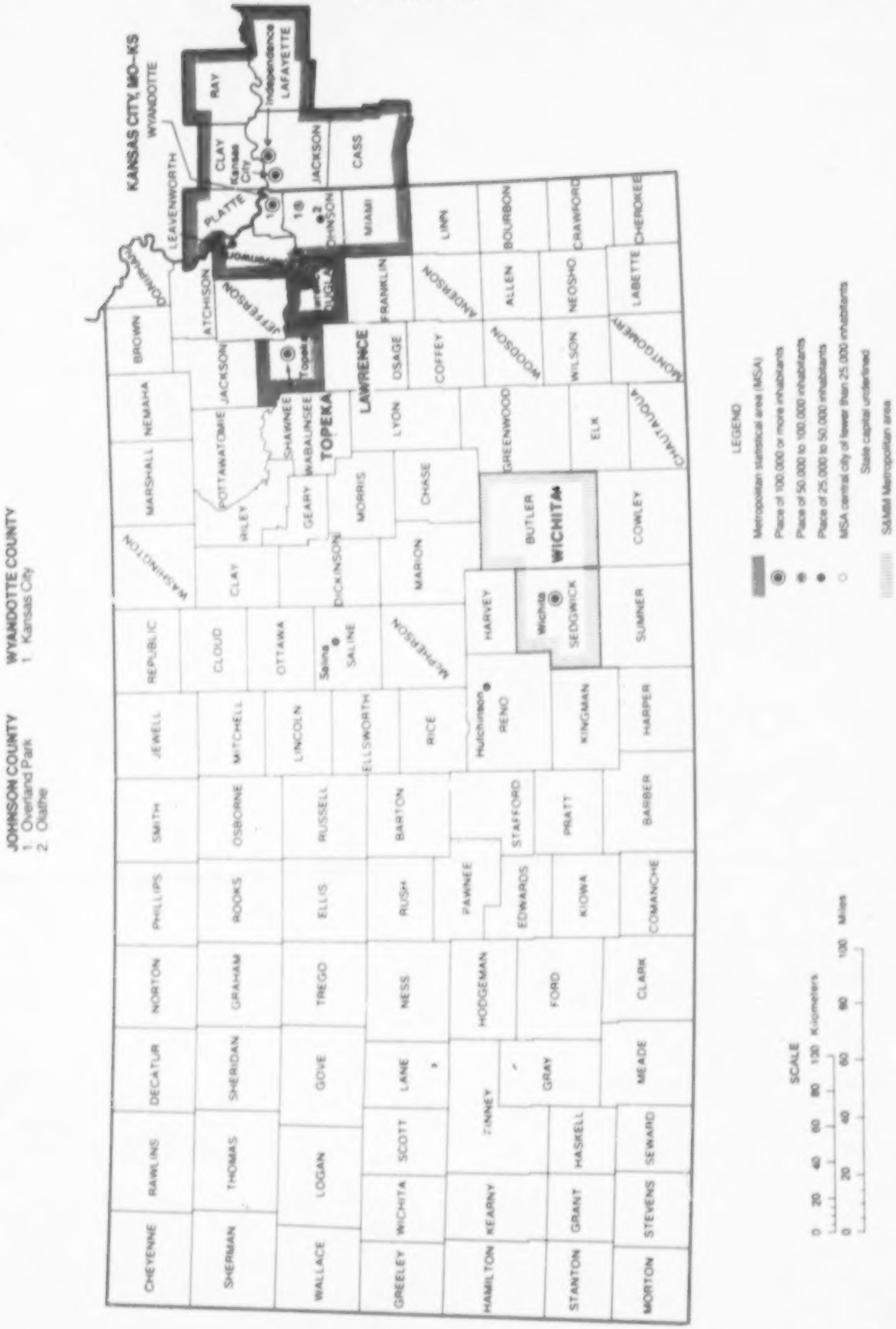
(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/90 POPULATION (Thousands) | 12/31/90 HOUSEHOLDS (Thousands) | 1990 EFFECTIVE BUYING INCOME ($000) | 1990 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| KANSAS CITY | 1,584.7 | 609.4 | 24,362,333 | 12,486,466 | .6817 |
| LAWRENCE | 82.9 | 30.6 | 1,093,302 | 488,765 | .0303 |
| TOPEKA | 162.0 | 64.2 | 2,522,817 | 1,319,053 | .0709 |
| WICHITA | 458.6 | 176.7 | 7,123,432 | 3,460,419 | .1957 |

| County | Metropolitan Area |
|---|---|
| Butler | Wichita |
| Douglas | Lawrence |
| Johnson | Kansas City |
| Leavenworth | Kansas City |
| Miami | Kansas City |
| Sedgwick | Wichita |
| Shawnee | Topeka |
| Wyandotte | Kansas City |

1991 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# KANSAS


KEY
JOHNSON COUNTY
1. Overland Park
2. Olathe
WYANDOTTE COUNTY
1. Kansas City
KANSAS CITY, MO–KS
WYANDOTTE
LEAVENWORTH
PLATTE
CLAY
Kansas City
RAY
Independence
LAFAYETTE
JACKSON
CASS
JOHNSON
MIAMI
TOPEKA
Topeka
LAWRENCE
WICHITA
Wichita
Salina
Hutchinson
CHEYENNE
RAWLINS
DECATUR
NORTON
PHILLIPS
SMITH
JEWELL
REPUBLIC
WASHINGTON
MARSHALL
NEMAHA
BROWN
DONIPHAN
ATCHISON
JEFFERSON
SHERMAN
THOMAS
SHERIDAN
GRAHAM
ROOKS
OSBORNE
MITCHELL
CLOUD
CLAY
RILEY
POTTAWATOMIE
WALLACE
LOGAN
GOVE
TREGO
ELLIS
RUSSELL
LINCOLN
OTTAWA
SALINE
DICKINSON
GEARY
WABAUNSEE
SHAWNEE
DOUGLAS
GREELEY
WICHITA
SCOTT
LANE
NESS
RUSH
BARTON
ELLSWORTH
RICE
MCPHERSON
MARION
MORRIS
CHASE
LYON
OSAGE
FRANKLIN
HAMILTON
KEARNY
FINNEY
HODGEMAN
PAWNEE
STAFFORD
RENO
HARVEY
SEDGWICK
BUTLER
GREENWOOD
COFFEY
ANDERSON
LINN
STANTON
GRANT
HASKELL
GRAY
FORD
EDWARDS
KIOWA
PRATT
KINGMAN
WOODSON
ALLEN
BOURBON
MORTON
STEVENS
SEWARD
MEADE
CLARK
COMANCHE
BARBER
HARPER
SUMNER
COWLEY
ELK
CHAUTAUQUA
WILSON
NEOSHO
MONTGOMERY
LABETTE
CRAWFORD
CHEROKEE
SCALE
0 20 40 60 80 100 Kilometers
0 20 40 60 80 100 Miles
LEGEND
Metropolitan statistical area (MSA)
Place of 100,000 or more inhabitants
Place of 50,000 to 100,000 inhabitants
Place of 25,000 to 50,000 inhabitants
MSA central city of fewer than 25,000 inhabitants
State capital underlined
S&MM Metropolitan area

1991 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# KENTUCKY

## METROPOLITAN DATA SUMMARY

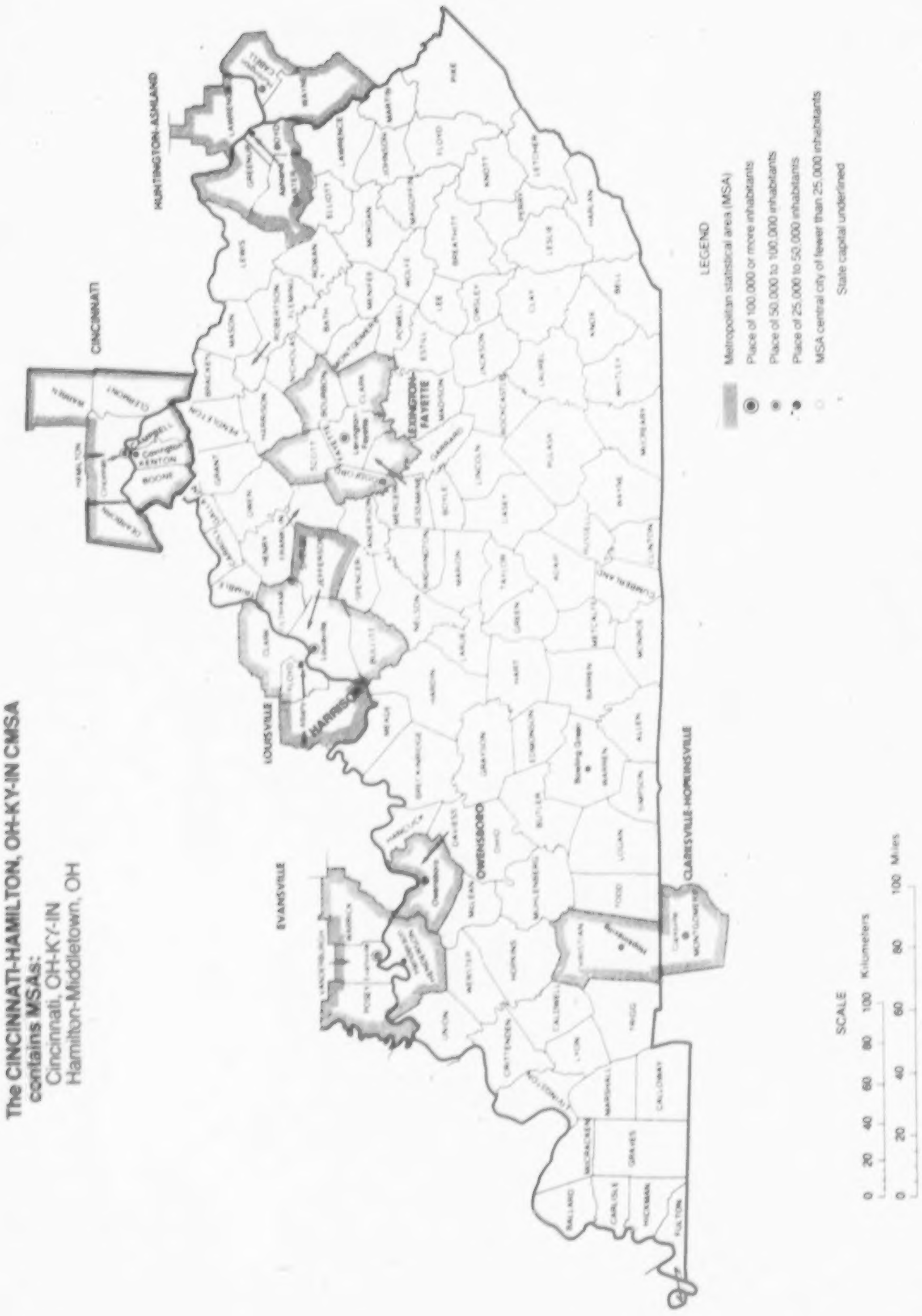
(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/90 POPULATION (Thousands) | 12/31/90 HOUSEHOLDS (Thousands) | 1990 EFFECTIVE BUYING INCOME ($000) | 1990 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| CLARKSVILLE - HOPKINSVILLE | 170.6 | 56.4 | 1,742,055 | 1,026,950 | .0556 |
| HUNTINGTON - ASHLAND | 310.7 | 119.0 | 3,266,105 | 1,901,247 | .1031 |
| LEXINGTON-FAYETTE | 351.1 | 135.1 | 4,651,608 | 3,039,615 | .1449 |
| LOUISVILLE | 953.0 | 367.8 | 12,430,176 | 7,146,704 | .3720 |
| OWENSBORO | 87.2 | 33.0 | 990,040 | 675,870 | .0322 |

| County | Metropolitan Area |
|---|---|
| Boone | Cincinnati, Ohio |
| Bourbon | Lexington-Fayette |
| Boyd | Huntington - Ashland |
| Bullitt | Louisville |
| Campbell | Cincinnati, Ohio |
| Carter | Huntington - Ashland |
| Christian | Clarksville - Hopkinsville |
| Clark | Lexington-Fayette |
| Daviess | Owensboro |
| Fayette | Lexington-Fayette |

| County | Metropolitan Area |
|---|---|
| Greenup | Huntington - Ashland |
| Henderson | Evansville, Ind. |
| Jefferson | Louisville |
| Jessamine | Lexington-Fayette |
| Kenton | Cincinnati, Ohio |
| Oldham | Louisville |
| Scott | Lexington-Fayette |
| Shelby | Louisville |
| Woodford | Lexington-Fayette |

# KENTUCKY


CINCINNATI
HUNTINGTON-ASHLAND
LEXINGTON-FAYETTE
LOUISVILLE
OWENSBORO
EVANSVILLE
CLARKSVILLE-HOPKINSVILLE
LEGEND
Metropolitan statistical area (MSA)
Place of 100,000 or more inhabitants
Place of 50,000 to 100,000 inhabitants
Place of 25,000 to 50,000 inhabitants
MSA central city of fewer than 25,000 inhabitants
State capital underlined
SCALE
0 20 40 60 80 100 Kilometers
0 20 40 60 80 100 Miles

**The CINCINNATI-HAMILTON, OH-KY-IN CMSA contains MSAs:**
Cincinnati, OH-KY-IN
Hamilton-Middletown, OH

# LOUISIANA

## METROPOLITAN DATA SUMMARY

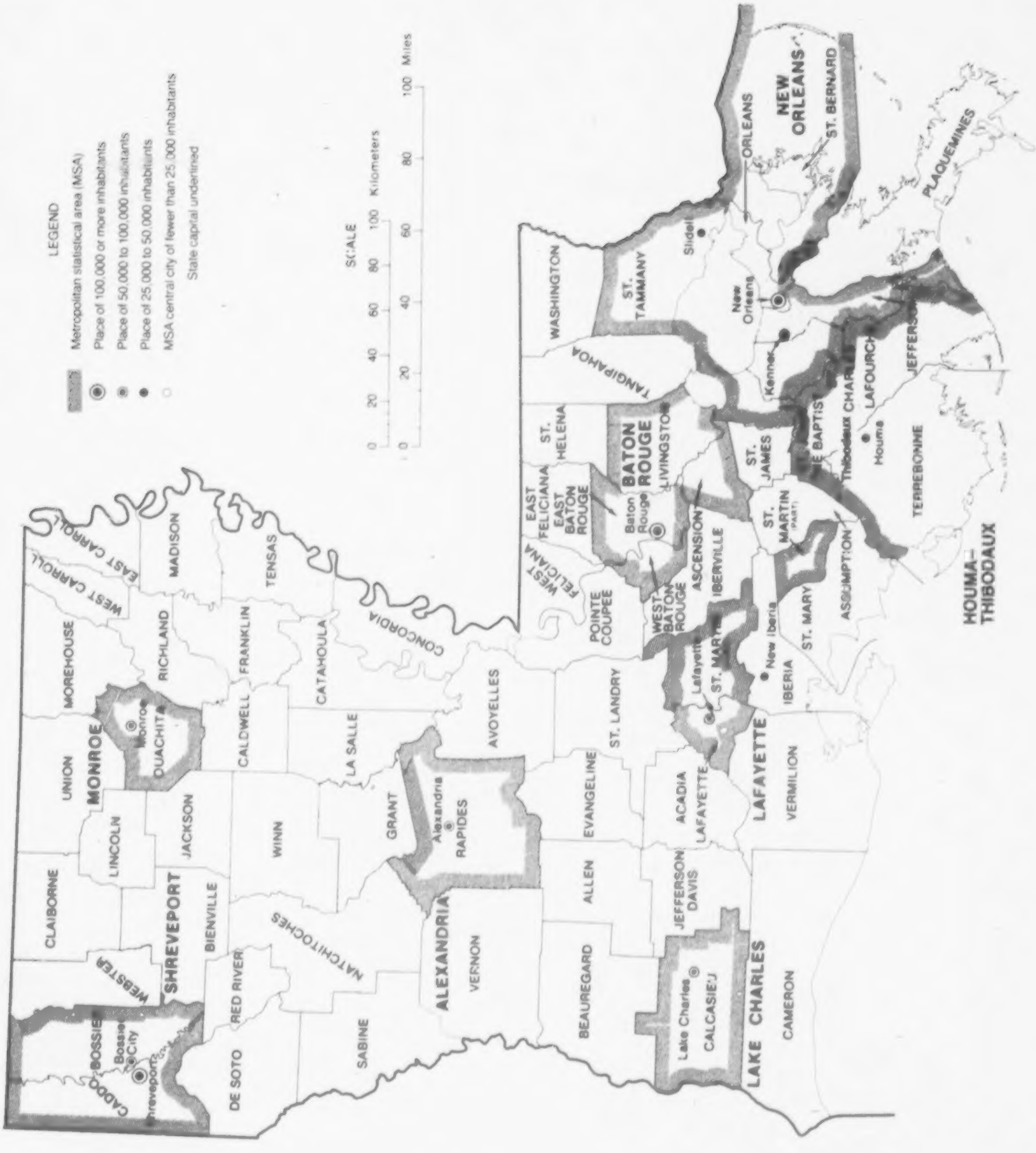
(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/90 POPULATION (Thousands) | 12/31/90 HOUSEHOLDS (Thousands) | 1990 EFFECTIVE BUYING INCOME ($000) | 1990 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| ALEXANDRIA | 131.0 | 45.7 | 1,341,216 | 1,014,850 | **.0464** |
| BATON ROUGE | 528.2 | 188.3 | 6,692,889 | 4,099,423 | **.2057** |
| HOUMA - THIBODAUX | 182.2 | 60.4 | 2,098,447 | 1,154,031 | **.0635** |
| LAFAYETTE | 208.0 | 74.8 | 2,525,718 | 1,606,519 | **.0793** |
| LAKE CHARLES | 168.1 | 60.3 | 1,977,054 | 1,189,466 | **.0615** |
| MONROE | 141.9 | 50.4 | 1,415,569 | 1,257,237 | **.0525** |
| NEW ORLEANS | 1,236.3 | 454.0 | 15,171,433 | 9,782,747 | **.4778** |
| SHREVEPORT | 333.0 | 123.5 | 3,887,800 | 2,631,084 | **.1258** |

| County | Metropolitan Area |
|---|---|
| Ascension | Baton Rouge |
| Bossier | Shreveport |
| Caddo | Shreveport |
| Calcasieu | Lake Charles |
| East Baton Rouge | Baton Rouge |
| Jefferson | New Orleans |
| Lafayette | Lafayette |
| Lafourche | Houma - Thibodaux |
| Livingston | Baton Rouge |
| Orleans | New Orleans |

| County | Metropolitan Area |
|---|---|
| Ouachita | Monroe |
| Rapides | Alexandria |
| St. Bernard | New Orleans |
| St. Charles | New Orleans |
| St. John the Baptist | New Orleans |
| St. Martin | Lafayette |
| St. Tammany | New Orleans |
| Terrebonne | Houma - Thibodaux |
| West Baton Rouge | Baton Rouge |

# LOUISIANA


LEGEND
Metropolitan statistical area (MSA)
Place of 100,000 or more inhabitants
Place of 50,000 to 100,000 inhabitants
Place of 25,000 to 50,000 inhabitants
MSA central city of fewer than 25,000 inhabitants
State capital underlined
SCALE
0 20 40 60 80 100 Kilometers
0 20 40 60 80 100 Miles
CADDO
BOSSIER
Bossier City
Shreveport
SHREVEPORT
WEBSTER
CLAIBORNE
LINCOLN
UNION
MONROE
OUACHITA
Monroe
MOREHOUSE
WEST CARROLL
EAST CARROLL
MADISON
RICHLAND
FRANKLIN
TENSAS
CALDWELL
CATAHOULA
CONCORDIA
JACKSON
BIENVILLE
DE SOTO
RED RIVER
NATCHITOCHES
WINN
LA SALLE
GRANT
Alexandria
RAPIDES
ALEXANDRIA
SABINE
VERNON
AVOYELLES
EVANGELINE
ALLEN
BEAUREGARD
ST. LANDRY
ACADIA
JEFFERSON DAVIS
Lake Charles
CALCASIEU
LAKE CHARLES
CAMERON
LAFAYETTE
Lafayette
ST. MARTIN
VERMILION
IBERIA
New Iberia
ST. MARY
ASSUMPTION
ST. MARTIN (PART)
POINTE COUPEE
WEST FELICIANA
EAST FELICIANA
EAST BATON ROUGE
Baton Rouge
BATON ROUGE
WEST BATON ROUGE
IBERVILLE
ASCENSION
LIVINGSTON
ST. HELENA
TANGIPAHOA
WASHINGTON
ST. TAMMANY
Slidell
ST. JAMES
ST. JOHN THE BAPTIST
ST. CHARLES
Thibodaux
Houma
LAFOURCHE
TERREBONNE
HOUMA-THIBODAUX
JEFFERSON
Kenner
New Orleans
ORLEANS
NEW ORLEANS
ST. BERNARD
PLAQUEMINES

# MAINE

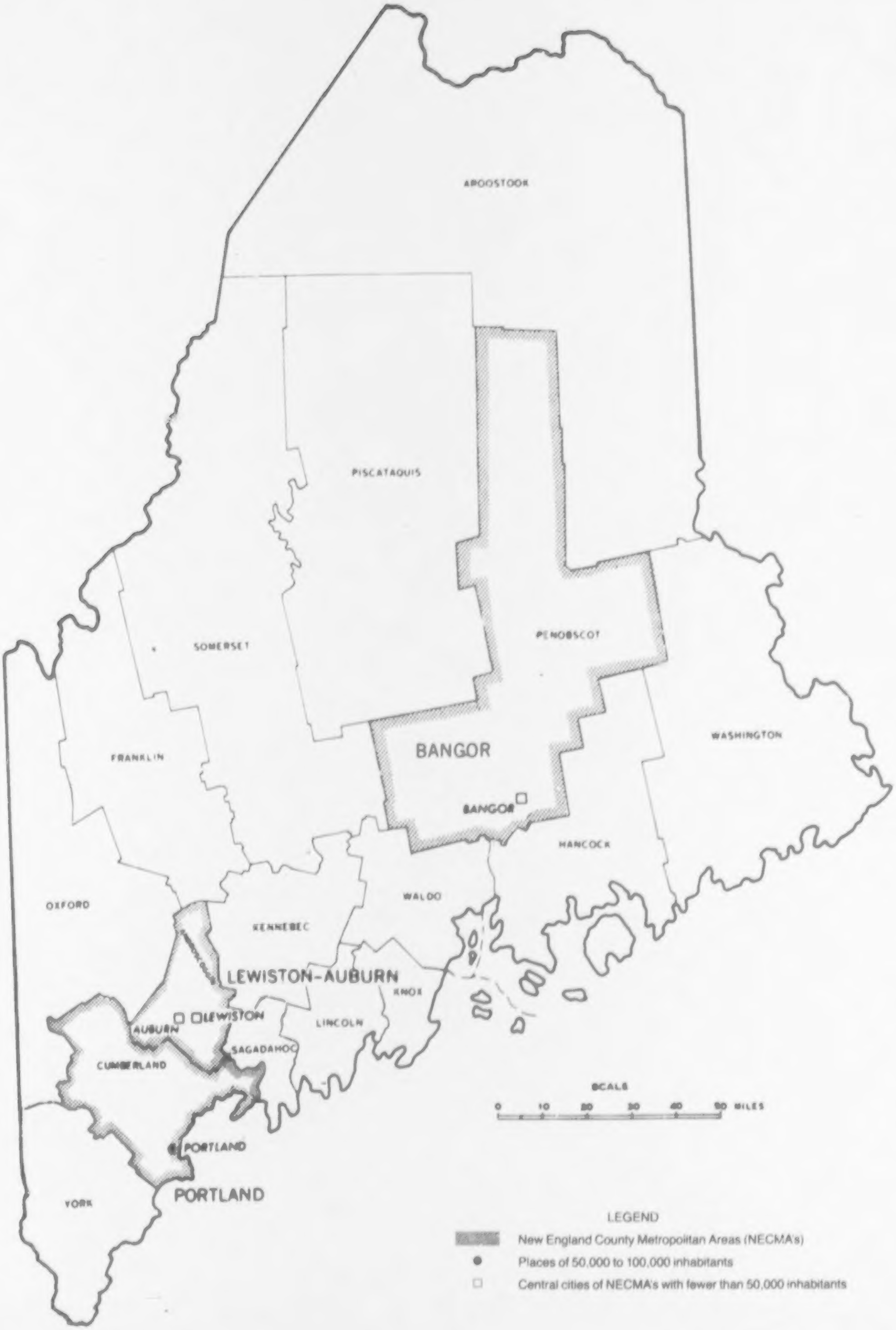
## METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/90 POPULATION (Thousands) | 12/31/90 HOUSEHOLDS (Thousands) | 1990 EFFECTIVE BUYING INCOME ($000) | 1990 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| BANGOR | 147.5 | 54.4 | 1,817,386 | 1,349,536 | .0601 |
| LEWISTON - AUBURN | 106.1 | 40.4 | 1,350,243 | 820,621 | .0415 |
| PORTLAND | 245.3 | 95.4 | 3,801,028 | 3,114,787 | .1255 |

| County | Metropolitan Area |
|---|---|
| Androscoggin | Lewiston - Auburn |
| Cumberland | Portland |
| Penobscot | Bangor |

# MAINE


AROOSTOOK
PISCATAQUIS
SOMERSET
PENOBSCOT
WASHINGTON
FRANKLIN
BANGOR
BANGOR
HANCOCK
OXFORD
WALDO
KENNEBEC
LEWISTON-AUBURN
KNOX
AUBURN
LEWISTON
LINCOLN
SAGADAHOC
CUMBERLAND
PORTLAND
PORTLAND
YORK
SCALE
0 10 20 30 40 50 MILES

LEGEND

▨ New England County Metropolitan Areas (NECMA's)

● Places of 50,000 to 100,000 inhabitants

□ Central cities of NECMA's with fewer than 50,000 inhabitants

# MARYLAND

## METROPOLITAN DATA SUMMARY

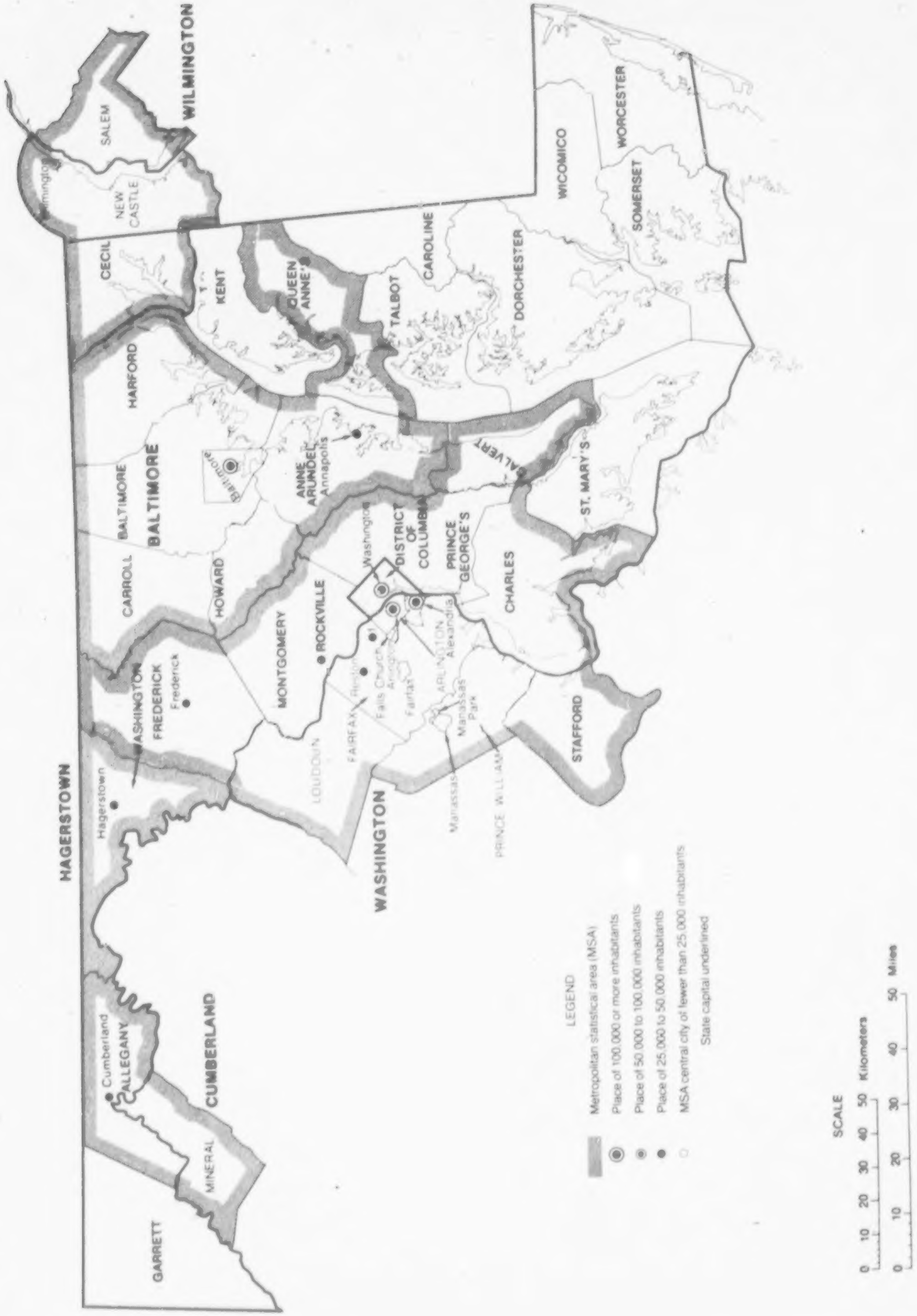
(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/90 POPULATION (Thousands) | 12/31/90 HOUSEHOLDS (Thousands) | 1990 EFFECTIVE BUYING INCOME ($000) | 1990 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| BALTIMORE | 2,404.9 | 888.6 | 36,179,630 | 17,489,333 | .9991 |
| CUMBERLAND | 101.3 | 39.5 | 1,109,161 | 646,990 | .0345 |
| HAGERSTOWN | 122.1 | 45.0 | 1,464,057 | 877,724 | .0452 |

| County | Metropolitan Area |
|---|---|
| Allagany | Cumberland |
| Anne Arundel | Baltimore |
| Baltimore | Baltimore |
| Baltimore city | Baltimore |
| Calvert | Washington, D. C. |
| Carroll | Baltimore |
| Cecil | Wilmington, Del. |
| Charles | Washington, D. C. |

| County | Metropolitan Area |
|---|---|
| Frederick | Washington, D. C. |
| Harford | Baltimore |
| Howard | Baltimore |
| Montgomery | Washington, D. C. |
| Prince George's | Washington, D. C. |
| Queen Anne's | Baltimore |
| Washington | Hagerstown |

# MARYLAND


WILMINGTON
SALEM
Wilmington
NEW CASTLE
CECIL
KENT
QUEEN ANNE'S
TALBOT
CAROLINE
DORCHESTER
WICOMICO
WORCESTER
SOMERSET
HARFORD
BALTIMORE
BALTIMORE
Baltimore
ANNE ARUNDEL
Annapolis
CALVERT
ST. MARY'S
CARROLL
HOWARD
Washington
DISTRICT OF COLUMBIA
PRINCE GEORGE'S
CHARLES
MONTGOMERY
ROCKVILLE
ARLINGTON
Alexandria
Falls Church
Arlington
Fairfax
Reston
FAIRFAX
Manassas Park
Manassas
PRINCE WILLIAM
STAFFORD
LOUDOUN
WASHINGTON
FREDERICK
Frederick
WASHINGTON
Hagerstown
HAGERSTOWN
ALLEGANY
Cumberland
CUMBERLAND
MINERAL
GARRETT
LEGEND
Metropolitan statistical area (MSA)
Place of 100,000 or more inhabitants
Place of 50,000 to 100,000 inhabitants
Place of 25,000 to 50,000 inhabitants
MSA central city of fewer than 25,000 inhabitants
State capital underlined
SCALE
0 10 20 30 40 50 Kilometers
0 10 20 30 40 50 Miles

# MASSACHUSETTS

## METROPOLITAN DATA SUMMARY

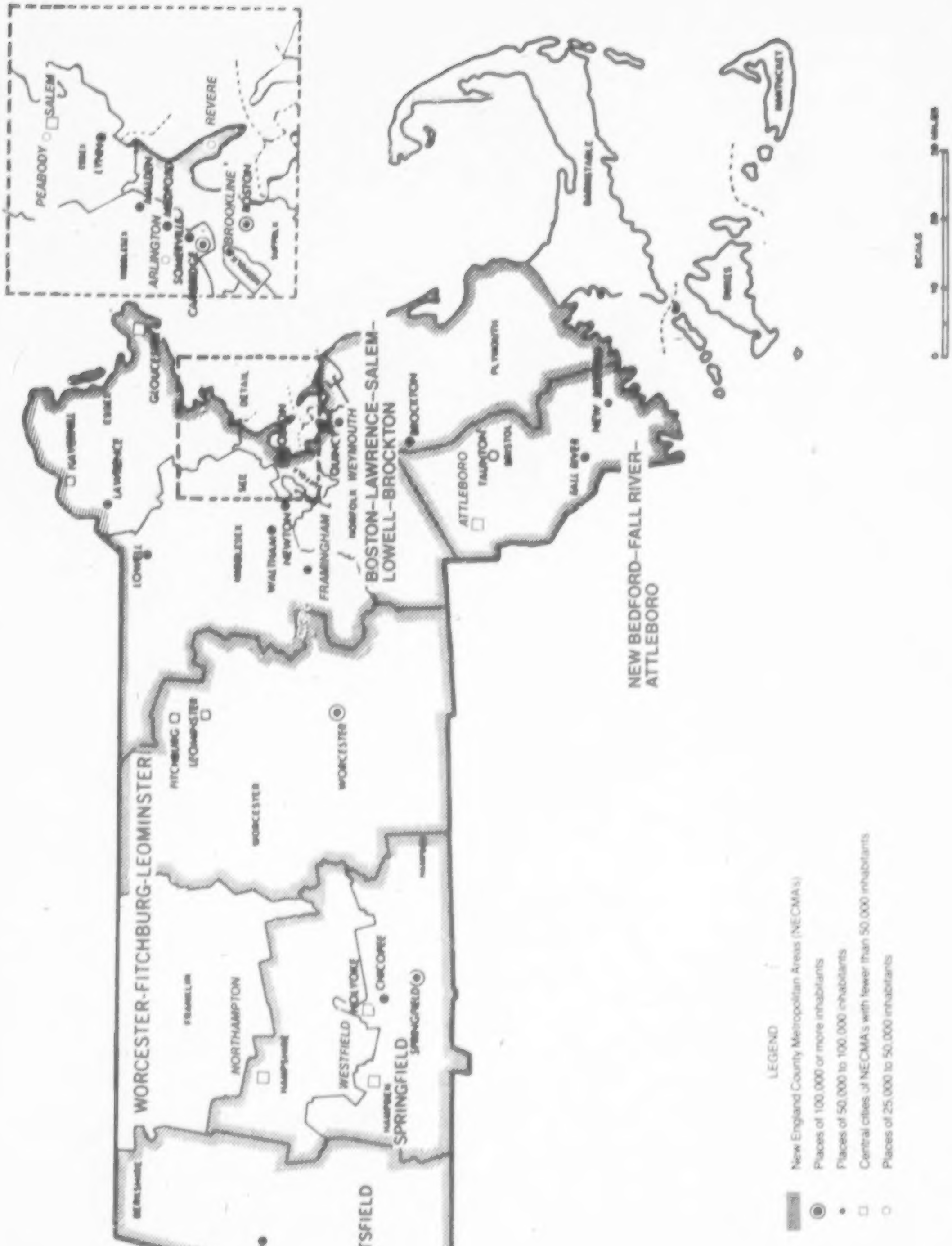
(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/90 POPULATION (Thousands) | 12/31/90 HOUSEHOLDS (Thousands) | 1990 EFFECTIVE BUYING INCOME ($000) | 1990 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| **BOSTON - LAWRENCE - SALEM - LOWELL - BROCKTON** | 3,791.4 | 1,415.0 | 68,268,400 | 32,453,768 | **1.8165** |
| **NEW BEDFORD - FALL RIVER - ATTLEBORO** | 509.1 | 188.7 | 6,777,741 | 4,105,077 | **.2057** |
| **PITTSFIELD** | 139.0 | 54.2 | 1,994,866 | 1,203,511 | **.0595** |
| **SPRINGFIELD** | 606.6 | 221.4 | 8,288,871 | 4,517,126 | **.2418** |
| **WORCESTER - FITCHBURG - LEOMINSTER** | 717.5 | 263.2 | 10,995,940 | 5,436,267 | **.3046** |

| County | Metropolitan Area |
|---|---|
| Berkshire | Pittsfield |
| Bristol | New Bedford - Fall River - Attleboro |
| Essex | Boston - Lawrence - Salem - Lowell - Brockton |
| Hampden | Springfield |
| Hampshire | Springfield |

| County | Metropolitan Area |
|---|---|
| Middlesex | Boston - Lawrence - Salem - Lowell - Brockton |
| Norfolk | Boston - Lawrence - Salem - Lowell - Brockton |
| Plymouth | Boston - Lawrence - Salem - Lowell - Brockton |
| Suffolk | Boston - Lawrence - Salem - Lowell - Brockton |
| Worcester | Worcester - Fitchburg - Leominster |

# MASSACHUSETTS


DETAIL OF BOSTON AREA
PEABODY
SALEM
LYNN
REVERE
MALDEN
MEDFORD
ARLINGTON
SOMERVILLE
CAMBRIDGE
BROOKLINE
BOSTON
GLOUCESTER
HAVERHILL
LAWRENCE
ESSEX
LOWELL
DETAIL
WALTHAM
NEWTON
FRAMINGHAM
QUINCY
WEYMOUTH
NORFOLK
BOSTON-LAWRENCE-SALEM-LOWELL-BROCKTON
BROCKTON
PLYMOUTH
BARNSTABLE
NANTUCKET
ATTLEBORO
TAUNTON
BRISTOL
FALL RIVER
NEW BEDFORD
NEW BEDFORD-FALL RIVER-ATTLEBORO
WORCESTER-FITCHBURG-LEOMINSTER
FITCHBURG
LEOMINSTER
WORCESTER
FRANKLIN
NORTHAMPTON
HAMPSHIRE
HOLYOKE
CHICOPEE
WESTFIELD
SPRINGFIELD
HAMPDEN
BERKSHIRE
PITTSFIELD
SCALE
LEGEND
▨ New England County Metropolitan Areas (NECMA's)
◉ Places of 100,000 or more inhabitants
● Places of 50,000 to 100,000 inhabitants
□ Central cities of NECMA's with fewer than 50,000 inhabitants
○ Places of 25,000 to 50,000 inhabitants

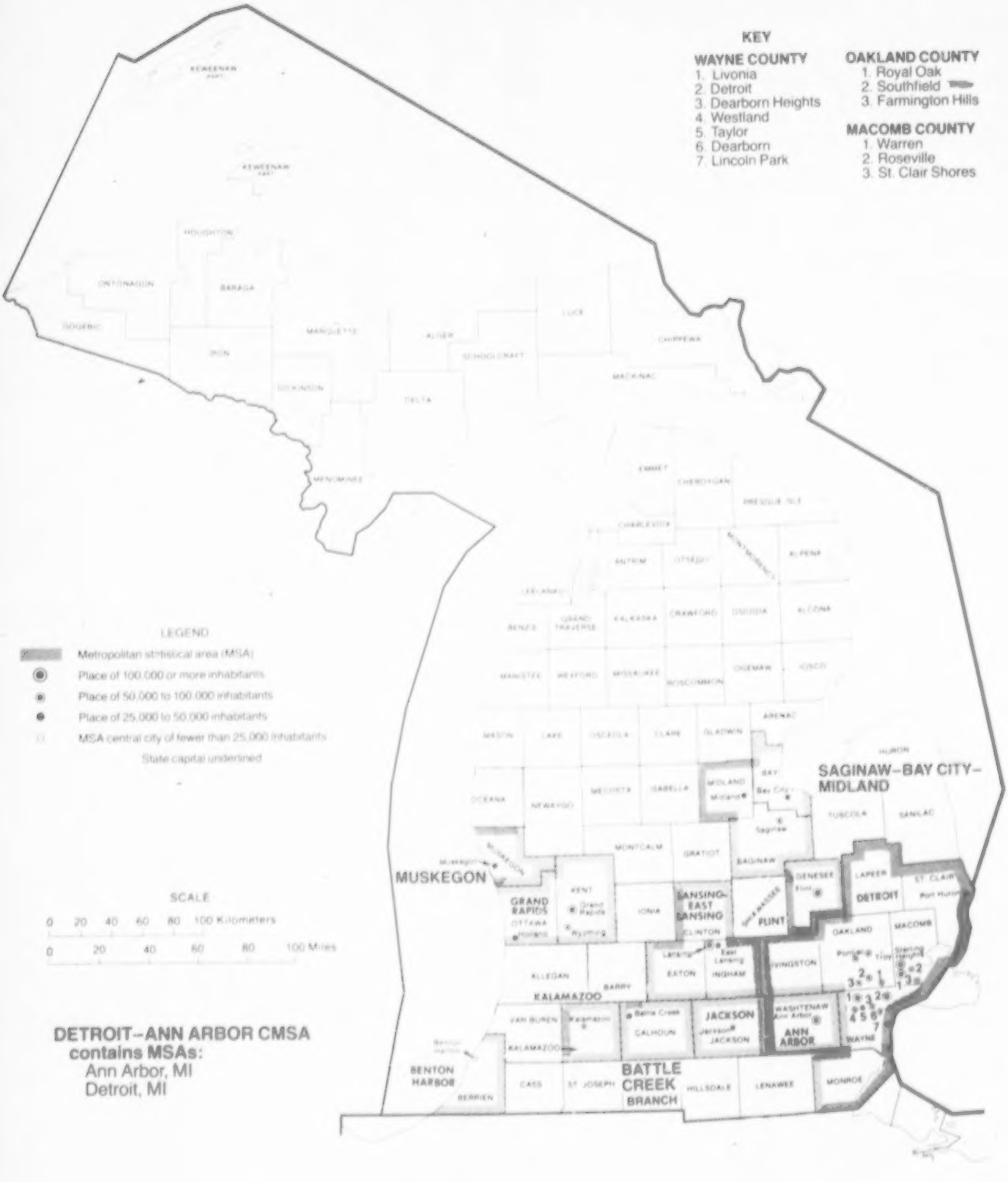
# MICHIGAN
## METROPOLITAN DATA SUMMARY
(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/90 POPULATION (Thousands) | 12/31/90 HOUSEHOLDS (Thousands) | 1990 EFFECTIVE BUYING INCOME ($000) | 1990 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| ANN ARBOR | 284.8 | 105.3 | 4,105,343 | 2,386,795 | .1209 |
| BATTLE CREEK | 136.1 | 51.9 | 1,966,858 | 1,037,626 | .0561 |
| BENTON HARBOR | 161.4 | 61.0 | 2,028,249 | 1,124,391 | .0605 |
| DETROIT | 4,387.9 | 1,621.0 | 64,078,339 | 33,349,904 | 1.8192 |
| *DETROIT - ANN ARBOR CONSOLIDATED AREA* | *4,672.7* | *1,726.3* | *68,183,682* | *35,736,699* | *1.9401* |
| FLINT | 429.1 | 160.8 | 5,171,485 | 3,478,101 | .1658 |
| GRAND RAPIDS | 696.2 | 247.3 | 9,623,756 | 5,588,808 | .2858 |
| JACKSON | 150.4 | 53.9 | 1,942,679 | 983,828 | .0560 |
| KALAMAZOO | 224.5 | 84.1 | 3,323,016 | 1,783,009 | .0950 |
| LANSING - EAST LANSING | 434.5 | 157.6 | 5,928,556 | 3,352,806 | .1751 |
| MUSKEGON | 159.6 | 58.0 | 1,917,542 | 1,000,054 | .0567 |
| SAGINAW - BAY CITY - MIDLAND | 398.5 | 147.9 | 5,075,859 | 2,945,350 | .1532 |

| County | Metropolitan Area |
|---|---|
| Bay | Saginaw - Bay City - Midland |
| Berrien | Benton Harbor |
| Calhoun | Battle Creek |
| Clinton | Lansing - East Lansing |
| Eaton | Lansing - East Lansing |
| Genesee | Flint |
| Ingham | Lansing - East Lansing |
| Jackson | Jackson |
| Kalamazoo | Kalamazoo |
| Kent | Grand Rapids |
| Lapeer | Detroit |

| County | Metropolitan Area |
|---|---|
| Livingston | Detroit |
| Macomb | Detroit |
| Midland | Saginaw - Bay City - Midland |
| Monroe | Detroit |
| Muskegon | Muskegon |
| Oakland | Detroit |
| Ottawa | Grand Rapids |
| Saginaw | Saginaw - Bay City - Midland |
| St. Clair | Detroit |
| Washtenaw | Ann Arbor |
| Wayne | Detroit |

# MICHIGAN


KEY
WAYNE COUNTY
1. Livonia
2. Detroit
3. Dearborn Heights
4. Westland
5. Taylor
6. Dearborn
7. Lincoln Park
OAKLAND COUNTY
1. Royal Oak
2. Southfield
3. Farmington Hills
MACOMB COUNTY
1. Warren
2. Roseville
3. St. Clair Shores
LEGEND
Metropolitan statistical area (MSA)
Place of 100,000 or more inhabitants
Place of 50,000 to 100,000 inhabitants
Place of 25,000 to 50,000 inhabitants
MSA central city of fewer than 25,000 inhabitants
State capital underlined
SCALE
0 20 40 60 80 100 Kilometers
0 20 40 60 80 100 Miles
DETROIT–ANN ARBOR CMSA
contains MSAs:
Ann Arbor, MI
Detroit, MI
SAGINAW–BAY CITY–MIDLAND
MUSKEGON
GRAND RAPIDS
LANSING-EAST LANSING
FLINT
DETROIT
KALAMAZOO
JACKSON
ANN ARBOR
BATTLE CREEK
BENTON HARBOR
BRANCH
KEWEENAW
HOUGHTON
ONTONAGON
BARAGA
GOGEBIC
IRON
MARQUETTE
ALGER
SCHOOLCRAFT
LUCE
CHIPPEWA
MACKINAC
DELTA
DICKINSON
MENOMINEE
EMMET
CHEBOYGAN
PRESQUE ISLE
CHARLEVOIX
ANTRIM
OTSEGO
MONTMORENCY
ALPENA
LEELANAU
BENZIE
GRAND TRAVERSE
KALKASKA
CRAWFORD
OSCODA
ALCONA
MANISTEE
WEXFORD
MISSAUKEE
ROSCOMMON
OGEMAW
IOSCO
MASON
LAKE
OSCEOLA
CLARE
GLADWIN
ARENAC
HURON
OCEANA
NEWAYGO
MECOSTA
ISABELLA
MIDLAND
Midland
BAY
Bay City
Saginaw
TUSCOLA
SANILAC
MONTCALM
GRATIOT
SAGINAW
Muskegon
MUSKEGON
KENT
Grand Rapids
Wyoming
OTTAWA
Holland
IONIA
CLINTON
SHIAWASSEE
GENESEE
Flint
LAPEER
ST. CLAIR
Port Huron
Lansing
East Lansing
EATON
INGHAM
LIVINGSTON
OAKLAND
MACOMB
Pontiac
Troy
Sterling Heights
ALLEGAN
BARRY
VAN BUREN
Kalamazoo
Battle Creek
CALHOUN
Jackson
JACKSON
WASHTENAW
Ann Arbor
WAYNE
Benton Harbor
KALAMAZOO
CASS
ST. JOSEPH
HILLSDALE
LENAWEE
MONROE
BERRIEN

# MINNESOTA

## METROPOLITAN DATA SUMMARY

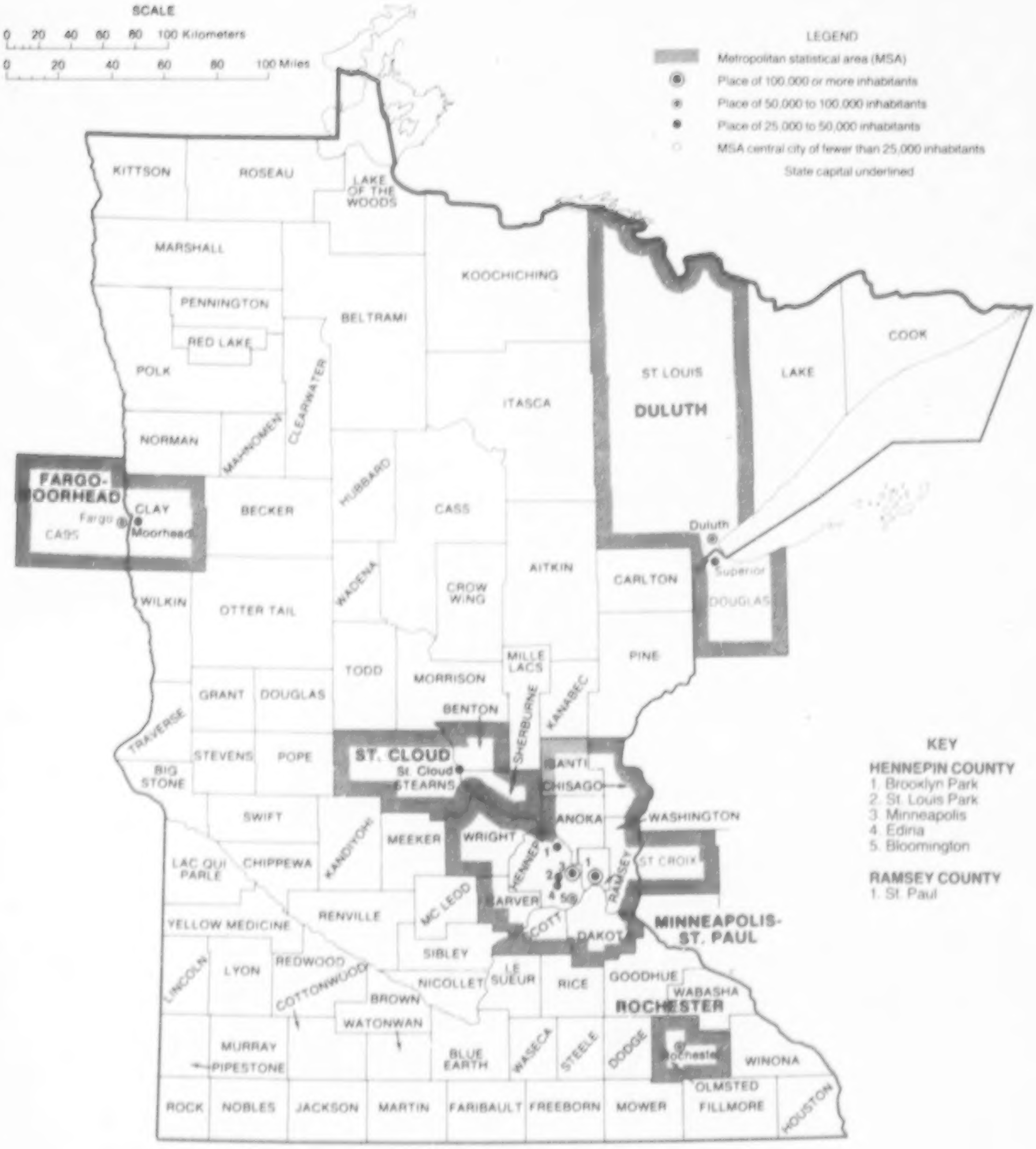
(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/90 POPULATION (Thousands) | 12/31/90 HOUSEHOLDS (Thousands) | 1990 EFFECTIVE BUYING INCOME ($000) | 1990 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| DULUTH | 238.5 | 94.7 | 3,094,630 | 1,688,841 | .0913 |
| FARGO - MOORHEAD | 154.4 | 58.2 | 1,961,645 | 1,296,415 | .0618 |
| MINNEAPOLIS - ST. PAUL | 2,501.4 | 949.5 | 40,156,297 | 20,446,928 | 1.1126 |
| ROCHESTER | 107.6 | 40.5 | 1,676,368 | 1,009,846 | .0492 |
| ST. CLOUD | 193.1 | 65.1 | 2,113,953 | 2,385,247 | .0852 |

| County | Metropolitan Area |
|---|---|
| Anoka | Minneapolis - St. Paul |
| Benton | St. Cloud |
| Carver | Minneapolis - St. Paul |
| Chisago | Minneapolis - St. Paul |
| Clay | Fargo - Moorhead |
| Dakota | Minneapolis - St. Paul |
| Hennepin | Minneapolis - St. Paul |
| Isanti | Minneapolis - St. Paul |

| County | Metropolitan Area |
|---|---|
| Olmsted | Rochester |
| Ramsey | Minneapolis - St. Paul |
| St. Louis | Duluth |
| Scott | Minneapolis - St. Paul |
| Sherburne | St. Cloud |
| Stearns | St. Cloud |
| Washington | Minneapolis - St. Paul |
| Wright | Minneapolis - St. Paul |

# MINNESOTA


SCALE
0 20 40 60 80 100 Kilometers
0 20 40 60 80 100 Miles
LEGEND
Metropolitan statistical area (MSA)
Place of 100,000 or more inhabitants
Place of 50,000 to 100,000 inhabitants
Place of 25,000 to 50,000 inhabitants
MSA central city of fewer than 25,000 inhabitants
State capital underlined
KITTSON
ROSEAU
LAKE OF THE WOODS
MARSHALL
KOOCHICHING
PENNINGTON
RED LAKE
BELTRAMI
POLK
CLEARWATER
ITASCA
ST LOUIS
DULUTH
LAKE
COOK
NORMAN
MAHNOMEN
FARGO-MOORHEAD
CLAY
Fargo
Moorhead
CASS
BECKER
HUBBARD
CASS
Duluth
Superior
DOUGLAS
AITKIN
CARLTON
WADENA
CROW WING
WILKIN
OTTER TAIL
PINE
TODD
MORRISON
MILLE LACS
GRANT
DOUGLAS
KANABEC
BENTON
TRAVERSE
SHERBURNE
ISANTI
STEVENS
POPE
ST. CLOUD
St. Cloud
STEARNS
BIG STONE
CHISAGO
SWIFT
ANOKA
WASHINGTON
MEEKER
WRIGHT
KANDIYOHI
HENNEPIN
ST CROIX
LAC QUI PARLE
CHIPPEWA
RAMSEY
1
2
3
4
5
CARVER
MC LEOD
RENVILLE
SCOTT
DAKOTA
MINNEAPOLIS-ST. PAUL
YELLOW MEDICINE
SIBLEY
LINCOLN
LYON
REDWOOD
LE SUEUR
GOODHUE
NICOLLET
RICE
WABASHA
COTTONWOOD
BROWN
ROCHESTER
WATONWAN
MURRAY
PIPESTONE
BLUE EARTH
WASECA
STEELE
DODGE
Rochester
WINONA
OLMSTED
ROCK
NOBLES
JACKSON
MARTIN
FARIBAULT
FREEBORN
MOWER
FILLMORE
HOUSTON
KEY
HENNEPIN COUNTY
1. Brooklyn Park
2. St. Louis Park
3. Minneapolis
4. Edina
5. Bloomington
RAMSEY COUNTY
1. St. Paul

# MISSISSIPPI

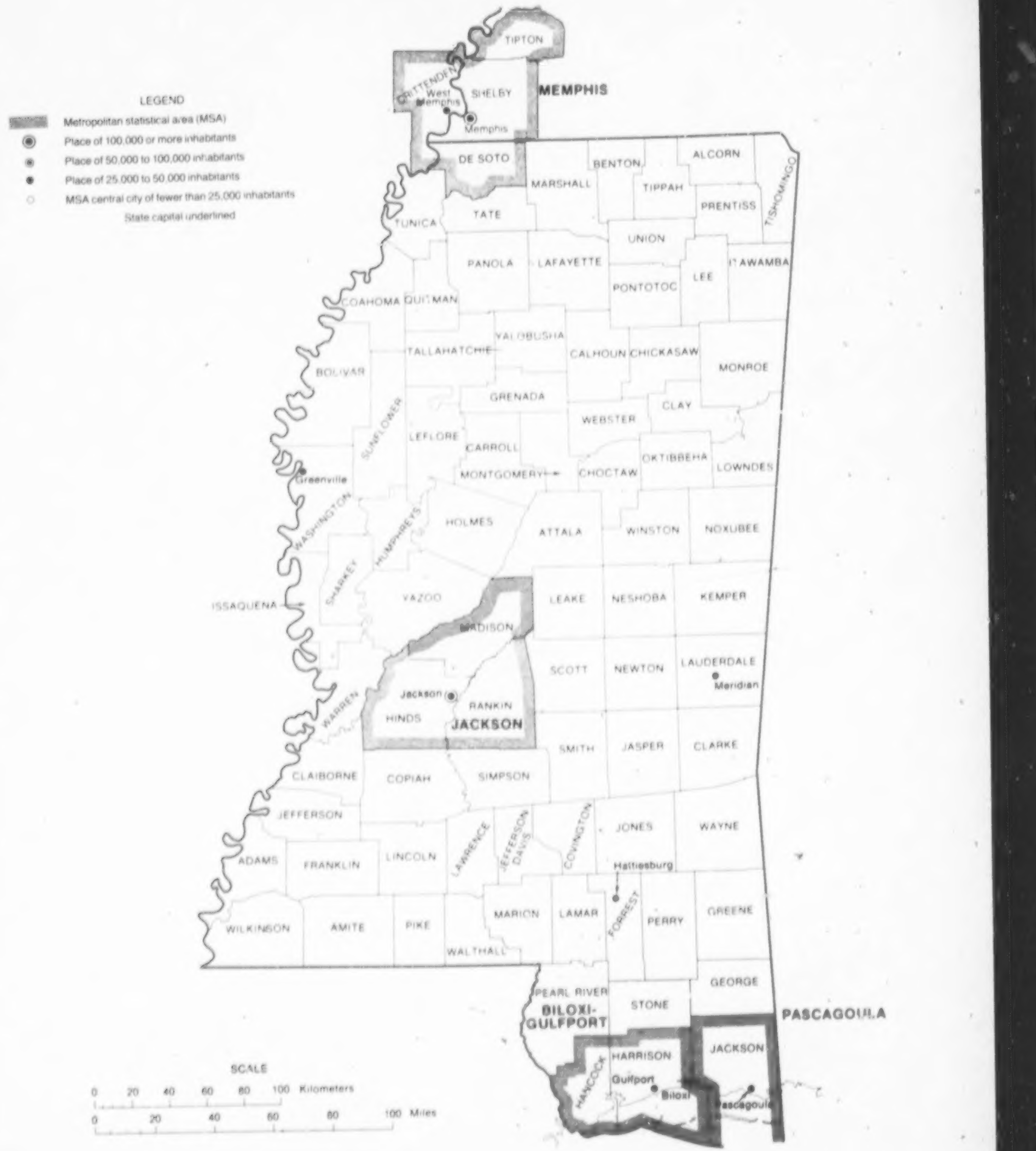
## METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/90 POPULATION (Thousands) | 12/31/90 HOUSEHOLDS (Thousands) | 1990 EFFECTIVE BUYING INCOME ($000) | 1990 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| BILOXI - GULFPORT | 197.5 | 71.5 | 2,271,117 | 1,200,606 | .0681 |
| JACKSON | 397.4 | 140.9 | 4,824,350 | 2,898,573 | .1488 |
| PASCAGOULA | 115.1 | 40.4 | 1,291,408 | 565,295 | .0370 |

| County | Metropolitan Area |
|---|---|
| De Soto | Memphis, Tenn. |
| Hancock | Biloxi - Gulfport |
| Harrison | Biloxi - Gulfport |
| Hinds | Jackson |
| Jackson | Pascagoula |
| Madison | Jackson |
| Rankin | Jackson |

# MISSISSIPPI


LEGEND
Metropolitan statistical area (MSA)
Place of 100,000 or more inhabitants
Place of 50,000 to 100,000 inhabitants
Place of 25,000 to 50,000 inhabitants
MSA central city of fewer than 25,000 inhabitants
State capital underlined
TIPTON
CRITTENDEN
West Memphis
SHELBY
MEMPHIS
Memphis
DE SOTO
MARSHALL
BENTON
TIPPAH
ALCORN
TISHOMINGO
PRENTISS
TUNICA
TATE
UNION
PANOLA
LAFAYETTE
PONTOTOC
LEE
ITAWAMBA
COAHOMA
QUITMAN
TALLAHATCHIE
YALOBUSHA
CALHOUN
CHICKASAW
MONROE
BOLIVAR
GRENADA
SUNFLOWER
LEFLORE
CARROLL
WEBSTER
CLAY
OKTIBBEHA
LOWNDES
Greenville
MONTGOMERY
CHOCTAW
WASHINGTON
HUMPHREYS
HOLMES
ATTALA
WINSTON
NOXUBEE
SHARKEY
ISSAQUENA
YAZOO
MADISON
LEAKE
NESHOBA
KEMPER
SCOTT
NEWTON
LAUDERDALE
Meridian
WARREN
Jackson
HINDS
RANKIN
JACKSON
SMITH
JASPER
CLARKE
CLAIBORNE
COPIAH
SIMPSON
JEFFERSON
LAWRENCE
JEFFERSON DAVIS
COVINGTON
JONES
WAYNE
ADAMS
FRANKLIN
LINCOLN
Hattiesburg
WILKINSON
AMITE
PIKE
WALTHALL
MARION
LAMAR
FORREST
PERRY
GREENE
GEORGE
PEARL RIVER
STONE
BILOXI-GULFPORT
PASCAGOULA
HANCOCK
HARRISON
JACKSON
Gulfport
Biloxi
Pascagoula
SCALE
0 20 40 60 80 100 Kilometers
0 20 40 60 80 100 Miles

# MISSOURI

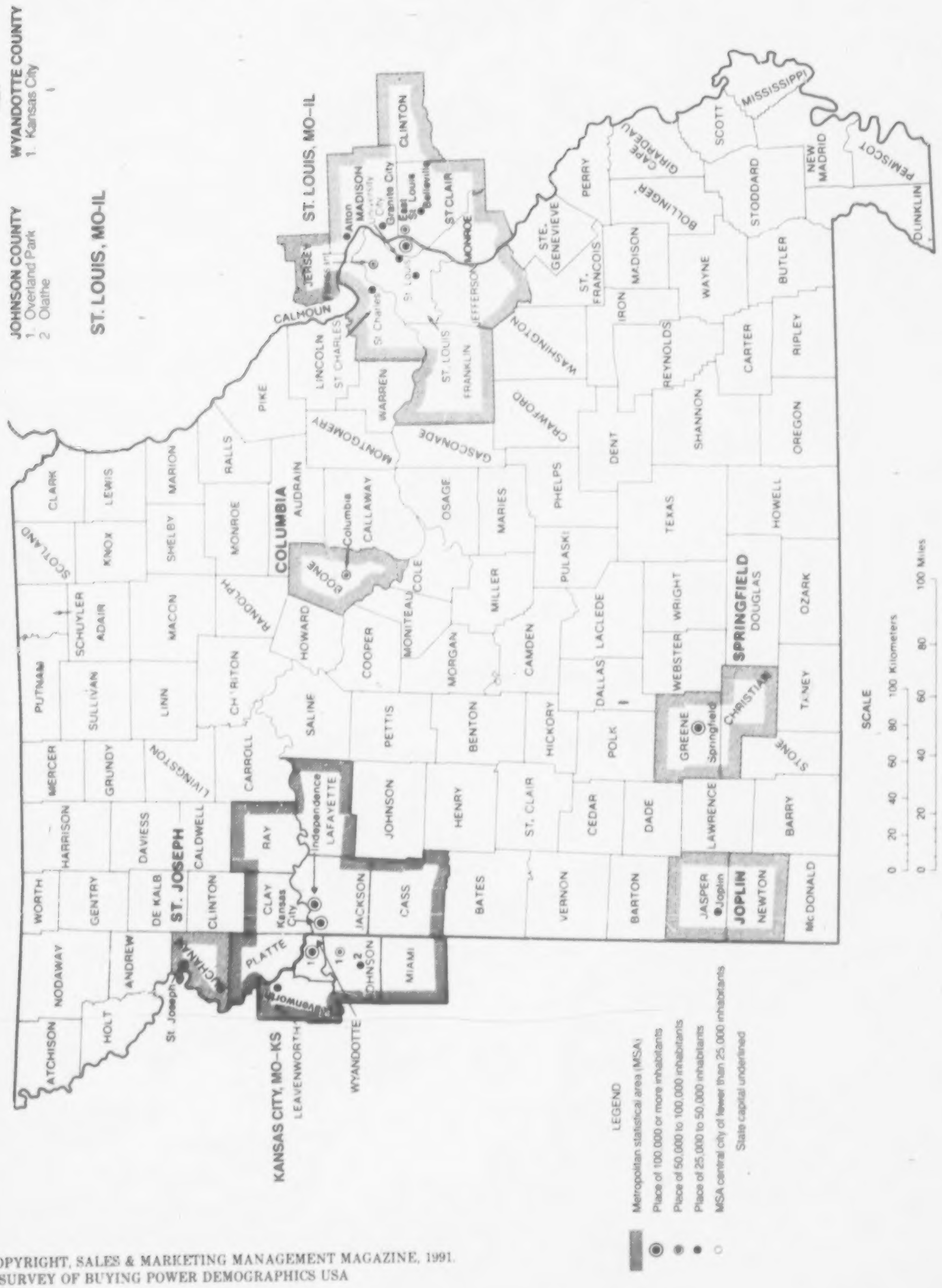
## METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/90 POPULATION (Thousands) | 12/31/90 HOUSEHOLDS (Thousands) | 1990 EFFECTIVE BUYING INCOME ($000) | 1990 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| COLUMBIA | 113.1 | 42.2 | 1,571,606 | 890,388 | .0463 |
| JOPLIN | 135.6 | 53.3 | 1,475,270 | 1,024,703 | .0489 |
| KANSAS CITY | 1,584.7 | 609.4 | 24,362,333 | 12,486,466 | .6817 |
| ST. JOSEPH | 82.8 | 32.4 | 1,038,366 | 619,772 | .0317 |
| ST. LOUIS | 2,456.9 | 929.0 | 36,858,818 | 18,177,891 | 1.0241 |
| SPRINGFIELD | 243.3 | 94.5 | 2,967,365 | 2,090,582 | .0966 |

| County | Metropolitan Area | County | Metropolitan Area |
|---|---|---|---|
| Boone | Columbia | Jefferson | St. Louis |
| Buchanan | St. Joseph | Lafayette | Kansas City |
| Cass | Kansas City | Newton | Joplin |
| Christian | Springfield | Platte | Kansas City |
| Clay | Kansas City | Ray | Kansas City |
| Franklin | St. Louis | St. Charles | St. Louis |
| Greene | Springfield | St. Louis | St. Louis |
| Jackson | Kansas City | St. Louis city | St. Louis |
| Jasper | Joplin | | |

# MISSOURI


KEY
JOHNSON COUNTY
1. Overland Park
2. Olathe
WYANDOTTE COUNTY
1. Kansas City
ST. LOUIS, MO-IL
ST. LOUIS, MO-IL
KANSAS CITY, MO-KS
ST. JOSEPH
COLUMBIA
SPRINGFIELD
JOPLIN
LEGEND
Metropolitan statistical area (MSA)
Place of 100,000 or more inhabitants
Place of 50,000 to 100,000 inhabitants
Place of 25,000 to 50,000 inhabitants
MSA central city of fewer than 25,000 inhabitants
State capital underlined
SCALE
0 20 40 60 80 100 Kilometers
0 20 40 60 80 100 Miles
ATCHISON
NODAWAY
HOLT
ANDREW
BUCHANAN
St. Joseph
WORTH
GENTRY
DE KALB
CLINTON
HARRISON
DAVIESS
CALDWELL
MERCER
GRUNDY
LIVINGSTON
PUTNAM
SULLIVAN
LINN
CHARITON
SCHUYLER
ADAIR
MACON
RANDOLPH
SCOTLAND
KNOX
SHELBY
MONROE
CLARK
LEWIS
MARION
RALLS
PIKE
AUDRAIN
LINCOLN
ST CHARLES
St Charles
WARREN
MONTGOMERY
CALLAWAY
Columbia
BOONE
HOWARD
COOPER
MONITEAU
COLE
OSAGE
GASCONADE
FRANKLIN
ST. LOUIS
St Louis
JEFFERSON
CALHOUN
JERSEY
MADISON
Alton
University City
Granite City
East St Louis
Belleville
ST CLAIR
MONROE
CLINTON
LEAVENWORTH
WYANDOTTE
PLATTE
CLAY
Kansas City
RAY
Independence
LAFAYETTE
JACKSON
CASS
JOHNSON
MIAMI
CARROLL
SALINE
PETTIS
JOHNSON
HENRY
BATES
BENTON
MORGAN
MILLER
MARIES
PHELPS
CRAWFORD
WASHINGTON
ST. CLAIR
HICKORY
CAMDEN
PULASKI
VERNON
CEDAR
POLK
DALLAS
LACLEDE
BARTON
DADE
GREENE
Springfield
WEBSTER
WRIGHT
TEXAS
DENT
JASPER
Joplin
LAWRENCE
CHRISTIAN
DOUGLAS
NEWTON
BARRY
STONE
TANEY
OZARK
HOWELL
McDONALD
SHANNON
OREGON
REYNOLDS
IRON
ST. FRANCOIS
STE. GENEVIEVE
PERRY
MADISON
WAYNE
CARTER
RIPLEY
BUTLER
BOLLINGER
CAPE GIRARDEAU
STODDARD
SCOTT
MISSISSIPPI
NEW MADRID
PEMISCOT
DUNKLIN

1991 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# MONTANA

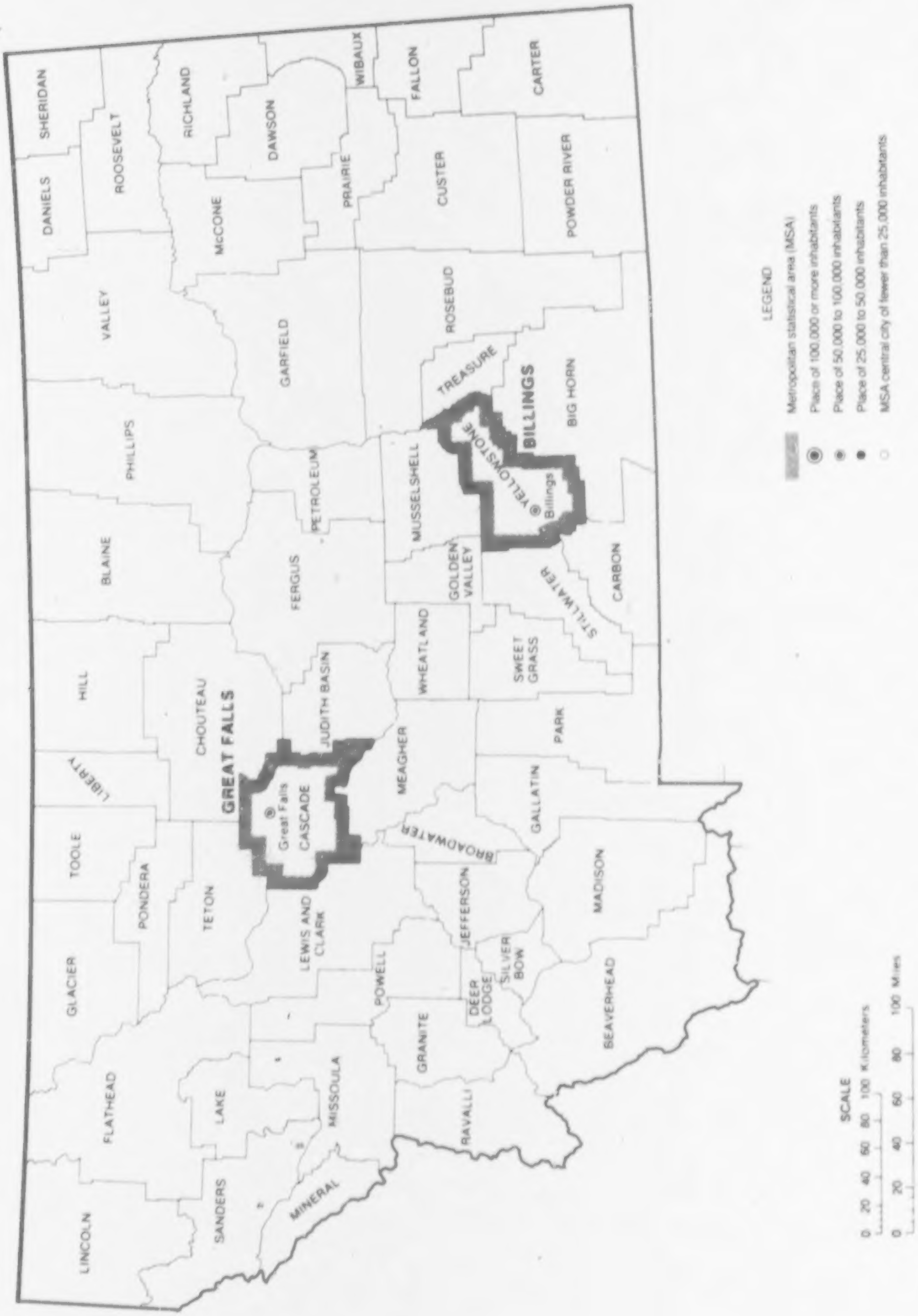
## METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/90 POPULATION (Thousands) | 12/31/90 HOUSEHOLDS (Thousands) | 1990 EFFECTIVE BUYING INCOME ($000) | 1990 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| BILLINGS | 113.0 | 44.5 | 1,401,058 | 1,071,678 | **.0469** |
| GREAT FALLS | 77.5 | 30.1 | 938,255 | 614,445 | **.0298** |

| County | Metropolitan Area |
|---|---|
| Cascade | Great Falls |
| Yellowstone | Billings |

# MONTANA


SHERIDAN
DANIELS
ROOSEVELT
RICHLAND
DAWSON
WIBAUX
FALLON
CARTER
PRAIRIE
McCONE
CUSTER
POWDER RIVER
VALLEY
GARFIELD
ROSEBUD
TREASURE
BILLINGS
BIG HORN
PHILLIPS
PETROLEUM
MUSSELSHELL
YELLOWSTONE
Billings
BLAINE
FERGUS
GOLDEN VALLEY
STILLWATER
CARBON
HILL
CHOUTEAU
GREAT FALLS
JUDITH BASIN
WHEATLAND
SWEET GRASS
PARK
LIBERTY
Great Falls
CASCADE
MEAGHER
GALLATIN
BROADWATER
TOOLE
PONDERA
TETON
LEWIS AND CLARK
JEFFERSON
MADISON
GLACIER
POWELL
SILVER BOW
DEER LODGE
BEAVERHEAD
FLATHEAD
LAKE
MISSOULA
GRANITE
RAVALLI
LINCOLN
SANDERS
MINERAL
LEGEND
Metropolitan statistical area (MSA)
Place of 100,000 or more inhabitants
Place of 50,000 to 100,000 inhabitants
Place of 25,000 to 50,000 inhabitants
MSA central city of fewer than 25,000 inhabitants
SCALE
0 20 40 60 80 100 Kilometers
0 20 40 60 80 100 Miles

# NEBRASKA

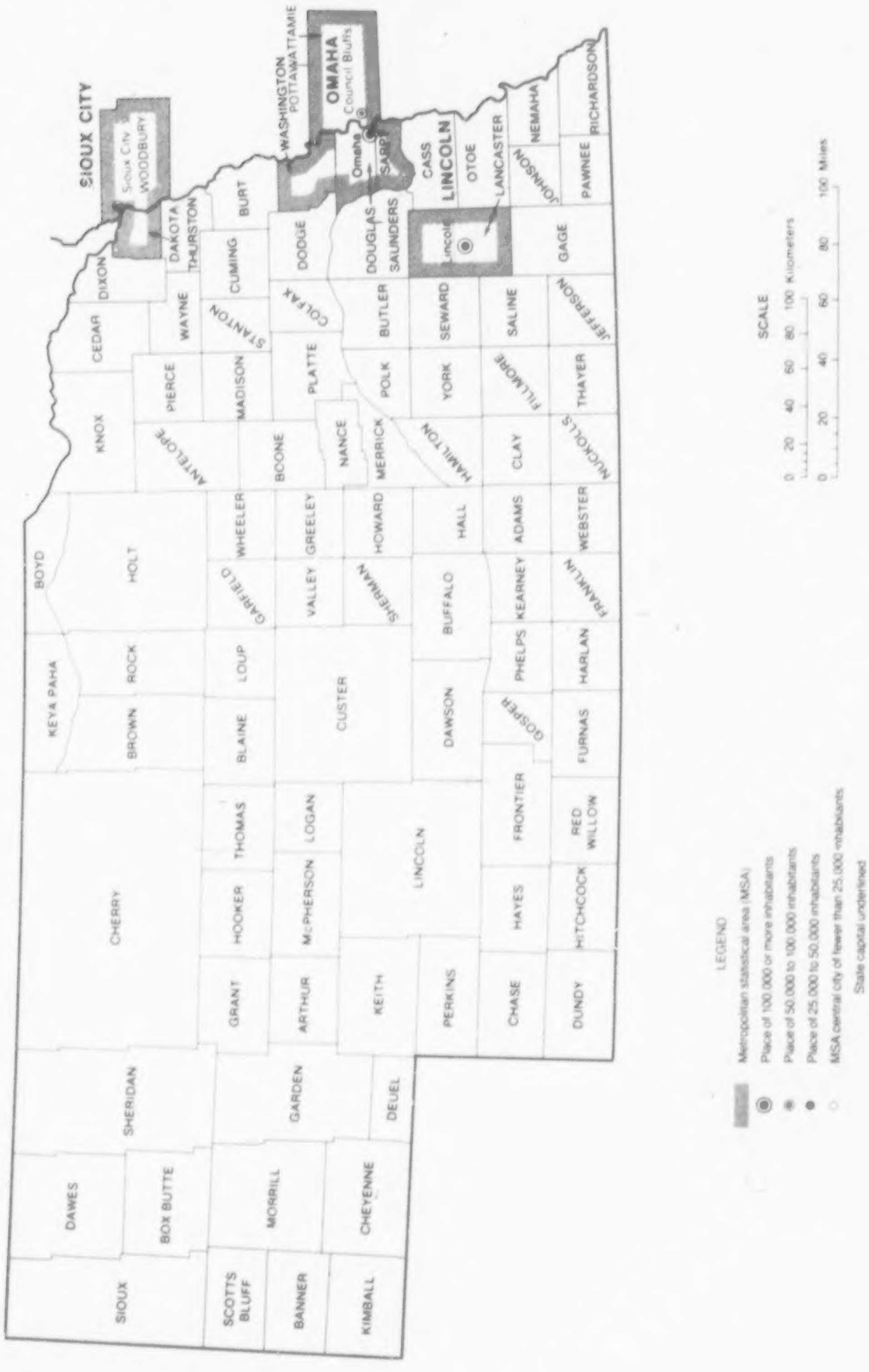
## METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/90 POPULATION (Thousands) | 12/31/90 HOUSEHOLDS (Thousands) | 1990 EFFECTIVE BUYING INCOME ($000) | 1990 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| LINCOLN | 215.4 | 83.5 | 3,324,037 | 1,529,342 | **.0900** |
| OMAHA | 621.3 | 233.6 | 9,527,248 | 4,700,401 | **.2635** |

| County | Metropolitan Area |
|---|---|
| Dakota | Sioux City, Iowa |
| Douglas | Omaha |
| Lancaster | Lincoln |
| Sarpy | Omaha |
| Washington | Omaha |

# NEBRASKA


SIOUX CITY
Sioux City
WOODBURY
OMAHA
Council Bluffs
POTTAWATTAMIE
WASHINGTON
Omaha
SARPY
DOUGLAS
SAUNDERS
CASS
LINCOLN
Lincoln
LANCASTER
OTOE
NEMAHA
RICHARDSON
JOHNSON
PAWNEE
GAGE
DAKOTA
THURSTON
BURT
DIXON
CUMING
DODGE
CEDAR
WAYNE
STANTON
COLFAX
BUTLER
SEWARD
SALINE
JEFFERSON
KNOX
PIERCE
MADISON
PLATTE
POLK
YORK
FILLMORE
THAYER
ANTELOPE
BOONE
NANCE
MERRICK
HAMILTON
CLAY
NUCKOLLS
BOYD
HOLT
WHEELER
GREELEY
HOWARD
HALL
ADAMS
WEBSTER
GARFIELD
VALLEY
SHERMAN
BUFFALO
KEARNEY
FRANKLIN
KEYA PAHA
ROCK
BROWN
LOUP
BLAINE
CUSTER
PHELPS
HARLAN
DAWSON
GOSPER
FURNAS
CHERRY
THOMAS
HOOKER
LOGAN
McPHERSON
LINCOLN
FRONTIER
RED WILLOW
HAYES
HITCHCOCK
GRANT
ARTHUR
KEITH
PERKINS
CHASE
DUNDY
SHERIDAN
GARDEN
DEUEL
DAWES
BOX BUTTE
MORRILL
CHEYENNE
SIOUX
SCOTTS BLUFF
BANNER
KIMBALL
LEGEND
Metropolitan statistical area (MSA)
Place of 100,000 or more inhabitants
Place of 50,000 to 100,000 inhabitants
Place of 25,000 to 50,000 inhabitants
MSA central city of fewer than 25,000 inhabitants
State capital underlined
SCALE
0 20 40 60 80 100 Kilometers
0 20 40 60 80 100 Miles

# NEVADA

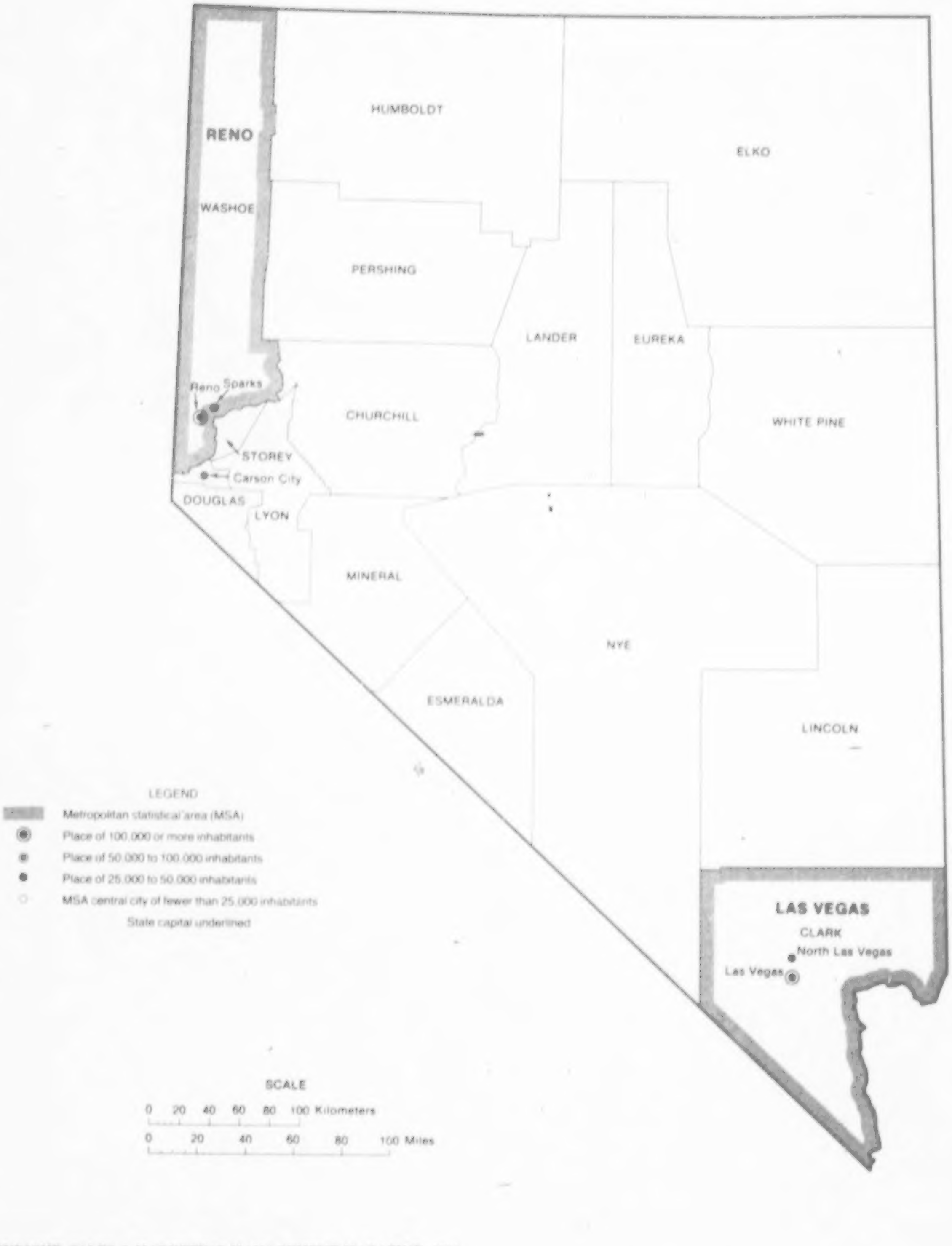
## METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/90 POPULATION (Thousands) | 12/31/90 HOUSEHOLDS (Thousands) | 1990 EFFECTIVE BUYING INCOME ($000) | 1990 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| LAS VEGAS | 773.4 | 299.6 | 10,408,999 | 5,806,823 | .3068 |
| RENO | 260.0 | 104.5 | 3,941,398 | 2,548,478 | .1193 |

| County | Metropolitan Area |
|---|---|
| Clark | Las Vegas |
| Washoe | Reno |

# NEVADA


RENO
WASHOE
HUMBOLDT
ELKO
PERSHING
LANDER
EUREKA
Reno
Sparks
CHURCHILL
WHITE PINE
STOREY
Carson City
DOUGLAS
LYON
MINERAL
NYE
ESMERALDA
LINCOLN
LAS VEGAS
CLARK
North Las Vegas
Las Vegas
LEGEND
Metropolitan statistical area (MSA)
Place of 100,000 or more inhabitants
Place of 50,000 to 100,000 inhabitants
Place of 25,000 to 50,000 inhabitants
MSA central city of fewer than 25,000 inhabitants
State capital underlined
SCALE
0 20 40 60 80 100 Kilometers
0 20 40 60 80 100 Miles

# NEW HAMPSHIRE

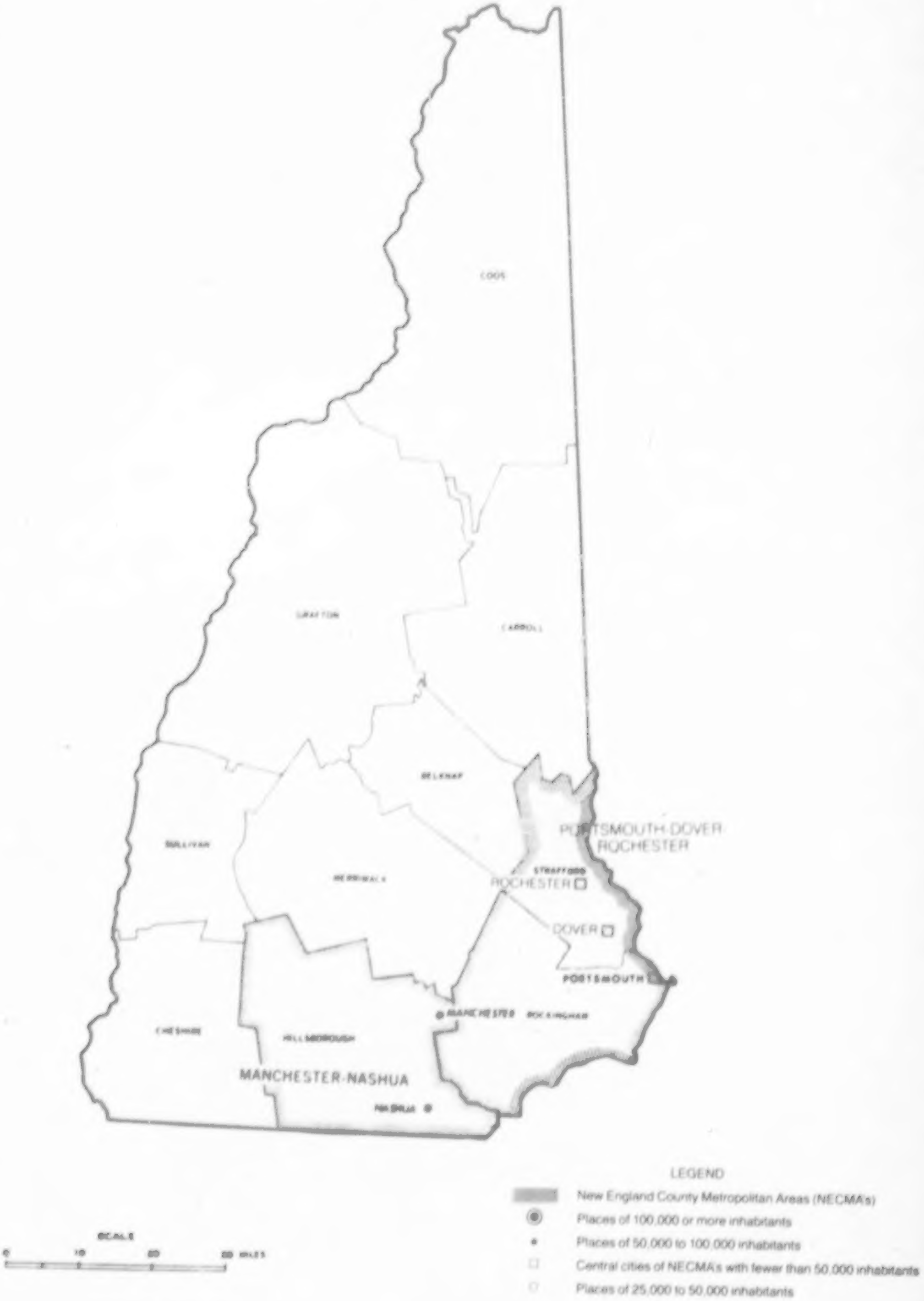
## METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/90 POPULATION (Thousands) | 12/31/90 HOUSEHOLDS (Thousands) | 1990 EFFECTIVE BUYING INCOME ($000) | 1990 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| MANCHESTER - NASHUA | 341.3 | 126.6 | 6,164,749 | 3,608,388 | .1752 |
| PORTSMOUTH - DOVER - ROCHESTER | 356.6 | 129.3 | 5,776,136 | 3,753,796 | .1734 |

| County | Metropolitan Area |
|---|---|
| Hillsborough | Manchester - Nashua |
| Rockingham | Portsmouth - Dover - Rochester |
| Strafford | Portsmouth - Dover - Rochester |

# NEW HAMPSHIRE


COOS
GRAFTON
CARROLL
BELKNAP
SULLIVAN
MERRIMACK
STRAFFORD
PORTSMOUTH-DOVER-ROCHESTER
ROCHESTER
DOVER
PORTSMOUTH
MANCHESTER
ROCKINGHAM
CHESHIRE
HILLSBOROUGH
MANCHESTER-NASHUA
NASHUA
LEGEND
New England County Metropolitan Areas (NECMA's)
Places of 100,000 or more inhabitants
Places of 50,000 to 100,000 inhabitants
Central cities of NECMA's with fewer than 50,000 inhabitants
Places of 25,000 to 50,000 inhabitants
SCALE
0
10
20
30 MILES

# NEW JERSEY

## METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/90 POPULATION (Thousands) | 12/31/90 HOUSEHOLDS (Thousands) | 1990 EFFECTIVE BUYING INCOME ($000) | 1990 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| ATLANTIC CITY | 323.0 | 124.5 | 4,436,325 | 3,110,249 | .1406 |
| BERGEN - PASSAIC | 1,276.9 | 463.5 | 27,078,425 | 12,423,615 | .6952 |
| JERSEY CITY | 550.9 | 207.9 | 7,842,458 | 3,221,623 | .2095 |
| MIDDLESEX - SOMERSET - HUNTERDON | 1,031.4 | 369.4 | 22,492,632 | 8,568,355 | .5459 |
| MONMOUTH - OCEAN | 1,000.9 | 371.3 | 18,768,684 | 8,593,187 | .4904 |
| NEWARK | 1,822.7 | 651.4 | 34,974,284 | 13,633,002 | .8715 |
| TRENTON | 328.1 | 117.8 | 6,792,973 | 2,719,776 | .1683 |
| VINELAND - MILLVILLE - BRIDGETON | 138.5 | 47.3 | 1,827,096 | 1,035,984 | .0543 |

| County | Metropolitan Area |
|---|---|
| Atlantic | Atlantic City |
| Bergen | Bergen - Passaic |
| Burlington | Philadelphia, Pa. |
| Camden | Philadelphia, Pa. |
| Cape May | Atlantic City |
| Cumberland | Vineland - Millville - Bridgeton |
| Essex | Newark |
| Gloucester | Philadelphia, Pa. |
| Hudson | Jersey City |
| Hunterdon | Middlesex - Somerset - Hunterdon |
| Mercer | Trenton |
| Middlesex | Middlesex - Somerset - Hunterdon |
| Monmouth | Monmouth - Ocean |
| Morris | Newark |
| Ocean | Monmouth - Ocean |
| Passaic | Bergen - Passaic |
| Salem | Wilmington, Del. |
| Somerset | Middlesex - Somerset - Hunterdon |
| Sussex | Newark |
| Union | Newark |
| Warren | Allentown - Bethlehem - Easton, Pa. |

# NEW JERSEY

**KEY**

**PASSAIC COUNTY**
1. Paterson
2. Clifton
3. Passaic
4. Wayne Twp

**MIDDLESEX COUNTY**
1. Edison
2. New Brunswick
3. Old Bridge Twp
4. Perth Amboy
5. Piscataway
6. Woodbridge

**ESSEX COUNTY**
1. Bloomfield Twp
2. East Orange
3. Irvington Twp
4. Newark

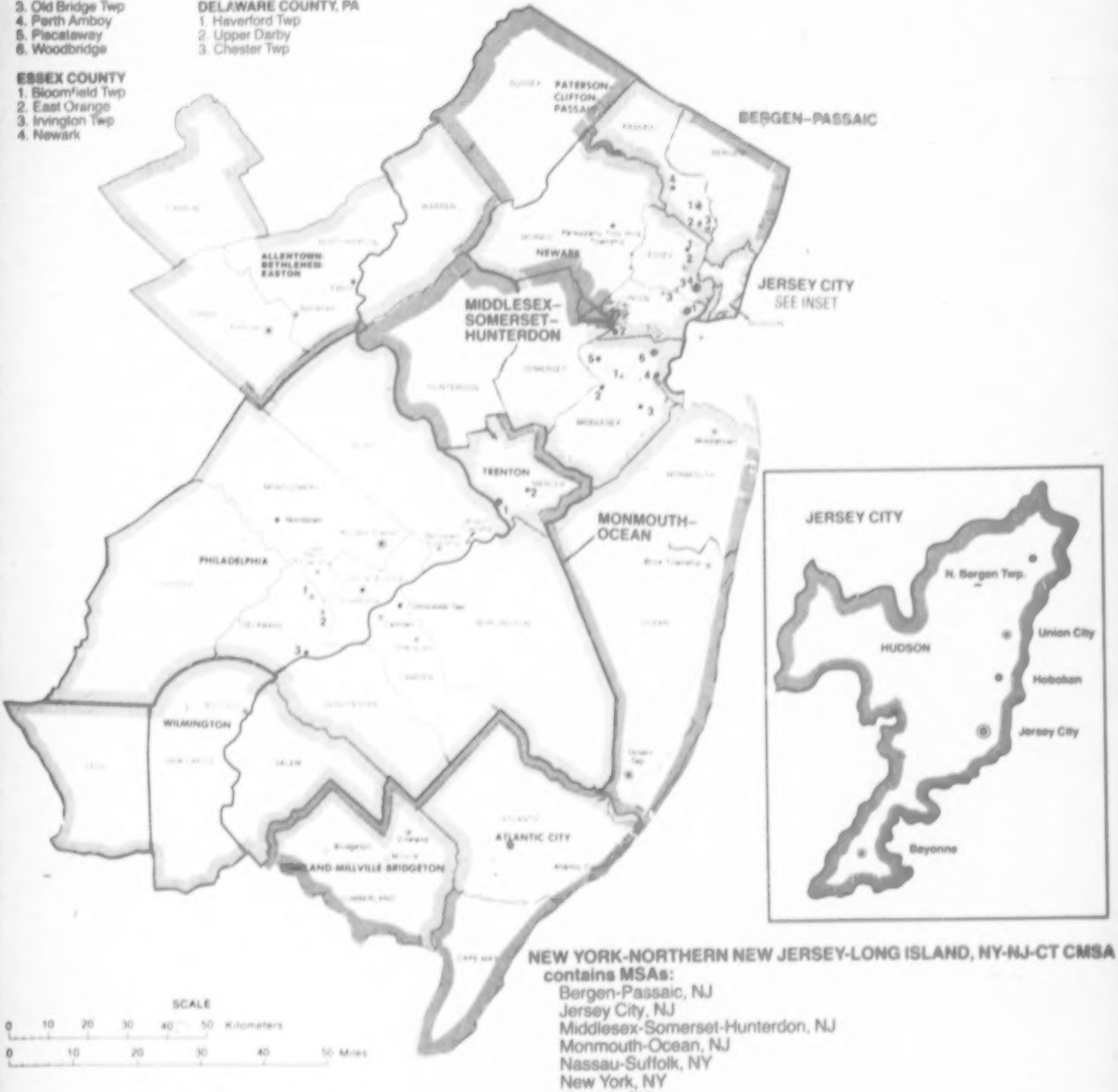
**KEY**

**UNION COUNTY**
1. Elizabeth
2. Plainfield
3. Union Twp

**MERCER COUNTY**
1. Trenton
2. Hamilton Twp

**DELAWARE COUNTY, PA**
1. Haverford Twp
2. Upper Darby
3. Chester Twp

**PHILADELPHIA-WILMINGTON-TRENTON, PA-NJ-DE-MD CMSA**
**contains MSAs:**
Philadelphia, PA-NJ
Trenton, NJ
Vineland-Millville-Bridgeton, NJ
Wilmington, DE


SUSSEX
PATERSON-CLIFTON-PASSAIC
PASSAIC
BERGEN
BERGEN-PASSAIC
WARREN
MORRIS
NEWARK
ESSEX
ALLENTOWN-BETHLEHEM-EASTON
JERSEY CITY
SEE INSET
HUDSON
MIDDLESEX-SOMERSET-HUNTERDON
UNION
SOMERSET
HUNTERDON
MIDDLESEX
TRENTON
MERCER
MONMOUTH
MONMOUTH-OCEAN
OCEAN
MONTGOMERY
PHILADELPHIA
BURLINGTON
CAMDEN
GLOUCESTER
WILMINGTON
SALEM
ATLANTIC CITY
VINELAND-MILLVILLE-BRIDGETON
CUMBERLAND
CAPE MAY
JERSEY CITY
N. Bergen Twp.
HUDSON
Union City
Hoboken
Jersey City
Bayonne
SCALE
0 10 20 30 40 50 Kilometers
0 10 20 30 40 50 Miles

**NEW YORK-NORTHERN NEW JERSEY-LONG ISLAND, NY-NJ-CT CMSA**
**contains MSAs:**
Bergen-Passaic, NJ
Jersey City, NJ
Middlesex-Somerset-Hunterdon, NJ
Monmouth-Ocean, NJ
Nassau-Suffolk, NY
New York, NY
Newark, NJ
Orange County, NY
**and NECMA:**
Bridgeport-Stamford-Norwalk, Danbury, CT

# NEW MEXICO

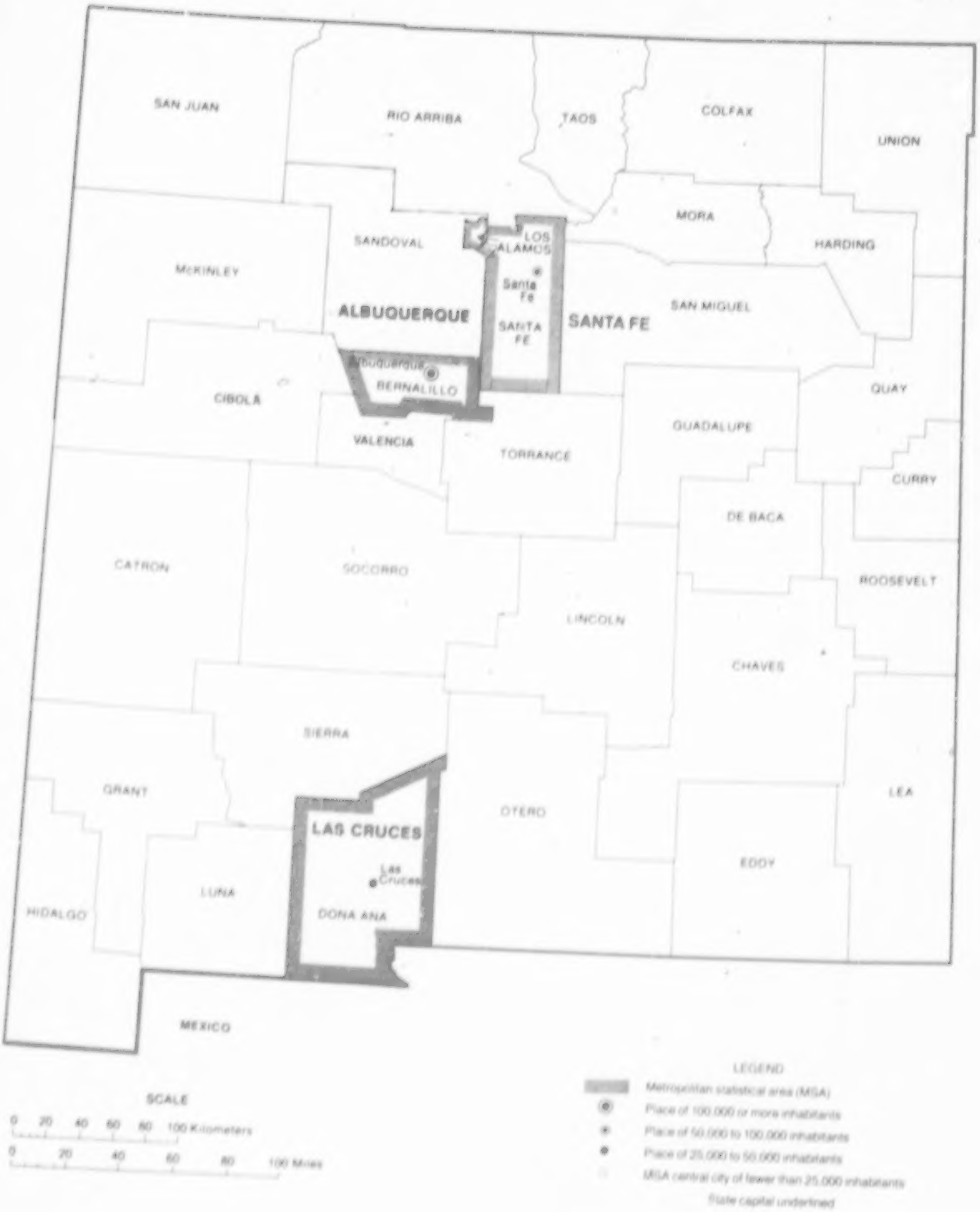
## METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/90 POPULATION (Thousands) | 12/31/90 HOUSEHOLDS (Thousands) | 1990 EFFECTIVE BUYING INCOME ($000) | 1990 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| ALBUQUERQUE | 491.3 | 189.8 | 6,046,999 | 3,933,194 | .1909 |
| LAS CRUCES | 138.6 | 46.1 | 1,223,509 | 615,412 | .0388 |
| SANTA FE | 118.7 | 45.7 | 1,763,846 | 878,967 | .0492 |

| County | Metropolitan Area |
|---|---|
| Bernalillo | Albuquerque |
| Dona Ana | Las Cruces |
| Los Alamos | Santa Fe |
| Santa Fe | Santa Fe |

# NEW MEXICO


SAN JUAN
RIO ARRIBA
TAOS
COLFAX
UNION
McKINLEY
SANDOVAL
LOS ALAMOS
MORA
HARDING
Santa Fe
SANTA FE
SAN MIGUEL
ALBUQUERQUE
SANTA FE
Albuquerque
BERNALILLO
CIBOLA
VALENCIA
TORRANCE
GUADALUPE
QUAY
CURRY
DE BACA
CATRON
SOCORRO
ROOSEVELT
LINCOLN
CHAVES
SIERRA
GRANT
LAS CRUCES
OTERO
LEA
Las Cruces
LUNA
HIDALGO
DONA ANA
EDDY
MEXICO
SCALE
0 20 40 60 80 100 Kilometers
0 20 40 60 80 100 Miles
LEGEND
▨ Metropolitan statistical area (MSA)
◉ Place of 100,000 or more inhabitants
● Place of 50,000 to 100,000 inhabitants
● Place of 25,000 to 50,000 inhabitants
○ MSA central city of fewer than 25,000 inhabitants
State capital underlined

1991 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# NEW YORK

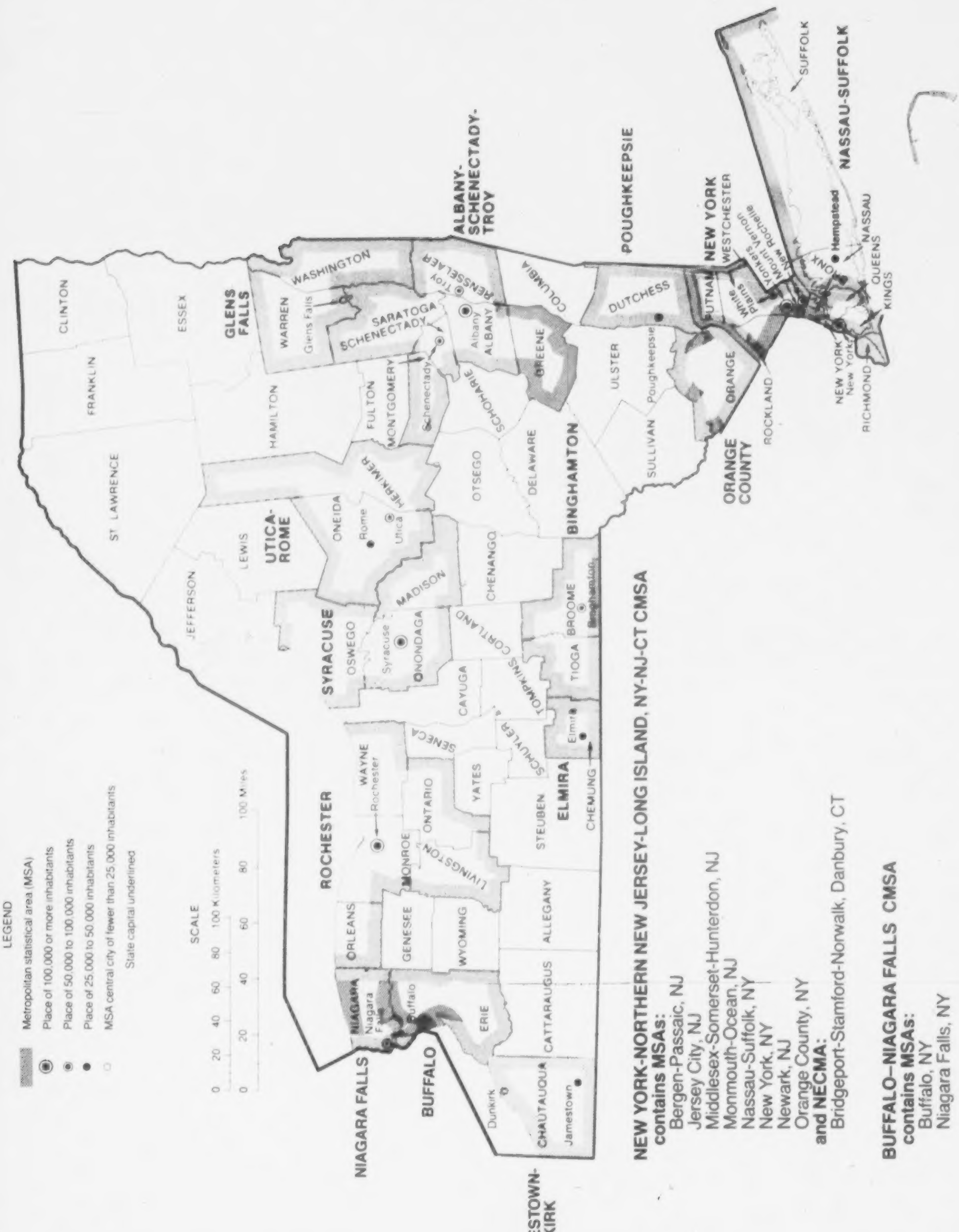
## METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/90 POPULATION (Thousands) | 12/31/90 HOUSEHOLDS (Thousands) | 1990 EFFECTIVE BUYING INCOME ($000) | 1990 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| ALBANY - SCHENECTADY - TROY | 879.9 | 338.0 | 13,612,194 | 7,045,006 | .3816 |
| BINGHAMTON | 264.4 | 100.6 | 4,041,791 | 1,968,059 | .1116 |
| BUFFALO | 966.3 | 376.1 | 13,697,931 | 6,781,443 | .3854 |
| *BUFFALO - NIAGARA FALLS CONSOLIDATED AREA* | *1,186.9* | *460.8* | *16,602,765* | *8,229,693* | *.4686* |
| ELMIRA | 95.4 | 35.4 | 1,176,063 | 688,040 | .0358 |
| GLENS FALLS | 119.6 | 43.3 | 1,502,813 | 1,035,026 | .0483 |
| JAMESTOWN - DUNKIRK | 141.4 | 53.5 | 1,685,496 | 850,402 | .0495 |
| NASSAU - SUFFOLK | 2,616.2 | 858.5 | 53,772,777 | 26,052,896 | 1.4095 |
| NEW YORK | 8,592.1 | 3,270.5 | 137,187,875 | 49,319,353 | 3.4639 |
| *NEW YORK - NORTHERN NEW JERSEY - LONG ISLAND CONSOLIDATED AREA* | *18,030.9* | *6,600.6* | *325,089,483* | *132,199,328* | *8.2775* |
| NIAGARA FALLS | 220.6 | 84.7 | 2,904,834 | 1,448,250 | .0832 |
| ORANGE COUNTY | 312.7 | 103.3 | 4,474,430 | 2,416,510 | .1290 |
| POUGHKEEPSIE | 262.2 | 90.6 | 4,495,936 | 2,137,103 | .1206 |
| ROCHESTER | 1,004.9 | 375.5 | 15,703,107 | 7,643,436 | .4314 |
| SYRACUSE | 661.0 | 244.3 | 9,462,606 | 4,863,427 | .2685 |
| UTICA - ROME | 316.3 | 117.3 | 3,997,878 | 2,068,989 | .1166 |

| County | Metropolitan Area | County | Metropolitan Area |
|---|---|---|---|
| Albany | Albany - Schenectady - Troy | Onondaga | Syracuse |
| Bronx | New York | Ontario | Rochester |
| Broome | Binghamton | Orange | Orange County |
| Chautauqua | Jamestown - Dunkirk | Orleans | Rochester |
| Chemung | Elmira | Oswego | Syracuse |
| Dutchess | Poughkeepsie | Putnam | New York |
| Erie | Buffalo | Queens | New York |
| Greene | Albany - Schenectady - Troy | Rensselaer | Albany - Schenectady - Troy |
| Herkimer | Utica - Rome | Richmond | New York |
| Kings | New York | Rockland | New York |
| Livingston | Rochester | Saratoga | Albany - Schenectady - Troy |
| Madison | Syracuse | Schenectady | Albany - Schenectady - Troy |
| Monroe | Rochester | Suffolk | Nassau - Suffolk |
| Montgomery | Albany - Schenectady - Troy | Tioga | Binghamton |
| Nassau | Nassau - Suffolk | Warren | Glens Falls |
| New York | New York | Washington | Glens Falls |
| Niagara | Niagara Falls | Wayne | Rochester |
| Oneida | Utica - Rome | Westchester | New York |

# NEW YORK


LEGEND
Metropolitan statistical area (MSA)
Place of 100,000 or more inhabitants
Place of 50,000 to 100,000 inhabitants
Place of 25,000 to 50,000 inhabitants
MSA central city of fewer than 25,000 inhabitants
State capital underlined
SCALE
0 20 40 60 80 100 Kilometers
0 20 40 60 80 100 Miles
NIAGARA FALLS
BUFFALO
JAMESTOWN-DUNKIRK
ROCHESTER
ELMIRA
SYRACUSE
UTICA-ROME
BINGHAMTON
GLENS FALLS
ALBANY-SCHENECTADY-TROY
POUGHKEEPSIE
ORANGE COUNTY
NEW YORK
NASSAU-SUFFOLK
CLINTON
FRANKLIN
ST LAWRENCE
ESSEX
HAMILTON
JEFFERSON
LEWIS
ONEIDA
Rome
Utica
HERKIMER
FULTON
MONTGOMERY
Schenectady
SCHENECTADY
SARATOGA
WARREN
Glens Falls
WASHINGTON
RENSSELAER
Troy
Albany
ALBANY
SCHOHARIE
GREENE
COLUMBIA
DUTCHESS
Poughkeepsie
ULSTER
SULLIVAN
ORANGE
ROCKLAND
PUTNAM
WESTCHESTER
White Plains
Yonkers
Mount Vernon
New Rochelle
BRONX
NEW YORK
New York
RICHMOND
KINGS
QUEENS
NASSAU
Hempstead
SUFFOLK
OTSEGO
DELAWARE
CHENANGO
MADISON
OSWEGO
Syracuse
ONONDAGA
CORTLAND
BROOME
Binghamton
TIOGA
TOMPKINS
CAYUGA
SENECA
SCHUYLER
Elmira
CHEMUNG
WAYNE
Rochester
ONTARIO
YATES
STEUBEN
MONROE
LIVINGSTON
ORLEANS
GENESEE
WYOMING
ALLEGANY
NIAGARA
Niagara Falls
Buffalo
ERIE
CATTARAUGUS
CHAUTAUQUA
Dunkirk
Jamestown

**NEW YORK-NORTHERN NEW JERSEY-LONG ISLAND, NY-NJ-CT CMSA**
**contains MSAs:**
Bergen-Passaic, NJ
Jersey City, NJ
Middlesex-Somerset-Hunterdon, NJ
Monmouth-Ocean, NJ
Nassau-Suffolk, NY
New York, NY
Newark, NJ
Orange County, NY
**and NECMA:**
Bridgeport-Stamford-Norwalk, Danbury, CT

**BUFFALO–NIAGARA FALLS CMSA**
**contains MSAs:**
Buffalo, NY
Niagara Falls, NY

# NORTH CAROLINA

## METROPOLITAN DATA SUMMARY

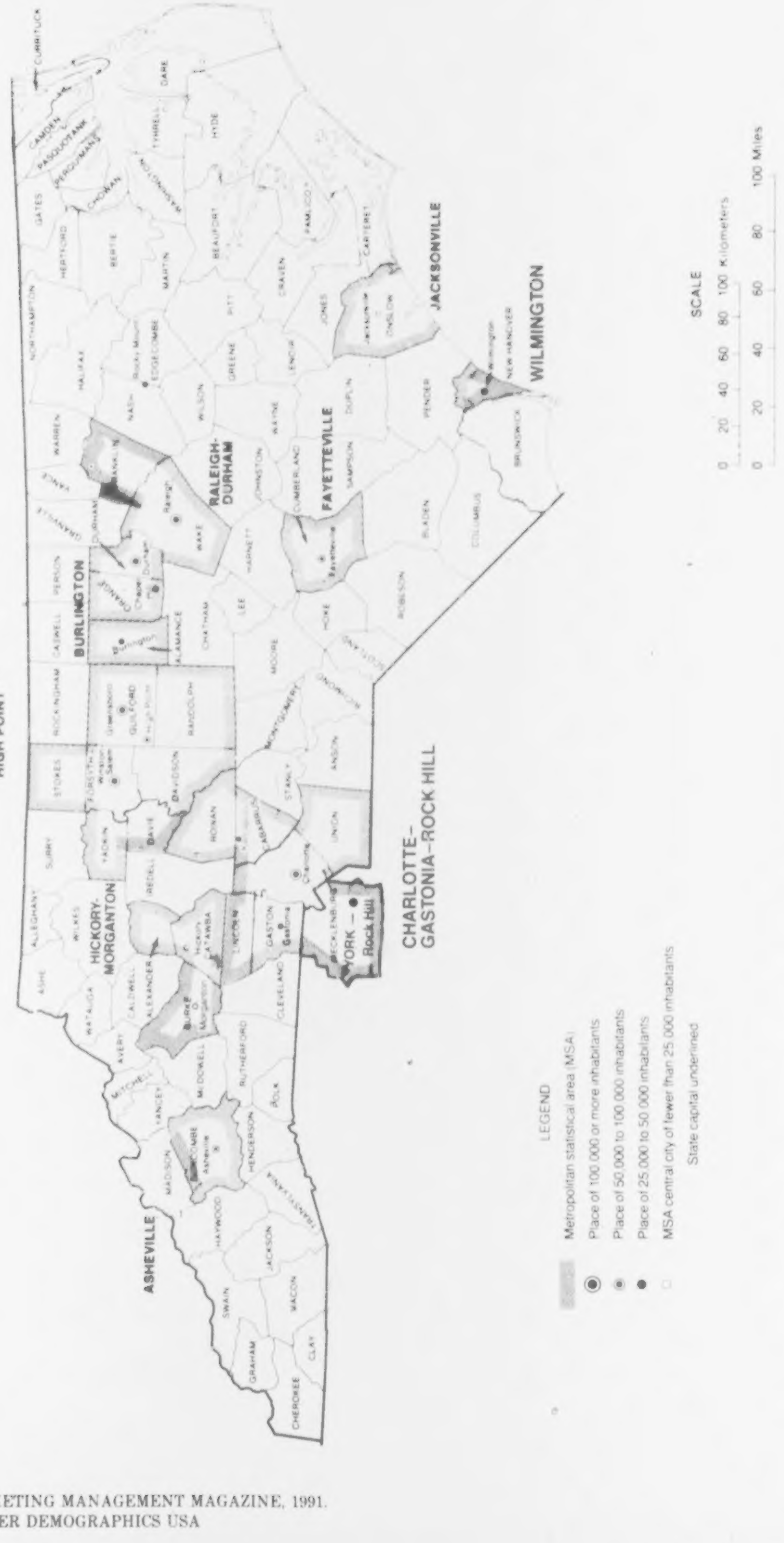
(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/90 POPULATION (Thousands) | 12/31/90 HOUSEHOLDS (Thousands) | 1990 EFFECTIVE BUYING INCOME ($000) | 1990 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| **ASHEVILLE** | 175.9 | 71.3 | 2,189,728 | 1,352,789 | **.0678** |
| **BURLINGTON** | 109.0 | 43.0 | 1,318,377 | 924,502 | **.0429** |
| **CHARLOTTE - GASTONIA - ROCK HILL** | 1,181.4 | 448.3 | 15,830,970 | 8,769,068 | **.4657** |
| **FAYETTEVILLE** | 275.8 | 92.0 | 2,948,844 | 1,720,790 | **.0927** |
| **GREENSBORO - WINSTON-SALEM - HIGH POINT** | 949.6 | 375.2 | 13,135,363 | 7,251,632 | **.3838** |
| **HICKORY - MORGANTON** | 223.4 | 85.8 | 2,806,496 | 1,601,838 | **.0846** |
| **JACKSONVILLE** | 151.5 | 41.3 | 1,234,297 | 744,716 | **.0422** |
| **RALEIGH - DURHAM** | 750.2 | 293.7 | 11,460,063 | 6,093,748 | **.3247** |
| **WILMINGTON** | 121.4 | 48.6 | 1,445,557 | 1,099,893 | **.0486** |

| County | Metropolitan Area |
|---|---|
| Alamance | Burlington |
| Alexander | Hickory - Morganton |
| Buncombe | Asheville |
| Burke | Hickory - Morganton |
| Cabarrus | Charlotte - Gastonia - Rock Hill |
| Catawba | Hickory - Morganton |
| Cumberland | Fayetteville |
| Davidson | Greensboro - Winston-Salem - High Point |
| Davie | Greensboro - Winston-Salem - High Point |
| Durham | Raleigh - Durham |
| Forsyth | Greensboro - Winston-Salem - High Point |
| Franklin | Raleigh - Durham |
| Gaston | Charlotte - Gastonia - Rock Hill |

| County | Metropolitan Area |
|---|---|
| Guilford | Greensboro - Winston-Salem - High Point |
| Lincoln | Charlotte - Gastonia - Rock Hill |
| Mecklenburg | Charlotte - Gastonia - Rock Hill |
| New Hanover | Wilmington |
| Onslow | Jacksonville |
| Orange | Raleigh - Durham |
| Randolph | Greensboro - Winston-Salem - High Point |
| Rowan | Charlotte - Gastonia - Rock Hill |
| Stokes | Greensboro - Winston-Salem - High Point |
| Union | Charlotte - Gastonia - Rock Hill |
| Wake | Raleigh - Durham |
| Yadkin | Greensboro - Winston-Salem - High Point |

# NORTH CAROLINA


GREENSBORO-WINSTON-SALEM-HIGH POINT
BURLINGTON
RALEIGH-DURHAM
FAYETTEVILLE
JACKSONVILLE
WILMINGTON
HICKORY-MORGANTON
CHARLOTTE-GASTONIA-ROCK HILL
ASHEVILLE
YORK
Rock Hill
CURRITUCK
CAMDEN
PASQUOTANK
PERQUIMANS
GATES
CHOWAN
DARE
TYRRELL
HYDE
WASHINGTON
HERTFORD
BERTIE
MARTIN
BEAUFORT
PAMLICO
CARTERET
CRAVEN
PITT
NORTHAMPTON
HALIFAX
EDGECOMBE
Rocky Mount
NASH
WILSON
GREENE
LENOIR
JONES
ONSLOW
Jacksonville
WARREN
FRANKLIN
VANCE
GRANVILLE
WAKE
Raleigh
JOHNSTON
WAYNE
DUPLIN
PENDER
NEW HANOVER
Wilmington
BRUNSWICK
DURHAM
Durham
Chapel Hill
ORANGE
PERSON
HARNETT
CUMBERLAND
Fayetteville
SAMPSON
BLADEN
COLUMBUS
CASWELL
ALAMANCE
Burlington
CHATHAM
LEE
HOKE
ROBESON
ROCKINGHAM
GUILFORD
Greensboro
High Point
RANDOLPH
MOORE
SCOTLAND
RICHMOND
MONTGOMERY
STOKES
FORSYTH
Winston-Salem
DAVIDSON
STANLY
ANSON
SURRY
YADKIN
DAVIE
ROWAN
CABARRUS
UNION
ALLEGHANY
WILKES
IREDELL
MECKLENBURG
Charlotte
ASHE
WATAUGA
CALDWELL
ALEXANDER
CATAWBA
Hickory
LINCOLN
GASTON
Gastonia
AVERY
BURKE
Morganton
CLEVELAND
MITCHELL
YANCEY
McDOWELL
RUTHERFORD
POLK
MADISON
BUNCOMBE
Asheville
HENDERSON
TRANSYLVANIA
HAYWOOD
JACKSON
SWAIN
MACON
GRAHAM
CHEROKEE
CLAY
LEGEND
Metropolitan statistical area (MSA)
Place of 100,000 or more inhabitants
Place of 50,000 to 100,000 inhabitants
Place of 25,000 to 50,000 inhabitants
MSA central city of fewer than 25,000 inhabitants
State capital underlined
SCALE
0 20 40 60 80 100 Kilometers
0 20 40 60 80 100 Miles

# NORTH DAKOTA

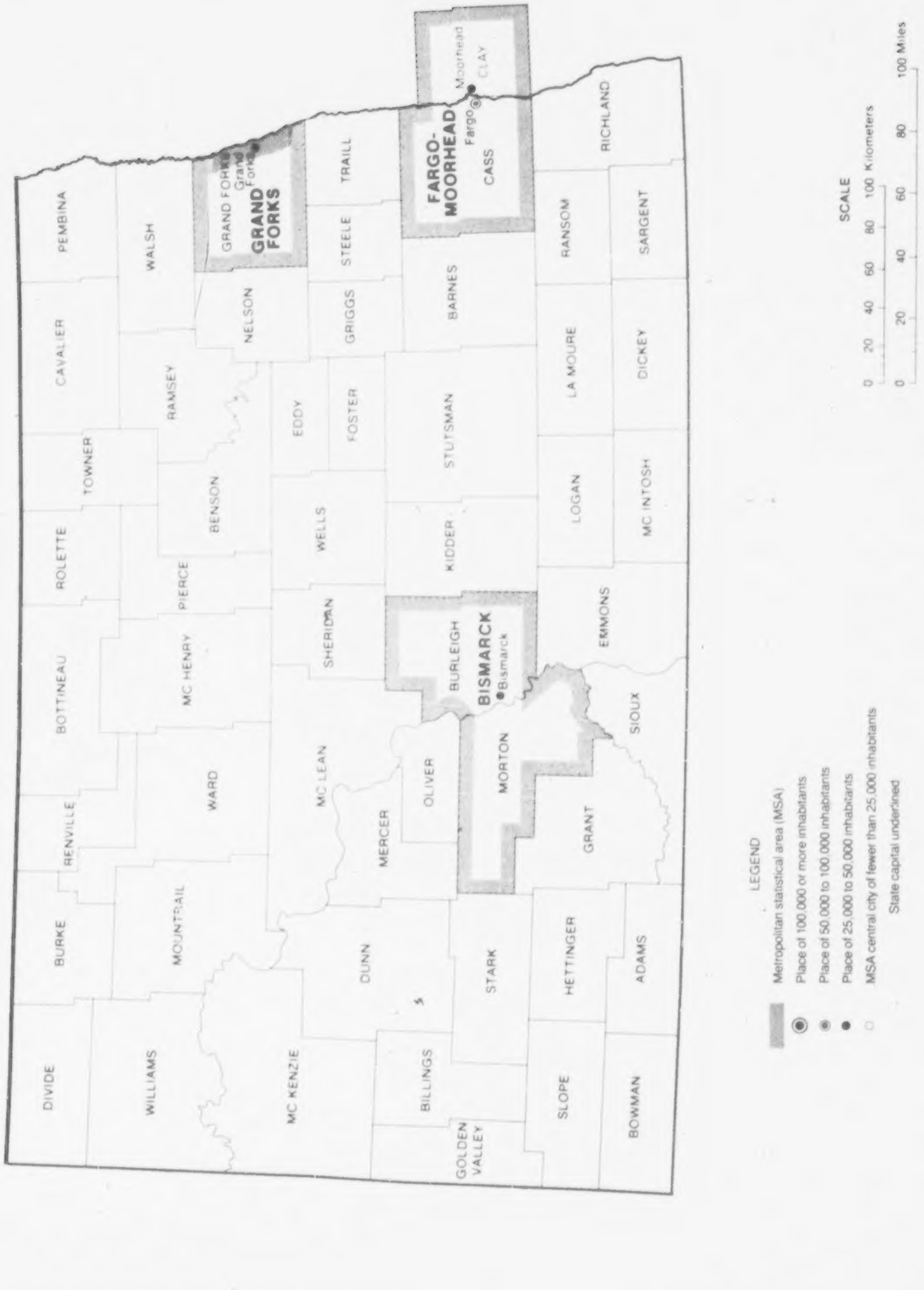
## METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/90 POPULATION (Thousands) | 12/31/90 HOUSEHOLDS (Thousands) | 1990 EFFECTIVE BUYING INCOME ($000) | 1990 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| **BISMARCK** | 83.8 | 31.4 | 1,079,718 | 697,011 | **.0336** |
| FARGO - MOORHEAD | 154.4 | 58.2 | 1,961,645 | 1,296,415 | **.0618** |
| GRAND FORKS | 71.0 | 25.5 | 1,024,260 | 641,042 | **.0309** |

| County | Metropolitan Area |
|---|---|
| Burleigh | Bismarck |
| Cass | Fargo - Moorhead |
| Grand Forks | Grand Forks |
| Morton | Bismarck |

# NORTH DAKOTA


PEMBINA
CAVALIER
TOWNER
ROLETTE
BOTTINEAU
RENVILLE
BURKE
DIVIDE
WALSH
RAMSEY
BENSON
PIERCE
MC HENRY
WARD
MOUNTRAIL
WILLIAMS
GRAND FORKS
Grand Forks
GRAND FORKS
NELSON
EDDY
WELLS
SHERIDAN
MC LEAN
DUNN
MC KENZIE
TRAILL
STEELE
GRIGGS
FOSTER
MERCER
OLIVER
BILLINGS
GOLDEN VALLEY
FARGO-MOORHEAD
CASS
Fargo
Moorhead
CLAY
BARNES
STUTSMAN
KIDDER
BURLEIGH
BISMARCK
Bismarck
MORTON
STARK
RICHLAND
RANSOM
SARGENT
LA MOURE
DICKEY
LOGAN
MC INTOSH
EMMONS
SIOUX
GRANT
HETTINGER
ADAMS
SLOPE
BOWMAN
LEGEND
Metropolitan statistical area (MSA)
Place of 100,000 or more inhabitants
Place of 50,000 to 100,000 inhabitants
Place of 25,000 to 50,000 inhabitants
MSA central city of fewer than 25,000 inhabitants
State capital underlined
SCALE
0 20 40 60 80 100 Kilometers
0 20 40 60 80 100 Miles

# OHIO

## METROPOLITAN DATA SUMMARY

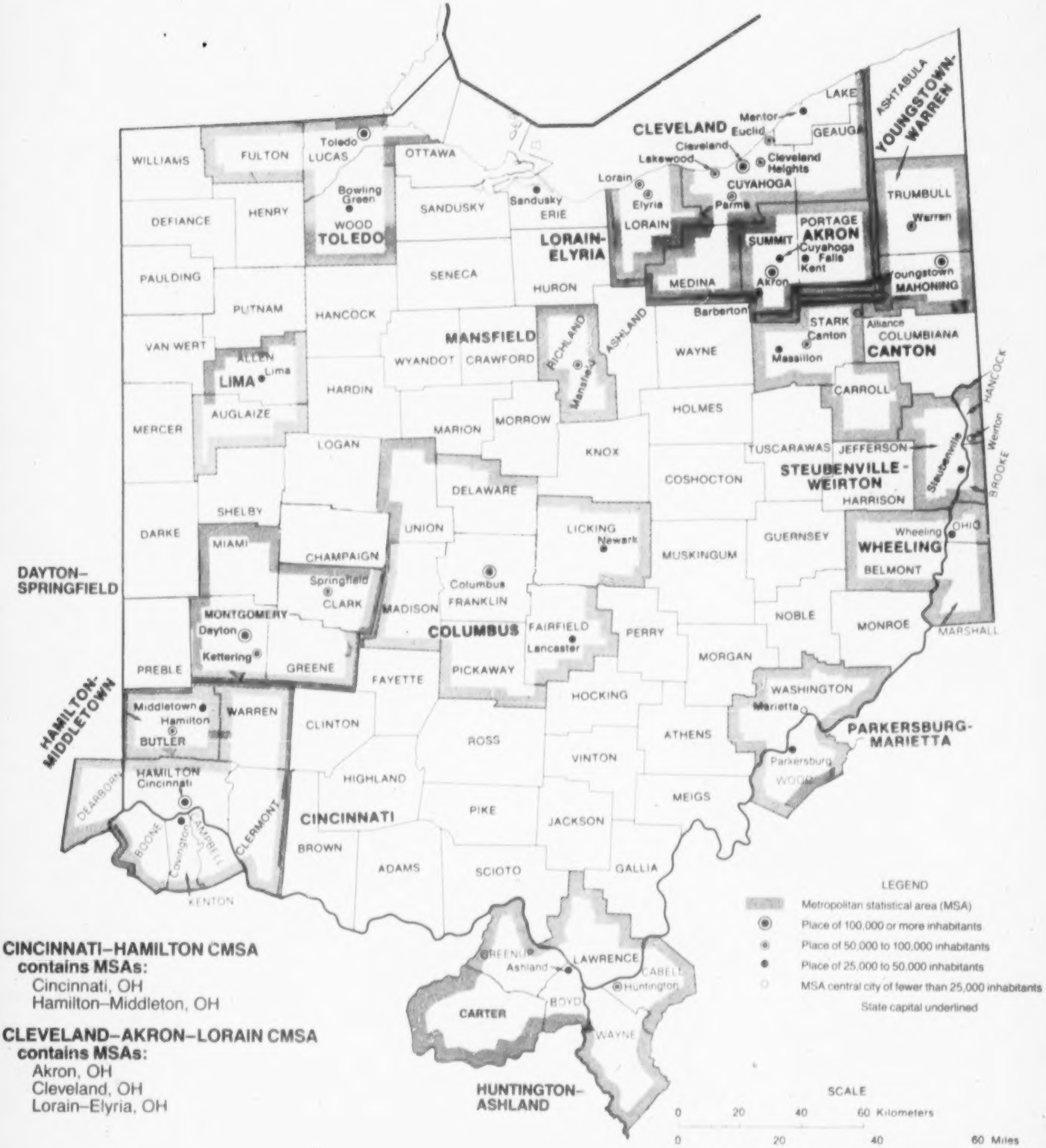
(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/90 POPULATION (Thousands) | 12/31/90 HOUSEHOLDS (Thousands) | 1990 EFFECTIVE BUYING INCOME ($000) | 1990 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| AKRON | 658.6 | 249.7 | 8,656,674 | 4,335,153 | .2482 |
| CANTON | 394.2 | 149.3 | 4,811,837 | 2,623,640 | .1436 |
| CINCINNATI | 1,457.8 | 550.3 | 21,016,261 | 10,882,833 | .5971 |
| *CINCINNATI - HAMILTON CONSOLIDATED AREA* | *1,752.0* | *655.9* | *24,579,326* | *12,453,877* | *.6976* |
| CLEVELAND | 1,825.8 | 710.1 | 27,193,923 | 13,073,662 | .7509 |
| *CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA* | *2,755.7* | *1,055.9* | *39,301,203* | *19,012,971* | *1.0967* |
| COLUMBUS | 1,389.7 | 529.4 | 18,747,219 | 10,567,421 | .5542 |
| DAYTON - SPRINGFIELD | 953.8 | 365.2 | 12,979,033 | 6,778,074 | .3741 |
| HAMILTON - MIDDLETOWN | 294.2 | 105.6 | 3,563,065 | 1,571,044 | .1005 |
| LIMA | 154.6 | 55.5 | 1,844,482 | 1,190,752 | .0585 |
| LORAIN - ELYRIA | 271.3 | 96.1 | 3,450,606 | 1,604,156 | .0976 |
| MANSFIELD | 126.0 | 47.5 | 1,530,782 | 962,922 | .0479 |
| PARKERSBURG - MARIETTA | 148.4 | 57.5 | 1,729,846 | 1,073,448 | .0544 |
| STEUBENVILLE - WEIRTON | 141.2 | 54.6 | 1,690,701 | 752,041 | .0478 |
| TOLEDO | 614.8 | 231.0 | 8,105,204 | 4,551,332 | .2404 |
| YOUNGSTOWN - WARREN | 490.2 | 186.2 | 6,226,086 | 3,478,567 | .1858 |

| County | Metropolitan Area |
|---|---|
| Allen | Lima |
| Auglaize | Lima |
| Belmont | Wheeling, W. Va. |
| Butler | Hamilton - Middletown |
| Carroll | Canton |
| Clark | Dayton - Springfield |
| Clermont | Cincinnati |
| Cuyahoga | Cleveland |
| Delaware | Columbus |
| Fairfield | Columbus |
| Franklin | Columbus |
| Fulton | Toledo |
| Geauga | Cleveland |
| Greene | Dayton - Springfield |
| Hamilton | Cincinnati |
| Jefferson | Steubenville - Weirton |
| Lake | Cleveland |
| Lawrence | Huntington - Ashland, W. Va. - Ky. |

| County | Metropolitan Area |
|---|---|
| Licking | Columbus |
| Lorain | Lorain - Elyria |
| Lucas | Toledo |
| Madison | Columbus |
| Mahoning | Youngstown - Warren |
| Medina | Cleveland |
| Miami | Dayton - Springfield |
| Montgomery | Dayton - Springfield |
| Pickaway | Columbus |
| Portage | Akron |
| Richland | Mansfield |
| Stark | Canton |
| Summit | Akron |
| Trumbull | Youngstown - Warren |
| Union | Columbus |
| Warren | Cincinnati |
| Washington | Parkersburg - Marietta |
| Wood | Toledo |

# OHIO


WILLIAMS
FULTON
LUCAS
Toledo
OTTAWA
DEFIANCE
HENRY
Bowling Green
WOOD
TOLEDO
SANDUSKY
Sandusky
ERIE
PAULDING
PUTNAM
HANCOCK
SENECA
HURON
LORAIN-ELYRIA
VAN WERT
ALLEN
Lima
LIMA
WYANDOT
CRAWFORD
MANSFIELD
RICHLAND
Mansfield
ASHLAND
HARDIN
MERCER
AUGLAIZE
MARION
MORROW
LOGAN
KNOX
DELAWARE
UNION
SHELBY
DARKE
MIAMI
CHAMPAIGN
LICKING
Newark
Columbus
FRANKLIN
Springfield
CLARK
MADISON
COLUMBUS
FAIRFIELD
Lancaster
PERRY
DAYTON-SPRINGFIELD
MONTGOMERY
Dayton
Kettering
GREENE
PREBLE
FAYETTE
PICKAWAY
HOCKING
HAMILTON-MIDDLETOWN
Middletown
Hamilton
BUTLER
WARREN
CLINTON
ROSS
VINTON
HAMILTON
Cincinnati
DEARBORN
BOONE
Covington
CAMPBELL
KENTON
CLERMONT
HIGHLAND
CINCINNATI
BROWN
ADAMS
PIKE
JACKSON
SCIOTO
GALLIA
MEIGS
ATHENS
CLEVELAND
Mentor
Euclid
LAKE
GEAUGA
Cleveland
Cleveland Heights
Lakewood
Lorain
Elyria
LORAIN
CUYAHOGA
Parma
MEDINA
SUMMIT
PORTAGE
AKRON
Cuyahoga Falls
Kent
Akron
Barberton
ASHTABULA
YOUNGSTOWN-WARREN
TRUMBULL
Warren
Youngstown
MAHONING
WAYNE
STARK
Canton
Massillon
Alliance
COLUMBIANA
CANTON
HOLMES
CARROLL
HANCOCK
TUSCARAWAS
JEFFERSON
Steubenville
Weirton
BROOKE
STEUBENVILLE-WEIRTON
HARRISON
COSHOCTON
MUSKINGUM
GUERNSEY
Wheeling
OHIO
WHEELING
BELMONT
NOBLE
MONROE
MARSHALL
MORGAN
WASHINGTON
Marietta
PARKERSBURG-MARIETTA
Parkersburg
WOOD
GREENUP
Ashland
LAWRENCE
CABELL
Huntington
BOYD
CARTER
WAYNE
HUNTINGTON-ASHLAND
LEGEND
Metropolitan statistical area (MSA)
Place of 100,000 or more inhabitants
Place of 50,000 to 100,000 inhabitants
Place of 25,000 to 50,000 inhabitants
MSA central city of fewer than 25,000 inhabitants
State capital underlined
SCALE
0 20 40 60 Kilometers
0 20 40 60 Miles

**CINCINNATI–HAMILTON CMSA contains MSAs:**
Cincinnati, OH
Hamilton–Middleton, OH

**CLEVELAND–AKRON–LORAIN CMSA contains MSAs:**
Akron, OH
Cleveland, OH
Lorain–Elyria, OH

# OKLAHOMA

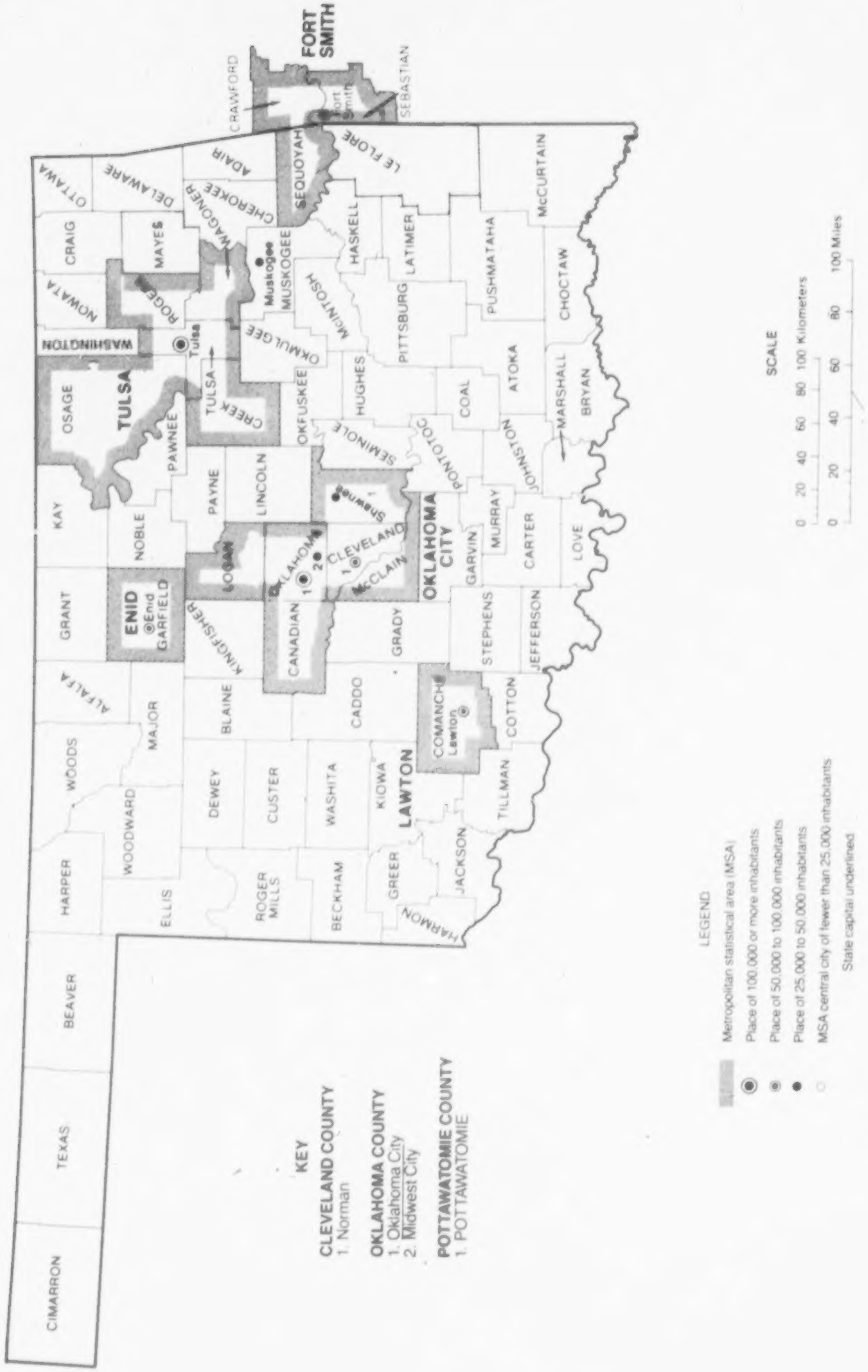
## METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/90 POPULATION (Thousands) | 12/31/90 HOUSEHOLDS (Thousands) | 1990 EFFECTIVE BUYING INCOME ($000) | 1990 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| ENID | 55.7 | 22.0 | 636,588 | 402,420 | **.0202** |
| LAWTON | 111.2 | 37.5 | 1,140,310 | 681,609 | **.0365** |
| OKLAHOMA CITY | 962.1 | 369.0 | 11,560,705 | 7,262.762 | **.3622** |
| TULSA | 711.0 | 278.1 | 8,805,237 | 5,239,853 | **.2695** |

| County | Metropolitan Area | County | Metropolitan Area |
|---|---|---|---|
| Canadian | Oklahoma City | Oklahoma | Oklahoma City |
| Cleveland | Oklahoma City | Osage | Tulsa |
| Comanche | Lawton | Pottawatomie | Oklahoma City |
| Creek | Tulsa | Rogers | Tulsa |
| Garfield | Enid | Sequoyah | Fort Smith, Ark. |
| Logan | Oklahoma City | Tulsa | Tulsa |
| McClain | Oklahoma City | Wagoner | Tulsa |

# OKLAHOMA


FORT SMITH
CRAWFORD
SEBASTIAN
Fort Smith
TULSA
ENID
OKLAHOMA CITY
LAWTON
CIMARRON
TEXAS
BEAVER
HARPER
WOODS
ALFALFA
GRANT
KAY
OSAGE
WASHINGTON
NOWATA
CRAIG
OTTAWA
DELAWARE
MAYES
ROGERS
Tulsa
ADAIR
CHEROKEE
WAGONER
SEQUOYAH
LE FLORE
Muskogee
MUSKOGEE
HASKELL
LATIMER
McCURTAIN
PUSHMATAHA
CHOCTAW
PITTSBURG
McINTOSH
OKMULGEE
CREEK
PAWNEE
NOBLE
Enid
GARFIELD
MAJOR
WOODWARD
ELLIS
DEWEY
BLAINE
KINGFISHER
LOGAN
PAYNE
LINCOLN
OKFUSKEE
HUGHES
SEMINOLE
Shawnee
OKLAHOMA
CLEVELAND
McCLAIN
CANADIAN
CUSTER
ROGER MILLS
BECKHAM
WASHITA
CADDO
GRADY
KIOWA
GREER
HARMON
JACKSON
TILLMAN
COMANCHE
Lawton
COTTON
STEPHENS
JEFFERSON
GARVIN
MURRAY
CARTER
LOVE
PONTOTOC
COAL
ATOKA
JOHNSTON
MARSHALL
BRYAN
SCALE
0 20 40 60 80 100 Kilometers
0 20 40 60 80 100 Miles
LEGEND
Metropolitan statistical area (MSA)
Place of 100,000 or more inhabitants
Place of 50,000 to 100,000 inhabitants
Place of 25,000 to 50,000 inhabitants
MSA central city of fewer than 25,000 inhabitants
State capital underlined
KEY
CLEVELAND COUNTY
1. Norman
OKLAHOMA COUNTY
1. Oklahoma City
2. Midwest City
POTTAWATOMIE COUNTY
1. POTTAWATOMIE

# OREGON

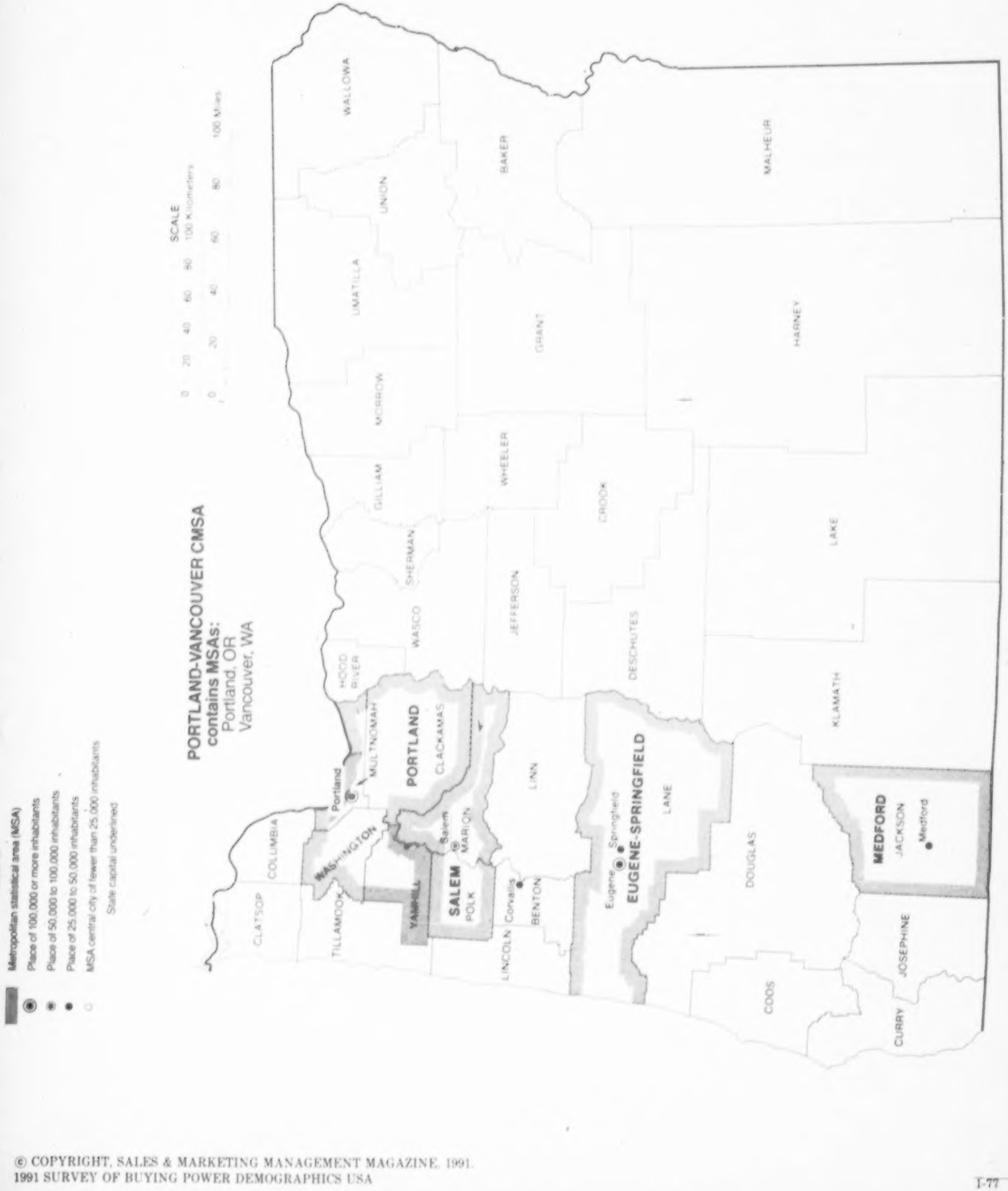
## METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/90 POPULATION (Thousands) | 12/31/90 HOUSEHOLDS (Thousands) | 1990 EFFECTIVE BUYING INCOME ($000) | 1990 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| EUGENE - SPRINGFIELD | 284.3 | 111.4 | 3,256,948 | 2,237,700 | .1064 |
| MEDFORD | 148.0 | 57.9 | 1,644,663 | 1,431,958 | .0590 |
| PORTLAND | 1,252.0 | 491.8 | 18,374,831 | 10,811,738 | .5418 |
| *PORTLAND - VANCOUVER CONSOLIDATED AREA* | *1,494.3* | *581.8* | *21,520,121* | *12,139,866* | *.6281* |
| SALEM | 280.5 | 102.6 | 2,887,945 | 1,858,309 | .0946 |

| County | Metropolitan Area | County | Metropolitan Area |
|---|---|---|---|
| Clackamas | Portland | Multnomah | Portland |
| Jackson | Medford | Polk | Salem |
| Lane | Eugene - Springfield | Washington | Portland |
| Marion | Salem | Yamhill | Portland |

# OREGON


LEGEND
Metropolitan statistical area (MSA)
Place of 100,000 or more inhabitants
Place of 50,000 to 100,000 inhabitants
Place of 25,000 to 50,000 inhabitants
MSA central city of fewer than 25,000 inhabitants
State capital underlined
PORTLAND-VANCOUVER CMSA
contains MSAs:
Portland, OR
Vancouver, WA
SCALE
0 20 40 60 80 100 Kilometers
0 20 40 60 80 100 Miles
CLATSOP
COLUMBIA
TILLAMOOK
WASHINGTON
YAMHILL
MULTNOMAH
Portland
PORTLAND
CLACKAMAS
HOOD RIVER
WASCO
SHERMAN
GILLIAM
MORROW
UMATILLA
UNION
WALLOWA
BAKER
MALHEUR
GRANT
WHEELER
JEFFERSON
CROOK
DESCHUTES
HARNEY
LAKE
KLAMATH
MARION
Salem
SALEM
POLK
LINCOLN
BENTON
Corvallis
LINN
LANE
Eugene
Springfield
EUGENE-SPRINGFIELD
DOUGLAS
COOS
CURRY
JOSEPHINE
MEDFORD
JACKSON
Medford

# PENNSYLVANIA
## METROPOLITAN DATA SUMMARY
(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/90 POPULATION (Thousands) | 12/31/90 HOUSEHOLDS (Thousands) | 1990 EFFECTIVE BUYING INCOME ($000) | 1990 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| ALLENTOWN - BETHLEHEM - EASTON | 692.3 | 262.1 | 9,973,167 | 5,190,601 | .2840 |
| ALTOONA | 130.3 | 50.2 | 1,532,759 | 994,442 | .0488 |
| BEAVER COUNTY | 185.0 | 71.5 | 2,338,105 | 927,556 | .0635 |
| ERIE | 275.1 | 101.4 | 3,744,230 | 1,812,577 | .1056 |
| HARRISBURG - LEBANON - CARLISLE | 591.5 | 227.6 | 8,964,816 | 4,938,302 | .2573 |
| JOHNSTOWN | 239.7 | 91.0 | 2,442,047 | 1,324,692 | .0760 |
| LANCASTER | 429.6 | 153.5 | 5,975,594 | 3,276,037 | .1740 |
| PHILADELPHIA | 4,886.9 | 1,788.4 | 78,042,167 | 36,033,312 | 2.1031 |
| *PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA* | *5,937.9* | *2,168.4* | *95,690,195* | *44,688,863* | *2.5826* |
| PITTSBURGH | 2,047.2 | 816.1 | 28,919,735 | 14,183,572 | .8118 |
| *PITTSBURGH - BEAVER VALLEY CONSOLIDATED AREA* | *2,232.2* | *887.6* | *31,257,840* | *15,111,128* | *.8753* |
| READING | 338.8 | 128.5 | 4,699,850 | 2,563,704 | .1368 |
| SCRANTON - WILKES-BARRE | 736.3 | 281.4 | 9,129,936 | 5,316,827 | .2773 |
| SHARON | 120.5 | 45.4 | 1,531,440 | 703,350 | .0432 |
| STATE COLLEGE | 124.6 | 43.0 | 1,409,647 | 822,998 | .0438 |
| WILLIAMSPORT | 119.1 | 45.1 | 1,478,342 | 894,501 | .0455 |
| YORK | 421.6 | 158.2 | 5,890,937 | 3,106,979 | .1694 |

| County | Metropolitan Area |
|---|---|
| Adams | York |
| Allegheny | Pittsburgh |
| Beaver | Beaver County |
| Berks | Reading |
| Blair | Altoona |
| Bucks | Philadelphia |
| Cambria | Johnstown |
| Carbon | Allentown - Bethlehem - Easton |
| Centre | State College |
| Chester | Philadelphia |
| Columbia | Scranton - Wilkes-Barre |
| Cumberland | Harrisburg - Lebanon - Carlisle |
| Dauphin | Harrisburg - Lebanon - Carlisle |
| Delaware | Philadelphia |
| Erie | Erie |
| Fayette | Pittsburgh |
| Lackawanna | Scranton - Wilkes-Barre |

| County | Metropolitan Area |
|---|---|
| Lancaster | Lancaster |
| Lebanon | Harrisburg - Lebanon - Carlisle |
| Lehigh | Allentown - Bethlehem - Easton |
| Luzerne | Scranton - Wilkes-Barre |
| Lycoming | Williamsport |
| Mercer | Sharon |
| Monroe | Scranton - Wilkes-Barre |
| Montgomery | Philadelphia |
| Northampton | Allentown - Bethlehem - Easton |
| Perry | Harrisburg - Lebanon - Carlisle |
| Philadelphia | Philadelphia |
| Somerset | Johnstown |
| Washington | Pittsburgh |
| Westmoreland | Pittsburgh |
| Wyoming | Scranton - Wilkes-Barre |
| York | York |

# PENNSYLVANIA

### KEY

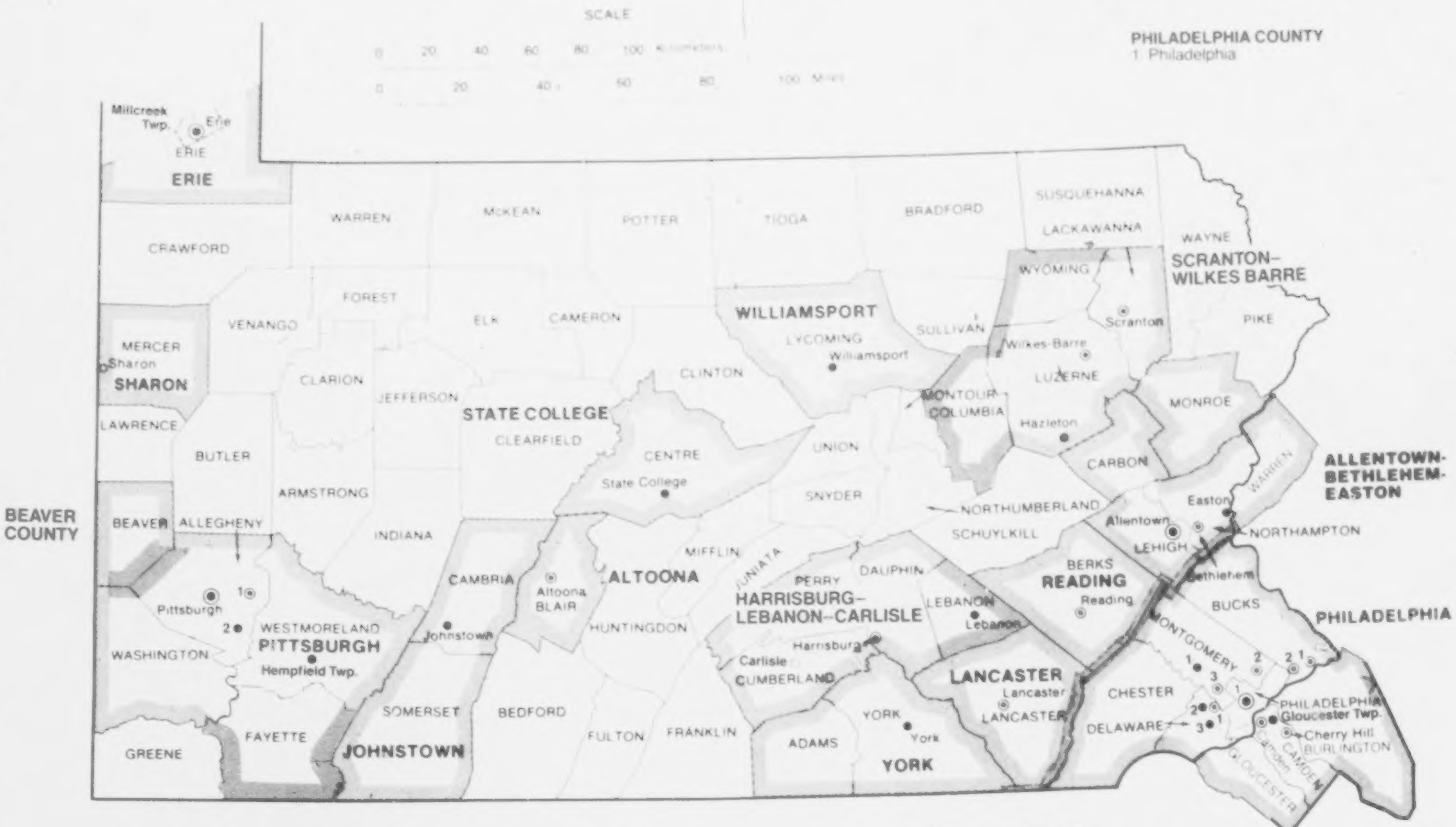
**ALLEGHENY COUNTY**
1. Penn Hills
2. McKeesport

**MONTGOMERY COUNTY**
1. Norristown
2. Abingdon Twp
3. Lower Merion Twp

**BUCKS COUNTY**
1. Bristol Twp
2. Bensalem Twp

**DELAWARE COUNTY**
1. Haverford Twp
2. Upper Darby
3. Chester Twp

**PHILADELPHIA COUNTY**
1. Philadelphia


SCALE
0 20 40 60 80 100 Kilometers
0 20 40 60 80 100 Miles
Millcreek Twp.
Erie
ERIE
CRAWFORD
WARREN
McKEAN
POTTER
TIOGA
BRADFORD
SUSQUEHANNA
LACKAWANNA
WAYNE
SCRANTON–WILKES BARRE
PIKE
WYOMING
Scranton
MERCER
Sharon
SHARON
VENANGO
FOREST
ELK
CAMERON
WILLIAMSPORT
LYCOMING
Williamsport
SULLIVAN
Wilkes-Barre
LUZERNE
MONROE
LAWRENCE
CLARION
JEFFERSON
STATE COLLEGE
CLEARFIELD
CLINTON
MONTOUR
COLUMBIA
Hazleton
CARBON
WARREN
ALLENTOWN-BETHLEHEM-EASTON
BUTLER
ARMSTRONG
CENTRE
State College
UNION
SNYDER
NORTHUMBERLAND
Easton
Allentown
NORTHAMPTON
LEHIGH
SCHUYLKILL
BEAVER COUNTY
BEAVER
ALLEGHENY
INDIANA
MIFFLIN
JUNIATA
PERRY
DAUPHIN
BERKS
READING
Reading
Bethlehem
BUCKS
PHILADELPHIA
Pittsburgh
1
2
WESTMORELAND
PITTSBURGH
Hempfield Twp.
WASHINGTON
CAMBRIA
Johnstown
Altoona
BLAIR
ALTOONA
HUNTINGDON
HARRISBURG–LEBANON–CARLISLE
LEBANON
Lebanon
Harrisburg
Carlisle
CUMBERLAND
MONTGOMERY
LANCASTER
Lancaster
CHESTER
DELAWARE
PHILADELPHIA
Gloucester Twp.
Cherry Hill
BURLINGTON
Camden
CAMDEN
GLOUCESTER
GREENE
FAYETTE
SOMERSET
JOHNSTOWN
BEDFORD
FULTON
FRANKLIN
ADAMS
YORK
York

**LEGEND**

- ▨ Metropolitan statistical area (MSA)
- ◉ Place of 100,000 or more inhabitants
- ⊙ Place of 50,000 to 100,000 inhabitants
- ● Place of 25,000 to 50,000 inhabitants
- ○ MSA central city of fewer than 25,000 inhabitants

State capital underlined

**PHILADELPHIA-WILMINGTON-TRENTON, PA-NJ-DE-MD CMSA contains MSAs:**
Philadelphia, PA-NJ
Trenton, NJ
Vineland-Millville-Bridgeton, NJ
Wilmington, DE

**PITTSBURGH–BEAVER VALLEY CMSA contains MSAs:**
Beaver County, PA
Pittsburgh, PA

# RHODE ISLAND

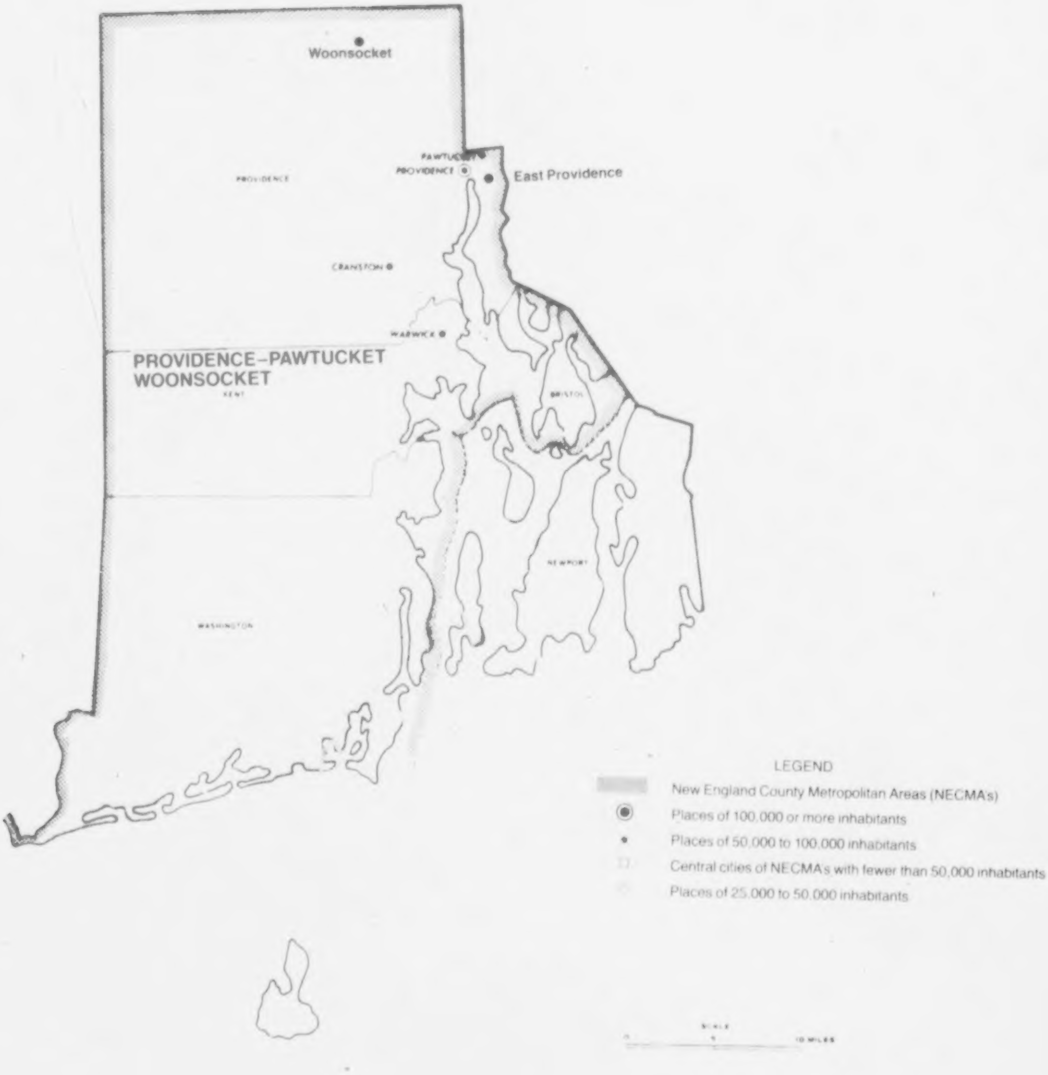
## METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/90 POPULATION (Thousands) | 12/31/90 HOUSEHOLDS (Thousands) | 1990 EFFECTIVE BUYING INCOME ($000) | 1990 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| PROVIDENCE - PAWTUCKET - WOONSOCKET | 921.4 | 347.2 | 13,161,017 | 6,621,140 | .3714 |

| County | Metropolitan Area |
|---|---|
| Bristol | Providence - Pawtucket - Woonsocket |
| Kent | Providence - Pawtucket - Woonsocket |
| Providence | Providence - Pawtucket - Woonsocket |
| Washington | Providence - Pawtucket - Woonsocket |

# RHODE ISLAND


Woonsocket
PAWTUCKET
PROVIDENCE
East Providence
PROVIDENCE
CRANSTON
WARWICK
PROVIDENCE–PAWTUCKET
WOONSOCKET
KENT
BRISTOL
NEWPORT
WASHINGTON
LEGEND
New England County Metropolitan Areas (NECMA's)
Places of 100,000 or more inhabitants
Places of 50,000 to 100,000 inhabitants
Central cities of NECMA's with fewer than 50,000 inhabitants
Places of 25,000 to 50,000 inhabitants
SCALE
0
5
10 MILES

# SOUTH CAROLINA

## METROPOLITAN DATA SUMMARY

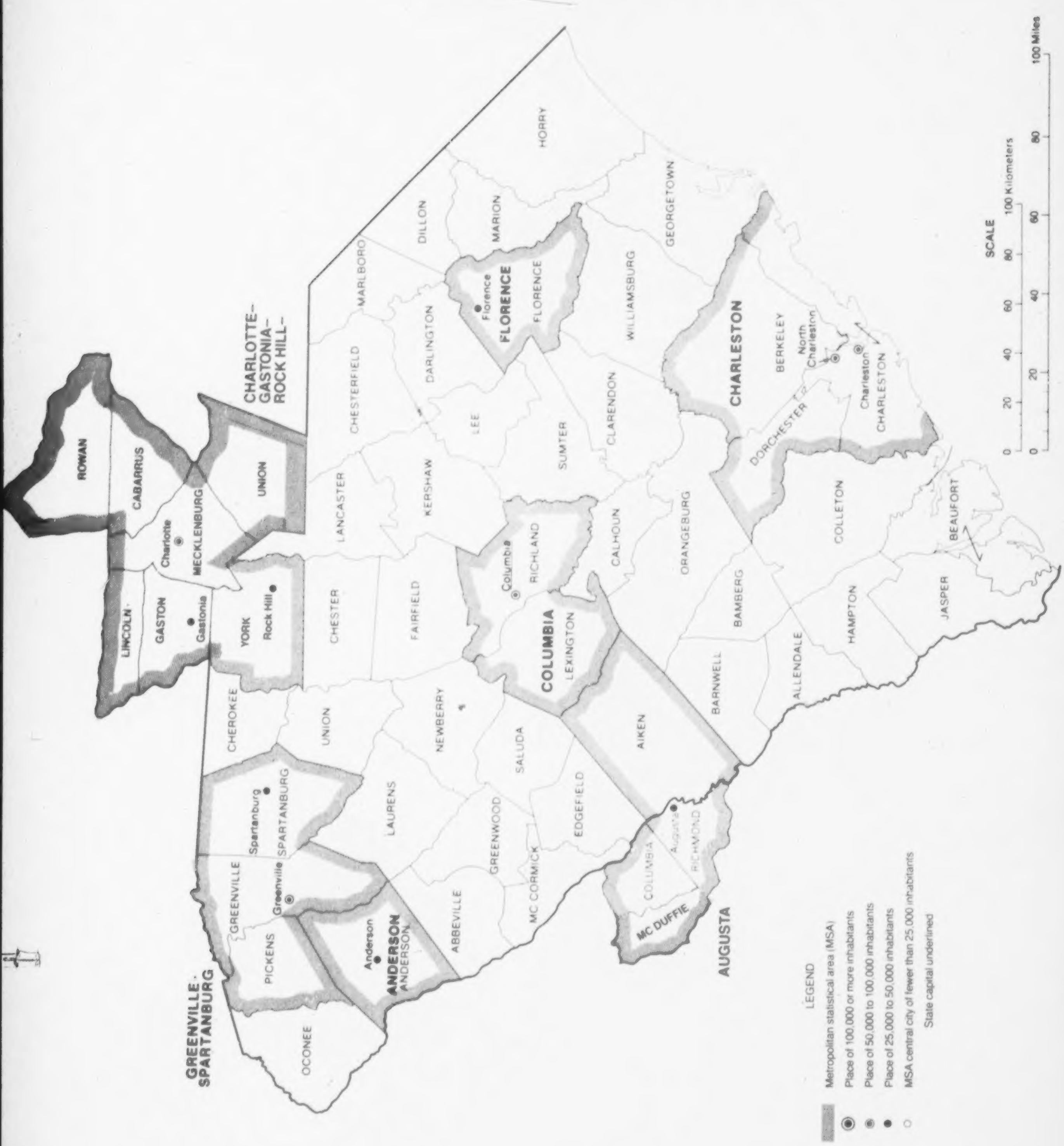
(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/90 POPULATION (Thousands) | 12/31/90 HOUSEHOLDS (Thousands) | 1990 EFFECTIVE BUYING INCOME ($000) | 1990 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| ANDERSON | 146.2 | 55.9 | 1,696,256 | 1,030,588 | .0530 |
| CHARLESTON | 515.5 | 180.8 | 5,887,990 | 3,615,870 | .1851 |
| CHARLOTTE - GASTONIA - ROCK HILL | 1,181.4 | 448.3 | 15,830,970 | 8,769,068 | .4657 |
| COLUMBIA | 458.3 | 165.1 | 6,283,329 | 3,545,143 | .1851 |
| FLORENCE | 114.8 | 40.4 | 1,129,286 | 973,645 | .0414 |
| GREENVILLE - SPARTANBURG | 647.5 | 243.5 | 7,798,861 | 4,816,106 | .2431 |

| County | Metropolitan Area |
|---|---|
| Aiken | Augusta, Ga. |
| Anderson | Anderson |
| Berkeley | Charleston |
| Charleston | Charleston |
| Dorchester | Charleston |
| Florence | Florence |

| County | Metropolitan Area |
|---|---|
| Greenville | Greenville - Spartanburg |
| Lexington | Columbia |
| Pickens | Greenville - Spartanburg |
| Richland | Columbia |
| Spartanburg | Greenville - Spartanburg |
| York | Charlotte - Gastonia - Rock Hill |

# SOUTH CAROLINA

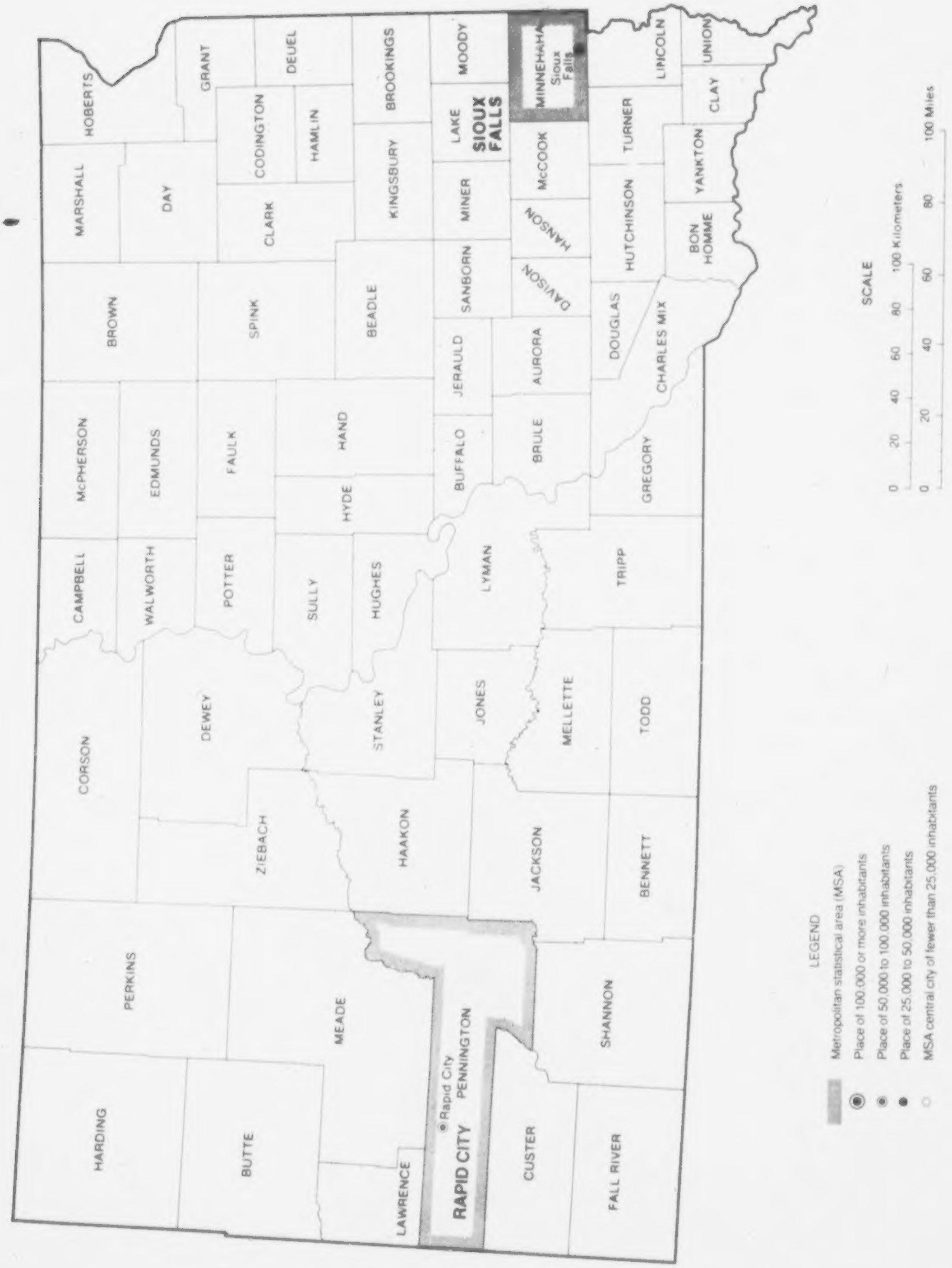

ROWAN
CABARRUS
MECKLENBURG
Charlotte
UNION
LINCOLN
GASTON
Gastonia
YORK
Rock Hill
CHARLOTTE-GASTONIA-ROCK HILL-
HORRY
GEORGETOWN
MARION
DILLON
MARLBORO
FLORENCE
Florence
WILLIAMSBURG
CHARLESTON
BERKELEY
North Charleston
Charleston
DORCHESTER
CHESTERFIELD
DARLINGTON
LEE
SUMTER
CLARENDON
LANCASTER
KERSHAW
COLLETON
BEAUFORT
ORANGEBURG
CALHOUN
RICHLAND
Columbia
COLUMBIA
LEXINGTON
CHESTER
FAIRFIELD
BAMBERG
JASPER
HAMPTON
ALLENDALE
BARNWELL
AIKEN
CHEROKEE
UNION
NEWBERRY
SALUDA
EDGEFIELD
Augusta
RICHMOND
COLUMBIA
MC DUFFIE
AUGUSTA
LAURENS
GREENWOOD
MC CORMICK
ABBEVILLE
SPARTANBURG
Spartanburg
GREENVILLE
Greenville
PICKENS
ANDERSON
Anderson
OCONEE
GREENVILLE-SPARTANBURG
SCALE
0
20
40
60
80
100 Kilometers
0
20
40
60
80
100 Miles
LEGEND
Metropolitan statistical area (MSA)
Place of 100,000 or more inhabitants
Place of 50,000 to 100,000 inhabitants
Place of 25,000 to 50,000 inhabitants
MSA central city of fewer than 25,000 inhabitants
State capital underlined

# SOUTH DAKOTA
## METROPOLITAN DATA SUMMARY
(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/90 POPULATION (Thousands) | 12/31/90 HOUSEHOLDS (Thousands) | 1990 EFFECTIVE BUYING INCOME ($000) | 1990 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| RAPID CITY | 82.4 | 31.0 | 1,119,960 | 830,083 | **.0364** |
| SIOUX FALLS | 125.1 | 48.2 | 1,919,301 | 1,225,198 | **.0578** |

| County | Metropolitan Area |
|---|---|
| Minnehaha | Sioux Falls |
| Pennington | Rapid City |

# SOUTH DAKOTA



HARDING
BUTTE
LAWRENCE
RAPID CITY
Rapid City
PENNINGTON
CUSTER
FALL RIVER
PERKINS
MEADE
SHANNON
CORSON
ZIEBACH
HAAKON
JACKSON
BENNETT
DEWEY
STANLEY
JONES
MELLETTE
TODD
CAMPBELL
WALWORTH
POTTER
SULLY
HUGHES
LYMAN
TRIPP
McPHERSON
EDMUNDS
FAULK
HAND
HYDE
BUFFALO
BRULE
GREGORY
BROWN
SPINK
BEADLE
JERAULD
AURORA
DOUGLAS
CHARLES MIX
MARSHALL
DAY
CLARK
KINGSBURY
MINER
SANBORN
HANSON
DAVISON
HUTCHINSON
BON HOMME
ROBERTS
GRANT
CODINGTON
HAMLIN
DEUEL
BROOKINGS
LAKE
MOODY
SIOUX FALLS
MINNEHAHA
Sioux Falls
McCOOK
TURNER
LINCOLN
UNION
CLAY
YANKTON
SCALE
0 20 40 60 80 100 Kilometers
0 20 40 60 80 100 Miles
LEGEND
Metropolitan statistical area (MSA)
Place of 100,000 or more inhabitants
Place of 50,000 to 100,000 inhabitants
Place of 25,000 to 50,000 inhabitants
MSA central city of fewer than 25,000 inhabitants

# TENNESSEE

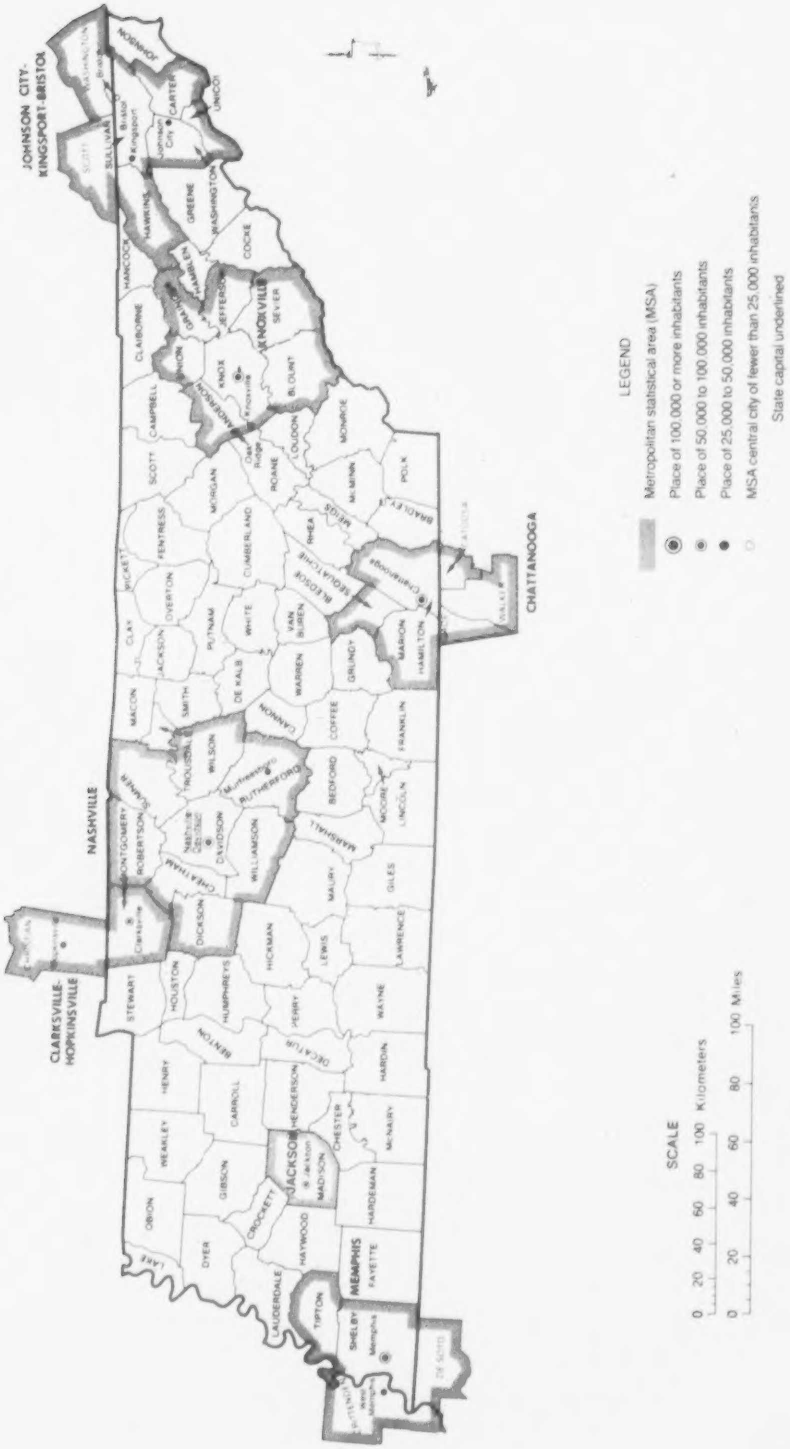
## METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/90 POPULATION (Thousands) | 12/31/90 HOUSEHOLDS (Thousands) | 1990 EFFECTIVE BUYING INCOME ($000) | 1990 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| CHATTANOOGA | 435.2 | 167.1 | 5,147,810 | 3,008,397 | **.1583** |
| CLARKSVILLE - HOPKINSVILLE | 170.6 | 56.4 | 1,742,055 | 1,026,950 | **.0556** |
| JACKSON | 78.1 | 29.7 | 934,295 | 652,990 | **.0304** |
| JOHNSON CITY - KINGSPORT - BRISTOL | 436.4 | 170.6 | 5,077,803 | 2,574,211 | **.1501** |
| KNOXVILLE | 608.4 | 239.3 | 7,601,304 | 4,776,261 | **.2362** |
| MEMPHIS | 990.6 | 360.3 | 12,106,512 | 7,055,066 | **.3692** |
| NASHVILLE | 997.5 | 380.5 | 14,218,795 | 7,838,318 | **.4131** |

| County | Metropolitan Area |
|---|---|
| Anderson | Knoxville |
| Blount | Knoxville |
| Carter | Johnson City - Kingsport - Bristol |
| Cheatham | Nashville |
| Davidson | Nashville |
| Dickson | Nashville |
| Grainger | Knoxville |
| Hamilton | Chattanooga |
| Hawkins | Johnson City - Kingsport - Bristol |
| Jefferson | Knoxville |
| Knox | Knoxville |
| Madison | Jackson |
| Marion | Chattanooga |
| Montgomery | Clarksville - Hopkinsville |
| Robertson | Nashville |
| Rutherford | Nashville |
| Sequatchie | Chattanooga |
| Sevier | Knoxville |
| Shelby | Memphis |
| Sullivan | Johnson City - Kingsport - Bristol |
| Sumner | Nashville |
| Tipton | Memphis |
| Unicoi | Johnson City - Kingsport - Bristol |
| Union | Knoxville |
| Washington | Johnson City - Kingsport - Bristol |
| Williamson | Nashville |
| Wilson | Nashville |

# TENNESSEE


JOHNSON CITY-KINGSPORT-BRISTOL
KNOXVILLE
CHATTANOOGA
NASHVILLE
CLARKSVILLE-HOPKINSVILLE
JACKSON
MEMPHIS
JOHNSON
CARTER
UNICOI
SULLIVAN
SCOTT
WASHINGTON
Bristol
Kingsport
Johnson City
HAWKINS
GREENE
HANCOCK
HAMBLEN
COCKE
GRAINGER
JEFFERSON
SEVIER
CLAIBORNE
UNION
KNOX
Knoxville
BLOUNT
CAMPBELL
ANDERSON
Oak Ridge
LOUDON
MONROE
ROANE
MORGAN
McMINN
POLK
FENTRESS
CUMBERLAND
MEIGS
RHEA
BRADLEY
CATOOSA
PICKETT
OVERTON
BLEDSOE
SEQUATCHIE
Chattanooga
HAMILTON
WALKER
CLAY
JACKSON
PUTNAM
WHITE
VAN BUREN
MARION
GRUNDY
MACON
SMITH
DE KALB
WARREN
CANNON
COFFEE
FRANKLIN
TROUSDALE
WILSON
SUMNER
Murfreesboro
RUTHERFORD
BEDFORD
MOORE
LINCOLN
ROBERTSON
MONTGOMERY
Nashville
DAVIDSON
WILLIAMSON
MARSHALL
GILES
CHEATHAM
DICKSON
MAURY
Clarksville
CHRISTIAN
Hopkinsville
STEWART
HOUSTON
HUMPHREYS
HICKMAN
LEWIS
LAWRENCE
PERRY
WAYNE
BENTON
DECATUR
HENRY
CARROLL
HENDERSON
HARDIN
WEAKLEY
CHESTER
McNAIRY
Jackson
MADISON
GIBSON
OBION
CROCKETT
HARDEMAN
LAKE
DYER
HAYWOOD
FAYETTE
LAUDERDALE
TIPTON
SHELBY
Memphis
DE SOTO
CRITTENDEN
West Memphis
LEGEND
Metropolitan statistical area (MSA)
Place of 100,000 or more inhabitants
Place of 50,000 to 100,000 inhabitants
Place of 25,000 to 50,000 inhabitants
MSA central city of fewer than 25,000 inhabitants
State capital underlined
SCALE
0 20 40 60 80 100 Kilometers
0 20 40 60 80 100 Miles

# TEXAS

## METROPOLITAN DATA SUMMARY

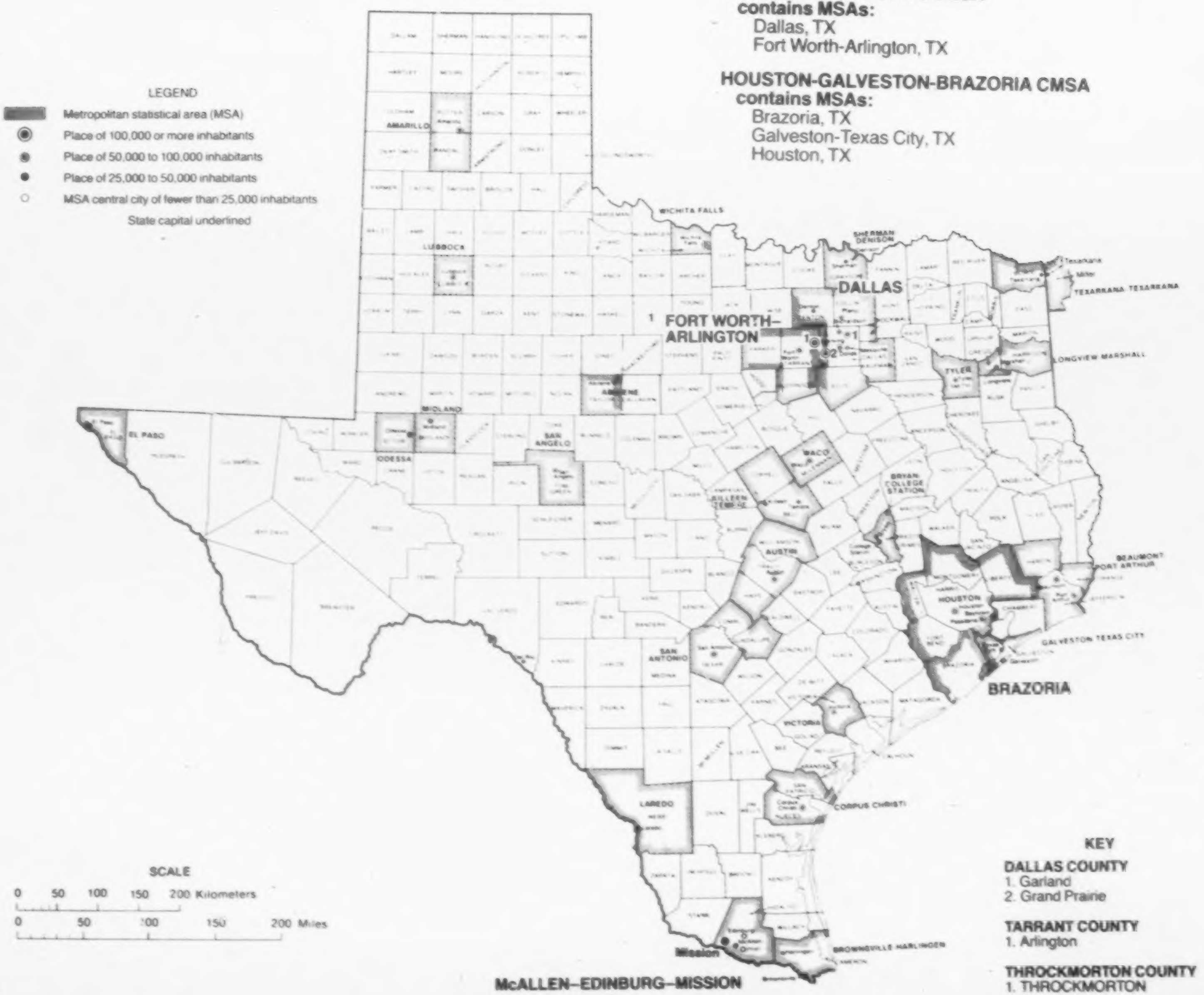
(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/90 POPULATION (Thousands) | 12/31/90 HOUSEHOLDS (Thousands) | 1990 EFFECTIVE BUYING INCOME ($000) | 1990 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| ABILENE | 119.5 | 43.2 | 1,318,876 | 888,838 | .0431 |
| AMARILLO | 188.0 | 72.1 | 2,511,079 | 1,872,807 | .0821 |
| AUSTIN | 798.0 | 310.4 | 11,352,636 | 6,132,077 | .3274 |
| BEAUMONT - PORT ARTHUR | 359.1 | 133.5 | 4,748,361 | 2,578,487 | .1392 |
| BRAZORIA | 192.7 | 64.4 | 2,786,675 | 1,085,656 | .0732 |
| BROWNSVILLE - HARLINGEN | 263.0 | 74.1 | 1,853,659 | 1,351,997 | .0699 |
| BRYAN - COLLEGE STATION | 122.9 | 44.2 | 1,342,520 | 786,988 | .0420 |
| CORPUS CHRISTI | 350.5 | 118.7 | 3,730,891 | 2,320,447 | .1198 |
| DALLAS | 2,602.9 | 973.5 | 39,928,464 | 23,294,124 | 1.1648 |
| *DALLAS - FORT WORTH CONSOLIDATED AREA* | *3,963.9* | *1,479.6* | *60,083,408* | *34,245,048* | *1.7431* |
| EL PASO | 602.6 | 181.8 | 5,372,915 | 3,561,693 | .1839 |
| FORT WORTH - ARLINGTON | 1,361.0 | 506.1 | 20,154,944 | 10,950,924 | .5783 |
| GALVESTON - TEXAS CITY | 218.3 | 81.8 | 2,979,483 | 1,488,311 | .0846 |
| HOUSTON | 3,331.2 | 1,196.7 | 46,419,042 | 24,203,143 | 1.3305 |
| *HOUSTON - GALVESTON - BRAZORIA CONSOLIDATED AREA* | *3,742.2* | *1,342.9* | *52,185,200* | *26,777,110* | *1.4883* |
| KILLEEN - TEMPLE | 258.2 | 85.0 | 2,777,272 | 1,357,002 | .0828 |
| LAREDO | 135.6 | 35.1 | 848,630 | 824,554 | .0367 |
| LONGVIEW - MARSHALL | 162.6 | 60.8 | 1,946,552 | 1,342,747 | .0630 |
| LUBBOCK | 224.1 | 82.1 | 2,597,744 | 1,975,744 | .0878 |
| McALLEN - EDINBURG - MISSION | 393.0 | 106.1 | 2,546,346 | 1,872,253 | .0988 |
| MIDLAND | 107.4 | 39.2 | 1,586,201 | 821,738 | .0449 |
| ODESSA | 118.0 | 42.0 | 1,483,154 | 842,107 | .0446 |
| SAN ANGELO | 99.3 | 35.7 | 1,242,038 | 677,851 | .0369 |
| SAN ANTONIO | 1,324.0 | 458.8 | 15,038,973 | 9,157,490 | .4723 |
| SHERMAN - DENISON | 95.0 | 36.8 | 1,180,534 | 763,484 | .0370 |
| TEXARKANA | 120.4 | 45.0 | 1,303,254 | 894,116 | .0430 |
| TYLER | 152.9 | 57.4 | 1,984,756 | 1,250,693 | .0614 |
| VICTORIA | 74.3 | 26.2 | 874,397 | 566,608 | .0278 |
| WACO | 189.9 | 70.5 | 2,106,821 | 1,354,869 | .0676 |
| WICHITA FALLS | 122.0 | 45.1 | 1,372,357 | 944,547 | .0451 |

| County | Metropolitan Area |
|---|---|
| Bell | Killeen - Temple |
| Bexar | San Antonio |
| Bowie | Texarkana |
| Brazoria | Brazoria |
| Brazos | Bryan - College Station |
| Cameron | Brownsville - Harlingen |
| Collin | Dallas |
| Comal | San Antonio |
| Coryell | Killeen - Temple |
| Dallas | Dallas |
| Denton | Dallas |
| Ector | Odessa |
| Ellis | Dallas |
| El Paso | El Paso |
| Fort Bend | Houston |
| Galveston | Galveston - Texas City |
| Grayson | Sherman - Denison |
| Gregg | Longview - Marshall |
| Guadalupe | San Antonio |
| Hardin | Beaumont - Port Arthur |
| Harris | Houston |
| Harrison | Longview - Marshall |
| Hays | Austin |
| Hidalgo | McAllen - Edinburg - Mission |
| Jefferson | Beaumont - Port Arthur |

| County | Metropolitan Area |
|---|---|
| Johnson | Fort Worth - Arlington |
| Kaufman | Dallas |
| Liberty | Houston |
| Lubbock | Lubbock |
| McLennan | Waco |
| Midland | Midland |
| Montgomery | Houston |
| Nueces | Corpus Christi |
| Orange | Beaumont - Port Arthur |
| Parker | Fort Worth - Arlington |
| Potter | Amarillo |
| Randall | Amarillo |
| Rockwall | Dallas |
| San Patricio | Corpus Christi |
| Smith | Tyler |
| Tarrant | Fort Worth - Arlington |
| Taylor | Abilene |
| Tom Green | San Angelo |
| Travis | Austin |
| Victoria | Victoria |
| Waller | Houston |
| Webb | Laredo |
| Wichita | Wichita Falls |
| Williamson | Austin |

# TEXAS



**DALLAS-FORT WORTH CMSA**
**contains MSAs:**
Dallas, TX
Fort Worth-Arlington, TX

**HOUSTON-GALVESTON-BRAZORIA CMSA**
**contains MSAs:**
Brazoria, TX
Galveston-Texas City, TX
Houston, TX

LEGEND

- ▨ Metropolitan statistical area (MSA)
- ◉ Place of 100,000 or more inhabitants
- ● Place of 50,000 to 100,000 inhabitants
- • Place of 25,000 to 50,000 inhabitants
- ○ MSA central city of fewer than 25,000 inhabitants
- State capital underlined

KEY

**DALLAS COUNTY**
1. Garland
2. Grand Prairie

**TARRANT COUNTY**
1. Arlington

**THROCKMORTON COUNTY**
1. THROCKMORTON

AMARILLO
LUBBOCK
WICHITA FALLS
SHERMAN DENISON
DALLAS
FORT WORTH-ARLINGTON
1
TEXARKANA TEXARKANA
Texarkana
LONGVIEW MARSHALL
TYLER
ABILENE
MIDLAND
ODESSA
EL PASO
SAN ANGELO
WACO
KILLEEN TEMPLE
BRYAN COLLEGE STATION
AUSTIN
SAN ANTONIO
HOUSTON
BEAUMONT PORT ARTHUR
GALVESTON TEXAS CITY
BRAZORIA
VICTORIA
CORPUS CHRISTI
LAREDO
BROWNSVILLE HARLINGEN
Mission
McALLEN–EDINBURG–MISSION
SCALE
0 50 100 150 200 Kilometers
0 50 100 150 200 Miles

# UTAH

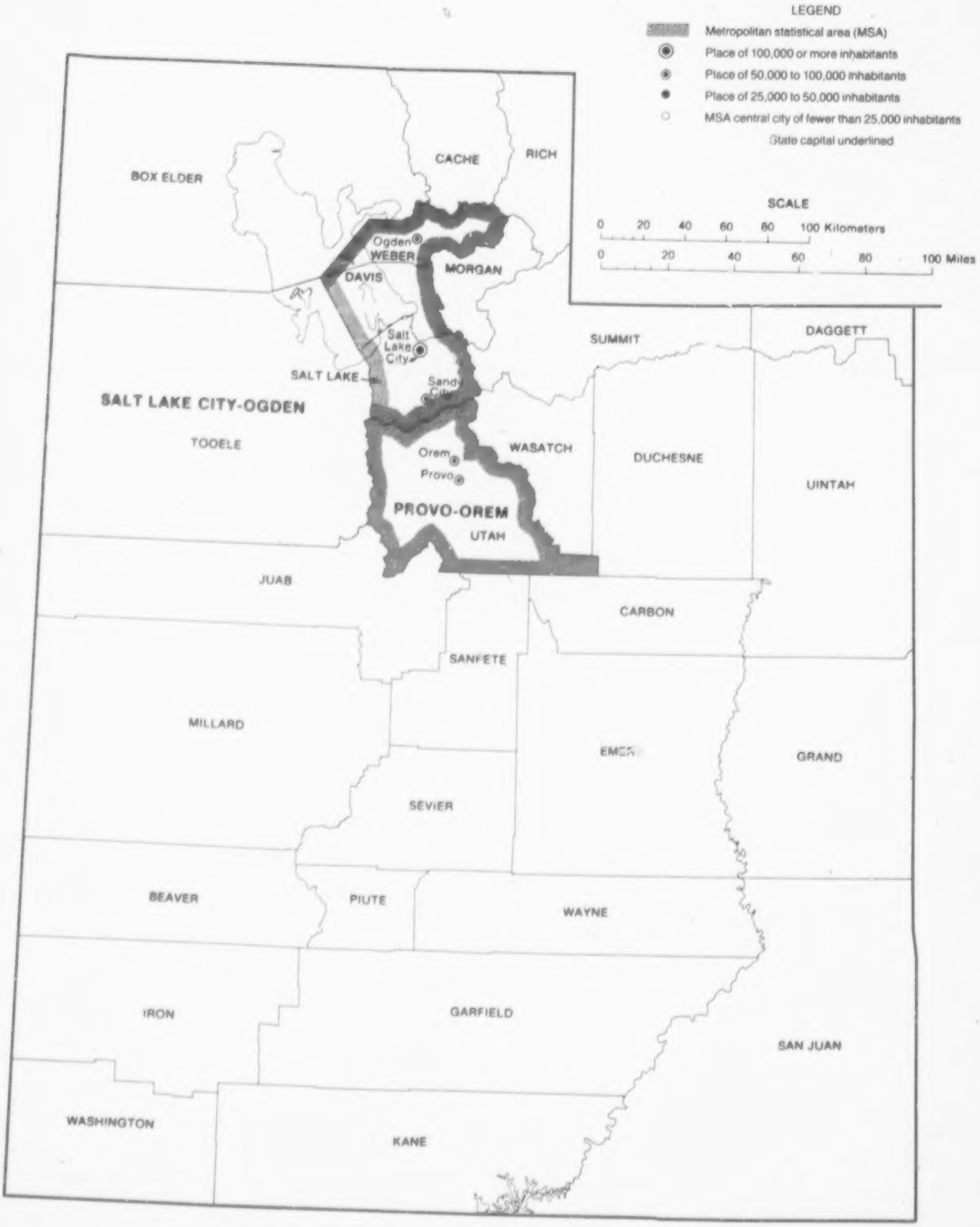
## METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/90 POPULATION (Thousands) | 12/31/90 HOUSEHOLDS (Thousands) | 1990 EFFECTIVE BUYING INCOME ($000) | 1990 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| PROVO - OREM | 266.4 | 71.0 | 2,104,284 | 1,217,584 | .0715 |
| SALT LAKE CITY - OGDEN | 1,083.2 | 351.1 | 12,019,734 | 7,558,308 | .3838 |

| County | Metropolitan Area |
|---|---|
| Davis | Salt Lake City - Ogden |
| Salt Lake | Salt Lake City - Ogden |
| Utah | Provo - Orem |
| Weber | Salt Lake City - Ogden |

# UTAH


LEGEND
▨ Metropolitan statistical area (MSA)
◉ Place of 100,000 or more inhabitants
◉ Place of 50,000 to 100,000 inhabitants
● Place of 25,000 to 50,000 inhabitants
○ MSA central city of fewer than 25,000 inhabitants
State capital underlined
SCALE
0 20 40 60 80 100 Kilometers
0 20 40 60 80 100 Miles
BOX ELDER
CACHE
RICH
Ogden
WEBER
DAVIS
MORGAN
Salt Lake City
SALT LAKE
Sandy City
SUMMIT
DAGGETT
SALT LAKE CITY-OGDEN
TOOELE
Orem
Provo
WASATCH
DUCHESNE
UINTAH
PROVO-OREM
UTAH
JUAB
CARBON
SANPETE
MILLARD
EMERY
GRAND
SEVIER
BEAVER
PIUTE
WAYNE
IRON
GARFIELD
SAN JUAN
WASHINGTON
KANE

# VERMONT

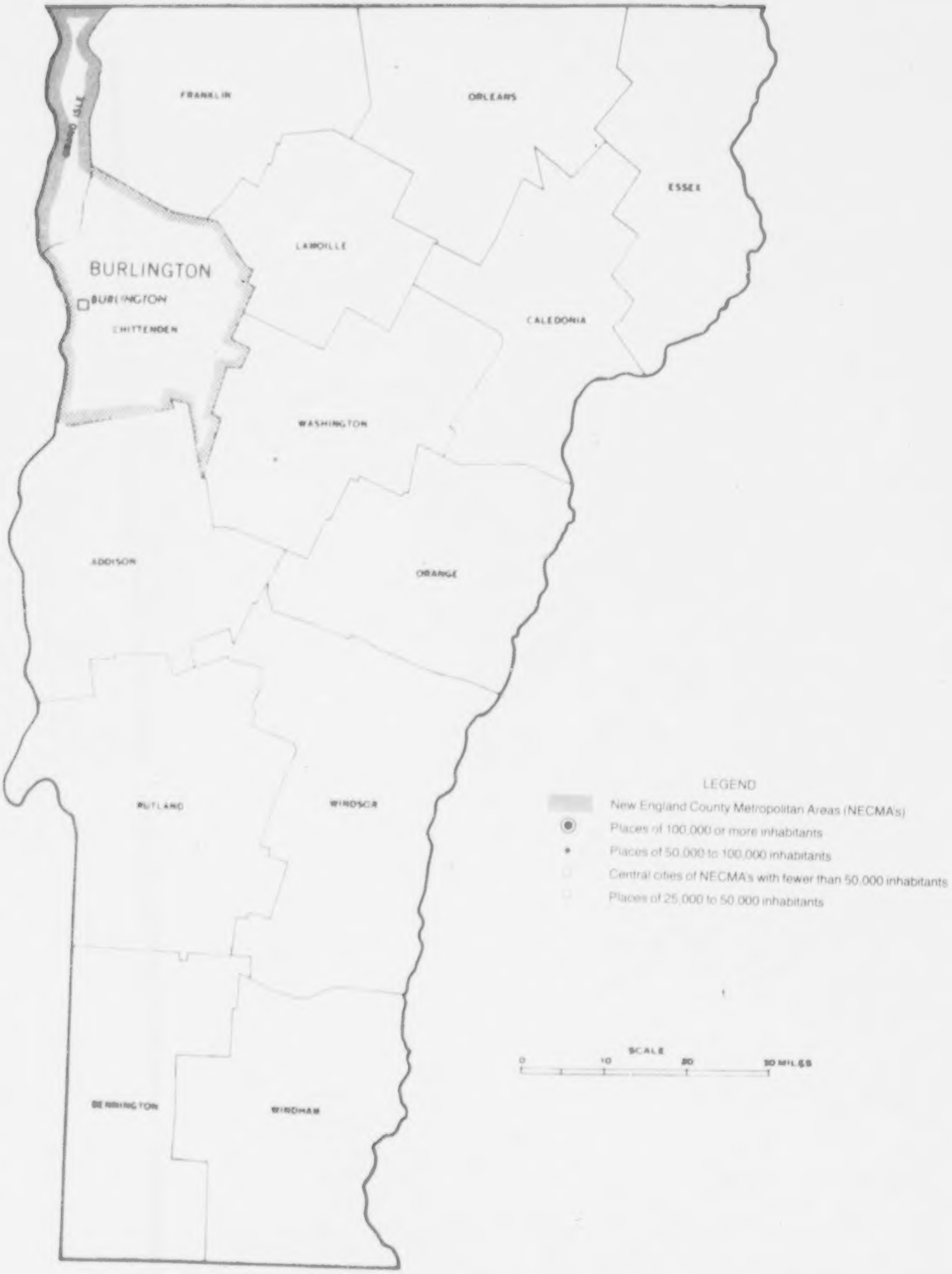
## METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/90 POPULATION (Thousands) | 12/31/90 HOUSEHOLDS (Thousands) | 1990 EFFECTIVE BUYING INCOME ($000) | 1990 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| BURLINGTON | 138.7 | 51.1 | 2,126,575 | 1,203,789 | .0614 |

| County | Metropolitan Area |
|---|---|
| Chittenden | Burlington |
| Grand Isle | Burlington |

# VERMONT


GRAND ISLE
FRANKLIN
ORLEANS
ESSEX
LAMOILLE
BURLINGTON
BURLINGTON
CHITTENDEN
CALEDONIA
WASHINGTON
ADDISON
ORANGE
RUTLAND
WINDSOR
BENNINGTON
WINDHAM
LEGEND
New England County Metropolitan Areas (NECMA's)
Places of 100,000 or more inhabitants
Places of 50,000 to 100,000 inhabitants
Central cities of NECMA's with fewer than 50,000 inhabitants
Places of 25,000 to 50,000 inhabitants
SCALE
0
10
20
30 MILES

# VIRGINIA

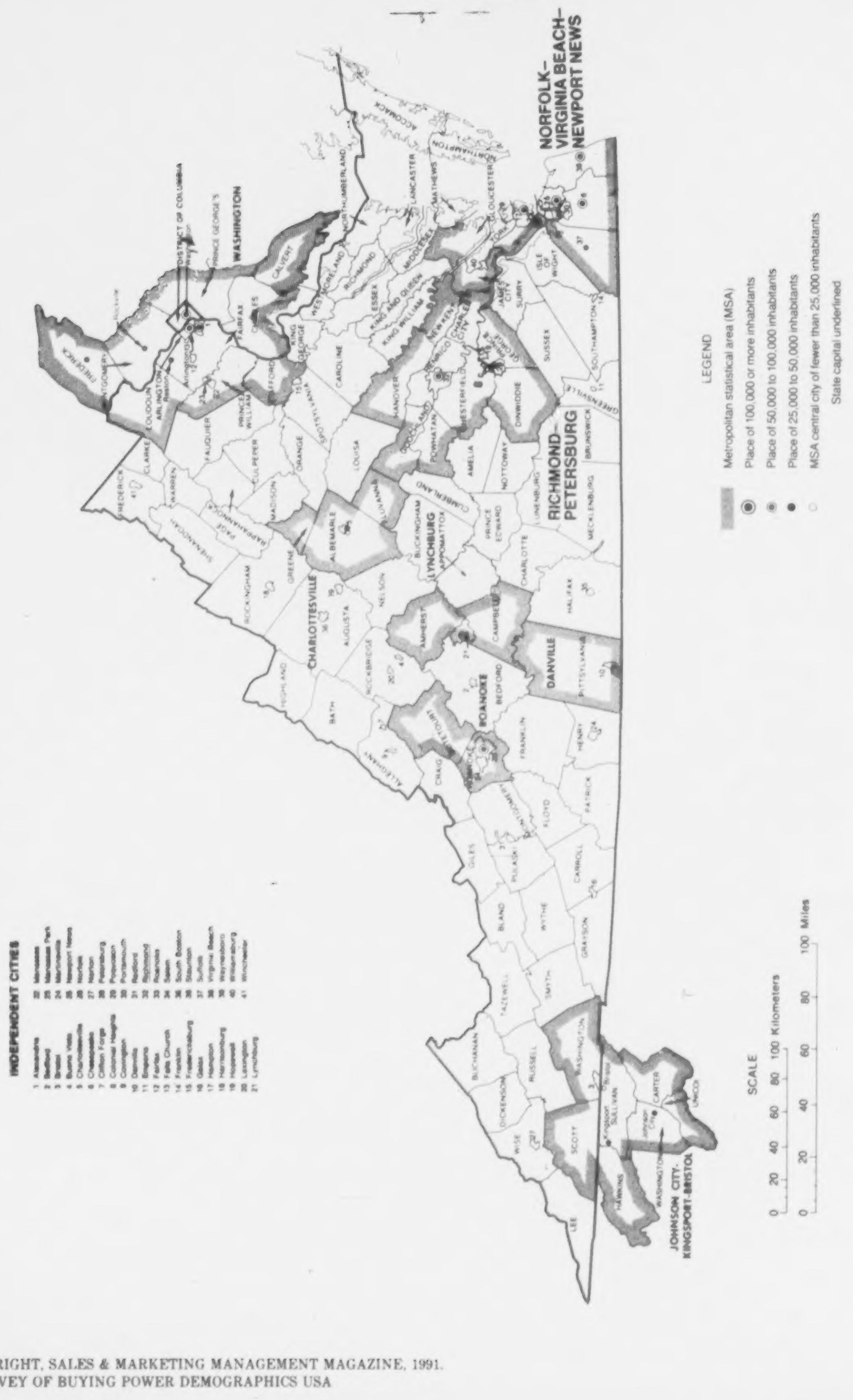
## METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/90 POPULATION (Thousands) | 12/31/90 HOUSEHOLDS (Thousands) | 1990 EFFECTIVE BUYING INCOME ($000) | 1990 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| CHARLOTTESVILLE | 132.6 | 49.3 | 1,793,704 | 1,125,121 | .0547 |
| DANVILLE | 108.4 | 42.2 | 1,237,974 | 692,645 | .0378 |
| LYNCHBURG | 142.3 | 52.9 | 1,769,024 | 1,047,844 | .0541 |
| NORFOLK - VIRGINIA BEACH - NEWPORT NEWS | 1,419.4 | 502.2 | 18,355,870 | 10,395,293 | .5479 |
| RICHMOND - PETERSBURG | 875.4 | 335.6 | 13,307,646 | 7,095,761 | .3778 |
| ROANOKE | 224.8 | 89.8 | 2,982,855 | 2,177,387 | .0968 |

| County | Metropolitan Area |
|---|---|
| Albemarle | Charlottesville |
| Alexandria city | Washington, D. C. |
| Amherst | Lynchburg |
| Arlington | Washington, D. C. |
| Botetourt | Roanoke |
| Bristol city | Johnson City - Kingsport - Bristol, Tenn. |
| Campbell | Lynchburg |
| Charles City | Richmond - Petersburg |
| Charlottesville city | Charlottesville |
| Chesapeake city | Norfolk - Virginia Beach - Newport News |
| Chesterfield | Richmond - Petersburg |
| Colonial Heights city | Richmond - Petersburg |
| Danville city | Danville |
| Dinwiddie | Richmond - Petersburg |
| Fairfax | Washington, D. C. |
| Fairfax city | Washington, D. C. |
| Falls Church city | Washington, D. C. |
| Fluvanna | Charlottesville |
| Gloucester | Norfolk - Virginia Beach - Newport News |
| Goochland | Richmond - Petersburg |
| Greene | Charlottesville |
| Hampton city | Norfolk - Virginia Beach - Newport News |
| Hanover | Richmond - Petersburg |
| Henrico | Richmond - Petersburg |
| Hopewell city | Richmond - Petersburg |
| James City | Norfolk - Virginia Beach - Newport News |
| Loudoun | Washington, D. C. |
| Lynchburg city | Lynchburg |
| Manassas city | Washington, D. C. |
| Manassas Park city | Washington, D. C. |
| New Kent | Richmond - Petersburg |
| Newport News city | Norfolk - Virginia Beach - Newport News |
| Norfolk city | Norfolk - Virginia Beach - Newport News |
| Petersburg city | Richmond - Petersburg |
| Pittsylvania | Danville |
| Poquoson city | Norfolk - Virginia Beach - Newport News |
| Portsmouth city | Norfolk - Virginia Beach - Newport News |
| Powhatan | Richmond - Petersburg |
| Prince George | Richmond - Petersburg |
| Prince William | Washington, D. C. |
| Richmond city | Richmond - Petersburg |
| Roanoke | Roanoke |
| Roanoke city | Roanoke |
| Salem city | Roanoke |
| Scott | Johnson City - Kingsport - Bristol, Tenn. |
| Stafford | Washington, D. C. |
| Suffolk city | Norfolk - Virginia Beach - Newport News |
| Virginia Beach city | Norfolk - Virginia Beach - Newport News |
| Washington | Johnson City - Kingsport - Bristol, Tenn. |
| Williamsburg city | Norfolk - Virginia Beach - Newport News |
| York | Norfolk - Virginia Beach - Newport News |

# VIRGINIA


NORFOLK–VIRGINIA BEACH–NEWPORT NEWS
WASHINGTON
DISTRICT OF COLUMBIA
RICHMOND–PETERSBURG
CHARLOTTESVILLE
LYNCHBURG
DANVILLE
ROANOKE
JOHNSON CITY–KINGSPORT–BRISTOL
LEGEND
Metropolitan statistical area (MSA)
Place of 100,000 or more inhabitants
Place of 50,000 to 100,000 inhabitants
Place of 25,000 to 50,000 inhabitants
MSA central city of fewer than 25,000 inhabitants
State capital underlined
SCALE
0 20 40 60 80 100 Kilometers
0 20 40 60 80 100 Miles
INDEPENDENT CITIES
1 Alexandria
2 Bedford
3 Bristol
4 Buena Vista
5 Charlottesville
6 Chesapeake
7 Clifton Forge
8 Colonial Heights
9 Covington
10 Danville
11 Emporia
12 Fairfax
13 Falls Church
14 Franklin
15 Fredericksburg
16 Galax
17 Hampton
18 Harrisonburg
19 Hopewell
20 Lexington
21 Lynchburg
22 Manassas
23 Manassas Park
24 Martinsville
25 Newport News
26 Norfolk
27 Norton
28 Petersburg
29 Poquoson
30 Portsmouth
31 Radford
32 Richmond
33 Roanoke
34 Salem
35 South Boston
36 Staunton
37 Suffolk
38 Virginia Beach
39 Waynesboro
40 Williamsburg
41 Winchester

# WASHINGTON

## METROPOLITAN DATA SUMMARY

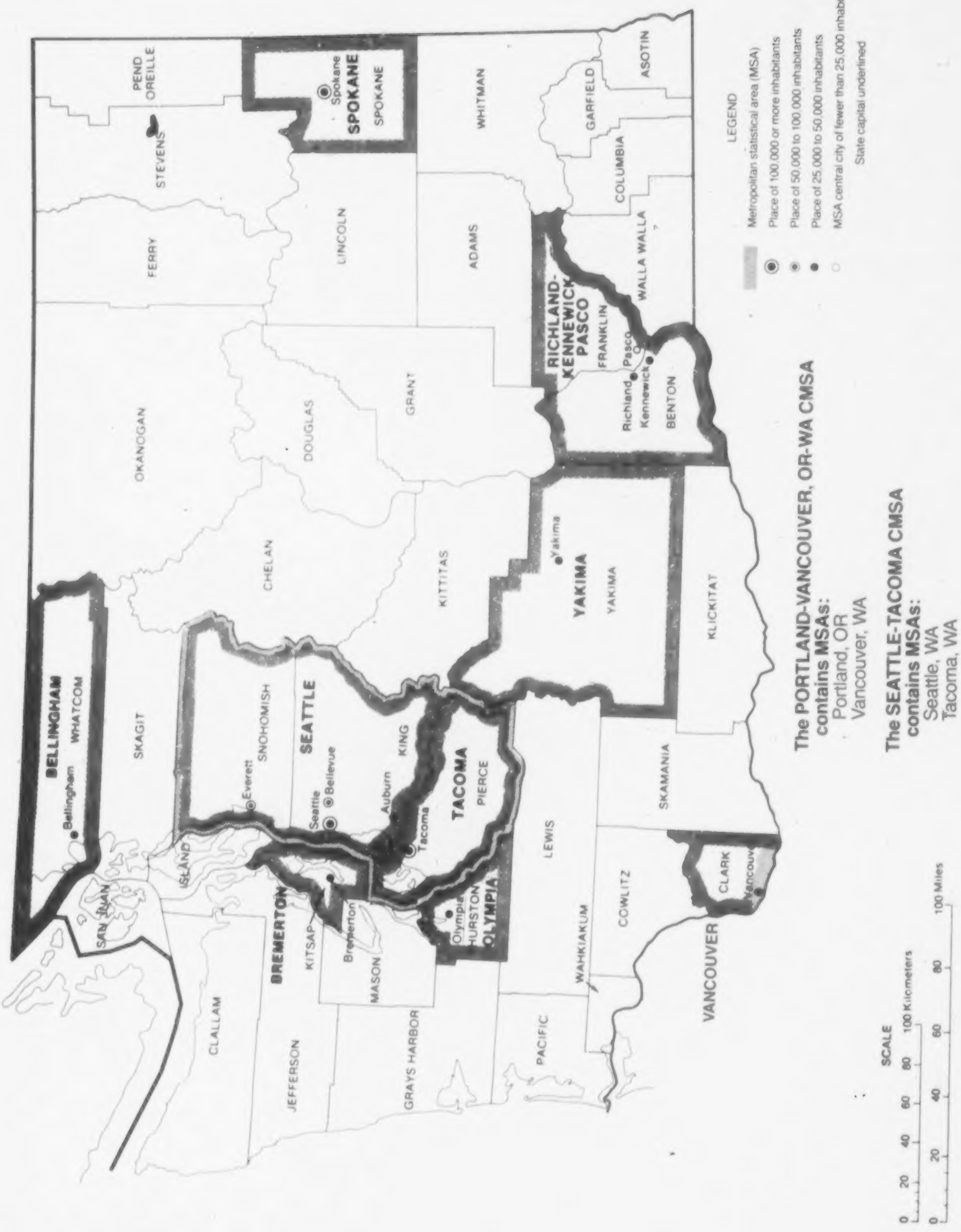
(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/90 POPULATION (Thousands) | 12/31/90 HOUSEHOLDS (Thousands) | 1990 EFFECTIVE BUYING INCOME ($000) | 1990 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| **BELLINGHAM** | 129.6 | 49.3 | 1,532,738 | 1,033,439 | **.0493** |
| **BREMERTON** | 194.2 | 71.0 | 2,564,922 | 1,108,383 | **.0705** |
| **OLYMPIA** | 164.5 | 63.4 | 2,181,693 | 1,137,793 | **.0631** |
| **RICHLAND - KENNEWICK - PASCO** | 150.3 | 54.5 | 2,193,945 | 1,077,127 | **.0612** |
| **SEATTLE** | 2,006.7 | 801.2 | 36,002,961 | 17,680,635 | **.9681** |
| ***SEATTLE - TACOMA CONSOLIDATED AREA*** | *2,601.4* | *1,019.1* | *42,860,605* | *21,747,359* | ***1.1810*** |
| **SPOKANE** | 362.2 | 142.0 | 4,298,036 | 2,989,839 | **.1399** |
| **TACOMA** | 594.7 | 217.9 | 6,857,644 | 4,066,724 | **.2129** |
| **VANCOUVER** | 242.3 | 90.0 | 3,145,290 | 1,328,128 | **.0863** |
| **YAKIMA** | 190.0 | 66.4 | 1,938,205 | 1,192,969 | **.0627** |

| County | Metropolitan Area |
|---|---|
| Benton | Richland - Kennewick - Pasco |
| Clark | Vancouver |
| Franklin | Richland - Kennewick - Pasco |
| King | Seattle |
| Kitsap | Bremerton |
| Pierce | Tacoma |

| County | Metropolitan Area |
|---|---|
| Snohomish | Seattle |
| Spokane | Spokane |
| Thurston | Olympia |
| Whatcom | Bellingham |
| Yakima | Yakima |

# WASHINGTON


PEND OREILLE
STEVENS
SPOKANE
Spokane
SPOKANE
WHITMAN
ASOTIN
GARFIELD
COLUMBIA
WALLA WALLA
FERRY
LINCOLN
ADAMS
RICHLAND-KENNEWICK-PASCO
FRANKLIN
Pasco
Richland
Kennewick
BENTON
OKANOGAN
DOUGLAS
GRANT
CHELAN
KITTITAS
Yakima
YAKIMA
YAKIMA
KLICKITAT
BELLINGHAM
WHATCOM
Bellingham
SKAGIT
SNOHOMISH
Everett
SEATTLE
Seattle
Bellevue
KING
Auburn
TACOMA
Tacoma
PIERCE
LEWIS
SKAMANIA
CLARK
Vancouver
COWLITZ
WAHKIAKUM
ISLAND
SAN JUAN
BREMERTON
KITSAP
Bremerton
Olympia
THURSTON
OLYMPIA
MASON
CLALLAM
JEFFERSON
GRAYS HARBOR
PACIFIC
VANCOUVER
LEGEND
Metropolitan statistical area (MSA)
Place of 100,000 or more inhabitants
Place of 50,000 to 100,000 inhabitants
Place of 25,000 to 50,000 inhabitants
MSA central city of fewer than 25,000 inhabitants
State capital underlined
The PORTLAND-VANCOUVER, OR-WA CMSA contains MSAs:
Portland, OR
Vancouver, WA
The SEATTLE-TACOMA CMSA contains MSAs:
Seattle, WA
Tacoma, WA
SCALE
0 20 40 60 80 100 Kilometers
0 20 40 60 80 100 Miles

# WEST VIRGINIA

## METROPOLITAN DATA SUMMARY

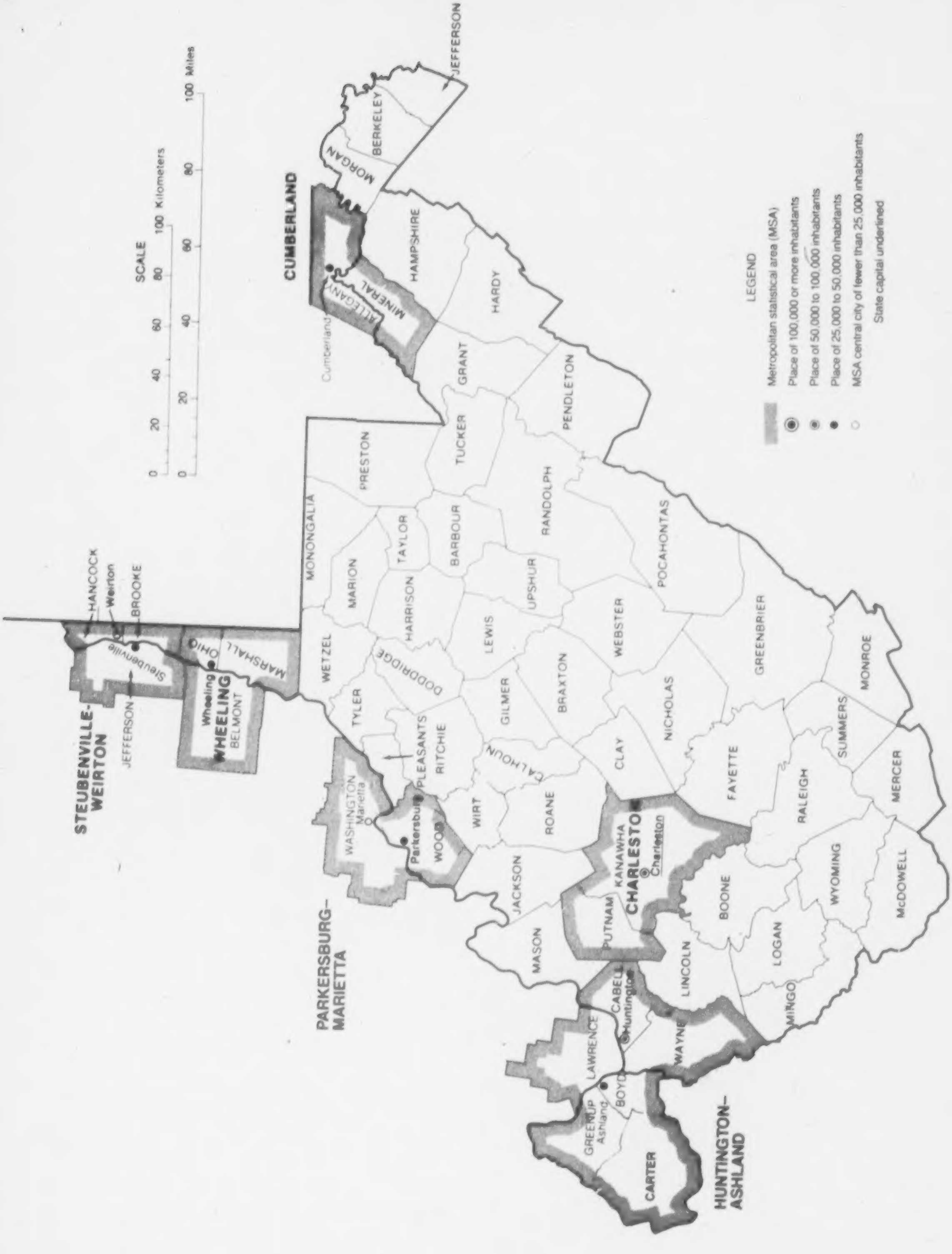
(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/90 POPULATION (Thousands) | 12/31/90 HOUSEHOLDS (Thousands) | 1990 EFFECTIVE BUYING INCOME ($000) | 1990 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| CHARLESTON | 249.2 | 99.8 | 3,224,716 | 1,851,453 | .0968 |
| HUNTINGTON - ASHLAND | 310.7 | 119.0 | 3,266,105 | 1,901,247 | .1031 |
| PARKERSBURG - MARIETTA | 148.4 | 57.5 | 1,729,846 | 1,073,448 | .0544 |
| STEUBENVILLE - WEIRTON | 141.2 | 54.6 | 1,690,701 | 752,041 | .0478 |
| WHEELING | 157.8 | 62.3 | 1,838,842 | 1,011,542 | .0556 |

| County | Metropolitan Area |
|---|---|
| Brooke | Steubenville - Weirton |
| Cabell | Huntington - Ashland |
| Hancock | Steubenville - Weirton |
| Kanawha | Charleston |
| Marshall | Wheeling |

| County | Metropolitan Area |
|---|---|
| Mineral | Cumberland, Md. |
| Ohio | Wheeling |
| Putnam | Charleston |
| Wayne | Huntington - Ashland |
| Wood | Parkersburg - Marietta |

# WEST VIRGINIA


SCALE
0 20 40 60 80 100 Miles
0 20 40 60 80 100 Kilometers
LEGEND
Metropolitan statistical area (MSA)
Place of 100,000 or more inhabitants
Place of 50,000 to 100,000 inhabitants
Place of 25,000 to 50,000 inhabitants
MSA central city of fewer than 25,000 inhabitants
State capital underlined
JEFFERSON
BERKELEY
MORGAN
CUMBERLAND
HAMPSHIRE
MINERAL
ALLEGANY
Cumberland
HARDY
GRANT
PENDLETON
TUCKER
PRESTON
MONONGALIA
RANDOLPH
TAYLOR
BARBOUR
POCAHONTAS
MARION
HARRISON
UPSHUR
HANCOCK
Weirton
BROOKE
Steubenville
JEFFERSON
STEUBENVILLE-WEIRTON
OHIO
MARSHALL
Wheeling
WHEELING
BELMONT
WETZEL
DODDRIDGE
LEWIS
WEBSTER
GREENBRIER
MONROE
TYLER
PLEASANTS
RITCHIE
GILMER
BRAXTON
NICHOLAS
SUMMERS
CALHOUN
CLAY
FAYETTE
MERCER
WASHINGTON
Marietta
Parkersburg
WOOD
WIRT
ROANE
RALEIGH
PARKERSBURG-MARIETTA
JACKSON
KANAWHA
CHARLESTON
Charleston
BOONE
WYOMING
McDOWELL
PUTNAM
MASON
LOGAN
LINCOLN
CABELL
Huntington
MINGO
WAYNE
LAWRENCE
BOYD
GREENUP
Ashland
CARTER
HUNTINGTON-ASHLAND

# WISCONSIN

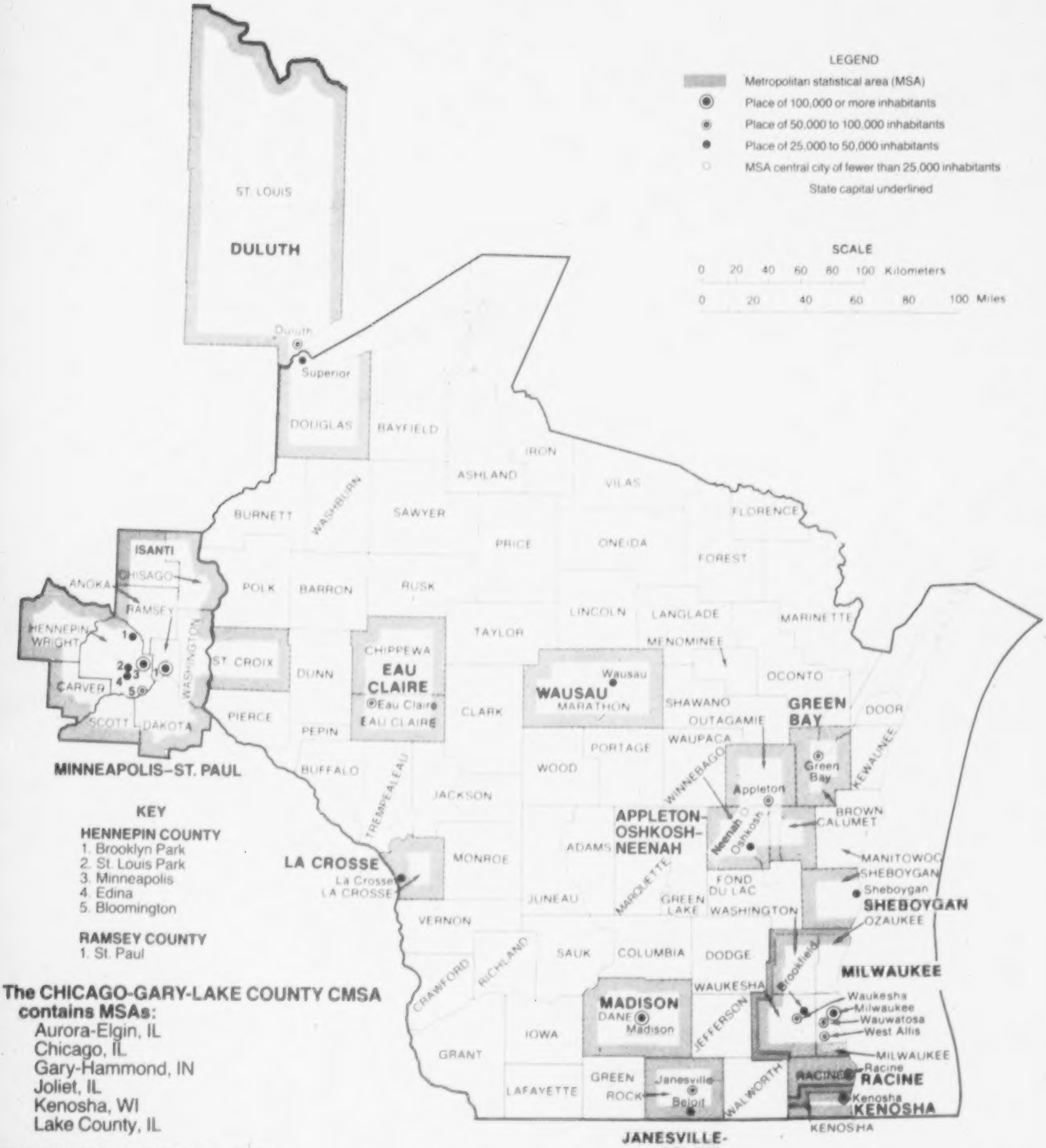
## METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/90 POPULATION (Thousands) | 12/31/90 HOUSEHOLDS (Thousands) | 1990 EFFECTIVE BUYING INCOME ($000) | 1990 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| **APPLETON - OSHKOSH - NEENAH** | 317.5 | 116.4 | 4,244,134 | 2,498,906 | **.1273** |
| **EAU CLAIRE** | 138.2 | 50.6 | 1,628,882 | 1,078,933 | **.0523** |
| **GREEN BAY** | 196.2 | 72.9 | 2,559,642 | 1,749,640 | **.0812** |
| **JANESVILLE - BELOIT** | 139.3 | 52.2 | 1,829,480 | 1,099,829 | **.0556** |
| **KENOSHA** | 129.0 | 47.3 | 2,039,184 | 740,516 | **.0517** |
| **LA CROSSE** | 98.4 | 36.9 | 1,296,381 | 841,963 | **.0404** |
| **MADISON** | 370.4 | 144.1 | 5,627,120 | 3,293,944 | **.1646** |
| **MILWAUKEE** | 1,436.8 | 539.4 | 22,621,810 | 11,214,996 | **.6239** |
| *MILWAUKEE - RACINE CONSOLIDATED AREA* | *1,612.4* | *603.3* | *25,072,807* | *12,560,681* | ***.6953*** |
| **RACINE** | 175.6 | 63.9 | 2,450,997 | 1,345,685 | **.0714** |
| **SHEBOYGAN** | 104.2 | 38.7 | 1,479,715 | 685,409 | **.0409** |
| **WAUSAU** | 115.9 | 41.7 | 1,410,335 | 829,767 | **.0431** |

| County | Metropolitan Area |
|---|---|
| Brown | Green Bay |
| Calumet | Appleton - Oshkosh - Neenah |
| Chippewa | Eau Claire |
| Dane | Madison |
| Douglas | Duluth, Minn. |
| Eau Claire | Eau Claire |
| Kenosha | Kenosha |
| La Crosse | La Crosse |
| Marathon | Wausau |
| Milwaukee | Milwaukee |
| Outagamie | Appleton - Oshkosh - Neenah |
| Ozaukee | Milwaukee |
| Racine | Racine |
| Rock | Janesville - Beloit |
| St. Croix | Minneapolis - St. Paul, Minn. |
| Sheboygan | Sheboygan |
| Washington | Milwaukee |
| Waukesha | Milwaukee |
| Winnebago | Appleton - Oshkosh - Neenah |

# WISCONSIN


LEGEND
Metropolitan statistical area (MSA)
Place of 100,000 or more inhabitants
Place of 50,000 to 100,000 inhabitants
Place of 25,000 to 50,000 inhabitants
MSA central city of fewer than 25,000 inhabitants
State capital underlined
SCALE
0 20 40 60 80 100 Kilometers
0 20 40 60 80 100 Miles
ST. LOUIS
DULUTH
Duluth
Superior
DOUGLAS
BAYFIELD
IRON
ASHLAND
VILAS
BURNETT
WASHBURN
SAWYER
FLORENCE
PRICE
ONEIDA
FOREST
ISANTI
CHISAGO
ANOKA
RAMSEY
HENNEPIN
WRIGHT
CARVER
SCOTT
DAKOTA
WASHINGTON
POLK
BARRON
RUSK
LINCOLN
LANGLADE
MARINETTE
TAYLOR
MENOMINEE
ST. CROIX
DUNN
CHIPPEWA
EAU CLAIRE
Eau Claire
EAU CLAIRE
CLARK
WAUSAU
Wausau
MARATHON
SHAWANO
OCONTO
PIERCE
PEPIN
OUTAGAMIE
GREEN BAY
DOOR
WAUPACA
PORTAGE
WOOD
BUFFALO
TREMPEALEAU
JACKSON
Green Bay
KEWAUNEE
MINNEAPOLIS–ST. PAUL
WINNEBAGO
Appleton
APPLETON-OSHKOSH-NEENAH
Neenah
Oshkosh
BROWN
CALUMET
ADAMS
LA CROSSE
La Crosse
LA CROSSE
MONROE
MARQUETTE
MANITOWOC
SHEBOYGAN
Sheboygan
SHEBOYGAN
JUNEAU
GREEN LAKE
FOND DU LAC
WASHINGTON
OZAUKEE
VERNON
SAUK
COLUMBIA
DODGE
RICHLAND
CRAWFORD
MILWAUKEE
Brookfield
WAUKESHA
Waukesha
Milwaukee
Wauwatosa
West Allis
MADISON
DANE
Madison
IOWA
JEFFERSON
GRANT
MILWAUKEE
Racine
RACINE
RACINE
Kenosha
KENOSHA
KENOSHA
LAFAYETTE
GREEN
Janesville
Beloit
ROCK
WALWORTH
JANESVILLE-BELOIT

**KEY**

**HENNEPIN COUNTY**
1. Brooklyn Park
2. St. Louis Park
3. Minneapolis
4. Edina
5. Bloomington

**RAMSEY COUNTY**
1. St. Paul

**The CHICAGO-GARY-LAKE COUNTY CMSA contains MSAs:**

Aurora-Elgin, IL
Chicago, IL
Gary-Hammond, IN
Joliet, IL
Kenosha, WI
Lake County, IL

**The MILWAUKEE-RACINE CMSA contains MSAs:**

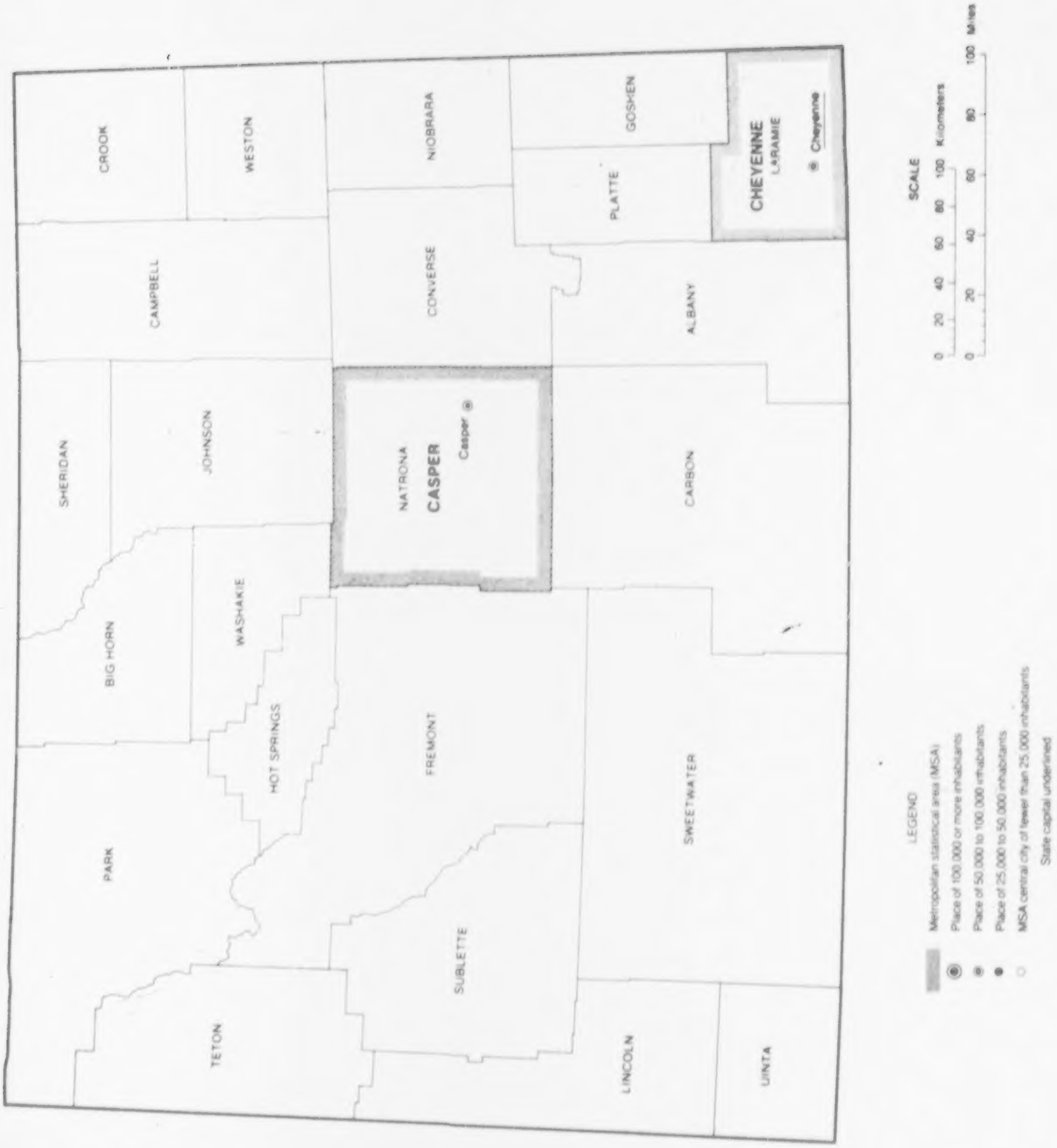
Milwaukee, WI
Racine, WI

# WYOMING
## METROPOLITAN DATA SUMMARY
(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/90 POPULATION (Thousands) | 12/31/90 HOUSEHOLDS (Thousands) | 1990 EFFECTIVE BUYING INCOME ($000) | 1990 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| CASPER | 60.2 | 23.4 | 809,444 | 460,287 | .0239 |
| CHEYENNE | 73.3 | 28.2 | 830,863 | 531,612 | .0266 |

| County | Metropolitan Area |
|---|---|
| Laramie | Cheyenne |
| Natrona | Casper |

# WYOMING


CROOK
WESTON
NIOBRARA
GOSHEN
CHEYENNE
LARAMIE
Cheyenne
PLATTE
CAMPBELL
CONVERSE
ALBANY
SHERIDAN
JOHNSON
NATRONA
CASPER
Casper
CARBON
WASHAKIE
BIG HORN
HOT SPRINGS
FREMONT
SWEETWATER
PARK
SUBLETTE
TETON
LINCOLN
UINTA
SCALE
0 20 40 60 80 100 Kilometers
0 20 40 60 80 100 Miles
LEGEND
Metropolitan statistical area (MSA)
Place of 100,000 or more inhabitants
Place of 50,000 to 100,000 inhabitants
Place of 25,000 to 50,000 inhabitants
MSA central city of fewer than 25,000 inhabitants
State capital underlined

# SECTION 2

## State And Regional Summaries

**Population**
**Households**
**Effective Buying Income (EBI)**
**Total Retail Sales**
**Buying Power Index (BPI)**
**Graduated Buying Power Indexes**
**Population By Age And Sex**
**Households By Age of Householder**
**Households By Number Of Persons**
**Households By EBI Group**

### EXPLANATION OF TERMS

An explanation of terms used in the **Survey of Buying Power Demographics USA 1991** will be found in the Introductory Section starting on page A-5.

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## REGIONAL AND STATE SUMMARIES

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES<br>REGION<br>State | 12/31/90 Population (Thousands) | % Of U.S. | % Change 1980-90 | Pop Per Sq. Mi. (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes: EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **NEW ENGLAND** | **13,285.7** | **5.2971** | **7.6** | **212** | **92.5** | **4,973.2** | **5.3628** | **216,598,924** | **6.1898** | **112,582,224** | **6.2298** | **6.0233** | **5.0589** | **5.2984** | **6.0320** |
| Connecticut | 3,301.1 | 1.3162 | 6.2 | 681 | 89.2 | 1,236.0 | 1.3328 | 60,224,962 | 1.7210 | 27,729,253 | 1.5344 | 1.5841 | 1.1330 | 1.2312 | 1.6202 |
| Maine | 1,238.3 | .4937 | 10.1 | 40 | 98.5 | 469.5 | .5063 | 16,030,998 | .4581 | 10,399,183 | .5755 | .5006 | .5598 | .5796 | .4566 |
| Massachusetts | 6,042.2 | 2.4090 | 5.3 | 771 | 91.4 | 2,257.1 | 2.4340 | 100,581,979 | 2.8743 | 50,756,961 | 2.8087 | 2.7616 | 2.2729 | 2.3308 | 2.7866 |
| New Hampshire | 1,127.2 | .4495 | 22.4 | 126 | 98.2 | 418.0 | .4508 | 17,[illegible]6,988 | .5126 | 11,859,848 | .6562 | .5431 | .4463 | .4898 | .5502 |
| Rhode Island | 1,008.9 | .4023 | 6.5 | 965 | 92.7 | 380.0 | .4097 | 14,575,995 | .4166 | 7,324,982 | .4053 | .4102 | .4024 | .4031 | .4054 |
| Vermont | 568.0 | .2264 | 11.1 | 61 | 98.7 | 212.6 | .2292 | 7,248,002 | .2072 | 4,511,997 | .2497 | .2237 | .2445 | .2639 | .2130 |
| **MIDDLE ATLANTIC** | **37,746.7** | **15.0498** | **2.6** | **380** | **82.2** | **13,984.8** | **15.0804** | **599,320,752** | **17.1266** | **270,899,848** | **14.9903** | **16.0703** | **14.3212** | **14.2241** | **16.6677** |
| New Jersey | 7,768.8 | 3.0974 | 5.5 | 1,047 | 81.9 | 2,809.3 | 3.0294 | 145,574,918 | 4.1601 | 63,430,970 | 3.5100 | 3.7525 | 2.6215 | 2.7213 | 3.9153 |
| New York | 18,065.5 | 7.2029 | 2.9 | 383 | 77.7 | 6,668.4 | 7.1908 | 287,052,877 | 8.2030 | 124,478,903 | 6.8880 | 7.6084 | 6.9665 | 6.6999 | 7.9844 |
| Pennsylvania | 11,912.4 | 4.7495 | .4 | 266 | 89.2 | 4,507.1 | 4.8602 | 166,692,957 | 4.7635 | 82,989,975 | 4.5923 | 4.7094 | 4.7332 | 4.8029 | 4.7680 |
| **EAST NORTH CENTRAL** | **42,105.4** | **16.7876** | **1.0** | **173** | **86.5** | **15,631.0** | **16.8553** | **575,709,917** | **16.4518** | **298,074,831** | **16.4939** | **16.5314** | **15.9575** | **16.5850** | **16.7255** |
| Illinois | 11,449.1 | 4.5648 | .2 | 206 | 82.0 | 4,207.6 | 4.5372 | 172,283,968 | 4.9233 | 83,478,926 | 4.6193 | 4.7604 | 4.1041 | 4.2584 | 4.9238 |
| Indiana | 5,556.7 | 2.2155 | 1.2 | 155 | 91.1 | 2,069.8 | 2.2319 | 68,199,986 | 1.9489 | 37,574,006 | 2.0792 | 2.0413 | 2.1596 | 2.3276 | 2.0071 |
| Michigan | 9,323.1 | 3.7172 | .7 | 164 | 84.1 | 3,429.6 | 3.6982 | 125,756,945 | 3.5937 | 67,784,930 | 3.7508 | 3.6654 | 3.5155 | 3.6145 | 3.7824 |
| Ohio | 10,864.4 | 4.3317 | .6 | 265 | 88.1 | 4,094.2 | 4.4149 | 142,855,009 | 4.0823 | 73,205,986 | 4.0508 | 4.1227 | 4.3317 | 4.3684 | 4.0896 |
| Wisconsin | 4,912.1 | 1.9584 | 4.4 | 90 | 92.8 | 1,829.8 | 1.9731 | 66,614,009 | 1.9036 | 36,030,983 | 1.9938 | 1.9416 | 1.8466 | 2.0161 | 1.9226 |
| **WEST NORTH CENTRAL** | **17,731.5** | **7.0696** | **3.2** | **35** | **92.5** | **6,745.7** | **7.2742** | **235,802,058** | **6.7383** | **124,249,370** | **6.8753** | **6.8458** | **7.4463** | **7.4061** | **6.3591** |
| Iowa | 2,770.3 | 1.1046 | −4.9 | 50 | 96.9 | 1,061.7 | 1.1449 | 35,209,012 | 1.0061 | 18,817,884 | 1.0412 | 1.0364 | 1.2262 | 1.1876 | .9499 |
| Kansas | 2,491.1 | .9932 | 5.4 | 30 | 91.7 | 949.6 | 1.0240 | 34,787,012 | .9941 | 16,655,815 | .9217 | .9721 | 1.0273 | 1.0287 | .8958 |
| Minnesota | 4,412.0 | 1.7591 | 8.2 | 55 | 94.6 | 1,661.6 | 1.7918 | 60,945,982 | 1.7416 | 33,314,988 | 1.8435 | 1.7759 | 1.7267 | 1.8161 | 1.7087 |
| Missouri | 5,145.1 | 2.0513 | 4.6 | 75 | 88.0 | 1,971.0 | 2.1254 | 68,086,010 | 1.9456 | 36,031,991 | 1.9938 | 1.9812 | 2.2124 | 2.1394 | 1.8244 |
| Nebraska | 1,579.4 | .6297 | .6 | 21 | 94.6 | 602.6 | .6498 | 20,705,015 | .5917 | 10,312,527 | .5706 | .5929 | .6709 | .6635 | .5565 |
| North Dakota | 636.2 | .2537 | −2.5 | 9 | 94.7 | 239.8 | .2586 | 7,780,012 | .2223 | 4,467,389 | .2472 | .2361 | .2771 | .2756 | .2099 |
| South Dakota | 697.4 | .2780 | 1.0 | 9 | 91.7 | 259.4 | .2797 | 8,289,015 | .2369 | 4,648,776 | .2573 | .2512 | .3257 | .2952 | .2139 |
| **SOUTH ATLANTIC** | **44,186.1** | **17.6173** | **19.6** | **166** | **77.5** | **16,746.2** | **18.0583** | **600,085,846** | **17.1483** | **325,787,291** | **18.0272** | **17.5057** | **18.2541** | **18.7645** | **17.4174** |
| Delaware | 673.2 | .2684 | 13.3 | 344 | 81.1 | 250.2 | .2698 | 9,660,998 | .2761 | 6,041,091 | .3342 | .2919 | .2671 | .2941 | .2851 |
| District of Columbia | 604.2 | .2409 | −5.4 | 9,840 | 31.5 | 248.4 | .2679 | 10,665,993 | .3048 | 3,815,320 | .2112 | .2639 | .2481 | .2463 | .2700 |
| Florida | 13,218.8 | 5.2704 | 35.6 | 245 | 84.7 | 5,250.4 | 5.6617 | 184,502,918 | 5.2724 | 105,303,987 | 5.8269 | 5.4385 | 5.7768 | 6.0205 | 5.3518 |
| Georgia | 6,586.6 | 2.6261 | 20.6 | 114 | 71.5 | 2,407.6 | 2.5962 | 83,597,004 | 2.3889 | 46,748,222 | 2.5868 | 2.4956 | 2.6776 | 2.6709 | 2.4605 |
| Maryland | 4,843.7 | 1.9312 | 14.9 | 496 | 71.4 | 1,771.9 | 1.9107 | 79,915,964 | 2.2837 | 36,836,986 | 2.0383 | 2.1395 | 1.5413 | 1.7540 | 2.2351 |
| North Carolina | 6,693.1 | 2.6685 | 13.8 | 137 | 75.9 | 2,542.7 | 2.7419 | 80,666,001 | 2.3052 | 45,755,966 | 2.5319 | 2.4459 | 2.9743 | 2.9981 | 2.4231 |
| South Carolina | 3,521.1 | 1.4039 | 12.8 | 117 | 69.2 | 1,271.3 | 1.3709 | 39,811,989 | 1.1376 | 23,753,965 | 1.3144 | 1.2440 | 1.5274 | 1.5004 | 1.2332 |
| Virginia | 6,265.1 | 2.4980 | 17.2 | 158 | 78.1 | 2,320.3 | 2.5021 | 92,489,966 | 2.6430 | 47,471,970 | 2.6268 | 2.6093 | 2.3423 | 2.5317 | 2.6333 |
| West Virginia | 1,780.3 | .7099 | −8.7 | 74 | 96.3 | 683.5 | .7371 | 18,775,013 | .5366 | 10,059,784 | .5567 | .5771 | .8992 | .7485 | .5253 |
| **EAST SOUTH CENTRAL** | **15,225.0** | **6.0703** | **3.8** | **85** | **79.5** | **5,670.6** | **6.1150** | **170,637,023** | **4.8764** | **96,458,629** | **5.3375** | **5.2534** | **7.0463** | **6.2950** | **4.9910** |
| Alabama | 4,056.1 | 1.6172 | 4.2 | 80 | 73.7 | 1,512.7 | 1.6312 | 44,825,982 | 1.2810 | 26,373,205 | 1.4594 | 1.4017 | 1.9069 | 1.6713 | 1.3628 |
| Kentucky | 3,687.3 | 1.4701 | .7 | 93 | 92.1 | 1,380.6 | 1.4888 | 41,231,017 | 1.1783 | 23,860,802 | 1.3203 | 1.2793 | 1.7718 | 1.5487 | 1.1727 |
| Mississippi | 2,575.3 | 1.0268 | 2.2 | 55 | 63.5 | 912.2 | .9837 | 25,337,007 | .7241 | 13,802,619 | .7638 | .7964 | 1.2259 | .9965 | .7064 |
| Tennessee | 4,906.3 | 1.9562 | 6.9 | 119 | 83.1 | 1,865.1 | 2.0113 | 59,243,017 | 1.6930 | 32,422,003 | 1.7940 | 1.7760 | 2.1417 | 2.0785 | 1.7491 |
| **WEST SOUTH CENTRAL** | **26,875.2** | **10.7154** | **13.2** | **63** | **82.0** | **9,729.5** | **10.4917** | **320,852,957** | **9.1690** | **184,841,525** | **10.2282** | **9.7957** | **12.1634** | **10.7738** | **9.3568** |
| Arkansas | 2,358.0 | .9402 | 3.1 | 45 | 83.0 | 894.3 | .9644 | 25,737,009 | .7355 | 15,386,039 | .8514 | .8111 | 1.1962 | 1.0413 | .7100 |
| Louisiana | 4,206.7 | 1.6773 | .0 | 97 | 67.5 | 1,494.2 | 1.6112 | 46,666,998 | 1.3336 | 28,778,000 | 1.5924 | 1.4799 | 2.0523 | 1.6065 | 1.3929 |
| Oklahoma | 3,143.0 | 1.2531 | 3.9 | 46 | 82.9 | 1,204.9 | 1.2993 | 34,306,007 | .9804 | 20,218,493 | 1.1188 | 1.0765 | 1.6040 | 1.3580 | 1.0189 |
| Texas | 17,167.6 | 6.8448 | 20.7 | 66 | 85.2 | 6,136.1 | 6.6168 | 214,142,943 | 6.1195 | 120,458,993 | 6.6656 | 6.4282 | 7.3109 | 6.7660 | 6.2350 |
| **MOUNTAIN** | **13,834.0** | **5.5156** | **21.7** | **16** | **91.6** | **5,100.0** | **5.4996** | **169,494,011** | **4.8434** | **94,172,179** | **5.2110** | **5.0886** | **5.6688** | **5.7663** | **5.1175** |
| Arizona | 3,740.0 | 1.4911 | 37.7 | 33 | 89.1 | 1,397.5 | 1.5070 | 45,868,989 | 1.3107 | 26,137,116 | 1.4463 | 1.3875 | 1.6173 | 1.5892 | 1.3736 |
| Colorado | 3,321.1 | 1.3241 | 14.9 | 32 | 92.8 | 1,292.6 | 1.3939 | 46,439,007 | 1.3271 | 24,383,148 | 1.3493 | 1.3332 | 1.3210 | 1.4178 | 1.3934 |
| Idaho | 1,009.4 | .4024 | 6.9 | 12 | 97.0 | 361.9 | .3903 | 11,675,007 | .3337 | 6,004,215 | .3322 | .3470 | .4080 | .4159 | .3341 |
| Montana | 797.2 | .3179 | 1.3 | 5 | 93.0 | 305.1 | .3290 | 8,935,007 | .2554 | 5,332,572 | .2951 | .2799 | .3806 | .3539 | .2690 |
| Nevada | 1,244.1 | .4960 | 55.4 | 11 | 88.0 | 483.0 | .5208 | 17,024,001 | .4864 | 9,630,044 | .5329 | .5023 | .4951 | .5496 | .5192 |
| New Mexico | 1,534.8 | .6119 | 17.8 | 13 | 87.5 | 550.2 | .5933 | 16,371,999 | .4678 | 9,377,582 | .5189 | .5119 | .6841 | .6267 | .4828 |
| Utah | 1,738.8 | .6933 | 19.0 | 21 | 95.7 | 542.6 | .5851 | 17,792,998 | .5084 | 10,581,447 | .5855 | .5687 | .5846 | .6380 | .5869 |
| Wyoming | 448.6 | .1789 | −4.5 | 5 | 96.2 | 167.1 | .1802 | 5,387,003 | .1539 | 2,726,055 | .1508 | .1581 | .1781 | .1752 | .1585 |
| **PACIFIC** | **39,822.3** | **15.8773** | **25.2** | **44** | **81.5** | **14,153.8** | **15.2627** | **610,863,749** | **17.4564** | **300,116,622** | **16.6068** | **16.8858** | **14.0635** | **14.8868** | **17.3330** |
| Alaska | 554.5 | .2211 | 38.0 | 1 | 76.2 | 190.3 | .2052 | 8,594,000 | .2456 | 4,668,675 | .2583 | .2446 | .2218 | .2020 | .2311 |
| California | 30,353.0 | 12.1019 | 28.2 | 195 | 80.7 | 10,593.6 | 11.4235 | 477,784,771 | 13.6535 | 225,065,880 | 12.4539 | 12.9833 | 10.1871 | 10.9786 | 13.3198 |
| Hawaii | 1,120.1 | .4466 | 16.1 | 174 | 33.8 | 360.0 | .3882 | 17,107,994 | .4889 | 11,203,513 | .6200 | .5198 | .3770 | .4407 | .5247 |
| Oregon | 2,863.5 | 1.1417 | 8.7 | 30 | 94.3 | 1,112.0 | 1.1992 | 35,841,983 | 1.0242 | 22,416,935 | 1.2404 | 1.1126 | 1.2623 | 1.2880 | 1.1368 |
| Washington | 4,931.2 | 1.9660 | 19.3 | 74 | 90.4 | 1,897.9 | 2.0466 | 71,535,001 | 2.0442 | 36,761,619 | 2.0342 | 2.0255 | 2.0153 | 1.9775 | 2.1206 |
| **TOTAL UNITED STATES** | **230,812.0** | **100.0000** | **10.7** | **71** | **83.6** | **92,734.9** | **100.0000** | **3,499,365,237** | **100.0000** | **1,807,182,519** | **100.0000** | **100.0000** | **100.0000** | **100.0000** | **100.0000** |

## REGIONAL AND STATE SUMMARIES
# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>REGION<br>State | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **NEW ENGLAND** ..... | **13,285.7** | **Male** | **6,416,774** | **578,918** | **520,281** | **490,009** | **733,101** | **1,168,625** | **1,017,997** | **684,057** | **535,783** | **688,003** | **32.6** |
| | | **Female** | **6,868,926** | **551,707** | **494,365** | **467,349** | **730,785** | **1,181,031** | **1,044,832** | **713,488** | **594,895** | **1,090,474** | **35.1** |
| Connecticut | 3,301.1 | Male | 1,599,176 | 143,193 | 125,528 | 119,409 | 173,995 | 289,174 | 252,810 | 179,912 | 139,215 | 175,940 | 33.2 |
| | | Female | 1,701,924 | 136,184 | 119,715 | 114,141 | 167,783 | 290,006 | 261,795 | 188,716 | 152,652 | 270,932 | 35.9 |
| Maine | 1,238.3 | Male | 602,781 | 55,007 | 54,256 | 51,801 | 61,917 | 101,022 | 97,603 | 64,494 | 51,325 | 65,356 | 32.8 |
| | | Female | 635,519 | 52,116 | 51,560 | 49,149 | 60,400 | 103,790 | 97,754 | 65,262 | 56,305 | 99,183 | 35.1 |
| Massachusetts | 6,042.2 | Male | 2,900,427 | 258,579 | 227,382 | 216,065 | 347,298 | 543,338 | 454,035 | 302,012 | 239,712 | 312,006 | 32.4 |
| | | Female | 3,141,773 | 246,792 | 215,808 | 206,073 | 353,720 | 548,616 | 470,684 | 319,774 | 269,950 | 510,356 | 35.0 |
| New Hampshire | 1,127.2 | Male | 552,382 | 53,499 | 48,910 | 43,385 | 58,471 | 102,418 | 93,156 | 59,291 | 42,822 | 50,430 | 32.0 |
| | | Female | 574,818 | 51,556 | 46,556 | 41,466 | 58,925 | 103,552 | 92,789 | 58,266 | 45,314 | 76,394 | 33.6 |
| Rhode Island | 1,008.9 | Male | 483,969 | 42,295 | 38,826 | 36,354 | 59,776 | 85,906 | 73,757 | 48,390 | 41,023 | 57,642 | 32.5 |
| | | Female | 524,931 | 40,029 | 36,673 | 34,799 | 59,128 | 86,582 | 74,999 | 51,719 | 47,415 | 93,587 | 35.7 |
| Vermont | 568.0 | Male | 278,039 | 26,345 | 25,379 | 22,995 | 31,644 | 46,767 | 46,636 | 29,958 | 21,686 | 26,629 | 32.0 |
| | | Female | 289,961 | 25,030 | 24,053 | 21,721 | 30,829 | 48,485 | 46,811 | 29,751 | 23,259 | 40,022 | 33.9 |
| **MIDDLE ATLANTIC** ... | **37,746.7** | **Male** | **18,120,227** | **1,624,262** | **1,498,747** | **1,460,517** | **1,965,187** | **3,149,751** | **2,787,702** | **1,972,712** | **1,621,316** | **2,040,033** | **33.0** |
| | | **Female** | **19,626,473** | **1,549,338** | **1,427,013** | **1,394,994** | **1,942,033** | **3,210,982** | **2,916,857** | **2,139,440** | **1,853,499** | **3,192,317** | **36.0** |
| New Jersey | 7,768.8 | Male | 3,753,319 | 333,116 | 301,344 | 297,644 | 391,004 | 672,626 | 589,531 | 423,817 | 335,840 | 408,397 | 33.2 |
| | | Female | 4,015,481 | 318,839 | 287,292 | 283,048 | 379,771 | 678,169 | 616,555 | 449,705 | 375,682 | 626,420 | 36.0 |
| New York | 18,065.5 | Male | 8,659,177 | 787,748 | 715,380 | 700,816 | 970,497 | 1,539,990 | 1,333,051 | 943,018 | 752,360 | 916,317 | 32.5 |
| | | Female | 9,406,323 | 752,390 | 681,994 | 671,289 | 958,701 | 1,574,116 | 1,410,602 | 1,039,585 | 865,311 | 1,452,335 | 35.5 |
| Pennsylvania | 11,912.4 | Male | 5,707,731 | 503,398 | 482,023 | 462,057 | 603,686 | 937,135 | 865,120 | 605,877 | 533,116 | 715,319 | 33.6 |
| | | Female | 6,204,669 | 478,109 | 457,727 | 440,657 | 603,561 | 958,697 | 889,700 | 650,150 | 612,506 | 1,113,562 | 36.8 |
| **EAST NORTH CENTRAL** | **42,105.4** | **Male** | **20,416,095** | **1,953,897** | **1,906,757** | **1,802,229** | **2,211,502** | **3,477,797** | **3,104,669** | **2,158,649** | **1,705,653** | **2,094,942** | **31.7** |
| | | **Female** | **21,689,305** | **1,866,618** | **1,815,228** | **1,712,830** | **2,188,403** | **3,555,200** | **3,194,419** | **2,265,192** | **1,888,812** | **3,202,603** | **34.2** |
| Illinois | 11,449.1 | Male | 5,560,080 | 533,490 | 509,965 | 479,019 | 611,398 | 982,994 | 841,828 | 586,336 | 455,135 | 559,915 | 31.6 |
| | | Female | 5,889,020 | 510,358 | 486,217 | 454,594 | 582,571 | 989,267 | 866,540 | 619,425 | 505,304 | 874,744 | 34.2 |
| Indiana | 5,556.7 | Male | 2,693,899 | 252,047 | 255,077 | 246,917 | 298,474 | 447,919 | 406,344 | 289,607 | 224,493 | 273,021 | 31.6 |
| | | Female | 2,862,801 | 240,741 | 241,504 | 234,290 | 295,863 | 458,678 | 417,177 | 300,515 | 250,832 | 423,201 | 34.1 |
| Michigan | 9,323.1 | Male | 4,526,033 | 442,580 | 424,002 | 404,339 | 492,748 | 767,843 | 695,075 | 480,945 | 373,311 | 445,190 | 31.5 |
| | | Female | 4,797,067 | 423,117 | 404,195 | 386,399 | 495,916 | 793,269 | 719,109 | 500,260 | 411,286 | 663,516 | 33.7 |
| Ohio | 10,864.4 | Male | 5,233,690 | 495,870 | 487,777 | 463,325 | 555,439 | 872,532 | 795,234 | 556,094 | 455,052 | 552,367 | 32.0 |
| | | Female | 5,630,710 | 473,231 | 464,739 | 440,334 | 561,934 | 904,507 | 828,375 | 594,559 | 510,418 | 852,613 | 34.7 |
| Wisconsin | 4,912.1 | Male | 2,402,393 | 229,910 | 229,936 | 208,629 | 253,443 | 406,509 | 366,188 | 245,667 | 197,662 | 264,449 | 31.9 |
| | | Female | 2,509,707 | 219,171 | 218,573 | 197,213 | 252,119 | 409,479 | 363,218 | 250,433 | 210,972 | 388,529 | 34.0 |
| **WEST NORTH CENTRAL** | **17,731.5** | **Male** | **8,632,070** | **833,530** | **837,371** | **746,514** | **891,315** | **1,459,911** | **1,293,321** | **881,627** | **712,057** | **976,424** | **31.9** |
| | | **Female** | **9,099,430** | **794,665** | **795,095** | **710,473** | **874,984** | **1,464,485** | **1,296,527** | **911,043** | **776,593** | **1,475,585** | **34.4** |
| Iowa | 2,770.3 | Male | 1,341,139 | 122,451 | 129,298 | 118,044 | 140,548 | 210,074 | 197,966 | 138,627 | 116,700 | 167,431 | 32.6 |
| | | Female | 1,429,161 | 116,982 | 122,753 | 112,698 | 137,192 | 213,012 | 197,463 | 143,754 | 128,346 | 256,961 | 35.6 |
| Kansas | 2,491.1 | Male | 1,220,992 | 120,385 | 119,623 | 103,959 | 130,361 | 207,293 | 183,982 | 120,522 | 98,556 | 136,311 | 31.6 |
| | | Female | 1,270,108 | 114,094 | 112,951 | 98,930 | 121,378 | 203,873 | 180,411 | 123,696 | 107,972 | 206,803 | 34.2 |
| Minnesota | 4,412.0 | Male | 2,163,018 | 214,685 | 210,838 | 181,199 | 219,337 | 389,606 | 338,825 | 221,465 | 165,570 | 221,493 | 31.6 |
| | | Female | 2,248,982 | 205,827 | 200,079 | 172,425 | 220,116 | 388,409 | 334,987 | 223,993 | 175,449 | 327,697 | 33.4 |
| Missouri | 5,145.1 | Male | 2,477,306 | 234,668 | 233,422 | 214,495 | 254,896 | 418,572 | 362,790 | 263,368 | 213,687 | 281,408 | 32.2 |
| | | Female | 2,667,794 | 223,140 | 221,838 | 204,470 | 255,467 | 427,800 | 376,428 | 279,629 | 238,561 | 438,461 | 35.0 |
| Nebraska | 1,579.4 | Male | 769,706 | 76,198 | 76,638 | 68,921 | 76,912 | 127,731 | 114,528 | 76,291 | 63,752 | 88,735 | 31.7 |
| | | Female | 809,694 | 72,370 | 73,027 | 65,090 | 76,408 | 126,973 | 115,019 | 77,917 | 68,964 | 133,926 | 34.3 |
| North Dakota | 636.2 | Male | 316,817 | 30,306 | 31,650 | 28,313 | 35,178 | 52,010 | 46,400 | 29,269 | 25,336 | 38,355 | 31.3 |
| | | Female | 319,383 | 29,066 | 29,949 | 26,599 | 31,434 | 50,566 | 43,426 | 29,375 | 26,840 | 52,128 | 33.4 |
| South Dakota | 697.4 | Male | 343,092 | 34,837 | 35,902 | 31,583 | 34,083 | 54,625 | 48,830 | 32,085 | 28,456 | 42,691 | 31.4 |
| | | Female | 354,308 | 33,166 | 34,498 | 30,261 | 32,989 | 53,652 | 46,793 | 32,679 | 30,461 | 59,609 | 33.6 |
| **SOUTH ATLANTIC** .... | **44,186.1** | **Male** | **21,427,273** | **1,940,404** | **1,807,847** | **1,742,428** | **2,391,986** | **3,777,212** | **3,292,865** | **2,304,387** | **1,782,820** | **2,387,324** | **32.5** |
| | | **Female** | **22,758,827** | **1,855,982** | **1,730,415** | **1,662,750** | **2,297,151** | **3,810,440** | **3,412,711** | **2,425,568** | **2,045,882** | **3,517,928** | **35.1** |
| Delaware | 673.2 | Male | 326,350 | 30,934 | 28,589 | 25,564 | 37,331 | 58,995 | 49,244 | 34,449 | 28,332 | 32,912 | 31.9 |
| | | Female | 346,850 | 29,458 | 27,157 | 24,696 | 38,444 | 59,872 | 50,993 | 36,594 | 31,173 | 48,463 | 34.0 |
| District of Columbia | 604.2 | Male | 281,730 | 22,794 | 18,906 | 17,935 | 37,893 | 57,674 | 45,772 | 30,096 | 22,381 | 28,279 | 32.5 |
| | | Female | 322,470 | 22,180 | 18,358 | 17,688 | 43,031 | 61,564 | 49,222 | 33,660 | 27,586 | 49,181 | 34.7 |
| Florida | 13,218.8 | Male | 6,395,499 | 544,651 | 495,803 | 469,320 | 622,108 | 1,073,230 | 917,285 | 657,164 | 588,548 | 1,027,390 | 34.9 |
| | | Female | 6,823,301 | 519,188 | 473,200 | 446,286 | 599,507 | 1,061,771 | 937,770 | 703,820 | 690,108 | 1,391,651 | 38.3 |
| Georgia | 6,586.6 | Male | 3,197,188 | 316,084 | 300,324 | 288,475 | 373,387 | 584,696 | 505,820 | 343,606 | 232,552 | 252,244 | 30.5 |
| | | Female | 3,389,412 | 301,719 | 287,444 | 275,267 | 363,682 | 597,367 | 531,274 | 358,062 | 265,192 | 409,405 | 32.8 |
| Maryland | 4,843.7 | Male | 2,348,862 | 226,350 | 198,545 | 180,743 | 253,231 | 443,525 | 383,914 | 267,462 | 188,849 | 206,243 | 32.1 |
| | | Female | 2,494,838 | 216,136 | 191,615 | 172,492 | 251,003 | 457,422 | 405,745 | 277,824 | 207,147 | 315,454 | 34.1 |

## REGIONAL AND STATE SUMMARIES
# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>REGION<br>State | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **SOUTH ATLANTIC (continued)** | | | | | | | | | | | | | |
| North Carolina | 6,693.1 | Male | 3,245,017 | 289,145 | 270,913 | 274,457 | 402,618 | 570,056 | 500,261 | 352,920 | 270,263 | 314,384 | 31.8 |
| | | Female | 3,448,083 | 278,024 | 259,503 | 262,768 | 372,572 | 571,987 | 520,304 | 374,919 | 312,756 | 495,250 | 34.6 |
| South Carolina | 3,521.1 | Male | 1,705,095 | 162,060 | 158,230 | 156,848 | 204,773 | 292,944 | 259,468 | 179,847 | 134,678 | 156,247 | 30.8 |
| | | Female | 1,816,005 | 156,090 | 152,960 | 150,449 | 197,928 | 297,414 | 270,553 | 190,802 | 156,478 | 243,331 | 33.4 |
| Virginia | 6,265.1 | Male | 3,072,377 | 280,821 | 259,407 | 245,679 | 373,334 | 571,887 | 497,548 | 342,676 | 237,134 | 263,891 | 31.6 |
| | | Female | 3,192,723 | 269,179 | 247,371 | 234,502 | 343,864 | 569,842 | 510,505 | 350,102 | 262,738 | 404,620 | 33.8 |
| West Virginia | 1,780.3 | Male | 855,155 | 67,565 | 77,130 | 83,407 | 87,311 | 124,205 | 133,553 | 96,167 | 80,083 | 105,734 | 34.0 |
| | | Female | 925,145 | 64,008 | 72,807 | 78,602 | 87,120 | 133,201 | 136,345 | 99,785 | 92,704 | 160,573 | 37.0 |
| **EAST SOUTH CENTRAL** | **15,225.0** | **Male** | **7,322,913** | **674,288** | **692,240** | **692,238** | **819,595** | **1,196,633** | **1,091,848** | **788,298** | **611,681** | **756,092** | **31.5** |
| | | **Female** | **7,902,087** | **642,386** | **659,831** | **658,671** | **816,372** | **1,253,604** | **1,145,397** | **842,822** | **706,678** | **1,176,326** | **34.4** |
| Alabama | 4,056.1 | Male | 1,943,293 | 179,979 | 183,008 | 184,629 | 216,485 | 314,754 | 286,206 | 208,460 | 165,919 | 203,853 | 31.6 |
| | | Female | 2,112,807 | 171,004 | 175,064 | 177,250 | 219,503 | 328,782 | 301,546 | 225,995 | 193,655 | 320,008 | 34.5 |
| Kentucky | 3,687.3 | Male | 1,785,735 | 159,386 | 166,783 | 167,911 | 198,868 | 296,338 | 270,478 | 192,184 | 149,487 | 184,300 | 31.7 |
| | | Female | 1,901,565 | 150,898 | 158,758 | 158,207 | 193,638 | 306,992 | 280,417 | 202,497 | 168,158 | 282,000 | 34.4 |
| Mississippi | 2,575.3 | Male | 1,231,422 | 123,874 | 131,387 | 129,103 | 142,161 | 190,544 | 169,893 | 122,447 | 96,623 | 125,390 | 29.7 |
| | | Female | 1,343,878 | 119,238 | 125,820 | 123,801 | 144,668 | 205,162 | 181,144 | 133,596 | 114,693 | 195,756 | 32.7 |
| Tennessee | 4,906.3 | Male | 2,362,463 | 211,049 | 211,062 | 210,595 | 262,081 | 394,997 | 365,271 | 265,207 | 199,652 | 242,549 | 32.3 |
| | | Female | 2,543,837 | 201,246 | 200,189 | 199,413 | 258,563 | 412,668 | 382,290 | 280,734 | 230,172 | 378,562 | 35.0 |
| **WEST SOUTH CENTRAL** | **26,875.3** | **Male** | **13,144,598** | **1,344,655** | **1,326,634** | **1,229,743** | **1,462,066** | **2,320,771** | **1,959,762** | **1,319,126** | **989,119** | **1,192,722** | **30.2** |
| | | **Female** | **13,730,702** | **1,287,702** | **1,265,750** | **1,171,820** | **1,419,434** | **2,315,587** | **2,001,206** | **1,382,127** | **1,111,729** | **1,775,347** | **32.4** |
| Arkansas | 2,358.0 | Male | 1,136,366 | 104,816 | 108,824 | 108,569 | 116,253 | 174,574 | 160,526 | 122,121 | 98,057 | 142,626 | 32.4 |
| | | Female | 1,221,634 | 100,061 | 103,178 | 101,779 | 116,648 | 181,277 | 168,217 | 129,653 | 112,768 | 208,053 | 35.5 |
| Louisiana | 4,206.7 | Male | 2,024,911 | 211,237 | 217,772 | 198,748 | 224,956 | 337,966 | 294,625 | 200,275 | 155,473 | 183,859 | 29.7 |
| | | Female | 2,181,789 | 203,584 | 208,971 | 192,056 | 229,325 | 355,416 | 311,108 | 217,864 | 180,900 | 282,565 | 32.2 |
| Oklahoma | 3,143.0 | Male | 1,529,134 | 143,638 | 149,034 | 139,549 | 161,481 | 251,383 | 223,658 | 162,141 | 129,278 | 168,972 | 31.8 |
| | | Female | 1,613,866 | 137,318 | 141,860 | 130,773 | 153,683 | 251,717 | 229,492 | 170,814 | 144,326 | 253,883 | 34.7 |
| Texas | 17,167.6 | Male | 8,454,187 | 884,964 | 851,004 | 782,877 | 959,376 | 1,556,848 | 1,280,953 | 834,589 | 606,311 | 697,265 | 29.8 |
| | | Female | 8,713,413 | 846,739 | 811,741 | 747,212 | 919,778 | 1,527,177 | 1,292,389 | 863,796 | 673,735 | 1,030,846 | 31.8 |
| **MOUNTAIN** | **13,834.0** | **Male** | **6,864,966** | **707,954** | **695,850** | **621,571** | **718,018** | **1,187,765** | **1,068,649** | **691,913** | **513,877** | **659,369** | **30.8** |
| | | **Female** | **6,969,034** | **675,707** | **662,862** | **590,477** | **684,115** | **1,167,491** | **1,054,113** | **702,404** | **552,484** | **879,381** | **32.5** |
| Arizona | 3,740.0 | Male | 1,847,143 | 187,185 | 172,291 | 156,183 | 204,348 | 324,938 | 270,739 | 179,463 | 141,847 | 210,149 | 31.3 |
| | | Female | 1,892,857 | 178,848 | 164,836 | 148,941 | 189,783 | 314,879 | 270,125 | 188,439 | 159,459 | 277,547 | 33.4 |
| Colorado | 3,321.1 | Male | 1,644,473 | 160,380 | 153,329 | 134,326 | 172,257 | 306,056 | 288,866 | 173,843 | 119,875 | 135,541 | 31.6 |
| | | Female | 1,676,627 | 153,471 | 144,979 | 127,980 | 160,509 | 304,840 | 284,764 | 176,067 | 129,161 | 194,856 | 33.2 |
| Idaho | 1,009.4 | Male | 502,238 | 51,355 | 56,429 | 52,022 | 49,173 | 76,076 | 75,796 | 51,459 | 37,360 | 52,568 | 30.5 |
| | | Female | 507,162 | 48,768 | 53,953 | 48,677 | 47,101 | 75,678 | 74,184 | 50,683 | 39,486 | 68,632 | 32.3 |
| Montana | 797.2 | Male | 394,782 | 37,851 | 39,915 | 36,886 | 34,885 | 59,920 | 64,215 | 42,663 | 32,809 | 45,638 | 33.0 |
| | | Female | 402,418 | 35,984 | 38,042 | 34,217 | 33,488 | 61,725 | 62,585 | 41,927 | 34,179 | 60,271 | 34.6 |
| Nevada | 1,244.1 | Male | 633,325 | 59,897 | 52,585 | 46,312 | 62,630 | 118,582 | 102,704 | 74,747 | 55,788 | 60,080 | 33.0 |
| | | Female | 610,775 | 56,714 | 50,067 | 43,918 | 58,964 | 108,418 | 96,762 | 70,427 | 54,274 | 71,231 | 33.8 |
| New Mexico | 1,534.8 | Male | 754,855 | 80,404 | 79,918 | 71,773 | 76,407 | 128,176 | 114,533 | 75,072 | 57,574 | 70,998 | 30.4 |
| | | Female | 779,945 | 77,499 | 76,987 | 68,761 | 74,637 | 129,161 | 116,791 | 79,011 | 63,437 | 93,661 | 32.1 |
| Utah | 1,738.8 | Male | 863,650 | 108,741 | 116,632 | 101,806 | 97,635 | 137,800 | 113,840 | 71,129 | 51,512 | 64,555 | 25.5 |
| | | Female | 875,150 | 103,225 | 110,448 | 97,126 | 100,182 | 136,123 | 113,352 | 73,030 | 55,117 | 86,547 | 27.0 |
| Wyoming | 448.6 | Male | 224,500 | 22,141 | 24,751 | 22,263 | 20,683 | 36,217 | 37,956 | 23,537 | 17,112 | 19,840 | 31.2 |
| | | Female | 224,100 | 21,198 | 23,550 | 20,857 | 19,451 | 36,667 | 35,550 | 22,820 | 17,371 | 26,636 | 32.4 |
| **PACIFIC** | **39,822.3** | **Male** | **19,906,427** | **1,979,136** | **1,782,548** | **1,599,602** | **2,324,997** | **3,795,017** | **3,185,935** | **2,020,608** | **1,425,050** | **1,793,534** | **31.0** |
| | | **Female** | **19,915,873** | **1,887,806** | **1,694,734** | **1,507,133** | **2,032,830** | **3,553,781** | **3,133,289** | **2,031,290** | **1,554,508** | **2,520,502** | **33.0** |
| Alaska | 554.5 | Male | 292,354 | 34,776 | 30,899 | 24,564 | 30,702 | 58,864 | 55,890 | 30,643 | 15,499 | 10,517 | 29.3 |
| | | Female | 262,146 | 33,014 | 28,724 | 22,832 | 24,864 | 53,845 | 48,096 | 25,328 | 13,612 | 11,831 | 29.0 |
| California | 30,353.0 | Male | 15,191,338 | 1,528,267 | 1,346,786 | 1,213,164 | 1,842,052 | 2,973,053 | 2,389,467 | 1,514,694 | 1,069,508 | 1,314,347 | 30.6 |
| | | Female | 15,161,662 | 1,458,409 | 1,281,530 | 1,142,580 | 1,588,391 | 2,754,079 | 2,350,195 | 1,536,368 | 1,172,889 | 1,877,221 | 32.7 |
| Hawaii | 1,120.1 | Male | 569,904 | 52,871 | 49,428 | 44,543 | 66,835 | 104,059 | 92,398 | 56,566 | 43,525 | 59,679 | 31.8 |
| | | Female | 550,196 | 50,065 | 46,474 | 41,839 | 54,047 | 96,544 | 88,001 | 56,901 | 50,149 | 66,176 | 33.6 |
| Oregon | 2,863.5 | Male | 1,407,232 | 128,475 | 129,086 | 118,773 | 134,353 | 225,786 | 239,385 | 154,159 | 112,042 | 165,173 | 33.5 |
| | | Female | 1,456,268 | 122,435 | 123,152 | 112,073 | 129,768 | 224,930 | 239,822 | 153,658 | 122,420 | 228,010 | 35.7 |
| Washington | 4,931.2 | Male | 2,445,599 | 234,747 | 226,349 | 198,558 | 251,055 | 433,255 | 408,795 | 264,546 | 184,476 | 243,818 | 32.2 |
| | | Female | 2,485,601 | 223,883 | 214,854 | 187,809 | 235,760 | 424,383 | 407,175 | 259,035 | 195,438 | 337,264 | 34.0 |
| **TOTAL UNITED STATES** | **250,812.0** | **Male** | **122,251,343** | **11,637,044** | **11,068,275** | **10,384,851** | **13,517,767** | **21,533,482** | **18,802,748** | **12,821,377** | **9,897,356** | **12,588,443** | **31.7** |
| | | **Female** | **128,560,657** | **11,111,891** | **10,545,293** | **9,876,497** | **12,986,107** | **21,512,601** | **19,199,351** | **13,413,374** | **11,085,080** | **18,830,463** | **34.2** |

## REGIONAL AND STATE SUMMARIES

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average Household Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| REGION State | 12/31/90 Total Households (Thousands) | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **NEW ENGLAND** | **4,973.2** | **241,107** | **1,065,983** | **1,109,622** | **768,537** | **670,193** | **1,117,758** | **1,232,610** | **1,594,169** | **884,643** | **780,780** | **324,765** | **156,233** | **2.67** |
| Connecticut | 1,236.0 | 52,383 | 258,816 | 273,144 | 202,085 | 172,544 | 277,028 | 298,528 | 400,250 | 224,200 | 194,970 | 79,842 | 38,210 | 2.67 |
| Maine | 469.5 | 25,379 | 98,951 | 106,405 | 70,422 | 63,647 | 104,696 | 109,475 | 160,160 | 84,097 | 75,972 | 28,331 | 11,465 | 2.64 |
| Massachusetts | 2,257.1 | 108,979 | 485,046 | 497,229 | 343,099 | 302,813 | 519,934 | 583,274 | 703,243 | 394,850 | 345,602 | 151,993 | 78,138 | 2.68 |
| New Hampshire | 418.0 | 22,091 | 99,041 | 101,281 | 64,777 | 52,159 | 78,651 | 91,857 | 139,994 | 76,468 | 71,040 | 27,360 | 11,281 | 2.70 |
| Rhode Island | 380.0 | 19,452 | 77,699 | 80,247 | 55,325 | 52,477 | 94,800 | 99,637 | 118,581 | 67,523 | 58,665 | 23,956 | 11,638 | 2.66 |
| Vermont | 212.6 | 12,823 | 46,430 | 51,316 | 32,829 | 26,553 | 42,649 | 49,839 | 71,941 | 37,505 | 34,531 | 13,283 | 5,501 | 2.67 |
| **MIDDLE ATLANTIC** | **13,984.8** | **558,231** | **2,757,383** | **3,031,393** | **2,250,187** | **2,064,448** | **3,323,158** | **3,616,870** | **4,256,861** | **2,436,507** | **2,118,631** | **966,755** | **589,176** | **2.70** |
| New Jersey | 2,809.3 | 89,740 | 558,852 | 626,667 | 472,865 | 417,063 | 644,113 | 649,345 | 856,006 | 512,288 | 460,205 | 208,785 | 122,671 | 2.77 |
| New York | 6,668.4 | 275,719 | 1,344,242 | 1,471,848 | 1,100,091 | 972,234 | 1,504,266 | 1,814,729 | 1,955,690 | 1,132,837 | 980,059 | 466,636 | 318,449 | 2.71 |
| Pennsylvania | 4,507.1 | 192,772 | 854,289 | 932,878 | 677,231 | 675,151 | 1,174,779 | 1,152,796 | 1,445,165 | 791,382 | 678,367 | 291,334 | 148,056 | 2.64 |
| **EAST NORTH CENTRAL** | **15,631.0** | **841,304** | **3,349,650** | **3,437,285** | **2,430,674** | **2,148,229** | **3,423,858** | **3,858,520** | **4,943,614** | **2,700,986** | **2,428,006** | **1,097,097** | **602,777** | **2.69** |
| Illinois | 4,207.6 | 207,576 | 916,071 | 924,861 | 663,210 | 574,062 | 921,820 | 1,081,903 | 1,280,075 | 707,670 | 637,953 | 303,500 | 196,499 | 2.72 |
| Indiana | 2,069.8 | 118,663 | 441,768 | 449,550 | 323,204 | 283,581 | 453,034 | 497,801 | 670,276 | 367,082 | 326,885 | 139,497 | 68,259 | 2.68 |
| Michigan | 3,429.6 | 186,255 | 736,782 | 774,471 | 542,144 | 469,080 | 720,868 | 811,552 | 1,087,916 | 600,384 | 545,491 | 248,313 | 135,944 | 2.72 |
| Ohio | 4,094.2 | 223,475 | 857,336 | 888,040 | 633,197 | 581,284 | 910,868 | 1,021,759 | 1,305,873 | 721,984 | 632,241 | 275,464 | 136,879 | 2.65 |
| Wisconsin | 1,829.8 | 105,335 | 397,693 | 400,363 | 268,919 | 240,222 | 417,268 | 445,505 | 599,474 | 303,866 | 285,436 | 130,323 | 65,196 | 2.58 |
| **WEST NORTH CENTRAL** | **6,745.7** | **404,581** | **1,468,920** | **1,429,122** | **976,720** | **879,593** | **1,586,764** | **1,744,246** | **2,241,719** | **1,083,510** | **1,006,324** | **454,809** | **215,092** | **2.63** |
| Iowa | 1,061.7 | 63,992 | 213,759 | 216,950 | 151,144 | 142,620 | 273,235 | 275,140 | 366,384 | 163,923 | 155,212 | 70,722 | 30,319 | 2.61 |
| Kansas | 949.6 | 62,430 | 208,469 | 201,454 | 133,764 | 121,642 | 221,841 | 246,856 | 318,096 | 151,280 | 141,471 | 62,478 | 29,419 | 2.62 |
| Minnesota | 1,661.6 | 97,838 | 389,778 | 374,806 | 244,410 | 201,632 | 353,136 | 416,694 | 545,029 | 267,604 | 258,520 | 118,985 | 54,768 | 2.66 |
| Missouri | 1,971.0 | 108,150 | 418,061 | 406,501 | 298,066 | 271,335 | 468,887 | 512,571 | 649,526 | 334,103 | 289,152 | 123,437 | 62,211 | 2.61 |
| Nebraska | 602.6 | 38,245 | 131,246 | 126,968 | 83,710 | 77,894 | 144,537 | 160,264 | 199,591 | 91,767 | 88,468 | 42,575 | 19,935 | 2.62 |
| North Dakota | 239.8 | 17,073 | 52,711 | 49,735 | 31,273 | 30,387 | 58,621 | 64,031 | 77,866 | 36,559 | 36,099 | 17,630 | 7,615 | 2.65 |
| South Dakota | 259.4 | 16,853 | 54,896 | 52,708 | 34,353 | 34,083 | 66,507 | 68,690 | 85,227 | 38,274 | 37,402 | 18,982 | 10,825 | 2.69 |
| **SOUTH ATLANTIC** | **16,746.3** | **926,784** | **3,557,655** | **3,622,397** | **2,602,973** | **2,271,203** | **3,765,288** | **4,030,606** | **5,688,395** | **3,043,613** | **2,439,937** | **986,403** | **557,346** | **2.64** |
| Delaware | 250.2 | 13,987 | 56,209 | 54,114 | 38,898 | 35,481 | 51,511 | 58,080 | 82,141 | 46,795 | 38,909 | 15,958 | 8,317 | 2.69 |
| District of Columbia | 248.4 | 15,216 | 55,653 | 53,968 | 38,643 | 32,653 | 52,267 | 103,152 | 66,896 | 33,324 | 22,266 | 11,331 | 11,431 | 2.43 |
| Florida | 5,250.4 | 264,003 | 998,673 | 999,289 | 741,919 | 734,860 | 1,511,656 | 1,339,157 | 1,984,153 | 834,879 | 646,389 | 276,078 | 169,744 | 2.52 |
| Georgia | 2,407.6 | 152,183 | 566,458 | 566,846 | 391,798 | 302,637 | 427,678 | 546,679 | 755,400 | 466,045 | 390,337 | 159,196 | 89,943 | 2.74 |
| Maryland | 1,771.9 | 81,413 | 401,902 | 423,325 | 302,089 | 236,673 | 326,498 | 399,155 | 557,336 | 344,653 | 284,838 | 117,884 | 68,034 | 2.73 |
| North Carolina | 2,542.7 | 159,270 | 553,295 | 553,878 | 398,763 | 350,218 | 527,276 | 603,293 | 857,671 | 493,081 | 382,080 | 138,557 | 68,018 | 2.63 |
| South Carolina | 1,271.3 | 73,240 | 273,549 | 283,736 | 203,081 | 175,771 | 261,923 | 284,221 | 403,421 | 244,285 | 203,898 | 84,548 | 50,927 | 2.77 |
| Virginia | 2,320.3 | 135,083 | 533,586 | 544,119 | 382,648 | 299,799 | 425,065 | 529,330 | 760,718 | 450,840 | 363,549 | 142,093 | 73,770 | 2.70 |
| West Virginia | 683.5 | 32,389 | 118,330 | 143,122 | 105,134 | 103,111 | 181,414 | 167,539 | 220,659 | 129,711 | 107,671 | 40,758 | 17,162 | 2.60 |
| **EAST SOUTH CENTRAL** | **5,670.6** | **323,193** | **1,165,714** | **1,207,996** | **891,322** | **798,301** | **1,284,074** | **1,339,231** | **1,806,432** | **1,088,488** | **890,016** | **354,691** | **191,742** | **2.68** |
| Alabama | 1,512.7 | 88,338 | 304,213 | 316,208 | 236,402 | 217,697 | 349,842 | 359,415 | 481,647 | 285,464 | 236,866 | 95,628 | 53,680 | 2.68 |
| Kentucky | 1,380.6 | 78,111 | 287,658 | 296,350 | 214,431 | 192,549 | 311,501 | 321,835 | 440,751 | 272,456 | 221,749 | 85,275 | 38,534 | 2.67 |
| Mississippi | 912.2 | 49,856 | 186,647 | 189,865 | 140,557 | 128,986 | 216,289 | 213,041 | 269,808 | 168,354 | 145,712 | 67,517 | 47,768 | 2.82 |
| Tennessee | 1,865.1 | 106,888 | 387,196 | 405,573 | 299,932 | 259,069 | 406,442 | 444,940 | 614,226 | 362,214 | 285,689 | 106,271 | 51,760 | 2.63 |
| **WEST SOUTH CENTRAL** | **9,729.5** | **639,904** | **2,246,712** | **2,165,417** | **1,486,989** | **1,260,288** | **1,930,190** | **2,346,823** | **2,984,036** | **1,702,688** | **1,517,647** | **705,948** | **472,358** | **2.76** |
| Arkansas | 894.3 | 51,449 | 173,040 | 177,262 | 136,066 | 125,101 | 231,382 | 214,554 | 303,047 | 159,674 | 133,702 | 53,812 | 29,511 | 2.64 |
| Louisiana | 1,494.2 | 88,925 | 327,031 | 331,991 | 232,101 | 206,789 | 307,363 | 354,730 | 431,581 | 275,226 | 242,061 | 116,375 | 74,227 | 2.82 |
| Oklahoma | 1,204.9 | 78,162 | 252,404 | 248,753 | 182,134 | 163,909 | 279,538 | 309,120 | 402,907 | 203,298 | 179,400 | 74,363 | 35,812 | 2.61 |
| Texas | 6,136.1 | 421,368 | 1,494,237 | 1,407,411 | 936,688 | 764,489 | 1,111,907 | 1,468,419 | 1,846,501 | 1,064,490 | 962,484 | 461,398 | 332,808 | 2.80 |
| **MOUNTAIN** | **5,100.0** | **340,289** | **1,168,202** | **1,186,275** | **778,705** | **636,258** | **990,271** | **1,243,947** | **1,691,338** | **820,853** | **730,604** | **350,449** | **262,809** | **2.71** |
| Arizona | 1,397.5 | 97,319 | 311,611 | 298,427 | 204,244 | 176,938 | 308,961 | 344,762 | 486,930 | 216,427 | 186,255 | 91,570 | 71,556 | 2.68 |
| Colorado | 1,292.6 | 84,815 | 313,870 | 329,122 | 199,431 | 151,484 | 213,878 | 343,298 | 428,841 | 215,168 | 190,829 | 76,592 | 37,872 | 2.57 |
| Idaho | 361.9 | 24,038 | 75,555 | 82,623 | 56,108 | 44,952 | 78,624 | 81,210 | 123,000 | 56,258 | 52,922 | 26,488 | 22,022 | 2.79 |
| Montana | 305.1 | 17,418 | 61,056 | 70,625 | 46,754 | 40,072 | 69,175 | 80,376 | 103,401 | 46,623 | 44,288 | 20,207 | 10,205 | 2.61 |
| Nevada | 483.0 | 30,397 | 110,477 | 110,573 | 81,657 | 66,719 | 83,177 | 123,973 | 169,701 | 80,451 | 62,070 | 27,612 | 19,193 | 2.58 |
| New Mexico | 550.2 | 32,516 | 123,058 | 127,992 | 85,814 | 72,988 | 107,832 | 126,688 | 170,746 | 94,568 | 86,390 | 42,606 | 29,202 | 2.79 |
| Utah | 542.6 | 43,120 | 135,004 | 125,382 | 79,038 | 62,379 | 97,677 | 102,705 | 154,563 | 84,463 | 81,053 | 53,446 | 66,370 | 3.20 |
| Wyoming | 167.1 | 10,666 | 37,571 | 41,531 | 25,659 | 20,726 | 30,947 | 40,935 | 54,156 | 26,895 | 26,797 | 11,928 | 6,389 | 2.68 |
| **PACIFIC** | **14,153.8** | **820,604** | **3,255,730** | **3,390,910** | **2,243,285** | **1,750,681** | **2,692,590** | **3,352,572** | **4,508,396** | **2,347,555** | **2,068,242** | **998,365** | **878,670** | **2.81** |
| Alaska | 190.3 | 13,815 | 53,989 | 58,215 | 31,988 | 18,055 | 14,238 | 42,200 | 55,159 | 34,509 | 32,829 | 15,323 | 10,280 | 2.91 |
| California | 10,593.6 | 604,863 | 2,482,752 | 2,523,128 | 1,686,027 | 1,318,099 | 1,978,731 | 2,477,017 | 3,298,590 | 1,761,616 | 1,546,167 | 772,789 | 737,421 | 2.87 |
| Hawaii | 360.0 | 16,165 | 73,059 | 88,730 | 58,718 | 50,428 | 72,900 | 69,718 | 103,508 | 66,465 | 59,290 | 31,127 | 29,892 | 3.11 |
| Oregon | 1,112.0 | 65,494 | 219,184 | 265,331 | 171,138 | 137,616 | 253,237 | 280,896 | 397,659 | 175,335 | 156,030 | 65,158 | 36,922 | 2.58 |
| Washington | 1,897.9 | 120,267 | 426,746 | 455,506 | 295,414 | 226,483 | 373,484 | 482,741 | 653,480 | 309,630 | 273,926 | 113,968 | 64,155 | 2.60 |
| **TOTAL UNITED STATES** | **92,734.9** | **5,095,997** | **20,035,949** | **20,580,417** | **14,429,392** | **12,479,194** | **20,113,951** | **22,765,425** | **29,714,960** | **16,108,843** | **13,980,187** | **6,239,282** | **3,926,203** | **2.70** |

## REGIONAL AND STATE SUMMARIES
# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| REGION State | 12/31/90 Total Households (Thousands) | Under $5,000 | $5,000 To $9,999 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 Or More | Median Household EBI | Average Household EBI | Per Capita EBI |
| **NEW ENGLAND** | **4,973.2** | **216,278** | **411,604** | **426,381** | **428,682** | **409,440** | **770,214** | **934,381** | **1,376,220** | **32,578** | **43,553** | **16,303** |
| Connecticut | 1,236.0 | 48,691 | 82,191 | 88,412 | 93,134 | 90,928 | 179,340 | 236,558 | 416,746 | 36,961 | 48,726 | 18,244 |
| Maine | 469.5 | 24,112 | 47,994 | 53,124 | 54,155 | 48,929 | 83,634 | 83,487 | 74,065 | 25,652 | 34,145 | 12,946 |
| Massachusetts | 2,257.1 | 97,915 | 193,369 | 190,348 | 184,876 | 177,119 | 336,661 | 424,576 | 652,236 | 33,363 | 44,562 | 16,647 |
| New Hampshire | 418.0 | 15,846 | 28,539 | 33,223 | 35,498 | 35,565 | 68,188 | 83,374 | 117,767 | 33,753 | 42,911 | 15,913 |
| Rhode Island | 380.0 | 19,254 | 39,115 | 37,244 | 35,805 | 33,997 | 62,876 | 70,789 | 80,920 | 28,696 | 38,358 | 14,447 |
| Vermont | 212.6 | 10,460 | 20,396 | 24,030 | 25,214 | 22,902 | 39,515 | 35,597 | 34,486 | 25,717 | 34,092 | 12,761 |
| **MIDDLE ATLANTIC** | **13,984.8** | **770,415** | **1,252,914** | **1,256,421** | **1,233,796** | **1,159,857** | **2,129,878** | **2,490,196** | **3,691,323** | **31,009** | **42,855** | **15,877** |
| New Jersey | 2,809.3 | 112,277 | 187,034 | 196,322 | 198,909 | 193,123 | 371,008 | 506,068 | 1,044,559 | 39,083 | 51,819 | 18,738 |
| New York | 6,668.4 | 398,064 | 630,238 | 614,052 | 595,551 | 550,178 | 978,568 | 1,147,004 | 1,754,745 | 30,330 | 43,047 | 15,890 |
| Pennsylvania | 4,507.1 | 260,074 | 435,642 | 446,047 | 439,336 | 416,556 | 780,302 | 837,124 | 892,019 | 28,148 | 36,985 | 13,993 |
| **EAST NORTH CENTRAL** | **15,631.0** | **1,004,844** | **1,466,415** | **1,522,153** | **1,476,639** | **1,418,001** | **2,698,710** | **2,957,310** | **3,086,928** | **28,388** | **36,831** | **13,673** |
| Illinois | 4,207.6 | 269,583 | 362,399 | 360,064 | 358,534 | 348,319 | 660,243 | 795,898 | 1,052,560 | 31,119 | 40,946 | 15,048 |
| Indiana | 2,069.8 | 139,447 | 201,621 | 225,183 | 220,205 | 209,135 | 387,221 | 379,867 | 307,121 | 25,982 | 32,950 | 12,273 |
| Michigan | 3,429.6 | 220,581 | 330,967 | 339,109 | 313,036 | 301,434 | 589,987 | 657,426 | 677,060 | 28,505 | 36,668 | 13,489 |
| Ohio | 4,094.2 | 283,768 | 401,137 | 410,481 | 401,766 | 386,021 | 733,324 | 765,079 | 712,624 | 27,201 | 34,892 | 13,149 |
| Wisconsin | 1,829.8 | 91,465 | 170,291 | 187,316 | 183,098 | 173,092 | 327,935 | 359,040 | 337,563 | 28,292 | 36,405 | 13,561 |
| **WEST NORTH CENTRAL** | **6,745.7** | **467,282** | **699,922** | **744,112** | **709,207** | **645,651** | **1,139,884** | **1,165,973** | **1,173,669** | **25,875** | **34,956** | **13,298** |
| Iowa | 1,061.7 | 76,264 | 114,088 | 122,777 | 116,649 | 107,526 | 193,534 | 180,627 | 150,235 | 24,699 | 33,163 | 12,709 |
| Kansas | 949.6 | 62,581 | 92,850 | 102,514 | 99,367 | 91,495 | 160,127 | 165,987 | 174,679 | 26,557 | 36,633 | 13,965 |
| Minnesota | 1,661.6 | 98,890 | 157,939 | 167,272 | 164,106 | 153,030 | 282,489 | 310,814 | 327,060 | 28,119 | 36,679 | 13,814 |
| Missouri | 1,971.0 | 142,419 | 213,601 | 220,719 | 205,423 | 183,407 | 317,698 | 331,344 | 356,389 | 25,574 | 34,544 | 13,233 |
| Nebraska | 602.6 | 44,104 | 63,387 | 68,299 | 66,055 | 59,939 | 102,795 | 99,445 | 98,576 | 24,959 | 34,359 | 13,109 |
| North Dakota | 239.8 | 18,770 | 26,279 | 29,187 | 27,343 | 24,321 | 41,832 | 38,950 | 33,118 | 23,673 | 32,444 | 12,229 |
| South Dakota | 259.4 | 24,254 | 31,778 | 33,344 | 30,264 | 25,933 | 41,409 | 38,806 | 33,612 | 21,826 | 31,955 | 11,886 |
| **SOUTH ATLANTIC** | **16,746.3** | **1,195,189** | **1,558,273** | **1,738,942** | **1,754,625** | **1,606,789** | **2,718,862** | **2,806,532** | **3,367,088** | **26,692** | **35,834** | **13,581** |
| Delaware | 250.2 | 14,690 | 21,753 | 24,287 | 24,874 | 23,304 | 41,245 | 46,533 | 53,514 | 28,887 | 38,613 | 14,351 |
| District of Columbia | 248.4 | 22,110 | 22,358 | 23,751 | 24,772 | 23,192 | 37,389 | 35,718 | 59,110 | 26,962 | 42,939 | 17,653 |
| Florida | 5,250.4 | 363,496 | 490,111 | 577,746 | 583,059 | 518,607 | 837,215 | 835,850 | 1,044,316 | 25,914 | 35,141 | 13,958 |
| Georgia | 2,407.6 | 198,440 | 233,240 | 244,801 | 244,837 | 224,447 | 382,377 | 408,217 | 471,241 | 26,342 | 34,722 | 12,692 |
| Maryland | 1,771.9 | 78,556 | 110,159 | 121,855 | 134,846 | 137,169 | 266,557 | 344,094 | 578,664 | 36,408 | 45,102 | 16,499 |
| North Carolina | 2,542.7 | 205,010 | 274,383 | 304,506 | 298,898 | 268,723 | 440,729 | 403,879 | 346,572 | 23,488 | 31,725 | 12,052 |
| South Carolina | 1,271.3 | 112,494 | 135,738 | 142,717 | 146,276 | 132,692 | 218,462 | 209,890 | 173,031 | 23,666 | 31,316 | 11,307 |
| Virginia | 2,320.3 | 131,877 | 177,662 | 207,095 | 219,245 | 210,018 | 376,806 | 422,652 | 574,945 | 30,504 | 39,861 | 14,763 |
| West Virginia | 683.5 | 68,516 | 92,869 | 92,184 | 77,818 | 68,637 | 118,082 | 99,699 | 65,695 | 20,694 | 27,469 | 10,546 |
| **EAST SOUTH CENTRAL** | **5,670.6** | **581,348** | **720,611** | **683,232** | **627,441** | **548,797** | **891,810** | **848,357** | **769,004** | **21,939** | **30,092** | **11,208** |
| Alabama | 1,512.7 | 161,879 | 197,068 | 180,508 | 164,860 | 144,022 | 235,524 | 226,377 | 202,462 | 21,714 | 29,633 | 11,051 |
| Kentucky | 1,380.6 | 142,172 | 179,918 | 173,638 | 153,874 | 134,134 | 221,080 | 205,341 | 170,443 | 21,454 | 29,865 | 11,182 |
| Mississippi | 912.2 | 108,686 | 129,231 | 117,564 | 104,973 | 88,231 | 135,210 | 122,609 | 105,696 | 19,768 | 27,776 | 9,838 |
| Tennessee | 1,865.1 | 168,611 | 214,394 | 211,522 | 203,734 | 182,410 | 299,996 | 294,030 | 290,403 | 23,644 | 31,764 | 12,075 |
| **WEST SOUTH CENTRAL** | **9,729.5** | **907,471** | **1,057,053** | **1,107,059** | **1,025,208** | **908,513** | **1,555,190** | **1,563,131** | **1,605,875** | **24,179** | **32,977** | **11,939** |
| Arkansas | 894.3 | 90,664 | 123,116 | 117,247 | 108,990 | 91,631 | 138,711 | 120,730 | 103,211 | 20,361 | 28,779 | 10,915 |
| Louisiana | 1,494.2 | 174,157 | 173,388 | 166,379 | 148,176 | 131,277 | 231,545 | 238,714 | 230,564 | 23,167 | 31,232 | 11,093 |
| Oklahoma | 1,204.9 | 120,251 | 161,117 | 158,288 | 139,908 | 120,973 | 199,805 | 170,621 | 133,937 | 20,869 | 28,472 | 10,915 |
| Texas | 6,136.1 | 522,399 | 599,432 | 665,145 | 628,134 | 564,632 | 985,129 | 1,033,066 | 1,138,163 | 25,847 | 3[illegible]899 | 12,474 |
| **MOUNTAIN** | **5,100.0** | **342,013** | **479,917** | **566,216** | **562,062** | **512,538** | **880,848** | **883,712** | **872,694** | **25,911** | **3[illegible]34** | **12,252** |
| Arizona | 1,397.5 | 98,750 | 135,513 | 161,136 | 157,653 | 140,042 | 233,850 | 233,969 | 236,587 | 25,218 | 32,822 | 12,264 |
| Colorado | 1,292.6 | 73,690 | 109,041 | 128,419 | 131,981 | 123,911 | 220,647 | 239,903 | 265,008 | 28,558 | 35,927 | 13,983 |
| Idaho | 361.9 | 23,617 | 37,294 | 42,391 | 42,881 | 38,711 | 64,090 | 60,454 | 52,462 | 24,475 | 32,260 | 11,566 |
| Montana | 305.1 | 24,504 | 35,536 | 39,174 | 36,214 | 32,323 | 54,563 | 47,945 | 34,841 | 22,572 | 29,286 | 11,208 |
| Nevada | 483.0 | 27,046 | 36,338 | 48,724 | 51,689 | 48,122 | 82,169 | 89,001 | 99,911 | 28,520 | 35,246 | 13,684 |
| New Mexico | 550.2 | 53,561 | 64,078 | 70,141 | 64,422 | 55,309 | 88,518 | 79,921 | 74,250 | 21,961 | 29,756 | 10,667 |
| Utah | 542.6 | 29,982 | 46,055 | 57,613 | 60,654 | 58,030 | 104,679 | 100,263 | 85,324 | 26,757 | 32,792 | 10,233 |
| Wyoming | 167.1 | 10,863 | 16,062 | 18,618 | 16,568 | 16,090 | 32,332 | 32,256 | 24,311 | 26,618 | 32,238 | 12,008 |
| **PACIFIC** | **14,153.8** | **743,816** | **1,114,123** | **1,244,663** | **1,275,305** | **1,183,615** | **2,109,721** | **2,510,935** | **3,971,622** | **31,986** | **43,159** | **15,340** |
| Alaska | 190.3 | 12,570 | 12,810 | 16,042 | 15,408 | 14,370 | 25,957 | 33,256 | 59,887 | 34,130 | 45,160 | 15,499 |
| California | 10,593.6 | 533,060 | 788,989 | 889,811 | 927,934 | 862,373 | 1,527,799 | 1,873,187 | 3,190,447 | 33,342 | 45,101 | 15,741 |
| Hawaii | 360.0 | 15,274 | 21,055 | 29,000 | 32,266 | 29,792 | 52,627 | 64,593 | 115,393 | 34,997 | 47,522 | 15,274 |
| Oregon | 1,112.0 | 72,330 | 117,068 | 130,042 | 122,277 | 112,520 | 198,397 | 189,431 | 169,935 | 25,082 | 32,232 | 12,517 |
| Washington | 1,897.9 | 110,582 | 174,201 | 179,768 | 177,420 | 164,560 | 304,941 | 350,468 | 435,960 | 29,612 | 37,692 | 14,507 |
| **TOTAL UNITED STATES** | **92,734.9** | **6,228,656** | **8,760,832** | **9,289,179** | **9,092,965** | **8,393,201** | **14,895,117** | **16,160,527** | **19,914,423** | **27,912** | **37,735** | **13,952** |

# SECTION 3

## Metropolitan Market Rankings

Population
Households
Population Density
Effective Buying Income (EBI)
Median Household EBI
Average Household EBI
Per Capita EBI
Total Retail Sales
Per Household Retail Sales
Buying Power Index (BPI)
Economy-Priced-Products BPI
Moderate-Priced-Products BPI
Premium-Priced-Products BPI

Across-the-Board Rankings

### EXPLANATION OF TERMS

An explanation of terms used in the **Survey of Buying Power Demographics USA 1991** will be found in the Introductory Section starting on page A-5.

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Moderate-Priced-Products BPI ........ 3–13
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# POPULATION

| Area | (Thous.) | Rank |
|---|---|---|
| Los Angeles - Long Beach, Cal. | 8,967.9 | 1 |
| New York, N.Y. | 8,592.1 | 2 |
| Chicago, Ill. | 6,077.3 | 3 |
| Philadelphia, Pa. | 4,886.9 | 4 |
| Detroit, Mich. | 4,387.9 | 5 |
| Washington, D.C. | 3,988.4 | 6 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 3,791.4 | 7 |
| Houston, Tex. | 3,331.2 | 8 |
| Atlanta, Ga. | 2,914.8 | 9 |
| Riverside - San Bernardino, Cal. | 2,724.0 | 10 |
| Nassau - Suffolk, N.Y. | 2,616.2 | 11 |
| Dallas, Tex. | 2,602.9 | 12 |
| San Diego, Cal. | 2,562.9 | 13 |
| Minneapolis - St. Paul, Minn. | 2,501.4 | 14 |
| St. Louis, Mo. | 2,456.9 | 15 |
| Anaheim - Santa Ana, Cal. | 2,451.1 | 16 |
| Baltimore, Md. | 2,404.9 | 17 |
| Phoenix, Ariz. | 2,169.7 | 18 |
| Oakland, Cal. | 2,111.7 | 19 |
| Tampa - St. Petersburg - Clearwater, Fla. | 2,110.1 | 20 |
| Pittsburgh, Pa. | 2,047.2 | 21 |
| Seattle, Wash. | 2,006.7 | 22 |
| Miami - Hialeah, Fla. | 1,963.0 | 23 |
| Cleveland, Ohio | 1,825.8 | 24 |
| Newark, N.J. | 1,822.7 | 25 |
| Denver, Colo. | 1,633.3 | 26 |
| San Francisco, Cal. | 1,611.7 | 27 |
| Kansas City, Mo.-Kans. | 1,584.7 | 28 |
| Sacramento, Cal. | 1,523.3 | 29 |
| San Jose, Cal. | 1,512.9 | 30 |
| Cincinnati, Ohio | 1,457.8 | 31 |
| Milwaukee, Wisc. | 1,436.8 | 32 |
| Norfolk - Virginia Beach - Newport News, Va. | 1,419.4 | 33 |
| Columbus, Ohio | 1,389.7 | 34 |
| Fort Worth - Arlington, Tex. | 1,361.0 | 35 |
| San Antonio, Tex. | 1,324.0 | 36 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 1,278.4 | 37 |
| Bergen - Passaic, N.J. | 1,276.9 | 38 |
| Indianapolis, Ind. | 1,258.1 | 39 |
| Portland, Ore. | 1,252.0 | 40 |
| New Orleans, La. | 1,236.3 | 41 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | 1,181.4 | 42 |
| Hartford - New Britain - Middletown - Bristol, Conn. | 1,130.7 | 43 |
| Orlando, Fla. | 1,104.8 | 44 |
| Salt Lake City - Ogden, Utah | 1,083.2 | 45 |
| Middlesex - Somerset - Hunterdon, N.J. | 1,031.4 | 46 |
| Rochester, N.Y. | 1,004.9 | 47 |
| Monmouth - Ocean, N.J. | 1,000.9 | 48 |
| Nashville, Tenn. | 997.5 | 49 |
| Memphis, Tenn. | 990.6 | 50 |
| **Total Top 50** | **115,396.8** | |
| Buffalo, N.Y. | 966.3 | 51 |
| Oklahoma City, Okla. | 962.1 | 52 |
| Dayton - Springfield, Ohio | 953.8 | 53 |
| Louisville, Ky. | 953.0 | 54 |
| Greensboro - Winston-Salem - High Point, N.C. | 949.6 | 55 |
| Jacksonville, Fla. | 927.1 | 56 |
| Providence - Pawtucket - Woonsocket, R.I. | 921.4 | 57 |
| Birmingham, Ala. | 911.0 | 58 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 896.4 | 59 |
| Albany - Schenectady - Troy, N.Y. | 879.9 | 60 |
| Richmond - Petersburg, Va. | 875.4 | 61 |
| Honolulu, Haw. | 842.6 | 62 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | 827.1 | 63 |
| New Haven - Waterbury - Meriden, Conn. | 807.9 | 64 |
| Austin, Tex. | 798.0 | 65 |
| Las Vegas, Nev. | 773.4 | 66 |
| Raleigh - Durham, N.C. | 750.2 | 67 |
| Scranton - Wilkes-Barre, Pa. | 736.3 | 68 |
| Worcester - Fitchburg - Leominster, Mass. | 717.5 | 69 |
| Tulsa, Okla. | 711.0 | 70 |
| Grand Rapids, Mich. | 696.2 | 71 |
| Allentown - Bethlehem - Easton, Pa. | 692.3 | 72 |
| Fresno, Cal. | 682.9 | 73 |
| Oxnard - Ventura, Cal. | 680.7 | 74 |
| Tucson, Ariz. | 677.9 | 75 |
| Syracuse, N.Y. | 661.0 | 76 |
| Akron, Ohio | 658.6 | 77 |
| Greenville - Spartanburg, S.C. | 647.5 | 78 |
| Omaha, Neb. | 621.3 | 79 |
| Toledo, Ohio | 614.8 | 80 |
| Knoxville, Tenn. | 608.4 | 81 |
| Springfield, Mass. | 606.6 | 82 |
| Gary - Hammond, Ind. | 603.2 | 83 |
| El Paso, Tex. | 602.6 | 84 |
| Tacoma, Wash. | 594.7 | 85 |
| Harrisburg - Lebanon - Carlisle, Pa. | 591.5 | 86 |
| Wilmington, Del. | 584.4 | 87 |
| Bakersfield, Cal. | 558.9 | 88 |
| Jersey City, N.J. | 550.9 | 89 |
| Baton Rouge, La. | 528.2 | 90 |
| Lake County, Ill. | 525.8 | 91 |
| Little Rock - North Little Rock, Ark. | 516.1 | 92 |
| Charleston, S.C. | 515.5 | 93 |
| New Bedford - Fall River - Attleboro, Mass. | 509.1 | 94 |
| Albuquerque, N.M. | 491.3 | 95 |
| Stockton, Cal. | 490.6 | 96 |
| Youngstown - Warren, Ohio | 490.2 | 97 |
| Mobile, Ala. | 479.4 | 98 |
| Vallejo - Fairfield - Napa, Cal. | 467.0 | 99 |
| Wichita, Kans. | 458.6 | 100 |
| **Total Top 100** | **149,963.0** | |
| Columbia, S.C. | 458.3 | 101 |
| Johnson City - Kingsport - Bristol, Tenn. | 436.4 | 102 |
| Chattanooga, Tenn. | 435.2 | 103 |
| Lansing - East Lansing, Mich. | 434.5 | 104 |
| Lancaster, Pa. | 429.6 | 105 |
| Flint, Mich. | 429.1 | 106 |
| York, Pa. | 421.6 | 107 |
| Lakeland - Winter Haven, Fla. | 411.9 | 108 |
| Melbourne - Titusville - Palm Bay, Fla. | 408.8 | 109 |
| Colorado Springs, Colo. | 405.0 | 110 |
| Augusta, Ga. | 400.1 | 111 |
| Saginaw - Bay City - Midland, Mich. | 398.5 | 112 |
| Santa Rosa - Petaluma, Cal. | 397.7 | 113 |
| Jackson, Miss. | 397.4 | 114 |
| Des Moines, Iowa | 396.0 | 115 |
| Canton, Ohio | 394.2 | 116 |
| Joliet, Ill. | 393.1 | 117 |
| McAllen - Edinburg - Mission, Tex. | 393.0 | 118 |
| Modesto, Cal. | 384.4 | 119 |
| Daytona Beach, Fla. | 379.8 | 120 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 373.5 | 121 |
| Madison, Wisc. | 370.4 | 122 |
| Fort Wayne, Ind. | 365.8 | 123 |
| Aurora - Elgin, Ill. | 363.4 | 124 |
| Salinas - Seaside - Monterey, Cal. | 363.1 | 125 |
| Spokane, Wash. | 362.2 | 126 |
| Beaumont - Port Arthur, Tex. | 359.1 | 127 |
| Portsmouth - Dover - Rochester, N.H. | 356.6 | 128 |
| Lexington-Fayette, Ky. | 351.1 | 129 |
| Corpus Christi, Tex. | 350.5 | 130 |
| Pensacola, Fla. | 348.8 | 131 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 348.4 | 132 |
| Fort Myers - Cape Coral, Fla. | 345.2 | 133 |
| Manchester - Nashua, N.H. | 341.3 | 134 |
| Reading, Pa. | 338.8 | 135 |
| Peoria, Ill. | 338.1 | 136 |
| Shreveport, La. | 333.0 | 137 |
| Trenton, N.J. | 328.1 | 138 |
| Atlantic City, N.J. | 323.0 | 139 |
| Visalia - Tulare - Porterville, Cal. | 318.7 | 140 |
| Appleton - Oshkosh - Neenah, Wisc. | 317.5 | 141 |
| Utica - Rome, N.Y. | 316.3 | 142 |
| Orange County, N.Y. | 312.7 | 143 |
| Huntington - Ashland, W.Va.-Ky. | 310.7 | 144 |
| Montgomery, Ala. | 294.6 | 145 |
| Hamilton - Middletown, Ohio | 294.2 | 146 |
| Ann Arbor, Mich. | 284.8 | 147 |
| Eugene - Springfield, Ore. | 284.3 | 148 |
| Rockford, Ill. | 284.2 | 149 |
| Macon - Warner Robins, Ga. | 284.0 | 150 |
| **Total Top 150** | **168,130.0** | |
| Sarasota, Fla. | 282.7 | 151 |
| Salem, Ore. | 280.5 | 152 |
| Evansville, Ind. | 279.2 | 153 |
| Fayetteville, N.C. | 275.8 | 154 |
| Erie, Pa. | 275.1 | 155 |
| Lorain - Elyria, Ohio | 271.3 | 156 |
| Provo - Orem, Utah | 266.4 | 157 |
| Binghamton, N.Y. | 264.4 | 158 |
| Brownsville - Harlingen, Tex. | 263.0 | 159 |
| Poughkeepsie, N.Y. | 262.2 | 160 |
| Reno, Nev. | 260.0 | 161 |
| Fort Pierce, Fla. | 258.9 | 162 |
| Killeen - Temple, Tex. | 258.2 | 163 |
| New London - Norwich, Conn. | 256.2 | 164 |
| Charleston, W.Va. | 249.2 | 165 |
| South Bend - Mishawaka, Ind. | 247.7 | 166 |
| Portland, Me. | 245.3 | 167 |
| Savannah, Ga. | 244.6 | 168 |
| Columbus, Ga. | 244.5 | 169 |
| Springfield, Mo. | 243.3 | 170 |
| Huntsville, Ala. | 242.7 | 171 |
| Vancouver, Wash. | 242.3 | 172 |
| Johnstown, Pa. | 239.7 | 173 |
| Duluth, Minn. | 238.5 | 174 |
| Tallahassee, Fla. | 237.3 | 175 |
| Santa Cruz, Cal. | 233.1 | 176 |
| Boulder - Longmont, Colo. | 227.3 | 177 |
| Anchorage, Alas. | 226.8 | 178 |
| Roanoke, Va. | 224.8 | 179 |
| Kalamazoo, Mich. | 224.5 | 180 |
| Lubbock, Tex. | 224.1 | 181 |
| Hickory - Morganton, N.C. | 223.4 | 182 |
| Niagara Falls, N.Y. | 220.6 | 183 |
| Galveston - Texas City, Tex. | 218.3 | 184 |
| Bradenton, Fla. | 215.6 | 185 |
| Lincoln, Neb. | 215.4 | 186 |
| Boise, Ida. | 208.1 | 187 |
| Lafayette, La. | 208.0 | 188 |
| Gainesville, Fla. | 206.6 | 189 |
| Ocala, Fla. | 200.5 | 190 |
| Biloxi - Gulfport, Miss. | 197.5 | 191 |
| Green Bay, Wisc. | 196.2 | 192 |
| Bremerton, Wash. | 194.2 | 193 |
| St. Cloud, Minn. | 193.1 | 194 |
| Brazoria, Tex. | 192.7 | 195 |
| Fort Collins - Loveland, Colo. | 190.7 | 196 |
| Yakima, Wash. | 190.0 | 197 |
| Springfield, Ill. | 189.9 | 198 |
| Waco, Tex. | 189.9 | 198 |
| Amarillo, Tex. | 188.0 | 200 |
| **Total Top 200** | **179,758.3** | |
| Chico, Cal. | 185.3 | 201 |
| Beaver County, Pa. | 185.0 | 202 |
| Houma - Thibodaux, La. | 182.2 | 203 |
| Merced, Cal. | 181.8 | 204 |
| Fort Smith, Ark. | 177.3 | 205 |
| Asheville, N.C. | 175.9 | 206 |
| Racine, Wisc. | 175.6 | 207 |
| Champaign - Urbana - Rantoul, Ill. | 173.4 | 208 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 170.6 | 209 |
| Cedar Rapids, Iowa | 169.3 | 210 |
| Lake Charles, La. | 168.1 | 211 |
| Olympia, Wash. | 164.5 | 212 |
| Longview - Marshall, Tex. | 162.6 | 213 |
| Topeka, Kans. | 162.0 | 214 |
| Benton Harbor, Mich. | 161.4 | 215 |
| Muskegon, Mich. | 159.6 | 216 |
| Athens, Ga. | 158.1 | 217 |
| Wheeling, W.Va. | 157.8 | 218 |
| Elkhart - Goshen, Ind. | 157.6 | 219 |
| Naples, Fla. | 157.4 | 220 |
| Lima, Ohio | 154.6 | 221 |
| Fargo - Moorhead, N.D.-Minn. | 154.4 | 222 |
| Tyler, Tex. | 152.9 | 223 |
| Redding, Cal. | 151.6 | 224 |
| Tuscaloosa, Ala. | 151.6 | 224 |
| Jacksonville, N.C. | 151.5 | 226 |
| Jackson, Mich. | 150.4 | 227 |
| Richland - Kennewick - Pasco, Wash. | 150.3 | 228 |
| Parkersburg - Marietta, W.Va.-Ohio | 148.4 | 229 |
| Medford, Ore. | 148.0 | 230 |
| Bangor, Me. | 147.5 | 231 |
| Fort Walton Beach, Fla. | 146.9 | 232 |
| Anderson, S.C. | 146.2 | 233 |
| Waterloo - Cedar Falls, Iowa | 145.4 | 234 |
| Lynchburg, Va. | 142.3 | 235 |
| Monroe, La. | 141.9 | 236 |
| Jamestown - Dunkirk, N.Y. | 141.4 | 237 |
| Steubenville - Weirton, Ohio-W.Va. | 141.2 | 238 |
| Janesville - Beloit, Wisc. | 139.3 | 239 |
| Pittsfield, Mass. | 139.0 | 240 |
| Burlington, Vt. | 138.7 | 241 |
| Las Cruces, N.M. | 138.6 | 242 |
| Vineland - Millville - Bridgeton, N.J. | 138.5 | 243 |
| Eau Claire, Wisc. | 138.2 | 244 |
| Battle Creek, Mich. | 136.1 | 245 |
| Joplin, Mo. | 135.6 | 246 |
| Laredo, Tex. | 135.6 | 246 |
| Charlottesville, Va. | 132.6 | 248 |
| Greeley, Colo. | 132.3 | 249 |
| Dothan, Ala. | 131.9 | 250 |
| **Total Top 250** | **187,446.7** | |
| Lafayette - West Lafayette, Ind. | 131.2 | 251 |
| Florence, Ala. | 131.1 | 252 |
| Alexandria, La. | 131.0 | 253 |
| Altoona, Pa. | 130.3 | 254 |
| Terre Haute, Ind. | 130.3 | 254 |
| Anderson, Ind. | 130.1 | 256 |
| Bloomington - Normal, Ill. | 130.1 | 256 |
| Bellingham, Wash. | 129.6 | 258 |
| Panama City, Fla. | 129.2 | 259 |
| Kenosha, Wisc. | 129.0 | 260 |
| Mansfield, Ohio | 126.0 | 261 |
| Sioux Falls, S.D. | 125.1 | 262 |
| State College, Pa. | 124.6 | 263 |
| Yuba City, Cal. | 124.4 | 264 |
| Pueblo, Colo. | 123.1 | 265 |
| Bryan - College Station, Tex. | 122.9 | 266 |
| Hagerstown, Md. | 122.1 | 267 |
| Wichita Falls, Tex. | 122.0 | 268 |
| Wilmington, N.C. | 121.4 | 269 |
| Sharon, Pa. | 120.5 | 270 |
| Texarkana, Tex.-Ark. | 120.4 | 271 |
| Glens Falls, N.Y. | 119.6 | 272 |
| Abilene, Tex. | 119.5 | 273 |
| Muncie, Ind. | 119.3 | 274 |
| Williamsport, Pa. | 119.1 | 275 |
| Santa Fe, N.M. | 118.7 | 276 |
| Odessa, Tex. | 118.0 | 277 |
| Anniston, Ala. | 116.2 | 278 |
| Decatur, Ill. | 116.2 | 278 |
| Wausau, Wisc. | 115.9 | 280 |
| Pascagoula, Miss. | 115.1 | 281 |
| Sioux City, Iowa | 115.0 | 282 |
| Florence, S.C. | 114.8 | 283 |
| Fayetteville - Springdale, Ark. | 114.6 | 284 |
| Columbia, Mo. | 113.1 | 285 |
| Billings, Mont. | 113.0 | 286 |
| Albany, Ga. | 112.3 | 287 |
| Lawton, Okla. | 111.2 | 288 |
| Bloomington, Ind. | 109.6 | 289 |
| Burlington, N.C. | 109.0 | 290 |
| Yuma, Ariz. | 108.9 | 291 |
| Danville, Va. | 108.4 | 292 |
| Rochester, Minn. | 107.6 | 293 |
| Midland, Tex. | 107.4 | 294 |
| Lewiston - Auburn, Me. | 106.1 | 295 |
| Sheboygan, Wisc. | 104.2 | 296 |
| Cumberland, Md. | 101.3 | 297 |
| Decatur, Ala. | 101.1 | 298 |
| Gadsden, Ala. | 99.7 | 299 |
| San Angelo, Tex. | 99.3 | 300 |
| La Crosse, Wisc. | 98.4 | 301 |
| Iowa City, Iowa | 96.9 | 302 |
| Kokomo, Ind. | 96.3 | 303 |
| Kankakee, Ill. | 96.0 | 304 |
| Elmira, N.Y. | 95.4 | 305 |
| Sherman - Denison, Tex. | 95.0 | 306 |
| Owensboro, Ky. | 87.2 | 307 |
| Dubuque, Iowa | 86.2 | 308 |
| Pine Bluff, Ark. | 85.4 | 309 |
| Bismarck, N.D. | 83.8 | 310 |
| Lawrence, Kans. | 82.9 | 311 |
| St. Joseph, Mo. | 82.8 | 312 |
| Rapid City, S.D. | 82.4 | 313 |
| Jackson, Tenn. | 78.1 | 314 |
| Great Falls, Mont. | 77.5 | 315 |
| Victoria, Tex. | 74.3 | 316 |
| Cheyenne, Wyo. | 73.3 | 317 |
| Grand Forks, N.D. | 71.0 | 318 |
| Casper, Wyo. | 60.2 | 319 |
| Enid, Okla. | 55.7 | 320 |
| **Total Above Areas** | **194,994.1** | |
| **Percent of U.S.** | **77.7451** | |
| **U.S. Total** | **250,812.0** | |

1991 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# HOUSEHOLDS

| Area | (Thous.) | Rank |
|---|---|---|
| New York, N.Y. | 3,270.5 | 1 |
| Los Angeles - Long Beach, Cal. | 3,025.8 | 2 |
| Chicago, Ill. | 2,224.3 | 3 |
| Philadelphia, Pa. | 1,788.4 | 4 |
| Detroit, Mich. | 1,621.0 | 5 |
| Washington, D.C. | 1,482.7 | 6 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 1,415.0 | 7 |
| Houston, Tex. | 1,196.7 | 8 |
| Atlanta, Ga. | 1,087.0 | 9 |
| Dallas, Tex. | 973.5 | 10 |
| Minneapolis - St. Paul, Minn. | 949.5 | 11 |
| St. Louis, Mo. | 929.0 | 12 |
| Riverside - San Bernardino, Cal. | 913.7 | 13 |
| San Diego, Cal. | 911.8 | 14 |
| Baltimore, Md. | 888.6 | 15 |
| Tampa - St. Petersburg - Clearwater, Fla. | 887.4 | 16 |
| Nassau - Suffolk, N.Y. | 858.5 | 17 |
| Anaheim - Santa Ana, Cal. | 841.2 | 18 |
| Phoenix, Ariz. | 826.0 | 19 |
| Pittsburgh, Pa. | 816.1 | 20 |
| Seattle, Wash. | 801.2 | 21 |
| Oakland, Cal. | 790.9 | 22 |
| Cleveland, Ohio | 710.1 | 23 |
| Miami - Hialeah, Fla. | 701.8 | 24 |
| Denver, Colo. | 653.0 | 25 |
| Newark, N.J. | 651.4 | 26 |
| San Francisco, Cal. | 645.6 | 27 |
| Kansas City, Mo.-Kans. | 609.4 | 28 |
| Sacramento, Cal. | 572.8 | 29 |
| Cincinnati, Ohio | 550.3 | 30 |
| Milwaukee, Wisc. | 539.4 | 31 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 538.2 | 32 |
| Columbus, Ohio | 529.4 | 33 |
| San Jose, Cal. | 525.7 | 34 |
| Fort Worth - A[illegible]gton, Tex. | 506.1 | 35 |
| Norfolk - Vi[illegible] Beach - Newpor[illegible]s, Va. | 502.2 | 36 |
| Portland, Ore. | 491.8 | 37 |
| Indianapolis, Ind. | 483.2 | 38 |
| Bergen - Passaic, N.J. | 463.5 | 39 |
| San Antonio, Tex. | 458.8 | 40 |
| New Orleans, La. | 454.0 | 41 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | 448.3 | 42 |
| Hartford - New Britain - Middletown - Bristol, Conn. | 426.4 | 43 |
| Orlando, Fla. | 414.1 | 44 |
| Nashville, Tenn. | 380.5 | 45 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 379.8 | 46 |
| Buffalo, N.Y. | 376.1 | 47 |
| Rochester, N.Y. | 375.5 | 48 |
| Greensboro - Winston-Salem - High Point, N.C. | 375.2 | 49 |
| Monmouth - Ocean, N.J. | 371.3 | 50 |
| **Total Top 50** | **42,632.7** | |
| Middlesex - Somerset - Hunterdon, N.J. | 369.4 | 51 |
| Oklahoma City, Okla. | 369.0 | 52 |
| Louisville, Ky. | 367.8 | 53 |
| Dayton - Springfield, Ohio | 365.2 | 54 |
| Memphis, Tenn. | 360.3 | 55 |
| Jacksonville, Fla. | 351.5 | 56 |
| Salt Lake City - Ogden, Utah | 351.1 | 57 |
| Providence - Pawtucket - Woonsocket, R.I. | 347.2 | 58 |
| Birmingham, Ala. | 346.6 | 59 |
| Albany - Schenectady - Troy, N.Y. | 338.0 | 60 |
| Richmond - Petersburg, Va. | 335.6 | 61 |
| Austin, Tex. | 310.4 | 62 |
| New Haven - Waterbury - Meriden, Conn. | 306.2 | 63 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | 304.8 | 64 |
| Las Vegas, Nev. | 299.6 | 65 |
| Raleigh - Durham, N.C. | 293.7 | 66 |
| Scranton - Wilkes-Barre, Pa. | 281.4 | 67 |
| Tulsa, Okla. | 278.1 | 68 |
| Honolulu, Haw. | 267.3 | 69 |
| Tucson, Ariz. | 266.2 | 70 |
| Worcester - Fitchburg - Leominster, Mass. | 263.2 | 71 |
| Allentown - Bethlehem - Easton, Pa. | 262.1 | 72 |
| Akron, Ohio | 249.7 | 73 |
| Grand Rapids, Mich. | 247.3 | 74 |
| Syracuse, N.Y. | 244.3 | 75 |
| Greenville - Spartanburg, S.C. | 243.5 | 76 |
| Knoxville, Tenn. | 239.3 | 77 |
| Omaha, Neb. | 233.6 | 78 |
| Toledo, Ohio | 231.0 | 79 |
| Harrisburg - Lebanon - Carlisle, Pa. | 227.6 | 80 |
| Fresno, Cal. | 226.2 | 81 |
| Springfield, Mass. | 221.4 | 82 |
| Oxnard - Ventura, Cal. | 221.2 | 83 |
| Tacoma, Wash. | 217.9 | 84 |
| Gary - Hammond, Ind. | 215.5 | 85 |
| Wilmington, Del. | 214.9 | 86 |
| Jersey City, N.J. | 207.9 | 87 |
| Little Rock - North Little Rock, Ark. | 196.6 | 88 |
| Albuquerque, N.M. | 189.8 | 89 |
| New Bedford - Fall River - Attleboro, Mass. | 188.7 | 90 |
| Baton Rouge, La. | 188.3 | 91 |
| Bakersfield, Cal. | 186.8 | 92 |
| Youngstown - Warren, Ohio | 186.2 | 93 |
| El Paso, Tex. | 181.8 | 94 |
| Charleston, S.C. | 180.8 | 95 |
| Lake County, Ill. | 177.3 | 96 |
| Wichita, Kans. | 176.7 | 97 |
| Mobile, Ala. | 174.9 | 98 |
| Johnson City - Kingsport - Bristol, Tenn. | 170.6 | 99 |
| Chattanooga, Tenn. | 167.1 | 100 |
| **Total Top 100** | **55,474.3** | |
| Melbourne - Titusville - Palm Bay, Fla. | 165.4 | 101 |
| Columbia, S.C. | 165.1 | 102 |
| Stockton, Cal. | 161.6 | 103 |
| Flint, Mich. | 160.8 | 104 |
| Vallejo - Fairfield - Napa, Cal. | 160.4 | 105 |
| Lakeland - Winter Haven, Fla. | 158.6 | 106 |
| York, Pa. | 158.2 | 107 |
| Lansing - East Lansing, Mich. | 157.6 | 108 |
| Daytona Beach, Fla. | 157.3 | 109 |
| Des Moines, Iowa | 154.4 | 110 |
| Lancaster, Pa. | 153.5 | 111 |
| Santa Rosa - Petaluma, Cal. | 152.7 | 112 |
| Colorado Springs, Colo. | 150.1 | 113 |
| Canton, Ohio | 149.3 | 114 |
| Saginaw - Bay City - Midland, Mich. | 147.9 | 115 |
| Fort Myers - Cape Coral, Fla. | 144.4 | 116 |
| Madison, Wisc. | 144.1 | 117 |
| Augusta, Ga. | 143.8 | 118 |
| Spokane, Wash. | 142.0 | 119 |
| Jackson, Miss. | 140.9 | 120 |
| Fort Wayne, Ind. | 136.8 | 121 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 135.2 | 122 |
| Lexington-Fayette, Ky. | 135.1 | 123 |
| Beaumont - Port Arthur, Tex. | 133.5 | 124 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 131.2 | 125 |
| Modesto, Cal. | 130.2 | 126 |
| Pensacola, Fla. | 130.2 | 126 |
| Joliet, Ill. | 130.1 | 128 |
| Portsmouth - Dover - Rochester, N.H. | 129.3 | 129 |
| Peoria, Ill. | 129.0 | 130 |
| Reading, Pa. | 128.5 | 131 |
| Sarasota, Fla. | 127.8 | 132 |
| Manchester - Nashua, N.H. | 126.6 | 133 |
| Atlantic City, N.J. | 124.5 | 134 |
| Shreveport, La. | 123.5 | 135 |
| Aurora - Elgin, Ill. | 122.7 | 136 |
| Huntington - Ashland, W.Va.-Ky. | 119.0 | 137 |
| Corpus Christi, Tex. | 118.7 | 138 |
| Trenton, N.J. | 117.8 | 139 |
| Utica - Rome, N.Y. | 117.3 | 140 |
| Appleton - Oshkosh - Neenah, Wisc. | 116.4 | 141 |
| Salinas - Seaside - Monterey, Cal. | 115.5 | 142 |
| Eugene - Springfield, Ore. | 111.4 | 143 |
| Evansville, Ind. | 108.8 | 144 |
| Rockford, Ill. | 107.8 | 145 |
| Montgomery, Ala. | 106.3 | 146 |
| McAllen - Edinburg - Mission, Tex. | 106.1 | 147 |
| Hamilton - Middletown, Ohio | 105.6 | 148 |
| Ann Arbor, Mich. | 105.3 | 149 |
| Reno, Nev. | 104.5 | 150 |
| **Total Top 150** | **62,177.1** | |
| Fort Pierce, Fla. | 104.4 | 151 |
| Macon - Warner Robins, Ga. | 104.2 | 152 |
| Orange County, N.Y. | 103.3 | 153 |
| Salem, Ore. | 102.6 | 154 |
| Erie, Pa. | 101.4 | 155 |
| Binghamton, N.Y. | 100.6 | 156 |
| Visalia - Tulare - Porterville, Cal. | 100.0 | 157 |
| Charleston, W.Va. | 99.8 | 158 |
| Lorain - Elyria, Ohio | 96.1 | 159 |
| Portland, Me. | 95.4 | 160 |
| Duluth, Minn. | 94.7 | 161 |
| Springfield, Mo. | 94.5 | 162 |
| New London - Norwich, Conn. | 93.7 | 163 |
| Bradenton, Fla. | 92.8 | 164 |
| Huntsville, Ala. | 92.7 | 165 |
| South Bend - Mishawaka, Ind. | 92.6 | 166 |
| Fayetteville, N.C. | 92.0 | 167 |
| Johnstown, Pa. | 91.0 | 168 |
| Poughkeepsie, N.Y. | 90.6 | 169 |
| Savannah, Ga. | 90.6 | 169 |
| Vancouver, Wash. | 90.0 | 171 |
| Roanoke, Va. | 89.8 | 172 |
| Tallahassee, Fla. | 89.8 | 172 |
| Boulder - Longmont, Colo. | 89.2 | 174 |
| Columbus, Ga. | 86.8 | 175 |
| Hickory - Morganton, N.C. | 85.8 | 176 |
| Killeen - Temple, Tex. | 85.0 | 177 |
| Santa Cruz, Cal. | 84.8 | 178 |
| Niagara Falls, N.Y. | 84.7 | 179 |
| Kalamazoo, Mich. | 84.1 | 180 |
| Lincoln, Neb. | 83.5 | 181 |
| Anchorage, Alas. | 82.9 | 182 |
| Lubbock, Tex. | 82.1 | 183 |
| Galveston - Texas City, Tex. | 81.8 | 184 |
| Ocala, Fla. | 80.5 | 185 |
| Gainesville, Fla. | 79.5 | 186 |
| Boise, Ida. | 78.4 | 187 |
| Springfield, Ill. | 76.5 | 188 |
| Lafayette, La. | 74.8 | 189 |
| Brownsville - Harlingen, Tex. | 74.1 | 190 |
| Chico, Cal. | 73.0 | 191 |
| Green Bay, Wisc. | 72.9 | 192 |
| Fort Collins - Loveland, Colo. | 72.3 | 193 |
| Amarillo, Tex. | 72.1 | 194 |
| Beaver County, Pa. | 71.5 | 195 |
| Biloxi - Gulfport, Miss. | 71.5 | 195 |
| Asheville, N.C. | 71.3 | 197 |
| Bremerton, Wash. | 71.0 | 198 |
| Provo - Orem, Utah | 71.0 | 198 |
| Waco, Tex. | 70.5 | 200 |
| **Total Top 200** | **66,491.3** | |
| Fort Smith, Ark. | 67.4 | 201 |
| Yakima, Wash. | 66.4 | 202 |
| Cedar Rapids, Iowa | 65.7 | 203 |
| St. Cloud, Minn. | 65.1 | 204 |
| Brazoria, Tex. | 64.4 | 205 |
| Topeka, Kans. | 64.2 | 206 |
| Champaign - Urbana - Rantoul, Ill. | 64.1 | 207 |
| Naples, Fla. | 63.9 | 208 |
| Racine, Wisc. | 63.9 | 208 |
| Olympia, Wash. | 63.4 | 210 |
| Wheeling, W.Va. | 62.3 | 211 |
| Benton Harbor, Mich. | 61.0 | 212 |
| Longview - Marshall, Tex. | 60.8 | 213 |
| Houma - Thibodaux, La. | 60.4 | 214 |
| Lake Charles, La. | 60.3 | 215 |
| Athens, Ga. | 58.5 | 216 |
| Fargo - Moorhead, N.D.-Minn. | 58.2 | 217 |
| Muskegon, Mich. | 58.0 | 218 |
| Medford, Ore. | 57.9 | 219 |
| Redding, Cal. | 57.7 | 220 |
| Parkersburg - Marietta, W.Va.-Ohio | 57.5 | 221 |
| Tyler, Tex. | 57.4 | 222 |
| Elkhart - Goshen, Ind. | 57.2 | 223 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 56.4 | 224 |
| Merced, Cal. | 56.4 | 224 |
| Anderson, S.C. | 55.9 | 226 |
| Tuscaloosa, Ala. | 55.8 | 227 |
| Lima, Ohio | 55.5 | 228 |
| Waterloo - Cedar Falls, Iowa | 54.8 | 229 |
| Steubenville - Weirton, Ohio-W.Va. | 54.6 | 230 |
| Fort Walton Beach, Fla. | 54.5 | 231 |
| Richland - Kennewick - Pasco, Wash. | 54.5 | 231 |
| Bangor, Me. | 54.4 | 233 |
| Pittsfield, Mass. | 54.2 | 234 |
| Jackson, Mich. | 53.9 | 235 |
| Jamestown - Dunkirk, N.Y. | 53.5 | 236 |
| Joplin, Mo. | 53.3 | 237 |
| Lynchburg, Va. | 52.9 | 238 |
| Janesville - Beloit, Wisc. | 52.2 | 239 |
| Battle Creek, Mich. | 51.9 | 240 |
| Burlington, Vt. | 51.1 | 241 |
| Florence, Ala. | 50.9 | 242 |
| Eau Claire, Wisc. | 50.6 | 243 |
| Monroe, La. | 50.4 | 244 |
| Altoona, Pa. | 50.2 | 245 |
| Panama City, Fla. | 49.8 | 246 |
| Anderson, Ind. | 49.6 | 247 |
| Bellingham, Wash. | 49.3 | 248 |
| Charlottesville, Va. | 49.3 | 248 |
| Terre Haute, Ind. | 49.0 | 250 |
| **Total Top 250** | **69,331.9** | |
| Dothan, Ala. | 48.8 | 251 |
| Wilmington, N.C. | 48.6 | 252 |
| Sioux Falls, S.D. | 48.2 | 253 |
| Greeley, Colo. | 47.7 | 254 |
| Mansfield, Ohio | 47.5 | 255 |
| Kenosha, Wisc. | 47.3 | 256 |
| Vineland - Millville - Bridgeton, N.J. | 47.3 | 256 |
| Bloomington - Normal, Ill. | 47.2 | 258 |
| Pueblo, Colo. | 47.1 | 259 |
| Las Cruces, N.M. | 46.1 | 260 |
| Lafayette - West Lafayette, Ind. | 45.9 | 261 |
| Alexandria, La. | 45.7 | 262 |
| Santa Fe, N.M. | 45.7 | 262 |
| Decatur, Ill. | 45.6 | 264 |
| Sharon, Pa. | 45.4 | 265 |
| Wichita Falls, Tex. | 45.1 | 266 |
| Williamsport, Pa. | 45.1 | 266 |
| Hagerstown, Md. | 45.0 | 268 |
| Muncie, Ind. | 45.0 | 268 |
| Texarkana, Tex.-Ark. | 45.0 | 268 |
| Billings, Mont. | 44.5 | 271 |
| Bryan - College Station, Tex. | 44.2 | 272 |
| Fayetteville - Springdale, Ark. | 43.9 | 273 |
| Yuba City, Cal. | 43.6 | 274 |
| Glens Falls, N.Y. | 43.3 | 275 |
| Abilene, Tex. | 43.2 | 276 |
| Anniston, Ala. | 43.0 | 277 |
| Burlington, N.C. | 43.0 | 277 |
| State College, Pa. | 43.0 | 277 |
| Sioux City, Iowa | 42.9 | 280 |
| Columbia, Mo. | 42.2 | 281 |
| Danville, Va. | 42.2 | 281 |
| Odessa, Tex. | 42.0 | 283 |
| Wausau, Wisc. | 41.7 | 284 |
| Jacksonville, N.C. | 41.3 | 285 |
| Rochester, Minn. | 40.5 | 286 |
| Florence, S.C. | 40.4 | 287 |
| Lewiston - Auburn, Me. | 40.4 | 287 |
| Pascagoula, Miss. | 40.4 | 287 |
| Bloomington, Ind. | 39.6 | 290 |
| Cumberland, Md. | 39.5 | 291 |
| Albany, Ga. | 39.3 | 292 |
| Midland, Tex. | 39.2 | 293 |
| Sheboygan, Wisc. | 38.7 | 294 |
| Gadsden, Ala. | 38.6 | 295 |
| Decatur, Ala. | 38.2 | 296 |
| Lawton, Okla. | 37.5 | 297 |
| Kokomo, Ind. | 37.3 | 298 |
| La Crosse, Wisc. | 36.9 | 299 |
| Sherman - Denison, Tex. | 36.8 | 300 |
| Yuma, Ariz. | 36.5 | 301 |
| Iowa City, Iowa | 36.4 | 302 |
| San Angelo, Tex. | 35.7 | 303 |
| Elmira, N.Y. | 35.4 | 304 |
| Laredo, Tex. | 35.1 | 305 |
| Kankakee, Ill. | 34.5 | 306 |
| Owensboro, Ky. | 33.0 | 307 |
| St. Joseph, Mo. | 32.4 | 308 |
| Bismarck, N.D. | 31.4 | 309 |
| Rapid City, S.D. | 31.0 | 310 |
| Dubuque, Iowa | 30.7 | 311 |
| Lawrence, Kans. | 30.6 | 312 |
| Great Falls, Mont. | 30.1 | 313 |
| Pine Bluff, Ark. | 30.0 | 314 |
| Jackson, Tenn. | 29.7 | 315 |
| Cheyenne, Wyo. | 28.2 | 316 |
| Victoria, Tex. | 26.2 | 317 |
| Grand Forks, N.D. | 25.5 | 318 |
| Casper, Wyo. | 23.4 | 319 |
| Enid, Okla. | 22.0 | 320 |
| **Total Above Areas** | **72,106.3** | |
| **Percent of U.S.** | **77.7553** | |
| **U.S. Total** | **92,734.9** | |

# POPULATION DENSITY

| Area | (Pop/Sq.Mi.) | Rank |
|---|---|---|
| Jersey City, N.J. | 11,797 | 1 |
| New York, N.Y. | 7,488 | 2 |
| Chicago, Ill. | 3,225 | 3 |
| Anaheim - Santa Ana, Cal. | 3,104 | 4 |
| Bergen - Passaic, N.J. | 3,045 | 5 |
| Los Angeles - Long Beach, Cal. | 2,209 | 6 |
| Nassau - Suffolk, N.Y. | 2,184 | 7 |
| San Francisco, Cal. | 1,587 | 8 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 1,554 | 9 |
| Newark, N.J. | 1,494 | 10 |
| Trenton, N.J. | 1,452 | 11 |
| Oakland, Cal. | 1,449 | 12 |
| Honolulu, Haw. | 1,404 | 13 |
| Philadelphia, Pa. | 1,389 | 14 |
| New Haven - Waterbury - Meriden, Conn. | 1,334 | 15 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | 1,321 | 16 |
| Cleveland, Ohio | 1,207 | 17 |
| Lake County, Ill. | 1,174 | 18 |
| San Jose, Cal. | 1,172 | 19 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 1,057 | 20 |
| Miami - Hialeah, Fla. | 1,010 | 21 |
| Washington, D.C. | 1,005 | 22 |
| Middlesex - Somerset - Hunterdon, N.J. | 987 | 23 |
| Milwaukee, Wisc. | 984 | 24 |
| Detroit, Mich. | 983 | 25 |
| Providence - Pawtucket - Woonsocket, R.I. | 979 | 26 |
| Buffalo, N.Y. | 925 | 27 |
| Baltimore, Md. | 922 | 28 |
| New Bedford - Fall River - Attleboro, Mass. | 916 | 29 |
| Monmouth - Ocean, N.J. | 903 | 30 |
| Norfolk - Virginia Beach - Newport News, Va. | 842 | 31 |
| Tampa - St. Petersburg - Clearwater, Fla. | 826 | 32 |
| Hartford - New Britain - Middletown - Bristol, Conn. | 746 | 33 |
| Akron, Ohio | 728 | 34 |
| Cincinnati, Ohio | 686 | 35 |
| Flint, Mich. | 671 | 36 |
| Salt Lake City - Ogden, Utah | 670 | 37 |
| Gary - Hammond, Ind. | 659 | 38 |
| Hamilton - Middletown, Ohio | 630 | 39 |
| Houston, Tex. | 626 | 40 |
| San Diego, Cal. | 610 | 41 |
| Wilmington, N.C. | 610 | 41 |
| Pittsburgh, Pa. | 602 | 43 |
| El Paso, Tex. | 595 | 44 |
| Dallas, Tex. | 582 | 45 |
| Atlanta, Ga. | 569 | 46 |
| Dayton - Springfield, Ohio | 567 | 47 |
| Lorain - Elyria, Ohio | 551 | 48 |
| Galveston - Texas City, Tex. | 548 | 49 |
| Fort Worth - Arlington, Tex. | 545 | 50 |
| South Bend - Mishawaka, Ind. | 542 | 51 |
| New Orleans, La. | 535 | 52 |
| Springfield, Mass. | 529 | 53 |
| Racine, Wisc. | 527 | 54 |
| San Antonio, Tex. | 525 | 55 |
| Wilmington, Del. | 525 | 55 |
| Santa Cruz, Cal. | 523 | 57 |
| Minneapolis - St. Paul, Minn. | 495 | 58 |
| Sarasota, Fla. | 494 | 59 |
| Bremerton, Wash. | 490 | 60 |
| Grand Rapids, Mich. | 490 | 60 |
| Seattle, Wash. | 476 | 62 |
| Youngstown - Warren, Ohio | 475 | 63 |
| Allentown - Bethlehem - Easton, Pa. | 474 | 64 |
| Worcester - Fitchburg - Leominster, Mass. | 474 | 64 |
| Kenosha, Wisc. | 473 | 66 |
| St. Louis, Mo. | 461 | 67 |
| Lancaster, Pa. | 453 | 68 |
| Toledo, Ohio | 451 | 69 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 441 | 70 |
| Orlando, Fla. | 435 | 71 |
| Denver, Colo. | 434 | 72 |
| Aurora - Elgin, Ill. | 432 | 73 |
| Fort Myers - Cape Coral, Fla. | 430 | 74 |
| Memphis, Tenn. | 430 | 74 |
| Beaver County, Pa. | 425 | 76 |
| Fayetteville, N.C. | 422 | 77 |
| Niagara Falls, N.Y. | 422 | 77 |
| Albuquerque, N.M. | 421 | 79 |
| Louisville, Ky. | 421 | 79 |
| Indianapolis, Ind. | 410 | 81 |
| Canton, Ohio | 406 | 82 |
| Ann Arbor, Mich. | 401 | 83 |
| Melbourne - Titusville - Palm Bay, Fla. | 401 | 83 |
| Kalamazoo, Mich. | 400 | 85 |
| Atlantic City, N.J. | 396 | 86 |
| Reading, Pa. | 394 | 87 |
| Manchester - Nashua, N.H. | 389 | 88 |
| Columbus, Ohio | 388 | 89 |
| Vancouver, Wash. | 386 | 90 |
| New London - Norwich, Conn. | 385 | 91 |
| Orange County, N.Y. | 383 | 92 |
| Raleigh - Durham, N.C. | 372 | 93 |
| Green Bay, Wisc. | 371 | 94 |
| Oxnard - Ventura, Cal. | 369 | 95 |
| Rockford, Ill. | 357 | 96 |
| Tacoma, Wash. | 355 | 97 |
| Jacksonville, Fla. | 352 | 98 |
| Stockton, Cal. | 351 | 99 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | 350 | 100 |
| Daytona Beach, Fla. | 343 | 101 |
| Erie, Pa. | 343 | 101 |
| Rochester, N.Y. | 343 | 101 |
| Elkhart - Goshen, Ind. | 340 | 104 |
| Portsmouth - Dover - Rochester, N.H. | 335 | 105 |
| Portland, Ore. | 334 | 106 |
| Baton Rouge, La. | 333 | 107 |
| Poughkeepsie, N.Y. | 327 | 108 |
| Omaha, Neb. | 324 | 109 |
| Kansas City, Mo.-Kans. | 318 | 110 |
| Columbia, S.C. | 314 | 111 |
| Joliet, Ill. | 313 | 112 |
| Muskegon, Mich. | 313 | 112 |
| Greenville - Spartanburg, S.C. | 308 | 114 |
| Madison, Wisc. | 308 | 114 |
| Boulder - Longmont, Colo. | 306 | 116 |
| Muncie, Ind. | 303 | 117 |
| Huntsville, Ala. | 301 | 118 |
| Sacramento, Cal. | 299 | 119 |
| Harrisburg - Lebanon - Carlisle, Pa. | 297 | 120 |
| Richmond - Petersburg, Va. | 297 | 120 |
| York, Pa. | 296 | 122 |
| Topeka, Kans. | 295 | 123 |
| Vallejo - Fairfield - Napa, Cal. | 295 | 123 |
| Portland, Me. | 294 | 125 |
| Bradenton, Fla. | 291 | 126 |
| Brownsville - Harlingen, Tex. | 290 | 127 |
| Anderson, Ind. | 288 | 128 |
| Austin, Tex. | 286 | 129 |
| Benton Harbor, Mich. | 283 | 130 |
| Vineland - Millville - Bridgeton, N.J. | 283 | 130 |
| Bloomington, Ind. | 278 | 132 |
| Syracuse, N.Y. | 277 | 133 |
| Greensboro - Winston-Salem - High Point, N.C. | 275 | 134 |
| Albany - Schenectady - Troy, N.Y. | 271 | 135 |
| Fort Wayne, Ind. | 270 | 136 |
| Asheville, N.C. | 268 | 137 |
| Hagerstown, Md. | 266 | 138 |
| Savannah, Ga. | 266 | 138 |
| Roanoke, Va. | 264 | 140 |
| Lafayette - West Lafayette, Ind. | 263 | 141 |
| Scranton - Wilkes-Barre, Pa. | 259 | 142 |
| Lincoln, Neb. | 257 | 143 |
| Modesto, Cal. | 257 | 143 |
| Lansing - East Lansing, Mich. | 255 | 145 |
| Mansfield, Ohio | 254 | 146 |
| Burlington, N.C. | 253 | 147 |
| Santa Rosa - Petaluma, Cal. | 252 | 148 |
| McAllen - Edinburg - Mission, Tex. | 250 | 149 |
| Lubbock, Tex. | 249 | 150 |
| Altoona, Pa. | 248 | 151 |
| Nashville, Tenn. | 245 | 152 |
| Steubenville - Weirton, Ohio-W.Va. | 243 | 153 |
| Macon - Warner Robins, Ga. | 242 | 154 |
| Lexington-Fayette, Ky. | 237 | 155 |
| Cedar Rapids, Iowa | 236 | 156 |
| Phoenix, Ariz. | 236 | 156 |
| Elmira, N.Y. | 234 | 158 |
| Monroe, La. | 232 | 159 |
| Birmingham, Ala. | 229 | 160 |
| Corpus Christi, Tex. | 229 | 160 |
| Des Moines, Iowa | 229 | 160 |
| Fort Pierce, Fla. | 229 | 160 |
| Appleton - Oshkosh - Neenah, Wisc. | 227 | 164 |
| Oklahoma City, Okla. | 227 | 164 |
| Lewiston - Auburn, Me. | 226 | 166 |
| Olympia, Wash. | 226 | 166 |
| Saginaw - Bay City - Midland, Mich. | 225 | 168 |
| Burlington, Vt. | 223 | 169 |
| Columbus, Ga. | 221 | 170 |
| Lakeland - Winter Haven, Fla. | 220 | 171 |
| Knoxville, Tenn. | 219 | 172 |
| La Crosse, Wisc. | 217 | 173 |
| Binghamton, N.Y. | 216 | 174 |
| Jackson, Mich. | 213 | 175 |
| Bryan - College Station, Tex. | 210 | 176 |
| Chattanooga, Tenn. | 208 | 177 |
| Pensacola, Fla. | 208 | 177 |
| Lafayette, La. | 206 | 179 |
| Augusta, Ga. | 205 | 180 |
| Spokane, Wash. | 205 | 180 |
| Anderson, S.C. | 204 | 182 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 204 | 182 |
| Sheboygan, Wisc. | 203 | 184 |
| St. Joseph, Mo. | 202 | 185 |
| Tallahassee, Fla. | 201 | 186 |
| Decatur, Ill. | 200 | 187 |
| Charleston, S.C. | 199 | 188 |
| Charleston, W.Va. | 199 | 188 |
| Jacksonville, N.C. | 198 | 190 |
| Boise, Ida. | 197 | 191 |
| Springfield, Mo. | 196 | 192 |
| Shreveport, La. | 194 | 193 |
| Wichita Falls, Tex. | 194 | 193 |
| Janesville - Beloit, Wisc. | 193 | 195 |
| Battle Creek, Mich. | 192 | 196 |
| Lima, Ohio | 192 | 196 |
| Anniston, Ala. | 191 | 198 |
| Hickory - Morganton, N.C. | 191 | 198 |
| Colorado Springs, Colo. | 190 | 200 |
| Evansville, Ind. | 190 | 200 |
| Owensboro, Ky. | 189 | 202 |
| Wichita, Kans. | 189 | 202 |
| Peoria, Ill. | 188 | 204 |
| Biloxi - Gulfport, Miss. | 187 | 205 |
| Gadsden, Ala. | 186 | 206 |
| Waco, Tex. | 182 | 207 |
| Lawrence, Kans. | 181 | 208 |
| Sharon, Pa. | 179 | 209 |
| Gainesville, Fla. | 177 | 210 |
| Little Rock - North Little Rock, Ark. | 177 | 210 |
| Champaign - Urbana - Rantoul, Ill. | 174 | 212 |
| Decatur, Ala. | 174 | 212 |
| Kokomo, Ind. | 174 | 212 |
| Terre Haute, Ind. | 171 | 215 |
| Athens, Ga. | 169 | 216 |
| Mobile, Ala. | 169 | 216 |
| Panama City, Fla. | 169 | 216 |
| Jackson, Miss. | 168 | 219 |
| Beaumont - Port Arthur, Tex. | 167 | 220 |
| Wheeling, W.Va. | 166 | 221 |
| Columbia, Mo. | 165 | 222 |
| Rochester, Minn. | 165 | 222 |
| Tyler, Tex. | 165 | 222 |
| Albany, Ga. | 164 | 225 |
| Springfield, Ill. | 161 | 226 |
| Iowa City, Iowa | 158 | 227 |
| Pascagoula, Miss. | 158 | 227 |
| Fort Walton Beach, Fla. | 157 | 229 |
| Lake Charles, La. | 157 | 229 |
| Sioux Falls, S.D. | 155 | 231 |
| Johnson City - Kingsport - Bristol, Tenn. | 152 | 232 |
| Pittsfield, Mass. | 149 | 233 |
| Parkersburg - Marietta, W.Va.-Ohio | 148 | 234 |
| Montgomery, Ala. | 147 | 235 |
| Salem, Ore. | 146 | 236 |
| Waterloo - Cedar Falls, Iowa | 145 | 237 |
| Florence, S.C. | 144 | 238 |
| Huntington - Ashland, W.Va.-Ky. | 144 | 238 |
| Dubuque, Iowa | 142 | 240 |
| Kankakee, Ill. | 142 | 240 |
| Tulsa, Okla. | 142 | 240 |
| Jackson, Tenn. | 140 | 243 |
| Brazoria, Tex. | 139 | 244 |
| Longview - Marshall, Tex. | 139 | 244 |
| Lynchburg, Va. | 138 | 246 |
| Johnstown, Pa. | 136 | 247 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 136 | 247 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 135 | 249 |
| Cumberland, Md. | 135 | 249 |
| Anchorage, Alas. | 134 | 251 |
| Jamestown - Dunkirk, N.Y. | 133 | 252 |
| Provo - Orem, Utah | 133 | 252 |
| Abilene, Tex. | 131 | 254 |
| Odessa, Tex. | 131 | 254 |
| Ocala, Fla. | 127 | 256 |
| Killeen - Temple, Tex. | 122 | 257 |
| Fayetteville - Springdale, Ark. | 121 | 258 |
| Utica - Rome, N.Y. | 121 | 258 |
| Midland, Tex. | 119 | 260 |
| Dothan, Ala. | 116 | 261 |
| Fresno, Cal. | 115 | 262 |
| Tuscaloosa, Ala. | 114 | 263 |
| Charlottesville, Va. | 113 | 264 |
| Chico, Cal. | 113 | 264 |
| State College, Pa. | 112 | 266 |
| Bloomington - Normal, Ill. | 110 | 267 |
| Salinas - Seaside - Monterey, Cal. | 109 | 268 |
| Danville, Va. | 107 | 269 |
| Joplin, Mo. | 107 | 269 |
| Florence, Ala. | 104 | 271 |
| Lawton, Okla. | 104 | 271 |
| Amarillo, Tex. | 103 | 273 |
| Sherman - Denison, Tex. | 102 | 274 |
| Sioux City, Iowa | 101 | 275 |
| Yuba City, Cal. | 101 | 275 |
| Riverside - San Bernardino, Cal. | 100 | 277 |
| Alexandria, La. | 99 | 278 |
| Fort Smith, Ark. | 98 | 279 |
| Las Vegas, Nev. | 98 | 279 |
| Pine Bluff, Ark. | 97 | 281 |
| Williamsport, Pa. | 96 | 282 |
| Merced, Cal. | 94 | 283 |
| St. Cloud, Minn. | 88 | 284 |
| Eau Claire, Wisc. | 84 | 285 |
| Victoria, Tex. | 84 | 285 |
| Texarkana, Tex.-Ark. | 80 | 287 |
| Houma - Thibodaux, La. | 78 | 288 |
| Naples, Fla. | 78 | 288 |
| Wausau, Wisc. | 75 | 290 |
| Tucson, Ariz. | 74 | 291 |
| Fort Collins - Loveland, Colo. | 73 | 292 |
| Glens Falls, N.Y. | 70 | 293 |
| Bakersfield, Cal. | 69 | 294 |
| Visalia - Tulare - Porterville, Cal. | 66 | 295 |
| San Angelo, Tex. | 65 | 296 |
| Eugene - Springfield, Ore. | 62 | 297 |
| Bellingham, Wash. | 61 | 298 |
| Santa Fe, N.M. | 59 | 299 |
| Fargo - Moorhead, N.D.-Minn. | 55 | 300 |
| Enid, Okla. | 53 | 301 |
| Medford, Ore. | 53 | 301 |
| Pueblo, Colo. | 52 | 303 |
| Richland - Kennewick - Pasco, Wash. | 51 | 304 |
| Grand Forks, N.D. | 49 | 305 |
| Yakima, Wash. | 44 | 306 |
| Bangor, Me. | 43 | 307 |
| Billings, Mont. | 43 | 307 |
| Reno, Nev. | 41 | 309 |
| Laredo, Tex. | 40 | 310 |
| Redding, Cal. | 40 | 310 |
| Las Cruces, N.M. | 36 | 312 |
| Greeley, Colo. | 33 | 313 |
| Duluth, Minn. | 32 | 314 |
| Rapid City, S.D. | 30 | 315 |
| Great Falls, Mont. | 29 | 316 |
| Cheyenne, Wyo. | 27 | 317 |
| Bismarck, N.D. | 24 | 318 |
| Yuma, Ariz. | 20 | 319 |
| Casper, Wyo. | 11 | 320 |
| **Average Above Areas** | 333 | |
| **U.S. Average** | 71 | |

# EFFECTIVE BUYING INCOME (EBI)

| Area | ($000) | Rank |
|---|---|---|
| **Los Angeles** - Long Beach, Cal. | 138,244,091 | 1 |
| **New York**, N.Y. | 137,187,875 | 2 |
| **Chicago**, Ill. | 97,912,235 | 3 |
| **Washington**, D.C. | 79,218,897 | 4 |
| **Philadelphia**, Pa. | 78,042,167 | 5 |
| **Boston** - Lawrence - Salem - Lowell - Brockton, Mass. | 68,268,400 | 6 |
| **Detroit**, Mich. | 64,078,339 | 7 |
| **Nassau** - Suffolk, N.Y. | 53,772,777 | 8 |
| **Houston**, Tex. | 46,419,042 | 9 |
| **Atlanta**, Ga. | 44,471,418 | 10 |
| **Anaheim** - Santa Ana, Cal. | 43,950,506 | 11 |
| **San Diego**, Cal. | 41,179,182 | 12 |
| **Minneapolis** - St. Paul, Minn. | 40,156,297 | 13 |
| **Dallas**, Tex. | 39,928,464 | 14 |
| **Oakland**, Cal. | 38,360,531 | 15 |
| **St. Louis**, Mo. | 36,858,818 | 16 |
| **Riverside** - San Bernardino, Cal. | 36,541,412 | 17 |
| **Baltimore**, Md. | 36,179,630 | 18 |
| **Seattle**, Wash. | 36,002,961 | 19 |
| **Newark**, N.J. | 34,974,284 | 20 |
| **San Francisco**, Cal. | 33,842,289 | 21 |
| **Phoenix**, Ariz. | 30,177,804 | 22 |
| **Tampa** - St. Petersburg - Clearwater, Fla. | 29,695,225 | 23 |
| **San Jose**, Cal. | 29,611,407 | 24 |
| **Pittsburgh**, Pa. | 28,919,735 | 25 |
| **Cleveland**, Ohio | 27,193,923 | 26 |
| **Bergen** - Passaic, N.J. | 27,078,425 | 27 |
| **Denver**, Colo. | 26,341,923 | 28 |
| **Miami** - Hialeah, Fla. | 25,533,002 | 29 |
| **Kansas City**, Mo.-Kans. | 24,362,333 | 30 |
| **Sacramento**, Cal. | 24,040,002 | 31 |
| **Milwaukee**, Wisc. | 22,621,810 | 32 |
| **Middlesex** - Somerset - Hunterdon, N.J. | 22,492,632 | 33 |
| **Fort Lauderdale** - Hollywood - Pompano Beach, Fla. | 21,697,400 | 34 |
| **Cincinnati**, Ohio | 21,016,261 | 35 |
| **Fort Worth** - Arlington, Tex. | 20,154,944 | 36 |
| **Hartford** - New Britain - Middletown - Bristol, Conn. | 19,586,596 | 37 |
| **Monmouth** - Ocean, N.J. | 18,768,684 | 38 |
| **Columbus**, Ohio | 18,747,219 | 39 |
| **Bridgeport** - Stamford - Norwalk - Danbury, Conn. | 18,497,918 | 40 |
| **Portland**, Ore. | 18,374,831 | 41 |
| **Norfolk** - Virginia Beach - Newport News, Va. | 18,355,870 | 42 |
| **Indianapolis**, Ind. | 17,613,378 | 43 |
| **West Palm Beach** - Boca Raton - Delray Beach, Fla. | 16,306,397 | 44 |
| **Charlotte** - Gastonia - Rock Hill, N.C.-S.C. | 15,830,970 | 45 |
| **Rochester**, N.Y. | 15,703,107 | 46 |
| **Orlando**, Fla. | 15,279,293 | 47 |
| **New Orleans**, La. | 15,171,433 | 48 |
| **San Antonio**, Tex. | 15,038,973 | 49 |
| **Nashville**, Tenn. | 14,218,795 | 50 |
| **Total Top 50** | **1,844,019,905** | |
| **Buffalo**, N.Y. | 13,697,931 | 51 |
| **Albany** - Schenectady - Troy, N.Y. | 13,612,194 | 52 |
| **New Haven** - Waterbury - Meriden, Conn. | 13,570,874 | 53 |
| **Honolulu**, Haw. | 13,415,026 | 54 |
| **Richmond** - Petersburg, Va. | 13,307,646 | 55 |
| **Providence** - Pawtucket - Woonsocket, R.I. | 13,161,017 | 56 |
| **Greensboro** - Winston-Salem - High Point, N.C. | 13,135,363 | 57 |
| **Dayton** - Springfield, Ohio | 12,979,033 | 58 |
| **Jacksonville**, Fla. | 12,677,224 | 59 |
| **Louisville**, Ky. | 12,430,176 | 60 |
| **Memphis**, Tenn. | 12,106,512 | 61 |
| **Salt Lake City** - Ogden, Utah | 12,019,734 | 62 |
| **Oklahoma City**, Okla. | 11,560,705 | 63 |
| **Raleigh** - Durham, N.C. | 11,460,063 | 64 |
| **Austin**, Tex. | 11,352,636 | 65 |
| **Oxnard** - Ventura, Cal. | 11,154,339 | 66 |
| **Birmingham**, Ala. | 11,120,764 | 67 |
| **Worcester** - Fitchburg - Leominster, Mass. | 10,995,940 | 68 |
| **Las Vegas**, Nev. | 10,408,999 | 69 |
| **Lake County**, Ill. | 9,978,593 | 70 |
| **Allentown** - Bethlehem - Easton, Pa. | 9,973,167 | 71 |
| **Grand Rapids**, Mich. | 9,623,756 | 72 |
| **Omaha**, Neb. | 9,527,248 | 73 |
| **Syracuse**, N.Y. | 9,462,606 | 74 |
| Scranton - Wilkes-Barre, Pa. | 9,129,936 | 75 |
| Wilmington, Del. | 9,027,959 | 76 |
| Harrisburg - Lebanon - Carlisle, Pa. | 8,964,816 | 77 |
| Tulsa, Okla. | 8,805,237 | 78 |
| Fresno, Cal. | 8,660,195 | 79 |
| Akron, Ohio | 8,656,674 | 80 |
| Springfield, Mass. | 8,288,871 | 81 |
| Toledo, Ohio | 8,105,204 | 82 |
| Jersey City, N.J. | 7,842,458 | 83 |
| Greenville - Spartanburg, S.C. | 7,798,861 | 84 |
| Tucson, Ariz. | 7,683,515 | 85 |
| Knoxville, Tenn. | 7,601,304 | 86 |
| Bakersfield, Cal. | 7,252,385 | 87 |
| Gary - Hammond, Ind. | 7,233,552 | 38 |
| Wichita, Kans. | 7,123,432 | 89 |
| Little Rock - North Little Rock, Ark. | 6,915,308 | 90 |
| Tacoma, Wash. | 6,857,644 | 91 |
| Trenton, N.J. | 6,792,973 | 92 |
| New Bedford - Fall River - Attleboro, Mass. | 6,777,741 | 93 |
| Baton Rouge, La. | 6,692,889 | 94 |
| Santa Rosa - Petaluma, Cal. | 6,632,942 | 95 |
| Vallejo - Fairfield - Napa, Cal. | 6,631,537 | 96 |
| Columbia, S.C. | 6,283,329 | 97 |
| Youngstown - Warren, Ohio | 6,226,086 | 98 |
| Manchester - Nashua, N.H. | 6,164,749 | 99 |
| Albuquerque, N.M. | 6,046,999 | 100 |
| **Total Top 100** | **2,320,948,047** | |
| Stockton, Cal. | 5,985,347 | 101 |
| Lancaster, Pa. | 5,975,594 | 102 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 5,942,297 | 103 |
| Lansing - East Lansing, Mich. | 5,928,556 | 104 |
| York, Pa. | 5,890,937 | 105 |
| Charleston, S.C. | 5,887,990 | 106 |
| Joliet, Ill. | 5,781,832 | 107 |
| Des Moines, Iowa | 5,779,057 | 108 |
| Portsmouth - Dover - Rochester, N.H. | 5,776,136 | 109 |
| Madison, Wisc. | 5,627,120 | 110 |
| Mobile, Ala. | 5,555,815 | 111 |
| Melbourne - Titusville - Palm Bay, Fla. | 5,509,385 | 112 |
| Peoria, Ill. | 5,377,056 | 113 |
| El Paso, Tex. | 5,372,915 | 114 |
| Aurora - Elgin, Ill. | 5,355,057 | 115 |
| Fort Myers - Cape Coral, Fla. | 5,210,253 | 116 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 5,178,793 | 117 |
| Flint, Mich. | 5,171,485 | 118 |
| Chattanooga, Tenn. | 5,147,810 | 119 |
| Salinas - Seaside - Monterey, Cal. | 5,124,392 | 120 |
| Colorado Springs, Colo. | 5,083,982 | 121 |
| Johnson City - Kingsport - Bristol, Tenn. | 5,077,803 | 122 |
| Lakeland - Winter Haven, Fla. | 5,077,650 | 123 |
| Saginaw - Bay City - Midland, Mich. | 5,075,859 | 124 |
| Daytona Beach, Fla. | 5,030,289 | 125 |
| Jackson, Miss. | 4,824,350 | 126 |
| Fort Wayne, Ind. | 4,818,583 | 127 |
| Canton, Ohio | 4,811,837 | 128 |
| Beaumont - Port Arthur, Tex. | 4,748,361 | 129 |
| Reading, Pa. | 4,699,850 | 130 |
| Augusta, Ga. | 4,680,756 | 131 |
| Modesto, Cal. | 4,676,799 | 132 |
| Lexington-Fayette, Ky. | 4,651,608 | 133 |
| Poughkeepsie, N.Y. | 4,495,936 | 134 |
| Orange County, N.Y. | 4,474,430 | 135 |
| Atlantic City, N.J. | 4,436,325 | 136 |
| Sarasota, Fla. | 4,433,741 | 137 |
| Pensacola, Fla. | 4,425,231 | 138 |
| Spokane, Wash. | 4,298,036 | 139 |
| Appleton - Oshkosh - Neenah, Wisc. | 4,244,134 | 140 |
| Rockford, Ill. | 4,120,369 | 141 |
| Ann Arbor, Mich. | 4,105,343 | 142 |
| Binghamton, N.Y. | 4,041,791 | 143 |
| Utica - Rome, N.Y. | 3,997,878 | 144 |
| Reno, Nev. | 3,941,398 | 145 |
| New London - Norwich, Conn. | 3,916,098 | 146 |
| Santa Cruz, Cal. | 3,914,913 | 147 |
| Shreveport, La. | 3,887,800 | 148 |
| Anchorage, Alas. | 3,806,227 | 149 |
| Portland, Me. | 3,801,028 | 150 |
| **Total Top 150** | **2,566,124,279** | |
| Huntsville, Ala. | 3,759,177 | 151 |
| Erie, Pa. | 3,744,230 | 152 |
| Corpus Christi, Tex. | 3,730,891 | 153 |
| Evansville, Ind. | 3,640,992 | 154 |
| Macon - Warner Robins, Ga. | 3,565,592 | 155 |
| Hamilton - Middletown, Ohio | 3,563,065 | 156 |
| Fort Pierce, Fla. | 3,484,750 | 157 |
| Montgomery, Ala. | 3,465,673 | 158 |
| Lorain - Elyria, Ohio | 3,450,606 | 159 |
| Lincoln, Neb. | 3,324,037 | 160 |
| Kalamazoo, Mich. | 3,323,016 | 161 |
| Huntington - Ashland, W.Va.-Ky. | 3,266,105 | 162 |
| Boulder - Longmont, Colo. | 3,257,358 | 163 |
| Eugene - Springfield, Ore. | 3,256,948 | 164 |
| Charleston, W.Va. | 3,224,716 | 165 |
| Visalia - Tulare - Porterville, Cal. | 3,149,285 | 166 |
| Vancouver, Wash. | 3,145,290 | 167 |
| South Bend - Mishawaka, Ind. | 3,120,679 | 168 |
| Savannah, Ga. | 3,105,856 | 169 |
| Duluth, Minn. | 3,094,630 | 170 |
| Bradenton, Fla. | 3,060,669 | 171 |
| Tallahassee, Fla. | 3,054,233 | 172 |
| Roanoke, Va. | 2,982,855 | 173 |
| Galveston - Texas City, Tex. | 2,979,483 | 174 |
| Springfield, Mo. | 2,967,365 | 175 |
| Fayetteville, N.C. | 2,948,844 | 176 |
| Niagara Falls, N.Y. | 2,904,834 | 177 |
| Salem, Ore. | 2,887,945 | 178 |
| Boise, Ida. | 2,845,257 | 179 |
| Hickory - Morganton, N.C. | 2,806,496 | 180 |
| Brazoria, Tex. | 2,786,675 | 181 |
| Killeen - Temple, Tex. | 2,777,272 | 182 |
| Columbus, Ga. | 2,649,504 | 183 |
| Lubbock, Tex. | 2,597,744 | 184 |
| Springfield, Ill. | 2,575,181 | 185 |
| Cedar Rapids, Iowa | 2,567,630 | 186 |
| Bremerton, Wash. | 2,564,922 | 187 |
| Green Bay, Wisc. | 2,559,642 | 188 |
| McAllen - Edinburg - Mission, Tex. | 2,546,346 | 189 |
| Lafayette, La. | 2,525,718 | 190 |
| Topeka, Kans. | 2,522,817 | 191 |
| Amarillo, Tex. | 2,511,079 | 192 |
| Gainesville, Fla. | 2,508,760 | 193 |
| Racine, Wisc. | 2,450,997 | 194 |
| Johnstown, Pa. | 2,442,047 | 195 |
| Beaver County, Pa. | 2,338,105 | 196 |
| Champaign - Urbana - Rantoul, Ill. | 2,311,415 | 197 |
| Naples, Fla. | 2,290,240 | 198 |
| Biloxi - Gulfport, Miss. | 2,271,117 | 199 |
| Fort Collins - Loveland, Colo. | 2,266,940 | 200 |
| **Total Top 200** | **2,713,299,307** | |
| Richland - Kennewick - Pasco, Wash. | 2,193,945 | 201 |
| Asheville, N.C. | 2,189,728 | 202 |
| Waterloo - Cedar Falls, Iowa | 2,189,654 | 203 |
| Olympia, Wash. | 2,181,693 | 204 |
| Ocala, Fla. | 2,175,470 | 205 |
| Burlington, Vt. | 2,126,575 | 206 |
| Chico, Cal. | 2,125,935 | 207 |
| St. Cloud, Minn. | 2,113,953 | 208 |
| Waco, Tex. | 2,106,821 | 209 |
| Provo - Orem, Utah | 2,104,284 | 210 |
| Houma - Thibodaux, La. | 2,098,447 | 211 |
| Kenosha, Wisc. | 2,039,184 | 212 |
| Benton Harbor, Mich. | 2,028,249 | 213 |
| Pittsfield, Mass. | 1,994,866 | 214 |
| Tyler, Tex. | 1,984,756 | 215 |
| Lake Charles, La. | 1,977,054 | 216 |
| Battle Creek, Mich. | 1,966,858 | 217 |
| Fargo - Moorhead, N.D.-Minn. | 1,961,645 | 218 |
| Bloomington - Normal, Ill. | 1,960,355 | 219 |
| Longview - Marshall, Tex. | 1,946,552 | 220 |
| Jackson, Mich. | 1,942,679 | 221 |
| Yakima, Wash. | 1,938,205 | 222 |
| Sioux Falls, S.D. | 1,919,301 | 223 |
| Muskegon, Mich. | 1,917,542 | 224 |
| Fort Smith, Ark. | 1,912,959 | 225 |
| Fort Walton Beach, Fla. | 1,899,967 | 226 |
| Elkhart - Goshen, Ind. | 1,884,166 | 227 |
| Brownsville - Hurlingen, Tex. | 1,853,659 | 228 |
| Redding, Cal. | 1,852,402 | 229 |
| Lima, Ohio | 1,844,482 | 230 |
| Wheeling, W.Va. | 1,838,842 | 231 |
| Merced, Cal. | 1,836,160 | 232 |
| Janesville - Beloit, Wisc. | 1,829,480 | 233 |
| Vineland - Millville - Bridgeton, N.J. | 1,827,096 | 234 |
| Bangor, Me. | 1,817,386 | 235 |
| Charlottesville, Va. | 1,793,704 | 236 |
| Athens, Ga. | 1,785,102 | 237 |
| Lynchburg, Va. | 1,769,024 | 238 |
| Santa Fe, N.M. | 1,763,846 | 239 |
| Decatur, Ill. | 1,746,993 | 240 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 1,742,055 | 241 |
| Parkersburg - Marietta, W.Va.-Ohio | 1,729,846 | 242 |
| Anderson, S.C. | 1,696,256 | 243 |
| Steubenville - Weirton, Ohio-W.Va. | 1,690,701 | 244 |
| Jamestown - Dunkirk, N.Y. | 1,685,496 | 245 |
| Rochester, Minn. | 1,676,368 | 246 |
| Medford, Ore. | 1,644,663 | 247 |
| Lafayette - West Lafayette, Ind. | 1,629,803 | 248 |
| Eau Claire, Wisc. | 1,628,882 | 249 |
| Midland, Tex. | 1,586,201 | 250 |
| **Total Top 250** | **2,808,448,597** | |
| Tuscaloosa, Ala. | 1,578,330 | 251 |
| Anderson, Ind. | 1,573,359 | 252 |
| Columbia, Mo. | 1,571,606 | 253 |
| Terre Haute, Ind. | 1,558,219 | 254 |
| Altoona, Pa. | 1,532,759 | 255 |
| Bellingham, Wash. | 1,532,738 | 256 |
| Sharon, Pa. | 1,531,440 | 257 |
| Mansfield, Ohio | 1,530,782 | 258 |
| Glens Falls, N.Y. | 1,502,813 | 259 |
| Odessa, Tex. | 1,483,154 | 260 |
| Sheboygan, Wisc. | 1,479,715 | 261 |
| Williamsport, Pa. | 1,478,342 | 262 |
| Joplin, Mo. | 1,475,270 | 263 |
| Florence, Ala. | 1,470,726 | 264 |
| Hagerstown, Md. | 1,464,057 | 265 |
| Wilmington, N.C. | 1,445,557 | 266 |
| Yuba City, Cal. | 1,430,540 | 267 |
| Monroe, La. | 1,415,569 | 268 |
| Wausau, Wisc. | 1,410,335 | 269 |
| State College, Pa. | 1,409,647 | 270 |
| Billings, Mont. | 1,401,058 | 271 |
| Greeley, Colo. | 1,396,383 | 272 |
| Dothan, Ala. | 1,395,972 | 273 |
| Muncie, Ind. | 1,385,075 | 274 |
| Wichita Falls, Tex. | 1,372,357 | 275 |
| Iowa City, Iowa | 1,359,274 | 276 |
| Lewiston - Auburn, Me. | 1,350,243 | 277 |
| Fayetteville - Springdale, Ark. | 1,346,156 | 278 |
| Sioux City, Iowa | 1,343,869 | 279 |
| Bryan - College Station, Tex. | 1,342,520 | 280 |
| Alexandria, La. | 1,341,216 | 281 |
| Bloomington, Ind. | 1,331,221 | 282 |
| Abilene, Tex. | 1,318,876 | 283 |
| Burlington, N.C. | 1,318,377 | 284 |
| Panama City, Fla. | 1,317,508 | 285 |
| Texarkana, Tex.-Ark. | 1,303,254 | 286 |
| Kokomo, Ind. | 1,300,615 | 287 |
| La Crosse, Wisc. | 1,296,381 | 288 |
| Pascagoula, Miss. | 1,291,408 | 289 |
| Pueblo, Colo. | 1,276,940 | 290 |
| San Angelo, Tex. | 1,242,038 | 291 |
| Danville, Va. | 1,237,974 | 292 |
| Jacksonville, N.C. | 1,234,297 | 293 |
| Las Cruces, N.M. | 1,223,509 | 294 |
| Anniston, Ala. | 1,220,726 | 295 |
| Albany, Ga. | 1,218,415 | 296 |
| Kankakee, Ill. | 1,180,969 | 297 |
| Sherman - Denison, Tex. | 1,180,534 | 298 |
| Elmira, N.Y. | 1,176,063 | 299 |
| Lawton, Okla. | 1,140,310 | 300 |
| Florence, S.C. | 1,129,286 | 301 |
| Rapid City, S.D. | 1,119,960 | 302 |
| Cumberland, Md. | 1,109,161 | 303 |
| Decatur, Ala. | 1,095,308 | 304 |
| Lawrence, Kans. | 1,093,302 | 305 |
| Bismarck, N.D. | 1,079,718 | 306 |
| St. Joseph, Mo. | 1,038,366 | 307 |
| Dubuque, Iowa | 1,032,019 | 308 |
| Grand Forks, N.D. | 1,024,260 | 309 |
| Owensboro, Ky. | 990,040 | 310 |
| Gadsden, Ala. | 974,058 | 311 |
| Great Falls, Mont. | 938,255 | 312 |
| Jackson, Tenn. | 934,295 | 313 |
| Yuma, Ariz. | 906,864 | 314 |
| Victoria, Tex. | 874,397 | 315 |
| Pine Bluff, Ark. | 850,202 | 316 |
| Laredo, Tex. | 848,630 | 317 |
| Cheyenne, Wyo. | 830,863 | 318 |
| Casper, Wyo. | 809,444 | 319 |
| Enid, Okla. | 636,588 | 320 |
| **Total Above Areas** | **2,896,482,109** | |
| **Percent of U.S.** | **82.7716** | |
| **U.S. Total** | **3,499,365,337** | |

# MEDIAN HOUSEHOLD EBI

| Area | ($) | Rank |
|---|---|---|
| Nassau - Suffolk, N.Y. | 49,494 | 1 |
| Middlesex - Somerset - Hunterdon, N.J. | 48,591 | 2 |
| San Jose, Cal. | 45,662 | 3 |
| Bergen - Passaic, N.J. | 44,360 | 4 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | 43,866 | 5 |
| Trenton, N.J. | 43,186 | 6 |
| Washington, D.C. | 42,929 | 7 |
| Lake County, Ill. | 41,617 | 8 |
| Anaheim - Santa Ana, Cal. | 41,179 | 9 |
| Oxnard - Ventura, Cal. | 40,320 | 10 |
| Newark, N.J. | 40,296 | 11 |
| Manchester - Nashua, N.H. | 39,598 | 12 |
| Poughkeepsie, N.Y. | 38,897 | 13 |
| San Francisco, Cal. | 38,826 | 14 |
| Oakland, Cal. | 38,096 | 15 |
| Monmouth - Ocean, N.J. | 37,880 | 16 |
| Joliet, Ill. | 37,403 | 17 |
| Brazoria, Tex. | 37,280 | 18 |
| Honolulu, Haw. | 37,072 | 19 |
| Anchorage, Alas. | 36,633 | 20 |
| Hartford - New Britain - Middletown - Bristol, Conn. | 36,477 | 21 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 36,445 | 22 |
| Seattle, Wash. | 36,423 | 23 |
| Portsmouth - Dover - Rochester, N.H. | 36,373 | 24 |
| Kenosha, Wisc. | 35,536 | 25 |
| Aurora - Elgin, Ill. | 35,136 | 26 |
| Richland - Kennewick - Pasco, Wash. | 35,037 | 27 |
| New Haven - Waterbury - Meriden, Conn. | 34,699 | 28 |
| Chicago, Ill. | 33,927 | 29 |
| Minneapolis - St. Paul, Minn. | 33,773 | 30 |
| Milwaukee, Wisc. | 33,549 | 31 |
| Santa Rosa - Petaluma, Cal. | 33,505 | 32 |
| Baltimore, Md. | 33,440 | 33 |
| Orange County, N.Y. | 33,407 | 34 |
| Rochester, Minn. | 33,352 | 35 |
| Santa Cruz, Cal. | 33,294 | 36 |
| Philadelphia, Pa. | 33,277 | 37 |
| Denver, Colo. | 33,138 | 38 |
| Los Angeles - Long Beach, Cal. | 32,976 | 39 |
| Atlanta, Ga. | 32,838 | 40 |
| Peoria, Ill. | 32,798 | 41 |
| Wilmington, Del. | 32,750 | 42 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 32,650 | 43 |
| Vallejo - Fairfield - Napa, Cal. | 32,578 | 44 |
| Rochester, N.Y. | 32,561 | 45 |
| Worcester - Fitchburg - Leominster, Mass. | 32,267 | 46 |
| New London - Norwich, Conn. | 32,150 | 47 |
| Richmond - Petersburg, Va. | 32,135 | 48 |
| San Diego, Cal. | 32,013 | 49 |
| Sacramento, Cal. | 31,903 | 50 |
| Salinas - Seaside - Monterey, Cal. | 31,878 | 51 |
| Burlington, Vt. | 31,852 | 52 |
| Racine, Wisc. | 31,751 | 53 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 31,461 | 54 |
| Cedar Rapids, Iowa | 31,314 | 55 |
| Waterloo - Cedar Falls, Iowa | 31,229 | 56 |
| Kansas City, Mo.-Kans. | 31,212 | 57 |
| Sheboygan, Wisc. | 31,176 | 58 |
| Omaha, Neb. | 31,166 | 59 |
| Rockford, Ill. | 31,155 | 60 |
| Fort Worth - Arlington, Tex. | 31,118 | 61 |
| St. Louis, Mo. | 31,099 | 62 |
| Detroit, Mich. | 31,089 | 63 |
| Dallas, Tex. | 31,057 | 64 |
| Bloomington - Normal, Ill. | 31,037 | 65 |
| Harrisburg - Lebanon - Carlisle, Pa. | 30,928 | 66 |
| Grand Rapids, Mich. | 30,848 | 67 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 30,570 | 68 |
| Huntsville, Ala. | 30,483 | 69 |
| Lancaster, Pa. | 30,466 | 70 |
| Reno, Nev. | 30,460 | 71 |
| Albany - Schenectady - Troy, N.Y. | 30,420 | 72 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 30,411 | 73 |
| Kalamazoo, Mich. | 30,387 | 74 |
| Houston, Tex. | 30,278 | 75 |
| Wichita, Kans. | 36,264 | 76 |
| Lorain - Elyria, Ohio | 30,251 | 77 |
| Madison, Wisc. | 30,218 | 78 |
| Allentown - Bethlehem - Easton, Pa. | 30,117 | 79 |
| York, Pa. | 30,053 | 80 |
| Binghamton, N.Y. | 30,046 | 81 |
| Portland, Ore. | 29,982 | 82 |
| Riverside - San Bernardino, Cal. | 29,951 | 83 |
| Cleveland, Ohio | 29,946 | 84 |
| Battle Creek, Mich. | 29,888 | 85 |
| Decatur, Ill. | 29,857 | 86 |
| Lincoln, Neb. | 29,819 | 87 |
| Portland, Me. | 29,780 | 88 |
| Topeka, Kans. | 29,723 | 89 |
| Vancouver, Wash. | 29,622 | 90 |
| Syracuse, N.Y. | 29,574 | 91 |
| Ann Arbor, Mich. | 29,515 | 92 |
| Santa Fe, N.M. | 29,511 | 93 |
| Raleigh - Durham, N.C. | 29,499 | 94 |
| Lansing - East Lansing, Mich. | 29,475 | 95 |
| Appleton - Oshkosh - Neenah, Wisc. | 29,473 | 96 |
| Bremerton, Wash. | 29,428 | 97 |
| Cincinnati, Ohio | 29,424 | 98 |
| Sioux Falls, S.D. | 29,366 | 99 |
| Beaumont - Port Arthur, Tex. | 29,356 | 100 |
| Boulder - Longmont, Colo. | 29,203 | 101 |
| Galveston - Texas City, Tex. | 29,177 | 102 |
| Midland, Tex. | 29,172 | 103 |
| Janesville - Beloit, Wisc. | 29,129 | 104 |
| Erie, Pa. | 28,971 | 105 |
| Casper, Wyo. | 28,933 | 106 |
| Indianapolis, Ind. | 28,910 | 107 |
| Des Moines, Iowa | 28,898 | 108 |
| Reading, Pa. | 28,857 | 109 |
| Vineland - Millville - Bridgeton, N.J. | 28,848 | 110 |
| Jackson, Mich. | 28,816 | 111 |
| Bakersfield, Cal. | 28,797 | 112 |
| Phoenix, Ariz. | 28,778 | 113 |
| Nashville, Tenn. | 28,687 | 114 |
| Gary - Hammond, Ind. | 28,649 | 115 |
| Columbia, S.C. | 28,565 | 116 |
| Green Bay, Wisc. | 28,491 | 117 |
| Providence - Pawtucket - Woonsocket, R.I. | 28,441 | 118 |
| Fort Wayne, Ind. | 28,353 | 119 |
| Houma - Thibodaux, La. | 28,350 | 120 |
| Kokomo, Ind. | 28,282 | 121 |
| Salt Lake City - Ogden, Utah | 28,274 | 122 |
| Springfield, Mass. | 28,208 | 123 |
| Las Vegas, Nev. | 28,175 | 124 |
| Baton Rouge, La. | 28,110 | 125 |
| Orlando, Fla. | 28,067 | 126 |
| Grand Forks, N.D. | 28,053 | 127 |
| Buffalo, N.Y. | 28,022 | 128 |
| New York, N.Y. | 27,895 | 129 |
| Olympia, Wash. | 27,829 | 130 |
| Norfolk - Virginia Beach - Newport News, Va. | 27,790 | 131 |
| Boise, Ida. | 27,774 | 132 |
| Dayton - Springfield, Ohio | 27,773 | 133 |
| Odessa, Tex. | 27,712 | 134 |
| Saginaw - Bay City - Midland, Mich. | 27,682 | 135 |
| Beaver County, Pa. | 27,665 | 136 |
| Stockton, Cal. | 27,627 | 137 |
| New Bedford - Fall River - Attleboro, Mass. | 27,620 | 138 |
| Hamilton - Middletown, Ohio | 27,608 | 139 |
| Jacksonville, Fla. | 27,605 | 140 |
| Pittsfield, Mass. | 27,432 | 141 |
| Jersey City, N.J. | 27,405 | 142 |
| Akron, Ohio | 27,387 | 143 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | 27,374 | 144 |
| Lake Charles, La. | 27,337 | 145 |
| Fresno, Cal. | 27,326 | 146 |
| Wausau, Wisc. | 27,274 | 147 |
| Niagara Falls, N.Y. | 27,271 | 148 |
| Pittsburgh, Pa. | 27,271 | 148 |
| Toledo, Ohio | 27,210 | 150 |
| Columbus, Ohio | 27,185 | 151 |
| Macon - Warner Robins, Ga. | 27,175 | 152 |
| Sharon, Pa. | 26,927 | 153 |
| Youngstown - Warren, Ohio | 26,854 | 154 |
| Austin, Tex. | 26,741 | 155 |
| Fort Myers - Cape Coral, Fla. | 26,730 | 156 |
| Melbourne - Titusville - Palm Bay, Fla. | 26,592 | 157 |
| Charlottesville, Va. | 26,585 | 158 |
| Lima, Ohio | 26,555 | 159 |
| Kankakee, Ill. | 26,554 | 160 |
| Flint, Mich. | 26,553 | 161 |
| Victoria, Tex. | 26,541 | 162 |
| Amarillo, Tex. | 26,528 | 163 |
| Modesto, Cal. | 26,446 | 164 |
| Fort Walton Beach, Fla. | 26,442 | 165 |
| Greensboro - Winston-Salem - High Point, N.C. | 26,410 | 166 |
| Bismarck, N.D. | 26,381 | 167 |
| South Bend - Mishawaka, Ind. | 26,366 | 168 |
| Canton, Ohio | 26,332 | 169 |
| Dubuque, Iowa | 26,304 | 170 |
| Duluth, Minn. | 26,287 | 171 |
| Hagerstown, Md. | 26,272 | 172 |
| La Crosse, Wisc. | 26,270 | 173 |
| Pascagoula, Miss. | 26,250 | 174 |
| Miami - Hialeah, Fla. | 26,243 | 175 |
| Tyler, Tex. | 26,221 | 176 |
| Pensacola, Fla. | 26,150 | 177 |
| Columbia, Mo. | 26,132 | 178 |
| Lynchburg, Va. | 26,113 | 179 |
| Glens Falls, N.Y. | 26,067 | 180 |
| Evansville, Ind. | 26,033 | 181 |
| Little Rock - North Little Rock, Ark. | 25,920 | 182 |
| Muskegon, Mich. | 25,896 | 183 |
| Louisville, Ky. | 25,860 | 184 |
| Lafayette, La. | 25,821 | 185 |
| Anderson, Ind. | 25,817 | 186 |
| Sarasota, Fla. | 25,788 | 187 |
| Savannah, Ga. | 25,768 | 188 |
| Springfield, Ill. | 25,756 | 189 |
| Steubenville - Weirton, Ohio-W.Va. | 25,730 | 190 |
| Elkhart - Goshen, Ind. | 25,692 | 191 |
| Mansfield, Ohio | 25,683 | 192 |
| Iowa City, Iowa | 25,680 | 193 |
| Colorado Springs, Colo. | 25,678 | 194 |
| Utica - Rome, N.Y. | 25,666 | 195 |
| Charleston, W.Va. | 25,647 | 196 |
| Roanoke, Va. | 25,557 | 197 |
| Fargo - Moorhead, N.D.-Minn. | 25,460 | 198 |
| Lewiston - Auburn, Me. | 25,416 | 199 |
| New Orleans, La. | 25,409 | 200 |
| Hickory - Morganton, N.C. | 25,404 | 201 |
| Benton Harbor, Mich. | 25,403 | 202 |
| Bangor, Me. | 25,307 | 203 |
| Lafayette - West Lafayette, Ind. | 25,301 | 204 |
| Williamsport, Pa. | 25,216 | 205 |
| Atlantic City, N.J. | 25,148 | 206 |
| Fort Pierce, Fla. | 25,049 | 207 |
| St. Cloud, Minn. | 25,024 | 208 |
| Jackson, Miss. | 25,002 | 209 |
| Tampa - St. Petersburg - Clearwater, Fla. | 24,976 | 210 |
| Elmira, N.Y. | 24,953 | 211 |
| Champaign - Urbana - Rantoul, Ill. | 24,923 | 212 |
| Longview - Marshall, Tex. | 24,843 | 213 |
| Memphis, Tenn. | 24,834 | 214 |
| Lexington-Fayette, Ky. | 24,831 | 215 |
| Billings, Mont. | 24,815 | 216 |
| Rapid City, S.D. | 24,780 | 217 |
| Bradenton, Fla. | 24,742 | 218 |
| Fort Collins - Loveland, Colo. | 24,735 | 219 |
| Greenville - Spartanburg, S.C. | 24,687 | 220 |
| Anderson, S.C. | 24,627 | 221 |
| Scranton - Wilkes-Barre, Pa. | 24,622 | 222 |
| Augusta, Ga. | 24,611 | 223 |
| Tacoma, Wash. | 24,514 | 224 |
| Albany, Ga. | 24,496 | 225 |
| Naples, Fla. | 24,454 | 226 |
| Tallahassee, Fla. | 24,426 | 227 |
| Charleston, S.C. | 24,273 | 228 |
| Tulsa, Okla. | 24,266 | 229 |
| San Angelo, Tex. | 24,259 | 230 |
| Sherman - Denison, Tex. | 24,190 | 231 |
| Montgomery, Ala. | 24,176 | 232 |
| Great Falls, Mont. | 24,105 | 233 |
| Eau Claire, Wisc. | 24,099 | 234 |
| Birmingham, Ala. | 24,052 | 235 |
| Burlington, N.C. | 24,012 | 236 |
| Mobile, Ala. | 24,001 | 237 |
| Lakeland - Winter Haven, Fla. | 23,966 | 238 |
| Albuquerque, N.M. | 23,945 | 239 |
| San Antonio, Tex. | 23,865 | 240 |
| Lawrence, Kans. | 23,820 | 241 |
| Jackson, Tenn. | 23,818 | 242 |
| Oklahoma City, Okla. | 23,803 | 243 |
| Altoona, Pa. | 23,794 | 244 |
| Parkersburg - Marietta, W.Va.-Ohio | 23,794 | 244 |
| St. Joseph, Mo. | 23,788 | 246 |
| Terre Haute, Ind. | 23,765 | 247 |
| Chattanooga, Tenn. | 23,760 | 248 |
| Jamestown - Dunkirk, N.Y. | 23,749 | 249 |
| Bellingham, Wash. | 23,718 | 250 |
| Muncie, Ind. | 23,632 | 251 |
| Corpus Christi, Tex. | 23,620 | 252 |
| Knoxville, Tenn. | 23,564 | 253 |
| Sioux City, Iowa | 23,537 | 254 |
| Spokane, Wash. | 23,479 | 255 |
| Daytona Beach, Fla. | 23,439 | 256 |
| Wheeling, W.Va. | 23,425 | 257 |
| State College, Pa. | 23,346 | 258 |
| Redding, Cal. | 23,280 | 259 |
| Greeley, Colo. | 23,268 | 260 |
| Yuba City, Cal. | 23,220 | 261 |
| Provo - Orem, Utah | 23,209 | 262 |
| Shreveport, La. | 23,187 | 263 |
| Asheville, N.C. | 23,077 | 264 |
| Merced, Cal. | 23,062 | 265 |
| Eugene - Springfield, Ore. | 22,972 | 266 |
| Springfield, Mo. | 22,941 | 267 |
| Cheyenne, Wyo. | 22,853 | 268 |
| Owensboro, Ky. | 22,824 | 269 |
| Decatur, Ala. | 22,772 | 270 |
| Johnson City - Kingsport - Bristol, Tenn. | 22,770 | 271 |
| Danville, Va. | 22,606 | 272 |
| Lubbock, Tex. | 22,565 | 273 |
| Bloomington, Ind. | 22,458 | 274 |
| Wilmington, N.C. | 22,390 | 275 |
| Florence, Ala. | 22,349 | 276 |
| Biloxi - Gulfport, Miss. | 22,338 | 277 |
| Visalia - Tulare - Porterville, Cal. | 22,105 | 278 |
| Cumberland, Md. | 22,065 | 279 |
| Gainesville, Fla. | 22,050 | 280 |
| Tucson, Ariz. | 21,969 | 281 |
| Athens, Ga. | 21,949 | 282 |
| Fayetteville - Springdale, Ark. | 21,939 | 283 |
| Enid, Okla. | 21,867 | 284 |
| Salem, Ore. | 21,833 | 285 |
| Medford, Ore. | 21,826 | 286 |
| Yakima, Wash. | 21,806 | 287 |
| Fayetteville, N.C. | 21,697 | 288 |
| Texarkana, Tex.-Ark. | 21,584 | 289 |
| Columbus, Ga. | 21,551 | 290 |
| Abilene, Tex. | 21,470 | 291 |
| Wichita Falls, Tex. | 21,451 | 292 |
| Killeen - Temple, Tex. | 21,402 | 293 |
| Waco, Tex. | 21,338 | 294 |
| Pueblo, Colo. | 21,167 | 295 |
| Florence, S.C. | 21,075 | 296 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 21,057 | 297 |
| Lawton, Okla. | 21,033 | 298 |
| El Paso, Tex. | 20,884 | 299 |
| Dothan, Ala. | 20,829 | 300 |
| Anniston, Ala. | 20,765 | 301 |
| Huntington - Ashland, W.Va.-Ky. | 20,583 | 302 |
| Johnstown, Pa. | 20,575 | 303 |
| Alexandria, La. | 20,550 | 304 |
| Tuscaloosa, Ala. | 20,449 | 305 |
| Chico, Cal. | 20,435 | 306 |
| Fort Smith, Ark. | 20,265 | 307 |
| Pine Bluff, Ark. | 20,222 | 308 |
| Bryan - College Station, Tex. | 20,169 | 309 |
| Joplin, Mo. | 20,109 | 310 |
| Monroe, La. | 20,020 | 311 |
| Panama City, Fla. | 19,920 | 312 |
| Ocala, Fla. | 19,616 | 313 |
| Yuma, Ariz. | 18,485 | 314 |
| Gadsden, Ala. | 18,290 | 315 |
| Las Cruces, N.M. | 18,273 | 316 |
| Brownsville - Harlingen, Tex. | 17,320 | 317 |
| Jacksonville, N.C. | 17,221 | 318 |
| McAllen - Edinburg - Mission, Tex. | 16,224 | 319 |
| Laredo, Tex. | 15,915 | 320 |
| **Median Above Areas** | **30,098** | |
| **U.S. Median** | **27,912** | |

# AVERAGE HOUSEHOLD EBI

| Area | ($) | Rank |
|---|---|---|
| Nassau - Suffolk, N.Y. | 62,636 | 1 |
| Middlesex - Somerset - Hunterdon, N.J. | 60,890 | 2 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | 60,689 | 3 |
| Bergen - Passaic, N.J. | 58,422 | 4 |
| Trenton, N.J. | 57,665 | 5 |
| San Jose, Cal. | 56,328 | 6 |
| Lake County, Ill. | 56,281 | 7 |
| Newark, N.J. | 53,691 | 8 |
| Washington, D.C. | 53,429 | 9 |
| San Francisco, Cal. | 52,420 | 10 |
| Anaheim - Santa Ana, Cal. | 52,247 | 11 |
| Monmouth - Ocean, N.J. | 50,549 | 12 |
| Oxnard - Ventura, Cal. | 50,426 | 13 |
| Honolulu, Haw. | 50,187 | 14 |
| Poughkeepsie, N.Y. | 49,624 | 15 |
| Manchester - Nashua, N.H. | 48,695 | 16 |
| Oakland, Cal. | 48,502 | 17 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 48,246 | 18 |
| Santa Cruz, Cal. | 46,166 | 19 |
| Hartford - New Britain - Middletown - Bristol, Conn. | 45,935 | 20 |
| Anchorage, Alas. | 45,913 | 21 |
| Los Angeles - Long Beach, Cal. | 45,688 | 22 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 45,292 | 23 |
| San Diego, Cal. | 45,163 | 24 |
| Seattle, Wash. | 44,936 | 25 |
| Portsmouth - Dover - Rochester, N.H. | 44,672 | 26 |
| Joliet, Ill. | 44,441 | 27 |
| Salinas - Seaside - Monterey, Cal. | 44,367 | 28 |
| New Haven - Waterbury - Meriden, Conn. | 44,320 | 29 |
| Chicago, Ill. | 44,019 | 30 |
| Aurora - Elgin, Ill. | 43,643 | 31 |
| Philadelphia, Pa. | 43,638 | 32 |
| Santa Rosa - Petaluma, Cal. | 43,438 | 33 |
| Orange County, N.Y. | 43,315 | 34 |
| Brazoria, Tex. | 43,271 | 35 |
| Kenosha, Wisc. | 43,112 | 36 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 42,934 | 37 |
| Minneapolis - St. Paul, Minn. | 42,292 | 38 |
| Wilmington, Del. | 42,010 | 39 |
| Sacramento, Cal. | 41,969 | 40 |
| New York, N.Y. | 41,947 | 41 |
| Milwaukee, Wisc. | 41,939 | 42 |
| Rochester, N.Y. | 41,819 | 43 |
| New London - Norwich, Conn. | 41,794 | 44 |
| Worcester - Fitchburg - Leominster, Mass. | 41,778 | 45 |
| Peoria, Ill. | 41,683 | 46 |
| Burlington, Vt. | 41,616 | 47 |
| Bloomington - Normal, Ill. | 41,533 | 48 |
| Rochester, Minn. | 41,392 | 49 |
| Vallejo - Fairfield - Napa, Cal. | 41,344 | 50 |
| Dallas, Tex. | 41,015 | 51 |
| Atlanta, Ga. | 40,912 | 52 |
| Omaha, Neb. | 40,784 | 53 |
| Baltimore, Md. | 40,715 | 54 |
| Huntsville, Ala. | 40,552 | 55 |
| Midland, Tex. | 40,464 | 56 |
| Denver, Colo. | 40,340 | 57 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 40,315 | 58 |
| Wichita, Kans. | 40,314 | 59 |
| Albany - Schenectady - Troy, N.Y. | 40,273 | 60 |
| Richland - Kennewick - Pasco, Wash. | 40,256 | 61 |
| Binghamton, N.Y. | 40,177 | 62 |
| Grand Forks, N.D. | 40,167 | 63 |
| Riverside - San Bernardino, Cal. | 39,993 | 64 |
| Kansas City, Mo.-Kans. | 39,978 | 65 |
| Waterloo - Cedar Falls, Iowa | 39,957 | 66 |
| Portland, Me. | 39,843 | 67 |
| Fort Worth - Arlington, Tex. | 39,824 | 68 |
| Sioux Falls, S.D. | 39,820 | 69 |
| Lincoln, Neb. | 39,809 | 70 |
| St. Louis, Mo. | 39,676 | 71 |
| Richmond - Petersburg, Va. | 39,653 | 72 |
| Detroit, Mich. | 39,530 | 73 |
| Kalamazoo, Mich. | 39,513 | 74 |
| Harrisburg - Lebanon - Carlisle, Pa. | 39,388 | 75 |
| Topeka, Kans. | 39,296 | 76 |
| Cedar Rapids, Iowa | 39,081 | 77 |
| Madison, Wisc. | 39,050 | 78 |
| Raleigh - Durham, N.C. | 39,020 | 79 |
| Ann Arbor, Mich. | 38,987 | 80 |
| Lancaster, Pa. | 38,929 | 81 |
| Grand Rapids, Mich. | 38,915 | 82 |
| Bakersfield, Cal. | 38,824 | 83 |
| Houston, Tex. | 38,789 | 84 |
| Syracuse, N.Y. | 38,734 | 85 |
| Vineland - Millville - Bridgeton, N.J. | 38,628 | 86 |
| Santa Fe, N.M. | 38,596 | 87 |
| Racine, Wisc. | 38,357 | 88 |
| Decatur, Ill. | 38,311 | 89 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 38,305 | 90 |
| Cleveland, Ohio | 38,296 | 91 |
| Fresno, Cal. | 38,286 | 92 |
| Sheboygan, Wisc. | 38,236 | 93 |
| Rockford, Ill. | 38,222 | 94 |
| Cincinnati, Ohio | 38,191 | 95 |
| Columbia, S.C. | 38,058 | 96 |
| Allentown - Bethlehem - Easton, Pa. | 38,051 | 97 |
| Providence - Pawtucket - Woonsocket, R.I. | 37,906 | 98 |
| Battle Creek, Mich. | 37,897 | 99 |
| Jersey City, N.J. | 37,722 | 100 |
| Reno, Nev. | 37,717 | 101 |
| Lansing - East Lansing, Mich. | 37,618 | 102 |
| Springfield, Mass. | 37,438 | 103 |
| Des Moines, Iowa | 37,429 | 104 |
| Nashville, Tenn. | 37,369 | 105 |
| Portland, Ore. | 37,362 | 106 |
| Iowa City, Iowa | 37,343 | 107 |
| Columbia, Mo. | 37,242 | 108 |
| York, Pa. | 37,237 | 109 |
| Stockton, Cal. | 37,038 | 110 |
| Erie, Pa. | 36,925 | 111 |
| Orlando, Fla. | 36,898 | 112 |
| Pittsfield, Mass. | 36,806 | 113 |
| Reading, Pa. | 36,575 | 114 |
| Austin, Tex. | 36,574 | 115 |
| Norfolk - Virginia Beach - Newport News, Va. | 36,551 | 116 |
| Phoenix, Ariz. | 36,535 | 117 |
| Boulder - Longmont, Colo. | 36,517 | 118 |
| Appleton - Oshkosh - Neenah, Wisc. | 36,462 | 119 |
| Indianapolis, Ind. | 36,452 | 120 |
| Galveston - Texas City, Tex. | 36,424 | 121 |
| Buffalo, N.Y. | 36,421 | 122 |
| Charlottesville, Va. | 36,383 | 123 |
| Miami - Hialeah, Fla. | 36,382 | 124 |
| Boise, Ida. | 36,292 | 125 |
| Rapid City, S.D. | 36,128 | 126 |
| Bremerton, Wash. | 36,126 | 127 |
| Fort Myers - Cape Coral, Fla. | 36,082 | 128 |
| Jacksonville, Fla. | 36,066 | 129 |
| Champaign - Urbana - Rantoul, Ill. | 36,060 | 130 |
| Jackson, Mich. | 36,042 | 131 |
| Modesto, Cal. | 35,920 | 132 |
| New Bedford - Fall River - Attleboro, Mass. | 35,918 | 133 |
| Lorain - Elyria, Ohio | 35,906 | 134 |
| Naples, Fla. | 35,841 | 135 |
| Lawrence, Kans. | 35,729 | 136 |
| Atlantic City, N.J. | 35,633 | 137 |
| Beaumont - Port Arthur, Tex. | 35,568 | 138 |
| Baton Rouge, La. | 35,544 | 139 |
| Dayton - Springfield, Ohio | 35,540 | 140 |
| Lafayette - West Lafayette, Ind. | 35,508 | 141 |
| Pittsburgh, Pa. | 35,437 | 142 |
| Columbus, Ohio | 35,412 | 143 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | 35,313 | 144 |
| Odessa, Tex. | 35,313 | 144 |
| Fort Wayne, Ind. | 35,224 | 146 |
| Little Rock - North Little Rock, Ark. | 35,175 | 147 |
| La Crosse, Wisc. | 35,132 | 148 |
| Green Bay, Wisc. | 35,112 | 149 |
| Toledo, Ohio | 35,087 | 150 |
| Janesville - Beloit, Wisc. | 35,048 | 151 |
| Greensboro - Winston-Salem - High Point, N.C. | 35,009 | 152 |
| Vancouver, Wash. | 34,948 | 153 |
| Kokomo, Ind. | 34,869 | 154 |
| Fort Walton Beach, Fla. | 34,862 | 155 |
| Amarillo, Tex. | 34,828 | 156 |
| San Angelo, Tex. | 34,791 | 157 |
| Houma - Thibodaux, La. | 34,743 | 158 |
| Las Vegas, Nev. | 34,743 | 158 |
| Glens Falls, N.Y. | 34,707 | 160 |
| Sarasota, Fla. | 34,693 | 161 |
| Akron, Ohio | 34,668 | 162 |
| Casper, Wyo. | 34,592 | 163 |
| Tyler, Tex. | 34,578 | 164 |
| Lexington-Fayette, Ky. | 34,431 | 165 |
| Olympia, Wash. | 34,412 | 166 |
| Bismarck, N.D. | 34,386 | 167 |
| Saginaw - Bay City - Midland, Mich. | 34,320 | 168 |
| Niagara Falls, N.Y. | 34,296 | 169 |
| Savannah, Ga. | 34,281 | 170 |
| Jackson, Miss. | 34,240 | 171 |
| Salt Lake City - Ogden, Utah | 34,235 | 172 |
| Kankakee, Ill. | 34,231 | 173 |
| Macon - Warner Robins, Ga. | 34,219 | 174 |
| Utica - Rome, N.Y. | 34,083 | 175 |
| Tallahassee, Fla. | 34,012 | 176 |
| Pensacola, Fla. | 33,988 | 177 |
| Colorado Springs, Colo. | 33,871 | 178 |
| Wausau, Wisc. | 33,821 | 179 |
| Louisville, Ky. | 33,796 | 180 |
| Lafayette, La. | 33,766 | 181 |
| Hamilton - Middletown, Ohio | 33,741 | 182 |
| Sharon, Pa. | 33,732 | 183 |
| Fargo - Moorhead, N.D.-Minn. | 33,705 | 184 |
| South Bend - Mishawaka, Ind. | 33,701 | 185 |
| Springfield, Ill. | 33,662 | 186 |
| Bloomington, Ind. | 33,617 | 187 |
| Dubuque, Iowa | 33,616 | 188 |
| Memphis, Tenn. | 33,601 | 189 |
| Gary - Hammond, Ind. | 33,566 | 190 |
| Evansville, Ind. | 33,465 | 191 |
| Tampa - St. Petersburg - Clearwater, Fla. | 33,463 | 192 |
| Lynchburg, Va. | 33,441 | 193 |
| Youngstown - Warren, Ohio | 33,438 | 194 |
| Lewiston - Auburn, Me. | 33,422 | 195 |
| New Orleans, La. | 33,417 | 196 |
| Bangor, Me. | 33,408 | 197 |
| Fort Pierce, Fla. | 33,379 | 198 |
| Victoria, Tex. | 33,374 | 199 |
| Melbourne - Titusville - Palm Bay, Fla. | 33,309 | 200 |
| Benton Harbor, Mich. | 33,250 | 201 |
| Lima, Ohio | 33,234 | 202 |
| Elmira, N.Y. | 33,222 | 203 |
| Roanoke, Va. | 33,217 | 204 |
| Muskegon, Mich. | 33,061 | 205 |
| Bradenton, Fla. | 32,981 | 206 |
| Elkhart - Goshen, Ind. | 32,940 | 207 |
| Yuba City, Cal. | 32,811 | 208 |
| Lake Charles, La. | 32,787 | 209 |
| State College, Pa. | 32,782 | 210 |
| San Antonio, Tex. | 32,779 | 211 |
| Williamsport, Pa. | 32,779 | 211 |
| Hickory - Morganton, N.C. | 32,710 | 213 |
| Beaver County, Pa. | 32,701 | 214 |
| Duluth, Minn. | 32,678 | 215 |
| Killeen - Temple, Tex. | 32,674 | 216 |
| Montgomery, Ala. | 32,603 | 217 |
| Charleston, S.C. | 32,566 | 218 |
| Merced, Cal. | 32,556 | 219 |
| Augusta, Ga. | 32,550 | 220 |
| Hagerstown, Md. | 32,535 | 221 |
| St. Cloud, Minn. | 32,472 | 222 |
| Scranton - Wilkes-Barre, Pa. | 32,445 | 223 |
| Charleston, W.Va. | 32,312 | 224 |
| Canton, Ohio | 32,229 | 225 |
| Mansfield, Ohio | 32,227 | 226 |
| Eau Claire, Wisc. | 32,191 | 227 |
| Flint, Mich. | 32,161 | 228 |
| Redding, Cal. | 32,104 | 229 |
| Birmingham, Ala. | 32,085 | 230 |
| Sherman - Denison, Tex. | 32,080 | 231 |
| Fayetteville, N.C. | 32,053 | 232 |
| St. Joseph, Mo. | 32,048 | 233 |
| Greenville - Spartanburg, S.C. | 32,028 | 234 |
| Longview - Marshall, Tex. | 32,016 | 235 |
| Lakeland - Winter Haven, Fla. | 32,015 | 236 |
| Daytona Beach, Fla. | 31,979 | 237 |
| Pascagoula, Miss. | 31,966 | 238 |
| Albuquerque, N.M. | 31,860 | 239 |
| Terre Haute, Ind. | 31,800 | 240 |
| Mobile, Ala. | 31,766 | 241 |
| Knoxville, Tenn. | 31,765 | 242 |
| Biloxi - Gulfport, Miss. | 31,764 | 243 |
| Anderson, Ind. | 31,721 | 244 |
| Tulsa, Okla. | 31,662 | 245 |
| Lubbock, Tex. | 31,641 | 246 |
| Gainesville, Fla. | 31,557 | 247 |
| Jamestown - Dunkirk, N.Y. | 31,505 | 248 |
| Visalia - Tulare - Porterville, Cal. | 31,493 | 249 |
| Billings, Mont. | 31,484 | 250 |
| Shreveport, La. | 31,480 | 251 |
| Tacoma, Wash. | 31,472 | 252 |
| Jackson, Tenn. | 31,458 | 253 |
| Corpus Christi, Tex. | 31,431 | 254 |
| Springfield, Mo. | 31,401 | 255 |
| Fort Collins - Loveland, Colo. | 31,355 | 256 |
| Oklahoma City, Okla. | 31,330 | 257 |
| Sioux City, Iowa | 31,326 | 258 |
| Great Falls, Mont. | 31,171 | 259 |
| Bellingham, Wash. | 31,090 | 260 |
| Albany, Ga. | 31,003 | 261 |
| Steubenville - Weirton, Ohio-W.Va. | 30,965 | 262 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 30,888 | 263 |
| Chattanooga, Tenn. | 30,807 | 264 |
| Muncie, Ind. | 30,779 | 265 |
| Asheville, N.C. | 30,711 | 266 |
| Fayetteville - Springdale, Ark. | 30,664 | 267 |
| Burlington, N.C. | 30,660 | 268 |
| Altoona, Pa. | 30,533 | 269 |
| Abilene, Tex. | 30,530 | 270 |
| Columbus, Ga. | 30,524 | 271 |
| Athens, Ga. | 30,515 | 272 |
| Wichita Falls, Tex. | 30,429 | 273 |
| Lawton, Okla. | 30,408 | 274 |
| Bryan - College Station, Tex. | 30,374 | 275 |
| Anderson, S.C. | 30,344 | 276 |
| Spokane, Wash. | 30,268 | 277 |
| Parkersburg - Marietta, W.Va.-Ohio | 30,084 | 278 |
| Owensboro, Ky. | 30,001 | 279 |
| Jacksonville, N.C. | 29,886 | 280 |
| Waco, Tex. | 29,884 | 281 |
| Johnson City - Kingsport - Bristol, Tenn. | 29,764 | 282 |
| Wilmington, N.C. | 29,744 | 283 |
| Provo - Orem, Utah | 29,638 | 284 |
| El Paso, Tex. | 29,554 | 285 |
| Wheeling, W.Va. | 29,516 | 286 |
| Cheyenne, Wyo. | 29,463 | 287 |
| Alexandria, La. | 29,348 | 288 |
| Danville, Va. | 29,336 | 289 |
| Greeley, Colo. | 29,274 | 290 |
| Eugene - Springfield, Ore. | 29,237 | 291 |
| Yakima, Wash. | 29,190 | 292 |
| Chico, Cal. | 29,122 | 293 |
| Texarkana, Tex.-Ark. | 28,961 | 294 |
| Enid, Okla. | 28,936 | 295 |
| Florence, Ala. | 28,894 | 296 |
| Tucson, Ariz. | 28,864 | 297 |
| Decatur, Ala. | 28,673 | 298 |
| Dothan, Ala. | 28,606 | 299 |
| Medford, Ore. | 28,405 | 300 |
| Anniston, Ala. | 28,389 | 301 |
| Fort Smith, Ark. | 28,382 | 302 |
| Pine Bluff, Ark. | 28,340 | 303 |
| Tuscaloosa, Ala. | 28,285 | 304 |
| Salem, Ore. | 28,148 | 305 |
| Monroe, La. | 28,087 | 306 |
| Cumberland, Md. | 28,080 | 307 |
| Florence, S.C. | 27,953 | 308 |
| Joplin, Mo. | 27,679 | 309 |
| Huntington - Ashland, W.Va.-Ky. | 27,446 | 310 |
| Pueblo, Colo. | 27,111 | 311 |
| Ocala, Fla. | 27,024 | 312 |
| Johnstown, Pa. | 26,836 | 313 |
| Las Cruces, N.M. | 26,540 | 314 |
| Panama City, Fla. | 26,456 | 315 |
| Gadsden, Ala. | 25,235 | 316 |
| Brownsville - Harlingen, Tex. | 25,016 | 317 |
| Yuma, Ariz. | 24,846 | 318 |
| Laredo, Tex. | 24,177 | 319 |
| McAllen - Edinburg - Mission, Tex. | 23,999 | 320 |
| **Average Above Areas** | **40,170** | |
| **U.S. Average** | **37,726** | |

# PER CAPITA EBI

| Area | ($) | Rank |
|---|---|---|
| **Bridgeport - Stamford - Norwalk - Danbury, Conn.** | 22,365 | 1 |
| **Middlesex - Somerset - Hunterdon, N.J.** | 21,808 | 2 |
| **Bergen - Passaic, N.J.** | 21,206 | 3 |
| **San Francisco, Cal.** | 20,998 | 4 |
| **Trenton, N.J.** | 20,704 | 5 |
| **Nassau - Suffolk, N.Y.** | 20,554 | 6 |
| **Washington, D.C.** | 19,862 | 7 |
| **San Jose, Cal.** | 19,573 | 8 |
| **Newark, N.J.** | 19,188 | 9 |
| **Lake County, Ill.** | 18,978 | 10 |
| **Monmouth - Ocean, N.J.** | 18,752 | 11 |
| **West Palm Beach - Boca Raton - Delray Beach, Fla.** | 18,191 | 12 |
| **Oakland, Cal.** | 18,166 | 13 |
| **Manchester - Nashua, N.H.** | 18,063 | 14 |
| **Boston - Lawrence - Salem - Lowell - Brockton, Mass.** | 18,006 | 15 |
| **Seattle, Wash.** | 17,941 | 16 |
| **Anaheim - Santa Ana, Cal.** | 17,931 | 17 |
| **Hartford - New Britain - Middletown - Bristol, Conn.** | 17,323 | 18 |
| **Poughkeepsie, N.Y.** | 17,147 | 19 |
| **Fort Lauderdale - Hollywood - Pompano Beach, Fla.** | 16,972 | 20 |
| **New Haven - Waterbury - Meriden, Conn.** | 16,798 | 21 |
| **Santa Cruz, Cal.** | 16,795 | 22 |
| **Anchorage, Alas.** | 16,782 | 23 |
| **Santa Rosa - Petaluma, Cal.** | 16,678 | 24 |
| **Oxnard - Ventura, Cal.** | 16,387 | 25 |
| **Portsmouth - Dover - Rochester, N.H.** | 16,198 | 26 |
| **Denver, Colo.** | 16,128 | 27 |
| **Chicago, Ill.** | 16,111 | 28 |
| **San Diego, Cal.** | 16,067 | 29 |
| **Minneapolis - St. Paul, Minn.** | 16,054 | 30 |
| **Philadelphia, Pa.** | 15,970 | 31 |
| **New York, N.Y.** | 15,967 | 32 |
| **Honolulu, Haw.** | 15,921 | 33 |
| **Santa Barbara - Santa Maria - Lompoc, Cal.** | 15,910 | 34 |
| **Peoria, Ill.** | 15,904 | 35 |
| **Kenosha, Wisc.** | 15,808 | 36 |
| **Sacramento, Cal.** | 15,782 | 37 |
| **Milwaukee, Wisc.** | 15,745 | 38 |
| **Sarasota, Fla.** | 15,684 | 39 |
| **Rochester, N.Y.** | 15,627 | 40 |
| **Rochester, Minn.** | 15,580 | 41 |
| **Topeka, Kans.** | 15,573 | 42 |
| **Wichita, Kans.** | 15,533 | 43 |
| **Portland, Me.** | 15,495 | 44 |
| **Huntsville, Ala.** | 15,489 | 45 |
| **Albany - Schenectady - Troy, N.Y.** | 15,470 | 46 |
| **Wilmington, Del.** | 15,448 | 47 |
| **Lincoln, Neb.** | 15,432 | 48 |
| **Los Angeles - Long Beach, Cal.** | 15,415 | 49 |
| **Kansas City, Mo.-Kans.** | 15,373 | 50 |
| **Sioux Falls, S.D.** | 15,342 | 51 |
| **Dallas, Tex.** | 15,340 | 52 |
| **Omaha, Neb.** | 15,334 | 53 |
| **Burlington, Vt.** | 15,332 | 54 |
| **Worcester - Fitchburg - Leominster, Mass.** | 15,325 | 55 |
| **Binghamton, N.Y.** | 15,287 | 56 |
| **New London - Norwich, Conn.** | 15,285 | 57 |
| **Raleigh - Durham, N.C.** | 15,276 | 58 |
| **Atlanta, Ga.** | 15,257 | 59 |
| **Richmond - Petersburg, Va.** | 15,202 | 60 |
| **Madison, Wisc.** | 15,192 | 61 |
| **Cedar Rapids, Iowa** | 15,166 | 62 |
| **Reno, Nev.** | 15,159 | 63 |
| **Harrisburg - Lebanon - Carlisle, Pa.** | 15,156 | 64 |
| **Fort Myers - Cape Coral, Fla.** | 15,093 | 65 |
| **Bloomington - Normal, Ill.** | 15,068 | 66 |
| **Waterloo - Cedar Falls, Iowa** | 15,060 | 67 |
| **Baltimore, Md.** | 15,044 | 68 |
| **Decatur, Ill.** | 15,034 | 69 |
| **St. Louis, Mo.** | 15,002 | 70 |
| **Cleveland, Ohio** | 14,894 | 71 |
| **Davenport - Rock Island - Moline, Iowa-Ill.** | 14,865 | 72 |
| **Santa Fe, N.M.** | 14,860 | 73 |
| **Fort Worth - Arlington, Tex.** | 14,809 | 74 |
| **Kalamazoo, Mich.** | 14,802 | 75 |
| **Midland, Tex.** | 14,769 | 76 |
| Aurora - Elgin, Ill. | 14,736 | 77 |
| Joliet, Ill. | 14,708 | 78 |
| Portland, Ore. | 14,676 | 79 |
| Detroit, Mich. | 14,603 | 80 |
| Richland - Kennewick - Pasco, Wash. | 14,597 | 81 |
| Des Moines, Iowa | 14,594 | 82 |
| Naples, Fla. | 14,550 | 83 |
| Rockford, Ill. | 14,498 | 84 |
| Brazoria, Tex. | 14,461 | 85 |
| Battle Creek, Mich. | 14,452 | 86 |
| Grand Forks, N.D. | 14,426 | 87 |
| Cincinnati, Ohio | 14,416 | 88 |
| Ann Arbor, Mich. | 14,415 | 89 |
| Allentown - Bethlehem - Easton, Pa. | 14,406 | 90 |
| Pittsfield, Mass. | 14,352 | 91 |
| Boulder - Longmont, Colo. | 14,331 | 92 |
| Syracuse, N.Y. | 14,316 | 93 |
| Orange County, N.Y. | 14,309 | 94 |
| Providence - Pawtucket - Woonsocket, R.I. | 14,284 | 95 |
| Nashville, Tenn. | 14,254 | 96 |
| Jersey City, N.J. | 14,236 | 97 |
| Austin, Tex. | 14,226 | 98 |
| Sheboygan, Wisc. | 14,201 | 99 |
| Vallejo - Fairfield - Napa, Cal. | 14,200 | 100 |
| Bradenton, Fla. | 14,196 | 101 |
| Buffalo, N.Y. | 14,176 | 102 |
| Pittsburgh, Pa. | 14,126 | 103 |
| Salinas - Seaside - Monterey, Cal. | 14,113 | 104 |
| Tampa - St. Petersburg - Clearwater, Fla. | 14,073 | 105 |
| Iowa City, Iowa | 14,028 | 106 |
| Indianapolis, Ind. | 14,000 | 107 |
| York, Pa. | 13,973 | 108 |
| Racine, Wisc. | 13,958 | 109 |
| Houston, Tex. | 13,935 | 110 |
| Lancaster, Pa. | 13,910 | 111 |
| Phoenix, Ariz. | 13,909 | 112 |
| Columbia, Mo. | 13,896 | 113 |
| Reading, Pa. | 13,872 | 114 |
| Greensboro - Winston Salem - High Point, N.C. | 13,833 | 115 |
| Orlando, Fla. | 13,830 | 116 |
| Grand Rapids, Mich. | 13,823 | 117 |
| Atlantic City, N.J. | 13,735 | 118 |
| Columbia, S.C. | 13,710 | 119 |
| Jacksonville, Fla. | 13,674 | 120 |
| Boise, Ida. | 13,673 | 121 |
| Springfield, Mass. | 13,664 | 122 |
| Galveston - Texas City, Tex. | 13,649 | 123 |
| Lansing - East Lansing, Mich. | 13,645 | 124 |
| Erie, Pa. | 13,610 | 125 |
| Dayton - Springfield, Ohio | 13,608 | 126 |
| Rapid City, S.D. | 13,592 | 127 |
| Springfield, Ill. | 13,561 | 128 |
| Charlottesville, Va. | 13,527 | 129 |
| Kokomo, Ind. | 13,506 | 130 |
| Columbus, Ohio | 13,490 | 131 |
| Melbourne - Titusville - Palm Bay, Fla. | 13,477 | 132 |
| Fort Pierce, Fla. | 13,460 | 133 |
| Las Vegas, Nev. | 13,459 | 134 |
| Casper, Wyo. | 13,446 | 135 |
| Riverside - San Bernardino, Cal. | 13,415 | 136 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | 13,400 | 137 |
| Little Rock - North Little Rock, Ark. | 13,399 | 138 |
| Appleton - Oshkosh - Neenah, Wisc. | 13,367 | 139 |
| Amarillo, Tex. | 13,357 | 140 |
| Champaign - Urbana - Rantoul, Ill. | 13,330 | 141 |
| New Bedford - Fall River - Attleboro, Mass. | 13,313 | 142 |
| Roanoke, Va. | 13,269 | 143 |
| Olympia, Wash. | 13,263 | 144 |
| Lexington-Fayette, Ky. | 13,249 | 145 |
| Daytona Beach, Fla. | 13,245 | 146 |
| Beaumont - Port Arthur, Tex. | 13,223 | 147 |
| Bremerton, Wash. | 13,208 | 148 |
| Vineland - Millville - Bridgeton, N.J. | 13,192 | 149 |
| Lawrence, Kans. | 13,188 | 150 |
| Toledo, Ohio | 13,183 | 151 |
| La Crosse, Wisc. | 13,175 | 152 |
| Fort Wayne, Ind. | 13,173 | 153 |
| Niagara Falls, N.Y. | 13,168 | 154 |
| Akron, Ohio | 13,144 | 155 |
| Janesville - Beloit, Wisc. | 13,133 | 156 |
| Green Bay, Wisc. | 13,046 | 157 |
| Louisville, Ky. | 13,043 | 158 |
| Evansville, Ind. | 13,041 | 159 |
| Miami - Hialeah, Fla. | 13,007 | 160 |
| Tyler, Tex. | 12,981 | 161 |
| Vancouver, Wash. | 12,981 | 161 |
| Bakersfield, Cal. | 12,976 | 163 |
| Duluth, Minn. | 12,975 | 164 |
| Charleston, W.Va. | 12,940 | 165 |
| Fort Walton Beach, Fla. | 12,934 | 166 |
| Norfolk - Virginia Beach - Newport News, Va. | 12,932 | 167 |
| Jackson, Mich. | 12,917 | 168 |
| Bismarck, N.D. | 12,884 | 169 |
| Tallahassee, Fla. | 12,871 | 170 |
| Saginaw - Bay City - Midland, Mich. | 12,737 | 171 |
| Lewiston - Auburn, Me. | 12,726 | 172 |
| Lorain - Elyria, Ohio | 12,719 | 173 |
| Sharon, Pa. | 12,709 | 174 |
| Fargo - Moorhead, N.D.-Minn. | 12,705 | 175 |
| Youngstown - Warren, Ohio | 12,701 | 176 |
| Savannah, Ga. | 12,698 | 177 |
| Pensacola, Fla. | 12,687 | 178 |
| Fresno, Cal. | 12,681 | 179 |
| Baton Rouge, La. | 12,671 | 180 |
| Utica - Rome, N.Y. | 12,640 | 181 |
| Beaver County, Pa. | 12,638 | 182 |
| South Bend - Mishawaka, Ind. | 12,599 | 183 |
| Odessa, Tex. | 12,569 | 184 |
| Benton Harbor, Mich. | 12,567 | 185 |
| Glens Falls, N.Y. | 12,565 | 186 |
| Hickory - Morganton, N.C. | 12,563 | 187 |
| Macon - Warner Robins, Ga. | 12,555 | 188 |
| Colorado Springs, Colo. | 12,553 | 189 |
| St. Joseph, Mo. | 12,541 | 190 |
| San Angelo, Tex. | 12,508 | 191 |
| Knoxville, Tenn. | 12,494 | 192 |
| Asheville, N.C. | 12,449 | 193 |
| Lynchburg, Va. | 12,432 | 194 |
| Sherman - Denison, Tex. | 12,427 | 195 |
| Lafayette - West Lafayette, Ind. | 12,422 | 196 |
| Williamsport, Pa. | 12,413 | 197 |
| Scranton - Wilkes-Barre, Pa. | 12,400 | 198 |
| Billings, Mont. | 12,399 | 199 |
| Tulsa, Okla. | 12,384 | 200 |
| Elmira, N.Y. | 12,328 | 201 |
| Lakeland - Winter Haven, Fla. | 12,327 | 202 |
| Bangor, Me. | 12,321 | 203 |
| Albuquerque, N.M. | 12,308 | 204 |
| Kankakee, Ill. | 12,302 | 205 |
| New Orleans, La. | 12,272 | 206 |
| Memphis, Tenn. | 12,221 | 207 |
| Redding, Cal. | 12,219 | 208 |
| Birmingham, Ala. | 12,207 | 209 |
| Canton, Ohio | 12,207 | 209 |
| Stockton, Cal. | 12,200 | 211 |
| Springfield, Mo. | 12,196 | 212 |
| Wausau, Wisc. | 12,169 | 213 |
| Modesto, Cal. | 12,166 | 214 |
| Mansfield, Ohio | 12,149 | 215 |
| Bloomington, Ind. | 12,146 | 216 |
| Gainesville, Fla. | 12,143 | 217 |
| Lafayette, La. | 12,143 | 217 |
| Jackson, Miss. | 12,140 | 219 |
| Hamilton - Middletown, Ohio | 12,111 | 220 |
| Great Falls, Mont. | 12,107 | 221 |
| Burlington, N.C. | 12,095 | 222 |
| Anderson, Ind. | 12,093 | 223 |
| Flint, Mich. | 12,052 | 224 |
| Greenville - Spartanburg, S.C. | 12,045 | 225 |
| Oklahoma City, Okla. | 12,016 | 226 |
| Muskegon, Mich. | 12,015 | 227 |
| Gary - Hammond, Ind. | 11,992 | 228 |
| Hagerstown, Md. | 11,991 | 229 |
| Steubenville - Weirton, Ohio-W.Va. | 11,974 | 230 |
| Dubuque, Iowa | 11,972 | 231 |
| Longview - Marshall, Tex. | 11,971 | 232 |
| Jackson, Tenn. | 11,963 | 233 |
| Terre Haute, Ind. | 11,959 | 234 |
| Elkhart - Goshen, Ind. | 11,955 | 235 |
| Lima, Ohio | 11,931 | 236 |
| Jamestown - Dunkirk, N.Y. | 11,920 | 237 |
| Wilmington, N.C. | 11,907 | 238 |
| **Fort Collins - Loveland, Colo.** | **11,887** | **239** |
| **Spokane, Wash.** | **11,866** | **240** |
| **Chattanooga, Tenn.** | **11,829** | **241** |
| **Bellingham, Wash.** | **11,827** | **242** |
| **Eau Claire, Wisc.** | **11,786** | **243** |
| **Victoria, Tex.** | **11,768** | **244** |
| **Montgomery, Ala.** | **11,764** | **245** |
| **Altoona, Pa.** | **11,763** | **246** |
| **Lake Charles, La.** | **11,761** | **247** |
| **Fayetteville - Springdale, Ark.** | **11,747** | **248** |
| **Augusta, Ga.** | **11,699** | **249** |
| **Sioux City, Iowa** | **11,686** | **250** |
| **Shreveport, La.** | **11,675** | **251** |
| **Parkersburg - Marietta, W.Va.-Ohio** | **11,657** | **252** |
| **Wheeling, W.Va.** | **11,653** | **253** |
| **Johnson City - Kingsport - Bristol, Tenn.** | **11,636** | **254** |
| **Muncie, Ind.** | **11,610** | **255** |
| **Anderson, S.C.** | **11,602** | **256** |
| **Lubbock, Tex.** | **11,592** | **257** |
| **Mobile, Ala.** | **11,589** | **258** |
| **Tacoma, Wash.** | **11,531** | **259** |
| **Houma - Thibodaux, La.** | **11,517** | **260** |
| **Yuba City, Cal.** | **11,500** | **261** |
| **Biloxi - Gulfport, Miss.** | **11,499** | **262** |
| **Chico, Cal.** | **11,473** | **263** |
| **Eugene - Springfield, Ore.** | **11,456** | **264** |
| **Enid, Okla.** | **11,429** | **265** |
| **Charleston, S.C.** | **11,422** | **266** |
| **Danville, Va.** | **11,420** | **267** |
| **San Antonio, Tex.** | **11,359** | **268** |
| **Owensboro, Ky.** | **11,354** | **269** |
| **Cheyenne, Wyo.** | **11,335** | **270** |
| **Tucson, Ariz.** | **11,334** | **271** |
| **State College, Pa.** | **11,313** | **272** |
| **Athens, Ga.** | **11,291** | **273** |
| **Wichita Falls, Tex.** | **11,249** | **274** |
| **Pascagoula, Miss.** | **11,220** | **275** |
| **Florence, Ala.** | **11,218** | **276** |
| **Medford, Ore.** | **11,113** | **277** |
| **Salt Lake City - Ogden, Utah** | **11,097** | **278** |
| **Waco, Tex.** | **11,094** | **279** |
| **Abilene, Tex.** | **11,037** | **280** |
| **Cumberland, Md.** | **10,949** | **281** |
| **St. Cloud, Minn.** | **10,947** | **282** |
| **Bryan - College Station, Tex.** | **10,924** | **283** |
| **Joplin, Mo.** | **10,880** | **284** |
| **Albany, Ga.** | **10,850** | **285** |
| **Ocala, Fla.** | **10,850** | **285** |
| **Columbus, Ga.** | **10,836** | **287** |
| **Decatur, Ala.** | **10,834** | **288** |
| **Texarkana, Tex.-Ark.** | **10,824** | **289** |
| **Fort Smith, Ark.** | **10,789** | **290** |
| **Killeen - Temple, Tex.** | **10,756** | **291** |
| **Fayetteville, N.C.** | **10,692** | **292** |
| **Corpus Christi, Tex.** | **10,644** | **293** |
| **Dothan, Ala.** | **10,584** | **294** |
| **Greeley, Colo.** | **10,555** | **295** |
| **Huntington - Ashland, W.Va.-Ky.** | **10,512** | **296** |
| **Anniston, Ala.** | **10,505** | **297** |
| **Tuscaloosa, Ala.** | **10,411** | **298** |
| **Pueblo, Colo.** | **10,373** | **299** |
| **Salem, Ore.** | **10,296** | **300** |
| **Lawton, Okla.** | **10,255** | **301** |
| **Alexandria, La.** | **10,238** | **302** |
| **Clarksville - Hopkinsville, Tenn.-Ky.** | **10,211** | **303** |
| **Yakima, Wash.** | **10,201** | **304** |
| **Panama City, Fla.** | **10,197** | **305** |
| **Johnstown, Pa.** | **10,188** | **306** |
| **Merced, Cal.** | **10,100** | **307** |
| **Monroe, La.** | **9,976** | **308** |
| **Pine Bluff, Ark.** | **9,956** | **309** |
| **Visalia - Tulare - Porterville, Cal.** | **9,882** | **310** |
| **Florence, S.C.** | **9,837** | **311** |
| **Gadsden, Ala.** | **9,770** | **312** |
| **El Paso, Tex.** | **8,916** | **313** |
| **Las Cruces, N.M.** | **8,828** | **314** |
| **Yuma, Ariz.** | **8,327** | **315** |
| **Jacksonville, N.C.** | **8,147** | **316** |
| **Provo - Orem, Utah** | **7,899** | **317** |
| **Brownsville - Harlingen, Tex.** | **7,048** | **318** |
| **McAllen - Edinburg - Mission, Tex.** | **6,479** | **319** |
| **Laredo, Tex.** | **6,258** | **320** |
| **Average Above Areas** | **14,854** | |
| **U.S. Average** | **13,952** | |

1991 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# TOTAL RETAIL SALES

| Area | ($000) | Rank |
|---|---|---|
| **Los Angeles** - Long Beach, Cal. | 67,141,917 | 1 |
| **New York**, N.Y. | 49,319,353 | 2 |
| **Chicago**, Ill. | 47,560,664 | 3 |
| **Philadelphia**, Pa. | 36,033,312 | 4 |
| **Detroit**, Mich. | 33,349,904 | 5 |
| **Washington**, D.C. | 32,925,657 | 6 |
| **Boston** - Lawrence - Salem - Lowell - Brockton, Mass. | 32,453,768 | 7 |
| **Nassau** - Suffolk, N.Y. | 26,052,896 | 8 |
| **Houston**, Tex. | 24,203,143 | 9 |
| **Atlanta**, Ga. | 24,167,781 | 10 |
| **Dallas**, Tex. | 23,294,124 | 11 |
| **Anaheim** - Santa Ana, Cal. | 22,166,980 | 12 |
| **Minneapolis** - St. Paul, Minn. | 20,446,928 | 13 |
| **San Diego**, Cal. | 19,209,425 | 14 |
| **St. Louis**, Mo. | 18,177,891 | 15 |
| **Seattle**, Wash. | 17,680,635 | 16 |
| **Baltimore**, Md. | 17,489,333 | 17 |
| **Tampa** - St. Petersburg - Clearwater, Fla. | 16,910,792 | 18 |
| **Riverside** - San Bernardino, Cal. | 16,764,591 | 19 |
| **Phoenix**, Ariz. | 16,652,405 | 20 |
| **Oakland**, Cal. | 16,201,188 | 21 |
| **San Francisco**, Cal. | 15,259,282 | 22 |
| **Miami** - Hialeah, Fla. | 15,113,192 | 23 |
| **Pittsburgh**, Pa. | 14,183,572 | 24 |
| **Newark**, N.J. | 13,633,002 | 25 |
| **Cleveland**, Ohio | 13,073,662 | 26 |
| **Denver**, Colo. | 12,998,169 | 27 |
| **San Jose**, Cal. | 12,499,406 | 28 |
| **Kansas City**, Mo.-Kans. | 12,486,466 | 29 |
| **Bergen** - Passaic, N.J. | 12,423,615 | 30 |
| **Fort Lauderdale** - Hollywood - Pompano Beach, Fla. | 12,064,658 | 31 |
| **Sacramento**, Cal. | 11,481,756 | 32 |
| **Milwaukee**, Wisc. | 11,214,996 | 33 |
| **Fort Worth** - Arlington, Tex. | 10,950,924 | 34 |
| **Cincinnati**, Ohio | 10,882,833 | 35 |
| **Portland**, Ore. | 10,811,738 | 36 |
| **Columbus**, Ohio | 10,567,421 | 37 |
| **Norfolk** - Virginia Beach - Newport News, Va. | 10,395,293 | 38 |
| **Indianapolis**, Ind. | 10,364,320 | 39 |
| **Orlando**, Fla. | 9,895,768 | 40 |
| **New Orleans**, La. | 9,782,747 | 41 |
| **Hartford** - New Britain - Middletown - Bristol, Conn. | 9,371,122 | 42 |
| **San Antonio**, Tex. | 9,157,490 | 43 |
| **Charlotte** - Gastonia - Rock Hill, N.C.-S.C. | 8,769,068 | 44 |
| **Monmouth** - Ocean, N.J. | 8,593,187 | 45 |
| **Middlesex** - Somerset - Hunterdon, N.J. | 8,568,355 | 46 |
| **Honolulu**, Haw. | 8,377,087 | 47 |
| **West Palm Beach** - Boca Raton - Delray Beach, Fla. | 8,040,924 | 48 |
| **Bridgeport** - Stamford - Norwalk - Danbury, Conn. | 7,970,787 | 49 |
| **Nashville**, Tenn. | 7,838,318 | 50 |
| **Total Top 50** | **894,971,845** | |
| **Rochester**, N.Y. | 7,643,436 | 51 |
| **Salt Lake City** - Ogden, Utah | 7,558,308 | 52 |
| **Jacksonville**, Fla. | 7,337,701 | 53 |
| **Oklahoma City**, Okla. | 7,262,762 | 54 |
| **Greensboro** - Winston-Salem - High Point, N.C. | 7,251,632 | 55 |
| **Louisville**, Ky. | 7,146,704 | 56 |
| **Richmond** - Petersburg, Va. | 7,095,761 | 57 |
| **Memphis**, Tenn. | 7,055,066 | 58 |
| **Albany** - Schenectady - Troy, N.Y. | 7,045,006 | 59 |
| **Buffalo**, N.Y. | 6,781,443 | 60 |
| **Dayton** - Springfield, Ohio | 6,778,074 | 61 |
| **Birmingham**, Ala. | 6,764,710 | 62 |
| **Providence** - Pawtucket - Woonsocket, R.I. | 6,621,140 | 63 |
| **New Haven** - Waterbury - Meriden, Conn. | 6,487,372 | 64 |
| **Austin**, Tex. | 6,132,077 | 65 |
| **Raleigh** - Durham, N.C. | 6,093,748 | 66 |
| **Las Vegas**, Nev. | 5,806,823 | 67 |
| **Grand Rapids**, Mich. | 5,588,808 | 68 |
| **Worcester** - Fitchburg - Leominster, Mass. | 5,436,267 | 69 |
| **Oxnard** - Ventura, Cal. | 5,393,117 | 70 |
| **Scranton** - Wilkes-Barre, Pa. | 5,316,827 | 71 |
| **Tulsa**, Okla. | 5,239,853 | 72 |
| **Allentown** - Bethlehem - Easton, Pa. | 5,190,601 | 73 |
| **Harrisburg** - Lebanon - Carlisle, Pa. | 4,938,302 | 74 |
| Wilmington, Del. | 4,899,791 | 75 |
| Syracuse, N.Y. | 4,863,427 | 76 |
| Greenville - Spartanburg, S.C. | 4,816,106 | 77 |
| Knoxville, Tenn. | 4,776,261 | 78 |
| Omaha, Neb. | 4,700,401 | 79 |
| Tucson, Ariz. | 4,617,475 | 80 |
| Toledo, Ohio | 4,551,332 | 81 |
| Springfield, Mass. | 4,517,126 | 82 |
| Lake County, Ill. | 4,500,210 | 83 |
| Fresno, Cal. | 4,412,904 | 84 |
| Akron, Ohio | 4,335,153 | 85 |
| Little Rock - North Little Rock, Ark. | 4,147,589 | 86 |
| New Bedford - Fall River - Attleboro, Mass. | 4,105,077 | 87 |
| Baton Rouge, La. | 4,099,423 | 88 |
| Tacoma, Wash. | 4,066,724 | 89 |
| Albuquerque, N.M. | 3,933,194 | 90 |
| Portsmouth - Dover - Rochester, N.H. | 3,753,796 | 91 |
| Gary - Hammond, Ind. | 3,673,341 | 92 |
| Charleston, S.C. | 3,615,870 | 93 |
| Manchester - Nashua, N.H. | 3,608,388 | 94 |
| El Paso, Tex. | 3,561,693 | 95 |
| Columbia, S.C. | 3,545,143 | 96 |
| Youngstown - Warren, Ohio | 3,478,367 | 97 |
| Flint, Mich. | 3,478,101 | 98 |
| Des Moines, Iowa | 3,466,624 | 99 |
| Wichita, Kans. | 3,460,419 | 100 |
| **Total Top 100** | **1,155,921,518** | |
| Bakersfield, Cal. | 3,375,887 | 101 |
| Lansing - East Lansing, Mich. | 3,352,806 | 102 |
| Madison, Wisc. | 3,293,944 | 103 |
| Mobile, Ala. | 3,290,987 | 104 |
| Lancaster, Pa. | 3,276,037 | 105 |
| Jersey City, N.J. | 3,221,623 | 106 |
| Santa Rosa - Petaluma, Cal. | 3,176,962 | 107 |
| Portland, Me. | 3,114,787 | 108 |
| Atlantic City, N.J. | 3,110,249 | 109 |
| York, Pa. | 3,106,979 | 110 |
| Fort Myers - Cape Coral, Fla. | 3,103,309 | 111 |
| Lexington-Fayette, Ky. | 3,039,615 | 112 |
| Chattanooga, Tenn. | 3,008,397 | 113 |
| Spokane, Wash. | 2,989,839 | 114 |
| Stockton, Cal. | 2,971,609 | 115 |
| Melbourne - Titusville - Palm Bay, Fla. | 2,964,038 | 116 |
| Saginaw - Bay City - Midland, Mich. | 2,945,350 | 117 |
| Jackson, Miss. | 2,898,573 | 118 |
| Daytona Beach, Fla. | 2,867,877 | 119 |
| Sarasota, Fla. | 2,865,270 | 120 |
| Augusta, Ga. | 2,849,440 | 121 |
| Fort Wayne, Ind. | 2,831,781 | 122 |
| Colorado Springs, Colo. | 2,818,439 | 123 |
| Lakeland - Winter Haven, Fla. | 2,805,105 | 124 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 2,769,076 | 125 |
| Vallejo - Fairfield - Napa, Cal. | 2,746,283 | 126 |
| Aurora - Elgin, Ill. | 2,723,720 | 127 |
| Trenton, N.J. | 2,719,776 | 128 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 2,712,385 | 129 |
| Shreveport, La. | 2,631,084 | 130 |
| Canton, Ohio | 2,623,640 | 131 |
| Beaumont - Port Arthur, Tex. | 2,578,487 | 132 |
| Johnson City - Kingsport - Bristol, Tenn. | 2,574,211 | 133 |
| Reading, Pa. | 2,563,704 | 134 |
| Reno, Nev. | 2,548,478 | 135 |
| Peoria, Ill. | 2,522,675 | 136 |
| Modesto, Cal. | 2,519,243 | 137 |
| Appleton - Oshkosh - Neenah, Wisc. | 2,498,906 | 138 |
| Anchorage, Alas. | 2,483,915 | 139 |
| Orange County, N.Y. | 2,416,510 | 140 |
| Pensacola, Fla. | 2,399,482 | 141 |
| Ann Arbor, Mich. | 2,386,795 | 142 |
| St. Cloud, Minn. | 2,385,247 | 143 |
| Salinas - Seaside - Monterey, Cal. | 2,371,488 | 144 |
| Corpus Christi, Tex. | 2,320,447 | 145 |
| Eugene - Springfield, Ore. | 2,237,700 | 146 |
| Joliet, Ill. | 2,192,790 | 147 |
| Montgomery, Ala. | 2,180,197 | 148 |
| Roanoke, Va. | 2,177,387 | 149 |
| Macon - Warner Robins, Ga. | 2,138,721 | 150 |
| **Total Top 150** | **1,293,623,768** | |
| Poughkeepsie, N.Y. | 2,137,103 | 151 |
| Rockford, Ill. | 2,121,169 | 152 |
| Springfield, Mo. | 2,090,582 | 153 |
| Utica - Rome, N.Y. | 2,068,989 | 154 |
| Fort Pierce, Fla. | 2,039,160 | 155 |
| Evansville, Ind. | 2,026,723 | 156 |
| Lubbock, Tex. | 1,975,744 | 157 |
| Binghamton, N.Y. | 1,968,059 | 158 |
| New London - Norwich, Conn. | 1,952,266 | 159 |
| Huntsville, Ala. | 1,935,343 | 160 |
| Boulder - Longmont, Colo. | 1,931,728 | 161 |
| Santa Cruz, Cal. | 1,911,040 | 162 |
| Huntington - Ashland, W.Va.-Ky. | 1,901,247 | 163 |
| South Bend - Mishawaka, Ind. | 1,892,271 | 164 |
| Savannah, Ga. | 1,886,718 | 165 |
| Amarillo, Tex. | 1,872,807 | 166 |
| McAllen - Edinburg - Mission, Tex. | 1,872,253 | 167 |
| Salem, Ore. | 1,858,309 | 168 |
| Charleston, W.Va. | 1,851,453 | 169 |
| Erie, Pa. | 1,812,577 | 170 |
| Kalamazoo, Mich. | 1,783,009 | 171 |
| Green Bay, Wisc. | 1,749,640 | 172 |
| Tallahassee, Fla. | 1,740,057 | 173 |
| Fayetteville, N.C. | 1,720,790 | 174 |
| Columbus, Ga. | 1,697,470 | 175 |
| Duluth, Minn. | 1,688,841 | 176 |
| Visalia - Tulare - Porterville, Cal. | 1,618,380 | 177 |
| Lafayette, La. | 1,606,519 | 178 |
| Lorain - Elyria, Ohio | 1,604,156 | 179 |
| Hickory - Morganton, N.C. | 1,601,838 | 180 |
| Gainesville, Fla. | 1,576,875 | 181 |
| Bradenton, Fla. | 1,571,315 | 182 |
| Hamilton - Middletown, Ohio | 1,571,044 | 183 |
| Springfield, Ill. | 1,539,902 | 184 |
| Lincoln, Neb. | 1,529,342 | 185 |
| Galveston - Texas City, Tex. | 1,488,317 | 186 |
| Boise, Ida. | 1,479,895 | 187 |
| Terre Haute, Ind. | 1,453,481 | 188 |
| Niagara Falls, N.Y. | 1,448,250 | 189 |
| Cedar Rapids, Iowa | 1,436,940 | 190 |
| Medford, Ore. | 1,431,958 | 191 |
| Ocala, Fla. | 1,408,163 | 192 |
| Naples, Fla. | 1,399,666 | 193 |
| Killeen - Temple, Tex. | 1,357,002 | 194 |
| Waco, Tex. | 1,354,869 | 195 |
| Asheville, N.C. | 1,352,789 | 196 |
| Brownsville - Harlingen, Tex. | 1,351,997 | 197 |
| Bangor, Me. | 1,349,536 | 198 |
| Fort Collins - Loveland, Colo. | 1,347,464 | 199 |
| Racine, Wisc. | 1,345,685 | 200 |
| **Total Top 200** | **1,378,333,493** | |
| Longview - Marshall, Tex. | 1,342,747 | 201 |
| Champaign - Urbana - Rantoul, Ill. | 1,340,720 | 202 |
| Vancouver, Wash. | 1,328,128 | 203 |
| Johnstown, Pa. | 1,324,692 | 204 |
| Topeka, Kans. | 1,319,053 | 205 |
| Fort Smith, Ark. | 1,307,386 | 206 |
| Fargo - Moorhead, N.D.-Minn. | 1,296,415 | 207 |
| Monroe, La. | 1,257,237 | 208 |
| Tyler, Tex. | 1,250,693 | 209 |
| Sioux Falls, S.D. | 1,225,198 | 210 |
| Provo - Orem, Utah | 1,217,584 | 211 |
| Burlington, Vt. | 1,203,789 | 212 |
| Pittsfield, Mass. | 1,203,511 | 213 |
| Biloxi - Gulfport, Miss. | 1,200,606 | 214 |
| Elkhart - Goshen, Ind. | 1,196,790 | 215 |
| Yakima, Wash. | 1,192,969 | 216 |
| Lima, Ohio | 1,190,752 | 217 |
| Lake Charles, La. | 1,189,466 | 218 |
| Houma - Thibodaux, La. | 1,154,031 | 219 |
| Olympia, Wash. | 1,137,793 | 220 |
| Chico, Cal. | 1,133,067 | 221 |
| Charlottesville, Va. | 1,125,121 | 222 |
| Benton Harbor, Mich. | 1,124,391 | 223 |
| Fort Walton Beach, Fla. | 1,124,378 | 224 |
| Bremerton, Wash. | 1,108,383 | 225 |
| Redding, Cal. | 1,107,147 | 226 |
| Wilmington, N.C. | 1,099,893 | 227 |
| Janesville - Beloit, Wisc. | 1,099,829 | 228 |
| Panama City, Fla. | 1,089,654 | 229 |
| Brazoria, Tex. | 1,085,656 | 230 |
| Eau Claire, Wisc. | 1,078,933 | 231 |
| Richland - Kennewick - Pasco, Wash. | 1,077,127 | 232 |
| Parkersburg - Marietta, W.Va.-Ohio | 1,073,448 | 233 |
| Billings, Mont. | 1,071,678 | 234 |
| Tuscaloosa, Ala. | 1,062,508 | 235 |
| Lynchburg, Va. | 1,047,844 | 236 |
| Dothan, Ala. | 1,045,272 | 237 |
| Waterloo - Cedar Falls, Iowa | 1,041,812 | 238 |
| Battle Creek, Mich. | 1,037,626 | 239 |
| Bloomington - Normal, Ill. | 1,036,848 | 240 |
| Vineland - Millville - Bridgeton, N.J. | 1,035,984 | 241 |
| Glens Falls, N.Y. | 1,035,026 | 242 |
| Bellingham, Wash. | 1,033,439 | 243 |
| Anderson, S.C. | 1,030,588 | 244 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 1,026,950 | 245 |
| Joplin, Mo. | 1,024,703 | 246 |
| Alexandria, La. | 1,014,850 | 247 |
| Athens, Ga. | 1,012,485 | 248 |
| Wheeling, W.Va. | 1,011,542 | 249 |
| Rochester, Minn. | 1,009,846 | 250 |
| **Total Top 250** | **1,435,119,081** | — |
| Muskegon, Mich. | 1,000,054 | 251 |
| Fayetteville - Springdale, Ark. | 999,758 | 252 |
| Altoona, Pa. | 994,442 | 253 |
| Jackson, Mich. | 983,828 | 254 |
| Florence, S.C. | 973,645 | 255 |
| Mansfield, Ohio | 962,922 | 256 |
| Lafayette - West Lafayette, Ind. | 962,867 | 257 |
| Wichita Falls, Tex. | 944,547 | 258 |
| Beaver County, Pa. | 927,556 | 259 |
| Burlington, N.C. | 924,502 | 260 |
| Decatur, Ill. | 900,491 | 261 |
| Florence, Ala. | 898,520 | 262 |
| Williamsport, Pa. | 894,501 | 263 |
| Texarkana, Tex.-Ark. | 894,116 | 264 |
| Columbia, Mo. | 890,388 | 265 |
| Abilene, Tex. | 888,838 | 266 |
| Sioux City, Iowa | 880,560 | 267 |
| Santa Fe, N.M. | 878,967 | 268 |
| Hagerstown, Md. | 877,724 | 269 |
| Jamestown - Dunkirk, N.Y. | 850,402 | 270 |
| Merced, Cal. | 848,452 | 271 |
| Anderson, Ind. | 844,241 | 272 |
| Odessa, Tex. | 842,107 | 273 |
| La Crosse, Wisc. | 841,963 | 274 |
| Rapid City, S.D. | 830,083 | 275 |
| Albany, Ga. | 829,827 | 276 |
| Wausau, Wisc. | 829,767 | 277 |
| Laredo, Tex. | 824,554 | 278 |
| State College, Pa. | 822,998 | 279 |
| Midland, Tex. | 821,738 | 280 |
| Lewiston - Auburn, Me. | 820,621 | 281 |
| Kokomo, Ind. | 789,751 | 282 |
| Bryan - College Station, Tex. | 786,988 | 283 |
| Pueblo, Colo. | 783,126 | 284 |
| Sherman - Denison, Tex. | 763,484 | 285 |
| Muncie, Ind. | 762,831 | 286 |
| Decatur, Ala. | 757,069 | 287 |
| Steubenville - Weirton, Ohio-W.Va. | 752,041 | 288 |
| Anniston, Ala. | 751,821 | 289 |
| Jacksonville, N.C. | 744,716 | 290 |
| Kenosha, Wisc. | 740,516 | 291 |
| Sharon, Pa. | 703,350 | 292 |
| Dubuque, Iowa | 702,124 | 293 |
| Bloomington, Ind. | 697,335 | 294 |
| Bismarck, N.D. | 697,011 | 295 |
| Danville, Va. | 692,645 | 296 |
| Yuma, Ariz. | 691,353 | 297 |
| Elmira, N.Y. | 688,040 | 298 |
| Sheboygan, Wisc. | 685,409 | 299 |
| Iowa City, Iowa | 682,260 | 300 |
| Lawton, Okla. | 681,609 | 301 |
| San Angelo, Tex. | 677,851 | 302 |
| Yuba City, Cal. | 677,006 | 303 |
| Owensboro, Ky. | 675,870 | 304 |
| Greeley, Colo. | 674,935 | 305 |
| Jackson, Tenn. | 652,990 | 306 |
| Gadsden, Ala. | 652,827 | 307 |
| Kankakee, Ill. | 651,968 | 308 |
| Cumberland, Md. | 646,990 | 309 |
| Grand Forks, N.D. | 641,042 | 310 |
| St. Joseph, Mo. | 619,772 | 311 |
| Las Cruces, N.M. | 615,412 | 312 |
| Great Falls, Mont. | 614,445 | 313 |
| Victoria, Tex. | 566,608 | 314 |
| Pascagoula, Miss. | 565,295 | 315 |
| Pine Bluff, Ark. | 561,482 | 316 |
| Cheyenne, Wyo. | 531,612 | 317 |
| Lawrence, Kans. | 488,765 | 318 |
| Casper, Wyo. | 460,287 | 319 |
| Enid, Okla. | 402,420 | 320 |
| **Total Above Areas** | **1,488,735,116** | |
| **Percent of U.S.** | **82.3788** | |
| **U.S. Total** | **1,807,182,519** | |

# PER HOUSEHOLD RETAIL SALES

| Area | ($) | Rank |
|---|---|---|
| St. Cloud, Minn. | 36,640 | 1 |
| Portland, Me. | 32,650 | 2 |
| Honolulu, Haw. | 31,340 | 3 |
| Nassau - Suffolk, N.Y. | 30,347 | 4 |
| Anchorage, Alas. | 29,963 | 5 |
| Terre Haute, Ind. | 29,663 | 6 |
| Portsmouth - Dover - Rochester, N.H. | 29,032 | 7 |
| Manchester - Nashua, N.H. | 28,502 | 8 |
| Bergen - Passaic, N.J. | 26,804 | 9 |
| Rapid City, S.D. | 26,777 | 10 |
| Anaheim - Santa Ana, Cal. | 26,352 | 11 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | 26,151 | 12 |
| Amarillo, Tex. | 25,975 | 13 |
| Sioux Falls, S.D. | 25,419 | 14 |
| Lake County, Ill. | 25,382 | 15 |
| Grand Forks, N.D. | 25,139 | 16 |
| Atlantic City, N.J. | 24,982 | 17 |
| Monroe, La. | 24,945 | 18 |
| Rochester, Minn. | 24,934 | 19 |
| Bangor, Me. | 24,808 | 20 |
| Medford, Ore. | 24,732 | 21 |
| Reno, Nev. | 24,387 | 22 |
| Oxnard - Ventura, Cal. | 24,381 | 23 |
| Roanoke, Va. | 24,247 | 24 |
| Florence, S.C. | 24,100 | 25 |
| Billings, Mont. | 24,083 | 26 |
| Lubbock, Tex. | 24,065 | 27 |
| Green Bay, Wisc. | 24,001 | 28 |
| Dallas, Tex. | 23,928 | 29 |
| Glens Falls, N.Y. | 23,904 | 30 |
| Orlando, Fla. | 23,897 | 31 |
| San Jose, Cal. | 23,777 | 32 |
| San Francisco, Cal. | 23,636 | 33 |
| Poughkeepsie, N.Y. | 23,588 | 34 |
| Burlington, Vt. | 23,558 | 35 |
| Laredo, Tex. | 23,492 | 36 |
| Orange County, N.Y. | 23,393 | 37 |
| Middlesex - Somerset - Hunterdon, N.J. | 23,195 | 38 |
| Monmouth - Ocean, N.J. | 23,144 | 39 |
| Trenton, N.J. | 23,088 | 40 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 22,936 | 41 |
| Dubuque, Iowa | 22,870 | 42 |
| Madison, Wisc. | 22,859 | 43 |
| Charlottesville, Va. | 22,822 | 44 |
| La Crosse, Wisc. | 22,817 | 45 |
| Wilmington, Del. | 22,800 | 46 |
| Fayetteville - Springdale, Ark. | 22,774 | 47 |
| Ann Arbor, Mich. | 22,667 | 48 |
| Wilmington, N.C. | 22,632 | 49 |
| Grand Rapids, Mich. | 22,599 | 50 |
| Santa Cruz, Cal. | 22,536 | 51 |
| Lexington-Fayette, Ky. | 22,499 | 52 |
| Des Moines, Iowa | 22,452 | 53 |
| Sarasota, Fla. | 22,420 | 54 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 22,417 | 55 |
| Fargo - Moorhead, N.D.-Minn. | 22,275 | 56 |
| Atlanta, Ga. | 22,233 | 57 |
| Alexandria, La. | 22,207 | 58 |
| Washington, D.C. | 22,207 | 58 |
| Pittsfield, Mass. | 22,205 | 60 |
| Aurora - Elgin, Ill. | 22,198 | 61 |
| Bismarck, N.D. | 22,198 | 61 |
| Los Angeles - Long Beach, Cal. | 22,190 | 63 |
| Springfield, Mo. | 22,123 | 64 |
| Longview - Marshall, Tex. | 22,085 | 65 |
| Seattle, Wash. | 22,068 | 66 |
| Jackson, Tenn. | 21,986 | 67 |
| Portland, Ore. | 21,984 | 68 |
| Hartford - New Britain - Middletown - Bristol, Conn. | 21,977 | 69 |
| Bloomington - Normal, Ill. | 21,967 | 70 |
| Naples, Fla. | 21,904 | 71 |
| Vineland - Millville - Bridgeton, N.J. | 21,902 | 72 |
| Panama City, Fla. | 21,881 | 73 |
| Cedar Rapids, Iowa | 21,871 | 74 |
| Tyler, Tex. | 21,789 | 75 |
| Baton Rouge, La. | 21,771 | 76 |
| New Bedford - Fall River - Attleboro, Mass. | 21,755 | 77 |
| Harrisburg - Lebanon - Carlisle, Pa. | 21,697 | 78 |
| Boulder - Longmont, Colo. | 21,656 | 79 |
| Fort Worth - Arlington, Tex. | 21,638 | 80 |
| Flint, Mich. | 21,630 | 81 |
| Victoria, Tex. | 21,626 | 82 |
| New Orleans, La. | 21,548 | 83 |
| Miami - Hialeah, Fla. | 21,535 | 84 |
| Minneapolis - St. Paul, Minn. | 21,534 | 85 |
| Salt Lake City - Ogden, Utah | 21,528 | 86 |
| Burlington, N.C. | 21,500 | 87 |
| Fort Myers - Cape Coral, Fla. | 21,491 | 88 |
| Lafayette, La. | 21,478 | 89 |
| Columbia, S.C. | 21,473 | 90 |
| Appleton - Oshkosh - Neenah, Wisc. | 21,468 | 91 |
| Lima, Ohio | 21,455 | 92 |
| Indianapolis, Ind. | 21,449 | 93 |
| Dothan, Ala. | 21,420 | 94 |
| Chicago, Ill. | 21,382 | 95 |
| Lancaster, Pa. | 21,342 | 96 |
| Eau Claire, Wisc. | 21,323 | 97 |
| Shreveport, La. | 21,304 | 98 |
| Lansing - East Lansing, Mich. | 21,274 | 99 |
| Kalamazoo, Mich. | 21,201 | 100 |
| New Haven - Waterbury - Meriden, Conn. | 21,187 | 101 |
| Kokomo, Ind. | 21,173 | 102 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 21,171 | 103 |
| Richmond - Petersburg, Va. | 21,144 | 104 |
| Albany, Ga. | 21,115 | 105 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 21,106 | 106 |
| Columbia, Mo. | 21,099 | 107 |
| Little Rock - North Little Rock, Ark. | 21,097 | 108 |
| Janesville - Beloit, Wisc. | 21,070 | 109 |
| San Diego, Cal. | 21,068 | 110 |
| Racine, Wisc. | 21,059 | 111 |
| Spokane, Wash. | 21,055 | 112 |
| Lafayette - West Lafayette, Ind. | 20,977 | 113 |
| Midland, Tex. | 20,963 | 114 |
| Bellingham, Wash. | 20,962 | 115 |
| Wichita Falls, Tex. | 20,943 | 116 |
| Newark, N.J. | 20,929 | 117 |
| Elkhart - Goshen, Ind. | 20,923 | 118 |
| Champaign - Urbana - Rantoul, Ill. | 20,916 | 119 |
| Huntsville, Ala. | 20,877 | 120 |
| Jacksonville, Fla. | 20,875 | 121 |
| Albany - Schenectady - Troy, N.Y. | 20,843 | 122 |
| New London - Norwich, Conn. | 20,835 | 123 |
| Savannah, Ga. | 20,825 | 124 |
| Santa Rosa - Petaluma, Cal. | 20,805 | 125 |
| Milwaukee, Wisc. | 20,792 | 126 |
| Raleigh - Durham, N.C. | 20,748 | 127 |
| Sherman - Denison, Tex. | 20,747 | 128 |
| Albuquerque, N.M. | 20,723 | 129 |
| Fort Wayne, Ind. | 20,700 | 130 |
| Norfolk - Virginia Beach - Newport News, Va. | 20,700 | 130 |
| Worcester - Fitchburg - Leominster, Mass. | 20,655 | 132 |
| Fort Walton Beach, Fla. | 20,631 | 133 |
| Nashville, Tenn. | 20,600 | 134 |
| Abilene, Tex. | 20,575 | 135 |
| Detroit, Mich. | 20,574 | 136 |
| Jackson, Miss. | 20,572 | 137 |
| Topeka, Kans. | 20,546 | 138 |
| Salinas - Seaside - Monterey, Cal. | 20,532 | 139 |
| Sioux City, Iowa | 20,526 | 140 |
| Macon - Warner Robins, Ga. | 20,525 | 141 |
| Montgomery, Ala. | 20,510 | 142 |
| Kansas City, Mo.-Kans. | 20,490 | 143 |
| Oakland, Cal. | 20,484 | 144 |
| Owensboro, Ky. | 20,481 | 145 |
| South Bend - Mishawaka, Ind. | 20,435 | 146 |
| Great Falls, Mont. | 20,413 | 147 |
| Springfield, Mass. | 20,403 | 148 |
| Rochester, N.Y. | 20,355 | 149 |
| Lewiston - Auburn, Me. | 20,312 | 150 |
| Mansfield, Ohio | 20,272 | 151 |
| Houston, Tex. | 20,225 | 152 |
| Phoenix, Ariz. | 20,160 | 153 |
| Philadelphia, Pa. | 20,148 | 154 |
| Springfield, Ill. | 20,129 | 155 |
| Omaha, Neb. | 20,122 | 156 |
| Eugene - Springfield, Ore. | 20,087 | 157 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 20,062 | 158 |
| Odessa, Tex. | 20,050 | 159 |
| Sacramento, Cal. | 20,045 | 160 |
| Charleston, S.C. | 19,999 | 161 |
| Battle Creek, Mich. | 19,993 | 162 |
| Columbus, Ohio | 19,961 | 163 |
| San Antonio, Tex. | 19,960 | 164 |
| Knoxville, Tenn. | 19,959 | 165 |
| Reading, Pa. | 19,951 | 166 |
| Saginaw - Bay City - Midland, Mich. | 19,914 | 167 |
| Syracuse, N.Y. | 19,908 | 168 |
| Denver, Colo. | 19,905 | 169 |
| Wausau, Wisc. | 19,898 | 170 |
| Texarkana, Tex.-Ark. | 19,869 | 171 |
| Gainesville, Fla. | 19,835 | 172 |
| Williamsport, Pa. | 19,834 | 173 |
| Decatur, Ala. | 19,819 | 174 |
| Augusta, Ga. | 19,815 | 175 |
| Altoona, Pa. | 19,810 | 176 |
| Lynchburg, Va. | 19,808 | 177 |
| Allentown - Bethlehem - Easton, Pa. | 19,804 | 178 |
| Greenville - Spartanburg, S.C. | 19,779 | 179 |
| Cincinnati, Ohio | 19,776 | 180 |
| Richland - Kennewick - Pasco, Wash. | 19,764 | 181 |
| Austin, Tex. | 19,755 | 182 |
| Decatur, Ill. | 19,748 | 183 |
| Lake Charles, La. | 19,726 | 184 |
| Toledo, Ohio | 19,703 | 185 |
| Baltimore, Md. | 19,682 | 186 |
| Oklahoma City, Okla. | 19,682 | 186 |
| Rockford, Ill. | 19,677 | 188 |
| Casper, Wyo. | 19,670 | 189 |
| York, Pa. | 19,640 | 190 |
| El Paso, Tex. | 19,591 | 191 |
| Wichita, Kans. | 19,584 | 192 |
| Memphis, Tenn. | 19,581 | 193 |
| St. Louis, Mo. | 19,567 | 194 |
| Binghamton, N.Y. | 19,563 | 195 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | 19,561 | 196 |
| Columbus, Ga. | 19,556 | 197 |
| Peoria, Ill. | 19,556 | 197 |
| Corpus Christi, Tex. | 19,549 | 199 |
| Fort Pierce, Fla. | 19,532 | 200 |
| Birmingham, Ala. | 19,517 | 201 |
| Fresno, Cal. | 19,509 | 202 |
| Hagerstown, Md. | 19,505 | 203 |
| Elmira, N.Y. | 19,436 | 204 |
| Louisville, Ky. | 19,431 | 205 |
| Fort Smith, Ark. | 19,397 | 206 |
| Las Vegas, Nev. | 19,382 | 207 |
| Tallahassee, Fla. | 19,377 | 208 |
| Modesto, Cal. | 19,349 | 209 |
| Greensboro - Winston-Salem - High Point, N.C. | 19,327 | 210 |
| Beaumont - Port Arthur, Tex. | 19,315 | 211 |
| Santa Fe, N.M. | 19,233 | 212 |
| Joplin, Mo. | 19,225 | 213 |
| Waco, Tex. | 19,218 | 214 |
| Redding, Cal. | 19,188 | 215 |
| State College, Pa. | 19,139 | 216 |
| St. Joseph, Mo. | 19,129 | 217 |
| Houma - Thibodaux, La. | 19,106 | 218 |
| Providence - Pawtucket - Woonsocket, R.I. | 19,070 | 219 |
| Tampa - St. Petersburg - Clearwater, Fla. | 19,057 | 220 |
| Tuscaloosa, Ala. | 19,041 | 221 |
| Waterloo - Cedar Falls, Iowa | 19,011 | 222 |
| San Angelo, Tex. | 18,987 | 223 |
| Asheville, N.C. | 18,973 | 224 |
| Yuma, Ariz. | 18,941 | 225 |
| Kankakee, Ill. | 18,898 | 226 |
| Scranton - Wilkes-Barre, Pa. | 18,894 | 227 |
| Boise, Ida. | 18,876 | 228 |
| Cheyenne, Wyo. | 18,851 | 229 |
| Tulsa, Okla. | 18,842 | 230 |
| Mobile, Ala. | 18,816 | 231 |
| Colorado Springs, Colo. | 18,777 | 232 |
| Iowa City, Iowa | 18,743 | 233 |
| Pine Bluff, Ark. | 18,716 | 234 |
| Fayetteville, N.C. | 18,704 | 235 |
| Youngstown - Warren, Ohio | 18,682 | 236 |
| Hickory - Morganton, N.C. | 18,669 | 237 |
| Parkersburg - Marietta, W.Va.-Ohio | 18,669 | 237 |
| Tacoma, Wash. | 18,663 | 239 |
| Fort Collins - Loveland, Colo. | 18,637 | 240 |
| Evansville, Ind. | 18,628 | 241 |
| Dayton - Springfield, Ohio | 18,560 | 242 |
| Charleston, W.Va. | 18,552 | 243 |
| Anderson, S.C. | 18,436 | 244 |
| Benton Harbor, Mich. | 18,433 | 245 |
| Pensacola, Fla. | 18,429 | 246 |
| Cleveland, Ohio | 18,411 | 247 |
| Stockton, Cal. | 18,389 | 248 |
| Riverside - San Bernardino, Cal. | 18,348 | 249 |
| Lincoln, Neb. | 18,315 | 250 |
| Enid, Okla. | 18,292 | 251 |
| Jackson, Mich. | 18,253 | 252 |
| Brownsville - Harlingen, Tex. | 18,246 | 253 |
| Daytona Beach, Fla. | 18,232 | 254 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 18,208 | 255 |
| Galveston - Texas City, Tex. | 18,195 | 256 |
| Lawton, Okla. | 18,176 | 257 |
| Salem, Ore. | 18,112 | 258 |
| Bakersfield, Cal. | 18,072 | 259 |
| Jacksonville, N.C. | 18,032 | 260 |
| Buffalo, N.Y. | 18,031 | 261 |
| Chattanooga, Tenn. | 18,004 | 262 |
| Yakima, Wash. | 17,966 | 263 |
| Olympia, Wash. | 17,946 | 264 |
| Melbourne - Titusville - Palm Bay, Fla. | 17,920 | 265 |
| Erie, Pa. | 17,876 | 266 |
| Duluth, Minn. | 17,834 | 267 |
| Bryan - College Station, Tex. | 17,805 | 268 |
| Sheboygan, Wisc. | 17,711 | 269 |
| Lakeland - Winter Haven, Fla. | 17,687 | 270 |
| Florence, Ala. | 17,653 | 271 |
| McAllen - Edinburg - Mission, Tex. | 17,646 | 272 |
| Utica - Rome, N.Y. | 17,638 | 273 |
| Bloomington, Ind. | 17,609 | 274 |
| Canton, Ohio | 17,573 | 275 |
| Ocala, Fla. | 17,493 | 276 |
| Anniston, Ala. | 17,484 | 277 |
| Pittsburgh, Pa. | 17,380 | 278 |
| Akron, Ohio | 17,361 | 279 |
| Tucson, Ariz. | 17,346 | 280 |
| Athens, Ga. | 17,307 | 281 |
| Muskegon, Mich. | 17,242 | 282 |
| Provo - Orem, Utah | 17,149 | 283 |
| Vallejo - Fairfield - Napa, Cal. | 17,121 | 284 |
| Niagara Falls, N.Y. | 17,099 | 285 |
| Gary - Hammond, Ind. | 17,046 | 286 |
| Anderson, Ind. | 17,021 | 287 |
| Muncie, Ind. | 16,952 | 288 |
| Bradenton, Fla. | 16,932 | 289 |
| Gadsden, Ala. | 16,913 | 290 |
| Brazoria, Tex. | 16,858 | 291 |
| Joliet, Ill. | 16,855 | 292 |
| Biloxi - Gulfport, Miss. | 16,792 | 293 |
| Lorain - Elyria, Ohio | 16,693 | 294 |
| Pueblo, Colo. | 16,627 | 295 |
| Danville, Va. | 16,413 | 296 |
| Cumberland, Md. | 16,379 | 297 |
| Wheeling, W.Va. | 16,237 | 298 |
| Visalia - Tulare - Porterville, Cal. | 16,184 | 299 |
| Huntington - Ashland, W.Va.-Ky. | 15,977 | 300 |
| Lawrence, Kans. | 15,973 | 301 |
| Killeen - Temple, Tex. | 15,965 | 302 |
| Jamestown - Dunkirk, N.Y. | 15,895 | 303 |
| Kenosha, Wisc. | 15,656 | 304 |
| Bremerton, Wash. | 15,611 | 305 |
| Yuba City, Cal. | 15,528 | 306 |
| Chico, Cal. | 15,521 | 307 |
| Jersey City, N.J. | 15,496 | 308 |
| Sharon, Pa. | 15,492 | 309 |
| Johnson City - Kingsport - Bristol, Tenn. | 15,089 | 310 |
| New York, N.Y. | 15,080 | 311 |
| Merced, Cal. | 15,043 | 312 |
| Hamilton - Middletown, Ohio | 14,877 | 313 |
| Vancouver, Wash. | 14,757 | 314 |
| Johnstown, Pa. | 14,557 | 315 |
| Greeley, Colo. | 14,150 | 316 |
| Pascagoula, Miss. | 13,992 | 317 |
| Steubenville - Weirton, Ohio-W.Va. | 13,774 | 318 |
| Las Cruces, N.M. | 13,350 | 319 |
| Beaver County, Pa. | 12,973 | 320 |
| **Average Above Areas** | **20,646** | |
| **U.S. Average** | **19,488** | |

# BUYING POWER INDEX (BPI)

| Area | BPI | Rank |
|---|---|---|
| Los Angeles - Long Beach, Cal. | 3.8050 | 1 |
| New York, N.Y. | 3.4639 | 2 |
| Chicago, Ill. | 2.6730 | 3 |
| Philadelphia, Pa. | 2.1031 | 4 |
| Washington, D.C. | 1.9964 | 5 |
| Detroit, Mich. | 1.8192 | 6 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 1.8165 | 7 |
| Nassau - Suffolk, N.Y. | 1.4095 | 8 |
| Houston, Tex. | 1.3305 | 9 |
| Atlanta, Ga. | 1.2695 | 10 |
| Anaheim - Santa Ana, Cal. | 1.1915 | 11 |
| Dallas, Tex. | 1.1648 | 12 |
| Minneapolis - St. Paul, Minn. | 1.1126 | 13 |
| San Diego, Cal. | 1.1115 | 14 |
| St. Louis, Mo. | 1.0241 | 15 |
| Riverside - San Bernardino, Cal. | 1.0177 | 16 |
| Baltimore, Md. | .9991 | 17 |
| Oakland, Cal. | .9854 | 18 |
| Seattle, Wash. | .9681 | 19 |
| Phoenix, Ariz. | .8806 | 20 |
| Tampa - St. Petersburg - Clearwater, Fla. | .8733 | 21 |
| Newark, N.J. | .8715 | 22 |
| San Francisco, Cal. | .8654 | 23 |
| Pittsburgh, Pa. | .8118 | 24 |
| Miami - Hialeah, Fla. | .7723 | 25 |
| San Jose, Cal. | .7511 | 26 |
| Cleveland, Ohio | .7509 | 27 |
| Denver, Colo. | .7225 | 28 |
| Bergen - Passaic, N.J. | .6952 | 29 |
| Kansas City, Mo.-Kans. | .6817 | 30 |
| Sacramento, Cal. | .6556 | 31 |
| Milwaukee, Wis. | .6239 | 32 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | .6122 | 33 |
| Cincinnati, Ohio | .5971 | 34 |
| Fort Worth - Arlington, Tex. | .5783 | 35 |
| Columbus, Ohio | .5542 | 36 |
| Norfolk - Virginia Beach - Newport News, Va. | .5479 | 37 |
| Middlesex - Somerset - Hunterdon, N.J. | .5459 | 38 |
| Portland, Ore. | .5418 | 39 |
| Hartford - New Britain - Middletown - Bristol, Conn. | .5255 | 40 |
| Indianapolis, Ind. | .5239 | 41 |
| Monmouth - Ocean, N.J. | .4904 | 42 |
| New Orleans, La. | .4778 | 43 |
| San Antonio, Tex. | .4723 | 44 |
| Orlando, Fla. | .4708 | 45 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | .4657 | 46 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | .4626 | 47 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | .4378 | 48 |
| Rochester, N.Y. | .4314 | 49 |
| Nashville, Tenn. | .4131 | 50 |
| **Total Top 50** | **50.3659** | |
| Honolulu, Haw. | .3980 | 51 |
| Buffalo, N.Y. | .3854 | 52 |
| Greensboro - Winston-Salem - High Point, N.C. | .3838 | 53 |
| Salt Lake City - Ogden, Utah | .3838 | 53 |
| Albany - Schenectady - Troy, N.Y. | .3816 | 55 |
| Richmond - Petersburg, Va. | .3778 | 56 |
| Jacksonville, Fla. | .3768 | 57 |
| Dayton - Springfield, Ohio | .3741 | 58 |
| Louisville, Ky. | .3720 | 59 |
| Providence - Pawtucket - Woonsocket, R.I. | .3714 | 60 |
| Memphis, Tenn. | .3692 | 61 |
| New Haven - Waterbury - Meriden, Conn. | .3660 | 62 |
| Oklahoma City, Okla. | .3622 | 63 |
| Birmingham, Ala. | .3439 | 64 |
| Austin, Tex. | .3274 | 65 |
| Raleigh - Durham, N.C. | .3247 | 66 |
| Las Vegas, Nev. | .3068 | 67 |
| Worcester - Fitchburg - Leominster, Mass. | .3046 | 68 |
| Oxnard - Ventura, Cal. | .3031 | 69 |
| Grand Rapids, Mich. | .2858 | 70 |
| Allentown - Bethlehem - Easton, Pa. | .2840 | 71 |
| Scranton - Wilkes-Barre, Pa. | .2773 | 72 |
| Tulsa, Okla. | .2695 | 73 |
| Syracuse, N.Y. | .2685 | 74 |
| Omaha, Neb. | .2635 | 75 |
| Lake County, Ill. | .2593 | 76 |
| Harrisburg - Lebanon - Carlisle, Pa. | .2573 | 77 |
| Wilmington, Del. | .2569 | 78 |
| Fresno, Cal. | .2516 | 79 |
| Akron, Ohio | .2482 | 80 |
| Greenville - Spartanburg, S.C. | .2431 | 81 |
| Springfield, Mass. | .2418 | 82 |
| Toledo, Ohio | .2404 | 83 |
| Tucson, Ariz. | .2404 | 83 |
| Knoxville, Tenn. | .2362 | 85 |
| Tacoma, Wash. | .2129 | 86 |
| Gary - Hammond, Ind. | .2126 | 87 |
| Jersey City, N.J. | .2095 | 88 |
| Little Rock - North Little Rock, Ark. | .2087 | 89 |
| Baton Rouge, La. | .2057 | 90 |
| New Bedford - Fall River - Attleboro, Mass. | .2057 | 90 |
| Bakersfield, Cal. | .2043 | 92 |
| Wichita, Kans. | .1957 | 93 |
| Albuquerque, N.M. | .1909 | 94 |
| Youngstown - Warren, Ohio | .1858 | 95 |
| Charleston, S.C. | .1851 | 96 |
| Columbia, S.C. | .1851 | 96 |
| El Paso, Tex. | .1839 | 98 |
| Santa Rosa - Petaluma, Cal. | .1792 | 99 |
| Vallejo - Fairfield - Napa, Cal. | .1775 | 100 |
| **Total Top 100** | **64.2449** | |
| Manchester - Nashua, N.H. | .1752 | 101 |
| Lansing - East Lansing, Mich. | .1751 | 102 |
| Lancaster, Pa. | .1740 | 103 |
| Stockton, Cal. | .1740 | 103 |
| Portsmouth - Dover - Rochester, N.H. | .1734 | 105 |
| Mobile, Ala. | .1722 | 106 |
| Des Moines, Iowa | .1718 | 107 |
| York, Pa. | .1694 | 108 |
| Trenton, N.J. | .1683 | 109 |
| Flint, Mich. | .1658 | 110 |
| Madison, Wisc. | .1646 | 111 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | .1607 | 112 |
| Melbourne - Titusville - Palm Bay, Fla. | .1605 | 113 |
| Chattanooga, Tenn. | .1583 | 114 |
| Fort Myers - Cape Coral, Fla. | .1534 | 115 |
| Saginaw - Bay City - Midland, Mich. | .1532 | 116 |
| Lakeland - Winter Haven, Fla. | .1520 | 117 |
| Colorado Springs, Colo. | .1517 | 118 |
| Aurora - Elgin, Ill. | .1508 | 119 |
| Joliet, Ill. | .1504 | 120 |
| Johnson City - Kingsport - Bristol, Tenn. | .1501 | 121 |
| Daytona Beach, Fla. | .1498 | 122 |
| Jackson, Miss. | .1488 | 123 |
| Davenport - Rock Island - Moline, Iowa-Ill. | .1468 | 124 |
| Augusta, Ga. | .1461 | 125 |
| Peoria, Ill. | .1455 | 126 |
| Fort Wayne, Ind. | .1450 | 127 |
| Lexington-Fayette, Ky. | .1449 | 128 |
| Canton, Ohio | .1436 | 129 |
| Salinas - Seaside - Monterey, Cal. | .1417 | 130 |
| Atlantic City, N.J. | .1406 | 131 |
| Spokane, Wash. | .1399 | 132 |
| Modesto, Cal. | .1394 | 133 |
| Beaumont - Port Arthur, Tex. | .1392 | 134 |
| Reading, Pa. | .1368 | 135 |
| Sarasota, Fla. | .1334 | 136 |
| Pensacola, Fla. | .1309 | 137 |
| Orange County, N.Y. | .1290 | 138 |
| Appleton - Oshkosh - Neenah, Wisc. | .1273 | 139 |
| Shreveport, La. | .1258 | 140 |
| Portland, Me. | .1255 | 141 |
| Ann Arbor, Mich. | .1209 | 142 |
| Poughkeepsie, N.Y. | .1206 | 143 |
| Corpus Christi, Tex. | .1198 | 144 |
| Reno, Nev. | .1193 | 145 |
| Rockford, Ill. | .1168 | 146 |
| Utica - Rome, N.Y. | .1166 | 147 |
| Anchorage, Alas. | .1137 | 148 |
| Binghamton, N.Y. | .1116 | 149 |
| Montgomery, Ala. | .1093 | 150 |
| **Total Top 150** | **71.4984** | |
| Macon - Warner Robins, Ga. | .1091 | 151 |
| New London - Norwich, Conn. | .1089 | 152 |
| Evansville, Ind. | .1080 | 153 |
| Eugene - Springfield, Ore. | .1064 | 154 |
| Santa Cruz, Cal. | .1064 | 154 |
| Erie, Pa. | .1056 | 156 |
| Huntsville, Ala. | .1052 | 157 |
| Fort Pierce, Fla. | .1042 | 158 |
| Huntington - Ashland, W.Va.-Ky. | .1031 | 159 |
| Hamilton - Middletown, Ohio | .1005 | 160 |
| McAllen - Edinburg - Mission, Tex. | .0988 | 161 |
| Lorain - Elyria, Ohio | .0976 | 162 |
| Visalia - Tulare - Porterville, Cal. | .0973 | 163 |
| Boulder - Longmont, Colo. | .0968 | 164 |
| Charleston, W.Va. | .0968 | 164 |
| Roanoke, Va. | .0968 | 164 |
| Springfield, Mo. | .0966 | 167 |
| South Bend - Mishawaka, Ind. | .0957 | 168 |
| Savannah, Ga. | .0952 | 169 |
| Kalamazoo, Mich. | .0950 | 170 |
| Salem, Ore. | .0946 | 171 |
| Fayetteville, N.C. | .0927 | 172 |
| Tallahassee, Fla. | .0914 | 173 |
| Duluth, Minn. | .0913 | 174 |
| Lincoln, Neb. | .0900 | 175 |
| Lubbock, Tex. | .0878 | 176 |
| Bradenton, Fla. | .0870 | 177 |
| Vancouver, Wash. | .0863 | 178 |
| Columbus, Ga. | .0856 | 179 |
| St. Cloud, Minn. | .0852 | 180 |
| Galveston - Texas City, Tex. | .0846 | 181 |
| Hickory - Morganton, N.C. | .0846 | 181 |
| Niagara Falls, N.Y. | .0832 | 183 |
| Killeen - Temple, Tex. | .0828 | 184 |
| Amarillo, Tex. | .0821 | 185 |
| Boise, Ida. | .0818 | 186 |
| Green Bay, Wisc. | .0812 | 187 |
| Lafayette, La. | .0793 | 188 |
| Gainesville, Fla. | .0786 | 189 |
| Springfield, Ill. | .0774 | 190 |
| Johnstown, Pa. | .0760 | 191 |
| Cedar Rapids, Iowa | .0741 | 192 |
| Brazoria, Tex. | .0732 | 193 |
| Provo - Orem, Utah | .0715 | 194 |
| Racine, Wisc. | .0714 | 195 |
| Topeka, Kans. | .0709 | 196 |
| Bremerton, Wash. | .0705 | 197 |
| Ocala, Fla. | .0705 | 197 |
| Brownsville - Harlingen, Tex. | .0699 | 199 |
| Fort Collins - Loveland, Colo. | .0699 | 199 |
| **Total Top 200** | **75.9478** | |
| Champaign - Urbana - Rantoul, Ill. | .0691 | 201 |
| Naples, Fla. | .0685 | 202 |
| Biloxi - Gulfport, Miss. | .0681 | 203 |
| Asheville, N.C. | .0678 | 204 |
| Waco, Tex. | .0676 | 205 |
| Chico, Cal. | .0640 | 206 |
| Beaver County, Pa. | .0635 | 207 |
| Houma - Thibodaux, La. | .0635 | 207 |
| Fort Smith, Ark. | .0632 | 209 |
| Olympia, Wash. | .0631 | 210 |
| Longview - Marshall, Tex. | .0630 | 211 |
| Yakima, Wash. | .0627 | 212 |
| Fargo - Moorhead, N.D.-Minn. | .0618 | 213 |
| Lake Charles, La. | .0615 | 214 |
| Burlington, Vt. | .0614 | 215 |
| Tyler, Tex. | .0614 | 215 |
| Richland - Kennewick - Pasco, Wash. | .0612 | 217 |
| Benton Harbor, Mich. | .0605 | 218 |
| Waterloo - Cedar Falls, Iowa | .0602 | 219 |
| Bangor, Me. | .0601 | 220 |
| Elkhart - Goshen, Ind. | .0595 | 221 |
| Pittsfield, Mass. | .0595 | 221 |
| Medford, Ore. | .0590 | 223 |
| Lima, Ohio | .0585 | 224 |
| Sioux Falls, S.D. | .0578 | 225 |
| Fort Walton Beach, Fla. | .0575 | 226 |
| Redding, Cal. | .0569 | 227 |
| Terre Haute, Ind. | .0568 | 228 |
| Muskegon, Mich. | .0567 | 229 |
| Battle Creek, Mich. | .0561 | 230 |
| Jackson, Mich. | .0560 | 231 |
| Bloomington - Normal, Ill. | .0556 | 232 |
| Clarksville - Hopkinsville, Tenn.-Ky. | .0556 | 232 |
| Janesville - Beloit, Wisc. | .0556 | 232 |
| Wheeling, W.Va. | .0556 | 232 |
| Athens, Ga. | .0549 | 236 |
| Merced, Cal. | .0548 | 237 |
| Charlottesville, Va. | .0547 | 238 |
| Parkersburg - Marietta, W.Va.-Ohio | .0544 | 239 |
| Vineland - Millville - Bridgeton, N.J. | .0543 | 240 |
| Lynchburg, Va. | .0541 | 241 |
| Anderson, S.C. | .0530 | 242 |
| Monroe, La. | .0525 | 243 |
| Eau Claire, Wisc. | .0523 | 244 |
| Tuscaloosa, Ala. | .0522 | 245 |
| Kenosha, Wisc. | .0517 | 246 |
| Lafayette - West Lafayette, Ind. | .0498 | 247 |
| Jamestown - Dunkirk, N.Y. | .0495 | 248 |
| Bellingham, Wash. | .0493 | 249 |
| Decatur, Ill. | .0492 | 230 |
| **Total Top 250** | **78.8634** | |
| Rochester, Minn. | .0492 | 250 |
| Santa Fe, N.M. | .0492 | 250 |
| Joplin, Mo. | .0489 | 253 |
| Altoona, Pa. | .0488 | 254 |
| Wilmington, N.C. | .0486 | 255 |
| Glens Falls, N.Y. | .0483 | 256 |
| Mansfield, Ohio | .0479 | 257 |
| Dothan, Ala. | .0478 | 258 |
| Steubenville - Weirton, Ohio-W.Va. | .0478 | 258 |
| Panama City, Fla. | .0473 | 260 |
| Anderson, Ind. | .0469 | 261 |
| Billings, Mont. | .0469 | 261 |
| Alexandria, La. | .0464 | 263 |
| Florence, Ala. | .0464 | 263 |
| Columbia, Mo. | .0463 | 265 |
| Williamsport, Pa. | .0455 | 266 |
| Hagerstown, Md. | .0452 | 267 |
| Fayetteville - Springdale, Ark. | .0451 | 268 |
| Wichita Falls, Tex. | .0451 | 268 |
| Midland, Tex. | .0449 | 270 |
| Odessa, Tex. | .0446 | 271 |
| State College, Pa. | .0438 | 272 |
| Sharon, Pa. | .0432 | 273 |
| Abilene, Tex. | .0431 | 274 |
| Sioux City, Iowa | .0431 | 274 |
| Wausau, Wisc. | .0431 | 274 |
| Texarkana, Tex.-Ark. | .0430 | 277 |
| Burlington, N.C. | .0429 | 278 |
| Jacksonville, N.C. | .0422 | 279 |
| Bryan - College Station, Tex. | .0420 | 280 |
| Muncie, Ind. | .0419 | 281 |
| Greeley, Colo. | .0416 | 282 |
| Lewiston - Auburn, Me. | .0415 | 283 |
| Yuba City, Cal. | .0415 | 283 |
| Florence, S.C. | .0414 | 285 |
| Pueblo, Colo. | .0410 | 286 |
| Sheboygan, Wisc. | .0409 | 287 |
| La Crosse, Wisc. | .0404 | 288 |
| Albany, Ga. | .0402 | 289 |
| Bloomington, Ind. | .0393 | 290 |
| Kokomo, Ind. | .0393 | 290 |
| Anniston, Ala. | .0391 | 292 |
| Las Cruces, N.M. | .0388 | 293 |
| Iowa City, Iowa | .0386 | 294 |
| Danville, Va. | .0378 | 295 |
| Pascagoula, Miss. | .0370 | 296 |
| Sherman - Denison, Tex. | .0370 | 296 |
| San Angelo, Tex. | .0369 | 298 |
| Laredo, Tex. | .0367 | 299 |
| Lawton, Okla. | .0365 | 300 |
| Rapid City, S.D. | .0364 | 301 |
| Decatur, Ala. | .0363 | 302 |
| Elmira, N.Y. | .0358 | 303 |
| Kankakee, Ill. | .0353 | 304 |
| Cumberland, Md. | .0345 | 305 |
| Bismarck, N.D. | .0336 | 306 |
| Dubuque, Iowa | .0333 | 307 |
| Yuma, Ariz. | .0332 | 308 |
| Gadsden, Ala. | .0326 | 309 |
| Owensboro, Ky. | .0322 | 310 |
| St. Joseph, Mo. | .0317 | 311 |
| Grand Forks, N.D. | .0309 | 312 |
| Jackson, Tenn. | .0304 | 313 |
| Lawrence, Kans. | .0303 | 314 |
| Great Falls, Mont. | .0298 | 315 |
| Pine Bluff, Ark. | .0283 | 316 |
| Victoria, Tex. | .0278 | 317 |
| Cheyenne, Wyo. | .0266 | 318 |
| Casper, Wyo. | .0239 | 319 |
| Enid, Okla. | .0202 | 320 |
| **Total Above Areas** | **81.6474** | |
| **Percent of U.S.** | **81.6474** | |
| **U.S. Total** | **100.0000** | |

# ECONOMY-PRICED-PRODUCTS BPI

| Area | BPI | Rank |
|---|---|---|
| **New York, N.Y.** | 3.4541 | 1 |
| **Los Angeles** - Long Beach, Cal. | 2.9873 | 2 |
| **Chicago, Ill.** | 2.0938 | 3 |
| **Philadelphia, Pa.** | 1.7689 | 4 |
| **Detroit, Mich.** | 1.5724 | 5 |
| **Boston** - Lawrence - Salem - Lowell - Brockton, Mass. | 1.3613 | 6 |
| **Houston, Tex.** | 1.2463 | 7 |
| **Washington, D.C.** | 1.1375 | 8 |
| **Atlanta, Ga.** | 1.0027 | 9 |
| **Dallas, Tex.** | .9890 | 10 |
| **Tampa** - St. Petersburg - Clearwater, Fla. | .9685 | 11 |
| **Riverside** - San Bernardino, Cal. | .9048 | 12 |
| **St. Louis, Mo.** | .9002 | 13 |
| **Pittsburgh, Pa.** | .8796 | 14 |
| **Phoenix, Ariz.** | .8649 | 15 |
| **Minneapolis** - St. Paul, Minn. | .8443 | 16 |
| **San Diego, Cal.** | .8409 | 17 |
| **Baltimore, Md.** | .8162 | 18 |
| **Miami** - Hialeah, Fla. | .8032 | 19 |
| **Nassau** - Suffolk, N.Y. | .7467 | 20 |
| **Seattle, Wash.** | .7373 | 21 |
| **Oakland, Cal.** | .7223 | 22 |
| **Cleveland, Ohio** | .7183 | 23 |
| **Anaheim** - Santa Ana, Cal. | .6858 | 24 |
| **Newark, N.J.** | .6138 | 25 |
| **Denver, Colo.** | .5922 | 26 |
| **Kansas City, Mo.-Kans.** | .5911 | 27 |
| **New Orleans, La.** | .5907 | 28 |
| **Cincinnati, Ohio** | .5739 | 29 |
| **San Antonio, Tex.** | .5723 | 30 |
| **Sacramento, Cal.** | .5604 | 31 |
| **San Francisco, Cal.** | .5603 | 32 |
| **Columbus, Ohio** | .5360 | 33 |
| **Norfolk** - Virginia Beach - Newport News, Va. | .5245 | 34 |
| **Fort Lauderdale** - Hollywood - Pompano Beach, Fla. | .5199 | 35 |
| **Fort Worth** - Arlington, Tex. | .5169 | 36 |
| **Milwaukee, Wisc.** | .4849 | 37 |
| **Portland, Ore.** | .4794 | 38 |
| **Indianapolis, Ind.** | .4562 | 39 |
| **Charlotte** - Gastonia - Rock Hill, N.C.-S.C. | .4548 | 40 |
| **Oklahoma City, Okla.** | .4367 | 41 |
| **Orlando, Fla.** | .4314 | 42 |
| **Buffalo, N.Y.** | .4218 | 43 |
| **Memphis, Tenn.** | .4126 | 44 |
| **Bergen** - Passaic, N.J. | .4076 | 45 |
| **Birmingham, Ala.** | .4065 | 46 |
| **Louisville, Ky.** | .4021 | 47 |
| **San Jose, Cal.** | .3897 | 48 |
| **Greensboro** - Winston-Salem - High Point, N.C. | .3859 | 49 |
| **Rochester, N.Y.** | .3795 | 50 |
| **Total Top 50** | **41.7474** | |
| Dayton - Springfield, Ohio | .3767 | 51 |
| Austin, Tex. | .3761 | 52 |
| Jacksonville, Fla. | .3734 | 53 |
| Providence - Pawtucket - Woonsocket, R.I. | .3717 | 54 |
| Nashville, Tenn. | .3714 | 55 |
| Hartford - New Britain - Middletown - Bristol, Conn. | .3693 | 56 |
| Salt Lake City - Ogden, Utah | .3667 | 57 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | .3599 | 58 |
| Albany - Schenectady - Troy, N.Y. | .3485 | 59 |
| Monmouth - Ocean, N.J. | .3464 | 60 |
| Tulsa, Okla. | .3359 | 61 |
| Tucson, Ariz. | .3282 | 62 |
| Richmond - Petersburg, Va. | .3220 | 63 |
| Scranton - Wilkes-Barre, Pa. | .3176 | 64 |
| Las Vegas, Nev. | .3115 | 65 |
| New Haven - Waterbury - Meriden, Conn. | .3010 | 66 |
| Middlesex - Somerset - Hunterdon, N.J. | .2912 | 67 |
| Raleigh - Durham, N.C. | .2888 | 68 |
| Greenville - Spartanburg, S.C. | .2821 | 69 |
| Knoxville, Tenn. | .2789 | 70 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | .2786 | 71 |
| Allentown - Bethlehem - Easton, Pa. | .2660 | 72 |
| Akron, Ohio | .2641 | 73 |
| Syracuse, N.Y. | .2575 | 74 |
| Worcester - Fitchburg - Leominster, Mass. | .2553 | 75 |

| Area | BPI | Rank |
|---|---|---|
| Toledo, Ohio | .2540 | 76 |
| Tacoma, Wash. | .2522 | 77 |
| Honolulu, Haw. | .2516 | 78 |
| Fresno, Cal. | .2502 | 79 |
| El Paso, Tex. | .2409 | 80 |
| Springfield, Mass. | .2407 | 81 |
| Baton Rouge, La. | .2395 | 82 |
| Jersey City, N.J. | .2304 | 83 |
| Omaha, Neb. | .2252 | 84 |
| Gary - Hammond, Ind. | .2197 | 85 |
| New Bedford - Fall River - Attleboro, Mass. | .2196 | 86 |
| Grand Rapids, Mich. | .2194 | 87 |
| Albuquerque, N.M. | .2138 | 88 |
| Little Rock - North Little Rock, Ark. | .2134 | 89 |
| Charleston, S.C. | .2124 | 90 |
| Mobile, Ala. | .2090 | 91 |
| Wilmington, Del. | .2086 | 92 |
| Harrisburg - Lebanon - Carlisle, Pa. | .2034 | 93 |
| Youngstown - Warren, Ohio | .2002 | 94 |
| Johnson City - Kingsport - Bristol, Tenn. | .1973 | 95 |
| Bakersfield, Cal. | .1962 | 96 |
| Chattanooga, Tenn. | .1958 | 97 |
| Daytona Beach, Fla. | .1853 | 98 |
| Lakeland - Winter Haven, Fla. | .1821 | 99 |
| Oxnard - Ventura, Cal. | .1802 | 100 |
| **Total Top 100** | **55.2273** | |
| Spokane, Wash. | .1801 | 101 |
| Flint, Mich. | .1755 | 102 |
| Stockton, Cal. | .1742 | 103 |
| McAllen - Edinburg - Mission, Tex. | .1726 | 104 |
| Wichita, Kans. | .1715 | 105 |
| Melbourne - Titusville - Palm Bay, Fla. | .1699 | 106 |
| Augusta, Ga. | .1680 | 107 |
| Des Moines, Iowa | .1676 | 108 |
| Columbia, S.C. | .1657 | 109 |
| Canton, Ohio | .1640 | 110 |
| Huntington - Ashland, W.Va.-Ky. | .1569 | 111 |
| Corpus Christi, Tex. | .1556 | 112 |
| Shreveport, La. | .1553 | 113 |
| Saginaw - Bay City - Midland, Mich. | .1552 | 114 |
| Jackson, Miss. | .1550 | 115 |
| Lexington-Fayette, Ky. | .1526 | 116 |
| Atlantic City, N.J. | .1523 | 117 |
| York, Pa. | .1501 | 118 |
| Santa Rosa - Petaluma, Cal. | .1497 | 119 |
| Vallejo - Fairfield - Napa, Cal. | .1493 | 120 |
| Colorado Springs, Colo. | .1489 | 121 |
| Lancaster, Pa. | .1479 | 122 |
| Lansing - East Lansing, Mich. | .1476 | 123 |
| Beaumont - Port Arthur, Tex. | .1465 | 124 |
| Fort Myers - Cape Coral, Fla. | .1464 | 125 |
| Modesto, Cal. | .1457 | 126 |
| Pensacola, Fla. | .1413 | 127 |
| Eugene - Springfield, Ore. | .1381 | 128 |
| Lake County, Ill. | .1363 | 129 |
| Madison, Wisc. | .1363 | 129 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | .1357 | 131 |
| Sarasota, Fla. | .1342 | 132 |
| Davenport - Rock Island - Moline, Iowa-Ill. | .1331 | 133 |
| Portsmouth - Dover - Rochester, N.H. | .1321 | 134 |
| Reading, Pa. | .1304 | 135 |
| Fort Wayne, Ind. | .1302 | 136 |
| Utica - Rome, N.Y. | .1293 | 137 |
| Visalia - Tulare - Porterville, Cal. | .1282 | 138 |
| Salem, Ore. | .1265 | 139 |
| Manchester - Nashua, N.H. | .1216 | 140 |
| Evansville, Ind. | .1192 | 141 |
| Johnstown, Pa. | .1187 | 142 |
| Montgomery, Ala. | .1187 | 142 |
| Fort Pierce, Fla. | .1183 | 144 |
| Brownsville - Harlingen, Tex. | .1176 | 145 |
| Charleston, W.Va. | .1158 | 146 |
| Peoria, Ill. | .1128 | 147 |
| Macon - Warner Robins, Ga. | .1126 | 148 |
| Springfield, Mo. | .1124 | 149 |
| Orange County, N.Y. | .1123 | 150 |
| **Total Top 150** | **62.3631** | |
| Hamilton - Middletown, Ohio | .1112 | 151 |
| Columbus, Ga. | .1102 | 152 |
| Appleton - Oshkosh - Neenah, Wisc. | .1089 | 153 |

| Area | BPI | Rank |
|---|---|---|
| Duluth, Minn. | .1079 | 154 |
| Portland, Me. | .1074 | 155 |
| Fayetteville, N.C. | .1070 | 156 |
| Gainesville, Fla. | .1067 | 157 |
| Ocala, Fla. | .1065 | 158 |
| Lubbock, Tex. | .1064 | 159 |
| Tallahassee, Fla. | .1064 | 159 |
| Savannah, Ga. | .1056 | 161 |
| Killeen - Temple, Tex. | .1047 | 162 |
| Erie, Pa. | .1034 | 163 |
| Aurora - Elgin, Ill. | .1029 | 164 |
| Salinas - Seaside - Monterey, Cal. | .1028 | 165 |
| Trenton, N.J. | .1025 | 166 |
| Rockford, Ill. | .1018 | 167 |
| Ann Arbor, Mich. | .1017 | 168 |
| Roanoke, Va. | .1014 | 169 |
| Bradenton, Fla. | .1009 | 170 |
| Reno, Nev. | .1005 | 171 |
| South Bend - Mishawaka, Ind. | .1000 | 172 |
| Binghamton, N.Y. | .0980 | 173 |
| Lafayette, La. | .0977 | 174 |
| Joliet, Ill. | .0972 | 175 |
| Galveston - Texas City, Tex. | .0961 | 176 |
| Waco, Tex. | .0952 | 177 |
| Chico, Cal. | .0948 | 178 |
| Boulder - Longmont, Colo. | .0939 | 179 |
| Fort Smith, Ark. | .0932 | 180 |
| Niagara Falls, N.Y. | .0918 | 181 |
| Hickory - Morganton, N.C. | .0900 | 182 |
| Santa Cruz, Cal. | .0898 | 183 |
| Lorain - Elyria, Ohio | .0897 | 184 |
| Vancouver, Wash. | .0893 | 185 |
| Huntsville, Ala. | .0889 | 186 |
| New London - Norwich, Conn. | .0889 | 186 |
| Yakima, Wash. | .0884 | 188 |
| Anchorage, Alas. | .0867 | 189 |
| Poughkeepsie, N.Y. | .0863 | 190 |
| Biloxi - Gulfport, Miss. | .0858 | 191 |
| Asheville, N.C. | .0856 | 192 |
| Amarillo, Tex. | .0834 | 193 |
| Provo - Orem, Utah | .0827 | 194 |
| Boise, Ida. | .0813 | 195 |
| Springfield, Ill. | .0806 | 196 |
| Fort Collins - Loveland, Colo. | .0804 | 197 |
| Naples, Fla. | .0800 | 198 |
| Lincoln, Neb. | .0791 | 199 |
| Monroe, La. | .0777 | 200 |
| **Total Top 200** | **67.1424** | |
| Wheeling, W.Va. | .0774 | 201 |
| Kalamazoo, Mich. | .0770 | 202 |
| Lake Charles, La. | .0770 | 202 |
| Longview - Marshall, Tex. | .0770 | 202 |
| Houma - Thibodaux, La. | .0744 | 205 |
| Beaver County, Pa. | .0740 | 206 |
| Green Bay, Wisc. | .0740 | 206 |
| Tuscaloosa, Ala. | .0738 | 208 |
| Panama City, Fla. | .0727 | 209 |
| Redding, Cal. | .0722 | 210 |
| Champaign - Urbana - Rantoul, Ill. | .0721 | 211 |
| Medford, Ore. | .0717 | 212 |
| Joplin, Mo. | .0708 | 213 |
| Athens, Ga. | .0703 | 214 |
| St. Cloud, Minn. | .0703 | 214 |
| Bremerton, Wash. | .0698 | 216 |
| Bangor, Me. | .0696 | 217 |
| Olympia, Wash. | .0685 | 218 |
| Tyler, Tex. | .0681 | 219 |
| Benton Harbor, Mich. | .0678 | 220 |
| Parkersburg - Marietta, W.Va.-Ohio | .0670 | 221 |
| Fargo - Moorhead, N.D.-Minn. | .0663 | 222 |
| Merced, Cal. | .0657 | 223 |
| Alexandria, La. | .0653 | 224 |
| Bellingham, Wash. | .0653 | 224 |
| Anderson, S.C. | .0651 | 226 |
| Clarksville - Hopkinsville, Tenn.-Ky. | .0647 | 227 |
| Jamestown - Dunkirk, N.Y. | .0644 | 228 |
| Florence, Ala. | .0643 | 229 |
| Wilmington, N.C. | .0643 | 229 |
| Las Cruces, N.M. | .0635 | 231 |
| Altoona, Pa. | .0627 | 232 |
| Bryan - College Station, Tex. | .0626 | 233 |
| Topeka, Kans. | .0626 | 233 |
| Cedar Rapids, Iowa | .0625 | 235 |
| Dothan, Ala. | .0624 | 236 |
| Pueblo, Colo. | .0622 | 237 |
| Laredo, Tex. | .0620 | 238 |

| Area | BPI | Rank |
|---|---|---|
| Pittsfield, Mass. | .0615 | 239 |
| Steubenville - Weirton, Ohio-W.Va. | .0613 | 240 |
| Muskegon, Mich. | .0608 | 241 |
| Brazoria, Tex. | .0604 | 242 |
| Lima, Ohio | .0601 | 243 |
| Racine, Wisc. | .0595 | 244 |
| Lynchburg, Va. | .0587 | 245 |
| Charlottesville, Va. | .0586 | 246 |
| Jacksonville, N.C. | .0585 | 247 |
| Eau Claire, Wisc. | .0583 | 248 |
| Texarkana, Tex.-Ark. | .0579 | 249 |
| Elkhart - Goshen, Ind. | .0572 | 250 |
| **Total Top 250** | **70.4566** | |
| Fayetteville - Springdale, Ark. | .0567 | 251 |
| Billings, Mont. | .0562 | 252 |
| Greeley, Colo. | .0560 | 253 |
| Janesville - Beloit, Wisc. | .0559 | 254 |
| Gadsden, Ala. | .0556 | 255 |
| Florence, S.C. | .0552 | 256 |
| Wichita Falls, Tex. | .0551 | 257 |
| Sioux City, Iowa | .0549 | 258 |
| Terre Haute, Ind. | .0543 | 259 |
| Fort Walton Beach, Fla. | .0542 | 260 |
| Yuba City, Cal. | .0542 | 260 |
| Anderson, Ind. | .0533 | 262 |
| Vineland - Millville - Bridgeton, N.J. | .0530 | 263 |
| Burlington, Vt. | .0529 | 264 |
| Muncie, Ind. | .0528 | 265 |
| Glens Falls, N.Y. | .0525 | 266 |
| Battle Creek, Mich. | .0524 | 267 |
| Danville, Va. | .0523 | 268 |
| Richland - Kennewick - Pasco, Wash. | .0521 | 269 |
| Waterloo - Cedar Falls, Iowa | .0519 | 270 |
| Abilene, Tex. | .0518 | 271 |
| Mansfield, Ohio | .0518 | 271 |
| Yuma, Ariz. | .0517 | 273 |
| Albany, Ga. | .0516 | 274 |
| Anniston, Ala. | .0516 | 274 |
| State College, Pa. | .0511 | 276 |
| Williamsport, Pa. | .0507 | 277 |
| Burlington, N.C. | .0503 | 278 |
| Jackson, Mich. | .0501 | 279 |
| Sioux Falls, S.D. | .0497 | 280 |
| Hagerstown, Md. | .0493 | 281 |
| Lewiston - Auburn, Me. | .0493 | 281 |
| Odessa, Tex. | .0492 | 283 |
| Cumberland, Md. | .0491 | 284 |
| Lafayette - West Lafayette, Ind. | .0486 | 285 |
| Bloomington, Ind. | .0483 | 286 |
| Sharon, Pa. | .0469 | 287 |
| Sherman - Denison, Tex. | .0455 | 288 |
| Lawton, Okla. | .0454 | 289 |
| Decatur, Ala. | .0448 | 290 |
| Columbia, Mo. | .0447 | 291 |
| Midland, Tex. | .0443 | 292 |
| Santa Fe, N.M. | .0435 | 293 |
| Decatur, Ill. | .0434 | 294 |
| Wausau, Wisc. | .0434 | 294 |
| Iowa City, Iowa | .0429 | 296 |
| Bloomington - Normal, Ill. | .0428 | 297 |
| San Angelo, Tex. | .0422 | 298 |
| Pine Bluff, Ark. | .0416 | 299 |
| Owensboro, Ky. | .0408 | 300 |
| Pascagoula, Miss. | .0401 | 301 |
| Elmira, N.Y. | .0387 | 302 |
| St. Joseph, Mo. | .0382 | 303 |
| Kokomo, Ind. | .0376 | 304 |
| La Crosse, Wisc. | .0375 | 305 |
| Kankakee, Ill. | .0374 | 306 |
| Rochester, Minn. | .0371 | 307 |
| Rapid City, S.D. | .0368 | 308 |
| Lawrence, Kans. | .0365 | 309 |
| Jackson, Tenn. | .0364 | 310 |
| Kenosha, Wisc. | .0363 | 311 |
| Dubuque, Iowa | .0362 | 312 |
| Sheboygan, Wisc. | .0358 | 313 |
| Great Falls, Mont. | .0354 | 314 |
| Bismarck, N.D. | .0339 | 315 |
| Victoria, Tex. | .0329 | 316 |
| Cheyenne, Wyo. | .0325 | 317 |
| Enid, Okla. | .0272 | 318 |
| Grand Forks, N.D. | .0255 | 319 |
| Casper, Wyo. | .0247 | 320 |
| **Total Above Areas** | **73.6512** | |
| **Percent of U.S.** | **73.6512** | |
| **U.S. Total** | **100.0000** | |

# MODERATE-PRICED-PRODUCTS BPI

| Area | BPI | Rank |
|---|---|---|
| **Los Angeles - Long Beach, Cal.** | 3.1414 | 1 |
| **New York, N.Y.** | 3.0703 | 2 |
| **Chicago, Ill.** | 2.1995 | 3 |
| **Philadelphia, Pa.** | 1.7781 | 4 |
| **Detroit, Mich.** | 1.6203 | 5 |
| **Boston - Lawrence - Salem - Lowell - Brockton, Mass.** | 1.4034 | 6 |
| **Washington, D.C.** | 1.3801 | 7 |
| **Houston, Tex.** | 1.2775 | 8 |
| **Atlanta, Ga.** | 1.1604 | 9 |
| **Dallas, Tex.** | 1.1048 | 10 |
| **Tampa - St. Petersburg - Clearwater, Fla.** | 1.0443 | 11 |
| **Minneapolis - St. Paul, Minn.** | .9876 | 12 |
| **San Diego, Cal.** | .9876 | 12 |
| **Riverside - San Bernardino, Cal.** | .9652 | 14 |
| **St. Louis, Mo.** | .9520 | 15 |
| **Phoenix, Ariz.** | .9322 | 16 |
| **Baltimore, Md.** | .8942 | 17 |
| **Anaheim - Santa Ana, Cal.** | .8665 | 18 |
| **Nassau - Suffolk, N.Y.** | .8474 | 19 |
| **Pittsburgh, Pa.** | .8439 | 20 |
| **Seattle, Wash.** | .7872 | 21 |
| **Miami - Hialeah, Fla.** | .7786 | 22 |
| **Oakland, Cal.** | .7342 | 23 |
| **Cleveland, Ohio** | .7068 | 24 |
| **Denver, Colo.** | .6784 | 25 |
| **Kansas City, Mo.-Kans.** | .6433 | 26 |
| **San Francisco, Cal.** | .6319 | 27 |
| **Fort Lauderdale - Hollywood - Pompano Beach, Fla.** | .6019 | 28 |
| **Columbus, Ohio** | .6001 | 29 |
| **Sacramento, Cal.** | .5997 | 30 |
| **Newark, N.J.** | .5920 | 31 |
| **Norfolk - Virginia Beach - Newport News, Va.** | .5916 | 32 |
| **Cincinnati, Ohio** | .5789 | 33 |
| **Fort Worth - Arlington, Tex.** | .5518 | 34 |
| **Milwaukee, Wisc.** | .5483 | 35 |
| **Portland, Ore.** | .5461 | 36 |
| **Indianapolis, Ind.** | .5456 | 37 |
| **San Antonio, Tex.** | .5363 | 38 |
| **Charlotte - Gastonia - Rock Hill, N.C.-S.C.** | .5198 | 39 |
| **New Orleans, La.** | .5003 | 40 |
| **Orlando, Fla.** | .4982 | 41 |
| **San Jose, Cal.** | .4793 | 42 |
| **Bergen - Passaic, N.J.** | .4524 | 43 |
| **Greensboro - Winston-Salem - High Point, N.C.** | .4348 | 44 |
| **Oklahoma City, Okla.** | .4335 | 45 |
| **Hartford - New Britain - Middletown - Bristol, Conn.** | .4278 | 46 |
| **Nashville, Tenn.** | .4233 | 47 |
| **Salt Lake City - Ogden, Utah** | .4173 | 48 |
| **Louisville, Ky.** | .4152 | 49 |
| **West Palm Beach - Boca Raton - Delray Beach, Fla.** | .4006 | 50 |
| **Total Top 50** | **44.1119** | |
| **Dayton - Springfield, Ohio** | .3953 | 51 |
| **Jacksonville, Fla.** | .3915 | 52 |
| **Memphis, Tenn.** | .3910 | 53 |
| **Rochester, N.Y.** | .3891 | 54 |
| **Buffalo, N.Y.** | .3867 | 55 |
| **Birmingham, Ala.** | .3832 | 56 |
| **Monmouth - Ocean, N.J.** | .3805 | 57 |
| **Albany - Schenectady - Troy, N.Y.** | .3693 | 58 |
| **Providence - Pawtucket - Woonsocket, R.I.** | .3679 | 59 |
| **Richmond - Petersburg, Va.** | .3566 | 60 |
| **Las Vegas, Nev.** | .3394 | 61 |
| **Austin, Tex.** | .3389 | 62 |
| **Scranton - Wilkes-Barre, Pa.** | .3365 | 63 |
| **Raleigh - Durham, N.C.** | .3262 | 64 |
| **Honolulu, Haw.** | .3253 | 65 |
| **Tulsa, Okla.** | .3186 | 66 |
| **Middlesex - Somerset - Hunterdon, N.J.** | .3165 | 67 |
| **Tucson, Ariz.** | .3055 | 68 |
| **New Haven - Waterbury - Meriden, Conn.** | .3038 | 69 |
| **Bridgeport - Stamford - Norwalk - Danbury, Conn.** | .2960 | 70 |
| **Greenville - Spartanburg, S.C.** | .2906 | 71 |
| **Allentown - Bethlehem - Easton, Pa.** | .2801 | 72 |
| **Knoxville, Tenn.** | .2757 | 73 |
| **Grand Rapids, Mich.** | .2725 | 74 |
| **Worcester - Fitchburg - Leominster, Mass.** | .2714 | 75 |
| Syracuse, N.Y. | .2649 | 76 |
| Akron, Ohio | .2637 | 77 |
| Harrisburg - Lebanon - Carlisle, Pa. | .2530 | 78 |
| Fresno, Cal. | .2526 | 79 |
| Omaha, Neb. | .2492 | 80 |
| Toledo, Ohio | .2471 | 81 |
| Tacoma, Wash. | .2459 | 82 |
| Springfield, Mass. | .2405 | 83 |
| Little Rock - North Little Rock, Ark. | .2331 | 84 |
| Wilmington, Del. | .2312 | 85 |
| Albuquerque, N.M. | .2296 | 86 |
| Oxnard - Ventura, Cal. | .2274 | 87 |
| El Paso, Tex. | .2254 | 88 |
| Charleston, S.C. | .2203 | 89 |
| Gary - Hammond, Ind. | .2112 | 90 |
| New Bedford - Fall River - Attleboro, Mass. | .2097 | 91 |
| Baton Rouge, La. | .2010 | 92 |
| Jersey City, N.J. | .1995 | 93 |
| Bakersfield, Cal. | .1987 | 94 |
| Youngstown - Warren, Ohio | .1969 | 95 |
| Mobile, Ala. | .1948 | 96 |
| Columbia, S.C. | .1921 | 97 |
| Johnson City - Kingsport - Bristol, Tenn. | .1917 | 98 |
| Chattanooga, Tenn. | .1888 | 99 |
| Wichita, Kans. | .1885 | 100 |
| **Total Top 100** | **58.0768** | |
| Melbourne - Titusville - Palm Bay, Fla. | .1872 | 101 |
| Daytona Beach, Fla. | .1870 | 102 |
| Colorado Springs, Colo. | .1829 | 103 |
| Lakeland - Winter Haven, Fla. | .1827 | 104 |
| Flint, Mich. | .1780 | 105 |
| Lake County, Ill. | .1772 | 106 |
| Fort Myers - Cape Coral, Fla. | .1769 | 107 |
| Des Moines, Iowa | .1748 | 108 |
| Lancaster, Pa. | .1747 | 109 |
| Lansing - East Lansing, Mich. | .1740 | 110 |
| York, Pa. | .1717 | 111 |
| Stockton, Cal. | .1706 | 112 |
| Augusta, Ga. | .1676 | 113 |
| Madison, Wisc. | .1662 | 114 |
| Spokane, Wash. | .1652 | 115 |
| Lexington-Fayette, Ky. | .1622 | 116 |
| Vallejo - Fairfield - Napa, Cal. | .1619 | 117 |
| Canton, Ohio | .1617 | 118 |
| Jackson, Miss. | .1613 | 119 |
| Fort Wayne, Ind. | .1581 | 120 |
| Santa Rosa - Petaluma, Cal. | .1571 | 121 |
| Sarasota, Fla. | .1569 | 122 |
| Atlantic City, N.J. | .1549 | 123 |
| Saginaw - Bay City - Midland, Mich. | .1535 | 124 |
| Modesto, Cal. | .1476 | 125 |
| Portsmouth - Dover - Rochester, N.H. | .1469 | 126 |
| Shreveport, La. | .1457 | 127 |
| Pensacola, Fla. | .1437 | 128 |
| Reading, Pa. | .1407 | 129 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | .1404 | 130 |
| Davenport - Rock Island - Moline, Iowa-Ill. | .1387 | 131 |
| Manchester - Nashua, N.H. | .1371 | 132 |
| Corpus Christi, Tex. | .1356 | 133 |
| Utica - Rome, N.Y. | .1336 | 134 |
| Appleton - Oshkosh - Neenah, Wisc. | .1326 | 135 |
| Beaumont - Port Arthur, Tex. | .1318 | 136 |
| Eugene - Springfield, Ore. | .1311 | 137 |
| Huntington - Ashland, W.Va.-Ky. | .1292 | 138 |
| Aurora - Elgin, Ill. | .1275 | 139 |
| Peoria, Ill. | .1273 | 140 |
| Reno, Nev. | .1267 | 141 |
| Salinas - Seaside - Monterey, Cal. | .1264 | 142 |
| Portland, Me. | .1244 | 143 |
| Salem, Ore. | .1244 | 143 |
| Montgomery, Ala. | .1243 | 145 |
| McAllen - Edinburg - Mission, Tex. | .1238 | 146 |
| Fayetteville, N.C. | .1227 | 147 |
| Fort Pierce, Fla. | .1200 | 148 |
| Evansville, Ind. | .1190 | 149 |
| Visalia - Tulare - Porterville, Cal. | .1183 | 150 |
| **Total Top 150** | **65.5606** | |
| Springfield, Mo. | .1174 | 151 |
| Ann Arbor, Mich. | .1171 | 152 |
| Macon - Warner Robins, Ga. | .1143 | 153 |
| Roanoke, Va. | .1119 | 154 |
| Joliet, Ill. | .1116 | 155 |
| Orange County, N.Y. | .1114 | 156 |
| Binghamton, N.Y. | .1111 | 157 |
| Rockford, Ill. | .1105 | 158 |
| Trenton, N.J. | .1100 | 159 |
| Charleston, W.Va. | .1089 | 160 |
| Bradenton, Fla. | .1072 | 161 |
| Erie, Pa. | .1070 | 162 |
| Hickory - Morganton, N.C. | .1067 | 163 |
| South Bend - Mishawaka, Ind. | .1055 | 164 |
| Columbus, Ga. | .1054 | 165 |
| Hamilton - Middletown, Ohio | .1049 | 166 |
| Killeen - Temple, Tex. | .1046 | 167 |
| Lubbock, Tex. | .1036 | 168 |
| Johnstown, Pa. | .1029 | 169 |
| Ocala, Fla. | .1012 | 170 |
| Boulder - Longmont, Colo. | .1009 | 171 |
| Huntsville, Ala. | .1007 | 172 |
| Savannah, Ga. | .1007 | 172 |
| Tallahassee, Fla. | .0994 | 174 |
| New London - Norwich, Conn. | .0989 | 175 |
| Anchorage, Alas. | .0968 | 176 |
| St. Cloud, Minn. | .0963 | 177 |
| Duluth, Minn. | .0960 | 178 |
| Lorain - Elyria, Ohio | .0939 | 179 |
| Poughkeepsie, N.Y. | .0916 | 180 |
| Kalamazoo, Mich. | .0910 | 181 |
| Boise, Ida. | .0908 | 182 |
| Amarillo, Tex. | .0902 | 183 |
| Santa Cruz, Cal. | .0897 | 184 |
| Lincoln, Neb. | .0892 | 185 |
| Niagara Falls, N.Y. | .0890 | 186 |
| Springfield, Ill. | .0883 | 187 |
| Gainesville, Fla. | .0882 | 188 |
| Vancouver, Wash. | .0877 | 189 |
| Asheville, N.C. | .0871 | 190 |
| Provo - Orem, Utah | .0864 | 191 |
| Brownsville - Harlingen, Tex. | .0861 | 192 |
| Fort Collins - Loveland, Colo. | .0861 | 192 |
| Fort Smith, Ark. | .0852 | 194 |
| Biloxi - Gulfport, Miss. | .0851 | 195 |
| Galveston - Texas City, Tex. | .0848 | 196 |
| Lafayette, La. | .0846 | 197 |
| Green Bay, Wisc. | .0843 | 198 |
| Chico, Cal. | .0831 | 199 |
| Waco, Tex. | .0806 | 200 |
| **Total Top 200** | **70.4465** | |
| Medford, Ore. | .0766 | 201 |
| Yakima, Wash. | .0754 | 202 |
| Naples, Fla. | .0740 | 203 |
| Champaign - Urbana - Rantoul, Ill. | .0738 | 204 |
| Bremerton, Wash. | .0733 | 205 |
| Clarksville - Hopkinsville, Tenn.-Ky. | .0733 | 205 |
| Elkhart - Goshen, Ind. | .0732 | 207 |
| Topeka, Kans. | .0718 | 208 |
| Cedar Rapids, Iowa | .0716 | 209 |
| Fargo - Moorhead, N.D.-Minn. | .0691 | 210 |
| Olympia, Wash. | .0687 | 211 |
| Bangor, Me. | .0685 | 212 |
| Redding, Cal. | .0682 | 213 |
| Athens, Ga. | .0679 | 214 |
| Fort Walton Beach, Fla. | .0679 | 214 |
| Longview - Marshall, Tex. | .0678 | 216 |
| Parkersburg - Marietta, W.Va.-Ohio | .0676 | 217 |
| Beaver County, Pa. | .0672 | 218 |
| Merced, Cal. | .0668 | 219 |
| Benton Harbor, Mich. | .0665 | 220 |
| Racine, Wisc. | .0662 | 221 |
| Terre Haute, Ind. | .0662 | 221 |
| Joplin, Mo. | .0661 | 223 |
| Wheeling, W.Va. | .0655 | 224 |
| Anderson, S.C. | .0653 | 225 |
| Lima, Ohio | .0653 | 225 |
| Panama City, Fla. | .0651 | 227 |
| Houma - Thibodaux, La. | .0646 | 228 |
| Tyler, Tex. | .0644 | 229 |
| Lake Charles, La. | .0636 | 230 |
| Muskegon, Mich. | .0636 | 230 |
| Dothan, Ala. | .0629 | 232 |
| Eau Claire, Wisc. | .0627 | 233 |
| Lynchburg, Va. | .0626 | 234 |
| Pittsfield, Mass. | .0622 | 235 |
| Tuscaloosa, Ala. | .0613 | 236 |
| Altoona, Pa. | .0609 | 237 |
| Jamestown - Dunkirk, N.Y. | .0601 | 238 |
| Monroe, La. | .0581 | 239 |
| Wilmington, N.C. | .0581 | 239 |
| Burlington, Vt. | .0579 | 241 |
| Charlottesville, Va. | .0579 | 241 |
| Sioux Falls, S.D. | .0574 | 243 |
| Jacksonville, N.C. | .0571 | 244 |
| Fayetteville - Springdale, Ark. | .0567 | 245 |
| Bellingham, Wash. | .0565 | 246 |
| Florence, Ala. | .0564 | 247 |
| Jackson, Mich. | .0564 | 247 |
| Janesville - Beloit, Wisc. | .0561 | 249 |
| Wichita Falls, Tex. | .0560 | 250 |
| **Total Top 250** | **73.6889** | |
| Lafayette - West Lafayette, Ind. | .0559 | 251 |
| Brazoria, Tex. | .0556 | 252 |
| Mansfield, Ohio | .0556 | 252 |
| Alexandria, La. | .0554 | 254 |
| Billings, Mont. | .0550 | 255 |
| Glens Falls, N.Y. | .0547 | 256 |
| Waterloo - Cedar Falls, Iowa | .0547 | 256 |
| Williamsport, Pa. | .0544 | 258 |
| Battle Creek, Mich. | .0542 | 259 |
| Anderson, Ind. | .0541 | 260 |
| Abilene, Tex. | .0538 | 261 |
| Burlington, N.C. | .0534 | 262 |
| Vineland - Millville - Bridgeton, N.J. | .0534 | 262 |
| Florence, S.C. | .0533 | 264 |
| Greeley, Colo. | .0532 | 265 |
| Richland - Kennewick - Pasco, Wash. | .0531 | 266 |
| Steubenville - Weirton, Ohio-W.Va. | .0529 | 267 |
| Bloomington - Normal, Ill. | .0526 | 268 |
| Pueblo, Colo. | .0520 | 269 |
| Texarkana, Tex.-Ark. | .0518 | 270 |
| Hagerstown, Md. | .0514 | 271 |
| Anniston, Ala. | .0508 | 272 |
| State College, Pa. | .0507 | 273 |
| Yuba City, Cal. | .0502 | 274 |
| Sioux City, Iowa | .0498 | 275 |
| Las Cruces, N.M. | .0494 | 276 |
| Columbia, Mo. | .0491 | 277 |
| Lewiston - Auburn, Me. | .0491 | 277 |
| Lawton, Okla. | .0488 | 279 |
| Danville, Va. | .0487 | 280 |
| Muncie, Ind. | .0486 | 281 |
| Santa Fe, N.M. | .0486 | 281 |
| Bryan - College Station, Tex. | .0480 | 283 |
| Odessa, Tex. | .0476 | 284 |
| Decatur, Ill. | .0472 | 285 |
| Sharon, Pa. | .0471 | 286 |
| Wausau, Wisc. | .0471 | 286 |
| Yuma, Ariz. | .0465 | 288 |
| Rochester, Minn. | .0460 | 239 |
| La Crosse, Wisc. | .0454 | 290 |
| Cumberland, Md. | .0450 | 291 |
| Decatur, Ala. | .0450 | 291 |
| Pascagoula, Miss. | .0450 | 291 |
| Bloomington, Ind. | .0447 | 294 |
| Albany, Ga. | .0440 | 295 |
| Midland, Tex. | .0437 | 296 |
| Sherman - Denison, Tex. | .0430 | 297 |
| Kenosha, Wisc. | .0427 | 298 |
| Laredo, Tex. | .0425 | 299 |
| Elmira, N.Y. | .0423 | 300 |
| Gadsden, Ala. | .0419 | 301 |
| Iowa City, Iowa | .0412 | 302 |
| Kokomo, Ind. | .0411 | 303 |
| San Angelo, Tex. | .0411 | 303 |
| Rapid City, S.D. | .0410 | 305 |
| Owensboro, Ky. | .0388 | 306 |
| Sheboygan, Wisc. | .0387 | 307 |
| Kankakee, Ill. | .0374 | 308 |
| St. Joseph, Mo. | .0374 | 308 |
| Bismarck, N.D. | .0367 | 310 |
| Great Falls, Mont. | .0366 | 311 |
| Dubuque, Iowa | .0352 | 312 |
| Jackson, Tenn. | .0344 | 313 |
| Cheyenne, Wyo. | .0330 | 314 |
| Pine Bluff, Ark. | .0327 | 315 |
| Lawrence, Kans. | .0322 | 316 |
| Grand Forks, N.D. | .0317 | 317 |
| Victoria, Tex. | .0296 | 318 |
| Enid, Okla. | .0266 | 319 |
| Casper, Wyo. | .0247 | 320 |
| **Total Above Areas** | **76.8880** | |
| **Percent of U.S.** | **76.8880** | |
| **U.S. Total** | **100.0000** | |

# PREMIUM-PRICED-PRODUCTS BPI

| Area | BPI | Rank |
|---|---|---|
| Los Angeles - Long Beach, Cal. | 4.0008 | 1 |
| New York, N.Y. | 3.8255 | 2 |
| Chicago, Ill. | 2.9242 | 3 |
| Philadelphia, Pa. | 2.1524 | 4 |
| Washington, D.C. | 2.1039 | 5 |
| Detroit, Mich. | 1.9661 | 6 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 1.8324 | 7 |
| Nassau - Suffolk, N.Y. | 1.4582 | 8 |
| Houston, Tex. | 1.3927 | 9 |
| Atlanta, Ga. | 1.3274 | 10 |
| Anaheim - Santa Ana, Cal. | 1.2848 | 11 |
| Dallas, Tex. | 1.1743 | 12 |
| San Diego, Cal. | 1.1472 | 13 |
| Minneapolis - St. Paul, Minn. | 1.1339 | 14 |
| Seattle, Wash. | 1.0814 | 15 |
| Baltimore, Md. | 1.0646 | 16 |
| Oakland, Cal. | 1.0203 | 17 |
| St. Louis, Mo. | 1.0110 | 18 |
| Riverside - San Bernardino, Cal. | .9676 | 19 |
| San Francisco, Cal. | .9634 | 20 |
| Phoenix, Ariz. | .9069 | 21 |
| Newark, N.J. | .8846 | 22 |
| Pittsburgh, Pa. | .8477 | 23 |
| Tampa - St. Petersburg - Clearwater, Fla. | .8358 | 24 |
| San Jose, Cal. | .8256 | 25 |
| Miami - Hialeah, Fla. | .8207 | 26 |
| Denver, Colo. | .7911 | 27 |
| Cleveland, Ohio | .7774 | 28 |
| Bergen - Passaic, N.J. | .7574 | 29 |
| Kansas City, Mo.-Kans. | .6722 | 30 |
| Milwaukee, Wisc. | .6687 | 31 |
| Sacramento, Cal. | .6514 | 32 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | .6252 | 33 |
| Portland, Ore. | .5975 | 34 |
| Cincinnati, Ohio | .5969 | 35 |
| Middlesex - Somerset - Hunterdon, N.J. | .5821 | 36 |
| Fort Worth - Arlington, Tex. | .5649 | 37 |
| Hartford - New Britain - Middletown - Bristol, Conn. | .5592 | 38 |
| Norfolk - Virginia Beach - Newport News, Va. | .5547 | 39 |
| Columbus, Ohio | .5517 | 40 |
| Indianapolis, Ind. | .5314 | 41 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | .4907 | 42 |
| Monmouth - Ocean, N.J. | .4855 | 43 |
| New Orleans, La. | .4818 | 44 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | .4678 | 45 |
| San Antonio, Tex. | .4671 | 46 |
| Orlando, Fla. | .4553 | 47 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | .4545 | 48 |
| Rochester, N.Y. | .4459 | 49 |
| Greensboro - Winston-Salem - High Point, N.C. | .4308 | 50 |
| **Total Top 50** | **52.6146** | |
| Nashville, Tenn. | .4283 | 51 |
| Salt Lake City - Ogden, Utah | .4177 | 52 |
| Buffalo, N.Y. | .3960 | 53 |
| Honolulu, Haw. | .3956 | 54 |
| Richmond - Petersburg, Va. | .3939 | 55 |
| Albany - Schenectady - Troy, N.Y. | .3838 | 56 |
| New Haven - Waterbury - Meriden, Conn. | .3820 | 57 |
| Louisville, Ky. | .3743 | 58 |
| Memphis, Tenn. | .3707 | 59 |
| Providence - Pawtucket - Woonsocket, R.I. | .3682 | 60 |
| Oklahoma City, Okla. | .3663 | 61 |
| Dayton - Springfield, Ohio | .3626 | 62 |
| Jacksonville, Fla. | .3623 | 63 |
| Birmingham, Ala. | .3536 | 64 |
| Austin, Tex. | .3297 | 65 |
| Raleigh - Durham, N.C. | .3282 | 66 |
| Las Vegas, Nev. | .3267 | 67 |
| Grand Rapids, Mich. | .3063 | 68 |
| Worcester - Fitchburg - Leominster, Mass. | .3026 | 69 |
| Oxnard - Ventura, Cal. | .2922 | 70 |
| Allentown - Bethlehem - Easton, Pa. | .2908 | 71 |
| Syracuse, N.Y. | .2850 | 72 |
| Tulsa, Okla. | .2780 | 73 |
| Scranton - Wilkes-Barre, Pa. | .2702 | 74 |
| Omaha, Neb. | .2663 | 75 |
| Jersey City, N.J. | .2654 | 76 |
| Harrisburg - Lebanon - Carlisle, Pa. | .2532 | 77 |
| Lake County, Ill. | .2528 | 78 |
| Akron, Ohio | .2527 | 79 |
| Greenville - Spartanburg, S.C. | .2516 | 80 |
| Wilmington, Del. | .2501 | 81 |
| Tucson, Ariz. | .2414 | 82 |
| Knoxville, Tenn. | .2402 | 83 |
| Toledo, Ohio | .2390 | 84 |
| Springfield, Mass. | .2387 | 85 |
| Fresno, Cal. | .2379 | 86 |
| Gary - Hammond, Ind. | .2175 | 87 |
| Tacoma, Wash. | .2145 | 88 |
| New Bedford - Fall River - Attleboro, Mass. | .2111 | 89 |
| Little Rock - North Little Rock, Ark. | .2074 | 90 |
| Baton Rouge, La. | .2033 | 91 |
| Albuquerque, N.M. | .1963 | 92 |
| Youngstown - Warren, Ohio | .1912 | 93 |
| Bakersfield, Cal. | .1909 | 94 |
| Columbia, S.C. | .1876 | 95 |
| Wichita, Kans. | .1865 | 96 |
| Manchester - Nashua, N.H. | .1853 | 97 |
| Lancaster, Pa. | .1843 | 98 |
| Lansing - East Lansing, Mich. | .1828 | 99 |
| Portsmouth - Dover - Rochester, N.H. | .1826 | 100 |
| **Total Top 100** | **66.7102** | |
| Santa Rosa - Petaluma, Cal. | .1820 | 101 |
| Madison, Wisc. | .1810 | 102 |
| Charleston, S.C. | .1806 | 103 |
| Des Moines, Iowa | .1717 | 104 |
| Vallejo - Fairfield - Napa, Cal. | .1712 | 105 |
| Flint, Mich. | .1711 | 106 |
| El Paso, Tex. | .1698 | 107 |
| Trenton, N.J. | .1697 | 108 |
| Aurora - Elgin, Ill. | .1671 | 109 |
| York, Pa. | .1667 | 110 |
| Mobile, Ala. | .1651 | 111 |
| Stockton, Cal. | .1625 | 112 |
| Chattanooga, Tenn. | .1624 | 113 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | .1622 | 114 |
| Saginaw - Bay City - Midland, Mich. | .1620 | 115 |
| Reading, Pa. | .1617 | 116 |
| Fort Myers - Cape Coral, Fla. | .1577 | 117 |
| Colorado Springs, Colo. | .1568 | 118 |
| Melbourne - Titusville - Palm Bay, Fla. | .1516 | 119 |
| Joliet, Ill. | .1492 | 120 |
| Fort Wayne, Ind. | .1476 | 121 |
| Davenport - Rock Island - Moline, Iowa-Ill. | .1475 | 122 |
| Lexington-Fayette, Ky. | .1463 | 123 |
| Canton, Ohio | .1461 | 124 |
| Johnson City - Kingsport - Bristol, Tenn. | .1444 | 125 |
| Peoria, Ill. | .1423 | 126 |
| Atlantic City, N.J. | .1420 | 127 |
| Jackson, Miss. | .1409 | 128 |
| Lakeland - Winter Haven, Fla. | .1399 | 129 |
| Sarasota, Fla. | .1397 | 130 |
| Beaumont - Port Arthur, Tex. | .1392 | 131 |
| Daytona Beach, Fla. | .1388 | 132 |
| Salinas - Seaside - Monterey, Cal. | .1386 | 133 |
| Spokane, Wash. | .1376 | 134 |
| Augusta, Ga. | .1371 | 135 |
| Modesto, Cal. | .1346 | 136 |
| Appleton - Oshkosh - Neenah, Wisc. | .1328 | 137 |
| Orange County, N.Y. | .1287 | 138 |
| Shreveport, La. | .1270 | 139 |
| Ann Arbor, Mich. | .1269 | 140 |
| Pensacola, Fla. | .1265 | 141 |
| Poughkeepsie, N.Y. | .1226 | 142 |
| Rockford, Ill. | .1221 | 143 |
| Reno, Nev. | .1212 | 144 |
| Portland, Me. | .1189 | 145 |
| Anchorage, Alas. | .1176 | 146 |
| Huntsville, Ala. | .1157 | 147 |
| Utica - Rome, N.Y. | .1127 | 148 |
| New London - Norwich, Conn. | .1112 | 149 |
| Evansville, Ind. | .1108 | 150 |
| **Total Top 150** | **73.9896** | |
| Corpus Christi, Tex. | .1094 | 151 |
| Binghamton, N.Y. | .1091 | 152 |
| Erie, Pa. | .1075 | 153 |
| Montgomery, Ala. | .1067 | 154 |
| Macon - Warner Robins, Ga. | .1062 | 155 |
| Eugene - Springfield, Ore. | .1058 | 156 |
| Fort Pierce, Fla. | .1036 | 157 |
| Kalamazoo, Mich. | .1004 | 158 |
| South Bend - Mishawaka, Ind. | .0981 | 159 |
| Lorain - Elyria, Ohio | .0980 | 160 |
| Boulder - Longmont, Colo. | .0977 | 161 |
| Roanoke, Va. | .0973 | 162 |
| Huntington - Ashland, W.Va.-Ky. | .0969 | 163 |
| Santa Cruz, Cal. | .0968 | 164 |
| Charleston, W.Va. | .0949 | 165 |
| Savannah, Ga. | .0944 | 166 |
| Hamilton - Middletown, Ohio | .0941 | 167 |
| Salem, Ore. | .0914 | 168 |
| Vancouver, Wash. | .0904 | 169 |
| Hickory - Morganton, N.C. | .0883 | 170 |
| Lincoln, Neb. | .0883 | 170 |
| Duluth, Minn. | .0881 | 172 |
| Green Bay, Wisc. | .0871 | 173 |
| Tallahassee, Fla. | .0871 | 173 |
| Visalia - Tulare - Porterville, Cal. | .0870 | 175 |
| McAllen - Edinburg - Mission, Tex. | .0864 | 176 |
| Fayetteville, N.C. | .0861 | 177 |
| Niagara Falls, N.Y. | .0858 | 178 |
| Galveston - Texas City, Tex. | .0838 | 179 |
| Amarillo, Tex. | .0834 | 180 |
| Bradenton, Fla. | .0825 | 181 |
| Boise, Ida. | .0817 | 182 |
| Lubbock, Tex. | .0807 | 183 |
| Springfield, Mo. | .0807 | 183 |
| Columbus, Ga. | .0801 | 185 |
| Naples, Fla. | .0797 | 186 |
| Lafayette, La. | .0777 | 187 |
| Racine, Wisc. | .0747 | 188 |
| Cedar Rapids, Iowa | .0746 | 189 |
| Springfield, Ill. | .0743 | 190 |
| Bremerton, Wash. | .0739 | 191 |
| Asheville, N.C. | .0714 | 192 |
| Brazoria, Tex. | .0712 | 193 |
| Fort Collins - Loveland, Colo. | .0694 | 194 |
| Killeen - Temple, Tex. | .0694 | 194 |
| Gainesville, Fla. | .0692 | 196 |
| Johnstown, Pa. | .0688 | 197 |
| Topeka, Kans. | .0669 | 198 |
| Beaver County, Pa. | .0659 | 199 |
| Provo - Orem, Utah | .0648 | 200 |
| **Total Top 200** | **78.3173** | |
| Champaign - Urbana - Rantoul, Ill. | .0643 | 201 |
| Terre Haute, Ind. | .0643 | 201 |
| Olympia, Wash. | .0640 | 203 |
| Longview - Marshall, Tex. | .0639 | 204 |
| Burlington, Vt. | .0633 | 205 |
| Brownsville - Harlingen, Tex. | .0631 | 206 |
| Tyler, Tex. | .0615 | 207 |
| St. Cloud, Minn. | .0611 | 208 |
| Chico, Cal. | .0606 | 209 |
| Waco, Tex. | .0606 | 209 |
| Lake Charles, La. | .0600 | 211 |
| Ocala, Fla. | .0597 | 212 |
| Biloxi - Gulfport, Miss. | .0584 | 213 |
| Richland - Kennewick - Pasco, Wash. | .0583 | 214 |
| Pittsfield, Mass. | .0581 | 215 |
| Houma - Thibodaux, La. | .0580 | 216 |
| Yakima, Wash. | .0580 | 216 |
| Fargo - Moorhead, N.D.-Minn. | .0578 | 218 |
| Lima, Ohio | .0574 | 219 |
| Bangor, Me. | .0563 | 220 |
| Wheeling, W.Va. | .0554 | 221 |
| Charlottesville, Va. | .0553 | 222 |
| Sioux Falls, S.D. | .0547 | 223 |
| Fort Walton Beach, Fla. | .0545 | 224 |
| Kenosha, Wisc. | .0545 | 224 |
| Waterloo - Cedar Falls, Iowa | .0543 | 226 |
| Elkhart - Goshen, Ind. | .0540 | 227 |
| Fort Smith, Ark. | .0537 | 228 |
| Janesville - Beloit, Wisc. | .0537 | 228 |
| Benton Harbor, Mich. | .0535 | 230 |
| Muskegon, Mich. | .0532 | 231 |
| Battle Creek, Mich. | .0531 | 232 |
| Lynchburg, Va. | .0529 | 233 |
| Anderson, S.C. | .0528 | 234 |
| Medford, Ore. | .0528 | 234 |
| Bloomington - Normal, Ill. | .0525 | 236 |
| Jackson, Mich. | .0519 | 237 |
| Redding, Cal. | .0513 | 238 |
| Santa Fe, N.M. | .0513 | 238 |
| Parkersburg - Marietta, W.Va.-Ohio | .0509 | 240 |
| Monroe, La. | .0507 | 241 |
| Tuscaloosa, Ala. | .0507 | 241 |
| Vineland - Millville - Bridgeton, N.J. | .0501 | 243 |
| Altoona, Pa. | .0500 | 244 |
| Wilmington, N.C. | .0498 | 245 |
| Rochester, Minn. | .0497 | 246 |
| Bellingham, Wash. | .0493 | 247 |
| Athens, Ga. | .0492 | 248 |
| Clarksville - Hopkinsville, Tenn.-Ky. | .0485 | 249 |
| Eau Claire, Wisc. | .0483 | 250 |
| **Total Top 250** | **81.0886** | |
| Decatur, Ill. | .0477 | 251 |
| Billings, Mont. | .0474 | 252 |
| Dothan, Ala. | .0474 | 252 |
| Steubenville - Weirton, Ohio-W.Va. | .0474 | 252 |
| Mansfield, Ohio | .0473 | 255 |
| Sharon, Pa. | .0471 | 256 |
| Burlington, N.C. | .0464 | 257 |
| Merced, Cal. | .0463 | 258 |
| Jamestown - Dunkirk, N.Y. | .0461 | 259 |
| Lafayette - West Lafayette, Ind. | .0459 | 260 |
| Anderson, Ind. | .0456 | 261 |
| Williamsport, Pa. | .0456 | 261 |
| Florence, Ala. | .0444 | 263 |
| Hagerstown, Md. | .0443 | 264 |
| Glens Falls, N.Y. | .0439 | 265 |
| Columbia, Mo. | .0427 | 266 |
| Odessa, Tex. | .0426 | 267 |
| Midland, Tex. | .0422 | 268 |
| Alexandria, La. | .0420 | 269 |
| Wausau, Wisc. | .0420 | 269 |
| Panama City, Fla. | .0419 | 271 |
| State College, Pa. | .0417 | 272 |
| Joplin, Mo. | .0414 | 273 |
| Muncie, Ind. | .0411 | 274 |
| Wichita Falls, Tex. | .0402 | 275 |
| La Crosse, Wisc. | .0400 | 276 |
| Texarkana, Tex.-Ark. | .0396 | 277 |
| Fayetteville - Springdale, Ark. | .0395 | 278 |
| Pueblo, Colo. | .0393 | 279 |
| Albany, Ga. | .0391 | 280 |
| Abilene, Tex. | .0388 | 281 |
| Laredo, Tex. | .0388 | 281 |
| Sioux City, Iowa | .0388 | 281 |
| Greeley, Colo. | .0383 | 284 |
| Decatur, Ala. | .0377 | 285 |
| Sheboygan, Wisc. | .0373 | 286 |
| Yuba City, Cal. | .0373 | 286 |
| Bloomington, Ind. | .0368 | 288 |
| San Angelo, Tex. | .0365 | 289 |
| Bryan - College Station, Tex. | .0362 | 290 |
| Lewiston - Auburn, Me. | .0361 | 291 |
| Pascagoula, Miss. | .0361 | 291 |
| Florence, S.C. | .0360 | 293 |
| Elmira, N.Y. | .0356 | 294 |
| Anniston, Ala. | .0353 | 295 |
| Kokomo, Ind. | .0352 | 296 |
| Iowa City, Iowa | .0351 | 297 |
| Danville, Va. | .0338 | 298 |
| Cumberland, Md. | .0337 | 299 |
| Las Cruces, N.M. | .0331 | 300 |
| Sherman - Denison, Tex. | .0330 | 301 |
| Gadsden, Ala. | .0327 | 302 |
| Owensboro, Ky. | .0321 | 303 |
| Rapid City, S.D. | .0320 | 304 |
| Lawton, Okla. | .0314 | 305 |
| Kankakee, Ill. | .0312 | 306 |
| Jacksonville, N.C. | .0308 | 307 |
| Dubuque, Iowa | .0305 | 308 |
| Bismarck, N.D. | .0302 | 309 |
| Great Falls, Mont. | .0298 | 310 |
| Jackson, Tenn. | .0292 | 311 |
| Victoria, Tex. | .0287 | 312 |
| Grand Forks, N.D. | .0277 | 313 |
| Yuma, Ariz. | .0265 | 314 |
| Lawrence, Kans. | .0263 | 315 |
| St. Joseph, Mo. | .0259 | 316 |
| Casper, Wyo. | .0255 | 317 |
| Pine Bluff, Ark. | .0249 | 318 |
| Cheyenne, Wyo. | .0246 | 319 |
| Enid, Okla. | .0195 | 320 |
| **Total Above Areas** | **83.6957** | |
| **Percent of U.S.** | **83.6957** | |
| **U.S. Total** | **100.0000** | |

# NOTES

# S&MM METRO MARKET RANKINGS ACROSS THE BOARD: Population, Households, Effective Buying Income

| | Population | | Households | | Population Density | | Effective Buying Income (EBI) | | Median Household EBI | | Average Household EBI | | Per Capita EBI | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Area | (Thous.) | Rank | (Thous.) | Rank | (Pop/Sq.Mi.) | Rank | ($000) | Rank | ($) | Rank | ($) | Rank | ($) | Rank |
| **Abilene**, Tex. | 119.5 | 273 | 43.2 | 276 | 131 | 254 | 1,318,876 | 283 | 21,470 | 291 | 30,530 | 270 | 11,037 | 280 |
| **Akron**, Ohio | 658.6 | 77 | 249.7 | 73 | 728 | 34 | 8,656,674 | 80 | 27,387 | 143 | 34,668 | 162 | 13,144 | 155 |
| **Albany**, Ga. | 112.3 | 287 | 39.3 | 292 | 164 | 225 | 1,218,415 | 296 | 24,496 | 225 | 31,003 | 261 | 10,850 | 285 |
| **Albany** - Schenectady - Troy, N.Y. | 879.9 | 60 | 338.0 | 60 | 271 | 135 | 13,612,194 | 52 | 30,420 | 72 | 40,273 | 60 | 15,470 | 46 |
| **Albuquerque**, N.M. | 491.3 | 95 | 189.8 | 89 | 421 | 79 | 6,046,999 | 100 | 23,945 | 239 | 31,860 | 239 | 12,308 | 204 |
| **Alexandria**, La. | 131.0 | 253 | 45.7 | 262 | 99 | 278 | 1,341,216 | 281 | 20,550 | 304 | 29,348 | 288 | 10,238 | 302 |
| **Allentown** - **Bethlehem** - Easton, Pa. | 692.3 | 72 | 262.1 | 72 | 474 | 64 | 9,973,167 | 71 | 30,117 | 79 | 38,051 | 97 | 14,406 | 90 |
| **Altoona**, Pa. | 130.3 | 254 | 50.2 | 245 | 248 | 151 | 1,552,759 | 255 | 23,794 | 244 | 30,533 | 269 | 11,763 | 246 |
| **Amarillo**, Tex. | 188.0 | 200 | 72.1 | 194 | 103 | 273 | 2,511,079 | 192 | 26,528 | 163 | 34,828 | 156 | 13,357 | 140 |
| **Anaheim** - Santa Ana, Cal. | 2,451.1 | 16 | 841.2 | 18 | 3,104 | 4 | 43,950,506 | 11 | 41,179 | 9 | 52,247 | 11 | 17,931 | 17 |
| **Anchorage**, Alas. | 226.8 | 178 | 82.9 | 182 | 134 | 251 | 3,806,227 | 149 | 36,633 | 20 | 45,913 | 21 | 16,782 | 23 |
| **Anderson**, Ind. | 130.1 | 256 | 49.6 | 247 | 288 | 128 | 1,573,359 | 252 | 25,817 | 186 | 31,721 | 244 | 12,093 | 223 |
| **Anderson**, S.C. | 146.2 | 23[illegible] | 55.9 | 226 | 204 | 182 | 1,696,256 | 243 | 24,627 | 221 | 30,344 | 276 | 11,602 | 256 |
| **Ann Arbor**, Mich. | 284.8 | 147 | 105.3 | 149 | 401 | 83 | 4,105,343 | 142 | 29,515 | 92 | 38,987 | 80 | 14,415 | 89 |
| **Anniston**, Ala. | 116.2 | 278 | 43.0 | 277 | 191 | 198 | 1,220,726 | 295 | 20,765 | 301 | 28,389 | 301 | 10,505 | 297 |
| **Appleton** - Oshkosh - Neenah, Wisc. | 317.5 | 141 | 116.4 | 141 | 227 | 164 | 4,244,134 | 140 | 29,473 | 96 | 36,462 | 119 | 13,367 | 139 |
| **Asheville**, N.C. | 175.9 | 206 | 71.3 | 197 | 268 | 137 | 2,189,728 | 202 | 23,077 | 264 | 30,711 | 266 | 12,449 | 193 |
| **Athens**, Ga. | 158.1 | 217 | 58.5 | 216 | 169 | 216 | 1,785,102 | 237 | 21,949 | 282 | 30,515 | 272 | 11,291 | 273 |
| **Atlanta**, Ga. | 2,914.8 | 9 | 1,087.0 | 9 | 569 | 46 | 44,471,418 | 10 | 32,838 | 40 | 40,912 | 52 | 15,257 | 59 |
| **Atlantic City**, N.J. | 323.0 | 139 | 124.5 | 134 | 396 | 86 | 4,436,325 | 136 | 25,148 | 206 | 35,633 | 137 | 13,735 | 118 |
| **Augusta**, Ga. | 400.1 | 111 | 143.8 | 118 | 205 | 180 | 4,680,756 | 131 | 24,611 | 223 | 32,550 | 220 | 11,699 | 249 |
| **Aurora** - Elgin, Ill. | 363.4 | 124 | 122.7 | 136 | 432 | 73 | 5,355,057 | 115 | 35,136 | 26 | 43,643 | 31 | 14,736 | 77 |
| **Austin**, Tex. | 798.0 | 65 | 310.4 | 62 | 286 | 129 | 11,352,636 | 65 | 26,741 | 155 | 36,574 | 115 | 14,226 | 98 |
| **Bakersfield**, Cal. | 558.9 | 88 | 186.8 | 92 | 69 | 294 | 7,252,385 | 87 | 28,797 | 112 | 38,824 | 83 | 12,976 | 163 |
| **Baltimore**, Md. | 2,404.9 | 17 | 888.6 | 15 | 922 | 28 | 36,179,630 | 18 | 33,440 | 33 | 40,715 | 54 | 15,044 | 68 |
| **Bangor**, Me. | 147.5 | 231 | 54.4 | 233 | 43 | 307 | 1,817,386 | 235 | 25,307 | 203 | 33,408 | 197 | 12,321 | 203 |
| **Baton Rouge**, La. | 528.2 | 90 | 188.3 | 91 | 333 | 107 | 6,692,889 | 94 | 28,110 | 125 | 35,544 | 139 | 12,671 | 180 |
| **Battle Creek**, Mich. | 136.1 | 245 | 51.9 | 240 | 192 | 196 | 1,966,858 | 217 | 29,888 | 85 | 37,897 | 99 | 14,452 | 86 |
| **Beaumont** - Port Arthur, Tex. | 359.1 | 127 | 133.5 | 124 | 167 | 220 | 4,748,361 | 129 | 29,356 | 100 | 35,568 | 138 | 13,223 | 147 |
| **Beaver** County, Pa. | 185.0 | 202 | 71.5 | 195 | 425 | 76 | 2,338,105 | 196 | 27,665 | 136 | 32,701 | 214 | 12,638 | 182 |
| **Bellingham**, Wash. | 129.6 | 258 | 49.3 | 248 | 61 | 298 | 1,532,738 | 256 | 23,718 | 250 | 31,090 | 260 | 11,827 | 242 |
| **Benton Harbor**, Mich. | 161.4 | 215 | 61.0 | 212 | 283 | 130 | 2,028,249 | 213 | 25,403 | 202 | 33,250 | 201 | 12,567 | 185 |
| **Bergen** - Passaic, N.J. | 1,276.9 | 38 | 463.5 | 39 | 3,045 | 5 | 27,078,425 | 27 | 44,360 | 4 | 58,422 | 4 | 21,206 | 3 |
| **Billings**, Mont. | 113.0 | 286 | 44.5 | 271 | 43 | 307 | 1,401,058 | 271 | 24,815 | 216 | 31,484 | 250 | 12,399 | 199 |
| **Biloxi** - Gulfport, Miss. | 197.5 | 191 | 71.5 | 195 | 187 | 205 | 2,271,117 | 199 | 22,338 | 277 | 31,764 | 243 | 11,499 | 262 |
| **Binghamton**, N.Y. | 264.4 | 158 | 100.6 | 156 | 216 | 174 | 4,041,791 | 143 | 30,046 | 81 | 40,177 | 62 | 15,287 | 56 |
| **Birmingham**, Ala. | 911.0 | 58 | 346.6 | 59 | 229 | 160 | 11,120,764 | 67 | 24,052 | 235 | 32,085 | 230 | 12,207 | 209 |
| **Bismarck**, N.D. | 83.8 | 310 | 31.4 | 309 | 24 | 318 | 1,079,718 | 306 | 26,381 | 167 | 34,386 | 167 | 12,884 | 169 |
| **Bloomington** - Normal, Ill. | 130.1 | 256 | 47.2 | 258 | 110 | 267 | 1,960,355 | 219 | 31,037 | 65 | 41,533 | 48 | 15,068 | 66 |
| **Bloomington**, Ind. | 109.6 | 289 | 39.6 | 290 | 278 | 132 | 1,331,221 | 282 | 22,458 | 274 | 33,617 | 187 | 12,146 | 216 |
| **Boise**, Ida. | 208.1 | 187 | 78.4 | 187 | 197 | 191 | 2,845,257 | 179 | 27,774 | 132 | 36,292 | 125 | 13,673 | 121 |
| **Boston** - Lawrence - Salem - Lowell - Brockton, Mass. | 3,791.4 | 7 | 1,415.0 | 7 | 1,554 | 9 | 68,268,400 | 6 | 36,445 | 22 | 48,246 | 18 | 18,006 | 15 |
| **Boulder** - Longmont, Colo. | 227.3 | 177 | 89.2 | 174 | 306 | 116 | 3,257,358 | 163 | 29,203 | 101 | 36,517 | 118 | 14,331 | 92 |
| **Bradenton**, Fla. | 215.6 | 185 | 92.8 | 164 | 291 | 126 | 3,060,669 | 171 | 24,742 | 218 | 32,981 | 206 | 14,196 | 101 |
| **Brazoria**, Tex. | 192.7 | 195 | 64.4 | 205 | 139 | 244 | 2,786,675 | 181 | 37,280 | 18 | 43,271 | 35 | 14,461 | 85 |
| **Bremerton**, Wash. | 194.2 | 193 | 71.0 | 198 | 490 | 60 | 2,564,922 | 187 | 29,428 | 97 | 36,126 | 127 | 13,208 | 148 |
| **Bridgeport** - Stamford - Norwalk - Danbury, Conn. | 827.1 | 63 | 304.8 | 64 | 1,321 | 16 | 18,497,918 | 40 | 43,866 | 5 | 60,689 | 3 | 22,365 | 1 |
| **Brownsville** - Harlingen, Tex. | 263.0 | 159 | 74.1 | 190 | 290 | 127 | 1,853,659 | 228 | 17,320 | 317 | 25,016 | 317 | 7,048 | 318 |
| **Bryan** - College Station, Tex. | 122.9 | 266 | 44.2 | 272 | 210 | 176 | 1,342,520 | 280 | 20,169 | 309 | 30,374 | 275 | 10,924 | 283 |
| **Buffalo**, N.Y. | 966.3 | 51 | 376.1 | 47 | 925 | 27 | 13,697,931 | 51 | 28,022 | 128 | 36,421 | 122 | 14,176 | 102 |
| **Burlington**, N.C. | 109.0 | 290 | 43.0 | 277 | 253 | 147 | 1,318,377 | 284 | 24,012 | 236 | 30,660 | 268 | 12,095 | 222 |
| **Burlington**, Vt. | 138.7 | 241 | 51.1 | 241 | 223 | 169 | 2,126,575 | 206 | 31,852 | 52 | 41,616 | 47 | 15,332 | 54 |
| **Canton**, Ohio | 394.2 | 116 | 149.3 | 114 | 406 | 82 | 4,811,837 | 128 | 26,332 | 169 | 32,229 | 225 | 12,207 | 209 |
| **Casper**, Wyo. | 60.2 | 319 | 23.4 | 319 | 11 | 320 | 809,444 | 319 | 28,933 | 106 | 34,592 | 163 | 13,446 | 135 |
| **Cedar Rapids**, Iowa | 169.3 | 210 | 65.7 | 203 | 236 | 156 | 2,567,630 | 186 | 31,314 | 55 | 39,081 | 77 | 15,166 | 62 |
| **Champaign** - Urbana - Rantoul, Ill. | 173.4 | 208 | 64.1 | 207 | 174 | 212 | 2,311,415 | 197 | 24,923 | 213 | 36,060 | 130 | 13,330 | 141 |
| **Charleston**, S.C. | 515.5 | 93 | 180.8 | 95 | 199 | 188 | 5,887,990 | 106 | 24,273 | 228 | 32,566 | 218 | 11,422 | 266 |
| **Charleston**, W.Va. | 249.2 | 165 | 99.8 | 158 | 199 | 188 | 3,224,716 | 165 | 25,647 | 196 | 32,312 | 224 | 12,940 | 165 |
| **Charlotte** - Gastonia - Rock Hill, N.C.-S.C. | 1,181.4 | 42 | 448.3 | 42 | 350 | 100 | 15,830,970 | 45 | 27,374 | 144 | 35,313 | 144 | 13,400 | 137 |
| **Charlottesville**, Va. | 132.6 | 248 | 49.3 | 248 | 113 | 264 | 1,793,704 | 236 | 26,585 | 158 | 36,383 | 123 | 13,527 | 129 |
| **Chattanooga**, Tenn. | 435.2 | 103 | 167.1 | 100 | 208 | 177 | 5,147,810 | 119 | 23,760 | 248 | 30,807 | 264 | 11,829 | 241 |
| **Cheyenne**, Wyo. | 73.3 | 317 | 28.2 | 316 | 27 | 317 | 830,863 | 318 | 22,853 | 268 | 29,463 | 287 | 11,335 | 270 |
| **Chicago**, Ill. | 6,077.3 | 3 | 2,224.3 | 3 | 3,225 | 3 | 97,912,235 | 3 | 33,927 | 29 | 44,019 | 30 | 16,111 | 28 |
| **Chico**, Cal. | 185.3 | 201 | 73.9 | 191 | 113 | 264 | 2,125,935 | 207 | 20,435 | 306 | 29,122 | 293 | 11,473 | 263 |
| **Cincinnati**, Ohio | 1,457.8 | 31 | 550.3 | 30 | 686 | 35 | 21,016,261 | 35 | 29,424 | 98 | 38,191 | 95 | 14,416 | 88 |
| **Clarksville** - Hopkinsville, Tenn.-Ky. | 170.6 | 209 | 56.4 | 224 | 135 | 249 | 1,742,055 | 241 | 21,057 | 297 | 30,888 | 263 | 10,211 | 303 |
| **Cleveland**, Ohio | 1,825.8 | 24 | 710.1 | 23 | 1,207 | 17 | 27,193,923 | 26 | 29,946 | 84 | 38,296 | 91 | 14,894 | 71 |
| **Colorado Springs**, Colo. | 405.0 | 110 | 150.1 | 113 | 190 | 200 | 5,083,982 | 121 | 25,678 | 194 | 33,871 | 178 | 12,553 | 189 |
| **Columbia**, Mo. | 113.1 | 285 | 42.2 | 281 | 165 | 222 | 1,571,606 | 253 | 26,132 | 178 | 37,242 | 108 | 13,896 | 113 |
| **Columbia**, S.C. | 458.3 | 101 | 165.1 | 102 | 314 | 111 | 6,283,329 | 97 | 28,565 | 116 | 38,058 | 96 | 13,710 | 119 |
| **Columbus**, Ga. | 244.5 | 169 | 86.8 | 175 | 221 | 170 | 2,649,504 | 183 | 21,551 | 290 | 30,524 | 271 | 10,836 | 287 |
| **Columbus**, Ohio | 1,389.7 | 34 | 529.4 | 33 | 388 | 89 | 18,747,219 | 39 | 27,185 | 151 | 35,412 | 143 | 13,490 | 131 |
| **Corpus Christi**, Tex. | 350.5 | 130 | 118.7 | 138 | 229 | 160 | 3,730,891 | 153 | 23,620 | 252 | 31,431 | 254 | 10,644 | 293 |
| **Cumberland**, Md. | 101.3 | 297 | 39.5 | 291 | 135 | 249 | 1,109,161 | 303 | 22,065 | 279 | 28,080 | 307 | 10,949 | 281 |
| **Dallas**, Tex. | 2,602.9 | 12 | 973.5 | 10 | 582 | 45 | 39,928,464 | 14 | 31,057 | 64 | 41,015 | 51 | 15,340 | 52 |
| **Danville**, Va. | 108.4 | 292 | 42.2 | 281 | 107 | 269 | 1,237,974 | 292 | 22,606 | 272 | 29,336 | 289 | 11,420 | 2o7 |
| **Davenport** - Rock Island - Moline, Iowa-Ill. | 348.4 | 132 | 135.2 | 122 | 204 | 182 | 5,178,793 | 117 | 30,570 | 68 | 38,305 | 90 | 14,865 | 72 |
| **Dayton** - Springfield, Ohio | 953.8 | 53 | 365.2 | 54 | 567 | 47 | 12,979,033 | 58 | 27,773 | 133 | 35,540 | 140 | 13,608 | 126 |
| **Daytona Beach**, Fla. | 379.8 | 120 | 157.3 | 109 | 343 | 101 | 5,030,289 | 125 | 23,439 | 256 | 31,979 | 237 | 13,245 | 146 |
| **Decatur**, Ala. | 101.1 | 298 | 38.2 | 296 | 174 | 212 | 1,095,308 | 304 | 22,772 | 270 | 28,673 | 298 | 10,834 | 288 |

## S&MM METRO MARKET RANKINGS ACROSS THE BOARD: Retail Sales, Buying Power Indexes

| | Total Retail Sales | | Per Household Retail Sales | | Buying Power Index (BPI) | | Economy-Priced-Products BPI | | Moderate-Priced-Products BPI | | Premium-Priced-Products BPI | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Area | ($000) | Rank | ($) | Rank | BPI | Rank | BPI | Rank | BPI | Rank | BPI | Rank |
| **Abilene**, Tex. | 888,838 | 266 | 20,575 | 135 | .0431 | 274 | .0518 | 271 | .0538 | 261 | .0388 | 281 |
| **Akron**, Ohio | 4,335,153 | 85 | 17,361 | 279 | .2482 | 80 | .2641 | 73 | .2637 | 77 | .2527 | 79 |
| **Albany**, Ga. | 829,827 | 276 | 21,115 | 105 | .0402 | 289 | .0516 | 274 | .0440 | 295 | .0391 | 280 |
| **Albany** - Schenectady - Troy, N.Y. | 7,045,006 | 59 | 20,843 | 122 | .3816 | 55 | .3485 | 59 | .3693 | 58 | .3838 | 56 |
| **Albuquerque**, N.M. | 3,933,194 | 90 | 20,723 | 129 | .1909 | 94 | .2138 | 88 | .2296 | 86 | .1963 | 92 |
| **Alexandria**, La. | 1,014,850 | 247 | 22,207 | 58 | .0464 | 263 | .0653 | 224 | .0554 | 254 | .0420 | 269 |
| **Allentown** - Bethlehem - Easton, Pa. | 5,190,601 | 73 | 19,804 | 178 | .2840 | 71 | .2660 | 72 | .2801 | 72 | .2908 | 71 |
| **Altoona**, Pa. | 994,442 | 253 | 19,810 | 176 | .0488 | 254 | .0627 | 232 | .0609 | 237 | .0500 | 244 |
| **Amarillo**, Tex. | 1,872,807 | 166 | 25,975 | 13 | .0821 | 185 | .0834 | 193 | .0902 | 183 | .0834 | 180 |
| **Anaheim** - Santa Ana, Cal. | 22,166,980 | 12 | 26,352 | 11 | 1.1915 | 11 | .6858 | 24 | .8665 | 18 | 1.2848 | 11 |
| **Anchorage**, Alas. | 2,483,915 | 139 | 29,963 | 5 | .1137 | 148 | .0867 | 189 | .0968 | 176 | .1176 | 146 |
| **Anderson**, Ind. | 844,241 | 272 | 17,021 | 287 | .0469 | 261 | .0533 | 262 | .0541 | 260 | .0456 | 261 |
| **Anderson**, S.C. | 1,030,588 | 244 | 18,436 | 244 | .0530 | 242 | .0651 | 226 | .0653 | 225 | .0528 | 234 |
| **Ann Arbor**, Mich. | 2,386,795 | 142 | 22,667 | 48 | .1209 | 142 | .1017 | 168 | .1171 | 152 | .1269 | 140 |
| **Anniston**, Ala. | 751,821 | 289 | 17,484 | 277 | .0391 | 292 | .0516 | 274 | .0508 | 272 | .0353 | 295 |
| **Appleton** - Oshkosh - Neenah, Wisc. | 2,498,906 | 138 | 21,468 | 91 | .1273 | 139 | .1089 | 153 | .1326 | 135 | .1328 | 137 |
| **Asheville**, N.C. | 1,352,789 | 196 | 18,973 | 224 | .0678 | 204 | .0856 | 192 | .0871 | 190 | .0714 | 192 |
| **Athens**, Ga. | 1,012,485 | 248 | 17,307 | 281 | .0549 | 236 | .0703 | 214 | .0679 | 214 | .0492 | 248 |
| **Atlanta**, Ga. | 24,167,781 | 10 | 22,233 | 57 | 1.2695 | 10 | 1.0027 | 9 | 1.1604 | 9 | 1.3274 | 10 |
| **Atlantic City**, N.J. | 3,110,249 | 109 | 24,982 | 17 | .1406 | 131 | .1523 | 117 | .1549 | 123 | .1420 | 127 |
| **Augusta**, Ga. | 2,849,440 | 121 | 19,815 | 175 | .1461 | 125 | .1680 | 107 | .1676 | 113 | .1371 | 135 |
| **Aurora** - Elgin, Ill. | 2,723,720 | 127 | 22,198 | 61 | .1508 | 119 | .1029 | 164 | .1275 | 139 | .1671 | 109 |
| **Austin**, Tex. | 6,132,077 | 65 | 19,755 | 182 | .3274 | 65 | .3761 | 52 | .3389 | 62 | .3297 | 65 |
| **Bakersfield**, Cal. | 3,375,887 | 101 | 18,072 | 259 | .2043 | 92 | .1962 | 96 | .1987 | 94 | .1909 | 94 |
| **Baltimore**, Md. | 17,489,333 | 17 | 19,682 | 186 | .9991 | 17 | .8162 | 18 | .8942 | 17 | 1.0646 | 16 |
| **Bangor**, Me. | 1,349,536 | 198 | 24,808 | 20 | .0601 | 220 | .0696 | 217 | .0685 | 212 | .0563 | 220 |
| **Baton Rouge**, La. | 4,099,423 | 88 | 21,771 | 76 | .2057 | 90 | .2395 | 82 | .2010 | 92 | .2033 | 91 |
| **Battle Creek**, Mich. | 1,037,626 | 239 | 19,993 | 162 | .0561 | 230 | .0524 | 267 | .0542 | 259 | .0531 | 232 |
| **Beaumont** - Port Arthur, Tex. | 2,578,487 | 132 | 19,315 | 211 | .1392 | 134 | .1465 | 124 | .1318 | 136 | .1392 | 131 |
| **Beaver** County, Pa. | 927,556 | 259 | 12,973 | 320 | .0635 | 207 | .0740 | 206 | .0672 | 218 | .0659 | 199 |
| **Bellingham**, Wash. | 1,033,439 | 243 | 20,962 | 115 | .0493 | 249 | .0653 | 224 | .0565 | 246 | .0493 | 247 |
| **Benton Harbor**, Mich. | 1,124,391 | 223 | 18,433 | 245 | .0605 | 218 | .0678 | 220 | .0665 | 220 | .0535 | 230 |
| **Bergen** - Passaic, N.J. | 12,423,615 | 30 | 26,804 | 9 | .6952 | 29 | .4076 | 45 | .4524 | 43 | .7574 | 29 |
| **Billings**, Mont. | 1,071,678 | 234 | 24,083 | 26 | .0469 | 261 | .0562 | 252 | .0550 | 255 | .0474 | 252 |
| **Biloxi** - Gulfport, Miss. | 1,200,606 | 214 | 16,792 | 293 | .0681 | 203 | .0858 | 191 | .0851 | 195 | .0584 | 213 |
| **Binghamton**, N.Y. | 1,968,059 | 158 | 19,563 | 195 | .1116 | 149 | .0980 | 173 | .1111 | 157 | .1091 | 152 |
| **Birmingham**, Ala. | 6,764,710 | 62 | 19,517 | 201 | .3439 | 64 | .4065 | 46 | .3832 | 56 | .3536 | 64 |
| **Bismarck**, N.D. | 697,011 | 295 | 22,198 | 61 | .0336 | 306 | .0339 | 315 | .0367 | 310 | .0302 | 309 |
| **Bloomington** - Normal, Ill. | 1,036,848 | 240 | 21,967 | 70 | .0556 | 232 | .0428 | 297 | .0526 | 268 | .0525 | 236 |
| **Bloomington**, Ind. | 697,335 | 294 | 17,609 | 274 | .0393 | 290 | .0483 | 286 | .0447 | 294 | .0368 | 288 |
| **Boise**, Ida. | 1,479,895 | 187 | 18,876 | 228 | .0818 | 186 | .0813 | 195 | .0908 | 182 | .0817 | 182 |
| **Boston** - Lawrence - Salem - Lowell Brockton, Mass. | 32,453,768 | 7 | 22,936 | 41 | 1.8165 | 7 | 1.3613 | 6 | 1.4034 | 6 | 1.8324 | 7 |
| **Boulder** - Longmont, Colo. | 1,931,728 | 161 | 21,656 | 79 | .0968 | 164 | .0939 | 179 | .1009 | 171 | .0977 | 161 |
| **Bradenton**, Fla. | 1,571,315 | 182 | 16,932 | 289 | .0870 | 177 | .1009 | 170 | .1072 | 161 | .0825 | 181 |
| **Brazoria**, Tex. | 1,085,656 | 230 | 16,858 | 291 | .0732 | 193 | .0604 | 242 | .0556 | 252 | .0712 | 193 |
| **Bremerton**, Wash. | 1,108,383 | 225 | 15,611 | 305 | .0705 | 197 | .0698 | 216 | .0733 | 205 | .0739 | 191 |
| **Bridgeport** - Stamford - Norwalk Danbury, Conn. | 7,970,787 | 49 | 26,151 | 12 | .4626 | 47 | .2786 | 71 | .2960 | 70 | .4545 | 48 |
| **Brownsville** - Harlingen, Tex. | 1,351,997 | 197 | 18,246 | 253 | .0699 | 199 | .1176 | 145 | .0861 | 192 | .0631 | 206 |
| **Bryan** - College Station, Tex. | 786,788 | 283 | 17,805 | 268 | .0420 | 280 | .0626 | 233 | .0480 | 283 | .0362 | 290 |
| **Buffalo**, N.Y. | 6,781,443 | 60 | 18,031 | 261 | .3854 | 52 | .4218 | 43 | .3867 | 55 | .3960 | 53 |
| **Burlington**, N.C. | 924,502 | 260 | 21,500 | 87 | .0429 | 278 | .0503 | 278 | .0534 | 262 | .0404 | 257 |
| **Burlington**, Vt. | 1,203,789 | 212 | 23,558 | 35 | .0614 | 215 | .0529 | 264 | .0579 | 241 | .0633 | 205 |
| **Canton**, Ohio | 2,623,640 | 131 | 17,573 | 275 | .1436 | 129 | .1640 | 110 | .1617 | 118 | .1461 | 124 |
| **Casper**, Wyo. | 460,287 | 319 | 19,670 | 189 | .0239 | 319 | .0247 | 320 | .0247 | 320 | .0255 | 317 |
| **Cedar Rapids**, Iowa | 1,436,940 | 190 | 21,871 | 74 | .0741 | 192 | .0625 | 235 | .0716 | 209 | .0746 | 189 |
| **Champaign** - Urbana - Rantoul, Ill. | 1,340,720 | 202 | 20,916 | 119 | .0691 | 201 | .0721 | 211 | .0738 | 204 | .0643 | 201 |
| **Charleston**, S.C. | 3,615,870 | 93 | 19,999 | 161 | .1851 | 96 | .2124 | 90 | .2203 | 89 | .1806 | 103 |
| **Charleston**, W.Va. | 1,851,453 | 169 | 18,552 | 243 | .0968 | 164 | .1158 | 146 | .1089 | 160 | .0949 | 165 |
| **Charlotte** - Gastonia - Rock Hill, N.C.-S.C. | 8,769,068 | 44 | 19,561 | 196 | .4657 | 46 | .4548 | 40 | .5198 | 39 | .4907 | 42 |
| **Charlottesville**, Va. | 1,125,121 | 222 | 22,822 | 44 | .0547 | 238 | .0586 | 246 | .0579 | 241 | .0553 | 222 |
| **Chattanooga**, Tenn. | 3,008,397 | 113 | 18,004 | 262 | .1583 | 114 | .1958 | 97 | .1888 | 99 | .1624 | 113 |
| **Cheyenne**, Wyo. | 531,612 | 317 | 18,851 | 229 | .0266 | 318 | .0325 | 317 | .0330 | 314 | .0246 | 319 |
| **Chicago**, Ill. | 47,560,664 | 3 | 21,382 | 95 | 2.6730 | 3 | 2.0938 | 3 | 2.1995 | 3 | 2.9242 | 3 |
| **Chico**, Cal. | 1,133,067 | 221 | 15,521 | 307 | .0640 | 206 | .0948 | 178 | .0831 | 199 | .0606 | 209 |
| **Cincinnati**, Ohio | 10,882,833 | 35 | 19,776 | 180 | .5971 | 34 | .5739 | 29 | .5789 | 33 | .5969 | 35 |
| **Clarksville** - Hopkinsville, Tenn.-Ky. | 1,026,950 | 245 | 18,208 | 255 | .0556 | 232 | .0647 | 227 | .0733 | 205 | .0485 | 249 |
| **Cleveland**, Ohio | 13,073,662 | 26 | 18,411 | 247 | .7509 | 27 | .7183 | 23 | .7068 | 24 | .7774 | 28 |
| **Colorado Springs**, Colo. | 2,818,439 | 123 | 18,777 | 232 | .1517 | 118 | .1489 | 121 | .1829 | 103 | .1568 | 118 |
| **Columbia**, Mo. | 890,388 | 265 | 21,099 | 107 | .0463 | 265 | .0447 | 291 | .0491 | 277 | .0427 | 266 |
| **Columbia**, S.C. | 3,545,143 | 96 | 21,473 | 90 | .1851 | 96 | .1657 | 109 | .1921 | 97 | .1876 | 95 |
| **Columbus**, Ga. | 1,697,470 | 175 | 19,556 | 197 | .0856 | 179 | .1102 | 152 | .1054 | 165 | .0801 | 185 |
| **Columbus**, Ohio | 10,567,421 | 37 | 19,961 | 163 | .5542 | 36 | .5360 | 33 | .6001 | 29 | .5517 | 40 |
| **Corpus Christi**, Tex. | 2,320,447 | 145 | 19,549 | 199 | .1198 | 144 | .1556 | 112 | .1356 | 133 | .1094 | 151 |
| **Cumberland**, Md. | 646,990 | 309 | 16,379 | 297 | .0345 | 305 | .0491 | 284 | .0450 | 291 | .0337 | 299 |
| **Dallas**, Tex. | 23,294,124 | 11 | 23,928 | 29 | 1.1648 | 12 | .9890 | 10 | 1.1048 | 10 | 1.1743 | 12 |
| **Danville**, Va. | 692,645 | 296 | 16,413 | 296 | .0378 | 295 | .0523 | 268 | .0487 | 280 | .0338 | 298 |
| **Davenport** - Rock Island - Moline, Iowa-Ill. | 2,712,385 | 129 | 20,062 | 158 | .1468 | 124 | .1331 | 133 | .1387 | 131 | .1475 | 122 |
| **Dayton** - Springfield, Ohio | 6,778,074 | 61 | 18,560 | 242 | .3741 | 58 | .3767 | 51 | .3953 | 51 | .3626 | 67 |
| **Daytona Beach**, Fla. | 2,867,877 | 119 | 18,232 | 254 | .1498 | 122 | .1853 | 98 | .1870 | 102 | .1388 | 132 |
| **Decatur**, Ala. | 757,069 | 287 | 19,819 | 174 | .0363 | 302 | .0448 | 290 | .0450 | 291 | .0377 | 285 |

## S&MM METRO MARKET RANKINGS ACROSS THE BOARD: Retail Sales by Store Group

| Area | Total Retail Sales | | Food Stores | | Supermarkets | | Eating & Drinking Places | | General Merchandise Stores | | Department Stores | | Apparel & Accessories Stores | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | ($000) | Rank | ($000) | Rank | ($000) | Rank | ($000) | Rank | ($000) | Rank | ($000) | Rank | ($000) | Rank |
| **Abilene**, Tex. | 888,838 | 266 | 128,601 | 299 | 124,120 | 298 | 87,273 | 251 | 142,573 | 240 | 128,178 | 229 | **42,297** | **240** |
| **Akron**, Ohio | 4,335,153 | 85 | 893,652 | 81 | 845,864 | 79 | 454,734 | 78 | 565,960 | 81 | 472,903 | 80 | **166,805** | **102** |
| **Albany**, Ga. | 829,827 | 276 | 197,421 | 247 | 192,426 | 244 | 69,338 | 282 | 131,981 | 251 | 124,269 | 234 | **30,197** | **283** |
| **Albany** - Schenectady - Troy, N.Y. | 7,045,006 | 59 | 1,539,547 | 51 | 1,457,776 | 50 | 663,119 | 63 | 842,591 | 57 | 656,114 | 57 | **326,828** | **63** |
| **Albuquerque**, N.M. | 3,933,194 | 90 | 646,779 | 102 | 605,921 | 104 | 435,928 | 85 | 538,603 | 87 | 375,315 | 95 | **211,236** | **84** |
| **Alexandria**, La. | 1,014,850 | 247 | 221,639 | 232 | 210,124 | 231 | 71,504 | 281 | 190,902 | 192 | 150,769 | 196 | **59,239** | **197** |
| **Allentown** - Bethlehem - Easton, Pa. | 5,190,601 | 73 | 1,095,358 | 69 | 1,029,023 | 70 | 440,006 | 83 | 537,794 | 88 | 461,628 | 84 | **257,086** | **73** |
| **Altoona**, Pa. | 994,442 | 253 | 243,249 | 219 | 232,169 | 219 | 83,275 | 257 | 142,690 | 239 | 120,634 | 239 | **43,195** | **234** |
| **Amarillo**, Tex. | 1,872,807 | 166 | 349,138 | 170 | 334,055 | 167 | 168,996 | 169 | 296,439 | 143 | 214,870 | 158 | **114,544** | **133** |
| **Anaheim** - Santa Ana, Cal. | 22,166,980 | 12 | 3,759,874 | 12 | 3,497,514 | 13 | 2,805,364 | 8 | 2,492,899 | 13 | 1,888,710 | 14 | **1,462,932** | **9** |
| **Anchorage**, Alas. | 2,483,915 | 139 | 496,448 | 129 | 477,420 | 129 | 385,747 | 89 | 418,969 | 107 | 332,848 | 104 | **180,108** | **97** |
| **Anderson**, Ind. | 844,241 | 272 | 164,014 | 273 | 161,472 | 270 | 74,976 | 270 | 102,201 | 290 | 95,388 | 273 | **29,138** | **286** |
| **Anderson**, S.C. | 1,030,588 | 244 | 227,535 | 228 | 219,940 | 228 | 80,999 | 265 | 126,550 | 257 | 101,986 | 264 | **45,429** | **225** |
| **Ann Arbor**, Mich. | 2,386,795 | 142 | 349,873 | 169 | 322,588 | 174 | 246,499 | 130 | 359,618 | 123 | 322,939 | 111 | **133,315** | **125** |
| **Anniston**, Ala. | 751,821 | 289 | 99,091 | 317 | 96,292 | 317 | 72,927 | 275 | 107,026 | 285 | 95,834 | 269 | **36,093** | **267** |
| **Appleton** - Oshkosh - Neenah, Wisc. | 2,498,906 | 138 | 412,988 | 151 | 392,431 | 150 | 233,543 | 135 | 375,084 | 118 | 307,987 | 118 | **99,220** | **151** |
| **Asheville**, N.C. | 1,352,789 | 196 | 284,018 | 198 | 276,894 | 197 | 147,296 | 185 | 180,292 | 202 | 136,059 | 219 | **76,337** | **172** |
| **Athens**, Ga. | 1,012,485 | 248 | 181,356 | 260 | 175,359 | 258 | 102,945 | 226 | 125,963 | 258 | 112,035 | 251 | **37,597** | **259** |
| **Atlanta**, Ga. | 24,167,781 | 10 | 4,003,312 | 11 | 3,855,526 | 11 | 2,756,753 | 9 | 3,192,931 | 7 | 2,597,963 | 7 | **1,235,079** | **12** |
| **Atlantic City**, N.J. | 3,110,249 | 109 | 620,032 | 107 | 559,857 | 111 | 446,852 | 81 | 251,403 | 166 | 219,175 | 156 | **191,887** | **87** |
| **Augusta**, Ga. | 2,849,440 | 121 | 560,235 | 119 | 549,745 | 115 | 281,145 | 119 | 422,896 | 105 | 353,518 | 99 | **101,075** | **149** |
| **Aurora** - Elgin, Ill. | 2,723,720 | 127 | 491,160 | 130 | 471,269 | 130 | 225,896 | 140 | 317,865 | 136 | 263,869 | 135 | **182,384** | **95** |
| **Austin**, Tex. | 6,132,077 | 65 | 1,563,277 | 50 | 1,520,989 | 48 | 695,355 | 57 | 650,408 | 71 | 500,528 | 77 | **354,552** | **59** |
| **Bakersfield**, Cal. | 3,375,887 | 101 | 746,014 | 90 | 705,973 | 90 | 329,483 | 100 | 318,629 | 135 | 236,554 | 149 | **128,655** | **127** |
| **Baltimore**, Md. | 17,489,333 | 17 | 3,314,575 | 19 | 3,065,403 | 20 | 1,801,338 | 18 | 2,104,770 | 16 | 1,678,844 | 15 | **967,259** | **19** |
| **Bangor**, Me. | 1,349,536 | 198 | 313,574 | 187 | 291,194 | 190 | 101,580 | 230 | 143,298 | 238 | 99,170 | 266 | **57,515** | **200** |
| **Baton Rouge**, La. | 4,099,423 | 88 | 1,058,964 | 72 | 1,022,105 | 71 | 319,999 | 105 | 620,074 | 77 | 511,719 | 75 | **187,566** | **91** |
| **Battle Creek**, Mich. | 1,037,626 | 239 | 187,251 | 258 | 177,042 | 257 | 88,164 | 248 | 182,880 | 198 | 174,471 | 183 | **33,909** | **273** |
| **Beaumont** - Port Arthur, Tex. | 2,578,487 | 132 | 514,155 | 126 | 499,314 | 123 | 216,383 | 143 | 421,127 | 106 | 332,686 | 105 | **132,459** | **126** |
| **Beaver County**, Pa. | 927,556 | 259 | 225,939 | 230 | 213,961 | 229 | 87,633 | 250 | 166,680 | 219 | 145,254 | 203 | **32,267** | **276** |
| **Bellingham**, Wash. | 1,033,439 | 243 | 253,905 | 214 | 245,395 | 210 | 105,657 | 224 | 112,470 | 279 | 89,336 | 281 | **38,509** | **255** |
| **Benton Harbor**, Mich. | 1,124,391 | 223 | 202,292 | 244 | 185,140 | 250 | 114,286 | 212 | 152,157 | 223 | 134,035 | 222 | **37,077** | **264** |
| **Bergen** - Passaic, N.J. | 12,423,615 | 30 | 2,273,665 | 32 | 2,086,761 | 32 | 1,035,479 | 41 | 1,269,758 | 37 | 1,081,210 | 34 | **999,109** | **18** |
| **Billings**, Mont. | 1,071,678 | 234 | 237,429 | 223 | 230,596 | 220 | 113,170 | 214 | 135,662 | 247 | 118,694 | 242 | **51,525** | **214** |
| **Biloxi** - Gulfport, Miss. | 1,200,606 | 214 | 256,890 | 211 | 241,465 | 214 | 136,725 | 196 | 179,623 | 204 | 148,724 | 199 | **30,502** | **282** |
| **Binghamton**, N.Y. | 1,968,059 | 158 | 402,534 | 154 | 387,545 | 151 | 184,343 | 160 | 263,497 | 160 | 224,490 | 153 | **83,085** | **168** |
| **Birmingham**, Ala. | 6,764,710 | 62 | 1,123,429 | 67 | 1,087,199 | 66 | 586,523 | 67 | 868,491 | 55 | 678,574 | 55 | **485,902** | **44** |
| **Bismarck**, N.D. | 697,011 | 295 | 114,373 | 313 | 109,415 | 313 | 59,186 | 303 | 120,612 | 268 | 95,810 | 270 | **23,989** | **300** |
| **Bloomington** - Normal, Ill. | 1,036,848 | 240 | 146,265 | 280 | 138,832 | 280 | 111,996 | 215 | 147,881 | 234 | 116,412 | 246 | **39,508** | **254** |
| **Bloomington**, Ind. | 697,335 | 294 | 138,145 | 294 | 135,382 | 288 | 81,764 | 263 | 109,953 | 282 | 91,156 | 280 | **44,670** | **229** |
| **Boise**, Ida. | 1,479,895 | 187 | 331,776 | 178 | 321,465 | 177 | 152,519 | 182 | 178,106 | 206 | 137,513 | 216 | **61,572** | **195** |
| **Boston** - Lawrence - Salem - Lowell - Brockton, Mass. | 32,453,768 | 7 | 6,407,504 | 5 | 5,702,684 | 6 | 4,011,876 | 4 | 3,111,190 | 8 | 2,413,246 | 10 | **1,986,253** | **6** |
| **Boulder** - Longmont, Colo. | 1,931,728 | 161 | 398,925 | 155 | 384,528 | 154 | 205,668 | 146 | 189,186 | 194 | 172,252 | 186 | **83,783** | **167** |
| **Bradenton**, Fla. | 1,571,315 | 182 | 345,295 | 173 | 328,340 | 172 | 167,520 | 170 | 181,840 | 199 | 150,498 | 197 | **53,866** | **211** |
| **Brazoria**, Tex. | 1,085,656 | 230 | 313,141 | 188 | 303,798 | 188 | 84,940 | 254 | 155,894 | 226 | 139,860 | 213 | **42,588** | **238** |
| **Bremerton**, Wash. | 1,108,383 | 225 | 264,685 | 208 | 254,566 | 204 | 101,851 | 228 | 121,844 | 266 | 83,225 | 295 | **45,732** | **222** |
| **Bridgeport** - Stamford - Norwalk - Danbury, Conn. | 7,970,787 | 49 | 1,584,162 | 49 | 1,443,726 | 51 | 682,682 | 60 | 735,744 | 66 | 651,669 | 58 | **547,625** | **36** |
| **Brownsville** - Harlingen, Tex. | 1,351,997 | 197 | 346,694 | 172 | 327,920 | 173 | 122,825 | 205 | 205,559 | 182 | 169,390 | 190 | **105,876** | **139** |
| **Bryan** - College Station, Tex. | 786,988 | 283 | 191,538 | 253 | 182,215 | 251 | 74,876 | 271 | 107,497 | 283 | 85,376 | 291 | **40,376** | **250** |
| **Buffalo**, N.Y. | 6,781,443 | 60 | 1,611,814 | 48 | 1,482,181 | 49 | 710,071 | 56 | 758,104 | 61 | 628,241 | 59 | **330,541** | **62** |
| **Burlington**, N.C. | 924,502 | 260 | 173,549 | 267 | 166,633 | 266 | 73,995 | 273 | 84,034 | 310 | 65,980 | 312 | **58,039** | **199** |
| **Burlington**, Vt. | 1,203,789 | 212 | 269,939 | 203 | 250,986 | 209 | 143,804 | 191 | 107,007 | 286 | 82,071 | 296 | **63,437** | **192** |
| **Canton**, Ohio | 2,623,640 | 131 | 561,956 | 118 | 530,652 | 119 | 239,105 | 132 | 375,388 | 117 | 320,849 | 113 | **103,507** | **142** |
| **Casper**, Wyo. | 460,287 | 319 | 108,682 | 316 | 105,572 | 315 | 43,090 | 318 | 55,474 | 320 | 44,024 | 320 | **15,635** | **315** |
| **Cedar Rapids**, Iowa | 1,436,940 | 190 | 268,758 | 205 | 260,030 | 201 | 144,828 | 189 | 223,533 | 172 | 177,489 | 179 | **61,938** | **193** |
| **Champaign** - Urbana - Rantoul, Ill. | 1,340,720 | 202 | 218,076 | 236 | 208,336 | 235 | 152,441 | 183 | 199,858 | 186 | 160,122 | 193 | **67,975** | **185** |
| **Charleston**, S.C. | 3,615,870 | 93 | 759,068 | 88 | 724,392 | 89 | 381,005 | 90 | 412,193 | 110 | 287,027 | 125 | **195,092** | **86** |
| **Charleston**, W.Va. | 1,851,453 | 169 | 397,314 | 157 | 385,706 | 152 | 173,755 | 167 | 282,848 | 151 | 240,708 | 145 | **71,848** | **175** |
| **Charlotte** - Gastonia - Rock Hill, N.C.-S.C. | 8,769,068 | 44 | 1,645,720 | 46 | 1,604,117 | 45 | 847,554 | 46 | 910,682 | 52 | 684,741 | 54 | **468,902** | **46** |
| **Charlottesville**, Va. | 1,125,121 | 222 | 245,127 | 218 | 238,537 | 215 | 99,962 | 232 | 120,930 | 267 | 94,262 | 275 | **65,710** | **189** |
| **Chattanooga**, Tenn. | 3,008,397 | 113 | 571,689 | 117 | 556,937 | 112 | 276,848 | 123 | 360,598 | 122 | 295,788 | 121 | **163,925** | **104** |
| **Cheyenne**, Wyo. | 531,612 | 317 | 83,686 | 319 | 81,205 | 319 | 55,524 | 309 | 75,222 | 315 | 59,421 | 316 | **21,781** | **309** |
| **Chicago**, Ill. | 47,560,664 | 3 | 7,938,161 | 3 | 7,246,682 | 3 | 5,008,286 | 3 | 5,336,987 | 2 | 4,593,932 | 2 | **3,605,018** | **3** |
| **Chico**, Cal. | 1,133,067 | 221 | 256,050 | 212 | 245,103 | 211 | 124,434 | 204 | 111,136 | 281 | 91,694 | 279 | **39,943** | **251** |
| **Cincinnati**, Ohio | 10,882,833 | 35 | 2,190,412 | 33 | 2,035,695 | 33 | 1,254,553 | 31 | 1,548,999 | 29 | 1,416,739 | 24 | **519,518** | **40** |
| **Clarksville** - Hopkinsville, Tenn.-Ky. | 1,026,950 | 245 | 142,505 | 287 | 139,347 | 279 | 95,546 | 240 | 138,527 | 245 | 122,064 | 238 | **47,414** | **220** |
| **Cleveland**, Ohio | 13,073,662 | 26 | 2,509,553 | 27 | 2,301,194 | 26 | 1,328,851 | 28 | 1,747,981 | 26 | 1,420,187 | 23 | **700,774** | **26** |
| **Colorado Springs**, Colo. | 2,818,439 | 123 | 459,992 | 139 | 446,095 | 134 | 277,095 | 122 | 352,942 | 125 | 274,277 | 130 | **134,710** | **123** |
| **Columbia**, Mo. | 890,388 | 265 | 140,678 | 291 | 137,419 | 285 | 79,397 | 267 | 135,662 | 247 | 106,883 | 257 | **42,686** | **236** |
| **Columbia**, S.C. | 3,545,143 | 96 | 633,248 | 106 | 605,840 | 105 | 376,838 | 91 | 418,716 | 108 | 343,968 | 101 | **179,441** | **98** |
| **Columbus**, Ga. | 1,697,470 | 175 | 319,872 | 184 | 307,949 | 184 | 167,434 | 171 | 222,667 | 173 | 181,211 | 178 | **91,533** | **158** |
| **Columbus**, Ohio | 10,567,421 | 37 | 1,700,547 | 45 | 1,616,128 | 44 | 1,094,796 | 37 | 1,412,344 | 30 | 1,155,624 | 31 | **501,352** | **43** |
| **Corpus Christi**, Tex. | 2,320,447 | 145 | 593,515 | 112 | 573,953 | 108 | 226,215 | 139 | 292,263 | 145 | 205,103 | 164 | **102,206** | **145** |
| **Cumberland**, Md. | 646,990 | 309 | 138,150 | 293 | 129,946 | 293 | 59,112 | 304 | 111,673 | 280 | 92,338 | 277 | **23,322** | **303** |
| **Dallas**, Tex. | 23,294,124 | 11 | 4,294,361 | 10 | 4,156,572 | 10 | 2,375,059 | 11 | 2,895,068 | 10 | 2,259,754 | 12 | **1,337,105** | **11** |
| **Danville**, Va. | 692,645 | 296 | 164,433 | 272 | 160,425 | 272 | 56,582 | 308 | 103,038 | 289 | 85,594 | 290 | **11,969** | **318** |
| **Davenport** - Rock Island - Moline, Iowa-Ill. | 2,712,385 | 129 | 515,437 | 125 | 487,806 | 127 | 269,911 | 124 | 360,805 | 121 | 343,947 | 102 | **112,692** | **134** |
| **Dayton** - Springfield, Ohio | 6,778,074 | 61 | 1,274,032 | 61 | 1,215,089 | 60 | 680,605 | 61 | 1,020,764 | 46 | 861,102 | 44 | **256,216** | **74** |
| **Daytona Beach**, Fla. | 2,867,877 | 119 | 639,098 | 103 | 608,823 | 103 | 320,017 | 104 | 343,299 | 128 | 295,728 | 122 | **102,469** | **144** |
| **Decatur**, Ala. | 757,069 | 287 | 113,096 | 314 | 109,865 | 312 | 62,093 | 298 | 87,910 | 307 | 81,590 | 297 | **37,229** | **262** |

## S&MM METRO MARKET RANKINGS ACROSS THE BOARD: Retail Sales by Store Group

| Area | Furniture/ Home Furnishings/ Appliance Stores | | Furniture & Home Furnishings Stores | | Automotive Dealers | | Gasoline Service Stations | | Building Materials & Hardware Dealers | | Drugstores | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | ($000) | Rank | ($000) | Rank | ($000) | Rank | ($000) | Rank | ($000) | Rank | ($000) | Rank |
| **Abilene**, Tex. | 38,292 | 261 | 21,431 | 259 | 218,797 | 240 | 84,840 | 232 | 37,518 | 296 | 23,988 | 286 |
| **Akron**, Ohio | 243,036 | 81 | 117,084 | 91 | 868,658 | 87 | 397,493 | 73 | 300,947 | 64 | 133,816 | 98 |
| **Albany**, Ga. | 44,735 | 246 | 28,482 | 224 | 160,607 | 288 | 41,538 | 307 | 47,498 | 268 | 23,341 | 287 |
| **Albany** - Schenectady - Troy, N.Y. | 372,380 | 54 | 201,422 | 58 | 1,577,469 | 56 | 398,343 | 72 | 338,136 | 54 | 251,632 | 57 |
| **Albuquerque**, N.M. | 214,965 | 91 | 132,190 | 83 | 964,265 | 82 | 200,015 | 122 | 230,403 | 86 | 140,560 | 96 |
| **Alexandria**, La. | 33,016 | 284 | 20,449 | 266 | 201,812 | 262 | 76,204 | 242 | 54,446 | 252 | 35,142 | 244 |
| **Allentown** - Bethlehem - Easton, Pa. | 243,540 | 79 | 136,316 | 81 | 1,156,823 | 74 | 334,880 | 81 | 310,439 | 62 | 178,780 | 80 |
| **Altoona**, Pa. | 60,763 | 200 | 35,782 | 190 | 219,993 | 238 | 55,451 | 283 | 45,953 | 273 | 38,281 | 229 |
| **Amarillo**, Tex. | 78,179 | 176 | 47,461 | 169 | 413,299 | 162 | 181,902 | 133 | 62,405 | 234 | 38,969 | 226 |
| **Anaheim** - Santa Ana, Cal. | 1,490,907 | 9 | 762,352 | 9 | 4,682,842 | 12 | 1,270,943 | 15 | 1,068,847 | 13 | 821,996 | 10 |
| **Anchorage**, Alas. | 91,751 | 165 | 51,531 | 163 | 344,859 | 178 | 126,603 | 172 | 101,416 | 165 | 44,972 | 205 |
| **Anderson**, Ind. | 34,311 | 282 | 13,746 | 303 | 210,305 | 247 | 61,050 | 271 | 64,881 | 228 | 33,938 | 248 |
| **Anderson**, S.C. | 44,032 | 247 | 27,234 | 229 | 225,994 | 234 | 85,760 | 230 | 81,909 | 193 | 44,231 | 208 |
| **Ann Arbor**, Mich. | 142,293 | 121 | 71,357 | 132 | 551,968 | 133 | 157,812 | 143 | 140,764 | 133 | 73,458 | 160 |
| **Anniston**, Ala. | 26,134 | 306 | 17,985 | 277 | 210,127 | 248 | 74,785 | 243 | 37,681 | 294 | 28,893 | 271 |
| **Appleton** - Oshkosh - Neenah, Wisc. | 150,408 | 116 | 58,395 | 152 | 568,553 | 129 | 184,533 | 130 | 183,445 | 109 | 57,841 | 182 |
| **Asheville**, N.C. | 81,600 | 173 | 47,730 | 168 | 238,072 | 225 | 84,794 | 233 | 81,117 | 197 | 47,853 | 198 |
| **Athens**, Ga. | 45,069 | 245 | 24,181 | 243 | 162,039 | 286 | 126,829 | 170 | 71,774 | 212 | 42,306 | 214 |
| **Atlanta**, Ga. | 1,289,431 | 11 | 711,033 | 11 | 5,262,658 | 10 | 1,631,167 | 9 | 1,402,654 | 4 | 805,538 | 12 |
| **Atlantic City**, N.J. | 155,139 | 114 | 90,957 | 107 | 617,956 | 119 | 163,910 | 141 | 121,448 | 147 | 92,807 | 130 |
| **Augusta**, Ga. | 134,547 | 125 | 88,034 | 113 | 604,863 | 124 | 188,938 | 127 | 205,515 | 99 | 125,704 | 104 |
| **Aurora** - Elgin, Ill. | 160,876 | 111 | 83,156 | 118 | 531,618 | 138 | 178,244 | 136 | 279,191 | 71 | 113,110 | 114 |
| **Austin**, Tex. | 308,298 | 63 | 160,502 | 69 | 1,162,915 | 72 | 384,813 | 74 | 218,543 | 94 | 161,089 | 84 |
| **Bakersfield**, Cal. | 167,924 | 107 | 87,388 | 115 | 659,560 | 113 | 353,459 | 78 | 212,786 | 97 | 215,699 | 64 |
| **Baltimore**, Md. | 923,136 | 20 | 561,213 | 15 | 3,768,160 | 17 | 1,103,949 | 18 | 771,576 | 18 | 640,893 | 19 |
| **Bangor**, Me. | 54,850 | 211 | 26,579 | 233 | 328,991 | 185 | 114,512 | 191 | 85,890 | 186 | 37,956 | 231 |
| **Baton Rouge**, La. | 199,752 | 94 | 92,570 | 106 | 851,046 | 88 | 290,550 | 91 | 179,194 | 112 | 151,715 | 90 |
| **Battle Creek**, Mich. | 41,654 | 253 | 25,661 | 235 | 222,194 | 237 | 114,481 | 192 | 42,233 | 279 | 39,721 | 222 |
| **Beaumont** - Port Arthur, Tex. | 90,974 | 166 | 41,105 | 180 | 597,057 | 126 | 206,897 | 116 | 93,102 | 176 | 88,008 | 134 |
| **Beaver** County, Pa. | 40,830 | 257 | 22,120 | 252 | 173,979 | 277 | 59,807 | 274 | 32,677 | 302 | 43,383 | 209 |
| **Bellingham**, Wash. | 64,545 | 189 | 28,502 | 223 | 139,261 | 302 | 113,666 | 195 | 76,847 | 204 | 42,797 | 212 |
| **Benton Harbor**, Mich. | 28,575 | 295 | 14,030 | 299 | 234,598 | 228 | 179,239 | 135 | 70,114 | 216 | 45,677 | 202 |
| **Bergen** - Passaic, N.J. | 902,067 | 21 | 648,843 | 12 | 2,678,035 | 29 | 640,926 | 39 | 403,528 | 47 | 356,119 | 35 |
| **Billings**, Mont. | 51,917 | 221 | 35,041 | 194 | 250,977 | 214 | 62,701 | 267 | 50,299 | 260 | 18,982 | 300 |
| **Biloxi** - Gulfport, Miss. | 52,132 | 219 | 28,194 | 225 | 272,875 | 207 | 91,962 | 223 | 54,047 | 254 | 49,501 | 195 |
| **Binghamton**, N.Y. | 96,456 | 159 | 63,431 | 145 | 418,051 | 161 | 122,933 | 179 | 95,498 | 173 | 89,198 | 133 |
| **Birmingham**, Ala. | 257,415 | 75 | 158,098 | 70 | 1,882,497 | 47 | 437,949 | 66 | 293,739 | 65 | 265,347 | 51 |
| **Bismarck**, N.D. | 21,443 | 313 | 9,796 | 314 | 181,478 | 273 | 68,418 | 258 | 29,022 | 311 | 22,272 | 291 |
| **Bloomington** - Normal, Ill. | 52,734 | 216 | 24,973 | 240 | 216,249 | 242 | 123,933 | 178 | 65,213 | 226 | 42,009 | 215 |
| **Bloomington**, Ind. | 30,039 | 290 | 16,873 | 284 | 129,178 | 309 | 41,256 | 309 | 43,150 | 277 | 24,066 | 283 |
| **Boise**, Ida. | 78,207 | 175 | 39,515 | 184 | 311,040 | 190 | 107,492 | 202 | 83,676 | 192 | 35,752 | 240 |
| **Boston** - Lawrence - Salem - Lowell Brockton, Mass. | 1,644,048 | 8 | 996,713 | 8 | 6,505,564 | 6 | 1,677,271 | 7 | 1,353,208 | 5 | 1,135,949 | 7 |
| **Boulder** - Longmont, Colo. | 89,135 | 168 | 36,776 | 188 | 421,030 | 160 | 119,452 | 185 | 118,977 | 148 | 44,891 | 206 |
| **Bradenton**, Fla. | 74,191 | 183 | 49,052 | 166 | 369,129 | 173 | 116,648 | 189 | 81,905 | 194 | 65,220 | 171 |
| **Brazoria**, Tex. | 27,210 | 299 | 16,660 | 287 | 258,381 | 211 | 54,877 | 284 | 40,302 | 284 | 35,806 | 239 |
| **Bremerton**, Wash. | 64,493 | 190 | 26,440 | 234 | 172,104 | 280 | 79,835 | 238 | 99,796 | 167 | 65,367 | 170 |
| **Bridgeport** - Stamford - Norwalk Danbury, Conn. | 443,455 | 49 | 258,443 | 47 | 1,363,977 | 61 | 456,343 | 62 | 386,001 | 49 | 202,697 | 70 |
| **Brownsville** - Harlingen, Tex. | 51,942 | 220 | 29,756 | 213 | 247,049 | 215 | 83,386 | 236 | 51,161 | 259 | 30,586 | 261 |
| **Bryan** - College Station, Tex. | 30,778 | 289 | 14,767 | 296 | 160,869 | 287 | 44,577 | 303 | 30,334 | 306 | 14,757 | 307 |
| **Buffalo**, N.Y. | 369,250 | 56 | 194,321 | 60 | 1,406,349 | 60 | 450,620 | 63 | 232,373 | 85 | 336,787 | 43 |
| **Burlington**, N.C. | 50,391 | 227 | 37,912 | 186 | 204,022 | 258 | 98,330 | 214 | 59,849 | 242 | 36,676 | 236 |
| **Burlington**, Vt. | 64,428 | 191 | 37,783 | 187 | 206,928 | 256 | 84,498 | 235 | 80,216 | 199 | 30,632 | 260 |
| **Canton**, Ohio | 127,900 | 132 | 61,070 | 149 | 549,731 | 134 | 218,064 | 113 | 138,150 | 134 | 78,870 | 154 |
| **Casper**, Wyo. | 25,169 | 307 | 14,132 | 297 | 101,770 | 317 | 41,337 | 308 | 19,825 | 316 | 6,771 | 319 |
| **Cedar Rapids**, Iowa | 63,652 | 194 | 35,886 | 189 | 323,850 | 186 | 128,694 | 166 | 87,655 | 181 | 51,381 | 188 |
| **Champaign** - Urbana - Rantoul, Ill. | 62,336 | 196 | 29,075 | 217 | 193,922 | 265 | 96,909 | 217 | 81,799 | 195 | 41,895 | 216 |
| **Charleston**, S.C. | 167,232 | 108 | 102,775 | 99 | 772,898 | 94 | 285,347 | 93 | 214,421 | 96 | 116,636 | 112 |
| **Charleston**, W.Va. | 75,468 | 179 | 43,234 | 174 | 437,061 | 153 | 103,162 | 206 | 97,880 | 170 | 80,995 | 149 |
| **Charlotte** - Gastonia - Rock Hill, N.C.-S.C. | 486,042 | 44 | 294,421 | 42 | 2,100,149 | 41 | 566,665 | 47 | 561,028 | 28 | 355,505 | 36 |
| **Charlottesville**, Va. | 55,378 | 210 | 35,571 | 192 | 189,604 | 268 | 53,855 | 286 | 66,709 | 222 | 37,038 | 234 |
| **Chattanooga**, Tenn. | 150,236 | 117 | 83,699 | 116 | 661,059 | 112 | 265,418 | 101 | 159,400 | 123 | 94,497 | 128 |
| **Cheyenne**, Wyo. | 18,106 | 318 | 9,271 | 317 | 127,439 | 311 | 58,454 | 277 | 26,747 | 312 | 4,807 | 320 |
| **Chicago**, Ill. | 2,866,922 | 3 | 1,659,863 | 3 | 9,012,166 | 2 | 2,997,459 | 2 | 1,959,994 | 2 | 2,509,915 | 2 |
| **Chico**, Cal. | 78,433 | 174 | 35,438 | 193 | 193,247 | 266 | 67,439 | 262 | 78,277 | 203 | 86,520 | 138 |
| **Cincinnati**, Ohio | 510,474 | 40 | 300,985 | 40 | 2,043,028 | 43 | 809,966 | 30 | 573,821 | 26 | 423,309 | 32 |
| **Clarksville** - Hopkinsville, Tenn.-Ky. | 50,441 | 226 | 25,472 | 237 | 309,114 | 191 | 73,501 | 245 | 67,941 | 219 | 29,394 | 268 |
| **Cleveland**, Ohio | 637,188 | 33 | 375,709 | 32 | 2,687,934 | 28 | 1,031,379 | 19 | 567,690 | 27 | 639,335 | 20 |
| **Colorado Springs**, Colo. | 176,000 | 102 | 97,680 | 103 | 641,279 | 118 | 200,580 | 121 | 162,311 | 119 | 58,314 | 180 |
| **Columbia**, Mo. | 37,436 | 266 | 19,843 | 268 | 215,262 | 245 | 61,857 | 270 | 86,250 | 184 | 13,038 | 312 |
| **Columbia**, S.C. | 191,594 | 99 | 108,636 | 97 | 781,581 | 93 | 253,954 | 106 | 260,345 | 72 | 125,602 | 106 |
| **Columbus**, Ga. | 77,097 | 178 | 43,176 | 175 | 382,685 | 168 | 150,685 | 149 | 86,829 | 183 | 61,821 | 176 |
| **Columbus**, Ohio | 494,376 | 42 | 279,081 | 43 | 2,506,238 | 31 | 853,283 | 29 | 524,975 | 33 | 348,834 | 38 |
| **Corpus Christi**, Tex. | 84,632 | 171 | 50,493 | 164 | 580,243 | 128 | 144,255 | 154 | 70,332 | 215 | 49,947 | 192 |
| **Cumberland**, Md. | 34,514 | 281 | 16,059 | 291 | 99,779 | 318 | 57,607 | 280 | 34,616 | 300 | 31,808 | 258 |
| **Dallas**, Tex. | 1,074,351 | 15 | 601,622 | 14 | 5,851,793 | 8 | 1,452,443 | 12 | 790,870 | 17 | 503,557 | 28 |
| **Danville**, Va. | 31,922 | 288 | 23,191 | 249 | 144,099 | 296 | 68,247 | 260 | 38,325 | 293 | 36,559 | 237 |
| **Davenport** - Rock Island - Moline, Iowa-Ill. | 121,015 | 136 | 57,786 | 153 | 612,691 | 123 | 285,715 | 92 | 114,672 | 156 | 121,917 | 108 |
| **Dayton** - Springfield, Ohio | 282,152 | 69 | 182,983 | 64 | 1,612,544 | 55 | 592,627 | 44 | 330,826 | 56 | 223,568 | 60 |
| **Daytona Beach**, Fla. | 130,406 | 129 | 76,193 | 126 | 600,038 | 125 | 183,555 | 132 | 182,391 | 110 | 143,291 | 94 |
| **Decatur**, Ala. | 42,983 | 251 | 28,558 | 222 | 246,068 | 218 | 34,858 | 318 | 39,904 | 285 | 23,014 | 290 |

## S&MM METRO MARKET RANKINGS ACROSS THE BOARD: Retail Sales by Merchandise Line

| | Groceries & Other Foods | | Drugs & Health & Beauty Aids | | Major Household Appliances | | Televisions, Video Recorders & Tapes | | Audio Equipment, Musical Instruments & Supplies | |
|---|---|---|---|---|---|---|---|---|---|---|
| Area | ($000) | Rank | ($000) | Rank | ($000) | Rank | ($000) | Rank | ($000) | Rank |
| Abilene, Tex. | 105,824 | 298 | 46,577 | 247 | 10,679 | 278 | 8,769 | 252 | 13,499 | 215 |
| Akron, Ohio | 713,065 | 83 | 202,605 | 82 | 63,780 | 74 | 32,115 | 103 | 58,839 | 77 |
| Albany, Ga. | 174,977 | 244 | 35,750 | 283 | 12,144 | 254 | 7,313 | 277 | 8,609 | 274 |
| Albany - Schenectady - Troy, N.Y. | 1,227,881 | 50 | 314,196 | 62 | 110,094 | 42 | 57,206 | 61 | 88,317 | 50 |
| Albuquerque, N.M. | 549,490 | 102 | 147,938 | 104 | 57,181 | 82 | 45,196 | 72 | 45,029 | 94 |
| Alexandria, La. | 176,450 | 243 | 51,483 | 238 | 12,969 | 241 | 11,184 | 220 | 10,171 | 254 |
| Allentown - Bethlehem - Easton, Pa. | 858,691 | 73 | 227,431 | 74 | 63,543 | 76 | 42,193 | 79 | 40,253 | 101 |
| Altoona, Pa. | 215,270 | 207 | 46,238 | 250 | 15,140 | 211 | 10,392 | 233 | 12,657 | 226 |
| Amarillo, Tex. | 263,552 | 179 | 82,083 | 171 | 21,624 | 171 | 21,337 | 149 | 22,354 | 164 |
| Anaheim - Santa Ana, Cal. | 3,177,996 | 12 | 986,430 | 12 | 268,980 | 10 | 238,227 | 10 | 293,733 | 12 |
| Anchorage, Alas. | 436,091 | 124 | 93,446 | 160 | 22,753 | 167 | 25,082 | 131 | 24,566 | 156 |
| Anderson, Ind. | 134,456 | 273 | 41,195 | 268 | 11,010 | 272 | 10,408 | 232 | 16,394 | 198 |
| Anderson, S.C. | 184,331 | 234 | 55,438 | 223 | 13,626 | 235 | 7,868 | 269 | 9,994 | 260 |
| Ann Arbor, Mich. | 346,844 | 150 | 97,005 | 156 | 25,908 | 155 | 24,581 | 133 | 38,507 | 105 |
| Anniston, Ala. | 94,937 | 313 | 39,124 | 273 | 8,566 | 299 | 8,140 | 260 | 6,431 | 304 |
| Appleton - Oshkosh - Neenah, Wisc. | 357,160 | 145 | 97,292 | 155 | 32,896 | 131 | 26,827 | 125 | 35,614 | 111 |
| Asheville, N.C. | 222,708 | 203 | 55,623 | 220 | 23,184 | 164 | 15,563 | 183 | 16,746 | 195 |
| Athens, Ga. | 162,253 | 249 | 50,259 | 241 | 14,042 | 230 | 8,259 | 258 | 11,827 | 233 |
| Atlanta, Ga. | 3,355,758 | 10 | 1,051,521 | 10 | 306,286 | 6 | 234,254 | 11 | 303,081 | 10 |
| Atlantic City, N.J. | 513,888 | 107 | 124,416 | 120 | 38,072 | 116 | 19,976 | 157 | 30,605 | 128 |
| Augusta, Ga. | 455,106 | 122 | 144,888 | 109 | 35,925 | 122 | 27,314 | 121 | 30,163 | 130 |
| Aurora - Elgin, Ill. | 415,311 | 127 | 111,158 | 138 | 35,795 | 123 | 25,582 | 128 | 34,194 | 115 |
| Austin, Tex. | 1,067,354 | 61 | 331,407 | 56 | 64,102 | 73 | 65,494 | 56 | 79,547 | 54 |
| Bakersfield, Cal. | 602,114 | 93 | 168,451 | 91 | 36,611 | 118 | 30,577 | 109 | 39,492 | 102 |
| Baltimore, Md. | 2,722,053 | 17 | 911,830 | 13 | 195,794 | 22 | 165,731 | 19 | 197,615 | 21 |
| Bangor, Me. | 231,218 | 195 | 49,090 | 245 | 14,948 | 216 | 8,071 | 263 | 12,319 | 229 |
| Baton Rouge, La. | 754,757 | 79 | 227,484 | 73 | 44,397 | 95 | 44,014 | 78 | 52,494 | 85 |
| Battle Creek, Mich. | 188,901 | 230 | 52,951 | 230 | 12,789 | 244 | 5,971 | 303 | 8,339 | 279 |
| Beaumont - Port Arthur, Tex. | 381,827 | 136 | 149,307 | 102 | 33,295 | 129 | 27,449 | 120 | 25,172 | 154 |
| Beaver County, Pa. | 195,875 | 225 | 52,304 | 233 | 14,933 | 217 | 7,670 | 275 | 10,344 | 250 |
| Bellingham, Wash. | 209,930 | 211 | 49,977 | 242 | 10,414 | 281 | 23,554 | 136 | 14,504 | 206 |
| Benton Harbor, Mich. | 196,873 | 222 | 55,246 | 224 | 11,870 | 260 | 5,866 | 304 | 5,629 | 315 |
| Bergen - Passaic, N.J. | 1,906,830 | 28 | 658,840 | 25 | 149,933 | 26 | 108,511 | 33 | 143,651 | 31 |
| Billings, Mont. | 183,099 | 238 | 54,043 | 228 | 11,195 | 269 | 9,041 | 248 | 12,411 | 228 |
| Biloxi - Gulfport, Miss. | 205,026 | 214 | 59,489 | 212 | 15,679 | 205 | 9,927 | 240 | 10,217 | 253 |
| Binghamton, N.Y. | 330,804 | 157 | 98,875 | 151 | 28,897 | 146 | 18,626 | 168 | 27,857 | 135 |
| Birmingham, Ala. | 975,575 | 64 | 336,213 | 55 | 79,710 | 61 | 65,634 | 55 | 55,148 | 80 |
| Bismarck, N.D. | 103,927 | 301 | 30,003 | 305 | 8,377 | 302 | 7,214 | 281 | 7,905 | 284 |
| Bloomington - Normal, Ill. | 129,142 | 280 | 42,044 | 265 | 11,323 | 268 | 8,080 | 262 | 17,273 | 190 |
| Bloomington, Ind. | 109,384 | 294 | 29,039 | 307 | 7,941 | 309 | 7,725 | 272 | 11,480 | 238 |
| Boise, Ida. | 254,136 | 186 | 58,021 | 215 | 18,196 | 188 | 12,134 | 207 | 19,026 | 181 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 5,615,482 | 5 | 1,308,966 | 7 | 336,324 | 7 | 225,127 | 12 | 385,637 | 6 |
| Boulder - Longmont, Colo. | 302,724 | 164 | 82,600 | 169 | 14,097 | 229 | 19,161 | 165 | 30,948 | 126 |
| Bradenton, Fla. | 267,905 | 178 | 70,939 | 190 | 16,692 | 196 | 11,989 | 212 | 14,113 | 210 |
| Brazoria, Tex. | 210,991 | 209 | 60,393 | 206 | 12,243 | 252 | 8,231 | 259 | 8,103 | 282 |
| Bremerton, Wash. | 219,385 | 205 | 55,590 | 221 | 15,016 | 213 | 14,167 | 190 | 18,562 | 184 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | 1,339,146 | 46 | 294,430 | 65 | 95,471 | 48 | 68,309 | 53 | 90,509 | 48 |
| Brownsville - Harlingen, Tex. | 257,467 | 185 | 70,822 | 191 | 19,099 | 184 | 16,005 | 181 | 14,753 | 203 |
| Bryan - College Station, Tex. | 133,163 | 276 | 46,094 | 251 | 9,134 | 293 | 8,404 | 257 | 9,635 | 264 |
| Buffalo, N.Y. | 1,333,022 | 47 | 359,331 | 51 | 78,674 | 62 | 56,965 | 62 | 71,815 | 61 |
| Burlington, N.C. | 143,359 | 265 | 40,989 | 269 | 9,588 | 289 | 7,689 | 274 | 6,490 | 303 |
| Burlington, Vt. | 224,216 | 202 | 42,446 | 262 | 11,992 | 257 | 6,075 | 301 | 14,050 | 211 |
| Canton, Ohio | 470,532 | 117 | 109,480 | 141 | 39,844 | 110 | 28,688 | 113 | 27,793 | 137 |
| Casper, Wyo. | 85,508 | 317 | 25,967 | 315 | 6,218 | 315 | 4,441 | 317 | 6,143 | 308 |
| Cedar Rapids, Iowa | 226,434 | 200 | 59,647 | 211 | 14,759 | 219 | 16,512 | 178 | 14,932 | 202 |
| Champaign - Urbana - Rantoul, Ill. | 180,557 | 241 | 45,246 | 254 | 16,598 | 197 | 17,171 | 176 | 21,213 | 167 |
| Charleston, S.C. | 625,255 | 91 | 148,610 | 103 | 45,787 | 92 | 30,534 | 110 | 36,123 | 110 |
| Charleston, W.Va. | 309,380 | 161 | 112,424 | 136 | 25,067 | 156 | 19,573 | 161 | 17,720 | 187 |
| Charlotte - Gastonia - Rock Hill, N.C. - S.C. | 1,354,128 | 44 | 396,329 | 43 | 123,385 | 38 | 91,202 | 39 | 83,400 | 53 |
| Charlottesville, Va. | 190,200 | 229 | 52,042 | 234 | 12,272 | 249 | 10,080 | 238 | 60,583 | 75 |
| Chattanooga, Tenn. | 521,592 | 106 | 124,162 | 121 | 44,340 | 96 | 29,903 | 111 | 27,737 | 139 |
| Cheyenne, Wyo. | 67,130 | 319 | 23,272 | 318 | 6,158 | 316 | 4,944 | 314 | 5,634 | 314 |
| Chicago, Ill. | 6,990,267 | 3 | 2,238,822 | 3 | 579,510 | 2 | 506,918 | 2 | 627,720 | 3 |
| Chico, Cal. | 204,682 | 215 | 66,661 | 194 | 17,678 | 189 | 12,208 | 204 | 22,711 | 163 |
| Cincinnati, Ohio | 1,724,981 | 36 | 532,186 | 34 | 136,248 | 36 | 81,246 | 43 | 98,219 | 45 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 119,307 | 284 | 41,706 | 266 | 12,756 | 245 | 12,167 | 206 | 11,201 | 241 |
| Cleveland, Ohio | 2,039,674 | 26 | 731,844 | 22 | 145,375 | 30 | 108,666 | 32 | 146,817 | 30 |
| Colorado Springs, Colo. | 345,082 | 151 | 101,250 | 145 | 34,020 | 127 | 31,667 | 106 | 40,463 | 100 |
| Columbia, Mo. | 116,586 | 286 | 26,811 | 312 | 11,790 | 265 | 9,517 | 243 | 8,794 | 272 |
| Columbia, S.C. | 501,886 | 111 | 162,879 | 95 | 43,940 | 97 | 31,012 | 108 | 38,378 | 106 |
| Columbus, Ga. | 286,397 | 171 | 74,034 | 184 | 21,560 | 172 | 16,313 | 179 | 18,893 | 182 |
| Columbus, Ohio | 1,495,275 | 40 | 566,516 | 31 | 90,592 | 52 | 45,744 | 71 | 136,505 | 32 |
| Corpus Christi, Tex. | 377,191 | 138 | 120,737 | 126 | 22,739 | 168 | 24,883 | 132 | 23,845 | 158 |
| Cumberland, Md. | 113,121 | 290 | 39,332 | 272 | 8,539 | 300 | 5,196 | 311 | 7,757 | 286 |
| Dallas, Tex. | 3,166,595 | 13 | 1,032,818 | 11 | 248,625 | 12 | 256,412 | 9 | 257,637 | 15 |
| Danville, Va. | 137,753 | 270 | 42,347 | 264 | 8,350 | 305 | 5,134 | 312 | 6,803 | 301 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 417,990 | 126 | 123,272 | 123 | 28,846 | 147 | 26,999 | 124 | 26,137 | 148 |
| Dayton - Springfield, Ohio | 1,070,171 | 60 | 306,029 | 63 | 84,498 | 55 | 70,013 | 51 | 65,552 | 67 |
| Daytona Beach, Fla. | 492,128 | 114 | 137,423 | 114 | 35,723 | 124 | 23,411 | 138 | 26,774 | 140 |
| Decatur, Ala. | 97,264 | 309 | 31,929 | 297 | 10,462 | 279 | 8,109 | 261 | 7,705 | 287 |

## S&MM METRO MARKET RANKINGS ACROSS THE BOARD: Retail Sales by Merchandise Line

| Area | Home Computers & Calculators | | Furniture & Sleep Equipment | | Men's & Boys' Clothing | | Women's & Girls' Clothing | | Footwear | |
|---|---|---|---|---|---|---|---|---|---|---|
| | ($000) | Rank | ($000) | Rank | ($000) | Rank | ($000) | Rank | ($000) | Rank |
| **Abilene**, Tex. | 3,636 | 233 | 20,042 | 225 | 23,356 | 263 | 50,537 | 252 | 16,067 | 231 |
| **Akron**, Ohio | 12,701 | 108 | 87,734 | 85 | 114,785 | 88 | 217,804 | 91 | 58,045 | 91 |
| **Albany**, Ga. | 2,539 | 282 | 17,766 | 241 | 23,328 | 265 | 51,524 | 250 | 14,265 | 249 |
| **Albany** - Schenectady - Troy, N.Y. | 37,185 | 45 | 150,318 | 55 | 170,318 | 65 | 355,950 | 62 | 86,174 | 66 |
| **Albuquerque**, N.M. | 16,108 | 82 | 82,410 | 92 | 117,616 | 86 | 203,159 | 97 | 74,730 | 76 |
| **Alexandria**, La. | 3,113 | 257 | 15,915 | 257 | 34,707 | 201 | 70,571 | 196 | 21,366 | 190 |
| **Allentown** - Bethlehem - Easton, Pa. | 15,749 | 84 | 103,130 | 77 | 132,972 | 77 | 294,556 | 74 | 70,515 | 81 |
| **Altoona**, Pa. | 4,591 | 210 | 25,636 | 196 | 29,598 | 224 | 62,145 | 218 | 13,462 | 262 |
| **Amarillo**, Tex. | 8,630 | 139 | 32,172 | 178 | 57,309 | 154 | 120,057 | 153 | 30,216 | 156 |
| **Anaheim** - Santa Ana, Cal. | 166,300 | 6 | 519,173 | 10 | 709,911 | 11 | 1,381,430 | 12 | 386,312 | 12 |
| **Anchorage**, Alas. | 10,147 | 128 | 41,667 | 152 | 64,644 | 136 | 140,200 | 135 | 37,405 | 139 |
| **Anderson**, Ind. | 4,686 | 202 | 10,561 | 303 | 30,802 | 217 | 37,977 | 294 | 9,486 | 304 |
| **Anderson**, S.C. | 2,377 | 291 | 16,652 | 249 | 22,064 | 278 | 55,959 | 234 | 15,282 | 238 |
| **Ann Arbor**, Mich. | 7,265 | 159 | 40,116 | 154 | 70,889 | 127 | 144,107 | 132 | 38,849 | 130 |
| **Anniston**, Ala. | 1,831 | 308 | 10,043 | 309 | 16,910 | 303 | 37,816 | 296 | 10,995 | 290 |
| **Appleton** - Oshkosh - Neenah, Wisc. | 7,658 | 154 | 56,492 | 121 | 67,844 | 133 | 132,345 | 140 | 33,106 | 145 |
| **Asheville**, N.C. | 4,587 | 212 | 36,560 | 167 | 34,838 | 200 | 69,935 | 199 | 23,726 | 181 |
| **Athens**, Ga. | 5,243 | 194 | 12,301 | 289 | 25,372 | 251 | 52,887 | 243 | 16,959 | 223 |
| **Atlanta**, Ga. | 98,986 | 16 | 547,293 | 9 | 705,875 | 12 | 1,564,512 | 9 | 397,645 | 10 |
| **Atlantic City**, N.J. | 7,960 | 148 | 62,730 | 108 | 83,450 | 113 | 191,538 | 102 | 39,175 | 128 |
| **Augusta**, Ga. | 7,721 | 153 | 49,501 | 141 | 76,348 | 119 | 160,909 | 118 | 44,102 | 117 |
| **Aurora** - Elgin, Ill. | 13,354 | 104 | 55,710 | 124 | 85,584 | 111 | 181,139 | 107 | 44,719 | 113 |
| **Austin**, Tex. | 24,974 | 65 | 107,409 | 73 | 158,504 | 67 | 325,546 | 67 | 106,045 | 57 |
| **Bakersfield**, Cal. | 7,377 | 157 | 60,801 | 111 | 80,500 | 114 | 136,664 | 137 | 49,181 | 106 |
| **Baltimore**, Md. | 69,409 | 26 | 442,210 | 14 | 316,696 | 17 | 1,020,620 | 21 | 289,279 | 18 |
| **Bangor**, Me. | 5,275 | 193 | 21,635 | 220 | 44,390 | 178 | 66,218 | 209 | 24,233 | 180 |
| **Baton Rouge**, La. | 26,893 | 60 | 79,207 | 95 | 119,901 | 84 | 249,287 | 83 | 77,850 | 73 |
| **Battle Creek**, Mich. | 2,611 | 276 | 16,931 | 245 | 27,222 | 240 | 46,567 | 264 | 13,448 | 264 |
| **Beaumont** - Port Arthur, Tex. | 10,530 | 126 | 38,791 | 159 | 71,429 | 126 | 152,445 | 126 | 39,834 | 126 |
| **Beaver** County, Pa. | 1,727 | 311 | 15,140 | 263 | 28,282 | 231 | 57,091 | 227 | 15,286 | 237 |
| **Bellingham**, Wash. | 2,370 | 293 | 16,653 | 248 | 22,285 | 274 | 38,992 | 293 | 15,409 | 235 |
| **Benton Harbor**, Mich. | 3,437 | 241 | 9,185 | 313 | 23,851 | 258 | 43,567 | 276 | 14,040 | 252 |
| **Bergen** - Passaic, N.J. | 67,943 | 27 | 419,835 | 15 | 451,098 | 20 | 1,091,621 | 16 | 241,716 | 23 |
| **Billings**, Mont. | 3,393 | 244 | 26,160 | 194 | 27,223 | 239 | 60,814 | 221 | 16,189 | 228 |
| **Biloxi** - Gulfport, Miss. | 5,053 | 198 | 26,314 | 192 | 27,715 | 235 | 56,876 | 228 | 16,019 | 232 |
| **Binghamton**, N.Y. | 8,264 | 143 | 36,013 | 170 | 57,269 | 155 | 117,853 | 154 | 24,614 | 178 |
| **Birmingham**, Ala. | 20,004 | 74 | 121,752 | 65 | 192,492 | 55 | 444,157 | 53 | 118,976 | 53 |
| **Bismarck**, N.D. | 2,253 | 298 | 10,085 | 308 | 20,773 | 287 | 41,501 | 284 | 9,901 | 301 |
| **Bloomington** - Normal, Ill. | 10,944 | 123 | 15,683 | 259 | 29,510 | 225 | 56,175 | 231 | 14,257 | 251 |
| **Bloomington**, Ind. | 2,027 | 305 | 11,271 | 296 | 25,844 | 249 | 43,409 | 277 | 10,662 | 292 |
| **Boise**, Ida. | 13,494 | 103 | 31,489 | 179 | 33,271 | 204 | 66,435 | 206 | 19,055 | 211 |
| **Boston** - Lawrence - Salem - Lowell - Brockton, Mass. | 132,440 | 11 | 643,485 | 8 | 935,867 | 7 | 2,023,792 | 7 | 447,487 | 7 |
| **Boulder** - Longmont, Colo. | 6,269 | 176 | 24,211 | 203 | 50,288 | 163 | 102,852 | 167 | 27,965 | 166 |
| **Bradenton**, Fla. | 4,597 | 207 | 33,330 | 176 | 35,433 | 197 | 66,429 | 207 | 19,828 | 203 |
| **Brazoria**, Tex. | 2,117 | 303 | 12,275 | 290 | 23,348 | 264 | 47,658 | 261 | 13,676 | 256 |
| **Bremerton**, Wash. | 4,343 | 221 | 19,073 | 231 | 20,350 | 291 | 44,888 | 271 | 16,179 | 229 |
| **Bridgeport** - Stamford - Norwalk - Danbury, Conn. | 32,687 | 52 | 182,640 | 48 | 236,697 | 46 | 496,611 | 45 | 129,785 | 47 |
| **Brownsville** - Harlingen, Tex. | 5,198 | 196 | 23,196 | 209 | 46,428 | 171 | 100,101 | 170 | 29,100 | 158 |
| **Bryan** - College Station, Tex. | 2,934 | 261 | 13,276 | 278 | 23,712 | 261 | 46,519 | 265 | 13,628 | 258 |
| **Buffalo**, N.Y. | 27,154 | 59 | 142,808 | 60 | 188,811 | 56 | 361,078 | 61 | 101,643 | 61 |
| **Burlington**, N.C. | 2,812 | 267 | 16,343 | 251 | 22,258 | 275 | 47,751 | 260 | 15,752 | 234 |
| **Burlington**, Vt. | 5,156 | 197 | 23,916 | 205 | 32,931 | 205 | 56,488 | 230 | 12,957 | 272 |
| **Canton**, Ohio | 41,569 | 41 | 45,545 | 147 | 70,649 | 129 | 155,074 | 125 | 36,001 | 142 |
| **Casper**, Wyo. | 3,365 | 247 | 7,219 | 318 | 10,864 | 320 | 17,742 | 320 | 7,000 | 317 |
| **Cedar Rapids**, Iowa | 3,501 | 239 | 27,146 | 190 | 41,917 | 182 | 86,323 | 180 | 20,748 | 194 |
| **Champaign** - Urbana - Rantoul, Ill. | 4,533 | 215 | 23,493 | 207 | 42,832 | 180 | 78,081 | 188 | 21,989 | 188 |
| **Charleston**, S.C. | 9,414 | 135 | 76,436 | 98 | 86,342 | 109 | 190,957 | 103 | 57,686 | 92 |
| **Charleston**, W.Va. | 4,583 | 213 | 33,896 | 174 | 53,240 | 157 | 108,968 | 162 | 28,361 | 162 |
| **Charlotte** - Gastonia - Rock Hill, N.C.-S.C. | 30,917 | 53 | 175,663 | 50 | 229,344 | 47 | 472,022 | 49 | 134,541 | 44 |
| **Charlottesville**, Va. | 4,437 | 217 | 24,405 | 201 | 31,889 | 213 | 82,707 | 184 | 17,561 | 217 |
| **Chattanooga**, Tenn. | 11,592 | 117 | 62,218 | 109 | 80,472 | 115 | 161,026 | 117 | 44,432 | 115 |
| **Cheyenne**, Wyo. | 2,286 | 296 | 7,521 | 317 | 14,709 | 312 | 27,311 | 313 | 8,508 | 311 |
| **Chicago**, Ill. | 166,992 | 5 | 1,249,330 | 3 | 1,735,739 | 3 | 3,886,990 | 3 | 985,982 | 3 |
| **Chico**, Cal. | 4,555 | 214 | 24,157 | 204 | 26,280 | 245 | 47,793 | 259 | 15,085 | 240 |
| **Cincinnati**, Ohio | 27,379 | 58 | 204,619 | 44 | 339,418 | 32 | 712,849 | 33 | 171,888 | 35 |
| **Clarksville** - Hopkinsville, Tenn.-Ky. | 3,283 | 248 | 20,566 | 223 | 27,001 | 243 | 56,709 | 229 | 15,944 | 233 |
| **Cleveland**, Ohio | 37,853 | 44 | 292,215 | 30 | 411,615 | 25 | 868,328 | 25 | 208,897 | 29 |
| **Colorado Springs**, Colo. | 12,505 | 111 | 66,479 | 104 | 72,159 | 124 | 160,551 | 119 | 42,498 | 120 |
| **Columbia**, Mo. | 2,671 | 273 | 14,617 | 268 | 23,891 | 257 | 54,413 | 238 | 13,798 | 255 |
| **Columbia**, S.C. | 14,504 | 92 | 69,154 | 102 | 91,931 | 106 | 214,698 | 92 | 53,213 | 100 |
| **Columbus**, Ga. | 4,597 | 207 | 39,179 | 157 | 45,592 | 175 | 100,443 | 169 | 26,955 | 170 |
| **Columbus**, Ohio | 62,440 | 30 | 217,186 | 39 | 324,642 | 33 | 606,174 | 35 | 147,897 | 41 |
| **Corpus Christi**, Tex. | 10,531 | 125 | 36,625 | 165 | 49,474 | 165 | 115,733 | 156 | 38,962 | 129 |
| **Cumberland**, Md. | 2,469 | 285 | 11,238 | 298 | 21,997 | 281 | 45,468 | 269 | 12,093 | 279 |
| **Dallas**, Tex. | 90,725 | 18 | 469,469 | 11 | 726,881 | 10 | 1,459,005 | 11 | 406,907 | 9 |
| **Danville**, Va. | 1,831 | 308 | 15,668 | 260 | 20,463 | 289 | 35,929 | 302 | 7,892 | 314 |
| **Davenport** - Rock Island - Moline, Iowa-Ill. | 7,239 | 160 | 47,095 | 143 | 76,063 | 120 | 157,104 | 123 | 37,842 | 136 |
| **Dayton** - Springfield, Ohio | 24,521 | 68 | 123,611 | 64 | 188,486 | 57 | 385,702 | 58 | 103,018 | 60 |
| **Daytona Beach**, Fla. | 7,108 | 161 | 56,102 | 122 | 63,271 | 137 | 125,255 | 146 | 35,533 | 144 |
| **Decatur**, Ala. | 2,430 | 287 | 18,023 | 240 | 17,499 | 301 | 39,047 | 292 | 10,625 | 293 |

## S&MM METRO MARKET RANKINGS ACROSS THE BOARD: 1995 Projections

| Area | 1995 Population (Thous.) | Rank | Percent Change In Population 1990–1995 % | Rank | 1995 Households (Thous.) | Rank | 1995 EBI ($000) | Rank |
|---|---|---|---|---|---|---|---|---|
| Abilene, Tex. | 119.6 | 276 | .1 | 257 | 43.4 | 282 | 1,648,921 | 291 |
| Akron, Ohio | 665.8 | 79 | 1.1 | 237 | 254.6 | 75 | 11,141,321 | 80 |
| Albany, Ga. | 111.8 | 290 | -.4 | 267 | 39.4 | 295 | 1,465,763 | 302 |
| Albany - Schenectady - Troy, N.Y. | 912.2 | 62 | 3.7 | 165 | 352.4 | 63 | 17,842,265 | 57 |
| Albuquerque, N.M. | 553.9 | 91 | 12.7 | 26 | 216.9 | 86 | 8,718,014 | 98 |
| Alexandria, La. | 128.5 | 263 | -1.9 | 296 | 44.9 | 273 | 1,828,955 | 277 |
| Allentown - Bethlehem - Easton, Pa. | 724.0 | 75 | 4.6 | 142 | 275.4 | 72 | 13,000,915 | 73 |
| Altoona, Pa. | 129.0 | 261 | -1.0 | 281 | 50.4 | 251 | 1,879,087 | 264 |
| Amarillo, Tex. | 192.2 | 202 | 2.2 | 211 | 74.3 | 198 | 3,377,151 | 191 |
| Anaheim - Santa Ana, Cal. | 2,702.0 | 14 | 10.2 | 48 | 893.2 | 18 | 59,220,877 | 12 |
| Anchorage, Alas. | 233.7 | 177 | 3.0 | 190 | 85.6 | 185 | 5,138,155 | 149 |
| Anderson, Ind. | 127.4 | 266 | -2.1 | 299 | 48.5 | 257 | 1,984,620 | 254 |
| Anderson, S.C. | 152.2 | 232 | 4.1 | 154 | 58.7 | 226 | 2,299,217 | 240 |
| Ann Arbor, Mich. | 296.6 | 150 | 4.1 | 154 | 109.5 | 154 | 5,319,516 | 144 |
| Anniston, Ala. | 117.2 | 281 | .9 | 240 | 43.7 | 281 | 1,570,598 | 297 |
| Appleton - Oshkosh - Neenah, Wisc. | 331.7 | 141 | 4.5 | 143 | 123.0 | 137 | 5,670,879 | 140 |
| Asheville, N.C. | 182.3 | 206 | 3.6 | 171 | 75.1 | 195 | 2,993,215 | 200 |
| Athens, Ga. | 169.2 | 214 | 7.0 | 87 | 62.5 | 212 | 2,379,116 | 235 |
| Atlanta, Ga. | 3,334.0 | 9 | 14.4 | 17 | 1,244.2 | 9 | 65,200,797 | 9 |
| Atlantic City, N.J. | 343.2 | 136 | 6.3 | 99 | 131.5 | 133 | 5,570,765 | 141 |
| Augusta, Ga. | 420.0 | 115 | 5.0 | 133 | 152.6 | 115 | 6,282,822 | 129 |
| Aurora - Elgin, Ill. | 402.2 | 120 | 10.7 | 43 | 134.2 | 130 | 7,389,998 | 117 |
| Austin, Tex. | 896.5 | 63 | 12.3 | 31 | 352.7 | 62 | 18,018,108 | 56 |
| Bakersfield, Cal. | 646.2 | 80 | 15.6 | 8 | 213.1 | 88 | 10,336,381 | 85 |
| Baltimore, Md. | 2,537.7 | 16 | 5.5 | 118 | 943.9 | 17 | 47,097,396 | 19 |
| Bangor, Me. | 152.8 | 231 | 3.6 | 171 | 57.1 | 228 | 2,435,386 | 230 |
| Baton Rouge, La. | 531.8 | 96 | .7 | 242 | 190.2 | 96 | 9,561,798 | 90 |
| Battle Creek, Mich. | 137.1 | 249 | .7 | 242 | 52.6 | 244 | 2,791,581 | 213 |
| Beaumont - Port Arthur, Tex. | 348.4 | 135 | -3.0 | 308 | 130.5 | 134 | 6,102,635 | 133 |
| Beaver County, Pa. | 179.1 | 209 | -3.2 | 309 | 71.1 | 201 | 2,733,194 | 215 |
| Bellingham, Wash. | 140.0 | 243 | 8.0 | 74 | 53.2 | 238 | 1,964,804 | 257 |
| Benton Harbor, Mich. | 162.1 | 223 | .4 | 249 | 61.6 | 215 | 2,688,060 | 219 |
| Bergen - Passaic, N.J. | 1,271.6 | 42 | -.4 | 267 | 459.1 | 42 | 34,838,246 | 27 |
| Billings, Mont. | 111.0 | 292 | -1.8 | 294 | 44.3 | 276 | 1,836,547 | 273 |
| Biloxi - Gulfport, Miss. | 200.3 | 197 | 1.4 | 229 | 72.9 | 199 | 3,253,083 | 194 |
| Binghamton, N.Y. | 264.4 | 166 | .0 | 258 | 101.6 | 159 | 5,133,151 | 150 |
| Birmingham, Ala. | 931.5 | 60 | 2.3 | 208 | 358.2 | 60 | 15,031,330 | 68 |
| Bismarck, N.D. | 84.4 | 312 | .7 | 242 | 32.1 | 310 | 1,423,250 | 305 |
| Bloomington - Normal, Ill. | 135.6 | 252 | 4.2 | 150 | 49.1 | 256 | 2,688,299 | 218 |
| Bloomington, Ind. | 113.6 | 288 | 3.6 | 171 | 40.6 | 293 | 1,945,812 | 259 |
| Boise, Ida. | 222.2 | 187 | 6.8 | 91 | 83.7 | 187 | 4,081,800 | 173 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 3,844.5 | 7 | 1.4 | 229 | 1,427.5 | 7 | 88,695,523 | 6 |
| Boulder - Longmont, Colo. | 240.1 | 175 | 5.6 | 117 | 95.9 | 169 | 4,512,138 | 162 |
| Bradenton, Fla. | 236.4 | 176 | 9.6 | 56 | 102.1 | 157 | 4,370,602 | 164 |
| Brazoria, Tex. | 200.1 | 198 | 3.8 | 162 | 67.4 | 206 | 3,906,085 | 176 |
| Bremerton, Wash. | 220.1 | 190 | 13.3 | 22 | 80.5 | 189 | 3,559,926 | 184 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | 827.5 | 67 | .0 | 258 | 304.3 | 66 | 23,954,556 | 44 |
| Brownsville - Harlingen, Tex. | 283.9 | 157 | 7.9 | 76 | 78.5 | 191 | 2,468,255 | 229 |
| Bryan - College Station, Tex. | 130.0 | 259 | 5.8 | 113 | 46.8 | 264 | 1,919,720 | 263 |
| Buffalo, N.Y. | 955.5 | 57 | -1.1 | 283 | 377.2 | 54 | 15,848,936 | 66 |
| Burlington, N.C. | 113.7 | 287 | 4.3 | 148 | 43.5 | 269 | 1,726,855 | 287 |
| Burlington, Vt. | 148.7 | 235 | 7.2 | 86 | 55.4 | 234 | 3,056,841 | 199 |
| Canton, Ohio | 395.4 | 124 | .3 | 254 | 151.3 | 117 | 5,954,694 | 138 |
| Casper, Wyo. | 56.2 | 319 | -6.6 | 319 | 22.6 | 319 | 1,081,265 | 318 |
| Cedar Rapids, Iowa | 173.1 | 213 | 2.2 | 211 | 67.2 | 208 | 3,585,787 | 182 |
| Champaign - Urbana - Rantoul, Ill. | 176.7 | 211 | 1.9 | 217 | 65.3 | 211 | 2,897,454 | 205 |
| Charleston, S.C. | 567.9 | 90 | 10.2 | 48 | 201.9 | 90 | 8,398,131 | 100 |
| Charleston, W.Va. | 242.3 | 174 | -2.8 | 306 | 99.0 | 163 | 4,552,842 | 161 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | 1,294.0 | 40 | 9.5 | 59 | 495.5 | 40 | 22,818,510 | 46 |
| Charlottesville, Va. | 140.6 | 242 | 6.0 | 105 | 53.1 | 240 | 2,477,642 | 228 |
| Chattanooga, Tenn. | 447.7 | 109 | 2.9 | 194 | 174.1 | 104 | 6,713,110 | 124 |
| Cheyenne, Wyo. | 75.0 | 316 | 2.3 | 208 | 29.0 | 316 | 1,204,701 | 314 |
| Chicago, Ill. | 6,152.7 | 3 | 1.2 | 236 | 2,233.6 | 3 | 130,417,954 | 3 |
| Chico, Cal. | 202.8 | 196 | 9.4 | 60 | 79.5 | 190 | 2,731,364 | 216 |
| Cincinnati, Ohio | 1,493.4 | 39 | 2.4 | 205 | 568.5 | 32 | 29,801,900 | 36 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 178.9 | 210 | 4.9 | 136 | 59.6 | 225 | 2,407,792 | 233 |
| Cleveland, Ohio | 1,801.3 | 25 | -1.3 | 286 | 707.7 | 24 | 35,608,638 | 26 |
| Colorado Springs, Colo. | 454.0 | 104 | 12.1 | 33 | 169.8 | 108 | 7,771,089 | 111 |
| Columbia, Mo. | 117.6 | 279 | 4.0 | 158 | 44.3 | 276 | 2,145,346 | 248 |
| Columbia, S.C. | 488.6 | 99 | 6.6 | 95 | 178.1 | 101 | 9,350,654 | 92 |
| Columbus, Ga. | 253.5 | 171 | 3.7 | 165 | 90.8 | 176 | 3,431,491 | 188 |
| Columbus, Ohio | 1,465.0 | 35 | 5.4 | 123 | 559.3 | 33 | 25,950,854 | 39 |
| Corpus Christi, Tex. | 357.0 | 133 | 1.9 | 217 | 121.3 | 140 | 4,731,148 | 158 |
| Cumberland, Md. | 99.4 | 301 | -1.9 | 296 | 39.1 | 296 | 1,329,784 | 307 |
| Dallas, Tex. | 2,884.7 | 12 | 10.8 | 41 | 1,072.6 | 11 | 60,398,205 | 11 |
| Danville, Va. | 107.0 | 296 | -1.3 | 286 | 42.6 | 285 | 1,526,038 | 300 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 336.6 | 139 | -3.4 | 311 | 132.5 | 132 | 6,481,857 | 126 |
| Dayton - Springfield, Ohio | 970.6 | 55 | 1.8 | 221 | 373.0 | 57 | 17,292,839 | 61 |
| Daytona Beach, Fla. | 427.9 | 113 | 12.7 | 26 | 177.8 | 102 | 7,430,954 | 116 |
| Decatur, Ala. | 107.2 | 295 | 6.0 | 105 | 41.0 | 289 | 1,440,660 | 303 |

## S&MM METRO MARKET RANKINGS ACROSS THE BOARD: 1995 Projections

| | 1995 Average Household EBI | | 1995 Total Retail Sales | | 1995 Per Household Retail Sales | | 1995 Buying Power Index | |
|---|---|---|---|---|---|---|---|---|
| Area | ($) | Rank | ($000) | Rank | ($) | Rank | BPI | Rank |
| **Abilene**, Tex. | 37,994 | 274 | 1,205,841 | 267 | 27,784 | 105 | .0414 | 279 |
| **Akron**, Ohio | 43,760 | 177 | 5,260,616 | 90 | 20,662 | 280 | .2334 | 82 |
| **Albany**, Ga. | 37,202 | 287 | 943,743 | 293 | 23,953 | 205 | .0357 | 301 |
| **Albany** - Schenectady - Troy, N.Y. | 50,631 | 82 | 8,775,155 | 58 | 24,901 | 170 | .3668 | 59 |
| **Albuquerque**, N.M. | 40,194 | 246 | 5,550,157 | 88 | 25,589 | 158 | .2032 | 91 |
| **Alexandria**, La. | 40,734 | 237 | 1,730,605 | 210 | 38,544 | 10 | .0506 | 249 |
| **Allentown** - Bethlehem - Easton, Pa. | 47,207 | 122 | 6,289,501 | 75 | 22,838 | 234 | .2705 | 74 |
| **Altoona**, Pa. | 37,283 | 285 | 1,202,841 | 268 | 23,866 | 210 | .0446 | 266 |
| **Amarillo**, Tex. | 45,453 | 152 | 2,972,532 | 148 | 40,007 | 9 | .0872 | 175 |
| **Anaheim** - Santa Ana, Cal. | 66,302 | 11 | 29,014,163 | 13 | 32,483 | 31 | 1.1911 | 12 |
| **Anchorage**, Alas. | 60,025 | 21 | 3,961,682 | 115 | 46,281 | 3 | .1213 | 144 |
| **Anderson**, Ind. | 40,920 | 233 | 1,002,539 | 288 | 20,671 | 278 | .0430 | 271 |
| **Anderson**, S.C. | 39,169 | 259 | 1,331,279 | 246 | 22,679 | 237 | .0523 | 241 |
| **Ann Arbor**, Mich. | 48,580 | 104 | 3,093,050 | 145 | 28,247 | 94 | .1172 | 147 |
| **Anniston**, Ala. | 35,940 | 297 | 1,038,287 | 284 | 23,759 | 214 | .0383 | 293 |
| **Appleton** - Oshkosh - Neenah, Wisc. | 46,105 | 142 | 4,002,259 | 113 | 32,539 | 30 | .1348 | 134 |
| **Asheville**, N.C. | 39,856 | 251 | 1,568,250 | 223 | 20,882 | 272 | .0650 | 210 |
| **Athens**, Ga. | 38,066 | 273 | 1,120,446 | 273 | 17,927 | 309 | .0517 | 245 |
| **Atlanta**, Ga. | 52,404 | 69 | 29,447,972 | 12 | 23,668 | 218 | 1.3072 | 10 |
| **Atlantic City**, N.J. | 42,363 | 204 | 3,580,471 | 127 | 27,228 | 113 | .1295 | 140 |
| **Augusta**, Ga. | 41,172 | 228 | 3,816,239 | 119 | 25,008 | 166 | .1456 | 124 |
| **Aurora** - Elgin, Ill. | 55,067 | 47 | 4,351,021 | 107 | 32,422 | 33 | .1628 | 112 |
| **Austin**, Tex. | 51,086 | 79 | 9,233,693 | 56 | 26,180 | 140 | .3732 | 57 |
| **Bakersfield**, Cal. | 48,505 | 103 | 4,558,545 | 99 | 21,392 | 263 | .2149 | 89 |
| **Baltimore**, Md. | 49,897 | 90 | 19,663,380 | 22 | 20,832 | 274 | .9344 | 20 |
| **Bangor**, Me. | 42,651 | 197 | 1,566,495 | 224 | 27,434 | 111 | .0568 | 228 |
| **Baton Rouge**, La. | 50,272 | 88 | 6,644,636 | 73 | 34,935 | 17 | .2242 | 87 |
| **Battle Creek**, Mich. | 53,072 | 62 | 1,475,143 | 231 | 28,045 | 98 | .0583 | 222 |
| **Beaumont** - Port Arthur, Tex. | 46,763 | 132 | 3,516,080 | 130 | 26,943 | 122 | .1346 | 135 |
| **Beaver County**, Pa. | 38,442 | 270 | 1,038,913 | 283 | 14,612 | 320 | .0554 | 233 |
| **Bellingham**, Wash. | 36,932 | 290 | 1,527,918 | 227 | 28,720 | 87 | .0503 | 250 |
| **Benton Harbor**, Mich. | 43,637 | 179 | 1,465,205 | 232 | 23,786 | 211 | .0589 | 221 |
| **Bergen** - Passaic, N.J. | 75,884 | 5 | 14,454,636 | 36 | 31,485 | 44 | .6439 | 32 |
| **Billings**, Mont. | 41,457 | 221 | 1,663,773 | 216 | 37,557 | 13 | .0486 | 251 |
| **Biloxi** - Gulfport, Miss. | 44,624 | 163 | 1,623,091 | 218 | 22,265 | 245 | .0697 | 200 |
| **Binghamton**, N.Y. | 50,573 | 84 | 2,429,281 | 168 | 23,910 | 209 | .1044 | 157 |
| **Birmingham**, Ala. | 41,964 | 212 | 9,246,758 | 55 | 25,815 | 152 | .3445 | 64 |
| **Bismarck**, N.D. | 44,338 | 168 | 1,078,353 | 278 | 33,594 | 23 | .0348 | 303 |
| **Bloomington** - Normal, Ill. | 54,752 | 49 | 1,450,040 | 235 | 29,532 | 75 | .0567 | 229 |
| **Bloomington**, Ind. | 47,926 | 113 | 803,175 | 308 | 19,783 | 291 | .0391 | 290 |
| **Boise**, Ida. | 48,767 | 101 | 2,062,569 | 186 | 24,642 | 181 | .0856 | 182 |
| **Boston** - Lawrence - Salem - Lowell - Brockton, Mass. | 62,133 | 18 | 37,292,450 | 7 | 26,124 | 141 | 1.6916 | 7 |
| **Boulder** - Longmont, Colo. | 47,050 | 124 | 2,637,254 | 160 | 27,500 | 109 | .0987 | 161 |
| **Bradenton**, Fla. | 42,007 | 193 | 1,767,955 | 208 | 17,316 | 314 | .0860 | 181 |
| **Brazoria**, Tex. | 57,954 | 28 | 1,698,552 | 211 | 25,201 | 164 | .0776 | 190 |
| **Bremerton**, Wash. | 44,223 | 169 | 1,666,704 | 215 | 20,704 | 276 | .0750 | 193 |
| **Bridgeport** - Stamford - Norwalk - Danbury, Conn. | 78,720 | 3 | 9,154,354 | 57 | 30,083 | 65 | .4294 | 49 |
| **Brownsville** - Harlingen, Tex. | 31,443 | 315 | 2,100,362 | 183 | 26,756 | 125 | .0737 | 197 |
| **Bryan** - College Station, Tex. | 41,020 | 230 | 1,309,208 | 247 | 27,975 | 100 | .0463 | 258 |
| **Buffalo**, N.Y. | 42,017 | 209 | 7,752,516 | 66 | 20,553 | 281 | .3363 | 66 |
| **Burlington**, N.C. | 37,953 | 277 | 1,033,806 | 286 | 22,721 | 236 | .0397 | 284 |
| **Burlington**, Vt. | 55,178 | 45 | 1,354,643 | 245 | 24,452 | 186 | .0604 | 219 |
| **Canton**, Ohio | 39,357 | 258 | 3,126,624 | 144 | 20,665 | 279 | .1317 | 137 |
| **Casper**, Wyo. | 47,844 | 114 | 642,599 | 318 | 28,434 | 91 | .0237 | 319 |
| **Cedar Rapids**, Iowa | 53,360 | 55 | 2,254,121 | 175 | 33,543 | 24 | .0791 | 189 |
| **Champaign** - Urbana - Rantoul, Ill. | 44,371 | 167 | 1,687,754 | 212 | 25,846 | 149 | .0649 | 211 |
| **Charleston**, S.C. | 41,595 | 219 | 4,493,856 | 105 | 22,258 | 246 | .1877 | 98 |
| **Charleston**, W.Va. | 45,988 | 146 | 2,529,729 | 165 | 25,553 | 159 | .0980 | 162 |
| **Charlotte** - Gastonia - Rock Hill, N.C.-S.C. | 46,051 | 145 | 10,439,575 | 49 | 21,069 | 267 | .4687 | 47 |
| **Charlottesville**, Va. | 46,660 | 135 | 1,618,680 | 220 | 30,484 | 57 | .0570 | 227 |
| **Chattanooga**, Tenn. | 38,559 | 267 | 3,418,577 | 132 | 19,636 | 293 | .1473 | 122 |
| **Cheyenne**, Wyo. | 41,541 | 220 | 779,984 | 311 | 26,896 | 124 | .0281 | 317 |
| **Chicago**, Ill. | 58,389 | 25 | 69,078,097 | 2 | 30,927 | 50 | 2.7028 | 3 |
| **Chico**, Cal. | 34,357 | 307 | 1,518,495 | 229 | 19,101 | 300 | .0632 | 214 |
| **Cincinnati**, Ohio | 52,422 | 68 | 14,201,271 | 37 | 24,980 | 168 | .6046 | 35 |
| **Clarksville** - Hopkinsville, Tenn.-Ky. | 40,399 | 240 | 1,248,210 | 261 | 20,943 | 268 | .0546 | 238 |
| **Cleveland**, Ohio | 50,316 | 86 | 15,867,514 | 31 | 22,421 | 240 | .7098 | 28 |
| **Colorado Springs**, Colo. | 45,766 | 148 | 4,134,882 | 110 | 24,351 | 193 | .1679 | 109 |
| **Columbia**, Mo. | 48,428 | 106 | 1,220,978 | 265 | 27,562 | 108 | .0467 | 257 |
| **Columbia**, S.C. | 52,502 | 67 | 5,144,179 | 91 | 28,884 | 84 | .1998 | 92 |
| **Columbus**, Ga. | 37,792 | 278 | 2,202,304 | 176 | 24,254 | 197 | .0828 | 186 |
| **Columbus**, Ohio | 46,399 | 139 | 13,673,462 | 40 | 24,447 | 187 | .5554 | 38 |
| **Corpus Christi**, Tex. | 39,004 | 262 | 3,315,348 | 136 | 27,332 | 112 | .1183 | 146 |
| **Cumberland**, Md. | 34,010 | 309 | 720,730 | 317 | 18,433 | 305 | .0305 | 312 |
| **Dallas**, Tex. | 56,310 | 37 | 35,794,710 | 8 | 33,372 | 25 | 1.3019 | 11 |
| **Danville**, Va. | 35,822 | 299 | 762,432 | 315 | 17,897 | 311 | .0338 | 305 |
| **Davenport** - Rock Island - Moline, Iowa-Ill. | 48,920 | 99 | 3,978,175 | 114 | 30,024 | 66 | .1435 | 125 |
| **Dayton** - Springfield, Ohio | 46,361 | 140 | 8,613,676 | 60 | 23,093 | 228 | .3635 | 60 |
| **Daytona Beach**, Fla. | 41,794 | 216 | 3,445,073 | 131 | 19,376 | 298 | .1538 | 118 |
| **Decatur**, Ala. | 35,138 | 303 | 1,023,472 | 287 | 24,963 | 169 | .0360 | 299 |

## S&MM METRO MARKET RANKINGS ACROSS THE BOARD: Population, Households, Effective Buying Income

| | Population | | Households | | Population Density | | Effective Buying Income (EBI) | | Median Household EBI | | Average Household EBI | | Per Capita EBI | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Area | (Thous.) | Rank | (Thous.) | Rank | (Pop/Sq.Mi.) | Rank | ($000) | Rank | ($) | Rank | ($) | Rank | ($) | Rank |
| Decatur, Ill. | 116.2 | 278 | 45.6 | 264 | 200 | 187 | 1,746,993 | 240 | 29,857 | 86 | 38,311 | 89 | 15,034 | 69 |
| Denver, Colo. | 1,633.3 | 26 | 653.0 | 25 | 434 | 72 | 26,341,923 | 28 | 33,138 | 38 | 40,340 | 57 | 16,128 | 27 |
| Des Moines, Iowa | 396.0 | 115 | 154.4 | 110 | 229 | 160 | 5,779,057 | 108 | 28,898 | 108 | 37,429 | 104 | 14,594 | 82 |
| Detroit, Mich. | 4,387.9 | 5 | 1,621.0 | 5 | 983 | 25 | 64,078,339 | 7 | 31,089 | 63 | 39,530 | 73 | 14,603 | 80 |
| Dothan, Ala. | 131.9 | 250 | 48.8 | 251 | 116 | 261 | 1,395,972 | 273 | 20,829 | 300 | 28,606 | 299 | 10,584 | 294 |
| Dubuque, Iowa | 86.2 | 308 | 30.7 | 311 | 142 | 240 | 1,032,019 | 308 | 26,304 | 170 | 33,616 | 188 | 11,972 | 231 |
| Duluth, Minn. | 238.5 | 174 | 94.7 | 161 | 32 | 314 | 3,094,630 | 170 | 26,287 | 171 | 32,678 | 215 | 12,975 | 164 |
| Eau Claire, Wisc. | 138.2 | 244 | 50.6 | 243 | 84 | 285 | 1,628,882 | 249 | 24,099 | 234 | 32,191 | 227 | 11,786 | 243 |
| Elkhart - Goshen, Ind. | 157.6 | 219 | 57.2 | 223 | 340 | 104 | 1,884,166 | 227 | 25,692 | 191 | 32,940 | 207 | 11,955 | 235 |
| Elmira, N.Y. | 95.4 | 305 | 35.4 | 304 | 234 | 158 | 1,176,063 | 299 | 24,953 | 211 | 33,222 | 203 | 12,328 | 201 |
| El Paso, Tex. | 602.6 | 84 | 181.8 | 94 | 595 | 44 | 5,372,915 | 114 | 20,884 | 299 | 29,554 | 285 | 8,916 | 313 |
| Enid, Okla. | 55.7 | 320 | 22.0 | 320 | 53 | 301 | 636,588 | 320 | 21,867 | 284 | 28,936 | 295 | 11,429 | 265 |
| Erie, Pa. | 275.1 | 155 | 101.4 | 155 | 343 | 101 | 3,744,230 | 152 | 28,971 | 105 | 36,925 | 111 | 13,610 | 125 |
| Eugene - Springfield, Ore. | 284.3 | 148 | 111.4 | 143 | 62 | 297 | 3,256,948 | 164 | 22,972 | 266 | 29,237 | 291 | 11,456 | 264 |
| Evansville, Ind. | 279.2 | 153 | 108.8 | 144 | 190 | 200 | 3,640,992 | 154 | 26,033 | 181 | 33,465 | 191 | 13,041 | 159 |
| Fargo - Moorhead, N.D.-Minn. | 154.4 | 222 | 58.2 | 217 | 55 | 300 | 1,961,645 | 218 | 25,460 | 198 | 33,705 | 184 | 12,705 | 175 |
| Fayetteville - Springdale, Ark. | 114.6 | 284 | 43.9 | 273 | 121 | 258 | 1,346,156 | 278 | 21,939 | 283 | 30,664 | 267 | 11,747 | 248 |
| Fayetteville, N.C. | 275.8 | 154 | 92.0 | 167 | 422 | 77 | 2,948,844 | 176 | 21,697 | 288 | 32,053 | 232 | 10,692 | 292 |
| Flint, Mich. | 429.1 | 106 | 160.8 | 104 | 671 | 36 | 5,171,485 | 118 | 26,553 | 161 | 32,161 | 228 | 12,052 | 224 |
| Florence, Ala. | 131.1 | 252 | 50.9 | 242 | 104 | 271 | 1,470,726 | 264 | 22,349 | 276 | 28,894 | 296 | 11,218 | 276 |
| Florence, S.C. | 114.8 | 283 | 40.4 | 287 | 144 | 238 | 1,129,286 | 301 | 21,075 | 296 | 27,953 | 308 | 9,837 | 311 |
| Fort Collins - Loveland, Colo. | 190.7 | 196 | 72.3 | 193 | 73 | 292 | 2,266,940 | 200 | 24,735 | 219 | 31,355 | 256 | 11,887 | 239 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 1,278.4 | 37 | 538.2 | 32 | 1,057 | 20 | 21,697,400 | 34 | 30,411 | 73 | 40,315 | 58 | 16,972 | 20 |
| Fort Myers - Cape Coral, Fla. | 345.2 | 133 | 144.4 | 116 | 430 | 74 | 5,210,253 | 116 | 26,730 | 156 | 36,082 | 128 | 15,093 | 65 |
| Fort Pierce, Fla. | 258.9 | 162 | 104.4 | 151 | 229 | 160 | 3,484,750 | 157 | 25,049 | 207 | 33,379 | 198 | 13,460 | 133 |
| Fort Smith, Ark. | 177.3 | 205 | 67.4 | 201 | 98 | 279 | 1,912,959 | 225 | 20,265 | 307 | 28,382 | 302 | 10,789 | 290 |
| Fort Walton Beach, Fla. | 146.9 | 232 | 54.5 | 231 | 157 | 229 | 1,899,967 | 226 | 26,442 | 165 | 34,862 | 155 | 12,934 | 166 |
| Fort Wayne, Ind. | 365.8 | 123 | 136.8 | 121 | 270 | 136 | 4,818,583 | 127 | 28,353 | 119 | 35,224 | 146 | 13,173 | 153 |
| Fort Worth - Arlington, Tex. | 1,361.0 | 35 | 506.1 | 35 | 545 | 50 | 20,154,944 | 36 | 31,118 | 61 | 39,824 | 68 | 14,809 | 74 |
| Fresno, Cal. | 682.9 | 73 | 226.2 | 81 | 115 | 262 | 8,660,195 | 79 | 27,326 | 146 | 38,286 | 92 | 12,681 | 179 |
| Gadsden, Ala. | 99.7 | 299 | 38.6 | 295 | 186 | 206 | 974,058 | 311 | 18,290 | 315 | 25,235 | 316 | 9,770 | 312 |
| Gainesville, Fla. | 206.6 | 189 | 79.5 | 186 | 177 | 210 | 2,508,760 | 193 | 22,050 | 280 | 31,557 | 247 | 12,143 | 217 |
| Galveston - Texas City, Tex. | 218.3 | 184 | 81.8 | 184 | 548 | 49 | 2,979,483 | 174 | 29,177 | 102 | 36,424 | 121 | 13,649 | 123 |
| Gary - Hammond, Ind. | 603.2 | 83 | 215.5 | 85 | 659 | 38 | 7,233,552 | 88 | 28,649 | 115 | 33,566 | 190 | 11,992 | 228 |
| Glens Falls, N.Y. | 119.6 | 272 | 43.3 | 275 | 70 | 293 | 1,502,813 | 259 | 26,067 | 180 | 34,707 | 160 | 12,565 | 186 |
| Grand Forks, N.D. | 71.0 | 318 | 25.5 | 318 | 49 | 305 | 1,024,260 | 309 | 28,053 | 127 | 40,167 | 63 | 14,426 | 87 |
| Grand Rapids, Mich. | 696.2 | 71 | 247.3 | 74 | 490 | 60 | 9,623,756 | 72 | 30,848 | 67 | 38,915 | 82 | 13,823 | 117 |
| Great Falls, Mont. | 77.5 | 315 | 30.1 | 313 | 29 | 316 | 938,255 | 312 | 24,105 | 233 | 31,171 | 259 | 12,107 | 221 |
| Greeley, Colo. | 132.3 | 249 | 47.7 | 254 | 33 | 313 | 1,396,383 | 272 | 23,268 | 260 | 29,274 | 290 | 10,555 | 295 |
| Green Bay, Wisc. | 196.2 | 192 | 72.9 | 192 | 371 | 94 | 2,559,642 | 188 | 28,491 | 117 | 35,112 | 149 | 13,046 | 157 |
| Greensboro - Winston-Salem - High Point, N.C. | 949.6 | 55 | 375.2 | 49 | 275 | 134 | 13,135,363 | 57 | 26,410 | 166 | 35,009 | 152 | 13,833 | 115 |
| Greenville - Spartanburg, S.C. | 647.5 | 78 | 243.5 | 76 | 308 | 114 | 7,798,861 | 84 | 24,687 | 220 | 32,028 | 234 | 12,045 | 225 |
| Hagerstown, Md. | 122.1 | 267 | 45.0 | 268 | 266 | 138 | 1,464,057 | 265 | 26,272 | 172 | 32,535 | 221 | 11,991 | 229 |
| Hamilton - Middletown, Ohio | 294.2 | 146 | 105.6 | 148 | 630 | 39 | 3,563,065 | 156 | 27,608 | 139 | 33,741 | 182 | 12,111 | 220 |
| Harrisburg - Lebanon - Carlisle, Pa. | 591.5 | 86 | 227.6 | 80 | 297 | 120 | 8,964,816 | 77 | 30,928 | 66 | 39,388 | 75 | 15,156 | 64 |
| Hartford - New Britain - Middletown - Bristol, Conn. | 1,130.7 | 43 | 426.4 | 43 | 746 | 33 | 19,586,596 | 37 | 36,477 | 21 | 45,935 | 20 | 17,323 | 18 |
| Hickory - Morganton, N.C. | 223.4 | 182 | 85.8 | 176 | 191 | 198 | 2,806,496 | 180 | 25,404 | 201 | 32,710 | 213 | 12,563 | 187 |
| Honolulu, Haw. | 842.6 | 62 | 267.3 | 69 | 1,404 | 13 | 13,415,026 | 54 | 37,072 | 19 | 50,187 | 14 | 15,921 | 33 |
| Houma - Thibodaux, La. | 182.2 | 203 | 60.4 | 214 | 78 | 288 | 2,098,447 | 211 | 28,350 | 120 | 34,743 | 158 | 11,517 | 260 |
| Houston, Tex. | 3,331.2 | 8 | 1,196.7 | 8 | 626 | 40 | 46,419,042 | 9 | 30,278 | 75 | 38,789 | 84 | 13,935 | 110 |
| Huntington - Ashland, W.Va.-Ky. | 310.7 | 144 | 119.0 | 137 | 144 | 238 | 3,266,105 | 162 | 20,583 | 302 | 27,446 | 310 | 10,512 | 296 |
| Huntsville, Ala. | 242.7 | 171 | 92.7 | 165 | 301 | 118 | 3,759,177 | 151 | 30,483 | 69 | 40,552 | 55 | 15,489 | 45 |
| Indianapolis, Ind. | 1,258.1 | 39 | 483.2 | 38 | 410 | 81 | 17,613,378 | 43 | 28,910 | 107 | 36,452 | 120 | 14,000 | 107 |
| Iowa City, Iowa | 96.9 | 302 | 36.4 | 302 | 158 | 227 | 1,359,274 | 276 | 25,680 | 193 | 37,343 | 107 | 14,028 | 106 |
| Jackson, Mich. | 150.4 | 227 | 53.9 | 235 | 213 | 175 | 1,942,679 | 221 | 28,816 | 111 | 36,042 | 131 | 12,917 | 168 |
| Jackson, Miss. | 397.4 | 114 | 140.9 | 120 | 168 | 219 | 4,824,350 | 126 | 25,002 | 209 | 34,240 | 171 | 12,140 | 219 |
| Jackson, Tenn. | 78.1 | 314 | 29.7 | 315 | 140 | 243 | 934,295 | 313 | 23,818 | 242 | 31,458 | 253 | 11,963 | 233 |
| Jacksonville, Fla. | 927.1 | 56 | 351.5 | 56 | 352 | 98 | 12,677,224 | 59 | 27,605 | 140 | 36,066 | 129 | 13,674 | 120 |
| Jacksonville, N.C. | 151.5 | 226 | 41.3 | 285 | 198 | 190 | 1,234,297 | 293 | 17,221 | 318 | 29,886 | 280 | 8,147 | 316 |
| Jamestown - Dunkirk, N.Y. | 141.4 | 237 | 53.5 | 236 | 133 | 252 | 1,685,496 | 245 | 23,749 | 249 | 31,505 | 248 | 11,920 | 237 |
| Janesville - Beloit, Wisc. | 139.3 | 239 | 52.2 | 239 | 193 | 195 | 1,829,480 | 233 | 29,129 | 104 | 35,048 | 151 | 13,133 | 156 |
| Jersey City, N.J. | 550.9 | 89 | 207.9 | 87 | 11,797 | 1 | 7,842,458 | 83 | 27,405 | 142 | 37,722 | 100 | 14,236 | 97 |
| Johnson City - Kingsport - Bristol, Tenn. | 436.4 | 102 | 170.6 | 99 | 132 | 232 | 5,077,803 | 122 | 22,770 | 271 | 29,764 | 282 | 11,636 | 254 |
| Johnstown, Pa. | 239.7 | 173 | 91.0 | 168 | 136 | 247 | 2,442,047 | 195 | 20,575 | 303 | 26,836 | 313 | 10,188 | 306 |
| Joliet, Ill. | 393.1 | 117 | 130.1 | 128 | 313 | 112 | 5,781,832 | 107 | 37,403 | 17 | 44,441 | 27 | 14,708 | 78 |
| Joplin, Mo. | 135.6 | 246 | 53.3 | 237 | 107 | 269 | 1,475,270 | 263 | 20,109 | 310 | 27,679 | 309 | 10,880 | 284 |
| Kalamazoo, Mich. | 224.5 | 180 | 84.1 | 180 | 400 | 85 | 3,323,016 | 161 | 30,387 | 74 | 39,513 | 74 | 14,802 | 75 |
| Kankakee, Ill. | 96.0 | 304 | 34.5 | 306 | 142 | 240 | 1,180,969 | 297 | 26,554 | 160 | 34,231 | 173 | 12,302 | 205 |
| Kansas City, Mo.-Kans. | 1,584.7 | 28 | 609.4 | 28 | 318 | 110 | 24,362,333 | 30 | 31,212 | 57 | 39,978 | 65 | 15,373 | 50 |
| Kenosha, Wisc. | 129.0 | 260 | 47.3 | 256 | 473 | 66 | 2,039,184 | 212 | 35,536 | 25 | 43,112 | 36 | 15,808 | 36 |
| Killeen - Temple, Tex. | 258.2 | 163 | 85.0 | 177 | 122 | 257 | 2,777,272 | 182 | 21,402 | 293 | 32,674 | 216 | 10,756 | 291 |
| Knoxville, Tenn. | 608.4 | 81 | 239.3 | 77 | 219 | 172 | 7,601,304 | 86 | 23,564 | 253 | 31,765 | 242 | 12,494 | 192 |
| Kokomo, Ind. | 96.3 | 303 | 37.3 | 298 | 174 | 212 | 1,300,615 | 287 | 28,282 | 121 | 34,869 | 154 | 13,506 | 130 |
| La Crosse, Wisc. | 98.4 | 301 | 36.9 | 299 | 217 | 173 | 1,296,381 | 288 | 26,270 | 173 | 35,132 | 148 | 13,175 | 152 |
| Lafayette - West Lafayette, Ind. | 131.2 | 251 | 45.9 | 261 | 263 | 141 | 1,629,803 | 248 | 25,301 | 204 | 35,508 | 141 | 12,422 | 196 |
| Lafayette, La. | 208.0 | 188 | 74.8 | 189 | 206 | 179 | 2,525,718 | 190 | 25,821 | 185 | 33,766 | 181 | 12,143 | 217 |
| Lake Charles, La. | 168.1 | 211 | 60.3 | 215 | 157 | 229 | 1,977,054 | 216 | 27,337 | 145 | 32,787 | 209 | 11,761 | 247 |
| Lake County, Ill. | 525.8 | 91 | 177.3 | 96 | 1,174 | 18 | 9,978,593 | 70 | 41,617 | 8 | 56,281 | 7 | 18,978 | 10 |
| Lakeland - Winter Haven, Fla. | 411.9 | 108 | 158.6 | 106 | 220 | 171 | 5,077,650 | 123 | 23,966 | 238 | 32,015 | 236 | 12,327 | 202 |
| Lancaster, Pa. | 429.6 | 105 | 153.5 | 111 | 453 | 68 | 5,975,594 | 102 | 30,466 | 70 | 38,929 | 81 | 13,910 | 111 |
| Lansing - East Lansing, Mich. | 434.5 | 104 | 157.6 | 108 | 255 | 145 | 5,928,556 | 104 | 29,475 | 95 | 37,618 | 102 | 13,645 | 124 |

## S&MM METRO MARKET RANKINGS ACROSS THE BOARD: Retail Sales, Buying Power Indexes

| | Total Retail Sales | | Per Household Retail Sales | | Buying Power Index (BPI) | | Economy-Priced-Products BPI | | Moderate-Priced-Products BPI | | Premium-Priced-Products BPI | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Area | ($000) | Rank | ($) | Rank | BPI | Rank | BPI | Rank | BPI | Rank | BPI | Rank |
| **Decatur**, Ill. | 900,491 | 261 | 19,748 | 183 | .0492 | 250 | .0434 | 294 | .0472 | 285 | .0477 | 251 |
| **Denver**, Colo. | 12,998,169 | 27 | 19,905 | 169 | .7225 | 28 | .5922 | 26 | .6784 | 25 | .7911 | 27 |
| **Des Moines**, Iowa | 3,466,624 | 99 | 22,452 | 53 | .1718 | 107 | .1676 | 108 | .1748 | 108 | .1717 | 104 |
| **Detroit**, Mich. | 33,349,904 | 5 | 20,574 | 136 | 1.8192 | 6 | 1.5724 | 5 | 1.6203 | 5 | 1.9661 | 6 |
| **Dothan**, Ala. | 1,045,272 | 237 | 21,420 | 94 | .0478 | 258 | .0624 | 236 | .0629 | 232 | .0474 | 252 |
| **Dubuque**, Iowa | 702,124 | 293 | 22,870 | 42 | .0333 | 307 | .0362 | 312 | .0352 | 312 | .0305 | 308 |
| **Duluth**, Minn. | 1,688,841 | 176 | 17,834 | 267 | .0913 | 174 | .1079 | 154 | .0960 | 178 | .0881 | 172 |
| **Eau Claire**, Wisc. | 1,078,933 | 231 | 21,323 | 97 | .0523 | 244 | .0583 | 248 | .0627 | 233 | .0483 | 250 |
| **Elkhart** - Goshen, Ind. | 1,196,790 | 215 | 20,923 | 118 | .0595 | 221 | .0572 | 250 | .0732 | 207 | .0540 | 227 |
| **Elmira**, N.Y. | 688,040 | 298 | 19,436 | 204 | .0358 | 303 | .0387 | 302 | .0423 | 300 | .0356 | 294 |
| **El Paso**, Tex. | 3,561,693 | 95 | 19,591 | 191 | .1839 | 98 | .2409 | 80 | .2254 | 88 | .1698 | 107 |
| **Enid**, Okla. | 402,420 | 320 | 18,292 | 251 | .0202 | 320 | .0272 | 318 | .0266 | 319 | .0195 | 320 |
| **Erie**, Pa. | 1,812,577 | 170 | 17,876 | 266 | .1056 | 156 | .1034 | 163 | .1070 | 162 | .1075 | 153 |
| **Eugene** - Springfield, Ore. | 2,237,700 | 146 | 20,087 | 157 | .1064 | 154 | .1381 | 128 | .1311 | 137 | .1058 | 156 |
| **Evansville**, Ind. | 2,026,723 | 156 | 18,628 | 241 | .1080 | 153 | .1192 | 141 | .1190 | 149 | .1108 | 150 |
| **Fargo** - Moorhead, N.D.-Minn. | 1,296,415 | 207 | 22,275 | 56 | .0618 | 213 | .0663 | 222 | .0691 | 210 | .0578 | 218 |
| **Fayetteville** - Springdale, Ark. | 999,758 | 252 | 22,774 | 47 | .0451 | 268 | .0567 | 251 | .0567 | 245 | .0395 | 278 |
| **Fayetteville**, N.C. | 1,720,790 | 174 | 18,704 | 235 | .0927 | 172 | .1070 | 156 | .1227 | 147 | .0861 | 177 |
| **Flint**, Mich. | 3,478,101 | 98 | 21,630 | 81 | .1658 | 110 | .1755 | 102 | .1780 | 105 | .1711 | 106 |
| **Florence**, Ala. | 898,520 | 262 | 17,653 | 271 | .0464 | 263 | .0643 | 229 | .0564 | 247 | .0444 | 263 |
| **Florence**, S.C. | 973,645 | 255 | 24,100 | 25 | .0414 | 285 | .0552 | 256 | .0533 | 264 | .0360 | 293 |
| **Fort Collins** - Loveland, Colo. | 1,347,464 | 199 | 18,637 | 240 | .0699 | 199 | .0804 | 197 | .0861 | 192 | .0694 | 194 |
| **Fort Lauderdale** - Hollywood - Pompano Beach, Fla. | 12,064,658 | 31 | 22,417 | 59 | .6122 | 33 | .5199 | 35 | .6019 | 28 | .6252 | 33 |
| **Fort Myers** - Cape Coral, Fla. | 3,103,309 | 111 | 21,491 | 88 | .1534 | 115 | .1464 | 125 | .1769 | 107 | .1577 | 117 |
| **Fort Pierce**, Fla. | 2,039,160 | 155 | 19,532 | 200 | .1042 | 158 | .1183 | 144 | .1200 | 148 | .1036 | 157 |
| **Fort Smith**, Ark. | 1,307,386 | 206 | 19,397 | 206 | .0632 | 209 | .0932 | 180 | .0852 | 194 | .0537 | 228 |
| **Fort Walton Beach**, Fla. | 1,124,378 | 224 | 20,631 | 133 | .0575 | 226 | .0542 | 260 | .0679 | 214 | .0545 | 224 |
| **Fort Wayne**, Ind. | 2,831,781 | 122 | 20,700 | 130 | .1450 | 127 | .1302 | 136 | .1581 | 120 | .1476 | 121 |
| **Fort Worth** - Arlington, Tex. | 10,950,924 | 34 | 21,638 | 80 | .5783 | 35 | .5169 | 36 | .5518 | 34 | .5649 | 37 |
| **Fresno**, Cal. | 4,412,904 | 84 | 19,509 | 202 | .2516 | 79 | .2502 | 79 | .2526 | 79 | .2379 | 86 |
| **Gadsden**, Ala. | 652,827 | 307 | 16,913 | 290 | .0326 | 309 | .0556 | 255 | .0419 | 301 | .0327 | 302 |
| **Gainesville**, Fla. | 1,576,875 | 181 | 19,835 | 172 | .0786 | 189 | .1067 | 157 | .0882 | 188 | .0692 | 196 |
| **Galveston** - Texas City, Tex. | 1,488,311 | 186 | 18,195 | 256 | .0846 | 181 | .0961 | 176 | .0848 | 196 | .0838 | 179 |
| **Gary** - Hammond, Ind. | 3,673,341 | 92 | 17,046 | 286 | .2126 | 87 | .2197 | 85 | .2112 | 90 | .2175 | 87 |
| **Glens Falls**, N.Y. | 1,035,026 | 242 | 23,904 | 30 | .0483 | 256 | .0525 | 266 | .0547 | 256 | .0439 | 265 |
| **Grand Forks**, N.D. | 641,042 | 310 | 25,139 | 16 | .0309 | 312 | .0255 | 319 | .0317 | 317 | .0277 | 313 |
| **Grand Rapids**, Mich. | 5,588,808 | 68 | 22,599 | 50 | .2858 | 70 | .2194 | 87 | .2725 | 74 | .3063 | 68 |
| **Great Falls**, Mont. | 614,445 | 313 | 20,413 | 147 | .0298 | 315 | .0354 | 314 | .0366 | 311 | .0298 | 310 |
| **Greeley**, Colo. | 674,935 | 305 | 14,150 | 316 | .0416 | 282 | .0560 | 253 | .0532 | 265 | .0383 | 284 |
| **Green Bay**, Wisc. | 1,749,640 | 172 | 24,001 | 28 | .0812 | 187 | .0740 | 206 | .0843 | 198 | .0871 | 173 |
| **Greensboro** - Winston-Salem - High Point, N.C. | 7,251,632 | 55 | 19,327 | 210 | .3838 | 53 | .3859 | 49 | .4348 | 44 | .4308 | 50 |
| **Greenville** - Spartanburg, S.C. | 4,816,106 | 77 | 19,779 | 179 | .2431 | 81 | .2821 | 69 | .2906 | 71 | .2516 | 80 |
| **Hagerstown**, Md. | 877,724 | 269 | 19,505 | 203 | .0452 | 267 | .0493 | 281 | .0514 | 271 | .0443 | 264 |
| **Hamilton** - Middletown, Ohio | 1,571,044 | 183 | 14,877 | 313 | .1005 | 160 | .1112 | 151 | .1049 | 166 | .0941 | 167 |
| **Harrisburg** - Lebanon - Carlisle, Pa. | 4,938,302 | 74 | 21,697 | 78 | .2573 | 77 | .2034 | 93 | .2530 | 78 | .2532 | 77 |
| **Hartford** - New Britain - Middletown - Bristol, Conn. | 9,371,122 | 42 | 21,977 | 69 | .5255 | 40 | .3693 | 56 | .4278 | 46 | .5592 | 38 |
| **Hickory** - Morganton, N.C. | 1,601,838 | 180 | 18,669 | 237 | .0846 | 181 | .0900 | 182 | .1067 | 163 | .0883 | 170 |
| **Honolulu**, Haw. | 8,377,087 | 47 | 31,340 | 3 | .3980 | 51 | .2516 | 78 | .3253 | 65 | .3956 | 54 |
| **Houma** - Thibodaux, La. | 1,154,031 | 219 | 19,106 | 218 | .0635 | 207 | .0744 | 205 | .0646 | 228 | .0580 | 216 |
| **Houston**, Tex. | 24,203,143 | 9 | 20,225 | 152 | 1.3305 | 9 | 1.2463 | 7 | 1.2775 | 8 | 1.3927 | 9 |
| **Huntington** - Ashland, W.Va.-Ky. | 1,901,247 | 163 | 15,977 | 300 | .1031 | 159 | .1569 | 111 | .1292 | 138 | .0969 | 163 |
| **Huntsville**, Ala. | 1,935,343 | 160 | 20,877 | 120 | .1052 | 157 | .0889 | 186 | .1007 | 172 | .1157 | 147 |
| **Indianapolis**, Ind. | 10,364,320 | 39 | 21,449 | 93 | .5239 | 41 | .4562 | 39 | .5456 | 37 | .5314 | 41 |
| **Iowa City**, Iowa | 682,260 | 300 | 18,743 | 233 | .0386 | 294 | .0429 | 296 | .0412 | 302 | .0351 | 297 |
| **Jackson**, Mich. | 983,828 | 254 | 18,253 | 252 | .0560 | 231 | .0501 | 279 | .0564 | 247 | .0519 | 237 |
| **Jackson**, Miss. | 2,898,573 | 118 | 20,572 | 137 | .1488 | 123 | .1550 | 115 | .1613 | 119 | .1409 | 128 |
| **Jackson**, Tenn. | 652,990 | 306 | 21,986 | 67 | .0304 | 313 | .0364 | 310 | .0344 | 313 | .0292 | 311 |
| **Jacksonville**, Fla. | 7,337,701 | 53 | 20,875 | 121 | .3768 | 57 | .3734 | 53 | .3915 | 52 | .3623 | 63 |
| **Jacksonville**, N.C. | 744,716 | 290 | 18,032 | 260 | .0422 | 279 | .0585 | 247 | .0571 | 244 | .0308 | 307 |
| **Jamestown** - Dunkirk, N.Y. | 850,402 | 270 | 15,895 | 303 | .0495 | 248 | .0644 | 228 | [illegible] | 238 | .0461 | 259 |
| **Janesville** - Beloit, Wisc. | 1,099,829 | 228 | 21,070 | 109 | .0556 | 232 | .0559 | 254 | .0561 | 249 | .0537 | 228 |
| **Jersey City**, N.J. | 3,221,623 | 106 | 15,496 | 308 | .2095 | 88 | .2304 | 83 | .1995 | 93 | .2654 | 76 |
| **Johnson City** - Kingsport - Bristol, Tenn. | 2,574,211 | 133 | 15,089 | 310 | .1501 | 121 | .1973 | 95 | .1917 | 98 | .1444 | 125 |
| **Johnstown**, Pa. | 1,324,692 | 204 | 14,557 | 315 | .0760 | 191 | .1187 | 142 | .1029 | 169 | .0638 | 197 |
| **Joliet**, Ill. | 2,192,790 | 147 | 16,855 | 292 | .1504 | 120 | .0972 | 175 | .1116 | 155 | .1492 | 120 |
| **Joplin**, Mo. | 1,024,703 | 246 | 19,225 | 213 | .0489 | 253 | .0708 | 213 | .0661 | 223 | .0414 | 273 |
| **Kalamazoo**, Mich. | 1,783,009 | 171 | 21,201 | 100 | .0950 | 170 | .0770 | 202 | .0910 | 181 | .1004 | 158 |
| **Kankakee**, Ill. | 651,968 | 308 | 18,898 | 226 | .0353 | 304 | .0374 | 306 | .0374 | 308 | .0312 | 306 |
| **Kansas City**, Mo.-Kan. | 12,486,466 | 29 | 20,490 | 143 | .6817 | 30 | .5911 | 27 | .6433 | 26 | .6722 | 30 |
| **Kenosha**, Wisc. | 740,516 | 291 | 15,656 | 304 | .0517 | 246 | .0363 | 311 | .0427 | 298 | .0545 | 224 |
| **Killeen** - Temple, Tex. | 1,357,002 | 194 | 15,965 | 302 | .0828 | 184 | .1047 | 162 | .1046 | 167 | .0694 | 194 |
| **Knoxville**, Tenn. | 4,776,261 | 78 | 19,959 | 165 | .2362 | 85 | .2789 | 70 | .2757 | 73 | .2402 | 83 |
| **Kokomo**, Ind. | 789,751 | 282 | 21,173 | 102 | .0393 | 290 | .0376 | 304 | .0411 | 303 | .0352 | 296 |
| **La Crosse**, Wisc. | 841,963 | 274 | 22,817 | 45 | .0404 | 288 | .0375 | 305 | .0454 | 290 | .0400 | 276 |
| **Lafayette** - West Lafayette, Ind. | 962,867 | 257 | 20,977 | 113 | .0498 | 247 | .0486 | 285 | .0559 | 251 | .0459 | 260 |
| **Lafayette**, La. | 1,606,519 | 178 | 21,478 | 89 | .0793 | 188 | .0977 | 174 | .0846 | 197 | .0777 | 187 |
| **Lake Charles**, La. | 1,189,466 | 218 | 19,726 | 184 | .0615 | 214 | .0770 | 202 | .0636 | 230 | .0600 | 211 |
| **Lake County**, Ill. | 4,500,210 | 83 | 25,382 | 15 | .2593 | 76 | .1363 | 129 | .1772 | 106 | .2528 | 78 |
| **Lakeland** - Winter Haven, Fla. | 2,805,105 | 124 | 17,687 | 270 | .1520 | 117 | .1821 | 99 | .1827 | 104 | .1399 | 129 |
| **Lancaster**, Pa. | 3,276,037 | 105 | 21,342 | 96 | .1740 | 103 | .1479 | 122 | .1747 | 109 | .1843 | 98 |
| **Lansing** - East Lansing, Mich. | 3,352,806 | 102 | 21,274 | 99 | .1751 | 102 | .1476 | 123 | .1740 | 110 | .1828 | 99 |

## S&MM METRO MARKET RANKINGS ACROSS THE BOARD: Retail Sales by Store Group

| | Total Retail Sales | | Food Stores | | Supermarkets | | Eating & Drinking Places | | General Merchandise Stores | | Department Stores | | Apparel & Accessories Stores | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Area | ($000) | Rank | ($000) | Rank | ($000) | Rank | ($000) | Rank | ($000) | Rank | ($000) | Rank | ($000) | Rank |
| **Decatur**, Ill. | 900,491 | 261 | 144,620 | 282 | 138,389 | 282 | 85,362 | 253 | 150,811 | 231 | 128,497 | 227 | 33,660 | 274 |
| **Denver**, Colo. | 12,998,169 | 27 | 2,615,970 | 26 | 2,520,037 | 24 | 1,413,708 | 27 | 1,799,977 | 24 | 1,404,522 | 25 | 651,789 | 29 |
| **Des Moines**, Iowa | 3,466,624 | 99 | 724,901 | 96 | 699,691 | 92 | 325,756 | 102 | 468,229 | 95 | 403,616 | 88 | 176,551 | 99 |
| **Detroit**, Mich. | 33,349,904 | 5 | 5,296,818 | 8 | 4,709,932 | 8 | 3,232,075 | 7 | 4,507,039 | 4 | 3,960,534 | 3 | 2,026,741 | 5 |
| **Dothan**, Ala. | 1,045,272 | 237 | 177,969 | 262 | 171,871 | 260 | 99,364 | 233 | 156,200 | 225 | 137,309 | 217 | 55,851 | 205 |
| **Dubuque**, Iowa | 702,124 | 293 | 137,969 | 295 | 116,903 | 305 | 68,809 | 283 | 137,563 | 246 | 122,711 | 237 | 24,211 | 298 |
| **Duluth**, Minn. | 1,688,841 | 176 | 337,073 | 176 | 319,897 | 178 | 146,472 | 186 | 245,753 | 167 | 220,015 | 155 | 66,489 | 187 |
| **Eau Claire**, Wisc. | 1,078,933 | 231 | 197,098 | 249 | 185,805 | 249 | 106,431 | 223 | 159,649 | 223 | 147,065 | 202 | 42,662 | 237 |
| **Elkhart** - Goshen, Ind. | 1,196,790 | 215 | 195,370 | 251 | 180,234 | 254 | 101,595 | 229 | 117,819 | 270 | 88,061 | 285 | 44,572 | 230 |
| **Elmira**, N.Y. | 688,040 | 298 | 126,888 | 302 | 117,425 | 304 | 62,043 | 299 | 123,266 | 264 | 112,201 | 250 | 36,982 | 265 |
| **El Paso**, Tex. | 3,561,693 | 95 | 753,184 | 89 | 727,044 | 88 | 302,210 | 115 | 525,222 | 90 | 391,409 | 91 | 184,132 | 94 |
| **Enid**, Okla. | 402,420 | 320 | 80,599 | 320 | 77,436 | 320 | 32,988 | 320 | 78,578 | 312 | 59,854 | 315 | 23,507 | 301 |
| **Erie**, Pa. | 1,812,577 | 170 | 404,625 | 153 | 382,087 | 155 | 191,226 | 156 | 231,088 | 171 | 183,702 | 176 | 71,722 | 176 |
| **Eugene** - Springfield, Ore. | 2,237,700 | 146 | 441,545 | 144 | 415,436 | 145 | 225,746 | 141 | 284,969 | 150 | 203,884 | 165 | 102,852 | 143 |
| **Evansville**, Ind. | 2,026,723 | 156 | 375,407 | 162 | 360,190 | 161 | 201,747 | 148 | 309,464 | 139 | 266,284 | 134 | 95,882 | 155 |
| **Fargo** - Moorhead, N.D.-Minn. | 1,296,415 | 207 | 232,156 | 225 | 226,159 | 222 | 127,449 | 203 | 198,959 | 187 | 176,829 | 181 | 55,170 | 209 |
| **Fayetteville** - Springdale, Ark. | 999,758 | 252 | 196,480 | 250 | 191,452 | 245 | 64,810 | 292 | 204,449 | 183 | 160,944 | 192 | 39,781 | 253 |
| **Fayetteville**, N.C. | 1,720,790 | 174 | 297,158 | 193 | 287,063 | 193 | 155,852 | 180 | 266,310 | 158 | 202,243 | 168 | 67,077 | 186 |
| **Flint**, Mich. | 3,478,101 | 98 | 545,683 | 120 | 513,577 | 120 | 285,555 | 118 | 558,528 | 82 | 507,077 | 76 | 152,494 | 112 |
| **Florence**, Ala. | 898,520 | 262 | 185,789 | 259 | 178,395 | 256 | 71,592 | 280 | 153,527 | 227 | 136,375 | 218 | 38,044 | 258 |
| **Florence**, S.C. | 973,645 | 255 | 188,107 | 257 | 180,638 | 253 | 66,364 | 284 | 131,460 | 252 | 110,395 | 252 | 37,400 | 260 |
| **Fort Collins** - Loveland, Colo. | 1,347,464 | 199 | 272,045 | 202 | 265,740 | 200 | 139,419 | 193 | 125,395 | 260 | 102,843 | 263 | 48,155 | 219 |
| **Fort Lauderdale** - Hollywood - Pompano Beach, Fla. | 12,064,658 | 31 | 2,156,473 | 34 | 1,940,407 | 37 | 1,272,569 | 30 | 1,143,440 | 40 | 930,813 | 40 | 573,904 | 33 |
| **Fort Myers** - Cape Coral, Fla. | 3,103,309 | 111 | 575,943 | 115 | 550,346 | 114 | 324,702 | 103 | 361,368 | 120 | 318,274 | 115 | 137,430 | 119 |
| **Fort Pierce**, Fla. | 2,039,160 | 155 | 412,114 | 152 | 384,864 | 153 | 182,568 | 162 | 202,348 | 184 | 169,765 | 189 | 69,249 | 183 |
| **Fort Smith**, Ark. | 1,307,386 | 206 | 305,826 | 191 | 295,662 | 189 | 122,290 | 208 | 221,975 | 174 | 203,536 | 166 | 49,501 | 216 |
| **Fort Walton Beach**, Fla. | 1,124,378 | 224 | 190,342 | 255 | 178,717 | 255 | 146,378 | 187 | 161,452 | 222 | 147,958 | 200 | 37,180 | 263 |
| **Fort Wayne**, Ind. | 2,831,781 | 122 | 449,419 | 143 | 424,945 | 142 | 269,899 | 125 | 384,837 | 114 | 329,118 | 106 | 111,172 | 135 |
| **Fort Worth** - Arlington, Tex. | 10,950,924 | 34 | 2,283,609 | 31 | 2,207,950 | 30 | 1,012,339 | 43 | 1,370,577 | 33 | 1,050,307 | 35 | 463,993 | 48 |
| **Fresno**, Cal. | 4,412,904 | 84 | 975,274 | 75 | 903,719 | 76 | 454,287 | 79 | 426,352 | 103 | 323,858 | 109 | 189,649 | 89 |
| **Gadsden**, Ala. | 652,827 | 307 | 132,098 | 297 | 128,556 | 295 | 51,400 | 314 | 88,599 | 306 | 83,559 | 294 | 34,359 | 271 |
| **Gainesville**, Fla. | 1,576,875 | 181 | 352,038 | 168 | 332,826 | 169 | 163,803 | 172 | 206,437 | 180 | 172,953 | 184 | 55,426 | 207 |
| **Galveston** - Texas City, Tex. | 1,488,311 | 186 | 436,205 | 145 | 416,663 | 144 | 148,971 | 184 | 218,961 | 175 | 207,555 | 162 | 84,257 | 165 |
| **Gary** - Hammond, Ind. | 3,673,341 | 92 | 724,985 | 95 | 674,531 | 95 | 331,652 | 98 | 443,849 | 99 | 368,643 | 97 | 154,966 | 110 |
| **Glens Falls**, N.Y. | 1,035,026 | 242 | 242,752 | 220 | 235,918 | 217 | 98,913 | 235 | 95,542 | 297 | 77,482 | 299 | 40,702 | 247 |
| **Grand Forks**, N.D. | 641,042 | 310 | 98,355 | 318 | 94,740 | 318 | 51,532 | 313 | 123,685 | 263 | 98,279 | 267 | 35,504 | 268 |
| **Grand Rapids**, Mich. | 5,588,808 | 68 | 733,972 | 91 | 679,023 | 94 | 449,167 | 80 | 1,038,531 | 45 | 963,175 | 38 | 313,577 | 66 |
| **Great Falls**, Mont. | 614,445 | 313 | 122,691 | 306 | 118,578 | 302 | 66,117 | 285 | 95,888 | 295 | 87,905 | 286 | 26,584 | 295 |
| **Greeley**, Colo. | 674,935 | 305 | 169,303 | 270 | 164,461 | 269 | 65,435 | 288 | 95,657 | 296 | 73,317 | 302 | 18,108 | 313 |
| **Green Bay**, Wisc. | 1,749,640 | 172 | 274,797 | 201 | 259,747 | 203 | 160,043 | 175 | 332,519 | 129 | 272,527 | 132 | 70,967 | 180 |
| **Greensboro** - Winston-Salem - High Point, N.C. | 7,251,632 | 55 | 1,253,499 | 62 | 1,210,480 | 62 | 687,445 | 58 | 750,933 | 62 | 561,118 | 69 | 388,222 | 56 |
| **Greenville** - Spartanburg, S.C. | 4,816,106 | 77 | 995,919 | 74 | 977,308 | 73 | 445,680 | 82 | 542,697 | 86 | 430,902 | 85 | 277,613 | 69 |
| **Hagerstown**, Md. | 877,724 | 269 | 177,438 | 263 | 168,335 | 261 | 62,935 | 295 | 125,282 | 261 | 113,278 | 248 | 25,655 | 297 |
| **Hamilton** - Middletown, Ohio | 1,571,044 | 183 | 353,491 | 167 | 332,433 | 170 | 159,456 | 176 | 142,035 | 241 | 119,246 | 241 | 24,191 | 299 |
| **Harrisburg** - Lebanon - Carlisle, Pa. | 4,938,302 | 74 | 795,832 | 84 | 754,898 | 85 | 395,028 | 88 | 542,915 | 85 | 474,000 | 79 | 165,577 | 103 |
| **Hartford** - New Britain - Middletown - Bristol, Conn. | 9,371,122 | 42 | 1,706,401 | 43 | 1,578,582 | 46 | 970,796 | 45 | 905,371 | 53 | 746,260 | 51 | 476,044 | 45 |
| **Hickory** - Morganton, N.C. | 1,601,838 | 180 | 324,676 | 181 | 312,336 | 181 | 144,732 | 190 | 156,477 | 224 | 122,886 | 236 | 69,510 | 182 |
| **Honolulu**, Haw. | 8,377,087 | 47 | 1,380,783 | 58 | 1,245,661 | 57 | 1,446,405 | 25 | 1,364,410 | 34 | 1,082,520 | 33 | 660,860 | 28 |
| **Houma** - Thibodaux, La. | 1,154,031 | 219 | 349,090 | 171 | 329,631 | 171 | 95,834 | 238 | 167,452 | 215 | 132,142 | 223 | 40,451 | 249 |
| **Houston**, Tex. | 24,203,143 | 9 | 5,389,007 | 7 | 5,147,536 | 7 | 2,284,932 | 12 | 3,045,297 | 9 | 2,455,993 | 9 | 1,448,739 | 10 |
| **Huntington** - Ashland, W.Va.-Ky. | 1,901,247 | 163 | 389,482 | 159 | 369,461 | 157 | 161,561 | 174 | 328,312 | 131 | 256,384 | 139 | 75,319 | 173 |
| **Huntsville**, Ala. | 1,935,343 | 160 | 324,629 | 182 | 316,642 | 180 | 188,452 | 158 | 301,400 | 142 | 237,081 | 148 | 138,710 | 118 |
| **Indianapolis**, Ind. | 10,364,320 | 39 | 1,471,690 | 52 | 1,413,434 | 52 | 1,043,422 | 40 | 1,364,281 | 35 | 1,111,334 | 32 | 429,252 | 52 |
| **Iowa City**, Iowa | 682,260 | 300 | 167,322 | 271 | 160,697 | 271 | 84,885 | 255 | 89,216 | 304 | 70,912 | 305 | 27,811 | 293 |
| **Jackson**, Mich. | 983,828 | 254 | 143,285 | 285 | 137,536 | 284 | 84,153 | 256 | 257,648 | 164 | 250,325 | 142 | 17,859 | 314 |
| **Jackson**, Miss. | 2,898,573 | 118 | 429,672 | 147 | 417,137 | 143 | 250,436 | 129 | 503,089 | 94 | 321,750 | 112 | 134,601 | 124 |
| **Jackson**, Tenn. | 652,990 | 306 | 114,901 | 312 | 110,440 | 311 | 44,594 | 316 | 127,567 | 256 | 104,509 | 260 | 30,970 | 279 |
| **Jacksonville**, Fla. | 7,337,701 | 53 | 1,302,639 | 59 | 1,228,580 | 58 | 785,491 | 49 | 786,219 | 59 | 592,043 | 63 | 269,309 | 72 |
| **Jacksonville**, N.C. | 744,716 | 290 | 127,648 | 301 | 123,643 | 299 | 81,920 | 262 | 93,604 | 301 | 72,578 | 303 | 29,052 | 287 |
| **Jamestown** - Dunkirk, N.Y. | 850,402 | 270 | 219,395 | 234 | 208,592 | 234 | 75,222 | 269 | 96,722 | 293 | 71,342 | 304 | 28,668 | 291 |
| **Janesville** - Beloit, Wisc. | 1,099,829 | 228 | 228,760 | 227 | 221,827 | 225 | 102,317 | 227 | 147,869 | 235 | 142,448 | 210 | 28,967 | 288 |
| **Jersey City**, N.J. | 3,221,623 | 106 | 729,565 | 94 | 644,506 | 98 | 278,088 | 121 | 186,835 | 195 | 124,420 | 233 | 434,877 | 50 |
| **Johnson City** - Kingsport - Bristol, Tenn. | 2,574,211 | 133 | 504,213 | 128 | 484,052 | 128 | 233,035 | 136 | 393,632 | 113 | 319,106 | 114 | 105,377 | 140 |
| **Johnstown**, Pa. | 1,324,692 | 204 | 319,432 | 185 | 304,669 | 187 | 110,527 | 217 | 128,279 | 255 | 108,578 | 255 | 43,545 | 232 |
| **Joliet**, Ill. | 2,192,790 | 147 | 377,172 | 161 | 360,307 | 160 | 176,264 | 165 | 212,270 | 177 | 196,599 | 170 | 59,938 | 196 |
| **Joplin**, Mo. | 1,024,703 | 246 | 197,262 | 248 | 192,568 | 242 | 87,934 | 249 | 168,179 | 213 | 131,314 | 224 | 42,225 | 241 |
| **Kalamazoo**, Mich. | 1,783,009 | 171 | 242,650 | 221 | 229,621 | 221 | 174,057 | 166 | 350,192 | 126 | 327,024 | 107 | 101,112 | 148 |
| **Kankakee**, Ill. | 651,968 | 308 | 122,182 | 308 | 116,624 | 306 | 52,600 | 312 | 85,701 | 309 | 68,978 | 308 | 15,491 | 316 |
| **Kansas City**, Mo.-Kans. | 12,486,466 | 29 | 2,346,390 | 29 | 2,264,564 | 27 | 1,230,352 | 34 | 1,801,033 | 23 | 1,512,143 | 20 | 570,294 | 35 |
| **Kenosha**, Wisc. | 740,516 | 291 | 122,714 | 305 | 113,188 | 308 | 81,077 | 264 | 69,485 | 317 | 59,340 | 317 | 45,437 | 224 |
| **Killeen** - Temple, Tex. | 1,357,002 | 194 | 311,490 | 189 | 304,682 | 186 | 122,303 | 207 | 206,967 | 179 | 184,027 | 175 | 49,091 | 218 |
| **Knoxville**, Tenn. | 4,776,261 | 78 | 770,948 | 87 | 743,529 | 86 | 465,392 | 75 | 614,842 | 78 | 492,439 | 78 | 270,160 | 71 |
| **Kokomo**, Ind. | 789,751 | 282 | 124,652 | 304 | 119,612 | 300 | 72,133 | 279 | 104,850 | 288 | 89,021 | 282 | 1,457 | 220 |
| **La Crosse**, Wisc. | 841,963 | 274 | 119,114 | 309 | 113,549 | 307 | 93,234 | 245 | 147,326 | 236 | 117,084 | 245 | 34,10[illegible] | [illegible] |
| **Lafayette** - West Lafayette, Ind. | 962,867 | 257 | 152,662 | 277 | 146,620 | 277 | 96,588 | 237 | 162,938 | 221 | 144,947 | 205 | 40,655 | 248 |
| **Lafayette**, La. | 1,606,519 | 178 | 424,742 | 149 | 402,895 | 147 | 163,726 | 173 | 259,065 | 163 | 218,016 | 157 | 101,864 | 146 |
| **Lake Charles**, La. | 1,189,466 | 218 | 340,903 | 174 | 333,968 | 168 | 94,301 | 242 | 191,191 | 191 | 161,114 | 191 | 57,054 | 202 |
| **Lake County**, Ill. | 4,500,210 | 83 | 701,416 | 97 | 659,161 | 97 | 376,717 | 92 | 440,449 | 100 | 364,097 | 98 | 225,816 | 79 |
| **Lakeland** - Winter Haven, Fla. | 2,805,105 | 124 | 576,295 | 114 | 542,757 | 117 | 232,193 | 137 | 355,970 | 124 | 275,667 | 128 | 90,863 | 160 |
| **Lancaster**, Pa. | 3,276,037 | 105 | 677,983 | 100 | 596,381 | 106 | 306,696 | 112 | 287,793 | 147 | 227,067 | 152 | 130,383 | 116 |
| **Lansing** - East Lansing, Mich. | 3,352,806 | 102 | 480,882 | 134 | 456,816 | 133 | 303,241 | 113 | 655,932 | 68 | 594,142 | 62 | 151,346 | 114 |

## S&MM METRO MARKET RANKINGS ACROSS THE BOARD: Retail Sales by Store Group

| Area | Furniture/ Home Furnishings/ Appliance Stores | | Furniture & Home Furnishings Stores | | Automotive Dealers | | Gasoline Service Stations | | Building Materials & Hardware Dealers | | Drugstores | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | ($000) | Rank | ($000) | Rank | ($000) | Rank | ($000) | Rank | ($000) | Rank | ($000) | Rank |
| Decatur, Ill. | 35,954 | 275 | 16,145 | 290 | 208,450 | 252 | 62,445 | 268 | 64,710 | 229 | 42,800 | 211 |
| Denver, Colo. | 782,104 | 26 | 403,111 | 28 | 2,661,632 | 30 | 865,803 | 28 | 510,730 | 35 | 262,694 | 52 |
| Des Moines, Iowa | 146,987 | 120 | 72,459 | 131 | 768,253 | 95 | 264,847 | 102 | 172,605 | 115 | 102,583 | 122 |
| Detroit, Mich. | 1,939,923 | 5 | 1,084,843 | 5 | 7,864,938 | 4 | 2,682,321 | 3 | 1,597,786 | 3 | 1,422,334 | 4 |
| Dothan, Ala. | 60,784 | 199 | 35,654 | 191 | 273,040 | 206 | 45,220 | 302 | 66,061 | 225 | 25,461 | 280 |
| Dubuque, Iowa | 27,255 | 298 | 13,757 | 302 | 146,359 | 295 | 36,366 | 316 | 36,246 | 298 | 26,487 | 275 |
| Duluth, Minn. | 58,339 | 203 | 28,663 | 220 | 331,724 | 184 | 170,322 | 138 | 97,522 | 172 | 55,356 | 183 |
| Eau Claire, Wisc. | 47,868 | 238 | 21,792 | 257 | 215,952 | 244 | 121,246 | 181 | 74,464 | 206 | 22,003 | 292 |
| Elkhart - Goshen, Ind. | 37,127 | 269 | 22,068 | 254 | 378,155 | 170 | 87,301 | 227 | 114,736 | 155 | 49,854 | 193 |
| Elmira, N.Y. | 32,397 | 286 | 16,469 | 289 | 138,732 | 303 | 48,067 | 297 | 24,577 | 313 | 32,165 | 257 |
| El Paso, Tex. | 191,519 | 100 | 94,976 | 105 | 766,459 | 96 | 336,352 | 80 | 165,141 | 118 | 85,303 | 140 |
| Enid, Okla. | 14,050 | 320 | 5,118 | 320 | 87,693 | 319 | 26,820 | 320 | 12,124 | 320 | 15,266 | 306 |
| Erie, Pa. | 103,993 | 153 | 42,596 | 177 | 403,586 | 163 | 127,307 | 169 | 67,848 | 220 | 83,004 | 146 |
| Eugene - Springfield, Ore. | 108,251 | 148 | 51,801 | 161 | 531,094 | 139 | 130,928 | 163 | 106,051 | 162 | 72,516 | 163 |
| Evansville, Ind. | 111,632 | 146 | 67,901 | 135 | 381,227 | 169 | 160,323 | 142 | 156,080 | 12 | 79,236 | 152 |
| Fargo - Moorhead, N.D.-Minn. | 52,448 | 217 | 23,490 | 248 | 272,580 | 208 | 114,375 | 193 | 84,777 | 19 | 30,010 | 262 |
| Fayetteville - Springdale, Ark. | 39,199 | 259 | 25,497 | 236 | 246,080 | 217 | 49,094 | 293 | 59,485 | 24 | 12,256 | 314 |
| Fayetteville, N.C. | 125,123 | 135 | 64,295 | 141 | 373,852 | 171 | 127,703 | 167 | 118,211 | 150 | 49,604 | 194 |
| Flint, Mich. | 174,218 | 104 | 90,765 | 108 | 798,933 | 91 | 346,969 | 79 | 229,029 | 88 | 124,906 | 107 |
| Florence, Ala. | 36,773 | 272 | 18,915 | 273 | 213,672 | 246 | 38,857 | 312 | 59,962 | 241 | 24,040 | 285 |
| Florence, S.C. | 34,590 | 280 | 22,918 | 250 | 235,604 | 227 | 77,761 | 240 | 86,853 | 182 | 26,960 | 274 |
| Fort Collins - Loveland, Colo. | 74,496 | 182 | 39,948 | 183 | 274,543 | 204 | 110,139 | 198 | 99,646 | 168 | 29,208 | 269 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 656,932 | 31 | 414,079 | 26 | 3,467,564 | 19 | 598,672 | 43 | 472,585 | 39 | 532,473 | 26 |
| Fort Myers - Cape Coral, Fla. | 194,339 | 97 | 139,032 | 79 | 690,738 | 106 | 190,139 | 126 | 229,645 | 87 | 111,151 | 116 |
| Fort Pierce, Fla. | 132,874 | 127 | 80,849 | 123 | 542,693 | 135 | 109,419 | 200 | 160,496 | 122 | 97,030 | 125 |
| Fort Smith, Ark. | 45,254 | 244 | 27,601 | 227 | 255,664 | 212 | 68,933 | 226 | 91,838 | 177 | 32,232 | 256 |
| Fort Walton Beach, Fla. | 54,226 | 214 | 32,181 | 205 | 226,364 | 233 | 94,217 | 221 | 74,093 | 208 | 43,346 | 210 |
| Fort Wayne, Ind. | 151,779 | 115 | 74,510 | 128 | 686,806 | 107 | 205,861 | 119 | 224,235 | 92 | 116,926 | 111 |
| Fort Worth - Arlington, Tex. | 490,427 | 43 | 264,045 | 46 | 2,880,840 | 27 | 789,134 | 32 | 426,396 | 44 | 321,263 | 44 |
| Fresno, Cal. | 247,643 | 78 | 154,938 | 71 | 920,788 | 84 | 306,229 | 88 | 224,626 | 91 | 284,200 | 49 |
| Gadsden, Ala. | 37,561 | 264 | 18,585 | 274 | 156,974 | 290 | 46,923 | 300 | 29,748 | 310 | 26,345 | 277 |
| Gainesville, Fla. | 68,446 | 186 | 34,420 | 199 | 362,811 | 176 | 96,977 | 216 | 85,351 | 190 | 41,206 | 219 |
| Galveston - Texas City, Tex. | 41,529 | 255 | 21,252 | 261 | 281,429 | 199 | 68,326 | 259 | 46,723 | 271 | 40,936 | 220 |
| Gary - Hammond, Ind. | 138,461 | 124 | 89,977 | 109 | 719,029 | 104 | 560,612 | 48 | 180,859 | 111 | 208,411 | 67 |
| Glens Falls, N.Y. | 38,080 | 262 | 18,571 | 275 | 259,115 | 210 | 68,783 | 256 | 54,678 | 250 | 39,026 | 225 |
| Grand Forks, N.D. | 19,677 | 314 | 10,824 | 312 | 160,375 | 289 | 64,252 | 264 | 39,327 | 289 | 10,653 | 317 |
| Grand Rapids, Mich. | 336,177 | 60 | 189,344 | 62 | 1,271,878 | 65 | 401,048 | 70 | 410,000 | 46 | 128,769 | 102 |
| Great Falls, Mont. | 33,407 | 283 | 17,175 | 281 | 138,283 | 304 | 40,004 | 311 | 31,212 | 304 | 16,433 | 304 |
| Greeley, Colo. | 26,938 | 301 | 13,315 | 306 | 152,073 | 292 | 52,224 | 289 | 37,192 | 297 | 14,520 | 308 |
| Green Bay, Wisc. | 120,123 | 137 | 69,450 | 133 | 364,318 | 175 | 132,408 | 161 | 133,643 | 140 | 26,240 | 278 |
| Greensboro - Winston-Salem - High Point, N.C. | 588,951 | 36 | 373,272 | 33 | 1,503,006 | 59 | 512,643 | 54 | 460,037 | 40 | 291,387 | 48 |
| Greenville - Spartanburg, S.C. | 243,119 | 80 | 147,521 | 76 | 983,835 | 81 | 406,349 | 69 | 293,674 | 66 | 201,948 | 71 |
| Hagerstown, Md. | 47,862 | 239 | 29,523 | 214 | 222,719 | 236 | 59,980 | 273 | 49,285 | 265 | 39,517 | 223 |
| Hamilton - Middletown, Ohio | 64,816 | 188 | 38,005 | 185 | 438,368 | 152 | 140,620 | 158 | 78,939 | 200 | 61,610 | 177 |
| Harrisburg - Lebanon - Carlisle, Pa. | 235,022 | 86 | 128,743 | 84 | 1,305,703 | 62 | 474,330 | 57 | 217,718 | 95 | 141,858 | 95 |
| Hartford - New Britain - Middletown - Bristol, Conn. | 611,610 | 35 | 325,262 | 37 | 2,093,619 | 42 | 599,417 | 42 | 483,288 | 37 | 311,850 | 45 |
| Hickory - Morganton, N.C. | 100,452 | 156 | 73,294 | 130 | 369,741 | 172 | 142,049 | 156 | 114,166 | 157 | 66,743 | 168 |
| Honolulu, Haw. | 306,149 | 64 | 166,287 | 67 | 1,160,872 | 73 | 473,322 | 58 | 234,307 | 84 | 510,888 | 27 |
| Houma - Thibodaux, La. | 32,270 | 287 | 16,813 | 286 | 209,537 | 250 | 64,089 | 265 | 74,338 | 207 | 60,050 | 178 |
| Houston, Tex. | 1,186,527 | 12 | 617,829 | 13 | 5,876,785 | 7 | 1,360,455 | 13 | 718,605 | 20 | 745,731 | 14 |
| Huntington - Ashland, W.Va.-Ky. | 84,699 | 170 | 51,888 | 160 | 392,389 | 167 | 153,289 | 146 | 97,651 | 171 | 84,073 | 142 |
| Huntsville, Ala. | 116,289 | 143 | 57,021 | 154 | 471,070 | 148 | 100,503 | 209 | 90,462 | 178 | 42,556 | 213 |
| Indianapolis, Ind. | 538,409 | 38 | 257,217 | 48 | 2,341,851 | 33 | 771,706 | 34 | 547,630 | 29 | 353,093 | 37 |
| Iowa City, Iowa | 34,635 | 279 | 11,544 | 311 | 116,003 | 312 | 37,917 | 314 | 35,518 | 299 | 25,414 | 281 |
| Jackson, Mich. | 43,143 | 250 | 24,131 | 244 | 180,559 | 274 | 73,264 | 246 | 61,200 | 238 | 37,388 | 232 |
| Jackson, Miss. | 129,734 | 130 | 74,443 | 129 | 757,970 | 100 | 194,192 | 124 | 144,555 | 130 | 98,913 | 123 |
| Jackson, Tenn. | 28,004 | 297 | 17,744 | 279 | 128,346 | 310 | 58,542 | 276 | 51,727 | 258 | 19,074 | 299 |
| Jacksonville, Fla. | 344,096 | 59 | 180,756 | 66 | 1,820,858 | 51 | 605,943 | 41 | 358,220 | 52 | 374,693 | 34 |
| Jacksonville, N.C. | 48,566 | 234 | 34,727 | 197 | 184,039 | 270 | 52,847 | 288 | 47,622 | 267 | 19,392 | 297 |
| Jamestown - Dunkirk, N.Y. | 37,483 | 265 | 13,825 | 301 | 207,302 | 255 | 56,323 | 282 | 39,067 | 290 | 34,060 | 247 |
| Janesville - Beloit, Wisc. | 50,102 | 228 | 29,040 | 219 | 247,023 | 216 | 109,209 | 201 | 78,717 | 201 | 37,995 | 230 |
| Jersey City, N.J. | 261,679 | 74 | 102,066 | 100 | 474,883 | 147 | 204,097 | 120 | 72,854 | 210 | 131,980 | 99 |
| Johnson City - Kingsport - Bristol, Tenn. | 107,255 | 149 | 66,580 | 136 | 615,138 | 121 | 179,732 | 134 | 166,134 | 117 | 107,747 | 119 |
| Johnstown, Pa. | 55,490 | 209 | 27,046 | 232 | 301,006 | 193 | 149,212 | 150 | 56,346 | 247 | 69,376 | 166 |
| Joliet, Ill. | 97,219 | 158 | 47,046 | 170 | 539,900 | 136 | 270,558 | 97 | 197,619 | 102 | 112,593 | 115 |
| Joplin, Mo. | 28,670 | 294 | 18,543 | 276 | 240,978 | 222 | 128,995 | 165 | 67,144 | 221 | 17,617 | 303 |
| Kalamazoo, Mich. | 107,252 | 150 | 51,542 | 162 | 335,182 | 182 | 116,720 | 188 | 99,235 | 169 | 58,875 | 179 |
| Kankakee, Ill. | 21,690 | 312 | 12,089 | 308 | 172,156 | 279 | 58,047 | 279 | 41,504 | 281 | 32,426 | 254 |
| Kansas City, Mo.-Kans. | 517,350 | 39 | 269,194 | 44 | 3,181,436 | 22 | 936,887 | 23 | 660,705 | 23 | 345,505 | 41 |
| Kenosha, Wisc. | 32,504 | 285 | 16,507 | 288 | 108,423 | 315 | 86,403 | 229 | 29,755 | 309 | 19,484 | 296 |
| Killeen - Temple, Tex. | 70,498 | 185 | 32,970 | 202 | 291,193 | 194 | 105,058 | 204 | 73,294 | 209 | 34,977 | 245 |
| Knoxville, Tenn. | 235,747 | 85 | 136,633 | 80 | 1,203,682 | 70 | 447,097 | 64 | 236,910 | 83 | 165,287 | 82 |
| Kokomo, Ind. | 37,761 | 263 | 23,885 | 245 | 242,771 | 221 | 49,204 | 292 | 47,231 | 270 | 29,117 | 270 |
| La Crosse, Wisc. | 50,827 | 224 | 24,440 | 241 | 194,665 | 264 | 70,125 | 254 | 37,534 | 295 | 19,219 | 298 |
| Lafayette - West Lafayette, Ind. | 48,206 | 237 | 20,795 | 265 | 219,546 | 239 | 74,584 | 244 | 58,906 | 244 | 35,299 | 242 |
| Lafayette, La. | 51,342 | 223 | 25,121 | 239 | 279,553 | 201 | 124,618 | 175 | 39,415 | 287 | 58,168 | 181 |
| Lake Charles, La. | 36,965 | 270 | 16,831 | 285 | 209,918 | 249 | 72,797 | 247 | 58,330 | 245 | 50,011 | 191 |
| Lake County, Ill. | 261,966 | 73 | 122,759 | 87 | 1,244,137 | 68 | 309,943 | 87 | 279,387 | 70 | 181,002 | 79 |
| Lakeland - Winter Haven, Fla. | 125,256 | 134 | 75,156 | 127 | 659,489 | 114 | 234,913 | 111 | 223,486 | 93 | 127,127 | 103 |
| Lancaster, Pa. | 212,936 | 93 | 123,407 | 86 | 764,555 | 97 | 132,774 | 160 | 249,172 | 76 | 102,871 | 121 |
| Lansing - East Lansing, Mich. | 213,281 | 92 | 98,235 | 102 | 709,736 | 135 | 251,240 | 108 | 192,765 | 105 | 83,997 | 143 |

## S&MM METRO MARKET RANKINGS ACROSS THE BOARD: Retail Sales by Merchandise Line

| | Groceries & Other Foods | | Drugs & Health & Beauty Aids | | Major Household Appliances | | Televisions, Video Recorders & Tapes | | Audio Equipment, Musical Instruments & Supplies | |
|---|---|---|---|---|---|---|---|---|---|---|
| Area | ($000) | Rank | ($000) | Rank | ($000) | Rank | ($000) | Rank | ($000) | Rank |
| Decatur, Ill. | 125,152 | 283 | 44,234 | 259 | 12,246 | 251 | 8,743 | 253 | 12,862 | 223 |
| Denver, Colo. | 1,969,478 | 27 | 546,748 | 33 | 154,406 | 24 | 161,145 | 21 | 185,654 | 24 |
| Des Moines, Iowa | 544,326 | 104 | 164,950 | 92 | 36,172 | 121 | 33,031 | 100 | 32,759 | 118 |
| Detroit, Mich. | 5,156,115 | 6 | 1,567,279 | 6 | 402,229 | 4 | 299,007 | 5 | 316,026 | 9 |
| Dothan, Ala. | 148,655 | 262 | 45,942 | 252 | 15,080 | 212 | 12,290 | 201 | 10,648 | 247 |
| Dubuque, Iowa | 115,724 | 287 | 34,614 | 286 | 10,791 | 274 | 5,518 | 307 | 6,255 | 307 |
| Duluth, Minn. | 306,253 | 162 | 71,087 | 189 | 18,773 | 186 | 14,501 | 188 | 14,660 | 205 |
| Eau Claire, Wisc. | 184,117 | 235 | 41,636 | 267 | 14,252 | 227 | 10,823 | 227 | 14,153 | 209 |
| Elkhart - Goshen, Ind. | 167,414 | 246 | 45,171 | 255 | 11,422 | 267 | 8,614 | 254 | 9,032 | 268 |
| Elmira, N.Y. | 105,854 | 297 | 34,213 | 290 | 12,482 | 247 | 7,197 | 282 | 9,839 | 261 |
| El Paso, Tex. | 550,020 | 101 | 162,497 | 98 | 46,789 | 90 | 44,875 | 74 | 42,988 | 95 |
| Enid, Okla. | 57,288 | 320 | 25,360 | 316 | 4,865 | 319 | 4,085 | 320 | 3,933 | 320 |
| Erie, Pa. | 357,993 | 143 | 80,378 | 173 | 22,858 | 166 | 13,722 | 194 | 19,390 | 177 |
| Eugene - Springfield, Ore. | 372,707 | 140 | 99,168 | 149 | 20,376 | 177 | 22,971 | 142 | 37,102 | 107 |
| Evansville, Ind. | 313,493 | 160 | 98,154 | 153 | 25,042 | 157 | 27,646 | 119 | 26,757 | 141 |
| Fargo - Moorhead, N.D.-Minn. | 185,845 | 232 | 55,204 | 225 | 15,560 | 207 | 12,194 | 205 | 15,534 | 199 |
| Fayetteville - Springdale, Ark. | 155,716 | 254 | 34,097 | 291 | 20,383 | 176 | 12,016 | 211 | 10,822 | 245 |
| Fayetteville, N.C. | 235,246 | 193 | 64,015 | 201 | 24,215 | 162 | 32,054 | 104 | 42,986 | 96 |
| Flint, Mich. | 575,420 | 97 | 161,539 | 100 | 40,809 | 104 | 34,843 | 95 | 29,528 | 131 |
| Florence, Ala. | 155,073 | 257 | 44,719 | 257 | 13,808 | 233 | 11,147 | 222 | 8,918 | 271 |
| Florence, S.C. | 153,789 | 259 | 43,087 | 261 | 12,279 | 248 | 6,799 | 286 | 7,556 | 289 |
| Fort Collins - Loveland, Colo. | 217,015 | 206 | 51,626 | 235 | 15,226 | 210 | 13,009 | 199 | 17,182 | 191 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 1,733,486 | 35 | 612,460 | 28 | 148,285 | 28 | 83,127 | 42 | 100,488 | 41 |
| Fort Myers - Cape Coral, Fla. | 470,275 | 118 | 117,361 | 129 | 34,316 | 126 | 28,436 | 116 | 20,891 | 172 |
| Fort Pierce, Fla. | 320,967 | 159 | 84,635 | 166 | 28,743 | 148 | 18,139 | 170 | 21,096 | 169 |
| Fort Smith, Ark. | 240,779 | 192 | 60,295 | 207 | 15,551 | 208 | 13,050 | 198 | 14,028 | 212 |
| Fort Walton Beach, Fla. | 156,355 | 252 | 52,788 | 231 | 16,089 | 203 | 9,237 | 245 | 10,267 | 251 |
| Fort Wayne, Ind. | 385,081 | 135 | 112,776 | 134 | 41,215 | 103 | 40,928 | 81 | 32,208 | 123 |
| Fort Worth - Arlington, Tex. | 1,598,802 | 37 | 596,538 | 29 | 101,165 | 47 | 121,924 | 29 | 115,460 | 36 |
| Fresno, Cal. | 783,928 | 77 | 200,163 | 84 | 43,177 | 99 | 37,164 | 91 | 42,071 | 98 |
| Gadsden, Ala. | 114,172 | 288 | 38,578 | 275 | 8,351 | 304 | 7,262 | 279 | 6,830 | 300 |
| Gainesville, Fla. | 258,603 | 183 | 64,873 | 197 | 18,809 | 185 | 14,199 | 189 | 20,911 | 171 |
| Galveston - Texas City, Tex. | 301,490 | 165 | 76,927 | 177 | 17,500 | 191 | 13,690 | 195 | 12,276 | 230 |
| Gary - Hammond, Ind. | 628,905 | 90 | 164,704 | 93 | 43,850 | 98 | 31,583 | 107 | 25,338 | 153 |
| Glens Falls, N.Y. | 192,579 | 227 | 42,362 | 263 | 10,131 | 283 | 6,668 | 290 | 13,232 | 219 |
| Grand Forks, N.D. | 84,460 | 318 | 24,070 | 317 | 6,580 | 314 | 5,378 | 308 | 8,487 | 276 |
| Grand Rapids, Mich. | 903,712 | 68 | 233,139 | 71 | 77,475 | 63 | 47,821 | 70 | 69,347 | 66 |
| Great Falls, Mont. | 92,253 | 316 | 28,462 | 308 | 10,781 | 275 | 7,022 | 284 | 7,759 | 285 |
| Greeley, Colo. | 132,081 | 278 | 29,848 | 306 | 7,041 | 312 | 6,218 | 297 | 7,294 | 292 |
| Green Bay, Wisc. | 260,467 | 181 | 64,113 | 200 | 37,952 | 117 | 19,282 | 164 | 23,420 | 159 |
| Greensboro - Winston-Salem - High Point, N.C. | 1,091,058 | 57 | 323,602 | 58 | 121,458 | 39 | 70,742 | 50 | 72,442 | 60 |
| Greenville - Spartanburg, S.C. | 821,048 | 74 | 228,038 | 72 | 58,105 | 81 | 49,650 | 67 | 50,417 | 86 |
| Hagerstown, Md. | 150,488 | 260 | 47,638 | 246 | 16,345 | 200 | 8,808 | 251 | 8,347 | 278 |
| Hamilton - Middletown, Ohio | 279,204 | 174 | 76,432 | 179 | 15,694 | 204 | 9,931 | 239 | 10,138 | 256 |
| Harrisburg - Lebanon - Carlisle, Pa. | 677,354 | 86 | 185,799 | 86 | 59,914 | 78 | 40,383 | 84 | 48,735 | 88 |
| Hartford - New Britain - Middletown - Bristol, Conn. | 1,443,762 | 41 | 391,637 | 44 | 120,278 | 40 | 87,257 | 40 | 118,655 | 35 |
| Hickory - Morganton, N.C. | 260,315 | 182 | 82,088 | 170 | 21,031 | 173 | 16,129 | 180 | 12,687 | 224 |
| Honolulu, Haw. | 1,096,816 | 55 | 487,830 | 38 | 68,981 | 69 | 37,586 | 88 | 104,015 | 40 |
| Houma - Thibodaux, La. | 262,960 | 180 | 77,569 | 176 | 12,703 | 246 | 9,694 | 241 | 10,384 | 249 |
| Houston, Tex. | 3,802,762 | 9 | 1,142,804 | 8 | 245,225 | 13 | 266,377 | 6 | 280,506 | 14 |
| Huntington - Ashland, W.Va.-Ky. | 340,395 | 153 | 106,899 | 142 | 22,359 | 169 | 18,907 | 166 | 26,630 | 142 |
| Huntsville, Ala. | 270,546 | 177 | 73,130 | 186 | 36,251 | 119 | 22,561 | 144 | 25,507 | 152 |
| Indianapolis, Ind. | 1,224,749 | 52 | 421,340 | 41 | 131,268 | 37 | 163,889 | 20 | 110,121 | 38 |
| Iowa City, Iowa | 133,667 | 275 | 30,074 | 304 | 7,828 | 310 | 6,266 | 296 | 11,542 | 236 |
| Jackson, Mich. | 196,397 | 224 | 53,139 | 229 | 14,416 | 223 | 8,019 | 265 | 8,000 | 283 |
| Jackson, Miss. | 369,308 | 142 | 143,615 | 110 | 31,651 | 134 | 32,506 | 102 | 30,843 | 127 |
| Jackson, Tenn. | 94,839 | 314 | 32,523 | 294 | 12,046 | 256 | 6,929 | 285 | 7,166 | 294 |
| Jacksonville, Fla. | 995,897 | 62 | 340,628 | 53 | 82,496 | 59 | 72,849 | 48 | 74,499 | 58 |
| Jacksonville, N.C. | 95,914 | 310 | 25,989 | 314 | 10,309 | 282 | 11,163 | 221 | 13,436 | 217 |
| Jamestown - Dunkirk, N.Y. | 182,806 | 239 | 43,188 | 260 | 8,776 | 296 | 6,183 | 298 | 9,105 | 267 |
| Janesville - Beloit, Wisc. | 202,961 | 217 | 49,291 | 244 | 13,625 | 236 | 9,541 | 242 | 11,826 | 234 |
| Jersey City, N.J. | 633,952 | 89 | 162,731 | 96 | 40,291 | 108 | 23,714 | 135 | 40,725 | 99 |
| Johnson City - Kingsport - Bristol, Tenn. | 410,908 | 129 | 137,698 | 112 | 31,642 | 135 | 25,974 | 127 | 25,765 | 150 |
| Johnstown, Pa. | 287,634 | 170 | 74,852 | 182 | 17,424 | 192 | 10,622 | 229 | 10,154 | 255 |
| Joliet, Il. | 337,152 | 155 | 96,216 | 157 | 30,435 | 138 | 20,315 | 155 | 19,284 | 179 |
| Joplin, Mo. | 167,180 | 247 | 40,609 | 270 | 11,951 | 259 | 10,175 | 236 | 8,218 | 281 |
| Kalamazoo, Mich. | 285,427 | 173 | 84,882 | 165 | 27,806 | 151 | 21,121 | 151 | 31,154 | 125 |
| Kankakee, Ill. | 101,818 | 30[illegible] | 30,493 | 301 | 7,368 | 311 | 5,307 | 309 | 6,418 | 305 |
| Kansas City, Mo.-Kans. | 1,820,690 | 30 | 530,648 | 35 | 140,831 | 33 | 126,784 | 28 | 115,129 | 37 |
| Kenosha, Wisc. | 108,672 | 296 | 27,944 | 309 | 10,758 | 277 | 6,522 | 292 | 5,447 | 317 |
| Killeen - Temple, Tex. | 197,659 | 220 | 63,908 | 202 | 19,223 | 182 | 20,881 | 153 | 24,480 | 157 |
| Knoxville, Tenn. | 642,477 | 88 | 216,337 | 76 | 55,987 | 83 | 50,441 | 65 | 55,318 | 79 |
| Kokomo, Ind. | 99,328 | 307 | 34,602 | 287 | 11,970 | 258 | 12,020 | 210 | 9,408 | 266 |
| La Crosse, Wisc. | 109,502 | 293 | 33,659 | 293 | 16,173 | 201 | 11,040 | 224 | 12,271 | 231 |
| Lafayette - West Lafayette, Ind. | 129,079 | 281 | 38,966 | 274 | 15,449 | 209 | 13,751 | 193 | 20,335 | 175 |
| Lafayette, La. | 304,429 | 163 | 99,620 | 146 | 18,266 | 187 | 15,766 | 182 | 13,486 | 216 |
| Lake Charles, La. | 253,372 | 107 | 72,984 | 187 | 15,648 | 206 | 12,226 | 203 | 11,108 | 243 |
| Lake County, Ill. | 614,662 | 92 | 162,502 | 97 | 91,830 | 51 | 60,209 | 58 | 57,157 | 78 |
| Lakeland - Winter Haven, Fla. | 471,796 | 115 | 137,501 | 113 | 30,323 | 139 | 27,049 | 123 | 22,779 | 162 |
| Lancaster, Pa. | 561,130 | 98 | 116,800 | 130 | 46,493 | 91 | 23,433 | 137 | 36,190 | 109 |
| Lansing - East Lansing, Mich. | 579,612 | 96 | 147,710 | 105 | 51,207 | 84 | 33,289 | 99 | 42,160 | 97 |

## S&MM METRO MARKET RANKINGS ACROSS THE BOARD: Retail Sales by Merchandise Line

| | Home Computers & Calculators | | Furniture & Sleep Equipment | | Men's & Boys' Clothing | | Women's & Girls' Clothing | | Footwear | |
|---|---|---|---|---|---|---|---|---|---|---|
| Area | ($000) | Rank | ($000) | Rank | ($000) | Rank | ($000) | Rank | ($000) | Rank |
| Decatur, Ill. | 3,538 | 237 | 12,516 | 288 | 40,582 | 185 | 48,752 | 256 | 13,110 | 270 |
| Denver, Colo. | 58,074 | 31 | 323,198 | 25 | 396,825 | 26 | 806,823 | 28 | 211,434 | 28 |
| Des Moines, Iowa | 14,256 | 95 | 59,996 | 112 | 107,729 | 94 | 211,976 | 94 | 47,673 | 108 |
| Detroit, Mich. | 125,306 | 13 | 782,172 | 5 | 1,001,948 | 6 | 2,067,564 | 5 | 539,798 | 5 |
| Dothan, Ala. | 6,030 | 181 | 17,213 | 243 | 28,851 | 229 | 65,808 | 210 | 20,497 | 198 |
| Dubuque, Iowa | 2,100 | 304 | 11,138 | 299 | 22,418 | 271 | 49,834 | 254 | 10,300 | 297 |
| Duluth, Minn. | 5,711 | 187 | 27,216 | 189 | 46,208 | 172 | 90,233 | 178 | 20,117 | 201 |
| Eau Claire, Wisc. | 2,364 | 294 | 19,691 | 227 | 32,451 | 209 | 60,796 | 222 | 13,552 | 260 |
| Elkhart - Goshen, Ind. | 2,546 | 280 | 21,046 | 221 | 22,233 | 276 | 46,258 | 267 | 13,460 | 263 |
| Elmira, N.Y. | 4,380 | 219 | 13,124 | 281 | 23,014 | 266 | 45,338 | 270 | 12,756 | 274 |
| El Paso, Tex. | 15,800 | 83 | 80,467 | 94 | 109,280 | 93 | 213,403 | 93 | 71,193 | 78 |
| Enid, Okla. | 1,503 | 318 | 6,108 | 319 | 12,772 | 316 | 27,000 | 314 | 6,527 | 318 |
| Erie, Pa. | 8,143 | 145 | 39,325 | 156 | 46,579 | 169 | 99,208 | 173 | 23,273 | 183 |
| Eugene - Springfield, Ore. | 8,655 | 140 | 35,638 | 171 | 49,563 | 164 | 99,146 | 174 | 32,687 | 146 |
| Evansville, Ind. | 5,909 | 184 | 51,795 | 132 | 58,192 | 152 | 122,867 | 148 | 28,871 | 159 |
| Fargo - Moorhead, N.D.-Minn. | 4,638 | 204 | 19,266 | 230 | 41,799 | 183 | 82,212 | 185 | 19,902 | 202 |
| Fayetteville - Springdale, Ark. | 4,208 | 227 | 25,631 | 197 | 27,450 | 238 | 50,433 | 253 | 16,110 | 230 |
| Fayetteville, N.C. | 7,020 | 164 | 52,884 | 130 | 46,452 | 170 | 91,247 | 177 | 28,178 | 164 |
| Flint, Mich. | 7,932 | 150 | 64,754 | 105 | 96,324 | 100 | 192,129 | 101 | 45,011 | 111 |
| Florence, Ala. | 3,386 | 246 | 12,858 | 284 | 28,410 | 230 | 55,149 | 235 | 14,620 | 245 |
| Florence, S.C. | 2,229 | 301 | 16,050 | 254 | 25,333 | 252 | 47,988 | 257 | 14,839 | 242 |
| Fort Collins - Loveland, Colo. | 4,953 | 199 | 26,806 | 191 | 27,087 | 242 | 57,648 | 225 | 18,085 | 214 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 25,248 | 62 | 307,348 | 27 | 267,176 | 41 | 588,936 | 37 | 171,122 | 37 |
| Fort Myers - Cape Coral, Fla. | 7,991 | 146 | 98,873 | 79 | 69,370 | 130 | 168,515 | 114 | 42,660 | 119 |
| Fort Pierce, Fla. | 7,390 | 156 | 54,950 | 126 | 35,291 | 198 | 83,023 | 182 | 19,431 | 210 |
| Fort Smith, Ark. | 2,541 | 281 | 21,766 | 219 | 33,839 | 203 | 72,192 | 192 | 19,701 | 204 |
| Fort Walton Beach, Fla. | 4,588 | 211 | 24,237 | 202 | 27,867 | 234 | 59,315 | 223 | 14,263 | 250 |
| Fort Wayne, Ind. | 13,703 | 100 | 57,225 | 119 | 76,350 | 118 | 158,324 | 121 | 38,303 | 134 |
| Fort Worth - Arlington, Tex. | 44,720 | 39 | 200,753 | 45 | 282,860 | 38 | 552,223 | 42 | 167,427 | 38 |
| Fresno, Cal. | 18,431 | 75 | 107,720 | 72 | 113,338 | 91 | 205,161 | 96 | 64,799 | 87 |
| Gadsden, Ala. | 2,839 | 265 | 15,703 | 258 | 15,602 | 308 | 36,137 | 301 | 10,353 | 296 |
| Gainesville, Fla. | 5,626 | 189 | 23,417 | 208 | 37,300 | 195 | 74,515 | 191 | 21,009 | 193 |
| Galveston - Texas City, Tex. | 4,479 | 216 | 16,184 | 253 | 45,061 | 176 | 101,339 | 168 | 26,863 | 171 |
| Gary - Hammond, Ind. | 9,439 | 134 | 58,410 | 103 | 95,106 | 103 | 173,189 | 113 | 54,444 | 97 |
| Glens Falls, N.Y. | 3,278 | 249 | 12,788 | 286 | 19,135 | 297 | 43,345 | 278 | 9,080 | 307 |
| Grand Forks, N.D. | 2,671 | 273 | 9,094 | 314 | 25,180 | 254 | 44,072 | 275 | 11,201 | 287 |
| Grand Rapids, Mich. | 15,568 | 86 | 116,164 | 69 | 179,992 | 62 | 316,488 | 69 | 82,210 | 71 |
| Great Falls, Mont. | 2,697 | 271 | 13,788 | 274 | 14,752 | 311 | 37,945 | 295 | 9,592 | 303 |
| Greeley, Colo. | 2,571 | 278 | 10,366 | 305 | 16,768 | 304 | 37,555 | 297 | 8,943 | 308 |
| Green Bay, Wisc. | 5,767 | 185 | 40,142 | 153 | 52,299 | 160 | 99,671 | 172 | 25,886 | 175 |
| Greensboro - Winston-Salem - High Point, N.C. | 30,296 | 54 | 330,073 | 24 | 182,568 | 61 | 422,363 | 55 | 112,325 | 56 |
| Greenville - Spartanburg, S.C. | 12,749 | 107 | 87,518 | 87 | 113,967 | 89 | 305,184 | 71 | 82,051 | 72 |
| Hagerstown, Md. | 3,397 | 243 | 19,336 | 228 | 21,156 | 285 | 39,619 | 289 | 10,476 | 295 |
| Hamilton - Middletown, Ohio | 6,587 | 169 | 26,255 | 193 | 20,203 | 292 | 44,784 | 272 | 11,844 | 284 |
| Harrisburg - Lebanon - Carlisle, Pa. | 13,223 | 105 | 101,626 | 78 | 107,473 | 95 | 228,578 | 87 | 61,670 | 89 |
| Hartford - New Britain - Middletown - Bristol, Conn. | 47,748 | 36 | 241,097 | 35 | 237,565 | 45 | 493,346 | 46 | 118,548 | 54 |
| Hickory - Morganton, N.C. | 3,392 | 245 | 59,484 | 113 | 29,189 | 227 | 71,127 | 194 | 20,636 | 196 |
| Honolulu, Haw. | 21,325 | 73 | 143,412 | 59 | 307,901 | 34 | 604,786 | 36 | 135,241 | 43 |
| Houma - Thibodaux, La. | 2,482 | 284 | 13,708 | 276 | 23,449 | 262 | 51,388 | 251 | 18,253 | 213 |
| Houston, Tex. | 151,137 | 7 | 449,310 | 13 | 764,998 | 9 | 1,466,425 | 10 | 397,210 | 11 |
| Huntington - Ashland, W.Va.-Ky. | 4,005 | 230 | 36,866 | 164 | 60,298 | 143 | 121,878 | 150 | 31,142 | 154 |
| Huntsville, Ala. | 13,997 | 97 | 42,622 | 150 | 59,087 | 149 | 142,910 | 133 | 32,148 | 149 |
| Indianapolis, Ind. | 57,737 | 32 | 208,310 | 42 | 281,218 | 39 | 1,102,852 | 14 | 184,722 | 32 |
| Iowa City, Iowa | 1,670 | 314 | 11,260 | 297 | 16,532 | 306 | 36,252 | 300 | 9,851 | 302 |
| Jackson, Mich. | 3,053 | 258 | 18,704 | 235 | 25,955 | 248 | 44,613 | 273 | 12,155 | 278 |
| Jackson, Miss. | 14,297 | 94 | 58,812 | 115 | 75,797 | 121 | 177,178 | 109 | 55,958 | 95 |
| Jackson, Tenn. | 3,138 | 255 | 10,145 | 307 | 21,638 | 283 | 47,569 | 263 | 11,883 | 283 |
| Jacksonville, Fla. | 23,353 | 71 | 145,986 | 56 | 156,263 | 69 | 373,391 | 60 | 89,066 | 65 |
| Jacksonville, N.C. | 2,868 | 263 | 25,294 | 199 | 19,422 | 294 | 33,640 | 306 | 9,916 | 300 |
| Jamestown - Dunkirk, N.Y. | 2,628 | 275 | 15,255 | 262 | 20,742 | 288 | 41,723 | 283 | 8,746 | 310 |
| Janesville - Beloit, Wisc. | 6,561 | 170 | 15,934 | 256 | 23,833 | 259 | 48,805 | 255 | 12,018 | 281 |
| Jersey City, N.J. | 24,113 | 70 | 96,077 | 82 | 120,779 | 83 | 327,655 | 66 | 86,020 | 67 |
| Johnson City - Kingsport - Bristol, Tenn. | 7,961 | 147 | 38,695 | 160 | 71,998 | 125 | 134,522 | 139 | 41,357 | 122 |
| Johnstown, Pa. | 2,729 | 269 | 18,745 | 234 | 26,183 | 246 | 54,407 | 239 | 14,544 | 247 |
| Joliet, Ill. | 5,628 | 188 | 30,153 | 182 | 41,393 | 184 | 82,146 | 186 | 17,542 | 218 |
| Joplin, Mo. | 2,326 | 295 | 13,045 | 282 | 24,016 | 256 | 53,384 | 241 | 19,611 | 206 |
| Kalamazoo, Mich. | 8,932 | 138 | 36,426 | 168 | 52,655 | 158 | 109,424 | 161 | 31,406 | 153 |
| Kankakee, Ill. | 1,618 | 315 | 10,736 | 302 | 12,038 | 319 | 25,541 | 316 | 6,454 | 319 |
| Kansas City, Mo.-Kans. | 40,771 | 43 | 210,675 | 41 | 367,205 | 29 | 738,531 | 32 | 187,046 | 31 |
| Kenosha, Wisc. | 2,389 | 290 | 10,497 | 304 | 17,889 | 300 | 35,275 | 303 | 13,570 | 259 |
| Killeen - Temple, Tex. | 5,433 | 190 | 32,884 | 177 | 32,190 | 212 | 67,616 | 203 | 19,002 | 212 |
| Knoxville, Tenn. | 13,549 | 102 | 91,552 | 83 | 135,929 | 75 | 288,357 | 75 | 67,623 | 82 |
| Kokomo, Ind. | 2,242 | 299 | 15,946 | 255 | 12,957 | 315 | 20,153 | 319 | 3,524 | 320 |
| La Crosse, Wisc. | 1,700 | 313 | 16,205 | 252 | 24,985 | 255 | 52,504 | 249 | 13,911 | 254 |
| Lafayette - West Lafayette, Ind. | 3,423 | 242 | 14,871 | 267 | 32,323 | 210 | 62,178 | 216 | 14,739 | 243 |
| Lafayette, La. | 7,092 | 163 | 28,368 | 187 | 43,889 | 179 | 106,190 | 165 | 31,840 | 150 |
| Lake Charles, La. | 2,925 | 262 | 18,607 | 238 | 28,118 | 232 | 62,845 | 214 | 20,404 | 200 |
| Lake County, Ill. | 18,006 | 78 | 110,933 | 71 | 110,544 | 92 | 225,997 | 88 | 51,760 | 102 |
| Lakeland - Winter Haven, Fla. | 7,941 | 149 | 50,599 | 136 | 53,521 | 156 | 113,316 | 159 | 27,834 | 167 |
| Lancaster, Pa. | 9,644 | 133 | 75,399 | 99 | 67,475 | 135 | 148,671 | 129 | 38,413 | 133 |
| Lansing - East Lansing, Mich. | 16,877 | 80 | 63,180 | 106 | 96,530 | 99 | 183,478 | 105 | 44,670 | 114 |

## S&MM METRO MARKET RANKINGS ACROSS THE BOARD: 1995 Projections

| Area | 1995 Population (Thous.) | Rank | Percent Change In Population 1990–1995 % | Rank | 1995 Households (Thous.) | Rank | 1995 EBI ($000) | Rank |
|---|---|---|---|---|---|---|---|---|
| Decatur, Ill. | 110.9 | 293 | -4.6 | 316 | 43.9 | 279 | 2,147,793 | 247 |
| Denver, Colo. | 1,702.0 | 27 | 4.2 | 150 | 688.5 | 25 | 38,262,861 | 25 |
| Des Moines, Iowa | 415.1 | 116 | 4.8 | 139 | 162.0 | 113 | 8,176,689 | 103 |
| Detroit, Mich. | 4,438.2 | 5 | 1.1 | 237 | 1,646.7 | 5 | 84,594,238 | 7 |
| Dothan, Ala. | 137.5 | 248 | 4.2 | 150 | 51.4 | 249 | 1,873,908 | 266 |
| Dubuque, Iowa | 85.0 | 310 | -1.4 | 289 | 30.6 | 312 | 1,278,960 | 312 |
| Duluth, Minn. | 230.6 | 182 | -3.3 | 310 | 93.3 | 173 | 3,836,316 | 179 |
| Eau Claire, Wisc. | 142.0 | 239 | 2.7 | 199 | 52.6 | 244 | 2,166,368 | 246 |
| Elkhart - Goshen, Ind. | 166.6 | 217 | 5.7 | 116 | 60.4 | 221 | 2,600,777 | 223 |
| Elmira, N.Y. | 96.6 | 303 | 1.3 | 234 | 36.2 | 305 | 1,390,008 | 306 |
| El Paso, Tex. | 673.6 | 77 | 11.8 | 37 | 199.7 | 91 | 7,531,418 | 115 |
| Enid, Okla. | 51.9 | 320 | -6.8 | 320 | 20.6 | 320 | 772,909 | 320 |
| Erie, Pa. | 273.3 | 161 | -.7 | 276 | 101.8 | 158 | 4,851,791 | 155 |
| Eugene - Springfield, Ore. | 292.8 | 152 | 3.0 | 190 | 114.8 | 146 | 4,298,357 | 166 |
| Evansville, Ind. | 280.5 | 158 | .5 | 247 | 110.4 | 152 | 4,986,329 | 152 |
| Fargo - Moorhead, N.D.-Minn. | 161.2 | 224 | 4.4 | 145 | 61.4 | 218 | 2,596,008 | 226 |
| Fayetteville - Springdale, Ark. | 121.5 | 273 | 6.0 | 105 | 46.8 | 264 | 1,927,810 | 261 |
| Fayetteville, N.C. | 286.1 | 156 | 3.7 | 165 | 95.4 | 170 | 3,880,542 | 178 |
| Flint, Mich. | 423.8 | 114 | -1.2 | 285 | 160.4 | 114 | 6,092,770 | 135 |
| Florence, Ala. | 130.3 | 258 | -.6 | 273 | 51.3 | 250 | 1,854,153 | 271 |
| Florence, S.C. | 117.8 | 278 | 2.6 | 202 | 42.1 | 287 | 1,466,660 | 301 |
| Fort Collins - Loveland, Colo. | 217.3 | 191 | 13.9 | 18 | 83.2 | 188 | 3,278,527 | 193 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 1,403.4 | 37 | 9.8 | 52 | 597.3 | 30 | 31,413,021 | 34 |
| Fort Myers - Cape Coral, Fla. | 397.7 | 122 | 15.2 | 12 | 167.5 | 110 | 7,869,743 | 106 |
| Fort Pierce, Fla. | 299.4 | 149 | 15.6 | 8 | 121.0 | 141 | 5,160,688 | 148 |
| Fort Smith, Ark. | 186.0 | 203 | 4.9 | 136 | 71.0 | 202 | 2,599,319 | 224 |
| Fort Walton Beach, Fla. | 165.5 | 218 | 12.7 | 26 | 62.4 | 213 | 2,802,930 | 212 |
| Fort Wayne, Ind. | 378.7 | 127 | 3.5 | 175 | 142.4 | 124 | 6,667,358 | 125 |
| Fort Worth - Arlington, Tex. | 1,535.0 | 32 | 12.8 | 25 | 572.1 | 31 | 31,883,457 | 32 |
| Fresno, Cal. | 775.6 | 68 | 13.6 | 19 | 252.4 | 76 | 12,039,630 | 77 |
| Gadsden, Ala. | 99.1 | 302 | -.6 | 273 | 38.7 | 297 | 1,149,375 | 315 |
| Gainesville, Fla. | 221.6 | 188 | 7.3 | 85 | 87.2 | 181 | 3,553,657 | 185 |
| Galveston - Texas City, Tex. | 225.0 | 186 | 3.1 | 189 | 84.9 | 186 | 3,983,585 | 174 |
| Gary - Hammond, Ind. | 597.5 | 88 | -.9 | 279 | 214.4 | 87 | 8,756,842 | 97 |
| Glens Falls, N.Y. | 125.7 | 269 | 5.1 | 132 | 45.5 | 269 | 1,929,899 | 260 |
| Grand Forks, N.D. | 73.5 | 318 | 3.5 | 175 | 26.5 | 317 | 1,583,419 | 295 |
| Grand Rapids, Mich. | 744.9 | 72 | 7.0 | 87 | 264.9 | 73 | 13,976,941 | 71 |
| Great Falls, Mont. | 76.9 | 315 | -.8 | 278 | 30.3 | 314 | 1,283,550 | 311 |
| Greeley, Colo. | 136.3 | 251 | 3.0 | 190 | 49.2 | 254 | 1,835,818 | 274 |
| Green Bay, Wisc. | 206.0 | 193 | 5.0 | 133 | 77.3 | 193 | 3,375,221 | 192 |
| Greensboro - Winston-Salem - High Point, N.C. | 995.1 | 53 | 4.8 | 139 | 398.4 | 48 | 18,356,051 | 54 |
| Greenville - Spartanburg, S.C. | 685.9 | 76 | 5.9 | 110 | 261.0 | 74 | 10,784,165 | 81 |
| Hagerstown, Md. | 126.3 | 267 | 3.4 | 177 | 47.0 | 262 | 1,807,288 | 279 |
| Hamilton - Middletown, Ohio | 310.3 | 144 | 5.5 | 118 | 111.3 | 150 | 4,564,857 | 160 |
| Harrisburg - Lebanon - Carlisle, Pa. | 611.4 | 87 | 3.4 | 177 | 237.5 | 80 | 12,189,849 | 76 |
| Hartford - New Britain - Middletown - Bristol, Conn. | 1,173.7 | 44 | 3.8 | 162 | 445.2 | 45 | 25,871,369 | 40 |
| Hickory - Morganton, N.C. | 233.3 | 179 | 4.4 | 145 | 90.3 | 177 | 3,883,572 | 177 |
| Honolulu, Haw. | 886.2 | 64 | 5.2 | 130 | 287.9 | 69 | 18,690,965 | 51 |
| Houma - Thibodaux, La. | 179.8 | 207 | -1.3 | 286 | 59.8 | 224 | 2,882,418 | 206 |
| Houston, Tex. | 3,525.2 | 8 | 5.8 | 113 | 1,253.1 | 8 | 60,974,183 | 10 |
| Huntington - Ashland, W.Va.-Ky. | 301.7 | 147 | -2.9 | 307 | 116.3 | 145 | 4,186,321 | 170 |
| Huntsville, Ala. | 265.3 | 164 | 9.3 | 61 | 103.3 | 156 | 6,033,743 | 137 |
| Indianapolis, Ind. | 1,309.3 | 39 | 4.1 | 154 | 506.5 | 38 | 25,095,645 | 43 |
| Iowa City, Iowa | 102.0 | 299 | 5.3 | 124 | 37.9 | 300 | 1,969,942 | 256 |
| Jackson, Mich. | 154.4 | 229 | 2.7 | 199 | 55.9 | 231 | 2,642,977 | 222 |
| Jackson, Miss. | 410.9 | 118 | 3.4 | 177 | 146.6 | 120 | 7,033,904 | 119 |
| Jackson, Tenn. | 79.3 | 314 | 1.5 | 227 | 30.4 | 313 | 1,304,388 | 310 |
| Jacksonville, Fla. | 1,044.4 | 50 | 12.7 | 26 | 398.4 | 48 | 18,634,462 | 52 |
| Jacksonville, N.C. | 163.4 | 221 | 7.9 | 76 | 45.1 | 271 | 1,590,704 | 294 |
| Jamestown - Dunkirk, N.Y. | 139.2 | 245 | -1.6 | 292 | 53.2 | 238 | 1,977,188 | 255 |
| Janesville - Beloit, Wisc. | 138.8 | 247 | -.4 | 267 | 52.2 | 246 | 2,276,166 | 242 |
| Jersey City, N.J. | 540.3 | 94 | -1.9 | 296 | 198.9 | 92 | 9,562,976 | 89 |
| Johnson City - Kingsport - Bristol, Tenn. | 438.3 | 112 | .4 | 249 | 174.0 | 105 | 6,730,041 | 123 |
| Johnstown, Pa. | 231.6 | 181 | -3.4 | 311 | 89.6 | 179 | 2,817,783 | 210 |
| Joliet, Ill. | 414.6 | 117 | 5.5 | 118 | 135.5 | 129 | 7,713,669 | 113 |
| Joplin, Mo. | 139.6 | 244 | 2.9 | 194 | 55.0 | 235 | 1,874,752 | 265 |
| Kalamazoo, Mich. | 231.7 | 180 | 3.2 | 185 | 87.0 | 182 | 4,690,371 | 159 |
| Kankakee, Ill. | 95.1 | 304 | -.9 | 279 | 34.2 | 306 | 1,435,852 | 304 |
| Kansas City, Mo.-Kans. | 1,687.9 | 28 | 6.5 | 98 | 653.5 | 27 | 33,558,221 | 31 |
| Kenosha, Wisc. | 133.9 | 256 | 3.8 | 162 | 49.2 | 254 | 2,969,468 | 203 |
| Killeen - Temple, Tex. | 278.6 | 159 | 7.9 | 76 | 92.1 | 174 | 4,095,765 | 172 |
| Knoxville, Tenn. | 628.8 | 83 | 3.4 | 177 | 250.4 | 77 | 10,459,940 | 84 |
| Kokomo, Ind. | 92.9 | 306 | -3.5 | 313 | 36.3 | 304 | 1,674,982 | 289 |
| La Crosse, Wisc. | 101.2 | 300 | 2.8 | 197 | 38.5 | 298 | 1,786,545 | 280 |
| Lafayette - West Lafayette, Ind. | 134.7 | 254 | 2.7 | 199 | 46.7 | 266 | 2,252,973 | 243 |
| Lafayette, La. | 206.0 | 193 | -1.0 | 281 | 75.6 | 194 | 3,418,995 | 189 |
| Lake Charles, La. | 168.7 | 215 | .4 | 249 | 61.2 | 219 | 2,688,497 | 217 |
| Lake County, Ill. | 581.9 | 89 | 10.7 | 43 | 196.4 | 93 | 14,674,064 | 70 |
| Lakeland - Winter Haven, Fla. | 449.3 | 108 | 9.1 | 65 | 173.9 | 106 | 7,020,354 | 120 |
| Lancaster, Pa. | 469.2 | 102 | 9.2 | 64 | 168.7 | 109 | 8,367,397 | 101 |
| Lansing - East Lansing, Mich. | 447.0 | 110 | 2.9 | 194 | 162.3 | 112 | 7,903,720 | 105 |

## S&MM METRO MARKET RANKINGS ACROSS THE BOARD: 1995 Projections

| | 1995 Average Household EBI | | 1995 Total Retail Sales | | 1995 Per Household Retail Sales | | 1995 Buying Power Index | |
|---|---|---|---|---|---|---|---|---|
| Area | ($) | Rank | ($000) | Rank | ($) | Rank | BPI | Rank |
| **Decatur**, Ill. | 48,925 | 98 | 1,269,542 | 258 | 28,919 | 82 | .0468 | 255 |
| **Denver**, Colo. | 55,574 | 43 | 18,909,139 | 24 | 27,464 | 110 | .7683 | 24 |
| **Des Moines**, Iowa | 50,473 | 85 | 5,623,026 | 86 | 34,710 | 18 | .1878 | 97 |
| **Detroit**, Mich. | 51,372 | 75 | 43,551,163 | 5 | 26,448 | 133 | 1.7717 | 6 |
| **Dothan**, Ala. | 36,457 | 292 | 1,463,329 | 233 | 28,469 | 90 | .0485 | 252 |
| **Dubuque**, Iowa | 41,796 | 215 | 1,047,370 | 282 | 34,228 | 20 | .0330 | 306 |
| **Duluth**, Minn. | 41,118 | 229 | 2,278,891 | 173 | 24,425 | 189 | .0865 | 178 |
| **Eau Claire**, Wisc. | 41,186 | 227 | 1,682,852 | 214 | 31,993 | 38 | .0547 | 237 |
| **Elkhart** - Goshen, Ind. | 43,059 | 186 | 1,452,959 | 234 | 24,056 | 201 | .0583 | 222 |
| **Elmira**, N.Y. | 38,398 | 271 | 765,643 | 314 | 21,150 | 266 | .0314 | 309 |
| **El Paso**, Tex. | 37,714 | 279 | 5,084,088 | 93 | 25,459 | 160 | .1938 | 93 |
| **Enid**, Okla. | 37,520 | 281 | 593,376 | 320 | 28,805 | 85 | .0195 | 320 |
| **Erie**, Pa. | 47,660 | 119 | 2,262,903 | 174 | 22,229 | 247 | .1002 | 159 |
| **Eugene** - Springfield, Ore. | 37,442 | 282 | 3,217,637 | 139 | 28,028 | 99 | .1077 | 152 |
| **Evansville**, Ind. | 45,166 | 154 | 2,651,083 | 159 | 24,013 | 202 | .1070 | 153 |
| **Fargo** - Moorhead, N.D.-Minn. | 42,280 | 206 | 1,895,057 | 200 | 30,864 | 52 | .0631 | 215 |
| **Fayetteville** - Springdale, Ark. | 41,193 | 226 | 1,519,622 | 228 | 32,471 | 32 | .0484 | 254 |
| **Fayetteville**, N.C. | 40,677 | 238 | 1,929,732 | 198 | 20,228 | 284 | .0866 | 177 |
| **Flint**, Mich. | 37,985 | 275 | 4,452,039 | 106 | 27,756 | 106 | .1519 | 119 |
| **Florence**, Ala. | 36,143 | 295 | 1,227,345 | 264 | 23,925 | 208 | .0447 | 265 |
| **Florence**, S.C. | 34,838 | 305 | 1,436,203 | 237 | 34,114 | 21 | .0424 | 276 |
| **Fort Collins** - Loveland, Colo. | 39,405 | 257 | 2,021,008 | 188 | 24,291 | 195 | .0763 | 191 |
| **Fort Lauderdale** - Hollywood - Pompano Beach, Fla. | 52,592 | 66 | 15,345,170 | 35 | 25,691 | 155 | .6289 | 34 |
| **Fort Myers** - Cape Coral, Fla. | 46,984 | 126 | 3,709,769 | 121 | 22,148 | 248 | .1594 | 114 |
| **Fort Pierce**, Fla. | 42,650 | 198 | 2,394,788 | 169 | 19,792 | 290 | .1070 | 153 |
| **Fort Smith**, Ark. | 36,610 | 291 | 2,107,315 | 182 | 29,680 | 72 | .0677 | 203 |
| **Fort Walton Beach**, Fla. | 44,919 | 159 | 1,622,772 | 219 | 26,006 | 146 | .0624 | 216 |
| **Fort Wayne**, Ind. | 46,821 | 129 | 3,528,889 | 129 | 24,782 | 178 | .1429 | 127 |
| **Fort Worth** - Arlington, Tex. | 55,731 | 41 | 16,149,405 | 29 | 28,228 | 95 | .6539 | 31 |
| **Fresno**, Cal. | 47,701 | 118 | 6,081,036 | 80 | 24,093 | 198 | .2616 | 76 |
| **Gadsden**, Ala. | 29,700 | 320 | 838,165 | 306 | 21,658 | 257 | .0300 | 313 |
| **Gainesville**, Fla. | 40,753 | 236 | 2,020,546 | 189 | 23,171 | 225 | .0794 | 188 |
| **Galveston** - Texas City, Tex. | 46,921 | 127 | 2,001,425 | 191 | 23,574 | 221 | .0841 | 184 |
| **Gary** - Hammond, Ind. | 40,843 | 235 | 4,155,056 | 109 | 19,380 | 297 | .1895 | 95 |
| **Glens Falls**, N.Y. | 42,415 | 203 | 1,299,641 | 251 | 28,564 | 89 | .0460 | 262 |
| **Grand Forks**, N.D. | 59,752 | 22 | 1,083,543 | 276 | 40,888 | 6 | .0357 | 301 |
| **Grand Rapids**, Mich. | 52,763 | 65 | 7,806,680 | 65 | 29,470 | 76 | .3012 | 69 |
| **Great Falls**, Mont. | 42,361 | 205 | 942,456 | 294 | 31,104 | 47 | .0312 | 310 |
| **Greeley**, Colo. | 37,313 | 284 | 994,032 | 290 | 20,204 | 286 | .0421 | 277 |
| **Green Bay**, Wisc. | 43,664 | 178 | 2,723,585 | 157 | 35,234 | 16 | .0851 | 183 |
| **Greensboro** - Winston-Salem - High Point, N.C. | 46,074 | 144 | 8,328,163 | 62 | 20,904 | 271 | .3730 | 58 |
| **Greenville** - Spartanburg, S.C. | 41,319 | 225 | 5,959,533 | 84 | 22,833 | 235 | .2400 | 80 |
| **Hagerstown**, Md. | 38,453 | 269 | 888,827 | 300 | 18,911 | 301 | .0398 | 283 |
| **Hamilton** - Middletown, Ohio | 41,014 | 231 | 1,834,532 | 204 | 16,483 | 317 | .0945 | 167 |
| **Harrisburg** - Lebanon - Carlisle, Pa. | 51,326 | 77 | 5,937,110 | 85 | 24,998 | 167 | .2487 | 79 |
| **Hartford** - New Britain - Middletown - Bristol, Conn. | 58,112 | 27 | 10,867,664 | 46 | 24,411 | 190 | .4973 | 43 |
| **Hickory** - Morganton, N.C. | 43,007 | 187 | 1,982,733 | 192 | 21,957 | 252 | .0833 | 185 |
| **Honolulu**, Haw. | 64,922 | 13 | 13,989,320 | 38 | 48,591 | 1 | .4387 | 48 |
| **Houma** - Thibodaux, La. | 48,201 | 109 | 1,767,962 | 207 | 29,565 | 74 | .0662 | 206 |
| **Houston**, Tex. | 48,659 | 103 | 32,432,519 | 10 | 25,882 | 148 | 1.3147 | 9 |
| **Huntington** - Ashland, W.Va.-Ky. | 35,996 | 296 | 2,549,943 | 164 | 21,926 | 253 | .0990 | 160 |
| **Huntsville**, Ala. | 58,410 | 24 | 2,887,005 | 152 | 27,948 | 102 | .1197 | 145 |
| **Indianapolis**, Ind. | 49,547 | 93 | 13,380,283 | 42 | 26,417 | 135 | .5310 | 41 |
| **Iowa City**, Iowa | 51,977 | 71 | 958,299 | 292 | 25,285 | 163 | .0404 | 281 |
| **Jackson**, Mich. | 47,280 | 121 | 1,297,219 | 252 | 23,206 | 223 | .0559 | 232 |
| **Jackson**, Miss. | 47,980 | 112 | 3,913,753 | 117 | 26,697 | 126 | .1541 | 117 |
| **Jackson**, Tenn. | 42,908 | 191 | 771,479 | 313 | 25,378 | 162 | .0293 | 315 |
| **Jacksonville**, Fla. | 46,773 | 131 | 9,863,900 | 51 | 24,759 | 179 | .3987 | 52 |
| **Jacksonville**, N.C. | 35,271 | 302 | 833,073 | 307 | 16,472 | 304 | .0396 | 287 |
| **Jamestown** - Dunkirk, N.Y. | 37,165 | 289 | 1,076,095 | 279 | 20,227 | 285 | .0449 | 264 |
| **Janesville** - Beloit, Wisc. | 43,605 | 180 | 1,635,171 | 217 | 31,325 | 45 | .0548 | 236 |
| **Jersey City**, N.J. | 48,079 | 110 | 3,657,201 | 122 | 18,387 | 306 | .1874 | 99 |
| **Johnson City** - Kingsport - Bristol, Tenn. | 38,678 | 266 | 3,025,146 | 147 | 17,386 | 313 | .1419 | 130 |
| **Johnstown**, Pa. | 31,448 | 314 | 1,535,828 | 226 | 17,141 | 316 | .0663 | 205 |
| **Joliet**, Ill. | 56,927 | 34 | 2,946,796 | 149 | 21,748 | 256 | .1495 | 120 |
| **Joplin**, Mo. | 34,006 | 308 | 1,275,839 | 256 | 23,197 | 224 | .0463 | 258 |
| **Kalamazoo**, Mich. | 53,912 | 53 | 2,433,251 | 167 | 27,968 | 101 | .0973 | 163 |
| **Kankakee**, Ill. | 41,984 | 211 | 929,107 | 297 | 27,167 | 117 | .0339 | 304 |
| **Kansas City**, Mo.-Kans. | 51,352 | 76 | 17,021,542 | 26 | 26,047 | 143 | .6941 | 29 |
| **Kenosha**, Wisc. | 60,355 | 19 | 1,111,900 | 274 | 22,600 | 239 | .0554 | 233 |
| **Killeen** - Temple, Tex. | 44,471 | 166 | 1,822,058 | 205 | 19,783 | 291 | .0870 | 176 |
| **Knoxville**, Tenn. | 41,773 | 217 | 5,592,862 | 87 | 22,336 | 242 | .2273 | 84 |
| **Kokomo**, Ind. | 46,143 | 141 | 1,062,251 | 280 | 29,263 | 79 | .0379 | 296 |
| **La Crosse**, Wisc. | 46,404 | 138 | 1,247,356 | 262 | 32,399 | 35 | .0420 | 278 |
| **Lafayette** - West Lafayette, Ind. | 48,244 | 108 | 1,157,481 | 270 | 24,785 | 177 | .0485 | 252 |
| **Lafayette**, La. | 45,225 | 153 | 2,513,338 | 166 | 33,245 | 27 | .0828 | 186 |
| **Lake Charles**, La. | 43,930 | 173 | 1,944,240 | 196 | 31,769 | 42 | .0653 | 208 |
| **Lake County**, Ill. | 74,715 | 6 | 5,966,375 | 83 | 30,379 | 61 | .2733 | 73 |
| **Lakeland** - Winter Haven, Fla. | 40,370 | 241 | 3,169,733 | 142 | 18,227 | 307 | .1476 | 121 |
| **Lancaster**, Pa. | 49,599 | 92 | 4,064,476 | 111 | 24,093 | 198 | .1745 | 105 |
| **Lansing** - East Lansing, Mich. | 48,698 | 102 | 4,563,724 | 98 | 28,119 | 96 | .1742 | 106 |

## S&MM METRO MARKET RANKINGS ACROSS THE BOARD: Population, Households, Effective Buying Income

| | Population | | Households | | Population Density | | Effective Buying Income (EBI) | | Median Household EBI | | Average Household EBI | | Per Capita EBI | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Area | (Thous.) | Rank | (Thous.) | Rank | (Pop/Sq.Mi.) | Rank | ($000) | Rank | ($) | Rank | ($) | Rank | ($) | Rank |
| **Laredo**, Tex. | 135.6 | 246 | 35.1 | 305 | 40 | 310 | 848,630 | 317 | 15,915 | 320 | 24,177 | 319 | 6,258 | 320 |
| **Las Cruces**, N.M. | 138.6 | 242 | 46.1 | 260 | 36 | 312 | 1,223,509 | 294 | 18,273 | 316 | 26,540 | 314 | 8,828 | 314 |
| **Las Vegas**, Nev. | 773.4 | 66 | 299.6 | 65 | 98 | 279 | 10,408,999 | 69 | 28,175 | 124 | 34,743 | 158 | 13,459 | 134 |
| **Lawrence**, Kans. | 82.9 | 311 | 30.6 | 312 | 181 | 208 | 1,093,302 | 305 | 23,820 | 241 | 35,729 | 136 | 13,188 | 150 |
| **Lawton**, Okla. | 111.2 | 288 | 37.5 | 297 | 104 | 271 | 1,140,310 | 300 | 21,033 | 298 | 30,408 | 274 | 10,255 | 301 |
| **Lewiston** - Auburn, Me. | 106.1 | 295 | 40.4 | 287 | 226 | 166 | 1,350,243 | 277 | 25,416 | 199 | 33,422 | 195 | 12,726 | 172 |
| **Lexington-Fayette**, Ky. | 351.1 | 129 | 135.1 | 123 | 237 | 155 | 4,651,608 | 133 | 24,831 | 215 | 34,431 | 165 | 13,249 | 145 |
| **Lima**, Ohio | 154.6 | 221 | 55.5 | 228 | 192 | 196 | 1,844,482 | 230 | 26,555 | 159 | 33,234 | 202 | 11,931 | 236 |
| **Lincoln**, Neb. | 215.4 | 186 | 83.5 | 181 | 257 | 143 | 3,324,037 | 160 | 29,819 | 87 | 39,809 | 70 | 15,432 | 48 |
| **Little Rock** - North Little Rock, Ark. | 516.1 | 92 | 196.6 | 88 | 177 | 210 | 6,915,308 | 90 | 25,920 | 182 | 35,175 | 147 | 13,399 | 138 |
| **Longview** - Marshall, Tex. | 162.6 | 213 | 60.8 | 213 | 139 | 244 | 1,946,552 | 220 | 24,843 | 213 | 32,016 | 235 | 11,971 | 232 |
| **Lorain** - Elyria, Ohio | 271.3 | 156 | 96.1 | 159 | 551 | 48 | 3,450,606 | 159 | 30,251 | 77 | 35,906 | 134 | 12,719 | 173 |
| **Los Angeles** - Long Beach, Cal. | 8,967.9 | 1 | 3,025.8 | 2 | 2,209 | 6 | 138,244,091 | 1 | 32,976 | 39 | 45,688 | 22 | 15,415 | 49 |
| **Louisville**, Ky. | 953.0 | 54 | 367.8 | 53 | 421 | 79 | 12,430,176 | 60 | 25,860 | 184 | 33,796 | 180 | 13,043 | 158 |
| **Lubbock**, Tex. | 224.1 | 181 | 82.1 | 183 | 249 | 150 | 2,597,744 | 184 | 22,565 | 273 | 31,641 | 246 | 11,592 | 257 |
| **Lynchburg**, Va. | 142.3 | 235 | 52.9 | 238 | 138 | 246 | 1,769,024 | 238 | 26,113 | 179 | 33,441 | 193 | 12,432 | 194 |
| **McAllen** - Edinburg - Mission, Tex. | 393.0 | 118 | 106.1 | 147 | 250 | 149 | 2,546,346 | 189 | 16,224 | 319 | 23,999 | 320 | 6,479 | 319 |
| **Macon** - Warner Robins, Ga. | 284.0 | 150 | 104.2 | 152 | 242 | 154 | 3,565,592 | 155 | 27,175 | 152 | 34,219 | 174 | 12,555 | 188 |
| **Madison**, Wisc. | 370.4 | 122 | 144.1 | 117 | 308 | 114 | 5,627,120 | 110 | 30,218 | 78 | 39,050 | 78 | 15,192 | 61 |
| **Manchester** - Nashua, N.H. | 341.3 | 134 | 126.6 | 133 | 389 | 88 | 6,164,749 | 99 | 39,598 | 12 | 48,695 | 16 | 18,063 | 14 |
| **Mansfield**, Ohio | 126.0 | 261 | 47.5 | 255 | 254 | 146 | 1,530,782 | 258 | 25,683 | 192 | 32,227 | 226 | 12,149 | 215 |
| **Medford**, Ore. | 148.0 | 230 | 57.9 | 219 | 53 | 301 | 1,644,663 | 247 | 21,826 | 286 | 28,405 | 300 | 11,113 | 277 |
| **Melbourne** - Titusville - Palm Bay, Fla. | 408.8 | 109 | 165.4 | 101 | 401 | 83 | 5,509,385 | 112 | 26,592 | 157 | 33,309 | 200 | 13,477 | 132 |
| **Memphis**, Tenn. | 990.6 | 50 | 360.3 | 55 | 430 | 74 | 12,106,512 | 61 | 24,834 | 214 | 33,601 | 189 | 12,221 | 207 |
| **Merced**, Cal. | 181.8 | 204 | 56.4 | 224 | 94 | 283 | 1,836,160 | 232 | 23,062 | 265 | 32,556 | 219 | 10,100 | 307 |
| **Miami** - Hialeah, Fla. | 1,963.0 | 23 | 701.8 | 24 | 1,010 | 21 | 25,533,002 | 29 | 26,243 | 175 | 36,382 | 124 | 13,007 | 160 |
| **Middlesex** - Somerset - Hunterdon, N.J. | 1,031.4 | 46 | 369.4 | 51 | 987 | 23 | 22,492,632 | 33 | 48,591 | 2 | 60,890 | 2 | 21,808 | 2 |
| **Midland**, Tex. | 107.4 | 294 | 39.2 | 293 | 119 | 260 | 1,586,201 | 250 | 29,172 | 103 | 40,464 | 56 | 14,769 | 76 |
| **Milwaukee**, Wisc. | 1,436.8 | 32 | 539.4 | 31 | 984 | 24 | 22,621,810 | 32 | 33,549 | 31 | 41,939 | 42 | 15,745 | 38 |
| **Minneapolis** - St. Paul, Minn. | 2,501.4 | 14 | 949.5 | 11 | 495 | 58 | 40,156,297 | 13 | 33,773 | 30 | 42,292 | 38 | 16,054 | 30 |
| **Mobile**, Ala. | 479.4 | 98 | 174.9 | 98 | 169 | 216 | 5,555,815 | 111 | 24,001 | 237 | 31,766 | 241 | 11,589 | 258 |
| **Modesto**, Cal. | 384.4 | 119 | 130.2 | 126 | 257 | 143 | 4,676,799 | 132 | 26,446 | 164 | 35,920 | 132 | 12,166 | 214 |
| **Monmouth** - Ocean, N.J. | 1,000.9 | 48 | 371.3 | 50 | 903 | 30 | 18,768,684 | 38 | 37,880 | 16 | 50,549 | 12 | 18,752 | 11 |
| **Monroe**, La. | 141.9 | 236 | 50.4 | 244 | 232 | 159 | 1,415,569 | 268 | 20,020 | 311 | 28,087 | 306 | 9,976 | 308 |
| **Montgomery**, Ala. | 294.6 | 145 | 106.3 | 146 | 147 | 235 | 3,465,673 | 158 | 24,176 | 232 | 32,603 | 217 | 11,764 | 245 |
| **Muncie**, Ind. | 119.3 | 274 | 45.0 | 268 | 303 | 117 | 1,385,075 | 274 | 23,632 | 251 | 30,779 | 265 | 11,610 | 255 |
| **Muskegon**, Mich. | 159.6 | 216 | 58.0 | 218 | 313 | 112 | 1,917,542 | 224 | 25,896 | 183 | 33,061 | 205 | 12,015 | 227 |
| **Naples**, Fla. | 157.4 | 220 | 63.9 | 208 | 78 | 288 | 2,290,240 | 198 | 24,454 | 226 | 35,841 | 135 | 14,550 | 83 |
| **Nashville**, Tenn. | 997.5 | 49 | 380.5 | 45 | 245 | 152 | 14,218,795 | 50 | 28,687 | 114 | 37,369 | 105 | 14,254 | 96 |
| **Nassau** - Suffolk, N.Y. | 2,616.2 | 11 | 858.5 | 17 | 2,184 | 7 | 53,772,777 | 8 | 49,494 | 1 | 62,636 | 1 | 20,554 | 6 |
| **Newark**, N.J. | 1,822.7 | 25 | 651.4 | 26 | 1,494 | 10 | 34,974,284 | 20 | 40,296 | 11 | 53,691 | 8 | 19,188 | 9 |
| **New Bedford** - Fall River - Attleboro, Mass. | 509.1 | 94 | 188.7 | 90 | 916 | 29 | 6,777,741 | 93 | 27,620 | 138 | 35,918 | 133 | 13,313 | 142 |
| **New Haven** - Waterbury - Meriden, Conn. | 807.9 | 64 | 306.2 | 63 | 1,334 | 15 | 13,570,874 | 53 | 34,699 | 28 | 44,320 | 29 | 16,798 | 21 |
| **New London** - Norwich, Conn. | 256.2 | 164 | 93.7 | 163 | 385 | 91 | 3,916,098 | 146 | 32,150 | 47 | 41,794 | 44 | 15,285 | 57 |
| **New Orleans**, La. | 1,236.3 | 41 | 454.0 | 41 | 535 | 52 | 15,171,433 | 48 | 25,409 | 200 | 33,417 | 196 | 12,272 | 206 |
| **New York**, N.Y. | 8,592.1 | 2 | 3,270.5 | 1 | 7,488 | 2 | 137,187,875 | 2 | 27,895 | 129 | 41,947 | 41 | 15,967 | 32 |
| **Niagara Falls**, N.Y. | 220.6 | 183 | 84.7 | 179 | 422 | 77 | 2,904,834 | 177 | 27,271 | 148 | 34,296 | 169 | 13,168 | 154 |
| **Norfolk** - Virginia Beach - Newport News, Va. | 1,419.4 | 33 | 502.2 | 36 | 842 | 31 | 18,355,870 | 42 | 27,790 | 131 | 36,551 | 116 | 12,932 | 167 |
| **Oakland**, Cal. | 2,111.7 | 19 | 790.9 | 22 | 1,449 | 12 | 38,360,531 | 15 | 38,096 | 15 | 48,502 | 17 | 18,166 | 13 |
| **Ocala**, Fla. | 200.5 | 190 | 80.5 | 185 | 127 | 256 | 2,175,470 | 205 | 19,616 | 313 | 27,024 | 312 | 10,850 | 285 |
| **Odessa**, Tex. | 118.0 | 277 | 42.0 | 283 | 131 | 254 | 1,483,154 | 260 | 27,712 | 134 | 35,313 | 144 | 12,569 | 184 |
| **Oklahoma City**, Okla. | 962.1 | 52 | 369.0 | 52 | 227 | 164 | 11,560,705 | 63 | 23,803 | 243 | 31,330 | 257 | 12,016 | 226 |
| **Olympia**, Wash. | 164.5 | 212 | 63.4 | 210 | 226 | 166 | 2,181,693 | 204 | 27,829 | 130 | 34,412 | 166 | 13,263 | 144 |
| **Omaha**, Neb. | 621.3 | 79 | 233.6 | 78 | 324 | 109 | 9,527,248 | 73 | 31,166 | 59 | 40,784 | 53 | 15,334 | 53 |
| **Orange County**, N.Y. | 312.7 | 143 | 103.3 | 153 | 383 | 92 | 4,474,430 | 135 | 33,407 | 34 | 43,315 | 34 | 14,309 | 94 |
| **Orlando**, Fla. | 1,104.8 | 44 | 414.1 | 44 | 435 | 71 | 15,279,293 | 47 | 28,067 | 126 | 36,898 | 112 | 13,830 | 116 |
| **Owensboro**, Ky. | 87.2 | 307 | 33.0 | 307 | 189 | 202 | 990,040 | 310 | 22,824 | 269 | 30,001 | 279 | 11,354 | 269 |
| **Oxnard** - Ventura, Cal. | 680.7 | 74 | 221.2 | 83 | 369 | 95 | 11,154,339 | 66 | 40,320 | 10 | 50,426 | 13 | 16,387 | 25 |
| **Panama City**, Fla. | 129.2 | 259 | 49.8 | 246 | 169 | 216 | 1,317,508 | 285 | 19,920 | 312 | 26,456 | 315 | 10,197 | 305 |
| **Parkersburg** - Marietta, W.Va.-Ohio | 148.4 | 229 | 57.5 | 221 | 148 | 234 | 1,729,846 | 242 | 23,794 | 244 | 30,084 | 278 | 11,657 | 252 |
| **Pascagoula**, Miss. | 115.1 | 281 | 40.4 | 287 | 158 | 227 | 1,291,408 | 289 | 26,250 | 174 | 31,966 | 238 | 11,220 | 275 |
| **Pensacola**, Fla. | 348.8 | 131 | 130.2 | 126 | 208 | 177 | 4,425,231 | 138 | 26,150 | 177 | 33,988 | 177 | 12,687 | 178 |
| **Peoria**, Ill. | 338.1 | 136 | 129.0 | 130 | 188 | 204 | 5,377,056 | 113 | 32,798 | 41 | 41,683 | 46 | 15,904 | 35 |
| **Philadelphia**, Pa. | 4,886.9 | 4 | 1,788.4 | 4 | 1,389 | 14 | 78,042,167 | 5 | 33,277 | 37 | 43,638 | 32 | 15,970 | 31 |
| **Phoenix**, Ariz. | 2,169.7 | 18 | 826.0 | 19 | 236 | 156 | 30,177,804 | 22 | 28,778 | 113 | 36,535 | 117 | 13,909 | 112 |
| **Pine Bluff**, Ark. | 85.4 | 309 | 30.0 | 314 | 97 | 281 | 850,202 | 316 | 20,222 | 308 | 28,340 | 303 | 9,956 | 309 |
| **Pittsburgh**, Pa. | 2,047.2 | 21 | 816.1 | 20 | 602 | 43 | 28,919,735 | 25 | 27,271 | 148 | 35,437 | 142 | 14,126 | 103 |
| **Pittsfield**, Mass. | 139.0 | 240 | 54.2 | 234 | 149 | 233 | 1,994,866 | 214 | 27,432 | 141 | 36,806 | 113 | 14,352 | 91 |
| **Portland**, Me. | 245.3 | 167 | 95.4 | 160 | 294 | 125 | 3,801,028 | 150 | 29,780 | 88 | 39,843 | 67 | 15,495 | 44 |
| **Portland**, Ore. | 1,252.0 | 40 | 491.8 | 37 | 334 | 106 | 18,374,831 | 41 | 29,982 | 82 | 37,362 | 106 | 14,676 | 79 |
| **Portsmouth** - Dover - Rochester, N.H. | 356.6 | 128 | 129.3 | 129 | 335 | 105 | 5,776,136 | 109 | 36,373 | 24 | 44,672 | 26 | 16,198 | 26 |
| **Poughkeepsie**, N.Y. | 262.2 | 160 | 90.6 | 169 | 327 | 108 | 4,495,936 | 134 | 38,897 | 13 | 49,624 | 15 | 17,147 | 19 |
| **Providence** - Pawtucket - Woonsocket, R.I. | 921.4 | 57 | 347.2 | 58 | 979 | 26 | 13,161,017 | 56 | 28,441 | 118 | 37,906 | 98 | 14,284 | 95 |
| **Provo** - Orem, Utah | 266.4 | 157 | 71.0 | 198 | 133 | 252 | 2,104,284 | 210 | 23,209 | 262 | 29,638 | 284 | 7,899 | 317 |
| **Pueblo**, Colo. | 123.1 | 265 | 47.1 | 259 | 52 | 303 | 1,276,940 | 290 | 21,167 | 295 | 27,111 | 311 | 10,373 | 299 |
| **Racine**, Wisc. | 175.6 | 207 | 63.9 | 208 | 527 | 54 | 2,450,997 | 194 | 31,751 | 53 | 38,357 | 88 | 13,958 | 109 |
| **Raleigh** - Durham, N.C. | 750.2 | 67 | 293.7 | 66 | 372 | 93 | 11,460,063 | 64 | 29,499 | 94 | 39,020 | 79 | 15,276 | 58 |
| **Rapid City**, S.D. | 82.4 | 313 | 31.0 | 310 | 30 | 315 | 1,119,960 | 302 | 24,780 | 217 | 36,128 | 126 | 13,592 | 127 |
| **Reading**, Pa. | 338.8 | 135 | 128.5 | 131 | 394 | 87 | 4,699,850 | 130 | 28,857 | 109 | 36,575 | 114 | 13,872 | 114 |
| **Redding**, Cal. | 151.6 | 224 | 57.7 | 220 | 40 | 310 | 1,852,402 | 229 | 23,280 | 259 | 32,104 | 229 | 12,219 | 208 |

## S&MM METRO MARKET RANKINGS ACROSS THE BOARD: Retail Sales, Buying Power Indexes

| | Total Retail Sales | | Per Household Retail Sales | | Buying Power Index (BPI) | | Economy-Priced-Products BPI | | Moderate-Priced-Products BPI | | Premium-Priced-Products BPI | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Area | ($000) | Rank | ($) | Rank | BPI | Rank | BPI | Rank | BPI | Rank | BPI | Rank |
| **Laredo**, Tex. | 824,554 | 278 | 23,492 | 36 | .0367 | 299 | .0620 | 238 | .0425 | 299 | .0388 | 281 |
| **Las Cruces**, N.M. | 615,412 | 312 | 13,350 | 319 | .0388 | 293 | .0635 | 231 | .0494 | 276 | .0331 | 300 |
| **Las Vegas**, Nev. | 5,806,823 | 67 | 19,382 | 207 | .3068 | 67 | .3115 | 65 | .3394 | 61 | .3267 | 67 |
| **Lawrence**, Kans. | 488,765 | 318 | 15,973 | 301 | .0303 | 314 | .0365 | 309 | .0322 | 316 | .0263 | 315 |
| **Lawton**, Okla. | 681,609 | 301 | 18,176 | 257 | .0365 | 300 | .0454 | 289 | .0488 | 279 | .0314 | 305 |
| **Lewiston** - Auburn, Me. | 820,621 | 281 | 20,312 | 150 | .0415 | 283 | .0493 | 281 | .0491 | 277 | .0361 | 291 |
| **Lexington-Fayette**, Ky. | 3,039,615 | 112 | 22,499 | 52 | .1449 | 128 | .1526 | 116 | .1622 | 116 | .1463 | 123 |
| **Lima**, Ohio | 1,190,752 | 217 | 21,455 | 92 | .0585 | 224 | .0601 | 243 | .0653 | 225 | .0574 | 219 |
| **Lincoln**, Neb. | 1,529,342 | 185 | 18,315 | 250 | .0900 | 175 | .0791 | 199 | .0892 | 185 | .0883 | 170 |
| **Little Rock** - North Little Rock, Ark. | 4,147,589 | 86 | 21,097 | 108 | .2087 | 89 | .2134 | 89 | .2331 | 84 | .2074 | 90 |
| **Longview** - Marshall, Tex. | 1,342,747 | 201 | 22,085 | 65 | .0630 | 211 | .0770 | 202 | .0678 | 216 | .0639 | 204 |
| **Lorain** - Elyria, Ohio | 1,604,156 | 179 | 16,693 | 294 | .0976 | 162 | .0897 | 184 | .0939 | 179 | .0980 | 160 |
| **Los Angeles** - Long Beach, Cal. | 67,141,917 | 1 | 22,190 | 63 | 3.8050 | 1 | 2.9873 | 2 | 3.1414 | 1 | 4.0008 | 1 |
| **Louisville**, Ky. | 7,146,704 | 56 | 19,431 | 205 | .3720 | 59 | .4021 | 47 | .4152 | 49 | .3743 | 58 |
| **Lubbock**, Tex. | 1,975,744 | 157 | 24,065 | 27 | .0878 | 176 | .1064 | 159 | .1036 | 168 | .0807 | 183 |
| **Lynchburg**, Va. | 1,047,844 | 236 | 19,808 | 177 | .0541 | 241 | .0587 | 245 | .0626 | 234 | .0529 | 233 |
| **McAllen** - Edinburg - Mission, Tex. | 1,872,253 | 167 | 17,646 | 272 | .0988 | 161 | .1726 | 104 | .1238 | 146 | .0864 | 176 |
| **Macon** - Warner Robins, Ga. | 2,138,721 | 150 | 20,525 | 141 | .1091 | 151 | .1126 | 148 | .1143 | 153 | .1062 | 155 |
| **Madison**, Wisc. | 3,293,944 | 103 | 22,859 | 43 | .1646 | 111 | .1363 | 129 | .1662 | 114 | .1810 | 102 |
| **Manchester** - Nashua, N.H. | 3,608,388 | 94 | 28,502 | 8 | .1752 | 101 | .1216 | 140 | .1371 | 132 | .1853 | 97 |
| **Mansfield**, Ohio | 962,922 | 256 | 20,272 | 151 | .0479 | 257 | .0518 | 271 | .0556 | 252 | .0473 | 255 |
| **Medford**, Ore. | 1,431,958 | 191 | 24,732 | 21 | .0590 | 223 | .0717 | 212 | .0766 | 201 | .0528 | 234 |
| **Melbourne** - Titusville - Palm Bay, Fla. | 2,964,038 | 116 | 17,920 | 265 | .1605 | 113 | .1699 | 106 | .1872 | 101 | .1516 | 119 |
| **Memphis**, Tenn. | 7,055,066 | 58 | 19,581 | 193 | .3692 | 61 | .4126 | 44 | .3910 | 53 | .3707 | 59 |
| **Merced**, Cal. | 848,452 | 271 | 15,043 | 312 | .0548 | 237 | .0657 | 223 | .0668 | 219 | .0463 | 258 |
| **Miami** - Hialeah, Fla. | 15,113,192 | 23 | 21,535 | 84 | .7723 | 25 | .8032 | 19 | .7786 | 22 | .8207 | 26 |
| **Middlesex** - Somerset - Hunterdon, N.J. | 8,568,355 | 46 | 23,195 | 38 | .5459 | 38 | .2912 | 67 | .3165 | 67 | .5821 | 36 |
| **Midland**, Tex. | 821,738 | 280 | 20,963 | 114 | .0449 | 270 | .0443 | 292 | .0437 | 296 | .0422 | 268 |
| **Milwaukee**, Wisc. | 11,214,996 | 33 | 20,792 | 126 | .6239 | 32 | .4849 | 37 | .5483 | 35 | .6687 | 31 |
| **Minneapolis** - St. Paul, Minn. | 20,446,928 | 13 | 21,534 | 85 | 1.1126 | 13 | .8443 | 16 | .9876 | 12 | 1.1339 | 14 |
| **Mobile**, Ala. | 3,290,987 | 104 | 18,816 | 231 | .1722 | 106 | .2090 | 91 | .1948 | 96 | .1651 | 111 |
| **Modesto**, Cal. | 2,519,243 | 137 | 19,349 | 209 | .1394 | 133 | .1457 | 126 | .1476 | 125 | .1346 | 136 |
| **Monmouth** - Ocean, N.J. | 8,593,187 | 45 | 23,144 | 39 | .4904 | 42 | .3464 | 60 | .3805 | 57 | .4855 | 43 |
| **Monroe**, La. | 1,257,237 | 208 | 24,945 | 18 | .0525 | 243 | .0777 | 200 | .0581 | 239 | .0507 | 241 |
| **Montgomery**, Ala. | 2,180,197 | 148 | 20,510 | 142 | .1093 | 150 | .1187 | 142 | .1243 | 145 | .1067 | 154 |
| **Muncie**, Ind. | 762,831 | 286 | 16,952 | 288 | .0419 | 281 | .0528 | 265 | .0486 | 281 | .0411 | 274 |
| **Muskegon**, Mich. | 1,000,054 | 251 | 17,242 | 282 | .0567 | 229 | .0608 | 241 | .0636 | 230 | .0532 | 231 |
| **Naples**, Fla. | 1,399,666 | 193 | 21,904 | 71 | .0685 | 202 | .0800 | 198 | .0740 | 203 | .0797 | 186 |
| **Nashville**, Tenn. | 7,838,318 | 50 | 20,600 | 134 | .4131 | 50 | .3714 | 55 | .4233 | 47 | .4283 | 51 |
| **Nassau** - Suffolk, N.Y. | 26,052,896 | 8 | 30,347 | 4 | 1.4095 | 8 | .7467 | 20 | .8474 | 19 | 1.4582 | 8 |
| **Newark**, N.J. | 13,633,002 | 25 | 20,929 | 117 | .8715 | 22 | .6138 | 25 | .5920 | 31 | .8846 | 22 |
| **New Bedford** - Fall River - Attleboro, Mass. | 4,105,077 | 87 | 21,755 | 77 | .2057 | 90 | .2196 | 86 | .2097 | 91 | .2111 | 89 |
| **New Haven** - Waterbury - Meriden, Conn. | 6,487,372 | 64 | 21,187 | 101 | .3660 | 62 | .3010 | 66 | .3038 | 69 | .3820 | 57 |
| **New London** - Norwich, Conn. | 1,952,266 | 159 | 20,835 | 123 | .1089 | 152 | .0889 | 186 | .0989 | 175 | .1112 | 149 |
| **New Orleans**, La. | 9,782,747 | 41 | 21,548 | 83 | .4778 | 43 | .5907 | 28 | .5003 | 40 | .4818 | 44 |
| **New York**, N.Y. | 49,319,353 | 2 | 15,080 | 311 | 3.4639 | 2 | 3.4541 | 1 | 3.0703 | 2 | 3.8255 | 2 |
| **Niagara Falls**, N.Y. | 1,448,250 | 189 | 17,099 | 285 | .0832 | 183 | .0918 | 181 | .0890 | 186 | .0858 | 178 |
| **Norfolk** - Virginia Beach - Newport News, Va. | 10,395,293 | 38 | 20,700 | 130 | .5479 | 37 | .5245 | 34 | .5916 | 32 | .5547 | 39 |
| **Oakland**, Cal. | 16,201,188 | 21 | 20,484 | 144 | .9854 | 18 | .7223 | 22 | .7342 | 23 | 1.0203 | 17 |
| **Ocala**, Fla. | 1,408,163 | 192 | 17,493 | 276 | .0705 | 197 | .1065 | 158 | .1012 | 170 | .0597 | 212 |
| **Odessa**, Tex. | 842,107 | 273 | 20,050 | 159 | .0446 | 271 | .0492 | 283 | .0476 | 284 | .0426 | 267 |
| **Oklahoma City**, Okla. | 7,262,762 | 54 | 19,682 | 186 | .3622 | 63 | .4367 | 41 | .4335 | 45 | .3663 | 61 |
| **Olympia**, Wash. | 1,137,793 | 220 | 17,946 | 264 | .0631 | 210 | .0685 | 218 | .0687 | 211 | .0640 | 203 |
| **Omaha**, Neb. | 4,700,401 | 79 | 20,122 | 156 | .2635 | 75 | .2252 | 84 | .2492 | 80 | .2663 | 75 |
| **Orange County**, N.Y. | 2,416,510 | 140 | 23,393 | 37 | .1290 | 138 | .1123 | 150 | .1114 | 156 | .1287 | 138 |
| **Orlando**, Fla. | 9,895,768 | 40 | 23,897 | 31 | .4708 | 45 | .4314 | 42 | .4982 | 41 | .4553 | 47 |
| **Owensboro**, Ky. | 675,870 | 304 | 20,481 | 145 | .0322 | 310 | .0408 | 300 | .0388 | 306 | .0321 | 303 |
| **Oxnard** - Ventura, Cal. | 5,393,117 | 70 | 24,381 | 23 | .3031 | 69 | .1802 | 100 | .2274 | 87 | .2922 | 70 |
| **Panama City**, Fla. | 1,089,654 | 229 | 21,881 | 73 | .0473 | 260 | .0727 | 209 | .0651 | 227 | .0419 | 271 |
| **Parkersburg** - Marietta, W.Va.-Ohio | 1,073,448 | 233 | 18,669 | 237 | .0544 | 239 | .0670 | 221 | .0676 | 217 | .0509 | 240 |
| **Pascagoula**, Miss. | 565,295 | 315 | 13,992 | 317 | .0370 | 296 | .0401 | 301 | .0450 | 291 | .0361 | 291 |
| **Pensacola**, Fla. | 2,399,482 | 141 | 18,429 | 246 | .1309 | 137 | .1413 | 127 | .1437 | 128 | .1265 | 141 |
| **Peoria**, Ill. | 2,522,675 | 136 | 19,556 | 197 | .1455 | 126 | .1128 | 147 | .1273 | 140 | .1423 | 126 |
| **Philadelphia**, Pa. | 36,033,312 | 4 | 20,148 | 154 | 2.1031 | 4 | 1.7689 | 4 | 1.7781 | 4 | 2.1524 | 4 |
| **Phoenix**, Ariz. | 16,652,405 | 20 | 20,160 | 153 | .8806 | 20 | .8649 | 15 | .9322 | 16 | .9069 | 21 |
| **Pine Bluff**, Ark. | 561,482 | 316 | 18,716 | 234 | .0283 | 316 | .0416 | 299 | .0327 | 315 | .0249 | 318 |
| **Pittsburgh**, Pa. | 14,183,572 | 24 | 17,380 | 278 | .8118 | 24 | .8796 | 14 | .8439 | 20 | .8477 | 23 |
| **Pittsfield**, Mass. | 1,203,511 | 213 | 22,205 | 60 | .0595 | 221 | .0615 | 239 | .0622 | 235 | .0581 | 215 |
| **Portland**, Me. | 3,114,787 | 108 | 32,650 | 2 | .1255 | 141 | .1074 | 155 | .1244 | 143 | .1189 | 145 |
| **Portland**, Ore. | 10,811,738 | 36 | 21,984 | 68 | .5418 | 39 | .4794 | 38 | .5461 | 36 | .5975 | 34 |
| **Portsmouth** - Dover - Rochester, N.H. | 3,753,796 | 91 | 29,032 | 7 | .1734 | 105 | .1321 | 134 | .1469 | 126 | .1826 | 100 |
| **Poughkeepsie**, N.Y. | 2,137,103 | 151 | 23,588 | 34 | .1206 | 143 | .0863 | 190 | .0916 | 180 | .1226 | 142 |
| **Providence** - Pawtucket - Woonsocket, R.I. | 6,621,140 | 63 | 19,070 | 219 | .3714 | 60 | .3717 | 54 | .3679 | 59 | .3682 | 60 |
| **Provo** - Orem, Utah | 1,217,584 | 211 | 17,149 | 283 | .0715 | 194 | .0827 | 194 | .0864 | 191 | .0648 | 200 |
| **Pueblo**, Colo. | 783,126 | 284 | 16,627 | 295 | .0410 | 286 | .0622 | 237 | .0520 | 269 | .0393 | 279 |
| **Racine**, Wisc. | 1,345,685 | 200 | 21,059 | 111 | .0714 | 195 | .0595 | 244 | .0662 | 221 | .0747 | 188 |
| **Raleigh** - Durham, N.C. | 6,093,748 | 66 | 20,748 | 127 | .3247 | 66 | .2888 | 68 | .3262 | 64 | .3282 | 66 |
| **Rapid City**, S.D. | 830,083 | 275 | 26,777 | 10 | .0364 | 301 | .0368 | 308 | .0410 | 305 | .0320 | 304 |
| **Reading**, Pa. | 2,563,704 | 134 | 19,951 | 166 | .1368 | 135 | .1304 | 135 | .1407 | 129 | .1617 | 116 |
| **Redding**, Cal. | 1,107,147 | 226 | 19,188 | 215 | .0569 | 227 | .0722 | 210 | .0682 | 213 | .0513 | 238 |

## S&MM METRO MARKET RANKINGS ACROSS THE BOARD: Retail Sales by Store Group

| | Total Retail Sales | | Food Stores | | Supermarkets | | Eating & Drinking Places | | General Merchandise Stores | | Department Stores | | Apparel & Accessories Stores | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Area | ($000) | Rank | ($000) | Rank | ($000) | Rank | ($000) | Rank | ($000) | Rank | ($000) | Rank | ($000) | Rank |
| Laredo, Tex. | 824,554 | 278 | 208,165 | 243 | 192,492 | 243 | 65,378 | 289 | 129,305 | 253 | 109,897 | 254 | 77,403 | 170 |
| Las Cruces, N.M. | 615,412 | 312 | 127,974 | 300 | 124,305 | 297 | 65,216 | 291 | 86,891 | 308 | 75,098 | 301 | 28,912 | 289 |
| Las Vegas, Nev. | 5,806,823 | 67 | 1,253,589 | 62 | 1,199,281 | 63 | 665,294 | 62 | 643,750 | 72 | 573,122 | 67 | 324,979 | 64 |
| Lawrence, Kans. | 488,765 | 318 | 109,372 | 315 | 104,067 | 316 | 60,979 | 300 | 67,117 | 318 | 58,078 | 318 | 20,681 | 310 |
| Lawton, Okla. | 681,609 | 301 | 128,902 | 298 | 124,662 | 296 | 60,276 | 302 | 145,317 | 237 | 115,304 | 247 | 28,725 | 290 |
| Lewiston - Auburn, Me. | 820,621 | 281 | 218,826 | 235 | 210,288 | 230 | 72,710 | 276 | 95,031 | 298 | 79,565 | 298 | 21,820 | 308 |
| Lexington-Fayette, Ky. | 3,039,615 | 112 | 479,338 | 135 | 460,582 | 132 | 331,289 | 99 | 451,141 | 98 | 378,118 | 94 | 158,862 | 108 |
| Lima, Ohio | 1,190,752 | 217 | 216,915 | 237 | 204,555 | 238 | 99,317 | 234 | 185,716 | 197 | 142,097 | 211 | 45,704 | 223 |
| Lincoln, Neb. | 1,529,342 | 185 | 293,266 | 197 | 167,827 | 263 | 159,189 | 177 | 209,254 | 178 | 193,965 | 172 | 93,113 | 157 |
| Little Rock - North Little Rock, Ark. | 4,147,589 | 86 | 731,164 | 92 | 703,094 | 91 | 346,611 | 96 | 629,074 | 76 | 540,595 | 72 | 236,497 | 77 |
| Longview - Marshall, Tex. | 1,342,747 | 201 | 276,750 | 200 | 269,309 | 199 | 109,608 | 220 | 141,788 | 242 | 123,757 | 235 | 71,243 | 179 |
| Lorain - Elyria, Ohio | 1,604,156 | 179 | 305,268 | 192 | 285,272 | 194 | 129,487 | 201 | 198,594 | 188 | 174,872 | 182 | 40,889 | 246 |
| Los Angeles - Long Beach, Cal. | 67,141,917 | 1 | 12,454,087 | 1 | 11,487,463 | 1 | 8,036,686 | 1 | 6,621,401 | 1 | 4,909,583 | 1 | 4,729,745 | 2 |
| Louisville, Ky. | 7,146,704 | 56 | 1,280,303 | 60 | 1,218,764 | 59 | 747,612 | 52 | 1,003,178 | 47 | 808,781 | 47 | 315,833 | 65 |
| Lubbock, Tex. | 1,975,744 | 157 | 375,146 | 163 | 356,409 | 163 | 197,770 | 152 | 267,399 | 157 | 194,366 | 171 | 104,337 | 141 |
| Lynchburg, Va. | 1,047,844 | 236 | 227,454 | 229 | 221,181 | 227 | 94,273 | 243 | 165,479 | 220 | 138,572 | 214 | 43,066 | 235 |
| McAllen - Edinburg - Mission, Tex. | 1,872,253 | 167 | 474,141 | 136 | 445,141 | 136 | 137,963 | 195 | 324,485 | 133 | 228,252 | 151 | 127,345 | 130 |
| Macon - Warner Robins, Ga. | 2,138,721 | 150 | 362,200 | 165 | 355,157 | 165 | 201,394 | 150 | 280,909 | 152 | 251,420 | 141 | 85,627 | 164 |
| Madison, Wisc. | 3,293,944 | 103 | 527,518 | 124 | 491,816 | 126 | 337,049 | 97 | 376,558 | 116 | 324,892 | 108 | 176,163 | 100 |
| Manchester - Nashua, N.H. | 3,608,388 | 94 | 729,652 | 93 | 695,363 | 93 | 308,376 | 110 | 528,340 | 89 | 379,861 | 93 | 188,935 | 90 |
| Mansfield, Ohio | 962,922 | 256 | 172,704 | 268 | 160,778 | 273 | 80,611 | 266 | 167,227 | 217 | 128,244 | 228 | 30,191 | 284 |
| Medford, Ore. | 1,431,958 | 191 | 215,745 | 238 | 199,509 | 240 | 122,361 | 206 | 167,497 | 214 | 118,068 | 244 | 49,424 | 217 |
| Melbourne - Titusville - Palm Bay, Fla. | 2,964,038 | 116 | 573,527 | 116 | 541,066 | 118 | 319,046 | 106 | 407,973 | 111 | 371,904 | 96 | 70,221 | 181 |
| Memphis, Tenn. | 7,055,066 | 58 | 1,130,045 | 66 | 1,067,330 | 67 | 605,591 | 66 | 987,964 | 48 | 729,657 | 52 | 389,661 | 55 |
| Merced, Cal. | 848,452 | 271 | 210,467 | 241 | 192,885 | 241 | 72,516 | 277 | 77,394 | 313 | 70,784 | 306 | 25,727 | 296 |
| Miami - Hialeah, Fla. | 15,113,192 | 23 | 2,705,413 | 24 | 2,455,235 | 25 | 1,560,951 | 23 | 1,890,433 | 20 | 1,492,816 | 21 | 1,051,108 | 16 |
| Middlesex - Somerset - Hunterdon, N.J. | 8,568,355 | 46 | 1,797,432 | 41 | 1,670,804 | 42 | 754,754 | 50 | 978,976 | 50 | 832,770 | 46 | 572,875 | 34 |
| Midland, Tex. | 821,738 | 280 | 213,665 | 239 | 209,524 | 232 | 65,339 | 290 | 133,068 | 250 | 105,706 | 258 | 45,410 | 226 |
| Milwaukee, Wisc. | 11,214,996 | 33 | 1,976,948 | 38 | 1,867,418 | 38 | 1,165,879 | 36 | 1,389,902 | 32 | 1,213,431 | 28 | 532,188 | 38 |
| Minneapolis - St. Paul, Minn. | 20,446,928 | 13 | 3,564,769 | 14 | 3,374,057 | 14 | 2,098,155 | 15 | 2,852,755 | 11 | 2,482,182 | 8 | 1,020,840 | 17 |
| Mobile, Ala. | 3,290,987 | 104 | 634,204 | 105 | 611,645 | 102 | 300,902 | 116 | 417,590 | 109 | 338,441 | 103 | 153,529 | 111 |
| Modesto, Cal. | 2,519,243 | 137 | 540,675 | 121 | 510,298 | 121 | 240,313 | 131 | 280,870 | 153 | 247,322 | 143 | 87,307 | 162 |
| Monmouth - Ocean, N.J. | 8,593,187 | 45 | 1,829,555 | 39 | 1,719,065 | 39 | 728,006 | 54 | 831,119 | 58 | 729,259 | 53 | 464,341 | 47 |
| Monroe, La. | 1,257,237 | 208 | 269,302 | 204 | 259,871 | 202 | 110,070 | 218 | 180,871 | 201 | 143,637 | 208 | 71,307 | 178 |
| Montgomery, Ala. | 2,180,197 | 148 | 320,271 | 183 | 309,700 | 183 | 200,670 | 151 | 313,841 | 137 | 263,137 | 136 | 114,610 | 132 |
| Muncie, Ind. | 762,831 | 286 | 142,919 | 286 | 135,174 | 290 | 78,594 | 268 | 105,299 | 287 | 99,997 | 265 | 35,009 | 270 |
| Muskegon, Mich. | 1,000,054 | 251 | 175,120 | 264 | 168,125 | 262 | 100,889 | 231 | 206,327 | 181 | 182,576 | 177 | 27,551 | 294 |
| Naples, Fla. | 1,399,666 | 193 | 307,114 | 190 | 288,442 | 191 | 145,566 | 188 | 140,154 | 244 | 124,867 | 232 | 95,961 | 154 |
| Nashville, Tenn. | 7,838,318 | 50 | 1,200,315 | 64 | 1,171,995 | 64 | 812,792 | 48 | 1,120,945 | 41 | 874,009 | 43 | 400,542 | 54 |
| Nassau - Suffolk, N.Y. | 26,052,896 | 8 | 5,158,812 | 9 | 4,589,902 | 9 | 2,036,043 | 16 | 2,398,199 | 14 | 2,007,551 | 13 | 1,727,774 | 8 |
| Newark, N.J. | 13,633,002 | 25 | 3,073,446 | 22 | 2,808,376 | 22 | 1,296,057 | 29 | 1,054,843 | 43 | 874,342 | 42 | 897,494 | 20 |
| New Bedford - Fall River - Attleboro, Mass. | 4,105,077 | 87 | 892,965 | 82 | 807,864 | 83 | 436,850 | 84 | 426,362 | 102 | 347,527 | 100 | 242,598 | 76 |
| New Haven - Waterbury - Meriden, Conn. | 6,487,372 | 64 | 1,398,664 | 56 | 1,296,104 | 56 | 624,079 | 65 | 603,047 | 80 | 546,761 | 71 | 355,437 | 58 |
| New London - Norwich, Conn. | 1,952,266 | 159 | 398,712 | 156 | 367,976 | 158 | 209,761 | 145 | 194,459 | 190 | 176,874 | 180 | 106,455 | 138 |
| New Orleans, La. | 9,782,747 | 41 | 2,359,980 | 28 | 2,229,296 | 29 | 1,090,640 | 38 | 1,147,134 | 39 | 899,095 | 41 | 541,048 | 37 |
| New York, N.Y. | 49,319,353 | 2 | 9,858,009 | 2 | 8,216,388 | 2 | 6,416,483 | 2 | 4,899,667 | 3 | 3,825,362 | 4 | 5,007,905 | 1 |
| Niagara Falls, N.Y. | 1,448,250 | 189 | 330,408 | 179 | 309,837 | 182 | 143,109 | 192 | 167,331 | 216 | 145,170 | 204 | 80,166 | 169 |
| Norfolk - Virginia Beach - Newport News, Va. | 10,395,293 | 38 | 2,057,299 | 37 | 1,977,551 | 35 | 1,026,643 | 42 | 1,211,872 | 38 | 992,112 | 37 | 523,682 | 39 |
| Oakland, Cal. | 16,201,188 | 21 | 3,184,993 | 21 | 2,961,737 | 21 | 1,751,688 | 19 | 1,794,237 | 25 | 1,373,222 | 27 | 852,905 | 22 |
| Ocala, Fla. | 1,408,163 | 192 | 295,369 | 195 | 281,754 | 195 | 129,801 | 200 | 171,827 | 208 | 147,687 | 201 | 38,371 | 256 |
| Odessa, Tex. | 842,107 | 273 | 225,634 | 231 | 221,819 | 226 | 74,568 | 272 | 113,556 | 276 | 108,325 | 256 | 42,067 | 242 |
| Oklahoma City, Okla. | 7,262,762 | 54 | 1,421,974 | 54 | 1,378,907 | 53 | 753,660 | 51 | 891,261 | 54 | 666,717 | 56 | 416,043 | 53 |
| Olympia, Wash. | 1,137,793 | 220 | 265,360 | 207 | 254,461 | 205 | 116,022 | 210 | 114,568 | 274 | 86,435 | 288 | 35,355 | 269 |
| Omaha, Neb. | 4,700,401 | 79 | 924,338 | 78 | 883,387 | 78 | 498,540 | 73 | 641,518 | 73 | 580,852 | 66 | 206,017 | 85 |
| Orange County, N.Y. | 2,416,510 | 140 | 600,430 | 110 | 568,111 | 110 | 201,728 | 149 | 286,275 | 148 | 256,601 | 138 | 127,485 | 129 |
| Orlando, Fla. | 9,895,768 | 40 | 1,701,348 | 44 | 1,617,822 | 43 | 1,240,059 | 32 | 1,106,142 | 42 | 854,200 | 45 | 436,611 | 49 |
| Owensboro, Ky. | 675,870 | 304 | 122,364 | 307 | 119,416 | 301 | 58,723 | 306 | 125,195 | 262 | 105,479 | 259 | 31,555 | 278 |
| Oxnard - Ventura, Cal. | 5,393,117 | 70 | 945,354 | 77 | 892,600 | 77 | 529,237 | 69 | 654,185 | 69 | 463,183 | 83 | 213,200 | 83 |
| Panama City, Fla. | 1,089,654 | 229 | 264,471 | 209 | 253,118 | 207 | 154,337 | 181 | 149,697 | 233 | 140,091 | 212 | 42,013 | 243 |
| Parkersburg - Marietta, W.Va.-Ohio | 1,073,448 | 233 | 210,287 | 242 | 202,756 | 239 | 85,950 | 252 | 200,429 | 185 | 154,444 | 195 | 30,904 | 280 |
| Pascagoula, Miss. | 565,295 | 315 | 125,324 | 303 | 117,833 | 303 | 53,167 | 310 | 72,801 | 316 | 54,785 | 319 | 22,092 | 307 |
| Pensacola, Fla. | 2,399,482 | 141 | 454,310 | 140 | 440,509 | 138 | 236,654 | 134 | 323,319 | 134 | 273,707 | 131 | 96,744 | 153 |
| Peoria, Ill. | 2,522,675 | 136 | 427,372 | 148 | 404,281 | 146 | 216,820 | 142 | 347,235 | 127 | 294,267 | 123 | 91,327 | 159 |
| Philadelphia, Pa. | 36,033,312 | 4 | 7,596,047 | 4 | 6,885,587 | 4 | 3,275,217 | 6 | 3,913,622 | 5 | 3,356,164 | 5 | 2,180,724 | 4 |
| Phoenix, Ariz. | 16,652,405 | 20 | 3,700,497 | 13 | 3,580,938 | 12 | 1,723,990 | 20 | 1,841,473 | 21 | 1,426,294 | 22 | 729,159 | 25 |
| Pine Bluff, Ark. | 561,482 | 316 | 115,517 | 311 | 111,341 | 310 | 41,411 | 319 | 79,008 | 311 | 67,648 | 310 | 22,880 | 305 |
| Pittsburgh, Pa. | 14,183,572 | 24 | 2,906,148 | 23 | 2,718,588 | 23 | 1,464,175 | 24 | 1,814,435 | 22 | 1,531,374 | 19 | 761,828 | 24 |
| Pittsfield, Mass. | 1,203,511 | 213 | 254,345 | 213 | 235,915 | 218 | 138,836 | 194 | 114,427 | 275 | 84,835 | 293 | 55,559 | 206 |
| Portland, Me. | 3,114,787 | 108 | 539,210 | 122 | 508,856 | 122 | 280,617 | 120 | 263,153 | 161 | 190,101 | 173 | 151,011 | 115 |
| Portland, Ore. | 10,811,738 | 36 | 1,806,560 | 40 | 1,692,509 | 40 | 1,189,446 | 35 | 1,676,836 | 27 | 1,206,570 | 29 | 639,351 | 30 |
| Portsmouth - Dover - Rochester, N.H. | 3,753,796 | 91 | 787,911 | 86 | 738,356 | 87 | 351,326 | 94 | 455,461 | 96 | 317,685 | 116 | 145,575 | 117 |
| Poughkeepsie, N.Y. | 2,137,103 | 151 | 490,935 | 131 | 470,663 | 131 | 171,473 | 168 | 274,904 | 156 | 237,667 | 147 | 135,261 | 122 |
| Providence - Pawtucket - Woonsocket, R.I. | 6,621,140 | 63 | 1,390,972 | 57 | 1,211,633 | 61 | 740,007 | 53 | 750,465 | 63 | 587,072 | 64 | 351,499 | 60 |
| Provo - Orem, Utah | 1,217,584 | 211 | 280,198 | 199 | 270,966 | 198 | 90,599 | 247 | 166,812 | 218 | 138,079 | 215 | 61,673 | 194 |
| Pueblo, Colo. | 783,126 | 284 | 180,077 | 261 | 173,207 | 259 | 82,136 | 261 | 112,516 | 278 | 94,948 | 274 | 23,352 | 302 |
| Racine, Wisc. | 1,345,685 | 200 | 229,211 | 226 | 208,987 | 233 | 121,732 | 209 | 178,544 | 205 | 144,643 | 206 | 54,873 | 210 |
| Raleigh - Durham, N.C. | 6,093,748 | 66 | 1,076,394 | 71 | 1,048,714 | 68 | 985,503 | 44 | 652,473 | 70 | 521,447 | 73 | 288,165 | 68 |
| Rapid City, S.D. | 830,083 | 275 | 144,875 | 281 | 141,721 | 278 | 72,282 | 278 | 115,578 | 273 | 93,384 | 276 | 37,263 | 261 |
| Reading, Pa. | 2,563,704 | 134 | 484,514 | 133 | 445,323 | 135 | 237,976 | 133 | 308,193 | 140 | 274,640 | 129 | 229,708 | 78 |
| Redding, Cal. | 1,107,147 | 226 | 265,612 | 206 | 251,739 | 208 | 95,153 | 241 | 97,357 | 292 | 88,939 | 283 | 30,531 | 281 |

## S&MM METRO MARKET RANKINGS ACROSS THE BOARD: Retail Sales by Store Group

| | Furniture/ Home Furnishings/ Appliance Stores | | Furniture & Home Furnishings Stores | | Automotive Dealers | | Gasoline Service Stations | | Building Materials & Hardware Dealers | | Drugstores | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Area | ($000) | Rank | ($000) | Rank | ($000) | Rank | ($000) | Rank | ($000) | Rank | ($000) | Rank |
| **Laredo**, Tex. | 56,587 | 208 | 9,498 | 316 | 104,783 | 316 | 48,481 | 295 | 30,672 | 305 | 11,583 | 315 |
| **Las Cruces**, N.M. | 24,202 | 309 | 14,058 | 298 | 135,244 | 306 | 40,985 | 310 | 55,670 | 249 | 16,378 | 305 |
| **Las Vegas**, Nev. | 281,602 | 70 | 151,254 | 75 | 1,148,885 | 75 | 331,018 | 82 | 330,205 | 57 | 185,522 | 77 |
| **Lawrence**, Kans. | 19,241 | 315 | 8,527 | 319 | 83,875 | 320 | 34,493 | 319 | 31,321 | 303 | 9,481 | 318 |
| **Lawton**, Okla. | 29,605 | 292 | 19,146 | 269 | 141,510 | 299 | 48,691 | 294 | 41,592 | 280 | 14,095 | 309 |
| **Lewiston** - Auburn, Me. | 26,219 | 305 | 12,005 | 310 | 202,253 | 261 | 48,392 | 296 | 46,663 | 272 | 24,045 | 284 |
| **Lexington-Fayette**, Ky. | 172,627 | 105 | 81,917 | 121 | 658,447 | 115 | 245,041 | 110 | 129,779 | 142 | 108,923 | 117 |
| **Lima**, Ohio | 59,235 | 201 | 29,200 | 216 | 288,950 | 196 | 121,010 | 182 | 62,703 | 232 | 40,773 | 221 |
| **Lincoln**, Neb. | 49,569 | 231 | 23,652 | 247 | 338,409 | 180 | 121,758 | 180 | 107,996 | 160 | 45,567 | 203 |
| **Little Rock** - North Little Rock, Ark. | 177,152 | 101 | 117,109 | 90 | 1,078,986 | 77 | 268,940 | 99 | 240,806 | 82 | 94,471 | 129 |
| **Longview** - Marshall, Tex. | 66,373 | 187 | 40,237 | 182 | 334,110 | 183 | 124,115 | 177 | 66,237 | 223 | 53,504 | 184 |
| **Lorain** - Elyria, Ohio | 75,435 | 180 | 42,614 | 176 | 425,924 | 159 | 152,762 | 148 | 87,990 | 180 | 83,099 | 145 |
| **Los Angeles** - Long Beach, Cal. | 4,466,415 | 1 | 2,101,957 | 1 | 13,521,510 | 1 | 4,049,933 | 1 | 3,086,447 | 1 | 2,570,327 | 1 |
| **Louisville**, Ky. | 372,120 | 55 | 212,646 | 55 | 1,569,433 | 57 | 513,276 | 53 | 357,469 | 53 | 337,436 | 42 |
| **Lubbock**, Tex. | 77,347 | 177 | 46,537 | 172 | 502,485 | 145 | 152,796 | 147 | 68,784 | 218 | 32,732 | 253 |
| **Lynchburg**, Va. | 49,827 | 229 | 32,764 | 204 | 175,965 | 275 | 103,719 | 205 | 62,482 | 233 | 49,349 | 196 |
| **McAllen** - Edinburg - Mission, Tex. | 94,332 | 161 | 52,017 | 159 | 348,164 | 177 | 98,308 | 215 | 86,111 | 185 | 36,720 | 235 |
| **Macon** - Warner Robins, Ga. | 94,977 | 160 | 64,921 | 139 | 529,229 | 140 | 154,706 | 144 | 123,313 | 146 | 80,099 | 151 |
| **Madison**, Wisc. | 240,073 | 84 | 82,266 | 120 | 657,264 | 116 | 274,626 | 95 | 212,034 | 98 | 86,529 | 137 |
| **Manchester** - Nashua, N.H. | 224,976 | 88 | 115,213 | 94 | 788,877 | 92 | 172,813 | 137 | 186,070 | 107 | 95,731 | 127 |
| **Mansfield**, Ohio | 52,431 | 218 | 22,760 | 251 | 203,925 | 259 | 110,890 | 197 | 63,548 | 231 | 21,213 | 293 |
| **Medford**, Ore. | 58,470 | 202 | 32,001 | 207 | 271,765 | 209 | 91,763 | 224 | 70,517 | 214 | 29,411 | 267 |
| **Melbourne** - Titusville - Palm Bay, Fla. | 126,964 | 133 | 63,752 | 144 | 720,703 | 103 | 263,337 | 103 | 162,127 | 120 | 83,387 | 144 |
| **Memphis**, Tenn. | 361,703 | 57 | 219,462 | 52 | 1,872,298 | 48 | 579,562 | 45 | 259,037 | 73 | 310,512 | 46 |
| **Merced**, Cal. | 37,416 | 268 | 20,937 | 264 | 148,720 | 293 | 116,793 | 187 | 40,894 | 282 | 63,359 | 175 |
| **Miami** - Hialeah, Fla. | 891,497 | 22 | 487,755 | 22 | 3,301,462 | 21 | 894,277 | 25 | 475,839 | 38 | 769,760 | 13 |
| **Middlesex** - Somerset - Hunterdon, N.J. | 659,745 | 30 | 380,287 | 31 | 1,785,263 | 52 | 509,475 | 55 | 432,430 | 42 | 207,479 | 68 |
| **Midland**, Tex. | 24,392 | 308 | 13,494 | 305 | 169,798 | 282 | 60,341 | 272 | 15,422 | 319 | 28,085 | 272 |
| **Milwaukee**, Wisc. | 749,819 | 28 | 311,012 | 38 | 2,341,837 | 34 | 964,072 | 22 | 543,309 | 30 | 471,092 | 29 |
| **Minneapolis** - St. Paul, Minn. | 940,347 | 19 | 513,591 | 21 | 4,436,322 | 13 | 1,656,307 | 8 | 1,224,288 | 10 | 462,239 | 30 |
| **Mobile**, Ala. | 138,928 | 123 | 89,266 | 110 | 755,313 | 101 | 275,316 | 94 | 158,696 | 124 | 164,163 | 83 |
| **Modesto**, Cal. | 161,919 | 110 | 101,163 | 101 | 449,934 | 151 | 149,145 | 151 | 188,306 | 106 | 211,561 | 65 |
| **Monmouth** - Ocean, N.J. | 472,118 | 46 | 329,821 | 36 | 2,157,828 | 39 | 515,000 | 52 | 429,294 | 43 | 252,934 | 56 |
| **Monroe**, La. | 57,819 | 206 | 29,056 | 218 | 317,978 | 188 | 41,698 | 306 | 50,185 | 262 | 50,531 | 190 |
| **Montgomery**, Ala. | 100,591 | 155 | 58,836 | 151 | 591,390 | 127 | 185,197 | 128 | 109,863 | 159 | 69,030 | 167 |
| **Muncie**, Ind. | 36,129 | 274 | 16,010 | 292 | 167,620 | 283 | 63,995 | 266 | 38,705 | 291 | 32,816 | 252 |
| **Muskegon**, Mich. | 45,745 | 242 | 23,709 | 246 | 228,799 | 231 | 58,159 | 278 | 53,285 | 257 | 45,879 | 201 |
| **Naples**, Fla. | 132,913 | 126 | 104,928 | 98 | 240,957 | 223 | 68,130 | 261 | 75,448 | 205 | 64,526 | 172 |
| **Nashville**, Tenn. | 438,474 | 50 | 236,970 | 49 | 1,982,461 | 45 | 577,829 | 46 | 400,007 | 48 | 254,634 | 55 |
| **Nassau** - Suffolk, N.Y. | 1,720,528 | 7 | 1,045,294 | 7 | 5,177,613 | 11 | 1,331,198 | 14 | 1,293,737 | 8 | 853,003 | 9 |
| **Newark**, N.J. | 840,449 | 24 | 542,067 | 18 | 3,014,388 | 26 | 876,244 | 27 | 529,585 | 32 | 419,446 | 33 |
| **New Bedford** - Fall River - Attleboro, Mass. | 191,805 | 98 | 128,690 | 85 | 823,363 | 90 | 272,508 | 96 | 176,169 | 113 | 144,581 | 93 |
| **New Haven** - Waterbury - Meriden, Conn. | 377,552 | 53 | 224,714 | 51 | 1,283,520 | 63 | 550,992 | 50 | 373,121 | 51 | 185,195 | 78 |
| **New London** - Norwich, Conn. | 92,333 | 164 | 56,267 | 155 | 436,610 | 154 | 113,778 | 194 | 126,665 | 145 | 47,604 | 199 |
| **New Orleans**, La. | 458,547 | 47 | 236,146 | 50 | 1,783,843 | 53 | 618,904 | 40 | 320,941 | 60 | 461,719 | 31 |
| **New York**, N.Y. | 3,495,318 | 2 | 1,939,851 | 2 | 5,795,601 | 9 | 1,710,159 | 6 | 1,291,523 | 9 | 2,123,374 | 3 |
| **Niagara Falls**, N.Y. | 61,006 | 197 | 34,051 | 200 | 280,491 | 200 | 120,896 | 183 | 38,529 | 292 | 73,839 | 158 |
| **Norfolk** - Virginia Beach - Newport News, Va. | 581,037 | 37 | 388,652 | 30 | 2,290,169 | 38 | 704,603 | 35 | 492,574 | 36 | 345,761 | 40 |
| **Oakland**, Cal. | 1,067,602 | 16 | 532,147 | 19 | 3,110,610 | 24 | 990,252 | 20 | 766,081 | 19 | 946,009 | 8 |
| **Ocala**, Fla. | 64,246 | 192 | 34,979 | 196 | 277,735 | 202 | 140,850 | 157 | 127,116 | 144 | 73,630 | 159 |
| **Odessa**, Tex. | 26,670 | 303 | 15,854 | 293 | 206,521 | 257 | 47,784 | 298 | 18,414 | 317 | 24,395 | 282 |
| **Oklahoma City**, Okla. | 329,966 | 61 | 181,575 | 65 | 1,957,938 | 46 | 493,170 | 56 | 241,856 | 81 | 196,349 | 72 |
| **Olympia**, Wash. | 63,912 | 193 | 30,240 | 210 | 198,281 | 263 | 99,808 | 211 | 93,185 | 175 | 48,906 | 197 |
| **Omaha**, Neb. | 264,812 | 71 | 199,238 | 59 | 1,123,408 | 76 | 356,749 | 76 | 197,324 | 103 | 147,576 | 92 |
| **Orange County**, N.Y. | 118,883 | 138 | 77,297 | 125 | 516,633 | 142 | 125,093 | 174 | 155,635 | 126 | 70,820 | 164 |
| **Orlando**, Fla. | 435,251 | 51 | 267,579 | 45 | 2,320,382 | 36 | 539,279 | 51 | 443,145 | 41 | 259,709 | 54 |
| **Owensboro**, Ky. | 35,521 | 277 | 19,051 | 270 | 130,403 | 308 | 35,624 | 317 | 42,709 | 278 | 29,536 | 265 |
| **Oxnard** - Ventura, Cal. | 291,736 | 67 | 154,831 | 72 | 1,246,193 | 67 | 400,472 | 71 | 287,043 | 69 | 225,416 | 38 |
| **Panama City**, Fla. | 43,282 | 249 | 29,428 | 215 | 209,042 | 251 | 49,416 | 291 | 65,043 | 227 | 38,342 | 228 |
| **Parkersburg** - Marietta, W.Va.-Ohio | 46,600 | 240 | 28,095 | 226 | 245,343 | 219 | 89,288 | 225 | 54,085 | 253 | 36,374 | 238 |
| **Pascagoula**, Miss. | 16,935 | 319 | 9,794 | 315 | 110,497 | 314 | 53,267 | 287 | 39,660 | 286 | 29,470 | 266 |
| **Pensacola**, Fla. | 105,318 | 151 | 47,897 | 167 | 558,505 | 131 | 215,226 | 114 | 117,505 | 151 | 90,929 | 132 |
| **Peoria**, Ill. | 104,622 | 152 | 64,010 | 143 | 613,049 | 122 | 206,592 | 117 | 134,966 | 136 | 92,372 | 131 |
| **Philadelphia**, Pa. | 1,808,862 | 6 | 1,075,874 | 6 | 7,868,028 | 3 | 1,964,126 | 5 | 1,296,550 | 7 | 1,319,476 | 5 |
| **Phoenix**, Ariz. | 967,005 | 17 | 549,283 | 16 | 3,873,516 | 16 | 888,839 | 26 | 672,824 | 22 | 617,921 | 22 |
| **Pine Bluff**, Ark. | 21,943 | 311 | 13,926 | 300 | 135,149 | 307 | 38,527 | 313 | 30,331 | 307 | 23,203 | 288 |
| **Pittsburgh**, Pa. | 757,307 | 27 | 448,188 | 24 | 3,165,374 | 23 | 933,110 | 24 | 534,614 | 31 | 558,969 | 25 |
| **Pittsfield**, Mass. | 54,732 | 212 | 30,003 | 212 | 216,010 | 243 | 71,481 | 250 | 78,320 | 202 | 38,443 | 227 |
| **Portland**, Me. | 116,546 | 142 | 77,632 | 124 | 470,952 | 149 | 115,151 | 190 | 135,836 | 135 | 79,051 | 153 |
| **Portland**, Ore. | 637,744 | 32 | 299,776 | 41 | 2,292,346 | 37 | 656,963 | 37 | 517,226 | 34 | 220,611 | 63 |
| **Portsmouth** - Dover - Rochester, N.H. | 257,136 | 76 | 109,458 | 95 | 764,001 | 98 | 184,217 | 131 | 245,490 | 80 | 87,984 | 135 |
| **Poughkeepsie**, N.Y. | 103,070 | 154 | 61,475 | 147 | 435,565 | 155 | 124,348 | 176 | 133,909 | 139 | 73,189 | 161 |
| **Providence** - Pawtucket - Woonsocket, R.I. | 291,612 | 68 | 203,123 | 57 | 1,175,964 | 71 | 457,516 | 61 | 326,892 | 59 | 301,155 | 47 |
| **Provo** - Orem, Utah | 60,907 | 198 | 32,772 | 203 | 217,015 | 241 | 125,465 | 173 | 66,204 | 224 | 44,750 | 207 |
| **Pueblo**, Colo. | 43,304 | 248 | 21,896 | 236 | 183,889 | 271 | 44,091 | 304 | 43,648 | 276 | 20,626 | 295 |
| **Racine**, Wisc. | 75,022 | 181 | 45,020 | 173 | 341,941 | 179 | 120,683 | 184 | 95,040 | 174 | 45,492 | 204 |
| **Raleigh** - Durham, N.C. | 325,039 | 62 | 184,180 | 63 | 1,235,153 | 69 | 295,173 | 89 | 423,321 | 45 | 224,605 | 59 |
| **Rapid City**, S.D. | 30,001 | 291 | 19,035 | 271 | 226,621 | 232 | 68,758 | 257 | 49,949 | 263 | 18,412 | 301 |
| **Reading**, Pa. | 156,742 | 113 | 88,913 | 112 | 533,748 | 137 | 145,411 | 153 | 105,043 | 163 | 73,916 | 157 |
| **Redding**, Cal. | 51,404 | 222 | 27,173 | 230 | 208,091 | 253 | 102,044 | 208 | 85,656 | 187 | 86,552 | 136 |

# S&MM METRO MARKET RANKINGS ACROSS THE BOARD: Retail Sales by Merchandise Line

| Area | Groceries & Other Foods | | Drugs & Health & Beauty Aids | | Major Household Appliances | | Televisions, Video Recorders & Tapes | | Audio Equipment, Musical Instruments & Supplies | |
|---|---|---|---|---|---|---|---|---|---|---|
| | ($000) | Rank | ($000) | Rank | ($000) | Rank | ($000) | Rank | ($000) | Rank |
| Laredo, Tex. | 149,208 | 261 | 39,911 | 271 | 14,955 | 215 | 22,631 | 143 | 22,225 | 165 |
| Las Cruces, N.M. | 99,797 | 305 | 22,507 | 319 | 9,838 | 285 | 6,415 | 295 | 6,344 | 306 |
| Las Vegas, Nev. | 894,156 | 69 | 298,681 | 64 | 75,226 | 65 | 41,929 | 80 | 52,974 | 84 |
| Lawrence, Kans. | 93,266 | 315 | 22,329 | 320 | 4,833 | 320 | 4,370 | 318 | 7,073 | 296 |
| Lawton, Okla. | 103,851 | 302 | 26,561 | 313 | 10,425 | 280 | 9,130 | 246 | 6,895 | 298 |
| Lewiston - Auburn, Me. | 158,935 | 251 | 32,166 | 296 | 8,333 | 306 | 4,667 | 315 | 6,704 | 302 |
| Lexington-Fayette, Ky. | 432,509 | 125 | 132,760 | 117 | 38,916 | 114 | 38,343 | 87 | 36,282 | 108 |
| Lima, Ohio | 183,168 | 237 | 50,779 | 239 | 16,908 | 193 | 14,675 | 186 | 14,330 | 207 |
| Lincoln, Neb. | 244,672 | 190 | 63,049 | 204 | 13,109 | 240 | 11,354 | 218 | 13,717 | 214 |
| Little Rock - North Little Rock, Ark. | 582,760 | 95 | 200,867 | 83 | 45,126 | 93 | 40,828 | 82 | 45,105 | 93 |
| Longview - Marshall, Tex. | 207,351 | 212 | 76,472 | 178 | 14,165 | 228 | 13,960 | 191 | 15,326 | 200 |
| Lorain - Elyria, Ohio | 252,685 | 188 | 76,288 | 180 | 19,194 | 183 | 13,611 | 196 | 15,164 | 201 |
| Los Angeles - Long Beach, Cal. | 10,432,154 | 1 | 3,186,824 | 1 | 884,322 | 1 | 703,597 | 1 | 1,244,983 | 1 |
| Louisville, Ky. | 1,096,180 | 56 | 380,556 | 45 | 83,489 | 57 | 73,362 | 47 | 78,776 | 56 |
| Lubbock, Tex. | 272,891 | 176 | 83,189 | 167 | 17,607 | 190 | 21,279 | 150 | 23,079 | 161 |
| Lynchburg, Va. | 185,086 | 233 | 59,927 | 209 | 14,431 | 222 | 10,531 | 231 | 10,005 | 259 |
| McAllen - Edinburg - Mission, Tex. | 371,399 | 141 | 88,071 | 163 | 26,533 | 153 | 35,376 | 94 | 27,764 | 138 |
| Macon - Warner Robins, Ga. | 288,401 | 169 | 93,468 | 159 | 28,666 | 149 | 17,262 | 175 | 19,183 | 180 |
| Madison, Wisc. | 557,713 | 99 | 110,739 | 139 | 40,154 | 109 | 44,675 | 75 | 69,877 | 64 |
| Manchester - Nashua, N.H. | 598,917 | 94 | 118,832 | 128 | 63,733 | 75 | 37,326 | 90 | 60,655 | 74 |
| Mansfield, Ohio | 147,971 | 263 | 36,123 | 282 | 13,547 | 237 | 10,125 | 237 | 12,214 | 232 |
| Medford, Ore. | 348,171 | 148 | 55,631 | 219 | 13,401 | 238 | 11,741 | 215 | 17,836 | 186 |
| Melbourne - Titusville - Palm Bay, Fla. | 470,941 | 116 | 105,700 | 143 | 39,338 | 112 | 27,841 | 117 | 27,816 | 136 |
| Memphis, Tenn. | 929,031 | 66 | 323,845 | 57 | 86,283 | 54 | 79,709 | 44 | 71,467 | 62 |
| Merced, Cal. | 181,341 | 240 | 45,534 | 253 | 8,938 | 295 | 5,056 | 313 | 9,679 | 263 |
| Miami - Hialeah, Fla. | 2,203,633 | 24 | 900,579 | 14 | 215,084 | 16 | 154,508 | 25 | 199,786 | 20 |
| Middlesex - Somerset - Hunterdon, N.J. | 1,503,851 | 39 | 320,087 | 59 | 102,181 | 46 | 66,503 | 54 | 161,659 | 28 |
| Midland, Tex. | 139,773 | 268 | 58,024 | 214 | 5,858 | 317 | 8,941 | 249 | 7,670 | 288 |
| Milwaukee, Wisc. | 1,759,382 | 33 | 498,973 | 36 | 140,383 | 34 | 139,461 | 27 | 168,611 | 27 |
| Minneapolis - St. Paul, Minn. | 3,194,877 | 11 | 732,793 | 21 | 210,011 | 18 | 178,446 | 17 | 235,906 | 18 |
| Mobile, Ala. | 513,843 | 108 | 170,673 | 89 | 35,236 | 125 | 25,404 | 130 | 35,585 | 112 |
| Modesto, Cal. | 442,241 | 123 | 146,571 | 106 | 30,049 | 142 | 25,517 | 129 | 32,510 | 121 |
| Monmouth - Ocean, N.J. | 1,440,605 | 42 | 378,574 | 46 | 88,408 | 53 | 48,920 | 69 | 88,653 | 49 |
| Monroe, La. | 210,528 | 210 | 66,594 | 195 | 19,803 | 180 | 12,063 | 209 | 11,746 | 235 |
| Montgomery, Ala. | 290,208 | 167 | 92,913 | 162 | 26,264 | 154 | 23,054 | 141 | 26,271 | 147 |
| Muncie, Ind. | 112,361 | 291 | 34,905 | 284 | 9,627 | 288 | 11,109 | 223 | 14,288 | 208 |
| Muskegon, Mich. | 192,826 | 226 | 51,561 | 237 | 14,931 | 218 | 9,042 | 247 | 10,013 | 258 |
| Naples, Fla. | 230,008 | 197 | 64,545 | 198 | 22,079 | 170 | 11,669 | 216 | 9,484 | 265 |
| Nashville, Tenn. | 988,450 | 63 | 367,390 | 50 | 108,512 | 43 | 85,006 | 41 | 99,494 | 44 |
| Nassau - Suffolk, N.Y. | 4,492,211 | 8 | 1,141,100 | 9 | 345,587 | 6 | 261,287 | 7 | 348,502 | 7 |
| Newark, N.J. | 2,590,562 | 22 | 589,546 | 30 | 140,282 | 35 | 105,971 | 34 | 134,090 | 33 |
| New Bedford - Fall River - Attleboro, Mass. | 777,988 | 78 | 169,922 | 90 | 42,292 | 100 | 28,496 | 115 | 46,971 | 91 |
| New Haven - Waterbury - Meriden, Conn. | 1,175,163 | 54 | 254,239 | 67 | 75,868 | 64 | 55,153 | 63 | 74,159 | 59 |
| New London - Norwich, Conn. | 334,540 | 156 | 69,460 | 193 | 20,009 | 175 | 15,075 | 185 | 19,355 | 178 |
| New Orleans, La. | 1,748,117 | 34 | 553,855 | 32 | 145,206 | 31 | 72,586 | 49 | 86,847 | 51 |
| New York, N.Y. | 8,627,461 | 2 | 2,762,657 | 2 | 558,251 | 3 | 499,331 | 3 | 910,392 | 2 |
| Niagara Falls, N.Y. | 258,095 | 184 | 75,651 | 181 | 20,155 | 179 | 10,209 | 235 | 10,421 | 248 |
| Norfolk - Virginia Beach - Newport News, Va. | 1,522,216 | 38 | 411,570 | 42 | 119,199 | 41 | 93,756 | 38 | 91,208 | 47 |
| Oakland, Cal. | 2,617,067 | 21 | 881,655 | 15 | 209,746 | 19 | 187,338 | 13 | 321,606 | 8 |
| Ocala, Fla. | 234,447 | 194 | 77,601 | 175 | 20,257 | 178 | 12,127 | 208 | 11,254 | 239 |
| Odessa, Tex. | 134,725 | 272 | 56,831 | 218 | 8,357 | 303 | 6,454 | 294 | 7,446 | 290 |
| Oklahoma City, Okla. | 1,084,845 | 59 | 358,105 | 52 | 69,727 | 68 | 76,639 | 45 | 86,161 | 52 |
| Olympia, Wash. | 191,672 | 228 | 57,032 | 217 | 16,095 | 202 | 9,356 | 244 | 16,963 | 193 |
| Omaha, Neb. | 752,541 | 80 | 194,079 | 85 | 48,102 | 88 | 49,654 | 66 | 45,388 | 92 |
| Orange County, N.Y. | 462,692 | 119 | 112,285 | 137 | 40,309 | 107 | 18,752 | 167 | 20,940 | 170 |
| Orlando, Fla. | 1,306,588 | 48 | 373,024 | 47 | 152,203 | 25 | 76,517 | 46 | 100,236 | 42 |
| Owensboro, Ky. | 109,606 | 292 | 38,486 | 276 | 9,746 | 286 | 7,783 | 271 | 6,875 | 299 |
| Oxnard - Ventura, Cal. | 800,004 | 75 | 236,054 | 70 | 65,586 | 71 | 31,706 | 105 | 74,617 | 57 |
| Panama City, Fla. | 198,518 | 219 | 57,877 | 216 | 11,564 | 266 | 8,036 | 264 | 8,948 | 270 |
| Parkersburg - Marietta, W.Va.-Ohio | 178,027 | 242 | 54,703 | 226 | 16,716 | 195 | 10,598 | 230 | 11,142 | 242 |
| Pascagoula, Miss. | 98,440 | 308 | 33,924 | 292 | 8,401 | 301 | 4,345 | 319 | 4,068 | 319 |
| Pensacola, Fla. | 347,869 | 149 | 122,464 | 125 | 47,308 | 89 | 19,498 | 162 | 18,822 | 183 |
| Peoria, Ill. | 373,604 | 139 | 119,317 | 127 | 30,169 | 141 | 17,536 | 173 | 21,694 | 166 |
| Philadelphia, Pa. | 6,216,909 | 4 | 1,863,445 | 4 | 363,614 | 5 | 257,265 | 8 | 391,486 | 5 |
| Phoenix, Ariz. | 2,667,378 | 19 | 724,297 | 23 | 228,577 | 15 | 117,490 | 30 | 171,263 | 26 |
| Pine Bluff, Ark. | 95,574 | 312 | 34,289 | 289 | 6,846 | 313 | 5,272 | 310 | 5,528 | 316 |
| Pittsburgh, Pa. | 2,486,861 | 23 | 639,648 | 26 | 173,483 | 23 | 115,247 | 31 | 150,317 | 29 |
| Pittsfield, Mass. | 222,411 | 204 | 46,264 | 249 | 12,215 | 253 | 7,938 | 267 | 13,280 | 218 |
| Portland, Me. | 403,407 | 131 | 97,448 | 154 | 39,210 | 113 | 16,622 | 177 | 26,422 | 145 |
| Portland, Ore. | 1,776,671 | 32 | 461,558 | 39 | 103,553 | 45 | 145,637 | 26 | 195,841 | 22 |
| Portsmouth - Dover - Rochester, N.H. | 644,254 | 87 | 113,222 | 133 | 64,149 | 72 | 35,965 | 92 | 63,580 | 72 |
| Poughkeepsie, N.Y. | 407,390 | 130 | 98,934 | 150 | 29,230 | 145 | 17,901 | 171 | 26,299 | 146 |
| Providence - Pawtucket - Woonsocket, R.I. | 1,236,334 | 49 | 314,985 | 61 | 82,809 | 58 | 44,076 | 76 | 63,934 | 70 |
| Provo - Orem, Utah | 230,766 | 196 | 63,349 | 203 | 13,387 | 239 | 13,914 | 192 | 17,382 | 189 |
| Pueblo, Colo. | 133,730 | 274 | 36,994 | 281 | 9,368 | 290 | 8,507 | 256 | 11,039 | 244 |
| Racine, Wisc. | 202,483 | 218 | 59,722 | 210 | 16,779 | 194 | 10,312 | 234 | 12,468 | 227 |
| Raleigh - Durham, N.C. | 872,751 | 71 | 244,489 | 68 | 69,773 | 67 | 57,442 | 60 | 78,889 | 55 |
| Rapid City, S.D. | 113,596 | 289 | 30,457 | 302 | 9,666 | 287 | 6,458 | 293 | 11,488 | 237 |
| Reading, Pa. | 397,870 | 133 | 110,469 | 140 | 36,208 | 120 | 20,948 | 152 | 26,468 | 144 |
| Redding, Cal. | 211,853 | 208 | 55,550 | 222 | 12,262 | 250 | 7,725 | 272 | 16,723 | 196 |

# S&MM METRO MARKET RANKINGS ACROSS THE BOARD: Retail Sales by Merchandise Line

| | Home Computers & Calculators | | Furniture & Sleep Equipment | | Men's & Boys' Clothing | | Women's & Girls' Clothing | | Footwear | |
|---|---|---|---|---|---|---|---|---|---|---|
| Area | ($000) | Rank | ($000) | Rank | ($000) | Rank | ($000) | Rank | ($000) | Rank |
| **Laredo,** Tex. | 6,819 | 167 | 9,662 | 310 | 39,539 | 186 | 67,434 | 204 | 20,724 | 195 |
| **Las Cruces,** N.M. | 2,502 | 283 | 11,830 | 291 | 15,575 | 309 | 31,818 | 309 | 9,984 | 299 |
| **Las Vegas,** Nev. | 13,970 | 98 | 118,074 | 67 | 184,469 | 60 | 317,212 | 68 | 129,153 | 48 |
| **Lawrence,** Kans. | 1,755 | 310 | 5,147 | 320 | 12,720 | 317 | 24,750 | 317 | 7,594 | 315 |
| **Lawton,** Okla. | 2,716 | 270 | 14,174 | 273 | 27,127 | 241 | 54,544 | 237 | 13,168 | 269 |
| **Lewiston** - Auburn, Me. | 3,228 | 252 | 11,323 | 295 | 23,771 | 260 | 35,036 | 304 | 11,889 | 282 |
| **Lexington-Fayette,** Ky. | 13,825 | 99 | 59,385 | 114 | 95,143 | 102 | 223,230 | 89 | 44,886 | 112 |
| **Lima,** Ohio | 4,343 | 221 | 22,592 | 211 | 34,442 | 202 | 66,714 | 205 | 16,286 | 227 |
| **Lincoln,** Neb. | 12,564 | 110 | 16,979 | 244 | 48,190 | 167 | 100,053 | 171 | 25,922 | 174 |
| **Little Rock** - North Little Rock, Ark. | 10,748 | 124 | 87,699 | 86 | 121,718 | 81 | 264,523 | 78 | 70,665 | 80 |
| **Longview** - Marshall, Tex. | 6,000 | 182 | 22,275 | 212 | 31,389 | 215 | 62,383 | 215 | 21,066 | 192 |
| **Lorain** - Elyria, Ohio | 3,128 | 256 | 36,579 | 166 | 37,375 | 194 | 71,643 | 193 | 16,466 | 226 |
| **Los Angeles** - Long Beach, Cal. | 541,053 | 1 | 1,328,561 | 1 | 2,018,584 | 2 | 4,056,255 | 2 | 1,204,658 | 1 |
| **Louisville,** Ky. | 16,434 | 81 | 165,322 | 52 | 193,250 | 54 | 430,212 | 54 | 104,525 | 58 |
| **Lubbock,** Tex. | 9,262 | 136 | 37,348 | 163 | 52,564 | 159 | 103,185 | 166 | 35,998 | 143 |
| **Lynchburg,** Va. | 4,142 | 229 | 17,598 | 242 | 31,211 | 216 | 68,106 | 202 | 17,201 | 220 |
| **McAllen** - Edinburg - Mission, Tex. | 9,908 | 130 | 44,478 | 148 | 62,423 | 140 | 121,585 | 151 | 38,052 | 135 |
| **Macon** - Warner Robins, Ga. | 5,961 | 183 | 46,800 | 144 | 50,810 | 162 | 116,851 | 155 | 32,156 | 148 |
| **Madison,** Wisc. | 15,496 | 87 | 62,149 | 110 | 99,519 | 98 | 190,153 | 104 | 49,865 | 104 |
| **Manchester** - Nashua, N.H. | 73,894 | 23 | 72,680 | 100 | 102,545 | 97 | 197,049 | 98 | 51,050 | 103 |
| **Mansfield,** Ohio | 5,722 | 186 | 24,455 | 200 | 26,171 | 247 | 52,827 | 244 | 13,172 | 268 |
| **Medford,** Ore. | 3,586 | 235 | 20,023 | 226 | 27,562 | 237 | 52,543 | 248 | 16,890 | 224 |
| **Melbourne** - Titusville - Palm Bay, Fla. | 11,875 | 113 | 51,536 | 134 | 59,791 | 145 | 123,637 | 147 | 28,175 | 165 |
| **Memphis,** Tenn. | 24,575 | 67 | 156,576 | 53 | 208,181 | 52 | 451,734 | 52 | 120,246 | 51 |
| **Merced,** Cal. | 4,292 | 224 | 14,553 | 270 | 19,258 | 295 | 31,728 | 310 | 11,635 | 285 |
| **Miami** - Hialeah, Fla. | 75,474 | 21 | 388,599 | 19 | 487,854 | 19 | 1,033,592 | 19 | 315,223 | 14 |
| **Middlesex** - Somerset - Hunterdon, N.J. | 48,033 | 35 | 234,562 | 37 | 299,276 | 35 | 571,060 | 39 | 132,998 | 45 |
| **Midland,** Tex. | 2,692 | 272 | 14,351 | 271 | 22,007 | 280 | 56,063 | 233 | 14,923 | 241 |
| **Milwaukee,** Wisc. | 70,897 | 24 | 247,898 | 33 | 340,476 | 31 | 675,228 | 34 | 179,817 | 34 |
| **Minneapolis** - St. Paul, Minn. | 78,862 | 20 | 408,262 | 18 | 644,109 | 13 | 1,144,114 | 13 | 301,821 | 16 |
| **Mobile,** Ala. | 6,377 | 175 | 62,738 | 107 | 78,021 | 116 | 176,113 | 111 | 61,855 | 88 |
| **Modesto,** Cal. | 10,238 | 127 | 70,559 | 101 | 62,978 | 138 | 120,814 | 152 | 38,479 | 132 |
| **Monmouth** - Ocean, N.J. | 28,545 | 57 | 206,224 | 43 | 228,965 | 48 | 489,815 | 47 | 104,171 | 59 |
| **Monroe,** La. | 4,225 | 226 | 22,814 | 210 | 37,505 | 192 | 82,899 | 183 | 24,376 | 179 |
| **Montgomery,** Ala. | 7,268 | 158 | 50,391 | 139 | 62,760 | 139 | 136,651 | 138 | 38,563 | 131 |
| **Muncie,** Ind. | 1,927 | 306 | 11,575 | 293 | 22,547 | 270 | 42,414 | 279 | 11,088 | 288 |
| **Muskegon,** Mich. | 3,151 | 254 | 18,911 | 233 | 25,223 | 253 | 47,847 | 258 | 12,978 | 271 |
| **Naples,** Fla. | 6,963 | 165 | 57,553 | 116 | 37,699 | 190 | 89,920 | 179 | 21,281 | 191 |
| **Nashville,** Tenn. | 67,859 | 28 | 144,475 | 57 | 224,290 | 49 | 477,363 | 48 | 119,511 | 52 |
| **Nassau** - Suffolk, N.Y. | 95,452 | 17 | 649,632 | 7 | 822,966 | 8 | 1,645,433 | 8 | 415,168 | 8 |
| **Newark,** N.J. | 34,692 | 47 | 335,546 | 23 | 351,065 | 30 | 852,585 | 26 | 224,238 | 27 |
| **New Bedford** - Fall River - Attleboro, Mass. | 15,013 | 90 | 77,025 | 97 | 118,508 | 85 | 254,571 | 82 | 55,015 | 96 |
| **New Haven** - Waterbury - Meriden, Conn. | 25,129 | 64 | 150,931 | 54 | 166,533 | 66 | 348,041 | 64 | 85,455 | 69 |
| **New London** - Norwich, Conn. | 6,940 | 166 | 39,333 | 155 | 51,632 | 161 | 107,593 | 163 | 25,971 | 173 |
| **New Orleans,** La. | 33,117 | 51 | 187,091 | 47 | 265,936 | 42 | 364,913 | 40 | 187,485 | 30 |
| **New York,** N.Y. | 279,559 | 2 | 1,294,356 | 2 | 2,137,470 | 1 | 4,284,819 | 1 | 1,144,992 | 2 |
| **Niagara Falls,** N.Y. | 2,589 | 277 | 23,688 | 206 | 38,197 | 189 | 78,911 | 187 | 25,738 | 176 |
| **Norfolk** - Virginia Beach - Newport News, Va. | 35,900 | 46 | 236,644 | 36 | 289,422 | 37 | 792,236 | 31 | 161,310 | 39 |
| **Oakland,** Cal. | 146,981 | 8 | 365,565 | 21 | 413,153 | 24 | 875,676 | 24 | 276,768 | 19 |
| **Ocala,** Fla. | 4,612 | 205 | 31,190 | 180 | 29,021 | 228 | 55,107 | 236 | 14,548 | 246 |
| **Odessa,** Tex. | 2,284 | 297 | 13,394 | 277 | 22,376 | 272 | 46,063 | 268 | 17,247 | 219 |
| **Oklahoma City,** Okla. | 26,288 | 61 | 138,966 | 61 | 183,481 | 59 | 375,884 | 59 | 115,434 | 55 |
| **Olympia,** Wash. | 5,289 | 192 | 11,395 | 294 | 21,884 | 282 | 46,504 | 266 | 14,345 | 248 |
| **Omaha,** Neb. | 24,681 | 66 | 105,343 | 76 | 138,754 | 73 | 266,333 | 77 | 72,722 | 77 |
| **Orange County,** N.Y. | 4,596 | 209 | 30,254 | 140 | 70,758 | 128 | 131,003 | 141 | 31,585 | 151 |
| **Orlando,** Fla. | 33,249 | 50 | 215,476 | 40 | 223,404 | 50 | 469,109 | 50 | 131,523 | 46 |
| **Owensboro,** Ky. | 1,877 | 307 | 13,176 | 280 | 20,960 | 286 | 47,648 | 262 | 12,643 | 275 |
| **Oxnard** - Ventura, Cal. | 46,094 | 38 | 115,363 | 70 | 139,205 | 72 | 256,933 | 81 | 76,907 | 74 |
| **Panama City,** Fla. | 2,142 | 302 | 22,271 | 213 | 27,682 | 236 | 53,087 | 242 | 16,656 | 225 |
| **Parkersburg** - Marietta, W.Va.-Ohio | 2,373 | 292 | 22,247 | 214 | 29,243 | 226 | 64,836 | 212 | 15,392 | 236 |
| **Pascagoula,** Miss. | 1,430 | 320 | 9,436 | 312 | 12,658 | 318 | 23,100 | 318 | 9,480 | 305 |
| **Pensacola,** Fla. | 6,550 | 171 | 38,106 | 162 | 59,235 | 147 | 126,525 | 143 | 32,170 | 147 |
| **Peoria,** Ill. | 6,486 | 173 | 51,508 | 135 | 60,801 | 142 | 126,478 | 144 | 31,480 | 152 |
| **Philadelphia,** Pa. | 132,650 | 10 | 803,695 | 4 | 1,085,528 | 4 | 2,328,925 | 4 | 569,728 | 4 |
| **Phoenix,** Ariz. | 118,651 | 15 | 411,321 | 17 | 418,092 | 23 | 982,285 | 22 | 245,955 | 22 |
| **Pine Bluff,** Ark. | 1,490 | 319 | 10,986 | 301 | 13,981 | 314 | 32,983 | 307 | 10,049 | 298 |
| **Pittsburgh,** Pa. | 55,580 | 33 | 310,255 | 26 | 432,036 | 22 | 911,024 | 23 | 226,660 | 26 |
| **Pittsfield,** Mass. | 4,348 | 220 | 21,990 | 217 | 30,526 | 219 | 65,225 | 211 | 13,646 | 257 |
| **Portland,** Me. | 14,313 | 93 | 46,657 | 145 | 195,477 | 53 | 222,542 | 90 | 121,388 | 50 |
| **Portland,** Ore. | 43,249 | 40 | 218,261 | 38 | 295,001 | 36 | 582,730 | 38 | 183,652 | 33 |
| **Portsmouth** - Dover - Rochester, N.H. | 69,886 | 25 | 78,190 | 96 | 86,054 | 110 | 165,814 | 115 | 41,335 | 123 |
| **Poughkeepsie,** N.Y. | 11,186 | 120 | 55,552 | 125 | 59,093 | 148 | 139,112 | 136 | 27,703 | 168 |
| **Providence** - Pawtucket - Woonsocket, R.I. | 24,490 | 69 | 123,755 | 63 | 178,326 | 63 | 349,759 | 63 | 83,476 | 70 |
| **Provo** - Orem, Utah | 8,577 | 141 | 20,906 | 222 | 36,324 | 196 | 66,264 | 208 | 22,855 | 185 |
| **Pueblo,** Colo. | 3,019 | 259 | 15,124 | 264 | 19,021 | 298 | 36,634 | 299 | 12,032 | 280 |
| **Racine,** Wisc. | 2,736 | 268 | 33,681 | 175 | 38,291 | 187 | 70,322 | 197 | 24,827 | 177 |
| **Raleigh** - Durham, N.C. | 29,289 | 56 | 121,416 | 66 | 152,193 | 70 | 335,282 | 65 | 89,301 | 64 |
| **Rapid City,** S.D. | 2,395 | 289 | 15,028 | 265 | 22,846 | 267 | 41,865 | 282 | 14,009 | 253 |
| **Reading,** Pa. | 6,536 | 172 | 50,581 | 137 | 105,393 | 96 | 236,374 | 85 | 40,050 | 124 |
| **Redding,** Cal. | 6,411 | 174 | 19,290 | 229 | 22,047 | 279 | 39,373 | 290 | 13,217 | 267 |

## S&MM METRO MARKET RANKINGS ACROSS THE BOARD: 1995 Projections

| Area | 1995 Population (Thous.) | Rank | Percent Change In Population 1990–1995 % | Rank | 1995 Households (Thous.) | Rank | 1995 EBI ($000) | Rank |
|---|---|---|---|---|---|---|---|---|
| Laredo, Tex. | 131.9 | 233 | 12.0 | 34 | 38.0 | 299 | 1,143,207 | 316 |
| Las Cruces, N.M. | 158.8 | 225 | 14.6 | 16 | 52.8 | 243 | 1,730,694 | 286 |
| Las Vegas, Nev. | 920.0 | 61 | 19.0 | 2 | 354.7 | 61 | 16,010,418 | 65 |
| Lawrence, Kans. | 89.4 | 308 | 7.8 | 79 | 33.0 | 309 | 1,551,603 | 299 |
| Lawton, Okla. | 111.1 | 291 | .1 | 262 | 37.3 | 302 | 1,603,260 | 292 |
| Lewiston - Auburn, Me. | 110.8 | 294 | 4.4 | 145 | 42.5 | 286 | 1,861,561 | 269 |
| Lexington-Fayette, Ky. | 367.8 | 131 | 4.8 | 139 | 143.0 | 122 | 6,910,640 | 122 |
| Lima, Ohio | 156.8 | 227 | 1.4 | 229 | 56.6 | 229 | 2,401,861 | 234 |
| Lincoln, Neb. | 226.2 | 185 | 5.0 | 133 | 88.1 | 180 | 4,801,874 | 156 |
| Little Rock - North Little Rock, Ark. | 535.0 | 95 | 3.7 | 165 | 204.9 | 89 | 9,785,133 | 88 |
| Longview - Marshall, Tex. | 163.9 | 219 | .8 | 241 | 61.9 | 214 | 2,597,020 | 225 |
| Lorain - Elyria, Ohio | 273.3 | 161 | .7 | 242 | 97.0 | 166 | 4,378,967 | 163 |
| Los Angeles - Long Beach, Cal. | 9,654.9 | 1 | 7.7 | 80 | 3,103.2 | 2 | 180,994,455 | 1 |
| Louisville, Ky. | 957.6 | 56 | .5 | 247 | 373.6 | 56 | 17,221,083 | 62 |
| Lubbock, Tex. | 233.6 | 178 | 4.2 | 150 | 85.8 | 184 | 3,402,482 | 190 |
| Lynchburg, Va. | 142.9 | 237 | .4 | 249 | 54.4 | 236 | 2,248,758 | 244 |
| McAllen - Edinburg - Mission, Tex. | 453.6 | 105 | 15.4 | 11 | 119.5 | 142 | 3,575,878 | 183 |
| Macon - Warner Robins, Ga. | 301.1 | 148 | 6.0 | 105 | 112.1 | 147 | 4,873,373 | 153 |
| Madison, Wisc. | 390.8 | 126 | 5.5 | 118 | 151.9 | 116 | 7,831,257 | 107 |
| Manchester - Nashua, N.H. | 373.2 | 129 | 9.3 | 61 | 138.8 | 127 | 8,767,630 | 96 |
| Mansfield, Ohio | 126.0 | 268 | .0 | 258 | 48.0 | 258 | 1,960,515 | 258 |
| Medford, Ore. | 156.8 | 227 | 5.9 | 110 | 61.6 | 215 | 2,244,033 | 245 |
| Melbourne - Titusville - Palm Bay, Fla. | 463.7 | 103 | 13.4 | 21 | 191.5 | 95 | 7,676,410 | 114 |
| Memphis, Tenn. | 1,043.1 | 51 | 5.3 | 124 | 382.5 | 52 | 17,058,429 | 63 |
| Merced, Cal. | 203.7 | 195 | 12.0 | 34 | 61.6 | 215 | 2,368,942 | 237 |
| Miami - Hialeah, Fla. | 2,114.2 | 22 | 7.7 | 80 | 738.9 | 23 | 34,511,934 | 30 |
| Middlesex - Somerset - Hunterdon, N.J. | 1,100.2 | 46 | 6.7 | 93 | 397.7 | 50 | 31,550,797 | 33 |
| Midland, Tex. | 113.1 | 289 | 5.3 | 124 | 41.9 | 288 | 2,095,830 | 250 |
| Milwaukee, Wisc. | 1,468.6 | 34 | 2.2 | 211 | 554.0 | 35 | 31,137,082 | 35 |
| Minneapolis - St. Paul, Minn. | 2,715.2 | 13 | 8.5 | 72 | 1,035.5 | 12 | 57,653,374 | 14 |
| Mobile, Ala. | 495.8 | 98 | 3.4 | 177 | 182.9 | 100 | 7,825,197 | 109 |
| Modesto, Cal. | 452.5 | 106 | 17.7 | 3 | 150.2 | 118 | 6,427,283 | 127 |
| Monmouth - Ocean, N.J. | 1,081.1 | 47 | 8.0 | 74 | 400.7 | 47 | 26,182,795 | 38 |
| Monroe, La. | 141.3 | 241 | -.4 | 267 | 49.9 | 253 | 1,872,529 | 267 |
| Montgomery, Ala. | 307.8 | 145 | 4.5 | 143 | 112.1 | 147 | 4,870,441 | 154 |
| Muncie, Ind. | 117.2 | 281 | -1.8 | 294 | 44.2 | 278 | 1,755,809 | 281 |
| Muskegon, Mich. | 163.5 | 220 | 2.4 | 205 | 60.1 | 223 | 2,654,665 | 221 |
| Naples, Fla. | 183.6 | 204 | 18.6 | 5 | 74.4 | 197 | 3,095,721 | 198 |
| Nashville, Tenn. | 1,072.0 | 48 | 7.5 | 83 | 415.3 | 46 | 21,120,249 | 49 |
| Nassau - Suffolk, N.Y. | 2,665.0 | 15 | 1.9 | 217 | 863.6 | 20 | 70,344,691 | 8 |
| Newark, N.J. | 1,821.1 | 24 | .1 | 262 | 644.6 | 29 | 44,633,057 | 21 |
| New Bedford - Fall River - Attleboro, Mass. | 525.2 | 97 | 3.2 | 185 | 194.2 | 94 | 8,670,333 | 99 |
| New Haven - Waterbury - Meriden, Conn. | 830.3 | 66 | 2.8 | 197 | 316.8 | 65 | 18,071,233 | 55 |
| New London - Norwich, Conn. | 264.9 | 165 | 3.4 | 177 | 97.4 | 165 | 5,071,087 | 151 |
| New Orleans, La. | 1,230.5 | 43 | -.5 | 271 | 454.2 | 43 | 21,397,975 | 48 |
| New York, N.Y. | 8,879.4 | 2 | 3.3 | 184 | 3,306.9 | 1 | 175,644,823 | 2 |
| Niagara Falls, N.Y. | 220.4 | 189 | .1 | 262 | 86.2 | 183 | 3,473,989 | 186 |
| Norfolk - Virginia Beach - Newport News, Va. | 1,557.4 | 31 | 9.7 | 54 | 554.5 | 34 | 25,425,176 | 41 |
| Oakland, Cal. | 2,284.3 | 20 | 8.2 | 73 | 840.6 | 21 | 52,265,671 | 17 |
| Ocala, Fla. | 230.6 | 182 | 15.0 | 14 | 93.7 | 172 | 3,111,411 | 197 |
| Odessa, Tex. | 113.9 | 286 | -3.5 | 313 | 40.7 | 290 | 1,831,364 | 276 |
| Oklahoma City, Okla. | 985.2 | 54 | 2.4 | 205 | 377.9 | 53 | 16,089,479 | 64 |
| Olympia, Wash. | 183.5 | 205 | 11.6 | 39 | 70.6 | 203 | 2,972,556 | 202 |
| Omaha, Neb. | 642.4 | 82 | 3.4 | 177 | 242.0 | 79 | 13,658,814 | 72 |
| Orange County, N.Y. | 342.8 | 137 | 9.6 | 56 | 112.0 | 149 | 6,156,792 | 132 |
| Orlando, Fla. | 1,279.7 | 41 | 15.8 | 7 | 479.0 | 41 | 22,822,069 | 45 |
| Owensboro, Ky. | 87.2 | 309 | .0 | 258 | 33.5 | 308 | 1,308,232 | 308 |
| Oxnard - Ventura, Cal. | 752.7 | 70 | 10.6 | 45 | 237.1 | 81 | 15,290,934 | 67 |
| Panama City, Fla. | 142.3 | 238 | 10.1 | 50 | 55.6 | 233 | 1,737,035 | 285 |
| Parkersburg - Marietta, W.Va.-Ohio | 144.4 | 236 | -2.7 | 305 | 56.6 | 229 | 2,281,488 | 241 |
| Pascagoula, Miss. | 115.3 | 283 | .2 | 256 | 40.7 | 290 | 1,712,853 | 288 |
| Pensacola, Fla. | 375.3 | 128 | 7.6 | 82 | 142.0 | 125 | 6,243,831 | 130 |
| Peoria, Ill. | 332.9 | 140 | -1.5 | 291 | 128.2 | 135 | 6,928,547 | 121 |
| Philadelphia, Pa. | 5,068.6 | 4 | 3.7 | 165 | 1,864.1 | 4 | 107,468,752 | 5 |
| Phoenix, Ariz. | 2,455.2 | 18 | 13.2 | 23 | 945.1 | 16 | 45,434,851 | 20 |
| Pine Bluff, Ark. | 85.0 | 310 | -.5 | 271 | 30.0 | 315 | 1,077,462 | 319 |
| Pittsburgh, Pa. | 1,994.4 | 23 | -2.6 | 304 | 811.8 | 22 | 34,570,539 | 29 |
| Pittsfield, Mass. | 136.8 | 250 | -1.6 | 292 | 54.1 | 237 | 2,416,329 | 231 |
| Portland, Me. | 238.3 | 169 | 5.3 | 124 | 100.9 | 160 | 5,329,374 | 143 |
| Portland, Ore. | 1,324.1 | 38 | 5.8 | 113 | 518.2 | 37 | 27,716,622 | 37 |
| Portsmouth - Dover - Rochester, N.H. | 395.2 | 125 | 10.8 | 41 | 143.0 | 122 | 8,180,314 | 102 |
| Poughkeepsie, N.Y. | 278.1 | 160 | 6.1 | 104 | 96.0 | 168 | 6,101,381 | 134 |
| Providence - Pawtucket - Woonsocket, R.I. | 981.1 | 58 | 3.2 | 185 | 359.3 | 59 | 17,630,795 | 59 |
| Provo - Orem, Utah | 286.5 | 155 | 7.5 | 83 | 74.9 | 196 | 2,899,067 | 204 |
| Pueblo, Colo. | 123.6 | 270 | .4 | 249 | 47.7 | 261 | 1,568,658 | 298 |
| Racine, Wisc. | 179.6 | 208 | 2.3 | 208 | 65.6 | 210 | 3,133,540 | 195 |
| Raleigh - Durham, N.C. | 837.0 | 65 | 11.6 | 39 | 333.3 | 64 | 17,763,265 | 58 |
| Rapid City, S.D. | 89.6 | 307 | 8.7 | 68 | 34.1 | 307 | 1,600,002 | 293 |
| Reading, Pa. | 352.0 | 134 | 3.9 | 160 | 133.9 | 131 | 6,090,473 | 136 |
| Redding, Cal. | 175.3 | 212 | 15.6 | 8 | 67.3 | 207 | 2,554,619 | 227 |

## S&MM METRO MARKET RANKINGS ACROSS THE BOARD: 1995 Projections

| Area | 1995 Average Household EBI | | 1995 Total Retail Sales | | 1995 Per Household Retail Sales | | 1995 Buying Power Index | |
|---|---|---|---|---|---|---|---|---|
| | ($) | Rank | ($000) | Rank | ($) | Rank | BPI | Rank |
| Laredo, Tex. | 30,084 | 318 | 99[illegible],054 | 289 | 26,291 | 138 | .0360 | 299 |
| Las Cruces, N.M. | 32,778 | 313 | 783,362 | 309 | 14,931 | 319 | .0403 | 282 |
| Las Vegas, Nev. | 45,138 | 156 | 7,628,594 | 67 | 21,507 | 261 | .3337 | 67 |
| Lawrence, Kans. | 47,018 | 125 | 601,306 | 319 | 18,221 | 308 | .0306 | 311 |
| Lawton, Okla. | 42,983 | 189 | 1,106,242 | 275 | 29,658 | 73 | .0392 | 289 |
| Lewiston - Auburn, Me. | 43,801 | 175 | 935,099 | 296 | 22,002 | 250 | .0397 | 284 |
| Lexington-Fayette, Ky. | 48,326 | 107 | 4,512,417 | 102 | 31,555 | 43 | .1569 | 116 |
| Lima, Ohio | 42,436 | 202 | 1,686,458 | 213 | 29,796 | 71 | .0583 | 222 |
| Lincoln, Neb. | 54,505 | 50 | 2,327,682 | 170 | 26,421 | 134 | .0968 | 165 |
| Little Rock - North Little Rock, Ark. | 47,756 | 116 | 6,565,257 | 74 | 32,041 | 37 | .2256 | 85 |
| Longview - Marshall, Tex. | 41,955 | 213 | 1,879,019 | 201 | 30,356 | 62 | .0634 | 212 |
| Lorain - Elyria, Ohio | 45,144 | 155 | 2,031,357 | 187 | 20,942 | 269 | .0923 | 172 |
| Los Angeles - Long Beach, Cal. | 58,325 | 26 | 94,661,700 | 1 | 30,505 | 56 | 3.8208 | 1 |
| Louisville, Ky. | 46,095 | 143 | 10,151,790 | 50 | 27,173 | 116 | .3807 | 55 |
| Lubbock, Tex. | 39,656 | 254 | 2,608,793 | 162 | 30,406 | 59 | .0862 | 179 |
| Lynchburg, Va. | 41,337 | 223 | 1,447,624 | 236 | 26,611 | 128 | .0526 | 240 |
| McAllen - Edinburg - Mission, Tex. | 29,924 | 319 | 2,626,121 | 161 | 21,976 | 251 | .1049 | 156 |
| Macon - Warner Robins, Ga. | 43,473 | 183 | 2,756,389 | 155 | 24,589 | 183 | .1086 | 151 |
| Madison, Wisc. | 51,555 | 73 | 4,952,645 | 94 | 32,605 | 29 | .1739 | 108 |
| Manchester - Nashua, N.H. | 63,167 | 16 | 4,288,334 | 108 | 30,896 | 51 | .1742 | 106 |
| Mansfield, Ohio | 40,844 | 234 | 1,301,793 | 249 | 27,121 | 118 | .0463 | 258 |
| Medford, Ore. | 36,429 | 293 | 2,111,210 | 180 | 34,273 | 19 | .0618 | 217 |
| Melbourne - Titusville - Palm Bay, Fla. | 40,086 | 248 | 3,617,626 | 124 | 18,891 | 302 | .1613 | 112 |
| Memphis, Tenn. | 44,597 | 164 | 8,145,661 | 63 | 21,296 | 265 | .3603 | 61 |
| Merced, Cal. | 38,457 | 268 | 1,157,492 | 269 | 18,790 | 303 | .0549 | 235 |
| Miami - Hialeah, Fla. | 46,707 | 133 | 19,208,578 | 23 | 25,996 | 147 | .7638 | 25 |
| Middlesex - Somerset - Hunterdon, N.J. | 79,333 | 2 | 9,580,106 | 52 | 24,089 | 200 | .5353 | 39 |
| Midland, Tex. | 50,020 | 89 | 1,288,062 | 255 | 30,741 | 53 | .0468 | 255 |
| Milwaukee, Wisc. | 56,204 | 38 | 15,928,568 | 30 | 28,752 | 86 | .6383 | 33 |
| Minneapolis - St. Paul, Minn. | 55,677 | 42 | 29,939,563 | 11 | 28,913 | 83 | 1.1868 | 13 |
| Mobile, Ala. | 42,784 | 195 | 4,549,889 | 100 | 24,876 | 171 | .1769 | 101 |
| Modesto, Cal. | 42,791 | 194 | 3,251,631 | 138 | 21,649 | 258 | .1426 | 129 |
| Monmouth - Ocean, N.J. | 65,343 | 12 | 10,804,997 | 47 | 26,965 | 121 | .4927 | 44 |
| Monroe, La. | 37,526 | 280 | 2,073,827 | 185 | 41,560 | 4 | .0563 | 230 |
| Montgomery, Ala. | 43,447 | 184 | 3,346,484 | 135 | 29,853 | 70 | .1165 | 148 |
| Muncie, Ind. | 39,724 | 253 | 858,104 | 303 | 19,414 | 296 | .0381 | 294 |
| Muskegon, Mich. | 44,171 | 170 | 1,382,835 | 239 | 23,009 | 231 | .0577 | 225 |
| Naples, Fla. | 41,609 | 218 | 1,550,460 | 225 | 20,840 | 273 | .0660 | 207 |
| Nashville, Tenn. | 50,855 | 80 | 9,405,703 | 54 | 22,648 | 238 | .4210 | 50 |
| Nassau - Suffolk, N.Y. | 81,455 | 1 | 35,219,796 | 9 | 40,783 | 7 | 1.3828 | 8 |
| Newark, N.J. | 69,241 | 8 | 16,538,208 | 27 | 25,657 | 156 | .8148 | 23 |
| New Bedford - Fall River - Attleboro, Mass. | 44,646 | 162 | 4,647,274 | 96 | 23,930 | 207 | .1892 | 96 |
| New Haven - Waterbury - Meriden, Conn. | 57,043 | 33 | 7,508,422 | 69 | 23,701 | 217 | .3470 | 63 |
| New London - Norwich, Conn. | 52,065 | 70 | 2,170,245 | 177 | 22,282 | 243 | .1007 | 158 |
| New Orleans, La. | 47,111 | 123 | 17,147,864 | 25 | 37,754 | 12 | .5329 | 40 |
| New York, N.Y. | 53,115 | 61 | 65,714,080 | 3 | 19,872 | 289 | 3.3445 | 2 |
| Niagara Falls, N.Y. | 40,301 | 243 | 1,781,938 | 206 | 20,672 | 277 | .0755 | 192 |
| Norfolk - Virginia Beach - Newport News, Va. | 45,852 | 147 | 13,743,920 | 39 | 24,786 | 176 | .5576 | 37 |
| Oakland, Cal. | 62,177 | 17 | 21,911,809 | 20 | 26,067 | 142 | .9975 | 18 |
| Ocala, Fla. | 33,206 | 311 | 1,617,223 | 221 | 17,260 | 315 | .0705 | 199 |
| Odessa, Tex. | 44,997 | 157 | 1,217,697 | 266 | 29,919 | 69 | .0431 | 270 |
| Oklahoma City, Okla. | 42,576 | 201 | 11,462,368 | 45 | 30,332 | 63 | .3872 | 54 |
| Olympia, Wash. | 42,104 | 207 | 1,876,817 | 202 | 26,594 | 130 | .0686 | 202 |
| Omaha, Neb. | 56,441 | 36 | 7,130,794 | 71 | 29,466 | 77 | .2816 | 72 |
| Orange County, N.Y. | 54,971 | 48 | 2,945,221 | 150 | 26,297 | 136 | .1275 | 141 |
| Orlando, Fla. | 47,645 | 120 | 12,180,223 | 43 | 25,428 | 161 | .4895 | 45 |
| Owensboro, Ky. | 39,052 | 261 | 960,579 | 291 | 28,674 | 88 | .0323 | 308 |
| Oxnard - Ventura, Cal. | 64,491 | 14 | 7,561,248 | 68 | 31,891 | 39 | .3125 | 68 |
| Panama City, Fla. | 31,242 | 316 | 1,379,877 | 241 | 24,818 | 174 | .0463 | 258 |
| Parkersburg - Marietta, W.Va.-Ohio | 40,309 | 242 | 1,355,690 | 244 | 23,952 | 206 | .0520 | 244 |
| Pascagoula, Miss. | 42,085 | 208 | 874,865 | 301 | 21,495 | 262 | .0378 | 297 |
| Pensacola, Fla. | 43,971 | 172 | 3,374,903 | 134 | 23,767 | 213 | .1363 | 133 |
| Peoria, Ill. | 54,045 | 51 | 3,600,463 | 126 | 28,085 | 97 | .1433 | 126 |
| Philadelphia, Pa. | 57,652 | 29 | 44,707,909 | 4 | 23,984 | 204 | 2.0752 | 4 |
| Phoenix, Ariz. | 48,074 | 111 | 23,168,729 | 17 | 24,515 | 184 | .9541 | 19 |
| Pine Bluff, Ark. | 35,915 | 298 | 849,262 | 305 | 28,309 | 92 | .0285 | 316 |
| Pittsburgh, Pa. | 42,585 | 200 | 16,393,910 | 28 | 20,195 | 287 | .7203 | 27 |
| Pittsfield, Mass. | 44,664 | 161 | 1,433,794 | 238 | 26,503 | 131 | .0537 | 239 |
| Portland, Me. | 52,818 | 64 | 3,735,362 | 120 | 37,020 | 14 | .1223 | 142 |
| Portland, Ore. | 53,486 | 54 | 15,841,091 | 32 | 30,569 | 54 | .5902 | 36 |
| Portsmouth - Dover - Rochester, N.H. | 57,205 | 32 | 4,693,890 | 95 | 32,824 | 28 | .1749 | 104 |
| Poughkeepsie, N.Y. | 63,556 | 15 | 2,918,482 | 151 | 30,401 | 60 | .1218 | 143 |
| Providence - Pawtucket - Woonsocket, R.I. | 49,070 | 96 | 7,913,199 | 64 | 22,024 | 249 | .3569 | 62 |
| Provo - Orem, Utah | 38,706 | 265 | 1,730,884 | 209 | 23,109 | 227 | .0740 | 194 |
| Pueblo, Colo. | 32,886 | 312 | 1,038,060 | 285 | 21,762 | 254 | .0389 | 292 |
| Racine, Wisc. | 47,767 | 115 | 2,087,871 | 184 | 31,827 | 40 | .0727 | 198 |
| Raleigh - Durham, N.C. | 53,295 | 57 | 7,467,790 | 70 | 22,406 | 241 | .3438 | 65 |
| Rapid City, S.D. | 46,921 | 127 | 1,288,281 | 254 | 37,780 | 11 | .0397 | 284 |
| Reading, Pa. | 45,485 | 151 | 3,183,078 | 141 | 23,772 | 212 | .1306 | 139 |
| Redding, Cal. | 37,959 | 276 | 1,374,289 | 242 | 20,420 | 282 | .0575 | 226 |

# S&MM METRO MARKET RANKINGS ACROSS THE BOARD: Population, Households, Effective Buying Income

| | Population | | Households | | Population Density | | Effective Buying Income (EBI) | | Median Household EBI | | Average Household EBI | | Per Capita EBI | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Area | (Thous.) | Rank | (Thous.) | Rank | (Pop/Sq.Mi.) | Rank | ($000) | Rank | ($) | Rank | ($) | Rank | ($) | Rank |
| **Reno, Nev.** | 260.0 | 161 | 104.5 | 150 | 41 | 309 | 3,941,398 | 145 | 30,460 | 71 | 37,717 | 101 | 15,159 | 63 |
| **Richland - Kennewick - Pasco, Wash.** | 150.3 | 228 | 54.5 | 231 | 51 | 304 | 2,193,945 | 201 | 35,037 | 27 | 40,256 | 61 | 14,597 | 81 |
| **Richmond - Petersburg, Va.** | 875.4 | 61 | 335.6 | 61 | 297 | 120 | 13,307,646 | 55 | 32,135 | 48 | 39,653 | 72 | 15,202 | 60 |
| **Riverside - San Bernardino, Cal.** | 2,724.0 | 10 | 913.7 | 13 | 100 | 277 | 36,541,412 | 17 | 29,951 | 83 | 39,993 | 64 | 13,415 | 136 |
| **Roanoke, Va.** | 224.8 | 179 | 89.8 | 172 | 264 | 140 | 2,982,855 | 173 | 25,557 | 197 | 33,217 | 204 | 13,269 | 143 |
| **Rochester, Minn** | 107.6 | 293 | 40.5 | 286 | 165 | 222 | 1,676,368 | 246 | 33,352 | 35 | 41,392 | 49 | 15,580 | 41 |
| **Rochester, N.Y.** | 1,004.9 | 47 | 375.5 | 48 | 343 | 101 | 15,703,107 | 46 | 32,561 | 45 | 41,819 | 43 | 15,627 | 40 |
| **Rockford, Ill.** | 284.2 | 149 | 107.8 | 145 | 357 | 96 | 4,120,369 | 141 | 31,155 | 60 | 38,222 | 94 | 14,498 | 84 |
| **Sacramento, Cal.** | 1,523.3 | 29 | 572.8 | 29 | 299 | 119 | 24,040,002 | 31 | 31,903 | 50 | 41,969 | 40 | 15,782 | 37 |
| **Saginaw - Bay City - Midland, Mich.** | 398.5 | 112 | 147.9 | 115 | 225 | 168 | 5,075,859 | 124 | 27,682 | 135 | 34,320 | 168 | 12,737 | 171 |
| **St. Cloud, Minn.** | 193.1 | 194 | 65.1 | 204 | 88 | 284 | 2,113,953 | 208 | 25,024 | 208 | 32,472 | 222 | 10,947 | 282 |
| **St. Joseph, Mo.** | 82.8 | 312 | 32.4 | 308 | 202 | 185 | 1,038,366 | 307 | 23,788 | 246 | 32,048 | 233 | 12,541 | 190 |
| **St. Louis, Mo.** | 2,456.9 | 15 | 929.0 | 12 | 461 | 67 | 36,858,818 | 16 | 31,099 | 62 | 39,676 | 71 | 15,002 | 70 |
| **Salem, Ore.** | 280.5 | 152 | 102.6 | 154 | 146 | 236 | 2,887,945 | 178 | 21,833 | 285 | 28,148 | 305 | 10,296 | 300 |
| **Salinas - Seaside - Monterey, Cal.** | 363.1 | 125 | 115.5 | 142 | 109 | 268 | 5,124,392 | 120 | 31,878 | 51 | 44,367 | 28 | 14,113 | 104 |
| **Salt Lake City - Ogden, Utah** | 1,083.2 | 45 | 351.1 | 57 | 670 | 37 | 12,019,734 | 62 | 28,274 | 122 | 34,235 | 172 | 11,097 | 278 |
| **San Angelo, Tex.** | 99.3 | 300 | 35.7 | 303 | 65 | 296 | 1,242,038 | 291 | 24,259 | 230 | 34,791 | 157 | 12,508 | 191 |
| **San Antonio, Tex.** | 1,324.0 | 36 | 458.8 | 40 | 525 | 55 | 15,038,973 | 49 | 23,865 | 240 | 32,779 | 211 | 11,359 | 268 |
| **San Diego, Cal.** | 2,562.9 | 13 | 911.8 | 14 | 610 | 41 | 41,179,182 | 12 | 32,013 | 49 | 45,163 | 24 | 16,067 | 29 |
| **San Francisco, Cal.** | 1,611.7 | 27 | 645.6 | 27 | 1,587 | 8 | 33,842,289 | 21 | 38,826 | 14 | 52,420 | 10 | 20,998 | 4 |
| **San Jose, Cal.** | 1,512.9 | 30 | 525.7 | 34 | 1,172 | 19 | 29,611,407 | 24 | 45,662 | 3 | 56,328 | 6 | 19,573 | 8 |
| **Santa Barbara - Santa Maria - Lompoc, Cal.** | 373.5 | 121 | 131.2 | 125 | 136 | 247 | 5,942,297 | 103 | 32,650 | 43 | 45,292 | 23 | 15,910 | 34 |
| **Santa Cruz, Cal.** | 233.1 | 176 | 84.8 | 178 | 523 | 57 | 3,914,913 | 147 | 33,294 | 36 | 46,166 | 19 | 16,795 | 22 |
| **Santa Fe, N.M.** | 118.7 | 276 | 45.7 | 262 | 59 | 299 | 1,763,846 | 239 | 29,511 | 93 | 38,596 | 87 | 14,860 | 73 |
| **Santa Rosa - Petaluma, Cal.** | 397.7 | 113 | 152.7 | 112 | 252 | 148 | 6,632,942 | 95 | 33,505 | 32 | 43,438 | 33 | 16,678 | 24 |
| **Sarasota, Fla.** | 282.7 | 151 | 127.8 | 132 | 494 | 59 | 4,433,741 | 137 | 25,788 | 187 | 34,693 | 161 | 15,684 | 39 |
| **Savannah, Ga.** | 244.6 | 168 | 90.6 | 169 | 266 | 138 | 3,105,856 | 169 | 25,768 | 188 | 34,281 | 170 | 12,698 | 177 |
| **Scranton - Wilkes-Barre, Pa.** | 736.3 | 68 | 281.4 | 67 | 259 | 142 | 9,129,936 | 75 | 24,622 | 222 | 32,445 | 223 | 12,400 | 198 |
| **Seattle, Wash.** | 2,006.7 | 22 | 801.2 | 21 | 476 | 62 | 36,002,961 | 19 | 36,423 | 23 | 44,936 | 25 | 17,941 | 16 |
| **Sharon, Pa.** | 120.5 | 270 | 45.4 | 265 | 179 | 209 | 1,531,440 | 257 | 26,927 | 153 | 33,732 | 183 | 12,709 | 174 |
| **Sheboygan, Wisc.** | 104.2 | 296 | 38.7 | 294 | 203 | 184 | 1,479,715 | 261 | 31,176 | 58 | 38,236 | 93 | 14,201 | 99 |
| **Sherman - Denison, Tex.** | 95.0 | 306 | 36.8 | 300 | 102 | 274 | 1,180,534 | 298 | 24,190 | 231 | 32,080 | 231 | 12,427 | 195 |
| **Shreveport, La.** | 333.0 | 137 | 123.[illegible] | 135 | 194 | 193 | 3,887,800 | 148 | 23,187 | 263 | 31,480 | 251 | 11,675 | 251 |
| **Sioux City, Iowa** | 115.0 | 282 | 42.9 | 280 | 101 | 275 | 1,343,869 | 279 | 23,537 | 254 | 31,326 | 258 | 11,686 | 250 |
| **Sioux Falls, S.D.** | 125.1 | 262 | 48.2 | 253 | 155 | 231 | 1,919,301 | 223 | 29,366 | 99 | 39,820 | 69 | 15,342 | 51 |
| **South Bend - Mishawaka, Ind.** | 247.7 | 166 | 92.6 | 166 | 542 | 51 | 3,120,679 | 168 | 26,366 | 168 | 33,701 | 185 | 12,599 | 183 |
| **Spokane, Wash.** | 362.2 | 126 | 142.0 | 119 | 205 | 180 | 4,298,036 | 139 | 23,479 | 255 | 30,268 | 277 | 11,866 | 240 |
| **Springfield, Ill.** | 189.9 | 198 | 76.5 | 188 | 161 | 226 | 2,575,181 | 185 | 25,756 | 189 | 33,662 | 186 | 13,561 | 128 |
| **Springfield, Mass.** | 606.6 | 82 | 221.4 | 82 | 529 | 53 | 8,288,871 | 81 | 28,208 | 123 | 37,438 | 103 | 13,664 | 122 |
| **Springfield, Mo.** | 243.3 | 170 | 94.5 | 162 | 196 | 192 | 2,967,365 | 175 | 22,941 | 267 | 31,401 | 255 | 12,196 | 212 |
| **State College, Pa.** | 124.6 | 263 | 43.0 | 277 | 112 | 266 | 1,409,647 | 270 | 23,346 | 258 | 32,782 | 210 | 11,313 | 272 |
| **Steubenville - Weirton, Ohio-W.Va.** | 141.2 | 238 | 54.6 | 230 | 243 | 153 | 1,690,701 | 244 | 25,730 | 190 | 30,965 | 262 | 11,974 | 230 |
| **Stockton, Cal.** | 490.6 | 96 | 161.6 | 103 | 351 | 99 | 5,985,347 | 101 | 27,627 | 137 | 37,038 | 110 | 12,200 | 211 |
| **Syracuse, N.Y.** | 661.0 | 76 | 244.3 | 75 | 277 | 133 | 9,462,606 | 74 | 29,574 | 91 | 38,734 | 85 | 14,316 | 93 |
| **Tacoma, Wash.** | 594.7 | 85 | 217.9 | 84 | 355 | 97 | 6,857,644 | 91 | 24,514 | 224 | 31,472 | 252 | 11,531 | 259 |
| **Tallahassee, Fla.** | 237.3 | 175 | 89.8 | 172 | 201 | 186 | 3,054,233 | 172 | 24,426 | 227 | 34,012 | 176 | 12,871 | 170 |
| **Tampa - St. Petersburg - Clearwater, Fla.** | 2,110.1 | 20 | 887.4 | 16 | 826 | 32 | 29,695,225 | 23 | 24,976 | 210 | 33,463 | 192 | 14,073 | 105 |
| **Terre Haute, Ind.** | 130.3 | 254 | 49.0 | 250 | 171 | 215 | 1,558,219 | 254 | 23,765 | 247 | 31,800 | 240 | 11,959 | 234 |
| **Texarkana, Tex.-Ark.** | 120.4 | 271 | 45.0 | 268 | 80 | 287 | 1,303,254 | 286 | 21,584 | 289 | 28,961 | 294 | 10,824 | 289 |
| **Toledo, Ohio** | 614.8 | 80 | 231.0 | 79 | 451 | 69 | 8,105,204 | 82 | 27,210 | 150 | 35,087 | 150 | 13,183 | 151 |
| **Topeka, Kans.** | 162.0 | 214 | 64.2 | 206 | 295 | 123 | 2,522,817 | 191 | 29,723 | 89 | 39,296 | 76 | 15,573 | 42 |
| **Trenton, N.J.** | 328.1 | 138 | 117.8 | 139 | 1,452 | 11 | 6,792,973 | 92 | 43,186 | 6 | 57,665 | 5 | 20,704 | 5 |
| **Tucson, Ariz.** | 677.9 | 75 | 266.2 | 70 | 74 | 291 | 7,683,515 | 85 | 21,969 | 281 | 28,864 | 297 | 11,334 | 271 |
| **Tulsa, Okla.** | 711.0 | 70 | 278.1 | 68 | 142 | 240 | 8,805,237 | 78 | 24,266 | 229 | 31,662 | 245 | 12,384 | 200 |
| **Tuscaloosa, Ala.** | 151.6 | 224 | 55.8 | 227 | 114 | 263 | 1,578,330 | 251 | 20,449 | 305 | 28,285 | 304 | 10,411 | 296 |
| **Tyler, Tex.** | 152.9 | 223 | 57.4 | 222 | 165 | 222 | 1,984,756 | 215 | 26,221 | 176 | 34,578 | 164 | 12,981 | 161 |
| **Utica - Rome, N.Y.** | 316.3 | 142 | 117.3 | 140 | 121 | 258 | 3,997,878 | 144 | 25,666 | 195 | 34,083 | 175 | 12,640 | 181 |
| **Vallejo - Fairfield - Napa, Cal.** | 467.0 | 99 | 160.4 | 105 | 295 | 123 | 6,631,537 | 96 | 32,578 | 44 | 41,344 | 50 | 14,200 | 100 |
| **Vancouver, Wash.** | 242.3 | 172 | 90.0 | 171 | 386 | 90 | 3,145,290 | 167 | 29,622 | 90 | 34,948 | 153 | 12,981 | 161 |
| **Victoria, Tex.** | 74.3 | 316 | 26.2 | 317 | 84 | 285 | 874,397 | 315 | 26,541 | 162 | 33,374 | 199 | 11,768 | 244 |
| **Vineland - Millville - Bridgeton, N.J.** | 138.5 | 243 | 47.3 | 256 | 283 | 130 | 1,827,096 | 234 | 28,848 | 110 | 38,628 | 86 | 13,192 | 149 |
| **Visalia - Tulare - Porterville, Cal.** | 318.7 | 140 | 100.0 | 157 | 66 | 295 | 3,149,285 | 166 | 22,105 | 278 | 31,493 | 249 | 9,882 | 310 |
| **Waco, Tex.** | 169.9 | 198 | 70.5 | 200 | 182 | 207 | 2,106,821 | 209 | 21,338 | 294 | 29,884 | 281 | 11,094 | 279 |
| **Washington, D.C.** | 3,988.4 | 6 | 1,482.7 | 6 | 1,005 | 22 | 79,218,897 | 4 | 42,929 | 7 | 53,429 | 9 | 19,862 | 7 |
| **Waterloo - Cedar Falls, Iowa** | 145.4 | 234 | 54.8 | 229 | 145 | 237 | 2,189,654 | 203 | 31,229 | 56 | 39,957 | 66 | 15,060 | 67 |
| **Wausau, Wisc.** | 115.9 | 280 | 41.7 | 284 | 75 | 290 | 1,410,335 | 269 | 27,274 | 147 | 33,821 | 179 | 12,169 | 213 |
| **West Palm Beach - Boca Raton - Delray Beach, Fla.** | 896.4 | 59 | 379.8 | 46 | 441 | 70 | 16,306,397 | 44 | 31,461 | 54 | 42,934 | 37 | 18,191 | 12 |
| **Wheeling, W.Va.** | 157.8 | 218 | 62.3 | 211 | 166 | 221 | 1,838,842 | 231 | 23,425 | 257 | 29,516 | 286 | 11,653 | 253 |
| **Wichita, Kans.** | 458.6 | 100 | 176.7 | 97 | 189 | 202 | 7,123,432 | 89 | 30,264 | 76 | 40,314 | 59 | 15,533 | 43 |
| **Wichita Falls, Tex.** | 122.0 | 268 | 45.1 | 266 | 194 | 193 | 1,372,357 | 275 | 21,451 | 292 | 30,429 | 273 | 11,249 | 274 |
| **Williamsport, Pa.** | 119.1 | 275 | 45.1 | 266 | 96 | 282 | 1,478,342 | 262 | 25,216 | 205 | 32,779 | 211 | 12,413 | 197 |
| **Wilmington, Del.** | 584.4 | 87 | 214.9 | 86 | 525 | 55 | 9,027,959 | 76 | 32,750 | 42 | 42,010 | 39 | 15,448 | 47 |
| **Wilmington, N.C.** | 121.4 | 269 | 48.6 | 252 | 610 | 41 | 1,445,557 | 266 | 22,390 | 275 | 29,744 | 283 | 11,907 | 238 |
| **Worcester - Fitchburg - Leominster, Mass.** | 717.5 | 69 | 263.2 | 71 | 474 | 64 | 10,995,940 | 68 | 32,267 | 46 | 41,778 | 45 | 15,325 | 55 |
| **Yakima, Wash** | 190.0 | 197 | 66.4 | 202 | 44 | 306 | 1,938,205 | 222 | 21,806 | 287 | 29,190 | 292 | 10,201 | 304 |
| **York, Pa.** | 421.6 | 107 | 158.2 | 107 | 296 | 122 | 5,890,937 | 105 | 30,053 | 80 | 37,237 | 109 | 13,973 | 108 |
| **Youngstown - Warren, Ohio** | 490.2 | 97 | 186.2 | 93 | 475 | 63 | 6,226,086 | 98 | 26,854 | 154 | 33,438 | 194 | 12,701 | 176 |
| **Yuba City, Cal.** | 124.4 | 264 | 43.6 | 274 | 101 | 275 | 1,430,540 | 267 | 23,220 | 261 | 32,811 | 208 | 11,500 | 261 |
| **Yuma, Ariz.** | 108.9 | 291 | 36.5 | 301 | 20 | 319 | 906,864 | 314 | 18,485 | 314 | 24,846 | 318 | 8,327 | 315 |

## S&MM METRO MARKET RANKINGS ACROSS THE BOARD: Retail Sales, Buying Power Indexes

| | Total Retail Sales | | Per Household Retail Sales | | Buying Power Index (BPI) | | Economy-Priced Products BPI | | Moderate-Priced Products BPI | | Premium-Priced Products BPI | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Area | ($000) | Rank | ($) | Rank | BPI | Rank | BPI | Rank | BPI | Rank | BPI | Rank |
| **Reno**, Nev. | 2,548,478 | 135 | 24,387 | 22 | .1193 | 145 | .1005 | 171 | .1267 | 141 | .1212 | 144 |
| **Richland** - Kennewick - Pasco, Wash. | 1,077,127 | 232 | 19,764 | 181 | .0612 | 217 | .0521 | 269 | .0531 | 266 | .0583 | 214 |
| **Richmond** - Petersburg, Va. | 7,095,761 | 57 | 21,144 | 104 | .3778 | 56 | .3220 | 63 | .3566 | 60 | .3939 | 55 |
| **Riverside** - San Bernardino, Cal. | 16,764,591 | 19 | 18,348 | 249 | 1.0177 | 16 | .9048 | 12 | .9652 | 14 | .9676 | 19 |
| **Roanoke**, Va. | 2,177,387 | 149 | 24,247 | 24 | .0968 | 164 | .1014 | 169 | .1119 | 154 | .0973 | 162 |
| **Rochester**, Minn. | 1,009,846 | 250 | 24,934 | 19 | .0492 | 250 | .0371 | 307 | .0460 | 289 | .0497 | 246 |
| **Rochester**, N.Y. | 7,643,436 | 51 | 20,355 | 149 | .4314 | 49 | .3795 | 50 | .3891 | 54 | .4459 | 49 |
| **Rockford**, Ill. | 2,121,169 | 152 | 19,677 | 188 | .1168 | 146 | .1018 | 167 | .1105 | 158 | .1221 | 143 |
| **Sacramento**, Cal. | 11,481,756 | 32 | 20,045 | 160 | .6556 | 31 | .5604 | 31 | .5997 | 30 | .6514 | 32 |
| **Saginaw** - Bay City - Midland, Mich. | 2,945,350 | 117 | 19,914 | 167 | .1532 | 116 | .1552 | 114 | .1535 | 124 | .1620 | 115 |
| **St. Cloud**, Minn. | 2,385,247 | 143 | 36,640 | 1 | .0852 | 180 | .0703 | 214 | .0963 | 177 | .0611 | 208 |
| **St. Joseph**, Mo. | 619,772 | 311 | 19,129 | 217 | .0317 | 311 | .0382 | 303 | .0374 | 308 | .0259 | 316 |
| **St. Louis**, Mo. | 18,177,891 | 15 | 19,567 | 194 | 1.0241 | 15 | .9002 | 13 | .9520 | 15 | 1.0110 | 18 |
| **Salem**, Ore. | 1,858,309 | 168 | 18,112 | 258 | .0946 | 171 | .1265 | 139 | .1244 | 143 | .0914 | 168 |
| **Salinas** - Seaside - Monterey, Cal. | 2,371,488 | 144 | 20,532 | 139 | .1417 | 130 | .1028 | 165 | .1264 | 142 | .1386 | 133 |
| **Salt Lake City** - Ogden, Utah | 7,558,308 | 52 | 21,528 | 86 | .3838 | 53 | .3667 | 57 | .4173 | 48 | .4177 | 52 |
| **San Angelo**, Tex. | 677,851 | 302 | 18,987 | 223 | .0369 | 298 | .0422 | 298 | .0411 | 303 | .0365 | 289 |
| **San Antonio**, Tex. | 9,157,490 | 43 | 19,960 | 164 | .4723 | 44 | .5723 | 30 | .5363 | 38 | .4671 | 46 |
| **San Diego**, Cal. | 19,209,425 | 14 | 21,068 | 110 | 1.1115 | 14 | .8409 | 17 | .9876 | 12 | 1.1472 | 13 |
| **San Francisco**, Cal. | 15,259,282 | 22 | 23,636 | 33 | .8654 | 23 | .5603 | 32 | .6319 | 27 | .9634 | 20 |
| **San Jose**, Cal. | 12,499,406 | 28 | 23,777 | 37 | .7511 | 26 | .3897 | 48 | .4793 | 42 | .8256 | 25 |
| **Santa Barbara** - Santa Maria - Lompoc, Cal. | 2,769,076 | 125 | 21,106 | 106 | .1607 | 112 | .1357 | 131 | .1404 | 130 | .1622 | 114 |
| **Santa Cruz**, Cal. | 1,911,040 | 162 | 22,536 | 51 | .1064 | 154 | .0898 | 183 | .0897 | 184 | .0968 | 164 |
| **Santa Fe**, N.M. | 878,967 | 268 | 19,233 | 212 | .0492 | 250 | .0435 | 293 | .0486 | 281 | .0513 | 238 |
| **Santa Rosa** - Petaluma, Cal. | 3,176,962 | 107 | 20,805 | 125 | .1792 | 99 | .1497 | 119 | .1571 | 121 | .1820 | 101 |
| **Sarasota**, Fla. | 2,865,270 | 120 | 22,420 | 54 | .1334 | 136 | .1342 | 132 | .1569 | 122 | .1397 | 130 |
| **Savannah**, Ga. | 1,886,718 | 165 | 20,825 | 124 | .0952 | 169 | .1056 | 161 | .1007 | 172 | .0944 | 166 |
| **Scranton** - Wilkes-Barre, Pa. | 5,316,827 | 71 | 18,894 | 227 | .2773 | 72 | .3176 | 64 | .3365 | 63 | .2702 | 74 |
| **Seattle**, Wash. | 17,680,635 | 16 | 22,068 | 66 | .9681 | 19 | .7373 | 21 | .7872 | 21 | 1.0814 | 15 |
| **Sharon**, Pa. | 703,350 | 292 | 15,492 | 309 | .0432 | 273 | .0469 | 287 | .0471 | 286 | .0471 | 256 |
| **Sheboygan**, Wisc. | 685,409 | 299 | 17,711 | 269 | .0409 | 287 | .0358 | 313 | .0387 | 307 | .0373 | 286 |
| **Sherman** - Denison, Tex. | 763,484 | 285 | 20,747 | 128 | .0370 | 296 | .0455 | 288 | .0430 | 297 | .0330 | 301 |
| **Shreveport**, La. | 2,631,084 | 130 | 21,304 | 98 | .1258 | 140 | .1553 | 113 | .1457 | 127 | .1270 | 139 |
| **Sioux City**, Iowa | 880,560 | 267 | 20,526 | 140 | .0431 | 274 | .0549 | 258 | .0498 | 275 | .0388 | 281 |
| **Sioux Falls**, S.D. | 1,225,198 | 210 | 25,419 | 14 | .0578 | 225 | .0497 | 280 | .0574 | 243 | .0547 | 223 |
| **South Bend** - Mishawaka, Ind. | 1,892,271 | 164 | 20,435 | 146 | .0957 | 168 | .1000 | 172 | .1055 | 164 | .0981 | 159 |
| **Spokane**, Wash. | 2,989,839 | 114 | 21,055 | 112 | .1399 | 132 | .1801 | 101 | .1652 | 115 | .1376 | 134 |
| **Springfield**, Ill. | 1,539,902 | 184 | 20,129 | 155 | .0774 | 190 | .0806 | 196 | .0883 | 187 | .0763 | 190 |
| **Springfield**, Mass. | 4,517,126 | 82 | 20,403 | 148 | .2418 | 82 | .2407 | 81 | .2405 | 83 | .2387 | 85 |
| **Springfield**, Mo. | 2,090,582 | 153 | 22,123 | 64 | .0966 | 167 | .1124 | 149 | .1174 | 151 | .0807 | 183 |
| **State College**, Pa. | 822,998 | 279 | 19,139 | 216 | .0438 | 272 | .0511 | 276 | .0507 | 273 | .0417 | 272 |
| **Steubenville** - Weirton, Ohio-W.Va. | 752,041 | 288 | 13,774 | 318 | .0478 | 258 | .0613 | 240 | .0529 | 267 | .0474 | 252 |
| **Stockton**, Cal. | 2,971,609 | 115 | 18,389 | 248 | .1740 | 103 | .1742 | 103 | .1706 | 112 | .1625 | 112 |
| **Syracuse**, N.Y. | 4,863,427 | 76 | 19,908 | 168 | .2685 | 74 | .2575 | 74 | .2649 | 76 | .2850 | 72 |
| **Tacoma**, Wash. | 4,066,724 | 89 | 18,663 | 239 | .2129 | 86 | .2522 | 77 | .2459 | 82 | .2145 | 88 |
| **Tallahassee**, Fla. | 1,740,057 | 173 | 19,377 | 208 | .0914 | 173 | .1064 | 159 | .0994 | 174 | .0871 | 173 |
| **Tampa** - St. Petersburg - Clearwater, Fla. | 16,910,792 | 18 | 19,057 | 220 | .8733 | 21 | .9685 | 11 | 1.0443 | 11 | .8358 | 24 |
| **Terre Haute**, Ind. | 1,453,481 | 188 | 29,663 | 6 | .0568 | 228 | .0543 | 259 | .0662 | 221 | .0643 | 201 |
| **Texarkana**, Tex.-Ark. | 894,116 | 264 | 19,869 | 171 | .0430 | 277 | .0579 | 249 | .0518 | 270 | .0396 | 277 |
| **Toledo**, Ohio | 4,551,332 | 81 | 19,703 | 185 | .2404 | 83 | .2540 | 76 | .2471 | 81 | .2390 | 84 |
| **Topeka**, Kans. | 1,319,033 | 205 | 20,546 | 138 | .0709 | 196 | .0626 | 233 | .0718 | 208 | .0669 | 198 |
| **Trenton**, N.J. | 2,719,776 | 128 | 23,088 | 40 | .1683 | 109 | .1025 | 166 | .1100 | 159 | .1697 | 108 |
| **Tucson**, Ariz. | 4,617,475 | 80 | 17,346 | 280 | .2404 | 83 | .3282 | 62 | .3055 | 68 | .2414 | 82 |
| **Tulsa**, Okla. | 5,239,853 | 72 | 18,842 | 230 | .2695 | 73 | .3359 | 61 | .3186 | 66 | .2780 | 73 |
| **Tuscaloosa**, Ala. | 1,062,508 | 235 | 19,041 | 221 | .0522 | 245 | .0738 | 208 | .0613 | 236 | .0507 | 241 |
| **Tyler**, Tex. | 1,250,693 | 209 | 21,789 | 75 | .0614 | 215 | .0681 | 219 | .0644 | 229 | .0615 | 207 |
| **Utica** - Rome, N.Y. | 2,068,989 | 154 | 17,638 | 273 | .1166 | 147 | .1293 | 137 | .1336 | 134 | .1127 | 148 |
| **Vallejo** - Fairfield - Napa, Cal. | 2,746,283 | 126 | 17,121 | 284 | .1775 | 100 | .1493 | 120 | .1619 | 117 | .1712 | 105 |
| **Vancouver**, Wash. | 1,328,128 | 203 | 14,757 | 314 | .0863 | 178 | .0893 | 185 | .0877 | 189 | .0904 | 169 |
| **Victoria**, Tex. | 566,608 | 314 | 21,626 | 82 | .0278 | 317 | .0329 | 316 | .0296 | 318 | .0287 | 312 |
| **Vineland** - Millville - Bridgeton, N.J. | 1,035,984 | 241 | 21,902 | 72 | .0543 | 240 | .0530 | 263 | .0534 | 262 | .0501 | 243 |
| **Visalia** - Tulare - Porterville, Cal. | 1,618,380 | 177 | 16,184 | 299 | .0973 | 163 | .1282 | 138 | .1183 | 150 | .0870 | 175 |
| **Waco**, Tex. | 1,354,869 | 195 | 19,218 | 214 | .0676 | 205 | .0952 | 177 | .0806 | 200 | .0606 | 209 |
| **Washington**, D.C. | 32,925,657 | 6 | 22,207 | 58 | 1.9964 | 5 | 1.1375 | 8 | 1.3801 | 7 | 2.1039 | 5 |
| **Waterloo** - Cedar Falls, Iowa | 1,041,812 | 238 | 19,011 | 222 | .0602 | 219 | .0519 | 270 | .0547 | 256 | .0543 | 226 |
| **Wausau**, Wisc. | 829,767 | 277 | 19,898 | 170 | .0431 | 274 | .0434 | 294 | .0471 | 286 | .0420 | 269 |
| **West Palm Beach** - Boca Raton - Delray Beach, Fla. | 8,040,924 | 48 | 21,171 | 103 | .4378 | 48 | .3599 | 58 | .4006 | 50 | .4678 | 45 |
| **Wheeling**, W.Va. | 1,011,542 | 249 | 16,237 | 298 | .0556 | 232 | .0774 | 201 | .0655 | 224 | .0554 | 221 |
| **Wichita**, Kans. | 3,460,419 | 100 | 19,584 | 192 | .1957 | 93 | .1715 | 105 | .1885 | 100 | .1865 | 96 |
| **Wichita Falls**, Tex. | 944,547 | 258 | 20,943 | 116 | .0451 | 268 | .0551 | 257 | .0560 | 250 | .0402 | 275 |
| **Williamsport**, Pa. | 894,501 | 263 | 19,834 | 173 | .0455 | 266 | .0507 | 277 | .0544 | 258 | .0456 | 261 |
| **Wilmington**, Del. | 4,899,791 | 75 | 22,800 | 46 | .2569 | 78 | .2086 | 92 | .2312 | 85 | .2501 | 81 |
| **Wilmington**, N.C. | 1,099,893 | 227 | 22,632 | 49 | .0486 | 255 | .0643 | 229 | .0581 | 239 | .0498 | 245 |
| **Worcester** - Fitchburg - Leominster, Mass. | 5,436,267 | 69 | 20,655 | 132 | .3046 | 68 | .2553 | 75 | .2714 | 75 | .3026 | 69 |
| **Yakima**, Wash. | 1,192,969 | 216 | 17,966 | 263 | .0627 | 212 | .0884 | 188 | .0754 | 202 | .0580 | 216 |
| **York**, Pa. | 3,106,979 | 110 | 19,640 | 190 | .1694 | 108 | .1501 | 118 | .1717 | 111 | .1667 | 110 |
| **Youngstown** - Warren, Ohio | 3,478,567 | 97 | 18,682 | 236 | .1858 | 95 | .2002 | 94 | .1969 | 95 | .1912 | 93 |
| **Yuba City**, Cal. | 677,006 | 303 | 15,528 | 306 | .0415 | 283 | .0542 | 260 | .0502 | 274 | .0373 | 286 |
| **Yuma**, Ariz. | 691,353 | 297 | 18,941 | 225 | .0332 | 308 | .0517 | 273 | .0465 | 288 | .0265 | 314 |

## S&MM METRO MARKET RANKINGS ACROSS THE BOARD: Retail Sales by Store Group

| | Total Retail Sales | | Food Stores | | Supermarkets | | Eating & Drinking Places | | General Merchandise Stores | | Department Stores | | Apparel & Accessories Stores | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Area | ($000) | Rank | ($000) | Rank | ($000) | Rank | ($000) | Rank | ($000) | Rank | ($000) | Rank | ($000) | Rank |
| **Reno**, Nev. | 2,548,478 | 135 | 452,327 | 142 | 432,308 | 139 | 195,172 | 154 | 384,341 | 115 | 305,177 | 120 | 109,929 | 136 |
| **Richland** - Kennewick - Pasco, Wash. | 1,077,127 | 232 | 260,959 | 210 | 253,969 | 206 | 104,019 | 225 | 134,877 | 249 | 110,303 | 253 | 22,791 | 306 |
| **Richmond** - Petersburg, Va. | 7,095,761 | 57 | 1,405,103 | 55 | 1,362,575 | 54 | 628,719 | 64 | 859,147 | 56 | 623,901 | 60 | 342,058 | 61 |
| **Riverside** - San Bernardino, Cal. | 16,764,591 | 19 | 3,418,619 | 17 | 3,272,541 | 15 | 1,681,303 | 21 | 2,050,248 | 17 | 1,598,888 | 17 | 681,276 | 27 |
| **Roanoke**, Va. | 2,177,387 | 149 | 367,504 | 164 | 358,975 | 162 | 183,251 | 161 | 277,194 | 155 | 205,876 | 163 | 100,347 | 150 |
| **Rochester**, Minn. | 1,009,846 | 250 | 172,265 | 269 | 166,348 | 267 | 82,716 | 258 | 181,454 | 200 | 144,118 | 207 | 45,367 | 227 |
| **Rochester**, N.Y. | 7,643,436 | 51 | 1,763,839 | 42 | 1,679,346 | 41 | 716,541 | 55 | 748,110 | 64 | 571,219 | 68 | 362,664 | 57 |
| **Rockford**, Ill. | 2,121,169 | 152 | 394,230 | 158 | 373,239 | 156 | 190,341 | 157 | 313,019 | 138 | 284,925 | 126 | 87,143 | 163 |
| **Sacramento**, Cal. | 11,481,756 | 32 | 2,309,094 | 30 | 2,201,879 | 31 | 1,235,367 | 33 | 1,320,318 | 36 | 938,138 | 39 | 506,286 | 42 |
| **Saginaw** - Bay City - Midland, Mich. | 2,945,350 | 117 | 461,872 | 137 | 401,103 | 148 | 266,213 | 126 | 508,085 | 93 | 464,320 | 82 | 152,246 | 113 |
| **St. Cloud**, Minn. | 2,385,247 | 143 | 221,617 | 233 | 207,015 | 236 | 109,332 | 221 | 738,673 | 65 | 203,088 | 167 | 44,835 | 228 |
| **St. Joseph**, Mo. | 619,772 | 311 | 119,016 | 310 | 113,131 | 309 | 58,940 | 305 | 125,751 | 259 | 102,971 | 262 | 10,512 | 319 |
| **St. Louis**, Mo. | 18,177,891 | 15 | 3,439,997 | 16 | 3,251,683 | 17 | 1,941,579 | 17 | 2,609,598 | 12 | 2,287,755 | 11 | 841,707 | 23 |
| **Salem**, Ore. | 1,858,309 | 168 | 382,473 | 160 | 367,101 | 159 | 192,332 | 155 | 251,670 | 165 | 185,936 | 174 | 83,807 | 166 |
| **Salinas** - Seaside - Monterey, Cal. | 2,371,488 | 144 | 419,467 | 150 | 355,699 | 164 | 326,116 | 101 | 236,224 | 170 | 220,131 | 154 | 136,833 | 121 |
| **Salt Lake City** - Ogden, Utah | 7,558,308 | 52 | 1,629,302 | 47 | 1,553,900 | 47 | 684,283 | 59 | 987,487 | 49 | 788,805 | 49 | 431,388 | 51 |
| **San Angelo**, Tex. | 677,851 | 302 | 142,142 | 288 | 137,811 | 283 | 62,847 | 296 | 94,678 | 299 | 75,128 | 300 | 42,343 | 239 |
| **San Antonio**, Tex. | 9,157,490 | 43 | 2,069,362 | 36 | 1,997,851 | 34 | 1,052,806 | 39 | 1,040,367 | 44 | 808,198 | 48 | 584,297 | 32 |
| **San Diego**, Cal. | 19,209,425 | 14 | 3,415,262 | 18 | 3,145,050 | 18 | 2,197,424 | 13 | 2,276,586 | 15 | 1,555,217 | 18 | 1,170,334 | 15 |
| **San Francisco**, Cal. | 15,259,282 | 22 | 2,667,400 | 25 | 2,231,683 | 28 | 2,446,882 | 10 | 1,574,221 | 28 | 1,182,641 | 30 | 1,226,437 | 13 |
| **San Jose**, Cal. | 12,499,406 | 28 | 2,131,411 | 35 | 1,967,770 | 36 | 1,416,321 | 26 | 1,398,084 | 31 | 1,036,441 | 36 | 876,321 | 21 |
| **Santa Barbara** - Santa Maria - Lompoc, Cal. | 2,769,076 | 125 | 664,990 | 101 | 614,501 | 101 | 349,571 | 95 | 190,026 | 193 | 170,329 | 188 | 170,952 | 101 |
| **Santa Cruz**, Cal. | 1,911,040 | 162 | 436,156 | 146 | 394,514 | 149 | 216,282 | 144 | 107,250 | 284 | 95,758 | 271 | 65,230 | 190 |
| **Santa Fe**, N.M. | 878,967 | 268 | 135,464 | 296 | 129,189 | 294 | 106,549 | 222 | 98,528 | 291 | 85,973 | 289 | 51,349 | 215 |
| **Santa Rosa** - Petaluma, Cal. | 3,176,962 | 107 | 683,829 | 99 | 639,942 | 99 | 309,062 | 109 | 331,347 | 130 | 266,804 | 133 | 127,885 | 128 |
| **Sarasota**, Fla. | 2,865,270 | 120 | 485,720 | 132 | 444,674 | 137 | 302,535 | 114 | 326,343 | 132 | 288,607 | 124 | 119,648 | 131 |
| **Savannah**, Ga. | 1,886,718 | 165 | 356,289 | 166 | 339,652 | 166 | 195,222 | 153 | 261,738 | 162 | 207,865 | 161 | 89,774 | 161 |
| **Scranton** - Wilkes-Barre, Pa. | 5,316,827 | 71 | 1,105,643 | 68 | 1,030,357 | 69 | 474,215 | 74 | 691,152 | 67 | 584,841 | 65 | 253,430 | 75 |
| **Seattle**, Wash. | 17,680,635 | 16 | 3,457,251 | 15 | 3,271,526 | 16 | 2,105,344 | 14 | 1,897,298 | 19 | 1,399,099 | 26 | 1,187,408 | 14 |
| **Sharon**, Pa. | 703,350 | 292 | 147,059 | 279 | 138,804 | 281 | 62,799 | 297 | 90,125 | 303 | 69,064 | 307 | 38,313 | 257 |
| **Sheboygan**, Wisc. | 685,409 | 299 | 142,007 | 289 | 134,756 | 291 | 63,577 | 294 | 117,479 | 271 | 84,910 | 292 | 14,116 | 317 |
| **Sherman** - Denison, Tex. | 763,484 | 285 | 163,850 | 274 | 160,278 | 274 | 50,770 | 315 | 113,142 | 277 | 104,326 | 261 | 28,051 | 292 |
| **Shreveport**, La. | 2,631,084 | 130 | 513,825 | 127 | 493,333 | 125 | 228,540 | 138 | 398,185 | 112 | 284,270 | 127 | 137,320 | 120 |
| **Sioux City**, Iowa | 860,560 | 267 | 194,596 | 252 | 189,960 | 247 | 82,370 | 260 | 141,298 | 243 | 131,084 | 225 | 39,864 | 252 |
| **Sioux Falls**, S.D. | 1,225,198 | 210 | 199,458 | 246 | 189,929 | 248 | 109,659 | 219 | 169,948 | 211 | 134,334 | 220 | 56,017 | 204 |
| **South Bend** - Mishawaka, Ind. | 1,892,271 | 164 | 338,142 | 175 | 322,191 | 176 | 176,552 | 164 | 292,015 | 146 | 252,056 | 140 | 77,207 | 171 |
| **Spokane**, Wash. | 2,989,839 | 114 | 635,197 | 104 | 615,815 | 100 | 307,514 | 111 | 423,005 | 104 | 309,682 | 117 | 163,493 | 105 |
| **Springfield**, Ill. | 1,539,902 | 184 | 249,348 | 216 | 236,341 | 216 | 157,599 | 178 | 264,814 | 159 | 214,464 | 159 | 53,114 | 212 |
| **Springfield**, Mass. | 4,517,126 | 82 | 912,159 | 79 | 832,230 | 81 | 508,124 | 72 | 515,366 | 91 | 405,821 | 87 | 218,159 | 81 |
| **Springfield**, Mo. | 2,090,582 | 153 | 333,569 | 177 | 322,213 | 175 | 186,967 | 159 | 372,605 | 119 | 306,692 | 119 | 71,439 | 177 |
| **State College**, Pa. | 822,998 | 279 | 156,976 | 276 | 149,427 | 276 | 95,649 | 239 | 89,139 | 305 | 67,797 | 309 | 40,925 | 245 |
| **Steubenville** - Weirton, Ohio-W.Va. | 752,041 | 288 | 174,905 | 265 | 166,315 | 268 | 60,735 | 301 | 123,197 | 265 | 95,561 | 272 | 23,273 | 304 |
| **Stockton**, Cal. | 2,971,609 | 115 | 593,840 | 111 | 555,923 | 113 | 316,491 | 107 | 304,510 | 141 | 228,702 | 150 | 108,645 | 137 |
| **Syracuse**, N.Y. | 4,863,427 | 76 | 1,091,663 | 70 | 1,022,013 | 72 | 522,249 | 70 | 429,350 | 101 | 323,169 | 110 | 276,816 | 70 |
| **Tacoma**, Wash. | 4,066,724 | 89 | 793,594 | 85 | 757,655 | 84 | 433,606 | 86 | 543,050 | 84 | 399,192 | 89 | 189,929 | 88 |
| **Tallahassee**, Fla. | 1,740,057 | 173 | 330,037 | 180 | 317,511 | 179 | 176,727 | 163 | 239,310 | 169 | 198,879 | 169 | 73,846 | 174 |
| **Tampa** - St. Petersburg - Clearwater, Fla. | 16,910,792 | 18 | 3,264,225 | 20 | 3,083,023 | 19 | 1,645,567 | 22 | 2,011,985 | 18 | 1,604,737 | 16 | 603,481 | 31 |
| **Terre Haute**, Ind. | 1,453,481 | 188 | 143,879 | 283 | 134,483 | 292 | 82,460 | 259 | 115,717 | 272 | 97,293 | 268 | 157,883 | 109 |
| **Texarkana**, Tex.-Ark. | 894,116 | 264 | 162,917 | 275 | 157,778 | 275 | 66,094 | 286 | 170,346 | 210 | 134,205 | 221 | 36,515 | 266 |
| **Toledo**, Ohio | 4,551,332 | 81 | 856,141 | 83 | 811,030 | 82 | 455,324 | 77 | 772,043 | 60 | 608,624 | 61 | 185,136 | 93 |
| **Topeka**, Kans. | 1,319,053 | 205 | 249,075 | 217 | 243,030 | 213 | 130,711 | 198 | 186,772 | 196 | 172,657 | 185 | 52,355 | 213 |
| **Trenton**, N.J. | 2,719,776 | 128 | 531,588 | 123 | 494,813 | 124 | 262,481 | 127 | 285,351 | 149 | 238,542 | 146 | 186,958 | 92 |
| **Tucson**, Ariz. | 4,617,475 | 80 | 949,482 | 76 | 907,648 | 75 | 461,572 | 76 | 634,344 | 75 | 421,180 | 86 | 214,431 | 82 |
| **Tulsa**, Okla. | 5,239,853 | 72 | 1,190,058 | 65 | 1,160,256 | 65 | 516,620 | 71 | 612,457 | 79 | 513,956 | 74 | 312,091 | 67 |
| **Tuscaloosa**, Ala. | 1,062,508 | 235 | 174,683 | 266 | 167,638 | 264 | 94,197 | 244 | 130,730 | 232 | 128,150 | 230 | 58,719 | 198 |
| **Tyler**, Tex. | 1,250,693 | 209 | 252,558 | 215 | 244,925 | 212 | 115,201 | 211 | 198,327 | 189 | 127,943 | 231 | 68,748 | 184 |
| **Utica** - Rome, N.Y. | 2,068,989 | 154 | 461,130 | 138 | 426,101 | 140 | 203,224 | 147 | 244,528 | 168 | 209,064 | 160 | 101,635 | 147 |
| **Vallejo** - Fairfield - Napa, Cal. | 2,746,283 | 126 | 609,925 | 100 | 570,006 | 109 | 314,714 | 108 | 277,468 | 154 | 259,005 | 137 | 93,861 | 156 |
| **Vancouver**, Wash. | 1,328,128 | 203 | 318,993 | 186 | 305,711 | 185 | 156,191 | 179 | 173,628 | 207 | 170,782 | 187 | 57,132 | 201 |
| **Victoria**, Tex. | 566,608 | 314 | 143,697 | 284 | 136,493 | 286 | 44,181 | 317 | 76,551 | 314 | 67,518 | 311 | 32,693 | 275 |
| **Vineland** - Millville - Bridgeton, N.J. | 1,035,984 | 241 | 238,721 | 222 | 223,532 | 224 | 64,080 | 293 | 94,380 | 300 | 87,437 | 287 | 44,318 | 231 |
| **Visalia** - Tulare - Porterville, Cal. | 1,618,380 | 177 | 452,413 | 141 | 425,396 | 141 | 131,767 | 197 | 128,388 | 254 | 112,231 | 249 | 65,960 | 188 |
| **Waco**, Tex. | 1,354,869 | 195 | 295,881 | 194 | 279,684 | 196 | 130,577 | 199 | 217,783 | 176 | 156,288 | 194 | 63,941 | 191 |
| **Washington**, D.C. | 32,925,657 | 6 | 6,102,187 | 6 | 5,821,906 | 5 | 3,664,904 | 5 | 3,697,716 | 6 | 3,040,614 | 6 | 1,967,692 | 7 |
| **Waterloo** - Cedar Falls, Iowa | 1,041,812 | 238 | 190,879 | 254 | 181,946 | 252 | 93,094 | 246 | 168,181 | 212 | 143,136 | 209 | 31,915 | 277 |
| **Wausau**, Wisc. | 829,767 | 277 | 150,134 | 278 | 106,157 | 314 | 73,245 | 274 | 151,511 | 229 | 120,388 | 240 | 29,943 | 285 |
| **West Palm Beach** - Boca Raton - Delray Beach, Fla. | 8,040,924 | 48 | 1,441,802 | 53 | 1,327,489 | 55 | 844,273 | 47 | 917,389 | 51 | 760,113 | 50 | 510,333 | 41 |
| **Wheeling**, W.Va. | 1,011,542 | 249 | 232,785 | 224 | 223,667 | 223 | 96,687 | 236 | 170,437 | 209 | 130,262 | 226 | 41,865 | 244 |
| **Wichita**, Kans. | 3,460,419 | 100 | 684,375 | 98 | 663,215 | 96 | 373,635 | 93 | 514,913 | 92 | 398,284 | 90 | 161,896 | 106 |
| **Wichita Falls**, Tex. | 944,547 | 258 | 140,368 | 292 | 135,362 | 289 | 111,876 | 216 | 179,925 | 203 | 149,352 | 198 | 43,356 | 233 |
| **Williamsport**, Pa. | 894,501 | 263 | 188,770 | 256 | 167,136 | 265 | 65,622 | 287 | 96,328 | 294 | 88,394 | 284 | 46,401 | 221 |
| **Wilmington**, Del. | 4,899,791 | 75 | 898,233 | 80 | 835,877 | 80 | 409,147 | 87 | 641,512 | 74 | 548,991 | 70 | 180,707 | 96 |
| **Wilmington**, N.C. | 1,099,893 | 227 | 212,836 | 240 | 205,377 | 237 | 127,685 | 202 | 151,497 | 230 | 118,370 | 243 | 56,462 | 203 |
| **Worcester** - Fitchburg - Leominster, Mass. | 5,436,267 | 69 | 1,034,978 | 73 | 954,061 | 74 | 554,179 | 68 | 556,864 | 83 | 464,557 | 81 | 222,197 | 80 |
| **Yakima**, Wash. | 1,192,969 | 216 | 295,348 | 196 | 288,193 | 192 | 113,651 | 213 | 120,441 | 269 | 92,166 | 278 | 55,248 | 208 |
| **York**, Pa. | 3,106,979 | 110 | 585,727 | 113 | 548,139 | 116 | 259,394 | 128 | 295,396 | 144 | 244,433 | 144 | 98,062 | 152 |
| **Youngstown** - Warren, Ohio | 3,478,567 | 97 | 619,098 | 108 | 580,705 | 107 | 296,075 | 117 | 455,007 | 97 | 386,772 | 92 | 159,641 | 107 |
| **Yuba City**, Cal. | 677,006 | 303 | 200,884 | 245 | 190,670 | 246 | 57,251 | 307 | 65,830 | 319 | 61,754 | 314 | 19,476 | 312 |
| **Yuma**, Ariz. | 691,353 | 297 | 140,869 | 290 | 136,104 | 287 | 52,846 | 311 | 93,049 | 302 | 61,766 | 313 | 19,869 | 311 |

## S&MM METRO MARKET RANKINGS ACROSS THE BOARD: Retail Sales by Store Group

| | Furniture/ Home Furnishings/ Appliance Stores | | Furniture & Home Furnishings Stores | | Automotive Dealers | | Gasoline Service Stations | | Building Materials & Hardware Dealers | | Drugstores | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Area | ($000) | Rank | ($000) | Rank | ($000) | Rank | ($000) | Rank | ($000) | Rank | ($000) | Rank |
| Reno, Nev. | 118,224 | 139 | 64,027 | 142 | 562,079 | 130 | 142,241 | 155 | 144,927 | 129 | 119,111 | 110 |
| Richland - Kennewick - Pasco, Wash. | 39,447 | 258 | 21,651 | 258 | 237,517 | 226 | 71,612 | 249 | 56,176 | 248 | 63,887 | 173 |
| Richmond - Petersburg, Va. | 353,305 | 58 | 208,798 | 56 | 1,563,169 | 58 | 551,015 | 49 | 327,521 | 58 | 261,697 | 53 |
| Riverside - San Bernardino, Cal. | 859,795 | 23 | 443,372 | 25 | 3,403,243 | 20 | 1,487,348 | 11 | 1,182,541 | 11 | 634,282 | 21 |
| Roanoke, Va. | 109,577 | 147 | 61,341 | 148 | 491,388 | 146 | 193,500 | 125 | 127,391 | 143 | 72,888 | 162 |
| Rochester, Minn. | 49,564 | 232 | 21,087 | 263 | 253,131 | 213 | 77,418 | 241 | 62,114 | 235 | 18,302 | 302 |
| Rochester, N.Y. | 454,244 | 48 | 217,180 | 54 | 1,858,875 | 49 | 433,695 | 67 | 332,129 | 55 | 268,596 | 50 |
| Rockford, Ill. | 117,155 | 141 | 62,124 | 146 | 400,684 | 166 | 211,414 | 115 | 166,238 | 116 | 69,877 | 165 |
| Sacramento, Cal. | 619,863 | 34 | 351,377 | 35 | 2,473,348 | 32 | 807,906 | 31 | 676,863 | 21 | 617,033 | 23 |
| Saginaw - Bay City - Midland, Mich. | 158,932 | 112 | 87,429 | 114 | 682,979 | 108 | 253,470 | 107 | 152,518 | 127 | 96,324 | 126 |
| St. Cloud, Minn. | 57,407 | 207 | 28,657 | 221 | 274,217 | 205 | 99,799 | 212 | 148,743 | 128 | 86,326 | 139 |
| St. Joseph, Mo. | 18,154 | 317 | 10,514 | 313 | 139,528 | 301 | 83,276 | 237 | 21,645 | 315 | 12,723 | 313 |
| St. Louis, Mo. | 726,728 | 29 | 405,030 | 27 | 4,189,976 | 14 | 1,591,140 | 10 | 915,594 | 14 | 608,592 | 24 |
| Salem, Ore. | 93,979 | 162 | 41,023 | 181 | 366,729 | 174 | 146,032 | 152 | 115,779 | 152 | 82,294 | 147 |
| Salinas - Seaside - Monterey, Cal. | 129,134 | 131 | 65,860 | 137 | 401,701 | 164 | 198,133 | 123 | 103,437 | 164 | 129,995 | 101 |
| Salt Lake City - Ogden, Utah | 486,029 | 45 | 302,587 | 39 | 1,633,398 | 54 | 471,931 | 59 | 383,457 | 50 | 125,631 | 105 |
| San Angelo, Tex. | 35,407 | 278 | 17,904 | 278 | 146,554 | 294 | 59,643 | 275 | 30,120 | 308 | 13,930 | 310 |
| San Antonio, Tex. | 406,725 | 52 | 217,595 | 53 | 2,107,817 | 40 | 641,949 | 38 | 252,265 | 75 | 222,875 | 61 |
| San Diego, Cal. | 1,302,092 | 10 | 753,344 | 10 | 3,879,113 | 15 | 1,270,915 | 16 | 1,078,206 | 12 | 738,583 | 15 |
| San Francisco, Cal. | 1,085,550 | 14 | 523,323 | 20 | 1,984,848 | 44 | 788,962 | 33 | 616,570 | 24 | 814,268 | 11 |
| San Jose, Cal. | 959,016 | 18 | 401,384 | 29 | 2,331,389 | 35 | 664,269 | 36 | 594,034 | 25 | 684,080 | 17 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 164,618 | 109 | 89,069 | 111 | 431,356 | 156 | 250,053 | 109 | 142,319 | 132 | 149,190 | 91 |
| Santa Cruz, Cal. | 92,993 | 163 | 55,994 | 156 | 453,439 | 150 | 96,849 | 218 | 115,268 | 154 | 106,599 | 120 |
| Santa Fe, N.M. | 41,560 | 254 | 21,337 | 260 | 142,687 | 298 | 45,508 | 301 | 63,696 | 230 | 26,419 | 276 |
| Santa Rosa - Petaluma, Cal. | 197,845 | 96 | 115,917 | 93 | 508,593 | 144 | 205,963 | 118 | 287,798 | 68 | 193,772 | 73 |
| Sarasota, Fla. | 198,890 | 95 | 151,790 | 74 | 671,525 | 109 | 170,140 | 139 | 199,208 | 101 | 130,146 | 100 |
| Savannah, Ga. | 98,194 | 157 | 58,973 | 150 | 401,063 | 165 | 154,664 | 145 | 85,424 | 189 | 76,164 | 156 |
| Scranton - Wilkes-Barre, Pa. | 233,627 | 87 | 142,058 | 77 | 1,018,689 | 80 | 440,367 | 65 | 305,711 | 63 | 221,406 | 62 |
| Seattle, Wash. | 1,095,020 | 13 | 544,141 | 17 | 3,023,520 | 25 | 1,156,731 | 17 | 888,951 | 15 | 727,741 | 16 |
| Sharon, Pa. | 45,431 | 243 | 30,221 | 211 | 170,681 | 281 | 54,007 | 285 | 24,133 | 314 | 29,963 | 263 |
| Sheboygan, Wisc. | 18,170 | 316 | 8,664 | 318 | 140,992 | 300 | 70,336 | 253 | 50,285 | 261 | 23,032 | 289 |
| Sherman - Denison, Tex. | 23,716 | 310 | 12,365 | 307 | 183,764 | 272 | 62,440 | 269 | 49,404 | 264 | 35,331 | 241 |
| Shreveport, La. | 149,347 | 119 | 81,525 | 122 | 556,737 | 132 | 223,972 | 112 | 112,464 | 158 | 114,359 | 113 |
| Sioux City, Iowa | 26,868 | 302 | 12,055 | 309 | 156,020 | 291 | 86,529 | 228 | 72,054 | 211 | 26,074 | 279 |
| Sioux Falls, S.D. | 52,799 | 215 | 25,338 | 238 | 282,068 | 198 | 100,097 | 210 | 61,159 | 239 | 52,454 | 187 |
| South Bend - Mishawaka, Ind. | 117,194 | 140 | 64,949 | 138 | 427,081 | 158 | 98,374 | 213 | 118,579 | 149 | 81,056 | 148 |
| Spokane, Wash. | 111,641 | 145 | 64,744 | 140 | 661,744 | 111 | 184,890 | 129 | 131,272 | 141 | 97,693 | 124 |
| Springfield, Ill. | 70,911 | 184 | 34,434 | 198 | 290,077 | 195 | 129,925 | 164 | 115,526 | 153 | 63,540 | 174 |
| Springfield, Mass. | 222,223 | 89 | 119,811 | 88 | 878,582 | 85 | 316,013 | 85 | 246,497 | 79 | 157,043 | 87 |
| Springfield, Mo. | 54,467 | 213 | 35,035 | 195 | 517,095 | 141 | 126,739 | 171 | 134,675 | 137 | 29,566 | 264 |
| State College, Pa. | 46,132 | 241 | 22,101 | 253 | 162,633 | 285 | 69,313 | 255 | 45,006 | 274 | 27,632 | 273 |
| Steubenville - Weirton, Ohio-W.Va. | 28,502 | 296 | 17,131 | 282 | 136,464 | 305 | 72,250 | 248 | 34,238 | 301 | 32,954 | 251 |
| Stockton, Cal. | 149,971 | 118 | 82,776 | 119 | 615,551 | 120 | 269,026 | 98 | 174,130 | 114 | 204,189 | 69 |
| Syracuse, N.Y. | 301,334 | 66 | 165,108 | 68 | 1,077,923 | 78 | 318,077 | 84 | 228,003 | 89 | 191,962 | 75 |
| Tacoma, Wash. | 217,132 | 90 | 117,025 | 92 | 849,077 | 89 | 293,900 | 90 | 247,627 | 77 | 156,877 | 88 |
| Tallahassee, Fla. | 90,748 | 167 | 49,885 | 165 | 336,506 | 181 | 134,061 | 159 | 142,944 | 131 | 52,882 | 186 |
| Tampa - St. Petersburg - Clearwater, Fla. | 831,683 | 25 | 468,026 | 23 | 3,706,927 | 18 | 978,021 | 21 | 826,206 | 16 | 677,194 | 18 |
| Terre Haute, Ind. | 42,305 | 252 | 16,985 | 283 | 165,359 | 284 | 105,344 | 203 | 62,094 | 236 | 159,012 | 85 |
| Texarkana, Tex.-Ark. | 36,297 | 273 | 20,161 | 267 | 191,918 | 267 | 96,241 | 220 | 47,300 | 269 | 20,776 | 294 |
| Toledo, Ohio | 242,826 | 82 | 117,245 | 89 | 932,648 | 83 | 424,308 | 68 | 197,196 | 104 | 157,923 | 86 |
| Topeka, Kans. | 48,411 | 235 | 31,680 | 208 | 311,429 | 189 | 109,692 | 199 | 85,461 | 188 | 53,115 | 185 |
| Trenton, N.J. | 169,882 | 106 | 95,496 | 104 | 665,937 | 110 | 164,794 | 140 | 80,478 | 198 | 84,114 | 141 |
| Tucson, Ariz. | 264,180 | 72 | 135,128 | 82 | 876,051 | 86 | 314,625 | 86 | 293,362 | 67 | 210,704 | 66 |
| Tulsa, Okla. | 240,872 | 83 | 141,438 | 78 | 1,278,907 | 64 | 267,544 | 100 | 247,056 | 78 | 133,866 | 97 |
| Tuscaloosa, Ala. | 50,777 | 225 | 30,700 | 209 | 245,054 | 220 | 92,159 | 222 | 69,154 | 217 | 47,278 | 200 |
| Tyler, Tex. | 58,111 | 205 | 33,928 | 201 | 307,381 | 192 | 70,785 | 252 | 61,316 | 237 | 35,157 | 243 |
| Utica - Rome, N.Y. | 84,185 | 172 | 53,932 | 158 | 427,655 | 157 | 111,842 | 196 | 107,465 | 161 | 107,996 | 118 |
| Vallejo - Fairfield - Napa, Cal. | 132,791 | 128 | 68,892 | 134 | 510,350 | 143 | 256,523 | 104 | 185,862 | 108 | 174,796 | 81 |
| Vancouver, Wash. | 58,277 | 204 | 42,347 | 178 | 231,465 | 229 | 85,523 | 231 | 89,577 | 179 | 65,506 | 169 |
| Victoria, Tex. | 26,996 | 300 | 13,622 | 304 | 143,143 | 297 | 36,828 | 315 | 17,778 | 318 | 13,667 | 311 |
| Vineland - Millville - Bridgeton, N.J. | 37,430 | 267 | 18,961 | 272 | 422,830 | 187 | 47,736 | 299 | 40,397 | 283 | 39,356 | 224 |
| Visalia - Tulare - Porterville, Cal. | 85,574 | 169 | 41,613 | 179 | 277,452 | 203 | 117,878 | 186 | 100,268 | 166 | 121,804 | 109 |
| Waco, Tex. | 49,650 | 230 | 32,124 | 206 | 239,738 | 224 | 131,761 | 162 | 60,263 | 240 | 34,396 | 246 |
| Washington, D.C. | 2,010,005 | 4 | 1,142,171 | 4 | 6,851,498 | 5 | 2,070,392 | 4 | 1,320,175 | 6 | 1,240,552 | 6 |
| Waterloo - Cedar Falls, Iowa | 26,626 | 304 | 15,043 | 295 | 283,586 | 197 | 79,126 | 239 | 54,556 | 251 | 37,113 | 233 |
| Wausau, Wisc. | 36,868 | 271 | 24,321 | 242 | 175,810 | 276 | 71,479 | 251 | 70,582 | 213 | 11,006 | 316 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 507,430 | 41 | 361,071 | 34 | 1,845,504 | 50 | 464,766 | 60 | 315,462 | 61 | 346,372 | 39 |
| Wheeling, W.Va. | 48,242 | 236 | 27,385 | 228 | 173,180 | 278 | 102,933 | 207 | 44,812 | 275 | 41,384 | 218 |
| Wichita, Kans. | 115,766 | 144 | 54,631 | 157 | 744,274 | 102 | 254,750 | 105 | 199,871 | 100 | 76,315 | 155 |
| Wichita Falls, Tex. | 38,566 | 260 | 21,908 | 255 | 202,808 | 260 | 84,693 | 234 | 48,738 | 266 | 32,280 | 255 |
| Williamsport, Pa. | 41,343 | 256 | 15,561 | 294 | 207,439 | 254 | 42,676 | 305 | 39,367 | 288 | 33,036 | 250 |
| Wilmington, Del. | 252,277 | 77 | 154,002 | 73 | 1,036,585 | 79 | 383,831 | 75 | 225,016 | 90 | 186,725 | 76 |
| Wilmington, N.C. | 62,712 | 195 | 46,676 | 171 | 230,448 | 230 | 65,156 | 263 | 57,640 | 246 | 41,757 | 217 |
| Worcester - Fitchburg - Leominster, Mass. | 303,490 | 65 | 189,801 | 61 | 1,268,749 | 66 | 356,591 | 77 | 256,690 | 74 | 193,689 | 74 |
| Yakima, Wash. | 48,635 | 233 | 27,166 | 231 | 225,223 | 235 | 96,807 | 219 | 81,482 | 196 | 51,138 | 189 |
| York, Pa. | 140,467 | 122 | 83,185 | 117 | 657,098 | 117 | 127,605 | 168 | 134,675 | 137 | 80,153 | 150 |
| Youngstown - Warren, Ohio | 174,401 | 103 | 109,307 | 96 | 763,456 | 99 | 323,008 | 83 | 161,843 | 121 | 152,484 | 89 |
| Yuba City, Cal. | 35,872 | 276 | 21,152 | 262 | 113,917 | 313 | 52,178 | 290 | 53,367 | 256 | 33,587 | 249 |
| Yuma, Ariz. | 29,458 | 293 | 17,331 | 280 | 186,287 | 269 | 57,445 | 281 | 53,847 | 255 | 30,988 | 259 |

1991 SURVEY OF BUYING POWER DEMOGRAPHICS USA

## S&MM METRO MARKET RANKINGS ACROSS THE BOARD: Retail Sales by Merchandise Line

| | Groceries & Other Foods | | Drugs & Health & Beauty Aids | | Major Household Appliances | | Televisions, Video Recorders & Tapes | | Audio Equipment, Musical Instruments & Supplies | |
|---|---|---|---|---|---|---|---|---|---|---|
| Area | ($000) | Rank | ($000) | Rank | ($000) | Rank | ($000) | Rank | ($000) | Rank |
| Reno, Nev. | 357,524 | 144 | 116,033 | 132 | 28,072 | 150 | 33,561 | 98 | 35,513 | 113 |
| Richland - Kennewick - Pasco, Wash. | 203,514 | 216 | 69,774 | 192 | 11,801 | 264 | 7,989 | 266 | 13,182 | 220 |
| Richmond - Petersburg, Va. | 1,090,168 | 58 | 367,844 | 49 | 83,609 | 56 | 63,590 | 57 | 63,810 | 71 |
| Riverside - San Bernardino, Cal. | 2,789,078 | 16 | 700,204 | 24 | 210,438 | 17 | 155,012 | 24 | 186,235 | 23 |
| Roanoke, Va. | 297,243 | 166 | 93,228 | 161 | 24,785 | 158 | 19,949 | 159 | 26,616 | 143 |
| Rochester, Minn. | 155,082 | 256 | 37,740 | 279 | 11,853 | 262 | 10,923 | 226 | 13,725 | 213 |
| Rochester, N.Y. | 1,346,838 | 45 | 338,125 | 54 | 94,640 | 49 | 69,629 | 52 | 105,492 | 39 |
| Rockford, Ill. | 338,631 | 154 | 87,938 | 164 | 32,290 | 132 | 21,852 | 147 | 25,086 | 155 |
| Sacramento, Cal. | 1,884,007 | 29 | 498,596 | 37 | 141,566 | 32 | 102,231 | 35 | 127,437 | 34 |
| Saginaw - Bay City - Midland, Mich. | 458,620 | 121 | 131,198 | 118 | 39,535 | 111 | 28,501 | 114 | 28,221 | 133 |
| St. Cloud, Minn. | 229,124 | 198 | 139,569 | 111 | 31,139 | 136 | 24,540 | 134 | 30,265 | 129 |
| St. Joseph, Mo. | 100,301 | 304 | 27,358 | 311 | 8,277 | 308 | 6,710 | 288 | 5,676 | 313 |
| St. Louis, Mo. | 2,686,413 | 18 | 818,857 | 18 | 200,410 | 20 | 157,288 | 23 | 179,858 | 25 |
| Salem, Ore. | 327,380 | 158 | 99,515 | 148 | 20,971 | 174 | 18,290 | 169 | 25,639 | 151 |
| Salinas - Seaside - Monterey, Cal. | 349,971 | 147 | 112,574 | 135 | 24,624 | 160 | 23,227 | 140 | 32,732 | 119 |
| Salt Lake City - Ogden, Utah | 1,225,966 | 51 | 319,597 | 60 | 92,921 | 50 | 100,178 | 36 | 99,773 | 43 |
| San Angelo, Tex. | 99,588 | 306 | 34,816 | 285 | 9,066 | 294 | 7,932 | 268 | 8,438 | 277 |
| San Antonio, Tex. | 1,387,056 | 43 | 448,098 | 40 | 104,262 | 44 | 98,458 | 37 | 97,372 | 46 |
| San Diego, Cal. | 2,885,063 | 15 | 858,322 | 16 | 239,719 | 14 | 179,129 | 16 | 257,214 | 16 |
| San Francisco, Cal. | 2,180,468 | 25 | 790,189 | 20 | 149,135 | 27 | 179,591 | 14 | 297,766 | 11 |
| San Jose, Cal. | 1,806,009 | 31 | 624,332 | 27 | 146,249 | 29 | 160,901 | 22 | 255,414 | 17 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 541,752 | 105 | 146,541 | 107 | 27,600 | 152 | 20,352 | 154 | 32,597 | 120 |
| Santa Cruz, Cal. | 344,413 | 152 | 95,758 | 158 | 13,659 | 234 | 10,973 | 225 | 20,637 | 174 |
| Santa Fe, N.M. | 109,339 | 295 | 31,189 | 300 | 11,105 | 271 | 6,101 | 300 | 9,830 | 262 |
| Santa Rosa - Petaluma, Cal. | 548,700 | 103 | 178,258 | 68 | 30,567 | 137 | 29,530 | 112 | 47,474 | 90 |
| Sarasota, Fla. | 399,731 | 132 | 116,044 | 131 | 40,363 | 105 | 27,747 | 118 | 32,832 | 117 |
| Savannah, Ga. | 288,655 | 168 | 98,251 | 152 | 24,356 | 161 | 20,089 | 156 | 23,117 | 160 |
| Scranton - Wilkes-Barre, Pa. | 946,778 | 65 | 244,398 | 69 | 74,214 | 66 | 40,233 | 85 | 49,133 | 87 |
| Seattle, Wash. | 2,908,677 | 14 | 821,591 | 17 | 200,070 | 21 | 174,060 | 18 | 286,454 | 13 |
| Sharon, Pa. | 128,082 | 282 | 37,575 | 280 | 12,885 | 242 | 8,553 | 255 | 6,141 | 309 |
| Sheboygan, Wisc. | 132,810 | 277 | 30,285 | 303 | 9,284 | 291 | 5,591 | 306 | 5,732 | 312 |
| Sherman - Denison, Tex. | 116,844 | 285 | 60,181 | 208 | 9,140 | 292 | 7,432 | 276 | 6,075 | 310 |
| Shreveport, La. | 389,236 | 134 | 136,588 | 116 | 38,493 | 115 | 17,507 | 89 | 33,386 | 116 |
| Sioux City, Iowa | 147,124 | 264 | 38,287 | 277 | 8,652 | 298 | 6,597 | 291 | 6,907 | 297 |
| Sioux Falls, S.D. | 155,303 | 255 | 51,600 | 236 | 14,410 | 224 | 12,265 | 202 | 14,685 | 204 |
| South Bend - Mishawaka, Ind. | 285,462 | 172 | 80,711 | 172 | 29,770 | 144 | 32,993 | 101 | 27,980 | 134 |
| Spokane, Wash. | 505,915 | 109 | 136,684 | 115 | 30,264 | 140 | 21,700 | 148 | 39,395 | 103 |
| Springfield, Ill. | 225,942 | 201 | 66,405 | 196 | 23,020 | 165 | 19,829 | 160 | 18,412 | 185 |
| Springfield, Mass. | 798,803 | 76 | 184,476 | 87 | 50,160 | 87 | 33,741 | 97 | 55,012 | 81 |
| Springfield, Mo. | 242,622 | 191 | 82,755 | 168 | 23,239 | 163 | 19,966 | 158 | 20,859 | 173 |
| State College, Pa. | 142,891 | 266 | 31,320 | 299 | 11,810 | 263 | 6,701 | 289 | 10,050 | 257 |
| Steubenville - Weirton, Ohio-W.Va. | 141,073 | 267 | 46,541 | 248 | 9,984 | 284 | 6,794 | 287 | 7,303 | 291 |
| Stockton, Cal. | 303,693 | 110 | 162,158 | 99 | 29,913 | 143 | 22,133 | 146 | 31,494 | 124 |
| Syracuse, N.Y. | 894,012 | 70 | 207,050 | 81 | 67,477 | 70 | 35,872 | 93 | 59,241 | 76 |
| Tacoma, Wash. | 699,464 | 85 | 208,909 | 80 | 44,473 | 94 | 39,885 | 86 | 63,017 | 73 |
| Tallahassee, Fla. | 249,371 | 189 | 73,911 | 185 | 24,711 | 159 | 15,496 | 184 | 17,489 | 188 |
| Tampa - St. Petersburg - Clearwater, Fla. | 2,651,714 | 20 | 797,252 | 19 | 258,066 | 11 | 179,397 | 15 | 216,912 | 19 |
| Terre Haute, Ind. | 138,455 | 269 | 125,802 | 119 | 19,682 | 181 | 26,003 | 126 | 54,338 | 82 |
| Texarkana, Tex.-Ark. | 131,440 | 279 | 52,743 | 232 | 14,586 | 221 | 11,471 | 217 | 8,265 | 280 |
| Toledo, Ohio | 706,032 | 84 | 212,115 | 78 | 59,624 | 79 | 49,373 | 68 | 47,511 | 89 |
| Topeka, Kans. | 196,763 | 223 | 64,279 | 199 | 16,354 | 199 | 11,919 | 213 | 11,252 | 240 |
| Trenton, N.J. | 412,248 | 128 | 123,777 | 122 | 41,525 | 102 | 22,222 | 145 | 29,014 | 132 |
| Tucson, Ariz. | 741,357 | 81 | 215,551 | 77 | 58,655 | 80 | 44,024 | 77 | 65,126 | 68 |
| Tulsa, Okla. | 870,633 | 72 | 259,893 | 66 | 50,859 | 85 | 51,824 | 64 | 53,797 | 83 |
| Tuscaloosa, Ala. | 154,517 | 258 | 60,701 | 205 | 12,793 | 243 | 11,210 | 219 | 8,995 | 269 |
| Tyler, Tex. | 183,586 | 236 | 58,699 | 213 | 16,423 | 198 | 17,739 | 172 | 16,449 | 197 |
| Utica - Rome, N.Y. | 380,608 | 137 | 101,560 | 144 | 32,162 | 133 | 17,420 | 174 | 17,167 | 192 |
| Vallejo - Fairfield - Napa, Cal. | 460,943 | 120 | 146,497 | 108 | 33,909 | 128 | 19,470 | 163 | 25,766 | 149 |
| Vancouver, Wash. | 278,817 | 175 | 80,369 | 174 | 12,129 | 255 | 7,264 | 278 | 16,844 | 194 |
| Victoria, Tex. | 95,751 | 311 | 34,402 | 288 | 5,714 | 318 | 5,979 | 302 | 4,846 | 318 |
| Vineland - Millville - Bridgeton, N.J. | 196,961 | 221 | 44,651 | 258 | 14,001 | 231 | 6,141 | 299 | 7,292 | 293 |
| Visalia - Tulare - Porterville, Cal. | 352,426 | 146 | 99,544 | 147 | 14,960 | 214 | 13,243 | 197 | 21,202 | 168 |
| Waco, Tex. | 205,912 | 213 | 74,765 | 183 | 14,666 | 220 | 14,554 | 187 | 20,304 | 176 |
| Washington, D.C. | 4,805,850 | 7 | 1,721,276 | 5 | 304,385 | 9 | 344,436 | 4 | 450,105 | 4 |
| Waterloo - Cedar Falls, Iowa | 155,952 | 253 | 45,025 | 256 | 11,862 | 261 | 8,829 | 250 | 7,098 | 295 |
| Wausau, Wisc. | 136,723 | 271 | 27,801 | 310 | 11,176 | 270 | 7,116 | 283 | 8,724 | 273 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 1,190,995 | 53 | 371,552 | 48 | 82,069 | 60 | 58,103 | 59 | 69,828 | 65 |
| Wheeling, W.Va. | 188,752 | 231 | 54,310 | 227 | 14,389 | 225 | 12,688 | 200 | 13,122 | 221 |
| Wichita, Kans. | 492,552 | 113 | 164,249 | 94 | 33,263 | 130 | 34,666 | 96 | 39,378 | 104 |
| Wichita Falls, Tex. | 105,042 | 300 | 49,538 | 243 | 14,305 | 226 | 11,905 | 214 | 12,940 | 222 |
| Williamsport, Pa. | 161,414 | 250 | 37,847 | 278 | 10,855 | 273 | 7,251 | 280 | 10,717 | 246 |
| Wilmington, Del. | 739,482 | 82 | 211,578 | 79 | 50,339 | 86 | 44,948 | 73 | 64,800 | 69 |
| Wilmington, N.C. | 173,343 | 245 | 50,330 | 240 | 13,933 | 232 | 10,789 | 228 | 10,220 | 252 |
| Worcester - Fitchburg - Leominster, Mass. | 907,896 | 67 | 220,968 | 75 | 60,381 | 77 | 40,742 | 83 | 70,103 | 63 |
| Yakima, Wash. | 227,778 | 199 | 71,321 | 188 | 10,780 | 276 | 7,841 | 270 | 12,683 | 225 |
| York, Pa. | 498,337 | 112 | 122,834 | 124 | 41,877 | 101 | 23,320 | 139 | 32,247 | 122 |
| Youngstown - Warren, Ohio | 551,676 | 100 | 161,114 | 101 | 40,360 | 106 | 27,305 | 122 | 34,670 | 114 |
| Yuba City, Cal. | 163,795 | 248 | 32,317 | 295 | 8,695 | 297 | 5,783 | 305 | 8,598 | 275 |
| Yuma, Ariz. | 105,049 | 299 | 31,454 | 298 | 8,291 | 307 | 4,507 | 316 | 6,005 | 311 |

## S&MM METRO MARKET RANKINGS ACROSS THE BOARD: Retail Sales by Merchandise Line

| | Home Computers & Calculators | | Furniture & Sleep Equipment | | Men's & Boys' Clothing | | Women's & Girls' Clothing | | Footwear | |
|---|---|---|---|---|---|---|---|---|---|---|
| Area | ($000) | Rank | ($000) | Rank | ($000) | Rank | ($000) | Rank | ($000) | Rank |
| **Reno**, Nev. | 9,734 | 131 | 57,264 | 118 | 86,503 | 108 | 156,821 | 124 | 47,376 | 109 |
| **Richland** - Kennewick - Pasco, Wash. | 6,234 | 179 | 18,939 | 232 | 22,658 | 269 | 41,173 | 285 | 11,518 | 286 |
| **Richmond** - Petersburg, Va. | 25,194 | 63 | 143,661 | 58 | 176,958 | 64 | 394,871 | 56 | 94,915 | 63 |
| **Riverside** - San Bernardino, Cal. | 74,847 | 22 | 306,504 | 28 | 437,804 | 21 | 816,204 | 27 | 239,835 | 25 |
| **Roanoke**, Va. | 11,402 | 119 | 43,294 | 149 | 59,047 | 150 | 142,848 | 134 | 56,018 | 94 |
| **Rochester**, Minn. | 6,266 | 177 | 14,564 | 259 | 32,901 | 206 | 62,151 | 217 | 15,107 | 239 |
| **Rochester**, N.Y. | 41,378 | 42 | 169,359 | 51 | 187,857 | 58 | 390,760 | 57 | 101,296 | 62 |
| **Rockford**, Ill. | 7,742 | 151 | 46,458 | 146 | 58,733 | 151 | 122,503 | 149 | 30,859 | 155 |
| **Sacramento**, Cal. | 46,367 | 37 | 254,898 | 32 | 278,743 | 40 | 558,463 | 41 | 160,511 | 40 |
| **Saginaw** - Bay City - Midland, Mich. | 6,785 | 168 | 55,724 | 123 | 92,971 | 105 | 176,698 | 110 | 48,282 | 107 |
| **St. Cloud**, Minn. | 11,116 | 121 | 36,056 | 169 | 123,008 | 80 | 207,584 | 95 | 37,353 | 140 |
| **St. Joseph**, Mo. | 1,573 | 317 | 8,797 | 316 | 15,191 | 310 | 29,173 | 311 | 8,399 | 312 |
| **St. Louis**, Mo. | 66,315 | 29 | 299,512 | 29 | 502,519 | 18 | 1,092,511 | 15 | 274,615 | 20 |
| **Salem**, Ore. | 7,738 | 152 | 22,102 | 216 | 42,656 | 181 | 84,466 | 181 | 28,211 | 163 |
| **Salinas** - Seaside - Monterey, Cal. | 9,718 | 132 | 38,527 | 161 | 73,170 | 122 | 146,801 | 130 | 39,889 | 125 |
| **Salt Lake City** - Ogden, Utah | 48,405 | 34 | 190,323 | 46 | 238,963 | 44 | 451,808 | 51 | 137,473 | 42 |
| **San Angelo**, Tex. | 2,967 | 260 | 13,267 | 279 | 20,066 | 293 | 40,483 | 287 | 12,244 | 277 |
| **San Antonio**, Tex. | 29,328 | 55 | 177,710 | 49 | 251,748 | 43 | 537,304 | 44 | 171,387 | 36 |
| **San Diego**, Cal. | 127,327 | 12 | 468,036 | 12 | 526,429 | 16 | 1,051,027 | 17 | 332,314 | 13 |
| **San Francisco**, Cal. | 119,056 | 14 | 363,585 | 22 | 570,346 | 14 | 1,041,271 | 18 | 294,754 | 17 |
| **San Jose**, Cal. | 242,638 | 3 | 290,117 | 31 | 368,335 | 28 | 802,063 | 30 | 254,312 | 21 |
| **Santa Barbara** - Santa Maria - Lompoc, Cal. | 13,695 | 101 | 52,116 | 131 | 68,762 | 131 | 144,502 | 131 | 42,137 | 121 |
| **Santa Cruz**, Cal. | 11,686 | 115 | 27,969 | 188 | 32,892 | 207 | 63,029 | 213 | 22,152 | 187 |
| **Santa Fe**, N.M. | 4,665 | 203 | 12,567 | 287 | 25,744 | 250 | 52,652 | 245 | 17,951 | 215 |
| **Santa Rosa** - Petaluma, Cal. | 15,570 | 85 | 84,778 | 91 | 73,071 | 123 | 151,280 | 128 | 42,929 | 118 |
| **Sarasota**, Fla. | 11,601 | 116 | 86,318 | 88 | 62,028 | 141 | 157,666 | 122 | 37,831 | 137 |
| **Savannah**, Ga. | 6,247 | 178 | 41,812 | 151 | 44,438 | 177 | 107,463 | 164 | 29,448 | 157 |
| **Scranton** - Wilkes-Barre, Pa. | 11,770 | 114 | 107,199 | 74 | 144,056 | 71 | 314,651 | 70 | 67,463 | 83 |
| **Seattle**, Wash. | 145,227 | 9 | 411,324 | 16 | 533,024 | 15 | 1,031,866 | 20 | 309,965 | 15 |
| **Sharon**, Pa. | 1,706 | 312 | 20,130 | 224 | 19,162 | 296 | 37,243 | 298 | 22,258 | 186 |
| **Sheboygan**, Wisc. | 1,585 | 316 | 9,028 | 315 | 16,350 | 307 | 29,019 | 312 | 9,094 | 306 |
| **Sherman** - Denison, Tex. | 2,862 | 264 | 9,443 | 311 | 18,088 | 299 | 40,281 | 288 | 10,788 | 291 |
| **Shreveport**, La. | 15,197 | 89 | 57,295 | 117 | 68,696 | 132 | 152,285 | 127 | 44,226 | 116 |
| **Sioux City**, Iowa | 2,230 | 300 | 11,049 | 300 | 30,082 | 221 | 52,641 | 246 | 13,317 | 266 |
| **Sioux Falls**, S.D. | 3,483 | 240 | 18,399 | 239 | 38,279 | 188 | 76,133 | 190 | 20,448 | 199 |
| **South Bend** - Mishawaka, Ind. | 12,615 | 109 | 48,995 | 142 | 59,266 | 146 | 110,663 | 160 | 26,985 | 169 |
| **Spokane**, Wash. | 12,894 | 106 | 54,375 | 127 | 88,891 | 107 | 175,455 | 112 | 52,789 | 101 |
| **Springfield**, Ill. | 7,568 | 155 | 29,609 | 184 | 47,114 | 168 | 96,388 | 176 | 20,614 | 197 |
| **Springfield**, Mass. | 18,158 | 77 | 89,777 | 84 | 124,291 | 78 | 263,018 | 79 | 53,354 | 98 |
| **Springfield**, Mo. | 6,031 | 180 | 34,230 | 173 | 57,761 | 153 | 115,526 | 157 | 28,783 | 160 |
| **State College**, Pa. | 4,289 | 225 | 16,752 | 247 | 22,705 | 268 | 41,979 | 281 | 10,564 | 294 |
| **Steubenville** - Weirton, Ohio-W.Va. | 2,409 | 288 | 11,759 | 292 | 20,409 | 290 | 39,195 | 291 | 8,899 | 309 |
| **Stockton**, Cal. | 12,442 | 112 | 54,171 | 128 | 67,488 | 134 | 125,768 | 143 | 39,390 | 127 |
| **Syracuse**, N.Y. | 14,141 | 96 | 96,524 | 81 | 120,858 | 82 | 238,607 | 84 | 58,433 | 90 |
| **Tacoma**, Wash. | 17,126 | 79 | 81,993 | 93 | 95,303 | 101 | 182,547 | 106 | 65,451 | 85 |
| **Tallahassee**, Fla. | 8,433 | 142 | 38,890 | 158 | 45,875 | 174 | 96,908 | 175 | 28,702 | 161 |
| **Tampa** - St. Petersburg - Clearwater, Fla. | 82,866 | 19 | 377,421 | 20 | 391,123 | 27 | 802,990 | 29 | 240,144 | 24 |
| **Terre Haute**, Ind. | 3,264 | 250 | 13,787 | 275 | 48,492 | 166 | 162,140 | 116 | 49,619 | 105 |
| **Texarkana**, Tex.-Ark. | 3,636 | 233 | 15,272 | 261 | 26,758 | 244 | 54,396 | 240 | 13,477 | 261 |
| **Toledo**, Ohio | 11,086 | 122 | 86,296 | 89 | 157,036 | 68 | 301,776 | 72 | 71,105 | 79 |
| **Topeka**, Kans. | 2,558 | 279 | 25,393 | 198 | 35,088 | 199 | 70,831 | 195 | 19,695 | 205 |
| **Trenton**, N.J. | 18,394 | 76 | 53,830 | 129 | 85,224 | 112 | 179,255 | 108 | 53,315 | 99 |
| **Tucson**, Ariz. | 33,583 | 49 | 105,874 | 75 | 115,590 | 87 | 234,170 | 86 | 76,835 | 75 |
| **Tulsa**, Okla. | 34,356 | 48 | 97,956 | 80 | 138,158 | 74 | 299,781 | 73 | 85,820 | 68 |
| **Tuscaloosa**, Ala. | 3,244 | 251 | 22,106 | 215 | 32,846 | 208 | 70,177 | 198 | 19,495 | 207 |
| **Tyler**, Tex. | 4,765 | 201 | 31,050 | 181 | 32,241 | 211 | 69,235 | 200 | 23,537 | 182 |
| **Utica** - Rome, N.Y. | 5,316 | 191 | 34,558 | 172 | 45,995 | 173 | 114,254 | 158 | 22,981 | 184 |
| **Vallejo** - Fairfield - Napa, Cal. | 11,484 | 118 | 51,788 | 133 | 60,040 | 144 | 127,093 | 142 | 36,114 | 141 |
| **Vancouver**, Wash. | 4,166 | 228 | 28,974 | 185 | 29,626 | 223 | 58,887 | 224 | 17,187 | 221 |
| **Victoria**, Tex. | 5,217 | 195 | 10,230 | 306 | 16,974 | 302 | 34,373 | 305 | 11,080 | 289 |
| **Vineland** - Millville - Bridgeton, N.J. | 2,469 | 285 | 18,653 | 236 | 21,590 | 284 | 41,992 | 280 | 12,418 | 276 |
| **Visalia** - Tulare - Porterville, Cal. | 9,000 | 137 | 28,470 | 186 | 37,579 | 191 | 69,063 | 201 | 21,879 | 189 |
| **Waco**, Tex. | 4,309 | 223 | 25,779 | 195 | 37,425 | 193 | 77,666 | 189 | 26,437 | 172 |
| **Washington**, D.C. | 172,625 | 4 | 780,972 | 6 | 1,023,500 | 5 | 2,065,352 | 6 | 534,040 | 6 |
| **Waterloo** - Cedar Falls, Iowa | 3,228 | 252 | 14,295 | 272 | 27,895 | 233 | 56,126 | 232 | 12,874 | 273 |
| **Wausau**, Wisc. | 3,571 | 236 | 16,431 | 250 | 22,109 | 273 | 40,787 | 286 | 19,452 | 208 |
| **West Palm Beach** - Boca Raton - Delray Beach, Fla. | 15,261 | 88 | 246,019 | 34 | 216,229 | 51 | 549,049 | 43 | 124,872 | 49 |
| **Wheeling**, W.Va. | 3,509 | 238 | 21,834 | 218 | 30,540 | 218 | 60,970 | 220 | 14,672 | 244 |
| **Wichita**, Kans. | 9,970 | 129 | 50,410 | 138 | 113,808 | 90 | 192,685 | 100 | 65,166 | 86 |
| **Wichita Falls**, Tex. | 3,869 | 232 | 15,027 | 266 | 31,881 | 214 | 57,141 | 226 | 17,044 | 222 |
| **Williamsport**, Pa. | 4,612 | 205 | 16,761 | 246 | 22,211 | 277 | 44,415 | 274 | 13,378 | 265 |
| **Wilmington**, Del. | 14,951 | 91 | 126,393 | 62 | 124,013 | 79 | 260,868 | 80 | 65,468 | 84 |
| **Wilmington**, N.C. | 4,898 | 200 | 29,952 | 183 | 30,068 | 222 | 61,521 | 219 | 19,435 | 209 |
| **Worcester** - Fitchburg - Leominster, Mass. | 21,830 | 72 | 117,179 | 68 | 133,151 | 76 | 281,625 | 76 | 56,438 | 93 |
| **Yakima**, Wash. | 4,424 | 218 | 18,636 | 237 | 30,227 | 220 | 52,591 | 247 | 17,907 | 216 |
| **York**, Pa. | 8,161 | 144 | 56,961 | 120 | 77,341 | 117 | 159,126 | 120 | 37,495 | 138 |
| **Youngstown** - Warren, Ohio | 7,106 | 162 | 85,826 | 90 | 94,222 | 104 | 194,586 | 99 | 47,243 | 110 |
| **Yuba City**, Cal. | 3,890 | 231 | 12,913 | 283 | 14,350 | 313 | 26,646 | 315 | 7,031 | 316 |
| **Yuma**, Ariz. | 2,831 | 266 | 12,829 | 285 | 16,594 | 305 | 32,744 | 308 | 7,971 | 313 |

## S&MM METRO MARKET RANKINGS ACROSS THE BOARD: 1995 Projections

| | 1995 Population | | Percent Change In Population 1990–1995 | | 1995 Households | | 1995 EBI | |
|---|---|---|---|---|---|---|---|---|
| Area | (Thous.) | Rank | % | Rank | (Thous.) | Rank | ($000) | Rank |
| Reno, Nev. | 290.9 | 153 | 11.9 | 36 | 116.9 | 144 | 5,770,950 | 139 |
| Richland - Kennewick - Pasco, Wash. | 152.9 | 230 | 1.7 | 223 | 55.8 | 232 | 2,822,926 | 209 |
| Richmond - Petersburg, Va. | 934.0 | 59 | 6.7 | 93 | 363.7 | 58 | 18,610,839 | 53 |
| Riverside - San Bernardino, Cal. | 3,315.4 | 10 | 21.7 | 1 | 1,087.4 | 10 | 54,683,207 | 15 |
| Roanoke, Va. | 226.3 | 184 | .7 | 242 | 91.4 | 175 | 3,671,469 | 181 |
| Rochester, Minn. | 114.9 | 285 | 6.8 | 91 | 43.8 | 280 | 2,413,230 | 232 |
| Rochester, N.Y. | 1,023.5 | 52 | 1.9 | 217 | 384.4 | 51 | 18,995,684 | 50 |
| Rockford, Ill. | 288.2 | 154 | 1.4 | 229 | 110.1 | 153 | 5,256,097 | 146 |
| Sacramento, Cal. | 1,752.6 | 26 | 15.1 | 13 | 653.9 | 26 | 34,790,966 | 28 |
| Saginaw - Bay City - Midland, Mich. | 395.8 | 123 | -.7 | 278 | 148.7 | 119 | 6,371,931 | 128 |
| St. Cloud, Minn. | 206.5 | 192 | 6.9 | 89 | 70.6 | 203 | 2,809,033 | 211 |
| St. Joseph, Mo. | 81.0 | 313 | -2.2 | 301 | 31.9 | 311 | 1,306,216 | 309 |
| St. Louis, Mo. | 2,535.7 | 17 | 3.2 | 185 | 969.7 | 15 | 50,031,205 | 18 |
| Salem, Ore. | 295.5 | 151 | 5.3 | 124 | 107.4 | 155 | 3,755,619 | 180 |
| Salinas - Seaside - Monterey, Cal. | 409.0 | 119 | 12.6 | 30 | 126.9 | 136 | 7,111,700 | 118 |
| Salt Lake City - Ogden, Utah | 1,157.5 | 45 | 6.9 | 89 | 373.8 | 55 | 17,448,295 | 60 |
| San Angelo, Tex. | 104.2 | 298 | 4.9 | 136 | 37.7 | 301 | 1,842,823 | 272 |
| San Antonio, Tex. | 1,456.3 | 36 | 10.0 | 51 | 504.9 | 39 | 22,106,334 | 47 |
| San Diego, Cal. | 2,947.3 | 11 | 15.0 | 14 | 1,026.0 | 13 | 59,098,150 | 13 |
| San Francisco, Cal. | 1,660.0 | 29 | 3.0 | 190 | 648.7 | 28 | 44,002,670 | 22 |
| San Jose, Cal. | 1,612.3 | 30 | 6.6 | 95 | 540.4 | 36 | 39,215,000 | 24 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 398.0 | 121 | 6.6 | 95 | 135.8 | 128 | 7,808,454 | 110 |
| Santa Cruz, Cal. | 253.4 | 172 | 8.7 | 68 | 89.8 | 178 | 5,355,204 | 142 |
| Santa Fe, N.M. | 128.9 | 262 | 8.6 | 70 | 50.2 | 252 | 2,678,018 | 220 |
| Santa Rosa - Petaluma, Cal. | 451.4 | 107 | 13.5 | 20 | 171.9 | 107 | 9,518,847 | 91 |
| Sarasota, Fla. | 307.5 | 146 | 8.8 | 66 | 139.9 | 126 | 6,236,385 | 131 |
| Savannah, Ga. | 257.3 | 170 | 5.2 | 130 | 96.2 | 167 | 4,247,578 | 168 |
| Scranton - Wilkes-Barre, Pa. | 745.7 | 71 | 1.3 | 234 | 288.3 | 68 | 11,948,802 | 78 |
| Seattle, Wash. | 2,204.3 | 21 | 9.8 | 52 | 881.3 | 19 | 53,047,644 | 16 |
| Sharon, Pa. | 117.5 | 280 | -2.5 | 302 | 45.0 | 272 | 1,813,070 | 278 |
| Sheboygan, Wisc. | 106.0 | 297 | 1.7 | 223 | 39.7 | 294 | 2,015,262 | 253 |
| Sherman - Denison, Tex. | 94.8 | 305 | -.2 | 266 | 36.8 | 303 | 1,582,578 | 296 |
| Shreveport, La. | 328.2 | 142 | -1.4 | 289 | 122.6 | 138 | 5,303,661 | 145 |
| Sioux City, Iowa | 115.3 | 283 | .3 | 254 | 43.3 | 283 | 1,742,330 | 284 |
| Sioux Falls, S.D. | 133.0 | 257 | 6.3 | 99 | 51.7 | 248 | 2,742,253 | 214 |
| South Bend - Mishawaka, Ind. | 252.1 | 173 | 1.8 | 221 | 94.9 | 171 | 4,248,419 | 167 |
| Spokane, Wash. | 368.2 | 130 | 1.7 | 223 | 145.0 | 121 | 5,186,807 | 147 |
| Springfield, Ill. | 193.0 | 201 | 1.6 | 226 | 78.3 | 192 | 3,121,484 | 196 |
| Springfield, Mass. | 628.3 | 84 | 3.6 | 171 | 230.5 | 84 | 10,507,435 | 82 |
| Springfield, Mo. | 238.5 | 168 | 6.2 | 102 | 100.3 | 161 | 3,906,103 | 175 |
| State College, Pa. | 129.5 | 260 | 3.9 | 160 | 44.4 | 275 | 1,755,088 | 282 |
| Steubenville - Weirton, Ohio-W.Va. | 134.3 | 255 | -4.9 | 317 | 53.0 | 242 | 2,051,848 | 252 |
| Stockton, Cal. | 550.6 | 92 | 12.2 | 32 | 175.1 | 103 | 7,968,844 | 104 |
| Syracuse, N.Y. | 670.8 | 78 | 1.5 | 227 | 248.8 | 78 | 11,586,317 | 79 |
| Tacoma, Wash. | 645.9 | 81 | 8.6 | 70 | 235.9 | 82 | 8,776,804 | 95 |
| Tallahassee, Fla. | 259.3 | 167 | 9.3 | 61 | 99.1 | 162 | 4,346,934 | 165 |
| Tampa - St. Petersburg - Clearwater, Fla. | 2,332.6 | 19 | 10.5 | 46 | 987.6 | 14 | 42,986,142 | 23 |
| Terre Haute, Ind. | 127.6 | 265 | -2.1 | 299 | 48.0 | 258 | 2,091,686 | 251 |
| Texarkana, Tex.-Ark. | 122.1 | 271 | 1.4 | 229 | 45.7 | 268 | 1,750,367 | 283 |
| Toledo, Ohio | 620.8 | 85 | 1.0 | 239 | 233.6 | 83 | 10,498,437 | 83 |
| Topeka, Kans. | 168.0 | 216 | 3.7 | 165 | 66.9 | 209 | 3,441,993 | 187 |
| Trenton, N.J. | 341.6 | 138 | 4.1 | 154 | 122.5 | 139 | 9,321,328 | 93 |
| Tucson, Ariz. | 743.4 | 73 | 9.7 | 54 | 297.0 | 67 | 10,080,991 | 86 |
| Tulsa, Okla. | 726.3 | 74 | 2.2 | 211 | 285.7 | 70 | 12,211,959 | 75 |
| Tuscaloosa, Ala. | 157.7 | 226 | 4.0 | 158 | 58.2 | 227 | 2,117,647 | 249 |
| Tyler, Tex. | 162.5 | 222 | 6.3 | 99 | 61.2 | 219 | 2,855,455 | 208 |
| Utica - Rome, N.Y. | 314.5 | 143 | -.6 | 273 | 118.1 | 143 | 4,793,031 | 157 |
| Vallejo - Fairfield - Napa, Cal. | 543.6 | 93 | 16.4 | 6 | 183.6 | 99 | 9,115,599 | 94 |
| Vancouver, Wash. | 267.3 | 163 | 10.3 | 47 | 98.8 | 164 | 4,240,604 | 169 |
| Victoria, Tex. | 74.2 | 317 | .1 | 262 | 26.4 | 318 | 1,105,211 | 317 |
| Vineland - Millville - Bridgeton, N.J. | 141.6 | 240 | 2.2 | 211 | 47.8 | 260 | 2,344,714 | 239 |
| Visalia - Tulare - Porterville, Cal. | 359.7 | 132 | 12.9 | 24 | 110.5 | 151 | 4,107,388 | 171 |
| Waco, Tex. | 194.9 | 200 | 2.6 | 202 | 72.4 | 200 | 2,866,613 | 207 |
| Washington, D.C. | 4,389.7 | 6 | 9.6 | 56 | 1,605.3 | 6 | 110,176,774 | 4 |
| Waterloo - Cedar Falls, Iowa | 139.1 | 246 | -4.3 | 315 | 53.1 | 240 | 2,975,989 | 201 |
| Wausau, Wisc. | 110.8 | 277 | 2.5 | 204 | 43.0 | 284 | 1,831,609 | 275 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 1,051.4 | 49 | 17.3 | 4 | 450.0 | 44 | 25,400,551 | 42 |
| Wheeling, W.Va. | 150.1 | 234 | -4.9 | 317 | 60.2 | 222 | 2,351,237 | 238 |
| Wichita, Kans. | 485.9 | 100 | 6.0 | 105 | 188.7 | 97 | 10,039,406 | 87 |
| Wichita Falls, Tex. | 120.6 | 275 | -1.1 | 283 | 44.6 | 274 | 1,667,316 | 290 |
| Williamsport, Pa. | 121.5 | 273 | 2.0 | 216 | 46.6 | 267 | 1,926,210 | 262 |
| Wilmington, Del. | 619.0 | 86 | 5.9 | 110 | 229.1 | 85 | 12,356,891 | 74 |
| Wilmington, N.C. | 128.1 | 264 | 5.5 | 118 | 51.9 | 247 | 1,854,209 | 270 |
| Worcester - Fitchburg - Leominster, Mass. | 762.2 | 69 | 6.2 | 102 | 280.3 | 71 | 14,894,210 | 69 |
| Yakima, Wash. | 198.2 | 199 | 4.3 | 148 | 68.4 | 205 | 2,369,601 | 236 |
| York, Pa. | 443.8 | 111 | 5.3 | 124 | 167.2 | 111 | 7,825,582 | 108 |
| Youngstown - Warren, Ohio | 477.7 | 101 | -2.5 | 302 | 184.7 | 98 | 7,759,484 | 112 |
| Yuba City, Cal. | 135.3 | 253 | 8.8 | 66 | 46.9 | 262 | 1,871,573 | 268 |
| Yuma, Ariz. | 121.7 | 272 | 11.8 | 37 | 40.7 | 290 | 1,244,184 | 313 |

## S&MM METRO MARKET RANKINGS ACROSS THE BOARD: 1995 Projections

| Area | 1995 Average Household EBI | | 1995 Total Retail Sales | | 1995 Per Household Retail Sales | | 1995 Buying Power Index | |
|---|---|---|---|---|---|---|---|---|
| | ($) | Rank | ($000) | Rank | ($) | Rank | BPI | Rank |
| **Reno**, Nev. | 49,367 | 95 | 3,945,132 | 116 | 33,748 | 22 | .1321 | 136 |
| **Richland** - Kennewick - Pasco, Wash. | 50,590 | 83 | 1,577,266 | 222 | 28,266 | 93 | .0611 | 218 |
| **Richmond** - Petersburg, Va. | 51,171 | 78 | 8,725,673 | 59 | 23,991 | 203 | .3759 | 56 |
| **Riverside** - San Bernardino, Cal. | 50,288 | 87 | 21,955,097 | 19 | 20,190 | 288 | 1.1018 | 15 |
| **Roanoke**, Va. | 40,169 | 247 | 3,047,213 | 146 | 33,339 | 26 | .0939 | 169 |
| **Rochester**, Minn. | 55,097 | 46 | 1,371,483 | 243 | 31,312 | 46 | .0513 | 247 |
| **Rochester**, N.Y. | 49,416 | 94 | 9,505,951 | 53 | 24,729 | 180 | .3968 | 53 |
| **Rockford**, Ill. | 47,739 | 117 | 2,867,045 | 153 | 26,040 | 144 | .1130 | 149 |
| **Sacramento**, Cal. | 53,205 | 58 | 15,462,885 | 34 | 23,647 | 219 | .6929 | 30 |
| **Saginaw** - Bay City - Midland, Mich. | 42,851 | 192 | 3,656,704 | 123 | 24,591 | 182 | .1428 | 128 |
| **St. Cloud**, Minn. | 39,788 | 252 | 3,286,164 | 137 | 46,546 | 2 | .0862 | 179 |
| **St. Joseph**, Mo. | 40,947 | 232 | 774,024 | 312 | 24,264 | 196 | .0297 | 314 |
| **St. Louis**, Mo. | 51,595 | 72 | 23,570,667 | 16 | 24,307 | 194 | 1.0136 | 17 |
| **Salem**, Ore. | 34,969 | 304 | 2,796,398 | 154 | 26,037 | 145 | .0969 | 164 |
| **Salinas** - Seaside - Monterey, Cal. | 56,042 | 40 | 3,194,282 | 140 | 25,172 | 165 | .1458 | 123 |
| **Salt Lake City** - Ogden, Utah | 46,678 | 134 | 11,880,384 | 44 | 31,783 | 41 | .4200 | 51 |
| **San Angelo**, Tex. | 48,881 | 100 | 936,597 | 295 | 24,843 | 172 | .0390 | 291 |
| **San Antonio**, Tex. | 42,784 | 176 | 13,435,339 | 41 | 26,610 | 129 | .5109 | 42 |
| **San Diego**, Cal. | 57,601 | 30 | 26,509,110 | 15 | 25,837 | 150 | 1.1772 | 14 |
| **San Francisco**, Cal. | 67,832 | 10 | 21,024,138 | 21 | 32,410 | 34 | .8517 | 22 |
| **San Jose**, Cal. | 72,567 | 7 | 15,678,101 | 33 | 29,012 | 81 | .7312 | 26 |
| **Santa Barbara** - Santa Maria - Lompoc, Cal. | 57,500 | 31 | 3,570,733 | 128 | 26,294 | 137 | .1570 | 115 |
| **Santa Cruz**, Cal. | 59,635 | 23 | 2,733,752 | 156 | 30,443 | 58 | .1097 | 150 |
| **Santa Fe**, N.M. | 53,347 | 56 | 1,150,540 | 271 | 22,919 | 233 | .0523 | 241 |
| **Santa Rosa** - Petaluma, Cal. | 55,374 | 44 | 4,546,987 | 101 | 26,451 | 132 | .1913 | 94 |
| **Sarasota**, Fla. | 44,577 | 165 | 3,411,903 | 133 | 24,388 | 191 | .1316 | 138 |
| **Savannah**, Ga. | 44,154 | 171 | 2,285,579 | 172 | 23,759 | 214 | .0928 | 170 |
| **Scranton** - Wilkes Barre, Pa. | 41,446 | 222 | 6,679,177 | 72 | 23,167 | 226 | .2660 | 75 |
| **Seattle**, Wash. | 60,192 | 20 | 26,916,616 | 14 | 30,542 | 55 | 1.0619 | 16 |
| **Sharon**, Pa. | 40,290 | 244 | 785,254 | 310 | 17,450 | 312 | .0378 | 297 |
| **Sheboygan**, Wisc. | 50,762 | 81 | 1,058,076 | 281 | 26,652 | 127 | .0426 | 274 |
| **Sherman** - Denison, Tex. | 43,005 | 188 | 1,141,599 | 272 | 31,022 | 49 | .0381 | 294 |
| **Shreveport**, La. | 43,260 | 185 | 4,511,213 | 103 | 36,796 | 15 | .1370 | 132 |
| **Sioux City**, Iowa | 40,239 | 245 | 1,306,292 | 248 | 30,168 | 64 | .0435 | 269 |
| **Sioux Falls**, S.D. | 53,042 | 63 | 2,108,263 | 181 | 40,779 | 8 | .0653 | 208 |
| **South Bend** - Mishawaka, Ind. | 44,767 | 160 | 2,311,960 | 171 | 24,362 | 192 | .0928 | 170 |
| **Spokane**, Wash. | 35,771 | 300 | 4,500,762 | 104 | 31,040 | 48 | .1388 | 131 |
| **Springfield**, Ill. | 39,866 | 250 | 2,131,193 | 178 | 27,218 | 114 | .0740 | 194 |
| **Springfield**, Mass. | 45,585 | 149 | 5,310,755 | 89 | 23,040 | 229 | .2247 | 86 |
| **Springfield**, Mo. | 38,944 | 263 | 2,699,973 | 158 | 26,919 | 123 | .0943 | 168 |
| **State College**, Pa. | 39,529 | 256 | 899,812 | 299 | 20,266 | 283 | .0396 | 287 |
| **Steubenville** - Weirton, Ohio-W.Va. | 38,714 | 264 | 867,363 | 302 | 16,365 | 318 | .0426 | 274 |
| **Stockton**, Cal. | 45,510 | 150 | 4,029,702 | 112 | 23,014 | 230 | .1761 | 102 |
| **Syracuse**, N.Y. | 46,569 | 137 | 6,173,429 | 78 | 24,813 | 175 | .2500 | 78 |
| **Tacoma**, Wash. | 37,206 | 286 | 6,027,917 | 81 | 25,595 | 157 | .2168 | 88 |
| **Tallahassee**, Fla. | 43,864 | 174 | 2,113,163 | 179 | 21,324 | 264 | .0919 | 173 |
| **Tampa** - St. Petersburg - Clearwater, Fla. | 43,526 | 182 | 21,994,834 | 18 | 22,271 | 244 | .9046 | 21 |
| **Terre Haute**, Ind. | 43,577 | 181 | 1,965,669 | 195 | 40,951 | 5 | .0562 | 231 |
| **Texarkana**, Tex.-Ark. | 38,301 | 272 | 1,271,076 | 257 | 27,813 | 104 | .0436 | 268 |
| **Toledo**, Ohio | 44,942 | 158 | 6,030,236 | 82 | 25,814 | 153 | .2327 | 83 |
| **Topeka**, Kans. | 51,450 | 74 | 2,004,228 | 190 | 29,959 | 68 | .0740 | 194 |
| **Trenton**, N.J. | 76,092 | 4 | 3,156,406 | 143 | 25,767 | 154 | .1636 | 111 |
| **Tucson**, Ariz. | 33,943 | 310 | 6,179,965 | 77 | 20,808 | 275 | .2397 | 81 |
| **Tulsa**, Okla. | 42,744 | 196 | 8,569,945 | 61 | 29,996 | 67 | .2906 | 71 |
| **Tuscaloosa**, Ala. | 36,386 | 294 | 1,381,432 | 240 | 23,736 | 216 | .0515 | 246 |
| **Tyler**, Tex. | 46,658 | 136 | 1,966,975 | 194 | 32,140 | 36 | .0670 | 204 |
| **Utica** - Rome, N.Y. | 40,585 | 239 | 2,549,990 | 163 | 21,592 | 260 | .1064 | 155 |
| **Vallejo** - Fairfield - Napa, Cal. | 49,649 | 91 | 3,603,991 | 125 | 19,630 | 294 | .1822 | 100 |
| **Vancouver**, Wash. | 42,921 | 190 | 1,931,756 | 197 | 19,552 | 295 | .0890 | 174 |
| **Victoria**, Tex. | 41,864 | 214 | 730,495 | 316 | 27,670 | 107 | .0264 | 318 |
| **Vineland** - Millville - Bridgeton, N.J. | 49,053 | 97 | 1,234,541 | 263 | 25,827 | 151 | .0508 | 248 |
| **Visalia** - Tulare - Porterville, Cal. | 37,171 | 288 | 1,978,277 | 193 | 17,903 | 310 | .0953 | 166 |
| **Waco**, Tex. | 39,594 | 255 | 1,902,771 | 199 | 26,281 | 139 | .0688 | 201 |
| **Washington**, D.C. | 68,633 | 9 | 39,262,025 | 6 | 24,458 | 185 | 1.9820 | 5 |
| **Waterloo** - Cedar Falls, Iowa | 56,045 | 39 | 1,477,783 | 230 | 27,830 | 103 | .0603 | 220 |
| **Wausau**, Wisc. | 42,596 | 199 | 1,265,025 | 260 | 29,419 | 78 | .0441 | 267 |
| **West Palm Beach** - Boca Raton - Delray Beach, Fla. | 56,446 | 35 | 10,619,924 | 48 | 23,600 | 220 | .4799 | 46 |
| **Wheeling**, W.Va. | 39,057 | 260 | 1,301,553 | 250 | 21,620 | 259 | .0522 | 243 |
| **Wichita**, Kans. | 53,203 | 59 | 5,107,366 | 92 | 27,066 | 119 | .2064 | 90 |
| **Wichita Falls**, Tex. | 37,384 | 283 | 1,296,079 | 253 | 29,060 | 80 | .0429 | 273 |
| **Williamsport**, Pa. | 41,335 | 224 | 1,083,163 | 277 | 23,244 | 222 | .0430 | 271 |
| **Wilmington**, Del. | 53,937 | 52 | 6,195,439 | 76 | 27,043 | 120 | .2546 | 77 |
| **Wilmington**, N.C. | 35,727 | 301 | 1,268,648 | 259 | 24,444 | 188 | .0451 | 263 |
| **Worcester** - Fitchburg - Leominster, Mass. | 53,137 | 60 | 6,096,180 | 79 | 21,749 | 255 | .2909 | 70 |
| **Yakima**, Wash. | 34,643 | 306 | 1,860,326 | 203 | 27,198 | 115 | .0633 | 213 |
| **York**, Pa. | 46,804 | 130 | 3,841,838 | 118 | 22,978 | 232 | .1639 | 110 |
| **Youngstown** - Warren, Ohio | 42,011 | 210 | 4,588,060 | 97 | 24,841 | 173 | .1755 | 103 |
| **Yuba City**, Cal. | 39,906 | 249 | 906,569 | 298 | 19,330 | 299 | .0412 | 280 |
| **Yuma**, Ariz. | 30,570 | 317 | 852,168 | 304 | 20,938 | 270 | .0329 | 307 |

# SECTION 4

## Totals And Percents For Metropolitan Markets And All Counties

**Population**
**Households**
**Effective Buying Income (EBI)**
**Retail Sales**
**Buying Power Index (BPI)**
**Graduated Buying Power Indexes**

TOTALS & PERCENTS
METRO MARKET & ALL COUNTIES
4

EXPLANATION OF TERMS

An explanation of terms used in the **Survey of Buying Power Demographics USA 1991** will be found in the Introductory Section, starting on page A-5.

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**SYMBOLS USED IN TABLES**

☐ Metropolitan county of another state's metropolitan area. For area name, see page facing state map in Section 1.

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# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

## ALABAMA

| SMM ESTIMATES |  |  |  |  |  |  |  |  |  |  |  |  | Graduated Buying Power Indexes |  |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Population (Thousands) | % Of U.S. | % Change 1980-90 | Pop Per Sq. Mi. (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **ANNISTON** | **116.2** | **.0464** | **-3.0** | **191** | **80.2** | **43.0** | **.0464** | **1,220,726** | **.0349** | **751,821** | **.0416** | **.0391** | **.0516** | **.0508** | **.0353** |
| Calhoun | 116.2 | .0464 | -3.0 | 191 | 80.2 | 43.0 | .0464 | 1,220,726 | .0349 | 751,821 | .0416 | .0391 | .0516 | .0508 | .0353 |
| **BIRMINGHAM** | **911.0** | **.3632** | **3.1** | **229** | **72.3** | **346.6** | **.3738** | **11,120,764** | **.3178** | **6,764,710** | **.3743** | **.3439** | **.4065** | **.3832** | **.3536** |
| Blount | 39.4 | .0157 | 8.1 | 61 | 98.2 | 14.7 | .0158 | 316,579 | .0090 | 141,633 | .0078 | .0100 | .0206 | .0163 | .0083 |
| Jefferson | 651.4 | .2597 | -3.0 | 585 | 64.1 | 251.4 | .2711 | 8,358,304 | .2389 | 5,587,052 | .3092 | .2640 | .2951 | .2839 | .2805 |
| St. Clair | 50.8 | .0203 | 23.3 | 80 | 90.5 | 18.0 | .0194 | 466,649 | .0133 | 181,669 | .0100 | .0139 | .0209 | .0196 | .0112 |
| Shelby | 101.7 | .0405 | 53.4 | 128 | 91.5 | 36.9 | .0398 | 1,296,902 | .0371 | 386,065 | .0214 | .0330 | .0351 | .0336 | .0314 |
| Walker | 67.7 | .0270 | -1.4 | 85 | 93.2 | 25.6 | .0277 | 682,330 | .0195 | 468,291 | .0259 | .0230 | .0348 | .0298 | .0222 |
| **DECATUR** | **101.1** | **.0403** | **12.0** | **174** | **89.2** | **38.2** | **.0412** | **1,095,308** | **.0313** | **757,069** | **.0419** | **.0363** | **.0448** | **.0450** | **.0377** |
| Morgan | 101.1 | .0403 | 12.0 | 174 | 89.2 | 38.2 | .0412 | 1,095,308 | .0313 | 757,069 | .0419 | .0363 | .0448 | .0450 | .0377 |
| **DOTHAN** | **131.9** | **.0526** | **7.7** | **116** | **77.3** | **48.8** | **.0526** | **1,395,972** | **.0399** | **1,045,272** | **.0578** | **.0478** | **.0624** | **.0629** | **.0474** |
| Dale | 49.9 | .0199 | 4.3 | 89 | 79.9 | 17.7 | .0191 | 516,982 | .0148 | 180,108 | .0099 | .0143 | .0209 | .0206 | .0112 |
| Houston | 82.0 | .0327 | 9.9 | 141 | 75.6 | 31.1 | .0335 | 878,990 | .0251 | 865,164 | .0479 | .0335 | .0415 | .0423 | .0362 |
| **FLORENCE** | **131.1** | **.0523** | **-2.9** | **104** | **87.2** | **50.9** | **.0548** | **1,470,726** | **.0420** | **898,520** | **.0497** | **.0464** | **.0643** | **.0564** | **.0444** |
| Colbert | 51.5 | .0205 | -5.5 | 87 | 82.9 | 20.0 | .0215 | 542,648 | .0155 | 345,507 | .0191 | .0176 | .0270 | .0226 | .0149 |
| Lauderdale | 79.6 | .0318 | -1.2 | 119 | 89.9 | 30.9 | .0333 | 928,078 | .0265 | 553,013 | .0306 | .0288 | .0373 | .0338 | .0295 |
| **GADSDEN** | **99.7** | **.0397** | **-3.3** | **186** | **85.4** | **38.6** | **.0416** | **974,058** | **.0278** | **652,827** | **.0361** | **.0326** | **.0556** | **.0419** | **.0327** |
| Etowah | 99.7 | .0397 | -3.3 | 186 | 85.4 | 38.6 | .0416 | 974,058 | .0278 | 652,827 | .0361 | .0326 | .0556 | .0419 | .0327 |
| **HUNTSVILLE** | **242.7** | **.0968** | **23.2** | **301** | **77.2** | **92.7** | **.1000** | **3,759,177** | **.1075** | **1,935,343** | **.1071** | **.1052** | **.0889** | **.1007** | **.1157** |
| Madison | 242.7 | .0968 | 23.2 | 301 | 77.2 | 92.7 | .1000 | 3,759,177 | .1075 | 1,935,343 | .1071 | .1052 | .0889 | .1007 | .1157 |
| **MOBILE** | **479.4** | **.1911** | **8.1** | **169** | **71.3** | **174.9** | **.1887** | **5,555,815** | **.1588** | **3,290,987** | **.1820** | **.1722** | **.2090** | **.1948** | **.1651** |
| Baldwin | 99.7 | .0397 | 26.9 | 62 | 86.4 | 37.6 | .0406 | 1,170,484 | .0335 | 622,225 | .0344 | .0350 | .0443 | .0418 | .0301 |
| Mobile | 379.7 | .1514 | 4.0 | 308 | 67.4 | 137.3 | .1481 | 4,385,331 | .1253 | 2,668,762 | .1476 | .1372 | .1647 | .1530 | .1350 |
| **MONTGOMERY** | **294.6** | **.1175** | **8.0** | **147** | **63.1** | **106.3** | **.1145** | **3,465,673** | **.0991** | **2,180,197** | **.1207** | **.1093** | **.1187** | **.1243** | **.1067** |
| Autauga | 34.5 | .0138 | 6.9 | 58 | 79.6 | 11.9 | .0128 | 389,054 | .0111 | 213,465 | .0118 | .0119 | .0132 | .0125 | .0104 |
| Elmore | 49.9 | .0199 | 15.0 | 80 | 77.0 | 16.8 | .0181 | 497,795 | .0143 | 179,375 | .0099 | .0140 | .0203 | .0173 | .0126 |
| Montgomery | 210.2 | .0838 | 6.7 | 266 | 57.0 | 77.6 | .0836 | 2,578,824 | .0737 | 1,787,657 | .0990 | .0834 | .0852 | .0945 | .0837 |
| **TUSCALOOSA** | **151.6** | **.0604** | **10.2** | **114** | **72.8** | **55.8** | **.0601** | **1,578,330** | **.0451** | **1,062,508** | **.0588** | **.0522** | **.0738** | **.0613** | **.0507** |
| Tuscaloosa | 151.6 | .0604 | 10.2 | 114 | 72.8 | 55.8 | .0601 | 1,578,330 | .0451 | 1,062,508 | .0588 | .0522 | .0738 | .0613 | .0507 |
| **ALL COUNTIES** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Autauga | 34.5 | .0138 | 6.9 | 58 | 79.6 | 11.9 | .0128 | 389,054 | .0111 | 213,465 | .0118 | .0119 | .0132 | .0125 | .0104 |
| Baldwin | 99.7 | .0397 | 26.9 | 62 | 86.4 | 37.6 | .0406 | 1,170,484 | .0335 | 622,225 | .0344 | .0350 | .0443 | .0418 | .0301 |
| Barbour* | 25.5 | .0102 | 3.0 | 29 | 55.6 | 9.2 | .0099 | 214,889 | .0061 | 122,804 | .0068 | .0071 | .0151 | .0097 | .0055 |
| Bibb | 16.7 | .0066 | 6.2 | 27 | 78.9 | 5.8 | .0063 | 136,206 | .0039 | 55,549 | .0031 | .0042 | .0081 | .0062 | .0033 |
| Blount | 39.4 | .0157 | 8.1 | 61 | 98.2 | 14.7 | .0158 | 316,579 | .0090 | 141,633 | .0078 | .0100 | .0206 | .0163 | .0083 |
| Bullock | 11.2 | .0045 | 5.7 | 18 | 27.2 | 3.8 | .0041 | 86,578 | .0025 | 34,960 | .0020 | .0028 | .0059 | .0038 | .0020 |
| Butler | 21.9 | .0087 | 1.0 | 28 | 59.5 | 7.9 | .0085 | 189,791 | .0054 | 96,147 | .0053 | .0060 | .0117 | .0086 | .0051 |
| Calhoun | 116.2 | .0464 | -3.0 | 191 | 80.2 | 43.0 | .0464 | 1,220,726 | .0349 | 751,821 | .0416 | .0391 | .0516 | .0508 | .0353 |
| Chambers | 36.8 | .0146 | -6.1 | 62 | 63.9 | 13.8 | .0149 | 395,025 | .0113 | 150,682 | .0083 | .0111 | .0167 | .0137 | .0107 |
| Cherokee | 19.7 | .0079 | 5.0 | 36 | 93.1 | 7.5 | .0081 | 189,986 | .0054 | 64,908 | .0036 | .0054 | .0093 | .0080 | .0045 |
| Chilton | 32.6 | .0130 | 6.5 | 47 | 88.4 | 12.2 | .0131 | 320,743 | .0092 | 157,778 | .0088 | .0098 | .0165 | .0136 | .0083 |
| Choctaw | 16.0 | .0064 | -5.0 | 18 | 55.6 | 5.7 | .0062 | 159,402 | .0046 | 61,795 | .0034 | .0046 | .0086 | .0050 | .0037 |
| Clarke | 27.2 | .0108 | -1.8 | 22 | 57.0 | 9.5 | .0102 | 255,327 | .0073 | 143,816 | .0079 | .0083 | .0142 | .0099 | .0077 |
| Clay | 13.2 | .0053 | -3.7 | 22 | 83.4 | 5.0 | .0054 | 113,770 | .0032 | 48,828 | .0027 | .0034 | .0074 | .0054 | .0024 |
| Cleburne | 12.8 | .0051 | 1.6 | 23 | 95.2 | 4.8 | .0052 | 128,675 | .0037 | 47,122 | .0027 | .0035 | .0050 | .0052 | .0031 |
| Coffee | 40.3 | .0161 | 4.6 | 59 | 81.5 | 15.3 | .0165 | 402,609 | .0115 | 284,146 | .0157 | .0139 | .0209 | .0180 | .0146 |
| Colbert | 51.5 | .0205 | -5.5 | 87 | 82.9 | 20.0 | .0215 | 542,648 | .0155 | 345,507 | .0191 | .0176 | .0270 | .0226 | .0149 |
| Conecuh | 13.9 | .0055 | -12.5 | 16 | 57.3 | 5.2 | .0056 | 112,412 | .0032 | 41,224 | .0023 | .0034 | .0083 | .0047 | .0026 |
| Coosa | 11.0 | .0044 | -3.3 | 17 | 65.5 | 4.0 | .0044 | 108,650 | .0031 | 12,503 | .0007 | .0025 | .0047 | .0037 | .0025 |
| Covington | 36.5 | .0146 | -1.0 | 35 | 86.6 | 14.5 | .0156 | 348,851 | .0100 | 223,887 | .0124 | .0117 | .0225 | .0166 | .0115 |
| Crenshaw | 13.6 | .0054 | -3.6 | 22 | 73.7 | 5.2 | .0056 | 93,627 | .0027 | 40,752 | .0022 | .0030 | .0094 | .0048 | .0021 |
| Cullman | 68.0 | .0271 | 10.3 | 92 | 98.8 | 25.8 | .0278 | 656,084 | .0187 | 427,626 | .0237 | .0220 | .0355 | .0310 | .0196 |
| Dale | 49.9 | .0199 | 4.3 | 89 | 79.9 | 17.7 | .0191 | 516,982 | .0148 | 180,108 | .0099 | .0143 | .0209 | .0206 | .0112 |
| Dallas | 47.6 | .0190 | -11.8 | 49 | 41.5 | 16.8 | .0181 | 358,534 | .0102 | 265,543 | .0147 | .0133 | .0285 | .0182 | .0100 |
| De Kalb | 54.8 | .0218 | 2.1 | 70 | 97.0 | 21.0 | .0227 | 500,569 | .0143 | 281,361 | .0156 | .0163 | .0292 | .0227 | .0143 |
| Elmore | 49.9 | .0199 | 15.0 | 80 | 77.0 | 16.8 | .0181 | 497,795 | .0143 | 179,075 | .0099 | .0140 | .0203 | .0173 | .0126 |
| Escambia | 35.3 | .0141 | -8.2 | 37 | 68.6 | 12.8 | .0138 | 323,009 | .0092 | 196,212 | .0109 | .0107 | .0178 | .0137 | .0085 |
| Etowah | 99.7 | .0397 | -3.3 | 186 | 85.4 | 38.6 | .0416 | 974,058 | .0278 | 652,827 | .0361 | .0326 | .0556 | .0419 | .0327 |
| Fayette | 17.8 | .0071 | -5.4 | 28 | 87.7 | 6.8 | .0073 | 189,391 | .0054 | 75,924 | .0042 | .0055 | .0088 | .0069 | .0051 |
| Franklin | 27.7 | .0111 | -2.3 | 44 | 95.2 | 10.8 | .0117 | 283,708 | .0081 | 171,755 | .0095 | .0091 | .0148 | .0115 | .0082 |
| Geneva | 23.6 | .0094 | -2.7 | 41 | 87.6 | 9.2 | .0099 | 234,872 | .0068 | 81,717 | .0045 | .0066 | .0134 | .0091 | .0053 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Population (Thousands) | % Of U.S. | % Change 1980-90 | Pop. Per Sq. Mi. (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes<br>EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ALABAMA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Greene | 10.1 | .0040 | -8.4 | 16 | 19.2 | 3.5 | .0038 | 76,719 | .0022 | 24,554 | .0014 | .0023 | .0057 | .0031 | .0016 |
| Hale | 15.6 | .0062 | .0 | 24 | 40.6 | 5.4 | .0058 | 113,277 | .0032 | 49,424 | .0027 | .0036 | .0092 | .0048 | .0028 |
| Henry | 15.4 | .0062 | .6 | 27 | 64.8 | 5.8 | .0063 | 150,849 | .0043 | 52,397 | .0029 | .0043 | .0080 | .0059 | .0040 |
| Houston | 82.0 | .0327 | 9.9 | 141 | 75.6 | 31.1 | .0335 | 878,990 | .0251 | 865,164 | .0479 | .0335 | .0415 | .0423 | .0362 |
| Jackson | 47.7 | .0190 | -7.2 | 44 | 93.4 | 18.0 | .0194 | 441,382 | .0126 | 248,386 | .0137 | .0143 | .0235 | .0208 | .0133 |
| Jefferson | 651.4 | .2597 | -3.0 | 585 | 64.1 | 251.4 | .2711 | 8,358,304 | .2389 | 5,587,052 | .3092 | .2640 | .2951 | .2839 | .2805 |
| Lamar | 15.6 | .0062 | -5.2 | 26 | 87.9 | 6.0 | .0065 | 157,738 | .0045 | 48,746 | .0027 | .0043 | .0073 | .0060 | .0044 |
| Lauderdale | 79.6 | .0318 | -1.2 | 119 | 89.9 | 30.9 | .0333 | 928,078 | .0265 | 553,013 | .0306 | .0288 | .0373 | .0338 | .0295 |
| Lawrence | 31.6 | .0126 | 4.7 | 46 | 77.6 | 11.4 | .0123 | 312,480 | .0089 | 85,291 | .0047 | .0084 | .0142 | .0101 | .0080 |
| Lee | 87.6 | .0349 | 14.8 | 144 | 74.6 | 33.3 | .0359 | 947,252 | .0271 | 593,878 | .0329 | .0304 | .0466 | .0354 | .0254 |
| Limestone | 54.9 | .0219 | 19.3 | 97 | 86.3 | 20.0 | .0216 | 650,350 | .0186 | 264,248 | .0146 | .0181 | .0226 | .0205 | .0166 |
| Lowndes | 12.6 | .0050 | -4.9 | 18 | 25.2 | 4.0 | .0043 | 95,264 | .0027 | 30,308 | .0017 | .0029 | .0065 | .0038 | .0019 |
| Macon | 24.9 | .0099 | -7.2 | 41 | 13.7 | 8.5 | .0091 | 182,465 | .0052 | 88,525 | .0049 | .0060 | .0139 | .0075 | .0040 |
| Madison | 242.7 | .0968 | 23.2 | 301 | 77.2 | 92.7 | .1000 | 3,759,177 | .1075 | 1,935,343 | .1071 | .1052 | .0889 | .1007 | .1157 |
| Marengo | 23.0 | .0092 | -8.2 | 24 | 49.2 | 8.1 | .0087 | 185,797 | .0053 | 104,802 | .0058 | .0062 | .0139 | .0073 | .0051 |
| Marion | 29.8 | .0118 | -.8 | 40 | 96.4 | 11.5 | .0124 | 304,104 | .0087 | 123,333 | .0068 | .0088 | .0144 | .0126 | .0081 |
| Marshall | 71.4 | .0285 | 8.8 | 126 | 98.0 | 28.0 | .0302 | 663,011 | .0189 | 742,415 | .0411 | .0275 | .0430 | .0378 | .0317 |
| Mobile | 379.7 | .1514 | 4.0 | 308 | 67.4 | 137.3 | .1481 | 4,385,331 | .1253 | 2,668,762 | .1476 | .1372 | .1647 | .1530 | .1350 |
| Monroe | 24.1 | .0096 | 6.4 | 23 | 60.0 | 8.5 | .0092 | 237,533 | .0068 | 146,489 | .0081 | .0077 | .0115 | .0088 | .0104 |
| Montgomery | 210.2 | .0838 | 6.7 | 266 | 57.0 | 77.6 | .0836 | 2,578,824 | .0737 | 1,787,657 | .0990 | .0834 | .0852 | .0945 | .0837 |
| Morgan | 101.1 | .0403 | 12.0 | 174 | 89.2 | 38.2 | .0412 | 1,095,308 | .0313 | 757,069 | .0419 | .0363 | .0448 | .0450 | .0377 |
| Perry | 12.6 | .0051 | -16.1 | 18 | 34.9 | 4.1 | .0045 | 82,681 | .0024 | 34,172 | .0018 | .0027 | .0070 | .0036 | .0021 |
| Pickens | 20.6 | .0082 | -4.1 | 23 | 58.0 | 7.5 | .0080 | 161,759 | .0046 | 72,045 | .0040 | .0051 | .0118 | .0077 | .0042 |
| Pike | 27.6 | .0110 | -1.6 | 41 | 64.6 | 10.3 | .0111 | 241,795 | .0069 | 159,462 | .0089 | .0083 | .0169 | .0109 | .0062 |
| Randolph | 19.9 | .0079 | -.9 | 34 | 76.2 | 7.6 | .0082 | 182,769 | .0052 | 83,235 | .0046 | .0056 | .0105 | .0077 | .0047 |
| ☐ Russell | 47.0 | .0187 | .8 | 73 | 60.9 | 17.6 | .0190 | 446,755 | .0128 | 167,863 | .0093 | .0128 | .0240 | .0174 | .0114 |
| St. Clair | 50.8 | .0203 | 23.3 | 80 | 90.5 | 18.0 | .0194 | 466,649 | .0133 | 181,669 | .0100 | .0139 | .0209 | .0196 | .0112 |
| Shelby | 101.7 | .0405 | 53.4 | 128 | 91.5 | 36.9 | .0398 | 1,296,902 | .0371 | 386,065 | .0214 | .0330 | .0351 | .0336 | .0314 |
| Sumter | 16.0 | .0064 | -5.4 | 18 | 29.3 | 5.5 | .0060 | 127,714 | .0036 | 49,161 | .0027 | .0040 | .0088 | .0047 | .0027 |
| Talladega | 74.1 | .0296 | .4 | 100 | 68.8 | 26.4 | .0284 | 768,434 | .0220 | 402,838 | .0223 | .0235 | .0335 | .0287 | .0218 |
| Tallapoosa | 38.9 | .0155 | .3 | 54 | 73.5 | 14.7 | .0159 | 393,140 | .0112 | 201,029 | .0111 | .0121 | .0195 | .0166 | .0115 |
| Tuscaloosa | 151.6 | .0604 | 10.2 | 114 | 72.8 | 55.8 | .0601 | 1,578,330 | .0451 | 1,062,508 | .0588 | .0522 | .0738 | .0613 | .0507 |
| Walker | 67.7 | .0270 | -1.4 | 85 | 93.2 | 25.6 | .0277 | 682,330 | .0195 | 468,291 | .0259 | .0230 | .0348 | .0298 | .0222 |
| Washington | 16.7 | .0067 | -.7 | 15 | 65.7 | 5.7 | .0061 | 172,145 | .0049 | 55,990 | .0031 | .0046 | .0083 | .0049 | .0040 |
| Wilcox | 13.4 | .0053 | -9.2 | 15 | 31.0 | 4.4 | .0047 | 93,904 | .0027 | 38,386 | .0021 | .0032 | .0078 | .0042 | .0021 |
| Winston | 22.0 | .0088 | .2 | 36 | 99.4 | 8.5 | .0092 | 197,408 | .0057 | 79,935 | .0045 | .0058 | .0126 | [illegible] | .0049 |
| **TOTAL METRO COUNTIES** | **2,706.3** | **1.0790** | **6.0** | **172** | **73.8** | **1,013.4** | **1.0927** | **32,083,304** | **.9170** | **19,507,117** | **1.0793** | **.9978** | **1.1996** | **1.1387** | **1.0007** |
| **TOTAL STATE** | **4,056.1** | **1.6172** | **4.2** | **80** | **73.7** | **1,512.7** | **1.6312** | **44,825,982** | **1.2810** | **26,373,205** | **1.4594** | **1.4017** | **1.9069** | **1.6713** | **1.3628** |
| **ALASKA** | | | | | | | | | | | | | | | |
| **ANCHORAGE** | **226.8** | **.0904** | **30.0** | **134** | **81.6** | **82.9** | **.0894** | **3,806,227** | **.1087** | **2,483,915** | **.1375** | **.1137** | **.0867** | **.0968** | **.1176** |
| Anchorage | 226.8 | .0904 | 30.0 | 134 | 81.6 | 82.9 | .0894 | 3,806,227 | .1087 | 2,483,915 | .1375 | .1137 | .0867 | .0968 | .1176 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Aleutians East | 2.5 | .0010 | 52.1 | 0 | 33.9 | .5 | .0005 | 37,508 | .0010 | 5,589 | .0003 | .0008 | .0004 | .0006 | .0004 |
| Aleutians West | 9.7 | .0039 | 58.4 | 2 | 70.1 | 2.0 | .0022 | 179,632 | .0052 | 29,407 | .0016 | .0039 | .0021 | .0023 | .0017 |
| Anchorage | 226.8 | .0904 | 30.0 | 134 | 81.6 | 82.9 | .0894 | 3,806,227 | .1087 | 2,483,915 | .1375 | .1137 | .0867 | .0968 | .1176 |
| Bethel | 13.8 | .0055 | 25.5 | 0 | 15.5 | 3.6 | .0039 | 119,340 | .0035 | 57,105 | .0031 | .0038 | .0059 | .0037 | .0023 |
| Bristol Bay | 1.4 | .0005 | 28.0 | 3 | 64.1 | .4 | .0004 | 36,899 | .0010 | 9,634 | .0005 | .0007 | .0005 | .0002 | .0004 |
| Dillingham | 4.1 | .0017 | 26.9 | 0 | 25.9 | 1.2 | .0013 | 40,879 | .0012 | 13,654 | .0008 | .0012 | .0013 | .0011 | .0009 |
| Fairbanks North Star | 78.8 | .0314 | 46.0 | 11 | 82.9 | 27.1 | .0292 | 1,307,108 | .0373 | 612,016 | .0339 | .0351 | .0318 | .0271 | .0341 |
| Haines | 2.1 | .0008 | 25.0 | 1 | 86.0 | .8 | .0009 | 24,355 | .0007 | 15,319 | .0008 | .0008 | .0012 | .0009 | .0007 |
| Juneau | 26.8 | .0107 | 37.2 | 10 | 81.1 | 9.9 | .0107 | 500,195 | .0143 | 234,675 | .0130 | .0132 | .0075 | .0095 | .0125 |
| Kenai Peninsula | 41.3 | .0165 | 63.4 | 3 | 91.1 | 14.4 | .0155 | 598,426 | .0171 | 302,933 | .0168 | .0168 | .0194 | .0139 | .0155 |
| Ketchikan Gateway | 13.9 | .0055 | 22.8 | 11 | 81.9 | 5.1 | .0055 | 235,182 | .0067 | 131,049 | .0072 | .0067 | .0069 | .0047 | .0062 |
| Kodiak Island | 13.5 | .0054 | 35.8 | 2 | 71.1 | 4.1 | .0044 | 214,613 | .0062 | 97,684 | .0054 | .0057 | .0055 | .0042 | .0044 |
| Lake and Peninsula | 1.7 | .0007 | 22.7 | 0 | 23.5 | .5 | .0006 | 16,062 | .0004 | 5,135 | .0003 | .0005 | .0006 | .0003 | .0003 |
| Matanuska - Susitna | 40.3 | .0161 | 126.2 | 2 | 93.5 | 13.6 | .0146 | 442,265 | .0127 | 246,815 | .0137 | .0137 | .0186 | .0148 | .0128 |
| Nome | 8.4 | .0033 | 28.5 | 0 | 25.1 | 2.4 | .0026 | 89,816 | .0025 | 53,084 | .0029 | .0028 | .0042 | .0024 | .0018 |
| North Slope | 6.1 | .0024 | 45.3 | 0 | 21.5 | 1.7 | .0018 | 105,640 | .0031 | 39,285 | .0022 | .0026 | .0024 | .0015 | .0015 |
| Northwest Arctic | 6.2 | .0025 | 28.3 | 0 | 13.7 | 1.5 | .0017 | 57,952 | .0016 | 30,092 | .0016 | .0018 | .0021 | .0014 | .0013 |
| Prince of Wales - Outer Ketchikan | 6.4 | .0026 | 67.5 | 1 | 62.0 | 2.1 | .0022 | 112,079 | .0032 | 28,693 | .0016 | .0026 | .0025 | .0015 | .0021 |
| Sitka | 8.6 | .0034 | 10.2 | 3 | 74.4 | 2.9 | .0032 | 163,946 | .0047 | 69,094 | .0039 | .0042 | .0029 | .0028 | .0041 |
| Skagway - Yakutat - Angoon | 4.5 | .0018 | 29.4 | 0 | 61.0 | 1.5 | .0016 | 61,780 | .0018 | 25,321 | .0014 | .0017 | .0021 | .0013 | .0013 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Population (Thousands) | % Of U.S. | % Change 1980-90 | Pop Per Sq. Mi. (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **ALASKA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Southeast Fairbanks | 5.9 | .0023 | 3.9 | 0 | 80.3 | 1.9 | .0020 | 67,621 | .0019 | 19,806 | .0010 | .0017 | .0022 | .0019 | .0013 |
| Valdez - Cordova | 10.0 | .0040 | 19.8 | 0 | 83.4 | 3.4 | .0037 | 168,301 | .0048 | 66,585 | .0037 | .0043 | .0039 | .0030 | .0033 |
| Wade Hampton | 5.9 | .0024 | 26.5 | 0 | 5.9 | 1.4 | .0015 | 31,038 | .0009 | 18,046 | .0010 | .0013 | .0026 | .0015 | .0005 |
| Wrangell - Petersburg | 7.2 | .0028 | 16.8 | 1 | 79.0 | 2.6 | .0028 | 98,860 | .0028 | 49,792 | .0028 | .0028 | .0039 | .0027 | .0025 |
| Yukon - Koyukuk | 8.6 | .0035 | 9.2 | 0 | 42.5 | 2.8 | .0030 | 78,276 | .0023 | 23,647 | .0013 | .0022 | .0046 | .0019 | .0016 |
| **TOTAL METRO COUNTIES** | **226.8** | **.0904** | **30.0** | **134** | **81.6** | **82.9** | **.0894** | **3,806,227** | **.1087** | **2,483,915** | **.1375** | **.1137** | **.0867** | **.0968** | **.1176** |
| **TOTAL STATE** | **554.5** | **.2211** | **38.0** | **1** | **76.2** | **190.3** | **.2052** | **8,594,000** | **.2456** | **4,668,675** | **.2583** | **.2446** | **.2218** | **.2020** | **.2311** |

## ARIZONA

| METRO AREA<br>County | 12/31/90 Population (Thousands) | % Of U.S. | % Change 1980-90 | Pop Per Sq. Mi. (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | EPP | MPP | PPP |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **PHOENIX** | **2,169.7** | **.8651** | **43.8** | **236** | **92.2** | **826.0** | **.8907** | **30,177,804** | **.8624** | **16,652,405** | **.9215** | **.8806** | **.8649** | **.9322** | **.9069** |
| Maricopa | 2,169.7 | .8651 | 43.8 | 236 | 92.2 | 826.0 | .8907 | 30,177,804 | .8624 | 16,652,405 | .9215 | .8806 | .8649 | .9322 | .9069 |
| **TUCSON** | **677.8** | **.2703** | **27.6** | **74** | **90.8** | **266.2** | **.2870** | **7,683,515** | **.2196** | **4,617,475** | **.2555** | **.2404** | **.3282** | **.3055** | **.2414** |
| Pima | 677.9 | .2703 | 27.6 | 74 | 90.8 | 266.2 | .2870 | 7,683,515 | .2196 | 4,617,475 | .2555 | .2404 | .3282 | .3055 | .2414 |
| **YUMA** | **108.9** | **.0434** | **42.9** | **20** | **93.8** | **36.5** | **.0394** | **906,864** | **.0259** | **691,353** | **.0383** | **.0332** | **.0517** | **.0465** | **.0265** |
| Yuma | 108.9 | .0434 | 42.9 | 20 | 93.8 | 36.5 | .0394 | 906,864 | .0259 | 691,383 | .0383 | .0332 | .0517 | .0465 | .0265 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Apache | 62.7 | .0250 | 20.3 | 6 | 21.4 | 16.3 | .0176 | 393,183 | .0112 | 159,624 | .0088 | .0133 | .0230 | .0158 | .0097 |
| Cochise | 98.8 | .0394 | 15.3 | 16 | 91.1 | 35.0 | .0377 | 916,911 | .0262 | 485,410 | .0269 | .0289 | .0452 | .0418 | .0262 |
| Coconino | 98.6 | .0393 | 31.5 | 5 | 67.8 | 30.6 | .0330 | 928,790 | .0265 | 701,763 | .0388 | .0329 | .0413 | .0381 | .0277 |
| Gila | 40.7 | .0162 | 9.8 | 9 | 85.9 | 15.6 | .0169 | 430,553 | .0123 | 206,326 | .0114 | .0127 | .0208 | .0147 | .0114 |
| Graham | 26.9 | .0107 | 17.7 | 6 | 82.5 | 8.0 | .0086 | 187,033 | .0054 | 111,451 | .0062 | .0067 | .0124 | .0091 | .0053 |
| Greenlee | 7.8 | .0031 | 31.6 | 4 | 96.7 | 2.7 | .0029 | 86,501 | .0025 | 19,301 | .0011 | .0022 | .0024 | .0020 | .0024 |
| La Paz | 14.0 | .0056 | 11.5 | 3 | 79.7 | 5.4 | .0058 | 121,187 | .0034 | 85,818 | .0047 | .0043 | .0083 | .0065 | .0026 |
| Maricopa | 2,169.7 | .8651 | 43.8 | 236 | 92.2 | 826.0 | .8907 | 30,177,804 | .8624 | 16,652,405 | .9215 | .8806 | .8649 | .9322 | .9069 |
| Mohave | 96.2 | .0383 | 72.2 | 7 | 91.5 | 37.9 | .0409 | 893,773 | .0255 | 612,233 | .0339 | .0306 | .0567 | .0448 | .0254 |
| Navajo | 78.4 | .0313 | 15.9 | 8 | 45.9 | 22.4 | .0242 | 649,511 | .0186 | 361,707 | .0200 | .0216 | .0308 | .0231 | .0176 |
| Pima | 677.9 | .2703 | 27.6 | 74 | 90.8 | 266.2 | .2870 | 7,683,515 | .2196 | 4,617,475 | .2555 | .2404 | .3282 | .3055 | .2414 |
| Pinal | 118.3 | .0471 | 30.1 | 22 | 86.1 | 39.8 | .0429 | 1,081,897 | .0309 | 523,184 | .0289 | .0335 | .0526 | .0436 | .0280 |
| Santa Cruz | 30.4 | .0122 | 48.6 | 25 | 98.5 | 9.0 | .0097 | 279,386 | .0080 | 224,314 | .0124 | .0103 | .0116 | .0120 | .0120 |
| Yavapai | 110.7 | .0441 | 62.4 | 14 | 97.5 | 46.1 | .0497 | 1,132,031 | .0323 | 684,752 | .0379 | .0363 | .0674 | .0535 | .0305 |
| Yuma | 108.9 | .0434 | 42.9 | 20 | 93.8 | 36.5 | .0394 | 906,864 | .0259 | 691,353 | .0383 | .0332 | .0517 | .0465 | .0265 |
| **TOTAL METRO COUNTIES** | **2,956.5** | **1.1788** | **39.7** | **124** | **92.0** | **1,128.7** | **1.2171** | **38,768,183** | **1.1079** | **21,961,233** | **1.2153** | **1.1542** | **1.2448** | **1.2842** | **1.1748** |
| **TOTAL STATE** | **3,740.0** | **1.4911** | **37.7** | **33** | **89.1** | **1,397.5** | **1.5070** | **45,868,989** | **1.3107** | **26,137,116** | **1.4463** | **1.3875** | **1.6173** | **1.5892** | **1.3736** |

## ARKANSAS

| METRO AREA<br>County | 12/31/90 Population (Thousands) | % Of U.S. | % Change 1980-90 | Pop Per Sq. Mi. (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | EPP | MPP | PPP |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **FAYETTEVILLE - SPRINGDALE** | **114.6** | **.0457** | **14.0** | **121** | **96.2** | **43.9** | **.0474** | **1,346,156** | **.0384** | **999,758** | **.0554** | **.0451** | **.0567** | **.0567** | **.0395** |
| Washington | 114.6 | .0457 | 14.0 | 121 | 96.2 | 43.9 | .0474 | 1,346,156 | .0384 | 999,758 | .0554 | .0451 | .0567 | .0567 | .0395 |
| **FORT SMITH** | **177.3** | **.0707** | **8.9** | **98** | **88.6** | **67.4** | **.0726** | **1,912,959** | **.0547** | **1,307,386** | **.0724** | **.0632** | **.0932** | **.0852** | **.0537** |
| Crawford | 43.1 | .0172 | 16.8 | 72 | 96.6 | 15.5 | .0167 | 420,495 | .0120 | 201,062 | .0111 | .0127 | .0203 | .0187 | .0104 |
| Sebastian | 100.1 | .0399 | 5.2 | 187 | 89.3 | 39.5 | .0426 | 1,255,213 | .0359 | 956,642 | .0530 | .0419 | .0513 | .0525 | .0372 |
| *Sequoyah, Okla.* | *34.1* | *.0136* | *10.9* | *51* | *76.3* | *12.4* | *.0133* | *237,251* | *.0068* | *149,682* | *.0083* | *.0086* | *.0216* | *.0140* | *.0061* |
| **LITTLE ROCK - NORTH LITTLE ROCK** | **516.1** | **.2058** | **8.8** | **177** | **79.0** | **196.6** | **.2120** | **6,915,308** | **.1976** | **4,147,589** | **.2295** | **.2087** | **.2134** | **.2331** | **.2074** |
| Faulkner | 61.2 | .0244 | 32.5 | 95 | 91.2 | 21.8 | .0235 | 724,555 | .0207 | 351,112 | .0194 | .0210 | .0252 | .0245 | .0203 |
| Lonoke | 39.7 | .0158 | 15.0 | 52 | 90.4 | 14.0 | .0151 | 367,700 | .0105 | 155,491 | .0086 | .0110 | .0186 | .0150 | .0093 |
| Pulaski | 350.1 | .1396 | 2.8 | 454 | 72.2 | 137.4 | .1482 | 5,133,425 | .1467 | 3,378,752 | .1870 | .1573 | .1436 | .1687 | .1586 |
| Saline | 65.1 | .0260 | 22.5 | 90 | 97.1 | 23.4 | .0252 | 689,628 | .0197 | 262,234 | .0145 | .0194 | .0260 | .0249 | .0192 |
| **PINE BLUFF** | **85.4** | **.0341** | **-5.9** | **97** | **55.9** | **30.0** | **.0323** | **850,202** | **.0243** | **561,482** | **.0311** | **.0283** | **.0416** | **.0327** | **.0249** |
| Jefferson | 85.4 | .0341 | -5.9 | 97 | 55.9 | 30.0 | .0323 | 850,202 | .0243 | 561,482 | .0311 | .0283 | .0416 | .0327 | .0249 |
| **TEXARKANA** | **120.4** | **.0480** | **6.5** | **80** | **77.2** | **45.0** | **.0486** | **1,303,254** | **.0373** | **894,116** | **.0495** | **.0430** | **.0579** | **.0518** | **.0396** |
| Miller | 38.5 | .0153 | 1.9 | 62 | 76.9 | 14.3 | .0154 | 443,753 | .0127 | 221,690 | .0123 | .0130 | .0195 | .0147 | .0112 |
| *Bowie, Tex.* | *81.9* | *.0327* | *8.8* | *92* | *77.3* | *30.7* | *.0332* | *859,501* | *.0246* | *672,426* | *.0372* | *.0300* | *.0384* | *.0371* | *.0284* |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Arkansas | 21.5 | .0086 | -11.1 | 22 | 77.5 | 8.3 | .0090 | 228,688 | .0066 | 127,965 | .0071 | .0070 | .0118 | .0093 | .0065 |
| Ashley | 24.2 | .0096 | -8.8 | 26 | 72.3 | 8.8 | .0094 | 249,162 | .0071 | 106,857 | .0059 | .0073 | .0123 | .0075 | .0066 |
| Baxter | 31.5 | .0126 | 14.9 | 57 | 99.4 | 13.6 | .0147 | 381,787 | .0109 | 219,106 | .0121 | .0116 | .0171 | .0180 | .0107 |
| Benton | 99.4 | .0396 | 27.2 | 118 | 97.9 | 38.3 | .0413 | 1,289,621 | .0369 | 596,968 | .0330 | .0363 | .0395 | .0445 | .0333 |
| Boone | 28.5 | .0114 | 9.3 | 48 | 99.2 | 11.2 | .0121 | 277,851 | .0079 | 239,155 | .0133 | .0102 | .0168 | .0150 | .0088 |
| Bradley | 11.7 | .0047 | -15.2 | 18 | 68.6 | 4.5 | .0048 | 114,897 | .0033 | 52,258 | .0029 | .0035 | .0068 | .0045 | .0029 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES |  |  |  |  |  |  |  |  |  |  |  |  | Graduated Buying Power Indexes |  |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Population (Thousands) | % Of U.S. | % Change 1980-90 | Pop. Per Sq. Mi. (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | EPF (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **ARKANSAS** (continued) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **ALL COUNTIES** (continued) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Calhoun | 5.8 | .0023 | -4.6 | 9 | 75.1 | 2.2 | .0024 | 58,932 | .0017 | 13,201 | .0007 | .0014 | .0029 | .0018 | .0014 |
| Carroll | 18.8 | .0075 | 16.0 | 30 | 98.9 | 7.6 | .0082 | 188,125 | .0053 | 135,940 | .0075 | .0065 | .0111 | .0099 | .0046 |
| Chicot | 15.5 | .0062 | -12.9 | 24 | 42.5 | 5.5 | .0059 | 116,450 | .0034 | 56,170 | .0031 | .0039 | .0095 | .0052 | .0028 |
| Clark | 21.2 | .0084 | -9.1 | 24 | 76.3 | 7.8 | .0084 | 207,799 | .0059 | 172,635 | .0096 | .0076 | .0120 | .0091 | .0054 |
| Clay | 18.0 | .0072 | -12.7 | 28 | 99.6 | 7.5 | .0081 | 163,622 | .0047 | 77,482 | .0043 | .0049 | .0118 | .0081 | .0032 |
| Cleburne | 19.6 | .0078 | 15.9 | 35 | 99.5 | 8.0 | .0087 | 204,422 | .0058 | 103,382 | .0057 | .0063 | .0111 | .0097 | .0048 |
| Cleveland | 7.8 | .0031 | -.9 | 13 | 86.1 | 2.9 | .0031 | 71,747 | .0021 | 8,811 | .0005 | .0017 | .0036 | .0024 | .0016 |
| Columbia | 25.7 | .0103 | -3.6 | 34 | 64.5 | 9.6 | .0103 | 298,199 | .0085 | 149,969 | .0083 | .0088 | .0128 | .0103 | .0084 |
| Conway | 19.1 | .0076 | -2.1 | 34 | 84.4 | 7.2 | .0078 | 202,415 | .0058 | 104,641 | .0058 | .0062 | .0096 | .0076 | .0054 |
| Craighead | 69.5 | .0277 | 9.9 | 98 | 93.5 | 26.5 | .0286 | 777,594 | .0222 | 573,899 | .0317 | .0262 | .0335 | .0353 | .0267 |
| Crawford | 43.1 | .0172 | 16.8 | 72 | 96.6 | 15.5 | .0167 | 420,495 | .0120 | 201,062 | .0111 | .0127 | .0203 | .0187 | .0104 |
| ☐ Crittenden | 50.1 | [illegible] | 1.2 | 82 | 56.5 | 17.2 | .0185 | 437,485 | .0125 | 407,428 | .0226 | .0171 | .0271 | .0205 | .0117 |
| Cross | 19.1 | .0077 | -6.5 | 31 | 74.6 | 6.7 | .0073 | 166,593 | .0048 | 62,511 | .0046 | .0052 | .0100 | .0076 | .0041 |
| Dallas | 9.5 | .0037 | -9.7 | 14 | 61.1 | 3.6 | .0038 | 100,768 | .0029 | 59,168 | .0032 | .0032 | .0050 | .0044 | .0029 |
| Desha | 16.6 | .0067 | -16.0 | 22 | 56.8 | 5.9 | .0064 | 148,204 | .0042 | 84,695 | .0047 | .0048 | .0093 | .0059 | .0037 |
| Drew | 17.3 | .0069 | -3.4 | 21 | 72.3 | 6.3 | .0068 | 188,373 | .0054 | 100,098 | .0056 | .0058 | .0085 | .0072 | .0048 |
| Faulkner | 61.2 | .0244 | 32.5 | 95 | 91.2 | 21.8 | .0235 | 724,555 | .0207 | 351,112 | .0194 | .0210 | .0252 | .0245 | .0203 |
| Franklin | 14.9 | .0059 | 1.3 | 24 | 98.5 | 5.6 | .0061 | 152,151 | .0043 | 49,684 | .0027 | .0042 | .0060 | .0062 | .0035 |
| Fulton | 10.1 | .0040 | 1.3 | 16 | 99.3 | 4.0 | .0043 | 67,497 | .0020 | 28,294 | .0016 | .0023 | .0072 | .0043 | .0014 |
| Garland | 73.7 | .0294 | 4.5 | 109 | 91.4 | 31.0 | .0334 | 926,060 | .0264 | 622,093 | .0344 | .0294 | .0419 | .0365 | .0249 |
| Grant | 14.1 | .0056 | 8.4 | 22 | 96.9 | 5.2 | .0056 | 150,724 | .0043 | 45,478 | .0025 | .0041 | .0063 | .0050 | .0036 |
| Greene | 31.9 | .0128 | 3.8 | 55 | 99.5 | 12.4 | .0134 | 348,062 | .0100 | 171,527 | .0095 | .0102 | .0144 | .0150 | .0096 |
| Hempstead | 21.5 | .0085 | -9.0 | 29 | 59.4 | 8.2 | .0088 | 202,594 | .0058 | 102,027 | .0057 | .0063 | .0127 | .0083 | .0053 |
| Hot Spring | 26.1 | .0104 | -2.7 | 42 | 88.4 | 10.1 | .0109 | 254,887 | .0073 | 113,140 | .0062 | .0077 | .0137 | .0109 | .0061 |
| Howard | 13.6 | .0055 | 1.0 | 23 | 77.3 | 5.0 | .0054 | 121,444 | .0034 | 62,136 | .0035 | .0038 | .0072 | .0057 | .0027 |
| Independence | 31.2 | .0124 | 3.5 | 41 | 97.5 | 11.8 | .0127 | 306,004 | .0088 | 194,328 | .0107 | .0102 | .0158 | .0146 | .0080 |
| Izard | 11.4 | .0045 | 5.9 | 20 | 99.1 | 4.7 | .0051 | 106,575 | .0030 | 45,498 | .0025 | .0031 | .0072 | .0052 | .0022 |
| Jackson | 18.8 | .0075 | -13.2 | 30 | 84.8 | 7.3 | .0079 | 182,320 | .0052 | 99,140 | .0055 | .0058 | .0098 | .0085 | .0048 |
| Jefferson | 85.4 | .0341 | -5.9 | 97 | 55.9 | 30.0 | .0323 | 850,202 | .0243 | 561,482 | .0311 | .0283 | .0416 | .0327 | .0249 |
| Johnson | 18.2 | .0072 | 4.5 | 27 | 97.2 | 7.1 | .0077 | 174,458 | .0050 | 107,354 | .0059 | .0058 | .0104 | .0086 | .0045 |
| Lafayette | 9.6 | .0039 | -6.0 | 18 | 61.2 | 3.6 | .0039 | 91,324 | .0026 | 26,813 | .0015 | .0024 | .0055 | .0032 | .0021 |
| Lawrence | 17.3 | .0069 | -6.2 | 29 | 98.7 | 6.8 | .0073 | 150,974 | .0043 | 95,001 | .0053 | .0051 | .0106 | .0079 | .0036 |
| Lee | 12.9 | .0051 | -17.0 | 21 | 41.8 | 4.5 | .0048 | 87,002 | .0025 | 33,562 | .0018 | .0028 | .0080 | .0042 | .0016 |
| Lincoln | 13.7 | .0055 | 2.5 | 24 | 63.1 | 3.8 | .0041 | 90,331 | .0026 | 17,944 | .0010 | .0026 | .0057 | .0036 | .0018 |
| Little River | 14.0 | .0056 | .3 | 26 | 78.2 | 5.2 | .0056 | 150,597 | .0043 | 60,647 | .0034 | .0044 | .0071 | .0049 | .0036 |
| Logan | 20.6 | .0082 | 2.3 | 29 | 97.9 | 7.6 | .0082 | 191,611 | .0055 | 91,534 | .0051 | .0059 | .0109 | .0088 | .0047 |
| Lonoke | 39.7 | .0158 | 15.0 | 52 | 90.4 | 14.0 | .0151 | 367,700 | .0105 | 155,491 | .0086 | .0110 | .0186 | .0150 | .0093 |
| Madison | 11.7 | .0047 | 2.9 | 14 | 98.6 | 4.4 | .0048 | 94,557 | .0027 | 38,369 | .0021 | .0029 | .0059 | .0053 | .0021 |
| Marion | 12.1 | .0048 | 6.8 | 20 | 99.3 | 5.0 | .0054 | 124,331 | .0035 | 28,402 | .0015 | .0033 | .0069 | .0050 | .0024 |
| Miller | 38.5 | .0153 | 1.9 | 62 | 76.9 | 14.3 | .0154 | 443,753 | .0127 | 221,690 | .0123 | .0130 | .0195 | .0147 | .0112 |
| Mississippi | 57.3 | .0229 | -3.7 | 64 | 71.1 | 20.3 | .0219 | 562,607 | .0161 | 286,800 | .0159 | .0174 | .0269 | .0245 | .0133 |
| Monroe | 11.1 | .0044 | -21.0 | 18 | 60.7 | 4.3 | .0046 | 86,890 | .0025 | 63,714 | .0035 | .0032 | .0081 | .0044 | .0021 |
| Montgomery | 7.9 | .0032 | 1.7 | 10 | 98.5 | 3.1 | .0034 | 70,052 | .0020 | 23,409 | .0013 | .0019 | .0044 | .0033 | .0015 |
| Nevada | 10.0 | .0039 | -9.9 | 16 | 67.9 | 3.8 | .0041 | 88,113 | .0025 | 34,824 | .0019 | .0027 | .0056 | .0041 | .0021 |
| Newton | 7.7 | .0031 | -.7 | 9 | 99.0 | 2.8 | .0030 | 47,266 | .0014 | 9,745 | .0006 | .0015 | .0050 | .0027 | .0009 |
| Ouachita | 30.6 | .0122 | .2 | 42 | 64.5 | 11.7 | .0126 | 294,694 | .0084 | 201,079 | .0111 | .0100 | .0185 | .0132 | .0090 |
| Perry | 8.0 | .0032 | 10.1 | 15 | 97.8 | 3.1 | .0033 | 68,716 | .0019 | 26,178 | .0014 | .0021 | .0045 | .0034 | .0017 |
| Phillips | 28.4 | .0113 | -18.3 | 41 | 44.8 | 10.0 | .0108 | 218,815 | .0063 | 151,525 | .0084 | .0079 | .0177 | .0096 | .0060 |
| Pike | 10.1 | .0041 | -2.6 | 17 | 95.6 | 3.9 | .0042 | 71,619 | .0020 | 46,503 | .0026 | .0025 | .0068 | .0041 | .0015 |
| Poinsett | 24.6 | .0098 | -9.0 | 32 | 92.5 | 9.3 | .0101 | 211,902 | .0061 | 101,872 | .0056 | .0066 | .0140 | .0107 | .0046 |
| Polk | 17.4 | .0069 | 2.3 | 20 | 98.7 | 6.8 | .0073 | 165,686 | .0047 | 79,762 | .0045 | .0052 | .0107 | .0081 | .0032 |
| Pope | 46.4 | .0185 | 19.1 | 57 | 96.3 | 17.0 | .0183 | 483,831 | .0139 | 365,003 | .0202 | .0166 | .0241 | .0215 | .0144 |
| Prairie | 9.5 | .0038 | -6.3 | 15 | 85.9 | 3.7 | .0040 | 80,879 | .0023 | 39,278 | .0021 | .0027 | .0056 | .0040 | .0016 |
| Pulaski | 350.1 | .1396 | 2.8 | 454 | 72.2 | 137.4 | .1482 | 5,133,425 | .1467 | 3,378,752 | .1870 | .1573 | .1436 | .1687 | .1586 |
| Randolph | 16.5 | .0065 | -2.0 | 25 | 98.7 | 6.4 | .0069 | 145,380 | .0041 | 75,533 | .0042 | .0046 | .0100 | .0075 | .0034 |
| St. Francis | 28.3 | .0113 | -8.3 | 45 | 51.7 | 9.9 | .0107 | 229,546 | .0066 | 143,762 | .0079 | .0080 | .0167 | .0101 | .0065 |
| Saline | 65.1 | .0260 | 22.5 | 90 | 97.1 | 23.4 | .0252 | 689,628 | .0197 | 262,234 | .0145 | .0194 | .0260 | .0249 | .0192 |
| Scott | 10.3 | .0041 | 6.4 | 12 | 98.3 | 4.0 | .0043 | 91,716 | .0026 | 39,698 | .0022 | .0028 | .0061 | .0045 | .0020 |
| Searcy | 7.7 | .0031 | -13.0 | 12 | 98.9 | 3.1 | .0033 | 46,532 | .0013 | 28,769 | .0016 | .0017 | .0064 | .0027 | .0010 |
| Sebastian | 100.1 | .0399 | 5.2 | 187 | 89.3 | 39.5 | .0426 | 1,255,213 | .0359 | 956,642 | .0530 | .0419 | .0513 | .0525 | .0372 |
| Sevier | 13.6 | .0054 | -3.3 | 24 | 91.5 | 5.1 | .0055 | 129,058 | .0037 | 81,439 | .0045 | .0042 | .0079 | .0056 | .0032 |
| Sharp | 14.1 | .0056 | -3.5 | 23 | 98.7 | 5.8 | .0063 | 129,588 | .0037 | 71,403 | .0039 | .0041 | .0104 | .0070 | .0026 |
| Stone | 9.9 | .0040 | 9.7 | 16 | 99.1 | 3.9 | .0042 | 74,208 | .0021 | 41,541 | .0023 | .0026 | .0073 | .0041 | .0016 |
| Union | 46.6 | .0185 | -4.1 | 45 | 69.4 | 17.8 | .0192 | 481,709 | .0138 | 369,892 | .0205 | .0167 | .0271 | .0203 | .0150 |
| Van Buren | 14.1 | .0057 | 5.6 | 20 | 99.0 | 5.7 | .0061 | 114,543 | .0033 | 64,108 | .0035 | .0038 | .0095 | .0067 | .0039 |
| Washington | 114.6 | .0457 | 14.0 | 121 | 96.2 | 43.9 | .0474 | 1,346,156 | .0384 | 999,758 | .0554 | .0451 | .0567 | .0567 | .0395 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES | | | | | | | | | | | | | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Population (Thousands) | % Of U.S. | % Change 1980–90 | Pop. Per Sq. Mi. (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **ARKANSAS (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| White | 55.0 | .0219 | 8.2 | 53 | 96.2 | 19.9 | .0214 | 517,647 | .0148 | 348,384 | .0192 | .0175 | .0291 | .0239 | .0142 |
| Woodruff | 9.4 | .0037 | -16.2 | 16 | 68.3 | 3.6 | .0039 | 71,564 | .0021 | 35,462 | .0020 | .0024 | .0063 | .0036 | .0015 |
| Yell | 17.9 | .0072 | 5.1 | 19 | 96.8 | 7.0 | .0076 | 177,084 | .0050 | 62,813 | .0035 | .0049 | .0094 | .0078 | .0038 |
| **TOTAL METRO COUNTIES** | **947.9** | **.3779** | **7.1** | **133** | **79.6** | **357.0** | **.3849** | **11,668,612** | **.3334** | **7,495,651** | **.4150** | **.3668** | **.4299** | **.4289** | **.3423** |
| **TOTAL STATE** | **2,358.0** | **.9402** | **3.1** | **45** | **83.0** | **894.3** | **.9644** | **25,737,009** | **.7355** | **15,386,039** | **.8514** | **.8111** | **1.1962** | **1.0413** | **.7100** |
| **CALIFORNIA** | | | | | | | | | | | | | | | |
| **ANAHEIM - SANTA ANA** | **2,451.1** | **.9773** | **26.8** | **3,104** | **86.5** | **841.2** | **.9071** | **43,950,506** | **1.2559** | **22,166,980** | **1.2266** | **1.1915** | **.6858** | **.8665** | **1.2848** |
| Orange | 2,451.1 | .9773 | 26.8 | 3,104 | 86.5 | 841.2 | .9071 | 43,950,506 | 1.2559 | 22,166,980 | 1.2266 | 1.1915 | .6858 | .8665 | 1.2848 |
| **BAKERSFIELD** | **558.9** | **.2228** | **38.7** | **69** | **87.6** | **186.8** | **.2015** | **7,252,385** | **.2072** | **3,375,887** | **.1868** | **.2043** | **.1962** | **.1987** | **.1909** |
| Kern | 558.9 | .2228 | 38.7 | 69 | 87.6 | 186.8 | .2015 | 7,252,385 | .2072 | 3,375,887 | .1868 | .2043 | .1962 | .1987 | .1909 |
| **CHICO** | **185.3** | **.0739** | **28.8** | **113** | **93.6** | **73.0** | **.0787** | **2,125,935** | **.0607** | **1,133,067** | **.0627** | **.0640** | **.0948** | **.0831** | **.0606** |
| Butte | 185.3 | .0739 | 28.8 | 113 | 93.6 | 73.0 | .0787 | 2,125,935 | .0607 | 1,133,067 | .0627 | .0640 | .0948 | .0831 | .0606 |
| **FRESNO** | **682.9** | **.2723** | **32.7** | **115** | **82.9** | **226.2** | **.2439** | **8,660,195** | **.2475** | **4,412,904** | **.2442** | **.2516** | **.2502** | **.2526** | **.2379** |
| Fresno | 682.9 | .2723 | 32.7 | 115 | 82.9 | 226.2 | .2439 | 8,660,195 | .2475 | 4,412,904 | .2442 | .2516 | .2502 | .2526 | .2379 |
| **LOS ANGELES - LONG BEACH** | **8,967.9** | **3.5756** | **19.9** | **2,209** | **75.4** | **3,025.8** | **3.2628** | **138,244,091** | **3.9505** | **67,141,917** | **3.7153** | **3.8050** | **2.9873** | **3.1414** | **4.0008** |
| Los Angeles | 8,967.9 | 3.5756 | 19.9 | 2,209 | 75.4 | 3,025.8 | 3.2628 | 138,244,091 | 3.9505 | 67,141,917 | 3.7153 | 3.8050 | 2.9873 | 3.1414 | 4.0008 |
| ***LOS ANGELES - ANAHEIM - RIVERSIDE CONSOLIDATED AREA*** | ***14,823.7*** | ***5.9104*** | ***28.9*** | ***436*** | ***80.0*** | ***5,001.9*** | ***5.3938*** | ***229,890,348*** | ***6.5693*** | ***111,466,605*** | ***6.1681*** | ***6.3173*** | ***4.7581*** | ***5.2005*** | ***6.5454*** |
| **MERCED** | **181.8** | **.0724** | **35.1** | **94** | **83.8** | **56.4** | **.0608** | **1,836,160** | **.0524** | **848,452** | **.0469** | **.0548** | **.0657** | **.0668** | **.0463** |
| Merced | 181.8 | .0724 | 35.1 | 94 | 83.8 | 56.4 | .0608 | 1,836,160 | .0524 | 848,452 | .0469 | .0548 | .0657 | .0668 | .0463 |
| **MODESTO** | **384.4** | **.1532** | **44.6** | **257** | **91.0** | **130.2** | **.1404** | **4,676,799** | **.1336** | **2,519,243** | **.1394** | **.1394** | **.1457** | **.1476** | **.1346** |
| Stanislaus | 384.4 | .1532 | 44.6 | 257 | 91.0 | 130.2 | .1404 | 4,676,799 | .1336 | 2,519,243 | .1394 | .1394 | .1457 | .1476 | .1346 |
| **OAKLAND** | **2,111.7** | **.8420** | **19.9** | **1,449** | **70.4** | **790.9** | **.8528** | **38,360,531** | **1.0962** | **16,201,188** | **.8964** | **.9854** | **.7223** | **.7342** | **1.0203** |
| Alameda | 1,291.7 | .5150 | 16.9 | 1,751 | 64.5 | 484.4 | .5223 | 21,355,660 | .6103 | 10,077,953 | .5576 | .5754 | .4781 | .4723 | .5866 |
| Contra Costa | 820.0 | .3270 | 24.9 | 1,138 | 79.5 | 306.5 | .3305 | 17,004,871 | .4859 | 6,123,235 | .3388 | .4100 | .2442 | .2619 | .4337 |
| **OXNARD - VENTURA** | **680.7** | **.2714** | **28.6** | **369** | **90.9** | **221.2** | **.2306** | **11,154,339** | **.3187** | **5,393,117** | **.2985** | **.3031** | **.1802** | **.2274** | **.2922** |
| Ventura | 680.7 | .2714 | 28.6 | 369 | 90.9 | 221.2 | .2386 | 11,154,339 | .3187 | 5,393,117 | .2985 | .3031 | .1802 | .2274 | .2922 |
| **REDDING** | **151.6** | **.0605** | **31.1** | **40** | **94.5** | **57.7** | **.0622** | **1,852,402** | **.0530** | **1,107,147** | **.0612** | **.0569** | **.0722** | **.0682** | **.0513** |
| Shasta | 151.6 | .0605 | 31.1 | 40 | 94.5 | 57.7 | .0622 | 1,852,402 | .0530 | 1,107,147 | .0612 | .0569 | .0722 | .0682 | .0513 |
| **RIVERSIDE - SAN BERNARDINO** | **2,724.0** | **1.0861** | **74.8** | **100** | **86.9** | **913.7** | **.9853** | **36,541,412** | **1.0442** | **16,764,591** | **.9277** | **1.0177** | **.9048** | **.9652** | **.9676** |
| Riverside | 1,242.1 | .4953 | 87.3 | 172 | 88.8 | 427.4 | .4609 | 17,202,675 | .4916 | 7,584,296 | .4197 | .4707 | .4255 | .4598 | .4329 |
| San Bernardino | 1,481.9 | .5908 | 65.6 | 74 | 85.3 | 486.3 | .5244 | 19,338,737 | .5526 | 9,180,295 | .5080 | .5470 | .4793 | .5054 | .5347 |
| **SACRAMENTO** | **1,523.3** | **.6073** | **38.5** | **299** | **83.2** | **572.8** | **.6177** | **24,040,002** | **.6869** | **11,481,756** | **.6352** | **.6556** | **.5604** | **.5997** | **.6514** |
| El Dorado | 129.9 | .0518 | 31.4 | 76 | 96.3 | 48.3 | .0521 | 1,939,021 | .0554 | 776,608 | .0429 | .0510 | .0466 | .0505 | .0505 |
| Placer | 179.3 | .0715 | 52.9 | 128 | 95.9 | 66.6 | .0719 | 2,939,695 | .0840 | 1,539,316 | .0852 | .0818 | .0646 | .0716 | .0747 |
| Sacramento | 1,070.6 | .4268 | 36.7 | 1,109 | 79.0 | 406.0 | .4378 | 17,162,763 | .4904 | 8,329,954 | .4609 | .4689 | .3902 | .4242 | .4807 |
| Yolo | 143.5 | .0572 | 26.6 | 142 | 86.4 | 51.9 | .0559 | 1,998,523 | .0571 | 835,878 | .0462 | .0539 | .0590 | .0534 | .0455 |
| **SALINAS - SEASIDE - MONTEREY** | **363.1** | **.1448** | **25.0** | **109** | **82.3** | **115.5** | **.1246** | **5,124,392** | **.1464** | **2,371,488** | **.1312** | **.1417** | **.1028** | **.1264** | **.1386** |
| Monterey | 363.1 | .1448 | 25.0 | 109 | 82.3 | 115.5 | .1246 | 5,124,392 | .1464 | 2,371,488 | .1312 | .1417 | .1028 | .1264 | .1386 |
| **SAN DIEGO** | **2,562.9** | **1.0218** | **37.7** | **610** | **83.4** | **911.8** | **.9832** | **41,179,182** | **1.1768** | **19,209,425** | **1.0630** | **1.1115** | **.8409** | **.9876** | **1.1472** |
| San Diego | 2,562.9 | 1.0218 | 37.7 | 610 | 83.4 | 911.8 | .9832 | 41,179,182 | 1.1768 | 19,209,425 | 1.0630 | 1.1115 | .8409 | .9876 | 1.1472 |
| **SAN FRANCISCO** | **1,611.7** | **.6426** | **8.2** | **1,587** | **70.2** | **645.6** | **.6962** | **33,842,289** | **.9672** | **15,259,282** | **.8444** | **.8654** | **.5603** | **.6319** | **.9634** |
| Marin | 231.0 | .0921 | 3.8 | 444 | 91.3 | 95.4 | .1028 | 5,855,382 | .1674 | 2,369,537 | .1311 | .1415 | .0779 | .0885 | .1580 |
| San Francisco | 724.3 | .2888 | 6.7 | 15,510 | 58.0 | 305.7 | .3297 | 15,116,015 | .4320 | 6,773,833 | .3748 | .3862 | .2907 | .2967 | .4357 |
| San Mateo | 656.4 | .2617 | 11.8 | 1,462 | 76.3 | 244.5 | .2637 | 12,870,892 | .3678 | 6,115,912 | .3385 | .3377 | .1917 | .2467 | .3697 |
| ***SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA*** | ***6,334.1*** | ***2.5255*** | ***18.0*** | ***860*** | ***74.6*** | ***2,360.1*** | ***2.5450*** | ***118,993,619*** | ***3.4006*** | ***51,794,161*** | ***2.8659*** | ***3.0650*** | ***2.0611*** | ***2.2541*** | ***3.2593*** |
| **SAN JOSE** | **1,512.9** | **.6032** | **16.8** | **1,172** | **76.5** | **525.7** | **.5669** | **29,611,407** | **.8462** | **12,499,406** | **.6916** | **.7511** | **.3897** | **.4793** | **.8256** |
| Santa Clara | 1,512.9 | .6032 | 16.8 | 1,172 | 76.5 | 525.7 | .5669 | 29,611,407 | .8462 | 12,499,406 | .6916 | .7511 | .3897 | .4793 | .8256 |
| **SANTA BARBARA - SANTA MARIA - LOMPOC** | **373.5** | **.1489** | **25.0** | **136** | **90.3** | **131.2** | **.1414** | **5,942,297** | **.1699** | **2,769,076** | **.1532** | **.1607** | **.1357** | **.1404** | **.1622** |
| Santa Barbara | 373.5 | .1489 | 25.0 | 136 | 90.3 | 131.2 | .1414 | 5,942,297 | .1699 | 2,769,076 | .1532 | .1607 | .1357 | .1404 | .1622 |
| **SANTA CRUZ** | **233.1** | **.0929** | **23.9** | **523** | **93.3** | **84.8** | **.0915** | **3,914,913** | **.1118** | **1,911,040** | **.1058** | **.1064** | **.0898** | **.0897** | **.0968** |
| Santa Cruz | 233.1 | .0929 | 23.9 | 523 | 93.3 | 84.8 | .0915 | 3,914,913 | .1118 | 1,911,040 | .1058 | .1064 | .0898 | .0897 | .0968 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES | | | | | | | | | | | | | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/90 Population (Thousands) | % Of U.S. | % Change 1980-90 | Pop Per Sq. Mi. (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **CALIFORNIA (continued)** | | | | | | | | | | | | | | | |
| **SANTA ROSA - PETALUMA** | **397.7** | **.1586** | **32.7** | **252** | **94.2** | **152.7** | **.1647** | **6,632,942** | **.1896** | **3,176,962** | **.1758** | **.1792** | **.1497** | **.1571** | **.1820** |
| Sonoma | 397.7 | .1586 | 32.7 | 252 | 94.2 | 152.7 | .1647 | 6,632,942 | .1896 | 3,176,962 | .1758 | .1792 | .1497 | .1571 | .1820 |
| **STOCKTON** | **490.6** | **.1956** | **41.2** | **351** | **79.6** | **161.6** | **.1742** | **5,985,347** | **.1710** | **2,971,609** | **.1644** | **.1740** | **.1742** | **.1706** | **.1625** |
| San Joaquin | 490.6 | .1956 | 41.2 | 351 | 79.6 | 161.6 | .1742 | 5,985,347 | .1710 | 2,971,609 | .1644 | .1740 | .1742 | .1706 | .1625 |
| **VALLEJO - FAIRFIELD - NAPA** | **467.0** | **.1862** | **39.7** | **295** | **76.6** | **160.4** | **.1729** | **6,631,537** | **.1896** | **2,746,283** | **.1519** | **.1775** | **.1493** | **.1619** | **.1712** |
| Napa | 112.6 | .0449 | 13.5 | 149 | 94.5 | 42.0 | .0453 | 2,040,995 | .0584 | 739,624 | .0409 | .0504 | .0389 | .0390 | .0468 |
| Solano | 354.4 | .1413 | 50.7 | 428 | 71.0 | 118.4 | .1276 | 4,590,542 | .1312 | 2,006,659 | .1110 | .1271 | .1124 | .1229 | .1244 |
| **VISALIA - TULARE - PORTERVILLE** | **318.7** | **.1271** | **29.7** | **66** | **91.1** | **100.0** | **.1079** | **3,149,285** | **.0900** | **1,618,380** | **.0895** | **.0973** | **.1282** | **.1183** | **.0870** |
| Tulare | 318.7 | .1271 | 29.7 | 66 | 91.1 | 100.0 | .1079 | 3,149,285 | .0900 | 1,618,380 | .0895 | .0973 | .1282 | .1183 | .0870 |
| **YUBA CITY** | **124.4** | **.0497** | **22.0** | **101** | **84.4** | **43.6** | **.0470** | **1,430,540** | **.0409** | **677,006** | **.0375** | **.0415** | **.0542** | **.0502** | **.0373** |
| Sutter | 65.4 | .0261 | 25.2 | 109 | 85.7 | 23.5 | .0253 | 791,170 | .0226 | 410,837 | .0228 | .0233 | .0315 | .0266 | .0229 |
| Yuba | 59.0 | .0236 | 18.6 | 94 | 82.9 | 20.1 | .0217 | 639,370 | .0183 | 266,169 | .0147 | .0182 | .0227 | .0236 | .0144 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Alameda | 1,291.7 | .5150 | 16.9 | 1,751 | 64.5 | 484.4 | .5223 | 21,355,660 | .6103 | 10,077,953 | .5576 | .5754 | .4781 | .4723 | .5866 |
| Alpine | 1.1 | .0004 | .3 | 1 | 72.4 | .4 | .0004 | 12,621 | .0004 | 1,710 | .0001 | .0003 | .0005 | .0004 | .0003 |
| Amador | 31.6 | .0126 | 63.6 | 53 | 91.5 | 11.2 | .0121 | 399,465 | .0114 | 156,721 | .0087 | .0108 | .0124 | .0116 | .0106 |
| Butte | 185.3 | .0739 | 28.8 | 113 | 93.6 | 73.0 | .0787 | 2,125,935 | .0607 | 1,133,067 | .0627 | .0640 | .0948 | .0831 | .0606 |
| Calaveras | 33.0 | .0132 | 59.3 | 32 | 96.5 | 13.1 | .0142 | 418,108 | .0120 | 128,006 | .0071 | .0108 | .0140 | .0136 | .0107 |
| Colusa | 16.5 | .0065 | 29.0 | 14 | 94.1 | 5.7 | .0061 | 203,133 | .0058 | 73,831 | .0041 | .0054 | .0070 | .0060 | .0043 |
| Contra Costa | 820.0 | .3270 | 24.9 | 1,138 | 79.5 | 306.5 | .3305 | 17,004,871 | .4859 | 6,123,235 | .3388 | .4100 | .2442 | .2619 | .4337 |
| Del Norte | 23.9 | .0095 | 31.2 | 24 | 87.5 | 8.2 | .0089 | 229,100 | .0066 | 107,884 | .0060 | .0069 | .0110 | .0088 | .0058 |
| El Dorado | 129.9 | .0518 | 51.4 | 76 | 96.3 | 48.3 | .0521 | 1,939,021 | .0554 | 776,608 | .0429 | .0510 | .0466 | .0505 | .0505 |
| Fresno | 682.9 | .2723 | 32.7 | 115 | 82.9 | 226.2 | .2439 | 8,660,195 | .2475 | 4,412,904 | .2442 | .2516 | .2502 | .2526 | .2379 |
| Glenn | 25.0 | .0099 | 17.1 | 19 | 93.4 | 8.9 | .0096 | 301,935 | .0086 | 99,899 | .0055 | .0078 | .0096 | .0093 | .0070 |
| Humboldt | 120.1 | .0479 | 10.7 | 34 | 91.4 | 46.8 | .0504 | 1,501,415 | .0429 | 786,430 | .0436 | .0441 | .0574 | .0502 | .0435 |
| Imperial | 111.1 | .0443 | 20.6 | 27 | 93.0 | 33.4 | .0361 | 1,089,800 | .0311 | 566,318 | .0313 | .0339 | .0422 | .0401 | .0296 |
| Inyo | 18.3 | .0073 | 2.3 | 2 | 88.0 | 7.6 | .0081 | 267,344 | .0077 | 172,659 | .0096 | .0081 | .0089 | .0087 | .0073 |
| Kern | 558.9 | .2228 | 38.7 | 69 | 87.6 | 186.8 | .2015 | 7,252,385 | .2072 | 3,375,887 | .1868 | .2043 | .1962 | .1987 | .1909 |
| Kings | 103.8 | .0414 | 40.8 | 75 | 84.7 | 29.9 | .0322 | 1,034,379 | .0296 | 423,638 | .0234 | .0300 | .0323 | .0341 | .0266 |
| Lake | 51.7 | .0206 | 42.2 | 41 | 94.4 | 21.3 | .0230 | 603,177 | .0172 | 276,639 | .0153 | .0174 | .0302 | .0237 | .0129 |
| Lassen | 28.3 | .0113 | 30.6 | 6 | 89.2 | 8.8 | .0095 | 260,761 | .0075 | 119,318 | .0066 | .0080 | .0096 | .0104 | .0069 |
| Los Angeles | 8,967.9 | 3.5756 | 19.9 | 2,209 | 75.4 | 3,025.8 | 3.2628 | 138,244,091 | 3.9505 | 67,141,917 | 3.7153 | 3.8050 | 2.9873 | 3.1414 | 4.0008 |
| Madera | 92.0 | .0367 | 45.8 | 43 | 92.6 | 29.7 | .0321 | 1,117,097 | .0319 | 375,852 | .0208 | .0294 | .0325 | .0293 | .0256 |
| Marin | 231.0 | .0921 | 3.8 | 444 | 91.3 | 95.4 | .1028 | 5,855,382 | .1674 | 2,369,537 | .1311 | .1415 | .0779 | .0885 | .1580 |
| Mariposa | 14.6 | .0058 | 31.4 | 10 | 93.5 | 5.7 | .0062 | 195,885 | .0056 | 72,248 | .0040 | .0052 | .0063 | .0062 | .0045 |
| Mendocino | 81.2 | .0324 | 21.7 | 23 | 93.5 | 30.8 | .0332 | 972,962 | .0278 | 568,927 | .0315 | .0298 | .0405 | .0348 | .0279 |
| Merced | 181.8 | .0724 | 35.1 | 94 | 83.8 | 56.4 | .0608 | 1,836,160 | .0524 | 848,452 | .0469 | .0548 | .0657 | .0668 | .0463 |
| Modoc | 9.7 | .0039 | 12.7 | 2 | 94.1 | 3.7 | .0040 | 112,706 | .0033 | 41,106 | .0023 | .0030 | .0045 | .0039 | .0025 |
| Mono | 10.1 | .0040 | 17.8 | 3 | 94.4 | 4.0 | .0043 | 169,215 | .0048 | 87,547 | .0049 | .0046 | .0039 | .0046 | .0041 |
| Monterey | 363.1 | .1448 | 25.0 | 109 | 82.3 | 115.5 | .1246 | 5,124,392 | .1464 | 2,371,488 | .1312 | .1417 | .1028 | .1264 | .1386 |
| Napa | 112.6 | .0449 | 13.5 | 149 | 94.5 | 42.0 | .0453 | 2,040,995 | .0584 | 739,624 | .0409 | .0504 | .0369 | .0390 | .0468 |
| Nevada | 80.8 | .0322 | 56.5 | 84 | 97.8 | 31.7 | .0341 | 1,148,702 | .0328 | 488,463 | .0270 | .0309 | .0337 | .0336 | .0312 |
| Orange | 2,451.1 | .9773 | 26.8 | 3,104 | 86.5 | 841.2 | .9071 | 43,950,506 | 1.2559 | 22,166,980 | 1.2266 | 1.1915 | .6858 | .8665 | 1.2848 |
| Placer | 179.3 | .0715 | 52.9 | 128 | 95.9 | 66.6 | .0719 | 2,939,695 | .0840 | 1,539,316 | .0852 | .0818 | .0646 | .0716 | .0747 |
| Plumas | 20.0 | .0079 | 15.3 | 8 | 95.4 | 8.2 | .0088 | 263,150 | .0076 | 112,264 | .0062 | .0073 | .0090 | .0092 | .0066 |
| Riverside | 1,242.1 | .4953 | 87.3 | 172 | 88.8 | 427.4 | .4609 | 17,202,675 | .4916 | 7,584,296 | .4197 | .4707 | .4255 | .4598 | .4329 |
| Sacramento | 1,070.6 | .4268 | 36.7 | 1,109 | 79.0 | 406.0 | .4378 | 17,162,763 | .4904 | 8,329,954 | .4609 | .4689 | .3902 | .4242 | .4807 |
| San Benito | 37.7 | .0151 | 50.8 | 27 | 94.8 | 11.7 | .0126 | 458,010 | .0131 | 159,115 | .0088 | .0121 | .0107 | .0117 | .0116 |
| San Bernardino | 1,481.9 | .5908 | 65.6 | 74 | 85.3 | 486.3 | .5244 | 19,338,737 | .5526 | 9,180,295 | .5080 | .5470 | .4793 | .5054 | .5347 |
| San Diego | 2,562.9 | 1.0218 | 37.7 | 610 | 83.4 | 911.8 | .9832 | 41,179,182 | 1.1768 | 19,209,425 | 1.0630 | 1.1115 | .8409 | .9876 | 1.1472 |
| San Francisco | 724.3 | .2888 | 6.7 | 15,510 | 58.0 | 305.7 | .3297 | 15,116,015 | .4320 | 6,773,833 | .3748 | .3862 | .2907 | .2967 | .4357 |
| San Joaquin | 490.6 | .1956 | 41.2 | 351 | 79.6 | 161.6 | .1742 | 5,985,347 | .1710 | 2,971,609 | .1644 | .1740 | .1742 | .1706 | .1625 |
| San Luis Obispo | 222.8 | .0889 | 43.3 | 67 | 92.8 | 82.5 | .0890 | 3,070,420 | .0877 | 1,595,451 | .0883 | .0882 | .0929 | .0950 | .0800 |
| San Mateo | 656.4 | .2617 | 11.8 | 1,462 | 76.3 | 244.5 | .2637 | 12,870,892 | .3678 | 6,115,912 | .3385 | .3377 | .1917 | .2467 | .3697 |
| Santa Barbara | 373.5 | .1489 | 25.0 | 136 | 90.3 | 131.2 | .1414 | 5,942,297 | .1699 | 2,769,076 | .1532 | .1607 | .1357 | .1404 | .1622 |
| Santa Clara | 1,512.9 | .6032 | 16.8 | 1,172 | 76.5 | 525.7 | .5669 | 29,611,407 | .8462 | 12,499,406 | .6916 | .7511 | .3897 | .4793 | .8256 |
| Santa Cruz | 233.1 | .0929 | 23.9 | 523 | 93.3 | 84.8 | .0915 | 3,914,913 | .1118 | 1,911,040 | .1058 | .1064 | .0898 | .0897 | .0968 |
| Shasta | 151.6 | .0605 | 31.1 | 40 | 94.5 | 57.7 | .0622 | 1,852,402 | .0530 | 1,107,147 | .0612 | .0569 | .0722 | .0682 | .0513 |
| Sierra | 3.3 | .0013 | 7.4 | 3 | 96.9 | 1.3 | .0014 | 40,815 | .0011 | 9,872 | .0006 | .0010 | .0015 | .0011 | .0010 |
| Siskiyou | 43.9 | .0175 | 10.5 | 7 | 93.2 | 17.5 | .0189 | 514,853 | .0147 | 256,807 | .0142 | .0152 | .0224 | .0195 | .0135 |
| Solano | 354.4 | .1413 | 50.7 | 428 | 71.0 | 118.4 | .1276 | 4,590,542 | .1312 | 2,006,659 | .1110 | .1271 | .1124 | .1229 | .1244 |
| Sonoma | 397.7 | .1586 | 32.7 | 252 | 94.2 | 152.7 | .1647 | 6,632,942 | .1896 | 3,176,962 | .1758 | .1792 | .1497 | .1571 | .1820 |
| Stanislaus | 384.4 | .1532 | 44.6 | 257 | 91.0 | 130.2 | .1404 | 4,676,799 | .1336 | 2,519,243 | .1394 | .1394 | .1457 | .1476 | .1346 |
| Sutter | 65.4 | .0261 | 25.2 | 109 | 85.7 | 23.5 | .0253 | 791,170 | .0226 | 410,837 | .0228 | .0233 | .0315 | .0266 | .0229 |
| Tehama | 50.4 | .0201 | 29.6 | 17 | 96.4 | 19.0 | .0205 | 546,077 | .0156 | 287,783 | .0159 | .0165 | .0247 | .0204 | .0138 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Population (Thousands) | % Of U.S. | % Change 1980-90 | Pop Per Sq. Mi. (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **CALIFORNIA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Trinity | 13.2 | .0052 | 11.3 | 4 | 93.8 | 5.2 | .0056 | 151,680 | .0044 | 46,562 | .0026 | .0040 | .0061 | .0056 | .0036 |
| Tulare | 318.7 | .1271 | 29.7 | 66 | 91.1 | 100.0 | .1079 | 3,149,285 | .0900 | 1,618,380 | .0895 | .0973 | .1282 | .1183 | .0870 |
| Tuolumne | 49.7 | .0198 | 46.5 | 22 | 93.4 | 18.5 | .0199 | 563,073 | .0161 | 294,624 | .0163 | .0170 | .0229 | .0220 | .0159 |
| Ventura | 680.7 | .2714 | 28.6 | 369 | 90.9 | 221.2 | .2386 | 11,154,339 | .3187 | 5,393,117 | .2985 | .3031 | .1802 | .2274 | .2922 |
| Yolo | 143.5 | .0572 | 26.6 | 142 | 86.4 | 51.9 | .0559 | 1,998,523 | .0571 | 835,878 | .0462 | .0539 | .0590 | .0534 | .0455 |
| Yuba | 59.0 | .0236 | 18.6 | 94 | 82.9 | 20.1 | .0217 | 639,370 | .0183 | 266,169 | .0147 | .0182 | .0227 | .0236 | .0144 |
| **TOTAL METRO COUNTIES** | **29,059.2** | **11.5862** | **28.1** | **334** | **80.2** | **10,128.8** | **10.9223** | **462,138,888** | **13.2062** | **217,756,206** | **12.0492** | **12.5356** | **9.6404** | **10.4648** | **12.9125** |
| **TOTAL STATE** | **30,353.0** | **12.1019** | **28.2** | **195** | **80.7** | **10,593.6** | **11.4235** | **477,784,771** | **13.6535** | **225,065,880** | **12.4539** | **12.9833** | **10.1871** | **10.9786** | **13.3198** |
| **COLORADO** | | | | | | | | | | | | | | | |
| **BOULDER - LONGMONT** | **227.3** | **.0906** | **19.9** | **306** | **95.8** | **89.2** | **.0962** | **3,257,358** | **.0931** | **1,931,728** | **.1069** | **.0968** | **.0939** | **.1009** | **.0977** |
| Boulder | 227.3 | .0906 | 19.9 | 306 | 95.8 | 89.2 | .0962 | 3,257,358 | .0931 | 1,931,728 | .1069 | .0968 | .0939 | .1009 | .0977 |
| **COLORADO SPRINGS** | **405.0** | **.1615** | **30.9** | **190** | **88.9** | **150.1** | **.1618** | **5,083,982** | **.1453** | **2,818,439** | **.1559** | **.1517** | **.1489** | **.1829** | **.1568** |
| El Paso | 405.0 | .1615 | 30.9 | 190 | 88.9 | 150.1 | .1618 | 5,083,982 | .1453 | 2,818,439 | .1559 | .1517 | .1489 | .1829 | .1568 |
| **DENVER** | **1,633.3** | **.6512** | **14.3** | **434** | **90.4** | **653.0** | **.7041** | **26,341,923** | **.7529** | **12,998,169** | **.7193** | **.7225** | **.5922** | **.6784** | **.7911** |
| Adams | 266.3 | .1061 | 8.3 | 223 | 92.6 | 96.8 | .1044 | 3,439,806 | .0983 | 2,042,520 | .1131 | .1043 | .0843 | .1112 | .1095 |
| Arapahoe | 396.8 | .1582 | 35.3 | 494 | 90.2 | 156.8 | .1690 | 7,097,406 | .2029 | 3,931,187 | .2175 | .1984 | .1256 | .1668 | .2028 |
| Denver | 464.8 | .1853 | -5.7 | 3,032 | 82.1 | 209.6 | .2260 | 7,026,354 | .2008 | 3,652,308 | .2021 | .1981 | .2431 | .2299 | .2285 |
| Douglas | 63.0 | .0252 | 150.5 | 75 | 98.0 | 21.7 | .0234 | 1,174,324 | .0336 | 196,542 | .0109 | .0251 | .0121 | .0145 | .0278 |
| Jefferson | 442.4 | .1764 | 19.0 | 573 | 96.7 | 168.1 | .1813 | 7,604,033 | .2173 | 3,175,612 | .1757 | .1966 | .1271 | .1560 | .2225 |
| ***DENVER - BOULDER CONSOLIDATED AREA*** | ***1,860.6*** | ***.7418*** | ***15.0*** | ***413*** | ***91.0*** | ***742.2*** | ***.8003*** | ***29,599,281*** | ***.8460*** | ***14,929,897*** | ***.8262*** | ***.8193*** | ***.6861*** | ***.7793*** | ***.8888*** |
| **FORT COLLINS - LOVELAND** | **190.7** | **.0761** | **27.8** | **73** | **97.1** | **72.3** | **.0780** | **2,266,940** | **.0648** | **1,347,464** | **.0746** | **.0699** | **.0804** | **.0861** | **.0694** |
| Larimer | 190.7 | .0761 | 27.8 | 73 | 97.1 | 72.3 | .0780 | 2,266,940 | .0648 | 1,347,464 | .0746 | .0699 | .0804 | .0861 | .0694 |
| **GREELEY** | **132.3** | **.0528** | **7.2** | **33** | **97.8** | **47.7** | **.0515** | **1,396,383** | **.0399** | **674,935** | **.0373** | **.0416** | **.0560** | **.0532** | **.0383** |
| Weld | 132.3 | .0528 | 7.2 | 33 | 97.8 | 47.7 | .0515 | 1,396,383 | .0399 | 674,935 | .0373 | .0416 | .0560 | .0532 | .0383 |
| **PUEBLO** | **123.1** | **.0491** | **-2.3** | **52** | **96.1** | **47.1** | **.0508** | **1,276,940** | **.0365** | **783,126** | **.0434** | **.0410** | **.0622** | **.0520** | **.0393** |
| Pueblo | 123.1 | .0491 | -2.3 | 52 | 96.1 | 47.1 | .0508 | 1,276,940 | .0365 | 783,126 | .0434 | .0410 | .0622 | .0520 | .0393 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Adams | 266.3 | .1061 | 8.3 | 223 | 92.6 | 96.8 | .1044 | 3,439,806 | .0983 | 2,042,520 | .1131 | .1043 | .0843 | .1112 | .1095 |
| Alamosa | 13.7 | .0055 | 16.1 | 19 | 96.9 | 4.8 | .0052 | 124,047 | .0035 | 96,692 | .0053 | .0045 | .0073 | .0057 | .0034 |
| Arapahoe | 396.8 | .1582 | 35.3 | 494 | 90.2 | 156.8 | .1690 | 7,097,406 | .2029 | 3,931,187 | .2175 | .1984 | .1256 | .1668 | .2028 |
| Archuleta | 5.4 | .0022 | 47.4 | 4 | 96.8 | 2.0 | .0022 | 50,690 | .0014 | 37,126 | .0021 | .0017 | .0035 | .0026 | .0016 |
| Baca | 4.5 | .0018 | -17.0 | 2 | 98.2 | 1.8 | .0019 | 31,914 | .0009 | 20,987 | .0012 | .0012 | .0031 | .0016 | .0007 |
| Bent | 4.9 | .0019 | -17.6 | 3 | 97.8 | 1.8 | .0020 | 47,945 | .0014 | 13,511 | .0007 | .0012 | .0023 | .0022 | .0010 |
| Boulder | 227.3 | .0906 | 19.9 | 306 | 95.8 | 89.2 | .0962 | 3,257,358 | .0931 | 1,931,728 | .1069 | .0968 | .0939 | .1009 | .0977 |
| Chaffee | 12.6 | .0051 | -4.8 | 12 | 96.9 | 4.8 | .0051 | 130,960 | .0037 | 76,053 | .0042 | .0042 | .0057 | .0055 | .0039 |
| Cheyenne | 2.4 | .0009 | 11.5 | 1 | 99.7 | .9 | .0010 | 19,718 | .0006 | 5,640 | .0003 | .0005 | .0011 | .0009 | .0004 |
| Clear Creek | 7.6 | .0030 | 4.0 | 19 | 98.7 | 3.1 | .0034 | 87,789 | .0025 | 28,216 | .0016 | .0024 | .0031 | .0039 | .0022 |
| Conejos | 7.4 | .0030 | -5.1 | 6 | 98.8 | 2.5 | .0027 | 39,546 | .0011 | 16,116 | .0009 | .0014 | .0044 | .0025 | .0009 |
| Costilla | 3.2 | .0013 | 4.2 | 3 | 97.6 | 1.2 | .0012 | 26,293 | .0008 | 2,010 | .0001 | .0006 | .0017 | .0011 | .0004 |
| Crowley | 4.0 | .0016 | 33.9 | 5 | 90.2 | 1.2 | .0013 | 25,094 | .0007 | 5,110 | .0003 | .0007 | .0017 | .0013 | .0005 |
| Custer | 1.9 | .0007 | 24.3 | 3 | 98.3 | .8 | .0009 | 16,601 | .0005 | 5,076 | .0002 | .0005 | .0011 | .0008 | .0004 |
| Delta | 20.8 | .0083 | -2.0 | 18 | 98.7 | 8.3 | .0090 | 203,540 | .0058 | 74,583 | .0042 | .0058 | .0117 | .0081 | .0049 |
| Denver | 464.8 | .1853 | -5.7 | 3,032 | 82.1 | 209.6 | .2260 | 7,026,354 | .2008 | 3,652,308 | .2021 | .1981 | .2431 | .2299 | .2285 |
| Dolores | 1.5 | .0006 | -9.5 | 1 | 97.1 | .6 | .0006 | 15,212 | .0004 | 4,877 | .0002 | .0004 | .0006 | .0006 | .0004 |
| Douglas | 63.0 | .0252 | 150.5 | 75 | 98.0 | 21.7 | .0234 | 1,174,324 | .0336 | 196,542 | .0109 | .0251 | .0121 | .0145 | .0278 |
| Eagle | 22.3 | .0088 | 67.4 | 13 | 98.6 | 8.5 | .0092 | 346,168 | .0098 | 258,257 | .0143 | .0110 | .0081 | .0104 | .0152 |
| Elbert | 9.9 | .0040 | 44.5 | 5 | 98.2 | 3.5 | .0038 | 111,754 | .0032 | 15,335 | .0009 | .0027 | .0030 | .0031 | .0026 |
| El Paso | 405.0 | .1615 | 30.9 | 190 | 88.9 | 150.1 | .1618 | 5,083,982 | .1453 | 2,818,439 | .1559 | .1517 | .1489 | .1829 | .1568 |
| Fremont | 32.6 | .0130 | 13.7 | 21 | 95.8 | 11.9 | .0129 | 296,688 | .0085 | 117,474 | .0065 | .0087 | .0164 | .0125 | .0070 |
| Gurfield | 30.5 | .0121 | 35.5 | 10 | 98.5 | 11.5 | .0124 | 416,085 | .0119 | 246,892 | .0137 | .0125 | .0125 | .0129 | .0115 |
| Gilpin | 3.1 | .0013 | 27.0 | 21 | 97.9 | 1.3 | .0014 | 38,705 | .0011 | 5,633 | .0003 | .0009 | .0011 | .0010 | .0011 |
| Grand | 7.9 | .0031 | 5.7 | 4 | 98.9 | 3.1 | .0033 | 86,720 | .0025 | 61,182 | .0034 | .0029 | .0040 | .0040 | .0025 |
| Gunnison | 10.2 | .0041 | -4.6 | 3 | 98.1 | 3.8 | .0041 | 123,976 | .0035 | 65,380 | .0036 | .0037 | .0046 | .0041 | .0031 |
| Hinsdale | .5 | .0002 | 22.5 | 0 | 99.2 | .2 | .0002 | 5,968 | .0002 | 3,052 | .0002 | .0002 | .0002 | .0003 | .0001 |
| Huerfano | 5.9 | .0023 | -8.4 | 4 | 97.6 | 2.4 | .0026 | 51,821 | .0015 | 23,006 | .0012 | .0015 | .0038 | .0023 | .0012 |
| Jackson | 1.6 | .0007 | -14.1 | 1 | 98.3 | .6 | .0006 | 14,306 | .0004 | 6,892 | .0004 | .0006 | .0008 | .0008 | .0003 |
| Jefferson | 442.4 | .1764 | 19.0 | 573 | 96.7 | 168.1 | .1813 | 7,604,033 | .2173 | 3,175,612 | .1757 | .1966 | .1271 | .1560 | .2225 |
| Kiowa | 1.7 | .0006 | -12.2 | 1 | 99.4 | .7 | .0008 | 20,507 | .0006 | 3,178 | .0002 | .0004 | .0007 | .0005 | .0005 |
| Kit Carson | 7.1 | .0029 | -6.6 | 3 | 99.1 | 2.8 | .0030 | 68,349 | .0019 | 49,555 | .0027 | .0024 | .0041 | .0035 | .0020 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Population (Thousands) | % Of U.S. | % Change 1980-90 | Pop Per Sq Mi (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes: EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **COLORADO (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Lake | 5.8 | .0023 | -34.3 | 15 | 98.1 | 2.3 | .0025 | 68,457 | .0020 | 23,176 | .0013 | .0018 | .0023 | .0023 | .0017 |
| La Plata | 32.5 | .0129 | 19.5 | 19 | 93.5 | 12.1 | .0130 | 382,994 | .0109 | 247,557 | .0137 | .0122 | .0165 | .0139 | .0112 |
| Larimer | 190.7 | .0761 | 27.8 | 73 | 97.1 | 72.3 | .0780 | 2,266,940 | .0648 | 1,347,464 | .0746 | .0699 | .0804 | .0861 | .0694 |
| Las Animas | 13.6 | .0054 | -8.7 | 3 | 98.0 | 5.4 | .0058 | 120,219 | .0034 | 61,396 | .0034 | .0039 | .0082 | .0056 | .0031 |
| Lincoln | 4.5 | .0018 | -3.5 | 2 | 98.9 | 1.8 | .0019 | 43,836 | .0013 | 39,332 | .0022 | .0017 | .0025 | .0023 | .0010 |
| Logan | 17.3 | .0069 | -12.6 | 9 | 99.2 | 6.9 | .0075 | 177,164 | .0050 | 120,342 | .0066 | .0058 | .0082 | .0088 | .0053 |
| Mesa | 93.9 | .0374 | 15.2 | 28 | 97.9 | 36.6 | .0395 | 1,194,459 | .0342 | 621,825 | .0344 | .0349 | .0388 | .0407 | .0341 |
| Mineral | .5 | .0002 | -37.8 | 1 | 99.2 | .2 | .0002 | 4,759 | .0001 | 3,123 | .0002 | .0003 | .0004 | .0003 | .0001 |
| Moffat | 11.2 | .0045 | -14.7 | 2 | 98.6 | 4.1 | .0044 | 140,129 | .0040 | 60,837 | .0034 | .0039 | .0041 | .0043 | .0040 |
| Montezuma | 18.6 | .0074 | 12.7 | 9 | 87.9 | 6.7 | .0072 | 176,586 | .0051 | 122,242 | .0067 | .0059 | .0082 | .0080 | .0049 |
| Montrose | 24.4 | .0097 | 2 | 11 | 98.7 | 9.4 | .0102 | 271,202 | .0077 | 154,303 | .0086 | .0085 | .0118 | .0120 | .0076 |
| Morgan | 21.9 | .0088 | -2.7 | 17 | 98.2 | 8.1 | .0087 | 205,384 | .0059 | 99,670 | .0055 | .0062 | .0106 | .0094 | .0057 |
| Otero | 20.0 | .0079 | -11.[illegible] | 16 | 97.1 | 7.5 | .0081 | 160,112 | .0046 | 86,657 | .0048 | .0053 | .0114 | .0082 | .0041 |
| Ouray | 2.3 | .0010 | 19.5 | 4 | 99.3 | .9 | .0009 | 22,720 | .0006 | 12,999 | .0007 | .0008 | .0012 | .0012 | .0008 |
| Park | 7.3 | .0029 | 36.9 | 3 | 98.4 | 2.8 | .0031 | 76,594 | .0022 | 14,227 | .0008 | .0019 | .0024 | .0027 | .0019 |
| Phillips | 4.2 | .0016 | -7.5 | 6 | 99.7 | 1.7 | .0018 | 42,668 | .0012 | 23,827 | .0013 | .0013 | .0024 | .0019 | .0009 |
| Pitkin | 12.8 | .0051 | 23.8 | 13 | 98.1 | 5.9 | .0064 | 223,137 | .0064 | 229,000 | .0127 | [illegible] | .0067 | .0084 | .0121 |
| Prowers | 13.3 | .0053 | 1.8 | 8 | 98.3 | 5.0 | .0053 | 116,944 | .0033 | 84,325 | .0046 | .0042 | .0078 | .0055 | .0039 |
| Pueblo | 123.1 | .0491 | -2.3 | 52 | 96.1 | 47.1 | .0508 | 1,276,940 | .0365 | 783,126 | .0434 | .0410 | .0622 | .0520 | .0393 |
| Rio Blanco | 5.9 | .0024 | -5.7 | 2 | 98.7 | 2.2 | .0024 | 82,513 | .0024 | 18,564 | .0010 | .0020 | .0018 | .0018 | .0021 |
| Rio Grande | 10.8 | .0043 | 2.7 | 12 | 98.8 | 3.9 | .0042 | 133,395 | .0038 | 51,579 | .0029 | .0037 | .0047 | .0039 | .0033 |
| Routt | 14.1 | .0056 | 5.2 | 6 | 99.2 | 5.5 | .0059 | 189,582 | .0054 | 142,562 | .0079 | .0061 | .0058 | .0069 | .0073 |
| Saguache | 4.7 | .0019 | 19.4 | 1 | 96.0 | 1.7 | .0019 | 35,901 | .0010 | 14,407 | .0007 | .0012 | .0028 | .0020 | .0007 |
| San Juan | .8 | .0003 | -4.0 | 2 | 99.5 | .3 | .0003 | 6,538 | .0002 | 4,566 | .0003 | .0001 | .0003 | .0003 | .0004 |
| San Miguel | 3.7 | .0015 | 15.9 | 3 | 99.4 | 1.5 | .0016 | 39,551 | .0012 | 27,579 | .0015 | .0014 | .0020 | .0019 | .0012 |
| Sedgwick | 2.6 | .0010 | -20.4 | 5 | 97.8 | 1.1 | .0012 | 26,013 | .0007 | 20,787 | .0012 | .0009 | .0015 | .0015 | .0008 |
| Summit | 13.0 | .0052 | 46.9 | 21 | 98.3 | 5.3 | .0057 | 196,133 | .0056 | 191,482 | .0106 | .0071 | .0058 | .0074 | .0079 |
| Teller | 12.8 | .0051 | 59.3 | 23 | 98.4 | 4.8 | .0052 | 132,411 | .0038 | 53,043 | .0029 | .0037 | .0057 | .0054 | .0034 |
| Washington | 4.8 | .0019 | -9.5 | 2 | 99.5 | 1.9 | .0020 | 51,215 | .0015 | 11,724 | .0007 | .0014 | .0020 | .0017 | .0012 |
| Weld | 132.3 | .0528 | 7.2 | 33 | 97.8 | 47.7 | .0515 | 1,396,383 | .0399 | 674,935 | .0373 | .0416 | .0560 | .0532 | .0383 |
| Yuma | 8.9 | .0035 | -8.1 | 4 | 99.3 | 3.5 | .0038 | 94,469 | .0027 | 46,323 | .0026 | .0029 | .0049 | .0038 | .0023 |
| **TOTAL METRO COUNTIES** | **2,711.7** | **1.0813** | **16.6** | **174** | **91.7** | **1,059.4** | **1.1424** | **39,623,526** | **1.1325** | **20,553,861** | **1.1374** | **1.1235** | **1.0336** | **1.1535** | **1.1926** |
| **TOTAL STATE** | **3,321.1** | **1.3241** | **14.9** | **32** | **92.8** | **1,292.6** | **1.3939** | **46,439,007** | **1.3271** | **24,383,148** | **1.3493** | **1.3332** | **1.3210** | **1.4178** | **1.3934** |
| **CONNECTICUT** | | | | | | | | | | | | | | | |
| **BRIDGEPORT - STAMFORD - NORWALK - DANBURY** | **827.1** | **.3298** | **2.5** | **1,321** | **87.2** | **304.8** | **.3286** | **18,497,918** | **.5286** | **7,970,787** | **.4410** | **.4626** | **.2786** | **.2960** | **.4545** |
| Fairfield | 827.1 | .3298 | 2.5 | 1,321 | 87.2 | 304.8 | .3286 | 18,497,918 | .5286 | 7,970,787 | .4410 | .4626 | .2786 | .2960 | .4545 |
| **HARTFORD - NEW BRITAIN - MIDDLETOWN - BRISTOL** | **1,130.7** | **.4508** | **7.5** | **746** | **88.8** | **426.4** | **.4598** | **19,586,596** | **.5597** | **9,371,122** | **.5186** | **.5255** | **.3693** | **.4278** | **.5592** |
| Hartford | 856.0 | .3413 | 6.0 | 1,164 | 86.8 | 326.4 | .3520 | 14,907,828 | .4260 | 7,473,381 | .4136 | .4053 | .2869 | .3354 | .4415 |
| Middlesex | 144.6 | .0576 | 12.1 | 392 | 94.4 | 55.2 | .0595 | 2,607,361 | .0745 | 1,193,177 | .0660 | .0686 | .0468 | .0531 | .0681 |
| Tolland | 130.1 | .0519 | 13.3 | 317 | 95.7 | 44.8 | .0483 | 2,071,407 | .0592 | 704,564 | .0390 | .0516 | .0356 | .0393 | .0496 |
| **NEW HAVEN - WATERBURY - MERIDEN** | **807.9** | **.3221** | **6.1** | **1,334** | **87.7** | **306.2** | **.3302** | **13,570,874** | **.3879** | **6,487,372** | **.3590** | **.3660** | **.3010** | **.3038** | **.3820** |
| New Haven | 807.9 | .3221 | 6.1 | 1,334 | 87.7 | 306.2 | .3302 | 13,570,874 | .3879 | 6,487,372 | .3590 | .3660 | .3010 | .3038 | .3820 |
| **NEW LONDON - NORWICH** | **256.2** | **.1022** | **7.5** | **385** | **92.9** | **93.7** | **.1010** | **3,916,098** | **.1119** | **1,952,266** | **.1080** | **.1089** | **.0889** | **.0989** | **.1112** |
| New London | 256.2 | .1022 | 7.5 | 385 | 92.9 | 93.7 | .1010 | 3,916,098 | .1119 | 1,952,266 | .1080 | .1089 | .0889 | .0989 | .1112 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Fairfield | 827.1 | .3298 | 2.5 | 1,321 | 87.2 | 304.8 | .3286 | 18,497,918 | .5286 | 7,970,787 | .4410 | .4626 | .2786 | .2960 | .4545 |
| Hartford | 856.0 | .3413 | 6.0 | 1,164 | 86.8 | 326.4 | .3520 | 14,907,828 | .4260 | 7,473,381 | .4136 | .4053 | .2869 | .3354 | .4415 |
| Litchfield | 175.6 | .0700 | 12.0 | 191 | 98.0 | 67.0 | .0723 | 3,238,905 | .0925 | 1,270,567 | .0703 | .0813 | .0558 | .0638 | .0761 |
| Middlesex | 144.6 | .0576 | 12.1 | 392 | 94.4 | 55.2 | .0595 | 2,607,361 | .0745 | 1,193,177 | .0660 | .0686 | .0468 | .0531 | .0681 |
| New Haven | 807.9 | .3221 | 6.1 | 1,334 | 87.7 | 306.2 | .3302 | 13,570,874 | .3879 | 6,487,372 | .3590 | .3660 | .3010 | .3038 | .3820 |
| New London | 256.2 | .1022 | 7.5 | 385 | 92.9 | 93.7 | .1010 | 3,916,098 | .1119 | 1,952,266 | .1080 | .1089 | .0889 | .0989 | .1112 |
| Tolland | 130.1 | .0519 | 13.3 | 317 | 95.7 | 44.8 | .0483 | 2,071,407 | .0592 | 704,564 | .0390 | .0516 | .0356 | .0393 | .0496 |
| Windham | 103.6 | .0413 | 12.2 | 202 | 97.6 | 37.9 | .0409 | 1,414,571 | .0404 | 677,139 | .0375 | .0398 | .0394 | .0409 | .0372 |
| **TOTAL METRO COUNTIES** | **3,021.9** | **1.2049** | **5.7** | **885** | **88.4** | **1,131.1** | **1.2196** | **55,571,486** | **1.5881** | **25,781,547** | **1.4266** | **1.4630** | **1.0378** | **1.1265** | **1.5069** |
| **TOTAL STATE** | **3,301.1** | **1.3162** | **6.2** | **681** | **89.2** | **1,236.0** | **1.3328** | **60,224,962** | **1.7210** | **27,729,253** | **1.5344** | **1.5841** | **1.1330** | **1.2312** | **1.6202** |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Population (Thousands) | % Of U.S. | % Change 1980-90 | Pop Per Sq. Mi (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **DELAWARE** | | | | | | | | | | | | | | | |
| **WILMINGTON** | 584.4 | .2330 | 11.7 | 525 | 83.3 | 214.9 | .2317 | 9,027,959 | .2580 | 4,899,791 | .2712 | .2569 | .2086 | .2312 | .2501 |
| New Castle | 446.4 | .1780 | 12.1 | 1,047 | 81.3 | 165.9 | .1789 | 6,959,852 | .1989 | 4,053,173 | .2243 | .2024 | .1685 | .1842 | .2008 |
| *Cecil, Md.* | 72.5 | .0289 | 20.0 | 208 | 94.8 | 25.1 | .0270 | 977,159 | .0280 | 470,232 | .0261 | .0275 | .0213 | .0259 | .0245 |
| *Salem, N. J.* | 65.5 | .0261 | 1.3 | 194 | 84.1 | 23.9 | .0258 | 1,090,948 | .0311 | 376,386 | .0208 | .0270 | .0188 | .0211 | .0248 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Kent | 112.0 | .0446 | 14.0 | 190 | 79.2 | 40.0 | .0431 | 1,346,070 | .0384 | 1,045,870 | .0578 | .0454 | .0460 | .0526 | .0399 |
| New Castle | 446.4 | .1780 | 12.1 | 1,047 | 81.3 | 165.9 | .1789 | 6,959,852 | .1989 | 4,053,173 | .2243 | .2024 | .1685 | .1842 | .2008 |
| Sussex | 114.8 | .0458 | 17.1 | 122 | 82.1 | 44.3 | .0478 | 1,355,076 | .0388 | 942,048 | .0521 | .0441 | .0526 | .0573 | .0444 |
| **TOTAL METRO COUNTIES** | 446.4 | .1780 | 12.1 | 1,047 | 81.3 | 165.9 | .1789 | 6,959,852 | .1989 | 4,053,173 | .2243 | .2024 | .1685 | .1842 | .2008 |
| **TOTAL STATE** | 673.2 | .2684 | 13.3 | 344 | 81.1 | 250.2 | .2698 | 9,660,998 | .2761 | 6,041,091 | .3342 | .2919 | .2671 | .2941 | .2851 |
| **DISTRICT OF COLUMBIA** | | | | | | | | | | | | | | | |
| **WASHINGTON** | 3,988.4 | 1.5900 | 22.7 | 1,005 | 67.4 | 1,482.7 | 1.5990 | 79,218,897 | 2.2639 | 32,925,657 | 1.8222 | 1.9964 | 1.1375 | 1.3801 | 2.1039 |
| District of Columbia | 604.2 | .2409 | -5.4 | 9,840 | 31.5 | 248.4 | .2679 | 10,665,993 | .3048 | 3,815,320 | .2112 | .2639 | .2481 | .2463 | .2700 |
| *Calvert, Md.* | 53.0 | .0211 | 53.0 | 246 | 83.8 | 17.5 | .0189 | 790,519 | .0226 | 208,192 | .0116 | .0189 | .0132 | .0139 | .0182 |
| *Charles, Md.* | 103.6 | .0413 | 42.4 | 225 | 79.7 | 33.8 | .0365 | 1,487,003 | .0424 | 641,624 | .0355 | .0403 | .0256 | .0304 | .0420 |
| *Frederick, Md.* | 153.3 | .0611 | 33.5 | 231 | 93.4 | 53.7 | .0579 | 2,344,855 | .0670 | 1,096,022 | .0607 | .0639 | .0453 | .0541 | .0637 |
| *Montgomery, Md.* | 777.3 | .3099 | 34.2 | 1,572 | 78.5 | 289.9 | .3126 | 18,261,900 | .5218 | 6,575,212 | .3639 | .4320 | .2018 | .2451 | .4595 |
| *Prince George's, Md.* | 736.0 | .2935 | 10.7 | 1,513 | 43.4 | 260.5 | .2809 | 13,134,629 | .3754 | 6,260,391 | .3464 | .3504 | .1875 | .2562 | .3619 |
| *Alexandria city, Va.* | 111.4 | .0444 | 7.9 | 7,281 | 73.0 | 53.4 | .0576 | 2,763,066 | .0790 | 1,461,402 | .0809 | .0727 | .0375 | .0535 | .0712 |
| *Arlington, Va.* | 171.3 | .0683 | 12.3 | 6,614 | 81.5 | 78.7 | .0849 | 3,964,787 | .1133 | 1,376,967 | .0762 | .0932 | .0518 | .0707 | .0888 |
| *Fairfax, Va.* | 838.4 | .3343 | 40.7 | 2,119 | 82.9 | 299.6 | .3231 | 18,826,707 | .5380 | 7,158,930 | .3961 | .4547 | .2007 | .2501 | .5033 |
| *Fairfax city, Va.* | 19.6 | .0078 | -4.6 | 3,161 | 87.0 | 7.4 | .0080 | 473,530 | .0135 | 844,233 | .0467 | .0224 | .0089 | .0174 | .0208 |
| *Falls Church city, Va.* | 9.6 | .0038 | .9 | 4,800 | 91.2 | 4.2 | .0046 | 243,451 | .0070 | 284,742 | .0157 | .0090 | .0049 | .0067 | .0102 |
| *Loudoun, Va.* | 88.6 | .0353 | 54.3 | 170 | 90.1 | 31.4 | .0338 | 1,484,234 | .0424 | 689,950 | .0382 | .0396 | .0274 | .0295 | .0372 |
| *Manassas city, Va.* | 29.0 | .0115 | 87.0 | 2,900 | 85.8 | 9.8 | .0106 | 406,253 | .0117 | 647,342 | .0359 | .0188 | .0168 | .0173 | .0155 |
| *Manassas Park city, Va.* | 6.8 | .0027 | 4.2 | 3,778 | 89.6 | 2.2 | .0023 | 81,873 | .0023 | 7,503 | .0004 | .0018 | .0011 | .0016 | .0023 |
| *Prince William, Va.* | 223.0 | .0889 | 54.2 | 659 | 84.5 | 72.1 | .0778 | 3,416,014 | .0977 | 1,549,532 | .0858 | .0922 | .0515 | .0685 | .1178 |
| *Stafford, Va.* | 63.3 | .0252 | 56.4 | 234 | 91.2 | 20.1 | .0216 | 874,083 | .0250 | 308,287 | .0170 | .0226 | .0154 | .0188 | .0215 |
| **TOTAL METRO COUNTIES** | 604.2 | .2409 | -5.4 | 9,840 | 31.5 | 248.4 | .2679 | 10,665,993 | .3048 | 3,815,320 | .2112 | .2639 | .2481 | .2463 | .2700 |
| **TOTAL STATE** | 604.2 | .2409 | -5.4 | 9,840 | 31.5 | 248.4 | .2679 | 10,665,993 | .3048 | 3,815,320 | .2112 | .2639 | .2481 | .2463 | .2700 |
| **FLORIDA** | | | | | | | | | | | | | | | |
| **BRADENTON** | 215.6 | .0859 | 45.2 | 291 | 91.3 | 92.8 | .1001 | 3,060,669 | .0875 | 1,571,315 | .0869 | .0870 | .1009 | .1072 | .0825 |
| Manatee | 215.6 | .0859 | 45.2 | 291 | 91.3 | 92.8 | .1001 | 3,060,669 | .0875 | 1,571,315 | .0869 | .0870 | .1009 | .1072 | .0825 |
| **DAYTONA BEACH** | 379.8 | .1514 | 46.8 | 343 | 90.0 | 157.3 | .1697 | 5,030,289 | .1437 | 2,867,877 | .1587 | .1498 | .1853 | .1870 | .1388 |
| Volusia | 379.8 | .1514 | 46.8 | 343 | 90.0 | 157.3 | .1697 | 5,030,289 | .1437 | 2,867,877 | .1587 | .1498 | .1853 | .1870 | .1388 |
| **FORT LAUDERDALE - HOLLYWOOD - POMPANO BEACH** | 1,278.4 | .5098 | 25.5 | 1,057 | 82.5 | 538.2 | .5804 | 21,697,400 | .6200 | 12,064,658 | .6676 | .6122 | .5199 | .6019 | .6252 |
| Broward | 1,278.4 | .5098 | 25.5 | 1,057 | 82.5 | 538.2 | .5804 | 21,697,400 | .6200 | 12,064,658 | .6676 | .6122 | .5199 | .6019 | .6252 |
| **FORT MYERS - CAPE CORAL** | 345.2 | .1376 | 68.2 | 430 | 92.5 | 144.4 | .1557 | 5,210,253 | .1489 | 3,103,309 | .1717 | .1534 | .1464 | .1769 | .1577 |
| Lee | 345.2 | .1376 | 68.2 | 430 | 92.5 | 144.4 | .1557 | 5,210,253 | .1489 | 3,103,309 | .1717 | .1534 | .1464 | .1769 | .1577 |
| **FORT PIERCE** | 258.9 | .1032 | 71.2 | 229 | 86.8 | 104.4 | .1126 | 3,484,750 | .0997 | 2,039,160 | .1129 | .1042 | .1183 | .1200 | .1036 |
| Martin | 103.9 | .0414 | 62.3 | 187 | 93.1 | 44.3 | .0478 | 1,566,145 | .0448 | 970,089 | .0537 | .0468 | .0489 | .0515 | .0504 |
| St. Lucie | 155.0 | .0618 | 77.8 | 271 | 82.6 | 60.1 | .0648 | 1,918,605 | .0549 | 1,069,071 | .0592 | .0574 | .0694 | .0685 | .0532 |
| **FORT WALTON BEACH** | 146.9 | .0586 | 33.6 | 157 | 87.6 | 54.5 | .0588 | 1,899,967 | .0543 | 1,124,378 | .0622 | .0575 | .0542 | .0679 | .0545 |
| Okaloosa | 146.9 | .0586 | 33.6 | 157 | 87.6 | 54.5 | .0588 | 1,899,967 | .0543 | 1,124,378 | .0622 | .0575 | .0542 | .0679 | .0545 |
| **GAINESVILLE** | 206.6 | .0824 | 20.5 | 177 | 78.2 | 79.5 | .0856 | 2,508,760 | .0717 | 1,576,875 | .0872 | .0786 | .1067 | .0882 | .0692 |
| Alachua | 183.9 | .0733 | 21.5 | 210 | 78.1 | 72.2 | .0778 | 2,312,525 | .0660 | 1,461,438 | .0808 | .0721 | .0967 | .0802 | .0638 |
| Bradford | 22.7 | .0091 | 13.4 | 77 | 78.9 | 7.3 | .0078 | 196,235 | .0057 | 115,437 | .0064 | .0065 | .0100 | .0080 | .0054 |
| **JACKSONVILLE** | 927.1 | .3696 | 28.4 | 352 | 77.9 | 351.5 | .3790 | 12,677,224 | .3622 | 7,337,701 | .4060 | .3768 | .3734 | .3915 | .3623 |
| Clay | 109.0 | .0434 | 62.6 | 181 | 92.6 | 37.7 | .0406 | 1,472,644 | .0421 | 760,296 | .0421 | .0423 | .0347 | .0405 | .0468 |
| Duval | 686.7 | .2738 | 20.3 | 887 | 73.2 | 262.7 | .2833 | 9,482,209 | .2709 | 5,735,224 | .3173 | .2855 | .2817 | .2956 | .2725 |
| Nassau | 45.0 | .0179 | 36.8 | 69 | 89.2 | 16.6 | .0179 | 478,831 | .0137 | 261,546 | .0145 | .0148 | .0208 | .0172 | .0134 |
| St. Johns | 86.4 | .0345 | 68.4 | 142 | 90.6 | 34.5 | .0372 | 1,243,540 | .0355 | 580,635 | .0321 | .0342 | .0362 | .0382 | .0296 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Population (Thousands) | % Of U.S. | % Change 1980-90 | Pop. Per Sq. Mi. (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **FLORIDA (continued)** | | | | | | | | | | | | | | | |
| **LAKELAND - WINTER HAVEN** | **411.9** | **.1642** | **28.1** | **220** | **85.6** | **158.6** | **.1710** | **5,077,650** | **.1451** | **2,805,105** | **.1552** | **.1520** | **.1821** | **.1827** | **.1399** |
| Polk | 411.9 | .1642 | 28.1 | 220 | 85.6 | 158.6 | .1710 | 5,077,650 | .1451 | 2,805,105 | .1552 | .1520 | .1821 | .1827 | .1399 |
| **MELBOURNE - TITUSVILLE - PALM BAY** | **408.8** | **.1629** | **49.8** | **401** | **90.3** | **165.4** | **.1784** | **5,509,385** | **.1574** | **2,964,038** | **.1640** | **.1605** | **.1699** | **.1872** | **.1516** |
| Brevard | 408.8 | .1629 | 49.8 | 401 | 90.3 | 165.4 | .1784 | 5,509,385 | .1574 | 2,964,038 | .1640 | .1605 | .1699 | .1872 | .1516 |
| **MIAMI - HIALEAH** | **1,963.0** | **.7826** | **20.8** | **1,010** | **77.4** | **701.8** | **.7568** | **25,533,002** | **.7296** | **15,113,192** | **.8363** | **.7723** | **.8032** | **.7786** | **.8207** |
| Dade | 1,963.0 | .7826 | 20.8 | 1,010 | 77.4 | 701.8 | .7568 | 25,533,002 | .7296 | 15,113,192 | .8363 | .7723 | .8032 | .7786 | .8207 |
| ***MIAMI - FORT LAUDERDALE CONSOLIDATED AREA*** | ***3,241.4*** | ***1.2924*** | ***22.6*** | ***1,028*** | ***79.4*** | ***1,240.0*** | ***1.3372*** | ***47,230,402*** | ***1.3496*** | ***27,177,850*** | ***1.5039*** | ***1.3845*** | ***1.3231*** | ***1.3805*** | ***1.4459*** |
| **NAPLES** | **157.4** | **.0628** | **83.1** | **78** | **94.4** | **63.9** | **.0689** | **2,290,240** | **.0655** | **1,399,666** | **.0774** | **.0685** | **.0800** | **.0740** | **.0797** |
| Collier | 157.4 | .0628 | 83.1 | 78 | 94.4 | 63.9 | .0689 | 2,290,240 | .0655 | 1,399,666 | .0774 | .0685 | .0800 | .0740 | .0797 |
| **OCALA** | **200.5** | **.0800** | **63.7** | **127** | **86.5** | **80.5** | **.0868** | **2,175,470** | **.0621** | **1,408,163** | **.0779** | **.0705** | **.1065** | **.1012** | **.0597** |
| Marion | 200.5 | .0800 | 63.7 | 127 | 86.5 | 80.5 | .0868 | 2,175,470 | .0621 | 1,408,163 | .0779 | .0705 | .1065 | .1012 | .0597 |
| **ORLANDO** | **1,104.8** | **.4404** | **57.8** | **435** | **85.0** | **414.1** | **.4466** | **15,279,293** | **.4366** | **9,895,768** | **.5476** | **.4708** | **.4314** | **.4982** | **.4553** |
| Orange | 697.1 | .2780 | 48.0 | 763 | 82.0 | 262.6 | .2832 | 9,746,655 | .2785 | 6,803,516 | .3764 | .3078 | .2747 | .3251 | .2884 |
| Osceola | 111.8 | .0445 | 126.8 | 85 | 92.4 | 40.7 | .0439 | 1,100,960 | .0315 | 866,824 | .0480 | .0391 | .0541 | .0541 | .0299 |
| Seminole | 295.9 | .1179 | 64.6 | 960 | 89.5 | 110.8 | .1195 | 4,431,678 | .1266 | 2,225,428 | .1232 | .1239 | .1026 | .1190 | .1370 |
| **PANAMA CITY** | **129.2** | **.0515** | **32.2** | **169** | **86.6** | **49.8** | **.0537** | **1,317,508** | **.0376** | **1,089,654** | **.0603** | **.0473** | **.0727** | **.0651** | **.0419** |
| Bay | 129.2 | .0515 | 32.2 | 169 | 86.6 | 49.8 | .0537 | 1,317,508 | .0376 | 1,089,654 | .0603 | .0473 | .0727 | .0651 | .0419 |
| **PENSACOLA** | **348.8** | **.1390** | **20.4** | **208** | **80.9** | **130.2** | **.1404** | **4,425,231** | **.1265** | **2,399,482** | **.1328** | **.1309** | **.1413** | **.1437** | **.1265** |
| Escambia | 265.4 | .1058 | 13.5 | 400 | 76.9 | 99.6 | .1074 | 3,381,606 | .0967 | 2,065,657 | .1143 | .1037 | .1095 | .1139 | .1018 |
| Santa Rosa | 83.4 | .0332 | 49.0 | 82 | 93.8 | 30.6 | .0330 | 1,043,625 | .0298 | 333,825 | .0185 | .0272 | .0318 | .0298 | .0247 |
| **SARASOTA** | **282.7** | **.1128** | **39.8** | **494** | **95.0** | **127.8** | **.1378** | **4,433,741** | **.1267** | **2,865,270** | **.1585** | **.1334** | **.1342** | **.1569** | **.1397** |
| Sarasota | 282.7 | .1128 | 39.8 | 494 | 95.0 | 127.8 | .1378 | 4,433,741 | .1267 | 2,865,270 | .1585 | .1334 | .1342 | .1569 | .1397 |
| **TALLAHASSEE** | **237.3** | **.0945** | **24.7** | **201** | **68.4** | **89.8** | **.0967** | **3,054,233** | **.0873** | **1,740,057** | **.0963** | **.0914** | **.1064** | **.0994** | **.0871** |
| Gadsden | 41.3 | .0164 | −.9 | 80 | 41.8 | 13.5 | .0145 | 321,771 | .0092 | 180,861 | .0100 | .0108 | .0207 | .0146 | .0082 |
| Leon | 196.0 | .0781 | 31.8 | 294 | 74.0 | 76.3 | .0822 | 2,732,462 | .0781 | 1,559,196 | .0863 | .0806 | .0857 | .0848 | .0789 |
| **TAMPA - ST. PETERSBURG - CLEARWATER** | **2,110.1** | **.8413** | **30.8** | **826** | **89.5** | **887.4** | **.9569** | **29,695,225** | **.8486** | **16,910,792** | **.9359** | **.8733** | **.9685** | **1.0443** | **.8358** |
| Hernando | 105.7 | .0421 | 137.7 | 221 | 95.5 | 44.2 | .0477 | 1,224,103 | .0350 | 507,039 | .0281 | .0343 | .0483 | .0536 | .0312 |
| Hillsborough | 853.5 | .3403 | 31.9 | 812 | 84.9 | 332.7 | .3587 | 11,569,930 | .3306 | 6,646,071 | .3678 | .3437 | .3674 | .3688 | .3449 |
| Pasco | 287.5 | .1147 | 48.5 | 386 | 97.2 | 124.5 | .1342 | 3,511,926 | .1003 | 1,822,492 | .1009 | .1034 | .1453 | .1589 | .0934 |
| Pinellas | 863.4 | .3442 | 18.5 | 3,081 | 90.7 | 386.0 | .4163 | 13,389,266 | .3827 | 7,935,190 | .4391 | .3919 | .4075 | .4630 | .3663 |
| **WEST PALM BEACH - BOCA RATON - DELRAY BEACH** | **896.4** | **.3574** | **55.4** | **441** | **86.2** | **379.8** | **.4096** | **16,306,397** | **.4660** | **8,040,924** | **.4449** | **.4378** | **.3599** | **.4006** | **.4678** |
| Palm Beach | 896.4 | .3574 | 55.4 | 441 | 86.2 | 379.8 | .4096 | 16,306,397 | .4660 | 8,040,924 | .4449 | .4378 | .3599 | .4006 | .4678 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Alachua | 183.9 | .0733 | 21.5 | 210 | 78.1 | 72.2 | .0778 | 2,312,525 | .0660 | 1,461,438 | .0808 | .0721 | .0967 | .0802 | .0638 |
| Baker | 18.8 | .0075 | 23.0 | 32 | 84.4 | 5.7 | .0062 | 166,329 | .0048 | 49,711 | .0028 | .0046 | .0068 | .0061 | .0040 |
| Bay | 129.2 | .0515 | 32.2 | 169 | 86.6 | 49.8 | .0537 | 1,317,508 | .0376 | 1,089,654 | .0603 | .0473 | .0727 | .0651 | .0419 |
| Bradford | 22.7 | .0091 | 13.4 | 77 | 78.9 | 7.3 | .0078 | 196,235 | .0057 | 115,437 | .0064 | .0065 | .0100 | .0080 | .0054 |
| Brevard | 408.8 | .1629 | 49.8 | 401 | 90.3 | 165.4 | .1784 | 5,509,385 | .1574 | 2,964,038 | .1640 | .1605 | .1699 | .1872 | .1516 |
| Broward | 1,278.4 | .5098 | 25.5 | 1,057 | 82.5 | 538.2 | .5804 | 21,697,400 | .6200 | 12,064,658 | .6676 | .6122 | .5199 | .6019 | .6252 |
| Calhoun | 11.2 | .0044 | 20.5 | 20 | 83.4 | 3.9 | .0042 | 91,602 | .0027 | 43,189 | .0024 | .0029 | .0055 | .0041 | .0021 |
| Charlotte | 114.9 | .0458 | 96.5 | 166 | 95.2 | 50.2 | .0541 | 1,507,253 | .0430 | 597,965 | .0331 | .0407 | .0552 | .0583 | .0395 |
| Citrus | 96.7 | .0386 | 76.8 | 166 | 96.9 | 42.0 | .0453 | 1,105,925 | .0316 | 530,020 | .0293 | .0323 | .0530 | .0499 | .0277 |
| Clay | 109.0 | .0434 | 62.6 | 181 | 92.6 | 37.7 | .0406 | 1,472,644 | .0421 | 760,296 | .0421 | .0423 | .0347 | .0405 | .0468 |
| Collier | 157.4 | .0628 | 83.1 | 78 | 94.4 | 63.9 | .0689 | 2,290,240 | .0655 | 1,399,666 | .0774 | .0685 | .0800 | .0740 | .0797 |
| Columbia | 43.1 | .0172 | 21.8 | 54 | 81.1 | 15.8 | .0171 | 449,064 | .0128 | 341,154 | .0189 | .0155 | .0220 | .0189 | .0129 |
| Dade | 1,963.0 | .7826 | 20.8 | 1,010 | 77.4 | 701.8 | .7568 | 25,533,002 | .7296 | 15,113,192 | .8363 | .7723 | .8032 | .7786 | .8207 |
| De Soto | 24.2 | .0097 | 27.1 | 38 | 83.4 | 8.4 | .0090 | 230,145 | .0066 | 119,175 | .0066 | .0072 | .0118 | .0099 | .0050 |
| Dixie | 10.8 | .0043 | 39.3 | 15 | 90.9 | 4.0 | .0043 | 96,574 | .0028 | 42,031 | .0023 | .0029 | .0064 | .0045 | .0022 |
| Duval | 686.7 | .2738 | 20.3 | 887 | 73.2 | 262.7 | .2833 | 9,482,209 | .2709 | 5,735,224 | .3173 | .2855 | .2817 | .2956 | .2725 |
| Escambia | 265.4 | .1058 | 13.5 | 400 | 76.9 | 99.6 | .1074 | 3,381,606 | .0967 | 2,065,657 | .1143 | .1037 | .1095 | .1139 | .1018 |
| Flagler | 30.2 | .0120 | 176.7 | 62 | 90.6 | 12.5 | .0135 | 327,653 | .0093 | 132,489 | .0074 | .0093 | .0151 | .0143 | .0073 |
| Franklin | 9.1 | .0037 | 18.8 | 17 | 86.9 | 3.7 | .0040 | 94,030 | .0027 | 38,130 | .0021 | .0028 | .0059 | .0037 | .0022 |
| Gadsden | 41.3 | .0164 | −.9 | 80 | 41.8 | 13.5 | .0145 | 321,771 | .0092 | 180,861 | .0100 | .0108 | .0207 | .0146 | .0082 |
| Gilchrist | 9.9 | .0040 | 71.7 | 28 | 90.8 | 3.4 | .0037 | 82,911 | .0024 | 23,674 | .0013 | .0023 | .0046 | .0034 | .0018 |
| Glades | 7.7 | .0031 | 28.5 | 10 | 81.9 | 2.9 | .0031 | 71,290 | .0020 | 11,635 | .0006 | .0020 | .0039 | .0030 | .0016 |
| Gulf | 11.6 | .0046 | 8.8 | 21 | 80.6 | 4.4 | .0048 | 119,346 | .0034 | 44,646 | .0025 | .0034 | .0060 | .0038 | .0031 |
| Hamilton | 11.1 | .0044 | 26.7 | 22 | 59.9 | 3.6 | .0039 | 95,030 | .0028 | 54,779 | .0030 | .0031 | .0049 | .0039 | .0025 |
| Hardee | 19.5 | .0078 | −4.2 | 31 | 93.9 | 6.4 | .0069 | 147,428 | .0042 | 109,247 | .0061 | .0054 | .0111 | .0075 | .0038 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/90 Population (Thousands) | % Of U.S. | % Change 1980-90 | Pop Per Sq Mi (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **FLORIDA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Hendry | 26.4 | .0105 | 41.9 | 23 | 80.4 | 8.6 | .0092 | 252,523 | .0072 | 134,734 | .0074 | .0079 | .0123 | .0092 | .0064 |
| Hernando | 105.7 | .0421 | 137.7 | 221 | 95.5 | 44.2 | .0477 | 1,224,103 | .0350 | 507,039 | .0281 | .0343 | .0483 | .0536 | .0312 |
| Highlands | 70.2 | .0280 | 47.7 | 68 | 89.1 | 30.3 | .0327 | 841,123 | .0240 | 484,733 | .0268 | .0258 | .0397 | .0356 | .0215 |
| Hillsborough | 853.5 | .3403 | 31.9 | 812 | 84.9 | 332.7 | .3587 | 11,569,930 | .3306 | 6,646,071 | .3678 | .3437 | .3674 | .3688 | .3449 |
| Holmes | 15.9 | .0064 | 8.0 | 33 | 93.3 | 5.8 | .0063 | 141,812 | .0041 | 50,171 | .0028 | .0041 | .0078 | .0057 | .0032 |
| Indian River | 92.5 | .0369 | 54.4 | 184 | 91.0 | 39.0 | .0420 | 1,411,222 | .0403 | 720,607 | .0398 | .0396 | .0459 | .0446 | .0373 |
| Jackson | 41.7 | .0166 | 6.5 | 46 | 72.9 | 14.6 | .0158 | 382,361 | .0109 | 249,968 | .0139 | .0129 | .0209 | .0166 | .0126 |
| Jefferson | 11.4 | .0045 | 6.5 | 19 | 56.5 | 4.0 | .0043 | 102,941 | .0030 | 45,445 | .0025 | .0031 | .0057 | .0040 | .0026 |
| Lafayette | 5.7 | .0023 | 41.3 | 11 | 84.7 | 1.9 | .0019 | 48,577 | .0014 | 7,551 | .0004 | .0012 | .0023 | .0016 | .0011 |
| Lake | 155.9 | .0622 | 48.7 | 164 | 90.0 | 65.2 | .0704 | 1,981,915 | .0566 | 1,043,787 | .0578 | .0582 | .0753 | .0800 | .0495 |
| Lee | 345.2 | .1376 | 68.2 | 430 | 92.5 | 144.4 | .1557 | 5,210,253 | .1489 | 3,103,309 | .1717 | .1534 | .1464 | .1769 | .1577 |
| Leon | 196.0 | .0781 | 31.8 | 294 | 74.0 | 76.3 | .0822 | 2,732,462 | .0781 | 1,559,196 | .0863 | .0806 | .0857 | .0848 | .0789 |
| Levy | 26.4 | .0106 | 32.9 | 24 | 86.8 | 10.3 | .0111 | 251,799 | .0072 | 129,778 | .0071 | .0078 | .0151 | .0121 | .0054 |
| Liberty | 5.6 | .0022 | 31.5 | 7 | 80.9 | 1.7 | .0019 | 50,121 | .0014 | 12,166 | .0007 | .0014 | .0021 | .0018 | .0010 |
| Madison | 16.7 | .0067 | 12.1 | 24 | 57.8 | 5.6 | .0060 | 143,760 | .0041 | 64,215 | .0036 | .0045 | .0075 | .0058 | .0038 |
| Manatee | 215.6 | .0859 | 45.2 | 291 | 91.3 | 92.8 | .1001 | 3,060,669 | .0875 | 1,571,315 | .0869 | .0870 | .1009 | .1072 | .0825 |
| Marion | 200.5 | .0800 | 63.7 | 127 | 86.5 | 80.5 | .0868 | 2,175,470 | .0621 | 1,408,163 | .0779 | .0705 | .1065 | .1012 | .0597 |
| Martin | 103.9 | .0414 | 62.3 | 187 | 93.1 | 44.3 | .0478 | 1,566,145 | .0448 | 970,089 | .0537 | .0468 | .0489 | .0515 | .0504 |
| Monroe | 79.3 | .0316 | 25.5 | 80 | 93.4 | 34.2 | .0368 | 1,160,993 | .0332 | 762,017 | .0422 | .0354 | .0426 | .0435 | .0325 |
| Nassau | 45.0 | .0179 | 36.8 | 69 | 89.2 | 16.6 | .0179 | 478,831 | .0137 | 261,546 | .0145 | .0148 | .0208 | .0172 | .0134 |
| Okaloosa | 146.9 | .0586 | 33.6 | 157 | 87.6 | 54.5 | .0588 | 1,899,967 | .0543 | 1,124,378 | .0622 | .0575 | .0542 | .0679 | .0545 |
| Okeechobee | 30.4 | .0121 | 50.0 | 39 | 92.2 | 10.5 | .0113 | 275,010 | .0078 | 187,742 | .0104 | .0095 | .0163 | .0133 | .0069 |
| Orange | 697.1 | .2780 | 48.0 | 768 | 82.0 | 262.6 | .2832 | 9,746,655 | .2785 | 6,803,516 | .3764 | .3078 | .2747 | .3251 | .2884 |
| Osceola | 111.8 | .0445 | 126.8 | 85 | 92.4 | 40.7 | .0439 | 1,100,960 | .0315 | 866,824 | .0480 | .0391 | .0541 | .0541 | .0299 |
| Palm Beach | 896.4 | .3574 | 55.4 | 441 | 86.2 | 379.8 | .4096 | 16,306,397 | .4660 | 8,040,924 | .4449 | .4378 | .3599 | .4006 | .4678 |
| Pasco | 287.5 | .1147 | 48.5 | 386 | 97.2 | 124.5 | .1342 | 3,511,926 | .1003 | 1,822,492 | .1009 | .1034 | .1453 | .1589 | .0934 |
| Pinellas | 863.4 | .3442 | 18.5 | 3,081 | 90.7 | 386.0 | .4163 | 13,389,266 | .3827 | 7,935,190 | .4391 | .3919 | .4075 | .4630 | .3663 |
| Polk | 411.9 | .1642 | 28.1 | 220 | 85.6 | 158.6 | .1710 | 5,077,650 | .1451 | 2,805,105 | .1552 | .1520 | .1821 | .1827 | .1399 |
| Putnam | 66.0 | .0263 | 30.6 | 91 | 81.0 | 25.4 | .0274 | 746,761 | .0213 | 329,061 | .0182 | .0215 | .0331 | .0263 | .0182 |
| St. Johns | 86.4 | .0345 | 68.4 | 142 | 90.6 | 34.5 | .0372 | 1,243,540 | .0355 | 580,635 | .0321 | .0342 | .0362 | .0382 | .0296 |
| St. Lucie | 155.0 | .0618 | 77.8 | 271 | 82.6 | 60.1 | .0648 | 1,918,605 | .0549 | 1,069,071 | .0592 | .0574 | .0694 | .0685 | .0532 |
| Santa Rosa | 83.4 | .0332 | 49.0 | 82 | 93.8 | 30.6 | .0330 | 1,043,625 | .0298 | 333,825 | .0185 | .0272 | .0318 | .0298 | .0247 |
| Sarasota | 282.7 | .1128 | 39.8 | 494 | 95.0 | 127.8 | .1378 | 4,433,741 | .1267 | 2,865,270 | .1585 | .1334 | .1342 | .1569 | .1397 |
| Seminole | 295.9 | .1179 | 64.6 | 960 | 89.5 | 110.8 | .1195 | 4,431,678 | .1266 | 2,225,428 | .1232 | .1239 | .1026 | .1190 | .1370 |
| Sumter | 32.1 | .0128 | 32.3 | 59 | 83.2 | 12.3 | .0132 | 291,967 | .0084 | 156,219 | .0086 | .0094 | .0181 | .0137 | .0062 |
| Suwannee | 27.1 | .0108 | 21.6 | 39 | 84.7 | 10.2 | .0110 | 287,327 | .0082 | 128,917 | .0071 | .0083 | .0136 | .0110 | .0067 |
| Taylor | 17.2 | .0069 | 4.0 | 17 | 81.0 | 6.4 | .0069 | 188,613 | .0054 | 121,484 | .0068 | .0061 | .0096 | .0063 | .0052 |
| Union | 10.2 | .0041 | .3 | 42 | 76.1 | 2.6 | .0028 | 86,433 | .0025 | 18,222 | .0010 | .0023 | .0033 | .0025 | .0017 |
| Volusia | 379.8 | .1514 | 46.8 | 343 | 90.0 | 157.3 | .1697 | 5,030,289 | .1437 | 2,867,877 | .1587 | .1498 | .1853 | .1870 | .1388 |
| Wakulla | 14.5 | .0058 | 33.2 | 24 | 86.3 | 5.3 | .0057 | 149,822 | .0043 | 42,140 | .0023 | .0040 | .0066 | .0053 | .0037 |
| Walton | 28.3 | .0113 | 32.9 | 27 | 91.3 | 11.5 | .0124 | 292,982 | .0084 | 111,072 | .0061 | .0083 | .0164 | .0115 | .0073 |
| Washington | 17.1 | .0068 | 17.9 | 29 | 83.2 | 6.5 | .0070 | 163,589 | .0046 | 48,729 | .0027 | .0046 | .0092 | .0063 | .0038 |
| **TOTAL METRO COUNTIES** | **12,009.4** | **4.7879** | **35.2** | **407** | **84.4** | **4,771.7** | **5.1455** | **170,666,687** | **4.8770** | **98,317,384** | **5.4403** | **5.0282** | **5.1612** | **5.4725** | **4.9995** |
| **TOTAL STATE** | **13,218.8** | **5.2704** | **35.6** | **245** | **84.7** | **5,250.4** | **5.6617** | **184,502,918** | **5.2724** | **105,303,987** | **5.8269** | **5.4385** | **5.7768** | **6.0205** | **5.3518** |
| **GEORGIA** | | | | | | | | | | | | | | | |
| **ALBANY** | **112.3** | **.0448** | **-.1** | **164** | **53.1** | **39.3** | **.0425** | **1,218,415** | **.0348** | **829,827** | **.0460** | **.0402** | **.0516** | **.0440** | **.0391** |
| Dougherty | 95.8 | .0382 | -4.9 | 291 | 48.4 | 34.0 | .0367 | 1,014,827 | .0290 | 817,698 | .0453 | .0357 | .0475 | .0404 | .0345 |
| Lee | 16.5 | .0066 | 41.2 | 46 | 80.4 | 5.3 | .0058 | 203,588 | .0058 | 12,129 | .0007 | .0045 | .0041 | .0036 | .0046 |
| **ATHENS** | **158.1** | **.0630** | **21.6** | **169** | **79.6** | **58.5** | **.0631** | **1,785,102** | **.0510** | **1,012,485** | **.0561** | **.0549** | **.0703** | **.0679** | **.0492** |
| Clarke | 88.3 | .0352 | 18.5 | 731 | 70.8 | 33.5 | .0361 | 1,045,481 | .0299 | 784,265 | .0434 | .0350 | .0443 | .0410 | .0302 |
| Jackson | 30.5 | .0121 | 20.3 | 89 | 90.0 | 10.9 | .0118 | 327,977 | .0094 | 155,593 | .0086 | .0096 | .0126 | .0121 | .0087 |
| Madison | 21.3 | .0085 | 20.0 | 75 | 90.9 | 7.8 | .0084 | 191,808 | .0055 | 30,456 | .0017 | .0049 | .0085 | .0092 | .0042 |
| Oconee | 18.0 | .0072 | 44.8 | 97 | 91.9 | 6.3 | .0068 | 219,836 | .0062 | 42,171 | .0024 | .0054 | .0049 | .0056 | .0061 |
| **ATLANTA** | **2,914.8** | **1.1623** | **36.3** | **569** | **71.7** | **1,087.0** | **1.1723** | **44,471,418** | **1.2711** | **24,167,781** | **1.3371** | **1.2695** | **1.0027** | **1.1604** | **1.3274** |
| Barrow | 30.4 | .0121 | 42.4 | 187 | 87.8 | 10.9 | .0117 | 308,527 | .0088 | 166,468 | .0092 | .0096 | .0131 | .0126 | .0087 |
| Butts | 15.6 | .0062 | 14.2 | 84 | 64.1 | 4.8 | .0052 | 168,926 | .0049 | 101,084 | .0056 | .0052 | .0059 | .0056 | .0038 |
| Cherokee | 95.0 | .0379 | 83.8 | 224 | 97.5 | 33.0 | .0356 | 1,122,243 | .0321 | 316,103 | .0175 | .0288 | .0269 | .0317 | .0284 |
| Clayton | 184.5 | .0736 | 22.7 | 1,294 | 71.8 | 66.4 | .0716 | 2,593,497 | .0741 | 1,897,628 | .1050 | .0834 | .0575 | .0800 | .0886 |
| Cobb | 464.9 | .1854 | 56.2 | 1,367 | 87.7 | 177.9 | .1918 | 8,789,874 | .2512 | 4,401,597 | .2436 | .2358 | .1278 | .1774 | .2553 |
| Coweta | 55.2 | .0220 | 40.6 | 125 | 77.1 | 19.4 | .0210 | 652,861 | .0186 | 310,354 | .0172 | .0189 | .0221 | .0197 | .0170 |
| De Kalb | 555.7 | .2215 | 15.0 | 2,071 | 53.2 | 212.6 | .2293 | 9,057,291 | .2588 | 5,293,432 | .2929 | .2617 | .1847 | .2384 | .2798 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES | | | | | | | | | | | | | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Population (Thousands) | % Of U.S. | % Change 1980-90 | Pop. Per Sq. Mi. (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **GEORGIA (continued)** | | | | | | | | | | | | | | | |
| **ATLANTA (continued)** | | | | | | | | | | | | | | | |
| Douglas | 72.8 | .0291 | 33.4 | 365 | 91.1 | 24.9 | .0269 | 937,684 | .0268 | 525,651 | .0290 | .0280 | .0219 | .0255 | .0249 |
| Fayette | 65.3 | .0260 | 124.8 | 331 | 92.6 | 22.0 | .0238 | 954,626 | .0273 | 277,080 | .0154 | .0234 | .0187 | .0171 | .0246 |
| Forsyth | 45.6 | .0182 | 63.1 | 202 | 99.5 | 16.5 | .0178 | 568,780 | .0163 | 199,598 | .0111 | .0152 | .0161 | .0171 | .0144 |
| Fulton | 662.8 | .2643 | 12.4 | 1,254 | 48.4 | 262.9 | .2835 | 10,073,140 | .2879 | 6,042,708 | .3343 | .2972 | .3008 | .2892 | .2972 |
| Gwinnett | 370.6 | .1477 | 122.2 | 856 | 91.5 | 133.4 | .1439 | 5,761,556 | .1646 | 3,012,758 | .1667 | .1619 | .1019 | .1372 | .1916 |
| Henry | 60.9 | .0243 | 67.7 | 189 | 89.2 | 20.8 | .0224 | 750,765 | .0215 | 209,950 | .0116 | .0191 | .0179 | .0193 | .0180 |
| Newton | 42.5 | .0169 | 22.6 | 154 | 77.2 | 14.6 | .0158 | 464,954 | .0133 | 221,790 | .0122 | .0136 | .0153 | .0168 | .0131 |
| Paulding | 43.0 | .0172 | 64.7 | 137 | 95.6 | 14.8 | .0159 | 447,700 | .0128 | 193,064 | .0107 | .0130 | .0170 | .0148 | .0113 |
| Rockdale | 55.8 | .0223 | 52.6 | 427 | 90.7 | 18.9 | .0203 | 772,176 | .0221 | 469,157 | .0259 | .0233 | .0176 | .0205 | .0211 |
| Spalding | 55.0 | .0219 | 14.8 | 278 | 70.2 | 19.6 | .0211 | 620,042 | .0178 | 385,617 | .0213 | .0197 | .0230 | .0235 | .0185 |
| Walton | 39.2 | .0157 | 25.6 | 119 | 81.1 | 13.6 | .0147 | 426,776 | .0122 | 144,242 | .0079 | .0117 | .0145 | .0140 | .0111 |
| **AUGUSTA** | **400.1** | **.1594** | **15.7** | **205** | **67.1** | **143.8** | **.1552** | **4,680,756** | **.1338** | **2,849,440** | **.1577** | **.1461** | **.1680** | **.1676** | **.1371** |
| Columbia | 68.1 | .0271 | 69.7 | 235 | 86.4 | 22.5 | .0243 | 845,880 | .0242 | 321,045 | .0178 | .0228 | .0212 | .0229 | .0220 |
| McDuffie | 20.3 | .0081 | 9.5 | 78 | 63.2 | 7.3 | .0079 | 174,889 | .0050 | 145,826 | .0080 | .0065 | .0110 | .0090 | .0062 |
| Richmond | 189.5 | .0755 | 4.3 | 585 | 55.4 | 68.6 | .0740 | 2,215,422 | .0633 | 1,663,207 | .0921 | .0744 | .0843 | .0851 | .0703 |
| *Aiken, S. C.* | *122.2* | *.0487* | *15.7* | *114* | *75.2* | *45.4* | *.0490* | *1,444,565* | *.0413* | *719,362* | *.0398* | *.0424* | *.0515* | *.0506* | *.0386* |
| **COLUMBUS** | **244.5** | **.0975** | **2.2** | **221** | **60.1** | **86.8** | **.0937** | **2,649,504** | **.0758** | **1,697,470** | **.0940** | **.0856** | **.1102** | **.1054** | **.0801** |
| Chattahoochee | 16.7 | .0067 | -23.2 | 67 | 64.3 | 2.8 | .0031 | 195,735 | .0056 | 3,809 | .0002 | .0043 | .0017 | .0037 | .0019 |
| Muscogee | 180.8 | .0721 | 6.3 | 836 | 59.5 | 66.4 | .0716 | 2,007,014 | .0574 | 1,525,798 | .0845 | .0685 | .0845 | .0843 | .0668 |
| *Russell, Ala.* | *47.0* | *.0187* | *-.8* | *73* | *60.9* | *17.6* | *.0190* | *446,755* | *.0128* | *167,863* | *.0093* | *.0128* | *.0240* | *.0174* | *.0114* |
| **MACON - WARNER ROBINS** | **284.0** | **.1131** | **7.7** | **242** | **64.3** | **104.2** | **.1125** | **3,565,592** | **.1019** | **2,138,721** | **.1183** | **.1091** | **.1126** | **.1143** | **.1062** |
| Bibb | 151.3 | .0603 | .7 | 605 | 57.3 | 56.8 | .0613 | 1,862,620 | .0532 | 1,380,440 | .0764 | .0616 | .0682 | .0648 | .0622 |
| Houston | 90.3 | .0360 | 16.4 | 240 | 76.6 | 32.8 | .0354 | 1,194,963 | .0341 | 599,361 | .0331 | .0342 | .0299 | .0356 | .0324 |
| Jones | 21.0 | .0083 | 26.7 | 53 | 74.2 | 7.4 | .0080 | 278,606 | .0080 | 28,350 | .0016 | .0061 | .0057 | .0061 | .0061 |
| Peach | 21.4 | .0085 | 11.7 | 142 | 51.4 | 7.2 | .0078 | 229,403 | .0066 | 130,570 | .0072 | .0072 | .0088 | .0078 | .0055 |
| **SAVANNAH** | **244.6** | **.0975** | **10.9** | **266** | **63.2** | **90.6** | **.0976** | **3,105,856** | **.0888** | **1,886,718** | **.1044** | **.0952** | **.1056** | **.1007** | **.0944** |
| Chatham | 218.3 | .0870 | 7.9 | 496 | 60.4 | 81.6 | .0879 | 2,798,746 | .0800 | 1,797,303 | .0995 | .0872 | .0963 | .0926 | .0869 |
| Effingham | 26.3 | .0105 | 43.5 | 55 | 85.6 | 9.0 | .0097 | 307,110 | .0088 | 89,415 | .0049 | .0080 | .0093 | .0081 | .0075 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Appling | 15.8 | .0063 | 1.5 | 31 | 78.7 | 5.9 | .0063 | 155,862 | .0045 | 78,276 | .0044 | .0048 | .0082 | .0065 | .0046 |
| Atkinson | 6.2 | .0024 | 1.0 | 18 | 73.0 | 2.2 | .0024 | 45,714 | .0013 | 16,782 | .0009 | .0013 | .0037 | .0024 | .0010 |
| Bacon | 9.6 | .0039 | 2.4 | 34 | 84.0 | 3.5 | .0038 | 96,921 | .0028 | 53,136 | .0029 | .0031 | .0048 | .0037 | .0026 |
| Baker | 3.6 | .0014 | -5.5 | 10 | 48.3 | 1.3 | .0014 | 29,548 | .0008 | 2,361 | .0002 | .0008 | .0016 | .0012 | .0006 |
| Baldwin | 39.8 | .0159 | 14.7 | 154 | 56.6 | 12.3 | .0133 | 456,965 | .0131 | 240,350 | .0133 | .0137 | .0142 | .0145 | .0128 |
| Banks | 10.5 | .0042 | 20.7 | 45 | 96.1 | 3.8 | .0041 | 89,991 | .0025 | 30,111 | .0016 | .0026 | .0044 | .0046 | .0020 |
| Barrow | 30.4 | .0121 | 42.4 | 187 | 87.8 | 10.9 | .0117 | 308,527 | .0088 | 166,468 | .0092 | .0096 | .0131 | .0126 | .0087 |
| Bartow | 57.2 | .0228 | 40.3 | 124 | 90.6 | 20.6 | .0222 | 564,430 | .0162 | 328,111 | .0182 | .0180 | .0243 | .0258 | .0153 |
| Ben Hill | 16.3 | .0065 | 1.9 | 65 | 68.3 | 6.0 | .0065 | 143,364 | .0041 | 88,758 | .0049 | .0049 | .0100 | .0066 | .0042 |
| Berrien | 14.3 | .0057 | 5.7 | 32 | 88.0 | 5.2 | .0056 | 133,541 | .0038 | 70,951 | .0039 | .0042 | .0075 | .0063 | .0036 |
| Bibb | 151.3 | .0603 | .7 | 605 | 57.3 | 56.8 | .0613 | 1,862,620 | .0532 | 1,380,440 | .0764 | .0616 | .0682 | .0648 | .0622 |
| Bleckley | 10.4 | .0042 | -3.4 | 48 | 76.8 | 3.8 | .0040 | 112,227 | .0032 | 42,711 | .0024 | .0031 | .0048 | .0038 | .0031 |
| Brantley | 11.3 | .0045 | 29.9 | 25 | 94.3 | 3.9 | .0043 | 117,663 | .0034 | 14,231 | .0008 | .0028 | .0037 | .0036 | .0030 |
| Brooks | 15.4 | .0061 | 1.0 | 31 | 58.3 | 5.4 | .0058 | 123,623 | .0035 | 43,829 | .0024 | .0038 | .0086 | .0051 | .0029 |
| Bryan | 16.1 | .0064 | 58.2 | 36 | 84.8 | 5.3 | .0057 | 114,010 | .0033 | 61,464 | .0034 | .0039 | .0080 | .0067 | .0027 |
| Bulloch | 43.6 | .0174 | 21.8 | 64 | 73.2 | 15.2 | .0164 | 431,210 | .0123 | 242,432 | .0134 | .0137 | .0200 | .0179 | .0121 |
| Burke | 20.6 | .0082 | 6.5 | 25 | 47.6 | 7.0 | .0075 | 193,470 | .0055 | 70,673 | .0039 | .0056 | .0098 | .0070 | .0048 |
| Butts | 15.6 | .0062 | 14.2 | 84 | 64.1 | 4.8 | .0052 | 168,926 | .0049 | 101,084 | .0056 | .0052 | .0059 | .0056 | .0038 |
| Calhoun | 4.9 | .0020 | -14.3 | 17 | 40.7 | 1.8 | .0019 | 42,331 | .0012 | 14,745 | .0008 | .0013 | .0029 | .0018 | .0011 |
| Camden | 31.3 | .0125 | 134.1 | 50 | 78.2 | 9.9 | .0107 | 298,440 | .0085 | 145,928 | .0081 | .0092 | .0118 | .0106 | .0071 |
| Candler | 7.8 | .0031 | 3.8 | 32 | 68.8 | 2.9 | .0032 | 70,620 | .0020 | 44,062 | .0024 | .0023 | .0047 | .0033 | .0018 |
| Carroll | 72.8 | .0290 | 29.2 | 146 | 83.8 | 25.9 | .0279 | 822,762 | .0235 | 427,248 | .0237 | .0247 | .0325 | .0283 | .0221 |
| ☐ Catoosa | 43.0 | .0172 | 16.2 | 265 | 98.6 | 15.9 | .0171 | 457,840 | .0131 | 217,414 | .0120 | .0136 | .0183 | .0173 | .0139 |
| Charlton | 8.6 | .0034 | 17.1 | 11 | 71.8 | 2.9 | .0032 | 83,038 | .0024 | 32,755 | .0018 | .0024 | .0035 | .0032 | .0019 |
| Chatham | 218.3 | .0870 | 7.9 | 496 | 60.4 | 81.6 | .0879 | 2,798,746 | .0800 | 1,797,303 | .0995 | .0872 | .0963 | .0926 | .0869 |
| Chattahoochee | 16.7 | .0067 | -23.2 | 67 | 64.3 | 2.8 | .0031 | 195,735 | .0056 | 3,809 | .0002 | .0043 | .0017 | .0037 | .0019 |
| Chattooga | 22.3 | .0089 | 2.0 | 71 | 90.9 | 8.5 | .0091 | 216,420 | .0061 | 117,238 | .0065 | .0068 | .0111 | .0099 | .0057 |
| Cherokee | 95.0 | .0379 | 83.8 | 224 | 97.5 | 33.0 | .0356 | 1,122,243 | .0321 | 316,103 | .0175 | .0288 | .0269 | .0317 | .0284 |
| Clarke | 88.3 | .0352 | 18.5 | 731 | 70.8 | 33.5 | .0361 | 1,045,481 | .0299 | 784,265 | .0434 | .0350 | .0443 | .0410 | .0302 |
| Clay | 3.4 | .0013 | -4.3 | 17 | 39.1 | 1.2 | .0013 | 24,950 | .0007 | 8,395 | .0004 | .0007 | .0021 | .0009 | .0004 |
| Clayton | 184.5 | .0736 | 22.7 | 1,294 | 71.8 | 66.4 | .0716 | 2,593,497 | .0741 | 1,897,628 | .1050 | .0834 | .0575 | .0800 | .0886 |
| Clinch | 6.1 | .0024 | -8.4 | 8 | 72.6 | 2.2 | .0024 | 59,236 | .0017 | 23,461 | .0013 | .0016 | .0030 | .0024 | .0014 |
| Cobb | 464.9 | .1854 | 56.2 | 1,367 | 87.7 | 177.9 | .1918 | 8,789,874 | .2512 | 4,401,597 | .2436 | .2358 | .1278 | .1774 | .2553 |
| Coffee | 29.8 | .0118 | 10.8 | 50 | 73.9 | 10.6 | .0115 | 267,215 | .0076 | 204,996 | .0113 | .0096 | .0177 | .0130 | .0082 |
| Colquitt | 36.7 | .0147 | 3.7 | 66 | 75.3 | 13.0 | .0140 | 350,103 | .0100 | 187,643 | .0104 | .0110 | .0178 | .0150 | .0092 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Population (Thousands) | % Of U.S. | % Change 1980-90 | Pop Per Sq. Mi (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **GEORGIA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Columbia | 68.1 | .0271 | 69.7 | 235 | 86.4 | 22.5 | .0243 | 845,880 | .0242 | 321,045 | .0178 | .0228 | .0212 | .0229 | .0220 |
| Cook | 13.5 | .0054 | .1 | 59 | 69.5 | 4.8 | .0051 | 125,437 | .0036 | 65,773 | .0036 | .0040 | .0061 | .0060 | .0037 |
| Coweta | 55.2 | .0220 | 40.6 | 125 | 77.1 | 19.4 | .0210 | 652,861 | .0186 | 310,354 | .0172 | .0189 | .0221 | .0197 | .0170 |
| Crawford | 9.1 | .0036 | 18.4 | 28 | 69.2 | 3.1 | .0033 | 99,526 | .0029 | 7,509 | .0004 | .0022 | .0031 | .0025 | .0021 |
| Crisp | 20.0 | .0080 | 2.6 | 73 | 58.8 | 7.3 | .0079 | 172,120 | .0049 | 162,811 | .0090 | .0068 | .0119 | .0090 | .0058 |
| ☐ Dade | 13.2 | .0053 | 7.2 | 76 | 98.7 | 4.7 | .0050 | 120,754 | .0035 | 54,712 | .0031 | .0037 | .0067 | .0051 | .0029 |
| Dawson | 9.8 | .0039 | 105.3 | 46 | 99.0 | 3.5 | .0038 | 86,280 | .0024 | 13,652 | .0007 | .0023 | .0041 | .0035 | .0021 |
| Decatur | 25.5 | .0102 | .0 | 43 | 59.9 | 9.0 | .0097 | 244,097 | .0070 | 134,943 | .0075 | .0077 | .0117 | .0106 | .0073 |
| De Kalb | 555.7 | .2215 | 15.0 | 2,071 | 53.2 | 212.6 | .2293 | 9,057,291 | .2588 | 5,293,432 | .2929 | .2617 | .1847 | .2384 | .2798 |
| Dodge | 17.6 | .0070 | 3.8 | 35 | 71.9 | 6.4 | .0069 | 160,438 | .0046 | 94,520 | .0052 | .0052 | .0093 | .0067 | .0048 |
| Dooly | 9.8 | .0039 | -9.5 | 25 | 50.4 | 3.5 | .0037 | 66,899 | .0019 | 30,655 | .0017 | .0022 | .0052 | .0039 | .0014 |
| Dougherty | 95.8 | .0382 | -4.9 | 291 | 48.4 | 34.0 | .0367 | 1,014,827 | .0290 | 817,698 | .0453 | .0357 | .0475 | .0404 | .0345 |
| Douglas | 72.8 | .0291 | 33.4 | 365 | 91.1 | 24.9 | .0269 | 937,684 | .0268 | 525,651 | .0290 | .0280 | .0219 | .0255 | .0249 |
| Early | 11.8 | .0047 | -10.3 | 23 | 55.4 | 4.2 | .0045 | 96,711 | .0028 | 49,973 | .0028 | .0032 | .0069 | .0040 | .0024 |
| Echols | 2.3 | .0009 | .1 | 6 | 87.0 | .8 | .0009 | 22,988 | .0006 | 852 | .0001 | .0005 | .0009 | .0007 | .0006 |
| Effingham | 26.3 | .0105 | 43.5 | 55 | 85.6 | 9.0 | .0097 | 307,110 | .0088 | 89,415 | .0049 | .0080 | .0093 | .0081 | .0075 |
| Elbert | 19.0 | .0075 | 1.3 | 52 | 69.5 | 7.1 | .0076 | 172,992 | .0050 | 142,554 | .0079 | .0063 | .0097 | .0090 | .0044 |
| Emanuel | 20.6 | .0083 | -.9 | 30 | 67.0 | 7.4 | .0030 | 173,535 | .0049 | 109,508 | .0061 | .0059 | .0118 | .0084 | .0052 |
| Evans | 8.8 | .0035 | 4.4 | 48 | 65.2 | 3.2 | .0034 | 80,044 | .0023 | 51,907 | .0028 | .0027 | .0041 | .0040 | .0021 |
| Fannin | 16.1 | .0064 | 9.2 | 42 | 99.6 | 6.4 | .0069 | 138,020 | .0039 | 81,182 | .0045 | .0047 | .0097 | .0073 | .0039 |
| Fayette | 65.3 | .0260 | 124.8 | 331 | 92.6 | 22.0 | .0238 | 954,626 | .0273 | 277,080 | .0154 | .0234 | .0187 | .0171 | .0246 |
| Floyd | 81.5 | .0325 | 2.1 | 159 | 85.5 | 30.6 | .0330 | 959,525 | .0274 | 546,729 | .0302 | .0292 | .0336 | .0355 | .0278 |
| Forsyth | 45.6 | .0182 | 63.1 | 202 | 99.5 | 16.5 | .0178 | 568,780 | .0163 | 199,598 | .0111 | .0152 | .0161 | .0171 | .0144 |
| Franklin | 16.8 | .0067 | 10.6 | 64 | 89.6 | 6.4 | .0069 | 166,031 | .0047 | 139,614 | .0077 | .0060 | .0095 | .0082 | .0047 |
| Fulton | 662.8 | .2643 | 12.4 | 1,254 | 48.4 | 262.9 | .2835 | 10,073,140 | .2879 | 6,042,208 | .3343 | .2972 | .3008 | .2892 | .2972 |
| Gilmer | 13.6 | .0054 | 22.4 | 32 | 99.4 | 5.2 | .0056 | 118,223 | .0034 | 82,325 | .0046 | .0039 | .0078 | .0062 | .0031 |
| Glascock | 2.3 | .0009 | -3.5 | 16 | 87.6 | .8 | .0008 | 21,312 | .0006 | 3,428 | .0002 | .0006 | .0011 | .0008 | .0005 |
| Glynn | 63.1 | .0252 | 14.8 | 149 | 73.8 | 24.2 | .0261 | 743,073 | .0212 | 559,500 | .0309 | .0251 | .0311 | .0295 | .0259 |
| Gordon | 35.5 | .0141 | 18.1 | 100 | 95.6 | 12.9 | .0139 | 364,884 | .0105 | 244,347 | .0135 | .0120 | .0151 | .0171 | .0133 |
| Grady | 20.3 | .0081 | 2.3 | 44 | 67.8 | 7.4 | .0080 | 156,296 | .0044 | 123,930 | .0069 | .0059 | .0112 | .0088 | .0043 |
| Greene | 11.9 | .0048 | 4.5 | 31 | 50.1 | 4.1 | .0044 | 93,622 | .0027 | 48,226 | .0027 | .0031 | .0062 | .0047 | .0026 |
| Gwinnett | 370.6 | .1477 | 122.2 | 856 | 91.5 | 133.4 | .1439 | 5,761,556 | .1646 | 3,012,758 | .1667 | .1619 | .1019 | .1372 | .1916 |
| Habersham | 27.9 | .0111 | 11.5 | 100 | 92.0 | 10.1 | .0109 | 301,833 | .0087 | 174,454 | .0096 | .0094 | .0118 | .0120 | .0092 |
| Hall | 96.9 | .0387 | 28.1 | 246 | 90.3 | 35.3 | .0380 | 1,284,772 | .0367 | 741,459 | .0411 | .0384 | .0358 | .0399 | .0369 |
| Hancock | 8.9 | .0035 | -6.0 | 19 | 20.2 | 3.0 | .0033 | 62,115 | .0018 | 12,535 | .0007 | .0018 | .0045 | .0030 | .0013 |
| Haralson | 22.2 | .0089 | 20.5 | 79 | 93.2 | 8.3 | .0089 | 202,684 | .0057 | 113,035 | .0062 | .0065 | .0112 | .0101 | .0055 |
| Harris | 18.0 | .0071 | 16.4 | 39 | 74.3 | 6.5 | .0070 | 196,041 | .0056 | 33,120 | .0018 | .0048 | .0071 | .0052 | .0048 |
| Hart | 19.8 | .0079 | 6.5 | 85 | 79.5 | 7.5 | .0081 | 186,846 | .0054 | 79,812 | .0045 | .0056 | .0091 | .0091 | .0059 |
| Heard | 8.8 | .0035 | 35.0 | 30 | 86.3 | 3.2 | .0035 | 99,644 | .0028 | 18,133 | .0010 | .0024 | .0037 | .0033 | .0023 |
| Henry | 60.9 | .0243 | 67.7 | 189 | 89.2 | 20.8 | .0224 | 750,765 | .0215 | 209,950 | .0116 | .0191 | .0179 | .0193 | .0180 |
| Houston | 90.3 | .0360 | 16.4 | 240 | 76.6 | 32.8 | .0354 | 1,194,963 | .0341 | 599,361 | .0331 | .0342 | .0299 | .0356 | .0324 |
| Irwin | 8.6 | .0035 | -4.3 | 24 | 69.3 | 3.1 | .0033 | 75,549 | .0022 | 26,833 | .0015 | .0023 | .0041 | .0035 | .0019 |
| Jackson | 30.5 | .0121 | 20.3 | 89 | 90.0 | 10.9 | .0118 | 327,977 | .0094 | 155,593 | .0086 | .0096 | .0126 | .0121 | .0087 |
| Jasper | 8.6 | .0035 | 13.9 | 23 | 65.3 | 3.1 | .0033 | 98,242 | .0028 | 22,858 | .0013 | .0025 | .0036 | .0031 | .0022 |
| Jeff Davis | 12.1 | .0048 | 5.5 | 36 | 84.4 | 4.4 | .0048 | 95,665 | .0027 | 58,500 | .0032 | .0034 | .0065 | .0056 | .0029 |
| Jefferson | 17.3 | .0069 | -6.0 | 33 | 43.9 | 6.1 | .0065 | 140,943 | .0040 | 63,042 | .0035 | .0044 | .0097 | .0058 | .0038 |
| Jenkins | 8.2 | .0032 | -7.3 | 23 | 58.3 | 2.9 | .0032 | 57,862 | .0017 | 26,094 | .0015 | .0019 | .0053 | .0029 | .0015 |
| Johnson | 8.3 | .0034 | -4.2 | 27 | 65.6 | 3.0 | .0032 | 66,395 | .0019 | 20,986 | .0011 | .0019 | .0045 | .0026 | .0016 |
| Jones | 21.0 | .0083 | 26.7 | 53 | 74.2 | 7.4 | .0080 | 278,606 | .0080 | 28,350 | .0016 | .0061 | .0057 | .0061 | .0061 |
| Lamar | 13.2 | .0053 | 8.1 | 71 | 65.7 | 4.7 | .0050 | 121,781 | .0034 | 44,798 | .0025 | .0036 | .0058 | .0052 | .0030 |
| Lanier | 5.5 | .0022 | -2.7 | 29 | 71.9 | 2.0 | .0022 | 50,818 | .0015 | 22,883 | .0013 | .0015 | .0027 | .0022 | .0015 |
| Laurens | 40.2 | .0160 | 8.7 | 49 | 66.2 | 14.6 | .0157 | 420,427 | .0120 | 286,749 | .0158 | .0140 | .0195 | .0175 | .0125 |
| Lee | 16.5 | .0066 | 41.2 | 46 | 80.4 | 5.3 | .0058 | 203,588 | .0058 | 12,129 | .0007 | .0045 | .0041 | .0036 | .0046 |
| Liberty | 53.7 | .0214 | 42.9 | 103 | 56.8 | 15.5 | .0167 | 528,156 | .0151 | 172,050 | .0095 | .0146 | .0184 | .0203 | .0108 |
| Lincoln | 7.5 | .0030 | 11.7 | 36 | 62.1 | 2.7 | .0029 | 66,300 | .0019 | 14,748 | .0008 | .0018 | .0031 | .0027 | .0016 |
| Long | 6.3 | .0025 | 39.3 | 16 | 77.3 | 2.2 | .0024 | 55,396 | .0016 | 2,862 | .0002 | .0013 | .0026 | .0019 | .0013 |
| Lowndes | 76.4 | .0305 | 12.4 | 151 | 66.7 | 26.5 | .0285 | 750,218 | .0214 | 641,551 | .0355 | .0275 | .0362 | .0359 | .0278 |
| Lumpkin | 14.8 | .0059 | 37.5 | 52 | 96.4 | 5.1 | .0055 | 166,089 | .0048 | 68,061 | .0038 | .0047 | .0056 | .0058 | .0034 |
| McDuffie | 20.3 | .0081 | 9.5 | 78 | 63.2 | 7.3 | .0079 | 174,869 | .0050 | 145,826 | .0080 | .0065 | .0110 | .0090 | .0062 |
| McIntosh | 8.7 | .0034 | 8.1 | 20 | 56.8 | 3.2 | .0035 | 69,078 | .0019 | 40,954 | .0023 | .0024 | .0054 | .0035 | .0016 |
| Macon | 13.1 | .0052 | -6.5 | 32 | 40.7 | 4.4 | .0047 | 120,023 | .0035 | 47,842 | .0026 | .0036 | .0063 | .0045 | .0033 |
| Madison | 21.3 | .0085 | 20.0 | 75 | 90.9 | 7.8 | .0084 | 191,808 | .0055 | 30,456 | .0017 | .0049 | .0085 | .0092 | .0042 |
| Marion | 5.6 | .0023 | 5.7 | 15 | 58.5 | 2.0 | .0022 | 44,927 | .0012 | 11,175 | .0006 | .0013 | .0027 | .0022 | .0011 |
| Meriwether | 22.5 | .0089 | 6.0 | 45 | 55.2 | 7.7 | .0083 | 235,091 | .0068 | 94,499 | .0053 | .0067 | .0094 | .0074 | .0055 |
| Miller | 6.3 | .0026 | -10.5 | 22 | 72.4 | 2.3 | .0025 | 42,187 | .0012 | 22,730 | .0012 | .0014 | .0040 | .0025 | .0013 |
| Mitchell | 20.2 | .0080 | -4.3 | 39 | 51.8 | 6.8 | .0073 | 173,041 | .0049 | 73,014 | .0041 | .0053 | .0101 | .0066 | .0047 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

S&MM ESTIMATES

| METRO AREA County | 12/31/90 Population (Thousands) | % Of U.S. | % Change 1980–90 | Pop Per Sq. Mi. (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **GEORGIA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Monroe | 17.3 | .0069 | 18.4 | 44 | 68.3 | 5.9 | .0064 | 149,611 | .0043 | 79,068 | .0043 | .0049 | .0078 | .0071 | .0043 |
| Montgomery | 7.2 | .0029 | 2.7 | 29 | 71.2 | 2.5 | .0026 | 63,742 | .0018 | 57,717 | .0032 | .0025 | .0053 | .0033 | .0017 |
| Morgan | 13.0 | .0052 | 12.3 | 37 | 65.4 | 4.4 | .0048 | 108,432 | .0031 | 71,526 | .0040 | .0037 | .0065 | .0051 | .0028 |
| Murray | 26.7 | .0106 | 35.6 | 78 | 99.4 | 9.6 | .0103 | 252,620 | .0072 | 81,939 | .0045 | .0071 | .0132 | .0109 | .0061 |
| Muscogee | 180.8 | .0721 | 6.3 | 836 | 59.5 | 66.4 | .0716 | 2,007,014 | .0574 | 1,525,798 | .0845 | .0685 | .0845 | .0843 | .0668 |
| Newton | 42.5 | .0169 | 22.6 | 154 | 77.2 | 14.6 | .0158 | 464,954 | .0133 | 221,790 | .0122 | .0136 | .0153 | .0168 | .0131 |
| Oconee | 18.0 | .0072 | 44.8 | 97 | 91.9 | 6.3 | .0068 | 219,836 | .0062 | 42,171 | .0024 | .0054 | .0049 | .0056 | .0061 |
| Oglethorpe | 9.8 | .0039 | 9.8 | 22 | 75.3 | 3.6 | .0039 | 101,470 | .0029 | 22,408 | .0012 | .0025 | .0039 | .0033 | .0024 |
| Paulding | 43.0 | .0172 | 64.7 | 137 | 95.6 | 14.8 | .0159 | 447,700 | .0128 | 193,064 | .0107 | .0130 | .0170 | .0148 | .0113 |
| Peach | 21.4 | .0085 | 11.7 | 142 | 51.4 | 7.2 | .0078 | 229,403 | .0066 | 130,570 | .0072 | .0072 | .0088 | .0078 | .0055 |
| Pickens | 14.7 | .0059 | 26.2 | 63 | 97.9 | 5.5 | .0059 | 142,475 | .0041 | 147,954 | .0082 | .0057 | .0074 | .0079 | .0034 |
| Pierce | 13.4 | .0053 | 12.6 | 39 | 88.1 | 4.8 | .0052 | 119,796 | .0034 | 56,088 | .0031 | .0036 | .0060 | .0051 | .0032 |
| Pike | 10.4 | .0041 | 16.4 | 48 | 79.9 | 3.6 | .0039 | 113,167 | .0032 | 14,519 | .0008 | .0028 | .0038 | .0031 | .0027 |
| Polk | 34.0 | .0136 | 5.0 | 109 | 85.3 | 12.6 | .0136 | 337,336 | .0097 | 160,523 | .0089 | .0102 | .0164 | .0134 | .0092 |
| Pulaski | 8.0 | .0032 | −10.6 | 32 | 67.1 | 3.1 | .0033 | 89,744 | .0025 | 38,134 | .0021 | .0025 | .0044 | .0029 | .0024 |
| Putnam | 14.4 | .0057 | 39.9 | 42 | 66.3 | 5.3 | .0057 | 153,935 | .0044 | 42,216 | .0023 | .0041 | .0067 | .0046 | .0041 |
| Quitman | 2.2 | .0009 | −6.7 | 15 | 50.0 | .9 | .0010 | 20,394 | .0006 | 3,680 | .0002 | .0005 | .0013 | .0008 | .0004 |
| Rabun | 11.8 | .0047 | 12.7 | 32 | 99.2 | 4.7 | .0051 | 130,349 | .0037 | 81,129 | .0045 | .0041 | .0068 | .0055 | .0034 |
| Randolph | 7.9 | .0032 | −17.7 | 18 | 41.1 | 2.8 | .0030 | 61,840 | .0018 | 25,562 | .0014 | .0020 | .0049 | .0027 | .0014 |
| Richmond | 189.5 | .0755 | 4.3 | 585 | 55.4 | 68.6 | .0740 | 2,215,422 | .0633 | 1,663,207 | .0921 | .0744 | .0843 | .0851 | .0703 |
| Rockdale | 55.8 | .0223 | 52.6 | 427 | 90.7 | 18.9 | .0203 | 772,176 | .0221 | 469,157 | .0259 | .0233 | .0176 | .0205 | .0211 |
| Schley | 3.6 | .0014 | 4.9 | 21 | 65.8 | 1.3 | .0014 | 30,856 | .0009 | 11,173 | .0007 | .0009 | .0018 | .0014 | .0007 |
| Screven | 13.8 | .0055 | −1.7 | 21 | 54.9 | 5.0 | .0054 | 117,991 | .0033 | 44,229 | .0024 | .0035 | .0077 | .0048 | .0028 |
| Seminole | 9.0 | .0036 | −.6 | 38 | 67.0 | 3.1 | .0034 | 84,578 | .0024 | 39,087 | .0022 | .0025 | .0048 | .0030 | .0021 |
| Spalding | 55.0 | .0219 | 14.8 | 278 | 70.2 | 19.6 | .0211 | 620,042 | .0178 | 385,617 | .0213 | .0197 | .0230 | .0235 | .0185 |
| Stephens | 23.4 | .0094 | 7.5 | 131 | 87.4 | 9.0 | .0097 | 241,252 | .0069 | 182,208 | .0101 | .0083 | .0119 | .0117 | .0067 |
| Stewart | 5.6 | .0022 | −5.0 | 12 | 36.1 | 2.0 | .0022 | 39,742 | .0011 | 15,677 | .0009 | .0013 | .0035 | .0018 | .0009 |
| Sumter | 30.1 | .0120 | 2.5 | 62 | 52.6 | 10.4 | .0112 | 308,620 | .0088 | 189,872 | .0105 | .0100 | .0134 | .0121 | .0090 |
| Talbot | 6.6 | .0026 | 1.0 | 17 | 37.5 | 2.4 | .0026 | 63,741 | .0018 | 9,700 | .0005 | .0015 | .0030 | .0022 | .0014 |
| Taliaferro | 1.9 | .0008 | −6.5 | 10 | 38.7 | .7 | .0007 | 11,372 | .0004 | 3,101 | .0002 | .0005 | .0010 | .0007 | .0002 |
| Tattnall | 17.7 | .0070 | −2.4 | 37 | 69.9 | 5.8 | .0063 | 144,689 | .0041 | 62,924 | .0034 | .0044 | .0089 | .0063 | .0031 |
| Taylor | 7.6 | .0031 | −3.8 | 20 | 56.0 | 2.8 | .0030 | 85,754 | .0024 | 27,809 | .0016 | .0024 | .0038 | .0027 | .0019 |
| Telfair | 11.0 | .0043 | −3.9 | 25 | 65.3 | 4.0 | .0043 | 92,619 | .0027 | 42,626 | .0023 | .0028 | .0062 | .0041 | .0028 |
| Terrell | 10.6 | .0043 | −11.8 | 32 | 40.0 | 3.7 | .0040 | 96,753 | .0028 | 39,495 | .0022 | .0030 | .0056 | .0035 | .0025 |
| Thomas | 39.1 | .0156 | 2.6 | 71 | 61.7 | 14.4 | .0155 | 415,188 | .0118 | 257,572 | .0143 | .0132 | .0193 | .0172 | .0112 |
| Tift | 35.2 | .0140 | 7.1 | 133 | 72.3 | 12.3 | .0133 | 373,361 | .0107 | 293,859 | .0162 | .0130 | .0169 | .0158 | .0109 |
| Toombs | 24.2 | .0096 | 7.1 | 66 | 75.4 | 8.9 | .0096 | 217,956 | .0062 | 140,034 | .0078 | .0074 | .0127 | .0102 | .0066 |
| Towns | 6.8 | .0028 | 20.6 | 41 | 99.7 | 2.8 | .0030 | 65,148 | .0019 | 27,247 | .0015 | .0020 | .0041 | .0028 | .0014 |
| Treutlen | 6.0 | .0024 | −1.4 | 30 | 66.9 | 2.2 | .0024 | 48,828 | .0014 | 13,444 | .0007 | .0014 | .0034 | .0022 | .0010 |
| Troup | 55.8 | .0222 | 11.6 | 135 | 69.3 | 20.5 | .0221 | 637,432 | .0182 | 406,465 | .0225 | .0203 | .0253 | .0224 | .0205 |
| Turner | 8.6 | .0034 | −9.6 | 30 | 58.6 | 3.0 | .0032 | 54,740 | .0016 | 35,409 | .0020 | .0020 | .0057 | .0030 | .0014 |
| Twiggs | 9.8 | .0039 | 4.8 | 27 | 54.3 | 3.3 | .0036 | 107,207 | .0030 | 8,148 | .0004 | .0025 | .0032 | .0027 | .0023 |
| Union | 12.2 | .0049 | 29.9 | 38 | 99.4 | 4.8 | .0052 | 108,016 | .0031 | 50,304 | .0028 | .0034 | .0075 | .0056 | .0025 |
| Upson | 26.3 | .0105 | 1.2 | 81 | 71.9 | 9.9 | .0106 | 291,917 | .0083 | 131,328 | .0073 | .0084 | .0117 | .0109 | .0080 |
| ☐ Walker | 58.6 | .0233 | 3.8 | 131 | 95.7 | 21.8 | .0235 | 625,262 | .0179 | 225,374 | .0125 | .0173 | .0236 | .0236 | .0173 |
| Walton | 39.2 | .0157 | 25.6 | 119 | 81.1 | 13.6 | .0147 | 426,776 | .0122 | 144,242 | .0079 | .0117 | .0145 | .0140 | .0111 |
| Ware | 35.3 | .0141 | −5.1 | 39 | 73.1 | 13.0 | .0140 | 363,929 | .0104 | 255,273 | .0142 | .0123 | .0196 | .0152 | .0116 |
| Warren | 6.0 | .0023 | −8.9 | 21 | 39.7 | 2.1 | .0023 | 53,587 | .0015 | 11,683 | .0006 | .0013 | .0027 | .0019 | .0012 |
| Washington | 19.2 | .0077 | 1.9 | 28 | 48.1 | 6.8 | .0073 | 192,620 | .0055 | 106,334 | .0059 | .0061 | .0094 | .0074 | .0053 |
| Wayne | 22.5 | .0090 | 8.4 | 35 | 80.0 | 8.0 | .0087 | 230,426 | .0066 | 132,383 | .0073 | .0073 | .0105 | .0090 | .0079 |
| Webster | 2.2 | .0008 | −6.0 | 10 | 49.9 | .8 | .0008 | 23,936 | .0007 | 1,461 | .0001 | .0005 | .0008 | .0008 | .0003 |
| Wheeler | 4.9 | .0020 | −5.0 | 16 | 69.7 | 1.8 | .0020 | 41,372 | .0012 | 8,696 | .0005 | .0011 | .0028 | .0016 | .0009 |
| White | 13.3 | .0053 | 31.4 | 55 | 96.4 | 5.0 | .0053 | 122,698 | .0035 | 105,548 | .0058 | .0047 | .0075 | .0062 | .0041 |
| Whitfield | 73.1 | .0291 | 11.1 | 252 | 95.1 | 27.1 | .0293 | 828,594 | .0237 | 633,990 | .0351 | .0281 | .0324 | .0358 | .0320 |
| Wilcox | 7.0 | .0028 | −8.9 | 18 | 68.1 | 2.5 | .0027 | 51,773 | .0015 | 13,438 | .0008 | .0015 | .0039 | .0024 | .0013 |
| Wilkes | 10.5 | .0042 | −4.1 | 22 | 53.3 | 4.0 | .0043 | 105,021 | .0030 | 62,605 | .0034 | .0033 | .0056 | .0042 | .0028 |
| Wilkinson | 10.2 | .0041 | −1.6 | 23 | 58.0 | 3.6 | .0039 | 116,508 | .0033 | 24,292 | .0014 | .0029 | .0037 | .0031 | .0027 |
| Worth | 19.8 | .0079 | 9.6 | 35 | 69.1 | 6.9 | .0074 | 176,860 | .0050 | 66,266 | .0036 | .0052 | .0093 | .0074 | .0040 |
| **TOTAL METRO COUNTIES** | **4,304.0** | **1.7160** | **26.5** | **393** | **70.1** | **1,589.6** | **1.7145** | **60,789,179** | **1.7376** | **34,192,717** | **1.8921** | **1.7800** | **1.5941** | **1.7383** | **1.8176** |
| **TOTAL STATE** | **6,585.6** | **2.6261** | **20.6** | **114** | **71.5** | **2,407.6** | **2.5962** | **83,597,004** | **2.3889** | **46,748,222** | **2.5868** | **2.4956** | **2.6776** | **2.6709** | **2.4605** |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES | | | | | | | | | | | | | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/90 Population (Thousands) | % Of U.S. | % Change 1980-90 | Pop Per Sq. Mi. (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **HAWAII** | | | | | | | | | | | | | | | |
| **HONOLULU** | **842.6** | **.3359** | **10.5** | **1,404** | **31.9** | **267.3** | **.2882** | **13,415,026** | **.3833** | **8,377,087** | **.4635** | **.3980** | **.2516** | **.3253** | **.3956** |
| Honolulu | 842.6 | .3359 | 10.5 | 1,404 | 31.9 | 267.3 | .2882 | 13,415,026 | .3833 | 8,377,087 | .4635 | .3980 | .2516 | .3253 | .3956 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Hawaii | 122.6 | .0489 | 33.2 | 30 | 40.5 | 42.2 | .0455 | 1,607,302 | .0460 | 1,010,849 | .0560 | .0496 | .0559 | .0496 | .0503 |
| Honolulu | 842.6 | .3359 | 10.5 | 1,404 | 31.9 | 267.3 | .2882 | 13,415,026 | .3833 | 8,377,087 | .4635 | .3980 | .2516 | .3253 | .3956 |
| Kauai | 52.2 | .0208 | 33.6 | 84 | 35.4 | 16.6 | .0179 | 700,649 | .0201 | 512,842 | .0284 | .0226 | .0216 | .0211 | .0227 |
| Maui | 102.7 | .0410 | 44.7 | 88 | 40.3 | 33.9 | .0366 | 1,385,017 | .0395 | 1,302,735 | .0721 | .0496 | .0479 | .0447 | .0561 |
| **TOTAL METRO COUNTIES** | **842.6** | **.3359** | **10.5** | **1,404** | **31.9** | **267.3** | **.2882** | **13,415,026** | **.3833** | **8,377,087** | **.4635** | **.3980** | **.2516** | **.3253** | **.3956** |
| **TOTAL STATE** | **1,120.1** | **.4466** | **16.1** | **174** | **33.8** | **360.0** | **.3882** | **17,107,994** | **.4889** | **11,203,513** | **.6200** | **.5198** | **.3770** | **.4407** | **.5247** |
| **IDAHO** | | | | | | | | | | | | | | | |
| **BOISE** | **208.1** | **.0829** | **20.2** | **197** | **97.3** | **78.4** | **.0845** | **2,845,257** | **.0813** | **1,479,895** | **.0819** | **.0818** | **.0813** | **.0908** | **.0817** |
| Ada | 208.1 | .0829 | 20.2 | 197 | 97.3 | 78.4 | .0845 | 2,845,257 | .0813 | 1,479,895 | .0819 | .0818 | .0813 | .0908 | .0817 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Ada | 208.1 | .0829 | 20.2 | 197 | 97.3 | 78.4 | .0845 | 2,845,257 | .0813 | 1,479,895 | .0819 | .0818 | .0813 | .0908 | .0817 |
| Adams | 3.2 | .0013 | -4.4 | 2 | 98.6 | 1.2 | .0013 | 31,817 | .0010 | 8,257 | .0004 | .0009 | .0015 | .0012 | .0008 |
| Bannock | 65.8 | .0263 | .6 | 59 | 95.3 | 23.3 | .0252 | 763,887 | .0218 | 451,236 | .0250 | .0236 | .0255 | .0262 | .0248 |
| Bear Lake | 6.0 | .0024 | -13.4 | 6 | 99.4 | 2.0 | .0021 | 55,266 | .0016 | 21,064 | .0012 | .0017 | .0020 | .0021 | .0014 |
| Benewah | 7.9 | .0031 | -4.7 | 10 | 91.7 | 3.0 | .0033 | 87,159 | .0025 | 38,445 | .0021 | .0024 | .0039 | .0028 | .0023 |
| Bingham | 37.7 | .0150 | 3.3 | 18 | 90.2 | 11.6 | .0125 | 414,182 | .0118 | 143,136 | .0079 | .0113 | .0126 | .0116 | .0102 |
| Blaine | 13.9 | .0056 | 41.2 | 5 | 98.6 | 5.7 | .0061 | 198,381 | .0057 | 125,798 | .0070 | .0062 | .0065 | .0077 | .0075 |
| Boise | 3.5 | .0014 | 16.7 | 2 | 98.4 | 1.4 | .0015 | 34,497 | .0009 | 5,349 | .0003 | .0008 | .0015 | .0016 | .0008 |
| Bonner | 26.6 | .0106 | 10.1 | 15 | 98.7 | 10.3 | .0111 | 234,005 | .0067 | 147,760 | .0081 | .0079 | .0155 | .0115 | .0073 |
| Bonneville | 72.8 | .0290 | 10.3 | 39 | 97.9 | 24.5 | .0264 | 854,245 | .0244 | 585,143 | .0323 | .0277 | .0254 | .0305 | .0293 |
| Boundary | 8.4 | .0033 | 15.2 | 7 | 97.7 | 2.9 | .0032 | 75,457 | .0022 | 35,515 | .0020 | .0023 | .0038 | .0031 | .0021 |
| Butte | 2.9 | .0012 | -13.2 | 1 | 99.1 | 1.0 | .0011 | 35,006 | .0010 | 10,305 | .0005 | .0010 | .0012 | .0011 | .0007 |
| Camas | .7 | .0003 | -14.4 | 1 | 98.1 | .3 | .0003 | 10,513 | .0003 | 542 | .0001 | .0001 | .0002 | .0003 | .0002 |
| Canyon | 90.2 | .0359 | 7.7 | 153 | 97.5 | 31.3 | .0337 | 912,754 | .0261 | 542,465 | .0300 | .0293 | .0366 | .0392 | .0260 |
| Caribou | 6.8 | .0028 | -21.8 | 4 | 99.3 | 2.2 | .0024 | 77,980 | .0022 | 20,340 | .0011 | .0020 | .0022 | .0017 | .0019 |
| Cassia | 19.4 | .0077 | -.1 | 8 | 98.1 | 6.3 | .0068 | 193,643 | .0055 | 122,807 | .0068 | .0063 | .0081 | .0078 | .0066 |
| Clark | .8 | .0003 | .3 | 0 | 99.6 | .3 | .0003 | 8,518 | .0003 | 1,300 | .0001 | .0003 | .0003 | .0004 | .0002 |
| Clearwater | 8.4 | .0034 | -19.2 | 3 | 97.4 | 3.2 | .0035 | 108,539 | .0031 | 39,294 | .0022 | .0027 | .0034 | .0031 | .0027 |
| Custer | 4.1 | .0016 | 21.1 | 1 | 98.6 | 1.5 | .0016 | 40,335 | .0011 | 13,798 | .0007 | .0012 | .0018 | .0017 | .0009 |
| Elmore | 21.2 | .0084 | -1.7 | 7 | 92.8 | 7.1 | .0076 | 180,367 | .0052 | 79,186 | .0044 | .0056 | .0082 | .0094 | .0042 |
| Franklin | 9.2 | .0037 | 3.4 | 14 | 99.3 | 2.8 | .0031 | 73,178 | .0021 | 36,002 | .0020 | .0024 | .0031 | .0040 | .0017 |
| Fremont | 10.9 | .0044 | .8 | 6 | 98.7 | 3.4 | .0036 | 115,479 | .0033 | 27,257 | .0015 | .0030 | .0030 | .0031 | .0025 |
| Gem | 11.8 | .0047 | -1.4 | 21 | 97.8 | 4.4 | .0048 | 115,468 | .0033 | 34,992 | .0019 | .0031 | .0062 | .0039 | .0028 |
| Gooding | 11.5 | .0046 | -3.2 | 16 | 99.2 | 4.3 | .0046 | 117,423 | .0033 | 38,057 | .0021 | .0032 | .0051 | .0048 | .0028 |
| Idaho | 13.7 | .0054 | -7.2 | 2 | 97.1 | 5.2 | .0056 | 134,257 | .0039 | 49,988 | .0028 | .0039 | .0064 | .0061 | .0034 |
| Jefferson | 16.7 | .0067 | 9.1 | 15 | 98.7 | 4.9 | .0053 | 135,267 | .0038 | 34,642 | .0019 | .0038 | .0049 | .0052 | .0032 |
| Jerome | 15.1 | .0060 | 1.8 | 25 | 98.5 | 5.3 | .0057 | 156,866 | .0045 | 55,331 | .0031 | .0043 | .0060 | .0062 | .0034 |
| Kootenai | 70.2 | .0280 | 17.5 | 56 | 98.4 | 27.1 | .0292 | 884,622 | .0253 | 476,425 | .0264 | .0263 | .0326 | .0303 | .0243 |
| Latah | 30.7 | .0122 | 6.8 | 29 | 96.3 | 11.3 | .0122 | 387,310 | .0111 | 183,065 | .0101 | .0110 | .0132 | .0124 | .0113 |
| Lemhi | 6.9 | .0028 | -7.5 | 2 | 98.8 | 2.8 | .0030 | 65,121 | .0018 | 30,157 | .0017 | .0019 | .0035 | .0035 | .0017 |
| Lewis | 3.5 | .0014 | -15.0 | 7 | 94.6 | 1.4 | .0016 | 48,757 | .0014 | 9,388 | .0005 | .0012 | .0013 | .0012 | .0011 |
| Lincoln | 3.3 | .0013 | -4.0 | 3 | 98.8 | 1.2 | .0012 | 27,882 | .0008 | 4,612 | .0002 | .0007 | .0015 | .0013 | .0006 |
| Madison | 23.9 | .0095 | 22.7 | 51 | 97.8 | 5.9 | .0064 | 188,089 | .0054 | 111,096 | .0062 | .0065 | .0070 | .0076 | .0053 |
| Minidoka | 19.2 | .0077 | -2.6 | 25 | 97.6 | 6.4 | .0069 | 221,006 | .0063 | 73,970 | .0041 | .0059 | .0053 | .0070 | .0053 |
| Nez Perce | 33.8 | .0134 | 1.7 | 40 | 94.0 | 13.6 | .0147 | 451,893 | .0129 | 284,657 | .0157 | .0138 | .0172 | .0141 | .0140 |
| Oneida | 3.5 | .0014 | 7.4 | 3 | 99.1 | 1.2 | .0013 | 34,988 | .0010 | 12,146 | .0007 | .0010 | .0013 | .0013 | .0007 |
| Owyhee | 8.4 | .0034 | 1.5 | 1 | 93.9 | 2.8 | .0030 | 65,062 | .0019 | 23,332 | .0013 | .0020 | .0042 | .0032 | .0013 |
| Payette | 16.5 | .0066 | 4.3 | 40 | 97.4 | 6.1 | .0066 | 166,843 | .0048 | 41,222 | .0023 | .0044 | .0073 | .0067 | .0037 |
| Power | 7.1 | .0028 | 3.7 | 5 | 95.9 | 2.4 | .0026 | 77,073 | .0022 | 25,028 | .0013 | .0020 | .0027 | .0025 | .0018 |
| Shoshone | 13.4 | .0053 | -30.3 | 5 | 98.2 | 5.5 | .0059 | 225,854 | .0064 | 74,204 | .0042 | .0056 | .0053 | .0045 | .0053 |
| Teton | 3.5 | .0014 | 20.8 | 8 | 99.5 | 1.1 | .0012 | 28,852 | .0008 | 15,762 | .0008 | .0010 | .0015 | .0014 | .0007 |
| Twin Falls | 53.6 | .0214 | 1.3 | 28 | 98.1 | 19.7 | .0212 | 639,411 | .0183 | 441,332 | .0244 | .0207 | .0213 | .0256 | .0220 |
| Valley | 6.1 | .0024 | 8.9 | 2 | 98.4 | 2.4 | .0026 | 72,750 | .0021 | 36,193 | .0020 | .0020 | .0026 | .0032 | .0019 |
| Washington | 8.5 | .0034 | -3.5 | 6 | 97.4 | 3.2 | .0035 | 79,748 | .0023 | 15,722 | .0009 | .0022 | .0040 | .0030 | .0017 |
| **TOTAL METRO COUNTIES** | **208.1** | **.0829** | **20.2** | **197** | **97.3** | **78.4** | **.0845** | **2,845,257** | **.0813** | **1,479,895** | **.0819** | **.0818** | **.0813** | **.0908** | **.0817** |
| **TOTAL STATE** | **1,009.4** | **.4024** | **6.9** | **12** | **97.0** | **361.9** | **.3903** | **11,675,007** | **.3337** | **6,004,215** | **.3322** | **.3470** | **.4080** | **.4159** | **.3341** |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

S&MM ESTIMATES

| | | | | | | | | | | | | | | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/90 Population (Thousands) | % Of U.S. | % Change 1980-90 | Pop. Per Sq. Mi. (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **ILLINOIS** | | | | | | | | | | | | | | | |
| **AURORA - ELGIN** | 363.4 | .1450 | 15.1 | 432 | 92.5 | 122.7 | .1324 | 5,355,057 | .1530 | 2,723,720 | .1508 | .1508 | .1029 | .1275 | .1671 |
| Kane | 323.7 | .1291 | 16.3 | 622 | 91.8 | 109.3 | .1179 | 4,808,917 | .1374 | 2,600,479 | .1439 | .1378 | .0942 | .1167 | .1526 |
| Kendall | 39.7 | .0159 | 6.7 | 124 | 98.5 | 13.4 | .0145 | 546,140 | .0156 | 123,241 | .0069 | .0130 | .0087 | .0108 | .0145 |
| **BLOOMINGTON - NORMAL** | 130.1 | .0519 | 9.2 | 110 | 94.1 | 47.2 | .0509 | 1,960,355 | .0550 | 1,036,848 | .0574 | .0556 | .0428 | .0526 | .0525 |
| McLean | 130.1 | .0519 | 9.2 | 110 | 94.1 | 47.2 | .0509 | 1,960,355 | .0560 | 1,036,848 | .0574 | .0556 | .0428 | .0526 | .0525 |
| **CHAMPAIGN - URBANA - RANTOUL** | 173.4 | .0691 | 3.0 | 174 | 85.1 | 64.1 | .0691 | 2,311,415 | .0661 | 1,340,720 | .0742 | .0691 | .0721 | .0738 | .0643 |
| Champaign | 173.4 | .0691 | 3.0 | 174 | 85.1 | 64.1 | .0691 | 2,311,415 | .0661 | 1,340,720 | .0742 | .0691 | .0721 | .0738 | .0643 |
| **CHICAGO** | 6,077.3 | 2.4231 | .3 | 3,225 | 73.3 | 2,224.3 | 2.3985 | 97,912,235 | 2.7980 | 47,560,664 | 2.6318 | 2.6730 | 2.0938 | 2.1995 | 2.9242 |
| Cook | 5,096.8 | 2.0321 | -3.0 | 5,389 | 69.4 | 1,876.4 | 2.0234 | 78,622,904 | 2.2468 | 37,683,384 | 2.0852 | 2.1553 | 1.8703 | 1.8586 | 2.3716 |
| Du Page | 794.2 | .3167 | 20.5 | 2,375 | 92.5 | 283.9 | .3061 | 16,411,985 | .4690 | 8,779,512 | .4858 | .4435 | .1765 | .2820 | .4811 |
| McHenry | 186.3 | .0743 | 26.0 | 308 | 98.9 | 64.0 | .0690 | 2,877,346 | .0822 | 1,097,768 | .0608 | .0742 | .0470 | .0589 | .0715 |
| ***CHICAGO - GARY - LAKE COUNTY CONSOLIDATED AREA*** | *8,091.8* | *3.2265* | *1.9* | *1,440* | *76.8* | *2,917.2* | *3.1459* | *128,300,453* | *3.6664* | *61,391,241* | *3.3973* | *3.4978* | *2.6862* | *2.8697* | *3.7653* |
| **DAVENPORT - ROCK ISLAND - MOLINE** | 348.4 | .1388 | -9.5 | 204 | 93.3 | 135.2 | .1457 | 5,178,793 | .1480 | 2,712,385 | .1501 | .1468 | .1331 | .1387 | .1475 |
| Henry | 50.7 | .0202 | -12.5 | 62 | 98.2 | 19.3 | .0208 | 728,318 | .0208 | 295,012 | .0163 | .0193 | .0176 | .0186 | .0187 |
| Rock Island | 147.3 | .0587 | -11.7 | 345 | 91.7 | 58.7 | .0633 | 2,296,894 | .0657 | 1,115,457 | .0617 | .0631 | .0560 | .0577 | .0628 |
| *Scott, Iowa* | *150.4* | *.0599* | *-6.0* | *328* | *93.2* | *57.2* | *.0616* | *2,153,581* | *.0615* | *1,301,916* | *.0721* | *.0644* | *.0595* | *.0624* | *.0660* |
| **DECATUR** | 116.2 | .0463 | -11.6 | 200 | 87.1 | 45.6 | .0492 | 1,746,993 | .0500 | 900,491 | .0498 | .0492 | .0434 | .0472 | .0477 |
| Macon | 116.2 | .0463 | -11.6 | 200 | 87.1 | 45.6 | .0492 | 1,746,993 | .0500 | 900,491 | .0498 | .0492 | .0434 | .0472 | .0477 |
| **JOLIET** | 393.1 | .1567 | 10.7 | 313 | 88.3 | 130.1 | .1403 | 5,781,832 | .1653 | 2,192,790 | .1214 | .1504 | .0972 | .1116 | .1492 |
| Grundy | 32.6 | .0130 | 6.6 | 78 | 99.4 | 12.1 | .0131 | 523,960 | .0150 | 184,901 | .0103 | .0132 | .0092 | .0105 | .0123 |
| Will | 360.5 | .1437 | 11.1 | 431 | 87.3 | 118.0 | .1272 | 5,257,872 | .1503 | 2,007,889 | .1111 | .1372 | .0880 | .1011 | .1369 |
| **KANKAKEE** | 96.0 | .0382 | -6.7 | 142 | 84.0 | 34.5 | .0372 | 1,180,969 | .0338 | 651,968 | .0360 | .0353 | .0374 | .0374 | .0312 |
| Kankakee | 96.0 | .0382 | -6.7 | 142 | 84.0 | 34.5 | .0372 | 1,180,969 | .0338 | 651,968 | .0360 | .0353 | .0374 | .0374 | .0312 |
| **LAKE COUNTY** | 525.8 | .2097 | 19.4 | 1,174 | 90.2 | 177.3 | .1912 | 9,978,593 | .2852 | 4,500,210 | .2490 | .2593 | .1363 | .1772 | .2528 |
| Lake | 525.8 | .2097 | 19.4 | 1,174 | 90.2 | 177.3 | .1912 | 9,978,593 | .2852 | 4,500,210 | .2490 | .2593 | .1363 | .1772 | .2528 |
| **PEORIA** | 338.1 | .1347 | -7.6 | 188 | 91.4 | 129.0 | .1391 | 5,377,056 | .1538 | 2,522,675 | .1396 | .1455 | .1128 | .1273 | .1423 |
| Peoria | 182.0 | .0725 | -9.2 | 294 | 84.5 | 70.5 | .0760 | 3,038,917 | .0869 | 1,490,930 | .0825 | .0826 | .0630 | .0708 | .0830 |
| Tazewell | 123.4 | .0492 | -6.6 | 190 | 99.3 | 47.1 | .0508 | 1,899,807 | .0543 | 874,672 | .0484 | .0515 | .0415 | .0457 | .0485 |
| Woodford | 32.7 | .0130 | -1.9 | 62 | 99.3 | 11.4 | .0123 | 438,332 | .0126 | 157,073 | .0087 | .0114 | .0083 | .0108 | .0108 |
| **ROCKFORD** | 284.2 | .1133 | 1.7 | 357 | 90.1 | 107.8 | .1163 | 4,120,369 | .1177 | 2,121,169 | .1173 | .1168 | .1018 | .1105 | .1221 |
| Boone | 31.0 | .0124 | 8.3 | 110 | 98.9 | 11.0 | .0119 | 360,794 | .0103 | 174,651 | .0096 | .0105 | .0111 | .0118 | .0095 |
| Winnebago | 253.2 | .1009 | .9 | 493 | 89.1 | 96.8 | .1044 | 3,759,575 | .1074 | 1,946,518 | .1077 | .1063 | .0907 | .0987 | .1126 |
| **SPRINGFIELD** | 189.9 | .0756 | 1.1 | 161 | 91.3 | 76.5 | .0825 | 2,575,181 | .0735 | 1,539,902 | .0851 | .0774 | .0806 | .0883 | .0743 |
| Menard | 11.1 | .0044 | -5.1 | 35 | 99.5 | 4.2 | .0045 | 117,291 | .0033 | 37,139 | .0020 | .0032 | .0047 | .0044 | .0028 |
| Sangamon | 178.8 | .0712 | 1.6 | 206 | 90.8 | 72.3 | .0780 | 2,457,890 | .0702 | 1,502,763 | .0831 | .0742 | .0759 | .0839 | .0715 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Adams | 65.8 | .0263 | -8.1 | 77 | 96.8 | 25.4 | .0273 | 734,883 | .0210 | 453,294 | .0251 | .0233 | .0322 | .0302 | .0234 |
| Alexander | 10.5 | .0042 | -14.4 | 44 | 66.2 | 4.2 | .0046 | 92,036 | .0026 | 47,839 | .0026 | .0029 | .0071 | .0038 | .0021 |
| Bond | 14.9 | .0059 | -8.2 | 39 | 96.7 | 5.6 | .0060 | 174,451 | .0050 | 56,119 | .0032 | .0046 | .0065 | .0053 | .0040 |
| Boone | 31.0 | .0124 | 8.3 | 110 | 98.9 | 11.0 | .0119 | 360,794 | .0103 | 174,651 | .0096 | .0105 | .0111 | .0118 | .0095 |
| Brown | 5.8 | .0023 | 7.2 | 19 | 89.6 | 2.0 | .0021 | 65,685 | .0019 | 12,425 | .0007 | .0017 | .0021 | .0019 | .0013 |
| Bureau | 35.5 | .0141 | -9.2 | 41 | 99.1 | 13.7 | .0148 | 520,578 | .0148 | 159,425 | .0088 | .0129 | .0123 | .0127 | .0128 |
| Calhoun | 5.3 | .0021 | -9.7 | 21 | 99.5 | 2.0 | .0022 | 54,781 | .0016 | 19,362 | .0011 | .0015 | .0023 | .0020 | .0011 |
| Carroll | 16.7 | .0067 | -11.1 | 38 | 98.7 | 6.6 | .0071 | 221,562 | .0063 | 66,071 | .0037 | .0056 | .0067 | .0068 | .0051 |
| Cass | 13.3 | .0053 | -11.8 | 35 | 99.6 | 5.1 | .0055 | 167,938 | .0048 | 53,055 | .0029 | .0044 | .0059 | .0046 | .0040 |
| Champaign | 173.4 | .0691 | 3.0 | 174 | 85.1 | 64.1 | .0691 | 2,311,415 | .0661 | 1,340,720 | .0742 | .0691 | .0721 | .0738 | .0643 |
| Christian | 34.3 | .0137 | -5.9 | 48 | 99.3 | 13.5 | .0146 | 492,734 | .0141 | 207,229 | .0114 | .0131 | .0137 | .0139 | .0125 |
| Clark | 15.9 | .0063 | -6.0 | 32 | 99.5 | 6.4 | .0069 | 185,540 | .0053 | 74,082 | .0041 | .0052 | .0077 | .0068 | .0039 |
| Clay | 14.4 | .0058 | -5.8 | 31 | 99.6 | 5.7 | .0061 | 173,069 | .0049 | 62,223 | .0035 | .0048 | .0063 | .0062 | .0039 |
| ☐ Clinton | 34.0 | .0135 | 4.2 | 72 | 96.4 | 11.6 | .0125 | 394,351 | .0113 | 154,110 | .0085 | .0108 | .0112 | .0122 | .0102 |
| Coles | 51.6 | .0206 | -1.3 | 102 | 97.3 | 18.9 | .0204 | 670,252 | .0191 | 376,934 | .0209 | .0200 | .0194 | .0218 | .0174 |
| Cook | 5,096.8 | 2.0321 | -3.0 | 5,389 | 69.4 | 1,876.4 | 2.0234 | 78,622,904 | 2.2468 | 37,683,384 | 2.0852 | 2.1553 | 1.8703 | 1.8586 | 2.3716 |
| Crawford | 19.3 | .0077 | -7.3 | 44 | 99.2 | 7.7 | .0083 | 310,576 | .0089 | 103,824 | .0057 | .0077 | .0069 | .0074 | .0066 |
| Cumberland | 10.7 | .0043 | -3.3 | 31 | 99.6 | 4.0 | .0043 | 103,270 | .0029 | 35,100 | .0020 | .0029 | .0049 | .0044 | .0024 |
| De Kalb | 78.4 | .0313 | 5.1 | 124 | 94.7 | 26.6 | .0287 | 1,032,316 | .0295 | 491,663 | .0272 | .0292 | .0264 | .0275 | .0270 |
| De Witt | 16.4 | .0065 | -9.4 | 41 | 99.3 | 6.4 | .0069 | 287,618 | .0083 | 96,390 | .0053 | .0070 | .0057 | .0050 | .0062 |
| Douglas | 19.4 | .0077 | -1.9 | 47 | 99.6 | 7.2 | .0078 | 260,717 | .0074 | 106,617 | .0059 | .0071 | .0070 | .0072 | .0075 |
| Du Page | 794.2 | .3167 | 20.5 | 2,375 | 92.5 | 283.9 | .3061 | 16,411,985 | .4690 | 8,779,512 | .4858 | .4435 | .1765 | .2820 | .4811 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/90 Population (Thousands) | % Of U.S. | % Change 1980-90 | Pop Per Sq. Mi. (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes<br>EPP (Economy-Priced Products) | <br>MPP (Moderate-Priced Products) | <br>PPP (Premium-Priced Products) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ILLINOIS (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Edgar | 19.4 | .0077 | -10.7 | 31 | 99.4 | 7.8 | .0084 | 244,462 | .0070 | 121,319 | .0067 | .0071 | .0103 | .0084 | .0055 |
| Edwards | 7.4 | .0030 | -7.1 | 33 | 99.5 | 3.0 | .0033 | 104,479 | .0030 | 28,093 | .0016 | .0025 | .0032 | .0029 | .0025 |
| Effingham | 31.9 | .0127 | 3.1 | 67 | 99.5 | 11.5 | .0124 | 374,052 | .0107 | 321,914 | .0178 | .0132 | .0130 | .0151 | .0118 |
| Fayette | 20.8 | .0083 | -6.2 | 29 | 96.5 | 7.7 | .0083 | 231,150 | .0066 | 89,232 | .0049 | .0065 | .0087 | .0085 | .0050 |
| Ford | 14.2 | .0056 | -7.0 | 29 | 99.3 | 5.6 | .0060 | 168,983 | .0048 | 76,329 | .0043 | .0048 | .0059 | .0067 | .0050 |
| Franklin | 40.0 | .0160 | -7.4 | 97 | 99.4 | 16.4 | .0177 | 445,880 | .0128 | 239,544 | .0132 | .0136 | .0227 | .0171 | .0111 |
| Fulton | 37.8 | .0151 | -13.5 | 44 | 97.6 | 14.8 | .0159 | 425,004 | .0121 | 199,237 | .0110 | .0123 | .0197 | .0158 | .0112 |
| Gallatin | 6.8 | .0027 | -10.4 | 21 | 99.1 | 2.7 | .0030 | 72,354 | .0021 | 17,691 | .0010 | .0020 | .0034 | .0025 | .0017 |
| Greene | 15.3 | .0061 | -8.2 | 28 | 99.4 | 5.9 | .0063 | 145,964 | .0041 | 45,532 | .0025 | .0040 | .0077 | .0063 | .0032 |
| Grundy | 32.6 | .0130 | 6.6 | 78 | 99.4 | 12.1 | .0131 | 523,960 | .0150 | 184,901 | .0103 | .0132 | .0092 | .0105 | .0123 |
| Hamilton | 8.5 | .0034 | -7.3 | 20 | 99.6 | 3.5 | .0037 | 124,806 | .0036 | 39,439 | .0021 | .0030 | .0037 | .0033 | .0027 |
| Hancock | 21.2 | .0084 | -11.2 | 27 | 99.6 | 8.3 | .0090 | 264,817 | .0075 | 63,191 | .0035 | .0065 | .0078 | .0082 | .0060 |
| Hardin | 5.2 | .0021 | -3.4 | 29 | 97.6 | 2.1 | .0023 | 39,691 | .0012 | 13,835 | .0008 | .0013 | .0033 | .0021 | .0009 |
| Henderson | 8.1 | .0032 | -11.1 | 21 | 99.4 | 3.2 | .0034 | 90,596 | .0026 | 14,338 | .0008 | .0022 | .0034 | .0030 | .0020 |
| Henry | 50.7 | .0202 | -12.5 | 62 | 98.2 | 19.3 | .0208 | 728,318 | .0208 | 295,012 | .0163 | .0193 | .0176 | .0186 | .0187 |
| Iroquois | 30.6 | .0122 | -7.2 | 27 | 99.0 | 11.7 | .0126 | 357,222 | .0102 | 127,073 | .0071 | .0097 | .0130 | .0123 | .0085 |
| Jackson | 61.0 | .0243 | -1.1 | 104 | 85.4 | 23.4 | .0253 | 699,382 | .0200 | 454,440 | .0251 | .0223 | .0334 | .0259 | .0206 |
| Jasper | 10.6 | .0043 | -6.4 | 21 | 99.7 | 4.0 | .0043 | 114,828 | .0033 | 43,213 | .0024 | .0032 | .0048 | .0042 | .0027 |
| Jefferson | 36.9 | .0147 | .9 | 65 | 94.2 | 14.6 | .0157 | 453,040 | .0129 | 291,692 | .0161 | .0143 | .0171 | .0167 | .0130 |
| ☐ Jersey | 20.6 | .0082 | .3 | 56 | 99.1 | 7.4 | .0080 | 230,608 | .0066 | 115,512 | .0064 | .0069 | .0075 | .0083 | .0059 |
| Jo Daviess | 21.7 | .0086 | -7.7 | 36 | 99.7 | 8.3 | .0089 | 231,117 | .0066 | 92,387 | .0051 | .0065 | .0097 | .0091 | .0054 |
| Johnson | 11.4 | .0046 | 18.5 | 33 | 90.1 | 3.7 | .0040 | 86,823 | .0025 | 29,258 | .0017 | .0026 | .0050 | .0040 | .0021 |
| Kane | 323.7 | .1291 | 16.3 | 622 | 91.8 | 109.3 | .1179 | 4,808,917 | .1374 | 2,600,479 | .1439 | .1378 | .0942 | .1167 | .1526 |
| Kankakee | 96.0 | .0382 | -6.7 | 142 | 84.0 | 34.5 | .0372 | 1,180,969 | .0338 | 651,968 | .0360 | .0353 | .0374 | .0374 | .0312 |
| Kendall | 39.7 | .0159 | 6.7 | 124 | 98.5 | 13.4 | .0145 | 546,140 | .0156 | 123,241 | .0069 | .0130 | .0087 | .0108 | .0145 |
| Knox | 56.1 | .0223 | -8.9 | 78 | 93.9 | 21.8 | .0235 | 646,382 | .0184 | 385,544 | .0213 | .0201 | .0258 | .0255 | .0192 |
| Lake | 525.8 | .2097 | 19.4 | 1,174 | 90.2 | 177.3 | .1912 | 9,978,593 | .2852 | 4,500,210 | .2490 | .2593 | .1363 | .1772 | .2528 |
| La Salle | 106.6 | .0425 | -4.9 | 94 | 98.1 | 41.2 | .0444 | 1,392,382 | .0398 | 819,482 | .0454 | .0420 | .0450 | .0450 | .0410 |
| Lawrence | 15.8 | .0063 | -11.3 | 42 | 98.7 | 6.2 | .0067 | 167,730 | .0048 | 72,643 | .0040 | .0048 | .0078 | .0063 | .0039 |
| Lee | 34.4 | .0137 | -5.3 | 47 | 95.3 | 12.5 | .0134 | 477,816 | .0136 | 177,204 | .0098 | .0126 | .0116 | .0126 | .0116 |
| Livingston | 39.2 | .0156 | -5.3 | 38 | 93.9 | 13.7 | .0148 | 479,661 | .0137 | 203,875 | .0113 | .0133 | .0140 | .0143 | .0126 |
| Logan | 30.8 | .0123 | -3.2 | 50 | 95.0 | 11.0 | .0119 | 386,061 | .0111 | 182,293 | .0100 | .0109 | .0108 | .0118 | .0100 |
| McDonough | 35.0 | .0139 | -6.6 | 59 | 93.7 | 12.1 | .0130 | 347,874 | .0099 | 196,968 | .0109 | .0111 | .0161 | .0135 | .0094 |
| McHenry | 186.3 | .0743 | 26.0 | 308 | 98.9 | 64.0 | .0690 | 2,877,346 | .0822 | 1,097,768 | .0608 | .0742 | .0470 | .0589 | .0715 |
| McLean | 130.1 | .0519 | 9.2 | 110 | 94.1 | 47.2 | .0509 | 1,960,355 | .0560 | 1,036,848 | .0574 | .0556 | .0428 | .0526 | .0525 |
| Macon | 116.2 | .0463 | -11.6 | 200 | 87.1 | 45.6 | .0492 | 1,746,993 | .0500 | 900,491 | .0498 | .0492 | .0434 | .0472 | .0477 |
| Macoupin | 47.6 | .0190 | -3.6 | 55 | 98.6 | 18.1 | .0195 | 577,922 | .0165 | 246,100 | .0136 | .0161 | .0188 | .0181 | .0144 |
| ☐ Madison | 249.7 | .0996 | .8 | 344 | 92.5 | 95.0 | .1025 | 2,991,842 | .0855 | 1,714,078 | .0949 | .0911 | .1116 | .1037 | .0803 |
| Marion | 41.4 | .0165 | -4.9 | 72 | 95.5 | 16.2 | .0174 | 487,224 | .0139 | 287,809 | .0159 | .0151 | .0204 | .0183 | .0128 |
| Marshall | 12.8 | .0051 | -11.6 | 33 | 99.4 | 4.9 | .0053 | 157,093 | .0045 | 49,056 | .0027 | .0041 | .0050 | .0045 | .0036 |
| Mason | 16.1 | .0064 | -17.4 | 30 | 99.5 | 6.3 | .0068 | 191,255 | .0055 | 53,598 | .0030 | .0048 | .0069 | .0061 | .0045 |
| Massac | 14.7 | .0059 | -1.9 | 61 | 93.6 | 5.9 | .0064 | 143,567 | .0041 | 56,231 | .0031 | .0042 | .0081 | .0059 | .0032 |
| Menard | 11.1 | .0044 | -5.1 | 35 | 99.5 | 4.2 | .0045 | 117,291 | .0033 | 37,139 | .0020 | .0032 | .0047 | .0044 | .0028 |
| Mercer | 17.2 | .0068 | -10.8 | 31 | 99.4 | 6.5 | .0070 | 215,233 | .0062 | 53,917 | .0030 | .0053 | .0060 | .0058 | .0051 |
| ☐ Monroe | 22.7 | .0091 | 12.8 | 58 | 99.4 | 8.3 | .0090 | 280,678 | .0080 | 131,772 | .0073 | .0080 | .0092 | .0084 | .0071 |
| Montgomery | 30.7 | .0122 | -3.1 | 44 | 97.6 | 11.5 | .0124 | 355,717 | .0101 | 167,700 | .0093 | .0103 | .0137 | .0123 | .0088 |
| Morgan | 36.3 | .0145 | -3.2 | 64 | 95.1 | 13.6 | .0146 | 463,908 | .0133 | 267,701 | .0148 | .0140 | .0151 | .0160 | .0124 |
| Moultrie | 13.9 | .0055 | -4.5 | 41 | 99.7 | 5.1 | .0055 | 156,257 | .0045 | 56,319 | .0031 | .0043 | .0054 | .0053 | .0039 |
| Ogle | 46.0 | .0184 | -.7 | 61 | 99.3 | 17.1 | .0185 | 656,354 | .0187 | 186,282 | .0103 | .0162 | .0148 | .0154 | .0153 |
| Peoria | 182.0 | .0725 | -9.2 | 294 | 84.5 | 70.5 | .0760 | 3,038,917 | .0869 | 1,490,930 | .0825 | .0826 | .0630 | .0708 | .0830 |
| Perry | 21.3 | .0085 | -1.9 | 48 | 97.7 | 8.3 | .0089 | 289,751 | .0082 | 96,198 | .0053 | .0074 | .0086 | .0080 | .0069 |
| Piatt | 15.5 | .0062 | -6.5 | 35 | 99.8 | 5.9 | .0064 | 195,995 | .0057 | 77,012 | .0043 | .0053 | .0055 | .0064 | .0048 |
| Pike | 17.5 | .0070 | -7.4 | 21 | 99.6 | 7.0 | .0076 | 165,573 | .0047 | 72,836 | .0040 | .0050 | .0100 | .0076 | .0038 |
| Pope | 4.4 | .0017 | -.1 | 12 | 93.3 | 1.6 | .0017 | 38,232 | .0011 | 4,255 | .0003 | .0010 | .0019 | .0016 | .0008 |
| Pulaski | 7.5 | .0030 | -15.2 | 37 | 67.0 | 2.9 | .0031 | 65,324 | .0018 | 13,999 | .0007 | .0018 | .0044 | .0026 | .0014 |
| Putnam | 5.7 | .0023 | -6.3 | 36 | 99.5 | 2.2 | .0024 | 75,910 | .0022 | 20,240 | .0012 | .0019 | .0021 | .0020 | .0018 |
| Randolph | 34.5 | .0138 | -3.2 | 60 | 91.2 | 11.9 | .0128 | 388,507 | .0111 | 209,397 | .0116 | .0117 | .0139 | .0126 | .0094 |
| Richland | 16.4 | .0065 | -6.8 | 46 | 99.5 | 6.4 | .0069 | 214,014 | .0061 | 97,081 | .0053 | .0060 | .0065 | .0069 | .0056 |
| Rock Island | 147.3 | .0587 | -11.7 | 345 | 91.7 | 58.7 | .0633 | 2,296,894 | .0657 | 1,115,457 | .0617 | .0631 | .0560 | .0577 | .0628 |
| ☐ St. Clair | 262.6 | .1047 | -1.9 | 396 | 71.8 | 95.2 | .1027 | 3,213,603 | .0918 | 1,681,488 | .0931 | .0948 | .1067 | .0967 | .0945 |
| Saline | 26.4 | .0106 | -7.2 | 69 | 95.9 | 10.8 | .0116 | 281,796 | .0081 | 182,076 | .0101 | .0091 | .0170 | .0113 | .0076 |
| Sangamon | 178.8 | .0712 | 1.6 | 206 | 90.8 | 72.3 | .0780 | 2,457,890 | .0702 | 1,502,763 | .0831 | .0742 | .0759 | .0839 | .0715 |
| Schuyler | 7.5 | .0030 | -10.4 | 17 | 99.8 | 3.0 | .0032 | 98,357 | .0028 | 33,165 | .0019 | .0027 | .0033 | .0030 | .0026 |
| Scott | 5.6 | .0023 | -8.8 | 22 | 99.8 | 2.2 | .0024 | 73,584 | .0021 | 15,979 | .0008 | .0018 | .0022 | .0020 | .0017 |
| Shelby | 22.2 | .0088 | -7.2 | 29 | 99.7 | 8.5 | .0092 | 232,960 | .0067 | 66,986 | .0038 | .0062 | .0099 | .0088 | .0057 |
| Stark | 6.4 | .0026 | -13.4 | 22 | 99.4 | 2.5 | .0027 | 101,081 | .0029 | 14,079 | .0007 | .0022 | .0020 | .0017 | .0020 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Population (Thousands) | % Of U.S. | % Change 1980-90 | Pop. Per Sq. Mi. (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **ILLINOIS (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Stephenson | 48.0 | .0191 | -3.1 | 85 | 92.7 | 18.9 | .0203 | 611,868 | .0174 | 299,946 | .0166 | .0175 | .0207 | .0211 | .0173 |
| Tazewell | 123.4 | .0492 | -6.6 | 190 | 99.3 | 47.1 | .0508 | 1,899,807 | .0543 | 874,672 | .0484 | .0515 | .0415 | .0457 | .0485 |
| Union | 17.6 | .0070 | -.9 | 42 | 98.7 | 6.8 | .0074 | 180,617 | .0052 | 79,560 | .0044 | .0052 | .0089 | .0077 | .0041 |
| Vermilion | 87.7 | .0350 | -7.9 | 98 | 90.0 | 33.8 | .0364 | 1,074,781 | .0307 | 550,485 | .0305 | .0316 | .0390 | .0363 | .0293 |
| Wabash | 13.1 | .0052 | -4.5 | 59 | 99.0 | 5.0 | .0054 | 152,318 | .0044 | 72,053 | .0040 | .0045 | .0062 | .0050 | .0036 |
| Warren | 18.9 | .0076 | -13.9 | 35 | 97.6 | 7.3 | .0079 | 219,899 | .0062 | 95,301 | .0053 | .0061 | .0086 | .0078 | .0053 |
| Washington | 15.0 | .0059 | -3.1 | 27 | 99.3 | 5.7 | .0061 | 175,585 | .0051 | 65,188 | .0036 | .0048 | .0061 | .0058 | .0043 |
| Wayne | 17.1 | .0069 | -5.3 | 24 | 99.5 | 6.9 | .0075 | 182,320 | .0052 | 67,519 | .0037 | .0051 | .0093 | .0073 | .0047 |
| White | 16.4 | .0065 | -8.2 | 33 | 99.3 | 6.8 | .0073 | 231,216 | .0066 | 89,627 | .0050 | .0061 | .0081 | .0071 | .0049 |
| Whiteside | 59.9 | .0239 | -9.2 | 87 | 98.6 | 22.6 | .0244 | 723,327 | .0206 | 370,887 | .0205 | .0213 | .0238 | .0242 | .0195 |
| Will | 360.5 | .1437 | 11.1 | 431 | 87.3 | 118.0 | .1272 | 5,257,872 | .1503 | 2,007,889 | .1111 | .1372 | .0880 | .1011 | .1369 |
| Williamson | 57.8 | .0231 | 2.2 | 136 | 97.3 | 23.1 | .0249 | 549,512 | .0157 | 394,340 | .0218 | .0190 | .0310 | .0268 | .0157 |
| Winnebago | 253.2 | .1009 | .9 | 493 | 89.1 | 96.8 | .1044 | 3,759,575 | .1074 | 1,946,518 | .1077 | .1063 | .0907 | .0987 | .1126 |
| Woodford | 32.7 | .0130 | -1.9 | 62 | 99.3 | 11.4 | .0123 | 438,332 | .0126 | 157,073 | .0087 | .0114 | .0083 | .0108 | .0108 |
| **TOTAL METRO COUNTIES** | **9,475.1** | **3.7776** | **1.5** | **611** | **79.0** | **3,454.6** | **3.7255** | **148,436,349** | **4.2421** | **72,298,586** | **4.0006** | **4.0764** | **3.2409** | **3.4585** | **4.3072** |
| **TOTAL STATE** | **11,449.1** | **4.5648** | **.2** | **206** | **82.0** | **4,207.6** | **4.5372** | **172,283,968** | **4.9233** | **83,478,926** | **4.6193** | **4.7604** | **4.1041** | **4.2584** | **4.9238** |
| **INDIANA** | | | | | | | | | | | | | | | |
| **ANDERSON** | **130.1** | **.0519** | **-6.6** | **288** | **91.8** | **49.6** | **.0534** | **1,573,359** | **.0450** | **844,241** | **.0467** | **.0469** | **.0533** | **.0541** | **.0456** |
| Madison | 130.1 | .0519 | -6.6 | 288 | 91.8 | 49.6 | .0534 | 1,573,359 | .0450 | 844,241 | .0467 | .0469 | .0533 | .0541 | .0456 |
| **BLOOMINGTON** | **109.6** | **.0437** | **10.9** | **278** | **94.5** | **39.6** | **.0427** | **1,331,221** | **.0381** | **697,335** | **.0386** | **.0393** | **.0483** | **.0447** | **.0368** |
| Monroe | 109.6 | .0437 | 10.9 | 278 | 94.5 | 39.6 | .0427 | 1,331,221 | .0381 | 697,335 | .0386 | .0393 | .0483 | .0447 | .0368 |
| **ELKHART - GOSHEN** | **157.6** | **.0629** | **14.8** | **340** | **94.4** | **57.2** | **.0616** | **1,884,166** | **.0538** | **1,196,790** | **.0662** | **.0595** | **.0572** | **.0732** | **.0540** |
| Elkhart | 157.6 | .0629 | 14.8 | 340 | 94.4 | 57.2 | .0616 | 1,884,166 | .0538 | 1,196,790 | .0662 | .0595 | .0572 | .0732 | .0540 |
| **EVANSVILLE** | **279.2** | **.1114** | **1.1** | **190** | **93.5** | **108.8** | **.1173** | **3,640,992** | **.1041** | **2,026,723** | **.1122** | **.1080** | **.1192** | **.1190** | **.1108** |
| Posey | 25.9 | .0104 | -2.0 | 63 | 98.6 | 9.5 | .0102 | 307,978 | .0088 | 82,636 | .0046 | .0078 | .0090 | .0085 | .0079 |
| Vanderburgh | 164.9 | .0657 | -1.6 | 703 | 91.7 | 66.7 | .0719 | 2,269,894 | .0649 | 1,475,496 | .0816 | .0702 | .0757 | .0769 | .0741 |
| Warrick | 45.3 | .0181 | 9.2 | 118 | 98.6 | 16.0 | .0173 | 513,594 | .0147 | 152,546 | .0085 | .0134 | .0153 | .0149 | .0136 |
| *Henderson, Ky.* | *43.1* | *.0172* | *5.5* | *98* | *92.4* | *16.6* | *.0179* | *549,526* | *.0157* | *316,045* | *.0175* | *.0166* | *.0192* | *.0187* | *.0152* |
| **FORT WAYNE** | **365.8** | **.1459** | **3.3** | **270** | **90.3** | **136.8** | **.1474** | **4,818,583** | **.1378** | **2,831,781** | **.1566** | **.1450** | **.1302** | **.1581** | **.1476** |
| Allen | 302.4 | .1206 | 2.7 | 460 | 88.4 | 113.9 | .1228 | 4,081,041 | .1167 | 2,513,170 | .1390 | .1241 | .1075 | .1331 | .1274 |
| De Kalb | 35.6 | .0142 | 5.9 | 98 | 99.3 | 12.8 | .0138 | 429,026 | .0123 | 192,167 | .0106 | .0122 | .0115 | .0139 | .0121 |
| Whitley | 27.8 | .0111 | 6.0 | 83 | 99.5 | 10.1 | .0108 | 308,516 | .0088 | 126,444 | .0070 | .0087 | .0112 | .0111 | .0081 |
| **GARY - HAMMOND** | **603.2** | **.2405** | **-6.2** | **659** | **79.5** | **215.5** | **.2325** | **7,233,552** | **.2067** | **3,673,341** | **.2033** | **.2126** | **.2197** | **.2112** | **.2175** |
| Lake | 473.4 | .1888 | -9.5 | 953 | 74.3 | 170.0 | .1834 | 5,478,998 | .1566 | 3,020,647 | .1672 | .1663 | .1819 | .1703 | .1710 |
| Porter | 129.8 | .0517 | 8.3 | 310 | 98.7 | 45.5 | .0491 | 1,754,554 | .0501 | 652,694 | .0361 | .0463 | .0378 | .0409 | .0465 |
| **INDIANAPOLIS** | **1,258.1** | **.5016** | **7.8** | **410** | **85.1** | **483.2** | **.5212** | **17,613,378** | **.5034** | **10,364,320** | **.5735** | **.5239** | **.4562** | **.5456** | **.5314** |
| Boone | 38.4 | .0153 | 5.4 | 91 | 99.3 | 14.0 | .0151 | 505,144 | .0144 | 205,532 | .0113 | .0136 | .0123 | .0148 | .0173 |
| Hamilton | 111.7 | .0446 | 36.2 | 281 | 98.1 | 39.8 | .0429 | 1,793,456 | .0512 | 636,737 | .0352 | .0452 | .0282 | .0358 | .0448 |
| Hancock | 45.8 | .0182 | 4.2 | 150 | 99.3 | 16.1 | .0174 | 594,365 | .0170 | 202,308 | .0112 | .0156 | .0129 | .0150 | .0151 |
| Hendricks | 76.5 | .0305 | 9.6 | 187 | 98.5 | 26.4 | .0285 | 1,018,147 | .0291 | 333,472 | .0185 | .0261 | .0212 | .0242 | .0262 |
| Johnson | 89.0 | .0355 | 15.2 | 278 | 98.2 | 31.7 | .0342 | 1,186,943 | .0340 | 681,053 | .0377 | .0353 | .0260 | .0352 | .0379 |
| Marion | 800.2 | .3190 | 4.6 | 2,019 | 77.3 | 320.7 | .3459 | 11,378,928 | .3252 | 7,836,125 | .4336 | .3564 | .3217 | .3846 | .3592 |
| Morgan | 56.2 | .0224 | 8.1 | 138 | 99.6 | 19.7 | .0212 | 667,600 | .0191 | 284,575 | .0158 | .0187 | .0189 | .0199 | .0182 |
| Shelby | 40.3 | .0161 | 1.0 | 98 | 98.6 | 14.8 | .0160 | 468,795 | .0134 | 184,518 | .0102 | .0130 | .0150 | .0161 | .0127 |
| **KOKOMO** | **96.3** | **.0385** | **-7.2** | **174** | **94.5** | **37.3** | **.0403** | **1,300,615** | **.0371** | **789,751** | **.0437** | **.0393** | **.0376** | **.0411** | **.0352** |
| Howard | 80.2 | .0320 | -7.7 | 274 | 93.6 | 31.3 | .0338 | 1,114,615 | .0318 | 682,804 | .0378 | .0336 | .0318 | .0343 | .0308 |
| Tipton | 16.1 | .0065 | -4.3 | 62 | 99.4 | 6.0 | .0065 | 186,000 | .0053 | 106,947 | .0059 | .0057 | .0058 | .0068 | .0044 |
| **LAFAYETTE - WEST LAFAYETTE** | **131.2** | **.0523** | **7.8** | **263** | **93.7** | **45.9** | **.0495** | **1,629,803** | **.0466** | **962,867** | **.0533** | **.0498** | **.0486** | **.0559** | **.0459** |
| Tippecanoe | 131.2 | .0523 | 7.8 | 263 | 93.7 | 45.9 | .0495 | 1,629,803 | .0466 | 962,867 | .0533 | .0498 | .0486 | .0559 | .0459 |
| **MUNCIE** | **119.3** | **.0475** | **-7.2** | **303** | **93.1** | **45.0** | **.0485** | **1,385,075** | **.0396** | **762,831** | **.0423** | **.0419** | **.0528** | **.0486** | **.0411** |
| Delaware | 119.3 | .0475 | -7.2 | 303 | 93.1 | 45.0 | .0485 | 1,385,075 | .0396 | 762,831 | .0423 | .0419 | .0528 | .0486 | .0411 |
| **SOUTH BEND - MISHAWAKA** | **247.7** | **.0987** | **2.5** | **542** | **88.6** | **92.6** | **.0998** | **3,120,679** | **.0891** | **1,892,271** | **.1047** | **.0957** | **.1000** | **.1055** | **.0981** |
| St. Joseph | 247.7 | .0987 | 2.5 | 542 | 88.6 | 92.6 | .0998 | 3,120,679 | .0891 | 1,892,271 | .1047 | .0957 | .1000 | .1055 | .0981 |
| **TERRE HAUTE** | **130.3** | **.0519** | **-5.1** | **171** | **94.1** | **49.0** | **.0528** | **1,558,219** | **.0445** | **1,453,481** | **.0805** | **.0568** | **.0543** | **.0662** | **.0643** |
| Clay | 24.7 | .0098 | -.7 | 69 | 99.3 | 9.4 | .0101 | 274,946 | .0079 | 114,161 | .0063 | .0078 | .0099 | .0100 | .0069 |
| Vigo | 105.6 | .0421 | -6.0 | 262 | 92.9 | 39.6 | .0427 | 1,283,273 | .0366 | 1,339,320 | .0742 | .0490 | .0444 | .0562 | .0574 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Adams | 31.3 | .0125 | 5.7 | 92 | 99.5 | 10.5 | .0113 | 334,846 | .0095 | 207,067 | .0115 | .0107 | .0112 | .0122 | .0094 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES | | | | | | | | | | | | | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Population (Thousands) | % Of U.S. | % Change 1980-90 | Pop. Per Sq. Mi. (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **INDIANA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Allen | 302.4 | .1206 | 2.7 | 460 | 88.4 | 113.9 | .1228 | 4,081,041 | .1167 | 2,513,170 | .1390 | .1241 | .1075 | .1331 | .1274 |
| Bartholomew | 63.8 | .0254 | −2.0 | 157 | 97.2 | 24.2 | .0261 | 966,660 | .0276 | 458,237 | .0254 | .0265 | .0223 | .0250 | .0280 |
| Benton | 9.4 | .0038 | −8.0 | 23 | 99.8 | 3.5 | .0038 | 102,973 | .0029 | 40,287 | .0022 | .0029 | .0035 | .0041 | .0025 |
| Blackford | 14.0 | .0056 | −10.1 | 85 | 99.5 | 5.4 | .0058 | 152,546 | .0044 | 58,689 | .0033 | .0044 | .0063 | .0054 | .0041 |
| Boone | 38.4 | .0153 | 5.4 | 91 | 99.3 | 14.0 | .0151 | 505,144 | .0144 | 205,532 | .0113 | .0136 | .0123 | .0148 | .0173 |
| Brown | 14.2 | .0056 | 14.7 | 45 | 99.4 | 5.4 | .0059 | 147,647 | .0042 | 36,685 | .0021 | .0038 | .0057 | .0056 | .0037 |
| Carroll | 18.8 | .0075 | −4.7 | 50 | 99.8 | 7.1 | .0076 | 226,518 | .0065 | 56,527 | .0031 | .0057 | .0063 | .0074 | .0052 |
| Cass | 38.3 | .0153 | −6.4 | 93 | 98.4 | 14.6 | .0158 | 421,926 | .0121 | 215,083 | .0119 | .0127 | .0158 | .0171 | .0116 |
| ☐ Clark | 87.7 | .0350 | −1.3 | 234 | 93.9 | 33.3 | .0359 | 960,810 | .0274 | 787,935 | .0436 | .0338 | .0373 | .0433 | .0332 |
| Clay | 24.7 | .0098 | −.7 | 69 | 99.3 | 9.4 | .0101 | 274,946 | .0079 | 114,161 | .0063 | .0078 | .0099 | .0100 | .0069 |
| Clinton | 31.0 | .0124 | −1.7 | 77 | 99.5 | 11.5 | .0124 | 371,261 | .0106 | 148,350 | .0082 | .0102 | .0111 | .0125 | .0094 |
| Crawford | 9.9 | .0039 | .8 | 32 | 99.5 | 3.7 | .0040 | 85,395 | .0024 | 32,064 | .0018 | .0026 | .0051 | .0040 | .0020 |
| Daviess | 27.5 | .0110 | −1.2 | 64 | 99.5 | 10.0 | .0108 | 295,627 | .0085 | 132,152 | .0073 | .0086 | .0115 | .0110 | .0072 |
| ☐ Dearborn | 39.2 | .0156 | 14.3 | 128 | 99.0 | 13.8 | .0149 | 434,427 | .0124 | 200,038 | .0111 | .0126 | .0143 | .0144 | .0116 |
| Decatur | 23.7 | .0095 | −.6 | 64 | 99.2 | 8.4 | .0090 | 243,223 | .0069 | 112,686 | .0062 | .0073 | .0090 | .0101 | .0062 |
| De Kalb | 35.6 | .0142 | 5.9 | 98 | 99.3 | 12.8 | .0138 | 429,026 | .0123 | 192,167 | .0106 | .0122 | .0115 | .0139 | .0121 |
| Delaware | 119.3 | .0475 | −7.2 | 303 | 93.1 | 45.0 | .0485 | 1,385,075 | .0396 | 762,831 | .0423 | .0419 | .0528 | .0486 | .0411 |
| Dubois | 36.9 | .0147 | 7.8 | 86 | 99.7 | 13.1 | .0142 | 409,190 | .0117 | 312,700 | .0173 | .0139 | .0147 | .0169 | .0127 |
| Elkhart | 157.6 | .0629 | 14.8 | 340 | 94.4 | 57.2 | .0616 | 1,884,166 | .0538 | 1,196,790 | .0662 | .0595 | .0572 | .0732 | .0540 |
| Fayette | 25.8 | .0103 | −8.8 | 120 | 97.9 | 9.9 | .0107 | 293,440 | .0084 | 127,525 | .0070 | .0084 | .0103 | .0120 | .0078 |
| ☐ Floyd | 64.8 | .0258 | 5.9 | 438 | 95.4 | 24.2 | .0261 | 787,275 | .0225 | 299,418 | .0166 | .0213 | .0257 | .0251 | .0220 |
| Fountain | 17.7 | .0070 | −7.0 | 45 | 99.7 | 6.8 | .0073 | 178,318 | .0051 | 79,054 | .0044 | .0052 | .0081 | .0077 | .0044 |
| Franklin | 19.6 | .0079 | −.1 | 51 | 99.6 | 6.6 | .0072 | 204,253 | .0058 | 53,636 | .0030 | .0055 | .0064 | .0075 | .0053 |
| Fulton | 18.8 | .0075 | −2.8 | 51 | 98.7 | 7.3 | .0078 | 206,568 | .0059 | 86,396 | .0047 | .0058 | .0085 | .0081 | .0050 |
| Gibson | 31.8 | .0126 | −4.1 | 65 | 97.6 | 12.3 | .0133 | 376,879 | .0108 | 137,793 | .0077 | .0102 | .0142 | .0120 | .0092 |
| Grant | 73.7 | .0294 | −8.9 | 178 | 92.1 | 27.5 | .0297 | 865,146 | .0247 | 489,564 | .0270 | .0264 | .0296 | .0312 | .0247 |
| Greene | 30.4 | .0121 | −.1 | 56 | 99.6 | 11.9 | .0128 | 327,157 | .0094 | 127,381 | .0071 | .0091 | .0147 | .0127 | .0078 |
| Hamilton | 111.7 | .0446 | 36.2 | 281 | 98.1 | 39.8 | .0429 | 1,793,456 | .0512 | 636,737 | .0352 | .0452 | .0282 | .0358 | .0448 |
| Hancock | 45.8 | .0182 | 4.2 | 150 | 99.3 | 16.1 | .0174 | 594,365 | .0170 | 202,308 | .0112 | .0156 | .0129 | .0150 | .0151 |
| ☐ Harrison | 30.2 | .0121 | 10.7 | 62 | 99.3 | 10.7 | .0115 | 315,896 | .0090 | 126,359 | .0070 | .0090 | .0110 | .0122 | .0077 |
| Hendricks | 76.5 | .0305 | 9.6 | 187 | 98.5 | 26.4 | .0285 | 1,018,147 | .0291 | 333,472 | .0185 | .0261 | .0212 | .0242 | .0262 |
| Henry | 47.9 | .0191 | −10.2 | 122 | 98.7 | 18.5 | .0199 | 544,559 | .0156 | 262,983 | .0145 | .0160 | .0197 | .0207 | .0146 |
| Howard | 80.2 | .0320 | −7.7 | 274 | 93.6 | 31.3 | .0338 | 1,114,615 | .0318 | 682,804 | .0378 | .0336 | .0318 | .0343 | .0308 |
| Huntington | 35.6 | .0141 | .0 | 93 | 99.0 | 12.9 | .0139 | 401,079 | .0115 | 174,056 | .0096 | .0115 | .0127 | .0148 | .0105 |
| Jackson | 37.8 | .0151 | 3.5 | 74 | 98.9 | 14.1 | .0152 | 418,250 | .0120 | 224,097 | .0124 | .0127 | .0154 | .0162 | .0118 |
| Jasper | 24.9 | .0099 | −4.7 | 44 | 99.1 | 8.5 | .0092 | 274,809 | .0078 | 120,568 | .0067 | .0079 | .0081 | .0095 | .0073 |
| Jay | 21.4 | .0086 | −7.9 | 56 | 99.3 | 8.1 | .0087 | 192,943 | .0055 | 75,800 | .0042 | .0058 | .0102 | .0095 | .0055 |
| Jefferson | 29.9 | .0119 | −1.7 | 83 | 98.0 | 10.9 | .0117 | 353,433 | .0101 | 156,691 | .0087 | .0100 | .0127 | .0126 | .0089 |
| Jennings | 23.8 | .0095 | 4.1 | 63 | 98.7 | 8.4 | .0091 | 224,097 | .0064 | 81,243 | .0045 | .0064 | .0098 | .0091 | .0053 |
| Johnson | 89.0 | .0355 | 13.2 | 278 | 98.2 | 31.7 | .0342 | 1,186,943 | .0340 | 681,053 | .0377 | .0353 | .0260 | .0352 | .0379 |
| Knox | 39.7 | .0158 | −5.1 | 77 | 98.1 | 15.1 | .0163 | 381,966 | .0109 | 251,642 | .0139 | .0129 | .0215 | .0176 | .0107 |
| Kosciusko | 65.8 | .0262 | 10.5 | 122 | 98.8 | 23.6 | .0254 | 831,384 | .0237 | 391,730 | .0217 | .0236 | .0216 | .0277 | .0234 |
| La Grange | 29.8 | .0119 | 16.6 | 79 | 99.3 | 9.3 | .0100 | 259,783 | .0074 | 104,257 | .0057 | .0078 | .0101 | .0110 | .0067 |
| Lake | 473.4 | .1888 | −9.5 | 953 | 74.3 | 170.0 | .1834 | 5,478,998 | .1566 | 3,020,647 | .1672 | .1663 | .1819 | .1703 | .1710 |
| La Porte | 107.0 | .0426 | −1.5 | 179 | 90.2 | 38.5 | .0415 | 1,230,323 | .0352 | 625,710 | .0346 | .0364 | .0407 | .0415 | .0387 |
| Lawrence | 42.9 | .0171 | 1.0 | 96 | 99.3 | 16.3 | .0176 | 436,172 | .0124 | 225,569 | .0125 | .0134 | .0205 | .0189 | .0120 |
| Madison | 130.1 | .0519 | −6.6 | 288 | 91.8 | 49.6 | .0534 | 1,573,359 | .0450 | 844,241 | .0467 | .0469 | .0533 | .0541 | .0456 |
| Marion | 800.2 | .3190 | 4.6 | 2,019 | 77.3 | 320.7 | .3459 | 11,378,928 | .3252 | 7,836,125 | .4336 | .3564 | .3217 | .3846 | .3592 |
| Marshall | 42.5 | .0170 | 8.5 | 96 | 99.2 | 15.3 | .0165 | 467,937 | .0133 | 241,952 | .0134 | .0141 | .0162 | .0178 | .0122 |
| Martin | 10.4 | .0041 | −5.5 | 31 | 99.6 | 3.8 | .0041 | 112,296 | .0033 | 44,248 | .0024 | .0032 | .0042 | .0043 | .0032 |
| Miami | 36.7 | .0147 | −7.8 | 98 | 94.6 | 13.4 | .0144 | 376,858 | .0107 | 155,054 | .0086 | .0109 | .0143 | .0159 | .0102 |
| Monroe | 109.6 | .0437 | 10.9 | 278 | 94.5 | 39.6 | .0427 | 1,331,221 | .0381 | 697,335 | .0386 | .0393 | .0483 | .0447 | .0368 |
| Montgomery | 34.4 | .0137 | −3.1 | 68 | 98.7 | 13.2 | .0143 | 400,505 | .0114 | 219,437 | .0121 | .0122 | .0147 | .0164 | .0105 |
| Morgan | 56.2 | .0224 | 8.1 | 138 | 99.6 | 19.7 | .0212 | 667,600 | .0191 | 284,575 | .0158 | .0187 | .0189 | .0199 | .0182 |
| Newton | 13.5 | .0054 | −9.1 | 34 | 99.5 | 4.8 | .0052 | 137,870 | .0039 | 40,655 | .0022 | .0038 | .0049 | .0047 | .0036 |
| Noble | 38.1 | .0152 | 7.5 | 93 | 99.3 | 13.5 | .0145 | 395,233 | .0113 | 186,805 | .0104 | .0117 | .0142 | .0165 | .0101 |
| Ohio | 5.4 | .0021 | 5.6 | 62 | 98.9 | 2.0 | .0022 | 59,893 | .0017 | 11,728 | .0006 | .0015 | .0021 | .0015 | .0016 |
| Orange | 18.4 | .0074 | −1.5 | 46 | 99.0 | 6.9 | .0074 | 166,436 | .0048 | 66,503 | .0037 | .0049 | .0098 | .0084 | .0037 |
| Owen | 17.5 | .0069 | 10.5 | 45 | 99.4 | 6.5 | .0070 | 171,263 | .0049 | 51,511 | .0029 | .0047 | .0076 | .0068 | .0046 |
| Parke | 15.3 | .0061 | −6.6 | 34 | 98.8 | 5.8 | .0063 | 150,795 | .0043 | 62,457 | .0034 | .0043 | .0069 | .0062 | .0036 |
| Perry | 19.1 | .0076 | −1.3 | 50 | 98.5 | 6.8 | .0073 | 176,084 | .0050 | 79,615 | .0044 | .0056 | .0088 | .0074 | .0050 |
| Pike | 12.4 | .0050 | −7.9 | 37 | 99.7 | 4.9 | .0053 | 141,681 | .0041 | 28,531 | .0016 | .0034 | .0056 | .0045 | .0033 |
| Porter | 129.8 | .0517 | 8.3 | 310 | 98.7 | 45.5 | .0491 | 1,754,554 | .0501 | 652,694 | .0361 | .0463 | .0378 | .0409 | .0465 |
| Posey | 25.9 | .0104 | −2.0 | 63 | 98.6 | 9.5 | .0102 | 307,978 | .0088 | 82,636 | .0046 | .0078 | .0090 | .0085 | .0079 |
| Pulaski | 12.6 | .0050 | −5.0 | 29 | 99.1 | 4.7 | .0051 | 137,832 | .0040 | 51,258 | .0028 | .0038 | .0050 | .0053 | .0036 |
| Putnam | 30.4 | .0121 | 4.2 | 63 | 96.3 | 10.0 | .0108 | 317,971 | .0090 | 124,568 | .0069 | .0091 | .0104 | .0104 | .0084 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Population (Thousands) | % Of U.S. | % Change 1980-90 | Pop Per Sq. Mi. (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **INDIANA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Randolph | 26.9 | .0107 | −10.3 | 59 | 99.4 | 10.4 | .0112 | 266,642 | .0077 | 99,253 | .0055 | .0075 | .0117 | .0119 | .0077 |
| Ripley | 24.7 | .0099 | 1.2 | 55 | 99.6 | 8.8 | .0095 | 263,170 | .0075 | 127,873 | .0071 | .0078 | .0108 | .0104 | .0069 |
| Rush | 18.0 | .0072 | −8.2 | 44 | 98.8 | 6.5 | .0070 | 184,844 | .0053 | 69,161 | .0038 | .0054 | .0070 | .0074 | .0046 |
| St. Joseph | 247.7 | .0987 | 2.5 | 542 | 88.6 | 92.6 | .0998 | 3,120,679 | .0891 | 1,892,271 | .1047 | .0957 | .1000 | .1055 | .0981 |
| Scott | 21.1 | .0084 | 3.3 | 111 | 99.5 | 7.6 | .0082 | 205,651 | .0059 | 99,127 | .0055 | .0062 | .0091 | .0090 | .0051 |
| Shelby | 40.3 | .0161 | 1.0 | 98 | 98.6 | 14.8 | .0160 | 468,795 | .0134 | 184,518 | .0102 | .0130 | .0150 | .0161 | .0127 |
| Spencer | 19.5 | .0078 | .7 | 49 | 99.1 | 7.0 | .0075 | 212,670 | .0061 | 66,364 | .0037 | .0057 | .0075 | .0069 | .0053 |
| Starke | 22.9 | .0091 | 4.1 | 74 | 99.0 | 8.2 | .0089 | 202,130 | .0058 | 96,774 | .0053 | .0063 | .0105 | .0089 | .0057 |
| Steuben | 27.8 | .0111 | 12.6 | 90 | 99.1 | 10.3 | .0111 | 295,430 | .0084 | 178,570 | .0099 | .0095 | .0118 | .0127 | .0098 |
| Sullivan | 18.9 | .0075 | −10.5 | 42 | 99.6 | 7.3 | .0079 | 165,161 | .0047 | 98,393 | .0055 | .0054 | .0092 | .0083 | .0040 |
| Switzerland | 7.8 | .0031 | 9.0 | 35 | 99.5 | 2.9 | .0031 | 69,246 | .0020 | 11,815 | .0006 | .0018 | .0038 | .0028 | .0016 |
| Tippecanoe | 131.2 | .0523 | 7.8 | 263 | 93.7 | 45.9 | .0495 | 1,629,803 | .0466 | 962,867 | .0533 | .0498 | .0486 | .0559 | .0459 |
| Tipton | 16.1 | .0065 | −4.3 | 62 | 99.4 | 6.0 | .0065 | 186,000 | .0053 | 106,947 | .0059 | .0057 | .0058 | .0068 | .0044 |
| Union | 7.0 | .0028 | 2.0 | 43 | 99.2 | 2.6 | .0028 | 75,179 | .0021 | 22,971 | .0013 | .0019 | .0028 | .0028 | .0023 |
| Vanderburgh | 164.9 | .0657 | −1.6 | 703 | 91.7 | 66.7 | .0719 | 2,269,894 | .0649 | 1,475,496 | .0816 | .0702 | .0757 | .0769 | .0741 |
| Vermillion | 16.7 | .0067 | −8.4 | 65 | 99.5 | 6.6 | .0071 | 194,626 | .0056 | 85,006 | .0047 | .0055 | .0073 | .0071 | .0071 |
| Vigo | 105.6 | .0421 | −6.0 | 262 | 92.9 | 39.6 | .0427 | 1,283,273 | .0366 | 1,339,320 | .0742 | .0490 | .0444 | .0562 | .0574 |
| Wabash | 35.1 | .0140 | −4.2 | 85 | 98.4 | 12.6 | .0136 | 386,874 | .0111 | 192,158 | .0106 | .0115 | .0137 | .0155 | .0100 |
| Warren | 8.2 | .0032 | −8.7 | 22 | 99.6 | 3.0 | .0032 | 104,327 | .0030 | 8,228 | .0004 | .0023 | .0024 | .0023 | .0024 |
| Warrick | 45.3 | .0181 | 9.2 | 118 | 98.6 | 16.0 | .0173 | 513,594 | .0147 | 152,546 | .0085 | .0134 | .0153 | .0149 | .0136 |
| Washington | 23.9 | .0095 | 9.0 | 46 | 99.7 | 8.7 | .0094 | 224,124 | .0064 | 96,271 | .0053 | .0067 | .0106 | .0102 | .0053 |
| Wayne | 71.8 | .0286 | −5.6 | 178 | 94.0 | 27.5 | .0296 | 792,958 | .0226 | 519,431 | .0288 | .0258 | .0328 | .0330 | .0226 |
| Wells | 26.1 | .0105 | 2.8 | 71 | 99.6 | 9.5 | .0103 | 286,599 | .0082 | 116,772 | .0064 | .0081 | .0105 | .0110 | .0075 |
| White | 23.3 | .0092 | −2.4 | 46 | 99.6 | 8.9 | .0096 | 260,806 | .0075 | 121,858 | .0068 | .0076 | .0096 | .0102 | .0064 |
| Whitley | 27.8 | .0111 | 6.0 | 83 | 99.5 | 10.1 | .0108 | 308,516 | .0088 | 126,444 | .0070 | .0087 | .0112 | .0111 | .0081 |
| **TOTAL METRO COUNTIES** | **3,807.2** | **1.5181** | **2.4** | **327** | **88.1** | **1,425.9** | **1.5375** | **49,038,524** | **1.4014** | **28,593,437** | **1.5824** | **1.4788** | **1.4465** | **1.5995** | **1.4876** |
| **TOTAL STATE** | **5,556.7** | **2.2155** | **1.2** | **155** | **91.1** | **2,069.8** | **2.2319** | **68,199,986** | **1.9489** | **37,574,006** | **2.0792** | **2.0413** | **2.1596** | **2.3276** | **2.0071** |
| **IOWA** | | | | | | | | | | | | | | | |
| **CEDAR RAPIDS** | **169.3** | **.0675** | **−.3** | **236** | **96.8** | **65.7** | **.0708** | **2,567,630** | **.0734** | **1,436,940** | **.0795** | **.0741** | **.0625** | **.0716** | **.0746** |
| Linn | 169.3 | .0675 | −.3 | 236 | 96.8 | 65.7 | .0708 | 2,567,630 | .0734 | 1,436,940 | .0795 | .0741 | .0625 | .0716 | .0746 |
| **DAVENPORT - ROCK ISLAND - MOLINE** | **348.4** | **.1388** | **−9.5** | **204** | **93.3** | **135.2** | **.1457** | **5,178,793** | **.1480** | **2,712,385** | **.1501** | **.1468** | **.1331** | **.1387** | **.1475** |
| Scott | 150.4 | .0599 | −6.0 | 328 | 93.2 | 57.2 | .0616 | 2,153,581 | .0615 | 1,301,916 | .0721 | .0644 | .0595 | .0624 | .0660 |
| *Henry, Ill.* | *50.7* | *.0202* | *−12.5* | *62* | *98.2* | *19.3* | *.0208* | *728,318* | *.0208* | *295,012* | *.0163* | *.0193* | *.0176* | *.0186* | *.0187* |
| *Rock Island, Ill.* | *147.3* | *.0587* | *−11.7* | *345* | *91.7* | *58.7* | *.0633* | *2,296,894* | *.0657* | *1,115,457* | *.0617* | *.0631* | *.0560* | *.0577* | *.0628* |
| **DES MOINES** | **396.0** | **.1579** | **7.7** | **229** | **94.2** | **154.4** | **.1664** | **5,779,057** | **.1651** | **3,466,624** | **.1917** | **.1718** | **.1676** | **.1748** | **.1717** |
| Dallas | 29.9 | .0119 | 1.3 | 51 | 99.4 | 11.3 | .0122 | 342,717 | .0098 | 135,694 | .0075 | .0095 | .0123 | .0123 | .0088 |
| Polk | 329.9 | .1315 | 8.8 | 579 | 93.2 | 130.4 | .1406 | 4,992,007 | .1426 | 3,140,112 | .1737 | .1498 | .1424 | .1499 | .1518 |
| Warren | 36.2 | .0145 | 3.8 | 63 | 99.2 | 12.7 | .0136 | 444,333 | .0127 | 190,818 | .0105 | .0125 | .0129 | .0126 | .0111 |
| **DUBUQUE** | **86.2** | **.0343** | **−8.1** | **142** | **98.9** | **30.7** | **.0331** | **1,032,019** | **.0295** | **702,124** | **.0389** | **.0333** | **.0362** | **.0352** | **.0305** |
| Dubuque | 86.2 | .0343 | −8.1 | 142 | 98.9 | 30.7 | .0331 | 1,032,019 | .0295 | 702,124 | .0389 | .0333 | .0362 | .0352 | .0305 |
| **IOWA CITY** | **96.9** | **.0387** | **18.6** | **158** | **93.5** | **36.4** | **.0392** | **1,359,274** | **.0388** | **682,260** | **.0378** | **.0386** | **.0429** | **.0412** | **.0351** |
| Johnson | 96.9 | .0387 | 18.6 | 158 | 93.5 | 36.4 | .0392 | 1,359,274 | .0388 | 682,260 | .0378 | .0386 | .0429 | .0412 | .0351 |
| **SIOUX CITY** | **115.0** | **.0459** | **−2.1** | **101** | **94.6** | **42.9** | **.0463** | **1,343,869** | **.0383** | **880,560** | **.0487** | **.0431** | **.0549** | **.0498** | **.0388** |
| Woodbury | 98.3 | .0392 | −2.6 | 113 | 94.6 | 36.9 | .0398 | 1,166,380 | .0333 | 811,418 | .0449 | .0379 | .0481 | .0431 | .0342 |
| *Dakota, Neb.* | *16.7* | *.0067* | *.8* | *63* | *95.0* | *6.0* | *.0065* | *177,489* | *.0050* | *69,142* | *.0038* | *.0052* | *.0068* | *.0067* | *.0046* |
| **WATERLOO - CEDAR FALLS** | **145.4** | **.0580** | **−10.7** | **145** | **93.0** | **54.8** | **.0592** | **2,189,654** | **.0625** | **1,041,812** | **.0576** | **.0602** | **.0519** | **.0547** | **.0543** |
| Black Hawk | 122.8 | .0490 | −11.0 | 216 | 91.9 | 46.5 | .0502 | 1,873,730 | .0535 | 934,447 | .0517 | .0521 | .0442 | .0470 | .0468 |
| Bremer | 22.6 | .0090 | −9.0 | 52 | 99.0 | 8.3 | .0090 | 315,924 | .0090 | 107,365 | .0059 | .0081 | .0077 | .0077 | .0075 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Adair | 8.3 | .0033 | −12.7 | 15 | 99.7 | 3.4 | .0037 | 93,663 | .0027 | 32,996 | .0018 | .0025 | .0044 | .0038 | .0021 |
| Adams | 4.8 | .0020 | −16.3 | 11 | 99.7 | 2.0 | .0022 | 49,485 | .0014 | 17,022 | .0009 | .0014 | .0024 | .0022 | .0016 |
| Allamakee | 13.8 | .0055 | −8.7 | 22 | 99.6 | 5.2 | .0056 | 115,504 | .0033 | 74,782 | .0042 | .0040 | .0084 | .0063 | .0029 |
| Appanoose | 13.7 | .0054 | −11.7 | 28 | 99.0 | 5.6 | .0060 | 130,253 | .0037 | 75,981 | .0042 | .0042 | .0092 | .0060 | .0036 |
| Audubon | 7.2 | .0029 | −15.9 | 16 | 99.9 | 2.9 | .0031 | 67,514 | .0019 | 35,536 | .0019 | .0021 | .0040 | .0036 | .0016 |
| Benton | 22.4 | .0089 | −5.3 | 31 | 99.6 | 8.5 | .0092 | 247,071 | .0071 | 89,081 | .0050 | .0068 | .0095 | .0086 | .0061 |
| Black Hawk | 122.8 | .0490 | −11.0 | 216 | 91.9 | 46.5 | .0502 | 1,873,730 | .0535 | 934,447 | .0517 | .0521 | .0442 | .0470 | .0468 |
| Boone | 25.1 | .0100 | −4.1 | 44 | 99.4 | 9.8 | .0105 | 317,582 | .0091 | 130,523 | .0072 | .0088 | .0112 | .0105 | .0084 |
| Bremer | 22.6 | .0090 | −9.0 | 52 | 99.0 | 8.3 | .0090 | 315,924 | .0090 | 107,365 | .0059 | .0081 | .0077 | .0077 | .0075 |
| Buchanan | 20.8 | .0083 | −9.2 | 36 | 99.5 | 7.5 | .0081 | 223,466 | .0064 | 102,967 | .0057 | .0065 | .0085 | .0078 | .0051 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Population (Thousands) | % Of U.S. | % Change 1980-90 | Pop Per Sq. Mi. (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes: EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **IOWA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Buena Vista | 19.9 | .0079 | −4.2 | 35 | 97.5 | 7.5 | .0080 | 212,665 | .0061 | 130,097 | .0072 | .0068 | .0100 | .0091 | .0059 |
| Butler | 15.6 | .0062 | −11.7 | 27 | 99.7 | 6.0 | .0065 | 164,596 | .0047 | 44,686 | .0025 | .0044 | .0064 | .0062 | .0038 |
| Calhoun | 11.4 | .0046 | −15.8 | 20 | 99.4 | 4.6 | .0050 | 127,974 | .0037 | 43,701 | .0024 | .0034 | .0055 | .0049 | .0027 |
| Carroll | 21.3 | .0085 | −7.2 | 37 | 99.6 | 7.9 | .0085 | 221,505 | .0063 | 156,533 | .0087 | .0074 | .0113 | .0104 | .0064 |
| Cass | 15.0 | .0060 | −11.4 | 27 | 99.7 | 6.1 | .0066 | 174,600 | .0050 | 112,559 | .0062 | .0056 | .0075 | .0076 | .0047 |
| Cedar | 17.3 | .0069 | −7.2 | 30 | 99.5 | 6.7 | .0072 | 178,097 | .0051 | 87,637 | .0049 | .0054 | .0088 | .0075 | .0045 |
| Cerro Gordo | 46.6 | .0185 | −3.8 | 82 | 98.6 | 19.0 | .0205 | 602,182 | .0172 | 458,041 | .0253 | .0200 | .0239 | .0231 | .0176 |
| Cherokee | 13.9 | .0056 | −14.4 | 24 | 99.3 | 5.4 | .0058 | 155,408 | .0044 | 87,697 | .0049 | .0047 | .0072 | .0063 | .0038 |
| Chickasaw | 13.1 | .0052 | −15.1 | 26 | 99.8 | 5.0 | .0054 | 129,763 | .0037 | 52,956 | .0029 | .0038 | .0064 | .0056 | .0030 |
| Clarke | 8.3 | .0033 | −3.6 | 19 | 99.6 | 3.3 | .0036 | 81,427 | .0024 | 55,294 | .0030 | .0027 | .0050 | .0038 | .0019 |
| Clay | 17.4 | .0070 | −11.1 | 31 | 99.3 | 7.0 | .0075 | 205,568 | .0058 | 134,147 | .0075 | .0066 | .0089 | .0089 | .0074 |
| Clayton | 18.9 | .0075 | −10.4 | 24 | 99.7 | 7.2 | .0078 | 191,718 | .0055 | 78,646 | .0043 | .0055 | .0088 | .0078 | .0042 |
| Clinton | 50.7 | .0202 | −11.3 | 73 | 97.8 | 19.6 | .0211 | 651,356 | .0186 | 350,924 | .0194 | .0192 | .0215 | .0214 | .0185 |
| Crawford | 16.7 | .0067 | −11.8 | 23 | 98.9 | 6.4 | .0069 | 155,674 | .0045 | 80,582 | .0045 | .0049 | .0085 | .0072 | .0041 |
| Dallas | 29.9 | .0119 | 1.3 | 51 | 99.4 | 11.3 | .0122 | 342,717 | .0098 | 135,694 | .0075 | .0095 | .0123 | .0123 | .0088 |
| Davis | 8.2 | .0032 | −9.9 | 16 | 99.4 | 3.1 | .0033 | 79,913 | .0022 | 28,904 | .0016 | .0023 | .0043 | .0030 | .0016 |
| Decatur | 8.2 | .0033 | −16.3 | 15 | 98.4 | 3.1 | .0034 | 79,333 | .0023 | 23,775 | .0013 | .0021 | .0042 | .0030 | .0024 |
| Delaware | 18.0 | .0072 | −4.9 | 31 | 99.6 | 6.4 | .0069 | 189,216 | .0054 | 68,484 | .0038 | .0054 | .0071 | .0069 | .0044 |
| Des Moines | 42.5 | .0169 | −8.0 | 102 | 96.0 | 16.8 | .0181 | 591,378 | .0169 | 331,902 | .0184 | .0174 | .0183 | .0189 | .0166 |
| Dickinson | 14.9 | .0060 | −4.7 | 39 | 99.5 | 6.2 | .0067 | 206,537 | .0059 | 129,208 | .0071 | .0062 | .0072 | .0077 | .0053 |
| Dubuque | 86.2 | .0343 | −8.1 | 142 | 98.9 | 30.7 | .0331 | 1,032,019 | .0295 | 702,124 | .0389 | .0333 | .0362 | .0352 | .0305 |
| Emmet | 11.5 | .0046 | −13.8 | 29 | 99.4 | 4.4 | .0047 | 114,029 | .0033 | 66,230 | .0036 | .0036 | .0060 | .0051 | .0028 |
| Fayette | 21.6 | .0086 | −15.3 | 30 | 99.5 | 8.4 | .0091 | 228,535 | .0065 | 122,085 | .0068 | .0071 | .0115 | .0098 | .0059 |
| Floyd | 16.9 | .0068 | −13.8 | 34 | 99.6 | 6.7 | .0072 | 183,064 | .0052 | 85,956 | .0048 | .0053 | .0084 | .0077 | .0044 |
| Franklin | 11.2 | .0044 | −14.1 | 19 | 99.7 | 4.5 | .0049 | 129,045 | .0037 | 35,714 | .0019 | .0033 | .0047 | .0048 | .0029 |
| Fremont | 8.2 | .0033 | −12.8 | 16 | 99.7 | 3.2 | .0034 | 88,782 | .0026 | 25,282 | .0014 | .0024 | .0045 | .0034 | .0024 |
| Greene | 9.9 | .0040 | −18.3 | 17 | 99.5 | 4.1 | .0044 | 122,164 | .0034 | 56,824 | .0032 | .0035 | .0051 | .0044 | .0025 |
| Grundy | 11.9 | .0047 | −17.2 | 24 | 99.7 | 4.7 | .0051 | 160,386 | .0046 | 37,905 | .0021 | .0038 | .0045 | .0045 | .0038 |
| Guthrie | 10.8 | .0043 | −9.9 | 18 | 99.6 | 4.4 | .0048 | 112,933 | .0033 | 33,331 | .0018 | .0031 | .0052 | .0044 | .0026 |
| Hamilton | 15.9 | .0064 | −11.0 | 28 | 99.2 | 6.3 | .0067 | 197,696 | .0056 | 92,383 | .0051 | .0056 | .0070 | .0074 | .0056 |
| Hancock | 12.6 | .0050 | −8.9 | 22 | 99.7 | 4.9 | .0053 | 147,647 | .0042 | 39,999 | .0022 | .0038 | .0051 | .0052 | .0040 |
| Hardin | 18.8 | .0075 | −13.7 | 33 | 98.9 | 7.5 | .0081 | 227,961 | .0065 | 100,528 | .0056 | .0063 | .0091 | .0082 | .0053 |
| Harrison | 14.7 | .0058 | −10.1 | 21 | 99.5 | 5.6 | .0061 | 134,476 | .0039 | 83,727 | .0046 | .0045 | .0072 | .0065 | .0029 |
| Henry | 19.2 | .0077 | 1.6 | 44 | 97.4 | 7.1 | .0076 | 244,159 | .0070 | 108,051 | .0060 | .0068 | .0074 | .0082 | .0057 |
| Howard | 9.7 | .0039 | −12.7 | 20 | 99.6 | 3.8 | .0041 | 98,757 | .0028 | 37,023 | .0021 | .0028 | .0055 | .0041 | .0021 |
| Humboldt | 10.6 | .0042 | −13.5 | 24 | 99.5 | 4.3 | .0046 | 122,611 | .0035 | 52,089 | .0028 | .0036 | .0055 | .0049 | .0030 |
| Ida | 8.3 | .0033 | −6.8 | 19 | 99.7 | 3.2 | .0035 | 83,687 | .0024 | 44,829 | .0025 | .0025 | .0044 | .0037 | .0017 |
| Iowa | 14.5 | .0058 | −6.0 | 25 | 99.6 | 5.7 | .0061 | 180,603 | .0051 | 100,097 | .0056 | .0055 | .0066 | .0065 | .0053 |
| Jackson | 19.8 | .0079 | −12.0 | 31 | 99.7 | 7.5 | .0081 | 208,286 | .0060 | 104,700 | .0058 | .0062 | .0097 | .0079 | .0052 |
| Jasper | 34.8 | .0138 | −4.5 | 48 | 99.1 | 13.6 | .0147 | 436,786 | .0125 | 197,300 | .0109 | .0123 | .0148 | .0148 | .0115 |
| Jefferson | 16.3 | .0065 | −.1 | 37 | 98.4 | 6.3 | .0068 | 209,255 | .0060 | 103,377 | .0057 | .0060 | .0076 | .0073 | .0055 |
| Johnson | 96.9 | .0387 | 18.6 | 158 | 93.5 | 36.4 | .0392 | 1,359,274 | .0388 | 682,260 | .0378 | .0386 | .0429 | .0412 | .0351 |
| Jones | 19.4 | .0077 | −4.9 | 34 | 98.0 | 6.9 | .0075 | 196,484 | .0056 | 83,726 | .0046 | .0056 | .0082 | .0072 | .0047 |
| Keokuk | 11.5 | .0046 | −11.0 | 20 | 99.5 | 4.5 | .0048 | 124,073 | .0036 | 43,971 | .0024 | .0035 | .0052 | .0053 | .0027 |
| Kossuth | 18.4 | .0073 | −16.0 | 19 | 99.5 | 7.1 | .0077 | 195,042 | .0055 | 96,690 | .0054 | .0059 | .0089 | .0082 | .0048 |
| Lee | 38.4 | .0153 | −10.9 | 74 | 96.5 | 14.8 | .0160 | 469,415 | .0134 | 267,828 | .0148 | .0141 | .0187 | .0170 | .0120 |
| Linn | 169.3 | .0675 | −.3 | 236 | 96.8 | 65.7 | .0708 | 2,567,630 | .0734 | 1,436,940 | .0795 | .0741 | .0625 | .0716 | .0746 |
| Louisa | 11.6 | .0047 | −3.8 | 29 | 98.6 | 4.3 | .0046 | 145,538 | .0042 | 37,920 | .0021 | .0036 | .0039 | .0040 | .0034 |
| Lucas | 9.0 | .0036 | −12.7 | 21 | 99.4 | 3.7 | .0040 | 89,399 | .0025 | 33,052 | .0018 | .0026 | .0057 | .0039 | .0021 |
| Lyon | 11.9 | .0047 | −7.7 | 20 | 99.5 | 4.3 | .0047 | 97,613 | .0028 | 37,698 | .0021 | .0029 | .0058 | .0050 | .0025 |
| Madison | 12.5 | .0050 | −.8 | 22 | 99.5 | 4.7 | .0050 | 126,444 | .0036 | 63,426 | .0035 | .0038 | .0061 | .0050 | .0031 |
| Mahaska | 21.5 | .0086 | −6.0 | 38 | 98.9 | 8.3 | .0090 | 219,736 | .0063 | 131,968 | .0073 | .0072 | .0117 | .0102 | .0068 |
| Marion | 30.1 | .0120 | 1.5 | 54 | 98.5 | 10.9 | .0117 | 376,665 | .0108 | 149,873 | .0083 | .0102 | .0113 | .0114 | .0094 |
| Marshall | 38.0 | .0151 | −8.8 | 66 | 98.1 | 14.8 | .0160 | 536,143 | .0153 | 258,113 | .0143 | .0150 | .0158 | .0155 | .0144 |
| Mills | 13.2 | .0053 | −1.5 | 30 | 99.5 | 4.7 | .0051 | 139,550 | .0040 | 49,953 | .0028 | .0038 | .0053 | .0056 | .0036 |
| Mitchell | 10.9 | .0043 | −11.6 | 23 | 99.8 | 4.2 | .0045 | 118,849 | .0034 | 45,944 | .0025 | .0034 | .0056 | .0045 | .0028 |
| Monona | 9.9 | .0040 | −15.3 | 14 | 99.5 | 4.0 | .0043 | 93,987 | .0027 | 49,382 | .0027 | .0029 | .0054 | .0048 | .0019 |
| Monroe | 8.1 | .0032 | −12.1 | 19 | 99.1 | 3.2 | .0035 | 106,755 | .0030 | 38,453 | .0022 | .0029 | .0036 | .0035 | .0023 |
| Montgomery | 12.0 | .0048 | −10.5 | 28 | 99.7 | 4.9 | .0052 | 132,908 | .0038 | 68,831 | .0038 | .0040 | .0065 | .0057 | .0030 |
| Muscatine | 39.9 | .0159 | −1.3 | 91 | 98.3 | 14.8 | .0160 | 573,470 | .0164 | 241,125 | .0133 | .0154 | .0151 | .0144 | .0145 |
| O'Brien | 15.3 | .0061 | −9.9 | 27 | 99.3 | 5.9 | .0064 | 161,965 | .0046 | 102,426 | .0057 | .0052 | .0082 | .0073 | .0042 |
| Osceola | 7.2 | .0029 | −14.0 | 18 | 99.6 | 2.8 | .0030 | 73,868 | .0021 | 22,708 | .0012 | .0020 | .0034 | .0031 | .0017 |
| Page | 16.7 | .0066 | −12.4 | 31 | 98.6 | 6.6 | .0071 | 198,618 | .0057 | 114,562 | .0064 | .0061 | .0074 | .0082 | .0054 |
| Palo Alto | 10.5 | .0042 | −17.5 | 19 | 99.5 | 4.1 | .0044 | 112,167 | .0032 | 49,394 | .0027 | .0032 | .0057 | .0046 | .0023 |
| Plymouth | 23.4 | .0093 | −5.4 | 27 | 99.5 | 8.4 | .0091 | 241,492 | .0069 | 134,411 | .0075 | .0075 | .0105 | .0102 | .0060 |
| Pocahontas | 9.4 | .0038 | −17.3 | 16 | 99.6 | 3.8 | .0041 | 113,870 | .0033 | 56,108 | .0031 | .0034 | .0067 | .0049 | .0026 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Population (Thousands) | % Of U.S. | % Change 1980–90 | Pop. Per Sq. Mi. (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **IOWA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Polk | 329.9 | .1315 | 8.8 | 579 | 93.2 | 130.4 | .1406 | 4,992,007 | .1426 | 3,140,112 | .1737 | .1498 | .1424 | .1499 | .1518 |
| ☐ Pottawattamie | 82.6 | .0329 | −4.6 | 57 | 98.7 | 31.3 | .0337 | 1,115,895 | .0319 | 633,014 | .0350 | .0329 | .0298 | .0349 | .0282 |
| Poweshiek | 19.1 | .0077 | −1.1 | 33 | 98.3 | 7.2 | .0078 | 233,456 | .0067 | 112,612 | .0063 | .0068 | .0085 | .0080 | .0059 |
| Ringgold | 5.4 | .0021 | −11.7 | 10 | 99.4 | 2.2 | .0024 | 43,879 | .0013 | 28,019 | .0015 | .0015 | .0036 | .0020 | .0016 |
| Sac | 12.2 | .0049 | −13.6 | 21 | 99.7 | 4.9 | .0053 | 116,102 | .0033 | 51,042 | .0028 | .0035 | .0070 | .0062 | .0026 |
| Scott | 150.4 | .0599 | −6.0 | 328 | 93.2 | 57.2 | .0616 | 2,153,581 | .0615 | 1,301,916 | .0721 | .0644 | .0595 | .0624 | .0660 |
| Shelby | 13.1 | .0053 | −12.9 | 22 | 99.6 | 5.0 | .0054 | 139,349 | .0040 | 64,576 | .0036 | .0041 | .0063 | .0063 | .0033 |
| Sioux | 29.9 | .0119 | −3.0 | 39 | 99.0 | 9.9 | .0107 | 275,847 | .0079 | 123,512 | .0068 | .0083 | .0115 | .0129 | .0067 |
| Story | 74.2 | .0296 | 2.6 | 130 | 93.2 | 25.9 | .0279 | 992,138 | .0283 | 509,281 | .0282 | .0286 | .0291 | .0290 | .0245 |
| Tama | 17.3 | .0069 | −11.4 | 24 | 94.6 | 6.7 | .0073 | 192,729 | .0055 | 65,272 | .0036 | .0052 | .0074 | .0070 | .0044 |
| Taylor | 7.0 | .0028 | −16.2 | 13 | 99.6 | 2.8 | .0030 | 65,979 | .0019 | 18,637 | .0010 | .0019 | .0040 | .0030 | .0014 |
| Union | 12.7 | .0050 | −8.4 | 30 | 99.3 | 5.2 | .0056 | 154,964 | .0045 | 86,106 | .0048 | .0046 | .0068 | .0062 | .0037 |
| Van Buren | 7.6 | .0031 | −11.9 | 16 | 99.5 | 3.0 | .0032 | 67,389 | .0019 | 19,288 | .0011 | .0019 | .0044 | .0030 | .0014 |
| Wapello | 35.3 | .0140 | −12.3 | 82 | 98.4 | 14.4 | .0156 | 422,115 | .0120 | 231,432 | .0128 | .0126 | .0187 | .0161 | .0113 |
| Warren | 36.2 | .0145 | 3.8 | 63 | 99.2 | 12.7 | .0136 | 444,333 | .0127 | 190,818 | .0105 | .0125 | .0129 | .0126 | .0111 |
| Washington | 19.6 | .0078 | −2.7 | 34 | 99.1 | 7.4 | .0080 | 218,410 | .0063 | 111,387 | .0062 | .0065 | .0097 | .0085 | .0057 |
| Wayne | 7.0 | .0028 | −14.6 | 13 | 99.6 | 2.9 | .0032 | 61,690 | .0017 | 25,882 | .0014 | .0019 | .0047 | .0031 | .0013 |
| Webster | 40.0 | .0159 | −13.0 | 56 | 97.0 | 15.8 | .0170 | 453,537 | .0130 | 316,642 | .0175 | .0150 | .0202 | .0191 | .0135 |
| Winnebago | 12.0 | .0048 | −7.8 | 30 | 98.9 | 4.7 | .0051 | 164,268 | .0047 | 60,371 | .0034 | .0042 | .0045 | .0054 | .0037 |
| Winneshiek | 20.8 | .0083 | −4.9 | 30 | 98.8 | 7.2 | .0077 | 217,658 | .0062 | 114,699 | .0063 | .0067 | .0094 | .0082 | .0061 |
| Woodbury | 98.3 | .0392 | −2.6 | 113 | 94.6 | 36.9 | .0398 | 1,166,380 | .0333 | 811,418 | .0449 | .0379 | .0481 | .0431 | .0342 |
| Worth | 7.9 | .0031 | −13.0 | 20 | 99.6 | 3.2 | .0035 | 98,407 | .0029 | 18,639 | .0011 | .0024 | .0030 | .0034 | .0021 |
| Wright | 14.1 | .0057 | −13.6 | 24 | 99.6 | 5.3 | .0062 | 209,244 | .0059 | 64,726 | .0035 | .0052 | .0060 | .0059 | .0046 |
| **TOTAL METRO COUNTIES** | **1,225.1** | **.4884** | **.2** | **176** | **94.9** | **467.4** | **.5038** | **17,363,490** | **.4960** | **10,076,108** | **.5575** | **.5132** | **.4985** | **.5179** | **.4946** |
| **TOTAL STATE** | **2,770.3** | **1.1046** | **−4.9** | **50** | **96.9** | **1,061.7** | **1.1449** | **35,209,012** | **1.0061** | **18,817,884** | **1.0412** | **1.0364** | **1.2262** | **1.1876** | **.9499** |
| **KANSAS** | | | | | | | | | | | | | | | |
| **KANSAS CITY** | **1,584.7** | **.6319** | **10.6** | **318** | **85.4** | **609.4** | **.6573** | **24,362,333** | **.6961** | **12,486,466** | **.6909** | **.6817** | **.5911** | **.6433** | **.6722** |
| Johnson | 366.4 | .1461 | 35.6 | 768 | 95.9 | 140.8 | .1519 | 7,317,465 | .2091 | 3,618,601 | .2002 | .1940 | .1104 | .1435 | .2023 |
| Leavenworth | 65.4 | .0261 | 19.3 | 141 | 86.4 | 20.1 | .0217 | 856,829 | .0245 | 285,822 | .0158 | .0222 | .0177 | .0189 | .0193 |
| Miami | 23.8 | .0095 | 10.1 | 41 | 96.8 | 8.5 | .0091 | 281,040 | .0080 | 111,240 | .0061 | .0077 | .0093 | .0089 | .0064 |
| Wyandotte | 161.3 | .0643 | −6.4 | 1,065 | 69.9 | 61.2 | .0660 | 1,981,084 | .0566 | 907,817 | .0503 | .0562 | .0685 | .0625 | .0499 |
| *Cass, Mo.* | *65.0* | *.0259* | *27.4* | *93* | *97.8* | *23.3* | *.0251* | *830,353* | *.0237* | *318,889* | *.0176* | *.0222* | *.0227* | *.0230* | *.0196* |
| *Clay, Mo.* | *155.1* | *.0618* | *13.6* | *391* | *96.8* | *59.6* | *.0643* | *2,403,701* | *.0687* | *1,381,528* | *.0765* | *.0696* | *.0510* | *.0648* | *.0715* |
| *Jackson, Mo.* | *635.2* | *.2533* | *.9* | *1,050* | *76.7* | *253.4* | *.2733* | *9,311,960* | *.2661* | *5,343,897* | *.2957* | *.2725* | *.2642* | *.2796* | *.2694* |
| *Lafayette, Mo.* | *31.3* | *.0125* | *4.6* | *50* | *96.5* | *11.8* | *.0128* | *345,328* | *.0098* | *117,818* | *.0065* | *.0094* | *.0137* | *.0116* | *.0079* |
| *Platte, Mo.* | *59.1* | *.0236* | *27.5* | *141* | *95.8* | *22.6* | *.0244* | *796,895* | *.0228* | *321,751* | *.0178* | *.0215* | *.0252* | *.0223* | *.0203* |
| *Ray, Mo.* | *22.1* | *.0088* | *3.4* | *39* | *97.9* | *8.1* | *.0087* | *237,678* | *.0068* | *79,103* | *.0044* | *.0064* | *.0084* | *.0082* | *.0056* |
| **LAWRENCE** | **82.9** | **.0330** | **22.6** | **181** | **89.8** | **30.6** | **.0330** | **1,093,302** | **.0313** | **488,765** | **.0271** | **.0303** | **.0365** | **.0322** | **.0263** |
| Douglas | 82.9 | .0330 | 22.6 | 181 | 89.8 | 30.6 | .0330 | 1,093,302 | .0313 | 488,765 | .0271 | .0303 | .0365 | .0322 | .0263 |
| **TOPEKA** | **162.0** | **.0645** | **4.6** | **295** | **89.4** | **64.2** | **.0692** | **2,522,817** | **.0721** | **1,319,053** | **.0730** | **.0709** | **.0626** | **.0718** | **.0669** |
| Shawnee | 162.0 | .0645 | 4.6 | 295 | 89.4 | 64.2 | .0692 | 2,522,817 | .0721 | 1,319,053 | .0730 | .0709 | .0626 | .0718 | .0669 |
| **WICHITA** | **458.6** | **.1828** | **11.3** | **189** | **88.5** | **176.7** | **.1906** | **7,123,432** | **.2036** | **3,460,419** | **.1914** | **.1957** | **.1715** | **.1885** | **.1865** |
| Butler | 51.2 | .0204 | 14.3 | 36 | 98.0 | 18.7 | .0202 | 560,235 | .0160 | 217,680 | .0120 | .0156 | .0200 | .0199 | .0142 |
| Sedgwick | 407.4 | .1624 | 11.0 | 407 | 87.3 | 158.0 | .1704 | 6,563,197 | .1876 | 3,242,739 | .1794 | .1801 | .1515 | .1686 | .1723 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Allen | 14.5 | .0057 | −7.4 | 29 | 97.1 | 5.6 | .0061 | 156,463 | .0045 | 62,137 | .0035 | .0043 | .0072 | .0062 | .0036 |
| Anderson | 7.7 | .0031 | −12.0 | 13 | 98.4 | 3.0 | .0032 | 86,290 | .0025 | 26,628 | .0014 | .0024 | .0034 | .0034 | .0019 |
| Atchison | 16.9 | .0067 | −8.1 | 39 | 92.8 | 6.1 | .0066 | 176,754 | .0050 | 81,998 | .0046 | .0052 | .0079 | .0067 | .0043 |
| Barber | 5.8 | .0024 | −11.4 | 5 | 99.1 | 2.3 | .0025 | 64,431 | .0019 | 31,586 | .0017 | .0020 | .0029 | .0026 | .0014 |
| Barton | 28.9 | .0115 | −7.8 | 32 | 97.8 | 11.4 | .0122 | 379,734 | .0108 | 205,084 | .0114 | .0111 | .0134 | .0135 | .0098 |
| Bourbon | 14.9 | .0059 | −6.7 | 23 | 96.6 | 5.9 | .0064 | 175,290 | .0050 | 91,539 | .0050 | .0052 | .0082 | .0063 | .0040 |
| Brown | 11.1 | .0045 | −7.2 | 19 | 91.7 | 4.3 | .0046 | 111,799 | .0032 | 44,375 | .0025 | .0032 | .0059 | .0048 | .0025 |
| Butler | 51.2 | .0204 | 14.3 | 36 | 98.0 | 18.7 | .0202 | 560,235 | .0160 | 217,680 | .0120 | .0156 | .0200 | .0199 | .0142 |
| Chase | 3.0 | .0012 | −9.3 | 4 | 99.5 | 1.2 | .0013 | 32,311 | .0010 | 9,194 | .0006 | .0010 | .0014 | .0011 | .0009 |
| Chautauqua | 4.3 | .0017 | −14.3 | 7 | 95.4 | 1.8 | .0019 | 54,919 | .0015 | 8,645 | .0004 | .0012 | .0021 | .0017 | .0010 |
| Cherokee | 21.3 | .0085 | −4.5 | 36 | 95.7 | 8.4 | .0091 | 213,382 | .0061 | 63,984 | .0036 | .0058 | .0120 | .0083 | .0046 |
| Cheyenne | 3.2 | .0012 | −13.0 | 3 | 99.5 | 1.4 | .0015 | 42,673 | .0012 | 15,931 | .0009 | .0012 | .0018 | .0014 | .0010 |
| Clark | 2.4 | .0010 | −7.7 | 2 | 98.3 | 1.0 | .0011 | 28,955 | .0009 | 11,284 | .0006 | .0008 | .0013 | .0011 | .0008 |
| Clay | 9.1 | .0036 | −7.2 | 14 | 99.3 | 3.6 | .0039 | 92,678 | .0026 | 38,767 | .0021 | .0027 | .0048 | .0039 | .0022 |
| Cloud | 10.9 | .0044 | −12.8 | 15 | 99.4 | 4.4 | .0047 | 109,693 | .0032 | 63,608 | .0035 | .0035 | .0061 | .0053 | .0029 |
| Coffey | 8.3 | .0033 | −11.4 | 13 | 99.0 | 3.3 | .0036 | 133,364 | .0038 | 35,303 | .0020 | .0030 | .0033 | .0030 | .0027 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/90 Population (Thousands) | % Of U.S. | % Change 1980-90 | Pop Per Sq. Mi. (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes<br>EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **KANSAS (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Comanche | 2.3 | .0009 | −10.0 | 3 | 99.2 | .9 | .0009 | 21,792 | .0006 | 7,608 | .0004 | .0007 | .0011 | .0012 | .0005 |
| Cowley | 36.9 | .0147 | .2 | 33 | 93.9 | 14.0 | .0151 | 508,685 | .0145 | 202,981 | .0113 | .0135 | .0143 | .0147 | .0123 |
| Crawford | 35.3 | .0141 | −6.9 | 60 | 96.5 | 14.5 | .0157 | 379,741 | .0109 | 199,886 | .0110 | .0117 | .0216 | .0150 | .0095 |
| Decatur | 4.0 | .0016 | −11.3 | 4 | 99.7 | 1.6 | .0017 | 40,489 | .0011 | 14,772 | .0008 | .0011 | .0019 | .0017 | .0008 |
| Dickinson | 19.0 | .0076 | −5.8 | 22 | 98.7 | 7.6 | .0082 | 224,751 | .0065 | 78,843 | .0044 | .0060 | .0093 | .0080 | .0050 |
| Doniphan | 8.1 | .0032 | −12.6 | 21 | 96.7 | 3.1 | .0033 | 82,485 | .0023 | 29,837 | .0016 | .0023 | .0038 | .0033 | .0018 |
| Douglas | 82.9 | .0330 | 22.6 | 181 | 89.8 | 30.6 | .0330 | 1,093,302 | .0313 | 488,765 | .0271 | .0303 | .0365 | .0322 | .0263 |
| Edwards | 3.8 | .0016 | −11.0 | 6 | 99.4 | 1.6 | .0018 | 36,177 | .0010 | 11,827 | .0006 | .0011 | .0025 | .0018 | .0007 |
| Elk | 3.3 | .0013 | −15.8 | 5 | 97.7 | 1.4 | .0015 | 35,993 | .0010 | 7,030 | .0004 | .0009 | .0017 | .0013 | .0008 |
| Ellis | 25.8 | .0103 | −1.2 | 29 | 98.7 | 10.0 | .0108 | 359,001 | .0103 | 221,899 | .0123 | .0109 | .0117 | .0116 | .0100 |
| Ellsworth | 6.6 | .0026 | −.6 | 9 | 97.2 | 2.5 | .0027 | 65,259 | .0018 | 25,144 | .0014 | .0018 | .0032 | .0028 | .0015 |
| Finney | 33.5 | .0133 | 40.6 | 26 | 93.3 | 11.0 | .0118 | 372,244 | .0107 | 248,512 | .0138 | .0122 | .0131 | .0147 | .0106 |
| Ford | 27.5 | .0110 | 13.1 | 25 | 94.0 | 9.9 | .0107 | 329,564 | .0094 | 218,835 | .0121 | .0105 | .0117 | .0116 | .0099 |
| Franklin | 22.0 | .0088 | −.3 | 38 | 97.2 | 8.3 | .0089 | 277,029 | .0079 | 113,606 | .0063 | .0076 | .0096 | .0093 | .0060 |
| Geary | 30.2 | .0120 | 1.2 | 79 | 70.3 | 10.6 | .0115 | 301,929 | .0086 | 180,156 | .0099 | .0097 | .0141 | .0138 | .0069 |
| Gove | 3.2 | .0013 | −14.1 | 3 | 99.7 | 1.3 | .0014 | 32,301 | .0010 | 17,472 | .0010 | .0011 | .0016 | .0015 | .0006 |
| Graham | 3.5 | .0014 | −12.4 | 4 | 96.4 | 1.4 | .0015 | 41,729 | .0012 | 17,476 | .0010 | .0011 | .0018 | .0015 | .0010 |
| Grant | 7.2 | .0029 | 3.2 | 13 | 97.7 | 2.4 | .0026 | 80,658 | .0023 | 38,109 | .0021 | .0023 | .0026 | .0029 | .0018 |
| Gray | 5.4 | .0021 | 5.1 | 6 | 99.4 | 1.9 | .0020 | 68,751 | .0019 | 11,274 | .0006 | .0017 | .0014 | .0018 | .0016 |
| Greeley | 1.8 | .0007 | −2.4 | 2 | 97.8 | .7 | .0008 | 16,255 | .0005 | 8,035 | .0004 | .0004 | .0010 | .0009 | .0003 |
| Greenwood | 7.7 | .0031 | −12.2 | 7 | 98.8 | 3.2 | .0034 | 79,979 | .0023 | 29,129 | .0016 | .0023 | .0044 | .0032 | .0018 |
| Hamilton | 2.3 | .0009 | −8.5 | 2 | 97.2 | .9 | .0010 | 29,581 | .0008 | 6,657 | .0004 | .0007 | .0007 | .0010 | .0006 |
| Harper | 7.0 | .0028 | −10.0 | 9 | 99.1 | 3.0 | .0032 | 80,596 | .0023 | 35,153 | .0020 | .0024 | .0042 | .0033 | .0019 |
| Harvey | 31.0 | .0124 | 1.5 | 57 | 96.8 | 11.6 | .0125 | 379,809 | .0109 | 172,480 | .0095 | .0106 | .0127 | .0128 | .0103 |
| Haskell | 3.9 | .0015 | 2.3 | 7 | 98.4 | 1.4 | .0016 | 44,331 | .0012 | 8,111 | .0004 | .0011 | .0014 | .0016 | .0009 |
| Hodgeman | 2.2 | .0009 | −3.1 | 3 | 98.8 | .8 | .0008 | 19,462 | .0006 | 5,461 | .0004 | .0006 | .0009 | .0010 | .0004 |
| Jackson | 11.5 | .0046 | −1.2 | 18 | 92.9 | 4.3 | .0047 | 122,457 | .0035 | 48,487 | .0026 | .0035 | .0052 | .0042 | .0030 |
| Jefferson | 16.1 | .0064 | 5.9 | 30 | 98.2 | 5.9 | .0063 | 189,483 | .0054 | 28,850 | .0016 | .0044 | .0055 | .0051 | .0043 |
| Jewell | 4.1 | .0016 | −21.8 | 5 | 99.6 | 1.7 | .0018 | 41,187 | .0012 | 10,071 | .0006 | .0010 | .0023 | .0017 | .0008 |
| Johnson | 366.4 | .1461 | 35.6 | 768 | 95.9 | 140.8 | .1519 | 7,317,465 | .2091 | 3,618,601 | .2002 | .1940 | .1104 | .1435 | .2023 |
| Kearny | 4.1 | .0017 | 19.4 | 5 | 99.0 | 1.4 | .0015 | 45,631 | .0013 | 9,609 | .0006 | .0011 | .0015 | .0015 | .0011 |
| Kingman | 8.2 | .0032 | −8.5 | 9 | 99.5 | 3.1 | .0033 | 82,338 | .0024 | 33,769 | .0018 | .0023 | .0042 | .0036 | .0018 |
| Kiowa | 3.6 | .0015 | −11.0 | 5 | 98.9 | 1.4 | .0015 | 44,690 | .0012 | 16,491 | .0009 | .0013 | .0015 | .0015 | .0010 |
| Labette | 23.5 | .0093 | −8.5 | 36 | 93.4 | 9.3 | .0101 | 279,295 | .0080 | 119,338 | .0066 | .0079 | .0114 | .0098 | .0069 |
| Lane | 2.4 | .0010 | −2.9 | 3 | 99.8 | 1.0 | .0010 | 28,187 | .0008 | 10,710 | .0006 | .0007 | .0015 | .0011 | .0006 |
| Leavenworth | 65.4 | .0261 | 19.3 | 141 | 86.4 | 20.1 | .0217 | 856,829 | .0245 | 285,822 | .0158 | .0222 | .0177 | .0189 | .0193 |
| Lincoln | 3.6 | .0014 | −13.2 | 5 | 99.6 | 1.5 | .0016 | 34,260 | .0010 | 12,902 | .0008 | .0010 | .0022 | .0017 | .0007 |
| Linn | 8.3 | .0033 | .8 | 14 | 98.9 | 3.2 | .0035 | 85,556 | .0024 | 24,285 | .0013 | .0023 | .0043 | .0032 | .0016 |
| Logan | 3.0 | .0012 | −13.8 | 3 | 99.4 | 1.2 | .0013 | 31,320 | .0009 | 25,043 | .0014 | .0011 | .0019 | .0015 | .0010 |
| Lyon | 34.7 | .0138 | −1.2 | 41 | 94.7 | 13.0 | .0140 | 447,636 | .0128 | 229,719 | .0127 | .0130 | .0146 | .0143 | .0113 |
| McPherson | 27.2 | .0109 | 1.3 | 30 | 98.2 | 10.2 | .0110 | 373,742 | .0107 | 159,174 | .0088 | .0101 | .0100 | .0112 | .0089 |
| Marion | 12.8 | .0051 | −5.3 | 14 | 98.8 | 4.9 | .0053 | 134,682 | .0038 | 50,898 | .0028 | .0038 | .0057 | .0053 | .0031 |
| Marshall | 11.6 | .0046 | −9.3 | 13 | 99.5 | 4.6 | .0049 | 125,388 | .0036 | 59,508 | .0033 | .0037 | .0062 | .0052 | .0035 |
| Meade | 4.2 | .0017 | −12.3 | 4 | 99.3 | 1.6 | .0018 | 40,434 | .0012 | 11,688 | .0007 | .0011 | .0020 | .0018 | .0010 |
| Miami | 23.8 | .0095 | 10.1 | 41 | 96.8 | 8.5 | .0091 | 281,040 | .0080 | 111,240 | .0061 | .0077 | .0093 | .0089 | .0064 |
| Mitchell | 7.1 | .0028 | −12.5 | 10 | 99.0 | 2.8 | .0031 | 68,106 | .0020 | 52,802 | .0029 | .0025 | .0042 | .0036 | .0016 |
| Montgomery | 38.6 | .0154 | −8.7 | 60 | 90.8 | 15.6 | .0168 | 476,494 | .0136 | 248,950 | .0138 | .0141 | .0211 | .0177 | .0119 |
| Morris | 6.2 | .0025 | −3.4 | 9 | 99.0 | 2.5 | .0027 | 65,046 | .0018 | 27,325 | .0015 | .0018 | .0033 | .0027 | .0015 |
| Morton | 3.5 | .0014 | 1.3 | 5 | 97.7 | 1.3 | .0014 | 45,542 | .0013 | 12,156 | .0007 | .0011 | .0015 | .0013 | .0011 |
| Nemaha | 10.4 | .0041 | −7.2 | 14 | 99.4 | 4.0 | .0043 | 104,923 | .0030 | 46,401 | .0026 | .0032 | .0056 | .0043 | .0023 |
| Neosho | 16.8 | .0067 | −11.4 | 29 | 97.8 | 6.7 | .0072 | 185,487 | .0053 | 104,202 | .0057 | .0056 | .0088 | .0075 | .0046 |
| Ness | 4.0 | .0016 | −11.1 | 4 | 99.8 | 1.7 | .0018 | 48,858 | .0014 | 15,190 | .0009 | .0013 | .0020 | .0018 | .0011 |
| Norton | 5.8 | .0023 | −13.3 | 7 | 96.8 | 2.3 | .0025 | 63,522 | .0019 | 34,753 | .0019 | .0019 | .0035 | .0025 | .0015 |
| Osage | 15.3 | .0061 | −.1 | 22 | 98.9 | 5.8 | .0063 | 180,218 | .0051 | 55,043 | .0030 | .0048 | .0066 | .0059 | .0040 |
| Osborne | 4.8 | .0019 | −19.5 | 5 | 99.4 | 2.0 | .0021 | 47,135 | .0013 | 22,726 | .0013 | .0014 | .0030 | .0022 | .0010 |
| Ottawa | 5.6 | .0023 | −6.2 | 8 | 99.5 | 2.3 | .0025 | 64,560 | .0019 | 24,531 | .0014 | .0017 | .0025 | .0025 | .0015 |
| Pawnee | 7.5 | .0030 | −7.0 | 10 | 95.4 | 2.9 | .0031 | 91,814 | .0026 | 31,997 | .0017 | .0025 | .0031 | .0034 | .0020 |
| Phillips | 6.6 | .0026 | −10.9 | 7 | 99.1 | 2.7 | .0030 | 69,003 | .0020 | 28,459 | .0016 | .0020 | .0038 | .0029 | .0017 |
| Pottawatomie | 16.3 | .0065 | 10.3 | 19 | 98.3 | 6.0 | .0064 | 186,874 | .0053 | 48,217 | .0027 | .0048 | .0062 | .0062 | .0049 |
| Pratt | 9.6 | .0038 | −6.6 | 13 | 97.5 | 3.9 | .0042 | 114,180 | .0033 | 72,110 | .0040 | .0035 | .0052 | .0045 | .0029 |
| Rawlins | 3.4 | .0014 | −17.2 | 3 | 99.4 | 1.4 | .0015 | 37,587 | .0011 | 11,083 | .0006 | .0010 | .0019 | .0015 | .0008 |
| Reno | 62.1 | .0247 | −4.4 | 50 | 96.0 | 24.1 | .0260 | 782,338 | .0223 | 474,117 | .0262 | .0240 | .0276 | .0294 | .0225 |
| Republic | 6.4 | .0026 | −15.5 | 9 | 99.6 | 2.7 | .0029 | 65,359 | .0019 | 23,162 | .0013 | .0019 | .0039 | .0030 | .0014 |
| Rice | 10.5 | .0042 | −11.8 | 14 | 98.1 | 4.1 | .0045 | 122,182 | .0035 | 36,038 | .0020 | .0032 | .0051 | .0040 | .0027 |
| Riley | 67.3 | .0268 | 6.0 | 110 | 85.0 | 21.3 | .0229 | 692,157 | .0198 | 398,700 | .0221 | .0219 | .0288 | .0265 | .0173 |
| Rooks | 5.9 | .0024 | −15.8 | 7 | 99.1 | 2.4 | .0026 | 67,659 | .0019 | 21,250 | .0011 | .0016 | .0026 | .0025 | .0017 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES | | | | | | | | | | | | | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Population (Thousands) | % Of U.S. | % Change 1980-90 | Pop. Per Sq. Mi. (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **KANSAS (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Rush | 3.7 | .0014 | -18.1 | 5 | 99.7 | 1.6 | .0017 | 45,415 | .0013 | 8,142 | .0005 | .0012 | .0018 | .0017 | .0009 |
| Russell | 7.7 | .0031 | -13.2 | 9 | 98.9 | 3.3 | .0036 | 112,422 | .0032 | 43,361 | .0024 | .0029 | .0039 | .0035 | .0024 |
| Saline | 49.4 | .0197 | 1.0 | 69 | 95.1 | 19.9 | .0215 | 664,928 | .0190 | 447,220 | .0247 | .0209 | .0225 | .0247 | .0204 |
| Scott | 5.2 | .0021 | -10.1 | 7 | 99.0 | 2.0 | .0021 | 66,161 | .0019 | 27,781 | .0016 | .0018 | .0022 | .0024 | .0015 |
| Sedgwick | 407.4 | .1624 | 11.0 | 407 | 87.3 | 158.0 | .1704 | 6,563,197 | .1876 | 3,242,739 | .1794 | .1801 | .1515 | .1686 | .1723 |
| Seward | 18.7 | .0075 | 9.5 | 29 | 89.9 | 6.6 | .0071 | 218,191 | .0062 | 170,816 | .0094 | .0075 | .0078 | .0088 | .0068 |
| Shawnee | 162.0 | .0645 | 4.6 | 295 | 89.4 | 64.2 | .0692 | 2,522,817 | .0721 | 1,319,053 | .0730 | .0709 | .0626 | .0718 | .0669 |
| Sheridan | 3.0 | .0012 | -15.4 | 3 | 99.4 | 1.2 | .0013 | 27,868 | .0008 | 9,956 | .0006 | .0007 | .0018 | .0013 | .0007 |
| Sherman | 6.8 | .0028 | -12.4 | 6 | 99.3 | 2.7 | .0029 | 75,096 | .0021 | 63,284 | .0035 | .0028 | .0035 | .0038 | .0022 |
| Smith | 5.0 | .0020 | -15.9 | 6 | 99.7 | 2.1 | .0023 | 40,302 | .0012 | 20,277 | .0011 | .0012 | .0036 | .0022 | .0010 |
| Stafford | 5.3 | .0021 | -6.9 | 7 | 99.1 | 2.2 | .0024 | 64,951 | .0018 | 10,085 | .0006 | .0016 | .0024 | .0021 | .0014 |
| Stanton | 2.3 | .0009 | -1.7 | 3 | 98.5 | .8 | .0008 | 21,281 | .0006 | 6,159 | .0003 | .0006 | .0010 | .0010 | .0004 |
| Stevens | 5.1 | .0020 | 7.7 | 7 | 97.7 | 1.9 | .0021 | 66,277 | .0019 | 16,375 | .0009 | .0015 | .0019 | .0017 | .0015 |
| Sumner | 25.9 | .0103 | 3.9 | 22 | 97.9 | 9.7 | .0105 | 309,480 | .0089 | 108,668 | .0060 | .0082 | .0106 | .0098 | .0074 |
| Thomas | 8.2 | .0033 | -3.0 | 8 | 98.9 | 3.1 | .0033 | 94,479 | .0027 | 58,914 | .0033 | .0031 | .0040 | .0037 | .0021 |
| Trego | 3.7 | .0015 | -11.2 | 4 | 99.3 | 1.5 | .0016 | 38,880 | .0011 | 21,007 | .0012 | .0012 | .0019 | .0019 | .0008 |
| Wabaunsee | 6.6 | .0026 | -3.9 | 8 | 98.9 | 2.5 | .0027 | 66,919 | .0019 | 19,457 | .0010 | .0018 | .0029 | .0027 | .0016 |
| Wallace | 1.8 | .0007 | -12.0 | 2 | 99.2 | .7 | .0008 | 13,140 | .0004 | 4,871 | .0003 | .0005 | .0012 | .0008 | .0002 |
| Washington | 7.0 | .0028 | -18.1 | 8 | 99.9 | 2.8 | .0030 | 51,870 | .0015 | 23,131 | .0013 | .0016 | .0048 | .0029 | .0011 |
| Wichita | 2.7 | .0011 | -11.2 | 4 | 98.9 | 1.0 | .0011 | 29,299 | .0008 | 6,673 | .0003 | .0007 | .0011 | .0009 | .0006 |
| Wilson | 10.1 | .0040 | -16.7 | 18 | 98.8 | 4.1 | .0044 | 110,360 | .0031 | 44,055 | .0025 | .0031 | .0052 | .0047 | .0026 |
| Woodson | 4.1 | .0017 | -10.9 | 8 | 98.8 | 1.7 | .0018 | 41,067 | .0012 | 13,756 | .0007 | .0012 | .0024 | .0016 | .0009 |
| Wyandotte | 161.3 | .0643 | -6.4 | 1,065 | 69.9 | 61.2 | .0660 | 1,981,084 | .0566 | 907,817 | .0503 | .0562 | .0685 | .0625 | .0499 |
| **TOTAL METRO COUNTIES** | **1,320.4** | **.5263** | **14.5** | **259** | **88.5** | **502.1** | **.5415** | **21,175,969** | **.6052** | **10,191,717** | **.5639** | **.5770** | **.4765** | **.5263** | **.5576** |
| **TOTAL STATE** | **2,491.1** | **.9932** | **5.4** | **30** | **91.7** | **949.6** | **1.0240** | **34,787,012** | **.9941** | **16,655,815** | **.9217** | **.9721** | **1.0273** | **1.0287** | **.8958** |
| **KENTUCKY** | | | | | | | | | | | | | | | |
| **CLARKSVILLE - HOPKINSVILLE** | **170.6** | **.0681** | **13.6** | **135** | **77.0** | **56.4** | **.0608** | **1,742,055** | **.0497** | **1,026,950** | **.0568** | **.0556** | **.0647** | **.0733** | **.0485** |
| Christian | 68.7 | .0274 | 2.7 | 95 | 73.1 | 21.5 | .0232 | 685,395 | .0196 | 366,485 | .0203 | .0214 | .0277 | .0270 | .0161 |
| *Montgomery, Tenn.* | *101.9* | *.0407* | *22.3* | *189* | *79.6* | *34.9* | *.0376* | *1,056,660* | *.0301* | *660,465* | *.0365* | *.0342* | *.0370* | *.0463* | *.0324* |
| **HUNTINGTON - ASHLAND** | **310.7** | **.1239** | **-7.7** | **144** | **97.4** | **119.0** | **.1283** | **3,266,105** | **.0934** | **1,901,247** | **.1051** | **.1031** | **.1569** | **.1292** | **.0969** |
| Boyd | 50.8 | .0202 | -8.5 | 317 | 97.5 | 19.7 | .0212 | 572,655 | .0164 | 471,809 | .0261 | .0200 | .0261 | .0229 | .0172 |
| Carter | 24.3 | .0096 | -3.0 | 59 | 99.7 | 8.7 | .0094 | 188,523 | .0053 | 102,001 | .0056 | .0063 | .0132 | .0091 | .0055 |
| Greenup | 36.7 | .0147 | -6.2 | 106 | 99.1 | 13.4 | .0145 | 359,205 | .0103 | 107,865 | .0059 | .0098 | .0159 | .0142 | .0094 |
| *Lawrence, Ohio* | *61.8* | *.0246* | *-3.2* | *136* | *97.2* | *22.9* | *.0247* | *655,929* | *.0188* | *243,027* | *.0134* | *.0184* | *.0279* | *.0222* | *.0175* |
| *Cabell, W. Va.* | *95.9* | *.0383* | *-10.2* | *341* | *95.2* | *38.8* | *.0418* | *1,046,712* | *.0299* | *872,333* | *.0483* | *.0371* | *.0556* | *.0461* | *.0363* |
| *Wayne, W. Va.* | *41.2* | *.0165* | *-10.5* | *81* | *99.7* | *15.5* | *.0167* | *443,081* | *.0127* | *104,212* | *.0058* | *.0115* | *.0182* | *.0147* | *.0110* |
| **LEXINGTON-FAYETTE** | **351.1** | **.1399** | **10.6** | **237** | **87.9** | **135.1** | **.1458** | **4,651,608** | **.1330** | **3,039,615** | **.1681** | **.1449** | **.1526** | **.1622** | **.1463** |
| Bourbon | 19.2 | .0077 | -1.1 | 66 | 91.2 | 7.2 | .0078 | 182,089 | .0052 | 96,025 | .0053 | .0057 | .0103 | .0076 | .0043 |
| Clark | 29.6 | .0118 | 4.5 | 116 | 94.1 | 11.0 | .0119 | 365,398 | .0104 | 206,765 | .0114 | .0110 | .0123 | .0120 | .0091 |
| Fayette | 227.1 | .0905 | 11.2 | 798 | 84.6 | 90.3 | .0974 | 3,165,886 | .0905 | 2,378,686 | .1316 | .1028 | .1027 | .1140 | .1111 |
| Jessamine | 30.9 | .0123 | 18.5 | 178 | 96.1 | 10.7 | .0115 | 381,761 | .0109 | 158,024 | .0087 | .0106 | .0109 | .0121 | .0084 |
| Scott | 24.1 | .0096 | 10.5 | 85 | 93.1 | 8.6 | .0093 | 277,721 | .0080 | 104,956 | .0058 | .0077 | .0096 | .0090 | .0066 |
| Woodford | 20.2 | .0080 | 13.6 | 106 | 93.3 | 7.3 | .0079 | 278,753 | .0080 | 95,159 | .0053 | .0071 | .0068 | .0075 | .0068 |
| **LOUISVILLE** | **953.0** | **.3801** | **-.4** | **421** | **86.0** | **367.8** | **.3966** | **12,430,176** | **.3550** | **7,146,704** | **.3955** | **.3720** | **.4021** | **.4152** | **.3743** |
| Bullitt | 48.0 | .0192 | 10.7 | 160 | 99.2 | 16.1 | .0174 | 521,767 | .0149 | 112,631 | .0062 | .0131 | .0133 | .0162 | .0138 |
| Jefferson | 663.4 | .2645 | -3.1 | 1,723 | 81.9 | 263.5 | .2842 | 9,067,332 | .2591 | 5,541,078 | .3066 | .2744 | .2960 | .2988 | .2788 |
| Oldham | 33.9 | .0135 | 22.0 | 179 | 95.8 | 10.9 | .0117 | 473,846 | .0135 | 149,830 | .0083 | .0120 | .0088 | .0105 | .0114 |
| Shelby | 25.0 | .0100 | 7.2 | 65 | 89.6 | 9.1 | .0098 | 303,250 | .0086 | 129,453 | .0072 | .0084 | .0100 | .0091 | .0074 |
| *Clark, Ind.* | *87.7* | *.0350* | *-1.3* | *234* | *93.9* | *33.3* | *.0359* | *960,810* | *.0274* | *787,935* | *.0436* | *.0338* | *.0373* | *.0433* | *.0332* |
| *Floyd, Ind.* | *64.8* | *.0258* | *5.9* | *438* | *95.4* | *24.2* | *.0261* | *787,275* | *.0225* | *299,418* | *.0166* | *.0213* | *.0257* | *.0251* | *.0220* |
| *Harrison, Ind.* | *30.2* | *.0121* | *10.7* | *62* | *99.3* | *10.7* | *.0115* | *315,896* | *.0090* | *126,359* | *.0070* | *.0090* | *.0110* | *.0122* | *.0077* |
| **OWENSBORO** | **87.2** | **.0347** | **1.5** | **189** | **95.4** | **33.0** | **.0356** | **990,040** | **.0283** | **675,870** | **.0374** | **.0322** | **.0408** | **.0388** | **.0321** |
| Daviess | 87.2 | .0347 | 1.5 | 189 | 95.4 | 33.0 | .0356 | 990,040 | .0283 | 675,870 | .0374 | .0322 | .0408 | .0388 | .0321 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Adair | 15.3 | .0061 | .4 | 38 | 96.8 | 5.8 | .0063 | 127,379 | .0037 | 61,709 | .0034 | .0041 | .0092 | .0061 | .0032 |
| Allen | 14.6 | .0058 | 3.3 | 42 | 98.7 | 5.6 | .0060 | 149,214 | .0042 | 63,057 | .0035 | .0044 | .0082 | .0058 | .0034 |
| Anderson | 14.7 | .0059 | 17.0 | 73 | 96.9 | 5.5 | .0059 | 186,883 | .0054 | 72,129 | .0040 | .0050 | .0048 | .0061 | .0044 |
| Ballard | 7.8 | .0031 | -11.4 | 31 | 96.7 | 3.1 | .0034 | 87,324 | .0025 | 53,141 | .0029 | .0028 | .0045 | .0033 | .0028 |
| Barren | 34.0 | .0135 | .0 | 69 | 94.7 | 13.1 | .0141 | 366,280 | .0104 | 226,479 | .0125 | .0116 | .0176 | .0145 | .0101 |
| Bath | 9.7 | .0039 | -3.3 | 35 | 97.0 | 3.7 | .0040 | 86,141 | .0025 | 29,292 | .0017 | .0026 | .0056 | .0036 | .0021 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Population (Thousands) | % Of U.S. | % Change 1980-90 | Pop. Per Sq. Mi. (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes: EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **KENTUCKY (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Bell | 31.2 | .0124 | -9.1 | 86 | 97.0 | 11.4 | .0123 | 250,126 | .0071 | 221,901 | .0122 | .0097 | .0199 | .0133 | .0071 |
| ☐ Boone | 58.7 | .0234 | 28.0 | 238 | 98.5 | 20.5 | .0221 | 753,615 | .0216 | 772,436 | .0428 | .0283 | .0190 | .0283 | .0302 |
| Bourbon | 19.2 | .0077 | -1.1 | 66 | 91.2 | 7.2 | .0078 | 182,089 | .0052 | 96,025 | .0053 | .0057 | .0103 | .0076 | .0043 |
| Boyd | 50.8 | .0202 | -8.5 | 317 | 97.5 | 19.7 | .0212 | 572,655 | .0164 | 471,809 | .0261 | .0200 | .0261 | .0229 | .0172 |
| Boyle | 25.7 | .0103 | 2.5 | 142 | 90.0 | 9.5 | .0102 | 298,655 | .0085 | 223,881 | .0124 | .0101 | .0119 | .0121 | .0091 |
| Bracken | 7.8 | .0031 | .8 | 38 | 99.3 | 2.9 | .0032 | 76,889 | .0022 | 13,996 | .0008 | .0019 | .0034 | .0028 | .0018 |
| Breathitt | 15.6 | .0062 | -8.3 | 32 | 99.6 | 5.5 | .0059 | 104,664 | .0030 | 86,628 | .0048 | .0042 | .0105 | .0055 | .0031 |
| Breckinridge | 16.3 | .0065 | -3.3 | 28 | 96.1 | 6.2 | .0067 | 142,877 | .0041 | 70,286 | .0039 | .0046 | .0092 | .0068 | .0031 |
| Bullitt | 48.0 | .0192 | 10.7 | 160 | 99.2 | 16.1 | .0174 | 521,767 | .0149 | 112,631 | .0062 | .0131 | .0133 | .0162 | .0138 |
| Butler | 11.3 | .0045 | 2.1 | 26 | 99.2 | 4.2 | .0045 | 95,899 | .0027 | 25,819 | .0014 | .0027 | .0062 | .0041 | .0022 |
| Caldwell | 13.2 | .0052 | -2.0 | 38 | 93.8 | 5.3 | .0057 | 131,986 | .0038 | 102,590 | .0057 | .0046 | .0079 | .0059 | .0035 |
| Calloway | 30.9 | .0123 | 2.9 | 80 | 96.3 | 11.7 | .0126 | 314,076 | .0090 | 238,157 | .0132 | .0109 | .0161 | .0143 | .0098 |
| ☐ Campbell | 84.1 | .0336 | .9 | 555 | 98.5 | 31.3 | .0338 | 1,129,797 | .0322 | 458,240 | .0253 | .0304 | .0322 | .0314 | .0298 |
| Carlisle | 5.2 | .0020 | -5.2 | 27 | 98.6 | 2.1 | .0022 | 57,729 | .0017 | 17,229 | .0010 | .0015 | .0024 | .0020 | .0013 |
| Carroll | 9.3 | .0038 | .3 | 71 | 97.4 | 3.5 | .0038 | 96,509 | .0028 | 59,563 | .0033 | .0032 | .0050 | .0039 | .0022 |
| Carter | 24.3 | .0096 | -3.0 | 59 | 99.7 | 8.7 | .0094 | 188,523 | .0053 | 102,001 | .0056 | .0063 | .0132 | .0091 | .0055 |
| Casey | 14.2 | .0057 | -4.2 | 32 | 99.2 | 5.4 | .0058 | 97,032 | .0028 | 41,550 | .0023 | .0032 | .0096 | .0056 | .0021 |
| Christian | 68.7 | .0274 | 2.7 | 95 | 73.1 | 21.5 | .0232 | 685,395 | .0196 | 366,485 | .0203 | .0214 | .0277 | .0270 | .0161 |
| Clark | 29.6 | .0118 | 4.5 | 116 | 94.1 | 11.0 | .0119 | 365,398 | .0104 | 206,765 | .0114 | .0110 | .0123 | .0120 | .0091 |
| Clay | 21.6 | .0086 | -5.1 | 46 | 98.1 | 7.3 | .0078 | 157,720 | .0045 | 103,325 | .0058 | .0057 | .0130 | .0076 | .0039 |
| Clinton | 9.1 | .0036 | -2.4 | 46 | 99.8 | 3.6 | .0039 | 67,012 | .0020 | 39,477 | .0021 | .0023 | .0069 | .0041 | .0013 |
| Crittenden | 9.2 | .0037 | -.1 | 25 | 98.9 | 3.6 | .0039 | 102,454 | .0029 | 25,669 | .0015 | .0027 | .0045 | .0032 | .0027 |
| Cumberland | 6.7 | .0027 | -8.1 | 22 | 95.3 | 2.7 | .0029 | 61,597 | .0017 | 26,044 | .0014 | .0019 | .0044 | .0028 | .0013 |
| Daviess | 87.2 | .0347 | 1.5 | 189 | 95.4 | 33.0 | .0356 | 990,040 | .0283 | 675,870 | .0374 | .0322 | .0408 | .0388 | .0321 |
| Edmonson | 10.3 | .0042 | 3.4 | 34 | 98.2 | 3.8 | .0041 | 83,052 | .0024 | 19,207 | .0011 | .0024 | .0055 | .0039 | .0017 |
| Elliott | 6.5 | .0025 | -5.9 | 28 | 99.9 | 2.3 | .0025 | 33,474 | .0010 | 17,515 | .0009 | .0013 | .0045 | .0022 | .0006 |
| Estill | 14.6 | .0059 | .7 | 57 | 99.9 | 5.4 | .0058 | 120,983 | .0034 | 55,385 | .0031 | .0038 | .0078 | .0054 | .0031 |
| Fayette | 227.1 | .0905 | 11.2 | 798 | 84.6 | 90.3 | .0974 | 3,165,886 | .0905 | 2,378,686 | .1316 | .1028 | .1027 | .1140 | .1111 |
| Fleming | 12.3 | .0049 | -.2 | 35 | 98.1 | 4.6 | .0049 | 102,514 | .0029 | 75,052 | .0042 | .0036 | .0072 | .0058 | .0022 |
| Floyd | 43.3 | .0173 | -11.2 | 110 | 99.0 | 15.6 | .0168 | 367,654 | .0105 | 237,376 | .0131 | .0128 | .0233 | .0178 | .0098 |
| Franklin | 44.0 | .0175 | 5.2 | 209 | 91.7 | 17.5 | .0189 | 599,187 | .0172 | 315,071 | .0175 | .0172 | .0188 | .0209 | .0163 |
| Fulton | 8.2 | .0033 | -8.6 | 39 | 80.9 | 3.3 | .0036 | 73,805 | .0021 | 59,776 | .0033 | .0028 | .0057 | .0034 | .0020 |
| Gallatin | 5.5 | .0022 | 13.6 | 56 | 98.0 | 2.0 | .0021 | 45,063 | .0013 | 13,142 | .0007 | .0012 | .0030 | .0019 | .0010 |
| Garrard | 11.6 | .0046 | 6.9 | 50 | 95.9 | 4.4 | .0048 | 104,299 | .0029 | 32,148 | .0018 | .0029 | .0061 | .0045 | .0026 |
| Grant | 15.9 | .0063 | 19.5 | 61 | 99.6 | 5.6 | .0060 | 158,189 | .0046 | 88,476 | .0049 | .0051 | .0072 | .0064 | .0039 |
| Graves | 33.5 | .0134 | -1.6 | 60 | 95.2 | 13.4 | .0145 | 381,463 | .0109 | 196,573 | .0108 | .0114 | .0164 | .0145 | .0103 |
| Grayson | 21.1 | .0084 | 1.2 | 42 | 99.3 | 8.0 | .0086 | 183,177 | .0052 | 89,882 | .0050 | .0057 | .0120 | .0090 | .0045 |
| Green | 10.3 | .0041 | -6.7 | 36 | 96.4 | 4.1 | .0044 | 92,706 | .0026 | 28,231 | .0016 | .0027 | .0061 | .0042 | .0021 |
| Greenup | 36.7 | .0147 | -6.2 | 106 | 99.1 | 13.4 | .0145 | 359,205 | .0103 | 107,865 | .0059 | .0098 | .0159 | .0142 | .0094 |
| Hancock | 7.9 | .0031 | 2.0 | 42 | 98.4 | 2.8 | .0030 | 97,355 | .0028 | 18,195 | .0010 | .0023 | .0029 | .0025 | .0022 |
| Hardin | 89.1 | .0355 | .2 | 142 | 86.0 | 29.3 | .0316 | 1,072,741 | .0306 | 654,599 | .0363 | .0333 | .0333 | .0403 | .0255 |
| Harlan | 36.0 | .0144 | -14.1 | 77 | 96.6 | 13.1 | .0141 | 320,991 | .0092 | 171,581 | .0095 | .0103 | .0206 | .0130 | .0089 |
| Harrison | 16.3 | .0065 | 7.5 | 53 | 96.8 | 6.1 | .0066 | 152,867 | .0044 | 76,104 | .0042 | .0048 | .0087 | .0066 | .0039 |
| Hart | 14.9 | .0059 | -3.3 | 36 | 92.7 | 5.7 | .0061 | 129,844 | .0037 | 54,468 | .0030 | .0039 | .0092 | .0059 | .0027 |
| ☐ Henderson | 43.1 | .0172 | 5.5 | 98 | 92.4 | 16.6 | .0179 | 549,526 | .0157 | 316,045 | .0175 | .0166 | .0192 | .0187 | .0152 |
| Henry | 12.8 | .0051 | .5 | 44 | 95.6 | 4.9 | .0053 | 145,631 | .0042 | 65,446 | .0036 | .0042 | .0060 | .0053 | .0032 |
| Hickman | 5.5 | .0022 | -9.3 | 22 | 90.9 | 2.2 | .0024 | 52,966 | .0015 | 12,060 | .0007 | .0014 | .0030 | .0020 | .0011 |
| Hopkins | 46.1 | .0184 | -.2 | 84 | 92.9 | 17.8 | .0192 | 543,416 | .0155 | 302,097 | .0167 | .0165 | .0224 | .0189 | .0159 |
| Jackson | 12.0 | .0048 | .0 | 35 | 99.9 | 4.4 | .0047 | 73,591 | .0021 | 21,343 | .0012 | .0023 | .0081 | .0039 | .0014 |
| Jefferson | 663.4 | .2645 | -3.1 | 1,723 | 81.9 | 263.5 | .2842 | 9,067,332 | .2591 | 5,541,078 | .3066 | .2744 | .2960 | .2988 | .2788 |
| Jessamine | 30.9 | .0123 | 18.5 | 178 | 96.1 | 10.7 | .0115 | 381,761 | .0109 | 158,024 | .0087 | .0106 | .0109 | .0121 | .0084 |
| Johnson | 23.1 | .0092 | -5.5 | 88 | 99.4 | 8.4 | .0091 | 211,305 | .0061 | 144,721 | .0080 | .0072 | .0133 | .0089 | .0063 |
| ☐ Kenton | 142.5 | .0568 | 4.0 | 876 | 96.4 | 52.9 | .0570 | 1,822,656 | .0521 | 799,629 | .0443 | .0507 | .0539 | .0543 | .0457 |
| Knott | 17.9 | .0072 | -.2 | 51 | 99.2 | 6.1 | .0066 | 165,284 | .0047 | 49,462 | .0027 | .0046 | .0092 | .0055 | .0039 |
| Knox | 29.6 | .0118 | -2.1 | 76 | 98.7 | 10.7 | .0115 | 211,386 | .0060 | 161,426 | .0089 | .0081 | .0197 | .0109 | .0061 |
| Larue | 11.7 | .0046 | -1.9 | 44 | 95.5 | 4.5 | .0049 | 104,416 | .0030 | 36,245 | .0021 | .0030 | .0064 | .0047 | .0022 |
| Laurel | 43.8 | .0175 | 12.4 | 101 | 99.0 | 15.7 | .0169 | 384,662 | .0110 | 230,524 | .0127 | .0128 | .0230 | .0190 | .0114 |
| Lawrence | 14.0 | .0056 | -.9 | 33 | 99.5 | 5.0 | .0054 | 128,676 | .0037 | 55,918 | .0031 | .0039 | .0083 | .0045 | .0028 |
| Lee | 7.4 | .0029 | -4.6 | 35 | 99.6 | 2.8 | .0030 | 55,558 | .0016 | 29,599 | .0016 | .0019 | .0052 | .0028 | .0010 |
| Leslie | 13.6 | .0054 | -8.6 | 34 | 99.8 | 4.7 | .0051 | 136,629 | .0039 | 34,272 | .0019 | .0036 | .0063 | .0043 | .0032 |
| Letcher | 26.7 | .0107 | -13.0 | 79 | 99.1 | 9.6 | .0103 | 251,603 | .0072 | 113,806 | .0063 | .0076 | .0142 | .0101 | .0062 |
| Lewis | 13.0 | .0052 | -10.6 | 27 | 99.6 | 4.7 | .0051 | 95,705 | .0027 | 30,531 | .0017 | .0029 | .0076 | .0048 | .0021 |
| Lincoln | 20.1 | .0080 | 5.5 | 60 | 96.6 | 7.5 | .0081 | 152,743 | .0043 | 57,299 | .0032 | .0048 | .0116 | .0079 | .0033 |
| Livingston | 9.0 | .0036 | -2.4 | 28 | 99.6 | 3.6 | .0039 | 92,145 | .0027 | 28,656 | .0016 | .0024 | .0048 | .0035 | .0021 |
| Logan | 24.5 | .0097 | 1.5 | 44 | 91.1 | 9.3 | .0100 | 237,046 | .0068 | 100,808 | .0056 | .0070 | .0128 | .0103 | .0059 |
| Lyon | 6.6 | .0027 | 1.7 | 31 | 92.8 | 2.3 | .0025 | 62,447 | .0017 | 11,960 | .0006 | .0017 | .0028 | .0022 | .0015 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/90 Population (Thousands) | % Of U.S. | % Change 1980-90 | Pop. Per Sq. Mi. (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **KENTUCKY (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| McCracken | 62.9 | .0250 | 2.6 | 250 | 89.4 | 25.6 | .0276 | 794,525 | .0227 | 658,612 | .0365 | .0273 | .0340 | .0303 | .0307 |
| McCreary | 15.5 | .0062 | -.9 | 36 | 98.8 | 5.4 | .0058 | 92,197 | .0027 | 38,376 | .0021 | .0032 | .0105 | .0048 | .0019 |
| McLean | 9.6 | .0039 | -4.9 | 38 | 99.4 | 3.7 | .0040 | 95,593 | .0027 | 18,361 | .0010 | .0025 | .0051 | .0031 | .0023 |
| Madison | 58.0 | .0231 | 8.7 | 132 | 94.2 | 20.2 | .0218 | 636,797 | .0182 | 352,891 | .0195 | .0195 | .0259 | .0237 | .0155 |
| Magoffin | 13.0 | .0052 | -3.8 | 42 | 99.8 | 4.4 | .0047 | 86,374 | .0025 | 35,844 | .0020 | .0028 | .0078 | .0038 | .0020 |
| Marion | 16.4 | .0065 | -8.4 | 47 | 90.7 | 5.7 | .0062 | 150,969 | .0043 | 60,350 | .0034 | .0044 | .0083 | .0063 | .0036 |
| Marshall | 27.3 | .0109 | 6.5 | 90 | 99.7 | 10.8 | .0116 | 312,692 | .0089 | 155,759 | .0086 | .0093 | .0117 | .0115 | .0081 |
| Martin | 12.4 | .0049 | -11.0 | 54 | 99.8 | 4.3 | .0047 | 126,281 | .0036 | 60,246 | .0033 | .0038 | .0062 | .0039 | .0029 |
| Mason | 16.6 | .0066 | -6.5 | 69 | 92.2 | 6.5 | .0070 | 179,378 | .0052 | 130,098 | .0072 | .0061 | .0096 | .0080 | .0057 |
| Meade | 24.4 | .0098 | 6.8 | 79 | 88.3 | 8.2 | .0088 | 215,803 | .0061 | 82,084 | .0045 | .0065 | .0083 | .0108 | .0048 |
| Menifee | 5.1 | .0020 | -.3 | 25 | 98.1 | 1.8 | .0020 | 34,337 | .0010 | 12,906 | .0008 | .0011 | .0029 | .0018 | .0008 |
| Mercer | 19.1 | .0076 | .5 | 76 | 95.1 | 7.4 | .0079 | 215,676 | .0062 | 89,577 | .0049 | .0060 | .0091 | .0075 | .0053 |
| Metcalfe | 9.0 | .0036 | -5.1 | 31 | 97.2 | 3.4 | .0037 | 63,129 | .0018 | 35,209 | .0020 | .0021 | .0060 | .0033 | .0019 |
| Monroe | 11.3 | .0045 | -8.5 | 34 | 96.7 | 4.5 | .0049 | 86,656 | .0025 | 48,241 | .0026 | .0030 | .0085 | .0047 | .0020 |
| Montgomery | 19.5 | .0078 | -2.7 | 98 | 95.7 | 7.3 | .0078 | 178,617 | .0051 | 140,727 | .0078 | .0065 | .0107 | .0096 | .0062 |
| Morgan | 11.6 | .0046 | -4.2 | 30 | 99.0 | 4.1 | .0044 | 77,955 | .0022 | 52,271 | .0029 | .0028 | .0076 | .0037 | .0017 |
| Muhlenberg | 31.2 | .0125 | -3.2 | 66 | 95.7 | 11.6 | .0126 | 335,680 | .0096 | 158,597 | .0088 | .0100 | .0159 | .0116 | .0086 |
| Nelson | 29.9 | .0119 | 8.4 | 71 | 93.6 | 10.5 | .0113 | 305,838 | .0087 | 146,852 | .0081 | .0092 | .0136 | .0120 | .0082 |
| Nicholas | 6.7 | .0027 | -6.4 | 34 | 98.3 | 2.6 | .0028 | 62,973 | .0018 | 11,798 | .0007 | .0016 | .0036 | .0027 | .0013 |
| Ohio | 21.0 | .0083 | -3.5 | 35 | 98.8 | 7.8 | .0084 | 215,996 | .0062 | 98,617 | .0054 | .0064 | .0103 | .0078 | .0055 |
| Oldham | 33.9 | .0135 | 22.0 | 179 | 95.8 | 10.9 | .0117 | 473,846 | .0135 | 149,830 | .0083 | .0120 | .0088 | .0105 | .0114 |
| Owen | 9.1 | .0037 | 2.0 | 26 | 98.1 | 3.4 | .0037 | 84,843 | .0025 | 34,477 | .0019 | .0025 | .0049 | .0036 | .0019 |
| Owsley | 5.0 | .0020 | -12.4 | 25 | 99.6 | 1.8 | .0020 | 33,906 | .0009 | 9,822 | .0006 | .0011 | .0031 | .0019 | .0007 |
| Pendleton | 12.1 | .0048 | 10.1 | 43 | 99.4 | 4.4 | .0047 | 115,404 | .0033 | 34,978 | .0019 | .0032 | .0054 | .0045 | .0028 |
| Perry | 30.0 | .0119 | -11.2 | 88 | 98.0 | 10.5 | .0113 | 321,381 | .0092 | 192,971 | .0107 | .0102 | .0148 | .0117 | .0098 |
| Pike | 71.9 | .0287 | -11.4 | 91 | 99.3 | 25.9 | .0280 | 619,734 | .0177 | 473,258 | .0262 | .0224 | .0412 | .0308 | .0191 |
| Powell | 11.8 | .0047 | 6.3 | 66 | 99.2 | 4.1 | .0044 | 91,659 | .0026 | 37,107 | .0020 | .0028 | .0063 | .0045 | .0020 |
| Pulaski | 49.8 | .0199 | 8.7 | 75 | 98.4 | 19.0 | .0205 | 436,017 | .0125 | 373,972 | .0207 | .0164 | .0308 | .0222 | .0144 |
| Robertson | 2.1 | .0008 | -7.5 | 21 | 99.8 | .8 | .0008 | 15,625 | .0004 | 2,753 | .0002 | .0005 | .0010 | .0010 | .0004 |
| Rockcastle | 14.9 | .0060 | 6.6 | 47 | 99.7 | 5.5 | .0060 | 107,288 | .0031 | 38,823 | .0021 | .0034 | .0092 | .0058 | .0021 |
| Rowan | 20.4 | .0081 | 7.1 | 73 | 97.7 | 6.8 | .0073 | 167,959 | .0048 | 119,979 | .0067 | .0060 | .0110 | .0077 | .0048 |
| Russell | 14.8 | .0059 | 8.0 | 58 | 99.3 | 5.9 | .0063 | 137,129 | .0039 | 71,760 | .0039 | .0043 | .0099 | .0065 | .0035 |
| Scott | 24.1 | .0096 | 10.5 | 85 | 93.1 | 8.6 | .0093 | 277,721 | .0080 | 104,956 | .0058 | .0077 | .0096 | .0090 | .0066 |
| Shelby | 25.0 | .0100 | 7.2 | 65 | 89.6 | 9.1 | .0098 | 303,250 | .0086 | 129,453 | .0072 | .0084 | .0100 | .0091 | .0074 |
| Simpson | 15.1 | .0060 | 2.9 | 64 | 88.7 | 5.8 | .0063 | 183,062 | .0053 | 95,482 | .0053 | .0054 | .0072 | .0066 | .0047 |
| Spencer | 6.9 | .0027 | 16.4 | 37 | 98.2 | 2.5 | .0027 | 71,871 | .0020 | 15,256 | .0008 | .0018 | .0029 | .0023 | .0018 |
| Taylor | 21.2 | .0085 | .1 | 79 | 94.7 | 8.2 | .0088 | 241,648 | .0069 | 131,426 | .0073 | .0073 | .0099 | .0090 | .0064 |
| Todd | 10.9 | .0043 | -8.2 | 29 | 88.8 | 4.1 | .0044 | 107,886 | .0031 | 24,100 | .0013 | .0029 | .0055 | .0042 | .0022 |
| Trigg | 10.4 | .0042 | 10.8 | 23 | 87.9 | 4.1 | .0045 | 98,552 | .0028 | 38,593 | .0022 | .0029 | .0060 | .0046 | .0025 |
| Trimble | 6.1 | .0024 | -2.5 | 41 | 99.6 | 2.3 | .0025 | 73,146 | .0021 | 5,805 | .0003 | .0016 | .0021 | .0021 | .0015 |
| Union | 16.4 | .0066 | -8.0 | 48 | 84.3 | 5.5 | .0059 | 161,687 | .0046 | 87,442 | .0048 | .0050 | .0071 | .0057 | .0042 |
| Warren | 76.8 | .0306 | 6.9 | 141 | 90.8 | 28.9 | .0311 | 834,279 | .0239 | 740,977 | .0410 | .0304 | .0387 | .0376 | .0279 |
| Washington | 10.4 | .0041 | -3.4 | 35 | 91.0 | 3.7 | .0040 | 97,142 | .0027 | 29,860 | .0017 | .0027 | .0053 | .0038 | .0022 |
| Wayne | 17.5 | .0070 | 2.8 | 38 | 97.9 | 6.5 | .0070 | 118,046 | .0034 | 59,016 | .0032 | .0041 | .0116 | .0072 | .0029 |
| Webster | 13.8 | .0055 | -7.0 | 41 | 93.9 | 5.3 | .0058 | 146,062 | .0042 | 66,963 | .0038 | .0043 | .0072 | .0050 | .0034 |
| Whitley | 33.3 | .0133 | -.3 | 76 | 99.0 | 12.1 | .0130 | 295,970 | .0085 | 238,430 | .0131 | .0108 | .0183 | .0140 | .0093 |
| Wolfe | 6.5 | .0026 | -3.0 | 29 | 99.8 | 2.5 | .0027 | 51,021 | .0014 | 16,273 | .0009 | .0016 | .0043 | .0024 | .0009 |
| Woodford | 20.2 | .0080 | 13.6 | 106 | 93.3 | 7.3 | .0079 | 278,753 | .0080 | 95,159 | .0053 | .0071 | .0068 | .0075 | .0068 |
| **TOTAL METRO COUNTIES** | **1,717.5** | **.6847** | **2.5** | **294** | **88.3** | **652.3** | **.7036** | **22,069,215** | **.6306** | **13,042,987** | **.7216** | **.6685** | **.7287** | **.7415** | **.6589** |
| **TOTAL STATE** | **3,687.3** | **1.4701** | **.7** | **93** | **92.1** | **1,380.6** | **1.4888** | **41,231,017** | **1.1783** | **23,860,802** | **1.3203** | **1.2793** | **1.7718** | **1.5487** | **1.1727** |
| **LOUISIANA** | | | | | | | | | | | | | | | |
| **ALEXANDRIA** | **131.0** | **.0522** | **-3.2** | **99** | **70.7** | **45.7** | **.0492** | **1,341,216** | **.0384** | **1,014,850** | **.0562** | **.0464** | **.0653** | **.0554** | **.0420** |
| Rapides | 131.0 | .0522 | -3.2 | 99 | 70.7 | 45.7 | .0492 | 1,341,216 | .0384 | 1,014,850 | .0562 | .0464 | .0653 | .0554 | .0420 |
| **BATON ROUGE** | **528.2** | **.2105** | **6.9** | **333** | **68.9** | **188.3** | **.2032** | **6,692,889** | **.1913** | **4,099,423** | **.2269** | **.2057** | **.2395** | **.2010** | **.2033** |
| Ascension | 58.5 | .0233 | 16.8 | 201 | 76.7 | 19.4 | .0210 | 641,916 | .0183 | 376,642 | .0209 | .0200 | .0244 | .0188 | .0174 |
| East Baton Rouge | 379.4 | .1512 | 3.6 | 833 | 63.2 | 138.4 | .1493 | 5,097,496 | .1457 | 3,382,152 | .1872 | .1592 | .1791 | .1532 | .1624 |
| Livingston | 70.9 | .0282 | 20.6 | 109 | 94.1 | 23.9 | .0258 | 732,686 | .0210 | 256,500 | .0142 | .0204 | .0276 | .0229 | .0185 |
| West Baton Rouge | 19.4 | .0078 | 1.6 | 101 | 63.9 | 6.6 | .0071 | 220,791 | .0063 | 84,129 | .0046 | .0061 | .0084 | .0061 | .0050 |
| **HOUMA - THIBODAUX** | **182.2** | **.0726** | **3.0** | **78** | **80.6** | **60.4** | **.0652** | **2,098,447** | **.0600** | **1,154,031** | **.0638** | **.0635** | **.0744** | **.0646** | **.0580** |
| Lafourche | 85.6 | .0341 | 3.8 | 79 | 84.2 | 28.7 | .0310 | 969,060 | .0277 | 437,856 | .0242 | .0278 | .0358 | .0303 | .0243 |
| Terrebonne | 96.6 | .0385 | 2.3 | 77 | 77.4 | 31.7 | .0342 | 1,129,387 | .0323 | 716,175 | .0396 | .0357 | .0386 | .0343 | .0337 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Population (Thousands) | % Of U.S. | % Change 1980-90 | Pop. Per Sq. Mi. (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes: EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **LOUISIANA (continued)** | | | | | | | | | | | | | | | |
| **LAFAYETTE** | **208.0** | **.0830** | **9.3** | **206** | **73.9** | **74.8** | **.0807** | **2,525,718** | **.0722** | **1,606,519** | **.0889** | **.0793** | **.0977** | **.0846** | **.0777** |
| Lafayette | 164.1 | .0655 | 9.4 | 608 | 76.1 | 60.2 | .0649 | 2,109,495 | .0603 | 1,463,123 | .0810 | .0675 | .0787 | .0707 | .0680 |
| St. Martin | 43.9 | .0175 | 9.2 | 59 | 65.5 | 14.6 | .0158 | 416,223 | .0119 | 143,396 | .0079 | .0118 | .0190 | .0139 | .0097 |
| **LAKE CHARLES** | **168.1** | **.0670** | **.5** | **157** | **76.3** | **60.3** | **.0650** | **1,977,054** | **.0565** | **1,189,466** | **.0658** | **.0615** | **.0770** | **.0636** | **.0600** |
| Calcasieu | 168.1 | .0670 | .5 | 157 | 76.3 | 60.3 | .0650 | 1,977,054 | .0565 | 1,189,466 | .0658 | .0615 | .0770 | .0636 | .0600 |
| **MONROE** | **141.9** | **.0566** | **1.9** | **232** | **68.1** | **50.4** | **.0543** | **1,415,569** | **.0404** | **1,257,237** | **.0695** | **.0525** | **.0777** | **.0581** | **.0507** |
| Ouachita | 141.9 | .0566 | 1.9 | 232 | 68.1 | 50.4 | .0543 | 1,415,569 | .0404 | 1,257,237 | .0695 | .0525 | .0777 | .0581 | .0507 |
| **NEW ORLEANS** | **1,236.3** | **.4930** | **−1.6** | **535** | **62.8** | **454.0** | **.4896** | **15,171,433** | **.4336** | **9,782,747** | **.5416** | **.4778** | **.5907** | **.5003** | **.4818** |
| Jefferson | 447.8 | .1786 | −1.5 | 1,464 | 79.3 | 166.2 | .1793 | 5,948,289 | .1700 | 4,511,822 | .2497 | .1956 | .1964 | .2017 | .2143 |
| Orleans | 492.5 | .1963 | −11.7 | 2,727 | 35.0 | 186.5 | .2011 | 5,634,366 | .1610 | 3,397,967 | .1881 | .1761 | .2680 | .1963 | .1679 |
| St. Bernard | 66.6 | .0266 | 3.9 | 143 | 93.7 | 23.1 | .0249 | 690,203 | .0197 | 395,825 | .0220 | .0218 | .0313 | .0262 | .0198 |
| St. Charles | 42.7 | .0170 | 14.6 | 151 | 75.1 | 14.4 | .0155 | 488,018 | .0139 | 128,740 | .0071 | .0125 | .0154 | .0117 | .0124 |
| St. John the Baptist | 40.3 | .0161 | 26.2 | 184 | 63.3 | 12.8 | .0138 | 488,789 | .0140 | 197,598 | .0110 | .0136 | .0140 | .0113 | .0125 |
| St. Tammany | 146.4 | .0584 | 32.0 | 171 | 88.0 | 51.0 | .0550 | 1,921,768 | .0550 | 1,150,795 | .0637 | .0582 | .0656 | .0531 | .0549 |
| **SHREVEPORT** | **333.0** | **.1328** | **−.1** | **194** | **63.9** | **123.5** | **.1332** | **3,887,800** | **.1111** | **2,631,084** | **.1456** | **.1258** | **.1553** | **.1457** | **.1270** |
| Bossier | 86.0 | .0343 | 6.5 | 103 | 78.2 | 30.7 | .0331 | 866,922 | .0247 | 579,623 | .0320 | .0290 | .0385 | .0384 | .0282 |
| Caddo | 247.0 | .0985 | −2.2 | 280 | 59.0 | 92.8 | .1001 | 3,020,878 | .0864 | 2,051,461 | .1136 | .0968 | .1168 | .1073 | .0988 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Acadia | 55.5 | .0221 | −1.7 | 85 | 81.5 | 19.2 | .0207 | 532,342 | .0152 | 218,189 | .0121 | .0156 | .0302 | .0186 | .0130 |
| Allen | 21.4 | .0086 | .0 | 28 | 77.0 | 7.1 | .0076 | 163,158 | .0047 | 81,999 | .0045 | .0055 | .0110 | .0067 | .0045 |
| Ascension | 58.5 | .0233 | 16.8 | 201 | 76.7 | 19.4 | .0210 | 641,916 | .0183 | 376,642 | .0209 | .0200 | .0244 | .0188 | .0174 |
| Assumption | 22.6 | .0090 | 2.3 | 67 | 67.1 | 7.3 | .0078 | 219,559 | .0063 | 63,446 | .0035 | .0061 | .0093 | .0066 | .0052 |
| Avoyelles | 38.9 | .0155 | −6.0 | 47 | 72.4 | 13.4 | .0145 | 267,377 | .0076 | 161,856 | .0089 | .0096 | .0243 | .0137 | .0066 |
| Beauregard | 30.0 | .0120 | 1.0 | 26 | 84.2 | 10.3 | .0111 | 310,127 | .0089 | 160,817 | .0089 | .0094 | .0125 | .0104 | .0077 |
| Bienville | 15.9 | .0063 | −3.0 | 20 | 56.2 | 5.8 | .0062 | 136,042 | .0039 | 53,053 | .0030 | .0041 | .0095 | .0051 | .0031 |
| Bossier | 86.0 | .0343 | 6.5 | 103 | 78.2 | 30.7 | .0331 | 866,922 | .0247 | 579,623 | .0320 | .0290 | .0385 | .0384 | .0282 |
| Caddo | 247.0 | .0985 | −2.2 | 280 | 59.0 | 92.8 | .1001 | 3,020,878 | .0864 | 2,051,461 | .1136 | .0968 | .1168 | .1073 | .0988 |
| Calcasieu | 168.1 | .0670 | .5 | 157 | 76.3 | 60.3 | .0650 | 1,977,054 | .0565 | 1,189,466 | .0658 | .0615 | .0770 | .0636 | .0600 |
| Caldwell | 9.7 | .0039 | −9.9 | 18 | 81.8 | 3.5 | .0038 | 82,097 | .0023 | 49,076 | .0027 | .0028 | .0064 | .0036 | .0017 |
| Cameron | 9.2 | .0037 | −1.5 | 7 | 94.1 | 3.1 | .0034 | 100,295 | .0029 | 29,744 | .0016 | .0026 | .0043 | .0028 | .0024 |
| Catahoula | 10.9 | .0043 | −11.3 | 15 | 73.8 | 3.9 | .0042 | 78,070 | .0022 | 37,070 | .0021 | .0026 | .0067 | .0036 | .0017 |
| Claiborne | 17.4 | .0069 | 1.8 | 23 | 53.6 | 6.1 | .0065 | 160,300 | .0046 | 65,988 | .0036 | .0047 | .0095 | .0052 | .0039 |
| Concordia | 20.5 | .0082 | −10.8 | 29 | 63.1 | 7.2 | .0078 | 185,361 | .0053 | 72,004 | .0040 | .0055 | .0100 | .0063 | .0049 |
| De Soto | 25.2 | .0101 | −2.1 | 29 | 55.7 | 9.1 | .0098 | 214,713 | .0061 | 88,687 | .0049 | .0065 | .0140 | .0087 | .0052 |
| East Baton Rouge | 379.4 | .1512 | 3.6 | 833 | 63.2 | 138.4 | .1493 | 5,097,496 | .1457 | 3,382,152 | .1872 | .1592 | .1791 | .1532 | .1624 |
| East Carroll | 9.6 | .0039 | −18.5 | 23 | 34.5 | 3.1 | .0033 | 50,093 | .0014 | 36,054 | .0020 | .0022 | .0069 | .0024 | .0012 |
| East Feliciana | 19.2 | .0076 | 1.0 | 42 | 52.4 | 5.6 | .0060 | 168,364 | .0048 | 40,864 | .0022 | .0046 | .0067 | .0052 | .0036 |
| Evangeline | 33.1 | .0132 | −.7 | 50 | 73.3 | 11.7 | .0127 | 274,008 | .0079 | 128,276 | .0071 | .0087 | .0192 | .0106 | .0070 |
| Franklin | 22.2 | .0089 | −8.1 | 36 | 68.3 | 7.7 | .0083 | 136,898 | .0039 | 104,211 | .0058 | .0054 | .0149 | .0072 | .0034 |
| Grant | 17.5 | .0069 | 4.8 | 27 | 85.0 | 6.3 | .0068 | 155,578 | .0044 | 32,760 | .0018 | .0042 | .0086 | .0054 | .0033 |
| Iberia | 68.0 | .0271 | 6.7 | 118 | 68.7 | 22.7 | .0244 | 729,870 | .0209 | 390,004 | .0216 | .0223 | .0304 | .0244 | .0207 |
| Iberville | 30.9 | .0124 | −3.9 | 50 | 53.4 | 9.8 | .0106 | 333,449 | .0095 | 144,701 | .0080 | .0096 | .0137 | .0091 | .0076 |
| Jackson | 15.5 | .0061 | −10.5 | 27 | 70.7 | 5.7 | .0061 | 134,643 | .0038 | 76,509 | .0042 | .0045 | .0099 | .0057 | .0035 |
| Jefferson | 447.8 | .1786 | −1.5 | 1,464 | 79.3 | 166.2 | .1793 | 5,948,289 | .1700 | 4,511,822 | .2497 | .1956 | .1964 | .2017 | .2143 |
| Jefferson Davis | 30.5 | .0121 | −5.2 | 47 | 80.5 | 10.6 | .0114 | 272,057 | .0078 | 173,623 | .0096 | .0092 | .0155 | .0108 | .0070 |
| Lafayette | 164.1 | .0655 | 9.4 | 608 | 76.1 | 60.2 | .0649 | 2,109,495 | .0603 | 1,463,123 | .0810 | .0675 | .0787 | .0707 | .0680 |
| Lafourche | 85.6 | .0341 | 3.8 | 79 | 84.2 | 28.7 | .0310 | 969,060 | .0277 | 437,856 | .0242 | .0278 | .0358 | .0303 | .0243 |
| La Salle | 13.4 | .0053 | −21.2 | 21 | 90.0 | 5.0 | .0054 | 136,611 | .0039 | 67,902 | .0038 | .0043 | .0073 | .0051 | .0031 |
| Lincoln | 41.7 | .0167 | 4.9 | 88 | 58.9 | 13.7 | .0147 | 445,669 | .0127 | 250,646 | .0138 | .0138 | .0190 | .0144 | .0120 |
| Livingston | 70.9 | .0282 | 20.6 | 109 | 94.1 | 23.9 | .0258 | 732,686 | .0210 | 256,500 | .0142 | .0204 | .0276 | .0229 | .0185 |
| Madison | 12.2 | .0049 | −22.3 | 20 | 40.0 | 4.2 | .0045 | 74,146 | .0021 | 70,722 | .0039 | .0032 | .0092 | .0040 | .0016 |
| Morehouse | 31.8 | .0127 | −8.6 | 40 | 58.1 | 10.9 | .0118 | 224,810 | .0064 | 161,208 | .0090 | .0084 | .0194 | .0099 | .0060 |
| Natchitoches | 36.3 | .0145 | −8.9 | 29 | 61.0 | 12.5 | .0135 | 279,170 | .0080 | 209,203 | .0115 | .0104 | .0227 | .0134 | .0081 |
| Orleans | 492.5 | .1963 | −11.7 | 2,727 | 35.0 | 186.5 | .2011 | 5,634,366 | .1610 | 3,397,967 | .1881 | .1761 | .2680 | .1963 | .1679 |
| Ouachita | 141.9 | .0566 | 1.9 | 232 | 68.1 | 50.4 | .0543 | 1,415,569 | .0404 | 1,257,237 | .0695 | .0525 | .0777 | .0581 | .0507 |
| Plaquemines | 25.5 | .0102 | −2.1 | 30 | 72.3 | 8.2 | .0089 | 253,447 | .0073 | 177,184 | .0098 | .0085 | .0118 | .0090 | .0062 |
| Pointe Coupee | 22.4 | .0089 | −6.9 | 40 | 58.6 | 7.7 | .0083 | 222,420 | .0063 | 79,932 | .0044 | .0064 | .0111 | .0070 | .0051 |
| Rapides | 131.0 | .0522 | −3.2 | 99 | 70.7 | 45.7 | .0492 | 1,341,216 | .0384 | 1,014,850 | .0562 | .0464 | .0653 | .0554 | .0420 |
| Red River | 9.3 | .0037 | −10.9 | 24 | 61.3 | 3.3 | .0036 | 79,375 | .0022 | 42,930 | .0024 | .0026 | .0048 | .0032 | .0018 |
| Richland | 20.4 | .0082 | −8.1 | 37 | 63.2 | 7.0 | .0076 | 134,811 | .0039 | 95,819 | .0053 | .0051 | .0130 | .0066 | .0031 |
| Sabine | 22.5 | .0089 | −11.0 | 26 | 79.5 | 8.3 | .0089 | 208,824 | .0060 | 107,845 | .0059 | .0066 | .0124 | .0091 | .0053 |
| St. Bernard | 66.6 | .0266 | 3.9 | 143 | 93.7 | 23.1 | .0249 | 690,203 | .0197 | 395,825 | .0220 | .0218 | .0313 | .0262 | .0198 |
| St. Charles | 42.7 | .0170 | 14.6 | 151 | 75.1 | 14.4 | .0155 | 488,018 | .0139 | 128,740 | .0071 | .0125 | .0154 | .0117 | .0124 |
| St. Helena | 9.8 | .0039 | −.3 | 24 | 47.8 | 3.3 | .0036 | 89,464 | .0026 | 7,212 | .0004 | .0021 | .0041 | .0029 | .0016 |
| St. James | 20.8 | .0083 | −3.2 | 85 | 50.1 | 6.4 | .0069 | 242,524 | .0069 | 69,592 | .0038 | .0063 | .0081 | .0049 | .0036 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Population (Thousands) | % Of U.S. | % Change 1980-90 | Pop. Per Sq. Mi. (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **LOUISIANA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| St. John the Baptist | 40.3 | .0161 | 26.2 | 184 | 63.3 | 12.8 | .0138 | 488,789 | .0140 | 197,598 | .0110 | .0136 | .0140 | .0113 | .0125 |
| St. Landry | 79.7 | .0318 | -5.3 | 86 | 59.0 | 27.3 | .0294 | 636,476 | .0182 | 365,494 | .0202 | .0214 | .0449 | .0268 | .0175 |
| St. Martin | 43.9 | .0175 | 9.2 | 59 | 65.5 | 14.6 | .0158 | 416,223 | .0119 | 143,396 | .0079 | .0118 | .0190 | .0139 | .0097 |
| St. Mary | 57.1 | .0227 | -11.1 | 93 | 64.8 | 19.1 | .0206 | 601,108 | .0171 | 263,660 | .0146 | .0176 | .0248 | .0191 | .0159 |
| St. Tammany | 146.4 | .0584 | 32.0 | 171 | 88.0 | 51.0 | .0550 | 1,921,768 | .0550 | 1,150,795 | .0637 | .0582 | .0656 | .0531 | .0549 |
| Tangipahoa | 85.6 | .0341 | 6.1 | 108 | 70.9 | 29.6 | .0319 | 821,286 | .0234 | 653,431 | .0361 | .0294 | .0498 | .0345 | .0231 |
| Tensas | 7.0 | .0028 | -17.9 | 12 | 46.5 | 2.5 | .0027 | 45,690 | .0013 | 16,904 | .0010 | .0015 | .0049 | .0019 | .0010 |
| Terrebonne | 96.6 | .0385 | 2.3 | 77 | 77.4 | 31.7 | .0342 | 1,129,387 | .0323 | 716,175 | .0396 | .0357 | .0386 | .0343 | .0337 |
| Union | 20.6 | .0082 | -2.7 | 23 | 72.0 | 7.5 | .0081 | 205,039 | .0059 | 65,697 | .0036 | .0057 | .0107 | .0068 | .0046 |
| Vermilion | 49.9 | .0199 | 3.0 | 43 | 84.4 | 17.7 | .0191 | 530,587 | .0151 | 213,841 | .0119 | .0151 | .0240 | .0169 | .0131 |
| Vernon | 62.4 | .0249 | 16.7 | 47 | 75.4 | 19.3 | .0208 | 494,333 | .0142 | 217,726 | .0120 | .0157 | .0298 | .0225 | .0104 |
| Washington | 43.0 | .0172 | -2.7 | 64 | 68.7 | 15.4 | .0166 | 372,302 | .0106 | 201,694 | .0112 | .0121 | .0245 | .0154 | .0101 |
| Webster | 41.8 | .0166 | -4.2 | 70 | 68.1 | 15.8 | .0170 | 443,030 | .0127 | 255,967 | .0142 | .0139 | .0218 | .0162 | .0130 |
| West Baton Rouge | 19.4 | .0078 | 1.6 | 101 | 63.9 | 6.6 | .0071 | 220,791 | .0063 | 84,129 | .0046 | .0061 | .0084 | .0061 | .0050 |
| West Carroll | 12.0 | .0047 | -7.1 | 33 | 82.9 | 4.4 | .0048 | 81,339 | .0023 | 120,875 | .0067 | .0041 | .0085 | .0052 | .0021 |
| West Feliciana | 12.9 | .0052 | 5.9 | 32 | 44.2 | 2.7 | .0029 | 108,181 | .0031 | 29,614 | .0016 | .0031 | .0041 | .0024 | .0018 |
| Winn | 16.2 | .0065 | -6.1 | 17 | 69.7 | 5.8 | .0062 | 121,829 | .0035 | 88,614 | .0049 | .0044 | .0105 | .0059 | .0031 |
| **TOTAL METRO COUNTIES** | **2,928.7** | **1.1677** | **1.2** | **245** | **67.3** | **1,057.4** | **1.1404** | **35,110,126** | **1.0035** | **22,735,357** | **1.2583** | **1.1125** | **1.3776** | **1.1733** | **1.1005** |
| **TOTAL STATE** | **4,206.7** | **1.6773** | **.0** | **97** | **67.5** | **1,494.2** | **1.5112** | **46,666,998** | **1.3336** | **28,778,000** | **1.5924** | **1.4799** | **2.0523** | **1.6085** | **1.3929** |
| **MAINE** | | | | | | | | | | | | | | | |
| **BANGOR** | **147.5** | **.0588** | **7.7** | **43** | **98.0** | **54.4** | **.0586** | **1,817,386** | **.0519** | **1,349,536** | **.0746** | **.0601** | **.0696** | **.0685** | **.0563** |
| Penobscot | 147.5 | .0588 | 7.7 | 43 | 98.0 | 54.4 | .0586 | 1,817,386 | .0519 | 1,349,536 | .0746 | .0601 | .0696 | .0685 | .0563 |
| **LEWISTON - AUBURN** | **106.1** | **.0423** | **6.6** | **226** | **98.7** | **40.4** | **.0436** | **1,350,243** | **.0385** | **820,621** | **.0454** | **.0415** | **.0493** | **.0491** | **.0361** |
| Androscoggin | 106.1 | .0423 | 6.6 | 226 | 98.7 | 40.4 | .0436 | 1,350,243 | .0385 | 820,621 | .0454 | .0415 | .0493 | .0491 | .0361 |
| **PORTLAND** | **245.3** | **.0978** | **13.7** | **294** | **98.1** | **95.4** | **.1029** | **3,801,028** | **.1087** | **3,114,787** | **.1723** | **.1255** | **.1074** | **.1244** | **.1189** |
| Cumberland | 245.3 | .0978 | 13.7 | 294 | 98.1 | 95.4 | .1029 | 3,801,028 | .1087 | 3,114,787 | .1723 | .1255 | .1074 | .1244 | .1189 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Androscoggin | 106.1 | .0423 | 6.6 | 226 | 98.7 | 40.4 | .0436 | 1,350,243 | .0385 | 820,621 | .0454 | .0415 | .0493 | .0491 | .0361 |
| Aroostook | 86.6 | .0345 | -5.2 | 13 | 97.5 | 31.2 | .0336 | 948,166 | .0271 | 554,945 | .0308 | .0297 | .0393 | .0400 | .0255 |
| Cumberland | 245.3 | .0978 | 13.7 | 294 | 98.1 | 95.4 | .1029 | 3,801,028 | .1087 | 3,114,787 | .1723 | .1255 | .1074 | .1244 | .1189 |
| Franklin | 29.3 | .0117 | 6.8 | 17 | 99.3 | 10.9 | .0118 | 358,419 | .0102 | 210,316 | .0116 | .0110 | .0138 | .0134 | .0094 |
| Hancock | 47.4 | .0189 | 13.4 | 30 | 99.1 | 18.5 | .0199 | 588,231 | .0168 | 409,985 | .0227 | .0190 | .0255 | .0237 | .0162 |
| Kennebec | 116.8 | .0465 | 6.3 | 135 | 98.9 | 44.2 | .0477 | 1,512,150 | .0432 | 1,026,722 | .0568 | .0479 | .0534 | .0549 | .0409 |
| Knox | 36.6 | .0146 | 11.1 | 100 | 99.3 | 14.5 | .0156 | 420,036 | .0120 | 297,776 | .0165 | .0139 | .0210 | .0195 | .0127 |
| Lincoln | 30.8 | .0123 | 19.9 | 68 | 99.5 | 12.1 | .0131 | 426,353 | .0122 | 229,866 | .0127 | .0123 | .0142 | .0136 | .0111 |
| Oxford | 53.1 | .0212 | 8.3 | 26 | 99.4 | 20.3 | .0219 | 638,336 | .0183 | 256,826 | .0143 | .0176 | .0206 | .0237 | .0160 |
| Penobscot | 147.5 | .0588 | 7.7 | 43 | 98.0 | 54.4 | .0586 | 1,817,386 | .0519 | 1,349,536 | .0746 | .0601 | .0696 | .0685 | .0563 |
| Piscataquis | 18.8 | .0075 | 6.6 | 5 | 99.1 | 7.3 | .0079 | 210,345 | .0060 | 103,699 | .0058 | .0063 | .0087 | .0090 | .0055 |
| Sagadahoc | 34.1 | .0136 | 18.4 | 134 | 97.9 | 12.8 | .0138 | 406,970 | .0116 | 208,602 | .0115 | .0120 | .0162 | .0156 | .0102 |
| Somerset | 50.2 | .0200 | 11.4 | 13 | 99.3 | 18.7 | .0202 | 522,227 | .0150 | 279,016 | .0155 | .0162 | .0250 | .0226 | .0136 |
| Waldo | 33.4 | .0133 | 17.5 | 46 | 99.4 | 12.6 | .0135 | 353,296 | .0100 | 149,837 | .0082 | .0100 | .0146 | .0154 | .0086 |
| Washington | 35.4 | .0141 | 1.2 | 14 | 95.5 | 13.5 | .0146 | 358,821 | .0103 | 208,753 | .0116 | .0115 | .0203 | .0160 | .0088 |
| York | 166.9 | .0666 | 19.4 | 168 | 98.7 | 62.7 | .0676 | 2,318,991 | .0663 | 1,177,896 | .0652 | .0661 | .0609 | .0702 | .0668 |
| **TOTAL METRO COUNTIES** | **498.9** | **.1989** | **10.3** | **106** | **98.2** | **190.2** | **.2051** | **6,968,657** | **.1991** | **5,284,944** | **.2923** | **.2271** | **.2263** | **.2420** | **.2113** |
| **TOTAL STATE** | **1,238.3** | **.4937** | **10.1** | **40** | **98.5** | **469.5** | **.5063** | **16,030,998** | **.4581** | **10,399,183** | **.5755** | **.5006** | **.5598** | **.5796** | **.4566** |
| **MARYLAND** | | | | | | | | | | | | | | | |
| **BALTIMORE** | **2,404.9** | **.9588** | **9.3** | **922** | **71.9** | **888.6** | **.9583** | **36,179,630** | **1.0339** | **17,489,333** | **.9677** | **.9991** | **.8162** | **.8942** | **1.0646** |
| Anne Arundel | 433.1 | .1727 | 16.8 | 1,041 | 85.9 | 151.3 | .1632 | 6,987,504 | .1997 | 3,892,979 | .2154 | .1990 | .1244 | .1592 | .2072 |
| Baltimore | 699.3 | .2788 | 6.7 | 1,168 | 84.7 | 271.1 | .2923 | 11,840,729 | .3384 | 6,971,038 | .3857 | .3407 | .2286 | .2956 | .3819 |
| Baltimore city | 733.4 | .2924 | -6.8 | 9,077 | 38.8 | 275.5 | .2971 | 8,716,439 | .2491 | 3,312,488 | .1833 | .2380 | .3182 | .2621 | .2383 |
| Carroll | 125.8 | .0501 | 30.6 | 280 | 96.9 | 43.1 | .0465 | 1,731,672 | .0495 | 699,121 | .0386 | .0464 | .0344 | .0417 | .0459 |
| Harford | 185.9 | .0741 | 27.4 | 422 | 89.7 | 64.5 | .0696 | 2,705,722 | .0773 | 1,107,696 | .0658 | .0732 | .0531 | .0653 | .0729 |
| Howard | 192.7 | .0769 | 62.5 | 764 | 83.4 | 70.3 | .0758 | 3,758,725 | .1074 | 1,266,772 | .0701 | .0902 | .0444 | .0575 | .1053 |
| Queen Anne's | 34.7 | .0138 | 36.0 | 93 | 88.4 | 12.8 | .0138 | 438,839 | .0125 | 159,239 | .0088 | .0116 | .0131 | .0128 | .0131 |
| **CUMBERLAND** | **101.3** | **.0403** | **-6.0** | **135** | **97.2** | **39.5** | **.0426** | **1,109,161** | **.0317** | **646,990** | **.0358** | **.0345** | **.0491** | **.0450** | **.0337** |
| Allegany | 74.6 | .0297 | -7.4 | 175 | 97.3 | 29.5 | .0318 | 859,063 | .0245 | 564,072 | .0312 | .0275 | .0366 | .0339 | .0270 |
| *Mineral, W. Va.* | *26.7* | *.0106* | *-2.0* | *81* | *96.9* | *10.0* | *.0108* | *250,098* | *.0072* | *82,918* | *.0046* | *.0070* | *.0125* | *.0111* | *.0067* |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES | | | | | | | | | | | | | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/90 Population (Thousands) | % Of U.S. | % Change 1980-90 | Pop. Per Sq. Mi. (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **MARYLAND (continued)** | | | | | | | | | | | | | | | |
| **HAGERSTOWN** | **122.1** | **.0487** | **8.0** | **266** | **92.9** | **45.0** | **.0485** | **1,464,057** | **.0418** | **877,724** | **.0486** | **.0452** | **.0493** | **.0514** | **.0443** |
| Washington | 122.1 | .0487 | 8.0 | 266 | 92.9 | 45.0 | .0485 | 1,464,057 | .0418 | 877,724 | .0486 | .0452 | .0493 | .0514 | .0443 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Allegany | 74.6 | .0297 | -7.4 | 175 | 97.3 | 29.5 | .0318 | 859,063 | .0245 | 564,072 | .0312 | .0275 | .0366 | .0339 | .0270 |
| Anne Arundel | 433.1 | .1727 | 16.8 | 1,041 | 85.9 | 151.3 | .1632 | 6,987,504 | .1997 | 3,892,979 | .2154 | .1990 | .1244 | .1592 | .2072 |
| Baltimore | 699.3 | .2788 | 6.7 | 1,168 | 84.7 | 271.1 | .2923 | 11,840,729 | .3384 | 6,971,038 | .3857 | .3407 | .2286 | .2956 | .3819 |
| Baltimore city | 733.4 | .2924 | -6.8 | 9,077 | 38.8 | 275.5 | .2971 | 8,716,439 | .2491 | 3,312,488 | .1833 | .2380 | .3182 | .2621 | .2383 |
| ☐ Calvert | 53.0 | .0211 | 53.0 | 246 | 83.8 | 17.5 | .0189 | 790,519 | .0226 | 208,192 | .0116 | .0189 | .0132 | .0139 | .0182 |
| Caroline | 27.4 | .0110 | 18.4 | 86 | 82.9 | 10.1 | .0109 | 282,861 | .0080 | 149,967 | .0083 | .0087 | .0114 | .0110 | .0072 |
| Carroll | 125.8 | .0501 | 30.6 | 280 | 96.9 | 43.1 | .0465 | 1,731,672 | .0495 | 699,121 | .0386 | .0464 | .0344 | .0417 | .0459 |
| ☐ Cecil | 72.5 | .0289 | 20.0 | 208 | 94.8 | 25.1 | .0270 | 977,159 | .0280 | 470,232 | .0261 | .0275 | .0213 | .0259 | .0245 |
| ☐ Charles | 103.6 | .0413 | 42.4 | 225 | 79.7 | 33.8 | .0365 | 1,487,003 | .0424 | 641,624 | .0355 | .0403 | .0256 | .0304 | .0420 |
| Dorchester | 30.3 | .0121 | -1.1 | 54 | 71.5 | 12.1 | .0130 | 367,333 | .0105 | 174,315 | .0096 | .0105 | .0140 | .0136 | .0100 |
| ☐ Frederick | 153.3 | .0611 | 33.5 | 231 | 93.4 | 53.7 | .0579 | 2,344,855 | .0670 | 1,096,022 | .0607 | .0639 | .0453 | .0541 | .0637 |
| Garrett | 28.3 | .0113 | 6.8 | 44 | 99.4 | 10.2 | .0110 | 333,990 | .0096 | 178,514 | .0098 | .0100 | .0120 | .0116 | .0090 |
| Harford | 185.9 | .0741 | 27.4 | 422 | 89.7 | 64.5 | .0696 | 2,705,722 | .0773 | 1,187,696 | .0658 | .0732 | .0531 | .0653 | .0729 |
| Howard | 192.7 | .0769 | 62.5 | 764 | 83.4 | 70.3 | .0758 | 3,758,725 | .1074 | 1,266,772 | .0701 | .0902 | .0444 | .0575 | .1053 |
| Kent | 17.9 | .0071 | 7.2 | 64 | 79.7 | 6.7 | .0072 | 211,914 | .0061 | 127,660 | .0070 | .0065 | .0083 | .0081 | .0057 |
| ☐ Montgomery | 777.3 | .3099 | 34.2 | 1,572 | 78.5 | 289.9 | .3126 | 18,261,900 | .5218 | 6,575,212 | .3639 | .4320 | .2018 | .2451 | .4595 |
| ☐ Prince George's | 736.0 | .2935 | 10.7 | 1,513 | 43.4 | 260.5 | .2809 | 13,134,629 | .3754 | 6,260,391 | .3464 | .3504 | .1875 | .2562 | .3619 |
| Queen Anne's | 34.7 | .0138 | 36.0 | 93 | 88.4 | 12.8 | .0138 | 438,839 | .0125 | 159,239 | .0088 | .0116 | .0131 | .0128 | .0131 |
| St. Mary's | 77.5 | .0309 | 29.4 | 215 | 84.9 | 26.0 | .0281 | 1,107,683 | .0317 | 393,408 | .0218 | .0285 | .0223 | .0248 | .0272 |
| Somerset | 23.6 | .0094 | 23.0 | 72 | 60.8 | 8.0 | .0086 | 241,199 | .0069 | 71,148 | .0039 | .0065 | .0093 | .0083 | .0054 |
| Talbot | 30.9 | .0123 | 20.7 | 115 | 81.6 | 12.8 | .0138 | 525,869 | .0150 | 329,647 | .0182 | .0156 | .0129 | .0149 | .0151 |
| Washington | 122.1 | .0487 | 8.0 | 266 | 92.9 | 45.0 | .0485 | 1,464,057 | .0418 | 877,724 | .0486 | .0452 | .0493 | .0514 | .0443 |
| Wicomico | 75.1 | .0300 | 16.4 | 199 | 76.4 | 28.1 | .0303 | 954,671 | .0273 | 701,281 | .0388 | .0312 | .0322 | .0345 | .0313 |
| Worcester | 35.4 | .0141 | 14.6 | 75 | 78.2 | 14.3 | .0154 | 391,629 | .0112 | 528,244 | .0292 | .0172 | .0221 | .0221 | .0185 |
| **TOTAL METRO COUNTIES** | **4,497.3** | **1.7930** | **14.7** | **730** | **70.8** | **1,643.6** | **1.7724** | **75,498,815** | **2.1574** | **34,182,802** | **1.8917** | **2.0048** | **1.3968** | **1.6051** | **2.1057** |
| **TOTAL STATE** | **4,843.7** | **1.9312** | **14.9** | **496** | **71.4** | **1,771.9** | **1.9107** | **79,915,964** | **2.2837** | **36,836,986** | **2.0383** | **2.1395** | **1.5413** | **1.7540** | **2.2351** |
| **MASSACHUSETTS** | | | | | | | | | | | | | | | |
| **BOSTON - LAWRENCE - SALEM - LOWELL - BROCKTON** | **3,791.4** | **1.5117** | **3.5** | **1,554** | **89.4** | **1,415.0** | **1.5258** | **68,268,400** | **1.9509** | **32,453,768** | **1.7958** | **1.8165** | **1.3613** | **1.4034** | **1.8324** |
| Essex | 672.2 | .2680 | 6.1 | 1,350 | 94.5 | 252.1 | .2718 | 11,442,616 | .3270 | 5,683,067 | .3145 | .3114 | .2440 | .2528 | .3103 |
| Middlesex | 1,401.0 | .5586 | 2.5 | 1,701 | 92.8 | 520.5 | .5613 | 27,713,660 | .7919 | 12,030,520 | .6657 | .7074 | .4682 | .4919 | .7147 |
| Norfolk | 616.7 | .2459 | 1.7 | 1,543 | 94.6 | 228.0 | .2459 | 12,181,548 | .3481 | 6,056,065 | .3351 | .3239 | .2109 | .2260 | .3244 |
| Plymouth | 438.2 | .1747 | 8.1 | 663 | 93.7 | 150.6 | .1624 | 6,583,109 | .1882 | 3,980,450 | .2203 | .1949 | .1456 | .1671 | .1974 |
| Suffolk | 663.3 | .2645 | 2.0 | 11,338 | 69.1 | 263.8 | .2844 | 10,347,467 | .2957 | 4,703,666 | .2602 | .2789 | .2926 | .2656 | .2856 |
| **NEW BEDFORD - FALL RIVER - ATTLEBORO** | **509.1** | **.2030** | **7.3** | **916** | **95.9** | **188.7** | **.2035** | **6,777,741** | **.1937** | **4,105,077** | **.2271** | **.2057** | **.2196** | **.2097** | **.2111** |
| Bristol | 509.1 | .2030 | 7.3 | 916 | 95.9 | 188.7 | .2035 | 6,777,741 | .1937 | 4,105,077 | .2271 | .2057 | .2196 | .2097 | .2111 |
| **PITTSFIELD** | **139.0** | **.0555** | **-4.2** | **149** | **97.1** | **54.2** | **.0585** | **1,994,866** | **.0570** | **1,203,511** | **.0666** | **.0595** | **.0615** | **.0622** | **.0581** |
| Berkshire | 139.0 | .0555 | -4.2 | 149 | 97.1 | 54.2 | .0585 | 1,994,866 | .0570 | 1,203,511 | .0666 | .0595 | .0615 | .0622 | .0581 |
| **SPRINGFIELD** | **606.6** | **.2419** | **4.3** | **529** | **91.3** | **221.4** | **.2387** | **8,288,871** | **.2369** | **4,517,126** | **.2500** | **.2418** | **.2407** | **.2405** | **.2387** |
| Hampden | 459.2 | .1831 | 3.7 | 742 | 90.2 | 171.0 | .1844 | 6,350,170 | .1815 | 3,628,825 | .2008 | .1875 | .1870 | .1865 | .1888 |
| Hampshire | 147.4 | .0588 | 6.2 | 279 | 94.6 | 50.4 | .0543 | 1,938,701 | .0554 | 888,301 | .0492 | .0543 | .0537 | .0540 | .0499 |
| **WORCESTER - FITCHBURG - LEOMINSTER** | **717.5** | **.2860** | **11.0** | **474** | **95.6** | **263.2** | **.2839** | **10,995,940** | **.3142** | **5,436,267** | **.3009** | **.3046** | **.2553** | **.2714** | **.3026** |
| Worcester | 717.5 | .2860 | 11.0 | 474 | 95.6 | 263.2 | .2839 | 10,995,940 | .3142 | 5,436,267 | .3009 | .3046 | .2553 | .2714 | .3026 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Barnstable | 189.8 | .0756 | 28.3 | 480 | 96.4 | 79.0 | .0852 | 3,013,566 | .0861 | 2,294,339 | .1270 | .0963 | .0932 | .1019 | .1093 |
| Berkshire | 139.0 | .0555 | -4.2 | 149 | 97.1 | 54.2 | .0585 | 1,994,866 | .0570 | 1,203,511 | .0666 | .0595 | .0615 | .0622 | .0581 |
| Bristol | 509.1 | .2030 | 7.3 | 916 | 95.9 | 188.7 | .2035 | 6,777,741 | .1937 | 4,105,077 | .2271 | .2057 | .2196 | .2097 | .2111 |
| Dukes | 11.9 | .0047 | 33.1 | 115 | 94.4 | 5.1 | .0055 | 176,992 | .0051 | 158,057 | .0088 | .0061 | .0074 | .0073 | .0064 |
| Essex | 672.2 | .2680 | 6.1 | 1,350 | 94.5 | 252.1 | .2718 | 11,442,616 | .3270 | 5,683,067 | .3145 | .3114 | .2440 | .2528 | .3103 |
| Franklin | 70.8 | .0282 | 10.1 | 101 | 98.2 | 27.9 | .0301 | 946,616 | .0270 | 459,686 | .0254 | .0268 | .0303 | .0307 | .0238 |
| Hampden | 459.2 | .1831 | 3.7 | 742 | 90.2 | 171.0 | .1844 | 6,350,170 | .1815 | 3,628,825 | .2008 | .1875 | .1870 | .1865 | .1888 |
| Hampshire | 147.4 | .0588 | 6.2 | 279 | 94.6 | 50.4 | .0543 | 1,938,701 | .0554 | 888,301 | .0492 | .0543 | .0537 | .0540 | .0499 |
| Middlesex | 1,401.0 | .5586 | 2.5 | 1,701 | 92.8 | 520.5 | .5613 | 27,713,660 | .7919 | 12,030,520 | .6657 | .7074 | .4682 | .4919 | .7147 |
| Nantucket | 6.1 | .0024 | 19.9 | 128 | 96.3 | 2.6 | .0028 | 118,987 | .0034 | 129,130 | .0071 | .0043 | .0036 | .0037 | .0042 |
| Norfolk | 616.7 | .2459 | 1.7 | 1,543 | 94.6 | 228.0 | .2459 | 12,181,548 | .3481 | 6,056,065 | .3351 | .3239 | .2109 | .2260 | .3244 |
| Plymouth | 438.2 | .1747 | 8.1 | 663 | 93.7 | 150.6 | .1624 | 6,583,109 | .1882 | 3,980,450 | .2203 | .1949 | .1456 | .1671 | .1974 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

S&MM ESTIMATES

| METRO AREA County | 12/31/90 Population (Thousands) | % Of U.S. | % Change 1980-90 | Pop Per Sq. Mi (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **MASSACHUSETTS (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Suffolk | 663.3 | .2645 | 2.0 | 11,338 | 69.1 | 263.8 | .2844 | 10,347,467 | .2957 | 4,703,666 | .2602 | .2789 | .2926 | .2656 | .2856 |
| Worcester | 717.5 | .2860 | 11.0 | 474 | 95.6 | 263.2 | .2839 | 10,995,940 | .3142 | 5,436,267 | .3009 | .3046 | .2553 | .2714 | .3026 |
| **TOTAL METRO COUNTIES** | **5,763.6** | **2.2981** | **4.6** | **875** | **91.1** | **2,142.5** | **2.3104** | **96,325,818** | **2.7527** | **47,715,749** | **2.6404** | **2.6281** | **2.1384** | **2.1872** | **2.6429** |
| **TOTAL STATE** | **6,042.2** | **2.4090** | **5.3** | **771** | **91.4** | **2,257.1** | **2.4340** | **100,581,979** | **2.8743** | **50,756,961** | **2.8087** | **2.7616** | **2.2729** | **2.3308** | **2.7866** |
| **MICHIGAN** | | | | | | | | | | | | | | | |
| **ANN ARBOR** | **284.8** | **.1136** | **7.6** | **401** | **83.9** | **105.3** | **.1135** | **4,105,343** | **.1173** | **2,386,795** | **.1321** | **.1209** | **.1017** | **.1171** | **.1269** |
| Washtenaw | 284.8 | .1136 | 7.6 | 401 | 83.9 | 105.3 | .1135 | 4,105,343 | .1173 | 2,386,795 | .1321 | .1209 | .1017 | .1171 | .1269 |
| **BATTLE CREEK** | **136.1** | **.0543** | **-3.9** | **192** | **87.8** | **51.9** | **.0559** | **1,966,858** | **.0562** | **1,037,626** | **.0574** | **.0561** | **.0524** | **.0542** | **.0531** |
| Calhoun | 136.1 | .0543 | -3.9 | 192 | 87.8 | 51.9 | .0559 | 1,966,858 | .0562 | 1,037,626 | .0574 | .0561 | .0524 | .0542 | .0531 |
| **BENTON HARBOR** | **161.4** | **.0643** | **-5.8** | **283** | **82.9** | **61.0** | **.0658** | **2,028,249** | **.0580** | **1,124,391** | **.0622** | **.0605** | **.0678** | **.0665** | **.0535** |
| Berrien | 161.4 | .0643 | -5.8 | 283 | 82.9 | 61.0 | .0658 | 2,028,249 | .0580 | 1,124,391 | .0622 | .0605 | .0678 | .0665 | .0535 |
| **DETROIT** | **4,387.9** | **1.7495** | **-2.2** | **983** | **76.5** | **1,621.0** | **1.7482** | **64,078,339** | **1.8312** | **33,349,904** | **1.8454** | **1.8192** | **1.5724** | **1.6203** | **1.9661** |
| Lapeer | 75.5 | .0301 | 7.8 | 115 | 98.4 | 24.9 | .0268 | 941,677 | .0269 | 436,769 | .0242 | .0267 | .0230 | .0247 | .0252 |
| Livingston | 117.7 | .0470 | 17.4 | 207 | 98.3 | 39.6 | .0427 | 1,754,309 | .0501 | 552,797 | .0306 | .0437 | .0270 | .0330 | .0426 |
| Macomb | 720.4 | .2872 | 3.7 | 1,500 | 96.8 | 266.1 | .2870 | 9,391,712 | .2684 | 6,575,856 | .3638 | .3009 | .2523 | .3088 | .3422 |
| Monroe | 134.0 | .0534 | -.5 | 243 | 97.4 | 46.6 | .0503 | 2,215,402 | .0633 | 627,521 | .0347 | .0528 | .0349 | .0376 | .0492 |
| Oakland | 1,095.4 | .4368 | 8.3 | 1,255 | 89.8 | 415.0 | .4476 | 21,654,230 | .6188 | 11,163,210 | .6177 | .5820 | .3159 | .4142 | .6695 |
| St. Clair | 146.7 | .0585 | 5.7 | 202 | 97.0 | 53.3 | .0575 | 1,857,259 | .0531 | 827,293 | .0458 | .0519 | .0553 | .0530 | .0516 |
| Wayne | 2,098.2 | .8365 | -10.3 | 3,417 | 57.7 | 775.5 | .8363 | 26,263,750 | .7506 | 13,166,458 | .7286 | .7612 | .8640 | .7490 | .7858 |
| ***DETROIT - ANN ARBOR CONSOLIDATED AREA*** | *4,672.7* | *1.8631* | *-1.7* | *903* | *76.9* | *1,726.3* | *1.8617* | *68,183,682* | *1.9485* | *35,736,699* | *1.9775* | *1.9401* | *1.6741* | *1.7374* | *2.0930* |
| **FLINT** | **429.1** | **.1711** | **-4.7** | **671** | **78.6** | **160.8** | **.1734** | **5,171,485** | **.1476** | **3,478,101** | **.1925** | **.1658** | **.1755** | **.1780** | **.1711** |
| Genesee | 429.1 | .1711 | -4.7 | 671 | 78.6 | 160.8 | .1734 | 5,171,485 | .1478 | 3,478,101 | .1925 | .1658 | .1755 | .1780 | .1711 |
| **GRAND RAPIDS** | **696.2** | **.2777** | **15.7** | **490** | **92.0** | **247.3** | **.2667** | **9,623,756** | **.2751** | **5,588,808** | **.3093** | **.2858** | **.2194** | **.2725** | **.3063** |
| Kent | 505.5 | .2016 | 13.7 | 590 | 89.8 | 183.6 | .1980 | 6,934,189 | .1982 | 4,416,590 | .2444 | .2126 | .1746 | .2105 | .2305 |
| Ottawa | 190.7 | .0761 | 21.3 | 337 | 97.6 | 63.7 | .0687 | 2,689,567 | .0769 | 1,172,228 | .0649 | .0732 | .0448 | .0620 | .0758 |
| **JACKSON** | **150.4** | **.0600** | **-.7** | **213** | **90.9** | **53.9** | **.0581** | **1,942,679** | **.0555** | **983,828** | **.0544** | **.0560** | **.0501** | **.0564** | **.0519** |
| Jackson | 150.4 | .0600 | -.7 | 213 | 90.9 | 53.9 | .0581 | 1,942,679 | .0555 | 983,828 | .0544 | .0560 | .0501 | .0564 | .0519 |
| **KALAMAZOO** | **224.5** | **.0895** | **5.7** | **400** | **88.8** | **84.1** | **.0907** | **3,323,016** | **.0950** | **1,783,009** | **.0987** | **.0950** | **.0770** | **.0910** | **.1004** |
| Kalamazoo | 224.5 | .0895 | 5.7 | 400 | 88.8 | 84.1 | .0907 | 3,323,016 | .0950 | 1,783,009 | .0987 | .0950 | .0770 | .0910 | .1004 |
| **LANSING - EAST LANSING** | **434.5** | **.1731** | **3.5** | **255** | **89.7** | **157.6** | **.1700** | **5,928,556** | **.1694** | **3,352,806** | **.1855** | **.1751** | **.1476** | **.1740** | **.1828** |
| Clinton | 58.3 | .0232 | 4.3 | 102 | 98.7 | 20.4 | .0220 | 734,851 | .0210 | 276,387 | .0153 | .0198 | .0174 | .0193 | .0199 |
| Eaton | 93.7 | .0373 | 6.1 | 163 | 95.1 | 34.3 | .0370 | 1,296,584 | .0371 | 803,308 | .0444 | .0394 | .0322 | .0378 | .0445 |
| Ingham | 282.5 | .1126 | 2.5 | 505 | 86.0 | 102.9 | .1110 | 3,897,121 | .1113 | 2,273,111 | .1258 | .1159 | .0980 | .1169 | .1184 |
| **MUSKEGON** | **159.6** | **.0636** | **1.3** | **313** | **84.9** | **58.0** | **.0626** | **1,917,542** | **.0548** | **1,000,054** | **.0553** | **.0567** | **.0608** | **.0636** | **.0532** |
| Muskegon | 159.6 | .0636 | 1.3 | 313 | 84.9 | 58.0 | .0626 | 1,917,542 | .0548 | 1,000,054 | .0553 | .0567 | .0608 | .0636 | .0532 |
| **SAGINAW - BAY CITY - MIDLAND** | **398.5** | **.1590** | **-5.5** | **225** | **88.7** | **147.9** | **.1595** | **5,075,859** | **.1451** | **2,945,350** | **.1630** | **.1532** | **.1552** | **.1535** | **.1620** |
| Bay | 111.3 | .0444 | -7.2 | 251 | 97.7 | 42.0 | .0453 | 1,378,108 | .0394 | 822,765 | .0455 | .0422 | .0452 | .0431 | .0402 |
| Midland | 76.1 | .0304 | 3.4 | 146 | 97.4 | 28.0 | .0302 | 1,256,214 | .0359 | 372,405 | .0206 | .0302 | .0229 | .0229 | .0300 |
| Saginaw | 211.1 | .0842 | -7.4 | 261 | 80.9 | 77.9 | .0840 | 2,441,537 | .0698 | 1,750,180 | .0969 | .0808 | .0871 | .0875 | .0918 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Alcona | 10.2 | .0041 | 4.7 | 15 | 98.9 | 4.3 | .0046 | 121,509 | .0035 | 41,929 | .0023 | .0032 | .0050 | .0047 | .0029 |
| Alger | 9.0 | .0036 | -2.4 | 10 | 93.7 | 3.3 | .0036 | 99,292 | .0028 | 31,853 | .0017 | .0027 | .0045 | .0031 | .0026 |
| Allegan | 91.5 | .0365 | 12.2 | 111 | 97.2 | 32.1 | .0346 | 1,210,644 | .0346 | 483,064 | .0268 | .0325 | .0311 | .0330 | .0297 |
| Alpena | 30.6 | .0122 | -5.3 | 53 | 99.3 | 11.8 | .0127 | 357,935 | .0102 | 217,636 | .0120 | .0113 | .0142 | .0131 | .0111 |
| Antrim | 18.4 | .0073 | 13.6 | 39 | 98.5 | 7.1 | .0077 | 163,493 | .0047 | 80,981 | .0045 | .0051 | .0109 | .0084 | .0037 |
| Arenac | 15.0 | .0060 | 2.0 | 41 | 98.7 | 5.7 | .0061 | 128,966 | .0037 | 91,740 | .0051 | .0045 | .0088 | .0065 | .0032 |
| Baraga | 8.0 | .0032 | -5.7 | 9 | 87.5 | 3.1 | .0033 | 78,477 | .0022 | 35,666 | .0019 | .0025 | .0048 | .0031 | .0018 |
| Barry | 50.5 | .0201 | 10.3 | 91 | 99.1 | 17.9 | .0193 | 574,331 | .0164 | 179,554 | .0100 | .0152 | .0180 | .0177 | .0143 |
| Bay | 111.3 | .0444 | -7.2 | 251 | 97.7 | 42.0 | .0453 | 1,378,108 | .0394 | 822,765 | .0455 | .0422 | .0452 | .0431 | .0402 |
| Benzie | 12.3 | .0049 | 9.8 | 38 | 97.5 | 4.8 | .0052 | 151,049 | .0043 | 61,576 | .0034 | .0041 | .0056 | .0054 | .0039 |
| Berrien | 161.4 | .0643 | -5.8 | 283 | 82.9 | 61.0 | .0658 | 2,028,249 | .0580 | 1,124,391 | .0622 | .0605 | .0678 | .0665 | .0535 |
| Branch | 41.8 | .0167 | 4.0 | 82 | 97.2 | 15.0 | .0162 | 466,260 | .0133 | 183,723 | .0102 | .0132 | .0148 | .0167 | .0129 |
| Calhoun | 136.1 | .0543 | -3.9 | 192 | 87.8 | 51.9 | .0559 | 1,966,858 | .0562 | 1,037,626 | .0574 | .0561 | .0524 | .0542 | .0531 |
| Cass | 49.6 | .0197 | .2 | 101 | 90.9 | 18.3 | .0198 | 607,632 | .0174 | 173,673 | .0096 | .0155 | .0171 | .0182 | .0143 |
| Charlevoix | 21.7 | .0087 | 9.0 | 52 | 97.9 | 8.3 | .0089 | 206,520 | .0059 | 127,447 | .0071 | .0068 | .0131 | .0097 | .0060 |
| Cheboygan | 21.5 | .0086 | 4.1 | 30 | 97.3 | 6.2 | .0089 | 213,143 | .0061 | 170,963 | .0094 | .0075 | .0116 | .0104 | .0064 |
| Chippewa | 35.0 | .0139 | 20.6 | 22 | 81.6 | 11.7 | .0126 | 293,015 | .0084 | 215,781 | .0120 | .0106 | .0188 | .0138 | .0082 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Population (Thousands) | % Of U.S. | % Change 1980-90 | Pop Per Sq. Mi (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes<br>EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **MICHIGAN (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Clare | 25.2 | .0101 | 5.8 | 44 | 98.9 | 9.8 | .0105 | 245,305 | .0070 | 171,883 | .0095 | .0083 | .0152 | .0116 | .0060 |
| Clinton | 58.3 | .0232 | 4.3 | 102 | 98.7 | 20.4 | .0220 | 734,851 | .0210 | 276,387 | .0153 | .0198 | .0174 | .0193 | .0199 |
| Crawford | 12.5 | .0050 | 32.1 | 22 | 96.2 | 4.5 | .0049 | 156,238 | .0044 | 73,347 | .0040 | .0046 | .0044 | .0056 | .0032 |
| Delta | 37.7 | .0150 | -3.2 | 32 | 97.5 | 14.5 | .0156 | 470,694 | .0135 | 279,652 | .0155 | .0143 | .0193 | .0154 | .0145 |
| Dickinson | 26.9 | .0108 | 6.2 | 35 | 98.9 | 10.7 | .0116 | 281,099 | .0080 | 207,224 | .0115 | .0095 | .0164 | .0123 | .0094 |
| Eaton | 93.7 | .0373 | 6.1 | 163 | 95.1 | 34.3 | .0370 | 1,296,584 | .0371 | 803,308 | .0444 | .0394 | .0322 | .0378 | .0445 |
| Emmet | 25.3 | .0101 | 10.0 | 54 | 96.4 | 9.6 | .0103 | 280,421 | .0080 | 277,719 | .0154 | .0106 | .0142 | .0127 | .0134 |
| Genesee | 429.1 | .1711 | -4.7 | 671 | 78.6 | 160.8 | .1734 | 5,171,485 | .1478 | 3,478,101 | .1925 | .1658 | .1755 | .1780 | .1711 |
| Gladwin | 22.1 | .0088 | 10.7 | 44 | 99.2 | 8.4 | .0091 | 247,579 | .0070 | 96,471 | .0053 | .0070 | .0111 | .0087 | .0054 |
| Gogebic | 17.9 | .0071 | -9.1 | 16 | 96.8 | 7.4 | .0079 | 163,242 | .0047 | 104,022 | .0058 | .0054 | .0111 | .0090 | .0044 |
| Grand Traverse | 65.3 | .0261 | 18.9 | 140 | 98.2 | 24.4 | .0264 | 761,023 | .0218 | 774,004 | .0428 | .0290 | .0297 | .0353 | .0308 |
| Gratiot | 39.0 | .0155 | -3.6 | 68 | 98.4 | 13.7 | .0147 | 555,109 | .0158 | 182,981 | .0101 | .0140 | .0126 | .0128 | .0125 |
| Hillsdale | 43.6 | .0174 | 3.6 | 73 | 99.1 | 15.7 | .0170 | 456,134 | .0130 | 213,365 | .0118 | .0136 | .0203 | .0178 | .0119 |
| Houghton | 35.3 | .0141 | -6.8 | 35 | 97.3 | 13.1 | .0141 | 341,412 | .0098 | 207,799 | .0115 | .0111 | .0189 | .0155 | .0095 |
| Huron | 34.9 | .0139 | -4.3 | 42 | 99.5 | 13.2 | .0142 | 362,854 | .0104 | 214,889 | .0119 | .0116 | .0176 | .0156 | .0097 |
| Ingham | 282.5 | .1126 | 2.5 | 505 | 86.0 | 102.9 | .1110 | 3,897,121 | .1113 | 2,273,111 | .1258 | .1159 | .0980 | .1169 | .1184 |
| Ionia | 57.6 | .0230 | 11.2 | 100 | 93.9 | 18.7 | .0201 | 687,111 | .0197 | 243,972 | .0135 | .0185 | .0183 | .0186 | .0164 |
| Iosco | 30.3 | .0121 | 6.9 | 55 | 96.2 | 11.6 | .0125 | 287,561 | .0082 | 180,746 | .0100 | .0095 | .0173 | .0139 | .0075 |
| Iron | 13.1 | .0052 | -3.9 | 11 | 98.9 | 5.6 | .0061 | 151,255 | .0043 | 68,203 | .0038 | .0044 | .0075 | .0057 | .0038 |
| Isabella | 54.7 | .0218 | 1.1 | 95 | 95.9 | 17.6 | .0190 | 700,136 | .0200 | 334,937 | .0185 | .0199 | .0181 | .0205 | .0184 |
| Jackson | 150.4 | .0600 | -.7 | 213 | 90.9 | 53.9 | .0581 | 1,942,679 | .0555 | 983,828 | .0544 | .0560 | .0501 | .0564 | .0519 |
| Kalamazoo | 224.5 | .0895 | 5.7 | 400 | 88.8 | 84.1 | .0907 | 3,323,016 | .0950 | 1,783,009 | .0987 | .0950 | .0770 | .0910 | .1004 |
| Kalkaska | 13.7 | .0054 | 25.1 | 24 | 98.8 | 5.0 | .0054 | 129,873 | .0037 | 80,182 | .0044 | .0043 | .0063 | .0059 | .0031 |
| Kent | 505.5 | .2016 | 13.7 | 590 | 89.8 | 183.6 | .1980 | 6,934,189 | .1982 | 4,416,580 | .2444 | .2126 | .1746 | .2105 | .2305 |
| Keweenaw | 1.7 | .0007 | -13.4 | 3 | 99.3 | .8 | .0008 | 19,082 | .0005 | 6,566 | .0004 | .0007 | .0010 | .0009 | .0004 |
| Lake | 8.7 | .0034 | 12.8 | 15 | 85.8 | 3.6 | .0039 | 63,003 | .0018 | 31,290 | .0017 | .0021 | .0067 | .0033 | .0013 |
| Lapeer | 75.5 | .0301 | 7.8 | 115 | 98.4 | 24.9 | .0268 | 941,677 | .0269 | 436,769 | .0242 | .0267 | .0230 | .0247 | .0252 |
| Leelanau | 16.7 | .0067 | 19.2 | 48 | 96.8 | 6.3 | .0068 | 201,755 | .0058 | 70,571 | .0039 | .0053 | .0071 | .0068 | .0051 |
| Lenawee | 91.9 | .0366 | 2.2 | 122 | 97.2 | 31.8 | .0343 | 1,067,097 | .0305 | 535,470 | .0296 | .0315 | .0313 | .0358 | .0288 |
| Livingston | 117.7 | .0470 | 17.4 | 207 | 98.3 | 39.6 | .0427 | 1,754,309 | .0501 | 552,797 | .0306 | .0437 | .0270 | .0330 | .0426 |
| Luce | 5.7 | .0022 | -14.4 | 6 | 93.9 | 2.1 | .0023 | 60,513 | .0017 | 40,718 | .0023 | .0019 | .0030 | .0026 | .0014 |
| Mackinac | 10.7 | .0043 | 5.1 | 10 | 83.5 | 4.3 | .0046 | 106,451 | .0031 | 82,864 | .0046 | .0037 | .0067 | .0055 | .0033 |
| Macomb | 720.4 | .2872 | 3.7 | 1,500 | 96.8 | 266.1 | .2870 | 9,391,712 | .2684 | 6,575,856 | .3633 | .3009 | .2523 | .3088 | .3422 |
| Manistee | 21.2 | .0085 | -7.9 | 39 | 98.6 | 8.6 | .0093 | 228,028 | .0065 | 137,060 | .0076 | .0073 | .0120 | .0095 | .0068 |
| Marquette | 70.8 | .0282 | -4.5 | 39 | 96.1 | 25.4 | .0273 | 818,479 | .0234 | 457,313 | .0253 | .0248 | .0282 | .0282 | .0252 |
| Mason | 25.5 | .0102 | -3.3 | 51 | 98.3 | 10.0 | .0108 | 283,805 | .0081 | 155,005 | .0086 | .0087 | .0129 | .0116 | .0080 |
| Mecosta | 37.4 | .0149 | 1.2 | 67 | 96.0 | 12.3 | .0133 | 322,256 | .0092 | 209,010 | .0116 | .0110 | .0180 | .0150 | .0090 |
| Menominee | 24.9 | .0099 | -5.0 | 24 | 98.2 | 9.8 | .0106 | 240,013 | .0069 | 116,538 | .0064 | .0074 | .0137 | .0114 | .0057 |
| Midland | 76.1 | .0304 | 3.4 | 146 | 97.4 | 28.0 | .0302 | 1,256,214 | .0359 | 372,405 | .0206 | .0302 | .0229 | .0229 | .0300 |
| Missaukee | 12.3 | .0049 | 22.9 | 22 | 99.1 | 4.4 | .0047 | 106,525 | .0030 | 53,739 | .0030 | .0034 | .0057 | .0054 | .0024 |
| Monroe | 134.0 | .0534 | -.5 | 243 | 97.4 | 46.6 | .0503 | 2,215,402 | .0633 | 627,521 | .0347 | .0528 | .0349 | .0376 | .0492 |
| Montcalm | 53.7 | .0214 | 12.9 | 76 | 96.9 | 18.8 | .0202 | 561,191 | .0160 | 307,546 | .0170 | .0173 | .0221 | .0217 | .0144 |
| Montmorency | 9.0 | .0036 | 20.1 | 16 | 99.3 | 3.6 | .0039 | 91,833 | .0027 | 38,570 | .0022 | .0028 | .0054 | .0042 | .0021 |
| Muskegon | 159.6 | .0636 | 1.3 | 313 | 84.9 | 58.0 | .0626 | 1,917,542 | .0548 | 1,000,054 | .0553 | .0567 | .0608 | .0636 | .0532 |
| Newaygo | 38.6 | .0154 | 10.5 | 46 | 97.7 | 13.9 | .0149 | 376,334 | .0107 | 163,968 | .0091 | .0112 | .0178 | .0148 | .0095 |
| Oakland | 1,095.4 | .4368 | 8.3 | 1,255 | 89.8 | 415.0 | .4476 | 21,654,230 | .6188 | 11,163,210 | .6177 | .5820 | .3159 | .4142 | .6695 |
| Oceana | 22.6 | .0090 | 2.7 | 42 | 98.1 | 8.1 | .0087 | 276,069 | .0079 | 99,549 | .0055 | .0075 | .0095 | .0084 | .0066 |
| Ogemaw | 19.0 | .0075 | 15.6 | 34 | 99.0 | 7.3 | .0079 | 172,797 | .0049 | 104,455 | .0058 | .0056 | .0112 | .0079 | .0041 |
| Ontonagon | 8.8 | .0035 | -10.8 | 7 | 98.5 | 3.6 | .0038 | 85,195 | .0025 | 50,844 | .0028 | .0027 | .0051 | .0039 | .0021 |
| Osceola | 20.3 | .0081 | 7.2 | 36 | 98.9 | 7.4 | .0080 | 227,473 | .0065 | 80,144 | .0044 | .0063 | .0087 | .0082 | .0050 |
| Oscoda | 8.0 | .0032 | 16.7 | 14 | 99.3 | 3.2 | .0035 | 60,585 | .0017 | 33,045 | .0019 | .0021 | .0057 | .0035 | .0011 |
| Otsego | 18.3 | .0073 | 22.1 | 36 | 98.8 | 6.6 | .0071 | 228,219 | .0065 | 145,209 | .0080 | .0070 | .0056 | .0087 | .0063 |
| Ottawa | 190.7 | .0761 | 21.3 | 337 | 97.6 | 63.7 | .0687 | 2,689,567 | .0769 | 1,172,228 | .0649 | .0732 | .0448 | .0620 | .0758 |
| Presque Isle | 13.8 | .0055 | -3.3 | 21 | 99.4 | 5.4 | .0058 | 112,994 | .0032 | 69,269 | .0038 | .0039 | .0093 | .0057 | .0029 |
| Roscommon | 20.2 | .0080 | 23.4 | 39 | 99.2 | 8.7 | .0094 | 200,048 | .0057 | 161,645 | .0089 | .0071 | .0142 | .0110 | .0048 |
| Saginaw | 211.1 | .0842 | -7.4 | 261 | 80.9 | 77.9 | .0840 | 2,441,537 | .0698 | 1,750,180 | .0969 | .0808 | .0871 | .0875 | .0918 |
| St. Clair | 146.7 | .0585 | 5.7 | 202 | 97.0 | 53.3 | .0575 | 1,857,259 | .0531 | 827,293 | .0458 | .0519 | .0553 | .0530 | .0516 |
| St. Joseph | 59.2 | .0236 | 5.6 | 118 | 96.4 | 21.7 | .0234 | 792,216 | .0226 | 308,541 | .0170 | .0212 | .0201 | .0236 | .0200 |
| Sanilac | 40.0 | .0159 | -1.9 | 41 | 99.2 | 14.7 | .0158 | 392,366 | .0112 | 211,886 | .0118 | .0123 | .0192 | .0175 | .0102 |
| Schoolcraft | 8.3 | .0033 | -3.2 | 7 | 93.3 | 3.3 | .0036 | 101,584 | .0029 | 49,435 | .0027 | .0030 | .0040 | .0038 | .0026 |
| Shiawassee | 69.9 | .0279 | -1.8 | 130 | 98.9 | 24.9 | .0268 | 879,181 | .0252 | 386,191 | .0214 | .0245 | .0242 | .0252 | .0232 |
| Tuscola | 55.6 | .0222 | -2.4 | 68 | 98.0 | 19.5 | .0211 | 640,804 | .0183 | 245,415 | .0135 | .0176 | .0211 | .0201 | .0161 |
| Van Buren | 70.6 | .0281 | 5.7 | 116 | 91.8 | 25.6 | .0276 | 680,134 | .0194 | 352,411 | .0195 | .0213 | .0337 | .0288 | .0170 |
| Washtenaw | 284.8 | .1136 | 7.6 | 401 | 83.9 | 105.3 | .1135 | 4,105,343 | .1173 | 2,386,795 | .1321 | .1209 | .1017 | .1171 | .1269 |
| Wayne | 2,098.2 | .8365 | -10.3 | 3,417 | 57.7 | 775.5 | .8363 | 26,263,750 | .7506 | 13,166,458 | .7286 | .7612 | .8640 | .7490 | .7858 |
| Wexford | 26.5 | .0106 | 5.6 | 47 | 98.8 | 10.0 | .0107 | 249,911 | .0071 | 243,009 | .0134 | .0096 | .0158 | .0137 | .0088 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Population (Thousands) | % Of U.S. | % Change 1980–90 | Pop Per Sq. Mi. (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **MICHIGAN (continued)** | | | | | | | | | | | | | | | |
| **TOTAL METRO COUNTIES** | **7,463.0** | **2.9757** | **–.2** | **542** | **80.9** | **2,748.8** | **2.9644** | **105,161,682** | **3.0054** | **57,030,672** | **3.1558** | **3.0443** | **2.6799** | **2.8471** | **3.2273** |
| **TOTAL STATE** | **9,323.1** | **3.7172** | **.7** | **164** | **84.1** | **3,429.6** | **3.6982** | **125,756,945** | **3.5937** | **67,784,930** | **3.7508** | **3.6654** | **3.5155** | **3.6145** | **3.7824** |
| **MINNESOTA** | | | | | | | | | | | | | | | |
| **DULUTH** | **238.5** | **.0950** | **–10.6** | **32** | **96.9** | **94.7** | **.1022** | **3,094,630** | **.0885** | **1,688,841** | **.0935** | **.0913** | **.1079** | **.0960** | **.0881** |
| St. Louis | 196.8 | .0784 | –11.5 | 32 | 96.9 | 78.3 | .0845 | 2,574,498 | .0736 | 1,387,845 | .0768 | .0755 | .0890 | .0783 | .0746 |
| *Douglas, Wisc.* | *41.7* | *.0166* | *–6.1* | *32* | *96.9* | *16.4* | *.0177* | *520,132* | *.0149* | *300,996* | *.0167* | *.0158* | *.0189* | *.0177* | *.0135* |
| **FARGO - MOORHEAD** | **154.4** | **.0615** | **12.2** | **55** | **97.7** | **58.2** | **.0628** | **1,961,645** | **.0561** | **1,296,415** | **.0717** | **.0618** | **.0663** | **.0691** | **.0578** |
| Clay | 50.5 | .0201 | 2.4 | 48 | 97.5 | 17.5 | .0189 | 546,234 | .0156 | 285,328 | .0158 | .0166 | .0201 | .0204 | .0165 |
| *Cass, N. D.* | *103.9* | *.0414* | *17.7* | *59* | *97.8* | *40.7* | *.0439* | *1,415,411* | *.0405* | *1,011,087* | *.0559* | *.0452* | *.0462* | *.0487* | *.0413* |
| **MINNEAPOLIS - ST. PAUL** | **2,501.4** | **.9972** | **17.0** | **495** | **92.4** | **949.5** | **1.0238** | **40,156,297** | **1.1474** | **20,446,928** | **1.1315** | **1.1126** | **.8443** | **.9876** | **1.1339** |
| Anoka | 248.3 | .0990 | 26.7 | 586 | 97.4 | 84.0 | .0906 | 3,391,241 | .0969 | 1,655,282 | .0916 | .0958 | .0642 | .0822 | .1046 |
| Carver | 49.0 | .0195 | 32.3 | 137 | 98.5 | 17.0 | .0183 | 737,822 | .0211 | 180,900 | .0100 | .0174 | .0132 | .0146 | .0161 |
| Chisago | 30.9 | .0123 | 20.2 | 74 | 99.0 | 10.7 | .0115 | 360,928 | .0103 | 150,580 | .0084 | .0101 | .0117 | .0105 | .0089 |
| Dakota | 286.1 | .1141 | 47.3 | 502 | 96.6 | 102.2 | .1102 | 4,709,071 | .1345 | 2,101,441 | .1163 | .1250 | .0796 | .0989 | .1371 |
| Hennepin | 1,044.4 | .4164 | 10.9 | 1,876 | 89.4 | 424.1 | .4573 | 18,010,787 | .5147 | 10,005,141 | .5537 | .5067 | .3956 | .4606 | .5165 |
| Isanti | 26.2 | .0104 | 11.0 | 60 | 98.8 | 8.9 | .0096 | 286,659 | .0082 | 124,079 | .0068 | .0082 | .0096 | .0094 | .0074 |
| Ramsey | 487.4 | .1943 | 6.0 | 3,128 | 88.6 | 191.2 | .2062 | 7,686,017 | .2196 | 4,465,467 | .2470 | .2229 | .1870 | .2126 | .2246 |
| Scott | 59.2 | .0236 | 35.2 | 166 | 97.9 | 19.8 | .0213 | 767,838 | .0219 | 277,729 | .0154 | .0203 | .0149 | .0192 | .0184 |
| Washington | 149.0 | .0594 | 31.2 | 380 | 97.2 | 50.3 | .0542 | 2,671,518 | .0763 | 776,626 | .0430 | .0630 | .0314 | .0374 | .0604 |
| Wright | 69.9 | .0279 | 19.1 | 106 | 99.1 | 23.4 | .0253 | 828,855 | .0237 | 395,579 | .0219 | .0239 | .0209 | .0249 | .0208 |
| *St. Croix, Wisc.* | *51.0* | *.0203* | *17.9* | *71* | *99.4* | *17.9* | *.0193* | *705,561* | *.0202* | *314,104* | *.0174* | *.0193* | *.0162* | *.0173* | *.0171* |
| **ROCHESTER** | **107.6** | **.0429** | **16.9** | **165** | **95.7** | **40.5** | **.0437** | **1,676,368** | **.0479** | **1,009,846** | **.0558** | **.0492** | **.0371** | **.0460** | **.0497** |
| Olmsted | 107.6 | .0429 | 16.9 | 165 | 95.7 | 40.5 | .0437 | 1,676,368 | .0479 | 1,009,846 | .0558 | .0492 | .0371 | .0460 | .0497 |
| **ST. CLOUD** | **193.1** | **.0770** | **18.3** | **88** | **98.6** | **65.1** | **.0703** | **2,113,953** | **.0605** | **2,385,247** | **.1320** | **.0852** | **.0703** | **.0963** | **.0611** |
| Benton | 30.6 | .0122 | 21.5 | 75 | 98.9 | 11.1 | .0120 | 349,698 | .0100 | 102,876 | .0057 | .0092 | .0108 | .0113 | .0082 |
| Sherburne | 42.8 | .0171 | 4[illegible].1 | 98 | 98.3 | 13.9 | .0150 | 488,115 | .0140 | 205,564 | .0114 | .0137 | .0133 | .0142 | .0122 |
| Stearns | 119.7 | .0477 | 10.7 | 89 | 98.6 | 40.1 | .0433 | 1,276,[illegible] | .0365 | 2,076,807 | .1149 | .0623 | .0462 | .0708 | .0407 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Aitkin | 12.4 | .0049 | –7.5 | 7 | 98.2 | 5.1 | .0055 | 94,918 | .0027 | 60,653 | .0034 | .0034 | .0083 | .0057 | .0022 |
| Anoka | 248.3 | .0990 | 26.7 | 586 | 97.4 | 84.0 | .0906 | 3,391,241 | .0969 | 1,655,282 | .0916 | .0958 | .0642 | .0822 | .1046 |
| Becker | 27.9 | .0112 | –4.9 | 21 | 92.8 | 10.5 | .0113 | 240,276 | .0069 | 171,942 | .0095 | .0086 | .0158 | .0127 | .0077 |
| Beltrami | 34.6 | .0138 | 11.7 | 14 | 82.4 | 12.0 | .0130 | 340,276 | .0097 | 263,723 | .0146 | .0119 | .0171 | .0150 | .0109 |
| Benton | 30.6 | .0122 | 21.5 | 75 | 98.9 | 11.1 | .0120 | 349,698 | .0100 | 102,876 | .0057 | .0092 | .0108 | .0113 | .0082 |
| Big Stone | 6.2 | .0024 | –19.7 | 12 | 99.3 | 2.4 | .0025 | 62,041 | .0018 | 35,845 | .0020 | .0018 | .0032 | .0028 | .0019 |
| Blue Earth | 54.1 | .0216 | 3.4 | 72 | 97.7 | 19.3 | .0209 | 603,733 | .0172 | 498,235 | .0275 | .0214 | .0275 | .0260 | .0185 |
| Brown | 26.9 | .0107 | –6.1 | 44 | 99.5 | 10.3 | .0111 | 295,469 | .0085 | 162,317 | .0090 | .0090 | .0133 | .0122 | .0083 |
| Carlton | 29.3 | .0117 | –2.1 | 34 | 95.0 | 10.9 | .0117 | 355,560 | .0101 | 174,551 | .0097 | .0103 | .0117 | .0110 | .0091 |
| Carver | 49.0 | .0195 | 32.3 | 137 | 98.5 | 17.0 | .0183 | 737,822 | .0211 | 180,900 | .0100 | .0174 | .0132 | .0146 | .0161 |
| Cass | 21.8 | .0087 | 3.6 | 11 | 88.5 | 8.3 | .0090 | 181,210 | .0052 | 111,319 | .0061 | .0063 | .0128 | .0098 | .0045 |
| Chippewa | 13.1 | .0053 | –12.3 | 22 | 99.4 | 5.2 | .0056 | 152,674 | .0044 | 88,578 | .0049 | .0046 | .0061 | .0059 | .0040 |
| Chisago | 30.9 | .0123 | 20.2 | 74 | 99.0 | 10.7 | .0115 | 360,928 | .0103 | 150,580 | .0084 | .0101 | .0117 | .0105 | .0089 |
| Clay | 50.5 | .0201 | 2.4 | 48 | 97.5 | 17.5 | .0189 | 546,234 | .0156 | 285,328 | .0158 | .0166 | .0201 | .0204 | .0165 |
| Clearwater | 8.3 | .0033 | –5.3 | 8 | 92.2 | 3.1 | .0034 | 57,624 | .0016 | 27,622 | .0015 | .0020 | .0054 | .0030 | .0012 |
| Cook | 3.8 | .0015 | –7.1 | 3 | 92.3 | 1.6 | .0017 | 41,352 | .0012 | 32,026 | .0018 | .0014 | .0023 | .0019 | .0009 |
| Cottonwood | 12.6 | .0051 | –15.2 | 20 | 99.0 | 5.0 | .0054 | 119,200 | .0034 | 58,859 | .0032 | .0037 | .0066 | .0059 | .0028 |
| Crow Wing | 44.6 | .0177 | 6.9 | 45 | 98.7 | 17.3 | .0186 | 449,111 | .0129 | 417,587 | .0231 | .0169 | .0240 | .0222 | .0124 |
| Dakota | 286.1 | .1141 | 47.3 | 502 | 96.6 | 102.2 | .1102 | 4,709,071 | .1345 | 2,101,441 | .1163 | .1250 | .0796 | .0989 | .1371 |
| Dodge | 15.8 | .0063 | 7.0 | 36 | 99.3 | 5.6 | .0061 | 171,903 | .0049 | 47,071 | .0026 | .0044 | .0056 | .0057 | .0044 |
| Douglas | 28.8 | .0115 | 3.5 | 45 | 99.3 | 11.0 | .0118 | 272,054 | .0078 | 227,601 | .0126 | .0100 | .0161 | .0140 | .0092 |
| Faribault | 16.7 | .0067 | –15.3 | 23 | 99.4 | 6.7 | .0073 | 165,285 | .0047 | 66,629 | .0037 | .0049 | .0087 | .0073 | .0041 |
| Fillmore | 20.7 | .0082 | –5.6 | 24 | 99.5 | 7.8 | .0084 | 178,267 | .0051 | 95,800 | .0053 | .0057 | .0112 | .0088 | .0042 |
| Freeborn | 32.9 | .0131 | –9.4 | 46 | 99.3 | 13.0 | .0140 | 359,447 | .0103 | 255,999 | .0142 | .0119 | .0161 | .0156 | .0116 |
| Goodhue | 40.9 | .0163 | 5.6 | 54 | 98.6 | 15.3 | .0165 | 533,402 | .0152 | 253,550 | .0140 | .0153 | .0168 | .0159 | .0160 |
| Grant | 6.2 | .0025 | –13.6 | 11 | 99.5 | 2.4 | .0026 | 72,527 | .0021 | 29,692 | .0016 | .0020 | .0025 | .0026 | .0014 |
| Hennepin | 1,044.4 | .4164 | 10.9 | 1,876 | 89.4 | 424.1 | .4573 | 18,010,787 | .5147 | 10,005,141 | .5537 | .5067 | .3956 | .4606 | .5165 |
| Houston | 18.5 | .0074 | .6 | 33 | 99.3 | 6.8 | .0073 | 204,126 | .0058 | 56,386 | .0031 | .0053 | .0065 | .0074 | .0047 |
| Hubbard | 15.0 | .0060 | 6.4 | 16 | 98.0 | 5.8 | .0063 | 150,328 | .0043 | 89,795 | .0050 | .0048 | .0083 | .0069 | .0037 |
| Isanti | 26.2 | .0104 | 11.0 | 60 | 98.8 | 8.9 | .0096 | 286,659 | .0082 | 124,079 | .0068 | .0082 | .0096 | .0094 | .0074 |
| Itasca | 40.7 | .0162 | –5.5 | 15 | 96.3 | 15.4 | .0166 | 422,131 | .0121 | 250,827 | .0139 | .0135 | .0186 | .0167 | .0124 |
| Jackson | 11.5 | .0046 | –16.0 | 16 | 98.2 | 4.5 | .0048 | 119,674 | .0034 | 70,522 | .0039 | .0039 | .0048 | .0052 | .0032 |
| Kanabec | 12.9 | .0052 | 6.1 | 25 | 98.9 | 4.8 | .0052 | 127,731 | .0037 | 67,139 | .0037 | .0039 | .0058 | .0056 | .0030 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES | | | | | | | | | | | | | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Population (Thousands) | % Of U.S. | % Change 1980–90 | Pop. Per Sq. Mi. (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **MINNESOTA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Kandiyohi | 39.0 | .0155 | 6.1 | 49 | 99.0 | 14.4 | .0156 | 431,112 | .0123 | 261,437 | .0145 | .0135 | .0166 | .0179 | .0128 |
| Kittson | 5.7 | .0023 | −14.6 | 5 | 99.8 | 2.2 | .0023 | 55,277 | .0016 | 31,357 | .0017 | .0018 | .0030 | .0025 | .0013 |
| Koochiching | 16.1 | .0064 | −8.4 | 5 | 96.5 | 5.9 | .0064 | 184,098 | .0052 | 92,223 | .0051 | .0056 | .0066 | .0059 | .0052 |
| Lac qui Parle | 8.8 | .0035 | −16.9 | 12 | 99.4 | 3.5 | .0038 | 78,133 | .0022 | 29,483 | .0017 | .0023 | .0048 | .0037 | .0017 |
| Lake | 10.2 | .0041 | −21.8 | 5 | 99.2 | 4.2 | .0045 | 130,858 | .0038 | 68,820 | .0038 | .0037 | .0044 | .0046 | .0033 |
| Lake of the Woods | 4.1 | .0016 | 8.9 | 3 | 99.2 | 1.6 | .0017 | 29,835 | .0008 | 21,459 | .0012 | .0012 | .0027 | .0020 | .0006 |
| Le Sueur | 23.2 | .0093 | −1.0 | 52 | 99.4 | 8.5 | .0092 | 226,623 | .0065 | 75,741 | .0041 | .0063 | .0097 | .0089 | .0056 |
| Lincoln | 6.8 | .0027 | −17.2 | 13 | 99.7 | 2.7 | .0029 | 57,146 | .0016 | 26,369 | .0015 | .0018 | .0042 | .0030 | .0009 |
| Lyon | 24.8 | .0099 | −1.6 | 35 | 98.9 | 9.1 | .0098 | 265,227 | .0076 | 174,258 | .0096 | .0086 | .0119 | .0109 | .0081 |
| McLeod | 32.3 | .0128 | 8.9 | 66 | 99.3 | 11.9 | .0128 | 346,999 | .0099 | 244,014 | .0135 | .0116 | .0177 | .0150 | .0105 |
| Mahnomen | 5.0 | .0020 | −9.7 | 9 | 75.6 | 1.8 | .0020 | 39,880 | .0012 | 20,369 | .0012 | .0012 | .0027 | .0019 | .0009 |
| Marshall | 10.9 | .0044 | −16.3 | 6 | 99.4 | 4.2 | .0045 | 97,089 | .0028 | 46,594 | .0026 | .0031 | .0057 | .0049 | .0020 |
| Martin | 22.7 | .0090 | −8.1 | 32 | 99.4 | 9.0 | .0097 | 302,264 | .0086 | 127,230 | .0070 | .0082 | .0094 | .0101 | .0082 |
| Meeker | 20.9 | .0084 | 1.5 | 34 | 99.3 | 7.7 | .0083 | 224,817 | .0064 | 91,267 | .0050 | .0065 | .0087 | .0082 | .0054 |
| Mille Lacs | 18.7 | .0074 | 1.5 | 33 | 96.3 | 6.9 | .0075 | 187,236 | .0054 | 85,024 | .0047 | .0055 | .0092 | .0076 | .0046 |
| Morrison | 29.7 | .0119 | 1.3 | 26 | 99.4 | 10.4 | .0112 | 256,499 | .0073 | 134,535 | .0075 | .0084 | .0142 | .0118 | .0064 |
| Mower | 37.1 | .0148 | −8.2 | 52 | 98.8 | 14.9 | .0160 | 445,823 | .0127 | 221,786 | .0123 | .0130 | .0185 | .0153 | .0125 |
| Murray | 9.6 | .0038 | −16.6 | 14 | 99.8 | 3.7 | .0040 | 86,870 | .0025 | 33,189 | .0018 | .0025 | .0048 | .0042 | .0020 |
| Nicollet | 28.2 | .0112 | 4.7 | 62 | 98.7 | 9.5 | .0103 | 346,118 | .0099 | 106,925 | .0059 | .0090 | .0083 | .0096 | .0083 |
| Nobles | 20.0 | .0080 | −8.4 | 28 | 97.0 | 7.6 | .0082 | 179,612 | .0051 | 130,925 | .0073 | .0063 | .0108 | .0095 | .0061 |
| Norman | 7.9 | .0032 | −15.8 | 9 | 98.8 | 3.1 | .0033 | 86,530 | .0025 | 32,523 | .0018 | .0025 | .0037 | .0033 | .0019 |
| Olmsted | 107.6 | .0429 | 16.9 | 165 | 95.7 | 40.5 | .0437 | 1,676,368 | .0479 | 1,009,846 | .0558 | .0492 | .0371 | .0460 | .0497 |
| Otter Tail | 50.7 | .0202 | −2.4 | 26 | 99.1 | 19.5 | .0210 | 477,060 | .0137 | 288,935 | .0160 | .0157 | .0283 | .0225 | .0123 |
| Pennington | 13.2 | .0052 | −13.5 | 21 | 98.8 | 5.1 | .0055 | 104,765 | .0030 | 89,066 | .0050 | .0039 | .0086 | .0066 | .0033 |
| Pine | 21.4 | .0086 | 7.7 | 15 | 96.1 | 7.6 | .0082 | 163,060 | .0046 | 113,939 | .0063 | .0060 | .0114 | .0088 | .0040 |
| Pipestone | 10.4 | .0041 | −11.0 | 22 | 97.6 | 4.0 | .0043 | 86,692 | .0025 | 54,007 | .0030 | .0030 | .0062 | .0046 | .0022 |
| Polk | 32.3 | .0129 | −7.3 | 16 | 98.0 | 11.9 | .0129 | 303,807 | .0087 | 163,790 | .0090 | .0095 | .0182 | .0131 | .0076 |
| Pope | 10.7 | .0043 | −8.2 | 16 | 99.6 | 4.1 | .0044 | 87,281 | .0025 | 47,672 | .0027 | .0030 | .0063 | .0044 | .0020 |
| Ramsey | 487.4 | .1943 | 6.0 | 3,128 | 88.6 | 191.2 | .2062 | 7,686,017 | .2196 | 4,465,467 | .2470 | .2229 | .1870 | .2126 | .2266 |
| Red Lake | 4.5 | .0018 | −17.8 | 10 | 99.8 | 1.7 | .0018 | 31,138 | .0009 | 14,815 | .0009 | .0009 | .0026 | .0017 | .0008 |
| Redwood | 17.1 | .0068 | −11.6 | 19 | 97.9 | 6.5 | .0070 | 162,191 | .0046 | 81,143 | .0045 | .0052 | .0092 | .0074 | .0036 |
| Renville | 17.5 | .0070 | −14.2 | 18 | 99.3 | 6.7 | .0072 | 188,987 | .0054 | 70,378 | .0039 | .0052 | .0076 | .0073 | .0042 |
| Rice | 49.5 | .0197 | 7.4 | 99 | 98.1 | 16.5 | .0178 | 540,449 | .0155 | 286,297 | .0158 | .0164 | .0185 | .0188 | .0150 |
| Rock | 9.7 | .0039 | −9.4 | 20 | 99.3 | 3.7 | .0040 | 83,798 | .0024 | 36,382 | .0020 | .0026 | .0053 | .0040 | .0024 |
| Roseau | 15.3 | .0061 | 21.7 | 9 | 98.3 | 5.5 | .0059 | 148,433 | .0042 | 70,866 | .0039 | .0045 | .0066 | .0062 | .0037 |
| St. Louis | 196.8 | .0784 | −11.5 | 32 | 96.9 | 78.3 | .0845 | 2,574,498 | .0736 | 1,387,845 | .0768 | .0755 | .0890 | .0783 | .0746 |
| Scott | 59.2 | .0236 | 35.2 | 166 | 97.9 | 19.8 | .0213 | 767,838 | .0219 | 277,729 | .0154 | .0203 | .0149 | .0192 | .0184 |
| Sherburne | 42.8 | .0171 | 43.1 | 98 | 98.3 | 13.9 | .0150 | 488,115 | .0140 | 205,564 | .0114 | .0137 | .0133 | .0142 | .0122 |
| Sibley | 14.3 | .0057 | −7.4 | 24 | 99.6 | 5.3 | .0057 | 146,001 | .0041 | 40,388 | .0022 | .0040 | .0060 | .0056 | .0034 |
| Stearns | 119.7 | .0477 | 10.7 | 89 | 98.6 | 40.1 | .0433 | 1,276,140 | .0365 | 2,076,807 | .1149 | .0623 | .0462 | .0708 | .0407 |
| Steele | 30.8 | .0123 | 1.6 | 72 | 99.1 | 11.4 | .0123 | 344,161 | .0098 | 208,914 | .0116 | .0108 | .0128 | .0138 | .0096 |
| Stevens | 10.6 | .0042 | −6.4 | 19 | 97.6 | 3.8 | .0041 | 96,136 | .0028 | 63,869 | .0035 | .0032 | .0056 | .0046 | .0025 |
| Swift | 10.5 | .0042 | −18.7 | 14 | 99.2 | 4.2 | .0045 | 103,610 | .0030 | 40,615 | .0023 | .0031 | .0058 | .0045 | .0025 |
| Todd | 23.3 | .0093 | −6.8 | 25 | 99.5 | 8.6 | .0093 | 187,663 | .0053 | 80,729 | .0044 | .0058 | .0127 | .0094 | .0042 |
| Traverse | 4.3 | .0017 | −22.4 | 7 | 96.7 | 1.7 | .0018 | 52,343 | .0015 | 18,810 | .0011 | .0015 | .0019 | .0018 | .0012 |
| Wabasha | 19.8 | .0079 | 2.4 | 38 | 99.2 | 7.3 | .0079 | 220,242 | .0063 | 93,236 | .0051 | .0062 | .0082 | .0080 | .0049 |
| Wadena | 13.1 | .0053 | −7.7 | 24 | 99.1 | 5.0 | .0054 | 123,752 | .0035 | 89,389 | .0050 | .0044 | .0073 | .0060 | .0032 |
| Waseca | 18.1 | .0072 | −1.9 | 43 | 99.1 | 6.7 | .0072 | 219,050 | .0063 | 83,435 | .0046 | .0058 | .0067 | .0069 | .0049 |
| Washington | 149.0 | .0594 | 31.2 | 380 | 97.2 | 50.3 | .0542 | 2,671,518 | .0763 | 776,626 | .0430 | .0630 | .0314 | .0374 | .0604 |
| Watonwan | 11.6 | .0046 | −6.2 | 27 | 98.9 | 4.5 | .0049 | 105,770 | .0031 | 46,012 | .0025 | .0032 | .0061 | .0053 | .0028 |
| Wilkin | 7.5 | .0030 | −11.3 | 10 | 99.1 | 2.8 | .0030 | 88,326 | .0025 | 34,459 | .0019 | .0024 | .0028 | .0030 | .0019 |
| Winona | 47.9 | .0191 | 3.6 | 76 | 98.2 | 17.0 | .0183 | 554,146 | .0158 | 272,902 | .0151 | .0164 | .0196 | .0189 | .0139 |
| Wright | 69.9 | .0279 | 19.1 | 106 | 99.1 | 23.4 | .0253 | 828,855 | .0237 | 395,579 | .0219 | .0239 | .0209 | .0249 | .0208 |
| Yellow Medicine | 11.6 | .0046 | −15.0 | 15 | 98.7 | 4.6 | .0049 | 136,967 | .0039 | 54,054 | .0030 | .0039 | .0051 | .0050 | .0033 |
| **TOTAL METRO COUNTIES** | **2,998.4** | **1.1953** | **14.4** | **208** | **93.2** | **1,133.0** | **1.2219** | **46,361,789** | **1.3248** | **25,201,090** | **1.3945** | **1.3198** | **1.0446** | **1.2113** | **1.3187** |
| **TOTAL STATE** | **4,412.0** | **1.7591** | **8.2** | **55** | **94.6** | **1,661.6** | **1.7918** | **60,945,982** | **1.7416** | **33,314,988** | **1.8435** | **1.7759** | **1.7267** | **1.8161** | **1.7087** |
| **MISSISSIPPI** | | | | | | | | | | | | | | | |
| **BILOXI - GULFPORT** | **197.5** | **.0787** | **8.4** | **187** | **79.5** | **71.5** | **.0771** | **2,271,117** | **.0649** | **1,200,606** | **.0664** | **.0681** | **.0858** | **.0851** | **.0584** |
| Hancock | 32.3 | .0128 | 31.9 | 68 | 90.4 | 12.0 | .0129 | 352,094 | .0101 | 121,659 | .0067 | .0095 | .0152 | .0130 | .0080 |
| Harrison | 165.2 | .0659 | 4.8 | 284 | 77.4 | 59.5 | .0642 | 1,919,023 | .0548 | 1,078,947 | .0597 | .0586 | .0706 | .0721 | .0504 |
| **JACKSON** | **397.4** | **.1583** | **9.8** | **168** | **56.9** | **140.9** | **.1518** | **4,824,350** | **.1378** | **2,898,573** | **.1604** | **.1488** | **.1550** | **.1613** | **.1409** |
| Hinds | 253.6 | .1011 | 1.0 | 292 | 48.0 | 90.7 | .0978 | 3,100,695 | .0886 | 2,128,825 | .1178 | .0999 | .1025 | .1096 | .0929 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES METRO AREA County | 12/31/90 Population (Thousands) | % Of U.S. | % Change 1980–90 | Pop. Per Sq. Mi. (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **MISSISSIPPI (continued)** | | | | | | | | | | | | | | | |
| **JACKSON (continued)** | | | | | | | | | | | | | | | |
| Madison | 55.1 | .0219 | 32.4 | 77 | 56.1 | 19.8 | .0213 | 573,951 | .0164 | 374,859 | .0207 | .0187 | .0254 | .0221 | .0196 |
| Rankin | 88.7 | .0353 | 27.8 | 115 | 82.9 | 30.4 | .0327 | 1,149,704 | .0328 | 394,889 | .0219 | .0302 | .0271 | .0296 | .0284 |
| **PASCAGOULA** | **115.1** | **.0459** | **–2.5** | **158** | **78.2** | **40.4** | **.0436** | **1,291,408** | **.0369** | **565,295** | **.0313** | **.0370** | **.0401** | **.0450** | **.0361** |
| Jackson | 115.1 | .0459 | –2.5 | 158 | 78.2 | 40.4 | .0436 | 1,291,408 | .0369 | 565,295 | .0313 | .0370 | .0401 | .0450 | .0361 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Adams | 35.0 | .0139 | –8.1 | 76 | 51.0 | 13.1 | .0141 | 343,751 | .0099 | 258,960 | .0143 | .0119 | .0208 | .0140 | .0114 |
| Alcorn | 31.6 | .0126 | –4.4 | 79 | 88.5 | 12.4 | .0134 | 330,988 | .0094 | 211,731 | .0117 | .0108 | .0171 | .0146 | .0112 |
| Amite | 13.3 | .0053 | –.5 | 18 | 54.7 | 4.8 | .0052 | 129,013 | .0037 | 31,770 | .0018 | .0033 | .0066 | .0042 | .0027 |
| Attala | 15.4 | .0074 | –7.4 | 25 | 60.1 | 6.9 | .0074 | 152,304 | .0043 | 86,302 | .0048 | .0051 | .0107 | .0072 | .0040 |
| Benton | 8.0 | .0032 | –1.9 | 20 | 60.4 | 2.8 | .0031 | 76,142 | .0022 | 10,323 | .0006 | .0019 | .0033 | .0027 | .0017 |
| Bolivar | 41.5 | .0165 | –9.7 | 47 | 36.5 | 13.2 | .0142 | 308,414 | .0088 | 172,971 | .0095 | .0106 | .0225 | .0134 | .0082 |
| Calhoun | 14.9 | .0060 | –4.9 | 25 | 72.7 | 5.7 | .0061 | 120,483 | .0035 | 59,958 | .0033 | .0039 | .0084 | .0062 | .0031 |
| Carroll | 9.2 | .0036 | –5.9 | 15 | 60.6 | 3.3 | .0036 | 71,966 | .0020 | 12,300 | .0007 | .0021 | .0045 | .0030 | .0016 |
| Chickasaw | 18.1 | .0072 | 1.4 | 36 | 61.0 | 6.5 | .0070 | 147,430 | .0043 | 90,117 | .0050 | .0050 | .0099 | .0074 | .0045 |
| Choctaw | 9.1 | .0037 | 1.2 | 22 | 69.5 | 3.2 | .0035 | 67,641 | .0019 | 24,427 | .0014 | .0020 | .0048 | .0034 | .0014 |
| Claiborne | 11.4 | .0045 | –7.2 | 23 | 16.9 | 3.4 | .0036 | 79,835 | .0023 | 21,330 | .0011 | .0024 | .0052 | .0027 | .0018 |
| Clarke | 17.3 | .0069 | 2.1 | 25 | 65.4 | 6.3 | .0068 | 160,057 | .0045 | 34,137 | .0019 | .0043 | .0080 | .0057 | .0040 |
| Clay | 21.1 | .0084 | .1 | 52 | 46.1 | 7.2 | .0078 | 198,474 | .0057 | 92,046 | .0051 | .0060 | .0091 | .0076 | .0048 |
| Coahoma | 31.2 | .0125 | –15.5 | 56 | 34.8 | 10.4 | .0112 | 233,660 | .0067 | 164,972 | .0092 | .0086 | .0177 | .0107 | .0076 |
| Copiah | 27.7 | .0110 | 4.5 | 36 | 49.2 | 9.3 | .0100 | 226,349 | .0065 | 110,502 | .0061 | .0073 | .0141 | .0095 | .0053 |
| Covington | 16.6 | .0066 | 4.2 | 40 | 64.7 | 5.8 | .0063 | 142,141 | .0040 | 55,311 | .0030 | .0042 | .0085 | .0059 | .0031 |
| ☐ De Soto | 70.8 | .0283 | 31.3 | 148 | 87.1 | 24.3 | .0262 | 831,636 | .0238 | 279,696 | .0155 | .0223 | .0254 | .0229 | .0213 |
| Forrest | 68.3 | .0272 | 3.5 | 146 | 68.1 | 25.1 | .0270 | 704,939 | .0201 | 586,539 | .0325 | .0252 | .0364 | .0301 | .0233 |
| Franklin | 8.4 | .0033 | 2.3 | 15 | 63.2 | 3.1 | .0034 | 79,237 | .0023 | 18,775 | .0010 | .0021 | .0042 | .0027 | .0017 |
| George | 16.7 | .0067 | 9.2 | 35 | 90.1 | 5.8 | .0062 | 167,302 | .0048 | 50,748 | .0028 | .0046 | .0069 | .0053 | .0042 |
| Greene | 10.2 | .0041 | 3.8 | 14 | 78.2 | 3.3 | .0036 | 84,212 | .0024 | 25,280 | .0014 | .0024 | .0045 | .0030 | .0020 |
| Grenada | 21.6 | .0086 | 2.3 | 51 | 58.3 | 7.7 | .0083 | 210,690 | .0060 | 163,999 | .0091 | .0075 | .0115 | .0091 | .0059 |
| Hancock | 32.3 | .0128 | 31.9 | 68 | 90.4 | 12.0 | .0129 | 352,094 | .0101 | 121,659 | .0067 | .0095 | .0152 | .0130 | .0080 |
| Harrison | 165.2 | .0659 | 4.8 | 284 | 77.4 | 59.5 | .0642 | 1,919,023 | .0548 | 1,078,947 | .0597 | .0586 | .0706 | .0721 | .0504 |
| Hinds | 253.6 | .1011 | 1.0 | 292 | 48.0 | 90.7 | .0978 | 3,100,695 | .0886 | 2,128,825 | .1178 | .0999 | .1025 | .1096 | .0929 |
| Holmes | 21.5 | .0086 | –6.4 | 28 | 23.6 | 7.1 | .0077 | 115,900 | .0033 | 48,329 | .0027 | .0041 | .0140 | .0053 | .0025 |
| Humphreys | 12.0 | .0048 | –13.9 | 29 | 31.6 | 3.9 | .0042 | 67,754 | .0020 | 41,741 | .0023 | .0027 | .0075 | .0032 | .0018 |
| Issaquena | 1.9 | .0007 | –24.4 | 5 | 43.6 | .6 | .0006 | 12,852 | .0003 | 1,068 | .0001 | .0003 | .0011 | .0005 | .0003 |
| Itawamba | 19.9 | .0080 | –3.0 | 37 | 92.9 | 7.5 | .0081 | 183,506 | .0053 | 46,002 | .0025 | .0049 | .0089 | .0081 | .0043 |
| Jackson | 115.1 | .0459 | –2.5 | 158 | 78.2 | 40.4 | .0436 | 1,291,408 | .0369 | 565,295 | .0313 | .0370 | .0401 | .0450 | .0361 |
| Jasper | 17.1 | .0068 | –1.0 | 25 | 49.0 | 6.0 | .0064 | 127,808 | .0036 | 46,324 | .0025 | .0041 | .0089 | .0065 | .0028 |
| Jefferson | 8.6 | .0034 | –6.3 | 17 | 13.3 | 2.8 | .0031 | 59,505 | .0017 | 10,606 | .0006 | .0017 | .0045 | .0020 | .0013 |
| Jefferson Davis | 14.0 | .0056 | 1.1 | 34 | 45.0 | 4.8 | .0051 | 111,876 | .0032 | 50,187 | .0028 | .0035 | .0073 | .0047 | .0024 |
| Jones | 62.0 | .0247 | .1 | 89 | 74.4 | 22.5 | .0243 | 586,442 | .0168 | 342,827 | .0190 | .0190 | .0306 | .0263 | .0181 |
| Kemper | 10.4 | .0042 | 2.5 | 14 | 42.4 | 3.6 | .0039 | 72,919 | .0021 | 22,769 | .0012 | .0023 | .0056 | .0033 | .0018 |
| Lafayette | 31.8 | .0126 | 2.5 | 50 | 72.8 | 11.1 | .0120 | 334,961 | .0095 | 156,939 | .0087 | .0099 | .0148 | .0115 | .0100 |
| Lamar | 30.7 | .0123 | 28.9 | 62 | 87.5 | 11.0 | .0118 | 321,984 | .0092 | 71,004 | .0040 | .0082 | .0121 | .0107 | .0070 |
| Lauderdale | 75.4 | .0300 | –2.4 | 107 | 64.3 | 28.2 | .0304 | 840,986 | .0241 | 564,593 | .0312 | .0273 | .0381 | .0327 | .0243 |
| Lawrence | 12.5 | .0050 | –.2 | 29 | 66.5 | 4.5 | .0049 | 129,685 | .0037 | 33,311 | .0018 | .0035 | .0057 | .0040 | .0029 |
| Leake | 18.4 | .0074 | –2.1 | 32 | 60.1 | 6.8 | .0073 | 132,444 | .0038 | 79,008 | .0044 | .0047 | .0112 | .0073 | .0035 |
| Lee | 66.2 | .0264 | 16.0 | 147 | 78.2 | 24.7 | .0266 | 732,895 | .0209 | 571,677 | .0316 | .0253 | .0296 | .0315 | .0244 |
| Leflore | 36.9 | .0147 | –11.1 | 62 | 38.8 | 12.6 | .0136 | 295,416 | .0084 | 221,394 | .0123 | .0108 | .0213 | .0137 | .0093 |
| Lincoln | 30.2 | .0120 | .1 | 52 | 69.9 | 11.1 | .0120 | 266,609 | .0077 | 178,733 | .0099 | .0091 | .0159 | .0124 | .0082 |
| Lowndes | 59.1 | .0236 | 3.1 | 118 | 61.9 | 21.3 | .0230 | 616,705 | .0176 | 408,529 | .0226 | .0204 | .0265 | .0262 | .0196 |
| Madison | 55.1 | .0219 | 32.4 | 77 | 56.1 | 19.8 | .0213 | 573,951 | .0164 | 374,859 | .0207 | .0187 | .0254 | .0221 | .0196 |
| Marion | 25.4 | .0102 | –1.2 | 47 | 69.4 | 9.1 | .0098 | 245,529 | .0070 | 118,296 | .0066 | .0076 | .0128 | .0098 | .0070 |
| Marshall | 30.4 | .0121 | 3.8 | 43 | 49.1 | 10.1 | .0109 | 237,991 | .0068 | 73,150 | .0040 | .0070 | .0143 | .0098 | .0056 |
| Monroe | 36.6 | .0146 | .5 | 48 | 69.4 | 13.4 | .0145 | 331,868 | .0095 | 148,369 | .0082 | .0101 | .0182 | .0139 | .0095 |
| Montgomery | 12.3 | .0049 | –8.0 | 30 | 55.6 | 4.5 | .0048 | 89,413 | .0025 | 47,189 | .0026 | .0031 | .0074 | .0049 | .0025 |
| Neshoba | 24.8 | .0099 | 4.2 | 44 | 68.1 | 8.8 | .0095 | 221,230 | .0064 | 130,326 | .0073 | .0073 | .0133 | .0101 | .0061 |
| Newton | 20.2 | .0080 | 1.2 | 35 | 67.3 | 7.3 | .0079 | 176,851 | .0050 | 81,382 | .0045 | .0055 | .0104 | .0078 | .0047 |
| Noxubee | 12.5 | .0050 | –5.4 | 18 | 31.1 | 4.1 | .0044 | 76,285 | .0022 | 29,100 | .0016 | .0026 | .0070 | .0039 | .0018 |
| Oktibbeha | 38.4 | .0153 | 6.6 | 84 | 62.7 | 12.9 | .0139 | 368,187 | .0105 | 171,316 | .0095 | .0111 | .0179 | .0133 | .0116 |
| Panola | 30.2 | .0121 | 7.2 | 44 | 51.3 | 10.2 | .0110 | 226,741 | .0065 | 144,318 | .0079 | .0081 | .0173 | .0110 | .0062 |
| Pearl River | 39.0 | .0155 | 15.4 | 48 | 85.1 | 13.9 | .0150 | 377,709 | .0108 | 171,501 | .0095 | .0113 | .0185 | .0147 | .0097 |
| Perry | 10.9 | .0044 | 10.5 | 17 | 76.7 | 3.8 | .0041 | 123,707 | .0035 | 22,116 | .0013 | .0030 | .0046 | .0030 | .0026 |
| Pike | 36.7 | .0146 | 1.5 | 90 | 53.9 | 13.3 | .0143 | 339,122 | .0097 | 234,020 | .0129 | .0117 | .0195 | .0151 | .0108 |
| Pontotoc | 22.4 | .0089 | 7.1 | 45 | 85.2 | 8.4 | .0091 | 205,151 | .0059 | 67,433 | .0037 | .0057 | .0110 | .0092 | .0054 |
| Prentiss | 23.2 | .0093 | –3.4 | 56 | 87.9 | 8.6 | .0093 | 208,639 | .0059 | 136,991 | .0076 | .0072 | .0127 | .0103 | .0054 |
| Quitman | 10.3 | .0041 | –18.5 | 25 | 40.3 | 3.5 | .0038 | 56,524 | .0017 | 25,919 | .0014 | .0020 | .0067 | .0029 | .0012 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES | | | | | | | | | | | | | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/90 Population (Thousands) | % Of U.S. | % Change 1980–90 | Pop Per Sq. Mi. (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **MISSISSIPPI (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Rankin | 88.7 | .0353 | 27.8 | 115 | 82.9 | 30.4 | .0327 | 1,149,704 | .0328 | 394,889 | .0219 | .0302 | .0271 | .0296 | .0284 |
| Scott | 24.2 | .0097 | −1.5 | 40 | 61.4 | 8.5 | .0092 | 202,047 | .0058 | 114,534 | .0063 | .0066 | .0134 | .0098 | .0050 |
| Sharkey | 7.0 | .0028 | −12.1 | 16 | 33.0 | 2.1 | .0023 | 44,698 | .0013 | 16,639 | .0010 | .0015 | .0039 | .0017 | .0010 |
| Simpson | 23.9 | .0095 | 2.0 | 41 | 67.3 | 8.3 | .0089 | 222,063 | .0063 | 107,446 | .0059 | .0069 | .0110 | .0087 | .0060 |
| Smith | 14.8 | .0059 | −1.8 | 23 | 77.8 | 5.3 | .0057 | 135,766 | .0039 | 33,330 | .0018 | .0037 | .0076 | .0051 | .0029 |
| Stone | 10.8 | .0043 | 11.2 | 24 | 77.9 | 3.7 | .0040 | 106,129 | .0030 | 51,542 | .0029 | .0031 | .0046 | .0039 | .0025 |
| Sunflower | 32.6 | .0130 | −6.5 | 47 | 35.2 | 9.6 | .0104 | 212,480 | .0061 | 135,382 | .0075 | .0080 | .0173 | .0098 | .0052 |
| Tallahatchie | 15.2 | .0061 | −11.4 | 24 | 41.0 | 5.0 | .0054 | 87,257 | .0025 | 35,293 | .0019 | .0030 | .0097 | .0039 | .0018 |
| Tate | 21.6 | .0086 | 7.4 | 53 | 65.3 | 7.1 | .0076 | 159,859 | .0046 | 123,999 | .0069 | .0061 | .0117 | .0084 | .0039 |
| Tippah | 19.6 | .0078 | 4.6 | 43 | 83.2 | 7.2 | .0078 | 159,673 | .0045 | 93,419 | .0052 | .0054 | .0107 | .0092 | .0045 |
| Tishomingo | 17.7 | .0071 | −4.0 | 42 | 96.2 | 7.1 | .0076 | 146,090 | .0042 | 68,051 | .0037 | .0045 | .0105 | .0084 | .0039 |
| Tunica | 8.1 | .0032 | −16.1 | 18 | 24.2 | 2.5 | .0027 | 37,24 | .0011 | 27,654 | .0016 | .0018 | .0054 | .0017 | .0009 |
| Union | 22.1 | .0088 | 1.7 | 53 | 85.2 | 8.4 | .0091 | 197,608 | .0056 | 99,605 | .0055 | .0061 | .0119 | .0093 | .0058 |
| Walthall | 14.4 | .0057 | 4.6 | 36 | 57.4 | 4.9 | .0053 | 125,582 | .0036 | 52,667 | .0029 | .0039 | .0069 | .0047 | .0029 |
| Warren | 47.5 | .0190 | −8.0 | 81 | 60.2 | 17.3 | .0186 | 545,920 | .0156 | 353,429 | .0196 | .0175 | .0220 | .0188 | .0164 |
| Washington | 67.6 | .0269 | −6.6 | 93 | 41.6 | 22.5 | .0243 | 562,998 | .0161 | 416,709 | .0230 | .0203 | .0350 | .0253 | .0177 |
| Wayne | 19.5 | .0078 | 1.9 | 24 | 63.9 | 6.9 | .0074 | 199,868 | .0057 | 78,747 | .0044 | .0057 | .0088 | .0070 | .0053 |
| Webster | 10.1 | .0040 | −2.0 | 24 | 77.6 | 3.8 | .0041 | 82,540 | .0024 | 34,205 | .0019 | .0026 | .0056 | .0041 | .0019 |
| Wilkinson | 9.6 | .0039 | −4.2 | 14 | 32.2 | 3.3 | .0036 | 71,067 | .0020 | 27,866 | .0015 | .0022 | .0052 | .0034 | .0016 |
| Winston | 19.4 | .0077 | −.4 | 32 | 57.2 | 7.0 | .0075 | 180,584 | .0052 | 80,384 | .0045 | .0055 | .0092 | .0075 | .0046 |
| Yalobusha | 12.0 | .0048 | −9.0 | 26 | 62.2 | 4.6 | .0050 | 101,223 | .0028 | 40,515 | .0022 | .0030 | .0066 | .0049 | .0026 |
| Yazoo | 25.3 | .0101 | −7.5 | 28 | 46.8 | 8.7 | .0094 | 207,581 | .0060 | 88,068 | .0049 | .0065 | .0127 | .0086 | .0052 |
| **TOTAL METRO COUNTIES** | **780.8** | **.3112** | **9.0** | **169** | **68.5** | **277.1** | **.2987** | **9,218,511** | **.2634** | **4,944,170** | **.2736** | **.2762** | **.3063** | **.3143** | **.2567** |
| **TOTAL STATE** | **2,575.3** | **1.0268** | **2.2** | **55** | **63.5** | **912.2** | **.9837** | **25,337,007** | **.7241** | **13,802,619** | **.7638** | **.7964** | **1.2259** | **.9965** | **.7064** |
| **MISSOURI** | | | | | | | | | | | | | | | |
| **COLUMBIA** | **113.1** | **.0451** | **12.7** | **165** | **89.1** | **42.2** | **.0455** | **1,571,606** | **.0449** | **890,388** | **.0493** | **.0463** | **.0447** | **.0491** | **.0427** |
| Boone | 113.1 | .0451 | 12.7 | 165 | 89.1 | 42.2 | .0455 | 1,571,606 | .0449 | 890,388 | .0493 | .0463 | .0447 | .0491 | .0427 |
| **JOPLIN** | **135.6** | **.0540** | **6.3** | **107** | **96.5** | **53.3** | **.0575** | **1,475,270** | **.0422** | **1,024,703** | **.0567** | **.0489** | **.0708** | **.0661** | **.0414** |
| Jasper | 90.9 | .0362 | 4.5 | 142 | 96.4 | 36.3 | .0391 | 1,031,218 | .0295 | 823,772 | .0456 | .0356 | .0495 | .0462 | .0295 |
| Newton | 44.7 | .0178 | 10.2 | 71 | 96.8 | 17.0 | .0184 | 444,052 | .0127 | 200,931 | .0111 | .0133 | .0213 | .0199 | .0119 |
| **KANSAS CITY** | **1,584.7** | **.6319** | **10.6** | **318** | **85.4** | **609.4** | **.6573** | **24,362,333** | **.6961** | **12,486,466** | **.6909** | **.6817** | **.5911** | **.6433** | **.6722** |
| Cass | 65.0 | .0259 | 27.4 | 93 | 97.8 | 23.3 | .0251 | 830,353 | .0237 | 318,889 | .0176 | .0222 | .0227 | .0230 | .0196 |
| Clay | 155.1 | .0618 | 13.6 | 391 | 96.8 | 59.6 | .0643 | 2,403,701 | .0687 | 1,381,528 | .0765 | .0696 | .0510 | .0648 | .0715 |
| Jackson | 635.2 | .2533 | .9 | 1,050 | 76.7 | 253.4 | .2733 | 9,311,960 | .2661 | 5,343,897 | .2957 | .2725 | .2642 | .2796 | .2694 |
| Lafayette | 31.3 | .0125 | 4.6 | 50 | 96.5 | 11.8 | .0128 | 345,328 | .0098 | 117,818 | .0065 | .0094 | .0137 | .0116 | .0079 |
| Platte | 59.1 | .0236 | 27.5 | 141 | 95.8 | 22.6 | .0244 | 796,895 | .0228 | 321,751 | .0178 | .0215 | .0252 | .0223 | .0203 |
| Ray | 22.1 | .0088 | 3.4 | 39 | 97.9 | 8.1 | .0087 | 237,678 | .0068 | 79,103 | .0044 | .0064 | .0084 | .0082 | .0056 |
| *Johnson, Kans.* | *366.4* | *.1461* | *35.6* | *768* | *95.9* | *140.8* | *.1519* | *7,317,465* | *.2091* | *3,618,601* | *.2002* | *.1940* | *.1104* | *.1435* | *.2023* |
| *Leavenworth, Kans.* | *65.4* | *.0261* | *19.3* | *141* | *86.4* | *20.1* | *.0217* | *856,829* | *.0245* | *285,822* | *.0158* | *.0222* | *.0177* | *.0189* | *.0193* |
| *Miami, Kans.* | *23.8* | *.0095* | *10.1* | *41* | *96.8* | *8.5* | *.0091* | *281,040* | *.0080* | *111,240* | *.0061* | *.0077* | *.0093* | *.0089* | *.0064* |
| *Wyandotte, Kans.* | *161.3* | *.0643* | *−6.4* | *1,065* | *69.9* | *61.2* | *.0660* | *1,981,084* | *.0566* | *907,817* | *.0503* | *.0562* | *.0685* | *.0625* | *.0499* |
| **ST. JOSEPH** | **82.8** | **.0330** | **−5.8** | **202** | **96.1** | **32.4** | **.0350** | **1,038,366** | **.0297** | **619,772** | **.0343** | **.0317** | **.0382** | **.0374** | **.0259** |
| Buchanan | 82.8 | .0330 | −5.8 | 202 | 96.1 | 32.4 | .0350 | 1,038,366 | .0297 | 619,772 | .0343 | .0317 | .0382 | .0374 | .0259 |
| **ST. LOUIS** | **2,456.9** | **.9796** | **3.4** | **461** | **81.4** | **929.0** | **1.0020** | **36,858,818** | **1.0532** | **18,177,891** | **1.0059** | **1.0241** | **.9002** | **.9520** | **1.0110** |
| Franklin | 81.3 | .0325 | 14.1 | 88 | 98.6 | 29.1 | .0314 | 867,413 | .0248 | 500,634 | .0277 | .0272 | .0342 | .0335 | .0234 |
| Jefferson | 173.9 | .0694 | 19.0 | 265 | 98.7 | 60.1 | .0648 | 2,152,544 | .0615 | 835,434 | .0462 | .0585 | .0535 | .0600 | .0545 |
| St. Charles | 221.3 | .0882 | 53.6 | 394 | 96.6 | 77.3 | .0834 | 3,654,276 | .1044 | 1,487,847 | .0823 | .0945 | .0574 | .0679 | .0966 |
| St. Louis | 999.2 | .3983 | 2.6 | 1,968 | 84.1 | 382.3 | .4122 | 17,940,584 | .5127 | 9,161,986 | .5070 | .4881 | .3076 | .3958 | .5119 |
| St. Louis city | 391.6 | .1561 | −13.5 | 6,326 | 51.0 | 162.7 | .1755 | 5,132,919 | .1466 | 2,395,030 | .1325 | .1442 | .2013 | .1655 | .1266 |
| *Clinton, Ill.* | *34.0* | *.0135* | *4.2* | *72* | *96.4* | *11.6* | *.0125* | *394,351* | *.0113* | *154,110* | *.0085* | *.0108* | *.0112* | *.0122* | *.0102* |
| *Jersey, Ill.* | *20.6* | *.0082* | *.3* | *56* | *99.1* | *7.4* | *.0080* | *230,608* | *.0066* | *115,512* | *.0064* | *.0069* | *.0075* | *.0083* | *.0059* |
| *Madison, Ill.* | *249.7* | *.0996* | *.8* | *344* | *92.5* | *95.0* | *.1025* | *2,991,842* | *.0855* | *1,714,078* | *.0949* | *.0911* | *.1116* | *.1037* | *.0803* |
| *Monroe, Ill.* | *22.7* | *.0091* | *12.8* | *58* | *99.4* | *8.3* | *.0090* | *280,678* | *.0080* | *131,772* | *.0073* | *.0080* | *.0092* | *.0084* | *.0071* |
| *St. Clair, Ill.* | *262.6* | *.1047* | *−1.9* | *396* | *71.8* | *95.2* | *.1027* | *3,213,603* | *.0918* | *1,681,488* | *.0931* | *.0948* | *.1067* | *.0967* | *.0945* |
| **SPRINGFIELD** | **243.3** | **.0970** | **17.1** | **196** | **97.1** | **94.5** | **.1019** | **2,967,365** | **.0848** | **2,090,582** | **.1157** | **.0966** | **.1124** | **.1174** | **.0807** |
| Christian | 33.6 | .0134 | 50.0 | 60 | 99.1 | 12.3 | .0132 | 349,790 | .0100 | 140,390 | .0077 | .0101 | .0140 | .0141 | .0082 |
| Greene | 209.7 | .0836 | 13.2 | 311 | 96.7 | 82.2 | .0887 | 2,617,575 | .0748 | 1,950,192 | .1080 | .0865 | .0984 | .1033 | .0725 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Adair | 24.5 | .0097 | −1.5 | 43 | 98.0 | 9.0 | .0097 | 243,431 | .0069 | 186,051 | .0103 | .0086 | .0140 | .0104 | .0067 |
| Andrew | 14.7 | .0059 | 5.2 | 34 | 99.3 | 5.5 | .0059 | 173,510 | .0050 | 42,076 | .0023 | .0042 | .0051 | .0058 | .0039 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Population (Thousands) | % Of U.S. | % Change 1980-90 | Pop Per Sq. Mi. (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes<br>EPP (Economy-Priced Products) | Graduated Buying Power Indexes<br>MPP (Moderate-Priced Products) | Graduated Buying Power Indexes<br>PPP (Premium-Priced Products) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **MISSOURI (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Atchison | 7.4 | .0029 | -14.0 | 14 | 98.3 | 2.9 | .0031 | 75,770 | .0022 | 27,219 | .0015 | .0021 | .0038 | .0031 | .0016 |
| Audrain | 23.4 | .0094 | -11.6 | 34 | 93.4 | 9.1 | .0099 | 242,717 | .0069 | 135,407 | .0075 | .0077 | .0114 | .0108 | .0074 |
| Barry | 27.9 | .0111 | 14.3 | 36 | 98.6 | 11.0 | .0118 | 266,498 | .0076 | 124,280 | .0069 | .0080 | .0163 | .0122 | .0062 |
| Barton | 11.4 | .0045 | 1.0 | 19 | 98.6 | 4.6 | .0050 | 102,322 | .0029 | 45,797 | .0025 | .0032 | .0065 | .0055 | .0021 |
| Bates | 15.0 | .0060 | -5.5 | 18 | 98.7 | 5.9 | .0063 | 155,552 | .0045 | 62,500 | .0035 | .0044 | .0083 | .0059 | .0035 |
| Benton | 14.0 | .0056 | 14.9 | 20 | 99.2 | 5.8 | .0063 | 107,811 | .0031 | 61,095 | .0033 | .0037 | .0096 | .0059 | .0021 |
| Bollinger | 10.7 | .0043 | 3.9 | 17 | 99.3 | 4.0 | .0043 | 77,955 | .0022 | 33,618 | .0019 | .0025 | .0062 | .0042 | .0017 |
| Boone | 113.1 | .0451 | 12.7 | 165 | 89.1 | 42.2 | .0455 | 1,571,606 | .0449 | 890,388 | .0493 | .0463 | .0447 | .0491 | .0427 |
| Buchanan | 82.8 | .0330 | -5.8 | 202 | 96.1 | 32.4 | .0350 | 1,038,366 | .0297 | 619,772 | .0343 | .0317 | .0382 | .0374 | .0259 |
| Butler | 38.8 | .0155 | 2.9 | 56 | 94.2 | 15.3 | .0165 | 375,842 | .0107 | 289,460 | .0160 | .0133 | .0243 | .0175 | .0111 |
| Caldwell | 8.4 | .0033 | -3.0 | 20 | 99.5 | 3.2 | .0034 | 73,423 | .0021 | 15,587 | .0008 | .0020 | .0047 | .0029 | .0015 |
| Callaway | 33.0 | .0132 | 2.3 | 39 | 94.5 | 11.6 | .0125 | 399,496 | .0114 | 159,320 | .0089 | .0110 | .0122 | .0115 | .0097 |
| Camden | 28.0 | .0111 | 39.9 | 43 | 99.2 | 11.5 | .0124 | 353,523 | .0101 | 255,419 | .0141 | .0114 | .0142 | .0152 | .0105 |
| Cape Girardeau | 61.9 | .0247 | 5.2 | 107 | 94.1 | 23.5 | .0254 | 720,026 | .0206 | 619,792 | .0343 | .0256 | .0299 | .0301 | .0239 |
| Carroll | 10.6 | .0042 | -12.6 | 15 | 97.7 | 4.3 | .0046 | 101,101 | .0029 | 37,653 | .0021 | .0028 | .0061 | .0045 | .0023 |
| Carter | 5.5 | .0022 | 1.3 | 11 | 99.1 | 2.1 | .0023 | 44,494 | .0013 | 14,935 | .0008 | .0015 | .0034 | .0022 | .0010 |
| Cass | 65.0 | .0259 | 27.4 | 93 | 97.8 | 23.3 | .0251 | 830,353 | .0237 | 318,889 | .0176 | .0222 | .0227 | .0230 | .0196 |
| Cedar | 12.1 | .0049 | 1.7 | 25 | 99.2 | 5.0 | .0054 | 107,067 | .0031 | 50,661 | .0028 | .0034 | .0080 | .0052 | .0022 |
| Chariton | 9.1 | .0036 | -13.3 | 12 | 96.1 | 3.6 | .0039 | 72,882 | .0020 | 23,930 | .0014 | .0021 | .0059 | .0035 | .0015 |
| Christian | 33.6 | .0134 | 50.0 | 60 | 99.1 | 12.3 | .0132 | 349,790 | .0100 | 140,390 | .0077 | .0101 | .0140 | .0141 | .0082 |
| Clark | 7.5 | .0030 | -11.7 | 15 | 99.8 | 2.8 | .0030 | 68,591 | .0020 | 30,178 | .0017 | .0021 | .0039 | .0032 | .0013 |
| Clay | 155.1 | .0618 | 13.6 | 391 | 96.8 | 59.6 | .0643 | 2,403,701 | .0687 | 1,381,528 | .0765 | .0696 | .0510 | .0648 | .0715 |
| Clinton | 16.7 | .0067 | 4.9 | 40 | 97.4 | 6.2 | .0067 | 166,316 | .0047 | 75,568 | .0041 | .0049 | .0074 | .0063 | .0040 |
| Cole | 63.9 | .0255 | 12.8 | 163 | 91.5 | 23.1 | .0249 | 928,628 | .0266 | 714,938 | .0396 | .0303 | .0216 | .0290 | .0244 |
| Cooper | 14.8 | .0059 | 1.1 | 26 | 91.4 | 5.3 | .0057 | 131,377 | .0037 | 70,783 | .0039 | .0043 | .0073 | .0064 | .0031 |
| Crawford | 19.4 | .0077 | 6.0 | 26 | 99.6 | 7.4 | .0080 | 197,688 | .0057 | 91,606 | .0051 | .0058 | .0094 | .0079 | .0044 |
| Dade | 7.5 | .0030 | 1.6 | 15 | 98.5 | 3.0 | .0032 | 57,806 | .0016 | 17,820 | .0010 | .0017 | .0047 | .0030 | .0010 |
| Dallas | 12.8 | .0051 | 5.8 | 24 | 99.0 | 5.0 | .0054 | 108,989 | .0031 | 49,995 | .0027 | .0035 | .0081 | .0051 | .0025 |
| Daviess | 7.8 | .0031 | -12.4 | 14 | 99.4 | 3.0 | .0033 | 72,288 | .0021 | 30,849 | .0017 | .0021 | .0042 | .0033 | .0014 |
| De Kalb | 10.1 | .0040 | 22.8 | 24 | 90.5 | 3.1 | .0033 | 80,863 | .0023 | 23,430 | .0013 | .0024 | .0040 | .0030 | .0019 |
| Dent | 13.7 | .0055 | -5.6 | 18 | 99.1 | 5.3 | .0057 | 124,746 | .0036 | 61,617 | .0035 | .0039 | .0077 | .0060 | .0029 |
| Douglas | 11.9 | .0047 | 2.6 | 15 | 99.1 | 4.6 | .0050 | 102,110 | .0029 | 56,122 | .0031 | .0033 | .0070 | .0051 | .0021 |
| Dunklin | 32.9 | .0131 | -9.4 | 60 | 91.4 | 13.0 | .0140 | 306,776 | .0088 | 177,338 | .0098 | .0099 | .0199 | .0140 | .0077 |
| Franklin | 81.3 | .0325 | 14.1 | 88 | 98.6 | 29.1 | .0314 | 867,413 | .0248 | 500,634 | .0277 | .0272 | .0342 | .0335 | .0234 |
| Gasconade | 14.1 | .0056 | 7.0 | 27 | 99.6 | 5.6 | .0060 | 145,555 | .0041 | 71,193 | .0039 | .0045 | .0071 | .0063 | .0036 |
| Gentry | 6.8 | .0027 | -13.8 | 14 | 99.5 | 2.7 | .0029 | 61,312 | .0018 | 29,465 | .0016 | .0018 | .0044 | .0029 | .0013 |
| Greene | 209.7 | .0836 | 13.2 | 311 | 96.7 | 82.2 | .0887 | 2,617,575 | .0748 | 1,950,192 | .1080 | .0865 | .0984 | .1033 | .0725 |
| Grundy | 10.4 | .0041 | -13.0 | 24 | 99.2 | 4.3 | .0046 | 112,588 | .0032 | 50,844 | .0028 | .0032 | .0058 | .0047 | .0029 |
| Harrison | 8.4 | .0034 | -15.1 | 12 | 99.2 | 3.5 | .0038 | 81,979 | .0023 | 82,671 | .0045 | .0033 | .0050 | .0045 | .0017 |
| Henry | 20.1 | .0080 | 2.2 | 29 | 98.2 | 8.2 | .0088 | 197,756 | .0057 | 125,770 | .0070 | .0065 | .0128 | .0086 | .0052 |
| Hickory | 7.4 | .0030 | 16.2 | 19 | 99.1 | 3.2 | .0035 | 55,865 | .0016 | 15,260 | .0008 | .0016 | .0053 | .0027 | .0011 |
| Holt | 6.0 | .0023 | -12.8 | 13 | 99.4 | 2.4 | .0026 | 63,208 | .0018 | 26,788 | .0015 | .0019 | .0031 | .0027 | .0014 |
| Howard | 9.6 | .0039 | -4.1 | 21 | 91.9 | 3.6 | .0038 | 93,687 | .0027 | 25,637 | .0014 | .0026 | .0046 | .0034 | .0019 |
| Howell | 31.7 | .0126 | 10.0 | 34 | 99.0 | 12.4 | .0134 | 289,057 | .0082 | 196,555 | .0109 | .0099 | .0203 | .0150 | .0071 |
| Iron | 10.8 | .0043 | -2.6 | 20 | 99.2 | 4.0 | .0043 | 128,903 | .0037 | 42,762 | .0024 | .0033 | .0048 | .0040 | .0029 |
| Jackson | 635.2 | .2533 | .9 | 1,050 | 76.7 | 253.4 | .2733 | 9,311,960 | .2661 | 5,343,897 | .2957 | .2725 | .2642 | .2796 | .2694 |
| Jasper | 90.9 | .0362 | 4.5 | 142 | 96.4 | 36.3 | .0391 | 1,031,218 | .0295 | 823,772 | .0456 | .0356 | .0495 | .0462 | .0295 |
| Jefferson | 173.9 | .0694 | 19.0 | 265 | 98.7 | 60.1 | .0648 | 2,152,544 | .0615 | 835,434 | .0462 | .0585 | .0535 | .0600 | .0545 |
| Johnson | 42.9 | .0171 | 9.8 | 52 | 92.1 | 14.7 | .0159 | 444,197 | .0127 | 173,419 | .0096 | .0126 | .0175 | .0165 | .0096 |
| Knox | 4.4 | .0017 | -20.1 | 9 | 99.6 | 1.8 | .0019 | 33,885 | .0009 | 10,224 | .0006 | .0011 | .0030 | .0018 | .0006 |
| Laclede | 27.4 | .0109 | 12.7 | 36 | 98.8 | 10.5 | .0113 | 273,633 | .0079 | 204,993 | .0113 | .0095 | .0144 | .0131 | .0097 |
| Lafayette | 31.3 | .0125 | 4.6 | 50 | 96.5 | 11.8 | .0128 | 345,328 | .0098 | 117,818 | .0065 | .0094 | .0137 | .0116 | .0079 |
| Lawrence | 30.4 | .0121 | 4.9 | 50 | 98.7 | 11.8 | .0127 | 292,138 | .0084 | 126,002 | .0070 | .0086 | .0159 | .0133 | .0067 |
| Lewis | 10.1 | .0041 | -7.4 | 20 | 96.2 | 3.7 | .0040 | 112,442 | .0032 | 32,819 | .0018 | .0030 | .0040 | .0036 | .0026 |
| Lincoln | 29.5 | .0117 | 32.9 | 47 | 97.4 | 10.5 | .0113 | 319,339 | .0091 | 128,880 | .0071 | .0090 | .0125 | .0108 | .0076 |
| Linn | 13.8 | .0055 | -10.9 | 22 | 98.9 | 5.7 | .0062 | 154,225 | .0044 | 75,450 | .0042 | .0046 | .0079 | .0064 | .0035 |
| Livingston | 14.6 | .0059 | -7.2 | 27 | 97.3 | 5.6 | .0060 | 135,756 | .0039 | 101,552 | .0056 | .0049 | .0083 | .0068 | .0039 |
| McDonald | 17.1 | .0068 | 14.6 | 32 | 96.3 | 6.4 | .0069 | 142,021 | .0041 | 61,032 | .0034 | .0044 | .0088 | .0072 | .0035 |
| Macon | 15.3 | .0061 | -6.2 | 19 | 97.1 | 6.1 | .0066 | 116,618 | .0033 | 80,690 | .0045 | .0041 | .0099 | .0069 | .0027 |
| Madison | 11.2 | .0044 | 4.4 | 23 | 99.3 | 4.4 | .0047 | 101,588 | .0029 | 51,429 | .0028 | .0033 | .0068 | .0045 | .0021 |
| Maries | 8.0 | .0032 | 5.9 | 15 | 99.3 | 3.0 | .0033 | 66,425 | .0019 | 21,073 | .0012 | .0019 | .0039 | .0033 | .0014 |
| Marion | 27.6 | .0110 | -3.6 | 63 | 94.7 | 10.7 | .0115 | 345,502 | .0099 | 196,900 | .0109 | .0104 | .0121 | .0118 | .0092 |
| Mercer | 3.6 | .0015 | -23.2 | 8 | 99.7 | 1.5 | .0016 | 34,518 | .0010 | 5,917 | .0003 | .0009 | .0023 | .0014 | .0007 |
| Miller | 20.8 | .0083 | 12.2 | 35 | 99.3 | 8.0 | .0086 | 227,595 | .0065 | 152,252 | .0084 | .0074 | .0097 | .0098 | .0058 |
| Mississippi | 14.4 | .0057 | -8.4 | 35 | 80.2 | 5.4 | .0059 | 122,191 | .0035 | 85,664 | .0048 | .0043 | .0089 | .0060 | .0026 |
| Moniteau | 12.3 | .0049 | 1.9 | 30 | 98.0 | 4.6 | .0049 | 102,599 | .0029 | 55,872 | .0031 | .0034 | .0068 | .0053 | .0023 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

S&MM ESTIMATES

| METRO AREA County | 12/31/90 Population (Thousands) | % Of U.S. | % Change 1980-90 | Pop. Per Sq. Mi. (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **MISSOURI (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Monroe | 9.1 | .0036 | −6.4 | 14 | 95.7 | 3.5 | .0038 | 81,770 | .0023 | 35,061 | .0019 | .0024 | .0050 | .0038 | .0019 |
| Montgomery | 11.4 | .0046 | −1.2 | 21 | 97.2 | 4.4 | .0047 | 107,967 | .0031 | 78,208 | .0043 | .0038 | .0059 | .0057 | .0023 |
| Morgan | 15.7 | .0062 | 13.7 | 26 | 98.7 | 6.3 | .0068 | 143,207 | .0041 | 94,819 | .0053 | .0049 | .0103 | .0075 | .0035 |
| New Madrid | 20.7 | .0083 | −9.8 | 31 | 84.0 | 7.7 | .0083 | 199,230 | .0057 | 78,119 | .0043 | .0057 | .0100 | .0077 | .0050 |
| Newton | 44.7 | .0178 | 10.2 | 71 | 96.8 | 17.0 | .0184 | 444,052 | .0127 | 200,931 | .0111 | .0133 | .0213 | .0199 | .0119 |
| Nodaway | 21.7 | .0087 | −1.4 | 25 | 98.2 | 7.6 | .0082 | 239,739 | .0068 | 100,719 | .0056 | .0068 | .0092 | .0083 | .0053 |
| Oregon | 9.4 | .0037 | −8.2 | 12 | 99.3 | 3.8 | .0041 | 57,349 | .0017 | 49,833 | .0028 | .0024 | .0076 | .0036 | .0013 |
| Osage | 12.0 | .0048 | −.1 | 20 | 99.5 | 4.3 | .0046 | 114,940 | .0033 | 57,119 | .0031 | .0036 | .0050 | .0047 | .0026 |
| Ozark | 8.7 | .0035 | 9.3 | 12 | 99.3 | 3.5 | .0038 | 67,190 | .0019 | 29,665 | .0017 | .0021 | .0061 | .0036 | .0012 |
| Pemiscot | 21.8 | .0087 | −12.8 | 44 | 74.1 | 8.2 | .0088 | 189,197 | .0054 | 87,798 | .0048 | .0059 | .0125 | .0085 | .0041 |
| Perry | 16.7 | .0066 | −.5 | 35 | 99.3 | 6.1 | .0066 | 131,679 | .0037 | 100,893 | .0056 | .0049 | .0081 | .0078 | .0028 |
| Pettis | 35.5 | .0142 | −2.4 | 52 | 96.0 | 14.1 | .0152 | 423,021 | .0121 | 256,594 | .0142 | .0132 | .0177 | .0169 | .0117 |
| Phelps | 35.4 | .0141 | 5.3 | 53 | 96.1 | 13.3 | .0143 | 381,637 | .0109 | 254,376 | .0141 | .0125 | .0180 | .0152 | .0097 |
| Pike | 15.9 | .0063 | −9.5 | 24 | 94.2 | 6.1 | .0066 | 150,278 | .0043 | 67,585 | .0037 | .0045 | .0083 | .0065 | .0035 |
| Platte | 59.1 | .0236 | 27.5 | 141 | 95.8 | 22.6 | .0244 | 796,895 | .0228 | 321,751 | .0178 | .0215 | .0252 | .0223 | .0203 |
| Polk | 22.1 | .0088 | 17.4 | 35 | 98.6 | 8.1 | .0087 | 205,767 | .0059 | 100,331 | .0056 | .0063 | .0120 | .0091 | .0048 |
| Pulaski | 41.0 | .0163 | −2.4 | 75 | 81.9 | 12.3 | .0133 | 405,258 | .0116 | 157,393 | .0087 | .0117 | .0153 | .0166 | .0073 |
| Putnam | 5.0 | .0020 | −17.9 | 10 | 99.7 | 2.1 | .0022 | 58,039 | .0016 | 13,146 | .0007 | .0015 | .0030 | .0020 | .0012 |
| Ralls | 8.5 | .0034 | −5.4 | 18 | 98.1 | 3.2 | .0035 | 89,249 | .0026 | 18,914 | .0011 | .0022 | .0032 | .0032 | .0021 |
| Randolph | 24.3 | .0097 | −4.6 | 50 | 91.7 | 8.9 | .0096 | 229,369 | .0065 | 140,428 | .0077 | .0076 | .0130 | .0096 | .0063 |
| Ray | 22.1 | .0088 | 3.4 | 39 | 97.9 | 8.1 | .0087 | 237,678 | .0068 | 79,103 | .0044 | .0064 | .0084 | .0082 | .0056 |
| Reynolds | 6.6 | .0027 | −8.7 | 8 | 99.6 | 2.5 | .0027 | 58,088 | .0017 | 15,908 | .0009 | .0017 | .0035 | .0022 | .0014 |
| Ripley | 12.3 | .0049 | −1.3 | 20 | 99.3 | 4.8 | .0052 | 93,523 | .0027 | 46,502 | .0026 | .0031 | .0086 | .0052 | .0019 |
| St. Charles | 221.3 | .0882 | 53.6 | 394 | 96.6 | 77.3 | .0834 | 3,654,276 | .1044 | 1,487,847 | .0823 | .0945 | .0574 | .0679 | .0966 |
| St. Clair | 8.5 | .0034 | −1.4 | 13 | 99.1 | 3.5 | .0037 | 77,312 | .0022 | 35,168 | .0019 | .0023 | .0056 | .0033 | .0018 |
| Ste. Genevieve | 16.2 | .0064 | 6.7 | 32 | 99.4 | 5.8 | .0063 | 175,058 | .0050 | 54,470 | .0031 | .0047 | .0056 | .0062 | .0042 |
| St. Francois | 49.7 | .0199 | 16.7 | 111 | 97.4 | 18.0 | .0194 | 527,450 | .0151 | 266,939 | .0147 | .0160 | .0215 | .0199 | .0145 |
| St. Louis | 999.2 | .3983 | 2.6 | 1,968 | 84.1 | 382.3 | .4122 | 17,940,584 | .5127 | 9,161,986 | .5070 | .4881 | .3076 | .3958 | .5119 |
| St. Louis city | 391.6 | .1561 | −13.5 | 6,326 | 51.0 | 162.7 | .1755 | 5,132,919 | .1466 | 2,395,030 | .1325 | .1442 | .2013 | .1655 | .1266 |
| Saline | 23.5 | .0094 | −5.7 | 31 | 93.6 | 8.9 | .0096 | 219,257 | .0062 | 115,050 | .0064 | .0070 | .0126 | .0100 | .0062 |
| Schuyler | 4.2 | .0017 | −15.7 | 14 | 99.7 | 1.7 | .0019 | 27,699 | .0008 | 16,943 | .0009 | .0010 | .0031 | .0017 | .0007 |
| Scotland | 4.8 | .0019 | −11.4 | 11 | 99.7 | 1.9 | .0020 | 37,635 | .0011 | 20,311 | .0011 | .0012 | .0033 | .0019 | .0008 |
| Scott | 39.5 | .0158 | −.4 | 94 | 90.6 | 14.8 | .0160 | 411,563 | .0117 | 292,233 | .0162 | .0139 | .0226 | .0169 | .0111 |
| Shannon | 7.6 | .0030 | −3.6 | 8 | 99.5 | 2.9 | .0031 | 59,629 | .0018 | 15,074 | .0008 | .0017 | .0044 | .0028 | .0014 |
| Shelby | 6.9 | .0027 | −11.8 | 14 | 98.9 | 2.8 | .0030 | 60,119 | .0017 | 28,961 | .0016 | .0019 | .0044 | .0030 | .0013 |
| Stoddard | 28.9 | .0116 | −.4 | 35 | 98.2 | 11.4 | .0123 | 275,386 | .0078 | 172,820 | .0096 | .0090 | .0173 | .0133 | .0062 |
| Stone | 19.4 | .0077 | 24.5 | 42 | 99.0 | 8.0 | .0087 | 275,571 | .0079 | 71,404 | .0039 | .0068 | .0076 | .0083 | .0059 |
| Sullivan | 6.3 | .0025 | −15.3 | 10 | 99.7 | 2.6 | .0028 | 37,606 | .0011 | 16,776 | .0010 | .0013 | .0052 | .0022 | .0007 |
| Taney | 25.9 | .0103 | 26.5 | 41 | 99.0 | 10.5 | .0113 | 260,611 | .0074 | 190,163 | .0105 | .0089 | .0147 | .0138 | .0059 |
| Texas | 21.5 | .0086 | 2.0 | 18 | 99.2 | 8.5 | .0091 | 180,131 | .0052 | 104,583 | .0058 | .0060 | .0135 | .0095 | .0040 |
| Vernon | 19.0 | .0076 | −4.1 | 23 | 98.7 | 7.3 | .0079 | 190,930 | .0054 | 98,517 | .0054 | .0059 | .0099 | .0078 | .0052 |
| Warren | 19.9 | .0079 | 33.6 | 46 | 96.9 | 7.2 | .0078 | 233,981 | .0067 | 77,356 | .0043 | .0062 | .0078 | .0070 | .0050 |
| Washington | 20.6 | .0082 | 14.6 | 27 | 97.7 | 7.1 | .0076 | 155,401 | .0045 | 60,868 | .0034 | .0049 | .0102 | .0079 | .0033 |
| Wayne | 11.6 | .0046 | 2.9 | 15 | 99.5 | 4.6 | .0050 | 82,518 | .0023 | 41,983 | .0023 | .0028 | .0086 | .0041 | .0017 |
| Webster | 24.1 | .0097 | 18.1 | 41 | 98.3 | 8.5 | .0092 | 200,407 | .0058 | 98,434 | .0055 | .0064 | .0121 | .0097 | .0044 |
| Worth | 2.4 | .0009 | −20.2 | 9 | 99.7 | 1.0 | .0010 | 19,795 | .0005 | 9,058 | .0005 | .0006 | .0018 | .0009 | .0003 |
| Wright | 16.8 | .0067 | 3.8 | 25 | 98.9 | 6.5 | .0070 | 131,005 | .0038 | 75,950 | .0042 | .0046 | .0120 | .0073 | .0027 |
| **TOTAL METRO COUNTIES** | **3,409.9** | **1.3595** | **5.7** | **354** | **83.9** | **1,312.7** | **1.4158** | **50,726,258** | **1.4495** | **26,569,362** | **1.4702** | **1.4376** | **1.3053** | **1.4022** | **1.3980** |
| **TOTAL STATE** | **5,145.1** | **2.0513** | **4.6** | **75** | **88.0** | **1,971.0** | **2.1254** | **68,086,010** | **1.9456** | **36,031,991** | **1.9938** | **1.9812** | **2.2124** | **2.1394** | **1.8244** |
| **MONTANA** | | | | | | | | | | | | | | | |
| **BILLINGS** | **113.0** | **.0451** | **4.6** | **43** | **95.9** | **44.5** | **.0480** | **1,401,058** | **.0401** | **1,071,678** | **.0593** | **.0469** | **.0562** | **.0550** | **.0474** |
| Yellowstone | 113.0 | .0451 | 4.6 | 43 | 95.9 | 44.5 | .0480 | 1,401,058 | .0401 | 1,071,678 | .0593 | .0469 | .0562 | .0550 | .0474 |
| **GREAT FALLS** | **77.5** | **.0309** | **−4.0** | **29** | **93.4** | **30.1** | **.0325** | **938,255** | **.0268** | **614,445** | **.0340** | **.0298** | **.0354** | **.0366** | **.0298** |
| Cascade | 77.5 | .0309 | −4.0 | 29 | 93.4 | 30.1 | .0325 | 938,255 | .0268 | 614,445 | .0340 | .0298 | .0354 | .0366 | .0298 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Beaverhead | 8.4 | .0034 | 2.6 | 2 | 98.0 | 3.2 | .0034 | 82,794 | .0024 | 41,820 | .0023 | .0026 | .0047 | .0035 | .0023 |
| Big Horn | 11.3 | .0045 | 1.8 | 2 | 43.0 | 3.4 | .0037 | 92,425 | .0026 | 43,377 | .0024 | .0030 | .0045 | .0039 | .0024 |
| Blaine | 6.7 | .0027 | −4.3 | 2 | 59.5 | 2.4 | .0026 | 45,344 | .0013 | 25,194 | .0014 | .0016 | .0041 | .0028 | .0012 |
| Broadwater | 3.3 | .0013 | 1.0 | 3 | 98.3 | 1.3 | .0014 | 29,534 | .0009 | 9,277 | .0005 | .0008 | .0018 | .0014 | .0006 |
| Carbon | 8.0 | .0032 | −1.2 | 4 | 99.2 | 3.2 | .0035 | 70,966 | .0020 | 24,728 | .0014 | .0020 | .0042 | .0036 | .0017 |
| Carter | 1.5 | .0006 | −16.6 | 0 | 99.3 | .6 | .0006 | 10,619 | .0003 | 3,178 | .0002 | .0004 | .0009 | .0007 | .0002 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Population (Thousands) | % Of U.S. | % Change 1980-90 | Pop. Per Sq. Mi. (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes: EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **MONTANA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Cascade | 77.5 | .0309 | -4.0 | 29 | 93.4 | 30.1 | .0325 | 938,255 | .0268 | 614,445 | .0340 | .0298 | .0354 | .0366 | .0298 |
| Chouteau | 5.4 | .0021 | -11.4 | 1 | 95.8 | 2.0 | .0021 | 54,538 | .0016 | 18,201 | .0010 | .0014 | .0023 | .0023 | .0012 |
| Custer | 11.6 | .0047 | -11.5 | 3 | 97.9 | 4.6 | .0050 | 112,013 | .0032 | 91,312 | .0050 | .0041 | .0083 | .0051 | .0038 |
| Daniels | 2.2 | .0008 | -22.4 | 2 | 98.9 | .9 | .0009 | 25,020 | .0007 | 7,078 | .0004 | .0006 | .0010 | .0009 | .0005 |
| Dawson | 9.3 | .0037 | -21.2 | 4 | 98.7 | 3.6 | .0039 | 106,055 | .0030 | 49,516 | .0027 | .0031 | .0039 | .0040 | .0032 |
| Deer Lodge | 10.1 | .0041 | -19.3 | 14 | 96.8 | 4.0 | .0043 | 109,101 | .0032 | 46,820 | .0026 | .0032 | .0050 | .0043 | .0030 |
| Fallon | 3.0 | .0012 | -20.3 | 2 | 99.3 | 1.1 | .0012 | 36,835 | .0010 | 11,748 | .0007 | .0009 | .0010 | .0011 | .0009 |
| Fergus | 12.0 | .0047 | -8.2 | 3 | 98.8 | 4.6 | .0050 | 102,772 | .0029 | 58,069 | .0032 | .0035 | .0068 | .0049 | .0033 |
| Flathead | 59.5 | .0238 | 14.5 | 12 | 97.9 | 22.9 | .0247 | 742,661 | .0213 | 470,761 | .0260 | .0231 | .0259 | .0265 | .0234 |
| Gallatin | 50.7 | .0202 | 18.3 | 20 | 97.7 | 19.1 | .0206 | 629,924 | .0180 | 422,486 | .0234 | .0201 | .0220 | .0234 | .0189 |
| Garfield | 1.6 | .0006 | -3.4 | 0 | 99.6 | .6 | .0006 | 14,623 | .0004 | 5,327 | .0003 | .0004 | .0007 | .0007 | .0003 |
| Glacier | 12.2 | .0049 | 14.8 | 4 | 42.7 | 3.8 | .0041 | 114,081 | .0032 | 57,114 | .0032 | .0035 | .0048 | .0041 | .0032 |
| Golden Valley | .9 | .0003 | -12.3 | 1 | 98.4 | .3 | .0003 | 5,858 | .0002 | 1,867 | .0001 | .0002 | .0005 | .0004 | .0001 |
| Granite | 2.5 | .0010 | -7.4 | 1 | 99.0 | 1.0 | .0011 | 27,372 | .0008 | 9,142 | .0005 | .0007 | .0012 | .0009 | .0007 |
| Hill | 17.6 | .0071 | -2.2 | 6 | 83.4 | 6.4 | .0069 | 205,926 | .0059 | 106,009 | .0059 | .0061 | .0078 | .0073 | .0066 |
| Jefferson | 8.0 | .0031 | 13.8 | 5 | 98.2 | 2.9 | .0032 | 74,338 | .0021 | 17,787 | .0009 | .0021 | .0034 | .0033 | .0019 |
| Judith Basin | 2.3 | .0010 | -13.1 | 1 | 99.4 | .9 | .0009 | 26,987 | .0008 | 3,472 | .0002 | .0006 | .0008 | .0009 | .0004 |
| Lake | 21.2 | .0084 | 11.3 | 14 | 77.8 | 7.9 | .0085 | 188,505 | .0054 | 102,521 | .0057 | .0060 | .0117 | .0089 | .0048 |
| Lewis and Clark | 47.7 | .0190 | 10.8 | 14 | 97.0 | 18.7 | .0202 | 577,398 | .0165 | 346,798 | .0192 | .0178 | .0221 | .0224 | .0171 |
| Liberty | 2.3 | .0010 | -1.3 | 2 | 99.3 | .8 | .0009 | 24,823 | .0007 | 7,953 | .0004 | .0007 | .0011 | .0009 | .0005 |
| Lincoln | 17.4 | .0069 | -2.0 | 5 | 98.0 | 6.6 | .0071 | 178,132 | .0051 | 87,090 | .0049 | .0054 | .0081 | .0076 | .0051 |
| McCone | 2.2 | .0009 | -18.6 | 1 | 99.0 | .8 | .0009 | 16,385 | .0004 | 6,389 | .0003 | .0006 | .0012 | .0008 | .0003 |
| Madison | 6.0 | .0024 | 10.1 | 2 | 99.0 | 2.4 | .0025 | 60,175 | .0018 | 18,854 | .0011 | .0016 | .0030 | .0025 | .0015 |
| Meagher | 1.8 | .0007 | -16.4 | 1 | 98.8 | .7 | .0008 | 14,643 | .0004 | 6,058 | .0003 | .0004 | .0012 | .0007 | .0003 |
| Mineral | 3.3 | .0013 | -10.2 | 3 | 96.7 | 1.3 | .0014 | 29,370 | .0008 | 16,048 | .0009 | .0011 | .0017 | .0017 | .0006 |
| Missoula | 78.8 | .0314 | 3.7 | 30 | 96.3 | 30.8 | .0332 | 963,169 | .0275 | 684,022 | .0378 | .0313 | .0369 | .0379 | .0313 |
| Musselshell | 4.0 | .0016 | -9.7 | 2 | 99.1 | 1.6 | .0017 | 34,121 | .0010 | 14,869 | .0008 | .0011 | .0024 | .0017 | .0010 |
| Park | 14.5 | .0058 | 12.7 | 5 | 98.3 | 5.6 | .0061 | 159,876 | .0046 | 72,664 | .0041 | .0046 | .0070 | .0059 | .0043 |
| Petroleum | .5 | .0002 | -23.7 | 0 | 99.6 | .2 | .0002 | 5,169 | .0001 | 835 | .0000 | .0002 | .0003 | .0003 | .0000 |
| Phillips | 5.1 | .0020 | -5.0 | 1 | 92.0 | 1.9 | .0020 | 47,396 | .0014 | 22,719 | .0013 | .0014 | .0025 | .0023 | .0012 |
| Pondera | 6.4 | .0026 | -4.9 | 4 | 88.5 | 2.2 | .0024 | 64,089 | .0018 | 27,545 | .0015 | .0019 | .0026 | .0022 | .0018 |
| Powder River | 2.0 | .0008 | -20.6 | 1 | 98.1 | .8 | .0009 | 16,858 | .0005 | 3,861 | .0002 | .0005 | .0009 | .0008 | .0004 |
| Powell | 6.6 | .0026 | -5.2 | 3 | 95.2 | 2.2 | .0023 | 52,043 | .0015 | 26,253 | .0015 | .0016 | .0031 | .0028 | .0012 |
| Prairie | 1.3 | .0005 | -29.2 | 1 | 98.7 | .5 | .0006 | 8,619 | .0002 | 1,458 | .0000 | .0003 | .0007 | .0005 | .0001 |
| Ravalli | 25.2 | .0101 | 12.0 | 11 | 98.4 | 9.8 | .0106 | 232,364 | .0067 | 94,123 | .0053 | .0069 | .0138 | .0105 | .0062 |
| Richland | 10.4 | .0041 | -15.1 | 5 | 98.3 | 3.6 | .0040 | 139,266 | .0039 | 50,101 | .0027 | .0036 | .0029 | .0037 | .0042 |
| Roosevelt | 11.0 | .0044 | 5.1 | 5 | 49.8 | 3.7 | .0040 | 115,415 | .0033 | 55,962 | .0031 | .0035 | .0044 | .0045 | .0030 |
| Rosebud | 10.5 | .0042 | 6.1 | 2 | 71.9 | 3.5 | .0038 | 103,067 | .0030 | 40,271 | .0023 | .0029 | .0044 | .0033 | .0028 |
| Sanders | 8.6 | .0034 | -.9 | 3 | 93.9 | 3.4 | .0037 | 74,401 | .0021 | 26,713 | .0014 | .0023 | .0048 | .0039 | .0017 |
| Sheridan | 4.7 | .0019 | -13.2 | 3 | 98.7 | 1.9 | .0020 | 62,191 | .0018 | 26,015 | .0015 | .0017 | .0022 | .0021 | .0019 |
| Silver Bow | 33.6 | .0134 | -11.8 | 47 | 97.9 | 13.8 | .0149 | 376,886 | .0108 | 242,906 | .0134 | .0120 | .0178 | .0148 | .0124 |
| Stillwater | 6.6 | .0026 | 17.9 | 4 | 98.9 | 2.5 | .0027 | 64,909 | .0018 | 34,877 | .0019 | .0021 | .0032 | .0029 | .0015 |
| Sweet Grass | 3.2 | .0013 | -.5 | 2 | 99.2 | 1.3 | .0014 | 26,004 | .0008 | 16,876 | .0010 | .0009 | .0021 | .0013 | .0006 |
| Teton | 6.3 | .0025 | -3.0 | 3 | 98.2 | 2.3 | .0025 | 64,123 | .0018 | 18,301 | .0010 | .0018 | .0026 | .0024 | .0015 |
| Toole | 5.0 | .0020 | -10.1 | 3 | 97.1 | 1.9 | .0020 | 54,473 | .0016 | 19,433 | .0011 | .0014 | .0023 | .0020 | .0014 |
| Treasure | .9 | .0004 | -8.3 | 1 | 98.8 | .3 | .0004 | 6,630 | .0002 | 947 | .0000 | .0001 | .0003 | .0003 | .0001 |
| Valley | 8.1 | .0032 | -21.0 | 2 | 90.2 | 3.2 | .0034 | 82,264 | .0023 | 42,891 | .0024 | .0027 | .0045 | .0036 | .0025 |
| Wheatland | 2.2 | .0009 | -6.8 | 2 | 98.7 | .8 | .0009 | 20,167 | .0006 | 5,891 | .0003 | .0006 | .0010 | .0010 | .0005 |
| Wibaux | 1.2 | .0004 | -18.7 | 1 | 99.7 | .5 | .0005 | 12,177 | .0003 | 922 | .0001 | .0002 | .0006 | .0005 | .0002 |
| Yellowstone | 113.0 | .0451 | 4.6 | 43 | 95.9 | 44.5 | .0480 | 1,401,058 | .0401 | 1,071,678 | .0593 | .0469 | .0562 | .0550 | .0474 |
| **TOTAL METRO COUNTIES** | **190.5** | **.0760** | **.9** | **36** | **94.9** | **74.6** | **.0805** | **2,339,313** | **.0669** | **1,686,123** | **.0933** | **.0767** | **.0916** | **.0916** | **.0772** |
| **TOTAL STATE** | **797.2** | **.3179** | **1.3** | **5** | **93.0** | **305.1** | **.3290** | **8,935,007** | **.2554** | **5,332,572** | **.2951** | **.2799** | **.3806** | **.3539** | **.2690** |
| **NEBRASKA** | | | | | | | | | | | | | | | |
| **LINCOLN** | **215.4** | **.0859** | **11.7** | **257** | **95.5** | **83.5** | **.0900** | **3,324,037** | **.0949** | **1,529,342** | **.0846** | **.0900** | **.0791** | **.0892** | **.0883** |
| Lancaster | 215.4 | .0859 | 11.7 | 257 | 95.5 | 83.5 | .0900 | 3,324,037 | .0949 | 1,529,342 | .0846 | .0900 | .0791 | .0892 | .0883 |
| **OMAHA** | **621.3** | **.2478** | **6.2** | **324** | **89.9** | **233.6** | **.2519** | **9,527,248** | **.2723** | **4,700,401** | **.2600** | **.2635** | **.2252** | **.2492** | **.2663** |
| Douglas | 418.2 | .1668 | 5.3 | 1,263 | 87.2 | 161.8 | .1745 | 6,632,083 | .1895 | 3,567,814 | .1974 | .1873 | .1691 | .1746 | .1980 |
| Sarpy | 103.8 | .0414 | 20.7 | 431 | 92.2 | 34.4 | .0371 | 1,539,601 | .0440 | 427,985 | .0237 | .0374 | .0217 | .0343 | .0346 |
| Washington | 16.7 | .0067 | 7.7 | 43 | 99.0 | 6.1 | .0066 | 239,669 | .0069 | 71,588 | .0039 | .0059 | .0046 | .0054 | .0055 |
| *Pottawattamie, Iowa* | *82.6* | *.0329* | *-4.6* | *87* | *98.7* | *31.3* | *.0337* | *1,115,895* | *.0319* | *633,014* | *.0350* | *.0329* | *.0298* | *.0349* | *.0282* |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Population (Thousands) | % Of U.S. | % Change 1980-90 | Pop Per Sq. Mi (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **NEBRASKA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Adams | 29.5 | .0118 | -3.8 | 52 | 98.6 | 11.5 | .0124 | 359,445 | .0102 | 207,574 | .0115 | .0108 | .0154 | .0130 | .0102 |
| Antelope | 7.9 | .0031 | -8.9 | 9 | 99.6 | 3.0 | .0032 | 62,120 | .0018 | 33,292 | .0018 | .0021 | .0044 | .0032 | .0013 |
| Arthur | .5 | .0002 | -2.5 | 1 | 99.4 | .2 | .0002 | 5,282 | .0002 | 834 | .0000 | .0002 | .0002 | .0002 | .0001 |
| Banner | .8 | .0003 | -12.9 | 1 | 99.5 | .3 | .0004 | 7,284 | .0002 | 47 | .0000 | .0001 | .0004 | .0002 | .0002 |
| Blaine | .7 | .0003 | -19.3 | 1 | 99.4 | .3 | .0003 | 4,826 | .0001 | 1,363 | .0001 | .0002 | .0005 | .0002 | .0000 |
| Boone | 6.6 | .0026 | -10.7 | 10 | 99.8 | 2.5 | .0027 | 54,265 | .0016 | 37,621 | .0021 | .0018 | .0041 | .0026 | .0012 |
| Box Butte | 13.0 | .0052 | -5.1 | 12 | 96.7 | 4.8 | .0052 | 148,197 | .0042 | 62,220 | .0034 | .0044 | .0056 | .0051 | .0039 |
| Boyd | 2.8 | .0011 | -16.0 | 5 | 99.1 | 1.1 | .0012 | 16,195 | .0005 | 7,944 | .0005 | .0005 | .0022 | .0010 | .0003 |
| Brown | 3.6 | .0015 | -17.8 | 3 | 99.5 | 1.5 | .0016 | 30,222 | .0008 | 14,557 | .0008 | .0009 | .0023 | .0016 | .0006 |
| Buffalo | 37.6 | .0150 | 8.1 | 39 | 98.6 | 13.8 | .0149 | 427,594 | .0122 | 271,696 | .0150 | .0136 | .0168 | .0167 | .0131 |
| Burt | 7.8 | .0031 | -11.5 | 16 | 98.7 | 3.1 | .0033 | 73,897 | .0022 | 28,402 | .0016 | .0022 | .0044 | .0033 | .0016 |
| Butler | 8.6 | .0034 | -7.8 | 15 | 99.5 | 3.3 | .0036 | 75,258 | .0021 | 27,212 | .0015 | .0023 | .0045 | .0037 | .0015 |
| Cass | 21.4 | .0085 | 5.4 | 38 | 98.9 | 7.8 | .0084 | 260,237 | .0074 | 55,453 | .0031 | .0063 | .0068 | .0076 | .0059 |
| Cedar | 10.0 | .0040 | -12.1 | 14 | 99.7 | 3.6 | .0038 | 83,065 | .0024 | 28,899 | .0016 | .0025 | .0052 | .0037 | .0015 |
| Chase | 4.3 | .0017 | -9.6 | 5 | 99.7 | 1.7 | .0019 | 40,250 | .0012 | 21,914 | .0012 | .0011 | .0024 | .0019 | .0011 |
| Cherry | 6.2 | .0025 | -8.3 | 1 | 96.8 | 2.4 | .0026 | 55,181 | .0015 | 38,014 | .0021 | .0020 | .0038 | .0031 | .0016 |
| Cheyenne | 9.5 | .0038 | -5.5 | 8 | 98.9 | 3.9 | .0042 | 119,719 | .0035 | 217,859 | .0120 | .0061 | .0047 | .0066 | .0038 |
| Clay | 7.1 | .0028 | -12.4 | 12 | 99.5 | 2.7 | .0029 | 74,910 | .0021 | 26,086 | .0015 | .0020 | .0033 | .0026 | .0017 |
| Colfax | 9.0 | .0036 | -9.0 | 22 | 99.4 | 3.5 | .0038 | 100,190 | .0029 | 36,869 | .0020 | .0028 | .0043 | .0037 | .0023 |
| Cuming | 10.0 | .0040 | -14.3 | 17 | 99.6 | 3.8 | .0041 | 87,516 | .0025 | 50,776 | .0028 | .0030 | .0054 | .0046 | .0020 |
| Custer | 12.1 | .0048 | -12.8 | 5 | 99.3 | 4.9 | .0052 | 115,403 | .0033 | 57,642 | .0032 | .0034 | .0073 | .0056 | .0024 |
| ☐ Dakota | 16.7 | .0067 | 8 | 63 | 95.0 | 6.0 | .0065 | 177,489 | .0050 | 69,142 | .0038 | .0052 | .0068 | .0067 | .0046 |
| Dawes | 9.0 | .0036 | -6.3 | 6 | 94.2 | 3.3 | .0036 | 94,187 | .0027 | 58,237 | .0033 | .0029 | .0045 | .0036 | .0020 |
| Dawson | 19.8 | .0079 | -11.2 | 20 | 99.3 | 7.8 | .0084 | 242,546 | .0070 | 117,486 | .0065 | .0071 | .0088 | .0091 | .0064 |
| Deuel | 2.2 | .0008 | -10.7 | 5 | 99.2 | .9 | .0010 | 27,561 | .0008 | 16,435 | .0009 | .0008 | .0009 | .0012 | .0006 |
| Dixon | 6.1 | .0025 | -14.5 | 13 | 99.7 | 2.3 | .0024 | 54,048 | .0015 | 14,021 | .0008 | .0014 | .0033 | .0022 | .0011 |
| Dodge | 34.5 | .0137 | -3.8 | 65 | 99.1 | 13.4 | .0145 | 390,919 | .0112 | 271,523 | .0150 | .0129 | .0163 | .0158 | .0098 |
| Douglas | 418.2 | .1668 | 5.3 | 1,263 | 87.2 | 161.8 | .1745 | 6,632,083 | .1895 | 3,567,814 | .1974 | .1873 | .1691 | .1746 | .1980 |
| Dundy | 2.6 | .0010 | -9.1 | 3 | 99.7 | 1.1 | .0011 | 28,970 | .0008 | 6,011 | .0003 | .0007 | .0014 | .0012 | .0005 |
| Fillmore | 7.1 | .0028 | -10.4 | 12 | 99.2 | 2.8 | .0031 | 69,148 | .0020 | 19,799 | .0011 | .0019 | .0035 | .0031 | .0018 |
| Franklin | 3.9 | .0016 | -10.9 | 7 | 99.4 | 1.6 | .0017 | 38,555 | .0011 | 12,864 | .0007 | .0011 | .0024 | .0019 | .0007 |
| Frontier | 3.1 | .0012 | -15.0 | 3 | 99.3 | 1.2 | .0013 | 35,290 | .0010 | 6,666 | .0004 | .0009 | .0012 | .0012 | .0009 |
| Furnas | 5.5 | .0022 | -15.2 | 8 | 99.5 | 2.3 | .0025 | 50,543 | .0015 | 24,594 | .0014 | .0016 | .0035 | .0024 | .0010 |
| Gage | 22.7 | .0091 | -7.2 | 27 | 99.0 | 9.0 | .0097 | 275,516 | .0078 | 126,911 | .0070 | .0078 | .0105 | .0104 | .0072 |
| Garden | 2.4 | .0009 | -14.4 | 1 | 100.0 | 1.0 | .0010 | 26,985 | .0008 | 7,155 | .0004 | .0007 | .0012 | .0011 | .0005 |
| Garfield | 2.1 | .0009 | -11.1 | 4 | 99.6 | .8 | .0009 | 12,279 | .0003 | 13,330 | .0007 | .0006 | .0015 | .0008 | .0002 |
| Gosper | 1.9 | .0007 | -11.2 | 4 | 100.0 | .8 | .0009 | 24,103 | .0007 | 1,629 | .0001 | .0005 | .0009 | .0008 | .0005 |
| Grant | .8 | .0003 | -8.8 | 1 | 99.0 | .3 | .0003 | 6,644 | .0002 | 1,859 | .0001 | .0002 | .0003 | .0003 | .0002 |
| Greeley | 3.0 | .0012 | -13.4 | 5 | 99.8 | 1.1 | .0012 | 22,590 | .0007 | 6,110 | .0004 | .0006 | .0019 | .0009 | .0004 |
| Hall | 48.9 | .0195 | 2.5 | 89 | 98.1 | 18.7 | .0201 | 603,486 | .0172 | 435,920 | .0241 | .0198 | .0192 | .0234 | .0189 |
| Hamilton | 8.8 | .0035 | -5.4 | 16 | 99.5 | 3.2 | .0035 | 91,381 | .0026 | 29,569 | .0016 | .0025 | .0031 | .0039 | .0021 |
| Harlan | 3.8 | .0016 | -11.5 | 7 | 99.9 | 1.6 | .0017 | 39,631 | .0012 | 13,275 | .0008 | .0010 | .0022 | .0016 | .0009 |
| Hayes | 1.2 | .0004 | -11.5 | 2 | 99.7 | .5 | .0006 | 16,292 | .0004 | 2,452 | .0001 | .0005 | .0005 | .0005 | .0003 |
| Hitchcock | 3.7 | .0015 | -9.3 | 5 | 99.7 | 1.4 | .0015 | 36,865 | .0011 | 8,693 | .0005 | .0009 | .0015 | .0014 | .0007 |
| Holt | 12.5 | .0050 | -7.8 | 5 | 99.6 | 4.7 | .0050 | 97,627 | .0028 | 73,918 | .0041 | .0036 | .0075 | .0058 | .0025 |
| Hooker | .8 | .0003 | -19.2 | 1 | 100.0 | .3 | .0004 | 5,200 | .0001 | 4,107 | .0002 | .0003 | .0006 | .0004 | .0001 |
| Howard | 6.0 | .0024 | -11.4 | 11 | 99.7 | 2.3 | .0024 | 44,797 | .0013 | 18,625 | .0010 | .0013 | .0038 | .0024 | .0009 |
| Jefferson | 8.7 | .0035 | -11.4 | 15 | 99.6 | 3.6 | .0039 | 97,723 | .0028 | 46,861 | .0026 | .0029 | .0045 | .0042 | .0024 |
| Johnson | 4.6 | .0018 | -13.0 | 12 | 97.4 | 1.9 | .0021 | 48,374 | .0014 | 16,013 | .0009 | .0014 | .0024 | .0021 | .0011 |
| Kearney | 6.6 | .0026 | -6.4 | 13 | 99.9 | 2.5 | .0027 | 81,400 | .0023 | 21,681 | .0012 | .0019 | .0024 | .0026 | .0018 |
| Keith | 8.5 | .0034 | -9.2 | 8 | 99.0 | 3.4 | .0036 | 107,849 | .0031 | 82,082 | .0045 | .0037 | .0041 | .0044 | .0026 |
| Keya Paha | 1.0 | .0004 | -23.1 | 1 | 99.9 | .4 | .0005 | 9,076 | .0002 | 2,753 | .0002 | .0002 | .0006 | .0003 | .0002 |
| Kimball | 4.0 | .0016 | -18.1 | 4 | 99.6 | 1.6 | .0017 | 48,722 | .0014 | 23,274 | .0013 | .0014 | .0018 | .0019 | .0011 |
| Knox | 9.4 | .0038 | -18.0 | 8 | 94.6 | 3.8 | .0041 | 91,818 | .0027 | 34,307 | .0019 | .0027 | .0053 | .0040 | .0019 |
| Lancaster | 215.4 | .0859 | 11.7 | 257 | 95.5 | 83.5 | .0900 | 3,324,037 | .0949 | 1,529,342 | .0846 | .0900 | .0791 | .0892 | .0883 |
| Lincoln | 32.3 | .0128 | -11.4 | 13 | 98.9 | 12.6 | .0136 | 418,691 | .0120 | 214,585 | .0119 | .0121 | .0130 | .0138 | .0115 |
| Logan | .9 | .0004 | -8.5 | 2 | 99.7 | .3 | .0003 | 5,208 | .0002 | 1,977 | .0001 | .0003 | .0005 | .0004 | .0002 |
| Loup | .7 | .0003 | -18.5 | 1 | 99.9 | .3 | .0004 | 7,428 | .0002 | 1,136 | .0000 | .0001 | .0005 | .0003 | .0001 |
| McPherson | .5 | .0002 | -15.7 | 1 | 99.8 | .2 | .0002 | 4,043 | .0001 | 1,038 | .0001 | .0001 | .0003 | .0001 | .0001 |
| Madison | 32.7 | .0130 | 4.2 | 57 | 98.1 | 12.3 | .0132 | 373,661 | .0107 | 256,470 | .0142 | .0123 | .0158 | .0151 | .0123 |
| Merrick | 8.0 | .0032 | -10.6 | 17 | 99.5 | 3.0 | .0033 | 74,034 | .0021 | 35,382 | .0020 | .0022 | .0040 | .0035 | .0017 |
| Morrill | 5.4 | .0021 | -11.3 | 4 | 99.1 | 2.1 | .0022 | 34,346 | .0010 | 11,844 | .0006 | .0011 | .0037 | .0019 | .0005 |
| Nance | 4.2 | .0017 | -11.4 | 10 | 99.7 | 1.6 | .0018 | 37,033 | .0010 | 8,302 | .0005 | .0011 | .0022 | .0016 | .0008 |
| Nemaha | 7.9 | .0032 | -5.6 | 19 | 98.8 | 3.0 | .0032 | 109,747 | .0032 | 28,816 | .0016 | .0026 | .0026 | .0028 | .0023 |
| Nuckolls | 5.7 | .0022 | -15.3 | 10 | 99.9 | 2.3 | .0025 | 48,858 | .0014 | 30,933 | .0017 | .0017 | .0038 | .0031 | .0012 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES | | | | | | | | | | | | | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/90 Population (Thousands) | % Of U.S. | % Change 1980-90 | Pop. Per Sq. Mi. (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **NEBRASKA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Otoe | 14.2 | .0057 | -6.5 | 23 | 99.4 | 5.6 | .0060 | 154,233 | .0044 | 78,488 | .0043 | .0046 | .0073 | .0061 | .0039 |
| Pawnee | 3.3 | .0013 | -16.2 | 8 | 99.7 | 1.4 | .0015 | 31,973 | .0009 | 8,507 | .0005 | .0009 | .0022 | .0013 | .0007 |
| Perkins | 3.3 | .0013 | -9.3 | 4 | 99.4 | 1.3 | .0014 | 40,341 | .0011 | 9,530 | .0005 | .0010 | .0014 | .0012 | .0008 |
| Phelps | 9.7 | .0039 | -.7 | 18 | 99.6 | 3.8 | .0041 | 122,480 | .0035 | 53,529 | .0030 | .0034 | .0039 | .0041 | .0031 |
| Pierce | 7.8 | .0031 | -8.0 | 14 | 99.6 | 2.9 | .0032 | 61,091 | .0018 | 29,064 | .0016 | .0020 | .0044 | .0034 | .0013 |
| Platte | 30.0 | .0120 | 4.0 | 44 | 99.3 | 11.0 | .0118 | 336,511 | .0096 | 199,736 | .0110 | .0105 | .0128 | .0129 | .0100 |
| Polk | 5.6 | .0022 | -11.4 | 13 | 99.5 | 2.2 | .0024 | 49,053 | .0014 | 11,536 | .0007 | .0014 | .0031 | .0024 | .0009 |
| Red Willow | 11.6 | .0046 | -8.1 | 16 | 99.4 | 4.7 | .0051 | 134,265 | .0038 | 103,320 | .0057 | .0045 | .0064 | .0058 | .0043 |
| Richardson | 9.8 | .0039 | -13.4 | 18 | 98.0 | 4.1 | .0044 | 81,131 | .0023 | 48,105 | .0027 | .0028 | .0066 | .0045 | .0016 |
| Rock | 2.0 | .0008 | -16.1 | 2 | 100.0 | .8 | .0008 | 19,874 | .0006 | 6,735 | .0003 | .0005 | .0010 | .0010 | .0005 |
| Saline | 12.7 | .0051 | -3.3 | 22 | 98.7 | 4.8 | .0052 | 140,922 | .0040 | 83,212 | .0046 | .0044 | .0059 | .0051 | .0046 |
| Sarpy | 103.8 | .0414 | 20.7 | 431 | 92.2 | 34.4 | .0371 | 1,539,601 | .0440 | 427,985 | .0237 | .0374 | .0217 | .0343 | .0346 |
| Saunders | 18.3 | .0073 | -2.2 | 24 | 99.4 | 6.8 | .0074 | 200,470 | .0058 | 72,889 | .0041 | .0055 | .0070 | .0074 | .0047 |
| Scotts Bluff | 35.8 | .0143 | -6.6 | 48 | 97.0 | 14.0 | .0150 | 408,136 | .0116 | 272,806 | .0150 | .0132 | .0192 | .0178 | .0112 |
| Seward | 15.5 | .0061 | -1.8 | 27 | 99.4 | 5.5 | .0060 | 208,423 | .0060 | 63,021 | .0035 | .0053 | .0049 | .0055 | .0045 |
| Sheridan | 6.7 | .0027 | -11.2 | 3 | 91.7 | 2.6 | .0028 | 59,993 | .0017 | 27,205 | .0015 | .0018 | .0039 | .0025 | .0014 |
| Sherman | 3.7 | .0015 | -12.5 | 7 | 99.6 | 1.4 | .0015 | 23,799 | .0007 | 8,926 | .0005 | .0008 | .0023 | .0014 | .0005 |
| Sioux | 1.5 | .0006 | -18.7 | 1 | 99.8 | .6 | .0006 | 15,431 | .0004 | 2,970 | .0002 | .0004 | .0007 | .0007 | .0004 |
| Stanton | 6.3 | .0025 | -3.8 | 15 | 98.9 | 2.2 | .0024 | 55,625 | .0016 | 4,674 | .0003 | .0014 | .0023 | .0022 | .0011 |
| Thayer | 6.6 | .0026 | -13.0 | 11 | 99.5 | 2.7 | .0029 | 69,408 | .0020 | 32,314 | .0017 | .0019 | .0035 | .0031 | .0016 |
| Thomas | .8 | .0003 | -17.8 | 1 | 99.5 | .3 | .0003 | 7,163 | .0002 | 2,686 | .0002 | .0003 | .0004 | .0004 | .0002 |
| Thurston | 6.9 | .0028 | -4.0 | 18 | 54.9 | 2.3 | .0025 | 60,893 | .0017 | 13,131 | .0007 | .0017 | .0029 | .0023 | .0011 |
| Valley | 5.1 | .0020 | -9.5 | 9 | 99.3 | 2.1 | .0023 | 54,652 | .0016 | 24,714 | .0014 | .0016 | .0028 | .0025 | .0012 |
| Washington | 16.7 | .0067 | 7.7 | 43 | 99.0 | 6.1 | .0066 | 239,669 | .0069 | 71,588 | .0039 | .0059 | .0046 | .0054 | .0055 |
| Wayne | 9.4 | .0037 | -4.7 | 21 | 98.9 | 3.2 | .0034 | 103,994 | .0029 | 45,565 | .0026 | .0029 | .0035 | .0033 | .0024 |
| Webster | 4.2 | .0017 | -13.6 | 7 | 99.5 | 1.7 | .0019 | 36,497 | .0011 | 11,847 | .0006 | .0011 | .0024 | .0017 | .0006 |
| Wheeler | .9 | .0004 | -15.1 | 2 | 99.7 | .3 | .0003 | 11,013 | .0003 | 537 | .0001 | .0003 | .0002 | .0003 | .0003 |
| York | 14.4 | .0057 | -2.7 | 25 | 98.7 | 5.5 | .0059 | 170,535 | .0049 | 96,692 | .0053 | .0052 | .0066 | .0067 | .0043 |
| **TOTAL METRO COUNTIES** | **770.8** | **.3075** | **8.9** | **373** | **90.6** | **291.8** | **.3147** | **11,912,879** | **.3403** | **5,665,871** | **.3134** | **.3258** | **.2813** | **.3102** | **.3310** |
| **TOTAL STATE** | **1,579.4** | **.6297** | **.6** | **21** | **94.6** | **602.6** | **.6498** | **20,705,015** | **.5917** | **10,312,527** | **.5706** | **.5929** | **.6709** | **.6635** | **.5565** |
| **NEVADA** | | | | | | | | | | | | | | | |
| **LAS VEGAS** | **773.4** | **.3084** | **67.0** | **98** | **85.5** | **299.6** | **.3231** | **10,408,999** | **.2974** | **5,806,823** | **.3213** | **.3068** | **.3115** | **.3394** | **.3267** |
| Clark | 773.4 | .3084 | 67.0 | 98 | 85.5 | 299.6 | .3231 | 10,408,999 | .2974 | 5,806,823 | .3213 | .3068 | .3115 | .3394 | .3267 |
| **RENO** | **260.0** | **.1036** | **34.3** | **41** | **91.4** | **104.5** | **.1127** | **3,941,398** | **.1126** | **2,548,478** | **.1410** | **.1193** | **.1005** | **.1267** | **.1212** |
| Washoe | 260.0 | .1036 | 34.3 | 41 | 91.4 | 104.5 | .1127 | 3,941,398 | .1126 | 2,548,478 | .1410 | .1193 | .1005 | .1267 | .1212 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Carson City | 41.0 | .0163 | 28.0 | 286 | 93.8 | 16.1 | .0173 | 547,581 | .0156 | 464,678 | .0257 | .0189 | .0195 | .0202 | .0177 |
| Churchill | 18.3 | .0073 | 31.5 | 4 | 91.0 | 6.8 | .0073 | 196,097 | .0056 | 111,475 | .0062 | .0061 | .0082 | .0081 | .0051 |
| Clark | 773.4 | .3084 | 67.0 | 98 | 85.5 | 299.6 | .3231 | 10,408,999 | .2974 | 5,806,823 | .3213 | .3068 | .3115 | .3394 | .3267 |
| Douglas | 28.3 | .0112 | 45.7 | 40 | 96.2 | 10.8 | .0117 | 462,540 | .0132 | 144,570 | .0080 | .0113 | .0085 | .0101 | .0115 |
| Elko | 34.9 | .0140 | 102.1 | 2 | 91.5 | 12.3 | .0132 | 421,170 | .0121 | 168,924 | .0093 | .0116 | .0121 | .0127 | .0111 |
| Esmeralda | 1.3 | .0005 | 67.3 | 0 | 92.2 | .6 | .0007 | 27,098 | .0007 | 3,781 | .0002 | .0006 | .0003 | .0006 | .0004 |
| Eureka | 1.6 | .0006 | 33.6 | 0 | 96.3 | .6 | .0006 | 19,953 | .0006 | 4,001 | .0003 | .0004 | .0007 | .0003 | .0005 |
| Humboldt | 13.3 | .0053 | 40.8 | 1 | 92.6 | 4.7 | .0051 | 143,743 | .0041 | 89,072 | .0049 | .0046 | .0056 | .0060 | .0039 |
| Lander | 6.4 | .0026 | 57.0 | 1 | 94.3 | 2.3 | .0025 | 87,258 | .0025 | 17,183 | .0010 | .0021 | .0018 | .0018 | .0021 |
| Lincoln | 3.8 | .0015 | 1.8 | 0 | 95.7 | 1.3 | .0014 | 35,394 | .0010 | 7,961 | .0004 | .0009 | .0016 | .0012 | .0008 |
| Lyon | 20.5 | .0082 | 50.8 | 10 | 95.4 | 7.9 | .0085 | 225,105 | .0065 | 75,783 | .0042 | .0061 | .0091 | .0080 | .0055 |
| Mineral | 6.5 | .0026 | 4.6 | 2 | 81.1 | 2.5 | .0027 | 82,488 | .0023 | 34,146 | .0019 | .0023 | .0029 | .0025 | .0021 |
| Nye | 18.3 | .0072 | 102.3 | 1 | 94.5 | 6.9 | .0074 | 199,662 | .0057 | 63,305 | .0035 | .0053 | .0078 | .0062 | .0050 |
| Pershing | 4.5 | .0018 | 32.0 | 1 | 94.1 | 1.7 | .0019 | 60,442 | .0017 | 23,932 | .0013 | .0016 | .0019 | .0016 | .0013 |
| Storey | 2.6 | .0011 | 73.0 | 10 | 96.2 | 1.0 | .0010 | 36,680 | .0011 | 8,270 | .0005 | .0009 | .0006 | .0009 | .0008 |
| Washoe | 260.0 | .1036 | 34.3 | 41 | 91.4 | 104.5 | .1127 | 3,941,398 | .1126 | 2,548,478 | .1410 | .1193 | .1005 | .1267 | .1212 |
| White Pine | 9.4 | .0038 | 15.1 | 1 | 93.9 | 3.4 | .0037 | 128,393 | .0037 | 57,662 | .0032 | .0035 | .0025 | .0033 | .0035 |
| **TOTAL METRO COUNTIES** | **1,033.4** | **.4120** | **57.4** | **73** | **87.0** | **404.1** | **.4358** | **14,350,397** | **.4100** | **8,355,301** | **.4623** | **.4261** | **.4120** | **.4661** | **.4479** |
| **TOTAL STATE** | **1,244.1** | **.4960** | **55.4** | **11** | **88.0** | **483.0** | **.5208** | **17,024,001** | **.4864** | **9,630,044** | **.5329** | **.5023** | **.4951** | **.5496** | **.5192** |
| **NEW HAMPSHIRE** | | | | | | | | | | | | | | | |
| **MANCHESTER - NASHUA** | **341.3** | **.1361** | **23.4** | **389** | **97.6** | **126.6** | **.1365** | **6,164,749** | **.1762** | **3,608,388** | **.1997** | **.1752** | **.1216** | **.1371** | **.1853** |
| Hillsborough | 341.3 | .1361 | 23.4 | 389 | 97.6 | 126.6 | .1365 | 6,164,749 | .1762 | 3,608,388 | .1997 | .1752 | .1216 | .1371 | .1853 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES | | | | | | | | | | | | | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Population (Thousands) | % Of U.S. | % Change 1980-90 | Pop Per Sq. Mi (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **NEW HAMPSHIRE (continued)** | | | | | | | | | | | | | | | |
| **POETSMOUTH - DOVER - ROCHESTER** | 356.6 | .1422 | 29.3 | 335 | 98.0 | 129.3 | .1394 | 5,776,136 | .1650 | 3,753,796 | .2077 | .1734 | .1321 | .1469 | .1826 |
| Rockingham | 250.8 | .1000 | 31.8 | 361 | 97.9 | 90.9 | .0980 | 4,175,519 | .1193 | 2,961,841 | .1639 | .1288 | .0912 | .1076 | .1445 |
| Strafford | 105.8 | .0422 | 23.9 | 287 | 98.2 | 38.4 | .0414 | 1,600,617 | .0457 | 791,955 | .0438 | .0446 | .0409 | .0393 | .0381 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Belknap | 49.9 | .0199 | 16.4 | 124 | 99.2 | 19.1 | .0206 | 639,829 | .0183 | 632,502 | .0350 | .0236 | .0259 | .0276 | .0236 |
| Carroll | 36.3 | .0145 | 30.0 | 39 | 99.3 | 14.6 | .0158 | 496,852 | .0142 | 495,753 | .0274 | .0182 | .0192 | .0213 | .0202 |
| Cheshire | 71.1 | .0284 | 14.5 | 100 | 99.0 | 26.2 | .0282 | 1,004,511 | .0287 | 745,510 | .0413 | .0325 | .0310 | .0323 | .0274 |
| Coos | 34.9 | .0139 | -.7 | 19 | 99.3 | 13.8 | .0149 | 423,762 | .0121 | 309,147 | .0171 | .0139 | .0177 | .0167 | .0127 |
| Grafton | 75.9 | .0302 | 15.3 | 44 | 98.0 | 27.9 | .0301 | 1,033,945 | .0296 | 816,188 | .0451 | .0344 | .0331 | .0370 | .0343 |
| Hillsborough | 341.3 | .1361 | 23.4 | 389 | 97.6 | 126.6 | .1365 | 6,164,749 | .1762 | 3,608,388 | .1997 | .1752 | .1216 | .1371 | .1853 |
| Merrimack | 122.2 | .0487 | 24.3 | 131 | 98.9 | 45.5 | .0491 | 1,901,073 | .0543 | 1,201,778 | .0665 | .0568 | .0489 | .0534 | .0499 |
| Rockingham | 250.8 | .1000 | 31.8 | 361 | 97.9 | 90.9 | .0980 | 4,175,519 | .1193 | 2,961,841 | .1639 | .1288 | .0912 | .1076 | .1445 |
| Strafford | 105.8 | .0422 | 23.9 | 287 | 98.2 | 38.4 | .0414 | 1,600,617 | .0457 | 791,955 | .0438 | .0446 | .0409 | .0393 | .0381 |
| Sullivan | 39.0 | .0156 | 8.1 | 73 | 99.1 | 15.0 | .0162 | 496,131 | .0142 | 296,786 | .0164 | .0151 | .0168 | .0175 | .0142 |
| **TOTAL METRO COUNTIES** | 697.9 | .2783 | 26.3 | 360 | 97.8 | 255.9 | .2759 | 11,940,885 | .3412 | 7,362,184 | .4074 | .3486 | .2537 | .2840 | .3679 |
| **TOTAL STATE** | 1,127.2 | .4495 | 22.4 | 126 | 98.2 | 418.0 | .4508 | 17,936,988 | .5126 | 11,859,848 | .6562 | .5431 | .4463 | .4898 | .5502 |
| **NEW JERSEY** | | | | | | | | | | | | | | | |
| **ATLANTIC CITY** | 323.0 | .1287 | 16.9 | 396 | 83.5 | 124.5 | .1342 | 4,436,325 | .1268 | 3,110,249 | .1721 | .1406 | .1523 | .1549 | .1420 |
| Atlantic | 226.7 | .0903 | 16.8 | 404 | 79.3 | 86.1 | .0928 | 3,071,238 | .0878 | 2,135,828 | .1182 | .0973 | .1042 | .1046 | .1027 |
| Cape May | 96.3 | .0384 | 17.1 | 377 | 93.4 | 38.4 | .0414 | 1,365,087 | .0390 | 974,421 | .0539 | .0433 | .0481 | .0503 | .0393 |
| **BERGEN - PASSAIC** | 1,276.9 | .5092 | -1.3 | 3,045 | 85.0 | 463.5 | .4998 | 27,078,425 | .7738 | 12,423,615 | .6875 | .6952 | .4076 | .4524 | .7574 |
| Bergen | 823.7 | .3285 | -2.6 | 3,517 | 87.8 | 308.2 | .3324 | 19,873,314 | .5679 | 8,667,679 | .4797 | .4936 | .2543 | .2930 | .5203 |
| Passaic | 453.2 | .1807 | 1.3 | 2,448 | 80.0 | 155.3 | .1674 | 7,205,111 | .2059 | 3,755,936 | .2078 | .2016 | .1533 | .1594 | .2371 |
| **JERSEY CITY** | 550.9 | .2196 | -1.1 | 11,797 | 77.0 | 207.9 | .2242 | 7,842,458 | .2241 | 3,221,623 | .1783 | .2095 | .2304 | .1995 | .2654 |
| Hudson | 550.9 | .2196 | -1.1 | 11,797 | 77.0 | 207.9 | .2242 | 7,842,458 | .2241 | 3,221,623 | .1783 | .2095 | .2304 | .1995 | .2654 |
| **MIDDLESEX - SOMERSET - HUNTERDON** | 1,031.4 | .4112 | 16.4 | 987 | 86.6 | 369.4 | .3984 | 22,492,632 | .6427 | 8,568,355 | .4741 | .5459 | .2912 | .3165 | .5821 |
| Hunterdon | 109.3 | .0436 | 25.1 | 254 | 96.4 | 38.5 | .0415 | 2,524,218 | .0721 | 948,536 | .0524 | .0606 | .0301 | .0331 | .0634 |
| Middlesex | 677.4 | .2701 | 13.7 | 2,181 | 84.2 | 240.9 | .2598 | 13,546,952 | .3871 | 5,331,836 | .2951 | .3361 | .1903 | .2083 | .3809 |
| Somerset | 244.7 | .0975 | 20.5 | 803 | 88.9 | 90.0 | .0971 | 6,421,462 | .1835 | 2,287,983 | .1266 | .1492 | .0708 | .0751 | .1378 |
| **MONMOUTH - OCEAN** | 1,000.9 | .3991 | 17.9 | 903 | 91.7 | 371.3 | .4004 | 18,768,684 | .5363 | 8,593,187 | .4755 | .4904 | .3464 | .3805 | .4855 |
| Monmouth | 560.1 | .2233 | 11.3 | 1,187 | 88.2 | 200.1 | .2158 | 11,227,705 | .3208 | 5,081,931 | .2812 | .2894 | .1844 | .1979 | .2932 |
| Ocean | 440.8 | .1758 | 27.4 | 693 | 96.0 | 171.2 | .1846 | 7,540,979 | .2155 | 3,511,256 | .1943 | .2010 | .1620 | .1826 | .1923 |
| **NEWARK** | 1,822.7 | .7267 | -3.0 | 1,494 | 72.8 | 651.4 | .7025 | 34,974,284 | .9996 | 13,633,002 | .7544 | .8715 | .6138 | .5920 | .8846 |
| Essex | 774.3 | .3087 | -9.1 | 6,131 | 54.7 | 277.3 | .2991 | 13,212,838 | .3776 | 4,667,577 | .2583 | .3280 | .2921 | .2496 | .3516 |
| Morris | 422.2 | .1683 | 3.6 | 900 | 92.6 | 149.1 | .1608 | 9,942,492 | .2842 | 4,248,388 | .2351 | .2464 | .1270 | .1350 | .2350 |
| Sussex | 132.3 | .0528 | 13.9 | 254 | 97.9 | 44.9 | .0484 | 2,543,725 | .0727 | 833,595 | .0462 | .0608 | .0363 | .0363 | .0561 |
| Union | 493.9 | .1969 | -2.0 | 4,781 | 77.4 | 180.1 | .1942 | 9,275,229 | .2651 | 3,883,442 | .2148 | .2363 | .1584 | .1711 | .2419 |
| **TRENTON** | 328.1 | .1308 | 6.6 | 1,452 | 77.0 | 117.8 | .1270 | 6,792,973 | .1942 | 2,719,776 | .1505 | .1683 | .1025 | .1100 | .1697 |
| Mercer | 328.1 | .1308 | 6.6 | 1,452 | 77.0 | 117.8 | .1270 | 6,792,973 | .1942 | 2,719,776 | .1505 | .1683 | .1025 | .1100 | .1697 |
| **VINELAND - MILLVILLE - BRIDGETON** | 138.5 | .0552 | 4.2 | 283 | 79.6 | 47.3 | .0510 | 1,827,096 | .0522 | 1,035,984 | .0573 | .0543 | .0530 | .0534 | .0501 |
| Cumberland | 138.5 | .0552 | 4.2 | 283 | 79.6 | 47.3 | .0510 | 1,827,096 | .0522 | 1,035,984 | .0573 | .0543 | .0530 | .0534 | .0501 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Atlantic | 226.7 | .0903 | 16.8 | 404 | 79.3 | 86.1 | .0928 | 3,071,238 | .0878 | 2,135,828 | .1182 | .0973 | .1042 | .1046 | .1027 |
| Bergen | 823.7 | .3285 | -2.6 | 3,517 | 87.8 | 308.2 | .3324 | 19,873,314 | .5679 | 8,667,679 | .4797 | .4936 | .2543 | .2930 | .5203 |
| ☐ Burlington | 399.1 | .1591 | 10.1 | 496 | 82.9 | 138.0 | .1488 | 7,445,413 | .2128 | 3,386,918 | .1874 | .1945 | .1109 | .1369 | .1807 |
| ☐ Camden | 506.7 | .2020 | 7.4 | 2,279 | 79.4 | 180.2 | .1943 | 7,968,576 | .2277 | 3,728,767 | .2063 | .2161 | .1869 | .1826 | .2351 |
| Cape May | 96.3 | .0384 | 17.1 | 377 | 93.4 | 38.4 | .0414 | 1,365,087 | .0390 | 974,421 | .0539 | .0433 | .0481 | .0503 | .0393 |
| Cumberland | 138.5 | .0552 | 4.2 | 283 | 79.6 | 47.3 | .0510 | 1,827,096 | .0522 | 1,035,984 | .0573 | .0543 | .0530 | .0534 | .0501 |
| Essex | 774.3 | .3087 | -9.1 | 6,131 | 54.7 | 277.3 | .2991 | 13,212,838 | .3776 | 4,667,577 | .2583 | .3280 | .2921 | .2496 | .3516 |
| ☐ Gloucester | 232.8 | .0929 | 16.4 | 717 | 89.7 | 79.8 | .0860 | 3,416,151 | .0976 | 1,889,691 | .1046 | .0988 | .0746 | .0852 | .1004 |
| Hudson | 550.9 | .2196 | -1.1 | 11,797 | 77.0 | 207.9 | .2242 | 7,842,458 | .2241 | 3,221,623 | .1783 | .2095 | .2304 | .1995 | .2654 |
| Hunterdon | 109.3 | .0436 | 25.1 | 254 | 96.4 | 38.5 | .0415 | 2,524,218 | .0721 | 948,536 | .0524 | .0606 | .0301 | .0331 | .0634 |
| Mercer | 328.1 | .1308 | 6.6 | 1,452 | 77.0 | 117.8 | .1270 | 6,792,973 | .1942 | 2,719,776 | .1505 | .1683 | .1025 | .1100 | .1697 |
| Middlesex | 677.4 | .2701 | 13.7 | 2,181 | 84.2 | 240.9 | .2598 | 13,546,952 | .3871 | 5,331,836 | .2951 | .3361 | .1903 | .2083 | .3809 |
| Monmouth | 560.1 | .2233 | 11.3 | 1,187 | 88.2 | 200.1 | .2158 | 11,227,705 | .3208 | 5,081,931 | .2812 | .2894 | .1844 | .1979 | .2932 |
| Morris | 422.2 | .1683 | 3.6 | 900 | 92.6 | 149.1 | .1608 | 9,942,492 | .2842 | 4,248,388 | .2351 | .2464 | .1270 | .1350 | .2350 |
| Ocean | 440.8 | .1758 | 27.4 | 693 | 96.0 | 171.2 | .1846 | 7,540,979 | .2155 | 3,511,256 | .1943 | .2010 | .1620 | .1826 | .1923 |
| Passaic | 453.2 | .1807 | 1.3 | 2,448 | 80.0 | 155.3 | .1674 | 7,205,111 | .2059 | 3,755,936 | .2078 | .2016 | .1533 | .1594 | .2371 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES | | | | | | | | | | | | | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Population (Thousands) | % Of U.S. | % Change 1980-90 | Pop Per Sq. Mi. (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **NEW JERSEY (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| ☐ Salem | 65.5 | .0261 | 1.3 | 194 | 84.1 | 23.9 | .0258 | 1,090,948 | .0311 | 376,386 | .0208 | .0270 | .0188 | .0211 | .0248 |
| Somerset | 244.7 | .0975 | 20.5 | 803 | 88.9 | 90.0 | .0971 | 6,421,462 | .1835 | 2,287,983 | .1266 | .1492 | .0708 | .0751 | .1378 |
| Sussex | 132.3 | .0528 | 13.9 | 254 | 97.9 | 44.9 | .0484 | 2,543,725 | .0727 | 833,595 | .0462 | .0608 | .0363 | .0363 | .0561 |
| Union | 493.9 | .1969 | -2.0 | 4,781 | 77.4 | 180.1 | .1942 | 9,275,229 | .2651 | 3,883,442 | .2148 | .2363 | .1584 | .1711 | .2419 |
| ☐ Warren | 92.3 | .0368 | 9.3 | 258 | 97.5 | 34.3 | .0370 | 1,440,953 | .0412 | 743,417 | .0412 | .0404 | .0331 | .0363 | .0375 |
| **TOTAL METRO COUNTIES** | **7,768.8** | **3.0974** | **5.5** | **1,047** | **81.9** | **2,809.3** | **3.0294** | **145,574,918** | **4.1601** | **63,430,970** | **3.5100** | **3.7525** | **2.6215** | **2.7213** | **3.9153** |
| **TOTAL STATE** | **7,768.8** | **3.0974** | **5.5** | **1,047** | **81.9** | **2,809.3** | **3.0294** | **145,574,918** | **4.1601** | **63,430,970** | **3.5100** | **3.7525** | **2.6215** | **2.7213** | **3.9153** |
| **NEW MEXICO** | | | | | | | | | | | | | | | |
| **ALBUQUERQUE** | **491.3** | **.1959** | **16.9** | **421** | **91.2** | **189.8** | **.2047** | **6,046,999** | **.1728** | **3,933,194** | **.2176** | **.1909** | **.2138** | **.2296** | **.1963** |
| Bernalillo | 491.3 | .1959 | 16.9 | 421 | 91.2 | 189.8 | .2047 | 6,046,999 | .1728 | 3,933,194 | .2176 | .1909 | .2138 | .2296 | .1963 |
| **LAS CRUCES** | **138.6** | **.0553** | **43.9** | **36** | **96.7** | **46.1** | **.0498** | **1,223,509** | **.0350** | **615,412** | **.0341** | **.0388** | **.0635** | **.0494** | **.0331** |
| Dona Ana | 138.6 | .0553 | 43.9 | 36 | 96.7 | 46.1 | .0498 | 1,223,509 | .0350 | 615,412 | .0341 | .0388 | .0635 | .0494 | .0331 |
| **SANTA FE** | **118.7** | **.0472** | **27.5** | **59** | **95.4** | **45.7** | **.0492** | **1,763,846** | **.0504** | **878,967** | **.0486** | **.0492** | **.0435** | **.0486** | **.0513** |
| Los Alamos | 18.1 | .0072 | 2.8 | 165 | 96.2 | 7.2 | .0077 | 402,880 | .0115 | 84,023 | .0046 | .0085 | .0055 | .0042 | .0086 |
| Santa Fe | 100.6 | .0401 | 33.2 | 53 | 95.3 | 38.5 | .0415 | 1,360,966 | .0389 | 794,944 | .0440 | .0407 | .0380 | .0444 | .0427 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Bernalillo | 491.3 | .1959 | 16.9 | 421 | 91.2 | 189.8 | .2047 | 6,046,999 | .1728 | 3,933,194 | .2176 | .1909 | .2138 | .2296 | .1963 |
| Catron | 2.6 | .0010 | -4.4 | 0 | 98.9 | 1.0 | .0010 | 20,711 | .0006 | 3,895 | .0002 | .0005 | .0016 | .0008 | .0004 |
| Chaves | 58.0 | .0232 | 13.[illegible] | 10 | 96.2 | 20.6 | .0222 | 599,873 | .0171 | 296,825 | .0165 | .0181 | .0267 | .0240 | .0157 |
| Cibola | 23.5 | .0093 | -22.6 | 5 | 60.3 | 7.2 | .0078 | 204,497 | .0058 | 88,942 | .0049 | .0063 | .0072 | .0078 | .0057 |
| Colfax | 12.8 | .0051 | -6.4 | 3 | 98.1 | 4.9 | .0053 | 123,305 | .0036 | 84,138 | .0046 | .0041 | .0072 | .0055 | .0032 |
| Curry | 42.1 | .0168 | .2 | 30 | 89.1 | 15.1 | .0163 | 427,376 | .0122 | 298,199 | .0165 | .0144 | .0212 | .0195 | .0127 |
| De Baca | 2.2 | .0009 | -10.4 | 1 | 97.6 | .9 | .0009 | 18,526 | .0005 | 8,954 | .0005 | .0006 | .0015 | .0009 | .0004 |
| Dona Ana | 138.6 | .0553 | 43.9 | 36 | 96.7 | 46.1 | .0498 | 1,223,509 | .0350 | 615,412 | .0341 | .0388 | .0635 | .0494 | .0331 |
| Eddy | 48.5 | .0193 | 1.3 | 12 | 96.8 | 17.4 | .0187 | 506,340 | .0144 | 272,796 | .0151 | .0156 | .0202 | .0204 | .0145 |
| Grant | 27.8 | .0111 | 6.1 | 7 | 98.4 | 9.8 | .0106 | 307,674 | .0088 | 154,519 | .0085 | .0092 | .0121 | .0094 | .0089 |
| Guadalupe | 4.1 | .0016 | -8.8 | 1 | 98.2 | 1.5 | .0016 | 26,456 | .0008 | 26,946 | .0015 | .0012 | .0027 | .0018 | .0005 |
| Harding | 1.0 | .0004 | -8.3 | 0 | 99.5 | .4 | .0004 | 7,308 | .0002 | 3,747 | .0002 | .0003 | .0006 | .0005 | .0002 |
| Hidalgo | 5.9 | .0024 | -2.5 | 2 | 98.8 | 2.0 | .0022 | 43,414 | .0012 | 27,916 | .0016 | .0014 | .0030 | .0020 | .0010 |
| Lea | 55.1 | .0219 | -1.6 | 13 | 94.1 | 19.1 | .0206 | 637,648 | .0183 | 278,226 | .0154 | .0181 | .0222 | .0195 | .0184 |
| Lincoln | 12.2 | .0049 | 10.9 | 3 | 98.0 | 4.8 | .0052 | 133,367 | .0038 | 97,654 | .0054 | .0046 | .0065 | .0056 | .0046 |
| Los Alamos | 18.1 | .0072 | 2.8 | 165 | 96.2 | 7.2 | .0077 | 402,880 | .0115 | 84,023 | .0046 | .0085 | .0055 | .0042 | .0086 |
| Luna | 18.3 | .0073 | 17.4 | 6 | 97.5 | 6.9 | .0075 | 136,044 | .0039 | 99,566 | .0055 | .0051 | .0125 | .0072 | .0034 |
| McKinley | 61.3 | .0245 | 8.4 | 11 | 25.6 | 16.8 | .0181 | 324,197 | .0092 | 369,155 | .0205 | .0157 | .0298 | .0197 | .0119 |
| Mora | 4.2 | .0016 | -.1 | 2 | 98.8 | 1.5 | .0016 | 25,033 | .0007 | 5,347 | .0003 | .0007 | .0024 | .0012 | .0005 |
| Otero | 52.2 | .0208 | 16.9 | 8 | 86.4 | 18.3 | .0197 | 568,110 | .0163 | 260,186 | .0144 | .0166 | .0202 | .0233 | .0158 |
| Quay | 10.8 | .0043 | 2.1 | 4 | 95.9 | 4.2 | .0046 | 110,204 | .0031 | 63,069 | .0034 | .0035 | .0057 | .0051 | .0030 |
| Rio Arriba | 34.7 | .0139 | 18.5 | 6 | 83.5 | 11.6 | .0125 | 217,521 | .0062 | 122,464 | .0068 | .0079 | .0197 | .0126 | .0051 |
| Roosevelt | 16.7 | .0066 | 6.4 | 7 | 96.5 | 6.0 | .0064 | 140,072 | .0041 | 87,249 | .0049 | .0048 | .0104 | .0060 | .0034 |
| Sandoval | 66.0 | .0264 | 91.9 | 18 | 77.7 | 21.8 | .0236 | 793,282 | .0226 | 106,767 | .0059 | .0184 | .0169 | .0200 | .0180 |
| San Juan | 91.6 | .0365 | 12.5 | 17 | 61.7 | 28.7 | .0309 | 846,282 | .0242 | 560,523 | .0310 | .0287 | .0377 | .0313 | .0267 |
| San Miguel | 25.8 | .0103 | 13.4 | 5 | 96.9 | 8.7 | .0094 | 174,469 | .0050 | 102,490 | .0056 | .0062 | .0154 | .0092 | .0044 |
| Santa Fe | 100.6 | .0401 | 33.2 | 53 | 95.3 | 38.5 | .0415 | 1,360,966 | .0389 | 794,944 | .0440 | .0407 | .0380 | .0444 | .0427 |
| Sierra | 10.0 | .0040 | 18.3 | 2 | 98.5 | 4.5 | .0049 | 88,033 | .0025 | 49,030 | .0027 | .0029 | .0076 | .0049 | .0018 |
| Socorro | 14.8 | .0059 | 17.8 | 2 | 87.4 | 5.2 | .0056 | 106,180 | .0030 | 47,588 | .0027 | .0035 | .0080 | .0055 | .0025 |
| Taos | 23.2 | .0092 | 19.2 | 11 | 91.7 | 8.8 | .0094 | 198,343 | .0057 | 157,448 | .0087 | .0073 | .0150 | .0106 | .0062 |
| Torrance | 10.6 | .0042 | 41.5 | 3 | 97.9 | 3.8 | .0041 | 77,162 | .0022 | 39,966 | .0022 | .0026 | .0058 | .0045 | .0017 |
| Union | 4.0 | .0016 | -15.4 | 1 | 99.5 | 1.6 | .0018 | 43,319 | .0012 | 16,982 | .0009 | .0012 | .0023 | .0017 | .0009 |
| Valencia | 46.2 | .0184 | 50.2 | 43 | 96.0 | 15.5 | .0167 | 432,899 | .0124 | 219,422 | .0122 | .0135 | .0212 | .0186 | .0106 |
| **TOTAL METRO COUNTIES** | **748.6** | **.2985** | **22.8** | **107** | **92.9** | **281.6** | **.3037** | **9,034,354** | **.2582** | **5,427,573** | **.3003** | **.2789** | **.3208** | **.3276** | **.2807** |
| **TOTAL STATE** | **1,534.8** | **.6119** | **17.8** | **13** | **87.5** | **550.2** | **.5933** | **16,371,999** | **.4678** | **9,377,582** | **.5189** | **.5119** | **.6841** | **.6267** | **.4828** |
| **NEW YORK** | | | | | | | | | | | | | | | |
| **ALBANY - SCHENECTADY - TROY** | **879.9** | **.3510** | **5.3** | **271** | **93.6** | **338.0** | **.3645** | **13,612,194** | **.3890** | **7,045,006** | **.3898** | **.3816** | **.3465** | **.3693** | **.3838** |
| Albany | 293.1 | .1169 | 2.5 | 560 | 89.3 | 116.0 | .1251 | 4,875,168 | .1393 | 3,136,897 | .1736 | .1451 | .1215 | .1376 | .1600 |
| Greene | 45.1 | .0180 | 10.4 | 70 | 93.8 | 16.7 | .0180 | 547,441 | .0157 | 303,378 | .0168 | .0165 | .0214 | .0195 | .0139 |
| Montgomery | 51.9 | .0207 | -2.9 | 128 | 98.3 | 20.2 | .0218 | 669,613 | .0191 | 311,405 | .0172 | .0188 | .0237 | .0225 | .0163 |
| Rensselaer | 154.6 | .0617 | 1.7 | 236 | 94.8 | 57.7 | .0622 | 2,201,583 | .0629 | 849,624 | .0470 | .0579 | .0615 | .0570 | .0516 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES | | | | | | | | | | | | | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Population (Thousands) | % Of U.S. | % Chang 1980-90 | Pop Per Sq. Mi (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **NEW YORK (continued)** | | | | | | | | | | | | | | | |
| **ALBANY - SCHENECTADY - TROY (continued)** | | | | | | | | | | | | | | | |
| Saratoga | 185.9 | .0742 | 20.9 | 229 | 97.7 | 68.2 | .0735 | 2,921,803 | .0835 | 1,299,958 | .0720 | .0782 | .0591 | .0703 | .0750 |
| Schenectady | 149.3 | .0595 | -.4 | 724 | 94.0 | 59.2 | .0639 | 2,396,586 | .0685 | 1,143,744 | .0632 | .0651 | .0613 | .0624 | .0670 |
| **BINGHAMTON** | 264.4 | .1054 | .4 | 216 | 96.3 | 100.6 | .1085 | 4,041,791 | .1156 | 1,968,059 | .1090 | .1116 | .0980 | .1111 | .1091 |
| Broome | 211.8 | .0844 | -.9 | 300 | 95.8 | 81.7 | .0881 | 3,222,537 | .0921 | 1,732,885 | .0959 | .0918 | .0822 | .0930 | .0920 |
| Tioga | 52.6 | .0210 | 5.6 | 101 | 98.5 | 18.9 | .0204 | 819,254 | .0235 | 235,174 | .0131 | .0198 | .0158 | .0181 | .0171 |
| **BUFFALO** | 966.3 | .3852 | -4.9 | 925 | 86.6 | 376.1 | .4055 | 13,697,931 | .3915 | 6,781,443 | .3752 | .3854 | .4218 | .3867 | .3960 |
| Erie | 966.3 | .3852 | -4.9 | 925 | 86.6 | 376.1 | .4055 | 13,697,931 | .3915 | 6,781,443 | .3752 | .3854 | .4218 | .3867 | .3960 |
| ***BUFFALO - NIAGARA FALLS CONSOLIDATED AREA*** | *1,186.9* | *.4731* | *-4.5* | *757* | *87.8* | *460.8* | *.4968* | *16,602,765* | *.4745* | *8,229,693* | *.4554* | *.4686* | *.5136* | *.4757* | *.4818* |
| **ELMIRA** | 95.4 | .0380 | -2.3 | 234 | 93.0 | 35.4 | .0382 | 1,176,063 | .0336 | 688,040 | .0381 | .0358 | .0387 | .0423 | .0356 |
| Chemung | 95.4 | .0380 | -2.3 | 234 | 93.0 | 35.4 | .0382 | 1,176,063 | .0336 | 688,040 | .0381 | .0358 | .0387 | .0423 | .0356 |
| **GLENS FALLS** | 119.6 | .0477 | 9.1 | 70 | 97.3 | 43.3 | .0467 | 1,502,813 | .0430 | 1,035,026 | .0573 | .0483 | .0525 | .0547 | .0439 |
| Warren | 59.7 | .0238 | 8.8 | 69 | 98.8 | 22.8 | .0246 | 813,127 | .0233 | 758,626 | .0420 | .0290 | .0294 | .0324 | .0276 |
| Washington | 59.9 | .0239 | 9.3 | 72 | 95.8 | 20.5 | .0221 | 689,686 | .0197 | 276,400 | .0153 | .0193 | .0231 | .0223 | .0163 |
| **JAMESTOWN - DUNKIRK** | 141.4 | .0564 | -3.8 | 133 | 97.3 | 53.5 | .0577 | 1,685,496 | .0481 | 850,402 | .0470 | .0495 | .0644 | .0601 | .0461 |
| Chautauqua | 141.4 | .0564 | -3.8 | 133 | 97.3 | 53.5 | .0577 | 1,685,496 | .0481 | 850,402 | .0470 | .0495 | .0644 | .0601 | .0461 |
| **NASSAU - SUFFOLK** | 2,616.2 | 1.0431 | .4 | 2,184 | 89.5 | 858.5 | .9258 | 53,772,777 | 1.5366 | 26,052,896 | 1.4416 | 1.4095 | .7467 | .8474 | 1.4582 |
| Nassau | 1,285.6 | .5126 | -2.7 | 4,483 | 87.6 | 430.9 | .4647 | 29,084,633 | .8311 | 14,420,166 | .7979 | .7576 | .3568 | .4311 | .8048 |
| Suffolk | 1,330.6 | .5105 | 3.6 | 1,460 | 91.4 | 427.6 | .4611 | 24,688,144 | .7055 | 11,632,730 | .6437 | .6519 | .3899 | .4163 | .6534 |
| **NEW YORK** | 8,592.1 | 3.4259 | 3.8 | 7,488 | 62.7 | 3,270.5 | 3.5267 | 137,187,875 | 3.9204 | 49,319,353 | 2.7291 | 3.4639 | 3.4541 | 3.0703 | 3.8255 |
| Bronx | 1,210.7 | .4828 | 3.6 | 28,826 | 49.6 | 426.7 | .4601 | 12,260,905 | .3504 | 3,170,270 | .1754 | .3243 | .5465 | .3928 | .3202 |
| Kings | 2,311.6 | .9217 | 3.6 | 32,789 | 52.5 | 832.2 | .8974 | 26,973,916 | .7708 | 7,500,439 | .4150 | .6943 | .9990 | .7653 | .7314 |
| New York (Manhattan) | 1,497.7 | .5972 | 4.9 | 52,736 | 65.5 | 721.6 | .7781 | 35,369,325 | 1.0108 | 18,127,873 | 1.0031 | .9256 | .7423 | .7384 | 1.2258 |
| Putnam | 84.7 | .0338 | 9.7 | 366 | 97.8 | 28.4 | .0307 | 1,597,349 | .0456 | 486,183 | .0269 | .0376 | .0214 | .0232 | .0333 |
| Queens | 1,962.4 | .7824 | 3.8 | 17,938 | 63.2 | 724.2 | .7809 | 28,614,343 | .8177 | 8,122,690 | .4495 | .7003 | .6864 | .6717 | .7377 |
| Richmond | 383.0 | .1527 | 8.8 | 6,536 | 86.6 | 131.9 | .1423 | 6,483,154 | .1853 | 2,005,309 | .1110 | .1564 | .1252 | .1086 | .1587 |
| Rockland | 265.7 | .1059 | 2.4 | 1,525 | 84.9 | 84.9 | .0915 | 5,490,261 | .1569 | 1,864,576 | .1032 | .1306 | .0664 | .0702 | .1219 |
| Westchester | 876.3 | .3494 | 1.1 | 2,024 | 81.7 | 320.6 | .3457 | 20,398,622 | .5829 | 8,042,013 | .4450 | .4948 | .2669 | .3001 | .4965 |
| ***NEW YORK - NORTHERN NEW JERSEY - LONG ISLAND CONSOLIDATED AREA*** | *18,030.9* | *7.1893* | *3.6* | *2,364* | *74.2* | *6,600.6* | *7.1178* | *325,089,483* | *9.2900* | *132,199,328* | *7.3152* | *8.2775* | *6.4811* | *6.2660* | *8.8419* |
| **NIAGARA FALLS** | 220.6 | .0879 | -3.0 | 422 | 93.1 | 84.7 | .0913 | 2,904,834 | .0830 | 1,448,250 | .0802 | .0832 | .0918 | .0890 | .0858 |
| Niagara | 220.6 | .0879 | -3.0 | 422 | 93.1 | 84.7 | .0913 | 2,904,834 | .0830 | 1,448,250 | .0802 | .0832 | .0918 | .0890 | .0858 |
| **ORANGE COUNTY** | 312.7 | .1247 | 20.5 | 383 | 90.9 | 103.3 | .1114 | 4,474,430 | .1279 | 2,416,510 | .1337 | .1290 | .1123 | .1114 | .1287 |
| Orange | 312.7 | .1247 | 20.5 | 383 | 90.9 | 103.3 | .1114 | 4,474,430 | .1279 | 2,416,510 | .1337 | .1290 | .1123 | .1114 | .1287 |
| **POUGHKEEPSIE** | 262.2 | .1046 | 7.0 | 327 | 88.8 | 90.6 | .0977 | 4,495,936 | .1285 | 2,137,103 | .1183 | .1206 | .0863 | .0916 | .1226 |
| Dutchess | 262.2 | .1046 | 7.0 | 327 | 88.8 | 90.6 | .0977 | 4,495,936 | .1285 | 2,137,103 | .1183 | .1206 | .0863 | .0916 | .1226 |
| **ROCHESTER** | 1,004.9 | .4005 | 3.5 | 343 | 88.4 | 375.5 | .4048 | 15,703,107 | .4486 | 7,643,436 | .4230 | .4314 | .3795 | .3891 | .4459 |
| Livingston | 62.8 | .0250 | 10.2 | 99 | 96.5 | 21.4 | .0230 | 792,926 | .0226 | 338,318 | .0187 | .0219 | .0214 | .0233 | .0183 |
| Monroe | 715.0 | .2850 | 1.8 | 1,084 | 85.4 | 272.4 | .2937 | 11,742,593 | .3356 | 5,857,492 | .3242 | .3221 | .2770 | .2785 | .3418 |
| Ontario | 95.5 | .0381 | 7.4 | 148 | 97.3 | 35.1 | .0379 | 1,404,550 | .0401 | 854,295 | .0473 | .0418 | .0351 | .0408 | .0443 |
| Orleans | 42.1 | .0168 | 9.4 | 108 | 92.0 | 14.5 | .0156 | 561,292 | .0160 | 163,268 | .0090 | .0142 | .0140 | .0140 | .0132 |
| Wayne | 89.5 | .0356 | 5.8 | 148 | 96.0 | 32.1 | .0346 | 1,201,746 | .0343 | 430,063 | .0238 | .0314 | .0320 | .0325 | .0283 |
| **SYRACUSE** | 661.0 | .2635 | 2.8 | 277 | 92.0 | 244.3 | .2634 | 9,462,606 | .2705 | 4,863,427 | .2692 | .2685 | .2575 | .2649 | .2850 |
| Madison | 69.4 | .0277 | 6.5 | 106 | 97.8 | 23.7 | .0256 | 862,338 | .0247 | 363,424 | .0201 | .0238 | .0249 | .0257 | .0211 |
| Onondaga | 469.1 | .1870 | 1.1 | 601 | 89.4 | 177.9 | .1918 | 6,999,085 | .2000 | 3,864,868 | .2139 | .2016 | .1908 | .1956 | .2259 |
| Oswego | 122.5 | .0488 | 7.5 | 129 | 98.7 | 42.7 | .0460 | 1,601,183 | .0458 | 635,135 | .0352 | .0431 | .0418 | .0436 | .0380 |
| **UTICA - ROME** | 316.3 | .1261 | -1.2 | 121 | 94.3 | 117.3 | .1266 | 3,997,878 | .1142 | 2,068,989 | .1144 | .1166 | .1293 | .1336 | .1127 |
| Herkimer | 65.8 | .0262 | -1.4 | 47 | 99.3 | 24.9 | .0269 | 798,771 | .0228 | 363,899 | .0201 | .0226 | .0281 | .0280 | .0209 |
| Oneida | 250.5 | .0999 | -1.2 | 207 | 93.0 | 92.4 | .0997 | 3,199,107 | .0914 | 1,705,090 | .0943 | .0940 | .1012 | .1056 | .0918 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Albany | 293.1 | .1169 | 2.5 | 560 | 89.3 | 116.0 | .1251 | 4,875,168 | .1393 | 3,136,897 | .1736 | .1451 | .1215 | .1376 | .1600 |
| Allegany | 50.5 | .0201 | -2.4 | 49 | 98.5 | 17.0 | .0183 | 453,723 | .0130 | 168,[illegible]72 | .0104 | .0137 | .0227 | .0199 | .0110 |
| Bronx | 1,210.7 | .4828 | 3.6 | 28,826 | 49.6 | 426.7 | .4601 | 12,260,905 | .3504 | 3,1[illegible]270 | .1754 | .3243 | .5465 | .3928 | .3202 |
| Broome | 211.8 | .0844 | -.9 | 300 | 95.8 | 81.7 | .0881 | 3,222,537 | .0921 | 1,732,885 | .0959 | .0918 | .0822 | .0930 | .0920 |
| Cattaraugus | 84.0 | .0335 | -2.0 | 64 | 96.4 | 30.4 | .0328 | 941,722 | .0269 | 454,633 | .0252 | .0276 | .0354 | .0345 | .0261 |
| Cayuga | 82.5 | .0329 | 3.3 | 119 | 95.3 | 29.1 | .0314 | 941,194 | .0269 | 431,131 | .0239 | .0273 | .0342 | .0320 | .0267 |
| Chautauqua | 141.4 | .0564 | -3.8 | 133 | 97.3 | 53.5 | .0577 | 1,685,496 | .0481 | 850,402 | .0470 | .0495 | .0644 | .0601 | .0461 |
| Chemung | 95.4 | .0380 | -2.3 | 234 | 93.0 | 35.4 | .0382 | 1,176,063 | .0336 | 688,040 | .0381 | .0358 | .0387 | .0423 | .0356 |
| Chenango | 52.1 | .0208 | 5.6 | 58 | 98.6 | 19.3 | .0208 | 626,302 | .0179 | 277,780 | .0154 | .0176 | .0216 | .0230 | .0152 |
| Clinton | 86.3 | .0344 | 6.9 | 83 | 94.1 | 29.3 | .0316 | 950,992 | .0272 | 611,288 | .0338 | .0307 | .0355 | .0382 | .0291 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| SMM ESTIMATES | | | | | | | | | | | | | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Population (Thousands) | % Of U.S. | % Change 1980-90 | Pop Per Sq. Mi. (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **NEW YORK (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Columbia | 63.2 | .0252 | 6.2 | 99 | 95.3 | 23.8 | .0256 | 842,851 | .0241 | 362,317 | .0200 | .0231 | .0267 | .0263 | .0204 |
| Cortland | 49.0 | .0195 | .4 | 96 | 98.5 | 17.3 | .0187 | 555,943 | .0159 | 354,961 | .0197 | .0177 | .0213 | .0214 | .0160 |
| Delaware | 47.4 | .0189 | 1.2 | 33 | 98.3 | 17.7 | .0191 | 544,477 | .0155 | 358,728 | .0198 | .0175 | .0230 | .0230 | .0136 |
| Dutchess | 262.2 | .1046 | 7.0 | 327 | 88.8 | 90.6 | .0977 | 4,495,936 | .1285 | 2,137,103 | .1183 | .1206 | .0863 | .0916 | .1226 |
| Erie | 966.3 | .3852 | -4.9 | 925 | 86.6 | 376.1 | .4055 | 13,697,931 | .3915 | 6,781,443 | .3752 | .3854 | .4218 | .3867 | .3960 |
| Essex | 37.2 | .0149 | 2.8 | 21 | 96.2 | 13.7 | .0148 | 427,913 | .0122 | 264,915 | .0147 | .0135 | .0182 | .0170 | .0109 |
| Franklin | 46.7 | .0186 | 3.9 | 29 | 90.3 | 16.3 | .0176 | 495,942 | .0142 | 272,971 | .0151 | .0153 | .0215 | .0196 | .0120 |
| Fulton | 54.1 | .0215 | -1.9 | 109 | 98.1 | 21.0 | .0226 | 650,066 | .0185 | 321,736 | .0178 | .0189 | .0252 | .0246 | .0162 |
| Genesee | 60.1 | .0240 | 1.2 | 122 | 96.6 | 21.6 | .0233 | 698,914 | .0200 | 367,201 | .0203 | .0209 | .0237 | .0245 | .0193 |
| Greene | 45.1 | .0180 | 10.4 | 70 | 93.8 | 16.7 | .0180 | 547,441 | .0157 | 303,378 | .0168 | .0165 | .0214 | .0195 | .0139 |
| Hamilton | 5.3 | .0021 | 5.3 | 3 | 99.4 | 2.2 | .0024 | 61,153 | .0017 | 25,137 | .0014 | .0017 | .0028 | .0028 | .0014 |
| Herkimer | 65.8 | .0262 | -1.4 | 47 | 99.3 | 24.9 | .0269 | 798,771 | .0228 | 363,899 | .0201 | .0226 | .0281 | .0280 | .0209 |
| Jefferson | 114.3 | .0456 | 29.7 | 90 | 91.9 | 39.1 | .0421 | 1,149,446 | .0329 | 839,703 | .0465 | .0396 | .0491 | .0510 | .0379 |
| Kings | 2,311.6 | .9217 | 3.6 | 32,789 | 52.5 | 832.2 | .8974 | 26,973,916 | .7708 | 7,500,439 | .4150 | .6943 | .9990 | .7653 | .7314 |
| Lewis | 27.1 | .0108 | 8.2 | 21 | 98.9 | 9.4 | .0102 | 282,848 | .0081 | 90,224 | .0050 | .0077 | .0106 | .0104 | .0065 |
| Livingston | 62.8 | .0250 | 10.2 | 99 | 96.5 | 21.4 | .0230 | 792,926 | .0226 | 338,318 | .0187 | .0219 | .0214 | .0233 | .0183 |
| Madison | 69.4 | .0277 | 6.5 | 106 | 97.8 | 23.7 | .0256 | 862,338 | .0247 | 363,424 | .0201 | .0238 | .0249 | .0257 | .0211 |
| Monroe | 715.0 | .2850 | 1.8 | 1,084 | 85.4 | 272.4 | .2937 | 11,742,593 | .3356 | 5,857,492 | .3242 | .3221 | .2770 | .2785 | .3418 |
| Montgomery | 51.9 | .0207 | -2.9 | 128 | 98.3 | 20.2 | .0218 | 669,613 | .0191 | 311,405 | .0172 | .0188 | .0237 | .0225 | .0163 |
| Nassau | 1,285.6 | .5126 | -2.7 | 4,483 | 87.6 | 430.9 | .4647 | 29,084,633 | .8311 | 14,420,166 | .7979 | .7576 | .3568 | .4311 | .8048 |
| New York (Manhattan) | 1,497.7 | .5972 | 4.9 | 52,736 | 65.5 | 721.6 | .7781 | 35,369,325 | 1.0108 | 18,127,873 | 1.0031 | .9256 | .7423 | .7384 | 1.2258 |
| Niagara | 220.6 | .0879 | -3.0 | 422 | 93.1 | 84.7 | .0913 | 2,934,834 | .0830 | 1,448,250 | .0802 | .0832 | .0918 | .0890 | .0858 |
| Oneida | 250.5 | .0999 | -1.2 | 207 | 93.0 | 92.4 | .0997 | 3,199,107 | .0914 | 1,705,090 | .0943 | .0940 | .1012 | .1056 | .0918 |
| Onondaga | 469.1 | .1870 | 1.1 | 601 | 89.4 | 177.9 | .1918 | 6,999,085 | .2000 | 3,864,868 | .2139 | .2016 | .1908 | .1956 | .2259 |
| Ontario | 95.5 | .0381 | 7.4 | 148 | 97.3 | 35.1 | .0379 | 1,404,550 | .0401 | 854,295 | .0473 | .0418 | .0351 | .0408 | .0443 |
| Orange | 312.7 | .1247 | 20.5 | 383 | 90.9 | 103.3 | .1114 | 4,474,430 | .1279 | 2,416,510 | .1337 | .1290 | .1123 | .1114 | .1287 |
| Orleans | 42.1 | .0168 | 9.4 | 108 | 92.0 | 14.5 | .0156 | 561,292 | .0160 | 163,268 | .0090 | .0142 | .0140 | .0140 | .0132 |
| Oswego | 122.5 | .0488 | 7.5 | 129 | 98.7 | 42.7 | .0460 | 1,601,183 | .0458 | 635,135 | .0352 | .0431 | .0418 | .0436 | .0380 |
| Otsego | 60.8 | .0242 | 2.9 | 61 | 97.8 | 21.8 | .0235 | 786,708 | .0225 | 478,694 | .0264 | .0240 | .0243 | .0269 | .0176 |
| Putnam | 84.7 | .0338 | 9.7 | 366 | 97.8 | 28.4 | .0307 | 1,597,349 | .0456 | 486,183 | .0269 | .0376 | .0214 | .0232 | .0333 |
| Queens | 1,962.4 | .7824 | 2.8 | 17,938 | 63.2 | 724.2 | .7809 | 28,614,343 | .8177 | 8,122,690 | .4495 | .7003 | .6864 | .6717 | .7377 |
| Rensselaer | 154.6 | .0617 | 1.7 | 236 | 94.8 | 57.7 | .0622 | 2,201,583 | .0629 | 849,624 | .0470 | .0579 | .0615 | .0570 | .0516 |
| Richmond | 383.0 | .1527 | 8.8 | 6,536 | 86.6 | 131.9 | .1423 | 6,483,154 | .1853 | 2,005,309 | .1110 | .1564 | .1252 | .1086 | .1587 |
| Rockland | 265.7 | .1059 | 2.4 | 1,525 | 84.9 | 84.9 | .0915 | 5,490,261 | .1569 | 1,864,576 | .1032 | .1306 | .0664 | .0702 | .1219 |
| St. Lawrence | 111.7 | .0445 | -2.3 | 42 | 96.8 | 37.9 | .0409 | 1,170,137 | .0334 | 685,965 | .0379 | .0370 | .0514 | .0441 | .0298 |
| Saratoga | 185.9 | .0742 | 20.9 | 229 | 97.7 | 68.2 | .0735 | 2,921,803 | .0835 | 1,299,958 | .0720 | .0782 | .0591 | .0703 | .0750 |
| Schenectady | 149.3 | .0595 | -.4 | 724 | 94.0 | 59.2 | .0639 | 2,396,586 | .0685 | 1,143,744 | .0632 | .0651 | .0613 | .0624 | .0670 |
| Schoharie | 32.1 | .0128 | 8.0 | 52 | 97.9 | 11.4 | .0123 | 365,369 | .0105 | 154,562 | .0086 | .0103 | .0136 | .0130 | .0092 |
| Schuyler | 18.7 | .0074 | 5.7 | 57 | 98.6 | 6.8 | .0073 | 245,235 | .0070 | 98,702 | .0055 | .0067 | .0054 | .0076 | .0059 |
| Seneca | 33.6 | .0134 | -.4 | 103 | 97.4 | 12.3 | .0132 | 465,187 | .0133 | 178,364 | .0098 | .0122 | .0113 | .0133 | .0107 |
| Steuben | 99.3 | .0396 | .1 | 71 | 98.0 | 37.4 | .0404 | 1,169,793 | .0334 | 589,656 | .0327 | .0345 | .0463 | .0448 | .0327 |
| Suffolk | 1,330.6 | .5305 | 3.6 | 1,460 | 91.4 | 427.6 | .4611 | 24,688,144 | .7055 | 11,632,730 | .6437 | .6519 | .3899 | .4163 | .6534 |
| Sullivan | 69.9 | .0279 | 7.3 | 72 | 90.1 | 24.8 | .0267 | 925,454 | .0264 | 512,964 | .0283 | .0273 | .0322 | .0288 | .0230 |
| Tioga | 52.6 | .0210 | 5.6 | 101 | 98.5 | 18.9 | .0204 | 819,254 | .0235 | 235,174 | .0131 | .0198 | .0155 | .0181 | .0171 |
| Tompkins | 94.6 | .0377 | 8.5 | 199 | 90.4 | 33.5 | .0361 | 1,424,520 | .0407 | 643,548 | .0356 | .0386 | .0352 | .0371 | .0350 |
| Ulster | 166.2 | .0663 | 5.1 | 148 | 93.3 | 61.2 | .0660 | 2,454,865 | .0701 | 1,300,807 | .0719 | .0699 | .0677 | .0691 | .0622 |
| Warren | 59.7 | .0238 | 8.8 | 69 | 98.8 | 22.8 | .0246 | 813,127 | .0233 | 758,626 | .0420 | .0290 | .0294 | .0324 | .0276 |
| Washington | 59.9 | .0239 | 9.3 | 72 | 95.8 | 20.5 | .0221 | 689,686 | .0197 | 276,400 | .0153 | .0193 | .0231 | .0223 | .0163 |
| Wayne | 89.5 | .0356 | 5.8 | 148 | 96.0 | 32.1 | .0346 | 1,201,746 | .0343 | 430,063 | .0238 | .0314 | .0320 | .0325 | .0283 |
| Westchester | 876.3 | .3494 | 1.1 | 2,024 | 81.7 | 320.6 | .3457 | 20,398,622 | .5829 | 8,042,013 | .4450 | .4948 | .2669 | .3001 | .4965 |
| Wyoming | 42.8 | .0171 | 7.3 | 72 | 93.9 | 14.0 | .0151 | 475,476 | .0136 | 197,312 | .0109 | .0135 | .0150 | .0157 | .0120 |
| Yates | 23.0 | .0092 | 7.2 | 68 | 98.8 | 8.5 | .0092 | 230,916 | .0066 | 98,692 | .0055 | .0067 | .0112 | .0098 | .0051 |
| **TOTAL METRO COUNTIES** | **16,453.0** | **6.5600** | **2.7** | **779** | **76.0** | **6,091.6** | **6.5688** | **267,715,731** | **7.6505** | **114,317,940** | **6.3259** | **7.0349** | **6.2814** | **6.0215** | **7.4789** |
| **TOTAL STATE** | **18,065.5** | **7.2029** | **2.9** | **383** | **77.7** | **6,668.4** | **7.1908** | **287,052,877** | **8.2030** | **124,478,903** | **6.8880** | **7.6084** | **6.9665** | **6.6999** | **7.9844** |
| **NORTH CAROLINA** | | | | | | | | | | | | | | | |
| **ASHEVILLE** | **175.9** | **.0701** | **9.3** | **268** | **91.1** | **71.3** | **.0769** | **2,189,728** | **.0625** | **1,352,789** | **.0749** | **.0678** | **.0856** | **.0871** | **.0714** |
| Buncombe | 175.9 | .0701 | 9.3 | 268 | 91.1 | 71.3 | .0769 | 2,189,728 | .0625 | 1,352,789 | .0749 | .0678 | .0856 | .0871 | .0714 |
| **BURLINGTON** | **109.0** | **.0434** | **9.7** | **253** | **80.0** | **43.0** | **.0464** | **1,318,377** | **.0377** | **924,502** | **.0512** | **.0429** | **.0503** | **.0534** | **.0464** |
| Alamance | 109.0 | .0434 | 9.7 | 253 | 80.0 | 43.0 | .0464 | 1,318,377 | .0377 | 924,502 | .0512 | .0429 | .0503 | .0534 | .0464 |
| **CHARLOTTE - GASTONIA - ROCK HILL** | **1,181.4** | **.4710** | **21.6** | **350** | **78.6** | **448.3** | **.4835** | **15,830,970** | **.4524** | **8,769,068** | **.4851** | **.4657** | **.4548** | **.5198** | **.4907** |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES |  |  |  |  |  |  |  |  |  |  |  |  | Graduated Buying Power Indexes |  |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Population (Thousands) | % Of U.S. | % Change 1980-90 | Pop Per Sq. Mi. (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **NORTH CAROLINA (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **CHARLOTTE - GASTONIA - ROCK HILL (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Cabarrus | 99.9 | .0399 | 16.3 | 274 | 86.3 | 37.9 | .0408 | 1,241,990 | .0355 | 686,470 | .0380 | .0370 | .0402 | .0432 | .0392 |
| Gaston | 176.0 | .0702 | 8.3 | 494 | 86.2 | 65.7 | .0709 | 2,170,747 | .0620 | 1,162,560 | .0643 | .0643 | .0695 | .0774 | .0627 |
| Lincoln | 51.1 | .0204 | 20.6 | 171 | 91.2 | 19.1 | .0206 | 652,042 | .0187 | 263,435 | .0145 | .0178 | .0170 | .0210 | .0182 |
| Mecklenburg | 523.9 | .2088 | 29.6 | 993 | 71.5 | 205.2 | .2213 | 7,829,077 | .2237 | 4,792,442 | .2652 | .2332 | .2032 | .2428 | 2555 |
| Rowan | 111.4 | .0444 | 12.3 | 218 | 83.2 | 42.8 | .0462 | 1,304,721 | .0373 | 545,325 | .0302 | .0365 | .0447 | .0488 | .0362 |
| Union | 85.5 | .0340 | 21.4 | 134 | 83.4 | 29.8 | .0322 | 1,016,104 | .0291 | 447,109 | .0247 | .0287 | .0296 | .0325 | .0291 |
| *York, S. C.* | *133.6* | *.0533* | *25.2* | *196* | *79.0* | *47.8* | *.0515* | *1,616,289* | *.0461* | *871,727* | *.0482* | *.0482* | *.0506* | *.0541* | *.0498* |
| **FAYETTEVILLE** | **275.8** | **.1100** | **11.6** | **422** | **63.5** | **92.0** | **.0992** | **2,948,844** | **.0843** | **1,720,790** | **.0952** | **.0927** | **.1070** | **.1227** | **.0861** |
| Cumberland | 275.8 | .1100 | 11.6 | 422 | 63.5 | 92.0 | .0992 | 2,948,844 | .0843 | 1,720,790 | .0952 | .0927 | .1070 | .1227 | .0861 |
| **GREENSBORO - WINSTON-SALEM - HIGH POINT** | **949.6** | **.3787** | **11.5** | **275** | **79.5** | **375.2** | **.4045** | **13,135,363** | **.3753** | **7,251,632** | **.4012** | **.3838** | **.3859** | **.4348** | **.4308** |
| Davidson | 127.8 | .0510 | 12.9 | 231 | 89.5 | 49.4 | .0532 | 1,533,371 | .0438 | 610,021 | .0337 | .0422 | .0508 | .0566 | .0413 |
| Davie | 28.1 | .0112 | 14.2 | 106 | 90.6 | 10.9 | .0118 | 361,972 | .0104 | 110,635 | .0061 | .0093 | .0114 | .0112 | .0095 |
| Forsyth | 267.8 | .1068 | 9.9 | 654 | 74.2 | 108.2 | .1167 | 3,912,429 | .1118 | 2,454,546 | .1359 | .1179 | .1141 | .1257 | .1310 |
| Guilford | 349.9 | .1395 | 10.3 | 538 | 71.8 | 138.7 | .1496 | 5,205,133 | .1487 | 3,333,879 | .1845 | .1577 | .1415 | .1679 | .1907 |
| Randolph | 107.8 | .0430 | 18.1 | 137 | 93.2 | 41.6 | .0448 | 1,277,408 | .0365 | 506,076 | .0280 | .0353 | .0406 | .0488 | .0380 |
| Stokes | 37.5 | .0150 | 13.3 | 83 | 94.1 | 14.2 | .0153 | 496,651 | .0142 | 103,982 | .0057 | .0118 | .0131 | .0123 | .0119 |
| Yadkin | 30.7 | .0122 | 8.0 | 91 | 95.6 | 12.2 | .0131 | 348,399 | .0099 | 132,493 | .0073 | .0096 | .0144 | .0123 | .0084 |
| **HICKORY - MORGANTON** | **223.4** | **.0891** | **10.2** | **191** | **91.1** | **85.8** | **.0925** | **2,806,496** | **.0801** | **1,601,838** | **.0886** | **.0846** | **.0900** | **.1067** | **.0883** |
| Alexander | 27.8 | .0111 | 11.2 | 107 | 93.5 | 10.4 | .0112 | 295,737 | .0084 | 107,994 | .0059 | .0083 | .0105 | .0123 | .0084 |
| Burke | 76.1 | .0303 | 5.0 | 150 | 91.9 | 29.3 | .0316 | 877,808 | .0251 | 419,352 | .0232 | .0256 | .0333 | .0371 | .0246 |
| Catawba | 119.5 | .0477 | 13.6 | 299 | 90.0 | 46.1 | .0497 | 1,632,951 | .0466 | 1,074,492 | .0595 | .0507 | .0462 | .0573 | .0553 |
| **JACKSONVILLE** | **151.5** | **.0604** | **34.3** | **198** | **76.7** | **41.3** | **.0446** | **1,234,297** | **.0353** | **744,716** | **.0413** | **.0422** | **.0585** | **.0571** | **.0308** |
| Onslow | 151.5 | .0604 | 34.3 | 198 | 76.7 | 41.3 | .0446 | 1,234,297 | .0353 | 744,716 | .0413 | .0422 | .0585 | .0571 | .0308 |
| **RALEIGH - DURHAM** | **750.2** | **.2991** | **33.8** | **372** | **72.8** | **293.7** | **.3165** | **11,460,063** | **.3276** | **6,093,748** | **.3370** | **.3247** | **.2888** | **.3262** | **.3282** |
| Durham | 184.0 | .0733 | 20.9 | 633 | 60.5 | 73.2 | .0789 | 2,834,827 | .0811 | 1,392,829 | .0770 | .0783 | .0740 | .0787 | .0809 |
| Franklin | 36.9 | .0147 | 22.8 | 75 | 64.5 | 13.7 | .0147 | 391,132 | .0112 | 121,801 | .0067 | .0106 | .0161 | .0139 | .0092 |
| Orange | 95.2 | .0380 | 23.5 | 238 | 81.2 | 36.7 | .0395 | 1,262,974 | .0361 | 606,771 | .0335 | .0356 | .0452 | .0415 | .0297 |
| Wake | 434.1 | .1731 | 44.0 | 521 | 76.9 | 170.1 | .1834 | 6,971,130 | .1992 | 3,972,347 | .2198 | .2002 | .1535 | .1921 | .2084 |
| **WILMINGTON** | **121.4** | **.0484** | **17.3** | **610** | **79.1** | **48.6** | **.0524** | **1,445,557** | **.0413** | **1,099,893** | **.0608** | **.0486** | **.0643** | **.0581** | **.0498** |
| New Hanover | 121.4 | .0484 | 17.3 | 610 | 79.1 | 48.6 | .0524 | 1,445,557 | .0413 | 1,099,893 | .0608 | .0486 | .0643 | .0581 | .0498 |
| **ALL COUNTIES** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Alamance | 109.0 | .0434 | 9.7 | 253 | 80.0 | 43.0 | .0464 | 1,318,377 | .0377 | 924,502 | .0512 | .0429 | .0503 | .0534 | .0464 |
| Alexander | 27.8 | .0111 | 11.2 | 107 | 93.5 | 10.4 | .0112 | 295,737 | .0084 | 107,994 | .0059 | .0083 | .0105 | .0123 | .0084 |
| Alleghany | 9.6 | .0038 | .1 | 41 | 98.0 | 3.9 | .0042 | 86,545 | .0025 | 49,508 | .0028 | .0028 | .0059 | .0049 | .0019 |
| Anson | 23.4 | .0094 | -8.8 | 44 | 52.2 | 8.5 | .0092 | 201,956 | .0058 | 96,787 | .0053 | .0064 | .0123 | .0098 | .0053 |
| Ashe | 22.3 | .0088 | -.1 | 52 | 99.1 | 8.9 | .0096 | 206,923 | .0059 | 130,939 | .0073 | .0068 | .0129 | .0109 | .0057 |
| Avery | 14.9 | .0060 | 3.4 | 60 | 98.5 | 5.5 | .0059 | 135,396 | .0039 | 84,909 | .0047 | .0046 | .0077 | .0071 | .0038 |
| Beaufort | 42.4 | .0169 | 5.1 | 51 | 68.6 | 16.2 | .0175 | 413,641 | .0118 | 247,327 | .0137 | .0134 | .0215 | .0190 | .0113 |
| Bertie | 20.3 | .0081 | -3.5 | 29 | 38.0 | 7.4 | .0079 | 180,131 | .0051 | 57,747 | .0031 | .0052 | .0106 | .0073 | .0039 |
| Bladen | 28.6 | .0114 | -6.2 | 33 | 59.1 | 10.7 | .0116 | 236,839 | .0068 | 112,061 | .0063 | .0075 | .0157 | .0122 | .0063 |
| Brunswick | 52.1 | .0208 | 45.6 | 61 | 81.5 | 20.5 | .0221 | 537,909 | .0154 | 239,852 | .0132 | .0158 | .0273 | .0213 | .0137 |
| Buncombe | 175.9 | .0701 | 9.3 | 268 | 91.1 | 71.3 | .0769 | 2,189,728 | .0625 | 1,352,789 | .0749 | .0678 | .0856 | .0871 | .0714 |
| Burke | 76.1 | .0303 | 5.0 | 150 | 91.9 | 29.3 | .0316 | 877,808 | .0251 | 419,352 | .0232 | .0256 | .0333 | .0371 | .0246 |
| Cabarrus | 99.9 | .0399 | 16.3 | 274 | 86.3 | 37.9 | .0408 | 1,241,990 | .0355 | 686,470 | .0380 | .0370 | .0402 | .0432 | .0392 |
| Caldwell | 71.0 | .0283 | 4.8 | 151 | 94.2 | 27.3 | .0295 | 817,800 | .0234 | 423,388 | .0234 | .0244 | .0296 | .0333 | .0290 |
| Camden | 6.0 | .0024 | 2.9 | 25 | 74.9 | 2.2 | .0023 | 60,792 | .0017 | 7,943 | .0004 | .0016 | .0025 | .0020 | .0015 |
| Carteret | 53.2 | .0212 | 29.5 | 100 | 90.6 | 21.5 | .0232 | 583,329 | .0167 | 391,316 | .0217 | .0190 | .0309 | .0271 | .0182 |
| Caswell | 20.7 | .0082 | .0 | 49 | 59.1 | 7.5 | .0081 | 166,929 | .0048 | 27,524 | .0015 | .0045 | .0097 | .0078 | .0036 |
| Catawba | 119.5 | .0477 | 13.6 | 299 | 90.0 | 46.1 | .0497 | 1,632,951 | .0466 | 1,074,492 | .0595 | .0507 | .0462 | .0573 | .0553 |
| Chatham | 39.1 | .0156 | 17.0 | 57 | 76.7 | 15.4 | .0166 | 441,549 | .0127 | 147,279 | .0081 | .0118 | .0168 | .0170 | .0114 |
| Cherokee | 20.4 | .0081 | 7.7 | 45 | 95.9 | 8.1 | .0088 | 209,659 | .0059 | 139,340 | .0077 | .0069 | .0125 | .0103 | .0059 |
| Chowan | 13.6 | .0054 | 8.3 | 79 | 62.1 | 5.1 | .0055 | 138,516 | .0040 | 76,019 | .0042 | .0044 | .0073 | .0061 | .0037 |
| Clay | 7.2 | .0029 | 6.9 | 34 | 98.8 | 2.9 | .0031 | 70,904 | .0020 | 25,898 | .0015 | .0020 | .0039 | .0035 | .0014 |
| Cleveland | 85.0 | .0339 | 1.9 | 183 | 78.4 | 32.1 | .0346 | 1,044,023 | .0299 | 552,073 | .0305 | .0309 | .0355 | .0362 | .0303 |
| Columbus | 49.6 | .0198 | -2.8 | 53 | 66.3 | 18.5 | .0200 | 456,946 | .0130 | 277,629 | .0154 | .0151 | .0278 | .0210 | .0134 |
| Craven | 82.2 | .0327 | 15.7 | 118 | 72.6 | 29.8 | .0321 | 899,543 | .0257 | 541,842 | .0300 | .0284 | .0379 | .0370 | .0235 |
| Cumberland | 275.8 | .1100 | 11.6 | 422 | 63.5 | 92.0 | .0992 | 2,948,844 | .0843 | 1,720,790 | .0952 | .0927 | .1070 | .1227 | .0861 |
| Currituck | 13.9 | .0055 | 25.3 | 53 | 88.1 | 5.1 | .0055 | 136,197 | .0039 | 73,988 | .0041 | .0043 | .0058 | .0061 | .0034 |
| Dare | 23.6 | .0094 | 76.4 | 62 | 96.0 | 9.7 | .0105 | 287,689 | .0082 | 296,211 | .0164 | .0109 | .0158 | .0145 | .0098 |
| Davidson | 127.8 | .0510 | 12.9 | 231 | 89.5 | 49.4 | .0532 | 1,533,371 | .0438 | 610,021 | .0337 | .0422 | .0508 | .0566 | .0413 |
| Davie | 28.1 | .0112 | 14.2 | 106 | 90.6 | 10.9 | .0118 | 361,972 | .0104 | 110,635 | .0061 | .0093 | .0114 | .0112 | .0095 |
| Duplin | 40.0 | .0160 | -2.3 | 49 | 66.2 | 14.9 | .0161 | 349,163 | .0099 | 182,651 | .0102 | .0112 | .0222 | .0170 | .0096 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Population (Thousands) | % Of U.S. | % Change 1980–90 | Pop Per Sq. Mi. (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes: EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **NORTH CAROLINA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Durham | 184.0 | .0733 | 20.9 | 633 | 60.5 | 73.2 | .0789 | 2,834,827 | .0811 | 1,392,829 | .0770 | .0783 | .0740 | .0787 | .0809 |
| Edgecombe | 56.7 | .0226 | 1.3 | 112 | 43.3 | 20.4 | .0220 | 572,922 | .0163 | 208,111 | .0115 | .0162 | .0253 | .0208 | .0150 |
| Forsyth | 267.8 | .1068 | 9.9 | 654 | 74.2 | 108.2 | .1167 | 3,912,429 | .1118 | 2,454,546 | .1359 | .1179 | .1141 | .1257 | .1310 |
| Franklin | 36.9 | .0147 | 22.8 | 75 | 64.5 | 13.7 | .0147 | 391,132 | .0112 | 121,801 | .0067 | .0106 | .0161 | .0139 | .0092 |
| Gaston | 176.0 | .0702 | 8.3 | 494 | 86.2 | 65.7 | .0709 | 2,170,747 | .0620 | 1,162,560 | .0643 | .0643 | .0695 | .0774 | .0627 |
| Gates | 9.4 | .0037 | 5.9 | 28 | 55.4 | 3.4 | .0036 | 81,514 | .0024 | 29,429 | .0017 | .0024 | .0049 | .0036 | .0017 |
| Graham | 7.2 | .0029 | –.2 | 25 | 93.5 | 2.8 | .0031 | 59,655 | .0017 | 23,357 | .0013 | .0018 | .0040 | .0033 | .0013 |
| Granville | 38.8 | .0155 | 14.0 | 73 | 60.8 | 13.3 | .0143 | 359,841 | .0103 | 167,580 | .0092 | .0110 | .0177 | .0154 | .0093 |
| Greene | 15.3 | .0061 | –5.1 | 58 | 57.5 | 5.4 | .0058 | 158,459 | .0045 | 37,221 | .0021 | .0042 | .0061 | .0056 | .0036 |
| Guilford | 349.9 | .1395 | 10.3 | 538 | 71.8 | 138.7 | .1496 | 5,205,133 | .1487 | 3,333,879 | .1845 | .1577 | .1415 | .1679 | .1907 |
| Halifax | 55.7 | .0222 | 1.1 | 77 | 46.6 | 20.4 | .0220 | 500,769 | .0143 | 315,660 | .0174 | .0167 | .0315 | .0222 | .0156 |
| Harnett | 68.6 | .0273 | 15.2 | 115 | 76.0 | 25.5 | .0275 | 685,556 | .0196 | 275,858 | .0153 | .0199 | .0320 | .0295 | .0170 |
| Haywood | 46.9 | .0187 | .9 | 85 | 98.1 | 19.2 | .0207 | 570,757 | .0163 | 338,047 | .0187 | .0175 | .0234 | .0226 | .0160 |
| Henderson | 70.1 | .0280 | 19.7 | 188 | 95.8 | 29.1 | .0314 | 892,729 | .0256 | 565,322 | .0313 | .0277 | .0328 | .0355 | .0241 |
| Hertford | 22.4 | .0089 | –4.2 | 63 | 40.7 | 8.1 | .0087 | 205,465 | .0058 | 150,429 | .0083 | .0073 | .0128 | .0097 | .0055 |
| Hoke | 23.1 | .0092 | 13.3 | 59 | 42.3 | 7.5 | .0081 | 196,625 | .0056 | 54,988 | .0030 | .0055 | .0102 | .0081 | .0044 |
| Hyde | 5.4 | .0022 | –8.1 | 9 | 67.1 | 2.1 | .0023 | 43,162 | .0013 | 27,096 | .0015 | .0015 | .0035 | .0023 | .0009 |
| Iredell | 93.9 | .0374 | 13.8 | 163 | 83.4 | 35.9 | .0387 | 1,109,120 | .0317 | 591,266 | .0328 | .0331 | .0386 | .0434 | .0323 |
| Jackson | 27.0 | .0108 | 4.6 | 55 | 88.0 | 9.7 | .0104 | 260,141 | .0074 | 135,741 | .0075 | .0082 | .0144 | .0118 | .0067 |
| Johnston | 82.1 | .0327 | 16.3 | 104 | 81.8 | 31.9 | .0344 | 832,884 | .0238 | 516,769 | .0286 | .0270 | .0425 | .0381 | .0281 |
| Jones | 9.4 | .0038 | –3.2 | 20 | 60.9 | 3.5 | .0038 | 84,716 | .0024 | 23,091 | .0013 | .0024 | .0047 | .0037 | .0019 |
| Lee | 41.7 | .0166 | 13.6 | 162 | 76.0 | 15.8 | .0170 | 474,104 | .0136 | 393,468 | .0217 | .0165 | .0208 | .0207 | .0153 |
| Lenoir | 57.2 | .0228 | –4.4 | 143 | 60.0 | 21.9 | .0237 | 557,929 | .0159 | 410,820 | .0228 | .0194 | .0315 | .0266 | .0177 |
| Lincoln | 51.1 | .0204 | 20.6 | 171 | 91.2 | 19.1 | .0206 | 652,042 | .0187 | 263,435 | .0145 | .0178 | .0170 | .0210 | .0182 |
| McDowell | 35.7 | .0142 | 1.6 | 81 | 95.1 | 13.7 | .0147 | 400,879 | .0114 | 184,710 | .0103 | .0117 | .0155 | .0159 | .0104 |
| Macon | 23.7 | .0094 | 17.5 | 46 | 97.8 | 9.9 | .0107 | 237,478 | .0068 | 155,556 | .0086 | .0078 | .0155 | .0126 | .0068 |
| Madison | 16.9 | .0068 | .4 | 38 | 98.9 | 6.5 | .0070 | 147,899 | .0042 | 43,079 | .0023 | .0042 | .0099 | .0069 | .0029 |
| Martin | 25.0 | .0100 | –3.7 | 54 | 55.0 | 9.3 | .0100 | 218,426 | .0063 | 136,436 | .0076 | .0073 | .0134 | .0111 | .0060 |
| Mecklenburg | 523.9 | .2088 | 29.6 | 993 | 71.5 | 205.2 | .2213 | 7,829,077 | .2237 | 4,792,442 | .2652 | .2332 | .2032 | .2428 | .2555 |
| Mitchell | 14.5 | .0058 | .5 | 65 | 99.6 | 5.8 | .0063 | 134,462 | .0038 | 77,701 | .0043 | .0045 | .0085 | .0071 | .0038 |
| Montgomery | 23.5 | .0094 | 4.6 | 48 | 72.9 | 8.3 | .0089 | 228,285 | .0066 | 103,527 | .0057 | .0067 | .0100 | .0095 | .0061 |
| Moore | 59.9 | .0239 | 18.6 | 86 | 80.9 | 24.2 | .0261 | 767,710 | .0219 | 410,262 | .0227 | .0226 | .0290 | .0279 | .0204 |
| Nash | 77.3 | .0308 | 15.1 | 143 | 67.9 | 29.3 | .0316 | 898,971 | .0257 | 666,322 | .0369 | .0301 | .0373 | .0357 | .0269 |
| New Hanover | 121.4 | .0484 | 17.3 | 610 | 79.1 | 48.6 | .0524 | 1,445,557 | .0413 | 1,099,893 | .0608 | .0486 | .0643 | .0581 | .0498 |
| Northampton | 20.6 | .0082 | –7.2 | 38 | 40.5 | 7.5 | .0081 | 185,400 | .0053 | 54,165 | .0030 | .0051 | .0105 | .0077 | .0035 |
| Onslow | 151.5 | .0604 | 34.3 | 198 | 76.7 | 41.3 | .0446 | 1,234,297 | .0353 | 744,716 | .0413 | .0422 | .0585 | .0571 | .0308 |
| Orange | 95.2 | .0380 | 23.5 | 238 | 81.2 | 36.7 | .0395 | 1,262,974 | .0361 | 606,771 | .0335 | .0356 | .0452 | .0415 | .0297 |
| Pamlico | 11.4 | .0045 | 9.6 | 34 | 73.9 | 4.5 | .0049 | 105,162 | .0030 | 32,493 | .0018 | .0030 | .0068 | .0046 | .0023 |
| Pasquotank | 31.5 | .0126 | 10.7 | 139 | 62.1 | 11.5 | .0124 | 265,995 | .0076 | 283,646 | .0157 | .0110 | .0192 | .0155 | .0089 |
| Pender | 29.4 | .0117 | 32.1 | 34 | 69.5 | 11.3 | .0122 | 246,730 | .0070 | 75,530 | .0042 | .0072 | .0168 | .0112 | .0058 |
| Perquimans | 10.6 | .0042 | 11.7 | 43 | 67.1 | 4.0 | .0043 | 73,887 | .0021 | 30,251 | .0017 | .0024 | .0066 | .0040 | .0015 |
| Person | 30.4 | .0121 | 4.2 | 77 | 69.1 | 11.5 | .0124 | 305,777 | .0088 | 168,430 | .0093 | .0095 | .0154 | .0137 | .0092 |
| Pitt | 109.4 | .0437 | 21.4 | 168 | 65.8 | 41.1 | .0443 | 1,092,006 | .0312 | 859,163 | .0475 | .0386 | .0602 | .0501 | .0315 |
| Polk | 14.5 | .0057 | 11.7 | 61 | 93.5 | 6.1 | .0066 | 199,568 | .0057 | 54,597 | .0031 | .0049 | .0068 | .0059 | .0043 |
| Randolph | 107.8 | .0430 | 18.1 | 137 | 93.2 | 41.6 | .0448 | 1,277,408 | .0365 | 506,076 | .0280 | .0353 | .0406 | .0488 | .0380 |
| Richmond | 44.5 | .0178 | –2.2 | 94 | 69.2 | 16.8 | .0182 | 440,208 | .0126 | 255,143 | .0141 | .0141 | .0224 | .0196 | .0136 |
| Robeson | 105.7 | .0421 | 4.0 | 111 | 35.9 | 36.3 | .0391 | 975,751 | .0278 | 575,131 | .0318 | .0319 | .0485 | .0440 | .0362 |
| Rockingham | 86.4 | .0345 | 3.6 | 153 | 79.1 | 33.6 | .0362 | 1,085,803 | .0311 | 468,305 | .0259 | .0302 | .0374 | .0363 | .0322 |
| Rowan | 111.4 | .0444 | 12.3 | 218 | 83.2 | 42.8 | .0462 | 1,304,721 | .0373 | 545,325 | .0302 | .0365 | .0447 | .0488 | .0362 |
| Rutherford | 57.2 | .0228 | 6.3 | 101 | 88.2 | 22.3 | .0240 | 641,887 | .0183 | 370,423 | .0205 | .0200 | .0265 | .0269 | .0186 |
| Sampson | 47.3 | .0188 | –4.8 | 50 | 64.6 | 17.5 | .0189 | 397,741 | .0114 | 209,357 | .0116 | .0129 | .0254 | .0204 | .0100 |
| Scotland | 34.0 | .0136 | 5.4 | 107 | 56.3 | 11.9 | .0128 | 362,115 | .0103 | 182,343 | .0101 | .0109 | .0147 | .0128 | .0096 |
| Stanly | 52.0 | .0207 | 7.2 | 132 | 87.6 | 19.8 | .0214 | 585,512 | .0167 | 308,858 | .0171 | .0176 | .0234 | .0239 | .0152 |
| Stokes | 37.5 | .0150 | 13.3 | 83 | 94.1 | 14.2 | .0153 | 496,651 | .0142 | 103,982 | .0057 | .0118 | .0131 | .0123 | .0119 |
| Surry | 61.9 | .0247 | 4.1 | 115 | 95.2 | 24.3 | .0262 | 683,963 | .0196 | 495,848 | .0274 | .0230 | .0325 | .0312 | .0225 |
| Swain | 11.3 | .0045 | 9.9 | 21 | 70.3 | 4.2 | .0045 | 73,615 | .0021 | 64,404 | .0036 | .0030 | .0080 | .0053 | .0015 |
| Transylvania | 25.7 | .0102 | 9.7 | 68 | 94.7 | 10.0 | .0108 | 316,516 | .0090 | 125,446 | .0070 | .0086 | .0113 | .0099 | .0081 |
| Tyrrell | 3.9 | .0016 | –1.9 | 10 | 59.6 | 1.5 | .0016 | 32,056 | .0009 | 12,640 | .0007 | .0010 | .0023 | .0017 | .0006 |
| Union | 85.5 | .0340 | 21.4 | 134 | 83.4 | 29.8 | .0322 | 1,016,104 | .0291 | 447,109 | .0247 | .0287 | .0296 | .0325 | .0291 |
| Vance | 39.1 | .0156 | 6.4 | 154 | 54.4 | 14.2 | .0153 | 381,365 | .0109 | 307,697 | .0170 | .0137 | .0203 | .0182 | .0112 |
| Wake | 434.1 | .1731 | 44.0 | 521 | 76.9 | 170.1 | .1834 | 6,971,130 | .1992 | 3,972,347 | .2198 | .2002 | .1535 | .1921 | .2084 |
| Warren | 17.3 | .0069 | 6.6 | 40 | 38.4 | 6.3 | .0068 | 144,012 | .0041 | 33,136 | .0019 | .0039 | .0091 | .0064 | .0031 |
| Washington | 14.0 | .0056 | –5.4 | 40 | 53.9 | 5.1 | .0055 | 143,590 | .0041 | 59,864 | .0033 | .0043 | .0067 | .0052 | .0039 |
| Watauga | 37.2 | .0148 | 17.5 | 119 | 97.3 | 13.8 | .0149 | 373,137 | .0107 | 298,777 | .0165 | .0132 | .0209 | .0170 | .0109 |
| Wayne | 105.2 | .0420 | 8.4 | 190 | 66.5 | 37.1 | .0400 | 961,015 | .0274 | 609,725 | .0337 | .0322 | .0499 | .0462 | .0288 |
| Wilkes | 59.6 | .0237 | 1.6 | 79 | 94.9 | 23.1 | .0249 | 645,320 | .0185 | 338,322 | .0188 | .0196 | .0287 | .0289 | .0173 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Population (Thousands) | % Of U.S. | % Change 1980-90 | Pop Per Sq. Mi. (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **NORTH CAROLINA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Wilson | 66.4 | .0265 | 5.2 | 179 | 61.6 | 25.2 | .0272 | 709,507 | .0203 | 490,091 | .0271 | .0237 | .0326 | .0309 | .0204 |
| Yadkin | 30.7 | .0122 | 8.0 | 91 | 95.6 | 12.2 | .0131 | 348,399 | .0099 | 132,493 | .0073 | .0096 | .0144 | .0123 | .0084 |
| Yancey | 15.5 | .0062 | 3.8 | 50 | 98.8 | 6.2 | .0067 | 142,120 | .0041 | 80,855 | .0045 | .0045 | .0089 | .0078 | .0034 |
| **TOTAL METRO COUNTIES** | **3,804.6** | **1.5169** | **18.8** | **316** | **77.9** | **1,451.4** | **1.5650** | **50,753,406** | **1.4504** | **28,687,249** | **1.5871** | **1.5048** | **1.5346** | **1.7118** | **1.5727** |
| **TOTAL STATE** | **6,693.1** | **2.6685** | **13.8** | **137** | **75.9** | **2,542.7** | **2.7419** | **80,666,001** | **2.3052** | **45,755,966** | **2.5319** | **2.4459** | **2.9743** | **2.9981** | **2.4231** |

## NORTH DAKOTA

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Population (Thousands) | % Of U.S. | % Change 1980-90 | Pop Per Sq. Mi. (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **BISMARCK** | **83.8** | **.0335** | **4.8** | **24** | **97.0** | **31.4** | **.0338** | **1,079,718** | **.0309** | **697,011** | **.0385** | **.0336** | **.0339** | **.0367** | **.0302** |
| Burleigh | 60.3 | .0241 | 10.0 | 37 | 96.7 | 22.8 | .0245 | 858,536 | .0245 | 551,372 | .0305 | .0263 | .0226 | .0263 | .0246 |
| Morton | 23.5 | .0094 | -6.7 | 12 | 97.9 | 8.6 | .0093 | 221,182 | .0064 | 145,639 | .0080 | .0073 | .0113 | .0104 | .0056 |
| **FARGO - MOORHEAD** | **154.4** | **.0615** | **12.2** | **55** | **97.7** | **58.2** | **.0628** | **1,961,645** | **.0561** | **1,296,415** | **.0717** | **.0618** | **.0663** | **.0691** | **.0578** |
| Cass | 103.9 | .0414 | 17.7 | 59 | 97.8 | 40.7 | .0439 | 1,415,411 | .0405 | 1,011,087 | .0559 | .0452 | .0462 | .0487 | .0413 |
| *Clay, Minn.* | *50.5* | *.0201* | *2.4* | *48* | *97.5* | *17.5* | *.0189* | *546,234* | *.0156* | *285,328* | *.0158* | *.0166* | *.0201* | *.0204* | *.0165* |
| **GRAND FORKS** | **71.0** | **.0283** | **7.4** | **49** | **94.7** | **25.5** | **.0275** | **1,024,260** | **.0293** | **641,042** | **.0355** | **.0309** | **.0255** | **.0317** | **.0277** |
| Grand Forks | 71.0 | .0283 | 7.4 | 49 | 94.7 | 25.5 | .0275 | 1,024,260 | .0293 | 641,042 | .0355 | .0309 | .0255 | .0317 | .0277 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Adams | 3.1 | .0013 | -13.5 | 3 | 99.6 | 1.2 | .0013 | 34,014 | .0009 | 20,157 | .0011 | .0012 | .0015 | .0014 | .0009 |
| Barnes | 12.5 | .0049 | -10.5 | 8 | 99.0 | 5.0 | .0054 | 136,113 | .0039 | 76,710 | .0043 | .0041 | .0070 | .0058 | .0037 |
| Benson | 7.1 | .0029 | -10.6 | 5 | 60.6 | 2.4 | .0026 | 64,469 | .0019 | 10,619 | .0005 | .0017 | .0028 | .0025 | .0014 |
| Billings | 1.1 | .0004 | -3.3 | 1 | 99.7 | .4 | .0004 | 15,302 | .0004 | 1,174 | .0001 | .0003 | .0004 | .0002 | .0003 |
| Bottineau | 7.9 | .0032 | -14.5 | 5 | 99.0 | 3.1 | .0034 | 89,150 | .0026 | 43,852 | .0024 | .0026 | .0037 | .0036 | .0024 |
| Bowman | 3.5 | .0014 | -17.2 | 3 | 99.7 | 1.4 | .0015 | 46,075 | .0013 | 20,306 | .0012 | .0014 | .0017 | .0015 | .0010 |
| Burke | 2.9 | .0011 | -24.1 | 3 | 99.4 | 1.2 | .0013 | 31,450 | .0009 | 7,513 | .0004 | .0007 | .0015 | .0012 | .0007 |
| Burleigh | 60.3 | .0241 | 10.0 | 37 | 96.7 | 22.8 | .0245 | 858,536 | .0245 | 551,372 | .0305 | .0263 | .0226 | .0263 | .0246 |
| Cass | 103.9 | .0414 | 17.7 | 59 | 97.8 | 40.7 | .0439 | 1,415,411 | .0405 | 1,011,087 | .0559 | .0452 | .0462 | .0487 | .0413 |
| Cavalier | 6.0 | .0024 | -21.4 | 4 | 99.1 | 2.3 | .0025 | 67,180 | .0019 | 36,299 | .0020 | .0022 | .0030 | .0025 | .0019 |
| Dickey | 6.0 | .0024 | -16.8 | 5 | 99.3 | 2.3 | .0025 | 55,314 | .0016 | 27,275 | .0015 | .0016 | .0034 | .0024 | .0013 |
| Divide | 2.9 | .0011 | -17.0 | 2 | 99.4 | 1.2 | .0013 | 38,524 | .0011 | 11,309 | .0007 | .0010 | .0011 | .0012 | .0009 |
| Dunn | 3.9 | .0016 | -15.7 | 2 | 90.2 | 1.4 | .0015 | 32,698 | .0009 | 15,095 | .0008 | .0010 | .0022 | .0014 | .0008 |
| Eddy | 2.9 | .0011 | -18.4 | 5 | 98.2 | 1.2 | .0013 | 28,823 | .0008 | 9,608 | .0005 | .0008 | .0015 | .0014 | .0005 |
| Emmons | 4.7 | .0019 | -20.0 | 3 | 99.8 | 1.8 | .0019 | 37,635 | .0011 | 17,540 | .0010 | .0012 | .0029 | .0019 | .0009 |
| Foster | 3.9 | .0016 | -15.4 | 6 | 99.4 | 1.5 | .0017 | 46,825 | .0013 | 25,894 | .0014 | .0014 | .0019 | .0018 | .0008 |
| Golden Valley | 2.1 | .0008 | -12.2 | 2 | 99.0 | .8 | .0008 | 22,952 | .0007 | 15,857 | .0009 | .0008 | .0009 | .0010 | .0006 |
| Grand Forks | 71.0 | .0283 | 7.4 | 49 | 94.7 | 25.5 | .0275 | 1,024,260 | .0293 | 641,042 | .0355 | .0309 | .0255 | .0317 | .0277 |
| Grant | 3.5 | .0014 | -18.1 | 2 | 98.9 | 1.4 | .0015 | 22,077 | .0006 | 10,579 | .0006 | .0008 | .0027 | .0013 | .0006 |
| Griggs | 3.3 | .0013 | -11.2 | 5 | 99.6 | 1.3 | .0014 | 36,905 | .0010 | 11,730 | .0006 | .0010 | .0015 | .0014 | .0007 |
| Hettinger | 3.4 | .0014 | -20.5 | 3 | 99.6 | 1.3 | .0014 | 30,592 | .0009 | 11,121 | .0006 | .0009 | .0019 | .0015 | .0007 |
| Kidder | 3.3 | .0013 | -13.9 | 2 | 99.9 | 1.2 | .0013 | 21,108 | .0006 | 6,239 | .0004 | .0007 | .0020 | .0012 | .0003 |
| La Moure | 5.3 | .0021 | -18.1 | 5 | 99.9 | 2.0 | .0022 | 49,088 | .0014 | 13,677 | .0007 | .0013 | .0027 | .0021 | .0010 |
| Logan | 2.8 | .0011 | -19.8 | 3 | 99.7 | 1.1 | .0012 | 21,474 | .0006 | 10,366 | .0006 | .0007 | .0019 | .0010 | .0005 |
| McHenry | 6.4 | .0026 | -18.6 | 3 | 99.6 | 2.5 | .0027 | 54,237 | .0016 | 16,041 | .0009 | .0016 | .0035 | .0027 | .0012 |
| McIntosh | 4.0 | .0016 | -16.7 | 4 | 99.7 | 1.7 | .0018 | 29,490 | .0008 | 20,344 | .0011 | .0011 | .0029 | .0016 | .0004 |
| McKenzie | 6.2 | .0024 | -13.1 | 2 | 85.2 | 2.2 | .0024 | 82,768 | .0024 | 15,420 | .0009 | .0018 | .0019 | .0019 | .0019 |
| McLean | 10.3 | .0041 | -16.8 | 5 | 94.4 | 3.9 | .0042 | 124,949 | .0036 | 33,420 | .0018 | .0032 | .0042 | .0038 | .0028 |
| Mercer | 9.7 | .0039 | 3.1 | 9 | 97.2 | 3.5 | .0037 | 121,512 | .0034 | 47,445 | .0027 | .0034 | .0044 | .0033 | .0029 |
| Morton | 23.5 | .0094 | -6.7 | 12 | 97.9 | 8.6 | .0093 | 221,182 | .0064 | 145,639 | .0080 | .0073 | .0113 | .0104 | .0056 |
| Mountrail | 6.9 | .0027 | -10.2 | 4 | 79.2 | 2.5 | .0027 | 73,620 | .0021 | 37,114 | .0021 | .0023 | .0031 | .0029 | .0018 |
| Nelson | 4.4 | .0018 | -15.9 | 4 | 99.7 | 1.8 | .0020 | 44,581 | .0012 | 20,832 | .0011 | .0013 | .0024 | .0019 | .0010 |
| Oliver | 2.4 | .0009 | -3.8 | 3 | 98.3 | .8 | .0008 | 18,447 | .0006 | 2,053 | .0001 | .0005 | .0011 | .0007 | .0004 |
| Pembina | 9.2 | .0037 | -11.5 | 8 | 98.0 | 3.5 | .0038 | 109,107 | .0031 | 59,520 | .0033 | .0033 | .0036 | .0042 | .0025 |
| Pierce | 5.0 | .0020 | -18.9 | 5 | 99.2 | 2.0 | .0021 | 48,695 | .0014 | 27,994 | .0016 | .0016 | .0029 | .0023 | .0013 |
| Ramsey | 12.6 | .0050 | -3.4 | 11 | 94.7 | 4.9 | .0053 | 151,417 | .0043 | 115,032 | .0063 | .0051 | .0058 | .0059 | .0050 |
| Ransom | 5.9 | .0024 | -11.9 | 7 | 99.6 | 2.3 | .0025 | 69,162 | .0020 | 21,992 | .0013 | .0017 | .0026 | .0024 | .0017 |
| Renville | 3.1 | .0012 | -14.1 | 4 | 98.4 | 1.2 | .0013 | 34,323 | .0010 | 14,713 | .0008 | .0011 | .0013 | .0014 | .0009 |
| Richland | 18.1 | .0072 | -5.8 | 13 | 97.0 | 6.5 | .0070 | 225,036 | .0064 | 104,800 | .0058 | .0063 | .0073 | .0072 | .0059 |
| Rolette | 12.8 | .0051 | 5.1 | 14 | 32.3 | 4.2 | .0045 | 112,092 | .0032 | 40,145 | .0022 | .0033 | .0057 | .0041 | .0024 |
| Sargent | 4.5 | .0018 | -18.4 | 5 | 99.6 | 1.7 | .0019 | 45,920 | .0013 | 12,059 | .0007 | .0013 | .0021 | .0019 | .0011 |
| Sheridan | 2.1 | .0009 | -25.5 | 2 | 99.5 | .8 | .0008 | 23,706 | .0007 | 3,011 | .0001 | .0005 | .0007 | .0008 | .0005 |
| Sioux | 3.8 | .0015 | 5.0 | 3 | 23.3 | 1.0 | .0011 | 23,327 | .0006 | 5,567 | .0003 | .0007 | .0014 | .0009 | .0006 |
| Slope | .9 | .0003 | -22.2 | 1 | 99.7 | .3 | .0003 | 7,886 | .0003 | 437 | .0001 | .0001 | .0004 | .0003 | .0001 |
| Stark | 22.6 | .0091 | -4.6 | 17 | 98.9 | 8.4 | .0091 | 292,891 | .0083 | 178,930 | .0099 | .0091 | .0088 | .0097 | .0087 |
| Steele | 2.4 | .0009 | -22.7 | 3 | 99.8 | 1.0 | .0011 | 27,478 | .0008 | 5,758 | .0003 | .0006 | .0010 | .0011 | .0006 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES | | | | | | | | | | | | | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/90 Population (Thousands) | % Of U.S. | % Change 1980-90 | Pop Per Sq. Mi. (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **NORTH DAKOTA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Stutsman | 22.1 | .0088 | -8.5 | 10 | 98.7 | 8.6 | .0093 | 271,805 | .0078 | 166,898 | .0092 | .0085 | .0094 | .0105 | .0080 |
| Towner | 3.6 | .0015 | -11.2 | 4 | 98.3 | 1.4 | .0015 | 42,124 | .0012 | 10,238 | .0006 | .0010 | .0015 | .0012 | .0009 |
| Traill | 8.7 | .0034 | -9.6 | 10 | 99.0 | 3.3 | .0035 | 98,314 | .0028 | 45,799 | .0025 | .0029 | .0037 | .0038 | .0023 |
| Walsh | 13.7 | .0055 | -10.9 | 11 | 98.7 | 5.2 | .0056 | 156,246 | .0045 | 82,547 | .0046 | .0047 | .0067 | .0059 | .0040 |
| Ward | 57.7 | .0230 | -1.2 | 29 | 94.6 | 21.4 | .0231 | 704,188 | .0201 | 471,159 | .0261 | .0225 | .0242 | .0274 | .0202 |
| Wells | 5.7 | .0023 | -18.3 | 4 | 99.8 | 2.3 | .0025 | 63,099 | .0018 | 35,844 | .0019 | .0019 | .0032 | .0026 | .0016 |
| Williams | 20.6 | .0082 | -7.4 | 10 | 94.8 | 7.8 | .0084 | 276,435 | .0079 | 120,217 | .0067 | .0076 | .0075 | .0078 | .0081 |
| **TOTAL METRO COUNTIES** | **258.7** | **.1032** | **10.4** | **38** | **96.7** | **97.6** | **.1052** | **3,519,389** | **.1007** | **2,349,140** | **.1299** | **.1097** | **.1056** | **.1171** | **.0992** |
| **TOTAL STATE** | **636.2** | **.2537** | **-2.5** | **9** | **94.7** | **239.8** | **.2586** | **7,780,012** | **.2223** | **4,467,389** | **.2472** | **.2361** | **.2771** | **.2756** | **.2099** |
| **OHIO** | | | | | | | | | | | | | | | |
| **AKRON** | **658.6** | **.2626** | **-.3** | **728** | **88.8** | **249.7** | **.2693** | **8,656,674** | **.2474** | **4,335,153** | **.2399** | **.2482** | **.2641** | **.2637** | **.2527** |
| Portage | 143.2 | .0571 | 5.4 | 291 | 96.1 | 49.5 | .0534 | 1,922,044 | .0549 | 712,018 | .0394 | .0507 | .0429 | .0477 | .0440 |
| Summit | 515.4 | .2055 | -1.7 | 1,249 | 86.7 | 200.2 | .2159 | 6,734,630 | .1925 | 3,623,135 | .2005 | .1975 | .2212 | .2160 | .2087 |
| **CANTON** | **394.2** | **.1572** | **-2.5** | **406** | **92.8** | **149.3** | **.1610** | **4,811,837** | **.1375** | **2,623,640** | **.1453** | **.1436** | **.1640** | **.1617** | **.1461** |
| Carroll | 26.6 | .0106 | 3.9 | 67 | 99.1 | 9.7 | .0105 | 279,566 | .0080 | 109,288 | .0061 | .0079 | .0099 | .0107 | .0071 |
| Stark | 367.6 | .1466 | -3.0 | 638 | 92.4 | 139.6 | .1505 | 4,532,271 | .1295 | 2,514,352 | .1392 | .1357 | .1541 | .1510 | .1390 |
| **CINCINNATI** | **1,457.8** | **.5812** | **4.0** | **686** | **85.8** | **550.3** | **.5933** | **21,016,261** | **.6006** | **10,882,833** | **.6023** | **.5971** | **.5739** | **.5789** | **.5969** |
| Clermont | 152.1 | .0606 | 18.4 | 336 | 98.7 | 53.4 | .0575 | 1,812,916 | .0518 | 890,670 | .0493 | .0529 | .0558 | .0580 | .0550 |
| Hamilton | 865.7 | .3452 | -.9 | 2,125 | 77.6 | 338.7 | .3652 | 13,473,030 | .3850 | 7,115,023 | .3937 | .3796 | .3630 | .3540 | .3809 |
| Warren | 115.5 | .0460 | 16.3 | 289 | 97.0 | 39.7 | .0428 | 1,589,820 | .0455 | 646,797 | .0358 | .0426 | .0357 | .0385 | .0437 |
| *Dearborn, Ind.* | *39.2* | *.0156* | *14.3* | *128* | *99.0* | *13.8* | *.0149* | *434,427* | *.0124* | *200,038* | *.0111* | *.0126* | *.0143* | *.0144* | *.0116* |
| *Boone, Ky.* | *58.7* | *.0234* | *28.0* | *238* | *98.5* | *20.5* | *.0221* | *753,615* | *.0216* | *772,436* | *.0428* | *.0283* | *.0190* | *.0283* | *.0302* |
| *Campbell, Ky.* | *84.1* | *.0336* | *.9* | *555* | *98.5* | *31.3* | *.0338* | *1,129,797* | *.0322* | *458,240* | *.0253* | *.0304* | *.0322* | *.0314* | *.0298* |
| *Kenton, Ky.* | *142.5* | *.0568* | *4.0* | *876* | *96.4* | *52.9* | *.0570* | *1,822,656* | *.0521* | *799,629* | *.0443* | *.0507* | *.0539* | *.0543* | *.0457* |
| ***CINCINNATI - HAMILTON CONSOLIDATED AREA*** | ***1,752.0*** | ***.6985*** | ***5.5*** | ***676*** | ***87.2*** | ***655.9*** | ***.7072*** | ***24,579,326*** | ***.7024*** | ***12,453,877*** | ***.6892*** | ***.6976*** | ***.6851*** | ***.6838*** | ***.6910*** |
| **CLEVELAND** | **1,825.8** | **.7279** | **-3.9** | **1,207** | **79.0** | **710.1** | **.7657** | **27,193,923** | **.7771** | **13,073,662** | **.7234** | **.7509** | **.7183** | **.7068** | **.7774** |
| Cuyahoga | 1,404.6 | .5600 | -6.3 | 3,065 | 73.3 | 560.2 | .6041 | 20,913,870 | .5976 | 10,102,077 | .5590 | .5785 | .5909 | .5576 | .6038 |
| Geauga | 81.9 | .0326 | 10.0 | 203 | 98.2 | 27.2 | .0293 | 1,293,995 | .0370 | 356,131 | .0197 | .0306 | .0190 | .0224 | .0288 |
| Lake | 215.8 | .0861 | 1.4 | 946 | 97.5 | 80.5 | .0868 | 3,150,855 | .0900 | 1,844,697 | .1021 | .0928 | .0716 | .0878 | .0980 |
| Medina | 123.5 | .0492 | 9.1 | 293 | 98.6 | 42.2 | .0455 | 1,835,203 | .0525 | 770,757 | .0426 | .0488 | .0368 | .0390 | .0468 |
| ***CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA*** | ***2,755.7*** | ***1.0987*** | ***-2.8*** | ***947*** | ***82.5*** | ***1,055.9*** | ***1.1386*** | ***39,301,203*** | ***1.1231*** | ***19,012,971*** | ***1.0520*** | ***1.0967*** | ***1.0721*** | ***1.0644*** | ***1.1281*** |
| **COLUMBUS** | **1,389.7** | **.5542** | **11.7** | **388** | **86.0** | **529.4** | **.5707** | **18,747,219** | **.5357** | **10,567,421** | **.5847** | **.5542** | **.5360** | **.6001** | **.5517** |
| Delaware | 68.1 | .0272 | 26.5 | 154 | 97.1 | 23.5 | .0253 | 923,088 | .0264 | 307,912 | .0171 | .0238 | .0188 | .0227 | .0225 |
| Fairfield | 104.5 | .0417 | 11.6 | 207 | 98.2 | 37.2 | .0401 | 1,217,929 | .0348 | 504,505 | .0279 | .0341 | .0380 | .0393 | .0351 |
| Franklin | 970.0 | .3868 | 11.6 | 1,796 | 81.6 | 382.2 | .4121 | 13,648,842 | .3900 | 8,442,967 | .4672 | .4125 | .3961 | .4459 | .4168 |
| Licking | 128.9 | .0514 | 6.5 | 188 | 97.6 | 47.5 | .0512 | 1,592,515 | .0455 | 788,594 | .0436 | .0461 | .0468 | .0518 | .0437 |
| Madison | 37.3 | .0149 | 13.0 | 80 | 91.5 | 12.1 | .0130 | 390,559 | .0112 | 191,156 | .0106 | .0117 | .0122 | .0135 | .0098 |
| Pickaway | 48.6 | .0193 | 11.3 | 97 | 92.8 | 15.7 | .0169 | 516,765 | .0148 | 193,268 | .0107 | .0145 | .0153 | .0170 | .0131 |
| Union | 32.3 | .0129 | 9.4 | 74 | 95.6 | 11.2 | .0121 | 457,521 | .0130 | 139,019 | .0076 | .0115 | .0088 | .0099 | .0107 |
| **DAYTON - SPRINGFIELD** | **953.8** | **.3803** | **1.2** | **567** | **85.3** | **365.2** | **.3938** | **12,979,033** | **.3709** | **6,778,074** | **.3752** | **.3741** | **.3767** | **.3953** | **.3626** |
| Clark | 147.6 | .0589 | -1.8 | 369 | 90.4 | 55.2 | .0596 | 1,846,143 | .0528 | 971,052 | .0538 | .0542 | .0596 | .0590 | .0518 |
| Greene | 137.5 | .0548 | 6.0 | 331 | 90.9 | 48.6 | .0524 | 2,028,656 | .0580 | 780,127 | .0432 | .0530 | .0407 | .0466 | .0481 |
| Miami | 93.6 | .0373 | 3.6 | 230 | 97.2 | 34.7 | .0374 | 1,220,747 | .0348 | 628,310 | .0348 | .0354 | .0328 | .0387 | .0350 |
| Montgomery | 575.1 | .2293 | .6 | 1,246 | 80.8 | 226.7 | .2444 | 7,883,487 | .2253 | 4,398,585 | .2434 | .2315 | .2436 | .2510 | .2277 |
| **HAMILTON - MIDDLETOWN** | **294.2** | **.1173** | **13.7** | **630** | **94.4** | **105.6** | **.1139** | **3,563,065** | **.1018** | **1,571,044** | **.0869** | **.1005** | **.1112** | **.1049** | **.0941** |
| Butler | 294.2 | .1173 | 13.7 | 630 | 94.4 | 105.6 | .1139 | 3,563,065 | .1018 | 1,571,044 | .0869 | .1005 | .1112 | .1049 | .0941 |
| **LIMA** | **154.6** | **.0617** | **-.1** | **192** | **91.1** | **55.5** | **.0599** | **1,844,482** | **.0527** | **1,190,752** | **.0659** | **.0585** | **.0601** | **.0653** | **.0574** |
| Allen | 109.8 | .0438 | -2.2 | 271 | 87.8 | 39.4 | .0425 | 1,308,038 | .0374 | 939,805 | .0520 | .0431 | .0445 | .0473 | .0422 |
| Auglaize | 44.8 | .0179 | 5.3 | 112 | 99.3 | 16.1 | .0174 | 536,444 | .0153 | 250,947 | .0139 | .0154 | .0156 | .0180 | .0152 |
| **LORAIN - ELYRIA** | **271.3** | **.1082** | **-1.3** | **551** | **91.1** | **96.1** | **.1036** | **3,450,606** | **.0986** | **1,604,156** | **.0887** | **.0976** | **.0897** | **.0939** | **.0980** |
| Lorain | 271.3 | .1082 | -1.3 | 551 | 91.1 | 96.1 | .1036 | 3,450,606 | .0986 | 1,604,156 | .0887 | .0976 | .0897 | .0939 | .0980 |
| **MANSFIELD** | **126.0** | **.0503** | **-4.0** | **254** | **91.3** | **47.5** | **.0512** | **1,530,782** | **.0437** | **962,922** | **.0533** | **.0479** | **.0518** | **.0556** | **.0473** |
| Richland | 126.0 | .0503 | -4.0 | 254 | 91.3 | 47.5 | .0512 | 1,530,782 | .0437 | 962,922 | .0533 | .0479 | .0518 | .0556 | .0473 |
| **PARKERSBURG - MARIETTA** | **148.4** | **.0592** | **-6.0** | **148** | **98.4** | **57.5** | **.0621** | **1,729,846** | **.0494** | **1,073,448** | **.0595** | **.0544** | **.0670** | **.0676** | **.0509** |
| Washington | 62.1 | .0248 | -3.4 | 98 | 98.2 | 23.6 | .0255 | 709,155 | .0202 | 350,137 | .0194 | .0210 | .0272 | .0271 | .0198 |
| *Wood, W. Va.* | *86.3* | *.0344* | *-7.8* | *235* | *98.5* | *33.9* | *.0366* | *1,020,691* | *.0292* | *723,311* | *.0401* | *.0334* | *.0398* | *.0405* | *.0311* |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Population (Thousands) | % Of U.S. | % Change 1980-90 | Pop Per Sq. Mi (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **OHIO (continued)** | | | | | | | | | | | | | | | |
| **STEUBENVILLE - WEIRTON** | **141.2** | **.0563** | **-13.8** | **243** | **95.5** | **54.6** | **.0589** | **1,690,701** | **.0484** | **752,041** | **.0416** | **.0478** | **.0613** | **.0529** | **.0474** |
| Jefferson | 79.6 | .0318 | -13.1 | 194 | 93.8 | 31.0 | .0334 | 966,101 | .0276 | 494,441 | .0274 | .0283 | .0351 | .0308 | .0277 |
| *Brooke, W. Va.* | *26.7* | *.0106* | *-14.2* | *300* | *98.9* | *10.0* | *.0108* | *282,880* | *.0081* | *105,167* | *.0058* | *.0079* | *.0113* | *.0098* | *.0063* |
| *Hancock, W. Va.* | *34.9* | *.0139* | *-15.0* | *420* | *97.0* | *13.6* | *.0147* | *441,720* | *.0127* | *152,433* | *.0084* | *.0116* | *.0149* | *.0123* | *.0114* |
| **TOLEDO** | **614.8** | **.2451** | **-.3** | **451** | **87.1** | **231.0** | **.2491** | **8,105,204** | **.2316** | **4,551,332** | **.2518** | **.2404** | **.2540** | **.2471** | **.2390** |
| Fulton | 38.7 | .0154 | 2.5 | 95 | 99.1 | 13.6 | .0147 | 511,690 | .0146 | 244,355 | .0135 | .0145 | .0130 | .0146 | .0132 |
| Lucas | 462.3 | .1843 | -2.0 | 1,358 | 83.5 | 177.5 | .1914 | 6,061,677 | .1732 | 3,631,623 | .2010 | .1837 | .2038 | .1914 | .1839 |
| Wood | 113.8 | .0454 | 6.0 | 184 | 97.8 | 39.9 | .0430 | 1,531,837 | .0438 | 675,354 | .0373 | .0422 | .0372 | .0411 | .0419 |
| **YOUNGSTOWN - WARREN** | **490.2** | **.1953** | **-7.8** | **475** | **88.1** | **186.2** | **.2008** | **6,226,086** | **.1779** | **3,478,567** | **.1924** | **.1858** | **.2002** | **.1969** | **.1912** |
| Mahoning | 263.3 | .1049 | -9.1 | 634 | 84.2 | 100.5 | .1084 | 2,962,673 | .0847 | 1,903,637 | .1053 | .0949 | .1215 | .1118 | .0986 |
| Trumbull | 226.9 | .0904 | -6.2 | 368 | 92.6 | 85.7 | .0924 | 3,263,413 | .0932 | 1,574,930 | .0871 | .0909 | .0787 | .0851 | .0926 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Adams | 25.6 | .0102 | 5.2 | 44 | 99.4 | 9.3 | .0100 | 199,245 | .0057 | 113,868 | .0063 | .0068 | .0143 | .0098 | .0047 |
| Allen | 109.8 | .0438 | -2.2 | 271 | 87.8 | 39.4 | .0425 | 1,308,038 | .0374 | 939,805 | .0520 | .0431 | .0445 | .0473 | .0422 |
| Ashland | 47.7 | .0190 | 3.3 | 112 | 98.3 | 17.2 | .0186 | 542,527 | .0155 | 231,366 | .0128 | .0153 | .0179 | .0185 | .0148 |
| Ashtabula | 99.7 | .0397 | -4.3 | 142 | 96.2 | 36.7 | .0395 | 1,169,222 | .0334 | 555,309 | .0307 | .0338 | .0377 | .0394 | .0322 |
| Athens | 59.9 | .0239 | 6.2 | 118 | 94.4 | 20.3 | .0219 | 653,019 | .0187 | 274,625 | .0152 | .0188 | .0250 | .0224 | .0150 |
| Auglaize | 44.8 | .0179 | 5.3 | 112 | 99.3 | 16.1 | .0174 | 536,444 | .0153 | 250,947 | .0139 | .0154 | .0156 | .0180 | .0132 |
| ☐ Belmont | 70.4 | .0281 | -14.7 | 131 | 97.8 | 27.9 | .0301 | 806,742 | .0230 | 492,759 | .0273 | .0253 | .0342 | .0303 | .0264 |
| Brown | 35.3 | .0140 | 10.6 | 72 | 98.7 | 12.5 | .0134 | 343,901 | .0099 | 96,027 | .0053 | .0093 | .0149 | .0122 | .0081 |
| Butler | 294.2 | .1173 | 13.7 | 630 | 94.4 | 105.6 | .1139 | 3,563,065 | .1018 | 1,571,044 | .0869 | .1005 | .1112 | .1049 | .0941 |
| Carroll | 26.6 | .0106 | 3.9 | 67 | 99.1 | 9.7 | .0105 | 279,566 | .0080 | 109,288 | .0061 | .0079 | .0099 | .0107 | .0071 |
| Champaign | 36.3 | .0145 | 7.9 | 85 | 96.6 | 13.4 | .0144 | 446,911 | .0127 | 158,392 | .0087 | .0120 | .0128 | .0145 | .0110 |
| Clark | 147.6 | .0589 | -1.8 | 369 | 90.4 | 55.2 | .0596 | 1,846,143 | .0528 | 971,052 | .0538 | .0542 | .0596 | .0590 | .0518 |
| Clermont | 152.1 | .0606 | 18.4 | 336 | 98.7 | 53.4 | .0575 | 1,812,916 | .0518 | 890,670 | .0493 | .0529 | .0558 | .0580 | .0550 |
| Clinton | 35.6 | .0142 | 2.9 | 87 | 97.4 | 13.1 | .0142 | 405,133 | .0116 | 240,293 | .0133 | .0124 | .0165 | .0157 | .0103 |
| Columbiana | 108.1 | .0431 | -4.8 | 203 | 98.3 | 40.7 | .0439 | 1,201,253 | .0343 | 539,329 | .0298 | .0348 | .0472 | .0430 | .0324 |
| Coshocton | 35.4 | .0141 | -1.7 | 63 | 98.3 | 13.4 | .0144 | 395,785 | .0113 | 153,314 | .0085 | .0111 | .0163 | .0139 | .0109 |
| Crawford | 47.8 | .0191 | -4.6 | 119 | 99.1 | 18.4 | .0198 | 527,697 | .0151 | 242,874 | .0134 | .0154 | .0202 | .0207 | .0142 |
| Cuyahoga | 1,404.6 | .5600 | -6.3 | 3,065 | 73.3 | 560.2 | .6041 | 20,913,870 | .5976 | 10,102,077 | .5590 | .5785 | .5909 | .5576 | .6038 |
| Darke | 53.7 | .0214 | -2.5 | 90 | 99.2 | 19.5 | .0211 | 584,648 | .0168 | 347,368 | .0192 | .0184 | .0219 | .0244 | .0164 |
| Defiance | 39.4 | .0157 | -1.5 | 96 | 97.9 | 14.1 | .0152 | 470,165 | .0134 | 265,345 | .0147 | .0142 | .0157 | .0159 | .0142 |
| Delaware | 68.1 | .0272 | 26.5 | 154 | 97.1 | 23.5 | .0253 | 923,088 | .0264 | 307,912 | .0171 | .0238 | .0188 | .0227 | .0225 |
| Erie | 76.7 | .0305 | -3.7 | 301 | 91.0 | 28.9 | .0312 | 949,630 | .0271 | 584,711 | .0323 | .0294 | .0305 | .0322 | .0296 |
| Fairfield | 104.5 | .0417 | 11.6 | 207 | 98.2 | 37.2 | .0401 | 1,217,929 | .0348 | 504,505 | .0279 | .0341 | .0380 | .0393 | .0351 |
| Fayette | 27.4 | .0109 | -.3 | 67 | 96.9 | 10.2 | .0110 | 243,050 | .0070 | 185,522 | .0103 | .0087 | .0146 | .0130 | .0068 |
| Franklin | 970.0 | .3868 | 11.6 | 1,796 | 81.6 | 382.2 | .4121 | 13,648,842 | .3900 | 8,442,967 | .4672 | .4125 | .3961 | .4459 | .4168 |
| Fulton | 38.7 | .0154 | 2.5 | 95 | 99.1 | 13.6 | .0147 | 511,690 | .0146 | 244,355 | .0135 | .0145 | .0130 | .0146 | .0132 |
| Gallia | 31.0 | .0124 | 3.0 | 66 | 96.4 | 11.4 | .0123 | 321,592 | .0092 | 199,128 | .0110 | .0104 | .0154 | .0132 | .0091 |
| Geauga | 81.9 | .0326 | 10.0 | 203 | 98.2 | 27.2 | .0293 | 1,293,995 | .0370 | 356,131 | .0197 | .0308 | .0190 | .0224 | .0288 |
| Greene | 137.5 | .0548 | 6.0 | 331 | 90.9 | 48.6 | .0524 | 2,028,656 | .0580 | 780,127 | .0432 | .0530 | .0407 | .0466 | .0481 |
| Guernsey | 38.9 | .0155 | -7.4 | 75 | 97.8 | 14.8 | .0160 | 418,058 | .0119 | 223,634 | .0124 | .0128 | .0180 | .0170 | .0112 |
| Hamilton | 865.7 | .3452 | -.9 | 2,125 | 77.6 | 338.7 | .3652 | 13,473,030 | .3850 | 7,115,023 | .3937 | .3796 | .3630 | .3540 | .3809 |
| Hancock | 65.6 | .0262 | 1.6 | 123 | 98.2 | 24.7 | .0267 | 968,412 | .0277 | 535,689 | .0296 | .0279 | .0198 | .0266 | .0261 |
| Hardin | 31.1 | .0124 | -5.0 | 66 | 98.6 | 11.2 | .0120 | 300,499 | .0086 | 131,914 | .0073 | .0090 | .0148 | .0124 | .0074 |
| Harrison | 15.9 | .0063 | -12.4 | 39 | 97.3 | 6.0 | .0065 | 165,357 | .0047 | 44,898 | .0025 | .0045 | .0070 | .0061 | .0037 |
| Henry | 29.1 | .0116 | 2.5 | 70 | 98.8 | 10.4 | .0112 | 363,641 | .0104 | 138,741 | .0077 | .0098 | .0094 | .0109 | .0093 |
| Highland | 36.0 | .0144 | 7.5 | 65 | 97.6 | 13.3 | .0144 | 349,455 | .0100 | 170,995 | .0094 | .0107 | .0175 | .0152 | .0086 |
| Hocking | 25.7 | .0102 | 5.7 | 61 | 98.7 | 9.4 | .0101 | 232,041 | .0066 | 121,581 | .0068 | .0073 | .0116 | .0114 | .0057 |
| Holmes | 33.1 | .0132 | 12.5 | 78 | 99.6 | 9.4 | .0101 | 289,724 | .0083 | 135,607 | .0075 | .0091 | .0098 | .0111 | .0070 |
| Huron | 56.4 | .0225 | 3.3 | 114 | 98.4 | 20.3 | .0219 | 647,798 | .0185 | 370,010 | .0205 | .0199 | .0223 | .0235 | .0199 |
| Jackson | 30.2 | .0120 | -1.3 | 72 | 98.9 | 11.2 | .0121 | 275,232 | .0079 | 151,519 | .0083 | .0088 | .0166 | .0125 | .0068 |
| Jefferson | 79.6 | .0318 | -13.1 | 194 | 93.8 | 31.0 | .0334 | 966,101 | .0276 | 494,441 | .0274 | .0283 | .0351 | .0308 | .0277 |
| Knox | 47.6 | .0189 | 2.8 | 90 | 98.5 | 17.3 | .0187 | 508,208 | .0145 | 216,673 | .0120 | .0147 | .0196 | .0199 | .0130 |
| Lake | 215.8 | .0861 | 1.4 | 946 | 97.5 | 80.5 | .0868 | 3,150,855 | .0900 | 1,844,697 | .1021 | .0928 | .0716 | .0878 | .0980 |
| ☐ Lawrence | 61.8 | .0246 | -3.2 | 136 | 97.2 | 22.9 | .0247 | 655,929 | .0188 | 243,027 | .0134 | .0184 | .0279 | .0222 | .0175 |
| Licking | 128.9 | .0514 | 6.5 | 188 | 97.6 | 47.5 | .0512 | 1,592,515 | .0455 | 788,594 | .0436 | .0461 | .0468 | .0518 | .0437 |
| Logan | 42.6 | .0170 | 8.8 | 93 | 97.3 | 16.1 | .0174 | 487,080 | .0139 | 215,601 | .0120 | .0140 | .0180 | .0185 | .0132 |
| Lorain | 271.3 | .1082 | -1.3 | 551 | 91.1 | 96.1 | .1036 | 3,450,606 | .0986 | 1,604,156 | .0887 | .0976 | .0897 | .0939 | .0980 |
| Lucas | 462.3 | .1843 | -2.0 | 1,358 | 83.5 | 177.5 | .1914 | 6,061,677 | .1732 | 3,631,623 | .2010 | .1837 | .2038 | .1914 | .1839 |
| Madison | 37.3 | .0149 | 13.0 | 80 | 91.5 | 12.1 | .0130 | 390,559 | .0112 | 191,156 | .0106 | .0117 | .0122 | .0135 | .0098 |
| Mahoning | 263.3 | .1049 | -9.1 | 634 | 84.2 | 100.5 | .1084 | 2,962,673 | .0847 | 1,903,637 | .1053 | .0949 | .1215 | .1118 | .0986 |
| Marion | 64.1 | .0256 | -5.7 | 159 | 94.9 | 23.4 | .0253 | 723,351 | .0206 | 409,744 | .0227 | .0223 | .0255 | .0265 | .0215 |
| Medina | 123.5 | .0492 | 9.1 | 293 | 98.6 | 42.2 | .0455 | 1,835,203 | .0525 | 770,757 | .0426 | .0488 | .0368 | .0390 | .0468 |
| Meigs | 22.9 | .0092 | -3.1 | 53 | 98.9 | 8.6 | .0092 | 195,980 | .0056 | 87,101 | .0049 | .0062 | .0123 | .0091 | .0055 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Population (Thousands) | % Of U.S. | % Change 1980-90 | Pop. Per Sq. Mi. (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes<br>EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **OHIO (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Mercer | 39.6 | .0158 | 3.3 | 85 | 99.4 | 13.5 | .0146 | 531,213 | .0152 | 225,728 | .0124 | .0144 | .0119 | .0136 | .0137 |
| Miami | 93.6 | .0373 | 3.6 | 230 | 97.2 | 34.7 | .0374 | 1,220,747 | .0348 | 628,310 | .0348 | .0354 | .0328 | .0387 | .0350 |
| Monroe | 15.4 | .0061 | −11.4 | 34 | 99.6 | 5.7 | .0062 | 158,947 | .0046 | 47,444 | .0026 | .0043 | .0069 | .0051 | .0041 |
| Montgomery | 575.1 | .2293 | .6 | 1,246 | 80.8 | 226.7 | .2444 | 7,883,487 | .2253 | 4,398,585 | .2434 | .2315 | .2436 | .2510 | .2277 |
| Morgan | 14.2 | .0057 | −.3 | 34 | 95.3 | 5.2 | .0056 | 134,720 | .0038 | 31,026 | .0017 | .0036 | .0060 | .0052 | .0032 |
| Morrow | 27.9 | .0111 | 5.4 | 69 | 99.4 | 9.7 | .0105 | 261,462 | .0075 | 94,234 | .0053 | .0074 | .0103 | .0115 | .0061 |
| Muskingum | 82.1 | .0327 | −1.5 | 124 | 95.2 | 30.8 | .0332 | 827,658 | .0236 | 577,575 | .0319 | .0280 | .0411 | .0374 | .0300 |
| Noble | 11.3 | .0045 | −.1 | 28 | 99.7 | 4.1 | .0044 | 112,648 | .0033 | 29,626 | .0022 | .0032 | .0049 | .0041 | .0028 |
| Ottawa | 40.0 | .0160 | −.2 | 157 | 98.9 | 15.2 | .0164 | 632,964 | .0181 | 238,071 | .0132 | .0162 | .0138 | .0142 | .0150 |
| Paulding | 20.5 | .0082 | −3.8 | 49 | 98.3 | 7.3 | .0079 | 241,950 | .0069 | 54,514 | .0030 | .0060 | .0065 | .0065 | .0063 |
| Perry | 31.6 | .0126 | 1.8 | 77 | 99.6 | 11.3 | .0122 | 317,604 | .0090 | 90,555 | .0050 | .0086 | .0121 | .0126 | .0073 |
| Pickaway | 48.6 | .0193 | 11.3 | 97 | 92.8 | 15.7 | .0169 | 516,765 | .0148 | 193,268 | .0107 | .0145 | .0153 | .0170 | .0131 |
| Pike | 24.4 | .0098 | 7.0 | 55 | 98.2 | 8.9 | .0096 | 241,887 | .0069 | 102,690 | .0057 | .0071 | .0118 | .0103 | .0056 |
| Portage | 143.2 | .0571 | 5.4 | 291 | 96.1 | 49.5 | .0534 | 1,922,044 | .0549 | 712,018 | .0394 | .0507 | .0429 | .0477 | .0440 |
| Preble | 40.3 | .0160 | 5.4 | 95 | 99.3 | 14.4 | .0155 | 577,912 | .0166 | 146,863 | .0081 | .0138 | .0115 | .0127 | .0134 |
| Putnam | 33.9 | .0135 | 2.8 | 70 | 99.7 | 11.1 | .0120 | 329,628 | .0094 | 160,935 | .0089 | .0101 | .0110 | .0126 | .0088 |
| Richland | 126.0 | .0503 | −4.0 | 254 | 91.3 | 47.5 | .0512 | 1,530,782 | .0437 | 962,922 | .0533 | .0479 | .0518 | .0556 | .0473 |
| Ross | 69.7 | .0278 | 7.2 | 101 | 92.8 | 24.5 | .0264 | 815,226 | .0233 | 375,531 | .0208 | .0235 | .0258 | .0267 | .0243 |
| Sandusky | 62.0 | .0247 | −2.0 | 152 | 96.9 | 22.5 | .0243 | 736,536 | .0211 | 341,493 | .0189 | .0211 | .0228 | .0246 | .0205 |
| Scioto | 80.1 | .0319 | −5.3 | 131 | 96.2 | 29.7 | .0320 | 805,493 | .0230 | 448,576 | .0248 | .0253 | .0404 | .0329 | .0227 |
| Seneca | 59.7 | .0238 | −3.6 | 108 | 97.3 | 21.3 | .0230 | 653,644 | .0187 | 316,659 | .0175 | .0194 | .0220 | .0242 | .0197 |
| Shelby | 45.1 | .0180 | 4.7 | 110 | 97.5 | 15.7 | .0169 | 596,067 | .0170 | 193,703 | .0107 | .0154 | .0131 | .0150 | .0154 |
| Stark | 367.6 | .1466 | −3.0 | 638 | 92.4 | 139.6 | .1505 | 4,532,271 | .1295 | 2,514,352 | .1392 | .1357 | .1541 | .1510 | .1390 |
| Summit | 515.4 | .2055 | −1.7 | 1,249 | 86.7 | 200.2 | .2159 | 6,734,630 | .1925 | 3,623,135 | .2005 | .1975 | .2212 | .2160 | .2087 |
| Trumbull | 226.9 | .0904 | −6.2 | 368 | 92.6 | 85.7 | .0924 | 3,263,413 | .0932 | 1,574,930 | .0871 | .0909 | .0787 | .0851 | .0926 |
| Tuscarawas | 84.2 | .0336 | −.5 | 148 | 98.9 | 32.0 | .0345 | 914,827 | .0262 | 555,632 | .0308 | .0290 | .0387 | .0380 | .0286 |
| Union | 32.3 | .0129 | 9.4 | 74 | 95.6 | 11.2 | .0121 | 457,521 | .0130 | 139,019 | .0076 | .0115 | .0088 | .0099 | .0107 |
| Van Wert | 30.5 | .0121 | .1 | 74 | 98.9 | 11.3 | .0122 | 386,440 | .0111 | 150,444 | .0084 | .0104 | .0103 | .0116 | .0102 |
| Vinton | 11.1 | .0045 | −4.2 | 27 | 99.8 | 4.1 | .0044 | 106,927 | .0030 | 24,334 | .0013 | .0028 | .0051 | .0041 | .0024 |
| Warren | 115.5 | .0460 | 16.3 | 289 | 97.0 | 39.7 | .0428 | 1,589,820 | .0455 | 646,797 | .0358 | .0426 | .0357 | .0385 | .0437 |
| Washington | 62.1 | .0248 | −3.4 | 98 | 98.2 | 23.6 | .0255 | 709,155 | .0202 | 350,137 | .0194 | .0210 | .0272 | .0271 | .0198 |
| Wayne | 102.3 | .0408 | 5.0 | 184 | 97.7 | 35.9 | .0387 | 1,301,046 | .0372 | 568,730 | .0315 | .0362 | .0343 | .0393 | .0343 |
| Williams | 37.1 | .0147 | 2.0 | 88 | 99.4 | 13.9 | .0150 | 434,624 | .0124 | 204,106 | .0113 | .0125 | .0146 | .0151 | .0120 |
| Wood | 113.8 | .0454 | 6.0 | 184 | 97.8 | 39.9 | .0430 | 1,531,837 | .0438 | 675,354 | .0373 | .0422 | .0372 | .0411 | .0419 |
| Wyandot | 22.2 | .0089 | −2.0 | 55 | 99.5 | 8.1 | .0087 | 234,368 | .0067 | 106,762 | .0059 | .0068 | .0087 | .0094 | .0061 |
| **TOTAL METRO COUNTIES** | **8,580.4** | **3.4212** | **.7** | **517** | **85.6** | **3,262.8** | **3.5182** | **117,122,604** | **3.3468** | **60,969,577** | **3.3738** | **3.3698** | **3.4050** | **3.4522** | **3.3885** |
| **TOTAL STATE** | **10,864.4** | **4.3317** | **.6** | **265** | **88.1** | **4,094.2** | **4.4149** | **142,855,009** | **4.0823** | **73,205,986** | **4.0508** | **4.1227** | **4.3317** | **4.3684** | **4.0896** |
| **OKLAHOMA** | | | | | | | | | | | | | | | |
| **ENID** | **55.7** | **.0222** | **−11.3** | **53** | **92.9** | **22.0** | **.0237** | **636,588** | **.0182** | **402,420** | **.0223** | **.0202** | **.0272** | **.0266** | **.0195** |
| Garfield | 55.7 | .0222 | −11.3 | 53 | 92.9 | 22.0 | .0237 | 636,588 | .0182 | 402,420 | .0223 | .0202 | .0272 | .0266 | .0195 |
| **LAWTON** | **111.2** | **.0443** | **−1.1** | **104** | **73.5** | **37.5** | **.0404** | **1,140,310** | **.0326** | **681,609** | **.0377** | **.0365** | **.0454** | **.0488** | **.0314** |
| Comanche | 111.2 | .0443 | −1.1 | 104 | 73.5 | 37.5 | .0404 | 1,140,310 | .0326 | 681,609 | .0377 | .0365 | .0454 | .0488 | .0314 |
| **OKLAHOMA CITY** | **962.1** | **.3837** | **11.7** | **227** | **82.2** | **369.0** | **.3978** | **11,560,705** | **.3306** | **7,262,762** | **.4019** | **.3622** | **.4367** | **.4335** | **.3663** |
| Canadian | 75.2 | .0300 | 33.2 | 84 | 91.3 | 25.9 | .0279 | 880,655 | .0252 | 358,480 | .0198 | .0245 | .0259 | .0257 | .0251 |
| Cleveland | 176.9 | .0706 | 32.8 | 330 | 89.1 | 65.0 | .0701 | 2,065,796 | .0591 | 970,504 | .0537 | .0597 | .0690 | .0716 | .0584 |
| Logan | 28.9 | .0115 | 7.5 | 39 | 82.1 | 10.1 | .0109 | 288,503 | .0083 | 95,833 | .0053 | .0080 | .0117 | .0105 | .0066 |
| McClain | 22.8 | .0091 | 12.4 | 40 | 91.7 | 8.3 | .0089 | 228,937 | .0066 | 110,383 | .0061 | .0069 | .0100 | .0085 | .0057 |
| Oklahoma | 599.8 | .2392 | 5.4 | 846 | 78.3 | 238.0 | .2566 | 7,515,009 | .2148 | 5,389,288 | .2983 | .2446 | .2871 | .2934 | .2539 |
| Pottawatomie | 58.5 | .0233 | 5.9 | 74 | 84.9 | 21.7 | .0234 | 581,805 | .0166 | 338,274 | .0187 | .0185 | .0330 | .0238 | .0166 |
| **TULSA** | **711.0** | **.2835** | **8.2** | **142** | **83.7** | **278.1** | **.3000** | **8,805,237** | **.2516** | **5,239,853** | **.2901** | **.2695** | **.3359** | **.3186** | **.2780** |
| Creek | 60.7 | .0242 | 2.9 | 64 | 88.0 | 22.4 | .0242 | 674,420 | .0193 | 210,933 | .0117 | .0180 | .0270 | .0216 | .0172 |
| Osage | 41.3 | .0165 | 5.0 | 18 | 74.3 | 15.3 | .0165 | 413,862 | .0118 | 88,147 | .0049 | .0106 | .0194 | .0147 | .0096 |
| Rogers | 55.5 | .0222 | 19.5 | 82 | 85.6 | 20.0 | .0216 | 598,974 | .0171 | 215,688 | .0120 | .0166 | .0219 | .0199 | .0160 |
| Tulsa | 505.3 | .2014 | 7.4 | 886 | 83.6 | 203.3 | .2192 | 6,600,899 | .1886 | 4,633,434 | .2564 | .2115 | .2496 | .2479 | .2226 |
| Wagoner | 48.2 | .0192 | 15.3 | 86 | 86.1 | 17.1 | .0185 | 517,082 | .0148 | 91,651 | .0051 | .0128 | .0180 | .0145 | .0126 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Adair | 18.5 | .0073 | −.4 | 32 | 55.0 | 6.4 | .0069 | 123,578 | .0035 | 44,018 | .0025 | .0041 | .0111 | .0061 | .0027 |
| Alfalfa | 6.3 | .0026 | −11.0 | 7 | 93.4 | 2.4 | .0026 | 81,271 | .0024 | 20,075 | .0011 | .0019 | .0026 | .0021 | .0017 |
| Atoka | 12.8 | .0051 | .4 | 13 | 81.1 | 4.5 | .0049 | 95,195 | .0027 | 63,057 | .0035 | .0034 | .0082 | .0048 | .0023 |
| Beaver | 5.9 | .0023 | −13.3 | 3 | 98.8 | 2.3 | .0025 | 65,499 | .0019 | 18,068 | .0010 | .0017 | .0026 | .0023 | .0015 |
| Beckham | 18.5 | .0074 | −3.9 | 21 | 95.6 | 7.2 | .0077 | 177,876 | .0050 | 110,962 | .0061 | .0060 | .0111 | .0074 | .0054 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES METRO AREA County | 12/31/90 Population (Thousands) | % Of U.S.* | % Change 1980-90 | Pop. Per Sq. Mi (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **OKLAHOMA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Blaine | 11.3 | .0045 | -16.0 | 12 | 86.1 | 4.4 | .0048 | 129,497 | .0037 | 40,805 | .0023 | .0034 | .0058 | .0039 | .0029 |
| Bryan | 32.2 | .0128 | 5.5 | 35 | 83.5 | 12.6 | .0136 | 225,941 | .0065 | 160,664 | .0089 | .0083 | .0233 | .0129 | .0062 |
| Caddo | 29.3 | .0117 | -5.2 | 23 | 72.6 | 10.8 | .0116 | 267,731 | .0076 | 111,211 | .0061 | .0082 | .0157 | .0115 | .0062 |
| Canadian | 75.2 | .0300 | 33.2 | 84 | 91.3 | 25.9 | .0279 | 880,655 | .0252 | 358,480 | .0198 | .0245 | .0259 | .0257 | .0251 |
| Carter | 42.5 | .0169 | -2.6 | 52 | 82.4 | 16.4 | .0177 | 414,226 | .0119 | 298,805 | .0166 | .0142 | .0251 | .0181 | .0139 |
| Cherokee | 34.3 | .0137 | 11.8 | 46 | 64.5 | 12.8 | .0138 | 264,336 | .0075 | 161,039 | .0089 | .0093 | .0221 | .0138 | .0073 |
| Choctaw | 15.3 | .0061 | -11.1 | 20 | 71.3 | 6.0 | .0065 | 117,570 | .0034 | 64,260 | .0035 | .0038 | .0106 | .0059 | .0027 |
| Cimarron | 3.3 | .0013 | -9.5 | 2 | 98.3 | 1.3 | .0014 | 30,143 | .0008 | 16,666 | .0010 | .0011 | .0018 | .0015 | .0006 |
| Cleveland | 176.9 | .0706 | 32.8 | 330 | 89.1 | 65.0 | .0701 | 2,065,796 | .0591 | 970,504 | .0537 | .0597 | .0690 | .0716 | .0584 |
| Coal | 5.8 | .0023 | -4.0 | 11 | 82.1 | 2.3 | .0025 | 39,443 | .0011 | 14,912 | .0008 | .0012 | .0044 | .0023 | .0007 |
| Comanche | 111.2 | .0443 | -1.1 | 104 | 73.5 | 37.5 | .0404 | 1,140,310 | .0326 | 681,609 | .0377 | .0365 | .0454 | .0488 | .0314 |
| Cotton | 6.6 | .0026 | -10.1 | 10 | 88.7 | 2.6 | .0028 | 53,739 | .0015 | 19,175 | .0011 | .0016 | .0041 | .0027 | .0013 |
| Craig | 14.0 | .0056 | -6.8 | 18 | 76.6 | 5.2 | .0056 | 108,205 | .0031 | 82,646 | .0045 | .0041 | .0085 | .0065 | .0030 |
| Creek | 60.7 | .0242 | 2.9 | 64 | 88.0 | 22.4 | .0242 | 674,420 | .0193 | 210,933 | .0117 | .0180 | .0270 | .0216 | .0172 |
| Custer | 26.6 | .0106 | 2.3 | 27 | 88.5 | 9.8 | .0105 | 305,149 | .0087 | 175,409 | .0097 | .0093 | .0134 | .0105 | .0086 |
| Delaware | 28.4 | .0114 | 18.6 | 38 | 74.1 | 11.1 | .0120 | 211,147 | .0060 | 119,673 | .0066 | .0074 | .0192 | .0120 | .0053 |
| Dewey | 5.5 | .0022 | -7.1 | 5 | 93.8 | 2.2 | .0024 | 66,967 | .0019 | 16,394 | .0010 | .0015 | .0025 | .0019 | .0016 |
| Ellis | 4.4 | .0017 | -21.4 | 4 | 98.0 | 1.8 | .0019 | 46,608 | .0014 | 16,891 | .0009 | .0014 | .0024 | .0019 | .0009 |
| Garfield | 55.7 | .0222 | -11.3 | 53 | 92.9 | 22.0 | .0237 | 636,588 | .0182 | 402,420 | .0223 | .0202 | .0272 | .0266 | .0195 |
| Garvin | 26.3 | .0105 | -5.6 | 33 | 89.6 | 10.3 | .0112 | 257,048 | .0073 | 124,792 | .0069 | .0079 | .0153 | .0107 | .0064 |
| Grady | 41.6 | .0166 | 5.3 | 38 | 90.5 | 15.5 | .0167 | 380,142 | .0109 | 211,761 | .0117 | .0122 | .0224 | .0171 | .0110 |
| Grant | 5.6 | .0022 | -14.1 | 6 | 98.3 | 2.3 | .0025 | 65,681 | .0019 | 14,348 | .0008 | .0016 | .0024 | .0023 | .0013 |
| Greer | 6.5 | .0026 | -7.5 | 10 | 90.2 | 2.5 | .0026 | 52,216 | .0014 | 15,695 | .0008 | .0016 | .0044 | .0022 | .0011 |
| Harmon | 3.7 | .0015 | -18.1 | 7 | 87.3 | 1.4 | .0016 | 21,956 | .0007 | 11,905 | .0007 | .0008 | .0027 | .0011 | .0004 |
| Harper | 4.0 | .0016 | -15.2 | 4 | 99.0 | 1.6 | .0017 | 40,735 | .0011 | 12,834 | .0007 | .0011 | .0020 | .0016 | .0011 |
| Haskell | 10.9 | .0043 | -1.0 | 19 | 84.0 | 4.3 | .0046 | 88,007 | .0025 | 49,628 | .0028 | .0029 | .0069 | .0044 | .0017 |
| Hughes | 12.9 | .0052 | -10.0 | 16 | 79.4 | 5.2 | .0056 | 97,724 | .0028 | 45,806 | .0025 | .0032 | .0093 | .0049 | .0022 |
| Jackson | 28.5 | .0113 | -6.1 | 36 | 86.3 | 10.4 | .0112 | 251,193 | .0072 | 191,058 | .0106 | .0090 | .0151 | .0135 | .0074 |
| Jefferson | 6.9 | .0028 | -16.8 | 9 | 93.5 | 2.8 | .0031 | 48,634 | .0014 | 24,918 | .0013 | .0017 | .0053 | .0027 | .0010 |
| Johnston | 10.0 | .0040 | -3.4 | 16 | 81.5 | 3.8 | .0041 | 65,017 | .0019 | 26,177 | .0015 | .0021 | .0071 | .0032 | .0015 |
| Kay | 47.7 | .0190 | -4.3 | 52 | 89.8 | 18.9 | .0203 | 568,063 | .0162 | 317,692 | .0176 | .0172 | .0237 | .0207 | .0159 |
| Kingfisher | 13.0 | .0052 | -8.4 | 14 | 94.5 | 4.9 | .0053 | 139,312 | .0040 | 66,032 | .0036 | .0042 | .0060 | .0055 | .0033 |
| Kiowa | 11.3 | .0045 | -11.1 | 11 | 86.5 | 4.5 | .0049 | 88,621 | .0025 | 45,846 | .0026 | .0029 | .0082 | .0039 | .0022 |
| Latimer | 10.4 | .0041 | 5.7 | 14 | 82.8 | 3.7 | .0040 | 75,536 | .0022 | 29,378 | .0016 | .0024 | .0066 | .0035 | .0017 |
| Le Flore | 43.7 | .0174 | 7.4 | 28 | 85.2 | 16.1 | .0173 | 340,975 | .0097 | 157,704 | .0087 | .0110 | .0257 | .0175 | .0081 |
| Lincoln | 29.2 | .0117 | 9.8 | 30 | 90.5 | 10.8 | .0117 | 269,891 | .0077 | 88,666 | .0049 | .0076 | .0138 | .0109 | .0066 |
| Logan | 28.9 | .0115 | 7.5 | 39 | 82.1 | 10.1 | .0109 | 288,503 | .0083 | 95,833 | .0053 | .0080 | .0117 | .0105 | .0066 |
| Love | 8.2 | .0033 | 9.8 | 16 | 87.8 | 3.0 | .0032 | 68,348 | .0019 | 36,175 | .0020 | .0023 | .0048 | .0032 | .0017 |
| McClain | 22.8 | .0091 | 12.4 | 40 | 91.7 | 8.3 | .0089 | 228,937 | .0066 | 110,383 | .0061 | .0069 | .0100 | .0085 | .0057 |
| McCurtain | 33.4 | .0133 | -7.6 | 18 | 74.2 | 12.2 | .0132 | 230,772 | .0066 | 186,373 | .0103 | .0090 | .0230 | .0135 | .0060 |
| McIntosh | 16.8 | .0067 | 8.0 | 27 | 75.8 | 6.8 | .0073 | 137,911 | .0039 | 88,198 | .0049 | .0049 | .0115 | .0074 | .0035 |
| Major | 8.0 | .0032 | -8.8 | 8 | 98.0 | 3.1 | .0034 | 80,836 | .0023 | 44,349 | .0025 | .0024 | .0043 | .0034 | .0020 |
| Marshall | 10.8 | .0043 | 2.4 | 29 | 87.6 | 4.3 | .0046 | 89,421 | .0026 | 52,564 | .0029 | .0031 | .0079 | .0045 | .0020 |
| Mayes | 33.4 | .0133 | 3.5 | 51 | 81.1 | 12.7 | .0137 | 303,086 | .0086 | 179,895 | .0099 | .0099 | .0189 | .0142 | .0081 |
| Murray | 11.9 | .0047 | -2.0 | 28 | 86.6 | 4.6 | .0050 | 100,560 | .0029 | 66,032 | .0037 | .0036 | .0071 | .0056 | .0024 |
| Muskogee | 68.0 | .0272 | 1.4 | 84 | 71.8 | 25.1 | .0270 | 592,069 | .0169 | 419,504 | .0232 | .0207 | .0397 | .0280 | .0188 |
| Noble | 10.9 | .0043 | -5.8 | 15 | 89.1 | 4.2 | .0046 | 120,930 | .0035 | 44,483 | .0025 | .0034 | .0053 | .0046 | .0026 |
| Nowata | 9.9 | .0040 | -13.8 | 18 | 79.4 | 4.0 | .0043 | 102,675 | .0029 | 29,553 | .0016 | .0028 | .0051 | .0040 | .0023 |
| Okfuskee | 11.5 | .0045 | 3.4 | 18 | 67.7 | 4.1 | .0044 | 94,599 | .0027 | 38,641 | .0021 | .0029 | .0067 | .0040 | .0020 |
| Oklahoma | 599.8 | .2392 | 5.4 | 846 | 78.3 | 238.0 | .2566 | 7,515,009 | .2148 | 5,389,288 | .2983 | .2446 | .2871 | .2934 | .2539 |
| Okmulgee | 36.2 | .0144 | -7.6 | 52 | 75.1 | 13.9 | .0150 | 328,478 | .0094 | 161,453 | .0089 | .0103 | .0210 | .0138 | .0086 |
| Osage | 41.3 | .0165 | 5.0 | 18 | 74.3 | 15.3 | .0165 | 413,862 | .0118 | 88,147 | .0049 | .0106 | .0194 | .0147 | .0096 |
| Ottawa | 30.3 | .0121 | -7.8 | 64 | 80.1 | 12.0 | .0130 | 263,941 | .0075 | 182,607 | .0101 | .0093 | .0184 | .0137 | .0077 |
| Pawnee | 15.5 | .0061 | 1.2 | 27 | 88.3 | 6.0 | .0064 | 158,148 | .0045 | 90,878 | .0050 | .0050 | .0090 | .0065 | .0041 |
| Payne | 61.2 | .0244 | -2.0 | 89 | 89.6 | 23.7 | .0256 | 629,641 | .0180 | 339,952 | .0188 | .0195 | .0364 | .0249 | .0168 |
| Pittsburg | 40.5 | .0162 | -.1 | 31 | 83.2 | 15.9 | .0171 | 322,675 | .0093 | 235,288 | .0130 | .0118 | .0266 | .0185 | .0090 |
| Pontotoc | 34.1 | .0136 | 4.6 | 47 | 82.6 | 13.3 | .0144 | 325,287 | .0093 | 191,106 | .0106 | .0105 | .0200 | .0136 | .0099 |
| Pottawatomie | 58.5 | .0233 | 5.9 | 74 | 84.9 | 21.7 | .0234 | 581,805 | .0166 | 338,274 | .0187 | .0185 | .0330 | .0238 | .0166 |
| Pushmataha | 10.9 | .0044 | -7.4 | 8 | 83.2 | 4.3 | .0046 | 77,741 | .0022 | 54,161 | .0030 | .0030 | .0085 | .0044 | .0015 |
| Roger Mills | 4.0 | .0015 | -16.7 | 4 | 95.9 | 1.5 | .0016 | 56,436 | .0016 | 8,921 | .0005 | .0012 | .0015 | .0014 | .0011 |
| Rogers | 55.5 | .0222 | 19.5 | 82 | 85.6 | 20.0 | .0216 | 598,974 | .0171 | 215,688 | .0120 | .0166 | .0219 | .0199 | .0160 |
| Seminole | 25.0 | .0099 | -9.0 | 40 | 74.9 | 9.5 | .0103 | 231,154 | .0066 | 98,334 | .0054 | .0069 | .0140 | .0094 | .0055 |
| ☐ Sequoyah | 34.1 | .0136 | 10.9 | 51 | 76.3 | 12.4 | .0133 | 237,251 | .0068 | 149,682 | .0083 | .0086 | .0216 | .0140 | .0061 |
| Stephens | 42.0 | .0168 | -3.3 | 48 | 93.0 | 16.6 | .0179 | 456,725 | .0131 | 271,701 | .0150 | .0144 | .0235 | .0187 | .0129 |
| Texas | 16.2 | .0064 | -8.6 | [illegible] | 97.7 | 6.1 | .0066 | 182,490 | .0052 | 86,276 | .0048 | .0053 | .0068 | .0070 | .0051 |
| Tillman | 10.3 | .0042 | -16.9 | 12 | 84.4 | 3.9 | .0042 | 72,470 | .0021 | 29,452 | .0016 | .0024 | .0070 | .0038 | .0017 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES<br>METRO AREA<br>County | | | | | | | | | | | | | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 12/31/90 Population (Thousands) | % Of U.S. | % Change 1980-90 | Pop. Per Sq. Mi. (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **OKLAHOMA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Tulsa | 505.3 | .2014 | 7.4 | 886 | 83.6 | 203.3 | .2192 | 6,600,899 | .1886 | 4,633,434 | .2564 | .2115 | .2496 | .2479 | .2226 |
| Wagoner | 48.2 | .0192 | 15.3 | 86 | 86.1 | 17.1 | .0185 | 517,082 | .0148 | 91,651 | .0051 | .0128 | .0180 | .0145 | .0126 |
| Washington | 47.6 | .0190 | -1.1 | 114 | 88.3 | 19.1 | .0206 | 762,144 | .0217 | 349,950 | .0193 | .0205 | .0208 | .0190 | .0217 |
| Washita | 11.1 | .0044 | -19.6 | 11 | 97.0 | 4.3 | .0046 | 129,094 | .0037 | 19,571 | .0011 | .0029 | .0044 | .0040 | .0028 |
| Woods | 8.9 | .0036 | -18.5 | 7 | 97.5 | 3.7 | .0040 | 104,233 | .0030 | 53,979 | .0030 | .0032 | .0049 | .0040 | .0029 |
| Woodward | 18.6 | .0074 | -12.2 | 15 | 96.0 | 6.9 | .0074 | 229,260 | .0066 | 133,801 | .0074 | .0070 | .0087 | .0076 | .0072 |
| **TOTAL METRO COUNTIES** | **1,874.1** | **.7473** | **8.7** | **155** | **82.5** | **719.0** | **.7752** | **22,380,091** | **.6398** | **13,736,326** | **.7603** | **.6970** | **.8668** | **.8415** | **.7013** |
| **TOTAL STATE** | **3,143.0** | **1.2531** | **3.9** | **46** | **82.9** | **1,204.9** | **1.2993** | **34,306,007** | **.9804** | **20,218,493** | **1.1188** | **1.0765** | **1.6040** | **1.3580** | **1.0189** |
| **OREGON** | | | | | | | | | | | | | | | |
| **EUGENE - SPRINGFIELD** | **284.3** | **.1133** | **3.3** | **62** | **95.9** | **111.4** | **.1201** | **3,256,948** | **.0931** | **2,237,700** | **.1238** | **.1064** | **.1381** | **.1311** | **.1058** |
| Lane | 284.3 | .1133 | 3.3 | 62 | 95.9 | 111.4 | .1201 | 3,256,948 | .0931 | 2,237,700 | .1238 | .1064 | .1381 | .1311 | .1058 |
| **MEDFORD** | **148.0** | **.0590** | **11.7** | **53** | **97.3** | **57.9** | **.0624** | **1,644,663** | **.0470** | **1,431,958** | **.0792** | **.0590** | **.0717** | **.0766** | **.0528** |
| Jackson | 148.0 | .0590 | 11.7 | 53 | 97.3 | 57.9 | .0624 | 1,644,663 | .0470 | 1,431,958 | .0792 | .0590 | .0717 | .0766 | .0528 |
| **PORTLAND** | **1,252.0** | **.4991** | **13.2** | **334** | **91.9** | **491.8** | **.5303** | **18,374,831** | **.5252** | **10,811,738** | **.5982** | **.5418** | **.4794** | **.5461** | **.5975** |
| Clackamas | 282.8 | .1127 | 16.9 | 151 | 97.0 | 105.0 | .1132 | 4,021,230 | .1150 | 2,022,482 | .1119 | .1136 | .0979 | .1111 | .1210 |
| Multnomah | 585.7 | .2335 | 4.1 | 1,346 | 87.6 | 242.9 | .2619 | 8,335,274 | .2382 | 5,203,048 | .2879 | .2521 | .2575 | .2750 | .2818 |
| Washington | 317.2 | .1265 | 29.0 | 438 | 94.1 | 121.2 | .1307 | 5,300,476 | .1515 | 3,205,427 | .1774 | .1542 | .0987 | .1341 | .1745 |
| Yamhill | 66.3 | .0264 | 19.8 | 93 | 96.8 | 22.7 | .0245 | 717,851 | .0205 | 380,781 | .0210 | .0219 | .0253 | .0259 | .0202 |
| ***PORTLAND - VANCOUVER CONSOLIDATED AREA*** | ***1,494.3*** | ***.5957*** | ***15.1*** | ***342*** | ***92.4*** | ***581.8*** | ***.6273*** | ***21,520,121*** | ***.6151*** | ***12,139,866*** | ***.6717*** | ***.6281*** | ***.5687*** | ***.6338*** | ***.6879*** |
| **SALEM** | **280.5** | **.1119** | **12.2** | **146** | **95.5** | **102.6** | **.1107** | **2,887,945** | **.0825** | **1,858,309** | **.1028** | **.0946** | **.1265** | **.1244** | **.0914** |
| Marion | 230.5 | .0919 | 12.6 | 195 | 95.3 | 84.3 | .0909 | 2,397,793 | .0685 | 1,699,304 | .0940 | .0809 | .1035 | .1049 | .0798 |
| Polk | 50.0 | .0200 | 10.6 | 67 | 96.3 | 18.3 | .0198 | 490,152 | .0140 | 159,005 | .0088 | .0137 | .0230 | .0195 | .0116 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Baker | 15.2 | .0061 | -5.8 | 5 | 98.4 | 6.1 | .0066 | 139,224 | .0039 | 78,078 | .0043 | .0046 | .0090 | .0070 | .0040 |
| Benton | 71.0 | .0283 | 4.1 | 105 | 92.5 | 26.2 | .0283 | 958,822 | .0274 | 374,627 | .0208 | .0255 | .0276 | .0262 | .0251 |
| Clackamas | 282.8 | .1127 | 16.9 | 151 | 97.0 | 105.0 | .1132 | 4,021,230 | .1150 | 2,022,482 | .1119 | .1136 | .0979 | .1111 | .1210 |
| Clatsop | 33.4 | .0133 | 2.8 | 40 | 97.1 | 13.4 | .0144 | 361,119 | .0103 | 274,882 | .0152 | .0123 | .0206 | .0157 | .0118 |
| Columbia | 37.8 | .0151 | 6.0 | 58 | 97.6 | 14.0 | .0151 | 412,479 | .0118 | 146,790 | .0081 | .0114 | .0155 | .0137 | .0116 |
| Coos | 60.4 | .0241 | -5.7 | 38 | 96.4 | 24.2 | .0261 | 644,323 | .0184 | 456,833 | .0253 | .0216 | .0305 | .0288 | .0193 |
| Crook | 14.2 | .0057 | 8.5 | 5 | 97.9 | 5.5 | .0060 | 134,122 | .0038 | 57,862 | .0032 | .0040 | .0075 | .0070 | .0034 |
| Curry | 19.8 | .0079 | 16.5 | 12 | 96.7 | 8.5 | .0091 | 205,614 | .0059 | 133,545 | .0074 | .0067 | .0130 | .0101 | .0058 |
| Deschutes | 75.8 | .0302 | 22.0 | 25 | 98.4 | 29.6 | .0320 | 854,292 | .0244 | 681,612 | .0377 | .0295 | .0379 | .0379 | .0308 |
| Douglas | 95.1 | .0379 | 1.4 | 19 | 97.5 | 36.0 | .0388 | 954,368 | .0273 | 632,374 | .0350 | .0318 | .0443 | .0437 | .0278 |
| Gilliam | 1.7 | .0007 | -17.4 | 1 | 98.9 | .7 | .0007 | 22,207 | .0006 | 7,087 | .0004 | .0005 | .0007 | .0008 | .0005 |
| Grant | 7.8 | .0031 | -5.0 | 2 | 98.6 | 3.1 | .0034 | 77,081 | .0022 | 41,431 | .0023 | .0025 | .0043 | .0036 | .0022 |
| Harney | 7.1 | .0028 | -14.6 | 1 | 95.6 | 2.8 | .0030 | 76,890 | .0022 | 47,766 | .0026 | .0024 | .0037 | .0035 | .0021 |
| Hood River | 17.0 | .0068 | 7.4 | 33 | 96.5 | 6.5 | .0070 | 177,407 | .0051 | 117,098 | .0065 | .0059 | .0095 | .0077 | .0047 |
| Jackson | 148.0 | .0590 | 11.7 | 53 | 97.3 | 57.9 | .0624 | 1,644,663 | .0470 | 1,431,958 | .0792 | .0590 | .0717 | .0766 | .0528 |
| Jefferson | 13.8 | .0055 | 19.0 | 8 | 78.6 | 4.8 | .0052 | 146,920 | .0042 | 65,603 | .0037 | .0043 | .0055 | .0056 | .0037 |
| Josephine | 63.5 | .0253 | 7.9 | 39 | 97.5 | 25.4 | .0274 | 595,084 | .0170 | 453,729 | .0251 | .0211 | .0364 | .0313 | .0185 |
| Klamath | 57.7 | .0230 | -2.4 | 10 | 94.0 | 22.3 | .0241 | 575,591 | .0164 | 404,008 | .0223 | .0196 | .0299 | .0265 | .0194 |
| Lake | 7.2 | .0029 | -4.4 | 1 | 96.1 | 2.8 | .0030 | 70,853 | .0020 | 46,906 | .0026 | .0023 | .0041 | .0033 | .0019 |
| Lane | 284.3 | .1133 | 3.3 | 62 | 95.9 | 111.4 | .1201 | 3,256,948 | .0931 | 2,237,700 | .1238 | .1064 | .1381 | .1311 | .1058 |
| Lincoln | 39.3 | .0157 | 11.4 | 40 | 96.3 | 16.6 | .0179 | 488,415 | .0140 | 342,523 | .0190 | .0158 | .0240 | .0197 | .0135 |
| Linn | 91.6 | .0365 | 2.4 | 40 | 97.6 | 34.9 | .0376 | 965,010 | .0276 | 579,560 | .0321 | .0307 | .0407 | .0404 | .0276 |
| Malheur | 25.8 | .0103 | -4.1 | 3 | 94.9 | 9.4 | .0102 | 248,491 | .0071 | 214,840 | .0119 | .0092 | .0135 | .0124 | .0090 |
| Marion | 230.5 | .0919 | 12.6 | 195 | 95.3 | 84.3 | .0909 | 2,397,793 | .0685 | 1,699,304 | .0940 | .0809 | .1035 | .1049 | .0798 |
| Morrow | 7.5 | .0030 | -.3 | 4 | 97.7 | 2.8 | .0030 | 102,366 | .0029 | 18,781 | .0010 | .0024 | .0024 | .0025 | .0023 |
| Multnomah | 585.7 | .2335 | 4.1 | 1,346 | 87.6 | 242.9 | .2619 | 8,335,274 | .2382 | 5,203,048 | .2879 | .2521 | .2575 | .2750 | .2818 |
| Polk | 50.0 | .0200 | 10.6 | 67 | 96.3 | 18.3 | .0198 | 490,152 | .0140 | 159,005 | .0088 | .0137 | .0230 | .0195 | .0116 |
| Sherman | 1.9 | .0007 | -12.5 | 2 | 98.0 | .8 | .0008 | 24,066 | .0007 | 11,170 | .0007 | .0006 | .0007 | .0009 | .0007 |
| Tillamook | 21.6 | .0086 | 2.1 | 20 | 97.8 | 8.9 | .0096 | 220,347 | .0063 | 114,366 | .0063 | .0067 | .0126 | .0105 | .0058 |
| Umatilla | 59.1 | .0236 | .4 | 18 | 94.5 | 22.0 | .0237 | 668,928 | .0191 | 404,459 | .0224 | .0210 | .0251 | .0272 | .0205 |
| Union | 23.5 | .0094 | -1.8 | 12 | 97.1 | 9.0 | .0097 | 251,791 | .0072 | 130,832 | .0072 | .0077 | .0109 | .0101 | .0080 |
| Wallowa | 6.9 | .0027 | -5.1 | 2 | 99.0 | 2.8 | .0031 | 62,531 | .0018 | 38,914 | .0022 | .0021 | .0045 | .0032 | .0016 |
| Wasco | 21.6 | .0086 | -.6 | 9 | 93.9 | 8.6 | .0092 | 230,868 | .0066 | 196,862 | .0108 | .0083 | .0112 | .0099 | .0075 |
| Washington | 317.2 | .1265 | 29.0 | 438 | 94.1 | 121.2 | .1307 | 5,300,476 | .1515 | 3,205,427 | .1774 | .1542 | .0987 | .1341 | .1745 |
| Wheeler | 1.4 | .0006 | -7.5 | 1 | 99.0 | .6 | .0007 | 8,387 | .0002 | 4,692 | .0003 | .0003 | .0010 | .0006 | .0002 |
| Yamhill | 66.3 | .0264 | 19.8 | 93 | 96.8 | 22.7 | .0245 | 717,851 | .0205 | 380,781 | .0210 | .0219 | .0253 | .0259 | .0202 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

S&MM ESTIMATES

| METRO AREA County | 12/31/90 Population (Thousands) | % Of U.S. | % Change 1980-90 | Pop Per Sq. Mi. (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes EPP (Economy-Priced Products) | Graduated Buying Power Indexes MPP (Moderate-Priced Products) | Graduated Buying Power Indexes PPP (Premium-Priced Products) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **OREGON (continued)** | | | | | | | | | | | | | | | |
| **TOTAL METRO COUNTIES** | **1,964.8** | **.7833** | **11.4** | **151** | **93.4** | **763.7** | **.8235** | **26,164,387** | **.7478** | **16,339,705** | **.9040** | **.8018** | **.8157** | **.8782** | **.8475** |
| **TOTAL STATE** | **2,863.5** | **1.1417** | **8.7** | **30** | **94.3** | **1,112.0** | **1.1992** | **35,841,983** | **1.0242** | **22,416,935** | **1.2404** | **1.1126** | **1.2623** | **1.2880** | **1.1368** |
| **PENNSYLVANIA** | | | | | | | | | | | | | | | |
| **ALLENTOWN - BETHLEHEM - EASTON** | **692.3** | **.2761** | **8.9** | **474** | **96.5** | **262.1** | **.2826** | **9,973,167** | **.2849** | **5,190,601** | **.2873** | **.2840** | **.2660** | **.2801** | **.2908** |
| Carbon | 57.3 | .0229 | 7.5 | 150 | 99.3 | 22.2 | .0239 | 663,827 | .0189 | 251,124 | .0139 | .0182 | .0248 | .0234 | .0167 |
| Lehigh | 293.1 | .1169 | 7.6 | 845 | 95.7 | 113.7 | .1226 | 4,649,220 | .1328 | 2,776,906 | .1537 | .1359 | .1093 | .1255 | .1507 |
| Northampton | 249.6 | .0995 | 10.7 | 668 | 96.4 | 91.9 | .0991 | 3,219,167 | .0920 | 1,419,154 | .0785 | .0895 | .0988 | .0949 | .0859 |
| *Warren, N. J.* | *92.3* | *.0368* | *9.3* | *258* | *97.5* | *34.3* | *.0370* | *1,440,953* | *.0412* | *743,417* | *.0412* | *.0404* | *.0331* | *.0363* | *.0375* |
| **ALTOONA** | **130.3** | **.0519** | **-4.6** | **248** | **98.7** | **50.2** | **.0541** | **1,532,759** | **.0438** | **994,442** | **.0550** | **.0488** | **.0627** | **.0609** | **.0500** |
| Blair | 130.3 | .0519 | -4.6 | 248 | 98.7 | 50.2 | .0541 | 1,532,759 | .0438 | 994,442 | .0550 | .0488 | .0627 | .0609 | .0500 |
| **BEAVER COUNTY** | **185.0** | **.0738** | **-9.5** | **425** | **94.0** | **71.5** | **.0771** | **2,338,105** | **.0669** | **927,556** | **.0514** | **.0635** | **.0740** | **.0672** | **.0659** |
| Beaver | 185.0 | .0738 | -9.5 | 425 | 94.0 | 71.5 | .0771 | 2,338,105 | .0669 | 927,556 | .0514 | .0635 | .0740 | .0672 | .0659 |
| **ERIE** | **275.1** | **.1097** | **-1.7** | **343** | **93.9** | **101.4** | **.1093** | **3,744,230** | **.1070** | **1,812,577** | **.1002** | **.1056** | **.1034** | **.1070** | **.1075** |
| Erie | 275.1 | .1097 | -1.7 | 343 | 93.9 | 101.4 | .1093 | 3,744,230 | .1070 | 1,812,577 | .1002 | .1056 | .1034 | .1070 | .1075 |
| **HARRISBURG - LEBANON - CARLISLE** | **591.5** | **.2358** | **6.3** | **297** | **91.8** | **227.6** | **.2454** | **8,964,816** | **.2563** | **4,938,302** | **.2732** | **.2573** | **.2034** | **.2530** | **.2532** |
| Cumberland | 196.9 | .0785 | 9.6 | 358 | 96.9 | 74.1 | .0799 | 3,176,740 | .0908 | 1,901,195 | .1052 | .0927 | .0631 | .0842 | .0889 |
| Dauphin | 238.5 | .0951 | 2.7 | 454 | 83.1 | 95.5 | .1029 | 3,796,756 | .1085 | 1,941,071 | .1074 | .1055 | .0850 | .1016 | .1079 |
| Lebanon | 114.4 | .0456 | 5.4 | 316 | 98.4 | 42.9 | .0463 | 1,488,090 | .0426 | 909,107 | .0503 | .0455 | .0411 | .0505 | .0436 |
| Perry | 41.7 | .0166 | 16.7 | 75 | 99.4 | 15.1 | .0163 | 503,230 | .0144 | 186,929 | .0103 | .0136 | .0142 | .0167 | .0128 |
| **JOHNSTOWN** | **239.7** | **.0956** | **-9.4** | **136** | **98.1** | **91.0** | **.0981** | **2,442,047** | **.0698** | **1,324,692** | **.0733** | **.0760** | **.1187** | **.1029** | **.0688** |
| Cambria | 161.7 | .0645 | -11.8 | 235 | 97.3 | 61.5 | .0663 | 1,658,349 | .0474 | 937,758 | .0519 | .0522 | .0821 | .0689 | .0482 |
| Somerset | 78.0 | .0311 | -4.0 | 73 | 99.6 | 29.5 | .0318 | 783,698 | .0224 | 386,934 | .0214 | .0238 | .0366 | .0340 | .0206 |
| **LANCASTER** | **429.6** | **.1713** | **18.6** | **453** | **95.9** | **153.5** | **.1655** | **5,975,594** | **.1708** | **3,276,037** | **.1813** | **.1740** | **.1479** | **.1747** | **.1843** |
| Lancaster | 429.6 | .1713 | 18.6 | 453 | 95.9 | 153.5 | .1655 | 5,975,594 | .1708 | 3,276,037 | .1813 | .1740 | .1479 | .1747 | .1843 |
| **PHILADELPHIA** | **4,886.9** | **1.9484** | **3.6** | **1,389** | **77.7** | **1,788.4** | **1.9284** | **78,042,167** | **2.2301** | **36,033,312** | **1.9938** | **2.1031** | **1.7689** | **1.7781** | **2.1524** |
| Bucks | 548.7 | .2188 | 14.5 | 903 | 95.3 | 193.2 | .2083 | 8,884,375 | .2539 | 4,962,012 | .2746 | .2531 | .1714 | .2032 | .2475 |
| Chester | 383.6 | .1529 | 21.1 | 507 | 92.3 | 135.9 | .1465 | 7,063,043 | .2019 | 2,597,255 | .1437 | .1746 | .1075 | .1259 | .1700 |
| Delaware | 548.9 | .2188 | -1.1 | 2,980 | 86.5 | 201.9 | .2178 | 9,255,369 | .2644 | 4,369,373 | .2417 | .2486 | .1874 | .2040 | .2459 |
| Montgomery | 682.3 | .2721 | 6.0 | 1,412 | 91.5 | 256.6 | .2767 | 13,096,835 | .3742 | 7,357,913 | .4071 | .3637 | .2320 | .2802 | .3931 |
| Philadelphia | 1,584.8 | .6318 | -6.1 | 11,731 | 55.6 | 602.8 | .6500 | 20,912,405 | .5976 | 7,741,383 | .4284 | .5537 | .6982 | .5601 | .5797 |
| *Burlington, N. J.* | *399.1* | *.1591* | *10.1* | *496* | *82.9* | *138.0* | *.1488* | *7,445,413* | *.2128* | *3,386,918* | *.1874* | *.1945* | *.1109* | *.1369* | *.1807* |
| *Camden, N. J.* | *506.7* | *.2020* | *7.4* | *2,279* | *79.4* | *180.2* | *.1943* | *7,968,576* | *.2277* | *3,728,767* | *.2063* | *.2161* | *.1869* | *.1826* | *.2351* |
| *Gloucester, N. J.* | *232.8* | *.0929* | *16.4* | *717* | *89.7* | *79.8* | *.0860* | *3,416,151* | *.0976* | *1,889,691* | *.1046* | *.0988* | *.0746* | *.0852* | *.1004* |
| ***PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA*** | ***5,937.9*** | ***2.3674*** | ***4.5*** | ***1,111*** | ***78.3*** | ***2,168.4*** | ***2.3381*** | ***95,690,195*** | ***2.7345*** | ***44,688,863*** | ***2.4728*** | ***2.5826*** | ***2.1330*** | ***2.1727*** | ***2.6223*** |
| **PITTSBURGH** | **2,047.2** | **.8163** | **-7.7** | **602** | **90.8** | **816.1** | **.8801** | **28,919,735** | **.8265** | **14,183,572** | **.7848** | **.8118** | **.8796** | **.8439** | **.8477** |
| Allegheny | 1,330.0 | .5303 | -8.3 | 1,821 | 87.5 | 538.6 | .5808 | 19,793,459 | .5657 | 9,786,382 | .5415 | .5513 | .5688 | .5532 | .5879 |
| Fayette | 144.5 | .0576 | -9.4 | 183 | 96.2 | 55.8 | .0602 | 1,459,464 | .0417 | 933,906 | .0517 | .0479 | .0813 | .0617 | .0452 |
| Washington | 203.6 | .0812 | -6.2 | 238 | 96.3 | 78.1 | .0842 | 2,701,809 | .0772 | 1,188,004 | .0657 | .0746 | .0847 | .0794 | .0765 |
| Westmoreland | 369.1 | .1472 | -5.9 | 361 | 97.5 | 143.6 | .1549 | 4,965,003 | .1419 | 2,275,280 | .1259 | .1380 | .1448 | .1496 | .1381 |
| ***PITTSBURGH - BEAVER VALLEY CONSOLIDATED AREA*** | ***2,232.2*** | ***.8901*** | ***-7.9*** | ***582*** | ***91.0*** | ***887.6*** | ***.9572*** | ***31,257,840*** | ***.8934*** | ***15,111,128*** | ***.8362*** | ***.8753*** | ***.9536*** | ***.9111*** | ***.9136*** |
| **READING** | **338.8** | **.1351** | **8.4** | **394** | **95.6** | **128.5** | **.1386** | **4,699,850** | **.1343** | **2,563,704** | **.1418** | **.1368** | **.1304** | **.1407** | **.1617** |
| Berks | 338.8 | .1351 | 8.4 | 394 | 95.6 | 128.5 | .1386 | 4,699,850 | .1343 | 2,563,704 | .1418 | .1368 | .1304 | .1407 | .1617 |
| **SCRANTON - WILKES-BARRE** | **736.3** | **.2935** | **1.0** | **259** | **98.2** | **281.4** | **.3034** | **9,129,936** | **.2609** | **5,316,827** | **.2943** | **.2773** | **.3176** | **.3365** | **.2702** |
| Columbia | 63.3 | .0252 | 2.2 | 130 | 99.1 | 23.5 | .0253 | 721,661 | .0206 | 408,322 | .0226 | .0221 | .0254 | .0299 | .0191 |
| Lackawanna | 218.5 | .0871 | -4.1 | 476 | 98.5 | 84.3 | .0909 | 2,794,923 | .0799 | 1,653,292 | .0915 | .0847 | .0970 | .0992 | .0844 |
| Luzerne | 327.5 | .1306 | -4.6 | 368 | 98.2 | 128.2 | .1382 | 4,076,324 | .1165 | 2,238,927 | .1239 | .1215 | .1444 | .1502 | .1222 |
| Monroe | 98.7 | .0393 | 42.2 | 163 | 97.2 | 35.3 | .0381 | 1,201,224 | .0343 | 877,900 | .0486 | .0396 | .0411 | .0458 | .0357 |
| Wyoming | 28.3 | .0113 | 7.1 | 71 | 99.1 | 10.1 | .0109 | 335,804 | .0096 | 138,386 | .0077 | .0094 | .0097 | .0114 | .0088 |
| **SHARON** | **120.5** | **.0481** | **-6.1** | **179** | **94.6** | **45.4** | **.0489** | **1,531,440** | **.0438** | **703,350** | **.0389** | **.0432** | **.0469** | **.0471** | **.0471** |
| Mercer | 120.5 | .0481 | -6.1 | 179 | 94.6 | 45.4 | .0489 | 1,531,440 | .0438 | 703,350 | .0389 | .0432 | .0469 | .0471 | .0471 |
| **STATE COLLEGE** | **124.6** | **.0497** | **10.5** | **112** | **94.2** | **43.0** | **.0464** | **1,409,647** | **.0403** | **822,998** | **.0455** | **.0438** | **.0511** | **.0507** | **.0417** |
| Centre | 124.6 | .0497 | 10.5 | 112 | 94.2 | 43.0 | .0464 | 1,409,647 | .0403 | 822,998 | .0455 | .0438 | .0511 | .0507 | .0417 |
| **WILLIAMSPORT** | **119.1** | **.0474** | **.6** | **96** | **96.9** | **45.1** | **.0487** | **1,478,342** | **.0422** | **894,501** | **.0495** | **.0455** | **.0507** | **.0544** | **.0456** |
| Lycoming | 119.1 | .0474 | .6 | 96 | 96.9 | 45.1 | .0487 | 1,478,342 | .0422 | 894,501 | .0495 | .0455 | .0507 | .0544 | .0456 |
| **YORK** | **421.6** | **.1680** | **10.6** | **296** | **96.2** | **158.2** | **.1706** | **5,890,937** | **.1683** | **3,106,979** | **.1720** | **.1694** | **.1501** | **.1717** | **.1667** |
| Adams | 79.1 | .0315 | 15.8 | 152 | 98.1 | 28.4 | .0306 | 1,043,846 | .0298 | 327,287 | .0182 | .0266 | .0256 | .0281 | .0262 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES | | | | | | | | | | | | | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Population (Thousands) | % Of U.S. | % Change 1980-90 | Pop Per Sq. Mi. (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **PENNSYLVANIA (continued)** | | | | | | | | | | | | | | | |
| **YORK (continued)** | | | | | | | | | | | | | | | |
| York | 342.5 | .1365 | 9.4 | 379 | 95.8 | 129.8 | .1400 | 4,847,091 | .1385 | 2,779,692 | .1538 | .1428 | .1245 | .1436 | .1405 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Adams | 79.1 | .0315 | 15.8 | 152 | 98.1 | 28.4 | .0306 | 1,043,846 | .0298 | 327,287 | .0182 | .0266 | .0256 | .0281 | .0262 |
| Allegheny | 1,330.0 | .5303 | −8.3 | 1,821 | 87.5 | 538.6 | .5808 | 19,793,459 | .5657 | 9,786,382 | .5415 | .5513 | .5688 | .5532 | .5879 |
| Armstrong | 73.2 | .0292 | −5.9 | 112 | 99.0 | 28.2 | .0304 | 867,292 | .0247 | 333,208 | .0184 | .0238 | .0313 | .0288 | .0224 |
| Beaver | 185.0 | .0738 | −9.5 | 425 | 94.0 | 71.5 | .0771 | 2,338,105 | .0669 | 927,556 | .0514 | .0635 | .0740 | .0672 | .0659 |
| Bedford | 48.0 | .0191 | 2.6 | 47 | 99.4 | 18.1 | .0195 | 523,933 | .0149 | 325,448 | .0180 | .0168 | .0202 | .0224 | .0134 |
| Berks | 338.8 | .1351 | 8.4 | 394 | 95.6 | 128.5 | .1386 | 4,699,850 | .1343 | 2,563,704 | .1418 | .1368 | .1304 | .1407 | .1617 |
| Blair | 130.3 | .0519 | −4.6 | 248 | 98.7 | 50.2 | .0541 | 1,532,759 | .0438 | 994,442 | .0550 | .0488 | .0627 | .0609 | .0500 |
| Bradford | 61.0 | .0243 | −3.1 | 53 | 99.1 | 22.5 | .0243 | 715,539 | .0205 | 389,305 | .0216 | .0214 | .0242 | .0259 | .0188 |
| Bucks | 548.7 | .2188 | 14.5 | 903 | 95.3 | 193.2 | .2083 | 8,884,375 | .2539 | 4,962,012 | .2746 | .2531 | .1714 | .2032 | .2475 |
| Butler | 152.5 | .0608 | 3.1 | 193 | 99.0 | 55.5 | .0599 | 1,824,158 | .0521 | 933,830 | .0516 | .0537 | .0581 | .0614 | .0538 |
| Cambria | 161.7 | .0645 | −11.8 | 235 | 97.3 | 61.5 | .0663 | 1,658,349 | .0474 | 937,758 | .0519 | .0522 | .0821 | .0689 | .0482 |
| Cameron | 5.9 | .0023 | −11.6 | 15 | 99.4 | 2.4 | .0026 | 65,729 | .0019 | 29,660 | .0017 | .0019 | .0028 | .0029 | .0016 |
| Carbon | 57.3 | .0229 | 7.5 | 150 | 99.3 | 22.2 | .0239 | 663,827 | .0189 | 251,124 | .0139 | .0182 | .0248 | .0234 | .0167 |
| Centre | 124.6 | .0497 | 10.5 | 112 | 94.2 | 43.0 | .0464 | 1,409,647 | .0403 | 822,998 | .0455 | .0438 | .0511 | .0507 | .0417 |
| Chester | 383.6 | .1529 | 21.1 | 507 | 92.3 | 135.9 | .1465 | 7,063,043 | .2019 | 2,597,255 | .1437 | .1746 | .1075 | .1259 | .1700 |
| Clarion | 41.6 | .0166 | −4.1 | 69 | 98.8 | 15.0 | .0162 | 456,808 | .0130 | 209,625 | .0116 | .0133 | .0184 | .0161 | .0128 |
| Clearfield | 77.8 | .0310 | −6.9 | 68 | 99.4 | 29.7 | .0320 | 859,888 | .0246 | 578,464 | .0320 | .0281 | .0390 | .0367 | .0287 |
| Clinton | 37.1 | .0148 | −4.8 | 42 | 99.1 | 13.8 | .0149 | 366,221 | .0105 | 281,247 | .0156 | .0129 | .0179 | .0185 | .0121 |
| Columbia | 63.3 | .0252 | 2.2 | 130 | 99.1 | 23.5 | .0253 | 721,661 | .0206 | 408,322 | .0226 | .0221 | .0254 | .0299 | .0191 |
| Crawford | 85.9 | .0343 | −3.4 | 85 | 98.2 | 32.1 | .0347 | 1,014,640 | .0290 | 469,244 | .0260 | .0291 | .0334 | .0362 | .0271 |
| Cumberland | 196.9 | .0785 | 9.6 | 358 | 96.9 | 74.1 | .0799 | 3,176,740 | .0908 | 1,901,195 | .1052 | .0927 | .0631 | .0842 | .0889 |
| Dauphin | 238.5 | .0951 | 2.7 | 454 | 83.1 | 95.5 | .1029 | 3,796,756 | .1085 | 1,941,071 | .1074 | .1055 | .0850 | .1016 | .1079 |
| Delaware | 548.9 | .2188 | −1.1 | 2,980 | 86.5 | 201.9 | .2178 | 9,255,369 | .2644 | 4,369,373 | .2417 | .2486 | .1874 | .2040 | .2459 |
| Elk | 34.6 | .0138 | −9.8 | 42 | 99.5 | 13.0 | .0140 | 441,956 | .0127 | 160,992 | .0090 | .0116 | .0130 | .0139 | .0111 |
| Erie | 275.1 | .1097 | −1.7 | 343 | 93.9 | 101.4 | .1093 | 3,744,230 | .1070 | 1,812,577 | .1002 | .1056 | .1034 | .1070 | .1075 |
| Fayette | 144.5 | .0576 | −9.4 | 183 | 96.2 | 55.8 | .0602 | 1,459,464 | .0417 | 933,906 | .0517 | .0479 | .0813 | .0617 | .0452 |
| Forest | 4.8 | .0019 | −5.4 | 11 | 98.8 | 1.9 | .0020 | 51,824 | .0015 | 14,190 | .0008 | .0014 | .0022 | .0021 | .0011 |
| Franklin | 121.8 | .0486 | 7.2 | 158 | 96.9 | 46.0 | .0496 | 1,593,954 | .0455 | 752,857 | .0417 | .0450 | .0428 | .0529 | .0458 |
| Fulton | 14.0 | .0056 | 9.0 | 32 | 98.8 | 5.2 | .0057 | 148,976 | .0043 | 58,743 | .0032 | .0041 | .0055 | .0058 | .0036 |
| Greene | 39.4 | .0157 | −2.7 | 68 | 98.5 | 14.6 | .0157 | 437,170 | .0125 | 169,541 | .0094 | .0123 | .0174 | .0148 | .0109 |
| Huntingdon | 44.3 | .0177 | 4.8 | 51 | 95.0 | 15.6 | .0168 | 449,791 | .0128 | 185,132 | .0102 | .0130 | .0192 | .0174 | .0112 |
| Indiana | 89.8 | .0358 | −2.7 | 108 | 97.9 | 31.6 | .0341 | 960,898 | .0275 | 537,898 | .0298 | .0298 | .0386 | .0370 | .0268 |
| Jefferson | 45.9 | .0183 | −5.0 | 70 | 99.6 | 17.5 | .0189 | 576,111 | .0164 | 244,979 | .0136 | .0160 | .0193 | .0187 | .0149 |
| Juniata | 20.8 | .0083 | 8.4 | 53 | 99.5 | 7.7 | .0083 | 231,005 | .0066 | 82,739 | .0045 | .0064 | .0085 | .0090 | .0053 |
| Lackawanna | 218.5 | .0871 | −4.1 | 476 | 98.5 | 84.3 | .0909 | 2,794,923 | .0799 | 1,653,292 | .0915 | .0847 | .0970 | .0992 | .0844 |
| Lancaster | 429.6 | .1713 | 18.6 | 453 | 95.9 | 153.5 | .1655 | 5,975,594 | .1708 | 3,276,037 | .1813 | .1740 | .1479 | .1747 | .1843 |
| Lawrence | 95.7 | .0381 | −10.7 | 265 | 96.5 | 36.1 | .0389 | 1,213,139 | .0346 | 542,576 | .0300 | .0340 | .0392 | .0369 | .0316 |
| Lebanon | 114.4 | .0456 | 5.4 | 316 | 98.4 | 42.9 | .0463 | 1,488,090 | .0426 | 909,107 | .0503 | .0455 | .0411 | .0505 | .0436 |
| Lehigh | 293.1 | .1169 | 7.6 | 845 | 95.7 | 113.7 | .1226 | 4,649,220 | .1328 | 2,776,906 | .1537 | .1359 | .1093 | .1255 | .1507 |
| Luzerne | 327.5 | .1306 | −4.6 | 368 | 98.2 | 128.2 | .1382 | 4,076,324 | .1165 | 2,238,927 | .1239 | .1215 | .1444 | .1502 | .1222 |
| Lycoming | 119.1 | .0474 | 6 | 96 | 96.9 | 45.1 | .0487 | 1,478,342 | .0422 | 894,501 | .0495 | .0455 | .0507 | .0544 | .0456 |
| McKean | 46.8 | .0187 | −7.6 | 48 | 98.1 | 17.7 | .0191 | 554,988 | .0159 | 235,270 | .0130 | .0155 | .0202 | .0194 | .0135 |
| Mercer | 120.5 | .0481 | −6.1 | 179 | 94.6 | 45.4 | .0489 | 1,531,440 | .0438 | 703,350 | .0389 | .0432 | .0469 | .0471 | .0471 |
| Mifflin | 46.2 | .0184 | −1.5 | 112 | 99.5 | 17.7 | .0191 | 489,295 | .0140 | 288,330 | .0160 | .0155 | .0231 | .0204 | .0142 |
| Monroe | 98.7 | .0393 | 42.2 | 163 | 97.2 | 35.3 | .0381 | 1,201,224 | .0343 | 877,900 | .0486 | .0396 | .0411 | .0458 | .0357 |
| Montgomery | 682.3 | .2721 | 6.0 | 1,412 | 91.5 | 256.6 | .2767 | 13,096,835 | .3742 | 7,357,913 | .4071 | .3637 | .2320 | .2802 | .3931 |
| Montour | 17.7 | .0070 | 6.1 | 135 | 98.7 | 6.5 | .0070 | 257,277 | .0074 | 78,637 | .0044 | .0063 | .0061 | .0067 | .0060 |
| Northampton | 249.6 | .0995 | 10.7 | 668 | 96.4 | 91.9 | .0991 | 3,219,167 | .0920 | 1,419,154 | .0785 | .0895 | .0988 | .0949 | .0859 |
| Northumberland | 96.6 | .0386 | −3.8 | 210 | 99.3 | 38.7 | .0417 | 972,463 | .0278 | 542,363 | .0300 | .0306 | .0527 | .0459 | .0282 |
| Perry | 41.7 | .0166 | 16.7 | 75 | 99.4 | 15.1 | .0163 | 503,230 | .0144 | 186,929 | .0103 | .0136 | .0142 | .0167 | .0128 |
| Philadelphia | 1,584.8 | .6318 | −6.1 | 11,731 | 55.6 | 602.8 | .6500 | 20,912,405 | .5976 | 7,741,383 | .4284 | .5537 | .6982 | .5601 | .5797 |
| Pike | 29.2 | .0117 | 59.8 | 53 | 98.4 | 11.0 | .0119 | 361,437 | .0103 | 99,829 | .0055 | .0092 | .0110 | .0117 | .0083 |
| Potter | 16.7 | .0066 | −5.8 | 15 | 99.5 | 6.2 | .0067 | 190,407 | .0054 | 80,132 | .0045 | .0053 | .0073 | .0065 | .0047 |
| Schuylkill | 152.0 | .0606 | −5.4 | 195 | 99.0 | 60.5 | .0652 | 1,785,936 | .0511 | 842,642 | .0466 | .0517 | .0713 | .0700 | .0476 |
| Snyder | 36.9 | .0148 | 9.9 | 111 | 99.2 | 12.8 | .0138 | 419,216 | .0119 | 308,426 | .0171 | .0140 | .0131 | .0172 | .0128 |
| Somerset | 78.0 | .0311 | −4.0 | 73 | 99.6 | 29.5 | .0318 | 783,698 | .0224 | 386,934 | .0214 | .0238 | .0366 | .0340 | .0206 |
| Sullivan | 6.1 | .0024 | −3.9 | 14 | 98.3 | 2.3 | .0025 | 68,349 | .0020 | 29,047 | .0016 | .0020 | .0025 | .0028 | .0015 |
| Susquehanna | 40.7 | .0162 | 7.5 | 49 | 99.3 | 15.0 | .0162 | 480,281 | .0137 | 159,212 | .0088 | .0128 | .0152 | .0160 | .0111 |
| Tioga | 41.1 | .0164 | .3 | 36 | 98.9 | 15.0 | .0161 | 431,733 | .0124 | 196,335 | .0109 | .0126 | .0178 | .0172 | .0106 |
| Union | 36.4 | .0145 | 10.7 | 115 | 96.3 | 11.8 | .0128 | 427,013 | .0122 | 169,066 | .0093 | .0118 | .0120 | .0131 | .0108 |
| Venango | 58.9 | .0235 | −8.6 | 87 | 98.8 | 22.2 | .0239 | 733,047 | .0209 | 329,717 | .0183 | .0207 | .0231 | .0236 | .0192 |
| Warren | 44.9 | .0179 | −5.4 | 51 | 99.4 | 17.2 | .0186 | 502,718 | .0144 | 658,167 | .0364 | .0217 | .0198 | .0269 | .0148 |
| Washington | 203.6 | .0812 | −6.2 | 238 | 96.3 | 78.1 | .0842 | 2,701,809 | .0772 | 1,188,004 | .0657 | .0746 | .0847 | .0794 | .0765 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES | | | | | | | | | | | | | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/90 Population (Thousands) | % Of U.S. | % Change 1980-90 | Pop Per Sq. Mi (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **PENNSYLVANIA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Wayne | 40.5 | .0161 | 14.9 | 56 | 98.9 | 14.9 | .0160 | 418,086 | .0119 | 332,467 | .0184 | .0148 | .0211 | .0202 | .0118 |
| Westmoreland | 369.1 | .1472 | -5.9 | 361 | 97.5 | 143.6 | .1549 | 4,965,003 | .1419 | 2,275,280 | .1259 | .1380 | .1448 | .1496 | .1381 |
| Wyoming | 28.3 | .0113 | 7.1 | 71 | 99.1 | 10.1 | .0109 | 335,804 | .0096 | 138,386 | .0077 | .0094 | .0097 | .0114 | .0088 |
| York | 342.5 | .1365 | 9.4 | 379 | 95.8 | 129.8 | .1400 | 4,847,091 | .1385 | 2,779,692 | .1538 | .1428 | .1245 | .1436 | .1405 |
| **TOTAL METRO COUNTIES** | **10,107.6** | **4.0299** | **.7** | **475** | **87.5** | **3,831.1** | **4.1211** | **145,801,679** | **4.1666** | **72,340,657** | **4.0028** | **4.0903** | **3.9659** | **4.0279** | **4.1999** |
| **TOTAL STATE** | **11,912.4** | **4.7495** | **.4** | **266** | **89.2** | **4,507.1** | **4.8602** | **166,692,957** | **4.7635** | **82,989,975** | **4.5923** | **4.7094** | **4.7332** | **4.8029** | **4.7680** |
| **RHODE ISLAND** | | | | | | | | | | | | | | | |
| **PROVIDENCE - PAWTUCKET - WOONSOCKET** | **921.4** | **.3674** | **6.4** | **979** | **92.5** | **347.2** | **.3743** | **13,161,017** | **.3761** | **6,621,140** | **.3663** | **.3714** | **.3717** | **.3679** | **.3682** |
| Bristol | 49.0 | .0196 | 4.4 | 1,984 | 98.8 | 17.6 | .0189 | 727,359 | .0208 | 239,949 | .0133 | .0182 | .0173 | .0168 | .0172 |
| Kent | 162.1 | .0646 | 5.1 | 953 | 98.2 | 62.4 | .0673 | 2,422,662 | .0692 | 1,687,207 | .0933 | .0756 | .0621 | .0736 | .0808 |
| Providence | 598.9 | .2388 | 4.8 | 1,449 | 89.7 | 227.4 | .2452 | 8,427,416 | .2408 | 3,832,852 | .2121 | .2319 | .2484 | .2322 | .2274 |
| Washington | 111.4 | .0444 | 19.4 | 335 | 96.7 | 39.8 | .0429 | 1,583,580 | .0453 | 861,132 | .0476 | .0457 | .0439 | .0453 | .0428 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Bristol | 49.0 | .0196 | 4.4 | 1,984 | 98.8 | 17.6 | .0189 | 727,359 | .0208 | 239,949 | .0133 | .0182 | .0173 | .0168 | .0172 |
| Kent | 162.1 | .0646 | 5.1 | 953 | 98.2 | 62.4 | .0673 | 2,422,662 | .0692 | 1,687,207 | .0933 | .0756 | .0621 | .0736 | .0808 |
| Newport | 87.5 | .0349 | 7.5 | 841 | 94.2 | 32.8 | .0354 | 1,414,978 | .0405 | 703,842 | .0390 | .0388 | .0307 | .0352 | .0372 |
| Providence | 598.9 | .2388 | 4.8 | 1,449 | 89.7 | 227.4 | .2452 | 8,427,416 | .2408 | 3,832,852 | .2121 | .2319 | .2484 | .2322 | .2274 |
| Washington | 111.4 | .0444 | 19.4 | 335 | 96.7 | 39.8 | .0429 | 1,583,580 | .0453 | 861,132 | .0476 | .0457 | .0439 | .0453 | .0428 |
| **TOTAL METRO COUNTIES** | **921.4** | **.3674** | **6.4** | **979** | **92.5** | **347.2** | **.3743** | **13,161,017** | **.3761** | **6,621,140** | **.3663** | **.3714** | **.3717** | **.3679** | **.3682** |
| **TOTAL STATE** | **1,008.9** | **.4023** | **6.5** | **965** | **92.7** | **380.0** | **.4097** | **14,575,995** | **.4166** | **7,324,982** | **.4053** | **.4102** | **.4024** | **.4031** | **.4054** |
| **SOUTH CAROLINA** | | | | | | | | | | | | | | | |
| **ANDERSON** | **146.2** | **.0583** | **9.7** | **204** | **83.0** | **55.9** | **.0602** | **1,696,256** | **.0485** | **1,030,588** | **.0570** | **.0530** | **.0651** | **.0653** | **.0528** |
| Anderson | 146.2 | .0583 | 9.7 | 204 | 83.0 | 55.9 | .0602 | 1,696,256 | .0485 | 1,030,588 | .0570 | .0530 | .0651 | .0653 | .0528 |
| **CHARLESTON** | **515.5** | **.2055** | **19.8** | **199** | **68.1** | **180.8** | **.1950** | **5,887,990** | **.1683** | **3,615,870** | **.2000** | **.1851** | **.2124** | **.2203** | **.1806** |
| Berkeley | 131.5 | .0524 | 38.8 | 120 | 73.3 | 43.3 | .0467 | 1,324,203 | .0379 | 358,337 | .0198 | .0352 | .0402 | .0472 | .0339 |
| Charleston | 298.8 | .1191 | 8.0 | 326 | 63.8 | 108.5 | .1170 | 3,646,092 | .1042 | 2,871,665 | .1589 | .1236 | .1429 | .1416 | .1225 |
| Dorchester | 85.2 | .0340 | 44.3 | 148 | 75.4 | 29.0 | .0313 | 917,695 | .0262 | 385,868 | .0213 | .0263 | .0293 | .0315 | .0242 |
| **CHARLOTTE - GASTONIA - ROCK HILL** | **1,181.4** | **.4710** | **21.6** | **350** | **78.6** | **448.3** | **.4835** | **15,830,970** | **.4524** | **8,769,068** | **.4851** | **.4657** | **.4548** | **.5198** | **.4907** |
| York | 133.6 | .0533 | 25.2 | 196 | 79.0 | 47.8 | .0515 | 1,616,289 | .0461 | 871,727 | .0482 | .0482 | .0506 | .0541 | .0498 |
| *Cabarrus, N. C.* | *99.9* | *.0399* | *16.3* | *274* | *86.3* | *37.9* | *.0408* | *1,241,990* | *.0355* | *686,470* | *.0380* | *.0370* | *.0402* | *.0432* | *.0392* |
| *Gaston, N. C.* | *176.0* | *.0702* | *8.3* | *494* | *86.2* | *65.7* | *.0709* | *2,170,747* | *.0620* | *1,162,560* | *.0643* | *.0643* | *.0695* | *.0774* | *.0627* |
| *Lincoln, N. C.* | *51.1* | *.0204* | *20.6* | *171* | *91.2* | *19.1* | *.0206* | *652,042* | *.0187* | *263,435* | *.0145* | *.0178* | *.0170* | *.0210* | *.0182* |
| *Mecklenburg, N. C.* | *523.9* | *.2088* | *29.6* | *993* | *71.5* | *205.2* | *.2213* | *7,829,077* | *.2237* | *4,792,441* | *.2652* | *.2332* | *.2032* | *.2428* | *.2555* |
| *Rowan, N. C.* | *111.4* | *.0444* | *12.3* | *218* | *83.2* | *42.8* | *.0462* | *1,304,721* | *.0373* | *545,325* | *.0302* | *.0365* | *.0447* | *.0488* | *.0362* |
| *Union, N. C.* | *85.5* | *.0340* | *21.4* | *134* | *83.4* | *29.8* | *.0322* | *1,016,104* | *.0291* | *447,109* | *.0247* | *.0287* | *.0296* | *.0325* | *.0291* |
| **COLUMBIA** | **458.3** | **.1827** | **11.8** | **314** | **68.1** | **165.1** | **.1780** | **6,283,329** | **.1795** | **3,545,143** | **.1961** | **.1851** | **.1657** | **.1921** | **.1876** |
| Lexington | 171.2 | .0682 | 22.0 | 244 | 88.0 | 63.0 | .0679 | 2,372,704 | .0678 | 1,070,647 | .0592 | .0653 | .0614 | .0676 | .0646 |
| Richland | 287.1 | .1145 | 6.5 | 380 | 56.2 | 102.1 | .1101 | 3,910,625 | .1117 | 2,474,496 | .1369 | .1198 | .1043 | .1245 | .1230 |
| **FLORENCE** | **114.8** | **.0458** | **4.2** | **144** | **60.7** | **40.4** | **.0436** | **1,129,286** | **.0322** | **973,645** | **.0539** | **.0414** | **.0552** | **.0533** | **.0360** |
| Florence | 114.8 | .0458 | 4.2 | 144 | 60.7 | 40.4 | .0436 | 1,129,286 | .0322 | 973,645 | .0539 | .0414 | .0552 | .0533 | .0360 |
| **GREENVILLE - SPARTANBURG** | **647.5** | **.2580** | **13.6** | **308** | **81.7** | **243.5** | **.2625** | **7,798,861** | **.2228** | **4,816,106** | **.2665** | **.2431** | **.2821** | **.2906** | **.2516** |
| Greenville | 324.0 | .1291 | 12.5 | 409 | 81.1 | 124.4 | .1341 | 4,014,947 | .1147 | 2,705,032 | .1497 | .1281 | .1443 | .1515 | .1272 |
| Pickens | 95.0 | .0378 | 19.8 | 191 | 91.7 | 33.9 | .0365 | 1,153,921 | .0330 | 447,022 | .0247 | .0315 | .0350 | .0364 | .0299 |
| Spartanburg | 228.5 | .0911 | 12.5 | 282 | 78.3 | 85.2 | .0919 | 2,629,993 | .0751 | 1,664,052 | .0921 | .0835 | .1028 | .1027 | .0945 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Abbeville | 23.9 | .0095 | 5.6 | 47 | 68.2 | 8.8 | .0095 | 235,557 | .0067 | 52,235 | .0029 | .0061 | .0101 | .0090 | .0059 |
| ☐ Aiken | 122.2 | .0487 | 15.7 | 114 | 75.2 | 45.4 | .0490 | 1,444,565 | .0413 | 719,362 | .0398 | .0424 | .0515 | .0506 | .0386 |
| Allendale | 11.8 | .0047 | 10.3 | 29 | 31.1 | 3.8 | .0041 | 92,631 | .0026 | 30,583 | .0017 | .0028 | .0058 | .0036 | .0023 |
| Anderson | 146.2 | .0583 | 9.7 | 204 | 83.0 | 55.9 | .0602 | 1,696,256 | .0485 | 1,030,588 | .0570 | .0530 | .0651 | .0653 | .0528 |
| Bamberg | 16.8 | .0067 | -7.3 | 43 | 38.0 | 5.6 | .0061 | 149,592 | .0043 | 58,794 | .0033 | .0044 | .0075 | .0060 | .0038 |
| Barnwell | 20.3 | .0081 | 2.2 | 37 | 56.8 | 7.1 | .0076 | 192,625 | .0055 | 96,602 | .0053 | .0060 | .0105 | .0081 | .0048 |
| Beaufort | 87.9 | .0351 | 34.5 | 150 | 70.3 | 31.3 | .0338 | 1,273,113 | .0363 | 729,104 | .0404 | .0374 | .0368 | .0389 | .0366 |
| Berkeley | 131.5 | .0524 | 38.8 | 120 | 73.3 | 43.3 | .0467 | 1,324,203 | .0379 | 358,337 | .0198 | .0352 | .0402 | .0472 | .0339 |
| Calhoun | 12.8 | .0051 | 4.9 | 34 | 48.5 | 4.5 | .0048 | 105,969 | .0030 | 23,892 | .0013 | .0030 | .0059 | .0044 | .0028 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Population (Thousands) | % Of U.S. | % Change 1980-90 | Pop. Per Sq. Mi. (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **SOUTH CAROLINA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Charleston | 298.8 | .1191 | 8.0 | 326 | 63.8 | 108.5 | .1170 | 3,646,092 | .1042 | 2,871,665 | .1589 | .1236 | .1429 | .1416 | .1225 |
| Cherokee | 44.8 | .0179 | 9.3 | 114 | 78.6 | 16.6 | .0179 | 450,173 | .0129 | 256,401 | .0142 | .0142 | .0206 | .0195 | .0154 |
| Chester | 32.3 | .0129 | 7.1 | 56 | 59.6 | 11.5 | .0124 | 306,174 | .0087 | 116,731 | .0065 | .0089 | .0149 | .0119 | .0086 |
| Chesterfield | 38.6 | .0154 | 1.2 | 48 | 66.2 | 14.1 | .0152 | 347,856 | .0100 | 174,783 | .0096 | .0110 | .0197 | .0169 | .0091 |
| Clarendon | 28.6 | .0114 | 4.1 | 47 | 43.2 | 9.6 | .0104 | 219,023 | .0062 | 128,553 | .0072 | .0075 | .0150 | .0110 | .0057 |
| Colleton | 34.6 | .0138 | 8.9 | 33 | 54.4 | 12.1 | .0130 | 302,653 | .0087 | 184,166 | .0101 | .0102 | .0182 | .0141 | .0087 |
| Darlington | 61.9 | .0246 | -1.3 | 110 | 59.7 | 22.0 | .0238 | 584,995 | .0167 | 302,168 | .0168 | .0183 | .0296 | .0239 | .0177 |
| Dillon | 29.1 | .0116 | -6.4 | 72 | 54.4 | 9.9 | .0106 | 237,067 | .0068 | 146,763 | .0081 | .0081 | .0150 | .0115 | .0069 |
| Dorchester | 85.2 | .0340 | 44.3 | 148 | 75.4 | 29.0 | .0313 | 917,695 | .0262 | 385,868 | .0213 | .0263 | .0293 | .0315 | .0242 |
| Edgefield | 18.5 | .0074 | 5.5 | 37 | 53.6 | 6.5 | .0070 | 161,224 | .0046 | 95,986 | .0053 | .0054 | .0094 | .0071 | .0043 |
| Fairfield | 22.4 | .0089 | 8.2 | 33 | 41.5 | 7.5 | .0081 | 216,104 | .0062 | 77,460 | .0043 | .0062 | .0098 | .0071 | .0054 |
| Florence | 114.8 | .0458 | 4.2 | 144 | 60.7 | 40.4 | .0436 | 1,129,286 | .0322 | 973,645 | .0539 | .0414 | .0552 | .0533 | .0360 |
| Georgetown | 46.8 | .0187 | 10.2 | 57 | 56.6 | 16.5 | .0178 | 382,996 | .0110 | 316,493 | .0175 | .0145 | .0261 | .0195 | .0130 |
| Greenville | 324.0 | .1291 | 12.5 | 409 | 81.1 | 124.4 | .1341 | 4,014,947 | .1147 | 2,705,032 | .1497 | .1281 | .1443 | .1515 | .1272 |
| Greenwood | 59.8 | .0239 | 7.1 | 131 | 69.2 | 22.8 | .0246 | 668,869 | .0191 | 459,459 | .0254 | .0220 | .0278 | .0277 | .0217 |
| Hampton | 18.2 | .0072 | .2 | 33 | 45.4 | 6.3 | .0068 | 134,703 | .0039 | 95,559 | .0053 | .0048 | .0111 | .0066 | .0043 |
| Horry | 146.9 | .0586 | 44.8 | 130 | 81.7 | 56.9 | .0614 | 1,823,543 | .0521 | 1,695,566 | .0938 | .0660 | .0729 | .0807 | .0857 |
| Jasper | 15.6 | .0062 | 7.6 | 24 | 42.2 | 5.3 | .0057 | 127,701 | .0036 | 70,437 | .0039 | .0043 | .0076 | .0058 | .0032 |
| Kershaw | 44.2 | .0176 | 13.3 | 61 | 71.5 | 16.0 | .0172 | 470,512 | .0135 | 290,521 | .0161 | .0150 | .0200 | .0188 | .0134 |
| Lancaster | 54.7 | .0219 | 2.5 | 100 | 74.3 | 19.8 | .0214 | 626,345 | .0179 | 280,928 | .0156 | .0180 | .0221 | .0215 | .0182 |
| Laurens | 58.4 | .0232 | 11.8 | 82 | 71.6 | 20.8 | .0224 | 615,815 | .0176 | 236,074 | .0130 | .0174 | .0231 | .0221 | .0163 |
| Lee | 18.4 | .0074 | -2.8 | 45 | 37.1 | 6.0 | .0065 | 143,585 | .0041 | 51,489 | .0029 | .0043 | .0085 | .0066 | .0038 |
| Lexington | 171.2 | .0682 | 22.0 | 244 | 88.0 | 63.0 | .0679 | 2,372,704 | .0678 | 1,070,647 | .0592 | .0653 | .0614 | .0676 | .0646 |
| McCormick | 8.9 | .0036 | 14.1 | 25 | 41.3 | 2.7 | .0029 | 77,024 | .0022 | 15,253 | .0009 | .0020 | .0033 | .0023 | .0018 |
| Marion | 33.9 | .0135 | -.8 | 69 | 44.5 | 11.8 | .0127 | 273,253 | .0078 | 157,651 | .0087 | .0094 | .0171 | .0138 | .0077 |
| Marlboro | 29.3 | .0117 | -7.4 | 61 | 48.5 | 10.1 | .0109 | 246,316 | .0070 | 99,303 | .0055 | .0075 | .0144 | .0108 | .0069 |
| Newberry | 33.3 | .0133 | 6.6 | 53 | 64.6 | 12.4 | .0134 | 381,503 | .0109 | 173,118 | .0096 | .0109 | .0142 | .0128 | .0105 |
| Oconee | 58.3 | .0232 | 19.9 | 93 | 90.8 | 22.7 | .0245 | 655,809 | .0188 | 312,366 | .0172 | .0193 | .0253 | .0255 | .0179 |
| Orangeburg | 85.2 | .0340 | 3.6 | 77 | 41.1 | 29.1 | .0314 | 748,836 | .0214 | 522,717 | .0290 | .0261 | .0428 | .0333 | .0236 |
| Pickens | 95.0 | .0378 | 19.8 | 191 | 91.7 | 33.9 | .0365 | 1,153,921 | .0330 | 447,022 | .0247 | .0315 | .0350 | .0364 | .0299 |
| Richland | 287.1 | .1145 | 6.5 | 380 | 56.2 | 102.1 | .1101 | 3,910,625 | .1117 | 2,474,496 | .1369 | .1198 | .1043 | .1245 | .1230 |
| Saluda | 16.3 | .0065 | 1.0 | 36 | 66.8 | 5.8 | .0063 | 159,174 | .0046 | 57,734 | .0032 | .0045 | .0072 | .0060 | .0040 |
| Spartanburg | 228.5 | .0911 | 12.5 | 282 | 78.3 | 85.2 | .0919 | 2,629,993 | .0751 | 1,664,052 | .0921 | .0835 | .1028 | .1027 | .0945 |
| Sumter | 103.4 | .0412 | 17.2 | 155 | 55.6 | 33.0 | .0355 | 944,628 | .0270 | 619,263 | .0343 | .0320 | .0423 | .0410 | .0286 |
| Union | 30.3 | .0121 | -1.5 | 59 | 69.8 | 11.4 | .0123 | 295,284 | .0085 | 127,534 | .0070 | .0087 | .0144 | .0127 | .0086 |
| Williamsburg | 36.8 | .0147 | -3.7 | 39 | 35.4 | 12.1 | .0131 | 304,761 | .0087 | 125,838 | .0070 | .0095 | .0158 | .0136 | .0090 |
| York | 133.6 | .0533 | 25.2 | 196 | 79.0 | 47.8 | .0515 | 1,616,289 | .0461 | 871,727 | .0482 | .0482 | .0506 | .0541 | .0498 |
| **TOTAL METRO COUNTIES** | **2,138.1** | **.8523** | **14.6** | **227** | **73.9** | **778.9** | **.8398** | **25,856,576** | **.7387** | **15,572,441** | **.8615** | **.7983** | **.8826** | **.9263** | **.7970** |
| **TOTAL STATE** | **3,521.1** | **1.4039** | **12.8** | **117** | **69.2** | **1,271.3** | **1.3709** | **39,811,989** | **1.1376** | **23,753,965** | **1.3144** | **1.2440** | **1.5274** | **1.5004** | **1.2332** |
| **SOUTH DAKOTA** | | | | | | | | | | | | | | | |
| **RAPID CITY** | **82.4** | **.0329** | **17.1** | **30** | **89.7** | **31.0** | **.0334** | **1,119,960** | **.0320** | **830,083** | **.0460** | **.0364** | **.0368** | **.0410** | **.0320** |
| Pennington | 82.4 | .0329 | 17.1 | 30 | 89.7 | 31.0 | .0334 | 1,119,960 | .0320 | 830,083 | .0460 | .0364 | .0368 | .0410 | .0320 |
| **SIOUX FALLS** | **125.1** | **.0498** | **14.3** | **155** | **97.3** | **48.2** | **.0520** | **1,919,301** | **.0549** | **1,225,198** | **.0678** | **.0578** | **.0497** | **.0574** | **.0547** |
| Minnehaha | 125.1 | .0498 | 14.3 | 155 | 97.3 | 48.2 | .0520 | 1,919,301 | .0549 | 1,225,198 | .0678 | .0578 | .0497 | .0574 | .0547 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Aurora | 3.1 | .0012 | -14.6 | 4 | 98.5 | 1.1 | .0012 | 19,776 | .0006 | 8,702 | .0005 | .0007 | .0018 | .0011 | .0004 |
| Beadle | 18.2 | .0073 | -5.2 | 14 | 98.4 | 7.3 | .0079 | 214,865 | .0062 | 110,589 | .0061 | .0063 | .0095 | .0075 | .0067 |
| Bennett | 3.2 | .0012 | 5.1 | 3 | 52.8 | 1.0 | .0011 | 17,380 | .0004 | 18,142 | .0010 | .0009 | .0019 | .0011 | .0004 |
| Bon Homme | 7.0 | .0028 | -13.2 | 12 | 97.4 | 2.6 | .0028 | 63,192 | .0019 | 27,278 | .0015 | .0018 | .0038 | .0026 | .0014 |
| Brookings | 25.2 | .0101 | 3.6 | 32 | 97.8 | 8.9 | .0096 | 304,626 | .0087 | 125,996 | .0070 | .0084 | .0093 | .0094 | .0079 |
| Brown | 35.5 | .0141 | -4.0 | 21 | 96.7 | 13.8 | .0148 | 461,256 | .0131 | 324,391 | .0180 | .0149 | .0170 | .0172 | .0132 |
| Brule | 5.5 | .0022 | 4.9 | 7 | 92.3 | 2.0 | .0022 | 45,998 | .0014 | 47,153 | .0026 | .0019 | .0028 | .0028 | .0010 |
| Buffalo | 1.8 | .0007 | .3 | 4 | 21.8 | .5 | .0005 | 8,782 | .0002 | 814 | .0000 | .0002 | .0010 | .0004 | .0002 |
| Butte | 7.9 | .0032 | -5.6 | 4 | 97.8 | 3.0 | .0033 | 86,251 | .0025 | 44,052 | .0025 | .0026 | .0041 | .0034 | .0019 |
| Campbell | 2.0 | .0008 | -10.8 | 3 | 99.8 | .8 | .0008 | 14,904 | .0004 | 8,660 | .0004 | .0005 | .0012 | .0009 | .0002 |
| Charles Mix | 9.1 | .0036 | -6.0 | 8 | 77.7 | 3.2 | .0035 | 62,013 | .0018 | 29,591 | .0017 | .0022 | .0057 | .0031 | .0013 |
| Clark | 4.4 | .0018 | -10.1 | 5 | 99.4 | 1.7 | .0018 | 38,128 | .0011 | 11,220 | .0006 | .0010 | .0023 | .0017 | .0008 |
| Clay | 13.2 | .0052 | -3.6 | 32 | 95.3 | 4.4 | .0048 | 149,878 | .0042 | 59,806 | .0033 | .0042 | .0059 | .0046 | .0030 |
| Codington | 22.8 | .0091 | 9.2 | 33 | 98.4 | 8.8 | .0095 | 290,081 | .0083 | 217,268 | .0120 | .0096 | .0133 | .0110 | .0087 |
| Corson | 4.1 | .0017 | -21.1 | 2 | 51.2 | 1.3 | .0014 | 28,440 | .0008 | 7,051 | .0004 | .0009 | .0019 | .0011 | .0007 |
| Custer | 6.2 | .0024 | 3.3 | 4 | 97.2 | 2.4 | .0025 | 86,550 | .0025 | 26,551 | .0015 | .0021 | .0025 | .0024 | .0018 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

S&MM ESTIMATES

| METRO AREA County | 12/31/90 Population (Thousands) | % Of U.S. | % Change 1980-90 | Pop. Per Sq. Mi (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **SOUTH DAKOTA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Davison | 17.5 | .0070 | -1.8 | 40 | 98.0 | 6.9 | .0075 | 204,072 | .0058 | 161,182 | .0089 | .0070 | .0098 | .0085 | .0057 |
| Day | 6.9 | .0028 | -15.2 | 7 | 93.1 | 2.7 | .0029 | 66,606 | .0020 | 29,683 | .0016 | .0021 | .0037 | .0029 | .0015 |
| Deuel | 4.5 | .0017 | -14.9 | 7 | 99.5 | 1.8 | .0019 | 43,249 | .0012 | 17,253 | .0010 | .0012 | .0025 | .0017 | .0009 |
| Dewey | 5.5 | .0022 | 2.5 | 2 | 32.3 | 1.7 | .0019 | 45,107 | .0013 | 19,761 | .0011 | .0013 | .0026 | .0018 | .0009 |
| Douglas | 3.7 | .0015 | -11.5 | 9 | 99.3 | 1.3 | .0014 | 25,669 | .0007 | 10,390 | .0006 | .0009 | .0020 | .0015 | .0006 |
| Edmunds | 4.3 | .0017 | -16.7 | 4 | 99.4 | 1.6 | .0017 | 30,846 | .0009 | 13,127 | .0007 | .0010 | .0028 | .0015 | .0005 |
| Fall River | 7.3 | .0029 | -13.5 | 4 | 92.9 | 2.8 | .0030 | 100,028 | .0029 | 41,293 | .0023 | .0028 | .0035 | .0027 | .0020 |
| Faulk | 2.7 | .0011 | -18.9 | 3 | 99.7 | 1.0 | .0011 | 21,371 | .0006 | 8,670 | .0005 | .0006 | .0017 | .0010 | .0005 |
| Grant | 8.3 | .0033 | -7.9 | 12 | 99.4 | 3.1 | .0033 | 99,370 | .0028 | 52,095 | .0028 | .0029 | .0036 | .0035 | .0025 |
| Gregory | 5.3 | .0021 | -11.9 | 5 | 94.4 | 2.1 | .0023 | 37,177 | .0011 | 16,405 | .0009 | .0012 | .0040 | .0019 | .0007 |
| Haakon | 2.6 | .0011 | -7.0 | 1 | 98.0 | .9 | .0010 | 22,041 | .0006 | 13,257 | .0008 | .0008 | .0012 | .0012 | .0006 |
| Hamlin | 5.0 | .0020 | -5.0 | 10 | 99.6 | 1.9 | .0020 | 56,104 | .0016 | 8,671 | .0005 | .0013 | .0022 | .0018 | .0011 |
| Hand | 4.2 | .0016 | -15.1 | 3 | 99.5 | 1.6 | .0017 | 35,904 | .0010 | 20,174 | .0011 | .0012 | .0023 | .0016 | .0008 |
| Hanson | 3.0 | .0012 | -12.2 | 7 | 99.8 | 1.1 | .0012 | 25,193 | .0007 | 7,894 | .0004 | .0007 | .0015 | .0012 | .0006 |
| Harding | 1.6 | .0007 | -5.9 | 1 | 98.7 | .6 | .0007 | 12,761 | .0004 | 5,715 | .0003 | .0005 | .0009 | .0006 | .0002 |
| Hughes | 14.9 | .0059 | 4.8 | 20 | 92.7 | 5.8 | .0062 | 216,456 | .0062 | 128,215 | .0071 | .0064 | .0064 | .0072 | .0071 |
| Hutchinson | 8.2 | .0033 | -12.3 | 10 | 99.6 | 3.2 | .0035 | 69,051 | .0020 | 33,325 | .0019 | .0022 | .0054 | .0033 | .0016 |
| Hyde | 1.7 | .0007 | -17.8 | 2 | 96.6 | .7 | .0007 | 18,274 | .0005 | 8,599 | .0004 | .0005 | .0010 | .0008 | .0006 |
| Jackson | 2.8 | .0011 | -18.5 | 1 | 57.3 | .9 | .0010 | 23,665 | .0007 | 12,425 | .0007 | .0008 | .0013 | .0010 | .0005 |
| Jerauld | 2.4 | .0009 | -18.1 | 5 | 99.5 | 1.0 | .0011 | 21,233 | .0006 | 12,267 | .0007 | .0007 | .0015 | .0011 | .0004 |
| Jones | 1.3 | .0006 | -11.2 | 1 | 99.4 | .5 | .0005 | 13,784 | .0004 | 16,775 | .0009 | .0006 | .0006 | .0008 | .0004 |
| Kingsbury | 5.9 | .0023 | -11.7 | 7 | 99.7 | 2.3 | .0025 | 60,583 | .0017 | 33,349 | .0019 | .0017 | .0034 | .0026 | .0013 |
| Lake | 10.5 | .0042 | -2.1 | 19 | 99.3 | 4.0 | .0043 | 128,079 | .0037 | 70,010 | .0039 | .0040 | .0047 | .0048 | .0030 |
| Lawrence | 20.8 | .0083 | 13.4 | 26 | 96.9 | 8.0 | .0086 | 265,315 | .0075 | 128,336 | .0071 | .0075 | .0097 | .0086 | .0061 |
| Lincoln | 15.5 | .0062 | 11.2 | 27 | 99.2 | 5.5 | .0060 | 202,128 | .0058 | 43,073 | .0023 | .0049 | .0049 | .0048 | .0041 |
| Lyman | 3.6 | .0014 | -6.8 | 2 | 70.5 | 1.3 | .0014 | 38,224 | .0011 | 23,161 | .0013 | .0012 | .0023 | .0016 | .0008 |
| McCook | 5.6 | .0022 | -13.1 | 10 | 99.4 | 2.1 | .0022 | 54,991 | .0016 | 23,970 | .0014 | .0016 | .0026 | .0022 | .0012 |
| McPherson | 3.2 | .0013 | -20.5 | 3 | 99.8 | 1.3 | .0014 | 22,259 | .0006 | 10,188 | .0005 | .0008 | .0023 | .0011 | .0006 |
| Marshal | 4.8 | .0019 | -11.2 | 6 | 94.3 | 1.9 | .0021 | 48,252 | .0014 | 9,394 | .0005 | .0012 | .0027 | .0018 | .0007 |
| Meade | 22.0 | .0088 | 6.2 | 6 | 94.9 | 7.1 | .0077 | 226,686 | .0065 | 71,053 | .0040 | .0061 | .0076 | .0084 | .0047 |
| Mellette | 2.1 | .0008 | -6.6 | 2 | 52.4 | .7 | .0007 | 11,170 | .0003 | 4,553 | .0002 | .0005 | .0013 | .0007 | .0002 |
| Miner | 3.3 | .0014 | -11.8 | 6 | 99.8 | 1.3 | .0014 | 26,403 | .0007 | 12,577 | .0007 | .0008 | .0020 | .0012 | .0005 |
| Minnehaha | 125.1 | .0498 | 14.3 | 155 | 97.3 | 48.2 | .0520 | 1,919,301 | .0549 | 1,225,198 | .0678 | .0578 | .0497 | .0574 | .0547 |
| Moody | 6.5 | .0026 | -2.9 | 13 | 91.3 | 2.4 | .0026 | 72,946 | .0021 | 16,415 | .0009 | .0017 | .0028 | .0024 | .0014 |
| Pennington | 82.4 | .0329 | 17.1 | 30 | 89.7 | 31.0 | .0334 | 1,119,960 | .0320 | 830,083 | .0460 | .0364 | .0368 | .0410 | .0320 |
| Perkins | 3.9 | .0015 | -17.0 | 1 | 98.3 | 1.6 | .0017 | 39,405 | .0011 | 18,194 | .0010 | .0012 | .0024 | .0016 | .0008 |
| Potter | 3.2 | .0013 | -12.9 | 4 | 99.1 | 1.3 | .0014 | 29,559 | .0009 | 12,182 | .0006 | .0009 | .0021 | .0014 | .0007 |
| Roberts | 9.9 | .0040 | -9.3 | 9 | 76.5 | 3.6 | .0039 | 92,257 | .0026 | 32,635 | .0018 | .0027 | .0045 | .0038 | .0020 |
| Sanborn | 2.8 | .0011 | -12.9 | 5 | 99.9 | 1.0 | .0011 | 19,462 | .0005 | 7,450 | .0005 | .0006 | .0016 | .0008 | .0004 |
| Shannon | 9.9 | .0039 | -12.6 | 5 | 4.9 | 2.2 | .0024 | 48,942 | .0014 | 9,145 | .0005 | .0016 | .0034 | .0020 | .0010 |
| Spink | 7.9 | .0032 | -14.1 | 5 | 99.1 | 3.0 | .0032 | 79,481 | .0023 | 27,773 | .0015 | .0023 | .0038 | .0031 | .0017 |
| Stanley | 2.5 | .0010 | -1.3 | 2 | 93.3 | .9 | .0010 | 31,246 | .0009 | 15,647 | .0009 | .0008 | .0012 | .0010 | .0006 |
| Sully | 1.6 | .0006 | -19.6 | 2 | 98.9 | .6 | .0006 | 15,833 | .0005 | 15,955 | .0008 | .0006 | .0008 | .0008 | .0004 |
| Todd | 8.4 | .0033 | 14.6 | 6 | 16.8 | 2.2 | .0024 | 52,338 | .0015 | 10,809 | .0006 | .0017 | .0032 | .0020 | .0010 |
| Tripp | 6.9 | .0028 | -5.1 | 4 | 90.1 | 2.6 | .0028 | 64,953 | .0018 | 52,190 | .0029 | .0023 | .0042 | .0031 | .0018 |
| Turner | 8.5 | .0034 | -8.2 | 14 | 99.6 | 3.3 | .0035 | 78,163 | .0022 | 29,051 | .0016 | .0022 | .0049 | .0033 | .0015 |
| Union | 10.2 | .0041 | -6.8 | 22 | 99.2 | 3.9 | .0043 | 131,542 | .0038 | 18,776 | .0011 | .0031 | .0034 | .0037 | .0028 |
| Walworth | 6.0 | .0023 | -14.4 | 8 | 92.0 | 2.4 | .0025 | 59,900 | .0017 | 43,967 | .0024 | .0021 | .0037 | .0027 | .0016 |
| Yankton | 19.3 | .0077 | 1.8 | 37 | 97.0 | 7.1 | .0077 | 258,095 | .0074 | 143,915 | .0080 | .0075 | .0082 | .0088 | .0068 |
| Ziebach | 2.2 | .0009 | -4.7 | 1 | 35.1 | .6 | .0006 | 11,461 | .0003 | 5,287 | .0003 | .0005 | .0010 | .0006 | .0002 |
| **TOTAL METRO COUNTIES** | **207.5** | **.0827** | **15.4** | **58** | **94.3** | **79.2** | **.0854** | **3,039,261** | **.0869** | **2,055,281** | **.1138** | **.0942** | **.0865** | **.0984** | **.0867** |
| **TOTAL STATE** | **697.4** | **.2780** | **1.0** | **9** | **91.7** | **259.4** | **.2797** | **8,289,015** | **.2369** | **4,648,776** | **.2573** | **.2512** | **.3257** | **.2952** | **.2139** |
| **TENNESSEE** | | | | | | | | | | | | | | | |
| **CHATTANOOGA** | **435.2** | **.1736** | **2.1** | **208** | **85.7** | **167.1** | **.1802** | **5,147,810** | **.1472** | **3,008,397** | **.1665** | **.1583** | **.1958** | **.1888** | **.1624** |
| Hamilton | 286.6 | .1143 | -.4 | 528 | 79.8 | 112.2 | .1210 | 3,631,804 | .1038 | 2,355,926 | .1303 | .1139 | .1298 | .1287 | .1196 |
| Marion | 24.9 | .0099 | 2.0 | 50 | 95.6 | 9.2 | .0100 | 223,798 | .0064 | 119,443 | .0066 | .0072 | .0131 | .0106 | .0066 |
| Sequatchie | 8.9 | .0036 | 3.4 | 33 | 99.9 | 3.3 | .0036 | 88,352 | .0025 | 35,528 | .0020 | .0026 | .0043 | .0035 | .0021 |
| *Catoosa, Ga.* | *43.0* | *.0172* | *16.2* | *265* | *98.6* | *15.9* | *.0171* | *457,840* | *.0131* | *217,414* | *.0120* | *.0136* | *.0183* | *.0173* | *.0139* |
| *Dade, Ga.* | *13.2* | *.0053* | *7.2* | *76* | *98.7* | *4.7* | *.0050* | *120,754* | *.0035* | *54,712* | *.0031* | *.0037* | *.0067* | *.0051* | *.0029* |
| *Walker, Ga.* | *58.6* | *.0233* | *3.8* | *131* | *95.7* | *21.8* | *.0235* | *625,262* | *.0179* | *225,374* | *.0125* | *.0173* | *.0236* | *.0236* | *.0173* |
| **CLARKSVILLE - HOPKINSVILLE** | **170.6** | **.0681** | **13.6** | **135** | **77.0** | **56.4** | **.0608** | **1,742,055** | **.0497** | **1,026,950** | **.0568** | **.0556** | **.0647** | **.0733** | **.0485** |
| Montgomery | 101.9 | .0407 | 22.3 | 189 | 79.6 | 34.9 | .0376 | 1,056,660 | .0301 | 660,465 | .0365 | .0342 | .0370 | .0463 | .0324 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/90 Population (Thousands) | % Of U.S. | % Change 1980-90 | Pop. Per Sq. Mi. (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **TENNESSEE (continued)** | | | | | | | | | | | | | | | |
| **CLARKSVILLE - HOPKINSVILLE (continued)** | | | | | | | | | | | | | | | |
| *Christian, Ky.* | *68.7* | *.0274* | *2.7* | *95* | *73.1* | *21.5* | *.0232* | *685,395* | *.0196* | *366,485* | *.0203* | *.0214* | *.0277* | *.0270* | *.0161* |
| **JACKSON** | **78.1** | **.0312** | **4.8** | **140** | **68.5** | **29.7** | **.0320** | **934,295** | **.0267** | **652,990** | **.0362** | **.0304** | **.0364** | **.0344** | **.0292** |
| Madison | 78.1 | .0312 | 4.8 | 140 | 68.5 | 29.7 | .0320 | 934,295 | .0267 | 652,990 | .0362 | .0304 | .0364 | .0344 | .0292 |
| **JOHNSON CITY - KINGSPORT - BRISTOL** | **436.4** | **.1741** | **.6** | **152** | **97.5** | **170.6** | **.1839** | **5,077,803** | **.1451** | **2,574,211** | **.1426** | **.1501** | **.1973** | **.1917** | **.1444** |
| Carter | 51.5 | .0206 | 2.6 | 151 | 98.6 | 20.2 | .0218 | 494,649 | .0142 | 179,139 | .0099 | .0140 | .0253 | .0228 | .0120 |
| Hawkins | 44.7 | .0178 | 2.2 | 92 | 98.0 | 17.2 | .0186 | 507,730 | .0145 | 136,598 | .0076 | .0131 | .0192 | .0165 | .0128 |
| Sullivan | 143.8 | .0574 | -.1 | 348 | 97.6 | 56.8 | .0612 | 1,815,102 | .0518 | 1,084,511 | .0600 | .0554 | .0589 | .0647 | .0542 |
| Unicoi | 16.5 | .0066 | .8 | 89 | 99.8 | 6.6 | .0071 | 192,802 | .0056 | 48,182 | .0027 | .0048 | .0069 | .0065 | .0046 |
| Washington | 92.5 | .0368 | 4.2 | 284 | 95.8 | 35.9 | .0388 | 1,077,484 | .0308 | 594,124 | .0329 | .0327 | .0418 | .0425 | .0317 |
| *Bristol city, Va.* | *18.3* | *.0073* | *-3.9* | *1,578* | *93.6* | *7.5* | *.0080* | *208,013* | *.0059* | *238,132* | *.0132* | *.0085* | *.0118* | *.0103* | *.0098* |
| *Scott, Va.* | *23.1* | *.0092* | *-7.9* | *43* | *99.3* | *8.9* | *.0096* | *266,371* | *.0076* | *112,301* | *.0062* | *.0075* | *.0126* | *.0091* | *.0062* |
| *Washington, Va.* | *46.0* | *.0184* | *-1.1* | *82* | *98.3* | *17.5* | *.0188* | *515,652* | *.0147* | *181,224* | *.0101* | *.0141* | *.0208* | *.0193* | *.0131* |
| **KNOXVILLE** | **608.4** | **.2426** | **7.5** | **219** | **92.9** | **239.3** | **.2581** | **7,601,304** | **.2172** | **4,776,261** | **.2642** | **.2362** | **.2789** | **.2757** | **.2402** |
| Anderson | 68.6 | .0274 | 1.9 | 203 | 94.7 | 27.5 | .0297 | 1,013,323 | .0290 | 439,061 | .0243 | .0272 | .0280 | .0274 | .0255 |
| Blount | 86.7 | .0346 | 11.5 | 155 | 96.0 | 33.9 | .0366 | 981,559 | .0280 | 681,848 | .0377 | .0322 | .0410 | .0401 | .0284 |
| Grainger | 17.1 | .0068 | 2.1 | 61 | 99.1 | 6.4 | .0069 | 141,530 | .0041 | 35,682 | .0020 | .0039 | .0086 | .0074 | .0033 |
| Jefferson | 33.1 | .0132 | 5.8 | [illegible] | 96.8 | 12.4 | .0134 | 375,360 | .0107 | 137,131 | .0075 | .0103 | .0137 | .0133 | .0092 |
| Knox | 337.2 | .1344 | 5.5 | 663 | 89.9 | 134.2 | .1447 | 4,452,400 | .1272 | 3,050,701 | .1688 | .1411 | .1559 | .1565 | .1484 |
| Sevier | 51.9 | .0207 | 25.3 | 88 | 98.9 | 19.9 | .0214 | 529,769 | .0152 | 414,043 | .0229 | .0185 | .0252 | .0256 | .0227 |
| Union | 13.8 | .0055 | 17.9 | 62 | 99.8 | 5.0 | .0054 | 107,363 | .0030 | 17,795 | .0010 | .0030 | .0065 | .0054 | .0027 |
| **MEMPHIS** | **990.6** | **.3949** | **8.4** | **430** | **58.2** | **360.3** | **.3885** | **12,106,512** | **.3460** | **7,055,066** | **.3905** | **.3692** | **.4126** | **.3910** | **.3707** |
| Shelby | 831.6 | .3315 | 7.0 | 1,102 | 55.1 | 305.6 | .3296 | 10,479,114 | .2994 | 6,245,162 | .3456 | .3197 | .3439 | .3349 | .3290 |
| Tipton | 38.1 | .0152 | 15.7 | 83 | 76.0 | 13.2 | .0142 | 358,277 | .0103 | 122,780 | .0068 | .0101 | .0162 | .0127 | .0087 |
| *Crittenden, Ark.* | *50.1* | *.0199* | *1.2* | *82* | *56.5* | *17.2* | *.0185* | *437,485* | *.0125* | *407,428* | *.0226* | *.0171* | *.0271* | *.0205* | *.0117* |
| *De Soto, Miss.* | *70.8* | *.0283* | *31.3* | *148* | *87.1* | *24.3* | *.0262* | *831,636* | *.0238* | *279,696* | *.0155* | *.0223* | *.0254* | *.0229* | *.0213* |
| **NASHVILLE** | **997.5** | **.3975** | **17.3** | **245** | **83.2** | **380.5** | **.4104** | **14,218,795** | **.4063** | **7,838,318** | **.4337** | **.4131** | **.3714** | **.4233** | **.4283** |
| Cheatham | 27.7 | .0110 | 28.1 | 92 | 97.6 | 9.7 | .0105 | 315,230 | .0090 | 61,474 | .0034 | .0078 | .0093 | .0097 | .0074 |
| Davidson | 513.6 | .2047 | 7.5 | 1,022 | 74.8 | 208.7 | .2250 | 7,794,518 | .2227 | 5,232,568 | .2895 | .2391 | .2068 | .2470 | .2608 |
| Dickson | 35.6 | .0142 | 18.5 | 73 | 94.6 | 13.2 | .0143 | 413,136 | .0118 | 210,073 | .0116 | .0122 | .0159 | .0147 | .0114 |
| Robertson | 42.1 | .0167 | 13.7 | 88 | 88.9 | 15.0 | .0161 | 491,458 | .0140 | 196,295 | .0108 | .0137 | .0162 | .0150 | .0121 |
| Rutherford | 121.6 | .0485 | 44.7 | 196 | 89.3 | 42.3 | .0467 | 1,647,871 | .0471 | 708,951 | .0393 | .0450 | .0395 | .0461 | .0442 |
| Sumner | 105.0 | .0418 | 22.4 | 198 | 94.1 | 37.5 | .0405 | 1,326,103 | .0379 | 503,429 | .0279 | .0358 | .0371 | .0388 | .0337 |
| Williamson | 82.9 | .0331 | 42.7 | 142 | 92.7 | 28.6 | .0308 | 1,349,849 | .0386 | 583,297 | .0323 | .0357 | .0244 | .0290 | .0354 |
| Wilson | 69.0 | .0275 | 23.1 | 121 | 92.6 | 24.5 | .0265 | 880,630 | .0252 | 342,231 | .0189 | .0238 | .0222 | .0230 | .0233 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Anderson | 68.6 | .0274 | 1.9 | 203 | 94.7 | 27.5 | .0297 | 1,013,323 | .0290 | 439,061 | .0243 | .0272 | .0280 | .0274 | .0255 |
| Bedford | 30.6 | .0122 | 9.6 | 65 | 89.3 | 11.7 | .0126 | 371,624 | .0106 | 141,878 | .0078 | .0101 | .0135 | .0121 | .0092 |
| Benton | 14.5 | .0058 | -2.7 | 37 | 97.2 | 5.8 | .0063 | 145,374 | .0042 | 63,734 | .0035 | .0044 | .0075 | .0062 | .0035 |
| Bledsoe | 9.7 | .0038 | 2.3 | 24 | 95.6 | 3.3 | .0035 | 84,105 | .0024 | 20,446 | .0012 | .0023 | .0046 | .0033 | .0018 |
| Blount | 86.7 | .0346 | 11.5 | 155 | 96.0 | 33.9 | .0366 | 981,559 | .0280 | 681,848 | .0377 | .0322 | .0410 | .0401 | .0284 |
| Bradley | 74.3 | .0296 | 10.0 | 226 | 95.4 | 27.8 | .0300 | 866,007 | .0248 | 480,536 | .0266 | .0263 | .0311 | .0330 | .0258 |
| Campbell | 35.0 | .0140 | .2 | 73 | 99.0 | 13.1 | .0141 | 284,950 | .0081 | 155,475 | .0086 | .0094 | .0205 | .0144 | .0075 |
| Cannon | 10.5 | .0042 | 2.6 | 40 | 97.9 | 4.0 | .0043 | 91,757 | .0026 | 25,385 | .0014 | .0026 | .0054 | .0043 | .0021 |
| Carroll | 27.5 | .0109 | -2.8 | 46 | 88.4 | 10.7 | .0115 | 266,595 | .0076 | 118,984 | .0066 | .0080 | .0142 | .0113 | .0073 |
| Carter | 51.5 | .0206 | 2.6 | 151 | 98.6 | 20.2 | .0218 | 494,649 | .0142 | 179,139 | .0099 | .0140 | .0253 | .0228 | .0120 |
| Cheatham | 27.7 | .0110 | 28.1 | 92 | 97.6 | 9.7 | .0105 | 315,230 | .0090 | 61,474 | .0034 | .0078 | .0093 | .0097 | .0074 |
| Chester | 12.8 | .0051 | .6 | 44 | 88.6 | 4.6 | .0049 | 117,877 | .0033 | 42,105 | .0023 | .0035 | .0058 | .0043 | .0033 |
| Claiborne | 26.3 | .0105 | 6.9 | 61 | 98.4 | 9.7 | .0105 | 206,137 | .0059 | 61,916 | .0035 | .0061 | .0154 | .0096 | .0048 |
| Clay | 7.2 | .0029 | -6.2 | 30 | 98.2 | 2.8 | .0030 | 66,206 | .0019 | 14,657 | .0008 | .0016 | .0038 | .0026 | .0013 |
| Cocke | 29.2 | .0116 | 1.4 | 67 | 97.5 | 11.2 | .0121 | 258,596 | .0074 | 149,030 | .0082 | .0086 | .0163 | .0132 | .0065 |
| Coffee | 40.6 | .0162 | 6.0 | 95 | 95.4 | 15.6 | .0168 | 394,322 | .0141 | 289,717 | .0160 | .0151 | .0177 | .0181 | .0139 |
| Crockett | 13.3 | .0053 | -11.0 | 50 | 83.2 | 5.2 | .0056 | 123,930 | .0036 | 58,936 | .0033 | .0038 | .0069 | .0059 | .0030 |
| Cumberland | 35.3 | .0141 | 23.1 | 52 | 99.3 | 13.6 | .0147 | 359,738 | .0103 | 203,764 | .0113 | .0114 | .0197 | .0165 | .0098 |
| Davidson | 513.6 | .2047 | 7.5 | 1,022 | 74.8 | 208.7 | .2250 | 7,794,518 | .2227 | 5,232,568 | .2895 | .2391 | .2068 | .2470 | .2608 |
| Decatur | 10.4 | .0042 | -4.2 | 31 | 95.6 | 4.2 | .0046 | 105,196 | .0030 | 54,494 | .0030 | .0034 | .0060 | .0046 | .0025 |
| De Kalb | 14.4 | .0037 | 6.0 | 47 | 98.3 | 5.7 | .0061 | 140,299 | .0040 | 49,244 | .0028 | .0039 | .0081 | .0062 | .0032 |
| Dickson | 35.6 | .0142 | 18.5 | 73 | 94.6 | 13.2 | .0143 | 413,136 | .0118 | 210,073 | .0116 | .0122 | .0159 | .0147 | .0114 |
| Dyer | 35.0 | .0140 | 1.0 | 69 | 87.7 | 13.7 | .0147 | 386,906 | .0111 | 291,516 | .0161 | .0131 | .0178 | .0173 | .0119 |
| Fayette | 25.7 | .0102 | 1.6 | 36 | 56.1 | 8.5 | .0092 | 211,187 | .0060 | 51,762 | .0029 | .0060 | .0112 | .0083 | .0052 |
| Fentress | 14.7 | .0059 | -.9 | 29 | 99.8 | 5.5 | .0059 | 99,109 | .0029 | 47,794 | .0026 | .0033 | .0101 | .0054 | .0027 |
| Franklin | 34.9 | .0139 | 9.1 | 63 | 93.5 | 12.7 | .0137 | 383,190 | .0109 | 145,176 | .0081 | .0107 | .0146 | .0137 | .0093 |
| Gibson | 46.1 | .0184 | -6.8 | 76 | 80.4 | 18.3 | .0198 | 523,676 | .0150 | 243,549 | .0135 | .0152 | .0207 | .0189 | .0141 |
| Giles | 25.8 | .0103 | 4.8 | 42 | 86.3 | 9.9 | .0106 | 295,404 | .0084 | 124,667 | .0069 | .0084 | .0115 | .0105 | .0080 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Population (Thousands) | % Of U.S. | % Change 1980-90 | Pop Per Sq. Mi. (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes: EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **TENNESSEE (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Grainger | 17.1 | .0068 | 2.1 | 61 | 99.1 | 6.4 | .0069 | 141,530 | .0041 | 35,68[illegible] | .0020 | .0039 | .0086 | .0074 | .0033 |
| Greene | 55.9 | .0223 | 2.7 | 90 | 97.5 | 21.5 | .0232 | 676,654 | .0193 | 274,061 | .0152 | .0187 | .0245 | .0220 | .0175 |
| Grundy | 13.3 | .0053 | -3.5 | 37 | 99.6 | 4.8 | .0052 | 122,770 | .0035 | 44,366 | .0024 | .0036 | .0063 | .0056 | .0025 |
| Hamblen | 50.5 | .0201 | 2.4 | 314 | 94.9 | 19.4 | .0209 | 549,564 | .0157 | 365,539 | .0203 | .0179 | .0235 | .0246 | .0159 |
| Hamilton | 286.6 | .1143 | -.4 | 528 | 79.8 | 112.2 | .1210 | 3,631,804 | .1038 | 2,355,926 | .1303 | .1139 | .1298 | .1287 | .1196 |
| Hancock | 6.7 | .0026 | -2.7 | 30 | 97.8 | 2.5 | .0027 | 47,250 | .0013 | 10,718 | .0006 | .0014 | .0040 | .0023 | .0011 |
| Hardeman | 23.4 | .0094 | -2.0 | 35 | 62.1 | 8.3 | .0089 | 223,020 | .0064 | 113,697 | .0063 | .0069 | .0108 | .0092 | .0052 |
| Hardin | 22.7 | .0090 | 1.9 | 39 | 95.2 | 8.8 | .0095 | 201,907 | .0058 | 104,583 | .0058 | .0064 | .0118 | .0100 | .0055 |
| Hawkins | 44.7 | .0178 | 2.2 | 92 | 98.0 | 17.2 | .0186 | 507,730 | .0145 | 136,598 | .0076 | .0131 | .0192 | .0165 | .0128 |
| Haywood | 19.4 | .0078 | -4.5 | 36 | 50.1 | 7.0 | .0075 | 176,535 | .0050 | 84,007 | .0046 | .0055 | .0099 | .0072 | .0047 |
| Henderson | 21.9 | .0087 | 2.4 | 42 | 91.5 | 8.5 | .0092 | 235,004 | .0068 | 112,027 | .0062 | .0070 | .0100 | .0093 | .0066 |
| Henry | 27.9 | .0111 | -2.6 | 50 | 89.6 | 11.4 | .0123 | 287,752 | .0082 | 165,260 | .0092 | .0090 | .0154 | .0138 | .0084 |
| Hickman | 16.9 | .0068 | 11.5 | 28 | 94.6 | 6.0 | .0065 | 157,750 | .0045 | 38,254 | .0021 | .0043 | .0070 | .0061 | .0039 |
| Houston | 7.1 | .0028 | 3.3 | 35 | 96.0 | 2.7 | .0029 | 68,101 | .0019 | 14,995 | .0008 | .0017 | .0036 | .0025 | .0016 |
| Humphreys | 15.8 | .0063 | -1.0 | 30 | 96.2 | 6.1 | .0066 | 165,266 | .0048 | 75,257 | .0042 | .0050 | .0075 | .0058 | .0048 |
| Jackson | 9.3 | .0037 | -1.1 | 30 | 99.5 | 3.6 | .0038 | 95,120 | .0027 | 36,101 | .0020 | .0026 | .0054 | .0038 | .0020 |
| Jefferson | 33.1 | .0132 | 5.8 | 121 | 96.8 | 12.4 | .0134 | 375,360 | .0107 | 137,131 | .0075 | .0103 | .0137 | .0133 | .0092 |
| Johnson | 13.7 | .0055 | -.3 | 46 | 99.4 | 5.4 | .0058 | 117,569 | .0034 | 38,395 | .0022 | .0035 | .0074 | .0060 | .0028 |
| Knox | 337.2 | .1344 | 5.5 | 663 | 89.9 | 134.2 | .1447 | 4,452,400 | .1272 | 3,050,701 | .1688 | .1411 | .1559 | .1565 | .1484 |
| Lake | 7.1 | .0028 | -4.8 | 43 | 75.6 | 2.4 | .0026 | 54,211 | .0015 | 13,897 | .0008 | .0015 | .0036 | .0023 | .0011 |
| Lauderdale | 23.5 | .0094 | -4.3 | 50 | 68.2 | 8.4 | .0091 | 212,624 | .0061 | 79,359 | .0043 | .0063 | .0109 | .0089 | .0054 |
| Lawrence | 35.4 | .0141 | 3.8 | 57 | 98.3 | 13.4 | .0144 | 407,088 | .0116 | 187,831 | .0104 | .0117 | .0156 | .0145 | .0121 |
| Lewis | 9.3 | .0037 | -4.1 | 33 | 98.3 | 3.6 | .0039 | 91,598 | .0027 | 26,060 | .0015 | .0025 | .0049 | .0038 | .0020 |
| Lincoln | 28.3 | .0113 | 6.9 | 50 | 91.1 | 10.9 | .0118 | 279,213 | .0079 | 135,920 | .0075 | .0085 | .0134 | .0133 | .0071 |
| Loudon | 31.5 | .0126 | 10.3 | 138 | 98.4 | 12.3 | .0132 | 436,702 | .0125 | 155,904 | .0086 | .0114 | .0125 | .0121 | .0100 |
| McMinn | 42.5 | .0169 | 1.5 | 99 | 94.6 | 16.4 | .0177 | 495,246 | .0142 | 220,989 | .0123 | .0140 | .0183 | .0165 | .0141 |
| McNairy | 22.5 | .0090 | -.1 | 40 | 93.3 | 8.9 | .0096 | 207,792 | .0059 | 81,825 | .0045 | .0062 | .0124 | .0095 | .0054 |
| Macon | 15.9 | .0063 | 1.3 | 52 | 99.4 | 6.2 | .0067 | 161,231 | .0046 | 53,174 | .0029 | .0045 | .0077 | .0067 | .0037 |
| Madison | 78.1 | .0312 | 4.8 | 140 | 68.5 | 29.7 | .0320 | 934,295 | .0267 | 652,990 | .0362 | .0304 | .0364 | .0344 | .0292 |
| Marion | 24.9 | .0099 | 2.0 | 50 | 95.6 | 9.2 | .0100 | 223,798 | .0064 | 119,443 | .0066 | .0072 | .0131 | .0106 | .0066 |
| Marshall | 21.7 | .0087 | 10.2 | 58 | 90.8 | 8.3 | .0089 | 271,422 | .0078 | 117,531 | .0065 | .0074 | .0098 | .0087 | .0067 |
| Maury | 55.2 | .0220 | 8.0 | 90 | 83.9 | 20.8 | .0224 | 666,084 | .0190 | 358,188 | .0198 | .0200 | .0231 | .0225 | .0201 |
| Meigs | 8.1 | .0032 | 9.0 | 42 | 98.2 | 3.0 | .0033 | 83,524 | .0024 | 10,179 | .0006 | .0020 | .0031 | .0030 | .0019 |
| Monroe | 30.7 | .0122 | 7.0 | 48 | 96.9 | 11.4 | .0123 | 316,896 | .0091 | 139,621 | .0077 | .0093 | .0148 | .0129 | .0080 |
| Montgomery | 101.9 | .0407 | 22.3 | 189 | 79.6 | 34.9 | .0376 | 1,056,660 | .0301 | 660,465 | .0365 | .0342 | .0370 | .0463 | .0324 |
| Moore | 4.7 | .0018 | 4.2 | 36 | 96.1 | 1.7 | .0018 | 57,660 | .0017 | 3,668 | .0002 | .0012 | .0015 | .0014 | .0013 |
| Morgan | 17.4 | .0070 | 4.8 | 33 | 98.0 | 5.9 | .0064 | 162,063 | .0046 | 26,262 | .0015 | .0041 | .0070 | .0058 | .0034 |
| Obion | 31.6 | .0126 | -3.6 | 58 | 89.3 | 12.4 | .0134 | 387,442 | .0111 | 199,059 | .0110 | .0113 | .0144 | .0131 | .0103 |
| Overton | 17.7 | .0070 | .7 | 41 | 99.8 | 6.8 | .0073 | 150,437 | .0043 | 42,853 | .0024 | .0044 | .0099 | .0070 | .0038 |
| Perry | 6.7 | .0027 | 9.6 | 16 | 98.0 | 2.5 | .0027 | 61,194 | .0017 | 16,497 | .0009 | .0017 | .0034 | .0028 | .0013 |
| Pickett | 4.5 | .0018 | 3.3 | 28 | 99.9 | 1.8 | .0019 | 40,405 | .0012 | 10,036 | .0005 | .0010 | .0024 | .0020 | .0009 |
| Polk | 13.7 | .0055 | .7 | 31 | 99.5 | 5.1 | .0055 | 103,065 | .0029 | 29,372 | .0017 | .0031 | .0074 | .0054 | .0025 |
| Putnam | 51.8 | .0206 | 8.6 | 129 | 97.2 | 19.9 | .0215 | 560,859 | .0161 | 385,046 | .0213 | .0186 | .0266 | .0246 | .0163 |
| Rhea | 24.4 | .0097 | .7 | 77 | 97.1 | 9.2 | .0099 | 269,945 | .0077 | 105,757 | .0058 | .0075 | .0114 | .0091 | .0067 |
| Roane | 47.2 | .0189 | -2.5 | 131 | 96.3 | 18.4 | .0199 | 576,682 | .0165 | 210,630 | .0117 | .0155 | .0210 | .0180 | .0146 |
| Robertson | 42.1 | .0167 | 13.7 | 88 | 88.9 | 15.0 | .0161 | 491,458 | .0140 | 196,295 | .0108 | .0137 | .0162 | .0150 | .0121 |
| Rutherford | 121.6 | .0485 | 44.7 | 196 | 89.3 | 43.3 | .0467 | 1,647,871 | .0471 | 708,951 | .0393 | .0450 | .0395 | .0461 | .0442 |
| Scott | 18.3 | .0073 | -5.0 | 34 | 99.5 | 6.5 | .0070 | 139,741 | .0040 | 56,766 | .0031 | .0044 | .0104 | .0069 | .0028 |
| Sequatchie | 8.9 | .0036 | 3.4 | 33 | 99.9 | 3.3 | .0036 | 88,352 | .0025 | 35,528 | .0020 | .0026 | .0043 | .0035 | .0021 |
| Sevier | 51.9 | .0207 | 25.3 | 88 | 98.9 | 19.9 | .0214 | 529,769 | .0152 | 414,043 | .0229 | .0185 | .0252 | .0256 | .0227 |
| Shelby | 831.6 | .3315 | 7.0 | 1,102 | 55.1 | 305.6 | .3296 | 10,479,114 | .2994 | 6,245,162 | .3456 | .3197 | .3439 | .3349 | .3290 |
| Smith | 14.1 | .0056 | -5.6 | 45 | 96.4 | 5.3 | .0057 | 146,778 | .0042 | 71,339 | .0039 | .0045 | .0062 | .0058 | .0046 |
| Stewart | 9.5 | .0038 | 9.6 | 21 | 98.1 | 3.7 | .0040 | 93,454 | .0027 | 25,871 | .0014 | .0024 | .0052 | .0035 | .0026 |
| Sullivan | 143.8 | .0574 | -.1 | 348 | 97.6 | 56.8 | .0612 | 1,815,102 | .0518 | 1,084,511 | .0600 | .0554 | .0589 | .0647 | .0542 |
| Sumner | 105.0 | .0418 | 22.4 | 198 | 94.1 | 37.5 | .0405 | 1,326,103 | .0379 | 503,429 | .0279 | .0358 | .0371 | .0388 | .0337 |
| Tipton | 38.1 | .0152 | 15.7 | 83 | 76.0 | 13.2 | .0142 | 358,277 | .0103 | 122,780 | .0068 | .0101 | .0162 | .0127 | .0087 |
| Trousdale | 5.9 | .0024 | -3.9 | 52 | 85.2 | 2.3 | .0025 | 68,506 | .0019 | 25,338 | .0014 | .0020 | .0026 | .0026 | .0017 |
| Unicoi | 16.5 | .0066 | .8 | 89 | 99.8 | 6.6 | .0071 | 192,802 | .0056 | 48,182 | .0027 | .0048 | .0069 | .0065 | .0046 |
| Union | 13.8 | .0055 | 17.9 | 62 | 99.8 | 5.0 | .0054 | 107,363 | .0030 | 17,795 | .0010 | .0030 | .0065 | .0054 | .0027 |
| Van Buren | 4.8 | .0019 | 1.5 | 18 | 99.5 | 1.8 | .0019 | 48,188 | .0014 | 3,057 | .0001 | .0010 | .0019 | .0020 | .0010 |
| Warren | 33.1 | .0132 | 1.4 | 76 | 96.0 | 12.7 | .0137 | 359,772 | .0103 | 182,530 | .0101 | .0108 | .0160 | .0147 | .0106 |
| Washington | 92.5 | .0368 | 4.2 | 284 | 95.8 | 35.9 | .0388 | 1,077,484 | .0308 | 594,124 | .0329 | .0327 | .0418 | .0425 | .0317 |
| Wayne | 13.9 | .0056 | -.3 | 19 | 98.8 | 5.2 | .0056 | 133,620 | .0038 | 44,066 | .0024 | .0037 | .0066 | .0053 | .0031 |
| Weakley | 31.9 | .0127 | -3.0 | 55 | 91.9 | 12.0 | .0129 | 32[illegible],122 | .0092 | 135,002 | .0075 | .0094 | .0147 | .0136 | .0086 |
| White | 20.1 | .0080 | 2.7 | 53 | 97.9 | 7.7 | .0083 | 189,840 | .0054 | 104,924 | .0058 | .0060 | .0104 | .0089 | .0048 |
| Williamson | 82.9 | .0331 | 42.7 | 142 | 92.7 | 28.6 | .0308 | 1,349,849 | .0386 | 583,297 | .0323 | .0357 | .0244 | .0290 | .0354 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Population (Thousands) | % Of U.S. | % Change 1980-90 | Pop. Per Sq. Mi. (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **TENNESSEE (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Wilson | 69.0 | .0275 | 23.1 | 121 | 92.6 | 24.5 | .0265 | 880,630 | .0252 | 342,231 | .0189 | .0238 | .0222 | .0230 | .0233 |
| **TOTAL METRO COUNTIES** | 3,325.0 | 1.3257 | 9.1 | 272 | 78.7 | 1,264.6 | 1.3640 | 42,680,166 | 1.2196 | 24,849,427 | 1.3750 | 1.2874 | 1.3831 | 1.4231 | 1.3114 |
| **TOTAL STATE** | 4,906.3 | 1.9562 | 6.9 | 119 | 83.1 | 1,865.1 | 2.0113 | 59,243,017 | 1.6930 | 32,422,003 | 1.7940 | 1.7760 | 2.1417 | 2.0785 | 1.7491 |
| **TEXAS** | | | | | | | | | | | | | | | |
| **ABILENE** | 119.5 | .0477 | 7.7 | 131 | 91.5 | 43.2 | .0466 | 1,318,876 | .0376 | 888,838 | .0492 | .0431 | .0518 | .0538 | .0388 |
| Taylor | 119.5 | .0477 | 7.7 | 131 | 91.5 | 43.2 | .0466 | 1,318,876 | .0376 | 888,838 | .0492 | .0431 | .0518 | .0538 | .0388 |
| **AMARILLO** | 188.0 | .0750 | 8.2 | 103 | 91.6 | 72.1 | .0778 | 2,511,079 | .0717 | 1,872,807 | .1037 | .0821 | .0834 | .0902 | .0834 |
| Potter | 97.3 | .0388 | -1.4 | 107 | 86.3 | 37.1 | .0400 | 1,113,773 | .0318 | 1,112,803 | .0616 | .0422 | .0531 | .0514 | .0447 |
| Randall | 90.7 | .0362 | 20.8 | 99 | 97.3 | 35.0 | .0378 | 1,397,306 | .0399 | 760,004 | .0421 | .0399 | .0303 | .0388 | .0387 |
| **AUSTIN** | 798.0 | .3181 | 48.7 | 286 | 87.1 | 310.4 | .3347 | 11,352,636 | .3244 | 6,132,077 | .3393 | .3274 | .3761 | .3389 | .3297 |
| Hays | 67.0 | .0267 | 65.0 | 99 | 95.2 | 22.7 | .0245 | 750,088 | .0214 | 349,164 | .0193 | .0218 | .0279 | .0257 | .0188 |
| Travis | 587.4 | .2342 | 40.0 | 594 | 84.7 | 237.5 | .2561 | 8,821,642 | .2521 | 5,090,147 | .2817 | .2573 | .2916 | .2672 | .2641 |
| Williamson | 143.6 | .0572 | 87.7 | 128 | 93.0 | 50.2 | .0541 | 1,780,906 | .0509 | 692,766 | .0383 | .0483 | .0566 | .0460 | .0468 |
| **BEAUMONT - PORT ARTHUR** | 359.1 | .1432 | -3.8 | 167 | 74.3 | 133.5 | .1439 | 4,748,361 | .1358 | 2,578,487 | .1428 | .1392 | .1465 | .1318 | .1392 |
| Hardin | 41.2 | .0165 | 1.2 | 46 | 91.2 | 14.7 | .0158 | 466,543 | .0134 | 199,939 | .0111 | .0132 | .0164 | .0134 | .0115 |
| Jefferson | 237.8 | .0948 | -4.4 | 263 | 65.9 | 89.9 | .0970 | 3,169,134 | .0906 | 1,948,976 | .1079 | .0966 | .1023 | .0931 | .0988 |
| Orange | 80.1 | .0319 | -4.5 | 225 | 90.7 | 28.9 | .0311 | 1,112,684 | .0318 | 429,572 | .0238 | .0294 | .0278 | .0253 | .0289 |
| **BRAZORIA** | 192.7 | .0768 | 13.6 | 139 | 89.5 | 64.4 | .0694 | 2,786,675 | .0796 | 1,085,656 | .0600 | .0732 | .0604 | .0556 | .0712 |
| Brazoria | 192.7 | .0768 | 13.6 | 139 | 89.5 | 64.4 | .0694 | 2,786,675 | .0796 | 1,085,656 | .0600 | .0732 | .0604 | .0556 | .0712 |
| **BROWNSVILLE - HARLINGEN** | 263.0 | .1049 | 25.4 | 290 | 99.0 | 74.1 | .0799 | 1,853,659 | .0530 | 1,351,997 | .0748 | .0699 | .1176 | .0861 | .0631 |
| Cameron | 263.0 | .1049 | 25.4 | 290 | 99.0 | 74.1 | .0799 | 1,853,659 | .0530 | 1,351,997 | .0748 | .0699 | .1176 | .0861 | .0631 |
| **BRYAN - COLLEGE STATION** | 122.9 | .0490 | 31.3 | 210 | 84.4 | 44.2 | .0477 | 1,342,520 | .0384 | 786,988 | .0436 | .0420 | .0626 | .0480 | .0362 |
| Brazos | 122.9 | .0490 | 31.3 | 210 | 84.4 | 44.2 | .0477 | 1,342,520 | .0384 | 786,988 | .0436 | .0420 | .0626 | .0480 | .0362 |
| **CORPUS CHRISTI** | 350.5 | .1398 | 7.4 | 229 | 94.4 | 118.7 | .1280 | 3,730,891 | .1066 | 2,320,447 | .1283 | .1198 | .1556 | .1356 | .1094 |
| Nueces | 292.0 | .1164 | 8.9 | 349 | 93.8 | 100.0 | .1079 | 3,158,410 | .0903 | 2,075,651 | .1148 | .1029 | .1317 | .1166 | .0954 |
| San Patricio | 58.5 | .0234 | .8 | 85 | 97.1 | 18.7 | .0201 | 572,481 | .0163 | 244,796 | .0135 | .0169 | .0239 | .0190 | .0140 |
| **DALLAS** | 2,602.9 | 1.0378 | 33.0 | 582 | 79.9 | 973.5 | 1.0498 | 39,928,464 | 1.1408 | 23,294,124 | 1.2890 | 1.1648 | .9890 | 1.1048 | 1.1743 |
| Collin | 274.9 | .1096 | 90.1 | 324 | 92.3 | 99.8 | .1076 | 5,218,089 | .1491 | 2,116,090 | .1171 | .1317 | .0805 | .0874 | .1313 |
| Dallas | 1,877.4 | .7485 | 20.6 | 2,134 | 75.5 | 711.2 | .7669 | 28,167,426 | .8049 | 18,435,054 | 1.0201 | .8582 | .7429 | .8630 | .8889 |
| Denton | 283.5 | .1131 | 98.1 | 319 | 91.7 | 105.8 | .1141 | 4,575,175 | .1307 | 1,745,674 | .0966 | .1170 | .0978 | .0976 | .1059 |
| Ellis | 87.1 | .0347 | 45.8 | 93 | 88.9 | 29.3 | .0316 | 988,520 | .0282 | 457,249 | .0253 | .0287 | .0344 | .0287 | .0250 |
| Kaufman | 53.4 | .0213 | 36.8 | 68 | 85.2 | 18.2 | .0197 | 578,815 | .0165 | 375,733 | .0208 | .0187 | .0251 | .0197 | .0144 |
| Rockwall | 26.6 | .0106 | 83.1 | 207 | 95.6 | 9.2 | .0099 | 400,439 | .0114 | 164,324 | .0091 | .0105 | .0083 | .0084 | .0088 |
| ***DALLAS - FORT WORTH CONSOLIDATED AREA*** | *3,963.9* | *1.5804* | *35.3* | *569* | *81.9* | *1,479.6* | *1.5956* | *60,083,408* | *1.7168* | *34,245,048* | *1.8950* | *1.7431* | *1.5059* | *1.6566* | *1.7392* |
| **EL PASO** | 602.6 | .2403 | 25.6 | 595 | 94.4 | 181.8 | .1961 | 5,372,915 | .1536 | 3,561,693 | .1971 | .1839 | .2409 | .2254 | .1698 |
| El Paso | 602.6 | .2403 | 25.6 | 595 | 94.4 | 181.8 | .1961 | 5,372,915 | .1536 | 3,561,693 | .1971 | .1839 | .2409 | .2254 | .1698 |
| **FORT WORTH - ARLINGTON** | 1,361.0 | .5426 | 39.9 | 545 | 85.9 | 506.1 | .5458 | 20,154,944 | .5760 | 10,950,924 | .6060 | .5783 | .5169 | .5518 | .5649 |
| Johnson | 99.2 | .0396 | 46.6 | 136 | 96.3 | 34.2 | .0369 | 1,223,955 | .0350 | 543,118 | .0301 | .0344 | .0349 | .0338 | .0335 |
| Parker | 66.4 | .0264 | 48.8 | 73 | 98.0 | 23.6 | .0255 | 822,504 | .0235 | 372,369 | .0206 | .0232 | .0257 | .0235 | .0207 |
| Tarrant | 1,195.4 | .4766 | 38.9 | 1,384 | 84.3 | 448.3 | .4834 | 18,108,485 | .5175 | 10,035,437 | .5553 | .5207 | .4563 | .4945 | .5107 |
| **GALVESTON - TEXAS CITY** | 218.3 | .0870 | 11.5 | 548 | 80.1 | 81.8 | .0882 | 2,979,483 | .0852 | 1,488,311 | .0824 | .0846 | .0961 | .0848 | .0838 |
| Galveston | 218.3 | .0870 | 11.5 | 548 | 80.1 | 81.8 | .0882 | 2,979,483 | .0852 | 1,488,311 | .0824 | .0846 | .0961 | .0848 | .0838 |
| **HOUSTON** | 3,331.2 | 1.3280 | 21.8 | 626 | 76.4 | 1,196.7 | 1.2907 | 46,419,042 | 1.3264 | 24,203,143 | 1.3392 | 1.3305 | 1.2463 | 1.2775 | 1.3927 |
| Fort Bend | 233.2 | .0929 | 78.1 | 267 | 71.6 | 72.9 | .0787 | 3,315,968 | .0948 | 913,062 | .0505 | .0810 | .0592 | .0586 | .0804 |
| Harris | 2,836.1 | 1.1307 | 17.7 | 1,640 | 75.5 | 1,033.1 | 1.1141 | 39,794,180 | 1.1371 | 21,977,408 | 1.2161 | 1.1597 | 1.0945 | 1.1350 | 1.2303 |
| Liberty | 52.6 | .0210 | 11.7 | 45 | 86.0 | 18.5 | .0200 | 584,653 | .0167 | 262,722 | .0145 | .0168 | .0245 | .0171 | .0148 |
| Montgomery | 185.8 | .0741 | 46.0 | 178 | 94.5 | 64.8 | .0699 | 2,474,994 | .0707 | 837,213 | .0463 | .0641 | .0584 | .0581 | .0614 |
| Waller | 23.5 | .0093 | 18.7 | 46 | 61.7 | 7.4 | .0080 | 249,247 | .0071 | 212,738 | .0118 | .0089 | .0097 | .0087 | .0058 |
| ***HOUSTON - GALVESTON - BRAZORIA CONSOLIDATED AREA*** | *3,742.2* | *1.4918* | *20.7* | *527* | *77.3* | *1,342.9* | *1.4483* | *52,185,200* | *1.4912* | *26,777,110* | *1.4816* | *1.4883* | *1.4028* | *1.4179* | *1.5477* |
| **KILLEEN - TEMPLE** | 258.2 | .1030 | 20.3 | 122 | 76.0 | 85.0 | .0917 | 2,777,272 | .0794 | 1,357,002 | .0751 | .0828 | .1047 | .1046 | .0694 |
| Bell | 193.1 | .0770 | 22.4 | 182 | 76.5 | 68.0 | .0734 | 2,057,046 | .0588 | 1,202,983 | .0666 | .0648 | .0875 | .0845 | .0571 |
| Coryell | 65.1 | .0260 | 14.7 | 62 | 74.3 | 17.0 | .0183 | 720,226 | .0206 | 154,019 | .0085 | .0180 | .0172 | .0201 | .0123 |
| **LAREDO** | 135.6 | .0541 | 36.6 | 40 | 99.0 | 35.1 | .0379 | 848,630 | .0242 | 824,554 | .0457 | .0367 | .0620 | .0425 | .0388 |
| Webb | 135.6 | .0541 | 36.6 | 40 | 99.0 | 35.1 | .0379 | 848,630 | .0242 | 824,554 | .0457 | .0367 | .0620 | .0425 | .0388 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Population (Thousands) | % Of U.S. | % Change 1980-90 | Pop. Per Sq. Mi. (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **TEXAS (continued)** | | | | | | | | | | | | | | | |
| **LONGVIEW - MARSHALL** | **162.6** | **.0648** | **7.1** | **139** | **76.8** | **60.8** | **.0656** | **1,946,552** | **.0557** | **1,342,747** | **.0744** | **.0630** | **.0770** | **.0678** | **.0639** |
| Gregg | 104.9 | .0418 | 5.4 | 383 | 79.8 | 40.0 | .0432 | 1,272,711 | .0364 | 1,067,163 | .0591 | .0443 | .0525 | .0484 | .0451 |
| Harrison | 57.7 | .0230 | 10.4 | 64 | 71.5 | 20.8 | .0224 | 673,841 | .0193 | 275,584 | .0153 | .0187 | .0245 | .0194 | .0188 |
| **LUBBOCK** | **224.1** | **.0894** | **5.9** | **249** | **90.2** | **82.1** | **.0885** | **2,597,744** | **.0742** | **1,975,744** | **.1093** | **.0878** | **.1064** | **.1036** | **.0807** |
| Lubbock | 224.1 | .0894 | 5.9 | 249 | 90.2 | 82.1 | .0885 | 2,597,744 | .0742 | 1,975,744 | .1093 | .0878 | .1064 | .1036 | .0807 |
| **McALLEN - EDINBURG - MISSION** | **393.0** | **.1567** | **38.7** | **250** | **99.0** | **106.1** | **.1144** | **2,546,346** | **.0728** | **1,872,253** | **.1036** | **.0988** | **.1726** | **.1238** | **.0864** |
| Hidalgo | 393.0 | .1567 | 38.7 | 250 | 99.0 | 106.1 | .1144 | 2,546,346 | .0728 | 1,872,253 | .1036 | .0988 | .1726 | .1238 | .0864 |
| **MIDLAND** | **107.4** | **.0429** | **30.0** | **119** | **90.6** | **39.2** | **.0422** | **1,586,201** | **.0454** | **821,738** | **.0455** | **.0449** | **.0443** | **.0437** | **.0422** |
| Midland | 107.4 | .0429 | 30.0 | 119 | 90.6 | 39.2 | .0422 | 1,586,201 | .0454 | 821,738 | .0455 | .0449 | .0443 | .0437 | .0422 |
| **ODESSA** | **118.0** | **.0471** | **2.3** | **131** | **93.6** | **42.0** | **.0453** | **1,483,154** | **.0424** | **842,107** | **.0466** | **.0446** | **.0492** | **.0476** | **.0426** |
| Ector | 118.0 | .0471 | 2.3 | 131 | 93.6 | 42.0 | .0453 | 1,483,154 | .0424 | 842,107 | .0466 | .0446 | .0492 | .0476 | .0426 |
| **SAN ANGELO** | **99.3** | **.0396** | **17.1** | **65** | **93.8** | **35.7** | **.0385** | **1,242,038** | **.0354** | **677,851** | **.0375** | **.0369** | **.0422** | **.0411** | **.0365** |
| Tom Green | 99.3 | .0396 | 17.1 | 65 | 93.8 | 35.7 | .0385 | 1,242,038 | .0354 | 677,851 | .0375 | .0369 | .0422 | .0411 | .0365 |
| **SAN ANTONIO** | **1,324.0** | **.5279** | **23.5** | **525** | **91.0** | **458.8** | **.4948** | **15,038,973** | **.4298** | **9,157,490** | **.5068** | **.4723** | **.5723** | **.5363** | **.4671** |
| Bexar | 1,204.9 | .4804 | 21.8 | 966 | 90.6 | 416.0 | .4486 | 13,585,645 | .3882 | 8,435,224 | .4668 | .4301 | .5246 | .4904 | .4267 |
| Comal | 52.9 | .0211 | 45.1 | 94 | 98.3 | 19.7 | .0213 | 715,050 | .0205 | 415,145 | .0230 | .0213 | .0218 | .0232 | .0194 |
| Guadalupe | 66.2 | .0264 | 41.7 | 93 | 92.7 | 23.1 | .0249 | 738,278 | .0211 | 307,121 | .0170 | .0209 | .0259 | .0227 | .0210 |
| **SHERMAN - DENISON** | **95.0** | **.0379** | **5.8** | **102** | **91.4** | **36.8** | **.0396** | **1,180,534** | **.0337** | **763,484** | **.0422** | **.0370** | **.0455** | **.0430** | **.0330** |
| Grayson | 95.0 | .0379 | 5.8 | 102 | 91.4 | 36.8 | .0396 | 1,180,534 | .0337 | 763,484 | .0422 | .0370 | .0455 | .0430 | .0330 |
| **TEXARKANA** | **120.4** | **.0480** | **6.5** | **80** | **77.2** | **45.0** | **.0486** | **1,303,254** | **.0373** | **894,116** | **.0495** | **.0430** | **.0579** | **.0518** | **.0396** |
| Bowie | 81.9 | .0327 | 8.8 | 92 | 77.3 | 30.7 | .0332 | 859,501 | .0246 | 672,426 | .0372 | .0300 | .0384 | .0371 | .0284 |
| *Miller, Ark.* | *38.5* | *.0153* | *1.9* | *62* | *76.9* | *14.3* | *.0154* | *443,753* | *.0127* | *221,690* | *.0123* | *.0130* | *.0195* | *.0147* | *.0112* |
| **TYLER** | **152.9** | **.0610** | **19.1** | **165** | **78.1** | **57.4** | **.0619** | **1,984,756** | **.0567** | **1,250,693** | **.0692** | **.0614** | **.0681** | **.0644** | **.0615** |
| Smith | 152.9 | .0610 | 19.1 | 165 | 78.1 | 57.4 | .0619 | 1,984,756 | .0567 | 1,250,693 | .0692 | .0614 | .0681 | .0644 | .0615 |
| **VICTORIA** | **74.3** | **.0296** | **8.0** | **84** | **92.3** | **26.2** | **.0282** | **874,397** | **.0250** | **566,608** | **.0314** | **.0278** | **.0329** | **.0296** | **.0287** |
| Victoria | 74.3 | .0296 | 8.0 | 84 | 92.3 | 26.2 | .0282 | 874,397 | .0250 | 566,608 | .0314 | .0278 | .0329 | .0296 | .0287 |
| **WACO** | **189.9** | **.0757** | **11.2** | **182** | **82.9** | **70.5** | **.0761** | **2,106,821** | **.0602** | **1,354,869** | **.0750** | **.0676** | **.0952** | **.0806** | **.0606** |
| McLennan | 189.9 | .0757 | 11.2 | 182 | 82.9 | 70.5 | .0761 | 2,106,821 | .0602 | 1,354,869 | .0750 | .0676 | .0952 | .0806 | .0606 |
| **WICHITA FALLS** | **122.0** | **.0487** | **.8** | **194** | **88.0** | **45.1** | **.0487** | **1,372,357** | **.0392** | **944,547** | **.0522** | **.0451** | **.0551** | **.0560** | **.0402** |
| Wichita | 122.0 | .0487 | .8 | 194 | 88.0 | 45.1 | .0487 | 1,372,357 | .0392 | 944,547 | .0522 | .0451 | .0551 | .0560 | .0402 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Anderson | 48.5 | .0193 | 26.4 | 45 | 75.2 | 14.4 | .0155 | 436,578 | .0125 | 232,858 | .0129 | .0138 | .0203 | .0149 | .0117 |
| Andrews | 14.1 | .0056 | 5.8 | 9 | 95.5 | 4.7 | .0051 | 170,671 | .0048 | 64,729 | .0036 | .0047 | .0047 | .0050 | .0041 |
| Angelina | 70.0 | .0280 | 9.1 | 87 | 83.2 | 25.0 | .0269 | 818,120 | .0234 | 458,275 | .0254 | .0249 | .0303 | .0263 | .0245 |
| Aransas | 18.0 | .0071 | 26.2 | 71 | 93.8 | 7.0 | .0076 | 227,231 | .0065 | 103,813 | .0057 | .0064 | .0098 | .0080 | .0048 |
| Archer | 8.0 | .0032 | 10.1 | 9 | 99.4 | 3.0 | .0032 | 80,014 | .0023 | 14,800 | .0008 | .0020 | .0035 | .0031 | .0019 |
| Armstrong | 2.0 | .0008 | .3 | 2 | 99.0 | .8 | .0009 | 31,284 | .0009 | 3,929 | .0002 | .0008 | .0007 | .0007 | .0006 |
| Atascosa | 30.9 | .0123 | 23.3 | 25 | 98.6 | 10.1 | .0109 | 262,774 | .0075 | 126,997 | .0071 | .0082 | .0147 | .0108 | .0066 |
| Austin | 19.7 | .0079 | 11.1 | 30 | 86.3 | 7.4 | .0079 | 288,123 | .0082 | 111,342 | .0061 | .0076 | .0081 | .0068 | .0055 |
| Bailey | 6.9 | .0027 | −15.5 | 8 | 97.9 | 2.4 | .0026 | 52,826 | .0015 | 29,432 | .0017 | .0017 | .0043 | .0026 | .0015 |
| Bandera | 10.8 | .0043 | 52.5 | 14 | 98.8 | 4.3 | .0047 | 128,545 | .0037 | 35,066 | .0019 | .0034 | .0052 | .0047 | .0027 |
| Bastrop | 39.0 | .0156 | 57.7 | 44 | 86.8 | 13.6 | .0146 | 404,617 | .0116 | 135,469 | .0075 | .0110 | .0174 | .0130 | .0089 |
| Baylor | 4.3 | .0017 | −12.6 | 5 | 95.3 | 1.9 | .0021 | 49,241 | .0014 | 17,103 | .0009 | .0014 | .0027 | .0018 | .0011 |
| Bee | 25.1 | .0100 | −3.6 | 29 | 95.2 | 8.6 | .0092 | 253,035 | .0072 | 131,720 | .0073 | .0079 | .0112 | .0103 | .0065 |
| Bell | 193.1 | .0770 | 22.4 | 182 | 76.5 | 68.0 | .0734 | 2,057,046 | .0588 | 1,202,983 | .0666 | .0648 | .0875 | .0843 | .0571 |
| Bexar | 1,204.9 | .4804 | 21.8 | 966 | 90.6 | 416.0 | .4486 | 13,585,645 | .3882 | 8,435,224 | .4668 | .4301 | .5246 | .4904 | .4267 |
| Blanco | 6.1 | .0024 | 30.3 | 9 | 98.3 | 2.4 | .0026 | 73,298 | .0021 | 13,429 | .0007 | .0017 | .0028 | .0024 | .0014 |
| Borden | .8 | .0004 | −6.9 | 1 | 98.5 | .3 | .0003 | 5,873 | .0002 | 659 | .0000 | .0002 | .0005 | .0003 | .0001 |
| Bosque | 15.2 | .0060 | 13.4 | 15 | 97.3 | 6.0 | .0064 | 176,877 | .0050 | 51,270 | .0029 | .0046 | .0074 | .0056 | .0040 |
| Bowie | 81.9 | .0327 | 8.8 | 92 | 77.3 | 30.7 | .0332 | 859,501 | .0246 | 672,426 | .0372 | .0300 | .0384 | .0371 | .0284 |
| Brazoria | 192.7 | .0768 | 13.6 | 139 | 89.5 | 64.4 | .0694 | 2,786,675 | .0796 | 1,085,656 | .0600 | .0732 | .0604 | .0556 | .0712 |
| Brazos | 122.9 | .0490 | 31.3 | 210 | 84.4 | 44.2 | .0477 | 1,342,520 | .0384 | 786,988 | .0436 | .0420 | .0626 | .0480 | .0362 |
| Brewster | 8.8 | .0035 | 16.2 | 1 | 98.1 | 3.4 | .0036 | 79,779 | .0023 | 49,775 | .0028 | .0027 | .0051 | .0039 | .0024 |
| Briscoe | 1.9 | .0008 | −26.3 | 2 | 95.8 | .8 | .0009 | 15,417 | .0004 | 5,603 | .0003 | .0006 | .0014 | .0007 | .0003 |
| Brooks | 8.2 | .0032 | −2.7 | 9 | 99.3 | 2.7 | .0029 | 58,291 | .0017 | 42,337 | .0023 | .0021 | .0051 | .0028 | .0014 |
| Brown | 34.3 | .0137 | 3.8 | 36 | 94.6 | 13.1 | .0141 | 361,616 | .0103 | 203,463 | .0113 | .0112 | .0186 | .0144 | .0099 |
| Burleson | 13.6 | .0054 | 10.5 | 20 | 81.1 | 5.2 | .0056 | 135,138 | .0039 | 37,393 | .0020 | .0037 | .0067 | .0044 | .0032 |
| Burnet | 22.9 | .0092 | 28.6 | 23 | 97.8 | 9.1 | .0098 | 253,741 | .0072 | 156,665 | .0087 | .0081 | .0122 | .0112 | .0059 |
| Caldwell | 26.5 | .0105 | 12.1 | 49 | 88.4 | 8.8 | .0095 | 213,634 | .0061 | 103,536 | .0057 | .0069 | .0142 | .0090 | .0052 |
| Calhoun | 18.9 | .0076 | −3.5 | 37 | 93.6 | 6.7 | .0073 | 235,721 | .0068 | 86,366 | .0048 | .0062 | .0079 | .0062 | .0063 |
| Callahan | 11.9 | .0047 | 8.3 | 13 | 99.2 | 4.6 | .0049 | 113,204 | .0032 | 37,713 | .0021 | .0032 | .0061 | .0044 | .0026 |
| Cameron | 263.0 | .1049 | 25.4 | 290 | 99.0 | 74.1 | .0799 | 1,853,659 | .0530 | 1,351,997 | .0748 | .0699 | .1176 | .0861 | .0631 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES | | | | | | | | | | | | | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/90 Population (Thousands) | % Of U.S. | % Change 1980-90 | Pop Per Sq. Mi (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **TEXAS (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Camp | 9.9 | .0039 | 6.7 | 50 | 75.4 | 3.8 | .0041 | 111,595 | .0032 | 71,495 | .0040 | .0036 | .0058 | .0039 | .0035 |
| Carson | 6.5 | .0026 | -2.6 | 7 | 98.9 | 2.4 | .0026 | 89,361 | .0025 | 23,527 | .0013 | .0022 | .0023 | .0021 | .0020 |
| Cass | 30.0 | .0120 | 1.9 | 32 | 79.4 | 11.3 | .0122 | 327,516 | .0094 | 143,034 | .0079 | .0094 | .0161 | .0105 | .0085 |
| Castro | 9.0 | .0036 | -14.8 | 10 | 96.4 | 2.9 | .0031 | 62,473 | .0018 | 28,450 | .0016 | .0021 | .0045 | .0032 | .0016 |
| Chambers | 19.9 | .0079 | 7.3 | 33 | 86.3 | 6.9 | .0075 | 220,398 | .0063 | 73,319 | .0040 | .0059 | .0081 | .0059 | .0052 |
| Cherokee | 41.2 | .0164 | 8.1 | 39 | 81.9 | 15.0 | .0161 | 399,757 | .0114 | 201,653 | .0112 | .0124 | .0218 | .0148 | .0100 |
| Childress | 5.9 | .0024 | -15.1 | 8 | 93.6 | 2.4 | .0026 | 51,420 | .0015 | 37,593 | .0021 | .0019 | .0042 | .0025 | .0016 |
| Clay | 10.0 | .0040 | 4.4 | 9 | 98.5 | 3.8 | .0041 | 112,392 | .0032 | 28,140 | .0015 | .0029 | .0044 | .0034 | .0025 |
| Cochran | 4.3 | .0017 | -10.9 | 6 | 94.0 | 1.4 | .0015 | 36,160 | .0010 | 9,593 | .0005 | .0009 | .0018 | .0014 | .0007 |
| Coke | 3.4 | .0013 | 6.4 | 4 | 99.1 | 1.4 | .0015 | 40,850 | .0012 | 12,635 | .0007 | .0011 | .0018 | .0013 | .0009 |
| Coleman | 9.6 | .0039 | -8.0 | 8 | 97.1 | 4.0 | .0044 | 101,040 | .0029 | 38,801 | .0022 | .0028 | .0057 | .0040 | .0026 |
| Collin | 274.9 | .1096 | 90.1 | 324 | 92.3 | 99.8 | .1076 | 5,218,089 | .1491 | 2,116,090 | .1171 | .1317 | .0805 | .0874 | .1313 |
| Collingsworth | 3.5 | .0014 | -24.7 | 4 | 92.2 | 1.4 | .0015 | 40,256 | .0011 | 10,910 | .0006 | .0010 | .0019 | .0011 | .0008 |
| Colorado | 18.2 | .0072 | -3.3 | 19 | 82.1 | 7.0 | .0075 | 199,062 | .0057 | 119,602 | .0066 | .0063 | .0109 | .0071 | .0047 |
| Comal | 52.9 | .0211 | 45.1 | 94 | 98.3 | 19.7 | .0213 | 715,050 | .0205 | 415,145 | .0230 | .0213 | .0218 | .0232 | .0194 |
| Comanche | 13.3 | .0053 | 5.4 | 14 | 99.1 | 5.3 | .0057 | 140,563 | .0040 | 62,468 | .0034 | .0041 | .0083 | .0053 | .0030 |
| Concho | 3.0 | .0012 | 2.9 | 3 | 100.0 | 1.0 | .0011 | 25,361 | .0007 | 13,973 | .0008 | .0008 | .0014 | .0011 | .0006 |
| Cooke | 31.1 | .0124 | 12.5 | 36 | 94.8 | 11.7 | .0126 | 329,030 | .0094 | 202,510 | .0112 | .0106 | .0158 | .0129 | .0088 |
| Coryell | 65.1 | .0260 | 14.7 | 62 | 74.3 | 17.0 | .0183 | 720,226 | .0206 | 154,019 | .0085 | .0180 | .0172 | .0201 | .0123 |
| Cottle | 2.2 | .0008 | -25.4 | 2 | 90.4 | .9 | .0010 | 23,325 | .0006 | 15,270 | .0009 | .0007 | .0018 | .0010 | .0005 |
| Crane | 4.6 | .0019 | .0 | 6 | 96.3 | 1.5 | .0016 | 50,622 | .0015 | 18,456 | .0010 | .0014 | .0017 | .0014 | .0013 |
| Crockett | 4.0 | .0016 | -13.2 | 1 | 98.8 | 1.4 | .0015 | 44,545 | .0013 | 19,062 | .0011 | .0013 | .0017 | .0013 | .0010 |
| Crosby | 7.2 | .0028 | -18.7 | 8 | 95.0 | 2.5 | .0027 | 47,442 | .0013 | 18,244 | .0010 | .0016 | .0044 | .0023 | .0011 |
| Culberson | 3.4 | .0014 | 2.6 | 1 | 98.4 | 1.1 | .0012 | 23,479 | .0007 | 32,242 | .0017 | .0012 | .0018 | .0017 | .0005 |
| Dallam | 5.3 | .0021 | -18.9 | 4 | 96.2 | 2.1 | .0023 | 49,154 | .0014 | 36,565 | .0021 | .0017 | .0032 | .0025 | .0012 |
| Dallas | 1,877.4 | .7485 | 20.6 | 2,134 | 75.5 | 711.2 | .7669 | 28,167,426 | .8049 | 18,435,054 | 1.0201 | .8582 | .7429 | .8630 | .8889 |
| Dawson | 14.0 | .0056 | -13.5 | 16 | 94.9 | 5.0 | .0054 | 133,271 | .0038 | 74,239 | .0041 | .0042 | .0073 | .0055 | .0035 |
| Deaf Smith | 19.0 | .0076 | -10.2 | 13 | 97.6 | 6.1 | .0066 | 162,011 | .0047 | 92,752 | .0051 | .0054 | .0086 | .0078 | .0042 |
| Delta | 4.9 | .0019 | 1.3 | 18 | 90.6 | 1.9 | .0020 | 52,903 | .0015 | 13,623 | .0008 | .0013 | .0026 | .0016 | .0010 |
| Denton | 283.5 | .1131 | 98.1 | 319 | 91.7 | 105.8 | .1141 | 4,575,175 | .1307 | 1,745,674 | .0966 | .1170 | .0978 | .0976 | .1059 |
| De Witt | 18.7 | .0074 | -1.1 | 21 | 87.3 | 7.1 | .0076 | 190,762 | .0055 | 82,089 | .0045 | .0055 | .0109 | .0069 | .0042 |
| Dickens | 2.5 | .0010 | -29.4 | 3 | 94.8 | 1.0 | .0011 | 18,979 | .0005 | 9,313 | .0005 | .0007 | .0021 | .0009 | .0004 |
| Dimmit | 10.3 | .0041 | -9.4 | 8 | 98.8 | 3.0 | .0033 | 63,705 | .0018 | 34,481 | .0019 | .0023 | .0054 | .0031 | .0014 |
| Donley | 3.7 | .0015 | -9.2 | 4 | 96.2 | 1.5 | .0016 | 32,140 | .0010 | 16,745 | .0010 | .0010 | .0022 | .0013 | .0007 |
| Duval | 12.8 | .0051 | 2.3 | 7 | 99.4 | 4.1 | .0044 | 101,147 | .0028 | 24,405 | .0013 | .0030 | .0059 | .0034 | .0023 |
| Eastland | 18.3 | .0073 | -6.1 | 20 | 97.3 | 7.3 | .0079 | 162,026 | .0047 | 99,710 | .0055 | .0053 | .0120 | .0077 | .0037 |
| Ector | 118.0 | .0471 | 2.3 | 131 | 93.6 | 42.0 | .0453 | 1,483,154 | .0424 | 842,107 | .0466 | .0446 | .0492 | .0476 | .0426 |
| Edwards | 2.3 | .0009 | 13.1 | 1 | 99.7 | .8 | .0008 | 18,809 | .0005 | 6,611 | .0004 | .0006 | .0012 | .0008 | .0004 |
| Ellis | 87.1 | .0347 | 45.8 | 93 | 88.9 | 29.3 | .0316 | 988.520 | .0282 | 457,249 | .0253 | .0287 | .0344 | .0287 | .0250 |
| El Paso | 602.6 | .2403 | 25.6 | 595 | 94.4 | 181.8 | .1961 | 5,372,915 | .1536 | 3,561,693 | .1971 | .1839 | .2409 | .2254 | .1698 |
| Erath | 28.4 | .0113 | 25.9 | 26 | 98.4 | 11.0 | .0118 | 333,514 | .0095 | 180,049 | .0099 | .0101 | .0157 | .0118 | .0084 |
| Falls | 17.6 | .0070 | -1.9 | 23 | 71.2 | 6.4 | .0069 | 157,980 | .0045 | 49,896 | .0028 | .0044 | .0099 | .0057 | .0037 |
| Fannin | 24.8 | .0099 | 2.1 | 28 | 92.4 | 9.7 | .0105 | 252,771 | .0073 | 122,910 | .0068 | .0077 | .0135 | .0102 | .0057 |
| Fayette | 20.0 | .0080 | 6.2 | 21 | 91.1 | 8.1 | .0087 | 238,195 | .0068 | 135,961 | .0075 | .0072 | .0128 | .0078 | .0056 |
| Fisher | 4.8 | .0019 | -18.5 | 5 | 95.6 | 1.9 | .0021 | 46,670 | .0013 | 12,456 | .0007 | .0012 | .0026 | .0019 | .0010 |
| Floyd | 8.4 | .0033 | -14.6 | 8 | 95.1 | 2.9 | .0031 | 60,048 | .0017 | 33,802 | .0019 | .0022 | .0048 | .0031 | .0013 |
| Foard | 1.8 | .0008 | -16.6 | 3 | 92.3 | .7 | .0007 | 14,540 | .0004 | 2,613 | .0001 | .0004 | .0012 | .0006 | .0002 |
| Fort Bend | 233.2 | .0929 | 78.1 | 267 | 71.6 | 72.9 | .0787 | 3,315,968 | .0948 | 913,062 | .0505 | .0810 | .0592 | .0586 | .0804 |
| Franklin | 7.8 | .0031 | 13.2 | 27 | 94.4 | 3.0 | .0032 | 88,903 | .0025 | 28,663 | .0016 | .0025 | .0041 | .0027 | .0020 |
| Freestone | 15.7 | .0063 | 5.9 | 18 | 80.3 | 6.0 | .0065 | 177,179 | .0051 | 64,574 | .0036 | .0047 | .0084 | .0053 | .0038 |
| Frio | 13.5 | .0054 | -2.1 | 12 | 97.4 | 4.1 | .0044 | 90,457 | .0026 | 45,783 | .0025 | .0032 | .0064 | .0044 | .0022 |
| Gaines | 14.0 | .0056 | 6.5 | 9 | 96.6 | 4.5 | .0048 | 121,581 | .0034 | 42,569 | .0024 | .0036 | .0063 | .0043 | .0028 |
| Galveston | 218.3 | .0870 | 11.5 | 548 | 80.1 | 81.8 | .0882 | 2,979,483 | .0852 | 1,488,311 | .0824 | .0846 | .0961 | .0848 | .0838 |
| Garza | 5.1 | .0020 | -4.4 | 6 | 92.9 | 1.8 | .0020 | 52,313 | .0015 | 19,396 | .0010 | .0015 | .0025 | .0018 | .0012 |
| Gillespie | 17.4 | .0070 | 28.6 | 16 | 99.2 | 6.8 | .0073 | 177,055 | .0050 | 108,090 | .0060 | .0057 | .0099 | .0083 | .0051 |
| Glasscock | 1.5 | .0006 | 15.0 | 2 | 99.3 | .5 | .0006 | 11,370 | .0004 | 1,845 | .0001 | .0004 | .0008 | .0005 | .0003 |
| Goliad | 6.0 | .0024 | 15.5 | 7 | 92.6 | 2.2 | .0023 | 69,076 | .0019 | 17,222 | .0010 | .0017 | .0025 | .0020 | .0015 |
| Gonzales | 17.2 | .0068 | 1.5 | 16 | 88.8 | 6.2 | .0067 | 161,566 | .0047 | 76,723 | .0042 | .0050 | .0090 | .0062 | .0039 |
| Gray | 23.5 | .0094 | -10.9 | 25 | 94.5 | 9.4 | .0102 | 284,939 | .0081 | 140,182 | .0078 | .0083 | .0103 | .0099 | .0101 |
| Grayson | 95.0 | .0379 | 5.8 | 102 | 91.4 | 36.8 | .0396 | 1,180,534 | .0337 | 763,484 | .0422 | .0370 | .0455 | .0430 | .0330 |
| Gregg | 104.9 | .0418 | 5.4 | 383 | 79.8 | 40.0 | .0432 | 1,272,711 | .0364 | 1,067,163 | .0591 | .0443 | .0525 | .0484 | .0451 |
| Grimes | 19.0 | .0076 | 39.9 | 24 | 74.7 | 6.1 | .0066 | 164,540 | .0047 | 67,539 | .0037 | .0051 | .0086 | .0058 | .0035 |
| Guadalupe | 66.2 | .0264 | 41.7 | 93 | 92.7 | 23.1 | .0249 | 738,278 | .0211 | 307,121 | .0170 | .0209 | .0259 | .0227 | .0210 |
| Hale | 34.5 | .0137 | -8.2 | 34 | 92.9 | 11.6 | .0125 | 285,303 | .0082 | 215,263 | .0119 | .0103 | .0192 | .0142 | .0085 |
| Hall | 3.7 | .0015 | -33.9 | 4 | 91.1 | 1.6 | .0017 | 29,408 | .0008 | 14,484 | .0008 | .0010 | .0029 | .0016 | .0006 |
| Hamilton | 7.7 | .0031 | -7.2 | 9 | 99.3 | 3.2 | .0034 | 79,318 | .0023 | 28,503 | .0016 | .0022 | .0050 | .0030 | .0018 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES | | | | | | | | | | | | | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/90 Population (Thousands) | % Of U.S. | % Change 1980–90 | Pop. Per Sq. Mi. (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **TEXAS (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Hansford | 5.8 | .0023 | –6.6 | 6 | 98.5 | 2.1 | .0023 | 59,436 | .0017 | 27,989 | .0015 | .0018 | .0027 | .0021 | .0016 |
| Hardeman | 5.2 | .0020 | –18.4 | 7 | 92.6 | 2.1 | .0023 | 54,392 | .0015 | 18,216 | .0010 | .0015 | .0032 | .0018 | .0013 |
| Hardin | 41.2 | .0165 | 1.2 | 46 | 91.2 | 14.7 | .0158 | 466,543 | .0134 | 199,939 | .0111 | .0132 | .0164 | .0134 | .0115 |
| Harris | 2,836.1 | 1.1307 | 17.7 | 1,640 | 75.5 | 1,033.1 | 1.1141 | 39,794,180 | 1.1371 | 21,977,408 | 1.2161 | 1.1597 | 1.0945 | 1.1350 | 1.2303 |
| Harrison | 57.7 | .0230 | 10.4 | 64 | 71.5 | 20.8 | .0224 | 673,841 | .0193 | 275,584 | .0153 | .0187 | .0245 | .0194 | .0188 |
| Hartley | 3.6 | .0015 | –9.7 | 2 | 98.6 | 1.3 | .0014 | 41,166 | .0012 | 13,137 | .0007 | .0012 | .0016 | .0015 | .0012 |
| Haskell | 6.7 | .0027 | –13.3 | 7 | 95.4 | 2.7 | .0029 | 66,223 | .0019 | 39,106 | .0022 | .0021 | .0043 | .0027 | .0020 |
| Hays | 67.0 | .0267 | 65.0 | 99 | 95.2 | 22.7 | .0245 | 750,088 | .0214 | 349,164 | .0193 | .0218 | .0279 | .0257 | .0188 |
| Hemphill | 3.5 | .0014 | –34.0 | 4 | 99.0 | 1.3 | .0014 | 35,624 | .0010 | 16,172 | .0009 | .0011 | .0016 | .0014 | .0009 |
| Henderson | 59.5 | .0237 | 39.7 | 68 | 91.3 | 23.3 | .0251 | 635,921 | .0182 | 277,275 | .0153 | .0185 | .0287 | .0239 | .0164 |
| Hidalgo | 393.0 | .1567 | 38.7 | 250 | 99.0 | 106.1 | .1144 | 2,546,346 | .0728 | 1,872,253 | .1036 | .0988 | .1726 | .1238 | .0864 |
| Hill | 27.3 | .0109 | 9.1 | 28 | 90.2 | 10.3 | .0111 | 259,645 | .0074 | 162,095 | .0090 | .0085 | .0155 | .0110 | .0061 |
| Hockley | 24.0 | .0095 | 3.3 | 26 | 94.8 | 7.9 | .0085 | 210,275 | .0060 | 112,053 | .0062 | .0068 | .0112 | .0083 | .0052 |
| Hood | 30.1 | .0120 | 69.9 | 71 | 98.6 | 11.6 | .0126 | 437,421 | .0125 | 216,154 | .0119 | .0122 | .0132 | .0121 | .0116 |
| Hopkins | 29.0 | .0116 | 14.9 | 37 | 90.7 | 11.0 | .0118 | 288,911 | .0082 | 212,606 | .0118 | .0100 | .0162 | .0136 | .0100 |
| Houston | 21.4 | .0085 | –4.0 | 17 | 69.6 | 7.8 | .0084 | 202,326 | .0058 | 89,690 | .0050 | .0061 | .0123 | .0073 | .0045 |
| Howard | 31.9 | .0127 | –3.8 | 35 | 94.4 | 11.3 | .0122 | 321,638 | .0092 | 190,370 | .0105 | .0103 | .0159 | .0124 | .0088 |
| Hudspeth | 2.9 | .0012 | 6.3 | 1 | 98.8 | .9 | .0010 | 20,127 | .0006 | 5,751 | .0003 | .0006 | .0012 | .0009 | .0003 |
| Hunt | 64.8 | .0258 | 17.3 | 77 | 88.5 | 24.3 | .0262 | 773,068 | .0221 | 395,056 | .0219 | .0227 | .0305 | .0250 | .0217 |
| Hutchinson | 25.3 | .0101 | –3.8 | 29 | 94.4 | 9.5 | .0102 | 349,934 | .0100 | 119,191 | .0066 | .0091 | .0097 | .0084 | .0091 |
| Irion | 1.6 | .0007 | 15.4 | 2 | 100.0 | .6 | .0007 | 20,840 | .0006 | 2,681 | .0001 | .0004 | .0006 | .0005 | .0005 |
| Jack | 6.9 | .0027 | –6.9 | 8 | 98.9 | 2.7 | .0029 | 71,175 | .0020 | 22,385 | .0013 | .0019 | .0038 | .0027 | .0015 |
| Jackson | 12.9 | .0052 | –3.4 | 16 | 90.1 | 4.8 | .0052 | 137,651 | .0039 | 60,172 | .0033 | .0041 | .0067 | .0048 | .0034 |
| Jasper | 31.1 | .0124 | 1.0 | 33 | 80.6 | 11.4 | .0123 | 329,323 | .0095 | 138,927 | .0105 | .0104 | .0158 | .0120 | .0103 |
| Jeff Davis | 2.0 | .0008 | 21.4 | 1 | 98.8 | .8 | .0008 | 18,914 | .0005 | 6,365 | .0003 | .0004 | .0014 | .0009 | .0003 |
| Jefferson | 237.8 | .0948 | –4.4 | 263 | 65.9 | 89.9 | .0970 | 3,169,134 | .0906 | 1,948,976 | .1079 | .0966 | .1023 | .0931 | [illegible] |
| Jim Hogg | 5.1 | .0020 | –1.3 | 4 | 99.8 | 1.7 | .0018 | 36,570 | .0010 | 18,802 | .0010 | .0012 | .0030 | .0017 | .0007 |
| Jim Wells | 37.4 | .0149 | 2.5 | 43 | 98.5 | 11.9 | .0128 | 274,674 | .0078 | 159,990 | .0088 | .0097 | .0185 | .0130 | .0075 |
| Johnson | 99.2 | .0396 | 46.6 | 136 | 96.3 | 34.2 | .0369 | 1,223,955 | .0350 | 543,118 | .0301 | .0344 | .0349 | .0338 | .0335 |
| Jones | 16.3 | .0065 | –5.6 | 18 | 95.1 | 6.1 | .0066 | 154,407 | .0044 | 57,642 | .0032 | .0045 | .0090 | .0060 | .0035 |
| Karnes | 12.3 | .0049 | –9.5 | 16 | 96.2 | 4.3 | .0046 | 107,221 | .0031 | 42,361 | .0023 | .0032 | .0063 | .0040 | .0028 |
| Kaufman | 53.4 | .0213 | 36.8 | 68 | 85.2 | 18.2 | .0197 | 578,815 | .0165 | 375,733 | .0208 | .0187 | .0251 | .0197 | .0144 |
| Kendall | 14.9 | .0059 | 40.1 | 22 | 98.8 | 5.5 | .0059 | 174,480 | .0050 | 137,609 | .0076 | .0060 | .0087 | .0065 | .0040 |
| Kenedy | .4 | .0002 | –26.3 | 0 | 99.8 | .1 | .0001 | 4,191 | .0001 | 1,084 | .0001 | .0000 | .0002 | .0001 | .0000 |
| Kent | 1.0 | .0004 | –12.7 | 1 | 99.4 | .4 | .0004 | 9,023 | .0003 | 4,366 | .0002 | .0004 | .0005 | .0005 | .0002 |
| Kerr | 36.5 | .0145 | 26.8 | 33 | 96.8 | 14.5 | .0157 | 488,200 | .0140 | 238,798 | .0133 | .0137 | .0166 | .0159 | .0125 |
| Kimble | 4.1 | .0016 | .9 | 3 | 99.0 | 1.6 | .0017 | 36,678 | .0010 | 22,701 | .0012 | .0013 | .0024 | .0016 | .0008 |
| King | .4 | .0002 | –5.9 | 0 | 100.0 | .1 | .0001 | 2,263 | .0001 | 612 | .0000 | .0001 | .0001 | .0001 | .0000 |
| Kinney | 3.2 | .0013 | 40.4 | 2 | 96.7 | 1.2 | .0013 | 23,716 | .0006 | 5,404 | .0003 | .0006 | .0019 | .0013 | .0005 |
| Kleberg | 29.9 | .0119 | –10.4 | 34 | 94.6 | 9.9 | .0107 | 279,987 | .0080 | 174,469 | .0097 | .0093 | .0161 | .0113 | .0081 |
| Knox | 4.8 | .0019 | –9.9 | 6 | 92.5 | 1.9 | .0020 | 43,977 | .0013 | 15,283 | .0008 | .0014 | .0033 | .0016 | .0008 |
| Lamar | 44.0 | .0176 | 4.4 | 48 | 84.1 | 16.8 | .0181 | 466,768 | .0133 | 305,493 | .0169 | .0151 | .0232 | .0189 | .0161 |
| Lamb | 14.8 | .0059 | –20.7 | 15 | 93.6 | 5.4 | .0058 | 119,219 | .0035 | 49,563 | .0028 | .0038 | .0091 | .0057 | .0029 |
| Lampasas | 13.6 | .0054 | 13.3 | 19 | 95.9 | 5.1 | .0055 | 125,042 | .0035 | 61,087 | .0034 | .0039 | .0074 | .0055 | .0030 |
| La Salle | 5.2 | .0020 | –5.7 | 3 | 98.0 | 1.7 | .0019 | 36,222 | .0011 | 20,567 | .0011 | .0012 | .0030 | .0017 | .0007 |
| Lavaca | 18.5 | .0074 | –2.7 | 19 | 92.3 | 7.3 | .0079 | 187,224 | .0053 | 94,910 | .0053 | .0058 | .0109 | .0072 | .0047 |
| Lee | 12.8 | .0051 | 16.9 | 20 | 85.4 | 4.7 | .0050 | 110,185 | .0032 | 60,677 | .0033 | .0036 | .0080 | .0044 | .0029 |
| Leon | 12.7 | .0051 | 32.4 | 12 | 87.1 | 5.0 | .0054 | 131,242 | .0037 | 64,272 | .0036 | .0040 | .0084 | .0043 | .0030 |
| Liberty | 52.6 | .0210 | 11.7 | 45 | 86.0 | 18.5 | .0200 | 584,653 | .0167 | 262,722 | .0145 | .0168 | .0245 | .0171 | .0148 |
| Limestone | 21.0 | .0083 | 3.8 | 23 | 79.4 | 7.7 | .0083 | 186,923 | .0054 | 115,723 | .0064 | .0063 | .0129 | .0079 | .0046 |
| Lipscomb | 3.0 | .0012 | –20.3 | 3 | 98.4 | 1.2 | .0013 | 36,291 | .0010 | 8,552 | .0005 | .0009 | .0014 | .0013 | .0007 |
| Live Oak | 9.5 | .0038 | –1.1 | 9 | 98.7 | 3.5 | .0037 | 87,597 | .0025 | 63,012 | .0035 | .0030 | .0068 | .0040 | .0022 |
| Llano | 11.7 | .0047 | 15.3 | 13 | 99.3 | 5.3 | .0057 | 141,558 | .0040 | 56,760 | .0031 | .0040 | .0077 | .0056 | .0031 |
| Loving | .1 | .0000 | 9.9 | 0 | 100.0 | .1 | .0002 | 2,384 | .0001 | 78 | .0000 | .0000 | .0003 | .0000 | .0000 |
| Lubbock | 224.1 | .0894 | 5.9 | 249 | 90.2 | 82.1 | .0885 | 2,597,744 | .0742 | 1,975,744 | .1093 | .0878 | .1064 | .1036 | .0807 |
| Lynn | 6.6 | .0026 | –23.3 | 7 | 95.7 | 2.3 | .0025 | 47,037 | .0014 | 13,505 | .0008 | .0014 | .0036 | .0022 | .0009 |
| McCulloch | 8.8 | .0035 | .7 | 8 | 97.8 | 3.4 | .0036 | 76,631 | .0022 | 63,797 | .0035 | .0029 | .0058 | .0039 | .0025 |
| McLennan | 189.9 | .0757 | 11.2 | 182 | 82.9 | 70.5 | .0761 | 2,106,821 | .0602 | 1,354,869 | .0750 | .0676 | .0952 | .0806 | .0606 |
| McMullen | .8 | .0003 | 1.4 | 1 | 99.5 | .3 | .0003 | 11,087 | .0003 | 1,342 | .0001 | .0004 | .0003 | .0004 | .0002 |
| Madison | 10.9 | .0044 | 2.4 | 23 | 75.5 | 3.3 | .0035 | 106,282 | .0030 | 50,876 | .0028 | .0032 | .0049 | .0031 | .0022 |
| Marion | 9.9 | .0039 | –4.5 | 26 | 68.7 | 4.0 | .0044 | 90,794 | .0026 | 33,066 | .0018 | .0027 | .0060 | .0036 | .0022 |
| Martin | 4.9 | .0020 | 4.6 | 5 | 97.2 | 1.6 | .0017 | 51,042 | .0015 | 26,422 | .0015 | .0015 | .0021 | .0015 | .0011 |
| Mason | 3.4 | .0014 | –7.7 | 4 | 99.1 | 1.4 | .0015 | 28,397 | .0008 | 20,370 | .0011 | .0009 | .0025 | .0016 | .0007 |
| Matagorda | 36.6 | .0145 | –3.3 | 33 | 83.1 | 13.0 | .0140 | 491,766 | .0141 | 207,537 | .0115 | .0134 | .0155 | .0117 | .0127 |
| Maverick | 36.9 | .0148 | 17.5 | 29 | 97.5 | 9.9 | .0107 | 185,052 | .0052 | 145,838 | .0081 | .0081 | .0181 | .0109 | .0069 |
| Medina | 27.6 | .0110 | 19.2 | 21 | 98.7 | 9.2 | .0099 | 253,775 | .0073 | 172,500 | .0095 | .0087 | .0141 | .0110 | .0056 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Population (Thousands) | % Of U.S. | % Change 1980-90 | Pop Per Sq. Mi (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **TEXAS (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Menard | 2.2 | .0008 | -6.2 | 2 | 99.3 | .9 | .0010 | 15,754 | .0004 | 4,299 | .0002 | .0004 | .0015 | .0008 | .0004 |
| Midland | 107.4 | .0429 | 30.0 | 119 | 90.6 | 39.2 | .0422 | 1,586,201 | .0454 | 821,738 | .0455 | .0449 | .0443 | .0437 | .0422 |
| Milam | 22.7 | .0090 | -.2 | 22 | 86.5 | 8.6 | .0093 | 229,590 | .0065 | 105,869 | .0059 | .0068 | .0137 | .0076 | .0057 |
| Mills | 4.5 | .0018 | .5 | 6 | 99.6 | 1.8 | .0020 | 46,315 | .0014 | 18,066 | .0010 | .0013 | .0024 | .0019 | .0010 |
| Mitchell | 7.9 | .0032 | -13.1 | 9 | 95.2 | 3.0 | .0032 | 79,393 | .0022 | 43,184 | .0024 | .0026 | .0049 | .0032 | .0022 |
| Montague | 17.2 | .0068 | -1.2 | 18 | 99.4 | 6.8 | .0073 | 149,244 | .0043 | 87,046 | .0048 | .0049 | .0112 | .0073 | .0037 |
| Montgomery | 185.8 | .0741 | 46.0 | 178 | 94.5 | 64.8 | .0699 | 2,474,994 | .0707 | 837,213 | .0463 | .0641 | .0584 | .0581 | .0614 |
| Moore | 17.8 | .0071 | 7.4 | 20 | 95.7 | 6.1 | .0066 | 177,387 | .0051 | 101,144 | .0056 | .0056 | .0070 | .0077 | .0055 |
| Morris | 13.1 | .0052 | -10.5 | 51 | 74.5 | 4.9 | .0053 | 125,906 | .0036 | 34,845 | .0019 | .0035 | .0064 | .0042 | .0033 |
| Motley | 1.5 | .0006 | -23.1 | 2 | 95.0 | .6 | .0006 | 10,943 | .0003 | 5,008 | .0003 | .0003 | .0011 | .0004 | .0001 |
| Nacogdoches | 55.2 | .0220 | 18.0 | 58 | 82.4 | 20.3 | .0219 | 559,731 | .0160 | 365,931 | .0203 | .0184 | .0310 | .0228 | .0154 |
| Navarro | 40.1 | .0160 | 13.5 | 37 | 79.8 | 14.9 | .0161 | 397,610 | .0114 | 257,856 | .0142 | .0132 | .0226 | .0162 | .0114 |
| Newton | 13.6 | .0054 | 2.6 | 15 | 77.2 | 4.9 | .0053 | 149,823 | .0042 | 29,593 | .0017 | .0038 | .0064 | .0037 | .0037 |
| Nolan | 16.5 | .0066 | -5.0 | 18 | 94.1 | 6.1 | .0065 | 171,480 | .0049 | 85,097 | .0047 | .0051 | .0081 | .0065 | .0044 |
| Nueces | 292.0 | .1164 | 8.9 | 349 | 93.8 | 100.0 | .1079 | 3,158,410 | .0903 | 2,075,651 | .1148 | .1029 | .1317 | .1166 | .0954 |
| Ochiltree | 8.9 | .0036 | -7.2 | 10 | 98.2 | 3.2 | .0034 | 102,163 | .0029 | 49,342 | .0028 | .0030 | .0037 | .0037 | .0031 |
| Oldham | 2.3 | .0009 | .7 | 2 | 97.3 | .7 | .0008 | 15,976 | .0005 | 7,062 | .0003 | .0005 | .0011 | .0006 | .0004 |
| Orange | 80.1 | .0319 | -4.5 | 225 | 90.7 | 28.9 | .0311 | 1,112,684 | .0318 | 429,572 | .0238 | .0294 | .0278 | .0253 | .0289 |
| Palo Pinto | 24.9 | .0100 | 3.5 | 26 | 95.7 | 9.5 | .0103 | 256,117 | .0073 | 152,138 | .0084 | .0083 | .0139 | .0117 | .0062 |
| Panola | 22.1 | .0088 | 6.6 | 28 | 81.2 | 8.3 | .0089 | 244,247 | .0070 | 104,719 | .0058 | .0069 | .0098 | .0079 | .0059 |
| Parker | 66.4 | .0264 | 48.8 | 73 | 78.0 | 23.6 | .0255 | 822,504 | .0235 | 372,369 | .0206 | .0232 | .0257 | .0235 | .0207 |
| Parmer | 9.7 | .0039 | -12.1 | 11 | 98.1 | 3.2 | .0034 | 63,652 | .0018 | 34,420 | .0019 | .0022 | .0055 | .0039 | .0015 |
| Pecos | 14.5 | .0058 | -.8 | 3 | 98.4 | 4.7 | .0051 | 133,508 | .0038 | 72,708 | .0041 | .0043 | .0060 | .0055 | .0035 |
| Polk | 31.1 | .0124 | 27.4 | 29 | 84.6 | 12.0 | .0129 | 293,641 | .0084 | 174,958 | .0096 | .0096 | .0192 | .0128 | .0076 |
| Potter | 97.3 | .0388 | -1.4 | 107 | 86.3 | 37.1 | .0400 | 1,113,773 | .0318 | 1,112,803 | .0616 | .0422 | .0531 | .0514 | .0447 |
| Presidio | 6.8 | .0027 | 31.1 | 2 | 99.4 | 2.3 | .0025 | 36,301 | .0011 | 28,142 | .0016 | .0015 | .0047 | .0021 | .0009 |
| Rains | 6.9 | .0027 | 42.6 | 30 | 95.1 | 2.7 | .0029 | 71,490 | .0020 | 20,775 | .0011 | .0019 | .0039 | .0027 | .0020 |
| Randall | 90.7 | .0362 | 20.8 | 99 | 97.3 | 35.0 | .0378 | 1,397,306 | .0399 | 760,004 | .0421 | .0399 | .0303 | .0388 | .0387 |
| Reagan | 4.4 | .0018 | 6.4 | 4 | 96.8 | 1.3 | .0014 | 38,333 | .0011 | 21,735 | .0012 | .0012 | .0015 | .0015 | .0008 |
| Real | 2.4 | .0009 | -2.8 | 3 | 99.0 | .9 | .0010 | 15,628 | .0005 | 9,972 | .0005 | .0005 | .0019 | .0008 | .0004 |
| Red River | 14.2 | .0057 | -11.8 | 14 | 79.0 | 5.6 | .0060 | 114,124 | .0032 | 49,235 | .0028 | .0037 | .0102 | .0052 | .0024 |
| Reeves | 15.7 | .0062 | -.6 | 6 | 97.4 | 4.8 | .0052 | 121,045 | .0035 | 64,874 | .0035 | .0040 | .0070 | .0053 | .0035 |
| Refugio | 7.9 | .0032 | -15.0 | 10 | 91.1 | 2.9 | .0031 | 87,826 | .0025 | 38,894 | .0022 | .0026 | .0040 | .0027 | .0021 |
| Roberts | 1.0 | .0004 | -15.8 | 1 | 99.8 | .4 | .0004 | 13,803 | .0004 | 1,936 | .0001 | .0003 | .0005 | .0005 | .0002 |
| Robertson | 15.5 | .0062 | 5.8 | 18 | 71.6 | 5.8 | .0063 | 149,764 | .0043 | 60,137 | .0033 | .0044 | .0091 | .0051 | .0033 |
| Rockwall | 26.6 | .0106 | 83.1 | 207 | 95.6 | 9.2 | .0099 | 400,439 | .0114 | 164,324 | .0091 | .0105 | .0083 | .0084 | .0088 |
| Runnels | 11.2 | .0044 | -5.7 | 11 | 98.0 | 4.3 | .0046 | 106,268 | .0031 | 33,851 | .0019 | .0029 | .0059 | .0042 | .0024 |
| Rusk | 43.8 | .0175 | 5.8 | 47 | 78.8 | 16.4 | .0177 | 521,730 | .0149 | 151,713 | .0084 | .0136 | .0189 | .0146 | .0131 |
| Sabine | 9.6 | .0038 | 10.3 | 20 | 88.3 | 4.0 | .0043 | 90,371 | .0026 | 41,968 | .0023 | .0027 | .0069 | .0039 | .0024 |
| San Augustine | 8.0 | .0032 | -8.9 | 15 | 71.6 | 3.1 | .0034 | 73,525 | .0021 | 36,241 | .0020 | .0023 | .0048 | .0032 | .0018 |
| San Jacinto | 16.6 | .0066 | 45.2 | 29 | 84.1 | 6.3 | .0068 | 164,897 | .0047 | 37,155 | .0021 | .0043 | .0088 | .0052 | .0037 |
| San Patricio | 58.5 | .0234 | .8 | 85 | 97.1 | 18.7 | .0201 | 572,481 | .0163 | 244,796 | .0135 | .0169 | .0239 | .0190 | .0140 |
| San Saba | 5.4 | .0021 | -7.6 | 5 | 99.5 | 2.1 | .0023 | 50,103 | .0015 | 26,605 | .0015 | .0016 | .0035 | .0023 | .0011 |
| Schleicher | 2.9 | .0012 | 2.8 | 2 | 98.0 | 1.0 | .0011 | 27,660 | .0007 | 4,870 | .0003 | .0007 | .0012 | .0009 | .0005 |
| Scurry | 18.4 | .0073 | 1.1 | 20 | 94.0 | 6.3 | .0068 | 200,238 | .0058 | 100,465 | .0055 | .0059 | .0071 | .0069 | .0052 |
| Shackelford | 3.2 | .0013 | -18.3 | 4 | 99.2 | 1.3 | .0014 | 45,043 | .0013 | 9,967 | .0006 | .0012 | .0015 | .0012 | .0008 |
| Shelby | 22.1 | .0088 | -4.3 | 28 | 78.2 | 8.5 | .0091 | 197,534 | .0056 | 107,807 | .0059 | .0063 | .0140 | .0083 | .0055 |
| Sherman | 2.8 | .0011 | -11.8 | 3 | 99.1 | 1.0 | .0011 | 44,466 | .0013 | 8,449 | .0005 | .0009 | .0008 | .0010 | .0008 |
| Smith | 152.9 | .0610 | 19.1 | 165 | 78.1 | 57.4 | .0619 | 1,984,756 | .0567 | 1,250,693 | .0692 | .0614 | .0681 | .0644 | .0615 |
| Somervell | 5.5 | .0022 | 32.4 | 29 | 98.6 | 2.0 | .0022 | 67,291 | .0019 | 20,763 | .0012 | .0018 | .0027 | .0018 | .0016 |
| Starr | 41.4 | .0165 | 51.8 | 34 | 99.5 | 10.6 | .0114 | 181,827 | .0052 | 108,269 | .0060 | .0077 | .0213 | .0097 | .0056 |
| Stephens | 8.8 | .0035 | -11.4 | 10 | 96.1 | 3.5 | .0038 | 87,650 | .0025 | 56,644 | .0031 | .0029 | .0051 | .0041 | .0020 |
| Sterling | 1.4 | .0005 | 16.1 | 2 | 99.0 | .5 | .0005 | 14,019 | .0004 | 5,241 | .0003 | .0004 | .0009 | .0004 | .0003 |
| Stonewall | 2.0 | .0008 | -16.9 | 2 | 94.9 | .8 | .0009 | 22,105 | .0006 | 5,774 | .0003 | .0005 | .0011 | .0008 | .0004 |
| Sutton | 4.0 | .0016 | -22.0 | 3 | 99.2 | 1.4 | .0015 | 39,273 | .0012 | 15,498 | .0009 | .0012 | .0019 | .0015 | .0010 |
| Swisher | 8.0 | .0032 | -17.7 | 9 | 94.5 | 2.9 | .0031 | 59,753 | .0017 | 28,529 | .0015 | .0019 | .0048 | .0032 | .0014 |
| Tarrant | 1,195.4 | .4766 | 38.9 | 1,384 | 84.3 | 448.3 | .4834 | 18,108,485 | .5175 | 10,035,437 | .5553 | .5207 | .4563 | .4945 | .5107 |
| Taylor | 119.5 | .0477 | 7.7 | 131 | 91.5 | 43.2 | .0466 | 1,318,876 | .0376 | 888,838 | .0492 | .0431 | .0518 | .0538 | .0388 |
| Terrell | 1.4 | .0005 | -12.2 | 1 | 99.3 | .5 | .0006 | 17,217 | .0005 | 4,419 | .0003 | .0005 | .0006 | .0004 | .0004 |
| Terry | 13.1 | .0053 | -10.2 | 15 | 95.6 | 4.4 | .0047 | 130,478 | .0038 | 63,794 | .0035 | .0039 | .0060 | .0048 | .0031 |
| Throckmorton | 1.8 | .0007 | -12.3 | 2 | 99.8 | .8 | .0009 | 12,888 | .0003 | 4,313 | .0002 | .0004 | .0014 | .0005 | .0002 |
| Titus | 24.1 | .0096 | 12.4 | 59 | 85.1 | 8.5 | .0091 | 266,626 | .0077 | 183,270 | .0102 | .0088 | .0103 | .0095 | .0084 |
| Tom Green | 99.3 | .0396 | 17.1 | 65 | 93.8 | 35.7 | .0385 | 1,242,038 | .0354 | 677,851 | .0375 | .0369 | .0422 | .0411 | .0365 |
| Travis | 587.4 | .2342 | 40.0 | 594 | 84.7 | 237.5 | .2561 | 8,821,642 | .2521 | 5,090,147 | .2817 | .2573 | .2916 | .2672 | .2641 |
| Trinity | 11.5 | .0046 | 21.7 | 17 | 85.5 | 4.7 | .0051 | 115,894 | .0034 | 50,687 | .0028 | .0036 | .0075 | .0043 | .0026 |
| Tyler | 16.6 | .0066 | 2.3 | 18 | 87.7 | 6.4 | .0069 | 162,951 | .0046 | 72,092 | .0040 | .0048 | .0093 | .0061 | .0038 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Population (Thousands) | % Of U.S. | % Change 1980-90 | Pop. Per Sq. Mi. (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **TEXAS (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Upshur | 31.4 | .0125 | 9.8 | 53 | 87.2 | 11.4 | .0123 | 340,919 | .0098 | 128,391 | .0071 | .0095 | .0131 | .0108 | .0083 |
| Upton | 4.4 | .0018 | -4.8 | 4 | 97.1 | 1.5 | .0016 | 45,053 | .0012 | 11,847 | .0006 | .0011 | .0019 | .0014 | .0011 |
| Uvalde | 23.4 | .0093 | 4.3 | 15 | 98.6 | 7.6 | .0082 | 180,878 | .0052 | 158,480 | .0088 | .0071 | .0132 | .0094 | .0047 |
| Val Verde | 38.9 | .0155 | 8.3 | 12 | 96.7 | 11.9 | .0128 | 311,964 | .0089 | 198,393 | .0110 | .0109 | .0184 | .0148 | .0089 |
| Van Zandt | 38.4 | .0153 | 22.2 | 45 | 95.6 | 14.5 | .0157 | 383,666 | .0110 | 172,438 | .0095 | .0114 | .0202 | .0144 | .0094 |
| Victoria | 74.3 | .0296 | 8.0 | 84 | 92.3 | 26.2 | .0282 | 874,397 | .0250 | 566,608 | .0314 | .0278 | .0329 | .0296 | .0287 |
| Walker | 51.5 | .0206 | 23.2 | 65 | 73.7 | 15.2 | .0164 | 548,806 | .0157 | 295,030 | .0163 | .0169 | .0208 | .0159 | .0119 |
| Waller | 23.5 | .0093 | 18.7 | 46 | 61.7 | 7.4 | .0080 | 249,247 | .0071 | 212,738 | .0118 | .0089 | .0097 | .0087 | .0058 |
| Ward | 12.8 | .0051 | -8.4 | 15 | 95.0 | 4.3 | .0046 | 129,052 | .0037 | 46,375 | .0025 | .0037 | .0050 | .0043 | .0034 |
| Washington | 26.3 | .0105 | 19.6 | 43 | 77.9 | 9.7 | .0105 | 325,111 | .0093 | 170,252 | .0094 | .0095 | .0138 | .0100 | .0097 |
| Webb | 135.6 | .0541 | 36.6 | 40 | 99.0 | 35.1 | .0379 | 848,630 | .0242 | 824,554 | .0457 | .0367 | .0620 | .0425 | .0388 |
| Wharton | 39.7 | .0158 | -1.4 | 36 | 83.3 | 14.1 | .0152 | 383,122 | .0110 | 220,200 | .0121 | .0123 | .0207 | .0142 | .0113 |
| Wheeler | 5.8 | .0023 | -18.7 | 6 | 95.7 | 2.3 | .0024 | 60,287 | .0017 | 31,299 | .0018 | .0018 | .0036 | .0023 | .0015 |
| Wichita | 122.0 | .0487 | .8 | 194 | 88.0 | 45.1 | .0487 | 1,372,357 | .0392 | 944,547 | .0522 | .0451 | .0551 | .0560 | .0402 |
| Wilbarger | 14.9 | .0059 | -6.5 | 15 | 89.2 | 5.7 | .0061 | 158,830 | .0045 | 88,007 | .0049 | .0048 | .0083 | .0055 | .0042 |
| Willacy | 17.7 | .0071 | 1.2 | 30 | 99.1 | 5.0 | .0054 | 103,930 | .0030 | 56,694 | .0032 | .0040 | .0094 | .0049 | .0023 |
| Williamson | 143.6 | .0572 | 87.7 | 128 | 93.0 | 50.2 | .0541 | 1,780,906 | .0509 | 692,766 | .0383 | .0483 | .0566 | .0460 | .0468 |
| Wilson | 23.1 | .0092 | 37.9 | 29 | 98.4 | 7.6 | .0082 | 194,341 | .0056 | 87,113 | .0048 | .0060 | .0103 | .0082 | .0043 |
| Winkler | 8.3 | .0033 | -16.5 | 10 | 96.6 | 2.8 | .0031 | 80,755 | .0023 | 30,790 | .0017 | .0023 | .0037 | .0026 | .0025 |
| Wise | 35.1 | .0140 | 32.1 | 39 | 97.8 | 12.3 | .0132 | 385,881 | .0110 | 249,574 | .0138 | .0125 | .0153 | .0133 | .0093 |
| Wood | 29.6 | .0118 | 19.9 | 46 | 91.3 | 11.5 | .0124 | 319,971 | .0091 | 155,176 | .0086 | .0095 | .0160 | .0113 | .0081 |
| Yoakum | 8.7 | .0035 | 4.8 | 11 | 98.4 | 2.8 | .0030 | 99,769 | .0029 | 37,777 | .0021 | .0028 | .0035 | .0027 | .0028 |
| Young | 17.9 | .0071 | -6.2 | 19 | 97.7 | 7.0 | .0076 | 216,392 | .0062 | 108,556 | .0060 | .0063 | .0096 | .0077 | .0051 |
| Zapata | 9.5 | .0038 | 43.3 | 10 | 99.5 | 2.9 | .0031 | 54,534 | .0015 | 18,580 | .0010 | .0018 | .0052 | .0025 | .0012 |
| Zavala | 12.2 | .0049 | 4.6 | 9 | 96.6 | 3.4 | .0037 | 78,417 | .0023 | 22,813 | .0013 | .0024 | .0056 | .0035 | .0016 |
| **TOTAL METRO COUNTIES** | **14,047.9** | **5.6013** | **24.3** | **305** | **84.0** | **5,012.0** | **5.4052** | **182,944,821** | **5.2278** | **104,939,605** | **5.8071** | **5.4755** | **5.7091** | **5.6060** | **5.4365** |
| **TOTAL STATE** | **17,167.6** | **6.8448** | **20.7** | **66** | **85.2** | **6,136.1** | **6.6168** | **214,142,943** | **6.1195** | **120,458,993** | **6.6656** | **6.4282** | **7.3109** | **6.7660** | **6.2350** |
| **UTAH** | | | | | | | | | | | | | | | |
| **PROVO - OREM** | **266.4** | **.1062** | **22.1** | **133** | **97.5** | **71.0** | **.0766** | **2,104,284** | **.0601** | **1,217,584** | **.0673** | **.0715** | **.0827** | **.0864** | **.0648** |
| Utah | 266.4 | .1062 | 22.1 | 133 | 97.5 | 71.0 | .0766 | 2,104,284 | .0601 | 1,217,584 | .0673 | .0715 | .0827 | .0864 | .0648 |
| **SALT LAKE CITY - OGDEN** | **1,083.2** | **.4318** | **19.0** | **670** | **95.6** | **351.1** | **.3787** | **12,019,734** | **.3434** | **7,558,308** | **.4182** | **.3838** | **.3667** | **.4173** | **.4177** |
| Davis | 191.3 | .0762 | 30.5 | 628 | 96.3 | 54.6 | .0589 | 1,847,628 | .0528 | 971,780 | .0538 | .0579 | .0485 | .0644 | .0576 |
| Salt Lake | 732.9 | .2922 | 18.4 | 994 | 95.3 | 243.0 | .2621 | 8,453,032 | .2415 | 5,383,865 | .2979 | .2686 | .2584 | .2865 | .3038 |
| Weber | 159.0 | .0634 | 9.9 | 276 | 95.9 | 53.5 | .0577 | 1,719,074 | .0491 | 1,202,663 | .0665 | .0573 | .0598 | .0664 | .0563 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Beaver | 4.7 | .0019 | 7.4 | 2 | 98.6 | 1.6 | .0017 | 35,442 | .0010 | 21,833 | .0012 | .0013 | .0023 | .0021 | .0008 |
| Box Elder | 36.8 | .0146 | 10.8 | 6 | 97.8 | 11.0 | .0119 | 445,158 | .0127 | 161,487 | .0089 | .0120 | .0085 | .0101 | .0111 |
| Cache | 71.0 | .0283 | 24.2 | 61 | 96.0 | 21.3 | .0229 | 673,670 | .0192 | 328,134 | .0182 | .0207 | .0227 | .0247 | .0202 |
| Carbon | 19.9 | .0080 | -10.3 | 13 | 98.1 | 6.8 | .0074 | 230,513 | .0066 | 99,115 | .0055 | .0066 | .0069 | .0067 | .0068 |
| Daggett | .7 | .0003 | -9.0 | 1 | 97.7 | .3 | .0003 | 8,633 | .0003 | 2,169 | .0001 | .0001 | .0004 | .0002 | .0001 |
| Davis | 191.3 | .0762 | 30.5 | 628 | 96.3 | 54.6 | .0589 | 1,847,628 | .0528 | 971,780 | .0538 | .0579 | .0485 | .0644 | .0576 |
| Duchesne | 12.3 | .0049 | -2.1 | 4 | 93.9 | 3.6 | .0039 | 118,587 | .0034 | 50,399 | .0028 | .0035 | .0035 | .0037 | .0033 |
| Emery | 10.2 | .0041 | -10.9 | 2 | 99.1 | 3.0 | .0032 | 95,939 | .0027 | 25,285 | .0014 | .0026 | .0024 | .0027 | .0025 |
| Garfield | 4.0 | .0016 | 8.9 | 1 | 97.9 | 1.3 | .0014 | 23,882 | .0007 | 13,298 | .0007 | .0008 | .0022 | .0013 | .0006 |
| Grand | 6.5 | .0026 | -21.1 | 2 | 96.3 | 2.4 | .0026 | 63,894 | .0018 | 28,322 | .0016 | .0020 | .0029 | .0027 | .0017 |
| Iron | 20.9 | .0083 | 20.5 | 6 | 96.1 | 6.3 | .0068 | 163,570 | .0047 | 129,522 | .0071 | .0061 | .0077 | .0088 | .0054 |
| Juab | 5.8 | .0023 | 4.9 | 2 | 98.1 | 1.8 | .0019 | 38,040 | .0011 | 28,301 | .0016 | .0014 | .0024 | .0024 | .0009 |
| Kane | 5.3 | .0021 | 31.7 | 1 | 97.8 | 1.8 | .0020 | 44,868 | .0013 | 22,908 | .0013 | .0016 | .0022 | .0023 | .0011 |
| Millard | 11.1 | .0045 | 23.7 | 2 | 97.4 | 3.3 | .0035 | 84,103 | .0024 | 46,650 | .0025 | .0029 | .0042 | .0040 | .0024 |
| Morgan | 5.6 | .0022 | 13.9 | 9 | 99.5 | 1.6 | .0017 | 62,066 | .0017 | 10,634 | .0006 | .0015 | .0013 | .0013 | .0015 |
| Piute | 1.3 | .0005 | -2.2 | 2 | 99.2 | .5 | .0006 | 10,380 | .0003 | 2,298 | .0002 | .0002 | .0007 | .0005 | .0001 |
| Rich | 1.7 | .0007 | -19.1 | 2 | 99.6 | .5 | .0005 | 15,815 | .0005 | 4,828 | .0002 | .0004 | .0006 | .0004 | .0004 |
| Salt Lake | 732.9 | .2922 | 18.4 | 994 | 95.3 | 243.0 | .2621 | 8,453,032 | .2415 | 5,383,865 | .2979 | .2686 | .2584 | .2865 | .3038 |
| San Juan | 12.6 | .0050 | 2.8 | 2 | 44.0 | 3.4 | .0036 | 67,100 | .0020 | 21,213 | .0012 | .0024 | .0047 | .0042 | .0015 |
| Sanpete | 16.3 | .0065 | 11.5 | 10 | 97.3 | 4.9 | .0053 | 112,735 | .0032 | 53,504 | .0030 | .0038 | .0077 | .0055 | .0028 |
| Sevier | 15.4 | .0062 | 4.6 | 8 | 97.6 | 4.9 | .0053 | 131,328 | .0037 | 91,270 | .0050 | .0046 | .0054 | .0060 | .0052 |
| Summit | 15.9 | .0063 | 55.9 | 8 | 98.9 | 5.4 | .0058 | 186,146 | .0054 | 132,906 | .0074 | .0061 | .0073 | .0068 | .0055 |
| Tooele | 26.6 | .0106 | 2.2 | 4 | 96.6 | 8.6 | .0093 | 312,148 | .0089 | 109,647 | .0061 | .0084 | .0073 | .0081 | .0077 |
| Uintah | 21.9 | .0088 | 6.8 | 5 | 88.7 | 6.6 | .0071 | 238,475 | .0068 | 83,273 | .0046 | .0066 | .0060 | .0057 | .0064 |
| Utah | 266.4 | .1062 | 22.1 | 133 | 97.5 | 71.0 | .0766 | 2,104,284 | .0601 | 1,217,584 | .0673 | .0715 | .0827 | .0864 | .0648 |
| Wasatch | 10.2 | .0040 | 19.7 | 9 | 99.1 | 3.1 | .0033 | 73,859 | .0021 | 31,748 | .0018 | .0023 | .0040 | .0037 | .0018 |

1991 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES | | | | | | | | | | | | | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/90 Population (Thousands) | % Of U.S. | % Change 1980-90 | Pop. Per Sq. Mi. (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **UTAH (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Washington | 50.3 | .0201 | 93.0 | 21 | 97.7 | 15.8 | .0170 | 410,986 | .0118 | 301,755 | .0167 | .0150 | .0211 | .0198 | .0141 |
| Wayne | 2.2 | .0009 | 15.1 | 1 | 98.0 | .7 | .0008 | 21,643 | .0006 | 5,056 | .0003 | .0005 | .0008 | .0006 | .0005 |
| Weber | 159.0 | .0634 | 9.9 | 276 | 95.9 | 53.5 | .0577 | 1,719,074 | .0491 | 1,202,663 | .0665 | .0573 | .0598 | .0664 | .0563 |
| **TOTAL METRO COUNTIES** | **1,349.6** | **.5380** | **19.6** | **373** | **95.9** | **422.1** | **.4553** | **14,124,018** | **.4035** | **8,775,892** | **.4855** | **.4553** | **.4494** | **.5037** | **.4825** |
| **TOTAL STATE** | **1,738.8** | **.6933** | **19.0** | **21** | **95.7** | **542.6** | **.5851** | **17,792,998** | **.5084** | **10,581,447** | **.5855** | **.5687** | **.5846** | **.6380** | **.5869** |
| **VERMONT** | | | | | | | | | | | | | | | |
| **BURLINGTON** | **138.7** | **.0553** | **15.4** | **223** | **98.0** | **51.1** | **.0551** | **2,126,575** | **.0608** | **1,203,789** | **.0666** | **.0614** | **.0529** | **.0579** | **.0633** |
| Chittenden | 133.4 | .0532 | 15.5 | 247 | 97.9 | 49.1 | .0529 | 2,057,324 | .0588 | 1,185,990 | .0656 | .0597 | .0513 | .0559 | .0618 |
| Grand Isle | 5.3 | .0021 | 14.9 | 64 | 99.1 | 2.0 | .0022 | 69,251 | .0020 | 17,799 | .0010 | .0017 | .0016 | .0020 | .0015 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Addison | 33.3 | .0132 | 13.2 | 43 | 98.7 | 11.5 | .0124 | 394,775 | .0113 | 198,221 | .0110 | .0115 | .0113 | .0140 | .0098 |
| Bennington | 36.1 | .0144 | 8.3 | 53 | 99.0 | 13.7 | .0148 | 485,030 | .0139 | 428,712 | .0237 | .0169 | .0164 | .0196 | .0173 |
| Caledonia | 28.1 | .0112 | 8.9 | 43 | 99.1 | 10.5 | .0113 | 295,238 | .0084 | 184,431 | .0102 | .0096 | .0136 | .0136 | .0094 |
| Chittenden | 133.4 | .0532 | 15.5 | 247 | 97.9 | 49.1 | .0529 | 2,057,324 | .0588 | 1,185,990 | .0656 | .0597 | .0513 | .0559 | .0618 |
| Essex | 6.5 | .0026 | 3.0 | 10 | 99.3 | 2.4 | .0026 | 62,442 | .0018 | 10,824 | .0006 | .0015 | .0026 | .0027 | .0014 |
| Franklin | 40.3 | .0161 | 15.8 | 63 | 98.1 | 14.4 | .0155 | 444,104 | .0127 | 263,646 | .0146 | .0140 | .0179 | .0178 | .0125 |
| Grand Isle | 5.3 | .0021 | 14.9 | 64 | 99.1 | 2.0 | .0022 | 69,251 | .0020 | 17,799 | .0010 | .0017 | .0016 | .0020 | .0015 |
| Lamoille | 20.0 | .0080 | 19.3 | 43 | 99.2 | 7.5 | .0081 | 230,924 | .0066 | 142,781 | .0079 | .0073 | .0093 | .0093 | .0062 |
| Orange | 26.4 | .0105 | 16.1 | 38 | 99.2 | 9.5 | .0102 | 309,525 | .0088 | 126,575 | .0070 | .0086 | .0102 | .0115 | .0070 |
| Orleans | 24.1 | .0096 | 2.8 | 35 | 99.3 | 8.9 | .0096 | 240,574 | .0069 | 161,966 | .0090 | .0081 | .0123 | .0120 | .0063 |
| Rutland | 62.6 | .0250 | 7.3 | 67 | 99.2 | 23.9 | .0258 | 768,242 | .0219 | 552,233 | .0305 | .0251 | .0278 | .0303 | .0238 |
| Washington | 55.4 | .0221 | 5.7 | 80 | 99.0 | 21.1 | .0228 | 686,146 | .0196 | 452,661 | .0251 | .0218 | .0247 | .0271 | .0203 |
| Windham | 42.0 | .0167 | 13.7 | 53 | 98.7 | 16.4 | .0176 | 534,849 | .0153 | 406,048 | .0225 | .0177 | .0209 | .0215 | .0174 |
| Windsor | 54.5 | .0217 | 6.8 | 56 | 98.9 | 21.7 | .0234 | 669,578 | .0192 | 380,110 | .0210 | .0202 | .0246 | .0266 | .0183 |
| **TOTAL METRO COUNTIES** | **138.7** | **.0553** | **15.4** | **223** | **98.0** | **51.1** | **.0551** | **2,126,575** | **.0608** | **1,203,789** | **.0666** | **.0614** | **.0529** | **.0579** | **.0633** |
| **TOTAL STATE** | **568.0** | **.2264** | **11.1** | **61** | **98.7** | **212.6** | **.2292** | **7,248,002** | **.2072** | **4,511,997** | **.2497** | **.2237** | **.2445** | **.2639** | **.2130** |
| **VIRGINIA** | | | | | | | | | | | | | | | |
| **CHARLOTTESVILLE** | **132.6** | **.0529** | **16.8** | **113** | **83.3** | **49.3** | **.0532** | **1,793,704** | **.0512** | **1,125,121** | **.0623** | **.0547** | **.0586** | **.0579** | **.0553** |
| Albemarle | 68.9 | .0275 | 23.5 | 95 | 87.3 | 24.8 | .0268 | 1,075,437 | .0307 | 224,314 | .0124 | .0246 | .0180 | .0220 | .0255 |
| Charlottesville city | 40.5 | .0161 | 1.5 | 3,932 | 75.9 | 16.1 | .0174 | 448,961 | .0128 | 858,167 | .0475 | .0238 | .0324 | .0279 | .0235 |
| Fluvanna | 12.7 | .0051 | 24.0 | 44 | 77.1 | 4.6 | .0049 | 139,656 | .0040 | 18,330 | .0010 | .0033 | .0047 | .0048 | .0030 |
| Greene | 10.5 | .0042 | 37.7 | 67 | 93.2 | 3.8 | .0041 | 129,650 | .0037 | 24,310 | .0014 | .0030 | .0035 | .0032 | .0033 |
| **DANVILLE** | **108.4** | **.0433** | **–3.0** | **107** | **67.9** | **42.2** | **.0455** | **1,237,974** | **.0354** | **692,645** | **.0383** | **.0378** | **.0523** | **.0487** | **.0338** |
| Danville city | 53.2 | .0212 | 16.6 | 1,234 | 62.2 | 21.8 | .0235 | 637,318 | .0182 | 583,956 | .0323 | .0230 | .0312 | .0281 | .0198 |
| Pittsylvania | 55.2 | .0221 | –16.6 | 57 | 73.3 | 20.4 | .0220 | 600,656 | .0172 | 108,689 | .0060 | .0148 | .0211 | .0206 | .0140 |
| **LYNCHBURG** | **142.3** | **.0567** | **.7** | **138** | **78.0** | **52.9** | **.0571** | **1,769,024** | **.0504** | **1,047,844** | **.0580** | **.0541** | **.0587** | **.0626** | **.0529** |
| Amherst | 28.6 | .0114 | –1.8 | 60 | 79.1 | 9.8 | .0106 | 313,810 | .0089 | 122,483 | .0068 | .0088 | .0105 | .0106 | .0076 |
| Campbell | 47.8 | .0190 | 5.2 | 95 | 85.1 | 18.0 | .0194 | 603,292 | .0172 | 205,451 | .0114 | .0158 | .0167 | .0190 | .0156 |
| Lynchburg city | 65.9 | .0263 | –1.3 | 1,334 | 72.4 | 25.1 | .0271 | 851,922 | .0243 | 719,910 | .0398 | .0295 | .0315 | .0330 | .0297 |
| **NORFOLK - VIRGINIA BEACH - NEWPORT NEWS** | **1,419.4** | **.5660** | **22.3** | **842** | **68.3** | **502.2** | **.5415** | **18,355,870** | **.5246** | **10,395,293** | **.5751** | **.5479** | **.5245** | **.5916** | **.5547** |
| Chesapeake city | 156.7 | .0625 | 36.9 | 460 | 70.9 | 53.6 | .0578 | 1,915,629 | .0547 | 1,004,659 | .0556 | .0566 | .0499 | .0603 | .0517 |
| Gloucester | 31.0 | .0124 | 54.2 | 143 | 88.1 | 11.3 | .0122 | 313,546 | .0090 | 163,667 | .0091 | .0096 | .0141 | .0127 | .0084 |
| Hampton city | 135.0 | .0539 | 10.1 | 2,606 | 58.5 | 50.1 | .0540 | 1,811,178 | .0517 | 1,365,298 | .0755 | .0594 | .0488 | .0640 | .0602 |
| James City | 36.2 | .0144 | 62.0 | 253 | 80.4 | 13.5 | .0145 | 473,603 | .0135 | 193,296 | .0107 | .0128 | .0112 | .0142 | .0295 |
| Newport News city | 171.6 | .0684 | 18.4 | 2,512 | 63.1 | 64.6 | .0696 | 2,059,665 | .0589 | 1,250,481 | .0692 | .0638 | .0713 | .0783 | .0580 |
| Norfolk city | 262.7 | .1047 | –1.6 | 4,883 | 57.1 | 90.1 | .0972 | 3,045,510 | .0870 | 2,000,561 | .1107 | .0978 | .1172 | .1169 | .0879 |
| Poquoson city | 11.2 | .0044 | 28.4 | 723 | 97.5 | 3.8 | .0041 | 152,150 | .0043 | 26,985 | .0015 | .0035 | .0035 | .0028 | .0037 |
| Portsmouth city | 104.0 | .0415 | –.6 | 3,142 | 51.2 | 38.8 | .0418 | 1,231,384 | .0352 | 665,377 | .0368 | .0368 | .0487 | .0440 | .0348 |
| Suffolk city | 52.6 | .0209 | 10.5 | 131 | 54.9 | 18.7 | .0202 | 630,217 | .0181 | 277,944 | .0154 | .0178 | .0197 | .0198 | .0172 |
| Virginia Beach city | 403.4 | .1609 | 53.9 | 1,625 | 80.8 | 139.3 | .1502 | 5,928,066 | .1694 | 2,924,811 | .1618 | .1655 | .1196 | .1560 | .1770 |
| Williamsburg city | 11.7 | .0047 | 13.7 | 1,360 | 81.1 | 3.6 | .0039 | 141,061 | .0041 | 376,271 | .0208 | .0092 | .0095 | .0092 | .0110 |
| York | 43.3 | .0173 | 22.1 | 410 | 81.7 | 14.8 | .0160 | 653,861 | .0187 | 145,943 | .0080 | .0151 | .0110 | .0134 | .0153 |
| **RICHMOND - PETERSBURG** | **875.4** | **.3489** | **15.0** | **297** | **69.0** | **335.6** | **.3619** | **13,307,646** | **.3805** | **7,095,761** | **.3927** | **.3778** | **.3220** | **.3566** | **.3939** |
| Charles City | 6.3 | .0025 | –5.9 | 35 | 29.3 | 2.2 | .0023 | 71,622 | .0021 | 5,294 | .0003 | .0016 | .0018 | .0020 | .0017 |
| Chesterfield | 214.7 | .0856 | 51.9 | 504 | 84.7 | 75.4 | .0813 | 3,371,438 | .0963 | 1,584,635 | .0877 | .0917 | .0496 | .0728 | .1007 |
| Colonial Heights city | 16.1 | .0064 | –2.5 | 2,147 | 96.6 | 6.4 | .0069 | 223,339 | .0064 | 138,744 | .0077 | .0067 | .0073 | .0071 | .0067 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES | | | | | | | | | | | | | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/90 Population (Thousands) | % Of U.S. | % Change 1980-90 | Pop. Per Sq. Mi. (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **VIRGINIA (continued)** | | | | | | | | | | | | | | | |
| **RICHMOND - PETERSBURG (continued)** | | | | | | | | | | | | | | | |
| Dinwiddie | 20.9 | .0083 | -7.5 | 41 | 64.4 | 7.5 | .0081 | 278,388 | .0079 | 24,496 | .0014 | .0060 | .0063 | .0057 | .0062 |
| Goochland | 14.4 | .0057 | 22.4 | 51 | 70.3 | 5.0 | .0054 | 202,269 | .0058 | 42,936 | .0024 | .0048 | .0047 | .0041 | .0048 |
| Hanover | 64.7 | .0258 | 28.4 | 137 | 89.4 | 23.1 | .0249 | 989,673 | .0283 | 407,358 | .0225 | .0262 | .0210 | .0216 | .0272 |
| Henrico | 221.1 | .0881 | 22.3 | 929 | 77.1 | 90.5 | .0976 | 3,862,840 | .1104 | 1,901,637 | .1052 | .1043 | .0765 | .0933 | .1178 |
| Hopewell city | 23.1 | .0092 | -1.3 | 2,265 | 72.1 | 9.0 | .0098 | 325,293 | .0093 | 170,278 | .0094 | .0093 | .0098 | .0090 | .0087 |
| New Kent | 10.7 | .0043 | 21.9 | 51 | 77.8 | 3.8 | .0041 | 147,843 | .0043 | 27,537 | .0016 | .0034 | .0029 | .0029 | .0035 |
| Petersburg city | 38.3 | .0153 | -6.7 | 1,672 | 25.8 | 14.7 | .0159 | 383,362 | .0110 | 506,656 | .0280 | .0170 | .0250 | .0210 | .0128 |
| Powhatan | 15.6 | .0062 | 19.4 | 60 | 78.3 | 4.8 | .0051 | 194,166 | .0056 | 37,016 | .0020 | .0046 | .0042 | .0035 | .0044 |
| Prince George | 27.5 | .0110 | 6.9 | 104 | 67.8 | 8.3 | .0089 | 354,577 | .0101 | 40,130 | .0022 | .0080 | .0049 | .0082 | .0075 |
| Richmond city | 202.0 | .0805 | -7.9 | 3,361 | 43.1 | 84.9 | .0916 | 2,902,836 | .0830 | 2,209,044 | .1223 | .0942 | .1080 | .1054 | .0919 |
| **ROANOKE** | **224.8** | **.0896** | **2.0** | **264** | **86.7** | **89.8** | **.0968** | **2,982,855** | **.0853** | **2,177,387** | **.1205** | **.0968** | **.1014** | **.1119** | **.0973** |
| Botetourt | 25.2 | .0100 | 8.3 | 46 | 95.1 | 9.2 | .0099 | 283,106 | .0081 | 82,577 | .0046 | .0074 | .0094 | .0094 | .0067 |
| Roanoke | 79.7 | .0318 | 9.3 | 318 | 96.5 | 30.5 | .0329 | 1,196,129 | .0342 | 368,113 | .0204 | .0297 | .0245 | .0297 | .0348 |
| Roanoke city | 96.0 | .0383 | -4.2 | 2,238 | 74.5 | 40.9 | .0441 | 1,189,609 | .0340 | 1,239,507 | .0686 | .0452 | .0539 | .0560 | .0466 |
| Salem city | 23.9 | .0095 | -.3 | 1,637 | 94.6 | 9.2 | .0099 | 314,011 | .0090 | 487,190 | .0269 | .0145 | .0136 | .0168 | .0092 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Accomack | 31.8 | .0127 | 1.7 | 70 | 65.1 | 12.7 | .0137 | 344,010 | .0098 | 173,233 | .0096 | .0103 | .0192 | .0140 | .0089 |
| Albemarle | 68.9 | .0275 | 23.5 | 95 | 87.3 | 24.8 | .0268 | 1,075,437 | .0307 | 224,314 | .0124 | .0246 | .0180 | .0220 | .0255 |
| ☐ Alexandria city | 111.4 | .0444 | 7.9 | 7,281 | 73.0 | 53.4 | .0576 | 2,763,066 | .0790 | 1,461,402 | .0809 | .0727 | .0375 | .0535 | .0712 |
| Alleghany | 13.0 | .0052 | -9.3 | 29 | 97.1 | 4.9 | .0053 | 184,450 | .0053 | 13,689 | .0007 | .0038 | .0035 | .0038 | .0041 |
| Amelia | 8.8 | .0035 | 4.7 | 25 | 68.0 | 3.1 | .0033 | 90,296 | .0026 | 20,928 | .0012 | .0024 | .0032 | .0033 | .0022 |
| Amherst | 28.6 | .0114 | -1.8 | 60 | 79.1 | 9.8 | .0106 | 313,810 | .0089 | 122,483 | .0068 | .0088 | .0105 | .0106 | .0076 |
| Appomattox | 12.3 | .0049 | 2.7 | 37 | 76.9 | 4.5 | .0048 | 131,803 | .0038 | 48,420 | .0027 | .0037 | .0052 | .0047 | .0034 |
| ☐ Arlington | 171.3 | .0683 | 12.3 | 6,614 | 81.5 | 78.7 | .0849 | 3,964,787 | .1133 | 1,376,967 | .0762 | .0932 | .0518 | .0707 | .0888 |
| Augusta | 55.2 | .0220 | 9.3 | 57 | 96.0 | 20.0 | .0216 | 709,986 | .0203 | 215,673 | .0119 | .0182 | .0165 | .0209 | .0165 |
| Bath | 4.7 | .0019 | -19.8 | 9 | 94.9 | 1.9 | .0020 | 55,204 | .0016 | 16,782 | .0009 | .0013 | .0024 | .0020 | .0011 |
| Bedford | 46.5 | .0185 | 33.1 | 62 | 91.9 | 17.6 | .0190 | 558,991 | .0159 | 42,364 | .0024 | .0124 | .0137 | .0164 | .0133 |
| Bedford city | 6.1 | .0024 | 1.8 | 897 | 77.1 | 2.5 | .0027 | 71,638 | .0020 | 111,661 | .0062 | .0033 | .0052 | .0040 | .0030 |
| Bland | 6.5 | .0026 | 2.4 | 18 | 96.2 | 2.2 | .0024 | 56,003 | .0016 | 21,026 | .0011 | .0018 | .0021 | .0027 | .0013 |
| Botetourt | 25.2 | .0100 | 8.3 | 46 | 95.1 | 9.2 | .0099 | 283,106 | .0081 | 82,577 | .0046 | .0074 | .0094 | .0094 | .0067 |
| ☐ Bristol city | 18.3 | .0073 | -3.9 | 1,578 | 93.6 | 7.5 | .0080 | 208,013 | .0059 | 238,132 | .0132 | .0085 | .0118 | .0103 | .0098 |
| Brunswick | 16.0 | .0064 | 2.4 | 28 | 41.2 | 5.5 | .0059 | 137,235 | .0040 | 45,982 | .0025 | .0039 | .0074 | .0061 | .0034 |
| Buchanan | 30.8 | .0123 | -18.9 | 61 | 99.5 | 10.9 | .0118 | 325,044 | .0092 | 133,685 | .0074 | .0093 | .0145 | .0114 | .0090 |
| Buckingham | 13.0 | .0052 | 10.6 | 22 | 58.9 | 4.4 | .0047 | 103,718 | .0030 | 35,623 | .0020 | .0031 | .0059 | .0049 | .0023 |
| Buena Vista city | 6.4 | .0026 | -7.3 | 941 | 95.1 | 2.4 | .0026 | 66,783 | .0020 | 41,106 | .0022 | .0021 | .0030 | .0032 | .0016 |
| Campbell | 47.8 | .0190 | 5.2 | 95 | 85.1 | 18.0 | .0194 | 603,292 | .0172 | 205,451 | .0114 | .0158 | .0167 | .0190 | .0156 |
| Caroline | 19.4 | .0078 | 8.4 | 36 | 61.3 | 6.7 | .0072 | 215,720 | .0062 | 49,776 | .0027 | .0056 | .0068 | .0069 | .0049 |
| Carroll | 26.5 | .0105 | -2.8 | 56 | 99.4 | 10.4 | .0113 | 267,254 | .0076 | 75,210 | .0042 | .0071 | .0126 | .0115 | .0068 |
| Charles City | 6.3 | .0025 | -5.9 | 35 | 29.3 | 2.2 | .0023 | 71,622 | .0021 | 5,294 | .0003 | .0016 | .0018 | .0020 | .0017 |
| Charlotte | 11.7 | .0047 | -4.6 | 25 | 63.5 | 4.3 | .0047 | 108,851 | .0031 | 26,238 | .0014 | .0029 | .0057 | .0041 | .0025 |
| Charlottesville city | 40.5 | .0161 | 1.5 | 3,932 | 75.9 | 16.1 | .0174 | 448,961 | .0128 | 858,167 | .0475 | .0238 | .0324 | .0279 | .0235 |
| Chesapeake city | 156.7 | .0625 | 36.9 | 460 | 70.9 | 53.6 | .0578 | 1,915,629 | .0547 | 1,004,659 | .0556 | .0566 | .0499 | .0603 | .0517 |
| Chesterfield | 214.7 | .0856 | 51.9 | 504 | 84.7 | 75.4 | .0813 | 3,371,438 | .0963 | 1,584,635 | .0877 | .0917 | .0496 | .0728 | .1007 |
| Clarke | 12.3 | .0049 | 23.4 | 70 | 91.0 | 4.3 | .0046 | 176,820 | .0051 | 23,622 | .0013 | .0038 | .0032 | .0036 | .0037 |
| Clifton Forge city | 4.6 | .0018 | -8.8 | 1,484 | 85.0 | 1.9 | .0020 | 53,049 | .0015 | 29,009 | .0016 | .0017 | .0029 | .0020 | .0012 |
| Colonial Heights city | 16.1 | .0064 | -2.5 | 2,147 | 96.6 | 6.4 | .0069 | 223,339 | .0064 | 138,744 | .0077 | .0067 | .0073 | .0071 | .0067 |
| Covington city | 6.9 | .0028 | -23.9 | 1,568 | 85.1 | 3.0 | .0033 | 71,785 | .0021 | 145,770 | .0081 | .0040 | .0057 | .0052 | .0035 |
| Craig | 4.4 | .0018 | 11.4 | 13 | 99.6 | 1.7 | .0018 | 53,110 | .0015 | 4,162 | .0003 | .0013 | .0014 | .0016 | .0013 |
| Culpeper | 28.3 | .0113 | 25.1 | 74 | 81.5 | 9.9 | .0107 | 397,317 | .0114 | 177,286 | .0098 | .0109 | .0104 | .0100 | .0102 |
| Cumberland | 7.8 | .0031 | -1.0 | 26 | 61.3 | 2.8 | .0030 | 64,915 | .0018 | 30,058 | .0016 | .0020 | .0042 | .0032 | .0020 |
| Danville city | 53.2 | .0212 | 16.6 | 1,234 | 62.2 | 21.8 | .0235 | 637,318 | .0182 | 583,956 | .0323 | .0230 | .0312 | .0281 | .0198 |
| Dickenson | 17.4 | .0069 | -12.2 | 52 | 99.5 | 6.4 | .0069 | 155,480 | .0045 | 60,966 | .0034 | .0047 | .0087 | .0072 | .0039 |
| Dinwiddie | 20.9 | .0083 | -7.5 | 41 | 64.4 | 7.5 | .0081 | 278,388 | .0079 | 24,496 | .0014 | .0060 | .0063 | .0057 | .0062 |
| Emporia city | 5.3 | .0021 | 9.5 | 768 | 53.3 | 2.0 | .0021 | 52,899 | .0015 | 106,576 | .0059 | .0029 | .0039 | .0040 | .0020 |
| Essex | 8.7 | .0035 | -1.9 | 34 | 61.5 | 3.3 | .0036 | 85,322 | .0025 | 96,592 | .0053 | .0035 | .0053 | .0050 | .0031 |
| ☐ Fairfax | 838.4 | .3343 | 40.7 | 2,119 | 82.9 | 299.6 | .3231 | 18,826,707 | .5380 | 7,158,930 | .3961 | .4547 | .2007 | .2501 | .5033 |
| ☐ Fairfax city | 19.6 | .0078 | -4.6 | 3,161 | 87.0 | 7.4 | .0080 | 473,530 | .0135 | 844,233 | .0467 | .0224 | .0089 | .0174 | .0208 |
| ☐ Falls Church city | 9.6 | .0038 | .9 | 4,800 | 91.2 | 4.2 | .0046 | 243,451 | .0070 | 284,742 | .0157 | .0090 | .0049 | .0067 | .0102 |
| Fauquier | 50.0 | .0199 | 39.3 | 77 | 88.1 | 16.9 | .0182 | 693,443 | .0198 | 293,359 | .0163 | .0188 | .0190 | .0172 | .0163 |
| Floyd | 12.1 | .0048 | 4.6 | 32 | 97.3 | 4.8 | .0052 | 130,922 | .0037 | 39,666 | .0022 | .0034 | .0054 | .0047 | .0033 |
| Fluvanna | 12.7 | .0051 | 24.0 | 44 | 77.1 | 4.6 | .0049 | 139,656 | .0040 | 18,330 | .0010 | .0033 | .0047 | .0048 | .0030 |
| Franklin | 39.9 | .0159 | 11.6 | 58 | 89.0 | 14.8 | .0160 | 435,812 | .0125 | 146,331 | .0081 | .0119 | .0156 | .0165 | .0116 |
| Franklin city | 7.9 | .0032 | 2.3 | 1,026 | 46.4 | 3.0 | .0032 | 87,790 | .0025 | 95,105 | .0053 | .0034 | .0053 | .0042 | .0031 |
| Frederick | 46.7 | .0186 | 36.7 | 113 | 97.5 | 16.8 | .0181 | 590,139 | .0168 | 147,963 | .0082 | .0145 | .0134 | .0163 | .0145 |
| Fredericksburg city | 19.5 | .0078 | 9.8 | 1,857 | 76.8 | 7.7 | .0083 | 252,898 | .0072 | 553,998 | .0307 | .0145 | .0153 | .0162 | .0092 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES |  |  |  |  |  |  |  |  |  |  |  |  | Graduated Buying Power Indexes |  |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Population (Thousands) | % Of U.S. | % Change 1980-90 | Pop Per Sq. Mi. (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **VIRGINIA (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **ALL COUNTIES (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Galax city | 6.7 | .0026 | 2.7 | 827 | 93.7 | 2.8 | .0030 | 75,496 | .0022 | 128,253 | .0071 | .0036 | .0051 | .0052 | .0030 |
| Giles | 16.3 | .0065 | -8.5 | 46 | 98.1 | 6.4 | .0069 | 198,914 | .0057 | 95,280 | .0052 | .0058 | .0076 | .0076 | .0050 |
| Gloucester | 31.0 | .0124 | 54.2 | 143 | 88.1 | 11.3 | .0122 | 313,546 | .0090 | 163,667 | .0091 | .0096 | .0141 | .0127 | .0084 |
| Goochland | 14.4 | .0057 | 22.4 | 51 | 70.3 | 5.0 | .0054 | 202,269 | .0058 | 42,936 | .0024 | .0048 | .0047 | .0041 | .0048 |
| Grayson | 16.3 | .0065 | -1.7 | 37 | 96.8 | 6.5 | .0070 | 191,094 | .0054 | 22,428 | .0012 | .0045 | .0067 | .0066 | .0043 |
| Greene | 10.5 | .0042 | 37.7 | 67 | 93.2 | 3.8 | .0041 | 129,650 | .0037 | 24,310 | .0014 | .0030 | .0035 | .0032 | .0033 |
| Greensville | 8.8 | .0035 | -19.3 | 30 | 44.1 | 3.1 | .0033 | 76,304 | .0022 | 7,063 | .0004 | .0019 | .0035 | .0029 | .0017 |
| Halifax | 29.0 | .0116 | -5.2 | 36 | 60.4 | 10.7 | .0116 | 309,401 | .0088 | 63,583 | .0035 | .0078 | .0120 | .0109 | .0073 |
| Hampton city | 135.0 | .0539 | 10.1 | 2,606 | 58.5 | 50.1 | .0540 | 1,811,178 | .0517 | 1,365,298 | .0755 | .0594 | .0488 | .0640 | .0602 |
| Hanover | 64.7 | .0258 | 28.4 | 137 | 89.4 | 23.1 | .0249 | 989,673 | .0283 | 407,358 | .0225 | .0262 | .0210 | .0216 | .0272 |
| Harrisonburg city | 31.0 | .0123 | 25.8 | 1,761 | 91.5 | 10.4 | .0112 | 331,734 | .0095 | 449,769 | .0249 | .0146 | .0164 | .0162 | .0142 |
| Henrico | 221.1 | .0881 | 22.3 | 929 | 77.1 | 90.5 | .0976 | 3,862,840 | .1104 | 1,901,637 | .1052 | .1043 | .0765 | .0933 | .1178 |
| Henry | 57.2 | .0228 | -.8 | 150 | 76.5 | 21.9 | .0236 | 688,006 | .0197 | 217,352 | .0121 | .0180 | .0218 | .0227 | .0178 |
| Highland | 2.6 | .0011 | -11.5 | 6 | 99.8 | 1.1 | .0012 | 27,569 | .0008 | 6,816 | .0003 | .0007 | .0013 | .0012 | .0006 |
| Hopewell city | 23.1 | .0092 | -1.3 | 2,265 | 72.1 | 9.0 | .0098 | 325,293 | .0093 | 170,278 | .0094 | .0093 | .0098 | .0090 | .0087 |
| Isle of Wight | 25.4 | .0101 | 17.6 | 80 | 68.4 | 9.2 | .0099 | 279,861 | .0080 | 92,925 | .0052 | .0076 | .0104 | .0094 | .0069 |
| James City | 36.2 | .0144 | 62.0 | 253 | 80.4 | 13.5 | .0145 | 473,603 | .0135 | 193,276 | .0107 | .0128 | .0112 | .0142 | .0295 |
| King and Queen | 6.3 | .0026 | 5.6 | 20 | 57.2 | 2.3 | .0025 | 61,167 | .0017 | 5,733 | .0003 | .0015 | .0026 | .0020 | .0012 |
| King George | 13.7 | .0054 | 29.9 | 76 | 78.7 | 4.8 | .0052 | 170,372 | .0049 | 36,995 | .0020 | .0042 | .0049 | .0042 | .0038 |
| King William | 11.0 | .0044 | 17.8 | 40 | 67.7 | 3.9 | .0042 | 125,470 | .0036 | 74,125 | .0041 | .0038 | .0044 | .0046 | .0040 |
| Lancaster | 11.0 | .0044 | 8.6 | 83 | 69.7 | 4.6 | .0050 | 141,885 | .0041 | 90,569 | .0051 | .0044 | .0070 | .0051 | .0046 |
| Lee | 24.4 | .0097 | -6.0 | 56 | 99.4 | 9.2 | .0099 | 210,332 | .0060 | 85,817 | .0047 | .0065 | .0142 | .0102 | .0047 |
| Lexington city | 6.9 | .0028 | -5.4 | 2,760 | 86.7 | 2.1 | .0022 | 83,536 | .0024 | 102,537 | .0057 | .0034 | .0035 | .0034 | .0028 |
| ☐ Loudoun | 88.6 | .0353 | 54.3 | 170 | 90.1 | 31.4 | .0338 | 1,484,234 | .0424 | 689,958 | .0382 | .0396 | .0274 | .0295 | .0372 |
| Louisa | 20.5 | .0082 | 15.0 | 41 | 74.1 | 7.5 | .0081 | 169,419 | .0048 | 51,554 | .0028 | .0050 | .0101 | .0081 | .0039 |
| Lunenburg | 11.4 | .0046 | -6.0 | 26 | 62.2 | 4.4 | .0048 | 125,139 | .0036 | 41,636 | .0023 | .0034 | .0056 | .0046 | .0029 |
| Lynchburg city | 65.9 | .0263 | -1.3 | 1,334 | 72.4 | 25.1 | .0271 | 851,922 | .0243 | 719,910 | .0398 | .0295 | .0315 | .0330 | .0297 |
| Madison | 12.1 | .0048 | 18.3 | 38 | 85.5 | 4.2 | .0045 | 119,121 | .0034 | 40,023 | .0023 | .0033 | .0041 | .0049 | .0028 |
| ☐ Manassas city | 29.0 | .0115 | 87.0 | 2,900 | 85.8 | 9.8 | .0106 | 406,253 | .0117 | 647,342 | .0359 | .0188 | .0168 | .0173 | .0155 |
| ☐ Manassas Park city | 6.8 | .0027 | 4.2 | 3,778 | 89.6 | 2.2 | .0023 | 81,873 | .0023 | 7,503 | .0004 | .0018 | .0011 | .0016 | .0023 |
| Martinsville city | 16.1 | .0065 | -11.3 | 1,464 | 62.3 | 6.8 | .0074 | 231,252 | .0066 | 284,044 | .0157 | .0094 | .0090 | .0105 | .0085 |
| Mathews | 8.4 | .0033 | 5.1 | 98 | 85.8 | 3.6 | .0039 | 123,771 | .0035 | 24,397 | .0013 | .0028 | .0036 | .0031 | .0029 |
| Mecklenburg | 29.3 | .0117 | -.5 | 47 | 61.5 | 11.3 | .0122 | 307,560 | .0088 | 184,298 | .0102 | .0099 | .0152 | .0130 | .0093 |
| Middlesex | 8.7 | .0035 | 12.7 | 67 | 75.5 | 3.5 | .0038 | 110,588 | .0032 | 39,743 | .0022 | .0029 | .0045 | .0037 | .0025 |
| Montgomery | 74.5 | .0297 | 17.7 | 192 | 92.0 | 26.5 | .0285 | 963,539 | .0275 | 556,019 | .0308 | .0289 | .0309 | .0312 | .0246 |
| Nelson | 12.8 | .0051 | 4.9 | 27 | 80.9 | 4.8 | .0052 | 162,003 | .0046 | 66,445 | .0036 | .0044 | .0055 | .0049 | .0036 |
| New Kent | 10.7 | .0043 | 21.9 | 51 | 77.8 | 3.8 | .0041 | 147,843 | .0043 | 27,537 | .0016 | .0034 | .0029 | .0029 | .0035 |
| Newport News city | 171.6 | .0684 | 18.4 | 2,512 | 63.1 | 64.6 | .0696 | 2,059,665 | .0589 | 1,250,481 | .0692 | .0638 | .0713 | .0783 | .0580 |
| Norfolk city | 262.7 | .1047 | -1.6 | 4,883 | 57.1 | 90.1 | .0972 | 3,045,510 | .0870 | 2,000,561 | .1107 | .0978 | .1172 | .1169 | .0879 |
| Northampton | 13.0 | .0051 | -11.1 | 63 | 53.8 | 5.1 | .0055 | 131,324 | .0037 | 59,437 | .0033 | .0039 | .0076 | .0055 | .0030 |
| Northumberland | 10.6 | .0043 | 7.9 | 55 | 70.5 | 4.5 | .0049 | 158,523 | .0046 | 36,821 | .0020 | .0038 | .0046 | .0046 | .0032 |
| Norton city | 4.2 | .0017 | -11.7 | 575 | 92.4 | 1.7 | .0018 | 49,280 | .0014 | 69,968 | .0039 | .0021 | .0024 | .0025 | .0018 |
| Nottoway | 15.0 | .0059 | 2.3 | 48 | 58.2 | 5.2 | .0056 | 151,511 | .0043 | 88,928 | .0049 | .0047 | .0072 | .0059 | .0043 |
| Orange | 21.8 | .0087 | 20.7 | 64 | 85.4 | 8.1 | .0087 | 265,647 | .0076 | 108,481 | .0060 | .0074 | .0086 | .0088 | .0067 |
| Page | 21.9 | .0088 | 12.9 | 70 | 97.5 | 8.1 | .0087 | 219,593 | .0063 | 161,959 | .0090 | .0076 | .0102 | .0108 | .0057 |
| Patrick | 17.5 | .0069 | -.8 | 36 | 92.5 | 6.9 | .0075 | 209,754 | .0059 | 61,470 | .0034 | .0054 | .0075 | .0070 | .0049 |
| Petersburg city | 38.3 | .0153 | -6.7 | 1,672 | 25.8 | 14.7 | .0159 | 383,362 | .0110 | 506,656 | .0280 | .0170 | .0250 | .0210 | .0128 |
| Pittsylvania | 55.2 | .0221 | -16.6 | 57 | 73.3 | 20.4 | .0220 | 600,656 | .0172 | 108,689 | .0060 | .0148 | .0211 | .0206 | .0140 |
| Poquoson city | 11.2 | .0044 | 28.4 | 723 | 97.5 | 3.8 | .0041 | 152,150 | .0043 | 26,985 | .0015 | .0035 | .0035 | .0028 | .0037 |
| Portsmouth city | 104.0 | .0415 | -.6 | 3,142 | 51.2 | 38.8 | .0418 | 1,231,384 | .0352 | 665,377 | .0368 | .0368 | .0487 | .0440 | .0348 |
| Powhatan | 15.6 | .0062 | 19.4 | 60 | 78.3 | 4.8 | .0051 | 194,166 | .0056 | 37,016 | .0020 | .0046 | .0042 | .0035 | .0044 |
| Prince Edward | 17.4 | .0069 | 5.7 | 49 | 63.2 | 5.4 | .0059 | 152,285 | .0043 | 142,032 | .0079 | .0060 | .0088 | .0072 | .0057 |
| Prince George | 27.5 | .0110 | 6.9 | 104 | 67.8 | 8.3 | .0089 | 354,577 | .0101 | 40,130 | .0022 | .0080 | .0049 | .0082 | .0075 |
| ☐ Prince William | 223.0 | .0889 | 54.2 | 659 | 84.5 | 72.1 | .0778 | 3,416,014 | .0977 | 1,549,532 | .0858 | .0922 | .0515 | .0685 | .1178 |
| Pulaski | 34.5 | .0137 | -2.1 | 108 | 93.8 | 13.4 | .0144 | 403,559 | .0115 | 159,337 | .0088 | .0111 | .0146 | .0149 | .0102 |
| Radford city | 16.0 | .0064 | 18.9 | 1,633 | 92.1 | 5.2 | .0056 | 190,880 | .0054 | 123,451 | .0068 | .0062 | .0065 | .0062 | .0054 |
| Rappahannock | 6.7 | .0027 | 10.0 | 25 | 92.5 | 2.5 | .0027 | 81,865 | .0023 | 16,397 | .0009 | .0020 | .0026 | .0023 | .0018 |
| Richmond | 7.3 | .0029 | 5.0 | 38 | 69.4 | 2.7 | .0029 | 78,527 | .0023 | 56,272 | .0031 | .0026 | .0038 | .0030 | .0025 |
| Richmond city | 202.0 | .0805 | -7.9 | 3,361 | 43.1 | 84.9 | .0916 | 2,902,836 | .0830 | 2,209,044 | .1223 | .0942 | .1080 | .1054 | .0919 |
| Roanoke | 79.7 | .0318 | 9.3 | 318 | 96.5 | 30.5 | .0329 | 1,196,129 | .0342 | 368,113 | .0204 | .0297 | .0245 | .0297 | .0348 |
| Roanoke city | 96.0 | .0383 | -4.2 | 2,238 | 74.5 | 40.9 | .0441 | 1,189,609 | .0340 | 1,239,507 | .0686 | .0452 | .0539 | .0560 | .0466 |
| Rockbridge | 18.4 | .0073 | 3.8 | 31 | 96.4 | 7.2 | .0078 | 198,738 | .0056 | 77,169 | .0042 | .0055 | .0072 | .0079 | .0046 |
| Rockingham | 58.0 | .0232 | 11.4 | 68 | 98.1 | 20.9 | .0225 | 610,870 | .0175 | 149,411 | .0083 | .0159 | .0221 | .0223 | .0150 |
| Russell | 28.4 | .0113 | -10.6 | 60 | 98.8 | 10.5 | .0113 | 255,993 | .0073 | 111,817 | .0062 | .0078 | .0138 | .0118 | .0069 |
| Salem city | 23.9 | .0095 | -.3 | 1,637 | 94.6 | 9.2 | .0099 | 314,011 | .0090 | 487,190 | .0269 | .0145 | .0136 | .0168 | .0092 |
| ☐ Scott | 23.1 | .0092 | -7.9 | 43 | 99.3 | 8.9 | .0096 | 266,371 | .0076 | 112,301 | .0062 | .0075 | .0126 | .0091 | .0062 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/90 Population (Thousands) | % Of U.S. | % Change 1980-90 | Pop Per Sq. Mi. (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **VIRGINIA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Shenandoah | 32.0 | .0128 | 16.1 | 62 | 98.4 | 12.6 | .0136 | 378,800 | .0108 | 195,294 | .0108 | .0112 | .0138 | .0152 | .0095 |
| Smyth | 32.3 | .0128 | -3.1 | 71 | 97.6 | 12.2 | .0132 | 389,768 | .0112 | 178,999 | .0099 | .0110 | .0136 | .0143 | .0099 |
| Southampton | 17.5 | .0070 | -4.5 | 29 | 55.2 | 6.0 | .0064 | 170,329 | .0049 | 39,055 | .0022 | .0046 | .0076 | .0052 | .0039 |
| South Boston city | 6.9 | .0028 | -2.7 | 1,255 | 62.5 | 2.8 | .0030 | 83,069 | .0023 | 113,431 | .0063 | .0036 | .0038 | .0043 | .0031 |
| Spotsylvania | 59.1 | .0236 | 84.7 | 147 | 87.9 | 19.5 | .0211 | 732,428 | .0209 | 234,363 | .0130 | .0190 | .0124 | .0189 | .0241 |
| ☐ Stafford | 63.3 | .0252 | 56.4 | 234 | 91.2 | 20.1 | .0216 | 874,083 | .0250 | 308,287 | .0170 | .0226 | .0154 | .0188 | .0215 |
| Staunton city | 24.6 | .0098 | 12.5 | 1,242 | 86.7 | 9.5 | .0102 | 307,887 | .0088 | 255,385 | .0141 | .0106 | .0114 | .0128 | .0097 |
| Suffolk city | 52.6 | .0209 | 10.5 | 131 | 54.9 | 18.7 | .0202 | 630,217 | .0181 | 277,944 | .0154 | .0178 | .0197 | .0198 | .0172 |
| Surry | 6.2 | .0025 | 2.5 | 22 | 44.8 | 2.3 | .0025 | 62,879 | .0018 | 12,030 | .0007 | .0016 | .0028 | .0024 | .0014 |
| Sussex | 10.2 | .0040 | -6.2 | 21 | 41.8 | 3.8 | .0041 | 111,638 | .0031 | 54,378 | .0030 | .0033 | .0052 | .0037 | .0032 |
| Tazewell | 45.6 | .0182 | -9.7 | 88 | 96.7 | 17.2 | .0186 | 432,868 | .0124 | 399,769 | .0221 | .0165 | .0294 | .0229 | .0119 |
| Virginia Beach city | 403.4 | .1609 | 53.9 | 1,625 | 80.8 | 139.3 | .1502 | 5,928,066 | .1694 | 2,924,811 | .1618 | .1655 | .1196 | .1560 | .1770 |
| Warren | 26.6 | .0106 | 25.5 | 124 | 94.6 | 10.1 | .0109 | 258,222 | .0074 | 177,749 | .0098 | .0088 | .0131 | .0131 | .0075 |
| ☐ Washington | 46.0 | .0184 | -1.1 | 82 | 98.3 | 17.5 | .0188 | 515,652 | .0147 | 181,224 | .0101 | .0141 | .0208 | .0193 | .0131 |
| Waynesboro city | 18.6 | .0074 | .2 | 1,329 | 90.0 | 7.6 | .0082 | 251,423 | .0071 | 204,679 | .0114 | .0084 | .0095 | .0105 | .0082 |
| Westmoreland | 15.6 | .0062 | 11.1 | 68 | 66.7 | 6.1 | .0066 | 160,310 | .0046 | 60,465 | .0033 | .0045 | .0078 | .0069 | .0034 |
| Williamsburg city | 11.7 | .0047 | 13.7 | 1,360 | 81.1 | 3.6 | .0039 | 141,061 | .0041 | 376,271 | .0208 | .0092 | .0095 | .0092 | .0110 |
| Winchester city | 22.3 | .0089 | 10.3 | 2,398 | 88.7 | 9.2 | .0099 | 316,005 | .0090 | 519,511 | .0287 | .0151 | .0156 | .0167 | .0154 |
| Wise | 39.2 | .0156 | -10.6 | 97 | 97.8 | 14.4 | .0155 | 428,010 | .0122 | 257,359 | .0143 | .0135 | .021[illegible] | .0161 | .0114 |
| Wythe | 25.5 | .0102 | -.1 | 55 | 96.1 | 9.9 | .0107 | 264,654 | .0076 | 162,686 | .0090 | .0086 | .0119 | .0129 | .0073 |
| York | 43.3 | .0173 | 22.1 | 410 | 81.7 | 14.8 | .0160 | 653,861 | .0187 | 145,943 | .0080 | .0151 | .0110 | .0134 | .0153 |
| **TOTAL METRO COUNTIES** | **4,551.3** | **1.8145** | **21.5** | **399** | **75.7** | **1,684.8** | **1.8167** | **72,971,107** | **2.0855** | **37,394,604** | **2.0693** | **2.0262** | **1.5787** | **1.8021** | **2.1056** |
| **TOTAL STATE** | **6,265.1** | **2.4980** | **17.2** | **158** | **78.1** | **2,320.3** | **2.5021** | **92,489,966** | **2.6430** | **47,471,970** | **2.6268** | **2.6093** | **2.3423** | **2.5317** | **2.6333** |
| **WASHINGTON** | | | | | | | | | | | | | | | |
| **BELLINGHAM** | **129.6** | **.0517** | **21.5** | **61** | **94.2** | **49.3** | **.0532** | **1,532,738** | **.0438** | **1,033,439** | **.0572** | **.0493** | **.0653** | **.0565** | **.0493** |
| Whatcom | 129.6 | .0517 | 21.5 | 61 | 94.2 | 49.3 | .0532 | 1,532,738 | .0438 | 1,033,439 | .0572 | .0493 | .0653 | .0565 | .0493 |
| **BREMERTON** | **194.2** | **.0774** | **32.0** | **490** | **90.8** | **71.0** | **.0765** | **2,564,922** | **.0733** | **1,108,383** | **.0613** | **.0705** | **.0698** | **.0733** | **.0739** |
| Kitsap | 194.2 | .0774 | 32.0 | 490 | 90.8 | 71.0 | .0765 | 2,564,922 | .0733 | 1,108,383 | .0613 | .0705 | .0698 | .0733 | .0739 |
| **OLYMPIA** | **164.5** | **.0656** | **32.4** | **226** | **92.5** | **63.4** | **.0684** | **2,181,693** | **.0624** | **1,137,793** | **.0630** | **.0631** | **.0685** | **.0687** | **.0640** |
| Thurston | 164.5 | .0656 | 32.4 | 226 | 92.5 | 63.4 | .0684 | 2,181,693 | .0624 | 1,137,793 | .0630 | .0631 | .0685 | .0687 | .0640 |
| **RICHLAND - KENNEWICK - PASCO** | **150.3** | **.0600** | **4.0** | **51** | **94.9** | **54.5** | **.0587** | **2,193,945** | **.0627** | **1,077,127** | **.0595** | **.0612** | **.0521** | **.0531** | **.0583** |
| Benton | 112.8 | .0450 | 3.1 | 66 | 95.9 | 42.3 | .0456 | 1,756,869 | .0502 | 740,303 | .0409 | .0464 | .0381 | .0384 | .0476 |
| Franklin | 37.5 | .0150 | 7.1 | 30 | 92.0 | 12.2 | .0131 | 437,076 | .0125 | 336,824 | .0186 | .0148 | .0140 | .0147 | .0107 |
| **SEATTLE** | **2,006.7** | **.8001** | **24.8** | **476** | **87.4** | **801.2** | **.8640** | **36,002,961** | **1.0288** | **17,680,635** | **.9784** | **.9681** | **.7373** | **.7872** | **1.0814** |
| King | 1,529.2 | .6097 | 20.4 | 719 | 85.4 | 625.0 | .6740 | 28,908,469 | .8261 | 14,201,327 | .7858 | .7708 | .5779 | .6115 | .8503 |
| Snohomish | 477.5 | .1904 | 41.4 | 228 | 93.8 | 176.2 | .1900 | 7,094,492 | .2027 | 3,479,308 | .1926 | .1973 | .1594 | .1757 | .2311 |
| ***SEATTLE - TACOMA CONSOLIDATED AREA*** | ***2,601.4*** | ***1.0372*** | ***24.3*** | ***442*** | ***87.0*** | ***1,019.1*** | ***1.0990*** | ***42,860,605*** | ***1.2248*** | ***21,747,359*** | ***1.2034*** | ***1.1810*** | ***.9895*** | ***1.0331*** | ***1.2959*** |
| **SPOKANE** | **362.2** | **.1444** | **6.0** | **205** | **95.0** | **142.0** | **.1532** | **4,298,036** | **.1228** | **2,989,839** | **.1654** | **.1399** | **.1801** | **.1652** | **.1376** |
| Spokane | 362.2 | .1444 | 6.0 | 205 | 95.0 | 142.0 | .1532 | 4,298,036 | .1228 | 2,989,839 | .1654 | .1399 | .1801 | .1652 | .1376 |
| **TACOMA** | **594.7** | **.2371** | **22.5** | **355** | **85.8** | **217.9** | **.2350** | **6,857,644** | **.1960** | **4,066,724** | **.2250** | **.2129** | **.2522** | **.2459** | **.2145** |
| Pierce | 594.7 | .2371 | 22.5 | 355 | 85.8 | 217.9 | .2350 | 6,857,644 | .1960 | 4,066,724 | .2250 | .2129 | .2522 | .2459 | .2145 |
| **VANCOUVER** | **242.3** | **.0966** | **26.0** | **386** | **95.2** | **90.0** | **.0970** | **3,145,290** | **.0899** | **1,328,128** | **.0735** | **.0863** | **.0893** | **.0877** | **.0904** |
| Clark | 242.3 | .0966 | 26.0 | 386 | 95.2 | 90.0 | .0970 | 3,145,290 | .0899 | 1,328,128 | .0735 | .0863 | .0893 | .0877 | .0904 |
| **YAKIMA** | **190.0** | **.0757** | **10.1** | **44** | **90.5** | **66.4** | **.0716** | **1,938,205** | **.0554** | **1,192,969** | **.0660** | **.0627** | **.0884** | **.0754** | **.0580** |
| Yakima | 190.0 | .0757 | 10.1 | 44 | 90.5 | 66.4 | .0716 | 1,938,205 | .0554 | 1,192,969 | .0660 | .0627 | .0884 | .0754 | .0580 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Adams | 13.6 | .0054 | 2.5 | 7 | 97.5 | 4.6 | .0050 | 160,687 | .0046 | 49,229 | .0028 | .0040 | .0044 | .0044 | .0040 |
| Asotin | 17.6 | .0070 | 4.6 | 28 | 97.6 | 7.0 | .0075 | 222,150 | .0063 | 74,359 | .0041 | .0058 | .0081 | .0063 | .0060 |
| Benton | 112.8 | .0450 | 3.1 | 66 | 95.9 | 42.3 | .0456 | 1,756,869 | .0502 | 740,303 | .0409 | .0464 | .0381 | .0384 | .0476 |
| Chelan | 52.6 | .0209 | 16.7 | 18 | 97.9 | 20.8 | .0225 | 637,773 | .0183 | 444,037 | .0246 | .0207 | .0264 | .0248 | .0186 |
| Clallam | 57.1 | .0228 | 10.6 | 33 | 93.4 | 23.1 | .0249 | 677,575 | .0193 | 386,435 | .0214 | .0207 | .0279 | .0260 | .0208 |
| Clark | 242.3 | .0966 | 26.0 | 386 | 95.2 | 90.0 | .0970 | 3,145,290 | .0899 | 1,328,128 | .0735 | .0863 | .0893 | .0877 | .0904 |
| Columbia | 4.0 | .0016 | -1.4 | 5 | 98.8 | 1.6 | .0018 | 50,274 | .0015 | 9,879 | .0005 | .0012 | .0016 | .0015 | .0012 |
| Cowlitz | 82.6 | .0329 | 3.8 | 73 | 96.4 | 31.8 | .0343 | 1,040,016 | .0297 | 569,985 | .0316 | .0309 | .0375 | .0322 | .0302 |
| Douglas | 26.5 | .0106 | 19.7 | 15 | 98.2 | 9.8 | .0105 | 307,585 | .0088 | 157,088 | .0087 | .0091 | .0132 | .0110 | .0092 |
| Ferry | 6.3 | .0025 | 8.4 | 3 | 81.1 | 2.2 | .0024 | 72,583 | .0020 | 23,657 | .0013 | .0020 | .0024 | .0019 | .0019 |
| Franklin | 37.5 | .0150 | 7.1 | 30 | 92.0 | 12.2 | .0131 | 437,076 | .0125 | 336,824 | .0186 | .0148 | .0140 | .0147 | .0107 |
| Garfield | 2.2 | .0008 | -10.9 | 3 | 99.1 | .9 | .0010 | 29,445 | .0009 | 5,662 | .0003 | .0006 | .0009 | .0008 | .0007 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Population (Thousands) | % Of U.S. | % Change 1980-90 | Pop Per Sq. Mi. (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **WASHINGTON (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Grant | 55.0 | .0220 | 13.4 | 21 | 96.2 | 19.8 | .0214 | 582,423 | .0166 | 320,084 | .0177 | .0182 | .0250 | .0226 | .0159 |
| Grays Harbor | 64.2 | .0256 | -3.2 | 33 | 94.3 | 25.5 | .0275 | 898,702 | .0257 | 382,190 | .0212 | .0242 | .0280 | .0243 | .0251 |
| Island | 61.6 | .0245 | 39.8 | 295 | 92.2 | 22.3 | .0240 | 804,577 | .0230 | 253,315 | .0140 | .0206 | .0222 | .0239 | .0199 |
| Jefferson | 20.5 | .0082 | 28.4 | 11 | 95.7 | 8.8 | .0095 | 280,670 | .0080 | 93,253 | .0052 | .0072 | .0100 | .0090 | .0068 |
| King | 1,529.2 | .6097 | 20.4 | 719 | 85.4 | 625.0 | .6740 | 28,908,469 | .8261 | 14,201,327 | .7858 | .7708 | .5779 | .6115 | .8503 |
| Kitsap | 194.2 | .0774 | 32.0 | 490 | 90.8 | 71.0 | .0765 | 2,564,922 | .0733 | 1,108,383 | .0613 | .0705 | .0698 | .0733 | .0739 |
| Kittitas | 26.9 | .0108 | 8.1 | 12 | 96.6 | 10.5 | .0114 | 256,881 | .0074 | 180,612 | .0100 | .0088 | .0167 | .0116 | .0071 |
| Klickitat | 16.6 | .0066 | 4.9 | 9 | 95.3 | 6.2 | .0066 | 218,642 | .0062 | 47,121 | .0026 | .0052 | .0059 | .0057 | .0051 |
| Lewis | 59.7 | .0238 | 6.6 | 25 | 97.9 | 22.6 | .0244 | 692,768 | .0198 | 413,065 | .0229 | .0215 | .0288 | .0257 | .0188 |
| Lincoln | 8.8 | .0035 | -8.4 | 4 | 97.9 | 3.6 | .0039 | 143,261 | .0041 | 29,426 | .0016 | .0032 | .0031 | .0031 | .0031 |
| Mason | 39.0 | .0155 | 25.1 | 41 | 93.9 | 14.8 | .0160 | 471,332 | .0135 | 162,045 | .0090 | .0126 | .0169 | .0157 | .0123 |
| Okanogan | 33.5 | .0134 | 9.3 | 6 | 87.3 | 12.7 | .0136 | 385,388 | .0110 | 195,846 | .0108 | .0115 | .0176 | .0132 | .0097 |
| Pacific | 19.0 | .0076 | 10.2 | 19 | 94.1 | 7.9 | .0086 | 225,204 | .0064 | 84,314 | .0047 | .0061 | .0104 | .0079 | .0053 |
| Pend Oreille | 8.9 | .0035 | 3.7 | 6 | 97.2 | 3.4 | .0036 | 85,428 | .0024 | 34,134 | .0019 | .0024 | .0052 | .0031 | .0020 |
| Pierce | 594.7 | .2371 | 22.5 | 355 | 85.8 | 217.9 | .2350 | 6,857,644 | .1960 | 4,066,724 | .2250 | .2129 | .2522 | .2459 | .2145 |
| San Juan | 10.3 | .0041 | 31.4 | 59 | 98.0 | 4.5 | .0049 | 156,531 | .0045 | 68,971 | .0038 | .0042 | .0052 | .0049 | .0038 |
| Skagit | 80.6 | .0322 | 25.7 | 46 | 96.1 | 31.0 | .0334 | 956,090 | .0273 | 598,147 | .0331 | .0301 | .0384 | .0346 | .0294 |
| Skamania | 8.3 | .0033 | 4.8 | 5 | 96.8 | 3.1 | .0033 | 64,810 | .0019 | 11,412 | .0006 | .0017 | .0039 | .0038 | .0013 |
| Snohomish | 477.5 | .1904 | 41.4 | 228 | 93.8 | 176.2 | .1900 | 7,094,492 | .2027 | 3,479,308 | .1926 | .1973 | .1594 | .1757 | .2311 |
| Spokane | 362.2 | .1444 | 6.0 | 205 | 95.6 | 142.0 | .1532 | 4,298,036 | .1228 | 2,989,839 | .1654 | .1399 | .1801 | .1652 | .1376 |
| Stevens | 31.1 | .0124 | 7.3 | 13 | 93.7 | 11.3 | .0121 | 329,603 | .0094 | 111,891 | .0062 | .0091 | .0133 | .0119 | .0087 |
| Thurston | 164.5 | .0656 | 32.4 | 226 | 92.5 | 63.4 | .0684 | 2,181,693 | .0624 | 1,137,793 | .0630 | .0631 | .0685 | .0687 | .0640 |
| Wahkiakum | 3.3 | .0013 | -13.9 | 12 | 97.8 | 1.3 | .0014 | 35,0[illegible] | .0010 | 6,241 | .0003 | .0010 | .0017 | .0013 | .0008 |
| Walla Walla | 48.3 | .0192 | 1.8 | 38 | 95.9 | 17.6 | .0190 | 561,577 | .0160 | 278,580 | .0154 | .0164 | .0221 | .0192 | .0160 |
| Whatcom | 129.6 | .0517 | 21.5 | 61 | 94.2 | 49.3 | .0532 | 1,532,738 | .0438 | 1,033,439 | .0572 | .0493 | .0653 | .0565 | .0493 |
| Whitman | 38.6 | .0154 | -3.8 | 18 | 92.3 | 13.5 | .0145 | 472,542 | .0135 | 155,604 | .0086 | .0125 | .0155 | .0141 | .0095 |
| Yakima | 190.0 | .0757 | 10.1 | 44 | 90.5 | 66.4 | .0716 | 1,938,205 | .0554 | 1,192,969 | .0660 | .0627 | .0884 | .0754 | .0580 |
| **TOTAL METRO COUNTIES** | **4,034.5** | **1.6086** | **21.4** | **215** | **89.3** | **1,555.7** | **1.6776** | **60,715,434** | **1.7351** | **31,615,037** | **1.7493** | **1.7140** | **1.6030** | **1.6130** | **1.8274** |
| **TOTAL STATE** | **4,931.2** | **1.9660** | **19.3** | **74** | **90.4** | **1,897.9** | **2.0466** | **71,535,001** | **2.0442** | **36,761,619** | **2.0342** | **2.0255** | **2.0153** | **1.9775** | **2.1206** |
| **WEST VIRGINIA** | | | | | | | | | | | | | | | |
| **CHARLESTON** | **249.2** | **.0994** | **-7.6** | **199** | **93.6** | **99.8** | **.1076** | **3,224,716** | **.0921** | **1,851,453** | **.1024** | **.0968** | **.1158** | **.1089** | **.0949** |
| Kanawha | 206.0 | .0822 | -11.0 | 228 | 92.5 | 84.0 | .0906 | 2,735,804 | .0781 | 1,645,124 | .0910 | .0829 | .0990 | .0929 | .0816 |
| Putnam | 43.2 | .0172 | 13.1 | 125 | 99.2 | 15.8 | .0170 | 488,912 | .0140 | 206,329 | .0114 | .0139 | .0168 | .0160 | .0133 |
| **HUNTINGTON - ASHLAND** | **310.7** | **.1239** | **-7.7** | **144** | **97.4** | **119.0** | **.1283** | **3,266,105** | **.0934** | **1,901,247** | **.1051** | **.1031** | **.1569** | **.1292** | **.0969** |
| Cabell | 95.9 | .0383 | -10.2 | 341 | 95.2 | 38.8 | .0418 | 1,046,712 | .0299 | 872,333 | .0483 | .0371 | .0556 | .0461 | .0363 |
| Wayne | 41.2 | .0165 | -10.5 | 81 | 99.7 | 15.5 | .0167 | 443,081 | .0127 | 104,212 | .0058 | .0115 | .0182 | .0147 | .0110 |
| *Boyd, Ky.* | *50.8* | *.0202* | *-8.5* | *317* | *97.5* | *19.7* | *.0212* | *572,655* | *.0164* | *471,809* | *.0261* | *.0200* | *.0261* | *.0229* | *.0172* |
| *Carter, Ky.* | *24.3* | *.0096* | *-3.0* | *59* | *99.7* | *8.7* | *.0094* | *188,523* | *.0053* | *102,001* | *.0056* | *.0063* | *.0132* | *.0091* | *.0055* |
| *Greenup, Ky.* | *36.7* | *.0147* | *-6.2* | *106* | *99.1* | *13.4* | *.0145* | *359,205* | *.0103* | *107,865* | *.0059* | *.0098* | *.0159* | *.0142* | *.0094* |
| *Lawrence, Ohio* | *61.8* | *.0246* | *-3.2* | *136* | *97.2* | *22.9* | *.0247* | *655,929* | *.0188* | *243,027* | *.0134* | *.0184* | *.0279* | *.0222* | *.0175* |
| **PARKERSBURG - MARIETTA** | **148.4** | **.0592** | **-6.0** | **148** | **98.4** | **57.5** | **.0621** | **1,729,846** | **.0494** | **1,073,448** | **.0595** | **.0544** | **.0670** | **.0676** | **.0509** |
| Wood | 86.3 | .0344 | -7.8 | 235 | 98.5 | 33.9 | .0366 | 1,020,691 | .0292 | 723,311 | .0401 | .0334 | .0398 | .0405 | .0311 |
| *Washington, Ohio* | *62.1* | *.0248* | *-3.4* | *98* | *98.2* | *23.6* | *.0255* | *709,155* | *.0202* | *350,137* | *.0194* | *.0210* | *.0272* | *.0271* | *.0198* |
| **STEUBENVILLE - WEIRTON** | **141.2** | **.0563** | **-13.8** | **243** | **95.5** | **54.6** | **.0589** | **1,690,701** | **.0484** | **752,041** | **.0416** | **.0478** | **.0613** | **.0529** | **.0474** |
| Brooke | 26.7 | .0106 | -14.2 | 300 | 98.9 | 10.0 | .0108 | 282,880 | .0081 | 105,167 | .0058 | .0079 | .0113 | .0098 | .0083 |
| Hancock | 34.9 | .0139 | -15.0 | 420 | 97.0 | 13.6 | .0147 | 441,720 | .0127 | 152,433 | .0084 | .0116 | .0149 | .0123 | .0114 |
| *Jefferson, Ohio* | *79.6* | *.0318* | *-13.1* | *194* | *93.8* | *31.0* | *.0334* | *966,101* | *.0276* | *494,441* | *.0274* | *.0283* | *.0351* | *.0308* | *.0277* |
| **WHEELING** | **157.8** | **.0629** | **-15.0** | **166** | **97.5** | **62.3** | **.0672** | **1,838,842** | **.0524** | **1,011,542** | **.0560** | **.0556** | **.0774** | **.0655** | **.0554** |
| Marshall | 37.1 | .0148 | -10.8 | 121 | 99.1 | 14.0 | .0151 | 439,476 | .0125 | 189,363 | .0105 | .0123 | .0171 | .0135 | .0119 |
| Ohio | 50.3 | .0200 | -18.1 | 474 | 95.9 | 20.4 | .0220 | 592,624 | .0169 | 329,420 | .0182 | .0180 | .0261 | .0217 | .0171 |
| *Belmont, Ohio* | *70.4* | *.0281* | *-14.7* | *131* | *97.8* | *27.9* | *.0301* | *806,742* | *.0230* | *492,759* | *.0273* | *.0253* | *.0342* | *.0303* | *.0264* |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Barbour | 15.6 | .0063 | -6.3 | 46 | 97.7 | 5.8 | .0063 | 121,317 | .0035 | 51,116 | .0029 | .0038 | .0090 | .0065 | .0027 |
| Berkeley | 60.3 | .0240 | 28.9 | 188 | 95.5 | 22.8 | .0246 | 640,504 | .0183 | 348,106 | .0192 | .0196 | .0288 | .0252 | .0208 |
| Boone | 25.4 | .0101 | -16.6 | 50 | 99.0 | 9.5 | .0102 | 266,476 | .0076 | 112,769 | .0063 | .0078 | .0125 | .0094 | .0070 |
| Braxton | 12.9 | .0052 | -7.2 | 25 | 99.3 | 4.9 | .0053 | 117,372 | .0034 | 99,611 | .0055 | .0044 | .0078 | .0059 | .0027 |
| Brooke | 26.7 | .0106 | -14.2 | 300 | 98.9 | 10.0 | .0108 | 282,880 | .0081 | 105,167 | .0058 | .0079 | .0113 | .0098 | .0083 |
| Cabell | 95.9 | .0383 | -10.2 | 341 | 95.2 | 38.8 | .0418 | 1,046,712 | .0299 | 872,333 | .0483 | .0371 | .0556 | .0461 | .0363 |
| Calhoun | 7.8 | .0031 | -5.5 | 28 | 99.4 | 2.9 | .0031 | 59,778 | .0017 | 23,984 | .0013 | .0019 | .0049 | .0031 | .0014 |
| Clay | 9.9 | .0039 | -12.1 | 29 | 99.9 | 3.6 | .0039 | 80,451 | .0023 | 20,284 | .0011 | .0022 | .0052 | .0036 | .0018 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Population (Thousands) | % Of U.S. | % Change 1980-90 | Pop. Per Sq. Mi. (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes: EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **WEST VIRGINIA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Doddridge | 6.9 | .0028 | -7.2 | 22 | 99.4 | 2.6 | .0028 | 49,997 | .0014 | 7,022 | .0004 | .0014 | .0038 | .0027 | .0012 |
| Fayette | 47.1 | .0187 | -18.6 | 71 | 93.4 | 18.0 | .0194 | 437,304 | .0125 | 207,934 | .0115 | .0135 | .0254 | .0194 | .0116 |
| Gilmer | 7.6 | .0031 | -8.8 | 22 | 99.1 | 2.7 | .0029 | 54,576 | .0016 | 18,209 | .0010 | .0017 | .0047 | .0026 | .0012 |
| Grant | 10.4 | .0041 | 1.9 | 22 | 98.5 | 3.9 | .0042 | 94,685 | .0027 | 41,213 | .0023 | .0028 | .0053 | .0045 | .0023 |
| Greenbrier | 34.4 | .0137 | -8.7 | 34 | 96.0 | 13.7 | .0148 | 333,475 | .0095 | 201,642 | .0112 | .0108 | .0203 | .0155 | .0091 |
| Hampshire | 16.7 | .0067 | 12.3 | 26 | 99.0 | 6.3 | .0068 | 138,357 | .0039 | 51,302 | .0028 | .0043 | .0089 | .0068 | .0028 |
| Hancock | 34.9 | .0139 | -15.0 | 420 | 97.0 | 13.6 | .0147 | 441,720 | .0127 | 152,433 | .0084 | .0116 | .0149 | .0123 | .0114 |
| Hardy | 11.1 | .0044 | 10.7 | 19 | 97.9 | 4.3 | .0046 | 94,942 | .0027 | 36,491 | .0020 | .0027 | .0065 | .0049 | .0022 |
| Harrison | 68.8 | .0275 | -11.5 | 165 | 98.2 | 26.8 | .0289 | 693,911 | .0198 | 558,571 | .0310 | .0248 | .0382 | .0331 | .0221 |
| Jackson | 25.9 | .0103 | .4 | 56 | 99.5 | 9.6 | .0104 | 266,880 | .0076 | 120,454 | .0066 | .0079 | .0122 | .0092 | .0073 |
| Jefferson | 36.5 | .0141 | 20.5 | 174 | 92.0 | 13.1 | .0141 | 371,405 | .0107 | 147,247 | .0082 | .0106 | .0158 | .0149 | .0096 |
| Kanawha | 206.0 | .0822 | -11.0 | 228 | 92.5 | 84.0 | .0906 | 2,735,804 | .0781 | 1,645,124 | .0910 | .0829 | .0990 | .0929 | .0816 |
| Lewis | 17.0 | .0068 | -9.6 | 44 | 99.2 | 6.5 | .0070 | 155,415 | .0045 | 75,563 | .0042 | .0048 | .0100 | .0068 | .0043 |
| Lincoln | 21.2 | .0084 | -10.5 | 48 | 99.8 | 7.6 | .0082 | 181,041 | .0051 | 44,541 | .0024 | .0050 | .0101 | .0071 | .0041 |
| Logan | 42.4 | .0169 | -16.3 | 93 | 96.3 | 15.2 | .0164 | 433,331 | .0124 | 233,544 | .0130 | .0135 | .0196 | .0178 | .0110 |
| McDowell | 33.9 | .0135 | -32.1 | 63 | 86.5 | 12.4 | .0133 | 279,008 | .0080 | 116,816 | .0064 | .0087 | .0191 | .0126 | .0071 |
| Marion | 56.6 | .0226 | -14.0 | 183 | 96.3 | 22.4 | .0242 | 652,682 | .0187 | 326,626 | .0181 | .0192 | .0262 | .0247 | .0175 |
| Marshall | 37.1 | .0148 | -10.8 | 121 | 99.1 | 14.0 | .0151 | 439,476 | .0125 | 189,363 | .0105 | .0123 | .0171 | .0135 | .0119 |
| Mason | 25.1 | .0100 | -7.2 | 58 | 99.1 | 9.6 | .0103 | 234,814 | .0067 | 77,173 | .0043 | .0066 | .0126 | .0102 | .0055 |
| Mercer | 64.2 | .0256 | -13.1 | 153 | 93.0 | 25.1 | .0271 | 633,476 | .0181 | 438,491 | .0242 | .0216 | .0349 | .0297 | .0183 |
| ☐ Mineral | 26.7 | .0106 | -2.0 | 81 | 96.9 | 10.0 | .0108 | 250,098 | .0072 | 82,918 | .0046 | .0070 | .0125 | .0111 | .0067 |
| Mingo | 33.3 | .0133 | -10.8 | 79 | 97.3 | 11.7 | .0126 | 265,960 | .0076 | 131,993 | .0073 | .0086 | .0168 | .0121 | .0094 |
| Monongalia | 75.5 | .0301 | .6 | 209 | 95.1 | 29.1 | .0314 | 880,304 | .0251 | 476,136 | .0264 | .0266 | .0390 | .0313 | .0251 |
| Monroe | 12.4 | .0050 | -3.7 | 26 | 98.5 | 4.7 | .0051 | 123,922 | .0036 | 19,128 | .0010 | .0031 | .0052 | .0050 | .0027 |
| Morgan | 12.3 | .0049 | 14.8 | 54 | 98.9 | 4.8 | .0051 | 120,245 | .0034 | 34,350 | .0019 | .0031 | .0063 | .0047 | .0030 |
| Nicholas | 26.6 | .0106 | -5.4 | 41 | 99.7 | 9.9 | .0107 | 296,434 | .0085 | 154,574 | .0086 | .0090 | .0121 | .0112 | .0075 |
| Ohio | 50.3 | .0200 | -18.1 | 474 | 95.9 | 20.4 | .0220 | 592,624 | .0169 | 329,420 | .0182 | .0180 | .0261 | .0217 | .0171 |
| Pendleton | 8.1 | .0033 | 2.4 | 12 | 97.8 | 3.1 | .0033 | 62,775 | .0018 | 21,594 | .0012 | .0018 | .0047 | .0034 | .0013 |
| Pleasants | 7.5 | .0029 | -8.9 | 57 | 99.6 | 2.8 | .0031 | 72,514 | .0021 | 31,761 | .0018 | .0022 | .0039 | .0030 | .0017 |
| Pocahontas | 8.9 | .0036 | -10.3 | 9 | 99.1 | 3.6 | .0038 | 67,989 | .0019 | 37,327 | .0020 | .0023 | .0062 | .0042 | .0016 |
| Preston | 28.9 | .0115 | -5.1 | 45 | 99.5 | 10.6 | .0115 | 250,489 | .0072 | 108,133 | .0060 | .0077 | .0152 | .0116 | .0055 |
| Putnam | 43.2 | .0172 | 13.1 | 125 | 99.2 | 15.8 | .0170 | 488,912 | .0140 | 206,329 | .0114 | .0139 | .0168 | .0160 | .0133 |
| Raleigh | 75.6 | .0302 | -12.9 | 125 | 91.6 | 29.0 | .0313 | 796,585 | .0227 | 503,611 | .0279 | .0258 | .0377 | .0337 | .0221 |
| Randolph | 27.7 | .0110 | -3.6 | 27 | 98.8 | 10.3 | .0111 | 253,809 | .0073 | 157,407 | .0087 | .0084 | .0152 | .0124 | .0068 |
| Ritchie | 10.1 | .0041 | -11.7 | 22 | 99.8 | 3.9 | .0042 | 76,263 | .0021 | 41,808 | .0023 | .0026 | .0066 | .0045 | .0016 |
| Roane | 15.1 | .0060 | -5.4 | 31 | 99.6 | 5.7 | .0061 | 132,330 | .0038 | 60,974 | .0034 | .0041 | .0087 | .0063 | .0030 |
| Summers | 14.1 | .0056 | -11.2 | 39 | 94.4 | 5.2 | .0057 | 124,946 | .0036 | 37,646 | .0021 | .0034 | .0078 | .0050 | .0027 |
| Taylor | 15.0 | .0060 | -9.6 | 87 | 99.0 | 5.7 | .0061 | 153,217 | .0044 | 47,166 | .0026 | .0042 | .0073 | .0061 | .0037 |
| Tucker | 7.7 | .0031 | -11.2 | 18 | 99.7 | 3.0 | .0032 | 57,101 | .0016 | 26,337 | .0014 | .0020 | .0049 | .0032 | .0015 |
| Tyler | 9.7 | .0038 | -14.3 | 38 | 99.6 | 3.7 | .0040 | 122,292 | .0035 | 27,484 | .0016 | .0029 | .0041 | .0033 | .0028 |
| Upshur | 22.6 | .0090 | -3.5 | 64 | 99.0 | 8.1 | .0088 | 198,981 | .0057 | 117,225 | .0064 | .0065 | .0118 | .0093 | .0049 |
| Wayne | 41.2 | .0165 | -10.5 | 81 | 99.7 | 15.5 | .0167 | 443,081 | .0127 | 104,212 | .0058 | .0115 | .0182 | .0147 | .0110 |
| Webster | 10.6 | .0042 | -13.4 | 19 | 99.8 | 3.9 | .0042 | 89,736 | .0025 | 30,525 | .0017 | .0027 | .0058 | .0040 | .0020 |
| Wetzel | 19.0 | .0076 | -13.1 | 53 | 99.6 | 7.2 | .0077 | 178,075 | .0051 | 127,884 | .0071 | .0061 | .0116 | .0077 | .0057 |
| Wirt | 5.2 | .0020 | 5.6 | 22 | 99.8 | 1.9 | .0021 | 38,468 | .0011 | 8,331 | .0004 | .0011 | .0027 | .0018 | .0009 |
| Wood | 86.3 | .0344 | -7.8 | 235 | 98.5 | 33.9 | .0366 | 1,020,691 | .0292 | 723,311 | .0401 | .0334 | .0398 | .0405 | .0311 |
| Wyoming | 28.4 | .0114 | -21.1 | 57 | 99.0 | 10.3 | .0111 | 279,383 | .0080 | 89,071 | .0049 | .0077 | .0125 | .0099 | .0075 |
| **TOTAL METRO COUNTIES** | **648.3** | **.2585** | **-9.8** | **195** | **95.9** | **256.0** | **.2761** | **7,741,998** | **.2213** | **4,410,610** | **.2441** | **.2356** | **.3113** | **.2786** | **.2387** |
| **TOTAL STATE** | **1,780.3** | **.7099** | **-8.7** | **74** | **96.3** | **683.5** | **.7371** | **18,775,013** | **.5366** | **10,059,784** | **.5567** | **.5771** | **.8992** | **.7485** | **.5253** |
| **WISCONSIN** | | | | | | | | | | | | | | | |
| **APPLETON - OSHKOSH - NEENAH** | **317.5** | **.1266** | **9.0** | **227** | **97.5** | **116.4** | **.1255** | **4,244,134** | **.1213** | **2,498,906** | **.1383** | **.1273** | **.1089** | **.1326** | **.1328** |
| Calumet | 34.6 | .0138 | 12.1 | 108 | 99.0 | 11.9 | .0128 | 437,423 | .0125 | 164,039 | .0091 | .0116 | .0130 | .0121 | .0113 |
| Outagamie | 141.8 | .0565 | 10.2 | 221 | 97.0 | 51.0 | .0550 | 1,915,984 | .0548 | 1,191,818 | .0659 | .0584 | .0438 | .0584 | .0594 |
| Winnebago | 141.1 | .0563 | 7.1 | 322 | 97.7 | 53.5 | .0577 | 1,890,727 | .0540 | 1,143,049 | .0633 | .0573 | .0521 | .0621 | .0621 |
| **EAU CLAIRE** | **138.2** | **.0551** | **5.6** | **84** | **97.5** | **50.6** | **.0546** | **1,628,882** | **.0465** | **1,078,933** | **.0597** | **.0523** | **.0583** | **.0627** | **.0483** |
| Chippewa | 52.5 | .0209 | .7 | 52 | 99.1 | 19.1 | .0206 | 658,223 | .0188 | 421,092 | .0233 | .0206 | .0204 | .0232 | .0160 |
| Eau Claire | 85.7 | .0342 | 8.7 | 134 | 96.5 | 31.5 | .0340 | 970,659 | .0277 | 657,841 | .0364 | .0317 | .0379 | .0395 | .0323 |
| **GREEN BAY** | **196.2** | **.0783** | **11.9** | **371** | **96.0** | **72.9** | **.0786** | **2,559,642** | **.0731** | **1,749,640** | **.0969** | **.0812** | **.0740** | **.0843** | **.0871** |
| Brown | 196.2 | .0783 | 11.9 | 371 | 96.0 | 72.9 | .0786 | 2,559,642 | .0731 | 1,749,640 | .0969 | .0812 | .0740 | .0843 | .0871 |
| **JANESVILLE - BELOIT** | **139.3** | **.0556** | **-.1** | **193** | **94.0** | **52.2** | **.0563** | **1,829,480** | **.0523** | **1,099,829** | **.0609** | **.0556** | **.0559** | **.0561** | **.0537** |
| Rock | 139.3 | .0556 | -.1 | 193 | 94.0 | 52.2 | .0563 | 1,829,480 | .0523 | 1,099,829 | .0609 | .0556 | .0559 | .0561 | .0537 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

SMM ESTIMATES

| METRO AREA County | 12/31/90 Population (Thousands) | % Of U.S. | % Change 1980-90 | Pop Per Sq. Mi. (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **WISCONSIN** (continued) | | | | | | | | | | | | | | | |
| **KENOSHA** | **129.0** | **.0515** | **4.8** | **473** | **94.7** | **47.3** | **.0510** | **2,039,184** | **.0582** | **740,516** | **.0410** | **.0517** | **.0363** | **.0427** | **.0545** |
| Kenosha | 129.0 | .0515 | 4.8 | 473 | 94.7 | 47.3 | .0510 | 2,039,184 | .0582 | 740,516 | .0410 | .0517 | .0363 | .0427 | .0545 |
| **LA CROSSE** | **98.4** | **.0393** | **8.1** | **217** | **96.2** | **36.9** | **.0398** | **1,296,381** | **.0371** | **841,963** | **.0466** | **.0404** | **.0375** | **.0454** | **.0400** |
| La Crosse | 98.4 | .0393 | 8.1 | 217 | 96.2 | 36.9 | .0398 | 1,296,381 | .0371 | 841,963 | .0466 | .0404 | .0375 | .0454 | .0400 |
| **MADISON** | **370.4** | **.1476** | **14.5** | **308** | **94.2** | **144.1** | **.1554** | **5,627,120** | **.1608** | **3,293,944** | **.1823** | **.1646** | **.1363** | **.1662** | **.1810** |
| Dane | 370.4 | .1476 | 14.5 | 308 | 94.2 | 144.1 | .1554 | 5,627,120 | .1608 | 3,293,944 | .1823 | .1646 | .1363 | .1662 | .1810 |
| **MILWAUKEE** | **1,436.8** | **.5730** | **2.8** | **984** | **83.8** | **539.4** | **.5816** | **22,621,810** | **.6465** | **11,214,996** | **.6206** | **.6239** | **.4849** | **.5483** | **.6687** |
| Milwaukee | 958.7 | .3823 | -.7 | 3,968 | 76.4 | 372.8 | .4020 | 14,240,820 | .4070 | 7,359,491 | .4072 | .4019 | .3639 | .3932 | .4402 |
| Ozaukee | 73.6 | .0294 | 9.9 | 317 | 98.5 | 26.0 | .0280 | 1,283,918 | .0367 | 490,679 | .0272 | .0324 | .0181 | .0226 | .0320 |
| Washington | 96.5 | .0385 | 13.7 | 224 | 99.3 | 33.4 | .0360 | 1,342,037 | .0383 | 554,372 | .0307 | .0361 | .0268 | .0314 | .0357 |
| Waukesha | 308.0 | .1228 | 9.9 | 554 | 98.5 | 107.2 | .1156 | 5,755,035 | .1645 | 2,810,454 | .1555 | .1535 | .0761 | .1011 | .1608 |
| ***MILWAUKEE - RACINE CONSOLIDATED AREA*** | ***1,612.4*** | ***.6430*** | ***2.7*** | ***899*** | ***84.4*** | ***603.3*** | ***.6505*** | ***25,072,807*** | ***.7165*** | ***12,560,681*** | ***.6951*** | ***.6953*** | ***.5444*** | ***.6145*** | ***.7434*** |
| **RACINE** | **175.6** | **.0700** | **1.4** | **527** | **89.0** | **63.9** | **.0689** | **2,450,997** | **.0700** | **1,345,685** | **.0745** | **.0714** | **.0595** | **.0662** | **.0747** |
| Racine | 175.6 | .0700 | 1.4 | 527 | 89.0 | 63.9 | .0689 | 2,450,997 | .0700 | 1,345,685 | .0745 | .0714 | .0595 | .0662 | .0747 |
| **SHEBOYGAN** | **104.2** | **.0415** | **3.2** | **203** | **97.0** | **38.7** | **.0417** | **1,479,715** | **.0423** | **685,409** | **.0379** | **.0409** | **.0358** | **.0387** | **.0373** |
| Sheboygan | 104.2 | .0415 | 3.2 | 203 | 97.0 | 38.7 | .0417 | 1,479,715 | .0423 | 685,409 | .0379 | .0409 | .0358 | .0387 | .0373 |
| **WAUSAU** | **115.9** | **.0462** | **4.2** | **75** | **97.1** | **41.7** | **.0450** | **1,410,335** | **.0403** | **829,767** | **.0459** | **.0431** | **.0434** | **.0471** | **.0420** |
| Marathon | 115.9 | .0462 | 4.2 | 75 | 97.1 | 41.7 | .0450 | 1,410,335 | .0403 | 829,767 | .0459 | .0431 | .0434 | .0471 | .0420 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Adams | 15.8 | .0063 | 17.4 | 24 | 96.3 | 6.0 | .0064 | 183,132 | .0052 | 33,495 | .0018 | .0045 | .0062 | .0058 | .0039 |
| Ashland | 16.3 | .0065 | -2.9 | 16 | 90.3 | 6.3 | .0068 | 170,442 | .0049 | 119,871 | .0067 | .0058 | .0085 | .0082 | .0051 |
| Barron | 41.0 | .0163 | 5.9 | 48 | 99.1 | 15.5 | .0167 | 426,712 | .0122 | 265,414 | .0147 | .0138 | .0180 | .0191 | .0114 |
| Bayfield | 14.1 | .0056 | 2.0 | 10 | 90.6 | 5.6 | .0061 | 148,518 | .0042 | 50,297 | .0027 | .0040 | .0068 | .0061 | .0033 |
| Brown | 196.2 | .0783 | 11.9 | 371 | 96.0 | 72.9 | .0786 | 2,559,642 | .0731 | 1,749,640 | .0969 | .0812 | .0740 | .0843 | .0871 |
| Buffalo | 13.6 | .0054 | -5.0 | 20 | 99.6 | 5.1 | .0055 | 156,973 | .0045 | 40,887 | .0022 | .0040 | .0052 | .0055 | .0035 |
| Burnett | 13.1 | .0052 | 6.2 | 16 | 95.5 | 5.2 | .0056 | 145,341 | .0042 | 64,637 | .0036 | .0043 | .0063 | .0060 | .0031 |
| Calumet | 34.6 | .0138 | 12.1 | 108 | 99.0 | 11.9 | .0128 | 437,423 | .0125 | 164,039 | .0091 | .0116 | .0130 | .0121 | .0113 |
| Chippewa | 52.5 | .0209 | .7 | 52 | 99.1 | 19.1 | .0206 | 658,223 | .0188 | 421,092 | .0233 | .0206 | .0204 | .0232 | .0160 |
| Clark | 31.6 | .0126 | -4.0 | 26 | 99.5 | 11.2 | .0121 | 295,393 | .0084 | 112,895 | .0062 | .0087 | .0141 | .0123 | .0066 |
| Columbia | 45.4 | .0181 | 5.0 | 59 | 98.8 | 17.0 | .0183 | 528,554 | .0151 | 315,376 | .0175 | .0163 | .0185 | .0200 | .0141 |
| Crawford | 15.9 | .0064 | -4.0 | 28 | 99.1 | 5.9 | .0064 | 155,541 | .0045 | 109,199 | .0060 | .0053 | .0084 | .0073 | .0044 |
| Dane | 370.4 | .1476 | 14.5 | 308 | 94.2 | 144.1 | .1554 | 5,627,120 | .1608 | 3,293,944 | .1823 | .1646 | .1363 | .1662 | .1810 |
| Dodge | 76.8 | .0307 | 2.3 | 87 | 97.9 | 26.9 | .0290 | 920,634 | .0263 | 363,634 | .0201 | .0255 | .0255 | .0283 | .0234 |
| Door | 25.8 | .0103 | 3.1 | 53 | 99.0 | 10.1 | .0109 | 319,438 | .0091 | 208,044 | .0115 | .0100 | .0118 | .0128 | .0095 |
| ☐ Douglas | 41.7 | .0166 | -6.1 | 32 | 96.9 | 16.4 | .0177 | 520,132 | .0149 | 300,996 | .0167 | .0158 | .0129 | .0177 | .0135 |
| Dunn | 36.0 | .0143 | 4.9 | 42 | 97.4 | 12.3 | .0132 | 342,638 | .0098 | 167,031 | .0092 | .0105 | .0159 | .0146 | .0079 |
| Eau Claire | 85.7 | .0342 | 8.7 | 134 | 96.5 | 31.5 | .0340 | 970,659 | .0277 | 657,841 | .0364 | .0317 | .0379 | .0395 | .0323 |
| Florence | 4.6 | .0018 | 10.3 | 9 | 99.5 | 1.8 | .0019 | 60,351 | .0017 | 13,785 | .0008 | .0013 | .0016 | .0016 | .0013 |
| Fond du Lac | 90.3 | .0360 | 1.5 | 125 | 98.8 | 32.7 | .0353 | 1,135,474 | .0325 | 618,272 | .0342 | .0337 | .0305 | .0372 | .0311 |
| Forest | 8.8 | .0035 | -2.7 | 9 | 89.1 | 3.3 | .0036 | 84,084 | .0024 | 30,662 | .0017 | .0024 | .0046 | .0043 | .0017 |
| Grant | 49.1 | .0196 | -5.1 | 43 | 99.2 | 17.1 | .0184 | 535,873 | .0153 | 266,136 | .0147 | .0160 | .0205 | .0192 | .0131 |
| Green | 30.4 | .0121 | 1.3 | 52 | 99.5 | 11.6 | .0125 | 386,494 | .0111 | 375,884 | .0208 | .0143 | .0124 | .0164 | .0097 |
| Green Lake | 18.7 | .0075 | 1.8 | 53 | 99.0 | 7.2 | .0078 | 207,728 | .0059 | 91,076 | .0051 | .0060 | .0082 | .0084 | .0056 |
| Iowa | 20.2 | .0081 | 2.0 | 26 | 99.7 | 7.4 | .0080 | 188,216 | .0054 | 529,105 | .0292 | .0131 | .0092 | .0163 | .0047 |
| Iron | 6.1 | .0024 | -9.4 | 8 | 99.6 | 2.6 | .0028 | 52,319 | .0015 | 42,771 | .0024 | .0019 | .0050 | .0033 | .0011 |
| Jackson | 16.6 | .0066 | -1.4 | 17 | 95.4 | 6.3 | .0067 | 159,629 | .0045 | 88,704 | .0049 | .0050 | .0083 | .0072 | .0038 |
| Jefferson | 68.1 | .0272 | 2.9 | 122 | 99.0 | 24.1 | .0260 | 847,041 | .0242 | 394,156 | .0218 | .0241 | .0236 | .0258 | .0226 |
| Juneau | 21.8 | .0086 | 3.6 | 28 | 98.7 | 8.3 | .0090 | 235,663 | .0068 | 111,997 | .0062 | .0069 | .0095 | .0097 | .0054 |
| Kenosha | 129.0 | .0515 | 4.8 | 473 | 94.7 | 47.3 | .0510 | 2,039,184 | .0582 | 740,516 | .0410 | .0517 | .0363 | .0427 | .0545 |
| Kewaunee | 18.9 | .0075 | -3.3 | 55 | 99.4 | 6.8 | .0073 | 219,390 | .0063 | 81,529 | .0045 | .0061 | .0073 | .0071 | .0052 |
| La Crosse | 98.4 | .0393 | 8.1 | 217 | 96.2 | 36.9 | .0398 | 1,296,381 | .0371 | 841,963 | .0466 | .0404 | .0375 | .0454 | .0400 |
| Lafayette | 16.0 | .0063 | -8.1 | 25 | 99.6 | 5.8 | .0063 | 170,999 | .0048 | 53,061 | .0029 | .0045 | .0062 | .0061 | .0042 |
| Langlade | 19.5 | .0078 | -2.4 | 22 | 99.1 | 7.6 | .0082 | 213,969 | .0062 | 133,298 | .0074 | .0069 | .0098 | .0093 | .0055 |
| Lincoln | 27.1 | .0108 | 2.1 | 31 | 99.0 | 10.2 | .0110 | 287,996 | .0082 | 157,363 | .0087 | .0089 | .0128 | .0124 | .0071 |
| Manitowoc | 80.2 | .0320 | -3.3 | 136 | 98.0 | 30.0 | .0323 | 991,980 | .0283 | 420,658 | .0233 | .0275 | .0315 | .0321 | .0257 |
| Marathon | 115.9 | .0462 | 4.2 | 75 | 97.1 | 41.7 | .0450 | 1,410,335 | .0403 | 829,767 | .0459 | .0431 | .0434 | .0471 | .0420 |
| Marinette | 40.7 | .0162 | 3.5 | 29 | 99.4 | 15.6 | .0168 | 423,080 | .0121 | 246,682 | .0137 | .0135 | .0203 | .0174 | .0125 |
| Marquette | 12.4 | .0050 | 6.2 | 27 | 99.2 | 4.9 | .0053 | 114,181 | .0033 | 41,633 | .0023 | .0033 | .0066 | .0057 | .0024 |
| Menominee | 3.9 | .0015 | 15.6 | 11 | 10.7 | 1.1 | .0012 | 32,344 | .0009 | 3,800 | .0002 | .0009 | .0008 | .0012 | .0007 |
| Milwaukee | 958.7 | .3823 | -.7 | 3,968 | 76.4 | 372.8 | .4020 | 14,240,820 | .4070 | 7,359,491 | .4072 | .4019 | .3639 | .3932 | .4402 |
| Monroe | 36.9 | .0147 | 5.2 | 41 | 98.3 | 13.2 | .0142 | 432,799 | .0123 | 212,440 | .0118 | .0128 | .0147 | .0151 | .0109 |
| Oconto | 30.4 | .0121 | 5.0 | 30 | 99.1 | 11.3 | .0122 | 313,346 | .0090 | 126,711 | .0070 | .0090 | .0137 | .0127 | .0070 |
| Oneida | 31.8 | .0127 | 1.9 | 28 | 98.9 | 12.7 | .0137 | 358,897 | .0102 | 276,522 | .0153 | .0122 | .0154 | .0166 | .0117 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Population (Thousands) | % Of U.S. | % Change 1980-90 | Pop Per Sq. Mi. (Density) | % White | 12/31/90 Households (Thousands) | % Of U.S. | 1990 EBI ($000) | % Of U.S. | 1990 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes<br>EPP (Economy-Priced Products) | <br>MPP (Moderate-Priced Products) | <br>PPP (Premium-Priced Products) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **WISCONSIN (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Outagamie | 141.8 | .0565 | 10.2 | 221 | 97.0 | 51.0 | .0550 | 1,915,984 | .0548 | 1,191,818 | .0659 | .0584 | .0438 | .0584 | .0594 |
| Ozaukee | 73.6 | .0294 | 9.9 | 317 | 98.5 | 26.0 | .0280 | 1,283,918 | .0367 | 490,679 | .0272 | .0324 | .0181 | .0226 | .0320 |
| Pepin | 7.1 | .0028 | -5.1 | 31 | 99.6 | 2.6 | .0028 | 83,301 | .0024 | 40,541 | .0022 | .0025 | .0030 | .0029 | .0021 |
| Pierce | 33.0 | .0131 | 5.9 | 57 | 98.9 | 11.1 | .0120 | 399,160 | .0114 | 162,183 | .0090 | .0110 | .0106 | .0119 | .0100 |
| Polk | 35.0 | .0140 | 8.2 | 38 | 98.8 | 13.1 | .0141 | 366,214 | .0104 | 179,223 | .0099 | .0110 | .0167 | .0150 | .0093 |
| Portage | 61.8 | .0246 | 7.6 | 77 | 97.9 | 21.5 | .0232 | 774,676 | .0222 | 427,724 | .0237 | .0230 | .0211 | .0243 | .0215 |
| Price | 15.6 | .0063 | -1.2 | 12 | 99.3 | 6.1 | .0066 | 165,059 | .0047 | 77,878 | .0043 | .0050 | .0083 | .0066 | .0043 |
| Racine | 175.6 | .0700 | 1.4 | 527 | 89.0 | 63.9 | .0689 | 2,450,997 | .0700 | 1,345,685 | .0745 | .0714 | .0595 | .0662 | .0747 |
| Richland | 17.5 | .0069 | .1 | 30 | 99.5 | 6.6 | .0071 | 197,371 | .0057 | 96,883 | .0053 | .0057 | .0079 | .0075 | .0051 |
| Rock | 139.3 | .0556 | -.1 | 193 | 94.0 | 52.2 | .0563 | 1,829,480 | .0523 | 1,099,829 | .0609 | .0556 | .0559 | .0561 | .0537 |
| Rusk | 15.0 | .0060 | -3.8 | 16 | 98.4 | 5.7 | .0061 | 138,095 | .0039 | 59,662 | .0033 | .0041 | .0080 | .0069 | .0033 |
| ☐ St. Croix | 51.0 | .0203 | 17.9 | 71 | 99.4 | 17.9 | .0193 | 705,561 | .0202 | 314,104 | .0174 | .0193 | .0162 | .0173 | .0171 |
| Sauk | 47.2 | .0188 | 8.6 | 56 | 99.1 | 17.8 | .0192 | 570,443 | .0163 | 350,831 | .0194 | .0179 | .0210 | .0222 | .0146 |
| Sawyer | 14.3 | .0057 | 11.3 | 11 | 84.1 | 5.6 | .0061 | 138,494 | .0039 | 103,767 | .0057 | .0048 | .0096 | .0069 | .0036 |
| Shawano | 37.3 | .0149 | 3.8 | 42 | 94.9 | 13.8 | .0149 | 382,261 | .0109 | 180,454 | .0100 | .0114 | .0177 | .0159 | .0097 |
| Sheboygan | 104.2 | .0415 | 3.2 | 203 | 97.0 | 38.7 | .0417 | 1,479,715 | .0423 | 685,409 | .0379 | .0409 | .0358 | .0387 | .0373 |
| Taylor | 18.9 | .0076 | .4 | 19 | 99.5 | 6.7 | .0072 | 192,287 | .0055 | 83,576 | .0046 | .0055 | .0085 | .0075 | .0046 |
| Trempealeau | 25.2 | .0100 | -3.7 | 34 | 99.6 | 9.5 | .0103 | 253,919 | .0073 | 146,078 | .0081 | .0091 | .0120 | .0121 | .0054 |
| Vernon | 25.6 | .0102 | -.2 | 32 | 99.6 | 9.7 | .0104 | 264,187 | .0075 | 98,564 | .0055 | .0075 | .0118 | .0103 | .0077 |
| Vilas | 17.8 | .0071 | 7.7 | 20 | 90.9 | 7.3 | .0079 | 207,745 | .0060 | 153,215 | .0085 | .0069 | .0097 | .0096 | .0060 |
| Walworth | 75.4 | .0301 | 5.4 | 136 | 98.4 | 27.8 | .0300 | 1,005,689 | .0287 | 496,322 | .0274 | .0287 | .0281 | .0306 | .0275 |
| Washburn | 13.8 | .0055 | 4.8 | 17 | 98.6 | 5.5 | .0059 | 131,608 | .0038 | 127,755 | .0071 | .0050 | .0091 | .0078 | .0036 |
| Washington | 96.5 | .0385 | 13.7 | 224 | 99.3 | 33.4 | .0360 | 1,342,037 | .0383 | 554,372 | .0307 | .0361 | .0268 | .0314 | .0357 |
| Waukesha | 308.0 | .1228 | 9.9 | 554 | 98.5 | 107.2 | .1156 | 5,755,035 | .1645 | 2,810,454 | .1555 | .1535 | .0761 | .1011 | .1608 |
| Waupaca | 46.3 | .0184 | 8.1 | 62 | 99.5 | 17.1 | .0185 | 522,853 | .0149 | 258,312 | .0143 | .0154 | .0197 | .0195 | .0131 |
| Waushara | 19.5 | .0078 | 5.3 | 31 | 99.2 | 7.7 | .0083 | 194,294 | .0056 | 83,726 | .0046 | .0057 | .0104 | .0084 | .0042 |
| Winnebago | 141.1 | .0563 | 7.1 | 322 | 97.7 | 53.5 | .0577 | 1,890,727 | .0540 | 1,143,049 | .0633 | .0573 | .0521 | .0621 | .0621 |
| Wood | 73.7 | .0293 | 1.2 | 93 | 98.1 | 27.5 | .0296 | 967,809 | .0277 | 742,576 | .0411 | .0319 | .0298 | .0338 | .0271 |
| **TOTAL METRO COUNTIES** | **3,314.2** | **1.3216** | **5.4** | **274** | **90.3** | **1,238.4** | **1.3354** | **48,413,373** | **1.3835** | **25,994,668** | **1.4387** | **1.3875** | **1.1659** | **1.3253** | **1.4507** |
| **TOTAL STATE** | **4,912.1** | **1.9584** | **4.4** | **90** | **92.8** | **1,829.8** | **1.9731** | **66,614,009** | **1.9036** | **36,030,983** | **1.9938** | **1.9416** | **1.8466** | **2.0161** | **1.9226** |
| **WYOMING** | | | | | | | | | | | | | | | |
| **CASPER** | **60.2** | **.0240** | **-16.2** | **11** | **98.0** | **23.4** | **.0252** | **809,444** | **.0232** | **460,287** | **.0255** | **.0239** | **.0247** | **.0247** | **.0255** |
| Natrona | 60.2 | .0240 | -16.2 | 11 | 98.0 | 23.4 | .0252 | 809,444 | .0232 | 460,287 | .0255 | .0239 | .0247 | .0247 | .0255 |
| **CHEYENNE** | **73.3** | **.0292** | **6.8** | **27** | **94.7** | **28.2** | **.0304** | **830,863** | **.0238** | **531,612** | **.0294** | **.0266** | **.0325** | **.0330** | **.0246** |
| Laramie | 73.3 | .0292 | 6.8 | 27 | 94.7 | 28.2 | .0304 | 830,863 | .0238 | 531,612 | .0294 | .0266 | .0325 | .0330 | .0246 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Albany | 30.8 | .0123 | 6.0 | 7 | 96.0 | 12.0 | .0129 | 344,805 | .0098 | 176,902 | .0097 | .0105 | .0159 | .0122 | .0096 |
| Big Horn | 10.3 | .0041 | -13.4 | 3 | 99.1 | 3.8 | .0041 | 101,555 | .0029 | 24,602 | .0014 | .0026 | .0045 | .0038 | .0025 |
| Campbell | 29.3 | .0117 | 20.2 | 6 | 98.4 | 9.9 | .0107 | 418,070 | .0120 | 160,903 | .0089 | .0110 | .0077 | .0093 | .0114 |
| Carbon | 16.3 | .0065 | -25.6 | 2 | 97.7 | 5.9 | .0064 | 201,100 | .0057 | 88,063 | .0049 | .0056 | .0060 | .0055 | .0054 |
| Converse | 10.7 | .0043 | -24.0 | 3 | 98.5 | 3.9 | .0042 | 135,387 | .0039 | 45,147 | .0025 | .0036 | .0033 | .0036 | .0038 |
| Crook | 5.3 | .0021 | -.2 | 2 | 99.4 | 1.9 | .0020 | 49,122 | .0014 | 16,062 | .0009 | .0013 | .0021 | .0021 | .0012 |
| Fremont | 33.1 | .0132 | -15.1 | 4 | 79.7 | 11.8 | .0128 | 341,646 | .0097 | 170,548 | .0094 | .0105 | .0128 | .0130 | .0101 |
| Goshen | 12.3 | .0049 | 2.2 | 6 | 98.7 | 4.8 | .0051 | 120,873 | .0035 | 48,978 | .0027 | .0034 | .0063 | .0049 | .0031 |
| Hot Springs | 4.7 | .0019 | -17.7 | 2 | 97.4 | 1.9 | .0021 | 59,530 | .0017 | 21,445 | .0012 | .0015 | .0021 | .0017 | .0015 |
| Johnson | 6.0 | .0024 | -10.5 | 1 | 98.8 | 2.3 | .0025 | 60,100 | .0017 | 24,053 | .0013 | .0018 | .0029 | .0024 | .0016 |
| Laramie | 73.3 | .0292 | 6.8 | 27 | 94.7 | 28.2 | .0304 | 830,863 | .0238 | 531,612 | .0294 | .0266 | .0325 | .0330 | .0246 |
| Lincoln | 12.4 | .0049 | 1.8 | 3 | 99.0 | 4.1 | .0044 | 118,022 | .0033 | 53,603 | .0030 | .0036 | .0045 | .0044 | .0032 |
| Natrona | 60.2 | .0240 | -16.2 | 11 | 98.0 | 23.4 | .0252 | 809,444 | .0232 | 460,287 | .0255 | .0239 | .0247 | .0247 | .0255 |
| Niobrara | 2.4 | .0010 | -17.9 | 1 | 98.6 | 1.0 | .0011 | 23,051 | .0006 | 12,451 | .0007 | .0008 | .0014 | .0011 | .0004 |
| Park | 23.1 | .0092 | 6.8 | 3 | 98.8 | 8.7 | .0094 | 265,807 | .0076 | 140,897 | .0078 | .0080 | .0090 | .0093 | .0076 |
| Platte | 7.9 | .0031 | -34.0 | 4 | 99.5 | 3.1 | .0033 | 80,222 | .0023 | 37,138 | .0020 | .0024 | .0036 | .0036 | .0021 |
| Sheridan | 23.3 | .0093 | -7.0 | 9 | 98.5 | 9.3 | .0101 | 316,609 | .0091 | 162,007 | .0090 | .0089 | .0107 | .0093 | .0096 |
| Sublette | 4.7 | .0019 | 3.3 | 1 | 98.1 | 1.8 | .0019 | 52,949 | .0015 | 18,799 | .0010 | .0016 | .0020 | .0020 | .0014 |
| Sweetwater | 38.0 | .0152 | -8.9 | 4 | 97.6 | 13.3 | .0143 | 504,998 | .0144 | 239,705 | .0133 | .0142 | .0109 | .0124 | .0162 |
| Teton | 11.4 | .0045 | 21.9 | 3 | 98.5 | 4.7 | .0051 | 150,143 | .0043 | 135,399 | .0075 | .0053 | .0047 | .0066 | .0063 |
| Uinta | 18.5 | .0074 | 42.1 | 9 | 98.7 | 5.8 | .0063 | 212,201 | .0061 | 79,519 | .0044 | .0058 | .0049 | .0049 | .0060 |
| Washakie | 8.2 | .0032 | -13.7 | 4 | 98.2 | 3.1 | .0033 | 103,032 | .0029 | 45,166 | .0025 | .0030 | .0035 | .0032 | .0031 |
| Weston | 6.4 | .0026 | -9.9 | 3 | 98.6 | 2.4 | .0026 | 87,474 | .0025 | 32,769 | .0018 | .0022 | .0021 | .0022 | .0023 |
| **TOTAL METRO COUNTIES** | **133.5** | **.0532** | **-5.0** | **17** | **96.2** | **51.6** | **.0556** | **1,640,307** | **.0470** | **991,899** | **.0549** | **.0505** | **.0572** | **.0577** | **.0501** |
| **TOTAL STATE** | **448.6** | **.1789** | **-4.5** | **5** | **96.2** | **167.1** | **.1802** | **5,387,003** | **.1539** | **2,726,055** | **.1508** | **.1581** | **.1781** | **.1752** | **.1585** |

# SECTION 5

## Population By Age And Sex For Metropolitan Markets And All Counties

0-5 Years
6-11 Years
12-17 Years
18-24 Years
25-34 Years
35-44 Years
45-54 Years
55-64 Years
65 And Over
Median Age By Sex

### EXPLANATION OF TERMS

An explanation of terms used in the **Survey of Buying Power Demographics USA 1991** will be found in the Introductory Section starting on page A-5.

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**SYMBOLS USED IN TABLES**

☐ Metropolitan county of another state's metropolitan area. For area name, see page facing state map in Section 1.

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# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **ALABAMA** | | | | | | | | | | | | | |
| **ANNISTON** | **116.2** | **Male** | **56,111** | **4,724** | **5,007** | **5,368** | **7,538** | **9,011** | **8,319** | **5,941** | **4,731** | **5,472** | **31.0** |
| | | **Female** | **60,089** | **4,407** | **4,838** | **4,953** | **7,104** | **9,227** | **8,600** | **6,313** | **5,740** | **8,907** | **34.5** |
| Calhoun | 116.2 | Male | 56,111 | 4,724 | 5,007 | 5,368 | 7,538 | 9,011 | 8,319 | 5,941 | 4,731 | 5,472 | 31.0 |
| | | Female | 60,089 | 4,407 | 4,838 | 4,953 | 7,104 | 9,227 | 8,600 | 6,313 | 5,740 | 8,907 | 34.5 |
| **BIRMINGHAM** | **911.0** | **Male** | **431,116** | **40,158** | **39,910** | **38,364** | **43,197** | **73,122** | **68,426** | **45,781** | **36,537** | **45,621** | **32.4** |
| | | **Female** | **479,884** | **38,214** | **38,489** | **37,551** | **45,514** | **78,428** | **72,949** | **50,555** | **44,047** | **74,137** | **35.2** |
| Blount | 39.4 | Male | 19,227 | 1,662 | 1,649 | 1,828 | 1,988 | 2,959 | 2,875 | 2,397 | 1,798 | 2,071 | 33.4 |
| | | Female | 20,173 | 1,602 | 1,620 | 1,785 | 1,885 | 2,935 | 2,915 | 2,476 | 1,899 | 3,056 | 35.9 |
| Jefferson | 651.4 | Male | 304,101 | 28,223 | 28,057 | 26,712 | 30,695 | 51,536 | 47,595 | 31,004 | 26,017 | 34,262 | 32.4 |
| | | Female | 347,299 | 27,094 | 27,407 | 26,188 | 32,519 | 56,437 | 52,149 | 35,655 | 32,804 | 57,046 | 35.8 |
| St. Clair | 50.8 | Male | 25,507 | 2,374 | 2,338 | 2,392 | 2,457 | 4,311 | 3,984 | 2,990 | 2,233 | 2,428 | 32.4 |
| | | Female | 25,293 | 2,136 | 2,093 | 2,280 | 2,366 | 3,862 | 3,773 | 2,915 | 2,423 | 3,445 | 34.8 |
| Shelby | 101.7 | Male | 49,794 | 5,213 | 4,912 | 4,281 | 4,750 | 9,466 | 9,116 | 5,473 | 3,411 | 3,172 | 31.1 |
| | | Female | 51,906 | 4,883 | 4,504 | 4,216 | 5,569 | 10,077 | 9,114 | 5,491 | 3,513 | 4,539 | 31.7 |
| Walker | 67.7 | Male | 32,487 | 2,686 | 2,954 | 3,151 | 3,307 | 4,850 | 4,856 | 3,917 | 3,078 | 3,688 | 33.5 |
| | | Female | 35,213 | 2,499 | 2,865 | 3,082 | 3,175 | 5,117 | 4,998 | 4,018 | 3,408 | 6,051 | 36.7 |
| **DECATUR** | **101.1** | **Male** | **49,165** | **4,370** | **4,661** | **4,598** | **4,645** | **8,396** | **7,679** | **5,875** | **4,288** | **4,653** | **32.5** |
| | | **Female** | **51,935** | **4,242** | **4,248** | **4,343** | **4,685** | **8,508** | **7,945** | **6,047** | **4,775** | **7,142** | **34.9** |
| Morgan | 101.1 | Male | 49,165 | 4,370 | 4,661 | 4,598 | 4,645 | 8,396 | 7,679 | 5,875 | 4,288 | 4,653 | 32.5 |
| | | Female | 51,935 | 4,242 | 4,248 | 4,343 | 4,685 | 8,508 | 7,945 | 6,047 | 4,775 | 7,142 | 34.9 |
| **DOTHAN** | **131.9** | **Male** | **64,110** | **6,503** | **6,213** | **6,120** | **7,372** | **11,366** | **9,287** | **6,467** | **5,010** | **5,772** | **30.1** |
| | | **Female** | **67,790** | **6,216** | **5,918** | **5,909** | **6,681** | **11,316** | **9,648** | **7,212** | **5,792** | **9,098** | **33.1** |
| Dale | 49.9 | Male | 25,169 | 2,641 | 2,294 | 2,223 | 3,687 | 5,157 | 3,336 | 2,254 | 1,694 | 1,883 | 28.4 |
| | | Female | 24,731 | 2,628 | 2,199 | 2,097 | 2,779 | 4,523 | 3,309 | 2,483 | 1,913 | 2,800 | 30.9 |
| Houston | 82.0 | Male | 38,941 | 3,862 | 3,919 | 3,897 | 3,685 | 6,209 | 5,951 | 4,213 | 3,316 | 3,889 | 31.6 |
| | | Female | 43,059 | 3,588 | 3,719 | 3,812 | 3,902 | 6,793 | 6,339 | 4,729 | 3,879 | 6,298 | 34.6 |
| **FLORENCE** | **131.1** | **Male** | **62,661** | **5,389** | **5,491** | **5,456** | **6,806** | **9,454** | **9,115** | **7,398** | **6,131** | **7,421** | **33.7** |
| | | **Female** | **68,439** | **5,067** | **5,150** | **5,255** | **6,881** | **10,113** | **9,592** | **7,992** | **6,930** | **11,459** | **36.8** |
| Colbert | 51.5 | Male | 24,711 | 2,113 | 2,219 | 2,187 | 2,470 | 3,697 | 3,543 | 2,962 | 2,518 | 3,002 | 34.1 |
| | | Female | 26,789 | 2,047 | 1,994 | 2,036 | 2,366 | 3,959 | 3,790 | 3,275 | 2,783 | 4,539 | 37.6 |
| Lauderdale | 79.6 | Male | 37,950 | 3,276 | 3,272 | 3,269 | 4,336 | 5,757 | 5,572 | 4,436 | 3,613 | 4,419 | 33.4 |
| | | Female | 41,650 | 3,020 | 3,156 | 3,219 | 4,515 | 6,154 | 5,802 | 4,717 | 4,147 | 6,920 | 36.3 |
| **GADSDEN** | **99.7** | **Male** | **47,173** | **3,784** | **4,246** | **4,605** | **4,737** | **6,835** | **7,074** | **5,281** | **4,572** | **6,039** | **34.1** |
| | | **Female** | **52,527** | **3,634** | **4,044** | **4,408** | **4,711** | **7,179** | **7,472** | **5,787** | **5,505** | **9,787** | **38.1** |
| Etowah | 99.7 | Male | 47,173 | 3,784 | 4,246 | 4,605 | 4,737 | 6,835 | 7,074 | 5,281 | 4,572 | 6,039 | 34.1 |
| | | Female | 52,527 | 3,634 | 4,044 | 4,408 | 4,711 | 7,179 | 7,472 | 5,787 | 5,505 | 9,787 | 38.1 |
| **HUNTSVILLE** | **242.7** | **Male** | **119,551** | **11,146** | **10,231** | **9,439** | **13,889** | **24,317** | **17,964** | **13,611** | **10,324** | **8,630** | **31.2** |
| | | **Female** | **123,149** | **10,572** | **9,732** | **9,106** | **13,704** | **23,405** | **18,196** | **14,672** | **10,740** | **13,022** | **32.9** |
| Madison | 242.7 | Male | 119,551 | 11,146 | 10,231 | 9,439 | 13,889 | 24,317 | 17,964 | 13,611 | 10,324 | 8,630 | 31.2 |
| | | Female | 123,149 | 10,572 | 9,732 | 9,106 | 13,704 | 23,405 | 18,196 | 14,672 | 10,740 | 13,022 | 32.9 |
| **MOBILE** | **479.4** | **Male** | **228,487** | **22,985** | **23,113** | **22,997** | **22,656** | **36,030** | **33,653** | **23,985** | **19,071** | **23,997** | **31.2** |
| | | **Female** | **250,913** | **22,124** | **22,081** | **21,865** | **24,367** | **39,813** | **36,127** | **26,569** | **22,241** | **35,726** | **33.8** |
| Baldwin | 99.7 | Male | 48,419 | 4,347 | 4,535 | 4,631 | 4,079 | 6,945 | 7,078 | 5,454 | 4,824 | 6,526 | 34.5 |
| | | Female | 51,281 | 4,155 | 4,137 | 4,267 | 4,194 | 7,553 | 7,308 | 5,867 | 5,283 | 8,517 | 36.8 |
| Mobile | 379.7 | Male | 180,068 | 18,638 | 18,578 | 18,366 | 18,577 | 29,085 | 26,575 | 18,531 | 14,247 | 17,471 | 30.5 |
| | | Female | 199,632 | 17,969 | 17,944 | 17,598 | 20,173 | 32,260 | 28,819 | 20,702 | 16,958 | 27,209 | 33.1 |
| **MONTGOMERY** | **294.6** | **Male** | **141,100** | **14,190** | **14,034** | **13,575** | **15,643** | **24,147** | **21,564** | **14,546** | **10,865** | **12,536** | **30.4** |
| | | **Female** | **153,500** | **13,182** | **13,321** | **13,175** | **16,080** | **25,213** | **22,755** | **15,823** | **12,901** | **21,050** | **33.3** |
| Autauga | 34.5 | Male | 16,784 | 1,704 | 1,803 | 1,815 | 1,646 | 2,668 | 2,461 | 1,980 | 1,366 | 1,341 | 30.3 |
| | | Female | 17,716 | 1,606 | 1,610 | 1,710 | 1,627 | 2,874 | 2,657 | 2,068 | 1,511 | 2,053 | 33.0 |
| Elmore | 49.9 | Male | 25,250 | 2,241 | 2,222 | 2,342 | 2,827 | 4,496 | 3,932 | 2,819 | 2,023 | 2,348 | 31.7 |
| | | Female | 24,650 | 1,979 | 2,102 | 2,174 | 2,338 | 3,948 | 3,704 | 2,730 | 2,211 | 3,464 | 34.5 |
| Montgomery | 210.2 | Male | 99,066 | 10,245 | 10,009 | 9,418 | 11,170 | 16,983 | 15,171 | 9,747 | 7,476 | 8,847 | 30.1 |
| | | Female | 111,134 | 9,597 | 9,609 | 9,291 | 12,115 | 18,391 | 16,394 | 11,025 | 9,179 | 15,533 | 33.1 |
| **TUSCALOOSA** | **151.6** | **Male** | **73,177** | **6,135** | **6,240** | **6,256** | **12,667** | **11,692** | **10,590** | **6,953** | **5,689** | **6,955** | **29.5** |
| | | **Female** | **78,423** | **5,756** | **5,903** | **6,079** | **13,350** | **11,921** | **11,041** | **7,397** | **6,731** | **10,245** | **31.8** |
| Tuscaloosa | 151.6 | Male | 73,177 | 6,135 | 6,240 | 6,256 | 12,667 | 11,692 | 10,590 | 6,953 | 5,689 | 6,955 | 29.5 |
| | | Female | 78,423 | 5,756 | 5,903 | 6,079 | 13,350 | 11,921 | 11,041 | 7,397 | 6,731 | 10,245 | 31.8 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **ALABAMA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Autauga | 34.5 | Male | 16,784 | 1,704 | 1,803 | 1,815 | 1,646 | 2,668 | 2,461 | 1,980 | 1,366 | 1,341 | 30.3 |
| | | Female | 17,716 | 1,606 | 1,610 | 1,710 | 1,627 | 2,874 | 2,657 | 2,068 | 1,511 | 2,053 | 33.0 |
| Baldwin | 99.7 | Male | 48,419 | 4,347 | 4,535 | 4,631 | 4,079 | 6,945 | 7,078 | 5,454 | 4,824 | 6,526 | 34.5 |
| | | Female | 51,281 | 4,155 | 4,137 | 4,267 | 4,194 | 7,553 | 7,308 | 5,867 | 5,283 | 8,517 | 36.8 |
| Barbour | 25.5 | Male | 12,125 | 1,207 | 1,332 | 1,364 | 1,137 | 1,777 | 1,757 | 1,133 | 1,001 | 1,417 | 30.8 |
| | | Female | 13,375 | 1,157 | 1,262 | 1,217 | 1,185 | 1,868 | 1,869 | 1,280 | 1,216 | 2,321 | 35.0 |
| Bibb | 16.7 | Male | 8,161 | 746 | 861 | 918 | 885 | 1,238 | 1,143 | 899 | 668 | 803 | 30.4 |
| | | Female | 8,539 | 708 | 769 | 862 | 873 | 1,216 | 1,143 | 937 | 718 | 1,313 | 33.7 |
| Blount | 39.4 | Male | 19,227 | 1,662 | 1,649 | 1,828 | 1,988 | 2,959 | 2,875 | 2,397 | 1,798 | 2,071 | 33.4 |
| | | Female | 20,173 | 1,602 | 1,620 | 1,785 | 1,885 | 2,935 | 2,915 | 2,476 | 1,899 | 3,056 | 35.9 |
| Bullock | 11.2 | Male | 5,406 | 575 | 591 | 546 | 503 | 903 | 768 | 498 | 352 | 670 | 30.4 |
| | | Female | 5,794 | 624 | 538 | 573 | 503 | 784 | 680 | 501 | 462 | 1,129 | 33.4 |
| Butler | 21.9 | Male | 10,241 | 1,050 | 1,207 | 1,123 | 895 | 1,359 | 1,352 | 1,001 | 854 | 1,400 | 31.2 |
| | | Female | 11,659 | 1,019 | 1,146 | 1,088 | 931 | 1,573 | 1,475 | 1,070 | 1,072 | 2,285 | 35.5 |
| Calhoun | 116.2 | Male | 56,111 | 4,724 | 5,007 | 5,368 | 7,538 | 9,011 | 8,319 | 5,941 | 4,731 | 5,472 | 31.0 |
| | | Female | 60,089 | 4,407 | 4,838 | 4,953 | 7,104 | 9,227 | 8,600 | 6,313 | 5,740 | 8,907 | 34.5 |
| Chambers | 36.8 | Male | 17,342 | 1,577 | 1,624 | 1,744 | 1,834 | 2,477 | 2,382 | 1,817 | 1,521 | 2,366 | 32.6 |
| | | Female | 19,458 | 1,447 | 1,566 | 1,721 | 1,765 | 2,645 | 2,560 | 1,976 | 1,938 | 3,840 | 37.3 |
| Cherokee | 19.7 | Male | 9,679 | 736 | 823 | 939 | 976 | 1,408 | 1,410 | 1,199 | 969 | 1,219 | 34.7 |
| | | Female | 10,021 | 650 | 773 | 845 | 902 | 1,393 | 1,425 | 1,222 | 1,126 | 1,685 | 38.1 |
| Chilton | 32.6 | Male | 15,831 | 1,419 | 1,453 | 1,588 | 1,548 | 2,417 | 2,277 | 1,846 | 1,466 | 1,817 | 32.9 |
| | | Female | 16,769 | 1,318 | 1,435 | 1,567 | 1,510 | 2,463 | 2,294 | 1,880 | 1,602 | 2,700 | 35.4 |
| Choctaw | 16.0 | Male | 7,581 | 693 | 766 | 894 | 718 | 1,071 | 1,006 | 912 | 608 | 913 | 31.7 |
| | | Female | 8,419 | 715 | 773 | 893 | 762 | 1,166 | 1,113 | 902 | 797 | 1,298 | 34.1 |
| Clarke | 27.2 | Male | 12,988 | 1,257 | 1,418 | 1,513 | 1,332 | 1,874 | 1,693 | 1,423 | 1,069 | 1,409 | 30.2 |
| | | Female | 14,212 | 1,158 | 1,406 | 1,450 | 1,410 | 2,059 | 1,818 | 1,529 | 1,218 | 2,164 | 33.2 |
| Clay | 13.2 | Male | 6,330 | 507 | 581 | 627 | 670 | 909 | 829 | 738 | 597 | 872 | 33.6 |
| | | Female | 6,870 | 488 | 534 | 586 | 610 | 934 | 881 | 788 | 697 | 1,352 | 38.2 |
| Cleburne | 12.8 | Male | 6,289 | 552 | 570 | 634 | 651 | 966 | 878 | 764 | 573 | 701 | 32.6 |
| | | Female | 6,511 | 521 | 525 | 550 | 627 | 948 | 903 | 785 | 639 | 1,013 | 35.9 |
| Coffee | 40.3 | Male | 19,680 | 1,718 | 1,744 | 1,940 | 2,029 | 3,179 | 2,913 | 2,266 | 1,783 | 2,108 | 32.6 |
| | | Female | 20,620 | 1,601 | 1,608 | 1,804 | 1,896 | 3,132 | 3,070 | 2,372 | 1,937 | 3,200 | 35.9 |
| Colbert | 51.5 | Male | 24,711 | 2,113 | 2,219 | 2,187 | 2,470 | 3,697 | 3,543 | 2,962 | 2,518 | 3,002 | 34.1 |
| | | Female | 26,789 | 2,047 | 1,994 | 2,036 | 2,366 | 3,959 | 3,790 | 3,275 | 2,783 | 4,539 | 37.6 |
| Conecuh | 13.9 | Male | 6,567 | 614 | 712 | 664 | 595 | 920 | 837 | 683 | 602 | 940 | 32.6 |
| | | Female | 7,333 | 554 | 679 | 675 | 607 | 1,000 | 938 | 683 | 733 | 1,464 | 36.6 |
| Coosa | 11.0 | Male | 5,399 | 493 | 490 | 485 | 573 | 840 | 709 | 577 | 531 | 701 | 32.8 |
| | | Female | 5,601 | 465 | 472 | 485 | 538 | 813 | 705 | 614 | 615 | 894 | 35.4 |
| Covington | 36.5 | Male | 17,241 | 1,462 | 1,585 | 1,672 | 1,579 | 2,562 | 2,325 | 1,893 | 1,732 | 2,431 | 34.1 |
| | | Female | 19,259 | 1,448 | 1,560 | 1,581 | 1,618 | 2,541 | 2,481 | 2,145 | 2,014 | 3,871 | 38.6 |
| Crenshaw | 13.6 | Male | 6,450 | 608 | 614 | 699 | 578 | 885 | 835 | 678 | 593 | 960 | 33.2 |
| | | Female | 7,150 | 501 | 598 | 638 | 590 | 909 | 943 | 727 | 710 | 1,534 | 38.6 |
| Cullman | 68.0 | Male | 33,024 | 2,891 | 2,941 | 3,001 | 3,370 | 5,108 | 4,757 | 3,823 | 3,191 | 3,942 | 33.4 |
| | | Female | 34,976 | 2,725 | 2,738 | 2,939 | 3,217 | 5,127 | 4,864 | 4,028 | 3,463 | 5,875 | 36.5 |
| Dale | 49.9 | Male | 25,169 | 2,641 | 2,294 | 2,223 | 3,687 | 5,157 | 3,336 | 2,254 | 1,694 | 1,883 | 28.4 |
| | | Female | 24,731 | 2,628 | 2,199 | 2,097 | 2,779 | 4,523 | 3,309 | 2,483 | 1,913 | 2,800 | 30.9 |
| Dallas | 47.6 | Male | 21,691 | 2,331 | 2,595 | 2,601 | 2,242 | 3,001 | 2,812 | 2,090 | 1,669 | 2,350 | 28.6 |
| | | Female | 25,909 | 2,429 | 2,508 | 2,591 | 2,415 | 3,705 | 3,277 | 2,476 | 2,318 | 4,190 | 33.1 |
| De Kalb | 54.8 | Male | 26,438 | 2,215 | 2,401 | 2,671 | 2,648 | 4,006 | 3,874 | 3,009 | 2,506 | 3,108 | 33.2 |
| | | Female | 28,362 | 1,998 | 2,350 | 2,404 | 2,530 | 4,113 | 3,994 | 3,256 | 2,802 | 4,915 | 37.0 |
| Elmore | 49.9 | Male | 25,250 | 2,241 | 2,222 | 2,342 | 2,827 | 4,496 | 3,932 | 2,819 | 2,023 | 2,348 | 31.7 |
| | | Female | 24,650 | 1,979 | 2,102 | 2,174 | 2,338 | 3,948 | 3,704 | 2,730 | 2,211 | 3,464 | 34.5 |
| Escambia | 35.3 | Male | 17,358 | 1,512 | 1,606 | 1,807 | 1,814 | 2,847 | 2,499 | 1,910 | 1,501 | 1,862 | 31.8 |
| | | Female | 17,942 | 1,361 | 1,500 | 1,692 | 1,590 | 2,482 | 2,457 | 2,050 | 1,772 | 3,038 | 36.4 |
| Etowah | 99.7 | Male | 47,173 | 3,784 | 4,246 | 4,605 | 4,737 | 6,835 | 7,074 | 5,281 | 4,572 | 6,039 | 34.1 |
| | | Female | 52,527 | 3,634 | 4,044 | 4,408 | 4,711 | 7,179 | 7,472 | 5,787 | 5,505 | 9,787 | 38.1 |
| Fayette | 17.8 | Male | 8,488 | 686 | 821 | 830 | 819 | 1,191 | 1,243 | 994 | 787 | 1,117 | 34.1 |
| | | Female | 9,312 | 664 | 743 | 849 | 834 | 1,251 | 1,260 | 1,052 | 871 | 1,788 | 37.5 |
| Franklin | 27.7 | Male | 13,229 | 1,133 | 1,204 | 1,245 | 1,330 | 1,902 | 1,825 | 1,602 | 1,324 | 1,664 | 34.0 |
| | | Female | 14,471 | 1,084 | 1,103 | 1,154 | 1,265 | 2,055 | 1,986 | 1,697 | 1,512 | 2,615 | 37.9 |
| Geneva | 23.6 | Male | 11,356 | 963 | 1,010 | 1,108 | 1,139 | 1,546 | 1,563 | 1,298 | 1,145 | 1,584 | 34.4 |
| | | Female | 12,244 | 916 | 928 | 994 | 1,056 | 1,638 | 1,611 | 1,464 | 1,266 | 2,371 | 38.7 |
| Greene | 10.1 | Male | 4,630 | 533 | 629 | 566 | 401 | 583 | 531 | 381 | 396 | 610 | 28.2 |
| | | Female | 5,470 | 456 | 588 | 573 | 463 | 769 | 669 | 493 | 485 | 974 | 33.5 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **ALABAMA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Hale | 15.6 | Male | 7,287 | 789 | 865 | 849 | 660 | 977 | 932 | 666 | 555 | 994 | 29.9 |
| | | Female | 8,313 | 742 | 847 | 853 | 696 | 1,223 | 980 | 763 | 713 | 1,496 | 33.3 |
| Henry | 15.4 | Male | 7,277 | 613 | 709 | 762 | 702 | 997 | 1,053 | 780 | 690 | 971 | 33.6 |
| | | Female | 8,123 | 634 | 668 | 752 | 709 | 1,032 | 1,129 | 865 | 803 | 1,531 | 37.4 |
| Houston | 82.0 | Male | 38,941 | 3,862 | 3,919 | 3,897 | 3,685 | 6,209 | 5,951 | 4,213 | 3,316 | 3,889 | 31.6 |
| | | Female | 43,059 | 3,588 | 3,719 | 3,812 | 3,902 | 6,793 | 6,339 | 4,729 | 3,879 | 6,298 | 34.6 |
| Jackson | 47.7 | Male | 23,021 | 1,880 | 2,043 | 2,339 | 2,292 | 3,469 | 3,486 | 2,962 | 2,159 | 2,391 | 33.5 |
| | | Female | 24,679 | 1,827 | 2,050 | 2,235 | 2,247 | 3,625 | 3,681 | 3,012 | 2,420 | 3,582 | 36.0 |
| Jefferson | 651.4 | Male | 304,101 | 28,223 | 28,057 | 26,712 | 30,695 | 51,536 | 47,595 | 31,004 | 26,017 | 34,262 | 32.4 |
| | | Female | 347,299 | 27,094 | 27,407 | 26,188 | 32,519 | 56,437 | 52,149 | 35,655 | 32,804 | 57,046 | 35.8 |
| Lamar | 15.6 | Male | 7,456 | 637 | 668 | 744 | 717 | 1,082 | 1,077 | 861 | 724 | 946 | 33.9 |
| | | Female | 8,144 | 595 | 628 | 718 | 755 | 1,138 | 1,052 | 928 | 819 | 1,511 | 37.3 |
| Lauderdale | 79.6 | Male | 37,950 | 3,276 | 3,272 | 3,269 | 4,336 | 5,757 | 5,572 | 4,436 | 3,613 | 4,419 | 33.4 |
| | | Female | 41,650 | 3,020 | 3,156 | 3,219 | 4,515 | 6,154 | 5,802 | 4,717 | 4,147 | 6,920 | 36.3 |
| Lawrence | 31.6 | Male | 15,543 | 1,499 | 1,443 | 1,619 | 1,717 | 2,456 | 2,141 | 1,823 | 1,313 | 1,532 | 31.1 |
| | | Female | 16,057 | 1,321 | 1,377 | 1,470 | 1,705 | 2,543 | 2,213 | 1,804 | 1,416 | 2,208 | 33.5 |
| Lee | 87.6 | Male | 43,461 | 3,363 | 3,262 | 3,270 | 11,795 | 6,833 | 5,483 | 3,841 | 2,676 | 2,938 | 25.1 |
| | | Female | 44,139 | 3,274 | 3,143 | 3,200 | 10,642 | 6,683 | 5,555 | 3,981 | 3,101 | 4,560 | 27.7 |
| Limestone | 54.9 | Male | 27,461 | 2,406 | 2,331 | 2,444 | 2,976 | 5,224 | 4,168 | 3,204 | 2,271 | 2,437 | 31.8 |
| | | Female | 27,439 | 2,243 | 2,198 | 2,273 | 2,798 | 4,642 | 3,979 | 3,065 | 2,481 | 3,760 | 34.1 |
| Lowndes | 12.6 | Male | 5,834 | 710 | 758 | 767 | 609 | 813 | 644 | 491 | 412 | 630 | 25.9 |
| | | Female | 6,766 | 683 | 751 | 741 | 681 | 975 | 820 | 617 | 531 | 967 | 30.4 |
| Macon | 24.9 | Male | 11,536 | 1,080 | 1,041 | 1,197 | 2,123 | 1,443 | 1,312 | 942 | 787 | 1,611 | 27.3 |
| | | Female | 13,364 | 1,118 | 1,072 | 1,240 | 2,312 | 1,660 | 1,617 | 1,086 | 1,036 | 2,223 | 30.7 |
| Madison | 242.7 | Male | 119,551 | 11,146 | 10,231 | 9,439 | 13,889 | 24,317 | 17,964 | 13,611 | 10,324 | 8,630 | 31.2 |
| | | Female | 123,149 | 10,572 | 9,732 | 9,106 | 13,704 | 23,405 | 18,196 | 14,672 | 10,740 | 13,022 | 32.9 |
| Marengo | 23.0 | Male | 10,849 | 1,150 | 1,165 | 1,328 | 988 | 1,473 | 1,436 | 1,096 | 934 | 1,279 | 30.4 |
| | | Female | 12,151 | 1,037 | 1,208 | 1,121 | 1,132 | 1,652 | 1,577 | 1,206 | 1,139 | 2,079 | 34.5 |
| Marion | 29.8 | Male | 14,569 | 1,202 | 1,231 | 1,335 | 1,543 | 2,167 | 2,101 | 1,790 | 1,401 | 1,799 | 34.1 |
| | | Female | 15,231 | 1,113 | 1,197 | 1,284 | 1,426 | 2,046 | 2,086 | 1,837 | 1,512 | 2,730 | 37.6 |
| Marshall | 71.4 | Male | 34,163 | 2,892 | 2,949 | 3,167 | 3,353 | 5,378 | 4,966 | 4,125 | 3,423 | 3,910 | 33.8 |
| | | Female | 37,237 | 2,844 | 2,851 | 3,024 | 3,319 | 5,491 | 5,328 | 4,391 | 3,884 | 6,105 | 37.0 |
| Mobile | 379.7 | Male | 180,068 | 18,638 | 18,578 | 18,366 | 18,577 | 29,085 | 26,575 | 18,531 | 14,247 | 17,471 | 30.5 |
| | | Female | 199,632 | 17,969 | 17,944 | 17,598 | 20,173 | 32,260 | 28,819 | 20,702 | 16,958 | 27,209 | 33.1 |
| Monroe | 24.1 | Male | 11,641 | 1,177 | 1,282 | 1,331 | 1,189 | 1,722 | 1,539 | 1,197 | 950 | 1,254 | 29.9 |
| | | Female | 12,459 | 1,169 | 1,203 | 1,303 | 1,157 | 1,761 | 1,650 | 1,238 | 1,065 | 1,913 | 32.9 |
| Montgomery | 210.2 | Male | 99,066 | 10,245 | 10,009 | 9,418 | 11,170 | 16,983 | 15,171 | 9,747 | 7,476 | 8,847 | 30.1 |
| | | Female | 111,134 | 9,597 | 9,609 | 9,291 | 12,115 | 18,391 | 16,394 | 11,025 | 9,179 | 15,533 | 33.1 |
| Morgan | 101.1 | Male | 49,165 | 4,370 | 4,661 | 4,598 | 4,645 | 8,396 | 7,679 | 5,875 | 4,288 | 4,653 | 32.5 |
| | | Female | 51,935 | 4,242 | 4,248 | 4,343 | 4,685 | 8,508 | 7,945 | 6,047 | 4,775 | 7,142 | 34.9 |
| Perry | 12.6 | Male | 5,859 | 614 | 673 | 759 | 749 | 681 | 595 | 544 | 468 | 776 | 27.0 |
| | | Female | 6,741 | 596 | 640 | 710 | 779 | 817 | 763 | 633 | 576 | 1,227 | 32.9 |
| Pickens | 20.6 | Male | 9,612 | 904 | 1,043 | 1,009 | 875 | 1,285 | 1,205 | 977 | 987 | 1,327 | 32.6 |
| | | Female | 10,988 | 935 | 1,008 | 1,003 | 936 | 1,476 | 1,286 | 1,189 | 1,108 | 2,047 | 36.1 |
| Pike | 27.6 | Male | 12,922 | 1,210 | 1,156 | 1,217 | 2,415 | 1,740 | 1,523 | 1,227 | 983 | 1,451 | 27.7 |
| | | Female | 14,678 | 1,059 | 1,129 | 1,186 | 2,555 | 1,910 | 1,727 | 1,387 | 1,138 | 2,587 | 32.4 |
| Randolph | 19.9 | Male | 9,625 | 831 | 946 | 985 | 947 | 1,431 | 1,271 | 992 | 935 | 1,287 | 32.7 |
| | | Female | 10,275 | 774 | 826 | 862 | 934 | 1,406 | 1,328 | 1,069 | 1,074 | 2,002 | 37.5 |
| ☐ Russell | 47.0 | Male | 22,455 | 2,265 | 2,120 | 2,168 | 2,432 | 3,616 | 3,103 | 2,465 | 2,014 | 2,272 | 31.2 |
| | | Female | 24,545 | 2,063 | 2,009 | 1,984 | 2,454 | 3,758 | 3,390 | 2,763 | 2,446 | 3,678 | 35.0 |
| St. Clair | 50.8 | Male | 25,507 | 2,374 | 2,338 | 2,392 | 2,457 | 4,311 | 3,984 | 2,990 | 2,233 | 2,428 | 32.4 |
| | | Female | 25,293 | 2,136 | 2,093 | 2,280 | 2,366 | 3,862 | 3,773 | 2,915 | 2,423 | 3,445 | 34.8 |
| Shelby | 101.7 | Male | 49,794 | 5,213 | 4,912 | 4,281 | 4,750 | 9,466 | 9,116 | 5,473 | 3,411 | 3,172 | 31.1 |
| | | Female | 51,906 | 4,883 | 4,504 | 4,216 | 5,569 | 10,077 | 9,114 | 5,491 | 3,513 | 4,539 | 31.7 |
| Sumter | 16.0 | Male | 7,386 | 751 | 823 | 955 | 1,037 | 1,028 | 830 | 569 | 516 | 877 | 26.2 |
| | | Female | 8,614 | 759 | 824 | 860 | 1,145 | 1,206 | 956 | 709 | 697 | 1,458 | 31.0 |
| Talladega | 74.1 | Male | 35,766 | 3,217 | 3,469 | 3,845 | 3,690 | 5,343 | 5,448 | 3,832 | 3,136 | 3,786 | 31.9 |
| | | Female | 38,334 | 3,070 | 3,416 | 3,630 | 3,967 | 5,499 | 5,326 | 4,004 | 3,641 | 5,781 | 34.2 |
| Tallapoosa | 38.9 | Male | 18,287 | 1,530 | 1,669 | 1,825 | 1,807 | 2,603 | 2,638 | 2,031 | 1,770 | 2,414 | 33.9 |
| | | Female | 20,613 | 1,527 | 1,630 | 1,832 | 1,886 | 2,768 | 2,791 | 2,189 | 2,146 | 3,844 | 37.4 |
| Tuscaloosa | 151.6 | Male | 73,177 | 6,135 | 6,240 | 6,256 | 12,667 | 11,692 | 10,590 | 6,953 | 5,689 | 6,955 | 29.5 |
| | | Female | 78,423 | 5,756 | 5,903 | 6,079 | 13,350 | 11,921 | 11,041 | 7,397 | 6,731 | 10,245 | 31.8 |
| Walker | 67.7 | Male | 32,487 | 2,686 | 2,954 | 3,151 | 3,307 | 4,850 | 4,856 | 3,917 | 3,078 | 3,688 | 33.5 |
| | | Female | 35,213 | 2,499 | 2,865 | 3,082 | 3,175 | 5,117 | 4,998 | 4,018 | 3,408 | 6,051 | 36.7 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES | | | | Population by Age and Sex | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | Median Age By Sex |
| **ALABAMA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Washington | 16.7 | Male | 8,147 | 830 | 903 | 919 | 792 | 1,220 | 1,088 | 888 | 672 | 835 | 30.2 |
| | | Female | 8,553 | 710 | 908 | 843 | 827 | 1,268 | 1,170 | 926 | 724 | 1,177 | 32.8 |
| Wilcox | 13.4 | Male | 6,234 | 686 | 807 | 840 | 598 | 788 | 730 | 532 | 451 | 802 | 27.4 |
| | | Female | 7,166 | 623 | 791 | 838 | 606 | 913 | 791 | 639 | 647 | 1,318 | 32.9 |
| Winston | 22.0 | Male | 10,727 | 881 | 928 | 998 | 1,063 | 1,646 | 1,548 | 1,353 | 1,036 | 1,274 | 34.1 |
| | | Female | 11,273 | 867 | 864 | 913 | 1,061 | 1,583 | 1,610 | 1,400 | 1,153 | 1,822 | 37.2 |
| **TOTAL METRO COUNTIES** | **2,706.3** | **Male** | **1,295,106** | **121,649** | **121,266** | **118,946** | **141,582** | **217,986** | **196,774** | **138,303** | **109,232** | **129,368** | **31.6** |
| | | **Female** | **1,411,194** | **115,477** | **115,733** | **114,628** | **145,531** | **228,881** | **207,715** | **151,130** | **127,848** | **204,251** | **34.4** |
| **TOTAL STATE** | **4,056.1** | **Male** | **1,943,293** | **179,979** | **183,008** | **184,629** | **216,485** | **314,754** | **286,206** | **208,460** | **165,919** | **203,853** | **31.6** |
| | | **Female** | **2,112,807** | **171,004** | **175,064** | **177,250** | **219,503** | **328,782** | **301,546** | **225,995** | **193,655** | **320,008** | **34.5** |
| **ALASKA** | | | | | | | | | | | | | |
| **ANCHORAGE** | **226.8** | **Male** | **116,651** | **13,484** | **11,689** | **9,453** | **12,687** | **24,421** | **22,631** | **12,612** | **6,089** | **3,585** | **29.5** |
| | | **Female** | **110,149** | **12,802** | **10,994** | **8,820** | **11,040** | **23,740** | **20,972** | **11,387** | **5,780** | **4,614** | **29.8** |
| Anchorage | 226.8 | Male | 116,651 | 13,484 | 11,689 | 9,453 | 12,687 | 24,421 | 22,631 | 12,612 | 6,089 | 3,585 | 29.5 |
| | | Female | 110,149 | 12,802 | 10,994 | 8,820 | 11,040 | 23,740 | 20,972 | 11,387 | 5,780 | 4,614 | 29.8 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Aleutians East | 2.5 | Male | 1,603 | 108 | 108 | 79 | 293 | 447 | 288 | 148 | 98 | 34 | 29.8 |
| | | Female | 897 | 115 | 84 | 65 | 109 | 211 | 149 | 99 | 42 | 23 | 28.6 |
| Aleutians West | 9.7 | Male | 6,381 | 517 | 315 | 203 | 1,597 | 2,019 | 1,126 | 409 | 149 | 46 | 27.8 |
| | | Female | 3,319 | 450 | 299 | 170 | 654 | 933 | 509 | 182 | 85 | 37 | 25.9 |
| Anchorage | 226.8 | Male | 116,651 | 13,484 | 11,689 | 9,453 | 12,687 | 24,421 | 22,631 | 12,612 | 6,089 | 3,585 | 29.5 |
| | | Female | 110,149 | 12,802 | 10,994 | 8,820 | 11,040 | 23,740 | 20,972 | 11,387 | 5,780 | 4,614 | 29.8 |
| Bethel | 13.8 | Male | 7,233 | 1,161 | 899 | 700 | 747 | 1,348 | 1,066 | 607 | 368 | 337 | 25.8 |
| | | Female | 6,567 | 1,087 | 898 | 680 | 723 | 1,194 | 803 | 547 | 310 | 325 | 24.0 |
| Bristol Bay | 1.4 | Male | 842 | 69 | 65 | 52 | 100 | 260 | 154 | 77 | 45 | 20 | 30.2 |
| | | Female | 558 | 79 | 61 | 53 | 50 | 125 | 98 | 53 | 17 | 22 | 27.9 |
| Dillingham | 4.1 | Male | 2,120 | 340 | 274 | 183 | 181 | 402 | 339 | 183 | 121 | 97 | 27.0 |
| | | Female | 1,980 | 334 | 249 | 163 | 171 | 372 | 299 | 172 | 110 | 110 | 27.0 |
| Fairbanks North Star | 78.8 | Male | 42,085 | 5,137 | 4,429 | 3,342 | 5,932 | 8,824 | 7,688 | 3,690 | 1,831 | 1,212 | 27.5 |
| | | Female | 36,715 | 4,882 | 3,980 | 3,067 | 4,241 | 8,129 | 6,420 | 3,050 | 1,601 | 1,345 | 27.7 |
| Haines | 2.1 | Male | 1,120 | 101 | 102 | 104 | 73 | 186 | 238 | 140 | 88 | 88 | 34.7 |
| | | Female | 980 | 87 | 112 | 82 | 56 | 167 | 192 | 124 | 70 | 90 | 34.2 |
| Juneau | 26.8 | Male | 13,607 | 1,553 | 1,405 | 1,123 | 1,047 | 2,559 | 2,921 | 1,678 | 733 | 588 | 31.5 |
| | | Female | 13,193 | 1,442 | 1,317 | 1,056 | 1,058 | 2,586 | 2,838 | 1,414 | 709 | 773 | 31.7 |
| Kenai Peninsula | 41.3 | Male | 21,879 | 2,398 | 2,507 | 2,154 | 1,605 | 3,800 | 4,525 | 2,501 | 1,380 | 1,009 | 31.0 |
| | | Female | 19,421 | 2,341 | 2,282 | 1,936 | 1,392 | 3,532 | 3,795 | 1,965 | 1,171 | 1,007 | 30.0 |
| Ketchikan Gateway | 13.9 | Male | 7,258 | 779 | 742 | 623 | 632 | 1,292 | 1,381 | 905 | 477 | 427 | 31.6 |
| | | Female | 6,642 | 720 | 717 | 582 | 551 | 1,221 | 1,226 | 739 | 407 | 479 | 31.2 |
| Kodiak Island | 13.5 | Male | 7,503 | 906 | 735 | 537 | 879 | 1,736 | 1,480 | 679 | 343 | 208 | 29.0 |
| | | Female | 5,997 | 826 | 675 | 545 | 570 | 1,295 | 1,116 | 498 | 251 | 221 | 28.0 |
| Lake and Peninsula | 1.7 | Male | 929 | 132 | 115 | 80 | 73 | 201 | 132 | 85 | 63 | 48 | 28.2 |
| | | Female | 771 | 139 | 108 | 76 | 62 | 148 | 98 | 57 | 45 | 38 | 25.0 |
| Matanuska - Susitna | 40.3 | Male | 20,923 | 2,557 | 2,685 | 2,069 | 1,213 | 3,501 | 4,368 | 2,329 | 1,245 | 956 | 30.5 |
| | | Female | 19,377 | 2,412 | 2,526 | 2,039 | 1,169 | 3,641 | 3,847 | 1,769 | 1,053 | 921 | 29.2 |
| Nome | 8.4 | Male | 4,537 | 668 | 529 | 465 | 422 | 844 | 747 | 415 | 240 | 207 | 27.2 |
| | | Female | 3,863 | 660 | 502 | 413 | 344 | 689 | 514 | 319 | 207 | 215 | 25.2 |
| North Slope | 6.1 | Male | 3,323 | 545 | 393 | 242 | 285 | 648 | 566 | 359 | 196 | 89 | 28.0 |
| | | Female | 2,777 | 500 | 371 | 247 | 278 | 533 | 364 | 243 | 132 | 109 | 24.8 |
| Northwest Arctic | 6.2 | Male | 3,275 | 585 | 446 | 357 | 335 | 579 | 434 | 250 | 160 | 129 | 23.2 |
| | | Female | 2,925 | 582 | 423 | 297 | 304 | 506 | 319 | 183 | 157 | 154 | 21.7 |
| Prince of Wales - Outer Ketchikan | 6.4 | Male | 3,621 | 384 | 375 | 315 | 294 | 694 | 730 | 484 | 221 | 124 | 31.4 |
| | | Female | 2,779 | 375 | 362 | 266 | 232 | 523 | 502 | 285 | 140 | 94 | 28.0 |
| Sitka | 8.6 | Male | 4,512 | 457 | 524 | 403 | 439 | 855 | 798 | 554 | 269 | 213 | 30.1 |
| | | Female | 4,088 | 490 | 432 | 350 | 340 | 813 | 706 | 442 | 239 | 276 | 30.3 |
| Skagway - Yakutat - Angoon | 4.5 | Male | 2,491 | 244 | 283 | 226 | 171 | 491 | 520 | 280 | 157 | 119 | 31.5 |
| | | Female | 2,009 | 258 | 253 | 216 | 127 | 351 | 361 | 211 | 113 | 119 | 29.3 |
| Southeast Fairbanks | 5.9 | Male | 3,180 | 393 | 410 | 336 | 266 | 558 | 583 | 352 | 166 | 116 | 28.3 |
| | | Female | 2,720 | 356 | 372 | 250 | 222 | 526 | 496 | 264 | 132 | 102 | 28.0 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **ALASKA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Valdez - Cordova | 10.0 | Male | 5,498 | 563 | 535 | 442 | 439 | 1,069 | 1,174 | 664 | 369 | 243 | 32.2 |
| | | Female | 4,502 | 504 | 495 | 395 | 354 | 874 | 938 | 477 | 252 | 213 | 30.8 |
| Wade Hampton | 5.9 | Male | 3,065 | 655 | 387 | 327 | 319 | 520 | 344 | 216 | 153 | 144 | 21.6 |
| | | Female | 2,835 | 618 | 383 | 350 | 326 | 430 | 286 | 177 | 149 | 116 | 19.4 |
| Wrangell - Petersburg | 7.2 | Male | 3,862 | 451 | 396 | 306 | 302 | 695 | 749 | 461 | 245 | 257 | 31.8 |
| | | Female | 3,338 | 401 | 348 | 329 | 235 | 621 | 596 | 326 | 226 | 256 | 30.7 |
| Yukon - Koyukuk | 8.6 | Male | 4,856 | 589 | 551 | 443 | 371 | 915 | 908 | 565 | 293 | 221 | 30.2 |
| | | Female | 3,744 | 554 | 481 | 385 | 256 | 685 | 652 | 345 | 214 | 172 | 27.9 |
| **TOTAL METRO COUNTIES** | **226.8** | **Male** | **116,651** | **13,484** | **11,689** | **9,453** | **12,687** | **24,421** | **22,631** | **12,612** | **6,089** | **3,585** | **29.5** |
| | | **Female** | **110,149** | **12,802** | **10,994** | **8,820** | **11,040** | **23,740** | **20,972** | **11,387** | **5,780** | **4,614** | **29.8** |
| **TOTAL STATE** | **554.5** | **Male** | **292,354** | **34,776** | **30,899** | **24,564** | **30,702** | **58,864** | **55,890** | **30,643** | **15,499** | **10,517** | **29.3** |
| | | **Female** | **262,146** | **33,014** | **28,724** | **22,832** | **24,864** | **53,845** | **48,096** | **25,328** | **13,612** | **11,831** | **29.0** |
| **ARIZONA** | | | | | | | | | | | | | |
| **PHOENIX** | **2,169.7** | **Male** | **1,068,981** | **108,808** | **97,268** | **86,640** | **118,394** | **201,839** | **160,987** | **105,229** | **76,794** | **113,022** | **31.1** |
| | | **Female** | **1,100,719** | **103,768** | **92,878** | **82,967** | **110,468** | **194,844** | **161,528** | **109,721** | **86,749** | **157,796** | **33.2** |
| Maricopa | 2,169.7 | Male | 1,068,981 | 108,808 | 97,268 | 86,640 | 118,394 | 201,839 | 160,987 | 105,229 | 76,794 | 113,022 | 31.1 |
| | | Female | 1,100,719 | 103,768 | 92,878 | 82,967 | 110,468 | 194,844 | 161,528 | 109,721 | 86,749 | 157,796 | 33.2 |
| **TUCSON** | **677.9** | **Male** | **331,589** | **31,972** | **28,769** | **26,370** | **40,169** | **58,067** | **49,963** | **31,358** | **25,916** | **39,005** | **31.6** |
| | | **Female** | **346,311** | **30,239** | **27,764** | **25,274** | **38,655** | **56,679** | **49,947** | **33,955** | **29,958** | **53,840** | **34.0** |
| Pima | 677.9 | Male | 331,589 | 31,972 | 28,769 | 26,370 | 40,169 | 58,067 | 49,963 | 31,358 | 25,916 | 39,005 | 31.6 |
| | | Female | 346,311 | 30,239 | 27,764 | 25,274 | 38,655 | 56,679 | 49,947 | 33,955 | 29,958 | 53,840 | 34.0 |
| **YUMA** | **108.9** | **Male** | **55,404** | **5,720** | **5,565** | **5,293** | **6,871** | **8,872** | **6,887** | **4,563** | **4,364** | **7,269** | **29.8** |
| | | **Female** | **53,496** | **5,601** | **5,411** | **4,866** | **5,378** | **8,314** | **6,670** | **4,772** | **4,662** | **7,822** | **31.6** |
| Yuma | 108.9 | Male | 55,404 | 5,720 | 5,565 | 5,293 | 6,871 | 8,872 | 6,887 | 4,563 | 4,364 | 7,269 | 29.8 |
| | | Female | 53,496 | 5,601 | 5,411 | 4,866 | 5,378 | 8,314 | 6,670 | 4,772 | 4,662 | 7,822 | 31.6 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Apache | 62.7 | Male | 30,806 | 4,723 | 4,559 | 3,995 | 3,279 | 4,454 | 3,567 | 2,588 | 1,729 | 1,912 | 22.5 |
| | | Female | 31,894 | 4,712 | 4,366 | 3,948 | 3,136 | 4,859 | 3,774 | 2,783 | 2,024 | 2,292 | 24.5 |
| Cochise | 98.8 | Male | 50,306 | 4,876 | 4,776 | 4,894 | 5,502 | 7,947 | 7,120 | 5,103 | 4,346 | 5,742 | 31.4 |
| | | Female | 48,494 | 4,430 | 4,584 | 4,524 | 4,223 | 7,174 | 6,774 | 5,265 | 4,697 | 6,823 | 34.0 |
| Coconino | 98.6 | Male | 49,111 | 5,531 | 5,282 | 4,902 | 8,046 | 8,339 | 7,430 | 4,295 | 2,758 | 2,528 | 26.0 |
| | | Female | 49,489 | 5,333 | 5,136 | 4,676 | 8,362 | 8,333 | 7,336 | 4,309 | 2,892 | 3,112 | 26.5 |
| Gila | 40.7 | Male | 19,874 | 1,773 | 1,873 | 1,864 | 1,335 | 2,292 | 2,595 | 2,173 | 2,251 | 3,718 | 38.1 |
| | | Female | 20,826 | 1,828 | 1,799 | 1,770 | 1,340 | 2,400 | 2,652 | 2,345 | 2,536 | 4,156 | 39.8 |
| Graham | 26.9 | Male | 13,812 | 1,444 | 1,628 | 1,432 | 1,558 | 2,122 | 1,886 | 1,217 | 1,013 | 1,512 | 29.0 |
| | | Female | 13,088 | 1,465 | 1,542 | 1,473 | 1,257 | 1,628 | 1,527 | 1,181 | 1,140 | 1,875 | 30.0 |
| Greenlee | 7.8 | Male | 3,948 | 397 | 507 | 495 | 219 | 513 | 595 | 437 | 369 | 416 | 31.9 |
| | | Female | 3,852 | 360 | 468 | 454 | 253 | 566 | 531 | 412 | 353 | 455 | 31.9 |
| La Paz | 14.0 | Male | 7,174 | 703 | 641 | 599 | 515 | 929 | 868 | 748 | 796 | 1,375 | 37.3 |
| | | Female | 6,826 | 632 | 600 | 564 | 527 | 863 | 857 | 721 | 771 | 1,291 | 37.6 |
| Maricopa | 2,169.7 | Male | 1,068,981 | 108,808 | 97,268 | 86,640 | 118,394 | 201,839 | 160,987 | 105,229 | 76,794 | 113,022 | 31.1 |
| | | Female | 1,100,719 | 103,768 | 92,878 | 82,967 | 110,468 | 194,844 | 161,528 | 109,721 | 86,749 | 157,796 | 33.2 |
| Mohave | 96.2 | Male | 47,884 | 3,995 | 3,739 | 3,578 | 3,267 | 6,274 | 6,197 | 5,293 | 6,015 | 9,526 | 40.0 |
| | | Female | 48,316 | 3,734 | 3,615 | 3,194 | 3,116 | 6,236 | 6,143 | 5,669 | 6,405 | 10,204 | 41.9 |
| Navajo | 78.4 | Male | 39,037 | 5,416 | 5,237 | 4,739 | 3,713 | 5,825 | 4,920 | 3,537 | 2,695 | 2,955 | 25.7 |
| | | Female | 39,363 | 5,291 | 5,041 | 4,582 | 3,517 | 5,806 | 4,987 | 3,723 | 2,965 | 3,451 | 27.2 |
| Pima | 677.9 | Male | 331,589 | 31,972 | 28,769 | 26,370 | 40,169 | 58,067 | 49,963 | 31,358 | 25,916 | 39,005 | 31.6 |
| | | Female | 346,311 | 30,239 | 27,764 | 25,274 | 38,655 | 56,679 | 49,947 | 33,955 | 29,958 | 53,840 | 34.0 |
| Pinal | 118.3 | Male | 60,611 | 6,132 | 6,237 | 5,539 | 5,856 | 9,394 | 8,461 | 6,068 | 5,357 | 7,567 | 32.0 |
| | | Female | 57,689 | 5,993 | 5,794 | 5,195 | 4,809 | 8,401 | 7,576 | 5,707 | 5,624 | 8,590 | 33.4 |
| Santa Cruz | 30.4 | Male | 14,469 | 1,745 | 1,815 | 1,780 | 1,356 | 2,026 | 1,920 | 1,336 | 1,110 | 1,381 | 27.7 |
| | | Female | 15,931 | 1,730 | 1,741 | 1,716 | 1,450 | 2,371 | 2,196 | 1,553 | 1,339 | 1,835 | 30.6 |
| Yavapai | 110.7 | Male | 54,137 | 3,950 | 4,395 | 4,063 | 4,268 | 6,045 | 7,343 | 5,518 | 6,334 | 12,221 | 40.9 |
| | | Female | 56,563 | 3,732 | 4,097 | 3,738 | 3,292 | 6,405 | 7,627 | 6,323 | 7,344 | 14,005 | 44.2 |
| Yuma | 108.9 | Male | 55,404 | 5,720 | 5,565 | 5,293 | 6,871 | 8,872 | 6,887 | 4,563 | 4,364 | 7,269 | 29.8 |
| | | Female | 53,496 | 5,601 | 5,411 | 4,866 | 5,378 | 8,314 | 6,670 | 4,772 | 4,662 | 7,822 | 31.6 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES | | | | Population by Age and Sex | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | Median Age By Sex |
| **ARIZONA (continued)** | | | | | | | | | | | | | |
| **TOTAL METRO COUNTIES** | **2,956.5** | **Male** | **1,455,974** | **146,500** | **131,602** | **118,303** | **165,434** | **268,778** | **217,837** | **141,150** | **107,074** | **159,296** | **31.2** |
| | | **Female** | **1,500,526** | **139,608** | **126,053** | **113,107** | **154,501** | **259,837** | **218,145** | **148,448** | **121,369** | **219,458** | **33.4** |
| **TOTAL STATE** | **3,740.0** | **Male** | **1,847,143** | **187,185** | **172,291** | **156,183** | **204,348** | **324,938** | **270,739** | **179,463** | **141,847** | **210,149** | **31.3** |
| | | **Female** | **1,892,857** | **178,848** | **164,836** | **148,941** | **189,783** | **314,879** | **270,125** | **188,439** | **159,459** | **277,547** | **33.4** |
| **ARKANSAS** | | | | | | | | | | | | | |
| **FAYETTEVILLE - SPRINGDALE** | **114.6** | **Male** | **56,628** | **4,994** | **4,907** | **4,752** | **8,935** | **9,834** | **8,181** | **5,671** | **4,144** | **5,210** | **29.8** |
| | | **Female** | **57,972** | **4,816** | **4,754** | **4,396** | **8,219** | **9,204** | **8,431** | **5,942** | **4,506** | **7,704** | **32.4** |
| Washington | 114.6 | Male | 56,628 | 4,994 | 4,907 | 4,752 | 8,935 | 9,834 | 8,181 | 5,671 | 4,144 | 5,210 | 29.8 |
| | | Female | 57,972 | 4,816 | 4,754 | 4,396 | 8,219 | 9,204 | 8,431 | 5,942 | 4,506 | 7,704 | 32.4 |
| **FORT SMITH** | **177.3** | **Male** | **86,078** | **8,265** | **8,528** | **8,357** | **8,096** | **13,751** | **12,610** | **9,851** | **7,231** | **9,389** | **32.1** |
| | | **Female** | **91,222** | **7,787** | **7,844** | **7,825** | **8,188** | **14,199** | **13,137** | **10,103** | **7,861** | **14,278** | **34.8** |
| Crawford | 43.1 | Male | 21,065 | 2,041 | 2,334 | 2,182 | 1,837 | 3,297 | 3,041 | 2,461 | 1,783 | 2,089 | 31.5 |
| | | Female | 22,035 | 1,969 | 2,005 | 2,061 | 1,902 | 3,547 | 3,221 | 2,493 | 1,782 | 3,055 | 33.7 |
| Sebastian | 100.1 | Male | 48,381 | 4,641 | 4,506 | 4,402 | 4,703 | 8,122 | 7,294 | 5,393 | 3,911 | 5,409 | 32.3 |
| | | Female | 51,719 | 4,336 | 4,238 | 4,133 | 4,684 | 8,143 | 7,491 | 5,593 | 4,466 | 8,635 | 35.4 |
| *Sequoyah, Okla.* | *34.1* | *Male* | *16,632* | *1,583* | *1,688* | *1,773* | *1,556* | *2,332* | *2,275* | *1,997* | *1,537* | *1,891* | *32.4* |
| | | *Female* | *17,468* | *1,482* | *1,601* | *1,631* | *1,602* | *2,509* | *2,425* | *2,017* | *1,613* | *2,588* | *34.6* |
| **LITTLE ROCK - NORTH LITTLE ROCK** | **516.1** | **Male** | **247,956** | **24,030** | **23,802** | **22,936** | **26,061** | **44,280** | **38,838** | **26,531** | **18,700** | **22,778** | **31.1** |
| | | **Female** | **268,144** | **22,941** | **22,399** | **21,866** | **27,772** | **46,345** | **41,204** | **28,199** | **21,642** | **35,776** | **33.4** |
| Faulkner | 61.2 | Male | 29,606 | 2,718 | 2,769 | 2,641 | 4,567 | 4,883 | 4,265 | 2,981 | 2,100 | 2,682 | 29.3 |
| | | Female | 31,594 | 2,621 | 2,553 | 2,539 | 5,268 | 5,081 | 4,333 | 3,020 | 2,325 | 3,854 | 30.5 |
| Lonoke | 39.7 | Male | 19,501 | 1,815 | 2,175 | 2,078 | 1,677 | 3,110 | 2,917 | 2,338 | 1,547 | 1,844 | 31.4 |
| | | Female | 20,199 | 1,689 | 2,035 | 1,967 | 1,672 | 3,193 | 3,030 | 2,325 | 1,531 | 2,757 | 33.6 |
| Pulaski | 350.1 | Male | 166,673 | 16,626 | 15,662 | 14,986 | 17,009 | 31,028 | 26,541 | 17,288 | 12,316 | 15,217 | 31.1 |
| | | Female | 183,427 | 15,991 | 14,849 | 14,383 | 17,973 | 32,719 | 28,670 | 19,010 | 14,833 | 24,999 | 33.7 |
| Saline | 65.1 | Male | 32,176 | 2,871 | 3,196 | 3,231 | 2,808 | 5,259 | 5,115 | 3,924 | 2,737 | 3,035 | 32.6 |
| | | Female | 32,924 | 2,640 | 2,962 | 2,977 | 2,859 | 5,352 | 5,171 | 3,844 | 2,953 | 4,166 | 34.4 |
| **PINE BLUFF** | **85.4** | **Male** | **41,059** | **3,897** | **4,247** | **4,331** | **4,908** | **6,101** | **5,643** | **4,247** | **3,101** | **4,584** | **30.2** |
| | | **Female** | **44,341** | **3,853** | **4,142** | **3,858** | **4,645** | **6,585** | **6,086** | **4,402** | **3,859** | **6,911** | **33.6** |
| Jefferson | 85.4 | Male | 41,059 | 3,897 | 4,247 | 4,331 | 4,908 | 6,101 | 5,643 | 4,247 | 3,101 | 4,584 | 30.2 |
| | | Female | 44,341 | 3,853 | 4,142 | 3,858 | 4,645 | 6,585 | 6,086 | 4,402 | 3,859 | 6,911 | 33.6 |
| **TEXARKANA** | **120.4** | **Male** | **57,959** | **5,532** | **5,791** | **5,758** | **5,429** | **9,070** | **8,595** | **6,238** | **4,842** | **6,704** | **32.1** |
| | | **Female** | **62,441** | **5,221** | **5,604** | **5,496** | **5,427** | **9,207** | **8,945** | **6,484** | **5,605** | **10,452** | **35.3** |
| Miller | 38.5 | Male | 18,373 | 1,845 | 1,885 | 1,933 | 1,870 | 2,785 | 2,491 | 1,922 | 1,546 | 2,096 | 30.9 |
| | | Female | 20,127 | 1,726 | 1,867 | 1,756 | 1,849 | 2,972 | 2,796 | 2,076 | 1,788 | 3,297 | 34.6 |
| *Bowie, Tex.* | *81.9* | *Male* | *39,586* | *3,687* | *3,906* | *3,825* | *3,559* | *6,285* | *6,104* | *4,316* | *3,296* | *4,608* | *32.7* |
| | | *Female* | *42,314* | *3,495* | *3,737* | *3,740* | *3,578* | *6,235* | *6,149* | *4,408* | *3,817* | *7,155* | *35.6* |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Arkansas | 21.5 | Male | 10,158 | 932 | 1,011 | 1,061 | 792 | 1,391 | 1,520 | 1,123 | 936 | 1,392 | 34.2 |
| | | Female | 11,342 | 856 | 1,054 | 1,021 | 850 | 1,597 | 1,554 | 1,128 | 1,078 | 2,204 | 36.9 |
| Ashley | 24.2 | Male | 11,620 | 1,045 | 1,166 | 1,219 | 1,083 | 1,669 | 1,624 | 1,380 | 1,039 | 1,395 | 32.8 |
| | | Female | 12,580 | 1,081 | 1,163 | 1,187 | 1,121 | 1,693 | 1,703 | 1,371 | 1,136 | 2,125 | 35.3 |
| Baxter | 31.5 | Male | 14,979 | 1,001 | 1,073 | 1,127 | 901 | 1,571 | 1,791 | 1,505 | 1,857 | 4,153 | 45.2 |
| | | Female | 16,521 | 872 | 1,055 | 1,027 | 931 | 1,726 | 1,918 | 1,773 | 2,183 | 5,036 | 48.8 |
| Benton | 99.4 | Male | 48,446 | 4,269 | 4,420 | 4,119 | 4,283 | 7,362 | 6,622 | 4,933 | 4,583 | 7,855 | 34.7 |
| | | Female | 50,954 | 4,150 | 4,108 | 3,753 | 4,389 | 7,347 | 6,758 | 5,235 | 5,336 | 9,878 | 37.6 |
| Boone | 28.5 | Male | 13,623 | 1,193 | 1,215 | 1,272 | 1,240 | 1,934 | 1,877 | 1,507 | 1,364 | 2,021 | 34.8 |
| | | Female | 14,877 | 1,112 | 1,131 | 1,191 | 1,235 | 2,093 | 1,983 | 1,687 | 1,558 | 2,887 | 38.4 |
| Bradley | 11.7 | Male | 5,552 | 484 | 542 | 576 | 491 | 731 | 743 | 604 | 531 | 850 | 34.3 |
| | | Female | 6,148 | 475 | 459 | 507 | 532 | 779 | 725 | 665 | 641 | 1,365 | 39.4 |
| Calhoun | 5.8 | Male | 2,803 | 258 | 306 | 262 | 241 | 423 | 387 | 290 | 243 | 393 | 32.9 |
| | | Female | 2,997 | 256 | 255 | 233 | 261 | 457 | 370 | 328 | 277 | 560 | 36.0 |
| Carroll | 18.8 | Male | 9,083 | 755 | 807 | 791 | 730 | 1,266 | 1,294 | 1,032 | 955 | 1,453 | 36.5 |
| | | Female | 9,717 | 695 | 765 | 767 | 707 | 1,243 | 1,420 | 1,132 | 1,033 | 1,955 | 39.8 |
| Chicot | 15.5 | Male | 7,124 | 780 | 881 | 909 | 665 | 848 | 789 | 673 | 579 | 1,000 | 28.9 |
| | | Female | 8,376 | 738 | 872 | 866 | 728 | 1,056 | 973 | 825 | 807 | 1,511 | 34.3 |
| Clark | 21.2 | Male | 10,047 | 790 | 827 | 816 | 1,899 | 1,310 | 1,191 | 973 | 826 | 1,415 | 30.3 |
| | | Female | 11,153 | 762 | 759 | 845 | 1,884 | 1,392 | 1,330 | 1,057 | 996 | 2,128 | 34.5 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **ARKANSAS (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Clay | 18.0 | Male | 8,597 | 626 | 730 | 785 | 749 | 1,173 | 1,077 | 1,031 | 924 | 1,502 | 37.2 |
| | | Female | 9,403 | 623 | 691 | 719 | 708 | 1,155 | 1,123 | 1,066 | 1,101 | 2,217 | 42.2 |
| Cleburne | 19.6 | Male | 9,491 | 651 | 742 | 803 | 684 | 1,221 | 1,210 | 1,116 | 1,224 | 1,840 | 40.3 |
| | | Female | 10,109 | 639 | 719 | 730 | 648 | 1,298 | 1,203 | 1,291 | 1,345 | 2,236 | 43.5 |
| Cleveland | 7.8 | Male | 3,790 | 348 | 321 | 371 | 363 | 521 | 528 | 483 | 382 | 473 | 34.4 |
| | | Female | 4,010 | 295 | 373 | 355 | 346 | 522 | 593 | 471 | 365 | 690 | 36.9 |
| Columbia | 25.7 | Male | 12,042 | 1,092 | 1,230 | 1,085 | 1,444 | 1,745 | 1,515 | 1,181 | 1,080 | 1,670 | 31.7 |
| | | Female | 13,658 | 1,111 | 1,151 | 1,122 | 1,441 | 1,910 | 1,610 | 1,386 | 1,271 | 2,656 | 35.6 |
| Conway | 19.1 | Male | 9,157 | 805 | 920 | 935 | 792 | 1,347 | 1,205 | 1,015 | 869 | 1,269 | 33.4 |
| | | Female | 9,943 | 851 | 851 | 865 | 827 | 1,406 | 1,222 | 1,059 | 1,005 | 1,857 | 36.4 |
| Craighead | 69.5 | Male | 33,427 | 3,062 | 2,957 | 2,909 | 4,836 | 5,491 | 4,710 | 3,586 | 2,686 | 3,190 | 30.4 |
| | | Female | 36,073 | 2,887 | 2,778 | 2,742 | 5,002 | 5,594 | 4,988 | 3,791 | 3,062 | 5,229 | 33.3 |
| Crawford | 43.1 | Male | 21,065 | 2,041 | 2,334 | 2,182 | 1,837 | 3,297 | 3,041 | 2,461 | 1,783 | 2,089 | 31.5 |
| | | Female | 22,035 | 1,969 | 2,005 | 2,061 | 1,902 | 3,547 | 3,221 | 2,493 | 1,782 | 3,055 | 33.7 |
| ☐ Crittenden | 50.1 | Male | 23,638 | 2,735 | 2,725 | 2,655 | 2,364 | 3,732 | 3,243 | 2,393 | 1,702 | 2,089 | 28.6 |
| | | Female | 26,462 | 2,716 | 2,678 | 2,582 | 2,645 | 4,272 | 3,600 | 2,705 | 2,058 | 3,206 | 31.1 |
| Cross | 19.1 | Male | 9,164 | 915 | 992 | 1,073 | 824 | 1,294 | 1,297 | 992 | 715 | 1,062 | 31.0 |
| | | Female | 9,936 | 868 | 933 | 1,031 | 923 | 1,410 | 1,271 | 1,070 | 839 | 1,591 | 33.6 |
| Dallas | 9.5 | Male | 4,544 | 410 | 448 | 452 | 378 | 586 | 638 | 509 | 424 | 699 | 35.0 |
| | | Female | 4,956 | 369 | 413 | 444 | 380 | 660 | 659 | 507 | 488 | 1,036 | 38.2 |
| Desha | 16.6 | Male | 7,747 | 844 | 919 | 900 | 692 | 1,059 | 1,030 | 780 | 570 | 953 | 29.9 |
| | | Female | 8,853 | 838 | 945 | 852 | 797 | 1,249 | 1,129 | 823 | 712 | 1,508 | 33.0 |
| Drew | 17.3 | Male | 8,314 | 782 | 874 | 831 | 1,073 | 1,175 | 1,114 | 876 | 669 | 920 | 30.1 |
| | | Female | 8,986 | 724 | 802 | 838 | 1,032 | 1,297 | 1,225 | 912 | 739 | 1,417 | 33.5 |
| Faulkner | 61.2 | Male | 29,606 | 2,718 | 2,769 | 2,641 | 4,567 | 4,883 | 4,265 | 2,981 | 2,100 | 2,682 | 29.3 |
| | | Female | 31,594 | 2,621 | 2,553 | 2,539 | 5,268 | 5,081 | 4,333 | 3,020 | 2,325 | 3,854 | 30.5 |
| Franklin | 14.9 | Male | 7,389 | 612 | 696 | 777 | 724 | 1,024 | 1,008 | 828 | 695 | 1,025 | 33.6 |
| | | Female | 7,511 | 608 | 619 | 625 | 588 | 1,059 | 1,006 | 822 | 708 | 1,476 | 37.5 |
| Fulton | 10.1 | Male | 4,831 | 365 | 369 | 453 | 373 | 563 | 656 | 564 | 538 | 950 | 39.5 |
| | | Female | 5,269 | 370 | 418 | 420 | 342 | 624 | 664 | 588 | 658 | 1,185 | 41.9 |
| Garland | 73.7 | Male | 35,063 | 2,628 | 2,750 | 2,837 | 2,846 | 4,643 | 4,682 | 3,768 | 3,929 | 6,980 | 38.9 |
| | | Female | 38,637 | 2,569 | 2,573 | 2,624 | 2,740 | 4,858 | 4,992 | 4,239 | 4,757 | 9,285 | 42.9 |
| Grant | 14.1 | Male | 6,933 | 590 | 660 | 685 | 630 | 1,049 | 1,073 | 916 | 589 | 741 | 33.6 |
| | | Female | 7,167 | 606 | 607 | 657 | 609 | 1,063 | 1,052 | 879 | 632 | 1,062 | 35.4 |
| Greene | 31.9 | Male | 15,425 | 1,371 | 1,342 | 1,447 | 1,485 | 2,264 | 2,241 | 1,851 | 1,443 | 1,981 | 34.1 |
| | | Female | 16,475 | 1,251 | 1,290 | 1,391 | 1,509 | 2,293 | 2,211 | 1,920 | 1,658 | 2,952 | 37.3 |
| Hempstead | 21.5 | Male | 10,214 | 1,002 | 1,065 | 972 | 867 | 1,511 | 1,391 | 1,096 | 910 | 1,400 | 32.9 |
| | | Female | 11,286 | 908 | 1,045 | 992 | 874 | 1,663 | 1,416 | 1,149 | 1,061 | 2,178 | 36.1 |
| Hot Spring | 26.1 | Male | 12,612 | 1,092 | 1,198 | 1,238 | 1,075 | 1,744 | 1,827 | 1,394 | 1,255 | 1,789 | 34.8 |
| | | Female | 13,488 | 1,013 | 1,094 | 1,164 | 1,047 | 1,811 | 1,895 | 1,534 | 1,385 | 2,545 | 38.2 |
| Howard | 13.6 | Male | 6,522 | 639 | 656 | 673 | 572 | 934 | 839 | 723 | 539 | 947 | 32.7 |
| | | Female | 7,078 | 563 | 641 | 608 | 610 | 972 | 915 | 743 | 625 | 1,401 | 36.6 |
| Independence | 31.2 | Male | 15,176 | 1,341 | 1,521 | 1,457 | 1,397 | 2,251 | 2,204 | 1,727 | 1,380 | 1,898 | 33.3 |
| | | Female | 16,024 | 1,197 | 1,350 | 1,383 | 1,408 | 2,348 | 2,328 | 1,795 | 1,533 | 2,682 | 36.4 |
| Izard | 11.4 | Male | 5,469 | 421 | 431 | 435 | 381 | 631 | 645 | 607 | 625 | 1,293 | 41.8 |
| | | Female | 5,931 | 373 | 409 | 403 | 359 | 663 | 686 | 685 | 700 | 1,653 | 46.0 |
| Jackson | 18.8 | Male | 8,971 | 752 | 772 | 989 | 737 | 1,260 | 1,257 | 1,042 | 841 | 1,321 | 34.8 |
| | | Female | 9,829 | 717 | 818 | 809 | 722 | 1,354 | 1,302 | 1,090 | 1,017 | 2,000 | 38.8 |
| Jefferson | 85.4 | Male | 41,059 | 3,897 | 4,247 | 4,331 | 4,908 | 6,101 | 5,643 | 4,247 | 3,101 | 4,584 | 30.2 |
| | | Female | 44,341 | 3,853 | 4,142 | 3,858 | 4,645 | 6,585 | 6,086 | 4,402 | 3,859 | 6,911 | 33.6 |
| Johnson | 18.2 | Male | 8,866 | 723 | 822 | 808 | 990 | 1,261 | 1,158 | 967 | 846 | 1,291 | 33.6 |
| | | Female | 9,334 | 676 | 756 | 746 | 912 | 1,306 | 1,136 | 991 | 943 | 1,868 | 37.4 |
| Lafayette | 9.6 | Male | 4,581 | 425 | 463 | 496 | 438 | 601 | 574 | 537 | 405 | 642 | 32.8 |
| | | Female | 5,019 | 363 | 451 | 470 | 416 | 639 | 632 | 541 | 448 | 1,059 | 37.7 |
| Lawrence | 17.3 | Male | 8,292 | 717 | 774 | 782 | 829 | 1,118 | 1,080 | 912 | 773 | 1,307 | 34.3 |
| | | Female | 9,008 | 638 | 673 | 710 | 796 | 1,208 | 1,136 | 1,014 | 908 | 1,925 | 39.2 |
| Lee | 12.9 | Male | 6,078 | 663 | 777 | 861 | 482 | 656 | 693 | 595 | 532 | 819 | 28.9 |
| | | Female | 6,822 | 641 | 697 | 727 | 600 | 805 | 847 | 654 | 643 | 1,208 | 34.3 |
| Lincoln | 13.7 | Male | 8,059 | 486 | 546 | 552 | 983 | 2,157 | 1,374 | 793 | 515 | 653 | 31.8 |
| | | Female | 5,641 | 525 | 533 | 562 | 487 | 758 | 708 | 560 | 507 | 1,001 | 34.4 |
| Little River | 14.0 | Male | 6,788 | 599 | 705 | 724 | 659 | 950 | 948 | 811 | 605 | 707 | 32.4 |
| | | Female | 7,212 | 579 | 656 | 698 | 643 | 1,010 | 1,006 | 813 | 629 | 1,178 | 35.2 |
| Logan | 20.6 | Male | 10,139 | 891 | 975 | 1,107 | 878 | 1,466 | 1,346 | 1,144 | 900 | 1,432 | 33.3 |
| | | Female | 10,461 | 866 | 869 | 891 | 848 | 1,373 | 1,379 | 1,175 | 983 | 2,077 | 37.8 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex<br>0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ARKANSAS (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Lonoke | 39.7 | Male | 19,501 | 1,815 | 2,175 | 2,078 | 1,677 | 3,110 | 2,917 | 2,338 | 1,547 | 1,844 | 31.4 |
| | | Female | 20,199 | 1,689 | 2,035 | 1,967 | 1,672 | 3,193 | 3,030 | 2,325 | 1,531 | 2,757 | 33.6 |
| Madison | 11.7 | Male | 5,739 | 523 | 531 | 532 | 508 | 759 | 833 | 660 | 549 | 844 | 35.2 |
| | | Female | 5,961 | 512 | 538 | 519 | 426 | 812 | 807 | 684 | 587 | 1,076 | 37.1 |
| Marion | 12.1 | Male | 5,893 | 423 | 478 | 497 | 388 | 668 | 747 | 703 | 733 | 1,256 | 41.6 |
| | | Female | 6,207 | 367 | 451 | 453 | 384 | 729 | 811 | 728 | 792 | 1,492 | 43.9 |
| Miller | 38.5 | Male | 18,373 | 1,845 | 1,885 | 1,933 | 1,870 | 2,785 | 2,491 | 1,922 | 1,546 | 2,096 | 30.9 |
| | | Female | 20,127 | 1,726 | 1,867 | 1,756 | 1,849 | 2,972 | 2,796 | 2,076 | 1,788 | 3,297 | 34.6 |
| Mississippi | 57.3 | Male | 27,675 | 3,233 | 3,117 | 2,904 | 3,120 | 4,554 | 3,705 | 2,510 | 1,954 | 2,578 | 28.2 |
| | | Female | 29,625 | 3,019 | 2,927 | 2,846 | 3,097 | 4,730 | 3,859 | 2,686 | 2,321 | 4,140 | 31.2 |
| Monroe | 11.1 | Male | 5,207 | 545 | 580 | 576 | 420 | 680 | 604 | 544 | 473 | 785 | 32.1 |
| | | Female | 5,893 | 524 | 530 | 537 | 448 | 760 | 692 | 598 | 594 | 1,210 | 37.1 |
| Montgomery | 7.9 | Male | 3,900 | 285 | 314 | 335 | 321 | 499 | 518 | 465 | 432 | 731 | 38.8 |
| | | Female | 4,000 | 273 | 297 | 331 | 281 | 488 | 473 | 517 | 502 | 838 | 42.0 |
| Nevada | 10.0 | Male | 4,776 | 427 | 477 | 493 | 433 | 635 | 684 | 492 | 406 | 729 | 33.8 |
| | | Female | 5,224 | 406 | 448 | 479 | 426 | 677 | 668 | 540 | 477 | 1,103 | 37.6 |
| Newton | 7.7 | Male | 3,857 | 333 | 397 | 396 | 318 | 497 | 565 | 464 | 377 | 510 | 34.7 |
| | | Female | 3,843 | 307 | 374 | 354 | 267 | 509 | 535 | 494 | 356 | 647 | 37.1 |
| Ouachita | 30.6 | Male | 14,427 | 1,343 | 1,495 | 1,409 | 1,177 | 2,111 | 2,110 | 1,502 | 1,341 | 1,939 | 33.5 |
| | | Female | 16,173 | 1,318 | 1,416 | 1,325 | 1,254 | 2,305 | 2,176 | 1,617 | 1,655 | 3,107 | 37.2 |
| Perry | 8.0 | Male | 3,935 | 313 | 318 | 408 | 357 | 530 | 566 | 478 | 424 | 541 | 35.7 |
| | | Female | 4,065 | 306 | 353 | 346 | 350 | 554 | 523 | 456 | 426 | 751 | 37.4 |
| Phillips | 28.4 | Male | 12,983 | 1,592 | 1,672 | 1,699 | 1,096 | 1,503 | 1,477 | 1,265 | 1,038 | 1,641 | 27.9 |
| | | Female | 15,417 | 1,581 | 1,651 | 1,590 | 1,285 | 2,022 | 1,802 | 1,478 | 1,369 | 2,639 | 32.9 |
| Pike | 10.1 | Male | 4,920 | 445 | 430 | 480 | 431 | 685 | 642 | 594 | 463 | 750 | 34.8 |
| | | Female | 5,180 | 387 | 443 | 465 | 393 | 684 | 670 | 562 | 485 | 1,091 | 38.3 |
| Poinsett | 24.6 | Male | 11,841 | 1,118 | 1,122 | 1,170 | 1,124 | 1,733 | 1,590 | 1,396 | 1,085 | 1,503 | 33.0 |
| | | Female | 12,759 | 1,024 | 1,117 | 1,047 | 1,111 | 1,806 | 1,702 | 1,493 | 1,205 | 2,254 | 36.6 |
| Polk | 17.4 | Male | 8,469 | 692 | 833 | 794 | 706 | 1,032 | 1,119 | 945 | 881 | 1,467 | 36.6 |
| | | Female | 8,931 | 683 | 753 | 748 | 637 | 1,104 | 1,124 | 1,052 | 944 | 1,886 | 39.8 |
| Pope | 46.4 | Male | 22,907 | 2,160 | 2,086 | 2,139 | 3,093 | 3,592 | 3,284 | 2,380 | 1,822 | 2,351 | 30.5 |
| | | Female | 23,493 | 2,042 | 1,978 | 1,914 | 2,737 | 3,613 | 3,383 | 2,444 | 1,981 | 3,401 | 33.5 |
| Prairie | 9.5 | Male | 4,661 | 434 | 406 | 455 | 412 | 653 | 639 | 543 | 444 | 675 | 34.5 |
| | | Female | 4,839 | 370 | 377 | 430 | 377 | 684 | 629 | 563 | 510 | 899 | 37.9 |
| Pulaski | 350.1 | Male | 166,673 | 16,626 | 15,662 | 14,986 | 17,009 | 31,028 | 26,541 | 17,288 | 12,316 | 15,217 | 31.1 |
| | | Female | 183,427 | 15,991 | 14,849 | 14,383 | 17,973 | 32,719 | 28,670 | 19,010 | 14,833 | 24,999 | 33.7 |
| Randolph | 16.5 | Male | 7,956 | 701 | 746 | 733 | 719 | 1,095 | 1,033 | 910 | 835 | 1,184 | 34.9 |
| | | Female | 8,544 | 639 | 671 | 768 | 673 | 1,114 | 1,089 | 975 | 947 | 1,648 | 38.7 |
| St. Francis | 28.3 | Male | 13,140 | 1,500 | 1,615 | 1,660 | 1,099 | 1,713 | 1,702 | 1,343 | 1,012 | 1,496 | 29.1 |
| | | Female | 15,160 | 1,434 | 1,585 | 1,594 | 1,334 | 2,170 | 2,024 | 1,422 | 1,296 | 2,301 | 32.5 |
| Saline | 65.1 | Male | 32,176 | 2,871 | 3,196 | 3,231 | 2,808 | 5,259 | 5,115 | 3,924 | 2,737 | 3,035 | 32.6 |
| | | Female | 32,924 | 2,640 | 2,962 | 2,977 | 2,859 | 5,352 | 5,171 | 3,844 | 2,953 | 4,166 | 34.4 |
| Scott | 10.3 | Male | 5,059 | 477 | 435 | 454 | 488 | 718 | 607 | 618 | 506 | 756 | 34.4 |
| | | Female | 5,241 | 434 | 405 | 435 | 426 | 700 | 637 | 673 | 551 | 980 | 38.5 |
| Searcy | 7.7 | Male | 3,761 | 294 | 306 | 367 | 286 | 433 | 532 | 432 | 430 | 681 | 38.7 |
| | | Female | 3,939 | 285 | 325 | 308 | 272 | 467 | 539 | 454 | 443 | 846 | 40.8 |
| Sebastian | 100.1 | Male | 48,381 | 4,641 | 4,506 | 4,402 | 4,703 | 8,122 | 7,294 | 5,393 | 3,911 | 5,409 | 32.3 |
| | | Female | 51,719 | 4,336 | 4,238 | 4,133 | 4,684 | 8,143 | 7,491 | 5,593 | 4,466 | 8,635 | 35.4 |
| Sevier | 13.6 | Male | 6,715 | 541 | 721 | 599 | 648 | 1,034 | 932 | 736 | 575 | 929 | 33.2 |
| | | Female | 6,885 | 558 | 611 | 549 | 556 | 964 | 919 | 761 | 662 | 1,305 | 37.2 |
| Sharp | 14.1 | Male | 6,702 | 435 | 497 | 634 | 449 | 732 | 761 | 687 | 788 | 1,719 | 42.9 |
| | | Female | 7,398 | 434 | 510 | 561 | 463 | 749 | 836 | 764 | 972 | 2,109 | 46.7 |
| Stone | 9.9 | Male | 4,834 | 354 | 431 | 469 | 328 | 627 | 655 | 608 | 584 | 778 | 38.2 |
| | | Female | 5,066 | 346 | 413 | 397 | 314 | 658 | 725 | 656 | 611 | 946 | 40.6 |
| Union | 46.6 | Male | 22,039 | 2,122 | 2,280 | 2,169 | 1,873 | 3,301 | 3,234 | 2,241 | 1,860 | 2,959 | 32.8 |
| | | Female | 24,561 | 2,083 | 2,144 | 2,055 | 1,941 | 3,592 | 3,292 | 2,441 | 2,223 | 4,790 | 36.4 |
| Van Buren | 14.1 | Male | 6,944 | 497 | 570 | 614 | 480 | 764 | 842 | 726 | 876 | 1,575 | 41.5 |
| | | Female | 7,156 | 430 | 494 | 567 | 457 | 780 | 845 | 790 | 1,029 | 1,764 | 45.1 |
| Washington | 114.6 | Male | 56,628 | 4,994 | 4,907 | 4,752 | 8,935 | 9,834 | 8,181 | 5,671 | 4,144 | 5,210 | 29.8 |
| | | Female | 57,972 | 4,816 | 4,754 | 4,396 | 8,219 | 9,204 | 8,431 | 5,942 | 4,506 | 7,704 | 32.4 |
| White | 55.0 | Male | 26,694 | 2,275 | 2,416 | 2,459 | 3,614 | 3,801 | 3,520 | 2,946 | 2,323 | 3,340 | 31.8 |
| | | Female | 28,306 | 2,140 | 2,318 | 2,308 | 3,578 | 3,894 | 3,726 | 3,050 | 2,577 | 4,715 | 34.8 |
| Woodruff | 9.4 | Male | 4,413 | 418 | 476 | 510 | 383 | 596 | 608 | 436 | 338 | 648 | 32.0 |
| | | Female | 4,987 | 423 | 447 | 454 | 398 | 666 | 642 | 484 | 460 | 1,013 | 36.6 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **ARKANSAS (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Yell | 17.9 | Male | 8,703 | 794 | 766 | 834 | 798 | 1,278 | 1,128 | 1,015 | 845 | 1,245 | 34.1 |
| | | Female | 9,197 | 714 | 743 | 772 | 795 | 1,287 | 1,192 | 1,072 | 925 | 1,697 | 37.4 |
| **TOTAL METRO COUNTIES** | 947.9 | Male | 457,100 | 44,183 | 44,406 | 43,191 | 50,678 | 78,151 | 68,731 | 48,618 | 34,887 | 44,355 | 30.9 |
| | | Female | 490,800 | 42,357 | 42,083 | 40,652 | 51,716 | 81,068 | 72,829 | 51,410 | 40,101 | 68,584 | 33.5 |
| **TOTAL STATE** | 2,358.0 | Male | 1,136,366 | 104,816 | 108,824 | 108,569 | 116,253 | 174,574 | 160,526 | 122,121 | 98,057 | 142,626 | 32.4 |
| | | Female | 1,221,634 | 100,061 | 103,178 | 101,779 | 116,648 | 181,277 | 168,217 | 129,653 | 112,768 | 208,053 | 35.5 |
| **CALIFORNIA** | | | | | | | | | | | | | |
| **ANAHEIM - SANTA ANA** | 2,451.1 | Male | 1,234,046 | 116,577 | 98,784 | 94,973 | 163,152 | 257,866 | 192,909 | 133,036 | 88,161 | 88,588 | 30.6 |
| | | Female | 1,217,054 | 111,015 | 93,980 | 88,764 | 138,590 | 229,038 | 191,620 | 135,019 | 93,323 | 135,705 | 32.7 |
| Orange | 2,451.1 | Male | 1,234,046 | 116,577 | 98,784 | 94,973 | 163,152 | 257,866 | 192,909 | 133,036 | 88,161 | 88,588 | 30.6 |
| | | Female | 1,217,054 | 111,015 | 93,980 | 88,764 | 138,590 | 229,038 | 191,620 | 135,019 | 93,323 | 135,705 | 32.7 |
| **BAKERSFIELD** | 558.9 | Male | 281,718 | 33,744 | 31,167 | 25,697 | 28,833 | 52,438 | 41,235 | 26,048 | 19,258 | 23,298 | 29.1 |
| | | Female | 277,182 | 32,520 | 29,518 | 24,365 | 26,448 | 48,207 | 39,056 | 25,797 | 20,499 | 30,772 | 30.3 |
| Kern | 558.9 | Male | 281,718 | 33,744 | 31,167 | 25,697 | 28,833 | 52,438 | 41,235 | 26,048 | 19,258 | 23,298 | 29.1 |
| | | Female | 277,182 | 32,520 | 29,518 | 24,365 | 26,448 | 48,207 | 39,056 | 25,797 | 20,499 | 30,772 | 30.3 |
| **CHICO** | 185.3 | Male | 90,801 | 8,071 | 7,977 | 6,628 | 12,973 | 13,389 | 12,836 | 8,069 | 7,047 | 13,811 | 32.3 |
| | | Female | 94,499 | 7,586 | 7,440 | 6,283 | 12,158 | 13,131 | 12,961 | 8,503 | 8,310 | 18,127 | 35.5 |
| Butte | 185.3 | Male | 90,801 | 8,071 | 7,977 | 6,628 | 12,973 | 13,389 | 12,836 | 8,069 | 7,047 | 13,811 | 32.3 |
| | | Female | 94,499 | 7,586 | 7,440 | 6,283 | 12,158 | 13,131 | 12,961 | 8,503 | 8,310 | 18,127 | 35.5 |
| **FRESNO** | 682.9 | Male | 338,642 | 40,227 | 38,083 | 32,348 | 39,355 | 58,183 | 47,959 | 30,778 | 22,333 | 29,376 | 28.3 |
| | | Female | 344,258 | 38,431 | 36,181 | 30,081 | 36,297 | 57,067 | 48,269 | 31,229 | 25,334 | 41,369 | 30.5 |
| Fresno | 682.9 | Male | 338,642 | 40,227 | 38,083 | 32,348 | 39,355 | 58,183 | 47,959 | 30,778 | 22,333 | 29,376 | 28.3 |
| | | Female | 344,258 | 38,431 | 36,181 | 30,081 | 36,297 | 57,067 | 48,269 | 31,229 | 25,334 | 41,369 | 30.5 |
| **LOS ANGELES - LONG BEACH** | 8,967.9 | Male | 4,472,516 | 461,461 | 387,288 | 366,482 | 580,815 | 911,453 | 677,489 | 433,293 | 306,110 | 348,125 | 29.8 |
| | | Female | 4,495,384 | 442,019 | 369,728 | 345,865 | 506,498 | 844,274 | 677,875 | 449,211 | 339,014 | 520,900 | 31.9 |
| Los Angeles | 8,967.9 | Male | 4,472,516 | 461,461 | 387,288 | 366,482 | 580,815 | 911,453 | 677,489 | 433,293 | 306,110 | 348,125 | 29.8 |
| | | Female | 4,495,384 | 442,019 | 369,728 | 345,865 | 506,498 | 844,274 | 677,875 | 449,211 | 339,014 | 520,900 | 31.9 |
| **LOS ANGELES - ANAHEIM - RIVERSIDE CONSOLIDATED AREA** | *14,823.7* | *Male* | *7,413,596* | *771,897* | *659,099* | *609,655* | *931,990* | *1,488,712* | *1,129,684* | *726,239* | *508,119* | *588,201* | *29.9* |
| | | *Female* | *7,410,104* | *739,148* | *629,099* | *573,642* | *808,211* | *1,378,490* | *1,120,208* | *741,643* | *556,629* | *863,034* | *31.9* |
| **MERCED** | 181.8 | Male | 91,770 | 11,839 | 11,008 | 9,215 | 10,506 | 16,077 | 12,217 | 7,682 | 5,972 | 7,254 | 27.1 |
| | | Female | 90,030 | 11,066 | 10,576 | 8,567 | 8,870 | 15,147 | 11,724 | 7,955 | 6,640 | 9,485 | 28.9 |
| Merced | 181.8 | Male | 91,770 | 11,839 | 11,008 | 9,215 | 10,506 | 16,077 | 12,217 | 7,682 | 5,972 | 7,254 | 27.1 |
| | | Female | 90,030 | 11,066 | 10,576 | 8,567 | 8,870 | 15,147 | 11,724 | 7,955 | 6,640 | 9,485 | 28.9 |
| **MODESTO** | 384.4 | Male | 188,934 | 22,046 | 20,863 | 17,620 | 18,671 | 33,368 | 28,088 | 18,203 | 12,905 | 17,170 | 29.6 |
| | | Female | 195,466 | 21,163 | 19,998 | 16,643 | 18,440 | 33,379 | 28,336 | 18,662 | 14,505 | 24,340 | 31.4 |
| Stanislaus | 384.4 | Male | 188,934 | 22,046 | 20,863 | 17,620 | 18,671 | 33,368 | 28,088 | 18,203 | 12,905 | 17,170 | 29.6 |
| | | Female | 195,466 | 21,163 | 19,998 | 16,643 | 18,440 | 33,379 | 28,336 | 18,662 | 14,505 | 24,340 | 31.4 |
| **OAKLAND** | 2,111.7 | Male | 1,037,816 | 99,133 | 87,230 | 77,394 | 112,957 | 197,788 | 179,697 | 117,094 | 75,782 | 90,741 | 32.2 |
| | | Female | 1,073,884 | 94,734 | 83,124 | 74,235 | 102,479 | 195,573 | 186,371 | 118,942 | 83,513 | 134,913 | 34.3 |
| Alameda | 1,291.7 | Male | 636,415 | 60,223 | 51,664 | 45,443 | 75,774 | 127,452 | 109,372 | 67,712 | 44,319 | 54,456 | 31.7 |
| | | Female | 655,285 | 57,827 | 49,240 | 44,166 | 67,187 | 123,501 | 112,454 | 69,079 | 49,528 | 82,303 | 33.8 |
| Contra Costa | 820.0 | Male | 401,401 | 38,910 | 35,566 | 31,951 | 37,183 | 70,336 | 70,325 | 49,382 | 31,463 | 36,285 | 33.1 |
| | | Female | 418,599 | 36,907 | 33,884 | 30,069 | 35,292 | 72,072 | 73,917 | 49,863 | 33,985 | 52,610 | 35.1 |
| **OXNARD - VENTURA** | 680.7 | Male | 343,279 | 34,290 | 32,002 | 29,670 | 39,333 | 63,263 | 56,291 | 37,867 | 24,299 | 26,264 | 30.7 |
| | | Female | 337,421 | 32,904 | 30,509 | 28,064 | 32,425 | 58,327 | 55,660 | 36,973 | 24,894 | 37,665 | 32.7 |
| Ventura | 680.7 | Male | 343,279 | 34,290 | 32,002 | 29,670 | 39,333 | 63,263 | 56,291 | 37,867 | 24,299 | 26,264 | 30.7 |
| | | Female | 337,421 | 32,904 | 30,509 | 28,064 | 32,425 | 58,327 | 55,660 | 36,973 | 24,894 | 37,665 | 32.7 |
| **REDDING** | 151.6 | Male | 74,253 | 7,531 | 7,515 | 6,754 | 5,990 | 10,531 | 11,628 | 8,506 | 6,439 | 9,359 | 33.9 |
| | | Female | 77,347 | 6,818 | 6,992 | 6,267 | 5,964 | 11,469 | 12,089 | 8,724 | 7,107 | 11,917 | 36.0 |
| Shasta | 151.6 | Male | 74,253 | 7,531 | 7,515 | 6,754 | 5,990 | 10,531 | 11,628 | 8,506 | 6,439 | 9,359 | 33.9 |
| | | Female | 77,347 | 6,818 | 6,992 | 6,267 | 5,964 | 11,469 | 12,089 | 8,724 | 7,107 | 11,917 | 36.0 |
| **RIVERSIDE - SAN BERNARDINO** | 2,724.0 | Male | 1,363,755 | 159,569 | 141,025 | 118,530 | 148,690 | 256,130 | 202,995 | 122,043 | 89,549 | 125,224 | 29.5 |
| | | Female | 1,360,245 | 153,210 | 134,882 | 110,949 | 130,698 | 246,851 | 195,053 | 120,440 | 99,398 | 168,764 | 31.1 |
| Riverside | 1,242.1 | Male | 621,184 | 69,996 | 61,258 | 51,197 | 63,517 | 114,242 | 90,248 | 55,483 | 44,061 | 71,182 | 30.7 |
| | | Female | 620,916 | 66,212 | 59,286 | 48,128 | 56,856 | 108,074 | 84,821 | 55,150 | 49,726 | 92,663 | 32.4 |

1991 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **CALIFORNIA (continued)** | | | | | | | | | | | | | |
| **RIVERSIDE - SAN BERNARDINO (continued)** | | | | | | | | | | | | | |
| San Bernardino | 1,481.9 | Male | 742,571 | 89,573 | 79,767 | 67,333 | 85,173 | 141,888 | 112,747 | 66,560 | 45,488 | 54,042 | 28.5 |
| | | Female | 739,329 | 86,998 | 75,596 | 62,821 | 73,842 | 138,777 | 110,232 | 65,290 | 49,672 | 76,101 | 30.1 |
| **SACRAMENTO** | **1,523.3** | **Male** | **748,820** | **75,231** | **70,541** | **59,489** | **78,983** | **139,473** | **123,528** | **76,396** | **56,425** | **68,754** | **31.5** |
| | | **Female** | **774,480** | **71,927** | **67,285** | **56,721** | **78,305** | **139,431** | **125,192** | **79,326** | **61,710** | **94,583** | **33.1** |
| El Dorado | 129.9 | Male | 64,970 | 6,066 | 6,398 | 5,207 | 4,608 | 10,117 | 12,554 | 7,352 | 5,607 | 7,061 | 35.1 |
| | | Female | 64,930 | 5,907 | 5,938 | 4,914 | 4,019 | 10,848 | 12,075 | 7,139 | 5,836 | 8,254 | 35.7 |
| Placer | 179.3 | Male | 88,791 | 8,295 | 8,575 | 7,328 | 7,038 | 13,758 | 16,340 | 10,970 | 7,306 | 9,181 | 34.6 |
| | | Female | 90,509 | 7,922 | 8,045 | 6,973 | 6,535 | 14,419 | 16,373 | 10,544 | 7,574 | 12,124 | 35.8 |
| Sacramento | 1,070.6 | Male | 523,927 | 54,082 | 49,501 | 41,745 | 54,173 | 103,022 | 84,333 | 51,626 | 38,750 | 46,695 | 31.1 |
| | | Female | 546,673 | 51,838 | 47,537 | 39,906 | 54,457 | 101,705 | 86,491 | 54,932 | 43,459 | 66,348 | 32.8 |
| Yolo | 143.5 | Male | 71,132 | 6,788 | 6,067 | 5,209 | 13,164 | 12,576 | 10,301 | 6,448 | 4,762 | 5,817 | 28.4 |
| | | Female | 72,368 | 6,260 | 5,765 | 4,928 | 13,294 | 12,459 | 10,253 | 6,711 | 4,841 | 7,857 | 29.8 |
| **SALINAS - SEASIDE - MONTEREY** | **363.1** | **Male** | **188,522** | **19,928** | **17,133** | **14,731** | **28,042** | **38,519** | **27,968** | **15,737** | **11,690** | **14,774** | **28.7** |
| | | **Female** | **174,578** | **19,002** | **16,129** | **13,940** | **19,053** | **31,343** | **25,537** | **15,670** | **13,312** | **20,592** | **31.1** |
| Monterey | 363.1 | Male | 188,522 | 19,928 | 17,133 | 14,731 | 28,042 | 38,519 | 27,968 | 15,737 | 11,690 | 14,774 | 28.7 |
| | | Female | 174,578 | 19,002 | 16,129 | 13,940 | 19,053 | 31,343 | 25,537 | 15,670 | 13,312 | 20,592 | 31.1 |
| **SAN DIEGO** | **2,562.9** | **Male** | **1,305,482** | **124,767** | **106,168** | **93,364** | **197,464** | **269,281** | **198,346** | **114,779** | **84,476** | **116,837** | **29.9** |
| | | **Female** | **1,257,418** | **118,837** | **100,747** | **88,556** | **144,228** | **235,996** | **192,136** | **118,895** | **95,064** | **162,959** | **32.5** |
| San Diego | 2,562.9 | Male | 1,305,482 | 124,767 | 106,168 | 93,364 | 197,464 | 269,281 | 198,346 | 114,779 | 84,476 | 116,837 | 29.9 |
| | | Female | 1,257,418 | 118,837 | 100,747 | 88,556 | 144,228 | 235,996 | 192,136 | 118,895 | 95,061 | 162,959 | 32.5 |
| **SAN FRANCISCO** | **1,611.7** | **Male** | **800,528** | **58,958** | **50,337** | **48,349** | **79,270** | **165,841** | **148,548** | **94,978** | **67,770** | **86,477** | **34.8** |
| | | **Female** | **811,172** | **55,909** | **48,158** | **45,321** | **74,120** | **152,804** | **140,812** | **93,250** | **73,243** | **127,555** | **37.1** |
| Marin | 231.0 | Male | 114,400 | 8,552 | 7,447 | 6,764 | 9,475 | 20,454 | 23,219 | 16,662 | 10,176 | 11,651 | 36.9 |
| | | Female | 116,600 | 8,041 | 6,978 | 6,508 | 7,804 | 18,808 | 24,558 | 16,743 | 10,686 | 16,478 | 39.1 |
| San Francisco | 724.3 | Male | 362,652 | 22,102 | 18,887 | 19,358 | 37,265 | 82,800 | 69,844 | 40,264 | 30,211 | 41,921 | 35.1 |
| | | Female | 361,648 | 21,198 | 18,172 | 18,138 | 37,102 | 74,042 | 60,102 | 37,010 | 32,456 | 63,428 | 37.0 |
| San Mateo | 656.4 | Male | 323,476 | 28,304 | 24,003 | 22,227 | 32,530 | 62,587 | 55,485 | 38,052 | 27,383 | 32,905 | 33.7 |
| | | Female | 332,924 | 26,670 | 23,008 | 20,675 | 29,214 | 59,954 | 56,156 | 39,497 | 30,101 | 47,649 | 36.2 |
| ***SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA*** | ***6,334.1*** | ***Male*** | ***3,153,486*** | ***282,319*** | ***247,958*** | ***224,962*** | ***341,027*** | ***631,246*** | ***554,399*** | ***354,518*** | ***234,621*** | ***282,436*** | ***32.6*** |
| | | ***Female*** | ***3,180,614*** | ***268,005*** | ***236,054*** | ***212,771*** | ***306,942*** | ***588,770*** | ***544,755*** | ***353,119*** | ***254,702*** | ***415,496*** | ***34.6*** |
| **SAN JOSE** | **1,512.9** | **Male** | **767,074** | **70,699** | **60,568** | **56,316** | **90,919** | **169,563** | **126,826** | **84,724** | **54,518** | **52,941** | **31.2** |
| | | **Female** | **745,826** | **67,063** | **57,929** | **53,180** | **79,167** | **146,437** | **121,115** | **85,232** | **57,407** | **78,296** | **32.9** |
| Santa Clara | 1,512.9 | Male | 767,074 | 70,699 | 60,568 | 56,316 | 90,919 | 169,563 | 126,826 | 84,724 | 54,518 | 52,941 | 31.2 |
| | | Female | 745,826 | 67,063 | 57,929 | 53,180 | 79,167 | 146,437 | 121,115 | 85,232 | 57,407 | 78,296 | 32.9 |
| **SANTA BARBARA - SANTA MARIA - LOMPOC** | **373.5** | **Male** | **187,547** | **17,113** | **14,937** | **13,067** | **28,322** | **35,464** | **28,362** | **17,740** | **13,715** | **18,827** | **30.7** |
| | | **Female** | **185,953** | **16,162** | **14,178** | **12,236** | **25,422** | **31,709** | **26,052** | **17,998** | **14,946** | **27,250** | **32.9** |
| Santa Barbara | 373.5 | Male | 187,547 | 17,113 | 14,937 | 13,067 | 28,322 | 35,464 | 28,362 | 17,740 | 13,715 | 18,827 | 30.7 |
| | | Female | 185,953 | 16,162 | 14,178 | 12,236 | 25,422 | 31,709 | 26,052 | 17,998 | 14,946 | 27,250 | 32.9 |
| **SANTA CRUZ** | **233.1** | **Male** | **115,909** | **10,570** | **9,585** | **8,741** | **14,345** | **20,824** | **22,379** | **11,959** | **7,051** | **10,455** | **32.1** |
| | | **Female** | **117,191** | **10,099** | **8,962** | **8,017** | **13,597** | **20,074** | **21,337** | **11,280** | **8,053** | **15,772** | **33.9** |
| Santa Cruz | 233.1 | Male | 115,909 | 10,570 | 9,585 | 8,741 | 14,345 | 20,824 | 22,379 | 11,959 | 7,051 | 10,455 | 32.1 |
| | | Female | 117,191 | 10,099 | 8,962 | 8,017 | 13,597 | 20,074 | 21,337 | 11,280 | 8,053 | 15,772 | 33.9 |
| **SANTA ROSA - PETALUMA** | **397.7** | **Male** | **194,883** | **18,512** | **17,493** | **14,905** | **18,224** | **32,833** | **36,240** | **21,370** | **13,594** | **21,712** | **33.6** |
| | | **Female** | **202,817** | **17,277** | **16,665** | **13,805** | **16,652** | **33,280** | **36,823** | **21,291** | **15,441** | **31,583** | **36.0** |
| Sonoma | 397.7 | Male | 194,883 | 18,512 | 17,493 | 14,905 | 15,224 | 32,833 | 36,240 | 21,370 | 13,594 | 21,712 | 33.6 |
| | | Female | 202,817 | 17,277 | 16,665 | 13,805 | 16,652 | 33,280 | 36,823 | 21,291 | 15,441 | 31,583 | 36.0 |
| **STOCKTON** | **490.6** | **Male** | **248,234** | **27,140** | **26,059** | **22,282** | **27,178** | **43,891** | **37,525** | **23,868** | **17,034** | **23,257** | **29.9** |
| | | **Female** | **242,366** | **25,881** | **24,307** | **20,484** | **23,106** | **40,055** | **35,593** | **23,110** | **18,586** | **31,244** | **31.8** |
| San Joaquin | 490.6 | Male | 248,234 | 27,140 | 26,059 | 22,282 | 27,178 | 43,891 | 37,525 | 23,868 | 17,034 | 23,257 | 29.9 |
| | | Female | 242,366 | 25,881 | 24,307 | 20,484 | 23,106 | 40,055 | 35,593 | 23,110 | 18,586 | 31,244 | 31.8 |
| **VALLEJO - FAIRFIELD - NAPA** | **467.0** | **Male** | **237,276** | **24,447** | **22,745** | **19,257** | **25,312** | **44,397** | **40,709** | **24,393** | **15,906** | **20,110** | **31.1** |
| | | **Female** | **229,724** | **22,923** | **21,216** | **18,213** | **20,927** | **40,602** | **38,297** | **23,124** | **17,045** | **27,377** | **32.8** |
| Napa | 112.6 | Male | 55,776 | 4,720 | 4,639 | 4,129 | 5,425 | 8,658 | 9,062 | 6,381 | 4,787 | 7,975 | 35.3 |
| | | Female | 56,824 | 4,567 | 4,317 | 3,919 | 4,778 | 8,282 | 8,969 | 6,338 | 5,034 | 10,620 | 37.8 |
| Solano | 354.4 | Male | 181,500 | 19,727 | 18,106 | 15,128 | 19,887 | 35,739 | 31,647 | 18,012 | 11,119 | 12,135 | 30.0 |
| | | Female | 172,900 | 18,356 | 16,899 | 14,294 | 16,149 | 32,320 | 29,328 | 16,786 | 12,011 | 16,757 | 31.4 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **CALIFORNIA (continued)** | | | | | | | | | | | | | |
| **VISALIA - TULARE - PORTERVILLE** | **318.7** | **Male** | **158,839** | **18,816** | **19,032** | **16,566** | **16,947** | **25,712** | **21,685** | **14,737** | **10,721** | **14,623** | **28.1** |
| | | **Female** | **159,861** | **18,030** | **18,037** | **15,557** | **14,936** | **24,911** | **21,724** | **14,959** | **11,867** | **19,840** | **30.4** |
| Tulare | 318.7 | Male | 158,839 | 18,816 | 19,032 | 16,566 | 16,947 | 25,712 | 21,685 | 14,737 | 10,721 | 14,623 | 28.1 |
| | | Female | 159,861 | 18,030 | 18,037 | 15,557 | 14,936 | 24,911 | 21,724 | 14,959 | 11,867 | 19,840 | 30.4 |
| **YUBA CITY** | **124.4** | **Male** | **61,830** | **7,290** | **6,531** | **5,460** | **6,411** | **10,307** | **8,539** | **6,123** | **5,076** | **6,093** | **30.1** |
| | | **Female** | **62,570** | **6,968** | **6,181** | **5,200** | **5,859** | **10,236** | **8,510** | **6,459** | **5,317** | **7,840** | **31.9** |
| Sutter | 65.4 | Male | 32,339 | 3,549 | 3,264 | 2,920 | 3,103 | 5,223 | 4,625 | 3,550 | 2,854 | 3,251 | 31.4 |
| | | Female | 33,061 | 3,254 | 3,085 | 2,735 | 2,941 | 5,236 | 4,711 | 3,686 | 2,952 | 4,461 | 33.6 |
| Yuba | 59.0 | Male | 29,491 | 3,741 | 3,267 | 2,540 | 3,308 | 5,084 | 3,914 | 2,573 | 2,222 | 2,842 | 28.7 |
| | | Female | 29,509 | 3,714 | 3,096 | 2,465 | 2,918 | 5,000 | 3,799 | 2,773 | 2,365 | 3,379 | 30.1 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Alameda | 1,291.7 | Male | 636,415 | 60,223 | 51,664 | 45,443 | 75,774 | 127,452 | 109,372 | 67,712 | 44,319 | 54,456 | 31.7 |
| | | Female | 655,285 | 57,827 | 49,240 | 44,166 | 67,187 | 123,501 | 112,454 | 69,079 | 49,528 | 82,303 | 33.8 |
| Alpine | 1.1 | Male | 583 | 52 | 60 | 28 | 57 | 106 | 114 | 68 | 57 | 41 | 33.9 |
| | | Female | 517 | 52 | 56 | 32 | 41 | 105 | 86 | 59 | 45 | 41 | 32.4 |
| Amador | 31.6 | Male | 17,771 | 985 | 1,099 | 1,004 | 2,511 | 3,296 | 2,885 | 1,801 | 1,640 | 2,550 | 35.0 |
| | | Female | 13,829 | 955 | 1,090 | 861 | 684 | 1,699 | 2,151 | 1,640 | 1,736 | 3,013 | 42.6 |
| Butte | 185.3 | Male | 90,801 | 8,071 | 7,977 | 6,628 | 12,973 | 13,389 | 12,836 | 8,069 | 7,047 | 13,811 | 32.3 |
| | | Female | 94,499 | 7,586 | 7,440 | 6,283 | 12,158 | 13,131 | 12,961 | 8,503 | 8,310 | 18,127 | 35.5 |
| Calaveras | 33.0 | Male | 16,370 | 1,400 | 1,515 | 1,379 | 850 | 1,951 | 2,643 | 1,998 | 1,909 | 2,725 | 39.1 |
| | | Female | 16,630 | 1,293 | 1,379 | 1,244 | 787 | 2,177 | 2,684 | 2,016 | 1,978 | 3,072 | 40.3 |
| Colusa | 16.5 | Male | 8,427 | 862 | 925 | 855 | 800 | 1,286 | 1,266 | 813 | 690 | 930 | 31.0 |
| | | Female | 8,073 | 808 | 876 | 777 | 621 | 1,182 | 1,111 | 782 | 726 | 1,190 | 33.1 |
| Contra Costa | 820.0 | Male | 401,401 | 38,910 | 35,566 | 31,951 | 37,183 | 70,336 | 70,325 | 49,382 | 31,463 | 36,285 | 33.1 |
| | | Female | 418,599 | 36,907 | 33,884 | 30,069 | 35,292 | 72,072 | 73,917 | 49,863 | 33,985 | 52,610 | 35.1 |
| Del Norte | 23.9 | Male | 12,978 | 1,173 | 1,226 | 1,007 | 1,403 | 2,749 | 1,883 | 1,174 | 930 | 1,433 | 31.1 |
| | | Female | 10,922 | 1,045 | 1,170 | 864 | 778 | 1,712 | 1,551 | 1,155 | 999 | 1,648 | 34.4 |
| El Dorado | 129.9 | Male | 64,970 | 6,066 | 6,398 | 5,207 | 4,608 | 10,117 | 12,556 | 7,332 | 5,607 | 7,061 | 35.1 |
| | | Female | 64,930 | 5,907 | 5,938 | 4,914 | 4,019 | 10,848 | 12,075 | 7,139 | 5,836 | 8,254 | 35.7 |
| Fresno | 682.9 | Male | 338,642 | 40,227 | 38,083 | 32,348 | 39,355 | 58,183 | 47,959 | 30,778 | 22,333 | 29,376 | 28.3 |
| | | Female | 344,258 | 38,431 | 36,181 | 30,081 | 36,297 | 57,067 | 48,269 | 31,229 | 25,334 | 41,369 | 30.5 |
| Glenn | 25.0 | Male | 12,471 | 1,351 | 1,347 | 1,204 | 1,141 | 1,882 | 1,842 | 1,213 | 987 | 1,504 | 31.3 |
| | | Female | 12,529 | 1,268 | 1,350 | 1,143 | 936 | 1,810 | 1,703 | 1,237 | 1,085 | 1,997 | 33.7 |
| Humboldt | 120.1 | Male | 59,652 | 5,484 | 5,673 | 4,735 | 6,756 | 9,737 | 10,328 | 6,103 | 4,492 | 6,344 | 32.4 |
| | | Female | 60,448 | 5,299 | 5,373 | 4,512 | 6,333 | 9,736 | 10,121 | 5,824 | 4,876 | 8,374 | 33.9 |
| Imperial | 111.1 | Male | 54,701 | 6,420 | 6,708 | 6,511 | 5,489 | 8,157 | 7,094 | 4,714 | 4,264 | 5,344 | 27.7 |
| | | Female | 56,399 | 6,135 | 6,356 | 6,224 | 5,526 | 8,773 | 7,662 | 5,183 | 4,628 | 5,912 | 28.5 |
| Inyo | 18.3 | Male | 8,961 | 759 | 783 | 674 | 537 | 1,234 | 1,484 | 1,066 | 955 | 1,469 | 38.3 |
| | | Female | 9,339 | 742 | 805 | 698 | 473 | 1,190 | 1,434 | 1,057 | 1,024 | 1,916 | 40.3 |
| Kern | 558.9 | Male | 281,718 | 33,744 | 31,167 | 25,697 | 28,833 | 52,438 | 41,235 | 26,048 | 19,258 | 23,298 | 29.1 |
| | | Female | 277,182 | 32,520 | 29,518 | 24,365 | 26,448 | 48,207 | 39,056 | 25,797 | 20,499 | 30,772 | 30.3 |
| Kings | 103.8 | Male | 55,981 | 6,092 | 5,583 | 4,681 | 8,071 | 12,655 | 8,122 | 4,418 | 2,992 | 3,367 | 27.8 |
| | | Female | 47,819 | 5,703 | 5,244 | 4,410 | 4,991 | 8,902 | 6,544 | 4,242 | 3,161 | 4,622 | 29.0 |
| Lake | 51.7 | Male | 25,292 | 2,133 | 2,303 | 1,967 | 1,441 | 3,029 | 3,840 | 2,508 | 2,654 | 5,417 | 39.6 |
| | | Female | 26,408 | 2,159 | 2,097 | 1,745 | 1,438 | 3,308 | 3,648 | 2,730 | 3,031 | 6,252 | 41.7 |
| Lassen | 28.3 | Male | 16,513 | 1,199 | 1,324 | 1,162 | 2,323 | 3,782 | 2,785 | 1,459 | 1,105 | 1,374 | 30.9 |
| | | Female | 11,787 | 1,100 | 1,200 | 1,059 | 909 | 1,762 | 1,905 | 1,221 | 1,079 | 1,552 | 34.2 |
| Los Angeles | 8,967.9 | Male | 4,472,516 | 461,461 | 387,288 | 366,482 | 380,815 | 911,453 | 677,489 | 433,293 | 306,110 | 348,125 | 29.8 |
| | | Female | 4,495,384 | 442,019 | 369,728 | 345,865 | 306,498 | 844,274 | 677,875 | 449,211 | 339,014 | 520,900 | 31.9 |
| Madera | 92.0 | Male | 46,157 | 4,901 | 5,177 | 4,750 | 4,442 | 6,640 | 6,927 | 4,646 | 3,646 | 5,028 | 30.7 |
| | | Female | 45,843 | 4,607 | 4,836 | 4,503 | 3,744 | 6,742 | 6,745 | 4,465 | 4,016 | 6,185 | 32.8 |
| Marin | 231.0 | Male | 114,400 | 8,552 | 7,447 | 6,764 | 9,475 | 20,454 | 23,219 | 16,662 | 10,176 | 11,651 | 36.9 |
| | | Female | 116,600 | 8,041 | 6,978 | 6,508 | 7,804 | 18,808 | 24,554 | 16,743 | 10,686 | 16,478 | 39.1 |
| Mariposa | 14.6 | Male | 7,368 | 570 | 632 | 524 | 513 | 1,002 | 1,176 | 888 | 828 | 1,235 | 38.8 |
| | | Female | 7,232 | 570 | 573 | 480 | 421 | 1,053 | 1,067 | 894 | 857 | 1,317 | 39.9 |
| Mendocino | 81.2 | Male | 40,459 | 3,895 | 4,066 | 3,695 | 3,225 | 5,688 | 7,245 | 4,650 | 3,249 | 4,746 | 34.4 |
| | | Female | 40,741 | 3,532 | 3,752 | 3,347 | 2,767 | 5,729 | 7,275 | 4,554 | 3,557 | 6,228 | 36.7 |
| Merced | 181.8 | Male | 91,770 | 11,839 | 11,008 | 9,215 | 10,506 | 16,077 | 12,217 | 7,682 | 5,972 | 7,254 | 27.1 |
| | | Female | 90,030 | 11,066 | 10,576 | 8,567 | 8,870 | 15,147 | 11,724 | 7,955 | 6,640 | 9,485 | 28.9 |
| Modoc | 9.7 | Male | 4,942 | 424 | 512 | 465 | 326 | 639 | 777 | 538 | 493 | 768 | 36.4 |
| | | Female | 4,758 | 376 | 452 | 414 | 272 | 622 | 706 | 549 | 496 | 871 | 38.4 |
| Mono | 10.1 | Male | 5,492 | 526 | 449 | 326 | 576 | 1,232 | 1,084 | 602 | 395 | 302 | 32.1 |
| | | Female | 4,608 | 480 | 405 | 293 | 381 | 1,011 | 911 | 482 | 330 | 315 | 32.4 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **CALIFORNIA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Monterey | 363.1 | Male | 188,522 | 19,928 | 17,133 | 14,731 | 28,042 | 38,519 | 27,968 | 15,737 | 11,690 | 14,774 | 28.7 |
| | | Female | 174,578 | 12,002 | 16,129 | 13,940 | 19,053 | 31,343 | 25,537 | 15,670 | 13,312 | 20,592 | 31.1 |
| Napa | 112.6 | Male | 55,776 | 4,720 | 4,639 | 4,129 | 5,425 | 8,658 | 9,062 | 6,381 | 4,787 | 7,975 | 35.3 |
| | | Female | 56,824 | 4,567 | 4,317 | 3,919 | 4,778 | 8,282 | 8,969 | 6,338 | 5,034 | 10,620 | 37.8 |
| Nevada | 80.8 | Male | 39,706 | 3,334 | 3,774 | 3,123 | 2,385 | 4,648 | 7,401 | 4,513 | 3,876 | 6,652 | 38.5 |
| | | Female | 41,094 | 2,959 | 3,473 | 2,947 | 2,011 | 5,258 | 7,555 | 4,516 | 4,437 | 7,938 | 40.2 |
| Orange | 2,451.1 | Male | 1,234,046 | 116,577 | 98,784 | 94,973 | 163,152 | 257,866 | 192,909 | 133,036 | 88,161 | 88,588 | 30.6 |
| | | Female | 1,217,054 | 111,015 | 93,980 | 88,764 | 138,590 | 229,038 | 191,620 | 135,019 | 93,323 | 135,705 | 32.7 |
| Placer | 179.3 | Male | 88,791 | 8,295 | 8,575 | 7,328 | 7,038 | 13,758 | 16,340 | 10,970 | 7,306 | 9,181 | 34.6 |
| | | Female | 90,509 | 7,922 | 8,045 | 6,973 | 6,535 | 14,419 | 16,373 | 10,544 | 7,574 | 12,124 | 35.8 |
| Plumas | 20.0 | Male | 9,936 | 855 | 931 | 865 | 507 | 1,110 | 1,717 | 1,189 | 1,165 | 1,597 | 39.1 |
| | | Female | 10,064 | 784 | 916 | 775 | 462 | 1,382 | 1,637 | 1,151 | 1,179 | 1,778 | 39.4 |
| Riverside | 1,242.1 | Male | 621,184 | 69,996 | 61,258 | 51,197 | 63,517 | 114,242 | 90,248 | 55,483 | 44,061 | 71,182 | 30.7 |
| | | Female | 620,916 | 66,212 | 59,286 | 48,128 | 56,856 | 108,074 | 84,821 | 55,150 | 49,726 | 92,663 | 32.4 |
| Sacramento | 1,070.6 | Male | 523,927 | 54,082 | 49,501 | 41,745 | 54,173 | 103,022 | 84,333 | 51,626 | 38,750 | 46,695 | 31.1 |
| | | Female | 546,673 | 51,838 | 47,537 | 39,906 | 54,457 | 101,705 | 86,491 | 54,932 | 43,459 | 66,348 | 32.8 |
| San Benito | 37.7 | Male | 19,057 | 2,036 | 2,120 | 1,839 | 1,972 | 3,224 | 2,974 | 1,642 | 1,357 | 1,693 | 29.8 |
| | | Female | 18,643 | 2,048 | 2,009 | 1,732 | 1,742 | 3,138 | 2,794 | 1,783 | 1,376 | 2,021 | 30.7 |
| San Bernardino | 1,481.9 | Male | 742,571 | 89,573 | 79,767 | 67,333 | 85,173 | 141,888 | 112,747 | 66,560 | 45,488 | 54,042 | 28.5 |
| | | Female | 739,329 | 86,998 | 75,596 | 62,821 | 73,842 | 138,777 | 110,232 | 65,290 | 49,672 | 76,101 | 30.1 |
| San Diego | 2,562.9 | Male | 1,305,482 | 124,767 | 106,168 | 93,364 | 197,464 | 269,281 | 198,346 | 114,779 | 84,476 | 116,837 | 29.9 |
| | | Female | 1,257,418 | 118,837 | 100,747 | 88,556 | 144,228 | 235,996 | 192,136 | 118,895 | 95,064 | 162,959 | 32.5 |
| San Francisco | 724.3 | Male | 362,652 | 22,102 | 18,887 | 19,358 | 37,265 | 82,800 | 69,844 | 40,264 | 30,211 | 41,921 | 35.1 |
| | | Female | 361,648 | 21,198 | 18,172 | 18,138 | 37,102 | 74,042 | 60,102 | 37,010 | 32,456 | 63,428 | 37.0 |
| San Joaquin | 490.6 | Male | 248,234 | 27,140 | 26,059 | 22,282 | 27,178 | 43,891 | 37,525 | 23,868 | 17,034 | 23,257 | 29.9 |
| | | Female | 242,366 | 25,881 | 24,307 | 20,484 | 23,106 | 40,055 | 35,593 | 23,110 | 18,586 | 31,244 | 31.8 |
| San Luis Obispo | 222.8 | Male | 114,932 | 9,081 | 8,737 | 7,773 | 17,705 | 20,599 | 18,996 | 10,282 | 8,080 | 13,679 | 31.9 |
| | | Female | 107,868 | 8,499 | 8,374 | 6,804 | 14,009 | 16,765 | 16,370 | 10,016 | 9,199 | 17,832 | 34.7 |
| San Mateo | 656.4 | Male | 323,476 | 28,304 | 24,003 | 22,227 | 32,530 | 62,587 | 55,485 | 38,052 | 27,383 | 32,905 | 33.7 |
| | | Female | 332,924 | 26,670 | 23,008 | 20,675 | 29,214 | 59,954 | 56,156 | 39,497 | 30,101 | 47,649 | 36.2 |
| Santa Barbara | 373.5 | Male | 187,547 | 17,113 | 14,937 | 13,067 | 28,322 | 35,464 | 28,362 | 17,740 | 13,715 | 18,827 | 30.7 |
| | | Female | 185,953 | 16,162 | 14,178 | 12,236 | 25,422 | 31,709 | 26,052 | 17,998 | 14,946 | 27,250 | 32.9 |
| Santa Clara | 1,512.9 | Male | 767,074 | 70,699 | 60,568 | 56,316 | 90,919 | 169,563 | 126,826 | 84,724 | 54,518 | 52,941 | 31.2 |
| | | Female | 745,826 | 67,063 | 57,929 | 53,180 | 79,167 | 146,437 | 121,115 | 85,232 | 57,407 | 78,296 | 32.9 |
| Santa Cruz | 233.1 | Male | 115,909 | 10,570 | 9,585 | 8,741 | 14,345 | 20,824 | 22,379 | 11,959 | 7,051 | 10,455 | 32.1 |
| | | Female | 117,191 | 10,099 | 8,962 | 8,017 | 13,597 | 20,074 | 21,337 | 11,280 | 8,053 | 15,772 | 33.9 |
| Shasta | 151.6 | Male | 74,253 | 7,531 | 7,515 | 6,754 | 5,990 | 10,531 | 11,628 | 6,506 | 6,439 | 9,359 | 33.9 |
| | | Female | 77,347 | 6,818 | 6,992 | 6,267 | 5,964 | 11,469 | 12,089 | 8,724 | 7,107 | 11,917 | 36.0 |
| Sierra | 3.3 | Male | 1,656 | 155 | 188 | 110 | 80 | 208 | 275 | 227 | 152 | 261 | 38.2 |
| | | Female | 1,644 | 129 | 163 | 122 | 61 | 216 | 291 | 191 | 161 | 310 | 39.5 |
| Siskiyou | 43.9 | Male | 21,620 | 1,886 | 2,212 | 1,963 | 1,495 | 2,605 | 3,583 | 2,477 | 2,147 | 3,252 | 36.8 |
| | | Female | 22,280 | 1,814 | 2,067 | 1,851 | 1,338 | 2,933 | 3,654 | 2,374 | 2,295 | 3,954 | 38.1 |
| Solano | 354.4 | Male | 181,500 | 19,727 | 18,106 | 15,128 | 19,887 | 35,739 | 31,647 | 18,012 | 11,119 | 12,135 | 30.0 |
| | | Female | 172,900 | 18,356 | 16,899 | 14,294 | 16,149 | 32,320 | 29,328 | 16,786 | 12,011 | 16,757 | 31.4 |
| Sonoma | 397.7 | Male | 194,883 | 18,512 | 17,493 | 14,905 | 18,224 | 32,833 | 36,240 | 21,370 | 13,594 | 21,712 | 33.6 |
| | | Female | 202,817 | 17,277 | 16,665 | 13,805 | 16,652 | 33,280 | 36,823 | 21,291 | 15,441 | 31,583 | 36.0 |
| Stanislaus | 384.4 | Male | 188,934 | 22,046 | 20,863 | 17,620 | 18,671 | 33,368 | 28,088 | 18,203 | 12,905 | 17,170 | 29.6 |
| | | Female | 195,466 | 21,163 | 19,998 | 16,643 | 18,440 | 33,379 | 28,336 | 18,662 | 14,505 | 24,340 | 31.4 |
| Sutter | 65.4 | Male | 32,339 | 3,549 | 3,264 | 2,920 | 3,103 | 5,223 | 4,625 | 3,550 | 2,854 | 3,251 | 31.4 |
| | | Female | 33,061 | 3,254 | 3,085 | 2,735 | 2,941 | 5,236 | 4,711 | 3,686 | 2,952 | 4,461 | 33.6 |
| Tehama | 50.4 | Male | 24,772 | 2,299 | 2,554 | 2,255 | 1,898 | 3,437 | 3,382 | 2,682 | 2,466 | 3,799 | 34.8 |
| | | Female | 25,628 | 2,254 | 2,280 | 2,150 | 1,740 | 3,559 | 3,523 | 2,884 | 2,597 | 4,641 | 37.4 |
| Trinity | 13.2 | Male | 6,732 | 564 | 674 | 596 | 410 | 819 | 1,224 | 779 | 718 | 952 | 37.5 |
| | | Female | 6,468 | 548 | 568 | 550 | 330 | 856 | 1,137 | 724 | 734 | 1,021 | 38.4 |
| Tulare | 318.7 | Male | 158,839 | 18,816 | 19,032 | 16,566 | 16,947 | 25,712 | 21,685 | 14,737 | 10,721 | 14,623 | 28.1 |
| | | Female | 159,861 | 18,030 | 18,037 | 15,557 | 14,936 | 24,911 | 21,724 | 14,959 | 11,867 | 19,840 | 30.4 |
| Tuolumne | 49.7 | Male | 26,335 | 1,872 | 2,143 | 1,835 | 2,447 | 4,747 | 4,421 | 2,621 | 2,434 | 3,815 | 35.3 |
| | | Female | 23,365 | 1,706 | 1,944 | 1,730 | 1,357 | 3,118 | 3,788 | 2,590 | 2,759 | 4,373 | 39.8 |
| Ventura | 680.7 | Male | 343,279 | 34,290 | 32,002 | 29,670 | 39,333 | 63,263 | 56,291 | 37,867 | 24,299 | 26,264 | 30.7 |
| | | Female | 337,421 | 32,904 | 30,509 | 28,064 | 32,425 | 58,327 | 55,660 | 36,973 | 24,894 | 37,665 | 32.7 |
| Yolo | 143.5 | Male | 71,132 | 6,788 | 6,067 | 5,209 | 13,164 | 12,576 | 10,301 | 6,448 | 4,762 | 5,817 | 28.4 |
| | | Female | 72,368 | 6,260 | 5,765 | 4,928 | 13,294 | 12,459 | 10,253 | 6,711 | 4,841 | 7,857 | 29.8 |
| Yuba | 59.0 | Male | 29,491 | 3,741 | 3,267 | 2,540 | 3,308 | 5,084 | 3,914 | 2,573 | 2,222 | 2,842 | 28.7 |
| | | Female | 29,509 | 3,714 | 3,096 | 2,465 | 2,916 | 5,000 | 3,799 | 2,773 | 2,365 | 3,379 | 30.1 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **CALIFORNIA (continued)** | | | | | | | | | | | | | |
| **TOTAL METRO COUNTIES** ........ | **29,059.2** | **Male** | **14,532,474** | **1,467,959** | **1,284,071** | **1,157,838** | **1,772,692** | **2,866,591** | **2,283,999** | **1,449,423** | **1,015,831** | **1,234,070** | **30.5** |
| | | **Female** | **14,526,726** | **1,401,544** | **1,222,722** | **1,091,313** | **1,534,239** | **2,659,341** | **2,252,142** | **1,472,049** | **1,114,528** | **1,778,848** | **32.6** |
| **TOTAL STATE** ................. | **30,353.0** | **Male** | **15,191,338** | **1,528,267** | **1,346,786** | **1,213,164** | **1,842,052** | **2,973,053** | **2,389,467** | **1,514,694** | **1,069,508** | **1,314,347** | **30.6** |
| | | **Female** | **15,161,662** | **1,458,409** | **1,281,530** | **1,142,580** | **1,588,391** | **2,754,079** | **2,350,195** | **1,536,368** | **1,172,889** | **1,877,221** | **32.7** |
| **COLORADO** | | | | | | | | | | | | | |
| **BOULDER - LONGMONT** .......... | **227.3** | **Male** | **113,936** | **9,895** | **9,314** | **7,856** | **17,076** | **22,417** | **21,808** | **11,984** | **6,798** | **6,788** | **30.7** |
| | | **Female** | **113,364** | **9,640** | **8,454** | **7,640** | **15,430** | **21,710** | **20,852** | **11,952** | **7,140** | **10,546** | **32.1** |
| Boulder ...................... | 227.3 | Male | 113,936 | 9,895 | 9,314 | 7,856 | 17,076 | 22,417 | 21,808 | 11,984 | 6,798 | 6,788 | 30.7 |
| | | Female | 113,364 | 9,640 | 8,454 | 7,640 | 15,430 | 21,710 | 20,852 | 11,952 | 7,140 | 10,546 | 32.1 |
| **COLORADO SPRINGS** ............ | **405.0** | **Male** | **203,308** | **21,448** | **19,150** | **16,959** | **27,802** | **39,698** | **32,378** | **19,464** | **13,418** | **12,991** | **29.1** |
| | | **Female** | **201,692** | **20,602** | **18,285** | **16,045** | **20,801** | **38,712** | **32,996** | **20,501** | **14,524** | **19,226** | **31.5** |
| El Paso ...................... | 405.0 | Male | 203,308 | 21,448 | 19,150 | 16,959 | 27,802 | 39,698 | 32,378 | 19,464 | 13,418 | 12,991 | 29.1 |
| | | Female | 201,692 | 20,602 | 18,285 | 16,045 | 20,801 | 38,712 | 32,996 | 20,501 | 14,524 | 19,226 | 31.5 |
| **DENVER** ...................... | **1,633.3** | **Male** | **801,650** | **80,415** | **73,653** | **64,200** | **72,754** | **157,401** | **146,442** | **87,787** | **58,389** | **60,609** | **32.0** |
| | | **Female** | **831,650** | **76,713** | **70,063** | **61,525** | **72,828** | **158,968** | **146,581** | **90,066** | **63,428** | **91,478** | **33.5** |
| Adams ........................ | 266.3 | Male | 132,193 | 14,420 | 13,694 | 11,686 | 12,910 | 26,190 | 21,745 | 13,287 | 9,867 | 8,394 | 30.1 |
| | | Female | 134,107 | 13,929 | 12,998 | 11,099 | 13,135 | 25,787 | 20,924 | 14,032 | 10,440 | 11,763 | 31.2 |
| Arapahoe ..................... | 396.8 | Male | 193,453 | 19,677 | 18,967 | 16,590 | 16,906 | 37,101 | 36,585 | 22,531 | 13,042 | 12,054 | 31.6 |
| | | Female | 203,347 | 18,756 | 17,941 | 16,321 | 17,544 | 39,354 | 39,108 | 22,951 | 14,022 | 17,350 | 32.9 |
| Denver ....................... | 464.8 | Male | 226,100 | 21,392 | 17,046 | 14,381 | 22,668 | 48,206 | 39,599 | 21,326 | 17,119 | 24,363 | 32.8 |
| | | Female | 238,700 | 20,245 | 16,321 | 13,660 | 22,477 | 46,080 | 37,271 | 22,321 | 20,299 | 40,026 | 35.2 |
| Douglas ...................... | 63.0 | Male | 31,629 | 3,760 | 3,444 | 2,942 | 1,675 | 5,867 | 6,902 | 3,991 | 1,829 | 1,219 | 31.8 |
| | | Female | 31,371 | 3,567 | 3,232 | 2,654 | 1,772 | 6,647 | 6,950 | 3,578 | 1,582 | 1,389 | 31.7 |
| Jefferson .................... | 442.4 | Male | 218,275 | 21,166 | 20,502 | 18,601 | 18,595 | 40,037 | 41,611 | 26,652 | 16,532 | 14,579 | 32.6 |
| | | Female | 224,125 | 20,216 | 19,571 | 17,791 | 17,900 | 41,100 | 42,328 | 27,184 | 17,085 | 20,950 | 33.9 |
| **DENVER - BOULDER CONSOLIDATED AREA** ...................... | ***1,860.6*** | ***Male*** | ***915,586*** | ***90,310*** | ***82,967*** | ***72,056*** | ***89,830*** | ***179,818*** | ***168,250*** | ***99,771*** | ***65,187*** | ***67,397*** | ***31.8*** |
| | | ***Female*** | ***945,014*** | ***86,353*** | ***78,517*** | ***69,165*** | ***88,258*** | ***180,678*** | ***167,433*** | ***102,018*** | ***70,568*** | ***102,024*** | ***33.3*** |
| **FORT COLLINS - LOVELAND** ....... | **190.7** | **Male** | **94,306** | **8,877** | **8,667** | **7,450** | **13,663** | **16,816** | **16,250** | **9,288** | **5,793** | **7,502** | **30.1** |
| | | **Female** | **96,394** | **8,348** | **8,177** | **7,105** | **13,041** | **17,056** | **16,125** | **9,290** | **6,485** | **10,767** | **31.8** |
| Larimer ...................... | 190.7 | Male | 94,306 | 8,877 | 8,667 | 7,450 | 13,663 | 16,816 | 16,250 | 9,288 | 5,793 | 7,502 | 30.1 |
| | | Female | 96,394 | 8,348 | 8,177 | 7,105 | 13,041 | 17,056 | 16,125 | 9,290 | 6,485 | 10,767 | 31.8 |
| **GREELEY** ..................... | **132.3** | **Male** | **65,335** | **6,585** | **6,712** | **5,893** | **8,340** | **10,741** | **10,259** | **6,544** | **4,583** | **5,678** | **29.8** |
| | | **Female** | **66,965** | **6,357** | **6,267** | **5,640** | **8,750** | **10,781** | **10,023** | **6,519** | **4,812** | **7,816** | **31.0** |
| Weld ......................... | 132.3 | Male | 65,335 | 6,585 | 6,712 | 5,893 | 8,340 | 10,741 | 10,259 | 6,544 | 4,583 | 5,678 | 29.8 |
| | | Female | 66,965 | 6,357 | 6,267 | 5,640 | 8,750 | 10,781 | 10,023 | 6,519 | 4,812 | 7,816 | 31.0 |
| **PUEBLO** ...................... | **123.1** | **Male** | **59,518** | **5,402** | **5,767** | **5,468** | **5,533** | **8,845** | **8,984** | **6,067** | **5,679** | **7,773** | **33.6** |
| | | **Female** | **63,582** | **5,242** | **5,535** | **5,300** | **5,566** | **9,271** | **9,008** | **6,371** | **6,409** | **10,880** | **36.0** |
| Pueblo ....................... | 123.1 | Male | 59,518 | 5,402 | 5,767 | 5,468 | 5,533 | 8,845 | 8,984 | 6,067 | 5,679 | 7,773 | 33.6 |
| | | Female | 63,582 | 5,242 | 5,535 | 5,300 | 5,566 | 9,271 | 9,008 | 6,371 | 6,409 | 10,880 | 36.0 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Adams ........................ | 266.3 | Male | 132,193 | 14,420 | 13,694 | 11,686 | 12,910 | 26,190 | 21,745 | 13,287 | 9,867 | 8,394 | 30.1 |
| | | Female | 134,107 | 13,929 | 12,998 | 11,099 | 13,135 | 25,787 | 20,924 | 14,032 | 10,440 | 11,763 | 21.2 |
| Alamosa ...................... | 13.7 | Male | 6,726 | 711 | 686 | 645 | 1,030 | 1,094 | 959 | 643 | 438 | 520 | 27.7 |
| | | Female | 6,974 | 713 | 699 | 584 | 1,103 | 1,051 | 999 | 613 | 457 | 755 | 28.7 |
| Arapahoe ..................... | 396.8 | Male | 193,453 | 19,677 | 18,967 | 16,590 | 16,906 | 37,101 | 36,585 | 22,531 | 13,042 | 12,054 | 31.6 |
| | | Female | 203,347 | 18,756 | 17,941 | 16,321 | 17,544 | 39,354 | 39,108 | 22,951 | 14,022 | 17,350 | 32.9 |
| Archuleta .................... | 5.4 | Male | 2,753 | 300 | 312 | 253 | 130 | 361 | 479 | 287 | 315 | 316 | 35.4 |
| | | Female | 2,647 | 255 | 255 | 232 | 158 | 401 | 448 | 303 | 291 | 304 | 35.5 |
| Baca ......................... | 4.5 | Male | 2,225 | 171 | 201 | 189 | 139 | 302 | 336 | 242 | 235 | 410 | 38.3 |
| | | Female | 2,275 | 195 | 204 | 181 | 113 | 264 | 309 | 243 | 251 | 515 | 40.8 |
| Bent ......................... | 4.9 | Male | 2,541 | 190 | 225 | 231 | 138 | 282 | 402 | 283 | 325 | 465 | 40.1 |
| | | Female | 2,359 | 222 | 225 | 204 | 137 | 297 | 323 | 248 | 247 | 456 | 37.9 |
| Boulder ...................... | 227.3 | Male | 113,936 | 9,895 | 9,314 | 7,856 | 17,076 | 22,417 | 21,808 | 11,984 | 6,798 | 6,788 | 30.7 |
| | | Female | 113,364 | 9,640 | 8,454 | 7,640 | 15,430 | 21,710 | 20,852 | 11,952 | 7,140 | 10,546 | 32.1 |
| Chaffee ...................... | 12.6 | Male | 6,745 | 448 | 556 | 543 | 754 | 1,138 | 1,063 | 723 | 616 | 904 | 34.4 |
| | | Female | 5,855 | 424 | 481 | 436 | 293 | 777 | 913 | 659 | 709 | 1,163 | 40.7 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES | | | | Population by Age and Sex | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | Median Age By Sex |
| **COLORADO (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Cheyenne | 2.4 | Male | 1,221 | 146 | 137 | 119 | 79 | 219 | 178 | 103 | 82 | 158 | 30.9 |
| | | Female | 1,179 | 125 | 126 | 109 | 61 | 188 | 152 | 94 | 106 | 218 | 34.0 |
| Clear Creek | 7.6 | Male | 3,944 | 370 | 362 | 309 | 209 | 598 | 1,018 | 535 | 300 | 243 | 36.2 |
| | | Female | 3,656 | 309 | 340 | 290 | 199 | 625 | 863 | 473 | 262 | 295 | 35.8 |
| Conejos | 7.4 | Male | 3,681 | 408 | 461 | 421 | 274 | 459 | 487 | 347 | 342 | 482 | 31.0 |
| | | Female | 3,719 | 390 | 454 | 442 | 256 | 487 | 464 | 330 | 343 | 553 | 31.5 |
| Costilla | 3.2 | Male | 1,600 | 152 | 168 | 144 | 121 | 198 | 228 | 174 | 175 | 240 | 35.7 |
| | | Female | 1,600 | 139 | 171 | 146 | 124 | 218 | 180 | 174 | 169 | 279 | 35.1 |
| Crowley | 4.0 | Male | 2,495 | 155 | 170 | 145 | 260 | 657 | 457 | 222 | 163 | 266 | 32.9 |
| | | Female | 1,505 | 130 | 141 | 105 | 100 | 204 | 187 | 151 | 168 | 319 | 38.9 |
| Custer | 1.9 | Male | 950 | 86 | 97 | 97 | 33 | 104 | 139 | 144 | 114 | 136 | 39.2 |
| | | Female | 950 | 59 | 84 | 81 | 39 | 128 | 160 | 128 | 128 | 143 | 40.2 |
| Delta | 20.8 | Male | 10,256 | 782 | 952 | 927 | 629 | 1,218 | 1,432 | 1,143 | 1,082 | 2,091 | 39.3 |
| | | Female | 10,544 | 755 | 877 | 833 | 568 | 1,161 | 1,439 | 1,159 | 1,202 | 2,550 | 42.5 |
| Denver | 464.8 | Male | 226,100 | 21,392 | 17,046 | 14,381 | 22,668 | 48,206 | 39,599 | 21,326 | 17,119 | 24,363 | 32.8 |
| | | Female | 238,700 | 20,245 | 16,321 | 13,660 | 22,477 | 46,080 | 37,271 | 22,321 | 20,299 | 40,026 | 35.2 |
| Dolores | 1.5 | Male | 761 | 59 | 78 | 83 | 47 | 112 | 103 | 105 | 74 | 100 | 35.1 |
| | | Female | 739 | 69 | 55 | 72 | 46 | 100 | 107 | 80 | 92 | 118 | 37.6 |
| Douglas | 63.0 | Male | 31,629 | 3,760 | 3,444 | 2,942 | 1,675 | 5,867 | 6,902 | 3,991 | 1,829 | 1,219 | 31.8 |
| | | Female | 31,371 | 3,567 | 3,232 | 2,654 | 1,772 | 6,647 | 6,950 | 3,578 | 1,582 | 1,389 | 31.7 |
| Eagle | 22.3 | Male | 11,758 | 1,205 | 1,007 | 718 | 1,207 | 3,173 | 2,646 | 1,029 | 434 | 339 | 30.5 |
| | | Female | 10,542 | 1,177 | 993 | 640 | 1,014 | 2,848 | 2,207 | 886 | 408 | 369 | 30.1 |
| Elbert | 9.9 | Male | 4,961 | 468 | 566 | 513 | 271 | 754 | 1,042 | 625 | 363 | 359 | 33.8 |
| | | Female | 4,939 | 464 | 561 | 484 | 241 | 867 | 1,053 | 565 | 307 | 397 | 33.3 |
| El Paso | 405.0 | Male | 203,308 | 21,448 | 19,150 | 16,959 | 27,802 | 39,698 | 32,378 | 19,464 | 13,418 | 12,991 | 29.1 |
| | | Female | 201,692 | 20,602 | 18,285 | 16,045 | 20,801 | 38,712 | 32,996 | 20,501 | 14,524 | 19,226 | 31.5 |
| Fremont | 32.6 | Male | 16,911 | 1,165 | 1,373 | 1,276 | 1,389 | 2,916 | 2,781 | 1,785 | 1,579 | 2,647 | 36.2 |
| | | Female | 15,689 | 1,097 | 1,244 | 1,261 | 1,025 | 2,094 | 2,208 | 1,649 | 1,638 | 3,473 | 40.1 |
| Garfield | 30.5 | Male | 15,538 | 1,649 | 1,576 | 1,168 | 1,341 | 2,847 | 3,012 | 1,564 | 1,076 | 1,305 | 32.1 |
| | | Female | 14,962 | 1,477 | 1,449 | 1,145 | 1,189 | 2,732 | 2,704 | 1,449 | 1,096 | 1,721 | 33.1 |
| Gilpin | 3.1 | Male | 1,639 | 133 | 137 | 135 | 78 | 270 | 435 | 217 | 125 | 109 | 36.5 |
| | | Female | 1,461 | 110 | 124 | 105 | 64 | 292 | 376 | 184 | 95 | 111 | 35.9 |
| Grand | 7.9 | Male | 4,197 | 336 | 391 | 329 | 388 | 856 | 855 | 400 | 351 | 291 | 32.6 |
| | | Female | 3,703 | 308 | 343 | 304 | 269 | 779 | 706 | 345 | 335 | 314 | 33.1 |
| Gunnison | 10.2 | Male | 5,403 | 389 | 355 | 319 | 1,381 | 941 | 945 | 468 | 303 | 302 | 27.7 |
| | | Female | 4,797 | 407 | 406 | 283 | 965 | 866 | 786 | 437 | 298 | 349 | 28.9 |
| Hinsdale | .5 | Male | 263 | 12 | 21 | 14 | 16 | 43 | 52 | 37 | 36 | 32 | 39.9 |
| | | Female | 237 | 13 | 21 | 11 | 8 | 43 | 51 | 25 | 35 | 30 | 39.4 |
| Huerfano | 5.9 | Male | 2,869 | 221 | 274 | 299 | 188 | 320 | 404 | 319 | 313 | 531 | 38.3 |
| | | Female | 3,031 | 231 | 263 | 240 | 158 | 351 | 399 | 340 | 345 | 704 | 41.8 |
| Jackson | 1.6 | Male | 852 | 67 | 61 | 83 | 67 | 137 | 140 | 117 | 97 | 83 | 35.8 |
| | | Female | 748 | 75 | 61 | 63 | 57 | 116 | 127 | 90 | 71 | 88 | 35.2 |
| Jefferson | 442.4 | Male | 218,275 | 21,166 | 20,502 | 18,601 | 18,595 | 40,037 | 41,611 | 26,652 | 16,532 | 14,579 | 32.6 |
| | | Female | 224,125 | 20,216 | 19,571 | 17,791 | 17,900 | 41,100 | 42,328 | 27,184 | 17,085 | 20,950 | 33.9 |
| Kiowa | 1.7 | Male | 833 | 64 | 92 | 83 | 44 | 106 | 138 | 82 | 72 | 152 | 37.0 |
| | | Female | 867 | 66 | 100 | 86 | 33 | 119 | 113 | 90 | 77 | 183 | 37.6 |
| Kit Carson | 7.1 | Male | 3,519 | 378 | 385 | 328 | 215 | 522 | 492 | 378 | 328 | 493 | 33.7 |
| | | Female | 3,581 | 306 | 354 | 329 | 200 | 529 | 480 | 383 | 346 | 652 | 36.5 |
| Lake | 5.8 | Male | 2,988 | 312 | 284 | 231 | 315 | 568 | 535 | 298 | 222 | 223 | 31.2 |
| | | Female | 2,812 | 289 | 287 | 229 | 265 | 525 | 467 | 292 | 212 | 246 | 31.4 |
| La Plata | 32.5 | Male | 16,365 | 1,427 | 1,611 | 1,308 | 2,475 | 2,437 | 2,936 | 1,646 | 1,160 | 1,365 | 30.6 |
| | | Female | 16,135 | 1,367 | 1,412 | 1,250 | 2,083 | 2,522 | 2,843 | 1,565 | 1,225 | 1,868 | 32.8 |
| Larimer | 190.7 | Male | 94,306 | 8,877 | 8,667 | 7,450 | 13,663 | 16,816 | 16,250 | 9,288 | 5,793 | 7,502 | 30.1 |
| | | Female | 96,394 | 8,348 | 8,177 | 7,105 | 13,041 | 17,056 | 16,125 | 9,290 | 6,485 | 10,767 | 31.8 |
| Las Animas | 13.6 | Male | 6,617 | 557 | 608 | 641 | 611 | 783 | 967 | 701 | 636 | 1,113 | 36.1 |
| | | Female | 6,983 | 516 | 572 | 591 | 546 | 826 | 909 | 702 | 738 | 1,583 | 39.8 |
| Lincoln | 4.5 | Male | 2,205 | 234 | 200 | 191 | 138 | 342 | 276 | 236 | 219 | 369 | 34.9 |
| | | Female | 2,295 | 190 | 217 | 160 | 121 | 339 | 270 | 256 | 236 | 506 | 39.5 |
| Logan | 17.3 | Male | 8,435 | 768 | 888 | 767 | 703 | 1,312 | 1,215 | 866 | 801 | 1,115 | 33.3 |
| | | Female | 8,865 | 743 | 773 | 713 | 781 | 1,266 | 1,178 | 943 | 883 | 1,585 | 36.3 |
| Mesa | 93.9 | Male | 45,547 | 4,138 | 4,604 | 4,182 | 4,002 | 6,736 | 7,291 | 4,832 | 3,963 | 5,799 | 33.7 |
| | | Female | 48,353 | 4,166 | 4,380 | 3,891 | 4,052 | 7,185 | 7,441 | 5,033 | 4,482 | 7,723 | 35.7 |
| Mineral | .5 | Male | 257 | 29 | 19 | 14 | 7 | 48 | 44 | 31 | 32 | 33 | 37.6 |
| | | Female | 243 | 25 | 12 | 14 | 10 | 48 | 30 | 35 | 28 | 41 | 39.2 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **COLORADO (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Moffat | 11.2 | Male | 5,671 | 607 | 693 | 587 | 373 | 931 | 1,043 | 645 | 417 | 375 | 31.2 |
| | | Female | 5,529 | 601 | 627 | 530 | 381 | 992 | 911 | 566 | 392 | 529 | 31.3 |
| Montezuma | 18.6 | Male | 9,064 | 1,031 | 1,039 | 941 | 634 | 1,224 | 1,410 | 954 | 838 | 993 | 32.2 |
| | | Female | 9,536 | 885 | 1,017 | 928 | 666 | 1,420 | 1,420 | 1,004 | 888 | 1,308 | 34.0 |
| Montrose | 24.4 | Male | 11,899 | 1,020 | 1,320 | 1,099 | 739 | 1,564 | 1,789 | 1,422 | 1,182 | 1,754 | 36.2 |
| | | Female | 12,501 | 988 | 1,219 | 1,077 | 745 | 1,610 | 1,913 | 1,487 | 1,238 | 2,224 | 38.2 |
| Morgan | 21.9 | Male | 10,727 | 1,102 | 1,162 | 995 | 906 | 1,728 | 1,502 | 1,050 | 906 | 1,376 | 31.9 |
| | | Female | 11,173 | 1,157 | 1,121 | 991 | 765 | 1,679 | 1,449 | 1,059 | 1,014 | 1,938 | 34.2 |
| Otero | 20.0 | Male | 9,623 | 932 | 1,021 | 1,035 | 721 | 1,298 | 1,286 | 1,015 | 938 | 1,377 | 33.5 |
| | | Female | 10,377 | 884 | 996 | 952 | 794 | 1,346 | 1,390 | 1,041 | 935 | 2,039 | 36.6 |
| Ouray | 2.3 | Male | 1,159 | 80 | 116 | 111 | 43 | 142 | 217 | 197 | 105 | 148 | 39.0 |
| | | Female | 1,141 | 76 | 98 | 90 | 53 | 150 | 219 | 171 | 138 | 146 | 39.7 |
| Park | 7.3 | Male | 3,743 | 310 | 400 | 323 | 156 | 609 | 837 | 526 | 308 | 274 | 35.9 |
| | | Female | 3,557 | 312 | 360 | 287 | 136 | 654 | 813 | 460 | 280 | 255 | 35.4 |
| Phillips | 4.2 | Male | 1,982 | 177 | 185 | 179 | 103 | 280 | 270 | 216 | 211 | 361 | 37.5 |
| | | Female | 2,218 | 167 | 199 | 203 | 120 | 275 | 271 | 223 | 238 | 522 | 40.4 |
| Pitkin | 12.8 | Male | 6,722 | 447 | 366 | 303 | 611 | 1,613 | 1,766 | 925 | 408 | 283 | 35.1 |
| | | Female | 6,078 | 431 | 374 | 245 | 524 | 1,540 | 1,553 | 788 | 347 | 276 | 34.5 |
| Prowers | 13.3 | Male | 6,488 | 686 | 780 | 647 | 574 | 977 | 930 | 694 | 515 | 685 | 30.7 |
| | | Female | 6,812 | 678 | 726 | 660 | 532 | 1,000 | 971 | 632 | 607 | 1,006 | 33.1 |
| Pueblo | 123.1 | Male | 59,518 | 5,402 | 5,767 | 5,468 | 5,533 | 8,845 | 8,984 | 6,067 | 5,679 | 7,773 | 33.6 |
| | | Female | 63,582 | 5,242 | 5,535 | 5,300 | 5,566 | 9,271 | 9,008 | 6,371 | 6,409 | 10,880 | 36.0 |
| Rio Blanco | 5.9 | Male | 3,000 | 279 | 341 | 310 | 260 | 468 | 501 | 368 | 232 | 241 | 31.6 |
| | | Female | 2,900 | 283 | 303 | 269 | 264 | 446 | 481 | 310 | 225 | 319 | 32.4 |
| Rio Grande | 10.8 | Male | 5,335 | 558 | 622 | 516 | 382 | 746 | 765 | 554 | 493 | 699 | 32.9 |
| | | Female | 5,465 | 480 | 552 | 555 | 419 | 767 | 757 | 573 | 497 | 865 | 34.5 |
| Routt | 14.1 | Male | 7,536 | 673 | 690 | 365 | 831 | 1,536 | 1,761 | 739 | 361 | 380 | 31.6 |
| | | Female | 6,564 | 576 | 614 | 457 | 566 | 1,403 | 1,557 | 629 | 337 | 425 | 32.6 |
| Saguache | 4.7 | Male | 2,412 | 252 | 305 | 255 | 186 | 364 | 372 | 241 | 173 | 264 | 30.7 |
| | | Female | 2,288 | 233 | 238 | 218 | 178 | 355 | 344 | 235 | 172 | 315 | 32.8 |
| San Juan | 8 | Male | 447 | 41 | 50 | 40 | 24 | 75 | 103 | 55 | 30 | 29 | 34.1 |
| | | Female | 353 | 32 | 39 | 36 | 31 | 54 | 84 | 30 | 26 | 21 | 32.1 |
| San Miguel | 3.7 | Male | 1,962 | 150 | 143 | 118 | 170 | 464 | 513 | 219 | 110 | 75 | 33.6 |
| | | Female | 1,738 | 168 | 156 | 105 | 145 | 394 | 436 | 174 | 76 | 84 | 32.5 |
| Sedgwick | 2.6 | Male | 1,266 | 85 | 121 | 110 | 62 | 153 | 197 | 134 | 138 | 266 | 40.2 |
| | | Female | 1,334 | 85 | 112 | 121 | 61 | 169 | 159 | 137 | 155 | 335 | 42.5 |
| Summit | 13.0 | Male | 7,076 | 558 | 431 | 360 | 894 | 2,172 | 1,581 | 587 | 326 | 167 | 31.0 |
| | | Female | 5,924 | 592 | 429 | 324 | 746 | 1,762 | 1,181 | 481 | 278 | 131 | 29.9 |
| Teller | 12.8 | Male | 6,494 | 653 | 684 | 633 | 314 | 1,010 | 1,443 | 819 | 501 | 437 | 34.5 |
| | | Female | 6,306 | 565 | 639 | 529 | 318 | 1,134 | 1,426 | 711 | 505 | 479 | 34.7 |
| Washington | 4.8 | Male | 2,406 | 209 | 241 | 209 | 163 | 317 | 353 | 262 | 261 | 391 | 36.8 |
| | | Female | 2,394 | 193 | 233 | 218 | 113 | 338 | 304 | 258 | 283 | 454 | 38.4 |
| Weld | 132.3 | Male | 65,335 | 6,585 | 6,712 | 5,893 | 8,340 | 10,741 | 10,259 | 6,544 | 4,583 | 5,678 | 29.8 |
| | | Female | 66,965 | 6,357 | 6,267 | 5,640 | 8,750 | 10,781 | 10,023 | 6,519 | 4,812 | 7,816 | 31.0 |
| Yuma | 8.9 | Male | 4,353 | 378 | 499 | 459 | 264 | 614 | 619 | 495 | 391 | 634 | 34.4 |
| | | Female | 4,547 | 371 | 462 | 416 | 258 | 606 | 648 | 475 | 450 | 861 | 37.5 |
| **TOTAL METRO COUNTIES** | **2,711.7** | **Male** | **1,338,053** | **132,622** | **123,263** | **107,826** | **145,168** | **255,918** | **236,121** | **141,134** | **94,660** | **101,341** | **31.3** |
| | | **Female** | **1,373,647** | **126,902** | **116,781** | **103,255** | **136,416** | **256,498** | **235,585** | **144,699** | **102,798** | **150,713** | **32.9** |
| **TOTAL STATE** | **3,321.1** | **Male** | **1,644,473** | **160,380** | **153,329** | **134,326** | **172,257** | **306,056** | **288,866** | **173,843** | **119,875** | **135,541** | **31.6** |
| | | **Female** | **1,676,627** | **153,471** | **144,979** | **127,980** | **160,509** | **304,840** | **284,764** | **176,067** | **129,161** | **194,856** | **33.2** |
| **CONNECTICUT** | | | | | | | | | | | | | |
| **BRIDGEPORT - STAMFORD - NORWALK - DANBURY** | **827.1** | **Male** | **398,227** | **35,505** | **30,472** | **30,327** | **38,982** | **68,967** | **63,392** | **49,157** | **38,300** | **43,125** | **34.3** |
| | | **Female** | **428,873** | **33,363** | **29,319** | **29,170** | **38,622** | **70,621** | **67,128** | **52,941** | **41,150** | **66,559** | **37.0** |
| Fairfield | 827.1 | Male | 398,227 | 35,505 | 30,472 | 30,327 | 38,982 | 68,967 | 63,392 | 49,157 | 38,300 | 43,125 | 34.3 |
| | | Female | 428,873 | 33,363 | 29,319 | 29,170 | 38,622 | 70,621 | 67,128 | 52,941 | 41,150 | 66,559 | 37.0 |
| **HARTFORD - NEW BRITAIN - MIDDLETOWN - BRISTOL** | **1,130.7** | **Male** | **547,313** | **47,741** | **42,581** | **40,484** | **61,518** | **99,995** | **86,983** | **61,189** | **47,241** | **59,581** | **33.1** |
| | | **Female** | **583,387** | **45,914** | **40,667** | **38,830** | **61,130** | **100,064** | **90,389** | **63,698** | **51,731** | **90,964** | **35.6** |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **CONNECTICUT (continued)** | | | | | | | | | | | | | |
| **HARTFORD - NEW BRITAIN - MIDDLETOWN - BRISTOL (continued)** | | | | | | | | | | | | | |
| Hartford | 856.0 | Male | 411,709 | 36,292 | 32,424 | 30,588 | 43,905 | 75,080 | 63,847 | 45,591 | 36,649 | 47,333 | 33.3 |
| | | Female | 444,291 | 34,819 | 30,890 | 29,655 | 43,581 | 75,965 | 67,395 | 48,398 | 40,951 | 72,637 | 36.1 |
| Middlesex | 144.6 | Male | 70,600 | 6,013 | 5,214 | 5,272 | 7,308 | 13,121 | 12,182 | 8,219 | 5,900 | 7,371 | 33.8 |
| | | Female | 74,000 | 5,701 | 5,050 | 4,687 | 7,141 | 13,102 | 12,251 | 8,380 | 6,130 | 11,558 | 36.1 |
| Tolland | 130.1 | Male | 65,004 | 5,436 | 4,943 | 4,624 | 10,305 | 11,794 | 10,954 | 7,379 | 4,692 | 4,877 | 31.1 |
| | | Female | 65,096 | 5,394 | 4,727 | 4,488 | 10,408 | 10,997 | 10,743 | 6,920 | 4,650 | 6,769 | 31.8 |
| **NEW HAVEN - WATERBURY - MERIDEN** | **807.9** | **Male** | **387,665** | **35,595** | **30,543** | **28,785** | **42,901** | **71,047** | **59,769** | **40,719** | **32,299** | **46,007** | **32.9** |
| | | **Female** | **420,235** | **33,792** | **28,948** | **27,204** | **42,407** | **72,603** | **62,727** | **43,260** | **36,935** | **72,359** | **35.8** |
| New Haven | 807.9 | Male | 387,665 | 35,595 | 30,543 | 28,785 | 42,901 | 71,047 | 59,769 | 40,719 | 32,299 | 46,007 | 32.9 |
| | | Female | 420,235 | 33,792 | 28,948 | 27,204 | 42,407 | 72,603 | 62,727 | 43,260 | 36,935 | 72,359 | 35.8 |
| **NEW LONDON - NORWICH** | **256.2** | **Male** | **129,520** | **11,812** | **10,118** | **9,054** | **17,408** | **25,907** | **19,697** | **13,099** | **10,237** | **12,188** | **31.3** |
| | | **Female** | **126,680** | **11,417** | **9,653** | **8,753** | **12,883** | **22,844** | **18,701** | **13,135** | **10,965** | **18,329** | **34.0** |
| New London | 256.2 | Male | 129,520 | 11,812 | 10,118 | 9,054 | 17,408 | 25,907 | 19,697 | 13,099 | 10,237 | 12,188 | 31.3 |
| | | Female | 126,680 | 11,417 | 9,653 | 8,753 | 12,883 | 22,844 | 18,701 | 13,135 | 10,965 | 18,329 | 34.0 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Fairfield | 827.1 | Male | 398,227 | 35,505 | 30,472 | 30,327 | 38,982 | 68,967 | 63,392 | 47,157 | 38,300 | 43,125 | 34.3 |
| | | Female | 428,873 | 33,363 | 29,319 | 29,170 | 38,622 | 70,621 | 67,128 | 52,941 | 41,150 | 66,559 | 37.0 |
| Hartford | 856.0 | Male | 411,709 | 36,292 | 32,424 | 30,588 | 43,905 | 75,080 | 63,847 | 45,591 | 36,649 | 47,333 | 33.3 |
| | | Female | 444,291 | 34,819 | 30,890 | 29,655 | 43,581 | 75,965 | 67,395 | 48,398 | 40,951 | 72,637 | 36.1 |
| Litchfield | 175.6 | Male | 85,953 | 7,606 | 7,078 | 6,484 | 7,644 | 14,447 | 15,068 | 10,306 | 7,305 | 10,015 | 34.8 |
| | | Female | 89,647 | 7,216 | 6,680 | 6,224 | 7,139 | 14,711 | 14,932 | 10,285 | 7,731 | 14,729 | 36.9 |
| Middlesex | 144.6 | Male | 70,600 | 6,013 | 5,214 | 5,272 | 7,308 | 13,121 | 12,182 | 8,219 | 5,900 | 7,371 | 33.8 |
| | | Female | 74,000 | 5,701 | 5,050 | 4,687 | 7,141 | 13,102 | 12,251 | 8,380 | 6,130 | 11,558 | 36.1 |
| New Haven | 807.9 | Male | 387,665 | 35,595 | 30,543 | 28,785 | 42,901 | 71,047 | 59,769 | 40,719 | 32,299 | 46,007 | 32.9 |
| | | Female | 420,235 | 33,792 | 28,948 | 27,204 | 42,407 | 72,603 | 62,727 | 43,260 | 36,935 | 72,359 | 35.8 |
| New London | 256.2 | Male | 129,520 | 11,812 | 10,118 | 9,054 | 17,408 | 25,907 | 19,697 | 13,099 | 10,237 | 12,188 | 31.3 |
| | | Female | 126,680 | 11,417 | 9,653 | 8,753 | 12,883 | 22,844 | 18,701 | 13,135 | 10,965 | 18,329 | 34.0 |
| Tolland | 130.1 | Male | 65,004 | 5,436 | 4,943 | 4,624 | 10,305 | 11,794 | 10,954 | 7,379 | 4,692 | 4,877 | 31.1 |
| | | Female | 65,096 | 5,394 | 4,727 | 4,488 | 10,408 | 10,997 | 10,743 | 6,920 | 4,650 | 6,769 | 31.8 |
| Windham | 103.6 | Male | 50,498 | 4,934 | 4,736 | 4,275 | 5,542 | 8,811 | 7,901 | 5,442 | 3,833 | 5,024 | 31.5 |
| | | Female | 53,102 | 4,482 | 4,448 | 3,960 | 5,602 | 9,163 | 7,918 | 5,397 | 4,140 | 7,992 | 33.8 |
| **TOTAL METRO COUNTIES** | **3,021.9** | **Male** | **1,462,725** | **130,653** | **113,714** | **108,650** | **160,809** | **265,916** | **229,841** | **164,164** | **128,077** | **160,901** | **33.2** |
| | | **Female** | **1,559,175** | **124,486** | **108,587** | **103,957** | **155,042** | **266,132** | **238,945** | **173,034** | **140,781** | **248,211** | **35.9** |
| **TOTAL STATE** | **3,301.1** | **Male** | **1,599,176** | **143,193** | **125,528** | **119,409** | **173,995** | **289,174** | **252,810** | **179,912** | **139,215** | **175,940** | **33.2** |
| | | **Female** | **1,701,924** | **136,184** | **119,715** | **114,141** | **167,783** | **290,006** | **261,795** | **188,716** | **152,652** | **270,932** | **35.9** |

## DELAWARE

| METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **WILMINGTON** | **584.4** | **Male** | **283,785** | **26,572** | **24,786** | **22,939** | **32,451** | **51,108** | **43,994** | **30,812** | **23,841** | **27,282** | **31.9** |
| | | **Female** | **300,615** | **25,149** | **23,751** | **21,723** | **33,616** | **52,325** | **45,697** | **31,964** | **25,958** | **40,432** | **33.8** |
| New Castle | 446.4 | Male | 216,046 | 20,286 | 18,486 | 16,612 | 25,848 | 40,546 | 33,258 | 22,948 | 17,937 | 20,125 | 31.6 |
| | | Female | 230,354 | 19,072 | 17,711 | 15,904 | 27,262 | 41,037 | 34,715 | 24,315 | 19,764 | 30,574 | 33.6 |
| *Cecil, Md.* | *72.5* | *Male* | *36,207* | *3,569* | *3,332* | *3,338* | *3,684* | *5,859* | *5,906* | *4,203* | *3,021* | *3,295* | *32.1* |
| | | *Female* | *36,293* | *3,401* | *3,203* | *3,112* | *3,500* | *6,132* | *5,858* | *3,924* | *3,028* | *4,155* | *33.0* |
| *Salem, N. J.* | *65.5* | *Male* | *31,532* | *2,717* | *2,968* | *2,989* | *2,919* | *4,703* | *4,830* | *3,661* | *2,883* | *3,862* | *33.9* |
| | | *Female* | *33,968* | *2,676* | *2,837* | *2,707* | *2,854* | *5,156* | *5,144* | *3,725* | *3,166* | *5,703* | *36.5* |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Kent | 112.0 | Male | 54,770 | 5,765 | 5,268 | 4,616 | 6,683 | 9,729 | 7,820 | 5,660 | 4,540 | 4,689 | 30.2 |
| | | Female | 57,230 | 5,612 | 4,915 | 4,508 | 6,440 | 9,928 | 8,181 | 6,060 | 4,717 | 6,869 | 32.2 |
| New Castle | 446.4 | Male | 216,046 | 20,286 | 18,486 | 16,612 | 25,848 | 40,546 | 33,258 | 22,948 | 17,937 | 20,125 | 31.6 |
| | | Female | 230,354 | 19,072 | 17,711 | 15,904 | 27,262 | 41,037 | 34,715 | 24,315 | 19,764 | 30,574 | 33.6 |
| Sussex | 114.8 | Male | 55,534 | 4,883 | 4,835 | 4,336 | 4,800 | 8,720 | 8,166 | 5,841 | 5,855 | 8,098 | 35.2 |
| | | Female | 59,266 | 4,774 | 4,531 | 4,284 | 4,742 | 8,907 | 8,097 | 6,219 | 6,692 | 11,020 | 38.0 |
| **TOTAL METRO COUNTIES** | **446.4** | **Male** | **216,046** | **20,286** | **18,486** | **16,612** | **25,848** | **40,546** | **33,258** | **22,948** | **17,937** | **20,125** | **31.6** |
| | | **Female** | **230,354** | **19,072** | **17,711** | **15,904** | **27,262** | **41,037** | **34,715** | **24,315** | **19,764** | **30,574** | **33.6** |
| **TOTAL STATE** | **673.2** | **Male** | **326,350** | **30,934** | **28,589** | **25,564** | **37,331** | **58,995** | **49,244** | **34,449** | **28,332** | **32,912** | **31.9** |
| | | **Female** | **346,850** | **29,458** | **27,157** | **24,696** | **38,444** | **59,872** | **50,9°3** | **36,594** | **31,173** | **48,463** | **34.0** |

# POPULATION BY AGE AND SEX

| SMM ESTIMATES | | | | Population by Age and Sex | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | Median Age By Sex |
| **DISTRICT OF COLUMBIA** | | | | | | | | | | | | | |
| **WASHINGTON** | **3,988.4** | **Male** | **1,943,253** | **180,513** | **157,113** | **146,149** | **216,693** | **396,280** | **340,820** | **233,389** | **140,408** | **131,888** | **31.8** |
| | | **Female** | **2,045,147** | **173,112** | **149,971** | **139,776** | **218,681** | **406,214** | **362,046** | **238,053** | **149,729** | **207,565** | **33.4** |
| District of Columbia | 604.2 | Male | 281,730 | 22,794 | 18,906 | 17,935 | 37,893 | 57,674 | 45,772 | 30,096 | 22,381 | 28,279 | 32.5 |
| | | Female | 322,470 | 22,180 | 18,358 | 17,688 | 43,031 | 61,564 | 49,222 | 33,660 | 27,586 | 49,181 | 34.7 |
| *Calvert, Md.* | *53.0* | *Male* | *26,305* | *2,650* | *2,746* | *2,397* | *2,235* | *4,349* | *4,804* | *3,299* | *1,875* | *1,950* | *32.2* |
| | | *Female* | *26,695* | *2,518* | *2,553* | *2,275* | *2,232* | *4,804* | *4,766* | *2,907* | *1,884* | *2,756* | *32.8* |
| *Charles, Md.* | *103.6* | *Male* | *51,478* | *5,475* | *5,297* | *4,830* | *5,498* | *9,670* | *8,583* | *6,199* | *3,243* | *2,683* | *29.8* |
| | | *Female* | *52,122* | *5,408* | *5,073* | *4,574* | *5,343* | *9,935* | *8,751* | *5,833* | *3,189* | *4,016* | *30.7* |
| *Frederick, Md.* | *153.3* | *Male* | *75,494* | *7,534* | *6,957* | *6,309* | *7,669* | *13,740* | *13,455* | *8,735* | *5,329* | *5,766* | *31.8* |
| | | *Female* | *77,806* | *7,378* | *6,800* | *5,842* | *7,986* | *14,009* | *13,291* | *8,129* | *5,676* | *8,695* | *32.8* |
| *Montgomery, Md.* | *777.3* | *Male* | *374,572* | *36,493* | *30,195* | *27,621* | *34,141* | *73,621* | *65,824* | *45,453* | *29,908* | *31,316* | *33.0* |
| | | *Female* | *402,728* | *34,669* | *28,851* | *26,192* | *34,519* | *77,494* | *71,818* | *48,495* | *32,760* | *47,930* | *35.0* |
| *Prince George's, Md.* | *736.0* | *Male* | *356,634* | *34,741* | *29,924* | *27,850* | *46,866* | *73,271* | *57,946* | *40,565* | *25,472* | *19,999* | *30.3* |
| | | *Female* | *379,366* | *33,015* | *28,827* | *26,738* | *47,674* | *77,279* | *64,888* | *43,792* | *26,571* | *30,582* | *31.9* |
| *Alexandria city, Va.* | *111.4* | *Male* | *52,857* | *3,694* | *2,605* | *2,387* | *5,939* | *14,571* | *9,900* | *6,184* | *3,629* | *3,948* | *33.1* |
| | | *Female* | *58,543* | *3,711* | *2,573* | *2,348* | *6,679* | *15,124* | *10,530* | *5,971* | *4,137* | *7,470* | *34.2* |
| *Arlington, Va.* | *171.3* | *Male* | *84,180* | *5,760* | *4,136* | *3,616* | *10,202* | *22,223* | *15,879* | *9,508* | *5,673* | *7,183* | *33.3* |
| | | *Female* | *87,120* | *5,482* | *3,830* | *3,330* | *10,124* | *21,351* | *15,221* | *9,407* | *6,127* | *12,248* | *34.7* |
| *Fairfax, Va.* | *838.4* | *Male* | *416,839* | *37,100* | *34,419* | *33,910* | *41,681* | *80,625* | *78,500* | *57,564* | *30,570* | *22,470* | *32.6* |
| | | *Female* | *421,561* | *35,407* | *32,763* | *32,456* | *39,298* | *79,900* | *83,912* | *55,898* | *29,981* | *31,946* | *33.9* |
| *Fairfax city, Va.* | *19.6* | *Male* | *9,550* | *701* | *662* | *588* | *1,304* | *1,996* | *1,480* | *1,091* | *876* | *852* | *32.6* |
| | | *Female* | *10,050* | *658* | *564* | *615* | *1,280* | *1,875* | *1,527* | *1,213* | *1,049* | *1,269* | *35.2* |
| *Falls Church city, Va.* | *9.6* | *Male* | *4,584* | *345* | *337* | *292* | *334* | *843* | *938* | *588* | *387* | *520* | *36.5* |
| | | *Female* | *5,016* | *319* | *303* | *280* | *359* | *825* | *983* | *614* | *414* | *919* | *39.3* |
| *Loudoun, Va.* | *88.6* | *Male* | *44,048* | *4,786* | *3,980* | *3,490* | *3,966* | *9,231* | *8,096* | *5,556* | *2,822* | *2,121* | *31.3* |
| | | *Female* | *44,552* | *4,717* | *3,720* | *3,375* | *3,961* | *9,409* | *8,291* | *5,244* | *2,605* | *3,230* | *31.9* |
| *Manassas city, Va.* | *29.0* | *Male* | *14,796* | *1,744* | *1,435* | *1,102* | *1,774* | *3,553* | *2,580* | *1,448* | *630* | *530* | *28.8* |
| | | *Female* | *14,204* | *1,689* | *1,330* | *1,036* | *1,609* | *3,227* | *2,398* | *1,323* | *688* | *904* | *29.5* |
| *Manassas Park city, Va.* | *6.8* | *Male* | *3,377* | *398* | *357* | *295* | *374* | *902* | *460* | *289* | *206* | *96* | *27.9* |
| | | *Female* | *3,423* | *428* | *366* | *286* | *401* | *819* | *450* | *305* | *216* | *152* | *27.8* |
| *Prince William, Va.* | *223.0* | *Male* | *114,107* | *12,934* | *11,906* | *10,428* | *12,743* | *24,127* | *20,877* | *12,982* | *5,500* | *2,610* | *28.7* |
| | | *Female* | *108,893* | *12,338* | *10,989* | *9,858* | *11,285* | *23,026* | *20,398* | *11,880* | *5,023* | *4,096* | *29.3* |
| *Stafford, Va.* | *63.3* | *Male* | *32,702* | *3,364* | *3,251* | *3,099* | *4,074* | *5,884* | *5,726* | *3,832* | *1,907* | *1,565* | *29.4* |
| | | *Female* | *30,598* | *3,195* | *3,071* | *2,883* | *2,900* | *5,573* | *5,600* | *3,382* | *1,823* | *2,171* | *30.8* |
| **TOTAL METRO COUNTIES** | 604.2 | **Male** | **281,730** | **22,794** | **18,906** | **17,935** | **37,893** | **57,674** | **45,772** | **30,096** | **22,381** | **28,279** | **32.5** |
| | | **Female** | **322,470** | **22,180** | **18,358** | **17,688** | **43,031** | **61,564** | **49,222** | **33,660** | **27,586** | **49,181** | **34.7** |
| **TOTAL STATE** | 604.2 | **Male** | **281,730** | **22,794** | **18,906** | **17,935** | **37,893** | **57,674** | **45,772** | **30,096** | **22,381** | **28,279** | **32.5** |
| | | **Female** | **322,470** | **22,180** | **18,358** | **17,688** | **43,031** | **61,564** | **49,222** | **33,660** | **27,586** | **49,181** | **34.7** |
| **FLORIDA** | | | | | | | | | | | | | |
| **BRADENTON** | **215.6** | **Male** | **101,918** | **7,967** | **7,045** | **6,450** | **7,759** | **14,603** | **12,848** | **9,149** | **10,275** | **25,822** | **40.6** |
| | | **Female** | **113,682** | **7,449** | **6,701** | **5,972** | **7,626** | **14,625** | **13,097** | **10,348** | **13,222** | **34,642** | **46.2** |
| Manatee | 215.6 | Male | 101,918 | 7,967 | 7,045 | 6,450 | 7,759 | 14,603 | 12,848 | 9,149 | 10,275 | 25,822 | 40.6 |
| | | Female | 113,682 | 7,449 | 6,701 | 5,972 | 7,626 | 14,625 | 13,097 | 10,348 | 13,222 | 34,642 | 46.2 |
| **DAYTONA BEACH** | **379.8** | **Male** | **183,753** | **13,741** | **12,743** | **12,185** | **19,326** | **28,387** | **24,600** | **17,512** | **18,363** | **36,896** | **37.2** |
| | | **Female** | **196,047** | **13,009** | **12,096** | **11,626** | **16,126** | **27,021** | **24,944** | **19,295** | **22,491** | **49,439** | **42.3** |
| Volusia | 379.8 | Male | 183,753 | 13,741 | 12,743 | 12,185 | 19,326 | 28,387 | 24,600 | 17,512 | 18,363 | 36,896 | 37.2 |
| | | Female | 196,047 | 13,009 | 12,096 | 11,626 | 16,126 | 27,021 | 24,944 | 19,295 | 22,491 | 49,439 | 42.3 |
| **FORT LAUDERDALE - HOLLYWOOD - POMPANO BEACH** | **1,278.4** | **Male** | **611,893** | **50,432** | **43,529** | **40,400** | **50,675** | **108,725** | **95,219** | **64,292** | **50,648** | **107,973** | **36.3** |
| | | **Female** | **666,507** | **47,511** | **41,919** | **38,978** | **52,349** | **107,267** | **94,787** | **65,903** | **60,249** | **157,544** | **39.8** |
| Broward | 1,278.4 | Male | 611,893 | 50,432 | 43,529 | 40,400 | 50,675 | 108,725 | 95,219 | 64,292 | 50,648 | 107,973 | 36.3 |
| | | Female | 666,507 | 47,511 | 41,919 | 38,978 | 52,349 | 107,267 | 94,787 | 65,903 | 60,249 | 157,544 | 39.8 |
| **FORT MYERS - CAPE CORAL** | **345.2** | **Male** | **166,729** | **12,987** | **11,348** | **10,553** | **12,563** | **24,168** | **21,208** | **16,103** | **18,808** | **38,991** | **40.5** |
| | | **Female** | **178,471** | **12,231** | **10,902** | **9,956** | **12,430** | **24,037** | **22,013** | **17,921** | **22,687** | **46,294** | **43.9** |
| Lee | 345.2 | Male | 166,729 | 12,987 | 11,348 | 10,553 | 12,563 | 24,168 | 21,208 | 16,103 | 18,808 | 38,991 | 40.5 |
| | | Female | 178,471 | 12,231 | 10,902 | 9,956 | 12,430 | 24,037 | 22,013 | 17,921 | 22,687 | 46,294 | 43.9 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **FLORIDA (continued)** | | | | | | | | | | | | | |
| **FORT PIERCE** | **258.9** | **Male** | **126,747** | **10,148** | **9,405** | **8,282** | **9,620** | **19,108** | **16,747** | **12,014** | **13,371** | **28,052** | **39.1** |
| | | **Female** | **132,153** | **9,652** | **8,846** | **8,021** | **8,893** | **18,337** | **16,388** | **12,869** | **16,296** | **32,851** | **42.5** |
| Martin | 103.9 | Male | 50,959 | 3,365 | 3,215 | 2,842 | 3,769 | 7,482 | 6,765 | 4,965 | 5,614 | 12,942 | 42.1 |
| | | Female | 52,941 | 3,183 | 2,964 | 2,809 | 3,130 | 6,514 | 6,409 | 5,391 | 6,959 | 15,502 | 47.4 |
| St. Lucie | 155.0 | Male | 75,788 | 6,783 | 6,190 | 5,440 | 5,851 | 11,626 | 9,982 | 7,049 | 7,757 | 15,110 | 37.0 |
| | | Female | 79,212 | 6,469 | 5,882 | 5,212 | 5,763 | 11,823 | 9,899 | 7,478 | 9,337 | 17,349 | 39.5 |
| **FORT WALTON BEACH** | **146.9** | **Male** | **74,327** | **7,143** | **6,445** | **5,983** | **8,638** | **15,248** | **10,965** | **7,613** | **6,417** | **5,875** | **30.9** |
| | | **Female** | **72,573** | **6,893** | **6,197** | **5,744** | **7,341** | **13,369** | **10,532** | **8,146** | **6,691** | **7,660** | **32.6** |
| Okaloosa | 146.9 | Male | 74,327 | 7,143 | 6,445 | 5,983 | 8,638 | 15,248 | 10,965 | 7,613 | 6,417 | 5,875 | 30.9 |
| | | Female | 72,573 | 6,893 | 6,197 | 5,744 | 7,341 | 13,369 | 10,532 | 8,146 | 6,691 | 7,660 | 32.6 |
| **GAINESVILLE** | **206.6** | **Male** | **102,805** | **8,300** | **8,113** | **7,046** | **21,590** | **19,431** | **15,135** | **8,853** | **6,237** | **8,100** | **28.3** |
| | | **Female** | **103,795** | **8,278** | **7,497** | **6,883** | **20,268** | **17,726** | **14,873** | **9,262** | **7,242** | **11,766** | **30.1** |
| Alachua | 183.9 | Male | 90,283 | 7,364 | 7,121 | 6,122 | 20,346 | 16,577 | 13,085 | 7,458 | 5,282 | 6,928 | 27.5 |
| | | Female | 93,617 | 7,391 | 6,628 | 6,005 | 19,401 | 16,218 | 13,444 | 8,104 | 6,227 | 10,199 | 29.6 |
| Bradford | 22.7 | Male | 12,522 | 936 | 992 | 924 | 1,244 | 2,854 | 2,050 | 1,395 | 955 | 1,172 | 32.6 |
| | | Female | 10,178 | 887 | 869 | 878 | 867 | 1,508 | 1,429 | 1,158 | 1,015 | 1,567 | 35.6 |
| **JACKSONVILLE** | **927.1** | **Male** | **453,297** | **45,512** | **40,701** | **36,995** | **52,085** | **85,923** | **71,005** | **46,503** | **34,668** | **39,905** | **31.0** |
| | | **Female** | **473,803** | **43,703** | **39,361** | **36,182** | **46,566** | **84,570** | **73,216** | **49,415** | **39,701** | **61,089** | **33.4** |
| Clay | 109.0 | Male | 53,756 | 5,188 | 5,339 | 5,444 | 5,272 | 8,921 | 9,178 | 6,590 | 3,907 | 3,917 | 31.3 |
| | | Female | 55,244 | 5,019 | 5,220 | 5,365 | 4,946 | 9,172 | 9,698 | 6,519 | 4,021 | 5,284 | 32.7 |
| Duval | 686.7 | Male | 335,366 | 34,782 | 29,955 | 26,281 | 40,947 | 66,905 | 51,657 | 32,423 | 24,516 | 27,900 | 30.3 |
| | | Female | 351,334 | 33,329 | 29,110 | 25,808 | 35,806 | 64,845 | 53,184 | 35,162 | 28,911 | 45,179 | 33.0 |
| Nassau | 45.0 | Male | 22,258 | 2,085 | 2,098 | 2,134 | 2,040 | 3,649 | 3,509 | 2,791 | 2,043 | 1,909 | 32.6 |
| | | Female | 22,742 | 1,998 | 1,974 | 1,979 | 1,997 | 3,729 | 3,579 | 2,761 | 2,081 | 2,644 | 34.2 |
| St. Johns | 86.4 | Male | 41,917 | 3,457 | 3,309 | 3,136 | 3,826 | 6,448 | 6,661 | 4,699 | 4,202 | 6,179 | 36.2 |
| | | Female | 44,483 | 3,357 | 3,057 | 3,030 | 3,817 | 6,824 | 6,755 | 4,973 | 4,688 | 7,982 | 38.2 |
| **LAKELAND - WINTER HAVEN** | **411.9** | **Male** | **199,678** | **18,103** | **16,983** | **16,336** | **18,288** | **29,950** | **26,625** | **20,636** | **19,366** | **33,391** | **35.1** |
| | | **Female** | **212,222** | **17,105** | **16,052** | **15,362** | **18,679** | **30,045** | **27,571** | **21,991** | **22,525** | **42,892** | **38.2** |
| Polk | 411.9 | Male | 199,678 | 18,103 | 16,983 | 16,336 | 18,288 | 29,950 | 26,625 | 20,636 | 19,366 | 33,391 | 35.1 |
| | | Female | 212,222 | 17,105 | 16,052 | 15,362 | 18,679 | 30,045 | 27,571 | 21,991 | 22,525 | 42,892 | 38.2 |
| **MELBOURNE - TITUSVILLE - PALM BAY** | **408.6** | **Male** | **201,921** | **16,972** | **15,396** | **13,820** | **18,703** | **36,481** | **28,122** | **21,233** | **21,003** | **30,191** | **34.9** |
| | | **Female** | **206,879** | **16,173** | **14,625** | **13,267** | **16,639** | **34,049** | **27,923** | **23,201** | **23,421** | **37,581** | **38.1** |
| Brevard | 408.8 | Male | 201,921 | 16,972 | 15,396 | 13,820 | 18,703 | 36,481 | 28,122 | 21,233 | 21,003 | 30,191 | 34.9 |
| | | Female | 208,879 | 16,173 | 14,625 | 13,267 | 16,639 | 34,049 | 27,923 | 23,201 | 23,421 | 37,581 | 38.1 |
| **MIAMI - HIALEAH** | **1,963.0** | **Male** | **940,534** | **88,521** | **78,652** | **78,053** | **96,310** | **162,394** | **136,444** | **106,455** | **85,183** | **108,522** | **32.9** |
| | | **Female** | **1,022,466** | **84,796** | **74,708** | **72,864** | **96,896** | **169,360** | **146,194** | **115,230** | **96,731** | **165,687** | **35.9** |
| Dade | 1,963.0 | Male | 940,534 | 88,521 | 78,652 | 78,053 | 96,310 | 162,394 | 136,444 | 106,455 | 85,183 | 108,522 | 32.9 |
| | | Female | 1,022,466 | 84,796 | 74,708 | 72,864 | 96,896 | 169,360 | 146,194 | 115,230 | 96,731 | 165,687 | 35.9 |
| **MIAMI - FORT LAUDERDALE CONSOLIDATED AREA** | ***3,241.4*** | ***Male*** | ***1,552,427*** | ***138,953*** | ***122,181*** | ***118,453*** | ***146,985*** | ***271,119*** | ***231,663*** | ***170,747*** | ***135,831*** | ***216,495*** | ***34.2*** |
| | | ***Female*** | ***1,688,973*** | ***132,307*** | ***116,627*** | ***111,842*** | ***149,245*** | ***276,627*** | ***240,981*** | ***181,133*** | ***156,980*** | ***323,231*** | ***37.4*** |
| **NAPLES** | **157.4** | **Male** | **77,956** | **5,871** | **5,310** | **4,909** | **6,465** | **11,935** | **10,263** | **7,766** | **8,702** | **16,735** | **39.4** |
| | | **Female** | **79,444** | **5,803** | **5,155** | **4,545** | **5,630** | **10,804** | **9,985** | **8,433** | **10,150** | **18,939** | **42.8** |
| Collier | 157.4 | Male | 77,956 | 5,871 | 5,310 | 4,909 | 6,465 | 11,935 | 10,263 | 7,766 | 8,702 | 16,735 | 39.4 |
| | | Female | 79,444 | 5,803 | 5,155 | 4,545 | 5,630 | 10,804 | 9,985 | 8,433 | 10,150 | 18,939 | 42.8 |
| **OCALA** | **200.5** | **Male** | **96,500** | **8,001** | **7,788** | **7,149** | **7,437** | **13,380** | **12,080** | **9,602** | **10,766** | **20,297** | **38.7** |
| | | **Female** | **104,000** | **7,600** | **7,199** | **6,895** | **7,735** | **13,916** | **12,982** | **10,792** | **12,895** | **23,986** | **41.7** |
| Marion | 200.5 | Male | 96,500 | 8,001 | 7,788 | 7,149 | 7,437 | 13,380 | 12,080 | 9,602 | 10,766 | 20,297 | 38.7 |
| | | Female | 104,000 | 7,600 | 7,199 | 6,895 | 7,735 | 13,916 | 12,982 | 10,792 | 12,895 | 23,986 | 41.7 |
| **ORLANDO** | **1,104.8** | **Male** | **545,024** | **50,183** | **45,563** | **42,973** | **65,549** | **108,487** | **85,620** | **55,703** | **41,630** | **49,316** | **31.2** |
| | | **Female** | **559,776** | **47,930** | **43,896** | **41,090** | **60,429** | **104,765** | **86,756** | **58,018** | **46,270** | **70,622** | **33.3** |
| Orange | 697.1 | Male | 345,646 | 32,000 | 27,714 | 25,641 | 46,085 | 72,663 | 52,481 | 33,127 | 25,827 | 30,108 | 30.7 |
| | | Female | 351,454 | 30,788 | 26,973 | 24,674 | 41,046 | 68,306 | 51,898 | 34,829 | 29,058 | 43,882 | 32.6 |
| Osceola | 111.8 | Male | 54,700 | 5,105 | 4,832 | 4,543 | 5,496 | 9,390 | 8,196 | 5,822 | 4,666 | 6,650 | 32.9 |
| | | Female | 57,100 | 4,912 | 4,605 | 4,374 | 5,525 | 9,362 | 8,300 | 6,041 | 5,128 | 8,853 | 34.8 |
| Seminole | 295.9 | Male | 144,678 | 13,078 | 13,017 | 12,789 | 13,968 | 26,434 | 24,943 | 16,754 | 11,137 | 12,558 | 32.4 |
| | | Female | 151,222 | 12,230 | 12,318 | 12,042 | 13,858 | 27,097 | 26,558 | 17,148 | 12,084 | 17,887 | 34.3 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **FLORIDA (continued)** | | | | | | | | | | | | | |
| **PANAMA CITY** | **129.2** | **Male** | **63,626** | **5,840** | **5,670** | **5,396** | **6,476** | **11,454** | **9,392** | **6,935** | **5,841** | **6,622** | **32.4** |
| | | **Female** | **65,574** | **5,727** | **5,347** | **5,067** | **6,132** | **11,274** | **9,411** | **7,402** | **6,360** | **8,854** | **34.3** |
| Bay | 129.2 | Male | 63,626 | 5,840 | 5,670 | 5,396 | 6,476 | 11,454 | 9,392 | 6,935 | 5,841 | 6,622 | 32.4 |
| | | Female | 65,574 | 5,727 | 5,347 | 5,067 | 6,132 | 11,274 | 9,411 | 7,402 | 6,360 | 8,854 | 34.3 |
| **PENSACOLA** | **346.8** | **Male** | **170,361** | **16,493** | **15,373** | **14,667** | **20,330** | **29,812** | **24,403** | **18,569** | **14,609** | **16,105** | **31.1** |
| | | **Female** | **178,439** | **15,648** | **14,621** | **13,660** | **18,687** | **30,026** | **25,985** | **20,042** | **16,466** | **23,304** | **33.9** |
| Escambia | 265.4 | Male | 128,826 | 12,285 | 11,449 | 10,900 | 16,428 | 22,372 | 18,056 | 13,643 | 11,016 | 12,677 | 31.0 |
| | | Female | 136,574 | 11,800 | 10,960 | 10,264 | 15,001 | 22,480 | 19,519 | 14,992 | 12,714 | 18,844 | 34.0 |
| Santa Rosa | 83.4 | Male | 41,535 | 4,208 | 3,924 | 3,767 | 3,902 | 7,440 | 6,347 | 4,926 | 3,593 | 3,428 | 31.7 |
| | | Female | 41,865 | 3,848 | 3,661 | 3,396 | 3,686 | 7,546 | 6,466 | 5,050 | 3,752 | 4,460 | 33.4 |
| **SARASOTA** | **282.7** | **Male** | **132,256** | **8,163** | **7,533** | **7,309** | **8,704** | **16,714** | **16,596** | **12,754** | **15,061** | **39,422** | **45.8** |
| | | **Female** | **150,444** | **7,648** | **7,110** | **6,984** | **8,461** | **16,953** | **17,409** | **14,829** | **19,602** | **51,448** | **52.0** |
| Sarasota | 282.7 | Male | 132,256 | 8,163 | 7,533 | 7,309 | 8,704 | 16,714 | 16,596 | 12,754 | 15,061 | 39,422 | 45.8 |
| | | Female | 150,444 | 7,648 | 7,110 | [illegible]84 | 8,461 | 16,953 | 17,409 | 14,829 | 19,602 | 51,448 | 52.0 |
| **TALLAHASSEE** | **237.3** | **Male** | **113,971** | **10,001** | **9,918** | **9,032** | **20,628** | **20,227** | **17,816** | **10,852** | **7,122** | **8,375** | **28.7** |
| | | **Female** | **123,329** | **9,432** | **9,510** | **8,932** | **22,891** | **21,052** | **18,874** | **11,429** | **8,306** | **12,903** | **30.2** |
| Gadsden | 41.3 | Male | 19,623 | 2,079 | 2,220 | 2,028 | 1,967 | 3,061 | 2,761 | 1,913 | 1,496 | 2,098 | 30.0 |
| | | Female | 21,677 | 1,866 | 2,086 | 2,025 | 2,063 | 3,289 | 3,058 | 2,276 | 1,906 | 3,108 | 33.5 |
| Leon | 196.0 | Male | 94,348 | 7,922 | 7,698 | 7,004 | 18,661 | 17,166 | 15,055 | 8,939 | 5,626 | 6,277 | 28.4 |
| | | Female | 101,652 | 7,566 | 7,424 | 6,907 | 20,828 | 17,763 | 15,816 | 9,153 | 6,400 | 9,795 | 29.6 |
| **TAMPA - ST. PETERSBURG - CLEARWATER** | **2,110.1** | **Male** | **1,005,291** | **79,858** | **72,725** | **69,523** | **88,484** | **163,323** | **143,898** | **102,251** | **95,195** | **190,034** | **37.0** |
| | | **Female** | **1,104,809** | **76,124** | **69,694** | **66,406** | **90,133** | **165,398** | **148,476** | **110,537** | **114,070** | **263,971** | **40.7** |
| Hernando | 105.7 | Male | 50,664 | 3,299 | 3,294 | 3,351 | 3,051 | 5,310 | 5,530 | 4,590 | 6,740 | 15,499 | 48.0 |
| | | Female | 55,036 | 3,204 | 3,310 | 3,164 | 3,090 | 5,661 | 5,981 | 5,317 | 8,514 | 16,795 | 50.7 |
| Hillsborough | 853.5 | Male | 415,666 | 39,024 | 35,196 | 32,805 | 44,386 | 78,376 | 64,990 | 44,643 | 33,366 | 42,880 | 32.2 |
| | | Female | 437,834 | 37,077 | 33,367 | 31,069 | 45,551 | 79,041 | 66,897 | 46,437 | 37,009 | 61,386 | 34.1 |
| Pasco | 287.5 | Male | 136,169 | 9,343 | 8,765 | 8,282 | 9,489 | 16,627 | 15,385 | 12,032 | 14,881 | 41,365 | 45.1 |
| | | Female | 151,331 | 8,845 | 8,343 | 8,100 | 9,368 | 17,041 | 15,913 | 13,362 | 18,974 | 51,385 | 50.8 |
| Pinellas | 863.4 | Male | 402,792 | 28,192 | 25,470 | 25,085 | 31,558 | 63,010 | 57,993 | 40,986 | 40,208 | 90,290 | 39.8 |
| | | Female | 460,608 | 26,998 | 24,674 | 24,073 | 32,124 | 63,655 | 59,685 | 45,421 | 49,573 | 134,405 | 44.8 |
| **WEST PALM BEACH - BOCA RATON - DELRAY BEACH** | **896.4** | **Male** | **430,180** | **34,646** | **29,428** | **26,488** | **33,422** | **70,565** | **61,322** | **42,028** | **38,169** | **94,112** | **38.3** |
| | | **Female** | **466,220** | **32,669** | **28,158** | **25,662** | **33,031** | **68,976** | **61,172** | **44,154** | **48,411** | **123,987** | **42.3** |
| Palm Beach | 896.4 | Male | 430,180 | 34,646 | 29,428 | 26,488 | 33,422 | 70,565 | 61,322 | 42,028 | 38,169 | 94,112 | 38.3 |
| | | Female | 466,220 | 32,669 | 28,158 | 25,662 | 33,031 | 68,976 | 61,172 | 44,154 | 48,411 | 123,987 | 42.3 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Alachua | 183.9 | Male | 90,283 | 7,364 | 7,121 | 6,122 | 20,346 | 16,577 | 13,085 | 7,458 | 5,282 | 6,928 | 27.5 |
| | | Female | 93,617 | 7,391 | 6,628 | 6,005 | 19,401 | 16,218 | 13,444 | 8,104 | 6,227 | 10,199 | 29.6 |
| Baker | 18.8 | Male | 9,818 | 944 | 1,049 | 958 | 1,052 | 1,896 | 1,549 | 1,040 | 689 | 641 | 29.8 |
| | | Female | 8,982 | 903 | 969 | 939 | 837 | 1,513 | 1,356 | 931 | 676 | 858 | 30.6 |
| Bay | 129.2 | Male | 63,626 | 5,840 | 5,670 | 5,396 | 6,476 | 11,454 | 9,392 | 6,935 | 5,841 | 6,622 | 32.4 |
| | | Female | 65,574 | 5,727 | 5,347 | 5,067 | 6,132 | 11,274 | 9,411 | 7,402 | 6,360 | 8,854 | 34.3 |
| Bradford | 22.7 | Male | 12,522 | 936 | 992 | 924 | 1,244 | 2,354 | 2,050 | 1,395 | 955 | 1,172 | 32.6 |
| | | Female | 10,178 | 887 | 869 | 878 | 867 | 1,508 | 1,429 | 1,158 | 1,015 | 1,567 | 35.6 |
| Brevard | 408.8 | Male | 201,921 | 16,972 | 15,396 | 13,820 | 18,703 | 36,481 | 28,122 | 21,233 | 21,003 | 30,191 | 34.9 |
| | | Female | 206,879 | 16,173 | 14,625 | 13,267 | 16,639 | 34,049 | 27,923 | 23,201 | 23,421 | 37,581 | 38.1 |
| Broward | 1,278.4 | Male | 611,893 | 50,432 | 43,529 | 40,400 | 50,675 | 108,725 | 95,219 | 64,292 | 50,648 | 107,973 | 36.3 |
| | | Female | 666,507 | 47,511 | 41,919 | 38,978 | 52,349 | 107,267 | 94,787 | 65,903 | 60,249 | 157,544 | 39.8 |
| Calhoun | 11.2 | Male | 5,800 | 495 | 514 | 511 | 688 | 1,016 | 830 | 629 | 472 | 645 | 31.8 |
| | | Female | 5,400 | 480 | 480 | 462 | 458 | 755 | 681 | 621 | 486 | 977 | 36.0 |
| Charlotte | 114.9 | Male | 55,359 | 3,169 | 3,124 | 2,966 | 3,521 | 6,454 | 5,833 | 4,649 | 7,656 | 17,987 | 50.3 |
| | | Female | 59,541 | 2,969 | 2,939 | 2,848 | 3,053 | 5,782 | 6,041 | 5,710 | 9,467 | 20,732 | 55.5 |
| Citrus | 96.7 | Male | 46,199 | 2,930 | 2,965 | 2,887 | 2,603 | 4,872 | 4,982 | 4,418 | 6,358 | 14,184 | 49.1 |
| | | Female | 50,501 | 2,789 | 2,777 | 2,777 | 2,644 | 5,211 | 5,358 | 5,262 | 7,673 | 16,010 | 52.0 |
| Clay | 109.0 | Male | 53,756 | 5,188 | 5,339 | 5,444 | 5,272 | 8,921 | 9,178 | 6,590 | 3,907 | 3,917 | 31.3 |
| | | Female | 55,244 | 5,019 | 5,220 | 5,365 | 4,946 | 9,172 | 9,698 | 6,519 | 4,021 | 5,284 | 32.7 |
| Collier | 157.4 | Male | 77,956 | 5,871 | 5,310 | 4,909 | 6,465 | 11,935 | 10,263 | 7,766 | 8,702 | 16,735 | 39.4 |
| | | Female | 79,444 | 5,803 | 5,155 | 4,545 | 5,630 | 10,804 | 9,985 | 8,433 | 10,150 | 18,939 | 42.8 |
| Columbia | 43.1 | Male | 21,175 | 2,072 | 2,171 | 2,076 | 1,937 | 3,127 | 2,989 | 2,304 | 1,985 | 2,514 | 32.5 |
| | | Female | 21,925 | 1,909 | 2,007 | 1,885 | 1,934 | 3,313 | 3,170 | 2,409 | 2,115 | 3,183 | 34.7 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **FLORIDA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Dade | 1,963.0 | Male | 940,534 | 88,521 | 78,652 | 78,053 | 96,310 | 162,394 | 136,444 | 106,455 | 85,183 | 108,522 | 32.9 |
| | | Female | 1,022,466 | 84,796 | 74,708 | 72,864 | 96,896 | 169,360 | 146,194 | 115,230 | 96,731 | 165,687 | 35.9 |
| De Soto | 24.2 | Male | 12,483 | 1,011 | 949 | 1,014 | 1,334 | 2,026 | 1,647 | 1,221 | 1,137 | 2,144 | 34.5 |
| | | Female | 11,717 | 973 | 915 | 922 | 880 | 1,521 | 1,450 | 1,257 | 1,272 | 2,527 | 39.5 |
| Dixie | 10.8 | Male | 5,593 | 456 | 454 | 419 | 508 | 872 | 797 | 656 | 667 | 764 | 36.1 |
| | | Female | 5,207 | 440 | 468 | 419 | 404 | 659 | 696 | 659 | 641 | 821 | 38.1 |
| Duval | 686.7 | Male | 335,366 | 34,782 | 29,955 | 26,281 | 40,947 | 66,905 | 51,657 | 32,423 | 24,516 | 27,900 | 30.3 |
| | | Female | 351,334 | 33,329 | 29,110 | 25,808 | 35,806 | 64,845 | 53,184 | 35,162 | 28,911 | 45,179 | 33.0 |
| Escambia | 265.4 | Male | 128,826 | 12,285 | 11,449 | 10,900 | 16,428 | 22,372 | 18,056 | 13,643 | 11,016 | 12,677 | 31.0 |
| | | Female | 136,574 | 11,800 | 10,960 | 10,264 | 15,001 | 22,480 | 19,519 | 14,992 | 12,714 | 18,844 | 34.0 |
| Flagler | 30.2 | Male | 14,468 | 926 | 975 | 981 | 909 | 1,647 | 1,709 | 1,369 | 2,143 | 3,809 | 45.6 |
| | | Female | 15,732 | 1,002 | 956 | 969 | 923 | 1,766 | 1,920 | 1,677 | 2,651 | 3,868 | 47.0 |
| Franklin | 9.1 | Male | 4,440 | 362 | 369 | 384 | 334 | 599 | 558 | 591 | 543 | 700 | 38.1 |
| | | Female | 4,660 | 365 | 352 | 367 | 352 | 598 | 603 | 573 | 516 | 934 | 39.9 |
| Gadsden | 41.3 | Male | 19,623 | 2,079 | 2,220 | 2,028 | 1,967 | 3,061 | 2,761 | 1,913 | 1,496 | 2,098 | 30.0 |
| | | Female | 21,677 | 1,866 | 2,086 | 2,025 | 2,063 | 3,289 | 3,058 | 2,276 | 1,906 | 3,108 | 33.5 |
| Gilchrist | 9.9 | Male | 5,225 | 407 | 430 | 469 | 937 | 684 | 686 | 519 | 512 | 581 | 30.4 |
| | | Female | 4,675 | 410 | 405 | 381 | 367 | 648 | 636 | 546 | 502 | 780 | 37.0 |
| Glades | 7.7 | Male | 3,901 | 335 | 312 | 348 | 238 | 512 | 441 | 458 | 501 | 756 | 39.7 |
| | | Female | 3,799 | 291 | 305 | 304 | 291 | 422 | 467 | 476 | 492 | 751 | 41.1 |
| Gulf | 11.6 | Male | 5,821 | 462 | 515 | 546 | 584 | 955 | 721 | 647 | 661 | 730 | 33.4 |
| | | Female | 5,779 | 419 | 437 | 493 | 450 | 810 | 738 | 709 | 680 | 1,043 | 38.8 |
| Hamilton | 11.1 | Male | 5,809 | 521 | 531 | 581 | 741 | 1,090 | 835 | 567 | 412 | 531 | 29.9 |
| | | Female | 5,291 | 498 | 488 | 606 | 487 | 763 | 734 | 530 | 451 | 734 | 32.4 |
| Hardee | 19.5 | Male | 9,882 | 1,015 | 1,034 | 998 | 1,030 | 1,368 | 1,241 | 996 | 867 | 1,333 | 31.3 |
| | | Female | 9,618 | 862 | 959 | 860 | 867 | 1,294 | 1,241 | 977 | 937 | 1,621 | 34.7 |
| Hendry | 26.4 | Male | 13,367 | 1,443 | 1,452 | 1,395 | 1,377 | 2,135 | 1,727 | 1,392 | 1,128 | 1,318 | 29.8 |
| | | Female | 13,033 | 1,472 | 1,294 | 1,277 | 1,300 | 1,970 | 1,714 | 1,382 | 1,063 | 1,561 | 31.0 |
| Hernandu | 105.7 | Male | 50,664 | 3,299 | 3,294 | 3,351 | 3,051 | 5,310 | 5,530 | 4,590 | 6,740 | 15,499 | 48.0 |
| | | Female | 55,036 | 3,204 | 3,310 | 3,164 | 3,090 | 5,661 | 5,981 | 5,317 | 8,514 | 16,795 | 50.7 |
| Highlands | 70.2 | Male | 33,279 | 2,275 | 2,282 | 2,095 | 2,047 | 3,524 | 3,358 | 2,680 | 4,193 | 10,825 | 48.9 |
| | | Female | 36,921 | 2,182 | 2,257 | 2,141 | 1,885 | 3,808 | 3,476 | 3,284 | 5,273 | 12,615 | 53.3 |
| Hillsborough | 853.5 | Male | 415,666 | 39,024 | 35,196 | 32,805 | 44,386 | 78,376 | 64,990 | 44,643 | 33,366 | 42,880 | 32.2 |
| | | Female | 437,834 | 37,077 | 33,367 | 31,069 | 45,551 | 79,041 | 66,897 | 46,437 | 37,009 | 61,386 | 34.1 |
| Holmes | 15.9 | Male | 8,059 | 600 | 681 | 774 | 830 | 1,290 | 1,126 | 973 | 754 | 1,031 | 33.9 |
| | | Female | 7,841 | 620 | 627 | 673 | 654 | 1,044 | 1,059 | 933 | 774 | 1,457 | 37.9 |
| Indian River | 92.5 | Male | 44,653 | 3,161 | 3,099 | 2,930 | 3,305 | 5,917 | 5,560 | 4,057 | 5,057 | 11,567 | 42.0 |
| | | Female | 47,847 | 3,065 | 3,079 | 2,708 | 2,926 | 5,859 | 5,571 | 4,678 | 6,365 | 13,596 | 46.5 |
| Jackson | 41.7 | Male | 21,136 | 1,563 | 1,795 | 2,139 | 2,639 | 3,417 | 3,135 | 2,235 | 1,825 | 2,388 | 32.1 |
| | | Female | 20,564 | 1,483 | 1,727 | 1,750 | 1,847 | 2,876 | 2,767 | 2,266 | 2,019 | 3,829 | 37.2 |
| Jefferson | 11.4 | Male | 5,452 | 494 | 594 | 599 | 530 | 713 | 785 | 573 | 474 | 690 | 32.1 |
| | | Female | 5,948 | 546 | 551 | 540 | 470 | 843 | 865 | 590 | 546 | 997 | 35.3 |
| Lafayette | 5.7 | Male | 3,279 | 222 | 245 | 274 | 402 | 773 | 493 | 325 | 256 | 289 | 31.4 |
| | | Female | 2,421 | 209 | 239 | 233 | 216 | 338 | 332 | 285 | 240 | 329 | 34.3 |
| Lake | 155.9 | Male | 74,710 | 5,478 | 5,384 | 5,164 | 5,214 | 9,236 | 8,810 | 7,332 | 8,894 | 19,198 | 42.8 |
| | | Female | 81,190 | 5,331 | 4,967 | 4,887 | 5,152 | 9,631 | 9,071 | 8,114 | 10,497 | 23,540 | 46.9 |
| Lee | 345.2 | Male | 166,729 | 12,987 | 11,348 | 10,553 | 12,563 | 24,168 | 21,208 | 16,103 | 18,808 | 38,991 | 40.5 |
| | | Female | 178,471 | 12,231 | 10,902 | 9,956 | 12,430 | 24,037 | 22,013 | 17,921 | 22,687 | 46,294 | 43.9 |
| Leon | 196.0 | Male | 94,348 | 7,922 | 7,698 | 7,004 | 18,661 | 17,166 | 15,055 | 8,939 | 5,626 | 6,277 | 28.4 |
| | | Female | 101,652 | 7,566 | 7,424 | 6,907 | 20,828 | 17,763 | 15,816 | 9,153 | 6,400 | 9,795 | 29.6 |
| Levy | 26.4 | Male | 12,618 | 1,042 | 1,121 | 1,086 | 956 | 1,605 | 1,604 | 1,428 | 1,484 | 2,292 | 38.1 |
| | | Female | 13,782 | 1,035 | 1,117 | 1,034 | 1,067 | 1,845 | 1,866 | 1,548 | 1,573 | 2,697 | 39.2 |
| Liberty | 5.6 | Male | 3,187 | 209 | 240 | 269 | 411 | 750 | 503 | 298 | 252 | 255 | 31.2 |
| | | Female | 2,413 | 213 | 217 | 220 | 203 | 342 | 322 | 267 | 256 | 373 | 35.4 |
| Madison | 16.7 | Male | 8,553 | 857 | 769 | 817 | 978 | 1,549 | 1,158 | 854 | 629 | 942 | 30.5 |
| | | Female | 8,147 | 749 | 704 | 734 | 778 | 1,111 | 1,025 | 869 | 756 | 1,421 | 35.0 |
| Manatee | 215.6 | Male | 101,918 | 7,967 | 7,045 | 6,450 | 7,759 | 14,603 | 12,848 | 9,149 | 10,275 | 25,822 | 40.6 |
| | | Female | 113,682 | 7,449 | 6,701 | 5,972 | 7,626 | 14,625 | 13,097 | 10,348 | 13,222 | 34,642 | 46.2 |
| Marion | 200.5 | Male | 96,500 | 8,001 | 7,788 | 7,149 | 7,437 | 13,380 | 12,080 | 9,602 | 10,766 | 20,297 | 38.7 |
| | | Female | 104,000 | 7,600 | 7,199 | 6,895 | 7,735 | 13,916 | 12,982 | 10,792 | 12,895 | 23,986 | 41.7 |
| Martin | 103.9 | Male | 50,959 | 3,365 | 3,215 | 2,842 | 3,769 | 7,482 | 6,765 | 4,965 | 5,614 | 12,942 | 42.1 |
| | | Female | 52,941 | 3,183 | 2,964 | 2,809 | 3,130 | 6,514 | 6,489 | 5,391 | 6,959 | 15,502 | 47.4 |
| Monroe | 79.3 | Male | 41,637 | 2,845 | 2,285 | 2,058 | 3,332 | 7,403 | 7,530 | 5,312 | 4,759 | 6,113 | 38.8 |
| | | Female | 37,663 | 2,748 | 2,165 | 1,760 | 2,780 | 6,553 | 6,200 | 4,543 | 4,438 | 6,476 | 39.6 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **FLORIDA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Nassau | 45.0 | Male | 22,258 | 2,085 | 2,098 | 2,134 | 2,040 | 3,649 | 3,509 | 2,791 | 2,043 | 1,909 | 32.6 |
| | | Female | 22,742 | 1,998 | 1,974 | 1,979 | 1,997 | 3,729 | 3,579 | 2,761 | 2,081 | 2,644 | 34.2 |
| Okaloosa | 146.9 | Male | 74,327 | 7,143 | 6,445 | 5,983 | 8,638 | 15,248 | 10,965 | 7,613 | 6,417 | 5,875 | 30.9 |
| | | Female | 72,573 | 6,893 | 6,197 | 5,744 | 7,341 | 13,369 | 10,532 | 8,146 | 6,691 | 7,660 | 32.6 |
| Okeechobee | 30.4 | Male | 15,538 | 1,533 | 1,409 | 1,527 | 1,470 | 2,281 | 1,920 | 1,506 | 1,550 | 2,342 | 33.0 |
| | | Female | 14,862 | 1,329 | 1,323 | 1,194 | 1,246 | 2,157 | 1,857 | 1,530 | 1,658 | 2,568 | 36.0 |
| Orange | 697.1 | Male | 345,646 | 32,000 | 27,714 | 25,641 | 46,085 | 72,663 | 52,481 | 33,127 | 25,827 | 30,108 | 30.7 |
| | | Female | 351,454 | 30,788 | 26,973 | 24,674 | 41,046 | 68,306 | 51,898 | 34,829 | 29,058 | 43,882 | 32.6 |
| Osceola | 111.8 | Male | 54,700 | 5,105 | 4,832 | 4,543 | 5,496 | 9,390 | 8,196 | 5,822 | 4,666 | 6,650 | 32.9 |
| | | Female | 57,100 | 4,912 | 4,605 | 4,374 | 5,525 | 9,362 | 8,300 | 6,041 | 5,128 | 8,853 | 34.8 |
| Palm Beach | 896.4 | Male | 430,180 | 34,646 | 29,428 | 26,488 | 33,422 | 70,565 | 61,322 | 42,028 | 38,169 | 94,112 | 38.3 |
| | | Female | 466,220 | 32,669 | 28,158 | 25,662 | 33,031 | 68,976 | 61,172 | 44,154 | 48,411 | 123,987 | 42.3 |
| Pasco | 287.5 | Male | 136,169 | 9,343 | 8,765 | 8,282 | 9,489 | 16,627 | 15,385 | 12,032 | 14,881 | 41,365 | 45.1 |
| | | Female | 151,331 | 8,845 | 8,343 | 8,100 | 9,368 | 17,041 | 15,913 | 13,362 | 18,974 | 51,385 | 50.8 |
| Pinellas | 863.4 | Male | 402,792 | 28,192 | 25,470 | 25,085 | 31,558 | 63,010 | 57,993 | 40,986 | 40,208 | 90,290 | 39.8 |
| | | Female | 460,608 | 26,998 | 24,674 | 24,073 | 32,124 | 63,655 | 59,685 | 45,421 | 49,573 | 134,405 | 44.8 |
| Polk | 411.9 | Male | 199,678 | 18,103 | 16,983 | 16,336 | 18,288 | 29,950 | 26,625 | 20,636 | 19,366 | 33,391 | 35.1 |
| | | Female | 212,222 | 17,105 | 16,052 | 15,362 | 18,679 | 30,045 | 27,571 | 21,991 | 22,525 | 42,892 | 38.2 |
| Putnam | 66.0 | Male | 32,180 | 2,887 | 2,930 | 2,833 | 2,669 | 4,293 | 4,210 | 3,305 | 3,690 | 5,363 | 36.1 |
| | | Female | 33,820 | 2,729 | 2,817 | 2,685 | 2,499 | 4,580 | 4,342 | 3,650 | 4,023 | 6,495 | 38.7 |
| St. Johns | 86.4 | Male | 41,917 | 3,457 | 3,309 | 3,136 | 3,826 | 6,448 | 6,661 | 4,699 | 4,202 | 6,179 | 36.2 |
| | | Female | 44,483 | 3,357 | 3,057 | 3,030 | 3,817 | 6,824 | 6,755 | 4,973 | 4,688 | 7,982 | 38.2 |
| St. Lucie | 155.0 | Male | 75,788 | 6,783 | 6,190 | 5,440 | 5,851 | 11,626 | 9,982 | 7,049 | 7,757 | 15,110 | 37.0 |
| | | Female | 79,212 | 6,469 | 5,882 | 5,212 | 5,763 | 11,823 | 9,899 | 7,478 | 9,337 | 17,349 | 39.5 |
| Santa Rosa | 83.4 | Male | 41,535 | 4,208 | 3,924 | 3,767 | 3,902 | 7,440 | 6,347 | 4,926 | 3,593 | 3,428 | 31.7 |
| | | Female | 41,865 | 3,848 | 3,661 | 3,396 | 3,686 | 7,546 | 6,466 | 5,050 | 3,752 | 4,460 | 33.4 |
| Sarasota | 282.7 | Male | 132,256 | 8,163 | 7,533 | 7,309 | 8,704 | 16,714 | 16,596 | 12,754 | 15,061 | 39,422 | 45.8 |
| | | Female | 150,444 | 7,648 | 7,110 | 6,984 | 8,461 | 16,953 | 17,409 | 14,829 | 19,602 | 51,448 | 52.0 |
| Seminole | 295.9 | Male | 144,678 | 13,078 | 13,017 | 12,789 | 13,968 | 26,434 | 24,943 | 16,754 | 11,137 | 12,558 | 32.4 |
| | | Female | 151,222 | 12,230 | 12,318 | 12,042 | 13,858 | 27,097 | 26,558 | 17,148 | 12,084 | 17,887 | 34.3 |
| Sumter | 32.1 | Male | 16,104 | 1,197 | 1,245 | 1,252 | 1,594 | 2,159 | 1,916 | 1,591 | 1,787 | 3,363 | 38.2 |
| | | Female | 15,996 | 1,160 | 1,214 | 1,109 | 1,130 | 1,970 | 1,791 | 1,716 | 2,103 | 3,803 | 42.9 |
| Suwannee | 27.1 | Male | 13,083 | 1,051 | 1,313 | 1,413 | 1,123 | 1,731 | 1,760 | 1,465 | 1,349 | 1,878 | 34.5 |
| | | Female | 14,017 | 1,054 | 1,192 | 1,207 | 1,090 | 1,792 | 1,851 | 1,626 | 1,512 | 2,693 | 38.6 |
| Taylor | 17.2 | Male | 8,340 | 860 | 802 | 764 | 751 | 1,277 | 1,143 | 903 | 827 | 1,013 | 32.8 |
| | | Female | 8,860 | 828 | 787 | 835 | 734 | 1,339 | 1,171 | 976 | 923 | 1,267 | 34.3 |
| Union | 10.2 | Male | 6,310 | 459 | 499 | 437 | 589 | 1,714 | 1,250 | 622 | 393 | 347 | 31.8 |
| | | Female | 3,890 | 409 | 429 | 407 | 322 | 690 | 530 | 384 | 311 | 408 | 30.5 |
| Volusia | 379.8 | Male | 183,753 | 13,741 | 12,743 | 12,185 | 19,326 | 28,387 | 24,600 | 17,512 | 18,363 | 36,896 | 37.2 |
| | | Female | 196,047 | 13,009 | 12,096 | 11,626 | 16,126 | 27,021 | 24,944 | 19,295 | 22,491 | 49,439 | 42.3 |
| Wakulla | 14.5 | Male | 7,091 | 626 | 755 | 737 | 574 | 978 | 1,172 | 846 | 657 | 746 | 33.7 |
| | | Female | 7,409 | 647 | 670 | 690 | 577 | 1,167 | 1,222 | 858 | 645 | 933 | 34.6 |
| Walton | 28.3 | Male | 13,901 | 1,159 | 1,157 | 1,242 | 1,094 | 1,973 | 1,897 | 1,603 | 1,697 | 2,079 | 36.7 |
| | | Female | 14,399 | 1,045 | 1,074 | 1,090 | 1,049 | 2,102 | 1,904 | 1,754 | 1,807 | 2,574 | 39.4 |
| Washington | 17.1 | Male | 8,282 | 703 | 686 | 828 | 755 | 1,079 | 1,102 | 977 | 854 | 1,296 | 35.8 |
| | | Female | 8,818 | 643 | 699 | 784 | 693 | 1,129 | 1,155 | 1,013 | 981 | 1,721 | 39.0 |
| **TOTAL METRO COUNTIES** | **12,009.4** | **Male** | **5,798,767** | **498,882** | **449,668** | **423,549** | **573,052** | **990,315** | **840,308** | **596,823** | **521,424** | **904,736** | **34.6** |
| | | **Female** | **6,210,633** | **475,381** | **429,594** | **404,096** | **556,942** | **983,570** | **862,588** | **639,217** | **613,786** | **1,245,459** | **38.0** |
| **TOTAL STATE** | **13,218.8** | **Male** | **6,395,499** | **544,651** | **495,803** | **469,320** | **622,108** | **1,073,230** | **917,285** | **657,164** | **588,548** | **1,027,590** | **34.9** |
| | | **Female** | **6,823,301** | **519,188** | **473,200** | **446,286** | **599,507** | **1,061,771** | **937,770** | **703,820** | **690,108** | **1,291,651** | **38.3** |
| **GEORGIA** | | | | | | | | | | | | | |
| **ALBANY** | **112.3** | **Male** | **53,317** | **5,899** | **5,968** | **5,802** | **6,403** | **8,222** | **7,963** | **5,134** | **3,838** | **4,088** | **28.1** |
| | | **Female** | **58,983** | **5,556** | **5,768** | **5,750** | **6,246** | **9,490** | **8,855** | **5,818** | **4,758** | **6,742** | **31.5** |
| Dougherty | 95.8 | Male | 44,933 | 5,039 | 4,987 | 4,910 | 5,525 | 6,650 | 6,444 | 4,329 | 3,369 | 3,680 | 28.0 |
| | | Female | 50,867 | 4,821 | 4,801 | 4,856 | 5,577 | 8,006 | 7,381 | 5,069 | 4,274 | 6,082 | 31.7 |
| Lee | 16.5 | Male | 8,384 | 860 | 981 | 892 | 878 | 1,572 | 1,519 | 805 | 469 | 408 | 28.7 |
| | | Female | 8,116 | 735 | 967 | 894 | 669 | 1,484 | 1,474 | 749 | 484 | 660 | 30.3 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES | | | | Population by Age and Sex | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | Median Age By Sex |
| **GEORGIA (continued)** | | | | | | | | | | | | | |
| **ATHENS** | **158.1** | **Male** | **76,443** | **6,625** | **6,386** | **6,041** | **15,313** | **13,211** | **10,894** | **7,302** | **4,933** | **5,738** | **27.9** |
| | | **Female** | **81,657** | **6,249** | **6,008** | **5,773** | **16,585** | **13,199** | **11,088** | **7,682** | **5,530** | **9,543** | **29.7** |
| Clarke | 88.3 | Male | 42,148 | 3,377 | 3,107 | 2,822 | 11,896 | 7,397 | 5,343 | 3,165 | 2,276 | 2,765 | 24.9 |
| | | Female | 46,152 | 3,138 | 2,852 | 2,746 | 13,270 | 7,383 | 5,551 | 3,640 | 2,702 | 4,870 | 26.4 |
| Jackson | 30.5 | Male | 15,107 | 1,424 | 1,354 | 1,387 | 1,556 | 2,608 | 2,292 | 1,821 | 1,232 | 1,433 | 32.0 |
| | | Female | 15,393 | 1,276 | 1,373 | 1,318 | 1,490 | 2,439 | 2,208 | 1,774 | 1,294 | 2,221 | 34.2 |
| Madison | 21.3 | Male | 10,411 | 936 | 993 | 1,001 | 1,048 | 1,757 | 1,660 | 1,264 | 833 | 919 | 32.0 |
| | | Female | 10,889 | 962 | 915 | 909 | 1,052 | 1,817 | 1,664 | 1,241 | 911 | 1,418 | 33.8 |
| Oconee | 18.0 | Male | 8,777 | 888 | 932 | 831 | 813 | 1,449 | 1,599 | 1,052 | 592 | 621 | 31.4 |
| | | Female | 9,223 | 873 | 868 | 800 | 773 | 1,560 | 1,665 | 1,027 | 623 | 1,034 | 33.3 |
| **ATLANTA** | **2,914.8** | **Male** | **1,418,932** | **140,902** | **128,081** | **119,937** | **155,526** | **287,326** | **248,076** | **159,157** | **93,077** | **86,850** | **30.7** |
| | | **Female** | **1,495,868** | **134,366** | **122,433** | **114,532** | **157,328** | **296,542** | **263,079** | **161,644** | **103,005** | **142,939** | **32.4** |
| Barrow | 30.4 | Male | 14,872 | 1,652 | 1,477 | 1,358 | 1,514 | 2,821 | 2,162 | 1,567 | 1,075 | 1,246 | 30.1 |
| | | Female | 15,528 | 1,515 | 1,334 | 1,231 | 1,622 | 2,800 | 2,157 | 1,577 | 1,217 | 2,075 | 32.4 |
| Butts | 15.6 | Male | 8,257 | 653 | 702 | 700 | 1,003 | 1,671 | 1,341 | 863 | 589 | 735 | 31.4 |
| | | Female | 7,343 | 677 | 689 | 625 | 680 | 1,093 | 1,044 | 800 | 665 | 1,072 | 34.2 |
| Cherokee | 95.0 | Male | 47,759 | 5,510 | 4,564 | 3,907 | 4,348 | 10,149 | 6,677 | 5,182 | 2,786 | 2,636 | 30.5 |
| | | Female | 47,241 | 5,011 | 4,214 | 3,651 | 4,364 | 10,201 | 8,256 | 4,741 | 2,807 | 3,996 | 31.3 |
| Clayton | 184.5 | Male | 89,918 | 9,501 | 8,688 | 8,306 | 10,457 | 18,258 | 14,740 | 10,005 | 5,778 | 4,185 | 29.4 |
| | | Female | 94,582 | 9,147 | 8,375 | 7,891 | 10,822 | 19,413 | 15,988 | 10,157 | 6,255 | 6,534 | 30.7 |
| Cobb | 464.9 | Male | 228,523 | 21,984 | 19,864 | 18,629 | 23,931 | 48,188 | 42,847 | 27,064 | 14,550 | 11,466 | 31.2 |
| | | Female | 236,377 | 20,979 | 19,127 | 17,750 | 23,681 | 49,796 | 45,849 | 26,365 | 15,095 | 17,735 | 32.4 |
| Coweta | 55.2 | Male | 26,644 | 2,878 | 2,601 | 2,542 | 2,548 | 4,470 | 4,243 | 3,202 | 2,057 | 2,103 | 31.2 |
| | | Female | 28,556 | 2,781 | 2,557 | 2,471 | 2,711 | 4,765 | 4,369 | 3,143 | 2,294 | 3,465 | 32.9 |
| De Kalb | 555.7 | Male | 266,271 | 24,391 | 22,173 | 21,546 | 31,845 | 56,402 | 45,345 | 27,986 | 18,637 | 17,946 | 30.9 |
| | | Female | 289,429 | 23,419 | 21,061 | 20,376 | 32,396 | 58,427 | 50,449 | 31,934 | 22,154 | 29,213 | 33.1 |
| Douglas | 72.8 | Male | 36,082 | 3,710 | 3,530 | 3,452 | 3,777 | 6,597 | 6,245 | 4,358 | 2,383 | 2,030 | 30.4 |
| | | Female | 36,718 | 3,339 | 3,389 | 3,343 | 3,764 | 6,765 | 6,504 | 4,054 | 2,500 | 3,060 | 31.7 |
| Fayette | 65.3 | Male | 32,250 | 3,005 | 3,470 | 3,332 | 2,638 | 4,313 | 6,512 | 4,863 | 2,215 | 1,902 | 33.5 |
| | | Female | 33,050 | 2,752 | 3,355 | 3,212 | 2,481 | 4,942 | 7,167 | 4,337 | 2,074 | 2,730 | 34.6 |
| Forsyth | 45.6 | Male | 22,846 | 2,166 | 1,990 | 1,928 | 2,234 | 4,200 | 3,993 | 2,912 | 1,795 | 1,628 | 32.4 |
| | | Female | 22,754 | 2,104 | 1,821 | 1,821 | 2,179 | 4,166 | 3,783 | 2,695 | 1,772 | 2,413 | 33.3 |
| Fulton | 662.8 | Male | 316,343 | 30,289 | 26,887 | 24,932 | 39,241 | 62,776 | 53,540 | 34,309 | 20,927 | 23,442 | 30.9 |
| | | Female | 346,457 | 29,283 | 26,180 | 24,267 | 39,247 | 65,591 | 57,996 | 36,319 | 24,909 | 42,665 | 33.3 |
| Gwinnett | 370.6 | Male | 184,401 | 20,122 | 17,762 | 15,672 | 17,287 | 41,622 | 35,702 | 20,097 | 9,312 | 6,825 | 30.1 |
| | | Female | 186,199 | 19,039 | 16,824 | 14,855 | 18,016 | 42,241 | 36,163 | 18,751 | 9,600 | 10,710 | 30.8 |
| Henry | 60.9 | Male | 30,099 | 3,116 | 2,970 | 2,670 | 2,780 | 5,606 | 4,980 | 3,631 | 2,372 | 1,974 | 31.3 |
| | | Female | 30,801 | 2,877 | 2,734 | 2,544 | 2,938 | 5,710 | 4,943 | 3,558 | 2,383 | 3,114 | 32.5 |
| Newton | 42.5 | Male | 20,348 | 2,133 | 2,039 | 1,893 | 2,325 | 3,411 | 2,975 | 2,294 | 1,616 | 1,662 | 30.2 |
| | | Female | 22,152 | 2,093 | 1,863 | 1,945 | 2,579 | 3,530 | 3,129 | 2,432 | 1,762 | 2,819 | 32.4 |
| Paulding | 43.0 | Male | 21,464 | 2,472 | 2,124 | 1,952 | 2,178 | 4,509 | 3,351 | 2,192 | 1,398 | 1,288 | 29.4 |
| | | Female | 21,536 | 2,361 | 1,940 | 1,758 | 2,380 | 4,426 | 3,273 | 2,111 | 1,433 | 1,854 | 30.3 |
| Rockdale | 55.8 | Male | 27,517 | 2,746 | 2,713 | 2,691 | 2,687 | 4,661 | 4,683 | 3,501 | 2,076 | 1,759 | 31.3 |
| | | Female | 28,283 | 2,526 | 2,680 | 2,544 | 2,611 | 4,852 | 4,906 | 3,381 | 2,084 | 2,699 | 32.8 |
| Spalding | 55.0 | Male | 26,361 | 2,749 | 2,633 | 2,638 | 2,737 | 4,403 | 3,856 | 2,945 | 2,089 | 2,311 | 30.5 |
| | | Female | 28,639 | 2,565 | 2,437 | 2,541 | 2,792 | 4,528 | 4,227 | 3,028 | 2,382 | 4,139 | 33.8 |
| Walton | 39.2 | Male | 18,977 | 1,825 | 1,894 | 1,789 | 1,996 | 3,269 | 2,884 | 2,186 | 1,422 | 1,712 | 31.1 |
| | | Female | 20,223 | 1,898 | 1,853 | 1,707 | 2,065 | 3,296 | 2,876 | 2,261 | 1,621 | 2,646 | 32.9 |
| **AUGUSTA** | **400.1** | **Male** | **194,644** | **19,924** | **19,343** | **18,244** | **22,565** | **34,052** | **30,097** | **20,077** | **14,975** | **15,367** | **30.1** |
| | | **Female** | **205,456** | **18,963** | **18,509** | **17,418** | **20,915** | **35,947** | **31,837** | **21,028** | **16,891** | **23,948** | **32.5** |
| Columbia | 68.1 | Male | 33,944 | 3,541 | 3,769 | 3,383 | 2,983 | 5,900 | 6,559 | 4,004 | 2,167 | 1,638 | 30.6 |
| | | Female | 34,156 | 3,366 | 3,550 | 3,275 | 2,954 | 6,253 | 6,571 | 3,736 | 2,122 | 2,329 | 31.3 |
| McDuffie | 20.3 | Male | 9,579 | 1,027 | 1,043 | 1,005 | 947 | 1,434 | 1,440 | 988 | 803 | 892 | 30.4 |
| | | Female | 10,721 | 960 | 1,011 | 954 | 981 | 1,679 | 1,604 | 1,135 | 891 | 1,506 | 33.7 |
| Richmond | 189.5 | Male | 91,924 | 9,554 | 8,716 | 8,323 | 12,758 | 16,816 | 13,088 | 8,682 | 6,783 | 7,204 | 28.9 |
| | | Female | 97,576 | 9,144 | 8,371 | 7,811 | 11,006 | 17,635 | 14,193 | 9,505 | 8,063 | 11,848 | 32.1 |
| *Aiken, S. C.* | *122.2* | *Male* | *59,197* | *5,802* | *5,815* | *5,533* | *5,877* | *9,902* | *9,010* | *6,403* | *5,222* | *5,633* | *31.6* |
| | | *Female* | *63,003* | *5,493* | *5,577* | *5,378* | *5,974* | *10,380* | *9,469* | *6,652* | *5,815* | *8,265* | *33.7* |
| **COLUMBUS** | **244.5** | **Male** | **121,202** | **12,367** | **11,041** | **10,658** | **19,577** | **22,368** | **16,318** | **10,607** | **8,829** | **9,437** | **28.1** |
| | | **Female** | **123,298** | **11,706** | **10,896** | **10,004** | **12,785** | **21,097** | **17,303** | **12,151** | **11,116** | **16,240** | **32.7** |
| Chattahoochee | 16.7 | Male | 10,981 | 832 | 865 | 670 | 4,579 | 2,488 | 1,122 | 238 | 101 | 86 | 22.8 |
| | | Female | 5,719 | 844 | 895 | 636 | 683 | 1,378 | 818 | 207 | 114 | 144 | 23.0 |
| Muscogee | 180.8 | Male | 87,766 | 9,270 | 8,056 | 7,820 | 12,566 | 16,264 | 12,093 | 7,904 | 6,714 | 7,079 | 28.8 |
| | | Female | 93,034 | 8,799 | 7,992 | 7,384 | 9,648 | 15,961 | 13,095 | 9,181 | 8,556 | 12,418 | 33.0 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **GEORGIA (continued)** | | | | | | | | | | | | | |
| **COLUMBUS (continued)** | | | | | | | | | | | | | |
| *Russell, Ala.* | *47.0* | *Male* | *22,455* | *2,265* | *2,120* | *2,168* | *2,432* | *3,616* | *3,103* | *2,465* | *2,014* | *2,272* | *31.2* |
| | | *Female* | *24,545* | *2,063* | *2,009* | *1,984* | *2,454* | *3,738* | *3,390* | *2,763* | *2,446* | *3,678* | *35.0* |
| **MACON - WARNER ROBINS** | **284.0** | **Male** | **135,116** | **13,716** | **13,041** | **12,785** | **14,480** | **23,843** | **20,607** | **14,350** | **10,933** | **11,361** | **30.7** |
| | | **Female** | **148,884** | **13,248** | **12,898** | **12,299** | **15,710** | **24,985** | **21,877** | **15,976** | **12,719** | **19,172** | **33.1** |
| Bibb | 151.3 | Male | 70,422 | 7,129 | 6,682 | 6,627 | 7,511 | 12,051 | 10,662 | 7,004 | 5,727 | 7,029 | 31.0 |
| | | Female | 80,878 | 6,888 | 6,635 | 6,576 | 8,535 | 12,923 | 11,556 | 8,136 | 7,186 | 12,443 | 34.1 |
| Houston | 90.3 | Male | 44,311 | 4,637 | 4,244 | 4,188 | 4,499 | 8,477 | 6,919 | 4,990 | 3,620 | 2,737 | 30.4 |
| | | Female | 45,989 | 4,483 | 4,247 | 3,863 | 4,489 | 8,518 | 6,995 | 5,378 | 3,774 | 4,242 | 31.9 |
| Jones | 21.0 | Male | 10,195 | 977 | 1,052 | 961 | 990 | 1,751 | 1,632 | 1,270 | 774 | 788 | 31.4 |
| | | Female | 10,805 | 965 | 1,011 | 937 | 1,008 | 1,847 | 1,800 | 1,259 | 815 | 1,163 | 33.0 |
| Peach | 21.4 | Male | 10,188 | 973 | 1,063 | 1,009 | 1,480 | 1,564 | 1,394 | 1,086 | 812 | 807 | 28.6 |
| | | Female | 11,212 | 912 | 1,005 | 923 | 1,678 | 1,697 | 1,526 | 1,203 | 944 | 1,324 | 31.4 |
| **SAVANNAH** | **244.6** | **Male** | **117,639** | **12,176** | **11,461** | **10,333** | **13,283** | **20,817** | **17,028** | **11,726** | **9,196** | **11,619** | **30.6** |
| | | **Female** | **126,961** | **11,401** | **10,847** | **10,080** | **13,134** | **21,271** | **18,333** | **12,740** | **10,916** | **18,239** | **33.5** |
| Chatham | 218.3 | Male | 104,450 | 10,825 | 9,960 | 8,926 | 11,969 | 18,538 | 14,985 | 10,213 | 8,270 | 10,764 | 30.7 |
| | | Female | 113,850 | 10,166 | 9,464 | 8,746 | 11,872 | 18,937 | 16,288 | 11,353 | 9,997 | 17,027 | 33.8 |
| Effingham | 26.3 | Male | 13,189 | 1,351 | 1,501 | 1,407 | 1,314 | 2,279 | 2,043 | 1,513 | 926 | 855 | 29.5 |
| | | Female | 13,111 | 1,235 | 1,383 | 1,334 | 1,262 | 2,334 | 2,045 | 1,387 | 919 | 1,212 | 30.7 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Appling | 15.8 | Male | 7,620 | 684 | 807 | 855 | 763 | 1,168 | 1,135 | 833 | 618 | 757 | 31.0 |
| | | Female | 8,180 | 662 | 785 | 839 | 771 | 1,226 | 1,178 | 857 | 684 | 1,178 | 33.4 |
| Atkinson | 6.2 | Male | 3,013 | 317 | 302 | 344 | 324 | 448 | 414 | 336 | 245 | 283 | 29.9 |
| | | Female | 3,187 | 291 | 311 | 309 | 343 | 471 | 412 | 365 | 233 | 452 | 32.2 |
| Bacon | 9.6 | Male | 4,562 | 450 | 484 | 506 | 474 | 696 | 655 | 480 | 366 | 451 | 30.3 |
| | | Female | 5,038 | 428 | 491 | 529 | 505 | 700 | 708 | 517 | 439 | 721 | 33.1 |
| Baker | 3.6 | Male | 1,651 | 168 | 176 | 180 | 167 | 246 | 234 | 172 | 139 | 169 | 30.5 |
| | | Female | 1,949 | 160 | 203 | 197 | 197 | 275 | 249 | 186 | 181 | 305 | 33.1 |
| Baldwin | 39.8 | Male | 20,571 | 1,506 | 1,632 | 1,828 | 2,625 | 4,243 | 3,263 | 2,141 | 1,560 | 1,773 | 31.4 |
| | | Female | 19,229 | 1,484 | 1,483 | 1,368 | 2,604 | 3,407 | 2,772 | 2,053 | 1,579 | 2,479 | 32.9 |
| Banks | 10.5 | Male | 5,296 | 444 | 497 | 544 | 572 | 861 | 858 | 605 | 421 | 494 | 31.9 |
| | | Female | 5,204 | 417 | 436 | 471 | 511 | 818 | 805 | 618 | 418 | 710 | 34.4 |
| Barrow | 30.4 | Male | 14,872 | 1,652 | 1,477 | 1,358 | 1,514 | 2,821 | 2,162 | 1,567 | 1,075 | 1,246 | 30.1 |
| | | Female | 15,528 | 1,515 | 1,334 | 1,231 | 1,622 | 2,800 | 2,157 | 1,577 | 1,217 | 2,075 | 32.4 |
| Bartow | 57.2 | Male | 28,236 | 2,937 | 2,734 | 2,547 | 3,108 | 5,069 | 4,322 | 3,159 | 2,192 | 2,168 | 30.5 |
| | | Female | 28,964 | 2,765 | 2,465 | 2,386 | 3,022 | 4,978 | 4,330 | 3,129 | 2,327 | 3,562 | 32.7 |
| Ben Hill | 16.3 | Male | 7,485 | 794 | 862 | 836 | 677 | 1,067 | 1,074 | 750 | 599 | 826 | 30.4 |
| | | Female | 8,815 | 808 | 858 | 871 | 732 | 1,275 | 1,224 | 861 | 719 | 1,467 | 33.9 |
| Berrien | 14.3 | Male | 6,962 | 688 | 689 | 684 | 732 | 1,056 | 963 | 820 | 623 | 707 | 31.5 |
| | | Female | 7,338 | 656 | 636 | 634 | 723 | 1,074 | 1,034 | 791 | 680 | 1,110 | 34.5 |
| Bibb | 151.3 | Male | 70,422 | 7,129 | 6,682 | 6,627 | 7,511 | 12,051 | 10,662 | 7,004 | 5,727 | 7,029 | 31.0 |
| | | Female | 80,878 | 6,888 | 6,635 | 6,576 | 8,535 | 12,923 | 11,556 | 8,136 | 7,186 | 12,443 | 34.1 |
| Bleckley | 10.4 | Male | 5,004 | 478 | 473 | 478 | 651 | 719 | 673 | 577 | 434 | 521 | 30.9 |
| | | Female | 5,396 | 402 | 477 | 462 | 620 | 770 | 706 | 591 | 492 | 876 | 34.6 |
| Brantley | 11.3 | Male | 5,619 | 575 | 614 | 630 | 548 | 865 | 852 | 640 | 479 | 416 | 30.1 |
| | | Female | 5,681 | 523 | 548 | 570 | 589 | 885 | 888 | 613 | 472 | 593 | 31.9 |
| Brooks | 15.4 | Male | 7,266 | 819 | 832 | 767 | 722 | 1,036 | 913 | 692 | 592 | 893 | 29.8 |
| | | Female | 8,134 | 765 | 733 | 710 | 777 | 1,151 | 1,030 | 785 | 744 | 1,439 | 34.4 |
| Bryan | 16.1 | Male | 7,934 | 831 | 932 | 878 | 767 | 1,267 | 1,397 | 832 | 526 | 504 | 29.4 |
| | | Female | 8,166 | 862 | 923 | 828 | 744 | 1,441 | 1,403 | 781 | 540 | 644 | 30.0 |
| Bulloch | 43.6 | Male | 21,186 | 1,815 | 1,746 | 1,700 | 5,389 | 2,965 | 2,586 | 1,864 | 1,387 | 1,734 | 24.9 |
| | | Female | 22,414 | 1,702 | 1,564 | 1,633 | 5,507 | 3,029 | 2,687 | 1,925 | 1,609 | 2,758 | 27.6 |
| Burke | 20.6 | Male | 9,727 | 1,204 | 1,180 | 1,163 | 911 | 1,455 | 1,310 | 933 | 683 | 888 | 27.8 |
| | | Female | 10,873 | 1,140 | 1,145 | 1,049 | 1,055 | 1,731 | 1,443 | 982 | 864 | 1,464 | 31.1 |
| Butts | 15.6 | Male | 8,257 | 653 | 702 | 700 | 1,003 | 1,671 | 1,341 | 863 | 589 | 735 | 31.4 |
| | | Female | 7,343 | 677 | 689 | 625 | 680 | 1,093 | 1,044 | 800 | 663 | 1,072 | 34.2 |
| Calhoun | 4.9 | Male | 2,212 | 201 | 241 | 285 | 196 | 314 | 319 | 195 | 174 | 287 | 30.8 |
| | | Female | 2,688 | 230 | 242 | 236 | 238 | 374 | 311 | 249 | 262 | 546 | 35.8 |
| Camden | 31.3 | Male | 16,692 | 1,986 | 1,627 | 1,288 | 2,389 | 4,189 | 2,553 | 1,251 | 724 | 685 | 27.5 |
| | | Female | 14,608 | 1,954 | 1,492 | 1,230 | 1,982 | 3,152 | 1,995 | 1,132 | 750 | 921 | 27.0 |
| Candler | 7.8 | Male | 3,701 | 370 | 342 | 384 | 386 | 510 | 504 | 411 | 299 | 495 | 37.2 |
| | | Female | 4,099 | 350 | 312 | 376 | 373 | 523 | 565 | 435 | 379 | 786 | 37.0 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **GEORGIA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Carroll | 72.8 | Male | 35,263 | 3,382 | 3,427 | 3,308 | 4,886 | 5,897 | 5,159 | 3,909 | 2,490 | 2,805 | 29.5 |
| | | Female | 37,537 | 3,198 | 3,207 | 3,165 | 5,253 | 6,010 | 5,343 | 3,920 | 2,813 | 4,628 | 31.6 |
| ☐ Catoosa | 43.0 | Male | 20,773 | 1,818 | 1,872 | 2,078 | 2,042 | 3,342 | 3,244 | 2,635 | 1,916 | 1,826 | 32.7 |
| | | Female | 22,227 | 1,752 | 1,794 | 1,935 | 2,063 | 3,462 | 3,559 | 2,710 | 2,125 | 2,827 | 35.3 |
| Charlton | 8.6 | Male | 4,181 | 477 | 458 | 428 | 408 | 713 | 524 | 478 | 339 | 356 | 29.5 |
| | | Female | 4,419 | 474 | 423 | 430 | 435 | 716 | 558 | 463 | 375 | 545 | 31.2 |
| Chatham | 218.3 | Male | 104,450 | 10,825 | 9,960 | 8,926 | 11,969 | 18,538 | 14,985 | 10,213 | 8,270 | 10,764 | 30.7 |
| | | Female | 113,850 | 10,166 | 9,464 | 8,746 | 11,872 | 18,937 | 16,288 | 11,353 | 9,997 | 17,027 | 33.8 |
| Chattahoochee | 16.7 | Male | 10,981 | 832 | 865 | 670 | 4,579 | 2,408 | 1,122 | 238 | 101 | 86 | 22.8 |
| | | Female | 5,719 | 844 | 895 | 636 | 683 | 1,378 | 818 | 207 | 114 | 144 | 23.0 |
| Chattooga | 22.3 | Male | 10,703 | 916 | 1,012 | 1,042 | 1,128 | 1,592 | 1,494 | 1,226 | 1,034 | 1,259 | 32.9 |
| | | Female | 11,597 | 930 | 902 | 946 | 1,077 | 1,613 | 1,571 | 1,288 | 1,216 | 2,054 | 37.1 |
| Cherokee | 95.0 | Male | 47,759 | 5,510 | 4,564 | 3,907 | 4,348 | 10,149 | 8,677 | 5,182 | 2,786 | 2,636 | 30.5 |
| | | Female | 47,241 | 5,011 | 4,214 | 3,651 | 4,364 | 10,201 | 8,256 | 4,741 | 2,807 | 3,996 | 31.3 |
| Clarke | 88.3 | Male | 42,148 | 3,377 | 3,107 | 2,822 | 11,896 | 7,797 | 5,343 | 3,165 | 2,276 | 2,765 | 24.9 |
| | | Female | 46,152 | 3,136 | 2,852 | 2,746 | 13,270 | 7,383 | 5,551 | 3,640 | 2,702 | 4,870 | 26.4 |
| Clay | 3.4 | Male | 1,521 | 131 | 168 | 159 | 142 | 194 | 214 | 129 | 152 | 232 | 33.3 |
| | | Female | 1,879 | 173 | 211 | 161 | 155 | 248 | 227 | 157 | 165 | 382 | 34.7 |
| Clayton | 184.5 | Male | 89,918 | 9,501 | 8,688 | 8,306 | 10,457 | 18,258 | 14,740 | 10,005 | 5,778 | 4,185 | 29.4 |
| | | Female | 94,582 | 9,147 | 8,375 | 7,891 | 10,822 | 19,413 | 15,988 | 10,157 | 6,255 | 6,534 | 30.7 |
| Clinch | 6.1 | Male | 2,946 | 298 | 289 | 340 | 291 | 447 | 436 | 320 | 251 | 274 | 30.7 |
| | | Female | 3,154 | 289 | 311 | 313 | 316 | 454 | 442 | 322 | 279 | 428 | 32.7 |
| Cobb | 464.9 | Male | 228,523 | 21,984 | 19,864 | 18,629 | 23,931 | 48,188 | 42,847 | 27,064 | 14,550 | 11,466 | 31.2 |
| | | Female | 236,377 | 20,979 | 19,127 | 17,750 | 23,681 | 49,796 | 45,849 | 26,365 | 15,095 | 17,735 | 32.4 |
| Coffee | 29.8 | Male | 14,340 | 1,559 | 1,587 | 1,502 | 1,627 | 2,275 | 2,004 | 1,511 | 1,026 | 1,249 | 28.9 |
| | | Female | 15,460 | 1,420 | 1,468 | 1,445 | 1,622 | 2,516 | 2,185 | 1,590 | 1,188 | 2,026 | 32.1 |
| Colquitt | 36.7 | Male | 17,792 | 1,739 | 1,873 | 1,825 | 2,012 | 2,630 | 2,431 | 1,891 | 1,392 | 1,999 | 30.5 |
| | | Female | 18,908 | 1,625 | 1,772 | 1,635 | 1,788 | 2,635 | 2,574 | 2,024 | 1,676 | 3,179 | 35.0 |
| Columbia | 68.1 | Male | 33,944 | 3,541 | 3,769 | 3,383 | 2,983 | 5,900 | 6,559 | 4,004 | 2,167 | 1,638 | 30.6 |
| | | Female | 34,156 | 3,366 | 3,550 | 3,275 | 2,954 | 6,253 | 6,571 | 3,736 | 2,122 | 2,329 | 31.3 |
| Cook | 13.5 | Male | 6,492 | 671 | 645 | 685 | 715 | 952 | 857 | 744 | 528 | 695 | 30.6 |
| | | Female | 7,008 | 628 | 645 | 627 | 683 | 952 | 892 | 753 | 653 | 1,175 | 34.7 |
| Coweta | 55.2 | Male | 26,644 | 2,878 | 2,601 | 2,542 | 2,548 | 4,470 | 4,243 | 3,202 | 2,057 | 2,103 | 31.2 |
| | | Female | 28,556 | 2,781 | 2,557 | 2,471 | 2,711 | 4,765 | 4,369 | 3,143 | 2,294 | 3,465 | 32.9 |
| Crawford | 9.1 | Male | 4,498 | 465 | 420 | 434 | 462 | 786 | 647 | 568 | 354 | 362 | 31.0 |
| | | Female | 4,602 | 411 | 414 | 441 | 439 | 796 | 692 | 519 | 337 | 553 | 32.5 |
| Crisp | 20.0 | Male | 9,151 | 966 | 989 | 1,071 | 818 | 1,264 | 1,358 | 927 | 794 | 964 | 30.5 |
| | | Female | 10,849 | 941 | 1,034 | 1,028 | 940 | 1,562 | 1,468 | 1,070 | 977 | 1,829 | 34.5 |
| ☐ Dade | 13.2 | Male | 6,441 | 535 | 586 | 672 | 751 | 1,005 | 945 | 829 | 522 | 596 | 31.7 |
| | | Female | 6,759 | 548 | 545 | 582 | 796 | 1,051 | 1,015 | 780 | 604 | 838 | 33.6 |
| Dawson | 9.8 | Male | 4,947 | 459 | 473 | 492 | 462 | 910 | 787 | 573 | 406 | 385 | 31.5 |
| | | Female | 4,853 | 473 | 416 | 425 | 434 | 910 | 726 | 571 | 414 | 484 | 32.5 |
| Decatur | 25.5 | Male | 12,149 | 1,202 | 1,319 | 1,385 | 1,215 | 1,869 | 1,777 | 1,155 | 946 | 1,281 | 30.1 |
| | | Female | 13,351 | 1,168 | 1,255 | 1,323 | 1,294 | 2,019 | 1,764 | 1,288 | 1,223 | 2,017 | 33.1 |
| De Kalb | 555.7 | Male | 266,271 | 24,391 | 22,173 | 21,546 | 31,845 | 56,402 | 45,345 | 27,986 | 18,637 | 17,946 | 30.9 |
| | | Female | 289,429 | 23,419 | 21,061 | 20,376 | 32,396 | 58,427 | 50,449 | 31,934 | 22,154 | 29,213 | 33.1 |
| Dodge | 17.6 | Male | 8,638 | 778 | 720 | 807 | 955 | 1,438 | 1,316 | 962 | 731 | 911 | 32.3 |
| | | Female | 8,962 | 735 | 772 | 781 | 868 | 1,201 | 1,168 | 1,014 | 840 | 1,583 | 36.1 |
| Dooly | 9.8 | Male | 4,456 | 497 | 479 | 509 | 382 | 598 | 600 | 492 | 355 | 544 | 31.0 |
| | | Female | 5,344 | 442 | 541 | 508 | 468 | 748 | 691 | 535 | 484 | 927 | 34.5 |
| Dougherty | 95.8 | Male | 44,933 | 5,039 | 4,987 | 4,910 | 5,525 | 6,650 | 6,444 | 4,329 | 3,369 | 3,680 | 28.0 |
| | | Female | 50,867 | 4,821 | 4,801 | 4,856 | 5,577 | 8,006 | 7,381 | 5,069 | 4,274 | 6,082 | 31.7 |
| Douglas | 72.8 | Male | 36,082 | 3,710 | 3,530 | 3,452 | 3,777 | 6,597 | 6,245 | 4,358 | 2,383 | 2,030 | 30.4 |
| | | Female | 36,718 | 3,339 | 3,389 | 3,343 | 3,764 | 6,765 | 6,504 | 4,054 | 2,500 | 3,060 | 31.7 |
| Early | 11.8 | Male | 5,428 | 546 | 605 | 625 | 529 | 682 | 739 | 545 | 433 | 724 | 31.0 |
| | | Female | 6,372 | 574 | 615 | 604 | 528 | 826 | 822 | 626 | 629 | 1,148 | 35.5 |
| Echols | 2.3 | Male | 1,172 | 122 | 111 | 136 | 130 | 195 | 166 | 109 | 103 | 100 | 29.5 |
| | | Female | 1,128 | 101 | 107 | 115 | 104 | 185 | 148 | 138 | 103 | 127 | 32.4 |
| Effingham | 26.3 | Male | 13,189 | 1,351 | 1,501 | 1,407 | 1,314 | 2,279 | 2,043 | 1,513 | 926 | 855 | 29.5 |
| | | Female | 13,111 | 1,235 | 1,383 | 1,334 | 1,262 | 2,334 | 2,045 | 1,387 | 919 | 1,212 | 30.7 |
| Elbert | 19.0 | Male | 9,064 | 892 | 900 | 877 | 848 | 1,345 | 1,287 | 1,038 | 785 | 1,092 | 32.5 |
| | | Female | 9,936 | 822 | 858 | 784 | 899 | 1,403 | 1,330 | 1,093 | 957 | 1,790 | 36.5 |
| Emanuel | 20.6 | Male | 9,794 | 1,032 | 1,144 | 1,107 | 897 | 1,347 | 1,357 | 977 | 777 | 1,156 | 30.3 |
| | | Female | 10,806 | 970 | 1,022 | 1,014 | 959 | 1,559 | 1,457 | 1,108 | 913 | 1,804 | 34.2 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **GEORGIA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Evans | 8.8 | Male | 4,266 | 454 | 419 | 501 | 454 | 662 | 558 | 418 | 335 | 465 | 29.6 |
| | | Female | 4,534 | 415 | 393 | 416 | 370 | 682 | 601 | 453 | 410 | 794 | 34.9 |
| Fannin | 16.1 | Male | 7,758 | 587 | 642 | 680 | 640 | 1,040 | 1,107 | 904 | 915 | 1,243 | 37.6 |
| | | Female | 8,342 | 573 | 638 | 638 | 609 | 1,063 | 1,178 | 929 | 1,087 | 1,627 | 40.5 |
| Fayette | 65.3 | Male | 32,250 | 3,005 | 3,470 | 3,332 | 2,638 | 4,313 | 6,512 | 4,863 | 2,215 | 1,902 | 33.5 |
| | | Female | 33,050 | 2,752 | 3,355 | 3,212 | 2,481 | 4,942 | 7,167 | 4,337 | 2,074 | 2,730 | 34.6 |
| Floyd | 81.5 | Male | 38,753 | 3,457 | 3,756 | 3,453 | 4,423 | 6,214 | 5,705 | 4,310 | 3,627 | 4,308 | 32.7 |
| | | Female | 42,747 | 3,238 | 3,146 | 3,141 | 4,661 | 6,182 | 5,870 | 4,708 | 4,743 | 7,558 | 36.7 |
| Forsyth | 45.6 | Male | 22,846 | 2,166 | 1,990 | 1,928 | 2,234 | 4,200 | 3,993 | 2,912 | 1,795 | 1,628 | 32.4 |
| | | Female | 22,754 | 2,104 | 1,821 | 1,821 | 2,179 | 4,166 | 3,783 | 2,695 | 1,772 | 2,413 | 33.3 |
| Franklin | 16.8 | Male | 8,036 | 695 | 614 | 713 | 879 | 1,202 | 1,110 | 981 | 791 | 1,051 | 34.3 |
| | | Female | 8,764 | 634 | 665 | 698 | 896 | 1,160 | 1,161 | 1,034 | 959 | 1,557 | 37.8 |
| Fulton | 662.8 | Male | 316,343 | 30,289 | 26,887 | 24,932 | 39,241 | 62,776 | 53,540 | 34,309 | 20,927 | 23,442 | 30.9 |
| | | Female | 346,457 | 29,283 | 26,180 | 24,267 | 39,247 | 65,591 | 57,996 | 36,319 | 24,909 | 42,665 | 33.3 |
| Gilmer | 13.6 | Male | 6,690 | 578 | 606 | 583 | 661 | 1,009 | 988 | 803 | 712 | 750 | 34.1 |
| | | Female | 6,910 | 528 | 551 | 595 | 607 | 974 | 969 | 846 | 745 | 1,095 | 37.1 |
| Glascock | 2.3 | Male | 1,072 | 81 | 98 | 100 | 95 | 166 | 148 | 129 | 107 | 148 | 34.8 |
| | | Female | 1,228 | 84 | 89 | 94 | 101 | 168 | 164 | 141 | 128 | 259 | 39.8 |
| Glynn | 63.1 | Male | 29,955 | 2,899 | 2,863 | 2,689 | 2,853 | 4,711 | 4,378 | 3,375 | 2,637 | 3,550 | 32.8 |
| | | Female | 33,145 | 2,815 | 2,678 | 2,568 | 3,039 | 5,221 | 4,820 | 3,704 | 3,075 | 5,225 | 35.5 |
| Gordon | 35.5 | Male | 17,444 | 1,653 | 1,619 | 1,791 | 1,853 | 2,903 | 2,636 | 2,096 | 1,452 | 1,441 | 31.2 |
| | | Female | 18,056 | 1,494 | 1,498 | 1,620 | 1,797 | 2,953 | 2,662 | 2,168 | 1,522 | 2,342 | 33.9 |
| Grady | 20.3 | Male | 9,655 | 944 | 1,003 | 1,013 | 959 | 1,444 | 1,338 | 1,014 | 802 | 1,138 | 31.3 |
| | | Female | 10,645 | 916 | 916 | 977 | 979 | 1,581 | 1,405 | 1,110 | 949 | 1,812 | 34.7 |
| Greene | 11.9 | Male | 5,542 | 554 | 636 | 603 | 536 | 762 | 746 | 594 | 457 | 654 | 30.8 |
| | | Female | 6,358 | 568 | 667 | 643 | 534 | 848 | 856 | 640 | 567 | 1,040 | 34.1 |
| Gwinnett | 370.6 | Male | 184,401 | 20,122 | 17,762 | 15,672 | 17,287 | 41,622 | 35,702 | 20,097 | 9,312 | 6,825 | 30.1 |
| | | Female | 186,199 | 19,039 | 16,824 | 14,855 | 18,016 | 42,241 | 36,163 | 18,751 | 9,600 | 10,710 | 30.8 |
| Habersham | 27.9 | Male | 14,251 | 1,099 | 1,149 | 1,176 | 2,505 | 2,101 | 1,954 | 1,496 | 1,272 | 1,499 | 30.7 |
| | | Female | 13,649 | 1,039 | 1,139 | 1,064 | 1,256 | 2,067 | 1,897 | 1,377 | 1,419 | 2,191 | 36.4 |
| Hall | 96.9 | Male | 47,787 | 4,512 | 4,259 | 4,096 | 5,426 | 8,845 | 7,356 | 5,544 | 3,687 | 4,062 | 31.3 |
| | | Female | 49,113 | 4,350 | 4,012 | 3,801 | 5,270 | 8,259 | 7,345 | 5,454 | 4,264 | 6,358 | 33.6 |
| Hancock | 8.9 | Male | 4,038 | 463 | 455 | 483 | 413 | 547 | 539 | 368 | 309 | 461 | 28.7 |
| | | Female | 4,862 | 428 | 474 | 504 | 440 | 729 | 633 | 459 | 434 | 761 | 33.0 |
| Haralson | 22.2 | Male | 10,649 | 1,090 | 970 | 982 | 1,116 | 1,696 | 1,497 | 1,260 | 951 | 1,087 | 31.9 |
| | | Female | 11,551 | 961 | 985 | 939 | 1,122 | 1,695 | 1,609 | 1,306 | 1,070 | 1,864 | 35.3 |
| Harris | 18.0 | Male | 8,871 | 735 | 818 | 806 | 812 | 1,324 | 1,479 | 1,084 | 808 | 1,005 | 34.6 |
| | | Female | 9,129 | 700 | 762 | 759 | 713 | 1,365 | 1,451 | 1,061 | 941 | 1,377 | 36.8 |
| Hart | 19.8 | Male | 9,531 | 880 | 795 | 884 | 940 | 1,485 | 1,323 | 1,042 | 932 | 1,250 | 33.5 |
| | | Female | 10,269 | 776 | 765 | 848 | 941 | 1,372 | 1,386 | 1,171 | 1,113 | 1,897 | 38.1 |
| Heard | 8.8 | Male | 4,289 | 409 | 410 | 423 | 454 | 669 | 639 | 512 | 337 | 436 | 31.7 |
| | | Female | 4,511 | 393 | 439 | 436 | 433 | 702 | 620 | 507 | 367 | 614 | 32.9 |
| Henry | 60.9 | Male | 30,099 | 3,116 | 2,970 | 2,670 | 2,780 | 5,606 | 4,980 | 3,631 | 2,372 | 1,974 | 31.3 |
| | | Female | 30,801 | 2,877 | 2,734 | 2,544 | 2,938 | 5,710 | 4,943 | 3,558 | 2,383 | 3,114 | 32.5 |
| Houston | 90.3 | Male | 44,311 | 4,637 | 4,244 | 4,188 | 4,499 | 8,477 | 6,919 | 4,990 | 3,620 | 2,737 | 30.4 |
| | | Female | 45,989 | 4,483 | 4,247 | 3,863 | 4,489 | 8,518 | 6,995 | 5,378 | 3,774 | 4,242 | 31.9 |
| Irwin | 8.6 | Male | 4,044 | 419 | 451 | 398 | 407 | 550 | 519 | 465 | 336 | 499 | 31.3 |
| | | Female | 4,556 | 394 | 446 | 377 | 408 | 633 | 548 | 477 | 430 | 843 | 35.4 |
| Jackson | 30.5 | Male | 15,107 | 1,424 | 1,354 | 1,387 | 1,556 | 2,608 | 2,292 | 1,821 | 1,232 | 1,433 | 32.0 |
| | | Female | 15,393 | 1,276 | 1,373 | 1,318 | 1,490 | 2,439 | 2,208 | 1,774 | 1,294 | 2,221 | 34.2 |
| Jasper | 8.6 | Male | 4,143 | 392 | 440 | 405 | 365 | 606 | 644 | 435 | 392 | 464 | 32.7 |
| | | Female | 4,457 | 411 | 407 | 385 | 375 | 648 | 683 | 453 | 386 | 709 | 35.0 |
| Jeff Davis | 12.1 | Male | 5,966 | 582 | 566 | 637 | 680 | 924 | 879 | 661 | 502 | 535 | 30.6 |
| | | Female | 6,134 | 540 | 545 | 552 | 646 | 926 | 902 | 666 | 559 | 798 | 33.5 |
| Jefferson | 17.3 | Male | 7,992 | 891 | 888 | 891 | 830 | 1,154 | 1,053 | 741 | 601 | 923 | 29.1 |
| | | Female | 9,308 | 841 | 831 | 912 | 964 | 1,270 | 1,256 | 873 | 765 | 1,596 | 33.7 |
| Jenkins | 8.2 | Male | 3,857 | 411 | 388 | 395 | 338 | 557 | 515 | 417 | 340 | 496 | 32.1 |
| | | Female | 4,343 | 398 | 431 | 417 | 407 | 614 | 582 | 415 | 411 | 668 | 33.4 |
| Johnson | 8.3 | Male | 3,855 | 399 | 424 | 402 | 366 | 558 | 496 | 402 | 340 | 468 | 31.0 |
| | | Female | 4,445 | 392 | 400 | 430 | 397 | 650 | 510 | 439 | 421 | 806 | 34.3 |
| Jones | 21.0 | Male | 10,195 | 977 | 1,052 | 961 | 990 | 1,751 | 1,632 | 1,270 | 774 | 788 | 31.4 |
| | | Female | 10,805 | 965 | 1,011 | 937 | 1,008 | 1,847 | 1,800 | 1,259 | 815 | 1,163 | 33.0 |
| Lamar | 13.2 | Male | 6,251 | 573 | 585 | 587 | 675 | 953 | 928 | 717 | 553 | 680 | 32.4 |
| | | Female | 6,949 | 541 | 617 | 613 | 731 | 999 | 973 | 747 | 639 | 1,089 | 34.7 |

# POPULATION BY AGE AND SEX

**GEORGIA (continued)**

**ALL COUNTIES (continued)**

| SMM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| Lanier | 5.5 | Male | 2,673 | 280 | 295 | 288 | 264 | 425 | 374 | 301 | 207 | 239 | 29.9 |
| | | Female | 2,827 | 260 | 241 | 253 | 309 | 433 | 373 | 296 | 251 | 411 | 33.1 |
| Laurens | 40.2 | Male | 19,234 | 1,867 | 2,053 | 1,875 | 1,852 | 2,959 | 2,724 | 2,005 | 1,624 | 2,275 | 31.7 |
| | | Female | 20,966 | 1,830 | 1,921 | 1,852 | 1,966 | 3,134 | 2,952 | 2,129 | 1,886 | 3,296 | 34.3 |
| Lee | 16.5 | Male | 8,384 | 860 | 981 | 892 | 878 | 1,572 | 1,519 | 805 | 469 | 408 | 28.7 |
| | | Female | 8,116 | 735 | 967 | 894 | 669 | 1,484 | 1,474 | 749 | 484 | 660 | 30.3 |
| Liberty | 53.7 | Male | 29,724 | 3,672 | 2,763 | 1,998 | 8,201 | 6,896 | 3,206 | 1,392 | 806 | 790 | 23.5 |
| | | Female | 23,976 | 3,675 | 2,521 | 1,906 | 4,089 | 5,405 | 2,827 | 1,468 | 886 | 1,199 | 24.7 |
| Lincoln | 7.5 | Male | 3,622 | 317 | 333 | 359 | 364 | 514 | 518 | 425 | 345 | 447 | 33.5 |
| | | Female | 3,878 | 324 | 332 | 349 | 343 | 554 | 531 | 412 | 414 | 619 | 35.7 |
| Long | 6.3 | Male | 3,171 | 387 | 314 | 284 | 507 | 537 | 428 | 296 | 191 | 227 | 26.7 |
| | | Female | 3,129 | 383 | 286 | 277 | 468 | 501 | 397 | 286 | 223 | 308 | 28.0 |
| Lowndes | 76.4 | Male | 37,400 | 3,839 | 3,648 | 3,406 | 5,547 | 6,936 | 5,394 | 3,398 | 2,426 | 2,806 | 28.3 |
| | | Female | 39,000 | 3,844 | 3,440 | 3,386 | 5,571 | 6,378 | 5,387 | 3,711 | 2,812 | 4,471 | 30.1 |
| Lumpkin | 14.8 | Male | 7,336 | 644 | 685 | 586 | 1,134 | 1,270 | 1,037 | 774 | 568 | 638 | 29.9 |
| | | Female | 7,464 | 599 | 577 | 565 | 1,237 | 1,240 | 981 | 783 | 621 | 861 | 31.1 |
| McDuffie | 20.3 | Male | 9,579 | 1,027 | 1,043 | 1,005 | 947 | 1,434 | 1,440 | 988 | 803 | 892 | 30.4 |
| | | Female | 10,721 | 960 | 1,011 | 954 | 981 | 1,679 | 1,604 | 1,135 | 891 | 1,506 | 33.7 |
| McIntosh | 8.7 | Male | 4,207 | 422 | 407 | 422 | 402 | 660 | 586 | 444 | 396 | 468 | 31.8 |
| | | Female | 4,493 | 391 | 406 | 414 | 410 | 681 | 613 | 508 | 424 | 646 | 34.2 |
| Macon | 13.1 | Male | 6,083 | 675 | 711 | 741 | 613 | 850 | 842 | 599 | 428 | 624 | 28.5 |
| | | Female | 7,017 | 636 | 709 | 694 | 623 | 1,017 | 956 | 655 | 546 | 1,181 | 33.3 |
| Madison | 21.3 | Male | 10,411 | 936 | 993 | 1,001 | 1,048 | 1,757 | 1,660 | 1,264 | 833 | 919 | 32.0 |
| | | Female | 10,889 | 962 | 915 | 909 | 1,052 | 1,817 | 1,664 | 1,241 | 911 | 1,418 | 33.8 |
| Marion | 5.6 | Male | 2,891 | 281 | 276 | 279 | 258 | 436 | 391 | 296 | 192 | 282 | 30.8 |
| | | Female | 2,909 | 263 | 272 | 239 | 284 | 465 | 403 | 321 | 226 | 436 | 33.5 |
| Meriwether | 22.5 | Male | 10,762 | 1,109 | 1,150 | 1,156 | 1,147 | 1,660 | 1,430 | 1,114 | 868 | 1,128 | 29.9 |
| | | Female | 11,738 | 1,076 | 1,043 | 1,076 | 1,165 | 1,659 | 1,565 | 1,228 | 1,024 | 1,902 | 34.1 |
| Miller | 6.3 | Male | 2,983 | 274 | 288 | 333 | 292 | 393 | 368 | 361 | 267 | 407 | 32.7 |
| | | Female | 3,317 | 268 | 289 | 296 | 284 | 444 | 399 | 385 | 309 | 643 | 36.9 |
| Mitchell | 20.2 | Male | 9,472 | 1,024 | 1,128 | 1,169 | 986 | 1,315 | 1,223 | 939 | 723 | 965 | 28.3 |
| | | Female | 10,728 | 925 | 1,103 | 1,100 | 999 | 1,540 | 1,380 | 1,115 | 880 | 1,686 | 33.0 |
| Monroe | 17.3 | Male | 8,467 | 760 | 846 | 820 | 940 | 1,337 | 1,402 | 970 | 694 | 698 | 31.5 |
| | | Female | 8,833 | 742 | 788 | 751 | 780 | 1,418 | 1,359 | 995 | 744 | 1,256 | 34.6 |
| Montgomery | 7.2 | Male | 3,546 | 295 | 324 | 321 | 489 | 665 | 485 | 335 | 284 | 348 | 30.2 |
| | | Female | 3,654 | 295 | 330 | 328 | 489 | 503 | 507 | 379 | 287 | 536 | 32.7 |
| Morgan | 13.0 | Male | 6,259 | 592 | 639 | 598 | 602 | 1,060 | 914 | 697 | 476 | 681 | 31.6 |
| | | Female | 6,741 | 596 | 606 | 585 | 624 | 1,019 | 952 | 736 | 582 | 1,041 | 34.4 |
| Murray | 26.7 | Male | 13,234 | 1,312 | 1,357 | 1,288 | 1,463 | 2,474 | 1,998 | 1,537 | 946 | 859 | 29.8 |
| | | Female | 13,466 | 1,215 | 1,257 | 1,205 | 1,507 | 2,420 | 1,999 | 1,509 | 1,038 | 1,316 | 31.4 |
| Muscogee | 180.8 | Male | 87,766 | 9,270 | 8,056 | 7,820 | 12,566 | 16,264 | 12,093 | 7,904 | 6,714 | 7,079 | 28.8 |
| | | Female | 93,034 | 8,799 | 7,992 | 7,384 | 9,648 | 15,961 | 13,095 | 9,181 | 8,556 | 12,418 | 33.0 |
| Newton | 42.5 | Male | 20,348 | 2,133 | 2,039 | 1,893 | 2,325 | 3,411 | 2,975 | 2,294 | 1,616 | 1,662 | 30.2 |
| | | Female | 22,152 | 2,093 | 1,863 | 1,945 | 2,579 | 3,530 | 3,129 | 2,432 | 1,762 | 2,819 | 32.4 |
| Oconee | 18.0 | Male | 8,777 | 888 | 932 | 831 | 813 | 1,449 | 1,599 | 1,052 | 592 | 621 | 31.4 |
| | | Female | 9,223 | 873 | 868 | 800 | 773 | 1,560 | 1,665 | 1,027 | 623 | 1,034 | 33.3 |
| Oglethorpe | 9.8 | Male | 4,718 | 448 | 415 | 432 | 502 | 784 | 718 | 555 | 412 | 452 | 32.2 |
| | | Female | 5,082 | 425 | 427 | 428 | 449 | 809 | 766 | 592 | 452 | 734 | 35.0 |
| Paulding | 43.0 | Male | 21,464 | 2,472 | 2,124 | 1,952 | 2,178 | 4,509 | 3,351 | 2,192 | 1,398 | 1,288 | 29.4 |
| | | Female | 21,536 | 2,361 | 1,940 | 1,758 | 2,380 | 4,426 | 3,273 | 2,111 | 1,433 | 1,854 | 30.3 |
| Peach | 21.4 | Male | 10,188 | 973 | 1,063 | 1,009 | 1,480 | 1,564 | 1,394 | 1,086 | 812 | 807 | 28.6 |
| | | Female | 11,212 | 912 | 1,005 | 923 | 1,678 | 1,697 | 1,526 | 1,203 | 944 | 1,324 | 31.4 |
| Pickens | 14.7 | Male | 7,190 | 642 | 616 | 627 | 721 | 1,156 | 1,041 | 869 | 692 | 826 | 33.6 |
| | | Female | 7,510 | 626 | 583 | 613 | 739 | 1,131 | 1,081 | 870 | 719 | 1,148 | 35.6 |
| Pierce | 13.4 | Male | 6,499 | 537 | 656 | 730 | 604 | 963 | 1,005 | 782 | 604 | 618 | 32.5 |
| | | Female | 6,901 | 559 | 612 | 700 | 664 | 984 | 1,039 | 799 | 598 | 946 | 34.3 |
| Pike | 10.4 | Male | 5,140 | 497 | 515 | 466 | 494 | 820 | 745 | 614 | 462 | 527 | 32.3 |
| | | Female | 5,260 | 456 | 450 | 469 | 455 | 797 | 760 | 653 | 454 | 766 | 35.0 |
| Polk | 34.0 | Male | 16,291 | 1,566 | 1,509 | 1,574 | 1,724 | 2,581 | 2,242 | 1,856 | 1,500 | 1,739 | 31.9 |
| | | Female | 17,709 | 1,433 | 1,466 | 1,501 | 1,663 | 2,535 | 2,402 | 1,991 | 1,654 | 3,064 | 36.1 |
| Pulaski | 8.0 | Male | 3,742 | 359 | 379 | 354 | 352 | 528 | 533 | 428 | 353 | 456 | 33.1 |
| | | Female | 4,258 | 316 | 399 | 362 | 332 | 574 | 552 | 505 | 432 | 786 | 37.6 |
| Putnam | 14.4 | Male | 7,059 | 596 | 668 | 621 | 661 | 1,158 | 1,007 | 864 | 735 | 749 | 33.5 |
| | | Female | 7,341 | 633 | 648 | 563 | 722 | 1,096 | 1,005 | 858 | 793 | 1,023 | 35.1 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **GEORGIA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Quitman | 2.2 | Male | 1,024 | 102 | 93 | 90 | 87 | 129 | 141 | 110 | 110 | 162 | 35.8 |
| | | Female | 1,176 | 101 | 97 | 90 | 132 | 156 | 121 | 125 | 133 | 221 | 36.0 |
| Rabun | 11.8 | Male | 5,698 | 433 | 413 | 472 | 528 | 755 | 832 | 709 | 631 | 925 | 38.0 |
| | | Female | 6,102 | 397 | 383 | 513 | 456 | 779 | 881 | 743 | 735 | 1,215 | 40.9 |
| Randolph | 7.9 | Male | 3,590 | 330 | 420 | 423 | 432 | 444 | 457 | 306 | 293 | 485 | 29.3 |
| | | Female | 4,310 | 359 | 424 | 385 | 441 | 566 | 508 | 368 | 377 | 882 | 34.6 |
| Richmond | 189.5 | Male | 91,924 | 9,554 | 8,716 | 8,323 | 12,758 | 16,816 | 13,088 | 8,682 | 6,783 | 7,204 | 28.9 |
| | | Female | 97,576 | 9,144 | 8,371 | 7,811 | 11,006 | 17,635 | 14,193 | 9,505 | 8,063 | 11,848 | 32.1 |
| Rockdale | 55.8 | Male | 27,517 | 2,746 | 2,713 | 2,691 | 2,687 | 4,661 | 4,683 | 3,501 | 2,076 | 1,759 | 31.3 |
| | | Female | 28,283 | 2,526 | 2,680 | 2,544 | 2,611 | 4,852 | 4,906 | 3,381 | 2,084 | 2,699 | 32.8 |
| Schley | 3.6 | Male | 1,737 | 184 | 184 | 164 | 214 | 250 | 231 | 228 | 120 | 162 | 29.9 |
| | | Female | 1,863 | 153 | 168 | 174 | 193 | 244 | 255 | 213 | 146 | 317 | 35.0 |
| Screven | 13.8 | Male | 6,544 | 681 | 740 | 682 | 574 | 964 | 980 | 614 | 524 | 785 | 31.2 |
| | | Female | 7,256 | 684 | 623 | 655 | 630 | 1,075 | 968 | 712 | 642 | 1,267 | 34.6 |
| Seminole | 9.0 | Male | 4,443 | 384 | 426 | 414 | 541 | 719 | 582 | 449 | 429 | 499 | 31.3 |
| | | Female | 4,557 | 360 | 379 | 420 | 430 | 598 | 577 | 475 | 487 | 831 | 36.6 |
| Spalding | 55.0 | Male | 26,361 | 2,749 | 2,633 | 2,638 | 2,737 | 4,403 | 3,856 | 2,945 | 2,089 | 2,311 | 30.5 |
| | | Female | 28,639 | 2,565 | 2,437 | 2,541 | 2,792 | 4,528 | 4,227 | 3,028 | 2,382 | 4,139 | 33.8 |
| Stephens | 23.4 | Male | 11,288 | 984 | 997 | 981 | 1,383 | 1,635 | 1,668 | 1,296 | 980 | 1,364 | 32.9 |
| | | Female | 12,112 | 915 | 879 | 931 | 1,302 | 1,723 | 1,673 | 1,387 | 1,159 | 2,143 | 36.8 |
| Stewart | 5.6 | Male | 2,694 | 237 | 298 | 267 | 296 | 376 | 350 | 251 | 241 | 378 | 31.6 |
| | | Female | 2,906 | 227 | 260 | 251 | 259 | 396 | 363 | 300 | 263 | 587 | 36.7 |
| Sumter | 30.1 | Male | 13,868 | 1,512 | 1,544 | 1,441 | 1,728 | 2,102 | 1,909 | 1,349 | 953 | 1,330 | 28.4 |
| | | Female | 16,232 | 1,443 | 1,440 | 1,481 | 1,960 | 2,391 | 2,096 | 1,513 | 1,255 | 2,653 | 32.5 |
| Talbot | 6.6 | Male | 3,128 | 278 | 299 | 357 | 285 | 497 | 455 | 323 | 268 | 366 | 31.9 |
| | | Female | 3,472 | 284 | 296 | 287 | 316 | 532 | 520 | 366 | 349 | 522 | 35.4 |
| Taliaferro | 1.9 | Male | 897 | 82 | 100 | 93 | 81 | 129 | 110 | 103 | 64 | 135 | 32.2 |
| | | Female | 1,003 | 85 | 81 | 89 | 73 | 125 | 109 | 106 | 105 | 230 | 39.4 |
| Tattnall | 17.7 | Male | 9,499 | 761 | 714 | 693 | 1,052 | 2,150 | 1,509 | 984 | 694 | 942 | 32.1 |
| | | Female | 8,201 | 695 | 739 | 708 | 748 | 1,184 | 1,010 | 907 | 774 | 1,436 | 35.3 |
| Taylor | 7.6 | Male | 3,556 | 353 | 364 | 370 | 372 | 520 | 462 | 397 | 317 | 401 | 31.1 |
| | | Female | 4,044 | 321 | 354 | 376 | 401 | 612 | 484 | 475 | 326 | 695 | 34.3 |
| Telfair | 11.0 | Male | 5,038 | 452 | 522 | 527 | 487 | 732 | 689 | 488 | 442 | 699 | 32.3 |
| | | Female | 5,962 | 500 | 578 | 482 | 525 | 829 | 761 | 523 | 541 | 1,223 | 35.9 |
| Terrell | 10.6 | Male | 4,859 | 510 | 544 | 533 | 429 | 693 | 633 | 529 | 419 | 569 | 31.0 |
| | | Female | 5,741 | 504 | 563 | 513 | 491 | 784 | 716 | 603 | 544 | 1,023 | 35.2 |
| Thomas | 39.1 | Male | 18,183 | 1,909 | 1,909 | 1,887 | 1,679 | 2,744 | 2,537 | 1,967 | 1,548 | 2,003 | 31.2 |
| | | Female | 20,917 | 1,799 | 1,887 | 1,869 | 1,802 | 3,118 | 2,905 | 2,221 | 1,880 | 3,436 | 34.9 |
| Tift | 35.2 | Male | 17,129 | 1,726 | 1,762 | 1,699 | 2,297 | 2,722 | 2,483 | 1,741 | 1,216 | 1,483 | 29.0 |
| | | Female | 18,071 | 1,689 | 1,637 | 1,684 | 1,939 | 2,812 | 2,533 | 1,802 | 1,489 | 2,486 | 32.4 |
| Toombs | 24.2 | Male | 11,504 | 1,208 | 1,218 | 1,214 | 1,097 | 1,845 | 1,673 | 1,261 | 900 | 1,088 | 30.5 |
| | | Female | 12,696 | 1,193 | 1,189 | 1,152 | 1,127 | 1,928 | 1,805 | 1,374 | 994 | 1,934 | 33.7 |
| Towns | 6.8 | Male | 3,296 | 211 | 231 | 193 | 366 | 387 | 414 | 325 | 441 | 728 | 41.3 |
| | | Female | 3,504 | 165 | 192 | 209 | 372 | 400 | 403 | 369 | 494 | 900 | 45.3 |
| Treutlen | 6.0 | Male | 2,764 | 233 | 283 | 300 | 294 | 416 | 369 | 297 | 238 | 334 | 31.5 |
| | | Female | 3,236 | 288 | 309 | 303 | 300 | 421 | 406 | 331 | 290 | 588 | 34.9 |
| Troup | 55.8 | Male | 26,261 | 2,772 | 2,610 | 2,629 | 2,733 | 4,194 | 3,894 | 2,577 | 2,086 | 2,766 | 30.7 |
| | | Female | 29,539 | 2,602 | 2,574 | 2,497 | 2,931 | 4,480 | 4,168 | 2,759 | 2,635 | 4,893 | 34.3 |
| Turner | 8.6 | Male | 4,062 | 430 | 498 | 474 | 432 | 513 | 501 | 403 | 344 | 467 | 28.8 |
| | | Female | 4,538 | 436 | 455 | 413 | 438 | 608 | 591 | 477 | 380 | 740 | 33.7 |
| Twiggs | 9.8 | Male | 4,700 | 469 | 543 | 486 | 458 | 797 | 637 | 498 | 382 | 430 | 29.9 |
| | | Female | 5,100 | 516 | 554 | 448 | 498 | 810 | 675 | 531 | 412 | 656 | 31.6 |
| Union | 12.2 | Male | 6,053 | 470 | 475 | 506 | 554 | 816 | 805 | 703 | 713 | 1,011 | 37.6 |
| | | Female | 6,147 | 396 | 447 | 448 | 479 | 745 | 858 | 709 | 840 | 1,225 | 41.5 |
| Upson | 26.3 | Male | 12,427 | 1,159 | 1,165 | 1,211 | 1,261 | 1,904 | 1,705 | 1,416 | 1,080 | 1,526 | 32.4 |
| | | Female | 13,873 | 1,034 | 1,037 | 1,119 | 1,246 | 2,041 | 1,842 | 1,504 | 1,372 | 2,678 | 37.5 |
| ☐ Walker | 58.6 | Male | 28,389 | 2,409 | 2,663 | 2,756 | 2,747 | 4,492 | 4,269 | 3,418 | 2,592 | 3,043 | 33.1 |
| | | Female | 30,211 | 2,313 | 2,447 | 2,602 | 2,627 | 4,564 | 4,398 | 3,533 | 2,976 | 4,751 | 36.3 |
| Walton | 39.2 | Male | 18,977 | 1,825 | 1,894 | 1,789 | 1,996 | 3,269 | 2,884 | 2,186 | 1,422 | 1,712 | 31.1 |
| | | Female | 20,223 | 1,898 | 1,853 | 1,707 | 2,065 | 3,296 | 2,876 | 2,261 | 1,621 | 2,646 | 32.9 |
| Ware | 35.3 | Male | 17,055 | 1,582 | 1,562 | 1,739 | 1,735 | 2,606 | 2,561 | 1,731 | 1,560 | 1,979 | 32.3 |
| | | Female | 18,245 | 1,438 | 1,539 | 1,656 | 1,516 | 2,512 | 2,533 | 1,882 | 1,819 | 3,350 | 36.8 |
| Warren | 6.0 | Male | 2,727 | 296 | 279 | 290 | 248 | 402 | 360 | 265 | 237 | 350 | 31.2 |
| | | Female | 3,273 | 304 | 288 | 246 | 302 | 471 | 421 | 310 | 291 | 640 | 35.6 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **GEORGIA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Washington | 19.2 | Male | 9,019 | 1,012 | 1,011 | 951 | 844 | 1,425 | 1,289 | 880 | 676 | 931 | 29.9 |
| | | Female | 10,181 | 914 | 939 | 867 | 914 | 1,627 | 1,366 | 1,010 | 851 | 1,693 | 34.0 |
| Wayne | 22.5 | Male | 10,921 | 1,071 | 1,088 | 1,105 | 1,017 | 1,716 | 1,724 | 1,175 | 988 | 1,037 | 31.9 |
| | | Female | 11,579 | 1,074 | 1,114 | 1,132 | 1,033 | 1,702 | 1,669 | 1,249 | 1,025 | 1,581 | 33.4 |
| Webster | 2.2 | Male | 1,028 | 83 | 104 | 112 | 88 | 151 | 144 | 117 | 91 | 138 | 33.4 |
| | | Female | 1,172 | 108 | 100 | 105 | 120 | 181 | 151 | 106 | 121 | 180 | 33.5 |
| Wheeler | 4.9 | Male | 2,376 | 236 | 231 | 268 | 241 | 318 | 336 | 267 | 178 | 301 | 31.7 |
| | | Female | 2,524 | 211 | 203 | 268 | 224 | 287 | 355 | 261 | 225 | 490 | 36.9 |
| White | 13.3 | Male | 6,475 | 505 | 529 | 525 | 674 | 944 | 965 | 813 | 676 | 844 | 35.6 |
| | | Female | 6,825 | 476 | 498 | 552 | 632 | 931 | 973 | 880 | 749 | 1,134 | 38.3 |
| Whitfield | 73.1 | Male | 35,920 | 3,261 | 3,132 | 3,369 | 4,256 | 6,337 | 5,587 | 4,324 | 2,902 | 2,752 | 31.2 |
| | | Female | 37,180 | 3,141 | 3,066 | 3,279 | 3,913 | 6,055 | 5,668 | 4,355 | 3,205 | 4,498 | 33.6 |
| Wilcox | 7.0 | Male | 3,297 | 338 | 322 | 373 | 278 | 439 | 451 | 328 | 299 | 469 | 32.7 |
| | | Female | 3,703 | 306 | 328 | 335 | 343 | 457 | 494 | 375 | 320 | 745 | 36.7 |
| Wilkes | 10.5 | Male | 5,011 | 447 | 502 | 486 | 437 | 727 | 681 | 568 | 467 | 696 | 33.7 |
| | | Female | 5,489 | 415 | 492 | 454 | 428 | 787 | 734 | 569 | 519 | 1,091 | 37.3 |
| Wilkinson | 10.2 | Male | 4,854 | 486 | 529 | 496 | 475 | 824 | 662 | 523 | 397 | 462 | 30.4 |
| | | Female | 5,346 | 496 | 540 | 473 | 582 | 825 | 685 | 558 | 476 | 711 | 32.1 |
| Worth | 19.8 | Male | 9,549 | 1,042 | 1,058 | 1,003 | 929 | 1,427 | 1,382 | 1,060 | 722 | 926 | 30.2 |
| | | Female | 10,251 | 972 | 961 | 1,008 | 1,006 | 1,574 | 1,447 | 1,096 | 817 | 1,370 | 32.5 |
| **TOTAL METRO COUNTIES** | **4,304.0** | **Male** | **2,091,244** | **208,304** | **192,507** | **181,605** | **244,378** | **405,160** | **347,328** | **226,367** | **143,575** | **142,020** | **30.4** |
| | | **Female** | **2,212,756** | **198,546** | **184,559** | **173,613** | **239,761** | **417,470** | **368,485** | **234,647** | **162,379** | **233,296** | **32.4** |
| **TOTAL STATE** | **6,586.6** | **Male** | **3,197,188** | **316,084** | **300,324** | **288,475** | **373,387** | **584,696** | **505,820** | **343,606** | **232,552** | **252,244** | **30.5** |
| | | **Female** | **3,389,412** | **301,719** | **287,444** | **275,267** | **363,682** | **597,367** | **531,274** | **358,062** | **265,192** | **409,405** | **32.8** |
| **HAWAII** | | | | | | | | | | | | | |
| **HONOLULU** | **842.6** | **Male** | **429,199** | **39,204** | **35,417** | **32,301** | **55,660** | **81,717** | **66,949** | **42,331** | **32,692** | **42,928** | **31.4** |
| | | **Female** | **413,401** | **36,948** | **33,378** | **30,517** | **43,496** | **74,207** | **64,779** | **42,864** | **37,989** | **49,223** | **33.4** |
| Honolulu | 842.6 | Male | 429,199 | 39,204 | 35,417 | 32,301 | 55,660 | 81,717 | 66,949 | 42,331 | 32,692 | 42,928 | 31.4 |
| | | Female | 413,401 | 36,948 | 33,378 | 30,517 | 43,496 | 74,207 | 64,779 | 42,864 | 37,989 | 49,223 | 33.4 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Hawaii | 122.6 | Male | 61,833 | 6,083 | 6,526 | 5,549 | 4,519 | 8,993 | 11,112 | 6,344 | 5,080 | 7,627 | 34.2 |
| | | Female | 60,767 | 5,817 | 6,050 | 5,328 | 4,422 | 9,358 | 10,377 | 6,132 | 5,613 | 7,670 | 34.4 |
| Honolulu | 842.6 | Male | 429,199 | 39,204 | 35,417 | 32,301 | 55,660 | 81,717 | 66,949 | 42,331 | 32,692 | 42,928 | 31.4 |
| | | Female | 413,401 | 36,948 | 33,378 | 30,517 | 43,496 | 74,207 | 64,779 | 42,864 | 37,989 | 49,223 | 33.4 |
| Kauai | 52.2 | Male | 26,471 | 2,555 | 2,693 | 2,202 | 2,185 | 4,160 | 4,649 | 2,602 | 1,974 | 3,451 | 33.7 |
| | | Female | 25,729 | 2,464 | 2,446 | 2,116 | 2,042 | 4,147 | 4,231 | 2,662 | 2,272 | 3,349 | 34.2 |
| Maui | 102.7 | Male | 52,401 | 5,029 | 4,792 | 4,491 | 4,471 | 9,189 | 9,688 | 5,289 | 3,779 | 5,673 | 33.1 |
| | | Female | 50,299 | 4,836 | 4,600 | 3,878 | 4,087 | 8,832 | 8,614 | 5,243 | 4,275 | 5,934 | 33.8 |
| **TOTAL METRO COUNTIES** | **842.6** | **Male** | **429,199** | **39,204** | **35,417** | **32,301** | **55,660** | **81,717** | **66,949** | **42,331** | **32,692** | **42,928** | **31.4** |
| | | **Female** | **413,401** | **36,948** | **33,378** | **30,517** | **43,496** | **74,207** | **64,779** | **42,864** | **37,989** | **49,223** | **33.4** |
| **TOTAL STATE** | **1,120.1** | **Male** | **569,904** | **52,871** | **49,428** | **44,543** | **66,835** | **104,059** | **92,398** | **56,566** | **43,525** | **59,679** | **31.8** |
| | | **Female** | **550,196** | **50,065** | **46,474** | **41,839** | **54,047** | **96,544** | **88,001** | **56,901** | **50,149** | **66,176** | **33.6** |
| **IDAHO** | | | | | | | | | | | | | |
| **BOISE** | **208.1** | **Male** | **102,386** | **10,255** | **10,572** | **9,444** | **9,919** | **18,040** | **17,775** | **10,764** | **6,781** | **8,836** | **31.1** |
| | | **Female** | **105,714** | **9,692** | **10,294** | **9,001** | **10,135** | **18,325** | **17,511** | **10,699** | **7,253** | **12,804** | **32.5** |
| Ada | 208.1 | Male | 102,386 | 10,255 | 10,572 | 9,444 | 9,919 | 18,040 | 17,775 | 10,764 | 6,781 | 8,836 | 31.1 |
| | | Female | 105,714 | 9,692 | 10,294 | 9,001 | 10,135 | 18,325 | 17,511 | 10,699 | 7,253 | 12,804 | 32.5 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Ada | 208.1 | Male | 102,386 | 10,255 | 10,572 | 9,444 | 9,919 | 18,040 | 17,775 | 10,764 | 6,781 | 8,836 | 31.1 |
| | | Female | 105,714 | 9,692 | 10,294 | 9,001 | 10,135 | 18,325 | 17,511 | 10,699 | 7,253 | 12,804 | 32.5 |
| Adams | 3.2 | Male | 1,647 | 166 | 158 | 150 | 113 | 200 | 243 | 210 | 174 | 233 | 36.5 |
| | | Female | 1,553 | 121 | 172 | 147 | 69 | 235 | 242 | 188 | 149 | 230 | 36.3 |

# POPULATION BY AGE AND SEX

SaMM ESTIMATES

| METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **IDAHO (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Bannock | 65.8 | Male | 32,627 | 3,528 | 3,991 | 3,555 | 3,445 | 5,115 | 4,953 | 3,069 | 2,164 | 2,807 | 28.5 |
| | | Female | 33,173 | 3,375 | 3,791 | 3,308 | 3,555 | 5,180 | 4,812 | 3,026 | 2,281 | 3,845 | 29.9 |
| Bear Lake | 6.0 | Male | 2,962 | 342 | 445 | 348 | 179 | 382 | 344 | 289 | 252 | 381 | 29.4 |
| | | Female | 3,038 | 345 | 427 | 348 | 163 | 375 | 336 | 273 | 251 | 520 | 31.3 |
| Benewah | 7.9 | Male | 4,005 | 368 | 417 | 420 | 294 | 519 | 669 | 482 | 353 | 483 | 34.7 |
| | | Female | 3,895 | 358 | 389 | 397 | 290 | 538 | 579 | 444 | 350 | 550 | 34.5 |
| Bingham | 37.7 | Male | 18,898 | 2,293 | 2,756 | 2,442 | 1,533 | 2,653 | 2,484 | 1,734 | 1,332 | 1,671 | 26.6 |
| | | Female | 18,802 | 2,188 | 2,614 | 2,346 | 1,363 | 2,595 | 2,438 | 1,762 | 1,393 | 2,103 | 28.4 |
| Blaine | 13.9 | Male | 7,222 | 664 | 675 | 583 | 541 | 1,419 | 1,624 | 870 | 420 | 426 | 33.1 |
| | | Female | 6,678 | 646 | 653 | 492 | 458 | 1,341 | 1,447 | 717 | 437 | 487 | 33.1 |
| Boise | 3.5 | Male | 1,843 | 165 | 198 | 181 | 121 | 241 | 327 | 225 | 194 | 191 | 35.5 |
| | | Female | 1,657 | 141 | 169 | 144 | 90 | 257 | 293 | 209 | 163 | 191 | 35.9 |
| Bonner | 26.6 | Male | 13,213 | 1,182 | 1,404 | 1,238 | 759 | 1,703 | 2,404 | 1,476 | 1,266 | 1,781 | 36.3 |
| | | Female | 13,387 | 1,176 | 1,338 | 1,278 | 742 | 1,782 | 2,298 | 1,516 | 1,246 | 2,011 | 36.8 |
| Bonneville | 72.8 | Male | 36,622 | 4,327 | 4,732 | 4,196 | 3,519 | 5,848 | 5,183 | 3,527 | 2,496 | 2,794 | 27.6 |
| | | Female | 36,178 | 4,114 | 4,457 | 3,900 | 2,915 | 5,696 | 5,132 | 3,597 | 2,647 | 3,720 | 29.7 |
| Boundary | 8.4 | Male | 4,284 | 414 | 487 | 536 | 323 | 554 | 693 | 417 | 404 | 456 | 31.9 |
| | | Female | 4,116 | 402 | 475 | 425 | 289 | 538 | 671 | 386 | 358 | 572 | 33.7 |
| Butte | 2.9 | Male | 1,464 | 139 | 191 | 193 | 64 | 183 | 216 | 155 | 142 | 181 | 32.9 |
| | | Female | 1,436 | 131 | 186 | 183 | 69 | 181 | 202 | 161 | 133 | 190 | 33.2 |
| Camas | .7 | Male | 374 | 48 | 38 | 35 | 21 | 45 | 58 | 55 | 30 | 44 | 35.0 |
| | | Female | 326 | 20 | 29 | 37 | 13 | 43 | 53 | 43 | 37 | 51 | 39.0 |
| Canyon | 90.2 | Male | 44,408 | 4,690 | 5,023 | 4,723 | 4,494 | 6,438 | 6,232 | 4,441 | 3,151 | 5,216 | 30.1 |
| | | Female | 45,792 | 4,449 | 4,603 | 4,446 | 4,245 | 6,413 | 6,321 | 4,533 | 3,649 | 7,133 | 33.0 |
| Caribou | 6.8 | Male | 3,415 | 360 | 499 | 467 | 218 | 442 | 458 | 351 | 265 | 355 | 28.7 |
| | | Female | 3,385 | 351 | 477 | 443 | 191 | 451 | 429 | 331 | 274 | 438 | 30.1 |
| Cassia | 19.4 | Male | 9,753 | 1,169 | 1,329 | 1,179 | 814 | 1,317 | 1,235 | 872 | 744 | 1,094 | 27.9 |
| | | Female | 9,647 | 1,061 | 1,268 | 1,129 | 728 | 1,262 | 1,226 | 871 | 792 | 1,310 | 30.1 |
| Clark | .8 | Male | 439 | 33 | 48 | 42 | 39 | 73 | 60 | 53 | 38 | 53 | 32.9 |
| | | Female | 361 | 33 | 52 | 35 | 22 | 50 | 43 | 52 | 29 | 45 | 32.7 |
| Clearwater | 8.4 | Male | 4,383 | 303 | 389 | 412 | 302 | 636 | 680 | 589 | 461 | 611 | 37.2 |
| | | Female | 4,017 | 279 | 372 | 374 | 195 | 576 | 617 | 526 | 428 | 650 | 38.4 |
| Custer | 4.1 | Male | 2,117 | 211 | 215 | 221 | 103 | 293 | 376 | 264 | 189 | 245 | 35.4 |
| | | Female | 1,983 | 203 | 203 | 204 | 108 | 302 | 324 | 230 | 164 | 245 | 34.1 |
| Elmore | 21.2 | Male | 11,064 | 1,390 | 1,122 | 927 | 1,487 | 2,400 | 1,554 | 881 | 592 | 711 | 27.5 |
| | | Female | 10,136 | 1,336 | 1,102 | 850 | 1,100 | 1,979 | 1,342 | 888 | 657 | 882 | 28.4 |
| Franklin | 9.2 | Male | 4,624 | 536 | 680 | 665 | 385 | 549 | 533 | 400 | 325 | 551 | 25.8 |
| | | Female | 4,576 | 524 | 668 | 596 | 288 | 558 | 512 | 384 | 319 | 727 | 28.8 |
| Fremont | 10.9 | Male | 5,539 | 629 | 766 | 783 | 462 | 722 | 664 | 528 | 430 | 555 | 26.8 |
| | | Female | 5,361 | 563 | 747 | 662 | 420 | 684 | 666 | 502 | 441 | 676 | 29.2 |
| Gem | 11.8 | Male | 5,887 | 539 | 592 | 595 | 457 | 783 | 761 | 671 | 536 | 953 | 34.7 |
| | | Female | 5,913 | 513 | 602 | 497 | 380 | 749 | 795 | 663 | 561 | 1,153 | 37.7 |
| Gooding | 11.5 | Male | 5,736 | 520 | 647 | 613 | 405 | 798 | 751 | 598 | 520 | 884 | 33.6 |
| | | Female | 5,764 | 527 | 609 | 580 | 348 | 730 | 705 | 607 | 554 | 1,104 | 36.2 |
| Idaho | 13.7 | Male | 6,957 | 576 | 733 | 635 | 474 | 932 | 1,093 | 836 | 703 | 975 | 36.2 |
| | | Female | 6,743 | 569 | 664 | 663 | 332 | 915 | 963 | 762 | 718 | 1,157 | 37.4 |
| Jefferson | 16.7 | Male | 8,482 | 1,071 | 1,257 | 1,149 | 703 | 1,102 | 1,093 | 818 | 547 | 742 | 25.6 |
| | | Female | 8,218 | 995 | 1,213 | 1,095 | 566 | 1,115 | 1,053 | 730 | 561 | 890 | 27.2 |
| Jerome | 15.1 | Male | 7,549 | 797 | 890 | 813 | 559 | 1,103 | 1,068 | 761 | 605 | 953 | 31.5 |
| | | Female | 7,551 | 746 | 882 | 742 | 493 | 1,085 | 1,022 | 735 | 676 | 1,170 | 33.4 |
| Kootenai | 70.2 | Male | 34,458 | 3,178 | 3,406 | 3,221 | 2,892 | 4,913 | 5,678 | 4,082 | 3,020 | 4,068 | 34.2 |
| | | Female | 35,742 | 3,027 | 3,290 | 3,026 | 2,832 | 5,225 | 5,896 | 3,992 | 3,140 | 5,314 | 35.8 |
| Latah | 30.7 | Male | 15,650 | 1,256 | 1,267 | 1,076 | 3,724 | 2,673 | 2,110 | 1,405 | 902 | 1,237 | 26.9 |
| | | Female | 15,050 | 1,241 | 1,206 | 1,083 | 3,185 | 2,407 | 2,070 | 1,236 | 888 | 1,734 | 28.4 |
| Lemhi | 6.9 | Male | 3,426 | 287 | 361 | 333 | 182 | 401 | 526 | 441 | 340 | 555 | 37.8 |
| | | Female | 3,474 | 309 | 324 | 294 | 205 | 418 | 520 | 402 | 358 | 644 | 38.6 |
| Lewis | 3.5 | Male | 1,778 | 179 | 166 | 172 | 106 | 234 | 255 | 210 | 173 | 283 | 36.3 |
| | | Female | 1,722 | 135 | 188 | 151 | 98 | 240 | 211 | 197 | 176 | 326 | 37.3 |
| Lincoln | 3.3 | Male | 1,680 | 152 | 207 | 180 | 133 | 207 | 257 | 171 | 160 | 213 | 33.1 |
| | | Female | 1,620 | 125 | 186 | 191 | 120 | 200 | 227 | 159 | 149 | 263 | 34.4 |
| Madison | 23.9 | Male | 11,393 | 1,291 | 1,462 | 1,420 | 3,250 | 1,191 | 1,013 | 707 | 466 | 593 | 21.3 |
| | | Female | 12,507 | 1,128 | 1,314 | 1,359 | 4,539 | 1,179 | 993 | 736 | 463 | 796 | 21.8 |
| Minidoka | 19.2 | Male | 9,638 | 1,012 | 1,264 | 1,166 | 749 | 1,358 | 1,301 | 959 | 719 | 1,110 | 29.6 |
| | | Female | 9,562 | 1,009 | 1,240 | 1,074 | 679 | 1,374 | 1,190 | 937 | 790 | 1,269 | 30.7 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **IDAHO (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Nez Perce | 33.8 | Male | 16,576 | 1,386 | 1,529 | 1,491 | 1,502 | 2,520 | 2,503 | 1,812 | 1,527 | 2,306 | 34.4 |
| | | Female | 17,224 | 1,344 | 1,435 | 1,286 | 1,561 | 2,488 | 2,487 | 1,912 | 1,598 | 3,113 | 37.0 |
| Oneida | 3.5 | Male | 1,738 | 211 | 238 | 221 | 103 | 225 | 204 | 150 | 114 | 272 | 29.3 |
| | | Female | 1,762 | 204 | 245 | 188 | 76 | 226 | 193 | 145 | 138 | 347 | 32.4 |
| Owyhee | 8.4 | Male | 4,386 | 454 | 456 | 559 | 490 | 595 | 532 | 427 | 362 | 511 | 28.9 |
| | | Female | 4,014 | 434 | 453 | 439 | 320 | 520 | 524 | 415 | 348 | 561 | 31.9 |
| Payette | 16.5 | Male | 8,110 | 859 | 881 | 876 | 642 | 1,034 | 1,084 | 900 | 686 | 1,148 | 32.7 |
| | | Female | 8,390 | 760 | 874 | 790 | 611 | 1,087 | 1,137 | 932 | 703 | 1,496 | 35.6 |
| Power | 7.1 | Male | 3,528 | 390 | 400 | 433 | 300 | 480 | 559 | 366 | 275 | 325 | 30.0 |
| | | Female | 3,572 | 377 | 448 | 454 | 245 | 515 | 524 | 332 | 281 | 396 | 30.1 |
| Shoshone | 13.4 | Male | 6,670 | 511 | 603 | 696 | 515 | 859 | 1,036 | 809 | 646 | 995 | 36.5 |
| | | Female | 6,730 | 467 | 570 | 630 | 442 | 906 | 998 | 785 | 689 | 1,243 | 38.5 |
| Teton | 3.5 | Male | 1,842 | 216 | 224 | 191 | 168 | 284 | 282 | 169 | 118 | 190 | 29.3 |
| | | Female | 1,658 | 204 | 197 | 151 | 135 | 247 | 244 | 151 | 131 | 198 | 30.7 |
| Twin Falls | 53.6 | Male | 26,255 | 2,599 | 2,955 | 2,699 | 2,285 | 3,777 | 3,752 | 2,687 | 2,043 | 3,458 | 31.9 |
| | | Female | 27,345 | 2,548 | 2,787 | 2,558 | 2,088 | 3,765 | 3,809 | 2,710 | 2,344 | 4,736 | 34.8 |
| Valley | 6.1 | Male | 3,108 | 286 | 325 | 296 | 139 | 370 | 630 | 395 | 298 | 369 | 37.2 |
| | | Female | 2,992 | 252 | 289 | 259 | 140 | 415 | 571 | 355 | 308 | 403 | 37.5 |
| Washington | 8.5 | Male | 4,102 | 373 | 431 | 447 | 260 | 465 | 543 | 433 | 397 | 753 | 36.4 |
| | | Female | 4,398 | 346 | 451 | 422 | 258 | 511 | 558 | 452 | 461 | 939 | 38.8 |
| **TOTAL METRO COUNTIES** | **208.1** | **Male** | **102,386** | **10,255** | **10,572** | **9,444** | **9,919** | **18,040** | **17,775** | **10,764** | **6,781** | **8,836** | **31.1** |
| | | **Female** | **105,714** | **9,692** | **10,294** | **9,001** | **10,135** | **18,325** | **17,511** | **10,699** | **7,253** | **12,804** | **32.5** |
| **TOTAL STATE** | **1,009.4** | **Male** | **502,238** | **51,355** | **56,429** | **52,022** | **49,173** | **76,076** | **75,796** | **51,459** | **37,360** | **52,568** | **30.5** |
| | | **Female** | **507,162** | **48,768** | **53,953** | **48,677** | **47,101** | **75,678** | **74,184** | **50,683** | **39,486** | **68,632** | **32.3** |
| **ILLINOIS** | | | | | | | | | | | | | |
| **AURORA - ELGIN** | **363.4** | **Male** | **180,508** | **19,823** | **19,179** | **17,140** | **18,064** | **32,091** | **29,571** | **19,407** | **12,307** | **12,926** | **30.0** |
| | | **Female** | **182,892** | **18,793** | **18,101** | **15,881** | **16,900** | **31,579** | **29,466** | **18,775** | **12,794** | **20,603** | **31.9** |
| Kane | 323.7 | Male | 160,635 | 17,862 | 16,967 | 15,099 | 16,271 | 28,948 | 26,225 | 16,854 | 10,900 | 11,509 | 29.9 |
| | | Female | 163,065 | 16,954 | 16,089 | 14,010 | 15,164 | 28,395 | 26,082 | 16,393 | 11,401 | 18,577 | 31.8 |
| Kendall | 39.7 | Male | 19,873 | 1,961 | 2,212 | 2,041 | 1,793 | 3,143 | 3,346 | 2,553 | 1,407 | 1,417 | 31.1 |
| | | Female | 19,827 | 1,839 | 2,012 | 1,871 | 1,736 | 3,184 | 3,384 | 2,382 | 1,393 | 2,026 | 32.7 |
| **BLOOMINGTON - NORMAL** | **130.1** | **Male** | **62,090** | **5,513** | **5,344** | **4,763** | **12,324** | **10,231** | **8,928** | **5,717** | **4,141** | **5,129** | **28.0** |
| | | **Female** | **68,010** | **5,198** | **5,090** | **4,592** | **14,044** | **10,706** | **9,319** | **5,849** | **4,774** | **8,438** | **29.7** |
| McLean | 130.1 | Male | 62,090 | 5,513 | 5,344 | 4,763 | 12,324 | 10,231 | 8,928 | 5,717 | 4,141 | 5,129 | 28.0 |
| | | Female | 68,010 | 5,198 | 5,090 | 4,592 | 14,044 | 10,706 | 9,319 | 5,849 | 4,774 | 8,438 | 29.7 |
| **CHAMPAIGN - URBANA - RANTOUL** | **173.4** | **Male** | **87,652** | **7,517** | **6,522** | **5,712** | **20,888** | **16,762** | **12,062** | **6,963** | **5,290** | **5,936** | **26.9** |
| | | **Female** | **85,748** | **7,110** | **6,129** | **5,512** | **17,744** | **15,573** | **11,552** | **7,218** | **5,668** | **9,242** | **29.1** |
| Champaign | 173.4 | Male | 87,652 | 7,517 | 6,522 | 5,712 | 20,888 | 16,762 | 12,062 | 6,963 | 5,290 | 5,936 | 26.9 |
| | | Female | 85,748 | 7,110 | 6,129 | 5,512 | 17,744 | 15,573 | 11,552 | 7,218 | 5,668 | 9,242 | 29.1 |
| **CHICAGO** | **6,077.3** | **Male** | **2,935,107** | **287,504** | **260,654** | **245,451** | **317,637** | **555,115** | **445,464** | **307,141** | **238,460** | **277,681** | **31.4** |
| | | **Female** | **3,142,193** | **275,340** | **249,891** | **234,236** | **309,420** | **561,910** | **468,328** | **334,472** | **268,926** | **439,670** | **33.9** |
| Cook | 5,096.8 | Male | 2,450,322 | 236,604 | 214,983 | 205,233 | 271,557 | 462,667 | 361,144 | 250,931 | 203,434 | 243,769 | 31.4 |
| | | Female | 2,646,478 | 227,496 | 206,991 | 196,339 | 265,915 | 467,861 | 382,535 | 279,178 | 232,959 | 387,204 | 34.1 |
| Du Page | 794.2 | Male | 391,703 | 40,672 | 35,874 | 31,956 | 38,201 | 75,998 | 68,104 | 45,401 | 28,679 | 26,818 | 31.5 |
| | | Female | 402,497 | 38,373 | 33,957 | 30,180 | 36,095 | 77,255 | 69,755 | 45,269 | 29,626 | 41,987 | 33.1 |
| McHenry | 186.3 | Male | 93,082 | 10,228 | 9,797 | 8,262 | 7,879 | 16,450 | 16,216 | 10,809 | 6,347 | 7,094 | 31.3 |
| | | Female | 93,218 | 9,471 | 8,943 | 7,717 | 7,410 | 16,794 | 16,038 | 10,025 | 6,341 | 10,479 | 32.8 |
| **CHICAGO - GARY - LAKE COUNTY CONSOLIDATED AREA** | ***8,091.8*** | ***Male*** | ***3,931,141*** | ***389,100*** | ***361,482*** | ***338,803*** | ***423,633*** | ***723,425*** | ***606,270*** | ***416,664*** | ***313,843*** | ***357,921*** | ***31.3*** |
| | | ***Female*** | ***4,160,659*** | ***372,101*** | ***345,836*** | ***322,276*** | ***403,234*** | ***735,015*** | ***631,212*** | ***443,372*** | ***348,225*** | ***559,388*** | ***33.7*** |
| **DAVENPORT - ROCK ISLAND - MOLINE** | **348.4** | **Male** | **168,352** | **15,902** | **16,714** | **15,483** | **15,878** | **26,207** | **26,138** | **18,657** | **14,638** | **18,735** | **32.7** |
| | | **Female** | **180,048** | **15,297** | **15,689** | **14,709** | **16,467** | **27,644** | **26,389** | **19,244** | **15,880** | **28,729** | **35.1** |
| Henry | 50.7 | Male | 24,736 | 2,188 | 2,550 | 2,438 | 1,986 | 3,427 | 3,698 | 2,875 | 2,278 | 3,296 | 34.4 |
| | | Female | 25,964 | 2,051 | 2,255 | 2,221 | 1,936 | 3,484 | 3,714 | 2,862 | 2,454 | 4,987 | 37.8 |
| Rock Island | 147.3 | Male | 70,817 | 6,383 | 6,714 | 6,261 | 6,787 | 10,818 | 10,719 | 7,904 | 6,594 | 8,637 | 33.6 |
| | | Female | 76,483 | 6,132 | 6,352 | 5,954 | 7,124 | 11,296 | 10,814 | 8,232 | 7,261 | 13,318 | 36.3 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **ILLINOIS (continued)** | | | | | | | | | | | | | |
| **DAVENPORT - ROCK ISLAND - MOLINE (continued)** | | | | | | | | | | | | | |
| *Scott, Iowa* | *150.4* | *Male* | *72,799* | *7,331* | *7,450* | *6,784* | *7,105* | *11,962* | *11,721* | *7,878* | *5,766* | *6,802* | ***31.5*** |
| | | *Female* | *77,601* | *7,114* | *7,082* | *6,534* | *7,407* | *12,864* | *11,861* | *8,150* | *6,165* | *10,424* | ***33.3*** |
| **DECATUR** | **116.2** | **Male** | **55,360** | **5,001** | **5,240** | **5,271** | **5,055** | **8,226** | **8,509** | **6,330** | **5,200** | **6,528** | **33.6** |
| | | **Female** | **60,840** | **4,835** | **5,019** | **4,989** | **5,478** | **8,835** | **8,890** | **6,603** | **5,802** | **10,389** | **36.4** |
| Macon | 116.2 | Male | 55,360 | 5,001 | 5,240 | 5,271 | 5,055 | 8,226 | 8,509 | 6,330 | 5,200 | 6,528 | **33.6** |
| | | Female | 60,840 | 4,835 | 5,019 | 4,989 | 5,478 | 8,835 | 8,890 | 6,603 | 5,802 | 10,389 | **36.4** |
| **JOLIET** | **393.1** | **Male** | **196,075** | **20,330** | **20,687** | **19,346** | **20,032** | **33,832** | **32,860** | **21,795** | **13,264** | **13,929** | **30.2** |
| | | **Female** | **197,025** | **19,180** | **19,709** | **17,870** | **18,124** | **33,623** | **32,823** | **20,855** | **13,570** | **21,271** | **32.0** |
| Grundy | 32.6 | Male | 16,155 | 1,439 | 1,655 | 1,545 | 1,456 | 2,670 | 2,580 | 1,811 | 1,285 | 1,714 | **32.4** |
| | | Female | 16,445 | 1,452 | 1,552 | 1,418 | 1,371 | 2,630 | 2,443 | 1,760 | 1,345 | 2,474 | **34.2** |
| Will | 360.5 | Male | 179,920 | 18,891 | 19,032 | 17,801 | 18,576 | 31,162 | 30,280 | 19,984 | 11,979 | 12,215 | **30.0** |
| | | Female | 180,580 | 17,728 | 18,157 | 16,452 | 16,753 | 30,993 | 30,380 | 19,095 | 12,225 | 18,797 | **31.8** |
| **KANKAKEE** | **96.0** | **Male** | **46,433** | **4,722** | **4,727** | **4,495** | **4,553** | **6,995** | **6,681** | **4,982** | **3,854** | **5,424** | **31.7** |
| | | **Female** | **49,567** | **4,347** | **4,581** | **4,323** | **4,734** | **7,534** | **7,064** | **4,973** | **4,302** | **7,709** | **34.0** |
| Kankakee | 96.0 | Male | 46,433 | 4,722 | 4,727 | 4,495 | 4,553 | 6,995 | 6,681 | 4,982 | 3,854 | 5,424 | **31.7** |
| | | Female | 49,567 | 4,347 | 4,581 | 4,323 | 4,734 | 7,534 | 7,064 | 4,973 | 4,302 | 7,709 | **34.0** |
| **LAKE COUNTY** | **525.8** | **Male** | **265,873** | **27,929** | **25,101** | **22,077** | **33,035** | **46,616** | **44,474** | **29,430** | **19,199** | **18,012** | **30.3** |
| | | **Female** | **259,927** | **26,778** | **23,637** | **20,702** | **23,043** | **46,903** | **44,598** | **28,927** | **19,301** | **26,038** | **32.6** |
| Lake | 525.8 | Male | 265,873 | 27,929 | 25,101 | 22,077 | 33,035 | 46,616 | 44,474 | 29,430 | 19,199 | 18,012 | **30.3** |
| | | Female | 259,927 | 26,778 | 23,637 | 20,702 | 23,043 | 46,903 | 44,598 | 28,927 | 19,301 | 26,038 | **32.6** |
| **PEORIA** | **338.1** | **Male** | **162,846** | **14,982** | **15,712** | **15,409** | **16,216** | **24,406** | **24,957** | **18,085** | **14,646** | **18,433** | **32.8** |
| | | **Female** | **175,254** | **14,336** | **14,740** | **14,794** | **16,280** | **26,081** | **25,935** | **18,743** | **16,045** | **28,300** | **35.5** |
| Peoria | 182.0 | Male | 87,099 | 8,127 | 8,331 | 8,084 | 9,595 | 13,164 | 12,946 | 9,404 | 7,439 | 10,009 | **32.2** |
| | | Female | 94,901 | 7,734 | 7,634 | 7,740 | 9,681 | 14,157 | 13,864 | 9,828 | 8,428 | 15,835 | **35.4** |
| Tazewell | 123.4 | Male | 59,779 | 5,331 | 5,693 | 5,709 | 5,282 | 8,983 | 9,413 | 6,928 | 5,881 | 6,559 | **33.8** |
| | | Female | 63,621 | 5,171 | 5,463 | 5,456 | 5,254 | 9,620 | 9,554 | 7,176 | 6,184 | 9,743 | **35.9** |
| Woodford | 32.7 | Male | 15,968 | 1,524 | 1,688 | 1,616 | 1,339 | 2,259 | 2,598 | 1,753 | 1,326 | 1,865 | **33.0** |
| | | Female | 16,732 | 1,431 | 1,643 | 1,598 | 1,345 | 2,304 | 2,517 | 1,739 | 1,433 | 2,722 | **35.2** |
| **ROCKFORD** | **284.2** | **Male** | **138,059** | **13,529** | **12,860** | **12,181** | **13,133** | **23,513** | **21,326** | **15,564** | **11,692** | **14,261** | **32.4** |
| | | **Female** | **146,141** | **12,983** | **12,400** | **11,572** | **13,450** | **23,846** | **22,245** | **15,686** | **12,621** | **21,338** | **34.5** |
| Boone | 31.0 | Male | 15,314 | 1,448 | 1,516 | 1,467 | 1,469 | 2,346 | 2,394 | 1,930 | 1,253 | 1,491 | **32.5** |
| | | Female | 15,686 | 1,479 | 1,435 | 1,366 | 1,414 | 2,454 | 2,411 | 1,783 | 1,235 | 2,109 | **33.8** |
| Winnebago | 253.2 | Male | 122,745 | 12,081 | 11,344 | 10,714 | 11,664 | 21,167 | 18,932 | 13,634 | 10,439 | 12,770 | **32.4** |
| | | Female | 130,455 | 11,504 | 10,965 | 10,206 | 12,036 | 21,392 | 19,834 | 13,903 | 11,386 | 19,229 | **34.6** |
| **SPRINGFIELD** | **189.9** | **Male** | **89,486** | **8,624** | **8,649** | **7,760** | **7,722** | **15,393** | **14,562** | **9,673** | **7,501** | **9,602** | **32.8** |
| | | **Female** | **100,414** | **8,182** | **8,319** | **7,457** | **8,321** | **16,513** | **15,790** | **10,591** | **8,685** | **16,556** | **35.9** |
| Menard | 11.1 | Male | 5,336 | 523 | 544 | 522 | 367 | 817 | 846 | 608 | 479 | 630 | **33.7** |
| | | Female | 5,764 | 438 | 549 | 484 | 396 | 820 | 888 | 660 | 489 | 1,040 | **37.2** |
| Sangamon | 178.8 | Male | 84,150 | 8,101 | 8,105 | 7,238 | 7,355 | 14,576 | 13,716 | 9,065 | 7,022 | 8,972 | **32.7** |
| | | Female | 94,650 | 7,744 | 7,770 | 6,973 | 7,925 | 15,693 | 14,902 | 9,931 | 8,196 | 15,516 | **35.8** |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Adams | 65.8 | Male | 31,262 | 2,814 | 3,011 | 2,795 | 2,910 | 4,573 | 4,369 | 3,279 | 2,912 | 4,599 | **34.0** |
| | | Female | 34,538 | 2,911 | 2,932 | 2,614 | 2,983 | 4,820 | 4,559 | 3,490 | 3,278 | 6,951 | **37.2** |
| Alexander | 10.5 | Male | 4,931 | 559 | 511 | 520 | 359 | 658 | 613 | 501 | 462 | 748 | **32.8** |
| | | Female | 5,569 | 530 | 463 | 461 | 452 | 742 | 657 | 555 | 556 | 1,153 | **37.1** |
| Bond | 14.9 | Male | 7,197 | 588 | 618 | 638 | 563 | 1,033 | 1,026 | 692 | 689 | 1,050 | **33.6** |
| | | Female | 7,703 | 601 | 632 | 609 | 777 | 1,062 | 996 | 737 | 739 | 1,550 | **36.7** |
| Boone | 31.0 | Male | 15,314 | 1,448 | 1,516 | 1,467 | 1,469 | 2,346 | 2,394 | 1,930 | 1,253 | 1,491 | **32.5** |
| | | Female | 15,686 | 1,479 | 1,435 | 1,366 | 1,414 | 2,454 | 2,411 | 1,783 | 1,235 | 2,109 | **33.8** |
| Brown | 5.8 | Male | 3,264 | 216 | 227 | 229 | 428 | 768 | 498 | 278 | 215 | 405 | **31.9** |
| | | Female | 2,536 | 194 | 235 | 185 | 191 | 336 | 317 | 271 | 236 | 571 | **39.0** |
| Bureau | 35.5 | Male | 16,955 | 1,473 | 1,663 | 1,589 | 1,386 | 2,429 | 2,441 | 1,857 | 1,578 | 2,539 | **34.7** |
| | | Female | 18,545 | 1,447 | 1,633 | 1,619 | 1,357 | 2,407 | 2,525 | 1,943 | 1,697 | 3,917 | **38.2** |
| Calhoun | 5.3 | Male | 2,650 | 227 | 230 | 235 | 231 | 360 | 327 | 299 | 290 | 451 | **36.3** |
| | | Female | 2,650 | 198 | 204 | 199 | 205 | 328 | 327 | 295 | 288 | 606 | **40.8** |
| Carroll | 16.7 | Male | 8,079 | 684 | 735 | 725 | 617 | 1,109 | 1,174 | 920 | 836 | 1,279 | **36.4** |
| | | Female | 8,621 | 641 | 715 | 718 | 609 | 1,153 | 1,102 | 919 | 933 | 1,831 | **39.3** |
| Cass | 13.3 | Male | 6,469 | 577 | 642 | 621 | 556 | 931 | 926 | 721 | 576 | 919 | **34.0** |
| | | Female | 6,831 | 492 | 575 | 558 | 538 | 981 | 920 | 719 | 690 | 1,358 | **38.0** |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **ILLINOIS (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Champaign | 173.4 | Male | 87,652 | 7,517 | 6,522 | 5,712 | 20,888 | 16,762 | 12,062 | 6,963 | 5,290 | 5,936 | 26.9 |
| | | Female | 85,748 | 7,110 | 6,129 | 5,512 | 17,744 | 15,573 | 11,552 | 7,218 | 5,668 | 9,242 | 29.1 |
| Christian | 34.3 | Male | 16,179 | 1,436 | 1,472 | 1,508 | 1,342 | 2,440 | 2,341 | 1,816 | 1,582 | 2,242 | 34.6 |
| | | Female | 18,121 | 1,449 | 1,464 | 1,404 | 1,434 | 2,475 | 2,336 | 1,915 | 1,764 | 3,880 | 38.6 |
| Clark | 15.9 | Male | 7,633 | 673 | 689 | 668 | 629 | 1,159 | 1,052 | 835 | 721 | 1,207 | 35.0 |
| | | Female | 8,267 | 617 | 663 | 624 | 608 | 1,147 | 1,025 | 862 | 845 | 1,876 | 39.6 |
| Clay | 14.4 | Male | 6,807 | 556 | 670 | 607 | 572 | 1,024 | 953 | 727 | 618 | 1,080 | 34.8 |
| | | Female | 7,593 | 566 | 680 | 599 | 537 | 1,007 | 971 | 789 | 737 | 1,707 | 39.2 |
| ☐ Clinton | 34.0 | Male | 17,319 | 1,557 | 1,643 | 1,591 | 1,805 | 3,113 | 2,544 | 1,681 | 1,474 | 1,911 | 31.6 |
| | | Female | 16,681 | 1,419 | 1,584 | 1,446 | 1,452 | 2,634 | 2,189 | 1,683 | 1,546 | 2,728 | 34.3 |
| Coles | 51.6 | Male | 24,326 | 1,851 | 1,911 | 1,828 | 5,384 | 3,468 | 3,124 | 2,205 | 1,904 | 2,651 | 28.4 |
| | | Female | 27,274 | 1,727 | 1,852 | 1,713 | 6,224 | 3,503 | 3,261 | 2,419 | 2,123 | 4,452 | 31.1 |
| Cook | 5,096.8 | Male | 2,450,322 | 236,604 | 214,983 | 205,233 | 271,557 | 462,667 | 361,144 | 250,931 | 203,434 | 243,769 | 31.4 |
| | | Female | 2,646,478 | 227,496 | 206,991 | 196,339 | 265,915 | 467,861 | 382,535 | 279,178 | 232,959 | 387,204 | 34.1 |
| Crawford | 19.3 | Male | 9,327 | 802 | 873 | 812 | 741 | 1,384 | 1,336 | 1,017 | 948 | 1,414 | 35.4 |
| | | Female | 9,973 | 752 | 792 | 784 | 699 | 1,394 | 1,321 | 1,073 | 1,041 | 2,117 | 39.3 |
| Cumberland | 10.7 | Male | 5,268 | 525 | 541 | 505 | 513 | 785 | 715 | 540 | 485 | 659 | 32.0 |
| | | Female | 5,432 | 513 | 482 | 447 | 427 | 783 | 688 | 568 | 507 | 1,017 | 35.9 |
| De Kalb | 78.4 | Male | 38,542 | 3,073 | 3,048 | 2,632 | 9,407 | 6,293 | 5,029 | 3,377 | 2,526 | 3,157 | 26.8 |
| | | Female | 39,858 | 3,002 | 2,795 | 2,544 | 9,979 | 5,805 | 4,816 | 3,415 | 2,607 | 4,895 | 27.8 |
| De Witt | 16.4 | Male | 8,032 | 734 | 775 | 755 | 677 | 1,273 | 1,102 | 910 | 736 | 1,070 | 33.4 |
| | | Female | 8,368 | 653 | 719 | 614 | 625 | 1,249 | 1,106 | 965 | 783 | 1,654 | 37.9 |
| Douglas | 19.4 | Male | 9,383 | 902 | 1,004 | 911 | 723 | 1,437 | 1,347 | 969 | 921 | 1,169 | 33.0 |
| | | Female | 10,017 | 840 | 956 | 888 | 713 | 1,462 | 1,278 | 1,062 | 1,032 | 1,786 | 36.2 |
| Du Page | 794.2 | Male | 391,703 | 40,672 | 35,874 | 31,956 | 38,201 | 75,998 | 68,104 | 45,401 | 28,679 | 26,818 | 31.5 |
| | | Female | 402,497 | 38,373 | 33,957 | 30,180 | 36,095 | 77,255 | 69,755 | 45,269 | 29,626 | 41,987 | 33.1 |
| Edgar | 19.4 | Male | 9,193 | 789 | 853 | 890 | 730 | 1,300 | 1,302 | 1,028 | 877 | 1,424 | 35.3 |
| | | Female | 10,207 | 735 | 818 | 899 | 722 | 1,284 | 1,358 | 1,110 | 1,028 | 2,253 | 39.8 |
| Edwards | 7.4 | Male | 3,544 | 278 | 352 | 298 | 286 | 511 | 515 | 379 | 323 | 602 | 35.9 |
| | | Female | 3,856 | 301 | 294 | 309 | 285 | 518 | 526 | 397 | 359 | 867 | 39.2 |
| Effingham | 31.9 | Male | 15,542 | 1,747 | 1,703 | 1,473 | 1,345 | 2,591 | 2,216 | 1,513 | 1,167 | 1,787 | 30.8 |
| | | Female | 16,358 | 1,691 | 1,690 | 1,374 | 1,290 | 2,587 | 2,126 | 1,569 | 1,378 | 2,653 | 33.2 |
| Fayette | 20.8 | Male | 10,553 | 856 | 897 | 928 | 1,037 | 1,854 | 1,482 | 1,043 | 944 | 1,512 | 33.4 |
| | | Female | 10,247 | 826 | 907 | 810 | 744 | 1,410 | 1,275 | 1,078 | 991 | 2,206 | 38.3 |
| Ford | 14.2 | Male | 6,788 | 608 | 668 | 630 | 507 | 983 | 978 | 682 | 703 | 1,029 | 35.0 |
| | | Female | 7,412 | 559 | 650 | 576 | 478 | 1,035 | 907 | 780 | 747 | 1,680 | 39.5 |
| Franklin | 40.0 | Male | 18,952 | 1,528 | 1,679 | 1,782 | 1,706 | 2,594 | 2,725 | 2,168 | 1,713 | 3,057 | 35.7 |
| | | Female | 21,048 | 1,471 | 1,553 | 1,650 | 1,625 | 2,753 | 2,737 | 2,242 | 2,006 | 5,011 | 40.4 |
| Fulton | 37.8 | Male | 18,538 | 1,401 | 1,688 | 1,709 | 1,708 | 2,824 | 2,700 | 1,876 | 1,732 | 2,900 | 34.8 |
| | | Female | 19,262 | 1,313 | 1,546 | 1,634 | 1,398 | 2,555 | 2,590 | 1,993 | 1,967 | 4,266 | 39.6 |
| Gallatin | 6.8 | Male | 3,247 | 259 | 292 | 288 | 271 | 423 | 410 | 425 | 346 | 533 | 37.2 |
| | | Female | 3,553 | 231 | 270 | 281 | 295 | 420 | 496 | 432 | 329 | 799 | 40.6 |
| Greene | 15.3 | Male | 7,429 | 668 | 743 | 753 | 619 | 1,052 | 955 | 755 | 711 | 1,173 | 33.9 |
| | | Female | 7,871 | 674 | 631 | 607 | 603 | 1,071 | 957 | 816 | 785 | 1,727 | 38.7 |
| Grundy | 32.6 | Male | 16,155 | 1,439 | 1,655 | 1,545 | 1,456 | 2,670 | 2,580 | 1,811 | 1,285 | 1,714 | 32.4 |
| | | Female | 16,445 | 1,452 | 1,552 | 1,418 | 1,371 | 2,630 | 2,443 | 1,760 | 1,345 | 2,474 | 34.2 |
| Hamilton | 8.5 | Male | 4,019 | 298 | 361 | 372 | 298 | 566 | 545 | 447 | 423 | 709 | 37.1 |
| | | Female | 4,481 | 345 | 355 | 326 | 285 | 563 | 545 | 484 | 441 | 1,137 | 41.7 |
| Hancock | 21.2 | Male | 10,062 | 816 | 986 | 925 | 748 | 1,434 | 1,488 | 1,052 | 1,026 | 1,587 | 35.8 |
| | | Female | 11,138 | 854 | 972 | 917 | 771 | 1,464 | 1,440 | 1,188 | 1,160 | 2,372 | 39.1 |
| Hardin | 5.2 | Male | 2,608 | 193 | 243 | 217 | 251 | 382 | 382 | 292 | 265 | 383 | 35.5 |
| | | Female | 2,592 | 168 | 206 | 215 | 205 | 331 | 357 | 283 | 299 | 528 | 39.8 |
| Henderson | 8.1 | Male | 3,958 | 332 | 367 | 348 | 273 | 549 | 591 | 525 | 418 | 555 | 36.9 |
| | | Female | 4,142 | 320 | 365 | 351 | 272 | 575 | 551 | 510 | 433 | 765 | 38.4 |
| Henry | 50.7 | Male | 24,736 | 2,188 | 2,550 | 2,438 | 1,986 | 3,427 | 3,698 | 2,875 | 2,278 | 3,296 | 34.4 |
| | | Female | 25,964 | 2,051 | 2,255 | 2,221 | 1,936 | 3,484 | 3,714 | 2,862 | 2,454 | 4,987 | 37.8 |
| Iroquois | 30.6 | Male | 14,813 | 1,325 | 1,464 | 1,413 | 1,122 | 2,088 | 2,052 | 1,650 | 1,457 | 2,242 | 35.0 |
| | | Female | 15,787 | 1,204 | 1,308 | 1,247 | 1,068 | 2,157 | 2,094 | 1,714 | 1,646 | 3,349 | 39.3 |
| Jackson | 61.0 | Male | 31,354 | 2,121 | 2,110 | 1,906 | 9,644 | 5,212 | 3,660 | 2,368 | 1,795 | 2,538 | 24.9 |
| | | Female | 29,646 | 2,038 | 1,920 | 1,738 | 7,335 | 4,445 | 3,644 | 2,396 | 2,076 | 4,054 | 29.0 |
| Jasper | 10.6 | Male | 5,176 | 493 | 555 | 495 | 382 | 822 | 683 | 511 | 452 | 783 | 33.1 |
| | | Female | 5,424 | 463 | 538 | 467 | 396 | 755 | 689 | 542 | 491 | 1,083 | 36.3 |
| Jefferson | 36.9 | Male | 17,694 | 1,685 | 1,757 | 1,615 | 1,508 | 2,689 | 2,657 | 1,875 | 1,506 | 2,402 | 33.5 |
| | | Female | 19,206 | 1,636 | 1,676 | 1,609 | 1,521 | 2,768 | 2,648 | 1,922 | 1,755 | 3,671 | 36.5 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **ILLINOIS (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| ☐ Jersey | 20.6 | Male | 10,059 | 904 | 1,009 | 968 | 1,051 | 1,539 | 1,463 | 1,076 | 910 | 1,139 | 32.1 |
| | | Female | 10,541 | 891 | 966 | 825 | 1,112 | 1,583 | 1,376 | 1,144 | 943 | 1,701 | 34.3 |
| Jo Daviess | 21.7 | Male | 10,684 | 909 | 1,014 | 1,040 | 870 | 1,514 | 1,536 | 1,181 | 1,098 | 1,522 | 35.0 |
| | | Female | 11,016 | 870 | 917 | 965 | 797 | 1,531 | 1,497 | 1,253 | 1,095 | 2,091 | 37.9 |
| Johnson | 11.4 | Male | 6,592 | 343 | 392 | 410 | 797 | 1,472 | 1,150 | 738 | 528 | 762 | 34.2 |
| | | Female | 4,808 | 333 | 407 | 392 | 337 | 627 | 617 | 580 | 516 | 999 | 40.0 |
| Kane | 323.7 | Male | 160,635 | 17,862 | 16,967 | 15,099 | 16,271 | 28,948 | 26,225 | 16,854 | 10,900 | 11,509 | 29.9 |
| | | Female | 163,065 | 16,954 | 16,089 | 14,010 | 15,164 | 28,395 | 26,082 | 16,393 | 11,401 | 18,577 | 31.8 |
| Kankakee | 96.0 | Male | 46,433 | 4,722 | 4,727 | 4,495 | 4,553 | 6,995 | 6,681 | 4,982 | 3,854 | 5,424 | 31.7 |
| | | Female | 49,567 | 4,347 | 4,581 | 4,323 | 4,734 | 7,534 | 7,064 | 4,973 | 4,302 | 7,709 | 34.0 |
| Kendall | 39.7 | Male | 19,873 | 1,961 | 2,212 | 2,041 | 1,793 | 3,143 | 3,346 | 2,553 | 1,407 | 1,417 | 31.1 |
| | | Female | 19,827 | 1,839 | 2,012 | 1,871 | 1,736 | 3,184 | 3,384 | 2,382 | 1,393 | 2,026 | 32.7 |
| Knox | 56.1 | Male | 27,473 | 2,226 | 2,386 | 2,369 | 2,714 | 4,164 | 4,276 | 3,024 | 2,599 | 3,715 | 34.7 |
| | | Female | 28,627 | 2,003 | 2,236 | 2,277 | 2,459 | 3,831 | 3,985 | 3,049 | 2,898 | 5,889 | 38.8 |
| Lake | 525.8 | Male | 265,873 | 27,929 | 25,101 | 22,077 | 33,035 | 46,616 | 44,474 | 29,430 | 19,199 | 18,012 | 30.3 |
| | | Female | 259,927 | 26,778 | 23,637 | 20,702 | 23,043 | 46,903 | 44,598 | 28,927 | 19,301 | 26,038 | 32.6 |
| La Salle | 106.6 | Male | 52,046 | 4,597 | 4,903 | 4,599 | 4,979 | 7,931 | 7,304 | 5,592 | 4,879 | 7,262 | 33.8 |
| | | Female | 54,554 | 4,358 | 4,573 | 4,257 | 4,173 | 7,937 | 7,150 | 5,664 | 5,330 | 11,112 | 37.8 |
| Lawrence | 15.8 | Male | 7,385 | 620 | 666 | 631 | 599 | 1,077 | 1,041 | 773 | 743 | 1,235 | 36.0 |
| | | Female | 8,415 | 586 | 656 | 618 | 589 | 1,145 | 1,058 | 827 | 861 | 2,075 | 40.8 |
| Lee | 34.4 | Male | 17,328 | 1,527 | 1,582 | 1,481 | 1,578 | 3,100 | 2,739 | 1,815 | 1,509 | 1,997 | 33.1 |
| | | Female | 17,072 | 1,417 | 1,558 | 1,409 | 1,314 | 2,639 | 2,361 | 1,757 | 1,557 | 3,060 | 35.8 |
| Livingston | 39.2 | Male | 19,660 | 1,646 | 1,716 | 1,657 | 1,943 | 3,699 | 2,954 | 1,996 | 1,628 | 2,421 | 32.8 |
| | | Female | 19,540 | 1,610 | 1,678 | 1,531 | 1,436 | 3,055 | 2,678 | 1,974 | 1,804 | 3,774 | 36.7 |
| Logan | 30.8 | Male | 15,422 | 1,258 | 1,340 | 1,147 | 1,813 | 2,855 | 2,289 | 1,611 | 1,270 | 1,839 | 32.5 |
| | | Female | 15,378 | 1,181 | 1,268 | 1,189 | 1,272 | 2,216 | 2,102 | 1,660 | 1,392 | 3,098 | 37.7 |
| McDonough | 35.0 | Male | 17,379 | 1,091 | 1,172 | 1,134 | 5,302 | 2,270 | 1,924 | 1,447 | 1,211 | 1,828 | 25.0 |
| | | Female | 17,621 | 1,038 | 1,085 | 1,101 | 4,411 | 2,184 | 1,953 | 1,487 | 1,362 | 3,000 | 30.4 |
| McHenry | 186.3 | Male | 93,082 | 10,228 | 9,797 | 8,262 | 7,879 | 16,450 | 16,216 | 10,809 | 6,347 | 7,094 | 31.3 |
| | | Female | 93,218 | 9,471 | 8,943 | 7,717 | 7,410 | 16,794 | 16,038 | 10,025 | 6,341 | 10,479 | 32.8 |
| McLean | 130.1 | Male | 62,090 | 5,513 | 5,344 | 4,763 | 12,324 | 10,231 | 8,928 | 5,717 | 4,141 | 5,129 | 28.0 |
| | | Female | 68,010 | 5,198 | 5,090 | 4,592 | 14,044 | 10,706 | 9,319 | 5,849 | 4,774 | 8,438 | 29.7 |
| Macon | 116.2 | Male | 55,360 | 5,001 | 5,240 | 5,271 | 5,055 | 8,226 | 8,509 | 6,330 | 5,200 | 6,528 | 33.6 |
| | | Female | 60,840 | 4,835 | 5,019 | 4,989 | 5,478 | 8,835 | 8,890 | 6,603 | 5,802 | 10,389 | 36.4 |
| Macoupin | 47.6 | Male | 22,769 | 1,971 | 2,197 | 2,134 | 2,037 | 3,207 | 3,224 | 2,351 | 2,269 | 3,379 | 34.5 |
| | | Female | 24,831 | 1,888 | 2,121 | 2,078 | 2,001 | 3,401 | 3,246 | 2,482 | 2,413 | 5,201 | 37.9 |
| ☐ Madison | 249.7 | Male | 119,749 | 11,253 | 11,088 | 10,374 | 11,646 | 20,252 | 17,803 | 13,104 | 10,876 | 13,353 | 32.7 |
| | | Female | 129,951 | 10,859 | 10,632 | 10,097 | 12,162 | 20,516 | 18,402 | 13,648 | 12,396 | 21,239 | 35.4 |
| Marion | 41.4 | Male | 19,697 | 1,891 | 2,005 | 1,867 | 1,698 | 2,917 | 2,745 | 2,128 | 1,767 | 2,679 | 33.2 |
| | | Female | 21,703 | 1,755 | 1,843 | 1,740 | 1,661 | 3,169 | 2,904 | 2,266 | 1,991 | 4,374 | 37.4 |
| Marshall | 12.8 | Male | 6,171 | 434 | 587 | 591 | 507 | 828 | 900 | 720 | 602 | 1,002 | 36.5 |
| | | Female | 6,629 | 522 | 548 | 558 | 472 | 824 | 896 | 691 | 634 | 1,484 | 39.4 |
| Mason | 16.1 | Male | 7,833 | 662 | 741 | 758 | 660 | 1,054 | 1,117 | 906 | 759 | 1,176 | 35.4 |
| | | Female | 8,267 | 656 | 700 | 700 | 600 | 1,157 | 1,121 | 915 | 781 | 1,637 | 37.9 |
| Massac | 14.7 | Male | 6,900 | 533 | 620 | 599 | 584 | 992 | 947 | 789 | 709 | 1,127 | 36.3 |
| | | Female | 7,800 | 524 | 598 | 640 | 564 | 1,124 | 947 | 868 | 821 | 1,714 | 39.8 |
| Menard | 11.1 | Male | 5,336 | 523 | 544 | 522 | 367 | 817 | 846 | 608 | 479 | 630 | 33.7 |
| | | Female | 5,764 | 438 | 549 | 484 | 396 | 820 | 888 | 660 | 489 | 1,040 | 37.2 |
| Mercer | 17.2 | Male | 8,346 | 691 | 824 | 810 | 643 | 1,192 | 1,257 | 1,018 | 785 | 1,126 | 35.1 |
| | | Female | 8,854 | 687 | 815 | 779 | 655 | 1,197 | 1,243 | 1,030 | 795 | 1,653 | 37.4 |
| ☐ Monroe | 22.7 | Male | 11,159 | 1,043 | 1,150 | 975 | 939 | 1,855 | 1,689 | 1,221 | 1,068 | 1,219 | 32.9 |
| | | Female | 11,541 | 1,000 | 1,050 | 879 | 942 | 1,927 | 1,580 | 1,290 | 1,051 | 1,822 | 34.9 |
| Montgomery | 30.7 | Male | 15,268 | 1,338 | 1,416 | 1,326 | 1,390 | 2,629 | 2,184 | 1,488 | 1,315 | 2,182 | 33.2 |
| | | Female | 15,432 | 1,201 | 1,372 | 1,204 | 1,107 | 2,160 | 1,993 | 1,503 | 1,478 | 3,414 | 38.4 |
| Morgan | 36.3 | Male | 17,631 | 1,439 | 1,610 | 1,519 | 2,055 | 2,927 | 2,526 | 1,881 | 1,521 | 2,153 | 32.5 |
| | | Female | 18,669 | 1,417 | 1,493 | 1,444 | 1,862 | 2,677 | 2,484 | 1,947 | 1,757 | 3,588 | 36.8 |
| Moultrie | 13.9 | Male | 6,604 | 601 | 677 | 614 | 504 | 923 | 936 | 731 | 579 | 1,039 | 34.8 |
| | | Female | 7,296 | 574 | 593 | 612 | 470 | 997 | 978 | 749 | 689 | 1,634 | 39.1 |
| Ogle | 46.0 | Male | 22,518 | 2,083 | 2,303 | 2,052 | 1,864 | 3,651 | 3,327 | 2,617 | 1,952 | 2,669 | 33.1 |
| | | Female | 23,482 | 2,079 | 2,168 | 1,994 | 1,860 | 3,616 | 3,339 | 2,573 | 2,068 | 3,785 | 35.1 |
| Peoria | 182.0 | Male | 87,099 | 8,127 | 8,331 | 8,084 | 9,595 | 13,164 | 12,946 | 9,404 | 7,439 | 10,009 | 32.2 |
| | | Female | 94,901 | 7,734 | 7,634 | 7,740 | 9,681 | 14,157 | 13,864 | 9,828 | 8,428 | 15,835 | 35.4 |
| Perry | 21.3 | Male | 10,239 | 919 | 969 | 1,023 | 887 | 1,510 | 1,527 | 1,082 | 939 | 1,383 | 33.8 |
| | | Female | 11,061 | 836 | 953 | 954 | 892 | 1,518 | 1,506 | 1,124 | 1,034 | 2,244 | 37.5 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex<br>0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ILLINOIS (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Piatt | 15.5 | Male | 7,540 | 642 | 756 | 682 | 566 | 1,162 | 1,162 | 909 | 733 | 928 | 34.7 |
| | | Female | 7,960 | 573 | 681 | 663 | 541 | 1,169 | 1,175 | 961 | 741 | 1,456 | 38.0 |
| Pike | 17.5 | Male | 8,416 | 705 | 792 | 767 | 672 | 1,149 | 1,169 | 870 | 824 | 1,468 | 36.1 |
| | | Female | 9,084 | 704 | 726 | 681 | 679 | 1,132 | 1,164 | 926 | 936 | 2,136 | 40.3 |
| Pope | 4.4 | Male | 2,353 | 154 | 172 | 248 | 363 | 315 | 289 | 259 | 195 | 358 | 32.6 |
| | | Female | 2,047 | 123 | 167 | 162 | 159 | 275 | 269 | 227 | 213 | 452 | 40.1 |
| Pulaski | 7.5 | Male | 3,495 | 331 | 398 | 355 | 275 | 462 | 441 | 338 | 330 | 565 | 33.4 |
| | | Female | 4,005 | 360 | 380 | 356 | 292 | 558 | 420 | 414 | 380 | 845 | 36.3 |
| Putnam | 5.7 | Male | 2,859 | 263 | 271 | 247 | 226 | 418 | 413 | 364 | 269 | 388 | 35.1 |
| | | Female | 2,841 | 231 | 257 | 232 | 210 | 414 | 391 | 355 | 267 | 484 | 37.0 |
| Randolph | 34.5 | Male | 18,365 | 1,326 | 1,535 | 1,459 | 2,058 | 3,750 | 2,881 | 1,809 | 1,401 | 2,146 | 32.5 |
| | | Female | 16,135 | 1,315 | 1,433 | 1,364 | 1,280 | 2,274 | 2,171 | 1,658 | 1,499 | 3,141 | 36.8 |
| Richland | 16.4 | Male | 7,822 | 732 | 765 | 695 | 668 | 1,194 | 1,034 | 893 | 744 | 1,097 | 33.8 |
| | | Female | 8,578 | 694 | 752 | 650 | 619 | 1,262 | 1,052 | 936 | 848 | 1,765 | 38.0 |
| Rock Island | 147.3 | Male | 70,817 | 6,383 | 6,714 | 6,261 | 6,787 | 10,818 | 10,719 | 7,904 | 6,594 | 8,637 | 33.6 |
| | | Female | 76,483 | 6,132 | 6,352 | 5,954 | 7,124 | 11,296 | 10,814 | 8,232 | 7,261 | 13,318 | 36.3 |
| ☐ St. Clair | 262.6 | Male | 125,369 | 13,124 | 13,122 | 12,316 | 12,775 | 20,896 | 18,069 | 11,810 | 10,407 | 12,850 | 30.4 |
| | | Female | 137,231 | 12,617 | 12,413 | 11,681 | 12,775 | 22,653 | 19,264 | 13,176 | 12,233 | 20,419 | 33.4 |
| Saline | 26.4 | Male | 12,440 | 997 | 1,118 | 1,259 | 1,077 | 1,668 | 1,683 | 1,408 | 1,247 | 1,983 | 35.6 |
| | | Female | 13,960 | 965 | 1,041 | 1,032 | 1,013 | 1,864 | 1,767 | 1,499 | 1,386 | 3,393 | 41.0 |
| Sangamon | 178.8 | Male | 84,150 | 8,101 | 8,105 | 7,238 | 7,355 | 14,576 | 13,716 | 9,065 | 7,022 | 8,972 | 32.7 |
| | | Female | 94,650 | 7,744 | 7,770 | 6,973 | 7,925 | 15,693 | 14,902 | 9,931 | 8,196 | 15,516 | 35.8 |
| Schuyler | 7.5 | Male | 3,649 | 264 | 361 | 351 | 303 | 498 | 524 | 387 | 358 | 603 | 35.9 |
| | | Female | 3,851 | 297 | 296 | 302 | 261 | 549 | 488 | 410 | 398 | 850 | 39.5 |
| Scott | 5.6 | Male | 2,676 | 249 | 239 | 262 | 206 | 413 | 374 | 278 | 266 | 389 | 34.2 |
| | | Female | 2,924 | 219 | 271 | 234 | 217 | 412 | 363 | 329 | 269 | 610 | 38.0 |
| Shelby | 22.2 | Male | 10,920 | 938 | 1,014 | 1,053 | 946 | 1,559 | 1,479 | 1,175 | 1,092 | 1,664 | 34.7 |
| | | Female | 11,280 | 917 | 950 | 898 | 802 | 1,591 | 1,449 | 1,220 | 1,136 | 2,317 | 38.3 |
| Stark | 6.4 | Male | 3,072 | 243 | 298 | 297 | 227 | 425 | 427 | 362 | 302 | 491 | 36.1 |
| | | Female | 3,328 | 259 | 283 | 277 | 217 | 431 | 438 | 339 | 335 | 749 | 39.5 |
| Stephenson | 48.0 | Male | 23,171 | 2,182 | 2,184 | 2,028 | 2,054 | 3,670 | 3,343 | 2,622 | 2,086 | 3,002 | 33.5 |
| | | Female | 24,829 | 2,038 | 2,102 | 1,919 | 2,035 | 3,686 | 3,453 | 2,684 | 2,257 | 4,655 | 36.8 |
| Tazewell | 123.4 | Male | 59,779 | 5,331 | 5,693 | 5,709 | 5,282 | 8,983 | 9,413 | 6,928 | 5,881 | 6,559 | 33.8 |
| | | Female | 63,621 | 5,171 | 5,463 | 5,456 | 5,254 | 9,620 | 9,554 | 7,176 | 6,184 | 9,743 | 35.9 |
| Union | 17.6 | Male | 8,565 | 698 | 695 | 724 | 734 | 1,241 | 1,280 | 1,054 | 797 | 1,342 | 36.5 |
| | | Female | 9,035 | 650 | 666 | 678 | 670 | 1,221 | 1,222 | 1,039 | 898 | 1,991 | 40.2 |
| Vermilion | 87.7 | Male | 42,704 | 3,652 | 3,989 | 4,001 | 3,672 | 6,578 | 6,385 | 4,759 | 4,054 | 5,614 | 34.2 |
| | | Female | 44,996 | 3,627 | 3,814 | 3,776 | 3,554 | 6,412 | 6,304 | 4,863 | 4,387 | 8,259 | 37.1 |
| Wabash | 13.1 | Male | 6,286 | 540 | 649 | 560 | 563 | 973 | 931 | 678 | 558 | 834 | 33.5 |
| | | Female | 6,814 | 535 | 594 | 557 | 596 | 969 | 934 | 660 | 687 | 1,282 | 36.7 |
| Warren | 18.9 | Male | 9,113 | 800 | 925 | 834 | 959 | 1,242 | 1,280 | 984 | 805 | 1,284 | 33.4 |
| | | Female | 9,787 | 712 | 857 | 806 | 964 | 1,274 | 1,277 | 995 | 921 | 1,981 | 37.2 |
| Washington | 15.0 | Male | 7,294 | 624 | 710 | 667 | 556 | 1,136 | 1,020 | 739 | 666 | 1,176 | 34.6 |
| | | Female | 7,706 | 637 | 706 | 617 | 548 | 1,072 | 998 | 805 | 710 | 1,613 | 37.7 |
| Wayne | 17.1 | Male | 8,215 | 721 | 749 | 740 | 704 | 1,166 | 1,063 | 932 | 798 | 1,342 | 35.3 |
| | | Female | 8,885 | 638 | 688 | 678 | 694 | 1,195 | 1,094 | 992 | 913 | 1,993 | 40.0 |
| White | 16.4 | Male | 7,715 | 637 | 670 | 661 | 544 | 1,169 | 1,079 | 859 | 790 | 1,306 | 36.6 |
| | | Female | 8,685 | 600 | 699 | 631 | 594 | 1,162 | 1,097 | 902 | 913 | 2,087 | 41.0 |
| Whiteside | 59.9 | Male | 29,192 | 2,669 | 2,857 | 2,851 | 2,599 | 4,401 | 4,277 | 3,240 | 2,697 | 3,601 | 33.2 |
| | | Female | 30,708 | 2,490 | 2,617 | 2,709 | 2,466 | 4,463 | 4,379 | 3,287 | 3,009 | 5,288 | 36.4 |
| Will | 360.5 | Male | 179,920 | 18,891 | 19,032 | 17,801 | 18,576 | 31,162 | 30,280 | 19,984 | 11,979 | 12,215 | 30.0 |
| | | Female | 180,580 | 17,728 | 18,157 | 16,452 | 16,753 | 30,993 | 30,380 | 19,095 | 12,225 | 18,797 | 31.8 |
| Williamson | 57.8 | Male | 27,802 | 2,331 | 2,409 | 2,369 | 2,581 | 4,415 | 4,298 | 3,239 | 2,443 | 3,717 | 34.5 |
| | | Female | 29,998 | 2,226 | 2,296 | 2,309 | 2,536 | 4,336 | 4,083 | 3,345 | 2,806 | 6,061 | 38.2 |
| Winnebago | 253.2 | Male | 122,745 | 12,081 | 11,344 | 10,714 | 11,664 | 21,167 | 18,932 | 13,634 | 10,439 | 12,770 | 32.4 |
| | | Female | 130,455 | 11,504 | 10,965 | 10,206 | 12,036 | 21,392 | 19,834 | 13,903 | 11,386 | 19,229 | 34.6 |
| Woodford | 32.7 | Male | 15,968 | 1,524 | 1,688 | 1,616 | 1,339 | 2,259 | 2,598 | 1,753 | 1,326 | 1,865 | 33.0 |
| | | Female | 16,732 | 1,431 | 1,643 | 1,598 | 1,345 | 2,304 | 2,517 | 1,739 | 1,433 | 2,722 | 35.2 |
| **TOTAL METRO COUNTIES** | **9,475.1** | **Male** | **4,598,697** | **451,926** | **421,951** | **394,528** | **505,648** | **835,080** | **705,379** | **484,758** | **369,161** | **430,266** | **31.3** |
| | | **Female** | **4,876,403** | **432,051** | **402,868** | **375,031** | **485,041** | **847,196** | **733,349** | **514,727** | **410,372** | **675,768** | **33.8** |
| **TOTAL STATE** | **11,449.1** | **Male** | **5,560,080** | **533,490** | **509,965** | **479,019** | **611,398** | **982,994** | **841,828** | **586,336** | **455,135** | **559,915** | **31.6** |
| | | **Female** | **5,889,020** | **510,358** | **486,217** | **454,594** | **582,571** | **989,267** | **866,540** | **619,425** | **505,304** | **874,744** | **34.2** |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **INDIANA** | | | | | | | | | | | | | |
| **ANDERSON** | 130.1 | Male | 63,630 | 5,325 | 5,547 | 5,902 | 6,809 | 10,062 | 9,652 | 7,579 | 5,794 | 6,960 | 33.2 |
| | | Female | 66,470 | 4,970 | 5,254 | 5,474 | 6,372 | 9,527 | 9,696 | 7,485 | 6,433 | 11,259 | 36.7 |
| Madison | 130.1 | Male | 63,630 | 5,325 | 5,547 | 5,902 | 6,809 | 10,062 | 9,652 | 7,579 | 5,794 | 6,960 | 33.2 |
| | | Female | 66,470 | 4,970 | 5,254 | 5,474 | 6,372 | 9,527 | 9,696 | 7,485 | 6,433 | 11,259 | 36.7 |
| **BLOOMINGTON** | 109.6 | Male | 52,996 | 3,742 | 3,548 | 3,349 | 14,742 | 9,284 | 6,976 | 4,438 | 3,282 | 3,635 | 26.2 |
| | | Female | 56,604 | 3,584 | 3,326 | 3,111 | 16,493 | 8,921 | 7,108 | 4,618 | 3,726 | 5,717 | 27.0 |
| Monroe | 109.6 | Male | 52,996 | 3,742 | 3,548 | 3,349 | 14,742 | 9,284 | 6,976 | 4,438 | 3,282 | 3,635 | 26.2 |
| | | Female | 56,604 | 3,584 | 3,326 | 3,111 | 16,493 | 8,921 | 7,108 | 4,618 | 3,726 | 5,717 | 27.0 |
| **ELKHART - GOSHEN** | 157.6 | Male | 77,068 | 8,436 | 7,640 | 7,098 | 7,906 | 13,003 | 11,933 | 8,301 | 5,870 | 6,881 | 30.7 |
| | | Female | 80,532 | 7,888 | 7,270 | 6,844 | 7,936 | 12,877 | 12,108 | 8,359 | 6,510 | 10,740 | 33.0 |
| Elkhart | 157.6 | Male | 77,068 | 8,436 | 7,640 | 7,098 | 7,906 | 13,003 | 11,933 | 8,301 | 5,870 | 6,881 | 30.7 |
| | | Female | 80,532 | 7,888 | 7,270 | 6,844 | 7,936 | 12,877 | 12,108 | 8,359 | 6,510 | 10,740 | 33.0 |
| **EVANSVILLE** | 279.2 | Male | 133,366 | 12,350 | 12,603 | 11,603 | 12,675 | 22,542 | 20,797 | 14,495 | 11,432 | 14,869 | 32.7 |
| | | Female | 145,834 | 11,747 | 12,122 | 10,997 | 13,502 | 23,513 | 21,215 | 15,245 | 13,245 | 24,248 | 35.5 |
| Posey | 25.9 | Male | 12,808 | 1,234 | 1,284 | 1,261 | 1,075 | 2,073 | 2,077 | 1,446 | 1,053 | 1,305 | 32.5 |
| | | Female | 13,092 | 1,198 | 1,222 | 1,100 | 1,053 | 2,172 | 2,031 | 1,388 | 1,145 | 1,783 | 34.1 |
| Vanderburgh | 164.9 | Male | 77,634 | 7,150 | 6,915 | 6,137 | 7,777 | 13,573 | 11,615 | 7,990 | 6,960 | 9,517 | 33.0 |
| | | Female | 87,266 | 6,860 | 6,698 | 5,918 | 8,577 | 13,895 | 11,843 | 8,715 | 8,372 | 16,388 | 36.4 |
| Warrick | 45.3 | Male | 22,285 | 2,054 | 2,316 | 2,345 | 1,918 | 3,442 | 3,870 | 2,744 | 1,677 | 1,919 | 32.3 |
| | | Female | 23,015 | 1,887 | 2,157 | 2,145 | 1,873 | 3,729 | 4,028 | 2,719 | 1,742 | 2,735 | 34.2 |
| *Henderson, Ky.* | *43.1* | *Male* | *20,639* | *1,912* | *2,088* | *1,860* | *1,905* | *3,454* | *3,235* | *2,315* | *1,742* | *2,128* | *32.4* |
| | | *Female* | *22,461* | *1,802* | *2,045* | *1,834* | *1,999* | *3,717* | *3,313* | *2,423* | *1,986* | *3,342* | *34.6* |
| **FORT WAYNE** | 365.8 | Male | 177,634 | 18,163 | 17,755 | 16,663 | 17,568 | 30,954 | 28,230 | 18,028 | 13,890 | 16,383 | 31.0 |
| | | Female | 188,166 | 17,324 | 17,017 | 15,921 | 17,657 | 31,695 | 28,629 | 18,851 | 15,375 | 25,697 | 33.3 |
| Allen | 302.4 | Male | 146,542 | 15,096 | 14,591 | 13,492 | 14,684 | 25,797 | 23,330 | 14,905 | 11,391 | 13,256 | 31.0 |
| | | Female | 155,858 | 14,419 | 13,920 | 13,003 | 14,898 | 26,473 | 23,981 | 15,595 | 12,593 | 20,976 | 33.2 |
| De Kalb | 35.6 | Male | 17,443 | 1,733 | 1,809 | 1,756 | 1,681 | 2,989 | 2,677 | 1,759 | 1,375 | 1,664 | 30.8 |
| | | Female | 18,157 | 1,646 | 1,776 | 1,652 | 1,579 | 3,025 | 2,571 | 1,844 | 1,481 | 2,583 | 33.0 |
| Whitley | 27.8 | Male | 13,649 | 1,334 | 1,355 | 1,415 | 1,203 | 2,168 | 2,223 | 1,364 | 1,124 | 1,463 | 32.0 |
| | | Female | 14,151 | 1,259 | 1,321 | 1,266 | 1,180 | 2,197 | 2,077 | 1,412 | 1,301 | 2,138 | 34.3 |
| **GARY - HAMMOND** | 603.2 | Male | 290,442 | 27,045 | 29,958 | 29,286 | 28,284 | 45,025 | 44,388 | 32,018 | 25,552 | 28,886 | 31.8 |
| | | Female | 312,758 | 25,969 | 28,799 | 28,396 | 29,258 | 49,812 | 46,675 | 33,634 | 28,187 | 42,028 | 33.8 |
| Lake | 473.4 | Male | 226,963 | 21,489 | 23,485 | 22,997 | 21,459 | 35,483 | 33,414 | 24,350 | 20,538 | 23,748 | 31.8 |
| | | Female | 246,437 | 20,564 | 22,594 | 22,310 | 22,393 | 39,292 | 35,611 | 26,285 | 22,961 | 34,427 | 34.0 |
| Porter | 129.8 | Male | 63,479 | 5,556 | 6,473 | 6,289 | 6,825 | 9,542 | 10,974 | 7,668 | 5,014 | 5,138 | 31.9 |
| | | Female | 66,321 | 5,405 | 6,205 | 6,086 | 6,865 | 10,520 | 11,064 | 7,349 | 5,226 | 7,601 | 33.2 |
| **INDIANAPOLIS** | 1,258.1 | Male | 604,507 | 60,859 | 57,098 | 52,866 | 59,665 | 114,116 | 94,304 | 64,283 | 47,832 | 53,484 | 31.3 |
| | | Female | 653,593 | 58,150 | 54,519 | 50,373 | 63,010 | 119,624 | 100,031 | 67,880 | 54,030 | 85,976 | 33.4 |
| Boone | 38.4 | Male | 18,488 | 1,831 | 1,842 | 1,763 | 1,406 | 2,982 | 3,039 | 2,230 | 1,566 | 1,829 | 33.1 |
| | | Female | 19,912 | 1,715 | 1,739 | 1,667 | 1,428 | 3,148 | 3,234 | 2,323 | 1,574 | 3,084 | 35.8 |
| Hamilton | 111.7 | Male | 54,626 | 5,790 | 5,634 | 5,083 | 4,100 | 9,296 | 10,070 | 6,818 | 4,053 | 3,782 | 32.2 |
| | | Female | 57,074 | 5,502 | 5,564 | 4,987 | 4,166 | 10,085 | 10,595 | 6,676 | 4,113 | 5,386 | 33.2 |
| Hancock | 45.8 | Male | 22,528 | 1,979 | 2,280 | 2,283 | 2,020 | 3,337 | 3,789 | 3,008 | 1,915 | 1,917 | 33.1 |
| | | Female | 23,272 | 1,812 | 2,127 | 2,210 | 1,849 | 3,478 | 4,061 | 2,927 | 1,965 | 2,843 | 35.4 |
| Hendricks | 76.5 | Male | 38,529 | 3,385 | 3,733 | 4,073 | 3,646 | 6,406 | 6,406 | 4,804 | 3,081 | 2,995 | 31.9 |
| | | Female | 37,971 | 3,255 | 3,564 | 3,430 | 2,860 | 6,148 | 6,583 | 4,662 | 3,061 | 4,408 | 34.6 |
| Johnson | 89.0 | Male | 43,168 | 3,969 | 4,216 | 4,235 | 4,563 | 7,172 | 7,139 | 5,096 | 3,226 | 3,552 | 31.4 |
| | | Female | 45,832 | 3,834 | 3,972 | 4,011 | 4,490 | 7,456 | 7,475 | 5,126 | 3,585 | 5,883 | 33.9 |
| Marion | 800.2 | Male | 380,002 | 39,488 | 34,810 | 30,755 | 39,524 | 77,210 | 56,471 | 36,654 | 29,977 | 35,113 | 30.9 |
| | | Female | 420,198 | 37,810 | 33,089 | 29,609 | 43,730 | 81,447 | 60,612 | 40,498 | 35,449 | 57,954 | 33.1 |
| Morgan | 56.2 | Male | 27,580 | 2,545 | 2,734 | 2,791 | 2,629 | 4,408 | 4,349 | 3,433 | 2,323 | 2,368 | 32.0 |
| | | Female | 28,620 | 2,418 | 2,624 | 2,630 | 2,631 | 4,526 | 4,459 | 3,452 | 2,449 | 3,431 | 33.9 |
| Shelby | 40.3 | Male | 19,586 | 1,872 | 1,849 | 1,883 | 1,777 | 3,305 | 3,041 | 2,240 | 1,691 | 1,928 | 32.3 |
| | | Female | 20,714 | 1,804 | 1,840 | 1,829 | 1,856 | 3,336 | 3,012 | 2,216 | 1,834 | 2,987 | 34.1 |
| **KOKOMO** | 96.3 | Male | 46,163 | 4,293 | 4,355 | 4,563 | 4,185 | 7,149 | 7,013 | 5,916 | 4,226 | 4,463 | 33.0 |
| | | Female | 50,137 | 4,070 | 4,146 | 4,312 | 4,295 | 7,606 | 7,630 | 6,078 | 4,717 | 7,283 | 35.8 |
| Howard | 80.2 | Male | 38,334 | 3,615 | 3,618 | 3,750 | 3,502 | 5,999 | 5,809 | 4,948 | 3,564 | 3,529 | 32.8 |
| | | Female | 41,866 | 3,484 | 3,433 | 3,601 | 3,626 | 6,392 | 6,410 | 5,109 | 3,971 | 5,840 | 35.6 |
| Tipton | 16.1 | Male | 7,829 | 678 | 737 | 813 | 683 | 1,150 | 1,204 | 968 | 662 | 934 | 33.7 |
| | | Female | 8,271 | 586 | 713 | 711 | 669 | 1,214 | 1,220 | 969 | 746 | 1,443 | 37.0 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **INDIANA (continued)** | | | | | | | | | | | | | |
| **LAFAYETTE - WEST LAFAYETTE** | **131.2** | **Male** | **66,495** | **5,237** | **4,823** | **4,531** | **18,472** | **10,866** | **8,321** | **5,450** | **3,963** | **4,832** | **25.2** |
| | | **Female** | **64,705** | **4,945** | **4,381** | **4,113** | **15,012** | **10,267** | **8,452** | **5,589** | **4,388** | **7,558** | **28.8** |
| Tippecanoe | 131.2 | Male | 66,495 | 5,237 | 4,823 | 4,531 | 18,472 | 10,866 | 8,321 | 5,450 | 3,963 | 4,832 | 25.2 |
| | | Female | 64,705 | 4,945 | 4,381 | 4,113 | 15,012 | 10,267 | 8,452 | 5,589 | 4,388 | 7,558 | 28.8 |
| **MUNCIE** | **119.3** | **Male** | **56,660** | **4,449** | **4,437** | **4,674** | **10,591** | **8,062** | **7,493** | **6,369** | **4,884** | **5,701** | **30.2** |
| | | **Female** | **62,640** | **4,504** | **4,209** | **4,433** | **11,494** | **8,296** | **8,149** | **6,681** | **5,462** | **9,412** | **33.1** |
| Delaware | 119.3 | Male | 56,660 | 4,449 | 4,437 | 4,674 | 10,591 | 8,062 | 7,493 | 6,369 | 4,884 | 5,701 | 30.2 |
| | | Female | 62,640 | 4,504 | 4,209 | 4,433 | 11,494 | 8,296 | 8,149 | 6,681 | 5,462 | 9,412 | 33.1 |
| **SOUTH BEND - MISHAWAKA** | **247.7** | **Male** | **119,340** | **11,338** | **10,933** | **10,164** | **15,169** | **19,181** | **17,837** | **11,245** | **9,885** | **13,588** | **31.3** |
| | | **Female** | **128,360** | **10,710** | **10,315** | **9,750** | **14,793** | **19,667** | **18,211** | **12,039** | **11,536** | **21,339** | **34.5** |
| St. Joseph | 247.7 | Male | 119,340 | 11,338 | 10,933 | 10,164 | 15,169 | 19,181 | [illegible],837 | 11,245 | 9,885 | 13,588 | 31.3 |
| | | Female | 128,360 | 10,710 | 10,315 | 9,750 | 14,793 | 19,667 | 18,211 | 12,039 | 11,536 | 21,339 | 34.5 |
| **TERRE HAUTE** | **130.3** | **Male** | **63,553** | **5,212** | **5,481** | **5,288** | **9,335** | **10,152** | **9,246** | **6,224** | **5,204** | **7,411** | **31.4** |
| | | **Female** | **66,747** | **5,006** | **5,192** | **4,835** | **7,971** | **9,664** | **8,821** | **6,539** | **6,047** | **12,672** | **35.8** |
| Clay | 24.7 | Male | 11,840 | 1,030 | 1,230 | 1,107 | 1,080 | 1,808 | 1,660 | 1,227 | 1,099 | 1,599 | 33.1 |
| | | Female | 12,860 | 1,040 | 1,061 | 1,026 | 1,006 | 1,859 | 1,684 | 1,379 | 1,238 | 2,567 | 37.6 |
| Vigo | 105.6 | Male | 51,713 | 4,182 | 4,251 | 4,181 | 8,255 | 8,344 | 7,586 | 4,997 | 4,105 | 5,812 | 31.0 |
| | | Female | 53,887 | 3,966 | 4,131 | 3,809 | 6,965 | 7,805 | 7,137 | 5,160 | 4,809 | 10,105 | 35.4 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Adams | 31.3 | Male | 15,328 | 1,715 | 1,777 | 1,667 | 1,538 | 2,340 | 2,100 | 1,476 | 1,071 | 1,644 | 29.1 |
| | | Female | 15,972 | 1,654 | 1,661 | 1,517 | 1,504 | 2,292 | 2,080 | 1,503 | 1,210 | 2,551 | 32.2 |
| Allen | 302.4 | Male | 146,542 | 15,096 | 14,591 | 13,492 | 14,684 | 25,797 | 23,330 | 14,905 | 11,391 | 13,256 | 31.0 |
| | | Female | 155,858 | 14,419 | 13,920 | 13,003 | 14,898 | 26,473 | 23,981 | 15,595 | 12,593 | 20,976 | 33.2 |
| Bartholomew | 63.8 | Male | 30,980 | 2,872 | 2,785 | 2,793 | 2,958 | 4,954 | 4,990 | 3,967 | 2,739 | 2,922 | 33.2 |
| | | Female | 32,820 | 2,735 | 2,571 | 2,865 | 2,957 | 5,160 | 5,135 | 4,072 | 2,920 | 4,405 | 35.2 |
| Benton | 9.4 | Male | 4,594 | 468 | 487 | 447 | 341 | 686 | 637 | 488 | 402 | 638 | 33.1 |
| | | Female | 4,806 | 390 | 401 | 467 | 374 | 669 | 597 | 505 | 478 | 925 | 36.7 |
| Blackford | 14.0 | Male | 6,793 | 631 | 626 | 634 | 610 | 1,016 | 983 | 818 | 656 | 819 | 33.8 |
| | | Female | 7,207 | 553 | 555 | 581 | 591 | 1,027 | 1,007 | 848 | 736 | 1,309 | 37.9 |
| Boone | 38.4 | Male | 18,488 | 1,831 | 1,842 | 1,763 | 1,406 | 2,982 | 3,039 | 2,230 | 1,566 | 1,829 | 33.1 |
| | | Female | 19,912 | 1,715 | 1,739 | 1,667 | 1,428 | 3,148 | 3,234 | 2,323 | 1,574 | 3,084 | 35.8 |
| Brown | 14.2 | Male | 7,098 | 561 | 628 | 666 | 564 | 1,019 | 1,187 | 955 | 725 | 793 | 35.9 |
| | | Female | 7,102 | 549 | 530 | 581 | 521 | 1,092 | 1,185 | 915 | 727 | 1,002 | 37.3 |
| Carroll | 18.8 | Male | 9,206 | 800 | 848 | 912 | 799 | 1,397 | 1,394 | 1,063 | 846 | 1,147 | 33.9 |
| | | Female | 9,594 | 801 | 817 | 829 | 755 | 1,400 | 1,339 | 1,096 | 924 | 1,633 | 36.5 |
| Cass | 38.3 | Male | 18,388 | 1,612 | 1,753 | 1,846 | 1,562 | 2,884 | 2,724 | 2,085 | 1,697 | 2,225 | 33.4 |
| | | Female | 19,912 | 1,556 | 1,659 | 1,762 | 1,529 | 2,897 | 2,838 | 2,195 | 1,874 | 3,602 | 36.9 |
| ☐ Clark | 87.7 | Male | 41,864 | 3,619 | 3,982 | 4,043 | 4,001 | 7,071 | 6,685 | 4,755 | 3,644 | 4,064 | 32.5 |
| | | Female | 45,836 | 3,445 | 3,714 | 3,883 | 4,201 | 7,575 | 7,181 | 5,130 | 4,215 | 6,492 | 35.1 |
| Clay | 24.7 | Male | 11,840 | 1,030 | 1,230 | 1,107 | 1,080 | 1,808 | 1,660 | 1,227 | 1,099 | 1,599 | 33.1 |
| | | Female | 12,860 | 1,040 | 1,061 | 1,026 | 1,006 | 1,859 | 1,684 | 1,379 | 1,238 | 2,567 | 37.6 |
| Clinton | 31.0 | Male | 14,954 | 1,471 | 1,537 | 1,437 | 1,319 | 2,324 | 2,143 | 1,577 | 1,290 | 1,856 | 32.4 |
| | | Female | 16,046 | 1,394 | 1,376 | 1,398 | 1,239 | 2,391 | 2,237 | 1,632 | 1,427 | 2,952 | 36.0 |
| Crawford | 9.9 | Male | 4,917 | 434 | 484 | 494 | 459 | 715 | 743 | 549 | 418 | 621 | 33.2 |
| | | Female | 4,983 | 419 | 400 | 512 | 423 | 741 | 683 | 538 | 477 | 790 | 35.0 |
| Daviess | 27.5 | Male | 13,305 | 1,352 | 1,478 | 1,313 | 1,169 | 1,987 | 1,844 | 1,307 | 1,105 | 1,750 | 31.7 |
| | | Female | 14,195 | 1,339 | 1,256 | 1,263 | 1,133 | 1,985 | 1,873 | 1,387 | 1,308 | 2,651 | 35.6 |
| ☐ Dearborn | 39.2 | Male | 19,201 | 1,822 | 2,022 | 1,944 | 1,737 | 2,901 | 3,103 | 2,201 | 1,626 | 1,845 | 32.2 |
| | | Female | 19,999 | 1,810 | 1,931 | 1,752 | 1,671 | 3,156 | 3,025 | 2,152 | 1,708 | 2,794 | 34.0 |
| Decatur | 23.7 | Male | 11,670 | 1,125 | 1,216 | 1,244 | 1,112 | 1,850 | 1,634 | 1,219 | 951 | 1,319 | 31.2 |
| | | Female | 12,030 | 993 | 1,151 | 1,158 | 1,047 | 1,859 | 1,654 | 1,280 | 1,043 | 1,845 | 34.0 |
| De Kalb | 35.6 | Male | 17,443 | 1,733 | 1,809 | 1,756 | 1,681 | 2,939 | 2,677 | 1,759 | 1,375 | 1,664 | 30.8 |
| | | Female | 18,157 | 1,646 | 1,776 | 1,652 | 1,579 | 3,025 | 2,571 | 1,844 | 1,481 | 2,583 | 33.0 |
| Delaware | 119.3 | Male | 56,660 | 4,449 | 4,437 | 4,674 | 10,591 | 8,062 | 7,493 | 6,369 | 4,884 | 5,701 | 30.2 |
| | | Female | 62,640 | 4,504 | 4,209 | 4,433 | 11,494 | 8,296 | 8,149 | 6,681 | 5,462 | 9,412 | 33.1 |
| Dubois | 36.9 | Male | 18,091 | 1,852 | 1,818 | 1,581 | 1,714 | 3,341 | 2,681 | 1,855 | 1,443 | 1,806 | 31.2 |
| | | Female | 18,809 | 1,830 | 1,759 | 1,603 | 1,668 | 3,145 | 2,625 | 1,875 | 1,560 | 2,744 | 33.1 |
| Elkhart | 157.6 | Male | 77,068 | 8,436 | 7,640 | 7,098 | 7,906 | 13,003 | 11,933 | 8,301 | 5,870 | 6,881 | 30.7 |
| | | Female | 80,532 | 7,888 | 7,270 | 6,844 | 7,936 | 12,877 | 12,108 | 8,359 | 6,510 | 10,740 | 33.0 |
| Fayette | 25.8 | Male | 12,482 | 1,008 | 1,185 | 1,369 | 1,245 | 1,698 | 1,928 | 1,438 | 1,158 | 1,453 | 33.4 |
| | | Female | 13,318 | 953 | 1,118 | 1,256 | 1,098 | 1,868 | 1,978 | 1,472 | 1,287 | 2,288 | 36.9 |
| ☐ Floyd | 64.8 | Male | 30,908 | 2,773 | 3,079 | 2,949 | 2,852 | 4,918 | 5,055 | 3,511 | 2,607 | 3,164 | 32.7 |
| | | Female | 33,892 | 2,784 | 2,933 | 2,740 | 2,936 | 5,368 | 5,413 | 3,647 | 2,984 | 5,087 | 35.3 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **INDIANA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Fountain | 17.7 | Male | 8,546 | 758 | 801 | 806 | 776 | 1,246 | 1,130 | 1,066 | 827 | 1,136 | 34.1 |
| | | Female | 9,154 | 724 | 739 | 779 | 706 | 1,253 | 1,219 | 1,050 | 874 | 1,810 | 38.1 |
| Franklin | 19.6 | Male | 9,695 | 903 | 1,005 | 1,081 | 914 | 1,493 | 1,455 | 1,054 | 828 | 962 | 31.3 |
| | | Female | 9,905 | 884 | 946 | 1,007 | 807 | 1,471 | 1,396 | 1,037 | 885 | 1,472 | 33.9 |
| Fulton | 18.8 | Male | 9,132 | 848 | 899 | 821 | 708 | 1,439 | 1,254 | 1,027 | 893 | 1,243 | 34.0 |
| | | Female | 9,668 | 752 | 886 | 831 | 691 | 1,395 | 1,299 | 1,076 | 983 | 1,755 | 37.1 |
| Gibson | 31.8 | Male | 15,259 | 1,298 | 1,484 | 1,374 | 1,376 | 2,436 | 2,229 | 1,703 | 1,412 | 1,947 | 33.6 |
| | | Female | 16,541 | 1,316 | 1,419 | 1,329 | 1,350 | 2,415 | 2,271 | 1,736 | 1,646 | 3,059 | 36.9 |
| Grant | 73.7 | Male | 35,477 | 2,940 | 3,122 | 3,328 | 3,914 | 4,961 | 5,191 | 4,334 | 3,591 | 4,096 | 33.9 |
| | | Female | 38,223 | 2,912 | 2,968 | 3,135 | 4,163 | 5,358 | 5,359 | 4,485 | 3,802 | 6,041 | 36.1 |
| Greene | 30.4 | Male | 14,745 | 1,249 | 1,371 | 1,407 | 1,284 | 2,211 | 2,161 | 1,686 | 1,383 | 1,993 | 34.3 |
| | | Female | 15,655 | 1,176 | 1,274 | 1,297 | 1,252 | 2,217 | 2,153 | 1,766 | 1,532 | 2,988 | 37.8 |
| Hamilton | 111.7 | Male | 54,626 | 5,790 | 5,634 | 5,083 | 4,100 | 9,296 | 10,070 | 6,818 | 4,053 | 3,782 | 32.2 |
| | | Female | 57,074 | 5,502 | 5,564 | 4,987 | 4,166 | 10,085 | 10,595 | 6,676 | 4,113 | 5,386 | 33.2 |
| Hancock | 45.8 | Male | 22,528 | 1,979 | 2,280 | 2,283 | 2,020 | 3,337 | 3,789 | 3,008 | 1,915 | 1,917 | 33.1 |
| | | Female | 23,272 | 1,812 | 2,127 | 2,210 | 1,849 | 3,478 | 4,061 | 2,927 | 1,965 | 2,843 | 35.4 |
| ☐ Harrison | 30.2 | Male | 14,966 | 1,334 | 1,598 | 1,530 | 1,299 | 2,379 | 2,461 | 1,715 | 1,238 | 1,412 | 32.2 |
| | | Female | 15,234 | 1,275 | 1,420 | 1,432 | 1,276 | 2,413 | 2,413 | 1,649 | 1,345 | 2,011 | 34.2 |
| Hendricks | 76.5 | Male | 38,529 | 3,385 | 3,733 | 4,073 | 3,646 | 6,406 | 6,406 | 4,804 | 3,081 | 2,995 | 31.9 |
| | | Female | 37,971 | 3,255 | 3,564 | 3,430 | 2,860 | 6,148 | 6,583 | 4,662 | 3,061 | 4,408 | 34.6 |
| Henry | 47.9 | Male | 22,996 | 1,801 | 1,984 | 2,240 | 2,134 | 3,439 | 3,528 | 2,859 | 2,236 | 2,775 | 34.7 |
| | | Female | 24,904 | 1,803 | 1,882 | 2,150 | 2,058 | 3,603 | 3,642 | 2,945 | 2,523 | 4,298 | 37.6 |
| Howard | 80.2 | Male | 38,334 | 3,615 | 3,618 | 3,750 | 3,502 | 5,999 | 5,809 | 4,948 | 3,564 | 3,529 | 32.8 |
| | | Female | 41,866 | 3,484 | 3,433 | 3,601 | 3,626 | 6,392 | 6,410 | 5,109 | 3,971 | 5,840 | 35.6 |
| Huntington | 35.6 | Male | 17,243 | 1,686 | 1,748 | 1,650 | 1,724 | 2,872 | 2,492 | 1,769 | 1,370 | 1,932 | 31.3 |
| | | Female | 18,357 | 1,625 | 1,673 | 1,535 | 1,664 | 2,845 | 2,497 | 1,848 | 1,525 | 3,145 | 34.4 |
| Jackson | 37.8 | Male | 18,316 | 1,647 | 1,800 | 1,806 | 1,712 | 2,990 | 2,700 | 2,062 | 1,575 | 2,024 | 32.3 |
| | | Female | 19,484 | 1,616 | 1,683 | 1,705 | 1,751 | 3,034 | 2,719 | 2,102 | 1,777 | 3,097 | 34.8 |
| Jasper | 24.9 | Male | 12,320 | 1,128 | 1,295 | 1,312 | 1,436 | 1,804 | 1,724 | 1,417 | 965 | 1,239 | 30.5 |
| | | Female | 12,580 | 1,054 | 1,244 | 1,170 | 1,294 | 1,812 | 1,838 | 1,333 | 1,019 | 1,816 | 33.4 |
| Jay | 21.4 | Male | 10,392 | 989 | 984 | 1,010 | 977 | 1,501 | 1,465 | 1,222 | 927 | 1,317 | 33.2 |
| | | Female | 11,008 | 851 | 941 | 931 | 937 | 1,536 | 1,501 | 1,263 | 1,088 | 1,960 | 37.1 |
| Jefferson | 29.9 | Male | 14,573 | 1,214 | 1,347 | 1,369 | 1,647 | 2,263 | 2,168 | 1,662 | 1,240 | 1,663 | 32.6 |
| | | Female | 15,327 | 1,200 | 1,156 | 1,257 | 1,756 | 2,289 | 2,180 | 1,726 | 1,393 | 2,370 | 35.0 |
| Jennings | 23.8 | Male | 11,771 | 1,092 | 1,045 | 1,169 | 1,185 | 1,908 | 1,768 | 1,456 | 1,003 | 1,145 | 32.3 |
| | | Female | 12,029 | 1,002 | 1,061 | 1,095 | 1,109 | 1,908 | 1,809 | 1,381 | 1,064 | 1,600 | 34.2 |
| Johnson | 89.0 | Male | 43,168 | 3,969 | 4,216 | 4,235 | 4,563 | 7,172 | 7,139 | 5,096 | 3,226 | 3,552 | 31.4 |
| | | Female | 45,832 | 3,834 | 3,972 | 4,011 | 4,490 | 7,456 | 7,475 | 5,126 | 3,585 | 5,883 | 33.9 |
| Knox | 39.7 | Male | 19,284 | 1,532 | 1,686 | 1,540 | 3,312 | 2,788 | 2,522 | 1,916 | 1,654 | 2,334 | 30.6 |
| | | Female | 20,416 | 1,508 | 1,598 | 1,449 | 2,425 | 2,728 | 2,613 | 2,087 | 1,982 | 4,026 | 36.9 |
| Kosciusko | 65.8 | Male | 32,232 | 3,401 | 3,409 | 2,940 | 3,029 | 5,257 | 4,817 | 3,501 | 2,640 | 3,238 | 31.3 |
| | | Female | 33,568 | 3,231 | 3,185 | 2,883 | 3,166 | 5,360 | 4,862 | 3,512 | 2,818 | 4,551 | 33.1 |
| La Grange | 29.8 | Male | 14,866 | 1,853 | 1,736 | 1,851 | 1,519 | 2,165 | 1,983 | 1,378 | 1,079 | 1,302 | 27.2 |
| | | Female | 14,934 | 1,785 | 1,700 | 1,609 | 1,464 | 2,174 | 1,918 | 1,443 | 1,109 | 1,732 | 29.2 |
| Lake | 473.4 | Male | 226,963 | 21,489 | 23,485 | 22,997 | 21,459 | 35,483 | 33,414 | 24,350 | 20,538 | 23,748 | 31.8 |
| | | Female | 246,437 | 20,564 | 22,594 | 22,310 | 22,393 | 39,292 | 35,611 | 26,285 | 22,961 | 34,427 | 34.0 |
| La Porte | 107.0 | Male | 54,423 | 4,558 | 4,760 | 4,735 | 5,436 | 9,716 | 8,949 | 5,989 | 4,562 | 5,718 | 32.9 |
| | | Female | 52,577 | 4,304 | 4,513 | 4,409 | 4,498 | 7,900 | 7,877 | 5,686 | 5,126 | 8,264 | 35.8 |
| Lawrence | 42.9 | Male | 20,777 | 1,793 | 1,863 | 2,057 | 1,957 | 3,088 | 3,127 | 2,507 | 1,913 | 2,472 | 33.8 |
| | | Female | 22,123 | 1,684 | 1,756 | 1,866 | 1,886 | 3,243 | 3,233 | 2,557 | 2,172 | 3,726 | 36.9 |
| Madison | 130.1 | Male | 63,630 | 5,325 | 5,547 | 5,902 | 6,809 | 10,062 | 9,652 | 7,579 | 5,794 | 6,960 | 33.2 |
| | | Female | 66,470 | 4,970 | 5,254 | 5,474 | 6,372 | 9,527 | 9,696 | 7,485 | 6,433 | 11,259 | 36.7 |
| Marion | 800.2 | Male | 380,002 | 39,488 | 34,810 | 30,755 | 39,524 | 77,210 | 56,471 | 36,654 | 29,977 | 35,113 | 30.9 |
| | | Female | 420,198 | 37,810 | 33,089 | 29,609 | 43,730 | 81,447 | 60,612 | 40,498 | 35,449 | 57,954 | 33.1 |
| Marshall | 42.5 | Male | 20,855 | 2,074 | 2,216 | 2,041 | 1,814 | 3,325 | 3,148 | 2,153 | 1,821 | 2,263 | 31.9 |
| | | Female | 21,645 | 1,971 | 2,012 | 1,882 | 1,770 | 3,271 | 3,081 | 2,303 | 1,940 | 3,415 | 34.7 |
| Martin | 10.4 | Male | 5,125 | 441 | 531 | 488 | 480 | 775 | 757 | 573 | 473 | 607 | 33.0 |
| | | Female | 5,275 | 441 | 454 | 471 | 448 | 780 | 752 | 596 | 503 | 830 | 35.6 |
| Miami | 36.7 | Male | 18,077 | 1,866 | 1,794 | 1,704 | 2,037 | 3,028 | 2,677 | 1,827 | 1,444 | 1,700 | 30.4 |
| | | Female | 18,623 | 1,713 | 1,706 | 1,720 | 1,765 | 3,060 | 2,643 | 1,881 | 1,578 | 2,557 | 32.9 |
| Monroe | 109.6 | Male | 52,996 | 3,742 | 3,548 | 3,349 | 14,742 | 9,284 | 6,976 | 4,438 | 3,282 | 3,635 | 26.2 |
| | | Female | 56,604 | 3,584 | 3,326 | 3,111 | 16,493 | 8,921 | 7,108 | 4,618 | 3,726 | 5,717 | 27.0 |
| Montgomery | 34.4 | Male | 17,073 | 1,581 | 1,502 | 1,426 | 2,116 | 2,750 | 2,351 | 1,944 | 1,492 | 1,911 | 32.0 |
| | | Female | 17,327 | 1,386 | 1,394 | 1,445 | 1,396 | 2,681 | 2,405 | 1,954 | 1,660 | 3,006 | 36.5 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **INDIANA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Morgan | 56.2 | Male | 27,580 | 2,545 | 2,734 | 2,791 | 2,629 | 4,408 | 4,349 | 3,433 | 2,323 | 2,368 | 32.0 |
| | | Female | 28,620 | 2,418 | 2,624 | 2,630 | 2,631 | 4,526 | 4,459 | 3,452 | 2,449 | 3,431 | 33.9 |
| Newton | 13.5 | Male | 6,631 | 601 | 703 | 699 | 550 | 991 | 992 | 786 | 578 | 731 | 32.7 |
| | | Female | 6,869 | 596 | 677 | 657 | 503 | 1,031 | 974 | 773 | 593 | 1,065 | 34.7 |
| Noble | 38.1 | Male | 18,767 | 1,947 | 1,996 | 1,835 | 1,850 | 3,052 | 2,860 | 1,905 | 1,497 | 1,825 | 30.8 |
| | | Female | 19,333 | 1,859 | 1,822 | 1,792 | 1,744 | 3,028 | 2,738 | 2,002 | 1,575 | 2,773 | 33.1 |
| Ohio | 5.4 | Male | 2,631 | 219 | 262 | 248 | 235 | 427 | 408 | 296 | 251 | 285 | 33.2 |
| | | Female | 2,769 | 234 | 252 | 208 | 232 | 457 | 347 | 320 | 250 | 469 | 35.0 |
| Orange | 18.4 | Male | 8,949 | 802 | 819 | 906 | 786 | 1,384 | 1,303 | 977 | 819 | 1,153 | 33.4 |
| | | Female | 9,451 | 774 | 813 | 841 | 756 | 1,375 | 1,340 | 1,005 | 903 | 1,642 | 36.2 |
| Owen | 17.5 | Male | 8,627 | 769 | 836 | 778 | 747 | 1,300 | 1,281 | 1,017 | 888 | 1,011 | 34.1 |
| | | Female | 8,873 | 738 | 767 | 828 | 743 | 1,290 | 1,304 | 1,017 | 866 | 1,320 | 35.5 |
| Parke | 15.3 | Male | 7,422 | 648 | 635 | 754 | 670 | 1,030 | 1,042 | 893 | 755 | 995 | 34.7 |
| | | Female | 7,878 | 589 | 613 | 624 | 613 | 1,149 | 1,111 | 907 | 846 | 1,426 | 38.2 |
| Perry | 19.1 | Male | 9,640 | 742 | 885 | 869 | 1,077 | 1,761 | 1,437 | 973 | 768 | 1,128 | 32.1 |
| | | Female | 9,460 | 777 | 863 | 847 | 772 | 1,408 | 1,245 | 940 | 948 | 1,660 | 35.5 |
| Pike | 12.4 | Male | 6,096 | 509 | 582 | 529 | 530 | 930 | 905 | 717 | 595 | 799 | 34.7 |
| | | Female | 6,304 | 438 | 494 | 503 | 497 | 930 | 879 | 764 | 648 | 1,151 | 38.3 |
| Porter | 129.8 | Male | 63,479 | 5,556 | 6,473 | 6,289 | 6,825 | 9,542 | 10,974 | 7,668 | 5,014 | 5,138 | 31.9 |
| | | Female | 66,321 | 5,405 | 6,205 | 6,086 | 6,865 | 10,520 | 11,064 | 7,349 | 5,226 | 7,601 | 33.2 |
| Posey | 25.9 | Male | 12,808 | 1,234 | 1,284 | 1,261 | 1,075 | 2,073 | 2,077 | 1,446 | 1,053 | 1,305 | 32.5 |
| | | Female | 13,092 | 1,198 | 1,222 | 1,100 | 1,053 | 2,172 | 2,031 | 1,388 | 1,145 | 1,783 | 34.1 |
| Pulaski | 12.6 | Male | 6,205 | 568 | 642 | 669 | 505 | 947 | 873 | 637 | 563 | 801 | 32.6 |
| | | Female | 6,395 | 606 | 594 | 548 | 525 | 906 | 813 | 622 | 615 | 1,166 | 35.2 |
| Putnam | 30.4 | Male | 15,574 | 1,129 | 1,206 | 1,233 | 2,610 | 2,658 | 2,190 | 1,608 | 1,385 | 1,555 | 31.1 |
| | | Female | 14,826 | 1,151 | 1,194 | 1,196 | 2,205 | 1,928 | 1,901 | 1,601 | 1,351 | 2,299 | 33.6 |
| Randolph | 26.9 | Male | 13,004 | 1,119 | 1,160 | 1,336 | 1,199 | 1,860 | 1,878 | 1,500 | 1,288 | 1,664 | 34.1 |
| | | Female | 13,896 | 1,057 | 1,079 | 1,265 | 1,145 | 1,959 | 1,949 | 1,548 | 1,431 | 2,463 | 37.3 |
| Ripley | 24.7 | Male | 12,095 | 1,163 | 1,232 | 1,242 | 1,112 | 1,876 | 1,761 | 1,304 | 961 | 1,444 | 31.9 |
| | | Female | 12,605 | 1,123 | 1,115 | 1,212 | 1,117 | 1,860 | 1,699 | 1,298 | 1,135 | 2,046 | 34.3 |
| Rush | 18.0 | Male | 8,713 | 775 | 858 | 960 | 786 | 1,371 | 1,215 | 903 | 782 | 1,063 | 32.1 |
| | | Female | 9,287 | 737 | 838 | 890 | 829 | 1,300 | 1,273 | 976 | 862 | 1,582 | 35.4 |
| St. Joseph | 247.7 | Male | 119,340 | 11,338 | 10,933 | 10,164 | 15,169 | 19,181 | 17,837 | 11,245 | 9,885 | 13,588 | 31.3 |
| | | Female | 128,360 | 10,710 | 10,315 | 9,750 | 14,793 | 19,667 | 18,211 | 12,039 | 11,536 | 21,339 | 34.5 |
| Scott | 21.1 | Male | 10,238 | 930 | 970 | 1,102 | 1,023 | 1,634 | 1,468 | 1,266 | 867 | 978 | 31.7 |
| | | Female | 10,862 | 941 | 948 | 1,008 | 1,047 | 1,668 | 1,591 | 1,237 | 899 | 1,523 | 33.9 |
| Shelby | 40.3 | Male | 19,586 | 1,872 | 1,849 | 1,883 | 1,777 | 3,305 | 3,041 | 2,240 | 1,691 | 1,928 | 32.3 |
| | | Female | 20,714 | 1,804 | 1,840 | 1,829 | 1,856 | 3,336 | 3,012 | 2,216 | 1,834 | 2,987 | 34.1 |
| Spencer | 19.5 | Male | 9,748 | 830 | 953 | 903 | 876 | 1,626 | 1,515 | 1,111 | 835 | 1,099 | 33.1 |
| | | Female | 9,752 | 859 | 914 | 897 | 764 | 1,519 | 1,379 | 1,071 | 904 | 1,445 | 34.5 |
| Starke | 22.9 | Male | 11,263 | 1,106 | 1,125 | 1,154 | 1,058 | 1,728 | 1,499 | 1,164 | 1,046 | 1,383 | 31.9 |
| | | Female | 11,637 | 965 | 1,029 | 1,086 | 1,011 | 1,746 | 1,519 | 1,255 | 1,117 | 1,909 | 34.9 |
| Steuben | 27.8 | Male | 13,872 | 1,268 | 1,240 | 1,229 | 1,689 | 2,119 | 2,026 | 1,551 | 1,218 | 1,532 | 32.1 |
| | | Female | 13,928 | 1,221 | 1,194 | 1,171 | 1,299 | 2,131 | 2,005 | 1,524 | 1,290 | 2,093 | 34.8 |
| Sullivan | 18.9 | Male | 9,053 | 780 | 842 | 861 | 785 | 1,240 | 1,415 | 1,005 | 834 | 1,291 | 35.1 |
| | | Female | 9,847 | 691 | 785 | 875 | 728 | 1,311 | 1,366 | 1,040 | 967 | 2,084 | 38.9 |
| Switzerland | 7.8 | Male | 3,831 | 303 | 392 | 390 | 314 | 559 | 540 | 474 | 360 | 499 | 34.2 |
| | | Female | 3,969 | 340 | 353 | 345 | 306 | 555 | 542 | 461 | 389 | 678 | 36.6 |
| Tippecanoe | 131.2 | Male | 66,495 | 5,237 | 4,823 | 4,531 | 18,472 | 10,866 | 8,321 | 5,450 | 3,963 | 4,832 | 25.2 |
| | | Female | 64,705 | 4,945 | 4,381 | 4,113 | 15,012 | 10,267 | 8,452 | 5,589 | 4,388 | 7,558 | 28.8 |
| Tipton | 16.1 | Male | 7,829 | 678 | 737 | 813 | 683 | 1,150 | 1,204 | 968 | 662 | 934 | 33.7 |
| | | Female | 8,271 | 586 | 713 | 711 | 669 | 1,214 | 1,220 | 969 | 746 | 1,443 | 37.0 |
| Union | 7.0 | Male | 3,398 | 309 | 339 | 366 | 316 | 495 | 510 | 408 | 264 | 391 | 32.5 |
| | | Female | 3,602 | 290 | 331 | 335 | 302 | 544 | 520 | 392 | 310 | 578 | 35.0 |
| Vanderburgh | 164.9 | Male | 77,634 | 7,150 | 6,915 | 6,137 | 7,777 | 13,573 | 11,615 | 7,990 | 6,960 | 9,517 | 33.0 |
| | | Female | 87,266 | 6,860 | 6,698 | 5,918 | 8,577 | 13,895 | 11,843 | 8,715 | 8,372 | 16,388 | 36.4 |
| Vermillion | 16.7 | Male | 7,917 | 625 | 730 | 753 | 718 | 1,162 | 1,186 | 1,000 | 681 | 1,062 | 34.7 |
| | | Female | 8,783 | 624 | 701 | 746 | 686 | 1,207 | 1,234 | 942 | 824 | 1,819 | 38.5 |
| Vigo | 105.6 | Male | 51,713 | 4,182 | 4,251 | 4,181 | 8,255 | 8,344 | 7,586 | 4,997 | 4,105 | 5,812 | 31.0 |
| | | Female | 53,887 | 3,966 | 4,131 | 3,809 | 6,965 | 7,805 | 7,137 | 5,160 | 4,809 | 10,105 | 35.4 |
| Wabash | 35.1 | Male | 16,978 | 1,504 | 1,654 | 1,695 | 1,879 | 2,529 | 2,409 | 1,854 | 1,479 | 1,975 | 31.9 |
| | | Female | 18,122 | 1,419 | 1,503 | 1,517 | 1,878 | 2,574 | 2,444 | 1,900 | 1,648 | 3,239 | 35.7 |
| Warren | 8.2 | Male | 4,039 | 403 | 376 | 349 | 333 | 556 | 603 | 500 | 390 | 529 | 35.0 |
| | | Female | 4,161 | 294 | 340 | 393 | 336 | 572 | 604 | 520 | 414 | 688 | 37.4 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex<br>0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **INDIANA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Warrick | 45.3 | Male | 22,285 | 2,054 | 2,316 | 2,345 | 1,918 | 3,442 | 3,870 | 2,744 | 1,677 | 1,919 | 32.3 |
| | | Female | 23,015 | 1,887 | 2,157 | 2,145 | 1,873 | 3,729 | 4,028 | 2,719 | 1,742 | 2,735 | 34.2 |
| Washington | 23.9 | Male | 11,886 | 1,012 | 1,210 | 1,253 | 1,144 | 1,883 | 1,736 | 1,331 | 968 | 1,349 | 32.0 |
| | | Female | 12,014 | 988 | 1,067 | 1,054 | 1,062 | 1,885 | 1,695 | 1,303 | 1,085 | 1,875 | 34.7 |
| Wayne | 71.8 | Male | 34,274 | 3,083 | 3,166 | 3,284 | 3,452 | 5,157 | 4,837 | 3,846 | 3,285 | 4,164 | 33.1 |
| | | Female | 37,526 | 2,769 | 2,960 | 2,983 | 3,707 | 5,306 | 5,191 | 4,200 | 3,723 | 6,687 | 37.0 |
| Wells | 26.1 | Male | 12,664 | 1,308 | 1,350 | 1,250 | 1,083 | 2,070 | 1,887 | 1,318 | 1,035 | 1,363 | 31.5 |
| | | Female | 13,436 | 1,192 | 1,261 | 1,101 | 1,095 | 2,136 | 1,883 | 1,439 | 1,149 | 2,160 | 34.6 |
| White | 23.3 | Male | 11,247 | 957 | 1,139 | 1,119 | 885 | 1,697 | 1,725 | 1,148 | 1,085 | 1,492 | 34.0 |
| | | Female | 12,053 | 986 | 1,050 | 1,089 | 888 | 1,760 | 1,689 | 1,220 | 1,196 | 2,175 | 36.5 |
| Whitley | 27.8 | Male | 13,649 | 1,334 | 1,355 | 1,415 | 1,203 | 2,168 | 2,223 | 1,364 | 1,124 | 1,463 | 32.0 |
| | | Female | 14,151 | 1,259 | 1,321 | 1,266 | 1,180 | 2,197 | 2,077 | 1,412 | 1,301 | 2,138 | 34.3 |
| **TOTAL METRO COUNTIES** | **3,807.2** | **Male** | **1,838,154** | **174,085** | **172,771** | **164,593** | **213,385** | **314,211** | **280,259** | **194,213** | **149,187** | **175,450** | **31.2** |
| | | **Female** | **1,969,046** | **166,379** | **164,503** | **156,532** | **215,878** | **326,264** | **291,444** | **203,153** | **167,922** | **276,971** | **33.6** |
| **TOTAL STATE** | **5,556.7** | **Male** | **2,693,899** | **252,047** | **255,077** | **246,917** | **298,474** | **447,919** | **406,344** | **289,607** | **224,493** | **273,021** | **31.6** |
| | | **Female** | **2,862,801** | **240,741** | **241,504** | **234,290** | **295,863** | **458,678** | **417,177** | **300,515** | **250,832** | **423,201** | **34.1** |
| **IOWA** | | | | | | | | | | | | | |
| **CEDAR RAPIDS** | **169.3** | **Male** | **82,208** | **7,561** | **7,517** | **7,007** | **8,831** | **14,326** | **13,024** | **9,039** | **6,808** | **8,095** | **32.1** |
| | | **Female** | **87,092** | **7,213** | **7,019** | **6,591** | **9,388** | **14,435** | **13,259** | **9,492** | **7,255** | **12,440** | **34.2** |
| Linn | 169.3 | Male | 82,208 | 7,561 | 7,517 | 7,007 | 8,831 | 14,326 | 13,024 | 9,039 | 6,808 | 8,095 | 32.1 |
| | | Female | 87,092 | 7,213 | 7,019 | 6,591 | 9,388 | 14,435 | 13,259 | 9,492 | 7,255 | 12,440 | 34.2 |
| **DAVENPORT - ROCK ISLAND - MOLINE** | **348.4** | **Male** | **168,352** | **15,902** | **16,714** | **15,483** | **15,878** | **26,207** | **26,138** | **18,657** | **14,638** | **18,735** | **32.7** |
| | | **Female** | **180,048** | **15,297** | **15,689** | **14,709** | **16,467** | **27,644** | **26 389** | **19,244** | **15,880** | **28,729** | **35.1** |
| Scott | 150.4 | Male | 72,799 | 7,331 | 7,450 | 6,784 | 7,105 | 11,962 | 11,721 | 7,878 | 5,766 | 6,802 | 31.5 |
| | | Female | 77,601 | 7,114 | 7,082 | 6,534 | 7,407 | 12,864 | 11,861 | 8,150 | 6,165 | 10,424 | 33.3 |
| *Henry, Ill.* | *50.7* | *Male* | *24,736* | *2,188* | *2,550* | *2,438* | *1,986* | *3,427* | *3,698* | *2,875* | *2,278* | *3,296* | *34.4* |
| | | *Female* | *25,964* | *2,051* | *2,255* | *2,221* | *1,936* | *3,484* | *3,714* | *2,862* | *2,454* | *4,987* | *37.8* |
| *Rock Island, Ill.* | *147.3* | *Male* | *70,817* | *6,383* | *6,714* | *6,261* | *6,787* | *10,818* | *10,719* | *7,904* | *6,594* | *8,637* | *33.6* |
| | | *Female* | *76,483* | *6,132* | *6,352* | *5,954* | *7,124* | *11,296* | *10,814* | *8,232* | *7,261* | *13,318* | *36.3* |
| **DES MOINES** | **396.0** | **Male** | **189,413** | **18,872** | **17,832** | **15,587** | **19,710** | **34,520** | **30,271** | **20,236** | **15,006** | **17,379** | **31.6** |
| | | **Female** | **206,587** | **17,817** | **16,832** | **15,042** | **21,756** | **36,591** | **31,764** | **21,393** | **16,474** | **28,918** | **33.7** |
| Dallas | 29.9 | Male | 14,589 | 1,402 | 1,598 | 1,374 | 1,063 | 2,250 | 2,367 | 1,643 | 1,186 | 1,706 | 33.3 |
| | | Female | 15,311 | 1,301 | 1,433 | 1,262 | 1,010 | 2,432 | 2,352 | 1,600 | 1,258 | 2,663 | 35.9 |
| Polk | 329.9 | Male | 157,203 | 15,806 | 14,369 | 12,432 | 16,866 | 29,690 | 25,035 | 16,465 | 12,398 | 14,142 | 31.4 |
| | | Female | 172,697 | 14,941 | 13,658 | 12,105 | 18,923 | 31,334 | 26,450 | 17,650 | 13,806 | 23,830 | 33.5 |
| Warren | 36.2 | Male | 17,621 | 1,664 | 1,865 | 1,781 | 1,781 | 2,580 | 2,869 | 2,128 | 1,422 | 1,531 | 31.7 |
| | | Female | 18,579 | 1,575 | 1,741 | 1,675 | 1,823 | 2,825 | 2,962 | 2,143 | 1,410 | 2,425 | 33.8 |
| **DUBUQUE** | **86.2** | **Male** | **41,630** | **3,862** | **4,204** | **3,968** | **4,677** | **6,412** | **6,019** | **4,429** | **3,542** | **4,517** | **31.4** |
| | | **Female** | **44,570** | **3,669** | **4,040** | **3,774** | **4,397** | **6,542** | **6,223** | **4,467** | **3,870** | **7,588** | **34.8** |
| Dubuque | 86.2 | Male | 41,630 | 3,862 | 4,204 | 3,968 | 4,677 | 6,412 | 6,019 | 4,429 | 3,542 | 4,517 | 31.4 |
| | | Female | 44,570 | 3,669 | 4,040 | 3,774 | 4,397 | 6,542 | 6,223 | 4,467 | 3,870 | 7,588 | 34.8 |
| **IOWA CITY** | **96.9** | **Male** | **48,006** | **3,854** | **3,438** | **2,776** | **11,928** | **9,968** | **7,037** | **3,702** | **2,456** | **2,847** | **27.0** |
| | | **Female** | **48,894** | **3,750** | **3,300** | **2,704** | **11,849** | **9,452** | **7,009** | **3,809** | **2,654** | **4,367** | **28.0** |
| Johnson | 96.9 | Male | 48,006 | 3,854 | 3,438 | 2,776 | 11,928 | 9,968 | 7,037 | 3,702 | 2,456 | 2,847 | 27.0 |
| | | Female | 48,894 | 3,750 | 3,300 | 2,704 | 11,849 | 9,452 | 7,009 | 3,809 | 2,654 | 4,367 | 28.0 |
| **SIOUX CITY** | **115.0** | **Male** | **55,550** | **5,672** | **5,894** | **5,317** | **5,401** | **8,916** | **8,177** | **5,251** | **4,611** | **6,311** | **31.2** |
| | | **Female** | **59,450** | **5,360** | **5,599** | **5,030** | **5,413** | **9,004** | **8,286** | **5,466** | **5,209** | **10,083** | **34.2** |
| Woodbury | 98.3 | Male | 47,279 | 4,793 | 4,943 | 4,513 | 4,635 | 7,492 | 6,977 | 4,410 | 3,985 | 5,531 | 31.3 |
| | | Female | 51,021 | 4,460 | 4,784 | 4,287 | 4,689 | 7,613 | 7,065 | 4,640 | 4,575 | 8,908 | 34.6 |
| *Dakota, Neb.* | *16.7* | *Male* | *8,271* | *879* | *951* | *804* | *766* | *1,424* | *1,200* | *841* | *626* | *780* | *30.2* |
| | | *Female* | *8,429* | *900* | *815* | *743* | *724* | *1,391* | *1,221* | *826* | *634* | *1,175* | *32.4* |
| **WATERLOO - CEDAR FALLS** | **145.4** | **Male** | **69,409** | **6,094** | **6,710** | **6,256** | **9,159** | **9,438** | **10,344** | **7,489** | **5,829** | **8,090** | **31.9** |
| | | **Female** | **75,991** | **5,799** | **6,398** | **5,912** | **10,080** | **10,531** | **10,732** | **7,577** | **6,544** | **12,418** | **34.3** |
| Black Hawk | 122.8 | Male | 58,428 | 5,242 | 5,668 | 5,218 | 7,843 | 8,024 | 8,785 | 6,163 | 4,898 | 6,587 | 31.5 |
| | | Female | 64,372 | 4,944 | 5,378 | 4,966 | 8,820 | 9,095 | 9,160 | 6,297 | 5,557 | 10,155 | 33.9 |
| Bremer | 22.6 | Male | 10,981 | 852 | 1,042 | 1,038 | 1,316 | 1,414 | 1,559 | 1,326 | 931 | 1,503 | 33.8 |
| | | Female | 11,619 | 855 | 1,020 | 946 | 1,260 | 1,436 | 1,572 | 1,280 | 987 | 2,263 | 36.9 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **IOWA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Adair | 8.3 | Male | 3,985 | 329 | 385 | 347 | 271 | 538 | 527 | 393 | 415 | 780 | 37.3 |
| | | Female | 4,315 | 344 | 348 | 343 | 237 | 552 | 450 | 458 | 408 | 1,175 | 42.4 |
| Adams | 4.8 | Male | 2,357 | 218 | 205 | 195 | 142 | 325 | 309 | 259 | 268 | 436 | 38.0 |
| | | Female | 2,443 | 175 | 208 | 179 | 129 | 313 | 289 | 283 | 262 | 605 | 42.5 |
| Allamakee | 13.8 | Male | 6,742 | 615 | 679 | 623 | 495 | 954 | 929 | 706 | 672 | 1,069 | 35.1 |
| | | Female | 7,058 | 606 | 649 | 609 | 410 | 933 | 856 | 699 | 677 | 1,619 | 38.8 |
| Appanoose | 13.7 | Male | 6,519 | 532 | 612 | 607 | 517 | 915 | 859 | 682 | 596 | 1,199 | 35.9 |
| | | Female | 7,181 | 550 | 588 | 583 | 492 | 912 | 873 | 718 | 728 | 1,737 | 40.3 |
| Audubon | 7.2 | Male | 3,449 | 311 | 328 | 297 | 210 | 423 | 447 | 386 | 366 | 681 | 38.5 |
| | | Female | 3,751 | 311 | 329 | 269 | 183 | 436 | 424 | 389 | 428 | 982 | 43.2 |
| Benton | 22.4 | Male | 10,980 | 1,077 | 1,120 | 1,046 | 808 | 1,716 | 1,539 | 1,151 | 981 | 1,542 | 33.4 |
| | | Female | 11,420 | 981 | 1,093 | 928 | 819 | 1,692 | 1,505 | 1,159 | 1,069 | 2,174 | 36.3 |
| Black Hawk | 122.8 | Male | 58,428 | 5,242 | 5,668 | 5,218 | 7,843 | 8,024 | 8,785 | 6,163 | 4,898 | 6,587 | 31.5 |
| | | Female | 64,372 | 4,944 | 5,378 | 4,966 | 8,820 | 9,095 | 9,160 | 6,297 | 5,557 | 10,155 | 33.9 |
| Boone | 25.1 | Male | 11,973 | 1,019 | 1,129 | 970 | 937 | 1,852 | 1,933 | 1,268 | 1,145 | 1,720 | 35.4 |
| | | Female | 13,127 | 1,045 | 1,082 | 942 | 949 | 1,910 | 1,850 | 1,336 | 1,215 | 2,798 | 38.4 |
| Bremer | 22.6 | Male | 10,981 | 852 | 1,042 | 1,038 | 1,316 | 1,414 | 1,559 | 1,326 | 931 | 1,503 | 33.8 |
| | | Female | 11,619 | 855 | 1,020 | 946 | 1,260 | 1,436 | 1,572 | 1,280 | 987 | 2,263 | 36.9 |
| Buchanan | 20.8 | Male | 10,191 | 996 | 1,200 | 1,105 | 770 | 1,449 | 1,455 | 1,069 | 812 | 1,335 | 32.1 |
| | | Female | 10,609 | 1,029 | 1,098 | 1,009 | 719 | 1,489 | 1,394 | 1,057 | 919 | 1,895 | 34.7 |
| Buena Vista | 19.9 | Male | 9,653 | 903 | 920 | 838 | 1,147 | 1,449 | 1,296 | 787 | 865 | 1,448 | 32.0 |
| | | Female | 10,247 | 843 | 882 | 815 | 1,075 | 1,390 | 1,261 | 864 | 997 | 2,120 | 35.9 |
| Butler | 15.6 | Male | 7,596 | 632 | 782 | 732 | 530 | 975 | 1,123 | 798 | 726 | 1,298 | 36.3 |
| | | Female | 8,004 | 590 | 727 | 671 | 452 | 1,020 | 1,022 | 797 | 823 | 1,902 | 40.3 |
| Calhoun | 11.4 | Male | 5,421 | 422 | 550 | 491 | 319 | 721 | 782 | 558 | 556 | 1,022 | 37.7 |
| | | Female | 5,979 | 429 | 529 | 453 | 262 | 701 | 708 | 603 | 614 | 1,680 | 43.7 |
| Carroll | 21.3 | Male | 10,291 | 1,073 | 1,185 | 991 | 769 | 1,555 | 1,367 | 969 | 901 | 1,481 | 32.3 |
| | | Female | 11,009 | 1,032 | 1,081 | 995 | 721 | 1,499 | 1,297 | 1,012 | 1,068 | 2,304 | 36.4 |
| Cass | 15.0 | Male | 7,142 | 630 | 712 | 638 | 441 | 1,026 | 1,007 | 777 | 707 | 1,204 | 36.2 |
| | | Female | 7,858 | 574 | 697 | 612 | 444 | 1,000 | 978 | 818 | 793 | 1,942 | 41.2 |
| Cedar | 17.3 | Male | 8,431 | 705 | 851 | 769 | 579 | 1,267 | 1,307 | 937 | 762 | 1,254 | 35.3 |
| | | Female | 8,869 | 713 | 844 | 753 | 580 | 1,262 | 1,269 | 938 | 849 | 1,661 | 37.2 |
| Cerro Gordo | 46.6 | Male | 22,040 | 2,028 | 2,165 | 1,839 | 1,956 | 3,497 | 3,277 | 2,210 | 2,100 | 2,968 | 33.7 |
| | | Female | 24,560 | 1,882 | 1,896 | 1,814 | 2,106 | 3,767 | 3,364 | 2,436 | 2,405 | 4,890 | 37.4 |
| Cherokee | 13.9 | Male | 6,700 | 585 | 705 | 589 | 429 | 939 | 990 | 675 | 751 | 1,037 | 36.0 |
| | | Female | 7,200 | 573 | 640 | 700 | 386 | 915 | 934 | 746 | 768 | 1,538 | 39.1 |
| Chickasaw | 13.1 | Male | 6,484 | 574 | 715 | 632 | 454 | 943 | 885 | 721 | 599 | 961 | 34.2 |
| | | Female | 6,616 | 559 | 637 | 582 | 374 | 922 | 839 | 730 | 603 | 1,370 | 37.8 |
| Clarke | 8.3 | Male | 3,963 | 358 | 384 | 350 | 286 | 599 | 577 | 409 | 382 | 618 | 35.1 |
| | | Female | 4,337 | 361 | 377 | 354 | 276 | 570 | 589 | 457 | 431 | 922 | 38.9 |
| Clay | 17.4 | Male | 8,293 | 756 | 901 | 798 | 580 | 1,262 | 1,247 | 835 | 770 | 1,144 | 33.8 |
| | | Female | 9,107 | 773 | 840 | 717 | 688 | 1,322 | 1,277 | 877 | 887 | 1,726 | 36.7 |
| Clayton | 18.9 | Male | 9,293 | 808 | 962 | 905 | 646 | 1,354 | 1,268 | 978 | 925 | 1,447 | 34.8 |
| | | Female | 9,607 | 827 | 932 | 870 | 590 | 1,290 | 1,196 | 965 | 966 | 1,971 | 37.5 |
| Clinton | 50.7 | Male | 24,309 | 2,245 | 2,365 | 2,256 | 2,032 | 3,678 | 3,603 | 2,728 | 2,219 | 3,183 | 33.9 |
| | | Female | 26,391 | 2,153 | 2,377 | 2,208 | 1,990 | 3,871 | 3,599 | 2,815 | 2,468 | 4,910 | 36.7 |
| Crawford | 16.7 | Male | 8,153 | 718 | 770 | 813 | 673 | 1,223 | 1,111 | 905 | 781 | 1,159 | 34.0 |
| | | Female | 8,547 | 728 | 793 | 803 | 587 | 1,122 | 1,079 | 882 | 807 | 1,746 | 37.2 |
| Dallas | 29.9 | Male | 14,589 | 1,402 | 1,598 | 1,374 | 1,063 | 2,250 | 2,367 | 1,643 | 1,186 | 1,706 | 33.3 |
| | | Female | 15,311 | 1,301 | 1,433 | 1,262 | 1,010 | 2,432 | 2,352 | 1,600 | 1,258 | 2,663 | 35.9 |
| Davis | 8.2 | Male | 4,002 | 385 | 377 | 393 | 314 | 570 | 545 | 423 | 373 | 622 | 34.3 |
| | | Female | 4,198 | 352 | 382 | 356 | 287 | 540 | 516 | 456 | 394 | 915 | 38.5 |
| Decatur | 8.2 | Male | 3,960 | 317 | 328 | 328 | 571 | 481 | 488 | 377 | 360 | 710 | 34.1 |
| | | Female | 4,240 | 314 | 323 | 319 | 541 | 504 | 448 | 398 | 416 | 977 | 37.7 |
| Delaware | 18.0 | Male | 8,845 | 917 | 1,028 | 852 | 713 | 1,384 | 1,188 | 904 | 781 | 1,078 | 31.6 |
| | | Female | 9,155 | 870 | 1,038 | 853 | 598 | 1,403 | 1,092 | 903 | 831 | 1,567 | 33.7 |
| Des Moines | 42.5 | Male | 20,292 | 1,740 | 1,973 | 1,895 | 1,759 | 2,975 | 3,187 | 2,327 | 1,824 | 2,612 | 34.3 |
| | | Female | 22,208 | 1,782 | 1,930 | 1,665 | 1,732 | 3,122 | 3,216 | 2,347 | 2,130 | 4,284 | 37.7 |
| Dickinson | 14.9 | Male | 7,139 | 500 | 630 | 645 | 460 | 948 | 1,102 | 785 | 786 | 1,283 | 38.5 |
| | | Female | 7,761 | 527 | 640 | 580 | 407 | 942 | 1,130 | 812 | 920 | 1,803 | 41.9 |
| Dubuque | 86.2 | Male | 41,630 | 3,862 | 4,204 | 3,968 | 4,677 | 6,412 | 6,019 | 4,429 | 3,542 | 4,517 | 31.4 |
| | | Female | 44,570 | 3,669 | 4,040 | 3,774 | 4,397 | 6,542 | 6,223 | 4,467 | 3,870 | 7,588 | 34.8 |
| Emmet | 11.5 | Male | 5,557 | 447 | 575 | 567 | 575 | 688 | 779 | 557 | 528 | 841 | 33.9 |
| | | Female | 5,943 | 429 | 529 | 532 | 455 | 741 | 751 | 552 | 626 | 1,328 | 38.8 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **IOWA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Fayette | 21.6 | Male | 10,497 | 937 | 985 | 982 | 927 | 1,465 | 1,468 | 1,068 | 1,028 | 1,637 | 34.7 |
| | | Female | 11,103 | 912 | 1,006 | 923 | 751 | 1,442 | 1,354 | 1,140 | 1,081 | 2,494 | 38.8 |
| Floyd | 16.9 | Male | 8,038 | 705 | 754 | 741 | 622 | 1,025 | 1,129 | 968 | 780 | 1,314 | 36.5 |
| | | Female | 8,862 | 685 | 762 | 760 | 600 | 1,064 | 1,121 | 977 | 892 | 2,001 | 40.0 |
| Franklin | 11.2 | Male | 5,412 | 455 | 549 | 482 | 357 | 756 | 798 | 575 | 556 | 884 | 36.3 |
| | | Female | 5,788 | 474 | 482 | 455 | 324 | 726 | 757 | 592 | 617 | 1,361 | 40.7 |
| Fremont | 8.2 | Male | 3,871 | 328 | 385 | 353 | 254 | 483 | 571 | 400 | 391 | 706 | 37.3 |
| | | Female | 4,329 | 319 | 379 | 385 | 248 | 508 | 555 | 422 | 452 | 1,061 | 40.9 |
| Greene | 9.9 | Male | 4,697 | 398 | 458 | 410 | 305 | 622 | 649 | 492 | 499 | 864 | 37.4 |
| | | Female | 5,203 | 376 | 431 | 386 | 290 | 632 | 648 | 506 | 567 | 1,367 | 42.5 |
| Grundy | 11.9 | Male | 5,705 | 501 | 518 | 534 | 343 | 764 | 842 | 704 | 554 | 945 | 37.3 |
| | | Female | 6,195 | 459 | 539 | 506 | 325 | 779 | 826 | 684 | 638 | 1,439 | 40.9 |
| Guthrie | 10.8 | Male | 5,181 | 427 | 488 | 436 | 325 | 673 | 711 | 612 | 583 | 926 | 38.4 |
| | | Female | 5,619 | 396 | 489 | 464 | 313 | 644 | 722 | 587 | 662 | 1,342 | 42.0 |
| Hamilton | 15.9 | Male | 7,707 | 660 | 731 | 675 | 560 | 1,192 | 1,120 | 790 | 790 | 1,189 | 35.3 |
| | | Female | 8,193 | 661 | 674 | 663 | 511 | 1,106 | 1,081 | 891 | 858 | 1,748 | 39.5 |
| Hancock | 12.6 | Male | 6,122 | 592 | 639 | 587 | 410 | 911 | 884 | 631 | 555 | 913 | 34.1 |
| | | Female | 6,478 | 571 | 626 | 554 | 390 | 916 | 844 | 600 | 611 | 1,366 | 37.2 |
| Hardin | 18.8 | Male | 9,087 | 712 | 850 | 952 | 782 | 1,220 | 1,216 | 909 | 885 | 1,561 | 35.2 |
| | | Female | 9,713 | 691 | 793 | 738 | 655 | 1,212 | 1,215 | 973 | 1,012 | 2,424 | 41.3 |
| Harrison | 14.7 | Male | 7,076 | 680 | 695 | 690 | 501 | 1,008 | 935 | 753 | 683 | 1,131 | 34.6 |
| | | Female | 7,624 | 587 | 684 | 636 | 495 | 1,046 | 922 | 776 | 748 | 1,730 | 38.9 |
| Henry | 19.2 | Male | 9,574 | 804 | 844 | 824 | 1,039 | 1,589 | 1,468 | 1,025 | 733 | 1,248 | 33.0 |
| | | Female | 9,626 | 797 | 816 | 787 | 817 | 1,345 | 1,370 | 943 | 819 | 1,932 | 36.8 |
| Howard | 9.7 | Male | 4,710 | 407 | 470 | 432 | 308 | 685 | 581 | 481 | 475 | 871 | 35.9 |
| | | Female | 4,990 | 425 | 463 | 415 | 264 | 634 | 554 | 484 | 520 | 1,231 | 40.3 |
| Humboldt | 10.6 | Male | 5,132 | 453 | 486 | 447 | 328 | 705 | 696 | 525 | 563 | 929 | 37.1 |
| | | Female | 5,468 | 415 | 488 | 425 | 293 | 705 | 662 | 574 | 608 | 1,298 | 41.2 |
| Ida | 8.3 | Male | 4,015 | 412 | 412 | 378 | 259 | 558 | 553 | 384 | 397 | 662 | 34.8 |
| | | Female | 4,285 | 378 | 396 | 355 | 209 | 562 | 518 | 381 | 464 | 1,022 | 39.7 |
| Iowa | 14.5 | Male | 7,001 | 634 | 651 | 574 | 521 | 1,114 | 1,016 | 711 | 694 | 1,086 | 35.1 |
| | | Female | 7,499 | 664 | 665 | 540 | 435 | 1,099 | 940 | 775 | 735 | 1,646 | 38.7 |
| Jackson | 19.8 | Male | 9,700 | 891 | 1,051 | 942 | 782 | 1,412 | 1,305 | 1,042 | 932 | 1,343 | 33.4 |
| | | Female | 10,100 | 868 | 890 | 912 | 714 | 1,389 | 1,275 | 1,082 | 1,027 | 1,943 | 37.2 |
| Jasper | 34.8 | Male | 16,988 | 1,414 | 1,585 | 1,624 | 1,354 | 2,621 | 2,563 | 1,876 | 1,703 | 2,248 | 34.6 |
| | | Female | 17,812 | 1,386 | 1,498 | 1,457 | 1,248 | 2,568 | 2,519 | 1,981 | 1,865 | 3,290 | 38.0 |
| Jefferson | 16.3 | Male | 7,945 | 659 | 728 | 656 | 599 | 1,162 | 1,791 | 813 | 599 | 938 | 35.9 |
| | | Female | 8,355 | 674 | 733 | 553 | 543 | 1,164 | 1,668 | 879 | 679 | 1,462 | 38.1 |
| Johnson | 96.9 | Male | 48,006 | 3,854 | 3,438 | 2,776 | 11,928 | 9,968 | 7,037 | 3,702 | 2,456 | 2,847 | 27.0 |
| | | Female | 48,894 | 3,750 | 3,300 | 2,704 | 11,849 | 9,452 | 7,009 | 3,809 | 2,654 | 4,367 | 28.0 |
| Jones | 19.4 | Male | 10,028 | 794 | 858 | 905 | 1,063 | 1,746 | 1,538 | 1,018 | 843 | 1,263 | 33.0 |
| | | Female | 9,372 | 784 | 863 | 810 | 646 | 1,309 | 1,251 | 975 | 904 | 1,830 | 37.2 |
| Keokuk | 11.5 | Male | 5,575 | 501 | 572 | 491 | 376 | 819 | 736 | 565 | 555 | 960 | 35.4 |
| | | Female | 5,925 | 466 | 531 | 444 | 363 | 796 | 692 | 593 | 614 | 1,426 | 40.2 |
| Kossuth | 18.4 | Male | 8,932 | 793 | 976 | 885 | 524 | 1,316 | 1,219 | 910 | 914 | 1,395 | 34.8 |
| | | Female | 9,468 | 817 | 906 | 809 | 510 | 1,209 | 1,141 | 1,008 | 977 | 2,091 | 39.2 |
| Lee | 38.4 | Male | 18,787 | 1,633 | 1,849 | 1,678 | 1,487 | 2,967 | 2,940 | 2,053 | 1,719 | 2,461 | 34.3 |
| | | Female | 19,613 | 1,531 | 1,671 | 1,584 | 1,484 | 2,732 | 2,700 | 2,060 | 1,891 | 3,960 | 38.0 |
| Linn | 169.3 | Male | 82,208 | 7,561 | 7,517 | 7,007 | 8,831 | 14,326 | 13,024 | 9,039 | 6,808 | 8,095 | 32.1 |
| | | Female | 87,092 | 7,213 | 7,019 | 6,591 | 9,388 | 14,435 | 13,259 | 9,492 | 7,255 | 12,440 | 34.2 |
| Louisa | 11.6 | Male | 5,840 | 515 | 583 | 553 | 560 | 927 | 833 | 614 | 510 | 745 | 32.6 |
| | | Female | 5,760 | 462 | 536 | 534 | 417 | 827 | 841 | 614 | 531 | 998 | 36.2 |
| Lucas | 9.0 | Male | 4,282 | 359 | 398 | 386 | 312 | 549 | 583 | 501 | 452 | 742 | 37.3 |
| | | Female | 4,718 | 353 | 387 | 347 | 306 | 597 | 582 | 507 | 517 | 1,122 | 41.3 |
| Lyon | 11.9 | Male | 5,815 | 604 | 715 | 565 | 404 | 798 | 769 | 508 | 585 | 867 | 32.8 |
| | | Female | 6,085 | 550 | 609 | 578 | 401 | 742 | 757 | 552 | 622 | 1,274 | 37.1 |
| Madison | 12.5 | Male | 6,088 | 530 | 656 | 621 | 443 | 795 | 943 | 671 | 532 | 897 | 35.0 |
| | | Female | 6,412 | 509 | 588 | 557 | 413 | 872 | 891 | 669 | 559 | 1,354 | 38.0 |
| Mahaska | 21.5 | Male | 10,460 | 984 | 1,017 | 917 | 1,027 | 1,575 | 1,496 | 1,019 | 896 | 1,529 | 33.2 |
| | | Female | 11,040 | 905 | 920 | 907 | 975 | 1,550 | 1,437 | 1,053 | 1,028 | 2,265 | 36.8 |
| Marion | 30.1 | Male | 14,963 | 1,320 | 1,407 | 1,350 | 1,646 | 2,127 | 2,121 | 1,579 | 1,320 | 2,093 | 33.3 |
| | | Female | 15,137 | 1,166 | 1,336 | 1,190 | 1,725 | 2,087 | 2,029 | 1,498 | 1,342 | 2,764 | 35.3 |
| Marshall | 38.0 | Male | 18,557 | 1,571 | 1,735 | 1,599 | 1,522 | 2,616 | 2,816 | 2,103 | 1,722 | 2,873 | 35.8 |
| | | Female | 19,443 | 1,496 | 1,627 | 1,556 | 1,472 | 2,734 | 2,857 | 2,111 | 1,835 | 3,755 | 37.9 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES | | | | Population by Age and Sex | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | Median Age By Sex |
| **IOWA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Mills | 13.2 | Male | 6,543 | 556 | 705 | 669 | 477 | 993 | 1,092 | 757 | 572 | 722 | 33.7 |
| | | Female | 6,657 | 482 | 585 | 649 | 467 | 980 | 1,126 | 702 | 576 | 1,090 | 36.5 |
| Mitchell | 10.9 | Male | 5,292 | 464 | 517 | 495 | 361 | 722 | 692 | 540 | 542 | 959 | 36.3 |
| | | Female | 5,608 | 432 | 493 | 453 | 339 | 681 | 628 | 576 | 589 | 1,417 | 41.5 |
| Monona | 9.9 | Male | 4,706 | 379 | 464 | 392 | 272 | 594 | 653 | 518 | 504 | 930 | 38.9 |
| | | Female | 5,194 | 343 | 431 | 424 | 270 | 614 | 570 | 544 | 578 | 1,420 | 44.0 |
| Monroe | 8.1 | Male | 3,893 | 332 | 370 | 351 | 301 | 543 | 525 | 405 | 390 | 676 | 35.9 |
| | | Female | 4,207 | 309 | 355 | 354 | 272 | 545 | 533 | 405 | 441 | 993 | 40.0 |
| Montgomery | 12.0 | Male | 5,646 | 468 | 542 | 498 | 402 | 783 | 821 | 551 | 579 | 1,002 | 36.6 |
| | | Female | 6,354 | 449 | 507 | 511 | 387 | 817 | 823 | 602 | 637 | 1,621 | 41.1 |
| Muscatine | 39.9 | Male | 19,504 | 1,896 | 2,055 | 1,794 | 1,789 | 3,201 | 3,006 | 2,088 | 1,571 | 2,104 | 31.9 |
| | | Female | 20,396 | 1,757 | 1,907 | 1,795 | 1,721 | 3,226 | 2,950 | 2,139 | 1,674 | 3,227 | 34.4 |
| O'Brien | 15.3 | Male | 7,356 | 650 | 775 | 678 | 577 | 1,048 | 988 | 676 | 734 | 1,230 | 34.5 |
| | | Female | 7,944 | 630 | 731 | 644 | 433 | 1,026 | 946 | 759 | 843 | 1,932 | 40.4 |
| Osceola | 7.2 | Male | 3,491 | 330 | 337 | 323 | 270 | 530 | 446 | 335 | 370 | 550 | 34.2 |
| | | Female | 3,709 | 335 | 345 | 304 | 226 | 486 | 431 | 360 | 378 | 844 | 38.7 |
| Page | 16.7 | Male | 8,088 | 635 | 738 | 780 | 661 | 1,083 | 1,208 | 854 | 764 | 1,365 | 36.2 |
| | | Female | 8,612 | 617 | 745 | 681 | 486 | 1,103 | 1,082 | 845 | 916 | 2,137 | 41.2 |
| Palo Alto | 10.5 | Male | 5,066 | 427 | 491 | 535 | 423 | 690 | 627 | 479 | 556 | 838 | 34.5 |
| | | Female | 5,434 | 422 | 504 | 445 | 331 | 633 | 608 | 541 | 628 | 1,322 | 41.3 |
| Plymouth | 23.4 | Male | 11,482 | 1,095 | 1,306 | 1,166 | 1,039 | 1,586 | 1,553 | 1,116 | 1,086 | 1,535 | 32.2 |
| | | Female | 11,918 | 1,066 | 1,162 | 1,043 | 917 | 1,606 | 1,546 | 1,151 | 1,143 | 2,284 | 36.1 |
| Pocahontas | 9.4 | Male | 4,546 | 427 | 435 | 422 | 240 | 648 | 594 | 496 | 475 | 809 | 36.7 |
| | | Female | 4,854 | 383 | 436 | 352 | 221 | 593 | 576 | 534 | 522 | 1,237 | 42.7 |
| Polk | 329.9 | Male | 157,203 | 15,806 | 14,369 | 12,432 | 16,866 | 29,690 | 25,035 | 16,465 | 12,398 | 14,142 | 31.4 |
| | | Female | 172,697 | 14,941 | 13,658 | 12,105 | 18,923 | 31,334 | 26,450 | 17,650 | 13,806 | 23,830 | 33.5 |
| ☐ Pottawattamie | 82.6 | Male | 39,684 | 3,913 | 4,027 | 3,684 | 3,496 | 6,471 | 5,753 | 4,200 | 3,743 | 4,397 | 32.3 |
| | | Female | 42,916 | 3,756 | 3,822 | 3,470 | 3,734 | 6,818 | 5,954 | 4,556 | 4,166 | 6,640 | 34.8 |
| Poweshiek | 19.1 | Male | 9,190 | 759 | 853 | 805 | 1,182 | 1,285 | 1,281 | 933 | 823 | 1,269 | 32.8 |
| | | Female | 9,910 | 717 | 807 | 786 | 1,142 | 1,313 | 1,277 | 1,040 | 897 | 1,931 | 36.5 |
| Ringgold | 5.4 | Male | 2,567 | 209 | 258 | 209 | 146 | 310 | 332 | 269 | 324 | 510 | 39.6 |
| | | Female | 2,833 | 158 | 255 | 211 | 144 | 316 | 336 | 294 | 320 | 799 | 44.9 |
| Sac | 12.2 | Male | 5,955 | 564 | 616 | 525 | 378 | 827 | 775 | 576 | 623 | 1,071 | 35.9 |
| | | Female | 6,245 | 473 | 566 | 518 | 311 | 763 | 765 | 564 | 678 | 1,607 | 41.4 |
| Scott | 150.4 | Male | 72,799 | 7,331 | 7,450 | 6,784 | 7,105 | 11,962 | 11,721 | 7,878 | 5,766 | 6,802 | 31.5 |
| | | Female | 77,601 | 7,114 | 7,082 | 6,534 | 7,407 | 12,864 | 11,861 | 8,150 | 6,165 | 10,424 | 33.3 |
| Shelby | 13.1 | Male | 6,396 | 600 | 635 | 601 | 430 | 888 | 850 | 654 | 655 | 1,083 | 35.5 |
| | | Female | 6,704 | 515 | 587 | 631 | 373 | 848 | 827 | 650 | 688 | 1,585 | 39.8 |
| Sioux | 29.9 | Male | 14,497 | 1,471 | 1,689 | 1,406 | 1,838 | 1,954 | 1,895 | 1,309 | 1,164 | 1,771 | 29.3 |
| | | Female | 15,403 | 1,391 | 1,660 | 1,400 | 1,864 | 1,962 | 1,812 | 1,387 | 1,292 | 2,635 | 32.1 |
| Story | 74.2 | Male | 38,385 | 2,844 | 2,633 | 2,263 | 12,116 | 6,202 | 4,569 | 2,894 | 2,087 | 2,777 | 24.6 |
| | | Female | 35,815 | 2,521 | 2,457 | 2,210 | 8,929 | 5,561 | 4,498 | 2,933 | 2,305 | 4,401 | 28.2 |
| Tama | 17.3 | Male | 8,378 | 735 | 803 | 750 | 643 | 1,157 | 1,130 | 959 | 838 | 1,363 | 35.9 |
| | | Female | 8,922 | 687 | 782 | 785 | 587 | 1,133 | 1,092 | 940 | 915 | 2,001 | 39.5 |
| Taylor | 7.0 | Male | 3,308 | 259 | 366 | 283 | 207 | 396 | 454 | 329 | 347 | 667 | 38.1 |
| | | Female | 3,692 | 261 | 312 | 319 | 201 | 412 | 432 | 347 | 387 | 1,021 | 42.9 |
| Union | 12.7 | Male | 5,961 | 503 | 591 | 548 | 539 | 819 | 872 | 628 | 532 | 929 | 34.8 |
| | | Female | 6,739 | 477 | 573 | 610 | 507 | 886 | 893 | 650 | 618 | 1,525 | 38.5 |
| Van Buren | 7.6 | Male | 3,741 | 346 | 359 | 369 | 269 | 483 | 498 | 394 | 373 | 650 | 35.9 |
| | | Female | 3,859 | 319 | 356 | 254 | 237 | 505 | 475 | 429 | 381 | 903 | 40.4 |
| Wapello | 35.3 | Male | 16,844 | 1,413 | 1,522 | 1,455 | 1,608 | 2,359 | 2,471 | 1,749 | 1,681 | 2,586 | 35.3 |
| | | Female | 18,456 | 1,419 | 1,326 | 1,403 | 1,445 | 2,525 | 2,528 | 1,848 | 1,951 | 4,011 | 39.4 |
| Warren | 36.2 | Male | 17,621 | 1,664 | 1,865 | 1,781 | 1,781 | 2,580 | 2,869 | 2,128 | 1,422 | 1,531 | 31.7 |
| | | Female | 18,579 | 1,575 | 1,741 | 1,675 | 1,823 | 2,825 | 2,962 | 2,143 | 1,410 | 2,425 | 33.8 |
| Washington | 19.6 | Male | 9,430 | 913 | 935 | 850 | 726 | 1,460 | 1,378 | 948 | 836 | 1,384 | 33.8 |
| | | Female | 10,170 | 877 | 862 | 839 | 668 | 1,444 | 1,309 | 987 | 930 | 2,254 | 38.0 |
| Wayne | 7.0 | Male | 3,300 | 268 | 269 | 276 | 189 | 416 | 407 | 333 | 373 | 769 | 40.7 |
| | | Female | 3,700 | 282 | 291 | 264 | 203 | 431 | 406 | 351 | 402 | 1,070 | 44.3 |
| Webster | 40.0 | Male | 19,081 | 1,821 | 1,906 | 1,603 | 1,725 | 2,804 | 2,665 | 1,926 | 1,891 | 2,740 | 33.9 |
| | | Female | 20,919 | 1,741 | 1,808 | 1,587 | 1,674 | 2,963 | 2,730 | 2,017 | 2,088 | 4,311 | 37.5 |
| Winnebago | 12.0 | Male | 5,810 | 509 | 561 | 511 | 547 | 828 | 866 | 567 | 516 | 905 | 34.4 |
| | | Female | 6,190 | 481 | 551 | 473 | 535 | 803 | 796 | 583 | 573 | 1,395 | 38.2 |
| Winneshiek | 20.8 | Male | 10,176 | 881 | 901 | 838 | 1,600 | 1,507 | 1,292 | 938 | 886 | 1,333 | 30.8 |
| | | Female | 10,624 | 863 | 903 | 797 | 1,703 | 1,392 | 1,211 | 974 | 904 | 1,877 | 32.5 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **IOWA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Woodbury | 98.3 | Male | 47,279 | 4,793 | 4,943 | 4,513 | 4,635 | 7,492 | 6,977 | 4,410 | 3,985 | 5,531 | 31.3 |
| | | Female | 51,021 | 4,460 | 4,784 | 4,287 | 4,689 | 7,613 | 7,065 | 4,640 | 4,575 | 8,908 | 34.6 |
| Worth | 7.9 | Male | 3,828 | 318 | 378 | 337 | 265 | 532 | 524 | 434 | 388 | 652 | 36.6 |
| | | Female | 4,072 | 295 | 324 | 314 | 254 | 521 | 527 | 421 | 420 | 996 | 41.2 |
| Wright | 14.1 | Male | 6,706 | 586 | 586 | 557 | 464 | 931 | 939 | 715 | 686 | 1,242 | 37.4 |
| | | Female | 7,394 | 573 | 578 | 584 | 419 | 942 | 928 | 703 | 792 | 1,875 | 41.5 |
| **TOTAL METRO COUNTIES** | **1,225.1** | **Male** | **590,428** | **56,280** | **56,121** | **50,575** | **69,541** | **100,589** | **91,146** | **61,383** | **47,135** | **57,658** | **31.2** |
| | | **Female** | **634,672** | **53,578** | **53,277** | **48,314** | **73,300** | **104,846** | **93,867** | **64,084** | **51,703** | **91,703** | **33.5** |
| **TOTAL STATE** | **2,770.3** | **Male** | **1,341,139** | **122,451** | **129,298** | **118,044** | **140,548** | **210,074** | **197,966** | **138,627** | **116,700** | **167,431** | **32.6** |
| | | **Female** | **1,429,161** | **116,982** | **122,753** | **112,698** | **137,192** | **213,012** | **197,463** | **143,754** | **128,346** | **256,961** | **35.6** |
| **KANSAS** | | | | | | | | | | | | | |
| **KANSAS CITY** | **1,584.7** | **Male** | **765,920** | **76,505** | **73,456** | **65,184** | **70,830** | **141,114** | **123,669** | **82,909** | **61,216** | **70,937** | **31.9** |
| | | **Female** | **818,780** | **72,968** | **70,163** | **62,643** | **73,124** | **145,152** | **127,695** | **86,553** | **68,086** | **112,396** | **34.0** |
| Johnson | 366.4 | Male | 177,081 | 18,088 | 17,337 | 15,028 | 14,595 | 33,199 | 32,104 | 19,998 | 12,891 | 13,841 | 32.1 |
| | | Female | 189,319 | 17,389 | 16,446 | 14,417 | 15,543 | 35,989 | 34,314 | 20,445 | 14,274 | 20,502 | 33.6 |
| Leavenworth | 65.4 | Male | 36,024 | 3,011 | 3,288 | 2,750 | 2,938 | 7,480 | 7,945 | 3,608 | 2,333 | 2,671 | 33.1 |
| | | Female | 29,376 | 2,691 | 3,089 | 2,693 | 2,372 | 4,934 | 4,985 | 2,897 | 2,174 | 3,541 | 32.8 |
| Miami | 23.8 | Male | 11,700 | 1,094 | 1,183 | 1,141 | 920 | 1,857 | 1,777 | 1,386 | 1,042 | 1,300 | 33.1 |
| | | Female | 12,100 | 1,044 | 1,137 | 1,043 | 878 | 1,830 | 1,759 | 1,335 | 1,079 | 1,995 | 35.7 |
| Wyandotte | 161.3 | Male | 76,909 | 8,392 | 8,181 | 7,026 | 7,572 | 13,483 | 10,591 | 7,251 | 6,360 | 8,053 | 30.4 |
| | | Female | 84,391 | 8,113 | 7,711 | 6,754 | 8,058 | 14,309 | 11,282 | 7,988 | 7,306 | 12,870 | 33.1 |
| *Cass, Mo.* | *65.0* | *Male* | *31,678* | *3,265* | *3,425* | *3,051* | *2,749* | *5,319* | *4,772* | *3,782* | *2,611* | *2,704* | *31.3* |
| | | *Female* | *33,322* | *3,152* | *3,211* | *2,910* | *2,748* | *5,639* | *5,076* | *3,778* | *2,563* | *4,245* | *33.2* |
| *Clay, Mo.* | *155.1* | *Male* | *74,974* | *7,296* | *6,916* | *6,228* | *7,312* | *13,839* | *12,094* | *8,701* | *6,243* | *6,345* | *32.0* |
| | | *Female* | *80,126* | *6,913* | *6,809* | *6,041* | *7,756* | *14,477* | *12,749* | *9,047* | *6,717* | *9,617* | *33.7* |
| *Jackson, Mo.* | *635.2* | *Male* | *302,120* | *30,255* | *27,812* | *24,882* | *29,753* | *56,713* | *45,601* | *31,117* | *25,228* | *30,759* | *31.8* |
| | | *Female* | *333,080* | *28,692* | *26,708* | *24,118* | *30,934* | *58,553* | *48,373* | *34,407* | *29,419* | *51,876* | *34.6* |
| *Lafayette, Mo.* | *31.3* | *Male* | *15,294* | *1,406* | *1,510* | *1,430* | *1,421* | *2,276* | *2,105* | *1,766* | *1,392* | *1,988* | *33.3* |
| | | *Female* | *16,006* | *1,371* | *1,380* | *1,240* | *1,226* | *2,202* | *2,225* | *1,696* | *1,457* | *3,209* | *37.6* |
| *Platte, Mo.* | *59.1* | *Male* | *29,319* | *2,780* | *2,667* | *2,534* | *2,727* | *5,331* | *5,128* | *3,933* | *2,134* | *2,085* | *32.4* |
| | | *Female* | *29,781* | *2,583* | *2,604* | *2,452* | *2,798* | *5,522* | *5,337* | *3,613* | *2,089* | *2,783* | *33.1* |
| *Ray, Mo.* | *22.1* | *Male* | *10,821* | *1,018* | *1,137* | *1,114* | *843* | *1,617* | *1,552* | *1,367* | *982* | *1,191* | *33.0* |
| | | *Female* | *11,279* | *1,020* | *1,068* | *975* | *811* | *1,697* | *1,595* | *1,347* | *1,008* | *1,758* | *35.4* |
| **LAWRENCE** | **82.9** | **Male** | **41,288** | **3,337** | **3,013** | **2,496** | **11,700** | **7,381** | **5,420** | **3,138** | **2,146** | **2,657** | **25.1** |
| | | **Female** | **41,612** | **3,066** | **2,847** | **2,502** | **11,179** | **7,019** | **5,450** | **3,139** | **2,328** | **4,082** | **26.7** |
| Douglas | 82.9 | Male | 41,288 | 3,337 | 3,013 | 2,496 | 11,700 | 7,381 | 5,420 | 3,138 | 2,146 | 2,657 | 25.1 |
| | | Female | 41,612 | 3,066 | 2,847 | 2,502 | 11,179 | 7,019 | 5,450 | 3,139 | 2,328 | 4,082 | 26.7 |
| **TOPEKA** | **162.0** | **Male** | **78,109** | **7,579** | **7,618** | **6,721** | **7,222** | **13,209** | **12,343** | **8,240** | **6,937** | **8,240** | **32.5** |
| | | **Female** | **83,891** | **6,964** | **7,041** | **6,295** | **7,451** | **13,933** | **12,840** | **8,811** | **7,606** | **12,950** | **35.2** |
| Shawnee | 162.0 | Male | 78,109 | 7,579 | 7,618 | 6,721 | 7,222 | 13,209 | 12,343 | 8,240 | 6,937 | 8,240 | 32.5 |
| | | Female | 83,891 | 6,964 | 7,041 | 6,295 | 7,451 | 13,933 | 12,840 | 8,811 | 7,606 | 12,950 | 35.2 |
| **WICHITA** | **458.6** | **Male** | **224,539** | **24,242** | **22,324** | **19,025** | **21,643** | **41,885** | **34,943** | **21,503** | **17,970** | **21,004** | **31.0** |
| | | **Female** | **234,061** | **23,253** | **21,355** | **18,427** | **21,682** | **41,098** | **34,118** | **22,534** | **19,437** | **32,157** | **32.9** |
| Butler | 51.2 | Male | 25,147 | 2,528 | 2,691 | 2,444 | 2,001 | 3,838 | 4,040 | 2,576 | 2,259 | 2,770 | 32.6 |
| | | Female | 26,053 | 2,334 | 2,606 | 2,264 | 1,949 | 3,950 | 3,949 | 2,626 | 2,299 | 4,076 | 34.8 |
| Sedgwick | 407.4 | Male | 199,392 | 21,714 | 19,633 | 16,581 | 19,642 | 38,047 | 30,903 | 18,927 | 15,711 | 18,234 | 30.8 |
| | | Female | 208,008 | 20,919 | 18,749 | 16,163 | 19,733 | 37,148 | 30,169 | 19,908 | 17,138 | 28,081 | 32.7 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Allen | 14.5 | Male | 6,971 | 653 | 745 | 653 | 605 | 956 | 927 | 880 | 636 | 1,116 | 33.7 |
| | | Female | 7,529 | 624 | 703 | 596 | 561 | 1,026 | 951 | 722 | 707 | 1,639 | 37.7 |
| Anderson | 7.7 | Male | 3,706 | 316 | 355 | 358 | 257 | 499 | 456 | 400 | 361 | 704 | 36.5 |
| | | Female | 3,994 | 319 | 375 | 319 | 273 | 474 | 463 | 400 | 379 | 992 | 40.1 |
| Atchison | 16.9 | Male | 8,233 | 787 | 773 | 953 | 915 | 1,146 | 1,040 | 813 | 751 | 1,055 | 31.0 |
| | | Female | 8,667 | 691 | 782 | 719 | 844 | 1,190 | 1,008 | 855 | 777 | 1,801 | 36.1 |
| Barber | 5.8 | Male | 2,783 | 258 | 305 | 219 | 153 | 401 | 394 | 265 | 296 | 492 | 36.4 |
| | | Female | 3,017 | 249 | 274 | 252 | 158 | 422 | 342 | 273 | 301 | 746 | 39.5 |
| Barton | 28.9 | Male | 13,936 | 1,418 | 1,481 | 1,198 | 1,101 | 2,199 | 1,953 | 1,369 | 1,329 | 1,888 | 33.0 |
| | | Female | 14,964 | 1,346 | 1,326 | 1,081 | 1,164 | 2,206 | 1,929 | 1,463 | 1,502 | 2,947 | 36.9 |

# POPULATION BY AGE AND SEX

**S&MM ESTIMATES**

| METRO AREA County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **KANSAS (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Bourbon | 14.9 | Male | 7,008 | 680 | 692 | 601 | 650 | 964 | 930 | 714 | 641 | 1,136 | 34.1 |
| | | Female | 7,892 | 629 | 671 | 616 | 570 | 992 | 1,014 | 722 | 773 | 1,905 | 39.6 |
| Brown | 11.1 | Male | 5,317 | 527 | 572 | 458 | 367 | 730 | 688 | 511 | 503 | 961 | 35.1 |
| | | Female | 5,783 | 503 | 527 | 477 | 365 | 765 | 670 | 511 | 513 | 1,452 | 38.8 |
| Butler | 51.2 | Male | 25,147 | 2,528 | 2,691 | 2,444 | 2,001 | 3,838 | 4,040 | 2,576 | 2,259 | 2,770 | 32.6 |
| | | Female | 26,053 | 2,334 | 2,606 | 2,264 | 1,949 | 3,950 | 3,949 | 2,626 | 2,299 | 4,076 | 34.8 |
| Chase | 3.0 | Male | 1,485 | 134 | 140 | 145 | 86 | 189 | 190 | 162 | 146 | 293 | 37.6 |
| | | Female | 1,515 | 113 | 128 | 93 | 82 | 204 | 190 | 150 | 152 | 403 | 42.2 |
| Chautauqua | 4.3 | Male | 2,092 | 171 | 186 | 184 | 121 | 257 | 231 | 248 | 208 | 486 | 40.5 |
| | | Female | 2,208 | 151 | 171 | 150 | 109 | 250 | 240 | 256 | 227 | 654 | 46.4 |
| Cherokee | 21.3 | Male | 10,149 | 937 | 1,018 | 968 | 937 | 1,405 | 1,410 | 1,168 | 875 | 1,431 | 33.6 |
| | | Female | 11,151 | 831 | 954 | 949 | 924 | 1,460 | 1,449 | 1,194 | 1,069 | 2,321 | 38.2 |
| Cheyenne | 3.2 | Male | 1,533 | 121 | 137 | 135 | 84 | 171 | 243 | 134 | 200 | 308 | 39.9 |
| | | Female | 1,667 | 116 | 132 | 133 | 62 | 189 | 200 | 150 | 223 | 462 | 45.1 |
| Clark | 2.4 | Male | 1,165 | 93 | 131 | 107 | 59 | 152 | 157 | 135 | 112 | 219 | 37.6 |
| | | Female | 1,235 | 85 | 98 | 90 | 53 | 140 | 160 | 111 | 137 | 361 | 44.5 |
| Clay | 9.1 | Male | 4,408 | 407 | 416 | 380 | 301 | 578 | 615 | 434 | 423 | 854 | 37.0 |
| | | Female | 4,692 | 338 | 409 | 382 | 263 | 522 | 630 | 427 | 489 | 1,232 | 41.9 |
| Cloud | 10.9 | Male | 5,114 | 435 | 493 | 419 | 464 | 663 | 635 | 532 | 461 | 1,012 | 36.3 |
| | | Female | 5,786 | 399 | 411 | 360 | 528 | 634 | 644 | 546 | 569 | 1,695 | 43.7 |
| Coffey | 8.3 | Male | 4,106 | 366 | 433 | 374 | 267 | 590 | 620 | 418 | 344 | 694 | 35.4 |
| | | Female | 4,194 | 343 | 386 | 366 | 264 | 590 | 558 | 413 | 339 | 935 | 37.7 |
| Comanche | 2.3 | Male | 1,098 | 102 | 95 | 93 | 67 | 130 | 138 | 124 | 112 | 237 | 39.5 |
| | | Female | 1,202 | 91 | 103 | 79 | 57 | 143 | 138 | 117 | 110 | 364 | 44.3 |
| Cowley | 36.9 | Male | 17,875 | 1,620 | 1,798 | 1,614 | 1,729 | 2,695 | 2,547 | 1,912 | 1,628 | 2,332 | 33.1 |
| | | Female | 19,025 | 1,589 | 1,704 | 1,522 | 1,586 | 2,652 | 2,575 | 1,939 | 1,767 | 3,691 | 36.8 |
| Crawford | 35.3 | Male | 16,942 | 1,410 | 1,500 | 1,393 | 2,442 | 2,550 | 2,184 | 1,590 | 1,298 | 2,575 | 31.8 |
| | | Female | 18,358 | 1,272 | 1,461 | 1,251 | 2,158 | 2,437 | 2,214 | 1,638 | 1,575 | 4,352 | 37.7 |
| Decatur | 4.0 | Male | 1,940 | 178 | 196 | 168 | 89 | 277 | 243 | 187 | 203 | 399 | 37.6 |
| | | Female | 2,060 | 162 | 188 | 147 | 67 | 263 | 223 | 184 | 244 | 582 | 44.1 |
| Dickinson | 19.0 | Male | 9,141 | 801 | 911 | 860 | 641 | 1,313 | 1,250 | 977 | 912 | 1,476 | 35.4 |
| | | Female | 9,859 | 794 | 821 | 792 | 608 | 1,315 | 1,232 | 1,000 | 999 | 2,298 | 39.9 |
| Doniphan | 8.1 | Male | 3,975 | 354 | 377 | 371 | 438 | 527 | 576 | 396 | 334 | 602 | 33.5 |
| | | Female | 4,125 | 321 | 373 | 331 | 376 | 544 | 522 | 399 | 394 | 865 | 37.3 |
| Douglas | 82.9 | Male | 41,288 | 3,337 | 3,013 | 2,496 | 11,700 | 7,381 | 5,420 | 3,138 | 2,146 | 2,657 | 25.1 |
| | | Female | 41,612 | 3,066 | 2,847 | 2,502 | 11,179 | 7,019 | 5,450 | 3,139 | 2,328 | 4,082 | 26.7 |
| Edwards | 3.8 | Male | 1,831 | 138 | 192 | 158 | 107 | 267 | 233 | 197 | 191 | 348 | 37.3 |
| | | Female | 1,969 | 142 | 181 | 144 | 88 | 264 | 214 | 202 | 192 | 542 | 42.7 |
| Elk | 3.3 | Male | 1,578 | 133 | 131 | 126 | 98 | 168 | 165 | 184 | 185 | 388 | 43.1 |
| | | Female | 1,722 | 108 | 106 | 109 | 86 | 159 | 186 | 186 | 189 | 593 | 50.8 |
| Ellis | 25.8 | Male | 12,639 | 1,140 | 1,298 | 1,060 | 1,909 | 1,948 | 1,826 | 1,095 | 960 | 1,403 | 29.7 |
| | | Female | 13,161 | 1,067 | 1,162 | 1,015 | 1,872 | 1,982 | 1,818 | 1,130 | 1,078 | 2,037 | 32.4 |
| Ellsworth | 6.6 | Male | 3,415 | 238 | 298 | 269 | 325 | 584 | 493 | 314 | 306 | 588 | 34.9 |
| | | Female | 3,185 | 227 | 265 | 271 | 149 | 382 | 380 | 301 | 328 | 882 | 42.9 |
| Finney | 33.5 | Male | 17,001 | 2,237 | 2,047 | 1,625 | 2,012 | 3,314 | 2,465 | 1,336 | 911 | 1,054 | 26.7 |
| | | Female | 16,499 | 2,103 | 1,898 | 1,630 | 1,770 | 3,037 | 2,221 | 1,314 | 989 | 1,537 | 27.8 |
| Ford | 27.5 | Male | 13,873 | 1,524 | 1,426 | 1,169 | 1,792 | 2,376 | 1,890 | 1,238 | 999 | 1,459 | 29.3 |
| | | Female | 13,627 | 1,472 | 1,334 | 1,110 | 1,483 | 2,182 | 1,715 | 1,255 | 1,066 | 2,010 | 31.5 |
| Franklin | 22.0 | Male | 10,654 | 1,100 | 1,109 | 969 | 992 | 1,663 | 1,461 | 1,095 | 905 | 1,360 | 32.0 |
| | | Female | 11,346 | 1,095 | 1,026 | 899 | 961 | 1,716 | 1,430 | 1,135 | 1,006 | 2,078 | 34.9 |
| Geary | 30.2 | Male | 15,488 | 2,054 | 1,401 | 1,117 | 2,873 | 3,122 | 1,961 | 1,119 | 859 | 982 | 26.0 |
| | | Female | 14,712 | 1,954 | 1,390 | 1,093 | 2,290 | 2,759 | 1,748 | 1,144 | 1,001 | 1,333 | 27.3 |
| Gove | 3.2 | Male | 1,588 | 158 | 161 | 135 | 93 | 227 | 220 | 158 | 172 | 264 | 35.9 |
| | | Female | 1,612 | 115 | 154 | 144 | 75 | 195 | 201 | 152 | 199 | 377 | 41.1 |
| Graham | 3.5 | Male | 1,719 | 130 | 199 | 159 | 83 | 230 | 216 | 194 | 204 | 304 | 37.7 |
| | | Female | 1,781 | 127 | 161 | 145 | 70 | 241 | 207 | 205 | 214 | 411 | 42.1 |
| Grant | 7.2 | Male | 3,595 | 413 | 493 | 361 | 311 | 602 | 534 | 356 | 266 | 259 | 28.6 |
| | | Female | 3,605 | 394 | 447 | 391 | 287 | 574 | 526 | 339 | 280 | 367 | 29.9 |
| Gray | 5.4 | Male | 2,649 | 296 | 301 | 278 | 210 | 398 | 416 | 270 | 196 | 284 | 31.0 |
| | | Female | 2,751 | 286 | 309 | 271 | 183 | 413 | 383 | 260 | 212 | 434 | 32.9 |
| Greeley | 1.8 | Male | 895 | 106 | 104 | 74 | 52 | 151 | 129 | 71 | 92 | 116 | 32.4 |
| | | Female | 905 | 85 | 104 | 83 | 47 | 157 | 98 | 77 | 91 | 163 | 33.5 |
| Greenwood | 7.7 | Male | 3,730 | 310 | 332 | 344 | 252 | 464 | 482 | 352 | 392 | 802 | 38.4 |
| | | Female | 3,970 | 281 | 299 | 279 | 226 | 458 | 464 | 370 | 445 | 1,148 | 44.5 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **KANSAS (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Hamilton | 2.3 | Male | 1,092 | 103 | 100 | 88 | 72 | 163 | 157 | 121 | 118 | 170 | 36.3 |
| | | Female | 1,208 | 100 | 105 | 101 | 52 | 159 | 151 | 121 | 135 | 284 | 40.8 |
| Harper | 7.0 | Male | 3,371 | 313 | 324 | 309 | 211 | 445 | 451 | 343 | 356 | 619 | 36.9 |
| | | Female | 3,629 | 278 | 302 | 255 | 179 | 447 | 437 | 349 | 379 | 1,003 | 43.1 |
| Harvey | 31.0 | Male | 15,006 | 1,339 | 1,487 | 1,407 | 1,514 | 2,197 | 2,264 | 1,494 | 1,323 | 1,981 | 33.0 |
| | | Female | 15,994 | 1,290 | 1,437 | 1,262 | 1,389 | 2,265 | 2,183 | 1,639 | 1,412 | 3,117 | 36.6 |
| Haskell | 3.9 | Male | 1,972 | 209 | 226 | 219 | 162 | 358 | 278 | 214 | 137 | 169 | 29.7 |
| | | Female | 1,928 | 216 | 223 | 190 | 141 | 317 | 275 | 178 | 157 | 231 | 31.1 |
| Hodgeman | 2.2 | Male | 1,091 | 111 | 103 | 107 | 49 | 165 | 149 | 109 | 127 | 171 | 35.7 |
| | | Female | 1,109 | 110 | 114 | 75 | 43 | 161 | 123 | 117 | 120 | 246 | 39.2 |
| Jackson | 11.5 | Male | 5,641 | 569 | 628 | 533 | 429 | 771 | 811 | 654 | 470 | 776 | 33.6 |
| | | Female | 5,859 | 520 | 543 | 518 | 413 | 822 | 790 | 640 | 527 | 1,086 | 36.4 |
| Jefferson | 16.1 | Male | 8,094 | 734 | 864 | 746 | 591 | 1,211 | 1,222 | 982 | 723 | 1,021 | 34.2 |
| | | Female | 8,006 | 652 | 783 | 655 | 532 | 1,203 | 1,189 | 955 | 692 | 1,345 | 36.5 |
| Jewell | 4.1 | Male | 2,029 | 180 | 197 | 161 | 98 | 232 | 273 | 200 | 255 | 433 | 40.4 |
| | | Female | 2,071 | 145 | 162 | 141 | 78 | 250 | 239 | 199 | 270 | 587 | 46.2 |
| Johnson | 366.4 | Male | 177,081 | 18,088 | 17,337 | 15,028 | 14,595 | 33,199 | 32,104 | 19,998 | 12,891 | 13,841 | 32.1 |
| | | Female | 189,319 | 17,389 | 16,446 | 14,417 | 15,543 | 35,989 | 34,314 | 20,445 | 14,274 | 20,502 | 33.6 |
| Kearny | 4.1 | Male | 2,083 | 251 | 257 | 217 | 172 | 323 | 320 | 180 | 171 | 192 | 29.5 |
| | | Female | 2,017 | 226 | 227 | 195 | 136 | 335 | 279 | 190 | 156 | 273 | 31.7 |
| Kingman | 8.2 | Male | 3,981 | 369 | 401 | 381 | 238 | 551 | 564 | 406 | 414 | 657 | 35.9 |
| | | Female | 4,219 | 364 | 392 | 378 | 229 | 557 | 491 | 434 | 404 | 970 | 38.9 |
| Kiowa | 3.6 | Male | 1,721 | 131 | 165 | 176 | 106 | 228 | 249 | 178 | 188 | 300 | 37.2 |
| | | Female | 1,879 | 150 | 164 | 156 | 119 | 213 | 237 | 168 | 212 | 460 | 40.8 |
| Labette | 23.5 | Male | 11,258 | 1,098 | 1,106 | 1,075 | 1,029 | 1,706 | 1,533 | 1,105 | 953 | 1,653 | 32.7 |
| | | Female | 12,242 | 962 | 1,079 | 958 | 1,025 | 1,661 | 1,566 | 1,205 | 1,097 | 2,689 | 37.8 |
| Lane | 2.4 | Male | 1,209 | 125 | 141 | 120 | 64 | 167 | 163 | 120 | 121 | 188 | 34.3 |
| | | Female | 1,191 | 83 | 105 | 87 | 53 | 152 | 148 | 133 | 120 | 310 | 42.8 |
| Leavenworth | 65.4 | Male | 36,024 | 3,011 | 3,288 | 2,750 | 2,938 | 7,480 | 7,945 | 3,608 | 2,333 | 2,671 | 33.1 |
| | | Female | 29,376 | 2,691 | 3,089 | 2,693 | 2,372 | 4,934 | 4,985 | 2,897 | 2,174 | 3,541 | 32.8 |
| Lincoln | 3.6 | Male | 1,718 | 126 | 154 | 157 | 84 | 206 | 248 | 169 | 206 | 368 | 40.3 |
| | | Female | 1,882 | 124 | 160 | 143 | 70 | 208 | 230 | 175 | 203 | 569 | 45.3 |
| Linn | 8.3 | Male | 4,067 | 361 | 392 | 377 | 288 | 506 | 506 | 432 | 453 | 752 | 37.2 |
| | | Female | 4,233 | 313 | 360 | 327 | 254 | 495 | 520 | 443 | 457 | 1,064 | 42.1 |
| Logan | 3.0 | Male | 1,477 | 129 | 153 | 138 | 88 | 198 | 212 | 136 | 173 | 250 | 36.5 |
| | | Female | 1,523 | 125 | 127 | 129 | 76 | 200 | 179 | 162 | 173 | 352 | 40.8 |
| Lyon | 34.7 | Male | 16,947 | 1,663 | 1,685 | 1,370 | 2,719 | 2,918 | 2,440 | 1,412 | 1,075 | 1,665 | 28.6 |
| | | Female | 17,753 | 1,685 | 1,617 | 1,352 | 2,854 | 2,756 | 2,233 | 1,455 | 1,204 | 2,597 | 30.0 |
| McPherson | 27.2 | Male | 13,223 | 1,252 | 1,313 | 1,121 | 1,385 | 1,931 | 1,951 | 1,308 | 1,130 | 1,832 | 33.0 |
| | | Female | 13,977 | 1,165 | 1,261 | 1,022 | 1,304 | 1,923 | 1,845 | 1,307 | 1,244 | 2,906 | 36.7 |
| Marion | 12.8 | Male | 6,126 | 475 | 558 | 454 | 539 | 822 | 792 | 640 | 614 | 1,232 | 37.7 |
| | | Female | 6,674 | 484 | 545 | 497 | 515 | 733 | 781 | 636 | 710 | 1,773 | 42.2 |
| Marshall | 11.6 | Male | 5,656 | 553 | 594 | 497 | 318 | 798 | 713 | 557 | 564 | 1,062 | 36.0 |
| | | Female | 5,944 | 488 | 537 | 418 | 301 | 761 | 660 | 564 | 611 | 1,604 | 42.1 |
| Meade | 4.2 | Male | 2,058 | 188 | 202 | 204 | 137 | 287 | 303 | 212 | 219 | 306 | 35.4 |
| | | Female | 2,142 | 186 | 201 | 173 | 116 | 284 | 264 | 205 | 222 | 491 | 39.2 |
| Miami | 23.8 | Male | 11,700 | 1,094 | 1,183 | 1,141 | 920 | 1,857 | 1,777 | 1,386 | 1,042 | 1,300 | 33.1 |
| | | Female | 12,100 | 1,044 | 1,137 | 1,043 | 878 | 1,830 | 1,759 | 1,335 | 1,079 | 1,995 | 35.7 |
| Mitchell | 7.1 | Male | 3,432 | 267 | 338 | 320 | 301 | 447 | 506 | 343 | 328 | 582 | 35.8 |
| | | Female | 3,668 | 302 | 299 | 381 | 174 | 433 | 470 | 299 | 336 | 974 | 40.2 |
| Montgomery | 38.6 | Male | 18,213 | 1,767 | 1,757 | 1,621 | 1,611 | 2,562 | 2,431 | 1,990 | 1,628 | 2,846 | 34.2 |
| | | Female | 20,387 | 1,689 | 1,700 | 1,500 | 1,590 | 2,649 | 2,549 | 2,113 | 1,973 | 4,624 | 39.2 |
| Morris | 6.2 | Male | 3,024 | 271 | 284 | 248 | 194 | 388 | 417 | 309 | 326 | 587 | 38.0 |
| | | Female | 3,176 | 239 | 269 | 256 | 181 | 407 | 382 | 306 | 352 | 784 | 41.2 |
| Morton | 3.5 | Male | 1,719 | 153 | 191 | 174 | 139 | 262 | 242 | 195 | 167 | 196 | 32.7 |
| | | Female | 1,781 | 180 | 192 | 182 | 104 | 274 | 233 | 161 | 176 | 279 | 33.5 |
| Nemaha | 10.4 | Male | 5,131 | 498 | 562 | 452 | 373 | 746 | 642 | 456 | 494 | 908 | 34.1 |
| | | Female | 5,269 | 535 | 502 | 453 | 292 | 689 | 576 | 451 | 543 | 1,228 | 37.8 |
| Neosho | 16.8 | Male | 8,058 | 699 | 765 | 709 | 670 | 1,235 | 1,075 | 864 | 769 | 1,272 | 34.6 |
| | | Female | 8,742 | 769 | 785 | 643 | 665 | 1,130 | 1,116 | 850 | 864 | 1,920 | 38.4 |
| Ness | 4.0 | Male | 1,965 | 157 | 214 | 189 | 95 | 297 | 258 | 187 | 201 | 367 | 36.2 |
| | | Female | 2,035 | 153 | 199 | 144 | 79 | 274 | 244 | 192 | 222 | 528 | 41.9 |
| Norton | 5.8 | Male | 3,015 | 237 | 235 | 211 | 292 | 498 | 420 | 311 | 300 | 511 | 35.8 |
| | | Female | 2,785 | 187 | 205 | 223 | 147 | 322 | 330 | 288 | 293 | 790 | 44.3 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **KANSAS (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Osage | 15.3 | Male | 7,442 | 653 | 735 | 734 | 493 | 1,101 | 1,061 | 794 | 754 | 1,117 | 35.0 |
| | | Female | 7,858 | 638 | 730 | 663 | 496 | 1,154 | 1,071 | 796 | 742 | 1,568 | 37.3 |
| Osborne | 4.8 | Male | 2,299 | 197 | 212 | 184 | 121 | 283 | 303 | 222 | 255 | 522 | 40.0 |
| | | Female | 2,501 | 204 | 187 | 183 | 102 | 277 | 253 | 235 | 283 | 777 | 46.7 |
| Ottawa | 5.6 | Male | 2,708 | 250 | 266 | 216 | 165 | 391 | 379 | 293 | 292 | 456 | 36.7 |
| | | Female | 2,892 | 207 | 267 | 230 | 135 | 373 | 369 | 296 | 311 | 704 | 41.3 |
| Pawnee | 7.5 | Male | 3,785 | 279 | 355 | 420 | 278 | 557 | 593 | 401 | 348 | 554 | 35.1 |
| | | Female | 3,715 | 271 | 319 | 308 | 191 | 470 | 504 | 412 | 359 | 881 | 40.9 |
| Phillips | 6.6 | Male | 3,204 | 294 | 298 | 254 | 176 | 432 | 466 | 335 | 321 | 628 | 38.2 |
| | | Female | 3,396 | 255 | 289 | 269 | 157 | 383 | 425 | 366 | 358 | 894 | 43.1 |
| Pottawatomie | 16.3 | Male | 8,114 | 811 | 925 | 765 | 623 | 1,301 | 1,248 | 775 | 651 | 1,015 | 32.2 |
| | | Female | 8,186 | 844 | 773 | 709 | 682 | 1,303 | 1,118 | 770 | 622 | 1,365 | 33.3 |
| Pratt | 9.6 | Male | 4,645 | 408 | 455 | 419 | 380 | 637 | 668 | 505 | 452 | 721 | 35.4 |
| | | Female | 4,955 | 370 | 449 | 386 | 325 | 676 | 655 | 469 | 507 | 1,118 | 39.1 |
| Rawlins | 3.4 | Male | 1,679 | 140 | 200 | 135 | 89 | 218 | 228 | 176 | 184 | 309 | 37.5 |
| | | Female | 1,721 | 123 | 178 | 130 | 75 | 213 | 216 | 177 | 194 | 415 | 41.6 |
| Reno | 62.1 | Male | 30,494 | 2,775 | 2,843 | 2,548 | 2,913 | 5,030 | 4,549 | 3,222 | 2,668 | 3,946 | 33.3 |
| | | Female | 31,606 | 2,537 | 2,765 | 2,460 | 2,455 | 4,582 | 4,376 | 3,277 | 3,025 | 6,129 | 37.3 |
| Republic | 6.4 | Male | 3,057 | 243 | 253 | 260 | 136 | 402 | 363 | 325 | 346 | 729 | 41.5 |
| | | Female | 3,343 | 250 | 242 | 214 | 130 | 351 | 379 | 334 | 393 | 1,050 | 48.2 |
| Rice | 10.5 | Male | 5,014 | 471 | 538 | 414 | 422 | 662 | 653 | 520 | 512 | 822 | 35.0 |
| | | Female | 5,486 | 463 | 458 | 432 | 398 | 694 | 621 | 560 | 564 | 1,296 | 39.8 |
| Riley | 67.3 | Male | 37,032 | 3,159 | 2,570 | 1,918 | 13,639 | 7,197 | 3,825 | 1,790 | 1,234 | 1,700 | 23.6 |
| | | Female | 30,268 | 2,989 | 2,329 | 1,816 | 8,457 | 5,437 | 3,478 | 1,782 | 1,400 | 2,580 | 24.6 |
| Rooks | 5.9 | Male | 2,846 | 263 | 279 | 261 | 167 | 435 | 390 | 266 | 279 | 506 | 35.5 |
| | | Female | 3,054 | 255 | 295 | 235 | 159 | 380 | 335 | 299 | 321 | 775 | 41.1 |
| Rush | 3.7 | Male | 1,784 | 134 | 143 | 143 | 89 | 250 | 229 | 187 | 227 | 382 | 40.8 |
| | | Female | 1,916 | 134 | 156 | 136 | 70 | 212 | 227 | 180 | 251 | 550 | 46.3 |
| Russell | 7.7 | Male | 3,715 | 277 | 337 | 320 | 210 | 516 | 534 | 376 | 416 | 729 | 38.7 |
| | | Female | 3,985 | 265 | 347 | 239 | 193 | 500 | 460 | 406 | 475 | 1,100 | 44.7 |
| Saline | 49.4 | Male | 23,858 | 2,323 | 2,386 | 1,967 | 2,365 | 4,059 | 3,567 | 2,491 | 1,995 | 2,705 | 32.1 |
| | | Female | 25,542 | 2,221 | 2,212 | 1,975 | 2,204 | 4,166 | 3,640 | 2,615 | 2,243 | 4,266 | 35.0 |
| Scott | 5.2 | Male | 2,581 | 272 | 284 | 259 | 182 | 358 | 394 | 268 | 221 | 343 | 33.2 |
| | | Female | 2,619 | 222 | 237 | 239 | 158 | 382 | 365 | 278 | 239 | 499 | 37.0 |
| Sedgwick | 407.4 | Male | 199,392 | 21,714 | 19,633 | 16,581 | 19,642 | 38,047 | 30,903 | 18,927 | 15,711 | 18,234 | 30.8 |
| | | Female | 208,008 | 20,919 | 18,749 | 16,163 | 19,733 | 37,148 | 30,169 | 19,908 | 17,138 | 28,081 | 32.7 |
| Seward | 18.7 | Male | 9,445 | 1,162 | 1,056 | 847 | 1,114 | 1,769 | 1,303 | 814 | 665 | 715 | 28.1 |
| | | Female | 9,255 | 983 | 1,037 | 827 | 967 | 1,653 | 1,194 | 829 | 727 | 1,038 | 29.9 |
| Shawnee | 162.0 | Male | 78,109 | 7,579 | 7,618 | 6,721 | 7,222 | 13,209 | 12,343 | 8,240 | 6,937 | 8,240 | 32.5 |
| | | Female | 83,891 | 6,964 | 7,041 | 6,295 | 7,451 | 13,933 | 12,840 | 8,811 | 7,606 | 12,950 | 35.2 |
| Sheridan | 3.0 | Male | 1,526 | 145 | 163 | 166 | 77 | 215 | 211 | 143 | 177 | 229 | 34.9 |
| | | Female | 1,474 | 131 | 130 | 132 | 56 | 193 | 189 | 157 | 182 | 304 | 40.0 |
| Sherman | 6.8 | Male | 3,321 | 343 | 342 | 267 | 344 | 453 | 437 | 375 | 293 | 467 | 33.0 |
| | | Female | 3,479 | 308 | 283 | 276 | 265 | 460 | 443 | 386 | 390 | 668 | 38.3 |
| Smith | 5.0 | Male | 2,401 | 166 | 227 | 200 | 107 | 296 | 300 | 222 | 307 | 576 | 41.8 |
| | | Female | 2,599 | 163 | 186 | 186 | 90 | 278 | 290 | 284 | 297 | 825 | 48.7 |
| Stafford | 5.3 | Male | 2,550 | 241 | 260 | 206 | 140 | 340 | 356 | 262 | 252 | 493 | 37.5 |
| | | Female | 2,750 | 226 | 232 | 204 | 147 | 334 | 325 | 267 | 274 | 741 | 42.1 |
| Stanton | 2.3 | Male | 1,144 | 131 | 128 | 104 | 85 | 195 | 153 | 123 | 117 | 108 | 31.4 |
| | | Female | 1,156 | 133 | 133 | 116 | 84 | 186 | 128 | 132 | 102 | 142 | 31.0 |
| Stevens | 5.1 | Male | 2,498 | 240 | 290 | 233 | 181 | 422 | 362 | 275 | 209 | 286 | 32.2 |
| | | Female | 2,602 | 292 | 263 | 252 | 185 | 379 | 315 | 268 | 208 | 440 | 33.2 |
| Sumner | 25.9 | Male | 12,599 | 1,266 | 1,344 | 1,297 | 856 | 1,857 | 1,847 | 1,329 | 1,134 | 1,669 | 33.3 |
| | | Female | 13,301 | 1,145 | 1,314 | 1,178 | 834 | 1,846 | 1,809 | 1,286 | 1,232 | 2,657 | 36.8 |
| Thomas | 8.2 | Male | 3,995 | 392 | 420 | 357 | 474 | 573 | 575 | 368 | 342 | 494 | 31.2 |
| | | Female | 4,205 | 379 | 409 | 387 | 421 | 615 | 551 | 396 | 338 | 709 | 33.2 |
| Trego | 3.7 | Male | 1,823 | 155 | 204 | 168 | 93 | 247 | 235 | 179 | 181 | 361 | 36.9 |
| | | Female | 1,877 | 130 | 174 | 142 | 65 | 239 | 237 | 178 | 196 | 516 | 43.0 |
| Wabaunsee | 6.6 | Male | 3,266 | 285 | 347 | 278 | 245 | 448 | 470 | 348 | 330 | 515 | 35.6 |
| | | Female | 3,334 | 290 | 320 | 276 | 200 | 472 | 431 | 360 | 335 | 650 | 37.5 |
| Wallace | 1.8 | Male | 917 | 93 | 91 | 99 | 67 | 136 | 120 | 95 | 89 | 127 | 33.0 |
| | | Female | 883 | 86 | 94 | 64 | 70 | 110 | 113 | 78 | 99 | 169 | 36.5 |
| Washington | 7.0 | Male | 3,427 | 259 | 305 | 309 | 212 | 422 | 416 | 315 | 402 | 787 | 40.0 |
| | | Female | 3,573 | 244 | 299 | 314 | 168 | 389 | 367 | 353 | 383 | 1,056 | 45.2 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES | | | | Population by Age and Sex | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | Median Age By Sex |
| **KANSAS (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Wichita | 2.7 | Male | 1,343 | 153 | 150 | 131 | 81 | 206 | 198 | 129 | 118 | 177 | 32.6 |
| | | Female | 1,357 | 140 | 161 | 128 | 77 | 180 | 189 | 131 | 123 | 228 | 34.6 |
| Wilson | 10.1 | Male | 4,835 | 440 | 459 | 447 | 295 | 618 | 638 | 527 | 482 | 929 | 37.5 |
| | | Female | 5,265 | 373 | 441 | 440 | 322 | 619 | 681 | 535 | 556 | 1,298 | 41.4 |
| Woodson | 4.1 | Male | 1,986 | 149 | 172 | 170 | 102 | 249 | 280 | 173 | 210 | 481 | 40.4 |
| | | Female | 2,114 | 161 | 188 | 150 | 107 | 238 | 246 | 180 | 239 | 605 | 43.7 |
| Wyandotte | 161.3 | Male | 76,909 | 8,392 | 8,181 | 7,026 | 7,572 | 13,483 | 10,591 | 7,251 | 6,360 | 8,053 | 30.4 |
| | | Female | 84,391 | 8,113 | 7,711 | 6,754 | 8,058 | 14,309 | 11,282 | 7,988 | 7,306 | 12,870 | 33.1 |
| **TOTAL METRO COUNTIES** | 1,320.4 | Male | 645,650 | 65,743 | 62,944 | 54,187 | 66,590 | 118,494 | 105,123 | 65,124 | 49,679 | 57,766 | 31.2 |
| | | Female | 674,750 | 62,520 | 59,626 | 52,131 | 67,163 | 119,112 | 104,748 | 67,149 | 54,204 | 88,097 | 33.1 |
| **TOTAL STATE** | 2,491.1 | Male | 1,220,992 | 120,385 | 119,623 | 103,959 | 130,361 | 207,293 | 183,982 | 120,522 | 98,556 | 136,311 | 31.6 |
| | | Female | 1,270,108 | 114,094 | 112,951 | 98,930 | 121,378 | 203,873 | 180,411 | 123,696 | 107,972 | 206,803 | 34.2 |
| **KENTUCKY** | | | | | | | | | | | | | |
| **CLARKSVILLE - HOPKINSVILLE** | 170.6 | Male | 89,194 | 9,106 | 7,453 | 6,648 | 17,482 | 18,316 | 11,787 | 6,992 | 5,493 | 5,917 | 27.1 |
| | | Female | 81,406 | 8,614 | 7,138 | 6,371 | 10,601 | 15,060 | 10,995 | 7,637 | 6,005 | 8,985 | 30.3 |
| Christian | 68.7 | Male | 36,989 | 3,589 | 2,941 | 2,610 | 8,392 | 7,658 | 4,375 | 2,638 | 2,100 | 2,686 | 26.3 |
| | | Female | 31,711 | 3,541 | 2,589 | 2,501 | 3,796 | 5,610 | 3,917 | 2,907 | 2,412 | 4,138 | 30.6 |
| *Montgomery, Tenn* | 101.9 | Male | 52,205 | 5,517 | 4,512 | 4,038 | 9,090 | 10,658 | 7,412 | 4,354 | 3,393 | 3,231 | 27.8 |
| | | Female | 49,695 | 5,073 | 4,249 | 3,870 | 6,805 | 9,450 | 7,078 | 4,730 | 3,593 | 4,847 | 30.1 |
| **HUNTINGTON - ASHLAND** | 310.7 | Male | 148,411 | 11,523 | 13,483 | 14,338 | 15,576 | 21,665 | 22,187 | 17,667 | 14,407 | 17,565 | 33.9 |
| | | Female | 162,289 | 11,191 | 12,569 | 13,524 | 16,267 | 23,091 | 23,437 | 18,721 | 16,489 | 27,000 | 36.9 |
| Boyd | 50.8 | Male | 24,612 | 1,814 | 2,158 | 2,190 | 2,136 | 3,954 | 3,954 | 3,011 | 2,502 | 2,893 | 35.1 |
| | | Female | 26,188 | 1,823 | 1,958 | 2,037 | 2,110 | 3,874 | 3,842 | 3,104 | 2,828 | 4,612 | 38.4 |
| Carter | 24.3 | Male | 11,890 | 970 | 1,159 | 1,231 | 1,356 | 1,752 | 1,683 | 1,402 | 1,027 | 1,310 | 32.0 |
| | | Female | 12,410 | 923 | 1,043 | 1,210 | 1,380 | 1,796 | 1,776 | 1,427 | 1,067 | 1,788 | 34.2 |
| Greenup | 36.7 | Male | 17,732 | 1,309 | 1,646 | 1,877 | 1,610 | 2,534 | 2,816 | 2,309 | 1,760 | 1,871 | 34.6 |
| | | Female | 18,968 | 1,316 | 1,535 | 1,792 | 1,599 | 2,734 | 3,037 | 2,422 | 1,966 | 2,567 | 36.7 |
| *Lawrence, Ohio* | 61.8 | Male | 29,396 | 2,583 | 2,899 | 3,134 | 2,812 | 4,209 | 4,202 | 3,458 | 2,809 | 3,290 | 32.8 |
| | | Female | 32,404 | 2,548 | 2,814 | 2,835 | 2,987 | 4,709 | 4,618 | 3,779 | 3,206 | 4,908 | 35.7 |
| *Cabell, W. Va.* | 95.9 | Male | 44,892 | 3,349 | 3,692 | 3,877 | 5,686 | 6,482 | 6,504 | 5,013 | 4,421 | 5,868 | 34.0 |
| | | Female | 51,008 | 3,140 | 3,442 | 3,676 | 6,275 | 6,932 | 6,984 | 5,465 | 5,275 | 9,819 | 37.9 |
| *Wayne, W. Va.* | 41.2 | Male | 19,889 | 1,498 | 1,929 | 2,029 | 1,976 | 2,734 | 3,028 | 2,474 | 1,888 | 2,333 | 34.2 |
| | | Female | 21,311 | 1,441 | 1,777 | 1,974 | 1,916 | 3,046 | 3,180 | 2,524 | 2,147 | 3,306 | 36.6 |
| **LEXINGTON-FAYETTE** | 351.1 | Male | 168,579 | 15,159 | 14,426 | 13,711 | 22,175 | 32,088 | 27,140 | 17,535 | 12,414 | 13,931 | 30.9 |
| | | Female | 182,521 | 14,331 | 13,677 | 13,246 | 23,439 | 33,744 | 29,036 | 18,712 | 14,045 | 22,291 | 32.9 |
| Bourbon | 19.2 | Male | 9,296 | 856 | 872 | 925 | 923 | 1,454 | 1,408 | 1,045 | 788 | 1,025 | 32.4 |
| | | Female | 9,904 | 779 | 788 | 853 | 857 | 1,504 | 1,518 | 1,122 | 886 | 1,597 | 36.1 |
| Clark | 29.6 | Male | 14,232 | 1,296 | 1,327 | 1,336 | 1,358 | 2,280 | 2,295 | 1,687 | 1,234 | 1,419 | 32.9 |
| | | Female | 15,368 | 1,186 | 1,265 | 1,293 | 1,336 | 2,446 | 2,460 | 1,721 | 1,393 | 2,268 | 35.6 |
| Fayette | 227.1 | Male | 108,582 | 9,566 | 8,620 | 8,011 | 15,905 | 22,165 | 17,514 | 10,638 | 7,681 | 8,482 | 30.5 |
| | | Female | 118,518 | 9,213 | 8,158 | 7,783 | 16,799 | 23,219 | 18,736 | 11,743 | 8,877 | 13,990 | 32.5 |
| Jessamine | 30.9 | Male | 15,158 | 1,469 | 1,534 | 1,459 | 1,754 | 2,730 | 2,412 | 1,620 | 1,079 | 1,101 | 30.0 |
| | | Female | 15,742 | 1,321 | 1,412 | 1,337 | 1,951 | 2,817 | 2,580 | 1,622 | 1,115 | 1,587 | 31.6 |
| Scott | 24.1 | Male | 11,656 | 1,072 | 1,197 | 1,106 | 1,351 | 1,884 | 1,798 | 1,311 | 899 | 1,038 | 30.8 |
| | | Female | 12,444 | 957 | 1,125 | 1,062 | 1,530 | 2,016 | 1,946 | 1,265 | 964 | 1,579 | 32.7 |
| Woodford | 20.2 | Male | 9,655 | 900 | 876 | 874 | 884 | 1,575 | 1,713 | 1,234 | 733 | 866 | 33.2 |
| | | Female | 10,545 | 875 | 929 | 918 | 966 | 1,742 | 1,796 | 1,239 | 810 | 1,270 | 34.1 |
| **LOUISVILLE** | 953.0 | Male | 454,408 | 40,946 | 42,188 | 40,974 | 44,229 | 78,194 | 73,131 | 49,675 | 39,533 | 45,528 | 32.5 |
| | | Female | 498,592 | 38,809 | 40,208 | 39,075 | 45,436 | 83,414 | 77,809 | 53,438 | 45,769 | 74,634 | 35.3 |
| Bullitt | 48.0 | Male | 23,931 | 2,230 | 2,451 | 2,581 | 2,537 | 3,999 | 3,951 | 3,035 | 1,746 | 1,401 | 30.4 |
| | | Female | 24,069 | 2,109 | 2,309 | 2,459 | 2,477 | 4,241 | 4,113 | 2,830 | 1,663 | 1,868 | 31.3 |
| Jefferson | 663.4 | Male | 313,131 | 28,522 | 28,157 | 27,087 | 30,901 | 54,956 | 49,482 | 32,807 | 28,052 | 33,167 | 32.6 |
| | | Female | 350,269 | 26,828 | 27,009 | 25,824 | 32,195 | 59,109 | 53,210 | 36,704 | 33,441 | 55,949 | 35.8 |
| Oldham | 33.9 | Male | 17,655 | 1,449 | 1,851 | 1,686 | 1,511 | 3,047 | 3,624 | 2,335 | 1,180 | 972 | 32.6 |
| | | Female | 16,245 | 1,358 | 1,747 | 1,653 | 1,218 | 2,667 | 3,348 | 1,968 | 980 | 1,306 | 33.0 |
| Shelby | 25.0 | Male | 11,953 | 1,019 | 1,070 | 1,098 | 1,138 | 1,824 | 1,873 | 1,517 | 1,066 | 1,348 | 34.1 |
| | | Female | 13,047 | 1,010 | 1,076 | 1,084 | 1,133 | 2,041 | 2,131 | 1,510 | 1,141 | 1,921 | 35.8 |
| *Clark, Ind.* | 87.7 | Male | 41,864 | 3,619 | 3,982 | 4,043 | 4,001 | 7,071 | 6,685 | 4,755 | 3,644 | 4,064 | 32.5 |
| | | Female | 45,836 | 3,445 | 3,714 | 3,883 | 4,201 | 7,575 | 7,181 | 5,130 | 4,215 | 6,492 | 35.1 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **KENTUCKY (continued)** | | | | | | | | | | | | | |
| **LOUISVILLE (continued)** | | | | | | | | | | | | | |
| *Floyd, Ind.* | *64.8* | *Male* | *30,908* | *2,773* | *3,079* | *2,949* | *2,852* | *4,918* | *5,055* | *3,511* | *2,607* | *3,164* | **32.7** |
| | | *Female* | *33,892* | *2,784* | *2,933* | *2,740* | *2,936* | *5,368* | *5,413* | *3,647* | *2,984* | *5,087* | **35.3** |
| *Harrison, Ind.* | *30.2* | *Male* | *14,966* | *1,334* | *1,598* | *1,530* | *1,299* | *2,379* | *2,461* | *1,715* | *1,238* | *1,412* | **32.2** |
| | | *Female* | *15,234* | *1,275* | *1,420* | *1,432* | *1,276* | *2,413* | *2,413* | *1,649* | *1,345* | *2,011* | **34.2** |
| **OWENSBORO** | **87.2** | **Male** | **41,654** | **4,070** | **4,238** | **3,982** | **4,063** | **6,697** | **6,205** | **4,530** | **3,690** | **4,179** | **31.7** |
| | | **Female** | **45,546** | **3,799** | **3,979** | **3,787** | **4,257** | **7,164** | **6,474** | **4,831** | **4,251** | **7,004** | **34.7** |
| Daviess | 87.2 | Male | 41,654 | 4,070 | 4,238 | 3,982 | 4,063 | 6,697 | 6,205 | 4,530 | 3,690 | 4,179 | **31.7** |
| | | Female | 45,546 | 3,799 | 3,979 | 3,787 | 4,257 | 7,164 | 6,474 | 4,831 | 4,251 | 7,004 | **34.7** |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Adair | 15.3 | Male | 7,472 | 582 | 695 | 721 | 828 | 1,059 | 1,037 | 871 | 679 | 1,000 | **33.6** |
| | | Female | 7,828 | 551 | 595 | 650 | 844 | 1,115 | 1,031 | 882 | 761 | 1,399 | **36.5** |
| Allen | 14.6 | Male | 7,078 | 643 | 679 | 689 | 628 | 1,033 | 929 | 811 | 686 | 980 | **33.7** |
| | | Female | 7,522 | 633 | 620 | 611 | 646 | 1,016 | 1,025 | 864 | 739 | 1,368 | **37.3** |
| Anderson | 14.7 | Male | 7,173 | 656 | 670 | 700 | 674 | 1,174 | 1,175 | 841 | 579 | 704 | **32.6** |
| | | Female | 7,527 | 613 | 613 | 659 | 649 | 1,269 | 1,186 | 806 | 609 | 1,123 | **34.7** |
| Ballard | 7.8 | Male | 3,810 | 286 | 330 | 351 | 339 | 524 | 576 | 485 | 353 | 566 | **36.3** |
| | | Female | 3,990 | 240 | 295 | 334 | 311 | 554 | 552 | 465 | 394 | 845 | **39.7** |
| Barren | 34.0 | Male | 16,104 | 1,344 | 1,522 | 1,448 | 1,355 | 2,562 | 2,369 | 1,825 | 1,565 | 2,114 | **34.3** |
| | | Female | 17,896 | 1,345 | 1,433 | 1,425 | 1,529 | 2,670 | 2,387 | 2,021 | 1,782 | 3,304 | **37.3** |
| Bath | 9.7 | Male | 4,722 | 395 | 424 | 444 | 441 | 743 | 700 | 518 | 453 | 604 | **33.8** |
| | | Female | 4,978 | 384 | 400 | 413 | 455 | 741 | 704 | 533 | 474 | 874 | **36.4** |
| Bell | 31.2 | Male | 15,023 | 1,291 | 1,465 | 1,648 | 1,580 | 2,358 | 2,211 | 1,645 | 1,226 | 1,599 | **31.5** |
| | | Female | 16,177 | 1,283 | 1,343 | 1,483 | 1,619 | 2,451 | 2,294 | 1,708 | 1,458 | 2,538 | **34.6** |
| ☐ Boone | 58.7 | Male | 28,652 | 3,034 | 3,142 | 2,756 | 2,692 | 5,089 | 4,840 | 3,171 | 2,071 | 1,857 | **30.3** |
| | | Female | 30,048 | 2,872 | 2,934 | 2,612 | 2,740 | 5,560 | 4,964 | 3,131 | 2,274 | 2,961 | **32.0** |
| Bourbon | 19.2 | Male | 9,296 | 856 | 872 | 925 | 923 | 1,454 | 1,408 | 1,045 | 788 | 1,025 | **32.4** |
| | | Female | 9,904 | 779 | 788 | 853 | 857 | 1,504 | 1,518 | 1,122 | 886 | 1,597 | **36.1** |
| Boyd | 50.8 | Male | 24,612 | 1,814 | 2,158 | 2,190 | 2,136 | 3,954 | 3,954 | 3,011 | 2,502 | 2,893 | **35.1** |
| | | Female | 26,188 | 1,823 | 1,958 | 2,037 | 2,110 | 3,874 | 3,842 | 3,104 | 2,828 | 4,612 | **38.4** |
| Boyle | 25.7 | Male | 12,605 | 989 | 1,003 | 1,260 | 1,463 | 1,938 | 1,896 | 1,392 | 1,194 | 1,470 | **33.2** |
| | | Female | 13,095 | 924 | 1,054 | 1,037 | 1,341 | 1,820 | 1,984 | 1,451 | 1,235 | 2,249 | **36.9** |
| Bracken | 7.8 | Male | 3,770 | 319 | 367 | 344 | 376 | 566 | 519 | 412 | 389 | 478 | **33.5** |
| | | Female | 4,030 | 318 | 336 | 357 | 345 | 589 | 528 | 450 | 384 | 723 | **36.3** |
| Breathitt | 15.6 | Male | 7,714 | 671 | 852 | 871 | 845 | 1,150 | 1,175 | 797 | 642 | 711 | **30.4** |
| | | Female | 7,886 | 616 | 689 | 812 | 843 | 1,250 | 1,205 | 829 | 649 | 993 | **32.9** |
| Breckinridge | 16.3 | Male | 8,090 | 707 | 799 | 793 | 674 | 1,140 | 1,162 | 950 | 761 | 1,104 | **34.4** |
| | | Female | 8,210 | 624 | 703 | 736 | 670 | 1,168 | 1,203 | 933 | 817 | 1,356 | **36.7** |
| Bullitt | 48.0 | Male | 23,931 | 2,230 | 2,451 | 2,581 | 2,537 | 3,999 | 3,951 | 3,035 | 1,746 | 1,401 | **30.4** |
| | | Female | 24,069 | 2,109 | 2,309 | 2,459 | 2,477 | 4,241 | 4,113 | 2,830 | 1,663 | 1,868 | **31.3** |
| Butler | 11.3 | Male | 5,594 | 467 | 540 | 595 | 534 | 811 | 789 | 685 | 475 | 698 | **33.2** |
| | | Female | 5,706 | 450 | 496 | 476 | 484 | 876 | 806 | 643 | 496 | 979 | **35.9** |
| Caldwell | 13.2 | Male | 6,226 | 483 | 525 | 580 | 578 | 824 | 903 | 726 | 627 | 980 | **36.4** |
| | | Female | 6,974 | 501 | 566 | 508 | 529 | 912 | 950 | 749 | 746 | 1,513 | **40.0** |
| Calloway | 30.9 | Male | 14,856 | 1,035 | 1,069 | 1,084 | 3,004 | 2,017 | 1,899 | 1,516 | 1,210 | 2,022 | **31.1** |
| | | Female | 16,044 | 962 | 967 | 1,012 | 3,117 | 1,996 | 1,987 | 1,636 | 1,403 | 2,964 | **34.8** |
| ☐ Campbell | 84.1 | Male | 40,234 | 4,111 | 3,947 | 3,512 | 4,208 | 7,058 | 5,906 | 3,964 | 3,452 | 4,076 | **31.1** |
| | | Female | 43,866 | 3,838 | 3,847 | 3,469 | 4,362 | 7,331 | 6,040 | 4,332 | 3,922 | 6,725 | **33.8** |
| Carlisle | 5.2 | Male | 2,501 | 209 | 221 | 230 | 215 | 329 | 344 | 293 | 261 | 399 | **36.4** |
| | | Female | 2,699 | 171 | 217 | 217 | 235 | 341 | 354 | 294 | 302 | 568 | **39.8** |
| Carroll | 9.3 | Male | 4,503 | 385 | 462 | 424 | 426 | 719 | 637 | 521 | 398 | 531 | **32.7** |
| | | Female | 4,797 | 396 | 458 | 412 | 389 | 726 | 665 | 521 | 463 | 767 | **35.3** |
| Carter | 24.3 | Male | 11,890 | 970 | 1,159 | 1,231 | 1,356 | 1,752 | 1,683 | 1,402 | 1,027 | 1,310 | **32.0** |
| | | Female | 12,410 | 923 | 1,043 | 1,210 | 1,380 | 1,796 | 1,776 | 1,427 | 1,067 | 1,788 | **34.2** |
| Casey | 14.2 | Male | 6,923 | 558 | 620 | 728 | 651 | 975 | 992 | 800 | 675 | 924 | **34.3** |
| | | Female | 7,277 | 586 | 637 | 667 | 603 | 1,020 | 1,024 | 802 | 727 | 1,211 | **36.2** |
| Christian | 68.7 | Male | 36,989 | 3,589 | 2,941 | 2,610 | 8,392 | 7,658 | 4,375 | 2,638 | 2,100 | 2,686 | **26.3** |
| | | Female | 31,711 | 3,541 | 2,889 | 2,501 | 3,796 | 5,610 | 3,917 | 2,907 | 2,412 | 4,138 | **30.6** |
| Clark | 29.6 | Male | 14,232 | 1,296 | 1,327 | 1,336 | 1,358 | 2,280 | 2,295 | 1,687 | 1,234 | 1,419 | **32.9** |
| | | Female | 15,368 | 1,186 | 1,265 | 1,293 | 1,336 | 2,446 | 2,460 | 1,721 | 1,393 | 2,268 | **35.6** |
| Clay | 21.6 | Male | 10,640 | 1,028 | 1,145 | 1,167 | 1,155 | 1,756 | 1,483 | 1,099 | 788 | 1,019 | **29.7** |
| | | Female | 10,960 | 966 | 1,106 | 1,179 | 1,121 | 1,770 | 1,587 | 1,095 | 854 | 1,282 | **31.3** |
| Clinton | 9.1 | Male | 4,342 | 330 | 352 | 415 | 404 | 665 | 650 | 534 | 419 | 573 | **35.1** |
| | | Female | 4,758 | 352 | 397 | 430 | 419 | 704 | 621 | 565 | 452 | 818 | **36.2** |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **KENTUCKY (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Crittenden | 9.2 | Male | 4,442 | 361 | 416 | 408 | 391 | 638 | 622 | 525 | 417 | 664 | 35.1 |
| | | Female | 4,758 | 364 | 385 | 369 | 394 | 642 | 626 | 577 | 445 | 956 | 38.6 |
| Cumberland | 6.7 | Male | 3,165 | 271 | 271 | 245 | 264 | 484 | 415 | 356 | 366 | 493 | 36.1 |
| | | Female | 3,535 | 254 | 294 | 267 | 304 | 485 | 446 | 381 | 389 | 715 | 38.7 |
| Daviess | 87.2 | Male | 41,654 | 4,070 | 4,238 | 3,982 | 4,063 | 6,697 | 6,205 | 4,530 | 3,690 | 4,179 | 31.7 |
| | | Female | 45,546 | 3,799 | 3,979 | 3,787 | 4,257 | 7,164 | 6,474 | 4,831 | 4,251 | 7,004 | 34.7 |
| Edmonson | 10.3 | Male | 5,074 | 406 | 444 | 575 | 534 | 683 | 673 | 634 | 509 | 616 | 33.5 |
| | | Female | 5,226 | 382 | 423 | 500 | 496 | 714 | 747 | 641 | 538 | 785 | 36.3 |
| Elliott | 6.5 | Male | 3,224 | 271 | 348 | 349 | 343 | 467 | 476 | 338 | 262 | 370 | 31.4 |
| | | Female | 3,276 | 302 | 311 | 325 | 307 | 514 | 444 | 353 | 278 | 442 | 32.6 |
| Estill | 14.6 | Male | 7,002 | 593 | 681 | 736 | 780 | 1,029 | 979 | 802 | 606 | 796 | 31.9 |
| | | Female | 7,598 | 545 | 677 | 690 | 727 | 1,152 | 1,068 | 837 | 689 | 1,213 | 35.1 |
| Fayette | 227.1 | Male | 108,582 | 9,566 | 8,620 | 8,011 | 15,905 | 22,165 | 17,514 | 10,638 | 7,681 | 8,482 | 30.5 |
| | | Female | 118,518 | 9,213 | 8,158 | 7,783 | 16,799 | 23,219 | 18,736 | 11,743 | 8,877 | 13,990 | 32.5 |
| Fleming | 12.3 | Male | 6,024 | 485 | 563 | 597 | 596 | 925 | 842 | 676 | 544 | 796 | 33.3 |
| | | Female | 6,276 | 498 | 495 | 505 | 606 | 907 | 864 | 665 | 624 | 1,112 | 36.5 |
| Floyd | 43.3 | Male | 21,122 | 1,906 | 2,139 | 2,444 | 2,175 | 3,246 | 3,290 | 2,247 | 1,653 | 2,022 | 30.8 |
| | | Female | 22,178 | 1,932 | 2,006 | 2,132 | 2,152 | 3,537 | 3,339 | 2,245 | 1,878 | 2,957 | 33.1 |
| Franklin | 44.0 | Male | 21,138 | 1,775 | 1,862 | 1,877 | 2,211 | 3,478 | 3,554 | 2,466 | 1,851 | 2,064 | 33.2 |
| | | Female | 22,862 | 1,687 | 1,714 | 1,783 | 2,133 | 3,741 | 3,817 | 2,666 | 2,066 | 3,255 | 36.0 |
| Fulton | 8.2 | Male | 3,754 | 344 | 371 | 356 | 353 | 518 | 492 | 382 | 376 | 562 | 33.7 |
| | | Female | 4,446 | 307 | 345 | 342 | 356 | 576 | 551 | 438 | 421 | 1,110 | 40.4 |
| Gallatin | 5.5 | Male | 2,727 | 237 | 276 | 311 | 251 | 420 | 401 | 319 | 226 | 286 | 31.9 |
| | | Female | 2,773 | 269 | 242 | 243 | 258 | 412 | 415 | 311 | 225 | 398 | 34.1 |
| Garrard | 11.6 | Male | 5,604 | 435 | 489 | 487 | 498 | 890 | 818 | 667 | 554 | 766 | 35.0 |
| | | Female | 5,996 | 442 | 453 | 502 | 510 | 922 | 835 | 685 | 625 | 1,022 | 37.0 |
| Grant | 15.9 | Male | 7,814 | 743 | 823 | 810 | 788 | 1,223 | 1,085 | 974 | 617 | 751 | 31.1 |
| | | Female | 8,086 | 686 | 780 | 773 | 757 | 1,276 | 1,180 | 905 | 644 | 1,085 | 33.2 |
| Graves | 33.5 | Male | 15,999 | 1,306 | 1,400 | 1,479 | 1,363 | 2,334 | 2,407 | 1,896 | 1,435 | 2,379 | 35.5 |
| | | Female | 17,501 | 1,288 | 1,376 | 1,318 | 1,398 | 2,459 | 2,341 | 1,937 | 1,666 | 3,718 | 38.9 |
| Grayson | 21.1 | Male | 10,296 | 830 | 961 | 983 | 937 | 1,577 | 1,486 | 1,163 | 1,014 | 1,345 | 34.1 |
| | | Female | 10,804 | 846 | 938 | 990 | 957 | 1,544 | 1,510 | 1,239 | 1,077 | 1,703 | 35.8 |
| Green | 10.3 | Male | 5,005 | 378 | 435 | 457 | 423 | 733 | 681 | 594 | 520 | 784 | 36.1 |
| | | Female | 5,295 | 329 | 383 | 426 | 423 | 777 | 735 | 610 | 550 | 1,062 | 39.2 |
| Greenup | 36.7 | Male | 17,732 | 1,309 | 1,646 | 1,877 | 1,610 | 2,534 | 2,816 | 2,309 | 1,760 | 1,871 | 34.6 |
| | | Female | 18,968 | 1,316 | 1,535 | 1,792 | 1,599 | 2,734 | 3,037 | 2,422 | 1,966 | 2,567 | 36.7 |
| Hancock | 7.9 | Male | 3,955 | 372 | 403 | 430 | 359 | 581 | 651 | 478 | 313 | 368 | 32.1 |
| | | Female | 3,945 | 334 | 367 | 417 | 349 | 634 | 635 | 444 | 321 | 444 | 33.0 |
| Hardin | 89.1 | Male | 46,759 | 4,688 | 4,255 | 4,271 | 9,474 | 8,443 | 6,163 | 3,850 | 2,792 | 2,823 | 25.8 |
| | | Female | 42,341 | 4,304 | 4,137 | 3,853 | 4,694 | 7,794 | 6,183 | 4,218 | 3,052 | 4,106 | 30.4 |
| Harlan | 36.0 | Male | 17,344 | 1,655 | 1,788 | 1,943 | 1,733 | 2,569 | 2,712 | 1,817 | 1,355 | 1,772 | 31.0 |
| | | Female | 18,656 | 1,479 | 1,704 | 1,857 | 1,732 | 2,839 | 2,738 | 1,808 | 1,613 | 2,886 | 34.0 |
| Harrison | 16.3 | Male | 7,881 | 666 | 784 | 794 | 691 | 1,198 | 1,131 | 877 | 682 | 1,058 | 33.4 |
| | | Female | 8,419 | 659 | 711 | 766 | 707 | 1,218 | 1,193 | 903 | 788 | 1,474 | 36.2 |
| Hart | 14.9 | Male | 7,172 | 602 | 685 | 698 | 647 | 1,115 | 977 | 818 | 668 | 962 | 33.6 |
| | | Female | 7,728 | 581 | 669 | 673 | 674 | 1,100 | 1,082 | 882 | 760 | 1,307 | 36.5 |
| ☐ Henderson | 43.1 | Male | 20,639 | 1,912 | 2,088 | 1,860 | 1,905 | 3,454 | 3,235 | 2,315 | 1,742 | 2,128 | 32.4 |
| | | Female | 22,461 | 1,802 | 2,045 | 1,834 | 1,999 | 3,717 | 3,313 | 2,423 | 1,986 | 3,342 | 34.6 |
| Henry | 12.8 | Male | 6,285 | 546 | 571 | 572 | 567 | 997 | 908 | 807 | 568 | 749 | 33.9 |
| | | Female | 6,515 | 510 | 544 | 524 | 585 | 974 | 963 | 754 | 597 | 1,064 | 36.3 |
| Hickman | 5.5 | Male | 2,596 | 212 | 214 | 241 | 189 | 390 | 368 | 284 | 245 | 453 | 36.4 |
| | | Female | 2,904 | 215 | 198 | 200 | 228 | 384 | 355 | 338 | 292 | 694 | 41.4 |
| Hopkins | 46.1 | Male | 22,111 | 1,967 | 2,070 | 2,223 | 2,023 | 3,363 | 3,478 | 2,454 | 1,886 | 2,647 | 33.2 |
| | | Female | 23,989 | 1,873 | 1,887 | 2,089 | 1,986 | 3,686 | 3,539 | 2,620 | 2,167 | 4,142 | 36.3 |
| Jackson | 12.0 | Male | 5,923 | 556 | 616 | 651 | 595 | 864 | 860 | 605 | 473 | 703 | 31.3 |
| | | Female | 6,077 | 483 | 552 | 602 | 593 | 954 | 850 | 633 | 528 | 882 | 33.5 |
| Jefferson | 663.4 | Male | 313,131 | 28,522 | 28,157 | 27,087 | 30,901 | 54,956 | 49,482 | 32,807 | 28,052 | 33,167 | 32.6 |
| | | Female | 350,269 | 26,828 | 27,009 | 25,824 | 32,195 | 59,109 | 53,210 | 36,704 | 33,441 | 55,949 | 35.8 |
| Jessamine | 30.9 | Male | 15,158 | 1,469 | 1,534 | 1,459 | 1,754 | 2,730 | 2,412 | 1,620 | 1,079 | 1,101 | 30.0 |
| | | Female | 15,742 | 1,321 | 1,412 | 1,337 | 1,951 | 2,817 | 2,580 | 1,622 | 1,115 | 1,587 | 31.6 |
| Johnson | 23.1 | Male | 11,289 | 901 | 1,124 | 1,229 | 1,166 | 1,721 | 1,851 | 1,269 | 910 | 1,118 | 32.1 |
| | | Female | 11,811 | 883 | 1,046 | 1,159 | 1,110 | 1,867 | 1,808 | 1,316 | 1,028 | 1,594 | 34.1 |
| ☐ Kenton | 142.5 | Male | 68,599 | 7,326 | 6,884 | 6,226 | 6,912 | 12,739 | 10,676 | 6,655 | 5,223 | 5,958 | 30.5 |
| | | Female | 73,901 | 6,780 | 6,549 | 5,850 | 7,264 | 12,865 | 10,909 | 7,258 | 6,068 | 10,358 | 33.2 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **KENTUCKY (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Knott | 17.9 | Male | 8,814 | 740 | 924 | 1,037 | 965 | 1,462 | 1,397 | 891 | 626 | 772 | 30.1 |
| | | Female | 9,086 | 750 | 901 | 936 | 1,051 | 1,453 | 1,315 | 911 | 666 | 1,103 | 31.2 |
| Knox | 29.6 | Male | 14,213 | 1,318 | 1,513 | 1,531 | 1,659 | 2,054 | 2,011 | 1,556 | 1,081 | 1,490 | 30.3 |
| | | Female | 15,387 | 1,277 | 1,359 | 1,469 | 1,599 | 2,305 | 2,170 | 1,647 | 1,199 | 2,362 | 33.6 |
| Larue | 11.7 | Male | 5,705 | 481 | 522 | 531 | 459 | 869 | 837 | 682 | 554 | 770 | 34.9 |
| | | Female | 5,995 | 420 | 509 | 484 | 468 | 885 | 814 | 727 | 579 | 1,109 | 37.8 |
| Laurel | 43.8 | Male | 21,438 | 1,919 | 2,080 | 2,264 | 2,216 | 3,405 | 3,360 | 2,326 | 1,769 | 2,099 | 31.6 |
| | | Female | 22,362 | 1,781 | 2,041 | 2,089 | 2,137 | 3,733 | 3,315 | 2,429 | 1,947 | 2,890 | 33.4 |
| Lawrence | 14.0 | Male | 6,892 | 611 | 656 | 801 | 674 | 1,018 | 1,012 | 741 | 617 | 762 | 31.9 |
| | | Female | 7,108 | 544 | 665 | 709 | 654 | 1,058 | 1,024 | 790 | 612 | 1,052 | 34.3 |
| Lee | 7.4 | Male | 3,575 | 321 | 360 | 358 | 339 | 533 | 518 | 352 | 354 | 440 | 32.7 |
| | | Female | 3,825 | 332 | 352 | 344 | 354 | 550 | 518 | 414 | 342 | 619 | 34.6 |
| Leslie | 13.6 | Male | 6,722 | 663 | 708 | 801 | 700 | 1,118 | 997 | 680 | 522 | 533 | 29.4 |
| | | Female | 6,878 | 615 | 655 | 710 | 724 | 1,197 | 1,015 | 693 | 539 | 730 | 31.1 |
| Letcher | 26.7 | Male | 12,937 | 1,050 | 1,368 | 1,499 | 1,269 | 2,044 | 2,044 | 1,377 | 1,039 | 1,247 | 31.3 |
| | | Female | 13,763 | 1,016 | 1,369 | 1,416 | 1,247 | 2,174 | 2,045 | 1,464 | 1,160 | 1,872 | 33.4 |
| Lewis | 13.0 | Male | 6,467 | 525 | 642 | 714 | 648 | 977 | 914 | 708 | 564 | 775 | 32.2 |
| | | Female | 6,533 | 491 | 612 | 641 | 613 | 990 | 929 | 721 | 553 | 983 | 34.2 |
| Lincoln | 20.1 | Male | 9,897 | 927 | 911 | 996 | 950 | 1,542 | 1,360 | 1,093 | 899 | 1,219 | 32.6 |
| | | Female | 10,203 | 783 | 864 | 913 | 974 | 1,539 | 1,418 | 1,138 | 943 | 1,631 | 35.2 |
| Livingston | 9.0 | Male | 4,410 | 325 | 345 | 402 | 402 | 683 | 671 | 551 | 437 | 594 | 35.7 |
| | | Female | 4,590 | 301 | 321 | 375 | 392 | 684 | 702 | 551 | 469 | 795 | 38.2 |
| Logan | 24.5 | Male | 11,782 | 1,017 | 1,148 | 1,122 | 1,015 | 1,825 | 1,673 | 1,411 | 1,120 | 1,451 | 33.7 |
| | | Female | 12,718 | 988 | 1,127 | 1,068 | 1,077 | 1,872 | 1,715 | 1,465 | 1,169 | 2,237 | 36.3 |
| Lyon | 6.6 | Male | 3,704 | 156 | 197 | 214 | 388 | 884 | 612 | 419 | 344 | 490 | 35.2 |
| | | Female | 2,896 | 168 | 167 | 191 | 188 | 370 | 398 | 385 | 355 | 674 | 44.1 |
| McCracken | 62.9 | Male | 29,529 | 2,500 | 2,713 | 2,609 | 2,476 | 4,670 | 4,625 | 3,340 | 2,737 | 3,859 | 34.6 |
| | | Female | 33,371 | 2,373 | 2,643 | 2,590 | 2,550 | 5,050 | 4,871 | 3,623 | 3,331 | 6,340 | 38.0 |
| McCreary | 15.5 | Male | 7,604 | 739 | 841 | 891 | 898 | 1,081 | 1,080 | 805 | 570 | 699 | 29.0 |
| | | Female | 7,896 | 694 | 746 | 841 | 783 | 1,156 | 1,158 | 835 | 656 | 1,027 | 32.6 |
| McLean | 9.6 | Male | 4,720 | 379 | 448 | 439 | 459 | 667 | 702 | 586 | 424 | 616 | 34.5 |
| | | Female | 4,880 | 338 | 390 | 421 | 423 | 660 | 734 | 575 | 443 | 896 | 37.8 |
| Madison | 58.0 | Male | 27,624 | 2,231 | 2,213 | 2,285 | 5,590 | 4,321 | 3,855 | 2,766 | 1,926 | 2,437 | 28.5 |
| | | Female | 30,376 | 2,022 | 2,119 | 2,307 | 6,630 | 4,545 | 3,992 | 2,933 | 2,262 | 3,566 | 29.6 |
| Magoffin | 13.0 | Male | 6,416 | 575 | 719 | 754 | 689 | 1,064 | 931 | 653 | 472 | 559 | 29.4 |
| | | Female | 6,584 | 615 | 670 | 721 | 735 | 1,083 | 921 | 641 | 436 | 762 | 30.1 |
| Marion | 16.4 | Male | 8,182 | 685 | 840 | 794 | 891 | 1,454 | 1,242 | 804 | 649 | 823 | 31.1 |
| | | Female | 8,218 | 660 | 811 | 736 | 773 | 1,253 | 1,121 | 813 | 731 | 1,320 | 34.0 |
| Marshall | 27.3 | Male | 13,307 | 1,044 | 1,107 | 1,177 | 1,032 | 1,908 | 1,937 | 1,638 | 1,469 | 1,995 | 37.0 |
| | | Female | 13,993 | 969 | 1,053 | 1,014 | 1,042 | 1,969 | 1,953 | 1,735 | 1,544 | 2,714 | 39.9 |
| Martin | 12.4 | Male | 6,071 | 625 | 673 | 723 | 601 | 975 | 967 | 605 | 421 | 481 | 29.2 |
| | | Female | 6,329 | 566 | 674 | 704 | 699 | 1,086 | 952 | 587 | 465 | 596 | 29.8 |
| Mason | 16.6 | Male | 7,969 | 713 | 750 | 767 | 756 | 1,207 | 1,134 | 841 | 744 | 1,057 | 33.3 |
| | | Female | 8,631 | 646 | 699 | 721 | 745 | 1,275 | 1,195 | 871 | 891 | 1,588 | 36.9 |
| Meade | 24.4 | Male | 12,131 | 1,539 | 1,442 | 1,126 | 1,113 | 2,727 | 1,696 | 1,025 | 737 | 726 | 28.1 |
| | | Female | 12,269 | 1,525 | 1,400 | 1,085 | 1,259 | 2,680 | 1,547 | 1,069 | 745 | 959 | 28.2 |
| Menifee | 5.1 | Male | 2,559 | 218 | 237 | 297 | 287 | 401 | 348 | 281 | 210 | 280 | 31.0 |
| | | Female | 2,541 | 203 | 223 | 237 | 267 | 380 | 379 | 287 | 225 | 340 | 34.0 |
| Mercer | 19.1 | Male | 9,126 | 757 | 804 | 831 | 848 | 1,405 | 1,375 | 1,092 | 886 | 1,128 | 34.4 |
| | | Female | 9,974 | 708 | 790 | 820 | 851 | 1,429 | 1,457 | 1,191 | 987 | 1,741 | 37.7 |
| Metcalfe | 9.0 | Male | 4,310 | 338 | 366 | 393 | 416 | 673 | 585 | 501 | 461 | 577 | 34.5 |
| | | Female | 4,690 | 353 | 399 | 388 | 435 | 659 | 622 | 539 | 459 | 836 | 36.8 |
| Monroe | 11.3 | Male | 5,401 | 435 | 474 | 498 | 476 | 848 | 766 | 652 | 503 | 749 | 34.6 |
| | | Female | 5,899 | 413 | 495 | 498 | 514 | 835 | 774 | 700 | 602 | 1,068 | 37.5 |
| Montgomery | 19.5 | Male | 9,391 | 770 | 874 | 979 | 962 | 1,435 | 1,486 | 1,049 | 820 | 1,016 | 32.7 |
| | | Female | 10,109 | 754 | 848 | 954 | 913 | 1,477 | 1,592 | 1,117 | 943 | 1,511 | 35.7 |
| Morgan | 11.6 | Male | 5,932 | 477 | 542 | 679 | 587 | 991 | 910 | 607 | 506 | 633 | 31.9 |
| | | Female | 5,668 | 466 | 541 | 512 | 495 | 914 | 811 | 596 | 523 | 810 | 34.0 |
| Muhlenberg | 31.2 | Male | 15,032 | 1,154 | 1,379 | 1,615 | 1,617 | 2,168 | 2,188 | 1,721 | 1,339 | 1,851 | 33.1 |
| | | Female | 16,168 | 1,205 | 1,338 | 1,395 | 1,406 | 2,324 | 2,330 | 1,786 | 1,523 | 2,861 | 36.8 |
| Nelson | 29.9 | Male | 14,531 | 1,422 | 1,597 | 1,478 | 1,386 | 2,491 | 2,248 | 1,519 | 1,120 | 1,270 | 30.5 |
| | | Female | 15,369 | 1,340 | 1,518 | 1,397 | 1,482 | 2,559 | 2,243 | 1,541 | 1,200 | 2,089 | 32.6 |
| Nicholas | 6.7 | Male | 3,244 | 252 | 316 | 311 | 302 | 468 | 460 | 382 | 314 | 439 | 34.4 |
| | | Female | 3,456 | 236 | 289 | 311 | 276 | 486 | 499 | 395 | 336 | 628 | 37.6 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **KENTUCKY (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Ohio | 21.0 | Male | 10,099 | 875 | 958 | 1,027 | 868 | 1,419 | 1,474 | 1,225 | 928 | 1,325 | 34.3 |
| | | Female | 10,901 | 898 | 988 | 985 | 899 | 1,551 | 1,500 | 1,199 | 975 | 1,906 | 35.9 |
| Oldham | 33.9 | Male | 17,655 | 1,449 | 1,851 | 1,686 | 1,511 | 3,047 | 3,624 | 2,335 | 1,180 | 972 | 32.6 |
| | | Female | 16,245 | 1,358 | 1,747 | 1,653 | 1,218 | 2,667 | 3,348 | 1,968 | 980 | 1,306 | 33.0 |
| Owen | 9.1 | Male | 4,522 | 400 | 418 | 459 | 359 | 684 | 651 | 491 | 463 | 597 | 34.1 |
| | | Female | 4,578 | 324 | 414 | 427 | 369 | 673 | 632 | 509 | 425 | 805 | 36.3 |
| Owsley | 5.0 | Male | 2,530 | 224 | 238 | 251 | 237 | 363 | 349 | 294 | 205 | 369 | 33.7 |
| | | Female | 2,470 | 183 | 218 | 221 | 262 | 338 | 348 | 261 | 235 | 404 | 35.4 |
| Pendleton | 12.1 | Male | 5,915 | 619 | 596 | 581 | 582 | 1,009 | 822 | 571 | 510 | 625 | 30.7 |
| | | Female | 6,185 | 582 | 598 | 565 | 607 | 969 | 823 | 653 | 552 | 836 | 32.6 |
| Perry | 30.0 | Male | 14,655 | 1,262 | 1,505 | 1,691 | 1,559 | 2,344 | 2,321 | 1,591 | 1,125 | 1,257 | 30.6 |
| | | Female | 15,345 | 1,179 | 1,389 | 1,574 | 1,638 | 2,469 | 2,371 | 1,561 | 1,263 | 1,901 | 32.7 |
| Pike | 71.9 | Male | 35,164 | 2,948 | 3,540 | 4,001 | 3,459 | 5,658 | 5,646 | 3,885 | 2,878 | 3,149 | 31.4 |
| | | Female | 36,736 | 2,626 | 3,300 | 3,718 | 3,755 | 6,043 | 5,701 | 3,865 | 3,238 | 4,490 | 33.2 |
| Powell | 11.8 | Male | 5,794 | 532 | 637 | 638 | 601 | 880 | 858 | 658 | 450 | 540 | 30.6 |
| | | Female | 6,006 | 544 | 587 | 595 | 582 | 975 | 895 | 670 | 464 | 694 | 32.1 |
| Pulaski | 49.8 | Male | 24,175 | 1,989 | 2,083 | 2,287 | 2,363 | 3,756 | 3,558 | 2,818 | 2,377 | 2,944 | 34.0 |
| | | Female | 25,625 | 1,836 | 2,023 | 2,162 | 2,315 | 3,864 | 3,693 | 2,997 | 2,597 | 4,138 | 36.7 |
| Robertson | 2.1 | Male | 1,029 | 80 | 82 | 94 | 99 | 144 | 145 | 126 | 102 | 157 | 36.1 |
| | | Female | 1,071 | 70 | 97 | 82 | 100 | 152 | 137 | 120 | 102 | 211 | 37.5 |
| Rockcastle | 14.9 | Male | 7,349 | 638 | 678 | 751 | 810 | 1,145 | 980 | 839 | 652 | 856 | 32.0 |
| | | Female | 7,551 | 618 | 619 | 699 | 773 | 1,127 | 1,089 | 823 | 680 | 1,123 | 34.5 |
| Rowan | 20.4 | Male | 9,795 | 746 | 718 | 754 | 2,635 | 1,370 | 1,124 | 899 | 688 | 861 | 25.3 |
| | | Female | 10,605 | 661 | 664 | 776 | 2,901 | 1,383 | 1,296 | 974 | 760 | 1,190 | 27.2 |
| Russell | 14.8 | Male | 7,120 | 567 | 588 | 656 | 676 | 1,088 | 1,012 | 821 | 702 | 1,010 | 34.9 |
| | | Female | 7,680 | 509 | 605 | 595 | 703 | 1,131 | 1,034 | 883 | 846 | 1,374 | 37.9 |
| Scott | 24.1 | Male | 11,656 | 1,072 | 1,197 | 1,106 | 1,351 | 1,884 | 1,798 | 1,311 | 899 | 1,038 | 30.8 |
| | | Female | 12,444 | 957 | 1,125 | 1,062 | 1,530 | 2,016 | 1,946 | 1,265 | 964 | 1,579 | 32.7 |
| Shelby | 25.0 | Male | 11,953 | 1,019 | 1,070 | 1,098 | 1,138 | 1,824 | 1,873 | 1,517 | 1,066 | 1,348 | 34.1 |
| | | Female | 13,047 | 1,010 | 1,076 | 1,084 | 1,133 | 2,041 | 2,131 | 1,510 | 1,141 | 1,921 | 35.8 |
| Simpson | 15.1 | Male | 7,292 | 722 | 704 | 711 | 679 | 1,158 | 1,068 | 811 | 603 | 836 | 32.2 |
| | | Female | 7,808 | 606 | 645 | 659 | 726 | 1,173 | 1,152 | 846 | 657 | 1,344 | 35.8 |
| Spencer | 6.9 | Male | 3,455 | 308 | 325 | 333 | 321 | 567 | 503 | 414 | 314 | 370 | 32.8 |
| | | Female | 3,445 | 277 | 329 | 299 | 303 | 584 | 512 | 363 | 315 | 463 | 33.8 |
| Taylor | 21.2 | Male | 10,235 | 861 | 997 | 884 | 1,032 | 1,626 | 1,471 | 1,179 | 975 | 1,210 | 33.3 |
| | | Female | 10,965 | 826 | 874 | 849 | 1,023 | 1,719 | 1,555 | 1,256 | 1,087 | 1,776 | 36.2 |
| Todd | 10.9 | Male | 5,268 | 474 | 498 | 516 | 504 | 842 | 681 | 574 | 468 | 711 | 32.6 |
| | | Female | 5,632 | 466 | 468 | 461 | 514 | 833 | 732 | 578 | 552 | 1,028 | 36.0 |
| Trigg | 10.4 | Male | 5,057 | 393 | 366 | 453 | 428 | 666 | 675 | 608 | 561 | 907 | 38.3 |
| | | Female | 5,343 | 333 | 382 | 458 | 387 | 660 | 707 | 664 | 647 | 1,105 | 41.4 |
| Trimble | 6.1 | Male | 2,988 | 286 | 256 | 282 | 278 | 449 | 446 | 363 | 251 | 377 | 33.7 |
| | | Female | 3,112 | 263 | 250 | 287 | 262 | 471 | 483 | 356 | 275 | 465 | 35.5 |
| Union | 16.4 | Male | 8,393 | 635 | 734 | 1,155 | 1,543 | 1,066 | 1,128 | 743 | 580 | 809 | 26.2 |
| | | Female | 8,007 | 604 | 762 | 841 | 838 | 1,155 | 1,134 | 766 | 697 | 1,210 | 33.3 |
| Warren | 76.8 | Male | 36,796 | 3,088 | 3,371 | 3,248 | 5,506 | 5,900 | 5,517 | 4,080 | 2,765 | 3,321 | 30.4 |
| | | Female | 40,004 | 2,955 | 3,141 | 3,073 | 6,210 | 6,317 | 5,829 | 4,166 | 3,094 | 5,219 | 32.3 |
| Washington | 10.4 | Male | 4,978 | 444 | 513 | 470 | 494 | 775 | 705 | 532 | 420 | 625 | 32.3 |
| | | Female | 5,422 | 450 | 452 | 494 | 470 | 841 | 681 | 562 | 478 | 994 | 35.1 |
| Wayne | 17.5 | Male | 8,618 | 752 | 873 | 883 | 846 | 1,254 | 1,228 | 880 | 790 | 1,112 | 32.6 |
| | | Female | 8,882 | 666 | 781 | 804 | 836 | 1,298 | 1,272 | 1,013 | 884 | 1,328 | 35.4 |
| Webster | 13.8 | Male | 6,629 | 560 | 646 | 650 | 624 | 942 | 949 | 716 | 631 | 911 | 33.9 |
| | | Female | 7,171 | 521 | 634 | 634 | 553 | 1,044 | 965 | 749 | 688 | 1,383 | 37.1 |
| Whitley | 33.3 | Male | 15,913 | 1,414 | 1,542 | 1,776 | 1,956 | 2,258 | 2,233 | 1,800 | 1,284 | 1,650 | 30.6 |
| | | Female | 17,387 | 1,390 | 1,461 | 1,538 | 2,023 | 2,517 | 2,397 | 1,936 | 1,480 | 2,645 | 34.1 |
| Wolfe | 6.5 | Male | 3,230 | 265 | 321 | 379 | 282 | 529 | 467 | 369 | 284 | 334 | 32.0 |
| | | Female | 3,270 | 262 | 330 | 333 | 279 | 526 | 483 | 346 | 282 | 429 | 33.2 |
| Woodford | 20.2 | Male | 9,655 | 900 | 876 | 874 | 884 | 1,575 | 1,713 | 1,234 | 733 | 866 | 33.2 |
| | | Female | 10,545 | 875 | 929 | 918 | 966 | 1,742 | 1,796 | 1,239 | 810 | 1,270 | 34.1 |
| **TOTAL METRO COUNTIES** | **1,717.5** | **Male** | **826,250** | **76,514** | **76,158** | **72,407** | **91,536** | **146,849** | **129,760** | **87,224** | **68,025** | **77,777** | **31.6** |
| | | **Female** | **891,250** | **72,330** | **72,597** | **69,358** | **89,969** | **152,453** | **136,110** | **93,559** | **78,044** | **126,830** | **34.3** |
| **TOTAL STATE** | **3,687.3** | **Male** | **1,785,735** | **159,386** | **166,783** | **167,911** | **198,868** | **296,338** | **270,478** | **192,184** | **149,487** | **184,300** | **31.7** |
| | | **Female** | **1,901,565** | **150,898** | **158,758** | **158,207** | **193,638** | **306,992** | **280,417** | **202,497** | **168,158** | **282,000** | **34.4** |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES | | | | Population by Age and Sex | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | Median Age By Sex |
| **LOUISIANA** | | | | | | | | | | | | | |
| **ALEXANDRIA** | **131.0** | **Male** | **62,753** | **6,291** | **6,872** | **6,225** | **6,678** | **10,559** | **8,711** | **6,250** | **5,073** | **6,094** | **30.0** |
| | | **Female** | **68,247** | **6,258** | **6,631** | **6,009** | **6,559** | **10,813** | **9,440** | **7,101** | **5,793** | **9,643** | **33.0** |
| Rapides | 131.0 | Male | 62,753 | 6,291 | 6,872 | 6,225 | 6,678 | 10,559 | 8,711 | 6,250 | 5,073 | 6,094 | 30.0 |
| | | Female | 68,247 | 6,258 | 6,631 | 6,009 | 6,559 | 10,813 | 9,440 | 7,101 | 5,793 | 9,643 | 33.0 |
| **BATON ROUGE** | **528.2** | **Male** | **255,225** | **26,726** | **27,020** | **24,256** | **32,480** | **44,341** | **39,271** | **25,155** | **17,264** | **18,712** | **28.9** |
| | | **Female** | **272,975** | **25,119** | **25,852** | **23,507** | **34,336** | **47,138** | **41,892** | **27,054** | **19,883** | **28,194** | **30.9** |
| Ascension | 58.5 | Male | 28,686 | 3,213 | 3,399 | 3,063 | 2,947 | 4,972 | 4,413 | 2,941 | 1,869 | 1,869 | 28.5 |
| | | Female | 29,814 | 3,041 | 3,220 | 2,933 | 3,110 | 5,297 | 4,501 | 2,959 | 1,985 | 2,768 | 29.9 |
| East Baton Rouge | 379.4 | Male | 182,010 | 18,715 | 18,385 | 16,600 | 25,103 | 31,936 | 27,951 | 17,457 | 12,178 | 13,685 | 28.8 |
| | | Female | 197,390 | 17,675 | 17,822 | 16,157 | 26,681 | 33,819 | 30,324 | 19,311 | 14,553 | 21,048 | 31.0 |
| Livingston | 70.9 | Male | 35,117 | 3,759 | 4,170 | 3,694 | 3,407 | 5,825 | 5,536 | 3,778 | 2,490 | 2,458 | 29.3 |
| | | Female | 35,783 | 3,467 | 3,772 | 3,579 | 3,514 | 6,210 | 5,643 | 3,697 | 2,583 | 3,318 | 30.7 |
| West Baton Rouge | 19.4 | Male | 9,412 | 1,039 | 1,066 | 899 | 1,023 | 1,608 | 1,371 | 979 | 727 | 700 | 29.2 |
| | | Female | 9,988 | 936 | 1,038 | 838 | 1,031 | 1,812 | 1,424 | 1,087 | 762 | 1,060 | 31.4 |
| **HOUMA - THIBODAUX** | **182.2** | **Male** | **89,138** | **9,838** | **10,335** | **9,029** | **9,812** | **15,308** | **12,662** | **8,986** | **6,682** | **6,486** | **28.6** |
| | | **Female** | **93,062** | **9,307** | **10,118** | **8,759** | **10,309** | **15,837** | **12,891** | **9,369** | **6,986** | **9,486** | **30.1** |
| Lafourche | 85.6 | Male | 41,840 | 4,492 | 4,639 | 4,142 | 5,018 | 7,124 | 5,820 | 4,189 | 3,196 | 3,220 | 28.7 |
| | | Female | 43,760 | 4,239 | 4,454 | 3,961 | 5,218 | 7,457 | 5,998 | 4,323 | 3,376 | 4,734 | 30.4 |
| Terrebonne | 96.6 | Male | 47,298 | 5,346 | 5,696 | 4,887 | 4,794 | 8,184 | 6,842 | 4,797 | 3,486 | 3,266 | 28.6 |
| | | Female | 49,302 | 5,068 | 5,664 | 4,798 | 5,091 | 8,380 | 6,893 | 5,046 | 3,610 | 4,752 | 29.8 |
| **LAFAYETTE** | **208.0** | **Male** | **100,838** | **11,255** | **11,061** | **9,434** | **11,694** | **18,526** | **15,319** | **9,283** | **7,191** | **7,075** | **28.8** |
| | | **Female** | **107,162** | **10,847** | **10,668** | **9,151** | **12,453** | **19,648** | **15,548** | **10,174** | **8,008** | **10,665** | **30.3** |
| Lafayette | 164.1 | Male | 79,525 | 8,748 | 8,465 | 7,218 | 9,495 | 15,029 | 12,355 | 7,198 | 5,647 | 5,370 | 28.9 |
| | | Female | 84,575 | 8,463 | 8,208 | 7,007 | 10,065 | 15,752 | 12,503 | 7,921 | 6,372 | 8,284 | 30.4 |
| St. Martin | 43.9 | Male | 21,313 | 2,507 | 2,596 | 2,216 | 2,199 | 3,497 | 2,964 | 2,085 | 1,544 | 1,705 | 28.3 |
| | | Female | 22,587 | 2,384 | 2,460 | 2,144 | 2,388 | 3,896 | 3,045 | 2,253 | 1,636 | 2,381 | 29.9 |
| **LAKE CHARLES** | **168.1** | **Male** | **81,616** | **8,385** | **8,978** | **7,954** | **8,349** | **13,275** | **12,001** | **8,374** | **6,876** | **7,424** | **30.4** |
| | | **Female** | **86,484** | **8,024** | **8,529** | **7,610** | **8,384** | **14,098** | **12,345** | **8,928** | **7,808** | **10,758** | **32.6** |
| Calcasieu | 168.1 | Male | 81,616 | 8,385 | 8,978 | 7,954 | 8,349 | 13,275 | 12,001 | 8,374 | 6,876 | 7,424 | 30.4 |
| | | Female | 86,484 | 8,024 | 8,529 | 7,610 | 8,384 | 14,098 | 12,345 | 8,928 | 7,808 | 10,758 | 32.6 |
| **MONROE** | **141.9** | **Male** | **66,907** | **7,121** | **7,165** | **7,142** | **8,409** | **10,438** | **9,150** | **6,374** | **5,006** | **6,102** | **28.5** |
| | | **Female** | **74,993** | **6,940** | **6,998** | **6,636** | **9,152** | **11,583** | **10,152** | **7,386** | **6,260** | **9,886** | **31.7** |
| Ouachita | 141.9 | Male | 66,907 | 7,121 | 7,165 | 7,142 | 8,409 | 10,438 | 9,150 | 6,374 | 5,006 | 6,102 | 28.5 |
| | | Female | 74,993 | 6,940 | 6,998 | 6,636 | 9,152 | 11,583 | 10,152 | 7,386 | 6,260 | 9,886 | 31.7 |
| **NEW ORLEANS** | **1,236.3** | **Male** | **588,690** | **60,270** | **60,601** | **56,118** | **60,728** | **101,798** | **91,632** | **59,741** | **45,383** | **52,419** | **30.6** |
| | | **Female** | **647,610** | **58,172** | **57,909** | **54,827** | **64,588** | **110,045** | **98,997** | **65,704** | **53,708** | **83,660** | **33.0** |
| Jefferson | 447.8 | Male | 215,181 | 20,734 | 21,206 | 19,916 | 21,852 | 38,287 | 34,404 | 23,604 | 17,308 | 17,870 | 31.2 |
| | | Female | 232,619 | 19,829 | 20,181 | 19,230 | 22,949 | 40,887 | 36,707 | 25,482 | 19,671 | 27,683 | 33.3 |
| Orleans | 492.5 | Male | 228,778 | 23,789 | 22,938 | 22,004 | 26,356 | 39,329 | 33,323 | 20,506 | 16,930 | 23,603 | 29.9 |
| | | Female | 263,722 | 23,602 | 22,224 | 21,767 | 28,843 | 42,815 | 37,512 | 24,540 | 21,985 | 40,434 | 33.3 |
| St. Bernard | 66.6 | Male | 31,981 | 3,132 | 3,215 | 2,972 | 3,238 | 5,383 | 4,833 | 3,250 | 2,909 | 3,049 | 31.4 |
| | | Female | 34,619 | 2,963 | 3,058 | 2,927 | 3,356 | 5,670 | 5,115 | 3,560 | 3,487 | 4,483 | 33.8 |
| St. Charles | 42.7 | Male | 20,883 | 2,472 | 2,444 | 1,972 | 1,836 | 3,849 | 3,367 | 2,104 | 1,591 | 1,248 | 29.5 |
| | | Female | 21,817 | 2,397 | 2,280 | 1,980 | 1,916 | 4,303 | 3,293 | 2,100 | 1,657 | 1,891 | 30.4 |
| St. John the Baptist | 40.3 | Male | 19,721 | 2,469 | 2,583 | 1,950 | 1,791 | 3,687 | 3,045 | 1,864 | 1,186 | 1,146 | 27.9 |
| | | Female | 20,579 | 2,389 | 2,478 | 1,956 | 1,846 | 3,954 | 3,161 | 1,896 | 1,201 | 1,698 | 29.1 |
| St. Tammany | 146.4 | Male | 72,146 | 7,674 | 8,215 | 7,304 | 5,655 | 11,263 | 12,660 | 8,413 | 5,459 | 5,503 | 31.4 |
| | | Female | 74,254 | 6,992 | 7,688 | 6,967 | 5,678 | 12,416 | 13,209 | 8,126 | 5,707 | 7,471 | 32.9 |
| **SHREVEPORT** | **333.0** | **Male** | **157,110** | **16,707** | **16,865** | **15,301** | **15,719** | **25,715** | **22,784** | **15,943** | **12,744** | **15,332** | **30.4** |
| | | **Female** | **175,890** | **16,254** | **16,158** | **15,047** | **16,319** | **27,839** | **25,211** | **18,130** | **15,632** | **25,300** | **33.7** |
| Bossier | 86.0 | Male | 41,783 | 4,486 | 4,461 | 3,901 | 4,472 | 7,568 | 6,094 | 4,397 | 3,305 | 3,099 | 29.7 |
| | | Female | 44,217 | 4,457 | 4,126 | 3,896 | 4,381 | 7,744 | 6,521 | 4,805 | 3,617 | 4,670 | 31.8 |
| Caddo | 247.0 | Male | 115,327 | 12,221 | 12,404 | 11,400 | 11,247 | 18,147 | 16,690 | 11,546 | 9,439 | 12,233 | 30.7 |
| | | Female | 131,673 | 11,797 | 12,032 | 11,151 | 11,938 | 20,095 | 18,690 | 13,325 | 12,015 | 20,630 | 34.4 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Acadia | 55.5 | Male | 26,409 | 3,027 | 3,224 | 2,751 | 2,447 | 4,159 | 3,490 | 2,645 | 2,118 | 2,548 | 29.2 |
| | | Female | 29,091 | 2,873 | 3,155 | 2,833 | 2,717 | 4,467 | 3,700 | 2,888 | 2,435 | 4,023 | 31.6 |
| Allen | 21.4 | Male | 10,813 | 1,018 | 1,064 | 1,067 | 967 | 1,902 | 1,641 | 1,120 | 900 | 1,134 | 31.8 |
| | | Female | 10,587 | 1,010 | 1,009 | 1,030 | 938 | 1,510 | 1,352 | 1,097 | 1,019 | 1,622 | 33.7 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES | | | | Population by Age and Sex | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | Median Age By Sex |
| **LOUISIANA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Ascension | 58.5 | Male | 28,686 | 3,213 | 3,399 | 3,063 | 2,947 | 4,972 | 4,413 | 2,941 | 1,869 | 1,869 | 28.5 |
| | | Female | 29,814 | 3,041 | 3,220 | 2,933 | 3,110 | 5,297 | 4,501 | 2,959 | 1,985 | 2,768 | 29.9 |
| Assumption | 22.6 | Male | 10,960 | 1,152 | 1,285 | 1,200 | 1,142 | 1,739 | 1,522 | 1,105 | 829 | 986 | 29.0 |
| | | Female | 11,640 | 1,151 | 1,260 | 1,166 | 1,226 | 1,868 | 1,526 | 1,125 | 858 | 1,460 | 30.4 |
| Avoyelles | 38.9 | Male | 18,715 | 1,884 | 2,057 | 1,875 | 1,824 | 2,814 | 2,509 | 1,870 | 1,582 | 2,300 | 31.1 |
| | | Female | 20,185 | 1,852 | 2,010 | 1,818 | 1,765 | 2,827 | 2,551 | 1,988 | 1,858 | 3,516 | 34.4 |
| Beauregard | 30.0 | Male | 15,101 | 1,466 | 1,546 | 1,505 | 1,658 | 2,562 | 2,238 | 1,561 | 1,206 | 1,359 | 30.4 |
| | | Female | 14,899 | 1,429 | 1,450 | 1,422 | 1,349 | 2,235 | 2,168 | 1,588 | 1,339 | 1,919 | 33.1 |
| Bienville | 15.9 | Male | 7,577 | 781 | 813 | 725 | 679 | 1,017 | 917 | 774 | 714 | 1,157 | 32.8 |
| | | Female | 8,323 | 747 | 781 | 668 | 690 | 1,106 | 972 | 804 | 794 | 1,761 | 36.7 |
| Bossier | 86.0 | Male | 41,783 | 4,486 | 4,461 | 3,901 | 4,472 | 7,568 | 6,094 | 4,397 | 3,305 | 3,099 | 29.7 |
| | | Female | 44,217 | 4,457 | 4,126 | 3,896 | 4,381 | 7,744 | 6,521 | 4,805 | 3,617 | 4,670 | 31.8 |
| Caddo | 247.0 | Male | 115,327 | 12,221 | 12,404 | 11,400 | 11,247 | 18,147 | 16,690 | 11,546 | 9,439 | 12,233 | 30.7 |
| | | Female | 131,673 | 11,797 | 12,032 | 11,151 | 11,938 | 20,095 | 18,690 | 13,325 | 12,015 | 20,630 | 34.4 |
| Calcasieu | 168.1 | Male | 81,616 | 8,385 | 8,978 | 7,954 | 8,349 | 13,275 | 12,001 | 8,374 | 6,876 | 7,424 | 30.4 |
| | | Female | 86,484 | 8,024 | 8,529 | 7,610 | 8,384 | 14,098 | 12,345 | 8,928 | 7,808 | 10,758 | 32.6 |
| Caldwell | 9.7 | Male | 4,732 | 457 | 493 | 527 | 433 | 672 | 631 | 503 | 416 | 600 | 31.8 |
| | | Female | 4,968 | 394 | 472 | 473 | 421 | 698 | 640 | 548 | 457 | 865 | 35.4 |
| Cameron | 9.2 | Male | 4,580 | 469 | 498 | 444 | 435 | 799 | 632 | 455 | 439 | 409 | 30.6 |
| | | Female | 4,620 | 486 | 527 | 418 | 410 | 815 | 579 | 473 | 406 | 506 | 30.8 |
| Catahoula | 10.9 | Male | 5,280 | 548 | 602 | 561 | 457 | 766 | 714 | 543 | 470 | 619 | 31.2 |
| | | Female | 5,620 | 531 | 587 | 528 | 479 | 832 | 722 | 556 | 542 | 843 | 33.2 |
| Claiborne | 17.4 | Male | 8,819 | 738 | 796 | 720 | 975 | 1,538 | 1,248 | 829 | 754 | 1,221 | 32.7 |
| | | Female | 8,581 | 728 | 801 | 696 | 707 | 1,055 | 1,020 | 838 | 881 | 1,855 | 38.0 |
| Concordia | 20.5 | Male | 9,715 | 984 | 1,136 | 1,071 | 890 | 1,391 | 1,277 | 972 | 937 | 1,057 | 30.6 |
| | | Female | 10,785 | 974 | 1,114 | 1,033 | 937 | 1,529 | 1,435 | 1,164 | 1,102 | 1,497 | 33.7 |
| De Soto | 25.2 | Male | 11,941 | 1,252 | 1,288 | 1,259 | 1,145 | 1,766 | 1,594 | 1,189 | 1,007 | 1,441 | 30.8 |
| | | Female | 13,259 | 1,262 | 1,349 | 1,143 | 1,143 | 1,929 | 1,732 | 1,312 | 1,180 | 2,209 | 34.0 |
| East Baton Rouge | 379.4 | Male | 182,010 | 18,715 | 18,385 | 16,600 | 25,103 | 31,936 | 27,951 | 17,457 | 12,178 | 13,685 | 28.8 |
| | | Female | 197,390 | 17,675 | 17,822 | 16,157 | 26,681 | 33,819 | 30,324 | 19,311 | 14,553 | 21,048 | 31.0 |
| East Carroll | 9.6 | Male | 4,514 | 575 | 579 | 613 | 447 | 588 | 457 | 358 | 356 | 541 | 25.7 |
| | | Female | 5,086 | 565 | 603 | 547 | 467 | 665 | 563 | 448 | 453 | 775 | 30.4 |
| East Feliciana | 19.2 | Male | 9,996 | 957 | 1,027 | 991 | 1,046 | 1,850 | 1,522 | 982 | 709 | 912 | 30.3 |
| | | Female | 9,204 | 920 | 983 | 880 | 823 | 1,442 | 1,337 | 941 | 721 | 1,157 | 31.9 |
| Evangeline | 33.1 | Male | 15,833 | 1,756 | 1,827 | 1,735 | 1,516 | 2,306 | 1,972 | 1,610 | 1,366 | 1,745 | 29.7 |
| | | Female | 17,267 | 1,747 | 1,786 | 1,644 | 1,575 | 2,500 | 2,105 | 1,651 | 1,603 | 2,656 | 32.5 |
| Franklin | 22.2 | Male | 10,497 | 1,069 | 1,177 | 1,248 | 999 | 1,398 | 1,323 | 1,038 | 880 | 1,365 | 30.4 |
| | | Female | 11,703 | 1,040 | 1,138 | 1,191 | 1,053 | 1,552 | 1,428 | 1,162 | 1,105 | 2,034 | 34.2 |
| Grant | 17.5 | Male | 8,447 | 887 | 955 | 827 | 789 | 1,311 | 1,114 | 879 | 703 | 982 | 30.8 |
| | | Female | 9,053 | 837 | 901 | 842 | 815 | 1,365 | 1,154 | 966 | 770 | 1,403 | 33.3 |
| Iberia | 68.0 | Male | 32,799 | 3,708 | 4,074 | 3,407 | 3,345 | 5,311 | 4,434 | 3,117 | 2,465 | 2,938 | 28.5 |
| | | Female | 35,201 | 3,688 | 3,778 | 3,342 | 3,497 | 5,809 | 4,668 | 3,368 | 2,781 | 4,270 | 30.7 |
| Iberville | 30.9 | Male | 14,964 | 1,555 | 1,693 | 1,452 | 1,629 | 2,586 | 2,157 | 1,415 | 1,112 | 1,365 | 29.5 |
| | | Female | 15,936 | 1,590 | 1,625 | 1,344 | 1,631 | 2,707 | 2,257 | 1,543 | 1,233 | 2,006 | 31.6 |
| Jackson | 15.5 | Male | 7,397 | 711 | 795 | 760 | 685 | 976 | 938 | 825 | 661 | 1,046 | 32.7 |
| | | Female | 8,103 | 620 | 781 | 766 | 678 | 1,040 | 1,066 | 837 | 756 | 1,559 | 36.6 |
| Jefferson | 447.8 | Male | 215,181 | 20,734 | 21,206 | 19,716 | 21,852 | 38,287 | 34,404 | 23,604 | 17,308 | 17,870 | 31.2 |
| | | Female | 232,619 | 19,829 | 20,181 | 19,230 | 22,949 | 40,887 | 36,707 | 25,482 | 19,671 | 27,683 | 33.3 |
| Jefferson Davis | 30.5 | Male | 14,692 | 1,547 | 1,711 | 1,581 | 1,347 | 2,284 | 1,873 | 1,459 | 1,309 | 1,581 | 30.1 |
| | | Female | 15,808 | 1,490 | 1,694 | 1,523 | 1,342 | 2,367 | 2,038 | 1,588 | 1,463 | 2,303 | 32.8 |
| Lafayette | 164.1 | Male | 79,525 | 8,748 | 8,465 | 7,218 | 9,495 | 15,029 | 12,355 | 7,198 | 5,647 | 5,370 | 28.9 |
| | | Female | 84,575 | 8,463 | 8,208 | 7,007 | 10,065 | 15,752 | 12,503 | 7,921 | 6,372 | 8,284 | 30.4 |
| Lafourche | 85.6 | Male | 41,840 | 4,492 | 4,639 | 4,142 | 5,018 | 7,124 | 5,820 | 4,189 | 3,196 | 3,220 | 28.7 |
| | | Female | 43,760 | 4,239 | 4,454 | 3,961 | 5,218 | 7,457 | 5,998 | 4,323 | 3,376 | 4,734 | 30.4 |
| La Salle | 13.4 | Male | 6,344 | 557 | 660 | 660 | 554 | 924 | 922 | 683 | 593 | 791 | 33.0 |
| | | Female | 7,056 | 568 | 639 | 615 | 588 | 952 | 953 | 740 | 696 | 1,305 | 36.7 |
| Lincoln | 41.7 | Male | 20,223 | 1,694 | 1,752 | 1,615 | 5,604 | 2,731 | 2,234 | 1,609 | 1,203 | 1,781 | 24.3 |
| | | Female | 21,477 | 1,542 | 1,646 | 1,571 | 5,666 | 2,808 | 2,303 | 1,724 | 1,501 | 2,716 | 26.1 |
| Livingston | 70.9 | Male | 35,117 | 3,759 | 4,170 | 3,694 | 3,407 | 5,825 | 5,536 | 3,778 | 2,490 | 2,458 | 29.3 |
| | | Female | 35,783 | 3,467 | 3,772 | 3,579 | 3,514 | 6,210 | 5,643 | 3,697 | 2,583 | 3,318 | 30.7 |
| Madison | 12.2 | Male | 5,630 | 652 | 702 | 789 | 525 | 697 | 679 | 506 | 420 | 660 | 27.1 |
| | | Female | 6,570 | 632 | 704 | 786 | 561 | 875 | 810 | 602 | 561 | 1,039 | 31.9 |
| Morehouse | 31.8 | Male | 14,953 | 1,586 | 1,780 | 1,662 | 1,454 | 2,013 | 1,942 | 1,341 | 1,320 | 1,855 | 29.9 |
| | | Female | 16,847 | 1,462 | 1,692 | 1,649 | 1,515 | 2,420 | 2,104 | 1,551 | 1,654 | 2,800 | 33.7 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **LOUISIANA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Natchitoches | 36.3 | Male | 17,166 | 1,808 | 1,938 | 1,864 | 2,507 | 2,265 | 2,077 | 1,581 | 1,263 | 1,863 | 27.1 |
| | | Female | 19,134 | 1,668 | 1,854 | 1,840 | 2,657 | 2,552 | 2,374 | 1,716 | 1,594 | 2,879 | 31.1 |
| Orleans | 492.5 | Male | 228,778 | 23,789 | 22,938 | 22,004 | 26,356 | 39,329 | 33,323 | 20,506 | 16,930 | 23,603 | 29.9 |
| | | Female | 263,722 | 23,602 | 22,224 | 21,767 | 28,843 | 42,815 | 37,512 | 24,540 | 21,985 | 40,434 | 33.3 |
| Ouachita | 141.9 | Male | 66,907 | 7,121 | 7,165 | 7,142 | 8,409 | 10,438 | 9,150 | 6,374 | 5,006 | 6,102 | 28.5 |
| | | Female | 74,993 | 6,940 | 6,998 | 6,636 | 9,152 | 11,583 | 10,152 | 7,386 | 6,260 | 9,886 | 31.7 |
| Plaquemines | 25.5 | Male | 12,912 | 1,371 | 1,441 | 1,365 | 1,398 | 2,370 | 1,768 | 1,294 | 990 | 915 | 28.7 |
| | | Female | 12,588 | 1,326 | 1,377 | 1,171 | 1,295 | 2,209 | 1,758 | 1,263 | 1,084 | 1,105 | 30.1 |
| Pointe Coupee | 22.4 | Male | 10,758 | 1,133 | 1,281 | 1,080 | 1,001 | 1,638 | 1,482 | 1,077 | 854 | 1,212 | 30.4 |
| | | Female | 11,642 | 1,073 | 1,182 | 1,084 | 1,050 | 1,825 | 1,559 | 1,147 | 1,061 | 1,661 | 32.8 |
| Rapides | 131.0 | Male | 62,753 | 6,291 | 6,872 | 6,225 | 6,678 | 10,559 | 8,711 | 6,250 | 5,073 | 6,094 | 30.0 |
| | | Female | 68,247 | 6,258 | 6,631 | 6,009 | 6,559 | 10,813 | 9,440 | 7,101 | 5,793 | 9,643 | 33.0 |
| Red River | 9.3 | Male | 4,399 | 491 | 551 | 429 | 410 | 612 | 527 | 422 | 367 | 590 | 30.2 |
| | | Female | 4,901 | 505 | 499 | 438 | 431 | 699 | 577 | 470 | 430 | 852 | 33.3 |
| Richland | 20.4 | Male | 9,552 | 1,001 | 1,135 | 1,059 | 872 | 1,380 | 1,167 | 878 | 787 | 1,273 | 30.1 |
| | | Female | 10,848 | 957 | 1,099 | 1,055 | 945 | 1,534 | 1,299 | 1,035 | 1,010 | 1,914 | 33.9 |
| Sabine | 22.5 | Male | 10,933 | 1,106 | 1,145 | 1,059 | 941 | 1,457 | 1,364 | 1,177 | 1,102 | 1,582 | 33.3 |
| | | Female | 11,567 | 1,056 | 1,101 | 986 | 960 | 1,549 | 1,371 | 1,223 | 1,195 | 2,126 | 36.0 |
| St. Bernard | 66.6 | Male | 31,981 | 3,132 | 3,215 | 2,972 | 3,238 | 5,383 | 4,833 | 3,250 | 2,909 | 3,049 | 31.4 |
| | | Female | 34,619 | 2,963 | 3,058 | 2,927 | 3,356 | 5,670 | 5,115 | 3,560 | 3,487 | 4,483 | 33.8 |
| St. Charles | 42.7 | Male | 20,883 | 2,472 | 2,444 | 1,972 | 1,836 | 3,849 | 3,367 | 2,104 | 1,591 | 1,248 | 29.5 |
| | | Female | 21,817 | 2,397 | 2,280 | 1,980 | 1,916 | 4,303 | 3,293 | 2,100 | 1,657 | 1,891 | 30.4 |
| St. Helena | 9.8 | Male | 4,697 | 559 | 517 | 522 | 467 | 682 | 646 | 439 | 357 | 508 | 29.2 |
| | | Female | 5,103 | 501 | 535 | 476 | 518 | 755 | 650 | 517 | 461 | 690 | 31.9 |
| St. James | 20.8 | Male | 9,945 | 1,123 | 1,208 | 995 | 1,069 | 1,713 | 1,347 | 927 | 759 | 804 | 28.4 |
| | | Female | 10,855 | 1,143 | 1,174 | 1,007 | 1,139 | 1,743 | 1,496 | 1,098 | 832 | 1,223 | 30.5 |
| St. John the Baptist | 40.3 | Male | 19,721 | 2,469 | 2,583 | 1,950 | 1,791 | 3,687 | 3,045 | 1,864 | 1,186 | 1,146 | 27.9 |
| | | Female | 20,579 | 2,389 | 2,478 | 1,956 | 1,846 | 3,954 | 3,161 | 1,896 | 1,201 | 1,698 | 29.1 |
| St. Landry | 79.7 | Male | 37,933 | 4,368 | 4,590 | 4,118 | 3,584 | 5,533 | 4,853 | 3,736 | 3,228 | 3,923 | 29.2 |
| | | Female | 41,767 | 4,035 | 4,416 | 3,965 | 3,890 | 6,187 | 5,348 | 4,230 | 3,794 | 5,902 | 32.4 |
| St. Martin | 43.9 | Male | 21,313 | 2,507 | 2,596 | 2,216 | 2,199 | 3,497 | 2,964 | 2,085 | 1,544 | 1,705 | 28.3 |
| | | Female | 22,587 | 2,384 | 2,460 | 2,144 | 2,388 | 3,896 | 3,045 | 2,253 | 1,636 | 2,381 | 29.9 |
| St. Mary | 57.1 | Male | 27,886 | 3,135 | 3,256 | 3,018 | 2,838 | 4,625 | 3,793 | 2,892 | 2,077 | 2,252 | 28.7 |
| | | Female | 29,214 | 3,150 | 3,238 | 2,707 | 2,849 | 5,017 | 3,878 | 2,952 | 2,251 | 3,172 | 30.3 |
| St. Tammany | 146.4 | Male | 72,146 | 7,674 | 8,215 | 7,304 | 5,655 | 11,263 | 12,660 | 8,413 | 5,459 | 5,503 | 31.4 |
| | | Female | 74,254 | 6,992 | 7,688 | 6,967 | 5,678 | 12,416 | 13,209 | 8,126 | 5,707 | 7,471 | 32.9 |
| Tangipahoa | 85.6 | Male | 40,966 | 4,202 | 4,764 | 4,407 | 4,959 | 6,182 | 5,766 | 3,950 | 2,990 | 3,746 | 28.5 |
| | | Female | 44,634 | 4,126 | 4,427 | 4,181 | 5,269 | 6,742 | 6,259 | 4,234 | 3,624 | 5,772 | 31.4 |
| Tensas | 7.0 | Male | 3,199 | 347 | 360 | 404 | 268 | 415 | 396 | 288 | 248 | 473 | 30.3 |
| | | Female | 3,801 | 364 | 423 | 385 | 267 | 506 | 499 | 302 | 349 | 706 | 34.1 |
| Terrebonne | 96.6 | Male | 47,298 | 5,346 | 5,696 | 4,887 | 4,794 | 8,184 | 6,842 | 4,797 | 3,486 | 3,266 | 28.6 |
| | | Female | 49,302 | 5,068 | 5,664 | 4,798 | 5,091 | 8,380 | 6,893 | 5,046 | 3,610 | 4,752 | 29.8 |
| Union | 20.6 | Male | 9,879 | 927 | 1,054 | 1,005 | 910 | 1,335 | 1,359 | 1,065 | 944 | 1,280 | 32.8 |
| | | Female | 10,721 | 895 | 988 | 945 | 905 | 1,483 | 1,401 | 1,166 | 1,021 | 1,917 | 36.0 |
| Vermilion | 49.9 | Male | 24,170 | 2,584 | 2,881 | 2,501 | 2,183 | 3,783 | 3,172 | 2,412 | 2,040 | 2,614 | 30.1 |
| | | Female | 25,730 | 2,451 | 2,683 | 2,321 | 2,275 | 4,089 | 3,328 | 2,443 | 2,197 | 3,943 | 32.7 |
| Vernon | 62.4 | Male | 34,283 | 4,029 | 2,967 | 2,580 | 8,861 | 6,955 | 3,793 | 2,087 | 1,502 | 1,509 | 24.0 |
| | | Female | 28,117 | 3,797 | 2,789 | 2,305 | 4,555 | 5,455 | 3,374 | 2,111 | 1,619 | 2,112 | 26.1 |
| Washington | 43.0 | Male | 20,738 | 1,849 | 2,278 | 2,149 | 1,948 | 3,252 | 2,919 | 2,127 | 1,793 | 2,423 | 31.6 |
| | | Female | 22,262 | 1,918 | 2,110 | 2,146 | 1,823 | 3,091 | 2,973 | 2,322 | 2,148 | 3,731 | 35.1 |
| Webster | 41.8 | Male | 19,774 | 1,869 | 2,019 | 1,953 | 1,749 | 2,912 | 2,632 | 2,110 | 1,870 | 2,660 | 32.9 |
| | | Female | 22,026 | 1,890 | 1,896 | 1,866 | 1,819 | 3,018 | 2,816 | 2,369 | 2,241 | 4,111 | 36.9 |
| West Baton Rouge | 19.4 | Male | 9,412 | 1,039 | 1,066 | 899 | 1,023 | 1,608 | 1,371 | 979 | 727 | 700 | 29.2 |
| | | Female | 9,988 | 936 | 1,038 | 838 | 1,031 | 1,812 | 1,424 | 1,087 | 762 | 1,060 | 31.4 |
| West Carroll | 12.0 | Male | 5,732 | 569 | 654 | 578 | 488 | 781 | 766 | 631 | 510 | 755 | 32.4 |
| | | Female | 6,268 | 516 | 611 | 588 | 503 | 830 | 777 | 686 | 603 | 1,154 | 36.1 |
| West Feliciana | 12.9 | Male | 8,765 | 419 | 467 | 414 | 790 | 2,754 | 2,221 | 858 | 434 | 408 | 33.3 |
| | | Female | 4,135 | 411 | 452 | 398 | 367 | 683 | 626 | 371 | 353 | 474 | 31.4 |
| Winn | 16.2 | Male | 8,016 | 724 | 835 | 744 | 852 | 1,262 | 1,067 | 830 | 670 | 1,032 | 31.8 |
| | | Female | 8,184 | 743 | 769 | 718 | 715 | 1,075 | 1,086 | 861 | 787 | 1,430 | 35.7 |
| **TOTAL METRO COUNTIES** | **2,928.7** | **Male** | **1,402,277** | **146,593** | **148,897** | **135,459** | **153,869** | **239,960** | **211,530** | **140,106** | **106,219** | **119,644** | **29.8** |
| | | **Female** | **1,526,423** | **140,921** | **142,863** | **131,546** | **162,100** | **257,001** | **226,476** | **153,846** | **124,078** | **187,592** | **32.2** |
| **TOTAL STATE** | **4,206.7** | **Male** | **2,024,911** | **211,237** | **217,772** | **198,748** | **224,956** | **337,966** | **294,625** | **200,275** | **155,473** | **183,859** | **29.7** |
| | | **Female** | **2,181,789** | **203,584** | **208,971** | **192,056** | **229,325** | **355,416** | **311,108** | **217,864** | **180,900** | **282,565** | **32.2** |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **MAINE** | | | | | | | | | | | | | |
| **BANGOR** | **147.5** | **Male** | **72,096** | **6,158** | **6,313** | **6,061** | **9,944** | **11,886** | **11,247** | **7,619** | **6,205** | **6,663** | **31.4** |
| | | **Female** | **75,404** | **5,841** | **5,892** | **5,908** | **9,405** | **12,383** | **11,268** | **7,733** | **6,585** | **10,389** | **33.6** |
| Penobscot | 147.5 | Male | 72,096 | 6,158 | 6,313 | 6,061 | 9,944 | 11,886 | 11,247 | 7,619 | 6,205 | 6,663 | 31.4 |
| | | Female | 75,404 | 5,841 | 5,892 | 5,908 | 9,405 | 12,383 | 11,268 | 7,733 | 6,585 | 10,389 | 33.6 |
| **LEWISTON - AUBURN** | **106.1** | **Male** | **51,307** | **5,043** | **4,653** | **4,455** | **5,565** | **8,852** | **7,724** | **5,321** | **4,245** | **5,449** | **31.7** |
| | | **Female** | **54,793** | **4,635** | **4,622** | **4,190** | **5,738** | **8,993** | **7,717** | **5,380** | **4,736** | **8,782** | **34.1** |
| Androscoggin | 106.1 | Male | 51,307 | 5,043 | 4,653 | 4,455 | 5,565 | 8,852 | 7,724 | 5,321 | 4,245 | 5,449 | 31.7 |
| | | Female | 54,793 | 4,635 | 4,622 | 4,190 | 5,738 | 8,993 | 7,717 | 5,380 | 4,736 | 8,782 | 34.1 |
| **PORTLAND** | **245.3** | **Male** | **117,879** | **10,740** | **9,798** | **9,217** | **13,024** | **21,607** | **19,808** | **12,326** | **9,243** | **12,116** | **32.5** |
| | | **Female** | **127,421** | **10,200** | **9,262** | **8,680** | **13,114** | **22,540** | **20,277** | **12,732** | **10,759** | **19,857** | **35.0** |
| Cumberland | 245.3 | Male | 117,879 | 10,740 | 9,798 | 9,217 | 13,024 | 21,607 | 19,808 | 12,326 | 9,243 | 12,116 | 32.5 |
| | | Female | 127,421 | 10,200 | 9,262 | 8,680 | 13,114 | 22,540 | 20,277 | 12,732 | 10,759 | 19,857 | 35.0 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Androscoggin | 106.1 | Male | 51,307 | 5,043 | 4,653 | 4,455 | 5,565 | 8,852 | 7,724 | 5,321 | 4,245 | 5,449 | 31.7 |
| | | Female | 54,793 | 4,635 | 4,622 | 4,190 | 5,738 | 8,993 | 7,717 | 5,380 | 4,736 | 8,782 | 34.1 |
| Aroostook | 86.6 | Male | 43,737 | 3,877 | 3,827 | 3,897 | 4,757 | 7,783 | 6,867 | 4,340 | 3,797 | 4,592 | 32.1 |
| | | Female | 42,863 | 3,574 | 3,521 | 3,724 | 3,949 | 6,756 | 6,294 | 4,534 | 4,028 | 6,483 | 34.9 |
| Cumberland | 245.3 | Male | 117,879 | 10,740 | 9,798 | 9,217 | 13,024 | 21,607 | 19,808 | 12,326 | 9,243 | 12,116 | 32.5 |
| | | Female | 127,421 | 10,200 | 9,262 | 8,680 | 13,114 | 22,540 | 20,277 | 12,732 | 10,759 | 19,857 | 35.0 |
| Franklin | 29.3 | Male | 14,130 | 1,324 | 1,396 | 1,302 | 1,484 | 2,183 | 2,134 | 1,604 | 1,235 | 1,468 | 32.1 |
| | | Female | 15,170 | 1,208 | 1,261 | 1,256 | 1,927 | 2,231 | 2,251 | 1,590 | 1,313 | 2,133 | 33.7 |
| Hancock | 47.4 | Male | 23,230 | 2,105 | 2,040 | 1,815 | 2,216 | 3,652 | 3,808 | 2,520 | 2,154 | 2,920 | 34.4 |
| | | Female | 24,170 | 1,944 | 1,945 | 1,659 | 1,897 | 3,723 | 3,798 | 2,591 | 2,315 | 4,298 | 37.4 |
| Kennebec | 116.8 | Male | 56,306 | 4,951 | 5,217 | 4,955 | 5,872 | 8,808 | 9,295 | 6,237 | 4,793 | 6,178 | 33.1 |
| | | Female | 60,494 | 4,782 | 5,052 | 4,746 | 5,776 | 9,532 | 9,425 | 6,300 | 5,414 | 9,467 | 35.4 |
| Knox | 36.6 | Male | 17,733 | 1,586 | 1,557 | 1,427 | 1,383 | 2,622 | 3,100 | 1,897 | 1,653 | 2,508 | 35.9 |
| | | Female | 18,867 | 1,492 | 1,525 | 1,400 | 1,292 | 2,702 | 2,981 | 1,980 | 1,803 | 3,692 | 38.4 |
| Lincoln | 30.8 | Male | 14,998 | 1,293 | 1,365 | 1,353 | 1,033 | 2,129 | 2,475 | 1,728 | 1,495 | 2,127 | 36.3 |
| | | Female | 15,802 | 1,281 | 1,260 | 1,217 | 1,027 | 2,171 | 2,541 | 1,748 | 1,599 | 2,958 | 38.7 |
| Oxford | 53.1 | Male | 25,858 | 2,441 | 2,385 | 2,346 | 2,022 | 4,058 | 4,042 | 2,859 | 2,443 | 3,262 | 34.2 |
| | | Female | 27,242 | 2,303 | 2,381 | 2,231 | 1,942 | 4,304 | 3,954 | 2,841 | 2,565 | 4,721 | 36.2 |
| Penobscot | 147.5 | Male | 72,096 | 6,158 | 6,313 | 6,061 | 9,944 | 11,886 | 11,247 | 7,619 | 6,205 | 6,663 | 31.4 |
| | | Female | 75,404 | 5,841 | 5,892 | 5,908 | 9,405 | 12,383 | 11,268 | 7,733 | 6,585 | 10,389 | 33.6 |
| Piscataquis | 18.8 | Male | 9,161 | 757 | 888 | 891 | 682 | 1,248 | 1,450 | 1,087 | 916 | 1,242 | 35.8 |
| | | Female | 9,639 | 714 | 844 | 857 | 678 | 1,358 | 1,439 | 1,031 | 929 | 1,789 | 37.6 |
| Sagadahoc | 34.1 | Male | 16,823 | 1,700 | 1,533 | 1,389 | 1,597 | 3,251 | 2,824 | 1,857 | 1,199 | 1,473 | 31.7 |
| | | Female | 17,277 | 1,667 | 1,500 | 1,353 | 1,452 | 3,078 | 2,833 | 1,822 | 1,265 | 2,307 | 33.7 |
| Somerset | 50.2 | Male | 24,562 | 2,286 | 2,416 | 2,429 | 2,149 | 3,831 | 3,806 | 2,795 | 2,178 | 2,672 | 32.8 |
| | | Female | 25,638 | 2,136 | 2,245 | 2,336 | 2,196 | 3,965 | 3,872 | 2,700 | 2,317 | 3,871 | 34.9 |
| Waldo | 33.4 | Male | 16,386 | 1,493 | 1,622 | 1,575 | 1,450 | 2,375 | 2,756 | 1,779 | 1,485 | 1,851 | 33.6 |
| | | Female | 17,014 | 1,462 | 1,521 | 1,419 | 1,307 | 2,611 | 2,846 | 1,800 | 1,554 | 2,494 | 35.7 |
| Washington | 35.4 | Male | 17,325 | 1,405 | 1,659 | 1,580 | 1,610 | 2,493 | 2,589 | 1,910 | 1,683 | 2,396 | 34.7 |
| | | Female | 18,075 | 1,424 | 1,523 | 1,539 | 1,496 | 2,559 | 2,506 | 1,882 | 1,827 | 3,319 | 37.0 |
| York | 166.9 | Male | 81,250 | 7,848 | 7,587 | 7,109 | 7,129 | 14,244 | 13,678 | 8,615 | 6,601 | 8,439 | 32.7 |
| | | Female | 85,650 | 7,453 | 7,206 | 6,634 | 7,204 | 14,884 | 13,752 | 8,598 | 7,296 | 12,623 | 34.6 |
| **TOTAL METRO COUNTIES** | **498.9** | **Male** | **241,282** | **21,941** | **20,764** | **19,733** | **28,533** | **42,345** | **38,779** | **25,266** | **19,693** | **24,228** | **32.0** |
| | | **Female** | **257,618** | **20,676** | **19,776** | **18,778** | **28,257** | **43,916** | **39,262** | **25,845** | **22,080** | **39,028** | **34.4** |
| **TOTAL STATE** | **1,238.3** | **Male** | **602,781** | **55,007** | **54,256** | **51,801** | **61,917** | **101,022** | **97,603** | **64,494** | **51,325** | **65,356** | **32.8** |
| | | **Female** | **635,519** | **52,116** | **51,560** | **49,149** | **60,400** | **103,790** | **97,754** | **65,262** | **56,305** | **99,183** | **35.1** |
| **MARYLAND** | | | | | | | | | | | | | |
| **BALTIMORE** | **2,404.9** | **Male** | **1,161,750** | **112,356** | **97,801** | **87,902** | **123,615** | **216,809** | **187,879** | **129,868** | **95,985** | **109,535** | **32.3** |
| | | **Female** | **1,243,150** | **107,188** | **94,923** | **84,097** | **121,931** | **224,780** | **197,374** | **135,318** | **107,099** | **170,440** | **34.5** |
| Anne Arundel | 433.1 | Male | 218,023 | 20,189 | 17,932 | 17,079 | 25,940 | 40,601 | 36,321 | 27,153 | 17,339 | 15,469 | 31.9 |
| | | Female | 215,077 | 19,225 | 16,960 | 15,955 | 20,574 | 39,577 | 36,854 | 25,848 | 17,672 | 22,412 | 33.8 |
| Baltimore | 699.3 | Male | 333,687 | 29,704 | 25,323 | 23,366 | 33,087 | 60,869 | 53,528 | 37,100 | 31,832 | 38,878 | 34.1 |
| | | Female | 365,613 | 28,508 | 24,728 | 22,220 | 35,061 | 63,470 | 57,027 | 40,245 | 35,717 | 58,637 | 36.5 |
| Baltimore city | 733.4 | Male | 342,218 | 35,327 | 30,303 | 25,802 | 38,939 | 65,057 | 50,339 | 32,072 | 27,151 | 37,228 | 31.3 |
| | | Female | 391,182 | 33,893 | 29,849 | 25,487 | 42,400 | 70,554 | 54,853 | 36,862 | 34,064 | 63,220 | 34.1 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES | | | | Population by Age and Sex | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | Median Age By Sex |
| **MARYLAND (continued)** | | | | | | | | | | | | | |
| **BALTIMORE (continued)** | | | | | | | | | | | | | |
| Carroll | 125.8 | Male | 61,940 | 6,219 | 5,726 | 5,324 | 5,848 | 10,436 | 11,004 | 7,745 | 4,596 | 5,042 | 32.5 |
| | | Female | 63,860 | 5,864 | 5,593 | 4,887 | 5,652 | 11,037 | 10,929 | 7,402 | 4,772 | 7,724 | 34.0 |
| Harford | 185.9 | Male | 92,793 | 9,499 | 8,597 | 7,531 | 9,922 | 17,033 | 15,702 | 11,180 | 7,081 | 6,248 | 31.4 |
| | | Female | 93,107 | 8,952 | 8,282 | 7,252 | 8,452 | 17,276 | 15,768 | 10,925 | 7,195 | 9,005 | 32.9 |
| Howard | 192.7 | Male | 95,934 | 9,798 | 8,392 | 7,560 | 8,523 | 19,990 | 18,204 | 12,511 | 6,270 | 4,686 | 31.9 |
| | | Female | 96,766 | 9,279 | 8,019 | 7,067 | 8,462 | 19,927 | 19,130 | 11,948 | 5,956 | 6,978 | 32.8 |
| Queen Anne's | 34.7 | Male | 17,155 | 1,620 | 1,528 | 1,240 | 1,356 | 2,823 | 2,781 | 2,107 | 1,716 | 1,984 | 35.0 |
| | | Female | 17,545 | 1,467 | 1,492 | 1,229 | 1,330 | 2,939 | 2,813 | 2,088 | 1,723 | 2,464 | 36.1 |
| **CUMBERLAND** | **101.3** | **Male** | **48,020** | **3,832** | **3,996** | **4,051** | **5,854** | **6,342** | **6,654** | **5,586** | **4,947** | **6,758** | **34.9** |
| | | **Female** | **53,280** | **3,641** | **3,782** | **3,893** | **5,590** | **6,853** | **7,108** | **5,822** | **5,636** | **10,955** | **39.1** |
| Allegany | 74.6 | Male | 35,099 | 2,747 | 2,870 | 2,825 | 4,362 | 4,618 | 4,735 | 3,984 | 3,746 | 5,212 | 35.3 |
| | | Female | 39,501 | 2,628 | 2,664 | 2,711 | 4,283 | 4,963 | 5,081 | 4,245 | 4,338 | 8,588 | 39.9 |
| *Mineral, W. Va.* | *26.7* | *Male* | *12,921* | *1,085* | *1,126* | *1,226* | *1,492* | *1,724* | *1,919* | *1,602* | *1,201* | *1,546* | *33.9* |
| | | *Female* | *13,779* | *1,013* | *1,118* | *1,182* | *1,307* | *1,890* | *2,027* | *1,577* | *1,298* | *2,367* | *36.9* |
| **HAGERSTOWN** | **122.1** | **Male** | **61,605** | **5,111** | **4,730** | **4,427** | **7,151** | **11,794** | **9,634** | **6,721** | **5,418** | **6,619** | **33.0** |
| | | **Female** | **60,495** | **4,890** | **4,569** | **4,172** | **5,608** | **9,598** | **8,764** | **6,672** | **5,983** | **10,239** | **36.6** |
| Washington | 122.1 | Male | 61,605 | 5,111 | 4,730 | 4,427 | 7,151 | 11,794 | 9,634 | 6,721 | 5,418 | 6,619 | 33.0 |
| | | Female | 60,495 | 4,890 | 4,569 | 4,172 | 5,608 | 9,598 | 8,764 | 6,672 | 5,983 | 10,239 | 36.6 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Allegany | 74.6 | Male | 35,099 | 2,747 | 2,870 | 2,825 | 4,362 | 4,618 | 4,735 | 3,984 | 3,746 | 5,212 | 35.3 |
| | | Female | 39,501 | 2,628 | 2,664 | 2,711 | 4,283 | 4,963 | 5,081 | 4,245 | 4,338 | 8,588 | 39.9 |
| Anne Arundel | 433.1 | Male | 218,023 | 20,189 | 17,932 | 17,079 | 25,940 | 40,601 | 36,321 | 27,153 | 17,339 | 15,469 | 31.9 |
| | | Female | 215,077 | 19,225 | 16,960 | 15,955 | 20,574 | 39,577 | 36,854 | 25,848 | 17,672 | 22,412 | 33.8 |
| Baltimore | 699.3 | Male | 333,687 | 29,704 | 25,323 | 23,366 | 33,087 | 60,869 | 53,528 | 37,100 | 31,832 | 38,878 | 34.1 |
| | | Female | 365,613 | 28,508 | 24,728 | 22,220 | 35,061 | 63,470 | 57,027 | 40,245 | 35,717 | 58,637 | 36.5 |
| Baltimore city | 733.4 | Male | 342,218 | 35,327 | 30,303 | 25,802 | 38,939 | 65,057 | 50,339 | 32,072 | 27,151 | 37,228 | 31.3 |
| | | Female | 391,182 | 33,893 | 29,849 | 25,487 | 42,400 | 70,554 | 54,853 | 36,862 | 34,064 | 63,220 | 34.1 |
| ☐ Calvert | 53.0 | Male | 26,305 | 2,650 | 2,746 | 2,397 | 2,235 | 4,349 | 4,804 | 3,299 | 1,875 | 1,950 | 32.2 |
| | | Female | 26,695 | 2,518 | 2,553 | 2,275 | 2,232 | 4,804 | 4,766 | 2,907 | 1,884 | 2,756 | 32.8 |
| Caroline | 27.4 | Male | 13,290 | 1,283 | 1,245 | 1,154 | 1,194 | 2,104 | 1,985 | 1,538 | 1,143 | 1,644 | 33.4 |
| | | Female | 14,110 | 1,341 | 1,119 | 1,098 | 1,187 | 2,270 | 2,028 | 1,442 | 1,331 | 2,294 | 35.2 |
| Carroll | 125.8 | Male | 61,940 | 6,219 | 5,726 | 5,324 | 5,848 | 10,436 | 11,004 | 7,745 | 4,596 | 5,042 | 32.5 |
| | | Female | 63,860 | 5,864 | 5,593 | 4,887 | 5,652 | 11,037 | 10,929 | 7,402 | 4,772 | 7,724 | 34.0 |
| ☐ Cecil | 72.5 | Male | 36,207 | 3,569 | 3,332 | 3,338 | 3,684 | 5,859 | 5,906 | 4,203 | 3,021 | 3,295 | 32.1 |
| | | Female | 36,293 | 3,401 | 3,203 | 3,112 | 3,500 | 6,132 | 5,838 | 3,924 | 3,028 | 4,155 | 33.0 |
| ☐ Charles | 103.6 | Male | 51,478 | 5,475 | 5,297 | 4,830 | 5,498 | 9,670 | 8,583 | 6,199 | 3,243 | 2,683 | 29.8 |
| | | Female | 52,122 | 5,408 | 5,073 | 4,574 | 5,343 | 9,935 | 8,751 | 5,833 | 3,189 | 4,016 | 30.7 |
| Dorchester | 30.3 | Male | 14,351 | 1,268 | 1,240 | 1,062 | 1,228 | 2,261 | 2,043 | 1,605 | 1,529 | 2,115 | 35.6 |
| | | Female | 15,949 | 1,224 | 1,134 | 1,050 | 1,332 | 2,408 | 2,224 | 1,768 | 1,698 | 3,111 | 38.7 |
| ☐ Frederick | 153.3 | Male | 75,494 | 7,534 | 6,957 | 6,309 | 7,669 | 13,740 | 13,455 | 8,735 | 5,329 | 5,766 | 31.8 |
| | | Female | 77,806 | 7,378 | 6,800 | 5,842 | 7,986 | 14,009 | 13,291 | 8,129 | 5,676 | 8,695 | 32.8 |
| Garrett | 28.3 | Male | 13,804 | 1,276 | 1,361 | 1,344 | 1,253 | 2,179 | 1,986 | 1,597 | 1,162 | 1,646 | 32.7 |
| | | Female | 14,496 | 1,189 | 1,327 | 1,219 | 1,321 | 2,217 | 2,024 | 1,570 | 1,396 | 2,233 | 34.9 |
| Harford | 185.9 | Male | 92,793 | 9,499 | 8,597 | 7,531 | 9,922 | 17,033 | 15,702 | 11,180 | 7,081 | 6,248 | 31.4 |
| | | Female | 93,107 | 8,952 | 8,282 | 7,252 | 8,452 | 17,276 | 15,768 | 10,925 | 7,195 | 9,005 | 32.9 |
| Howard | 192.7 | Male | 95,934 | 9,798 | 8,392 | 7,560 | 8,523 | 19,990 | 18,204 | 12,511 | 6,270 | 4,686 | 31.9 |
| | | Female | 96,766 | 9,279 | 8,019 | 7,067 | 8,462 | 19,927 | 19,130 | 11,948 | 5,956 | 6,978 | 32.8 |
| Kent | 17.9 | Male | 8,660 | 709 | 649 | 602 | 1,040 | 1,247 | 1,185 | 1,014 | 898 | 1,316 | 35.7 |
| | | Female | 9,240 | 654 | 627 | 613 | 1,071 | 1,317 | 1,187 | 1,049 | 1,021 | 1,701 | 37.8 |
| ☐ Montgomery | 777.3 | Male | 374,572 | 36,493 | 30,195 | 27,621 | 34,141 | 73,621 | 65,824 | 45,453 | 29,908 | 31,316 | 33.0 |
| | | Female | 402,728 | 34,669 | 28,851 | 26,192 | 34,519 | 77,494 | 71,818 | 48,495 | 32,760 | 47,930 | 35.0 |
| ☐ Prince George's | 736.0 | Male | 356,634 | 34,741 | 29,924 | 27,850 | 46,866 | 73,271 | 57,946 | 40,565 | 25,472 | 19,999 | 30.3 |
| | | Female | 379,366 | 33,015 | 28,827 | 26,738 | 47,674 | 77,279 | 64,888 | 43,792 | 26,571 | 30,582 | 31.9 |
| Queen Anne's | 34.7 | Male | 17,155 | 1,620 | 1,528 | 1,240 | 1,356 | 2,823 | 2,781 | 2,107 | 1,716 | 1,984 | 35.0 |
| | | Female | 17,545 | 1,467 | 1,492 | 1,229 | 1,330 | 2,939 | 2,813 | 2,088 | 1,723 | 2,464 | 36.1 |
| St. Mary's | 77.5 | Male | 39,458 | 4,312 | 3,694 | 3,191 | 4,676 | 8,238 | 5,951 | 4,084 | 2,474 | 2,638 | 29.7 |
| | | Female | 38,042 | 4,157 | 3,658 | 3,141 | 4,441 | 7,299 | 5,611 | 3,689 | 2,476 | 3,570 | 30.0 |
| Somerset | 23.6 | Male | 12,499 | 802 | 786 | 826 | 1,775 | 2,726 | 1,816 | 1,179 | 1,108 | 1,481 | 32.6 |
| | | Female | 11,101 | 763 | 844 | 798 | 1,387 | 1,545 | 1,399 | 1,126 | 1,199 | 2,040 | 36.5 |
| Talbot | 30.9 | Male | 14,660 | 1,229 | 1,151 | 973 | 1,116 | 2,195 | 2,088 | 1,710 | 1,640 | 2,558 | 38.2 |
| | | Female | 16,240 | 1,172 | 1,130 | 890 | 1,146 | 2,319 | 2,318 | 1,823 | 1,819 | 3,623 | 41.3 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **MARYLAND (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Washington | 122.1 | Male | 61,605 | 5,111 | 4,730 | 4,427 | 7,151 | 11,794 | 9,634 | 6,721 | 5,418 | 6,619 | **33.0** |
| | | Female | 60,495 | 4,890 | 4,569 | 4,172 | 5,608 | 9,598 | 8,764 | 6,672 | 5,983 | 10,239 | **36.6** |
| Wicomico | 75.1 | Male | 35,965 | 3,385 | 3,204 | 2,906 | 4,303 | 6,086 | 5,487 | 3,902 | 3,013 | 3,679 | **31.9** |
| | | Female | 39,135 | 3,119 | 3,043 | 2,798 | 4,640 | 6,180 | 5,873 | 4,027 | 3,492 | 5,963 | **34.7** |
| Worcester | 35.4 | Male | 17,031 | 1,410 | 1,363 | 1,186 | 1,425 | 2,758 | 2,607 | 1,806 | 1,885 | 2,591 | **36.4** |
| | | Female | 18,369 | 1,422 | 1,270 | 1,172 | 1,402 | 2,873 | 2,510 | 2,015 | 2,187 | 3,518 | **39.2** |
| **TOTAL METRO COUNTIES** | **4,497.3** | **Male** | **2,179,144** | **210,676** | **183,852** | **167,499** | **235,221** | **413,731** | **358,766** | **249,027** | **173,997** | **186,375** | **32.1** |
| | | **Female** | **2,318,156** | **201,095** | **177,463** | **159,713** | **233,076** | **428,994** | **380,571** | **259,315** | **190,528** | **287,401** | **34.0** |
| **TOTAL STATE** | **4,843.7** | **Male** | **2,348,862** | **226,350** | **198,545** | **180,743** | **253,231** | **443,525** | **383,914** | **267,462** | **188,849** | **206,243** | **32.1** |
| | | **Female** | **2,494,838** | **216,136** | **191,615** | **172,492** | **251,003** | **457,422** | **405,745** | **277,824** | **207,147** | **315,454** | **34.1** |
| **MASSACHUSETTS** | | | | | | | | | | | | | |
| **BOSTON - LAWRENCE - SALEM - LOWELL - BROCKTON** | **3,791.4** | **Male** | **1,820,711** | **158,483** | **135,996** | **130,471** | **223,525** | **359,076** | **287,372** | **192,739** | **150,680** | **182,369** | **32.3** |
| | | **Female** | **1,970,689** | **151,743** | **129,281** | **124,602** | **226,092** | **360,009** | **299,888** | **205,689** | **168,325** | **305,060** | **34.8** |
| Essex | 672.2 | Male | 320,840 | 30,718 | 26,644 | 24,937 | 31,993 | 56,755 | 51,556 | 34,965 | 27,607 | 35,665 | **33.1** |
| | | Female | 351,360 | 29,020 | 25,389 | 23,470 | 33,178 | 59,054 | 54,385 | 36,733 | 30,953 | 59,178 | **36.0** |
| Middlesex | 1,401.0 | Male | 674,212 | 56,453 | 47,790 | 46,202 | 83,724 | 137,160 | 107,628 | 72,660 | 57,375 | 65,220 | **32.5** |
| | | Female | 726,788 | 53,738 | 45,272 | 44,753 | 82,676 | 135,763 | 113,205 | 77,895 | 63,394 | 110,092 | **35.1** |
| Norfolk | 616.7 | Male | 293,030 | 24,690 | 21,238 | 21,140 | 31,545 | 54,334 | 47,363 | 33,316 | 27,218 | 32,186 | **33.8** |
| | | Female | 323,670 | 23,522 | 20,345 | 19,843 | 33,128 | 55,762 | 50,329 | 36,213 | 30,412 | 54,116 | **36.8** |
| Plymouth | 438.2 | Male | 213,943 | 20,824 | 19,519 | 19,110 | 22,451 | 36,074 | 35,551 | 24,414 | 16,417 | 19,583 | **31.9** |
| | | Female | 224,257 | 19,944 | 18,565 | 17,790 | 21,548 | 36,775 | 36,798 | 24,883 | 17,121 | 30,833 | **34.3** |
| Suffolk | 663.3 | Male | 318,686 | 25,798 | 20,805 | 19,082 | 53,812 | 74,753 | 45,274 | 27,384 | 22,063 | 29,715 | **30.3** |
| | | Female | 344,614 | 25,519 | 19,710 | 18,746 | 55,562 | 72,655 | 45,171 | 29,965 | 26,445 | 50,841 | **32.3** |
| **NEW BEDFORD - FALL RIVER - ATTLEBORO** | **509.1** | **Male** | **243,110** | **22,627** | **20,998** | **20,663** | **26,491** | **41,529** | **36,767** | **25,816** | **20,317** | **27,902** | **32.4** |
| | | **Female** | **265,990** | **21,444** | **19,880** | **19,898** | **27,611** | **42,896** | **38,505** | **26,784** | **23,258** | **45,714** | **35.3** |
| Bristol | 509.1 | Male | 243,110 | 22,627 | 20,998 | 20,663 | 26,491 | 41,529 | 36,767 | 25,816 | 20,317 | 27,902 | **32.4** |
| | | Female | 265,990 | 21,444 | 19,880 | 19,898 | 27,611 | 42,896 | 38,505 | 26,784 | 23,258 | 45,714 | **35.3** |
| **PITTSFIELD** | **139.0** | **Male** | **66,546** | **5,569** | **5,414** | **5,415** | **7,625** | **10,285** | **10,140** | **6,996** | **6,141** | **8,961** | **34.0** |
| | | **Female** | **72,454** | **5,198** | **5,198** | **5,071** | **7,206** | **10,432** | **10,328** | **7,524** | **7,001** | **14,496** | **38.0** |
| Berkshire | 139.0 | Male | 66,546 | 5,569 | 5,414 | 5,415 | 7,625 | 10,285 | 10,140 | 6,996 | 6,141 | 8,961 | **34.0** |
| | | Female | 72,454 | 5,198 | 5,198 | 5,071 | 7,206 | 10,432 | 10,328 | 7,524 | 7,001 | 14,496 | **38.0** |
| **SPRINGFIELD** | **606.6** | **Male** | **287,875** | **26,392** | **24,846** | **22,796** | **38,328** | **48,219** | **43,058** | **28,325** | **23,249** | **32,662** | **31.5** |
| | | **Female** | **318,725** | **25,434** | **23,431** | **21,556** | **43,614** | **50,413** | **45,397** | **29,992** | **26,658** | **52,230** | **34.0** |
| Hampden | 459.2 | Male | 218,267 | 21,353 | 19,848 | 18,009 | 24,354 | 36,853 | 31,836 | 21,774 | 18,420 | 25,820 | **31.9** |
| | | Female | 240,933 | 20,444 | 18,702 | 17,136 | 25,358 | 38,825 | 33,726 | 23,473 | 21,300 | 41,969 | **35.0** |
| Hampshire | 147.4 | Male | 69,608 | 5,039 | 4,998 | 4,787 | 13,974 | 11,366 | 11,222 | 6,551 | 4,829 | 6,842 | **30.3** |
| | | Female | 77,792 | 4,990 | 4,729 | 4,420 | 18,256 | 11,588 | 11,671 | 6,519 | 5,358 | 10,261 | **30.6** |
| **WORCESTER - FITCHBURG - LEOMINSTER** | **717.5** | **Male** | **349,468** | **33,755** | **29,450** | **27,393** | **40,461** | **63,790** | **54,822** | **34,913** | **27,111** | **37,773** | **31.8** |
| | | **Female** | **368,032** | **31,977** | **27,905** | **26,069** | **38,755** | **63,094** | **54,045** | **35,729** | **29,984** | **60,474** | **34.4** |
| Worcester | 717.5 | Male | 349,468 | 33,755 | 29,450 | 27,393 | 40,461 | 63,790 | 54,822 | 34,913 | 27,111 | 37,773 | **31.8** |
| | | Female | 368,032 | 31,977 | 27,905 | 26,069 | 38,755 | 63,094 | 54,045 | 35,729 | 29,984 | 60,474 | **34.4** |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Barnstable | 189.8 | Male | 89,614 | 7,675 | 6,900 | 6,007 | 7,155 | 13,256 | 13,782 | 8,762 | 8,861 | 17,216 | **37.8** |
| | | Female | 100,186 | 7,199 | 6,569 | 5,772 | 6,759 | 14,221 | 14,508 | 9,675 | 10,936 | 24,547 | **41.6** |
| Berkshire | 139.0 | Male | 66,546 | 5,569 | 5,414 | 5,415 | 7,625 | 10,285 | 10,140 | 6,996 | 6,141 | 8,961 | **34.0** |
| | | Female | 72,454 | 5,198 | 5,198 | 5,071 | 7,206 | 10,432 | 10,328 | 7,524 | 7,001 | 14,496 | **38.0** |
| Bristol | 509.1 | Male | 243,110 | 22,627 | 20,998 | 20,663 | 26,491 | 41,529 | 36,767 | 25,816 | 20,317 | 27,902 | **32.4** |
| | | Female | 265,990 | 21,444 | 19,880 | 19,898 | 27,611 | 42,896 | 38,505 | 26,784 | 23,258 | 45,714 | **35.3** |
| Dukes | 11.9 | Male | 5,775 | 556 | 460 | 402 | 357 | 970 | 1,202 | 593 | 488 | 747 | **36.2** |
| | | Female | 6,125 | 503 | 457 | 393 | 335 | 971 | 1,198 | 576 | 569 | 1,123 | **38.4** |
| Essex | 672.2 | Male | 320,840 | 30,718 | 26,644 | 24,937 | 31,993 | 56,755 | 51,556 | 34,965 | 27,607 | 35,665 | **33.1** |
| | | Female | 351,360 | 29,020 | 25,389 | 23,470 | 33,178 | 59,054 | 54,385 | 36,733 | 30,953 | 59,178 | **36.0** |
| Franklin | 70.8 | Male | 34,282 | 3,228 | 3,088 | 2,736 | 3,131 | 5,608 | 6,265 | 3,561 | 2,610 | 4,055 | **33.8** |
| | | Female | 36,518 | 3,062 | 2,902 | 2,554 | 3,100 | 5,958 | 6,303 | 3,504 | 2,930 | 6,205 | **36.1** |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES | | | | Population by Age and Sex | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | Median Age By Sex |
| **MASSACHUSETTS (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Hampden | 459.2 | Male | 218,267 | 21,353 | 19,848 | 18,009 | 24,354 | 36,853 | 31,836 | 21,774 | 18,420 | 25,820 | 31.9 |
| | | Female | 240,933 | 20,444 | 18,702 | 17,136 | 25,358 | 38,825 | 33,726 | 23,473 | 21,300 | 41,969 | 35.0 |
| Hampshire | 147.4 | Male | 69,608 | 5,039 | 4,998 | 4,787 | 13,974 | 11,366 | 11,222 | 6,551 | 4,829 | 6,842 | 30.3 |
| | | Female | 77,792 | 4,990 | 4,729 | 4,420 | 18,256 | 11,588 | 11,671 | 6,519 | 5,358 | 10,261 | 30.6 |
| Middlesex | 1,401.0 | Male | 674,212 | 56,453 | 47,790 | 46,202 | 83,724 | 137,160 | 107,628 | 72,660 | 57,375 | 65,220 | 32.5 |
| | | Female | 726,788 | 53,738 | 45,272 | 44,753 | 82,676 | 135,763 | 113,205 | 77,895 | 63,394 | 110,092 | 35.1 |
| Nantucket | 6.1 | Male | 3,046 | 294 | 230 | 182 | 225 | 605 | 627 | 307 | 255 | 321 | 34.8 |
| | | Female | 3,054 | 232 | 185 | 158 | 248 | 622 | 512 | 301 | 289 | 507 | 36.6 |
| Norfolk | 616.7 | Male | 293,030 | 24,690 | 21,238 | 21,140 | 31,545 | 54,334 | 47,363 | 33,316 | 27,218 | 32,186 | 33.8 |
| | | Female | 323,670 | 23,522 | 20,345 | 19,843 | 33,128 | 55,762 | 50,329 | 36,213 | 30,412 | 54,116 | 36.8 |
| Plymouth | 438.2 | Male | 213,943 | 20,824 | 19,519 | 19,110 | 22,451 | 36,074 | 35,551 | 24,414 | 16,417 | 19,583 | 31.9 |
| | | Female | 224,257 | 19,944 | 18,565 | 17,790 | 21,548 | 36,775 | 36,798 | 24,883 | 17,121 | 30,833 | 34.3 |
| Suffolk | 663.3 | Male | 318,686 | 25,798 | 20,805 | 19,082 | 53,812 | 74,753 | 45,274 | 27,384 | 22,063 | 29,715 | 30.3 |
| | | Female | 344,614 | 25,519 | 19,710 | 18,746 | 55,562 | 72,655 | 45,171 | 29,965 | 26,445 | 50,841 | 32.3 |
| Worcester | 717.5 | Male | 349,468 | 33,755 | 29,450 | 27,393 | 40,461 | 63,790 | 54,822 | 34,913 | 27,111 | 37,773 | 31.8 |
| | | Female | 368,032 | 31,977 | 27,905 | 26,069 | 38,755 | 63,094 | 54,045 | 35,729 | 29,984 | 60,474 | 34.4 |
| **TOTAL METRO COUNTIES** | 5,763.6 | **Male** | **2,767,710** | **246,826** | **216,704** | **206,738** | **336,430** | **522,899** | **432,159** | **288,789** | **227,498** | **289,667** | **32.2** |
| | | **Female** | **2,995,890** | **235,796** | **205,695** | **197,196** | **343,278** | **526,844** | **448,163** | **305,718** | **255,226** | **477,974** | **34.8** |
| **TOTAL STATE** | 6,042.2 | **Male** | **2,900,427** | **258,579** | **227,382** | **216,065** | **347,298** | **543,338** | **454,035** | **302,012** | **239,712** | **312,006** | **32.4** |
| | | **Female** | **3,141,773** | **246,792** | **215,808** | **206,073** | **353,720** | **548,616** | **470,684** | **319,774** | **269,950** | **510,356** | **35.0** |
| **MICHIGAN** | | | | | | | | | | | | | |
| **ANN ARBOR** | **284.8** | **Male** | **140,883** | **12,153** | **10,298** | **9,541** | **27,571** | **28,312** | **22,746** | **13,638** | **8,282** | **8,342** | **28.8** |
| | | **Female** | **143,917** | **11,415** | **9,938** | **9,022** | **27,332** | **27,533** | **23,129** | **13,600** | **8,944** | **13,004** | **30.2** |
| Washtenaw | 284.8 | Male | 140,883 | 12,153 | 10,298 | 9,541 | 27,571 | 28,312 | 22,746 | 13,638 | 8,282 | 8,342 | 28.8 |
| | | Female | 143,917 | 11,415 | 9,938 | 9,022 | 27,332 | 27,533 | 23,129 | 13,600 | 8,944 | 13,004 | 30.2 |
| **BATTLE CREEK** | **136.1** | **Male** | **65,832** | **6,355** | **6,332** | **6,243** | **6,283** | **10,001** | **10,108** | **7,211** | **5,946** | **7,353** | **32.7** |
| | | **Female** | **70,268** | **6,055** | **5,867** | **5,636** | **6,814** | **10,648** | **10,396** | **7,425** | **6,643** | **10,784** | **35.1** |
| Calhoun | 136.1 | Male | 65,832 | 6,355 | 6,332 | 6,243 | 6,283 | 10,001 | 10,108 | 7,211 | 5,946 | 7,353 | 32.7 |
| | | Female | 70,268 | 6,055 | 5,867 | 5,636 | 6,814 | 10,648 | 10,396 | 7,425 | 6,643 | 10,784 | 35.1 |
| **BENTON HARBOR** | **161.4** | **Male** | **77,312** | **7,481** | **7,561** | **7,236** | **7,416** | **12,060** | **11,300** | **8,385** | **6,915** | **8,958** | **32.4** |
| | | **Female** | **84,088** | **7,156** | **7,330** | **7,065** | **7,906** | **12,674** | **12,007** | **9,004** | **7,807** | **13,139** | **34.9** |
| Berrien | 161.4 | Male | 77,312 | 7,481 | 7,561 | 7,236 | 7,416 | 12,060 | 11,300 | 8,385 | 6,915 | 8,958 | 32.4 |
| | | Female | 84,088 | 7,156 | 7,330 | 7,065 | 7,906 | 12,674 | 12,007 | 9,004 | 7,807 | 13,139 | 34.9 |
| **DETROIT** | **4,387.9** | **Male** | **2,111,627** | **208,264** | **192,502** | **188,514** | **211,832** | **368,148** | **330,465** | **229,727** | **178,208** | **203,967** | **31.9** |
| | | **Female** | **2,276,273** | **199,504** | **183,601** | **181,244** | **218,461** | **387,800** | **349,872** | **242,912** | **199,626** | **313,253** | **34.2** |
| Lapeer | 75.5 | Male | 37,817 | 3,606 | 4,073 | 3,837 | 3,780 | 6,048 | 6,306 | 4,629 | 2,813 | 2,725 | 31.0 |
| | | Female | 37,683 | 3,356 | 3,812 | 3,763 | 3,397 | 6,114 | 6,252 | 4,397 | 2,806 | 3,786 | 32.4 |
| Livingston | 117.7 | Male | 59,411 | 5,614 | 5,921 | 6,125 | 5,381 | 9,484 | 10,734 | 7,767 | 4,374 | 4,011 | 32.0 |
| | | Female | 58,289 | 5,426 | 5,546 | 5,250 | 4,748 | 9,660 | 10,675 | 7,337 | 4,060 | 5,587 | 33.5 |
| Macomb | 720.4 | Male | 349,891 | 30,927 | 29,386 | 28,700 | 36,439 | 63,916 | 53,812 | 39,996 | 32,201 | 34,514 | 32.7 |
| | | Female | 370,509 | 29,386 | 27,908 | 27,305 | 36,375 | 63,294 | 54,796 | 42,255 | 35,212 | 53,978 | 35.2 |
| Monroe | 134.0 | Male | 66,045 | 6,645 | 6,693 | 6,505 | 6,497 | 10,675 | 10,495 | 7,544 | 5,456 | 5,535 | 31.3 |
| | | Female | 67,955 | 6,090 | 6,293 | 6,385 | 6,385 | 10,974 | 10,415 | 7,428 | 5,691 | 8,294 | 33.0 |
| Oakland | 1,095.4 | Male | 532,606 | 49,749 | 46,308 | 44,033 | 49,468 | 97,930 | 90,231 | 63,779 | 44,499 | 46,609 | 32.8 |
| | | Female | 562,794 | 46,958 | 43,750 | 41,865 | 50,112 | 100,835 | 94,476 | 64,747 | 47,936 | 72,115 | 34.8 |
| St. Clair | 146.7 | Male | 71,382 | 6,993 | 7,104 | 6,928 | 6,853 | 11,402 | 10,939 | 7,990 | 5,955 | 7,218 | 31.9 |
| | | Female | 75,318 | 6,816 | 6,716 | 6,418 | 7,034 | 12,068 | 11,178 | 7,946 | 6,351 | 10,791 | 33.8 |
| Wayne | 2,098.2 | Male | 994,475 | 104,730 | 93,017 | 92,386 | 103,414 | 168,693 | 147,948 | 98,022 | 82,910 | 103,355 | 31.1 |
| | | Female | 1,103,725 | 101,472 | 89,576 | 90,258 | 110,410 | 184,855 | 162,080 | 108,802 | 97,570 | 158,702 | 33.7 |
| ***DETROIT - ANN ARBOR CONSOLIDATED AREA*** | *4,672.7* | ***Male*** | *2,252,510* | *220,417* | *202,800* | *198,055* | *239,403* | *396,460* | *353,211* | *243,365* | *186,490* | *212,309* | *31.7* |
| | | ***Female*** | *2,420,190* | *210,919* | *193,539* | *190,266* | *245,793* | *415,333* | *373,001* | *256,512* | *208,570* | *326,257* | *33.9* |
| **FLINT** | **429.1** | **Male** | **205,329** | **20,784** | **20,472** | **20,232** | **21,109** | **34,042** | **30,835** | **23,191** | **17,692** | **16,972** | **30.9** |
| | | **Female** | **223,771** | **20,118** | **20,155** | **19,390** | **22,271** | **37,664** | **33,822** | **24,568** | **19,187** | **26,596** | **33.0** |
| Genesee | 429.1 | Male | 205,329 | 20,784 | 20,472 | 20,232 | 21,109 | 34,042 | 30,835 | 23,191 | 17,692 | 16,972 | 30.9 |
| | | Female | 223,771 | 20,118 | 20,155 | 19,390 | 22,271 | 37,664 | 33,822 | 24,568 | 19,187 | 26,596 | 33.0 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **MICHIGAN (continued)** | | | | | | | | | | | | | |
| **GRAND RAPIDS** | **696.2** | **Male** | **338,752** | **38,083** | **34,659** | **29,709** | **37,181** | **62,548** | **51,513** | **32,330** | **23,833** | **28,896** | **29.8** |
| | | **Female** | **357,448** | **36,403** | **33,341** | **28,192** | **38,964** | **63,397** | **52,676** | **33,851** | **26,312** | **44,312** | **31.6** |
| Kent | 505.5 | Male | 244,743 | 27,737 | 24,753 | 21,060 | 26,354 | 46,347 | 37,059 | 22,752 | 17,368 | 21,313 | 29.8 |
| | | Female | 260,757 | 26,591 | 23,910 | 19,963 | 27,791 | 47,318 | 38,280 | 24,259 | 19,488 | 33,157 | 31.8 |
| Ottawa | 190.7 | Male | 94,009 | 10,346 | 9,906 | 8,649 | 10,827 | 16,201 | 14,454 | 9,578 | 6,465 | 7,583 | 29.5 |
| | | Female | 96,691 | 9,812 | 9,431 | 8,229 | 11,173 | 16,079 | 14,396 | 9,592 | 6,824 | 11,155 | 31.0 |
| **JACKSON** | **150.4** | **Male** | **76,376** | **6,861** | **6,687** | **6,344** | **7,400** | **14,336** | **12,671** | **8,243** | **6,393** | **7,441** | **32.6** |
| | | **Female** | **74,024** | **6,630** | **6,389** | **6,084** | **6,677** | **11,789** | **10,978** | **7,671** | **6,658** | **11,148** | **34.5** |
| Jackson | 150.4 | Male | 76,376 | 6,861 | 6,687 | 6,344 | 7,400 | 14,336 | 12,671 | 8,243 | 6,393 | 7,441 | 32.6 |
| | | Female | 74,024 | 6,630 | 6,389 | 6,084 | 6,677 | 11,789 | 10,978 | 7,671 | 6,658 | 11,148 | 34.5 |
| **KALAMAZOO** | **224.5** | **Male** | **108,100** | **10,254** | **9,483** | **8,565** | **16,734** | **18,348** | **16,588** | **11,040** | **7,971** | **9,117** | **29.9** |
| | | **Female** | **116,400** | **9,751** | **9,084** | **8,187** | **17,417** | **19,254** | **17,485** | **11,689** | **8,826** | **14,707** | **32.1** |
| Kalamazoo | 224.5 | Male | 108,100 | 10,254 | 9,483 | 8,565 | 16,734 | 18,348 | 16,588 | 11,040 | 7,971 | 9,117 | 29.9 |
| | | Female | 116,400 | 9,751 | 9,084 | 8,187 | 17,417 | 19,254 | 17,485 | 11,689 | 8,826 | 14,707 | 32.1 |
| **LANSING - EAST LANSING** | **434.5** | **Male** | **210,240** | **19,880** | **19,368** | **17,757** | **33,615** | **36,141** | **32,779** | **21,322** | **14,132** | **15,246** | **29.0** |
| | | **Female** | **224,260** | **19,370** | **18,713** | **17,195** | **35,246** | **38,178** | **34,507** | **21,944** | **15,234** | **23,873** | **30.7** |
| Clinton | 58.3 | Male | 29,024 | 2,824 | 3,014 | 2,945 | 2,681 | 4,714 | 4,660 | 3,628 | 2,291 | 2,267 | 31.5 |
| | | Female | 29,276 | 2,592 | 2,823 | 2,668 | 2,712 | 4,741 | 4,788 | 3,504 | 2,299 | 3,149 | 33.1 |
| Eaton | 93.7 | Male | 45,506 | 4,208 | 4,510 | 4,440 | 4,618 | 7,120 | 7,765 | 5,609 | 3,575 | 3,661 | 32.0 |
| | | Female | 48,194 | 4,091 | 4,437 | 4,325 | 4,483 | 7,865 | 8,192 | 5,538 | 3,652 | 5,611 | 33.6 |
| Ingham | 282.5 | Male | 135,710 | 12,848 | 11,844 | 10,372 | 26,316 | 24,307 | 20,354 | 12,085 | 8,266 | 9,318 | 27.7 |
| | | Female | 146,790 | 12,687 | 11,453 | 10,202 | 28,051 | 25,572 | 21,527 | 12,902 | 9,283 | 15,113 | 29.3 |
| **MUSKEGON** | **159.6** | **Male** | **77,919** | **8,228** | **7,747** | **7,069** | **7,383** | **13,118** | **11,845** | **7,769** | **6,354** | **8,406** | **31.5** |
| | | **Female** | **81,681** | **7,744** | **7,557** | **6,800** | **7,278** | **12,800** | **11,686** | **8,151** | **7,241** | **12,424** | **34.0** |
| Muskegon | 159.6 | Male | 77,919 | 8,228 | 7,747 | 7,069 | 7,383 | 13,118 | 11,845 | 7,769 | 6,354 | 8,406 | 31.5 |
| | | Female | 81,681 | 7,744 | 7,557 | 6,800 | 7,278 | 12,800 | 11,686 | 8,151 | 7,241 | 12,424 | 34.0 |
| **SAGINAW - BAY CITY - MIDLAND** | **398.5** | **Male** | **191,983** | **18,935** | **18,814** | **18,610** | **19,268** | **29,833** | **29,253** | **22,102** | **16,200** | **18,968** | **31.8** |
| | | **Female** | **206,517** | **17,934** | **17,913** | **17,978** | **19,541** | **32,679** | **31,159** | **22,724** | **17,642** | **28,947** | **34.1** |
| Bay | 111.3 | Male | 53,836 | 5,025 | 4,997 | 5,028 | 5,228 | 8,477 | 8,342 | 6,246 | 4,594 | 5,899 | 32.8 |
| | | Female | 57,464 | 4,716 | 4,847 | 4,843 | 5,211 | 9,046 | 8,488 | 6,214 | 5,102 | 8,997 | 35.1 |
| Midland | 76.1 | Male | 37,577 | 3,631 | 3,747 | 3,433 | 4,040 | 6,203 | 5,977 | 4,401 | 3,073 | 3,072 | 31.3 |
| | | Female | 38,523 | 3,397 | 3,393 | 3,372 | 3,608 | 6,428 | 6,124 | 4,488 | 3,225 | 4,488 | 33.5 |
| Saginaw | 211.1 | Male | 100,570 | 10,279 | 10,070 | 10,149 | 10,000 | 15,153 | 14,934 | 11,455 | 8,533 | 9,997 | 31.5 |
| | | Female | 110,530 | 9,821 | 9,673 | 9,763 | 10,722 | 17,205 | 16,547 | 12,022 | 9,315 | 15,462 | 33.9 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Alcona | 10.2 | Male | 5,071 | 364 | 400 | 367 | 346 | 581 | 583 | 574 | 726 | 1,130 | 43.2 |
| | | Female | 5,129 | 293 | 341 | 402 | 275 | 576 | 583 | 611 | 729 | 1,319 | 46.5 |
| Alger | 9.0 | Male | 4,620 | 322 | 417 | 408 | 426 | 661 | 742 | 524 | 448 | 672 | 36.0 |
| | | Female | 4,380 | 349 | 370 | 396 | 283 | 582 | 623 | 460 | 436 | 881 | 38.4 |
| Allegan | 91.5 | Male | 45,295 | 4,840 | 4,850 | 4,253 | 4,071 | 7,769 | 7,076 | 4,665 | 3,387 | 4,384 | 31.0 |
| | | Female | 46,205 | 4,530 | 4,629 | 4,210 | 3,896 | 7,665 | 6,840 | 4,681 | 3,624 | 6,130 | 32.6 |
| Alpena | 30.6 | Male | 14,833 | 1,268 | 1,484 | 1,401 | 1,198 | 2,281 | 2,096 | 1,742 | 1,491 | 1,872 | 34.1 |
| | | Female | 15,767 | 1,249 | 1,378 | 1,339 | 1,190 | 2,303 | 2,157 | 1,792 | 1,646 | 2,713 | 37.0 |
| Antrim | 18.4 | Male | 8,994 | 797 | 843 | 805 | 658 | 1,285 | 1,252 | 964 | 960 | 1,430 | 35.9 |
| | | Female | 9,406 | 772 | 771 | 774 | 667 | 1,320 | 1,254 | 1,015 | 1,074 | 1,759 | 38.2 |
| Arenac | 15.0 | Male | 7,336 | 638 | 703 | 709 | 555 | 1,066 | 980 | 808 | 777 | 1,100 | 35.0 |
| | | Female | 7,664 | 626 | 698 | 657 | 586 | 1,085 | 1,018 | 799 | 871 | 1,324 | 36.8 |
| Baraga | 8.0 | Male | 4,026 | 339 | 371 | 385 | 354 | 513 | 621 | 449 | 306 | 688 | 35.8 |
| | | Female | 3,974 | 326 | 359 | 347 | 315 | 463 | 546 | 413 | 332 | 873 | 38.2 |
| Barry | 50.5 | Male | 25,258 | 2,314 | 2,580 | 2,356 | 2,168 | 3,892 | 4,097 | 3,019 | 2,237 | 2,595 | 33.3 |
| | | Female | 25,242 | 2,322 | 2,373 | 2,243 | 1,975 | 3,946 | 3,907 | 2,982 | 2,213 | 3,281 | 34.4 |
| Bay | 111.3 | Male | 53,836 | 5,025 | 4,997 | 5,028 | 5,228 | 8,477 | 8,342 | 6,246 | 4,594 | 5,899 | 32.8 |
| | | Female | 57,464 | 4,716 | 4,847 | 4,843 | 5,211 | 9,046 | 8,488 | 6,214 | 5,102 | 8,997 | 35.1 |
| Benzie | 12.3 | Male | 6,068 | 548 | 491 | 509 | 442 | 885 | 908 | 684 | 691 | 910 | 36.8 |
| | | Female | 6,232 | 511 | 516 | 423 | 458 | 884 | 842 | 735 | 662 | 1,201 | 38.8 |
| Berrien | 161.4 | Male | 77,312 | 7,481 | 7,561 | 7,236 | 7,416 | 12,060 | 11,300 | 8,385 | 6,915 | 8,958 | 32.4 |
| | | Female | 84,088 | 7,156 | 7,330 | 7,065 | 7,906 | 12,674 | 12,007 | 9,004 | 7,807 | 13,139 | 34.9 |
| Branch | 41.8 | Male | 20,448 | 2,083 | 2,182 | 1,893 | 1,740 | 3,217 | 2,981 | 2,264 | 1,793 | 2,295 | 32.2 |
| | | Female | 21,352 | 1,920 | 1,938 | 1,704 | 1,793 | 3,450 | 3,073 | 2,282 | 1,947 | 3,245 | 34.6 |
| Calhoun | 136.1 | Male | 65,832 | 6,355 | 6,332 | 6,243 | 6,283 | 10,001 | 10,108 | 7,211 | 5,946 | 7,353 | 32.7 |
| | | Female | 70,268 | 6,055 | 5,867 | 5,636 | 6,814 | 10,648 | 10,396 | 7,425 | 6,643 | 10,784 | 35.1 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **MICHIGAN (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Cass | 49.6 | Male | 24,339 | 2,244 | 2,387 | 2,267 | 2,193 | 3,631 | 3,679 | 2,839 | 2,312 | 2,787 | 33.5 |
| | | Female | 25,261 | 2,091 | 2,285 | 2,220 | 2,099 | 3,778 | 3,819 | 2,852 | 2,430 | 3,687 | 35.4 |
| Charlevoix | 21.7 | Male | 10,629 | 1,029 | 1,071 | 923 | 827 | 1,677 | 1,648 | 1,175 | 974 | 1,305 | 33.7 |
| | | Female | 11,071 | 1,018 | 952 | 892 | 854 | 1,692 | 1,623 | 1,161 | 1,073 | 1,806 | 35.8 |
| Cheboygan | 21.5 | Male | 10,387 | 936 | 985 | 935 | 799 | 1,349 | 1,477 | 1,121 | 1,122 | 1,663 | 36.3 |
| | | Female | 11,113 | 900 | 943 | 966 | 769 | 1,489 | 1,523 | 1,244 | 1,220 | 2,059 | 38.2 |
| Chippewa | 35.0 | Male | 19,411 | 1,366 | 1,504 | 1,354 | 3,000 | 4,009 | 3,118 | 1,698 | 1,473 | 1,889 | 31.2 |
| | | Female | 15,589 | 1,335 | 1,431 | 1,258 | 1,696 | 2,320 | 2,063 | 1,504 | 1,483 | 2,499 | 33.9 |
| Clare | 25.2 | Male | 12,190 | 1,137 | 1,169 | 1,042 | 975 | 1,673 | 1,521 | 1,289 | 1,392 | 1,992 | 35.7 |
| | | Female | 13,010 | 1,154 | 1,074 | 1,069 | 1,040 | 1,811 | 1,588 | 1,336 | 1,502 | 2,436 | 37.2 |
| Clinton | 58.3 | Male | 29,024 | 2,824 | 3,014 | 2,945 | 2,681 | 4,714 | 4,660 | 3,628 | 2,291 | 2,267 | 31.5 |
| | | Female | 29,276 | 2,592 | 2,823 | 2,668 | 2,712 | 4,741 | 4,788 | 3,504 | 2,299 | 3,149 | 33.1 |
| Crawford | 12.5 | Male | 6,392 | 621 | 614 | 529 | 551 | 1,062 | 913 | 655 | 648 | 799 | 33.3 |
| | | Female | 6,108 | 518 | 532 | 468 | 456 | 932 | 781 | 679 | 684 | 1,058 | 33.9 |
| Delta | 37.7 | Male | 18,359 | 1,583 | 1,820 | 1,846 | 1,507 | 2,637 | 2,866 | 2,006 | 1,709 | 2,385 | 34.2 |
| | | Female | 19,341 | 1,545 | 1,719 | 1,704 | 1,535 | 2,783 | 2,744 | 2,037 | 1,875 | 3,399 | 36.4 |
| Dickinson | 26.9 | Male | 13,189 | 1,245 | 1,269 | 1,140 | 964 | 1,948 | 2,045 | 1,352 | 1,198 | 2,028 | 35.1 |
| | | Female | 13,711 | 1,030 | 1,257 | 1,086 | 901 | 2,010 | 1,902 | 1,304 | 1,330 | 2,891 | 38.0 |
| Eaton | 93.7 | Male | 45,506 | 4,208 | 4,510 | 4,440 | 4,618 | 7,120 | 7,765 | 5,609 | 3,575 | 3,661 | 32.0 |
| | | Female | 48,194 | 4,091 | 4,437 | 4,325 | 4,483 | 7,865 | 8,192 | 5,538 | 3,652 | 5,611 | 33.6 |
| Emmet | 25.3 | Male | 12,271 | 1,246 | 1,211 | 1,043 | 1,011 | 1,952 | 2,087 | 1,314 | 982 | 1,425 | 33.3 |
| | | Female | 13,029 | 1,123 | 1,109 | 1,056 | 976 | 2,110 | 2,046 | 1,283 | 1,189 | 2,137 | 35.7 |
| Genesee | 429.1 | Male | 205,329 | 20,784 | 20,472 | 20,232 | 21,109 | 34,042 | 30,835 | 23,191 | 17,692 | 16,972 | 30.9 |
| | | Female | 223,771 | 20,118 | 20,155 | 19,390 | 22,271 | 37,664 | 33,822 | 24,568 | 19,187 | 26,596 | 33.0 |
| Gladwin | 22.1 | Male | 10,869 | 989 | 1,084 | 1,011 | 856 | 1,420 | 1,333 | 1,137 | 1,299 | 1,740 | 35.6 |
| | | Female | 11,231 | 930 | 928 | 909 | 876 | 1,479 | 1,390 | 1,244 | 1,386 | 2,089 | 38.6 |
| Gogebic | 17.9 | Male | 8,784 | 639 | 684 | 708 | 831 | 1,143 | 1,195 | 881 | 884 | 1,819 | 38.2 |
| | | Female | 9,116 | 634 | 710 | 650 | 646 | 1,026 | 1,062 | 914 | 1,005 | 2,469 | 43.4 |
| Grand Traverse | 65.3 | Male | 31,797 | 3,174 | 3,256 | 2,791 | 2,998 | 5,361 | 5,523 | 3,192 | 2,362 | 3,140 | 31.9 |
| | | Female | 33,503 | 2,954 | 3,016 | 2,614 | 2,825 | 5,700 | 5,619 | 3,287 | 2,616 | 4,872 | 34.4 |
| Gratiot | 39.0 | Male | 18,955 | 1,777 | 1,864 | 1,877 | 2,129 | 2,919 | 2,719 | 2,036 | 1,542 | 2,092 | 31.3 |
| | | Female | 20,045 | 1,584 | 1,862 | 1,702 | 2,193 | 2,882 | 2,796 | 2,072 | 1,697 | 3,257 | 34.3 |
| Hillsdale | 43.6 | Male | 21,393 | 2,125 | 2,236 | 2,067 | 2,203 | 3,207 | 2,987 | 2,320 | 1,863 | 2,385 | 31.4 |
| | | Female | 22,207 | 1,974 | 2,002 | 1,982 | 2,278 | 3,282 | 3,073 | 2,320 | 1,955 | 3,341 | 33.7 |
| Houghton | 35.3 | Male | 18,588 | 1,335 | 1,417 | 1,357 | 4,528 | 2,262 | 2,151 | 1,595 | 1,340 | 2,603 | 27.9 |
| | | Female | 16,712 | 1,283 | 1,312 | 1,322 | 2,182 | 2,014 | 1,985 | 1,555 | 1,333 | 3,726 | 36.2 |
| Huron | 34.9 | Male | 17,081 | 1,577 | 1,723 | 1,599 | 1,366 | 2,439 | 2,386 | 1,659 | 1,610 | 2,722 | 34.3 |
| | | Female | 17,819 | 1,463 | 1,581 | 1,481 | 1,368 | 2,412 | 2,253 | 1,723 | 1,855 | 3,683 | 37.7 |
| Ingham | 282.5 | Male | 135,710 | 12,848 | 11,844 | 10,372 | 26,316 | 24,307 | 20,354 | 12,085 | 8,266 | 9,318 | 27.7 |
| | | Female | 146,790 | 12,687 | 11,453 | 10,202 | 28,051 | 25,572 | 21,527 | 12,902 | 9,283 | 15,113 | 29.3 |
| Ionia | 57.6 | Male | 30,702 | 2,757 | 2,820 | 2,795 | 4,919 | 5,658 | 4,563 | 2,886 | 1,967 | 2,337 | 28.6 |
| | | Female | 26,898 | 2,708 | 2,786 | 2,537 | 2,527 | 4,343 | 3,800 | 2,638 | 2,096 | 3,463 | 31.7 |
| Iosco | 30.3 | Male | 15,143 | 1,600 | 1,404 | 1,199 | 1,700 | 2,608 | 1,854 | 1,277 | 1,532 | 1,969 | 31.4 |
| | | Female | 15,157 | 1,492 | 1,304 | 1,047 | 1,416 | 2,476 | 1,843 | 1,382 | 1,618 | 2,579 | 34.4 |
| Iron | 13.1 | Male | 6,275 | 447 | 525 | 507 | 334 | 752 | 863 | 626 | 720 | 1,501 | 41.6 |
| | | Female | 6,825 | 439 | 512 | 494 | 317 | 745 | 809 | 645 | 826 | 2,038 | 46.4 |
| Isabella | 54.7 | Male | 26,162 | 2,177 | 2,240 | 2,017 | 6,986 | 3,907 | 3,249 | 2,073 | 1,626 | 1,887 | 24.7 |
| | | Female | 28,538 | 2,200 | 2,123 | 2,033 | 8,361 | 3,841 | 3,341 | 2,171 | 1,765 | 2,703 | 24.6 |
| Jackson | 150.4 | Male | 76,376 | 6,861 | 6,687 | 6,344 | 7,400 | 14,336 | 12,671 | 8,243 | 6,393 | 7,441 | 32.6 |
| | | Female | 74,024 | 6,630 | 6,389 | 6,084 | 6,677 | 11,789 | 10,978 | 7,671 | 6,658 | 11,148 | 34.5 |
| Kalamazoo | 224.5 | Male | 108,100 | 10,254 | 9,483 | 8,565 | 16,734 | 18,348 | 16,588 | 11,040 | 7,971 | 9,117 | 29.9 |
| | | Female | 116,400 | 9,751 | 9,084 | 8,187 | 17,417 | 19,254 | 17,485 | 11,689 | 8,826 | 14,707 | 32.1 |
| Kalkaska | 13.7 | Male | 6,867 | 690 | 735 | 662 | 532 | 1,080 | 974 | 703 | 663 | 828 | 32.5 |
| | | Female | 6,833 | 617 | 708 | 626 | 534 | 1,087 | 935 | 710 | 626 | 990 | 33.6 |
| Kent | 505.5 | Male | 244,743 | 27,737 | 24,753 | 21,060 | 26,354 | 46,347 | 37,059 | 22,752 | 17,368 | 21,313 | 29.8 |
| | | Female | 260,757 | 26,591 | 23,910 | 19,963 | 27,791 | 47,318 | 38,280 | 24,259 | 19,488 | 33,157 | 31.8 |
| Keweenaw | 1.7 | Male | 831 | 55 | 58 | 61 | 37 | 81 | 125 | 92 | 102 | 220 | 44.9 |
| | | Female | 869 | 59 | 57 | 50 | 42 | 98 | 104 | 84 | 97 | 278 | 48.1 |
| Lake | 8.7 | Male | 4,260 | 355 | 402 | 364 | 270 | 471 | 517 | 453 | 561 | 867 | 40.2 |
| | | Female | 4,440 | 360 | 379 | 332 | 267 | 542 | 475 | 482 | 612 | 991 | 42.2 |
| Lapeer | 75.5 | Male | 37,817 | 3,606 | 4,073 | 3,837 | 3,780 | 6,048 | 6,306 | 4,629 | 2,813 | 2,725 | 31.0 |
| | | Female | 37,683 | 3,356 | 3,812 | 3,763 | 3,397 | 6,114 | 6,252 | 4,397 | 2,806 | 3,786 | 32.4 |
| Leelanau | 16.7 | Male | 8,319 | 812 | 803 | 650 | 577 | 1,153 | 1,470 | 892 | 821 | 1,141 | 36.1 |
| | | Female | 8,381 | 745 | 729 | 640 | 522 | 1,223 | 1,411 | 893 | 880 | 1,338 | 37.3 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

**MICHIGAN (continued)**

**ALL COUNTIES (continued)**

| METRO AREA County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | Population by Age and Sex | | | | | | | | | |
| Lenawee | 91.9 | Male | 45,297 | 4,246 | 4,633 | 4,745 | 4,685 | 7,057 | 7,046 | 4,886 | 3,617 | 4,382 | 31.1 |
| | | Female | 46,603 | 4,090 | 4,153 | 4,211 | 4,661 | 6,887 | 6,998 | 4,939 | 3,965 | 6,699 | 34.0 |
| Livingston | 117.7 | Male | 59,411 | 5,614 | 5,921 | 6,125 | 5,381 | 9,484 | 10,734 | 7,767 | 4,374 | 4,011 | 32.0 |
| | | Female | 58,289 | 5,426 | 5,546 | 5,250 | 4,748 | 9,660 | 10,675 | 7,337 | 4,060 | 5,587 | 33.5 |
| Luce | 5.7 | Male | 2,796 | 241 | 276 | 300 | 186 | 369 | 415 | 309 | 284 | 416 | 35.6 |
| | | Female | 2,904 | 225 | 253 | 265 | 186 | 355 | 406 | 326 | 325 | 563 | 39.1 |
| Mackinac | 10.7 | Male | 5,295 | 459 | 478 | 529 | 394 | 719 | 744 | 586 | 594 | 792 | 35.9 |
| | | Female | 5,405 | 455 | 422 | 446 | 343 | 762 | 709 | 589 | 655 | 1,024 | 38.9 |
| Macomb | 720.4 | Male | 349,891 | 30,927 | 29,386 | 28,700 | 36,439 | 63,916 | 53,812 | 39,996 | 32,201 | 34,514 | 32.7 |
| | | Female | 370,509 | 29,386 | 27,908 | 27,305 | 36,375 | 63,294 | 54,796 | 42,255 | 35,212 | 53,978 | 35.2 |
| Manistee | 21.2 | Male | 10,248 | 824 | 858 | 861 | 762 | 1,406 | 1,562 | 1,165 | 1,171 | 1,639 | 37.6 |
| | | Female | 10,952 | 809 | 885 | 882 | 742 | 1,505 | 1,504 | 1,226 | 1,160 | 2,239 | 39.3 |
| Marquette | 70.8 | Male | 35,936 | 3,201 | 3,372 | 3,006 | 5,198 | 6,266 | 5,766 | 3,366 | 2,429 | 3,332 | 30.1 |
| | | Female | 34,864 | 3,098 | 3,053 | 2,817 | 4,742 | 5,678 | 5,245 | 3,084 | 2,508 | 4,639 | 31.6 |
| Mason | 25.5 | Male | 12,410 | 1,128 | 1,224 | 1,117 | 1,028 | 1,685 | 1,873 | 1,325 | 1,198 | 1,832 | 35.1 |
| | | Female | 13,090 | 1,089 | 1,109 | 1,075 | 943 | 1,829 | 1,809 | 1,382 | 1,328 | 2,526 | 37.8 |
| Mecosta | 37.4 | Male | 19,291 | 1,436 | 1,467 | 1,448 | 5,762 | 2,281 | 2,090 | 1,579 | 1,399 | 1,829 | 24.4 |
| | | Female | 18,109 | 1,408 | 1,297 | 1,345 | 4,183 | 2,278 | 2,110 | 1,608 | 1,503 | 2,377 | 26.6 |
| Menominee | 24.9 | Male | 12,276 | 1,033 | 1,205 | 1,193 | 945 | 1,854 | 1,869 | 1,252 | 1,123 | 1,802 | 34.5 |
| | | Female | 12,624 | 945 | 1,186 | 1,050 | 873 | 1,792 | 1,806 | 1,261 | 1,229 | 2,482 | 37.6 |
| Midland | 76.1 | Male | 37,577 | 3,631 | 3,747 | 3,433 | 4,040 | 6,203 | 5,977 | 4,401 | 3,073 | 3,072 | 31.3 |
| | | Female | 38,523 | 3,397 | 3,393 | 3,372 | 3,608 | 6,428 | 6,124 | 4,488 | 3,225 | 4,488 | 33.5 |
| Missaukee | 12.3 | Male | 6,063 | 621 | 675 | 567 | 456 | 920 | 806 | 657 | 554 | 807 | 32.7 |
| | | Female | 6,237 | 581 | 691 | 533 | 450 | 939 | 796 | 628 | 596 | 1,023 | 34.2 |
| Monroe | 134.0 | Male | 66,045 | 6,645 | 6,693 | 6,505 | 6,497 | 10,675 | 10,495 | 7,544 | 5,456 | 5,535 | 31.3 |
| | | Female | 67,955 | 6,090 | 6,293 | 6,385 | 6,385 | 10,974 | 10,415 | 7,428 | 5,691 | 8,294 | 33.0 |
| Montcalm | 53.7 | Male | 27,368 | 2,599 | 2,755 | 2,647 | 2,738 | 4,804 | 4,025 | 2,791 | 2,180 | 2,829 | 31.1 |
| | | Female | 26,332 | 2,554 | 2,516 | 2,412 | 2,165 | 4,102 | 3,690 | 2,764 | 2,312 | 3,817 | 33.6 |
| Montmorency | 9.0 | Male | 4,407 | 356 | 391 | 358 | 285 | 504 | 531 | 414 | 616 | 952 | 40.8 |
| | | Female | 4,593 | 309 | 367 | 349 | 266 | 539 | 546 | 468 | 651 | 1,098 | 43.5 |
| Muskegon | 159.6 | Male | 77,919 | 8,228 | 7,747 | 7,069 | 7,383 | 13,118 | 11,845 | 7,769 | 6,354 | 8,406 | 31.5 |
| | | Female | 81,681 | 7,744 | 7,557 | 6,800 | 7,278 | 12,800 | 11,686 | 8,151 | 7,241 | 12,424 | 34.0 |
| Newaygo | 38.6 | Male | 18,984 | 2,030 | 1,993 | 1,864 | 1,440 | 2,822 | 2,715 | 2,037 | 1,771 | 2,312 | 32.7 |
| | | Female | 19,616 | 1,953 | 1,902 | 1,727 | 1,498 | 3,046 | 2,618 | 2,141 | 1,804 | 2,927 | 34.0 |
| Oakland | 1,095.4 | Male | 532,606 | 49,749 | 46,308 | 44,033 | 49,468 | 97,930 | 90,231 | 63,779 | 44,499 | 46,609 | 32.8 |
| | | Female | 562,794 | 46,958 | 43,750 | 41,865 | 50,112 | 100,835 | 94,476 | 64,747 | 47,936 | 72,115 | 34.8 |
| Oceana | 22.6 | Male | 11,096 | 1,145 | 1,141 | 1,080 | 862 | 1,618 | 1,592 | 1,244 | 1,050 | 1,364 | 33.2 |
| | | Female | 11,504 | 1,110 | 1,161 | 1,089 | 848 | 1,690 | 1,565 | 1,257 | 1,063 | 1,721 | 34.1 |
| Ogemaw | 19.0 | Male | 9,356 | 850 | 992 | 846 | 672 | 1,198 | 1,183 | 989 | 1,079 | 1,547 | 36.0 |
| | | Female | 9,644 | 755 | 780 | 820 | 686 | 1,340 | 1,199 | 1,004 | 1,173 | 1,887 | 38.7 |
| Ontonagon | 8.8 | Male | 4,472 | 349 | 352 | 411 | 279 | 577 | 637 | 584 | 512 | 771 | 39.2 |
| | | Female | 4,328 | 305 | 325 | 366 | 261 | 526 | 592 | 532 | 483 | 938 | 41.4 |
| Osceola | 20.3 | Male | 10,051 | 980 | 1,113 | 1,070 | 858 | 1,376 | 1,329 | 1,082 | 990 | 1,253 | 32.3 |
| | | Female | 10,249 | 922 | 1,010 | 957 | 804 | 1,472 | 1,393 | 1,126 | 989 | 1,576 | 34.7 |
| Oscoda | 8.0 | Male | 3,940 | 344 | 342 | 302 | 278 | 505 | 455 | 423 | 525 | 766 | 39.4 |
| | | Female | 4,060 | 332 | 336 | 277 | 245 | 544 | 424 | 443 | 581 | 878 | 42.0 |
| Otsego | 18.3 | Male | 8,995 | 898 | 949 | 809 | 744 | 1,385 | 1,364 | 929 | 834 | 1,083 | 32.9 |
| | | Female | 9,305 | 870 | 899 | 824 | 739 | 1,400 | 1,355 | 941 | 886 | 1,391 | 34.4 |
| Ottawa | 190.7 | Male | 94,009 | 10,346 | 9,906 | 8,649 | 10,827 | 16,201 | 14,454 | 9,578 | 6,465 | 7,583 | 29.5 |
| | | Female | 96,691 | 9,812 | 9,431 | 8,229 | 11,173 | 16,079 | 14,396 | 9,592 | 6,824 | 11,155 | 31.0 |
| Presque Isle | 13.8 | Male | 6,811 | 548 | 677 | 628 | 488 | 846 | 909 | 689 | 821 | 1,205 | 37.4 |
| | | Female | 6,989 | 514 | 612 | 560 | 454 | 874 | 859 | 714 | 888 | 1,514 | 40.6 |
| Roscommon | 20.2 | Male | 9,870 | 715 | 778 | 743 | 609 | 1,168 | 1,135 | 946 | 1,430 | 2,346 | 43.1 |
| | | Female | 10,330 | 654 | 731 | 669 | 579 | 1,184 | 1,138 | 1,083 | 1,616 | 2,676 | 47.0 |
| Saginaw | 211.1 | Male | 100,570 | 10,279 | 10,070 | 10,149 | 10,000 | 15,153 | 14,934 | 11,455 | 8,533 | 9,997 | 31.5 |
| | | Female | 110,530 | 9,821 | 9,673 | 9,763 | 10,722 | 17,205 | 16,547 | 12,022 | 9,315 | 15,462 | 33.9 |
| St. Clair | 146.7 | Male | 71,382 | 6,993 | 7,104 | 6,928 | 6,853 | 11,402 | 10,939 | 7,990 | 5,955 | 7,218 | 31.9 |
| | | Female | 75,318 | 6,816 | 6,716 | 6,418 | 7,034 | 12,068 | 11,178 | 7,946 | 6,351 | 10,791 | 33.8 |
| St. Joseph | 59.2 | Male | 28,933 | 3,004 | 3,031 | 2,807 | 2,642 | 4,575 | 4,288 | 3,058 | 2,414 | 3,114 | 31.5 |
| | | Female | 30,267 | 2,818 | 2,857 | 2,662 | 2,495 | 4,654 | 4,366 | 3,073 | 2,732 | 4,610 | 34.2 |
| Sanilac | 40.0 | Male | 19,605 | 1,888 | 1,963 | 1,932 | 1,610 | 2,991 | 2,689 | 2,033 | 1,782 | 2,717 | 33.1 |
| | | Female | 20,395 | 1,808 | 1,904 | 1,887 | 1,613 | 2,937 | 2,681 | 2,097 | 1,962 | 3,506 | 35.2 |
| Schoolcraft | 8.3 | Male | 3,982 | 327 | 369 | 378 | 257 | 536 | 597 | 435 | 421 | 662 | 37.1 |
| | | Female | 4,318 | 322 | 364 | 380 | 276 | 612 | 543 | 456 | 496 | 869 | 38.8 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **MICHIGAN (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Shiawassee | 69.9 | Male | 34,075 | 3,208 | 3,555 | 3,523 | 3,217 | 5,484 | 5,274 | 3,982 | 2,732 | 3,100 | 31.4 |
| | | Female | 35,825 | 3,143 | 3,313 | 3,360 | 3,394 | 5,558 | 5,516 | 4,023 | 2,855 | 4,663 | 33.5 |
| Tuscola | 55.6 | Male | 27,597 | 2,590 | 2,811 | 2,879 | 2,534 | 4,342 | 4,189 | 3,220 | 2,202 | 2,830 | 31.9 |
| | | Female | 28,003 | 2,392 | 2,631 | 2,651 | 2,435 | 4,266 | 4,298 | 3,154 | 2,312 | 3,864 | 34.1 |
| Van Buren | 70.6 | Male | 34,492 | 3,557 | 3,670 | 3,433 | 2,878 | 5,128 | 5,382 | 3,757 | 2,958 | 3,729 | 32.2 |
| | | Female | 36,108 | 3,244 | 3,560 | 3,213 | 2,933 | 5,582 | 5,492 | 3,731 | 3,176 | 5,177 | 34.1 |
| Washtenaw | 284.8 | Male | 140,883 | 12,153 | 10,298 | 9,541 | 27,571 | 28,312 | 22,746 | 13,638 | 8,282 | 8,342 | 28.8 |
| | | Female | 143,917 | 11,415 | 9,938 | 9,022 | 27,332 | 27,533 | 23,129 | 13,600 | 8,944 | 13,004 | 30.2 |
| Wayne | 2,098.2 | Male | 994,475 | 104,730 | 93,017 | 92,386 | 103,414 | 168,693 | 147,948 | 98,022 | 82,910 | 103,355 | 31.1 |
| | | Female | 1,103,725 | 101,472 | 89,576 | 90,258 | 110,410 | 184,855 | 162,080 | 108,802 | 97,570 | 158,702 | 33.7 |
| Wexford | 26.5 | Male | 12,892 | 1,296 | 1,407 | 1,213 | 1,098 | 1,991 | 1,908 | 1,285 | 1,181 | 1,513 | 32.2 |
| | | Female | 13,608 | 1,278 | 1,306 | 1,146 | 1,077 | 2,153 | 1,906 | 1,381 | 1,231 | 2,130 | 34.3 |
| **TOTAL METRO COUNTIES** | **7,463.0** | **Male** | **3,604,353** | **357,278** | **333,923** | **319,820** | **395,792** | **626,887** | **560,103** | **384,958** | **291,926** | **333,666** | **31.3** |
| | | **Female** | **3,858,647** | **342,080** | **319,888** | **306,793** | **407,907** | **654,416** | **587,717** | **403,539** | **324,120** | **512,187** | **33.4** |
| **TOTAL STATE** | **9,323.1** | **Male** | **4,526,033** | **442,580** | **424,002** | **404,339** | **492,748** | **767,843** | **695,075** | **480,945** | **373,311** | **445,190** | **31.5** |
| | | **Female** | **4,797,067** | **423,117** | **404,195** | **386,399** | **495,916** | **793,269** | **719,109** | **500,260** | **411,286** | **663,516** | **33.7** |
| **MINNESOTA** | | | | | | | | | | | | | |
| **DULUTH** | **238.5** | **Male** | **115,964** | **9,532** | **10,698** | **10,126** | **12,002** | **16,764** | **18,609** | **12,068** | **10,268** | **15,897** | **34.3** |
| | | **Female** | **122,536** | **9,087** | **10,035** | **9,589** | **11,505** | **17,228** | **17,736** | **12,097** | **11,132** | **24,127** | **37.2** |
| St. Louis | 196.8 | Male | 95,712 | 7,710 | 8,842 | 8,308 | 10,007 | 13,750 | 15,384 | 9,980 | 8,529 | 13,202 | 34.4 |
| | | Female | 101,088 | 7,417 | 8,185 | 7,863 | 9,551 | 14,023 | 14,698 | 10,028 | 9,303 | 20,020 | 37.4 |
| *Douglas, Wisc.* | *41.7* | *Male* | *20,252* | *1,822* | *1,856* | *1,818* | *1,995* | *3,014* | *3,225* | *2,088* | *1,739* | *2,695* | *33.7* |
| | | *Female* | *21,448* | *1,670* | *1,850* | *1,726* | *1,954* | *3,205* | *3,038* | *2,069* | *1,829* | *4,107* | *36.1* |
| **FARGO - MOORHEAD** | **154.4** | **Male** | **75,908** | **7,117** | **6,814** | **6,031** | **12,697** | **13,193** | **11,567** | **6,712** | **5,192** | **6,585** | **29.0** |
| | | **Female** | **78,492** | **6,803** | **6,591** | **5,638** | **12,768** | **13,512** | **11,187** | **6,790** | **5,546** | **9,657** | **30.5** |
| Clay | 50.5 | Male | 24,238 | 2,305 | 2,308 | 2,046 | 4,336 | 3,429 | 3,314 | 2,172 | 1,845 | 2,483 | 28.3 |
| | | Female | 26,262 | 2,102 | 2,174 | 1,888 | 5,412 | 3,647 | 3,294 | 2,246 | 1,979 | 3,520 | 29.3 |
| *Cass, N. D.* | *103.9* | *Male* | *51,670* | *4,812* | *4,506* | *3,985* | *8,361* | *9,764* | *8,253* | *4,540* | *3,347* | *4,102* | *29.3* |
| | | *Female* | *52,230* | *4,701* | *4,417* | *3,750* | *7,356* | *9,865* | *7,893* | *4,544* | *3,567* | *6,137* | *31.0* |
| **MINNEAPOLIS - ST. PAUL** | **2,501.4** | **Male** | **1,222,483** | **126,990** | **114,747** | **96,477** | **122,948** | **249,511** | **204,441** | **127,678** | **84,972** | **94,719** | **31.0** |
| | | **Female** | **1,278,917** | **122,212** | **109,684** | **91,830** | **127,596** | **249,622** | **206,423** | **129,650** | **90,301** | **151,599** | **32.5** |
| Anoka | 248.3 | Male | 124,320 | 13,645 | 13,657 | 11,765 | 12,156 | 24,700 | 20,950 | 13,952 | 7,854 | 5,641 | 29.4 |
| | | Female | 123,980 | 13,283 | 12,763 | 11,149 | 11,818 | 24,454 | 21,085 | 13,744 | 7,576 | 8,108 | 30.3 |
| Carver | 49.0 | Male | 24,640 | 3,024 | 2,603 | 2,168 | 2,093 | 5,001 | 4,029 | 2,455 | 1,613 | 1,654 | 29.9 |
| | | Female | 24,360 | 2,681 | 2,475 | 1,975 | 2,125 | 4,828 | 3,893 | 2,394 | 1,548 | 2,441 | 31.1 |
| Chisago | 30.9 | Male | 15,540 | 1,599 | 1,791 | 1,573 | 1,195 | 2,463 | 2,474 | 1,709 | 1,112 | 1,624 | 31.5 |
| | | Female | 15,360 | 1,547 | 1,667 | 1,390 | 1,123 | 2,505 | 2,343 | 1,552 | 1,114 | 2,119 | 32.8 |
| Dakota | 286.1 | Male | 141,410 | 16,632 | 15,004 | 12,142 | 12,621 | 29,888 | 24,393 | 14,944 | 8,423 | 7,363 | 29.8 |
| | | Female | 144,690 | 15,922 | 14,334 | 11,833 | 13,361 | 30,464 | 24,898 | 14,833 | 8,300 | 10,745 | 30.5 |
| Hennepin | 1,044.4 | Male | 505,428 | 48,426 | 41,060 | 34,396 | 53,606 | 108,502 | 85,714 | 51,976 | 37,070 | 44,678 | 31.9 |
| | | Female | 538,972 | 46,752 | 39,731 | 32,988 | 55,715 | 108,067 | 86,947 | 54,157 | 41,120 | 73,495 | 33.7 |
| Isanti | 26.2 | Male | 13,086 | 1,305 | 1,541 | 1,388 | 1,016 | 2,120 | 2,105 | 1,492 | 914 | 1,205 | 31.1 |
| | | Female | 13,114 | 1,299 | 1,395 | 1,309 | 933 | 2,120 | 2,045 | 1,466 | 848 | 1,699 | 32.6 |
| Ramsey | 487.4 | Male | 232,737 | 24,253 | 20,650 | 17,152 | 26,449 | 46,402 | 36,386 | 22,437 | 17,241 | 21,767 | 31.0 |
| | | Female | 254,663 | 23,362 | 19,728 | 16,292 | 29,285 | 47,089 | 37,544 | 23,978 | 19,576 | 37,809 | 33.2 |
| Scott | 59.2 | Male | 29,950 | 3,589 | 3,288 | 2,689 | 2,616 | 6,126 | 4,919 | 3,172 | 1,745 | 1,806 | 29.6 |
| | | Female | 29,250 | 3,301 | 3,126 | 2,524 | 2,429 | 5,970 | 4,776 | 2,925 | 1,670 | 2,529 | 30.4 |
| Washington | 149.0 | Male | 74,720 | 7,830 | 8,223 | 7,186 | 5,960 | 13,606 | 13,781 | 9,175 | 4,995 | 3,964 | 31.0 |
| | | Female | 74,280 | 7,604 | 7,822 | 6,795 | 5,814 | 13,571 | 13,657 | 8,643 | 4,689 | 5,685 | 31.7 |
| Wright | 69.9 | Male | 35,206 | 4,010 | 4,177 | 3,533 | 3,069 | 6,236 | 5,375 | 3,628 | 2,241 | 2,937 | 29.5 |
| | | Female | 34,694 | 3,867 | 4,026 | 3,279 | 2,884 | 6,074 | 5,190 | 3,370 | 2,126 | 3,878 | 30.4 |
| *St. Croix, Wisc.* | *51.0* | *Male* | *25,446* | *2,677* | *2,753* | *2,485* | *2,167* | *4,467* | *4,315* | *2,738* | *1,764* | *2,080* | *30.9* |
| | | *Female* | *25,554* | *2,594* | *2,617* | *2,296* | *2,109* | *4,480* | *4,045* | *2,588* | *1,734* | *3,091* | *32.1* |
| **ROCHESTER** | **107.6** | **Male** | **52,243** | **5,774** | **5,362** | **4,220** | **4,636** | **10,494** | **8,198** | **5,804** | **3,712** | **4,043** | **30.8** |
| | | **Female** | **55,357** | **5,589** | **4,956** | **4,120** | **5,121** | **10,858** | **8,412** | **5,857** | **3,780** | **6,664** | **32.3** |
| Olmsted | 107.6 | Male | 52,243 | 5,774 | 5,362 | 4,220 | 4,636 | 10,494 | 8,198 | 5,804 | 3,712 | 4,043 | 30.8 |
| | | Female | 55,357 | 5,589 | 4,956 | 4,120 | 5,121 | 10,858 | 8,412 | 5,857 | 3,780 | 6,664 | 32.3 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **MINNESOTA (continued)** | | | | | | | | | | | | | |
| **ST. CLOUD** | **193.1** | **Male** | **96,950** | **9,913** | **10,402** | **8,826** | **14,900** | **16,516** | **13,524** | **8,435** | **6,292** | **8,142** | **27.7** |
| | | **Female** | **96,150** | **9,360** | **9,683** | **8,315** | **14,084** | **16,063** | **12,957** | **8,273** | **6,376** | **11,039** | **29.1** |
| Benton | 30.6 | Male | 15,058 | 1,721 | 1,670 | 1,331 | 1,726 | 2,862 | 2,081 | 1,269 | 960 | 1,438 | 28.8 |
| | | Female | 15,542 | 1,583 | 1,655 | 1,270 | 1,827 | 2,820 | 2,004 | 1,279 | 974 | 2,130 | 30.1 |
| Sherburne | 42.8 | Male | 21,890 | 2,359 | 2,562 | 2,129 | 2,753 | 3,900 | 3,535 | 2,197 | 1,199 | 1,256 | 27.9 |
| | | Female | 20,910 | 2,259 | 2,327 | 2,040 | 2,194 | 3,835 | 3,351 | 1,972 | 1,151 | 1,781 | 29.3 |
| Stearns | 119.7 | Male | 60,002 | 5,833 | 6,170 | 5,366 | 10,421 | 9,754 | 7,908 | 4,969 | 4,133 | 5,448 | 27.3 |
| | | Female | 59,698 | 5,518 | 5,701 | 5,005 | 10,063 | 9,408 | 7,602 | 5,022 | 4,251 | 7,128 | 28.8 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Aitkin | 12.4 | Male | 6,151 | 444 | 594 | 518 | 293 | 710 | 802 | 678 | 781 | 1,331 | 41.4 |
| | | Female | 6,249 | 418 | 531 | 458 | 285 | 692 | 773 | 737 | 772 | 1,583 | 44.6 |
| Anoka | 248.3 | Male | 124,320 | 13,645 | 13,657 | 11,765 | 12,156 | 24,700 | 20,950 | 13,952 | 7,854 | 5,641 | 29.4 |
| | | Female | 123,980 | 13,283 | 12,763 | 11,149 | 11,818 | 24,454 | 21,085 | 13,744 | 7,576 | 8,108 | 30.3 |
| Becker | 27.9 | Male | 13,826 | 1,296 | 1,526 | 1,364 | 1,006 | 1,930 | 2,001 | 1,461 | 1,279 | 1,963 | 33.9 |
| | | Female | 14,074 | 1,287 | 1,404 | 1,282 | 907 | 1,911 | 1,933 | 1,419 | 1,307 | 2,624 | 36.3 |
| Beltrami | 34.6 | Male | 17,115 | 1,863 | 1,923 | 1,556 | 2,429 | 2,508 | 2,391 | 1,521 | 1,238 | 1,686 | 28.1 |
| | | Female | 17,485 | 1,723 | 1,744 | 1,574 | 2,387 | 2,598 | 2,370 | 1,510 | 1,247 | 2,332 | 30.1 |
| Benton | 30.6 | Male | 15,058 | 1,721 | 1,670 | 1,331 | 1,726 | 2,862 | 2,081 | 1,269 | 960 | 1,438 | 28.8 |
| | | Female | 15,542 | 1,583 | 1,655 | 1,270 | 1,827 | 2,820 | 2,004 | 1,279 | 974 | 2,130 | 30.1 |
| Big Stone | 6.2 | Male | 2,966 | 276 | 293 | 247 | 155 | 371 | 378 | 314 | 334 | 598 | 38.7 |
| | | Female | 3,234 | 259 | 288 | 263 | 149 | 362 | 376 | 325 | 344 | 868 | 42.9 |
| Blue Earth | 54.1 | Male | 26,783 | 2,195 | 2,369 | 1,955 | 6,319 | 4,096 | 3,406 | 2,147 | 1,782 | 2,514 | 26.4 |
| | | Female | 27,317 | 2,078 | 2,099 | 1,874 | 5,949 | 3,837 | 3,300 | 2,223 | 1,863 | 4,094 | 29.3 |
| Brown | 26.9 | Male | 13,021 | 1,236 | 1,407 | 1,149 | 1,079 | 1,988 | 1,803 | 1,288 | 1,159 | 1,912 | 33.2 |
| | | Female | 13,879 | 1,230 | 1,328 | 1,063 | 1,156 | 1,983 | 1,738 | 1,279 | 1,274 | 2,828 | 36.0 |
| Carlton | 29.3 | Male | 14,462 | 1,310 | 1,474 | 1,441 | 1,104 | 2,098 | 2,227 | 1,569 | 1,341 | 1,898 | 34.1 |
| | | Female | 14,838 | 1,247 | 1,441 | 1,351 | 989 | 2,169 | 2,131 | 1,535 | 1,374 | 2,601 | 36.0 |
| Carver | 49.0 | Male | 24,640 | 3,024 | 2,603 | 2,168 | 2,093 | 5,001 | 4,029 | 2,455 | 1,613 | 1,654 | 29.9 |
| | | Female | 24,360 | 2,681 | 2,475 | 1,975 | 2,125 | 4,828 | 3,893 | 2,394 | 1,548 | 2,441 | 31.1 |
| Cass | 21.8 | Male | 10,952 | 1,021 | 1,100 | 989 | 620 | 1,335 | 1,468 | 1,206 | 1,231 | 1,982 | 37.8 |
| | | Female | 10,848 | 934 | 998 | 919 | 601 | 1,375 | 1,386 | 1,198 | 1,242 | 2,195 | 39.3 |
| Chippewa | 13.1 | Male | 6,302 | 551 | 680 | 561 | 398 | 855 | 891 | 657 | 568 | 1,141 | 36.2 |
| | | Female | 6,798 | 558 | 658 | 552 | 382 | 870 | 881 | 638 | 667 | 1,592 | 39.3 |
| Chisago | 30.9 | Male | 15,540 | 1,599 | 1,791 | 1,573 | 1,195 | 2,463 | 2,474 | 1,709 | 1,112 | 1,624 | 31.5 |
| | | Female | 15,360 | 1,547 | 1,667 | 1,390 | 1,123 | 2,505 | 2,343 | 1,552 | 1,114 | 2,119 | 32.8 |
| Clay | 50.5 | Male | 24,238 | 2,305 | 2,308 | 2,046 | 4,336 | 3,429 | 3,314 | 2,172 | 1,845 | 2,483 | 28.3 |
| | | Female | 26,262 | 2,102 | 2,174 | 1,888 | 5,412 | 3,647 | 3,294 | 2,246 | 1,979 | 3,520 | 29.3 |
| Clearwater | 8.3 | Male | 4,169 | 358 | 451 | 437 | 290 | 498 | 552 | 441 | 392 | 750 | 35.9 |
| | | Female | 4,131 | 373 | 420 | 389 | 229 | 526 | 522 | 464 | 345 | 863 | 37.5 |
| Cook | 3.8 | Male | 1,896 | 154 | 177 | 142 | 91 | 275 | 348 | 239 | 207 | 263 | 38.1 |
| | | Female | 1,904 | 154 | 154 | 144 | 101 | 265 | 326 | 219 | 179 | 362 | 39.1 |
| Cottonwood | 12.6 | Male | 6,104 | 503 | 589 | 597 | 381 | 788 | 834 | 654 | 619 | 1,139 | 37.3 |
| | | Female | 6,496 | 497 | 532 | 578 | 356 | 746 | 788 | 663 | 648 | 1,688 | 41.8 |
| Crow Wing | 44.6 | Male | 21,599 | 2,028 | 2,207 | 1,857 | 1,745 | 3,024 | 3,064 | 2,260 | 2,123 | 3,291 | 34.8 |
| | | Female | 23,001 | 1,949 | 2,107 | 1,944 | 1,676 | 3,152 | 3,134 | 2,360 | 2,282 | 4,397 | 37.1 |
| Dakota | 286.1 | Male | 141,410 | 16,632 | 15,004 | 12,142 | 12,621 | 29,888 | 24,393 | 14,944 | 8,423 | 7,363 | 29.8 |
| | | Female | 144,690 | 15,922 | 14,334 | 11,833 | 13,361 | 30,464 | 24,898 | 14,833 | 8,300 | 10,745 | 30.5 |
| Dodge | 15.8 | Male | 7,806 | 847 | 942 | 735 | 601 | 1,298 | 1,148 | 777 | 544 | 914 | 31.0 |
| | | Female | 7,994 | 838 | 895 | 740 | 621 | 1,305 | 1,071 | 774 | 575 | 1,175 | 31.9 |
| Douglas | 28.8 | Male | 14,132 | 1,287 | 1,435 | 1,247 | 1,278 | 1,991 | 1,991 | 1,459 | 1,207 | 2,237 | 34.1 |
| | | Female | 14,668 | 1,245 | 1,476 | 1,177 | 1,088 | 2,037 | 1,884 | 1,418 | 1,359 | 2,984 | 36.7 |
| Faribault | 16.7 | Male | 7,999 | 681 | 826 | 775 | 498 | 1,025 | 1,087 | 859 | 840 | 1,408 | 36.8 |
| | | Female | 8,701 | 651 | 780 | 734 | 443 | 1,036 | 1,049 | 881 | 920 | 2,207 | 41.7 |
| Fillmore | 20.7 | Male | 10,219 | 922 | 1,101 | 994 | 750 | 1,347 | 1,363 | 999 | 946 | 1,797 | 35.0 |
| | | Female | 10,481 | 948 | 947 | 879 | 643 | 1,379 | 1,277 | 1,003 | 1,019 | 2,386 | 38.5 |
| Freeborn | 32.9 | Male | 16,077 | 1,448 | 1,523 | 1,402 | 1,208 | 2,297 | 2,340 | 1,817 | 1,532 | 2,510 | 35.7 |
| | | Female | 16,823 | 1,373 | 1,420 | 1,364 | 1,111 | 2,254 | 2,187 | 1,842 | 1,674 | 3,598 | 39.1 |
| Goodhue | 40.9 | Male | 20,093 | 1,956 | 2,173 | 1,878 | 1,522 | 3,217 | 3,033 | 2,068 | 1,661 | 2,585 | 32.8 |
| | | Female | 20,807 | 1,893 | 1,977 | 1,694 | 1,452 | 3,141 | 2,948 | 2,044 | 1,739 | 3,919 | 35.8 |
| Grant | 6.2 | Male | 2,991 | 228 | 315 | 273 | 151 | 385 | 387 | 309 | 322 | 621 | 38.7 |
| | | Female | 3,209 | 261 | 296 | 239 | 129 | 365 | 377 | 323 | 354 | 865 | 43.3 |
| Hennepin | 1,044.4 | Male | 505,428 | 48,426 | 41,060 | 34,396 | 53,606 | 108,502 | 85,714 | 51,976 | 37,070 | 44,678 | 31.9 |
| | | Female | 538,972 | 46,752 | 39,731 | 32,988 | 55,715 | 108,067 | 86,947 | 54,157 | 41,120 | 73,495 | 33.7 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **MINNESOTA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES *(continued)*** | | | | | | | | | | | | | |
| Houston | 18.5 | Male | 9,165 | 953 | 981 | 840 | 668 | 1,426 | 1,377 | 881 | 810 | 1,229 | 33.0 |
| | | Female | 9,335 | 879 | 908 | 782 | 623 | 1,403 | 1,340 | 869 | 829 | 1,702 | 35.5 |
| Hubbard | 15.0 | Male | 7,401 | 672 | 709 | 689 | 429 | 972 | 1,062 | 840 | 785 | 1,243 | 37.2 |
| | | Female | 7,599 | 606 | 754 | 694 | 411 | 964 | 1,031 | 888 | 824 | 1,427 | 38.6 |
| Isanti | 26.2 | Male | 13,086 | 1,305 | 1,541 | 1,388 | 1,016 | 2,120 | 2,105 | 1,492 | 914 | 1,205 | 31.1 |
| | | Female | 13,114 | 1,299 | 1,395 | 1,309 | 933 | 2,120 | 2,045 | 1,466 | 848 | 1,699 | 32.6 |
| Itasca | 40.7 | Male | 20,102 | 1,790 | 2,103 | 2,097 | 1,399 | 2,568 | 3,171 | 2,229 | 1,906 | 2,839 | 35.3 |
| | | Female | 20,598 | 1,616 | 2,028 | 1,937 | 1,361 | 2,751 | 3,140 | 2,201 | 1,952 | 3,612 | 36.9 |
| Jackson | 11.5 | Male | 5,685 | 516 | 581 | 511 | 424 | 805 | 785 | 535 | 550 | 978 | 35.1 |
| | | Female | 5,815 | 465 | 545 | 486 | 336 | 750 | 734 | 557 | 626 | 1,316 | 39.4 |
| Kanabec | 12.9 | Male | 6,416 | 580 | 780 | 617 | 472 | 944 | 924 | 670 | 562 | 867 | 33.0 |
| | | Female | 6,484 | 633 | 712 | 613 | 409 | 982 | 857 | 701 | 557 | 1,020 | 33.9 |
| Kandiyohi | 39.0 | Male | 19,186 | 1,927 | 2,027 | 1,784 | 1,896 | 2,878 | 2,832 | 1,880 | 1,519 | 2,443 | 31.8 |
| | | Female | 19,814 | 1,805 | 1,978 | 1,658 | 1,702 | 3,045 | 2,686 | 1,929 | 1,603 | 3,408 | 34.1 |
| Kittson | 5.7 | Male | 2,803 | 240 | 259 | 247 | 166 | 357 | 420 | 299 | 263 | 552 | 38.2 |
| | | Female | 2,897 | 254 | 265 | 234 | 133 | 381 | 359 | 271 | 317 | 683 | 40.1 |
| Koochiching | 16.1 | Male | 8,330 | 659 | 725 | 762 | 715 | 1,323 | 1,347 | 947 | 784 | 1,068 | 34.9 |
| | | Female | 7,770 | 616 | 691 | 672 | 597 | 1,104 | 1,086 | 881 | 789 | 1,334 | 36.9 |
| Lac qui Parle | 8.8 | Male | 4,339 | 379 | 419 | 391 | 204 | 569 | 593 | 433 | 475 | 876 | 38.5 |
| | | Female | 4,461 | 363 | 408 | 374 | 185 | 539 | 524 | 441 | 475 | 1,152 | 41.9 |
| Lake | 10.2 | Male | 5,072 | 376 | 453 | 448 | 280 | 694 | 743 | 609 | 671 | 798 | 38.8 |
| | | Female | 5,128 | 389 | 421 | 408 | 274 | 677 | 704 | 613 | 660 | 982 | 40.6 |
| Lake of the Woods | 4.1 | Male | 2,049 | 196 | 200 | 159 | 133 | 335 | 301 | 223 | 169 | 333 | 35.0 |
| | | Female | 2,051 | 217 | 200 | 170 | 124 | 278 | 272 | 225 | 201 | 364 | 36.3 |
| Le Sueur | 23.2 | Male | 11,527 | 1,109 | 1,264 | 1,101 | 935 | 1,809 | 1,663 | 1,221 | 944 | 1,481 | 32.5 |
| | | Female | 11,673 | 1,108 | 1,217 | 1,091 | 808 | 1,659 | 1,594 | 1,188 | 1,000 | 2,008 | 34.7 |
| Lincoln | 6.8 | Male | 3,313 | 240 | 320 | 325 | 177 | 399 | 391 | 360 | 363 | 738 | 40.0 |
| | | Female | 3,487 | 226 | 341 | 334 | 150 | 341 | 389 | 370 | 361 | 975 | 44.0 |
| Lyon | 24.8 | Male | 12,149 | 1,107 | 1,317 | 1,108 | 1,626 | 1,737 | 1,643 | 1,148 | 895 | 1,568 | 30.3 |
| | | Female | 12,651 | 1,083 | 1,199 | 987 | 1,597 | 1,853 | 1,570 | 1,097 | 973 | 2,292 | 32.9 |
| McLeod | 32.3 | Male | 15,979 | 1,703 | 1,623 | 1,497 | 1,448 | 2,618 | 2,313 | 1,600 | 1,229 | 1,948 | 31.6 |
| | | Female | 16,321 | 1,564 | 1,588 | 1,434 | 1,203 | 2,517 | 2,276 | 1,619 | 1,293 | 2,827 | 34.4 |
| Mahnomen | 5.0 | Male | 2,518 | 222 | 289 | 288 | 147 | 320 | 300 | 268 | 257 | 427 | 34.8 |
| | | Female | 2,482 | 207 | 291 | 270 | 151 | 303 | 288 | 266 | 223 | 483 | 35.7 |
| Marshall | 10.9 | Male | 5,516 | 445 | 579 | 603 | 355 | 725 | 757 | 601 | 529 | 922 | 35.7 |
| | | Female | 5,384 | 454 | 509 | 567 | 287 | 665 | 709 | 574 | 545 | 1,074 | 38.0 |
| Martin | 22.7 | Male | 11,059 | 1,036 | 1,149 | 1,002 | 706 | 1,570 | 1,632 | 1,148 | 986 | 1,830 | 35.4 |
| | | Female | 11,641 | 932 | 1,051 | 946 | 604 | 1,625 | 1,529 | 1,169 | 1,113 | 2,672 | 39.3 |
| Meeker | 20.9 | Male | 10,291 | 1,027 | 1,096 | 998 | 715 | 1,463 | 1,464 | 1,046 | 947 | 1,535 | 34.0 |
| | | Female | 10,609 | 979 | 1,103 | 975 | 678 | 1,421 | 1,399 | 1,037 | 965 | 2,052 | 36.1 |
| Mille Lacs | 18.7 | Male | 9,181 | 923 | 1,008 | 901 | 687 | 1,258 | 1,280 | 935 | 820 | 1,369 | 33.5 |
| | | Female | 9,519 | 874 | 970 | 795 | 644 | 1,313 | 1,254 | 986 | 855 | 1,828 | 36.3 |
| Morrison | 29.7 | Male | 14,818 | 1,535 | 1,802 | 1,526 | 1,186 | 2,151 | 2,002 | 1,338 | 1,271 | 2,007 | 31.3 |
| | | Female | 14,882 | 1,431 | 1,622 | 1,429 | 1,021 | 2,154 | 1,866 | 1,389 | 1,344 | 2,626 | 34.0 |
| Mower | 37.1 | Male | 17,988 | 1,600 | 1,780 | 1,597 | 1,375 | 2,532 | 2,436 | 1,774 | 1,864 | 3,030 | 35.5 |
| | | Female | 19,112 | 1,487 | 1,601 | 1,481 | 1,301 | 2,520 | 2,337 | 1,861 | 2,087 | 4,437 | 40.0 |
| Murray | 9.6 | Male | 4,737 | 423 | 452 | 471 | 310 | 571 | 665 | 475 | 498 | 872 | 37.1 |
| | | Female | 4,863 | 395 | 465 | 414 | 264 | 575 | 598 | 478 | 570 | 1,104 | 40.3 |
| Nicollet | 28.2 | Male | 13,971 | 1,312 | 1,341 | 1,143 | 2,178 | 2,213 | 2,228 | 1,275 | 995 | 1,286 | 29.6 |
| | | Female | 14,229 | 1,254 | 1,270 | 1,132 | 2,255 | 2,180 | 1,964 | 1,313 | 1,031 | 1,830 | 30.5 |
| Nobles | 20.0 | Male | 9,798 | 869 | 1,015 | 854 | 860 | 1,453 | 1,303 | 1,019 | 930 | 1,495 | 34.0 |
| | | Female | 10,202 | 846 | 906 | 847 | 722 | 1,357 | 1,267 | 1,022 | 1,027 | 2,208 | 38.3 |
| Norman | 7.9 | Male | 3,919 | 300 | 403 | 375 | 220 | 490 | 526 | 401 | 415 | 789 | 38.3 |
| | | Female | 3,981 | 300 | 374 | 389 | 170 | 496 | 465 | 394 | 418 | 975 | 40.6 |
| Olmsted | 107.6 | Male | 52,243 | 5,774 | 5,362 | 4,220 | 4,636 | 10,494 | 8,198 | 5,804 | 3,712 | 4,043 | 30.8 |
| | | Female | 55,357 | 5,589 | 4,956 | 4,120 | 5,121 | 10,858 | 8,412 | 5,857 | 3,780 | 6,664 | 32.3 |
| Otter Tail | 50.7 | Male | 25,094 | 2,275 | 2,529 | 2,155 | 1,779 | 3,441 | 3,471 | 2,618 | 2,585 | 4,241 | 36.1 |
| | | Female | 25,606 | 2,028 | 2,411 | 2,113 | 1,570 | 3,265 | 3,319 | 2,648 | 2,654 | 5,598 | 39.3 |
| Pennington | 13.2 | Male | 6,546 | 584 | 624 | 625 | 779 | 931 | 915 | 675 | 503 | 910 | 32.1 |
| | | Female | 6,654 | 547 | 603 | 571 | 551 | 918 | 900 | 668 | 574 | 1,322 | 36.5 |
| Pine | 21.4 | Male | 11,163 | 946 | 1,140 | 1,061 | 866 | 1,820 | 1,627 | 1,151 | 1,047 | 1,505 | 33.6 |
| | | Female | 10,237 | 904 | 1,055 | 1,012 | 604 | 1,444 | 1,247 | 1,091 | 1,022 | 1,858 | 35.8 |
| Pipestone | 10.4 | Male | 4,975 | 524 | 516 | 447 | 363 | 707 | 627 | 451 | 457 | 883 | 34.0 |
| | | Female | 5,425 | 452 | 524 | 479 | 351 | 679 | 633 | 475 | 539 | 1,293 | 38.6 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over. | |
| **MINNESOTA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Polk | 32.3 | Male | 15,901 | 1,551 | 1,711 | 1,504 | 1,351 | 2,197 | 2,268 | 1,537 | 1,400 | 2,382 | 33.3 |
| | | Female | 16,399 | 1,412 | 1,598 | 1,369 | 1,297 | 2,209 | 2,095 | 1,629 | 1,421 | 3,369 | 36.5 |
| Pope | 10.7 | Male | 5,250 | 505 | 541 | 454 | 296 | 654 | 721 | 515 | 523 | 1,041 | 37.4 |
| | | Female | 5,450 | 448 | 566 | 447 | 259 | 651 | 667 | 523 | 558 | 1,331 | 40.3 |
| Ramsey | 487.4 | Male | 232,737 | 24,253 | 20,650 | 17,152 | 26,449 | 46,402 | 36,386 | 22,437 | 17,241 | 21,767 | 31.0 |
| | | Female | 254,663 | 23,362 | 19,728 | 16,292 | 29,285 | 47,089 | 37,544 | 23,978 | 19,576 | 37,809 | 33.2 |
| Red Lake | 4.5 | Male | 2,274 | 203 | 245 | 234 | 145 | 304 | 327 | 237 | 203 | 376 | 35.2 |
| | | Female | 2,226 | 200 | 256 | 214 | 110 | 300 | 268 | 213 | 209 | 456 | 36.2 |
| Redwood | 17.1 | Male | 8,406 | 831 | 877 | 763 | 549 | 1,183 | 1,087 | 864 | 773 | 1,479 | 35.0 |
| | | Female | 8,694 | 779 | 819 | 754 | 486 | 1,097 | 1,060 | 855 | 802 | 2,042 | 38.9 |
| Renville | 17.5 | Male | 8,645 | 785 | 915 | 813 | 556 | 1,207 | 1,160 | 828 | 868 | 1,513 | 35.4 |
| | | Female | 8,855 | 819 | 841 | 730 | 471 | 1,167 | 1,041 | 825 | 920 | 2,041 | 38.8 |
| Rice | 49.5 | Male | 24,280 | 2,249 | 2,405 | 2,060 | 3,979 | 3,734 | 3,386 | 2,441 | 1,705 | 2,321 | 28.9 |
| | | Female | 25,220 | 2,048 | 2,310 | 2,068 | 3,993 | 3,694 | 3,397 | 2,410 | 1,774 | 3,526 | 30.9 |
| Rock | 9.7 | Male | 4,702 | 450 | 499 | 482 | 283 | 638 | 660 | 464 | 433 | 793 | 35.0 |
| | | Female | 4,998 | 422 | 486 | 432 | 301 | 622 | 617 | 478 | 508 | 1,132 | 38.8 |
| Roseau | 15.3 | Male | 7,832 | 908 | 847 | 710 | 693 | 1,413 | 1,037 | 744 | 531 | 949 | 30.4 |
| | | Female | 7,468 | 858 | 805 | 668 | 599 | 1,260 | 927 | 704 | 529 | 1,118 | 31.4 |
| St. Louis | 196.8 | Male | 95,712 | 7,710 | 8,842 | 8,308 | 10,007 | 13,750 | 15,384 | 9,980 | 8,529 | 13,202 | 34.4 |
| | | Female | 101,088 | 7,417 | 8,185 | 7,863 | 9,551 | 14,023 | 14,698 | 10,028 | 9,303 | 20,020 | 37.4 |
| Scott | 59.2 | Male | 29,950 | 3,589 | 3,288 | 2,689 | 2,616 | 6,126 | 4,919 | 3,172 | 1,745 | 1,806 | 29.6 |
| | | Female | 29,250 | 3,301 | 3,126 | 2,524 | 2,429 | 5,970 | 4,776 | 2,925 | 1,670 | 2,529 | 30.4 |
| Sherburne | 42.8 | Male | 21,890 | 2,359 | 2,562 | 2,129 | 2,753 | 3,900 | 3,535 | 2,197 | 1,199 | 1,256 | 27.9 |
| | | Female | 20,910 | 2,259 | 2,327 | 2,040 | 2,194 | 3,835 | 3,351 | 1,972 | 1,151 | 1,781 | 29.3 |
| Sibley | 14.3 | Male | 7,114 | 660 | 714 | 724 | 478 | 1,032 | 982 | 722 | 709 | 1,093 | 34.5 |
| | | Female | 7,186 | 651 | 712 | 620 | 462 | 972 | 871 | 723 | 738 | 1,437 | 37.0 |
| Stearns | 119.7 | Male | 60,002 | 5,833 | 6,170 | 5,366 | 10,421 | 9,754 | 7,908 | 4,969 | 4,133 | 5,448 | 27.3 |
| | | Female | 59,698 | 5,518 | 5,701 | 5,005 | 10,063 | 9,408 | 7,602 | 5,022 | 4,251 | 7,128 | 28.8 |
| Steele | 30.8 | Male | 15,066 | 1,511 | 1,541 | 1,410 | 1,355 | 2,501 | 2,276 | 1,516 | 1,185 | 1,771 | 31.9 |
| | | Female | 15,734 | 1,502 | 1,567 | 1,334 | 1,309 | 2,452 | 2,200 | 1,552 | 1,292 | 2,526 | 33.8 |
| Stevens | 10.6 | Male | 5,126 | 397 | 475 | 433 | 1,032 | 604 | 630 | 412 | 437 | 706 | 28.7 |
| | | Female | 5,474 | 401 | 424 | 403 | 1,136 | 582 | 618 | 422 | 493 | 995 | 31.4 |
| Swift | 10.5 | Male | 5,162 | 446 | 535 | 502 | 331 | 710 | 670 | 501 | 472 | 995 | 35.9 |
| | | Female | 5,338 | 396 | 474 | 482 | 248 | 688 | 628 | 529 | 563 | 1,330 | 41.1 |
| Todd | 23.3 | Male | 11,584 | 1,003 | 1,319 | 1,225 | 888 | 1,534 | 1,594 | 1,198 | 1,085 | 1,738 | 33.8 |
| | | Female | 11,716 | 1,111 | 1,292 | 1,200 | 688 | 1,473 | 1,482 | 1,192 | 1,053 | 2,225 | 35.6 |
| Traverse | 4.3 | Male | 2,084 | 192 | 211 | 184 | 92 | 261 | 244 | 204 | 244 | 452 | 39.2 |
| | | Female | 2,216 | 174 | 210 | 164 | 104 | 230 | 242 | 226 | 270 | 596 | 44.3 |
| Wabasha | 19.8 | Male | 9,825 | 961 | 1,078 | 888 | 761 | 1,431 | 1,465 | 1,039 | 829 | 1,373 | 33.6 |
| | | Female | 9,975 | 985 | 983 | 856 | 676 | 1,483 | 1,368 | 1,013 | 836 | 1,775 | 35.0 |
| Wadena | 13.1 | Male | 6,388 | 622 | 677 | 565 | 484 | 864 | 831 | 678 | 603 | 1,064 | 34.8 |
| | | Female | 6,712 | 572 | 669 | 609 | 435 | 856 | 773 | 699 | 648 | 1,451 | 37.8 |
| Waseca | 18.1 | Male | 8,937 | 881 | 975 | 835 | 830 | 1,391 | 1,348 | 817 | 658 | 1,202 | 31.8 |
| | | Female | 9,163 | 779 | 948 | 808 | 785 | 1,324 | 1,285 | 799 | 802 | 1,633 | 34.5 |
| Washington | 149.0 | Male | 74,720 | 7,830 | 8,223 | 7,186 | 5,960 | 13,606 | 13,781 | 9,175 | 4,995 | 3,964 | 31.0 |
| | | Female | 74,280 | 7,604 | 7,822 | 6,795 | 5,814 | 13,571 | 13,657 | 8,643 | 4,689 | 5,685 | 31.7 |
| Watonwan | 11.6 | Male | 5,692 | 550 | 616 | 508 | 403 | 831 | 789 | 570 | 570 | 855 | 34.3 |
| | | Female | 5,908 | 532 | 602 | 463 | 371 | 781 | 677 | 588 | 630 | 1,264 | 38.0 |
| Wilkin | 7.5 | Male | 3,711 | 346 | 396 | 362 | 316 | 576 | 497 | 332 | 372 | 514 | 32.6 |
| | | Female | 3,789 | 367 | 358 | 304 | 233 | 553 | 464 | 374 | 361 | 775 | 36.7 |
| Winona | 47.9 | Male | 23,366 | 2,022 | 2,167 | 1,878 | 4,043 | 3,444 | 3,262 | [illegible] | 1,692 | 2,704 | 29.6 |
| | | Female | 24,534 | 1,984 | 2,035 | 1,803 | 4,439 | 3,351 | 3,134 | [illegible] | 1,819 | 3,885 | 31.0 |
| Wright | 69.9 | Male | 35,206 | 4,010 | 4,177 | 3,533 | 3,069 | 6,236 | 5,375 | 3,628 | 2,241 | 2,937 | 29.5 |
| | | Female | 34,694 | 3,867 | 4,026 | 3,279 | 2,884 | 6,074 | 5,190 | 3,370 | 2,126 | 3,878 | 30.4 |
| Yellow Medicine | 11.6 | Male | 5,740 | 525 | 597 | 534 | 396 | 749 | 733 | 588 | 557 | 1,061 | 35.9 |
| | | Female | 5,860 | 471 | 554 | 465 | 319 | 769 | 646 | 613 | 607 | 1,416 | 40.4 |
| **TOTAL METRO COUNTIES** | **2,998.4** | **Male** | **1,466,180** | **150,015** | **138,908** | **117,392** | **154,660** | **289,233** | **240,546** | **151,331** | **103,586** | **120,509** | **31.0** |
| | | **Female** | **1,532,220** | **144,086** | **132,065** | **111,720** | **159,655** | **289,733** | **241,739** | **153,466** | **110,008** | **189,751** | **32.5** |
| **TOTAL STATE** | **4,412.0** | **Male** | **2,163,018** | **214,685** | **210,838** | **181,199** | **219,337** | **389,606** | **338,825** | **221,465** | **165,570** | **221,493** | **31.6** |
| | | **Female** | **2,248,982** | **205,827** | **200,079** | **172,425** | **220,116** | **388,409** | **334,987** | **223,993** | **175,449** | **327,697** | **33.4** |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **MISSISSIPPI** | | | | | | | | | | | | | |
| **BILOXI - GULFPORT** | **197.5** | **Male** | **98,363** | **9,890** | **9,216** | **8,992** | **12,233** | **17,213** | **13,514** | **9,532** | **8,286** | **9,487** | **30.1** |
| | | **Female** | **99,137** | **9,344** | **8,976** | **8,352** | **10,215** | **16,721** | **13,792** | **10,045** | **8,759** | **12,933** | **32.6** |
| Hancock | 32.3 | Male | 16,087 | 1,468 | 1,509 | 1,693 | 1,426 | 2,278 | 2,180 | 1,789 | 1,659 | 2,085 | 33.5 |
| | | Female | 16,213 | 1,394 | 1,435 | 1,392 | 1,350 | 2,399 | 2,266 | 1,799 | 1,682 | 2,496 | 35.6 |
| Harrison | 165.2 | Male | 82,276 | 8,422 | 7,707 | 7,299 | 10,807 | 14,935 | 11,334 | 7,743 | 6,627 | 7,402 | 29.6 |
| | | Female | 82,924 | 7,950 | 7,541 | 6,960 | 8,865 | 14,322 | 11,526 | 8,246 | 7,077 | 10,437 | 32.1 |
| **JACKSON** | **397.4** | **Male** | **187,998** | **19,059** | **19,494** | **18,613** | **20,997** | **32,822** | **28,858** | **18,266** | **13,767** | **16,122** | **29.8** |
| | | **Female** | **209,402** | **18,628** | **18,899** | **17,806** | **23,184** | **36,427** | **31,349** | **20,705** | **16,832** | **25,572** | **32.2** |
| Hinds | 253.6 | Male | 118,683 | 12,102 | 12,414 | 11,574 | 14,262 | 20,406 | 17,600 | 10,947 | 8,543 | 10,835 | 29.4 |
| | | Female | 134,917 | 11,899 | 12,134 | 11,263 | 15,901 | 22,892 | 19,386 | 12,924 | 10,969 | 17,549 | 32.1 |
| Madison | 55.1 | Male | 26,139 | 3,029 | 2,784 | 2,591 | 2,659 | 5,179 | 3,972 | 2,234 | 1,660 | 2,031 | 28.9 |
| | | Female | 28,961 | 2,971 | 2,608 | 2,446 | 3,195 | 5,757 | 4,167 | 2,513 | 2,091 | 3,213 | 30.7 |
| Rankin | 88.7 | Male | 43,176 | 3,928 | 4,296 | 4,448 | 4,076 | 7,237 | 7,286 | 5,085 | 3,564 | 3,256 | 31.7 |
| | | Female | 45,524 | 3,758 | 4,157 | 4,097 | 4,088 | 7,778 | 7,796 | 5,268 | 3,772 | 4,810 | 33.6 |
| **PASCAGOULA** | **115.1** | **Male** | **56,504** | **5,470** | **5,991** | **6,138** | **5,507** | **8,907** | **8,511** | **6,625** | **4,889** | **4,466** | **30.8** |
| | | **Female** | **58,596** | **5,245** | **5,681** | **5,878** | **5,412** | **9,401** | **8,877** | **6,881** | **4,937** | **6,284** | **32.5** |
| Jackson | 115.1 | Male | 56,504 | 5,470 | 5,991 | 6,138 | 5,507 | 8,907 | 8,511 | 6,625 | 4,889 | 4,466 | 30.8 |
| | | Female | 58,596 | 5,245 | 5,681 | 5,878 | 5,412 | 9,401 | 8,877 | 6,881 | 4,937 | 6,284 | 32.5 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Adams | 35.0 | Male | 16,103 | 1,644 | 1,791 | 1,645 | 1,359 | 2,315 | 2,244 | 1,567 | 1,524 | 2,014 | 32.0 |
| | | Female | 18,897 | 1,622 | 1,771 | 1,728 | 1,539 | 2,748 | 2,591 | 1,983 | 1,900 | 3,015 | 35.2 |
| Alcorn | 31.6 | Male | 15,129 | 1,297 | 1,416 | 1,522 | 1,445 | 2,207 | 2,238 | 1,807 | 1,316 | 1,881 | 33.5 |
| | | Female | 16,471 | 1,158 | 1,334 | 1,382 | 1,445 | 2,319 | 2,355 | 1,941 | 1,554 | 2,983 | 37.5 |
| Amite | 13.3 | Male | 6,426 | 614 | 697 | 691 | 591 | 935 | 767 | 677 | 576 | 878 | 31.6 |
| | | Female | 6,874 | 592 | 658 | 672 | 607 | 913 | 876 | 726 | 651 | 1,179 | 34.9 |
| Attala | 18.4 | Male | 8,628 | 805 | 874 | 874 | 815 | 1,148 | 1,067 | 929 | 793 | 1,323 | 33.2 |
| | | Female | 9,772 | 775 | 862 | 869 | 884 | 1,229 | 1,171 | 932 | 989 | 2,061 | 37.3 |
| Benton | 8.0 | Male | 3,858 | 385 | 428 | 383 | 404 | 576 | 463 | 374 | 357 | 488 | 30.7 |
| | | Female | 4,142 | 360 | 425 | 418 | 392 | 615 | 448 | 400 | 392 | 692 | 32.7 |
| Bolivar | 41.5 | Male | 19,103 | 2,284 | 2,501 | 2,406 | 2,684 | 2,375 | 2,219 | 1,609 | 1,105 | 1,920 | 24.7 |
| | | Female | 22,397 | 2,201 | 2,389 | 2,382 | 3,101 | 2,929 | 2,774 | 1,816 | 1,564 | 3,241 | 28.8 |
| Calhoun | 14.9 | Male | 7,109 | 673 | 652 | 723 | 769 | 967 | 982 | 781 | 626 | 936 | 32.6 |
| | | Female | 7,791 | 597 | 651 | 651 | 734 | 1,042 | 964 | 821 | 746 | 1,585 | 37.3 |
| Carroll | 9.2 | Male | 4,415 | 413 | 438 | 463 | 391 | 601 | 585 | 537 | 390 | 597 | 33.4 |
| | | Female | 4,785 | 417 | 448 | 478 | 411 | 661 | 601 | 533 | 438 | 798 | 34.7 |
| Chickasaw | 18.1 | Male | 8,641 | 957 | 1,018 | 879 | 884 | 1,284 | 1,127 | 877 | 692 | 923 | 29.5 |
| | | Female | 9,459 | 850 | 859 | 885 | 950 | 1,415 | 1,188 | 921 | 820 | 1,571 | 33.4 |
| Choctaw | 9.1 | Male | 4,313 | 389 | 480 | 515 | 388 | 625 | 562 | 450 | 394 | 510 | 31.2 |
| | | Female | 4,787 | 408 | 473 | 499 | 395 | 647 | 601 | 527 | 413 | 824 | 34.6 |
| Claiborne | 11.4 | Male | 5,285 | 504 | 572 | 570 | 1,168 | 612 | 588 | 397 | 317 | 557 | 24.0 |
| | | Female | 6,115 | 493 | 533 | 594 | 1,480 | 775 | 633 | 431 | 394 | 782 | 24.8 |
| Clarke | 17.3 | Male | 8,194 | 726 | 930 | 894 | 824 | 1,109 | 1,126 | 843 | 720 | 1,022 | 31.5 |
| | | Female | 9,106 | 789 | 868 | 843 | 823 | 1,294 | 1,209 | 892 | 831 | 1,557 | 34.5 |
| Clay | 21.1 | Male | 9,977 | 1,053 | 1,198 | 1,113 | 1,120 | 1,363 | 1,385 | 915 | 741 | 1,089 | 28.7 |
| | | Female | 11,123 | 1,006 | 1,086 | 1,123 | 1,168 | 1,664 | 1,433 | 987 | 934 | 1,722 | 32.1 |
| Coahoma | 31.2 | Male | 14,193 | 1,730 | 1,893 | 1,835 | 1,518 | 1,782 | 1,676 | 1,171 | 983 | 1,605 | 25.7 |
| | | Female | 17,007 | 1,722 | 1,783 | 1,767 | 1,700 | 2,356 | 1,909 | 1,500 | 1,443 | 2,827 | 31.5 |
| Copiah | 27.7 | Male | 13,212 | 1,320 | 1,440 | 1,508 | 1,718 | 1,918 | 1,651 | 1,235 | 980 | 1,442 | 28.2 |
| | | Female | 14,488 | 1,317 | 1,398 | 1,397 | 1,629 | 2,059 | 1,801 | 1,376 | 1,222 | 2,289 | 32.3 |
| Covington | 16.6 | Male | 8,011 | 838 | 876 | 917 | 849 | 1,138 | 1,038 | 837 | 638 | 880 | 29.6 |
| | | Female | 8,589 | 792 | 872 | 861 | 829 | 1,234 | 1,097 | 931 | 716 | 1,257 | 32.6 |
| ☐ De Soto | 70.8 | Male | 34,855 | 3,588 | 3,564 | 3,451 | 3,506 | 5,761 | 5,378 | 4,476 | 2,671 | 2,460 | 30.8 |
| | | Female | 35,945 | 3,312 | 3,274 | 3,383 | 3,493 | 6,099 | 5,821 | 4,417 | 2,774 | 3,372 | 32.4 |
| Forrest | 68.3 | Male | 31,844 | 3,125 | 3,075 | 2,841 | 5,462 | 5,264 | 4,032 | 2,825 | 2,176 | 3,044 | 27.7 |
| | | Female | 36,456 | 3,047 | 3,028 | 2,806 | 6,305 | 5,555 | 4,492 | 3,146 | 2,855 | 5,222 | 30.5 |
| Franklin | 8.4 | Male | 3,998 | 416 | 417 | 409 | 352 | 559 | 533 | 361 | 399 | 552 | 32.2 |
| | | Female | 4,402 | 389 | 448 | 421 | 332 | 631 | 544 | 404 | 426 | 807 | 34.7 |
| George | 16.7 | Male | 8,218 | 789 | 891 | 939 | 898 | 1,262 | 1,095 | 936 | 649 | 759 | 29.7 |
| | | Female | 8,482 | 768 | 836 | 871 | 835 | 1,242 | 1,171 | 948 | 697 | 1,114 | 32.5 |
| Greene | 10.2 | Male | 5,252 | 487 | 542 | 588 | 556 | 928 | 755 | 543 | 361 | 492 | 29.9 |
| | | Female | 4,948 | 434 | 502 | 532 | 474 | 735 | 637 | 532 | 405 | 697 | 32.2 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **MISSISSIPPI (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Grenada | 21.6 | Male | 10,073 | 1,010 | 1,066 | 1,100 | 974 | 1,519 | 1,437 | 1,014 | 811 | 1,142 | 30.8 |
| | | Female | 11,527 | 1,066 | 1,057 | 1,038 | 1,103 | 1,659 | 1,568 | 1,124 | 996 | 1,916 | 34.0 |
| Hancock | 32.3 | Male | 16,087 | 1,468 | 1,509 | 1,693 | 1,426 | 2,278 | 2,180 | 1,789 | 1,659 | 2,085 | 33.5 |
| | | Female | 16,213 | 1,394 | 1,435 | 1,392 | 1,350 | 2,399 | 2,266 | 1,799 | 1,682 | 2,496 | 35.6 |
| Harrison | 165.2 | Male | 82,276 | 8,422 | 7,707 | 7,299 | 10,807 | 14,935 | 11,334 | 7,743 | 6,627 | 7,402 | 29.6 |
| | | Female | 82,924 | 7,950 | 7,541 | 6,960 | 8,865 | 14,322 | 11,526 | 8,246 | 7,077 | 10,437 | 32.1 |
| Hinds | 253.6 | Male | 118,683 | 12,102 | 12,414 | 11,574 | 14,262 | 20,406 | 17,600 | 10,947 | 8,543 | 10,835 | 29.4 |
| | | Female | 134,917 | 11,899 | 12,134 | 11,263 | 15,901 | 22,892 | 19,386 | 12,924 | 10,969 | 17,549 | 32.1 |
| Holmes | 21.5 | Male | 9,933 | 1,238 | 1,291 | 1,370 | 1,172 | 1,219 | 1,068 | 723 | 657 | 1,195 | 24.4 |
| | | Female | 11,567 | 1,187 | 1,290 | 1,220 | 1,242 | 1,561 | 1,289 | 978 | 920 | 1,880 | 30.4 |
| Humphreys | 12.0 | Male | 5,589 | 738 | 773 | 720 | 576 | 777 | 610 | 457 | 363 | 575 | 24.8 |
| | | Female | 6,411 | 658 | 767 | 664 | 660 | 923 | 716 | 548 | 515 | 960 | 29.9 |
| Issaquena | 1.9 | Male | 921 | 95 | 90 | 109 | 98 | 137 | 104 | 114 | 74 | 100 | 30.0 |
| | | Female | 979 | 112 | 100 | 115 | 84 | 146 | 100 | 110 | 68 | 144 | 30.4 |
| Itawamba | 19.9 | Male | 9,726 | 795 | 826 | 898 | 1,160 | 1,435 | 1,348 | 1,168 | 897 | 1,199 | 33.3 |
| | | Female | 10,174 | 712 | 779 | 879 | 1,105 | 1,294 | 1,340 | 1,170 | 1,025 | 1,870 | 37.4 |
| Jackson | 115.1 | Male | 56,504 | 5,470 | 5,991 | 6,138 | 5,507 | 8,907 | 8,511 | 6,625 | 4,889 | 4,466 | 30.8 |
| | | Female | 58,596 | 5,245 | 5,681 | 5,878 | 5,412 | 9,401 | 8,877 | 6,881 | 4,937 | 6,284 | 32.5 |
| Jasper | 17.1 | Male | 8,158 | 751 | 934 | 984 | 826 | 1,144 | 1,062 | 787 | 646 | 1,024 | 30.1 |
| | | Female | 8,942 | 763 | 910 | 920 | 823 | 1,266 | 1,114 | 860 | 788 | 1,498 | 33.3 |
| Jefferson | 8.6 | Male | 4,050 | 470 | 566 | 539 | 435 | 547 | 454 | 329 | 284 | 426 | 25.3 |
| | | Female | 4,550 | 466 | 506 | 517 | 433 | 701 | 561 | 422 | 351 | 593 | 30.0 |
| Jefferson Davis | 14.0 | Male | 6,620 | 646 | 760 | 803 | 756 | 840 | 840 | 678 | 502 | 795 | 29.1 |
| | | Female | 7,380 | 645 | 787 | 741 | 699 | 1,039 | 913 | 701 | 631 | 1,224 | 32.9 |
| Jones | 62.0 | Male | 29,550 | 2,752 | 3,119 | 2,894 | 2,999 | 4,394 | 4,205 | 3,062 | 2,679 | 3,446 | 31.9 |
| | | Female | 32,450 | 2,564 | 2,895 | 2,862 | 3,051 | 4,695 | 4,423 | 3,378 | 3,186 | 5,396 | 35.4 |
| Kemper | 10.4 | Male | 4,990 | 491 | 534 | 556 | 582 | 637 | 598 | 501 | 417 | 674 | 30.2 |
| | | Female | 5,410 | 447 | 536 | 548 | 559 | 734 | 651 | 482 | 481 | 972 | 33.4 |
| Lafayette | 31.8 | Male | 15,477 | 1,083 | 1,146 | 1,148 | 4,346 | 2,452 | 1,769 | 1,295 | 941 | 1,297 | 25.1 |
| | | Female | 16,323 | 1,080 | 1,112 | 1,178 | 4,349 | 2,289 | 1,902 | 1,395 | 1,090 | 1,928 | 26.9 |
| Lamar | 30.7 | Male | 14,935 | 1,539 | 1,616 | 1,554 | 1,607 | 2,571 | 2,322 | 1,506 | 1,087 | 1,133 | 29.5 |
| | | Female | 15,765 | 1,462 | 1,650 | 1,427 | 1,635 | 2,756 | 2,328 | 1,604 | 1,160 | 1,743 | 31.2 |
| Lauderdale | 75.4 | Male | 35,714 | 3,659 | 3,731 | 3,556 | 3,980 | 5,701 | 5,041 | 3,602 | 2,743 | 3,701 | 30.1 |
| | | Female | 39,686 | 3,423 | 3,503 | 3,428 | 3,972 | 6,040 | 5,442 | 3,819 | 3,580 | 6,479 | 34.1 |
| Lawrence | 12.5 | Male | 5,992 | 587 | 711 | 671 | 554 | 849 | 761 | 615 | 561 | 683 | 30.6 |
| | | Female | 6,508 | 526 | 655 | 645 | 578 | 984 | 835 | 698 | 582 | 1,005 | 33.6 |
| Leake | 18.4 | Male | 8,797 | 864 | 756 | 934 | 839 | 1,220 | 1,149 | 880 | 790 | 1,165 | 31.6 |
| | | Female | 9,603 | 772 | 882 | 875 | 864 | 1,288 | 1,203 | 938 | 977 | 1,804 | 36.0 |
| Lee | 66.2 | Male | 31,563 | 3,330 | 3,202 | 3,059 | 3,062 | 5,396 | 4,783 | 3,369 | 2,509 | 2,853 | 30.8 |
| | | Female | 34,637 | 3,204 | 3,083 | 2,916 | 3,293 | 5,786 | 4,959 | 3,699 | 2,843 | 4,854 | 33.3 |
| Leflore | 36.9 | Male | 17,080 | 1,982 | 2,102 | 1,992 | 2,179 | 2,329 | 2,051 | 1,443 | 1,114 | 1,888 | 26.2 |
| | | Female | 19,820 | 1,839 | 2,086 | 1,969 | 2,110 | 2,781 | 2,388 | 1,706 | 1,670 | 3,271 | 31.9 |
| Lincoln | 30.2 | Male | 14,358 | 1,220 | 1,492 | 1,638 | 1,407 | 2,064 | 2,087 | 1,465 | 1,245 | 1,740 | 31.9 |
| | | Female | 15,842 | 1,233 | 1,455 | 1,588 | 1,321 | 2,219 | 2,179 | 1,632 | 1,504 | 2,711 | 35.5 |
| Lowndes | 59.1 | Male | 28,174 | 3,125 | 2,977 | 2,923 | 3,318 | 4,885 | 4,030 | 2,705 | 2,028 | 2,183 | 28.6 |
| | | Female | 30,926 | 3,038 | 2,847 | 2,755 | 3,720 | 5,270 | 4,267 | 2,902 | 2,314 | 3,813 | 30.9 |
| Madison | 55.1 | Male | 26,139 | 3,029 | 2,784 | 2,591 | 2,659 | 5,179 | 3,972 | 2,234 | 1,660 | 2,031 | 28.9 |
| | | Female | 28,961 | 2,971 | 2,608 | 2,446 | 3,195 | 5,757 | 4,167 | 2,513 | 2,091 | 3,213 | 30.7 |
| Marion | 25.4 | Male | 12,240 | 1,196 | 1,401 | 1,521 | 1,149 | 1,742 | 1,611 | 1,200 | 997 | 1,423 | 29.9 |
| | | Female | 13,160 | 1,114 | 1,292 | 1,270 | 1,183 | 1,908 | 1,687 | 1,222 | 1,261 | 2,223 | 34.0 |
| Marshall | 30.4 | Male | 14,533 | 1,474 | 1,566 | 1,582 | 1,751 | 2,222 | 1,881 | 1,472 | 1,147 | 1,438 | 29.0 |
| | | Female | 15,867 | 1,524 | 1,563 | 1,472 | 1,904 | 2,399 | 2,037 | 1,591 | 1,329 | 2,048 | 31.1 |
| Monroe | 36.6 | Male | 17,242 | 1,715 | 1,848 | 1,812 | 1,773 | 2,512 | 2,427 | 1,822 | 1,403 | 1,930 | 30.9 |
| | | Female | 19,358 | 1,659 | 1,743 | 1,792 | 1,841 | 2,737 | 2,518 | 2,029 | 1,716 | 3,323 | 34.7 |
| Montgomery | 12.3 | Male | 5,725 | 541 | 632 | 617 | 556 | 766 | 736 | 608 | 495 | 774 | 31.7 |
| | | Female | 6,575 | 519 | 630 | 592 | 614 | 843 | 777 | 656 | 657 | 1,287 | 36.2 |
| Neshoba | 24.8 | Male | 11,872 | 1,172 | 1,321 | 1,367 | 1,140 | 1,651 | 1,649 | 1,165 | 978 | 1,429 | 30.7 |
| | | Female | 12,928 | 1,122 | 1,196 | 1,284 | 1,193 | 1,792 | 1,722 | 1,270 | 1,243 | 2,106 | 34.3 |
| Newton | 20.2 | Male | 9,670 | 873 | 963 | 1,019 | 1,158 | 1,337 | 1,249 | 961 | 831 | 1,279 | 31.1 |
| | | Female | 10,530 | 872 | 874 | 1,008 | 1,113 | 1,378 | 1,319 | 1,039 | 1,043 | 1,884 | 35.2 |
| Noxubee | 12.5 | Male | 5,874 | 744 | 759 | 648 | 583 | 882 | 679 | 498 | 440 | 641 | 27.3 |
| | | Female | 6,626 | 705 | 739 | 668 | 669 | 976 | 736 | 557 | 549 | 1,027 | 30.5 |
| Oktibbeha | 38.4 | Male | 19,155 | 1,532 | 1,536 | 1,448 | 5,833 | 2,835 | 2,149 | 1,452 | 1,045 | 1,325 | 24.1 |
| | | Female | 19,245 | 1,500 | 1,420 | 1,404 | 4,979 | 2,823 | 2,164 | 1,617 | 1,235 | 2,103 | 26.1 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **MISSISSIPPI (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Panola | 30.2 | Male | 14,303 | 1,533 | 1,722 | 1,708 | 1,576 | 2,063 | 1,759 | 1,290 | 1,113 | 1,539 | 28.0 |
| | | Female | 15,897 | 1,530 | 1,598 | 1,612 | 1,592 | 2,314 | 1,963 | 1,457 | 1,378 | 2,453 | 32.0 |
| Pearl River | 39.0 | Male | 18,874 | 1,830 | 1,999 | 2,025 | 1,920 | 2,658 | 2,616 | 2,258 | 1,735 | 1,833 | 31.3 |
| | | Female | 20,126 | 1,798 | 1,836 | 1,889 | 1,985 | 2,880 | 2,874 | 2,244 | 1,937 | 2,683 | 33.9 |
| Perry | 10.9 | Male | 5,274 | 537 | 599 | 618 | 539 | 802 | 723 | 542 | 413 | 501 | 29.3 |
| | | Female | 5,626 | 516 | 589 | 582 | 557 | 859 | 736 | 601 | 455 | 731 | 31.6 |
| Pike | 36.7 | Male | 17,136 | 1,683 | 2,011 | 2,020 | 1,752 | 2,310 | 2,307 | 1,627 | 1,440 | 1,986 | 29.8 |
| | | Female | 19,564 | 1,565 | 1,936 | 1,913 | 1,836 | 2,724 | 2,630 | 1,850 | 1,754 | 3,356 | 34.3 |
| Pontotoc | 22.4 | Male | 10,835 | 1,027 | 1,056 | 1,078 | 1,140 | 1,745 | 1,535 | 1,095 | 949 | 1,210 | 31.4 |
| | | Female | 11,565 | 956 | 995 | 1,006 | 1,109 | 1,713 | 1,571 | 1,193 | 1,041 | 1,981 | 35.0 |
| Prentiss | 23.2 | Male | 11,141 | 1,021 | 1,062 | 1,033 | 1,405 | 1,631 | 1,522 | 1,232 | 946 | 1,289 | 31.4 |
| | | Female | 12,059 | 941 | 925 | 1,066 | 1,429 | 1,656 | 1,557 | 1,343 | 1,132 | 2,010 | 35.1 |
| Quitman | 10.3 | Male | 4,790 | 545 | 554 | 652 | 510 | 623 | 558 | 411 | 328 | 609 | 27.2 |
| | | Female | 5,510 | 538 | 526 | 619 | 537 | 726 | 623 | 455 | 473 | 1,013 | 32.4 |
| Rankin | 88.7 | Male | 43,176 | 3,928 | 4,296 | 4,448 | 4,076 | 7,237 | 7,286 | 5,085 | 3,564 | 3,256 | 31.7 |
| | | Female | 45,524 | 3,758 | 4,157 | 4,097 | 4,088 | 7,778 | 7,796 | 5,268 | 3,772 | 4,810 | 33.6 |
| Scott | 24.2 | Male | 11,613 | 1,275 | 1,239 | 1,290 | 1,215 | 1,727 | 1,499 | 1,130 | 969 | 1,269 | 29.6 |
| | | Female | 12,587 | 1,159 | 1,193 | 1,200 | 1,203 | 1,803 | 1,653 | 1,255 | 1,149 | 1,972 | 33.5 |
| Sharkey | 7.0 | Male | 3,231 | 373 | 454 | 477 | 344 | 407 | 397 | 275 | 200 | 304 | 24.3 |
| | | Female | 3,769 | 401 | 441 | 451 | 404 | 500 | 477 | 280 | 271 | 544 | 28.7 |
| Simpson | 23.9 | Male | 11,662 | 1,129 | 1,273 | 1,269 | 1,115 | 1,803 | 1,651 | 1,194 | 990 | 1,238 | 30.8 |
| | | Female | 12,238 | 1,093 | 1,162 | 1,186 | 1,084 | 1,861 | 1,641 | 1,253 | 1,120 | 1,838 | 33.6 |
| Smith | 14.8 | Male | 7,236 | 672 | 779 | 737 | 731 | 1,040 | 977 | 790 | 655 | 855 | 31.7 |
| | | Female | 7,564 | 653 | 671 | 721 | 685 | 1,075 | 957 | 806 | 724 | 1,272 | 34.8 |
| Stone | 10.8 | Male | 5,318 | 514 | 571 | 536 | 718 | 756 | 725 | 537 | 416 | 545 | 29.2 |
| | | Female | 5,482 | 485 | 480 | 525 | 652 | 813 | 736 | 552 | 469 | 770 | 32.4 |
| Sunflower | 32.6 | Male | 16,339 | 1,642 | 1,820 | 1,732 | 2,127 | 2,990 | 2,236 | 1,288 | 978 | 1,526 | 27.8 |
| | | Female | 16,261 | 1,577 | 1,924 | 1,763 | 1,780 | 2,257 | 1,837 | 1,307 | 1,244 | 2,572 | 29.8 |
| Tallahatchie | 15.2 | Male | 7,154 | 818 | 854 | 898 | 797 | 953 | 852 | 620 | 504 | 858 | 27.2 |
| | | Female | 8,046 | 799 | 842 | 869 | 773 | 1,112 | 895 | 739 | 691 | 1,326 | 31.7 |
| Tate | 21.6 | Male | 10,400 | 1,016 | 1,112 | 1,157 | 1,294 | 1,481 | 1,388 | 1,104 | 805 | 1,043 | 29.2 |
| | | Female | 11,200 | 1,000 | 1,044 | 1,062 | 1,321 | 1,686 | 1,513 | 1,139 | 864 | 1,571 | 32.0 |
| Tippah | 19.6 | Male | 9,399 | 794 | 895 | 957 | 1,031 | 1,424 | 1,259 | 1,014 | 817 | 1,208 | 32.2 |
| | | Female | 10,201 | 875 | 890 | 916 | 1,023 | 1,400 | 1,274 | 1,076 | 934 | 1,813 | 35.0 |
| Tishomingo | 17.7 | Male | 8,431 | 704 | 715 | 725 | 820 | 1,210 | 1,187 | 1,037 | 852 | 1,181 | 35.3 |
| | | Female | 9,269 | 686 | 665 | 710 | 883 | 1,216 | 1,245 | 1,067 | 998 | 1,799 | 38.8 |
| Tunica | 8.1 | Male | 3,777 | 466 | 570 | 508 | 435 | 470 | 402 | 298 | 233 | 395 | 23.5 |
| | | Female | 4,323 | 512 | 522 | 508 | 461 | 587 | 499 | 351 | 299 | 584 | 27.7 |
| Union | 22.1 | Male | 10,656 | 939 | 1,009 | 1,079 | 1,090 | 1,560 | 1,543 | 1,136 | 978 | 1,322 | 32.8 |
| | | Female | 11,444 | 862 | 978 | 1,007 | 1,078 | 1,588 | 1,563 | 1,209 | 1,076 | 2,083 | 36.3 |
| Walthall | 14.4 | Male | 6,956 | 729 | 856 | 799 | 682 | 961 | 855 | 651 | 599 | 824 | 29.3 |
| | | Female | 7,444 | 630 | 787 | 782 | 660 | 1,038 | 853 | 738 | 688 | 1,268 | 33.3 |
| Warren | 47.5 | Male | 22,427 | 2,214 | 2,476 | 2,581 | 2,082 | 3,313 | 3,365 | 2,415 | 1,636 | 2,345 | 30.6 |
| | | Female | 25,073 | 2,091 | 2,506 | 2,402 | 2,133 | 3,881 | 3,627 | 2,568 | 2,025 | 3,840 | 33.8 |
| Washington | 67.6 | Male | 31,587 | 3,740 | 4,142 | 3,837 | 3,286 | 4,527 | 4,107 | 2,700 | 2,251 | 2,997 | 26.7 |
| | | Female | 36,013 | 3,625 | 3,954 | 3,777 | 3,510 | 5,394 | 4,583 | 3,199 | 2,845 | 5,126 | 30.8 |
| Wayne | 19.5 | Male | 9,332 | 932 | 1,126 | 1,050 | 909 | 1,464 | 1,238 | 935 | 732 | 946 | 29.4 |
| | | Female | 10,168 | 945 | 1,044 | 1,035 | 979 | 1,598 | 1,350 | 1,036 | 841 | 1,340 | 31.8 |
| Webster | 10.1 | Male | 4,839 | 441 | 524 | 489 | 460 | 652 | 640 | 491 | 434 | 708 | 32.8 |
| | | Female | 5,261 | 388 | 446 | 448 | 493 | 713 | 646 | 557 | 505 | 1,065 | 37.2 |
| Wilkinson | 9.6 | Male | 4,501 | 495 | 541 | 463 | 454 | 665 | 591 | 381 | 339 | 572 | 29.5 |
| | | Female | 5,099 | 486 | 522 | 441 | 473 | 740 | 619 | 517 | 441 | 860 | 33.5 |
| Winston | 19.4 | Male | 9,137 | 891 | 1,004 | 1,009 | 891 | 1,156 | 1,284 | 912 | 849 | 1,141 | 31.7 |
| | | Female | 10,263 | 837 | 955 | 1,048 | 851 | 1,325 | 1,377 | 989 | 1,050 | 1,831 | 35.8 |
| Yalobusha | 12.0 | Male | 5,600 | 520 | 601 | 638 | 508 | 766 | 744 | 567 | 478 | 778 | 32.0 |
| | | Female | 6,400 | 502 | 548 | 567 | 536 | 827 | 826 | 631 | 629 | 1,334 | 37.7 |
| Yazoo | 25.3 | Male | 11,834 | 1,316 | 1,511 | 1,367 | 1,079 | 1,653 | 1,439 | 1,056 | 950 | 1,463 | 28.9 |
| | | Female | 13,466 | 1,310 | 1,430 | 1,323 | 1,207 | 1,878 | 1,547 | 1,242 | 1,254 | 2,275 | 32.8 |
| **TOTAL METRO COUNTIES** | **780.8** | **Male** | **377,720** | **38,007** | **38,265** | **37,194** | **42,243** | **64,703** | **56,261** | **38,899** | **29,613** | **32,535** | **30.1** |
| | | **Female** | **403,080** | **36,529** | **36,830** | **35,419** | **42,304** | **68,648** | **59,839** | **42,048** | **33,302** | **48,161** | **32.4** |
| **TOTAL STATE** | **2,575.3** | **Male** | **1,231,422** | **123,874** | **131,387** | **129,103** | **142,161** | **190,544** | **169,893** | **122,447** | **96,623** | **125,390** | **29.7** |
| | | **Female** | **1,343,878** | **119,238** | **125,820** | **123,801** | **144,668** | **205,162** | **181,144** | **133,596** | **114,693** | **195,756** | **32.7** |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **MISSOURI** | | | | | | | | | | | | | |
| **COLUMBIA** | **113.1** | **Male** | **54,765** | **4,987** | **4,433** | **3,715** | **11,839** | **10,405** | **8,010** | **4,529** | **3,084** | **3,763** | **27.3** |
| | | **Female** | **58,335** | **4,770** | **4,409** | **3,627** | **12,693** | **10,678** | **8,132** | **4,921** | **3,342** | **5,763** | **28.4** |
| Boone | 113.1 | Male | 54,765 | 4,987 | 4,433 | 3,715 | 11,839 | 10,405 | 8,010 | 4,529 | 3,084 | 3,763 | 27.3 |
| | | Female | 58,335 | 4,770 | 4,409 | 3,627 | 12,693 | 10,678 | 8,132 | 4,921 | 3,342 | 5,763 | 28.4 |
| **JOPLIN** | **135.6** | **Male** | **65,021** | **5,957** | **6,245** | **5,922** | **6,586** | **10,136** | **9,339** | **7,001** | **5,769** | **8,066** | **32.7** |
| | | **Female** | **70,579** | **5,658** | **5,925** | **5,620** | **6,539** | **10,509** | **9,805** | **7,451** | **6,487** | **12,585** | **36.1** |
| Jasper | 90.9 | Male | 43,266 | 3,936 | 4,178 | 3,898 | 4,524 | 6,916 | 6,222 | 4,476 | 3,701 | 5,415 | 32.4 |
| | | Female | 47,634 | 3,728 | 3,936 | 3,731 | 4,545 | 7,217 | 6,574 | 4,776 | 4,374 | 8,753 | 36.0 |
| Newton | 44.7 | Male | 21,755 | 2,021 | 2,067 | 2,024 | 2,062 | 3,220 | 3,117 | 2,525 | 2,068 | 2,651 | 33.4 |
| | | Female | 22,945 | 1,930 | 1,989 | 1,889 | 1,994 | 3,292 | 3,231 | 2,675 | 2,113 | 3,832 | 36.2 |
| **KANSAS CITY** | **1,584.7** | **Male** | **765,920** | **76,605** | **73,456** | **65,184** | **70,830** | **141,114** | **123,669** | **82,909** | **61,216** | **70,937** | **31.9** |
| | | **Female** | **818,780** | **72,968** | **70,163** | **62,643** | **73,124** | **145,152** | **127,695** | **86,553** | **68,086** | **112,396** | **34.0** |
| Cass | 65.0 | Male | 31,678 | 3,265 | 3,425 | 3,051 | 2,749 | 5,319 | 4,772 | 3,782 | 2,611 | 2,704 | 31.3 |
| | | Female | 33,322 | 3,152 | 3,211 | 2,910 | 2,748 | 5,639 | 5,076 | 3,778 | 2,563 | 4,245 | 33.2 |
| Clay | 155.1 | Male | 74,974 | 7,296 | 6,916 | 6,228 | 7,312 | 13,839 | 12,094 | 8,701 | 6,243 | 6,345 | 32.0 |
| | | Female | 80,126 | 6,913 | 6,809 | 6,041 | 7,756 | 14,477 | 12,749 | 9,047 | 6,717 | 9,617 | 33.7 |
| Jackson | 635.2 | Male | 302,120 | 30,255 | 27,812 | 24,882 | 29,753 | 56,713 | 45,601 | 31,117 | 25,228 | 30,759 | 31.8 |
| | | Female | 333,080 | 28,692 | 26,708 | 24,118 | 30,934 | 58,553 | 48,373 | 34,407 | 29,419 | 51,876 | 34.6 |
| Lafayette | 31.3 | Male | 15,294 | 1,406 | 1,510 | 1,430 | 1,421 | 2,276 | 2,105 | 1,766 | 1,392 | 1,988 | 33.3 |
| | | Female | 16,006 | 1,371 | 1,380 | 1,240 | 1,226 | 2,202 | 2,225 | 1,696 | 1,457 | 3,209 | 37.6 |
| Platte | 59.1 | Male | 29,319 | 2,780 | 2,667 | 2,534 | 2,727 | 5,331 | 5,128 | 3,933 | 2,134 | 2,085 | 32.4 |
| | | Female | 29,781 | 2,583 | 2,604 | 2,452 | 2,798 | 5,522 | 5,337 | 3,613 | 2,089 | 2,783 | 33.1 |
| Ray | 22.1 | Male | 10,821 | 1,018 | 1,137 | 1,114 | 843 | 1,617 | 1,552 | 1,367 | 982 | 1,191 | 33.0 |
| | | Female | 11,279 | 1,020 | 1,068 | 975 | 811 | 1,697 | 1,595 | 1,347 | 1,008 | 1,758 | 35.4 |
| *Johnson, Kans.* | *366.4* | *Male* | *177,081* | *18,088* | *17,337* | *15,028* | *14,595* | *33,199* | *32,104* | *19,998* | *12,891* | *13,841* | *32.1* |
| | | *Female* | *189,319* | *17,389* | *16,446* | *14,417* | *15,543* | *35,989* | *34,314* | *20,445* | *14,274* | *20,502* | *33.6* |
| *Leavenworth, Kans.* | *65.4* | *Male* | *36,024* | *3,011* | *3,288* | *2,750* | *2,938* | *7,480* | *7,945* | *3,608* | *2,333* | *2,671* | *33.1* |
| | | *Female* | *29,376* | *2,691* | *3,089* | *2,693* | *2,372* | *4,934* | *4,985* | *2,897* | *2,174* | *3,541* | *32.8* |
| *Miami, Kans.* | *23.8* | *Male* | *11,700* | *1,094* | *1,183* | *1,141* | *920* | *1,857* | *1,777* | *1,386* | *1,042* | *1,300* | *33.1* |
| | | *Female* | *12,100* | *1,044* | *1,137* | *1,043* | *878* | *1,830* | *1,759* | *1,335* | *1,079* | *1,995* | *35.7* |
| *Wyandotte, Kans.* | *161.3* | *Male* | *76,909* | *8,392* | *8,181* | *7,026* | *7,572* | *13,483* | *10,591* | *7,251* | *6,360* | *8,053* | *30.4* |
| | | *Female* | *84,391* | *8,113* | *7,711* | *6,754* | *8,058* | *14,309* | *11,282* | *7,988* | *7,306* | *12,870* | *33.1* |
| **ST. JOSEPH** | **82.8** | **Male** | **39,206** | **3,784** | **3,764** | **3,549** | **3,850** | **6,340** | **5,461** | **3,891** | **3,467** | **5,100** | **32.3** |
| | | **Female** | **43,594** | **3,609** | **3,514** | **3,320** | **4,098** | **6,571** | **5,734** | **4,256** | **4,003** | **8,489** | **36.2** |
| Buchanan | 82.8 | Male | 39,206 | 3,784 | 3,764 | 3,549 | 3,850 | 6,340 | 5,461 | 3,891 | 3,467 | 5,100 | 32.3 |
| | | Female | 43,594 | 3,609 | 3,514 | 3,320 | 4,098 | 6,571 | 5,734 | 4,256 | 4,003 | 8,489 | 36.2 |
| **ST. LOUIS** | **2,456.9** | **Male** | **1,174,035** | **116,759** | **113,254** | **101,837** | **112,593** | **208,313** | **178,445** | **124,238** | **99,499** | **119,097** | **31.8** |
| | | **Female** | **1,282,865** | **111,670** | **108,015** | **98,234** | **116,494** | **217,542** | **189,734** | **133,718** | **113,011** | **194,447** | **34.5** |
| Franklin | 81.3 | Male | 40,125 | 4,061 | 4,254 | 3,713 | 3,840 | 6,725 | 5,747 | 4,412 | 3,336 | 4,037 | 31.2 |
| | | Female | 41,175 | 3,852 | 3,888 | 3,571 | 3,802 | 6,603 | 5,721 | 4,508 | 3,421 | 5,809 | 33.3 |
| Jefferson | 173.9 | Male | 86,283 | 9,451 | 9,260 | 8,095 | 7,935 | 16,158 | 13,632 | 9,584 | 6,221 | 5,947 | 30.2 |
| | | Female | 87,617 | 8,646 | 8,894 | 7,735 | 8,158 | 16,370 | 13,650 | 9,398 | 6,303 | 8,463 | 31.3 |
| St. Charles | 221.3 | Male | 109,663 | 12,611 | 11,803 | 9,870 | 9,601 | 21,520 | 18,706 | 12,210 | 7,261 | 6,081 | 30.1 |
| | | Female | 111,637 | 11,732 | 11,454 | 9,492 | 9,972 | 22,299 | 18,971 | 11,519 | 7,073 | 9,125 | 30.9 |
| St. Louis | 999.2 | Male | 476,040 | 43,767 | 43,281 | 39,295 | 43,999 | 82,184 | 74,721 | 54,393 | 43,888 | 50,512 | 33.2 |
| | | Female | 523,160 | 41,978 | 41,041 | 37,995 | 44,720 | 86,368 | 82,500 | 59,543 | 49,089 | 79,926 | 36.1 |
| St. Louis city | 391.6 | Male | 178,269 | 18,988 | 16,644 | 14,640 | 19,002 | 34,071 | 24,071 | 14,747 | 14,058 | 22,048 | 30.8 |
| | | Female | 213,331 | 18,676 | 16,093 | 14,513 | 21,399 | 36,589 | 26,081 | 17,809 | 18,956 | 43,215 | 34.8 |
| *Clinton, Ill.* | *34.0* | *Male* | *17,319* | *1,557* | *1,643* | *1,591* | *1,805* | *3,113* | *2,544* | *1,681* | *1,474* | *1,911* | *31.6* |
| | | *Female* | *16,681* | *1,419* | *1,584* | *1,446* | *1,452* | *2,634* | *2,189* | *1,683* | *1,546* | *2,728* | *34.3* |
| *Jersey, Ill.* | *20.6* | *Male* | *10,059* | *904* | *1,009* | *968* | *1,051* | *1,539* | *1,463* | *1,076* | *910* | *1,139* | *32.1* |
| | | *Female* | *10,541* | *891* | *966* | *825* | *1,112* | *1,583* | *1,376* | *1,144* | *943* | *1,701* | *34.3* |
| *Madison, Ill.* | *249.7* | *Male* | *119,749* | *11,253* | *11,088* | *10,374* | *11,646* | *20,252* | *17,803* | *13,104* | *10,876* | *13,353* | *32.7* |
| | | *Female* | *129,951* | *10,859* | *10,632* | *10,097* | *12,162* | *20,516* | *18,402* | *13,648* | *12,396* | *21,239* | *35.4* |
| *Monroe, Ill.* | *22.7* | *Male* | *11,159* | *1,043* | *1,150* | *975* | *939* | *1,855* | *1,689* | *1,221* | *1,068* | *1,219* | *32.9* |
| | | *Female* | *11,541* | *1,000* | *1,050* | *879* | *942* | *1,927* | *1,580* | *1,290* | *1,051* | *1,822* | *34.9* |
| *St. Clair, Ill.* | *262.6* | *Male* | *125,369* | *13,124* | *13,122* | *12,316* | *12,775* | *20,896* | *18,069* | *11,810* | *10,407* | *12,850* | *30.4* |
| | | *Female* | *137,231* | *12,617* | *12,413* | *11,681* | *12,775* | *22,653* | *19,264* | *13,176* | *12,233* | *20,419* | *33.4* |
| **SPRINGFIELD** | **243.3** | **Male** | **116,805** | **10,178** | **10,062** | **9,725** | **16,199** | **19,442** | **17,639** | **12,166** | **9,247** | **12,147** | **31.3** |
| | | **Female** | **126,495** | **9,550** | **9,519** | **9,155** | **17,052** | **19,940** | **18,243** | **12,924** | **10,536** | **19,576** | **34.0** |
| Christian | 33.6 | Male | 16,403 | 1,620 | 1,740 | 1,649 | 1,396 | 2,680 | 2,619 | 1,849 | 1,297 | 1,553 | 31.7 |
| | | Female | 17,197 | 1,511 | 1,584 | 1,551 | 1,477 | 2,996 | 2,722 | 1,830 | 1,337 | 2,189 | 33.3 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **MISSOURI (continued)** | | | | | | | | | | | | | |
| **SPRINGFIELD (continued)** | | | | | | | | | | | | | |
| Greene | 209.7 | Male | 100,402 | 8,558 | 8,322 | 8,076 | 14,803 | 16,762 | 15,020 | 10,317 | 7,950 | 10,594 | 31.2 |
| | | Female | 109,298 | 8,039 | 7,935 | 7,604 | 15,575 | 16,944 | 15,521 | 11,094 | 9,199 | 17,387 | 34.1 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Adair | 24.5 | Male | 11,463 | 831 | 850 | 815 | 2,933 | 1,648 | 1,433 | 980 | 721 | 1,252 | 26.8 |
| | | Female | 13,037 | 881 | 822 | 857 | 3,401 | 1,643 | 1,472 | 1,037 | 902 | 2,022 | 28.4 |
| Andrew | 14.7 | Male | 7,138 | 602 | 754 | 684 | 562 | 1,027 | 1,135 | 811 | 635 | 928 | 34.4 |
| | | Female | 7,562 | 622 | 686 | 647 | 605 | 1,090 | 1,064 | 816 | 646 | 1,386 | 36.2 |
| Atchison | 7.4 | Male | 3,620 | 278 | 292 | 321 | 468 | 456 | 488 | 358 | 334 | 625 | 34.9 |
| | | Female | 3,780 | 225 | 302 | 263 | 355 | 444 | 487 | 358 | 405 | 941 | 41.2 |
| Audrain | 23.4 | Male | 11,268 | 1,024 | 1,099 | 1,047 | 842 | 1,568 | 1,554 | 1,178 | 1,053 | 1,903 | 35.3 |
| | | Female | 12,132 | 941 | 1,029 | 1,063 | 811 | 1,561 | 1,627 | 1,261 | 1,226 | 2,613 | 39.1 |
| Barry | 27.9 | Male | 13,647 | 1,201 | 1,282 | 1,237 | 1,062 | 1,944 | 1,685 | 1,568 | 1,414 | 2,254 | 35.6 |
| | | Female | 14,253 | 1,076 | 1,147 | 1,162 | 1,058 | 1,901 | 1,755 | 1,630 | 1,565 | 2,959 | 39.5 |
| Barton | 11.4 | Male | 5,493 | 507 | 579 | 489 | 413 | 824 | 733 | 543 | 492 | 913 | 34.2 |
| | | Female | 5,907 | 461 | 535 | 456 | 404 | 825 | 734 | 549 | 613 | 1,330 | 38.7 |
| Bates | 15.0 | Male | 7,232 | 620 | 769 | 654 | 492 | 971 | 981 | 776 | 755 | 1,214 | 36.1 |
| | | Female | 7,768 | 614 | 666 | 619 | 539 | 993 | 943 | 805 | 842 | 1,747 | 39.8 |
| Benton | 14.0 | Male | 6,838 | 469 | 518 | 595 | 445 | 755 | 785 | 829 | 1,000 | 1,442 | 43.1 |
| | | Female | 7,162 | 421 | 494 | 526 | 416 | 741 | 863 | 918 | 1,061 | 1,722 | 46.2 |
| Bollinger | 10.7 | Male | 5,296 | 467 | 510 | 460 | 471 | 747 | 709 | 579 | 539 | 814 | 34.9 |
| | | Female | 5,404 | 456 | 475 | 456 | 417 | 736 | 701 | 607 | 552 | 1,004 | 37.3 |
| Boone | 113.1 | Male | 54,765 | 4,987 | 4,433 | 3,715 | 11,839 | 10,405 | 8,010 | 4,529 | 3,084 | 3,763 | 27.3 |
| | | Female | 58,335 | 4,770 | 4,409 | 3,627 | 12,693 | 10,678 | 8,132 | 4,921 | 3,342 | 5,763 | 28.4 |
| Buchanan | 82.8 | Male | 39,206 | 3,784 | 3,764 | 3,549 | 3,850 | 6,340 | 5,461 | 3,891 | 3,467 | 5,100 | 32.3 |
| | | Female | 43,594 | 3,609 | 3,514 | 3,320 | 4,098 | 6,571 | 5,734 | 4,256 | 4,003 | 8,489 | 36.2 |
| Butler | 38.8 | Male | 18,474 | 1,628 | 1,724 | 1,843 | 1,584 | 2,631 | 2,514 | 2,022 | 1,874 | 2,654 | 34.3 |
| | | Female | 20,326 | 1,540 | 1,656 | 1,645 | 1,673 | 2,894 | 2,751 | 2,203 | 2,197 | 3,767 | 37.7 |
| Caldwell | 8.4 | Male | 3,996 | 349 | 359 | 381 | 298 | 543 | 527 | 436 | 408 | 695 | 36.3 |
| | | Female | 4,404 | 368 | 384 | 374 | 291 | 541 | 523 | 472 | 401 | 1,050 | 39.7 |
| Callaway | 33.0 | Male | 16,022 | 1,534 | 1,550 | 1,420 | 1,630 | 2,636 | 2,513 | 1,729 | 1,322 | 1,688 | 32.1 |
| | | Female | 16,978 | 1,448 | 1,437 | 1,330 | 2,107 | 2,695 | 2,428 | 1,711 | 1,395 | 2,427 | 33.0 |
| Camden | 28.0 | Male | 13,968 | 1,098 | 1,112 | 1,086 | 908 | 1,776 | 1,802 | 1,741 | 1,993 | 2,452 | 40.6 |
| | | Female | 14,032 | 903 | 1,018 | 928 | 889 | 1,770 | 1,940 | 1,807 | 2,099 | 2,678 | 42.8 |
| Cape Girardeau | 61.9 | Male | 29,733 | 2,625 | 2,633 | 2,335 | 4,362 | 4,798 | 4,338 | 2,957 | 2,322 | 3,363 | 31.1 |
| | | Female | 32,167 | 2,464 | 2,414 | 2,368 | 4,667 | 4,791 | 4,468 | 3,156 | 2,637 | 5,202 | 33.7 |
| Carroll | 10.6 | Male | 5,042 | 428 | 480 | 506 | 344 | 665 | 666 | 550 | 495 | 908 | 36.5 |
| | | Female | 5,558 | 425 | 480 | 483 | 380 | 659 | 663 | 570 | 540 | 1,358 | 40.3 |
| Carter | 5.5 | Male | 2,717 | 246 | 279 | 290 | 214 | 357 | 347 | 303 | 289 | 392 | 34.2 |
| | | Female | 2,783 | 231 | 243 | 240 | 224 | 368 | 365 | 333 | 303 | 476 | 37.3 |
| Cass | 65.0 | Male | 31,678 | 3,265 | 3,425 | 3,051 | 2,749 | 5,319 | 4,772 | 3,782 | 2,611 | 2,704 | 31.3 |
| | | Female | 33,322 | 3,152 | 3,211 | 2,910 | 2,748 | 5,639 | 5,076 | 3,778 | 2,563 | 4,245 | 33.2 |
| Cedar | 12.1 | Male | 5,737 | 454 | 482 | 504 | 405 | 676 | 653 | 636 | 714 | 1,213 | 40.3 |
| | | Female | 6,363 | 446 | 450 | 498 | 379 | 702 | 736 | 689 | 758 | 1,705 | 44.6 |
| Chariton | 9.1 | Male | 4,355 | 368 | 418 | 363 | 310 | 597 | 546 | 463 | 449 | 841 | 37.2 |
| | | Female | 4,745 | 412 | 421 | 376 | 282 | 563 | 567 | 467 | 530 | 1,127 | 40.6 |
| Christian | 33.6 | Male | 16,403 | 1,620 | 1,740 | 1,649 | 1,396 | 2,680 | 2,619 | 1,849 | 1,297 | 1,553 | 31.7 |
| | | Female | 17,197 | 1,511 | 1,584 | 1,551 | 1,477 | 2,996 | 2,722 | 1,830 | 1,337 | 2,189 | 33.3 |
| Clark | 7.5 | Male | 3,728 | 336 | 381 | 355 | 302 | 504 | 532 | 441 | 338 | 539 | 34.7 |
| | | Female | 3,772 | 292 | 373 | 316 | 302 | 479 | 517 | 386 | 366 | 741 | 37.4 |
| Clay | 155.1 | Male | 74,974 | 7,296 | 6,916 | 6,228 | 7,312 | 13,839 | 12,094 | 8,701 | 6,243 | 6,345 | 32.0 |
| | | Female | 80,126 | 6,913 | 6,809 | 6,041 | 7,756 | 14,477 | 12,749 | 9,047 | 6,717 | 9,617 | 33.7 |
| Clinton | 16.7 | Male | 8,075 | 747 | 847 | 773 | 613 | 1,188 | 1,175 | 1,023 | 729 | 980 | 33.9 |
| | | Female | 8,625 | 735 | 788 | 778 | 609 | 1,219 | 1,210 | 1,016 | 741 | 1,529 | 36.5 |
| Cole | 63.9 | Male | 32,571 | 2,748 | 2,881 | 2,612 | 3,459 | 6,863 | 5,558 | 3,277 | 2,310 | 2,863 | 31.7 |
| | | Female | 31,329 | 2,679 | 2,683 | 2,506 | 2,920 | 5,138 | 4,780 | 3,094 | 2,556 | 4,973 | 34.5 |
| Cooper | 14.8 | Male | 7,621 | 606 | 651 | 606 | 1,441 | 986 | 933 | 716 | 587 | 1,095 | 30.1 |
| | | Female | 7,179 | 558 | 651 | 578 | 493 | 990 | 946 | 712 | 666 | 1,585 | 38.4 |
| Crawford | 19.4 | Male | 9,447 | 842 | 985 | 873 | 730 | 1,383 | 1,208 | 1,042 | 960 | 1,424 | 34.4 |
| | | Female | 9,953 | 791 | 903 | 857 | 744 | 1,408 | 1,270 | 1,073 | 997 | 1,910 | 37.2 |
| Dade | 7.5 | Male | 3,569 | 345 | 315 | 295 | 253 | 482 | 460 | 366 | 389 | 664 | 37.1 |
| | | Female | 3,931 | 297 | 325 | 326 | 232 | 486 | 438 | 403 | 423 | 1,001 | 41.8 |
| Dallas | 12.8 | Male | 6,270 | 584 | 593 | 624 | 465 | 863 | 784 | 692 | 646 | 1,019 | 35.1 |
| | | Female | 6,530 | 548 | 547 | 558 | 448 | 882 | 825 | 706 | 700 | 1,316 | 38.4 |

# POPULATION BY AGE AND SEX

**MISSOURI (continued)**

**ALL COUNTIES (continued)**

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| Daviess | 7.8 | Male | 3,702 | 341 | 335 | 380 | 266 | 476 | 445 | 447 | 382 | 630 | 36.2 |
| | | Female | 4,098 | 341 | 377 | 338 | 265 | 496 | 484 | 417 | 427 | 953 | 39.8 |
| De Kalb | 10.1 | Male | 5,896 | 370 | 408 | 368 | 771 | 1,514 | 887 | 525 | 401 | 652 | 31.8 |
| | | Female | 4,204 | 331 | 378 | 309 | 274 | 582 | 493 | 430 | 406 | 1,001 | 39.6 |
| Dent | 13.7 | Male | 6,566 | 545 | 637 | 694 | 495 | 858 | 866 | 741 | 684 | 1,046 | 35.6 |
| | | Female | 7,134 | 515 | 632 | 605 | 500 | 931 | 909 | 804 | 717 | 1,521 | 39.2 |
| Douglas | 11.9 | Male | 5,769 | 527 | 565 | 549 | 414 | 747 | 745 | 721 | 613 | 888 | 36.1 |
| | | Female | 6,131 | 501 | 540 | 518 | 422 | 819 | 769 | 731 | 665 | 1,166 | 38.5 |
| Dunklin | 32.9 | Male | 15,240 | 1,380 | 1,493 | 1,570 | 1,318 | 2,092 | 1,995 | 1,748 | 1,425 | 2,219 | 33.9 |
| | | Female | 17,660 | 1,345 | 1,386 | 1,567 | 1,429 | 2,302 | 2,219 | 2,013 | 1,676 | 3,723 | 38.6 |
| Franklin | 81.3 | Male | 40,125 | 4,061 | 4,254 | 3,713 | 3,840 | 6,725 | 5,747 | 4,412 | 3,336 | 4,037 | 31.2 |
| | | Female | 41,175 | 3,852 | 3,888 | 3,571 | 3,802 | 6,603 | 5,721 | 4,508 | 3,421 | 5,809 | 33.3 |
| Gasconade | 14.1 | Male | 6,801 | 571 | 631 | 564 | 493 | 1,031 | 912 | 678 | 679 | 1,242 | 36.2 |
| | | Female | 7,299 | 611 | 571 | 582 | 509 | 1,002 | 846 | 704 | 754 | 1,720 | 39.4 |
| Gentry | 6.8 | Male | 3,201 | 292 | 314 | 259 | 217 | 448 | 352 | 359 | 336 | 624 | 37.0 |
| | | Female | 3,599 | 260 | 291 | 264 | 234 | 418 | 349 | 349 | 349 | 1,085 | 44.5 |
| Greene | 209.7 | Male | 100,402 | 8,558 | 8,322 | 8,076 | 14,803 | 16,762 | 15,020 | 10,317 | 7,950 | 10,594 | 31.2 |
| | | Female | 109,298 | 8,039 | 7,935 | 7,604 | 15,575 | 16,944 | 15,521 | 11,094 | 9,199 | 17,387 | 34.1 |
| Grundy | 10.4 | Male | 4,821 | 389 | 431 | 415 | 342 | 644 | 656 | 558 | 513 | 873 | 37.9 |
| | | Female | 5,579 | 389 | 420 | 437 | 383 | 675 | 670 | 608 | 571 | 1,426 | 42.2 |
| Harrison | 8.4 | Male | 4,019 | 320 | 369 | 320 | 269 | 544 | 483 | 437 | 468 | 809 | 38.9 |
| | | Female | 4,381 | 278 | 334 | 305 | 258 | 556 | 446 | 487 | 500 | 1,217 | 45.3 |
| Henry | 20.1 | Male | 9,615 | 789 | 867 | 895 | 792 | 1,334 | 1,251 | 1,098 | 958 | 1,631 | 36.0 |
| | | Female | 10,485 | 785 | 820 | 805 | 703 | 1,336 | 1,336 | 1,129 | 1,072 | 2,499 | 40.9 |
| Hickory | 7.4 | Male | 3,629 | 229 | 277 | 238 | 198 | 314 | 379 | 391 | 603 | 1,000 | 49.4 |
| | | Female | 3,771 | 202 | 242 | 244 | 172 | 372 | 414 | 413 | 629 | 1,083 | 50.8 |
| Holt | 6.0 | Male | 2,924 | 255 | 284 | 267 | 215 | 379 | 414 | 279 | 275 | 556 | 36.5 |
| | | Female | 3,076 | 249 | 244 | 242 | 197 | 376 | 358 | 294 | 303 | 813 | 41.4 |
| Howard | 9.6 | Male | 4,645 | 369 | 443 | 422 | 589 | 640 | 596 | 448 | 409 | 729 | 32.8 |
| | | Female | 4,955 | 393 | 427 | 343 | 500 | 666 | 595 | 472 | 463 | 1,096 | 37.5 |
| Howell | 31.7 | Male | 15,220 | 1,408 | 1,451 | 1,476 | 1,272 | 2,060 | 2,049 | 1,719 | 1,540 | 2,245 | 34.7 |
| | | Female | 16,480 | 1,279 | 1,403 | 1,357 | 1,275 | 2,197 | 2,192 | 1,846 | 1,661 | 3,270 | 38.3 |
| Iron | 10.8 | Male | 5,088 | 447 | 491 | 513 | 379 | 673 | 668 | 575 | 544 | 798 | 35.6 |
| | | Female | 5,712 | 413 | 511 | 526 | 431 | 705 | 713 | 619 | 558 | 1,236 | 38.8 |
| Jackson | 635.2 | Male | 302,120 | 30,255 | 27,812 | 24,882 | 29,753 | 56,713 | 45,601 | 31,117 | 25,228 | 30,759 | 31.8 |
| | | Female | 333,080 | 28,692 | 26,708 | 24,118 | 30,934 | 58,553 | 48,373 | 34,407 | 29,419 | 51,876 | 34.6 |
| Jasper | 90.9 | Male | 43,266 | 3,936 | 4,178 | 3,898 | 4,524 | 6,916 | 6,222 | 4,476 | 3,701 | 5,415 | 32.4 |
| | | Female | 47,634 | 3,728 | 3,936 | 3,731 | 4,545 | 7,217 | 6,574 | 4,776 | 4,374 | 8,753 | 36.0 |
| Jefferson | 173.9 | Male | 86,283 | 9,451 | 9,260 | 8,095 | 7,935 | 16,158 | 13,632 | 9,584 | 6,221 | 5,947 | 30.2 |
| | | Female | 87,617 | 8,646 | 8,894 | 7,735 | 8,158 | 16,370 | 13,650 | 9,398 | 6,303 | 8,463 | 31.3 |
| Johnson | 42.9 | Male | 21,723 | 2,102 | 1,893 | 1,610 | 5,163 | 3,664 | 2,543 | 1,797 | 1,348 | 1,603 | 25.3 |
| | | Female | 21,177 | 1,908 | 1,694 | 1,447 | 4,690 | 3,394 | 2,433 | 1,848 | 1,380 | 2,383 | 27.5 |
| Knox | 4.4 | Male | 2,113 | 170 | 182 | 202 | 161 | 287 | 248 | 244 | 255 | 364 | 37.2 |
| | | Female | 2,287 | 163 | 155 | 185 | 142 | 272 | 262 | 271 | 250 | 587 | 43.6 |
| Laclede | 27.4 | Male | 13,331 | 1,282 | 1,368 | 1,192 | 1,216 | 2,063 | 1,796 | 1,491 | 1,203 | 1,720 | 32.8 |
| | | Female | 14,069 | 1,159 | 1,249 | 1,154 | 1,165 | 2,124 | 1,897 | 1,550 | 1,290 | 2,481 | 36.0 |
| Lafayette | 31.3 | Male | 15,294 | 1,406 | 1,510 | 1,430 | 1,421 | 2,276 | 2,105 | 1,766 | 1,392 | 1,988 | 33.3 |
| | | Female | 16,006 | 1,371 | 1,380 | 1,240 | 1,226 | 2,202 | 2,225 | 1,696 | 1,457 | 3,209 | 37.6 |
| Lawrence | 30.4 | Male | 14,704 | 1,389 | 1,436 | 1,384 | 1,271 | 2,090 | 1,949 | 1,638 | 1,333 | 2,214 | 34.0 |
| | | Female | 15,696 | 1,228 | 1,402 | 1,339 | 1,173 | 2,174 | 1,975 | 1,759 | 1,441 | 3,205 | 37.7 |
| Lewis | 10.1 | Male | 4,826 | 391 | 443 | 396 | 652 | 669 | 580 | 546 | 424 | 725 | 32.9 |
| | | Female | 5,274 | 360 | 406 | 412 | 765 | 642 | 599 | 546 | 467 | 1,077 | 35.9 |
| Lincoln | 29.5 | Male | 14,717 | 1,593 | 1,673 | 1,378 | 1,139 | 2,563 | 2,115 | 1,667 | 1,206 | 1,383 | 31.1 |
| | | Female | 14,783 | 1,500 | 1,481 | 1,279 | 1,193 | 2,547 | 2,082 | 1,535 | 1,162 | 2,004 | 32.6 |
| Linn | 13.8 | Male | 6,432 | 544 | 589 | 592 | 441 | 888 | 852 | 638 | 665 | 1,223 | 36.9 |
| | | Female | 7,368 | 556 | 643 | 527 | 432 | 899 | 848 | 710 | 740 | 2,013 | 42.4 |
| Livingston | 14.6 | Male | 6,688 | 583 | 689 | 605 | 543 | 895 | 890 | 771 | 641 | 1,071 | 35.3 |
| | | Female | 7,912 | 607 | 630 | 595 | 565 | 1,159 | 1,063 | 765 | 761 | 1,767 | 38.8 |
| McDonald | 17.1 | Male | 8,475 | 848 | 881 | 786 | 746 | 1,282 | 1,101 | 953 | 835 | 1,043 | 32.6 |
| | | Female | 8,625 | 774 | 773 | 685 | 735 | 1,239 | 1,103 | 1,024 | 866 | 1,426 | 36.0 |
| Macon | 15.3 | Male | 7,271 | 579 | 661 | 686 | 578 | 969 | 991 | 795 | 702 | 1,310 | 36.6 |
| | | Female | 8,029 | 525 | 652 | 680 | 568 | 1,005 | 1,032 | 816 | 779 | 1,972 | 40.7 |
| Madison | 11.2 | Male | 5,404 | 472 | 522 | 509 | 462 | 775 | 677 | 527 | 547 | 913 | 34.5 |
| | | Female | 5,796 | 456 | 473 | 465 | 420 | 791 | 719 | 627 | 621 | 1,224 | 39.1 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES | | | | Population by Age and Sex | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | Median Age By Sex |
| **MISSOURI (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Maries | 8.0 | Male | 3,954 | 322 | 374 | 377 | 336 | 562 | 490 | 475 | 429 | 589 | 35.1 |
| | | Female | 4,046 | 336 | 343 | 338 | 322 | 523 | 482 | 518 | 423 | 761 | 38.3 |
| Marion | 27.6 | Male | 12,993 | 1,259 | 1,362 | 1,244 | 1,077 | 1,967 | 1,890 | 1,231 | 1,119 | 1,844 | 32.9 |
| | | Female | 14,607 | 1,200 | 1,343 | 1,149 | 1,168 | 2,089 | 1,906 | 1,351 | 1,295 | 3,106 | 36.9 |
| Mercer | 3.6 | Male | 1,750 | 120 | 162 | 141 | 109 | 214 | 220 | 174 | 222 | 388 | 40.9 |
| | | Female | 1,850 | 108 | 140 | 144 | 80 | 215 | 204 | 178 | 242 | 539 | 47.0 |
| Miller | 20.8 | Male | 10,132 | 1,005 | 1,033 | 969 | 877 | 1,485 | 1,411 | 1,051 | 960 | 1,341 | 33.0 |
| | | Female | 10,668 | 942 | 1,034 | 861 | 840 | 1,635 | 1,367 | 1,105 | 1,003 | 1,881 | 35.2 |
| Mississippi | 14.4 | Male | 6,723 | 679 | 699 | 774 | 608 | 930 | 847 | 744 | 562 | 880 | 31.5 |
| | | Female | 7,677 | 625 | 713 | 690 | 594 | 1,076 | 962 | 805 | 734 | 1,478 | 36.5 |
| Moniteau | 12.3 | Male | 6,048 | 518 | 663 | 572 | 546 | 973 | 862 | 640 | 474 | 800 | 32.5 |
| | | Female | 6,252 | 541 | 557 | 558 | 474 | 873 | 837 | 575 | 547 | 1,290 | 36.5 |
| Monroe | 9.1 | Male | 4,442 | 423 | 491 | 400 | 331 | 608 | 602 | 484 | 402 | 701 | 34.5 |
| | | Female | 4,658 | 386 | 441 | 373 | 304 | 648 | 558 | 501 | 427 | 1,020 | 38.2 |
| Montgomery | 11.4 | Male | 5,496 | 492 | 515 | 514 | 426 | 762 | 707 | 622 | 550 | 908 | 35.6 |
| | | Female | 5,904 | 465 | 524 | 487 | 384 | 801 | 706 | 635 | 547 | 1,355 | 39.1 |
| Morgan | 15.7 | Male | 7,685 | 652 | 631 | 637 | 525 | 921 | 902 | 928 | 1,024 | 1,465 | 40.3 |
| | | Female | 8,015 | 602 | 585 | 551 | 554 | 943 | 934 | 967 | 1,109 | 1,770 | 43.3 |
| New Madrid | 20.7 | Male | 9,848 | 1,001 | 1,080 | 1,099 | 896 | 1,359 | 1,302 | 1,070 | 843 | 1,198 | 31.2 |
| | | Female | 10,852 | 893 | 1,018 | 1,003 | 928 | 1,593 | 1,400 | 1,108 | 1,011 | 1,898 | 34.9 |
| Newton | 44.7 | Male | 21,755 | 2,021 | 2,067 | 2,024 | 2,062 | 3,220 | 3,117 | 2,525 | 2,068 | 2,651 | 33.4 |
| | | Female | 22,945 | 1,930 | 1,989 | 1,889 | 1,994 | 3,292 | 3,231 | 2,675 | 2,113 | 3,832 | 36.2 |
| Nodaway | 21.7 | Male | 10,486 | 820 | 888 | 822 | 2,377 | 1,434 | 1,183 | 875 | 756 | 1,331 | 27.3 |
| | | Female | 11,214 | 775 | 906 | 760 | 2,534 | 1,365 | 1,150 | 929 | 829 | 1,966 | 29.6 |
| Oregon | 9.4 | Male | 4,522 | 346 | 389 | 435 | 346 | 534 | 579 | 572 | 523 | 798 | 38.6 |
| | | Female | 4,878 | 310 | 349 | 428 | 343 | 577 | 671 | 558 | 567 | 1,075 | 41.4 |
| Osage | 12.0 | Male | 6,178 | 548 | 591 | 604 | 755 | 948 | 817 | 611 | 522 | 782 | 31.2 |
| | | Female | 5,822 | 523 | 585 | 510 | 514 | 850 | 702 | 598 | 506 | 1,034 | 34.2 |
| Ozark | 8.7 | Male | 4,304 | 289 | 370 | 375 | 281 | 499 | 554 | 492 | 590 | 854 | 41.1 |
| | | Female | 4,396 | 267 | 344 | 375 | 256 | 517 | 555 | 541 | 565 | 976 | 42.9 |
| Pemiscot | 21.8 | Male | 10,184 | 1,165 | 1,135 | 1,191 | 875 | 1,348 | 1,275 | 965 | 849 | 1,381 | 30.4 |
| | | Female | 11,616 | 1,063 | 1,081 | 1,132 | 1,055 | 1,531 | 1,365 | 1,089 | 1,080 | 2,220 | 34.6 |
| Perry | 16.7 | Male | 8,269 | 789 | 848 | 822 | 711 | 1,193 | 1,180 | 781 | 703 | 1,242 | 33.1 |
| | | Female | 8,431 | 701 | 763 | 777 | 666 | 1,189 | 1,048 | 803 | 767 | 1,717 | 36.1 |
| Pettis | 35.5 | Male | 17,077 | 1,617 | 1,702 | 1,498 | 1,543 | 2,749 | 2,324 | 1,739 | 1,630 | 2,275 | 32.9 |
| | | Female | 18,423 | 1,548 | 1,498 | 1,432 | 1,541 | 2,760 | 2,391 | 1,942 | 1,802 | 3,509 | 36.8 |
| Phelps | 35.4 | Male | 18,150 | 1,471 | 1,449 | 1,559 | 3,485 | 2,668 | 2,275 | 1,816 | 1,427 | 2,000 | 29.2 |
| | | Female | 17,250 | 1,367 | 1,422 | 1,277 | 1,944 | 2,552 | 2,329 | 1,905 | 1,587 | 2,867 | 35.3 |
| Pike | 15.9 | Male | 7,676 | 718 | 763 | 766 | 627 | 1,052 | 998 | 869 | 806 | 1,077 | 34.2 |
| | | Female | 8,224 | 686 | 759 | 669 | 570 | 1,098 | 1,051 | 937 | 789 | 1,665 | 38.1 |
| Platte | 59.1 | Male | 29,319 | 2,780 | 2,667 | 2,534 | 2,727 | 5,331 | 5,128 | 3,933 | 2,134 | 2,085 | 32.4 |
| | | Female | 29,781 | 2,583 | 2,604 | 2,452 | 2,798 | 5,522 | 5,337 | 3,613 | 2,089 | 2,783 | 33.1 |
| Polk | 22.1 | Male | 10,787 | 911 | 982 | 998 | 1,493 | 1,477 | 1,309 | 1,108 | 946 | 1,563 | 31.8 |
| | | Female | 11,313 | 838 | 915 | 839 | 1,557 | 1,482 | 1,339 | 1,118 | 1,053 | 2,172 | 35.2 |
| Pulaski | 41.0 | Male | 22,661 | 2,314 | 2,119 | 1,815 | 4,915 | 4,637 | 3,176 | 1,480 | 1,067 | 1,138 | 25.4 |
| | | Female | 18,339 | 2,153 | 1,994 | 1,609 | 1,998 | 3,799 | 2,482 | 1,470 | 1,194 | 1,640 | 28.7 |
| Putnam | 5.0 | Male | 2,413 | 172 | 208 | 203 | 183 | 311 | 300 | 262 | 287 | 487 | 39.3 |
| | | Female | 2,587 | 173 | 189 | 195 | 152 | 284 | 307 | 271 | 305 | 711 | 44.8 |
| Ralls | 8.5 | Male | 4,137 | 334 | 388 | 402 | 298 | 564 | 656 | 488 | 382 | 625 | 36.3 |
| | | Female | 4,363 | 338 | 387 | 424 | 306 | 602 | 618 | 478 | 421 | 789 | 37.0 |
| Randolph | 24.3 | Male | 12,252 | 996 | 1,088 | 1,032 | 1,252 | 2,239 | 1,900 | 1,256 | 944 | 1,545 | 32.9 |
| | | Female | 12,048 | 953 | 1,070 | 973 | 1,051 | 1,696 | 1,622 | 1,168 | 1,074 | 2,441 | 36.7 |
| Ray | 22.1 | Male | 10,821 | 1,018 | 1,137 | 1,114 | 843 | 1,617 | 1,552 | 1,367 | 982 | 1,191 | 33.0 |
| | | Female | 11,279 | 1,020 | 1,068 | 975 | 811 | 1,697 | 1,595 | 1,347 | 1,008 | 1,758 | 35.4 |
| Reynolds | 6.6 | Male | 3,248 | 262 | 325 | 324 | 245 | 440 | 417 | 391 | 383 | 461 | 35.7 |
| | | Female | 3,352 | 254 | 284 | 299 | 230 | 460 | 430 | 410 | 350 | 635 | 38.5 |
| Ripley | 12.3 | Male | 5,829 | 483 | 557 | 603 | 476 | 762 | 680 | 663 | 666 | 939 | 35.5 |
| | | Female | 6,471 | 528 | 565 | 585 | 466 | 782 | 782 | 721 | 708 | 1,334 | 39.0 |
| St. Charles | 221.3 | Male | 109,663 | 12,611 | 11,803 | 9,870 | 9,601 | 21,520 | 18,706 | 12,210 | 7,261 | 6,081 | 30.1 |
| | | Female | 111,637 | 11,732 | 11,454 | 9,492 | 9,972 | 22,299 | 18,971 | 11,519 | 7,073 | 9,125 | 30.9 |
| St. Clair | 8.5 | Male | 4,043 | 303 | 346 | 358 | 270 | 500 | 479 | 454 | 511 | 822 | 40.1 |
| | | Female | 4,457 | 324 | 329 | 340 | 273 | 484 | 505 | 460 | 588 | 1,154 | 44.5 |
| Ste. Genevieve | 16.2 | Male | 8,052 | 725 | 841 | 771 | 659 | 1,280 | 1,174 | 828 | 784 | 990 | 33.0 |
| | | Female | 8,148 | 761 | 747 | 719 | 628 | 1,220 | 1,087 | 895 | 785 | 1,306 | 35.0 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES | | | | Population by Age and Sex | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | Median Age By Sex |
| **MISSOURI (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| St. Francois | 49.7 | Male | 24,777 | 2,036 | 2,342 | 2,219 | 2,477 | 4,298 | 3,524 | 2,529 | 2,227 | 3,125 | 32.7 |
| | | Female | 24,923 | 1,984 | 2,084 | 2,070 | 2,099 | 3,632 | 3,242 | 2,636 | 2,472 | 4,704 | 36.8 |
| St. Louis | 999.2 | Male | 476,040 | 43,767 | 43,281 | 39,295 | 43,999 | 82,184 | 74,721 | 54,393 | 43,888 | 50,512 | 33.2 |
| | | Female | 523,160 | 41,978 | 41,041 | 37,995 | 44,720 | 86,368 | 82,500 | 59,543 | 49,089 | 79,926 | 36.1 |
| St. Louis city | 391.6 | Male | 178,269 | 18,988 | 16,644 | 14,640 | 19,002 | 34,071 | 24,071 | 14,747 | 14,058 | 22,048 | 30.8 |
| | | Female | 213,331 | 18,676 | 16,093 | 14,513 | 21,399 | 36,589 | 26,081 | 17,809 | 18,956 | 43,215 | 34.8 |
| Saline | 23.5 | Male | 11,314 | 912 | 1,075 | 1,033 | 1,273 | 1,664 | 1,610 | 1,123 | 978 | 1,646 | 33.2 |
| | | Female | 12,186 | 924 | 1,026 | 972 | 1,107 | 1,650 | 1,529 | 1,219 | 1,104 | 2,655 | 37.7 |
| Schuyler | 4.2 | Male | 2,011 | 189 | 182 | 169 | 138 | 265 | 259 | 232 | 190 | 387 | 37.4 |
| | | Female | 2,189 | 170 | 177 | 152 | 164 | 273 | 247 | 219 | 209 | 578 | 41.4 |
| Scotland | 4.8 | Male | 2,306 | 240 | 210 | 210 | 162 | 299 | 283 | 249 | 223 | 430 | 36.1 |
| | | Female | 2,494 | 186 | 205 | 176 | 170 | 316 | 276 | 263 | 241 | 661 | 42.0 |
| Scott | 39.5 | Male | 18,682 | 1,901 | 2,006 | 1,906 | 1,729 | 2,833 | 2,702 | 2,030 | 1,464 | 2,111 | 31.4 |
| | | Female | 20,818 | 1,786 | 1,860 | 1,839 | 1,810 | 3,140 | 2,922 | 2,207 | 1,737 | 3,517 | 34.9 |
| Shannon | 7.6 | Male | 3,704 | 348 | 359 | 344 | 302 | 540 | 482 | 426 | 361 | 542 | 34.2 |
| | | Female | 3,896 | 355 | 326 | 307 | 283 | 563 | 512 | 463 | 405 | 682 | 37.2 |
| Shelby | 6.9 | Male | 3,233 | 289 | 328 | 288 | 194 | 460 | 419 | 343 | 309 | 603 | 36.4 |
| | | Female | 3,667 | 298 | 301 | 292 | 213 | 458 | 392 | 363 | 345 | 1,005 | 41.9 |
| Stoddard | 28.9 | Male | 13,793 | 1,120 | 1,269 | 1,374 | 1,236 | 1,935 | 1,901 | 1,644 | 1,308 | 2,006 | 34.8 |
| | | Female | 15,107 | 1,070 | 1,203 | 1,237 | 1,225 | 2,046 | 2,004 | 1,716 | 1,547 | 3,059 | 38.9 |
| Stone | 19.4 | Male | 9,439 | 655 | 709 | 762 | 698 | 1,099 | 1,154 | 1,142 | 1,351 | 1,869 | 41.9 |
| | | Female | 9,961 | 621 | 701 | 745 | 632 | 1,173 | 1,231 | 1,270 | 1,400 | 2,188 | 44.0 |
| Sullivan | 6.3 | Male | 3,016 | 208 | 255 | 263 | 233 | 389 | 372 | 346 | 319 | 631 | 39.3 |
| | | Female | 3,284 | 207 | 214 | 237 | 244 | 341 | 394 | 361 | 348 | 938 | 45.1 |
| Taney | 25.9 | Male | 12,487 | 878 | 968 | 975 | 1,251 | 1,560 | 1,500 | 1,396 | 1,490 | 2,469 | 39.1 |
| | | Female | 13,413 | 831 | 928 | 830 | 1,306 | 1,639 | 1,657 | 1,493 | 1,697 | 3,032 | 42.1 |
| Texas | 21.5 | Male | 10,364 | 917 | 1,042 | 1,045 | 758 | 1,416 | 1,387 | 1,179 | 1,123 | 1,497 | 35.0 |
| | | Female | 11,136 | 872 | 992 | 963 | 803 | 1,478 | 1,479 | 1,252 | 1,160 | 2,137 | 38.1 |
| Vernon | 19.0 | Male | 8,935 | 804 | 901 | 846 | 716 | 1,277 | 1,285 | 950 | 868 | 1,288 | 34.4 |
| | | Female | 10,065 | 778 | 887 | 783 | 1,000 | 1,305 | 1,347 | 1,024 | 971 | 1,970 | 37.1 |
| Warren | 19.9 | Male | 9,860 | 1,016 | 982 | 843 | 782 | 1,606 | 1,429 | 1,110 | 879 | 1,213 | 33.1 |
| | | Female | 10,040 | 969 | 993 | 815 | 784 | 1,577 | 1,388 | 1,110 | 869 | 1,535 | 34.3 |
| Washington | 20.6 | Male | 10,467 | 1,003 | 1,120 | 1,131 | 1,017 | 1,723 | 1,433 | 1,135 | 881 | 1,024 | 30.6 |
| | | Female | 10,133 | 947 | 975 | 1,012 | 930 | 1,533 | 1,393 | 1,090 | 887 | 1,366 | 32.8 |
| Wayne | 11.6 | Male | 5,659 | 447 | 508 | 507 | 449 | 716 | 627 | 664 | 733 | 1,008 | 38.2 |
| | | Female | 5,941 | 414 | 455 | 435 | 467 | 725 | 687 | 744 | 727 | 1,287 | 41.9 |
| Webster | 24.1 | Male | 12,135 | 1,164 | 1,260 | 1,192 | 1,169 | 1,939 | 1,720 | 1,393 | 990 | 1,308 | 31.6 |
| | | Female | 11,965 | 1,084 | 1,147 | 1,098 | 1,039 | 1,765 | 1,673 | 1,354 | 998 | 1,807 | 34.1 |
| Worth | 2.4 | Male | 1,142 | 108 | 123 | 87 | 79 | 146 | 118 | 118 | 127 | 236 | 37.4 |
| | | Female | 1,258 | 91 | 96 | 77 | 66 | 139 | 123 | 139 | 149 | 378 | 47.6 |
| Wright | 16.8 | Male | 8,120 | 773 | 895 | 795 | 647 | 1,128 | 999 | 884 | 827 | 1,172 | 33.4 |
| | | Female | 8,680 | 729 | 803 | 749 | 641 | 1,188 | 1,071 | 907 | 895 | 1,697 | 37.1 |
| **TOTAL METRO COUNTIES** | **3,409.9** | **Male** | **1,630,383** | **159,804** | **153,213** | **137,763** | **167,656** | **292,076** | **248,578** | **173,599** | **134,921** | **162,773** | **31.7** |
| | | **Female** | **1,779,517** | **152,202** | **146,517** | **132,764** | **174,706** | **304,017** | **264,192** | **186,217** | **152,463** | **266,439** | **34.3** |
| **TOTAL STATE** | **5,145.1** | **Male** | **2,477,306** | **234,668** | **233,422** | **214,495** | **254,896** | **418,572** | **362,790** | **263,368** | **213,687** | **281,408** | **32.2** |
| | | **Female** | **2,667,794** | **223,140** | **221,838** | **204,470** | **255,467** | **427,800** | **378,428** | **279,629** | **238,561** | **438,461** | **35.0** |
| **MONTANA** | | | | | | | | | | | | | |
| **BILLINGS** | **113.0** | **Male** | **54,741** | **5,448** | **5,465** | **5,044** | **4,688** | **8,911** | **9,005** | **5,924** | **4,539** | **5,717** | **32.5** |
| | | **Female** | **58,259** | **4,976** | **5,282** | **4,730** | **5,144** | **9,767** | **9,128** | **6,069** | **4,962** | **8,201** | **34.2** |
| Yellowstone | 113.0 | Male | 54,741 | 5,448 | 5,465 | 5,044 | 4,688 | 8,911 | 9,005 | 5,924 | 4,539 | 5,717 | 32.5 |
| | | Female | 58,259 | 4,976 | 5,282 | 4,730 | 5,144 | 9,767 | 9,128 | 6,069 | 4,962 | 8,201 | 34.2 |
| **GREAT FALLS** | **77.5** | **Male** | **38,199** | **3,993** | **3,793** | **3,295** | **3,578** | **6,504** | **5,662** | **4,047** | **3,188** | **4,139** | **31.8** |
| | | **Female** | **39,301** | **3,860** | **3,619** | **3,073** | **3,374** | **6,497** | **5,669** | **4,193** | **3,359** | **5,657** | **33.8** |
| Cascade | 77.5 | Male | 38,199 | 3,993 | 3,793 | 3,295 | 3,578 | 6,504 | 5,662 | 4,047 | 3,188 | 4,139 | 31.8 |
| | | Female | 39,301 | 3,860 | 3,619 | 3,073 | 3,374 | 6,497 | 5,669 | 4,193 | 3,359 | 5,657 | 33.8 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Beaverhead | 8.4 | Male | 4,249 | 379 | 434 | 381 | 488 | 630 | 626 | 470 | 352 | 489 | 32.0 |
| | | Female | 4,151 | 380 | 437 | 336 | 441 | 610 | 603 | 444 | 307 | 593 | 32.9 |

# POPULATION BY AGE AND SEX

**MONTANA (continued)**

**ALL COUNTIES (continued)**

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| Big Horn | 11.3 | Male | 5,570 | 789 | 700 | 667 | 469 | 812 | 762 | 570 | 364 | 437 | 27.0 |
| | | Female | 5,730 | 712 | 706 | 586 | 503 | 885 | 834 | 556 | 372 | 576 | 29.0 |
| Blaine | 6.7 | Male | 3,342 | 383 | 409 | 351 | 260 | 472 | 456 | 337 | 274 | 400 | 30.7 |
| | | Female | 3,358 | 395 | 356 | 349 | 240 | 466 | 471 | 309 | 290 | 482 | 32.3 |
| Broadwater | 3.3 | Male | 1,680 | 147 | 188 | 179 | 88 | 216 | 254 | 194 | 166 | 248 | 35.9 |
| | | Female | 1,620 | 133 | 162 | 146 | 75 | 236 | 229 | 194 | 153 | 292 | 37.5 |
| Carbon | 8.0 | Male | 3,859 | 297 | 376 | 372 | 161 | 467 | 667 | 415 | 391 | 713 | 38.8 |
| | | Female | 4,141 | 301 | 411 | 408 | 174 | 531 | 646 | 406 | 406 | 858 | 38.8 |
| Carter | 1.5 | Male | 766 | 69 | 69 | 66 | 49 | 114 | 100 | 94 | 81 | 124 | 36.6 |
| | | Female | 734 | 65 | 57 | 60 | 35 | 94 | 100 | 91 | 77 | 155 | 40.6 |
| Cascade | 77.5 | Male | 38,199 | 3,993 | 3,793 | 3,295 | 3,578 | 6,504 | 5,662 | 4,047 | 3,188 | 4,139 | 31.8 |
| | | Female | 39,301 | 3,860 | 3,619 | 3,073 | 3,374 | 6,497 | 5,669 | 4,193 | 3,359 | 5,657 | 33.8 |
| Chouteau | 5.4 | Male | 2,757 | 270 | 278 | 269 | 142 | 386 | 412 | 288 | 278 | 434 | 35.8 |
| | | Female | 2,643 | 213 | 260 | 240 | 133 | 341 | 401 | 261 | 291 | 503 | 38.4 |
| Custer | 11.6 | Male | 5,672 | 456 | 579 | 665 | 409 | 792 | 824 | 571 | 522 | 854 | 34.2 |
| | | Female | 5,928 | 475 | 551 | 482 | 449 | 836 | 875 | 581 | 562 | 1,117 | 37.0 |
| Daniels | 2.2 | Male | 1,080 | 55 | 99 | 129 | 53 | 118 | 160 | 127 | 129 | 210 | 40.4 |
| | | Female | 1,120 | 76 | 106 | 100 | 35 | 116 | 167 | 116 | 128 | 276 | 42.6 |
| Dawson | 9.3 | Male | 4,605 | 414 | 482 | 448 | 332 | 656 | 719 | 505 | 448 | 601 | 34.6 |
| | | Female | 4,695 | 389 | 441 | 413 | 323 | 651 | 708 | 503 | 468 | 799 | 36.8 |
| Deer Lodge | 10.1 | Male | 4,988 | 339 | 366 | 523 | 464 | 641 | 782 | 532 | 498 | 843 | 37.1 |
| | | Female | 5,112 | 364 | 364 | 407 | 400 | 625 | 697 | 531 | 564 | 1,160 | 40.7 |
| Fallon | 3.0 | Male | 1,490 | 166 | 156 | 153 | 74 | 209 | 224 | 134 | 176 | 198 | 34.4 |
| | | Female | 1,510 | 124 | 175 | 147 | 61 | 223 | 200 | 176 | 155 | 249 | 36.2 |
| Fergus | 12.0 | Male | 5,876 | 508 | 607 | 542 | 345 | 780 | 862 | 622 | 571 | 1,039 | 36.8 |
| | | Female | 6,124 | 488 | 568 | 501 | 338 | 771 | 837 | 615 | 658 | 1,348 | 39.7 |
| Flathead | 59.5 | Male | 29,446 | 2,748 | 3,166 | 2,840 | 1,881 | 4,106 | 5,358 | 3,427 | 2,513 | 3,407 | 35.0 |
| | | Female | 30,054 | 2,575 | 2,927 | 2,641 | 1,867 | 4,565 | 5,314 | 3,317 | 2,526 | 4,322 | 35.9 |
| Gallatin | 50.7 | Male | 25,904 | 2,250 | 2,212 | 1,904 | 4,830 | 4,628 | 4,262 | 2,375 | 1,530 | 1,913 | 28.8 |
| | | Female | 24,796 | 2,152 | 2,202 | 1,738 | 3,985 | 4,251 | 4,070 | 2,253 | 1,550 | 2,595 | 30.5 |
| Garfield | 1.6 | Male | 818 | 69 | 95 | 93 | 44 | 114 | 122 | 77 | 81 | 123 | 34.5 |
| | | Female | 782 | 65 | 85 | 79 | 39 | 103 | 108 | 83 | 75 | 145 | 36.9 |
| Glacier | 12.2 | Male | 6,021 | 864 | 774 | 695 | 486 | 914 | 790 | 575 | 409 | 514 | 27.1 |
| | | Female | 6,179 | 815 | 772 | 634 | 494 | 1,005 | 802 | 577 | 429 | 651 | 28.7 |
| Golden Valley | .9 | Male | 462 | 42 | 45 | 47 | 31 | 53 | 67 | 44 | 52 | 81 | 36.9 |
| | | Female | 438 | 38 | 37 | 41 | 27 | 58 | 56 | 47 | 53 | 81 | 38.2 |
| Granite | 2.5 | Male | 1,301 | 123 | 131 | 116 | 64 | 165 | 195 | 168 | 116 | 223 | 37.6 |
| | | Female | 1,199 | 96 | 87 | 116 | 69 | 153 | 179 | 149 | 116 | 234 | 39.4 |
| Hill | 17.6 | Male | 8,761 | 980 | 973 | 872 | 812 | 1,380 | 1,385 | 795 | 684 | 880 | 30.4 |
| | | Female | 8,839 | 865 | 958 | 784 | 776 | 1,404 | 1,246 | 835 | 727 | 1,244 | 32.4 |
| Jefferson | 8.0 | Male | 4,063 | 365 | 416 | 423 | 239 | 549 | 818 | 545 | 321 | 387 | 35.5 |
| | | Female | 3,937 | 342 | 436 | 383 | 203 | 612 | 748 | 499 | 267 | 447 | 34.9 |
| Judith Basin | 2.3 | Male | 1,176 | 93 | 112 | 103 | 65 | 167 | 183 | 154 | 108 | 191 | 37.6 |
| | | Female | 1,124 | 89 | 93 | 99 | 49 | 153 | 172 | 121 | 131 | 217 | 39.6 |
| Lake | 21.2 | Male | 10,577 | 1,074 | 1,171 | 1,139 | 867 | 1,249 | 1,479 | 1,105 | 948 | 1,545 | 33.3 |
| | | Female | 10,623 | 1,025 | 1,014 | 1,011 | 707 | 1,415 | 1,546 | 1,106 | 1,023 | 1,776 | 35.9 |
| Lewis and Clark | 47.7 | Male | 23,275 | 2,231 | 2,422 | 2,095 | 1,850 | 3,521 | 4,291 | 2,720 | 1,839 | 2,306 | 33.6 |
| | | Female | 24,425 | 2,184 | 2,307 | 2,039 | 1,964 | 3,899 | 4,272 | 2,657 | 1,891 | 3,212 | 34.5 |
| Liberty | 2.3 | Male | 1,124 | 124 | 157 | 98 | 50 | 172 | 168 | 105 | 100 | 150 | 32.7 |
| | | Female | 1,176 | 118 | 122 | 117 | 58 | 174 | 158 | 108 | 116 | 205 | 34.9 |
| Lincoln | 17.4 | Male | 8,731 | 816 | 940 | 905 | 532 | 1,205 | 1,471 | 1,092 | 797 | 973 | 34.7 |
| | | Female | 8,669 | 754 | 923 | 882 | 541 | 1,243 | 1,389 | 1,031 | 756 | 1,150 | 34.9 |
| McCone | 2.2 | Male | 1,124 | 86 | 125 | 120 | 70 | 156 | 173 | 104 | 120 | 170 | 35.3 |
| | | Female | 1,076 | 87 | 117 | 104 | 56 | 142 | 155 | 108 | 117 | 190 | 37.1 |
| Madison | 6.0 | Male | 3,092 | 237 | 298 | 294 | 197 | 427 | 483 | 377 | 319 | 460 | 36.9 |
| | | Female | 2,908 | 217 | 235 | 257 | 167 | 381 | 481 | 314 | 309 | 547 | 39.1 |
| Meagher | 1.8 | Male | 932 | 77 | 82 | 94 | 51 | 132 | 140 | 91 | 111 | 154 | 37.1 |
| | | Female | 868 | 67 | 78 | 82 | 45 | 120 | 137 | 98 | 87 | 154 | 38.1 |
| Mineral | 3.3 | Male | 1,663 | 152 | 163 | 169 | 90 | 226 | 264 | 219 | 183 | 197 | 36.2 |
| | | Female | 1,637 | 133 | 185 | 181 | 82 | 241 | 252 | 186 | 159 | 218 | 34.9 |
| Missoula | 78.8 | Male | 38,758 | 3,594 | 3,655 | 3,212 | 4,946 | 6,578 | 6,866 | 4,024 | 2,601 | 3,282 | 31.0 |
| | | Female | 40,042 | 3,567 | 3,382 | 3,005 | 5,133 | 6,774 | 6,666 | 3,933 | 2,754 | 4,828 | 32.3 |
| Musselshell | 4.0 | Male | 1,991 | 133 | 198 | 205 | 129 | 210 | 318 | 222 | 213 | 363 | 38.8 |
| | | Female | 2,009 | 115 | 181 | 188 | 101 | 224 | 318 | 218 | 230 | 434 | 41.1 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **MONTANA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Park | 14.5 | Male | 7,068 | 668 | 666 | 579 | 385 | 1,071 | 1,371 | 748 | 630 | 950 | **36.2** |
| | | Female | 7,432 | 619 | 642 | 505 | 394 | 1,111 | 1,363 | 796 | 682 | 1,320 | **38.3** |
| Petroleum | .5 | Male | 265 | 24 | 20 | 24 | 15 | 50 | 40 | 23 | 35 | 34 | **34.9** |
| | | Female | 235 | 25 | 18 | 25 | 14 | 28 | 36 | 36 | 19 | 34 | **37.1** |
| Phillips | 5.1 | Male | 2,503 | 229 | 269 | 272 | 178 | 363 | 366 | 255 | 231 | 340 | **33.4** |
| | | Female | 2,597 | 225 | 303 | 254 | 143 | 390 | 326 | 294 | 218 | 444 | **34.6** |
| Pondera | 6.4 | Male | 3,184 | 350 | 365 | 318 | 206 | 450 | 426 | 323 | 307 | 439 | **32.8** |
| | | Female | 3,216 | 315 | 348 | 279 | 184 | 465 | 415 | 316 | 297 | 597 | **35.4** |
| Powder River | 2.0 | Male | 1,014 | 98 | 92 | 100 | 67 | 131 | 161 | 112 | 101 | 152 | **36.2** |
| | | Female | 986 | 85 | 91 | 89 | 59 | 128 | 147 | 104 | 122 | 161 | **37.8** |
| Powell | 6.6 | Male | 3,845 | 270 | 275 | 246 | 323 | 831 | 742 | 465 | 281 | 412 | **34.7** |
| | | Female | 2,755 | 219 | 250 | 232 | 161 | 374 | 403 | 330 | 270 | 516 | **38.5** |
| Prairie | 1.3 | Male | 673 | 45 | 52 | 70 | 37 | 64 | 100 | 73 | 74 | 158 | **41.8** |
| | | Female | 627 | 37 | 45 | 60 | 22 | 58 | 93 | 67 | 75 | 170 | **44.8** |
| Ravalli | 25.2 | Male | 12,423 | 1,014 | 1,312 | 1,242 | 810 | 1,370 | 1,945 | 1,590 | 1,248 | 1,892 | **37.4** |
| | | Female | 12,777 | 1,061 | 1,175 | 1,125 | 698 | 1,584 | 2,084 | 1,512 | 1,263 | 2,275 | **38.6** |
| Richland | 10.4 | Male | 5,162 | 550 | 579 | 559 | 321 | 814 | 824 | 504 | 399 | 612 | **32.0** |
| | | Female | 5,238 | 509 | 578 | 529 | 320 | 816 | 731 | 514 | 470 | 771 | **33.4** |
| Roosevelt | 11.0 | Male | 5,374 | 757 | 640 | 539 | 412 | 859 | 784 | 492 | 373 | 518 | **28.9** |
| | | Female | 5,626 | 700 | 677 | 587 | 421 | 898 | 744 | 497 | 416 | 686 | **29.8** |
| Rosebud | 10.5 | Male | 5,382 | 629 | 696 | 659 | 395 | 817 | 961 | 556 | 333 | 336 | **28.8** |
| | | Female | 5,118 | 587 | 626 | 653 | 360 | 841 | 866 | 474 | 311 | 400 | **29.0** |
| Sanders | 8.6 | Male | 4,345 | 369 | 458 | 436 | 248 | 501 | 719 | 514 | 423 | 677 | **37.2** |
| | | Female | 4,255 | 382 | 396 | 430 | 220 | 558 | 656 | 480 | 427 | 706 | **37.2** |
| Sheridan | 4.7 | Male | 2,313 | 167 | 258 | 205 | 81 | 296 | 369 | 233 | 246 | 458 | **39.1** |
| | | Female | 2,387 | 184 | 219 | 212 | 98 | 292 | 309 | 249 | 269 | 555 | **41.1** |
| Silver Bow | 33.6 | Male | 16,484 | 1,463 | 1,415 | 1,462 | 1,562 | 2,432 | 2,500 | 1,848 | 1,502 | 2,300 | **34.6** |
| | | Female | 17,116 | 1,355 | 1,382 | 1,331 | 1,433 | 2,410 | 2,347 | 1,772 | 1,661 | 3,425 | **37.8** |
| Stillwater | 6.6 | Male | 3,296 | 305 | 317 | 334 | 184 | 444 | 553 | 386 | 300 | 473 | **36.2** |
| | | Female | 3,304 | 290 | 339 | 266 | 181 | 459 | 518 | 338 | 289 | 624 | **37.3** |
| Sweet Grass | 3.2 | Male | 1,567 | 134 | 134 | 151 | 79 | 184 | 243 | 188 | 158 | 296 | **39.2** |
| | | Female | 1,633 | 140 | 142 | 152 | 64 | 185 | 257 | 162 | 152 | 379 | **40.2** |
| Teton | 6.3 | Male | 3,128 | 258 | 344 | 319 | 207 | 409 | 443 | 352 | 299 | 497 | **35.6** |
| | | Female | 3,172 | 282 | 330 | 307 | 159 | 390 | 427 | 370 | 284 | 623 | **37.8** |
| Toole | 5.0 | Male | 2,464 | 226 | 263 | 240 | 146 | 348 | 395 | 275 | 203 | 368 | **35.2** |
| | | Female | 2,536 | 217 | 280 | 246 | 127 | 374 | 347 | 268 | 236 | 441 | **35.7** |
| Treasure | .9 | Male | 449 | 36 | 38 | 51 | 30 | 60 | 65 | 51 | 53 | 65 | **36.5** |
| | | Female | 451 | 38 | 44 | 47 | 29 | 57 | 62 | 59 | 39 | 76 | **36.7** |
| Valley | 8.1 | Male | 4,035 | 330 | 417 | 399 | 260 | 551 | 619 | 444 | 424 | 591 | **36.0** |
| | | Female | 4,065 | 342 | 375 | 361 | 220 | 529 | 599 | 446 | 423 | 770 | **38.4** |
| Wheatland | 2.2 | Male | 1,111 | 101 | 111 | 97 | 79 | 130 | 161 | 123 | 107 | 202 | **37.3** |
| | | Female | 1,089 | 80 | 98 | 111 | 60 | 133 | 135 | 103 | 122 | 247 | **39.6** |
| Wibaux | 1.2 | Male | 604 | 57 | 58 | 76 | 26 | 85 | 80 | 59 | 60 | 103 | **35.0** |
| | | Female | 596 | 37 | 48 | 57 | 33 | 79 | 86 | 55 | 66 | 135 | **40.1** |
| Yellowstone | 113.0 | Male | 54,741 | 5,448 | 5,465 | 5,044 | 4,688 | 8,911 | 9,005 | 5,924 | 4,539 | 5,717 | **32.5** |
| | | Female | 58,259 | 4,976 | 5,282 | 4,730 | 5,144 | 9,767 | 9,128 | 6,069 | 4,962 | 8,201 | **34.2** |
| **TOTAL METRO COUNTIES** | 190.5 | **Male** | **92,940** | **9,441** | **9,258** | **8,339** | **8,266** | **15,415** | **14,667** | **9,971** | **7,727** | **9,856** | **32.2** |
| | | **Female** | **97,560** | **8,836** | **8,901** | **7,803** | **8,518** | **16,264** | **14,797** | **10,262** | **8,321** | **13,858** | **34.1** |
| **TOTAL STATE** | 797.2 | **Male** | **394,782** | **37,851** | **39,915** | **36,886** | **34,885** | **59,920** | **64,215** | **42,663** | **32,809** | **45,638** | **33.0** |
| | | **Female** | **402,418** | **35,984** | **38,042** | **34,217** | **33,488** | **61,725** | **62,585** | **41,927** | **34,179** | **60,271** | **34.6** |
| **NEBRASKA** | | | | | | | | | | | | | |
| **LINCOLN** | 215.4 | **Male** | **105,353** | **9,596** | **9,044** | **7,798** | **16,600** | **19,795** | **16,545** | **9,675** | **7,356** | **8,944** | **29.9** |
| | | **Female** | **110,047** | **9,343** | **8,733** | **7,486** | **16,522** | **19,145** | **16,424** | **9,952** | **7,945** | **14,497** | **31.8** |
| Lancaster | 215.4 | Male | 105,353 | 9,596 | 9,044 | 7,798 | 16,600 | 19,795 | 16,545 | 9,675 | 7,356 | 8,944 | 29.9 |
| | | Female | 110,047 | 9,343 | 8,733 | 7,486 | 16,522 | 19,145 | 16,424 | 9,952 | 7,945 | 14,497 | 31.8 |
| **OMAHA** | 621.3 | **Male** | **301,552** | **31,749** | **30,336** | **27,154** | **30,471** | **55,671** | **47,015** | **30,420** | **23,263** | **25,473** | **30.6** |
| | | **Female** | **319,748** | **30,303** | **28,847** | **25,746** | **31,810** | **56,891** | **49,171** | **31,683** | **25,069** | **40,228** | **32.6** |
| Douglas | 418.2 | Male | 201,378 | 21,021 | 19,578 | 17,387 | 20,723 | 37,649 | 31,028 | 20,129 | 15,717 | 18,146 | 30.8 |
| | | Female | 216,822 | 20,092 | 18,609 | 16,497 | 22,309 | 38,659 | 32,972 | 21,072 | 17,289 | 29,323 | 33.0 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **NEBRASKA (continued)** | | | | | | | | | | | | | |
| **OMAHA (continued)** | | | | | | | | | | | | | |
| Sarpy | 103.8 | Male | 52,308 | 6,140 | 5,908 | 5,246 | 5,541 | 10,393 | 8,905 | 5,124 | 3,059 | 1,992 | 28.2 |
| | | Female | 51,492 | 5,785 | 5,576 | 5,014 | 5,047 | 10,236 | 8,901 | 5,136 | 2,860 | 2,937 | 29.2 |
| Washington | 16.7 | Male | 8,182 | 675 | 823 | 837 | 711 | 1,158 | 1,329 | 967 | 744 | 938 | 34.0 |
| | | Female | 8,518 | 670 | 840 | 765 | 720 | 1,178 | 1,344 | 919 | 754 | 1,328 | 35.6 |
| *Pottawattamie, Iowa* | *82.6* | *Male* | *39,684* | *3,913* | *4,027* | *3,684* | *3,496* | *6,471* | *5,753* | *4,200* | *3,743* | *4,397* | *32.3* |
| | | *Female* | *42,916* | *3,756* | *3,822* | *3,470* | *3,734* | *6,818* | *5,954* | *4,556* | *4,166* | *6,640* | *34.8* |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Adams | 29.5 | Male | 14,254 | 1,334 | 1,332 | 1,180 | 1,536 | 2,313 | 2,101 | 1,430 | 1,174 | 1,854 | 32.5 |
| | | Female | 15,246 | 1,245 | 1,204 | 1,099 | 1,544 | 2,246 | 2,058 | 1,423 | 1,347 | 3,080 | 36.4 |
| Antelope | 7.9 | Male | 3,877 | 416 | 448 | 400 | 218 | 527 | 524 | 352 | 370 | 622 | 33.7 |
| | | Female | 4,023 | 384 | 404 | 373 | 185 | 531 | 478 | 377 | 373 | 918 | 37.8 |
| Arthur | .5 | Male | 251 | 22 | 16 | 24 | 13 | 45 | 30 | 33 | 22 | 46 | 36.8 |
| | | Female | 249 | 23 | 28 | 16 | 12 | 30 | 27 | 38 | 29 | 46 | 40.7 |
| Banner | .8 | Male | 402 | 31 | 46 | 40 | 19 | 56 | 54 | 50 | 48 | 58 | 36.7 |
| | | Female | 398 | 39 | 44 | 39 | 22 | 47 | 60 | 49 | 38 | 60 | 36.3 |
| Blaine | .7 | Male | 341 | 26 | 35 | 32 | 22 | 48 | 42 | 45 | 42 | 49 | 36.8 |
| | | Female | 359 | 27 | 38 | 38 | 12 | 51 | 39 | 49 | 36 | 69 | 38.5 |
| Boone | 6.6 | Male | 3,294 | 347 | 350 | 313 | 189 | 482 | 399 | 315 | 323 | 576 | 34.3 |
| | | Female | 3,306 | 315 | 346 | 260 | 156 | 426 | 391 | 304 | 367 | 741 | 38.8 |
| Box Butte | 13.0 | Male | 6,411 | 708 | 847 | 658 | 364 | 1,025 | 1,085 | 597 | 434 | 693 | 31.1 |
| | | Female | 6,589 | 598 | 762 | 650 | 394 | 1,062 | 987 | 563 | 526 | 1,047 | 33.4 |
| Boyd | 2.8 | Male | 1,381 | 109 | 141 | 148 | 51 | 165 | 197 | 135 | 139 | 296 | 38.9 |
| | | Female | 1,419 | 108 | 133 | 122 | 44 | 154 | 154 | 131 | 165 | 408 | 44.6 |
| Brown | 3.6 | Male | 1,734 | 171 | 172 | 171 | 92 | 217 | 232 | 184 | 176 | 319 | 36.9 |
| | | Female | 1,866 | 148 | 152 | 156 | 87 | 235 | 223 | 216 | 192 | 457 | 42.0 |
| Buffalo | 37.6 | Male | 18,320 | 1,788 | 1,661 | 1,649 | 3,444 | 2,816 | 2,445 | 1,500 | 1,243 | 1,774 | 27.2 |
| | | Female | 19,280 | 1,603 | 1,645 | 1,440 | 3,557 | 2,826 | 2,558 | 1,490 | 1,364 | 2,797 | 29.9 |
| Burt | 7.8 | Male | 3,780 | 342 | 366 | 372 | 204 | 472 | 523 | 404 | 410 | 687 | 37.6 |
| | | Female | 4,020 | 308 | 379 | 341 | 184 | 478 | 514 | 373 | 441 | 1,002 | 41.2 |
| Butler | 8.6 | Male | 4,270 | 409 | 461 | 415 | 271 | 594 | 565 | 424 | 414 | 717 | 34.7 |
| | | Female | 4,330 | 345 | 401 | 388 | 233 | 532 | 535 | 426 | 435 | 1,035 | 40.0 |
| Cass | 21.4 | Male | 10,680 | 1,080 | 1,129 | 1,000 | 821 | 1,757 | 1,623 | 1,171 | 960 | 1,139 | 32.5 |
| | | Female | 10,720 | 991 | 1,049 | 937 | 836 | 1,642 | 1,562 | 1,141 | 917 | 1,645 | 34.4 |
| Cedar | 10.0 | Male | 4,991 | 515 | 572 | 522 | 333 | 702 | 647 | 452 | 471 | 777 | 32.9 |
| | | Female | 5,009 | 496 | 546 | 465 | 285 | 621 | 550 | 438 | 494 | 1,114 | 36.7 |
| Chase | 4.3 | Male | 2,102 | 183 | 245 | 208 | 96 | 278 | 329 | 219 | 209 | 335 | 36.2 |
| | | Female | 2,198 | 214 | 216 | 182 | 102 | 296 | 276 | 218 | 226 | 468 | 38.2 |
| Cherry | 6.2 | Male | 3,074 | 317 | 323 | 278 | 175 | 459 | 422 | 354 | 315 | 431 | 34.7 |
| | | Female | 3,126 | 298 | 288 | 249 | 176 | 428 | 415 | 353 | 301 | 618 | 38.0 |
| Cheyenne | 9.5 | Male | 4,586 | 452 | 479 | 426 | 338 | 669 | 655 | 445 | 459 | 663 | 33.9 |
| | | Female | 4,914 | 433 | 443 | 395 | 292 | 673 | 642 | 479 | 523 | 1,034 | 38.4 |
| Clay | 7.1 | Male | 3,443 | 270 | 334 | 335 | 219 | 485 | 482 | 400 | 325 | 593 | 36.6 |
| | | Female | 3,657 | 328 | 371 | 302 | 187 | 474 | 461 | 379 | 361 | 794 | 38.6 |
| Colfax | 9.0 | Male | 4,441 | 467 | 462 | 362 | 349 | 701 | 548 | 419 | 390 | 743 | 33.3 |
| | | Female | 4,559 | 407 | 437 | 369 | 266 | 632 | 503 | 400 | 436 | 1,109 | 38.3 |
| Cuming | 10.0 | Male | 4,943 | 480 | 479 | 461 | 339 | 707 | 632 | 491 | 490 | 864 | 35.1 |
| | | Female | 5,057 | 427 | 488 | 466 | 288 | 610 | 587 | 490 | 533 | 1,168 | 39.3 |
| Custer | 12.1 | Male | 5,842 | 531 | 590 | 578 | 320 | 723 | 776 | 609 | 618 | 1,097 | 37.3 |
| | | Female | 6,258 | 505 | 526 | 556 | 295 | 743 | 788 | 622 | 662 | 1,561 | 41.4 |
| ☐ Dakota | 16.7 | Male | 8,271 | 879 | 951 | 804 | 766 | 1,424 | 1,200 | 841 | 626 | 780 | 30.2 |
| | | Female | 8,429 | 900 | 815 | 743 | 724 | 1,391 | 1,221 | 826 | 634 | 1,175 | 32.4 |
| Dawes | 9.0 | Male | 4,423 | 420 | 412 | 404 | 817 | 541 | 542 | 406 | 337 | 544 | 27.9 |
| | | Female | 4,577 | 333 | 388 | 348 | 771 | 552 | 548 | 388 | 383 | 866 | 33.1 |
| Dawson | 19.8 | Male | 9,628 | 901 | 977 | 924 | 680 | 1,361 | 1,469 | 1,035 | 859 | 1,422 | 34.8 |
| | | Female | 10,172 | 861 | 958 | 941 | 612 | 1,323 | 1,411 | 1,069 | 987 | 2,010 | 37.8 |
| Deuel | 2.2 | Male | 1,089 | 89 | 111 | 122 | 57 | 162 | 125 | 107 | 109 | 207 | 35.3 |
| | | Female | 1,111 | 77 | 107 | 76 | 59 | 142 | 127 | 117 | 111 | 295 | 42.4 |
| Dixon | 6.1 | Male | 2,992 | 310 | 288 | 291 | 201 | 394 | 435 | 288 | 280 | 505 | 35.3 |
| | | Female | 3,108 | 260 | 300 | 277 | 174 | 374 | 385 | 299 | 314 | 725 | 39.4 |
| Dodge | 34.5 | Male | 16,488 | 1,519 | 1,661 | 1,443 | 1,477 | 2,432 | 2,300 | 1,748 | 1,585 | 2,323 | 33.8 |
| | | Female | 18,012 | 1,446 | 1,580 | 1,416 | 1,549 | 2,429 | 2,341 | 1,800 | 1,799 | 3,652 | 37.5 |
| Douglas | 418.2 | Male | 201,378 | 21,021 | 19,578 | 17,387 | 20,723 | 37,649 | 31,028 | 20,129 | 15,717 | 18,146 | 30.8 |
| | | Female | 216,822 | 20,092 | 18,609 | 16,497 | 22,309 | 38,659 | 32,972 | 21.072 | 17,289 | 29,323 | 33.0 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **NEBRASKA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Dundy | 2.6 | Male | 1,253 | 95 | 123 | 124 | 79 | 160 | 182 | 120 | 124 | 246 | 37.5 |
| | | Female | 1,347 | 80 | 118 | 114 | 72 | 172 | 169 | 122 | 146 | 354 | 42.0 |
| Fillmore | 7.1 | Male | 3,440 | 324 | 321 | 305 | 212 | 487 | 487 | 347 | 344 | 613 | 36.5 |
| | | Female | 3,660 | 293 | 306 | 341 | 174 | 434 | 454 | 352 | 376 | 930 | 41.2 |
| Franklin | 3.9 | Male | 1,876 | 168 | 130 | 168 | 92 | 245 | 240 | 201 | 203 | 429 | 40.6 |
| | | Female | 2,024 | 149 | 157 | 146 | 82 | 224 | 239 | 209 | 208 | 610 | 45.7 |
| Frontier | 3.1 | Male | 1,535 | 140 | 173 | 133 | 89 | 212 | 213 | 178 | 163 | 234 | 36.0 |
| | | Female | 1,565 | 121 | 161 | 139 | 82 | 189 | 219 | 181 | 161 | 312 | 39.1 |
| Furnas | 5.5 | Male | 2,644 | 186 | 271 | 258 | 142 | 334 | 361 | 249 | 271 | 572 | 38.6 |
| | | Female | 2,856 | 167 | 223 | 202 | 123 | 307 | 344 | 264 | 293 | 933 | 47.3 |
| Gage | 22.7 | Male | 10,873 | 961 | 956 | 897 | 841 | 1,691 | 1,589 | 1,122 | 1,086 | 1,730 | 35.6 |
| | | Female | 11,827 | 921 | 973 | 866 | 792 | 1,629 | 1,517 | 1,167 | 1,209 | 2,753 | 39.8 |
| Garden | 2.4 | Male | 1,154 | 105 | 109 | 73 | 63 | 148 | 145 | 136 | 128 | 247 | 40.4 |
| | | Female | 1,246 | 86 | 97 | 90 | 63 | 146 | 151 | 137 | 149 | 327 | 44.3 |
| Garfield | 2.1 | Male | 1,006 | 86 | 92 | 93 | 55 | 116 | 126 | 127 | 96 | 215 | 39.8 |
| | | Female | 1,094 | 82 | 90 | 101 | 46 | 118 | 134 | 127 | 109 | 287 | 43.2 |
| Gosper | 1.9 | Male | 962 | 68 | 97 | 89 | 47 | 130 | 133 | 109 | 115 | 174 | 38.8 |
| | | Female | 938 | 66 | 68 | 78 | 40 | 110 | 125 | 114 | 111 | 226 | 43.6 |
| Grant | .8 | Male | 407 | 45 | 54 | 35 | 21 | 64 | 62 | 39 | 35 | 52 | 32.6 |
| | | Female | 393 | 40 | 37 | 22 | 17 | 64 | 51 | 49 | 43 | 70 | 38.2 |
| Greeley | 3.0 | Male | 1,478 | 135 | 168 | 168 | 77 | 191 | 203 | 133 | 139 | 264 | 35.0 |
| | | Female | 1,522 | 118 | 167 | 170 | 60 | 176 | 168 | 142 | 156 | 365 | 39.2 |
| Hall | 48.9 | Male | 23,694 | 2,375 | 2,454 | 2,258 | 2,014 | 3,803 | 3,580 | 2,379 | 1,983 | 2,848 | 32.2 |
| | | Female | 25,206 | 2,343 | 2,291 | 2,227 | 2,084 | 3,951 | 3,674 | 2,356 | 2,184 | 4,096 | 34.3 |
| Hamilton | 8.8 | Male | 4,293 | 450 | 468 | 402 | 270 | 645 | 673 | 423 | 394 | 568 | 33.6 |
| | | Female | 4,507 | 409 | 463 | 374 | 251 | 628 | 631 | 467 | 438 | 846 | 37.0 |
| Harlan | 3.8 | Male | 1,823 | 143 | 168 | 148 | 90 | 232 | 264 | 178 | 215 | 385 | 39.9 |
| | | Female | 1,977 | 162 | 183 | 137 | 69 | 237 | 260 | 200 | 205 | 524 | 42.7 |
| Hayes | 1.2 | Male | 614 | 60 | 54 | 60 | 31 | 90 | 82 | 69 | 72 | 96 | 36.5 |
| | | Female | 586 | 44 | 53 | 54 | 28 | 71 | 74 | 69 | 74 | 119 | 40.8 |
| Hitchcock | 3.7 | Male | 1,813 | 151 | 213 | 211 | 85 | 233 | 251 | 168 | 177 | 324 | 35.5 |
| | | Female | 1,887 | 159 | 175 | 165 | 86 | 231 | 241 | 167 | 198 | 465 | 40.3 |
| Holt | 12.5 | Male | 6,217 | 692 | 677 | 632 | 407 | 903 | 826 | 567 | 577 | 936 | 32.8 |
| | | Female | 6,283 | 600 | 665 | 533 | 344 | 903 | 794 | 585 | 629 | 1,230 | 36.2 |
| Hooker | .8 | Male | 390 | 35 | 38 | 32 | 26 | 41 | 51 | 41 | 35 | 91 | 39.5 |
| | | Female | 410 | 28 | 36 | 27 | 17 | 41 | 51 | 38 | 41 | 131 | 46.6 |
| Howard | 6.0 | Male | 2,931 | 278 | 293 | 305 | 184 | 380 | 379 | 317 | 311 | 484 | 35.7 |
| | | Female | 3,069 | 246 | 303 | 293 | 185 | 365 | 386 | 307 | 335 | 649 | 38.7 |
| Jefferson | 8.7 | Male | 4,194 | 350 | 366 | 384 | 249 | 575 | 588 | 422 | 417 | 843 | 37.9 |
| | | Female | 4,506 | 347 | 376 | 331 | 264 | 516 | 545 | 427 | 488 | 1,212 | 42.7 |
| Johnson | 4.6 | Male | 2,214 | 153 | 230 | 209 | 123 | 315 | 279 | 252 | 224 | 429 | 37.8 |
| | | Female | 2,386 | 193 | 191 | 155 | 102 | 302 | 259 | 263 | 263 | 658 | 44.7 |
| Kearney | 6.6 | Male | 3,271 | 336 | 306 | 303 | 215 | 500 | 480 | 356 | 295 | 480 | 34.5 |
| | | Female | 3,329 | 284 | 296 | 266 | 217 | 497 | 447 | 333 | 320 | 669 | 37.3 |
| Keith | 8.5 | Male | 4,131 | 397 | 436 | 387 | 246 | 599 | 541 | 464 | 452 | 609 | 35.0 |
| | | Female | 4,369 | 366 | 430 | 360 | 227 | 599 | 586 | 511 | 464 | 826 | 38.5 |
| Keya Paha | 1.0 | Male | 523 | 38 | 57 | 47 | 26 | 73 | 74 | 53 | 56 | 99 | 37.8 |
| | | Female | 477 | 27 | 42 | 48 | 19 | 57 | 64 | 55 | 54 | 111 | 42.1 |
| Kimball | 4.0 | Male | 1,963 | 185 | 198 | 183 | 101 | 272 | 282 | 214 | 211 | 317 | 36.5 |
| | | Female | 2,037 | 166 | 174 | 166 | 85 | 288 | 244 | 251 | 223 | 440 | 40.7 |
| Knox | 9.4 | Male | 4,580 | 362 | 474 | 439 | 236 | 570 | 595 | 458 | 501 | 945 | 38.5 |
| | | Female | 4,820 | 389 | 406 | 408 | 212 | 513 | 580 | 474 | 544 | 1,294 | 43.3 |
| Lancaster | 215.4 | Male | 105,353 | 9,396 | 9,044 | 7,798 | 16,800 | 19,795 | 16,545 | 9,675 | 7,356 | 8,944 | 29.9 |
| | | Female | 110,047 | 9,343 | 8,733 | 7,486 | 16,322 | 19,145 | 16,424 | 9,952 | 7,945 | 14,497 | 31.8 |
| Lincoln | 32.3 | Male | 15,670 | 1,537 | 1,731 | 1,583 | 1,183 | 2,186 | 2,425 | 1,645 | 1,397 | 1,983 | 33.2 |
| | | Female | 16,630 | 1,443 | 1,596 | 1,485 | 1,190 | 2,351 | 2,398 | 1,683 | 1,545 | 2,939 | 36.0 |
| Logan | .9 | Male | 453 | 48 | 64 | 53 | 19 | 69 | 60 | 37 | 43 | 60 | 31.2 |
| | | Female | 447 | 47 | 48 | 42 | 22 | 60 | 66 | 35 | 50 | 77 | 35.7 |
| Loup | .7 | Male | 344 | 34 | 37 | 29 | 12 | 48 | 43 | 47 | 34 | 60 | 37.8 |
| | | Female | 356 | 28 | 35 | 28 | 14 | 46 | 52 | 42 | 40 | 71 | 40.2 |
| McPherson | .5 | Male | 252 | 23 | 33 | 21 | 9 | 36 | 31 | 23 | 29 | 47 | 36.3 |
| | | Female | 248 | 25 | 23 | 22 | 9 | 37 | 28 | 25 | 27 | 52 | 37.9 |
| Madison | 32.7 | Male | 15,972 | 1,762 | 1,705 | 1,350 | 1,540 | 2,776 | 2,328 | 1,426 | 1,255 | 1,830 | 30.9 |
| | | Female | 16,728 | 1,597 | 1,631 | 1,345 | 1,462 | 2,733 | 2,215 | 1,432 | 1,317 | 2,996 | 33.5 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **NEBRASKA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Merrick | 8.0 | Male | 3,950 | 372 | 386 | 400 | 267 | 572 | 502 | 455 | 391 | 605 | 34.6 |
| | | Female | 4,050 | 340 | 358 | 382 | 248 | 523 | 547 | 447 | 388 | 817 | 38.2 |
| Morrill | 5.4 | Male | 2,670 | 240 | 276 | 290 | 154 | 346 | 389 | 289 | 266 | 420 | 35.7 |
| | | Female | 2,730 | 241 | 258 | 217 | 128 | 349 | 347 | 312 | 282 | 596 | 40.0 |
| Nance | 4.2 | Male | 2,074 | 219 | 202 | 182 | 116 | 314 | 278 | 177 | 229 | 357 | 35.1 |
| | | Female | 2,126 | 189 | 213 | 211 | 99 | 270 | 252 | 202 | 221 | 469 | 38.2 |
| Nemaha | 7.9 | Male | 3,915 | 322 | 395 | 303 | 507 | 527 | 543 | 389 | 339 | 590 | 33.2 |
| | | Female | 3,985 | 308 | 318 | 303 | 440 | 502 | 507 | 367 | 351 | 889 | 37.4 |
| Nuckolls | 5.7 | Male | 2,738 | 212 | 269 | 262 | 138 | 372 | 346 | 277 | 306 | 556 | 38.4 |
| | | Female | 2,962 | 226 | 279 | 233 | 99 | 349 | 351 | 308 | 337 | 780 | 43.4 |
| Otoe | 14.2 | Male | 6,808 | 632 | 665 | 635 | 447 | 929 | 932 | 755 | 661 | 1,152 | 36.0 |
| | | Female | 7,392 | 561 | 647 | 593 | 415 | 940 | 959 | 718 | 771 | 1,788 | 40.6 |
| Pawnee | 3.3 | Male | 1,588 | 130 | 109 | 135 | 98 | 165 | 214 | 153 | 171 | 413 | 42.3 |
| | | Female | 1,712 | 133 | 136 | 123 | 77 | 175 | 185 | 153 | 197 | 533 | 46.7 |
| Perkins | 3.3 | Male | 1,634 | 146 | 183 | 189 | 90 | 183 | 239 | 174 | 145 | 285 | 36.1 |
| | | Female | 1,666 | 133 | 191 | 145 | 60 | 193 | 229 | 178 | 148 | 389 | 39.8 |
| Phelps | 9.7 | Male | 4,664 | 460 | 480 | 435 | 312 | 706 | 694 | 470 | 441 | 666 | 34.1 |
| | | Female | 5,036 | 445 | 430 | 418 | 318 | 686 | 676 | 520 | 481 | 1,062 | 38.3 |
| Pierce | 7.8 | Male | 3,816 | 401 | 454 | 329 | 247 | 542 | 507 | 374 | 353 | 609 | 33.8 |
| | | Female | 3,984 | 383 | 401 | 324 | 228 | 538 | 449 | 398 | 375 | 888 | 37.6 |
| Platte | 30.0 | Male | 14,732 | 1,608 | 1,673 | 1,453 | 1,192 | 2,397 | 2,156 | 1,416 | 1,208 | 1,629 | 31.0 |
| | | Female | 15,268 | 1,621 | 1,668 | 1,344 | 1,124 | 2,326 | 2,090 | 1,444 | 1,308 | 2,343 | 33.1 |
| Polk | 5.6 | Male | 2,751 | 239 | 276 | 270 | 148 | 350 | 376 | 288 | 263 | 541 | 37.5 |
| | | Female | 2,849 | 213 | 251 | 254 | 121 | 310 | 379 | 272 | 304 | 745 | 42.3 |
| Red Willow | 11.6 | Male | 5,513 | 541 | 581 | 463 | 430 | 820 | 784 | 544 | 570 | 780 | 34.0 |
| | | Female | 6,087 | 499 | 591 | 497 | 505 | 854 | 755 | 575 | 603 | 1,208 | 36.3 |
| Richardson | 9.8 | Male | 4,699 | 454 | 426 | 399 | 302 | 627 | 609 | 520 | 443 | 919 | 37.3 |
| | | Female | 5,101 | 390 | 415 | 365 | 286 | 628 | 585 | 494 | 524 | 1,414 | 43.0 |
| Rock | 2.0 | Male | 983 | 87 | 110 | 100 | 62 | 126 | 142 | 97 | 106 | 153 | 35.5 |
| | | Female | 1,017 | 82 | 90 | 114 | 37 | 135 | 147 | 98 | 104 | 210 | 38.4 |
| Saline | 12.7 | Male | 6,130 | 536 | 569 | 521 | 685 | 845 | 826 | 605 | 539 | 1,004 | 33.9 |
| | | Female | 6,570 | 492 | 593 | 474 | 651 | 829 | 784 | 549 | 582 | 1,616 | 38.1 |
| Sarpy | 103.8 | Male | 52,308 | 6,140 | 5,908 | 5,246 | 5,541 | 10,393 | 8,905 | 5,124 | 3,059 | 1,992 | 28.2 |
| | | Female | 51,492 | 5,785 | 5,576 | 5,014 | 5,047 | 10,236 | 8,901 | 5,136 | 2,860 | 2,937 | 29.2 |
| Saunders | 18.3 | Male | 9,163 | 864 | 943 | 894 | 611 | 1,390 | 1,337 | 973 | 885 | 1,266 | 34.1 |
| | | Female | 9,137 | 844 | 893 | 811 | 546 | 1,288 | 1,245 | 921 | 932 | 1,657 | 36.5 |
| Scotts Bluff | 35.8 | Male | 17,188 | 1,630 | 1,823 | 1,684 | 1,331 | 2,405 | 2,567 | 1,717 | 1,647 | 2,384 | 33.8 |
| | | Female | 18,612 | 1,534 | 1,721 | 1,669 | 1,372 | 2,587 | 2,677 | 1,823 | 1,841 | 3,388 | 36.6 |
| Seward | 15.5 | Male | 7,765 | 664 | 817 | 681 | 1,159 | 1,033 | 1,052 | 740 | 642 | 977 | 30.4 |
| | | Female | 7,735 | 668 | 699 | 637 | 786 | 1,009 | 1,040 | 737 | 671 | 1,488 | 35.7 |
| Sheridan | 6.7 | Male | 3,261 | 275 | 364 | 332 | 199 | 389 | 463 | 311 | 349 | 579 | 36.5 |
| | | Female | 3,439 | 248 | 341 | 317 | 184 | 398 | 444 | 333 | 363 | 811 | 40.2 |
| Sherman | 3.7 | Male | 1,875 | 154 | 184 | 221 | 125 | 210 | 238 | 188 | 207 | 348 | 36.8 |
| | | Female | 1,825 | 149 | 177 | 166 | 96 | 193 | 219 | 193 | 192 | 440 | 41.0 |
| Sioux | 1.5 | Male | 753 | 71 | 58 | 77 | 44 | 98 | 109 | 94 | 93 | 109 | 37.6 |
| | | Female | 747 | 49 | 79 | 60 | 31 | 96 | 105 | 106 | 89 | 132 | 40.6 |
| Stanton | 6.3 | Male | 3,131 | 383 | 363 | 309 | 206 | 526 | 418 | 333 | 262 | 331 | 30.8 |
| | | Female | 3,169 | 340 | 365 | 328 | 200 | 491 | 425 | 318 | 263 | 439 | 32.2 |
| Thayer | 6.6 | Male | 3,194 | 249 | 299 | 299 | 178 | 393 | 405 | 335 | 313 | 723 | 39.4 |
| | | Female | 3,406 | 237 | 286 | 266 | 157 | 363 | 413 | 323 | 365 | 996 | 44.5 |
| Thomas | .8 | Male | 388 | 29 | 50 | 48 | 18 | 44 | 65 | 43 | 40 | 51 | 35.8 |
| | | Female | 412 | 35 | 49 | 42 | 20 | 52 | 58 | 45 | 44 | 67 | 36.4 |
| Thurston | 6.9 | Male | 3,406 | 488 | 433 | 325 | 283 | 464 | 386 | 318 | 289 | 420 | 28.7 |
| | | Female | 3,494 | 445 | 418 | 322 | 279 | 470 | 392 | 310 | 337 | 521 | 31.0 |
| Valley | 5.1 | Male | 2,444 | 196 | 235 | 219 | 152 | 306 | 334 | 272 | 236 | 494 | 38.4 |
| | | Female | 2,656 | 203 | 255 | 219 | 130 | 296 | 330 | 244 | 295 | 684 | 41.8 |
| Washington | 16.7 | Male | 8,182 | 675 | 823 | 837 | 711 | 1,158 | 1,329 | 967 | 744 | 938 | 34.0 |
| | | Female | 8,518 | 670 | 840 | 765 | 720 | 1,178 | 1,344 | 919 | 754 | 1,328 | 35.6 |
| Wayne | 9.4 | Male | 4,546 | 394 | 367 | 381 | 933 | 634 | 556 | 384 | 375 | 522 | 28.1 |
| | | Female | 4,854 | 415 | 409 | 339 | 1,006 | 615 | 483 | 389 | 395 | 803 | 29.2 |
| Webster | 4.2 | Male | 2,024 | 160 | 184 | 170 | 103 | 252 | 243 | 217 | 233 | 462 | 40.9 |
| | | Female | 2,176 | 156 | 172 | 162 | 81 | 236 | 231 | 226 | 249 | 663 | 47.1 |
| Wheeler | .9 | Male | 451 | 53 | 44 | 48 | 25 | 69 | 59 | 39 | 49 | 65 | 33.0 |
| | | Female | 449 | 56 | 51 | 43 | 19 | 68 | 49 | 53 | 43 | 67 | 33.2 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **NEBRASKA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| York | 14.4 | Male | 6,953 | 719 | 683 | 660 | 580 | 1,023 | 997 | 695 | 615 | 981 | 33.2 |
| | | Female | 7,447 | 700 | 653 | 571 | 583 | 1,043 | 1,018 | 740 | 667 | 1,472 | 36.7 |
| **TOTAL METRO COUNTIES** | **770.8** | **Male** | **375,492** | **38,311** | **36,304** | **32,072** | **44,341** | **70,419** | **59,007** | **36,736** | **27,502** | **30,800** | **30.2** |
| | | **Female** | **395,308** | **36,790** | **34,573** | **30,505** | **45,322** | **70,609** | **60,862** | **37,905** | **29,482** | **49,260** | **32.1** |
| **TOTAL STATE** | **1,579.4** | **Male** | **769,706** | **76,198** | **76,638** | **68,921** | **76,912** | **127,731** | **114,528** | **76,291** | **63,752** | **88,735** | **31.7** |
| | | **Female** | **809,694** | **72,370** | **73,027** | **65,090** | **76,408** | **126,973** | **115,019** | **77,917** | **68,964** | **133,926** | **34.3** |
| **NEVADA** | | | | | | | | | | | | | |
| **LAS VEGAS** | **773.4** | **Male** | **392,275** | **37,194** | **32,075** | **28,268** | **39,933** | **75,006** | **61,632** | **45,978** | **35,071** | **37,118** | **32.8** |
| | | **Female** | **381,125** | **35,308** | **30,824** | **27,293** | **38,085** | **68,222** | **59,065** | **44,467** | **34,418** | **43,443** | **33.7** |
| Clark | 773.4 | Male | 392,275 | 37,194 | 32,075 | 28,268 | 39,933 | 75,006 | 61,632 | 45,978 | 35,071 | 37,118 | 32.8 |
| | | Female | 381,125 | 35,308 | 30,824 | 27,293 | 38,085 | 68,222 | 59,065 | 44,467 | 34,418 | 43,443 | 33.7 |
| **RENO** | **260.0** | **Male** | **131,779** | **12,129** | **10,269** | **8,843** | **13,923** | **25,176** | **23,192** | **15,626** | **10,973** | **11,648** | **33.2** |
| | | **Female** | **128,221** | **11,216** | **9,687** | **8,401** | **13,126** | **23,730** | **21,815** | **14,542** | **10,801** | **14,903** | **34.1** |
| Washoe | 260.0 | Male | 131,779 | 12,129 | 10,269 | 8,843 | 13,923 | 25,176 | 23,192 | 15,626 | 10,973 | 11,648 | 33.2 |
| | | Female | 128,221 | 11,216 | 9,687 | 8,401 | 13,126 | 23,730 | 21,815 | 14,542 | 10,801 | 14,903 | 34.1 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Carson City | 41.0 | Male | 20,949 | 1,743 | 1,588 | 1,447 | 1,875 | 3,662 | 3,550 | 2,499 | 1,907 | 2,678 | 35.4 |
| | | Female | 20,051 | 1,634 | 1,451 | 1,346 | 1,552 | 3,038 | 3,245 | 2,337 | 2,026 | 3,422 | 38.1 |
| Churchill | 18.3 | Male | 9,212 | 972 | 893 | 782 | 857 | 1,505 | 1,390 | 987 | 777 | 1,049 | 32.3 |
| | | Female | 9,088 | 917 | 839 | 784 | 758 | 1,391 | 1,380 | 917 | 814 | 1,288 | 34.0 |
| Clark | 773.4 | Male | 392,275 | 37,194 | 32,075 | 28,268 | 39,933 | 75,006 | 61,632 | 45,978 | 35,071 | 37,118 | 32.8 |
| | | Female | 381,125 | 35,308 | 30,824 | 27,293 | 38,085 | 68,222 | 59,065 | 44,467 | 34,418 | 43,443 | 33.7 |
| Douglas | 28.3 | Male | 14,234 | 1,294 | 1,322 | 1,094 | 894 | 2,165 | 2,725 | 1,765 | 1,341 | 1,634 | 36.3 |
| | | Female | 14,066 | 1,296 | 1,233 | 1,034 | 830 | 2,302 | 2,628 | 1,644 | 1,331 | 1,768 | 36.3 |
| Elko | 34.9 | Male | 18,569 | 2,095 | 1,990 | 1,836 | 1,743 | 3,530 | 3,129 | 2,118 | 1,140 | 988 | 29.6 |
| | | Female | 16,331 | 2,028 | 1,865 | 1,502 | 1,545 | 3,152 | 2,520 | 1,689 | 899 | 1,131 | 28.9 |
| Esmeralda | 1.3 | Male | 727 | 50 | 64 | 54 | 61 | 123 | 121 | 99 | 84 | 71 | 36.0 |
| | | Female | 573 | 53 | 45 | 48 | 41 | 94 | 94 | 79 | 49 | 70 | 35.6 |
| Eureka | 1.6 | Male | 872 | 87 | 68 | 66 | 72 | 155 | 139 | 125 | 88 | 72 | 34.2 |
| | | Female | 728 | 81 | 78 | 62 | 49 | 126 | 117 | 90 | 66 | 59 | 32.5 |
| Humboldt | 13.3 | Male | 7,144 | 705 | 767 | 643 | 688 | 1,384 | 1,190 | 765 | 521 | 481 | 30.6 |
| | | Female | 6,156 | 716 | 677 | 550 | 550 | 1,127 | 956 | 655 | 444 | 481 | 30.2 |
| Lander | 6.4 | Male | 3,320 | 383 | 382 | 345 | 283 | 621 | 534 | 391 | 208 | 173 | 29.3 |
| | | Female | 3,080 | 381 | 384 | 327 | 313 | 534 | 478 | 313 | 148 | 202 | 27.5 |
| Lincoln | 3.8 | Male | 1,972 | 185 | 219 | 282 | 128 | 249 | 230 | 198 | 193 | 288 | 31.9 |
| | | Female | 1,828 | 188 | 195 | 228 | 78 | 223 | 212 | 220 | 170 | 314 | 35.1 |
| Lyon | 20.5 | Male | 10,450 | 1,014 | 1,007 | 943 | 651 | 1,422 | 1,549 | 1,273 | 1,105 | 1,486 | 36.2 |
| | | Female | 10,050 | 980 | 922 | 760 | 590 | 1,479 | 1,476 | 1,177 | 1,082 | 1,584 | 37.0 |
| Mineral | 6.5 | Male | 3,323 | 373 | 323 | 321 | 222 | 498 | 470 | 355 | 354 | 407 | 33.5 |
| | | Female | 3,177 | 316 | 295 | 265 | 269 | 475 | 428 | 343 | 347 | 439 | 34.3 |
| Nye | 18.3 | Male | 9,781 | 798 | 809 | 698 | 620 | 1,612 | 1,437 | 1,442 | 1,225 | 1,140 | 37.5 |
| | | Female | 8,519 | 819 | 783 | 654 | 596 | 1,311 | 1,233 | 1,080 | 961 | 1,082 | 35.8 |
| Pershing | 4.5 | Male | 2,311 | 286 | 213 | 198 | 198 | 397 | 305 | 271 | 201 | 242 | 31.6 |
| | | Female | 2,189 | 267 | 251 | 170 | 184 | 349 | 274 | 233 | 181 | 280 | 31.4 |
| Storey | 2.6 | Male | 1,290 | 106 | 100 | 95 | 66 | 173 | 253 | 231 | 142 | 124 | 39.2 |
| | | Female | 1,310 | 102 | 113 | 88 | 88 | 230 | 245 | 184 | 116 | 144 | 36.4 |
| Washoe | 260.0 | Male | 131,779 | 12,129 | 10,269 | 8,843 | 13,923 | 25,176 | 23,192 | 15,626 | 10,973 | 11,648 | 33.2 |
| | | Female | 128,221 | 11,216 | 9,687 | 8,401 | 13,126 | 23,730 | 21,815 | 14,542 | 10,801 | 14,903 | 34.1 |
| White Pine | 9.4 | Male | 5,117 | 483 | 496 | 397 | 416 | 904 | 858 | 624 | 458 | 481 | 33.5 |
| | | Female | 4,283 | 412 | 425 | 406 | 310 | 635 | 596 | 457 | 421 | 621 | 34.3 |
| **TOTAL METRO COUNTIES** | **1,033.4** | **Male** | **524,054** | **49,323** | **42,344** | **37,111** | **53,856** | **100,182** | **84,824** | **61,604** | **46,044** | **48,766** | **32.9** |
| | | **Female** | **509,346** | **46,524** | **40,511** | **35,694** | **51,211** | **91,952** | **80,880** | **59,009** | **45,219** | **58,346** | **33.8** |
| **TOTAL STATE** | **1,244.1** | **Male** | **633,325** | **59,897** | **52,585** | **46,312** | **62,630** | **118,582** | **102,704** | **74,747** | **55,788** | **60,080** | **33.0** |
| | | **Female** | **610,775** | **56,714** | **50,067** | **43,918** | **58,964** | **108,418** | **96,762** | **70,427** | **54,274** | **71,231** | **33.8** |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **NEW HAMPSHIRE** | | | | | | | | | | | | | |
| **MANCHESTER - NASHUA** | **341.3** | **Male** | **167,025** | **16,908** | **14,848** | **13,233** | **16,912** | **33,423** | **28,245** | **17,920** | **12,176** | **13,360** | **31.5** |
| | | **Female** | **174,275** | **16,539** | **13,869** | **12,749** | **17,421** | **33,184** | **28,242** | **17,657** | **13,071** | **21,543** | **33.0** |
| Hillsborough | 341.3 | Male | 167,025 | 16,908 | 14,848 | 13,233 | 16,912 | 33,423 | 28,245 | 17,920 | 12,176 | 13,360 | 31.5 |
| | | Female | 174,275 | 16,539 | 13,869 | 12,749 | 17,421 | 33,184 | 28,242 | 17,657 | 13,071 | 21,543 | 33.0 |
| **PORTSMOUTH - DOVER - ROCHESTER** | **356.6** | **Male** | **175,655** | **17,453** | **15,378** | **13,430** | **19,304** | **34,403** | **30,161** | **18,998** | **12,748** | **13,780** | **31.5** |
| | | **Female** | **180,945** | **16,914** | **14,854** | **12,740** | **19,819** | **34,658** | **30,026** | **18,399** | **13,072** | **20,463** | **32.5** |
| Rockingham | 250.8 | Male | 124,418 | 12,568 | 11,064 | 9,793 | 11,443 | 24,650 | 22,597 | 14,046 | 8,882 | 9,375 | 32.0 |
| | | Female | 126,382 | 12,256 | 10,662 | 9,291 | 10,920 | 24,932 | 22,397 | 13,365 | 8,938 | 13,621 | 33.0 |
| Strafford | 105.8 | Male | 51,237 | 4,885 | 4,314 | 3,637 | 7,861 | 9,753 | 7,564 | 4,952 | 3,866 | 4,405 | 30.0 |
| | | Female | 54,563 | 4,658 | 4,192 | 3,449 | 8,899 | 9,726 | 7,629 | 5,034 | 4,134 | 6,842 | 31.3 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Belknap | 49.9 | Male | 24,378 | 2,223 | 2,234 | 2,088 | 1,963 | 4,016 | 4,152 | 2,732 | 2,181 | 2,789 | 34.2 |
| | | Female | 25,522 | 2,161 | 2,197 | 1,949 | 1,914 | 4,157 | 4,133 | 2,668 | 2,311 | 4,032 | 35.9 |
| Carroll | 36.3 | Male | 17,682 | 1,552 | 1,584 | 1,320 | 1,159 | 2,793 | 3,027 | 1,974 | 1,717 | 2,556 | 36.4 |
| | | Female | 18,618 | 1,502 | 1,520 | 1,261 | 1,232 | 2,961 | 3,056 | 1,880 | 1,932 | 3,274 | 37.7 |
| Cheshire | 71.1 | Male | 34,353 | 3,168 | 3,165 | 2,645 | 4,184 | 5,367 | 5,505 | 3,691 | 2,889 | 3,739 | 32.5 |
| | | Female | 36,747 | 3,006 | 2,884 | 2,598 | 4,622 | 5,640 | 5,573 | 3,757 | 3,088 | 5,579 | 34.3 |
| Coos | 34.9 | Male | 16,909 | 1,427 | 1,458 | 1,497 | 1,437 | 2,605 | 2,594 | 1,844 | 1,734 | 2,313 | 35.1 |
| | | Female | 17,991 | 1,396 | 1,425 | 1,434 | 1,363 | 2,644 | 2,529 | 1,883 | 1,876 | 3,441 | 37.9 |
| Grafton | 75.9 | Male | 37,454 | 3,150 | 3,120 | 2,739 | 6,244 | 5,849 | 5,840 | 3,713 | 2,962 | 3,837 | 30.9 |
| | | Female | 38,446 | 2,990 | 2,948 | 2,661 | 5,482 | 6,030 | 5,895 | 3,724 | 3,147 | 5,569 | 33.5 |
| Hillsborough | 341.3 | Male | 167,025 | 16,908 | 14,848 | 13,233 | 16,912 | 33,423 | 28,245 | 17,920 | 12,176 | 13,360 | 31.5 |
| | | Female | 174,275 | 16,539 | 13,869 | 12,749 | 17,421 | 33,184 | 28,242 | 17,657 | 13,071 | 21,543 | 33.0 |
| Merrimack | 122.2 | Male | 59,808 | 5,804 | 5,408 | 4,743 | 5,689 | 10,988 | 10,493 | 6,305 | 4,683 | 5,695 | 32.5 |
| | | Female | 62,392 | 5,405 | 5,230 | 4,529 | 5,478 | 11,227 | 10,178 | 6,240 | 4,969 | 9,136 | 34.4 |
| Rockingham | 250.8 | Male | 124,418 | 12,568 | 11,064 | 9,793 | 11,443 | 24,650 | 22,597 | 14,046 | 8,882 | 9,375 | 32.0 |
| | | Female | 126,382 | 12,256 | 10,662 | 9,291 | 10,920 | 24,932 | 22,397 | 13,365 | 8,938 | 13,621 | 33.0 |
| Strafford | 105.8 | Male | 51,237 | 4,885 | 4,314 | 3,637 | 7,861 | 9,753 | 7,564 | 4,952 | 3,866 | 4,405 | 30.0 |
| | | Female | 54,563 | 4,658 | 4,192 | 3,449 | 8,899 | 9,726 | 7,629 | 5,034 | 4,134 | 6,842 | 31.3 |
| Sullivan | 39.0 | Male | 19,118 | 1,814 | 1,715 | 1,690 | 1,579 | 2,974 | 3,139 | 2,114 | 1,732 | 2,361 | 34.3 |
| | | Female | 19,882 | 1,643 | 1,629 | 1,545 | 1,594 | 3,051 | 3,157 | 2,058 | 1,848 | 3,357 | 36.5 |
| **TOTAL METRO COUNTIES** | **697.9** | **Male** | **342,680** | **34,361** | **30,226** | **26,663** | **36,216** | **67,826** | **58,406** | **36,918** | **24,924** | **27,140** | **31.5** |
| | | **Female** | **355,220** | **33,453** | **28,723** | **25,489** | **37,240** | **67,842** | **58,268** | **36,056** | **26,143** | **42,006** | **32.8** |
| **TOTAL STATE** | **1,127.2** | **Male** | **552,382** | **53,499** | **48,910** | **43,385** | **58,471** | **102,418** | **93,156** | **59,291** | **42,822** | **50,430** | **32.0** |
| | | **Female** | **574,818** | **51,556** | **46,556** | **41,466** | **58,925** | **103,552** | **92,789** | **58,266** | **45,314** | **76,394** | **33.6** |
| **NEW JERSEY** | | | | | | | | | | | | | |
| **ATLANTIC CITY** | **323.0** | **Male** | **155,152** | **14,010** | **12,040** | **11,615** | **15,962** | **28,005** | **23,045** | **15,543** | **14,192** | **20,740** | **33.6** |
| | | **Female** | **167,848** | **13,520** | **11,583** | **11,100** | **15,489** | **28,230** | **23,091** | **16,925** | **16,403** | **31,507** | **36.7** |
| Atlantic | 226.7 | Male | 108,928 | 10,030 | 8,411 | 8,325 | 11,613 | 20,698 | 16,486 | 11,011 | 9,494 | 12,860 | 32.8 |
| | | Female | 117,772 | 9,641 | 8,010 | 7,976 | 11,715 | 20,790 | 16,664 | 11,992 | 10,949 | 20,035 | 35.5 |
| Cape May | 96.3 | Male | 46,224 | 3,980 | 3,629 | 3,290 | 4,349 | 7,307 | 6,559 | 4,532 | 4,698 | 7,880 | 35.8 |
| | | Female | 50,076 | 3,879 | 3,573 | 3,124 | 3,774 | 7,440 | 6,427 | 4,933 | 5,454 | 11,472 | 40.1 |
| **BERGEN - PASSAIC** | **1,276.9** | **Male** | **613,525** | **50,818** | **45,447** | **46,519** | **62,083** | **105,950** | **95,646** | **72,549** | **61,572** | **72,941** | **34.6** |
| | | **Female** | **663,375** | **48,372** | **43,022** | **44,511** | **60,615** | **107,061** | **100,783** | **79,395** | **68,501** | **111,115** | **37.8** |
| Bergen | 823.7 | Male | 395,273 | 30,525 | 27,607 | 28,721 | 36,919 | 66,459 | 62,905 | 48,963 | 42,759 | 50,415 | 36.2 |
| | | Female | 428,427 | 28,733 | 26,200 | 27,290 | 35,875 | 67,497 | 66,653 | 53,609 | 47,290 | 75,280 | 39.3 |
| Passaic | 453.2 | Male | 218,252 | 20,293 | 17,840 | 17,798 | 25,164 | 39,491 | 32,741 | 23,586 | 18,813 | 22,526 | 32.1 |
| | | Female | 234,948 | 19,639 | 16,822 | 17,221 | 24,740 | 39,564 | 34,130 | 25,786 | 21,211 | 35,835 | 34.9 |
| **JERSEY CITY** | **550.9** | **Male** | **267,010** | **22,636** | **19,682** | **20,424** | **30,804** | **56,933** | **39,653** | **27,548** | **22,760** | **26,570** | **32.0** |
| | | **Female** | **283,890** | **21,608** | **19,217** | **19,416** | **29,675** | **53,734** | **39,955** | **30,176** | **26,641** | **43,468** | **34.7** |
| Hudson | 550.9 | Male | 267,010 | 22,636 | 19,682 | 20,424 | 30,804 | 56,933 | 39,653 | 27,548 | 22,760 | 26,570 | 32.0 |
| | | Female | 283,890 | 21,608 | 19,217 | 19,416 | 29,675 | 53,734 | 39,955 | 30,176 | 26,641 | 43,468 | 34.7 |
| **MIDDLESEX - SOMERSET - HUNTERDON** | **1,031.4** | **Male** | **507,960** | **43,472** | **37,062** | **36,878** | **56,034** | **99,564** | **83,613** | **58,871** | **45,248** | **47,218** | **33.1** |
| | | **Female** | **523,440** | **41,435** | **34,655** | **34,300** | **54,034** | **98,155** | **84,470** | **59,832** | **47,895** | **68,664** | **34.9** |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **NEW JERSEY (continued)** | | | | | | | | | | | | | |
| **MIDDLESEX - SOMERSET - HUNTERDON (continued)** | | | | | | | | | | | | | |
| Hunterdon | 109.3 | Male | 54,494 | 4,817 | 4,493 | 4,268 | 4,973 | 9,093 | 10,253 | 7,714 | 4,637 | 4,246 | 34.6 |
| | | Female | 54,806 | 4,628 | 4,186 | 4,025 | 4,199 | 9,374 | 10,658 | 7,271 | 4,403 | 6,062 | 35.9 |
| Middlesex | 677.4 | Male | 333,224 | 28,044 | 23,942 | 23,872 | 40,546 | 66,388 | 52,847 | 36,246 | 29,107 | 32,232 | 32.6 |
| | | Female | 344,176 | 26,828 | 22,250 | 22,256 | 39,716 | 64,575 | 52,576 | 37,283 | 31,730 | 46,962 | 34.5 |
| Somerset | 244.7 | Male | 120,242 | 10,611 | 8,627 | 8,738 | 10,515 | 24,083 | 20,513 | 14,911 | 11,504 | 10,740 | 34.0 |
| | | Female | 124,458 | 9,979 | 8,219 | 8,019 | 10,119 | 24,206 | 21,236 | 15,278 | 11,762 | 15,640 | 35.8 |
| **MONMOUTH - OCEAN** | **1,000.9** | **Male** | **479,103** | **42,691** | **39,775** | **38,717** | **43,172** | **76,318** | **75,548** | **52,965** | **41,224** | **68,693** | **34.9** |
| | | **Female** | **521,797** | **41,282** | **38,157** | **37,121** | **41,045** | **78,490** | **78,608** | **54,417** | **48,219** | **104,458** | **38.2** |
| Monmouth | 560.1 | Male | 271,453 | 24,616 | 22,831 | 22,709 | 25,950 | 45,041 | 46,031 | 32,922 | 23,718 | 27,635 | 33.8 |
| | | Female | 288,647 | 23,544 | 21,914 | 21,666 | 23,997 | 46,534 | 47,829 | 33,517 | 26,206 | 43,440 | 36.4 |
| Ocean | 440.8 | Male | 207,650 | 18,075 | 16,944 | 16,008 | 17,222 | 31,277 | 29,517 | 20,043 | 17,506 | 41,058 | 36.5 |
| | | Female | 233,150 | 17,738 | 16,243 | 15,455 | 17,048 | 31,956 | 30,779 | 20,900 | 22,013 | 61,018 | 40.9 |
| **NEWARK** | **1,822.7** | **Male** | **874,127** | **78,078** | **70,897** | **71,567** | **91,244** | **154,001** | **138,243** | **103,579** | **78,499** | **88,019** | **33.1** |
| | | **Female** | **948,573** | **74,917** | **67,959** | **68,453** | **90,387** | **158,577** | **149,702** | **111,433** | **87,476** | **139,669** | **35.9** |
| Essex | 774.3 | Male | 365,870 | 33,704 | 30,950 | 31,579 | 41,706 | 65,383 | 54,895 | 39,662 | 31,177 | 36,814 | 31.9 |
| | | Female | 408,430 | 32,599 | 29,775 | 30,421 | 41,645 | 68,903 | 61,878 | 45,183 | 37,196 | 60,830 | 35.1 |
| Morris | 422.2 | Male | 206,149 | 17,222 | 15,884 | 16,549 | 20,382 | 35,441 | 35,115 | 28,519 | 19,578 | 17,459 | 34.3 |
| | | Female | 216,051 | 16,456 | 15,234 | 15,694 | 20,107 | 35,328 | 37,523 | 29,240 | 19,599 | 26,870 | 36.4 |
| Sussex | 132.3 | Male | 65,634 | 6,904 | 6,305 | 5,778 | 5,623 | 11,527 | 12,261 | 8,270 | 4,358 | 4,608 | 32.1 |
| | | Female | 66,666 | 6,518 | 5,952 | 5,480 | 5,227 | 12,026 | 12,410 | 7,524 | 4,363 | 7,166 | 33.4 |
| Union | 493.9 | Male | 236,474 | 20,248 | 17,758 | 17,661 | 23,533 | 41,650 | 35,972 | 27,128 | 23,386 | 29,138 | 34.4 |
| | | Female | 257,426 | 19,344 | 16,998 | 16,858 | 23,408 | 42,320 | 37,891 | 29,486 | 26,318 | 44,803 | 37.6 |
| **TRENTON** | **328.1** | **Male** | **158,665** | **13,802** | **12,441** | **11,823** | **19,389** | **28,060** | **25,391** | **17,521** | **13,733** | **16,505** | **32.8** |
| | | **Female** | **169,435** | **13,054** | **11,875** | **11,479** | **18,852** | **27,926** | **26,317** | **18,652** | **15,385** | **25,895** | **35.6** |
| Mercer | 328.1 | Male | 158,665 | 13,802 | 12,441 | 11,823 | 19,389 | 28,060 | 25,391 | 17,521 | 13,733 | 16,505 | 32.8 |
| | | Female | 169,435 | 13,054 | 11,875 | 11,479 | 18,852 | 27,926 | 26,317 | 18,652 | 15,385 | 25,895 | 35.6 |
| **VINELAND - MILLVILLE - BRIDGETON** | **138.5** | **Male** | **67,566** | **6,393** | **6,169** | **6,125** | **7,026** | **11,771** | **9,984** | **7,118** | **5,577** | **7,403** | **31.9** |
| | | **Female** | **70,934** | **6,037** | **5,825** | **5,768** | **6,790** | **10,920** | **10,189** | **7,553** | **6,575** | **11,277** | **35.1** |
| Cumberland | 138.5 | Male | 67,566 | 6,393 | 6,169 | 6,125 | 7,026 | 11,771 | 9,984 | 7,118 | 5,577 | 7,403 | 31.9 |
| | | Female | 70,934 | 6,037 | 5,825 | 5,768 | 6,790 | 10,920 | 10,189 | 7,553 | 6,575 | 11,277 | 35.1 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Atlantic | 226.7 | Male | 108,928 | 10,030 | 8,411 | 8,325 | 11,613 | 20,698 | 16,486 | 11,011 | 9,494 | 12,860 | 32.8 |
| | | Female | 117,772 | 9,641 | 8,010 | 7,976 | 11,715 | 20,790 | 16,664 | 11,992 | 10,949 | 20,035 | 35.5 |
| Bergen | 823.7 | Male | 395,273 | 30,525 | 27,607 | 28,721 | 36,919 | 66,459 | 62,905 | 48,963 | 42,759 | 50,415 | 36.2 |
| | | Female | 428,427 | 28,733 | 26,200 | 27,290 | 35,875 | 67,497 | 66,653 | 53,609 | 47,290 | 75,280 | 39.3 |
| ☐ Burlington | 399.1 | Male | 197,198 | 17,992 | 16,973 | 16,293 | 22,767 | 35,918 | 30,982 | 21,894 | 17,039 | 17,340 | 31.8 |
| | | Female | 201,902 | 17,197 | 16,220 | 15,324 | 19,270 | 35,388 | 32,222 | 22,868 | 18,291 | 25,122 | 34.3 |
| ☐ Camden | 506.7 | Male | 243,641 | 24,966 | 23,105 | 21,252 | 24,108 | 43,678 | 36,916 | 25,208 | 20,190 | 24,218 | 31.5 |
| | | Female | 263,059 | 23,930 | 21,795 | 19,936 | 24,638 | 45,614 | 39,602 | 27,318 | 22,948 | 37,278 | 34.0 |
| Cape May | 96.3 | Male | 46,224 | 3,980 | 3,629 | 3,290 | 4,349 | 7,307 | 6,559 | 4,532 | 4,698 | 7,880 | 35.8 |
| | | Female | 50,076 | 3,879 | 3,573 | 3,124 | 3,774 | 7,440 | 6,427 | 4,933 | 5,454 | 11,472 | 40.1 |
| Cumberland | 138.5 | Male | 67,566 | 6,393 | 6,169 | 6,125 | 7,026 | 11,771 | 9,984 | 7,118 | 5,577 | 7,403 | 31.9 |
| | | Female | 70,934 | 6,037 | 5,825 | 5,768 | 6,790 | 10,920 | 10,189 | 7,553 | 6,575 | 11,277 | 35.1 |
| Essex | 774.3 | Male | 365,870 | 33,704 | 30,950 | 31,579 | 41,706 | 65,383 | 54,895 | 39,662 | 31,177 | 36,814 | 31.9 |
| | | Female | 408,430 | 32,599 | 29,775 | 30,421 | 41,645 | 68,903 | 61,878 | 45,183 | 37,196 | 60,830 | 35.1 |
| ☐ Gloucester | 232.8 | Male | 113,295 | 11,242 | 10,934 | 9,909 | 11,597 | 19,897 | 18,325 | 12,147 | 9,116 | 10,128 | 31.5 |
| | | Female | 119,505 | 10,573 | 10,453 | 9,576 | 11,943 | 20,828 | 18,979 | 12,297 | 10,032 | 14,824 | 33.3 |
| Hudson | 550.9 | Male | 267,010 | 22,636 | 19,682 | 20,424 | 30,804 | 56,933 | 39,653 | 27,548 | 22,760 | 26,570 | 32.0 |
| | | Female | 283,890 | 21,608 | 19,217 | 19,416 | 29,675 | 53,734 | 39,955 | 30,176 | 26,641 | 43,468 | 34.7 |
| Hunterdon | 109.3 | Male | 54,494 | 4,817 | 4,493 | 4,268 | 4,973 | 9,093 | 10,253 | 7,714 | 4,637 | 4,246 | 34.6 |
| | | Female | 54,806 | 4,628 | 4,186 | 4,025 | 4,199 | 9,374 | 10,658 | 7,271 | 4,403 | 6,062 | 35.9 |
| Mercer | 328.1 | Male | 158,665 | 13,802 | 12,441 | 11,823 | 19,389 | 28,060 | 25,391 | 17,521 | 13,733 | 16,505 | 32.8 |
| | | Female | 169,435 | 13,054 | 11,875 | 11,479 | 18,852 | 27,926 | 26,317 | 18,652 | 15,385 | 25,895 | 35.6 |
| Middlesex | 677.4 | Male | 333,224 | 28,044 | 23,942 | 23,872 | 40,546 | 66,388 | 52,847 | 36,246 | 29,107 | 32,232 | 32.6 |
| | | Female | 344,176 | 26,828 | 22,250 | 22,256 | 39,716 | 64,575 | 52,576 | 37,283 | 31,730 | 46,962 | 34.5 |
| Monmouth | 560.1 | Male | 271,453 | 24,616 | 22,831 | 22,709 | 25,950 | 45,041 | 46,031 | 32,922 | 23,718 | 27,635 | 33.8 |
| | | Female | 288,647 | 23,544 | 21,914 | 21,666 | 23,997 | 46,534 | 47,829 | 33,517 | 26,206 | 43,440 | 36.4 |
| Morris | 422.2 | Male | 206,149 | 17,222 | 15,884 | 16,549 | 20,382 | 35,441 | 35,115 | 28,519 | 19,578 | 17,459 | 34.3 |
| | | Female | 216,051 | 16,456 | 15,234 | 15,694 | 20,107 | 35,328 | 37,523 | 29,240 | 19,599 | 26,870 | 36.4 |
| Ocean | 440.8 | Male | 207,650 | 18,075 | 16,944 | 16,008 | 17,222 | 31,277 | 29,517 | 20,043 | 17,506 | 41,058 | 36.5 |
| | | Female | 233,150 | 17,738 | 16,243 | 15,455 | 17,048 | 31,956 | 30,779 | 20,900 | 22,013 | 61,018 | 40.9 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **NEW JERSEY (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Passaic | 453.2 | Male | 218,252 | 20,293 | 17,840 | 17,798 | 25,164 | 39,491 | 32,741 | 23,586 | 18,813 | 22,526 | 32.1 |
| | | Female | 234,948 | 19,639 | 16,822 | 17,221 | 24,740 | 39,564 | 34,130 | 25,786 | 21,211 | 35,835 | 34.9 |
| ☐ Salem | 65.5 | Male | 31,532 | 2,717 | 2,968 | 2,989 | 2,919 | 4,703 | 4,830 | 3,661 | 2,883 | 3,862 | 33.9 |
| | | Female | 33,968 | 2,676 | 2,837 | 2,707 | 2,854 | 5,156 | 5,144 | 3,725 | 3,166 | 5,703 | 36.5 |
| Somerset | 244.7 | Male | 120,242 | 10,611 | 8,627 | 8,738 | 10,515 | 24,083 | 20,513 | 14,911 | 11,504 | 10,740 | 34.0 |
| | | Female | 124,458 | 9,979 | 8,219 | 8,019 | 10,119 | 24,206 | 21,236 | 15,278 | 11,762 | 15,640 | 35.8 |
| Sussex | 132.3 | Male | 65,634 | 6,904 | 6,305 | 5,778 | 5,623 | 11,527 | 12,261 | 8,270 | 4,358 | 4,608 | 32.1 |
| | | Female | 66,666 | 6,518 | 5,952 | 5,480 | 5,227 | 12,026 | 12,410 | 7,524 | 4,363 | 7,166 | 33.4 |
| Union | 493.9 | Male | 236,474 | 20,248 | 17,758 | 17,661 | 23,533 | 41,650 | 35,972 | 27,128 | 23,386 | 29,138 | 34.4 |
| | | Female | 257,426 | 19,344 | 16,998 | 16,858 | 23,408 | 42,320 | 37,891 | 29,486 | 26,318 | 44,803 | 37.6 |
| ☐ Warren | 92.3 | Male | 44,545 | 4,299 | 3,851 | 3,533 | 3,899 | 7,828 | 7,355 | 5,213 | 3,807 | 4,760 | 33.5 |
| | | Female | 47,755 | 4,238 | 3,694 | 3,357 | 4,179 | 8,090 | 7,493 | 5,114 | 4,150 | 7,440 | 35.4 |
| **TOTAL METRO COUNTIES** | **7,768.8** | **Male** | **3,753,319** | **333,116** | **301,344** | **297,644** | **391,004** | **672,626** | **589,531** | **423,817** | **335,840** | **408,397** | **33.2** |
| | | **Female** | **4,015,481** | **318,839** | **287,292** | **283,048** | **379,771** | **678,169** | **616,555** | **449,705** | **375,682** | **626,420** | **36.0** |
| **TOTAL STATE** | **7,768.8** | **Male** | **3,753,319** | **333,116** | **301,344** | **297,644** | **391,004** | **672,626** | **589,531** | **423,817** | **335,840** | **408,397** | **33.2** |
| | | **Female** | **4,015,481** | **318,839** | **287,292** | **283,048** | **379,771** | **678,169** | **616,555** | **449,705** | **375,682** | **626,420** | **36.0** |
| **NEW MEXICO** | | | | | | | | | | | | | |
| **ALBUQUERQUE** | **491.3** | **Male** | **239,802** | **23,929** | **22,418** | **19,609** | **25,372** | **45,514** | **39,417** | **24,609** | **17,797** | **21,137** | **31.3** |
| | | **Female** | **251,498** | **22,757** | **21,687** | **18,877** | **25,394** | **45,336** | **40,434** | **26,483** | **20,173** | **30,357** | **33.2** |
| Bernalillo | 491.3 | Male | 239,802 | 23,929 | 22,418 | 19,609 | 25,372 | 45,514 | 39,417 | 24,609 | 17,797 | 21,137 | 31.3 |
| | | Female | 251,498 | 22,757 | 21,687 | 18,877 | 25,394 | 45,336 | 40,434 | 26,483 | 20,173 | 30,357 | 33.2 |
| **LAS CRUCES** | **138.6** | **Male** | **68,924** | **7,565** | **7,283** | **6,845** | **9,952** | **11,630** | **9,170** | **5,993** | **5,033** | **5,453** | **27.4** |
| | | **Female** | **69,676** | **7,242** | **7,010** | **6,582** | **9,747** | **11,532** | **9,277** | **6,383** | **5,220** | **6,683** | **28.7** |
| Dona Ana | 138.6 | Male | 68,924 | 7,565 | 7,283 | 6,845 | 9,952 | 11,630 | 9,170 | 5,993 | 5,033 | 5,453 | 27.4 |
| | | Female | 69,676 | 7,242 | 7,010 | 6,582 | 9,747 | 11,532 | 9,277 | 6,383 | 5,220 | 6,683 | 28.7 |
| **SANTA FE** | **118.7** | **Male** | **58,494** | **5,303** | **5,396** | **5,067** | **4,872** | **9,539** | **11,058** | **7,445** | **4,760** | **5,054** | **34.0** |
| | | **Female** | **60,206** | **5,207** | **5,230** | **4,799** | **4,554** | **9,476** | **11,456** | **7,626** | **5,076** | **6,782** | **35.7** |
| Los Alamos | 18.1 | Male | 9,177 | 727 | 877 | 835 | 472 | 1,263 | 1,646 | 1,595 | 994 | 768 | 37.5 |
| | | Female | 8,923 | 692 | 765 | 831 | 409 | 1,267 | 1,636 | 1,507 | 935 | 881 | 38.0 |
| Santa Fe | 100.6 | Male | 49,317 | 4,576 | 4,519 | 4,232 | 4,400 | 8,276 | 9,412 | 5,850 | 3,766 | 4,286 | 33.4 |
| | | Female | 51,283 | 4,515 | 4,465 | 3,968 | 4,145 | 8,209 | 9,820 | 6,119 | 4,141 | 5,901 | 35.3 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Bernalillo | 491.3 | Male | 239,802 | 23,929 | 22,418 | 19,609 | 25,372 | 45,514 | 39,417 | 24,609 | 17,797 | 21,137 | 31.3 |
| | | Female | 251,498 | 22,757 | 21,687 | 18,877 | 25,394 | 45,336 | 40,434 | 26,483 | 20,173 | 30,357 | 33.2 |
| Catron | 2.6 | Male | 1,368 | 112 | 138 | 124 | 78 | 172 | 211 | 175 | 156 | 202 | 37.8 |
| | | Female | 1,232 | 88 | 115 | 120 | 70 | 152 | 205 | 158 | 133 | 191 | 38.5 |
| Chaves | 58.0 | Male | 28,509 | 3,015 | 3,291 | 3,036 | 2,889 | 4,125 | 3,760 | 2,591 | 2,244 | 3,558 | 29.9 |
| | | Female | 29,491 | 2,830 | 3,078 | 2,637 | 2,512 | 4,264 | 3,868 | 2,729 | 2,715 | 4,858 | 33.7 |
| Cibola | 23.5 | Male | 11,514 | 1,302 | 1,406 | 1,320 | 1,077 | 1,875 | 1,598 | 1,124 | 914 | 898 | 28.5 |
| | | Female | 11,986 | 1,283 | 1,390 | 1,329 | 1,072 | 1,902 | 1,683 | 1,240 | 1,011 | 1,076 | 29.8 |
| Colfax | 12.8 | Male | 6,409 | 548 | 643 | 830 | 449 | 810 | 928 | 695 | 594 | 912 | 34.1 |
| | | Female | 6,391 | 550 | 571 | 547 | 430 | 902 | 894 | 681 | 645 | 1,171 | 37.2 |
| Curry | 42.1 | Male | 20,667 | 2,394 | 2,246 | 1,905 | 2,460 | 3,898 | 2,718 | 1,774 | 1,424 | 1,848 | 28.4 |
| | | Female | 21,433 | 2,347 | 2,211 | 1,930 | 2,298 | 3,699 | 2,691 | 1,914 | 1,621 | 2,722 | 30.2 |
| De Baca | 2.2 | Male | 1,079 | 101 | 115 | 89 | 58 | 136 | 129 | 121 | 124 | 206 | 38.1 |
| | | Female | 1,121 | 78 | 97 | 78 | 63 | 136 | 120 | 123 | 138 | 288 | 44.0 |
| Dona Ana | 138.6 | Male | 68,924 | 7,565 | 7,283 | 6,845 | 9,952 | 11,630 | 9,170 | 5,993 | 5,033 | 5,453 | 27.4 |
| | | Female | 69,676 | 7,242 | 7,010 | 6,582 | 9,747 | 11,532 | 9,277 | 6,383 | 5,220 | 6,683 | 28.7 |
| Eddy | 48.5 | Male | 23,747 | 2,449 | 2,803 | 2,438 | 1,905 | 3,381 | 3,360 | 2,258 | 2,048 | 3,105 | 31.7 |
| | | Female | 24,753 | 2,264 | 2,492 | 2,274 | 1,860 | 3,558 | 3,366 | 2,364 | 2,318 | 4,257 | 34.8 |
| Grant | 27.8 | Male | 13,657 | 1,357 | 1,537 | 1,498 | 1,244 | 1,674 | 1,853 | 1,478 | 1,257 | 1,759 | 32.1 |
| | | Female | 14,143 | 1,299 | 1,438 | 1,371 | 1,255 | 1,856 | 2,009 | 1,463 | 1,323 | 2,129 | 34.2 |
| Guadalupe | 4.1 | Male | 2,056 | 204 | 237 | 218 | 154 | 322 | 258 | 216 | 181 | 266 | 31.7 |
| | | Female | 2,044 | 203 | 224 | 177 | 173 | 318 | 243 | 229 | 186 | 291 | 32.7 |
| Harding | 1.0 | Male | 514 | 37 | 48 | 58 | 36 | 53 | 76 | 49 | 53 | 104 | 38.3 |
| | | Female | 486 | 46 | 38 | 54 | 27 | 53 | 63 | 44 | 55 | 106 | 39.0 |
| Hidalgo | 5.9 | Male | 2,990 | 312 | 342 | 340 | 273 | 454 | 394 | 311 | 264 | 300 | 30.0 |
| | | Female | 2,910 | 300 | 326 | 348 | 231 | 415 | 392 | 289 | 229 | 380 | 31.0 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **NEW MEXICO (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Lea | 55.1 | Male | 27,214 | 3,053 | 3,419 | 2,985 | 2,398 | 4,325 | 3,796 | 2,479 | 2,247 | 2,512 | 29.1 |
| | | Female | 27,886 | 2,880 | 3,191 | 2,900 | 2,387 | 4,367 | 3,726 | 2,635 | 2,479 | 3,321 | 30.9 |
| Lincoln | 12.2 | Male | 6,019 | 521 | 533 | 516 | 422 | 880 | 922 | 727 | 640 | 858 | 36.5 |
| | | Female | 6,181 | 484 | 546 | 516 | 374 | 850 | 968 | 715 | 698 | 1,030 | 38.3 |
| Los Alamos | 18.1 | Male | 9,177 | 727 | 877 | 835 | 472 | 1,263 | 1,646 | 1,595 | 994 | 768 | 37.5 |
| | | Female | 8,923 | 692 | 765 | 831 | 409 | 1,267 | 1,636 | 1,507 | 935 | 881 | 38.0 |
| Luna | 18.3 | Male | 8,794 | 817 | 931 | 904 | 647 | 1,012 | 987 | 842 | 962 | 1,692 | 35.9 |
| | | Female | 9,506 | 844 | 932 | 929 | 660 | 1,100 | 1,060 | 933 | 1,060 | 1,988 | 37.7 |
| McKinley | 61.3 | Male | 29,588 | 4,394 | 3,982 | 3,582 | 3,161 | 4,868 | 3,820 | 2,418 | 1,648 | 1,715 | 24.3 |
| | | Female | 31,712 | 4,419 | 3,964 | 3,618 | 3,186 | 5,316 | 4,261 | 2,813 | 1,946 | 2,189 | 26.3 |
| Mora | 4.2 | Male | 2,101 | 183 | 242 | 185 | 183 | 291 | 299 | 231 | 200 | 287 | 33.8 |
| | | Female | 2,099 | 188 | 238 | 198 | 168 | 293 | 280 | 190 | 211 | 333 | 33.8 |
| Otero | 52.2 | Male | 26,438 | 3,141 | 2,641 | 2,343 | 3,216 | 4,965 | 3,624 | 2,360 | 1,999 | 2,149 | 28.8 |
| | | Female | 25,762 | 2,952 | 2,701 | 2,312 | 2,617 | 4,558 | 3,457 | 2,453 | 2,100 | 2,612 | 30.0 |
| Quay | 10.8 | Male | 5,210 | 444 | 517 | 541 | 369 | 647 | 746 | 648 | 541 | 757 | 36.2 |
| | | Female | 5,590 | 458 | 510 | 516 | 366 | 709 | 782 | 635 | 564 | 1,050 | 38.0 |
| Rio Arriba | 34.7 | Male | 17,201 | 1,941 | 1,921 | 1,809 | 1,614 | 2,824 | 2,541 | 1,740 | 1,265 | 1,546 | 29.7 |
| | | Female | 17,499 | 2,013 | 1,907 | 1,732 | 1,649 | 2,780 | 2,520 | 1,690 | 1,402 | 1,806 | 30.2 |
| Roosevelt | 16.7 | Male | 8,132 | 762 | 814 | 768 | 1,397 | 1,173 | 949 | 738 | 608 | 923 | 27.8 |
| | | Female | 8,568 | 750 | 780 | 717 | 1,423 | 1,135 | 991 | 743 | 689 | 1,340 | 30.4 |
| Sandoval | 66.0 | Male | 32,397 | 4,136 | 3,792 | 3,015 | 2,414 | 5,928 | 5,303 | 2,839 | 1,991 | 2,979 | 29.8 |
| | | Female | 33,603 | 3,905 | 3,557 | 2,842 | 2,560 | 6,385 | 5,311 | 3,031 | 2,360 | 3,652 | 31.2 |
| San Juan | 91.6 | Male | 44,993 | 5,623 | 6,098 | 5,208 | 3,793 | 7,440 | 6,598 | 4,119 | 3,037 | 3,077 | 27.4 |
| | | Female | 46,607 | 5,561 | 5,894 | 5,142 | 4,035 | 7,662 | 6,750 | 4,367 | 3,279 | 3,917 | 28.5 |
| San Miguel | 25.8 | Male | 12,793 | 1,370 | 1,399 | 1,287 | 1,436 | 2,034 | 1,773 | 1,299 | 887 | 1,308 | 29.4 |
| | | Female | 13,007 | 1,292 | 1,329 | 1,199 | 1,348 | 2,033 | 1,818 | 1,284 | 1,013 | 1,691 | 31.6 |
| Santa Fe | 100.6 | Male | 49,317 | 4,576 | 4,519 | 4,232 | 4,400 | 8,276 | 9,412 | 5,850 | 3,766 | 4,286 | 33.4 |
| | | Female | 51,283 | 4,515 | 4,465 | 3,968 | 4,145 | 8,209 | 9,820 | 6,119 | 4,141 | 5,901 | 35.3 |
| Sierra | 10.0 | Male | 4,904 | 370 | 351 | 289 | 260 | 458 | 448 | 468 | 724 | 1,536 | 50.6 |
| | | Female | 5,096 | 310 | 340 | 324 | 262 | 502 | 492 | 543 | 707 | 1,616 | 51.1 |
| Socorro | 14.8 | Male | 7,506 | 725 | 744 | 790 | 941 | 1,188 | 1,077 | 738 | 586 | 717 | 29.7 |
| | | Female | 7,294 | 754 | 779 | 735 | 730 | 1,168 | 990 | 771 | 536 | 831 | 30.8 |
| Taos | 23.2 | Male | 11,373 | 1,125 | 1,243 | 1,105 | 934 | 1,606 | 1,956 | 1,338 | 939 | 1,127 | 33.0 |
| | | Female | 11,827 | 1,070 | 1,171 | 1,067 | 873 | 1,761 | 2,076 | 1,350 | 1,026 | 1,433 | 34.8 |
| Torrance | 10.6 | Male | 5,321 | 528 | 613 | 621 | 345 | 748 | 873 | 572 | 463 | 558 | 32.4 |
| | | Female | 5,279 | 507 | 602 | 549 | 334 | 828 | 818 | 572 | 422 | 647 | 32.8 |
| Union | 4.0 | Male | 1,951 | 196 | 196 | 191 | 125 | 249 | 260 | 229 | 193 | 312 | 35.7 |
| | | Female | 2,049 | 190 | 208 | 157 | 109 | 267 | 256 | 229 | 225 | 408 | 38.7 |
| Valencia | 46.2 | Male | 23,190 | 2,447 | 2,579 | 2,257 | 1,933 | 3,957 | 3,631 | 2,448 | 1,795 | 2,143 | 31.0 |
| | | Female | 23,010 | 2,428 | 2,431 | 2,185 | 1,870 | 3,848 | 3,534 | 2,331 | 1,877 | 2,506 | 31.7 |
| **TOTAL METRO COUNTIES** | **748.6** | **Male** | **367,220** | **36,797** | **35,097** | **31,521** | **40,196** | **66,683** | **59,645** | **38,047** | **27,590** | **31,644** | **31.0** |
| | | **Female** | **381,380** | **35,206** | **33,927** | **30,258** | **39,695** | **66,344** | **61,167** | **40,492** | **30,459** | **43,822** | **32.8** |
| **TOTAL STATE** | **1,534.8** | **Male** | **754,855** | **80,404** | **79,918** | **71,773** | **76,407** | **128,176** | **114,533** | **75,072** | **57,574** | **70,998** | **30.4** |
| | | **Female** | **779,945** | **77,499** | **76,987** | **68,761** | **74,637** | **129,161** | **116,791** | **79,011** | **63,437** | **93,661** | **32.1** |
| **NEW YORK** | | | | | | | | | | | | | |
| **ALBANY - SCHENECTADY - TROY** | **879.9** | **Male** | **425,333** | **37,703** | **34,667** | **33,309** | **52,174** | **72,395** | **66,943** | **44,136** | **36,050** | **47,956** | **32.6** |
| | | **Female** | **454,567** | **36,155** | **32,960** | **31,743** | **48,739** | **73,847** | **68,009** | **46,372** | **40,324** | **76,418** | **35.6** |
| Albany | 293.1 | Male | 138,900 | 11,643 | 10,511 | 10,068 | 19,293 | 23,917 | 22,020 | 13,762 | 11,754 | 15,932 | 32.5 |
| | | Female | 154,200 | 11,219 | 10,230 | 9,665 | 19,669 | 24,994 | 22,860 | 15,021 | 13,590 | 26,952 | 35.6 |
| Greene | 45.1 | Male | 22,919 | 1,822 | 1,767 | 1,786 | 2,626 | 3,989 | 3,382 | 2,479 | 2,084 | 2,984 | 33.7 |
| | | Female | 22,181 | 1,826 | 1,646 | 1,693 | 1,702 | 3,257 | 3,262 | 2,407 | 2,198 | 4,190 | 38.0 |
| Montgomery | 51.9 | Male | 24,684 | 2,312 | 2,200 | 2,120 | 2,190 | 3,578 | 3,677 | 2,420 | 2,267 | 3,920 | 34.8 |
| | | Female | 27,216 | 2,157 | 2,146 | 1,981 | 2,129 | 3,837 | 3,574 | 2,569 | 2,668 | 6,155 | 38.8 |
| Rensselaer | 154.6 | Male | 75,865 | 6,804 | 6,336 | 6,074 | 10,862 | 12,767 | 11,451 | 7,478 | 6,259 | 7,834 | 31.2 |
| | | Female | 78,735 | 6,486 | 5,919 | 5,625 | 8,812 | 12,976 | 11,499 | 7,936 | 6,894 | 12,588 | 34.7 |
| Saratoga | 185.9 | Male | 91,794 | 8,577 | 8,145 | 7,798 | 9,850 | 16,361 | 15,454 | 10,649 | 7,117 | 7,843 | 32.0 |
| | | Female | 94,106 | 8,265 | 7,613 | 7,601 | 9,327 | 16,484 | 15,590 | 10,499 | 7,433 | 11,294 | 33.6 |
| Schenectady | 149.3 | Male | 71,171 | 6,545 | 5,708 | 5,463 | 7,353 | 11,783 | 10,959 | 7,348 | 6,569 | 9,443 | 33.9 |
| | | Female | 78,129 | 6,202 | 5,406 | 5,178 | 7,100 | 12,299 | 11,224 | 7,940 | 7,541 | 15,239 | 37.6 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **NEW YORK (continued)** | | | | | | | | | | | | | |
| **BINGHAMTON** | 264.4 | Male | 128,020 | 11,833 | 11,221 | 10,061 | 14,210 | 21,985 | 18,680 | 13,781 | 11,657 | 14,592 | 32.6 |
| | | Female | 136,380 | 11,112 | 10,158 | 9,508 | 14,857 | 21,854 | 18,940 | 14,476 | 12,597 | 22,878 | 35.4 |
| Broome | 211.8 | Male | 102,087 | 9,216 | 8,556 | 7,594 | 12,050 | 17,638 | 14,772 | 10,741 | 9,268 | 12,252 | 32.7 |
| | | Female | 109,713 | 8,584 | 7,721 | 7,242 | 12,723 | 17,366 | 14,940 | 11,367 | 10,282 | 19,488 | 35.8 |
| Tioga | 52.6 | Male | 25,933 | 2,617 | 2,665 | 2,467 | 2,160 | 4,347 | 3,908 | 3,040 | 2,389 | 2,340 | 32.0 |
| | | Female | 26,667 | 2,528 | 2,437 | 2,266 | 2,134 | 4,488 | 4,000 | 3,109 | 2,315 | 3,390 | 33.8 |
| **BUFFALO** | 966.3 | Male | 459,938 | 41,905 | 38,213 | 36,019 | 51,113 | 77,099 | 67,374 | 47,387 | 44,191 | 56,637 | 33.1 |
| | | Female | 506,362 | 39,613 | 36,287 | 34,655 | 50,764 | 80,276 | 71,523 | 52,852 | 50,578 | 89,814 | 36.6 |
| Erie | 966.3 | Male | 459,938 | 41,905 | 38,213 | 36,019 | 51,113 | 77,099 | 67,374 | 47,387 | 44,191 | 56,637 | 33.1 |
| | | Female | 506,362 | 39,613 | 36,287 | 34,655 | 50,764 | 80,276 | 71,523 | 52,852 | 50,578 | 89,814 | 36.6 |
| ***BUFFALO - NIAGARA FALLS CONSOLIDATED AREA*** | *1,186.9* | *Male* | *565,606* | *51,827* | *47,637* | *44,850* | *61,358* | *94,142* | *83,181* | *58,376* | *54,196* | *70,039* | *33.2* |
| | | *Female* | *621,294* | *49,104* | *45,502* | *43,119* | *61,585* | *98,245* | *87,581* | *64,648* | *61,751* | *109,759* | *36.5* |
| **ELMIRA** | 95.4 | Male | 46,316 | 4,273 | 4,235 | 3,919 | 5,133 | 7,454 | 6,905 | 4,845 | 4,057 | 5,495 | 32.5 |
| | | Female | 49,084 | 4,075 | 4,146 | 3,718 | 4,421 | 7,308 | 6,930 | 4,968 | 4,673 | 8,845 | 36.3 |
| Chemung | 95.4 | Male | 46,316 | 4,273 | 4,235 | 3,919 | 5,133 | 7,454 | 6,905 | 4,845 | 4,057 | 5,495 | 32.5 |
| | | Female | 49,084 | 4,075 | 4,146 | 3,718 | 4,421 | 7,308 | 6,930 | 4,968 | 4,673 | 8,845 | 36.3 |
| **GLENS FALLS** | 119.6 | Male | 59,487 | 5,332 | 5,201 | 5,195 | 6,381 | 10,386 | 9,216 | 6,316 | 4,946 | 6,514 | 32.4 |
| | | Female | 60,113 | 5,050 | 4,795 | 4,976 | 5,513 | 9,326 | 8,631 | 6,338 | 5,555 | 9,929 | 35.5 |
| Warren | 59.7 | Male | 28,742 | 2,555 | 2,576 | 2,553 | 2,986 | 4,610 | 4,524 | 3,147 | 2,438 | 3,353 | 33.0 |
| | | Female | 30,958 | 2,449 | 2,361 | 2,492 | 2,872 | 4,825 | 4,580 | 3,259 | 2,860 | 5,260 | 36.0 |
| Washington | 59.9 | Male | 30,745 | 2,777 | 2,625 | 2,642 | 3,395 | 5,776 | 4,692 | 3,169 | 2,508 | 3,161 | 31.8 |
| | | Female | 29,155 | 2,601 | 2,434 | 2,484 | 2,641 | 4,501 | 4,051 | 3,079 | 2,695 | 4,669 | 34.8 |
| **JAMESTOWN - DUNKIRK** | 141.4 | Male | 68,178 | 6,244 | 6,330 | 5,914 | 7,558 | 10,268 | 9,846 | 6,984 | 6,329 | 8,705 | 32.8 |
| | | Female | 73,222 | 5,915 | 6,004 | 5,691 | 7,622 | 10,347 | 9,869 | 7,348 | 6,922 | 13,504 | 36.0 |
| Chautauqua | 141.4 | Male | 68,178 | 6,244 | 6,330 | 5,914 | 7,558 | 10,268 | 9,846 | 6,984 | 6,329 | 8,705 | 32.8 |
| | | Female | 73,222 | 5,915 | 6,004 | 5,691 | 7,622 | 10,347 | 9,869 | 7,348 | 6,922 | 13,504 | 36.0 |
| **NASSAU - SUFFOLK** | 2,616.2 | Male | 1,271,179 | 107,726 | 100,292 | 106,873 | 136,266 | 213,316 | 197,395 | 151,079 | 125,768 | 132,464 | 33.6 |
| | | Female | 1,345,021 | 102,643 | 94,593 | 101,083 | 129,838 | 213,326 | 209,493 | 165,154 | 137,252 | 191,639 | 36.5 |
| Nassau | 1,285.6 | Male | 620,674 | 49,341 | 46,679 | 49,077 | 64,479 | 99,912 | 95,940 | 72,079 | 67,328 | 75,839 | 35.1 |
| | | Female | 664,926 | 47,041 | 43,762 | 46,348 | 61,512 | 100,152 | 101,920 | 81,131 | 77,084 | 105,976 | 38.3 |
| Suffolk | 1,330.6 | Male | 650,505 | 58,385 | 53,613 | 57,796 | 71,787 | 113,404 | 101,455 | 79,000 | 58,440 | 56,625 | 32.4 |
| | | Female | 680,095 | 55,602 | 50,831 | 54,735 | 68,326 | 113,174 | 107,573 | 84,023 | 60,168 | 85,663 | 34.8 |
| **NEW YORK** | 8,592.1 | Male | 4,043,769 | 369,136 | 323,262 | 321,064 | 436,301 | 759,855 | 628,694 | 443,062 | 342,892 | 419,503 | 32.5 |
| | | Female | 4,548,331 | 354,233 | 311,497 | 312,738 | 452,193 | 799,818 | 690,138 | 512,612 | 416,556 | 698,546 | 35.6 |
| Bronx | 1,210.7 | Male | 558,105 | 63,846 | 54,606 | 51,866 | 69,093 | 99,797 | 75,215 | 53,611 | 39,881 | 50,190 | 29.0 |
| | | Female | 652,595 | 61,585 | 52,988 | 51,158 | 70,211 | 112,141 | 90,635 | 68,743 | 54,344 | 90,790 | 33.1 |
| Kings | 2,311.6 | Male | 1,075,869 | 111,336 | 100,462 | 98,201 | 119,716 | 190,987 | 158,610 | 106,673 | 82,575 | 107,309 | 30.7 |
| | | Female | 1,235,731 | 107,319 | 97,783 | 97,614 | 125,256 | 210,925 | 181,911 | 129,225 | 107,007 | 178,691 | 34.0 |
| New York (Manhattan) | 1,497.7 | Male | 705,309 | 48,368 | 39,932 | 38,918 | 70,029 | 156,806 | 128,451 | 86,203 | 63,372 | 73,230 | 34.9 |
| | | Female | 792,391 | 46,902 | 38,375 | 37,978 | 80,306 | 163,032 | 135,157 | 94,396 | 70,979 | 125,266 | 37.2 |
| Putnam | 84.7 | Male | 42,268 | 4,137 | 3,710 | 3,527 | 4,002 | 7,165 | 7,649 | 5,631 | 3,293 | 3,154 | 33.0 |
| | | Female | 42,432 | 3,848 | 3,355 | 3,352 | 3,667 | 7,424 | 7,664 | 5,475 | 3,174 | 4,473 | 34.4 |
| Queens | 1,962.4 | Male | 932,468 | 75,739 | 66,568 | 68,743 | 99,154 | 181,275 | 143,978 | 102,757 | 84,130 | 110,124 | 33.6 |
| | | Female | 1,029,932 | 72,430 | 64,123 | 66,278 | 97,718 | 178,812 | 150,059 | 116,973 | 104,140 | 179,399 | 37.4 |
| Richmond | 383.0 | Male | 185,051 | 17,874 | 15,536 | 15,849 | 20,175 | 32,624 | 29,827 | 21,665 | 15,186 | 16,315 | 32.1 |
| | | Female | 197,949 | 16,682 | 14,529 | 15,194 | 19,836 | 33,784 | 31,905 | 22,801 | 16,894 | 26,324 | 34.7 |
| Rockland | 265.7 | Male | 128,956 | 11,997 | 11,494 | 12,185 | 13,372 | 20,054 | 19,594 | 16,901 | 12,945 | 10,414 | 32.7 |
| | | Female | 136,744 | 11,314 | 10,848 | 11,563 | 13,100 | 20,132 | 21,769 | 18,485 | 13,146 | 16,387 | 35.7 |
| Westchester | 876.3 | Male | 415,743 | 35,839 | 30,954 | 31,775 | 40,760 | 71,147 | 65,370 | 49,621 | 41,510 | 48,767 | 34.6 |
| | | Female | 460,557 | 34,153 | 29,496 | 29,601 | 42,099 | 73,568 | 71,038 | 56,514 | 46,872 | 77,216 | 38.0 |
| ***NEW YORK - NORTHERN NEW JERSEY - LONG ISLAND CONSOLIDATED AREA*** | *18,030.9* | *Male* | *8,612,119* | *766,460* | *681,684* | *686,243* | *913,362* | *1,562,078* | *1,347,844* | *975,744* | *767,487* | *911,217* | *33.1* |
| | | *Female* | *9,418,781* | *733,338* | *652,503* | *659,197* | *910,780* | *1,606,253* | *1,445,179* | *1,082,338* | *885,317* | *1,443,976* | *36.0* |
| **NIAGARA FALLS** | 220.6 | Male | 105,668 | 9,922 | 9,424 | 8,831 | 10,245 | 17,043 | 15,807 | 10,989 | 10,005 | 13,402 | 33.5 |
| | | Female | 114,932 | 9,491 | 9,215 | 8,464 | 10,821 | 17,969 | 16,058 | 11,796 | 11,173 | 19,945 | 35.9 |
| Niagara | 220.6 | Male | 105,668 | 9,922 | 9,424 | 8,831 | 10,245 | 17,043 | 15,807 | 10,989 | 10,005 | 13,402 | 33.5 |
| | | Female | 114,932 | 9,491 | 9,215 | 8,464 | 10,821 | 17,969 | 16,058 | 11,796 | 11,173 | 19,945 | 35.9 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **NEW YORK (continued)** | | | | | | | | | | | | | |
| **ORANGE COUNTY** | **312.7** | **Male** | **157,219** | **16,398** | **14,795** | **13,874** | **18,476** | **27,174** | **25,660** | **16,934** | **11,224** | **12,684** | **30.5** |
| | | **Female** | **155,481** | **15,485** | **14,084** | **12,405** | **14,371** | **26,471** | **24,902** | **16,278** | **11,627** | **19,858** | **33.1** |
| Orange | 312.7 | Male | 157,219 | 16,398 | 14,795 | 13,874 | 18,476 | 27,174 | 25,660 | 16,934 | 11,224 | 12,684 | 30.5 |
| | | Female | 155,481 | 15,485 | 14,084 | 12,405 | 14,371 | 26,471 | 24,902 | 16,278 | 11,627 | 19,858 | 33.1 |
| **POUGHKEEPSIE** | **262.2** | **Male** | **131,843** | **11,670** | **10,670** | **10,202** | **15,063** | **24,669** | **21,705** | **15,145** | **10,883** | **11,836** | **32.4** |
| | | **Female** | **130,357** | **11,136** | **9,817** | **9,606** | **13,599** | **21,659** | **20,645** | **14,774** | **11,009** | **18,112** | **34.7** |
| Dutchess | 262.2 | Male | 131,843 | 11,670 | 10,670 | 10,202 | 15,063 | 24,669 | 21,705 | 15,145 | 10,883 | 11,836 | 32.4 |
| | | Female | 130,357 | 11,136 | 9,817 | 9,606 | 13,599 | 21,659 | 20,645 | 14,774 | 11,009 | 18,112 | 34.7 |
| **ROCHESTER** | **1,004.9** | **Male** | **485,515** | **47,669** | **43,203** | **38,942** | **55,613** | **84,515** | **75,817** | **52,313** | **38,995** | **48,448** | **31.8** |
| | | **Female** | **519,385** | **45,641** | **41,115** | **36,633** | **55,571** | **88,139** | **79,640** | **54,396** | **42,429** | **75,821** | **34.2** |
| Livingston | 62.8 | Male | 30,311 | 2,735 | 2,775 | 2,513 | 4,055 | 5,183 | 4,540 | 3,164 | 2,532 | 2,814 | 30.9 |
| | | Female | 32,489 | 2,609 | 2,533 | 2,318 | 5,408 | 5,145 | 4,639 | 3,114 | 2,510 | 4,213 | 31.6 |
| Monroe | 715.0 | Male | 343,171 | 34,051 | 29,738 | 26,884 | 40,400 | 60,654 | 53,502 | 36,722 | 27,184 | 34,036 | 31.7 |
| | | Female | 371,829 | 32,674 | 28,387 | 25,336 | 39,711 | 64,076 | 57,041 | 39,095 | 30,440 | 55,069 | 34.3 |
| Ontario | 95.5 | Male | 46,842 | 4,332 | 4,152 | 3,748 | 4,965 | 7,480 | 7,643 | 5,204 | 4,038 | 5,280 | 33.3 |
| | | Female | 48,658 | 4,154 | 4,065 | 3,608 | 4,776 | 7,754 | 7,799 | 5,169 | 4,084 | 7,249 | 35.0 |
| Orleans | 42.1 | Male | 21,085 | 1,951 | 2,102 | 1,859 | 2,244 | 3,736 | 3,169 | 2,202 | 1,654 | 2,168 | 31.4 |
| | | Female | 21,015 | 1,878 | 1,907 | 1,710 | 1,940 | 3,510 | 3,080 | 2,163 | 1,719 | 3,108 | 33.8 |
| Wayne | 89.5 | Male | 44,106 | 4,600 | 4,436 | 3,938 | 3,949 | 7,462 | 6,963 | 5,021 | 3,587 | 4,150 | 31.9 |
| | | Female | 45,394 | 4,326 | 4,223 | 3,661 | 3,736 | 7,654 | 7,081 | 4,855 | 3,676 | 6,182 | 33.8 |
| **SYRACUSE** | **661.0** | **Male** | **318,862** | **31,072** | **28,757** | **26,005** | **40,798** | **54,661** | **47,438** | **32,096** | **26,161** | **31,874** | **31.0** |
| | | **Female** | **342,138** | **29,682** | **27,501** | **25,053** | **41,265** | **56,286** | **49,314** | **34,125** | **28,859** | **50,053** | **33.5** |
| Madison | 69.4 | Male | 34,115 | 3,038 | 3,225 | 2,845 | 5,435 | 5,213 | 4,823 | 3,670 | 2,590 | 3,276 | 29.8 |
| | | Female | 35,285 | 3,024 | 2,889 | 2,734 | 5,293 | 5,208 | 4,992 | 3,661 | 2,794 | 4,690 | 32.1 |
| Onondaga | 469.1 | Male | 224,561 | 21,907 | 19,478 | 17,535 | 27,727 | 39,545 | 33,660 | 22,396 | 18,991 | 23,322 | 31.5 |
| | | Female | 244,539 | 20,955 | 18,877 | 17,155 | 27,778 | 40,917 | 35,622 | 24,374 | 21,394 | 37,467 | 34.2 |
| Oswego | 122.5 | Male | 60,186 | 6,127 | 6,054 | 5,625 | 7,636 | 9,903 | 8,955 | 6,030 | 4,580 | 5,276 | 29.7 |
| | | Female | 62,314 | 5,703 | 5,735 | 5,164 | 8,194 | 10,161 | 8,700 | 6,090 | 4,671 | 7,896 | 31.3 |
| **UTICA - ROME** | **316.3** | **Male** | **155,693** | **13,961** | **13,557** | **12,950** | **18,177** | **26,175** | **22,281** | **15,905** | **13,249** | **19,438** | **32.3** |
| | | **Female** | **160,607** | **13,272** | **12,576** | **11,790** | **15,868** | **23,757** | **21,902** | **16,323** | **14,843** | **30,276** | **36.4** |
| Herkimer | 65.8 | Male | 31,769 | 2,839 | 3,034 | 2,868 | 2,999 | 4,604 | 4,727 | 3,478 | 2,808 | 4,412 | 34.0 |
| | | Female | 34,031 | 2,749 | 2,788 | 2,694 | 3,138 | 4,745 | 4,642 | 3,510 | 3,124 | 6,641 | 36.9 |
| Oneida | 250.5 | Male | 123,924 | 11,122 | 10,523 | 10,082 | 15,178 | 21,571 | 17,554 | 12,427 | 10,441 | 15,026 | 32.0 |
| | | Female | 126,576 | 10,523 | 9,788 | 9,096 | 12,730 | 19,012 | 17,260 | 12,813 | 11,719 | 23,635 | 36.2 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Albany | 293.1 | Male | 138,900 | 11,643 | 10,511 | 10,068 | 19,293 | 23,917 | 22,020 | 13,762 | 11,754 | 15,932 | 32.5 |
| | | Female | 154,200 | 11,219 | 10,230 | 9,665 | 19,669 | 24,994 | 22,860 | 15,021 | 13,590 | 26,952 | 35.6 |
| Allegany | 50.5 | Male | 25,045 | 2,229 | 2,242 | 2,322 | 4,330 | 3,176 | 3,268 | 2,448 | 2,164 | 2,866 | 29.4 |
| | | Female | 25,455 | 2,063 | 2,154 | 2,198 | 3,761 | 3,261 | 3,338 | 2,499 | 2,264 | 3,917 | 32.8 |
| Bronx | 1,210.7 | Male | 558,105 | 63,846 | 54,606 | 51,866 | 69,093 | 99,797 | 75,215 | 53,611 | 39,881 | 50,190 | 29.0 |
| | | Female | 652,595 | 61,585 | 52,988 | 51,158 | 70,211 | 112,141 | 90,635 | 68,743 | 54,344 | 90,790 | 33.1 |
| Broome | 211.8 | Male | 102,087 | 9,216 | 8,556 | 7,594 | 12,050 | 17,638 | 14,772 | 10,741 | 9,268 | 12,252 | 32.7 |
| | | Female | 109,713 | 8,584 | 7,721 | 7,242 | 12,723 | 17,366 | 14,940 | 11,367 | 10,282 | 19,488 | 35.8 |
| Cattaraugus | 84.0 | Male | 40,708 | 4,099 | 4,096 | 3,933 | 4,357 | 5,808 | 5,923 | 4,081 | 3,632 | 4,779 | 31.7 |
| | | Female | 43,292 | 3,806 | 3,767 | 3,715 | 4,475 | 6,159 | 5,997 | 4,313 | 4,054 | 7,006 | 34.6 |
| Cayuga | 82.5 | Male | 41,193 | 3,931 | 3,863 | 3,414 | 4,146 | 7,483 | 6,415 | 4,122 | 3,236 | 4,583 | 32.0 |
| | | Female | 41,307 | 3,690 | 3,633 | 3,241 | 3,918 | 6,511 | 5,764 | 3,910 | 3,617 | 7,023 | 34.5 |
| Chautauqua | 141.4 | Male | 68,178 | 6,244 | 6,330 | 5,914 | 7,558 | 10,268 | 9,846 | 6,984 | 6,329 | 8,705 | 32.8 |
| | | Female | 73,222 | 5,915 | 6,004 | 5,691 | 7,622 | 10,347 | 9,869 | 7,348 | 6,922 | 13,504 | 36.0 |
| Chemung | 95.4 | Male | 46,316 | 4,273 | 4,235 | 3,919 | 5,133 | 7,454 | 6,905 | 4,845 | 4,057 | 5,495 | 32.5 |
| | | Female | 49,084 | 4,075 | 4,146 | 3,718 | 4,421 | 7,308 | 6,930 | 4,968 | 4,673 | 8,845 | 36.3 |
| Chenango | 52.1 | Male | 25,516 | 2,439 | 2,552 | 2,351 | 2,198 | 4,011 | 3,894 | 2,871 | 2,158 | 3,042 | 33.0 |
| | | Female | 26,584 | 2,395 | 2,413 | 2,354 | 2,124 | 4,072 | 3,829 | 2,867 | 2,314 | 4,216 | 34.8 |
| Clinton | 86.3 | Male | 44,236 | 4,208 | 3,629 | 3,357 | 6,649 | 9,263 | 6,569 | 4,159 | 3,176 | 3,226 | 29.6 |
| | | Female | 42,064 | 3,819 | 3,504 | 3,217 | 6,170 | 7,373 | 5,647 | 3,913 | 3,295 | 5,126 | 30.9 |
| Columbia | 63.2 | Male | 31,054 | 2,795 | 2,626 | 2,701 | 2,676 | 4,642 | 4,942 | 3,559 | 2,804 | 4,309 | 35.2 |
| | | Female | 32,146 | 2,621 | 2,493 | 2,335 | 2,466 | 4,609 | 4,917 | 3,656 | 3,027 | 6,022 | 38.2 |
| Cortland | 49.0 | Male | 23,354 | 2,202 | 2,085 | 2,024 | 3,633 | 3,643 | 3,337 | 2,347 | 1,746 | 2,337 | 29.8 |
| | | Female | 25,646 | 2,055 | 1,988 | 1,944 | 4,514 | 3,747 | 3,413 | 2,411 | 1,957 | 3,617 | 31.2 |
| Delaware | 47.4 | Male | 23,302 | 2,067 | 2,045 | 2,136 | 2,671 | 3,062 | 3,275 | 2,608 | 2,207 | 3,231 | 33.9 |
| | | Female | 24,098 | 1,932 | 2,017 | 1,852 | 2,214 | 3,173 | 3,310 | 2,607 | 2,448 | 4,545 | 37.6 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **NEW YORK (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Dutchess | 262.2 | Male | 131,843 | 11,670 | 10,670 | 10,202 | 15,063 | 24,669 | 21,705 | 15,145 | 10,883 | 11,836 | 32.4 |
| | | Female | 130,357 | 11,136 | 9,817 | 9,606 | 13,599 | 21,659 | 20,645 | 14.774 | 11,009 | 18,112 | 34.7 |
| Erie | 966.3 | Male | 459,938 | 41,905 | 38,213 | 36,019 | 51,113 | 77,099 | 67,374 | 47,387 | 44,191 | 56,637 | 33.1 |
| | | Female | 506,362 | 39,613 | 36,287 | 34,655 | 50,764 | 80,276 | 71,523 | 52,852 | 50,578 | 89,814 | 36.6 |
| Essex | 37.2 | Male | 19,093 | 1,635 | 1,593 | 1,531 | 1,800 | 3,472 | 3,100 | 2,057 | 1,698 | 2,207 | 33.6 |
| | | Female | 18,107 | 1,503 | 1,423 | 1,400 | 1,447 | 2,703 | 2,541 | 2,028 | 1,795 | 3,267 | 37.3 |
| Franklin | 46.7 | Male | 24,059 | 2,085 | 2,119 | 2,004 | 2,821 | 4,739 | 3,682 | 2,359 | 1,896 | 2,354 | 31.3 |
| | | Female | 22,641 | 1,982 | 2,014 | 1,832 | 2,067 | 3,510 | 3,134 | 2,356 | 2,081 | 3,665 | 34.8 |
| Fulton | 54.1 | Male | 26,021 | 2,250 | 2,565 | 2,513 | 2,372 | 3,864 | 3,847 | 2,755 | 2,334 | 3,521 | 33.6 |
| | | Female | 28,079 | 2,260 | 2,285 | 2,251 | 2,353 | 4,052 | 3,978 | 2,862 | 2,611 | 5,427 | 37.1 |
| Genesee | 60.1 | Male | 29,242 | 2,836 | 2,840 | 2,517 | 2,896 | 4,878 | 4,297 | 3,158 | 2,512 | 3,308 | 32.2 |
| | | Female | 30,858 | 2,727 | 2,679 | 2,431 | 2,894 | 4,934 | 4,348 | 3.210 | 2,736 | 4,899 | 34.5 |
| Greene | 45.1 | Male | 22,919 | 1,822 | 1,767 | 1,786 | 2,626 | 3,989 | 3,382 | 2,479 | 2,084 | 2,984 | 33.7 |
| | | Female | 22,181 | 1,826 | 1,646 | 1,693 | 1,702 | 3.257 | 3,262 | 2,407 | 2,198 | 4,190 | 38.0 |
| Hamilton | 5.3 | Male | 2,667 | 176 | 204 | 214 | 212 | 354 | 395 | 349 | 343 | 420 | 39.4 |
| | | Female | 2,633 | 153 | 207 | 200 | 170 | 347 | 384 | 335 | 358 | 479 | 41.2 |
| Herkimer | 65.8 | Male | 31,769 | 2,839 | 3,034 | 2,868 | 2,999 | 4,604 | 4,727 | 3,478 | 2,808 | 4,412 | 34.0 |
| | | Female | 34,031 | 2,749 | 2,788 | 2,694 | 3,138 | 4,745 | 4,642 | 3,510 | 3,124 | 6,641 | 36.9 |
| Jefferson | 114.3 | Male | 58,652 | 6,010 | 5,427 | 4,778 | 9,800 | 11,212 | 7,990 | 4,806 | 3,817 | 4,812 | 28.0 |
| | | Female | 55,648 | 5,862 | 5,146 | 4,475 | 6,101 | 9,792 | 7,401 | 4,928 | 4,210 | 7,733 | 31.4 |
| Kings | 2,311.6 | Male | 1,075,869 | 111,336 | 100,462 | 98,201 | 119,716 | 190,987 | 158,610 | 106,673 | 82,575 | 107,309 | 30.7 |
| | | Female | 1,235,731 | 107,319 | 97,783 | 97,614 | 125,256 | 210,925 | 181,911 | 129,225 | 107,007 | 178,691 | 34.0 |
| Lewis | 27.1 | Male | 13,527 | 1,453 | 1,456 | 1,333 | 1,231 | 2,218 | 1,934 | 1,317 | 1,160 | 1,425 | 30.8 |
| | | Female | 13,573 | 1,358 | 1,365 | 1,343 | 1,128 | 2,224 | 1,800 | 1,325 | 1,190 | 1,840 | 32.2 |
| Livingston | 62.8 | Male | 30,311 | 2,735 | 2,775 | 2,513 | 4,055 | 5,183 | 4,540 | 3,164 | 2,532 | 2,814 | 30.9 |
| | | Female | 32,489 | 2,609 | 2,533 | 2,318 | 5,408 | 5,145 | 4,639 | 3,114 | 2,510 | 4,213 | 31.6 |
| Madison | 69.4 | Male | 34,115 | 3,038 | 3,225 | 2,845 | 5,435 | 5,213 | 4,823 | 3,670 | 2,590 | 3,276 | 29.8 |
| | | Female | 35,285 | 3,024 | 2,889 | 2,734 | 5,293 | 5,208 | 4,992 | 3,661 | 2,794 | 4,690 | 32.1 |
| Monroe | 715.0 | Male | 343,171 | 34,051 | 29,738 | 26,884 | 40,400 | 60,654 | 53,502 | 36,722 | 27,184 | 34,036 | 31.7 |
| | | Female | 371,829 | 32,674 | 28,387 | 25,336 | 39,711 | 64,076 | 57,041 | 39,095 | 30,440 | 55,069 | 34.3 |
| Montgomery | 51.9 | Male | 24,684 | 2,312 | 2,200 | 2,120 | 2,190 | 3,578 | 3,677 | 2,420 | 2,267 | 3,920 | 34.8 |
| | | Female | 27,216 | 2,157 | 2,146 | 1,981 | 2,129 | 3,837 | 3,574 | 2,569 | 2,668 | 6,155 | 38.8 |
| Nassau | 1,285.6 | Male | 620,674 | 49,341 | 46,679 | 49,077 | 64,479 | 99,912 | 95,940 | 72,079 | 67,328 | 75,839 | 35.1 |
| | | Female | 664,926 | 47,041 | 43,762 | 46,348 | 61,512 | 100,152 | 101,920 | 81,131 | 77,084 | 105,976 | 38.3 |
| New York (Manhattan) | 1,497.7 | Male | 705,309 | 48,368 | 39,932 | 38,918 | 70,029 | 156,806 | 128,451 | 86,203 | 63,372 | 73,230 | 34.9 |
| | | Female | 792,391 | 46,902 | 38,375 | 37,978 | 80,306 | 163,032 | 135,157 | 94,396 | 70,979 | 125,266 | 37.2 |
| Niagara | 220.6 | Male | 105,668 | 9,922 | 9,424 | 8,831 | 10,245 | 17,043 | 15,807 | 10,989 | 10,005 | 13,402 | 33.5 |
| | | Female | 114,932 | 9,491 | 9,215 | 8,464 | 10,821 | 17,969 | 16,058 | 11,796 | 11,173 | 19,945 | 35.9 |
| Oneida | 250.5 | Male | 123,924 | 11,122 | 10,523 | 10,082 | 15,178 | 21,571 | 17,554 | 12,427 | 10,441 | 15,026 | 32.0 |
| | | Female | 126,576 | 10,523 | 9,788 | 9,096 | 12,730 | 19,012 | 17,260 | 12,813 | 11,719 | 23,635 | 36.2 |
| Onondaga | 469.1 | Male | 224,561 | 21,907 | 19,478 | 17,535 | 27,727 | 39,545 | 33,660 | 22,396 | 18,991 | 23,322 | 31.5 |
| | | Female | 244,539 | 20,955 | 18,877 | 17,155 | 27,778 | 40,917 | 35,622 | 24,374 | 21,394 | 37,467 | 34.2 |
| Ontario | 95.5 | Male | 46,842 | 4,332 | 4,152 | 3,748 | 4,965 | 7,480 | 7,643 | 5,204 | 4,038 | 5,280 | 33.3 |
| | | Female | 48,658 | 4,154 | 4,065 | 3,608 | 4,776 | 7,754 | 7,799 | 5,169 | 4,084 | 7,249 | 35.0 |
| Orange | 312.7 | Male | 157,219 | 16,398 | 14,795 | 13,874 | 18,476 | 27,174 | 25,660 | 16,934 | 11,224 | 12,684 | 30.5 |
| | | Female | 155,481 | 15,485 | 14,084 | 12,405 | 14,371 | 26,471 | 24,902 | 16,278 | 11,627 | 19,858 | 33.1 |
| Orleans | 42.1 | Male | 21,085 | 1,951 | 2,102 | 1,859 | 2,244 | 3,736 | 3,169 | 2,202 | 1,654 | 2,168 | 31.4 |
| | | Female | 21,015 | 1,878 | 1,907 | 1,710 | 1,940 | 3,510 | 3,080 | 2,163 | 1,719 | 3,108 | 33.8 |
| Oswego | 122.5 | Male | 60,186 | 6,127 | 6,054 | 5,625 | 7,636 | 9,903 | 8,955 | 6,030 | 4,580 | 5,276 | 29.7 |
| | | Female | 62,314 | 5,703 | 5,735 | 5,164 | 8,194 | 10,161 | 8,700 | 6,090 | 4,671 | 7,896 | 31.3 |
| Otsego | 60.8 | Male | 29,007 | 2,422 | 2,519 | 2,424 | 4,400 | 3,762 | 4,123 | 3,122 | 2,477 | 3,758 | 32.3 |
| | | Female | 31,793 | 2,356 | 2,368 | 2,199 | 5,252 | 4,132 | 4,242 | 3,128 | 2,723 | 5,393 | 34.0 |
| Putnam | 84.7 | Male | 42,268 | 4,137 | 3,710 | 3,527 | 4,002 | 7,165 | 7,649 | 5,631 | 3,293 | 3,154 | 33.0 |
| | | Female | 42,432 | 3,848 | 3,355 | 3,352 | 3,667 | 7,424 | 7,664 | 5,475 | 3,174 | 4,473 | 34.4 |
| Queens | 1,962.4 | Male | 932,468 | 75,739 | 66,568 | 68,743 | 99,154 | 181,275 | 143,978 | 102,757 | 84,130 | 110,124 | 33.6 |
| | | Female | 1,029,932 | 72,430 | 64,123 | 66,278 | 97,718 | 178,812 | 150,059 | 116,973 | 104,140 | 179,399 | 37.4 |
| Rensselaer | 154.6 | Male | 75,865 | 6,804 | 6,336 | 6,074 | 10,862 | 12,767 | 11,451 | 7,478 | 6,259 | 7,834 | 31.2 |
| | | Female | 78,735 | 6,486 | 5,919 | 5,625 | 8,812 | 12,976 | 11,499 | 7,936 | 6,894 | 12,588 | 34.7 |
| Richmond | 383.0 | Male | 185,051 | 17,874 | 15,536 | 15,849 | 20,175 | 32,624 | 29,827 | 21,665 | 15,186 | 16,315 | 32.1 |
| | | Female | 197,949 | 16,682 | 14,529 | 15,194 | 19,836 | 33,784 | 31,905 | 22,801 | 16,894 | 26,324 | 34.7 |
| Rockland | 265.7 | Male | 128,956 | 11,997 | 11,494 | 12,185 | 13,372 | 20,054 | 19,594 | 16,901 | 12,945 | 10,414 | 32.7 |
| | | Female | 136,744 | 11,314 | 10,848 | 11,563 | 13,100 | 20,132 | 21,769 | 18,485 | 13,146 | 16,387 | 35.7 |
| St. Lawrence | 111.7 | Male | 56,146 | 4,809 | 4,946 | 5,026 | 9,949 | 8,427 | 7,622 | 5,429 | 4,555 | 5,383 | 29.0 |
| | | Female | 55,554 | 4,528 | 4,660 | 4,536 | 7,929 | 7,848 | 7,466 | 5,528 | 4,958 | 8,101 | 32.8 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES | | | | Population by Age and Sex | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | Median Age By Sex |
| **NEW YORK (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Saratoga | 185.9 | Male | 91,794 | 8,577 | 8,145 | 7,798 | 9,850 | 16,361 | 15,454 | 10,649 | 7,117 | 7,843 | 32.0 |
| | | Female | 94,106 | 8,265 | 7,613 | 7,601 | 9,327 | 16,484 | 15,590 | 10,499 | 7,433 | 11,294 | 33.6 |
| Schenectady | 149.3 | Male | 71,171 | 6,545 | 5,708 | 5,463 | 7,353 | 11,783 | 10,959 | 7,348 | 6,569 | 9,443 | 33.9 |
| | | Female | 78,129 | 6,202 | 5,406 | 5,178 | 7,100 | 12,299 | 11,224 | 7,940 | 7,541 | 15,239 | 37.6 |
| Schoharie | 32.1 | Male | 15,681 | 1,286 | 1,383 | 1,384 | 2,166 | 2,130 | 2,284 | 1,688 | 1,448 | 1,912 | 32.6 |
| | | Female | 16,419 | 1,243 | 1,318 | 1,304 | 2,124 | 2,311 | 2,373 | 1,674 | 1,437 | 2,635 | 34.6 |
| Schuyler | 18.7 | Male | 9,272 | 865 | 939 | 843 | 872 | 1,320 | 1,436 | 1,060 | 834 | 1,103 | 33.5 |
| | | Female | 9,428 | 774 | 837 | 818 | 698 | 1,420 | 1,436 | 1,062 | 828 | 1,555 | 36.2 |
| Seneca | 33.6 | Male | 16,522 | 1,589 | 1,457 | 1,405 | 1,584 | 2,598 | 2,535 | 1,764 | 1,514 | 2,076 | 33.6 |
| | | Female | 17,078 | 1,465 | 1,436 | 1,392 | 1,359 | 2,623 | 2,531 | 1,778 | 1,604 | 2,890 | 36.0 |
| Steuben | 99.3 | Male | 48,766 | 4,710 | 4,873 | 4,503 | 4,263 | 7,258 | 7,114 | 5,414 | 4,582 | 6,049 | 33.3 |
| | | Female | 50,534 | 4,369 | 4,460 | 4,267 | 4,170 | 7,484 | 7,260 | 5,346 | 4,799 | 8,279 | 35.7 |
| Suffolk | 1,330.6 | Male | 650,505 | 58,385 | 53,613 | 57,796 | 71,787 | 113,404 | 101,455 | 79,000 | 58,440 | 56,625 | 32.4 |
| | | Female | 680,095 | 55,602 | 50,831 | 54,735 | 68,326 | 113,174 | 107,573 | 84,023 | 60,168 | 85,663 | 34.8 |
| Sullivan | 69.9 | Male | 35,866 | 3,277 | 2,963 | 2,795 | 3,302 | 6,191 | 5,809 | 3,857 | 3,162 | 4,510 | 34.0 |
| | | Female | 34,034 | 2,898 | 2,873 | 2,599 | 2,987 | 5,139 | 4,950 | 3,649 | 3,191 | 5,748 | 36.1 |
| Tioga | 52.6 | Male | 25,933 | 2,617 | 2,665 | 2,467 | 2,160 | 4,347 | 3,908 | 3,040 | 2,389 | 2,340 | 32.0 |
| | | Female | 26,667 | 2,528 | 2,437 | 2,266 | 2,134 | 4,488 | 4,000 | 3,109 | 2,315 | 3,390 | 33.8 |
| Tompkins | 94.6 | Male | 46,927 | 3,404 | 3,240 | 2,997 | 12,837 | 8,021 | 6,534 | 3,889 | 2,704 | 3,301 | 26.2 |
| | | Female | 47,673 | 3,247 | 3,044 | 2,838 | 11,840 | 7,750 | 6,676 | 4,016 | 3,030 | 5,232 | 28.7 |
| Ulster | 166.2 | Male | 82,364 | 7,119 | 6,696 | 6,318 | 8,468 | 15,042 | 13,627 | 9,263 | 7,169 | 8,662 | 33.4 |
| | | Female | 83,836 | 6,930 | 6,278 | 5,743 | 8,309 | 13,716 | 13,261 | 9,097 | 7,594 | 12,908 | 35.7 |
| Warren | 59.7 | Male | 28,742 | 2,555 | 2,576 | 2,553 | 2,986 | 4,610 | 4,524 | 3,147 | 2,438 | 3,353 | 33.0 |
| | | Female | 30,958 | 2,449 | 2,361 | 2,492 | 2,872 | 4,825 | 4,580 | 3,259 | 2,860 | 5,260 | 36.0 |
| Washington | 59.9 | Male | 30,745 | 2,777 | 2,625 | 2,642 | 3,395 | 5,776 | 4,692 | 3,169 | 2,508 | 3,161 | 31.8 |
| | | Female | 29,155 | 2,601 | 2,434 | 2,484 | 2,641 | 4,501 | 4,051 | 3,079 | 2,695 | 4,669 | 34.8 |
| Wayne | 89.5 | Male | 44,106 | 4,600 | 4,436 | 3,938 | 3,949 | 7,462 | 6,963 | 5,021 | 3,587 | 4,150 | 31.9 |
| | | Female | 45,394 | 4,326 | 4,223 | 3,661 | 3,736 | 7,654 | 7,081 | 4,855 | 3,676 | 6,182 | 33.8 |
| Westchester | 876.3 | Male | 415,743 | 35,839 | 30,954 | 31,775 | 40,760 | 71,147 | 65,370 | 49,621 | 41,510 | 48,767 | 34.6 |
| | | Female | 460,557 | 34,153 | 29,496 | 29,601 | 42,099 | 73,568 | 71,038 | 56,514 | 46,872 | 77,216 | 38.0 |
| Wyoming | 42.8 | Male | 22,815 | 1,911 | 2,109 | 1,867 | 2,433 | 4,783 | 3,645 | 2,366 | 1,585 | 2,116 | 31.5 |
| | | Female | 19,985 | 1,818 | 1,891 | 1,774 | 1,661 | 3,155 | 2,933 | 2,074 | 1,643 | 3,036 | 34.0 |
| Yates | 23.0 | Male | 11,122 | 1,097 | 1,086 | 968 | 923 | 1,638 | 1,693 | 1,198 | 1,040 | 1,479 | 34.1 |
| | | Female | 11,878 | 1,033 | 993 | 968 | 1,128 | 1,688 | 1,679 | 1,201 | 1,150 | 2,038 | 35.8 |
| **TOTAL METRO COUNTIES** | **16,453.0** | **Male** | **7,857,020** | **714,844** | **643,827** | **633,158** | **867,508** | **1,406,995** | **1,213,761** | **860,972** | **686,407** | **829,548** | **32.6** |
| | | **Female** | **8,595,980** | **683,503** | **614,748** | **608,063** | **865,442** | **1,450,383** | **1,295,994** | **957,812** | **794,397** | **1,325,638** | **35.6** |
| **TOTAL STATE** | **18,065.5** | **Male** | **8,659,177** | **787,748** | **715,380** | **700,816** | **970,497** | **1,539,990** | **1,333,051** | **943,018** | **752,360** | **916,317** | **32.5** |
| | | **Female** | **9,406,323** | **752,390** | **681,994** | **671,289** | **958,701** | **1,574,116** | **1,410,602** | **1,039,585** | **865,311** | **1,452,335** | **35.5** |
| **NORTH CAROLINA** | | | | | | | | | | | | | |
| **ASHEVILLE** | **175.9** | **Male** | **83,461** | **6,843** | **6,646** | **6,777** | **8,067** | **13,054** | **13,494** | **9,717** | **7,733** | **11,130** | **35.3** |
| | | **Female** | **92,439** | **6,563** | **6,210** | **6,390** | **8,140** | **13,776** | **14,250** | **10,560** | **9,353** | **17,197** | **38.6** |
| Buncombe | 175.9 | Male | 83,461 | 6,843 | 6,646 | 6,777 | 8,067 | 13,054 | 13,494 | 9,717 | 7,733 | 11,130 | 35.3 |
| | | Female | 92,439 | 6,563 | 6,210 | 6,390 | 8,140 | 13,776 | 14,250 | 10,560 | 9,353 | 17,197 | 38.6 |
| **BURLINGTON** | **109.0** | **Male** | **51,666** | **4,210** | **3,892** | **4,021** | **6,081** | **8,427** | **7,777** | **6,040** | **4,991** | **6,227** | **34.1** |
| | | **Female** | **57,334** | **4,243** | **3,694** | **3,990** | **6,143** | **8,595** | **8,396** | **6,476** | **5,873** | **9,924** | **37.4** |
| Alamance | 109.0 | Male | 51,666 | 4,210 | 3,892 | 4,021 | 6,081 | 8,427 | 7,777 | 6,040 | 4,991 | 6,227 | 34.1 |
| | | Female | 57,334 | 4,243 | 3,694 | 3,990 | 6,143 | 8,595 | 8,396 | 6,476 | 5,873 | 9,924 | 37.4 |
| **CHARLOTTE - GASTONIA - ROCK HILL** | **1,181.4** | **Male** | **569,815** | **53,746** | **48,735** | **47,574** | **63,146** | **105,781** | **92,038** | **63,788** | **45,877** | **49,130** | **31.8** |
| | | **Female** | **611,585** | **51,660** | **47,055** | **45,596** | **65,500** | **107,654** | **95,704** | **66,787** | **52,216** | **79,413** | **33.9** |
| Cabarrus | 99.9 | Male | 48,294 | 4,238 | 3,969 | 4,255 | 5,026 | 8,135 | 7,660 | 5,725 | 4,360 | 4,926 | 33.2 |
| | | Female | 51,606 | 4,161 | 3,878 | 3,793 | 4,923 | 8,071 | 7,832 | 5,960 | 4,762 | 8,226 | 36.2 |
| Gaston | 176.0 | Male | 84,551 | 7,780 | 7,283 | 7,814 | 9,315 | 14,215 | 13,280 | 9,531 | 7,448 | 7,885 | 32.1 |
| | | Female | 91,449 | 7,498 | 6,937 | 7,428 | 9,280 | 14,482 | 13,644 | 10,186 | 8,720 | 13,274 | 35.1 |
| Lincoln | 51.1 | Male | 25,134 | 2,193 | 2,100 | 2,186 | 2,710 | 4,308 | 3,998 | 3,100 | 2,171 | 2,368 | 32.8 |
| | | Female | 25,966 | 2,159 | 2,082 | 2,073 | 2,441 | 4,145 | 3,999 | 3,102 | 2,373 | 3,592 | 35.2 |
| Mecklenburg | 523.9 | Male | 251,663 | 24,487 | 21,215 | 19,210 | 28,465 | 52,317 | 42,301 | 26,883 | 18,344 | 18,441 | 31.2 |
| | | Female | 272,237 | 23,485 | 20,334 | 18,768 | 30,482 | 54,004 | 44,923 | 28,609 | 21,207 | 30,425 | 33.0 |
| Rowan | 111.4 | Male | 54,065 | 4,717 | 4,461 | 4,355 | 5,630 | 8,913 | 8,115 | 6,056 | 5,107 | 6,711 | 33.8 |
| | | Female | 57,335 | 4,522 | 4,433 | 4,111 | 5,268 | 8,743 | 8,040 | 6,188 | 5,748 | 10,282 | 37.0 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **NORTH CAROLINA (continued)** | | | | | | | | | | | | | |
| **CHARLOTTE - GASTONIA - ROCK HILL (continued)** | | | | | | | | | | | | | |
| Union | 85.5 | Male | 41,911 | 4,187 | 3,872 | 3,933 | 4,711 | 7,028 | 6,627 | 5,068 | 3,232 | 3,253 | 31.1 |
| | | Female | 43,589 | 3,908 | 3,770 | 3,862 | 4,584 | 7,114 | 6,798 | 5,072 | 3,513 | 4,968 | 33.0 |
| *York, S. C.* | *133.6* | *Male* | *64,197* | *6,144* | *5,835* | *5,821* | *7,289* | *10,865* | *10,057* | *7,425* | *5,215* | *5,546* | *31.5* |
| | | *Female* | *69,403* | *5,927* | *5,621* | *5,561* | *8,522* | *11,095* | *10,468* | *7,670* | *5,893* | *8,646* | *33.2* |
| **FAYETTEVILLE** | **275.8** | **Male** | **142,568** | **15,412** | **12,828** | **11,428** | **29,234** | **28,985** | **18,549** | **11,271** | **8,358** | **6,503** | **25.8** |
| | | **Female** | **133,232** | **14,786** | **12,361** | **11,091** | **17,314** | **26,124** | **19,010** | **12,757** | **9,411** | **10,378** | **29.2** |
| Cumberland | 275.8 | Male | 142,568 | 15,412 | 12,828 | 11,428 | 29,234 | 28,985 | 18,549 | 11,271 | 8,358 | 6,503 | 25.8 |
| | | Female | 133,232 | 14,786 | 12,361 | 11,091 | 17,314 | 26,124 | 19,010 | 12,757 | 9,411 | 10,378 | 29.2 |
| **GREENSBORO - WINSTON-SALEM - HIGH POINT** | **949.6** | **Male** | **454,010** | **39,172** | **36,454** | **37,123** | **51,180** | **80,222** | **72,404** | **53,183** | **40,177** | **44,095** | **32.9** |
| | | **Female** | **495,590** | **37,391** | **34,401** | **35,610** | **54,593** | **82,839** | **77,034** | **56,392** | **46,078** | **71,252** | **35.4** |
| Davidson | 127.8 | Male | 62,626 | 5,304 | 5,174 | 5,397 | 6,435 | 10,735 | 9,846 | 7,826 | 5,746 | 6,163 | 33.4 |
| | | Female | 65,174 | 4,953 | 4,815 | 5,161 | 6,178 | 10,527 | 10,172 | 7,942 | 6,280 | 9,146 | 35.9 |
| Davie | 28.1 | Male | 13,792 | 1,032 | 1,130 | 1,244 | 1,299 | 2,094 | 2,370 | 1,731 | 1,324 | 1,568 | 35.4 |
| | | Female | 14,308 | 982 | 1,044 | 1,197 | 1,204 | 2,147 | 2,288 | 1,754 | 1,403 | 2,289 | 37.5 |
| Forsyth | 267.8 | Male | 126,283 | 11,376 | 9,942 | 10,102 | 14,154 | 23,109 | 20,136 | 14,346 | 11,100 | 12,018 | 32.6 |
| | | Female | 141,517 | 10,859 | 9,554 | 9,528 | 15,085 | 24,764 | 22,165 | 15,657 | 13,206 | 20,699 | 35.4 |
| Guilford | 349.9 | Male | 165,351 | 14,074 | 13,179 | 13,072 | 20,664 | 29,532 | 26,332 | 18,527 | 14,313 | 15,658 | 32.3 |
| | | Female | 184,549 | 13,697 | 12,316 | 12,700 | 23,630 | 30,911 | 28,546 | 20,154 | 16,733 | 25,862 | 34.7 |
| Randolph | 107.8 | Male | 52,664 | 4,720 | 4,340 | 4,367 | 5,317 | 9,207 | 8,362 | 6,466 | 4,682 | 5,203 | 33.2 |
| | | Female | 55,136 | 4,354 | 4,135 | 4,277 | 5,290 | 9,014 | 8,492 | 6,531 | 5,151 | 7,892 | 35.6 |
| Stokes | 37.5 | Male | 18,406 | 1,525 | 1,535 | 1,705 | 1,893 | 3,108 | 3,051 | 2,352 | 1,547 | 1,690 | 33.2 |
| | | Female | 19,094 | 1,394 | 1,452 | 1,591 | 1,805 | 3,126 | 3,046 | 2,400 | 1,667 | 2,613 | 35.6 |
| Yadkin | 30.7 | Male | 14,888 | 1,141 | 1,154 | 1,236 | 1,418 | 2,437 | 2,307 | 1,935 | 1,465 | 1,795 | 35.3 |
| | | Female | 15,812 | 1,152 | 1,085 | 1,156 | 1,401 | 2,350 | 2,325 | 1,954 | 1,638 | 2,751 | 38.3 |
| **HICKORY - MORGANTON** | **223.4** | **Male** | **109,101** | **8,990** | **8,802** | **9,874** | **11,668** | **18,427** | **17,313** | **13,525** | **9,867** | **10,635** | **33.3** |
| | | **Female** | **114,299** | **8,557** | **8,425** | **9,011** | **11,110** | **18,042** | **17,746** | **13,763** | **11,089** | **16,556** | **36.1** |
| Alexander | 27.8 | Male | 13,839 | 1,106 | 1,177 | 1,292 | 1,492 | 2,359 | 2,179 | 1,789 | 1,244 | 1,201 | 32.9 |
| | | Female | 13,961 | 1,097 | 1,084 | 1,129 | 1,354 | 2,275 | 2,168 | 1,736 | 1,267 | 1,851 | 35.2 |
| Burke | 76.1 | Male | 37,204 | 3,050 | 2,911 | 3,454 | 4,037 | 5,977 | 5,759 | 4,703 | 3,435 | 3,878 | 33.6 |
| | | Female | 38,896 | 2,798 | 2,787 | 3,017 | 3,628 | 6,022 | 5,907 | 4,830 | 3,908 | 5,999 | 37.0 |
| Catawba | 119.5 | Male | 58,058 | 4,834 | 4,714 | 5,128 | 6,139 | 10,091 | 9,375 | 7,033 | 5,188 | 5,556 | 33.1 |
| | | Female | 61,442 | 4,662 | 4,554 | 4,865 | 6,128 | 9,745 | 9,671 | 7,197 | 5,914 | 8,706 | 35.8 |
| **JACKSONVILLE** | **151.5** | **Male** | **90,533** | **8,382** | **5,987** | **4,716** | **30,906** | **20,444** | **9,728** | **4,482** | **3,220** | **2,668** | **23.9** |
| | | **Female** | **60,967** | **8,057** | **5,723** | **4,409** | **10,397** | **12,641** | **7,468** | **4,650** | **3,555** | **4,067** | **26.5** |
| Onslow | 151.5 | Male | 90,533 | 8,382 | 5,987 | 4,716 | 30,906 | 20,444 | 9,728 | 4,482 | 3,220 | 2,668 | 23.9 |
| | | Female | 60,967 | 8,057 | 5,723 | 4,409 | 10,397 | 12,641 | 7,468 | 4,650 | 3,555 | 4,067 | 26.5 |
| **RALEIGH - DURHAM** | **750.2** | **Male** | **362,108** | **32,177** | **28,200** | **26,420** | **52,007** | **75,867** | **61,380** | **37,464** | **23,680** | **24,913** | **30.6** |
| | | **Female** | **388,092** | **31,064** | **27,218** | **25,735** | **53,623** | **77,369** | **65,121** | **38,925** | **27,120** | **41,917** | **32.3** |
| Durham | 184.0 | Male | 86,776 | 8,128 | 6,913 | 6,496 | 12,061 | 17,617 | 14,332 | 8,367 | 5,724 | 7,138 | 30.6 |
| | | Female | 97,224 | 7,780 | 6,626 | 6,388 | 12,421 | 19,177 | 16,067 | 9,077 | 7,115 | 12,573 | 33.0 |
| Franklin | 36.9 | Male | 17,714 | 1,512 | 1,551 | 1,551 | 1,998 | 3,108 | 2,746 | 1,978 | 1,466 | 1,804 | 32.2 |
| | | Female | 19,186 | 1,530 | 1,414 | 1,476 | 1,945 | 3,069 | 2,858 | 2,053 | 1,718 | 3,123 | 35.6 |
| Orange | 95.2 | Male | 45,123 | 3,466 | 3,115 | 2,809 | 9,565 | 8,907 | 7,104 | 4,116 | 2,781 | 3,260 | 29.0 |
| | | Female | 50,077 | 3,185 | 2,965 | 2,774 | 11,755 | 9,274 | 7,519 | 4,487 | 3,117 | 5,001 | 29.7 |
| Wake | 434.1 | Male | 212,495 | 19,071 | 16,621 | 15,564 | 28,383 | 46,235 | 37,198 | 23,003 | 13,709 | 12,711 | 30.8 |
| | | Female | 221,605 | 18,569 | 16,213 | 15,097 | 27,502 | 45,849 | 38,677 | 23,308 | 15,170 | 21,220 | 32.3 |
| **WILMINGTON** | **121.4** | **Male** | **57,605** | **4,656** | **4,646** | **4,807** | **7,229** | **9,590** | **9,373** | **6,429** | **4,960** | **5,915** | **32.8** |
| | | **Female** | **63,795** | **4,649** | **4,460** | **4,651** | **7,670** | **10,236** | **10,099** | **6,925** | **5,806** | **9,299** | **35.2** |
| New Hanover | 121.4 | Male | 57,605 | 4,656 | 4,646 | 4,807 | 7,229 | 9,590 | 9,373 | 6,429 | 4,960 | 5,915 | 32.8 |
| | | Female | 63,795 | 4,649 | 4,460 | 4,651 | 7,670 | 10,236 | 10,099 | 6,925 | 5,806 | 9,299 | 35.2 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Alamance | 109.0 | Male | 51,666 | 4,210 | 3,892 | 4,021 | 6,081 | 8,427 | 7,777 | 6,040 | 4,991 | 6,227 | 34.1 |
| | | Female | 57,334 | 4,243 | 3,694 | 3,990 | 6,143 | 8,595 | 8,396 | 6,476 | 5,873 | 9,924 | 37.4 |
| Alexander | 27.8 | Male | 13,839 | 1,106 | 1,177 | 1,292 | 1,492 | 2,359 | 2,179 | 1,789 | 1,244 | 1,201 | 32.9 |
| | | Female | 13,961 | 1,097 | 1,084 | 1,129 | 1,354 | 2,275 | 2,168 | 1,736 | 1,267 | 1,851 | 35.2 |
| Alleghany | 9.6 | Male | 4,624 | 287 | 352 | 423 | 399 | 688 | 673 | 563 | 532 | 707 | 37.4 |
| | | Female | 4,976 | 314 | 326 | 369 | 350 | 654 | 669 | 639 | 582 | 1,073 | 42.1 |
| Anson | 23.4 | Male | 10,957 | 957 | 1,055 | 1,161 | 1,081 | 1,649 | 1,653 | 1,099 | 937 | 1,365 | 32.4 |
| | | Female | 12,443 | 964 | 1,016 | 1,209 | 1,125 | 1,718 | 1,729 | 1,229 | 1,153 | 2,300 | 36.1 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **NORTH CAROLINA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Ashe | 22.3 | Male | 10,783 | 696 | 877 | 896 | 988 | 1,585 | 1,660 | 1,330 | 1,176 | 1,575 | 37.1 |
| | | Female | 11,517 | 697 | 786 | 901 | 922 | 1,592 | 1,636 | 1,500 | 1,247 | 2,236 | 40.3 |
| Avery | 14.9 | Male | 7,450 | 556 | 538 | 652 | 1,086 | 1,067 | 1,104 | 852 | 655 | 940 | 33.4 |
| | | Female | 7,450 | 495 | 561 | 581 | 871 | 996 | 1,099 | 852 | 748 | 1,247 | 37.0 |
| Beaufort | 42.4 | Male | 20,001 | 1,758 | 1,864 | 2,041 | 1,761 | 2,833 | 3,111 | 2,289 | 1,995 | 2,349 | 34.1 |
| | | Female | 22,399 | 1,684 | 1,766 | 1,935 | 1,813 | 3,190 | 3,244 | 2,503 | 2,290 | 3,974 | 37.5 |
| Bertie | 20.3 | Male | 9,362 | 942 | 958 | 1,024 | 801 | 1,417 | 1,253 | 948 | 851 | 1,168 | 31.7 |
| | | Female | 10,938 | 930 | 994 | 1,008 | 932 | 1,641 | 1,400 | 1,065 | 1,172 | 1,796 | 34.8 |
| Bladen | 28.6 | Male | 13,449 | 1,121 | 1,284 | 1,439 | 1,259 | 1,925 | 2,071 | 1,562 | 1,249 | 1,539 | 33.4 |
| | | Female | 15,151 | 1,158 | 1,245 | 1,397 | 1,340 | 2,120 | 2,221 | 1,691 | 1,466 | 2,513 | 36.4 |
| Brunswick | 52.1 | Male | 25,474 | 2,144 | 1,996 | 2,187 | 2,184 | 3,717 | 3,624 | 3,028 | 3,065 | 3,529 | 36.4 |
| | | Female | 26,626 | 2,035 | 1,942 | 2,062 | 2,193 | 3,896 | 3,741 | 3,310 | 3,363 | 4,084 | 38.2 |
| Buncombe | 175.9 | Male | 83,461 | 6,843 | 6,646 | 6,777 | 8,067 | 13,054 | 13,494 | 9,717 | 7,733 | 11,130 | 35.3 |
| | | Female | 92,439 | 6,563 | 6,210 | 6,390 | 8,140 | 13,776 | 14,250 | 10,560 | 9,353 | 17,197 | 38.6 |
| Burke | 76.1 | Male | 37,204 | 3,050 | 2,911 | 3,454 | 4,037 | 5,977 | 5,759 | 4,703 | 3,435 | 3,878 | 33.6 |
| | | Female | 38,896 | 2,798 | 2,787 | 3,017 | 3,628 | 6,022 | 5,907 | 4,830 | 3,908 | 5,999 | 37.0 |
| Cabarrus | 99.9 | Male | 48,294 | 4,238 | 3,969 | 4,255 | 5,026 | 8,135 | 7,660 | 5,725 | 4,360 | 4,926 | 33.2 |
| | | Female | 51,606 | 4,161 | 3,878 | 3,793 | 4,923 | 8,071 | 7,832 | 5,960 | 4,762 | 8,226 | 36.2 |
| Caldwell | 71.0 | Male | 34,815 | 2,863 | 2,665 | 3,085 | 3,748 | 5,847 | 5,478 | 4,496 | 3,247 | 3,386 | 33.6 |
| | | Female | 36,185 | 2,761 | 2,655 | 2,840 | 3,610 | 5,693 | 5,518 | 4,446 | 3,487 | 5,175 | 36.0 |
| Camden | 6.0 | Male | 3,012 | 235 | 282 | 260 | 264 | 472 | 444 | 371 | 318 | 366 | 34.9 |
| | | Female | 2,988 | 236 | 214 | 242 | 241 | 473 | 428 | 372 | 311 | 471 | 37.1 |
| Carteret | 53.2 | Male | 26,289 | 2,118 | 2,039 | 2,085 | 2,519 | 4,479 | 4,047 | 2,965 | 2,745 | 3,292 | 34.8 |
| | | Female | 26,911 | 1,991 | 1,944 | 1,858 | 2,345 | 4,340 | 3,975 | 3,135 | 3,039 | 4,284 | 37.5 |
| Caswell | 20.7 | Male | 10,100 | 782 | 804 | 879 | 1,043 | 1,589 | 1,631 | 1,288 | 885 | 1,199 | 34.7 |
| | | Female | 10,600 | 781 | 785 | 924 | 828 | 1,640 | 1,596 | 1,248 | 1,038 | 1,760 | 37.1 |
| Catawba | 119.5 | Male | 58,058 | 4,834 | 4,714 | 5,128 | 6,139 | 10,091 | 9,375 | 7,033 | 5,188 | 5,556 | 33.1 |
| | | Female | 61,442 | 4,662 | 4,554 | 4,865 | 6,128 | 9,745 | 9,671 | 7,197 | 5,914 | 8,706 | 35.8 |
| Chatham | 39.1 | Male | 18,959 | 1,712 | 1,468 | 1,381 | 1,753 | 3,191 | 3,295 | 2,166 | 1,727 | 2,266 | 34.9 |
| | | Female | 20,141 | 1,576 | 1,375 | 1,311 | 1,578 | 3,325 | 3,391 | 2,186 | 2,035 | 3,364 | 37.7 |
| Cherokee | 20.4 | Male | 9,794 | 701 | 728 | 896 | 903 | 1,271 | 1,392 | 1,202 | 1,034 | 1,667 | 37.9 |
| | | Female | 10,606 | 669 | 773 | 887 | 854 | 1,314 | 1,489 | 1,221 | 1,213 | 2,186 | 40.4 |
| Chowan | 13.6 | Male | 6,317 | 574 | 598 | 586 | 503 | 870 | 928 | 660 | 637 | 961 | 35.3 |
| | | Female | 7,283 | 629 | 590 | 606 | 519 | 1,013 | 983 | 747 | 768 | 1,428 | 37.9 |
| Clay | 7.2 | Male | 3,502 | 229 | 311 | 317 | 279 | 420 | 508 | 406 | 390 | 642 | 38.8 |
| | | Female | 3,698 | 217 | 266 | 294 | 247 | 469 | 542 | 430 | 417 | 816 | 41.6 |
| Cleveland | 85.0 | Male | 40,752 | 3,660 | 3,401 | 3,783 | 4,411 | 6,408 | 6,190 | 4,852 | 3,648 | 4,399 | 33.0 |
| | | Female | 44,248 | 3,323 | 3,290 | 3,538 | 4,353 | 6,529 | 6,574 | 5,172 | 4,332 | 7,137 | 36.7 |
| Columbus | 49.6 | Male | 23,376 | 2,161 | 2,358 | 2,437 | 2,086 | 3,443 | 3,487 | 2,722 | 2,176 | 2,506 | 32.7 |
| | | Female | 26,224 | 2,025 | 2,267 | 2,445 | 2,249 | 3,794 | 3,732 | 2,975 | 2,596 | 4,141 | 35.9 |
| Craven | 82.2 | Male | 40,900 | 4,238 | 3,705 | 3,303 | 6,297 | 7,379 | 5,541 | 3,549 | 3,119 | 3,769 | 28.9 |
| | | Female | 41,300 | 4,264 | 3,560 | 3,304 | 4,454 | 7,107 | 5,634 | 3,854 | 3,712 | 5,411 | 32.1 |
| Cumberland | 275.8 | Male | 142,568 | 15,412 | 12,828 | 11,428 | 29,234 | 28,985 | 18,549 | 11,271 | 8,358 | 6,503 | 25.8 |
| | | Female | 133,232 | 14,786 | 12,361 | 11,091 | 17,314 | 26,124 | 19,010 | 12,757 | 9,411 | 10,378 | 29.2 |
| Currituck | 13.9 | Male | 6,999 | 643 | 620 | 558 | 580 | 1,274 | 1,066 | 832 | 675 | 751 | 33.6 |
| | | Female | 6,901 | 595 | 596 | 548 | 543 | 1,143 | 1,020 | 782 | 703 | 971 | 35.2 |
| Dare | 23.6 | Male | 11,732 | 1,014 | 918 | 782 | 952 | 2,256 | 2,080 | 1,252 | 1,165 | 1,313 | 34.8 |
| | | Female | 11,868 | 962 | 863 | 773 | 930 | 2,241 | 1,952 | 1,295 | 1,232 | 1,620 | 35.8 |
| Davidson | 127.8 | Male | 62,626 | 5,304 | 5,174 | 5,397 | 6,435 | 10,735 | 9,846 | 7,826 | 5,746 | 6,163 | 33.4 |
| | | Female | 65,174 | 4,953 | 4,815 | 5,161 | 6,178 | 10,527 | 10,172 | 7,942 | 6,280 | 9,146 | 35.9 |
| Davie | 28.1 | Male | 13,792 | 1,032 | 1,130 | 1,244 | 1,299 | 2,094 | 2,370 | 1,731 | 1,324 | 1,568 | 35.4 |
| | | Female | 14,308 | 982 | 1,044 | 1,197 | 1,204 | 2,147 | 2,288 | 1,754 | 1,403 | 2,289 | 37.5 |
| Duplin | 40.0 | Male | 19,176 | 1,750 | 1,716 | 1,915 | 1,884 | 3,037 | 2,876 | 2,115 | 1,752 | 2,131 | 32.6 |
| | | Female | 20,824 | 1,685 | 1,697 | 1,864 | 1,828 | 2,992 | 2,929 | 2,289 | 2,085 | 3,455 | 36.2 |
| Durham | 184.0 | Male | 86,776 | 8,128 | 6,913 | 6,496 | 12,061 | 17,617 | 14,332 | 8,367 | 5,724 | 7,138 | 30.6 |
| | | Female | 97,224 | 7,780 | 6,626 | 6,388 | 12,421 | 19,177 | 16,067 | 9,077 | 7,115 | 12,573 | 33.0 |
| Edgecombe | 56.7 | Male | 25,908 | 2,602 | 2,707 | 2,820 | 2,512 | 4,069 | 3,960 | 2,610 | 2,122 | 2,506 | 30.7 |
| | | Female | 30,792 | 2,650 | 2,622 | 2,771 | 2,841 | 4,982 | 4,639 | 3,125 | 2,723 | 4,439 | 34.1 |
| Forsyth | 267.8 | Male | 126,283 | 11,376 | 9,942 | 10,102 | 14,154 | 23,109 | 20,136 | 14,346 | 11,100 | 12,018 | 32.6 |
| | | Female | 141,517 | 10,859 | 9,554 | 9,528 | 15,085 | 24,764 | 22,165 | 15,657 | 13,206 | 20,699 | 35.4 |
| Franklin | 36.9 | Male | 17,714 | 1,512 | 1,551 | 1,551 | 1,998 | 3,108 | 2,746 | 1,978 | 1,466 | 1,804 | 32.2 |
| | | Female | 19,186 | 1,530 | 1,414 | 1,476 | 1,945 | 3,069 | 2,858 | 2,053 | 1,718 | 3,123 | 35.6 |
| Gaston | 176.0 | Male | 84,551 | 7,780 | 7,283 | 7,814 | 9,315 | 14,215 | 13,280 | 9,531 | 7,448 | 7,885 | 32.1 |
| | | Female | 91,449 | 7,498 | 6,937 | 7,428 | 9,280 | 14,482 | 13,644 | 10,186 | 8,720 | 13,274 | 35.1 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex<br>0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **NORTH CAROLINA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Gates | 9.4 | Male | 4,644 | 418 | 409 | 392 | 436 | 824 | 648 | 508 | 438 | 571 | 33.1 |
| | | Female | 4,756 | 431 | 400 | 363 | 407 | 718 | 665 | 491 | 481 | 800 | 35.9 |
| Graham | 7.2 | Male | 3,569 | 262 | 303 | 336 | 372 | 485 | 499 | 444 | 350 | 518 | 35.5 |
| | | Female | 3,631 | 255 | 263 | 292 | 341 | 468 | 534 | 446 | 393 | 639 | 38.7 |
| Granville | 38.8 | Male | 19,211 | 1,572 | 1,504 | 1,670 | 1,949 | 3,616 | 3,078 | 2,305 | 1,651 | 1,866 | 33.0 |
| | | Female | 19,589 | 1,563 | 1,462 | 1,639 | 1,739 | 3,281 | 2,925 | 2,203 | 1,844 | 2,933 | 35.4 |
| Greene | 15.3 | Male | 7,614 | 640 | 701 | 732 | 759 | 1,393 | 1,233 | 831 | 651 | 674 | 32.0 |
| | | Female | 7,686 | 581 | 673 | 672 | 613 | 1,266 | 1,102 | 805 | 779 | 1,195 | 35.3 |
| Guilford | 349.9 | Male | 165,351 | 14,074 | 13,179 | 13,072 | 20,664 | 29,532 | 26,332 | 18,527 | 14,313 | 15,658 | 32.3 |
| | | Female | 184,549 | 13,697 | 12,316 | 12,700 | 23,630 | 30,911 | 28,546 | 20,154 | 16,733 | 25,862 | 34.7 |
| Halifax | 55.7 | Male | 26,430 | 2,580 | 2,658 | 2,655 | 2,451 | 4,163 | 3,891 | 2,630 | 2,384 | 3,018 | 31.9 |
| | | Female | 29,270 | 2,459 | 2,518 | 2,613 | 2,566 | 4,292 | 3,942 | 3,047 | 2,909 | 4,924 | 35.5 |
| Harnett | 68.6 | Male | 33,309 | 3,288 | 2,807 | 2,814 | 4,592 | 5,901 | 4,711 | 3,486 | 2,682 | 3,028 | 30.3 |
| | | Female | 35,291 | 3,167 | 2,697 | 2,874 | 4,512 | 5,466 | 4,811 | 3,569 | 3,220 | 4,975 | 33.0 |
| Haywood | 46.9 | Male | 22,347 | 1,629 | 1,559 | 1,837 | 2,099 | 3,090 | 3,280 | 2,896 | 2,533 | 3,424 | 37.9 |
| | | Female | 24,553 | 1,580 | 1,507 | 1,690 | 1,935 | 3,240 | 3,433 | 3,216 | 2,860 | 5,092 | 41.8 |
| Henderson | 70.1 | Male | 33,489 | 2,453 | 2,571 | 2,669 | 2,635 | 4,599 | 4,813 | 3,731 | 3,515 | 6,503 | 38.8 |
| | | Female | 36,611 | 2,320 | 2,359 | 2,456 | 2,574 | 4,722 | 5,034 | 4,105 | 4,258 | 8,783 | 42.7 |
| Hertford | 22.4 | Male | 10,388 | 996 | 1,016 | 1,034 | 1,180 | 1,445 | 1,459 | 1,104 | 944 | 1,210 | 31.7 |
| | | Female | 12,012 | 993 | 1,043 | 1,043 | 1,140 | 1,729 | 1,589 | 1,244 | 1,176 | 2,055 | 35.4 |
| Hoke | 23.1 | Male | 11,559 | 1,201 | 1,190 | 1,262 | 1,451 | 2,031 | 1,665 | 1,119 | 836 | 804 | 28.3 |
| | | Female | 11,541 | 1,163 | 1,169 | 1,129 | 1,152 | 1,962 | 1,621 | 1,085 | 932 | 1,328 | 30.9 |
| Hyde | 5.4 | Male | 2,643 | 224 | 239 | 267 | 249 | 388 | 383 | 274 | 251 | 368 | 33.8 |
| | | Female | 2,757 | 195 | 213 | 231 | 224 | 393 | 376 | 311 | 285 | 529 | 38.3 |
| Iredell | 93.9 | Male | 45,385 | 3,923 | 3,797 | 3,928 | 4,595 | 7,562 | 6,971 | 5,557 | 4,241 | 4,811 | 33.5 |
| | | Female | 48,515 | 3,809 | 3,601 | 3,767 | 4,529 | 7,573 | 7,105 | 5,718 | 4,896 | 7,517 | 36.4 |
| Jackson | 27.0 | Male | 13,017 | 839 | 953 | 1,016 | 2,634 | 1,665 | 1,772 | 1,494 | 1,109 | 1,535 | 31.4 |
| | | Female | 13,983 | 844 | 870 | 1,015 | 2,520 | 1,714 | 1,946 | 1,598 | 1,298 | 2,178 | 35.1 |
| Johnston | 82.1 | Male | 39,639 | 3,555 | 3,327 | 3,656 | 3,898 | 6,688 | 6,368 | 4,835 | 3,369 | 3,943 | 33.0 |
| | | Female | 42,461 | 3,326 | 3,130 | 3,445 | 3,905 | 6,898 | 6,456 | 4,934 | 3,965 | 6,402 | 35.8 |
| Jones | 9.4 | Male | 4,416 | 446 | 395 | 416 | 362 | 719 | 634 | 475 | 441 | 528 | 33.2 |
| | | Female | 4,984 | 440 | 400 | 418 | 432 | 781 | 667 | 554 | 478 | 814 | 35.3 |
| Lee | 41.7 | Male | 20,100 | 1,870 | 1,822 | 1,803 | 1,924 | 3,323 | 3,113 | 2,186 | 1,902 | 2,157 | 32.9 |
| | | Female | 21,600 | 1,810 | 1,852 | 1,758 | 1,844 | 3,337 | 3,197 | 2,425 | 2,098 | 3,279 | 35.6 |
| Lenoir | 57.2 | Male | 26,687 | 2,318 | 2,487 | 2,836 | 2,549 | 4,117 | 4,040 | 3,029 | 2,427 | 2,884 | 32.7 |
| | | Female | 30,513 | 2,281 | 2,333 | 2,706 | 2,609 | 4,532 | 4,582 | 3,438 | 3,087 | 4,945 | 36.7 |
| Lincoln | 51.1 | Male | 25,134 | 2,193 | 2,100 | 2,186 | 2,710 | 4,308 | 3,998 | 3,100 | 2,171 | 2,368 | 32.8 |
| | | Female | 25,966 | 2,159 | 2,082 | 2,073 | 2,441 | 4,145 | 3,999 | 3,102 | 2,373 | 3,592 | 35.2 |
| McDowell | 35.7 | Male | 17,398 | 1,375 | 1,464 | 1,630 | 1,780 | 2,701 | 2,615 | 2,125 | 1,651 | 2,057 | 34.1 |
| | | Female | 18,302 | 1,311 | 1,285 | 1,530 | 1,643 | 2,670 | 2,733 | 2,155 | 1,890 | 3,085 | 37.6 |
| Macon | 23.7 | Male | 11,359 | 758 | 849 | 849 | 908 | 1,404 | 1,530 | 1,370 | 1,387 | 2,304 | 41.0 |
| | | Female | 12,341 | 728 | 779 | 771 | 805 | 1,456 | 1,740 | 1,475 | 1,589 | 2,998 | 44.4 |
| Madison | 16.9 | Male | 8,295 | 619 | 603 | 761 | 1,005 | 1,066 | 1,232 | 987 | 809 | 1,213 | 35.8 |
| | | Female | 8,605 | 529 | 573 | 632 | 1,025 | 1,146 | 1,215 | 1,008 | 865 | 1,612 | 38.3 |
| Martin | 25.0 | Male | 11,732 | 1,132 | 1,057 | 1,231 | 1,079 | 1,768 | 1,724 | 1,291 | 1,106 | 1,344 | 32.7 |
| | | Female | 13,268 | 1,043 | 1,074 | 1,181 | 1,166 | 1,851 | 1,913 | 1,466 | 1,307 | 2,267 | 36.7 |
| Mecklenburg | 523.9 | Male | 251,663 | 24,487 | 21,215 | 19,210 | 28,465 | 52,317 | 42,301 | 26,883 | 18,344 | 18,441 | 31.2 |
| | | Female | 272,237 | 23,485 | 20,334 | 18,768 | 30,482 | 54,004 | 44,923 | 28,609 | 21,207 | 30,425 | 33.0 |
| Mitchell | 14.5 | Male | 6,956 | 505 | 563 | 544 | 622 | 969 | 1,068 | 860 | 799 | 1,026 | 37.6 |
| | | Female | 7,544 | 501 | 490 | 540 | 563 | 1,062 | 1,040 | 923 | 888 | 1,537 | 40.9 |
| Montgomery | 23.5 | Male | 11,838 | 1,021 | 1,023 | 1,164 | 1,352 | 2,010 | 1,798 | 1,243 | 968 | 1,259 | 31.8 |
| | | Female | 11,662 | 916 | 965 | 1,009 | 1,036 | 1,720 | 1,675 | 1,274 | 1,127 | 1,940 | 36.1 |
| Moore | 59.9 | Male | 28,569 | 2,278 | 2,308 | 2,386 | 2,389 | 4,153 | 3,859 | 2,829 | 3,061 | 5,306 | 37.0 |
| | | Female | 31,331 | 2,209 | 2,214 | 2,226 | 2,348 | 4,344 | 3,994 | 3,146 | 3,765 | 7,085 | 40.8 |
| Nash | 77.3 | Male | 36,670 | 3,348 | 3,247 | 3,461 | 3,617 | 6,202 | 5,983 | 4,130 | 3,077 | 3,605 | 32.5 |
| | | Female | 40,630 | 3,146 | 3,226 | 3,444 | 3,806 | 6,536 | 6,500 | 4,298 | 3,709 | 5,965 | 35.2 |
| New Hanover | 121.4 | Male | 57,605 | 4,656 | 4,646 | 4,807 | 7,229 | 9,590 | 9,373 | 6,429 | 4,960 | 5,915 | 32.8 |
| | | Female | 63,795 | 4,649 | 4,460 | 4,651 | 7,670 | 10,236 | 10,099 | 6,925 | 5,806 | 9,299 | 35.2 |
| Northampton | 20.6 | Male | 9,961 | 814 | 899 | 949 | 881 | 1,538 | 1,416 | 1,072 | 970 | 1,422 | 34.3 |
| | | Female | 10,639 | 796 | 879 | 850 | 839 | 1,432 | 1,397 | 1,151 | 1,256 | 2,039 | 38.7 |
| Onslow | 151.5 | Male | 90,533 | 8,382 | 5,987 | 4,716 | 30,906 | 20,444 | 9,728 | 4,482 | 3,220 | 2,668 | 23.9 |
| | | Female | 60,967 | 8,057 | 5,723 | 4,409 | 10,397 | 12,641 | 7,468 | 4,650 | 3,555 | 4,067 | 26.5 |
| Orange | 95.2 | Male | 45,123 | 3,466 | 3,115 | 2,809 | 9,565 | 8,907 | 7,104 | 4,116 | 2,781 | 3,260 | 29.0 |
| | | Female | 50,077 | 3,185 | 2,965 | 2,774 | 11,755 | 9,274 | 7,519 | 4,487 | 3,117 | 5,001 | 29.7 |

# POPULATION BY AGE AND SEX

**S&MM** ESTIMATES

**NORTH CAROLINA—(continued)**

**ALL COUNTIES (continued)**

| METRO AREA County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| Pamlico | 11.4 | Male | 5,467 | 473 | 467 | 463 | 453 | 731 | 804 | 612 | 676 | 788 | 36.8 |
| | | Female | 5,933 | 401 | 462 | 468 | 399 | 821 | 825 | 708 | 724 | 1,125 | 40.0 |
| Pasquotank | 31.5 | Male | 14,788 | 1,520 | 1,507 | 1,325 | 1,657 | 2,361 | 2,083 | 1,448 | 1,194 | 1,693 | 30.9 |
| | | Female | 16,712 | 1,518 | 1,459 | 1,263 | 1,879 | 2,701 | 2,160 | 1,555 | 1,497 | 2,680 | 33.3 |
| Pender | 29.4 | Male | 14,271 | 1,214 | 1,260 | 1,305 | 1,268 | 2,155 | 2,132 | 1,731 | 1,434 | 1,772 | 34.7 |
| | | Female | 15,129 | 1,203 | 1,153 | 1,151 | 1,272 | 2,249 | 2,260 | 1,785 | 1,657 | 2,399 | 37.4 |
| Perquimans | 10.6 | Male | 5,072 | 443 | 474 | 415 | 401 | 711 | 669 | 565 | 570 | 824 | 36.4 |
| | | Female | 5,528 | 413 | 438 | 446 | 414 | 752 | 693 | 607 | 653 | 1,112 | 39.3 |
| Person | 30.4 | Male | 14,539 | 1,324 | 1,201 | 1,325 | 1,328 | 2,495 | 2,257 | 1,655 | 1,342 | 1,612 | 33.4 |
| | | Female | 15,861 | 1,223 | 1,172 | 1,284 | 1,374 | 2,514 | 2,318 | 1,767 | 1,523 | 2,686 | 36.6 |
| Pitt | 109.4 | Male | 52,011 | 4,928 | 4,432 | 4,327 | 9,301 | 9,007 | 7,695 | 4,809 | 3,592 | 3,920 | 28.4 |
| | | Female | 57,389 | 4,622 | 4,230 | 4,242 | 9,967 | 9,821 | 8,187 | 5,096 | 4,367 | 6,857 | 30.7 |
| Polk | 14.5 | Male | 6,790 | 451 | 496 | 484 | 518 | 887 | 939 | 781 | 792 | 1,442 | 41.0 |
| | | Female | 7,710 | 490 | 450 | 455 | 508 | 894 | 986 | 854 | 948 | 2,125 | 45.8 |
| Randolph | 107.8 | Male | 52,664 | 4,720 | 4,340 | 4,367 | 5,317 | 9,207 | 8,362 | 6,466 | 4,682 | 5,203 | 33.2 |
| | | Female | 55,136 | 4,354 | 4,135 | 4,277 | 5,290 | 9,014 | 8,492 | 6,531 | 5,151 | 7,892 | 35.6 |
| Richmond | 44.5 | Male | 21,238 | 1,885 | 1,914 | 2,218 | 2,395 | 3,113 | 3,057 | 2,287 | 1,972 | 2,397 | 32.1 |
| | | Female | 23,262 | 1,827 | 1,893 | 2,112 | 2,118 | 3,320 | 3,279 | 2,555 | 2,255 | 3,903 | 36.1 |
| Robeson | 105.7 | Male | 49,951 | 5,296 | 5,315 | 5,867 | 5,687 | 7,643 | 7,323 | 4,971 | 3,678 | 4,171 | 28.7 |
| | | Female | 55,749 | 5,198 | 5,299 | 5,724 | 5,911 | 8,572 | 7,922 | 5,537 | 4,465 | 7,121 | 31.7 |
| Rockingham | 86.4 | Male | 41,115 | 3,466 | 3,379 | 3,683 | 4,076 | 6,633 | 6,489 | 4,839 | 3,850 | 4,700 | 34.0 |
| | | Female | 45,285 | 3,396 | 3,202 | 3,526 | 4,085 | 6,904 | 6,711 | 5,298 | 4,496 | 7,667 | 37.3 |
| Rowan | 111.4 | Male | 54,065 | 4,717 | 4,461 | 4,355 | 5,630 | 8,913 | 8,115 | 6,056 | 5,107 | 6,711 | 33.8 |
| | | Female | 57,335 | 4,522 | 4,433 | 4,111 | 5,268 | 8,743 | 8,040 | 6,188 | 5,748 | 10,282 | 37.0 |
| Rutherford | 57.2 | Male | 27,505 | 2,335 | 2,332 | 2,576 | 2,833 | 4,151 | 4,040 | 3,145 | 2,646 | 3,447 | 33.9 |
| | | Female | 29,695 | 2,223 | 2,228 | 2,356 | 2,791 | 4,136 | 4,104 | 3,372 | 3,026 | 5,459 | 37.7 |
| Sampson | 47.3 | Male | 22,471 | 1,934 | 2,112 | 2,286 | 2,157 | 3,352 | 3,356 | 2,587 | 2,089 | 2,598 | 33.2 |
| | | Female | 24,829 | 1,856 | 2,125 | 2,218 | 2,164 | 3,556 | 3,542 | 2,754 | 2,449 | 4,165 | 36.4 |
| Scotland | 34.0 | Male | 15,876 | 1,567 | 1,681 | 1,858 | 1,842 | 2,257 | 2,470 | 1,697 | 1,158 | 1,346 | 29.4 |
| | | Female | 18,124 | 1,502 | 1,636 | 1,826 | 1,954 | 2,609 | 2,802 | 1,907 | 1,468 | 2,420 | 33.2 |
| Stanly | 52.0 | Male | 25,041 | 2,260 | 2,057 | 2,147 | 2,705 | 3,982 | 3,824 | 2,834 | 2,302 | 2,930 | 33.4 |
| | | Female | 26,959 | 2,245 | 2,053 | 2,096 | 2,625 | 3,842 | 3,733 | 2,978 | 2,718 | 4,669 | 36.7 |
| Stokes | 37.5 | Male | 18,406 | 1,525 | 1,535 | 1,705 | 1,893 | 3,108 | 3,051 | 2,352 | 1,547 | 1,690 | 33.2 |
| | | Female | 19,094 | 1,394 | 1,452 | 1,591 | 1,805 | 3,126 | 3,046 | 2,400 | 1,667 | 2,613 | 35.6 |
| Surry | 61.9 | Male | 29,648 | 2,319 | 2,369 | 2,660 | 3,078 | 4,669 | 4,535 | 3,663 | 2,941 | 3,414 | 34.4 |
| | | Female | 32,252 | 2,200 | 2,195 | 2,520 | 2,982 | 4,631 | 4,646 | 3,985 | 3,361 | 5,732 | 38.4 |
| Swain | 11.3 | Male | 5,622 | 503 | 513 | 587 | 613 | 756 | 775 | 621 | 546 | 708 | 32.9 |
| | | Female | 5,678 | 407 | 436 | 441 | 464 | 852 | 784 | 661 | 603 | 1,030 | 38.0 |
| Transylvania | 25.7 | Male | 12,556 | 921 | 969 | 1,114 | 1,392 | 1,684 | 1,676 | 1,412 | 1,328 | 2,060 | 36.2 |
| | | Female | 13,144 | 869 | 853 | 940 | 1,239 | 1,771 | 1,680 | 1,555 | 1,547 | 2,690 | 40.4 |
| Tyrrell | 3.9 | Male | 1,866 | 187 | 213 | 173 | 128 | 250 | 245 | 200 | 183 | 287 | 34.3 |
| | | Female | 2,034 | 142 | 185 | 181 | 160 | 299 | 266 | 207 | 195 | 399 | 36.9 |
| Union | 85.5 | Male | 41,911 | 4,187 | 3,872 | 3,933 | 4,711 | 7,028 | 6,627 | 5,068 | 3,232 | 3,253 | 31.1 |
| | | Female | 43,589 | 3,908 | 3,770 | 3,862 | 4,584 | 7,114 | 6,798 | 5,072 | 3,513 | 4,968 | 33.0 |
| Vance | 39.1 | Male | 18,450 | 1,865 | 1,741 | 1,851 | 2,028 | 2,889 | 2,804 | 1,871 | 1,533 | 1,868 | 31.0 |
| | | Female | 20,650 | 1,655 | 1,650 | 1,776 | 2,067 | 3,195 | 3,050 | 2,107 | 1,938 | 3,212 | 34.9 |
| Wake | 434.1 | Male | 212,495 | 19,071 | 16,621 | 15,564 | 28,383 | 46,235 | 37,198 | 23,003 | 13,709 | 12,711 | 30.8 |
| | | Female | 221,605 | 18,569 | 16,213 | 15,097 | 27,502 | 45,849 | 38,677 | 23,308 | 15,170 | 21,220 | 32.3 |
| Warren | 17.3 | Male | 8,288 | 729 | 753 | 807 | 695 | 1,128 | 1,181 | 838 | 888 | 1,269 | 35.3 |
| | | Female | 9,012 | 665 | 705 | 729 | 695 | 1,166 | 1,192 | 924 | 1,109 | 1,827 | 39.6 |
| Washington | 14.0 | Male | 6,646 | 626 | 635 | 697 | 625 | 943 | 1,014 | 725 | 603 | 778 | 32.8 |
| | | Female | 7,354 | 643 | 649 | 660 | 683 | 1,034 | 1,069 | 767 | 694 | 1,155 | 35.1 |
| Watauga | 37.2 | Male | 18,193 | 1,077 | 1,149 | 1,085 | 5,245 | 2,533 | 2,332 | 1,800 | 1,311 | 1,661 | 27.1 |
| | | Female | 19,007 | 1,082 | 1,037 | 1,081 | 5,380 | 2,389 | 2,397 | 1,869 | 1,472 | 2,300 | 28.9 |
| Wayne | 105.2 | Male | 52,316 | 5,028 | 4,557 | 4,613 | 5,939 | 10,578 | 8,023 | 5,351 | 4,184 | 4,043 | 30.7 |
| | | Female | 52,884 | 4,735 | 4,418 | 4,368 | 5,241 | 9,009 | 7,759 | 5,813 | 4,837 | 6,704 | 33.5 |
| Wilkes | 59.6 | Male | 29,149 | 2,222 | 2,434 | 2,674 | 2,996 | 4,785 | 4,586 | 3,635 | 2,687 | 3,130 | 33.9 |
| | | Female | 30,451 | 2,151 | 2,203 | 2,433 | 2,767 | 4,784 | 4,692 | 3,793 | 2,908 | 4,720 | 36.9 |
| Wilson | 66.4 | Male | 31,022 | 2,765 | 3,048 | 3,118 | 3,270 | 4,631 | 4,930 | 3,512 | 2,689 | 3,059 | 32.1 |
| | | Female | 35,378 | 2,729 | 2,803 | 2,981 | 3,551 | 5,452 | 5,360 | 3,812 | 3,310 | 5,380 | 35.3 |
| Yadkin | 30.7 | Male | 14,888 | 1,141 | 1,154 | 1,236 | 1,418 | 2,437 | 2,307 | 1,935 | 1,465 | 1,795 | 35.3 |
| | | Female | 15,812 | 1,152 | 1,085 | 1,156 | 1,401 | 2,350 | 2,325 | 1,954 | 1,638 | 2,751 | 38.3 |
| Yancey | 15.5 | Male | 7,500 | 556 | 555 | 672 | 698 | 1,094 | 1,168 | 889 | 775 | 1,093 | 36.5 |
| | | Female | 8,000 | 549 | 535 | 608 | 675 | 1,082 | 1,194 | 937 | 861 | 1,559 | 39.6 |

# POPULATION BY AGE AND SEX

| SaMM ESTIMATES | | | | Population by Age and Sex | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | Median Age By Sex |
| **NORTH CAROLINA (continued)** | | | | | | | | | | | | | |
| **TOTAL METRO COUNTIES** | **3,804.6** | **Male** | **1,856,670** | **167,444** | **150,355** | **146,919** | **252,229** | **349,932** | **291,999** | **198,474** | **143,648** | **155,670** | **31.0** |
| | | **Female** | **1,947,930** | **161,043** | **143,926** | **140,922** | **225,968** | **346,181** | **304,360** | **209,365** | **164,608** | **251,357** | **33.7** |
| **TOTAL STATE** | **6,693.1** | **Male** | **3,245,017** | **289,145** | **270,913** | **274,457** | **402,618** | **570,056** | **500,261** | **352,920** | **270,263** | **314,384** | **31.8** |
| | | **Female** | **3,448,083** | **278,024** | **259,503** | **262,768** | **372,572** | **571,987** | **520,304** | **374,919** | **312,756** | **495,350** | **34.6** |
| **NORTH DAKOTA** | | | | | | | | | | | | | |
| **BISMARCK** | **83.8** | **Male** | **40,880** | **3,969** | **4,376** | **3,984** | **3,750** | **6,900** | **6,630** | **4,056** | **3,345** | **3,870** | **31.3** |
| | | **Female** | **42,920** | **3,877** | **4,092** | **3,744** | **3,826** | **7,336** | **6,579** | **4,258** | **3,480** | **5,728** | **33.1** |
| Burleigh | 60.3 | Male | 29,257 | 2,891 | 3,087 | 2,707 | 2,836 | 5,123 | 4,835 | 2,938 | 2,283 | 2,557 | 31.1 |
| | | Female | 31,043 | 2,806 | 2,844 | 2,572 | 3,012 | 5,517 | 4,902 | 3,082 | 2,433 | 3,875 | 32.8 |
| Morton | 23.5 | Male | 11,623 | 1,078 | 1,289 | 1,277 | 914 | 1,777 | 1,795 | 1,118 | 1,062 | 1,313 | 32.1 |
| | | Female | 11,877 | 1,071 | 1,248 | 1,172 | 814 | 1,819 | 1,677 | 1,176 | 1,047 | 1,853 | 34.0 |
| **FARGO - MOORHEAD** | **154.4** | **Male** | **75,908** | **7,117** | **6,814** | **6,031** | **12,697** | **13,193** | **11,567** | **6,712** | **5,192** | **6,585** | **29.0** |
| | | **Female** | **78,492** | **6,803** | **6,591** | **5,638** | **12,768** | **13,512** | **11,187** | **6,790** | **5,546** | **9,657** | **30.5** |
| Cass | 103.9 | Male | 51,670 | 4,812 | 4,506 | 3,985 | 8,361 | 9,764 | 8,253 | 4,540 | 3,347 | 4,102 | 29.3 |
| | | Female | 52,230 | 4,701 | 4,417 | 3,750 | 7,356 | 9,865 | 7,893 | 4,544 | 3,567 | 6,137 | 31.0 |
| *Clay, Minn.* | *50.5* | *Male* | *24,238* | *2,305* | *2,308* | *2,046* | *4,336* | *3,429* | *3,314* | *2,172* | *1,845* | *2,483* | *28.3* |
| | | *Female* | *26,262* | *2,102* | *2,174* | *1,888* | *5,412* | *3,647* | *3,294* | *2,246* | *1,979* | *3,520* | *29.3* |
| **GRAND FORKS** | **71.0** | **Male** | **36,309** | **3,742** | **3,231** | **2,662** | **7,192** | **7,450** | **5,006** | **2,630** | **1,909** | **2,487** | **26.8** |
| | | **Female** | **34,691** | **3,551** | **3,043** | **2,445** | **6,225** | **6,557** | **4,492** | **2,600** | **2,044** | **3,734** | **28.2** |
| Grand Forks | 71.0 | Male | 36,309 | 3,742 | 3,231 | 2,662 | 7,192 | 7,450 | 5,006 | 2,630 | 1,909 | 2,487 | 26.8 |
| | | Female | 34,691 | 3,551 | 3,043 | 2,445 | 6,225 | 6,557 | 4,492 | 2,600 | 2,044 | 3,734 | 28.2 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Adams | 3.1 | Male | 1,530 | 139 | 152 | 139 | 82 | 196 | 230 | 155 | 145 | 292 | 37.5 |
| | | Female | 1,570 | 115 | 140 | 128 | 74 | 186 | 233 | 151 | 169 | 374 | 41.1 |
| Barnes | 12.5 | Male | 6,092 | 512 | 550 | 533 | 650 | 788 | 826 | 590 | 528 | 1,115 | 35.2 |
| | | Female | 6,408 | 470 | 539 | 502 | 609 | 789 | 791 | 608 | 578 | 1,522 | 38.7 |
| Benson | 7.1 | Male | 3,582 | 422 | 456 | 382 | 295 | 452 | 427 | 329 | 288 | 531 | 30.2 |
| | | Female | 3,518 | 452 | 422 | 349 | 247 | 439 | 427 | 300 | 309 | 573 | 31.6 |
| Billings | 1.1 | Male | 575 | 46 | 72 | 62 | 24 | 86 | 91 | 62 | 64 | 68 | 34.7 |
| | | Female | 525 | 59 | 62 | 61 | 33 | 80 | 75 | 50 | 52 | 53 | 30.9 |
| Bottineau | 7.9 | Male | 3,968 | 308 | 364 | 381 | 356 | 503 | 563 | 390 | 378 | 725 | 36.3 |
| | | Female | 3,932 | 301 | 339 | 356 | 235 | 474 | 524 | 388 | 387 | 928 | 40.0 |
| Bowman | 3.5 | Male | 1,715 | 146 | 179 | 186 | 98 | 230 | 254 | 177 | 183 | 262 | 35.7 |
| | | Female | 1,785 | 142 | 166 | 166 | 80 | 225 | 255 | 179 | 188 | 384 | 39.5 |
| Burke | 2.9 | Male | 1,451 | 79 | 131 | 150 | 70 | 180 | 196 | 149 | 188 | 308 | 40.9 |
| | | Female | 1,449 | 93 | 135 | 132 | 47 | 146 | 180 | 151 | 191 | 374 | 44.5 |
| Burleigh | 60.3 | Male | 29,257 | 2,891 | 3,087 | 2,707 | 2,836 | 5,123 | 4,835 | 2,938 | 2,283 | 2,557 | 31.1 |
| | | Female | 31,043 | 2,806 | 2,844 | 2,572 | 3,012 | 5,517 | 4,902 | 3,082 | 2,433 | 3,875 | 32.8 |
| Cass | 103.9 | Male | 51,670 | 4,812 | 4,506 | 3,985 | 8,361 | 9,764 | 8,253 | 4,540 | 3,347 | 4,102 | 29.3 |
| | | Female | 52,230 | 4,701 | 4,417 | 3,750 | 7,356 | 9,865 | 7,893 | 4,544 | 3,567 | 6,137 | 31.0 |
| Cavalier | 6.0 | Male | 2,998 | 269 | 264 | 293 | 171 | 402 | 409 | 326 | 361 | 503 | 37.4 |
| | | Female | 3,002 | 269 | 281 | 250 | 136 | 331 | 386 | 338 | 339 | 672 | 41.1 |
| Dickey | 6.0 | Male | 2,973 | 234 | 279 | 288 | 299 | 378 | 376 | 274 | 265 | 580 | 35.2 |
| | | Female | 3,027 | 206 | 268 | 234 | 276 | 340 | 355 | 308 | 326 | 714 | 40.3 |
| Divide | 2.9 | Male | 1,450 | 99 | 147 | 120 | 53 | 171 | 195 | 165 | 138 | 362 | 41.9 |
| | | Female | 1,450 | 99 | 123 | 106 | 54 | 154 | 173 | 158 | 169 | 414 | 46.0 |
| Dunn | 3.9 | Male | 2,010 | 200 | 238 | 188 | 128 | 268 | 294 | 207 | 184 | 303 | 34.4 |
| | | Female | 1,890 | 198 | 195 | 193 | 86 | 242 | 275 | 181 | 179 | 341 | 36.1 |
| Eddy | 2.9 | Male | 1,430 | 112 | 135 | 128 | 75 | 200 | 191 | 123 | 160 | 306 | 38.4 |
| | | Female | 1,470 | 99 | 130 | 124 | 64 | 166 | 164 | 130 | 184 | 409 | 44.3 |
| Emmons | 4.7 | Male | 2,397 | 197 | 217 | 223 | 143 | 300 | 298 | 250 | 303 | 466 | 39.0 |
| | | Female | 2,303 | 186 | 190 | 205 | 117 | 249 | 253 | 270 | 295 | 538 | 43.1 |
| Foster | 3.9 | Male | 1,905 | 175 | 197 | 181 | 112 | 262 | 246 | 187 | 212 | 333 | 36.0 |
| | | Female | 1,995 | 163 | 178 | 185 | 98 | 266 | 218 | 195 | 217 | 475 | 39.9 |
| Golden Valley | 2.1 | Male | 1,069 | 91 | 126 | 148 | 65 | 126 | 139 | 102 | 91 | 181 | 33.3 |
| | | Female | 1,031 | 83 | 102 | 101 | 54 | 124 | 121 | 84 | 112 | 250 | 39.3 |
| Grand Forks | 71.0 | Male | 36,309 | 3,742 | 3,231 | 2,662 | 7,192 | 7,450 | 5,006 | 2,630 | 1,909 | 2,487 | 26.8 |
| | | Female | 34,691 | 3,551 | 3,043 | 2,445 | 6,225 | 6,557 | 4,492 | 2,600 | 2,044 | 3,734 | 28.2 |
| Grant | 3.5 | Male | 1,772 | 155 | 148 | 176 | 102 | 203 | 254 | 194 | 199 | 341 | 39.0 |
| | | Female | 1,728 | 124 | 180 | 156 | 70 | 189 | 221 | 179 | 210 | 401 | 41.7 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **NORTH DAKOTA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Griggs | 3.3 | Male | 1,642 | 120 | 153 | 153 | 87 | 173 | 256 | 171 | 159 | 370 | 40.3 |
| | | Female | 1,658 | 127 | 165 | 141 | 69 | 161 | 231 | 143 | 195 | 426 | 42.2 |
| Hettinger | 3.4 | Male | 1,688 | 144 | 166 | 138 | 82 | 209 | 226 | 189 | 191 | 343 | 39.6 |
| | | Female | 1,712 | 151 | 152 | 142 | 80 | 187 | 192 | 177 | 212 | 419 | 42.5 |
| Kidder | 3.3 | Male | 1,700 | 137 | 175 | 184 | 96 | 210 | 218 | 179 | 201 | 300 | 37.2 |
| | | Female | 1,600 | 106 | 162 | 150 | 76 | 185 | 192 | 178 | 193 | 358 | 41.3 |
| La Moure | 5.3 | Male | 2,678 | 217 | 278 | 278 | 147 | 341 | 340 | 275 | 287 | 515 | 37.3 |
| | | Female | 2,622 | 193 | 250 | 236 | 106 | 302 | 289 | 272 | 309 | 665 | 42.8 |
| Logan | 2.8 | Male | 1,409 | 110 | 103 | 145 | 67 | 202 | 148 | 146 | 190 | 298 | 40.2 |
| | | Female | 1,391 | 103 | 123 | 115 | 59 | 148 | 150 | 164 | 188 | 341 | 44.8 |
| McHenry | 6.4 | Male | 3,242 | 255 | 329 | 328 | 182 | 380 | 469 | 344 | 367 | 588 | 38.1 |
| | | Female | 3,158 | 239 | 300 | 291 | 130 | 348 | 407 | 362 | 335 | 746 | 41.7 |
| McIntosh | 4.0 | Male | 1,927 | 139 | 156 | 127 | 91 | 225 | 211 | 183 | 283 | 512 | 45.9 |
| | | Female | 2,073 | 148 | 164 | 138 | 58 | 226 | 179 | 221 | 279 | 660 | 50.9 |
| McKenzie | 6.2 | Male | 3,141 | 348 | 384 | 326 | 174 | 440 | 495 | 319 | 251 | 404 | 32.7 |
| | | Female | 3,059 | 356 | 342 | 303 | 168 | 458 | 427 | 300 | 257 | 448 | 32.9 |
| McLean | 10.3 | Male | 5,202 | 449 | 568 | 559 | 271 | 621 | 807 | 532 | 471 | 924 | 36.6 |
| | | Female | 5,098 | 401 | 514 | 525 | 204 | 640 | 752 | 500 | 501 | 1,061 | 38.5 |
| Mercer | 9.7 | Male | 4,895 | 571 | 586 | 462 | 220 | 892 | 815 | 497 | 318 | 534 | 31.8 |
| | | Female | 4,805 | 499 | 579 | 461 | 234 | 856 | 737 | 407 | 335 | 697 | 32.4 |
| Morton | 23.5 | Male | 11,623 | 1,078 | 1,289 | 1,277 | 914 | 1,777 | 1,795 | 1,118 | 1,062 | 1,313 | 32.1 |
| | | Female | 11,877 | 1,071 | 1,248 | 1,172 | 814 | 1,819 | 1,677 | 1,176 | 1,047 | 1,853 | 34.0 |
| Mountrail | 6.9 | Male | 3,409 | 305 | 365 | 388 | 200 | 459 | 467 | 363 | 298 | 564 | 34.7 |
| | | Female | 3,491 | 326 | 367 | 331 | 203 | 406 | 479 | 348 | 328 | 703 | 37.3 |
| Nelson | 4.4 | Male | 2,174 | 147 | 196 | 173 | 97 | 257 | 286 | 235 | 268 | 515 | 42.6 |
| | | Female | 2,226 | 149 | 189 | 176 | 69 | 237 | 255 | 237 | 258 | 656 | 46.7 |
| Oliver | 2.4 | Male | 1,248 | 123 | 166 | 135 | 73 | 170 | 215 | 124 | 112 | 130 | 32.5 |
| | | Female | 1,152 | 121 | 138 | 126 | 49 | 171 | 203 | 106 | 97 | 141 | 33.3 |
| Pembina | 9.2 | Male | 4,558 | 396 | 489 | 440 | 259 | 637 | 719 | 438 | 454 | 726 | 35.8 |
| | | Female | 4,642 | 394 | 447 | 426 | 236 | 604 | 643 | 457 | 457 | 978 | 38.3 |
| Pierce | 5.0 | Male | 2,470 | 193 | 235 | 255 | 157 | 316 | 311 | 241 | 272 | 490 | 37.5 |
| | | Female | 2,530 | 156 | 240 | 200 | 126 | 282 | 280 | 264 | 262 | 720 | 44.3 |
| Ramsey | 12.6 | Male | 6,175 | 577 | 636 | 521 | 528 | 926 | 847 | 593 | 565 | 982 | 33.9 |
| | | Female | 6,425 | 514 | 573 | 527 | 495 | 957 | 828 | 626 | 585 | 1,320 | 36.8 |
| Ransom | 5.9 | Male | 3,019 | 236 | 285 | 287 | 167 | 414 | 440 | 288 | 333 | 569 | 37.7 |
| | | Female | 2,881 | 231 | 251 | 243 | 136 | 373 | 367 | 265 | 307 | 708 | 40.6 |
| Renville | 3.1 | Male | 1,530 | 95 | 177 | 145 | 87 | 216 | 222 | 169 | 153 | 266 | 37.0 |
| | | Female | 1,570 | 149 | 146 | 148 | 73 | 203 | 200 | 149 | 160 | 342 | 38.3 |
| Richland | 18.1 | Male | 9,263 | 821 | 887 | 816 | 1,374 | 1,368 | 1,266 | 758 | 734 | 1,239 | 30.4 |
| | | Female | 8,837 | 810 | 869 | 754 | 779 | 1,302 | 1,070 | 783 | 784 | 1,686 | 34.3 |
| Rolette | 12.8 | Male | 6,276 | 905 | 905 | 765 | 528 | 880 | 732 | 569 | 411 | 581 | 25.4 |
| | | Female | 6,524 | 837 | 780 | 727 | 626 | 1,022 | 770 | 559 | 455 | 748 | 27.9 |
| Sargent | 4.5 | Male | 2,310 | 184 | 205 | 243 | 159 | 321 | 346 | 286 | 206 | 360 | 36.2 |
| | | Female | 2,190 | 176 | 207 | 207 | 108 | 257 | 311 | 255 | 228 | 441 | 39.5 |
| Sheridan | 2.1 | Male | 1,089 | 91 | 86 | 90 | 57 | 128 | 145 | 124 | 135 | 233 | 41.4 |
| | | Female | 1,011 | 76 | 84 | 78 | 35 | 114 | 120 | 113 | 139 | 252 | 44.9 |
| Sioux | 3.8 | Male | 1,966 | 322 | 300 | 250 | 183 | 286 | 234 | 165 | 108 | 118 | 22.2 |
| | | Female | 1,834 | 264 | 275 | 238 | 170 | 262 | 237 | 152 | 118 | 118 | 23.8 |
| Slope | .9 | Male | 475 | 41 | 59 | 47 | 34 | 63 | 79 | 42 | 57 | 53 | 34.0 |
| | | Female | 425 | 39 | 43 | 43 | 26 | 60 | 56 | 43 | 57 | 58 | 35.3 |
| Stark | 22.6 | Male | 11,107 | 1,137 | 1,245 | 1,050 | 1,064 | 1,884 | 1,631 | 1,005 | 843 | 1,248 | 30.6 |
| | | Female | 11,493 | 1,081 | 1,193 | 1,041 | 1,035 | 1,949 | 1,502 | 1,012 | 942 | 1,738 | 32.2 |
| Steele | 2.4 | Male | 1,207 | 99 | 105 | 98 | 54 | 165 | 156 | 149 | 144 | 237 | 40.3 |
| | | Female | 1,193 | 105 | 107 | 118 | 51 | 142 | 141 | 133 | 145 | 251 | 40.2 |
| Stutsman | 22.1 | Male | 10,783 | 929 | 1,113 | 942 | 982 | 1,676 | 1,644 | 1,027 | 1,000 | 1,470 | 33.5 |
| | | Female | 11,317 | 907 | 1,011 | 881 | 889 | 1,695 | 1,545 | 1,130 | 1,147 | 2,112 | 36.8 |
| Towner | 3.6 | Male | 1,804 | 164 | 184 | 138 | 114 | 270 | 233 | 177 | 174 | 350 | 36.4 |
| | | Female | 1,796 | 175 | 145 | 169 | 85 | 215 | 211 | 141 | 193 | 462 | 40.2 |
| Traill | 8.7 | Male | 4,253 | 374 | 403 | 352 | 433 | 592 | 577 | 414 | 371 | 737 | 34.5 |
| | | Female | 4,447 | 336 | 391 | 390 | 419 | 558 | 499 | 417 | 402 | 1,035 | 37.6 |
| Walsh | 13.7 | Male | 6,817 | 625 | 699 | 625 | 463 | 983 | 976 | 693 | 648 | 1,105 | 35.1 |
| | | Female | 6,883 | 577 | 667 | 606 | 391 | 965 | 906 | 657 | 638 | 1,476 | 37.6 |
| Ward | 57.7 | Male | 28,704 | 3,126 | 2,810 | 2,458 | 3,911 | 5,438 | 4,050 | 2,365 | 1,889 | 2,657 | 28.8 |
| | | Female | 28,996 | 2,913 | 2,685 | 2,335 | 3,746 | 5,120 | 3,837 | 2,416 | 2,103 | 3,841 | 30.5 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **NORTH DAKOTA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Wells | 5.7 | Male | 2,753 | 210 | 235 | 251 | 141 | 373 | 340 | 306 | 322 | 575 | 39.9 |
| | | Female | 2,947 | 238 | 260 | 206 | 117 | 339 | 324 | 321 | 345 | 797 | 44.7 |
| Williams | 20.6 | Male | 10,127 | 1,009 | 1,199 | 935 | 670 | 1,636 | 1,621 | 997 | 833 | 1,227 | 32.6 |
| | | Female | 10,473 | 981 | 1,128 | 942 | 699 | 1,664 | 1,471 | 995 | 890 | 1,703 | 33.9 |
| **TOTAL METRO COUNTIES** | 258.7 | Male | 128,859 | 12,523 | 12,113 | 10,631 | 19,303 | 24,114 | 19,889 | 11,226 | 8,601 | 10,459 | 29.1 |
| | | Female | 129,841 | 12,129 | 11,552 | 9,939 | 17,407 | 23,758 | 18,964 | 11,402 | 9,091 | 15,599 | 30.8 |
| **TOTAL STATE** | 636.2 | Male | 316,817 | 30,306 | 31,650 | 28,313 | 35,178 | 52,010 | 46,400 | 29,269 | 25,336 | 38,355 | 31.3 |
| | | Female | 319,383 | 29,066 | 29,949 | 26,599 | 31,434 | 50,566 | 43,426 | 29,375 | 26,840 | 52,128 | 33.4 |
| **OHIO** | | | | | | | | | | | | | |
| **AKRON** | 658.6 | Male | 316,503 | 28,711 | 28,052 | 26,405 | 37,211 | 52,385 | 49,124 | 33,024 | 28,289 | 33,302 | 32.2 |
| | | Female | 342,097 | 27,426 | 26,694 | 25,081 | 38,917 | 54,980 | 51,251 | 35,417 | 31,196 | 51,135 | 34.6 |
| Portage | 143.2 | Male | 69,802 | 5,922 | 6,230 | 5,957 | 11,492 | 11,332 | 10,396 | 7,279 | 5,619 | 5,575 | 29.7 |
| | | Female | 73,398 | 5,821 | 5,936 | 5,673 | 13,029 | 11,528 | 10,483 | 7,359 | 5,779 | 7,790 | 30.4 |
| Summit | 515.4 | Male | 246,701 | 22,789 | 21,822 | 20,448 | 25,719 | 41,053 | 38,728 | 25,745 | 22,670 | 27,727 | 32.9 |
| | | Female | 268,699 | 21,605 | 20,758 | 19,408 | 25,888 | 43,452 | 40,768 | 28,058 | 25,417 | 43,345 | 35.8 |
| **CANTON** | 394.2 | Male | 188,936 | 17,097 | 17,389 | 17,118 | 17,737 | 29,342 | 29,206 | 21,174 | 17,519 | 22,354 | 33.6 |
| | | Female | 205,264 | 16,376 | 16,494 | 15,964 | 18,115 | 31,190 | 31,014 | 22,411 | 19,603 | 34,097 | 36.4 |
| Carroll | 26.6 | Male | 13,062 | 1,172 | 1,342 | 1,305 | 1,040 | 1,985 | 1,959 | 1,508 | 1,228 | 1,523 | 33.4 |
| | | Female | 13,538 | 1,117 | 1,187 | 1,199 | 1,103 | 2,092 | 2,040 | 1,472 | 1,234 | 2,094 | 35.3 |
| Stark | 367.6 | Male | 175,874 | 15,925 | 16,047 | 15,813 | 16,697 | 27,357 | 27,247 | 19,666 | 16,291 | 20,831 | 33.6 |
| | | Female | 191,726 | 15,259 | 15,307 | 14,765 | 17,012 | 29,098 | 28,974 | 20,939 | 18,369 | 32,003 | 36.5 |
| **CINCINNATI** | 1,457.8 | Male | 699,031 | 72,376 | 68,323 | 61,003 | 72,235 | 124,127 | 106,681 | 70,950 | 57,122 | 66,214 | 31.1 |
| | | Female | 758,769 | 68,446 | 65,278 | 58,166 | 73,978 | 130,008 | 110,949 | 77,008 | 65,708 | 109,228 | 33.7 |
| Clermont | 152.1 | Male | 74,561 | 7,856 | 7,945 | 7,167 | 7,190 | 13,405 | 12,197 | 8,101 | 5,470 | 5,230 | 30.3 |
| | | Female | 77,539 | 7,480 | 7,555 | 6,890 | 7,421 | 14,049 | 12,272 | 8,202 | 5,730 | 7,940 | 31.7 |
| Hamilton | 865.7 | Male | 409,498 | 42,604 | 38,940 | 34,323 | 44,148 | 71,861 | 59,881 | 40,187 | 34,595 | 42,959 | 31.2 |
| | | Female | 456,202 | 40,353 | 37,345 | 32,895 | 45,747 | 76,781 | 64,225 | 45,308 | 41,236 | 72,312 | 34.3 |
| Warren | 115.5 | Male | 58,286 | 5,623 | 5,443 | 5,075 | 5,348 | 11,074 | 10,078 | 6,671 | 4,685 | 4,289 | 31.9 |
| | | Female | 57,214 | 5,313 | 5,117 | 4,698 | 4,773 | 10,266 | 9,514 | 6,625 | 4,770 | 6,138 | 33.5 |
| *Dearborn, Ind.* | *39.2* | *Male* | *19,201* | *1,822* | *2,022* | *1,944* | *1,737* | *2,901* | *3,103* | *2,201* | *1,626* | *1,845* | *32.2* |
| | | *Female* | *19,999* | *1,810* | *1,931* | *1,752* | *1,671* | *3,156* | *3,025* | *2,152* | *1,708* | *2,794* | *34.0* |
| *Boone, Ky.* | *58.7* | *Male* | *28,652* | *3,034* | *3,142* | *2,756* | *2,692* | *5,089* | *4,840* | *3,171* | *2,071* | *1,857* | *30.3* |
| | | *Female* | *30,048* | *2,872* | *2,934* | *2,612* | *2,740* | *5,560* | *4,964* | *3,131* | *2,274* | *2,961* | *32.0* |
| *Campbell, Ky.* | *84.1* | *Male* | *40,234* | *4,111* | *3,947* | *3,512* | *4,208* | *7,058* | *5,906* | *3,964* | *3,452* | *4,076* | *31.1* |
| | | *Female* | *43,866* | *3,838* | *3,847* | *3,469* | *4,362* | *7,331* | *6,040* | *4,332* | *3,922* | *6,725* | *33.8* |
| *Kenton, Ky.* | *142.5* | *Male* | *68,599* | *7,326* | *6,884* | *6,226* | *6,912* | *12,739* | *10,676* | *6,655* | *5,223* | *5,958* | *30.5* |
| | | *Female* | *73,901* | *6,780* | *6,549* | *5,850* | *7,264* | *12,865* | *10,909* | *7,258* | *6,068* | *10,358* | *33.2* |
| **CINCINNATI - HAMILTON CONSOLIDATED AREA** | *1,752.0* | *Male* | *841,390* | *86,114* | *82,105* | *73,379* | *90,648* | *147,812* | *128,681* | *85,863* | *68,844* | *77,944* | *31.0* |
| | | *Female* | *910,610* | *81,502* | *78,082* | *70,092* | *93,651* | *154,930* | *133,722* | *92,786* | *78,426* | *127,419* | *33.5* |
| **CLEVELAND** | 1,825.8 | Male | 865,370 | 81,319 | 76,895 | 72,446 | 81,576 | 145,681 | 131,322 | 92,375 | 79,969 | 103,787 | 33.3 |
| | | Female | 960,430 | 78,012 | 73,896 | 69,337 | 84,066 | 155,662 | 141,802 | 103,434 | 92,313 | 161,908 | 36.4 |
| Cuyahoga | 1,404.6 | Male | 659,464 | 62,175 | 57,109 | 53,440 | 63,180 | 112,590 | 96,864 | 67,032 | 62,014 | 85,060 | 33.3 |
| | | Female | 745,136 | 59,650 | 55,238 | 51,186 | 66,139 | 121,135 | 106,193 | 77,685 | 73,554 | 134,356 | 36.8 |
| Geauga | 81.9 | Male | 40,495 | 4,042 | 4,103 | 4,014 | 3,396 | 5,446 | 6,891 | 5,359 | 3,571 | 3,673 | 33.6 |
| | | Female | 41,405 | 3,872 | 3,853 | 3,689 | 3,170 | 5,869 | 7,033 | 5,343 | 3,589 | 4,987 | 35.4 |
| Lake | 215.8 | Male | 104,731 | 9,336 | 9,392 | 8,952 | 9,632 | 18,273 | 16,964 | 12,345 | 9,600 | 10,237 | 33.2 |
| | | Female | 111,069 | 8,976 | 8,832 | 8,668 | 9,645 | 18,675 | 17,531 | 12,942 | 10,335 | 15,465 | 35.4 |
| Medina | 123.5 | Male | 60,680 | 5,766 | 6,291 | 6,040 | 5,368 | 9,372 | 10,603 | 7,639 | 4,784 | 4,817 | 32.3 |
| | | Female | 62,820 | 5,514 | 5,973 | 5,794 | 5,112 | 9,983 | 11,045 | 7,464 | 4,835 | 7,100 | 34.0 |
| **CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA** | *2,755.7* | *Male* | *1,313,852* | *122,677* | *117,932* | *111,683* | *132,142* | *219,187* | *201,320* | *139,735* | *119,430* | *149,746* | *32.9* |
| | | *Female* | *1,441,848* | *117,446* | *112,752* | *106,794* | *136,657* | *233,102* | *214,268* | *153,743* | *135,465* | *231,624* | *35.7* |
| **COLUMBUS** | 1,389.7 | Male | 677,497 | 64,989 | 59,788 | 55,699 | 86,617 | 130,744 | 106,504 | 68,653 | 51,438 | 53,065 | 30.5 |
| | | Female | 712,203 | 62,374 | 56,899 | 52,653 | 83,481 | 130,218 | 110,717 | 73,705 | 56,592 | 85,564 | 32.7 |
| Delaware | 68.1 | Male | 33,694 | 3,192 | 3,416 | 3,183 | 3,330 | 5,017 | 6,142 | 4,136 | 2,769 | 2,509 | 32.4 |
| | | Female | 34,406 | 3,065 | 2,982 | 2,997 | 3,309 | 5,395 | 6,142 | 4,091 | 2,722 | 3,703 | 34.0 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **OHIO (continued)** | | | | | | | | | | | | | |
| **COLUMBUS (continued)** | | | | | | | | | | | | | |
| Fairfield | 104.5 | Male | 51,821 | 4,584 | 5,041 | 5,070 | 5,750 | 7,815 | 8,365 | 6,249 | 4,294 | 4,653 | 32.0 |
| | | Female | 52,679 | 4,376 | 4,788 | 4,587 | 4,360 | 8,035 | 8,737 | 6,211 | 4,496 | 7,089 | 35.2 |
| Franklin | 970.0 | Male | 467,687 | 46,289 | 40,322 | 36,667 | 64,288 | 95,109 | 72,156 | 43,914 | 34,081 | 34,861 | 29.9 |
| | | Female | 502,313 | 44,314 | 38,664 | 34,837 | 64,208 | 96,863 | 77,006 | 49,199 | 38,751 | 58,471 | 32.1 |
| Licking | 128.9 | Male | 62,389 | 5,719 | 5,978 | 5,676 | 6,397 | 9,947 | 9,467 | 7,519 | 5,645 | 6,041 | 32.5 |
| | | Female | 66,511 | 5,788 | 5,644 | 5,358 | 6,458 | 10,426 | 10,049 | 7,741 | 5,886 | 9,161 | 34.6 |
| Madison | 37.3 | Male | 20,209 | 1,617 | 1,589 | 1,544 | 2,335 | 4,590 | 3,468 | 2,153 | 1,384 | 1,529 | 31.6 |
| | | Female | 17,091 | 1,549 | 1,504 | 1,508 | 1,622 | 2,779 | 2,565 | 1,926 | 1,420 | 2,218 | 33.5 |
| Pickaway | 48.6 | Male | 26,641 | 2,118 | 1,943 | 2,076 | 3,170 | 5,726 | 4,525 | 2,977 | 2,051 | 2,055 | 32.0 |
| | | Female | 21,959 | 1,867 | 1,920 | 1,954 | 1,938 | 3,448 | 3,397 | 2,730 | 1,945 | 2,760 | 34.6 |
| Union | 32.3 | Male | 15,056 | 1,470 | 1,499 | 1,483 | 1,347 | 2,540 | 2,381 | 1,705 | 1,214 | 1,417 | 31.8 |
| | | Female | 17,244 | 1,415 | 1,397 | 1,412 | 1,586 | 3,272 | 2,821 | 1,807 | 1,372 | 2,162 | 33.6 |
| **DAYTON - SPRINGFIELD** | **953.8** | **Male** | **458,952** | **43,244** | **41,901** | **39,373** | **50,080** | **76,316** | **69,478** | **51,876** | **40,471** | **46,213** | **32.2** |
| | | **Female** | **494,848** | **40,843** | **40,304** | **37,491** | **51,044** | **79,269** | **74,109** | **54,929** | **45,600** | **71,259** | **34.8** |
| Clark | 147.6 | Male | 70,719 | 6,502 | 6,479 | 6,563 | 7,614 | 10,269 | 10,513 | 8,550 | 6,226 | 8,003 | 33.0 |
| | | Female | 76,881 | 6,167 | 6,422 | 6,079 | 7,799 | 11,064 | 11,162 | 8,718 | 7,070 | 12,400 | 35.8 |
| Greene | 137.5 | Male | 67,323 | 5,891 | 6,313 | 6,073 | 8,721 | 10,299 | 10,843 | 7,955 | 5,830 | 5,398 | 31.5 |
| | | Female | 70,177 | 5,562 | 5,953 | 5,860 | 8,985 | 10,584 | 11,160 | 8,071 | 6,079 | 7,923 | 33.2 |
| Miami | 93.6 | Male | 45,495 | 4,222 | 4,442 | 4,233 | 4,195 | 7,022 | 6,989 | 5,675 | 4,062 | 4,655 | 33.1 |
| | | Female | 48,105 | 3,965 | 4,291 | 4,093 | 4,065 | 7,203 | 7,422 | 5,660 | 4,302 | 7,104 | 35.6 |
| Montgomery | 575.1 | Male | 275,415 | 26,629 | 24,667 | 22,504 | 29,550 | 48,726 | 41,133 | 29,696 | 24,353 | 28,157 | 32.1 |
| | | Female | 299,685 | 25,149 | 23,638 | 21,459 | 30,195 | 50,418 | 44,365 | 32,480 | 28,149 | 43,832 | 34.8 |
| **HAMILTON - MIDDLETOWN** | **294.2** | **Male** | **142,359** | **13,738** | **13,782** | **12,376** | **18,413** | **23,685** | **22,000** | **14,913** | **11,722** | **11,730** | **30.4** |
| | | **Female** | **151,841** | **13,056** | **12,804** | **11,926** | **19,673** | **24,922** | **22,773** | **15,778** | **12,718** | **18,191** | **32.4** |
| Butler | 294.2 | Male | 142,359 | 13,738 | 13,782 | 12,376 | 18,413 | 23,685 | 22,000 | 14,913 | 11,722 | 11,730 | 30.4 |
| | | Female | 151,841 | 13,056 | 12,804 | 11,926 | 19,673 | 24,922 | 22,773 | 15,778 | 12,718 | 18,191 | 32.4 |
| **LIMA** | **154.6** | **Male** | **76,168** | **7,599** | **7,605** | **7,274** | **7,583** | **12,568** | **11,469** | **7,636** | **6,411** | **8,023** | **31.4** |
| | | **Female** | **78,432** | **7,098** | **7,179** | **6,687** | **6,980** | **11,830** | **11,069** | **7,871** | **7,040** | **12,678** | **34.5** |
| Allen | 109.8 | Male | 54,348 | 5,324 | 5,313 | 5,109 | 5,676 | 9,074 | 8,151 | 5,461 | 4,585 | 5,655 | 31.3 |
| | | Female | 55,452 | 4,906 | 4,897 | 4,711 | 5,080 | 8,369 | 7,794 | 5,652 | 5,026 | 9,017 | 34.7 |
| Auglaize | 44.8 | Male | 21,820 | 2,275 | 2,292 | 2,165 | 1,907 | 3,494 | 3,318 | 2,175 | 1,826 | 2,368 | 31.5 |
| | | Female | 22,980 | 2,192 | 2,282 | 1,976 | 1,900 | 3,461 | 3,275 | 2,219 | 2,014 | 3,661 | 34.1 |
| **LORAIN - ELYRIA** | **271.3** | **Male** | **131,979** | **12,647** | **12,985** | **12,832** | **13,355** | **21,121** | **20,874** | **14,336** | **11,172** | **12,657** | **31.7** |
| | | **Female** | **139,321** | **12,008** | **12,162** | **12,376** | **13,674** | **22,460** | **21,215** | **14,892** | **11,953** | **18,581** | **33.7** |
| Lorain | 271.3 | Male | 131,979 | 12,647 | 12,985 | 12,832 | 13,355 | 21,121 | 20,874 | 14,336 | 11,172 | 12,657 | 31.7 |
| | | Female | 139,321 | 12,008 | 12,162 | 12,376 | 13,674 | 22,460 | 21,215 | 14,892 | 11,953 | 18,581 | 33.7 |
| **MANSFIELD** | **126.0** | **Male** | **61,700** | **5,460** | **5,645** | **5,874** | **6,297** | **9,819** | **9,130** | **7,107** | **5,817** | **6,551** | **32.7** |
| | | **Female** | **64,300** | **5,338** | **5,409** | **5,406** | **5,374** | **9,441** | **9,621** | **7,586** | **6,368** | **9,757** | **36.2** |
| Richland | 126.0 | Male | 61,700 | 5,460 | 5,645 | 5,874 | 6,297 | 9,819 | 9,130 | 7,107 | 5,817 | 6,551 | 32.7 |
| | | Female | 64,300 | 5,338 | 5,409 | 5,406 | 5,374 | 9,441 | 9,621 | 7,586 | 6,368 | 9,757 | 36.2 |
| **PARKERSBURG - MARIETTA** | **148.4** | **Male** | **70,976** | **5,937** | **6,577** | **6,641** | **6,598** | **10,760** | **10,926** | **8,668** | **6,609** | **8,260** | **34.0** |
| | | **Female** | **77,424** | **5,747** | **6,131** | **6,324** | **6,776** | **11,389** | **11,629** | **9,018** | **7,451** | **12,959** | **37.0** |
| Washington | 62.1 | Male | 29,924 | 2,555 | 2,868 | 2,767 | 2,984 | 4,532 | 4,568 | 3,491 | 2,787 | 3,372 | 33.4 |
| | | Female | 32,176 | 2,448 | 2,672 | 2,727 | 2,950 | 4,786 | 4,790 | 3,612 | 3,095 | 5,096 | 36.1 |
| *Wood, W. Va.* | *86.3* | *Male* | *41,052* | *3,382* | *3,709* | *3,874* | *3,614* | *6,228* | *6,358* | *5,177* | *3,822* | *4,888* | *34.5* |
| | | *Female* | *45,248* | *3,299* | *3,459* | *3,597* | *3,826* | *6,603* | *6,839* | *5,406* | *4,356* | *7,863* | *37.7* |
| **STEUBENVILLE - WEIRTON** | **141.2** | **Male** | **67,127** | **4,906** | **5,685** | **6,287** | **6,255** | **9,004** | **10,572** | **7,656** | **7,323** | **9,439** | **36.3** |
| | | **Female** | **74,073** | **4,690** | **5,359** | **6,122** | **6,300** | **9,896** | **10,751** | **8,386** | **8,433** | **14,136** | **39.3** |
| Jefferson | 79.6 | Male | 37,634 | 2,858 | 3,263 | 3,491 | 3,362 | 5,036 | 5,751 | 4,330 | 4,094 | 5,449 | 36.4 |
| | | Female | 41,966 | 2,786 | 3,108 | 3,410 | 3,531 | 5,546 | 5,936 | 4,707 | 4,743 | 8,199 | 39.4 |
| *Brooke, W. Va.* | *26.7* | *Male* | *12,790* | *857* | *1,079* | *1,240* | *1,436* | *1,622* | *2,056* | *1,432* | *1,334* | *1,734* | *35.8* |
| | | *Female* | *13,910* | *799* | *954* | *1,150* | *1,390* | *1,780* | *2,068* | *1,552* | *1,586* | *2,631* | *39.3* |
| *Hancock, W. Va.* | *34.9* | *Male* | *16,703* | *1,191* | *1,343* | *1,556* | *1,457* | *2,346* | *2,765* | *1,894* | *1,895* | *2,256* | *36.7* |
| | | *Female* | *18,197* | *1,105* | *1,297* | *1,562* | *1,379* | *2,570* | *2,747* | *2,127* | *2,104* | *3,306* | *39.3* |
| **TOLEDO** | **614.8** | **Male** | **294,037** | **28,752** | **27,781** | **26,264** | **35,869** | **49,171** | **43,982** | **29,087** | **23,817** | **29,314** | **30.8** |
| | | **Female** | **320,763** | **28,118** | **26,586** | **25,298** | **38,539** | **51,418** | **45,975** | **30,959** | **26,955** | **46,915** | **33.1** |
| Fulton | 38.7 | Male | 18,919 | 1,833 | 1,992 | 2,020 | 1,635 | 3,071 | 2,936 | 2,015 | 1,457 | 1,960 | 31.4 |
| | | Female | 19,781 | 1,853 | 1,924 | 1,831 | 1,657 | 3,099 | 2,893 | 1,995 | 1,612 | 2,917 | 33.5 |
| Lucas | 462.3 | Male | 220,476 | 22,312 | 20,712 | 19,476 | 24,616 | 37,570 | 32,949 | 21,707 | 18,301 | 22,833 | 31.2 |
| | | Female | 241,824 | 21,790 | 19,994 | 18,989 | 25,174 | 39,591 | 34,716 | 23,548 | 21,020 | 37,002 | 33.8 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **OHIO (continued)** | | | | | | | | | | | | | |
| **TOLEDO (continued)** | | | | | | | | | | | | | |
| Wood | 113.8 | Male | 54,642 | 4,607 | 5,077 | 4,768 | 9,618 | 8,530 | 8,097 | 5,365 | 4,059 | 4,521 | 28.8 |
| | | Female | 59,158 | 4,475 | 4,668 | 4,478 | 11,708 | 8,728 | 8,366 | 5,416 | 4,323 | 6,996 | 29.9 |
| **YOUNGSTOWN - WARREN** | **490.2** | **Male** | **233,064** | **20,417** | **20,882** | **21,236** | **21,558** | **33,906** | **35,228** | **25,379** | **23,245** | **31,213** | **34.6** |
| | | **Female** | **257,136** | **19,762** | **20,087** | **20,132** | **21,748** | **37,103** | **37,391** | **27,792** | **27,048** | **46,073** | **37.6** |
| Mahoning | 263.3 | Male | 124,296 | 10,862 | 11,011 | 11,178 | 11,410 | 17,972 | 18,514 | 12,672 | 12,656 | 18,021 | 34.8 |
| | | Female | 139,004 | 10,463 | 10,765 | 10,706 | 11,547 | 19,944 | 19,570 | 14,354 | 14,991 | 26,664 | 38.1 |
| Trumbull | 226.9 | Male | 108,768 | 9,555 | 9,871 | 10,058 | 10,148 | 15,934 | 16,714 | 12,707 | 10,589 | 13,192 | 34.3 |
| | | Female | 118,132 | 9,299 | 9,322 | 9,426 | 10,201 | 17,159 | 17,821 | 13,438 | 12,057 | 19,409 | 37.1 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Adams | 25.6 | Male | 12,559 | 1,177 | 1,250 | 1,380 | 1,211 | 1,771 | 1,777 | 1,379 | 1,134 | 1,480 | 32.1 |
| | | Female | 13,041 | 1,104 | 1,260 | 1,300 | 1,195 | 1,886 | 1,751 | 1,404 | 1,161 | 1,980 | 33.8 |
| Allen | 109.8 | Male | 54,348 | 5,324 | 5,313 | 5,109 | 5,676 | 9,074 | 8,151 | 5,461 | 4,585 | 5,655 | 31.3 |
| | | Female | 55,452 | 4,906 | 4,897 | 4,711 | 5,080 | 8,369 | 7,794 | 5,652 | 5,026 | 9,017 | 34.7 |
| Ashland | 47.7 | Male | 23,291 | 2,201 | 2,323 | 2,311 | 2,528 | 3,368 | 3,356 | 2,570 | 2,021 | 2,613 | 31.8 |
| | | Female | 24,409 | 2,008 | 2,155 | 2,135 | 2,512 | 3,505 | 3,372 | 2,605 | 2,169 | 3,948 | 34.7 |
| Ashtabula | 99.7 | Male | 48,142 | 4,695 | 4,675 | 4,633 | 4,171 | 7,127 | 7,252 | 5,149 | 4,457 | 5,983 | 33.3 |
| | | Female | 51,558 | 4,296 | 4,561 | 4,597 | 4,370 | 7,453 | 7,338 | 5,427 | 4,878 | 8,638 | 35.7 |
| Athens | 59.9 | Male | 29,410 | 2,045 | 2,220 | 2,057 | 8,463 | 4,350 | 3,673 | 2,434 | 1,853 | 2,315 | 24.9 |
| | | Female | 30,490 | 2,001 | 2,173 | 1,964 | 8,558 | 4,114 | 3,586 | 2,528 | 1,986 | 3,580 | 26.3 |
| Auglaize | 44.8 | Male | 21,820 | 2,275 | 2,299 | 2,165 | 1,907 | 3,494 | 3,318 | 2,175 | 1,826 | 2,368 | 31.5 |
| | | Female | 22,980 | 2,192 | 2,282 | 1,976 | 1,900 | 3,461 | 3,275 | 2,219 | 2,014 | 3,661 | 34.1 |
| Belmont | 70.4 | Male | 33,075 | 2,630 | 2,911 | 3,032 | 2,738 | 4,591 | 5,145 | 3,568 | 3,388 | 5,072 | 36.2 |
| | | Female | 37,325 | 2,540 | 2,809 | 2,867 | 2,780 | 5,067 | 5,207 | 3,896 | 4,055 | 8,104 | 40.0 |
| Brown | 35.3 | Male | 17,326 | 1,653 | 1,759 | 1,800 | 1,608 | 2,757 | 2,460 | 1,890 | 1,516 | 1,883 | 31.7 |
| | | Female | 17,974 | 1,632 | 1,712 | 1,623 | 1,567 | 2,818 | 2,539 | 1,889 | 1,571 | 2,623 | 33.7 |
| Butler | 294.2 | Male | 142,359 | 13,738 | 13,782 | 12,376 | 18,413 | 23,685 | 22,000 | 14,913 | 11,722 | 11,730 | 30.4 |
| | | Female | 151,841 | 13,056 | 12,804 | 11,926 | 19,673 | 24,922 | 22,773 | 15,778 | 12,718 | 18,191 | 32.4 |
| Carroll | 26.6 | Male | 13,062 | 1,172 | 1,342 | 1,305 | 1,040 | 1,985 | 1,959 | 1,508 | 1,228 | 1,523 | 33.4 |
| | | Female | 13,538 | 1,117 | 1,187 | 1,199 | 1,103 | 2,092 | 2,040 | 1,472 | 1,234 | 2,094 | 35.3 |
| Champaign | 36.3 | Male | 17,869 | 1,638 | 1,713 | 1,692 | 1,747 | 2,632 | 2,659 | 2,459 | 1,446 | 1,883 | 33.1 |
| | | Female | 18,431 | 1,466 | 1,580 | 1,606 | 1,640 | 2,763 | 2,787 | 2,247 | 1,577 | 2,765 | 35.6 |
| Clark | 147.6 | Male | 70,719 | 6,502 | 6,479 | 6,563 | 7,614 | 10,269 | 10,513 | 8,550 | 6,226 | 8,003 | 33.0 |
| | | Female | 76,881 | 6,167 | 6,422 | 6,079 | 7,799 | 11,064 | 11,162 | 8,718 | 7,070 | 12,400 | 35.8 |
| Clermont | 152.1 | Male | 74,561 | 7,856 | 7,945 | 7,167 | 7,190 | 13,405 | 12,197 | 8,101 | 5,470 | 5,230 | 30.3 |
| | | Female | 77,539 | 7,480 | 7,555 | 6,890 | 7,421 | 14,049 | 12,272 | 8,202 | 5,730 | 7,940 | 31.7 |
| Clinton | 35.6 | Male | 17,298 | 1,608 | 1,783 | 1,657 | 1,871 | 2,715 | 2,606 | 1,839 | 1,406 | 1,813 | 31.4 |
| | | Female | 18,302 | 1,553 | 1,646 | 1,548 | 1,854 | 2,851 | 2,618 | 1,854 | 1,556 | 2,822 | 33.9 |
| Columbiana | 108.1 | Male | 52,096 | 4,784 | 5,038 | 5,118 | 4,491 | 7,569 | 7,937 | 5,657 | 4,979 | 6,523 | 33.7 |
| | | Female | 56,004 | 4,580 | 4,585 | 4,845 | 4,607 | 8,242 | 8,135 | 6,000 | 5,518 | 9,492 | 36.4 |
| Coshocton | 35.4 | Male | 17,107 | 1,610 | 1,832 | 1,572 | 1,414 | 2,488 | 2,583 | 1,921 | 1,633 | 2,054 | 33.5 |
| | | Female | 18,293 | 1,590 | 1,656 | 1,468 | 1,440 | 2,714 | 2,592 | 2,018 | 1,778 | 3,037 | 36.1 |
| Crawford | 47.8 | Male | 23,084 | 2,175 | 2,218 | 2,274 | 2,073 | 3,475 | 3,359 | 2,689 | 2,133 | 2,688 | 33.1 |
| | | Female | 24,716 | 2,041 | 2,096 | 2,044 | 2,121 | 3,643 | 3,439 | 2,825 | 2,277 | 4,230 | 36.2 |
| Cuyahoga | 1,404.6 | Male | 659,464 | 62,175 | 57,109 | 53,440 | 63,180 | 112,590 | 96,864 | 67,032 | 62,014 | 85,060 | 33.3 |
| | | Female | 745,136 | 59,650 | 55,238 | 51,186 | 66,139 | 121,135 | 106,193 | 77,685 | 73,554 | 134,356 | 36.8 |
| Darke | 53.7 | Male | 25,993 | 2,513 | 2,615 | 2,525 | 2,375 | 3,994 | 3,747 | 2,938 | 2,216 | 3,070 | 32.4 |
| | | Female | 27,707 | 2,301 | 2,505 | 2,460 | 2,335 | 4,014 | 3,803 | 3,028 | 2,444 | 4,817 | 35.6 |
| Defiance | 39.4 | Male | 19,417 | 1,856 | 2,025 | 1,969 | 1,940 | 2,960 | 3,068 | 2,213 | 1,562 | 1,824 | 31.5 |
| | | Female | 19,983 | 1,757 | 1,899 | 1,861 | 1,896 | 3,007 | 2,932 | 2,189 | 1,664 | 2,778 | 33.6 |
| Delaware | 68.1 | Male | 33,694 | 3,192 | 3,416 | 3,183 | 3,330 | 5,017 | 6,142 | 4,136 | 2,769 | 2,509 | 32.4 |
| | | Female | 34,406 | 3,065 | 2,982 | 2,997 | 3,309 | 5,395 | 6,142 | 4,091 | 2,722 | 3,703 | 34.0 |
| Erie | 76.7 | Male | 37,260 | 3,405 | 3,534 | 3,421 | 3,150 | 5,614 | 5,714 | 4,395 | 3,595 | 4,432 | 34.1 |
| | | Female | 39,440 | 3,215 | 3,427 | 3,209 | 3,304 | 6,001 | 5,953 | 4,529 | 3,835 | 5,967 | 35.9 |
| Fairfield | 104.5 | Male | 51,821 | 4,584 | 5,041 | 5,070 | 5,750 | 7,815 | 8,365 | 6,249 | 4,294 | 4,653 | 32.0 |
| | | Female | 52,679 | 4,376 | 4,788 | 4,587 | 4,360 | 8,035 | 8,737 | 6,211 | 4,496 | 7,089 | 35.2 |
| Fayette | 27.4 | Male | 13,288 | 1,212 | 1,302 | 1,238 | 1,214 | 1,957 | 2,004 | 1,506 | 1,203 | 1,652 | 33.6 |
| | | Female | 14,112 | 1,110 | 1,154 | 1,261 | 1,204 | 2,068 | 2,033 | 1,537 | 1,350 | 2,395 | 36.3 |
| Franklin | 970.0 | Male | 467,687 | 46,289 | 40,322 | 36,667 | 64,288 | 95,109 | 72,156 | 43,914 | 34,081 | 34,861 | 29.9 |
| | | Female | 502,313 | 44,314 | 38,664 | 34,837 | 64,208 | 96,863 | 77,006 | 49,199 | 38,751 | 58,471 | 32.1 |
| Fulton | 38.7 | Male | 18,919 | 1,833 | 1,992 | 2,020 | 1,635 | 3,071 | 2,936 | 2,015 | 1,457 | 1,960 | 31.4 |
| | | Female | 19,781 | 1,853 | 1,924 | 1,831 | 1,657 | 3,099 | 2,893 | 1,995 | 1,612 | 2,917 | 33.5 |
| Gallia | 31.0 | Male | 15,151 | 1,394 | 1,532 | 1,431 | 1,542 | 2,331 | 2,168 | 1,742 | 1,407 | 1,604 | 32.2 |
| | | Female | 15,849 | 1,266 | 1,374 | 1,344 | 1,520 | 2,496 | 2,224 | 1,821 | 1,432 | 2,372 | 34.7 |

# POPULATION BY AGE AND SEX

| SaMM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **OHIO (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Geauga | 81.9 | Male | 40,495 | 4,042 | 4,103 | 4,014 | 3,396 | 5,446 | 6,891 | 5,359 | 3,571 | 3,673 | 33.6 |
| | | Female | 41,405 | 3,872 | 3,853 | 3,689 | 3,170 | 5,869 | 7,033 | 5,343 | 3,589 | 4,987 | 35.4 |
| Greene | 137.5 | Male | 67,323 | 5,891 | 6,313 | 6,073 | 8,721 | 10,299 | 10,843 | 7,955 | 5,830 | 5,398 | 31.5 |
| | | Female | 70,177 | 5,562 | 5,953 | 5,860 | 8,985 | 10,584 | 11,160 | 8,071 | 6,079 | 7,923 | 33.2 |
| Guernsey | 38.9 | Male | 18,537 | 1,705 | 1,865 | 1,708 | 1,623 | 2,768 | 2,787 | 2,078 | 1,722 | 2,281 | 33.6 |
| | | Female | 20,363 | 1,637 | 1,869 | 1,721 | 1,651 | 3,014 | 2,861 | 2,164 | 1,929 | 3,517 | 36.0 |
| Hamilton | 865.7 | Male | 409,498 | 42,604 | 38,940 | 34,323 | 44,148 | 71,861 | 59,881 | 40,187 | 34,595 | 42,959 | 31.2 |
| | | Female | 456,202 | 40,353 | 37,345 | 32,895 | 45,747 | 76,781 | 64,225 | 45,308 | 41,236 | 72,312 | 34.3 |
| Hancock | 65.6 | Male | 31,751 | 3,069 | 3,063 | 2,885 | 3,224 | 5,320 | 4,843 | 3,457 | 2,566 | 3,324 | 31.8 |
| | | Female | 33,849 | 2,981 | 2,948 | 2,832 | 3,132 | 5,405 | 4,976 | 3,587 | 2,820 | 5,168 | 34.3 |
| Hardin | 31.1 | Male | 15,237 | 1,365 | 1,394 | 1,416 | 2,302 | 2,277 | 2,004 | 1,575 | 1,251 | 1,653 | 30.0 |
| | | Female | 15,863 | 1,230 | 1,285 | 1,371 | 2,178 | 2,192 | 2,095 | 1,612 | 1,341 | 2,559 | 33.5 |
| Harrison | 15.9 | Male | 7,667 | 568 | 682 | 804 | 633 | 1,050 | 1,136 | 870 | 771 | 1,153 | 35.8 |
| | | Female | 8,233 | 575 | 670 | 747 | 622 | 1,116 | 1,185 | 859 | 860 | 1,599 | 38.3 |
| Henry | 29.1 | Male | 14,314 | 1,470 | 1,495 | 1,447 | 1,275 | 2,285 | 2,072 | 1,474 | 1,238 | 1,558 | 31.4 |
| | | Female | 14,786 | 1,345 | 1,404 | 1,339 | 1,212 | 2,212 | 1,998 | 1,555 | 1,323 | 2,398 | 34.5 |
| Highland | 36.0 | Male | 17,473 | 1,675 | 1,736 | 1,676 | 1,617 | 2,588 | 2,425 | 1,914 | 1,594 | 2,248 | 32.9 |
| | | Female | 18,527 | 1,532 | 1,667 | 1,643 | 1,560 | 2,662 | 2,538 | 1,987 | 1,797 | 3,141 | 35.8 |
| Hocking | 25.7 | Male | 12,851 | 1,182 | 1,226 | 1,221 | 1,176 | 1,916 | 1,779 | 1,633 | 1,239 | 1,479 | 33.5 |
| | | Female | 12,849 | 1,041 | 1,138 | 1,074 | 1,156 | 1,946 | 1,931 | 1,463 | 1,168 | 1,932 | 35.4 |
| Holmes | 33.1 | Male | 16,287 | 2,211 | 1,957 | 1,856 | 1,654 | 2,402 | 2,018 | 1,488 | 1,185 | 1,516 | 26.9 |
| | | Female | 16,813 | 2,137 | 1,976 | 1,808 | 1,593 | 2,404 | 2,098 | 1,501 | 1,259 | 2,037 | 28.7 |
| Huron | 56.4 | Male | 27,438 | 2,932 | 2,849 | 2,762 | 2,536 | 4,384 | 4,142 | 2,836 | 2,288 | 2,709 | 31.0 |
| | | Female | 28,962 | 2,684 | 2,674 | 2,714 | 2,706 | 4,567 | 4,119 | 2,983 | 2,499 | 4,016 | 33.1 |
| Jackson | 30.2 | Male | 14,395 | 1,321 | 1,441 | 1,521 | 1,332 | 2,162 | 2,201 | 1,541 | 1,261 | 1,615 | 32.3 |
| | | Female | 15,805 | 1,304 | 1,395 | 1,368 | 1,389 | 2,362 | 2,192 | 1,602 | 1,591 | 2,602 | 35.4 |
| Jefferson | 79.6 | Male | 37,634 | 2,858 | 3,263 | 3,491 | 3,362 | 5,036 | 5,751 | 4,330 | 4,094 | 5,449 | 36.4 |
| | | Female | 41,966 | 2,786 | 3,108 | 3,410 | 3,531 | 5,546 | 5,936 | 4,707 | 4,743 | 8,199 | 39.4 |
| Knox | 47.6 | Male | 22,943 | 1,919 | 2,191 | 2,088 | 2,706 | 3,287 | 3,328 | 2,553 | 2,052 | 2,819 | 32.8 |
| | | Female | 24,657 | 1,885 | 1,922 | 1,963 | 2,838 | 3,488 | 3,487 | 2,582 | 2,310 | 4,182 | 35.7 |
| Lake | 215.8 | Male | 104,731 | 9,336 | 9,392 | 8,952 | 9,632 | 18,273 | 16,964 | 12,345 | 9,600 | 10,237 | 33.2 |
| | | Female | 111,069 | 8,976 | 8,832 | 8,668 | 9,645 | 18,675 | 17,531 | 12,942 | 10,335 | 15,465 | 35.4 |
| ☐ Lawrence | 61.8 | Male | 29,396 | 2,583 | 2,899 | 3,134 | 2,812 | 4,209 | 4,202 | 3,458 | 2,809 | 3,290 | 32.8 |
| | | Female | 32,404 | 2,548 | 2,814 | 2,835 | 2,987 | 4,709 | 4,618 | 3,779 | 3,206 | 4,908 | 35.7 |
| Licking | 128.9 | Male | 62,389 | 5,719 | 5,978 | 5,676 | 6,397 | 9,947 | 9,467 | 7,519 | 5,645 | 6,041 | 32.5 |
| | | Female | 66,511 | 5,788 | 5,644 | 5,358 | 6,458 | 10,426 | 10,049 | 7,741 | 5,886 | 9,161 | 34.6 |
| Logan | 42.6 | Male | 20,630 | 1,975 | 2,019 | 2,035 | 1,930 | 3,168 | 3,009 | 2,159 | 1,846 | 2,489 | 32.4 |
| | | Female | 21,970 | 1,886 | 2,037 | 1,888 | 1,934 | 3,241 | 3,043 | 2,230 | 2,061 | 3,650 | 35.0 |
| Lorain | 271.3 | Male | 131,979 | 12,647 | 12,985 | 12,832 | 13,355 | 21,121 | 20,874 | 14,336 | 11,172 | 12,657 | 31.7 |
| | | Female | 139,321 | 12,008 | 12,162 | 12,376 | 13,674 | 22,460 | 21,215 | 14,892 | 11,953 | 18,581 | 33.7 |
| Lucas | 462.3 | Male | 220,476 | 22,312 | 20,712 | 19,476 | 24,616 | 37,570 | 32,949 | 21,707 | 18,301 | 22,833 | 31.2 |
| | | Female | 241,824 | 21,790 | 19,994 | 18,989 | 25,174 | 39,591 | 34,716 | 23,548 | 21,020 | 37,002 | 33.8 |
| Madison | 37.3 | Male | 20,209 | 1,617 | 1,589 | 1,544 | 2,335 | 4,590 | 3,468 | 2,153 | 1,384 | 1,529 | 31.6 |
| | | Female | 17,091 | 1,549 | 1,504 | 1,508 | 1,622 | 2,779 | 2,565 | 1,926 | 1,420 | 2,218 | 33.5 |
| Mahoning | 263.3 | Male | 124,296 | 10,862 | 11,011 | 11,178 | 11,410 | 17,972 | 18,514 | 12,672 | 12,656 | 18,021 | 34.8 |
| | | Female | 139,004 | 10,463 | 10,765 | 10,706 | 11,547 | 19,944 | 19,570 | 14,354 | 14,991 | 26,664 | 38.1 |
| Marion | 64.1 | Male | 31,939 | 3,002 | 2,982 | 2,897 | 2,902 | 5,702 | 5,167 | 3,437 | 2,653 | 3,197 | 32.3 |
| | | Female | 32,161 | 2,920 | 2,740 | 2,690 | 2,847 | 4,855 | 4,745 | 3,500 | 2,967 | 4,897 | 35.1 |
| Medina | 123.5 | Male | 60,680 | 5,766 | 6,291 | 6,040 | 5,368 | 9,372 | 10,603 | 7,639 | 4,784 | 4,817 | 32.3 |
| | | Female | 62,820 | 5,514 | 5,973 | 5,794 | 5,112 | 9,983 | 11,045 | 7,464 | 4,835 | 7,100 | 34.0 |
| Meigs | 22.9 | Male | 11,075 | 954 | 1,110 | 1,105 | 964 | 1,582 | 1,673 | 1,269 | 1,031 | 1,387 | 33.9 |
| | | Female | 11,825 | 956 | 1,003 | 1,068 | 1,014 | 1,619 | 1,681 | 1,311 | 1,135 | 2,038 | 36.5 |
| Mercer | 39.6 | Male | 19,748 | 2,259 | 2,179 | 2,040 | 1,686 | 3,115 | 2,769 | 1,806 | 1,681 | 2,213 | 30.5 |
| | | Female | 19,852 | 2,002 | 2,023 | 1,866 | 1,684 | 2,927 | 2,622 | 1,814 | 1,804 | 3,110 | 33.0 |
| Miami | 93.6 | Male | 45,495 | 4,222 | 4,442 | 4,233 | 4,195 | 7,022 | 6,989 | 5,675 | 4,062 | 4,655 | 33.1 |
| | | Female | 48,105 | 3,965 | 4,291 | 4,093 | 4,065 | 7,203 | 7,422 | 5,660 | 4,302 | 7,104 | 35.6 |
| Monroe | 15.4 | Male | 7,561 | 590 | 734 | 710 | 668 | 1,009 | 1,094 | 978 | 748 | 1,030 | 35.6 |
| | | Female | 7,839 | 604 | 655 | 692 | 604 | 1,068 | 1,147 | 933 | 764 | 1,372 | 37.6 |
| Montgomery | 575.1 | Male | 275,415 | 26,629 | 24,667 | 22,504 | 29,550 | 48,726 | 41,133 | 29,696 | 24,353 | 28,157 | 32.1 |
| | | Female | 299,685 | 25,149 | 23,638 | 21,459 | 30,195 | 50,418 | 44,365 | 32,480 | 28,149 | 43,832 | 34.8 |
| Morgan | 14.2 | Male | 6,883 | 636 | 741 | 671 | 556 | 994 | 963 | 762 | 645 | 915 | 33.4 |
| | | Female | 7,317 | 650 | 731 | 664 | 580 | 1,047 | 971 | 764 | 692 | 1,218 | 34.9 |
| Morrow | 27.9 | Male | 13,844 | 1,289 | 1,419 | 1,500 | 1,279 | 2,035 | 2,105 | 1,719 | 1,162 | 1,336 | 32.1 |
| | | Female | 14,056 | 1,231 | 1,349 | 1,366 | 1,197 | 2,156 | 2,192 | 1,648 | 1,190 | 1,727 | 33.7 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **OHIO (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Muskingum | 82.1 | Male | 39,080 | 3,724 | 3,868 | 3,703 | 4,064 | 6,019 | 5,590 | 4,236 | 3,564 | 4,312 | 31.9 |
| | | Female | 43,020 | 3,650 | 3,680 | 3,463 | 4,205 | 6,517 | 5,986 | 4,497 | 3,990 | 7,032 | 35.0 |
| Noble | 11.3 | Male | 5,522 | 547 | 608 | 513 | 458 | 849 | 777 | 549 | 533 | 688 | 32.5 |
| | | Female | 5,778 | 531 | 565 | 528 | 429 | 852 | 738 | 576 | 549 | 1,010 | 34.8 |
| Ottawa | 40.0 | Male | 19,569 | 1,561 | 1,799 | 1,773 | 1,615 | 2,897 | 3,064 | 2,283 | 2,000 | 2,577 | 35.5 |
| | | Female | 20,431 | 1,493 | 1,713 | 1,652 | 1,536 | 3,007 | 2,967 | 2,309 | 2,144 | 3,610 | 37.7 |
| Paulding | 20.5 | Male | 10,078 | 1,000 | 1,074 | 1,051 | 940 | 1,553 | 1,518 | 1,139 | 784 | 1,019 | 31.3 |
| | | Female | 10,422 | 978 | 1,045 | 1,008 | 932 | 1,588 | 1,459 | 1,119 | 871 | 1,422 | 32.9 |
| Perry | 31.6 | Male | 15,422 | 1,494 | 1,647 | 1,557 | 1,458 | 2,498 | 2,228 | 1,672 | 1,240 | 1,628 | 31.2 |
| | | Female | 16,178 | 1,440 | 1,560 | 1,519 | 1,459 | 2,469 | 2,247 | 1,602 | 1,435 | 2,447 | 33.6 |
| Pickaway | 48.6 | Male | 26,641 | 2,118 | 1,943 | 2,076 | 3,170 | 5,726 | 4,525 | 2,977 | 2,051 | 2,055 | 32.0 |
| | | Female | 21,959 | 1,867 | 1,920 | 1,954 | 1,938 | 3,448 | 3,397 | 2,730 | 1,945 | 2,760 | 34.6 |
| Pike | 24.4 | Male | 11,872 | 1,091 | 1,224 | 1,294 | 1,101 | 1,793 | 1,699 | 1,240 | 1,048 | 1,382 | 31.8 |
| | | Female | 12,528 | 1,063 | 1,199 | 1,184 | 1,136 | 1,876 | 1,680 | 1,349 | 1,114 | 1,927 | 34.0 |
| Portage | 143.2 | Male | 69,802 | 5,922 | 6,230 | 5,957 | 11,492 | 11,332 | 10,396 | 7,279 | 5,619 | 5,575 | 29.7 |
| | | Female | 73,398 | 5,821 | 5,936 | 5,673 | 13,029 | 11,528 | 10,483 | 7,359 | 5,779 | 7,790 | 30.4 |
| Preble | 40.3 | Male | 19,872 | 1,832 | 2,018 | 1,880 | 1,830 | 3,003 | 3,088 | 2,330 | 1,743 | 2,148 | 32.9 |
| | | Female | 20,428 | 1,739 | 1,893 | 1,827 | 1,684 | 3,222 | 3,098 | 2,275 | 1,905 | 2,785 | 34.5 |
| Putnam | 33.9 | Male | 16,879 | 1,837 | 1,997 | 1,716 | 1,593 | 2,788 | 2,388 | 1,538 | 1,344 | 1,678 | 29.7 |
| | | Female | 17,021 | 1,785 | 1,850 | 1,621 | 1,438 | 2,663 | 2,194 | 1,631 | 1,381 | 2,458 | 31.8 |
| Richland | 126.0 | Male | 61,700 | 5,460 | 5,645 | 5,874 | 6,297 | 9,819 | 9,130 | 7,107 | 5,817 | 6,551 | 32.7 |
| | | Female | 64,300 | 5,338 | 5,409 | 5,406 | 5,374 | 9,441 | 9,621 | 7,586 | 6,368 | 9,757 | 36.2 |
| Ross | 69.7 | Male | 36,295 | 2,923 | 3,054 | 3,105 | 3,474 | 6,943 | 5,999 | 4,158 | 3,005 | 3,634 | 33.1 |
| | | Female | 33,405 | 2,605 | 2,956 | 2,896 | 2,942 | 5,363 | 4,832 | 3,757 | 3,096 | 4,958 | 34.9 |
| Sandusky | 62.0 | Male | 30,376 | 2,946 | 3,182 | 2,984 | 2,736 | 4,919 | 4,529 | 3,096 | 2,657 | 3,327 | 31.8 |
| | | Female | 31,624 | 2,723 | 2,926 | 2,727 | 2,764 | 4,910 | 4,491 | 3,192 | 2,928 | 4,963 | 34.5 |
| Scioto | 80.1 | Male | 38,839 | 3,382 | 3,804 | 3,889 | 3,639 | 6,311 | 5,736 | 4,037 | 3,532 | 4,509 | 32.5 |
| | | Female | 41,261 | 3,242 | 3,552 | 3,714 | 3,539 | 5,809 | 5,382 | 4,471 | 4,157 | 7,395 | 36.4 |
| Seneca | 59.7 | Male | 29,059 | 2,736 | 3,127 | 2,900 | 3,031 | 4,522 | 4,307 | 2,855 | 2,450 | 3,131 | 31.0 |
| | | Female | 30,641 | 2,650 | 2,898 | 2,818 | 2,994 | 4,499 | 4,231 | 2,928 | 2,787 | 4,836 | 33.8 |
| Shelby | 45.1 | Male | 22,489 | 2,371 | 2,469 | 2,317 | 2,083 | 3,756 | 3,285 | 2,313 | 1,763 | 2,132 | 30.3 |
| | | Female | 22,611 | 2,167 | 2,179 | 2,077 | 1,990 | 3,622 | 3,259 | 2,311 | 1,903 | 3,103 | 33.0 |
| Stark | 367.6 | Male | 175,874 | 15,925 | 16,047 | 15,813 | 16,697 | 27,357 | 27,247 | 19,666 | 16,291 | 20,831 | 33.6 |
| | | Female | 191,726 | 15,259 | 15,307 | 14,765 | 17,012 | 29,098 | 28,974 | 20,939 | 18,369 | 32,003 | 36.5 |
| Summit | 515.4 | Male | 246,701 | 22,789 | 21,822 | 20,448 | 25,719 | 41,053 | 38,728 | 25,745 | 22,670 | 27,727 | 32.9 |
| | | Female | 268,699 | 21,605 | 20,758 | 19,408 | 25,888 | 43,452 | 40,768 | 28,058 | 25,417 | 43,345 | 35.8 |
| Trumbull | 226.9 | Male | 108,768 | 9,555 | 9,871 | 10,058 | 10,148 | 15,934 | 16,714 | 12,707 | 10,589 | 13,192 | 34.3 |
| | | Female | 118,132 | 9,299 | 9,322 | 9,426 | 10,201 | 17,159 | 17,821 | 13,438 | 12,057 | 19,409 | 37.1 |
| Tuscarawas | 84.2 | Male | 40,270 | 3,772 | 3,955 | 3,667 | 3,280 | 6,254 | 6,152 | 4,383 | 3,815 | 4,992 | 33.7 |
| | | Female | 43,930 | 3,530 | 3,785 | 3,604 | 3,571 | 6,589 | 6,372 | 4,756 | 4,198 | 7,525 | 36.4 |
| Union | 32.3 | Male | 15,056 | 1,470 | 1,499 | 1,483 | 1,347 | 2,540 | 2,381 | 1,705 | 1,214 | 1,417 | 31.8 |
| | | Female | 17,244 | 1,415 | 1,397 | 1,412 | 1,586 | 3,272 | 2,821 | 1,807 | 1,372 | 2,162 | 33.6 |
| Van Wert | 30.5 | Male | 14,823 | 1,376 | 1,516 | 1,511 | 1,241 | 2,314 | 2,236 | 1,498 | 1,324 | 1,807 | 32.6 |
| | | Female | 15,677 | 1,356 | 1,468 | 1,265 | 1,258 | 2,389 | 2,179 | 1,578 | 1,437 | 2,747 | 35.5 |
| Vinton | 11.1 | Male | 5,447 | 503 | 529 | 559 | 497 | 811 | 798 | 592 | 485 | 673 | 32.8 |
| | | Female | 5,653 | 444 | 510 | 557 | 531 | 838 | 782 | 610 | 531 | 850 | 34.4 |
| Warren | 115.5 | Male | 58,286 | 5,623 | 5,443 | 5,075 | 5,348 | 11,074 | 10,078 | 6,671 | 4,685 | 4,289 | 31.9 |
| | | Female | 57,214 | 5,313 | 5,117 | 4,698 | 4,773 | 10,266 | 9,514 | 6,625 | 4,770 | 6,138 | 33.5 |
| Washington | 62.1 | Male | 29,924 | 2,555 | 2,868 | 2,767 | 2,984 | 4,532 | 4,568 | 3,491 | 2,787 | 3,372 | 33.4 |
| | | Female | 32,176 | 2,448 | 2,672 | 2,727 | 2,950 | 4,786 | 4,790 | 3,612 | 3,095 | 5,096 | 36.1 |
| Wayne | 102.3 | Male | 50,106 | 5,164 | 5,136 | 4,770 | 5,162 | 8,040 | 7,601 | 5,346 | 4,113 | 4,774 | 31.0 |
| | | Female | 52,194 | 4,757 | 4,866 | 4,552 | 5,222 | 8,064 | 7,788 | 5,507 | 4,334 | 7,104 | 33.3 |
| Williams | 37.1 | Male | 18,213 | 1,831 | 1,850 | 1,807 | 1,584 | 2,964 | 2,694 | 1,956 | 1,461 | 2,066 | 31.9 |
| | | Female | 18,887 | 1,673 | 1,810 | 1,587 | 1,534 | 2,998 | 2,664 | 1,992 | 1,621 | 3,008 | 34.5 |
| Wood | 113.8 | Male | 54,642 | 4,607 | 5,077 | 4,768 | 9,618 | 8,530 | 8,097 | 5,365 | 4,059 | 4,521 | 28.8 |
| | | Female | 59,158 | 4,475 | 4,668 | 4,478 | 11,708 | 8,728 | 8,366 | 5,416 | 4,323 | 6,996 | 29.9 |
| Wyandot | 22.2 | Male | 10,676 | 1,010 | 1,044 | 1,023 | 914 | 1,700 | 1,528 | 1,177 | 999 | 1,281 | 32.9 |
| | | Female | 11,524 | 1,006 | 1,081 | 983 | 950 | 1,679 | 1,544 | 1,200 | 1,110 | 1,971 | 35.4 |
| **TOTAL METRO COUNTIES** | **8,580.4** | **Male** | **4,118,939** | **390,682** | **376,974** | **355,886** | **444,878** | **699,446** | **630,139** | **435,366** | **357,698** | **427,870** | **32.0** |
| | | **Female** | **4,461,461** | **373,879** | **359,934** | **338,673** | **451,800** | **729,697** | **663,499** | **470,903** | **404,221** | **668,855** | **34.7** |
| **TOTAL STATE** | **10,864.4** | **Male** | **5,233,690** | **495,870** | **487,777** | **463,325** | **555,439** | **872,532** | **795,234** | **556,094** | **455,052** | **552,367** | **32.0** |
| | | **Female** | **5,630,710** | **473,231** | **464,739** | **440,334** | **561,934** | **904,507** | **828,375** | **594,559** | **510,418** | **852,613** | **34.7** |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **OKLAHOMA** | | | | | | | | | | | | | |
| **ENID** | **55.7** | **Male** | **26,731** | **2,410** | **2,666** | **2,367** | **2,394** | **4,524** | **3,863** | **2,808** | **2,398** | **3,301** | **32.8** |
| | | **Female** | **28,969** | **2,346** | **2,644** | **2,257** | **2,399** | **4,456** | **3,906** | **2,980** | **2,700** | **5,281** | **36.0** |
| Garfield | 55.7 | Male | 26,731 | 2,410 | 2,666 | 2,367 | 2,394 | 4,524 | 3,863 | 2,808 | 2,398 | 3,301 | 32.8 |
| | | Female | 28,969 | 2,346 | 2,644 | 2,257 | 2,399 | 4,456 | 3,906 | 2,980 | 2,700 | 5,281 | 36.0 |
| **LAWTON** | **111.2** | **Male** | **57,682** | **5,851** | **5,540** | **4,949** | **10,735** | **10,962** | **7,436** | **4,624** | **3,735** | **3,850** | **26.6** |
| | | **Female** | **53,518** | **5,728** | **5,187** | **4,501** | **6,203** | **9,837** | **7,168** | **5,079** | **4,091** | **5,724** | **30.2** |
| Comanche | 111.2 | Male | 57,682 | 5,851 | 5,540 | 4,949 | 10,735 | 10,962 | 7,436 | 4,624 | 3,735 | 3,850 | 26.6 |
| | | Female | 53,518 | 5,728 | 5,187 | 4,501 | 6,203 | 9,837 | 7,168 | 5,079 | 4,091 | 5,724 | 30.2 |
| **OKLAHOMA CITY** | **962.1** | **Male** | **468,229** | **45,454** | **45,374** | **41,261** | **52,235** | **84,800** | **72,275** | **49,112** | **36,558** | **41,160** | **30.9** |
| | | **Female** | **493,871** | **43,380** | **43,308** | **39,162** | **52,148** | **84,744** | **74,218** | **51,597** | **40,899** | **64,415** | **33.1** |
| Canadian | 75.2 | Male | 37,649 | 3,744 | 4,103 | 3,874 | 2,978 | 6,669 | 6,671 | 4,490 | 2,671 | 2,449 | 31.2 |
| | | Female | 37,551 | 3,550 | 3,975 | 3,569 | 2,837 | 6,541 | 6,494 | 4,179 | 2,625 | 3,781 | 32.4 |
| Cleveland | 176.9 | Male | 89,017 | 8,011 | 8,422 | 7,725 | 13,356 | 17,216 | 14,393 | 9,369 | 5,666 | 4,859 | 29.1 |
| | | Female | 87,883 | 7,665 | 7,972 | 7,303 | 12,395 | 16,221 | 14,424 | 9,249 | 5,654 | 7,000 | 30.3 |
| Logan | 28.9 | Male | 14,129 | 1,272 | 1,404 | 1,462 | 1,789 | 1,959 | 2,024 | 1,539 | 1,155 | 1,525 | 30.8 |
| | | Female | 14,771 | 1,176 | 1,371 | 1,238 | 1,656 | 2,108 | 2,068 | 1,561 | 1,256 | 2,337 | 34.2 |
| McClain | 22.8 | Male | 11,363 | 970 | 1,221 | 1,161 | 955 | 1,664 | 1,651 | 1,500 | 1,068 | 1,173 | 33.3 |
| | | Female | 11,437 | 882 | 1,067 | 1,036 | 902 | 1,734 | 1,716 | 1,456 | 1,064 | 1,580 | 35.6 |
| Oklahoma | 599.8 | Male | 288,117 | 28,981 | 27,458 | 24,217 | 30,071 | 53,222 | 43,655 | 29,141 | 23,486 | 27,886 | 31.3 |
| | | Female | 311,683 | 27,663 | 26,188 | 23,360 | 31,155 | 53,929 | 45,363 | 31,910 | 27,550 | 44,565 | 33.8 |
| Pottawatomie | 58.5 | Male | 27,954 | 2,476 | 2,766 | 2,822 | 3,086 | 4,070 | 3,881 | 3,073 | 2,512 | 3,268 | 31.9 |
| | | Female | 30,546 | 2,444 | 2,735 | 2,656 | 3,203 | 4,211 | 4,153 | 3,242 | 2,750 | 5,152 | 35.1 |
| **TULSA** | **711.0** | **Male** | **344,468** | **33,759** | **33,576** | **30,801** | **33,549** | **59,711** | **54,687** | **37,888** | **28,062** | **32,435** | **31.8** |
| | | **Female** | **366,532** | **32,581** | **32,118** | **28,960** | **33,272** | **61,055** | **57,107** | **40,021** | **31,699** | **49,719** | **34.2** |
| Creek | 60.7 | Male | 29,491 | 2,816 | 2,939 | 2,986 | 2,603 | 4,290 | 4,373 | 3,631 | 2,629 | 3,224 | 32.9 |
| | | Female | 31,209 | 2,658 | 2,862 | 2,853 | 2,477 | 4,473 | 4,767 | 3,649 | 2,819 | 4,651 | 35.6 |
| Osage | 41.3 | Male | 20,527 | 1,827 | 2,056 | 2,024 | 1,614 | 3,157 | 3,204 | 2,463 | 1,862 | 2,320 | 33.7 |
| | | Female | 20,773 | 1,768 | 1,949 | 1,884 | 1,430 | 2,955 | 3,121 | 2,400 | 1,946 | 3,320 | 36.3 |
| Rogers | 55.5 | Male | 27,383 | 2,537 | 2,885 | 2,738 | 2,319 | 3,922 | 4,380 | 3,641 | 2,521 | 2,440 | 33.2 |
| | | Female | 28,117 | 2,527 | 2,618 | 2,544 | 2,251 | 4,231 | 4,619 | 3,656 | 2,486 | 3,185 | 34.7 |
| Tulsa | 505.3 | Male | 243,317 | 24,356 | 23,160 | 20,442 | 24,985 | 44,831 | 38,848 | 25,098 | 19,190 | 22,407 | 31.4 |
| | | Female | 261,983 | 23,527 | 22,194 | 19,249 | 25,148 | 45,648 | 40,500 | 27,327 | 22,455 | 35,935 | 34.0 |
| Wagoner | 48.2 | Male | 23,750 | 2,223 | 2,536 | 2,611 | 2,028 | 3,511 | 3,882 | 3,055 | 1,860 | 2,044 | 32.1 |
| | | Female | 24,450 | 2,101 | 2,495 | 2,430 | 1,966 | 3,748 | 4,100 | 2,989 | 1,993 | 2,628 | 33.6 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Adair | 18.5 | Male | 9,074 | 915 | 1,009 | 1,052 | 888 | 1,294 | 1,150 | 983 | 719 | 1,064 | 30.2 |
| | | Female | 9,426 | 875 | 968 | 889 | 874 | 1,333 | 1,237 | 973 | 841 | 1,436 | 33.3 |
| Alfalfa | 6.3 | Male | 3,309 | 193 | 238 | 226 | 307 | 604 | 434 | 381 | 324 | 602 | 37.0 |
| | | Female | 2,991 | 215 | 231 | 232 | 152 | 324 | 319 | 333 | 351 | 834 | 45.6 |
| Atoka | 12.8 | Male | 6,720 | 528 | 584 | 657 | 635 | 1,189 | 956 | 711 | 647 | 813 | 33.0 |
| | | Female | 6,080 | 475 | 528 | 575 | 453 | 796 | 806 | 673 | 618 | 1,156 | 37.6 |
| Beaver | 5.9 | Male | 2,906 | 233 | 312 | 283 | 183 | 413 | 417 | 347 | 293 | 425 | 35.7 |
| | | Female | 2,994 | 234 | 293 | 286 | 169 | 396 | 413 | 331 | 303 | 569 | 37.9 |
| Beckham | 18.5 | Male | 8,844 | 927 | 919 | 843 | 655 | 1,380 | 1,213 | 855 | 749 | 1,303 | 32.8 |
| | | Female | 9,656 | 787 | 916 | 839 | 716 | 1,404 | 1,185 | 906 | 887 | 2,016 | 36.4 |
| Blaine | 11.3 | Male | 5,419 | 518 | 552 | 489 | 433 | 765 | 712 | 578 | 509 | 863 | 34.4 |
| | | Female | 5,881 | 533 | 551 | 497 | 397 | 766 | 684 | 587 | 550 | 1,316 | 37.9 |
| Bryan | 32.2 | Male | 15,439 | 1,335 | 1,393 | 1,459 | 1,934 | 2,083 | 2,000 | 1,593 | 1,446 | 2,196 | 32.7 |
| | | Female | 16,761 | 1,327 | 1,342 | 1,312 | 1,827 | 2,189 | 2,141 | 1,785 | 1,546 | 3,292 | 36.8 |
| Caddo | 29.3 | Male | 14,182 | 1,380 | 1,506 | 1,424 | 1,206 | 2,029 | 1,863 | 1,505 | 1,309 | 1,960 | 32.8 |
| | | Female | 15,118 | 1,304 | 1,465 | 1,340 | 1,168 | 2,048 | 1,886 | 1,579 | 1,421 | 2,907 | 36.2 |
| Canadian | 75.2 | Male | 37,649 | 3,744 | 4,103 | 3,874 | 2,978 | 6,669 | 6,671 | 4,490 | 2,671 | 2,449 | 31.2 |
| | | Female | 37,551 | 3,550 | 3,975 | 3,569 | 2,837 | 6,541 | 6,494 | 4,179 | 2,625 | 3,781 | 32.4 |
| Carter | 42.5 | Male | 20,348 | 1,969 | 2,016 | 2,032 | 1,496 | 3,006 | 2,966 | 2,087 | 1,930 | 2,846 | 33.9 |
| | | Female | 22,152 | 1,729 | 1,990 | 1,939 | 1,617 | 3,210 | 3,038 | 2,282 | 2,181 | 4,166 | 36.9 |
| Cherokee | 34.3 | Male | 16,626 | 1,602 | 1,623 | 1,620 | 2,064 | 2,446 | 2,156 | 1,641 | 1,484 | 1,990 | 30.7 |
| | | Female | 17,674 | 1,508 | 1,547 | 1,474 | 2,220 | 2,513 | 2,269 | 1,852 | 1,569 | 2,722 | 33.3 |
| Choctaw | 15.3 | Male | 7,259 | 697 | 761 | 798 | 576 | 908 | 918 | 749 | 712 | 1,140 | 33.8 |
| | | Female | 8,041 | 653 | 703 | 722 | 596 | 1,034 | 985 | 825 | 818 | 1,705 | 38.2 |
| Cimarron | 3.3 | Male | 1,633 | 132 | 167 | 171 | 112 | 211 | 242 | 158 | 161 | 279 | 36.0 |
| | — | Female | 1,667 | 140 | 153 | 150 | 106 | 189 | 225 | 186 | 169 | 349 | 39.2 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES | | | | Population by Age and Sex | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | Median Age By Sex |
| **OKLAHOMA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Cleveland | 176.9 | Male | 89,017 | 8,011 | 8,422 | 7,725 | 13,356 | 17,216 | 14,393 | 9,369 | 5,666 | 4,859 | 29.1 |
| | | Female | 87,883 | 7,665 | 7,972 | 7,303 | 12,395 | 16,221 | 14,424 | 9,249 | 5,654 | 7,000 | 30.3 |
| Coal | 5.8 | Male | 2,778 | 240 | 251 | 304 | 227 | 375 | 389 | 281 | 274 | 437 | 34.8 |
| | | Female | 3,022 | 215 | 259 | 285 | 228 | 399 | 364 | 316 | 304 | 652 | 38.4 |
| Comanche | 111.2 | Male | 57,682 | 5,851 | 5,540 | 4,949 | 10,735 | 10,962 | 7,436 | 4,624 | 3,735 | 3,850 | 26.6 |
| | | Female | 53,518 | 5,728 | 5,187 | 4,501 | 6,203 | 9,837 | 7,168 | 5,079 | 4,091 | 5,724 | 30.2 |
| Cotton | 6.6 | Male | 3,119 | 274 | 295 | 272 | 245 | 459 | 384 | 362 | 295 | 533 | 35.4 |
| | | Female | 3,481 | 238 | 308 | 309 | 272 | 441 | 416 | 370 | 342 | 785 | 39.1 |
| Craig | 14.0 | Male | 6,812 | 502 | 546 | 623 | 544 | 1,055 | 1,035 | 839 | 686 | 982 | 36.3 |
| | | Female | 7,188 | 505 | 555 | 561 | 518 | 943 | 949 | 915 | 758 | 1,484 | 40.4 |
| Creek | 60.7 | Male | 29,491 | 2,816 | 2,939 | 2,986 | 2,603 | 4,290 | 4,373 | 3,631 | 2,629 | 3,224 | 32.9 |
| | | Female | 31,209 | 2,658 | 2,862 | 2,853 | 2,477 | 4,473 | 4,767 | 3,649 | 2,819 | 4,651 | 35.6 |
| Custer | 26.6 | Male | 12,982 | 1,187 | 1,292 | 1,140 | 2,068 | 2,068 | 1,654 | 1,185 | 958 | 1,430 | 28.9 |
| | | Female | 13,618 | 1,172 | 1,305 | 1,017 | 2,182 | 1,943 | 1,656 | 1,221 | 997 | 2,125 | 30.8 |
| Delaware | 28.4 | Male | 13,808 | 1,082 | 1,261 | 1,187 | 1,096 | 1,638 | 1,658 | 1,599 | 1,678 | 2,609 | 38.9 |
| | | Female | 14,592 | 1,084 | 1,171 | 1,140 | 1,066 | 1,725 | 1,757 | 1,739 | 1,823 | 3,087 | 41.3 |
| Dewey | 5.5 | Male | 2,660 | 230 | 266 | 229 | 166 | 390 | 352 | 294 | 260 | 473 | 36.4 |
| | | Female | 2,840 | 191 | 266 | 272 | 150 | 371 | 319 | 293 | 258 | 720 | 40.3 |
| Ellis | 4.4 | Male | 2,145 | 160 | 218 | 240 | 104 | 246 | 338 | 230 | 189 | 420 | 38.1 |
| | | Female | 2,255 | 144 | 194 | 201 | 98 | 255 | 313 | 240 | 226 | 584 | 42.5 |
| Garfield | 55.7 | Male | 26,731 | 2,410 | 2,666 | 2,367 | 2,394 | 4,524 | 3,863 | 2,808 | 2,398 | 3,301 | 32.8 |
| | | Female | 28,969 | 2,346 | 2,644 | 2,257 | 2,399 | 4,456 | 3,906 | 2,980 | 2,700 | 5,281 | 36.0 |
| Garvin | 26.3 | Male | 12,492 | 997 | 1,224 | 1,231 | 1,023 | 1,789 | 1,650 | 1,305 | 1,208 | 2,065 | 34.9 |
| | | Female | 13,808 | 1,009 | 1,157 | 1,110 | 981 | 1,858 | 1,648 | 1,428 | 1,459 | 3,158 | 39.8 |
| Grady | 41.6 | Male | 20,017 | 1,891 | 2,144 | 2,021 | 1,711 | 3,049 | 2,912 | 2,339 | 1,706 | 2,244 | 32.4 |
| | | Female | 21,583 | 1,786 | 2,095 | 1,908 | 1,807 | 3,361 | 3,023 | 2,408 | 1,804 | 3,391 | 34.5 |
| Grant | 5.6 | Male | 2,662 | 246 | 231 | 216 | 152 | 387 | 360 | 277 | 301 | 492 | 37.7 |
| | | Female | 2,938 | 242 | 247 | 235 | 147 | 358 | 353 | 261 | 310 | 785 | 41.8 |
| Greer | 6.5 | Male | 3,386 | 206 | 243 | 243 | 358 | 639 | 456 | 341 | 295 | 605 | 35.1 |
| | | Female | 3,114 | 194 | 207 | 217 | 204 | 316 | 317 | 316 | 357 | 986 | 48.2 |
| Harmon | 3.7 | Male | 1,764 | 166 | 168 | 211 | 133 | 227 | 207 | 155 | 163 | 334 | 34.0 |
| | | Female | 1,936 | 164 | 167 | 144 | 139 | 208 | 187 | 178 | 199 | 550 | 42.8 |
| Harper | 4.0 | Male | 1,966 | 142 | 170 | 212 | 109 | 261 | 289 | 221 | 230 | 332 | 38.1 |
| | | Female | 2,034 | 138 | 215 | 144 | 73 | 258 | 254 | 217 | 237 | 498 | 42.4 |
| Haskell | 10.9 | Male | 5,266 | 415 | 506 | 537 | 446 | 651 | 699 | 593 | 538 | 881 | 36.1 |
| | | Female | 5,634 | 434 | 478 | 477 | 382 | 696 | 722 | 632 | 635 | 1,178 | 39.8 |
| Hughes | 12.9 | Male | 6,061 | 449 | 599 | 604 | 468 | 711 | 741 | 695 | 654 | 1,140 | 37.7 |
| | | Female | 6,839 | 464 | 510 | 557 | 421 | 782 | 835 | 713 | 775 | 1,782 | 43.2 |
| Jackson | 28.5 | Male | 14,122 | 1,642 | 1,426 | 1,267 | 1,830 | 2,528 | 1,879 | 1,252 | 958 | 1,340 | 28.5 |
| | | Female | 14,378 | 1,520 | 1,395 | 1,204 | 1,538 | 2,408 | 1,821 | 1,311 | 1,072 | 2,109 | 31.4 |
| Jefferson | 6.9 | Male | 3,279 | 256 | 298 | 309 | 264 | 423 | 432 | 342 | 333 | 622 | 37.1 |
| | | Female | 3,621 | 249 | 294 | 309 | 246 | 452 | 456 | 353 | 373 | 889 | 40.7 |
| Johnston | 10.0 | Male | 4,869 | 383 | 498 | 528 | 495 | 628 | 634 | 512 | 452 | 739 | 33.4 |
| | | Female | 5,131 | 397 | 469 | 422 | 466 | 659 | 670 | 563 | 479 | 1,006 | 37.3 |
| Kay | 47.7 | Male | 22,985 | 2,212 | 2,253 | 2,110 | 1,885 | 3,400 | 3,365 | 2,409 | 2,065 | 3,286 | 33.9 |
| | | Female | 24,715 | 2,041 | 2,160 | 1,954 | 1,857 | 3,428 | 3,345 | 2,526 | 2,365 | 5,039 | 37.7 |
| Kingfisher | 13.0 | Male | 6,308 | 624 | 659 | 614 | 442 | 1,029 | 880 | 684 | 561 | 815 | 32.9 |
| | | Female | 6,692 | 577 | 658 | 611 | 424 | 1,036 | 844 | 682 | 610 | 1,250 | 35.5 |
| Kiowa | 11.3 | Male | 5,315 | 513 | 538 | 503 | 397 | 692 | 649 | 529 | 511 | 983 | 35.2 |
| | | Female | 5,985 | 469 | 514 | 488 | 381 | 751 | 657 | 565 | 612 | 1,548 | 40.9 |
| Latimer | 10.4 | Male | 5,177 | 422 | 529 | 496 | 570 | 690 | 619 | 513 | 491 | 847 | 33.3 |
| | | Female | 5,223 | 452 | 489 | 453 | 539 | 690 | 644 | 525 | 475 | 956 | 34.8 |
| Le Flore | 43.7 | Male | 21,425 | 1,929 | 2,184 | 2,205 | 2,022 | 3,127 | 2,942 | 2,492 | 1,854 | 2,670 | 32.6 |
| | | Female | 22,275 | 1,887 | 1,901 | 2,011 | 1,843 | 3,139 | 3,000 | 2,536 | 2,029 | 3,929 | 36.2 |
| Lincoln | 29.2 | Male | 14,306 | 1,277 | 1,547 | 1,495 | 1,133 | 2,023 | 1,962 | 1,695 | 1,379 | 1,795 | 33.4 |
| | | Female | 14,894 | 1,197 | 1,395 | 1,352 | 1,067 | 2,128 | 2,100 | 1,702 | 1,395 | 2,558 | 36.5 |
| Logan | 28.9 | Male | 14,129 | 1,272 | 1,404 | 1,462 | 1,789 | 1,959 | 2,024 | 1,539 | 1,155 | 1,525 | 30.8 |
| | | Female | 14,771 | 1,176 | 1,371 | 1,238 | 1,656 | 2,108 | 2,068 | 1,561 | 1,256 | 2,337 | 34.2 |
| Love | 8.2 | Male | 4,198 | 331 | 372 | 377 | 405 | 670 | 625 | 482 | 370 | 566 | 34.2 |
| | | Female | 4,002 | 286 | 325 | 377 | 304 | 501 | 558 | 454 | 417 | 780 | 38.7 |
| McClain | 22.8 | Male | 11,363 | 970 | 1,221 | 1,161 | 955 | 1,664 | 1,651 | 1,500 | 1,068 | 1,173 | 33.3 |
| | | Female | 11,437 | 882 | 1,067 | 1,036 | 902 | 1,734 | 1,716 | 1,456 | 1,064 | 1,580 | 35.6 |
| McCurtain | 33.4 | Male | 15,993 | 1,627 | 1,668 | 1,729 | 1,471 | 2,221 | 2,122 | 1,831 | 1,410 | 1,914 | 31.8 |
| | | Female | 17,407 | 1,560 | 1,687 | 1,679 | 1,492 | 2,409 | 2,326 | 1,842 | 1,604 | 2,808 | 34.5 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **OKLAHOMA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| McIntosh | 16.8 | Male | 8,092 | 600 | 675 | 735 | 607 | 892 | 902 | 947 | 1,097 | 1,637 | **41.0** |
| | | Female | 8,708 | 582 | 648 | 707 | 555 | 982 | 1,026 | 1,063 | 1,168 | 1,977 | **43.6** |
| Major | 8.0 | Male | 3,880 | 355 | 395 | 352 | 256 | 548 | 545 | 442 | 362 | 625 | **35.6** |
| | | Female | 4,120 | 296 | 398 | 376 | 238 | 513 | 527 | 451 | 404 | 917 | **39.5** |
| Marshall | 10.8 | Male | 5,185 | 413 | 392 | 465 | 419 | 685 | 610 | 582 | 562 | 1,057 | **38.6** |
| | | Female | 5,615 | 355 | 408 | 438 | 380 | 683 | 652 | 624 | 660 | 1,415 | **43.3** |
| Mayes | 33.4 | Male | 16,369 | 1,488 | 1,692 | 1,583 | 1,350 | 2,244 | 2,194 | 1,956 | 1,580 | 2,282 | **34.2** |
| | | Female | 17,031 | 1,412 | 1,521 | 1,444 | 1,309 | 2,329 | 2,280 | 1,994 | 1,821 | 2,921 | **37.2** |
| Murray | 11.9 | Male | 5,799 | 488 | 553 | 548 | 422 | 736 | 812 | 629 | 612 | 999 | **36.9** |
| | | Female | 6,101 | 406 | 553 | 501 | 436 | 755 | 858 | 648 | 652 | 1,292 | **39.7** |
| Muskogee | 68.0 | Male | 32,557 | 3,053 | 3,352 | 3,142 | 2,911 | 4,935 | 4,680 | 3,286 | 2,969 | 4,229 | **32.7** |
| | | Female | 35,443 | 2,901 | 3,275 | 2,990 | 2,985 | 5,089 | 4,791 | 3,631 | 3,277 | 6,504 | **36.0** |
| Noble | 10.9 | Male | 5,294 | 477 | 559 | 490 | 389 | 828 | 754 | 624 | 480 | 693 | **33.8** |
| | | Female | 5,606 | 473 | 509 | 452 | 424 | 809 | 722 | 621 | 517 | 1,079 | **36.9** |
| Nowata | 9.9 | Male | 4,821 | 390 | 498 | 473 | 362 | 604 | 623 | 571 | 523 | 777 | **36.3** |
| | | Female | 5,079 | 379 | 380 | 389 | 349 | 645 | 675 | 569 | 568 | 1,125 | **40.9** |
| Okfuskee | 11.5 | Male | 5,836 | 472 | 551 | 545 | 502 | 949 | 767 | 669 | 536 | 845 | **33.9** |
| | | Female | 5,664 | 443 | 534 | 486 | 420 | 656 | 693 | 642 | 586 | 1,204 | **39.2** |
| Oklahoma | 599.8 | Male | 288,117 | 28,981 | 27,458 | 24,217 | 30,071 | 53,222 | 43,655 | 29,141 | 23,486 | 27,886 | **31.3** |
| | | Female | 311,683 | 27,663 | 26,188 | 23,360 | 31,155 | 53,929 | 45,363 | 31,910 | 27,550 | 44,565 | **33.8** |
| Okmulgee | 36.2 | Male | 17,462 | 1,677 | 1,716 | 1,677 | 1,786 | 2,282 | 2,284 | 1,953 | 1,562 | 2,525 | **33.2** |
| | | Female | 18,738 | 1,536 | 1,656 | 1,489 | 1,514 | 2,440 | 2,481 | 2,071 | 1,830 | 3,721 | **38.0** |
| Osage | 41.3 | Male | 20,527 | 1,827 | 2,056 | 2,024 | 1,614 | 3,157 | 3,204 | 2,463 | 1,862 | 2,320 | **33.7** |
| | | Female | 20,773 | 1,768 | 1,949 | 1,884 | 1,430 | 2,955 | 3,121 | 2,400 | 1,946 | 3,320 | **36.3** |
| Ottawa | 30.3 | Male | 14,338 | 1,176 | 1,233 | 1,344 | 1,668 | 1,807 | 1,884 | 1,543 | 1,513 | 2,170 | **34.7** |
| | | Female | 15,962 | 1,162 | 1,239 | 1,194 | 1,512 | 1,942 | 2,024 | 1,737 | 1,720 | 3,432 | **39.6** |
| Pawnee | 15.5 | Male | 7,677 | 704 | 751 | 767 | 604 | 1,027 | 1,121 | 920 | 706 | 1,077 | **34.9** |
| | | Female | 7,823 | 630 | 684 | 668 | 526 | 1,093 | 1,115 | 910 | 768 | 1,429 | **37.8** |
| Payne | 61.2 | Male | 30,590 | 2,249 | 2,422 | 2,054 | 8,066 | 5,362 | 3,571 | 2,409 | 1,800 | 2,657 | **25.9** |
| | | Female | 30,610 | 2,193 | 2,240 | 1,988 | 7,269 | 4,726 | 3,595 | 2,548 | 1,992 | 4,059 | **28.4** |
| Pittsburg | 40.5 | Male | 19,847 | 1,605 | 1,809 | 1,918 | 1,578 | 2,931 | 2,798 | 2,224 | 1,984 | 3,000 | **35.3** |
| | | Female | 20,653 | 1,419 | 1,593 | 1,756 | 1,476 | 2,659 | 2,701 | 2,377 | 2,314 | 4,358 | **40.3** |
| Pontotoc | 34.1 | Male | 16,114 | 1,388 | 1,591 | 1,442 | 2,014 | 2,264 | 2,162 | 1,623 | 1,464 | 2,166 | **32.2** |
| | | Female | 17,986 | 1,367 | 1,385 | 1,422 | 2,084 | 2,424 | 2,321 | 1,817 | 1,612 | 3,554 | **36.3** |
| Pottawatomie | 58.5 | Male | 27,954 | 2,476 | 2,766 | 2,822 | 3,086 | 4,070 | 3,881 | 3,073 | 2,512 | 3,268 | **31.9** |
| | | Female | 30,546 | 2,444 | 2,735 | 2,656 | 3,203 | 4,211 | 4,153 | 3,242 | 2,750 | 5,152 | **35.1** |
| Pushmataha | 10.9 | Male | 5,345 | 442 | 530 | 522 | 392 | 660 | 670 | 658 | 593 | 878 | **36.9** |
| | | Female | 5,555 | 416 | 442 | 442 | 412 | 647 | 709 | 662 | 649 | 1,176 | **40.9** |
| Roger Mills | 4.0 | Male | 1,974 | 162 | 216 | 193 | 144 | 280 | 270 | 217 | 176 | 316 | **34.7** |
| | | Female | 2,026 | 167 | 205 | 176 | 125 | 260 | 275 | 214 | 188 | 416 | **37.9** |
| Rogers | 55.5 | Male | 27,383 | 2,537 | 2,885 | 2,738 | 2,319 | 3,922 | 4,380 | 3,641 | 2,521 | 2,440 | **33.2** |
| | | Female | 28,117 | 2,527 | 2,618 | 2,544 | 2,251 | 4,231 | 4,619 | 3,656 | 2,486 | 3,185 | **34.7** |
| Seminole | 25.0 | Male | 11,892 | 1,011 | 1,233 | 1,175 | 1,044 | 1,592 | 1,578 | 1,278 | 1,168 | 1,813 | **34.3** |
| | | Female | 13,108 | 1,009 | 1,196 | 1,070 | 1,008 | 1,664 | 1,597 | 1,417 | 1,308 | 2,839 | **38.8** |
| ☐ Sequoyah | 34.1 | Male | 16,632 | 1,583 | 1,688 | 1,773 | 1,556 | 2,332 | 2,275 | 1,997 | 1,537 | 1,891 | **32.4** |
| | | Female | 17,468 | 1,482 | 1,601 | 1,631 | 1,602 | 2,509 | 2,425 | 2,017 | 1,613 | 2,588 | **34.6** |
| Stephens | 42.0 | Male | 20,007 | 1,708 | 1,946 | 1,979 | 1,432 | 2,847 | 2,887 | 2,071 | 2,050 | 3,087 | **35.3** |
| | | Female | 21,993 | 1,603 | 1,910 | 1,827 | 1,476 | 2,979 | 3,046 | 2,193 | 2,414 | 4,545 | **38.9** |
| Texas | 16.2 | Male | 8,036 | 771 | 815 | 777 | 849 | 1,201 | 1,135 | 869 | 736 | 883 | **31.7** |
| | | Female | 8,164 | 649 | 798 | 782 | 771 | 1,179 | 1,145 | 858 | 760 | 1,222 | **34.2** |
| Tillman | 10.3 | Male | 4,931 | 486 | 536 | 506 | 425 | 638 | 572 | 520 | 448 | 800 | **33.0** |
| | | Female | 5,369 | 423 | 472 | 466 | 411 | 637 | 615 | 538 | 510 | 1,297 | **39.5** |
| Tulsa | 505.3 | Male | 243,317 | 24,356 | 23,160 | 20,442 | 24,985 | 44,831 | 38,848 | 25,098 | 19,190 | 22,407 | **31.4** |
| | | Female | 261,983 | 23,527 | 22,194 | 19,249 | 25,148 | 45,648 | 40,500 | 27,327 | 22,455 | 35,935 | **34.0** |
| Wagoner | 48.2 | Male | 23,750 | 2,223 | 2,536 | 2,611 | 2,028 | 3,511 | 3,882 | 3,055 | 1,860 | 2,044 | **32.1** |
| | | Female | 24,450 | 2,101 | 2,495 | 2,430 | 1,966 | 3,748 | 4,100 | 2,989 | 1,993 | 2,628 | **33.6** |
| Washington | 47.6 | Male | 22,767 | 2,031 | 2,324 | 2,013 | 1,726 | 3,164 | 3,483 | 2,653 | 2,246 | 3,127 | **35.4** |
| | | Female | 24,833 | 1,993 | 2,075 | 1,940 | 1,717 | 3,472 | 3,609 | 2,899 | 2,562 | 4,566 | **38.4** |
| Washita | 11.1 | Male | 5,360 | 473 | 583 | 496 | 374 | 740 | 702 | 588 | 502 | 902 | **35.2** |
| | | Female | 5,740 | 470 | 512 | 478 | 357 | 776 | 690 | 574 | 587 | 1,296 | **39.0** |
| Woods | 8.9 | Male | 4,259 | 323 | 353 | 340 | 597 | 544 | 496 | 436 | 411 | 759 | **34.5** |
| | | Female | 4,641 | 310 | 312 | 300 | 541 | 543 | 517 | 453 | 431 | 1,234 | **41.1** |
| Woodward | 18.6 | Male | 9,306 | 807 | 999 | 905 | 842 | 1,590 | 1,362 | 999 | 806 | 996 | **31.9** |
| | | Female | 9,294 | 812 | 949 | 789 | 644 | 1,497 | 1,282 | 991 | 857 | 1,473 | **34.7** |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **OKLAHOMA (continued)** | | | | | | | | | | | | | |
| **TOTAL METRO COUNTIES** | **1,874.1** | **Male** | **913,742** | **89,057** | **88,844** | **81,151** | **100,469** | **162,329** | **140,536** | **96,429** | **72,290** | **82,637** | **31.0** |
| | | **Female** | **960,358** | **85,517** | **84,858** | **76,511** | **95,624** | **162,601** | **144,824** | **101,694** | **81,002** | **127,727** | **33.5** |
| **TOTAL STATE** | **3,143.0** | **Male** | **1,529,134** | **143,638** | **149,034** | **139,549** | **161,481** | **251,383** | **223,658** | **162,141** | **129,278** | **168,972** | **31.8** |
| | | **Female** | **1,613,866** | **137,318** | **141,860** | **130,773** | **153,683** | **251,717** | **229,492** | **170,814** | **144,326** | **253,883** | **34.7** |
| **OREGON** | | | | | | | | | | | | | |
| **EUGENE - SPRINGFIELD** | **284.3** | **Male** | **138,480** | **12,046** | **12,428** | **11,335** | **16,197** | **21,646** | **23,748** | **15,057** | **10,469** | **15,554** | **33.0** |
| | | **Female** | **145,820** | **11,543** | **11,970** | **10,736** | **16,582** | **22,183** | **24,457** | **15,067** | **11,650** | **21,632** | **35.0** |
| Lane | 284.3 | Male | 138,480 | 12,046 | 12,428 | 11,335 | 16,197 | 21,646 | 23,748 | 15,057 | 10,469 | 15,554 | 33.0 |
| | | Female | 145,820 | 11,543 | 11,970 | 10,736 | 16,582 | 22,183 | 24,457 | 15,067 | 11,650 | 21,632 | 35.0 |
| **MEDFORD** | **148.0** | **Male** | **72,255** | **6,237** | **6,487** | **6,282** | **6,111** | **9,827** | **11,842** | **8,265** | **6,681** | **10,523** | **36.0** |
| | | **Female** | **75,745** | **6,064** | **6,272** | **5,968** | **6,112** | **10,284** | **12,290** | **8,336** | **7,037** | **13,382** | **37.6** |
| Jackson | 148.0 | Male | 72,255 | 6,237 | 6,487 | 6,282 | 6,111 | 9,827 | 11,842 | 8,265 | 6,681 | 10,523 | 36.0 |
| | | Female | 75,745 | 6,064 | 6,272 | 5,968 | 6,112 | 10,284 | 12,290 | 8,336 | 7,037 | 13,382 | 37.6 |
| **PORTLAND** | **1,252.0** | **Male** | **611,886** | **57,338** | **55,277** | **49,143** | **57,491** | **106,849** | **111,754** | **67,664** | **44,012** | **60,358** | **33.0** |
| | | **Female** | **640,114** | **54,788** | **52,875** | **47,096** | **57,389** | **108,724** | **111,885** | **66,759** | **48,309** | **92,289** | **34.9** |
| Clackamas | 282.8 | Male | 138,931 | 12,377 | 13,549 | 12,898 | 11,373 | 20,717 | 25,558 | 18,018 | 10,992 | 13,449 | 34.3 |
| | | Female | 143,869 | 11,978 | 12,865 | 12,118 | 10,798 | 21,659 | 26,571 | 17,482 | 11,549 | 18,849 | 35.9 |
| Multnomah | 585.7 | Male | 284,689 | 26,154 | 23,208 | 20,103 | 28,695 | 54,014 | 52,489 | 29,031 | 20,522 | 30,473 | 33.2 |
| | | Female | 301,011 | 24,854 | 22,311 | 19,654 | 29,326 | 52,843 | 50,768 | 29,026 | 23,141 | 49,088 | 35.3 |
| Washington | 317.2 | Male | 155,045 | 15,647 | 15,035 | 13,117 | 14,001 | 29,001 | 28,328 | 17,116 | 10,087 | 12,713 | 31.8 |
| | | Female | 162,155 | 14,921 | 14,347 | 12,470 | 14,155 | 29,398 | 29,490 | 17,026 | 11,003 | 19,345 | 33.6 |
| Yamhill | 66.3 | Male | 33,221 | 3,160 | 3,485 | 3,025 | 3,422 | 5,117 | 5,379 | 3,499 | 2,411 | 3,723 | 31.9 |
| | | Female | 33,079 | 3,035 | 3,352 | 2,854 | 3,110 | 4,824 | 5,056 | 3,225 | 2,616 | 5,007 | 33.7 |
| **PORTLAND - VANCOUVER CONSOLIDATED AREA** | ***1,494.3*** | ***Male*** | ***731,488*** | ***69,302*** | ***67,610*** | ***60,499*** | ***67,934*** | ***128,306*** | ***132,356*** | ***81,603*** | ***52,752*** | ***71,126*** | ***32.8*** |
| | | ***Female*** | ***762,812*** | ***66,110*** | ***64,428*** | ***57,840*** | ***67,868*** | ***128,813*** | ***133,088*** | ***80,054*** | ***57,357*** | ***107,254*** | ***34.7*** |
| **SALEM** | **280.5** | **Male** | **138,481** | **13,018** | **13,245** | **12,079** | **14,223** | **22,669** | **22,273** | **14,265** | **10,277** | **16,432** | **32.4** |
| | | **Female** | **142,019** | **12,278** | **12,635** | **11,270** | **13,152** | **20,723** | **21,631** | **14,499** | **11,775** | **24,056** | **35.4** |
| Marion | 230.5 | Male | 114,366 | 10,834 | 10,753 | 9,868 | 11,537 | 19,479 | 18,423 | 11,735 | 8,351 | 13,386 | 32.3 |
| | | Female | 116,134 | 10,194 | 10,342 | 9,211 | 10,251 | 17,347 | 17,640 | 11,915 | 9,600 | 19,634 | 35.4 |
| Polk | 50.0 | Male | 24,115 | 2,184 | 2,492 | 2,211 | 2,686 | 3,190 | 3,850 | 2,530 | 1,926 | 3,046 | 32.8 |
| | | Female | 25,885 | 2,084 | 2,293 | 2,059 | 2,901 | 3,376 | 3,991 | 2,584 | 2,175 | 4,422 | 35.6 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Baker | 15.2 | Male | 7,568 | 643 | 741 | 707 | 466 | 1,005 | 1,083 | 897 | 762 | 1,264 | 37.0 |
| | | Female | 7,632 | 639 | 686 | 583 | 413 | 999 | 1,059 | 848 | 807 | 1,598 | 39.7 |
| Benton | 71.0 | Male | 35,912 | 2,856 | 2,804 | 2,604 | 8,039 | 5,824 | 5,598 | 3,178 | 2,177 | 2,832 | 27.8 |
| | | Female | 35,088 | 2,602 | 2,644 | 2,521 | 6,619 | 5,460 | 5,600 | 3,284 | 2,349 | 4,009 | 30.8 |
| Clackamas | 282.8 | Male | 138,931 | 12,377 | 13,549 | 12,898 | 11,373 | 20,717 | 25,558 | 18,018 | 10,992 | 13,449 | 34.3 |
| | | Female | 143,869 | 11,978 | 12,865 | 12,118 | 10,798 | 21,659 | 26,571 | 17,482 | 11,549 | 18,849 | 35.9 |
| Clatsop | 33.4 | Male | 16,585 | 1,498 | 1,609 | 1,412 | 1,389 | 2,451 | 2,720 | 1,765 | 1,431 | 2,310 | 34.7 |
| | | Female | 16,815 | 1,343 | 1,295 | 1,382 | 1,290 | 2,352 | 2,635 | 1,736 | 1,585 | 3,097 | 37.4 |
| Columbia | 37.8 | Male | 18,919 | 1,759 | 1,933 | 1,917 | 1,382 | 2,630 | 3,240 | 2,389 | 1,553 | 2,116 | 34.4 |
| | | Female | 18,881 | 1,695 | 1,827 | 1,776 | 1,331 | 2,720 | 3,207 | 2,157 | 1,551 | 2,617 | 35.3 |
| Coos | 60.4 | Male | 29,808 | 2,526 | 2,724 | 2,605 | 2,123 | 4,061 | 4,465 | 3,486 | 3,066 | 4,752 | 36.9 |
| | | Female | 30,592 | 2,328 | 2,574 | 2,476 | 2,034 | 4,153 | 4,593 | 3,541 | 3,246 | 5,647 | 38.8 |
| Crook | 14.2 | Male | 7,117 | 662 | 679 | 720 | 545 | 952 | 1,085 | 799 | 657 | 1,018 | 35.0 |
| | | Female | 7,083 | 627 | 612 | 608 | 522 | 983 | 1,060 | 730 | 705 | 1,236 | 36.8 |
| Curry | 19.8 | Male | 9,779 | 687 | 725 | 661 | 494 | 1,104 | 1,406 | 1,064 | 1,297 | 2,341 | 43.7 |
| | | Female | 10,021 | 700 | 679 | 659 | 512 | 1,146 | 1,365 | 1,154 | 1,333 | 2,473 | 44.6 |
| Deschutes | 75.8 | Male | 37,736 | 3,361 | 3,514 | 3,339 | 2,862 | 5,498 | 6,851 | 4,166 | 3,330 | 4,815 | 35.4 |
| | | Female | 38,064 | 3,135 | 3,282 | 3,007 | 2,641 | 5,837 | 6,759 | 4,275 | 3,476 | 5,652 | 36.7 |
| Douglas | 95.1 | Male | 47,070 | 4,315 | 4,426 | 4,480 | 3,622 | 6,403 | 7,192 | 5,335 | 4,629 | 6,668 | 35.4 |
| | | Female | 48,030 | 4,037 | 4,302 | 4,166 | 3,492 | 6,643 | 7,248 | 5,328 | 4,894 | 7,920 | 36.9 |
| Gilliam | 1.7 | Male | 847 | 66 | 106 | 70 | 40 | 118 | 121 | 77 | 87 | 162 | 36.9 |
| | | Female | 853 | 75 | 83 | 58 | 41 | 122 | 119 | 88 | 102 | 165 | 39.0 |
| Grant | 7.8 | Male | 3,923 | 339 | 395 | 354 | 244 | 539 | 646 | 476 | 400 | 530 | 36.4 |
| | | Female | 3,877 | 336 | 371 | 332 | 236 | 559 | 597 | 463 | 383 | 600 | 36.8 |
| Harney | 7.1 | Male | 3,578 | 350 | 343 | 328 | 225 | 505 | 558 | 451 | 356 | 462 | 35.7 |
| | | Female | 3,522 | 312 | 335 | 329 | 219 | 517 | 506 | 432 | 350 | 522 | 36.0 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **OREGON (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Hood River | 17.0 | Male | 8,660 | 819 | 761 | 783 | 735 | 1,469 | 1,449 | 928 | 674 | 1,042 | **33.4** |
| | | Female | 8,340 | 798 | 817 | 693 | 579 | 1,281 | 1,251 | 859 | 729 | 1,333 | **35.0** |
| Jackson | 148.0 | Male | 72,255 | 6,237 | 6,487 | 6,282 | 6,111 | 9,827 | 11,842 | 8,265 | 6,681 | 10,523 | **36.0** |
| | | Female | 75,745 | 6,064 | 6,272 | 5,968 | 6,112 | 10,284 | 12,290 | 8,336 | 7,037 | 13,382 | **37.6** |
| Jefferson | 13.8 | Male | 6,935 | 856 | 715 | 642 | 595 | 1,077 | 990 | 661 | 575 | 824 | **31.1** |
| | | Female | 6,865 | 863 | 694 | 574 | 568 | 1,028 | 912 | 693 | 643 | 890 | **32.1** |
| Josephine | 63.5 | Male | 30,852 | 2,603 | 2,714 | 2,720 | 2,008 | 3,700 | 4,582 | 3,513 | 3,198 | 5,814 | **38.7** |
| | | Female | 32,648 | 2,402 | 2,577 | 2,450 | 2,005 | 3,939 | 4,871 | 3,768 | 3,497 | 7,139 | **41.1** |
| Klamath | 57.7 | Male | 29,075 | 2,605 | 2,680 | 2,746 | 2,934 | 4,015 | 4,475 | 3,222 | 2,640 | 3,758 | **33.9** |
| | | Female | 28,625 | 2,490 | 2,513 | 2,432 | 2,410 | 4,033 | 4,456 | 3,033 | 2,808 | 4,450 | **36.0** |
| Lake | 7.2 | Male | 3,616 | 332 | 384 | 328 | 209 | 477 | 573 | 439 | 371 | 503 | **36.4** |
| | | Female | 3,584 | 347 | 321 | 325 | 229 | 494 | 534 | 411 | 395 | 528 | **36.4** |
| Lane | 284.3 | Male | 138,480 | 12,046 | 12,428 | 11,335 | 16,197 | 21,646 | 23,748 | 15,057 | 10,469 | 15,554 | **33.0** |
| | | Female | 145,820 | 11,543 | 11,970 | 10,736 | 16,582 | 22,183 | 24,457 | 15,067 | 11,650 | 21,632 | **35.0** |
| Lincoln | 39.3 | Male | 18,944 | 1,555 | 1,682 | 1,440 | 1,100 | 2,435 | 3,115 | 1,995 | 2,061 | 3,561 | **39.0** |
| | | Female | 20,356 | 1,469 | 1,648 | 1,419 | 1,147 | 2,600 | 3,196 | 2,186 | 2,404 | 4,287 | **40.9** |
| Linn | 91.6 | Male | 45,086 | 4,207 | 4,404 | 4,021 | 4,035 | 6,664 | 6,969 | 5,132 | 3,800 | 5,854 | **33.8** |
| | | Female | 46,514 | 4,046 | 4,083 | 3,850 | 3,823 | 6,747 | 7,064 | 5,118 | 4,095 | 7,688 | **36.0** |
| Malheur | 25.8 | Male | 12,648 | 1,308 | 1,353 | 1,363 | 1,114 | 1,655 | 1,617 | 1,311 | 1,158 | 1,769 | **32.2** |
| | | Female | 13,152 | 1,322 | 1,337 | 1,251 | 999 | 1,602 | 1,754 | 1,360 | 1,282 | 2,245 | **35.4** |
| Marion | 230.5 | Male | 114,366 | 10,834 | 10,753 | 9,868 | 11,537 | 19,479 | 18,423 | 11,735 | 8,351 | 13,386 | **32.3** |
| | | Female | 116,134 | 10,194 | 10,342 | 9,211 | 10,251 | 17,347 | 17,640 | 11,915 | 9,600 | 19,634 | **35.4** |
| Morrow | 7.5 | Male | 3,796 | 369 | 403 | 411 | 281 | 552 | 600 | 420 | 363 | 397 | **32.9** |
| | | Female | 3,704 | 371 | 392 | 339 | 271 | 516 | 578 | 397 | 362 | 478 | **34.3** |
| Multnomah | 585.7 | Male | 284,689 | 26,154 | 23,208 | 20,103 | 28,695 | 54,014 | 52,489 | 29,031 | 20,522 | 30,473 | **33.2** |
| | | Female | 301,011 | 24,854 | 22,311 | 19,654 | 29,326 | 52,843 | 50,768 | 29,026 | 23,141 | 49,088 | **35.3** |
| Polk | 50.0 | Male | 24,115 | 2,184 | 2,492 | 2,211 | 2,686 | 3,190 | 3,850 | 2,530 | 1,926 | 3,046 | **32.8** |
| | | Female | 25,885 | 2,084 | 2,293 | 2,059 | 2,901 | 3,376 | 3,991 | 2,584 | 2,175 | 4,422 | **35.6** |
| Sherman | 1.9 | Male | 971 | 89 | 93 | 99 | 36 | 139 | 151 | 89 | 121 | 154 | **37.0** |
| | | Female | 929 | 95 | 77 | 77 | 37 | 127 | 144 | 91 | 117 | 164 | **38.6** |
| Tillamook | 21.6 | Male | 10,628 | 846 | 936 | 845 | 650 | 1,358 | 1,561 | 1,117 | 1,261 | 2,054 | **39.3** |
| | | Female | 10,972 | 790 | 866 | 822 | 598 | 1,316 | 1,548 | 1,177 | 1,421 | 2,434 | **42.1** |
| Umatilla | 59.1 | Male | 29,897 | 2,850 | 2,930 | 2,781 | 3,058 | 4,847 | 4,510 | 3,055 | 2,326 | 3,540 | **31.9** |
| | | Female | 29,203 | 2,674 | 2,816 | 2,516 | 2,437 | 4,199 | 4,361 | 3,014 | 2,552 | 4,634 | **34.9** |
| Union | 23.5 | Male | 11,587 | 1,063 | 1,194 | 1,153 | 1,230 | 1,460 | 1,873 | 1,241 | 957 | 1,416 | **32.9** |
| | | Female | 11,913 | 987 | 1,075 | 1,086 | 1,187 | 1,618 | 1,837 | 1,234 | 985 | 1,904 | **35.0** |
| Wallowa | 6.9 | Male | 3,421 | 282 | 330 | 306 | 181 | 446 | 564 | 393 | 350 | 569 | **37.9** |
| | | Female | 3,479 | 310 | 327 | 292 | 176 | 444 | 504 | 381 | 381 | 664 | **38.8** |
| Wasco | 21.6 | Male | 10,477 | 941 | 1,022 | 1,041 | 692 | 1,358 | 1,677 | 1,214 | 903 | 1,629 | **36.1** |
| | | Female | 11,123 | 921 | 1,015 | 923 | 681 | 1,506 | 1,700 | 1,144 | 1,101 | 2,132 | **38.0** |
| Washington | 317.2 | Male | 155,045 | 15,647 | 15,035 | 13,117 | 14,001 | 29,001 | 28,328 | 17,116 | 10,087 | 12,713 | **31.8** |
| | | Female | 162,155 | 14,921 | 14,347 | 12,470 | 14,155 | 29,398 | 29,490 | 17,026 | 11,003 | 19,345 | **33.6** |
| Wheeler | 1.4 | Male | 695 | 49 | 49 | 58 | 42 | 53 | 97 | 95 | 100 | 152 | **44.9** |
| | | Female | 705 | 48 | 52 | 57 | 36 | 75 | 101 | 95 | 96 | 145 | **43.4** |
| Yamhill | 66.3 | Male | 33,221 | 3,160 | 3,485 | 3,025 | 3,422 | 5,117 | 5,379 | 3,499 | 2,411 | 3,723 | **31.9** |
| | | Female | 33,079 | 3,035 | 3,352 | 2,854 | 3,110 | 4,824 | 5,056 | 3,225 | 2,616 | 5,007 | **33.7** |
| **TOTAL METRO COUNTIES** | **1,964.8** | **Male** | **961,102** | **88,639** | **87,437** | **78,839** | **94,022** | **162,991** | **169,617** | **105,251** | **71,439** | **102,867** | **33.1** |
| | | **Female** | **1,003,698** | **84,673** | **83,752** | **75,070** | **93,235** | **161,914** | **170,263** | **104,661** | **78,771** | **151,359** | **35.2** |
| **TOTAL STATE** | **2,863.5** | **Male** | **1,407,232** | **128,475** | **129,086** | **118,773** | **134,353** | **225,786** | **239,385** | **154,159** | **112,042** | **165,173** | **33.5** |
| | | **Female** | **1,456,268** | **122,435** | **123,152** | **112,073** | **129,768** | **224,930** | **239,822** | **153,658** | **122,420** | **228,010** | **35.7** |
| **PENNSYLVANIA** | | | | | | | | | | | | | |
| **ALLENTOWN - BETHLEHEM - EASTON** | **692.3** | **Male** | **334,428** | **29,310** | **27,625** | **25,771** | **33,918** | **55,790** | **52,682** | **36,491** | **31,170** | **41,671** | **34.1** |
| | | **Female** | **357,872** | **27,901** | **26,117** | **24,677** | **33,084** | **56,621** | **53,229** | **37,671** | **35,101** | **63,471** | **37.0** |
| Carbon | 57.3 | Male | 27,666 | 2,243 | 2,291 | 2,269 | 2,383 | 4,261 | 4,093 | 2,918 | 2,892 | 4,316 | **35.9** |
| | | Female | 29,634 | 2,109 | 2,118 | 2,160 | 2,373 | 4,276 | 3,927 | 3,054 | 3,390 | 6,227 | **39.5** |
| Lehigh | 293.1 | Male | 140,849 | 12,332 | 11,480 | 10,614 | 13,285 | 24,375 | 22,365 | 15,363 | 13,405 | 17,630 | **34.3** |
| | | Female | 152,251 | 11,555 | 10,697 | 10,195 | 13,730 | 24,573 | 22,741 | 16,128 | 15,158 | 27,474 | **37.4** |
| Northampton | 249.6 | Male | 121,368 | 10,436 | 10,003 | 9,355 | 14,351 | 19,326 | 18,869 | 12,997 | 11,066 | 14,965 | **33.6** |
| | | Female | 128,232 | 9,999 | 9,608 | 8,965 | 12,802 | 19,682 | 19,068 | 13,375 | 12,403 | 22,330 | **36.6** |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **PENNSYLVANIA (continued)** | | | | | | | | | | | | | |
| **ALLENTOWN - BETHLEHEM - EASTON (continued)** | | | | | | | | | | | | | |
| *Warren, N. J.* | *92.3* | *Male* | *44,545* | *4,299* | *3,851* | *3,533* | *3,899* | *7,828* | *7,355* | *5,213* | *3,807* | *4,760* | *33.5* |
| | | *Female* | *47,755* | *4,238* | *3,694* | *3,357* | *4,179* | *8,090* | *7,493* | *5,114* | *4,150* | *7,440* | *35.4* |
| **ALTOONA** | **130.3** | **Male** | **61,385** | **5,277** | **5,529** | **5,553** | **5,707** | **9,119** | **9,204** | **6,508** | **6,054** | **8,434** | **34.5** |
| | | **Female** | **68,915** | **4,961** | **5,391** | **5,298** | **6,003** | **9,604** | **9,740** | **7,202** | **7,073** | **13,643** | **38.3** |
| Blair | 130.3 | Male | 61,385 | 5,277 | 5,529 | 5,553 | 5,707 | 9,119 | 9,204 | 6,508 | 6,054 | 8,434 | 34.5 |
| | | Female | 68,915 | 4,961 | 5,391 | 5,298 | 6,003 | 9,604 | 9,740 | 7,202 | 7,073 | 13,643 | 38.3 |
| **BEAVER COUNTY** | **185.0** | **Male** | **88,104** | **7,391** | **7,540** | **7,318** | **7,705** | **13,290** | **12,888** | **9,509** | **9,735** | **12,728** | **35.6** |
| | | **Female** | **96,896** | **7,020** | **7,311** | **6,891** | **7,726** | **14,322** | **13,504** | **10,541** | **11,074** | **18,507** | **38.8** |
| Beaver | 185.0 | Male | 88,104 | 7,391 | 7,540 | 7,318 | 7,705 | 13,290 | 12,888 | 9,509 | 9,735 | 12,728 | 35.6 |
| | | Female | 96,896 | 7,020 | 7,311 | 6,891 | 7,726 | 14,322 | 13,504 | 10,541 | 11,074 | 18,507 | 38.8 |
| **ERIE** | **275.1** | **Male** | **132,723** | **12,690** | **12,488** | **11,784** | **15,918** | **20,589** | **19,633** | **13,220** | **11,268** | **15,133** | **31.5** |
| | | **Female** | **142,377** | **11,946** | **11,722** | **11,345** | **16,272** | **21,494** | **20,083** | **13,910** | **12,853** | **22,752** | **34.3** |
| Erie | 275.1 | Male | 132,723 | 12,690 | 12,488 | 11,784 | 15,918 | 20,589 | 19,633 | 13,220 | 11,268 | 15,133 | 31.5 |
| | | Female | 142,377 | 11,946 | 11,722 | 11,345 | 16,272 | 21,494 | 20,083 | 13,910 | 12,853 | 22,752 | 34.3 |
| **HARRISBURG - LEBANON - CARLISLE** | **591.5** | **Male** | **285,692** | **24,566** | **24,103** | **23,099** | **30,009** | **47,825** | **46,270** | **31,414** | **26,222** | **32,184** | **33.6** |
| | | **Female** | **305,808** | **23,312** | **22,419** | **21,822** | **30,909** | **48,710** | **46,674** | **32,976** | **29,074** | **49,912** | **36.2** |
| Cumberland | 195.9 | Male | 95,162 | 7,459 | 7,552 | 7,564 | 11,931 | 15,528 | 15,294 | 10,812 | 8,655 | 10,367 | 33.4 |
| | | Female | 101,738 | 7,078 | 7,002 | 7,066 | 12,764 | 15,312 | 15,646 | 11,232 | 9,705 | 15,933 | 36.1 |
| Dauphin | 238.5 | Male | 113,962 | 10,293 | 9,584 | 8,795 | 10,856 | 20,032 | 18,793 | 12,132 | 10,414 | 13,063 | 33.7 |
| | | Female | 124,538 | 9,895 | 9,093 | 8,512 | 11,040 | 20,897 | 19,117 | 13,136 | 11,870 | 20,978 | 36.5 |
| Lebanon | 114.4 | Male | 55,805 | 4,889 | 4,985 | 4,748 | 5,351 | 8,874 | 8,615 | 6,131 | 5,417 | 6,795 | 33.9 |
| | | Female | 58,595 | 4,546 | 4,465 | 4,485 | 5,258 | 8,979 | 8,480 | 6,382 | 5,650 | 10,350 | 36.8 |
| Perry | 41.7 | Male | 20,763 | 1,925 | 1,982 | 1,992 | 1,871 | 3,391 | 3,568 | 2,339 | 1,736 | 1,959 | 32.7 |
| | | Female | 20,937 | 1,793 | 1,859 | 1,759 | 1,847 | 3,522 | 3,431 | 2,226 | 1,849 | 2,651 | 34.1 |
| **JOHNSTOWN** | **239.7** | **Male** | **115,078** | **8,999** | **10,036** | **10,488** | **10,669** | **16,656** | **17,644** | **11,895** | **11,414** | **17,277** | **35.4** |
| | | **Female** | **124,622** | **8,662** | **9,441** | **9,946** | **10,405** | **16,719** | **17,013** | **12,460** | **13,790** | **26,186** | **39.2** |
| Cambria | 161.7 | Male | 77,448 | 5,879 | 6,615 | 7,008 | 7,422 | 11,093 | 11,857 | 7,874 | 7,771 | 11,929 | 35.6 |
| | | Female | 84,252 | 5,623 | 6,147 | 6,676 | 7,314 | 10,899 | 11,499 | 8,287 | 9,462 | 18,345 | 39.8 |
| Somerset | 78.0 | Male | 37,630 | 3,120 | 3,421 | 3,480 | 3,247 | 5,563 | 5,787 | 4,021 | 3,643 | 5,348 | 35.0 |
| | | Female | 40,370 | 3,039 | 3,294 | 3,270 | 3,091 | 5,820 | 5,514 | 4,173 | 4,328 | 7,841 | 38.0 |
| **LANCASTER** | **429.6** | **Male** | **208,552** | **21,273** | **19,754** | **17,733** | **21,985** | **35,128** | **31,329** | **21,570** | **17,244** | **22,536** | **31.7** |
| | | **Female** | **221,048** | **20,230** | **18,555** | **17,065** | **22,843** | **35,510** | **31,804** | **22,317** | **18,970** | **33,754** | **34.0** |
| Lancaster | 429.6 | Male | 208,552 | 21,273 | 19,754 | 17,733 | 21,985 | 35,128 | 31,329 | 21,570 | 17,244 | 22,536 | 31.7 |
| | | Female | 221,048 | 20,230 | 18,555 | 17,065 | 22,843 | 35,510 | 31,804 | 22,317 | 18,970 | 33,754 | 34.0 |
| **PHILADELPHIA** | **4,886.9** | **Male** | **2,338,700** | **222,075** | **202,363** | **189,697** | **250,973** | **414,321** | **355,029** | **245,843** | **204,413** | **253,986** | **32.3** |
| | | **Female** | **2,548,200** | **212,086** | **193,696** | **180,892** | **249,899** | **427,451** | **377,000** | **268,221** | **235,219** | **403,736** | **35.3** |
| Bucks | 548.7 | Male | 270,115 | 25,640 | 24,219 | 23,000 | 25,138 | 47,367 | 45,606 | 31,402 | 23,631 | 24,112 | 32.8 |
| | | Female | 278,585 | 23,854 | 23,359 | 21,623 | 24,166 | 47,751 | 46,223 | 31,408 | 24,852 | 35,349 | 34.7 |
| Chester | 383.6 | Male | 187,942 | 17,916 | 16,336 | 15,387 | 18,419 | 32,133 | 31,991 | 22,594 | 16,099 | 17,067 | 33.1 |
| | | Female | 195,658 | 16,983 | 15,535 | 14,307 | 19,264 | 32,868 | 32,957 | 22,595 | 16,609 | 24,540 | 34.7 |
| Delaware | 548.9 | Male | 261,564 | 23,908 | 21,664 | 20,278 | 29,191 | 45,000 | 38,088 | 26,016 | 24,564 | 32,855 | 32.9 |
| | | Female | 287,336 | 23,072 | 20,471 | 18,579 | 28,459 | 46,585 | 40,165 | 29,139 | 28,757 | 52,109 | 36.6 |
| Montgomery | 682.3 | Male | 327,889 | 28,937 | 26,343 | 24,245 | 29,663 | 57,744 | 52,442 | 36,982 | 31,536 | 39,997 | 34.5 |
| | | Female | 354,411 | 27,385 | 24,886 | 22,998 | 30,420 | 58,059 | 53,723 | 39,528 | 35,031 | 62,381 | 37.5 |
| Philadelphia | 1,584.8 | Male | 737,056 | 71,474 | 62,789 | 59,333 | 90,090 | 132,584 | 100,679 | 69,600 | 62,238 | 88,269 | 31.4 |
| | | Female | 847,744 | 69,092 | 60,977 | 58,549 | 91,739 | 140,358 | 113,129 | 83,068 | 78,699 | 152,133 | 35.3 |
| *Burlington, N. J.* | *399.1* | *Male* | *197,198* | *17,992* | *16,973* | *16,293* | *22,767* | *35,918* | *30,982* | *21,894* | *17,039* | *17,340* | *31.8* |
| | | *Female* | *201,902* | *17,197* | *16,220* | *15,324* | *19,270* | *35,388* | *32,222* | *22,868* | *18,291* | *25,122* | *34.3* |
| *Camden, N. J.* | *506.7* | *Male* | *243,641* | *24,966* | *23,105* | *21,252* | *24,108* | *43,678* | *36,916* | *25,208* | *20,190* | *24,218* | *31.5* |
| | | *Female* | *263,059* | *23,930* | *21,795* | *19,936* | *24,638* | *45,614* | *39,602* | *27,318* | *22,948* | *37,278* | *34.0* |
| *Gloucester, N. J.* | *232.8* | *Male* | *113,295* | *11,242* | *10,934* | *9,909* | *11,597* | *19,897* | *18,325* | *12,147* | *9,116* | *10,126* | *31.5* |
| | | *Female* | *119,505* | *10,573* | *10,453* | *9,576* | *11,943* | *20,828* | *18,979* | *12,297* | *10,032* | *14,824* | *33.3* |
| **PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA** | ***5,937.9*** | ***Male*** | ***2,848,716*** | ***268,842*** | ***245,759*** | ***230,584*** | ***309,839*** | ***505,260*** | ***434,398*** | ***301,294*** | ***247,564*** | ***305,176*** | ***32.3*** |
| | | ***Female*** | ***3,089,184*** | ***256,326*** | ***235,147*** | ***219,862*** | ***309,157*** | ***518,622*** | ***459,203*** | ***326,390*** | ***283,137*** | ***481,340*** | ***35.1*** |
| **PITTSBURGH** | **2,047.2** | **Male** | **965,953** | **79,459** | **76,168** | **73,555** | **93,905** | **155,705** | **148,149** | **102,037** | **98,838** | **138,137** | **35.3** |
| | | **Female** | **1,081,247** | **75,628** | **72,530** | **70,284** | **95,288** | **163,680** | **155,539** | **114,889** | **116,801** | **216,608** | **39.1** |
| Allegheny | 1,330.0 | Male | 623,416 | 52,256 | 47,553 | 44,649 | 62,700 | 105,455 | 95,021 | 63,971 | 63,602 | 88,209 | 34.9 |
| | | Female | 706,584 | 50,053 | 45,759 | 42,784 | 64,391 | 111,053 | 101,102 | 73,639 | 75,659 | 142,144 | 38.9 |
| Fayette | 144.5 | Male | 68,651 | 5,673 | 6,129 | 6,423 | 6,245 | 9,727 | 10,280 | 7,174 | 6,751 | 10,249 | 35.1 |
| | | Female | 75,849 | 5,185 | 5,729 | 5,976 | 6,175 | 10,483 | 10,558 | 7,782 | 8,354 | 15,607 | 39.1 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **PENNSYLVANIA (continued)** | | | | | | | | | | | | | |
| **PITTSBURGH (continued)** | | | | | | | | | | | | | |
| Washington | 203.6 | Male | 97,398 | 7,496 | 8,111 | 8,166 | 9,477 | 14,067 | 15,074 | 10,848 | 9,928 | 14,231 | 35.9 |
| | | Female | 106,202 | 7,121 | 7,475 | 7,703 | 9,192 | 14,753 | 15,455 | 11,719 | 11,524 | 21,260 | 39.4 |
| Westmoreland | 369.1 | Male | 176,488 | 14,034 | 14,375 | 14,317 | 15,483 | 26,456 | 27,774 | 20,044 | 18,557 | 25,448 | 36.3 |
| | | Female | 192,612 | 13,269 | 13,567 | 13,821 | 15,530 | 27,391 | 28,424 | 21,749 | 21,264 | 37,597 | 39.5 |
| ***PITTSBURGH - BEAVER VALLEY CONSOLIDATED AREA*** | *2,232.2* | *Male* | *1,054,057* | *86,850* | *83,708* | *80,873* | *101,610* | *168,998* | *161,037* | *111,546* | *108,573* | *150,865* | *35.3* |
| | | *Female* | *1,178,143* | *82,648* | *79,841* | *77,175* | *103,014* | *178,002* | *169,043* | *125,430* | *127,875* | *235,115* | *39.0* |
| **READING** | 338.8 | Male | 163,702 | 14,242 | 13,777 | 12,723 | 16,421 | 27,027 | 24,966 | 17,560 | 15,868 | 21,118 | 34.1 |
| | | Female | 175,098 | 13,668 | 13,013 | 12,155 | 16,800 | 26,850 | 25,167 | 18,429 | 17,323 | 31,693 | 37.0 |
| Berks | 338.8 | Male | 163,702 | 14,242 | 13,777 | 12,723 | 16,421 | 27,027 | 24,966 | 17,560 | 15,868 | 21,118 | 34.1 |
| | | Female | 175,098 | 13,668 | 13,013 | 12,155 | 16,800 | 26,850 | 25,167 | 18,429 | 17,323 | 31,693 | 37.0 |
| **SCRANTON - WILKES-BARRE** | 736.3 | Male | 349,432 | 28,834 | 28,044 | 27,832 | 37,073 | 53,142 | 52,218 | 37,672 | 34,151 | 50,466 | 35.0 |
| | | Female | 386,868 | 27,155 | 26,734 | 26,798 | 37,990 | 53,191 | 51,722 | 38,888 | 40,861 | 83,529 | 39.2 |
| Columbia | 63.3 | Male | 29,970 | 2,327 | 2,387 | 2,402 | 4,318 | 4,302 | 4,347 | 3,119 | 2,822 | 3,946 | 33.3 |
| | | Female | 33,330 | 2,287 | 2,343 | 2,241 | 5,263 | 4,474 | 4,324 | 3,325 | 3,029 | 6,044 | 35.1 |
| Lackawanna | 218.5 | Male | 102,100 | 8,397 | 8,206 | 8,193 | 10,751 | 15,040 | 14,666 | 10,888 | 10,098 | 15,861 | 35.3 |
| | | Female | 116,400 | 7,897 | 7,648 | 7,881 | 11,050 | 15,501 | 15,131 | 11,459 | 12,636 | 27,197 | 40.4 |
| Luzerne | 327.5 | Male | 154,819 | 12,183 | 11,885 | 11,909 | 15,663 | 23,819 | 22,925 | 16,911 | 15,890 | 23,634 | 35.9 |
| | | Female | 172,681 | 11,418 | 11,452 | 11,718 | 15,196 | 22,765 | 22,363 | 17,564 | 19,302 | 40,903 | 41.2 |
| Monroe | 98.7 | Male | 48,565 | 4,626 | 4,257 | 3,890 | 4,896 | 7,905 | 8,055 | 5,132 | 4,236 | 5,568 | 33.4 |
| | | Female | 50,135 | 4,330 | 4,001 | 3,652 | 5,024 | 8,329 | 7,727 | 5,089 | 4,700 | 7,283 | 34.7 |
| Wyoming | 28.3 | Male | 13,978 | 1,301 | 1,309 | 1,438 | 1,445 | 2,076 | 2,225 | 1,622 | 1,105 | 1,457 | 32.2 |
| | | Female | 14,322 | 1,223 | 1,290 | 1,306 | 1,457 | 2,122 | 2,177 | 1,451 | 1,194 | 2,102 | 33.9 |
| **SHARON** | 120.5 | Male | 58,389 | 4,781 | 4,983 | 5,196 | 6,227 | 8,368 | 8,362 | 6,174 | 6,041 | 8,257 | 34.6 |
| | | Female | 62,111 | 4,437 | 4,542 | 4,555 | 5,958 | 8,533 | 8,361 | 6,676 | 6,654 | 12,395 | 38.6 |
| Mercer | 120.5 | Male | 58,389 | 4,781 | 4,983 | 5,196 | 6,227 | 8,368 | 8,362 | 6,174 | 6,041 | 8,257 | 34.6 |
| | | Female | 62,111 | 4,437 | 4,542 | 4,555 | 5,958 | 8,533 | 8,361 | 6,676 | 6,654 | 12,395 | 38.6 |
| **STATE COLLEGE** | 124.6 | Male | 64,519 | 4,317 | 3,827 | 3,695 | 19,198 | 11,403 | 8,029 | 5,393 | 4,082 | 4,575 | 26.1 |
| | | Female | 60,081 | 4,151 | 3,655 | 3,516 | 15,563 | 9,250 | 7,587 | 5,388 | 4,366 | 6,605 | 28.4 |
| Centre | 124.6 | Male | 64,519 | 4,317 | 3,827 | 3,695 | 19,198 | 11,403 | 8,029 | 5,393 | 4,082 | 4,575 | 26.1 |
| | | Female | 60,081 | 4,151 | 3,655 | 3,516 | 15,563 | 9,250 | 7,587 | 5,388 | 4,366 | 6,605 | 28.4 |
| **WILLIAMSPORT** | 119.1 | Male | 57,425 | 5,185 | 5,237 | 4,826 | 5,953 | 8,926 | 8,729 | 6,131 | 5,374 | 7,064 | 33.4 |
| | | Female | 61,675 | 4,956 | 4,966 | 4,701 | 5,613 | 9,355 | 8,864 | 6,318 | 6,001 | 10,901 | 36.4 |
| Lycoming | 119.1 | Male | 57,425 | 5,185 | 5,237 | 4,826 | 5,953 | 8,926 | 8,729 | 6,131 | 5,374 | 7,064 | 33.4 |
| | | Female | 61,675 | 4,956 | 4,966 | 4,701 | 5,613 | 9,355 | 8,864 | 6,318 | 6,001 | 10,901 | 36.4 |
| **YORK** | 421.6 | Male | 206,199 | 18,811 | 17,633 | 16,656 | 20,457 | 35,056 | 33,245 | 23,474 | 18,258 | 22,609 | 33.4 |
| | | Female | 215,401 | 17,440 | 16,719 | 16,252 | 20,410 | 35,427 | 33,409 | 23,528 | 19,365 | 32,851 | 35.4 |
| Adams | 79.1 | Male | 38,613 | 3,491 | 3,482 | 3,211 | 4,463 | 6,273 | 5,862 | 4,167 | 3,302 | 4,362 | 32.4 |
| | | Female | 40,487 | 3,338 | 3,250 | 3,195 | 4,271 | 6,407 | 5,915 | 4,185 | 3,559 | 6,367 | 34.7 |
| York | 342.5 | Male | 167,586 | 15,320 | 14,151 | 13,445 | 15,994 | 28,783 | 27,383 | 19,307 | 14,956 | 18,247 | 33.6 |
| | | Female | 174,914 | 14,102 | 13,469 | 13,057 | 16,139 | 29,020 | 27,494 | 19,343 | 15,806 | 26,484 | 35.6 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Adams | 79.1 | Male | 38,613 | 3,491 | 3,482 | 3,211 | 4,463 | 6,273 | 5,862 | 4,167 | 3,302 | 4,362 | 32.4 |
| | | Female | 40,487 | 3,338 | 3,250 | 3,195 | 4,271 | 6,407 | 5,915 | 4,185 | 3,559 | 6,367 | 34.7 |
| Allegheny | 1,330.0 | Male | 623,416 | 52,256 | 47,553 | 44,649 | 62,700 | 105,455 | 95,021 | 63,971 | 63,602 | 88,209 | 34.9 |
| | | Female | 706,584 | 50,053 | 45,759 | 42,784 | 64,391 | 111,053 | 101,102 | 73,639 | 75,659 | 142,144 | 38.9 |
| Armstrong | 73.2 | Male | 35,172 | 2,776 | 3,122 | 3,167 | 2,993 | 5,425 | 5,245 | 3,752 | 3,424 | 5,268 | 35.2 |
| | | Female | 38,028 | 2,790 | 2,954 | 2,936 | 3,071 | 5,473 | 5,302 | 3,932 | 4,023 | 7,547 | 38.4 |
| Beaver | 185.0 | Male | 88,104 | 7,391 | 7,540 | 7,318 | 7,705 | 13,290 | 12,888 | 9,509 | 9,735 | 12,728 | 35.6 |
| | | Female | 96,896 | 7,020 | 7,311 | 6,891 | 7,726 | 14,322 | 13,504 | 10,541 | 11,074 | 18,507 | 38.8 |
| Bedford | 48.0 | Male | 23,440 | 1,927 | 2,139 | 2,170 | 2,177 | 3,589 | 3,299 | 2,750 | 2,342 | 3,047 | 34.2 |
| | | Female | 24,560 | 1,840 | 1,946 | 2,098 | 2,082 | 3,469 | 3,329 | 2,899 | 2,605 | 4,292 | 37.5 |
| Berks | 338.8 | Male | 163,702 | 14,242 | 13,777 | 12,723 | 16,421 | 27,027 | 24,966 | 17,560 | 15,868 | 21,118 | 34.1 |
| | | Female | 175,098 | 13,668 | 13,013 | 12,155 | 16,800 | 26,850 | 25,167 | 18,429 | 17,323 | 31,693 | 37.0 |
| Blair | 130.3 | Male | 61,385 | 5,277 | 5,529 | 5,553 | 5,707 | 9,119 | 9,204 | 6,508 | 6,054 | 8,434 | 34.5 |
| | | Female | 68,915 | 4,961 | 5,391 | 5,298 | 6,003 | 9,604 | 9,740 | 7,202 | 7,073 | 13,643 | 38.3 |
| Bradford | 61.0 | Male | 29,642 | 2,835 | 2,927 | 2,844 | 2,498 | 4,418 | 4,370 | 3,443 | 2,683 | 3,624 | 33.4 |
| | | Female | 31,358 | 2,591 | 2,746 | 2,700 | 2,559 | 4,623 | 4,502 | 3,449 | 2,889 | 5,299 | 36.0 |
| Bucks | 548.7 | Male | 270,115 | 25,640 | 24,219 | 23,000 | 25,138 | 47,367 | 45,606 | 31,402 | 23,631 | 24,112 | 32.8 |
| | | Female | 278,585 | 23,854 | 23,359 | 21,623 | 24,166 | 47,751 | 46,223 | 31,408 | 24,852 | 35,349 | 34.7 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **PENNSYLVANIA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Butler | 152.5 | Male | 74,375 | 6,564 | 6,695 | 6,366 | 8,131 | 11,934 | 11,850 | 8,106 | 6,513 | 8,216 | 32.9 |
| | | Female | 78,125 | 6,204 | 6,218 | 6,004 | 8,244 | 12,205 | 11,875 | 8,147 | 6,938 | 12,290 | 35.2 |
| Cambria | 161.7 | Male | 77,448 | 5,879 | 6,615 | 7,008 | 7,422 | 11,093 | 11,857 | 7,874 | 7,771 | 11,929 | 35.6 |
| | | Female | 84,252 | 5,623 | 6,147 | 6,676 | 7,314 | 10,899 | 11,499 | 8,287 | 9,462 | 18,345 | 39.8 |
| Cameron | 5.9 | Male | 2,881 | 276 | 283 | 264 | 219 | 380 | 414 | 308 | 311 | 426 | 35.4 |
| | | Female | 3,019 | 259 | 233 | 204 | 224 | 399 | 410 | 309 | 321 | 660 | 39.6 |
| Carbon | 57.3 | Male | 27,666 | 2,243 | 2,291 | 2,269 | 2,383 | 4,261 | 4,093 | 2,918 | 2,892 | 4,316 | 35.9 |
| | | Female | 29,634 | 2,109 | 2,118 | 2,160 | 2,373 | 4,276 | 3,927 | 3,054 | 3,390 | 6,227 | 39.5 |
| Centre | 124.6 | Male | 64,519 | 4,317 | 3,827 | 3,695 | 19,198 | 11,403 | 8,029 | 5,393 | 4,082 | 4,575 | 26.1 |
| | | Female | 60,081 | 4,151 | 3,655 | 3,516 | 15,563 | 9,250 | 7,587 | 5,388 | 4,366 | 6,605 | 28.4 |
| Chester | 383.6 | Male | 187,942 | 17,916 | 16,336 | 15,387 | 18,419 | 32,133 | 31,991 | 22,594 | 16,099 | 17,067 | 33.1 |
| | | Female | 195,658 | 16,983 | 15,535 | 14,307 | 19,264 | 32,868 | 32,957 | 22,595 | 16,609 | 24,540 | 34.7 |
| Clarion | 41.6 | Male | 20,081 | 1,565 | 1,728 | 1,735 | 3,247 | 2,861 | 2,692 | 2,091 | 1,822 | 2,340 | 31.2 |
| | | Female | 21,519 | 1,460 | 1,643 | 1,662 | 3,618 | 2,839 | 2,684 | 2,226 | 1,947 | 3,440 | 33.4 |
| Clearfield | 77.8 | Male | 37,498 | 3,244 | 3,418 | 3,481 | 3,406 | 5,739 | 5,494 | 4,029 | 3,536 | 5,151 | 34.1 |
| | | Female | 40,302 | 3,008 | 3,199 | 3,355 | 3,390 | 5,783 | 5,359 | 4,359 | 4,085 | 7,764 | 37.6 |
| Clinton | 37.1 | Male | 17,783 | 1,426 | 1,548 | 1,549 | 2,353 | 2,397 | 2,433 | 1,879 | 1,789 | 2,409 | 33.4 |
| | | Female | 19,317 | 1,272 | 1,476 | 1,459 | 2,546 | 2,533 | 2,522 | 2,007 | 1,988 | 3,514 | 36.5 |
| Columbia | 63.3 | Male | 29,970 | 2,327 | 2,387 | 2,402 | 4,318 | 4,302 | 4,347 | 3,119 | 2,822 | 3,946 | 33.3 |
| | | Female | 33,330 | 2,287 | 2,343 | 2,241 | 5,263 | 4,474 | 4,324 | 3,325 | 3,029 | 6,044 | 35.1 |
| Crawford | 85.9 | Male | 41,693 | 3,719 | 4,008 | 3,899 | 4,512 | 5,802 | 6,116 | 4,450 | 3,766 | 5,421 | 33.1 |
| | | Female | 44,207 | 3,550 | 3,612 | 3,659 | 4,356 | 6,143 | 6,235 | 4,691 | 4,142 | 7,819 | 36.3 |
| Cumberland | 196.9 | Male | 95,162 | 7,459 | 7,552 | 7,564 | 11,931 | 15,528 | 15,294 | 10,812 | 8,655 | 10,367 | 33.4 |
| | | Female | 101,738 | 7,078 | 7,002 | 7,066 | 12,764 | 15,312 | 15,646 | 11,232 | 9,705 | 15,933 | 36.1 |
| Dauphin | 238.5 | Male | 113,962 | 10,293 | 9,584 | 8,795 | 10,856 | 20,032 | 18,793 | 12,132 | 10,414 | 13,063 | 33.7 |
| | | Female | 124,538 | 9,895 | 9,093 | 8,512 | 11,040 | 20,897 | 19,117 | 13,136 | 11,870 | 20,978 | 36.5 |
| Delaware | 548.9 | Male | 261,564 | 23,908 | 21,664 | 20,278 | 29,191 | 45,000 | 38,088 | 26,016 | 24,564 | 32,855 | 32.9 |
| | | Female | 287,336 | 23,072 | 20,471 | 18,579 | 28,459 | 46,585 | 40,165 | 29,139 | 28,757 | 52,109 | 36.6 |
| Elk | 34.6 | Male | 16,993 | 1,510 | 1,578 | 1,495 | 1,462 | 2,679 | 2,448 | 1,839 | 1,726 | 2,256 | 34.2 |
| | | Female | 17,607 | 1,414 | 1,511 | 1,427 | 1,407 | 2,547 | 2,292 | 1,874 | 1,874 | 3,261 | 37.2 |
| Erie | 275.1 | Male | 132,723 | 12,690 | 12,488 | 11,784 | 15,918 | 20,589 | 19,633 | 13,220 | 11,268 | 15,133 | 31.5 |
| | | Female | 142,377 | 11,946 | 11,722 | 11,345 | 16,272 | 21,494 | 20,083 | 13,910 | 12,853 | 22,752 | 34.3 |
| Fayette | 144.5 | Male | 68,651 | 5,673 | 6,129 | 6,423 | 6,245 | 9,727 | 10,280 | 7,174 | 6,751 | 10,249 | 35.1 |
| | | Female | 75,849 | 5,185 | 5,729 | 5,976 | 6,175 | 10,483 | 10,558 | 7,782 | 8,354 | 15,607 | 39.1 |
| Forest | 4.8 | Male | 2,474 | 186 | 176 | 296 | 185 | 275 | 318 | 294 | 292 | 452 | 38.7 |
| | | Female | 2,326 | 138 | 163 | 165 | 160 | 286 | 305 | 305 | 289 | 515 | 43.2 |
| Franklin | 121.8 | Male | 59,080 | 5,062 | 5,109 | 5,135 | 6,033 | 9,303 | 9,061 | 6,744 | 5,546 | 7,087 | 33.8 |
| | | Female | 62,720 | 4,912 | 4,817 | 4,887 | 5,780 | 9,529 | 9,093 | 7,097 | 6,124 | 10,481 | 36.6 |
| Fulton | 14.0 | Male | 6,943 | 648 | 654 | 610 | 698 | 1,061 | 970 | 824 | 681 | 797 | 33.1 |
| | | Female | 7,057 | 587 | 575 | 699 | 599 | 1,044 | 1,009 | 834 | 697 | 1,013 | 35.2 |
| Greene | 39.4 | Male | 18,732 | 1,598 | 1,680 | 1,873 | 1,926 | 2,572 | 2,956 | 1,959 | 1,553 | 2,615 | 33.9 |
| | | Female | 20,668 | 1,530 | 1,683 | 1,807 | 1,912 | 2,923 | 3,061 | 1,940 | 1,962 | 3,850 | 36.6 |
| Huntingdon | 44.3 | Male | 22,918 | 1,756 | 1,724 | 1,968 | 2,839 | 3,982 | 3,822 | 2,443 | 2,023 | 2,361 | 33.0 |
| | | Female | 21,382 | 1,725 | 1,633 | 1,704 | 2,271 | 2,920 | 2,926 | 2,336 | 2,265 | 3,602 | 36.5 |
| Indiana | 89.8 | Male | 43,279 | 3,325 | 3,807 | 3,646 | 7,197 | 6,223 | 6,216 | 4,263 | 3,461 | 5,141 | 30.9 |
| | | Female | 46,521 | 3,231 | 3,608 | 3,582 | 8,081 | 6,184 | 6,137 | 4,440 | 4,028 | 7,230 | 32.7 |
| Jefferson | 45.9 | Male | 22,171 | 1,935 | 2,148 | 1,997 | 1,907 | 3,416 | 3,233 | 2,275 | 2,027 | 3,233 | 34.1 |
| | | Female | 23,729 | 1,814 | 1,941 | 1,891 | 1,936 | 3,342 | 3,154 | 2,483 | 2,502 | 4,666 | 38.0 |
| Juniata | 20.8 | Male | 10,222 | 877 | 983 | 900 | 953 | 1,642 | 1,542 | 1,149 | 951 | 1,225 | 33.5 |
| | | Female | 10,578 | 870 | 870 | 899 | 913 | 1,586 | 1,469 | 1,164 | 1,022 | 1,785 | 36.0 |
| Lackawanna | 218.5 | Male | 102,100 | 8,397 | 8,206 | 8,193 | 10,751 | 15,040 | 14,666 | 10,888 | 10,098 | 15,861 | 35.3 |
| | | Female | 116,400 | 7,897 | 7,648 | 7,881 | 11,050 | 15,501 | 15,131 | 11,459 | 12,636 | 27,197 | 40.4 |
| Lancaster | 429.6 | Male | 208,552 | 21,273 | 19,754 | 17,733 | 21,985 | 35,128 | 31,329 | 21,570 | 17,244 | 22,536 | 31.7 |
| | | Female | 221,048 | 20,230 | 18,555 | 17,065 | 22,843 | 35,510 | 31,804 | 22,317 | 18,970 | 33,754 | 34.0 |
| Lawrence | 95.7 | Male | 45,357 | 3,740 | 4,042 | 3,865 | 4,292 | 6,376 | 6,526 | 4,775 | 4,770 | 6,971 | 35.6 |
| | | Female | 50,343 | 3,566 | 3,788 | 3,638 | 4,380 | 6,682 | 6,867 | 5,222 | 5,536 | 10,664 | 39.5 |
| Lebanon | 114.4 | Male | 55,805 | 4,889 | 4,985 | 4,748 | 5,351 | 8,874 | 8,615 | 6,131 | 5,417 | 6,795 | 33.9 |
| | | Female | 58,595 | 4,546 | 4,465 | 4,485 | 5,258 | 8,979 | 8,480 | 6,382 | 5,650 | 10,350 | 36.8 |
| Lehigh | 293.1 | Male | 140,849 | 12,332 | 11,480 | 10,614 | 13,285 | 24,375 | 22,365 | 15,363 | 13,405 | 17,630 | 34.3 |
| | | Female | 152,251 | 11,555 | 10,697 | 10,195 | 13,730 | 24,573 | 22,741 | 16,128 | 15,158 | 27,474 | 37.4 |
| Luzerne | 327.5 | Male | 154,819 | 12,183 | 11,885 | 11,909 | 15,663 | 23,819 | 22,925 | 16,911 | 15,890 | 23,634 | 35.9 |
| | | Female | 172,681 | 11,418 | 11,452 | 11,718 | 15,196 | 22,765 | 22,363 | 17,564 | 19,302 | 40,903 | 41.2 |
| Lycoming | 119.1 | Male | 57,425 | 5,185 | 5,237 | 4,826 | 5,953 | 8,926 | 8,729 | 6,131 | 5,374 | 7,064 | 33.4 |
| | | Female | 61,675 | 4,956 | 4,966 | 4,701 | 5,613 | 9,355 | 8,864 | 6,318 | 6,001 | 10,901 | 36.4 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **PENNSYLVANIA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| McKean | 46.8 | Male | 23,050 | 1,959 | 2,065 | 1,993 | 2,163 | 3,525 | 3,479 | 2,509 | 2,222 | 3,135 | 34.5 |
| | | Female | 23,750 | 1,811 | 1,832 | 1,993 | 2,009 | 3,330 | 3,136 | 2,478 | 2,473 | 4,688 | 37.9 |
| Mercer | 120.5 | Male | 58,389 | 4,781 | 4,983 | 5,196 | 6,227 | 8,368 | 8,362 | 6,174 | 6,041 | 8,257 | 34.6 |
| | | Female | 62,111 | 4,437 | 4,542 | 4,555 | 5,958 | 8,533 | 8,361 | 6,676 | 6,654 | 12,395 | 38.6 |
| Mifflin | 46.2 | Male | 22,136 | 2,067 | 1,952 | 1,954 | 2,150 | 3,343 | 3,089 | 2,637 | 2,133 | 2,811 | 33.8 |
| | | Female | 24,064 | 1,924 | 1,838 | 1,854 | 2,105 | 3,371 | 3,265 | 2,713 | 2,429 | 4,565 | 37.9 |
| Monroe | 98.7 | Male | 48,565 | 4,626 | 4,257 | 3,890 | 4,896 | 7,905 | 8,055 | 5,132 | 4,236 | 5,568 | 33.4 |
| | | Female | 50,135 | 4,330 | 4,001 | 3,652 | 5,024 | 8,329 | 7,727 | 5,089 | 4,700 | 7,283 | 34.7 |
| Montgomery | 682.3 | Male | 327,889 | 28,937 | 26,343 | 24,245 | 29,663 | 57,744 | 52,442 | 36,982 | 31,536 | 39,997 | 34.5 |
| | | Female | 354,411 | 27,385 | 24,886 | 22,998 | 30,420 | 58,059 | 53,723 | 39,528 | 35,031 | 62,381 | 37.5 |
| Montour | 17.7 | Male | 8,289 | 764 | 727 | 722 | 702 | 1,394 | 1,241 | 930 | 761 | 1,048 | 33.8 |
| | | Female | 9,411 | 767 | 704 | 657 | 771 | 1,548 | 1,264 | 969 | 857 | 1,874 | 37.0 |
| Northampton | 249.6 | Male | 121,368 | 10,436 | 10,003 | 9,355 | 14,351 | 19,326 | 18,869 | 12,997 | 11,066 | 14,965 | 33.6 |
| | | Female | 128,232 | 9,999 | 9,608 | 8,965 | 12,802 | 19,682 | 19,068 | 13,375 | 12,403 | 22,330 | 36.6 |
| Northumberland | 96.6 | Male | 45,773 | 3,880 | 3,812 | 3,837 | 3,988 | 6,779 | 6,774 | 5,165 | 4,653 | 6,885 | 35.9 |
| | | Female | 50,827 | 3,541 | 3,690 | 3,762 | 3,996 | 6,896 | 6,732 | 5,353 | 5,515 | 11,342 | 40.2 |
| Perry | 41.7 | Male | 20,763 | 1,925 | 1,982 | 1,992 | 1,871 | 3,391 | 3,568 | 2,339 | 1,736 | 1,959 | 32.7 |
| | | Female | 20,937 | 1,793 | 1,859 | 1,759 | 1,847 | 3,522 | 3,431 | 2,226 | 1,849 | 2,651 | 34.1 |
| Philadelphia | 1,584.8 | Male | 737,056 | 71,474 | 62,789 | 59,333 | 90,090 | 132,584 | 100,679 | 69,600 | 62,238 | 88,269 | 31.4 |
| | | Female | 847,744 | 69,092 | 60,977 | 58,549 | 91,739 | 140,358 | 113,129 | 83,068 | 78,699 | 152,133 | 35.3 |
| Pike | 29.2 | Male | 14,473 | 1,438 | 1,291 | 1,092 | 937 | 2,396 | 2,225 | 1,532 | 1,542 | 2,020 | 35.4 |
| | | Female | 14,727 | 1,433 | 1,201 | 962 | 927 | 2,448 | 2,172 | 1,427 | 1,648 | 2,509 | 36.8 |
| Potter | 16.7 | Male | 8,112 | 777 | 776 | 830 | 657 | 1,098 | 1,159 | 905 | 790 | 1,120 | 34.3 |
| | | Female | 8,588 | 712 | 790 | 723 | 618 | 1,164 | 1,180 | 915 | 862 | 1,626 | 37.4 |
| Schuylkill | 152.0 | Male | 73,161 | 5,609 | 5,829 | 5,977 | 6,748 | 11,036 | 10,775 | 7,688 | 7,764 | 11,735 | 36.3 |
| | | Female | 78,839 | 3,186 | 5,585 | 5,559 | 6,180 | 10,328 | 10,319 | 7,874 | 9,157 | 18,651 | 41.4 |
| Snyder | 36.9 | Male | 18,008 | 1,683 | 1,558 | 1,551 | 2,323 | 2,816 | 2,684 | 1,921 | 1,537 | 1,935 | 31.7 |
| | | Female | 18,892 | 1,612 | 1,525 | 1,530 | 2,336 | 2,833 | 2,660 | 2,005 | 1,687 | 2,704 | 33.6 |
| Somerset | 78.0 | Male | 37,630 | 3,120 | 3,421 | 3,480 | 3,247 | 5,563 | 5,787 | 4,021 | 3,643 | 5,348 | 35.0 |
| | | Female | 40,370 | 3,039 | 3,294 | 3,270 | 3,091 | 5,820 | 5,514 | 4,173 | 4,328 | 7,841 | 38.0 |
| Sullivan | 6.1 | Male | 3,047 | 201 | 258 | 316 | 336 | 397 | 385 | 275 | 340 | 539 | 35.4 |
| | | Female | 3,053 | 208 | 223 | 218 | 239 | 407 | 362 | 320 | 339 | 737 | 41.4 |
| Susquehanna | 40.7 | Male | 20,080 | 1,878 | 1,996 | 1,782 | 1,623 | 3,076 | 2,953 | 2,366 | 1,820 | 2,586 | 34.0 |
| | | Female | 20,620 | 1,774 | 1,851 | 1,701 | 1,556 | 3,099 | 2,852 | 2,299 | 1,855 | 3,633 | 36.2 |
| Tioga | 41.1 | Male | 20,021 | 1,725 | 1,852 | 1,850 | 2,321 | 2,744 | 2,756 | 2,281 | 1,869 | 2,623 | 33.2 |
| | | Female | 21,079 | 1,609 | 1,736 | 1,710 | 2,492 | 2,882 | 2,755 | 2,381 | 1,999 | 3,515 | 35.4 |
| Union | 36.4 | Male | 18,790 | 1,577 | 1,462 | 1,387 | 3,162 | 2,863 | 2,988 | 2,037 | 1,505 | 1,809 | 31.3 |
| | | Female | 17,610 | 1,380 | 1,328 | 1,328 | 2,662 | 2,418 | 2,428 | 1,789 | 1,508 | 2,769 | 33.7 |
| Venango | 58.9 | Male | 28,518 | 2,486 | 2,670 | 2,851 | 2,292 | 4,226 | 4,461 | 3,093 | 2,915 | 3,524 | 34.4 |
| | | Female | 30,382 | 2,373 | 2,531 | 2,447 | 2,227 | 4,477 | 4,469 | 3,291 | 3,265 | 5,302 | 37.5 |
| Warren | 44.9 | Male | 21,868 | 1,930 | 1,989 | 1,939 | 1,756 | 3,289 | 3,311 | 2,589 | 2,156 | 2,909 | 35.1 |
| | | Female | 23,032 | 1,809 | 1,928 | 1,775 | 1,713 | 3,319 | 3,318 | 2,649 | 2,420 | 4,101 | 37.9 |
| Washington | 203.6 | Male | 97,398 | 7,496 | 8,111 | 8,166 | 9,477 | 14,067 | 15,074 | 10,848 | 9,928 | 14,231 | 35.9 |
| | | Female | 106,202 | 7,121 | 7,475 | 7,703 | 9,192 | 14,753 | 15,455 | 11,719 | 11,524 | 21,260 | 39.4 |
| Wayne | 40.5 | Male | 20,069 | 1,744 | 1,773 | 1,777 | 1,753 | 3,055 | 3,036 | 2,147 | 1,913 | 2,871 | 34.8 |
| | | Female | 20,431 | 1,594 | 1,700 | 1,658 | 1,470 | 2,870 | 2,857 | 2,156 | 2,151 | 3,975 | 38.2 |
| Westmoreland | 369.1 | Male | 176,488 | 14,034 | 14,375 | 14,317 | 15,483 | 26,456 | 27,774 | 20,044 | 18,557 | 25,448 | 36.3 |
| | | Female | 192,612 | 13,269 | 13,567 | 13,821 | 15,530 | 27,391 | 28,424 | 21,749 | 21,264 | 37,597 | 39.5 |
| Wyoming | 28.3 | Male | 13,978 | 1,301 | 1,309 | 1,438 | 1,445 | 2,076 | 2,225 | 1,622 | 1,105 | 1,457 | 32.2 |
| | | Female | 14,322 | 1,223 | 1,290 | 1,306 | 1,457 | 2,122 | 2,177 | 1,451 | 1,194 | 2,102 | 33.9 |
| York | 342.5 | Male | 167,586 | 15,320 | 14,151 | 13,445 | 15,994 | 28,783 | 27,383 | 19,307 | 14,956 | 18,247 | 33.6 |
| | | Female | 174,914 | 14,102 | 13,469 | 13,057 | 16,139 | 29,020 | 27,494 | 19,343 | 15,806 | 26,484 | 35.6 |
| **TOTAL METRO COUNTIES** | 10,107.6 | **Male** | **4,831,602** | **428,711** | **404,244** | **384,939** | **513,747** | **805,024** | **734,799** | **510,429** | **449,980** | **599,729** | **33.5** |
| | | **Female** | **5,275,998** | **407,615** | **384,649** | **368,004** | **514,733** | **826,797** | **761,400** | **551,817** | **519,104** | **941,879** | **36.8** |
| **TOTAL STATE** | 11,912.4 | **Male** | **5,707,731** | **503,398** | **482,023** | **462,057** | **603,686** | **937,135** | **865,120** | **605,877** | **533,116** | **715,319** | **33.6** |
| | | **Female** | **6,204,669** | **478,109** | **457,727** | **440,657** | **603,561** | **958,697** | **889,700** | **650,150** | **612,506** | **1,113,562** | **36.8** |
| **RHODE ISLAND** | | | | | | | | | | | | | |
| **PROVIDENCE - PAWTUCKET - WOONSOCKET** | 921.4 | **Male** | **440,407** | **38,699** | **35,444** | **33,159** | **54,051** | **77,756** | **66,551** | **43,879** | **37,573** | **53,295** | **32.6** |
| | | **Female** | **480,993** | **36,555** | **33,445** | **31,786** | **54,490** | **79,360** | **67,929** | **47,175** | **43,646** | **86,607** | **33.7** |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **RHODE ISLAND (continued)** | | | | | | | | | | | | | |
| **PROVIDENCE - PAWTUCKET - WOONSOCKET (continued)** | | | | | | | | | | | | | |
| Bristol | 49.0 | Male | 23,778 | 2,022 | 1,773 | 1,793 | 2,805 | 3,722 | 3,543 | 2,593 | 2,343 | 3,184 | 34.4 |
| | | ~~Female~~ | 25,222 | 1,871 | 1,733 | 1,686 | 2,547 | 3,863 | 3,692 | 2,778 | 2,531 | 4,521 | 37.5 |
| Kent | 162.1 | Male | 77,638 | 6,389 | 6,284 | 6,280 | 7,240 | 13,364 | 12,745 | 8,744 | 7,165 | 9,427 | 34.4 |
| | | Female | 84,462 | 6,110 | 5,832 | 5,912 | 7,263 | 13,974 | 13,188 | 9,140 | 8,150 | 14,893 | 37.4 |
| Providence | 598.9 | Male | 284,632 | 25,619 | 22,707 | 21,004 | 36,335 | 51,640 | 41,383 | 26,925 | 23,880 | 35,139 | 32.1 |
| | | Female | 314,268 | 24,145 | 21,649 | 20,298 | 36,504 | 52,392 | 42,163 | 29,585 | 28,454 | 59,078 | 35.5 |
| Washington | 111.4 | Male | 54,359 | 4,669 | 4,680 | 4,082 | 7,671 | 9,030 | 8,880 | 5,617 | 4,185 | 5,545 | 31.7 |
| | | Female | 57,041 | 4,429 | 4,231 | 3,890 | 8,176 | 9,131 | 8,886 | 5,672 | 4,511 | 8,115 | 33.5 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Bristol | 49.0 | Male | 23,778 | 2,022 | 1,773 | 1,793 | 2,805 | 3,722 | 3,543 | 2,593 | 2,343 | 3,184 | 34.4 |
| | | Female | 25,222 | 1,871 | 1,733 | 1,686 | 2,547 | 3,863 | 3,692 | 2,778 | 2,531 | 4,521 | 37.5 |
| Kent | 162.1 | Male | 77,638 | 6,389 | 6,284 | 6,280 | 7,240 | 13,364 | 12,745 | 8,744 | 7,165 | 9,427 | 34.4 |
| | | Female | 84,462 | 6,110 | 5,832 | 5,912 | 7,263 | 13,974 | 13,188 | 9,140 | 8,150 | 14,893 | 37.4 |
| Newport | 87.5 | Male | 43,562 | 3,596 | 3,382 | 3,195 | 5,725 | 8,150 | 7,206 | 4,511 | 3,450 | 4,347 | 32.2 |
| | | Female | 43,938 | 3,474 | 3,228 | 3,013 | 4,638 | 7,222 | 7,070 | 4,544 | 3,769 | 6,980 | 35.6 |
| Providence | 598.9 | Male | 284,632 | 25,619 | 22,707 | 21,004 | 36,335 | 51,640 | 41,383 | 26,925 | 23,880 | 35,139 | 32.1 |
| | | Female | 314,268 | 24,145 | 21,649 | 20,298 | 36,504 | 52,392 | 42,163 | 29,585 | 28,454 | 59,078 | 35.5 |
| Washington | 111.4 | Male | 54,359 | 4,669 | 4,680 | 4,082 | 7,671 | 9,030 | 8,880 | 5,617 | 4,185 | 5,545 | 31.7 |
| | | Female | 57,041 | 4,429 | 4,231 | 3,890 | 8,176 | 9,131 | 8,886 | 5,672 | 4,511 | 8,115 | 33.5 |
| **TOTAL METRO COUNTIES** | 921.4 | Male | 440,407 | 38,699 | 35,444 | 33,159 | 54,051 | 77,756 | 66,551 | 43,879 | 37,573 | 53,295 | 32.6 |
| | | Female | 480,993 | 36,555 | 33,445 | 31,786 | 54,490 | 79,360 | 67,929 | 47,175 | 43,646 | 86,607 | 35.7 |
| **TOTAL STATE** | 1,008.9 | Male | 483,969 | 42,295 | 38,826 | 36,354 | 59,776 | 85,906 | 73,757 | 48,390 | 41,023 | 57,642 | 32.5 |
| | | Female | 524,931 | 40,029 | 36,673 | 34,799 | 59,128 | 86,582 | 74,999 | 51,719 | 47,415 | 93,587 | 35.7 |
| **SOUTH CAROLINA** | | | | | | | | | | | | | |
| **ANDERSON** | 146.2 | Male | 69,910 | 5,942 | 6,251 | 6,428 | 6,985 | 11,000 | 10,664 | 8,517 | 6,422 | 7,701 | 33.5 |
| | | Female | 76,290 | 5,813 | 5,856 | 6,281 | 7,108 | 11,475 | 11,354 | 8,950 | 7,344 | 12,109 | 36.4 |
| Anderson | 146.2 | Male | 69,910 | 5,942 | 6,251 | 6,428 | 6,985 | 11,000 | 10,664 | 8,517 | 6,422 | 7,701 | 33.5 |
| | | Female | 76,290 | 5,813 | 5,856 | 6,281 | 7,108 | 11,475 | 11,354 | 8,950 | 7,344 | 12,109 | 36.4 |
| **CHARLESTON** | 515.5 | Male | 257,255 | 27,823 | 24,218 | 21,047 | 36,282 | 51,768 | 38,356 | 23,921 | 16,360 | 17,480 | 28.7 |
| | | Female | 258,245 | 26,516 | 23,606 | 20,291 | 30,118 | 48,516 | 38,973 | 24,906 | 18,753 | 26,566 | 30.9 |
| Berkeley | 131.5 | Male | 66,346 | 8,067 | 7,503 | 6,549 | 7,408 | 13,530 | 10,133 | 6,205 | 3,795 | 3,156 | 27.7 |
| | | Female | 65,154 | 7,674 | 6,972 | 6,145 | 6,904 | 12,763 | 10,153 | 6,193 | 3,927 | 4,423 | 28.8 |
| Charleston | 298.8 | Male | 148,419 | 14,990 | 12,440 | 10,686 | 24,095 | 29,537 | 21,353 | 13,381 | 10,006 | 11,931 | 29.1 |
| | | Female | 150,381 | 14,351 | 12,387 | 10,373 | 18,810 | 27,839 | 21,805 | 14,453 | 12,099 | 18,264 | 31.9 |
| Dorchester | 85.2 | Male | 42,490 | 4,766 | 4,275 | 3,812 | 4,779 | 8,701 | 6,870 | 4,335 | 2,559 | 2,393 | 29.2 |
| | | Female | 42,710 | 4,491 | 4,247 | 3,773 | 4,404 | 7,914 | 7,015 | 4,260 | 2,727 | 3,879 | 30.6 |
| **CHARLOTTE - GASTONIA - ROCK HILL** | 1,181.4 | Male | 569,815 | 53,746 | 48,735 | 47,574 | 63,146 | 105,781 | 92,038 | 63,788 | 45,877 | 49,130 | 31.8 |
| | | Female | 611,585 | 51,660 | 47,055 | 45,596 | 65,500 | 107,654 | 95,704 | 66,787 | 52,216 | 79,413 | 33.9 |
| York | 133.6 | Male | 64,197 | 6,144 | 5,835 | 5,821 | 7,289 | 10,865 | 10,057 | 7,425 | 5,215 | 5,546 | 31.5 |
| | | Female | 69,403 | 5,927 | 5,621 | 5,561 | 8,522 | 11,095 | 10,468 | 7,670 | 5,893 | 8,646 | 33.2 |
| *Cabarrus, N. C.* | *99.9* | *Male* | *48,294* | *4,238* | *3,969* | *4,255* | *5,026* | *8,135* | *7,660* | *5,725* | *4,360* | *4,926* | *33.2* |
| | | *Female* | *51,606* | *4,161* | *3,878* | *3,793* | *4,923* | *8,071* | *7,832* | *5,960* | *4,762* | *8,226* | *36.2* |
| *Gaston, N. C.* | *176.0* | *Male* | *84,551* | *7,780* | *7,283* | *7,814* | *9,315* | *14,215* | *13,280* | *9,531* | *7,448* | *7,885* | *32.1* |
| | | *Female* | *91,449* | *7,498* | *6,937* | *7,428* | *9,280* | *14,482* | *13,644* | *10,186* | *8,720* | *13,274* | *35.1* |
| *Lincoln, N. C.* | *51.1* | *Male* | *25,134* | *2,193* | *2,100* | *2,186* | *2,710* | *4,308* | *3,998* | *3,100* | *2,171* | *2,368* | *32.8* |
| | | *Female* | *25,966* | *2,159* | *2,082* | *2,073* | *2,441* | *4,145* | *3,999* | *3,102* | *2,373* | *3,592* | *35.2* |
| *Mecklenburg, N. C.* | *323.9* | *Male* | *251,663* | *24,487* | *21,215* | *19,210* | *28,465* | *52,317* | *42,301* | *26,883* | *18,344* | *18,441* | *31.2* |
| | | *Female* | *272,237* | *23,485* | *20,334* | *18,768* | *30,482* | *54,004* | *44,923* | *28,609* | *21,207* | *30,425* | *33.0* |
| *Rowan, N. C.* | *111.4* | *Male* | *54,065* | *4,717* | *4,461* | *4,355* | *5,630* | *8,913* | *8,115* | *6,056* | *5,107* | *6,711* | *33.8* |
| | | *Female* | *57,335* | *4,522* | *4,433* | *4,111* | *5,268* | *8,743* | *8,040* | *6,188* | *5,748* | *10,282* | *37.0* |
| *Union, N. C.* | *85.5* | *Male* | *41,911* | *4,187* | *3,872* | *3,933* | *4,711* | *7,028* | *6,627* | *5,068* | *3,232* | *3,253* | *31.1* |
| | | *Female* | *43,589* | *3,908* | *3,770* | *3,862* | *4,584* | *7,114* | *6,798* | *5,072* | *3,513* | *4,968* | *33.0* |
| **COLUMBIA** | 458.3 | Male | 222,950 | 20,268 | 19,044 | 19,821 | 29,441 | 42,420 | 36,619 | 22,920 | 15,921 | 16,496 | 30.4 |
| | | Female | 235,350 | 19,458 | 18,517 | 18,582 | 29,651 | 43,602 | 37,821 | 24,126 | 17,719 | 25,874 | 32.2 |
| Lexington | 171.2 | Male | 83,399 | 7,777 | 7,589 | 7,981 | 8,361 | 14,540 | 14,370 | 10,199 | 6,491 | 6,091 | 31.9 |
| | | Female | 87,801 | 7,553 | 7,337 | 7,545 | 8,370 | 15,544 | 15,089 | 10,449 | 6,853 | 9,061 | 33.4 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & — Over | |
| **SOUTH CAROLINA (continued)** | | | | | | | | | | | | | |
| **COLUMBIA (continued)** | | | | | | | | | | | | | |
| Richland | 287.1 | Male | 139,551 | 12,491 | 11,455 | 11,840 | 21,080 | 27,880 | 22,249 | 12,721 | 9,430 | 10,405 | 29.6 |
| | | Female | 147,549 | 11,905 | 11,180 | 11,037 | 21,281 | 28,058 | 22,732 | 13,677 | 10,866 | 16,813 | 31.5 |
| **FLORENCE** | **114.8** | **Male** | **54,112** | **5,243** | **5,660** | **5,762** | **5,679** | **8,305** | **8,548** | **5,862** | **4,307** | **4,746** | **30.7** |
| | | **Female** | **60,688** | **5,134** | **5,400** | **5,619** | **6,220** | **9,411** | **9,320** | **6,532** | **5,063** | **7,989** | **33.5** |
| Florence | 114.8 | Male | 54,112 | 5,243 | 5,660 | 5,762 | 5,679 | 8,305 | 8,548 | 5,862 | 4,307 | 4,746 | 30.7 |
| | | Female | 60,688 | 5,134 | 5,400 | 5,619 | 6,220 | 9,411 | 9,320 | 6,532 | 5,063 | 7,989 | 33.5 |
| **GREENVILLE - SPARTANBURG** | **647.5** | **Male** | **312,934** | **27,532** | **26,751** | **26,447** | **39,177** | **52,840** | **48,469** | **35,918** | **25,933** | **29,867** | **31.9** |
| | | **Female** | **334,566** | **26,484** | **25,511** | **25,687** | **38,480** | **52,583** | **50,573** | **37,535** | **29,639** | **48,074** | **34.7** |
| Greenville | 324.0 | Male | 155,708 | 14,447 | 13,624 | 13,084 | 17,147 | 27,233 | 24,558 | 18,039 | 12,917 | 14,659 | 32.2 |
| | | Female | 168,292 | 13,614 | 12,914 | 12,694 | 17,707 | 27,906 | 25,814 | 18,974 | 14,922 | 23,747 | 34.8 |
| Pickens | 95.0 | Male | 47,204 | 3,535 | 3,571 | 3,710 | 9,841 | 7,274 | 6,557 | 4,907 | 3,661 | 4,148 | 29.0 |
| | | Female | 47,796 | 3,495 | 3,451 | 3,585 | 8,314 | 6,834 | 6,744 | 5,043 | 3,870 | 6,460 | 32.4 |
| Spartanburg | 228.5 | Male | 110,022 | 9,550 | 9,556 | 9,653 | 12,189 | 18,333 | 17,354 | 12,972 | 9,355 | 11,060 | 32.7 |
| | | Female | 118,478 | 9,375 | 9,146 | 9,408 | 12,459 | 17,843 | 18,015 | 13,518 | 10,847 | 17,867 | 35.6 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Abbeville | 23.9 | Male | 11,323 | 1,038 | 1,040 | 1,079 | 1,316 | 1,606 | 1,618 | 1,241 | 1,056 | 1,329 | 32.4 |
| | | Female | 12,577 | 1,020 | 1,022 | 1,029 | 1,338 | 1,700 | 1,784 | 1,292 | 1,198 | 2,194 | 36.0 |
| ☐ Aiken | 122.2 | Male | 59,197 | 5,802 | 5,815 | 5,533 | 5,877 | 9,902 | 9,010 | 6,403 | 5,222 | 5,633 | 31.6 |
| | | Female | 63,003 | 5,493 | 5,577 | 5,378 | 5,974 | 10,380 | 9,469 | 6,652 | 5,815 | 8,265 | 33.7 |
| Allendale | 11.8 | Male | 5,973 | 585 | 592 | 602 | 886 | 1,027 | 828 | 500 | 385 | 568 | 28.1 |
| | | Female | 5,827 | 535 | 609 | 584 | 523 | 808 | 835 | 544 | 462 | 927 | 33.2 |
| Anderson | 146.2 | Male | 69,910 | 5,942 | 6,251 | 6,428 | 6,985 | 11,000 | 10,664 | 8,517 | 6,422 | 7,701 | 33.5 |
| | | Female | 76,290 | 5,813 | 5,856 | 6,281 | 7,108 | 11,475 | 11,354 | 8,950 | 7,344 | 12,109 | 36.4 |
| Bamberg | 16.8 | Male | 7,874 | 756 | 828 | 900 | 1,118 | 1,048 | 1,054 | 730 | 581 | 859 | 28.2 |
| | | Female | 8,926 | 751 | 798 | 896 | 1,260 | 1,169 | 1,187 | 799 | 775 | 1,291 | 31.5 |
| Barnwell | 20.3 | Male | 9,748 | 1,062 | 1,066 | 1,070 | 951 | 1,452 | 1,437 | 966 | 751 | 983 | 30.0 |
| | | Female | 10,552 | 986 | 990 | 1,047 | 957 | 1,675 | 1,490 | 1,011 | 893 | 1,501 | 32.7 |
| Beaufort | 87.9 | Male | 44,516 | 4,548 | 3,575 | 3,112 | 7,950 | 8,190 | 5,577 | 3,310 | 3,372 | 4,932 | 28.8 |
| | | Female | 43,384 | 4,498 | 3,703 | 3,049 | 4,741 | 7,870 | 5,749 | 3,799 | 4,089 | 5,886 | 32.2 |
| Berkeley | 131.5 | Male | 66,346 | 8,067 | 7,503 | 6,549 | 7,408 | 13,530 | 10,133 | 6,205 | 3,795 | 3,156 | 27.7 |
| | | Female | 65,154 | 7,674 | 6,972 | 6,145 | 6,904 | 12,763 | 10,153 | 6,193 | 3,927 | 4,423 | 28.8 |
| Calhoun | 12.8 | Male | 6,064 | 570 | 591 | 598 | 559 | 900 | 957 | 682 | 516 | 691 | 32.9 |
| | | Female | 6,736 | 583 | 553 | 612 | 593 | 975 | 1,004 | 741 | 596 | 1,079 | 35.5 |
| Charleston | 298.8 | Male | 148,419 | 14,990 | 12,440 | 10,686 | 24,095 | 29,537 | 21,353 | 13,381 | 10,006 | 11,931 | 29.1 |
| | | Female | 150,381 | 14,351 | 12,387 | 10,373 | 18,810 | 27,839 | 21,805 | 14,453 | 12,099 | 18,264 | 31.9 |
| Cherokee | 44.8 | Male | 21,466 | 1,961 | 1,948 | 2,131 | 2,305 | 3,295 | 3,274 | 2,505 | 1,844 | 2,203 | 32.2 |
| | | Female | 23,334 | 1,839 | 1,860 | 2,109 | 2,356 | 3,410 | 3,389 | 2,579 | 2,195 | 3,597 | 35.3 |
| Chester | 32.3 | Male | 15,266 | 1,503 | 1,539 | 1,558 | 1,587 | 2,283 | 2,197 | 1,648 | 1,322 | 1,629 | 31.3 |
| | | Female | 17,034 | 1,456 | 1,537 | 1,490 | 1,571 | 2,501 | 2,435 | 1,838 | 1,532 | 2,674 | 34.8 |
| Chesterfield | 38.6 | Male | 18,440 | 1,682 | 1,854 | 1,928 | 1,906 | 2,750 | 2,736 | 2,093 | 1,611 | 1,880 | 31.7 |
| | | Female | 20,160 | 1,680 | 1,799 | 1,747 | 1,910 | 2,950 | 3,003 | 2,157 | 1,877 | 3,037 | 35.0 |
| Clarendon | 28.6 | Male | 13,628 | 1,394 | 1,494 | 1,526 | 1,302 | 1,847 | 1,964 | 1,441 | 1,126 | 1,534 | 30.9 |
| | | Female | 14,972 | 1,359 | 1,476 | 1,284 | 1,357 | 2,197 | 2,102 | 1,572 | 1,363 | 2,262 | 34.1 |
| Colleton | 34.6 | Male | 16,510 | 1,672 | 1,774 | 1,745 | 1,512 | 2,347 | 2,409 | 1,766 | 1,469 | 1,816 | 31.6 |
| | | Female | 18,090 | 1,616 | 1,695 | 1,727 | 1,623 | 2,637 | 2,585 | 1,961 | 1,655 | 2,591 | 34.0 |
| Darlington | 61.9 | Male | 29,101 | 2,755 | 2,920 | 3,358 | 2,963 | 4,263 | 4,595 | 3,230 | 2,331 | 2,686 | 31.0 |
| | | Female | 32,799 | 2,615 | 2,720 | 3,242 | 3,096 | 4,857 | 5,095 | 3,559 | 2,898 | 4,717 | 34.7 |
| Dillon | 29.1 | Male | 13,510 | 1,520 | 1,548 | 1,710 | 1,341 | 1,892 | 1,902 | 1,349 | 995 | 1,253 | 28.4 |
| | | Female | 15,590 | 1,378 | 1,466 | 1,616 | 1,501 | 2,288 | 2,171 | 1,536 | 1,330 | 2,304 | 33.0 |
| Dorchester | 85.2 | Male | 42,490 | 4,766 | 4,275 | 3,812 | 4,779 | 8,701 | 6,870 | 4,335 | 2,559 | 2,393 | 29.2 |
| | | Female | 42,710 | 4,491 | 4,247 | 3,773 | 4,404 | 7,914 | 7,015 | 4,260 | 2,727 | 3,879 | 30.6 |
| Edgefield | 18.5 | Male | 8,951 | 879 | 931 | 919 | 840 | 1,394 | 1,421 | 962 | 723 | 882 | 31.5 |
| | | Female | 9,549 | 909 | 853 | 869 | 838 | 1,535 | 1,412 | 930 | 824 | 1,379 | 33.5 |
| Fairfield | 22.4 | Male | 10,740 | 1,018 | 1,040 | 1,205 | 1,139 | 1,569 | 1,600 | 1,055 | 908 | 1,206 | 31.2 |
| | | Female | 11,660 | 996 | 1,050 | 1,114 | 1,163 | 1,760 | 1,586 | 1,136 | 1,007 | 1,848 | 33.6 |
| Florence | 114.8 | Male | 54,112 | 5,243 | 5,660 | 5,762 | 5,679 | 8,305 | 8,548 | 5,862 | 4,307 | 4,746 | 30.7 |
| | | Female | 60,688 | 5,134 | 5,400 | 5,619 | 6,220 | 9,411 | 9,320 | 6,532 | 5,063 | 7,989 | 33.5 |
| Georgetown | 46.8 | Male | 22,243 | 2,231 | 2,411 | 2,393 | 2,088 | 3,192 | 3,330 | 2,195 | 1,858 | 2,545 | 31.3 |
| | | Female | 24,557 | 2,164 | 2,417 | 2,444 | 2,058 | 3,693 | 3,548 | 2,442 | 2,346 | 3,445 | 33.7 |
| Greenville | 324.0 | Male | 155,708 | 14,447 | 13,624 | 13,084 | 17,147 | 27,233 | 24,558 | 18,039 | 12,917 | 14,659 | 32.2 |
| | | Female | 168,292 | 13,614 | 12,914 | 12,694 | 17,707 | 27,906 | 25,814 | 18,974 | 14,922 | 23,747 | 34.8 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **SOUTH CAROLINA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Greenwood | 59.8 | Male | 28,052 | 2,570 | 2,602 | 2,611 | 3,089 | 4,281 | 4,200 | 3,151 | 2,493 | 3,055 | 32.4 |
| | | Female | 31,748 | 2,517 | 2,528 | 2,543 | 3,490 | 4,723 | 4,437 | 3,312 | 3,010 | 5,188 | 35.2 |
| Hampton | 18.2 | Male | 8,538 | 942 | 1,012 | 976 | 814 | 1,167 | 1,247 | 867 | 654 | 859 | 29.5 |
| | | Female | 9,662 | 948 | 1,003 | 966 | 906 | 1,362 | 1,367 | 942 | 781 | 1,387 | 32.4 |
| Horry | 146.9 | Male | 71,896 | 6,172 | 5,983 | 5,762 | 7,632 | 13,281 | 10,722 | 7,405 | 6,836 | 8,103 | 32.8 |
| | | Female | 75,004 | 5,721 | 5,713 | 5,904 | 7,467 | 12,545 | 10,935 | 8,221 | 8,097 | 10,401 | 35.1 |
| Jasper | 15.6 | Male | 7,470 | 876 | 880 | 833 | 699 | 1,106 | 938 | 697 | 600 | 841 | 29.0 |
| | | Female | 8,130 | 802 | 822 | 758 | 787 | 1,210 | 1,113 | 832 | 685 | 1,121 | 32.4 |
| Kershaw | 44.2 | Male | 21,276 | 1,849 | 2,059 | 2,298 | 1,896 | 3,251 | 3,408 | 2,465 | 1,900 | 2,150 | 32.8 |
| | | Female | 22,924 | 1,840 | 2,018 | 1,985 | 1,927 | 3,632 | 3,553 | 2,581 | 2,196 | 3,192 | 35.2 |
| Lancaster | 54.7 | Male | 26,149 | 2,458 | 2,446 | 2,520 | 2,694 | 4,100 | 3,966 | 3,078 | 2,292 | 2,595 | 32.2 |
| | | Female | 28,551 | 2,438 | 2,445 | 2,482 | 2,699 | 4,295 | 4,307 | 3,212 | 2,554 | 4,119 | 34.8 |
| Laurens | 58.4 | Male | 27,991 | 2,513 | 2,505 | 2,712 | 3,218 | 4,162 | 4,204 | 3,260 | 2,479 | 2,938 | 32.3 |
| | | Female | 30,409 | 2,380 | 2,308 | 2,520 | 3,243 | 4,361 | 4,354 | 3,381 | 2,967 | 4,895 | 35.9 |
| Lee | 18.4 | Male | 8,589 | 878 | 984 | 993 | 850 | 1,355 | 1,248 | 802 | 643 | 836 | 29.4 |
| | | Female | 9,811 | 875 | 973 | 984 | 919 | 1,544 | 1,369 | 894 | 827 | 1,426 | 32.5 |
| Lexington | 171.2 | Male | 83,399 | 7,777 | 7,589 | 7,981 | 8,361 | 14,540 | 14,370 | 10,199 | 6,491 | 6,091 | 31.9 |
| | | Female | 87,801 | 7,553 | 7,337 | 7,545 | 8,370 | 15,544 | 15,089 | 10,449 | 6,853 | 9,061 | 33.4 |
| McCormick | 8.9 | Male | 4,801 | 290 | 366 | 455 | 690 | 986 | 758 | 443 | 337 | 476 | 31.1 |
| | | Female | 4,099 | 293 | 361 | 399 | 386 | 587 | 549 | 430 | 407 | 687 | 35.4 |
| Marion | 33.9 | Male | 15,400 | 1,557 | 1,805 | 1,944 | 1,415 | 2,086 | 2,307 | 1,577 | 1,170 | 1,539 | 29.7 |
| | | Female | 18,500 | 1,569 | 1,858 | 1,910 | 1,594 | 2,689 | 2,730 | 1,811 | 1,647 | 2,692 | 33.6 |
| Marlboro | 29.3 | Male | 13,851 | 1,326 | 1,416 | 1,630 | 1,472 | 2,150 | 1,960 | 1,449 | 1,068 | 1,380 | 30.0 |
| | | Female | 15,449 | 1,364 | 1,358 | 1,479 | 1,503 | 2,295 | 2,188 | 1,547 | 1,359 | 2,356 | 33.8 |
| Newberry | 33.3 | Male | 15,879 | 1,428 | 1,429 | 1,475 | 1,809 | 2,392 | 2,344 | 1,746 | 1,327 | 1,929 | 32.5 |
| | | Female | 17,421 | 1,350 | 1,413 | 1,379 | 1,790 | 2,490 | 2,370 | 1,829 | 1,591 | 3,209 | 36.2 |
| Oconee | 58.3 | Male | 28,632 | 2,381 | 2,544 | 2,631 | 2,788 | 4,366 | 4,284 | 3,500 | 2,846 | 3,292 | 34.1 |
| | | Female | 29,668 | 2,091 | 2,374 | 2,318 | 2,598 | 4,498 | 4,265 | 3,633 | 3,191 | 4,700 | 37.2 |
| Orangeburg | 85.2 | Male | 39,741 | 3,829 | 4,229 | 4,169 | 5,044 | 5,664 | 5,646 | 3,978 | 3,137 | 4,045 | 29.6 |
| | | Female | 45,459 | 3,922 | 4,111 | 3,956 | 5,644 | 6,697 | 6,262 | 4,481 | 3,857 | 6,529 | 32.6 |
| Pickens | 95.0 | Male | 47,204 | 3,535 | 3,571 | 3,710 | 9,841 | 7,274 | 6,557 | 4,907 | 3,661 | 4,148 | 29.0 |
| | | Female | 47,796 | 3,495 | 3,451 | 3,585 | 8,314 | 6,834 | 6,744 | 5,043 | 3,870 | 6,460 | 32.4 |
| Richland | 287.1 | Male | 139,551 | 12,491 | 11,455 | 11,840 | 21,080 | 27,880 | 22,249 | 12,721 | 9,430 | 10,405 | 29.6 |
| | | Female | 147,549 | 11,905 | 11,180 | 11,037 | 21,281 | 28,058 | 22,732 | 13,677 | 10,866 | 16,813 | 31.5 |
| Saluda | 16.3 | Male | 7,932 | 669 | 769 | 789 | 759 | 1,171 | 1,185 | 916 | 744 | 930 | 33.4 |
| | | Female | 8,368 | 671 | 735 | 700 | 743 | 1,217 | 1,153 | 937 | 802 | 1,410 | 36.0 |
| Spartanburg | 228.5 | Male | 110,022 | 9,550 | 9,556 | 9,653 | 12,189 | 18,333 | 17,354 | 12,972 | 9,355 | 11,060 | 32.7 |
| | | Female | 118,478 | 9,375 | 9,146 | 9,408 | 12,459 | 17,843 | 18,015 | 13,518 | 10,847 | 17,867 | 35.6 |
| Sumter | 103.4 | Male | 51,723 | 5,416 | 5,126 | 4,716 | 6,228 | 10,789 | 7,921 | 4,563 | 3,340 | 3,624 | 29.1 |
| | | Female | 51,677 | 5,212 | 4,956 | 4,448 | 5,943 | 9,148 | 7,148 | 4,870 | 3,903 | 6,049 | 30.8 |
| Union | 30.3 | Male | 14,079 | 1,120 | 1,299 | 1,354 | 1,460 | 2,165 | 2,102 | 1,683 | 1,347 | 1,549 | 33.3 |
| | | Female | 16,221 | 1,163 | 1,313 | 1,349 | 1,412 | 2,339 | 2,303 | 1,779 | 1,632 | 2,931 | 37.3 |
| Williamsburg | 36.8 | Male | 17,188 | 1,858 | 2,051 | 2,287 | 1,723 | 2,317 | 2,406 | 1,628 | 1,277 | 1,641 | 27.9 |
| | | Female | 19,612 | 1,724 | 2,035 | 2,111 | 1,919 | 2,695 | 2,797 | 1,843 | 1,704 | 2,784 | 32.5 |
| York | 133.6 | Male | 64,197 | 6,144 | 5,835 | 5,821 | 7,289 | 10,865 | 10,057 | 7,425 | 5,215 | 5,546 | 31.5 |
| | | Female | 69,403 | 5,927 | 5,621 | 5,561 | 8,522 | 11,095 | 10,468 | 7,670 | 5,893 | 8,646 | 33.2 |
| **TOTAL METRO COUNTIES** | **2,138.1** | **Male** | **1,040,555** | **98,754** | **93,574** | **90,859** | **130,730** | **187,100** | **161,723** | **110,966** | **79,380** | **87,469** | **30.7** |
| | | **Female** | **1,097,545** | **94,825** | **90,088** | **87,399** | **126,073** | **187,062** | **167,978** | **116,371** | **90,226** | **137,523** | **33.0** |
| **TOTAL STATE** | **3,521.1** | **Male** | **1,705,095** | **162,060** | **158,230** | **156,848** | **204,773** | **292,944** | **259,468** | **179,847** | **134,678** | **156,247** | **30.8** |
| | | **Female** | **1,816,005** | **156,090** | **152,960** | **150,449** | **197,928** | **297,414** | **270,553** | **190,802** | **156,478** | **243,331** | **33.4** |
| **SOUTH DAKOTA** | | | | | | | | | | | | | |
| **RAPID CITY** | **82.4** | **Male** | **40,815** | **4,731** | **4,132** | **3,448** | **4,691** | **7,713** | **6,112** | **3,672** | **2,954** | **3,362** | **29.4** |
| | | **Female** | **41,585** | **4,550** | **4,049** | **3,354** | **4,301** | **7,416** | **6,008** | **3,884** | **3,152** | **4,871** | **31.1** |
| Pennington | 82.4 | Male | 40,815 | 4,731 | 4,132 | 3,448 | 4,691 | 7,713 | 6,112 | 3,672 | 2,954 | 3,362 | 29.4 |
| | | Female | 41,585 | 4,550 | 4,049 | 3,354 | 4,301 | 7,416 | 6,008 | 3,884 | 3,152 | 4,871 | 31.1 |
| **SIOUX FALLS** | **125.1** | **Male** | **60,183** | **6,245** | **5,915** | **5,028** | **6,029** | **11,714** | **9,376** | **5,652** | **4,512** | **5,712** | **30.9** |
| | | **Female** | **64,917** | **6,062** | **5,789** | **5,016** | **7,091** | **11,832** | **9,477** | **5,896** | **4,933** | **8,821** | **32.2** |
| Minnehaha | 125.1 | Male | 60,183 | 6,245 | 5,915 | 5,028 | 6,029 | 11,714 | 9,376 | 5,652 | 4,512 | 5,712 | 30.9 |
| | | Female | 64,917 | 6,062 | 5,789 | 5,016 | 7,091 | 11,832 | 9,477 | 5,896 | 4,933 | 8,821 | 32.2 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **SOUTH DAKOTA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Aurora | 3.1 | Male | 1,562 | 118 | 148 | 216 | 89 | 185 | 187 | 150 | 172 | 297 | 36.3 |
| | | Female | 1,538 | 113 | 167 | 149 | 57 | 175 | 177 | 149 | 169 | 377 | 40.8 |
| Beadle | 18.2 | Male | 8,845 | 851 | 869 | 821 | 660 | 1,380 | 1,269 | 862 | 821 | 1,312 | 33.9 |
| | | Female | 9,355 | 798 | 841 | 726 | 671 | 1,315 | 1,170 | 892 | 935 | 2,007 | 37.8 |
| Bennett | 3.2 | Male | 1,565 | 198 | 200 | 165 | 126 | 241 | 197 | 147 | 132 | 159 | 28.9 |
| | | Female | 1,635 | 187 | 225 | 178 | 136 | 219 | 187 | 147 | 137 | 219 | 29.2 |
| Bon Homme | 7.0 | Male | 3,568 | 275 | 289 | 338 | 281 | 588 | 479 | 308 | 333 | 677 | 35.3 |
| | | Female | 3,432 | 284 | 315 | 263 | 182 | 417 | 401 | 309 | 360 | 901 | 41.4 |
| Brookings | 25.2 | Male | 12,854 | 1,006 | 1,070 | 932 | 3,459 | 1,899 | 1,521 | 967 | 758 | 1,242 | 24.9 |
| | | Female | 12,346 | 916 | 1,046 | 868 | 2,783 | 1,733 | 1,497 | 939 | 819 | 1,745 | 28.2 |
| Brown | 35.5 | Male | 17,016 | 1,607 | 1,697 | 1,473 | 1,881 | 2,670 | 2,479 | 1,645 | 1,432 | 2,132 | 31.9 |
| | | Female | 18,484 | 1,462 | 1,580 | 1,405 | 2,252 | 2,800 | 2,500 | 1,663 | 1,601 | 3,221 | 34.1 |
| Brule | 5.5 | Male | 2,745 | 267 | 351 | 344 | 174 | 379 | 352 | 252 | 235 | 391 | 31.2 |
| | | Female | 2,755 | 255 | 352 | 257 | 166 | 387 | 302 | 274 | 242 | 520 | 34.0 |
| Buffalo | 1.8 | Male | 947 | 155 | 167 | 129 | 86 | 126 | 102 | 74 | 46 | 62 | 19.8 |
| | | Female | 853 | 132 | 113 | 110 | 73 | 130 | 88 | 85 | 47 | 70 | 24.4 |
| Butte | 7.9 | Male | 3,910 | 436 | 412 | 378 | 262 | 577 | 570 | 398 | 340 | 537 | 33.1 |
| | | Female | 3,990 | 368 | 387 | 338 | 266 | 598 | 529 | 383 | 396 | 725 | 35.7 |
| Campbell | 2.0 | Male | 1,006 | 97 | 89 | 70 | 66 | 146 | 120 | 116 | 117 | 185 | 37.9 |
| | | Female | 994 | 93 | 89 | 72 | 40 | 132 | 107 | 118 | 125 | 218 | 41.6 |
| Charles Mix | 9.1 | Male | 4,465 | 491 | 526 | 466 | 297 | 579 | 549 | 467 | 434 | 656 | 32.8 |
| | | Female | 4,635 | 484 | 459 | 505 | 292 | 570 | 525 | 431 | 421 | 948 | 35.1 |
| Clark | 4.4 | Male | 2,193 | 184 | 245 | 210 | 112 | 268 | 293 | 212 | 249 | 420 | 37.6 |
| | | Female | 2,207 | 183 | 226 | 205 | 97 | 228 | 262 | 216 | 258 | 532 | 41.3 |
| Clay | 13.2 | Male | 6,410 | 467 | 488 | 401 | 2,073 | 851 | 754 | 435 | 386 | 555 | 24.2 |
| | | Female | 6,790 | 468 | 461 | 417 | 2,219 | 836 | 698 | 458 | 417 | 816 | 24.5 |
| Codington | 22.8 | Male | 11,067 | 1,076 | 1,259 | 1,062 | 1,090 | 1,667 | 1,606 | 1,032 | 850 | 1,425 | 31.3 |
| | | Female | 11,733 | 1,042 | 1,162 | 974 | 966 | 1,849 | 1,496 | 1,079 | 953 | 2,212 | 34.3 |
| Corson | 4.1 | Male | 2,082 | 271 | 273 | 247 | 176 | 287 | 224 | 202 | 189 | 213 | 27.6 |
| | | Female | 2,018 | 267 | 271 | 242 | 136 | 264 | 217 | 208 | 182 | 231 | 28.5 |
| Custer | 6.2 | Male | 3,132 | 244 | 332 | 325 | 191 | 404 | 544 | 349 | 322 | 421 | 36.3 |
| | | Female | 3,068 | 238 | 317 | 274 | 149 | 433 | 477 | 370 | 308 | 502 | 37.6 |
| Davison | 17.5 | Male | 8,333 | 834 | 881 | 742 | 871 | 1,268 | 1,185 | 737 | 682 | 1,133 | 31.6 |
| | | Female | 9,167 | 799 | 859 | 736 | 786 | 1,338 | 1,117 | 826 | 792 | 1,914 | 35.6 |
| Day | 6.9 | Male | 3,396 | 305 | 339 | 317 | 212 | 431 | 409 | 332 | 332 | 719 | 37.3 |
| | | Female | 3,504 | 307 | 316 | 295 | 190 | 408 | 395 | 309 | 404 | 880 | 41.0 |
| Deuel | 4.5 | Male | 2,298 | 203 | 211 | 226 | 125 | 314 | 282 | 253 | 250 | 434 | 37.5 |
| | | Female | 2,202 | 179 | 205 | 184 | 121 | 266 | 264 | 238 | 248 | 497 | 40.5 |
| Dewey | 5.5 | Male | 2,702 | 415 | 382 | 316 | 227 | 442 | 299 | 230 | 189 | 202 | 25.2 |
| | | Female | 2,798 | 418 | 372 | 321 | 231 | 444 | 324 | 231 | 204 | 253 | 26.3 |
| Douglas | 3.7 | Male | 1,822 | 211 | 199 | 184 | 107 | 223 | 225 | 180 | 188 | 305 | 34.4 |
| | | Female | 1,878 | 185 | 174 | 178 | 89 | 217 | 195 | 183 | 190 | 467 | 39.9 |
| Edmunds | 4.3 | Male | 2,134 | 182 | 197 | 226 | 103 | 279 | 240 | 239 | 241 | 427 | 38.3 |
| | | Female | 2,166 | 179 | 192 | 179 | 97 | 251 | 234 | 220 | 258 | 556 | 42.9 |
| Fall River | 7.3 | Male | 3,779 | 245 | 335 | 309 | 168 | 415 | 616 | 453 | 510 | 728 | 41.8 |
| | | Female | 3,521 | 237 | 326 | 333 | 156 | 436 | 500 | 379 | 364 | 780 | 40.2 |
| Faulk | 2.7 | Male | 1,341 | 128 | 155 | 107 | 77 | 173 | 155 | 149 | 159 | 238 | 37.0 |
| | | Female | 1,359 | 107 | 124 | 108 | 66 | 161 | 141 | 150 | 179 | 323 | 43.0 |
| Grant | 8.3 | Male | 4,115 | 391 | 461 | 432 | 252 | 626 | 581 | 381 | 359 | 632 | 33.3 |
| | | Female | 4,185 | 362 | 431 | 401 | 227 | 577 | 550 | 380 | 393 | 864 | 36.7 |
| Gregory | 5.3 | Male | 2,576 | 245 | 274 | 266 | 115 | 336 | 347 | 249 | 253 | 491 | 36.5 |
| | | Female | 2,724 | 256 | 254 | 237 | 113 | 314 | 310 | 269 | 265 | 706 | 41.1 |
| Haakon | 2.6 | Male | 1,272 | 120 | 188 | 146 | 71 | 189 | 203 | 104 | 94 | 157 | 30.9 |
| | | Female | 1,328 | 133 | 195 | 145 | 60 | 188 | 164 | 124 | 101 | 218 | 32.0 |
| Hamlin | 5.0 | Male | 2,454 | 222 | 278 | 240 | 167 | 296 | 311 | 223 | 232 | 485 | 35.8 |
| | | Female | 2,546 | 218 | 268 | 224 | 131 | 267 | 302 | 224 | 265 | 647 | 40.5 |
| Hand | 4.2 | Male | 2,066 | 172 | 202 | 217 | 121 | 286 | 252 | 207 | 241 | 368 | 36.4 |
| | | Female | 2,134 | 185 | 196 | 191 | 101 | 257 | 247 | 212 | 262 | 483 | 40.5 |
| Hanson | 3.0 | Male | 1,509 | 155 | 163 | 170 | 118 | 192 | 192 | 152 | 164 | 203 | 32.7 |
| | | Female | 1,491 | 133 | 125 | 186 | 86 | 186 | 185 | 165 | 145 | 280 | 36.6 |
| Harding | 1.6 | Male | 831 | 86 | 85 | 111 | 50 | 131 | 129 | 71 | 66 | 102 | 31.4 |
| | | Female | 769 | 93 | 93 | 64 | 47 | 120 | 103 | 67 | 65 | 117 | 32.3 |
| Hughes | 14.9 | Male | 7,107 | 726 | 806 | 678 | 468 | 1,160 | 1,213 | 787 | 599 | 670 | 32.5 |
| | | Female | 7,793 | 719 | 821 | 720 | 494 | 1,279 | 1,274 | 775 | 608 | 1,103 | 33.9 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **SOUTH DAKOTA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Hutchinson | 8.2 | Male | 4,068 | 368 | 389 | 374 | 234 | 504 | 485 | 375 | 459 | 880 | 38.4 |
| | | Female | 4,132 | 292 | 317 | 335 | 169 | 446 | 460 | 408 | 466 | 1,239 | 46.2 |
| Hyde | 1.7 | Male | 805 | 73 | 82 | 61 | 30 | 118 | 111 | 70 | 106 | 154 | 38.5 |
| | | Female | 895 | 72 | 83 | 76 | 38 | 112 | 93 | 79 | 100 | 242 | 42.2 |
| Jackson | 2.8 | Male | 1,403 | 192 | 180 | 150 | 94 | 192 | 182 | 136 | 124 | 153 | 29.5 |
| | | Female | 1,397 | 155 | 174 | 157 | 117 | 182 | 173 | 131 | 111 | 197 | 30.2 |
| Jerauld | 2.4 | Male | 1,186 | 90 | 121 | 123 | 63 | 143 | 157 | 123 | 119 | 247 | 38.4 |
| | | Female | 1,214 | 87 | 100 | 109 | 53 | 123 | 147 | 134 | 126 | 335 | 44.2 |
| Jones | 1.3 | Male | 674 | 72 | 67 | 63 | 43 | 81 | 108 | 63 | 71 | 106 | 36.0 |
| | | Female | 626 | 51 | 66 | 48 | 37 | 94 | 67 | 74 | 72 | 117 | 37.5 |
| Kingsbury | 5.9 | Male | 2,859 | 242 | 285 | 253 | 176 | 360 | 383 | 270 | 321 | 569 | 38.0 |
| | | Female | 3,041 | 263 | 275 | 222 | 121 | 359 | 347 | 283 | 335 | 836 | 43.1 |
| Lake | 10.5 | Male | 5,107 | 444 | 554 | 416 | 527 | 766 | 720 | 438 | 450 | 792 | 33.0 |
| | | Female | 5,393 | 452 | 502 | 444 | 554 | 768 | 615 | 459 | 478 | 1,121 | 34.7 |
| Lawrence | 20.8 | Male | 10,231 | 956 | 1,060 | 919 | 1,210 | 1,525 | 1,601 | 936 | 808 | 1,216 | 31.4 |
| | | Female | 10,569 | 858 | 992 | 917 | 1,176 | 1,657 | 1,447 | 891 | 875 | 1,756 | 33.1 |
| Lincoln | 15.5 | Male | 7,708 | 815 | 890 | 766 | 522 | 1,227 | 1,230 | 761 | 549 | 948 | 32.0 |
| | | Female | 7,792 | 746 | 852 | 725 | 464 | 1,218 | 1,193 | 688 | 633 | 1,273 | 34.1 |
| Lyman | 3.6 | Male | 1,834 | 202 | 214 | 206 | 144 | 285 | 224 | 173 | 164 | 222 | 30.3 |
| | | Female | 1,766 | 192 | 217 | 184 | 115 | 233 | 222 | 178 | 169 | 256 | 32.5 |
| McCook | 5.6 | Male | 2,754 | 269 | 280 | 250 | 167 | 344 | 355 | 262 | 286 | 541 | 36.9 |
| | | Female | 2,846 | 230 | 282 | 257 | 135 | 330 | 329 | 260 | 294 | 729 | 40.7 |
| McPherson | 3.2 | Male | 1,558 | 95 | 132 | 137 | 72 | 173 | 181 | 175 | 204 | 389 | 44.4 |
| | | Female | 1,642 | 111 | 124 | 123 | 68 | 147 | 175 | 170 | 234 | 490 | 49.5 |
| Marshall | 4.8 | Male | 2,403 | 210 | 243 | 211 | 132 | 315 | 323 | 247 | 250 | 472 | 37.8 |
| | | Female | 2,397 | 211 | 232 | 182 | 131 | 271 | 277 | 251 | 267 | 575 | 41.2 |
| Meade | 22.0 | Male | 11,380 | 1,210 | 1,280 | 1,141 | 1,334 | 1,979 | 1,756 | 925 | 743 | 1,012 | 28.7 |
| | | Female | 10,620 | 1,205 | 1,269 | 1,073 | 727 | 1,956 | 1,616 | 890 | 729 | 1,155 | 30.3 |
| Mellette | 2.1 | Male | 1,046 | 116 | 134 | 126 | 68 | 149 | 137 | 95 | 92 | 129 | 30.3 |
| | | Female | 1,054 | 138 | 130 | 116 | 81 | 133 | 125 | 95 | 91 | 145 | 29.7 |
| Miner | 3.3 | Male | 1,642 | 148 | 154 | 146 | 103 | 210 | 209 | 134 | 173 | 365 | 37.9 |
| | | Female | 1,658 | 136 | 179 | 138 | 70 | 197 | 161 | 145 | 190 | 442 | 41.8 |
| Minnehaha | 125.1 | Male | 60,183 | 6,245 | 5,915 | 5,028 | 6,029 | 11,714 | 9,376 | 5,652 | 4,512 | 5,712 | 30.9 |
| | | Female | 64,917 | 6,062 | 5,789 | 5,016 | 7,091 | 11,832 | 9,477 | 5,896 | 4,933 | 8,821 | 32.2 |
| Moody | 6.5 | Male | 3,260 | 345 | 365 | 327 | 229 | 465 | 442 | 300 | 272 | 514 | 32.8 |
| | | Female | 3,240 | 322 | 344 | 307 | 203 | 421 | 429 | 321 | 259 | 634 | 35.5 |
| Pennington | 82.4 | Male | 40,815 | 4,731 | 4,132 | 3,448 | 4,691 | 7,713 | 6,112 | 3,672 | 2,954 | 3,362 | 29.4 |
| | | Female | 41,585 | 4,550 | 4,049 | 3,354 | 4,301 | 7,416 | 6,008 | 3,884 | 3,152 | 4,871 | 31.1 |
| Perkins | 3.9 | Male | 1,943 | 150 | 215 | 161 | 115 | 263 | 276 | 198 | 197 | 368 | 37.4 |
| | | Female | 1,957 | 148 | 179 | 168 | 70 | 273 | 258 | 192 | 219 | 450 | 40.4 |
| Potter | 3.2 | Male | 1,577 | 120 | 156 | 169 | 80 | 190 | 213 | 164 | 166 | 319 | 38.5 |
| | | Female | 1,623 | 128 | 161 | 153 | 69 | 198 | 200 | 169 | 178 | 367 | 40.1 |
| Roberts | 9.9 | Male | 4,951 | 528 | 510 | 516 | 368 | 622 | 611 | 514 | 463 | 819 | 33.9 |
| | | Female | 4,949 | 457 | 504 | 490 | 307 | 569 | 596 | 487 | 490 | 1,049 | 37.5 |
| Sanborn | 2.8 | Male | 1,424 | 148 | 151 | 123 | 84 | 198 | 198 | 118 | 160 | 244 | 35.4 |
| | | Female | 1,376 | 125 | 152 | 112 | 74 | 191 | 149 | 133 | 153 | 287 | 37.3 |
| Shannon | 9.9 | Male | 5,019 | 922 | 732 | 673 | 592 | 694 | 502 | 409 | 252 | 243 | 20.2 |
| | | Female | 4,881 | 787 | 742 | 618 | 573 | 676 | 545 | 381 | 281 | 278 | 21.6 |
| Spink | 7.9 | Male | 3,842 | 363 | 386 | 345 | 257 | 560 | 556 | 363 | 378 | 634 | 35.2 |
| | | Female | 4,058 | 367 | 361 | 343 | 245 | 575 | 504 | 371 | 462 | 830 | 37.7 |
| Stanley | 2.5 | Male | 1,252 | 133 | 148 | 135 | 83 | 180 | 186 | 152 | 113 | 122 | 32.1 |
| | | Female | 1,248 | 127 | 122 | 130 | 97 | 198 | 173 | 154 | 99 | 148 | 32.5 |
| Sully | 1.6 | Male | 813 | 51 | 92 | 75 | 53 | 126 | 119 | 103 | 85 | 109 | 35.8 |
| | | Female | 787 | 60 | 94 | 74 | 46 | 111 | 89 | 101 | 80 | 132 | 36.0 |
| Todd | 8.4 | Male | 4,155 | 723 | 671 | 539 | 409 | 597 | 475 | 291 | 229 | 221 | 20.5 |
| | | Female | 4,245 | 702 | 625 | 556 | 452 | 610 | 503 | 295 | 253 | 249 | 21.7 |
| Tripp | 6.9 | Male | 3,437 | 383 | 369 | 349 | 208 | 504 | 432 | 345 | 322 | 525 | 33.1 |
| | | Female | 3,463 | 296 | 366 | 327 | 215 | 468 | 421 | 353 | 357 | 660 | 36.4 |
| Turner | 8.5 | Male | 4,174 | 348 | 431 | 397 | 240 | 533 | 586 | 389 | 430 | 820 | 37.4 |
| | | Female | 4,326 | 319 | 398 | 388 | 195 | 515 | 524 | 427 | 468 | 1,092 | 41.6 |
| Union | 10.2 | Male | 5,030 | 456 | 546 | 525 | 361 | 689 | 784 | 464 | 450 | 755 | 34.1 |
| | | Female | 5,170 | 446 | 544 | 483 | 317 | 718 | 729 | 497 | 496 | 940 | 36.1 |
| Walworth | 6.0 | Male | 2,899 | 249 | 308 | 244 | 164 | 364 | 376 | 328 | 329 | 537 | 38.2 |
| | | Female | 3,101 | 244 | 254 | 261 | 170 | 350 | 387 | 359 | 360 | 716 | 42.0 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **SOUTH DAKOTA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Yankton | 19.3 | Male | 9,460 | 907 | 964 | 777 | 853 | 1,663 | 1,424 | 981 | 763 | 1,128 | 32.4 |
| | | Female | 9,840 | 850 | 885 | 757 | 917 | 1,545 | 1,307 | 966 | 852 | 1,761 | 34.8 |
| Ziebach | 2.2 | Male | 1,098 | 150 | 174 | 146 | 73 | 171 | 115 | 96 | 87 | 86 | 25.4 |
| | | Female | 1,102 | 172 | 168 | 133 | 101 | 165 | 109 | 84 | 86 | 84 | 23.4 |
| **TOTAL METRO COUNTIES** | **207.5** | **Male** | **100,998** | **10,976** | **10,047** | **8,476** | **10,720** | **19,427** | **15,488** | **9,324** | **7,466** | **9,074** | **30.3** |
| | | **Female** | **106,502** | **10,612** | **9,838** | **8,370** | **11,392** | **19,248** | **15,485** | **9,780** | **8,085** | **13,692** | **31.8** |
| **TOTAL STATE** | **697.4** | **Male** | **343,092** | **34,837** | **35,902** | **31,583** | **34,083** | **54,625** | **48,830** | **32,085** | **28,456** | **42,691** | **31.4** |
| | | **Female** | **354,308** | **33,166** | **34,498** | **30,261** | **32,989** | **53,852** | **46,793** | **32,679** | **30,461** | **59,609** | **33.6** |
| **TENNESSEE** | | | | | | | | | | | | | |
| **CHATTANOOGA** | **435.2** | **Male** | **207,367** | **18,065** | **18,409** | **19,198** | **21,312** | **33,240** | **32,703** | **24,321** | **18,759** | **21,360** | **33.0** |
| | | **Female** | **227,833** | **17,319** | **17,553** | **18,047** | **21,778** | **35,310** | **34,794** | **25,972** | **21,994** | **35,066** | **36.1** |
| Hamilton | 286.6 | Male | 135,226 | 11,884 | 11,762 | 12,027 | 14,094 | 21,890 | 21,659 | 15,403 | 12,228 | 14,279 | 33.2 |
| | | Female | 151,374 | 11,414 | 11,343 | 11,359 | 14,726 | 23,555 | 23,230 | 16,905 | 14,703 | 24,139 | 36.4 |
| Marion | 24.9 | Male | 12,137 | 1,058 | 1,146 | 1,222 | 1,178 | 1,842 | 1,877 | 1,499 | 1,132 | 1,183 | 33.0 |
| | | Female | 12,763 | 954 | 1,038 | 1,164 | 1,167 | 1,972 | 1,905 | 1,514 | 1,197 | 1,852 | 35.5 |
| Sequatchie | 8.9 | Male | 4,401 | 361 | 380 | 443 | 500 | 669 | 709 | 537 | 369 | 433 | 32.7 |
| | | Female | 4,499 | 338 | 386 | 405 | 399 | 706 | 687 | 530 | 389 | 659 | 35.2 |
| *Catoosa, Ga.* | *43.0* | *Male* | *20,773* | *1,818* | *1,872* | *2,078* | *2,042* | *3,342* | *3,244* | *2,635* | *1,916* | *1,826* | *32.7* |
| | | *Female* | *22,227* | *1,752* | *1,794* | *1,935* | *2,063* | *3,462* | *3,559* | *2,710* | *2,125* | *2,827* | *35.3* |
| *Dade, Ga.* | *13.2* | *Male* | *6,441* | *535* | *586* | *672* | *751* | *1,005* | *945* | *829* | *522* | *596* | *31.7* |
| | | *Female* | *6,759* | *548* | *545* | *582* | *796* | *1,051* | *1,015* | *780* | *604* | *838* | *33.6* |
| *Walker, Ga.* | *58.6* | *Male* | *28,389* | *2,409* | *2,663* | *2,756* | *2,747* | *4,492* | *4,269* | *3,418* | *2,592* | *3,043* | *33.1* |
| | | *Female* | *30,211* | *2,313* | *2,447* | *2,602* | *2,627* | *4,564* | *4,398* | *3,533* | *2,976* | *4,751* | *36.3* |
| **CLARKSVILLE - HOPKINSVILLE** | **170.6** | **Male** | **89,194** | **9,106** | **7,453** | **6,648** | **17,482** | **18,316** | **11,787** | **6,992** | **5,493** | **5,917** | **27.1** |
| | | **Female** | **81,406** | **8,614** | **7,138** | **6,371** | **10,601** | **15,060** | **10,995** | **7,637** | **6,005** | **8,985** | **30.3** |
| Montgomery | 101.9 | Male | 52,205 | 5,517 | 4,512 | 4,038 | 9,090 | 10,658 | 7,412 | 4,354 | 3,393 | 3,231 | 27.8 |
| | | Female | 49,695 | 5,073 | 4,249 | 3,870 | 6,805 | 9,450 | 7,078 | 4,730 | 3,593 | 4,847 | 30.1 |
| *Christian, Ky.* | *68.7* | *Male* | *36,789* | *3,589* | *2,941* | *2,610* | *8,392* | *7,658* | *4,375* | *2,638* | *2,100* | *2,686* | *26.3* |
| | | *Female* | *31,711* | *3,541* | *2,889* | *2,501* | *3,796* | *5,610* | *3,917* | *2,907* | *2,412* | *4,138* | *30.6* |
| **JACKSON** | **78.1** | **Male** | **36,791** | **3,541** | **3,601** | **3,432** | **4,084** | **5,803** | **5,614** | **3,708** | **2,943** | **4,065** | **31.4** |
| | | **Female** | **41,309** | **3,240** | **3,446** | **3,267** | **4,436** | **6,660** | **5,996** | **4,014** | **3,534** | **6,716** | **34.4** |
| Madison | 78.1 | Male | 36,791 | 3,541 | 3,601 | 3,432 | 4,084 | 5,803 | 5,614 | 3,708 | 2,943 | 4,065 | 31.4 |
| | | Female | 41,309 | 3,240 | 3,446 | 3,267 | 4,436 | 6,660 | 5,996 | 4,014 | 3,534 | 6,716 | 34.4 |
| **JOHNSON CITY - KINGSPORT - BRISTOL** | **436.4** | **Male** | **209,896** | **15,835** | **16,232** | **18,125** | **22,557** | **32,399** | **32,414** | **26,804** | **20,456** | **25,074** | **34.9** |
| | | **Female** | **226,504** | **15,068** | **15,602** | **17,188** | **22,504** | **33,045** | **33,539** | **27,646** | **23,293** | **38,619** | **37.9** |
| Carter | 51.5 | Male | 24,863 | 1,885 | 1,887 | 2,078 | 2,817 | 3,865 | 3,722 | 3,136 | 2,391 | 3,082 | 34.7 |
| | | Female | 26,637 | 1,737 | 1,856 | 2,027 | 2,720 | 3,829 | 3,879 | 3,214 | 2,645 | 4,730 | 38.0 |
| Hawkins | 44.7 | Male | 21,813 | 1,718 | 1,781 | 1,998 | 2,252 | 3,501 | 3,358 | 2,866 | 1,976 | 2,363 | 34.0 |
| | | Female | 22,887 | 1,616 | 1,727 | 1,859 | 2,094 | 3,457 | 3,494 | 2,891 | 2,217 | 3,532 | 37.0 |
| Sullivan | 143.8 | Male | 68,942 | 5,240 | 5,281 | 6,077 | 6,895 | 10,409 | 10,790 | 9,292 | 6,964 | 7,994 | 35.5 |
| | | Female | 74,858 | 5,063 | 5,172 | 5,685 | 6,732 | 10,755 | 11,360 | 9,610 | 8,017 | 12,464 | 38.5 |
| Unicoi | 16.5 | Male | 7,892 | 565 | 589 | 672 | 719 | 1,231 | 1,226 | 987 | 821 | 1,082 | 36.4 |
| | | Female | 8,608 | 533 | 583 | 668 | 717 | 1,205 | 1,182 | 1,006 | 971 | 1,743 | 40.1 |
| Washington | 92.5 | Male | 44,747 | 3,425 | 3,423 | 3,622 | 5,616 | 7,231 | 6,968 | 5,235 | 4,065 | 5,162 | 33.7 |
| | | Female | 47,753 | 3,173 | 3,184 | 3,484 | 5,950 | 7,448 | 6,983 | 5,257 | 4,539 | 7,735 | 35.9 |
| *Bristol city, Va.* | *18.3* | *Male* | *8,165* | *664* | *679* | *698* | *833* | *1,255* | *1,147* | *923* | *841* | *1,125* | *34.6* |
| | | *Female* | *10,135* | *671* | *640* | *627* | *1,027* | *1,354* | *1,271* | *1,114* | *1,129* | *2,302* | *40.9* |
| *Scott, Va.* | *23.1* | *Male* | *11,152* | *743* | *847* | *1,041* | *1,097* | *1,634* | *1,633* | *1,448* | *1,166* | *1,543* | *36.3* |
| | | *Female* | *11,948* | *760* | *789* | *957* | *1,040* | *1,570* | *1,704* | *1,526* | *1,285* | *2,317* | *40.0* |
| *Washington, Va.* | *46.0* | *Male* | *22,322* | *1,595* | *1,745* | *1,939* | *2,328* | *3,273* | *3,570* | *2,917* | *2,232* | *2,723* | *35.8* |
| | | *Female* | *23,678* | *1,515* | *1,651* | *1,881* | *2,224* | *3,427* | *3,666* | *3,028* | *2,490* | *3,796* | *38.1* |
| **KNOXVILLE** | **608.4** | **Male** | **292,072** | **23,861** | **23,937** | **24,126** | **34,443** | **48,599** | **45,988** | **34,179** | **25,614** | **31,325** | **33.2** |
| | | **Female** | **316,328** | **22,915** | **22,759** | **22,770** | **33,863** | **50,497** | **48,418** | **35,920** | **29,884** | **49,302** | **36.1** |
| Anderson | 68.6 | Male | 32,694 | 2,682 | 2,868 | 2,876 | 2,939 | 4,952 | 5,074 | 3,988 | 3,158 | 4,157 | 35.1 |
| | | Female | 35,906 | 2,591 | 2,742 | 2,772 | 2,881 | 5,246 | 5,457 | 4,099 | 3,767 | 6,351 | 38.2 |
| Blount | 86.7 | Male | 41,616 | 3,312 | 3,433 | 3,437 | 4,159 | 6,511 | 6,787 | 5,195 | 3,648 | 5,134 | 34.9 |
| | | Female | 45,084 | 3,181 | 3,270 | 3,335 | 4,119 | 6,897 | 7,092 | 5,381 | 4,264 | 7,545 | 37.5 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **TENNESSEE (continued)** | | | | | | | | | | | | | |
| **KNOXVILLE (continued)** | | | | | | | | | | | | | |
| Grainger | 17.1 | Male | 8,472 | 694 | 700 | 821 | 902 | 1,313 | 1,238 | 1,084 | 796 | 924 | 33.5 |
| | | Female | 8,628 | 609 | 640 | 735 | 858 | 1,324 | 1,272 | 1,061 | 848 | 1,281 | 36.2 |
| Jefferson | 33.1 | Male | 16,179 | 1,107 | 1,216 | 1,536 | 2,081 | 2,378 | 2,274 | 2,143 | 1,647 | 1,797 | 34.0 |
| | | Female | 16,921 | 1,093 | 1,109 | 1,271 | 2,109 | 2,374 | 2,419 | 2,204 | 1,733 | 2,609 | 37.1 |
| Knox | 337.2 | Male | 161,037 | 13,420 | 12,860 | 12,549 | 21,213 | 28,292 | 25,629 | 17,719 | 13,388 | 15,967 | 32.2 |
| | | Female | 176,163 | 12,989 | 12,375 | 11,928 | 20,821 | 29,275 | 26,888 | 18,972 | 16,070 | 26,845 | 35.3 |
| Sevier | 51.9 | Male | 25,261 | 2,037 | 2,211 | 2,259 | 2,402 | 4,001 | 3,996 | 3,241 | 2,398 | 2,716 | 34.3 |
| | | Female | 26,639 | 1,871 | 1,997 | 2,117 | 2,395 | 4,216 | 4,249 | 3,378 | 2,638 | 3,778 | 36.7 |
| Union | 13.8 | Male | 6,813 | 609 | 649 | 648 | 747 | 1,152 | 990 | 809 | 579 | 630 | 31.5 |
| | | Female | 6,987 | 581 | 626 | 612 | 680 | 1,165 | 1,041 | 825 | 564 | 893 | 33.5 |
| **MEMPHIS** | **990.6** | **Male** | **473,084** | **50,174** | **47,669** | **44,227** | **54,486** | **83,326** | **73,660** | **47,010** | **33,733** | **38,799** | **29.8** |
| | | **Female** | **517,516** | **48,053** | **45,181** | **42,672** | **53,202** | **91,361** | **80,309** | **52,347** | **41,193** | **63,198** | **32.6** |
| Shelby | 831.6 | Male | 396,000 | 41,810 | 39,338 | 36,137 | 46,853 | 70,862 | 62,299 | 38,132 | 27,969 | 32,600 | 29.8 |
| | | Female | 435,600 | 40,059 | 37,367 | 34,886 | 45,224 | 77,701 | 68,105 | 43,254 | 34,844 | 54,160 | 32.8 |
| Tipton | 38.1 | Male | 18,591 | 2,041 | 2,042 | 1,984 | 1,763 | 2,971 | 2,740 | 2,009 | 1,391 | 1,650 | 29.9 |
| | | Female | 19,509 | 1,966 | 1,862 | 1,821 | 1,840 | 3,289 | 2,783 | 1,971 | 1,517 | 2,460 | 31.9 |
| *Crittenden, Ark.* | *50.1* | *Male* | *23,638* | *2,735* | *2,725* | *2,655* | *2,364* | *3,732* | *3,243* | *2,393* | *1,702* | *2,089* | *28.6* |
| | | *Female* | *26,462* | *2,716* | *2,678* | *2,582* | *2,645* | *4,272* | *3,600* | *2,705* | *2,058* | *3,206* | *31.1* |
| *De Soto, Miss.* | *70.8* | *Male* | *34,855* | *3,588* | *3,564* | *3,451* | *3,506* | *5,761* | *5,378* | *4,476* | *2,671* | *2,460* | *30.8* |
| | | *Female* | *35,945* | *3,312* | *3,274* | *3,383* | *3,493* | *6,099* | *5,821* | *4,417* | *2,774* | *3,372* | *32.4* |
| **NASHVILLE** | **997.5** | **Male** | **481,636** | **45,229** | **43,545** | **41,000** | **52,347** | **89,918** | **79,176** | **53,201** | **36,513** | **40,707** | **31.5** |
| | | **Female** | **515,864** | **42,733** | **41,326** | **38,798** | **54,538** | **94,617** | **81,737** | **55,292** | **41,717** | **65,106** | **33.5** |
| Cheatham | 27.7 | Male | 13,867 | 1,391 | 1,319 | 1,348 | 1,180 | 2,529 | 2,376 | 1,658 | 1,072 | 994 | 31.7 |
| | | Female | 13,833 | 1,239 | 1,291 | 1,222 | 1,237 | 2,582 | 2,311 | 1,595 | 1,032 | 1,324 | 32.5 |
| Davidson | 513.6 | Male | 243,775 | 22,423 | 19,782 | 18,199 | 28,676 | 50,528 | 39,163 | 24,635 | 18,713 | 21,656 | 31.5 |
| | | Female | 269,825 | 21,426 | 18,950 | 17,479 | 30,404 | 52,716 | 40,589 | 27,427 | 22,954 | 37,880 | 33.8 |
| Dickson | 35.6 | Male | 17,283 | 1,652 | 1,668 | 1,700 | 1,639 | 2,813 | 2,492 | 2,040 | 1,460 | 1,819 | 32.0 |
| | | Female | 18,317 | 1,601 | 1,608 | 1,567 | 1,782 | 2,904 | 2,621 | 1,991 | 1,615 | 2,628 | 34.0 |
| Robertson | 42.1 | Male | 20,619 | 2,092 | 2,034 | 1,946 | 1,772 | 3,490 | 3,153 | 2,267 | 1,747 | 2,118 | 32.1 |
| | | Female | 21,481 | 1,884 | 1,926 | 1,747 | 1,848 | 3,627 | 3,227 | 2,305 | 1,915 | 3,002 | 34.2 |
| Rutherford | 121.6 | Male | 59,870 | 5,708 | 5,799 | 5,298 | 8,284 | 11,194 | 9,436 | 6,061 | 3,825 | 4,265 | 29.3 |
| | | Female | 61,730 | 5,544 | 5,443 | 5,079 | 8,661 | 11,506 | 9,420 | 5,983 | 4,104 | 5,990 | 30.3 |
| Sumner | 105.0 | Male | 51,403 | 4,836 | 5,112 | 5,134 | 4,763 | 8,157 | 8,545 | 6,584 | 4,032 | 4,240 | 32.2 |
| | | Female | 53,597 | 4,364 | 4,812 | 4,817 | 4,759 | 8,669 | 9,000 | 6,511 | 4,294 | 6,371 | 34.3 |
| Williamson | 82.9 | Male | 40,744 | 3,935 | 4,379 | 4,071 | 3,021 | 5,851 | 8,086 | 5,490 | 3,057 | 2,854 | 33.5 |
| | | Female | 42,156 | 3,728 | 4,112 | 3,964 | 2,947 | 6,612 | 8,497 | 5,237 | 3,103 | 3,956 | 24.6 |
| Wilson | 69.0 | Male | 34,075 | 3,192 | 3,452 | 3,304 | 3,012 | 5,356 | 5,925 | 4,466 | 2,607 | 2,761 | 32.6 |
| | | Female | 34,925 | 2,947 | 3,184 | 2,923 | 2,900 | 6,001 | 6,072 | 4,243 | 2,700 | 3,955 | 34.2 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Anderson | 68.6 | Male | 32,694 | 2,682 | 2,868 | 2,876 | 2,939 | 4,952 | 5,074 | 3,988 | 3,158 | 4,157 | 35.1 |
| | | Female | 35,906 | 2,591 | 2,742 | 2,772 | 2,881 | 5,246 | 5,457 | 4,099 | 3,767 | 6,351 | 38.2 |
| Bedford | 30.6 | Male | 14,846 | 1,272 | 1,362 | 1,374 | 1,463 | 2,294 | 2,100 | 1,731 | 1,425 | 1,825 | 33.5 |
| | | Female | 15,754 | 1,212 | 1,257 | 1,338 | 1,415 | 2,306 | 2,222 | 1,788 | 1,479 | 2,737 | 36.6 |
| Benton | 14.5 | Male | 6,865 | 498 | 539 | 617 | 609 | 944 | 1,005 | 856 | 755 | 1,042 | 37.2 |
| | | Female | 7,635 | 517 | 596 | 588 | 608 | 1,012 | 1,001 | 909 | 858 | 1,546 | 40.0 |
| Bledsoe | 9.7 | Male | 5,273 | 357 | 401 | 536 | 542 | 999 | 902 | 602 | 415 | 519 | 33.0 |
| | | Female | 4,427 | 353 | 361 | 384 | 399 | 649 | 661 | 529 | 444 | 647 | 36.0 |
| Blount | 86.7 | Male | 41,616 | 3,312 | 3,433 | 3,437 | 4,159 | 6,511 | 6,787 | 5,195 | 3,648 | 5,134 | 34.9 |
| | | Female | 45,084 | 3,181 | 3,270 | 3,335 | 4,119 | 6,897 | 7,092 | 5,381 | 4,264 | 7,545 | 37.5 |
| Bradley | 74.3 | Male | 35,809 | 2,986 | 3,099 | 3,399 | 4,195 | 5,935 | 5,473 | 4,400 | 3,077 | 3,245 | 32.1 |
| | | Female | 38,491 | 2,874 | 2,950 | 3,238 | 4,371 | 6,180 | 5,811 | 4,636 | 3,454 | 4,977 | 34.4 |
| Campbell | 35.0 | Male | 16,697 | 1,342 | 1,531 | 1,710 | 1,735 | 2,365 | 2,457 | 2,032 | 1,517 | 2,008 | 33.6 |
| | | Female | 18,303 | 1,347 | 1,464 | 1,652 | 1,683 | 2,563 | 2,529 | 2,138 | 1,799 | 3,128 | 36.7 |
| Cannon | 10.5 | Male | 5,119 | 426 | 460 | 477 | 486 | 774 | 709 | 609 | 530 | 648 | 34.2 |
| | | Female | 5,381 | 415 | 442 | 443 | 485 | 761 | 720 | 620 | 544 | 951 | 37.0 |
| Carroll | 27.5 | Male | 13,201 | 1,072 | 1,140 | 1,184 | 1,302 | 1,902 | 1,779 | 1,547 | 1,327 | 1,948 | 35.0 |
| | | Female | 14,299 | 1,033 | 1,066 | 1,079 | 1,249 | 1,821 | 1,933 | 1,630 | 1,497 | 2,991 | 39.7 |
| Carter | 51.5 | Male | 24,863 | 1,885 | 1,887 | 2,078 | 2,817 | 3,865 | 3,722 | 3,136 | 2,391 | 3,082 | 34.7 |
| | | Female | 26,637 | 1,737 | 1,856 | 2,027 | 2,720 | 3,829 | 3,879 | 3,214 | 2,645 | 4,730 | 38.0 |
| Cheatham | 27.7 | Male | 13,867 | 1,391 | 1,319 | 1,348 | 1,180 | 2,529 | 2,376 | 1,658 | 1,072 | 994 | 31.7 |
| | | Female | 13,833 | 1,239 | 1,291 | 1,222 | 1,237 | 2,582 | 2,311 | 1,595 | 1,032 | 1,324 | 32.5 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **TENNESSEE (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Chester | 12.8 | Male | 6,106 | 505 | 504 | 544 | 939 | 893 | 792 | 655 | 532 | 742 | 31.3 |
| | | Female | 6,694 | 487 | 499 | 510 | 1,041 | 819 | 900 | 675 | 588 | 1,175 | 34.9 |
| Claiborne | 26.3 | Male | 12,739 | 1,066 | 1,109 | 1,273 | 1,453 | 1,880 | 1,965 | 1,502 | 1,122 | 1,369 | 32.8 |
| | | Female | 13,561 | 950 | 1,150 | 1,205 | 1,399 | 2,005 | 2,056 | 1,529 | 1,225 | 2,042 | 35.3 |
| Clay | 7.2 | Male | 3,548 | 229 | 303 | 329 | 352 | 493 | 510 | 458 | 350 | 524 | 36.3 |
| | | Female | 3,652 | 260 | 258 | 297 | 317 | 526 | 508 | 465 | 381 | 640 | 38.3 |
| Cocke | 29.2 | Male | 14,061 | 1,053 | 1,188 | 1,351 | 1,474 | 2,164 | 2,115 | 1,826 | 1,396 | 1,494 | 34.1 |
| | | Female | 15,139 | 1,081 | 1,109 | 1,270 | 1,451 | 2,328 | 2,305 | 1,792 | 1,544 | 2,259 | 36.4 |
| Coffee | 40.6 | Male | 19,566 | 1,795 | 1,839 | 1,734 | 1,764 | 3,041 | 2,771 | 2,314 | 1,998 | 2,310 | 33.7 |
| | | Female | 21,034 | 1,672 | 1,750 | 1,726 | 1,811 | 3,109 | 2,964 | 2,490 | 2,179 | 3,333 | 36.5 |
| Crockett | 13.3 | Male | 6,328 | 539 | 541 | 582 | 565 | 996 | 855 | 753 | 518 | 979 | 34.4 |
| | | Female | 6,972 | 502 | 583 | 511 | 549 | 1,003 | 869 | 769 | 640 | 1,546 | 38.9 |
| Cumberland | 35.3 | Male | 17,076 | 1,380 | 1,376 | 1,499 | 1,587 | 2,450 | 2,319 | 1,875 | 1,873 | 2,717 | 36.1 |
| | | Female | 18,224 | 1,291 | 1,305 | 1,455 | 1,500 | 2,557 | 2,431 | 2,100 | 2,114 | 3,471 | 39.1 |
| Davidson | 513.6 | Male | 243,775 | 22,423 | 19,782 | 18,199 | 28,676 | 50,528 | 39,163 | 24,635 | 18,713 | 21,656 | 31.5 |
| | | Female | 269,825 | 21,426 | 18,950 | 17,479 | 30,404 | 52,716 | 40,589 | 27,427 | 22,954 | 37,880 | 33.8 |
| Decatur | 10.4 | Male | 5,007 | 351 | 392 | 457 | 468 | 681 | 700 | 627 | 514 | 817 | 37.2 |
| | | Female | 5,393 | 328 | 422 | 439 | 439 | 682 | 706 | 652 | 576 | 1,149 | 40.5 |
| De Kalb | 14.4 | Male | 6,875 | 533 | 606 | 648 | 643 | 998 | 972 | 845 | 711 | 919 | 35.1 |
| | | Female | 7,525 | 532 | 579 | 595 | 676 | 1,032 | 1,072 | 910 | 767 | 1,362 | 38.3 |
| Dickson | 35.6 | Male | 17,283 | 1,652 | 1,668 | 1,700 | 1,639 | 2,813 | 2,492 | 2,040 | 1,460 | 1,819 | 32.0 |
| | | Female | 18,317 | 1,601 | 1,608 | 1,567 | 1,782 | 2,904 | 2,621 | 1,991 | 1,615 | 2,628 | 34.0 |
| Dyer | 35.0 | Male | 16,573 | 1,449 | 1,565 | 1,553 | 1,653 | 2,582 | 2,508 | 1,951 | 1,361 | 1,951 | 33.0 |
| | | Female | 18,427 | 1,447 | 1,498 | 1,498 | 1,745 | 2,778 | 2,593 | 1,976 | 1,619 | 3,273 | 36.0 |
| Fayette | 25.7 | Male | 12,507 | 1,223 | 1,357 | 1,463 | 1,130 | 1,798 | 1,732 | 1,300 | 1,079 | 1,425 | 31.0 |
| | | Female | 13,193 | 1,216 | 1,236 | 1,231 | 1,176 | 2,058 | 1,812 | 1,438 | 1,111 | 1,915 | 33.4 |
| Fentress | 14.7 | Male | 7,184 | 592 | 689 | 746 | 719 | 1,020 | 1,075 | 872 | 641 | 830 | 33.3 |
| | | Female | 7,516 | 535 | 609 | 686 | 741 | 1,056 | 1,151 | 899 | 691 | 1,148 | 36.1 |
| Franklin | 34.9 | Male | 17,152 | 1,379 | 1,493 | 1,618 | 1,916 | 2,526 | 2,497 | 1,991 | 1,652 | 2,080 | 33.6 |
| | | Female | 17,748 | 1,322 | 1,375 | 1,458 | 1,743 | 2,505 | 2,510 | 2,092 | 1,804 | 2,939 | 36.9 |
| Gibson | 46.1 | Male | 21,599 | 1,872 | 1,918 | 1,888 | 2,049 | 3,168 | 2,914 | 2,408 | 2,131 | 3,251 | 34.7 |
| | | Female | 24,501 | 1,674 | 1,854 | 1,870 | 2,030 | 3,336 | 3,245 | 2,694 | 2,577 | 5,221 | 39.6 |
| Giles | 25.8 | Male | 12,451 | 1,054 | 1,101 | 1,133 | 1,250 | 1,811 | 1,751 | 1,532 | 1,118 | 1,701 | 34.3 |
| | | Female | 13,349 | 1,068 | 1,043 | 1,096 | 1,244 | 1,822 | 1,821 | 1,578 | 1,220 | 2,457 | 37.2 |
| Grainger | 17.1 | Male | 8,472 | 694 | 700 | 821 | 902 | 1,313 | 1,238 | 1,084 | 796 | 924 | 33.5 |
| | | Female | 8,628 | 609 | 640 | 735 | 858 | 1,324 | 1,272 | 1,061 | 848 | 1,281 | 36.2 |
| Greene | 55.9 | Male | 27,042 | 2,039 | 2,187 | 2,400 | 2,736 | 4,114 | 4,122 | 3,571 | 2,806 | 3,067 | 35.1 |
| | | Female | 28,858 | 1,958 | 2,056 | 2,258 | 2,661 | 4,231 | 4,320 | 3,655 | 3,064 | 4,655 | 37.9 |
| Grundy | 13.3 | Male | 6,423 | 517 | 662 | 699 | 660 | 906 | 871 | 794 | 540 | 774 | 32.4 |
| | | Female | 6,877 | 534 | 627 | 690 | 634 | 939 | 928 | 810 | 589 | 1,126 | 35.2 |
| Hamblen | 50.5 | Male | 24,320 | 1,999 | 2,031 | 2,256 | 2,575 | 3,769 | 3,709 | 3,234 | 2,357 | 2,390 | 33.8 |
| | | Female | 26,180 | 1,891 | 1,835 | 2,163 | 2,564 | 3,962 | 3,953 | 3,517 | 2,663 | 3,632 | 36.7 |
| Hamilton | 286.6 | Male | 135,226 | 11,884 | 11,762 | 12,027 | 14,094 | 21,890 | 21,659 | 15,403 | 12,228 | 14,279 | 33.2 |
| | | Female | 151,374 | 11,414 | 11,343 | 11,359 | 14,726 | 23,555 | 23,230 | 16,905 | 14,703 | 24,139 | 36.4 |
| Hancock | 6.7 | Male | 3,301 | 264 | 307 | 308 | 335 | 493 | 463 | 387 | 314 | 430 | 33.9 |
| | | Female | 3,399 | 256 | 297 | 271 | 297 | 503 | 431 | 376 | 345 | 623 | 36.8 |
| Hardeman | 23.4 | Male | 11,247 | 1,136 | 1,122 | 1,172 | 1,126 | 1,696 | 1,574 | 1,095 | 970 | 1,356 | 31.3 |
| | | Female | 12,153 | 1,030 | 1,102 | 1,110 | 1,074 | 1,838 | 1,666 | 1,217 | 1,129 | 1,987 | 34.6 |
| Hardin | 22.7 | Male | 10,947 | 908 | 973 | 1,065 | 1,004 | 1,494 | 1,590 | 1,360 | 1,095 | 1,458 | 35.2 |
| | | Female | 11,753 | 868 | 906 | 984 | 1,070 | 1,589 | 1,671 | 1,340 | 1,268 | 2,057 | 37.7 |
| Hawkins | 44.7 | Male | 21,813 | 1,718 | 1,781 | 1,998 | 2,252 | 3,501 | 3,358 | 2,866 | 1,976 | 2,363 | 34.0 |
| | | Female | 22,887 | 1,616 | 1,727 | 1,859 | 2,094 | 3,457 | 3,494 | 2,891 | 2,217 | 3,532 | 37.0 |
| Haywood | 19.4 | Male | 9,088 | 848 | 1,053 | [illegible] | 851 | 1,332 | 1,272 | 794 | 774 | 1,163 | 30.9 |
| | | Female | 10,312 | 851 | 960 | 955 | 949 | 1,508 | 1,387 | 993 | 866 | 1,843 | 34.6 |
| Henderson | 21.9 | Male | 10,535 | 874 | 965 | 975 | 978 | 1,612 | 1,518 | 1,209 | 1,045 | 1,359 | 34.2 |
| | | Female | 11,365 | 804 | 943 | 946 | 971 | 1,642 | 1,642 | 1,268 | 1,206 | 1,943 | 37.3 |
| Henry | 27.9 | Male | 13,372 | 979 | 1,189 | 1,165 | 1,130 | 1,891 | 1,794 | 1,584 | 1,404 | 2,236 | 36.9 |
| | | Female | 14,528 | 975 | 1,050 | 1,059 | 1,067 | 1,866 | 1,924 | 1,646 | 1,699 | 3,242 | 41.5 |
| Hickman | 16.9 | Male | 8,698 | 682 | 696 | 740 | 795 | 1,651 | 1,386 | 1,028 | 757 | 963 | 33.7 |
| | | Female | 8,202 | 636 | 634 | 693 | 738 | 1,162 | 1,192 | 966 | 794 | 1,387 | 37.0 |
| Houston | 7.1 | Male | 3,440 | 261 | 293 | 326 | 291 | 481 | 469 | 414 | 377 | 528 | 36.4 |
| | | Female | 3,660 | 258 | 271 | 315 | 308 | 460 | 495 | 434 | 385 | 734 | 39.4 |
| Humphreys | 15.8 | Male | 7,751 | 638 | 731 | 738 | 663 | 1,104 | 1,130 | 1,002 | 804 | 941 | 35.0 |
| | | Female | 8,049 | 557 | 647 | 687 | 681 | 1,095 | 1,163 | 993 | 880 | 1,346 | 38.1 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **TENNESSEE (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Jackson | 9.3 | Male | 4,524 | 311 | 344 | 421 | 437 | 633 | 684 | 563 | 467 | 664 | 36.7 |
| | | Female | 4,776 | 310 | 344 | 400 | 399 | 651 | 682 | 545 | 510 | 935 | 39.2 |
| Jefferson | 33.1 | Male | 16,179 | 1,107 | 1,216 | 1,536 | 2,081 | 2,378 | 2,274 | 2,143 | 1,647 | 1,797 | 34.0 |
| | | Female | 16,921 | 1,093 | 1,109 | 1,271 | 2,109 | 2,374 | 2,419 | 2,204 | 1,733 | 2,609 | 37.1 |
| Johnson | 13.7 | Male | 6,790 | 495 | 546 | 663 | 658 | 960 | 976 | 888 | 638 | 966 | 35.7 |
| | | Female | 6,910 | 447 | 464 | 579 | 594 | 908 | 1,030 | 879 | 723 | 1,286 | 39.5 |
| Knox | 337.2 | Male | 161,037 | 13,420 | 12,860 | 12,549 | 21,213 | 28,292 | 25,629 | 17,719 | 13,388 | 15,967 | 32.2 |
| | | Female | 176,163 | 12,989 | 12,375 | 11,928 | 20,821 | 29,275 | 26,888 | 18,972 | 16,070 | 26,845 | 35.3 |
| Lake | 7.1 | Male | 3,791 | 249 | 251 | 304 | 568 | 755 | 566 | 373 | 303 | 422 | 31.9 |
| | | Female | 3,309 | 231 | 257 | 280 | 295 | 451 | 470 | 374 | 325 | 626 | 38.0 |
| Lauderdale | 23.5 | Male | 11,378 | 1,036 | 1,170 | 1,072 | 1,106 | 1,978 | 1,581 | 1,169 | 881 | 1,385 | 31.6 |
| | | Female | 12,122 | 1,051 | 1,116 | 1,003 | 1,178 | 1,[illegible]14 | 1,563 | 1,257 | 998 | 2,142 | 34.4 |
| Lawrence | 35.4 | Male | 16,994 | 1,597 | 1,587 | 1,583 | 1,793 | 2,595 | 2,316 | 1,992 | 1,534 | 1,997 | 32.5 |
| | | Female | 18,406 | 1,551 | 1,504 | 1,482 | 1,690 | 2,683 | 2,397 | 2,081 | 1,800 | 3,218 | 36.2 |
| Lewis | 9.3 | Male | 4,546 | 417 | 456 | 462 | 425 | 666 | 658 | 475 | 411 | 576 | 32.7 |
| | | Female | 4,754 | 359 | 405 | 413 | 419 | 666 | 671 | 533 | 460 | 828 | 36.7 |
| Lincoln | 28.3 | Male | 13,644 | 1,217 | 1,212 | 1,193 | 1,333 | 2,068 | 1,923 | 1,605 | 1,342 | 1,751 | 34.0 |
| | | Female | 14,656 | 1,123 | 1,181 | 1,144 | 1,266 | 2,143 | 1,994 | 1,701 | 1,470 | 2,634 | 37.4 |
| Loudon | 31.5 | Male | 15,167 | 1,218 | 1,251 | 1,390 | 1,444 | 2,296 | 2,399 | 1,918 | 1,490 | 1,761 | 34.9 |
| | | Female | 16,323 | 1,185 | 1,136 | 1,255 | 1,405 | 2,425 | 2,409 | 1,963 | 1,735 | 2,820 | 38.2 |
| McMinn | 42.5 | Male | 20,268 | 1,658 | 1,748 | 1,918 | 2,053 | 3,129 | 2,984 | 2,472 | 1,936 | 2,370 | 33.8 |
| | | Female | 22,232 | 1,547 | 1,786 | 1,822 | 2,061 | 3,263 | 3,166 | 2,728 | 2,149 | 3,710 | 37.0 |
| McNairy | 22.5 | Male | 10,859 | 875 | 947 | 1,075 | 891 | 1,536 | 1,579 | 1,377 | 1,107 | 1,472 | 35.7 |
| | | Female | 11,641 | 799 | 907 | 953 | 954 | 1,598 | 1,630 | 1,437 | 1,214 | 2,149 | 38.7 |
| Macon | 15.9 | Male | 7,728 | 681 | 699 | 678 | 806 | 1,200 | 1,142 | 890 | 725 | 907 | 33.3 |
| | | Female | 8,172 | 666 | 662 | 662 | 769 | 1,216 | 1,131 | 921 | 752 | 1,393 | 36.0 |
| Madison | 78.1 | Male | 36,791 | 3,541 | 3,601 | 3,432 | 4,084 | 5,803 | 5,614 | 3,708 | 2,943 | 4,065 | 31.4 |
| | | Female | 41,309 | 3,240 | 3,446 | 3,267 | 4,436 | 6,660 | 5,996 | 4,014 | 3,534 | 6,716 | 34.4 |
| Marion | 24.9 | Male | 12,137 | 1,058 | 1,146 | 1,222 | 1,178 | 1,842 | 1,877 | 1,499 | 1,132 | 1,183 | 33.0 |
| | | Female | 12,763 | 954 | 1,038 | 1,164 | 1,167 | 1,972 | 1,905 | 1,514 | 1,197 | 1,852 | 35.5 |
| Marshall | 21.7 | Male | 10,480 | 872 | 947 | 995 | 1,023 | 1,641 | 1,588 | 1,207 | 925 | 1,284 | 33.6 |
| | | Female | 11,220 | 853 | 936 | 928 | 991 | 1,669 | 1,612 | 1,201 | 1,033 | 1,997 | 36.4 |
| Maury | 55.2 | Male | 26,424 | 2,452 | 2,583 | 2,447 | 2,470 | 4,279 | 4,183 | 2,840 | 2,347 | 2,823 | 32.6 |
| | | Female | 28,776 | 2,342 | 2,388 | 2,272 | 2,573 | 4,669 | 4,281 | 3,097 | 2,677 | 4,477 | 35.3 |
| Meigs | 8.1 | Male | 4,075 | 299 | 355 | 425 | 422 | 584 | 656 | 530 | 369 | 435 | 34.2 |
| | | Female | 4,025 | 294 | 317 | 340 | 414 | 580 | 652 | 507 | 367 | 554 | 36.0 |
| Monroe | 30.7 | Male | 14,910 | 1,262 | 1,285 | 1,453 | 1,626 | 2,154 | 2,213 | 1,855 | 1,327 | 1,735 | 33.5 |
| | | Female | 15,790 | 1,167 | 1,236 | 1,429 | 1,603 | 2,233 | 2,286 | 1,900 | 1,469 | 2,467 | 36.0 |
| Montgomery | 101.9 | Male | 52,205 | 5,517 | 4,512 | 4,038 | 9,090 | 10,658 | 7,412 | 4,354 | 3,393 | 3,231 | 27.8 |
| | | Female | 49,695 | 5,073 | 4,249 | 3,870 | 6,805 | 9,450 | 7,078 | 4,730 | 3,593 | 4,847 | 30.1 |
| Moore | 4.7 | Male | 2,340 | 161 | 219 | 231 | 234 | 308 | 356 | 326 | 234 | 271 | 35.5 |
| | | Female | 2,360 | 178 | 197 | 221 | 183 | 349 | 350 | 298 | 221 | 363 | 36.5 |
| Morgan | 17.4 | Male | 9,164 | 674 | 811 | 900 | 959 | 1,718 | 1,497 | 996 | 743 | 866 | 32.2 |
| | | Female | 8,236 | 686 | 694 | 754 | 777 | 1,222 | 1,224 | 948 | 756 | 1,175 | 34.9 |
| Obion | 31.6 | Male | 15,099 | 1,165 | 1,356 | 1,514 | 1,475 | 2,121 | 2,320 | 1,843 | 1,413 | 1,892 | 34.6 |
| | | Female | 16,501 | 1,143 | 1,207 | 1,477 | 1,492 | 2,277 | 2,371 | 1,938 | 1,570 | 3,026 | 37.8 |
| Overton | 17.7 | Male | 8,700 | 632 | 769 | 847 | 875 | 1,234 | 1,316 | 1,056 | 842 | 1,129 | 34.9 |
| | | Female | 9,000 | 629 | 661 | 748 | 813 | 1,208 | 1,286 | 1,130 | 929 | 1,596 | 38.4 |
| Perry | 6.7 | Male | 3,289 | 303 | 284 | 298 | 280 | 438 | 457 | 389 | 371 | 469 | 35.9 |
| | | Female | 3,411 | 260 | 243 | 306 | 252 | 433 | 474 | 401 | 406 | 636 | 39.5 |
| Pickett | 4.5 | Male | 2,202 | 166 | 192 | 187 | 199 | 300 | 310 | 274 | 252 | 322 | 36.8 |
| | | Female | 2,298 | 183 | 183 | 199 | 167 | 287 | 312 | 273 | 253 | 441 | 39.2 |
| Polk | 13.7 | Male | 6,751 | 511 | 554 | 684 | 709 | 937 | 1,005 | 909 | 681 | 761 | 34.8 |
| | | Female | 6,949 | 460 | 471 | 649 | 637 | 947 | 997 | 888 | 691 | 1,209 | 38.1 |
| Putnam | 51.8 | Male | 25,399 | 1,939 | 2,024 | 1,968 | 4,600 | 3,938 | 3,463 | 2,749 | 2,079 | 2,639 | 30.5 |
| | | Female | 26,401 | 1,854 | 1,825 | 1,870 | 3,957 | 3,858 | 3,697 | 2,827 | 2,430 | 4,083 | 34.6 |
| Rhea | 24.4 | Male | 11,777 | 973 | 1,066 | 1,167 | 1,256 | 1,741 | 1,744 | 1,396 | 1,061 | 1,373 | 33.2 |
| | | Female | 12,623 | 905 | 1,009 | 1,096 | 1,287 | 1,764 | 1,787 | 1,511 | 1,157 | 2,107 | 36.4 |
| Roane | 47.2 | Male | 22,720 | 1,711 | 1,872 | 2,184 | 2,072 | 3,106 | 3,517 | 2,989 | 2,404 | 2,865 | 36.2 |
| | | Female | 24,480 | 1,634 | 1,786 | 1,990 | 2,020 | 3,349 | 3,713 | 3,050 | 2,778 | 4,160 | 38.9 |
| Robertson | 42.1 | Male | 20,619 | 2,092 | 2,034 | 1,946 | 1,772 | 3,490 | 3,153 | 2,267 | 1,747 | 2,118 | 32.1 |
| | | Female | 21,481 | 1,884 | 1,926 | 1,747 | 1,848 | 3,627 | 3,227 | 2,305 | 1,915 | 3,002 | 34.2 |
| Rutherford | 121.6 | Male | 59,870 | 5,708 | 5,799 | 5,298 | 8,284 | 11,194 | 9,436 | 6,061 | 3,825 | 4,265 | 29.3 |
| | | Female | 61,730 | 5,544 | 5,443 | 5,079 | 8,661 | 11,506 | 9,420 | 5,983 | 4,104 | 5,990 | 30.3 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **TENNESSEE (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Scott | 18.3 | Male | 8,914 | 825 | 968 | 1,009 | 959 | 1,323 | 1,278 | 999 | 688 | 865 | **30.3** |
| | | Female | 9,386 | 756 | 872 | 969 | 880 | 1,420 | 1,320 | 1,044 | 802 | 1,323 | **33.6** |
| Sequatchie | 8.9 | Male | 4,401 | 361 | 380 | 443 | 500 | 669 | 709 | 537 | 369 | 433 | **32.7** |
| | | Female | 4,499 | 338 | 386 | 405 | 399 | 706 | 687 | 530 | 389 | 659 | **35.2** |
| Sevier | 51.9 | Male | 25,261 | 2,037 | 2,211 | 2,259 | 2,402 | 4,001 | 3,996 | 3,241 | 2,398 | 2,716 | **34.3** |
| | | Female | 26,639 | 1,871 | 1,997 | 2,117 | 2,395 | 4,216 | 4,249 | 3,378 | 2,638 | 3,778 | **36.7** |
| Shelby | 831.6 | Male | 396,000 | 41,810 | 39,338 | 36,137 | 46,853 | 70,862 | 62,299 | 38,132 | 27,969 | 32,600 | **29.8** |
| | | Female | 435,600 | 40,059 | 37,367 | 34,886 | 45,224 | 77,701 | 68,105 | 43,254 | 34,844 | 54,160 | **32.8** |
| Smith | 14.1 | Male | 6,817 | 565 | 625 | 586 | 612 | 1,097 | 1,012 | 766 | 622 | 932 | **34.3** |
| | | Female | 7,283 | 594 | 598 | 580 | 617 | 1,102 | 982 | 784 | 717 | 1,309 | **36.5** |
| Stewart | 9.5 | Male | 4,681 | 311 | 380 | 405 | 417 | 628 | 704 | 580 | 524 | 732 | **37.8** |
| | | Female | 4,819 | 314 | 320 | 398 | 385 | 655 | 661 | 603 | 564 | 919 | **40.1** |
| Sullivan | 143.8 | Male | 68,942 | 5,240 | 5,281 | 6,077 | 6,895 | 10,409 | 10,790 | 9,292 | 6,964 | 7,994 | **35.5** |
| | | Female | 74,858 | 5,063 | 5,172 | 5,685 | 6,732 | 10,755 | 11,360 | 9,610 | 8,017 | 12,464 | **38.5** |
| Sumner | 105.0 | Male | 51,403 | 4,836 | 5,112 | 5,134 | 4,763 | 8,157 | 8,545 | 6,584 | 4,032 | 4,240 | **32.2** |
| | | Female | 53,597 | 4,364 | 4,812 | 4,817 | 4,759 | 8,669 | 9,000 | 6,511 | 4,294 | 6,371 | **34.3** |
| Tipton | 38.1 | Male | 18,591 | 2,041 | 2,042 | 1,984 | 1,763 | 2,971 | 2,740 | 2,009 | 1,391 | 1,650 | **29.9** |
| | | Female | 19,509 | 1,966 | 1,862 | 1,821 | 1,840 | 3,289 | 2,783 | 1,971 | 1,517 | 2,460 | **31.9** |
| Trousdale | 5.9 | Male | 2,864 | 203 | 274 | 265 | 252 | 424 | 433 | 338 | 271 | 404 | **35.3** |
| | | Female | 3,036 | 222 | 249 | 215 | 276 | 447 | 431 | 329 | 287 | 580 | **37.5** |
| Unicoi | 16.5 | Male | 7,892 | 565 | 589 | 672 | 719 | 1,231 | 1,226 | 987 | 821 | 1,082 | **36.4** |
| | | Female | 8,608 | 533 | 583 | 668 | 717 | 1,205 | 1,182 | 1,006 | 971 | 1,743 | **40.1** |
| Union | 13.8 | Male | 6,813 | 609 | 649 | 648 | 747 | 1,152 | 990 | 809 | 579 | 630 | **31.5** |
| | | Female | 6,987 | 581 | 626 | 612 | 680 | 1,165 | 1,041 | 825 | 564 | 893 | **33.5** |
| Van Buren | 4.8 | Male | 2,375 | 207 | 210 | 225 | 242 | 368 | 372 | 266 | 213 | 270 | **33.2** |
| | | Female | 2,425 | 190 | 236 | 202 | 217 | 388 | 362 | 274 | 247 | 309 | **34.5** |
| Warren | 33.1 | Male | 15,947 | 1,292 | 1,459 | 1,474 | 1,621 | 2,468 | 2,349 | 1,880 | 1,503 | 1,901 | **33.6** |
| | | Female | 17,153 | 1,346 | 1,397 | 1,406 | 1,524 | 2,500 | 2,454 | 1,957 | 1,675 | 2,894 | **36.6** |
| Washington | 92.5 | Male | 44,747 | 3,425 | 3,423 | 3,622 | 5,616 | 7,231 | 6,968 | 5,235 | 4,065 | 5,162 | **33.7** |
| | | Female | 47,753 | 3,173 | 3,184 | 3,484 | 5,950 | 7,448 | 6,983 | 5,257 | 4,539 | 7,735 | **35.9** |
| Wayne | 13.9 | Male | 6,801 | 584 | 616 | 642 | 694 | 1,029 | 955 | 849 | 591 | 841 | **33.4** |
| | | Female | 7,099 | 554 | 563 | 632 | 648 | 988 | 988 | 820 | 703 | 1,203 | **36.7** |
| Weakley | 31.9 | Male | 15,277 | 1,168 | 1,230 | 1,207 | 2,559 | 2,236 | 2,000 | 1,583 | 1,299 | 1,995 | **31.6** |
| | | Female | 16,623 | 1,116 | 1,218 | 1,173 | 2,606 | 2,229 | 1,995 | 1,674 | 1,472 | 3,140 | **34.9** |
| White | 20.1 | Male | 9,706 | 767 | 826 | 907 | 924 | 1,403 | 1,398 | 1,167 | 1,005 | 1,309 | **35.2** |
| | | Female | 10,394 | 749 | 789 | 803 | 917 | 1,432 | 1,483 | 1,229 | 1,066 | 1,926 | **38.4** |
| Williamson | 82.9 | Male | 40,744 | 3,935 | 4,379 | 4,071 | 3,021 | 5,851 | 8,086 | 5,490 | 3,057 | 2,854 | **33.5** |
| | | Female | 42,156 | 3,728 | 4,112 | 3,964 | 2,947 | 6,612 | 8,497 | 5,237 | 3,103 | 3,956 | **34.6** |
| Wilson | 69.0 | Male | 34,075 | 3,192 | 3,452 | 3,304 | 3,012 | 5,356 | 5,925 | 4,466 | 2,607 | 2,761 | **32.6** |
| | | Female | 34,925 | 2,947 | 3,184 | 2,923 | 2,900 | 6,001 | 6,072 | 4,243 | 2,700 | 3,955 | **34.2** |
| **TOTAL METRO COUNTIES** | 3,325.0 | **Male** | **1,597,316** | **148,135** | **143,224** | **138,856** | **182,651** | **279,449** | **253,538** | **174,528** | **127,769** | **149,156** | **31.6** |
| | | **Female** | **1,727,684** | **140,814** | **136,298** | **132,063** | **181,211** | **295,141** | **266,837** | **186,108** | **149,767** | **239,445** | **34.3** |
| **TOTAL STATE** | 4,906.3 | **Male** | **2,362,463** | **211,049** | **211,062** | **210,595** | **262,081** | **394,997** | **365,271** | **265,207** | **199,652** | **242,549** | **32.3** |
| | | **Female** | **2,543,837** | **201,246** | **200,189** | **199,413** | **258,563** | **412,668** | **382,290** | **280,734** | **230,172** | **378,562** | **35.0** |
| **TEXAS** | | | | | | | | | | | | | |
| **ABILENE** | 119.5 | **Male** | **58,105** | **6,223** | **5,739** | **4,890** | **8,102** | **10,350** | **7,913** | **5,189** | **4,235** | **5,464** | **29.0** |
| | | **Female** | **61,395** | **5,850** | **5,435** | **4,709** | **7,627** | **9,999** | **8,077** | **5,742** | **5,038** | **8,918** | **32.1** |
| Taylor | 119.5 | Male | 58,105 | 6,223 | 5,739 | 4,890 | 8,102 | 10,350 | 7,913 | 5,189 | 4,235 | 5,464 | **29.0** |
| | | Female | 61,395 | 5,850 | 5,435 | 4,709 | 7,627 | 9,999 | 8,077 | 5,742 | 5,038 | 8,918 | **32.1** |
| **AMARILLO** | 188.0 | **Male** | **90,450** | **9,452** | **9,377** | **8,037** | **9,336** | **15,829** | **13,484** | **8,823** | **7,622** | **8,490** | **30.7** |
| | | **Female** | **97,550** | **9,363** | **9,023** | **7,905** | **9,861** | **16,076** | **13,911** | **9,702** | **8,494** | **13,215** | **32.9** |
| Potter | 97.3 | Male | 46,738 | 5,334 | 4,839 | 4,149 | 4,879 | 8,348 | 6,365 | 4,173 | 3,809 | 4,842 | **30.0** |
| | | Female | 50,562 | 5,279 | 4,582 | 4,018 | 5,036 | 8,162 | 6,460 | 4,701 | 4,434 | 7,890 | **32.8** |
| Randall | 90.7 | Male | 43,712 | 4,118 | 4,538 | 3,888 | 4,457 | 7,481 | 7,119 | 4,650 | 3,813 | 3,648 | **31.5** |
| | | Female | 46,988 | 4,084 | 4,441 | 3,887 | 4,825 | 7,914 | 7,451 | 5,001 | 4,060 | 5,325 | **32.9** |
| **AUSTIN** | 798.0 | **Male** | **398,075** | **38,995** | **35,010** | **30,112** | **60,909** | **85,683** | **67,011** | **35,071** | **21,716** | **23,568** | **29.0** |
| | | **Female** | **399,925** | **37,105** | **33,317** | **29,015** | **59,586** | **81,738** | **64,274** | **35,633** | **23,950** | **35,307** | **30.0** |
| Hays | 67.0 | Male | 33,630 | 2,836 | 2,887 | 2,798 | 7,395 | 5,575 | 5,153 | 2,900 | 1,828 | 2,258 | **26.6** |
| | | Female | 33,370 | 2,755 | 2,788 | 2,500 | 7,835 | 4,968 | 4,681 | 2,808 | 1,971 | 3,064 | **26.6** |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **TEXAS (continued)** | | | | | | | | | | | | | |
| **AUSTIN (continued)** | | | | | | | | | | | | | |
| Travis | 587.4 | Male | 293,758 | 28,238 | 24,129 | 20,377 | 46,994 | 66,510 | 49,449 | 25,047 | 16,043 | 16,971 | 29.1 |
| | | Female | 293,642 | 26,695 | 23,074 | 19,780 | 44,926 | 62,511 | 46,953 | 26,080 | 17,964 | 25,659 | 30.2 |
| Williamson | 143.6 | Male | 70,687 | 7,921 | 7,994 | 6,937 | 6,520 | 13,598 | 12,409 | 7,124 | 3,845 | 4,339 | 29.4 |
| | | Female | 72,913 | 7,655 | 7,455 | 6,735 | 6,825 | 14,259 | 12,640 | 6,745 | 4,015 | 6,584 | 30.5 |
| **BEAUMONT - PORT ARTHUR** | **359.1** | **Male** | **173,452** | **16,757** | **18,247** | **16,282** | **16,293** | **27,494** | **25,375** | **18,243** | **15,956** | **18,805** | **32.0** |
| | | **Female** | **185,648** | **15,941** | **17,051** | **15,624** | **16,667** | **28,962** | **25,888** | **19,530** | **17,939** | **28,046** | **34.5** |
| Hardin | 41.2 | Male | 20,218 | 1,937 | 2,273 | 2,043 | 1,770 | 2,948 | 3,050 | 2,394 | 1,771 | 2,032 | 32.1 |
| | | Female | 20,982 | 1,793 | 2,089 | 2,012 | 1,737 | 3,160 | 3,102 | 2,362 | 1,924 | 2,803 | 34.1 |
| Jefferson | 237.8 | Male | 114,059 | 11,105 | 11,828 | 10,262 | 10,941 | 18,466 | 16,530 | 11,242 | 10,496 | 13,189 | 32.0 |
| | | Female | 123,741 | 10,672 | 11,020 | 9,833 | 11,274 | 19,486 | 16,811 | 12,347 | 12,130 | 20,168 | 34.8 |
| Orange | 80.1 | Male | 39,175 | 3,715 | 4,146 | 3,977 | 3,582 | 6,080 | 5,795 | 4,607 | 3,689 | 3,584 | 31.9 |
| | | Female | 40,925 | 3,476 | 3,942 | 3,779 | 3,656 | 6,316 | 5,975 | 4,821 | 3,885 | 5,075 | 33.9 |
| **BRAZORIA** | **192.7** | **Male** | **100,113** | **9,862** | **10,185** | **9,102** | **9,499** | **19,934** | **17,301** | **10,727** | **7,235** | **6,268** | **30.7** |
| | | **Female** | **92,587** | **9,577** | **9,686** | **8,490** | **8,473** | **16,666** | **14,213** | **9,646** | **7,130** | **8,706** | **31.0** |
| Brazoria | 192.7 | Male | 100,113 | 9,862 | 10,185 | 9,102 | 9,499 | 19,934 | 17,301 | 10,727 | 7,235 | 6,268 | 30.7 |
| | | Female | 92,587 | 9,577 | 9,686 | 8,490 | 8,473 | 16,666 | 14,213 | 9,646 | 7,130 | 8,706 | 31.0 |
| **BROWNSVILLE - HARLINGEN** | **263.0** | **Male** | **126,042** | **14,673** | **15,686** | **17,070** | **14,094** | **18,050** | **15,652** | **10,082** | **8,373** | **12,362** | **25.8** |
| | | **Female** | **136,958** | **14,325** | **15,398** | **16,425** | **14,760** | **19,906** | **18,111** | **12,028** | **10,593** | **15,412** | **28.8** |
| Cameron | 263.0 | Male | 126,042 | 14,673 | 15,686 | 17,070 | 14,094 | 18,050 | 15,652 | 10,082 | 8,373 | 12,362 | 25.8 |
| | | Female | 136,958 | 14,325 | 15,398 | 16,425 | 14,760 | 19,906 | 18,111 | 12,028 | 10,593 | 15,412 | 28.8 |
| **BRYAN - COLLEGE STATION** | **122.9** | **Male** | **63,239** | **5,211** | **4,552** | **3,921** | **21,119** | **11,462** | **6,867** | **4,173** | **2,738** | **3,196** | **23.9** |
| | | **Female** | **59,661** | **5,004** | **4,493** | **3,750** | **17,640** | **9,794** | **6,712** | **4,339** | **2,918** | **5,011** | **24.6** |
| Brazos | 122.9 | Male | 63,239 | 5,211 | 4,552 | 3,921 | 21,119 | 11,462 | 6,867 | 4,173 | 2,738 | 3,196 | 23.9 |
| | | Female | 59,661 | 5,004 | 4,493 | 3,750 | 17,640 | 9,794 | 6,712 | 4,339 | 2,918 | 5,011 | 24.6 |
| **CORPUS CHRISTI** | **350.5** | **Male** | **171,772** | **18,434** | **19,409** | **17,951** | **17,145** | **29,068** | **25,624** | **16,511** | **12,965** | **14,665** | **29.5** |
| | | **Female** | **178,728** | **17,466** | **18,369** | **17,126** | **17,049** | **29,554** | **25,926** | **17,550** | **14,870** | **20,818** | **31.5** |
| Nueces | 292.0 | Male | 142,820 | 15,285 | 16,018 | 14,764 | 14,288 | 24,827 | 21,501 | 13,511 | 10,569 | 12,057 | 29.5 |
| | | Female | 149,180 | 14,584 | 15,023 | 14,040 | 14,334 | 25,298 | 21,741 | 14,464 | 12,328 | 17,368 | 31.6 |
| San Patricio | 58.5 | Male | 28,952 | 3,149 | 3,391 | 3,187 | 2,857 | 4,241 | 4,123 | 3,000 | 2,396 | 2,608 | 29.5 |
| | | Female | 29,548 | 2,882 | 3,346 | 3,086 | 2,715 | 4,256 | 4,185 | 3,086 | 2,542 | 3,450 | 31.4 |
| **DALLAS** | **2,602.9** | **Male** | **1,282,768** | **136,718** | **120,370** | **107,791** | **141,846** | **277,336** | **209,967** | **132,633** | **79,801** | **76,306** | **29.9** |
| | | **Female** | **1,320,132** | **131,084** | **114,976** | **102,867** | **140,788** | **270,013** | **213,644** | **134,739** | **88,392** | **123,629** | **31.3** |
| Collin | 274.9 | Male | 136,684 | 14,605 | 13,723 | 12,761 | 12,149 | 27,931 | 25,845 | 17,018 | 7,173 | 5,479 | 30.4 |
| | | Female | 138,216 | 14,030 | 13,005 | 11,919 | 12,137 | 28,712 | 26,880 | 15,699 | 7,026 | 8,808 | 31.3 |
| Dallas | 1,877.4 | Male | 923,647 | 98,331 | 84,573 | 75,498 | 104,456 | 204,027 | 146,300 | 91,919 | 59,906 | 58,637 | 29.9 |
| | | Female | 953,753 | 94,317 | 80,916 | 72,404 | 100,865 | 195,129 | 149,430 | 96,814 | 68,283 | 95,595 | 31.6 |
| Denton | 283.5 | Male | 140,154 | 15,204 | 13,080 | 11,060 | 17,900 | 32,104 | 24,703 | 14,041 | 6,537 | 5,525 | 29.0 |
| | | Female | 143,346 | 14,517 | 12,441 | 10,643 | 20,749 | 32,484 | 24,163 | 12,979 | 6,650 | 8,720 | 29.1 |
| Ellis | 87.1 | Male | 42,964 | 4,654 | 4,778 | 4,458 | 4,068 | 7,138 | 6,596 | 4,826 | 3,030 | 3,416 | 29.9 |
| | | Female | 44,136 | 4,475 | 4,567 | 4,218 | 3,835 | 7,298 | 6,617 | 4,567 | 3,176 | 5,383 | 31.8 |
| Kaufman | 53.4 | Male | 26,102 | 2,591 | 2,814 | 2,709 | 2,289 | 3,987 | 4,126 | 3,031 | 2,137 | 2,418 | 31.6 |
| | | Female | 27,298 | 2,535 | 2,657 | 2,476 | 2,220 | 4,162 | 4,100 | 2,978 | 2,267 | 3,903 | 34.0 |
| Rockwall | 26.6 | Male | 13,217 | 1,333 | 1,402 | 1,305 | 984 | 2,149 | 2,397 | 1,798 | 1,018 | 831 | 32.4 |
| | | Female | 13,383 | 1,210 | 1,390 | 1,207 | 982 | 2,228 | 2,454 | 1,702 | 990 | 1,220 | 33.5 |
| **DALLAS - FORT WORTH CONSOLIDATED AREA** | ***3,963.9*** | ***Male*** | ***1,956,376*** | ***208,960*** | ***184,596*** | ***163,241*** | ***215,488*** | ***417,149*** | ***316,861*** | ***202,735*** | ***125,457*** | ***121,889*** | ***29.9*** |
| | | ***Female*** | ***2,007,524*** | ***199,185*** | ***176,071*** | ***156,314*** | ***213,607*** | ***403,713*** | ***321,050*** | ***204,852*** | ***137,869*** | ***194,863*** | ***31.4*** |
| **EL PASO** | **602.6** | **Male** | **292,885** | **34,339** | **33,181** | **33,444** | **37,174** | **49,544** | **39,414** | **25,286** | **19,967** | **20,536** | **26.7** |
| | | **Female** | **309,715** | **32,518** | **31,890** | **32,677** | **35,341** | **52,585** | **43,138** | **29,101** | **23,978** | **28,487** | **29.3** |
| El Paso | 602.6 | Male | 292,885 | 34,339 | 33,181 | 33,444 | 37,174 | 49,544 | 39,414 | 25,286 | 19,967 | 20,536 | 26.7 |
| | | Female | 309,715 | 32,518 | 31,890 | 32,677 | 35,341 | 52,585 | 43,138 | 29,101 | 23,978 | 28,487 | 29.3 |
| **FORT WORTH - ARLINGTON** | **1,361.0** | **Male** | **673,608** | **72,242** | **64,226** | **55,450** | **73,642** | **139,813** | **106,894** | **70,102** | **45,656** | **45,583** | **30.1** |
| | | **Female** | **687,392** | **68,101** | **61,095** | **53,447** | **72,819** | **133,700** | **107,406** | **70,113** | **49,477** | **71,234** | **31.6** |
| Johnson | 99.2 | Male | 49,154 | 4,966 | 5,192 | 4,907 | 4,726 | 8,049 | 7,627 | 5,781 | 3,873 | 4,033 | 30.9 |
| | | Female | 50,046 | 4,545 | 4,887 | 4,599 | 4,402 | 8,084 | 7,784 | 5,538 | 3,959 | 6,248 | 33.2 |
| Parker | 66.4 | Male | 33,185 | 3,207 | 3,394 | 3,100 | 2,990 | 5,036 | 5,345 | 4,102 | 2,933 | 3,078 | 32.7 |
| | | Female | 33,215 | 2,896 | 3,161 | 2,937 | 2,622 | 5,291 | 5,360 | 3,970 | 2,807 | 4,171 | 34.4 |
| Tarrant | 1,195.4 | Male | 591,269 | 64,069 | 55,640 | 47,443 | 65,926 | 126,728 | 93,922 | 60,219 | 38,850 | 38,472 | 29.9 |
| | | Female | 604,131 | 60,660 | 53,047 | 45,911 | 65,795 | 120,325 | 94,262 | 60,605 | 42,711 | 60,815 | 31.4 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **TEXAS (continued)** | | | | | | | | | | | | | |
| **GALVESTON - TEXAS CITY** | **218.3** | **Male** | **107,391** | **10,526** | **10,564** | **9,835** | **10,005** | **18,890** | **17,155** | **11,767** | **9,173** | **9,476** | **31.8** |
| | | **Female** | **110,909** | **10,127** | **10,212** | **9,271** | **9,811** | **19,306** | **17,154** | **11,894** | **9,825** | **13,309** | **33.3** |
| Galveston | 218.3 | Male | 107,391 | 10,526 | 10,564 | 9,835 | 10,005 | 18,890 | 17,155 | 11,767 | 9,173 | 9,476 | 31.8 |
| | | Female | 110,909 | 10,127 | 10,212 | 9,271 | 9,811 | 19,306 | 17,154 | 11,894 | 9,825 | 13,309 | 33.3 |
| **HOUSTON** | **3,331.2** | **Male** | **1,656,510** | **179,762** | **166,296** | **150,252** | **177,658** | **330,856** | **280,718** | **170,512** | **106,503** | **93,953** | **29.7** |
| | | **Female** | **1,674,690** | **171,727** | **159,306** | **143,423** | **171,717** | **325,109** | **279,259** | **169,503** | **113,652** | **140,994** | **30.9** |
| Fort Bend | 233.2 | Male | 117,196 | 14,074 | 13,936 | 12,204 | 9,660 | 21,041 | 23,276 | 12,159 | 6,104 | 4,742 | 29.1 |
| | | Female | 116,004 | 13,287 | 13,130 | 11,159 | 8,754 | 22,472 | 23,472 | 11,012 | 5,999 | 6,719 | 30.2 |
| Harris | 2,836.1 | Male | 1,409,184 | 152,628 | 138,639 | 125,160 | 155,022 | 288,936 | 236,548 | 143,106 | 90,137 | 79,008 | 29.6 |
| | | Female | 1,426,916 | 146,332 | 133,220 | 120,043 | 150,609 | 281,508 | 234,639 | 143,496 | 97,269 | 119,800 | 30.8 |
| Liberty | 52.6 | Male | 26,259 | 2,486 | 2,816 | 2,637 | 2,443 | 4,168 | 3,986 | 2,929 | 2,228 | 2,566 | 31.6 |
| | | Female | 26,341 | 2,418 | 2,573 | 2,541 | 2,213 | 4,008 | 3,772 | 2,803 | 2,416 | 3,597 | 33.5 |
| Montgomery | 185.8 | Male | 92,322 | 9,547 | 9,832 | 9,265 | 8,239 | 15,126 | 15,407 | 11,205 | 7,153 | 6,548 | 31.1 |
| | | Female | 93,478 | 8,770 | 9,326 | 8,694 | 7,783 | 15,551 | 15,858 | 11,018 | 7,090 | 9,388 | 32.8 |
| Waller | 23.5 | Male | 11,549 | 1,027 | 1,073 | 986 | 2,294 | 1,385 | 1,501 | 1,113 | 881 | 1,089 | 27.5 |
| | | Female | 11,951 | 920 | 1,057 | 986 | 2,358 | 1,570 | 1,518 | 1,174 | 878 | 1,490 | 29.2 |
| ***HOUSTON - GALVESTON - BRAZORIA CONSOLIDATED AREA*** | *3,742.2* | *Male* | *1,864,014* | *200,150* | *187,045* | *169,189* | *197,162* | *369,680* | *315,174* | *193,006* | *122,911* | *109,697* | *29.8* |
| | | *Female* | *1,878,186* | *191,431* | *179,204* | *161,184* | *190,001* | *361,081* | *310,626* | *191,043* | *130,607* | *163,009* | *31.0* |
| **KILLEEN - TEMPLE** | **258.2** | **Male** | **135,023** | **14,908** | **12,511** | **10,373** | **27,184** | **27,460** | **17,022** | **9,935** | **7,360** | **8,270** | **25.9** |
| | | **Female** | **123,177** | **14,103** | **11,751** | **9,872** | **16,170** | **23,987** | **16,622** | **10,480** | **7,913** | **12,279** | **29.0** |
| Bell | 193.1 | Male | 98,342 | 11,434 | 9,440 | 7,914 | 16,626 | 19,373 | 12,949 | 7,829 | 5,975 | 6,802 | 26.9 |
| | | Female | 94,758 | 10,848 | 8,953 | 7,528 | 12,183 | 17,765 | 12,768 | 8,243 | 6,367 | 10,103 | 29.4 |
| Coryell | 65.1 | Male | 36,681 | 3,474 | 3,071 | 2,459 | 10,558 | 8,087 | 4,073 | 2,106 | 1,385 | 1,468 | 24.2 |
| | | Female | 28,419 | 3,255 | 2,798 | 2,344 | 3,987 | 6,222 | 3,854 | 2,237 | 1,546 | 2,176 | 27.9 |
| **LAREDO** | **135.6** | **Male** | **65,041** | **8,584** | **8,366** | **8,613** | **7,955** | **10,321** | **7,982** | **5,187** | **3,804** | **4,229** | **24.1** |
| | | **Female** | **70,559** | **8,343** | **8,038** | **8,218** | **8,587** | **11,122** | **8,805** | **6,142** | **4,862** | **6,442** | **26.9** |
| Webb | 135.6 | Male | 65,041 | 8,584 | 8,366 | 8,613 | 7,955 | 10,321 | 7,982 | 5,187 | 3,804 | 4,229 | 24.1 |
| | | Female | 70,559 | 8,343 | 8,038 | 8,218 | 8,587 | 11,122 | 8,805 | 6,142 | 4,862 | 6,442 | 26.9 |
| **LONGVIEW - MARSHALL** | **162.6** | **Male** | **78,025** | **7,653** | **8,114** | **7,470** | **7,823** | **12,540** | **11,394** | **8,161** | **6,572** | **8,298** | **31.3** |
| | | **Female** | **84,575** | **7,385** | **7,812** | **7,211** | **7,807** | **13,008** | **11,932** | **8,601** | **7,399** | **13,420** | **34.3** |
| Gregg | 104.9 | Male | 50,302 | 5,040 | 5,078 | 4,599 | 5,231 | 8,325 | 7,379 | 5,202 | 4,223 | 5,225 | 31.2 |
| | | Female | 54,598 | 4,826 | 4,948 | 4,432 | 5,076 | 8,644 | 7,695 | 5,549 | 4,742 | 8,686 | 34.3 |
| Harrison | 57.7 | Male | 27,723 | 2,613 | 3,036 | 2,871 | 2,592 | 4,215 | 4,015 | 2,959 | 2,349 | 3,073 | 31.5 |
| | | Female | 29,977 | 2,559 | 2,864 | 2,779 | 2,731 | 4,364 | 4,237 | 3,052 | 2,657 | 4,734 | 34.3 |
| **LUBBOCK** | **224.1** | **Male** | **110,372** | **10,954** | **10,463** | **9,274** | **18,681** | **19,955** | **14,695** | **9,597** | **7,825** | **8,928** | **27.9** |
| | | **Female** | **113,728** | **10,254** | **10,028** | **8,894** | **17,541** | **19,129** | **15,289** | **10,659** | **8,730** | **13,204** | **30.3** |
| Lubbock | 224.1 | Male | 110,372 | 10,954 | 10,463 | 9,274 | 18,681 | 19,955 | 14,695 | 9,597 | 7,825 | 8,928 | 27.9 |
| | | Female | 113,728 | 10,254 | 10,028 | 8,894 | 17,541 | 19,129 | 15,289 | 10,659 | 8,730 | 13,204 | 30.3 |
| **McALLEN - EDINBURG - MISSION** | **393.0** | **Male** | **189,742** | **23,165** | **24,694** | **25,823** | **22,029** | **26,853** | **23,144** | **14,744** | **11,469** | **17,821** | **24.7** |
| | | **Female** | **203,258** | **22,359** | **23,894** | **25,048** | **22,802** | **29,882** | **26,818** | **16,731** | **14,229** | **21,495** | **27.5** |
| Hidalgo | 393.0 | Male | 189,742 | 23,165 | 24,694 | 25,823 | 22,029 | 26,853 | 23,144 | 14,744 | 11,469 | 17,821 | 24.7 |
| | | Female | 203,258 | 22,359 | 23,894 | 25,048 | 22,802 | 29,882 | 26,818 | 16,731 | 14,229 | 21,495 | 27.5 |
| **MIDLAND** | **107.4** | **Male** | **52,151** | **6,355** | **6,125** | **4,759** | **4,284** | **9,506** | **8,181** | **4,781** | **4,219** | **3,941** | **29.8** |
| | | **Female** | **55,249** | **6,122** | **5,815** | **4,724** | **4,653** | **10,035** | **8,308** | **5,292** | **4,670** | **5,630** | **31.3** |
| Midland | 107.4 | Male | 52,151 | 6,355 | 6,125 | 4,759 | 4,284 | 9,506 | 8,181 | 4,781 | 4,219 | 3,941 | 29.8 |
| | | Female | 55,249 | 6,122 | 5,815 | 4,724 | 4,653 | 10,035 | 8,308 | 5,292 | 4,670 | 5,630 | 31.3 |
| **ODESSA** | **118.0** | **Male** | **57,762** | **6,845** | **6,828** | **5,620** | **5,325** | **9,918** | **8,529** | **5,505** | **4,568** | **4,624** | **29.3** |
| | | **Female** | **60,238** | **6,472** | **6,440** | **5,479** | **5,747** | **10,432** | **8,361** | **5,829** | **5,174** | **6,304** | **30.7** |
| Ector | 118.0 | Male | 57,762 | 6,845 | 6,828 | 5,620 | 5,325 | 9,918 | 8,529 | 5,505 | 4,568 | 4,624 | 29.3 |
| | | Female | 60,238 | 6,472 | 6,440 | 5,479 | 5,747 | 10,432 | 8,361 | 5,829 | 5,174 | 6,304 | 30.7 |
| **SAN ANGELO** | **99.3** | **Male** | **48,108** | **4,901** | **4,832** | **4,061** | **6,406** | **7,933** | **6,841** | **4,478** | **3,678** | **4,978** | **29.9** |
| | | **Female** | **51,192** | **4,611** | **4,696** | **3,988** | **6,127** | **8,116** | **6,958** | **4,780** | **4,255** | **7,661** | **32.6** |
| Tom Green | 99.3 | Male | 48,108 | 4,901 | 4,832 | 4,061 | 6,406 | 7,933 | 6,841 | 4,478 | 3,678 | 4,978 | 29.9 |
| | | Female | 51,192 | 4,611 | 4,696 | 3,988 | 6,127 | 8,116 | 6,958 | 4,780 | 4,255 | 7,661 | 32.6 |
| **SAN ANTONIO** | **1,324.0** | **Male** | **642,875** | **69,573** | **66,192** | **61,717** | **74,775** | **114,074** | **93,917** | **61,608** | **46,425** | **54,594** | **29.3** |
| | | **Female** | **681,125** | **66,909** | **63,234** | **59,515** | **72,852** | **116,980** | **100,281** | **66,818** | **53,618** | **80,918** | **31.7** |
| Bexar | 1,204.9 | Male | 584,433 | 63,908 | 60,434 | 56,376 | 69,495 | 105,304 | 85,186 | 55,060 | 41,068 | 47,602 | 29.0 |
| | | Female | 620,467 | 61,557 | 57,751 | 54,506 | 67,759 | 107,900 | 91,396 | 60,171 | 47,969 | 71,458 | 31.4 |
| Comal | 52.9 | Male | 25,774 | 2,328 | 2,355 | 2,285 | 2,089 | 3,552 | 3,942 | 3,003 | 2,576 | 3,644 | 35.7 |
| | | Female | 27,126 | 2,215 | 2,291 | 2,135 | 1,960 | 3,747 | 4,09[illegible] | 2,986 | 2,810 | 4,885 | 38.0 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **TEXAS (continued)** | | | | | | | | | | | | | |
| **SAN ANTONIO (continued)** | | | | | | | | | | | | | |
| Guadalupe | 66.2 | Male | 32,668 | 3,337 | 3,403 | 3,056 | 3,191 | 5,218 | 4,789 | 3,545 | 2,781 | 3,348 | 31.4 |
| | | Female | 33,532 | 3,137 | 3,192 | 2,874 | 3,133 | 5,333 | 4,788 | 3,661 | 2,839 | 4,575 | 33.3 |
| **SHERMAN - DENISON** | **95.0** | **Male** | **45,311** | **4,079** | **4,206** | **4,124** | **4,348** | **7,075** | **6,469** | **4,866** | **4,149** | **5,995** | **33.3** |
| | | **Female** | **49,689** | **3,914** | **4,136** | **3,803** | **4,529** | **7,074** | **6,775** | **5,225** | **4,722** | **9,511** | **37.0** |
| Grayson | 95.0 | Male | 45,311 | 4,079 | 4,206 | 4,124 | 4,348 | 7,075 | 6,469 | 4,866 | 4,149 | 5,995 | 33.3 |
| | | Female | 49,689 | 3,914 | 4,136 | 3,803 | 4,529 | 7,074 | 6,775 | 5,225 | 4,722 | 9,511 | 37.0 |
| **TEXARKANA** | **120.4** | **Male** | **57,959** | **5,532** | **5,791** | **5,758** | **5,429** | **9,070** | **8,595** | **6,238** | **4,842** | **6,704** | **32.1** |
| | | **Female** | **62,441** | **5,221** | **5,604** | **5,496** | **5,427** | **9,207** | **8,945** | **6,484** | **5,605** | **10,452** | **35.3** |
| Bowie | 81.9 | Male | 39,586 | 3,687 | 3,906 | 3,825 | 3,559 | 6,285 | 6,104 | 4,316 | 3,296 | 4,608 | 32.7 |
| | | Female | 42,314 | 3,495 | 3,737 | 3,740 | 3,578 | 6,235 | 6,149 | 4,408 | 3,817 | 7,155 | 35.6 |
| *Miller, Ark.* | *38.5* | *Male* | *18,373* | *1,845* | *1,885* | *1,933* | *1,870* | *2,785* | *2,491* | *1,922* | *1,546* | *2,096* | *30.9* |
| | | *Female* | *20,127* | *1,726* | *1,867* | *1,756* | *1,849* | *2,972* | *2,796* | *2,076* | *1,788* | *3,297* | *34.6* |
| **TYLER** | **152.9** | **Male** | **73,520** | **7,029** | **7,173** | **6,669** | **7,573** | **11,939** | **10,810** | **7,606** | **6,246** | **8,475** | **32.0** |
| | | **Female** | **79,380** | **6,898** | **6,795** | **6,441** | **7,720** | **12,249** | **11,248** | **8,225** | **7,245** | **12,559** | **34.7** |
| Smith | 152.9 | Male | 73,520 | 7,029 | 7,173 | 6,669 | 7,573 | 11,939 | 10,810 | 7,606 | 6,246 | 8,475 | 32.0 |
| | | Female | 79,380 | 6,898 | 6,795 | 6,441 | 7,720 | 12,249 | 11,248 | 8,225 | 7,245 | 12,559 | 34.7 |
| **VICTORIA** | **74.3** | **Male** | **36,143** | **3,948** | **4,078** | **3,624** | **3,288** | **5,903** | **5,487** | **3,658** | **2,839** | **3,318** | **30.3** |
| | | **Female** | **38,157** | **3,718** | **3,882** | **3,422** | **3,434** | **6,170** | **5,683** | **3,883** | **3,197** | **4,768** | **32.5** |
| Victoria | 74.3 | Male | 36,143 | 3,948 | 4,078 | 3,624 | 3,288 | 5,903 | 5,487 | 3,658 | 2,839 | 3,318 | 30.3 |
| | | Female | 38,157 | 3,718 | 3,882 | 3,422 | 3,434 | 6,170 | 5,683 | 3,883 | 3,197 | 4,768 | 32.5 |
| **WACO** | **189.9** | **Male** | **92,157** | **8,929** | **8,547** | **8,023** | **13,808** | **14,590** | **12,227** | **8,648** | **7,320** | **10,065** | **29.6** |
| | | **Female** | **97,743** | **8,677** | **8,108** | **7,634** | **13,374** | **14,172** | **12,586** | **9,211** | **8,312** | **15,669** | **32.8** |
| McLennan | 189.9 | Male | 92,157 | 8,929 | 8,547 | 8,023 | 13,808 | 14,590 | 12,227 | 8,648 | 7,320 | 10,065 | 29.6 |
| | | Female | 97,743 | 8,677 | 8,108 | 7,634 | 13,374 | 14,172 | 12,586 | 9,211 | 8,312 | 15,669 | 32.8 |
| **WICHITA FALLS** | **122.0** | **Male** | **59,708** | **5,875** | **5,619** | **4,910** | **8,108** | **10,569** | **8,063** | **5,575** | **5,056** | **5,933** | **30.1** |
| | | **Female** | **62,292** | **5,653** | **5,435** | **4,720** | **6,507** | **10,300** | **8,151** | **6,210** | **5,691** | **9,625** | **33.6** |
| Wichita | 122.0 | Male | 59,708 | 5,875 | 5,619 | 4,910 | 8,108 | 10,569 | 8,063 | 5,575 | 5,056 | 5,933 | 30.1 |
| | | Female | 62,292 | 5,653 | 5,435 | 4,720 | 6,507 | 10,300 | 8,151 | 6,210 | 5,691 | 9,625 | 33.6 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Anderson | 48.5 | Male | 28,048 | 1,872 | 2,027 | 1,924 | 4,182 | 7,589 | 4,089 | 2,220 | 1,697 | 2,448 | 30.3 |
| | | Female | 20,452 | 1,891 | 1,917 | 1,855 | 1,616 | 2,870 | 2,671 | 2,050 | 1,872 | 3,710 | 35.3 |
| Andrews | 14.1 | Male | 6,970 | 815 | 868 | 827 | 618 | 1,074 | 959 | 674 | 552 | 583 | 28.3 |
| | | Female | 7,130 | 799 | 822 | 780 | 608 | 1,131 | 941 | 669 | 526 | 754 | 29.9 |
| Angelina | 70.0 | Male | 33,913 | 3,366 | 3,548 | 3,347 | 3,339 | 5,301 | 4,755 | 3,594 | 2,842 | 3,621 | 31.0 |
| | | Female | 36,087 | 3,162 | 3,441 | 3,320 | 3,475 | 5,414 | 4,871 | 3,804 | 3,133 | 5,467 | 33.6 |
| Aransas | 18.0 | Male | 8,916 | 802 | 803 | 750 | 629 | 1,162 | 1,162 | 974 | 1,051 | 1,583 | 37.7 |
| | | Female | 9,084 | 719 | 788 | 697 | 664 | 1,225 | 1,114 | 997 | 1,145 | 1,735 | 39.0 |
| Archer | 8.0 | Male | 3,991 | 375 | 404 | 397 | 304 | 595 | 578 | 460 | 391 | 487 | 33.7 |
| | | Female | 4,009 | 339 | 383 | 352 | 276 | 598 | 562 | 473 | 401 | 625 | 36.0 |
| Armstrong | 2.0 | Male | 970 | 77 | 117 | 96 | 46 | 126 | 118 | 94 | 107 | 189 | 36.9 |
| | | Female | 1,030 | 82 | 101 | 83 | 56 | 124 | 126 | 97 | 115 | 246 | 40.5 |
| Atascosa | 30.9 | Male | 15,297 | 1,646 | 1,841 | 1,717 | 1,455 | 2,209 | 2,111 | 1,531 | 1,203 | 1,584 | 29.5 |
| | | Female | 15,603 | 1,654 | 1,780 | 1,635 | 1,293 | 2,322 | 2,071 | 1,564 | 1,248 | 2,036 | 31.2 |
| Austin | 19.7 | Male | 9,605 | 878 | 995 | 870 | 803 | 1,352 | 1,331 | 1,079 | 864 | 1,413 | 34.3 |
| | | Female | 10,095 | 819 | 888 | 858 | 766 | 1,370 | 1,364 | 1,033 | 924 | 2,073 | 37.5 |
| Bailey | 6.9 | Male | 3,419 | 345 | 413 | 374 | 314 | 478 | 436 | 367 | 301 | 391 | 30.5 |
| | | Female | 3,481 | 341 | 382 | 356 | 252 | 488 | 440 | 340 | 327 | 555 | 33.4 |
| Bandera | 10.8 | Male | 5,367 | 425 | 441 | 492 | 303 | 625 | 815 | 644 | 734 | 888 | 39.9 |
| | | Female | 5,433 | 384 | 400 | 429 | 284 | 713 | 806 | 715 | 690 | 1,012 | 41.3 |
| Bastrop | 39.0 | Male | 19,784 | 1,960 | 2,067 | 1,871 | 1,468 | 3,265 | 3,406 | 2,071 | 1,608 | 2,068 | 32.7 |
| | | Female | 19,216 | 1,873 | 1,851 | 1,665 | 1,475 | 3,056 | 2,919 | 1,977 | 1,655 | 2,745 | 34.0 |
| Baylor | 4.3 | Male | 2,034 | 180 | 193 | 149 | 118 | 256 | 264 | 222 | 217 | 435 | 39.6 |
| | | Female | 2,266 | 166 | 151 | 126 | 162 | 230 | 254 | 236 | 256 | 685 | 46.7 |
| Bee | 25.1 | Male | 12,410 | 1,427 | 1,436 | 1,268 | 1,321 | 2,045 | 1,683 | 1,087 | 939 | 1,204 | 28.7 |
| | | Female | 12,690 | 1,285 | 1,338 | 1,218 | 1,324 | 1,949 | 1,631 | 1,209 | 1,080 | 1,656 | 31.1 |
| Bell | 193.1 | Male | 98,342 | 11,434 | 9,440 | 7,914 | 16,626 | 19,373 | 12,949 | 7,829 | 5,975 | 6,802 | 26.9 |
| | | Female | 94,758 | 10,848 | 8,953 | 7,528 | 12,183 | 17,765 | 12,768 | 8,243 | 6,367 | 10,103 | 29.4 |
| Bexar | 1,204.9 | Male | 584,433 | 63,908 | 60,434 | 56,376 | 69,495 | 105,304 | 85,186 | 55,060 | 41,068 | 47,602 | 29.0 |
| | | Female | 620,467 | 61,557 | 57,751 | 54,506 | 67,759 | 107,900 | 91,396 | 60,171 | 47,969 | 71,458 | 31.4 |

# POPULATION BY AGE AND SEX

| SMM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **TEXAS (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Blanco | 6.1 | Male | 2,911 | 252 | 273 | 235 | 191 | 386 | 437 | 329 | 296 | 512 | 37.7 |
| | | Female | 3,189 | 267 | 258 | 246 | 205 | 402 | 404 | 345 | 342 | 720 | 40.4 |
| Borden | .8 | Male | 410 | 36 | 42 | 38 | 28 | 63 | 46 | 57 | 44 | 56 | 34.7 |
| | | Female | 390 | 33 | 45 | 30 | 19 | 51 | 50 | 57 | 49 | 56 | 38.4 |
| Bosque | 15.2 | Male | 7,334 | 610 | 664 | 600 | 556 | 910 | 923 | 819 | 734 | 1,518 | 38.5 |
| | | Female | 7,866 | 543 | 624 | 557 | 497 | 890 | 932 | 810 | 796 | 2,217 | 43.8 |
| Bowie | 81.9 | Male | 39,586 | 3,687 | 3,906 | 3,825 | 3,559 | 6,285 | 6,104 | 4,316 | 3,296 | 4,608 | 32.7 |
| | | Female | 42,314 | 3,495 | 3,737 | 3,740 | 3,578 | 6,235 | 6,149 | 4,408 | 3,817 | 7,155 | 35.6 |
| Brazoria | 192.7 | Male | 100,113 | 9,862 | 10,185 | 9,102 | 9,499 | 19,934 | 17,301 | 10,727 | 7,235 | 6,268 | 30.7 |
| | | Female | 92,587 | 9,577 | 9,686 | 8,490 | 8,473 | 16,666 | 14,213 | 9,646 | 7,130 | 8,706 | 31.0 |
| Brazos | 122.9 | Male | 63,239 | 5,211 | 4,552 | 3,921 | 21,119 | 11,462 | 6,867 | 4,173 | 2,738 | 3,196 | 23.9 |
| | | Female | 59,661 | 5,004 | 4,493 | 3,750 | 17,640 | 9,794 | 6,712 | 4,339 | 2,918 | 5,011 | 24.6 |
| Brewster | 8.8 | Male | 4,435 | 365 | 358 | 347 | 751 | 622 | 606 | 444 | 386 | 556 | 31.4 |
| | | Female | 4,365 | 352 | 356 | 323 | 624 | 605 | 582 | 431 | 417 | 675 | 33.7 |
| Briscoe | 1.9 | Male | 940 | 80 | 88 | 105 | 55 | 106 | 129 | 109 | 98 | 170 | 37.8 |
| | | Female | 960 | 75 | 101 | 86 | 39 | 104 | 124 | 107 | 101 | 223 | 41.0 |
| Brooks | 8.2 | Male | 3,970 | 476 | 496 | 443 | 389 | 558 | 486 | 376 | 326 | 420 | 28.2 |
| | | Female | 4,230 | 443 | 459 | 417 | 357 | 571 | 494 | 426 | 408 | 655 | 32.7 |
| Brown | 34.3 | Male | 16,613 | 1,531 | 1,605 | 1,778 | 1,717 | 2,237 | 2,196 | 1,688 | 1,484 | 2,377 | 32.5 |
| | | Female | 17,687 | 1,413 | 1,497 | 1,451 | 1,547 | 2,279 | 2,336 | 1,754 | 1,725 | 3,685 | 37.8 |
| Burleson | 13.6 | Male | 6,627 | 627 | 660 | 607 | 566 | 950 | 886 | 666 | 692 | 973 | 34.0 |
| | | Female | 6,973 | 607 | 625 | 604 | 521 | 937 | 862 | 651 | 763 | 1,403 | 37.2 |
| Burnet | 22.9 | Male | 11,038 | 913 | 991 | 1,024 | 715 | 1,405 | 1,432 | 1,101 | 1,234 | 2,223 | 38.3 |
| | | Female | 11,862 | 916 | 962 | 857 | 718 | 1,419 | 1,490 | 1,198 | 1,391 | 2,911 | 42.1 |
| Caldwell | 26.5 | Male | 13,289 | 1,316 | 1,339 | 1,497 | 1,806 | 1,979 | 1,772 | 1,152 | 1,003 | 1,425 | 28.5 |
| | | Female | 13,211 | 1,263 | 1,302 | 1,213 | 1,260 | 1,885 | 1,769 | 1,228 | 1,104 | 2,187 | 33.3 |
| Calhoun | 18.9 | Male | 9,358 | 895 | 1,004 | 911 | 801 | 1,488 | 1,343 | 1,025 | 971 | 920 | 32.2 |
| | | Female | 9,542 | 864 | 1,025 | 909 | 812 | 1,415 | 1,278 | 1,062 | 1,013 | 1,164 | 33.2 |
| Callahan | 11.9 | Male | 5,751 | 506 | 653 | 523 | 393 | 788 | 812 | 647 | 593 | 836 | 35.2 |
| | | Female | 6,149 | 500 | 590 | 513 | 367 | 792 | 846 | 666 | 664 | 1,211 | 38.7 |
| Cameron | 263.0 | Male | 126,042 | 14,673 | 15,686 | 17,070 | 14,094 | 18,050 | 15,652 | 10,082 | 8,373 | 12,362 | 25.8 |
| | | Female | 136,958 | 14,325 | 15,398 | 16,425 | 14,760 | 19,906 | 18,111 | 12,028 | 10,593 | 15,412 | 28.8 |
| Camp | 9.9 | Male | 4,744 | 437 | 455 | 432 | 426 | 657 | 642 | 491 | 477 | 727 | 34.5 |
| | | Female | 5,156 | 387 | 445 | 474 | 411 | 660 | 698 | 510 | 538 | 1,033 | 37.9 |
| Carson | 6.5 | Male | 3,149 | 270 | 350 | 354 | 202 | 468 | 436 | 328 | 300 | 441 | 33.5 |
| | | Female | 3,351 | 303 | 351 | 331 | 206 | 462 | 442 | 362 | 336 | 558 | 35.5 |
| Cass | 30.0 | Male | 14,385 | 1,301 | 1,485 | 1,417 | 1,237 | 1,951 | 1,972 | 1,614 | 1,358 | 2,050 | 34.0 |
| | | Female | 15,615 | 1,211 | 1,413 | 1,418 | 1,175 | 2,050 | 2,055 | 1,685 | 1,523 | 3,085 | 37.6 |
| Castro | 9.0 | Male | 4,470 | 540 | 582 | 579 | 409 | 619 | 576 | 438 | 372 | 355 | 27.0 |
| | | Female | 4,530 | 533 | 548 | 513 | 387 | 617 | 558 | 443 | 384 | 547 | 29.6 |
| Chambers | 19.9 | Male | 10,005 | 844 | 1,141 | 1,099 | 874 | 1,495 | 1,704 | 1,199 | 831 | 818 | 32.0 |
| | | Female | 9,895 | 888 | 976 | 1,006 | 845 | 1,524 | 1,734 | 1,089 | 774 | 1,059 | 33.1 |
| Cherokee | 41.2 | Male | 20,250 | 1,663 | 1,855 | 1,864 | 2,063 | 3,106 | 2,694 | 2,178 | 1,777 | 2,850 | 33.0 |
| | | Female | 20,950 | 1,751 | 1,825 | 1,709 | 1,791 | 2,700 | 2,641 | 2,157 | 2,030 | 4,346 | 37.6 |
| Childress | 5.9 | Male | 2,742 | 225 | 310 | 266 | 188 | 310 | 344 | 301 | 291 | 507 | 37.1 |
| | | Female | 3,158 | 215 | 256 | 274 | 197 | 354 | 372 | 309 | 345 | 834 | 42.6 |
| Clay | 10.0 | Male | 4,868 | 418 | 474 | 478 | 309 | 680 | 659 | 617 | 528 | 705 | 36.1 |
| | | Female | 5,132 | 408 | 454 | 416 | 317 | 707 | 679 | 506 | 548 | 997 | 38.9 |
| Cochran | 4.3 | Male | 2,131 | 252 | 263 | 208 | 203 | 320 | 246 | 212 | 198 | 229 | 29.4 |
| | | Female | 2,169 | 217 | 254 | 248 | 180 | 320 | 215 | 249 | 177 | 309 | 30.8 |
| Coke | 3.4 | Male | 1,624 | 119 | 142 | 143 | 79 | 186 | 196 | 170 | 215 | 374 | 42.3 |
| | | Female | 1,776 | 114 | 130 | 143 | 98 | 202 | 174 | 183 | 238 | 494 | 46.4 |
| Coleman | 9.6 | Male | 4,544 | 405 | 410 | 399 | 295 | 568 | 550 | 461 | 455 | 1,001 | 38.5 |
| | | Female | 5,056 | 382 | 353 | 368 | 323 | 550 | 540 | 508 | 562 | 1,470 | 45.2 |
| Collin | 274.9 | Male | 136,684 | 14,605 | 13,723 | 12,761 | 12,149 | 27,931 | 25,845 | 17,018 | 7,173 | 5,479 | 30.4 |
| | | Female | 138,216 | 14,030 | 13,005 | 11,919 | 12,137 | 28,712 | 26,880 | 15,699 | 7,026 | 8,808 | 31.3 |
| Collingsworth | 3.5 | Male | 1,602 | 152 | 168 | 186 | 127 | 199 | 212 | 159 | 162 | 317 | 35.4 |
| | | Female | 1,818 | 141 | 165 | 128 | 110 | 214 | 207 | 144 | 195 | 514 | 42.3 |
| Colorado | 18.2 | Male | 8,713 | 781 | 865 | 775 | 644 | 1,221 | 1,140 | 923 | 901 | 1,463 | 35.6 |
| | | Female | 9,487 | 820 | 903 | 726 | 614 | 1,111 | 1,181 | 958 | 1,011 | 2,163 | 39.8 |
| Comal | 52.9 | Male | 25,774 | 2,328 | 2,355 | 2,285 | 2,089 | 3,552 | 3,942 | 3,003 | 2,376 | 3,644 | 35.7 |
| | | Female | 27,126 | 2,215 | 2,291 | 2,135 | 1,960 | 3,747 | 4,097 | 2,986 | 2,810 | 4,885 | 38.0 |
| Comanche | 13.3 | Male | 6,509 | 548 | 537 | 561 | 538 | 799 | 793 | 739 | 711 | 1,283 | 38.4 |
| | | Female | 6,791 | 506 | 484 | 501 | 414 | 739 | 771 | 758 | 771 | 1,847 | 44.7 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **TEXAS (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Concho | 3.0 | Male | 1,630 | 101 | 122 | 130 | 168 | 345 | 237 | 163 | 119 | 245 | 33.5 |
| | | Female | 1,370 | 109 | 122 | 109 | 87 | 167 | 157 | 142 | 142 | 335 | 40.8 |
| Cooke | 31.1 | Male | 15,225 | 1,419 | 1,542 | 1,687 | 1,256 | 2,239 | 2,194 | 1,570 | 1,327 | 1,991 | 32.6 |
| | | Female | 15,875 | 1,469 | 1,442 | 1,289 | 1,280 | 2,225 | 2,103 | 1,606 | 1,525 | 2,936 | 36.1 |
| Coryell | 65.1 | Male | 36,681 | 3,474 | 3,071 | 2,459 | 10,558 | 8,087 | 4,073 | 2,106 | 1,385 | 1,468 | 24.2 |
| | | Female | 28,419 | 3,255 | 2,798 | 2,344 | 3,987 | 6,222 | 3,854 | 2,237 | 1,546 | 2,176 | 27.9 |
| Cottle | 2.2 | Male | 1,068 | 85 | 114 | 99 | 64 | 137 | 127 | 102 | 126 | 214 | 37.8 |
| | | Female | 1,132 | 83 | 86 | 100 | 55 | 121 | 121 | 124 | 125 | 317 | 45.0 |
| Crane | 4.6 | Male | 2,295 | 266 | 295 | 293 | 186 | 349 | 348 | 228 | 156 | 174 | 28.1 |
| | | Female | 2,305 | 234 | 266 | 254 | 199 | 344 | 334 | 232 | 163 | 279 | 30.8 |
| Crockett | 4.0 | Male | 2,024 | 230 | 216 | 210 | 143 | 310 | 304 | 238 | 193 | 180 | 31.9 |
| | | Female | 1,976 | 183 | 213 | 187 | 126 | 298 | 289 | 209 | 183 | 288 | 34.4 |
| Crosby | 7.2 | Male | 3,485 | 392 | 413 | 365 | 276 | 478 | 384 | 378 | 340 | 459 | 31.2 |
| | | Female | 3,715 | 352 | 364 | 376 | 310 | 486 | 381 | 408 | 345 | 693 | 34.4 |
| Culberson | 3.4 | Male | 1,729 | 221 | 224 | 200 | 162 | 224 | 227 | 184 | 147 | 140 | 27.6 |
| | | Female | 1,671 | 181 | 193 | 176 | 166 | 251 | 243 | 160 | 149 | 152 | 29.8 |
| Dallam | 5.3 | Male | 2,580 | 272 | 279 | 237 | 186 | 423 | 353 | 252 | 250 | 328 | 32.5 |
| | | Female | 2,720 | 268 | 308 | 259 | 188 | 412 | 321 | 279 | 242 | 443 | 33.2 |
| Dallas | 1,877.4 | Male | 923,647 | 98,331 | 84,573 | 75,498 | 104,456 | 204,027 | 146,300 | 91,919 | 59,906 | 58,637 | 29.9 |
| | | Female | 953,753 | 94,317 | 80,916 | 72,404 | 100,865 | 195,129 | 149,430 | 96,814 | 68,283 | 95,595 | 31.6 |
| Dawson | 14.0 | Male | 6,774 | 712 | 797 | 767 | 535 | 956 | 858 | 624 | 641 | 884 | 31.0 |
| | | Female | 7,226 | 702 | 763 | 721 | 528 | 946 | 882 | 723 | 672 | 1,289 | 34.5 |
| Deaf Smith | 19.0 | Male | 9,406 | 1,161 | 1,221 | 1,087 | 906 | 1,442 | 1,195 | 843 | 699 | 852 | 27.3 |
| | | Female | 9,594 | 1,127 | 1,140 | 1,017 | 885 | 1,375 | 1,203 | 880 | 764 | 1,203 | 29.6 |
| Delta | 4.9 | Male | 2,339 | 206 | 208 | 211 | 194 | 291 | 276 | 260 | 225 | 457 | 37.0 |
| | | Female | 2,572 | 174 | 196 | 202 | 208 | 292 | 273 | 272 | 256 | 699 | 42.8 |
| Denton | 283.5 | Male | 140,154 | 15,204 | 13,080 | 11,060 | 17,900 | 32,104 | 24,703 | 14,041 | 6,537 | 5,525 | 29.0 |
| | | Female | 143,346 | 14,517 | 12,441 | 10,643 | 20,749 | 32,484 | 24,163 | 12,979 | 6,650 | 8,720 | 29.1 |
| De Witt | 18.7 | Male | 8,840 | 813 | 886 | 862 | 624 | 1,233 | 1,134 | 856 | 894 | 1,538 | 35.0 |
| | | Female | 9,860 | 805 | 883 | 803 | 645 | 1,227 | 1,179 | 903 | 1,010 | 2,405 | 39.8 |
| Dickens | 2.5 | Male | 1,187 | 92 | 93 | 119 | 87 | 142 | 138 | 129 | 124 | 263 | 39.4 |
| | | Female | 1,313 | 84 | 103 | 107 | 88 | 127 | 154 | 146 | 135 | 369 | 44.6 |
| Dimmit | 10.3 | Male | 5,029 | 587 | 668 | 688 | 497 | 620 | 660 | 425 | 350 | 534 | 26.2 |
| | | Female | 5,271 | 534 | 625 | 666 | 525 | 635 | 711 | 505 | 414 | 656 | 29.5 |
| Donley | 3.7 | Male | 1,769 | 104 | 153 | 141 | 192 | 214 | 190 | 183 | 189 | 403 | 39.2 |
| | | Female | 1,931 | 131 | 128 | 154 | 171 | 177 | 207 | 201 | 215 | 547 | 44.9 |
| Duval | 12.8 | Male | 6,244 | 664 | 713 | 734 | 649 | 884 | 804 | 578 | 529 | 689 | 27.1 |
| | | Female | 6,556 | 693 | 699 | 719 | 595 | 886 | 749 | 648 | 580 | 987 | 31.5 |
| Eastland | 18.3 | Male | 8,784 | 657 | 817 | 748 | 983 | 1,106 | 1,104 | 855 | 884 | 1,630 | 35.7 |
| | | Female | 9,516 | 646 | 742 | 685 | 733 | 1,093 | 1,077 | 948 | 1,023 | 2,569 | 43.0 |
| Ector | 118.0 | Male | 57,762 | 6,845 | 6,828 | 5,620 | 5,325 | 9,918 | 8,529 | 5,505 | 4,568 | 4,624 | 29.3 |
| | | Female | 60,238 | 6,472 | 6,440 | 5,479 | 5,747 | 10,432 | 8,361 | 5,829 | 5,174 | 6,304 | 30.7 |
| Edwards | 2.3 | Male | 1,156 | 132 | 125 | 126 | 83 | 160 | 161 | 121 | 120 | 128 | 32.0 |
| | | Female | 1,144 | 100 | 133 | 142 | 77 | 156 | 140 | 133 | 104 | 159 | 32.7 |
| Ellis | 87.1 | Male | 42,964 | 4,654 | 4,778 | 4,458 | 4,068 | 7,138 | 6,596 | 4,826 | 3,030 | 3,416 | 29.9 |
| | | Female | 44,136 | 4,475 | 4,567 | 4,218 | 3,835 | 7,298 | 6,617 | 4,567 | 3,176 | 5,383 | 31.8 |
| El Paso | 602.6 | Male | 292,885 | 34,339 | 33,181 | 33,444 | 37,174 | 49,544 | 39,414 | 25,286 | 19,967 | 20,536 | 26.7 |
| | | Female | 309,715 | 32,518 | 31,890 | 32,677 | 35,341 | 53,585 | 43,138 | 29,101 | 23,978 | 28,487 | 29.3 |
| Erath | 28.4 | Male | 13,960 | 1,233 | 1,182 | 1,128 | 2,584 | 2,131 | 1,694 | 1,251 | 1,028 | 1,729 | 29.0 |
| | | Female | 14,440 | 1,200 | 1,111 | 1,014 | 2,320 | 1,940 | 1,703 | 1,266 | 1,162 | 2,724 | 33.1 |
| Falls | 17.6 | Male | 8,797 | 800 | 797 | 751 | 987 | 1,438 | 1,089 | 780 | 816 | 1,339 | 32.4 |
| | | Female | 8,803 | 736 | 740 | 708 | 654 | 1,127 | 957 | 821 | 917 | 2,143 | 39.6 |
| Fannin | 24.8 | Male | 11,962 | 959 | 1,048 | 1,041 | 995 | 1,878 | 1,576 | 1,353 | 1,284 | 2,128 | 37.3 |
| | | Female | 12,838 | 992 | 1,005 | 962 | 941 | 1,619 | 1,596 | 1,357 | 1,298 | 3,068 | 40.6 |
| Fayette | 20.0 | Male | 9,718 | 762 | 865 | 844 | 702 | 1,323 | 1,339 | 1,008 | 971 | 1,904 | 37.7 |
| | | Female | 10,282 | 740 | 868 | 750 | 619 | 1,283 | 1,238 | 926 | 1,099 | 2,759 | 42.1 |
| Fisher | 4.8 | Male | 2,321 | 192 | 221 | 223 | 160 | 291 | 302 | 263 | 263 | 406 | 37.4 |
| | | Female | 2,479 | 180 | 222 | 211 | 143 | 281 | 283 | 262 | 274 | 623 | 42.2 |
| Floyd | 8.4 | Male | 4,066 | 468 | 453 | 418 | 360 | 528 | 510 | 398 | 358 | 573 | 31.3 |
| | | Female | 4,334 | 435 | 487 | 411 | 354 | 551 | 443 | 432 | 409 | 812 | 33.7 |
| Foard | 1.8 | Male | 829 | 64 | 75 | 62 | 64 | 109 | 101 | 85 | 89 | 180 | 39.0 |
| | | Female | 971 | 80 | 87 | 63 | 58 | 111 | 106 | 97 | 95 | 274 | 43.2 |
| Fort Bend | 233.2 | Male | 117,196 | 14,074 | 13,936 | 12,204 | 9,660 | 21,041 | 23,276 | 12,159 | 6,104 | 4,742 | 29.1 |
| | | Female | 116,004 | 13,287 | 13,130 | 11,159 | 8,754 | 22,472 | 23,472 | 11,012 | 5,999 | 6,719 | 30.2 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex<br>0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **TEXAS (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Franklin | 7.3 | Male | 3,279 | 347 | 333 | 340 | 310 | 502 | 491 | 439 | 416 | 599 | 36.1 |
| | | Female | 4,021 | 307 | 352 | 314 | 260 | 515 | 508 | 439 | 459 | 867 | 40.2 |
| Freestone | 15.7 | Male | 7,560 | 683 | 748 | 833 | 555 | 1,019 | 1,060 | 772 | 715 | 1,175 | 34.4 |
| | | Female | 8,140 | 614 | 698 | 704 | 549 | 1,083 | 1,032 | 822 | 778 | 1,860 | 39.1 |
| Frio | 13.5 | Male | 6,682 | 750 | 808 | 813 | 693 | 1,022 | 882 | 614 | 466 | 634 | 27.7 |
| | | Female | 6,818 | 772 | 789 | 796 | 638 | 1,015 | 782 | 623 | 545 | 858 | 29.1 |
| Gaines | 14.0 | Male | 6,999 | 894 | 946 | 813 | 620 | 1,120 | 881 | 643 | 534 | 548 | 27.0 |
| | | Female | 7,001 | 853 | 837 | 784 | 641 | 1,100 | 827 | 674 | 554 | 731 | 28.5 |
| Galveston | 218.2 | Male | 107,3[illegible] | 10,526 | 10,564 | 9,835 | 10,005 | 18,890 | 17,155 | 11,767 | 9,173 | 9,476 | 31.8 |
| | | Female | 110,909 | 10,127 | 10,212 | 9,271 | 9,811 | 19,306 | 17,154 | 11,894 | 9,825 | 13,309 | 33.3 |
| Garza | 5.1 | Male | 2,447 | 253 | 279 | 279 | 178 | 348 | 310 | 253 | 201 | 346 | 31.7 |
| | | Female | 2,653 | 257 | 288 | 268 | 198 | 343 | 321 | 269 | 233 | 476 | 34.2 |
| Gillespie | 17.4 | Male | 8,328 | 689 | 747 | 660 | 516 | 1,002 | 1,096 | 867 | 959 | 1,792 | 40.0 |
| | | Female | 9,072 | 656 | 686 | 634 | 489 | 1,039 | 1,076 | 936 | 1,119 | 2,437 | 44.6 |
| Glasscock | 1.5 | Male | 766 | 88 | 95 | 81 | 71 | 130 | 94 | 90 | 68 | 49 | 28.7 |
| | | Female | 734 | 98 | 104 | 66 | 57 | 127 | 95 | 84 | 63 | 40 | 28.3 |
| Goliad | 6.0 | Male | 2,891 | 264 | 303 | 259 | 189 | 408 | 436 | 298 | 292 | 442 | 35.5 |
| | | Female | 3,109 | 271 | 293 | 263 | 209 | 448 | 397 | 310 | 345 | 573 | 36.8 |
| Gonzales | 17.2 | Male | 8,417 | 850 | 945 | 773 | 736 | 1,228 | 1,039 | 780 | 799 | 1,267 | 32.4 |
| | | Female | 8,783 | 840 | 819 | 759 | 710 | 1,150 | 990 | 871 | 859 | 1,785 | 36.1 |
| Gray | 23.5 | Male | 11,261 | 1,046 | 1,139 | 1,010 | 877 | 1,694 | 1,512 | 1,186 | 1,191 | 1,606 | 34.2 |
| | | Female | 12,239 | 975 | 1,088 | 994 | 846 | 1,685 | 1,529 | 1,340 | 1,310 | 2,474 | 38.5 |
| Grayson | 95.0 | Male | 45,311 | 4,079 | 4,206 | 4,124 | 4,348 | 7,075 | 6,469 | 4,866 | 4,149 | 5,995 | 33.3 |
| | | Female | 49,689 | 3,914 | 4,136 | 3,803 | 4,529 | 7,074 | 6,775 | 5,225 | 4,722 | 9,511 | 37.0 |
| Gregg | 104.9 | Male | 50,302 | 5,040 | 5,078 | 4,599 | 5,231 | 8,325 | 7,379 | 5,202 | 4,223 | 5,225 | 31.2 |
| | | Female | 54,598 | 4,826 | 4,948 | 4,432 | 5,076 | 8,644 | 7,695 | 5,549 | 4,742 | 8,686 | 34.3 |
| Grimes | 19.0 | Male | 10,364 | 838 | 920 | 834 | 1,371 | 2,019 | 1,595 | 949 | 780 | 1,058 | 31.0 |
| | | Female | 8,636 | 796 | 892 | 747 | 663 | 1,222 | 1,134 | 811 | 820 | 1,551 | 35.0 |
| Guadalupe | 66.2 | Male | 32,668 | 3,337 | 3,403 | 3,056 | 3,191 | 5,218 | 4,789 | 3,545 | 2,781 | 3,348 | 31.4 |
| | | Female | 33,532 | 3,137 | 3,192 | 2,874 | 3,133 | 5,333 | 4,788 | 3,661 | 2,839 | 4,575 | 33.3 |
| Hale | 34.5 | Male | 16,902 | 1,992 | 1,989 | 1,757 | 1,767 | 2,677 | 2,073 | 1,545 | 1,404 | 1,698 | 28.5 |
| | | Female | 17,598 | 1,878 | 1,894 | 1,676 | 1,753 | 2,589 | 2,062 | 1,679 | 1,488 | 2,579 | 31.2 |
| Hall | 3.7 | Male | 1,732 | 127 | 162 | 173 | 123 | 194 | 207 | 187 | 181 | 378 | 39.2 |
| | | Female | 1,968 | 127 | 157 | 138 | 115 | 183 | 224 | 190 | 232 | 602 | 47.1 |
| Hamilton | 7.7 | Male | 3,660 | 326 | 291 | 279 | 259 | 467 | 421 | 379 | 398 | 840 | 39.9 |
| | | Female | 4,040 | 253 | 308 | 272 | 235 | 438 | 423 | 413 | 442 | 1,256 | 47.1 |
| Hansford | 5.8 | Male | 2,888 | 296 | 340 | 295 | 190 | 449 | 418 | 327 | 267 | 306 | 32.2 |
| | | Female | 2,912 | 274 | 337 | 269 | 221 | 409 | 386 | 322 | 258 | 436 | 33.7 |
| Hardeman | 5.2 | Male | 2,465 | 212 | 241 | 238 | 175 | 300 | 303 | 274 | 246 | 476 | 37.2 |
| | | Female | 2,735 | 230 | 227 | 217 | 181 | 312 | 293 | 273 | 276 | 726 | 41.8 |
| Hardin | 41.2 | Male | 20,218 | 1,937 | 2,273 | 2,043 | 1,770 | 2,948 | 3,050 | 2,394 | 1,771 | 2,032 | 32.[illegible] |
| | | Female | 20,982 | 1,793 | 2,089 | 2,012 | 1,737 | 3,160 | 3,102 | 2,362 | 1,924 | 2,803 | 34.1 |
| Harris | 2,836.1 | Male | 1,409,184 | 152,628 | 138,639 | 125,160 | 155,022 | 288,936 | 236,548 | 143,106 | 90,137 | 79,008 | 29.6 |
| | | Female | 1,426,916 | 146,332 | 133,220 | 120,043 | 150,609 | 281,508 | 234,639 | 143,496 | 97,269 | 119,800 | 30.8 |
| Harrison | 57.7 | Male | 27,723 | 2,613 | 3,036 | 2,871 | 2,592 | 4,215 | 4,015 | 2,959 | 2,349 | 3,073 | 31.5 |
| | | Female | 29,977 | 2,559 | 2,864 | 2,779 | 2,731 | 4,364 | 4,237 | 3,052 | 2,657 | 4,734 | 34.3 |
| Hartley | 3.6 | Male | 1,727 | 139 | 191 | 197 | 90 | 208 | 263 | 242 | 174 | 223 | 36.5 |
| | | Female | 1,873 | 155 | 173 | 191 | 100 | 219 | 285 | 227 | 187 | 336 | 38.5 |
| Haskell | 6.7 | Male | 3,221 | 287 | 315 | 284 | 211 | 425 | 374 | 303 | 365 | 657 | 37.4 |
| | | Female | 3,479 | 255 | 295 | 247 | 194 | 390 | 378 | 320 | 408 | 992 | 44.5 |
| Hays | 67.0 | Male | 33,630 | 2,836 | 2,887 | 2,798 | 7,395 | 5,575 | 5,153 | 2,900 | 1,828 | 2,258 | 26.6 |
| | | Female | 33,370 | 2,755 | 2,788 | 2,500 | 7,835 | 4,968 | 4,681 | 2,808 | 1,971 | 3,064 | 26.6 |
| Hemphill | 3.5 | Male | 1,708 | 175 | 191 | 179 | 118 | 257 | 252 | 204 | 147 | 185 | 32.4 |
| | | Female | 1,792 | 161 | 210 | 172 | 103 | 247 | 278 | 193 | 149 | 279 | 35.1 |
| Henderson | 59.5 | Male | 28,838 | 2,345 | 2,600 | 2,489 | 2,437 | 3,649 | 3,532 | 3,313 | 3,418 | 5,055 | 37.5 |
| | | Female | 30,662 | 2,276 | 2,384 | 2,306 | 2,310 | 3,860 | 3,811 | 3,535 | 3,845 | 6,335 | 40.8 |
| Hidalgo | 393.0 | Male | 189,742 | 23,165 | 24,694 | 25,823 | 22,029 | 26,853 | 23,144 | 14,744 | 11,469 | 17,821 | 24.7 |
| | | Female | 203,258 | 22,359 | 23,894 | 25,048 | 22,802 | 29,882 | 26,818 | 16,731 | 14,229 | 21,495 | 27.5 |
| Hill | 27.3 | Male | 13,066 | 1,121 | 1,241 | 1,162 | 1,142 | 1,681 | 1,699 | 1,418 | 1,318 | 2,284 | 36.1 |
| | | Female | 14,234 | 1,144 | 1,156 | 1,112 | 1,096 | 1,730 | 1,678 | 1,410 | 1,476 | 3,432 | 40.2 |
| Hockley | 24.0 | Male | 11,837 | 1,288 | 1,429 | 1,272 | 1,367 | 1,859 | 1,565 | 1,119 | 884 | 1,054 | 28.0 |
| | | Female | 12,163 | 1,255 | 1,394 | 1,178 | 1,294 | 1,881 | 1,506 | 1,188 | 962 | 1,505 | 30.1 |
| Hood | 30.1 | Male | 14,932 | 1,305 | 1,412 | 1,261 | 992 | 2,191 | 2,171 | 1,703 | 1,682 | 2,215 | 36.4 |
| | | Female | 15,168 | 1,246 | 1,344 | 1,164 | 940 | 2,248 | 2,155 | 1,741 | 1,719 | 2,611 | 38.0 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **TEXAS (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Hopkins | 29.0 | Male | 14,213 | 1,329 | 1,384 | 1,304 | 1,382 | 2,190 | 1,954 | 1,591 | 1,193 | 1,886 | 32.8 |
| | | Female | 14,787 | 1,278 | 1,239 | 1,221 | 1,267 | 2,086 | 2,042 | 1,492 | 1,329 | 2,833 | 36.5 |
| Houston | 21.4 | Male | 10,849 | 819 | 970 | 964 | 839 | 1,988 | 1,582 | 1,062 | 936 | 1,689 | 34.2 |
| | | Female | 10,551 | 893 | 944 | 833 | 767 | 1,338 | 1,246 | 1,011 | 1,096 | 2,423 | 39.0 |
| Howard | 31.9 | Male | 16,064 | 1,560 | 1,512 | 1,417 | 1,473 | 2,713 | 2,219 | 1,715 | 1,569 | 1,886 | 32.6 |
| | | Female | 15,836 | 1,433 | 1,486 | 1,252 | 1,273 | 2,289 | 2,010 | 1,695 | 1,670 | 2,728 | 35.9 |
| Hudspeth | 2.9 | Male | 1,497 | 146 | 159 | 157 | 154 | 250 | 199 | 157 | 139 | 136 | 30.3 |
| | | Female | 1,403 | 138 | 172 | 160 | 126 | 209 | 177 | 147 | 121 | 153 | 30.0 |
| Hunt | 64.8 | Male | 31,646 | 3,016 | 3,073 | 2,745 | 3,224 | 4,945 | 4,320 | 3,793 | 2,901 | 3,629 | 32.6 |
| | | Female | 33,154 | 2,871 | 2,817 | 2,716 | 3,247 | 4,893 | 4,353 | 3,861 | 2,917 | 5,479 | 35.1 |
| Hutchinson | 25.3 | Male | 12,480 | 1,180 | 1,408 | 1,217 | 961 | 1,847 | 1,791 | 1,223 | 1,196 | 1,657 | 33.0 |
| | | Female | 12,820 | 1,099 | 1,304 | 1,200 | 951 | 1,839 | 1,723 | 1,220 | 1,361 | 2,123 | 35.1 |
| Irion | 1.6 | Male | 796 | 83 | 78 | 67 | 68 | 115 | 107 | 95 | 86 | 97 | 33.9 |
| | | Female | 804 | 77 | 71 | 80 | 60 | 118 | 110 | 96 | 79 | 113 | 34.7 |
| Jack | 6.9 | Male | 3,363 | 309 | 363 | 299 | 214 | 476 | 454 | 336 | 371 | 541 | 35.5 |
| | | Female | 3,537 | 293 | 318 | 279 | 207 | 482 | 442 | 388 | 371 | 757 | 39.3 |
| Jackson | 12.9 | Male | 6,206 | 578 | 701 | 585 | 478 | 820 | 914 | 633 | 576 | 921 | 34.3 |
| | | Female | 6,694 | 563 | 655 | 576 | 457 | 883 | 841 | 730 | 697 | 1,292 | 37.5 |
| Jasper | 31.1 | Male | 14,859 | 1,327 | 1,653 | 1,554 | 1,215 | 1,973 | 1,929 | 1,612 | 1,532 | 2,064 | 33.5 |
| | | Female | 16,241 | 1,289 | 1,528 | 1,506 | 1,236 | 2,203 | 2,110 | 1,749 | 1,656 | 2,964 | 36.7 |
| Jeff Davis | 2.0 | Male | 1,029 | 75 | 100 | 119 | 70 | 120 | 142 | 124 | 102 | 177 | 37.1 |
| | | Female | 971 | 57 | 74 | 106 | 65 | 109 | 124 | 121 | 114 | 201 | 41.0 |
| Jefferson | 237.8 | Male | 114,059 | 11,105 | 11,828 | 10,262 | 10,941 | 18,466 | 16,530 | 11,242 | 10,496 | 13,189 | 32.0 |
| | | Female | 123,741 | 10,672 | 11,020 | 9,833 | 11,274 | 19,486 | 16,811 | 12,347 | 12,130 | 20,168 | 34.8 |
| Jim Hogg | 5.1 | Male | 2,491 | 291 | 293 | 266 | 245 | 347 | 307 | 241 | 192 | 309 | 29.3 |
| | | Female | 2,609 | 295 | 276 | 258 | 241 | 330 | 324 | 259 | 246 | 380 | 32.1 |
| Jim Wells | 37.4 | Male | 18,397 | 2,082 | 2,206 | 2,063 | 1,742 | 2,664 | 2,482 | 1,751 | 1,538 | 1,869 | 29.1 |
| | | Female | 19,003 | 1,933 | 2,034 | 1,928 | 1,761 | 2,707 | 2,560 | 1,880 | 1,714 | 2,486 | 31.8 |
| Johnson | 99.2 | Male | 49,154 | 4,966 | 5,192 | 4,907 | 4,726 | 8,049 | 7,627 | 5,781 | 3,873 | 4,033 | 30.9 |
| | | Female | 50,046 | 4,545 | 4,887 | 4,599 | 4,402 | 8,084 | 7,784 | 5,538 | 3,959 | 6,248 | 33.2 |
| Jones | 16.3 | Male | 7,795 | 673 | 816 | 795 | 579 | 1,062 | 1,052 | 859 | 736 | 1,223 | 34.7 |
| | | Female | 8,505 | 714 | 793 | 733 | 566 | 1,072 | 1,051 | 899 | 822 | 1,855 | 38.6 |
| Karnes | 12.3 | Male | 5,870 | 658 | 693 | 559 | 454 | 818 | 704 | 526 | 547 | 911 | 32.0 |
| | | Female | 6,430 | 614 | 658 | 596 | 492 | 838 | 712 | 573 | 658 | 1,289 | 35.2 |
| Kaufman | 53.4 | Male | 26,102 | 2,591 | 2,814 | 2,709 | 2,289 | 3,987 | 4,126 | 3,031 | 2,137 | 2,418 | 31.6 |
| | | Female | 27,298 | 2,535 | 2,657 | 2,476 | 2,220 | 4,162 | 4,100 | 2,978 | 2,267 | 3,903 | 34.0 |
| Kendall | 14.9 | Male | 7,244 | 668 | 712 | 690 | 559 | 967 | 1,072 | 926 | 659 | 991 | 35.2 |
| | | Female | 7,656 | 640 | 628 | 595 | 523 | 1,059 | 1,141 | 943 | 723 | 1,404 | 38.4 |
| Kenedy | .4 | Male | 196 | 16 | 21 | 22 | 14 | 34 | 21 | 24 | 26 | 18 | 32.4 |
| | | Female | 204 | 18 | 29 | 15 | 18 | 31 | 27 | 25 | 24 | 17 | 32.1 |
| Kent | 1.0 | Male | 480 | 41 | 43 | 46 | 27 | 56 | 60 | 65 | 52 | 90 | 39.5 |
| | | Female | 520 | 41 | 50 | 37 | 20 | 65 | 67 | 55 | 61 | 124 | 42.0 |
| Kerr | 36.5 | Male | 17,248 | 1,472 | 1,410 | 1,446 | 1,291 | 2,264 | 2,155 | 1,632 | 1,726 | 3,852 | 38.4 |
| | | Female | 19,252 | 1,381 | 1,460 | 1,356 | 1,307 | 2,285 | 2,274 | 1,886 | 2,154 | 5,149 | 43.1 |
| Kimble | 4.1 | Male | 2,007 | 172 | 190 | 188 | 127 | 224 | 248 | 229 | 232 | 397 | 39.1 |
| | | Female | 2,093 | 156 | 175 | 170 | 97 | 229 | 288 | 249 | 259 | 470 | 42.6 |
| King | .4 | Male | 207 | 19 | 23 | 22 | 17 | 31 | 36 | 26 | 24 | 9 | 32.3 |
| | | Female | 193 | 15 | 16 | 29 | 13 | 35 | 35 | 24 | 12 | 14 | 31.7 |
| Kinney | 3.2 | Male | 1,621 | 135 | 129 | 155 | 125 | 191 | 205 | 143 | 203 | 335 | 38.7 |
| | | Female | 1,579 | 117 | 145 | 129 | 104 | 188 | 177 | 144 | 206 | 369 | 41.0 |
| Kleberg | 29.9 | Male | 14,876 | 1,560 | 1,543 | 1,389 | 2,444 | 2,548 | 1,826 | 1,355 | 1,049 | 1,162 | 27.0 |
| | | Female | 15,024 | 1,554 | 1,425 | 1,359 | 2,207 | 2,212 | 1,891 | 1,428 | 1,177 | 1,771 | 29.4 |
| Knox | 4.8 | Male | 2,310 | 230 | 216 | 230 | 149 | 323 | 293 | 218 | 217 | 434 | 35.2 |
| | | Female | 2,490 | 211 | 223 | 216 | 150 | 286 | 262 | 240 | 269 | 633 | 41.1 |
| Lamar | 44.0 | Male | 20,842 | 1,917 | 1,989 | 1,907 | 2,156 | 2,897 | 2,846 | 2,309 | 1,829 | 2,992 | 33.5 |
| | | Female | 23,158 | 1,956 | 1,953 | 1,802 | 2,110 | 3,145 | 2,961 | 2,462 | 2,092 | 4,677 | 37.1 |
| Lamb | 14.8 | Male | 7,151 | 703 | 832 | 708 | 591 | 946 | 863 | 723 | 690 | 1,095 | 32.8 |
| | | Female | 7,649 | 701 | 826 | 688 | 564 | 1,004 | 823 | 758 | 740 | 1,545 | 35.5 |
| Lampasas | 13.6 | Male | 6,595 | 669 | 652 | 664 | 526 | 887 | 933 | 783 | 645 | 836 | 33.9 |
| | | Female | 7,005 | 603 | 604 | 597 | 573 | 917 | 915 | 797 | 697 | 1,302 | 37.3 |
| La Salle | 5.2 | Male | 2,581 | 272 | 341 | 255 | 253 | 377 | 353 | 243 | 176 | 311 | 29.5 |
| | | Female | 2,619 | 287 | 306 | 275 | 235 | 343 | 319 | 246 | 223 | 385 | 31.0 |
| Lavaca | 18.5 | Male | 8,834 | 758 | 825 | 767 | 635 | 1,174 | 1,151 | 891 | 882 | 1,751 | 37.2 |
| | | Female | 9,666 | 699 | 759 | 774 | 655 | 1,134 | 1,124 | 971 | 929 | 2,621 | 42.2 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **TEXAS (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Lee | 12.8 | Male | 6,456 | 579 | 647 | 834 | 528 | 927 | 910 | 606 | 553 | 872 | 31.9 |
| | | Female | 6,344 | 587 | 597 | 575 | 430 | 943 | 805 | 619 | 624 | 1,164 | 35.5 |
| Leon | 12.7 | Male | 6,154 | 551 | 577 | 561 | 477 | 841 | 780 | 643 | 655 | 1,069 | 35.9 |
| | | Female | 6,546 | 533 | 595 | 486 | 433 | 847 | 760 | 641 | 606 | 1,445 | 40.0 |
| Liberty | 52.6 | Male | 26,259 | 2,486 | 2,816 | 2,637 | 2,443 | 4,168 | 3,986 | 2,929 | 2,228 | 2,566 | 31.6 |
| | | Female | 26,341 | 2,418 | 2,573 | 2,541 | 2,213 | 4,008 | 3,772 | 2,803 | 2,416 | 3,597 | 33.5 |
| Limestone | 21.0 | Male | 9,909 | 914 | 983 | 940 | 776 | 1,466 | 1,404 | 1,003 | 919 | 1,504 | 34.2 |
| | | Female | 11,091 | 922 | 913 | 876 | 776 | 1,534 | 1,391 | 1,129 | 1,066 | 2,484 | 38.8 |
| Lipscomb | 3.0 | Male | 1,509 | 148 | 165 | 154 | 75 | 226 | 209 | 169 | 144 | 219 | 34.4 |
| | | Female | 1,491 | 121 | 134 | 157 | 82 | 202 | 205 | 172 | 148 | 270 | 37.4 |
| Live Oak | 9.5 | Male | 4,670 | 384 | 493 | 451 | 348 | 635 | 638 | 526 | 520 | 675 | 35.4 |
| | | Female | 4,830 | 411 | 467 | 408 | 318 | 625 | 630 | 570 | 527 | 874 | 38.0 |
| Llano | 11.7 | Male | 5,522 | 302 | 321 | 342 | 264 | 504 | 613 | 564 | 850 | 1,762 | 52.5 |
| | | Female | 6,178 | 324 | 334 | 305 | 249 | 514 | 596 | 579 | 1,055 | 2,222 | 56.8 |
| Loving | .1 | Male | 61 | 1 | 4 | 8 | 1 | 15 | 6 | 10 | 8 | 8 | 37.5 |
| | | Female | 39 | | 7 | 3 | 8 | 4 | 6 | | 6 | 5 | 28.7 |
| Lubbock | 224.1 | Male | 110,372 | 10,954 | 10,463 | 9,274 | 18,681 | 19,955 | 14,695 | 9,597 | 7,825 | 8,928 | 27.9 |
| | | Female | 113,728 | 10,254 | 10,028 | 8,894 | 17,541 | 19,129 | 15,289 | 10,659 | 8,730 | 13,204 | 30.3 |
| Lynn | 6.6 | Male | 3,244 | 344 | 361 | 327 | 276 | 476 | 369 | 335 | 310 | 446 | 31.6 |
| | | Female | 3,356 | 333 | 343 | 308 | 286 | 482 | 340 | 370 | 327 | 567 | 33.5 |
| McCulloch | 8.8 | Male | 4,194 | 390 | 395 | 440 | 302 | 520 | 561 | 413 | 390 | 783 | 35.9 |
| | | Female | 4,606 | 366 | 396 | 398 | 333 | 502 | 537 | 439 | 458 | 1,177 | 40.7 |
| McLennan | 189.9 | Male | 92,157 | 8,929 | 8,547 | 8,023 | 13,808 | 14,590 | 12,227 | 8,648 | 7,320 | 10,065 | 29.6 |
| | | Female | 97,743 | 8,677 | 8,108 | 7,634 | 13,374 | 14,172 | 12,586 | 9,211 | 8,312 | 15,669 | 32.8 |
| McMullen | .8 | Male | 402 | 45 | 31 | 21 | 30 | 64 | 53 | 56 | 52 | 50 | 36.9 |
| | | Female | 398 | 36 | 37 | 29 | 31 | 45 | 51 | 52 | 49 | 68 | 39.1 |
| Madison | 10.9 | Male | 6,332 | 428 | 427 | 414 | 1,573 | 1,348 | 619 | 447 | 419 | 657 | 27.4 |
| | | Female | 4,568 | 356 | 402 | 340 | 371 | 558 | 528 | 517 | 407 | 1,089 | 39.9 |
| Marion | 9.9 | Male | 4,869 | 411 | 451 | 471 | 328 | 582 | 648 | 569 | 585 | 824 | 38.0 |
| | | Female | 5,031 | 362 | 376 | 396 | 328 | 635 | 585 | 627 | 605 | 1,117 | 42.2 |
| Martin | 4.9 | Male | 2,431 | 262 | 315 | 290 | 211 | 320 | 337 | 255 | 208 | 233 | 29.3 |
| | | Female | 2,469 | 275 | 280 | 264 | 188 | 359 | 316 | 242 | 205 | 340 | 31.3 |
| Mason | 3.4 | Male | 1,617 | 130 | 158 | 143 | 93 | 194 | 217 | 176 | 178 | 328 | 39.2 |
| | | Female | 1,783 | 130 | 129 | 116 | 103 | 188 | 214 | 188 | 210 | 505 | 45.6 |
| Matagorda | 36.6 | Male | 18,107 | 2,025 | 2,153 | 1,766 | 1,492 | 3,005 | 2,634 | 1,817 | 1,444 | 1,771 | 30.4 |
| | | Female | 18,493 | 1,904 | 1,964 | 1,757 | 1,528 | 2,939 | 2,496 | 1,825 | 1,632 | 2,448 | 32.1 |
| Maverick | 36.9 | Male | 17,543 | 2,204 | 2,321 | 2,506 | 1,916 | 2,304 | 2,191 | 1,459 | 1,217 | 1,425 | 24.4 |
| | | Female | 19,357 | 2,204 | 2,315 | 2,582 | 2,054 | 2,681 | 2,632 | 1,740 | 1,459 | 1,690 | 27.0 |
| Medina | 27.6 | Male | 13,686 | 1,367 | 1,476 | 1,406 | 1,214 | 1,947 | 1,901 | 1,379 | 1,264 | 1,732 | 32.1 |
| | | Female | 13,914 | 1,308 | 1,400 | 1,288 | 1,184 | 1,914 | 1,969 | 1,393 | 1,326 | 2,132 | 34.3 |
| Menard | 2.2 | Male | 1,088 | 113 | 103 | 78 | 54 | 135 | 144 | 120 | 114 | 227 | 39.2 |
| | | Female | 1,112 | 75 | 92 | 78 | 67 | 128 | 130 | 107 | 140 | 295 | 43.9 |
| Midland | 107.4 | Male | 52,151 | 6,355 | 6,125 | 4,759 | 4,284 | 9,506 | 8,181 | 4,781 | 4,219 | 3,941 | 29.8 |
| | | Female | 55,249 | 6,122 | 5,815 | 4,724 | 4,653 | 10,035 | 8,308 | 5,292 | 4,670 | 5,630 | 31.3 |
| Milam | 22.7 | Male | 10,996 | 1,015 | 1,160 | 1,151 | 892 | 1,421 | 1,469 | 1,135 | 1,030 | 1,723 | 34.0 |
| | | Female | 11,704 | 1,002 | 1,070 | 1,046 | 835 | 1,485 | 1,458 | 1,165 | 1,117 | 2,526 | 37.8 |
| Mills | 4.5 | Male | 2,186 | 147 | 193 | 212 | 117 | 250 | 298 | 233 | 223 | 513 | 40.8 |
| | | Female | 2,314 | 158 | 177 | 192 | 127 | 237 | 254 | 215 | 266 | 688 | 45.5 |
| Mitchell | 7.9 | Male | 3,766 | 323 | 399 | 388 | 292 | 489 | 486 | 342 | 386 | 661 | 34.8 |
| | | Female | 4,134 | 328 | 374 | 374 | 263 | 482 | 494 | 378 | 448 | 993 | 40.0 |
| Montague | 17.2 | Male | 8,241 | 717 | 723 | 753 | 643 | 1,081 | 1,022 | 917 | 889 | 1,496 | 37.0 |
| | | Female | 8,959 | 673 | 686 | 698 | 564 | 1,061 | 1,070 | 962 | 967 | 2,278 | 42.5 |
| Montgomery | 185.8 | Male | 92,322 | 9,547 | 9,832 | 9,265 | 8,239 | 15,126 | 15,407 | 11,205 | 7,153 | 6,548 | 31.1 |
| | | Female | 93,478 | 8,770 | 9,326 | 8,694 | 7,783 | 15,551 | 15,858 | 11,018 | 7,090 | 9,388 | 32.8 |
| Moore | 17.8 | Male | 8,900 | 1,059 | 999 | 946 | 881 | 1,519 | 1,227 | 835 | 705 | 729 | 26.7 |
| | | Female | 8,900 | 1,035 | 993 | 891 | 815 | 1,415 | 1,145 | 829 | 747 | 1,030 | 30.1 |
| Morris | 13.1 | Male | 6,309 | 595 | 700 | 640 | 440 | 903 | 864 | 653 | 661 | 853 | 33.6 |
| | | Female | 6,791 | 509 | 614 | 558 | 501 | 933 | 884 | 709 | 721 | 1,362 | 38.2 |
| Motley | 1.5 | Male | 725 | 57 | 73 | 65 | 38 | 87 | 88 | 85 | 76 | 156 | 39.8 |
| | | Female | 775 | 45 | 50 | 60 | 44 | 75 | 90 | 77 | 97 | 237 | 47.4 |
| Nacogdoches | 55.2 | Male | 26,743 | 2,303 | 2,392 | 2,070 | 5,953 | 3,944 | 3,396 | 2,247 | 1,880 | 2,558 | 26.7 |
| | | Female | 28,457 | 2,096 | 2,080 | 2,032 | 6,512 | 3,849 | 3,389 | 2,409 | 2,114 | 3,976 | 28.9 |
| Navarro | 40.1 | Male | 19,262 | 1,858 | 1,967 | 1,801 | 2,004 | 2,839 | 2,502 | 1,988 | 1,662 | 2,641 | 32.0 |
| | | Female | 20,838 | 1,822 | 1,761 | 1,670 | 1,842 | 2,866 | 2,585 | 2,114 | 1,925 | 4,253 | 36.8 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **TEXAS (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Newton | 13.6 | Male | 6,633 | 611 | 756 | 686 | 564 | 885 | 930 | 754 | 641 | 806 | 32.9 |
| | | Female | 6,967 | 598 | 702 | 691 | 598 | 965 | 893 | 783 | 714 | 1,023 | 34.3 |
| Nolan | 16.5 | Male | 8,018 | 766 | 816 | 748 | 777 | 1,172 | 1,145 | 829 | 700 | 1,065 | 32.7 |
| | | Female | 8,482 | 733 | 759 | 802 | 667 | 1,118 | 1,065 | 862 | 810 | 1,666 | 36.5 |
| Nueces | 292.0 | Male | 142,820 | 15,285 | 16,018 | 14,764 | 14,288 | 24,827 | 21,501 | 13,511 | 10,569 | 12,057 | 29.5 |
| | | Female | 149,180 | 14,584 | 15,023 | 14,040 | 14,334 | 25,298 | 21,741 | 14,464 | 12,328 | 17,368 | 31.6 |
| Ochiltree | 8.9 | Male | 4,445 | 478 | 525 | 419 | 354 | 789 | 665 | 432 | 366 | 417 | 30.7 |
| | | Female | 4,455 | 453 | 482 | 411 | 346 | 765 | 599 | 436 | 413 | 550 | 32.0 |
| Oldham | 2.3 | Male | 1,300 | 81 | 154 | 411 | 72 | 141 | 135 | 101 | 97 | 108 | 18.4 |
| | | Female | 1,000 | 86 | 117 | 104 | 53 | 148 | 156 | 109 | 94 | 133 | 34.5 |
| Orange | 80.1 | Male | 39,175 | 3,715 | 4,146 | 3,977 | 3,582 | 6,080 | 5,795 | 4,607 | 3,689 | 3,584 | 31.9 |
| | | Female | 40,925 | 3,476 | 3,942 | 3,779 | 3,656 | 6,316 | 5,975 | 4,821 | 3,885 | 5,075 | 33.9 |
| Palo Pinto | 24.9 | Male | 12,017 | 1,141 | 1,136 | 1,080 | 1,053 | 1,766 | 1,596 | 1,308 | 1,214 | 1,723 | 34.1 |
| | | Female | 12,883 | 1,098 | 1,112 | 1,045 | 976 | 1,787 | 1,660 | 1,370 | 1,326 | 2,509 | 37.6 |
| Panola | 22.1 | Male | 10,561 | 992 | 1,138 | 1,010 | 900 | 1,500 | 1,555 | 1,170 | 954 | 1,342 | 33.3 |
| | | Female | 11,539 | 898 | 1,071 | 1,087 | 977 | 1,549 | 1,522 | 1,180 | 1,104 | 2,151 | 36.2 |
| Parker | 66.4 | Male | 33,185 | 3,207 | 3,394 | 3,100 | 2,990 | 5,036 | 5,345 | 4,102 | 2,933 | 3,078 | 32.7 |
| | | Female | 33,215 | 2,896 | 3,161 | 2,937 | 2,622 | 5,291 | 5,360 | 3,970 | 2,807 | 4,171 | 34.4 |
| Parmer | 9.7 | Male | 4,880 | 562 | 601 | 528 | 465 | 723 | 631 | 513 | 379 | 478 | 28.9 |
| | | Female | 4,820 | 525 | 530 | 478 | 381 | 707 | 608 | 487 | 373 | 731 | 32.0 |
| Pecos | 14.5 | Male | 7,170 | 746 | 965 | 831 | 655 | 1,016 | 950 | 719 | 669 | 619 | 28.8 |
| | | Female | 7,330 | 803 | 846 | 839 | 647 | 1,013 | 939 | 794 | 643 | 806 | 30.2 |
| Polk | 31.1 | Male | 15,164 | 1,265 | 1,358 | 1,355 | 1,135 | 1,829 | 1,827 | 1,626 | 1,891 | 2,878 | 38.5 |
| | | Female | 15,936 | 1,190 | 1,277 | 1,308 | 1,070 | 1,920 | 1,827 | 1,744 | 2,130 | 3,470 | 41.6 |
| Potter | 97.3 | Male | 46,738 | 5,334 | 4,839 | 4,149 | 4,879 | 8,348 | 6,365 | 4,173 | 3,809 | 4,842 | 30.0 |
| | | Female | 50,562 | 5,279 | 4,582 | 4,018 | 5,036 | 8,162 | 6,460 | 4,701 | 4,434 | 7,890 | 32.8 |
| Presidio | 6.8 | Male | 3,295 | 332 | 368 | 399 | 317 | 395 | 406 | 344 | 316 | 418 | 30.9 |
| | | Female | 3,505 | 349 | 373 | 394 | 318 | 419 | 444 | 341 | 345 | 522 | 32.6 |
| Rains | 6.9 | Male | 3,389 | 245 | 348 | 305 | 264 | 465 | 448 | 387 | 402 | 525 | 36.5 |
| | | Female | 3,511 | 264 | 300 | 278 | 233 | 461 | 451 | 399 | 403 | 722 | 39.9 |
| Randall | 90.7 | Male | 43,712 | 4,118 | 4,538 | 3,888 | 4,457 | 7,481 | 7,119 | 4,650 | 3,813 | 3,648 | 31.5 |
| | | Female | 46,988 | 4,084 | 4,441 | 3,887 | 4,825 | 7,914 | 7,451 | 5,001 | 4,060 | 5,325 | 32.9 |
| Reagan | 4.4 | Male | 2,231 | 274 | 322 | 291 | 177 | 374 | 334 | 186 | 134 | 139 | 26.4 |
| | | Female | 2,169 | 275 | 287 | 237 | 202 | 354 | 319 | 168 | 136 | 191 | 27.4 |
| Real | 2.4 | Male | 1,155 | 95 | 95 | 97 | 108 | 117 | 138 | 150 | 144 | 211 | 39.7 |
| | | Female | 1,245 | 83 | 92 | 103 | 110 | 120 | 140 | 164 | 154 | 279 | 43.2 |
| Red River | 14.2 | Male | 6,672 | 523 | 596 | 639 | 592 | 852 | 844 | 733 | 690 | 1,203 | 36.6 |
| | | Female | 7,528 | 517 | 573 | 590 | 565 | 902 | 876 | 797 | 810 | 1,898 | 42.0 |
| Reeves | 15.7 | Male | 8,089 | 904 | 919 | 910 | 860 | 1,324 | 1,055 | 756 | 644 | 717 | 28.4 |
| | | Female | 7,611 | 859 | 893 | 819 | 667 | 1,119 | 928 | 767 | 657 | 902 | 30.1 |
| Refugio | 7.9 | Male | 3,785 | 323 | 379 | 388 | 317 | 549 | 500 | 441 | 351 | 537 | 33.8 |
| | | Female | 4,115 | 328 | 399 | 372 | 341 | 529 | 534 | 441 | 424 | 747 | 36.7 |
| Roberts | 1.0 | Male | 489 | 42 | 56 | 54 | 20 | 75 | 80 | 57 | 62 | 43 | 34.7 |
| | | Female | 511 | 41 | 50 | 57 | 24 | 79 | 75 | 72 | 43 | 70 | 35.6 |
| Robertson | 15.5 | Male | 7,410 | 770 | 802 | 718 | 625 | 1,072 | 916 | 670 | 697 | 1,140 | 32.4 |
| | | Female | 8,090 | 794 | 718 | 659 | 680 | 1,055 | 899 | 786 | 791 | 1,708 | 36.5 |
| Rockwall | 26.6 | Male | 13,217 | 1,333 | 1,402 | 1,305 | 984 | 2,149 | 2,397 | 1,798 | 1,018 | 831 | 32.4 |
| | | Female | 13,383 | 1,210 | 1,390 | 1,207 | 982 | 2,228 | 2,454 | 1,702 | 990 | 1,220 | 33.5 |
| Runnels | 11.2 | Male | 5,452 | 509 | 581 | 537 | 431 | 720 | 704 | 549 | 513 | 908 | 34.3 |
| | | Female | 5,748 | 485 | 461 | 505 | 402 | 669 | 678 | 567 | 565 | 1,416 | 40.2 |
| Rusk | 43.8 | Male | 20,959 | 1,953 | 2,190 | 2,105 | 1,670 | 3,023 | 3,018 | 2,188 | 1,876 | 2,936 | 33.5 |
| | | Female | 22,841 | 1,896 | 2,110 | 2,004 | 1,702 | 3,181 | 3,006 | 2,256 | 2,075 | 4,611 | 36.8 |
| Sabine | 9.6 | Male | 4,623 | 336 | 316 | 393 | 308 | 486 | 453 | 514 | 680 | 1,137 | 45.4 |
| | | Female | 4,977 | 317 | 325 | 344 | 306 | 519 | 494 | 591 | 783 | 1,298 | 48.1 |
| San Augustine | 8.0 | Male | 3,770 | 336 | 325 | 342 | 309 | 459 | 399 | 394 | 450 | 756 | 37.9 |
| | | Female | 4,230 | 305 | 358 | 303 | 298 | 513 | 432 | 459 | 528 | 1,034 | 42.8 |
| San Jacinto | 16.6 | Male | 8,318 | 707 | 798 | 830 | 627 | 1,028 | 1,084 | 993 | 1,046 | 1,205 | 36.6 |
| | | Female | 8,282 | 617 | 733 | 701 | 588 | 1,094 | 1,093 | 1,014 | 1,060 | 1,382 | 38.7 |
| San Patricio | 58.5 | Male | 28,952 | 3,149 | 3,391 | 3,187 | 2,857 | 4,241 | 4,123 | 3,000 | 2,396 | 2,608 | 29.5 |
| | | Female | 29,548 | 2,882 | 3,346 | 3,086 | 2,715 | 4,256 | 4,185 | 3,086 | 2,542 | 3,450 | 31.4 |
| San Saba | 5.4 | Male | 2,634 | 240 | 281 | 257 | 188 | 303 | 331 | 272 | 253 | 509 | 36.5 |
| | | Female | 2,766 | 207 | 223 | 201 | 187 | 313 | 320 | 281 | 289 | 745 | 42.9 |
| Schleicher | 2.9 | Male | 1,401 | 155 | 155 | 162 | 83 | 192 | 220 | 121 | 129 | 184 | 32.6 |
| | | Female | 1,499 | 141 | 161 | 175 | 88 | 205 | 186 | 146 | 132 | 265 | 34.0 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

**TEXAS (continued)**

**ALL COUNTIES (continued)**

| METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex: 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Scurry | 18.4 | Male | 9,383 | 887 | 969 | 822 | 864 | 1,746 | 1,464 | 847 | 797 | 987 | 31.6 |
| | | Female | 9,017 | 822 | 961 | 831 | 755 | 1,289 | 1,161 | 871 | 867 | 1,460 | 33.8 |
| Shackelford | 3.2 | Male | 1,555 | 147 | 163 | 154 | 88 | 222 | 219 | 145 | 164 | 253 | 35.2 |
| | | Female | 1,645 | 114 | 147 | 137 | 96 | 222 | 207 | 158 | 159 | 405 | 40.1 |
| Shelby | 22.1 | Male | 10,488 | 951 | 968 | 1,014 | 924 | 1,491 | 1,337 | 1,095 | 1,067 | 1,641 | 34.3 |
| | | Female | 11,612 | 960 | 967 | 960 | 910 | 1,428 | 1,330 | 1,236 | 1,199 | 2,622 | 39.4 |
| Sherman | 2.8 | Male | 1,394 | 128 | 137 | 143 | 106 | 219 | 188 | 170 | 142 | 161 | 33.4 |
| | | Female | 1,406 | 131 | 136 | 152 | 98 | 172 | 203 | 155 | 142 | 217 | 35.7 |
| Smith | 152.9 | Male | 73,520 | 7,029 | 7,173 | 6,669 | 7,573 | 11,939 | 10,810 | 7,606 | 6,246 | 8,475 | 32.0 |
| | | Female | 79,380 | 6,898 | 6,795 | 6,441 | 7,720 | 12,249 | 11,248 | 8,225 | 7,245 | 12,559 | 34.7 |
| Somervell | 5.5 | Male | 2,787 | 313 | 331 | 319 | 232 | 387 | 450 | 290 | 203 | 262 | 30.1 |
| | | Female | 2,713 | 275 | 267 | 266 | 210 | 423 | 420 | 264 | 196 | 392 | 33.0 |
| Starr | 41.4 | Male | 20,359 | 2,645 | 2,802 | 3,016 | 2,448 | 2,886 | 2,293 | 1,748 | 1,181 | 1,340 | 22.9 |
| | | Female | 21,041 | 2,470 | 2,668 | 2,834 | 2,536 | 3,077 | 2,588 | 1,933 | 1,362 | 1,573 | 25.0 |
| Stephens | 8.8 | Male | 4,210 | 401 | 446 | 391 | 310 | 557 | 559 | 460 | 399 | 687 | 35.0 |
| | | Female | 4,590 | 365 | 420 | 392 | 276 | 577 | 576 | 468 | 512 | 1,004 | 39.6 |
| Sterling | 1.4 | Male | 682 | 73 | 88 | 72 | 45 | 133 | 94 | 55 | 52 | 70 | 29.7 |
| | | Female | 718 | 80 | 90 | 67 | 47 | 129 | 83 | 65 | 56 | 101 | 30.8 |
| Stonewall | 2.0 | Male | 971 | 88 | 93 | 78 | 68 | 147 | 112 | 103 | 117 | 165 | 36.0 |
| | | Female | 1,029 | 79 | 89 | 85 | 61 | 138 | 106 | 114 | 109 | 248 | 40.9 |
| Sutton | 4.0 | Male | 1,934 | 164 | 206 | 210 | 166 | 299 | 316 | 234 | 172 | 167 | 32.4 |
| | | Female | 2,066 | 220 | 208 | 229 | 177 | 284 | 307 | 210 | 182 | 249 | 32.0 |
| Swisher | 8.0 | Male | 3,935 | 424 | 456 | 381 | 316 | 538 | 472 | 386 | 395 | 567 | 32.3 |
| | | Female | 4,065 | 416 | 378 | 378 | 293 | 494 | 477 | 416 | 445 | 768 | 36.5 |
| Tarrant | 1,195.4 | Male | 591,269 | 64,069 | 55,640 | 47,443 | 65,926 | 126,728 | 93,922 | 60,219 | 38,850 | 38,472 | 29.9 |
| | | Female | 604,131 | 60,660 | 53,047 | 45,911 | 65,795 | 120,325 | 94,262 | 60,605 | 42,711 | 60,815 | 31.4 |
| Taylor | 119.5 | Male | 58,105 | 6,223 | 5,739 | 4,890 | 8,102 | 10,350 | 7,913 | 5,189 | 4,235 | 5,464 | 29.0 |
| | | Female | 61,395 | 5,850 | 5,435 | 4,709 | 7,627 | 9,999 | 8,077 | 5,742 | 5,038 | 8,918 | 32.1 |
| Terrell | 1.4 | Male | 732 | 62 | 73 | 86 | 35 | 98 | 105 | 99 | 87 | 87 | 36.1 |
| | | Female | 668 | 50 | 71 | 74 | 40 | 88 | 92 | 80 | 63 | 110 | 36.2 |
| Terry | 13.1 | Male | 6,345 | 737 | 803 | 701 | 546 | 860 | 767 | 635 | 567 | 729 | 29.5 |
| | | Female | 6,755 | 683 | 765 | 675 | 530 | 929 | 818 | 682 | 624 | 1,049 | 32.8 |
| Throckmorton | 1.8 | Male | 867 | 74 | 70 | 68 | 54 | 131 | 118 | 102 | 88 | 162 | 38.1 |
| | | Female | 933 | 68 | 70 | 78 | 50 | 115 | 101 | 105 | 103 | 243 | 43.5 |
| Titus | 24.1 | Male | 11,729 | 1,242 | 1,134 | 1,171 | 1,196 | 1,856 | 1,629 | 1,133 | 919 | 1,449 | 31.0 |
| | | Female | 12,371 | 1,207 | 1,130 | 1,039 | 1,103 | 1,751 | 1,603 | 1,201 | 1,036 | 2,301 | 34.7 |
| Tom Green | 99.3 | Male | 48,108 | 4,901 | 4,832 | 4,061 | 6,406 | 7,933 | 6,841 | 4,478 | 3,678 | 4,978 | 29.9 |
| | | Female | 51,192 | 4,611 | 4,696 | 3,988 | 6,127 | 8,116 | 6,958 | 4,780 | 4,255 | 7,661 | 32.6 |
| Travis | 587.4 | Male | 293,758 | 28,238 | 24,129 | 20,377 | 46,994 | 66,510 | 49,449 | 25,047 | 16,043 | 16,971 | 29.1 |
| | | Female | 293,642 | 26,695 | 23,074 | 19,780 | 44,926 | 62,511 | 46,953 | 26,080 | 17,964 | 25,659 | 30.2 |
| Trinity | 11.5 | Male | 5,557 | 429 | 490 | 456 | 396 | 712 | 637 | 616 | 712 | 1,109 | 39.6 |
| | | Female | 5,943 | 452 | 463 | 422 | 390 | 717 | 655 | 643 | 802 | 1,399 | 43.1 |
| Tyler | 16.6 | Male | 8,061 | 627 | 769 | 789 | 583 | 983 | 954 | 914 | 961 | 1,481 | 37.9 |
| | | Female | 8,539 | 600 | 652 | 730 | 582 | 1,008 | 1,013 | 1,033 | 1,057 | 1,864 | 41.9 |
| Upshur | 31.4 | Male | 15,237 | 1,418 | 1,560 | 1,511 | 1,418 | 2,205 | 2,159 | 1,718 | 1,441 | 1,807 | 32.8 |
| | | Female | 16,163 | 1,374 | 1,504 | 1,371 | 1,437 | 2,249 | 2,124 | 1,791 | 1,539 | 2,774 | 35.7 |
| Upton | 4.4 | Male | 2,178 | 235 | 296 | 266 | 165 | 332 | 329 | 210 | 185 | 160 | 28.8 |
| | | Female | 2,222 | 258 | 269 | 255 | 166 | 337 | 296 | 222 | 167 | 252 | 29.8 |
| Uvalde | 23.4 | Male | 11,281 | 1,219 | 1,292 | 1,272 | 1,285 | 1,563 | 1,411 | 1,097 | 919 | 1,223 | 28.7 |
| | | Female | 12,119 | 1,254 | 1,271 | 1,258 | 1,273 | 1,622 | 1,511 | 1,178 | 1,056 | 1,696 | 31.2 |
| Val Verde | 38.9 | Male | 19,280 | 2,283 | 2,171 | 2,220 | 2,439 | 3,026 | 2,255 | 1,833 | 1,401 | 1,652 | 26.7 |
| | | Female | 19,620 | 2,125 | 2,011 | 2,115 | 2,165 | 2,969 | 2,524 | 2,002 | 1,611 | 2,098 | 29.7 |
| Van Zandt | 38.4 | Male | 18,711 | 1,608 | 1,716 | 1,901 | 1,471 | 2,392 | 2,513 | 2,258 | 2,001 | 2,851 | 36.1 |
| | | Female | 19,689 | 1,501 | 1,611 | 1,559 | 1,403 | 2,480 | 2,652 | 2,250 | 2,236 | 3,997 | 39.9 |
| Victoria | 74.3 | Male | 36,143 | 3,948 | 4,078 | 3,624 | 3,288 | 5,903 | 5,487 | 3,658 | 2,839 | 3,318 | 30.3 |
| | | Female | 38,157 | 3,718 | 3,882 | 3,422 | 3,434 | 6,170 | 5,683 | 3,883 | 3,197 | 4,768 | 32.5 |
| Walker | 51.5 | Male | 30,729 | 1,827 | 1,641 | 1,776 | 5,676 | 7,364 | 5,777 | 2,933 | 1,768 | 1,967 | 31.0 |
| | | Female | 20,771 | 1,571 | 1,640 | 1,478 | 4,611 | 2,958 | 2,486 | 1,819 | 1,627 | 2,581 | 28.7 |
| Waller | 23.5 | Male | 11,549 | 1,027 | 1,073 | 986 | 2,294 | 1,585 | 1,501 | 1,113 | 881 | 1,089 | 27.5 |
| | | Female | 11,951 | 920 | 1,057 | 986 | 2,358 | 1,570 | 1,518 | 1,174 | 878 | 1,490 | 29.2 |
| Ward | 12.8 | Male | 6,372 | 619 | 789 | 858 | 589 | 953 | 878 | 572 | 537 | 577 | 28.5 |
| | | Female | 6,428 | 648 | 729 | 633 | 528 | 957 | 898 | 626 | 563 | 846 | 32.1 |
| Washington | 26.3 | Male | 12,736 | 1,151 | 1,199 | 1,103 | 1,527 | 1,923 | 1,690 | 1,187 | 1,157 | 1,799 | 32.2 |
| | | Female | 13,564 | 1,118 | 1,130 | 1,054 | 1,329 | 1,880 | 1,762 | 1,213 | 1,315 | 2,763 | 36.5 |

# POPULATION BY AGE AND SEX

| SaMM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **TEXAS (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Webb | 135.6 | Male | 65,041 | 8,584 | 8,366 | 8,613 | 7,955 | 10,321 | 7,982 | 5,187 | 3,804 | 4,229 | 24.1 |
| | | Female | 70,559 | 8,343 | 8,038 | 8,218 | 8,587 | 11,122 | 8,805 | 6,142 | 4,862 | 6,442 | 26.9 |
| Wharton | 39.7 | Male | 19,369 | 1,991 | 2,195 | 1,955 | 1,789 | 2,900 | 2,772 | 1,908 | 1,590 | 2,269 | 31.0 |
| | | Female | 20,331 | 1,954 | 2,052 | 1,803 | 1,708 | 2,911 | 2,629 | 2,016 | 1,816 | 3,442 | 34.1 |
| Wheeler | 5.8 | Male | 2,757 | 235 | 305 | 290 | 169 | 332 | 360 | 306 | 271 | 489 | 36.3 |
| | | Female | 3,043 | 204 | 269 | 249 | 165 | 377 | 358 | 338 | 305 | 778 | 42.2 |
| Wichita | 122.0 | Male | 59,708 | 5,875 | 5,619 | 4,910 | 8,108 | 10,569 | 8,063 | 5,575 | 5,056 | 5,933 | 30.1 |
| | | Female | 62,292 | 5,653 | 5,435 | 4,720 | 6,507 | 10,300 | 8,151 | 6,210 | 5,691 | 9,625 | 33.6 |
| Wilbarger | 14.9 | Male | 7,347 | 669 | 708 | 714 | 686 | 1,144 | 976 | 750 | 626 | 1,074 | 32.8 |
| | | Female | 7,553 | 674 | 590 | 602 | 605 | 982 | 918 | 740 | 716 | 1,726 | 38.5 |
| Willacy | 17.7 | Male | 8,558 | 1,018 | 1,157 | 1,190 | 843 | 1,159 | 972 | 692 | 629 | 898 | 25.6 |
| | | Female | 9,142 | 904 | 1,106 | 1,139 | 871 | 1,277 | 1,122 | 818 | 828 | 1,077 | 29.3 |
| Williamson | 143.6 | Male | 70,687 | 7,921 | 7,994 | 6,937 | 6,520 | 13,598 | 12,409 | 7,124 | 3,845 | 4,339 | 29.4 |
| | | Female | 72,913 | 7,655 | 7,455 | 6,735 | 6,825 | 14,259 | 12,640 | 6,745 | 4,015 | 6,584 | 30.5 |
| Wilson | 23.1 | Male | 11,490 | 1,172 | 1,326 | 1,188 | 1,008 | 1,673 | 1,672 | 1,214 | 962 | 1,275 | 31.3 |
| | | Female | 11,610 | 1,151 | 1,251 | 1,095 | 937 | 1,789 | 1,658 | 1,143 | 940 | 1,646 | 32.7 |
| Winkler | 8.3 | Male | 4,098 | 443 | 491 | 481 | 319 | 641 | 528 | 384 | 348 | 463 | 29.9 |
| | | Female | 4,202 | 407 | 489 | 468 | 316 | 626 | 500 | 405 | 397 | 594 | 31.7 |
| Wise | 35.1 | Male | 17,689 | 1,702 | 1,769 | 1,669 | 1,534 | 2,823 | 2,700 | 2,136 | 1,544 | 1,812 | 32.7 |
| | | Female | 17,411 | 1,603 | 1,635 | 1,603 | 1,370 | 2,661 | 2,522 | 1,977 | 1,467 | 2,573 | 34.4 |
| Wood | 29.6 | Male | 14,223 | 1,077 | 1,346 | 1,254 | 1,189 | 1,773 | 1,814 | 1,601 | 1,604 | 2,565 | 37.6 |
| | | Female | 15,377 | 1,085 | 1,218 | 1,179 | 1,086 | 1,823 | 1,858 | 1,657 | 1,820 | 3,651 | 42.0 |
| Yoakum | 8.7 | Male | 4,381 | 490 | 534 | 505 | 354 | 765 | 526 | 460 | 317 | 330 | 29.0 |
| | | Female | 4,319 | 468 | 602 | 454 | 346 | 723 | 585 | 407 | 309 | 425 | 29.0 |
| Young | 17.9 | Male | 8,577 | 800 | 866 | 775 | 599 | 1,332 | 1,174 | 873 | 864 | 1,294 | 34.4 |
| | | Female | 9,323 | 793 | 806 | 752 | 599 | 1,246 | 1,204 | 973 | 972 | 1,978 | 38.9 |
| Zapata | 9.5 | Male | 4,673 | 545 | 571 | 572 | 441 | 607 | 548 | 382 | 329 | 678 | 28.4 |
| | | Female | 4,827 | 562 | 535 | 542 | 476 | 629 | 562 | 391 | 393 | 737 | 29.7 |
| Zavala | 12.2 | Male | 6,157 | 738 | 719 | 808 | 737 | 954 | 739 | 493 | 395 | 574 | 25.8 |
| | | Female | 6,043 | 694 | 689 | 745 | 634 | 790 | 744 | 541 | 478 | 728 | 28.3 |
| **TOTAL METRO COUNTIES** | **14,047.9** | **Male** | **6,919,934** | **739,679** | **694,496** | **633,022** | **811,968** | **1,329,230** | **1,074,240** | **677,784** | **466,766** | **492,749** | **29.4** |
| | | **Female** | **7,127,966** | **707,101** | **664,052** | **607,438** | **783,567** | **1,312,299** | **1,091,679** | **702,014** | **520,090** | **739,726** | **31.1** |
| **TOTAL STATE** | **17,167.6** | **Male** | **8,454,187** | **884,964** | **851,004** | **782,877** | **959,376** | **1,556,848** | **1,280,953** | **834,589** | **606,311** | **697,265** | **29.8** |
| | | **Female** | **8,713,413** | **846,739** | **811,741** | **747,212** | **919,778** | **1,527,177** | **1,292,389** | **863,796** | **673,735** | **1,030,846** | **31.8** |
| **UTAH** | | | | | | | | | | | | | |
| **PROVO - OREM** | **266.4** | **Male** | **131,698** | **18,015** | **18,129** | **16,103** | **23,033** | **20,430** | **13,343** | **8,460** | **6,169** | **8,016** | **22.1** |
| | | **Female** | **134,702** | **16,873** | **16,958** | **15,695** | **26,182** | **18,985** | **13,709** | **8,877** | **6,805** | **10,618** | **22.8** |
| Utah | 266.4 | Male | 131,698 | 18,015 | 18,129 | 16,103 | 23,033 | 20,430 | 13,343 | 8,460 | 6,169 | 8,016 | 22.1 |
| | | Female | 134,702 | 16,873 | 16,958 | 15,695 | 26,182 | 18,985 | 13,709 | 8,877 | 6,805 | 10,618 | 22.8 |
| **SALT LAKE CITY - OGDEN** | **1,083.2** | **Male** | **537,926** | **66,682** | **70,793** | **60,990** | **55,614** | **90,596** | **76,075** | **46,590** | **32,446** | **38,140** | **26.6** |
| | | **Female** | **545,274** | **63,432** | **67,452** | **58,336** | **54,747** | **89,920** | **75,785** | **47,782** | **34,823** | **52,997** | **28.2** |
| Davis | 191.3 | Male | 96,180 | 12,964 | 14,368 | 12,388 | 10,105 | 14,976 | 12,312 | 8,206 | 5,629 | 5,232 | 23.8 |
| | | Female | 95,120 | 12,287 | 13,539 | 11,716 | 9,052 | 14,992 | 12,781 | 8,514 | 5,747 | 6,492 | 25.6 |
| Salt Lake | 732.9 | Male | 363,481 | 44,717 | 46,816 | 39,808 | 37,443 | 63,245 | 53,315 | 31,442 | 21,115 | 25,580 | 27.0 |
| | | Female | 369,419 | 42,365 | 44,625 | 38,147 | 37,549 | 62,868 | 52,573 | 32,080 | 22,985 | 36,227 | 28.5 |
| Weber | 159.0 | Male | 78,265 | 9,001 | 9,609 | 8,794 | 8,066 | 12,375 | 10,448 | 6,942 | 5,702 | 7,328 | 28.0 |
| | | Female | 80,735 | 8,780 | 9,288 | 8,473 | 8,146 | 12,060 | 10,431 | 7,188 | 6,091 | 10,278 | 29.7 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Beaver | 4.7 | Male | 2,302 | 232 | 328 | 305 | 152 | 252 | 289 | 207 | 206 | 331 | 30.3 |
| | | Female | 2,398 | 257 | 313 | 279 | 141 | 276 | 274 | 197 | 228 | 433 | 32.6 |
| Box Elder | 36.8 | Male | 18,351 | 2,440 | 2,870 | 2,332 | 1,331 | 2,665 | 2,205 | 1,577 | 1,381 | 1,550 | 25.8 |
| | | Female | 18,449 | 2,370 | 2,747 | 2,253 | 1,223 | 2,696 | 2,105 | 1,672 | 1,332 | 2,051 | 27.3 |
| Cache | 71.0 | Male | 35,659 | 4,770 | 4,718 | 4,104 | 5,602 | 5,986 | 4,034 | 2,383 | 1,667 | 2,395 | 23.3 |
| | | Female | 35,341 | 4,525 | 4,415 | 3,655 | 5,940 | 5,424 | 3,839 | 2,469 | 1,691 | 3,383 | 24.0 |
| Carbon | 19.9 | Male | 9,678 | 1,006 | 1,288 | 1,211 | 776 | 1,276 | 1,476 | 833 | 707 | 1,105 | 29.4 |
| | | Female | 10,222 | 971 | 1,262 | 1,177 | 846 | 1,390 | 1,384 | 854 | 794 | 1,544 | 31.2 |
| Daggett | .7 | Male | 357 | 40 | 43 | 31 | 24 | 46 | 53 | 35 | 47 | 38 | 33.8 |
| | | Female | 343 | 35 | 50 | 43 | 21 | 42 | 51 | 36 | 35 | 30 | 30.4 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **UTAH (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Davis | 191.3 | Male | 96,180 | 12,964 | 14,368 | 12,388 | 10,105 | 14,976 | 12,312 | 8,206 | 5,629 | 5,232 | 23.8 |
| | | Female | 95,120 | 12,287 | 13,539 | 11,716 | 9,052 | 14,992 | 12,781 | 8,514 | 5,747 | 6,492 | 25.6 |
| Duchesne | 12.3 | Male | 6,207 | 847 | 1,025 | 915 | 408 | 819 | 763 | 566 | 390 | 474 | 23.4 |
| | | Female | 6,093 | 786 | 905 | 834 | 426 | 870 | 759 | 588 | 362 | 563 | 26.1 |
| Emery | 10.2 | Male | 5,199 | 641 | 902 | 764 | 333 | 687 | 736 | 462 | 315 | 359 | 24.1 |
| | | Female | 5,001 | 590 | 834 | 680 | 300 | 737 | 677 | 450 | 296 | 437 | 26.3 |
| Garfield | 4.0 | Male | 2,043 | 234 | 274 | 262 | 131 | 248 | 238 | 197 | 184 | 275 | 29.9 |
| | | Female | 1,957 | 235 | 242 | 196 | 127 | 231 | 248 | 184 | 214 | 280 | 32.7 |
| Grand | 6.5 | Male | 3,155 | 314 | 360 | 341 | 184 | 438 | 512 | 519 | 317 | 370 | 33.6 |
| | | Female | 3,345 | 329 | 384 | 355 | 178 | 469 | 494 | 348 | 350 | 438 | 34.1 |
| Iron | 20.9 | Male | 10,399 | 1,241 | 1,356 | 1,279 | 1,474 | 1,373 | 1,229 | 851 | 694 | 902 | 24.3 |
| | | Female | 10,501 | 1,132 | 1,296 | 1,184 | 1,686 | 1,327 | 1,223 | 867 | 698 | 1,088 | 24.8 |
| Juab | 5.8 | Male | 2,877 | 323 | 421 | 410 | 195 | 350 | 356 | 258 | 202 | 362 | 27.6 |
| | | Female | 2,923 | 327 | 406 | 380 | 184 | 338 | 365 | 239 | 229 | 455 | 29.9 |
| Kane | 5.3 | Male | 2,672 | 321 | 342 | 358 | 185 | 297 | 357 | 248 | 218 | 346 | 29.4 |
| | | Female | 2,628 | 280 | 347 | 304 | 169 | 295 | 363 | 251 | 235 | 384 | 32.3 |
| Millard | 11.1 | Male | 5,586 | 772 | 932 | 789 | 307 | 690 | 673 | 466 | 361 | 596 | 24.8 |
| | | Female | 5,514 | 718 | 849 | 724 | 306 | 718 | 650 | 423 | 389 | 737 | 27.2 |
| Morgan | 5.6 | Male | 2,816 | 346 | 442 | 403 | 186 | 351 | 344 | 309 | 219 | 216 | 25.9 |
| | | Female | 2,784 | 316 | 416 | 392 | 202 | 358 | 362 | 302 | 193 | 243 | 26.8 |
| Piute | 1.3 | Male | 663 | 60 | 86 | 83 | 46 | 53 | 53 | 83 | 78 | 121 | 35.7 |
| | | Female | 637 | 52 | 74 | 71 | 37 | 46 | 72 | 81 | 75 | 129 | 40.3 |
| Rich | 1.7 | Male | 867 | 119 | 150 | 110 | 44 | 106 | 119 | 71 | 56 | 92 | 26.0 |
| | | Female | 833 | 110 | 125 | 124 | 35 | 122 | 112 | 52 | 55 | 98 | 26.8 |
| Salt Lake | 732.9 | Male | 363,481 | 44,717 | 46,816 | 39,808 | 37,443 | 63,245 | 53,315 | 31,442 | 21,115 | 25,580 | 27.0 |
| | | Female | 369,419 | 42,365 | 44,625 | 38,147 | 37,549 | 62,868 | 52,573 | 32,080 | 22,985 | 36,227 | 28.5 |
| San Juan | 12.6 | Male | 6,233 | 995 | 929 | 914 | 593 | 826 | 719 | 479 | 378 | 400 | 21.3 |
| | | Female | 6,367 | 879 | 893 | 887 | 563 | 956 | 746 | 553 | 402 | 488 | 24.5 |
| Sanpete | 16.3 | Male | 8,005 | 872 | 1,229 | 1,084 | 949 | 827 | 972 | 616 | 503 | 953 | 24.0 |
| | | Female | 8,295 | 859 | 1,140 | 1,090 | 1,030 | 871 | 929 | 615 | 553 | 1,208 | 25.3 |
| Sevier | 15.4 | Male | 7,624 | 908 | 1,137 | 1,064 | 506 | 857 | 967 | 664 | 587 | 934 | 27.3 |
| | | Female | 7,776 | 848 | 1,111 | 1,020 | 455 | 956 | 937 | 671 | 617 | 1,161 | 29.7 |
| Summit | 15.9 | Male | 8,134 | 907 | 1,021 | 827 | 658 | 1,489 | 1,556 | 823 | 447 | 406 | 29.4 |
| | | Female | 7,766 | 869 | 931 | 783 | 594 | 1,514 | 1,447 | 728 | 396 | 504 | 29.7 |
| Tooele | 26.6 | Male | 13,443 | 1,501 | 1,804 | 1,716 | 1,217 | 1,932 | 1,860 | 1,411 | 984 | 1,018 | 27.5 |
| | | Female | 13,157 | 1,395 | 1,608 | 1,646 | 1,149 | 1,958 | 1,757 | 1,351 | 1,029 | 1,264 | 29.0 |
| Uintah | 21.9 | Male | 10,834 | 1,412 | 1,724 | 1,504 | 741 | 1,532 | 1,481 | 927 | 734 | 779 | 25.2 |
| | | Female | 11,066 | 1,414 | 1,647 | 1,411 | 789 | 1,725 | 1,423 | 989 | 734 | 934 | 26.6 |
| Utah | 266.4 | Male | 131,698 | 18,015 | 18,129 | 16,103 | 23,033 | 20,430 | 13,343 | 8,460 | 6,169 | 8,016 | 22.1 |
| | | Female | 134,702 | 16,873 | 16,958 | 15,695 | 26,182 | 18,985 | 13,709 | 8,877 | 6,805 | 10,618 | 22.8 |
| Wasatch | 10.2 | Male | 5,117 | 646 | 728 | 726 | 403 | 705 | 704 | 478 | 329 | 398 | 25.8 |
| | | Female | 5,083 | 591 | 721 | 633 | 386 | 716 | 694 | 449 | 348 | 545 | 27.9 |
| Washington | 50.3 | Male | 24,670 | 2,970 | 3,449 | 3,014 | 2,478 | 2,841 | 2,571 | 1,725 | 1,814 | 3,808 | 26.5 |
| | | Female | 25,630 | 2,921 | 3,176 | 2,843 | 2,408 | 3,039 | 2,812 | 1,919 | 2,145 | 4,367 | 29.8 |
| Wayne | 2.2 | Male | 1,135 | 127 | 152 | 167 | 65 | 128 | 155 | 91 | 79 | 171 | 29.4 |
| | | Female | 1,065 | 111 | 146 | 131 | 58 | 144 | 135 | 83 | 89 | 168 | 31.0 |
| Weber | 159.0 | Male | 78,265 | 9,001 | 9,609 | 8,794 | 8,066 | 12,375 | 10,448 | 6,942 | 5,702 | 7,328 | 28.0 |
| | | Female | 80,735 | 8,780 | 9,288 | 8,473 | 8,146 | 12,060 | 10,431 | 7,188 | 6,091 | 10,278 | 29.7 |
| **TOTAL METRO COUNTIES** | **1,349.6** | **Male** | **669,624** | **84,697** | **88,922** | **77,093** | **78,647** | **111,026** | **89,418** | **55,050** | **38,615** | **46,156** | **25.5** |
| | | **Female** | **679,976** | **80,305** | **84,410** | **74,031** | **80,929** | **108,905** | **89,494** | **56,659** | **41,628** | **63,615** | **26.9** |
| **TOTAL STATE** | **1,738.8** | **Male** | **863,650** | **108,741** | **116,632** | **101,806** | **97,635** | **137,800** | **113,840** | **71,129** | **51,512** | **64,555** | **25.5** |
| | | **Female** | **875,150** | **103,225** | **110,448** | **97,126** | **100,182** | **136,123** | **113,352** | **73,030** | **55,117** | **86,547** | **27.0** |
| **VERMONT** | | | | | | | | | | | | | |
| **BURLINGTON** | **138.7** | **Male** | **67,404** | **6,365** | **5,471** | **5,015** | **10,442** | **13,030** | **11,303** | **6,985** | **4,501** | **4,292** | **29.9** |
| | | **Female** | **71,296** | **6,069** | **5,251** | **4,827** | **11,462** | **13,300** | **11,403** | **7,092** | **4,840** | **7,052** | **31.0** |
| Chittenden | 133.4 | Male | 64,740 | 6,088 | 5,221 | 4,804 | 10,250 | 12,570 | 10,851 | 6,670 | 4,273 | 4,013 | 29.8 |
| | | Female | 68,660 | 5,828 | 4,999 | 4,637 | 11,269 | 12,858 | 10,936 | 6,812 | 4,575 | 6,746 | 30.9 |
| Grand Isle | 5.3 | Male | 2,664 | 277 | 250 | 211 | 192 | 460 | 452 | 315 | 228 | 279 | 33.7 |
| | | Female | 2.636 | 241 | 252 | 190 | 193 | 442 | 467 | 280 | 265 | 306 | 35.0 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **VERMONT (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Addison | 33.3 | Male | 16,597 | 1,531 | 1,596 | 1,415 | 2,272 | 2,651 | 2,779 | 1,724 | 1,154 | 1,475 | 30.6 |
| | | Female | 16,703 | 1,522 | 1,382 | 1,331 | 2,211 | 2,618 | 2,823 | 1,584 | 1,246 | 1,986 | 32.3 |
| Bennington | 36.1 | Male | 17,459 | 1,654 | 1,596 | 1,480 | 1,691 | 2,674 | 2,694 | 1,915 | 1,566 | 2,189 | 33.6 |
| | | Female | 18,641 | 1,565 | 1,527 | 1,295 | 1,753 | 2,819 | 2,778 | 1,998 | 1,723 | 3,183 | 36.3 |
| Caledonia | 28.1 | Male | 13,741 | 1,282 | 1,384 | 1,299 | 1,430 | 2,014 | 2,266 | 1,446 | 1,125 | 1,495 | 32.3 |
| | | Female | 14,359 | 1,302 | 1,297 | 1,242 | 1,264 | 2,130 | 2,271 | 1,403 | 1,261 | 2,189 | 34.7 |
| Chittenden | 133.4 | Male | 64,740 | 6,088 | 5,221 | 4,804 | 10,250 | 12,570 | 10,851 | 6,670 | 4,273 | 4,013 | 29.8 |
| | | Female | 68,660 | 5,828 | 4,999 | 4,637 | 11,269 | 12,858 | 10,936 | 6,812 | 4,575 | 6,746 | 30.9 |
| Essex | 6.5 | Male | 3,202 | 280 | 285 | 302 | 217 | 465 | 511 | 391 | 336 | 415 | 36.0 |
| | | Female | 3,298 | 276 | 302 | 291 | 218 | 508 | 479 | 370 | 345 | 509 | 36.1 |
| Franklin | 40.3 | Male | 19,867 | 2,165 | 2,075 | 1,896 | 1,718 | 3,544 | 3,231 | 2,040 | 1,462 | 1,736 | 30.9 |
| | | Female | 20,433 | 1,989 | 2,019 | 1,795 | 1,774 | 3,623 | 3,129 | 1,912 | 1,595 | 2,597 | 32.3 |
| Grand Isle | 5.3 | Male | 2,664 | 277 | 250 | 211 | 192 | 460 | 452 | 315 | 228 | 279 | 33.7 |
| | | Female | 2,636 | 241 | 252 | 190 | 193 | 442 | 467 | 280 | 265 | 306 | 35.0 |
| Lamoille | 20.0 | Male | 9,998 | 989 | 898 | 797 | 1,250 | 1,706 | 1,690 | 1,030 | 729 | 909 | 31.2 |
| | | Female | 10,002 | 866 | 859 | 780 | 1,098 | 1,766 | 1,586 | 1,040 | 728 | 1,279 | 32.9 |
| Orange | 26.4 | Male | 13,220 | 1,313 | 1,295 | 1,190 | 1,357 | 2,109 | 2,182 | 1,382 | 1,070 | 1,322 | 31.9 |
| | | Female | 13,180 | 1,217 | 1,252 | 1,093 | 978 | 2,228 | 2,171 | 1,380 | 1,089 | 1,772 | 34.2 |
| Orleans | 24.1 | Male | 11,881 | 1,176 | 1,237 | 1,155 | 1,021 | 1,702 | 1,917 | 1,330 | 1,002 | 1,341 | 32.9 |
| | | Female | 12,219 | 1,007 | 1,147 | 1,152 | 930 | 1,781 | 1,920 | 1,285 | 1,091 | 1,906 | 35.5 |
| Rutland | 62.6 | Male | 30,334 | 2,721 | 2,669 | 2,355 | 3,288 | 4,990 | 5,052 | 3,306 | 2,594 | 3,359 | 33.3 |
| | | Female | 32,266 | 2,665 | 2,551 | 2,256 | 3,259 | 5,140 | 4,991 | 3,380 | 2,775 | 5,249 | 35.5 |
| Washington | 55.4 | Male | 27,150 | 2,489 | 2,501 | 2,289 | 3,172 | 4,216 | 4,697 | 3,061 | 2,138 | 2,587 | 32.4 |
| | | Female | 28,250 | 2,378 | 2,372 | 2,122 | 2,299 | 4,497 | 4,898 | 3,005 | 2,314 | 4,365 | 35.9 |
| Windham | 42.0 | Male | 20,493 | 1,991 | 1,942 | 1,629 | 1,778 | 3,426 | 3,671 | 2,253 | 1,647 | 2,156 | 33.5 |
| | | Female | 21,507 | 1,833 | 1,827 | 1,569 | 1,730 | 3,556 | 3,729 | 2,231 | 1,754 | 3,278 | 35.6 |
| Windsor | 54.5 | Male | 26,693 | 2,389 | 2,430 | 2,173 | 2,008 | 4,240 | 4,643 | 3,095 | 2,362 | 3,353 | 35.2 |
| | | Female | 27,807 | 2,341 | 2,267 | 1,968 | 1,853 | 4,519 | 4,633 | 3,071 | 2,498 | 4,657 | 37.1 |
| **TOTAL METRO COUNTIES** | **138.7** | **Male** | **67,404** | **6,365** | **5,471** | **5,015** | **10,442** | **13,030** | **11,303** | **6,985** | **4,501** | **4,292** | **29.9** |
| | | **Female** | **71,296** | **6,069** | **5,251** | **4,827** | **11,462** | **13,300** | **11,403** | **7,092** | **4,840** | **7,052** | **31.0** |
| **TOTAL STATE** | **568.0** | **Male** | **278,039** | **26,345** | **25,379** | **22,995** | **31,644** | **46,767** | **46,636** | **29,958** | **21,686** | **26,629** | **32.0** |
| | | **Female** | **289,961** | **25,030** | **24,053** | **21,721** | **30,829** | **48,485** | **46,811** | **29,751** | **23,259** | **40,022** | **33.9** |
| **VIRGINIA** | | | | | | | | | | | | | |
| **CHARLOTTESVILLE** | **132.6** | **Male** | **64,102** | **5,631** | **4,960** | **4,289** | **10,911** | **11,886** | **9,716** | **6,160** | **4,735** | **5,814** | **30.3** |
| | | **Female** | **68,498** | **5,369** | **4,757** | **4,113** | **10,806** | **12,614** | **10,256** | **6,796** | **5,367** | **8,420** | **32.3** |
| Albemarle | 68.9 | Male | 33,627 | 2,974 | 2,688 | 2,357 | 5,286 | 5,965 | 5,435 | 3,485 | 2,525 | 2,912 | 30.9 |
| | | Female | 35,273 | 2,808 | 2,597 | 2,263 | 4,974 | 6,534 | 5,838 | 3,750 | 2,745 | 3,764 | 32.6 |
| Charlottesville city | 40.5 | Male | 19,001 | 1,504 | 1,198 | 998 | 4,637 | 3,920 | 2,432 | 1,389 | 1,224 | 1,699 | 28.0 |
| | | Female | 21,499 | 1,474 | 1,193 | 980 | 4,862 | 3,926 | 2,546 | 1,754 | 1,539 | 3,225 | 30.7 |
| Fluvanna | 12.7 | Male | 6,264 | 601 | 559 | 489 | 548 | 1,046 | 981 | 690 | 598 | 752 | 33.9 |
| | | Female | 6,436 | 567 | 526 | 485 | 527 | 1,126 | 945 | 716 | 646 | 898 | 34.9 |
| Greene | 10.5 | Male | 5,210 | 552 | 515 | 445 | 440 | 955 | 868 | 596 | 388 | 451 | 31.8 |
| | | Female | 5,290 | 520 | 441 | 385 | 443 | 1,028 | 927 | 576 | 437 | 533 | 33.3 |
| **DANVILLE** | **108.4** | **Male** | **51,322** | **4,404** | **4,325** | **4,545** | **4,777** | **7,839** | **7,750** | **6,014** | **5,048** | **6,620** | **34.7** |
| | | **Female** | **57,078** | **4,092** | **4,180** | **4,108** | **4,933** | **8,484** | **8,206** | **6,374** | **6,053** | **10,648** | **38.3** |
| Danville city | 53.2 | Male | 24,247 | 2,210 | 1,976 | 2,083 | 2,349 | 3,556 | 3,439 | 2,623 | 2,479 | 3,532 | 34.9 |
| | | Female | 28,953 | 2,055 | 1,904 | 1,914 | 2,558 | 4,029 | 3,905 | 2,994 | 3,218 | 6,376 | 40.2 |
| Pittsylvania | 55.2 | Male | 27,075 | 2,194 | 2,349 | 2,462 | 2,428 | 4,283 | 4,311 | 3,391 | 2,569 | 3,088 | 34.6 |
| | | Female | 28,125 | 2,037 | 2,276 | 2,194 | 2,375 | 4,455 | 4,301 | 3,380 | 2,835 | 4,272 | 36.7 |
| **LYNCHBURG** | **142.3** | **Male** | **67,002** | **6,051** | **5,533** | **5,529** | **8,290** | **10,592** | **9,816** | **7,555** | **6,097** | **7,539** | **32.6** |
| | | **Female** | **75,298** | **5,546** | **5,314** | **5,478** | **9,877** | **11,185** | **10,594** | **8,133** | **6,846** | **12,325** | **35.2** |
| Amherst | 28.6 | Male | 13,751 | 1,165 | 1,104 | 1,179 | 1,388 | 2,138 | 2,198 | 1,743 | 1,373 | 1,463 | 34.5 |
| | | Female | 14,849 | 1,050 | 1,101 | 1,162 | 1,710 | 2,260 | 2,314 | 1,791 | 1,397 | 2,064 | 35.6 |
| Campbell | 47.8 | Male | 23,568 | 2,062 | 1,958 | 2,083 | 2,502 | 3,939 | 3,548 | 2,918 | 2,218 | 2,340 | 33.1 |
| | | Female | 24,232 | 1,863 | 1,809 | 1,951 | 2,442 | 3,942 | 3,757 | 3,093 | 2,237 | 3,138 | 35.3 |
| Lynchburg city | 65.9 | Male | 29,683 | 2,824 | 2,471 | 2,267 | 4,400 | 4,515 | 4,070 | 2,894 | 2,506 | 3,736 | 31.4 |
| | | Female | 36,217 | 2,633 | 2,404 | 2,365 | 5,725 | 4,983 | 4,523 | 3,249 | 3,212 | 7,123 | 35.0 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **VIRGINIA (continued)** | | | | | | | | | | | | | |
| **NORFOLK - VIRGINIA BEACH - NEWPORT NEWS** | **1,419.4** | **Male** | **711,510** | **73,919** | **63,716** | **55,121** | **110,253** | **144,804** | **104,236** | **63,598** | **45,561** | **50,302** | **28.6** |
| | | **Female** | **707,890** | **70,604** | **61,343** | **53,666** | **83,169** | **136,347** | **105,257** | **67,394** | **52,827** | **77,283** | **31.2** |
| Chesapeake city | 156.7 | Male | 76,788 | 8,029 | 7,768 | 7,135 | 7,656 | 14,507 | 12,923 | 8,322 | 5,190 | 5,258 | 30.4 |
| | | Female | 79,912 | 7,909 | 7,591 | 6,831 | 7,085 | 14,934 | 13,425 | 8,372 | 5,841 | 7,924 | 32.1 |
| Gloucester | 31.0 | Male | 15,303 | 1,537 | 1,454 | 1,397 | 1,160 | 2,669 | 2,623 | 1,804 | 1,207 | 1,452 | 32.9 |
| | | Female | 15,697 | 1,406 | 1,416 | 1,292 | 1,228 | 2,766 | 2,538 | 1,755 | 1,307 | 1,989 | 34.1 |
| Hampton city | 135.0 | Male | 65,811 | 6,556 | 5,703 | 4,999 | 8,709 | 13,256 | 9,688 | 6,562 | 5,136 | 5,202 | 30.2 |
| | | Female | 69,189 | 6,345 | 5,464 | 4,984 | 9,137 | 12,890 | 9,853 | 7,357 | 5,490 | 7,669 | 31.7 |
| James City | 36.2 | Male | 17,697 | 1,668 | 1,523 | 1,311 | 1,634 | 3,114 | 2,967 | 2,021 | 1,653 | 1,806 | 33.7 |
| | | Female | 18,503 | 1,518 | 1,447 | 1,403 | 1,630 | 3,248 | 2,985 | 2,139 | 1,789 | 2,344 | 35.0 |
| Newport News city | 171.6 | Male | 84,100 | 9,910 | 7,880 | 6,446 | 10,913 | 18,468 | 11,743 | 7,248 | 5,370 | 6,122 | 28.7 |
| | | Female | 87,500 | 9,438 | 7,410 | 6,407 | 9,981 | 17,978 | 12,113 | 7,946 | 6,436 | 9,791 | 30.8 |
| Norfolk city | 262.7 | Male | 140,045 | 13,296 | 10,008 | 7,754 | 37,987 | 28,554 | 16,083 | 8,439 | 7,355 | 10,569 | 25.3 |
| | | Female | 122,655 | 12,821 | 9,656 | 7,570 | 18,858 | 22,991 | 14,919 | 9,374 | 9,430 | 17,036 | 30.4 |
| Poquoson city | 11.2 | Male | 5,574 | 460 | 572 | 584 | 482 | 770 | 1,021 | 852 | 487 | 346 | 33.9 |
| | | Female | 5,626 | 397 | 486 | 595 | 430 | 751 | 1,132 | 808 | 435 | 592 | 36.4 |
| Portsmouth city | 104.0 | Male | 49,486 | 5,433 | 4,770 | 4,207 | 5,710 | 9,099 | 6,567 | 4,340 | 3,857 | 5,503 | 30.1 |
| | | Female | 54,514 | 5,172 | 4,500 | 4,017 | 5,596 | 9,323 | 7,154 | 4,974 | 4,904 | 8,874 | 33.6 |
| Suffolk city | 52.6 | Male | 24,929 | 2,554 | 2,436 | 2,308 | 2,151 | 4,031 | 3,717 | 2,887 | 2,218 | 2,627 | 32.5 |
| | | Female | 27,671 | 2,414 | 2,374 | 2,266 | 2,353 | 4,551 | 3,895 | 3,072 | 2,588 | 4,158 | 34.7 |
| Virginia Beach city | 403.4 | Male | 204,776 | 22,322 | 19,179 | 16,532 | 29,343 | 46,216 | 32,510 | 17,964 | 11,177 | 9,533 | 28.2 |
| | | Female | 198,624 | 21,143 | 18,581 | 15,925 | 22,189 | 42,789 | 32,752 | 18,483 | 12,578 | 14,184 | 30.0 |
| Williamsburg city | 11.7 | Male | 5,432 | 187 | 173 | 216 | 2,538 | 764 | 455 | 324 | 262 | 513 | 23.9 |
| | | Female | 6,268 | 201 | 173 | 211 | 2,999 | 674 | 440 | 326 | 354 | 890 | 23.9 |
| York | 43.3 | Male | 21,569 | 1,967 | 2,250 | 2,232 | 1,970 | 3,356 | 3,939 | 2,835 | 1,649 | 1,371 | 32.0 |
| | | Female | 21,731 | 1,840 | 2,245 | 2,165 | 1,683 | 3,452 | 4,051 | 2,788 | 1,675 | 1,832 | 33.5 |
| **RICHMOND - PETERSBURG** | **875.4** | **Male** | **417,018** | **39,280** | **36,336** | **33,693** | **43,990** | **76,578** | **71,146** | **45,890** | **32,800** | **37,305** | **32.2** |
| | | **Female** | **458,382** | **38,123** | **34,986** | **32,146** | **46,966** | **83,132** | **75,140** | **48,793** | **38,082** | **61,014** | **34.3** |
| Charles City | 6.3 | Male | 3,084 | 242 | 251 | 251 | 314 | 502 | 492 | 397 | 315 | 320 | 34.6 |
| | | Female | 3,216 | 240 | 289 | 250 | 260 | 525 | 528 | 372 | 365 | 387 | 35.8 |
| Chesterfield | 214.7 | Male | 105,048 | 11,047 | 11,044 | 10,050 | 9,088 | 18,160 | 20,806 | 12,602 | 6,840 | 5,411 | 31.2 |
| | | Female | 109,652 | 10,401 | 10,621 | 9,723 | 9,634 | 20,296 | 21,841 | 12,331 | 7,151 | 7,654 | 32.1 |
| Colonial Heights city | 16.1 | Male | 7,523 | 570 | 589 | 627 | 758 | 1,064 | 1,162 | 956 | 898 | 899 | 36.3 |
| | | Female | 8,577 | 539 | 564 | 644 | 708 | 1,158 | 1,290 | 1,066 | 1,020 | 1,588 | 40.2 |
| Dinwiddie | 20.9 | Male | 10,287 | 873 | 852 | 892 | 1,010 | 1,694 | 1,547 | 1,346 | 973 | 1,100 | 34.0 |
| | | Female | 10,613 | 836 | 826 | 826 | 980 | 1,698 | 1,572 | 1,375 | 1,023 | 1,477 | 35.9 |
| Goochland | 14.4 | Male | 7,052 | 563 | 519 | 517 | 565 | 1,240 | 1,306 | 906 | 735 | 701 | 35.9 |
| | | Female | 7,348 | 556 | 486 | 434 | 598 | 1,445 | 1,253 | 977 | 711 | 888 | 36.2 |
| Hanover | 64.7 | Male | 31,647 | 2,803 | 2,781 | 2,783 | 3,055 | 5,109 | 5,433 | 4,090 | 2,802 | 2,791 | 33.6 |
| | | Female | 33,053 | 2,760 | 2,653 | 2,480 | 3,070 | 5,327 | 5,648 | 4,135 | 2,945 | 4,035 | 35.4 |
| Henrico | 221.1 | Male | 102,695 | 9,402 | 8,689 | 7,935 | 10,148 | 19,740 | 17,084 | 11,066 | 8,349 | 10,282 | 32.7 |
| | | Female | 118,405 | 9,207 | 8,142 | 7,742 | 11,337 | 22,674 | 19,521 | 12,563 | 10,186 | 17,033 | 35.1 |
| Hopewell city | 23.1 | Male | 10,964 | 1,159 | 998 | 953 | 1,165 | 1,889 | 1,565 | 1,158 | 970 | 1,107 | 31.4 |
| | | Female | 12,136 | 1,122 | 960 | 899 | 1,250 | 2,077 | 1,606 | 1,237 | 1,090 | 1,895 | 33.8 |
| New Kent | 10.7 | Male | 5,366 | 495 | 461 | 458 | 437 | 903 | 1,055 | 683 | 466 | 408 | 34.2 |
| | | Female | 5,334 | 446 | 417 | 425 | 412 | 956 | 1,015 | 670 | 464 | 529 | 35.1 |
| Petersburg city | 38.3 | Male | 17,670 | 1,788 | 1,456 | 1,311 | 2,079 | 3,064 | 2,527 | 1,736 | 1,589 | 2,120 | 32.2 |
| | | Female | 20,630 | 1,716 | 1,494 | 1,278 | 2,239 | 3,447 | 2,732 | 2,094 | 2,035 | 3,595 | 35.5 |
| Powhatan | 15.6 | Male | 8,772 | 600 | 565 | 720 | 854 | 1,980 | 1,709 | 1,111 | 620 | 613 | 33.3 |
| | | Female | 6,828 | 602 | 524 | 597 | 591 | 1,166 | 1,159 | 865 | 569 | 755 | 34.4 |
| Prince George | 27.5 | Male | 14,606 | 1,302 | 1,254 | 1,183 | 2,197 | 2,833 | 2,505 | 1,620 | 953 | 759 | 29.8 |
| | | Female | 12,894 | 1,332 | 1,239 | 1,086 | 1,540 | 2,452 | 2,047 | 1,388 | 887 | 923 | 30.1 |
| Richmond city | 202.0 | Male | 92,304 | 8,436 | 6,877 | 6,013 | 12,320 | 18,400 | 13,955 | 8,219 | 7,290 | 10,794 | 31.8 |
| | | Female | 109,696 | 8,366 | 6,771 | 5,762 | 14,347 | 19,911 | 14,928 | 9,720 | 9,636 | 20,255 | 34.8 |
| **ROANOKE** | **224.8** | **Male** | **106,096** | **8,687** | **8,293** | **8,394** | **10,075** | **17,511** | **17,773** | **12,298** | **10,107** | **12,958** | **35.0** |
| | | **Female** | **118,704** | **8,385** | **7,920** | **8,240** | **11,190** | **18,185** | **18,568** | **13,280** | **11,778** | **21,158** | **37.9** |
| Botetourt | 25.2 | Male | 12,632 | 926 | 996 | 1,057 | 1,100 | 1,966 | 2,267 | 1,701 | 1,279 | 1,340 | 36.2 |
| | | Female | 12,568 | 892 | 960 | 1,053 | 960 | 1,850 | 2,156 | 1,720 | 1,256 | 1,721 | 37.6 |
| Roanoke | 79.7 | Male | 37,637 | 2,780 | 3,030 | 3,347 | 3,171 | 5,539 | 6,843 | 5,011 | 3,782 | 4,134 | 36.4 |
| | | Female | 42,063 | 2,673 | 2,939 | 3,257 | 3,780 | 6,015 | 7,330 | 5,365 | 4,118 | 6,586 | 38.2 |
| Roanoke city | 96.0 | Male | 44,391 | 4,186 | 3,442 | 3,159 | 4,408 | 8,294 | 6,974 | 4,243 | 3,852 | 5,833 | 33.4 |
| | | Female | 51,609 | 4,075 | 3,259 | 3,135 | 4,942 | 8,578 | 7,199 | 4,828 | 5,057 | 10,536 | 37.5 |
| Salem city | 23.9 | Male | 11,436 | 795 | 825 | 831 | 1,396 | 1,712 | 1,689 | 1,343 | 1,194 | 1,651 | 35.9 |
| | | Female | 12,464 | 745 | 762 | 795 | 1,508 | 1,742 | 1,883 | 1,367 | 1,347 | 2,315 | 38.6 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

**VIRGINIA (continued)**

**ALL COUNTIES**

| METRO AREA County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| Accomack | 31.8 | Male | 15,003 | 1,293 | 1,301 | 1,292 | 1,311 | 2,172 | 2,101 | 1,607 | 1,600 | 2,326 | 35.6 |
| | | Female | 16,797 | 1,231 | 1,219 | 1,251 | 1,270 | 2,302 | 2,245 | 1,858 | 1,889 | 3,532 | 40.0 |
| Albemarle | 68.9 | Male | 33,627 | 2,974 | 2,688 | 2,357 | 5,286 | 5,965 | 5,435 | 3,485 | 2,525 | 2,912 | 30.9 |
| | | Female | 35,273 | 2,808 | 2,597 | 2,263 | 4,974 | 6,534 | 5,838 | 3,750 | 2,745 | 3,764 | 32.6 |
| ☐ Alexandria city | 111.4 | Male | 52,857 | 3,694 | 2,605 | 2,387 | 5,939 | 14,571 | 9,900 | 6,184 | 3,629 | 3,948 | 33.1 |
| | | Female | 58,543 | 3,711 | 2,573 | 2,348 | 6,679 | 15,124 | 10,530 | 5,971 | 4,137 | 7,470 | 34.2 |
| Alleghany | 13.0 | Male | 6,466 | 484 | 547 | 630 | 549 | 869 | 1,041 | 919 | 660 | 767 | 36.5 |
| | | Female | 6,534 | 464 | 499 | 539 | 533 | 920 | 1,034 | 840 | 704 | 1,001 | 38.0 |
| Amelia | 8.8 | Male | 4,345 | 407 | 412 | 402 | 370 | 679 | 633 | 519 | 410 | 513 | 33.6 |
| | | Female | 4,455 | 363 | 356 | 372 | 376 | 710 | 647 | 569 | 419 | 643 | 35.8 |
| Amherst | 28.6 | Male | 13,751 | 1,165 | 1,104 | 1,179 | 1,388 | 2,138 | 2,198 | 1,743 | 1,373 | 1,463 | 34.5 |
| | | Female | 14,849 | 1,050 | 1,101 | 1,162 | 1,710 | 2,260 | 2,314 | 1,791 | 1,397 | 2,064 | 35.6 |
| Appomattox | 12.3 | Male | 5,952 | 477 | 556 | 540 | 534 | 867 | 849 | 768 | 597 | 764 | 35.0 |
| | | Female | 6,348 | 494 | 470 | 546 | 555 | 947 | 897 | 780 | 615 | 1,044 | 36.8 |
| ☐ Arlington | 171.3 | Male | 84,180 | 5,760 | 4,136 | 3,616 | 10,202 | 22,223 | 15,879 | 9,508 | 5,673 | 7,183 | 33.3 |
| | | Female | 87,120 | 5,482 | 3,830 | 3,330 | 10,124 | 21,351 | 15,221 | 9,407 | 6,127 | 12,248 | 34.7 |
| Augusta | 55.2 | Male | 27,869 | 2,272 | 2,464 | 2,337 | 2,503 | 4,823 | 4,681 | 3,551 | 2,580 | 2,658 | 34.0 |
| | | Female | 27,331 | 2,152 | 2,250 | 2,193 | 2,279 | 4,350 | 4,547 | 3,415 | 2,591 | 3,554 | 36.0 |
| Bath | 4.7 | Male | 2,389 | 162 | 189 | 192 | 248 | 336 | 319 | 357 | 269 | 317 | 37.1 |
| | | Female | 2,311 | 146 | 166 | 151 | 194 | 311 | 323 | 322 | 288 | 410 | 40.8 |
| Bedford | 46.5 | Male | 23,138 | 1,964 | 1,855 | 1,906 | 1,855 | 3,826 | 3,945 | 3,001 | 2,268 | 2,518 | 35.4 |
| | | Female | 23,362 | 1,823 | 1,859 | 1,755 | 1,849 | 3,918 | 3,856 | 2,877 | 2,291 | 3,134 | 36.2 |
| Bedford city | 6.1 | Male | 2,864 | 255 | 226 | 191 | 230 | 442 | 350 | 242 | 279 | 649 | 37.5 |
| | | Female | 3,236 | 212 | 192 | 203 | 245 | 451 | 375 | 343 | 345 | 870 | 43.4 |
| Bland | 6.5 | Male | 3,467 | 232 | 235 | 300 | 308 | 620 | 649 | 431 | 320 | 372 | 35.6 |
| | | Female | 3,033 | 195 | 235 | 252 | 250 | 436 | 458 | 373 | 324 | 510 | 38.2 |
| Botetourt | 25.2 | Male | 12,632 | 926 | 996 | 1,057 | 1,100 | 1,966 | 2,267 | 1,701 | 1,279 | 1,340 | 36.2 |
| | | Female | 12,568 | 892 | 960 | 1,053 | 960 | 1,850 | 2,156 | 1,720 | 1,256 | 1,721 | 37.6 |
| ☐ Bristol city | 18.3 | Male | 8,165 | 664 | 679 | 698 | 833 | 1,255 | 1,147 | 923 | 841 | 1,125 | 34.6 |
| | | Female | 10,135 | 671 | 640 | 627 | 1,027 | 1,354 | 1,271 | 1,114 | 1,129 | 2,302 | 40.9 |
| Brunswick | 16.0 | Male | 7,929 | 624 | 636 | 679 | 967 | 1,300 | 1,202 | 826 | 744 | 951 | 33.1 |
| | | Female | 8,071 | 596 | 677 | 666 | 970 | 1,067 | 1,079 | 809 | 868 | 1,339 | 35.6 |
| Buchanan | 30.8 | Male | 15,252 | 1,070 | 1,547 | 1,785 | 1,581 | 2,616 | 2,447 | 1,916 | 1,220 | 1,070 | 31.3 |
| | | Female | 15,548 | 1,074 | 1,408 | 1,638 | 1,545 | 2,627 | 2,528 | 1,857 | 1,275 | 1,596 | 33.0 |
| Buckingham | 13.0 | Male | 6,782 | 552 | 490 | 546 | 601 | 1,306 | 1,124 | 736 | 599 | 828 | 34.2 |
| | | Female | 6,218 | 537 | 492 | 466 | 567 | 898 | 894 | 706 | 593 | 1,065 | 36.7 |
| Buena Vista city | 6.4 | Male | 2,908 | 211 | 237 | 280 | 291 | 412 | 422 | 350 | 302 | 403 | 35.5 |
| | | Female | 3,492 | 199 | 219 | 258 | 513 | 428 | 489 | 385 | 370 | 631 | 37.6 |
| Campbell | 47.8 | Male | 23,568 | 2,062 | 1,958 | 2,083 | 2,502 | 3,939 | 3,548 | 2,918 | 2,218 | 2,340 | 33.1 |
| | | Female | 24,232 | 1,863 | 1,809 | 1,951 | 2,442 | 3,942 | 3,757 | 3,093 | 2,237 | 3,138 | 35.3 |
| Caroline | 19.4 | Male | 9,619 | 936 | 875 | 825 | 950 | 1,605 | 1,469 | 1,135 | 848 | 976 | 32.6 |
| | | Female | 9,781 | 855 | 819 | 787 | 947 | 1,667 | 1,377 | 1,135 | 884 | 1,310 | 33.9 |
| Carroll | 26.5 | Male | 13,055 | 942 | 978 | 1,190 | 1,254 | 1,931 | 1,975 | 1,612 | 1,421 | 1,752 | 36.2 |
| | | Female | 13,445 | 855 | 903 | 1,026 | 1,130 | 1,861 | 1,976 | 1,679 | 1,550 | 2,465 | 39.8 |
| Charles City | 6.3 | Male | 3,084 | 242 | 251 | 251 | 314 | 502 | 492 | 397 | 315 | 320 | 34.6 |
| | | Female | 3,216 | 240 | 289 | 250 | 260 | 525 | 528 | 372 | 365 | 387 | 35.8 |
| Charlotte | 11.7 | Male | 5,716 | 474 | 453 | 577 | 551 | 793 | 729 | 623 | 614 | 902 | 35.1 |
| | | Female | 5,984 | 481 | 447 | 483 | 555 | 781 | 747 | 688 | 690 | 1,112 | 38.3 |
| Charlottesville city | 40.5 | Male | 19,001 | 1,504 | 1,198 | 998 | 4,637 | 3,920 | 2,432 | 1,389 | 1,224 | 1,699 | 28.0 |
| | | Female | 21,499 | 1,474 | 1,193 | 980 | 4,862 | 3,926 | 2,546 | 1,754 | 1,539 | 3,225 | 30.7 |
| Chesapeake city | 156.7 | Male | 76,788 | 8,029 | 7,768 | 7,135 | 7,656 | 14,507 | 12,923 | 8,322 | 5,190 | 5,258 | 30.4 |
| | | Female | 79,912 | 7,909 | 7,591 | 6,831 | 7,085 | 14,934 | 13,425 | 8,372 | 5,841 | 7,924 | 32.1 |
| Chesterfield | 214.7 | Male | 105,048 | 11,047 | 11,044 | 10,050 | 9,088 | 18,160 | 20,806 | 12,602 | 6,840 | 5,411 | 31.2 |
| | | Female | 109,652 | 10,401 | 10,621 | 9,723 | 9,634 | 20,296 | 21,841 | 12,331 | 7,151 | 7,654 | 32.1 |
| Clarke | 12.3 | Male | 6,084 | 495 | 492 | 492 | 537 | 996 | 1,012 | 762 | 597 | 701 | 35.3 |
| | | Female | 6,216 | 477 | 491 | 377 | 488 | 980 | 979 | 744 | 657 | 1,023 | 38.0 |
| Clifton Forge city | 4.6 | Male | 2,056 | 161 | 183 | 164 | 177 | 296 | 277 | 233 | 203 | 362 | 36.7 |
| | | Female | 2,544 | 166 | 158 | 156 | 180 | 319 | 276 | 239 | 286 | 764 | 45.7 |
| Colonial Heights city | 16.1 | Male | 7,523 | 570 | 589 | 627 | 758 | 1,064 | 1,162 | 956 | 898 | 899 | 36.3 |
| | | Female | 8,577 | 539 | 564 | 644 | 708 | 1,158 | 1,290 | 1,066 | 1,020 | 1,588 | 40.2 |
| Covington city | 6.9 | Male | 3,218 | 253 | 225 | 217 | 335 | 498 | 434 | 370 | 321 | 565 | 36.9 |
| | | Female | 3,682 | 243 | 227 | 241 | 332 | 484 | 431 | 384 | 386 | 954 | 42.3 |
| Craig | 4.4 | Male | 2,234 | 198 | 182 | 178 | 206 | 351 | 346 | 286 | 234 | 253 | 35.1 |
| | | Female | 2,166 | 146 | 153 | 165 | 170 | 344 | 349 | 265 | 212 | 362 | 38.0 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **VIRGINIA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Culpeper | 28.3 | Male | 13,853 | 1,334 | 1,347 | 1,179 | 1,309 | 2,428 | 2,164 | 1,571 | 1,093 | 1,428 | 32.2 |
| | | Female | 14,447 | 1,382 | 1,194 | 1,118 | 1,328 | 2,485 | 2,180 | 1,461 | 1,187 | 2,112 | 33.9 |
| Cumberland | 7.8 | Male | 3,777 | 336 | 343 | 363 | 358 | 538 | 504 | 460 | 357 | 518 | 34.1 |
| | | Female | 4,023 | 343 | 335 | 337 | 320 | 586 | 550 | 495 | 368 | 689 | 36.6 |
| Danville city | 53.2 | Male | 24,247 | 2,210 | 1,976 | 2,083 | 2,349 | 3,556 | 3,439 | 2,623 | 2,479 | 3,532 | 34.9 |
| | | Female | 28,953 | 2,055 | 1,904 | 1,914 | 2,558 | 4,029 | 3,905 | 2,994 | 3,218 | 6,376 | 40.2 |
| Dickenson | 17.4 | Male | 8,525 | 672 | 873 | 925 | 811 | 1,270 | 1,354 | 989 | 781 | 850 | 32.7 |
| | | Female | 8,875 | 609 | 777 | 914 | 755 | 1,348 | 1,343 | 1,029 | 834 | 1,266 | 35.3 |
| Dinwiddie | 20.9 | Male | 10,287 | 873 | 852 | 892 | 1,010 | 1,694 | 1,547 | 1,346 | 973 | 1,100 | 34.0 |
| | | Female | 10,613 | 836 | 826 | 826 | 980 | 1,698 | 1,572 | 1,375 | 1,023 | 1,477 | 35.9 |
| Emporia city | 5.3 | Male | 2,483 | 260 | 237 | 222 | 209 | 356 | 303 | 240 | 242 | 414 | 33.8 |
| | | Female | 2,817 | 215 | 197 | 185 | 227 | 378 | 334 | 274 | 309 | 698 | 41.2 |
| Essex | 8.7 | Male | 4,091 | 332 | 359 | 335 | 342 | 616 | 574 | 506 | 425 | 602 | 36.1 |
| | | Female | 4,609 | 312 | 357 | 362 | 356 | 643 | 654 | 503 | 470 | 952 | 39.2 |
| ☐ Fairfax | 838.4 | Male | 416,839 | 37,100 | 34,419 | 33,910 | 41,681 | 80,625 | 78,500 | 57,564 | 30,570 | 22,470 | 32.6 |
| | | Female | 421,561 | 35,407 | 32,763 | 32,456 | 39,298 | 79,900 | 83,912 | 55,898 | 29,981 | 31,946 | 33.9 |
| ☐ Fairfax city | 19.6 | Male | 9,550 | 701 | 662 | 588 | 1,304 | 1,996 | 1,480 | 1,091 | 876 | 852 | 32.6 |
| | | Female | 10,050 | 658 | 564 | 615 | 1,280 | 1,875 | 1,527 | 1,213 | 1,049 | 1,269 | 35.2 |
| ☐ Falls Church city | 9.6 | Male | 4,584 | 345 | 337 | 292 | 334 | 843 | 938 | 588 | 387 | 520 | 36.5 |
| | | Female | 5,016 | 319 | 303 | 280 | 359 | 825 | 983 | 614 | 414 | 919 | 39.3 |
| Fauquier | 50.0 | Male | 25,192 | 2,548 | 2,343 | 2,110 | 2,269 | 4,386 | 4,319 | 3,274 | 2,004 | 1,939 | 32.6 |
| | | Female | 24,808 | 2,375 | 2,181 | 1,910 | 2,034 | 4,454 | 4,223 | 3,001 | 1,968 | 2,662 | 33.8 |
| Floyd | 12.1 | Male | 5,980 | 440 | 474 | 538 | 545 | 844 | 958 | 804 | 538 | 839 | 36.6 |
| | | Female | 6,120 | 408 | 455 | 471 | 466 | 847 | 944 | 736 | 628 | 1,165 | 39.4 |
| Fluvanna | 12.7 | Male | 6,264 | 601 | 559 | 489 | 548 | 1,046 | 981 | 690 | 598 | 752 | 33.9 |
| | | Female | 6,436 | 567 | 526 | 485 | 527 | 1,126 | 945 | 716 | 646 | 898 | 34.9 |
| Franklin | 39.9 | Male | 19,702 | 1,531 | 1,543 | 1,557 | 2,391 | 3,029 | 3,045 | 2,456 | 1,916 | 2,234 | 34.3 |
| | | Female | 20,198 | 1,536 | 1,434 | 1,577 | 2,141 | 3,051 | 3,081 | 2,415 | 1,994 | 2,969 | 36.2 |
| Franklin city | 7.9 | Male | 3,567 | 383 | 367 | 338 | 317 | 497 | 518 | 375 | 326 | 446 | 32.6 |
| | | Female | 4,333 | 362 | 365 | 309 | 333 | 674 | 597 | 436 | 446 | 811 | 37.1 |
| Frederick | 46.7 | Male | 23,323 | 2,209 | 2,267 | 2,034 | 2,040 | 4,149 | 3,882 | 2,895 | 1,937 | 1,909 | 32.5 |
| | | Female | 23,377 | 2,112 | 2,046 | 1,865 | 2,080 | 4,244 | 3,798 | 2,797 | 1,965 | 2,470 | 33.4 |
| Fredericksburg city | 19.5 | Male | 8,913 | 811 | 534 | 524 | 1,769 | 1,831 | 1,126 | 768 | 612 | 938 | 29.5 |
| | | Female | 10,587 | 748 | 547 | 539 | 2,684 | 1,591 | 1,126 | 815 | 810 | 1,727 | 29.9 |
| Galax city | 6.7 | Male | 3,017 | 271 | 218 | 229 | 283 | 459 | 391 | 359 | 344 | 463 | 36.2 |
| | | Female | 3,683 | 287 | 239 | 204 | 304 | 462 | 473 | 385 | 416 | 913 | 42.3 |
| Giles | 16.3 | Male | 7,934 | 590 | 609 | 692 | 749 | 1,175 | 1,204 | 1,050 | 797 | 1,068 | 36.3 |
| | | Female | 8,366 | 566 | 538 | 632 | 763 | 1,095 | 1,224 | 975 | 924 | 1,649 | 39.8 |
| Gloucester | 31.0 | Male | 15,303 | 1,537 | 1,454 | 1,397 | 1,160 | 2,669 | 2,623 | 1,804 | 1,207 | 1,452 | 32.9 |
| | | Female | 15,697 | 1,406 | 1,416 | 1,292 | 1,228 | 2,766 | 2,538 | 1,755 | 1,307 | 1,989 | 34.1 |
| Goochland | 14.4 | Male | 7,052 | 563 | 519 | 517 | 565 | 1,240 | 1,306 | 906 | 735 | 701 | 35.9 |
| | | Female | 7,348 | 556 | 486 | 434 | 598 | 1,445 | 1,253 | 977 | 711 | 888 | 36.2 |
| Grayson | 16.3 | Male | 7,942 | 582 | 591 | 746 | 747 | 1,136 | 1,226 | 959 | 849 | 1,106 | 36.4 |
| | | Female | 8,358 | 549 | 526 | 699 | 672 | 1,148 | 1,161 | 1,059 | 955 | 1,589 | 40.0 |
| Greene | 10.5 | Male | 5,210 | 552 | 515 | 445 | 440 | 955 | 868 | 596 | 388 | 451 | 31.8 |
| | | Female | 5,290 | 520 | 441 | 385 | 443 | 1,028 | 927 | 576 | 437 | 533 | 33.3 |
| Greensville | 8.8 | Male | 4,196 | 386 | 395 | 466 | 417 | 534 | 603 | 482 | 421 | 492 | 33.1 |
| | | Female | 4,604 | 360 | 371 | 435 | 381 | 653 | 661 | 534 | 491 | 718 | 36.5 |
| Halifax | 29.0 | Male | 13,952 | 1,064 | 1,241 | 1,325 | 1,281 | 2,000 | 2,128 | 1,697 | 1,326 | 1,890 | 35.3 |
| | | Female | 15,048 | 1,066 | 1,171 | 1,245 | 1,220 | 2,030 | 2,125 | 1,781 | 1,539 | 2,871 | 38.7 |
| Hampton city | 135.0 | Male | 65,811 | 6,556 | 5,703 | 4,999 | 8,709 | 13,256 | 9,688 | 6,562 | 5,136 | 5,202 | 30.2 |
| | | Female | 69,189 | 6,345 | 5,464 | 4,984 | 9,137 | 12,890 | 9,853 | 7,357 | 5,490 | 7,669 | 31.7 |
| Hanover | 64.7 | Male | 31,647 | 2,803 | 2,781 | 2,783 | 3,055 | 5,109 | 5,433 | 4,090 | 2,802 | 2,791 | 33.6 |
| | | Female | 33,053 | 2,760 | 2,653 | 2,480 | 3,070 | 5,327 | 5,648 | 4,135 | 2,945 | 4,035 | 35.4 |
| Harrisonburg city | 31.0 | Male | 14,337 | 922 | 837 | 784 | 5,096 | 2,228 | 1,541 | 1,033 | 779 | 1,117 | 24.4 |
| | | Female | 16,663 | 917 | 772 | 777 | 6,208 | 2,082 | 1,656 | 1,121 | 1,002 | 2,128 | 24.6 |
| Henrico | 221.1 | Male | 102,695 | 9,402 | 8,689 | 7,935 | 10,148 | 19,740 | 17,084 | 11,066 | 8,349 | 10,282 | 32.7 |
| | | Female | 118,405 | 9,207 | 8,142 | 7,742 | 11,337 | 22,674 | 19,521 | 12,563 | 10,186 | 17,033 | 35.1 |
| Henry | 57.2 | Male | 27,744 | 2,234 | 2,173 | 2,409 | 2,799 | 4,609 | 4,102 | 3,724 | 2,742 | 2,952 | 34.2 |
| | | Female | 29,456 | 2,293 | 2,117 | 2,196 | 2,857 | 4,579 | 4,350 | 3,903 | 3,070 | 4,091 | 36.6 |
| Highland | 2.6 | Male | 1,283 | 88 | 120 | 82 | 78 | 189 | 202 | 158 | 150 | 216 | 39.2 |
| | | Female | 1,317 | 87 | 90 | 90 | 71 | 181 | 197 | 165 | 152 | 284 | 42.1 |
| Hopewell city | 23.1 | Male | 10,964 | 1,159 | 998 | 953 | 1,165 | 1,889 | 1,565 | 1,158 | 970 | 1,107 | 31.4 |
| | | Female | 12,136 | 1,122 | 960 | 899 | 1,250 | 2,077 | 1,606 | 1,237 | 1,090 | 1,895 | 33.8 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **VIRGINIA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Isle of Wight | 25.4 | Male | 12,471 | 1,252 | 1,133 | 1,064 | 1,081 | 2,200 | 1,960 | 1,542 | 1,112 | 1,127 | 32.8 |
| | | Female | 12,929 | 1,124 | 1,091 | 979 | 1,053 | 2,286 | 2,023 | 1,510 | 1,151 | 1,712 | 34.7 |
| James City | 36.2 | Male | 17,697 | 1,668 | 1,523 | 1,311 | 1,634 | 3,114 | 2,967 | 2,021 | 1,653 | 1,806 | 33.7 |
| | | Female | 18,503 | 1,518 | 1,447 | 1,403 | 1,630 | 3,248 | 2,985 | 2,139 | 1,789 | 2,344 | 35.0 |
| King and Queen | 6.3 | Male | 3,085 | 309 | 258 | 259 | 302 | 454 | 436 | 338 | 308 | 421 | 34.1 |
| | | Female | 3,215 | 265 | 252 | 253 | 268 | 494 | 441 | 386 | 330 | 526 | 36.7 |
| King George | 13.7 | Male | 6,847 | 711 | 600 | 601 | 685 | 1,309 | 1,061 | 809 | 527 | 544 | 31.3 |
| | | Female | 6,853 | 714 | 675 | 575 | 631 | 1,255 | 1,041 | 726 | 508 | 728 | 31.6 |
| King William | 11.0 | Male | 5,307 | 501 | 482 | 486 | 469 | 830 | 864 | 661 | 463 | 551 | 33.6 |
| | | Female | 5,693 | 518 | 494 | 475 | 445 | 942 | 902 | 623 | 460 | 834 | 34.7 |
| Lancaster | 11.0 | Male | 5,140 | 381 | 403 | 366 | 326 | 591 | 633 | 536 | 697 | 1,207 | 42.9 |
| | | Female | 5,860 | 337 | 393 | 386 | 309 | 630 | 682 | 666 | 826 | 1,631 | 47.9 |
| Lee | 24.4 | Male | 11,635 | 946 | 1,046 | 1,201 | 1,018 | 1,729 | 1,761 | 1,373 | 1,041 | 1,520 | 34.3 |
| | | Female | 12,765 | 913 | 1,083 | 1,175 | 1,095 | 1,791 | 1,758 | 1,448 | 1,210 | 2,292 | 36.9 |
| Lexington city | 6.9 | Male | 4,021 | 113 | 147 | 193 | 2,174 | 283 | 275 | 233 | 237 | 366 | 23.0 |
| | | Female | 2,879 | 134 | 132 | 132 | 649 | 259 | 307 | 283 | 319 | 664 | 39.3 |
| ☐ Loudoun | 88.6 | Male | 44,048 | 4,786 | 3,980 | 3,490 | 3,966 | 9,231 | 8,096 | 5,556 | 2,822 | 2,121 | 31.3 |
| | | Female | 44,552 | 4,717 | 3,720 | 3,375 | 3,961 | 9,409 | 8,291 | 5,244 | 2,605 | 3,230 | 31.9 |
| Louisa | 20.5 | Male | 10,121 | 877 | 926 | 885 | 871 | 1,616 | 1,572 | 1,174 | 993 | 1,207 | 34.3 |
| | | Female | 10,379 | 857 | 843 | 806 | 858 | 1,729 | 1,548 | 1,181 | 955 | 1,602 | 35.6 |
| Lunenburg | 11.4 | Male | 5,523 | 463 | 561 | 541 | 435 | 710 | 840 | 626 | 559 | 788 | 35.6 |
| | | Female | 5,877 | 471 | 466 | 473 | 405 | 767 | 846 | 643 | 645 | 1,161 | 39.2 |
| Lynchburg city | 65.9 | Male | 29,683 | 2,824 | 2,471 | 2,267 | 4,400 | 4,515 | 4,070 | 2,894 | 2,506 | 3,736 | 31.4 |
| | | Female | 36,217 | 2,633 | 2,404 | 2,365 | 5,725 | 4,983 | 4,523 | 3,249 | 3,212 | 7,123 | 35.0 |
| Madison | 12.1 | Male | 5,937 | 502 | 581 | 494 | 520 | 914 | 884 | 705 | 570 | 767 | 34.5 |
| | | Female | 6,163 | 513 | 504 | 480 | 450 | 953 | 930 | 699 | 609 | 1,025 | 37.0 |
| ☐ Manassas city | 29.0 | Male | 14,796 | 1,744 | 1,435 | 1,102 | 1,774 | 3,553 | 2,580 | 1,448 | 630 | 530 | 28.8 |
| | | Female | 14,204 | 1,689 | 1,330 | 1,036 | 1,809 | 3,227 | 2,398 | 1,323 | 688 | 904 | 29.5 |
| ☐ Manassas Park city | 6.8 | Male | 3,377 | 398 | 357 | 295 | 374 | 902 | 460 | 289 | 206 | 96 | 27.9 |
| | | Female | 3,423 | 428 | 366 | 286 | 401 | 819 | 450 | 305 | 216 | 152 | 27.8 |
| Martinsville city | 16.1 | Male | 7,245 | 662 | 541 | 594 | 621 | 1,102 | 1,065 | 786 | 719 | 1,155 | 36.0 |
| | | Female | 8,855 | 613 | 605 | 617 | 684 | 1,226 | 1,151 | 979 | 1,025 | 1,955 | 40.9 |
| Mathews | 8.4 | Male | 4,009 | 259 | 298 | 338 | 299 | 477 | 554 | 518 | 480 | 786 | 41.0 |
| | | Female | 4,391 | 254 | 282 | 277 | 297 | 502 | 577 | 521 | 566 | 1,115 | 45.1 |
| Mecklenburg | 29.3 | Male | 14,059 | 1,098 | 1,159 | 1,231 | 1,234 | 2,174 | 2,062 | 1,551 | 1,492 | 2,058 | 35.6 |
| | | Female | 15,241 | 1,069 | 1,144 | 1,199 | 1,180 | 2,067 | 2,074 | 1,688 | 1,858 | 2,962 | 39.6 |
| Middlesex | 8.7 | Male | 4,185 | 309 | 317 | 278 | 279 | 589 | 524 | 531 | 550 | 808 | 41.1 |
| | | Female | 4,515 | 299 | 300 | 285 | 263 | 559 | 582 | 536 | 592 | 1,099 | 44.5 |
| Montgomery | 74.5 | Male | 38,612 | 2,578 | 2,226 | 2,343 | 12,912 | 6,274 | 4,619 | 3,162 | 2,112 | 2,386 | 24.6 |
| | | Female | 35,888 | 2,383 | 2,069 | 2,140 | 9,709 | 5,793 | 4,682 | 3,193 | 2,278 | 3,641 | 27.8 |
| Nelson | 12.8 | Male | 6,258 | 504 | 541 | 527 | 534 | 903 | 1,013 | 738 | 642 | 856 | 36.2 |
| | | Female | 6,542 | 510 | 557 | 465 | 446 | 958 | 1,015 | 747 | 684 | 1,160 | 38.3 |
| New Kent | 10.7 | Male | 5,366 | 495 | 461 | 458 | 437 | 903 | 1,055 | 683 | 466 | 408 | 34.2 |
| | | Female | 5,334 | 446 | 417 | 425 | 412 | 956 | 1,015 | 670 | 464 | 529 | 35.1 |
| Newport News city | 171.6 | Male | 84,100 | 9,910 | 7,880 | 6,446 | 10,913 | 18,468 | 11,743 | 7,248 | 5,370 | 6,122 | 28.7 |
| | | Female | 87,500 | 9,438 | 7,410 | 6,407 | 9,981 | 17,978 | 12,113 | 7,946 | 6,436 | 9,791 | 30.8 |
| Norfolk city | 262.7 | Male | 140,045 | 13,296 | 10,008 | 7,754 | 37,987 | 28,554 | 16,083 | 8,439 | 7,355 | 10,569 | 25.3 |
| | | Female | 122,655 | 12,821 | 9,656 | 7,570 | 18,858 | 22,991 | 14,919 | 9,374 | 9,430 | 17,036 | 30.4 |
| Northampton | 13.0 | Male | 6,024 | 552 | 594 | 505 | 452 | 833 | 768 | 544 | 688 | 1,088 | 36.0 |
| | | Female | 6,976 | 550 | 604 | 516 | 455 | 964 | 857 | 711 | 835 | 1,484 | 39.7 |
| Northumberland | 10.6 | Male | 4,993 | 328 | 378 | 343 | 308 | 610 | 577 | 565 | 712 | 1,172 | 44.2 |
| | | Female | 5,607 | 375 | 384 | 326 | 331 | 645 | 639 | 630 | 817 | 1,460 | 46.6 |
| Norton city | 4.2 | Male | 1,933 | 153 | 215 | 208 | 200 | 292 | 303 | 191 | 163 | 208 | 31.5 |
| | | Female | 2,267 | 176 | 169 | 184 | 218 | 350 | 322 | 238 | 230 | 380 | 36.1 |
| Nottoway | 15.0 | Male | 7,635 | 540 | 590 | 583 | 727 | 1,428 | 1,164 | 838 | 666 | 1,099 | 34.6 |
| | | Female | 7,365 | 526 | 598 | 539 | 565 | 988 | 951 | 787 | 798 | 1,613 | 39.9 |
| Orange | 21.8 | Male | 10,579 | 893 | 964 | 872 | 881 | 1,605 | 1,607 | 1,222 | 1,065 | 1,470 | 35.5 |
| | | Female | 11,221 | 862 | 896 | 844 | 875 | 1,711 | 1,621 | 1,276 | 1,168 | 1,968 | 37.6 |
| Page | 21.9 | Male | 10,727 | 864 | 893' | 890 | 1,013 | 1,686 | 1,624 | 1,341 | 1,089 | 1,327 | 35.1 |
| | | Female | 11,173 | 864 | 845 | 840 | 935 | 1,671 | 1,588 | 1,276 | 1,186 | 1,968 | 37.7 |
| Patrick | 17.5 | Male | 8,602 | 589 | 638 | 738 | 852 | 1,238 | 1,299 | 1,164 | 901 | 1,183 | 36.9 |
| | | Female | 8,898 | 598 | 613 | 729 | 710 | 1,269 | 1,207 | 1,182 | 938 | 1,652 | 39.4 |
| Petersburg city | 38.3 | Male | 17,670 | 1,788 | 1,456 | 1,311 | 2,079 | 3,064 | 2,527 | 1,736 | 1,589 | 2,120 | 32.2 |
| | | Female | 20,630 | 1,716 | 1,494 | 1,278 | 2,239 | 3,447 | 2,732 | 2,094 | 2,035 | 3,595 | 35.5 |

# POPULATION BY AGE AND SEX

**VIRGINIA (continued)**

**ALL COUNTIES (continued)**

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex |  |  |  |  |  |  |  |  | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  |  | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over |  |
| Pittsylvania | 55.2 | Male | 27,075 | 2,194 | 2,349 | 2,462 | 2,428 | 4,283 | 4,311 | 3,391 | 2,569 | 3,088 | 34.6 |
|  |  | Female | 28,125 | 2,037 | 2,276 | 2,194 | 2,375 | 4,455 | 4,301 | 3,380 | 2,835 | 4,272 | 36.7 |
| Poquoson city | 11.2 | Male | 5,574 | 460 | 572 | 584 | 482 | 770 | 1,021 | 852 | 487 | 346 | 33.9 |
|  |  | Female | 5,626 | 397 | 486 | 595 | 430 | 751 | 1,132 | 808 | 435 | 592 | 36.4 |
| Portsmouth city | 104.0 | Male | 49,486 | 5,433 | 4,770 | 4,207 | 5,710 | 9,099 | 6,567 | 4,340 | 3,857 | 5,503 | 30.1 |
|  |  | Female | 54,514 | 5,172 | 4,500 | 4,017 | 5,596 | 9,323 | 7,154 | 4,974 | 4,904 | 8,874 | 33.6 |
| Powhatan | 15.6 | Male | 8,772 | 600 | 565 | 720 | 854 | 1,980 | 1,709 | 1,111 | 620 | 613 | 33.3 |
|  |  | Female | 6,828 | 602 | 524 | 597 | 591 | 1,166 | 1,159 | 865 | 569 | 755 | 34.4 |
| Prince Edward | 17.4 | Male | 8,342 | 618 | 650 | 638 | 2,128 | 982 | 995 | 707 | 692 | 932 | 26.4 |
|  |  | Female | 9,058 | 568 | 603 | 618 | 2,102 | 1,071 | 1,018 | 758 | 744 | 1,576 | 31.0 |
| Prince George | 27.5 | Male | 14,606 | 1,302 | 1,254 | 1,183 | 2,197 | 2,833 | 2,505 | 1,620 | 953 | 759 | 29.8 |
|  |  | Female | 12,894 | 1,332 | 1,239 | 1,086 | 1,540 | 2,452 | 2,047 | 1,388 | 887 | 923 | 30.1 |
| ☐ Prince William | 223.0 | Male | 114,107 | 12,934 | 11,906 | 10,428 | 12,743 | 24,127 | 20,877 | 12,982 | 5,500 | 2,610 | 28.7 |
|  |  | Female | 108,893 | 12,338 | 10,989 | 9,858 | 11,285 | 23,026 | 20,398 | 11,880 | 5,023 | 4,096 | 29.3 |
| Pulaski | 34.5 | Male | 16,652 | 1,281 | 1,225 | 1,480 | 1,786 | 2,537 | 2,707 | 2,085 | 1,607 | 1,944 | 35.1 |
|  |  | Female | 17,848 | 1,192 | 1,156 | 1,416 | 1,712 | 2,539 | 2,764 | 2,129 | 1,808 | 3,132 | 38.3 |
| Radford city | 16.0 | Male | 7,111 | 377 | 356 | 404 | 3,034 | 792 | 703 | 516 | 409 | 520 | 23.6 |
|  |  | Female | 8,889 | 333 | 312 | 383 | 4,458 | 784 | 692 | 556 | 520 | 851 | 23.4 |
| Rappahannock | 6.7 | Male | 3,355 | 279 | 256 | 242 | 266 | 508 | 573 | 483 | 339 | 409 | 37.2 |
|  |  | Female | 3,345 | 265 | 265 | 240 | 248 | 491 | 579 | 471 | 328 | 458 | 37.8 |
| Richmond | 7.3 | Male | 3,569 | 294 | 334 | 273 | 333 | 517 | 509 | 396 | 343 | 570 | 35.7 |
|  |  | Female | 3,731 | 264 | 281 | 256 | 257 | 527 | 478 | 407 | 424 | 837 | 40.9 |
| Richmond city | 202.0 | Male | 92,304 | 8,436 | 6,877 | 6,013 | 12,320 | 18,400 | 13,955 | 8,219 | 7,290 | 10,794 | 31.8 |
|  |  | Female | 109,696 | 8,366 | 6,771 | 5,762 | 14,347 | 19,911 | 14,928 | 9,720 | 9,636 | 20,255 | 34.8 |
| Roanoke | 79.7 | Male | 37,637 | 2,780 | 3,030 | 3,347 | 3,171 | 5,539 | 6,843 | 5,011 | 3,782 | 4,134 | 36.4 |
|  |  | Female | 42,063 | 2,673 | 2,939 | 3,257 | 3,780 | 6,015 | 7,330 | 5,365 | 4,118 | 6,586 | 38.2 |
| Roanoke city | 96.0 | Male | 44,391 | 4,186 | 3,442 | 3,159 | 4,408 | 8,294 | 6,974 | 4,243 | 3,852 | 5,833 | 33.4 |
|  |  | Female | 51,609 | 4,075 | 3,259 | 3,135 | 4,942 | 8,578 | 7,199 | 4,828 | 5,057 | 10,536 | 37.5 |
| Rockbridge | 18.4 | Male | 9,175 | 694 | 722 | 758 | 926 | 1,357 | 1,400 | 1,154 | 1,025 | 1,139 | 35.9 |
|  |  | Female | 9,225 | 709 | 709 | 644 | 780 | 1,396 | 1,348 | 1,158 | 1,083 | 1,398 | 37.8 |
| Rockingham | 58.0 | Male | 28,499 | 2,478 | 2,504 | 2,337 | 2,986 | 4,669 | 4,502 | 3,324 | 2,574 | 3,125 | 33.4 |
|  |  | Female | 29,501 | 2,373 | 2,357 | 2,225 | 2,845 | 4,612 | 4,457 | 3,340 | 2,742 | 4,550 | 35.8 |
| Russell | 28.4 | Male | 13,917 | 1,009 | 1,261 | 1,378 | 1,324 | 2,254 | 2,298 | 1,697 | 1,259 | 1,437 | 33.8 |
|  |  | Female | 14,483 | 982 | 1,230 | 1,301 | 1,279 | 2,322 | 2,216 | 1,728 | 1,397 | 2,028 | 35.6 |
| Salem city | 23.9 | Male | 11,436 | 795 | 825 | 831 | 1,396 | 1,712 | 1,689 | 1,343 | 1,194 | 1,651 | 35.9 |
|  |  | Female | 12,464 | 745 | 762 | 795 | 1,508 | 1,742 | 1,883 | 1,367 | 1,347 | 2,315 | 38.6 |
| ☐ Scott | 23.1 | Male | 11,152 | 743 | 847 | 1,041 | 1,097 | 1,634 | 1,633 | 1,448 | 1,166 | 1,543 | 36.3 |
|  |  | Female | 11,948 | 760 | 789 | 957 | 1,040 | 1,570 | 1,704 | 1,526 | 1,285 | 2,317 | 40.0 |
| Shenandoah | 32.0 | Male | 15,453 | 1,236 | 1,208 | 1,165 | 1,410 | 2,426 | 2,390 | 1,882 | 1,593 | 2,143 | 36.2 |
|  |  | Female | 16,547 | 1,158 | 1,277 | 1,083 | 1,410 | 2,393 | 2,320 | 1,985 | 1,737 | 3,184 | 39.1 |
| Smyth | 32.3 | Male | 15,459 | 1,170 | 1,239 | 1,430 | 1,526 | 2,399 | 2,311 | 1,936 | 1,621 | 1,827 | 34.9 |
|  |  | Female | 16,841 | 1,127 | 1,153 | 1,360 | 1,600 | 2,359 | 2,359 | 2,007 | 1,832 | 3,044 | 38.5 |
| Southampton | 17.5 | Male | 9,178 | 695 | 747 | 780 | 1,222 | 1,698 | 1,262 | 981 | 779 | 1,014 | 31.7 |
|  |  | Female | 8,322 | 634 | 619 | 652 | 683 | 1,323 | 1,122 | 969 | 841 | 1,479 | 37.2 |
| South Boston city | 6.9 | Male | 3,038 | 272 | 266 | 263 | 288 | 395 | 446 | 323 | 297 | 488 | 35.8 |
|  |  | Female | 3,862 | 272 | 252 | 307 | 314 | 476 | 542 | 400 | 398 | 901 | 40.7 |
| Spotsylvania | 59.1 | Male | 29,333 | 3,303 | 3,091 | 2,829 | 2,566 | 5,348 | 5,247 | 3,270 | 1,815 | 1,864 | 30.4 |
|  |  | Female | 29,767 | 3,113 | 2,964 | 2,757 | 2,608 | 5,683 | 5,250 | 2,982 | 1,959 | 2,451 | 31.1 |
| ☐ Stafford | 63.3 | Male | 32,702 | 3,364 | 3,251 | 3,099 | 4,074 | 5,884 | 5,726 | 3,832 | 1,907 | 1,565 | 29.4 |
|  |  | Female | 30,598 | 3,195 | 3,071 | 2,883 | 2,900 | 5,573 | 5,600 | 3,382 | 1,823 | 2,171 | 30.8 |
| Staunton city | 24.6 | Male | 11,602 | 875 | 867 | 830 | 1,055 | 2,080 | 1,901 | 1,303 | 1,161 | 1,530 | 35.5 |
|  |  | Female | 12,998 | 838 | 796 | 893 | 1,465 | 1,846 | 1,752 | 1,410 | 1,358 | 2,640 | 38.8 |
| Suffolk city | 52.6 | Male | 24,929 | 2,554 | 2,436 | 2,308 | 2,151 | 4,031 | 3,717 | 2,887 | 2,218 | 2,627 | 32.5 |
|  |  | Female | 27,671 | 2,414 | 2,374 | 2,266 | 2,353 | 4,551 | 3,895 | 3,072 | 2,588 | 4,158 | 34.7 |
| Surry | 6.2 | Male | 2,979 | 269 | 292 | 258 | 248 | 464 | 465 | 326 | 265 | 392 | 34.1 |
|  |  | Female | 3,221 | 273 | 291 | 262 | 276 | 518 | 441 | 350 | 291 | 519 | 34.8 |
| Sussex | 10.2 | Male | 4,852 | 467 | 404 | 449 | 491 | 725 | 658 | 534 | 514 | 610 | 33.5 |
|  |  | Female | 5,348 | 421 | 399 | 406 | 505 | 773 | 756 | 563 | 573 | 952 | 37.2 |
| Tazewell | 45.6 | Male | 21,962 | 1,706 | 1,955 | 2,408 | 2,071 | 3,192 | 3,632 | 2,592 | 2,016 | 2,390 | 33.9 |
|  |  | Female | 23,638 | 1,551 | 1,884 | 2,146 | 1,997 | 3,454 | 3,706 | 2,712 | 2,371 | 3,817 | 37.1 |
| Virginia Beach city | 403.4 | Male | 204,776 | 22,322 | 19,179 | 16,532 | 29,343 | 46,216 | 32,510 | 17,964 | 11,177 | 9,533 | 28.2 |
|  |  | Female | 198,624 | 21,143 | 18,581 | 15,925 | 22,189 | 42,789 | 32,752 | 18,483 | 12,578 | 14,184 | 30.0 |
| Warren | 26.6 | Male | 13,083 | 1,255 | 1,113 | 1,020 | 1,248 | 2,301 | 2,062 | 1,558 | 1,121 | 1,405 | 33.3 |
|  |  | Female | 13,517 | 1,230 | 1,066 | 926 | 1,225 | 2,317 | 1,913 | 1,507 | 1,265 | 2,068 | 35.0 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Popula n by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **VIRGINIA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| ☐ Washington | 46.0 | Male | 22,322 | 1,595 | 1,745 | 1,939 | 2,328 | 3,273 | 3,570 | 2,917 | 2,232 | 2,723 | 35.8 |
| | | Female | 23,678 | 1,515 | 1,651 | 1,881 | 2,224 | 3,427 | 3,666 | 3,028 | 2,490 | 3,796 | 38.1 |
| Waynesboro city | 18.6 | Male | 8,786 | 801 | 685 | 749 | 850 | 1,411 | 1,219 | 1,016 | 865 | 1,190 | 34.3 |
| | | Female | 9,814 | 773 | 693 | 625 | 837 | 1,470 | 1,279 | 1,165 | 1,048 | 1,924 | 39.0 |
| Westmoreland | 15.6 | Male | 7,505 | 688 | 618 | 591 | 629 | 1,011 | 986 | 889 | 822 | 1,271 | 37.2 |
| | | Female | 8,095 | 628 | 582 | 553 | 610 | 1,132 | 1,040 | 910 | 959 | 1,681 | 40.2 |
| Williamsburg city | 11.7 | Male | 5,432 | 187 | 173 | 216 | 2,538 | 764 | 455 | 324 | 262 | 513 | 23.9 |
| | | Female | 6,268 | 201 | 173 | 211 | 2,999 | 674 | 440 | 326 | 354 | 890 | 23.9 |
| Winchester city | 22.3 | Male | 10,664 | 930 | 840 | 695 | 1,355 | 2,072 | 1,589 | 1,060 | 919 | 1,204 | 32.3 |
| | | Female | 11,636 | 942 | 730 | 720 | 1,372 | 1,871 | 1,556 | 1,115 | 1,132 | 2,198 | 36.2 |
| Wise | 39.2 | Male | 18,937 | 1,549 | 1,798 | 2,044 | 2,071 | 2,747 | 2,989 | 2,114 | 1,633 | 1,992 | 32.3 |
| | | Female | 20,263 | 1,429 | 1,731 | 1,905 | 1,945 | 2,974 | 3,089 | 2,188 | 1,869 | 3,133 | 35.5 |
| Wythe | 25.5 | Male | 12,092 | 936 | 1,009 | 1,081 | 1,215 | 1,816 | 1,867 | 1,492 | 1,167 | 1,509 | 34.9 |
| | | Female | 13,408 | 934 | 981 | 1,056 | 1,229 | 1,943 | 1,928 | 1,535 | 1,386 | 2,416 | 37.9 |
| York | 43.3 | Male | 21,569 | 1,967 | 2,250 | 2,232 | 1,970 | 3,356 | 3,939 | 2,835 | 1,649 | 1,371 | 32.0 |
| | | Female | 21,731 | 1,840 | 2,245 | 2,165 | 1,683 | 3,452 | 4,051 | 2,788 | 1,675 | 1,832 | 33.5 |
| **TOTAL METRO COUNTIES** | **4,551.3** | **Male** | **2,235,729** | **211,800** | **189,522** | **174,456** | **274,945** | **439,327** | **371,223** | **245,845** | **160,787** | **167,824** | **31.1** |
| | | **Female** | **2,315,571** | **203,009** | **181,087** | **167,683** | **249,128** | **437,427** | **383,972** | **251,675** | **177,920** | **263,668** | **33.2** |
| **TOTAL STATE** | **6,265.1** | **Male** | **3,072,377** | **280,821** | **259,407** | **245,679** | **373,334** | **571,887** | **497,548** | **342,676** | **237,134** | **263,891** | **31.6** |
| | | **Female** | **3,192,723** | **269,179** | **247,371** | **234,502** | **343,864** | **569,842** | **510,505** | **350,102** | **262,738** | **404,620** | **33.8** |
| **WASHINGTON** | | | | | | | | | | | | | |
| **BELLINGHAM** | **129.6** | **Male** | **63,753** | **5,637** | **5,844** | **5,318** | **8,068** | **10,097** | **10,653** | **6,540** | **4,766** | **6,830** | **31.9** |
| | | **Female** | **65,847** | **5,426** | **5,514** | **4,975** | **8,568** | **10,011** | **10,611** | **6,305** | **4,991** | **9,446** | **33.4** |
| Whatcom | 129.6 | Male | 63,753 | 5,637 | 5,844 | 5,318 | 8,068 | 10,097 | 10,653 | 6,540 | 4,766 | 6,830 | 31.9 |
| | | Female | 65,847 | 5,426 | 5,514 | 4,975 | 8,568 | 10,011 | 10,611 | 6,305 | 4,991 | 9,446 | 33.4 |
| **BREMERTON** | **194.2** | **Male** | **99,201** | **9,993** | **9,745** | **8,397** | **11,946** | **17,018** | **16,174** | **10,526** | **6,590** | **8,812** | **30.6** |
| | | **Female** | **94,999** | **9,623** | **8,939** | **7,884** | **8,379** | **15,574** | **16,124** | **9,620** | **6,916** | **11,940** | **33.1** |
| Kitsap | 194.2 | Male | 99,201 | 9,993 | 9,745 | 8,397 | 11,946 | 17,018 | 16,174 | 10,526 | 6,590 | 8,812 | 30.6 |
| | | Female | 94,999 | 9,623 | 8,939 | 7,884 | 8,379 | 15,574 | 16,124 | 9,620 | 6,916 | 11,940 | 33.1 |
| **OLYMPIA** | **164.5** | **Male** | **80,165** | **7,541** | **8,066** | **7,437** | **7,440** | **12,624** | **13,928** | **9,243** | **5,904** | **7,982** | **32.6** |
| | | **Female** | **84,335** | **7,015** | **7,561** | **6,943** | **7,522** | **13,422** | **15,058** | **9,089** | **6,548** | **11,177** | **34.8** |
| Thurston | 164.5 | Male | 80,165 | 7,541 | 8,066 | 7,437 | 7,440 | 12,624 | 13,928 | 9,243 | 5,904 | 7,982 | 32.6 |
| | | Female | 84,335 | 7,015 | 7,561 | 6,943 | 7,522 | 13,422 | 15,058 | 9,089 | 6,548 | 11,177 | 34.8 |
| **RICHLAND - KENNEWICK - PASCO** | **150.3** | **Male** | **74,998** | **8,307** | **8,487** | **7,265** | **6,660** | **12,117** | **11,929** | **7,981** | **5,685** | **6,567** | **30.6** |
| | | **Female** | **75,302** | **7,813** | **8,053** | **7,140** | **6,416** | **12,206** | **11,563** | **7,633** | **5,985** | **8,493** | **31.7** |
| Benton | 112.8 | Male | 55,775 | 6,022 | 6,065 | 5,236 | 4,677 | 9,122 | 9,098 | 6,323 | 4,365 | 4,867 | 31.5 |
| | | Female | 57,025 | 5,681 | 5,799 | 5,205 | 4,744 | 9,427 | 9,014 | 6,099 | 4,582 | 6,474 | 32.5 |
| Franklin | 37.5 | Male | 19,223 | 2,285 | 2,422 | 2,029 | 1,983 | 2,995 | 2,831 | 1,658 | 1,320 | 1,700 | 28.0 |
| | | Female | 18,277 | 2,132 | 2,254 | 1,935 | 1,672 | 2,779 | 2,549 | 1,534 | 1,403 | 2,019 | 29.1 |
| **SEATTLE** | **2,006.7** | **Male** | **991,559** | **91,964** | **82,673** | **71,170** | **96,872** | **198,723** | **179,284** | **111,743** | **71,934** | **87,196** | **32.7** |
| | | **Female** | **1,015,141** | **88,205** | **79,365** | **68,088** | **96,543** | **193,463** | **178,279** | **108,917** | **75,300** | **126,981** | **34.1** |
| King | 1,529.2 | Male | 753,446 | 66,205 | 59,062 | 52,134 | 76,114 | 152,946 | 137,243 | 85,846 | 55,622 | 68,274 | 33.1 |
| | | Female | 775,754 | 64,058 | 56,851 | 49,964 | 75,775 | 148,740 | 137,095 | 84,087 | 58,402 | 100,782 | 34.5 |
| Snohomish | 477.5 | Male | 238,113 | 25,759 | 23,611 | 19,036 | 20,758 | 45,777 | 42,041 | 25,897 | 16,312 | 18,922 | 31.5 |
| | | Female | 239,387 | 24,147 | 22,514 | 18,124 | 20,768 | 44,723 | 41,184 | 24,830 | 16,898 | 26,199 | 32.6 |
| ***SEATTLE - TACOMA CONSOLIDATED AREA*** | ***2,601.4*** | ***Male*** | ***1,288,649*** | ***123,009*** | ***111,428*** | ***95,104*** | ***132,739*** | ***253,069*** | ***225,413*** | ***141,756*** | ***93,214*** | ***112,917*** | ***32.2*** |
| | | ***Female*** | ***1,312,751*** | ***117,427*** | ***106,775*** | ***90,847*** | ***127,291*** | ***245,841*** | ***224,107*** | ***138,674*** | ***98,290*** | ***163,499*** | ***33.7*** |
| **SPOKANE** | **362.2** | **Male** | **176,154** | **17,040** | **17,055** | **15,478** | **18,724** | **29,069** | **27,931** | **17,998** | **13,505** | **19,354** | **31.8** |
| | | **Female** | **186,046** | **16,099** | **16,059** | **14,436** | **18,873** | **29,731** | **28,755** | **18,551** | **14,868** | **28,674** | **34.3** |
| Spokane | 362.2 | Male | 176,154 | 17,040 | 17,055 | 15,478 | 18,724 | 29,069 | 27,931 | 17,998 | 13,505 | 19,354 | 31.8 |
| | | Female | 186,046 | 16,099 | 16,059 | 14,436 | 18,873 | 29,731 | 28,755 | 18,551 | 14,868 | 28,674 | 34.3 |
| **TACOMA** | **594.7** | **Male** | **297,090** | **31,045** | **28,755** | **23,934** | **35,867** | **54,346** | **46,129** | **30,013** | **21,280** | **25,721** | **30.3** |
| | | **Female** | **297,610** | **29,222** | **27,410** | **22,759** | **30,748** | **52,378** | **45,828** | **29,757** | **22,990** | **36,518** | **32.4** |
| Pierce | 594.7 | Male | 297,090 | 31,045 | 28,755 | 23,934 | 35,867 | 54,346 | 46,129 | 30,013 | 21,280 | 25,721 | 30.3 |
| | | Female | 297,610 | 29,222 | 27,410 | 22,759 | 30,748 | 52,378 | 45,828 | 29,757 | 22,990 | 36,518 | 32.4 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **WASHINGTON (continued)** | | | | | | | | | | | | | |
| **VANCOUVER** | **242.3** | **Male** | **119,602** | **11,964** | **12,333** | **11,356** | **10,443** | **19,457** | **20,602** | **13,939** | **8,740** | **10,768** | **32.0** |
| | | **Female** | **122,698** | **11,322** | **11,553** | **10,744** | **10,479** | **20,089** | **21,203** | **13,295** | **9,048** | **14,965** | **33.6** |
| Clark | 242.3 | Male | 119,602 | 11,964 | 12,333 | 11,356 | 10,443 | 19,457 | 20,602 | 13,939 | 8,740 | 10,768 | 32.0 |
| | | Female | 122,698 | 11,322 | 11,553 | 10,744 | 10,479 | 20,089 | 21,203 | 13,295 | 9,048 | 14,965 | 33.6 |
| **YAKIMA** | **190.0** | **Male** | **94,344** | **10,432** | **10,071** | **9,302** | **9,608** | **14,665** | **13,394** | **9,398** | **7,084** | **10,390** | **30.3** |
| | | **Female** | **95,656** | **9,942** | **9,584** | **8,637** | **8,532** | **14,112** | **13,526** | **9,403** | **7,667** | **14,253** | **32.9** |
| Yakima | 190.0 | Male | 94,344 | 10,432 | 10,071 | 9,302 | 9,608 | 14,665 | 13,394 | 9,398 | 7,084 | 10,390 | 30.3 |
| | | Female | 95,656 | 9,942 | 9,584 | 8,637 | 8,532 | 14,112 | 13,526 | 9,403 | 7,667 | 14,253 | 32.9 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Adams | 13.6 | Male | 6,861 | 798 | 825 | 766 | 570 | 963 | 947 | 729 | 554 | 709 | 29.9 |
| | | Female | 6,739 | 779 | 776 | 714 | 499 | 955 | 959 | 663 | 567 | 827 | 31.3 |
| Asotin | 17.6 | Male | 8,371 | 832 | 883 | 760 | 602 | 1,241 | 1,215 | 851 | 761 | 1,226 | 33.9 |
| | | Female | 9,229 | 803 | 822 | 800 | 667 | 1,383 | 1,278 | 936 | 848 | 1,692 | 36.1 |
| Benton | 112.8 | Male | 55,775 | 6,022 | 6,065 | 5,236 | 4,677 | 9,122 | 9,098 | 6,323 | 4,365 | 4,867 | 31.5 |
| | | Female | 57,025 | 5,681 | 5,799 | 5,205 | 4,744 | 9,427 | 9,014 | 6,099 | 4,582 | 6,474 | 32.5 |
| Chelan | 52.6 | Male | 25,946 | 2,572 | 2,559 | 2,149 | 2,154 | 3,933 | 4,230 | 2,698 | 2,172 | 3,479 | 34.0 |
| | | Female | 26,654 | 2,432 | 2,455 | 1,977 | 1,994 | 3,944 | 3,977 | 2,680 | 2,438 | 4,757 | 36.3 |
| Clallam | 57.1 | Male | 28,387 | 2,387 | 2,588 | 2,209 | 2,085 | 3,890 | 4,358 | 2,918 | 2,744 | 5,208 | 37.4 |
| | | Female | 28,713 | 2,212 | 2,404 | 2,109 | 1,780 | 3,707 | 4,157 | 2,885 | 3,046 | 6,413 | 40.2 |
| Clark | 242.3 | Male | 119,602 | 11,964 | 12,333 | 11,356 | 10,443 | 19,457 | 20,602 | 13,939 | 8,740 | 10,768 | 32.0 |
| | | Female | 122,698 | 11,322 | 11,553 | 10,744 | 10,479 | 20,089 | 21,203 | 13,295 | 9,048 | 14,965 | 33.6 |
| Columbia | 4.0 | Male | 1,981 | 129 | 191 | 208 | 119 | 265 | 310 | 233 | 198 | 328 | 37.5 |
| | | Female | 2,019 | 141 | 164 | 163 | 127 | 233 | 290 | 255 | 211 | 435 | 41.3 |
| Cowlitz | 82.6 | Male | 40,783 | 3,841 | 4,095 | 3,677 | 3,581 | 6,108 | 6,520 | 4,658 | 3,531 | 4,772 | 33.5 |
| | | Female | 41,817 | 3,724 | 3,764 | 3,580 | 3,468 | 6,303 | 6,434 | 4,552 | 3,637 | 6,355 | 35.1 |
| Douglas | 26.5 | Male | 13,332 | 1,312 | 1,396 | 1,242 | 1,165 | 2,013 | 2,157 | 1,462 | 1,126 | 1,459 | 32.7 |
| | | Female | 13,168 | 1,276 | 1,346 | 1,123 | 976 | 2,011 | 2,119 | 1,434 | 1,140 | 1,743 | 34.3 |
| Ferry | 6.3 | Male | 3,279 | 317 | 336 | 381 | 296 | 406 | 581 | 355 | 275 | 332 | 32.6 |
| | | Female | 3,021 | 298 | 343 | 325 | 220 | 439 | 481 | 356 | 227 | 332 | 32.4 |
| Franklin | 37.5 | Male | 19,223 | 2,285 | 2,422 | 2,029 | 1,983 | 2,995 | 2,831 | 1,658 | 1,320 | 1,700 | 28.0 |
| | | Female | 18,277 | 2,132 | 2,254 | 1,935 | 1,672 | 2,779 | 2,549 | 1,534 | 1,403 | 2,019 | 29.1 |
| Garfield | 2.2 | Male | 1,081 | 90 | 96 | 107 | 43 | 120 | 166 | 113 | 126 | 220 | 40.1 |
| | | Female | 1,119 | 64 | 112 | 106 | 33 | 124 | 165 | 113 | 136 | 266 | 42.3 |
| Grant | 55.0 | Male | 27,818 | 3,084 | 3,099 | 2,791 | 2,498 | 4,031 | 3,944 | 2,746 | 2,370 | 3,255 | 31.0 |
| | | Female | 27,182 | 2,864 | 2,951 | 2,581 | 2,192 | 3,965 | 3,838 | 2,601 | 2,457 | 3,733 | 32.6 |
| Grays Harbor | 64.2 | Male | 31,956 | 3,057 | 3,159 | 2,835 | 2,566 | 4,540 | 4,939 | 3,493 | 2,879 | 4,488 | 34.6 |
| | | Female | 32,244 | 2,815 | 2,925 | 2,606 | 2,438 | 4,662 | 4,714 | 3,423 | 2,963 | 5,698 | 36.4 |
| Island | 61.6 | Male | 32,062 | 3,124 | 2,831 | 2,193 | 4,180 | 6,146 | 4,653 | 2,671 | 2,375 | 3,889 | 31.0 |
| | | Female | 29,538 | 3,065 | 2,625 | 2,086 | 2,500 | 4,904 | 4,323 | 2,861 | 2,617 | 4,557 | 34.2 |
| Jefferson | 20.5 | Male | 10,113 | 724 | 892 | 768 | 514 | 1,166 | 1,744 | 1,178 | 1,127 | 2,000 | 40.7 |
| | | Female | 10,387 | 745 | 828 | 692 | 515 | 1,216 | 1,812 | 1,131 | 1,231 | 2,217 | 41.6 |
| King | 1,529.2 | Male | 753,446 | 66,205 | 59,062 | 52,134 | 76,114 | 152,946 | 137,243 | 85,846 | 55,622 | 68,274 | 33.1 |
| | | Female | 775,754 | 64,058 | 56,851 | 49,964 | 75,775 | 148,740 | 137,095 | 84,087 | 58,402 | 100,782 | 34.5 |
| Kitsap | 194.2 | Male | 99,201 | 9,993 | 9,745 | 8,397 | 11,946 | 17,018 | 16,174 | 10,526 | 6,590 | 8,812 | 30.6 |
| | | Female | 94,999 | 9,623 | 8,939 | 7,884 | 8,379 | 15,574 | 16,124 | 9,620 | 6,916 | 11,940 | 33.1 |
| Kittitas | 26.9 | Male | 13,351 | 943 | 1,034 | 948 | 2,939 | 1,772 | 1,834 | 1,348 | 977 | 1,556 | 29.6 |
| | | Female | 13,549 | 944 | 972 | 921 | 2,855 | 1,718 | 1,829 | 1,336 | 965 | 2,009 | 31.3 |
| Klickitat | 16.6 | Male | 8,358 | 793 | 870 | 847 | 588 | 1,186 | 1,393 | 958 | 701 | 1,022 | 34.1 |
| | | Female | 8,242 | 769 | 835 | 768 | 543 | 1,203 | 1,346 | 862 | 676 | 1,240 | 35.0 |
| Lewis | 59.7 | Male | 29,350 | 2,739 | 3,100 | 2,929 | 2,363 | 4,038 | 4,399 | 3,159 | 2,580 | 4,043 | 33.8 |
| | | Female | 30,350 | 2,672 | 2,885 | 2,705 | 2,308 | 4,130 | 4,371 | 3,194 | 2,783 | 5,302 | 36.1 |
| Lincoln | 8.8 | Male | 4,393 | 353 | 478 | 422 | 194 | 511 | 648 | 514 | 490 | 783 | 38.7 |
| | | Female | 4,407 | 326 | 405 | 361 | 181 | 552 | 622 | 527 | 476 | 957 | 41.1 |
| Mason | 39.0 | Male | 20,114 | 1,587 | 1,796 | 1,656 | 1,670 | 2,957 | 3,191 | 2,142 | 2,074 | 3,041 | 36.2 |
| | | Female | 18,886 | 1,567 | 1,714 | 1,535 | 1,169 | 2,547 | 2,776 | 2,116 | 2,123 | 3,339 | 38.3 |
| Okanogan | 33.5 | Male | 16,900 | 1,610 | 1,788 | 1,651 | 1,237 | 2,326 | 2,667 | 1,935 | 1,597 | 2,089 | 34.3 |
| | | Female | 16,600 | 1,564 | 1,673 | 1,387 | 1,127 | 2,318 | 2,536 | 1,883 | 1,561 | 2,551 | 35.9 |
| Pacific | 19.0 | Male | 9,386 | 789 | 797 | 857 | 594 | 1,131 | 1,300 | 981 | 1,073 | 1,864 | 39.0 |
| | | Female | 9,614 | 716 | 738 | 703 | 550 | 1,130 | 1,302 | 1,026 | 1,233 | 2,216 | 42.5 |
| Pend Oreille | 8.9 | Male | 4,424 | 383 | 456 | 472 | 253 | 541 | 741 | 552 | 459 | 567 | 36.4 |
| | | Female | 4,476 | 433 | 443 | 445 | 241 | 606 | 687 | 508 | 445 | 668 | 36.0 |
| Pierce | 594.7 | Male | 297,090 | 31,045 | 28,755 | 23,934 | 35,867 | 54,346 | 46,129 | 30,013 | 21,280 | 25,721 | 30.3 |
| | | Female | 297,610 | 29,222 | 27,410 | 22,759 | 30,748 | 52,378 | 45,828 | 29,757 | 22,990 | 36,518 | 32.4 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **WASHINGTON (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| San Juan | 10.3 | Male | 5,095 | 377 | 401 | 328 | 195 | 545 | 961 | 654 | 587 | 1,047 | 42.3 |
| | | Female | 5,205 | 362 | 357 | 295 | 181 | 587 | 1,034 | 653 | 594 | 1,142 | 42.9 |
| Skagit | 80.6 | Male | 39,715 | 3,702 | 3,785 | 3,328 | 3,373 | 5,756 | 6,447 | 4,326 | 3,444 | 5,554 | 34.8 |
| | | Female | 40,885 | 3,502 | 3,665 | 3,256 | 3,091 | 5,934 | 6,372 | 4,275 | 3,794 | 6,996 | 36.6 |
| Skamania | 8.3 | Male | 4,232 | 374 | 474 | 435 | 268 | 638 | 754 | 522 | 349 | 418 | 33.9 |
| | | Female | 4,068 | 408 | 449 | 336 | 280 | 677 | 656 | 458 | 338 | 466 | 33.3 |
| Snohomish | 477.5 | Male | 238,113 | 25,759 | 23,611 | 19,036 | 20,758 | 45,777 | 42,041 | 25,897 | 16,312 | 18,922 | 31.5 |
| | | Female | 239,387 | 24,147 | 22,514 | 18,124 | 20,768 | 44,723 | 41,184 | 24,830 | 16,898 | 26,199 | 32.6 |
| Spokane | 362.2 | Male | 176,154 | 17,040 | 17,055 | 15,478 | 18,724 | 29,069 | 27,931 | 17,998 | 13,505 | 19,354 | 31.8 |
| | | Female | 186,046 | 16,099 | 16,059 | 14,436 | 18,873 | 29,731 | 28,755 | 18,551 | 14,868 | 28,674 | 34.3 |
| Stevens | 31.1 | Male | 15,532 | 1,485 | 1,873 | 1,718 | 921 | 1,966 | 2,583 | 1,902 | 1,334 | 1,750 | 34.0 |
| | | Female | 15,568 | 1,420 | 1,713 | 1,626 | 916 | 2,113 | 2,663 | 1,762 | 1,247 | 2,108 | 35.0 |
| Thurston | 164.5 | Male | 80,165 | 7,541 | 8,066 | 7,437 | 7,440 | 12,624 | 13,928 | 9,243 | 5,904 | 7,982 | 32.6 |
| | | Female | 84,335 | 7,015 | 7,561 | 6,943 | 7,522 | 13,422 | 15,058 | 9,089 | 6,548 | 11,177 | 34.8 |
| Wahkiakum | 3.3 | Male | 1,641 | 139 | 137 | 141 | 107 | 184 | 275 | 194 | 172 | 292 | 39.1 |
| | | Female | 1,659 | 113 | 155 | 136 | 90 | 190 | 243 | 211 | 174 | 347 | 41.0 |
| Walla Walla | 48.3 | Male | 24,311 | 2,065 | 2,148 | 1,956 | 3,195 | 3,817 | 3,690 | 2,388 | 1,859 | 3,193 | 32.3 |
| | | Female | 23,989 | 2,006 | 2,100 | 1,814 | 2,806 | 3,260 | 3,210 | 2,278 | 2,114 | 4,401 | 35.0 |
| Whatcom | 129.6 | Male | 63,753 | 5,637 | 5,844 | 5,318 | 8,068 | 10,097 | 10,653 | 6,540 | 4,766 | 6,830 | 31.9 |
| | | Female | 65,847 | 5,426 | 5,514 | 4,975 | 8,568 | 10,011 | 10,611 | 6,305 | 4,991 | 9,446 | 33.4 |
| Whitman | 38.6 | Male | 19,961 | 1,218 | 1,233 | 1,127 | 7,157 | 2,949 | 2,124 | 1,485 | 1,054 | 1,614 | 24.3 |
| | | Female | 18,639 | 1,196 | 1,197 | 1,053 | 5,953 | 2,586 | 2,034 | 1,486 | 1,084 | 2,050 | 24.9 |
| Yakima | 190.0 | Male | 94,344 | 10,432 | 10,071 | 9,302 | 9,608 | 14,665 | 13,394 | 9,398 | 7,084 | 10,390 | 30.3 |
| | | Female | 95,656 | 9,942 | 9,584 | 8,637 | 8,532 | 14,112 | 13,526 | 9,403 | 7,667 | 14,253 | 32.9 |
| **TOTAL METRO COUNTIES** | **4,034.5** | **Male** | **1,996,866** | **193,923** | **183,029** | **159,657** | **205,628** | **368,116** | **340,024** | **217,381** | **145,488** | **183,620** | **32.0** |
| | | **Female** | **2,037,634** | **184,667** | **174,038** | **151,606** | **196,060** | **360,986** | **340,947** | **212,570** | **154,313** | **262,447** | **33.7** |
| **TOTAL STATE** | **4,931.2** | **Male** | **2,445,599** | **234,747** | **226,349** | **198,558** | **251,055** | **433,255** | **408,795** | **264,546** | **184,476** | **243,818** | **32.2** |
| | | **Female** | **2,485,601** | **223,883** | **214,854** | **187,809** | **235,760** | **424,383** | **407,175** | **259,035** | **195,438** | **337,264** | **34.0** |
| **WEST VIRGINIA** | | | | | | | | | | | | | |
| **CHARLESTON** | **249.2** | **Male** | **118,281** | **9,450** | **10,532** | **10,899** | **10,217** | **18,215** | **19,329** | **13,694** | **11,419** | **14,526** | **34.9** |
| | | **Female** | **130,919** | **9,043** | **9,777** | **10,099** | **10,626** | **20,054** | **20,414** | **14,638** | **13,826** | **22,442** | **37.9** |
| Kanawha | 206.0 | Male | 97,131 | 7,586 | 8,549 | 8,784 | 8,483 | 14,887 | 15,662 | 11,051 | 9,602 | 12,527 | 35.2 |
| | | Female | 108,869 | 7,277 | 7,812 | 8,177 | 8,865 | 16,379 | 16,717 | 12,008 | 11,928 | 19,706 | 38.5 |
| Putnam | 43.2 | Male | 21,150 | 1,864 | 1,983 | 2,115 | 1,734 | 3,328 | 3,667 | 2,643 | 1,817 | 1,999 | 33.7 |
| | | Female | 22,050 | 1,766 | 1,965 | 1,922 | 1,761 | 3,675 | 3,697 | 2,630 | 1,898 | 2,736 | 34.8 |
| **HUNTINGTON - ASHLAND** | **310.7** | **Male** | **148,411** | **11,523** | **13,483** | **14,338** | **15,576** | **21,665** | **22,187** | **17,667** | **14,407** | **17,565** | **33.9** |
| | | **Female** | **162,289** | **11,191** | **12,569** | **13,524** | **16,267** | **23,091** | **23,437** | **18,721** | **16,489** | **27,000** | **36.9** |
| Cabell | 95.9 | Male | 44,892 | 3,349 | 3,692 | 3,877 | 5,686 | 6,482 | 6,504 | 5,013 | 4,421 | 5,868 | 34.0 |
| | | Female | 51,008 | 3,140 | 3,442 | 3,676 | 6,275 | 6,932 | 6,984 | 5,465 | 5,275 | 9,819 | 37.9 |
| Wayne | 41.2 | Male | 19,889 | 1,498 | 1,929 | 2,029 | 1,976 | 2,734 | 3,028 | 2,474 | 1,888 | 2,333 | 34.2 |
| | | Female | 21,311 | 1,441 | 1,777 | 1,974 | 1,916 | 3,046 | 3,180 | 2,524 | 2,147 | 3,306 | 36.6 |
| *Boyd, Ky.* | *50.8* | *Male* | *24,612* | *1,814* | *2,158* | *2,190* | *2,136* | *3,954* | *3,954* | *3,011* | *2,502* | *2,893* | *35.1* |
| | | *Female* | *26,188* | *1,823* | *1,958* | *2,037* | *2,110* | *3,874* | *3,842* | *3,104* | *2,828* | *4,612* | *38.4* |
| *Carter, Ky.* | *24.3* | *Male* | *11,890* | *970* | *1,159* | *1,231* | *1,356* | *1,752* | *1,683* | *1,402* | *1,027* | *1,310* | *32.0* |
| | | *Female* | *12,410* | *923* | *1,043* | *1,210* | *1,380* | *1,796* | *1,776* | *1,427* | *1,067* | *1,788* | *34.2* |
| *Greenup, Ky.* | *36.7* | *Male* | *17,732* | *1,309* | *1,646* | *1,877* | *1,610* | *2,534* | *2,816* | *2,309* | *1,760* | *1,871* | *34.6* |
| | | *Female* | *18,968* | *1,316* | *1,535* | *1,792* | *1,599* | *2,734* | *3,037* | *2,422* | *1,966* | *2,567* | *36.7* |
| *Lawrence, Ohio* | *61.8* | *Male* | *29,396* | *2,583* | *2,899* | *3,134* | *2,812* | *4,209* | *4,202* | *3,458* | *2,809* | *3,290* | *32.8* |
| | | *Female* | *32,404* | *2,548* | *2,814* | *2,835* | *2,987* | *4,709* | *4,618* | *3,779* | *3,206* | *4,908* | *35.7* |
| **PARKERSBURG - MARIETTA** | **148.4** | **Male** | **70,976** | **5,937** | **6,577** | **6,641** | **6,598** | **10,760** | **10,926** | **8,668** | **6,609** | **8,260** | **34.0** |
| | | **Female** | **77,424** | **5,747** | **6,131** | **6,324** | **6,776** | **11,389** | **11,629** | **9,018** | **7,451** | **12,959** | **37.0** |
| Wood | 86.3 | Male | 41,052 | 3,382 | 3,709 | 3,874 | 3,614 | 6,228 | 6,358 | 5,177 | 3,822 | 4,888 | 34.5 |
| | | Female | 45,248 | 3,299 | 3,459 | 3,597 | 3,826 | 6,603 | 6,839 | 5,406 | 4,356 | 7,863 | 37.7 |
| *Washington, Ohio* | *62.1* | *Male* | *29,924* | *2,555* | *2,868* | *2,767* | *2,934* | *4,532* | *4,568* | *3,491* | *2,787* | *3,372* | *33.4* |
| | | *Female* | *32,176* | *2,448* | *2,672* | *2,727* | *2,950* | *4,786* | *4,790* | *3,612* | *3,095* | *5,096* | *36.1* |
| **STEUBENVILLE - WEIRTON** | **141.2** | **Male** | **67,127** | **4,906** | **5,685** | **6,287** | **6,255** | **9,004** | **10,572** | **7,656** | **7,323** | **9,439** | **36.3** |
| | | **Female** | **74,073** | **4,690** | **5,359** | **6,122** | **6,300** | **9,896** | **10,751** | **8,386** | **8,433** | **14,136** | **39.3** |
| Brooke | 26.7 | Male | 12,790 | 857 | 1,079 | 1,240 | 1,436 | 1,622 | 2,056 | 1,432 | 1,334 | 1,734 | 35.8 |
| | | Female | 13,910 | 799 | 954 | 1,150 | 1,390 | 1,780 | 2,068 | 1,552 | 1,586 | 2,631 | 39.3 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **WEST VIRGINIA (continued)** | | | | | | | | | | | | | |
| **STEUBENVILLE - WEIRTON (continued)** | | | | | | | | | | | | | |
| Hancock | 34.9 | Male | 16,703 | 1,191 | 1,343 | 1,556 | 1,457 | 2,346 | 2,765 | 1,894 | 1,895 | 2,256 | 36.7 |
| | | Female | 18,197 | 1,105 | 1,297 | 1,562 | 1,379 | 2,570 | 2,747 | 2,127 | 2,104 | 3,306 | 39.3 |
| *Jefferson, Ohio* | *79.6* | *Male* | *37,634* | *2,858* | *3,263* | *3,491* | *3,362* | *5,036* | *5,751* | *4,330* | *4,094* | *5,449* | *36.4* |
| | | *Female* | *41,966* | *2,786* | *3,108* | *3,410* | *3,531* | *5,546* | *5,936* | *4,707* | *4,743* | *8,199* | *39.4* |
| **WHEELING** | **157.8** | **Male** | **74,456** | **5,916** | **6,344** | **6,664** | **6,836** | **10,415** | **11,687** | **8,163** | **7,524** | **10,907** | **35.9** |
| | | **Female** | **83,344** | **5,644** | **6,143** | **6,332** | **6,954** | **11,155** | **11,944** | **8,754** | **9,016** | **17,402** | **39.6** |
| Marshall | 37.1 | Male | 17,995 | 1,431 | 1,534 | 1,700 | 1,564 | 2,623 | 3,008 | 2,071 | 1,783 | 2,281 | 35.5 |
| | | Female | 19,105 | 1,334 | 1,495 | 1,628 | 1,575 | 2,605 | 2,986 | 2,122 | 2,007 | 3,353 | 38.1 |
| Ohio | 50.3 | Male | 23,386 | 1,855 | 1,899 | 1,932 | 2,534 | 3,201 | 3,534 | 2,524 | 2,353 | 3,554 | 35.8 |
| | | Female | 26,914 | 1,770 | 1,839 | 1,837 | 2,599 | 3,483 | 3,751 | 2,736 | 2,954 | 5,945 | 40.1 |
| *Belmont, Ohio* | *70.4* | *Male* | *33,075* | *2,630* | *2,911* | *3,032* | *2,738* | *4,591* | *5,145* | *3,568* | *3,388* | *5,072* | *36.2* |
| | | *Female* | *37,325* | *2,540* | *2,809* | *2,867* | *2,780* | *5,067* | *5,207* | *3,896* | *4,055* | *8,104* | *40.0* |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Barbour | 15.6 | Male | 7,450 | 625 | 676 | 743 | 791 | 1,037 | 1,112 | 824 | 663 | 979 | 33.6 |
| | | Female | 8,150 | 582 | 627 | 721 | 881 | 1,097 | 1,125 | 848 | 748 | 1,521 | 36.5 |
| Berkeley | 60.3 | Male | 29,924 | 2,812 | 2,730 | 2,640 | 2,807 | 5,114 | 4,831 | 3,263 | 2,661 | 3,066 | 32.8 |
| | | Female | 30,376 | 2,658 | 2,571 | 2,428 | 2,945 | 5,204 | 4,584 | 3,228 | 2,748 | 4,010 | 33.8 |
| Boone | 25.4 | Male | 12,341 | 947 | 1,124 | 1,477 | 1,101 | 1,763 | 2,139 | 1,417 | 1,085 | 1,288 | 33.6 |
| | | Female | 13,059 | 859 | 1,105 | 1,414 | 1,125 | 1,933 | 2,099 | 1,392 | 1,236 | 1,896 | 35.4 |
| Braxton | 12.9 | Male | 6,255 | 529 | 540 | 619 | 575 | 875 | 954 | 725 | 605 | 893 | 35.5 |
| | | Female | 6,645 | 537 | 550 | 584 | 506 | 881 | 974 | 653 | 643 | 1,317 | 37.7 |
| Brooke | 26.7 | Male | 12,790 | 857 | 1,079 | 1,240 | 1,436 | 1,622 | 2,056 | 1,432 | 1,334 | 1,734 | 35.8 |
| | | Female | 13,910 | 799 | 954 | 1,150 | 1,390 | 1,780 | 2,068 | 1,552 | 1,586 | 2,631 | 39.3 |
| Cabell | 95.9 | Male | 44,892 | 3,349 | 3,692 | 3,877 | 5,686 | 6,482 | 6,504 | 5,013 | 4,421 | 5,868 | 34.0 |
| | | Female | 51,008 | 3,140 | 3,442 | 3,676 | 6,275 | 6,932 | 6,984 | 5,465 | 5,275 | 9,819 | 37.9 |
| Calhoun | 7.8 | Male | 3,829 | 342 | 371 | 378 | 296 | 521 | 604 | 431 | 363 | 523 | 35.1 |
| | | Female | 3,971 | 300 | 380 | 357 | 293 | 575 | 567 | 403 | 394 | 702 | 36.4 |
| Clay | 9.9 | Male | 4,874 | 433 | 543 | 537 | 424 | 677 | 742 | 528 | 436 | 554 | 32.4 |
| | | Female | 5,026 | 435 | 479 | 551 | 450 | 709 | 740 | 469 | 479 | 714 | 33.4 |
| Doddridge | 6.9 | Male | 3,421 | 275 | 346 | 350 | 254 | 494 | 508 | 374 | 344 | 476 | 34.8 |
| | | Female | 3,479 | 248 | 337 | 303 | 271 | 517 | 476 | 359 | 329 | 639 | 36.3 |
| Fayette | 47.1 | Male | 22,573 | 1,592 | 2,079 | 2,468 | 2,429 | 2,941 | 3,555 | 2,258 | 2,127 | 3,124 | 34.2 |
| | | Female | 24,527 | 1,479 | 2,042 | 2,304 | 2,006 | 3,198 | 3,472 | 2,459 | 2,652 | 4,915 | 38.6 |
| Gilmer | 7.6 | Male | 3,765 | 287 | 341 | 307 | 614 | 509 | 495 | 363 | 339 | 510 | 31.6 |
| | | Female | 3,835 | 279 | 275 | 292 | 556 | 509 | 453 | 391 | 351 | 729 | 35.1 |
| Grant | 10.4 | Male | 5,120 | 425 | 458 | 508 | 481 | 726 | 775 | 640 | 476 | 631 | 34.5 |
| | | Female | 5,280 | 375 | 397 | 492 | 454 | 754 | 833 | 594 | 471 | 910 | 37.0 |
| Greenbrier | 34.4 | Male | 16,474 | 1,227 | 1,439 | 1,564 | 1,435 | 2,399 | 2,572 | 1,922 | 1,628 | 2,288 | 35.7 |
| | | Female | 17,926 | 1,163 | 1,371 | 1,487 | 1,328 | 2,514 | 2,613 | 2,019 | 1,908 | 3,523 | 39.2 |
| Hampshire | 16.7 | Male | 8,274 | 743 | 761 | 830 | 799 | 1,170 | 1,224 | 915 | 822 | 1,010 | 33.6 |
| | | Female | 8,426 | 676 | 729 | 734 | 756 | 1,242 | 1,234 | 953 | 834 | 1,268 | 35.6 |
| Hancock | 34.9 | Male | 16,703 | 1,191 | 1,343 | 1,556 | 1,457 | 2,346 | 2,765 | 1,894 | 1,895 | 2,256 | 36.7 |
| | | Female | 18,197 | 1,105 | 1,297 | 1,562 | 1,379 | 2,570 | 2,747 | 2,127 | 2,104 | 3,306 | 39.3 |
| Hardy | 11.1 | Male | 5,467 | 431 | 417 | 465 | 517 | 860 | 820 | 627 | 576 | 754 | 35.5 |
| | | Female | 5,633 | 450 | 443 | 458 | 455 | 858 | 806 | 608 | 611 | 944 | 36.9 |
| Harrison | 68.8 | Male | 32,607 | 2,589 | 3,012 | 3,145 | 2,956 | 4,656 | 4,800 | 3,584 | 3,128 | 4,737 | 34.9 |
| | | Female | 36,193 | 2,483 | 2,870 | 2,910 | 2,798 | 4,971 | 5,106 | 3,834 | 3,776 | 7,445 | 39.0 |
| Jackson | 25.9 | Male | 12,672 | 1,091 | 1,246 | 1,237 | 1,073 | 1,774 | 1,773 | 1,600 | 1,403 | 1,475 | 34.5 |
| | | Female | 13,228 | 984 | 1,066 | 1,177 | 1,052 | 1,950 | 1,880 | 1,714 | 1,412 | 1,993 | 37.0 |
| Jefferson | 36.5 | Male | 17,975 | 1,616 | 1,658 | 1,625 | 2,112 | ~~2,825~~ | ~~2,877~~ | 2,059 | 1,477 | 1,726 | 32.0 |
| | | Female | 18,525 | 1,563 | 1,476 | 1,489 | 2,281 | 2,912 | 2,915 | 1,959 | 1,500 | 2,410 | 33.4 |
| Kanawha | 206.0 | Male | 97,131 | 7,586 | 8,549 | 8,78[illegible] | 8,483 | 14,887 | 15,662 | 11,051 | 9,602 | 12,527 | 35.2 |
| | | Female | 108,869 | 7,277 | 7,812 | 8,177 | 8,865 | 16,379 | 16,717 | 12,008 | 11,928 | 19,706 | 38.5 |
| Lewis | 17.0 | Male | 8,270 | 634 | 745 | 826 | 750 | 1,241 | 1,236 | 943 | 775 | 1,120 | 34.5 |
| | | Female | 8,730 | 562 | 652 | 712 | 715 | 1,243 | 1,256 | 995 | 912 | 1,683 | 38.8 |
| Lincoln | 21.2 | Male | 10,404 | 810 | 1,070 | 1,158 | 1,013 | 1,506 | 1,584 | 1,177 | 913 | 1,173 | 32.6 |
| | | Female | 10,796 | 794 | 997 | 1,139 | 973 | 1,625 | 1,584 | 1,197 | 1,014 | 1,473 | 34.2 |
| Logan | 42.4 | Male | 20,432 | 1,564 | 2,008 | 2,567 | 1,933 | 2,860 | 3,452 | 2,054 | 1,831 | 2,163 | 32.5 |
| | | Female | 21,968 | 1,434 | 1,906 | 2,402 | 1,960 | 3,271 | 3,430 | 2,202 | 2,201 | 3,162 | 35.0 |
| McDowell | 33.9 | Male | 15,957 | 1,286 | 1,591 | 2,050 | 1,348 | 2,185 | 2,482 | 1,654 | 1,409 | 1,952 | 32.8 |
| | | Female | 17,943 | 1,331 | 1,667 | 1,939 | 1,443 | 2,556 | 2,471 | 1,686 | 1,804 | 3,046 | 35.1 |
| Marion | 56.6 | Male | 26,383 | 1,945 | 2,169 | 2,355 | 2,959 | 3,556 | 4,064 | 2,982 | 2,496 | 3,857 | 35.5 |
| | | Female | 30,217 | 1,869 | 2,148 | 2,441 | 3,022 | 3,790 | 4,183 | 3,142 | 3,164 | 6,458 | 39.4 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES | | | | Population by Age and Sex | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | Median Age By Sex |
| **WEST VIRGINIA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Marshall | 37.1 | Male | 17,995 | 1,431 | 1,534 | 1,700 | 1,564 | 2,623 | 3,008 | 2,071 | 1,783 | 2,281 | 35.5 |
| | | Female | 19,105 | 1,334 | 1,495 | 1,628 | 1,575 | 2,605 | 2,986 | 2,122 | 2,007 | 3,353 | 38.1 |
| Mason | 25.1 | Male | 12,193 | 978 | 1,216 | 1,191 | 962 | 1,771 | 1,890 | 1,480 | 1,242 | 1,463 | 34.9 |
| | | Female | 12,907 | 860 | 1,139 | 1,150 | 992 | 1,926 | 1,914 | 1,501 | 1,353 | 2,072 | 37.0 |
| Mercer | 64.2 | Male | 30,075 | 2,299 | 2,660 | 3,034 | 3,086 | 4,097 | 4,748 | 3,287 | 2,896 | 3,968 | 34.7 |
| | | Female | 34,125 | 2,087 | 2,550 | 2,905 | 3,315 | 4,552 | 4,944 | 3,611 | 3,490 | 6,671 | 38.3 |
| ☐ Mineral | 26.7 | Male | 12,921 | 1,085 | 1,126 | 1,226 | 1,492 | 1,724 | 1,919 | 1,602 | 1,201 | 1,546 | 33.9 |
| | | Female | 13,779 | 1,013 | 1,118 | 1,182 | 1,307 | 1,890 | 2,027 | 1,577 | 1,298 | 2,367 | 36.9 |
| Mingo | 33.3 | Male | 16,260 | 1,426 | 1,795 | 2,025 | 1,658 | 2,532 | 2,527 | 1,648 | 1,239 | 1,410 | 29.8 |
| | | Female | 17,040 | 1,339 | 1,770 | 1,851 | 1,659 | 2,735 | 2,503 | 1,660 | 1,490 | 2,033 | 32.0 |
| Monongalia | 75.5 | Male | 37,465 | 2,587 | 2,608 | 2,669 | 9,062 | 6,118 | 5,353 | 3,387 | 2,502 | 3,179 | 28.0 |
| | | Female | 38,035 | 2,465 | 2,504 | 2,518 | 8,069 | 5,873 | 5,171 | 3,444 | 2,912 | 5,079 | 30.9 |
| Monroe | 12.4 | Male | 6,015 | 471 | 517 | 554 | 569 | 803 | 880 | 711 | 634 | 876 | 36.1 |
| | | Female | 6,385 | 449 | 501 | 568 | 514 | 786 | 944 | 722 | 684 | 1,217 | 39.0 |
| Morgan | 12.3 | Male | 5,972 | 439 | 480 | 508 | 509 | 865 | 902 | 705 | 679 | 885 | 37.1 |
| | | Female | 6,328 | 445 | 474 | 478 | 509 | 854 | 893 | 746 | 755 | 1,174 | 39.5 |
| Nicholas | 26.6 | Male | 13,031 | 1,114 | 1,267 | 1,429 | 1,139 | 1,813 | 2,084 | 1,435 | 1,177 | 1,573 | 33.6 |
| | | Female | 13,569 | 1,030 | 1,179 | 1,329 | 1,112 | 1,962 | 2,043 | 1,444 | 1,345 | 2,125 | 35.8 |
| Ohio | 50.3 | Male | 23,386 | 1,855 | 1,899 | 1,932 | 2,534 | 3,201 | 3,534 | 2,524 | 2,353 | 3,554 | 35.8 |
| | | Female | 26,914 | 1,770 | 1,839 | 1,837 | 2,599 | 3,483 | 3,751 | 2,736 | 2,954 | 5,945 | 40.1 |
| Pendleton | 8.1 | Male | 4,037 | 315 | 345 | 346 | 368 | 603 | 606 | 415 | 416 | 623 | 35.7 |
| | | Female | 4,063 | 340 | 327 | 286 | 314 | 594 | 559 | 449 | 418 | 776 | 38.1 |
| Pleasants | 7.5 | Male | 3,647 | 287 | 367 | 382 | 303 | 581 | 551 | 445 | 311 | 420 | 33.3 |
| | | Female | 3,853 | 243 | 317 | 333 | 341 | 589 | 570 | 415 | 379 | 666 | 36.8 |
| Pocahontas | 8.9 | Male | 4,431 | 356 | 390 | 388 | 313 | 599 | 675 | 532 | 432 | 746 | 37.5 |
| | | Female | 4,469 | 303 | 307 | 334 | 342 | 651 | 617 | 493 | 492 | 930 | 39.8 |
| Preston | 28.9 | Male | 14,247 | 1,228 | 1,416 | 1,457 | 1,237 | 2,107 | 2,181 | 1,623 | 1,305 | 1,693 | 33.5 |
| | | Female | 14,653 | 1,096 | 1,331 | 1,369 | 1,218 | 2,159 | 2,168 | 1,565 | 1,395 | 2,352 | 35.7 |
| Putnam | 43.2 | Male | 21,150 | 1,864 | 1,983 | 2,115 | 1,734 | 3,328 | 3,667 | 2,643 | 1,817 | 1,999 | 33.7 |
| | | Female | 22,050 | 1,766 | 1,965 | 1,922 | 1,761 | 3,675 | 3,697 | 2,630 | 1,898 | 2,736 | 34.8 |
| Raleigh | 75.6 | Male | 35,619 | 2,745 | 3,388 | 4,025 | 2,979 | 4,757 | 6,085 | 3,960 | 3,320 | 4,360 | 34.8 |
| | | Female | 39,981 | 2,582 | 3,270 | 3,843 | 3,163 | 5,471 | 6,242 | 4,096 | 4,128 | 7,186 | 37.7 |
| Randolph | 27.7 | Male | 13,678 | 1,019 | 1,166 | 1,272 | 1,438 | 2,161 | 2,147 | 1,612 | 1,152 | 1,711 | 34.0 |
| | | Female | 14,022 | 1,019 | 1,082 | 1,178 | 1,296 | 1,982 | 2,043 | 1,524 | 1,242 | 2,656 | 37.2 |
| Ritchie | 10.1 | Male | 4,903 | 355 | 460 | 436 | 426 | 746 | 713 | 579 | 469 | 719 | 35.4 |
| | | Female | 5,197 | 361 | 435 | 438 | 439 | 726 | 741 | 551 | 475 | 1,031 | 37.7 |
| Roane | 15.1 | Male | 7,432 | 550 | 812 | 802 | 590 | 929 | 1,190 | 875 | 705 | 979 | 35.3 |
| | | Female | 7,668 | 535 | 647 | 730 | 588 | 1,095 | 1,093 | 887 | 731 | 1,362 | 37.2 |
| Summers | 14.1 | Male | 6,343 | 475 | 620 | 635 | 475 | 811 | 997 | 654 | 693 | 983 | 36.6 |
| | | Female | 7,757 | 447 | 556 | 584 | 581 | 1,296 | 1,161 | 828 | 822 | 1,482 | 38.6 |
| Taylor | 15.0 | Male | 7,252 | 616 | 711 | 706 | 630 | 1,093 | 1,125 | 788 | 670 | 913 | 33.8 |
| | | Female | 7,748 | 589 | 615 | 591 | 645 | 1,116 | 1,105 | 812 | 766 | 1,509 | 37.9 |
| Tucker | 7.7 | Male | 3,739 | 263 | 313 | 375 | 347 | 515 | 609 | 460 | 360 | 497 | 35.9 |
| | | Female | 3,961 | 267 | 333 | 313 | 327 | 519 | 575 | 456 | 383 | 788 | 38.9 |
| Tyler | 9.7 | Male | 4,758 | 373 | 433 | 478 | 428 | 625 | 712 | 572 | 475 | 662 | 35.6 |
| | | Female | 4,942 | 372 | 398 | 437 | 388 | 706 | 702 | 598 | 508 | 833 | 37.4 |
| Upshur | 22.6 | Male | 11,048 | 898 | 1,058 | 1,068 | 1,457 | 1,512 | 1,632 | 1,193 | 875 | 1,355 | 31.9 |
| | | Female | 11,552 | 843 | 955 | 970 | 1,394 | 1,609 | 1,643 | 1,204 | 962 | 1,972 | 35.0 |
| Wayne | 41.2 | Male | 19,889 | 1,498 | 1,929 | 2,029 | 1,976 | 2,734 | 3,028 | 2,474 | 1,888 | 2,333 | 34.2 |
| | | Female | 21,311 | 1,441 | 1,777 | 1,974 | 1,916 | 3,046 | 3,180 | 2,524 | 2,147 | 3,306 | 36.6 |
| Webster | 10.6 | Male | 5,136 | 423 | 482 | 556 | 456 | 723 | 781 | 558 | 437 | 718 | 34.0 |
| | | Female | 5,464 | 408 | 509 | 538 | 456 | 765 | 791 | 524 | 549 | 924 | 35.7 |
| Wetzel | 19.0 | Male | 9,127 | 744 | 847 | 900 | 832 | 1,225 | 1,357 | 1,134 | 953 | 1,135 | 35.1 |
| | | Female | 9,873 | 727 | 825 | 879 | 853 | 1,320 | 1,407 | 1,189 | 994 | 1,679 | 37.4 |
| Wirt | 5.2 | Male | 2,548 | 216 | 231 | 266 | 206 | 403 | 363 | 321 | 226 | 316 | 33.8 |
| | | Female | 2,652 | 212 | 239 | 233 | 210 | 422 | 363 | 311 | 236 | 426 | 35.3 |
| Wood | 86.3 | Male | 41,052 | 3,382 | 3,709 | 3,874 | 3,614 | 6,228 | 6,358 | 5,177 | 3,822 | 4,888 | 34.5 |
| | | Female | 45,248 | 3,299 | 3,459 | 3,597 | 3,826 | 6,603 | 6,839 | 5,406 | 4,356 | 7,863 | 37.7 |
| Wyoming | 28.4 | Male | 13,823 | 1,087 | 1,381 | 1,721 | 1,258 | 1,952 | 2,345 | 1,572 | 1,242 | 1,265 | 32.5 |
| | | Female | 14,577 | 984 | 1,298 | 1,708 | 1,232 | 2,221 | 2,356 | 1,503 | 1,455 | 1,820 | 34.3 |
| **TOTAL METRO COUNTIES** | **648.3** | **Male** | **307,909** | **24,098** | **26,843** | **28,333** | **29,976** | **45,175** | **48,501** | **35,881** | **30,116** | **38,986** | **34.9** |
| | | **Female** | **340,391** | **22,944** | **25,158** | **26,705** | **30,893** | **48,963** | **50,996** | **38,147** | **35,553** | **61,032** | **38.0** |
| **TOTAL STATE** | **1,780.3** | **Male** | **855,155** | **67,565** | **77,130** | **83,407** | **87,311** | **124,205** | **133,553** | **96,167** | **80,083** | **105,734** | **34.0** |
| | | **Female** | **925,145** | **64,008** | **72,807** | **78,602** | **87,120** | **133,201** | **136,345** | **99,785** | **92,704** | **160,573** | **37.0** |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **WISCONSIN** | | | | | | | | | | | | | |
| **APPLETON - OSHKOSH - NEENAH** | 317.5 | Male | 156,289 | 15,370 | 15,093 | 13,400 | 17,019 | 28,357 | 23,962 | 15,903 | 12,115 | 15,070 | 31.1 |
| | | Female | 161,211 | 14,711 | 14,475 | 12,419 | 17,352 | 27,663 | 23,344 | 15,901 | 12,707 | 22,639 | 32.8 |
| Calumet | 34.6 | Male | 17,212 | 1,804 | 1,894 | 1,724 | 1,427 | 3,087 | 2,617 | 1,703 | 1,331 | 1,625 | 30.7 |
| | | Female | 17,388 | 1,778 | 1,890 | 1,558 | 1,409 | 3,035 | 2,561 | 1,642 | 1,338 | 2,177 | 31.8 |
| Outagamie | 141.8 | Male | 70,008 | 7,258 | 7,164 | 6,406 | 6,930 | 12,860 | 10,787 | 7,061 | 5,186 | 6,356 | 30.6 |
| | | Female | 71,792 | 6,972 | 6,835 | 5,908 | 6,932 | 12,634 | 10,606 | 7,060 | 5,418 | 9,427 | 32.3 |
| Winnebago | 141.1 | Male | 69,069 | 6,308 | 6,035 | 5,270 | 8,662 | 12,410 | 10,558 | 7,139 | 5,598 | 7,089 | 31.7 |
| | | Female | 72,031 | 5,961 | 5,750 | 4,953 | 9,011 | 11,994 | 10,177 | 7,199 | 5,951 | 11,035 | 33.6 |
| **EAU CLAIRE** | 138.2 | Male | 66,986 | 6,380 | 6,441 | 5,812 | 8,821 | 10,549 | 10,034 | 6,477 | 5,082 | 7,390 | 30.7 |
| | | Female | 71,214 | 6,040 | 6,240 | 5,503 | 10,016 | 10,456 | 10,127 | 6,483 | 5,589 | 10,760 | 32.5 |
| Chippewa | 52.5 | Male | 25,895 | 2,491 | 2,731 | 2,389 | 2,164 | 4,227 | 3,953 | 2,605 | 2,166 | 3,169 | 32.5 |
| | | Female | 26,605 | 2,421 | 2,611 | 2,312 | 2,102 | 4,087 | 3,823 | 2,594 | 2,333 | 4,322 | 34.4 |
| Eau Claire | 85.7 | Male | 41,091 | 3,889 | 3,710 | 3,423 | 6,657 | 6,322 | 6,081 | 3,872 | 2,916 | 4,221 | 29.5 |
| | | Female | 44,609 | 3,619 | 3,629 | 3,191 | 7,914 | 6,369 | 6,304 | 3,889 | 3,256 | 6,438 | 31.2 |
| **GREEN BAY** | 196.2 | Male | 95,691 | 9,520 | 9,176 | 8,589 | 10,431 | 17,894 | 15,248 | 9,677 | 6,890 | 8,266 | 30.7 |
| | | Female | 100,509 | 9,321 | 8,805 | 8,068 | 10,937 | 17,950 | 15,362 | 9,793 | 7,367 | 12,906 | 32.3 |
| Brown | 196.2 | Male | 95,691 | 9,520 | 9,176 | 8,589 | 10,431 | 17,894 | 15,248 | 9,677 | 6,890 | 8,266 | 30.7 |
| | | Female | 100,509 | 9,321 | 8,805 | 8,068 | 10,937 | 17,950 | 15,362 | 9,793 | 7,367 | 12,906 | 32.3 |
| **JANESVILLE - BELOIT** | 139.3 | Male | 67,826 | 6,731 | 6,600 | 6,145 | 6,680 | 11,143 | 10,088 | 7,500 | 5,936 | 7,003 | 32.0 |
| | | Female | 71,474 | 6,518 | 6,257 | 5,796 | 6,723 | 11,439 | 10,254 | 7,771 | 6,176 | 10,540 | 34.1 |
| Rock | 139.3 | Male | 67,826 | 6,731 | 6,600 | 6,145 | 6,680 | 11,143 | 10,088 | 7,500 | 5,936 | 7,003 | 32.0 |
| | | Female | 71,474 | 6,518 | 6,257 | 5,796 | 6,723 | 11,439 | 10,254 | 7,771 | 6,176 | 10,540 | 34.1 |
| **KENOSHA** | 129.0 | Male | 63,136 | 6,469 | 5,903 | 5,503 | 6,581 | 10,746 | 9,513 | 6,873 | 5,061 | 6,487 | 31.6 |
| | | Female | 65,864 | 6,041 | 5,699 | 5,191 | 6,489 | 11,188 | 9,322 | 6,709 | 5,447 | 9,778 | 33.5 |
| Kenosha | 129.0 | Male | 63,136 | 6,469 | 5,903 | 5,503 | 6,581 | 10,746 | 9,513 | 6,873 | 5,061 | 6,487 | 31.6 |
| | | Female | 65,864 | 6,041 | 5,699 | 5,191 | 6,489 | 11,188 | 9,322 | 6,709 | 5,447 | 9,778 | 33.5 |
| **LA CROSSE** | 98.4 | Male | 47,272 | 4,495 | 4,395 | 3,773 | 6,875 | 7,705 | 7,108 | 4,485 | 3,563 | 4,873 | 30.3 |
| | | Female | 51,128 | 4,119 | 4,111 | 3,581 | 8,111 | 8,030 | 7,115 | 4,511 | 3,805 | 7,745 | 32.0 |
| La Crosse | 98.4 | Male | 47,272 | 4,495 | 4,395 | 3,773 | 6,875 | 7,705 | 7,108 | 4,485 | 3,563 | 4,873 | 30.3 |
| | | Female | 51,128 | 4,119 | 4,111 | 3,581 | 8,111 | 8,030 | 7,115 | 4,511 | 3,805 | 7,745 | 32.0 |
| **MADISON** | 370.4 | Male | 182,046 | 16,228 | 14,709 | 12,497 | 28,707 | 36,645 | 30,548 | 17,393 | 11,679 | 13,640 | 30.2 |
| | | Female | 188,354 | 15,631 | 13,763 | 12,124 | 28,751 | 36,131 | 30,993 | 17,772 | 12,528 | 20,661 | 31.6 |
| Dane | 370.4 | Male | 182,046 | 16,228 | 14,709 | 12,497 | 28,707 | 36,645 | 30,548 | 17,393 | 11,679 | 13,640 | 30.2 |
| | | Female | 188,354 | 15,631 | 13,763 | 12,124 | 28,751 | 36,131 | 30,993 | 17,772 | 12,528 | 20,661 | 31.6 |
| **MILWAUKEE** | 1,436.8 | Male | 691,573 | 69,226 | 66,058 | 59,260 | 70,557 | 122,554 | 106,528 | 70,382 | 57,911 | 69,097 | 31.6 |
| | | Female | 745,227 | 66,153 | 62,661 | 56,680 | 72,465 | 127,906 | 111,078 | 75,248 | 63,379 | 109,657 | 34.0 |
| Milwaukee | 958.7 | Male | 454,417 | 47,149 | 42,480 | 36,832 | 49,749 | 84,770 | 66,150 | 40,951 | 37,135 | 49,201 | 31.0 |
| | | Female | 504,283 | 45,091 | 40,788 | 35,777 | 52,951 | 89,809 | 69,717 | 45,953 | 42,926 | 81,271 | 33.6 |
| Ozaukee | 73.6 | Male | 36,449 | 3,453 | 3,636 | 3,268 | 3,091 | 5,532 | 6,116 | 4,603 | 3,328 | 3,422 | 33.6 |
| | | Female | 37,151 | 3,303 | 3,246 | 3,089 | 2,940 | 5,593 | 6,346 | 4,588 | 3,349 | 4,697 | 35.6 |
| Washington | 96.5 | Male | 48,072 | 4,702 | 4,955 | 4,504 | 4,486 | 8,200 | 7,728 | 5,616 | 3,725 | 4,156 | 31.6 |
| | | Female | 48,428 | 4,380 | 4,674 | 4,302 | 4,156 | 8,016 | 7,886 | 5,465 | 3,661 | 5,888 | 33.4 |
| Waukesha | 308.0 | Male | 152,635 | 13,922 | 14,987 | 14,656 | 13,231 | 24,052 | 26,534 | 19,212 | 13,723 | 12,318 | 33.1 |
| | | Female | 155,365 | 13,379 | 13,953 | 13,512 | 12,418 | 24,488 | 27,129 | 19,242 | 13,443 | 17,801 | 35.0 |
| **MILWAUKEE - RACINE CONSOLIDATED AREA** | *1,612.4* | *Male* | *776,776* | *77,916* | *74,615* | *67,028* | *78,203* | *136,995* | *119,684* | *79,669* | *65,179* | *77,487* | *31.6* |
| | | *Female* | *835,624* | *74,480* | *70,995* | *64,073* | *80,325* | *143,050* | *124,462* | *84,855* | *71,012* | *122,372* | *33.9* |
| **RACINE** | 175.6 | Male | 85,203 | 8,690 | 8,557 | 7,768 | 7,646 | 14,441 | 13,156 | 9,287 | 7,268 | 8,390 | 31.9 |
| | | Female | 90,397 | 8,327 | 8,334 | 7,393 | 7,860 | 15,144 | 13,384 | 9,607 | 7,633 | 12,715 | 33.8 |
| Racine | 175.6 | Male | 85,203 | 8,690 | 8,557 | 7,768 | 7,646 | 14,441 | 13,156 | 9,287 | 7,268 | 8,390 | 31.9 |
| | | Female | 90,397 | 8,327 | 8,334 | 7,393 | 7,860 | 15,144 | 13,384 | 9,607 | 7,633 | 12,715 | 33.8 |
| **SHEBOYGAN** | 104.2 | Male | 51,508 | 4,708 | 4,964 | 4,761 | 4,738 | 8,753 | 7,952 | 5,227 | 4,361 | 6,044 | 32.5 |
| | | Female | 52,692 | 4,528 | 4,739 | 4,394 | 4,213 | 8,306 | 7,594 | 5,351 | 4,451 | 9,116 | 35.2 |
| Sheboygan | 104.2 | Male | 51,508 | 4,708 | 4,964 | 4,761 | 4,738 | 8,753 | 7,952 | 5,227 | 4,361 | 6,044 | 32.5 |
| | | Female | 52,692 | 4,528 | 4,739 | 4,394 | 4,213 | 8,306 | 7,594 | 5,351 | 4,451 | 9,116 | 35.2 |
| **WAUSAU** | 115.9 | Male | 57,227 | 5,453 | 5,836 | 5,461 | 5,260 | 9,623 | 8,886 | 6,110 | 4,507 | 6,091 | 31.9 |
| | | Female | 58,673 | 5,303 | 5,696 | 5,053 | 5,253 | 9,371 | 8,641 | 5,944 | 4,855 | 8,557 | 33.6 |
| Marathon | 115.9 | Male | 57,227 | 5,453 | 5,836 | 5,461 | 5,260 | 9,623 | 8,886 | 6,110 | 4,507 | 6,091 | 31.9 |
| | | Female | 58,673 | 5,303 | 5,696 | 5,053 | 5,253 | 9,371 | 8,641 | 5,944 | 4,855 | 8,557 | 33.6 |

# POPULATION BY AGE AND SEX

**WISCONSIN (continued)**

**ALL COUNTIES**

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| Adams | 15.8 | Male | 8,390 | 568 | 603 | 553 | 559 | 1,369 | 1,272 | 931 | 1,042 | 1,493 | 39.3 |
| | | Female | 7,410 | 530 | 551 | 542 | 445 | 982 | 872 | 911 | 1,023 | 1,554 | 42.5 |
| Ashland | 16.3 | Male | 7,968 | 793 | 822 | 704 | 853 | 1,167 | 1,081 | 764 | 599 | 1,185 | 32.0 |
| | | Female | 8,332 | 688 | 791 | 648 | 763 | 1,206 | 1,065 | 720 | 730 | 1,721 | 35.7 |
| Barron | 41.0 | Male | 20,235 | 1,960 | 2,172 | 1,846 | 1,707 | 3,021 | 2,895 | 1,991 | 1,713 | 2,930 | 33.1 |
| | | Female | 20,765 | 1,747 | 1,966 | 1,748 | 1,535 | 3,048 | 2,775 | 2,079 | 1,869 | 3,998 | 36.2 |
| Bayfield | 14.1 | Male | 7,136 | 642 | 742 | 624 | 467 | 922 | 1,094 | 782 | 733 | 1,130 | 36.6 |
| | | Female | 6,964 | 527 | 662 | 572 | 395 | 984 | 1,026 | 770 | 680 | 1,348 | 38.3 |
| Brown | 196.2 | Male | 95,691 | 9,520 | 9,176 | 8,589 | 10,431 | 17,894 | 15,248 | 9,677 | 6,890 | 8,266 | 30.7 |
| | | Female | 100,509 | 9,321 | 8,805 | 8,068 | 10,937 | 17,950 | 15,362 | 9,793 | 7,367 | 12,906 | 32.3 |
| Buffalo | 13.6 | Male | 6,828 | 611 | 654 | 632 | 546 | 1,047 | 998 | 686 | 647 | 1,007 | 34.3 |
| | | Female | 6,772 | 613 | 644 | 542 | 449 | 1,069 | 839 | 702 | 655 | 1,259 | 35.8 |
| Burnett | 13.1 | Male | 6,478 | 515 | 594 | 553 | 410 | 787 | 926 | 723 | 773 | 1,197 | 39.1 |
| | | Female | 6,622 | 491 | 574 | 568 | 366 | 845 | 857 | 690 | 772 | 1,459 | 40.4 |
| Calumet | 34.6 | Male | 17,212 | 1,804 | 1,894 | 1,724 | 1,427 | 3,087 | 2,617 | 1,703 | 1,331 | 1,625 | 30.7 |
| | | Female | 17,388 | 1,778 | 1,890 | 1,558 | 1,409 | 3,035 | 2,561 | 1,642 | 1,338 | 2,177 | 31.8 |
| Chippewa | 52.5 | Male | 25,895 | 2,491 | 2,731 | 2,389 | 2,164 | 4,227 | 3,953 | 2,605 | 2,166 | 3,169 | 32.5 |
| | | Female | 26,605 | 2,421 | 2,611 | 2,312 | 2,102 | 4,087 | 3,823 | 2,594 | 2,333 | 4,322 | 34.4 |
| Clark | 31.6 | Male | 15,834 | 1,555 | 1,858 | 1,622 | 1,248 | 2,219 | 2,107 | 1,493 | 1,328 | 2,404 | 32.4 |
| | | Female | 15,766 | 1,461 | 1,633 | 1,474 | 1,068 | 2,142 | 1,959 | 1,544 | 1,436 | 3,049 | 35.5 |
| Columbia | 45.4 | Male | 22,531 | 1,954 | 2,141 | 1,999 | 1,895 | 3,595 | 3,590 | 2,409 | 2,014 | 2,934 | 34.1 |
| | | Female | 22,869 | 1,959 | 2,048 | 1,927 | 1,634 | 3,327 | 3,244 | 2,415 | 2,157 | 4,158 | 36.7 |
| Crawford | 15.9 | Male | 7,871 | 788 | 821 | 809 | 606 | 1,067 | 1,098 | 813 | 721 | 1,148 | 33.5 |
| | | Female | 8,029 | 681 | 781 | 753 | 537 | 1,101 | 1,087 | 792 | 771 | 1,526 | 36.5 |
| Dane | 370.4 | Male | 182,046 | 16,228 | 14,709 | 12,497 | 28,707 | 36,645 | 30,548 | 17,393 | 11,679 | 13,640 | 30.2 |
| | | Female | 188,354 | 15,631 | 13,763 | 12,124 | 28,751 | 36,131 | 30,993 | 17,772 | 12,528 | 20,661 | 31.6 |
| Dodge | 76.8 | Male | 39,266 | 3,543 | 3,717 | 3,313 | 3,499 | 7,135 | 6,103 | 4,067 | 3,123 | 4,766 | 32.8 |
| | | Female | 37,534 | 3,344 | 3,557 | 3,157 | 2,875 | 5,770 | 5,116 | 3,796 | 3,319 | 6,600 | 35.1 |
| Door | 25.8 | Male | 12,650 | 1,092 | 1,232 | 1,144 | 864 | 1,921 | 2,019 | 1,368 | 1,143 | 1,867 | 35.4 |
| | | Female | 13,150 | 1,074 | 1,145 | 1,030 | 776 | 1,964 | 1,888 | 1,323 | 1,240 | 2,710 | 38.1 |
| ☐ Douglas | 41.7 | Male | 20,252 | 1,822 | 1,856 | 1,818 | 1,995 | 3,014 | 3,225 | 2,088 | 1,739 | 2,695 | 33.7 |
| | | Female | 21,448 | 1,670 | 1,850 | 1,726 | 1,954 | 3,205 | 3,038 | 2,069 | 1,829 | 4,107 | 36.1 |
| Dunn | 36.0 | Male | 17,942 | 1,483 | 1,651 | 1,473 | 3,578 | 2,640 | 2,457 | 1,554 | 1,259 | 1,847 | 28.0 |
| | | Female | 18,058 | 1,471 | 1,531 | 1,360 | 3,662 | 2,405 | 2,355 | 1,499 | 1,292 | 2,483 | 29.2 |
| Eau Claire | 85.7 | Male | 41,091 | 3,889 | 3,710 | 3,423 | 6,657 | 6,322 | 6,081 | 3,872 | 2,916 | 4,221 | 29.5 |
| | | Female | 44,609 | 3,619 | 3,629 | 3,191 | 7,914 | 6,369 | 6,304 | 3,889 | 3,256 | 6,438 | 31.2 |
| Florence | 4.6 | Male | 2,327 | 213 | 217 | 214 | 151 | 343 | 331 | 283 | 226 | 349 | 35.8 |
| | | Female | 2,273 | 184 | 213 | 190 | 156 | 330 | 314 | 254 | 208 | 424 | 37.0 |
| Fond du Lac | 90.3 | Male | 43,780 | 4,116 | 4,499 | 4,087 | 4,336 | 6,876 | 6,715 | 4,527 | 3,723 | 4,901 | 32.1 |
| | | Female | 46,520 | 3,874 | 4,263 | 3,945 | 4,291 | 7,092 | 6,681 | 4,578 | 4,020 | 7,776 | 34.7 |
| Forest | 8.8 | Male | 4,427 | 424 | 392 | 417 | 408 | 563 | 535 | 453 | 442 | 793 | 35.2 |
| | | Female | 4,373 | 394 | 375 | 401 | 362 | 565 | 525 | 415 | 467 | 869 | 36.7 |
| Grant | 49.1 | Male | 24,754 | 2,107 | 2,381 | 2,299 | 4,083 | 3,527 | 3,182 | 2,258 | 2,002 | 2,915 | 29.3 |
| | | Female | 24,346 | 2,120 | 2,235 | 2,111 | 2,690 | 3,341 | 3,087 | 2,324 | 2,111 | 4,327 | 34.0 |
| Green | 30.4 | Male | 14,905 | 1,402 | 1,471 | 1,360 | 1,205 | 2,405 | 2,384 | 1,581 | 1,195 | 1,902 | 33.4 |
| | | Female | 15,495 | 1,293 | 1,480 | 1,325 | 1,120 | 2,360 | 2,272 | 1,541 | 1,348 | 2,756 | 35.7 |
| Green Lake | 18.7 | Male | 9,085 | 760 | 890 | 818 | 670 | 1,310 | 1,356 | 927 | 885 | 1,469 | 35.7 |
| | | Female | 9,615 | 745 | 910 | 764 | 669 | 1,288 | 1,236 | 933 | 955 | 2,115 | 38.5 |
| Iowa | 20.2 | Male | 10,027 | 1,023 | 1,078 | 905 | 863 | 1,603 | 1,573 | 923 | 823 | 1,236 | 32.1 |
| | | Female | 10,173 | 944 | 975 | 884 | 758 | 1,674 | 1,466 | 925 | 911 | 1,636 | 34.1 |
| Iron | 6.1 | Male | 3,007 | 187 | 232 | 257 | 205 | 395 | 423 | 326 | 326 | 656 | 40.4 |
| | | Female | 3,093 | 196 | 222 | 214 | 179 | 383 | 366 | 330 | 373 | 830 | 44.6 |
| Jackson | 16.6 | Male | 8,424 | 759 | 838 | 781 | 702 | 1,196 | 1,225 | 881 | 771 | 1,271 | 34.5 |
| | | Female | 8,176 | 687 | 764 | 704 | 584 | 1,140 | 1,109 | 818 | 800 | 1,570 | 36.9 |
| Jefferson | 68.1 | Male | 33,612 | 2,985 | 3,117 | 2,993 | 4,029 | 5,324 | 5,074 | 3,720 | 2,715 | 3,655 | 31.9 |
| | | Female | 34,488 | 2,912 | 2,944 | 2,881 | 3,815 | 5,311 | 4,955 | 3,651 | 2,805 | 5,214 | 33.8 |
| Juneau | 21.8 | Male | 10,756 | 977 | 1,092 | 1,015 | 768 | 1,627 | 1,429 | 1,115 | 1,078 | 1,655 | 34.4 |
| | | Female | 11,044 | 960 | 1,020 | 921 | 752 | 1,575 | 1,362 | 1,185 | 1,100 | 2,169 | 37.2 |
| Kenosha | 129.0 | Male | 63,136 | 6,469 | 5,903 | 5,503 | 6,581 | 10,746 | 9,513 | 6,873 | 5,061 | 6,487 | 31.6 |
| | | Female | 65,864 | 6,041 | 5,699 | 5,191 | 6,489 | 11,188 | 9,322 | 6,709 | 5,447 | 9,778 | 33.5 |
| Kewaunee | 18.9 | Male | 9,494 | 856 | 974 | 917 | 866 | 1,493 | 1,368 | 962 | 792 | 1,266 | 32.6 |
| | | Female | 9,406 | 844 | 882 | 876 | 722 | 1,370 | 1,266 | 895 | 828 | 1,723 | 35.1 |
| La Crosse | 98.4 | Male | 47,272 | 4,495 | 4,395 | 3,773 | 6,875 | 7,705 | 7,108 | 4,485 | 3,563 | 4,873 | 30.3 |
| | | Female | 51,128 | 4,119 | 4,111 | 3,581 | 8,111 | 8,030 | 7,115 | 4,511 | 3,805 | 7,745 | 32.0 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex<br>0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **WISCONSIN (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Lafayette | 16.0 | Male | 7,896 | 768 | 868 | 720 | 614 | 1,262 | 1,128 | 750 | 753 | 1,033 | 32.7 |
| | | Female | 8,104 | 756 | 878 | 711 | 567 | 1,207 | 992 | 786 | 764 | 1,443 | 34.4 |
| Langlade | 19.5 | Male | 9,473 | 850 | 937 | 916 | 689 | 1,332 | 1,327 | 1,011 | 909 | 1,502 | 35.1 |
| | | Female | 10,027 | 777 | 861 | 891 | 662 | 1,377 | 1,256 | 987 | 1,025 | 2,191 | 38.5 |
| Lincoln | 27.1 | Male | 13,416 | 1,151 | 1,258 | 1,421 | 1,114 | 2,031 | 1,809 | 1,504 | 1,272 | 1,856 | 33.7 |
| | | Female | 13,684 | 1,106 | 1,244 | 1,158 | 1,015 | 2,065 | 1,734 | 1,501 | 1,327 | 2,534 | 36.5 |
| Manitowoc | 80.2 | Male | 39,227 | 3,597 | 3,823 | 3,480 | 3,495 | 6,170 | 5,882 | 4,133 | 3,526 | 5,121 | 33.5 |
| | | Female | 40,973 | 3,473 | 3,673 | 3,367 | 3,305 | 6,042 | 5,582 | 4,142 | 3,752 | 7,637 | 36.1 |
| Marathon | 115.9 | Male | 57,227 | 5,453 | 5,836 | 5,461 | 5,260 | 9,623 | 8,886 | 6,110 | 4,507 | 6,091 | 31.9 |
| | | Female | 58,673 | 5,303 | 5,696 | 5,053 | 5,253 | 9,371 | 8,641 | 5,944 | 4,855 | 8,557 | 33.6 |
| Marinette | 40.7 | Male | 19,896 | 1,835 | 2,048 | 1,820 | 1,531 | 2,923 | 2,824 | 2,159 | 1,818 | 2,938 | 34.3 |
| | | Female | 20,804 | 1,675 | 1,910 | 1,710 | 1,454 | 3,000 | 2,752 | 2,131 | 1,943 | 4,229 | 37.4 |
| Marquette | 12.4 | Male | 6,147 | 467 | 539 | 536 | 427 | 811 | 807 | 612 | 779 | 1,169 | 38.6 |
| | | Female | 6,253 | 457 | 558 | 505 | 361 | 806 | 777 | 651 | 786 | 1,352 | 40.7 |
| Menominee | 3.9 | Male | 1,912 | 308 | 288 | 212 | 183 | 268 | 190 | 158 | 138 | 167 | 23.7 |
| | | Female | 1,988 | 304 | 284 | 221 | 179 | 315 | 200 | 161 | 163 | 161 | 25.2 |
| Milwaukee | 958.7 | Male | 454,417 | 47,149 | 42,480 | 36,832 | 49,749 | 84,770 | 66,150 | 40,951 | 37,135 | 49,201 | 31.0 |
| | | Female | 504,283 | 45,091 | 40,788 | 35,777 | 52,951 | 89,809 | 69,717 | 45,953 | 42,926 | 81,271 | 33.6 |
| Monroe | 36.9 | Male | 18,522 | 1,916 | 1,882 | 1,746 | 1,476 | 2,701 | 2,813 | 1,928 | 1,672 | 2,388 | 33.3 |
| | | Female | 18,378 | 1,733 | 1,900 | 1,656 | 1,390 | 2,734 | 2,580 | 1,802 | 1,553 | 3,030 | 34.2 |
| Oconto | 30.4 | Male | 15,189 | 1,395 | 1,492 | 1,416 | 1,130 | 2,288 | 2,234 | 1,585 | 1,436 | 2,213 | 34.4 |
| | | Female | 15,211 | 1,327 | 1,387 | 1,303 | 1,097 | 2,299 | 2,002 | 1,546 | 1,463 | 2,787 | 36.0 |
| Oneida | 31.8 | Male | 15,622 | 1,301 | 1,331 | 1,312 | 1,018 | 2,231 | 2,299 | 1,825 | 1,849 | 2,456 | 37.7 |
| | | Female | 16,178 | 1,233 | 1,295 | 1,122 | 958 | 2,258 | 2,268 | 1,929 | 1,843 | 3,272 | 40.4 |
| Outagamie | 141.8 | Male | 70,008 | 7,258 | 7,164 | 6,406 | 6,930 | 12,860 | 10,787 | 7,061 | 5,186 | 6,356 | 30.6 |
| | | Female | 71,792 | 6,972 | 6,835 | 5,908 | 6,932 | 12,634 | 10,606 | 7,060 | 5,418 | 9,427 | 32.3 |
| Ozaukee | 73.6 | Male | 36,449 | 3,453 | 3,636 | 3,268 | 3,091 | 5,532 | 6,116 | 4,603 | 3,328 | 3,422 | 33.6 |
| | | Female | 37,151 | 3,303 | 3,246 | 3,089 | 2,940 | 5,593 | 6,346 | 4,588 | 3,349 | 4,697 | 35.6 |
| Pepin | 7.1 | Male | 3,508 | 293 | 400 | 342 | 262 | 500 | 543 | 314 | 309 | 545 | 34.1 |
| | | Female | 3,592 | 352 | 351 | 322 | 206 | 497 | 437 | 348 | 304 | 775 | 36.6 |
| Pierce | 33.0 | Male | 16,451 | 1,586 | 1,628 | 1,449 | 2,551 | 2,659 | 2,439 | 1,565 | 1,090 | 1,484 | 28.8 |
| | | Female | 16,549 | 1,396 | 1,565 | 1,378 | 2,640 | 2,670 | 2,332 | 1,476 | 1,068 | 2,024 | 29.9 |
| Polk | 35.0 | Male | 17,407 | 1,660 | 1,840 | 1,718 | 1,209 | 2,656 | 2,691 | 1,806 | 1,422 | 2,405 | 33.6 |
| | | Female | 17,593 | 1,603 | 1,714 | 1,504 | 1,126 | 2,615 | 2,517 | 1,787 | 1,555 | 3,172 | 35.9 |
| Portage | 61.8 | Male | 30,875 | 2,785 | 2,860 | 2,614 | 5,430 | 4,963 | 4,463 | 2,878 | 2,087 | 2,795 | 28.5 |
| | | Female | 30,925 | 2,606 | 2,725 | 2,432 | 5,103 | 4,885 | 4,321 | 2,825 | 2,176 | 3,852 | 30.3 |
| Price | 15.6 | Male | 7,821 | 667 | 763 | 701 | 575 | 1,138 | 1,053 | 773 | 762 | 1,389 | 35.6 |
| | | Female | 7,779 | 635 | 681 | 707 | 470 | 1,030 | 1,030 | 749 | 829 | 1,648 | 38.6 |
| Racine | 175.6 | Male | 85,203 | 8,690 | 8,557 | 7,768 | 7,646 | 14,441 | 13,156 | 9,287 | 7,268 | 8,390 | 31.9 |
| | | Female | 90,397 | 8,327 | 8,334 | 7,393 | 7,860 | 15,144 | 13,384 | 9,607 | 7,633 | 12,715 | 33.8 |
| Richland | 17.5 | Male | 8,658 | 796 | 879 | 834 | 765 | 1,196 | 1,228 | 906 | 772 | 1,282 | 33.8 |
| | | Female | 8,842 | 769 | 805 | 703 | 655 | 1,242 | 1,198 | 831 | 862 | 1,777 | 37.1 |
| Rock | 139.3 | Male | 67,826 | 6,731 | 6,600 | 6,145 | 6,680 | 11,143 | 10,088 | 7,500 | 5,936 | 7,003 | 32.0 |
| | | Female | 71,474 | 6,518 | 6,257 | 5,796 | 6,723 | 11,439 | 10,254 | 7,771 | 6,176 | 10,540 | 34.1 |
| Rusk | 15.0 | Male | 7,402 | 666 | 717 | 702 | 630 | 1,061 | 1,015 | 732 | 658 | 1,221 | 34.3 |
| | | Female | 7,598 | 671 | 708 | 700 | 562 | 1,027 | 957 | 727 | 727 | 1,519 | 36.4 |
| ☐ St. Croix | 51.0 | Male | 25,446 | 2,677 | 2,753 | 2,485 | 2,167 | 4,467 | 4,315 | 2,738 | 1,764 | 2,080 | 30.9 |
| | | Female | 25,554 | 2,594 | 2,617 | 2,296 | 2,109 | 4,480 | 4,045 | 2,588 | 1,734 | 3,091 | 32.1 |
| Sauk | 47.2 | Male | 23,229 | 2,291 | 2,316 | 2,078 | 1,959 | 3,699 | 3,488 | 2,393 | 1,917 | 3,098 | 33.0 |
| | | Female | 23,971 | 2,094 | 2,156 | 1,970 | 1,853 | 3,730 | 3,370 | 2,361 | 2,090 | 4,347 | 35.5 |
| Sawyer | 14.3 | Male | 7,213 | 657 | 685 | 645 | 455 | 935 | 982 | 736 | 834 | 1,284 | 37.3 |
| | | Female | 7,087 | 590 | 623 | 564 | 411 | 924 | 934 | 750 | 819 | 1,472 | 39.6 |
| Shawano | 37.3 | Male | 18,522 | 1,663 | 1,794 | 1,713 | 1,525 | 2,740 | 2,455 | 1,923 | 1,773 | 2,936 | 34.4 |
| | | Female | 18,778 | 1,579 | 1,724 | 1,593 | 1,382 | 2,697 | 2,279 | 1,931 | 1,840 | 3,753 | 36.8 |
| Sheboygan | 104.2 | Male | 51,508 | 4,708 | 4,964 | 4,761 | 4,738 | 8,753 | 7,952 | 5,227 | 4,361 | 6,044 | 32.5 |
| | | Female | 52,692 | 4,528 | 4,739 | 4,394 | 4,213 | 8,306 | 7,594 | 5,351 | 4,451 | 9,116 | 35.2 |
| Taylor | 18.9 | Male | 9,522 | 980 | 1,083 | 918 | 765 | 1,527 | 1,293 | 879 | 765 | 1,312 | 31.6 |
| | | Female | 9,378 | 908 | 977 | 875 | 733 | 1,485 | 1,171 | 898 | 770 | 1,561 | 33.1 |
| Trempealeau | 25.2 | Male | 12,556 | 1,119 | 1,168 | 1,090 | 1,022 | 1,892 | 1,811 | 1,354 | 1,103 | 1,997 | 34.9 |
| | | Female | 12,644 | 1,055 | 1,103 | 1,078 | 977 | 1,785 | 1,672 | 1,273 | 1,088 | 2,613 | 36.9 |
| Vernon | 25.6 | Male | 12,575 | 1,142 | 1,240 | 1,181 | 904 | 1,780 | 1,835 | 1,363 | 1,113 | 2,017 | 35.2 |
| | | Female | 13,025 | 1,195 | 1,218 | 1,081 | 787 | 1,769 | 1,702 | 1,258 | 1,248 | 2,767 | 37.7 |
| Vilas | 17.8 | Male | 8,831 | 721 | 723 | 682 | 491 | 1,037 | 1,175 | 1,023 | 1,138 | 1,841 | 41.5 |
| | | Female | 8,969 | 616 | 646 | 584 | 467 | 1,050 | 1,149 | 1,034 | 1,203 | 2,220 | 44.8 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **WISCONSIN (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Walworth | 75.4 | Male | 37,060 | 3,162 | 3,276 | 2,987 | 5,204 | 5,743 | 5,501 | 3,807 | 3,065 | 4,315 | 31.8 |
| | | Female | 38,340 | 2,999 | 3,037 | 2,759 | 5,042 | 5,624 | 5,307 | 3,898 | 3,265 | 6,409 | 34.5 |
| Washburn | 13.8 | Male | 6,861 | 601 | 690 | 614 | 465 | 849 | 1,010 | 744 | 715 | 1,173 | 37.1 |
| | | Female | 6,939 | 549 | 621 | 565 | 370 | 928 | 957 | 747 | 750 | 1,452 | 39.6 |
| Washington | 96.5 | Male | 48,072 | 4,702 | 4,955 | 4,504 | 4,486 | 8,200 | 7,728 | 5,616 | 3,725 | 4,156 | 31.6 |
| | | Female | 48,428 | 4,380 | 4,674 | 4,302 | 4,156 | 8,016 | 7,886 | 5,465 | 3,661 | 5,888 | 33.4 |
| Waukesha | 308.0 | Male | 152,635 | 13,922 | 14,987 | 14,656 | 13,231 | 24,052 | 26,534 | 19,212 | 13,723 | 12,318 | 33.1 |
| | | Female | 155,365 | 13,379 | 13,953 | 13,512 | 12,418 | 24,488 | 27,129 | 19,242 | 13,443 | 17,801 | 35.0 |
| Waupaca | 46.3 | Male | 22,812 | 2,084 | 2,244 | 2,083 | 1,783 | 3,499 | 3,353 | 2,290 | 1,987 | 3,489 | 34.2 |
| | | Female | 23,488 | 1,955 | 2,153 | 1,987 | 1,812 | 3,442 | 3,142 | 2,248 | 2,049 | 4,700 | 36.3 |
| Waushara | 19.5 | Male | 9,655 | 814 | 899 | 814 | 649 | 1,295 | 1,388 | 1,027 | 1,112 | 1,657 | 37.6 |
| | | Female | 9,845 | 730 | 795 | 800 | 615 | 1,327 | 1,262 | 1,039 | 1,163 | 2,114 | 40.2 |
| Winnebago | 141.1 | Male | 69,069 | 6,308 | 6,035 | 5,270 | 8,662 | 12,410 | 10,558 | 7,139 | 5,598 | 7,089 | 31.7 |
| | | Female | 72,031 | 5,961 | 5,750 | 4,953 | 9,011 | 11,994 | 10,177 | 7,199 | 5,951 | 11,035 | 33.6 |
| Wood | 73.7 | Male | 35,953 | 3,553 | 3,736 | 3,278 | 3,127 | 5,880 | 5,354 | 3,822 | 2,939 | 4,264 | 32.3 |
| | | Female | 37,747 | 3,333 | 3,568 | 3,206 | 3,084 | 6,108 | 5,319 | 3,780 | 3,177 | 6,172 | 34.3 |
| **TOTAL METRO COUNTIES** | 3,314.2 | **Male** | **1,610,455** | **157,769** | **152,341** | **137,272** | **177,477** | **285,891** | **250,563** | **164,140** | **127,876** | **157,126** | **31.3** |
| | | **Female** | **1,703,745** | **150,956** | **145,247** | **130,224** | **182,233** | **291,269** | **254,297** | **169,747** | **137,500** | **242,272** | **33.4** |
| **TOTAL STATE** | 4,912.1 | **Male** | **2,402,393** | **229,910** | **229,936** | **208,629** | **253,443** | **406,509** | **366,188** | **245,667** | **197,662** | **264,449** | **31.9** |
| | | **Female** | **2,509,707** | **219,171** | **218,573** | **197,213** | **252,119** | **409,479** | **363,218** | **250,433** | **210,972** | **388,529** | **34.0** |
| **WYOMING** | | | | | | | | | | | | | |
| **CASPER** | 60.2 | **Male** | **29,544** | **2,988** | **3,238** | **2,822** | **2,337** | **4,840** | **5,091** | **3,017** | **2,526** | **2,685** | **32.0** |
| | | **Female** | **30,656** | **2,860** | **3,068** | **2,687** | **2,564** | **5,051** | **4,843** | **3,215** | **2,736** | **3,632** | **33.2** |
| Natrona | 60.2 | Male | 29,544 | 2,988 | 3,238 | 2,822 | 2,337 | 4,840 | 5,091 | 3,017 | 2,526 | 2,685 | 32.0 |
| | | Female | 30,656 | 2,860 | 3,068 | 2,687 | 2,564 | 5,051 | 4,843 | 3,215 | 2,736 | 3,632 | 33.2 |
| **CHEYENNE** | 73.3 | **Male** | **36,483** | **3,669** | **3,606** | **3,228** | **3,795** | **6,477** | **5,908** | **3,897** | **2,836** | **3,067** | **31.1** |
| | | **Female** | **36,817** | **3,601** | **3,385** | **3,068** | **3,363** | **6,367** | **5,725** | **3,841** | **2,980** | **4,487** | **32.8** |
| Laramie | 73.3 | Male | 36,483 | 3,669 | 3,606 | 3,228 | 3,795 | 6,477 | 5,908 | 3,897 | 2,836 | 3,067 | 31.1 |
| | | Female | 36,817 | 3,601 | 3,385 | 3,068 | 3,363 | 6,367 | 5,725 | 3,841 | 2,980 | 4,487 | 32.8 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Albany | 30.8 | Male | 15,925 | 1,249 | 1,192 | 1,046 | 4,299 | 2,865 | 2,147 | 1,312 | 823 | 992 | 25.6 |
| | | Female | 14,875 | 1,134 | 1,138 | 949 | 3,503 | 2,530 | 2,111 | 1,240 | 900 | 1,370 | 27.8 |
| Big Horn | 10.3 | Male | 5,137 | 509 | 585 | 550 | 349 | 591 | 706 | 556 | 509 | 782 | 34.7 |
| | | Female | 5,163 | 456 | 514 | 510 | 310 | 586 | 701 | 577 | 498 | 1,011 | 37.9 |
| Campbell | 29.3 | Male | 14,906 | 1,756 | 1,922 | 1,667 | 1,028 | 2,914 | 2,935 | 1,411 | 803 | 470 | 28.7 |
| | | Female | 14,394 | 1,620 | 1,965 | 1,571 | 1,089 | 3,040 | 2,589 | 1,241 | 664 | 615 | 28.1 |
| Carbon | 16.3 | Male | 8,568 | 739 | 884 | 865 | 651 | 1,536 | 1,508 | 963 | 643 | 779 | 32.5 |
| | | Female | 7,732 | 712 | 874 | 804 | 520 | 1,183 | 1,305 | 820 | 616 | 898 | 33.1 |
| Converse | 10.7 | Male | 5,235 | 518 | 626 | 606 | 357 | 779 | 964 | 570 | 410 | 405 | 31.6 |
| | | Female | 5,465 | 581 | 636 | 577 | 358 | 890 | 877 | 567 | 429 | 550 | 31.5 |
| Crook | 5.3 | Male | 2,648 | 260 | 338 | 281 | 149 | 364 | 431 | 300 | 244 | 281 | 33.1 |
| | | Female | 2,652 | 278 | 293 | 264 | 157 | 390 | 380 | 302 | 231 | 357 | 33.6 |
| Fremont | 33.1 | Male | 16,447 | 1,736 | 1,995 | 1,751 | 1,253 | 2,235 | 2,561 | 1,802 | 1,434 | 1,680 | 31.7 |
| | | Female | 16,653 | 1,606 | 1,803 | 1,536 | 1,209 | 2,481 | 2,569 | 1,864 | 1,476 | 2,109 | 33.8 |
| Goshen | 12.3 | Male | 5,950 | 518 | 644 | 612 | 479 | 836 | 852 | 651 | 539 | 819 | 33.6 |
| | | Female | 6,350 | 533 | 589 | 603 | 503 | 877 | 854 | 651 | 574 | 1,166 | 35.8 |
| Hot Springs | 4.7 | Male | 2,311 | 159 | 256 | 251 | 124 | 301 | 344 | 278 | 228 | 370 | 36.9 |
| | | Female | 2,389 | 156 | 198 | 212 | 122 | 306 | 355 | 275 | 256 | 509 | 40.6 |
| Johnson | 6.0 | Male | 2,944 | 255 | 295 | 273 | 194 | 342 | 476 | 361 | 287 | 461 | 37.4 |
| | | Female | 3,056 | 232 | 290 | 270 | 183 | 386 | 486 | 343 | 284 | 582 | 38.4 |
| Laramie | 73.3 | Male | 36,483 | 3,669 | 3,606 | 3,228 | 3,795 | 6,477 | 5,908 | 3,897 | 2,836 | 3,067 | 31.1 |
| | | Female | 36,817 | 3,601 | 3,385 | 3,068 | 3,363 | 6,367 | 5,725 | 3,841 | 2,980 | 4,487 | 32.8 |
| Lincoln | 12.4 | Male | 6,306 | 705 | 918 | 832 | 358 | 852 | 973 | 656 | 414 | 598 | 29.0 |
| | | Female | 6,094 | 721 | 841 | 726 | 376 | 898 | 879 | 586 | 428 | 639 | 29.3 |
| Natrona | 60.2 | Male | 29,544 | 2,988 | 3,238 | 2,822 | 2,337 | 4,840 | 5,091 | 3,017 | 2,526 | 2,685 | 32.0 |
| | | Female | 30,656 | 2,860 | 3,068 | 2,687 | 2,564 | 5,051 | 4,843 | 3,215 | 2,736 | 3,632 | 33.2 |
| Niobrara | 2.4 | Male | 1,105 | 86 | 100 | 105 | 57 | 156 | 160 | 127 | 131 | 183 | 38.0 |
| | | Female | 1,295 | 89 | 95 | 108 | 81 | 191 | 177 | 150 | 132 | 272 | 39.7 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/90 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **WYOMING (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Park | 23.1 | Male | 11,345 | 1,094 | 1,181 | 1,044 | 1,004 | 1,631 | 1,890 | 1,273 | 927 | 1,301 | **33.3** |
| | | Female | 11,755 | 1,022 | 1,147 | 1,037 | 979 | 1,775 | 1,790 | 1,248 | 995 | 1,762 | **34.5** |
| Platte | 7.9 | Male | 3,906 | 374 | 420 | 381 | 252 | 490 | 638 | 469 | 374 | 508 | **35.6** |
| | | Female | 3,994 | 347 | 399 | 368 | 231 | 495 | 612 | 476 | 340 | 726 | **37.6** |
| Sheridan | 23.3 | Male | 11,439 | 944 | 1,166 | 1,094 | 794 | 1,493 | 2,156 | 1,317 | 1,029 | 1,446 | **36.1** |
| | | Female | 11,861 | 885 | 1,083 | 1,096 | 798 | 1,673 | 1,920 | 1,273 | 1,098 | 2,035 | **37.1** |
| Sublette | 4.7 | Male | 2,437 | 234 | 251 | 227 | 166 | 357 | 447 | 286 | 219 | 250 | **34.5** |
| | | Female | 2,263 | 203 | 209 | 209 | 127 | 328 | 412 | 283 | 185 | 307 | **36.3** |
| Sweetwater | 38.0 | Male | 19,198 | 1,965 | 2,430 | 2,167 | 1,454 | 3,254 | 3,550 | 2,040 | 1,181 | 1,157 | **29.9** |
| | | Female | 18,802 | 1,931 | 2,424 | 2,084 | 1,496 | 3,255 | 3,222 | 1,757 | 1,078 | 1,555 | **29.5** |
| Teton | 11.4 | Male | 5,952 | 585 | 466 | 418 | 430 | 1,299 | 1,334 | 663 | 407 | 350 | **33.3** |
| | | Female | 5,448 | 511 | 451 | 349 | 432 | 1,199 | 1,142 | 605 | 378 | 381 | **33.2** |
| Uinta | 18.5 | Male | 9,407 | 1,152 | 1,401 | 1,243 | 653 | 1,587 | 1,684 | 761 | 506 | 420 | **26.6** |
| | | Female | 9,093 | 1,121 | 1,331 | 1,147 | 626 | 1,686 | 1,498 | 701 | 419 | 564 | **26.9** |
| Washakie | 8.2 | Male | 4,118 | 370 | 456 | 478 | 293 | 549 | 645 | 470 | 364 | 493 | **33.4** |
| | | Female | 4,082 | 333 | 449 | 389 | 233 | 591 | 614 | 442 | 388 | 643 | **35.7** |
| Weston | 6.4 | Male | 3,189 | 276 | 381 | 322 | 207 | 469 | 556 | 357 | 278 | 343 | **33.7** |
| | | Female | 3,211 | 266 | 368 | 293 | 191 | 489 | 489 | 363 | 286 | 466 | **35.0** |
| **TOTAL METRO COUNTIES** | **133.5** | **Male** | **66,027** | **6,657** | **6,844** | **6,050** | **6,132** | **11,317** | **10,999** | **6,914** | **5,362** | **5,752** | **31.5** |
| | | **Female** | **67,473** | **6,461** | **6,453** | **5,755** | **5,927** | **11,418** | **10,568** | **7,056** | **5,716** | **8,119** | **33.0** |
| **TOTAL STATE** | **448.6** | **Male** | **224,500** | **22,141** | **24,751** | **22,263** | **20,683** | **36,217** | **37,956** | **23,537** | **17,112** | **19,840** | **31.2** |
| | | **Female** | **224,100** | **21,198** | **23,550** | **20,857** | **19,451** | **36,667** | **35,550** | **22,820** | **17,371** | **26,636** | **32.4** |

# SECTION 6

# Households By Age Of Householder And By Number Of Persons For Metropolitan Markets And All Counties

## By Age Of Householder

**Under 25 Years**
**25-34 Years**
**35-44 Years**
**45-54 Years**
**55-64 Years**
**65 And Over**

## By Number Of Persons: 1, 2, 3, 4, 5, 6 Or More

**Average Household Size**

EXPLANATION OF TERMS

An explanation of terms used in the **Survey of Buying Power Demographics USA 1991** will be found in the Introductory Section starting on page A-5.

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**SYMBOLS USED IN TABLES**

☐ Metropolitan county of another state's metropolitan area. For area name, see page facing state map in Section 1.

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# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average House-hold Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **ALABAMA** | | | | | | | | | | | | | | |
| **ANNISTON** | **43.0** | **2,729** | **8,574** | **9,119** | **6,656** | **6,308** | **9,614** | **9,970** | **13,932** | **8,534** | **6,921** | **2,482** | **1,161** | **2.70** |
| Calhoun | 43.0 | 2,729 | 8,574 | 9,119 | 6,656 | 6,308 | 9,614 | 9,970 | 13,932 | 8,534 | 6,921 | 2,482 | 1,161 | 2.70 |
| **BIRMINGHAM** | **346.6** | **17,019** | **71,780** | **76,605** | **52,831** | **48,672** | **79,693** | **85,577** | **109,975** | **65,373** | **53,695** | **21,149** | **10,831** | **2.63** |
| Blount | 14.7 | 732 | 2,682 | 3,033 | 2,548 | 2,222 | 3,483 | 2,798 | 4,982 | 3,075 | 2,529 | 956 | 360 | 2.68 |
| Jefferson | 251.4 | 12,232 | 51,358 | 54,574 | 36,833 | 35,549 | 60,854 | 66,622 | 78,997 | 45,924 | 36,770 | 14,964 | 8,123 | 2.59 |
| St. Clair | 18.0 | 868 | 3,601 | 3,879 | 3,095 | 2,754 | 3,803 | 3,326 | 5,864 | 3,719 | 3,253 | 1,244 | 594 | 2.82 |
| Shelby | 36.9 | 1,979 | 9,596 | 9,998 | 6,145 | 4,211 | 4,971 | 7,212 | 11,771 | 7,464 | 6,958 | 2,440 | 1,055 | 2.76 |
| Walker | 25.6 | 1,208 | 4,543 | 5,121 | 4,210 | 3,936 | 6,582 | 5,619 | 8,361 | 5,191 | 4,185 | 1,545 | 699 | 2.64 |
| **DECATUR** | **38.2** | **1,916** | **8,276** | **8,355** | **6,483** | **5,470** | **7,700** | **8,460** | **12,679** | **7,478** | **6,309** | **2,285** | **989** | **2.65** |
| Morgan | 38.2 | 1,916 | 8,276 | 8,355 | 6,483 | 5,470 | 7,700 | 8,460 | 12,679 | 7,478 | 6,309 | 2,285 | 989 | 2.65 |
| **DOTHAN** | **48.8** | **3,060** | **11,179** | **10,394** | **7,531** | **6,607** | **10,029** | **11,228** | **15,511** | **9,333** | **7,989** | **3,120** | **1,619** | **2.70** |
| Dale | 17.7 | 1,447 | 4,703 | 3,610 | 2,607 | 2,226 | 3,107 | 3,736 | 5,608 | 3,506 | 3,070 | 1,203 | 577 | 2.82 |
| Houston | 31.1 | 1,613 | 6,476 | 6,784 | 4,924 | 4,381 | 6,922 | 7,492 | 9,903 | 5,827 | 4,919 | 1,917 | 1,042 | 2.64 |
| **FLORENCE** | **50.9** | **2,841** | **9,142** | **10,002** | **8,234** | **7,856** | **12,825** | **11,807** | **17,423** | **9,717** | **8,014** | **2,812** | **1,127** | **2.58** |
| Colbert | 20.0 | 903 | 3,456 | 3,909 | 3,311 | 3,222 | 5,199 | 4,571 | 6,818 | 3,888 | 3,137 | 1,096 | 490 | 2.58 |
| Lauderdale | 30.9 | 1,938 | 5,686 | 6,093 | 4,923 | 4,634 | 7,626 | 7,236 | 10,605 | 5,829 | 4,877 | 1,716 | 637 | 2.58 |
| **GADSDEN** | **38.6** | **1,756** | **6,445** | **7,740** | **5,943** | **6,101** | **10,615** | **9,394** | **12,618** | **7,352** | **6,058** | **2,159** | **1,019** | **2.58** |
| Etowah | 38.6 | 1,756 | 6,445 | 7,740 | 5,943 | 6,101 | 10,615 | 9,394 | 12,618 | 7,352 | 6,058 | 2,159 | 1,019 | 2.58 |
| **HUNTSVILLE** | **92.7** | **5,522** | **24,301** | **20,088** | **15,520** | **13,012** | **14,257** | **22,283** | **30,396** | **17,776** | **14,475** | **5,303** | **2,467** | **2.62** |
| Madison | 92.7 | 5,522 | 24,301 | 20,088 | 15,520 | 13,012 | 14,257 | 22,283 | 30,396 | 17,776 | 14,475 | 5,303 | 2,467 | 2.62 |
| **MOBILE** | **174.9** | **8,642** | **35,768** | **38,092** | **27,813** | **25,061** | **39,524** | **39,990** | **54,053** | **32,718** | **28,002** | **12,728** | **7,409** | **2.74** |
| Baldwin | 37.6 | 1,490 | 6,742 | 7,725 | 6,004 | 5,866 | 9,773 | 8,041 | 13,506 | 6,676 | 5,627 | 2,385 | 1,365 | 2.65 |
| Mobile | 137.3 | 7,152 | 29,026 | 30,367 | 21,809 | 19,195 | 29,751 | 31,949 | 40,547 | 26,042 | 22,375 | 10,343 | 6,044 | 2.77 |
| **MONTGOMERY** | **106.3** | **5,537** | **22,983** | **24,080** | **16,806** | **14,600** | **22,294** | **26,064** | **32,200** | **19,617** | **16,449** | **7,229** | **4,741** | **2.77** |
| Autauga | 11.9 | 504 | 2,514 | 2,720 | 2,180 | 1,734 | 2,248 | 2,106 | 3,515 | 2,524 | 2,230 | 959 | 566 | 2.90 |
| Elmore | 16.8 | 753 | 3,240 | 3,688 | 2,862 | 2,475 | 3,782 | 3,264 | 5,459 | 3,331 | 2,793 | 1,170 | 783 | 2.97 |
| Montgomery | 77.6 | 4,280 | 17,229 | 17,672 | 11,764 | 10,391 | 16,264 | 20,694 | 23,226 | 13,762 | 11,426 | 5,100 | 3,392 | 2.71 |
| **TUSCALOOSA** | **55.8** | **6,743** | **11,451** | **11,629** | **7,790** | **7,223** | **10,964** | **14,389** | **17,856** | **10,187** | **8,244** | **3,304** | **1,820** | **2.72** |
| Tuscaloosa | 55.8 | 6,743 | 11,451 | 11,629 | 7,790 | 7,223 | 10,964 | 14,389 | 17,856 | 10,187 | 8,244 | 3,304 | 1,820 | 2.72 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Autauga | 11.9 | 504 | 2,514 | 2,720 | 2,180 | 1,734 | 2,248 | 2,106 | 3,515 | 2,524 | 2,230 | 959 | 566 | 2.90 |
| Baldwin | 37.6 | 1,490 | 6,742 | 7,725 | 6,004 | 5,866 | 9,773 | 8,041 | 13,506 | 6,676 | 5,627 | 2,385 | 1,365 | 2.65 |
| Barbour | 9.2 | 402 | 1,683 | 1,935 | 1,294 | 1,322 | 2,564 | 2,335 | 2,744 | 1,569 | 1,416 | 661 | 475 | 2.77 |
| Bibb | 5.8 | 280 | 1,084 | 1,217 | 940 | 852 | 1,427 | 1,175 | 1,722 | 1,097 | 1,028 | 468 | 310 | 2.88 |
| Blount | 14.7 | 732 | 2,682 | 3,033 | 2,548 | 2,222 | 3,483 | 2,798 | 4,982 | 3,075 | 2,529 | 956 | 360 | 2.68 |
| Bullock | 3.8 | 178 | 654 | 704 | 517 | 481 | 1,266 | 1,024 | 1,055 | 649 | 529 | 273 | 270 | 2.95 |
| Butler | 7.9 | 292 | 1,348 | 1,497 | 1,106 | 1,145 | 2,512 | 1,978 | 2,374 | 1,345 | 1,131 | 592 | 480 | 2.77 |
| Calhoun | 43.0 | 2,729 | 8,574 | 9,119 | 6,656 | 6,308 | 9,614 | 9,970 | 13,932 | 8,534 | 6,921 | 2,482 | 1,161 | 2.70 |
| Chambers | 13.8 | 665 | 2,306 | 2,619 | 2,048 | 2,048 | 4,114 | 3,292 | 4,437 | 2,529 | 2,067 | 840 | 635 | 2.67 |
| Cherokee | 7.5 | 332 | 1,248 | 1,454 | 1,282 | 1,219 | 1,965 | 1,530 | 2,656 | 1,493 | 1,190 | 422 | 209 | 2.63 |
| Chilton | 12.2 | 621 | 2,239 | 2,383 | 2,034 | 1,823 | 3,100 | 2,570 | 3,993 | 2,476 | 1,996 | 761 | 404 | 2.67 |
| Choctaw | 5.7 | 205 | 985 | 1,114 | 1,004 | 830 | 1,562 | 1,358 | 1,583 | 1,092 | 902 | 444 | 321 | 2.81 |
| Clarke | 9.5 | 446 | 1,768 | 1,842 | 1,563 | 1,409 | 2,472 | 2,182 | 2,733 | 1,714 | 1,521 | 694 | 656 | 2.86 |
| Clay | 5.0 | 248 | 830 | 880 | 817 | 789 | 1,436 | 1,152 | 1,641 | 959 | 771 | 304 | 173 | 2.64 |
| Cleburne | 4.8 | 270 | 895 | 937 | 831 | 712 | 1,155 | 960 | 1,559 | 1,036 | 870 | 261 | 114 | 2.67 |
| Coffee | 15.3 | 793 | 3,050 | 3,201 | 2,486 | 2,267 | 3,503 | 3,324 | 5,167 | 3,044 | 2,463 | 861 | 441 | 2.63 |
| Colbert | 20.0 | 903 | 3,456 | 3,909 | 3,311 | 3,222 | 5,199 | 4,571 | 6,818 | 3,888 | 3,137 | 1,096 | 490 | 2.58 |
| Conecuh | 5.2 | 192 | 877 | 929 | 741 | 795 | 1,666 | 1,287 | 1,649 | 887 | 762 | 378 | 237 | 2.67 |
| Coosa | 4.0 | 177 | 733 | 719 | 631 | 674 | 1,066 | 851 | 1,310 | 758 | 635 | 259 | 187 | 2.75 |
| Covington | 14.5 | 706 | 2,434 | 2,573 | 2,122 | 2,294 | 4,371 | 3,722 | 4,861 | 2,630 | 2,095 | 818 | 374 | 2.52 |
| Crenshaw | 5.2 | 214 | 833 | 903 | 749 | 789 | 1,712 | 1,390 | 1,604 | 929 | 741 | 337 | 199 | 2.62 |
| Cullman | 25.8 | 1,474 | 4,818 | 5,047 | 4,122 | 3,926 | 6,413 | 5,325 | 8,944 | 5,141 | 4,266 | 1,515 | 609 | 2.64 |
| Dale | 17.7 | 1,447 | 4,703 | 3,610 | 2,607 | 2,226 | 3,107 | 3,736 | 5,608 | 3,506 | 3,070 | 1,203 | 577 | 2.82 |
| Dallas | 16.8 | 728 | 3,144 | 3,373 | 2,592 | 2,497 | 4,466 | 4,263 | 4,698 | 2,959 | 2,527 | 1,244 | 1,109 | 2.83 |
| De Kalb | 21.0 | 1,093 | 3,846 | 4,143 | 3,314 | 3,230 | 5,374 | 4,577 | 7,071 | 4,252 | 3,432 | 1,195 | 473 | 2.61 |
| Elmore | 16.8 | 753 | 3,240 | 3,688 | 2,862 | 2,475 | 3,782 | 3,264 | 5,459 | 3,331 | 2,793 | 1,170 | 783 | 2.97 |
| Escambia | 12.8 | 605 | 2,211 | 2,486 | 2,107 | 2,031 | 3,360 | 3,104 | 3,983 | 2,327 | 2,008 | 865 | 513 | 2.76 |
| Etowah | 38.6 | 1,756 | 6,445 | 7,740 | 5,943 | 6,101 | 10,615 | 9,394 | 12,618 | 7,352 | 6,058 | 2,159 | 1,019 | 2.58 |
| Fayette | 6.8 | 330 | 1,112 | 1,313 | 1,066 | 1,010 | 1,969 | 1,569 | 2,208 | 1,335 | 1,058 | 460 | 170 | 2.62 |
| Franklin | 10.8 | 602 | 1,879 | 1,985 | 1,737 | 1,734 | 2,863 | 2,516 | 3,650 | 2,091 | 1,715 | 625 | 203 | 2.56 |
| Geneva | 9.2 | 442 | 1,474 | 1,664 | 1,442 | 1,485 | 2,693 | 2,227 | 3,077 | 1,745 | 1,380 | 487 | 284 | 2.57 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average Household Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **ALABAMA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Greene | 3.5 | 111 | 597 | 670 | 467 | 555 | 1,100 | 914 | 968 | 531 | 458 | 297 | 332 | 2.89 |
| Hale | 5.4 | 205 | 983 | 996 | 801 | 762 | 1,653 | 1,320 | 1,559 | 936 | 738 | 423 | 424 | 2.89 |
| Henry | 5.8 | 248 | 886 | 1,178 | 874 | 907 | 1,707 | 1,353 | 1,941 | 1,015 | 888 | 350 | 253 | 2.66 |
| Houston | 31.1 | 1,613 | 6,476 | 6,784 | 4,924 | 4,381 | 6,922 | 7,492 | 9,903 | 5,827 | 4,919 | 1,917 | 1,042 | 2.64 |
| Jackson | 18.0 | 922 | 3,274 | 3,739 | 3,220 | 2,742 | 4,103 | 3,722 | 5,910 | 3,759 | 3,117 | 1,062 | 430 | 2.65 |
| Jefferson | 251.4 | 12,232 | 51,358 | 54,574 | 36,833 | 35,549 | 60,854 | 66,622 | 78,997 | 45,924 | 36,770 | 14,964 | 8,123 | 2.59 |
| Lamar | 6.0 | 275 | 1,054 | 1,140 | 929 | 945 | 1,657 | 1,424 | 1,950 | 1,109 | 984 | 364 | 169 | 2.60 |
| Lauderdale | 30.9 | 1,938 | 5,686 | 6,093 | 4,923 | 4,634 | 7,626 | 7,236 | 10,605 | 5,829 | 4,877 | 1,716 | 637 | 2.58 |
| Lawrence | 11.4 | 686 | 2,279 | 2,267 | 1,977 | 1,649 | 2,542 | 2,223 | 3,545 | 2,384 | 2,035 | 832 | 381 | 2.77 |
| Lee | 33.3 | 7,924 | 6,822 | 6,000 | 4,293 | 3,493 | 4,768 | 8,687 | 11,152 | 5,810 | 4,933 | 1,789 | 929 | 2.63 |
| Limestone | 20.0 | 1,065 | 4,424 | 4,119 | 3,354 | 2,876 | 4,162 | 4,143 | 6,470 | 4,089 | 3,503 | 1,239 | 556 | 2.75 |
| Lowndes | 4.0 | 161 | 750 | 780 | 604 | 590 | 1,115 | 838 | 1,029 | 703 | 624 | 354 | 452 | 3.15 |
| Macon | 8.5 | 701 | 1,488 | 1,596 | 1,153 | 1,088 | 2,474 | 2,487 | 2,347 | 1,417 | 1,099 | 586 | 564 | 2.93 |
| Madison | 92.7 | 5,522 | 24,301 | 20,088 | 15,520 | 13,012 | 14,257 | 22,283 | 30,396 | 17,776 | 14,475 | 5,303 | 2,467 | 2.62 |
| Marengo | 8.1 | 291 | 1,390 | 1,589 | 1,249 | 1,264 | 2,317 | 1,960 | 2,306 | 1,447 | 1,210 | 642 | 535 | 2.84 |
| Marion | 11.5 | 645 | 1,993 | 2,167 | 1,917 | 1,727 | 3,051 | 2,646 | 3,904 | 2,313 | 1,740 | 661 | 236 | 2.59 |
| Marshall | 28.0 | 1,473 | 5,241 | 5,474 | 4,608 | 4,440 | 6,764 | 6,386 | 9,664 | 5,634 | 4,327 | 1,407 | 582 | 2.55 |
| Mobile | 137.3 | 7,152 | 29,026 | 30,367 | 21,809 | 19,195 | 29,751 | 31,949 | 40,547 | 26,042 | 22,375 | 10,343 | 6,044 | 2.77 |
| Monroe | 8.5 | 440 | 1,595 | 1,725 | 1,331 | 1,222 | 2,187 | 1,935 | 2,364 | 1,594 | 1,406 | 676 | 525 | 2.84 |
| Montgomery | 77.6 | 4,280 | 17,229 | 17,672 | 11,764 | 10,391 | 16,264 | 20,694 | 23,226 | 13,762 | 11,426 | 5,100 | 3,392 | 2.71 |
| Morgan | 38.2 | 1,916 | 8,276 | 8,355 | 6,483 | 5,470 | 7,700 | 8,460 | 12,679 | 7,478 | 6,309 | 2,285 | 989 | 2.65 |
| Perry | 4.1 | 157 | 637 | 731 | 632 | 620 | 1,323 | 1,024 | 1,175 | 674 | 514 | 306 | 407 | 3.07 |
| Pickens | 7.5 | 299 | 1,209 | 1,357 | 1,115 | 1,273 | 2,247 | 1,805 | 2,336 | 1,299 | 1,166 | 485 | 409 | 2.75 |
| Pike | 10.3 | 1,154 | 1,797 | 1,799 | 1,455 | 1,299 | 2,796 | 2,888 | 3,268 | 1,808 | 1,373 | 576 | 387 | 2.68 |
| Randolph | 7.6 | 379 | 1,341 | 1,386 | 1,098 | 1,205 | 2,191 | 1,826 | 2,477 | 1,398 | 1,114 | 523 | 262 | 2.62 |
| ☐ Russell | 17.6 | 1,036 | 3,405 | 3,461 | 2,888 | 2,759 | 4,051 | 4,311 | 5,426 | 3,273 | 2,671 | 1,150 | 769 | 2.67 |
| St. Clair | 18.0 | 868 | 3,601 | 3,879 | 3,095 | 2,754 | 3,803 | 3,326 | 5,864 | 3,719 | 3,253 | 1,244 | 594 | 2.82 |
| Shelby | 36.9 | 1,979 | 9,596 | 9,998 | 6,145 | 4,211 | 4,971 | 7,212 | 11,771 | 7,464 | 6,958 | 2,440 | 1,055 | 2.76 |
| Sumter | 5.5 | 348 | 1,035 | 980 | 743 | 754 | 1,640 | 1,464 | 1,514 | 910 | 753 | 450 | 409 | 2.91 |
| Talladega | 26.4 | 1,230 | 4,877 | 5,574 | 4,148 | 4,079 | 6,492 | 5,772 | 8,323 | 4,993 | 4,309 | 1,857 | 1,146 | 2.81 |
| Tallapoosa | 14.7 | 662 | 2,481 | 2,861 | 2,314 | 2,318 | 4,064 | 3,444 | 4,836 | 2,731 | 2,277 | 925 | 487 | 2.65 |
| Tuscaloosa | 55.8 | 6,743 | 11,451 | 11,629 | 7,790 | 7,223 | 10,964 | 14,389 | 17,856 | 10,187 | 8,244 | 3,304 | 1,820 | 2.72 |
| Walker | 25.6 | 1,208 | 4,543 | 5,121 | 4,210 | 3,936 | 6,582 | 5,619 | 8,361 | 5,191 | 4,185 | 1,545 | 699 | 2.64 |
| Washington | 5.7 | 226 | 1,072 | 1,169 | 968 | 880 | 1,385 | 1,094 | 1,641 | 1,115 | 1,018 | 498 | 334 | 2.93 |
| Wilcox | 4.4 | 139 | 694 | 799 | 653 | 665 | 1,450 | 1,051 | 1,168 | 678 | 634 | 385 | 484 | 3.05 |
| Winston | 8.5 | 501 | 1,539 | 1,629 | 1,459 | 1,313 | 2,059 | 1,825 | 3,012 | 1,702 | 1,316 | 456 | 189 | 2.59 |
| **TOTAL METRO COUNTIES** | **1,013.4** | **56,801** | **213,304** | **219,565** | **158,495** | **143,669** | **221,566** | **243,473** | **322,069** | **191,358** | **158,827** | **63,721** | **33,952** | **2.67** |
| **TOTAL STATE** | **1,512.7** | **88,338** | **304,213** | **316,208** | **236,402** | **217,697** | **349,842** | **359,415** | **481,647** | **285,464** | **236,866** | **95,628** | **53,680** | **2.68** |
| **ALASKA** | | | | | | | | | | | | | | |
| **ANCHORAGE** | **82.9** | **6,720** | **24,560** | **25,077** | **14,004** | **7,517** | **5,022** | **18,996** | **25,348** | **15,605** | **14,137** | **5,754** | **3,060** | **2.74** |
| Anchorage | 82.9 | 6,720 | 24,560 | 25,077 | 14,004 | 7,517 | 5,022 | 18,996 | 25,348 | 15,605 | 14,137 | 5,754 | 3,060 | 2.74 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Aleutians East | .5 | 48 | 164 | 144 | 84 | 53 | 7 | 113 | 121 | 89 | 83 | 53 | 41 | 5.00 |
| Aleutians West | 2.0 | 231 | 800 | 578 | 231 | 107 | 53 | 358 | 539 | 439 | 425 | 157 | 82 | 4.85 |
| Anchorage | 82.9 | 6,720 | 24,560 | 25,077 | 14,004 | 7,517 | 5,022 | 18,996 | 25,348 | 15,605 | 14,137 | 5,754 | 3,060 | 2.74 |
| Bethel | 3.6 | 194 | 949 | 948 | 614 | 436 | 459 | 655 | 628 | 551 | 532 | 495 | 739 | 3.83 |
| Bristol Bay | .4 | 18 | 119 | 120 | 71 | 43 | 29 | 108 | 94 | 69 | 65 | 37 | 27 | 3.50 |
| Dillingham | 1.2 | 67 | 327 | 348 | 191 | 124 | 143 | 223 | 271 | 195 | 214 | 145 | 152 | 3.42 |
| Fairbanks North Star | 27.1 | 2,628 | 8,484 | 8,216 | 3,954 | 2,148 | 1,670 | 6,063 | 7,699 | 5,053 | 4,989 | 2,195 | 1,101 | 2.91 |
| Haines | .8 | 32 | 165 | 246 | 144 | 95 | 118 | 198 | 282 | 126 | 102 | 64 | 28 | 2.63 |
| Juneau | 9.9 | 569 | 2,539 | 3,228 | 1,811 | 908 | 845 | 2,332 | 3,068 | 1,798 | 1,670 | 648 | 384 | 2.71 |
| Kenai Peninsula | 14.4 | 796 | 3,494 | 4,690 | 2,518 | 1,564 | 1,338 | 3,136 | 4,399 | 2,470 | 2,478 | 1,158 | 759 | 2.87 |
| Ketchikan Gateway | 5.1 | 287 | 1,196 | 1,499 | 961 | 549 | 608 | 1,222 | 1,535 | 905 | 807 | 410 | 221 | 2.73 |
| Kodiak Island | 4.1 | 300 | 1,306 | 1,317 | 598 | 320 | 259 | 755 | 1,112 | 746 | 793 | 405 | 289 | 3.29 |
| Lake and Peninsula | .5 | 37 | 149 | 122 | 74 | 63 | 55 | 108 | 104 | 83 | 80 | 63 | 62 | 3.40 |
| Matanuska - Susitna | 13.6 | 593 | 3,519 | 4,553 | 2,362 | 1,395 | 1,178 | 2,578 | 3,948 | 2,401 | 2,554 | 1,307 | 812 | 2.96 |
| Nome | 2.4 | 113 | 600 | 693 | 425 | 297 | 272 | 521 | 474 | 357 | 371 | 280 | 397 | 3.50 |
| North Slope | 1.7 | 118 | 440 | 481 | 319 | 206 | 136 | 354 | 339 | 262 | 253 | 206 | 285 | 3.59 |
| Northwest Arctic | 1.5 | 93 | 403 | 395 | 244 | 190 | 175 | 263 | 246 | 222 | 217 | 191 | 361 | 4.13 |
| Prince of Wales - Outer Ketchikan | 2.1 | 118 | 560 | 635 | 412 | 224 | 151 | 449 | 586 | 357 | 348 | 210 | 150 | 3.05 |
| Sitka | 2.9 | 171 | 770 | 811 | 558 | 308 | 282 | 607 | 864 | 537 | 501 | 251 | 140 | 2.97 |
| Skagway - Yakutat - Angoon | 1.5 | 62 | 363 | 477 | 269 | 162 | 167 | 356 | 402 | 231 | 235 | 154 | 122 | 3.00 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average Household Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Total Households (Thousands) | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **ALASKA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Southeast Fairbanks | 1.9 | 109 | 519 | 585 | 346 | 185 | 156 | 375 | 497 | 370 | 356 | 181 | 121 | **3.11** |
| Valdez - Cordova | 3.4 | 151 | 867 | 1,101 | 606 | 365 | 310 | 822 | 994 | 583 | 544 | 284 | 173 | **2.94** |
| Wade Hampton | 1.4 | 71 | 380 | 356 | 221 | 182 | 190 | 236 | 186 | 164 | 180 | 213 | 421 | **4.21** |
| Wrangell - Petersburg | 2.6 | 146 | 621 | 742 | 456 | 296 | 339 | 595 | 782 | 438 | 491 | 185 | 109 | **2.77** |
| Yukon - Koyukuk | 2.8 | 143 | 695 | 853 | 515 | 318 | 276 | 777 | 641 | 458 | 404 | 277 | 243 | **3.07** |
| **TOTAL METRO COUNTIES** | **82.9** | **6,720** | **24,560** | **25,077** | **14,004** | **7,517** | **5,022** | **18,996** | **25,348** | **15,605** | **14,137** | **5,754** | **3,060** | **2.74** |
| **TOTAL STATE** | **190.3** | **13,815** | **53,989** | **58,215** | **31,988** | **18,055** | **14,238** | **42,200** | **55,159** | **34,509** | **32,829** | **15,323** | **10,280** | **2.91** |
| **ARIZONA** | | | | | | | | | | | | | | |
| **PHOENIX** | **826.0** | **59,117** | **197,960** | **180,150** | **121,202** | **96,750** | **170,821** | **206,624** | **287,422** | **131,030** | **111,120** | **51,800** | **38,004** | **2.63** |
| Maricopa | 826.0 | 59,117 | 197,960 | 180,150 | 121,202 | 96,750 | 170,821 | 206,624 | 287,422 | 131,030 | 111,120 | 51,800 | 38,004 | **2.63** |
| **TUCSON** | **266.2** | **22,160** | **57,688** | **56,464** | **36,754** | **33,431** | **59,703** | **73,946** | **92,025** | **40,528** | **33,578** | **15,658** | **10,465** | **2.55** |
| Pima | 266.2 | 22,160 | 57,688 | 56,464 | 36,754 | 33,431 | 59,703 | 73,946 | 92,025 | 40,528 | 33,578 | 15,658 | 10,465 | **2.55** |
| **YUMA** | **36.5** | **2,419** | **7,808** | **7,073** | **4,852** | **5,048** | **9,300** | **6,930** | **12,998** | **5,433** | **5,261** | **3,063** | **2,815** | **2.98** |
| Yuma | 36.5 | 2,419 | 7,808 | 7,073 | 4,852 | 5,048 | 9,300 | 6,930 | 12,998 | 5,433 | 5,261 | 3,063 | 2,815 | **2.98** |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Apache | 16.3 | 672 | 3,552 | 3,928 | 2,970 | 2,365 | 2,813 | 2,736 | 2,966 | 2,358 | 2,652 | 2,123 | 3,465 | **3.85** |
| Cochise | 35.0 | 1,997 | 6,730 | 7,247 | 5,554 | 5,333 | 8,139 | 8,168 | 11,760 | 5,714 | 4,943 | 2,595 | 1,820 | **2.82** |
| Coconino | 30.6 | 2,913 | 7,594 | 8,140 | 4,843 | 3,454 | 3,656 | 6,094 | 9,066 | 5,060 | 4,925 | 2,731 | 2,724 | **3.22** |
| Gila | 15.6 | 540 | 2,059 | 2,792 | 2,422 | 2,697 | 5,090 | 3,795 | 6,091 | 2,047 | 1,870 | 989 | 808 | **2.61** |
| Graham | 8.0 | 460 | 1,390 | 1,536 | 1,216 | 1,190 | 2,208 | 1,590 | 2,445 | 1,164 | 1,090 | 770 | 941 | **3.36** |
| Greenlee | 2.7 | 85 | 508 | 641 | 449 | 433 | 584 | 612 | 803 | 419 | 401 | 276 | 189 | **2.89** |
| La Paz | 5.4 | 245 | 837 | 913 | 778 | 912 | 1,715 | 1,328 | 2,189 | 611 | 620 | 352 | 300 | **2.59** |
| Maricopa | 826.0 | 59,117 | 197,960 | 180,150 | 121,202 | 96,750 | 170,821 | 206,624 | 287,422 | 131,030 | 111,120 | 51,800 | 38,004 | **2.63** |
| Mohave | 37.9 | 1,481 | 5,768 | 6,393 | 5,552 | 6,745 | 11,961 | 8,272 | 16,933 | 5,330 | 4,184 | 1,881 | 1,300 | **2.54** |
| Navajo | 22.4 | 1,081 | 4,721 | 5,094 | 3,866 | 3,435 | 4,203 | 3,760 | 5,680 | 3,418 | 3,401 | 2,581 | 3,560 | **3.50** |
| Pima | 266.2 | 22,160 | 57,688 | 56,464 | 36,754 | 33,431 | 59,703 | 73,946 | 92,025 | 40,528 | 33,578 | 15,658 | 10,465 | **2.55** |
| Pinal | 39.8 | 1,988 | 7,391 | 7,896 | 6,079 | 6,176 | 10,270 | 7,927 | 13,880 | 6,020 | 5,793 | 3,385 | 2,795 | **2.97** |
| Santa Cruz | 9.0 | 285 | 1,683 | 2,105 | 1,521 | 1,391 | 2,015 | 1,493 | 2,202 | 1,392 | 1,603 | 1,166 | 1,144 | **3.38** |
| Yavapai | 46.1 | 1,876 | 5,922 | 8,055 | 6,186 | 7,578 | 16,483 | 11,487 | 20,470 | 5,903 | 4,814 | 2,200 | 1,226 | **2.40** |
| Yuma | 36.5 | 2,419 | 7,808 | 7,073 | 4,852 | 5,048 | 9,300 | 6,930 | 12,998 | 5,433 | 5,261 | 3,063 | 2,815 | **2.98** |
| **TOTAL METRO COUNTIES** | **1,128.7** | **83,696** | **263,456** | **243,687** | **162,808** | **135,229** | **239,824** | **287,500** | **392,445** | **176,991** | **149,959** | **70,521** | **51,284** | **2.62** |
| **TOTAL STATE** | **1,397.5** | **97,319** | **311,611** | **298,427** | **204,244** | **176,938** | **308,961** | **344,762** | **486,930** | **216,427** | **186,255** | **91,570** | **71,556** | **2.68** |
| **ARKANSAS** | | | | | | | | | | | | | | |
| **FAYETTEVILLE - SPRINGDALE** | **43.9** | **4,763** | **9,915** | **9,215** | **6,285** | **5,225** | **8,497** | **10,729** | **15,195** | **7,778** | **6,579** | **2,543** | **1,076** | **2.61** |
| Washington | 43.9 | 4,763 | 9,915 | 9,215 | 6,285 | 5,225 | 8,497 | 10,729 | 15,195 | 7,778 | 6,579 | 2,543 | 1,076 | **2.61** |
| **FORT SMITH** | **67.4** | **3,976** | **13,882** | **13,896** | **11,050** | **9,095** | **15,501** | **15,882** | **22,051** | **12,684** | **10,490** | **4,209** | **2,084** | **2.63** |
| Crawford | 15.5 | 860 | 3,289 | 3,270 | 2,661 | 2,131 | 3,289 | 2,772 | 5,164 | 3,182 | 2,744 | 1,109 | 529 | **2.78** |
| Sebastian | 39.5 | 2,437 | 8,355 | 8,193 | 6,167 | 5,096 | 9,252 | 10,529 | 12,955 | 6,969 | 5,717 | 2,260 | 1,070 | **2.53** |
| *Sequoyah, Okla.* | *12.4* | *679* | *2,238* | *2,433* | *2,222* | *1,868* | *2,960* | *2,581* | *3,932* | *2,533* | *2,029* | *840* | *485* | *2.75* |
| **LITTLE ROCK - NORTH LITTLE ROCK** | **196.6** | **12,515** | **45,792** | **44,773** | **30,631** | **24,359** | **38,530** | **48,886** | **63,774** | **36,158** | **30,184** | **11,595** | **6,003** | **2.63** |
| Faulkner | 21.8 | 2,223 | 4,896 | 4,577 | 3,272 | 2,573 | 4,259 | 4,466 | 7,443 | 4,110 | 3,746 | 1,409 | 626 | **2.81** |
| Lonoke | 14.0 | 643 | 2,936 | 3,130 | 2,487 | 1,839 | 2,965 | 2,585 | 4,286 | 2,868 | 2,688 | 1,070 | 503 | **2.84** |
| Pulaski | 137.4 | 8,607 | 33,006 | 31,634 | 20,747 | 16,656 | 26,750 | 37,727 | 44,270 | 24,232 | 19,378 | 7,560 | 4,233 | **2.55** |
| Saline | 23.4 | 1,042 | 4,954 | 5,432 | 4,125 | 3,291 | 4,556 | 4,108 | 7,775 | 4,948 | 4,372 | 1,556 | 641 | **2.78** |
| **PINE BLUFF** | **30.0** | **1,547** | **5,672** | **6,199** | **4,719** | **4,171** | **7,692** | **7,255** | **9,061** | **5,427** | **4,556** | **2,143** | **1,558** | **2.85** |
| Jefferson | 30.0 | 1,547 | 5,672 | 6,199 | 4,719 | 4,171 | 7,692 | 7,255 | 9,061 | 5,427 | 4,556 | 2,143 | 1,558 | **2.85** |
| **TEXARKANA** | **45.0** | **2,384** | **8,702** | **9,308** | **6,945** | **6,323** | **11,338** | **10,877** | **14,427** | **8,136** | **7,028** | **3,003** | **1,529** | **2.68** |
| Miller | 14.3 | 816 | 2,800 | 2,851 | 2,210 | 2,020 | 3,603 | 3,390 | 4,474 | 2,618 | 2,302 | 985 | 531 | **2.69** |
| *Bowie, Tex.* | *30.7* | *1,568* | *5,902* | *6,457* | *4,735* | *4,303* | *7,735* | *7,487* | *9,953* | *5,518* | *4,726* | *2,018* | *998* | *2.67* |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Arkansas | 8.3 | 343 | 1,474 | 1,678 | 1,237 | 1,200 | 2,368 | 2,140 | 2,697 | 1,515 | 1,185 | 490 | 273 | **2.59** |
| Ashley | 8.8 | 416 | 1,587 | 1,722 | 1,469 | 1,286 | 2,320 | 1,925 | 2,783 | 1,695 | 1,415 | 599 | 383 | **2.75** |
| Baxter | 13.6 | 405 | 1,583 | 1,942 | 1,662 | 2,192 | 5,816 | 3,326 | 6,330 | 1,780 | 1,452 | 486 | 226 | **2.32** |
| Benton | 38.3 | 1,982 | 7,269 | 7,097 | 5,352 | 5,497 | 11,103 | 7,651 | 15,467 | 6,359 | 5,452 | 2,333 | 1,038 | **2.60** |
| Boone | 11.2 | 627 | 1,961 | 2,056 | 1,665 | 1,682 | 3,209 | 2,597 | 4,105 | 1,961 | 1,690 | 587 | 260 | **2.54** |
| Bradley | 4.5 | 186 | 729 | 793 | 642 | 687 | 1,463 | 1,133 | 1,513 | 801 | 672 | 226 | 155 | **2.60** |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average Household Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **ARKANSAS (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Calhoun | 2.2 | 93 | 395 | 427 | 324 | 305 | 656 | 528 | 705 | 412 | 326 | 151 | 78 | 2.64 |
| Carroll | 7.6 | 343 | 1,238 | 1,427 | 1,161 | 1,171 | 2,260 | 1,855 | 2,935 | 1,227 | 993 | 396 | 194 | 2.47 |
| Chicot | 5.5 | 231 | 851 | 919 | 847 | 857 | 1,795 | 1,473 | 1,484 | 876 | 794 | 437 | 436 | 2.82 |
| Clark | 7.8 | 642 | 1,328 | 1,341 | 1,087 | 1,056 | 2,346 | 2,139 | 2,753 | 1,257 | 1,084 | 375 | 192 | 2.72 |
| Clay | 7.5 | 356 | 1,111 | 1,168 | 1,128 | 1,181 | 2,556 | 1,991 | 2,787 | 1,293 | 959 | 313 | 157 | 2.40 |
| Cleburne | 8.0 | 297 | 1,172 | 1,279 | 1,217 | 1,420 | 2,615 | 1,759 | 3,426 | 1,286 | 1,007 | 398 | 124 | 2.45 |
| Cleveland | 2.9 | 114 | 477 | 579 | 505 | 449 | 776 | 574 | 977 | 544 | 526 | 209 | 70 | 2.69 |
| Columbia | 9.6 | 532 | 1,728 | 1,652 | 1,331 | 1,406 | 2,951 | 2,575 | 3,068 | 1,575 | 1,377 | 622 | 383 | 2.68 |
| Conway | 7.2 | 311 | 1,283 | 1,317 | 1,101 | 1,079 | 2,109 | 1,694 | 2,437 | 1,220 | 1,090 | 490 | 269 | 2.65 |
| Craighead | 26.5 | 2,616 | 5,575 | 5,290 | 4,033 | 3,469 | 5,517 | 6,215 | 8,959 | 5,323 | 4,032 | 1,391 | 580 | 2.62 |
| Crawford | 15.5 | 860 | 3,289 | 3,270 | 2,661 | 2,131 | 3,289 | 2,772 | 5,164 | 3,182 | 2,744 | 1,109 | 529 | 2.78 |
| ☐ Crittenden | 17.2 | 955 | 3,712 | 3,800 | 2,816 | 2,347 | 3,570 | 3,662 | 4,840 | 3,394 | 2,828 | 1,287 | 1,189 | 2.91 |
| Cross | 6.7 | 323 | 1,245 | 1,368 | 1,089 | 906 | 1,769 | 1,395 | 2,033 | 1,281 | 1,141 | 502 | 348 | 2.85 |
| Dallas | 3.6 | 128 | 584 | 683 | 533 | 537 | 1,135 | 910 | 1,179 | 599 | 505 | 243 | 164 | 2.64 |
| Desha | 5.9 | 275 | 1,125 | 1,146 | 889 | 778 | 1,687 | 1,432 | 1,665 | 1,048 | 928 | 461 | 366 | 2.81 |
| Drew | 6.3 | 428 | 1,195 | 1,234 | 988 | 856 | 1,599 | 1,490 | 1,970 | 1,217 | 1,026 | 365 | 232 | 2.75 |
| Faulkner | 21.8 | 2,223 | 4,896 | 4,577 | 3,272 | 2,573 | 4,259 | 4,466 | 7,443 | 4,110 | 3,746 | 1,409 | 626 | 2.81 |
| Franklin | 5.6 | 240 | 954 | 1,088 | 884 | 823 | 1,611 | 1,243 | 1,953 | 1,002 | 900 | 354 | 148 | 2.66 |
| Fulton | 4.0 | 164 | 521 | 682 | 588 | 645 | 1,400 | 931 | 1,541 | 680 | 547 | 217 | 84 | 2.53 |
| Garland | 31.0 | 1,232 | 4,577 | 5,263 | 4,304 | 4,995 | 10,629 | 8,552 | 12,205 | 4,655 | 3,678 | 1,358 | 552 | 2.38 |
| Grant | 5.2 | 234 | 965 | 1,097 | 979 | 726 | 1,199 | 994 | 1,698 | 1,057 | 971 | 335 | 145 | 2.71 |
| Greene | 12.4 | 670 | 2,238 | 2,393 | 2,015 | 1,830 | 3,254 | 2,725 | 4,409 | 2,394 | 1,902 | 722 | 248 | 2.57 |
| Hempstead | 8.2 | 395 | 1,520 | 1,518 | 1,219 | 1,189 | 2,359 | 2,050 | 2,671 | 1,414 | 1,214 | 557 | 294 | 2.62 |
| Hot Spring | 10.1 | 424 | 1,729 | 1,964 | 1,527 | 1,533 | 2,923 | 2,345 | 3,528 | 1,838 | 1,539 | 565 | 285 | 2.58 |
| Howard | 5.0 | 247 | 924 | 886 | 786 | 674 | 1,483 | 1,171 | 1,587 | 912 | 797 | 349 | 184 | 2.72 |
| Independence | 11.8 | 526 | 2,201 | 2,385 | 1,894 | 1,745 | 3,049 | 2,693 | 3,986 | 2,206 | 1,898 | 715 | 302 | 2.64 |
| Izard | 4.7 | 167 | 581 | 656 | 666 | 749 | 1,881 | 1,136 | 2,006 | 679 | 570 | 213 | 96 | 2.43 |
| Jackson | 7.3 | 290 | 1,172 | 1,340 | 1,165 | 1,133 | 2,200 | 1,825 | 2,449 | 1,340 | 1,041 | 425 | 220 | 2.58 |
| Jefferson | 30.0 | 1,547 | 5,672 | 6,199 | 4,719 | 4,171 | 7,692 | 7,255 | 9,061 | 5,427 | 4,556 | 2,143 | 1,558 | 2.85 |
| Johnson | 7.1 | 442 | 1,210 | 1,219 | 1,053 | 1,059 | 2,117 | 1,755 | 2,483 | 1,273 | 1,007 | 413 | 169 | 2.56 |
| Lafayette | 3.6 | 149 | 564 | 596 | 565 | 522 | 1,204 | 956 | 1,123 | 580 | 488 | 254 | 199 | 2.67 |
| Lawrence | 6.8 | 330 | 1,100 | 1,174 | 1,012 | 1,011 | 2,173 | 1,695 | 2,403 | 1,197 | 972 | 354 | 179 | 2.54 |
| Lee | 4.5 | 183 | 681 | 831 | 708 | 708 | 1,389 | 1,152 | 1,275 | 753 | 653 | 291 | 376 | 2.87 |
| Lincoln | 3.8 | 171 | 685 | 709 | 587 | 578 | 1,070 | 891 | 1,125 | 692 | 571 | 299 | 222 | 3.61 |
| Little River | 5.2 | 272 | 938 | 1,049 | 875 | 745 | 1,321 | 1,151 | 1,649 | 958 | 895 | 361 | 186 | 2.69 |
| Logan | 7.6 | 356 | 1,309 | 1,359 | 1,163 | 1,093 | 2,320 | 1,792 | 2,507 | 1,373 | 1,155 | 518 | 255 | 2.71 |
| Lonoke | 14.0 | 643 | 2,936 | 3,130 | 2,487 | 1,839 | 2,965 | 2,585 | 4,286 | 2,868 | 2,688 | 1,070 | 503 | 2.84 |
| Madison | 4.4 | 206 | 728 | 845 | 701 | 654 | 1,266 | 913 | 1,565 | 806 | 697 | 274 | 145 | 2.66 |
| Marion | 5.0 | 150 | 637 | 797 | 764 | 857 | 1,795 | 1,163 | 2,132 | 785 | 578 | 227 | 115 | 2.42 |
| Miller | 14.3 | 816 | 2,800 | 2,851 | 2,210 | 2,020 | 3,603 | 3,390 | 4,474 | 2,618 | 2,302 | 985 | 531 | 2.69 |
| Mississippi | 20.3 | 1,532 | 4,556 | 4,116 | 2,850 | 2,626 | 4,620 | 4,550 | 6,000 | 3,862 | 3,427 | 1,438 | 1,023 | 2.82 |
| Monroe | 4.3 | 177 | 717 | 709 | 608 | 670 | 1,419 | 1,233 | 1,319 | 704 | 601 | 231 | 212 | 2.58 |
| Montgomery | 3.1 | 127 | 469 | 505 | 473 | 529 | 997 | 719 | 1,227 | 515 | 389 | 174 | 76 | 2.55 |
| Nevada | 3.8 | 164 | 601 | 735 | 551 | 535 | 1,214 | 993 | 1,163 | 668 | 564 | 268 | 144 | 2.63 |
| Newton | 2.8 | 104 | 438 | 569 | 483 | 433 | 773 | 574 | 965 | 492 | 460 | 193 | 116 | 2.75 |
| Ouachita | 11.7 | 475 | 2,110 | 2,286 | 1,661 | 1,788 | 3,380 | 3,021 | 3,730 | 2,002 | 1,818 | 703 | 426 | 2.62 |
| Perry | 3.1 | 143 | 494 | 583 | 496 | 521 | 863 | 716 | 1,098 | 547 | 452 | 170 | 117 | 2.58 |
| Phillips | 10.0 | 470 | 1,684 | 1,836 | 1,523 | 1,544 | 2,943 | 2,676 | 2,763 | 1,670 | 1,359 | 743 | 789 | 2.84 |
| Pike | 3.9 | 186 | 654 | 669 | 626 | 559 | 1,206 | 897 | 1,371 | 687 | 604 | 236 | 105 | 2.59 |
| Poinsett | 9.3 | 479 | 1,627 | 1,724 | 1,547 | 1,380 | 2,543 | 2,147 | 2,979 | 1,829 | 1,536 | 533 | 276 | 2.65 |
| Polk | 6.8 | 338 | 1,003 | 1,166 | 1,002 | 1,080 | 2,211 | 1,630 | 2,537 | 1,105 | 903 | 402 | 223 | 2.56 |
| Pope | 17.0 | 1,347 | 3,613 | 3,587 | 2,519 | 2,278 | 3,656 | 3,705 | 5,661 | 3,277 | 2,828 | 1,095 | 434 | 2.73 |
| Prairie | 3.7 | 127 | 633 | 667 | 589 | 587 | 1,097 | 911 | 1,203 | 679 | 593 | 200 | 114 | 2.57 |
| Pulaski | 137.4 | 8,607 | 33,006 | 31,634 | 20,747 | 16,656 | 26,750 | 37,727 | 44,270 | 24,232 | 19,378 | 7,560 | 4,233 | 2.55 |
| Randolph | 6.4 | 318 | 1,046 | 1,095 | 993 | 1,046 | 1,902 | 1,481 | 2,265 | 1,177 | 940 | 362 | 175 | 2.58 |
| St. Francis | 9.9 | 485 | 1,841 | 2,011 | 1,533 | 1,431 | 2,599 | 2,352 | 2,796 | 1,789 | 1,509 | 743 | 711 | 2.86 |
| Saline | 23.4 | 1,042 | 4,954 | 5,432 | 4,125 | 3,291 | 4,556 | 4,108 | 7,775 | 4,948 | 4,372 | 1,556 | 641 | 2.78 |
| Scott | 4.0 | 237 | 709 | 613 | 659 | 629 | 1,153 | 879 | 1,443 | 783 | 560 | 225 | 110 | 2.58 |
| Searcy | 3.1 | 125 | 397 | 557 | 462 | 516 | 1,043 | 760 | 1,133 | 535 | 443 | 154 | 75 | 2.48 |
| Sebastian | 39.5 | 2,437 | 8,355 | 8,193 | 6,167 | 5,096 | 9,252 | 10,529 | 12,955 | 6,969 | 5,717 | 2,260 | 1,070 | 2.53 |
| Sevier | 5.1 | 233 | 942 | 962 | 782 | 736 | 1,445 | 1,181 | 1,723 | 891 | 763 | 365 | 177 | 2.67 |
| Sharp | 5.8 | 187 | 682 | 806 | 741 | 967 | 2,417 | 1,391 | 2,511 | 833 | 641 | 282 | 142 | 2.43 |
| Stone | 3.9 | 125 | 603 | 702 | 660 | 689 | 1,121 | 858 | 1,495 | 729 | 529 | 188 | 101 | 2.54 |
| Union | 17.8 | 783 | 3,342 | 3,519 | 2,560 | 2,444 | 5,152 | 4,597 | 5,616 | 3,118 | 2,702 | 1,151 | 616 | 2.62 |
| Van Buren | 5.7 | 157 | 703 | 869 | 779 | 1,052 | 2,140 | 1,297 | 2,471 | 815 | 643 | 302 | 172 | 2.47 |
| Washington | 43.9 | 4,763 | 9,915 | 9,215 | 6,285 | 5,225 | 8,497 | 10,729 | 15,195 | 7,778 | 6,579 | 2,543 | 1,076 | 2.61 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Total Households (Thousands) | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | Average Household Size |
| **ARKANSAS (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| White | 19.9 | 1,198 | 3,667 | 3,788 | 3,150 | 2,888 | 5,209 | 4,266 | 6,947 | 3,669 | 3,219 | 1,258 | 541 | 2.76 |
| Woodruff | 3.6 | 152 | 605 | 688 | 493 | 493 | 1,169 | 964 | 1,106 | 627 | 543 | 212 | 148 | 2.61 |
| Yell | 7.0 | 391 | 1,225 | 1,230 | 1,122 | 1,048 | 1,984 | 1,598 | 2,494 | 1,282 | 1,039 | 387 | 200 | 2.56 |
| **TOTAL METRO COUNTIES** | **357.0** | **23,893** | **79,535** | **78,301** | **55,489** | **45,349** | **74,433** | **87,223** | **115,463** | **65,526** | **54,910** | **21,922** | **11,956** | **2.66** |
| **TOTAL STATE** | **894.3** | **51,449** | **173,040** | **177,262** | **136,066** | **125,101** | **231,382** | **214,554** | **303,047** | **159,674** | **133,702** | **53,812** | **29,511** | **2.64** |
| **CALIFORNIA** | | | | | | | | | | | | | | |
| **ANAHEIM - SANTA ANA** | **841.2** | **45,173** | **202,843** | **201,870** | **148,016** | **107,465** | **135,833** | **174,011** | **271,201** | **147,422** | **127,564** | **59,491** | **61,511** | **2.91** |
| Orange | 841.2 | 45,173 | 202,843 | 201,870 | 148,016 | 107,465 | 135,833 | 174,011 | 271,201 | 147,422 | 127,564 | 59,491 | 61,511 | 2.91 |
| **BAKERSFIELD** | **186.8** | **11,884** | **45,899** | **42,431** | **28,150** | **23,381** | **35,055** | **37,931** | **56,263** | **31,802** | **30,589** | **16,313** | **13,902** | **2.99** |
| Kern | 186.8 | 11,884 | 45,899 | 42,431 | 28,150 | 23,381 | 35,055 | 37,931 | 56,263 | 31,802 | 30,589 | 16,313 | 13,902 | 2.99 |
| **CHICO** | **73.0** | **7,490** | **13,075** | **14,327** | **8,972** | **8,785** | **20,351** | **18,523** | **27,840** | **10,843** | **9,456** | **3,812** | **2,526** | **2.54** |
| Butte | 73.0 | 7,490 | 13,075 | 14,327 | 8,972 | 8,785 | 20,351 | 18,523 | 27,840 | 10,843 | 9,456 | 3,812 | 2,526 | 2.54 |
| **FRESNO** | **226.2** | **16,030** | **52,327** | **51,580** | **33,644** | **27,789** | **44,830** | **47,393** | **67,075** | **38,096** | **35,313** | **18,664** | **19,659** | **3.02** |
| Fresno | 226.2 | 16,030 | 52,327 | 51,580 | 33,644 | 27,789 | 44,830 | 47,393 | 67,075 | 38,096 | 35,313 | 18,664 | 19,659 | 3.02 |
| **LOS ANGELES - LONG BEACH** | **3,025.8** | **169,567** | **736,684** | **717,878** | **489,728** | **381,430** | **530,513** | **755,161** | **845,663** | **480,642** | **422,831** | **238,806** | **282,697** | **2.96** |
| Los Angeles | 3,025.8 | 169,567 | 736,684 | 717,878 | 489,728 | 381,430 | 530,513 | 755,161 | 845,663 | 480,642 | 422,831 | 238,806 | 282,697 | 2.96 |
| ***LOS ANGELES - ANAHEIM - RIVERSIDE CONSOLIDATED AREA*** | ***5,001.9*** | ***277,011*** | ***1,212,018*** | ***1,188,126*** | ***810,599*** | ***626,486*** | ***887,670*** | ***1,148,187*** | ***1,467,403*** | ***823,468*** | ***737,917*** | ***396,708*** | ***428,217*** | ***2.96*** |
| **MERCED** | **56.4** | **3,874** | **14,196** | **12,469** | **8,188** | **7,079** | **10,594** | **9,968** | **15,823** | **9,879** | **9,522** | **5,274** | **5,934** | **3.22** |
| Merced | 56.4 | 3,874 | 14,196 | 12,469 | 8,188 | 7,079 | 10,594 | 9,968 | 15,823 | 9,879 | 9,522 | 5,274 | 5,934 | 3.22 |
| **MODESTO** | **130.2** | **7,428** | **30,589** | **30,331** | **20,052** | **15,948** | **25,852** | **25,853** | **39,618** | **22,597** | **22,088** | **11,109** | **8,935** | **2.95** |
| Stanislaus | 130.2 | 7,428 | 30,589 | 30,331 | 20,052 | 15,948 | 25,852 | 25,853 | 39,618 | 22,597 | 22,088 | 11,109 | 8,935 | 2.95 |
| **OAKLAND** | **790.9** | **40,377** | **178,523** | **199,723** | **133,907** | **95,954** | **142,416** | **198,403** | **256,212** | **137,850** | **114,501** | **49,167** | **34,767** | **2.67** |
| Alameda | 484.4 | 27,831 | 113,721 | 121,875 | 77,805 | 56,711 | 86,457 | 130,003 | 152,584 | 82,663 | 66,673 | 29,606 | 22,871 | 2.67 |
| Contra Costa | 306.5 | 12,546 | 64,802 | 77,648 | 56,102 | 39,243 | 55,959 | 68,400 | 103,628 | 55,187 | 47,828 | 19,561 | 11,896 | 2.68 |
| **OXNARD - VENTURA** | **221.2** | **8,801** | **48,516** | **56,988** | **40,190** | **28,577** | **38,128** | **38,677** | **67,796** | **40,713** | **37,947** | **18,587** | **17,480** | **3.08** |
| Ventura | 221.2 | 8,801 | 48,516 | 56,988 | 40,190 | 28,577 | 38,128 | 38,677 | 67,796 | 40,713 | 37,947 | 18,587 | 17,480 | 3.08 |
| **REDDING** | **57.7** | **3,056** | **10,681** | **12,858** | **9,473** | **7,925** | **13,707** | **12,894** | **21,292** | **9,639** | **8,224** | **3,590** | **2,061** | **2.63** |
| Shasta | 57.7 | 3,056 | 10,681 | 12,858 | 9,473 | 7,925 | 13,707 | 12,894 | 21,292 | 9,639 | 8,224 | 3,590 | 2,061 | 2.63 |
| **RIVERSIDE - SAN BERNARDINO** | **913.7** | **53,470** | **223,975** | **211,390** | **132,655** | **109,014** | **183,196** | **180,338** | **282,743** | **154,691** | **149,575** | **79,824** | **66,529** | **2.98** |
| Riverside | 427.4 | 22,656 | 97,265 | 92,043 | 59,900 | 53,353 | 102,183 | 88,156 | 141,042 | 67,763 | 64,642 | 35,314 | 30,483 | 2.91 |
| San Bernardino | 486.3 | 30,814 | 126,710 | 119,347 | 72,755 | 55,661 | 81,013 | 92,182 | 141,701 | 86,928 | 84,933 | 44,510 | 36,046 | 3.05 |
| **SACRAMENTO** | **572.8** | **37,773** | **133,697** | **138,438** | **87,653** | **70,980** | **104,259** | **136,752** | **195,175** | **99,692** | **82,950** | **34,828** | **23,403** | **2.66** |
| El Dorado | 48.3 | 1,668 | 9,552 | 13,273 | 7,862 | 6,473 | 9,472 | 8,856 | 18,388 | 8,494 | 7,866 | 3,067 | 1,629 | 2.69 |
| Placer | 66.6 | 2,420 | 12,863 | 17,544 | 11,842 | 8,679 | 13,252 | 13,012 | 24,072 | 12,006 | 11,133 | 4,211 | 2,166 | 2.69 |
| Sacramento | 406.0 | 27,176 | 99,295 | 96,172 | 60,584 | 50,021 | 72,752 | 102,871 | 135,279 | 70,056 | 56,045 | 24,327 | 17,422 | 2.64 |
| Yolo | 51.9 | 6,509 | 11,987 | 11,449 | 7,365 | 5,807 | 8,783 | 12,013 | 17,436 | 9,136 | 7,906 | 3,223 | 2,186 | 2.76 |
| **SALINAS - SEASIDE - MONTEREY** | **115.5** | **7,485** | **27,908** | **27,124** | **16,499** | **14,334** | **22,150** | **23,511** | **35,285** | **19,733** | **17,781** | **9,185** | **10,005** | **3.14** |
| Monterey | 115.5 | 7,485 | 27,908 | 27,124 | 16,499 | 14,334 | 22,150 | 23,511 | 35,285 | 19,733 | 17,781 | 9,185 | 10,005 | 3.14 |
| **SAN DIEGO** | **911.8** | **66,235** | **226,935** | **211,412** | **130,127** | **104,785** | **172,306** | **208,934** | **307,795** | **155,037** | **129,045** | **61,195** | **49,794** | **2.81** |
| San Diego | 911.8 | 66,235 | 226,935 | 211,412 | 130,127 | 104,785 | 172,306 | 208,934 | 307,795 | 155,037 | 129,045 | 61,195 | 49,794 | 2.81 |
| **SAN FRANCISCO** | **645.6** | **27,251** | **136,652** | **155,552** | **106,168** | **83,879** | **136,098** | **208,597** | **209,135** | **94,505** | **71,424** | **32,280** | **29,659** | **2.50** |
| Marin | 95.4 | 2,685 | 16,271 | 25,540 | 19,581 | 12,927 | 18,396 | 27,095 | 35,493 | 15,604 | 11,501 | 3,836 | 1,871 | 2.42 |
| San Francisco | 305.7 | 15,393 | 68,924 | 71,658 | 44,118 | 37,300 | 68,307 | 120,188 | 92,174 | 38,229 | 26,392 | 13,671 | 15,046 | 2.37 |
| San Mateo | 244.5 | 9,173 | 51,457 | 58,354 | 42,469 | 33,652 | 49,395 | 61,314 | 81,468 | 40,672 | 33,531 | 14,773 | 12,742 | 2.68 |
| ***SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA*** | ***2,360.1*** | ***112,739*** | ***534,352*** | ***590,228*** | ***396,959*** | ***290,024*** | ***435,798*** | ***611,460*** | ***764,013*** | ***394,560*** | ***327,870*** | ***145,190*** | ***117,007*** | ***2.68*** |
| **SAN JOSE** | **525.7** | **25,336** | **134,599** | **129,772** | **93,522** | **65,119** | **77,352** | **114,163** | **165,382** | **93,445** | **80,772** | **37,547** | **34,391** | **2.88** |
| Santa Clara | 525.7 | 25,336 | 134,599 | 129,772 | 93,522 | 65,119 | 77,352 | 114,163 | 165,382 | 93,445 | 80,772 | 37,547 | 34,391 | 2.88 |
| **SANTA BARBARA - SANTA MARIA - LOMPOC** | **131.2** | **10,632** | **28,411** | **28,076** | **19,052** | **16,644** | **28,385** | **30,195** | **44,210** | **21,456** | **18,818** | **8,503** | **8,018** | **2.85** |
| Santa Barbara | 131.2 | 10,632 | 28,411 | 28,076 | 19,052 | 16,644 | 28,385 | 30,195 | 44,210 | 21,456 | 18,818 | 8,503 | 8,018 | 2.85 |
| **SANTA CRUZ** | **84.8** | **4,753** | **17,380** | **23,723** | **13,124** | **8,861** | **16,959** | **20,434** | **28,451** | **14,420** | **11,935** | **5,065** | **4,495** | **2.75** |
| Santa Cruz | 84.8 | 4,753 | 17,380 | 23,723 | 13,124 | 8,861 | 16,959 | 20,434 | 28,451 | 14,420 | 11,935 | 5,065 | 4,495 | 2.75 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Total Households (Thousands) | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | Average House-hold Size |
| **CALIFORNIA (continued)** | | | | | | | | | | | | | | |
| **SANTA ROSA - PETALUMA** | **152.7** | **6,695** | **30,145** | **39,979** | **24,088** | **17,251** | **34,542** | **37,545** | **53,660** | **25,142** | **22,011** | **8,904** | **5,438** | **2.60** |
| Sonoma | 152.7 | 6,695 | 30,145 | 39,979 | 24,088 | 17,251 | 34,542 | 37,545 | 53,660 | 25,142 | 22,011 | 8,904 | 5,438 | 2.60 |
| **STOCKTON** | **161.6** | **9,155** | **35,451** | **37,414** | **25,027** | **20,526** | **34,027** | **33,781** | **47,892** | **27,477** | **25,991** | **13,576** | **12,883** | **3.04** |
| San Joaquin | 161.6 | 9,155 | 35,451 | 37,414 | 25,027 | 20,526 | 34,027 | 33,781 | 47,892 | 27,477 | 25,991 | 13,576 | 12,883 | 3.04 |
| **VALLEJO - FAIRFIELD - NAPA** | **160.4** | **8,327** | **37,053** | **41,479** | **26,150** | **18,960** | **28,431** | **32,318** | **51,173** | **29,198** | **27,227** | **12,227** | **8,257** | **2.91** |
| Napa | 42.0 | 1,659 | 7,428 | 9,576 | 6,889 | 5,519 | 10,929 | 10,372 | 15,157 | 6,624 | 5,873 | 2,361 | 1,613 | 2.68 |
| Solano | 118.4 | 6,668 | 29,625 | 31,903 | 19,261 | 13,441 | 17,502 | 21,946 | 36,016 | 22,574 | 21,354 | 9,866 | 6,644 | 2.99 |
| **VISALIA - TULARE - PORTERVILLE** | **100.0** | **5,739** | **21,851** | **22,077** | **15,447** | **12,808** | **22,078** | **18,074** | **28,625** | **16,604** | **16,933** | **9,692** | **10,072** | **3.19** |
| Tulare | 100.0 | 5,739 | 21,851 | 22,077 | 15,447 | 12,808 | 22,078 | 18,074 | 28,625 | 16,604 | 16,933 | 9,692 | 10,072 | 3.19 |
| **YUBA CITY** | **43.6** | **2,871** | **9,746** | **9,115** | **6,660** | **6,116** | **9,092** | **9,212** | **14,229** | **7,445** | **6,810** | **3,293** | **2,611** | **2.85** |
| Sutter | 23.5 | 1,331 | 4,941 | 4,955 | 3,901 | 3,387 | 4,985 | 5,080 | 7,863 | 3,891 | 3,599 | 1,742 | 1,325 | 2.78 |
| Yuba | 20.1 | 1,540 | 4,805 | 4,160 | 2,759 | 2,729 | 4,107 | 4,132 | 6,366 | 3,554 | 3,211 | 1,551 | 1,286 | 2.94 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Alameda | 484.4 | 27,831 | 113,721 | 121,875 | 77,805 | 56,711 | 86,457 | 130,003 | 152,584 | 82,663 | 66,673 | 29,606 | 22,871 | 2.67 |
| Alpine | .4 | 22 | 90 | 113 | 69 | 54 | 52 | 119 | 134 | 60 | 43 | 29 | 15 | 2.75 |
| Amador | 11.2 | 296 | 1,510 | 2,283 | 1,730 | 1,857 | 3,524 | 2,496 | 4,947 | 1,598 | 1,361 | 556 | 242 | 2.82 |
| Butte | 73.0 | 7,490 | 13,075 | 14,327 | 8,972 | 8,785 | 20,351 | 18,523 | 27,840 | 10,843 | 9,456 | 3,812 | 2,526 | 2.54 |
| Calaveras | 13.1 | 324 | 1,860 | 2,830 | 2,153 | 2,238 | 3,695 | 2,780 | 5,550 | 1,887 | 1,751 | 731 | 401 | 2.52 |
| Colusa | 5.7 | 231 | 1,131 | 1,244 | 845 | 831 | 1,418 | 1,285 | 1,800 | 847 | 887 | 453 | 428 | 2.89 |
| Contra Costa | 306.5 | 12,546 | 64,802 | 77,848 | 56,102 | 39,243 | 55,959 | 68,400 | 103,628 | 55,187 | 47,828 | 19,561 | 11,896 | 2.68 |
| Del Norte | 8.2 | 388 | 1,644 | 1,740 | 1,241 | 1,134 | 2,053 | 1,888 | 2,919 | 1,302 | 1,142 | 558 | 391 | 2.91 |
| El Dorado | 48.3 | 1,668 | 9,552 | 13,273 | 7,862 | 6,473 | 9,472 | 8,856 | 18,388 | 8,494 | 7,866 | 3,067 | 1,629 | 2.69 |
| Fresno | 226.2 | 16,030 | 52,327 | 51,580 | 33,644 | 27,789 | 44,830 | 47,393 | 67,075 | 38,096 | 35,313 | 18,664 | 19,659 | 3.02 |
| Glenn | 8.9 | 396 | 1,692 | 1,927 | 1,319 | 1,216 | 2,350 | 2,062 | 2,881 | 1,339 | 1,315 | 727 | 576 | 2.81 |
| Humboldt | 46.8 | 3,721 | 9,603 | 11,628 | 6,685 | 5,592 | 9,571 | 12,258 | 16,262 | 7,670 | 6,527 | 2,711 | 1,372 | 2.57 |
| Imperial | 33.4 | 1,446 | 6,886 | 7,480 | 5,209 | 5,167 | 7,212 | 6,006 | 8,142 | 5,519 | 5,796 | 4,072 | 3,865 | 3.33 |
| Inyo | 7.6 | 211 | 1,184 | 1,625 | 1,191 | 1,186 | 2,203 | 2,205 | 2,905 | 1,001 | 888 | 397 | 204 | 2.41 |
| Kern | 186.8 | 11,884 | 45,899 | 42,431 | 28,150 | 23,381 | 35,055 | 37,931 | 56,263 | 31,802 | 30,589 | 16,313 | 13,902 | 2.99 |
| Kings | 29.9 | 2,481 | 8,302 | 7,288 | 4,723 | 3,788 | 3,318 | 5,216 | 8,370 | 5,443 | 5,344 | 3,018 | 2,509 | 3.47 |
| Lake | 21.3 | 760 | 2,937 | 4,022 | 2,751 | 3,252 | 7,578 | 5,612 | 8,785 | 2,804 | 2,396 | 1,051 | 652 | 2.43 |
| Lassen | 8.8 | 477 | 1,645 | 2,103 | 1,371 | 1,285 | 1,919 | 1,878 | 3,128 | 1,417 | 1,395 | 647 | 335 | 3.22 |
| Los Angeles | 3,025.8 | 169,567 | 736,684 | 717,878 | 489,728 | 381,430 | 530,513 | 755,161 | 845,663 | 480,642 | 422,831 | 238,806 | 282,697 | 2.96 |
| Madera | 29.7 | 1,273 | 5,473 | 7,022 | 4,730 | 4,242 | 6,960 | 5,050 | 9,517 | 4,869 | 4,979 | 2,680 | 2,605 | 3.10 |
| Marin | 95.4 | 2,685 | 16,271 | 25,540 | 19,581 | 12,927 | 18,396 | 27,095 | 35,493 | 15,604 | 11,501 | 3,836 | 1,871 | 2.42 |
| Mariposa | 5.7 | 145 | 868 | 1,168 | 920 | 970 | 1,629 | 1,360 | 2,363 | 830 | 692 | 311 | 144 | 2.56 |
| Mendocino | 30.8 | 1,371 | 5,263 | 7,980 | 5,104 | 3,987 | 7,095 | 7,576 | 10,826 | 4,958 | 4,319 | 1,877 | 1,244 | 2.64 |
| Merced | 56.4 | 3,874 | 14,196 | 12,469 | 8,188 | 7,079 | 10,594 | 9,968 | 15,823 | 9,879 | 9,522 | 5,274 | 5,934 | 3.22 |
| Modoc | 3.7 | 147 | 536 | 805 | 561 | 580 | 1,071 | 929 | 1,403 | 557 | 447 | 233 | 131 | 2.62 |
| Mono | 4.0 | 259 | 1,109 | 1,140 | 607 | 463 | 422 | 1,000 | 1,460 | 652 | 570 | 205 | 113 | 2.53 |
| Monterey | 115.5 | 7,485 | 27,908 | 27,124 | 16,499 | 14,334 | 22,150 | 23,511 | 35,285 | 19,733 | 17,781 | 9,185 | 10,005 | 3.14 |
| Napa | 42.0 | 1,659 | 7,428 | 9,576 | 6,889 | 5,519 | 10,929 | 10,372 | 15,157 | 6,624 | 5,873 | 2,361 | 1,613 | 2.68 |
| Nevada | 31.7 | 799 | 4,366 | 7,922 | 4,947 | 4,617 | 9,049 | 6,589 | 13,302 | 4,864 | 4,322 | 1,745 | 878 | 2.55 |
| Orange | 841.2 | 45,173 | 202,843 | 201,870 | 148,016 | 107,465 | 135,833 | 174,011 | 271,201 | 147,422 | 127,564 | 59,491 | 61,511 | 2.91 |
| Placer | 66.6 | 2,420 | 12,863 | 17,544 | 11,842 | 8,679 | 13,252 | 13,012 | 24,072 | 12,006 | 11,133 | 4,211 | 2,166 | 2.69 |
| Plumas | 8.2 | 288 | 1,244 | 1,865 | 1,274 | 1,339 | 2,190 | 1,980 | 3,395 | 1,175 | 1,027 | 443 | 180 | 2.44 |
| Riverside | 427.4 | 22,656 | 97,265 | 92,043 | 59,900 | 53,353 | 102,183 | 88,156 | 141,042 | 67,763 | 64,642 | 35,314 | 30,483 | 2.91 |
| Sacramento | 406.0 | 27,176 | 99,295 | 96,172 | 60,584 | 50,021 | 72,752 | 102,871 | 135,279 | 70,056 | 56,045 | 24,327 | 17,422 | 2.64 |
| San Benito | 11.7 | 505 | 2,580 | 2,964 | 1,879 | 1,499 | 2,273 | 1,873 | 3,416 | 2,019 | 2,056 | 1,178 | 1,158 | 3.22 |
| San Bernardino | 486.3 | 30,814 | 126,710 | 119,347 | 72,755 | 55,661 | 81,013 | 92,182 | 141,701 | 86,928 | 84,933 | 44,510 | 36,046 | 3.05 |
| San Diego | 911.8 | 66,235 | 226,935 | 211,412 | 130,127 | 104,785 | 172,306 | 208,934 | 307,795 | 155,037 | 129,045 | 61,195 | 49,794 | 2.81 |
| San Francisco | 305.7 | 15,393 | 68,924 | 71,658 | 44,118 | 37,300 | 68,307 | 120,188 | 92,174 | 38,229 | 26,392 | 13,671 | 15,046 | 2.37 |
| San Joaquin | 161.6 | 9,155 | 35,451 | 37,414 | 25,027 | 20,526 | 34,027 | 33,781 | 47,892 | 27,477 | 25,991 | 13,576 | 12,883 | 3.04 |
| San Luis Obispo | 82.5 | 7,510 | 16,099 | 18,549 | 10,778 | 9,765 | 19,799 | 19,674 | 30,699 | 13,162 | 11,472 | 4,588 | 2,905 | 2.70 |
| San Mateo | 244.5 | 9,173 | 51,457 | 58,354 | 42,469 | 33,652 | 49,395 | 61,314 | 81,468 | 40,672 | 33,531 | 14,773 | 12,742 | 2.68 |
| Santa Barbara | 131.2 | 10,632 | 28,411 | 28,076 | 19,052 | 16,644 | 28,385 | 30,195 | 44,210 | 21,456 | 18,818 | 8,503 | 8,018 | 2.85 |
| Santa Clara | 525.7 | 25,336 | 134,599 | 129,772 | 93,522 | 65,119 | 77,352 | 114,163 | 165,382 | 93,445 | 80,772 | 37,547 | 34,391 | 2.88 |
| Santa Cruz | 84.8 | 4,753 | 17,380 | 23,723 | 13,124 | 8,861 | 16,959 | 20,434 | 28,451 | 14,420 | 11,935 | 5,065 | 4,495 | 2.75 |
| Shasta | 57.7 | 3,056 | 10,681 | 12,858 | 9,473 | 7,925 | 13,707 | 12,894 | 21,292 | 9,639 | 8,224 | 3,590 | 2,061 | 2.63 |
| Sierra | 1.3 | 23 | 191 | 298 | 239 | 181 | 368 | 342 | 501 | 159 | 173 | 87 | 38 | 2.54 |
| Siskiyou | 17.5 | 697 | 2,653 | 4,046 | 2,694 | 2,611 | 4,799 | 4,492 | 6,511 | 2,627 | 2,281 | 1,029 | 560 | 2.51 |
| Solano | 118.4 | 6,668 | 29,625 | 31,903 | 19,261 | 13,441 | 17,502 | 21,946 | 36,016 | 22,574 | 21,354 | 9,866 | 6,644 | 2.99 |
| Sonoma | 152.7 | 6,695 | 30,145 | 39,979 | 24,088 | 17,251 | 34,542 | 37,545 | 53,660 | 25,142 | 22,011 | 8,904 | 5,438 | 2.60 |
| Stanislaus | 130.2 | 7,428 | 30,589 | 30,331 | 20,052 | 15,948 | 25,852 | 25,853 | 39,618 | 22,597 | 22,088 | 11,109 | 8,935 | 2.95 |
| Sutter | 23.5 | 1,331 | 4,941 | 4,955 | 3,901 | 3,387 | 4,985 | 5,080 | 7,863 | 3,891 | 3,599 | 1,742 | 1,325 | 2.78 |
| Tehama | 19.0 | 845 | 3,227 | 3,653 | 2,904 | 2,919 | 5,452 | 4,234 | 7,207 | 2,893 | 2,628 | 1,217 | 821 | 2.65 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average Household Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **CALIFORNIA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Trinity | 5.2 | 169 | 762 | 1,277 | 831 | 848 | 1,313 | 1,281 | 1,992 | 789 | 634 | 330 | 174 | 2.54 |
| Tulare | 100.0 | 5,739 | 21,851 | 22,077 | 15,447 | 12,808 | 22,078 | 18,074 | 28,625 | 16,604 | 16,933 | 9,692 | 10,072 | 3.19 |
| Tuolumne | 18.5 | 677 | 2,761 | 4,150 | 2,780 | 2,868 | 5,264 | 4,164 | 7,637 | 2,847 | 2,415 | 984 | 453 | 2.69 |
| Ventura | 221.2 | 8,801 | 48,516 | 56,988 | 40,190 | 28,577 | 38,128 | 38,677 | 67,796 | 40,713 | 37,947 | 18,587 | 17,480 | 3.08 |
| Yolo | 51.9 | 6,509 | 11,987 | 11,449 | 7,365 | 5,807 | 8,783 | 12,013 | 17,436 | 9,136 | 7,906 | 3,223 | 2,186 | 2.76 |
| Yuba | 20.1 | 1,540 | 4,805 | 4,160 | 2,759 | 2,729 | 4,107 | 4,132 | 6,366 | 3,554 | 3,211 | 1,551 | 1,286 | 2.94 |
| **TOTAL METRO COUNTIES** | **10,128.8** | **579,402** | **2,397,136** | **2,416,006** | **1,616,492** | **1,253,610** | **1,866,154** | **2,372,668** | **3,132,538** | **1,688,328** | **1,479,307** | **740,932** | **715,027** | **2.87** |
| **TOTAL STATE** | **10,593.6** | **604,863** | **2,482,752** | **2,523,128** | **1,686,027** | **1,318,099** | **1,978,731** | **2,477,017** | **3,298,590** | **1,761,616** | **1,546,167** | **772,789** | **737,421** | **2.87** |
| **COLORADO** | | | | | | | | | | | | | | |
| **BOULDER - LONGMONT** | **89.2** | **8,330** | **22,822** | **24,714** | **13,799** | **8,532** | **11,003** | **23,458** | **30,926** | **15,507** | **12,733** | **4,577** | **1,999** | **2.55** |
| Boulder | 89.2 | 8,330 | 22,822 | 24,714 | 13,799 | 8,532 | 11,003 | 23,458 | 30,926 | 15,507 | 12,733 | 4,577 | 1,999 | 2.55 |
| **COLORADO SPRINGS** | **150.1** | **11,820** | **40,830** | **37,130** | **22,686** | **17,157** | **20,477** | **35,566** | **48,732** | **27,414** | **24,276** | **9,683** | **4,429** | **2.70** |
| El Paso | 150.1 | 11,820 | 40,830 | 37,130 | 22,686 | 17,157 | 20,477 | 35,566 | 48,732 | 27,414 | 24,276 | 9,683 | 4,429 | 2.70 |
| **DENVER** | **653.0** | **37,771** | **166,012** | **171,236** | **103,367** | **75,629** | **98,985** | **186,931** | **209,922** | **107,317** | **93,333** | **36,788** | **18,709** | **2.50** |
| Adams | 96.8 | 6,314 | 25,834 | 24,153 | 15,289 | 12,444 | 12,766 | 20,990 | 30,015 | 18,027 | 16,692 | 7,155 | 3,921 | 2.75 |
| Arapahoe | 156.8 | 9,355 | 41,260 | 44,173 | 26,714 | 16,702 | 18,596 | 41,293 | 50,642 | 27,178 | 24,685 | 9,175 | 3,827 | 2.53 |
| Denver | 209.6 | 14,131 | 52,406 | 47,875 | 26,587 | 23,976 | 44,625 | 84,766 | 64,514 | 26,501 | 19,247 | 8,554 | 6,018 | 2.22 |
| Douglas | 21.7 | 495 | 6,001 | 7,470 | 4,199 | 2,030 | 1,505 | 2,683 | 7,406 | 4,517 | 4,760 | 1,713 | 621 | 2.90 |
| Jefferson | 168.1 | 7,476 | 40,511 | 47,565 | 30,578 | 20,477 | 21,493 | 37,199 | 57,345 | 31,094 | 27,949 | 10,191 | 4,322 | 2.63 |
| ***DENVER - BOULDER CONSOLIDATED AREA*** | ***742.2*** | ***46,101*** | ***188,834*** | ***195,950*** | ***117,166*** | ***84,161*** | ***109,988*** | ***210,389*** | ***240,848*** | ***122,824*** | ***106,066*** | ***41,365*** | ***20,708*** | ***2.51*** |
| **FORT COLLINS - LOVELAND** | **72.3** | **7,398** | **17,427** | **18,404** | **10,484** | **7,195** | **11,392** | **16,598** | **25,955** | **12,158** | **11,383** | **4,361** | **1,845** | **2.64** |
| Larimer | 72.3 | 7,398 | 17,427 | 18,404 | 10,484 | 7,195 | 11,392 | 16,598 | 25,955 | 12,158 | 11,383 | 4,361 | 1,845 | 2.64 |
| **GREELEY** | **47.7** | **4,401** | **10,665** | **11,266** | **7,123** | **5,535** | **8,710** | **10,615** | **15,610** | **8,120** | **7,873** | **3,483** | **1,999** | **2.77** |
| Weld | 47.7 | 4,401 | 10,665 | 11,266 | 7,123 | 5,535 | 8,710 | 10,615 | 15,610 | 8,120 | 7,873 | 3,483 | 1,999 | 2.77 |
| **PUEBLO** | **47.1** | **2,487** | **8,565** | **9,818** | **6,799** | **7,176** | **12,255** | **12,175** | **15,460** | **7,921** | **6,926** | **2,940** | **1,678** | **2.61** |
| Pueblo | 47.1 | 2,487 | 8,565 | 9,818 | 6,799 | 7,176 | 12,255 | 12,175 | 15,460 | 7,921 | 6,926 | 2,940 | 1,678 | 2.61 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Adams | 96.8 | 6,314 | 25,834 | 24,153 | 15,289 | 12,444 | 12,766 | 20,990 | 30,015 | 18,027 | 16,692 | 7,155 | 3,921 | 2.75 |
| Alamosa | 4.8 | 469 | 1,100 | 1,123 | 711 | 547 | 850 | 1,183 | 1,466 | 824 | 745 | 372 | 210 | 2.85 |
| Arapahoe | 156.8 | 9,355 | 41,260 | 44,173 | 26,714 | 16,702 | 18,596 | 41,293 | 50,642 | 27,178 | 24,685 | 9,175 | 3,827 | 2.53 |
| Archuleta | 2.0 | 58 | 362 | 519 | 310 | 351 | 400 | 395 | 747 | 328 | 320 | 127 | 83 | 2.70 |
| Baca | 1.8 | 63 | 281 | 338 | 252 | 276 | 590 | 510 | 676 | 235 | 223 | 108 | 48 | 2.50 |
| Bent | 1.8 | 52 | 261 | 378 | 264 | 310 | 535 | 516 | 593 | 259 | 239 | 124 | 69 | 2.72 |
| Boulder | 89.2 | 8,330 | 22,822 | 24,714 | 13,799 | 8,532 | 11,003 | 23,458 | 30,926 | 15,507 | 12,733 | 4,577 | 1,999 | 2.55 |
| Chaffee | 4.8 | 150 | 729 | 1,024 | 739 | 771 | 1,387 | 1,318 | 1,853 | 653 | 612 | 248 | 116 | 2.63 |
| Cheyenne | .9 | 51 | 202 | 190 | 112 | 106 | 239 | 261 | 269 | 113 | 132 | 84 | 41 | 2.67 |
| Clear Creek | 3.1 | 107 | 619 | 1,088 | 583 | 356 | 347 | 851 | 1,107 | 484 | 439 | 162 | 57 | 2.45 |
| Conejos | 2.5 | 77 | 414 | 518 | 368 | 419 | 704 | 541 | 709 | 390 | 373 | 259 | 228 | 2.96 |
| Costilla | 1.2 | 36 | 178 | 225 | 186 | 213 | 362 | 287 | 381 | 195 | 190 | 102 | 45 | 2.67 |
| Crowley | 1.2 | 63 | 226 | 251 | 179 | 222 | 259 | 323 | 428 | 161 | 162 | 83 | 43 | 3.33 |
| Custer | .8 | 11 | 121 | 155 | 164 | 137 | 212 | 238 | 284 | 112 | 99 | 46 | 21 | 2.38 |
| Delta | 8.3 | 255 | 1,101 | 1,505 | 1,221 | 1,274 | 2,944 | 2,031 | 3,394 | 1,135 | 991 | 506 | 243 | 2.51 |
| Denver | 209.6 | 14,131 | 52,406 | 47,875 | 26,587 | 23,976 | 44,625 | 84,766 | 64,514 | 26,501 | 19,247 | 8,554 | 6,018 | 2.22 |
| Dolores | .6 | 21 | 101 | 116 | 109 | 99 | 154 | 166 | 205 | 79 | 89 | 37 | 24 | 2.50 |
| Douglas | 21.7 | 495 | 6,001 | 7,470 | 4,199 | 2,030 | 1,505 | 2,683 | 7,406 | 4,517 | 4,760 | 1,713 | 621 | 2.90 |
| Eagle | 8.5 | 561 | 2,951 | 2,832 | 1,153 | 514 | 489 | 1,870 | 2,773 | 1,712 | 1,415 | 507 | 223 | 2.62 |
| Elbert | 3.5 | 84 | 738 | 1,129 | 657 | 401 | 491 | 533 | 1,222 | 649 | 671 | 305 | 120 | 2.83 |
| El Paso | 150.1 | 11,820 | 40,830 | 37,130 | 22,686 | 17,157 | 20,477 | 35,566 | 48,732 | 27,414 | 24,276 | 9,683 | 4,429 | 2.70 |
| Fremont | 11.9 | 461 | 1,757 | 2,268 | 1,721 | 1,832 | 3,861 | 3,147 | 4,546 | 1,702 | 1,511 | 670 | 324 | 2.74 |
| Garfield | 11.5 | 656 | 2,692 | 3,241 | 1,662 | 1,300 | 1,949 | 2,562 | 3,935 | 2,035 | 1,959 | 673 | 336 | 2.65 |
| Gilpin | 1.3 | 29 | 280 | 469 | 223 | 137 | 162 | 354 | 494 | 220 | 146 | 63 | 23 | 2.38 |
| Grand | 3.1 | 183 | 800 | 896 | 418 | 399 | 404 | 742 | 1,147 | 484 | 500 | 161 | 66 | 2.55 |
| Gunnison | 3.8 | 630 | 902 | 988 | 495 | 353 | 432 | 1,019 | 1,398 | 613 | 533 | 175 | 62 | 2.68 |
| Hinsdale | .2 | 6 | 45 | 47 | 33 | 34 | 35 | 57 | 91 | 22 | 20 | 9 | 1 | 2.50 |
| Huerfano | 2.4 | 66 | 307 | 434 | 346 | 382 | 865 | 724 | 834 | 317 | 298 | 144 | 83 | 2.46 |
| Jackson | .6 | 28 | 114 | 139 | 115 | 98 | 106 | 150 | 214 | 93 | 90 | 30 | 23 | 2.67 |
| Jefferson | 168.1 | 7,476 | 40,511 | 47,565 | 30,578 | 20,477 | 21,493 | 37,199 | 57,345 | 31,094 | 27,949 | 10,191 | 4,322 | 2.63 |
| Kiowa | .7 | 23 | 114 | 153 | 98 | 82 | 230 | 235 | 218 | 88 | 97 | 47 | 15 | 2.43 |
| Kit Carson | 2.8 | 118 | 544 | 550 | 422 | 386 | 780 | 734 | 996 | 374 | 397 | 196 | 103 | 2.54 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | Average House-hold Size |
| **COLORADO (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Lake | 2.3 | 186 | 575 | 604 | 330 | 267 | 338 | 634 | 713 | 388 | 349 | 162 | 54 | 2.52 |
| La Plata | 12.1 | 1,050 | 2,401 | 3,302 | 1,818 | 1,421 | 2,108 | 2,859 | 4,251 | 2,046 | 1,812 | 774 | 358 | 2.69 |
| Larimer | 72.3 | 7,398 | 17,427 | 18,404 | 10,484 | 7,195 | 11,392 | 16,598 | 25,955 | 12,158 | 11,383 | 4,361 | 1,845 | 2.64 |
| Las Animas | 5.4 | 246 | 739 | 1,036 | 766 | 837 | 1,776 | 1,580 | 1,780 | 831 | 667 | 338 | 204 | 2.52 |
| Lincoln | 1.8 | 64 | 351 | 296 | 263 | 258 | 568 | 513 | 642 | 221 | 260 | 116 | 48 | 2.50 |
| Logan | 6.9 | 401 | 1,349 | 1,360 | 965 | 997 | 1,828 | 1,898 | 2,424 | 981 | 954 | 450 | 193 | 2.51 |
| Mesa | 36.6 | 2,228 | 7,069 | 8,288 | 5,419 | 4,906 | 8,690 | 9,062 | 13,301 | 5,681 | 5,386 | 2,142 | 1,028 | 2.57 |
| Mineral | .2 | 6 | 39 | 44 | 28 | 32 | 51 | 61 | 79 | 24 | 23 | 11 | 2 | 2.50 |
| Moffat | 4.1 | 228 | 956 | 1,124 | 677 | 495 | 620 | 962 | 1,239 | 663 | 768 | 336 | 132 | 2.73 |
| Montezuma | 6.7 | 278 | 1,286 | 1,561 | 1,039 | 1,002 | 1,534 | 1,439 | 2,228 | 1,085 | 1,094 | 527 | 327 | 2.78 |
| Montrose | 9.4 | 339 | 1,556 | 2,030 | 1,544 | 1,395 | 2,536 | 2,117 | 3,557 | 1,430 | 1,419 | 603 | 274 | 2.60 |
| Morgan | 8.1 | 473 | 1,700 | 1,616 | 1,119 | 1,085 | 2,107 | 1,996 | 2,675 | 1,230 | 1,214 | 638 | 347 | 2.70 |
| Otero | 7.5 | 331 | 1,319 | 1,433 | 1,076 | 1,134 | 2,207 | 1,926 | 2,477 | 1,190 | 1,069 | 509 | 329 | 2.67 |
| Ouray | .9 | 23 | 127 | 222 | 201 | 126 | 201 | 219 | 360 | 135 | 122 | 47 | 17 | 2.56 |
| Park | 2.8 | 45 | 620 | 901 | 552 | 337 | 345 | 558 | 1,108 | 439 | 435 | 186 | 74 | 2.61 |
| Phillips | 1.7 | 62 | 280 | 301 | 234 | 250 | 573 | 491 | 633 | 211 | 199 | 109 | 57 | 2.47 |
| Pitkin | 5.9 | 340 | 1,589 | 2,026 | 1,066 | 512 | 367 | 2,089 | 2,092 | 874 | 616 | 168 | 61 | 2.17 |
| Prowers | 5.0 | 288 | 1,017 | 1,057 | 759 | 668 | 1,211 | 1,287 | 1,563 | 761 | 784 | 380 | 225 | 2.66 |
| Pueblo | 47.1 | 2,487 | 8,565 | 9,818 | 6,799 | 7,176 | 12,255 | 12,175 | 15,460 | 7,921 | 6,926 | 2,940 | 1,678 | 2.61 |
| Rio Blanco | 2.2 | 118 | 488 | 541 | 382 | 285 | 386 | 522 | 716 | 352 | 387 | 150 | 73 | 2.68 |
| Rio Grande | 3.9 | 185 | 761 | 825 | 601 | 574 | 954 | 851 | 1,312 | 668 | 582 | 319 | 168 | 2.77 |
| Routt | 5.5 | 381 | 1,462 | 1,917 | 794 | 407 | 539 | 1,283 | 1,869 | 1,024 | 895 | 322 | 107 | 2.56 |
| Saguache | 1.7 | 78 | 330 | 398 | 264 | 221 | 409 | 408 | 518 | 254 | 291 | 135 | 94 | 2.76 |
| San Juan | .3 | 6 | 62 | 107 | 56 | 36 | 33 | 78 | 94 | 42 | 54 | 24 | 8 | 2.67 |
| San Miguel | 1.5 | 84 | 401 | 553 | 232 | 118 | 112 | 397 | 527 | 252 | 230 | 75 | 19 | 2.47 |
| Sedgwick | 1.1 | 29 | 153 | 209 | 146 | 170 | 393 | 315 | 447 | 120 | 133 | 59 | 26 | 2.36 |
| Summit | 5.3 | 561 | 1,993 | 1,585 | 607 | 357 | 197 | 1,256 | 2,022 | 971 | 751 | 214 | 86 | 2.45 |
| Teller | 4.8 | 112 | 1,045 | 1,581 | 897 | 584 | 581 | 927 | 1,766 | 887 | 785 | 317 | 118 | 2.67 |
| Washington | 1.9 | 70 | 308 | 366 | 268 | 307 | 581 | 496 | 698 | 243 | 270 | 132 | 61 | 2.53 |
| Weld | 47.7 | 4,401 | 10,665 | 11,266 | 7,123 | 5,535 | 8,710 | 10,615 | 15,610 | 8,120 | 7,873 | 3,483 | 1,999 | 2.77 |
| Yuma | 3.5 | 138 | 634 | 695 | 529 | 480 | 1,024 | 984 | 1,165 | 451 | 505 | 279 | 116 | 2.54 |
| **TOTAL METRO COUNTIES** | **1,059.4** | **72,207** | **266,321** | **272,568** | **164,258** | **121,224** | **162,822** | **285,343** | **346,605** | **178,437** | **156,524** | **61,832** | **30,659** | **2.56** |
| **TOTAL STATE** | **1,292.6** | **84,815** | **313,870** | **329,122** | **199,431** | **151,484** | **213,878** | **343,298** | **428,841** | **215,168** | **190,829** | **76,592** | **37,872** | **2.57** |
| **CONNECTICUT** | | | | | | | | | | | | | | |
| **BRIDGEPORT - STAMFORD - NORWALK - DANBURY** | **304.8** | **9,940** | **57,996** | **67,121** | **55,211** | **47,039** | **67,493** | **69,668** | **97,108** | **55,917** | **48,996** | **21,587** | **11,524** | **2.71** |
| Fairfield | 304.8 | 9,940 | 57,996 | 67,121 | 55,211 | 47,039 | 67,493 | 69,668 | 97,108 | 55,917 | 48,996 | 21,587 | 11,524 | 2.71 |
| **HARTFORD - NEW BRITAIN - MIDDLETOWN - BRISTOL** | **426.4** | **19,564** | **91,715** | **95,194** | **68,733** | **58,228** | **92,966** | **104,061** | **141,017** | **77,087** | **66,425** | **25,947** | **11,863** | **2.65** |
| Hartford | 326.4 | 14,997 | 69,409 | 70,616 | 51,815 | 45,584 | 73,979 | 81,559 | 106,830 | 58,705 | 49,954 | 19,949 | 9,403 | 2.62 |
| Middlesex | 55.2 | 2,105 | 12,114 | 13,190 | 9,083 | 7,146 | 11,562 | 13,477 | 19,069 | 9,850 | 8,464 | 3,076 | 1,264 | 2.62 |
| Tolland | 44.8 | 2,462 | 10,192 | 11,388 | 7,835 | 5,498 | 7,425 | 9,025 | 15,118 | 8,532 | 8,007 | 2,922 | 1,196 | 2.90 |
| **NEW HAVEN - WATERBURY - MERIDEN** | **306.2** | **13,619** | **65,240** | **65,944** | **46,478** | **41,060** | **73,859** | **79,329** | **96,696** | **54,428** | **46,771** | **19,603** | **9,373** | **2.64** |
| New Haven | 306.2 | 13,619 | 65,240 | 65,944 | 46,478 | 41,060 | 73,859 | 79,329 | 96,696 | 54,428 | 46,771 | 19,603 | 9,373 | 2.64 |
| **NEW LONDON - NORWICH** | **93.7** | **5,014** | **22,298** | **20,426** | **14,348** | **12,567** | **19,047** | **21,606** | **31,018** | **17,482** | **15,223** | **5,868** | **2,503** | **2.73** |
| New London | 93.7 | 5,014 | 22,298 | 20,426 | 14,348 | 12,567 | 19,047 | 21,606 | 31,018 | 17,482 | 15,223 | 5,868 | 2,503 | 2.73 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Fairfield | 304.8 | 9,940 | 57,996 | 67,121 | 55,211 | 47,039 | 67,493 | 69,668 | 97,108 | 55,917 | 48,996 | 21,587 | 11,524 | 2.71 |
| Hartford | 326.4 | 14,997 | 69,409 | 70,616 | 51,815 | 45,584 | 73,979 | 81,559 | 106,830 | 58,705 | 49,954 | 19,949 | 9,403 | 2.62 |
| Litchfield | 67.0 | 2,256 | 12,993 | 15,907 | 11,346 | 8,901 | 15,597 | 15,463 | 22,287 | 12,151 | 11,167 | 4,202 | 1,730 | 2.62 |
| Middlesex | 55.2 | 2,105 | 12,114 | 13,190 | 9,083 | 7,146 | 11,562 | 13,477 | 19,069 | 9,850 | 8,464 | 3,076 | 1,264 | 2.62 |
| New Haven | 306.2 | 13,619 | 65,240 | 65,944 | 46,478 | 41,060 | 73,859 | 79,329 | 96,696 | 54,428 | 46,771 | 19,603 | 9,373 | 2.64 |
| New London | 93.7 | 5,014 | 22,298 | 20,426 | 14,348 | 12,567 | 19,047 | 21,606 | 31,018 | 17,482 | 15,223 | 5,868 | 2,503 | 2.73 |
| Tolland | 44.8 | 2,462 | 10,192 | 11,388 | 7,835 | 5,498 | 7,425 | 9,025 | 15,118 | 8,532 | 8,007 | 2,922 | 1,196 | 2.90 |
| Windham | 37.9 | 1,990 | 8,574 | 8,552 | 5,969 | 4,749 | 8,066 | 8,401 | 12,124 | 7,135 | 6,388 | 2,635 | 1,217 | 2.73 |
| **TOTAL METRO COUNTIES** | **1,131.1** | **48,137** | **237,249** | **248,685** | **184,770** | **158,894** | **253,365** | **274,664** | **365,839** | **204,914** | **177,415** | **73,005** | **35,263** | **2.67** |
| **TOTAL STATE** | **1,236.0** | **52,383** | **258,816** | **273,144** | **202,085** | **172,544** | **277,028** | **298,528** | **400,250** | **224,200** | **194,970** | **79,842** | **38,210** | **2.67** |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average Household Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Total Households (Thousands) | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **DELAWARE** | | | | | | | | | | | | | | |
| **WILMINGTON** | **214.9** | **11,573** | **48,273** | **48,266** | **34,423** | **29,655** | **42,710** | **49,582** | **68,368** | **40,319** | **34,906** | **14,460** | **7,265** | **2.72** |
| New Castle | 165.9 | 9,592 | 38,544 | 36,827 | 26,071 | 22,643 | 32,223 | 39,741 | 52,998 | 30,815 | 26,118 | 10,819 | 5,409 | 2.69 |
| *Cecil, Md.* | *25.1* | *1,202* | *5,411* | *6,150* | *4,379* | *3,465* | *4,493* | *4,489* | *7,804* | *5,165* | *4,727* | *1,936* | *979* | *2.89* |
| *Salem, N. J.* | *23.9* | *779* | *4,318* | *5,289* | *3,973* | *3,547* | *5,994* | *5,352* | *7,566* | *4,339* | *4,061* | *1,705* | *877* | *2.74* |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Kent | 40.0 | 2,553 | 9,572 | 8,662 | 6,428 | 5,648 | 7,137 | 8,467 | 12,735 | 7,907 | 6,646 | 2,741 | 1,504 | 2.80 |
| New Castle | 165.9 | 9,592 | 38,544 | 36,827 | 26,071 | 22,643 | 32,223 | 39,741 | 52,998 | 30,815 | 26,118 | 10,819 | 5,409 | 2.69 |
| Sussex | 44.3 | 1,842 | 8,093 | 8,625 | 6,399 | 7,190 | 12,151 | 9,872 | 16,408 | 8,073 | 6,145 | 2,398 | 1,404 | 2.59 |
| **TOTAL METRO COUNTIES** | **165.9** | **9,592** | **38,544** | **36,827** | **26,071** | **22,643** | **32,223** | **39,741** | **52,998** | **30,815** | **26,118** | **10,819** | **5,409** | **2.69** |
| **TOTAL STATE** | **250.2** | **13,987** | **56,209** | **54,114** | **38,898** | **35,481** | **51,511** | **58,080** | **82,141** | **46,795** | **38,909** | **15,958** | **8,317** | **2.69** |
| **DISTRICT OF COLUMBIA** | | | | | | | | | | | | | | |
| **WASHINGTON** | **1,482.7** | **72,867** | **364,933** | **384,888** | **269,858** | **178,970** | **211,184** | **372,676** | **455,402** | **272,478** | **225,723** | **96,317** | **60,104** | **2.69** |
| District of Columbia | 248.4 | 15,216 | 55,653 | 53,968 | 38,643 | 32,653 | 52,267 | 103,152 | 66,896 | 33,324 | 22,266 | 11,331 | 11,431 | 2.43 |
| *Calvert, Md.* | *17.5* | *488* | *3,697* | *4,893* | *3,414* | *2,175* | *2,833* | *2,481* | *5,221* | *3,666* | *3,615* | *1,581* | *936* | *3.03* |
| *Charles, Md.* | *33.8* | *1,476* | *8,521* | *9,161* | *6,666* | *3,855* | *4,121* | *4,798* | *9,345* | *7,485* | *7,269* | *3,104* | *1,799* | *3.07* |
| *Frederick, Md.* | *53.7* | *2,471* | *12,638* | *14,144* | *9,233* | *6,501* | *8,713* | *9,681* | *16,965* | *10,996* | *10,165* | *4,034* | *1,859* | *2.85* |
| *Montgomery, Md.* | *289.9* | *10,117* | *67,641* | *73,850* | *52,352* | *37,435* | *48,505* | *64,661* | *94,208* | *54,308* | *46,945* | *19,311* | *10,467* | *2.68* |
| *Prince George's, Md.* | *260.5* | *14,490* | *66,769* | *68,524* | *48,272* | *31,966* | *30,479* | *56,368* | *76,774* | *53,580* | *42,010* | *18,946* | *12,822* | *2.83* |
| *Alexandria city, Va.* | *53.4* | *3,710* | *16,429* | *12,965* | *7,820* | *5,201* | *7,275* | *22,430* | *17,771* | *6,661* | *3,798* | *1,560* | *1,180* | *2.09* |
| *Arlington, Va.* | *78.7* | *5,174* | *22,176* | *18,865* | *11,644* | *7,733* | *13,108* | *30,910* | *26,178* | *10,519* | *6,621* | *2,590* | *1,882* | *2.18* |
| *Fairfax, Va.* | *299.6* | *11,533* | *69,559* | *85,919* | *64,067* | *36,802* | *31,720* | *56,156* | *98,168* | *60,022* | *52,741* | *21,246* | *11,267* | *2.80* |
| *Fairfax city, Va.* | *7.4* | *514* | *1,668* | *1,618* | *1,284* | *1,123* | *1,193* | *1,490* | *2,709* | *1,479* | *1,083* | *411* | *228* | *2.65* |
| *Falls Church city, Va.* | *4.2* | *133* | *774* | *1,071* | *711* | *507* | *1,004* | *1,392* | *1,437* | *607* | *500* | *160* | *104* | *2.29* |
| *Loudoun, Va.* | *31.4* | *1,316* | *8,659* | *8,832* | *6,030* | *3,351* | *3,212* | *5,265* | *10,212* | *6,596* | *5,856* | *2,328* | *1,143* | *2.82* |
| *Manassas city, Va.* | *9.8* | *748* | *3,267* | *2,731* | *1,556* | *799* | *699* | *1,666* | *2,962* | *2,107* | *1,824* | *784* | *457* | *2.96* |
| *Manassas Park city, Va.* | *2.2* | *143* | *818* | *511* | *310* | *271* | *147* | *287* | *615* | *489* | *459* | *217* | *133* | *3.09* |
| *Prince William, Va.* | *72.1* | *4,368* | *21,737* | *21,977* | *13,870* | *6,393* | *3,755* | *9,492* | *20,124* | *16,164* | *16,071* | *6,838* | *3,411* | *3.09* |
| *Stafford, Va.* | *20.1* | *970* | *4,927* | *5,859* | *3,986* | *2,205* | *2,153* | *2,447* | *5,817* | *4,475* | *4,500* | *1,876* | *985* | *3.15* |
| **TOTAL METRO COUNTIES** | **248.4** | **15,216** | **55,653** | **53,968** | **38,643** | **32,653** | **52,267** | **103,152** | **66,896** | **33,324** | **22,266** | **11,331** | **11,431** | **2.43** |
| **TOTAL STATE** | **248.4** | **15,216** | **55,653** | **53,968** | **38,643** | **32,653** | **52,267** | **103,152** | **66,896** | **33,324** | **22,266** | **11,331** | **11,431** | **2.43** |
| **FLORIDA** | | | | | | | | | | | | | | |
| **BRADENTON** | **92.8** | **3,467** | **13,682** | **14,062** | **10,487** | **12,970** | **38,132** | **25,061** | **40,980** | **11,881** | **8,734** | **3,749** | **2,395** | **2.32** |
| Manatee | 92.8 | 3,467 | 13,682 | 14,062 | 10,487 | 12,970 | 38,132 | 25,061 | 40,980 | 11,881 | 8,734 | 3,749 | 2,395 | 2.32 |
| **DAYTONA BEACH** | **157.3** | **8,187** | **25,495** | **26,200** | **19,664** | **23,084** | **54,670** | **41,528** | **64,897** | **23,871** | **16,948** | **6,657** | **3,399** | **2.41** |
| Volusia | 157.3 | 8,187 | 25,495 | 26,200 | 19,664 | 23,084 | 54,670 | 41,528 | 64,897 | 23,871 | 16,948 | 6,657 | 3,399 | 2.41 |
| **FORT LAUDERDALE - HOLLYWOOD - POMPANO BEACH** | **538.2** | **21,035** | **101,891** | **104,876** | **73,707** | **65,296** | **171,395** | **158,855** | **200,358** | **78,378** | **60,452** | **25,031** | **15,126** | **2.38** |
| Broward | 538.2 | 21,035 | 101,891 | 104,876 | 73,707 | 65,296 | 171,395 | 158,855 | 200,358 | 78,378 | 60,452 | 25,031 | 15,126 | 2.38 |
| **FORT MYERS - CAPE CORAL** | **144.4** | **5,745** | **22,818** | **23,030** | **17,836** | **22,401** | **52,570** | **33,268** | **66,465** | **20,412** | **14,706** | **6,068** | **3,481** | **2.39** |
| Lee | 144.4 | 5,745 | 22,818 | 23,030 | 17,836 | 22,401 | 52,570 | 33,268 | 66,465 | 20,412 | 14,706 | 6,068 | 3,481 | 2.39 |
| **FORT PIERCE** | **104.4** | **3,559** | **16,707** | **17,303** | **13,009** | **16,061** | **37,761** | **23,252** | **46,198** | **15,185** | **11,551** | **5,049** | **3,165** | **2.48** |
| Martin | 44.3 | 1,271 | 6,138 | 6,827 | 5,388 | 6,768 | 17,908 | 11,078 | 20,655 | 5,734 | 4,223 | 1,658 | 952 | 2.35 |
| St. Lucie | 60.1 | 2,288 | 10,569 | 10,476 | 7,621 | 9,293 | 19,853 | 12,174 | 25,543 | 9,451 | 7,328 | 3,391 | 2,213 | 2.58 |
| **FORT WALTON BEACH** | **54.5** | **3,799** | **14,263** | **11,529** | **8,432** | **7,899** | **8,578** | **11,410** | **19,065** | **10,674** | **8,701** | **3,238** | **1,412** | **2.70** |
| Okaloosa | 54.5 | 3,799 | 14,263 | 11,529 | 8,432 | 7,899 | 8,578 | 11,410 | 19,065 | 10,674 | 8,701 | 3,238 | 1,412 | 2.70 |
| **GAINESVILLE** | **79.5** | **13,359** | **18,684** | **16,517** | **10,080** | **8,163** | **12,697** | **21,751** | **27,650** | **13,849** | **10,396** | **3,799** | **2,055** | **2.60** |
| Alachua | 72.2 | 12,966 | 17,372 | 15,063 | 8,822 | 7,012 | 10,965 | 20,265 | 25,134 | 12,523 | 9,200 | 3,308 | 1,770 | 2.55 |
| Bradford | 7.3 | 393 | 1,312 | 1,454 | 1,258 | 1,151 | 1,732 | 1,486 | 2,516 | 1,326 | 1,196 | 491 | 285 | 3.11 |
| **JACKSONVILLE** | **351.5** | **22,979** | **83,811** | **79,752** | **53,960** | **45,726** | **65,272** | **85,874** | **114,368** | **65,444** | **53,053** | **21,769** | **10,992** | **2.64** |
| Clay | 37.7 | 2,051 | 8,561 | 10,078 | 7,195 | 4,763 | 5,052 | 5,714 | 11,950 | 8,169 | 7,576 | 3,021 | 1,270 | 2.89 |
| Duval | 262.7 | 18,590 | 65,532 | 58,620 | 38,418 | 33,275 | 48,265 | 68,329 | 83,599 | 48,277 | 38,238 | 15,899 | 8,358 | 2.61 |
| Nassau | 16.6 | 783 | 3,456 | 3,747 | 3,036 | 2,536 | 3,042 | 3,525 | 5,314 | 3,162 | 2,930 | 1,123 | 546 | 2.71 |
| St. Johns | 34.5 | 1,555 | 6,262 | 7,307 | 5,311 | 5,152 | 8,913 | 8,306 | 13,505 | 5,836 | 4,309 | 1,726 | 818 | 2.50 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average Household Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **FLORIDA (continued)** | | | | | | | | | | | | | | |
| **LAKELAND - WINTER HAVEN** | 158.6 | 8,014 | 27,858 | 28,422 | 22,661 | 23,750 | 47,895 | 35,544 | 61,457 | 26,372 | 20,835 | 8,997 | 5,395 | 2.60 |
| Polk | 158.6 | 8,014 | 27,858 | 28,422 | 22,661 | 23,750 | 47,895 | 35,544 | 61,457 | 26,372 | 20,835 | 8,997 | 5,395 | 2.60 |
| **MELBOURNE - TITUSVILLE - PALM BAY** | 165.4 | 7,883 | 34,675 | 30,350 | 24,086 | 25,852 | 42,554 | 39,179 | 65,882 | 27,729 | 20,863 | 7,975 | 3,772 | 2.47 |
| Brevard | 165.4 | 7,883 | 34,675 | 30,350 | 24,086 | 25,852 | 42,554 | 39,179 | 65,882 | 27,729 | 20,863 | 7,975 | 3,772 | 2.47 |
| **MIAMI - HIALEAH** | 701.8 | 30,258 | 137,877 | 147,661 | 120,083 | 105,093 | 160,828 | 174,519 | 204,496 | 122,852 | 102,283 | 52,791 | 44,859 | 2.80 |
| Dade | 701.8 | 30,258 | 137,877 | 147,661 | 120,083 | 105,093 | 160,828 | 174,519 | 204,496 | 122,852 | 102,283 | 52,791 | 44,859 | 2.80 |
| ***MIAMI - FORT LAUDERDALE CONSOLIDATED AREA*** | *1,240.0* | *51,293* | *239,768* | *252,537* | *193,790* | *170,389* | *332,223* | *333,374* | *404,854* | *201,230* | *162,735* | *77,822* | *59,985* | *2.61* |
| **NAPLES** | 63.9 | 2,497 | 10,280 | 10,604 | 8,398 | 10,228 | 21,893 | 14,426 | 29,166 | 8,719 | 6,648 | 2,914 | 2,027 | 2.46 |
| Collier | 63.9 | 2,497 | 10,280 | 10,604 | 8,398 | 10,228 | 21,893 | 14,426 | 29,166 | 8,719 | 6,648 | 2,914 | 2,027 | 2.46 |
| **OCALA** | 80.5 | 3,435 | 12,364 | 13,018 | 10,651 | 13,145 | 27,887 | 18,458 | 33,872 | 12,507 | 9,301 | 4,051 | 2,311 | 2.49 |
| Marion | 80.5 | 3,435 | 12,364 | 13,018 | 10,651 | 13,145 | 27,887 | 18,458 | 33,872 | 12,507 | 9,301 | 4,051 | 2,311 | 2.49 |
| **ORLANDO** | 414.1 | 28,108 | 103,439 | 94,382 | 62,974 | 51,994 | 73,203 | 93,552 | 143,959 | 75,802 | 60,863 | 25,548 | 14,376 | 2.67 |
| Orange | 262.6 | 20,234 | 69,020 | 57,485 | 37,707 | 32,657 | 45,497 | 62,182 | 91,657 | 47,551 | 36,463 | 15,421 | 9,326 | 2.65 |
| Osceola | 40.7 | 2,400 | 8,686 | 8,645 | 6,281 | 5,478 | 9,210 | 7,826 | 14,792 | 7,402 | 6,254 | 2,878 | 1,548 | 2.75 |
| Seminole | 110.8 | 5,474 | 25,733 | 28,252 | 18,986 | 13,859 | 18,496 | 23,544 | 37,510 | 20,849 | 18,146 | 7,249 | 3,502 | 2.67 |
| **PANAMA CITY** | 49.8 | 3,191 | 11,297 | 10,193 | 7,831 | 7,329 | 9,959 | 11,472 | 17,634 | 9,296 | 7,333 | 2,730 | 1,335 | 2.59 |
| Bay | 49.8 | 3,191 | 11,297 | 10,193 | 7,831 | 7,329 | 9,959 | 11,472 | 17,634 | 9,296 | 7,333 | 2,730 | 1,335 | 2.59 |
| **PENSACOLA** | 130.2 | 8,171 | 28,931 | 27,416 | 21,308 | 18,831 | 25,543 | 29,144 | 44,814 | 24,518 | 19,680 | 7,931 | 4,113 | 2.68 |
| Escambia | 99.6 | 6,568 | 21,641 | 20,463 | 15,897 | 14,475 | 20,556 | 23,533 | 34,193 | 18,252 | 14,406 | 5,938 | 3,278 | 2.66 |
| Santa Rosa | 30.6 | 1,603 | 7,290 | 6,953 | 5,411 | 4,356 | 4,987 | 5,611 | 10,621 | 6,266 | 5,274 | 1,993 | 835 | 2.73 |
| **SARASOTA** | 127.8 | 3,473 | 15,704 | 18,240 | 14,703 | 19,079 | 56,601 | 35,359 | 60,097 | 15,661 | 10,764 | 4,078 | 1,841 | 2.21 |
| Sarasota | 127.8 | 3,473 | 15,704 | 18,240 | 14,703 | 19,079 | 56,601 | 35,359 | 60,097 | 15,661 | 10,764 | 4,078 | 1,841 | 2.21 |
| **TALLAHASSEE** | 89.8 | 12,713 | 20,738 | 20,593 | 12,622 | 9,454 | 13,680 | 23,501 | 30,397 | 16,188 | 12,141 | 4,726 | 2,847 | 2.64 |
| Gadsden | 13.5 | 617 | 2,511 | 2,884 | 2,213 | 2,017 | 3,258 | 2,906 | 4,025 | 2,476 | 1,946 | 1,063 | 1,084 | 3.06 |
| Leon | 76.3 | 12,096 | 18,227 | 17,709 | 10,409 | 7,437 | 10,422 | 20,595 | 26,372 | 13,712 | 10,195 | 3,663 | 1,763 | 2.57 |
| **TAMPA - ST. PETERSBURG - CLEARWATER** | 887.4 | 41,896 | 161,707 | 160,662 | 117,257 | 120,495 | 285,383 | 247,909 | 350,942 | 132,414 | 97,341 | 38,496 | 20,298 | 2.38 |
| Hernando | 44.2 | 1,164 | 4,822 | 5,794 | 4,922 | 7,856 | 19,642 | 8,688 | 22,208 | 6,022 | 4,412 | 1,893 | 977 | 2.39 |
| Hillsborough | 332.7 | 22,454 | 78,447 | 73,015 | 50,942 | 42,202 | 65,640 | 84,231 | 115,481 | 58,374 | 45,493 | 18,704 | 10,417 | 2.57 |
| Pasco | 124.5 | 3,944 | 15,715 | 16,337 | 13,274 | 18,043 | 57,187 | 31,947 | 57,741 | 16,167 | 11,570 | 4,696 | 2,379 | 2.31 |
| Pinellas | 386.0 | 14,334 | 62,723 | 65,516 | 48,119 | 52,394 | 142,914 | 123,043 | 155,512 | 51,851 | 35,866 | 13,203 | 6,525 | 2.24 |
| **WEST PALM BEACH - BOCA RATON - DELRAY BEACH** | 379.8 | 13,464 | 65,695 | 66,760 | 47,307 | 48,447 | 138,127 | 104,362 | 157,969 | 52,162 | 39,131 | 16,374 | 9,802 | 2.36 |
| Palm Beach | 379.8 | 13,464 | 65,695 | 66,760 | 47,307 | 48,447 | 138,127 | 104,362 | 157,969 | 52,162 | 39,131 | 16,374 | 9,802 | 2.36 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Alachua | 72.2 | 12,966 | 17,372 | 15,063 | 8,822 | 7,012 | 10,965 | 20,265 | 25,134 | 12,523 | 9,200 | 3,308 | 1,770 | 2.55 |
| Baker | 5.7 | 376 | 1,287 | 1,334 | 1,015 | 786 | 902 | 898 | 1,607 | 1,199 | 1,109 | 547 | 340 | 3.30 |
| Bay | 49.8 | 3,191 | 11,297 | 10,193 | 7,831 | 7,329 | 9,959 | 11,472 | 17,634 | 9,296 | 7,333 | 2,730 | 1,335 | 2.59 |
| Bradford | 7.3 | 393 | 1,312 | 1,454 | 1,258 | 1,151 | 1,732 | 1,486 | 2,516 | 1,326 | 1,196 | 491 | 285 | 3.11 |
| Brevard | 165.4 | 7,883 | 34,675 | 30,350 | 24,086 | 25,852 | 42,554 | 39,179 | 65,882 | 27,729 | 20,863 | 7,975 | 3,772 | 2.47 |
| Broward | 538.2 | 21,035 | 101,891 | 104,876 | 73,707 | 65,296 | 171,395 | 158,855 | 200,358 | 78,378 | 60,452 | 25,031 | 15,126 | 2.38 |
| Calhoun | 3.9 | 255 | 746 | 855 | 776 | 685 | 583 | 946 | 1,238 | 677 | 622 | 269 | 148 | 2.87 |
| Charlotte | 50.2 | 1,258 | 5,253 | 5,982 | 5,107 | 8,911 | 23,689 | 11,550 | 25,926 | 6,051 | 4,092 | 1,713 | 868 | 2.29 |
| Citrus | 42.0 | 1,129 | 4,680 | 5,285 | 4,884 | 7,460 | 18,562 | 9,717 | 20,769 | 5,398 | 3,781 | 1,579 | 756 | 2.30 |
| Clay | 37.7 | 2,051 | 8,561 | 10,078 | 7,195 | 4,763 | 5,052 | 5,714 | 11,950 | 8,169 | 7,576 | 3,021 | 1,270 | 2.89 |
| Collier | 63.9 | 2,497 | 10,280 | 10,604 | 8,398 | 10,228 | 21,893 | 14,426 | 29,166 | 8,719 | 6,648 | 2,914 | 2,027 | 2.46 |
| Columbia | 15.8 | 876 | 2,999 | 3,303 | 2,561 | 2,450 | 3,611 | 3,591 | 5,188 | 2,864 | 2,394 | 1,085 | 678 | 2.73 |
| Dade | 701.8 | 30,258 | 137,877 | 147,661 | 120,083 | 105,093 | 160,828 | 174,519 | 204,496 | 122,852 | 102,283 | 52,791 | 44,859 | 2.80 |
| De Soto | 8.4 | 378 | 1,297 | 1,361 | 1,188 | 1,293 | 2,883 | 1,860 | 3,264 | 1,258 | 1,083 | 512 | 423 | 2.88 |
| Dixie | 4.0 | 208 | 605 | 674 | 673 | 763 | 1,077 | 894 | 1,489 | 685 | 562 | 247 | 123 | 2.70 |
| Duval | 262.7 | 18,590 | 65,532 | 58,620 | 38,418 | 33,275 | 48,265 | 68,329 | 83,599 | 48,277 | 38,238 | 15,899 | 8,358 | 2.61 |
| Escambia | 99.6 | 6,568 | 21,641 | 20,463 | 15,897 | 14,475 | 20,556 | 23,533 | 34,193 | 18,252 | 14,406 | 5,938 | 3,278 | 2.66 |
| Flagler | 12.5 | 362 | 1,492 | 1,877 | 1,554 | 2,490 | 4,725 | 2,366 | 6,234 | 1,767 | 1,263 | 585 | 285 | 2.42 |
| Franklin | 3.7 | 181 | 590 | 579 | 624 | 659 | 1,067 | 941 | 1,426 | 610 | 461 | 163 | 99 | 2.46 |
| Gadsden | 13.5 | 617 | 2,511 | 2,884 | 2,213 | 2,017 | 3,258 | 2,906 | 4,025 | 2,476 | 1,946 | 1,063 | 1,084 | 3.06 |
| Gilchrist | 3.4 | 167 | 582 | 674 | 561 | 596 | 820 | 646 | 1,247 | 661 | 513 | 220 | 113 | 2.91 |
| Glades | 2.9 | 91 | 398 | 443 | 462 | 554 | 952 | 641 | 1,234 | 361 | 348 | 168 | 148 | 2.66 |
| Gulf | 4.4 | 196 | 756 | 730 | 723 | 818 | 1,177 | 994 | 1,545 | 832 | 661 | 239 | 129 | 2.64 |
| Hamilton | 3.6 | 230 | 721 | 841 | 664 | 586 | 558 | 801 | 1,024 | 704 | 578 | 284 | 209 | 3.06 |
| Hardee | 6.4 | 344 | 1,073 | 1,182 | 969 | 968 | 1,864 | 1,125 | 2,169 | 1,064 | 1,009 | 540 | 493 | 3.05 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average Household Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Total Households (Thousands) | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **FLORIDA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Hendry | 8.6 | 500 | 1,869 | 1,772 | 1,440 | 1,256 | 1,763 | 1,514 | 2,682 | 1,512 | 1,459 | 753 | 680 | 3.07 |
| Hernando | 44.2 | 1,164 | 4,822 | 5,794 | 4,922 | 7,856 | 19,642 | 8,688 | 22,208 | 6,022 | 4,412 | 1,893 | 977 | 2.39 |
| Highlands | 30.3 | 927 | 3,365 | 3,594 | 2,983 | 4,922 | 14,509 | 7,332 | 14,999 | 3,392 | 2,585 | 1,213 | 779 | 2.32 |
| Hillsborough | 332.7 | 22,454 | 78,447 | 73,015 | 50,942 | 42,202 | 65,640 | 84,231 | 115,481 | 58,374 | 45,493 | 18,704 | 10,417 | 2.57 |
| Holmes | 5.8 | 308 | 931 | 1,051 | 963 | 906 | 1,641 | 1,370 | 1,978 | 1,096 | 831 | 354 | 171 | 2.74 |
| Indian River | 39.0 | 1,196 | 5,411 | 5,932 | 4,540 | 6,208 | 15,713 | 9,316 | 17,879 | 5,318 | 3,924 | 1,666 | 897 | 2.37 |
| Jackson | 14.6 | 768 | 2,478 | 2,740 | 2,274 | 2,233 | 4,107 | 3,701 | 4,865 | 2,515 | 2,096 | 905 | 518 | 2.86 |
| Jefferson | 4.0 | 166 | 670 | 861 | 631 | 602 | 1,070 | 886 | 1,239 | 701 | 621 | 317 | 236 | 2.85 |
| Lafayette | 1.8 | 113 | 356 | 379 | 322 | 326 | 304 | 372 | 614 | 300 | 298 | 138 | 78 | 3.17 |
| Lake | 65.2 | 2,174 | 8,636 | 9,288 | 7,923 | 10,463 | 26,716 | 15,491 | 29,907 | 8,733 | 6,627 | 2,837 | 1,605 | 2.39 |
| Lee | 144.4 | 5,745 | 22,818 | 23,030 | 17,836 | 22,401 | 52,570 | 33,268 | 66,465 | 20,412 | 14,706 | 6,068 | 3,481 | 2.39 |
| Leon | 76.3 | 12,096 | 18,227 | 17,709 | 10,409 | 7,437 | 10,422 | 20,595 | 26,372 | 13,712 | 10,195 | 3,663 | 1,763 | 2.57 |
| Levy | 10.3 | 414 | 1,545 | 1,777 | 1,582 | 1,785 | 3,197 | 2,309 | 4,026 | 1,750 | 1,295 | 565 | 355 | 2.56 |
| Liberty | 1.7 | 114 | 343 | 344 | 277 | 195 | 427 | 373 | 549 | 311 | 275 | 128 | 64 | 3.29 |
| Madison | 5.6 | 354 | 1,138 | 1,184 | 1,021 | 962 | 941 | 1,280 | 1,737 | 991 | 849 | 414 | 329 | 2.98 |
| Manatee | 92.8 | 3,467 | 13,682 | 14,062 | 10,487 | 12,970 | 38,132 | 25,061 | 40,980 | 11,881 | 8,734 | 3,749 | 2,395 | 2.32 |
| Marion | 80.5 | 3,435 | 12,364 | 13,018 | 10,651 | 13,145 | 27,887 | 18,458 | 33,872 | 12,507 | 9,301 | 4,051 | 2,311 | 2.49 |
| Martin | 44.3 | 1,271 | 6,138 | 6,827 | 5,388 | 6,768 | 17,908 | 11,078 | 20,655 | 5,734 | 4,223 | 1,658 | 952 | 2.35 |
| Monroe | 34.2 | 1,521 | 6,545 | 7,428 | 5,448 | 5,382 | 7,876 | 9,505 | 14,800 | 4,828 | 3,267 | 1,212 | 588 | 2.32 |
| Nassau | 16.6 | 783 | 3,456 | 3,747 | 3,036 | 2,536 | 3,042 | 3,525 | 5,314 | 3,162 | 2,930 | 1,123 | 546 | 2.71 |
| Okaloosa | 54.5 | 3,799 | 14,263 | 11,529 | 8,432 | 7,899 | 8,578 | 11,410 | 19,065 | 10,674 | 8,701 | 3,238 | 1,412 | 2.70 |
| Okeechobee | 10.5 | 596 | 1,972 | 1,913 | 1,536 | 1,698 | 2,785 | 2,009 | 3,953 | 1,751 | 1,436 | 704 | 647 | 2.90 |
| Orange | 262.6 | 20,234 | 69,020 | 57,485 | 37,707 | 32,657 | 45,497 | 62,182 | 91,657 | 47,551 | 36,463 | 15,421 | 9,326 | 2.65 |
| Osceola | 40.7 | 2,400 | 8,686 | 8,645 | 6,281 | 5,478 | 9,210 | 7,826 | 14,792 | 7,402 | 6,254 | 2,878 | 1,548 | 2.75 |
| Palm Beach | 379.8 | 13,464 | 65,695 | 66,760 | 47,307 | 48,447 | 138,127 | 104,362 | 157,969 | 52,162 | 39,131 | 16,374 | 9,802 | 2.36 |
| Pasco | 124.5 | 3,944 | 15,715 | 16,337 | 13,274 | 18,043 | 57,187 | 31,947 | 57,741 | 16,167 | 11,570 | 4,696 | 2,379 | 2.31 |
| Pinellas | 386.0 | 14,334 | 62,723 | 65,516 | 48,119 | 52,394 | 142,914 | 123,043 | 155,512 | 51,851 | 35,866 | 13,203 | 6,525 | 2.24 |
| Polk | 158.6 | 8,014 | 27,858 | 28,422 | 22,661 | 23,750 | 47,895 | 35,544 | 61,457 | 26,372 | 20,835 | 8,997 | 5,395 | 2.60 |
| Putnam | 25.4 | 1,131 | 3,949 | 4,444 | 3,630 | 4,476 | 7,770 | 5,879 | 9,669 | 4,164 | 3,185 | 1,467 | 1,036 | 2.60 |
| St. Johns | 34.5 | 1,555 | 6,262 | 7,307 | 5,311 | 5,152 | 8,913 | 8,306 | 13,505 | 5,836 | 4,309 | 1,726 | 818 | 2.50 |
| St. Lucie | 60.1 | 2,288 | 10,569 | 10,476 | 7,621 | 9,293 | 19,853 | 12,174 | 25,543 | 9,451 | 7,328 | 3,391 | 2,213 | 2.58 |
| Santa Rosa | 30.6 | 1,603 | 7,290 | 6,953 | 5,411 | 4,356 | 4,987 | 5,611 | 10,621 | 6,266 | 5,274 | 1,993 | 835 | 2.73 |
| Sarasota | 127.8 | 3,473 | 15,704 | 18,240 | 14,703 | 19,079 | 56,601 | 35,359 | 60,097 | 15,661 | 10,764 | 4,078 | 1,841 | 2.21 |
| Seminole | 110.8 | 5,474 | 25,733 | 28,252 | 18,986 | 13,859 | 18,496 | 23,544 | 37,510 | 20,849 | 18,146 | 7,249 | 3,502 | 2.67 |
| Sumter | 12.3 | 460 | 1,672 | 1,804 | 1,660 | 2,145 | 4,559 | 2,874 | 5,154 | 1,851 | 1,370 | 614 | 437 | 2.61 |
| Suwannee | 10.2 | 486 | 1,604 | 1,860 | 1,626 | 1,658 | 2,966 | 2,365 | 3,563 | 1,699 | 1,484 | 678 | 411 | 2.66 |
| Taylor | 6.4 | 337 | 1,228 | 1,218 | 1,001 | 1,037 | 1,579 | 1,368 | 2,149 | 1,224 | 1,001 | 401 | 257 | 2.69 |
| Union | 2.6 | 145 | 601 | 558 | 418 | 369 | 509 | 487 | 729 | 523 | 471 | 251 | 139 | 3.92 |
| Volusia | 157.3 | 8,187 | 25,495 | 26,200 | 19,664 | 23,084 | 54,670 | 41,528 | 64,897 | 23,871 | 16,948 | 6,657 | 3,399 | 2.41 |
| Wakulla | 5.3 | 234 | 989 | 1,300 | 949 | 773 | 1,055 | 1,006 | 1,834 | 1,083 | 819 | 385 | 173 | 2.74 |
| Walton | 11.5 | 470 | 1,981 | 2,017 | 1,823 | 2,088 | 3,121 | 2,821 | 4,476 | 1,924 | 1,394 | 569 | 316 | 2.46 |
| Washington | 6.5 | 305 | 995 | 1,135 | 1,055 | 1,060 | 1,950 | 1,505 | 2,325 | 1,168 | 902 | 385 | 215 | 2.63 |
| **TOTAL METRO COUNTIES** | **4,771.7** | **245,233** | **927,916** | **921,570** | **677,056** | **655,297** | **1,344,628** | **1,228,424** | **1,780,666** | **763,914** | **591,724** | **251,971** | **155,001** | **2.52** |
| **TOTAL STATE** | **5,250.4** | **264,003** | **998,673** | **999,289** | **741,919** | **734,860** | **1,511,656** | **1,339,157** | **1,984,153** | **834,879** | **646,389** | **276,078** | **169,744** | **2.52** |
| **GEORGIA** | | | | | | | | | | | | | | |
| **ALBANY** | **39.3** | **2,554** | **8,578** | **9,549** | **6,253** | **5,306** | **7,060** | **8,725** | **11,497** | **7,702** | **6,464** | **3,017** | **1,895** | **2.86** |
| Dougherty | 34.0 | 2,321 | 7,282 | 7,962 | 5,390 | 4,708 | 6,337 | 7,928 | 10,138 | 6,449 | 5,257 | 2,568 | 1,660 | 2.82 |
| Lee | 5.3 | 233 | 1,296 | 1,587 | 863 | 598 | 723 | 797 | 1,359 | 1,253 | 1,207 | 449 | 235 | 3.11 |
| **ATHENS** | **58.5** | **8,497** | **13,342** | **12,117** | **8,307** | **6,364** | **9,873** | **14,245** | **19,315** | **11,073** | **8,983** | **3,162** | **1,722** | **2.70** |
| Clarke | 33.5 | 7,156 | 8,002 | 6,333 | 3,889 | 3,135 | 4,985 | 9,644 | 11,229 | 5,777 | 4,574 | 1,452 | 824 | 2.64 |
| Jackson | 10.9 | 634 | 2,235 | 2,275 | 1,933 | 1,482 | 2,341 | 2,121 | 3,517 | 2,276 | 1,822 | 736 | 428 | 2.80 |
| Madison | 7.8 | 434 | 1,668 | 1,764 | 1,351 | 1,032 | 1,551 | 1,470 | 2,598 | 1,633 | 1,358 | 498 | 243 | 2.73 |
| Oconee | 6.3 | 273 | 1,437 | 1,745 | 1,134 | 715 | 996 | 1,010 | 1,971 | 1,387 | 1,229 | 476 | 227 | 2.86 |
| **ATLANTA** | **1,087.0** | **66,099** | **287,648** | **285,195** | **183,107** | **119,571** | **145,380** | **248,761** | **344,722** | **210,770** | **176,534** | **69,374** | **36,839** | **2.68** |
| Barrow | 10.9 | 693 | 2,706 | 2,318 | 1,699 | 1,352 | 2,132 | 2,059 | 3,438 | 2,291 | 1,917 | 772 | 423 | 2.79 |
| Butts | 4.8 | 218 | 883 | 1,057 | 846 | 724 | 1,072 | 891 | 1,503 | 894 | 837 | 384 | 291 | 3.25 |
| Cherokee | 33.0 | 1,517 | 9,483 | 9,188 | 5,458 | 3,303 | 4,051 | 4,654 | 10,636 | 7,599 | 6,612 | 2,433 | 1,066 | 2.88 |
| Clayton | 66.4 | 4,951 | 18,782 | 17,408 | 11,388 | 7,386 | 6,485 | 13,211 | 20,212 | 13,975 | 11,676 | 4,828 | 2,498 | 2.78 |
| Cobb | 177.9 | 11,066 | 50,329 | 49,651 | 30,761 | 18,079 | 18,014 | 40,022 | 57,994 | 34,951 | 30,110 | 10,517 | 4,306 | 2.61 |
| Coweta | 19.4 | 1,018 | 4,196 | 4,535 | 3,471 | 2,648 | 3,532 | 3,478 | 6,080 | 4,000 | 3,548 | 1,475 | 819 | 2.85 |
| De Kalb | 212.6 | 13,364 | 56,084 | 54,765 | 34,414 | 24,532 | 29,441 | 53,634 | 70,094 | 38,875 | 29,263 | 12,631 | 8,103 | 2.61 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Total Households (Thousands) | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | Average Household Size |
| **GEORGIA (continued)** | | | | | | | | | | | | | | |
| **ATLANTA (continued)** | | | | | | | | | | | | | | |
| Douglas | 24.9 | 1,331 | 6,211 | 6,727 | 4,721 | 2,884 | 3,026 | 3,736 | 7,578 | 5,550 | 5,114 | 1,958 | 964 | 2.92 |
| Fayette | 22.0 | 586 | 3,944 | 6,961 | 5,163 | 2,534 | 2,812 | 2,758 | 6,603 | 4,897 | 5,269 | 1,809 | 664 | 2.97 |
| Forsyth | 16.5 | 787 | 3,917 | 4,120 | 3,048 | 2,117 | 2,511 | 2,682 | 5,675 | 3,585 | 2,969 | 1,114 | 475 | 2.76 |
| Fulton | 262.9 | 17,600 | 65,220 | 64,334 | 41,787 | 29,224 | 44,735 | 81,550 | 81,023 | 43,892 | 32,846 | 14,122 | 9,467 | 2.52 |
| Gwinnett | 133.4 | 7,510 | 42,302 | 39,854 | 22,184 | 11,314 | 10,236 | 23,643 | 41,790 | 28,193 | 26,832 | 9,393 | 3,549 | 2.78 |
| Henry | 20.8 | 943 | 5,046 | 5,192 | 3,870 | 2,796 | 2,953 | 2,755 | 6,835 | 4,621 | 4,136 | 1,636 | 817 | 2.93 |
| Newton | 14.6 | 896 | 3,113 | 3,134 | 2,546 | 2,024 | 2,887 | 2,670 | 4,445 | 3,009 | 2,621 | 1,140 | 715 | 2.91 |
| Paulding | 14.8 | 938 | 4,265 | 3,575 | 2,335 | 1,681 | 2,006 | 2,029 | 4,643 | 3,535 | 2,991 | 1,090 | 512 | 2.91 |
| Rockdale | 18.9 | 766 | 4,265 | 5,059 | 3,700 | 2,494 | 2,616 | 2,718 | 5,809 | 4,063 | 4,006 | 1,599 | 705 | 2.95 |
| Spalding | 19.6 | 1,127 | 4,010 | 4,295 | 3,297 | 2,759 | 4,112 | 3,909 | 6,117 | 3,997 | 3,338 | 1,400 | 839 | 2.81 |
| Walton | 13.6 | 788 | 2,892 | 3,022 | 2,419 | 1,720 | 2,759 | 2,362 | 4,247 | 2,843 | 2,449 | 1,073 | 626 | 2.88 |
| **AUGUSTA** | **143.8** | **8,474** | **33,690** | **33,748** | **23,003** | **19,347** | **25,538** | **32,713** | **43,676** | **27,825** | **23,864** | **10,179** | **5,543** | **2.78** |
| Columbia | 22.5 | 919 | 5,484 | 6,887 | 4,284 | 2,569 | 2,357 | 3,027 | 6,426 | 5,112 | 5,169 | 2,010 | 756 | 3.03 |
| McDuffie | 7.3 | 424 | 1,483 | 1,618 | 1,186 | 1,033 | 1,556 | 1,564 | 2,210 | 1,464 | 1,219 | 556 | 287 | 2.78 |
| Richmond | 68.6 | 4,729 | 16,796 | 15,232 | 10,295 | 9,126 | 12,422 | 17,891 | 20,459 | 12,744 | 10,088 | 4,543 | 2,875 | 2.76 |
| *Aiken, S. C.* | *45.4* | *2,402* | *9,927* | *10,011* | *7,238* | *6,619* | *9,203* | *10,231* | *14,581* | *8,505* | *7,388* | *3,070* | *1,625* | *2.69* |
| **COLUMBUS** | **86.8** | **6,128** | **20,227** | **18,225** | **12,805** | **12,428** | **16,987** | **20,774** | **26,307** | **16,769** | **13,803** | **5,876** | **3,271** | **2.82** |
| Chattahoochee | 2.8 | 145 | 1,217 | 933 | 235 | 119 | 151 | 209 | 442 | 543 | 809 | 534 | 263 | 5.96 |
| Muscogee | 66.4 | 4,947 | 15,605 | 13,831 | 9,682 | 9,550 | 12,785 | 16,254 | 20,439 | 12,953 | 10,323 | 4,192 | 2,239 | 2.72 |
| *Russell, Ala.* | *17.6* | *1,036* | *3,405* | *3,461* | *2,888* | *2,759* | *4,051* | *4,311* | *5,426* | *3,273* | *2,671* | *1,150* | *769* | *2.67* |
| **MACON - WARNER ROBINS** | **104.2** | **6,160** | **23,492** | **23,223** | **16,834** | **14,603** | **19,888** | **24,578** | **32,068** | **20,134** | **16,625** | **6,828** | **3,967** | **2.73** |
| Bibb | 56.8 | 3,430 | 11,919 | 12,252 | 8,519 | 7,884 | 12,796 | 15,024 | 17,388 | 10,353 | 8,279 | 3,574 | 2,182 | 2.66 |
| Houston | 32.8 | 1,932 | 8,410 | 7,677 | 5,688 | 4,675 | 4,418 | 6,753 | 10,234 | 6,694 | 5,789 | 2,212 | 1,118 | 2.75 |
| Jones | 7.4 | 351 | 1,686 | 1,765 | 1,393 | 972 | 1,233 | 1,362 | 2,200 | 1,603 | 1,395 | 557 | 283 | 2.84 |
| Peach | 7.2 | 447 | 1,477 | 1,529 | 1,234 | 1,072 | 1,441 | 1,439 | 2,246 | 1,484 | 1,162 | 485 | 384 | 2.97 |
| **SAVANNAH** | **90.6** | **5,532** | **20,042** | **19,532** | **13,638** | **12,217** | **19,639** | **22,626** | **28,223** | **16,779** | **13,451** | **5,775** | **3,746** | **2.70** |
| Chatham | 81.6 | 5,029 | 17,877 | 17,318 | 12,046 | 11,116 | 18,214 | 21,165 | 25,696 | 14,749 | 11,648 | 4,987 | 3,355 | 2.68 |
| Effingham | 9.0 | 503 | 2,165 | 2,214 | 1,592 | 1,101 | 1,425 | 1,461 | 2,527 | 2,030 | 1,803 | 788 | 391 | 2.92 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Appling | 5.9 | 340 | 1,161 | 1,269 | 925 | 844 | 1,361 | 1,449 | 1,706 | 1,100 | 1,028 | 393 | 224 | 2.68 |
| Atkinson | 2.2 | 117 | 432 | 428 | 377 | 295 | 551 | 515 | 622 | 401 | 347 | 172 | 143 | 2.82 |
| Bacon | 3.5 | 238 | 669 | 734 | 561 | 475 | 823 | 769 | 1,025 | 706 | 609 | 250 | 141 | 2.74 |
| Baker | 1.3 | 56 | 227 | 271 | 197 | 197 | 352 | 326 | 346 | 244 | 203 | 106 | 75 | 2.77 |
| Baldwin | 12.3 | 927 | 2,703 | 2,658 | 1,951 | 1,677 | 2,384 | 2,802 | 3,945 | 2,324 | 1,977 | 786 | 466 | 3.24 |
| Banks | 3.8 | 211 | 757 | 863 | 652 | 496 | 821 | 729 | 1,165 | 859 | 695 | 233 | 119 | 2.76 |
| Barrow | 10.9 | 693 | 2,706 | 2,318 | 1,699 | 1,352 | 2,132 | 2,059 | 3,438 | 2,291 | 1,917 | 772 | 423 | 2.79 |
| Bartow | 20.6 | 1,376 | 4,701 | 4,584 | 3,398 | 2,743 | 3,798 | 3,958 | 6,316 | 4,394 | 3,713 | 1,488 | 731 | 2.78 |
| Ben Hill | 6.0 | 319 | 1,192 | 1,220 | 921 | 826 | 1,522 | 1,512 | 1,766 | 1,069 | 948 | 462 | 243 | 2.72 |
| Berrien | 5.2 | 308 | 981 | 1,031 | 870 | 816 | 1,194 | 1,116 | 1,597 | 1,078 | 880 | 358 | 171 | 2.75 |
| Bibb | 56.8 | 3,430 | 11,919 | 12,252 | 8,519 | 7,884 | 12,796 | 15,024 | 17,388 | 10,353 | 8,279 | 3,574 | 2,182 | 2.66 |
| Bleckley | 3.8 | 214 | 716 | 723 | 650 | 562 | 935 | 880 | 1,213 | 760 | 586 | 235 | 126 | 2.74 |
| Brantley | 3.9 | 208 | 816 | 916 | 673 | 588 | 699 | 644 | 1,134 | 835 | 796 | 318 | 173 | 2.90 |
| Brooks | 5.4 | 301 | 1,013 | 1,004 | 796 | 819 | 1,467 | 1,225 | 1,674 | 944 | 797 | 402 | 358 | 2.85 |
| Bryan | 5.3 | 255 | 1,257 | 1,472 | 871 | 658 | 787 | 768 | 1,484 | 1,091 | 1,187 | 527 | 243 | 3.04 |
| Bulloch | 15.2 | 2,731 | 2,862 | 2,888 | 2,004 | 1,764 | 2,951 | 3,538 | 4,936 | 2,763 | 2,465 | 946 | 552 | 2.87 |
| Burke | 7.0 | 392 | 1,492 | 1,520 | 1,073 | 946 | 1,577 | 1,565 | 1,925 | 1,279 | 1,122 | 603 | 506 | 2.94 |
| Butts | 4.8 | 218 | 883 | 1,057 | 846 | 724 | 1,072 | 891 | 1,503 | 894 | 837 | 384 | 291 | 3.25 |
| Calhoun | 1.8 | 56 | 312 | 347 | 240 | 280 | 565 | 493 | 477 | 318 | 270 | 130 | 112 | 2.72 |
| Camden | 9.9 | 993 | 3,272 | 2,305 | 1,340 | 908 | 1,082 | 1,684 | 2,770 | 2,203 | 2,023 | 817 | 403 | 3.16 |
| Candler | 2.9 | 164 | 505 | 573 | 470 | 410 | 778 | 759 | 878 | 511 | 429 | 199 | 124 | 2.69 |
| Carroll | 25.9 | 2,116 | 5,688 | 5,729 | 4,295 | 3,264 | 4,808 | 5,474 | 8,013 | 5,153 | 4,527 | 1,845 | 888 | 2.81 |
| ☐ Catoosa | 15.9 | 824 | 3,167 | 3,603 | 2,906 | 2,353 | 3,047 | 3,063 | 5,230 | 3,391 | 2,852 | 960 | 404 | 2.70 |
| Charlton | 2.9 | 174 | 657 | 558 | 506 | 432 | 573 | 571 | 845 | 549 | 536 | 228 | 171 | 2.97 |
| Chatham | 81.6 | 5,029 | 17,877 | 17,318 | 12,046 | 11,116 | 18,214 | 21,165 | 25,696 | 14,749 | 11,648 | 4,987 | 3,355 | 2.68 |
| Chattahoochee | 2.8 | 145 | 1,217 | 933 | 235 | 119 | 151 | 209 | 442 | 543 | 809 | 534 | 263 | 5.96 |
| Chattooga | 8.5 | 464 | 1,538 | 1,566 | 1,341 | 1,337 | 2,254 | 1,922 | 2,829 | 1,620 | 1,343 | 517 | 269 | 2.62 |
| Cherokee | 33.0 | 1,517 | 9,483 | 9,188 | 5,458 | 3,303 | 4,051 | 4,654 | 10,636 | 7,599 | 6,612 | 2,433 | 1,066 | 2.88 |
| Clarke | 33.5 | 7,156 | 8,002 | 6,333 | 3,889 | 3,135 | 4,985 | 9,644 | 11,229 | 5,777 | 4,574 | 1,452 | 824 | 2.64 |
| Clay | 1.2 | 49 | 194 | 232 | 155 | 174 | 396 | 316 | 368 | 182 | 172 | 77 | 85 | 2.83 |
| Clayton | 66.4 | 4,951 | 18,782 | 17,408 | 11,388 | 7,386 | 6,485 | 13,211 | 20,212 | 13,975 | 11,676 | 4,828 | 2,498 | 2.78 |
| Clinch | 2.2 | 112 | 446 | 485 | 355 | 338 | 464 | 510 | 639 | 413 | 353 | 176 | 109 | 2.77 |
| Cobb | 177.9 | 11,066 | 50,329 | 49,651 | 30,761 | 18,079 | 18,014 | 40,022 | 57,994 | 34,951 | 30,110 | 10,517 | 4,306 | 2.61 |
| Coffee | 10.6 | 687 | 2,333 | 2,258 | 1,720 | 1,374 | 2,228 | 2,332 | 3,064 | 2,136 | 1,819 | 783 | 466 | 2.81 |
| Colquitt | 13.0 | 697 | 2,329 | 2,633 | 2,088 | 1,815 | 3,438 | 2,969 | 3,996 | 2,556 | 2,019 | 897 | 563 | 2.82 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average House-hold Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **GEORGIA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Columbia | 22.5 | 919 | 5,484 | 6,887 | 4,284 | 2,569 | 2,357 | 3,027 | 6,426 | 5,112 | 5,169 | 2,010 | 756 | 3.03 |
| Cook | 4.8 | 265 | 875 | 888 | 799 | 721 | 1,252 | 1,110 | 1,448 | 876 | 768 | 358 | 240 | 2.81 |
| Coweta | 19.4 | 1,018 | 4,196 | 4,535 | 3,471 | 2,648 | 3,532 | 3,478 | 6,080 | 4,000 | 3,548 | 1,475 | 819 | 2.85 |
| Crawford | 3.1 | 123 | 708 | 686 | 594 | 416 | 573 | 583 | 910 | 594 | 608 | 260 | 145 | 2.94 |
| Crisp | 7.3 | 371 | 1,359 | 1,568 | 1,106 | 1,110 | 1,786 | 1,811 | 2,221 | 1,314 | 1,042 | 529 | 383 | 2.74 |
| ☐ Dade | 4.7 | 255 | 939 | 1,032 | 854 | 665 | 955 | 863 | 1,576 | 1,009 | 819 | 310 | 123 | 2.81 |
| Dawson | 3.5 | 194 | 839 | 800 | 628 | 486 | 553 | 558 | 1,183 | 742 | 635 | 263 | 119 | 2.80 |
| Decatur | 9.0 | 453 | 1,750 | 1,873 | 1,289 | 1,306 | 2,329 | 2,091 | 2,746 | 1,581 | 1,406 | 671 | 505 | 2.83 |
| De Kalb | 212.6 | 13,364 | 56,084 | 54,765 | 34,414 | 24,532 | 29,441 | 53,634 | 70,094 | 38,875 | 29,263 | 12,631 | 8,103 | 2.61 |
| Dodge | 6.4 | 372 | 1,189 | 1,359 | 1,141 | 1,052 | 1,287 | 1,612 | 1,963 | 1,204 | 972 | 420 | 229 | 2.75 |
| Dooly | 3.5 | 138 | 609 | 677 | 564 | 519 | 993 | 899 | 1,012 | 584 | 527 | 266 | 212 | 2.80 |
| Dougherty | 34.0 | 2,321 | 7,282 | 7,962 | 5,390 | 4,708 | 6,337 | 7,928 | 10,138 | 6,449 | 5,257 | 2,568 | 1,660 | 2.82 |
| Douglas | 24.9 | 1,331 | 6,211 | 6,727 | 4,721 | 2,884 | 3,026 | 3,736 | 7,578 | 5,550 | 5,114 | 1,958 | 964 | 2.92 |
| Early | 4.2 | 159 | 677 | 834 | 625 | 632 | 1,273 | 1,048 | 1,264 | 717 | 613 | 305 | 253 | 2.81 |
| Echols | .8 | 50 | 180 | 169 | 114 | 128 | 159 | 150 | 239 | 160 | 153 | 64 | 34 | 2.88 |
| Effingham | 9.0 | 503 | 2,165 | 2,214 | 1,592 | 1,101 | 1,425 | 1,461 | 2,527 | 2,030 | 1,803 | 788 | 391 | 2.92 |
| Elbert | 7.1 | 383 | 1,287 | 1,366 | 1,137 | 1,034 | 1,893 | 1,677 | 2,291 | 1,363 | 1,065 | 432 | 272 | 2.68 |
| Emanuel | 7.4 | 393 | 1,379 | 1,520 | 1,123 | 1,027 | 1,958 | 1,794 | 2,200 | 1,309 | 1,150 | 568 | 379 | 2.78 |
| Evans | 3.2 | 152 | 609 | 645 | 472 | 471 | 851 | 795 | 943 | 588 | 534 | 197 | 143 | 2.75 |
| Fannin | 6.4 | 212 | 960 | 1,168 | 973 | 1,160 | 1,927 | 1,416 | 2,406 | 1,157 | 960 | 334 | 127 | 2.52 |
| Fayette | 22.0 | 586 | 3,944 | 6,961 | 5,163 | 2,534 | 2,812 | 2,758 | 6,603 | 4,897 | 5,269 | 1,809 | 664 | 2.97 |
| Floyd | 30.6 | 1,606 | 5,698 | 6,172 | 4,872 | 4,638 | 7,614 | 7,225 | 10,209 | 6,027 | 4,549 | 1,764 | 826 | 2.66 |
| Forsyth | 16.5 | 787 | 3,917 | 4,120 | 3,048 | 2,117 | 2,511 | 2,682 | 5,675 | 3,585 | 2,969 | 1,114 | 475 | 2.76 |
| Franklin | 6.4 | 321 | 1,070 | 1,193 | 1,074 | 1,028 | 1,714 | 1,488 | 2,176 | 1,241 | 960 | 356 | 179 | 2.63 |
| Fulton | 262.9 | 17,600 | 65,220 | 64,334 | 41,787 | 29,224 | 44,735 | 81,550 | 81,023 | 43,892 | 32,846 | 14,122 | 9,467 | 2.52 |
| Gilmer | 5.2 | 267 | 930 | 1,034 | 850 | 864 | 1,255 | 1,084 | 1,846 | 1,002 | 840 | 301 | 127 | 2.62 |
| Glascock | .8 | 26 | 140 | 151 | 135 | 139 | 209 | 181 | 269 | 158 | 126 | 44 | 22 | 2.88 |
| Glynn | 24.2 | 1,210 | 4,715 | 5,098 | 4,019 | 3,487 | 5,671 | 5,707 | 8,341 | 4,401 | 3,561 | 1,394 | 796 | 2.61 |
| Gordon | 12.9 | 750 | 2,705 | 2,828 | 2,290 | 1,809 | 2,518 | 2,554 | 3,938 | 2,833 | 2,309 | 884 | 382 | 2.75 |
| Grady | 7.4 | 378 | 1,394 | 1,461 | 1,149 | 1,038 | 1,980 | 1,648 | 2,306 | 1,361 | 1,228 | 520 | 337 | 2.74 |
| Greene | 4.1 | 158 | 684 | 843 | 656 | 627 | 1,132 | 978 | 1,194 | 680 | 587 | 345 | 316 | 2.90 |
| Gwinnett | 133.4 | 7,510 | 42,302 | 39,854 | 22,184 | 11,314 | 10,236 | 23,643 | 41,790 | 28,193 | 26,832 | 9,393 | 3,549 | 2.78 |
| Habersham | 10.1 | 534 | 1,912 | 2,033 | 1,651 | 1,589 | 2,381 | 2,137 | 3,469 | 2,059 | 1,624 | 557 | 254 | 2.76 |
| Hall | 35.3 | 2,159 | 7,937 | 7,767 | 6,064 | 4,701 | 6,672 | 7,077 | 11,522 | 7,186 | 6,015 | 2,257 | 1,243 | 2.75 |
| Hancock | 3.0 | 108 | 530 | 628 | 465 | 469 | 800 | 732 | 796 | 490 | 437 | 256 | 289 | 2.97 |
| Haralson | 8.3 | 468 | 1,650 | 1,621 | 1,410 | 1,243 | 1,908 | 1,846 | 2,647 | 1,690 | 1,349 | 527 | 241 | 2.67 |
| Harris | 6.5 | 206 | 1,128 | 1,480 | 1,146 | 1,033 | 1,507 | 1,242 | 2,225 | 1,245 | 1,060 | 473 | 255 | 2.77 |
| Hart | 7.5 | 344 | 1,330 | 1,418 | 1,175 | 1,204 | 2,029 | 1,653 | 2,665 | 1,359 | 1,116 | 451 | 256 | 2.64 |
| Heard | 3.2 | 187 | 680 | 660 | 570 | 424 | 679 | 655 | 1,010 | 646 | 522 | 235 | 132 | 2.75 |
| Henry | 20.8 | 943 | 5,046 | 5,192 | 3,870 | 2,796 | 2,953 | 2,755 | 6,835 | 4,621 | 4,136 | 1,636 | 817 | 2.93 |
| Houston | 32.8 | 1,932 | 8,410 | 7,677 | 5,688 | 4,675 | 4,418 | 6,753 | 10,234 | 6,694 | 5,789 | 2,212 | 1,118 | 2.75 |
| Irwin | 3.1 | 174 | 542 | 556 | 499 | 456 | 873 | 742 | 963 | 527 | 478 | 235 | 155 | 2.77 |
| Jackson | 10.9 | 634 | 2,235 | 2,275 | 1,933 | 1,482 | 2,341 | 2,121 | 3,517 | 2,276 | 1,822 | 736 | 428 | 2.80 |
| Jasper | 3.1 | 141 | 533 | 684 | 474 | 488 | 780 | 658 | 1,004 | 567 | 457 | 231 | 183 | 2.77 |
| Jeff Davis | 4.4 | 278 | 888 | 937 | 728 | 642 | 927 | 878 | 1,361 | 928 | 759 | 301 | 173 | 2.75 |
| Jefferson | 6.1 | 286 | 1,087 | 1,263 | 923 | 846 | 1,695 | 1,498 | 1,714 | 1,095 | 896 | 502 | 395 | 2.84 |
| Jenkins | 2.9 | 117 | 518 | 575 | 467 | 447 | 776 | 680 | 852 | 537 | 471 | 196 | 164 | 2.83 |
| Johnson | 3.0 | 149 | 554 | 555 | 438 | 449 | 855 | 743 | 844 | 555 | 526 | 192 | 140 | 2.77 |
| Jones | 7.4 | 351 | 1,686 | 1,765 | 1,393 | 972 | 1,233 | 1,362 | 2,200 | 1,603 | 1,395 | 557 | 283 | 2.84 |
| Lamar | 4.7 | 218 | 873 | 976 | 802 | 691 | 1,140 | 1,007 | 1,465 | 917 | 765 | 337 | 209 | 2.81 |
| Lanier | 2.0 | 117 | 411 | 411 | 326 | 294 | 441 | 451 | 558 | 420 | 337 | 152 | 82 | 2.75 |
| Laurens | 14.6 | 854 | 2,886 | 3,026 | 2,296 | 2,064 | 3,474 | 3,394 | 4,451 | 2,766 | 2,444 | 996 | 549 | 2.75 |
| Lee | 5.3 | 233 | 1,296 | 1,587 | 863 | 598 | 723 | 797 | 1,359 | 1,253 | 1,207 | 449 | 235 | 3.11 |
| Liberty | 15.5 | 2,669 | 5,668 | 3,257 | 1,598 | 1,022 | 1,286 | 2,287 | 4,192 | 3,662 | 3,253 | 1,376 | 730 | 3.46 |
| Lincoln | 2.7 | 95 | 447 | 538 | 461 | 428 | 731 | 592 | 852 | 484 | 456 | 174 | 142 | 2.78 |
| Long | 2.2 | 324 | 499 | 443 | 294 | 241 | 399 | 448 | 641 | 471 | 383 | 148 | 109 | 2.86 |
| Lowndes | 26.5 | 2,574 | 6,295 | 5,688 | 3,936 | 3,255 | 4,752 | 5,787 | 8,098 | 5,077 | 4,530 | 1,943 | 1,065 | 2.88 |
| Lumpkin | 5.1 | 309 | 1,180 | 1,082 | 858 | 716 | 955 | 991 | 1,751 | 1,013 | 873 | 311 | 161 | 2.90 |
| McDuffie | 7.3 | 424 | 1,483 | 1,618 | 1,186 | 1,033 | 1,556 | 1,564 | 2,210 | 1,464 | 1,219 | 556 | 287 | 2.78 |
| McIntosh | 3.2 | 131 | 570 | 648 | 527 | 523 | 801 | 733 | 998 | 617 | 468 | 224 | 160 | 2.72 |
| Macon | 4.4 | 202 | 822 | 953 | 666 | 608 | 1,149 | 994 | 1,173 | 826 | 671 | 380 | 356 | 2.98 |
| Madison | 7.8 | 434 | 1,668 | 1,764 | 1,351 | 1,032 | 1,551 | 1,470 | 2,598 | 1,633 | 1,358 | 498 | 243 | 2.73 |
| Marion | 2.0 | 105 | 409 | 420 | 324 | 248 | 494 | 399 | 637 | 396 | 299 | 161 | 108 | 2.80 |
| Meriwether | 7.7 | 341 | 1,413 | 1,529 | 1,262 | 1,162 | 1,993 | 1,699 | 2,260 | 1,402 | 1,182 | 598 | 559 | 2.92 |
| Miller | 2.3 | 95 | 387 | 415 | 388 | 336 | 679 | 545 | 742 | 424 | 357 | 130 | 102 | 2.74 |
| Mitchell | 6.8 | 331 | 1,214 | 1,398 | 1,111 | 987 | 1,759 | 1,414 | 1,984 | 1,204 | 1,115 | 532 | 551 | 2.97 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average House-hold Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **GEORGIA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Monroe | 5.9 | 219 | 1,151 | 1,448 | 1,046 | 874 | 1,162 | 1,142 | 1,771 | 1,155 | 1,079 | 466 | 287 | 2.93 |
| Montgomery | 2.5 | 127 | 499 | 503 | 380 | 351 | 640 | 601 | 773 | 441 | 391 | 177 | 117 | 2.88 |
| Morgan | 4.4 | 158 | 840 | 956 | 736 | 616 | 1,094 | 854 | 1,306 | 869 | 709 | 387 | 275 | 2.95 |
| Murray | 9.6 | 714 | 2,387 | 2,167 | 1,677 | 1,242 | 1,413 | 1,669 | 2,995 | 2,165 | 1,828 | 639 | 304 | 2.78 |
| Muscogee | 66.4 | 4,947 | 15,605 | 13,831 | 9,682 | 9,550 | 12,785 | 16,254 | 20,439 | 12,953 | 10,323 | 4,192 | 2,239 | 2.72 |
| Newton | 14.6 | 896 | 3,113 | 3,134 | 2,546 | 2,024 | 2,887 | 2,670 | 4,445 | 3,009 | 2,621 | 1,140 | 715 | 2.91 |
| Oconee | 6.3 | 273 | 1,437 | 1,745 | 1,134 | 715 | 996 | 1,010 | 1,971 | 1,387 | 1,229 | 476 | 227 | 2.86 |
| Oglethorpe | 3.6 | 196 | 716 | 794 | 609 | 532 | 753 | 741 | 1,173 | 742 | 586 | 208 | 150 | 2.72 |
| Paulding | 14.8 | 938 | 4,265 | 3,575 | 2,335 | 1,681 | 2,006 | 2,029 | 4,643 | 3,535 | 2,991 | 1,090 | 512 | 2.91 |
| Peach | 7.2 | 447 | 1,477 | 1,529 | 1,234 | 1,072 | 1,441 | 1,439 | 2,246 | 1,484 | 1,162 | 485 | 384 | 2.97 |
| Pickens | 5.5 | 292 | 1,057 | 1,103 | 962 | 830 | 1,256 | 1,073 | 1,894 | 1,172 | 880 | 316 | 165 | 2.67 |
| Pierce | 4.8 | 224 | 886 | 1,074 | 830 | 727 | 1,059 | 980 | 1,435 | 960 | 883 | 369 | 173 | 2.79 |
| Pike | 3.6 | 129 | 692 | 771 | 649 | 554 | 805 | 660 | 1,130 | 671 | 660 | 290 | 189 | 2.89 |
| Polk | 12.6 | 637 | 2,355 | 2,401 | 2,082 | 1,921 | 3,204 | 2,851 | 3,966 | 2,404 | 2,064 | 834 | 481 | 2.70 |
| Pulaski | 3.1 | 120 | 497 | 600 | 507 | 524 | 852 | 849 | 962 | 508 | 456 | 193 | 132 | 2.58 |
| Putnam | 5.3 | 266 | 1,010 | 1,061 | 918 | 902 | 1,143 | 1,133 | 1,873 | 962 | 772 | 346 | 214 | 2.72 |
| Quitman | .9 | 44 | 133 | 144 | 131 | 158 | 290 | 262 | 298 | 153 | 102 | 44 | 41 | 2.44 |
| Rabun | 4.7 | 200 | 706 | 868 | 753 | 810 | 1,363 | 1,051 | 1,828 | 847 | 639 | 236 | 99 | 2.51 |
| Randolph | 2.8 | 106 | 445 | 514 | 367 | 422 | 946 | 769 | 788 | 489 | 361 | 191 | 202 | 2.82 |
| Richmond | 68.6 | 4,729 | 16,796 | 15,232 | 10,295 | 9,126 | 12,422 | 17,891 | 20,459 | 12,744 | 10,088 | 4,543 | 2,875 | 2.76 |
| Rockdale | 18.9 | 766 | 4,265 | 5,059 | 3,700 | 2,494 | 2,616 | 2,718 | 5,809 | 4,063 | 4,006 | 1,599 | 705 | 2.95 |
| Schley | 1.3 | 86 | 229 | 228 | 246 | 172 | 339 | 320 | 358 | 269 | 186 | 105 | 62 | 2.77 |
| Screven | 5.0 | 217 | 919 | 1,102 | 732 | 683 | 1,347 | 1,226 | 1,478 | 900 | 762 | 395 | 239 | 2.76 |
| Seminole | 3.1 | 123 | 535 | 534 | 461 | 527 | 920 | 738 | 1,016 | 524 | 466 | 191 | 165 | 2.90 |
| Spalding | 19.6 | 1,127 | 4,010 | 4,295 | 3,297 | 2,759 | 4,112 | 3,909 | 6,117 | 3,997 | 3,338 | 1,400 | 839 | 2.81 |
| Stephens | 9.0 | 510 | 1,559 | 1,807 | 1,434 | 1,284 | 2,406 | 2,144 | 3,088 | 1,671 | 1,347 | 538 | 212 | 2.60 |
| Stewart | 2.0 | 75 | 287 | 374 | 311 | 314 | 639 | 509 | 566 | 319 | 330 | 133 | 143 | 2.80 |
| Sumter | 10.4 | 691 | 2,148 | 2,228 | 1,637 | 1,346 | 2,350 | 2,524 | 3,002 | 1,924 | 1,589 | 765 | 596 | 2.89 |
| Talbot | 2.4 | 73 | 410 | 518 | 374 | 370 | 655 | 556 | 670 | 477 | 370 | 186 | 141 | 2.75 |
| Taliaferro | .7 | 17 | 102 | 105 | 111 | 103 | 262 | 221 | 200 | 99 | 71 | 60 | 49 | 2.71 |
| Tattnall | 5.8 | 278 | 1,103 | 1,062 | 950 | 851 | 1,556 | 1,425 | 1,845 | 1,054 | 881 | 380 | 215 | 3.05 |
| Taylor | 2.8 | 117 | 522 | 500 | 464 | 410 | 787 | 674 | 798 | 544 | 455 | 178 | 151 | 2.71 |
| Telfair | 4.0 | 183 | 691 | 746 | 537 | 604 | 1,239 | 1,040 | 1,194 | 693 | 596 | 288 | 189 | 2.75 |
| Terrell | 3.7 | 136 | 634 | 691 | 612 | 570 | 1,057 | 878 | 1,113 | 643 | 517 | 259 | 290 | 2.86 |
| Thomas | 14.4 | 748 | 2,771 | 2,950 | 2,247 | 2,077 | 3,607 | 3,361 | 4,433 | 2,731 | 2,295 | 975 | 605 | 2.72 |
| Tift | 12.3 | 836 | 2,556 | 2,681 | 1,948 | 1,638 | 2,641 | 2,750 | 3,687 | 2,305 | 2,048 | 934 | 576 | 2.86 |
| Toombs | 8.9 | 515 | 1,831 | 1,875 | 1,461 | 1,204 | 2,014 | 2,204 | 2,495 | 1,755 | 1,411 | 643 | 392 | 2.72 |
| Towns | 2.8 | 99 | 355 | 436 | 361 | 532 | 1,017 | 709 | 1,251 | 405 | 302 | 105 | 28 | 2.43 |
| Treutlen | 2.2 | 114 | 384 | 406 | 324 | 335 | 637 | 523 | 657 | 393 | 347 | 161 | 119 | 2.73 |
| Troup | 20.5 | 1,227 | 4,205 | 4,314 | 2,961 | 2,811 | 4,982 | 4,803 | 6,287 | 3,914 | 3,220 | 1,407 | 869 | 2.72 |
| Turner | 3.0 | 186 | 529 | 579 | 456 | 440 | 810 | 663 | 928 | 521 | 427 | 244 | 217 | 2.87 |
| Twiggs | 3.3 | 155 | 719 | 684 | 575 | 472 | 695 | 666 | 914 | 634 | 570 | 309 | 207 | 2.97 |
| Union | 4.8 | 178 | 705 | 835 | 746 | 859 | 1,477 | 999 | 1,945 | 820 | 692 | 233 | 111 | 2.54 |
| Upson | 9.9 | 476 | 1,796 | 1,835 | 1,574 | 1,463 | 2,756 | 2,375 | 3,123 | 1,921 | 1,544 | 614 | 323 | 2.66 |
| ☐ Walker | 21.8 | 1,098 | 4,064 | 4,469 | 3,756 | 3,327 | 5,086 | 4,376 | 7,322 | 4,487 | 3,633 | 1,413 | 569 | 2.69 |
| Walton | 13.6 | 788 | 2,892 | 3,022 | 2,419 | 1,720 | 2,759 | 2,362 | 4,247 | 2,843 | 2,449 | 1,073 | 626 | 2.88 |
| Ware | 13.0 | 653 | 2,241 | 2,630 | 1,975 | 2,072 | 3,429 | 3,300 | 4,032 | 2,394 | 1,978 | 828 | 468 | 2.72 |
| Warren | 2.1 | 78 | 363 | 402 | 314 | 317 | 626 | 480 | 619 | 381 | 326 | 156 | 138 | 2.86 |
| Washington | 6.8 | 313 | 1,312 | 1,452 | 1,046 | 937 | 1,740 | 1,621 | 1,889 | 1,243 | 1,097 | 547 | 403 | 2.82 |
| Wayne | 8.0 | 447 | 1,538 | 1,755 | 1,268 | 1,269 | 1,723 | 1,687 | 2,459 | 1,534 | 1,369 | 611 | 340 | 2.81 |
| Webster | .8 | 27 | 127 | 159 | 132 | 126 | 229 | 190 | 227 | 132 | 138 | 70 | 43 | 2.75 |
| Wheeler | 1.8 | 94 | 271 | 355 | 280 | 245 | 555 | 444 | 526 | 322 | 286 | 144 | 78 | 2.72 |
| White | 5.0 | 205 | 855 | 983 | 885 | 837 | 1,235 | 1,042 | 1,833 | 956 | 790 | 285 | 94 | 2.66 |
| Whitfield | 27.1 | 1,943 | 5,992 | 5,976 | 4,753 | 3,731 | 4,705 | 5,503 | 8,728 | 5,793 | 4,557 | 1,722 | 797 | 2.70 |
| Wilcox | 2.5 | 100 | 397 | 492 | 371 | 371 | 769 | 637 | 740 | 419 | 389 | 171 | 144 | 2.80 |
| Wilkes | 4.0 | 150 | 656 | 740 | 616 | 617 | 1,221 | 1,002 | 1,287 | 702 | 577 | 263 | 169 | 2.63 |
| Wilkinson | 3.6 | 184 | 754 | 721 | 586 | 546 | 809 | 784 | 1,066 | 657 | 592 | 296 | 205 | 2.83 |
| Worth | 6.9 | 332 | 1,358 | 1,505 | 1,168 | 942 | 1,595 | 1,347 | 2,113 | 1,354 | 1,153 | 532 | 401 | 2.87 |
| **TOTAL METRO COUNTIES** | **1,589.6** | **102,183** | **401,857** | **397,221** | **261,337** | **186,803** | **240,199** | **366,182** | **499,929** | **308,161** | **256,969** | **102,674** | **55,685** | **2.71** |
| **TOTAL STATE** | **2,407.6** | **152,183** | **566,458** | **566,846** | **391,798** | **302,637** | **427,678** | **546,679** | **755,400** | **466,045** | **390,337** | **159,196** | **89,943** | **2.74** |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average Household Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **HAWAII** | | | | | | | | | | | | | | |
| **HONOLULU** | **267.3** | **13,027** | **56,120** | **63,683** | **43,980** | **37,995** | **52,495** | **51,395** | **75,249** | **50,112** | **45,112** | **22,997** | **22,435** | **3.15** |
| Honolulu | 267.3 | 13,027 | 56,120 | 63,683 | 43,980 | 37,995 | 52,495 | 51,395 | 75,249 | 50,112 | 45,112 | 22,997 | 22,435 | 3.15 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Hawaii | 42.2 | 1,564 | 7,324 | 11,283 | 6,624 | 5,902 | 9,503 | 8,695 | 13,051 | 7,428 | 6,497 | 3,625 | 2,904 | 2.91 |
| Honolulu | 267.3 | 13,027 | 56,120 | 63,683 | 43,980 | 37,995 | 52,495 | 51,395 | 75,249 | 50,112 | 45,112 | 22,997 | 22,435 | 3.15 |
| Kauai | 16.6 | 436 | 2,864 | 4,388 | 2,687 | 2,222 | 4,003 | 2,884 | 4,853 | 2,988 | 2,690 | 1,620 | 1,565 | 3.14 |
| Maui | 33.9 | 1,138 | 6,751 | 9,376 | 5,427 | 4,309 | 6,899 | 6,744 | 10,355 | 5,937 | 4,991 | 2,885 | 2,988 | 3.03 |
| **TOTAL METRO COUNTIES** | **267.3** | **13,027** | **56,120** | **63,683** | **43,980** | **37,995** | **52,495** | **51,395** | **75,249** | **50,112** | **45,112** | **22,997** | **22,435** | **3.15** |
| **TOTAL STATE** | **360.0** | **16,165** | **73,059** | **88,730** | **58,718** | **50,428** | **72,900** | **69,718** | **103,508** | **66,465** | **59,290** | **31,127** | **29,892** | **3.11** |
| **IDAHO** | | | | | | | | | | | | | | |
| **BOISE** | **78.4** | **5,493** | **18,475** | **19,997** | **12,242** | **8,393** | **13,800** | **18,477** | **27,103** | **13,144** | **11,764** | **4,838** | **3,074** | **2.65** |
| Ada | 78.4 | 5,493 | 18,475 | 19,997 | 12,242 | 8,393 | 13,800 | 18,477 | 27,103 | 13,144 | 11,764 | 4,838 | 3,074 | 2.65 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Ada | 78.4 | 5,493 | 18,475 | 19,997 | 12,242 | 8,393 | 13,800 | 18,477 | 27,103 | 13,144 | 11,764 | 4,838 | 3,074 | 2.65 |
| Adams | 1.2 | 51 | 206 | 260 | 203 | 181 | 299 | 246 | 481 | 163 | 188 | 82 | 40 | 2.67 |
| Bannock | 23.3 | 1,933 | 5,380 | 5,541 | 3,398 | 2,647 | 4,401 | 5,559 | 7,302 | 3,614 | 3,373 | 1,734 | 1,718 | 2.82 |
| Bear Lake | 2.0 | 72 | 357 | 361 | 291 | 301 | 618 | 443 | 652 | 235 | 233 | 200 | 237 | 3.00 |
| Benewah | 3.0 | 159 | 514 | 713 | 507 | 423 | 684 | 655 | 1,072 | 500 | 457 | 194 | 122 | 2.63 |
| Bingham | 11.6 | 581 | 2,512 | 2,615 | 1,835 | 1,612 | 2,445 | 1,917 | 3,474 | 1,731 | 1,766 | 1,163 | 1,549 | 3.25 |
| Blaine | 5.7 | 264 | 1,407 | 1,852 | 977 | 558 | 642 | 1,606 | 1,959 | 927 | 784 | 270 | 154 | 2.44 |
| Boise | 1.4 | 44 | 260 | 357 | 249 | 222 | 268 | 359 | 504 | 204 | 193 | 95 | 45 | 2.50 |
| Bonner | 10.3 | 372 | 1,714 | 2,626 | 1,619 | 1,472 | 2,497 | 2,390 | 3,797 | 1,502 | 1,510 | 754 | 347 | 2.58 |
| Bonneville | 24.5 | 1,770 | 5,948 | 5,678 | 3,914 | 2,984 | 4,206 | 4,982 | 7,541 | 3,970 | 3,691 | 2,139 | 2,177 | 2.97 |
| Boundary | 2.9 | 127 | 532 | 719 | 409 | 452 | 661 | 608 | 997 | 436 | 450 | 236 | 173 | 2.90 |
| Butte | 1.0 | 26 | 175 | 221 | 170 | 166 | 242 | 226 | 345 | 139 | 113 | 74 | 103 | 2.90 |
| Camas | .3 | 10 | 51 | 63 | 62 | 41 | 73 | 112 | 83 | 42 | 37 | 19 | 7 | 2.33 |
| Canyon | 31.3 | 1,960 | 6,172 | 6,691 | 4,848 | 3,882 | 7,747 | 6,644 | 10,430 | 4,951 | 4,781 | 2,502 | 1,992 | 2.88 |
| Caribou | 2.2 | 100 | 435 | 474 | 364 | 303 | 524 | 433 | 672 | 313 | 309 | 227 | 246 | 3.09 |
| Cassia | 6.3 | 362 | 1,250 | 1,313 | 917 | 879 | 1,579 | 1,288 | 1,965 | 846 | 903 | 599 | 699 | 3.08 |
| Clark | .3 | 14 | 58 | 55 | 57 | 46 | 70 | 84 | 106 | 28 | 37 | 22 | 23 | 2.67 |
| Clearwater | 3.2 | 95 | 529 | 666 | 588 | 510 | 812 | 706 | 1,302 | 489 | 433 | 180 | 90 | 2.63 |
| Custer | 1.5 | 48 | 300 | 377 | 258 | 203 | 314 | 361 | 501 | 238 | 232 | 108 | 60 | 2.73 |
| Elmore | 7.1 | 695 | 2,131 | 1,588 | 937 | 735 | 1,014 | 1,318 | 2,287 | 1,287 | 1,315 | 600 | 293 | 2.99 |
| Franklin | 2.8 | 128 | 535 | 546 | 405 | 352 | 834 | 517 | 864 | 328 | 366 | 296 | 429 | 3.29 |
| Fremont | 3.4 | 181 | 675 | 674 | 549 | 488 | 833 | 663 | 1,045 | 486 | 463 | 274 | 469 | 3.21 |
| Gem | 4.4 | 182 | 724 | 800 | 694 | 642 | 1,358 | 967 | 1,675 | 644 | 591 | 305 | 218 | 2.68 |
| Gooding | 4.3 | 187 | 750 | 784 | 644 | 615 | 1,320 | 1,061 | 1,581 | 570 | 536 | 298 | 254 | 2.67 |
| Idaho | 5.2 | 178 | 838 | 1,089 | 852 | 834 | 1,409 | 1,250 | 1,950 | 695 | 707 | 391 | 207 | 2.63 |
| Jefferson | 4.9 | 219 | 1,024 | 1,115 | 825 | 618 | 1,099 | 753 | 1,407 | 711 | 732 | 538 | 759 | 3.41 |
| Jerome | 5.3 | 250 | 1,055 | 1,086 | 790 | 713 | 1,406 | 1,115 | 1,780 | 819 | 816 | 443 | 327 | 2.85 |
| Kootenai | 27.1 | 1,473 | 5,008 | 6,355 | 4,516 | 3,660 | 6,088 | 6,236 | 9,887 | 4,321 | 4,097 | 1,727 | 832 | 2.59 |
| Latah | 11.3 | 1,763 | 2,721 | 2,384 | 1,499 | 1,050 | 1,883 | 2,890 | 4,241 | 1,767 | 1,484 | 624 | 294 | 2.72 |
| Lemhi | 2.8 | 101 | 418 | 591 | 477 | 405 | 808 | 744 | 1,055 | 387 | 351 | 149 | 114 | 2.46 |
| Lewis | 1.4 | 57 | 230 | 261 | 218 | 207 | 427 | 365 | 516 | 184 | 188 | 105 | 42 | 2.50 |
| Lincoln | 1.2 | 61 | 195 | 268 | 182 | 178 | 316 | 294 | 404 | 166 | 141 | 105 | 90 | 2.75 |
| Madison | 5.9 | 1,538 | 1,102 | 1,087 | 741 | 529 | 903 | 678 | 1,435 | 793 | 787 | 682 | 1,525 | 4.05 |
| Minidoka | 6.4 | 339 | 1,307 | 1,327 | 1,018 | 850 | 1,559 | 1,217 | 2,109 | 957 | 968 | 563 | 586 | 3.00 |
| Nez Perce | 13.6 | 886 | 2,585 | 2,738 | 2,036 | 1,864 | 3,491 | 3,625 | 4,983 | 2,097 | 1,796 | 736 | 363 | 2.49 |
| Oneida | 1.2 | 38 | 218 | 223 | 158 | 134 | 429 | 288 | 364 | 149 | 149 | 107 | 143 | 2.92 |
| Owyhee | 2.8 | 170 | 514 | 554 | 429 | 407 | 726 | 659 | 860 | 427 | 379 | 264 | 211 | 3.00 |
| Payette | 6.1 | 321 | 1,039 | 1,201 | 973 | 839 | 1,727 | 1,338 | 2,188 | 946 | 852 | 447 | 329 | 2.70 |
| Power | 2.4 | 131 | 478 | 589 | 394 | 333 | 475 | 462 | 743 | 389 | 387 | 225 | 194 | 2.96 |
| Shoshone | 5.5 | 258 | 868 | 1,154 | 881 | 806 | 1,533 | 1,510 | 1,986 | 837 | 728 | 304 | 135 | 2.44 |
| Teton | 1.1 | 59 | 240 | 267 | 159 | 132 | 243 | 224 | 353 | 157 | 145 | 96 | 125 | 3.18 |
| Twin Falls | 19.7 | 1,163 | 3,750 | 4,113 | 2,947 | 2,465 | 5,262 | 4,615 | 6,847 | 2,939 | 2,897 | 1,395 | 1,007 | 2.72 |
| Valley | 2.4 | 68 | 417 | 675 | 420 | 336 | 484 | 539 | 945 | 335 | 373 | 156 | 52 | 2.54 |
| Washington | 3.2 | 111 | 458 | 575 | 456 | 485 | 1,115 | 786 | 1,209 | 395 | 420 | 222 | 168 | 2.66 |
| **TOTAL METRO COUNTIES** | **78.4** | **5,493** | **18,475** | **19,997** | **12,242** | **8,393** | **13,800** | **18,477** | **27,103** | **13,144** | **11,764** | **4,838** | **3,074** | **2.65** |
| **TOTAL STATE** | **361.9** | **24,038** | **75,555** | **82,623** | **56,108** | **44,952** | **78,624** | **81,210** | **123,000** | **56,258** | **52,922** | **26,488** | **22,022** | **2.79** |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Households by Age of Householder: Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | Households by Number of Persons: 1 | 2 | 3 | 4 | 5 | 6 or More | Average Household Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ILLINOIS** | | | | | | | | | | | | | | |
| **AURORA - ELGIN** | **122.7** | **5,406** | **29,091** | **31,459** | **20,870** | **14,850** | **21,024** | **23,936** | **35,593** | **22,072** | **22,586** | **11,257** | **7,256** | **2.96** |
| Kane | 109.3 | 4,930 | 26,258 | 27,879 | 18,177 | 13,202 | 18,854 | 21,779 | 31,587 | 19,570 | 19,800 | 9,906 | 6,658 | 2.96 |
| Kendall | 13.4 | 476 | 2,833 | 3,580 | 2,693 | 1,648 | 2,170 | 2,157 | 4,006 | 2,502 | 2,786 | 1,351 | 598 | 2.96 |
| **BLOOMINGTON - NORMAL** | **47.2** | **5,210** | **11,189** | **10,325** | **6,481** | **5,377** | **8,618** | **12,309** | **15,491** | **7,616** | **7,852** | **2,757** | **1,175** | **2.76** |
| McLean | 47.2 | 5,210 | 11,189 | 10,325 | 6,481 | 5,377 | 8,618 | 12,309 | 15,491 | 7,616 | 7,852 | 2,757 | 1,175 | 2.76 |
| **CHAMPAIGN - URBANA - RANTOUL** | **64.1** | **9,073** | **17,200** | **13,379** | **7,895** | **6,645** | **9,908** | **18,389** | **21,109** | **10,560** | **9,221** | **3,360** | **1,461** | **2.71** |
| Champaign | 64.1 | 9,073 | 17,200 | 13,379 | 7,895 | 6,645 | 9,908 | 18,389 | 21,109 | 10,560 | 9,221 | 3,360 | 1,461 | 2.71 |
| **CHICAGO** | **2,224.3** | **100,614** | **507,442** | **495,895** | **356,932** | **306,300** | **457,117** | **598,350** | **640,655** | **368,574** | **322,959** | **165,682** | **128,080** | **2.73** |
| Cook | 1,876.4 | 87,442 | 419,940 | 403,967 | 295,144 | 264,315 | 405,592 | 529,543 | 532,923 | 304,850 | 258,296 | 136,093 | 114,695 | 2.72 |
| Du Page | 283.9 | 11,057 | 72,506 | 74,780 | 50,314 | 34,501 | 40,742 | 57,995 | 88,016 | 51,747 | 51,861 | 23,489 | 10,792 | 2.80 |
| McHenry | 64.0 | 2,115 | 14,996 | 17,148 | 11,474 | 7,484 | 10,783 | 10,812 | 19,716 | 11,977 | 12,802 | 6,100 | 2,593 | 2.91 |
| ***CHICAGO - GARY - LAKE COUNTY CONSOLIDATED AREA*** | ***2,917.2*** | ***128,733*** | ***660,726*** | ***669,053*** | ***476,866*** | ***398,513*** | ***583,309*** | ***738,092*** | ***845,113*** | ***496,414*** | ***449,153*** | ***225,912*** | ***162,516*** | ***2.77*** |
| **DAVENPORT - ROCK ISLAND - MOLINE** | **135.2** | **7,853** | **27,327** | **29,269** | **20,970** | **18,278** | **31,503** | **35,670** | **44,532** | **22,369** | **19,915** | **8,752** | **3,962** | **2.58** |
| Henry | 19.3 | 769 | 3,349 | 3,943 | 3,037 | 2,731 | 5,471 | 4,629 | 6,486 | 3,185 | 3,023 | 1,392 | 585 | 2.63 |
| Rock Island | 58.7 | 3,261 | 11,176 | 11,984 | 9,055 | 8,358 | 14,866 | 16,809 | 19,592 | 9,347 | 7,908 | 3,441 | 1,603 | 2.51 |
| *Scott, Iowa* | *57.2* | *3,823* | *12,802* | *13,342* | *8,878* | *7,189* | *11,166* | *14,232* | *18,454* | *9,837* | *8,984* | *3,919* | *1,774* | *2.63* |
| **DECATUR** | **45.6** | **2,414** | **8,690** | **9,739** | **7,125** | **6,594** | **11,038** | **12,027** | **15,452** | **7,768** | **6,517** | **2,568** | **1,268** | **2.55** |
| Macon | 45.6 | 2,414 | 8,690 | 9,739 | 7,125 | 6,594 | 11,038 | 12,027 | 15,452 | 7,768 | 6,517 | 2,568 | 1,268 | 2.55 |
| **JOLIET** | **130.1** | **4,565** | **29,585** | **34,877** | **23,441** | **15,872** | **21,760** | **23,632** | **36,075** | **24,314** | **26,071** | **13,037** | **6,971** | **3.02** |
| Grundy | 12.1 | 502 | 2,594 | 2,770 | 1,948 | 1,549 | 2,737 | 2,764 | 3,816 | 2,053 | 2,145 | 914 | 408 | 2.69 |
| Will | 118.0 | 4,063 | 26,991 | 32,107 | 21,493 | 14,323 | 19,023 | 20,868 | 32,259 | 22,261 | 23,926 | 12,123 | 6,563 | 3.06 |
| **KANKAKEE** | **34.3** | **1,754** | **6,986** | **7,326** | **5,376** | **4,750** | **8,308** | **8,372** | **10,532** | **6,012** | **5,491** | **2,578** | **1,515** | **2.78** |
| Kankakee | 34.5 | 1,754 | 6,986 | 7,326 | 5,376 | 4,750 | 8,308 | 8,372 | 10,532 | 6,012 | 5,491 | 2,578 | 1,515 | 2.78 |
| **LAKE COUNTY** | **177.3** | **7,052** | **41,799** | **47,117** | **31,809** | **22,818** | **26,705** | **32,831** | **54,187** | **33,346** | **34,056** | **14,952** | **7,928** | **2.97** |
| Lake | 177.3 | 7,052 | 41,799 | 47,117 | 31,809 | 22,818 | 26,705 | 32,831 | 54,187 | 33,346 | 34,056 | 14,952 | 7,928 | 2.97 |
| **PEORIA** | **129.0** | **7,091** | **25,260** | **28,047** | **20,200** | **18,236** | **30,166** | **32,764** | **42,637** | **21,547** | **19,558** | **8,441** | **4,053** | **2.62** |
| Peoria | 70.5 | 4,394 | 13,962 | 15,013 | 10,767 | 9,605 | 16,759 | 19,795 | 22,962 | 11,206 | 9,894 | 4,344 | 2,299 | 2.58 |
| Tazewell | 47.1 | 2,309 | 9,144 | 10,337 | 7,605 | 7,099 | 10,606 | 10,751 | 15,948 | 8,419 | 7,596 | 3,105 | 1,281 | 2.62 |
| Woodford | 11.4 | 388 | 2,154 | 2,697 | 1,828 | 1,532 | 2,801 | 2,218 | 3,727 | 1,722 | 2,068 | 992 | 473 | 2.87 |
| **ROCKFORD** | **107.8** | **5,745** | **23,560** | **23,836** | **17,429** | **14,460** | **22,770** | **25,801** | **35,566** | **18,971** | **17,014** | **7,070** | **3,378** | **2.64** |
| Boone | 11.0 | 521 | 2,232 | 2,535 | 2,014 | 1,435 | 2,263 | 2,061 | 3,577 | 2,086 | 1,949 | 864 | 463 | 2.82 |
| Winnebago | 96.8 | 5,224 | 21,328 | 21,301 | 15,415 | 13,025 | 20,507 | 23,740 | 31,989 | 16,885 | 15,065 | 6,206 | 2,915 | 2.62 |
| **SPRINGFIELD** | **76.5** | **3,923** | **16,528** | **17,337** | **11,422** | **9,853** | **17,437** | **22,192** | **24,674** | **12,534** | **10,747** | **4,402** | **1,951** | **2.48** |
| Menard | 4.2 | 135 | 819 | 920 | 676 | 593 | 1,057 | 930 | 1,437 | 745 | 680 | 302 | 106 | 2.64 |
| Sangamon | 72.3 | 3,788 | 15,709 | 16,417 | 10,746 | 9,260 | 16,380 | 21,262 | 23,237 | 11,789 | 10,067 | 4,100 | 1,845 | 2.47 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Adams | 25.4 | 1,348 | 4,722 | 4,897 | 3,685 | 3,581 | 7,167 | 7,028 | 8,322 | 4,018 | 3,582 | 1,718 | 732 | 2.59 |
| Alexander | 4.2 | 234 | 711 | 711 | 591 | 632 | 1,321 | 1,254 | 1,355 | 662 | 527 | 239 | 163 | 2.50 |
| Bond | 5.6 | 262 | 987 | 1,086 | 745 | 844 | 1,676 | 1,404 | 1,937 | 910 | 822 | 374 | 153 | 2.66 |
| Boone | 11.0 | 521 | 2,232 | 2,535 | 2,014 | 1,435 | 2,263 | 2,061 | 3,577 | 2,086 | 1,949 | 864 | 463 | 2.82 |
| Brown | 2.0 | 107 | 422 | 431 | 320 | 321 | 399 | 585 | 655 | 287 | 283 | 139 | 51 | 2.90 |
| Bureau | 13.7 | 502 | 2,377 | 2,656 | 2,020 | 1,891 | 4,254 | 3,536 | 4,601 | 2,144 | 2,042 | 908 | 469 | 2.59 |
| Calhoun | 2.0 | 58 | 322 | 328 | 296 | 314 | 682 | 489 | 707 | 291 | 307 | 141 | 65 | 2.65 |
| Carroll | 6.6 | 251 | 1,102 | 1,223 | 980 | 1,030 | 2,014 | 1,674 | 2,412 | 966 | 957 | 416 | 175 | 2.53 |
| Cass | 5.1 | 238 | 918 | 989 | 751 | 725 | 1,479 | 1,305 | 1,737 | 808 | 771 | 351 | 128 | 2.61 |
| Champaign | 64.1 | 9,073 | 17,200 | 13,379 | 7,895 | 6,645 | 9,908 | 18,389 | 21,109 | 10,560 | 9,221 | 3,360 | 1,461 | 2.71 |
| Christian | 13.5 | 530 | 2,385 | 2,507 | 1,986 | 1,973 | 4,119 | 3,643 | 4,466 | 2,251 | 1,960 | 842 | 338 | 2.54 |
| Clark | 6.4 | 240 | 1,171 | 1,147 | 898 | 897 | 2,047 | 1,684 | 2,211 | 1,078 | 930 | 391 | 106 | 2.48 |
| Clay | 5.7 | 256 | 1,005 | 1,009 | 796 | 785 | 1,849 | 1,490 | 1,997 | 924 | 805 | 344 | 140 | 2.53 |
| ☐ Clinton | 11.6 | 412 | 2,366 | 2,357 | 1,716 | 1,712 | 3,037 | 2,576 | 3,450 | 2,071 | 1,995 | 1,003 | 505 | 2.93 |
| Coles | 18.9 | 2,267 | 3,612 | 3,561 | 2,479 | 2,365 | 4,616 | 5,321 | 6,492 | 3,058 | 2,609 | 1,017 | 403 | 2.73 |
| Cook | 1,876.4 | 87,442 | 419,940 | 403,967 | 295,144 | 264,315 | 405,592 | 529,543 | 532,923 | 304,850 | 258,296 | 136,093 | 114,695 | 2.72 |
| Crawford | 7.7 | 337 | 1,377 | 1,447 | 1,057 | 1,121 | 2,361 | 2,028 | 2,740 | 1,166 | 1,153 | 444 | 169 | 2.51 |
| Cumberland | 4.0 | 185 | 749 | 751 | 572 | 597 | 1,146 | 964 | 1,314 | 661 | 613 | 278 | 170 | 2.68 |
| De Kalb | 26.6 | 3,318 | 6,045 | 5,465 | 3,745 | 3,056 | 4,971 | 6,705 | 8,725 | 4,465 | 4,135 | 1,727 | 843 | 2.95 |
| De Witt | 6.4 | 283 | 1,255 | 1,205 | 972 | 881 | 1,804 | 1,636 | 2,235 | 1,002 | 955 | 392 | 180 | 2.56 |
| Douglas | 7.2 | 274 | 1,409 | 1,443 | 1,039 | 1,101 | 1,934 | 1,656 | 2,465 | 1,152 | 1,121 | 498 | 308 | 2.69 |
| Du Page | 283.9 | 11,057 | 72,506 | 74,780 | 50,314 | 34,501 | 40,742 | 57,995 | 88,016 | 51,747 | 51,861 | 23,489 | 10,792 | 2.80 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Total Households (Thousands) | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | House-hold Size |
| **ILLINOIS (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Edgar | 7.8 | 307 | 1,257 | 1,449 | 1,147 | 1,135 | 2,505 | 2,170 | 2,622 | 1,253 | 1,109 | 450 | 196 | 2.49 |
| Edwards | 3.0 | 128 | 503 | 559 | 414 | 388 | 1,008 | 801 | 1,050 | 480 | 434 | 179 | 56 | 2.47 |
| Effingham | 11.5 | 572 | 2,569 | 2,369 | 1,641 | 1,456 | 2,893 | 2,732 | 3,464 | 1,893 | 1,907 | 938 | 566 | 2.77 |
| Fayette | 7.7 | 330 | 1,365 | 1,356 | 1,088 | 1,088 | 2,473 | 2,007 | 2,594 | 1,244 | 1,086 | 521 | 248 | 2.70 |
| Ford | 5.6 | 210 | 998 | 1,038 | 759 | 883 | 1,712 | 1,493 | 1,923 | 852 | 837 | 362 | 133 | 2.54 |
| Franklin | 16.4 | 665 | 2,621 | 2,937 | 2,371 | 2,224 | 5,582 | 4,736 | 5,448 | 2,733 | 2,325 | 830 | 328 | 2.44 |
| Fulton | 14.8 | 632 | 2,357 | 2,809 | 2,057 | 2,158 | 4,787 | 3,970 | 5,167 | 2,363 | 2,066 | 877 | 357 | 2.55 |
| Gallatin | 2.7 | 108 | 423 | 459 | 449 | 409 | 852 | 725 | 943 | 479 | 349 | 150 | 54 | 2.52 |
| Greene | 5.9 | 234 | 1,004 | 1,009 | 833 | 871 | 1,949 | 1,524 | 1,953 | 930 | 877 | 407 | 209 | 2.59 |
| Grundy | 12.1 | 502 | 2,594 | 2,770 | 1,948 | 1,549 | 2,737 | 2,764 | 3,816 | 2,053 | 2,145 | 914 | 408 | 2.69 |
| Hamilton | 3.5 | 110 | 537 | 580 | 480 | 521 | 1,272 | 989 | 1,212 | 550 | 492 | 184 | 73 | 2.43 |
| Hancock | 8.3 | 304 | 1,440 | 1,588 | 1,135 | 1,261 | 2,572 | 2,131 | 2,907 | 1,294 | 1,217 | 539 | 212 | 2.55 |
| Hardin | 2.1 | 91 | 313 | 374 | 311 | 357 | 654 | 630 | 693 | 347 | 272 | 112 | 46 | 2.48 |
| Henderson | 3.2 | 93 | 540 | 607 | 543 | 498 | 919 | 836 | 1,134 | 484 | 432 | 225 | 89 | 2.53 |
| Henry | 19.3 | 769 | 3,349 | 3,943 | 3,037 | 2,731 | 5,471 | 4,629 | 6,486 | 3,185 | 3,023 | 1,392 | 585 | 2.63 |
| Iroquois | 11.7 | 420 | 2,007 | 2,149 | 1,792 | 1,753 | 3,579 | 2,818 | 4,157 | 1,803 | 1,738 | 815 | 369 | 2.62 |
| Jackson | 23.4 | 4,617 | 5,213 | 4,192 | 2,645 | 2,312 | 4,421 | 7,510 | 7,734 | 3,797 | 2,956 | 965 | 438 | 2.61 |
| Jasper | 4.0 | 142 | 815 | 710 | 536 | 527 | 1,270 | 922 | 1,395 | 578 | 615 | 325 | 165 | 2.65 |
| Jefferson | 14.6 | 711 | 2,774 | 2,967 | 2,087 | 1,915 | 4,146 | 3,844 | 4,845 | 2,471 | 2,203 | 840 | 397 | 2.53 |
| ☐ Jersey | 7.4 | 283 | 1,482 | 1,518 | 1,167 | 1,103 | 1,847 | 1,627 | 2,412 | 1,331 | 1,186 | 578 | 266 | 2.78 |
| Jo Daviess | 8.3 | 283 | 1,434 | 1,622 | 1,251 | 1,269 | 2,441 | 1,985 | 2,917 | 1,252 | 1,247 | 600 | 299 | 2.61 |
| Johnson | 3.7 | 146 | 563 | 646 | 600 | 598 | 1,147 | 891 | 1,374 | 632 | 511 | 208 | 84 | 3.08 |
| Kane | 109.3 | 4,930 | 26,258 | 27,879 | 18,177 | 13,202 | 18,854 | 21,779 | 31,587 | 19,570 | 19,800 | 9,906 | 6,658 | 2.96 |
| Kankakee | 34.5 | 1,754 | 6,986 | 7,326 | 5,376 | 4,750 | 8,308 | 8,372 | 10,532 | 6,012 | 5,491 | 2,578 | 1,515 | 2.78 |
| Kendall | 13.4 | 476 | 2,833 | 3,580 | 2,693 | 1,648 | 2,170 | 2,157 | 4,006 | 2,502 | 2,786 | 1,351 | 598 | 2.96 |
| Knox | 21.8 | 1,041 | 3,665 | 4,452 | 3,271 | 3,229 | 6,142 | 6,161 | 7,551 | 3,413 | 2,933 | 1,241 | 501 | 2.57 |
| Lake | 177.3 | 7,052 | 41,799 | 47,117 | 31,809 | 22,818 | 26,705 | 32,831 | 54,187 | 33,346 | 34,056 | 14,952 | 7,928 | 2.97 |
| La Salle | 41.2 | 1,567 | 7,558 | 7,788 | 6,085 | 6,007 | 12,195 | 10,858 | 13,722 | 6,478 | 6,000 | 2,873 | 1,269 | 2.59 |
| Lawrence | 6.2 | 258 | 1,062 | 1,115 | 832 | 915 | 2,018 | 1,698 | 2,167 | 1,000 | 853 | 340 | 142 | 2.55 |
| Lee | 12.5 | 527 | 2,538 | 2,578 | 1,811 | 1,737 | 3,309 | 3,135 | 4,157 | 1,969 | 1,874 | 931 | 434 | 2.75 |
| Livingston | 13.7 | 514 | 2,584 | 2,762 | 2,047 | 1,967 | 3,826 | 3,386 | 4,715 | 2,095 | 2,059 | 927 | 518 | 2.86 |
| Logan | 11.0 | 463 | 2,102 | 2,121 | 1,631 | 1,538 | 3,145 | 2,961 | 3,729 | 1,724 | 1,610 | 672 | 304 | 2.80 |
| McDonough | 12.1 | 1,418 | 2,277 | 2,155 | 1,599 | 1,489 | 3,162 | 3,581 | 4,241 | 1,867 | 1,570 | 616 | 225 | 2.89 |
| McHenry | 64.0 | 2,115 | 14,996 | 17,148 | 11,474 | 7,484 | 10,783 | 10,812 | 19,716 | 11,977 | 12,802 | 6,100 | 2,593 | 2.91 |
| McLean | 47.2 | 5,210 | 11,189 | 10,325 | 6,481 | 5,377 | 8,618 | 12,309 | 15,491 | 7,616 | 7,852 | 2,757 | 1,175 | 2.76 |
| Macon | 45.6 | 2,414 | 8,690 | 9,739 | 7,125 | 6,594 | 11,038 | 12,027 | 15,452 | 7,768 | 6,517 | 2,568 | 1,268 | 2.55 |
| Macoupin | 18.1 | 709 | 3,153 | 3,418 | 2,530 | 2,717 | 5,573 | 4,399 | 6,183 | 2,998 | 2,799 | 1,183 | 538 | 2.63 |
| ☐ Madison | 95.0 | 4,820 | 19,427 | 19,469 | 14,571 | 13,801 | 22,912 | 22,711 | 30,666 | 17,570 | 15,138 | 6,130 | 2,785 | 2.63 |
| Marion | 16.2 | 751 | 3,007 | 3,072 | 2,396 | 2,307 | 4,667 | 4,325 | 5,288 | 2,745 | 2,394 | 990 | 458 | 2.56 |
| Marshall | 4.9 | 185 | 770 | 957 | 746 | 696 | 1,546 | 1,156 | 1,743 | 781 | 726 | 337 | 157 | 2.61 |
| Mason | 6.3 | 283 | 1,077 | 1,196 | 963 | 908 | 1,873 | 1,528 | 2,226 | 1,033 | 906 | 426 | 181 | 2.56 |
| Massac | 5.9 | 212 | 1,001 | 1,047 | 897 | 906 | 1,837 | 1,576 | 1,979 | 1,101 | 825 | 296 | 123 | 2.49 |
| Menard | 4.2 | 135 | 819 | 920 | 676 | 593 | 1,057 | 930 | 1,437 | 745 | 680 | 302 | 106 | 2.64 |
| Mercer | 6.5 | 234 | 1,171 | 1,309 | 1,083 | 891 | 1,812 | 1,483 | 2,248 | 1,071 | 1,050 | 469 | 179 | 2.65 |
| ☐ Monroe | 8.3 | 293 | 1,722 | 1,809 | 1,286 | 1,264 | 1,926 | 1,744 | 2,669 | 1,506 | 1,493 | 620 | 268 | 2.73 |
| Montgomery | 11.5 | 436 | 2,165 | 2,111 | 1,519 | 1,590 | 3,679 | 2,969 | 3,808 | 1,933 | 1,708 | 765 | 317 | 2.67 |
| Morgan | 13.6 | 663 | 2,670 | 2,651 | 1,999 | 1,876 | 3,741 | 3,888 | 4,502 | 2,204 | 1,847 | 809 | 350 | 2.67 |
| Moultrie | 5.1 | 179 | 924 | 1,024 | 766 | 709 | 1,498 | 1,173 | 1,789 | 828 | 797 | 348 | 165 | 2.73 |
| Ogle | 17.1 | 715 | 3,563 | 3,554 | 2,806 | 2,340 | 4,122 | 3,794 | 5,786 | 2,816 | 2,860 | 1,317 | 527 | 2.69 |
| Peoria | 70.5 | 4,394 | 13,962 | 15,013 | 10,767 | 9,605 | 16,759 | 19,795 | 22,962 | 11,206 | 9,894 | 4,344 | 2,299 | 2.58 |
| Perry | 8.3 | 371 | 1,469 | 1,623 | 1,193 | 1,158 | 2,486 | 2,126 | 2,693 | 1,443 | 1,253 | 577 | 208 | 2.57 |
| Piatt | 5.9 | 192 | 1,130 | 1,242 | 949 | 875 | 1,512 | 1,280 | 2,126 | 992 | 972 | 396 | 134 | 2.63 |
| Pike | 7.0 | 268 | 1,121 | 1,242 | 949 | 1,009 | 2,411 | 1,853 | 2,516 | 1,016 | 984 | 466 | 165 | 2.50 |
| Pope | 1.6 | 85 | 235 | 266 | 264 | 241 | 509 | 421 | 541 | 305 | 216 | 76 | 41 | 2.75 |
| Pulaski | 2.9 | 123 | 501 | 471 | 379 | 434 | 992 | 851 | 920 | 447 | 361 | 187 | 134 | 2.59 |
| Putnam | 2.2 | 67 | 385 | 444 | 393 | 297 | 614 | 503 | 777 | 347 | 350 | 151 | 72 | 2.59 |
| Randolph | 11.9 | 476 | 2,227 | 2,386 | 1,757 | 1,676 | 3,378 | 3,011 | 3,829 | 1,965 | 1,967 | 798 | 330 | 2.90 |
| Richland | 6.4 | 311 | 1,233 | 1,122 | 975 | 918 | 1,841 | 1,666 | 2,207 | 1,021 | 964 | 380 | 162 | 2.56 |
| Rock Island | 58.7 | 3,261 | 11,176 | 11,984 | 9,055 | 8,358 | 14,866 | 16,809 | 19,592 | 9,347 | 7,908 | 3,441 | 1,603 | 2.51 |
| ☐ St. Clair | 95.2 | 4,641 | 20,573 | 20,649 | 13,964 | 13,773 | 21,600 | 23,198 | 27,996 | 17,408 | 14,999 | 6,952 | 4,647 | 2.76 |
| Saline | 10.8 | 436 | 1,693 | 1,885 | 1,552 | 1,574 | 3,660 | 3,252 | 3,577 | 1,789 | 1,447 | 541 | 194 | 2.44 |
| Sangamon | 72.3 | 3,788 | 15,709 | 16,417 | 10,746 | 9,260 | 16,380 | 21,262 | 23,237 | 11,789 | 10,067 | 4,100 | 1,845 | 2.47 |
| Schuyler | 3.0 | 141 | 510 | 552 | 409 | 431 | 957 | 754 | 1,111 | 467 | 434 | 170 | 64 | 2.50 |
| Scott | 2.2 | 80 | 403 | 401 | 306 | 332 | 678 | 554 | 740 | 378 | 325 | 144 | 59 | 2.55 |
| Shelby | 8.5 | 344 | 1,496 | 1,538 | 1,227 | 1,264 | 2,631 | 1,927 | 3,015 | 1,473 | 1,287 | 545 | 253 | 2.61 |
| Stark | 2.5 | 88 | 405 | 450 | 388 | 370 | 799 | 667 | 851 | 363 | 356 | 180 | 83 | 2.56 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | Average Household Size |
| **ILLINOIS (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Stephenson | 18.9 | 990 | 3,756 | 3,702 | 2,865 | 2,566 | 5,021 | 4,918 | 6,471 | 3,014 | 2,776 | 1,252 | 469 | 2.54 |
| Tazewell | 47.1 | 2,309 | 9,144 | 10,337 | 7,605 | 7,099 | 10,606 | 10,751 | 15,948 | 8,419 | 7,596 | 3,105 | 1,281 | 2.62 |
| Union | 6.8 | 281 | 1,103 | 1,270 | 1,060 | 949 | 2,137 | 1,837 | 2,323 | 1,210 | 955 | 335 | 140 | 2.59 |
| Vermilion | 33.8 | 1,534 | 6,161 | 6,755 | 5,206 | 4,990 | 9,154 | 9,136 | 11,172 | 5,569 | 4,846 | 2,083 | 994 | 2.59 |
| Wabash | 5.0 | 258 | 947 | 991 | 702 | 714 | 1,388 | 1,265 | 1,628 | 824 | 806 | 338 | 139 | 2.62 |
| Warren | 7.3 | 367 | 1,304 | 1,398 | 1,068 | 993 | 2,170 | 2,005 | 2,463 | 1,086 | 1,074 | 464 | 208 | 2.59 |
| Washington | 5.7 | 166 | 1,068 | 1,044 | 777 | 805 | 1,840 | 1,443 | 1,803 | 947 | 920 | 414 | 173 | 2.63 |
| Wayne | 6.9 | 310 | 1,176 | 1,136 | 1,004 | 987 | 2,287 | 1,754 | 2,453 | 1,193 | 967 | 388 | 145 | 2.48 |
| White | 6.8 | 246 | 1,185 | 1,152 | 949 | 998 | 2,270 | 1,903 | 2,472 | 1,076 | 929 | 309 | 111 | 2.41 |
| Whiteside | 22.6 | 1,017 | 4,315 | 4,708 | 3,484 | 3,290 | 5,786 | 5,337 | 7,691 | 3,696 | 3,509 | 1,610 | 757 | 2.65 |
| Will | 118.0 | 4,063 | 26,991 | 32,107 | 21,493 | 14,323 | 19,023 | 20,868 | 32,259 | 22,261 | 23,926 | 12,123 | 6,563 | 3.06 |
| Williamson | 23.1 | 1,151 | 4,234 | 4,431 | 3,526 | 3,135 | 6,623 | 6,356 | 7,717 | 3,983 | 3,385 | 1,190 | 469 | 2.50 |
| Winnebago | 96.8 | 5,224 | 21,328 | 21,301 | 15,415 | 13,025 | 20,507 | 23,740 | 31,989 | 16,885 | 15,065 | 6,206 | 2,915 | 2.62 |
| Woodford | 11.4 | 388 | 2,154 | 2,697 | 1,828 | 1,532 | 2,801 | 2,218 | 3,727 | 1,922 | 2,068 | 992 | 473 | 2.87 |
| **TOTAL METRO COUNTIES** | **3,454.6** | **167,326** | **777,425** | **781,066** | **553,776** | **468,497** | **706,510** | **883,897** | **1,025,242** | **585,732** | **527,814** | **256,220** | **175,695** | **2.74** |
| **TOTAL STATE** | **4,207.6** | **207,576** | **916,071** | **924,861** | **663,210** | **574,062** | **921,820** | **1,081,903** | **1,280,075** | **707,670** | **637,953** | **303,500** | **196,499** | **2.72** |
| **INDIANA** | | | | | | | | | | | | | | |
| **ANDERSON** | **49.6** | **2,545** | **8,954** | **10,223** | **8,234** | **7,417** | **12,227** | **12,335** | **16,802** | **8,847** | **7,457** | **2,909** | **1,250** | **2.62** |
| Madison | 49.6 | 2,545 | 8,954 | 10,223 | 8,234 | 7,417 | 12,227 | 12,335 | 16,802 | 8,847 | 7,457 | 2,909 | 1,250 | 2.62 |
| **BLOOMINGTON** | **39.6** | **6,493** | **9,598** | **8,052** | **5,119** | **4,234** | **6,104** | **11,288** | **13,455** | **6,844** | **5,375** | **1,941** | **697** | **2.77** |
| Monroe | 39.6 | 6,493 | 9,598 | 8,052 | 5,119 | 4,234 | 6,104 | 11,288 | 13,455 | 6,844 | 5,375 | 1,941 | 697 | 2.77 |
| **ELKHART - GOSHEN** | **57.2** | **3,681** | **12,795** | **13,008** | **9,114** | **7,365** | **11,237** | **12,376** | **18,681** | **10,082** | **9,533** | **4,228** | **2,300** | **2.76** |
| Elkhart | 57.2 | 3,681 | 12,795 | 13,008 | 9,114 | 7,365 | 11,237 | 12,376 | 18,681 | 10,082 | 9,533 | 4,228 | 2,300 | 2.76 |
| **EVANSVILLE** | **108.8** | **5,902** | **22,989** | **23,333** | **16,284** | **14,802** | **25,490** | **28,025** | **35,405** | **19,551** | **16,869** | **6,403** | **2,547** | **2.57** |
| Posey | 9.5 | 361 | 2,086 | 2,188 | 1,518 | 1,276 | 2,071 | 1,940 | 3,027 | 1,770 | 1,765 | 742 | 256 | 2.73 |
| Vanderburgh | 66.7 | 4,081 | 13,949 | 13,279 | 9,207 | 9,200 | 16,984 | 19,494 | 21,942 | 11,214 | 9,093 | 3,496 | 1,461 | 2.47 |
| Warrick | 16.0 | 613 | 3,353 | 4,229 | 2,965 | 2,035 | 2,805 | 2,681 | 5,054 | 3,321 | 3,289 | 1,218 | 437 | 2.83 |
| *Henderson, Ky.* | *16.6* | *847* | *3,601* | *3,637* | *2,594* | *2,291* | *3,630* | *3,910* | *5,382* | *3,246* | *2,722* | *947* | *393* | *2.60* |
| **FORT WAYNE** | **136.8** | **7,916** | **31,713** | **31,868** | **20,446** | **17,547** | **27,310** | **33,157** | **43,245** | **23,590** | **21,985** | **9,952** | **4,871** | **2.67** |
| Allen | 113.9 | 6,795 | 26,704 | 26,633 | 17,059 | 14,444 | 22,265 | 28,380 | 36,003 | 19,574 | 17,785 | 8,079 | 4,079 | 2.65 |
| De Kalb | 12.8 | 645 | 2,896 | 2,874 | 1,913 | 1,699 | 2,773 | 2,730 | 3,855 | 2,335 | 2,364 | 1,059 | 457 | 2.78 |
| Whitley | 10.1 | 476 | 2,113 | 2,361 | 1,474 | 1,404 | 2,272 | 2,047 | 3,387 | 1,681 | 1,836 | 814 | 335 | 2.75 |
| **GARY - HAMMOND** | **215.5** | **8,527** | **42,349** | **49,477** | **36,299** | **32,447** | **46,401** | **48,357** | **63,765** | **39,624** | **35,812** | **17,502** | **10,440** | **2.80** |
| Lake | 170.0 | 6,512 | 33,172 | 37,603 | 27,953 | 26,396 | 38,364 | 39,418 | 49,706 | 31,017 | 27,242 | 13,825 | 8,792 | 2.78 |
| Porter | 45.5 | 2,015 | 9,177 | 11,874 | 8,346 | 6,051 | 8,037 | 8,939 | 14,059 | 8,607 | 8,570 | 3,677 | 1,648 | 2.85 |
| **INDIANAPOLIS** | **483.2** | **28,331** | **118,927** | **108,905** | **74,405** | **62,198** | **90,434** | **123,099** | **155,590** | **85,311** | **74,059** | **30,379** | **14,762** | **2.60** |
| Boone | 14.0 | 481 | 2,888 | 3,294 | 2,430 | 1,889 | 3,018 | 2,759 | 4,628 | 2,653 | 2,639 | 972 | 349 | 2.74 |
| Hamilton | 39.8 | 1,371 | 9,420 | 11,109 | 7,413 | 4,798 | 5,689 | 6,780 | 13,082 | 7,723 | 8,015 | 3,117 | 1,083 | 2.81 |
| Hancock | 16.1 | 508 | 3,083 | 4,009 | 3,192 | 2,311 | 2,997 | 2,743 | 5,106 | 3,182 | 3,245 | 1,317 | 507 | 2.84 |
| Hendricks | 26.4 | 807 | 5,525 | 6,697 | 5,085 | 3,642 | 4,644 | 4,336 | 8,451 | 5,427 | 5,355 | 2,068 | 763 | 2.90 |
| Johnson | 31.7 | 1,557 | 7,087 | 7,920 | 5,610 | 4,036 | 5,490 | 6,117 | 10,204 | 6,259 | 6,060 | 2,239 | 821 | 2.81 |
| Marion | 320.7 | 22,096 | 83,731 | 67,998 | 44,591 | 40,604 | 61,680 | 94,067 | 102,954 | 53,322 | 42,285 | 17,998 | 10,074 | 2.50 |
| Morgan | 19.7 | 821 | 4,072 | 4,621 | 3,681 | 2,812 | 3,693 | 3,194 | 6,394 | 4,002 | 3,843 | 1,593 | 674 | 2.85 |
| Shelby | 14.8 | 690 | 3,121 | 3,257 | 2,403 | 2,106 | 3,223 | 3,103 | 4,771 | 2,743 | 2,617 | 1,075 | 491 | 2.72 |
| **KOKOMO** | **37.3** | **1,792** | **7,406** | **8,108** | **6,710** | **5,400** | **7,884** | **9,129** | **12,295** | **6,781** | **5,738** | **2,386** | **971** | **2.58** |
| Howard | 31.3 | 1,583 | 6,307 | 6,844 | 5,652 | 4,590 | 6,324 | 7,819 | 10,299 | 5,699 | 4,750 | 1,938 | 795 | 2.56 |
| Tipton | 6.0 | 209 | 1,099 | 1,264 | 1,058 | 810 | 1,560 | 1,310 | 1,996 | 1,082 | 988 | 448 | 176 | 2.68 |
| **LAFAYETTE - WEST LAFAYETTE** | **45.9** | **6,723** | **10,986** | **9,363** | **6,149** | **4,923** | **7,756** | **11,675** | **15,526** | **7,938** | **7,088** | **2,590** | **1,083** | **2.86** |
| Tippecanoe | 45.9 | 6,723 | 10,986 | 9,363 | 6,149 | 4,923 | 7,756 | 11,675 | 15,526 | 7,938 | 7,088 | 2,590 | 1,083 | 2.86 |
| **MUNCIE** | **45.0** | **4,625** | **8,258** | **8,575** | **7,213** | **6,235** | **10,094** | **11,659** | **15,374** | **8,030** | **6,560** | **2,355** | **1,022** | **2.65** |
| Delaware | 45.0 | 4,625 | 8,258 | 8,575 | 7,213 | 6,235 | 10,094 | 11,659 | 15,374 | 8,030 | 6,560 | 2,355 | 1,022 | 2.65 |
| **SOUTH BEND - MISHAWAKA** | **92.6** | **5,115** | **19,234** | **20,024** | **12,783** | **12,768** | **22,676** | **24,493** | **30,005** | **15,554** | **13,395** | **6,022** | **3,131** | **2.67** |
| St. Joseph | 92.6 | 5,115 | 19,234 | 20,024 | 12,783 | 12,768 | 22,676 | 24,493 | 30,005 | 15,554 | 13,395 | 6,022 | 3,131 | 2.67 |
| **TERRE HAUTE** | **49.0** | **3,325** | **9,460** | **9,487** | **6,818** | **6,596** | **13,314** | **13,485** | **15,923** | **8,295** | **7,142** | **2,912** | **1,243** | **2.66** |
| Clay | 9.4 | 388 | 1,709 | 1,760 | 1,371 | 1,374 | 2,798 | 2,259 | 3,045 | 1,656 | 1,493 | 666 | 281 | 2.63 |
| Vigo | 39.6 | 2,937 | 7,751 | 7,727 | 5,447 | 5,222 | 10,516 | 11,226 | 12,878 | 6,639 | 5,649 | 2,246 | 962 | 2.67 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Adams | 10.5 | 582 | 2,199 | 2,256 | 1,560 | 1,313 | 2,590 | 2,191 | 3,215 | 1,722 | 1,718 | 963 | 691 | 2.98 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Households by Age of Householder<br>Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | Households by Number of Persons<br>1 | 2 | 3 | 4 | 5 | 6 or More | Average House-hold Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **INDIANA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Allen | 113.9 | 6,795 | 26,704 | 26,633 | 17,059 | 14,444 | 22,265 | 28,380 | 36,003 | 19,574 | 17,785 | 8,079 | 4,079 | 2.65 |
| Bartholomew | 24.2 | 1,264 | 4,888 | 5,524 | 4,376 | 3,381 | 4,767 | 5,249 | 8,159 | 4,715 | 4,012 | 1,499 | 566 | 2.64 |
| Benton | 3.5 | 132 | 656 | 659 | 519 | 503 | 1,031 | 836 | 1,191 | 524 | 505 | 298 | 146 | 2.69 |
| Blackford | 5.4 | 234 | 988 | 1,050 | 878 | 807 | 1,443 | 1,251 | 1,863 | 984 | 813 | 335 | 154 | 2.59 |
| Boone | 14.0 | 481 | 2,888 | 3,294 | 2,430 | 1,889 | 3,018 | 2,759 | 4,628 | 2,653 | 2,639 | 972 | 349 | 2.74 |
| Brown | 5.4 | 183 | 911 | 1,255 | 1,017 | 843 | 1,191 | 1,101 | 2,041 | 935 | 796 | 357 | 170 | 2.63 |
| Carroll | 7.1 | 285 | 1,363 | 1,473 | 1,147 | 1,017 | 1,815 | 1,518 | 2,541 | 1,171 | 1,132 | 505 | 233 | 2.65 |
| Cass | 14.6 | 633 | 2,781 | 2,959 | 2,286 | 2,103 | 3,838 | 3,575 | 4,964 | 2,448 | 2,284 | 911 | 418 | 2.62 |
| ☐ Clark | 33.3 | 1,504 | 6,996 | 7,687 | 5,464 | 4,799 | 6,850 | 7,761 | 10,589 | 6,486 | 5,523 | 2,072 | 869 | 2.63 |
| Clay | 9.4 | 388 | 1,709 | 1,760 | 1,371 | 1,374 | 2,798 | 2,259 | 3,045 | 1,656 | 1,493 | 666 | 281 | 2.63 |
| Clinton | 11.5 | 554 | 2,315 | 2,362 | 1,701 | 1,582 | 2,986 | 2,539 | 3,843 | 1,970 | 1,955 | 827 | 366 | 2.70 |
| Crawford | 3.7 | 192 | 647 | 768 | 588 | 535 | 970 | 839 | 1,156 | 696 | 610 | 257 | 142 | 2.68 |
| Daviess | 10.0 | 453 | 1,908 | 1,966 | 1,446 | 1,396 | 2,831 | 2,416 | 3,224 | 1,605 | 1,495 | 728 | 532 | 2.75 |
| ☐ Dearborn | 13.8 | 506 | 2,764 | 3,245 | 2,357 | 1,979 | 2,949 | 2,652 | 4,176 | 2,627 | 2,614 | 1,178 | 553 | 2.84 |
| Decatur | 8.4 | 406 | 1,740 | 1,764 | 1,316 | 1,154 | 2,020 | 1,755 | 2,604 | 1,487 | 1,492 | 707 | 355 | 2.82 |
| De Kalb | 12.8 | 645 | 2,896 | 2,874 | 1,913 | 1,699 | 2,773 | 2,730 | 3,855 | 2,335 | 2,364 | 1,059 | 457 | 2.78 |
| Delaware | 45.0 | 4,625 | 8,258 | 8,575 | 7,213 | 6,235 | 10,094 | 11,659 | 15,374 | 8,030 | 6,560 | 2,355 | 1,022 | 2.65 |
| Dubois | 13.1 | 607 | 3,148 | 2,831 | 1,949 | 1,673 | 2,892 | 2,865 | 3,893 | 2,363 | 2,354 | 1,122 | 503 | 2.82 |
| Elkhart | 57.2 | 3,681 | 12,795 | 13,008 | 9,114 | 7,365 | 11,237 | 12,376 | 18,681 | 10,082 | 9,533 | 4,228 | 2,300 | 2.76 |
| Fayette | 9.9 | 497 | 1,711 | 2,129 | 1,614 | 1,445 | 2,504 | 2,384 | 3,253 | 1,758 | 1,576 | 660 | 269 | 2.61 |
| ☐ Floyd | 24.2 | 1,130 | 4,894 | 5,706 | 3,955 | 3,294 | 5,221 | 5,301 | 7,802 | 4,805 | 4,050 | 1,598 | 644 | 2.68 |
| Fountain | 6.8 | 324 | 1,174 | 1,225 | 1,098 | 1,001 | 1,978 | 1,618 | 2,346 | 1,149 | 1,034 | 453 | 200 | 2.60 |
| Franklin | 6.6 | 261 | 1,317 | 1,463 | 1,106 | 943 | 1,510 | 1,203 | 1,905 | 1,281 | 1,269 | 613 | 329 | 2.97 |
| Fulton | 7.3 | 294 | 1,402 | 1,390 | 1,109 | 1,096 | 2,009 | 1,765 | 2,603 | 1,168 | 1,068 | 485 | 211 | 2.58 |
| Gibson | 12.3 | 508 | 2,338 | 2,436 | 1,851 | 1,797 | 3,370 | 3,014 | 4,035 | 2,156 | 2,029 | 762 | 304 | 2.59 |
| Grant | 27.5 | 1,408 | 4,963 | 5,669 | 4,746 | 4,297 | 6,417 | 6,506 | 9,389 | 4,936 | 4,294 | 1,591 | 784 | 2.68 |
| Greene | 11.9 | 546 | 2,104 | 2,348 | 1,831 | 1,755 | 3,316 | 2,955 | 4,001 | 2,103 | 1,857 | 716 | 268 | 2.55 |
| Hamilton | 39.8 | 1,371 | 9,420 | 11,109 | 7,413 | 4,798 | 5,689 | 6,780 | 13,082 | 7,723 | 8,015 | 3,117 | 1,083 | 2.81 |
| Hancock | 16.1 | 508 | 3,083 | 4,009 | 3,192 | 2,311 | 2,997 | 2,743 | 5,106 | 3,182 | 3,245 | 1,317 | 507 | 2.84 |
| ☐ Harrison | 10.7 | 465 | 2,180 | 2,530 | 1,814 | 1,493 | 2,218 | 1,944 | 3,372 | 2,156 | 2,018 | 809 | 401 | 2.82 |
| Hendricks | 26.4 | 807 | 5,525 | 6,697 | 5,085 | 3,642 | 4,644 | 4,336 | 8,451 | 5,427 | 5,355 | 2,068 | 763 | 2.90 |
| Henry | 18.5 | 774 | 3,304 | 3,789 | 3,089 | 2,804 | 4,740 | 4,213 | 6,473 | 3,436 | 2,885 | 1,067 | 426 | 2.59 |
| Howard | 31.3 | 1,583 | 6,307 | 6,844 | 5,652 | 4,590 | 6,324 | 7,819 | 10,299 | 5,699 | 4,750 | 1,938 | 795 | 2.56 |
| Huntington | 12.9 | 682 | 2,810 | 2,715 | 1,939 | 1,671 | 3,083 | 2,925 | 4,172 | 2,261 | 2,217 | 1,010 | 415 | 2.76 |
| Jackson | 14.1 | 719 | 2,901 | 2,920 | 2,207 | 1,969 | 3,384 | 2,987 | 4,599 | 2,639 | 2,515 | 969 | 391 | 2.68 |
| Jasper | 8.5 | 397 | 1,700 | 1,801 | 1,467 | 1,170 | 1,965 | 1,624 | 2,749 | 1,436 | 1,562 | 771 | 358 | 2.93 |
| Jay | 8.1 | 377 | 1,429 | 1,587 | 1,362 | 1,154 | 2,191 | 1,918 | 2,750 | 1,404 | 1,176 | 545 | 307 | 2.64 |
| Jefferson | 10.9 | 560 | 2,174 | 2,292 | 1,786 | 1,529 | 2,559 | 2,545 | 3,621 | 2,140 | 1,657 | 638 | 299 | 2.74 |
| Jennings | 8.4 | 424 | 1,706 | 1,726 | 1,511 | 1,195 | 1,838 | 1,679 | 2,730 | 1,520 | 1,482 | 673 | 316 | 2.83 |
| Johnson | 31.7 | 1,557 | 7,087 | 7,920 | 5,610 | 4,036 | 5,490 | 6,117 | 10,204 | 6,259 | 6,060 | 2,239 | 821 | 2.81 |
| Knox | 15.1 | 1,022 | 2,749 | 2,777 | 2,177 | 2,162 | 4,213 | 4,218 | 5,041 | 2,420 | 2,213 | 832 | 376 | 2.63 |
| Kosciusko | 23.6 | 1,266 | 5,301 | 5,222 | 3,795 | 3,109 | 4,907 | 4,739 | 8,015 | 4,113 | 3,938 | 1,780 | 1,015 | 2.79 |
| La Grange | 9.3 | 553 | 2,042 | 2,074 | 1,451 | 1,244 | 1,936 | 1,549 | 2,986 | 1,510 | 1,491 | 787 | 977 | 3.20 |
| Lake | 170.0 | 6,512 | 33,172 | 37,603 | 27,953 | 26,396 | 38,364 | 39,418 | 49,706 | 31,017 | 27,242 | 13,825 | 8,792 | 2.78 |
| La Porte | 38.5 | 1,748 | 7,314 | 8,452 | 6,140 | 5,626 | 9,220 | 9,088 | 12,622 | 6,774 | 5,911 | 2,665 | 1,440 | 2.78 |
| Lawrence | 16.3 | 723 | 2,972 | 3,386 | 2,749 | 2,399 | 4,071 | 3,669 | 5,439 | 3,060 | 2,671 | 1,053 | 408 | 2.63 |
| Madison | 49.6 | 2,545 | 8,954 | 10,223 | 8,234 | 7,417 | 12,227 | 12,335 | 16,802 | 8,847 | 7,457 | 2,909 | 1,250 | 2.62 |
| Marion | 320.7 | 22,096 | 83,731 | 67,998 | 44,591 | 40,604 | 61,680 | 94,067 | 102,954 | 53,322 | 42,285 | 17,998 | 10,074 | 2.50 |
| Marshall | 15.3 | 683 | 3,161 | 3,364 | 2,345 | 2,185 | 3,562 | 3,217 | 4,967 | 2,626 | 2,572 | 1,257 | 661 | 2.78 |
| Martin | 3.8 | 160 | 710 | 768 | 603 | 573 | 986 | 907 | 1,171 | 709 | 608 | 269 | 136 | 2.74 |
| Miami | 13.4 | 864 | 2,996 | 2,873 | 2,008 | 1,783 | 2,876 | 2,846 | 4,347 | 2,472 | 2,346 | 990 | 399 | 2.74 |
| Monroe | 39.6 | 6,493 | 9,598 | 8,052 | 5,119 | 4,234 | 6,104 | 11,288 | 13,455 | 6,844 | 5,375 | 1,941 | 697 | 2.77 |
| Montgomery | 13.2 | 701 | 2,792 | 2,571 | 2,069 | 1,845 | 3,222 | 3,226 | 4,622 | 2,281 | 1,998 | 747 | 326 | 2.61 |
| Morgan | 19.7 | 821 | 4,072 | 4,621 | 3,681 | 2,812 | 3,693 | 3,194 | 6,394 | 4,002 | 3,843 | 1,593 | 674 | 2.85 |
| Newton | 4.8 | 162 | 935 | 1,024 | 827 | 667 | 1,185 | 980 | 1,499 | 848 | 853 | 442 | 178 | 2.81 |
| Noble | 13.5 | 760 | 2,919 | 3,009 | 2,072 | 1,835 | 2,905 | 2,673 | 4,448 | 2,338 | 2,310 | 1,106 | 625 | 2.82 |
| Ohio | 2.0 | 80 | 408 | 402 | 309 | 306 | 495 | 432 | 669 | 343 | 356 | 145 | 55 | 2.70 |
| Orange | 6.9 | 296 | 1,335 | 1,369 | 1,076 | 995 | 1,829 | 1,572 | 2,290 | 1,268 | 1,108 | 466 | 196 | 2.67 |
| Owen | 6.5 | 291 | 1,206 | 1,373 | 1,045 | 1,045 | 1,540 | 1,271 | 2,316 | 1,167 | 1,054 | 473 | 219 | 2.69 |
| Parke | 5.8 | 215 | 987 | 1,126 | 930 | 926 | 1,616 | 1,366 | 2,038 | 1,012 | 862 | 361 | 161 | 2.64 |
| Perry | 6.8 | 277 | 1,321 | 1,360 | 1,006 | 975 | 1,861 | 1,563 | 2,142 | 1,231 | 1,125 | 494 | 245 | 2.81 |
| Pike | 4.9 | 195 | 906 | 933 | 777 | 737 | 1,352 | 1,156 | 1,692 | 916 | 762 | 288 | 86 | 2.53 |
| Porter | 45.5 | 2,015 | 9,177 | 11,874 | 8,346 | 6,051 | 8,037 | 8,939 | 14,059 | 8,607 | 8,570 | 3,677 | 1,648 | 2.85 |
| Posey | 9.5 | 361 | 2,086 | 2,188 | 1,518 | 1,276 | 2,071 | 1,940 | 3,027 | 1,770 | 1,765 | 742 | 256 | 2.73 |
| Pulaski | 4.7 | 218 | 928 | 890 | 655 | 670 | 1,339 | 1,119 | 1,515 | 777 | 728 | 379 | 182 | 2.68 |
| Putnam | 10.0 | 481 | 1,899 | 2,001 | 1,596 | 1,559 | 2,464 | 2,170 | 3,471 | 1,770 | 1,592 | 703 | 294 | 3.04 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Total Households (Thousands) | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | Average Household Size |
| **INDIANA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Randolph | 10.4 | 478 | 1,846 | 2,117 | 1,621 | 1,602 | 2,736 | 2,378 | 3,626 | 1,826 | 1,616 | 677 | 277 | 2.59 |
| Ripley | 8.8 | 352 | 1,778 | 1,810 | 1,402 | 1,195 | 2,263 | 1,957 | 2,609 | 1,549 | 1,521 | 764 | 400 | 2.81 |
| Rush | 6.5 | 258 | 1,280 | 1,285 | 978 | 958 | 1,741 | 1,372 | 2,108 | 1,154 | 1,122 | 504 | 240 | 2.77 |
| St. Joseph | 92.6 | 5,115 | 19,234 | 20,024 | 12,783 | 12,768 | 22,676 | 24,493 | 30,005 | 15,554 | 13,395 | 6,022 | 3,131 | 2.67 |
| Scott | 7.6 | 409 | 1,550 | 1,576 | 1,368 | 1,063 | 1,634 | 1,528 | 2,335 | 1,618 | 1,334 | 497 | 288 | 2.78 |
| Shelby | 14.8 | 690 | 3,121 | 3,257 | 2,403 | 2,106 | 3,223 | 3,103 | 4,771 | 2,743 | 2,617 | 1,075 | 491 | 2.72 |
| Spencer | 7.0 | 283 | 1,401 | 1,515 | 1,130 | 1,012 | 1,659 | 1,459 | 2,204 | 1,303 | 1,264 | 515 | 255 | 2.79 |
| Starke | 8.2 | 370 | 1,559 | 1,585 | 1,257 | 1,306 | 2,123 | 1,731 | 2,595 | 1,455 | 1,374 | 674 | 371 | 2.79 |
| Steuben | 10.3 | 580 | 2,062 | 2,164 | 1,674 | 1,449 | 2,371 | 2,348 | 3,608 | 1,705 | 1,549 | 735 | 355 | 2.70 |
| Sullivan | 7.3 | 262 | 1,160 | 1,468 | 1,086 | 1,046 | 2,278 | 1,869 | 2,385 | 1,205 | 1,157 | 507 | 177 | 2.59 |
| Switzerland | 2.9 | 90 | 510 | 566 | 499 | 447 | 788 | 668 | 939 | 492 | 465 | 212 | 124 | 2.69 |
| Tippecanoe | 45.9 | 6,723 | 10,986 | 9,363 | 6,149 | 4,923 | 7,756 | 11,675 | 15,526 | 7,938 | 7,088 | 2,590 | 1,083 | 2.86 |
| Tipton | 6.0 | 209 | 1,099 | 1,264 | 1,058 | 810 | 1,560 | 1,310 | 1,996 | 1,082 | 988 | 448 | 176 | 2.68 |
| Union | 2.6 | 141 | 495 | 554 | 453 | 327 | 630 | 551 | 869 | 483 | 413 | 195 | 89 | 2.69 |
| Vanderburgh | 66.7 | 4,081 | 13,949 | 13,279 | 9,207 | 9,200 | 16,984 | 19,494 | 21,942 | 11,214 | 9,093 | 3,496 | 1,461 | 2.47 |
| Vermillion | 6.6 | 243 | 1,138 | 1,280 | 1,065 | 895 | 1,959 | 1,798 | 2,105 | 1,138 | 993 | 417 | 149 | 2.53 |
| Vigo | 39.6 | 2,937 | 7,751 | 7,727 | 5,447 | 5,222 | 10,516 | 11,226 | 12,878 | 6,639 | 5,649 | 2,246 | 962 | 2.67 |
| Wabash | 12.6 | 628 | 2,466 | 2,612 | 1,980 | 1,848 | 3,066 | 2,826 | 4,309 | 2,153 | 2,006 | 917 | 389 | 2.79 |
| Warren | 3.0 | 108 | 505 | 637 | 508 | 458 | 784 | 574 | 1,062 | 555 | 498 | 212 | 99 | 2.73 |
| Warrick | 16.0 | 613 | 3,353 | 4,229 | 2,965 | 2,035 | 2,805 | 2,681 | 5,054 | 3,321 | 3,289 | 1,218 | 437 | 2.83 |
| Washington | 8.7 | 433 | 1,740 | 1,805 | 1,408 | 1,221 | 2,093 | 1,844 | 2,787 | 1,636 | 1,480 | 639 | 314 | 2.75 |
| Wayne | 27.5 | 1,528 | 5,132 | 5,401 | 4,337 | 4,164 | 6,938 | 6,861 | 9,327 | 4,853 | 4,145 | 1,640 | 674 | 2.61 |
| Wells | 9.5 | 466 | 2,077 | 2,028 | 1,476 | 1,271 | 2,182 | 1,986 | 3,062 | 1,651 | 1,769 | 758 | 274 | 2.75 |
| White | 8.9 | 310 | 1,709 | 1,862 | 1,243 | 1,339 | 2,437 | 2,093 | 3,113 | 1,389 | 1,398 | 646 | 261 | 2.62 |
| Whitley | 10.1 | 476 | 2,113 | 2,361 | 1,474 | 1,404 | 2,272 | 2,047 | 3,387 | 1,681 | 1,836 | 814 | 335 | 2.75 |
| **TOTAL METRO COUNTIES** | **1,425.9** | **87,733** | **315,902** | **315,954** | **220,570** | **191,206** | **294,535** | **352,826** | **456,623** | **253,275** | **222,496** | **94,289** | **46,391** | **2.67** |
| **TOTAL STATE** | **2,069.8** | **118,663** | **441,768** | **449,550** | **323,204** | **283,581** | **453,034** | **497,801** | **670,276** | **367,082** | **326,885** | **139,497** | **68,259** | **2.68** |
| **IOWA** | | | | | | | | | | | | | | |
| **CEDAR RAPIDS** | **65.7** | **4,379** | **14,799** | **14,571** | **10,122** | **8,498** | **13,331** | **16,456** | **22,719** | **10,975** | **9,904** | **3,963** | **1,683** | **2.58** |
| Linn | 65.7 | 4,379 | 14,799 | 14,571 | 10,122 | 8,498 | 13,331 | 16,456 | 22,719 | 10,975 | 9,904 | 3,963 | 1,683 | 2.58 |
| **DAVENPORT - ROCK ISLAND - MOLINE** | **135.2** | **7,853** | **27,327** | **29,269** | **20,970** | **18,278** | **31,503** | **35,670** | **44,532** | **22,369** | **19,915** | **8,752** | **3,962** | **2.58** |
| Scott | 57.2 | 3,823 | 12,802 | 13,342 | 8,878 | 7,189 | 11,166 | 14,232 | 18,454 | 9,837 | 8,984 | 3,919 | 1,774 | 2.63 |
| *Henry, Ill.* | *19.3* | *769* | *3,349* | *3,943* | *3,037* | *2,731* | *5,471* | *4,629* | *6,486* | *3,185* | *3,023* | *1,392* | *585* | *2.63* |
| *Rock Island, Ill.* | *58.7* | *3,261* | *11,176* | *11,984* | *9,055* | *8,358* | *14,866* | *16,809* | *19,592* | *9,347* | *7,908* | *3,441* | *1,603* | *2.51* |
| **DES MOINES** | **154.4** | **10,583** | **36,674** | **34,856** | **23,141** | **19,150** | **29,996** | **39,994** | **52,240** | **25,988** | **23,079** | **9,168** | **3,931** | **2.56** |
| Dallas | 11.3 | 451 | 2,367 | 2,569 | 1,766 | 1,425 | 2,722 | 2,499 | 3,957 | 1,904 | 1,859 | 741 | 340 | 2.65 |
| Polk | 130.4 | 9,525 | 31,691 | 29,146 | 19,098 | 16,077 | 24,863 | 35,166 | 44,063 | 21,665 | 18,862 | 7,448 | 3,196 | 2.53 |
| Warren | 12.7 | 607 | 2,616 | 3,141 | 2,277 | 1,648 | 2,411 | 2,329 | 4,220 | 2,419 | 2,358 | 979 | 395 | 2.85 |
| **DUBUQUE** | **30.7** | **1,657** | **6,222** | **6,486** | **4,706** | **4,292** | **7,337** | **7,480** | **9,522** | **4,987** | **4,879** | **2,497** | **1,335** | **2.81** |
| Dubuque | 30.7 | 1,657 | 6,222 | 6,486 | 4,706 | 4,292 | 7,337 | 7,480 | 9,522 | 4,987 | 4,879 | 2,497 | 1,335 | 2.81 |
| **IOWA CITY** | **36.4** | **6,075** | **10,328** | **8,087** | **4,176** | **3,067** | **4,667** | **10,119** | **12,532** | **6,197** | **4,919** | **1,905** | **728** | **2.66** |
| Johnson | 36.4 | 6,075 | 10,328 | 8,087 | 4,176 | 3,067 | 4,667 | 10,119 | 12,532 | 6,197 | 4,919 | 1,905 | 728 | 2.66 |
| **SIOUX CITY** | **42.9** | **2,552** | **9,108** | **9,010** | **5,784** | **5,768** | **10,678** | **10,951** | **13,757** | **6,799** | **6,528** | **3,221** | **1,644** | **2.68** |
| Woodbury | 36.9 | 2,188 | 7,689 | 7,686 | 4,889 | 5,009 | 9,439 | 9,575 | 11,936 | 5,788 | 5,515 | 2,706 | 1,380 | 2.66 |
| *Dakota, Neb.* | *6.0* | *364* | *1,419* | *1,324* | *895* | *759* | *1,239* | *1,376* | *1,821* | *1,011* | *1,013* | *515* | *264* | *2.78* |
| **WATERLOO - CEDAR FALLS** | **54.8** | **4,142** | **9,942** | **11,703** | **8,300** | **7,335** | **13,378** | **13,902** | **19,095** | **8,754** | **8,039** | **3,586** | **1,424** | **2.65** |
| Black Hawk | 46.5 | 3,748 | 8,555 | 10,030 | 6,942 | 6,239 | 10,986 | 11,913 | 16,112 | 7,517 | 6,754 | 3,000 | 1,204 | 2.64 |
| Bremer | 8.3 | 394 | 1,387 | 1,673 | 1,358 | 1,096 | 2,392 | 1,989 | 2,983 | 1,237 | 1,285 | 586 | 220 | 2.72 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Adair | 3.4 | 149 | 564 | 537 | 441 | 480 | 1,229 | 953 | 1,300 | 414 | 422 | 226 | 85 | 2.44 |
| Adams | 2.0 | 69 | 324 | 332 | 278 | 318 | 679 | 594 | 753 | 236 | 243 | 131 | 43 | 2.40 |
| Allamakee | 5.2 | 188 | 903 | 933 | 715 | 766 | 1,695 | 1,410 | 1,736 | 730 | 711 | 407 | 206 | 2.65 |
| Appanoose | 5.6 | 245 | 919 | 946 | 770 | 771 | 1,949 | 1,610 | 1,985 | 799 | 715 | 349 | 142 | 2.45 |
| Audubon | 2.9 | 110 | 433 | 476 | 413 | 442 | 1,026 | 782 | 1,150 | 333 | 345 | 207 | 83 | 2.48 |
| Benton | 8.5 | 363 | 1,724 | 1,601 | 1,201 | 1,147 | 2,464 | 1,996 | 2,959 | 1,346 | 1,289 | 639 | 271 | 2.64 |
| Black Hawk | 46.5 | 3,748 | 8,555 | 10,030 | 6,942 | 6,239 | 10,986 | 11,913 | 16,112 | 7,517 | 6,754 | 3,000 | 1,204 | 2.64 |
| Boone | 9.8 | 463 | 1,839 | 2,022 | 1,355 | 1,357 | 2,764 | 2,527 | 3,593 | 1,465 | 1,427 | 574 | 214 | 2.56 |
| Bremer | 8.3 | 394 | 1,387 | 1,673 | 1,358 | 1,096 | 2,392 | 1,989 | 2,983 | 1,237 | 1,285 | 586 | 220 | 2.72 |
| Buchanan | 7.5 | 296 | 1,449 | 1,531 | 1,109 | 1,001 | 2,114 | 1,769 | 2,472 | 1,109 | 1,176 | 609 | 365 | 2.77 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average Household Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Total Households (Thousands) | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **IOWA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Buena Vista | 7.5 | 435 | 1,495 | 1,412 | 849 | 1,041 | 2,268 | 2,063 | 2,612 | 953 | 1,142 | 524 | 206 | 2.65 |
| Butler | 6.0 | 192 | 943 | 1,153 | 820 | 866 | 2,026 | 1,427 | 2,196 | 854 | 887 | 464 | 172 | 2.60 |
| Calhoun | 4.6 | 115 | 664 | 797 | 575 | 664 | 1,785 | 1,415 | 1,678 | 526 | 552 | 302 | 127 | 2.48 |
| Carroll | 7.9 | 354 | 1,517 | 1,443 | 1,043 | 1,102 | 2,441 | 2,133 | 2,535 | 1,078 | 1,072 | 682 | 400 | 2.70 |
| Cass | 6.1 | 251 | 1,040 | 1,079 | 836 | 869 | 2,025 | 1,806 | 2,204 | 784 | 769 | 377 | 160 | 2.46 |
| Cedar | 6.7 | 241 | 1,273 | 1,382 | 970 | 929 | 1,905 | 1,589 | 2,357 | 1,042 | 1,060 | 506 | 146 | 2.58 |
| Cerro Gordo | 19.0 | 1,121 | 3,875 | 3,676 | 2,512 | 2,626 | 5,190 | 5,575 | 6,616 | 2,733 | 2,676 | 1,102 | 298 | 2.45 |
| Cherokee | 5.4 | 203 | 915 | 1,017 | 735 | 878 | 1,652 | 1,502 | 1,885 | 713 | 759 | 371 | 170 | 2.57 |
| Chickasaw | 5.0 | 191 | 929 | 920 | 749 | 686 | 1,525 | 1,254 | 1,710 | 716 | 747 | 389 | 184 | 2.62 |
| Clarke | 3.3 | 145 | 620 | 616 | 463 | 445 | 1,011 | 885 | 1,196 | 464 | 469 | 217 | 69 | 2.52 |
| Clay | 7.0 | 414 | 1,368 | 1,422 | 937 | 952 | 1,907 | 1,950 | 2,447 | 977 | 956 | 515 | 155 | 2.49 |
| Clayton | 7.2 | 263 | 1,298 | 1,310 | 1,007 | 1,072 | 2,250 | 1,818 | 2,506 | 975 | 1,030 | 593 | 278 | 2.63 |
| Clinton | 19.6 | 954 | 3,810 | 3,921 | 2,957 | 2,727 | 5,231 | 5,012 | 6,605 | 3,168 | 2,927 | 1,322 | 566 | 2.59 |
| Crawford | 6.4 | 243 | 1,201 | 1,183 | 933 | 931 | 1,909 | 1,740 | 2,123 | 929 | 903 | 477 | 228 | 2.61 |
| Dallas | 11.3 | 451 | 2,367 | 2,569 | 1,766 | 1,425 | 2,722 | 2,499 | 3,957 | 1,904 | 1,859 | 741 | 340 | 2.65 |
| Davis | 3.1 | 119 | 562 | 566 | 454 | 433 | 966 | 721 | 1,134 | 416 | 504 | 200 | 125 | 2.65 |
| Decatur | 3.1 | 210 | 484 | 517 | 392 | 423 | 1,074 | 924 | 1,116 | 416 | 379 | 175 | 90 | 2.65 |
| Delaware | 6.4 | 266 | 1,346 | 1,218 | 937 | 921 | 1,712 | 1,397 | 2,081 | 910 | 1,037 | 625 | 350 | 2.81 |
| Des Moines | 16.8 | 763 | 3,062 | 3,527 | 2,552 | 2,324 | 4,572 | 4,543 | 5,652 | 2,704 | 2,419 | 1,049 | 433 | 2.53 |
| Dickinson | 6.2 | 236 | 968 | 1,230 | 834 | 936 | 1,996 | 1,750 | 2,422 | 814 | 779 | 330 | 105 | 2.40 |
| Dubuque | 30.7 | 1,657 | 6,222 | 6,486 | 4,706 | 4,292 | 7,337 | 7,480 | 9,522 | 4,987 | 4,879 | 2,497 | 1,335 | 2.81 |
| Emmet | 4.4 | 272 | 713 | 821 | 573 | 645 | 1,376 | 1,174 | 1,571 | 608 | 625 | 286 | 136 | 2.61 |
| Fayette | 8.4 | 342 | 1,439 | 1,523 | 1,117 | 1,248 | 2,731 | 2,299 | 2,885 | 1,195 | 1,124 | 649 | 248 | 2.57 |
| Floyd | 6.7 | 315 | 1,061 | 1,200 | 1,027 | 960 | 2,137 | 1,809 | 2,401 | 946 | 937 | 441 | 166 | 2.52 |
| Franklin | 4.5 | 172 | 755 | 846 | 612 | 648 | 1,467 | 1,247 | 1,621 | 604 | 630 | 284 | 114 | 2.49 |
| Fremont | 3.2 | 94 | 480 | 605 | 415 | 476 | 1,130 | 836 | 1,158 | 447 | 444 | 217 | 98 | 2.56 |
| Greene | 4.1 | 151 | 624 | 719 | 521 | 597 | 1,488 | 1,205 | 1,552 | 509 | 488 | 240 | 106 | 2.41 |
| Grundy | 4.7 | 136 | 770 | 882 | 725 | 650 | 1,537 | 1,166 | 1,768 | 668 | 665 | 342 | 91 | 2.53 |
| Guthrie | 4.4 | 151 | 666 | 769 | 631 | 727 | 1,456 | 1,191 | 1,682 | 597 | 560 | 263 | 107 | 2.45 |
| Hamilton | 6.3 | 249 | 1,141 | 1,210 | 857 | 933 | 1,910 | 1,575 | 2,332 | 896 | 962 | 383 | 152 | 2.52 |
| Hancock | 4.9 | 193 | 946 | 950 | 651 | 650 | 1,510 | 1,251 | 1,714 | 691 | 706 | 414 | 124 | 2.57 |
| Hardin | 7.5 | 295 | 1,232 | 1,335 | 1,004 | 1,077 | 2,557 | 2,098 | 2,800 | 990 | 1,028 | 438 | 146 | 2.51 |
| Harrison | 5.6 | 197 | 993 | 974 | 790 | 826 | 1,820 | 1,440 | 1,940 | 814 | 797 | 414 | 195 | 2.63 |
| Henry | 7.1 | 376 | 1,352 | 1,478 | 1,024 | 868 | 2,002 | 1,832 | 2,475 | 1,018 | 1,142 | 464 | 169 | 2.70 |
| Howard | 3.8 | 135 | 675 | 610 | 492 | 556 | 1,332 | 1,084 | 1,326 | 491 | 479 | 280 | 140 | 2.55 |
| Humboldt | 4.3 | 143 | 705 | 762 | 561 | 666 | 1,463 | 1,160 | 1,615 | 544 | 588 | 299 | 94 | 2.47 |
| Ida | 3.2 | 119 | 555 | 571 | 398 | 472 | 1,085 | 843 | 1,141 | 402 | 457 | 238 | 119 | 2.59 |
| Iowa | 5.7 | 225 | 1,083 | 1,070 | 740 | 820 | 1,762 | 1,431 | 2,051 | 878 | 798 | 393 | 149 | 2.54 |
| Jackson | 7.5 | 294 | 1,400 | 1,389 | 1,093 | 1,156 | 2,168 | 1,863 | 2,540 | 1,083 | 1,110 | 608 | 296 | 2.64 |
| Jasper | 13.6 | 596 | 2,617 | 2,738 | 2,009 | 2,068 | 3,572 | 3,223 | 4,996 | 2,227 | 2,023 | 849 | 282 | 2.56 |
| Jefferson | 6.3 | 253 | 1,070 | 1,819 | 896 | 719 | 1,543 | 1,776 | 2,174 | 1,000 | 840 | 388 | 122 | 2.59 |
| Johnson | 36.4 | 6,075 | 10,328 | 8,087 | 4,176 | 3,067 | 4,667 | 10,119 | 12,532 | 6,197 | 4,919 | 1,905 | 728 | 2.66 |
| Jones | 6.9 | 267 | 1,243 | 1,420 | 1,005 | 971 | 1,994 | 1,626 | 2,394 | 1,076 | 1,070 | 513 | 221 | 2.81 |
| Keokuk | 4.5 | 145 | 783 | 776 | 577 | 656 | 1,563 | 1,165 | 1,636 | 638 | 628 | 289 | 144 | 2.56 |
| Kossuth | 7.1 | 243 | 1,264 | 1,280 | 955 | 1,062 | 2,296 | 1,937 | 2,439 | 937 | 962 | 558 | 267 | 2.59 |
| Lee | 14.8 | 680 | 2,654 | 2,993 | 2,162 | 2,134 | 4,177 | 3,962 | 4,985 | 2,381 | 2,141 | 930 | 401 | 2.59 |
| Linn | 65.7 | 4,379 | 14,799 | 14,571 | 10,122 | 8,498 | 13,331 | 16,456 | 22,719 | 10,975 | 9,904 | 3,963 | 1,683 | 2.58 |
| Louisa | 4.3 | 213 | 861 | 888 | 646 | 593 | 1,099 | 944 | 1,436 | 756 | 717 | 320 | 127 | 2.70 |
| Lucas | 3.7 | 168 | 587 | 648 | 532 | 534 | 1,231 | 1,107 | 1,329 | 503 | 470 | 217 | 74 | 2.43 |
| Lyon | 4.3 | 147 | 769 | 784 | 541 | 689 | 1,370 | 961 | 1,481 | 596 | 601 | 414 | 247 | 2.77 |
| Madison | 4.7 | 180 | 817 | 989 | 682 | 617 | 1,415 | 1,109 | 1,677 | 677 | 718 | 367 | 152 | 2.66 |
| Mahaska | 8.3 | 467 | 1,616 | 1,602 | 1,075 | 1,096 | 2,444 | 2,073 | 3,013 | 1,180 | 1,301 | 516 | 217 | 2.59 |
| Marion | 10.9 | 551 | 2,118 | 2,228 | 1,612 | 1,471 | 2,920 | 2,694 | 3,768 | 1,591 | 1,811 | 769 | 267 | 2.76 |
| Marshall | 14.8 | 730 | 2,731 | 3,135 | 2,285 | 1,995 | 3,924 | 3,850 | 5,257 | 2,262 | 2,174 | 917 | 340 | 2.57 |
| Mills | 4.7 | 167 | 886 | 1,086 | 726 | 643 | 1,192 | 1,085 | 1,562 | 715 | 829 | 363 | 146 | 2.81 |
| Mitchell | 4.2 | 183 | 682 | 700 | 560 | 639 | 1,436 | 1,122 | 1,576 | 526 | 523 | 303 | 150 | 2.60 |
| Monona | 4.0 | 129 | 596 | 659 | 535 | 600 | 1,481 | 1,148 | 1,502 | 527 | 486 | 228 | 109 | 2.48 |
| Monroe | 3.2 | 117 | 538 | 553 | 430 | 469 | 1,093 | 895 | 1,103 | 458 | 418 | 223 | 103 | 2.53 |
| Montgomery | 4.9 | 208 | 842 | 897 | 602 | 701 | 1,650 | 1,423 | 1,789 | 657 | 640 | 285 | 106 | 2.45 |
| Muscatine | 14.8 | 759 | 3,207 | 3,240 | 2,259 | 1,910 | 3,425 | 3,408 | 4,807 | 2,532 | 2,446 | 1,101 | 506 | 2.70 |
| O'Brien | 5.9 | 292 | 1,046 | 1,028 | 745 | 860 | 1,929 | 1,601 | 2,154 | 735 | 738 | 436 | 216 | 2.59 |
| Osceola | 2.8 | 119 | 531 | 460 | 354 | 426 | 910 | 745 | 942 | 400 | 413 | 204 | 96 | 2.57 |
| Page | 6.6 | 237 | 1,006 | 1,222 | 915 | 926 | 2,294 | 1,893 | 2,351 | 884 | 896 | 414 | 162 | 2.53 |
| Palo Alto | 4.1 | 216 | 652 | 661 | 519 | 664 | 1,388 | 1,208 | 1,428 | 493 | 487 | 312 | 172 | 2.56 |
| Plymouth | 8.4 | 376 | 1,538 | 1,658 | 1,155 | 1,258 | 2,415 | 1,980 | 2,795 | 1,158 | 1,292 | 793 | 382 | 2.79 |
| Pocahontas | 3.8 | 98 | 635 | 622 | 545 | 559 | 1,341 | 1,079 | 1,375 | 475 | 527 | 238 | 106 | 2.47 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | Average Household Size |
| **IOWA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Polk | 130.4 | 9,525 | 31,691 | 29,146 | 19,098 | 16,077 | 24,863 | 35,166 | 44,063 | 21,665 | 18,862 | 7,448 | 3,196 | **2.53** |
| ☐ Pottawattamie | 31.3 | 1,613 | 6,556 | 6,405 | 4,723 | 4,691 | 7,312 | 7,290 | 10,502 | 5,389 | 4,929 | 2,248 | 942 | **2.64** |
| Poweshiek | 7.2 | 391 | 1,350 | 1,407 | 1,024 | 991 | 2,037 | 1,867 | 2,541 | 1,096 | 1,061 | 470 | 165 | **2.65** |
| Ringgold | 2.2 | 65 | 306 | 350 | 281 | 385 | 813 | 607 | 872 | 255 | 268 | 154 | 44 | **2.45** |
| Sac | 4.9 | 173 | 811 | 826 | 612 | 737 | 1,741 | 1,387 | 1,764 | 595 | 658 | 341 | 155 | **2.49** |
| Scott | 57.2 | 3,823 | 12,802 | 13,342 | 8,878 | 7,189 | 11,166 | 14,232 | 18,454 | 9,837 | 8,984 | 3,919 | 1,774 | **2.63** |
| Shelby | 5.0 | 190 | 880 | 888 | 679 | 739 | 1,624 | 1,242 | 1,817 | 671 | 702 | 380 | 188 | **2.62** |
| Sioux | 9.9 | 528 | 1,940 | 1,953 | 1,349 | 1,345 | 2,785 | 2,175 | 3,265 | 1,295 | 1,516 | 1,053 | 596 | **3.02** |
| Story | 25.9 | 4,332 | 6,074 | 5,151 | 3,213 | 2,561 | 4,569 | 6,575 | 9,379 | 4,321 | 3,692 | 1,428 | 505 | **2.86** |
| Tama | 6.7 | 290 | 1,130 | 1,168 | 1,000 | 993 | 2,119 | 1,665 | 2,504 | 948 | 932 | 430 | 221 | **2.58** |
| Taylor | 2.8 | 94 | 389 | 477 | 353 | 415 | 1,072 | 776 | 1,057 | 360 | 342 | 174 | 91 | **2.50** |
| Union | 5.2 | 293 | 911 | 989 | 689 | 676 | 1,642 | 1,540 | 1,797 | 703 | 722 | 323 | 115 | **2.44** |
| Van Buren | 3.0 | 110 | 505 | 521 | 400 | 446 | 1,018 | 809 | 1,094 | 427 | 379 | 197 | 94 | **2.53** |
| Wapello | 14.4 | 739 | 2,432 | 2,764 | 1,911 | 2,126 | 4,428 | 3,906 | 5,193 | 2,324 | 1,951 | 742 | 284 | **2.45** |
| Warren | 12.7 | 607 | 2,616 | 3,141 | 2,277 | 1,648 | 2,411 | 2,329 | 4,220 | 2,419 | 2,358 | 979 | 395 | **2.85** |
| Washington | 7.4 | 308 | 1,459 | 1,471 | 1,011 | 994 | 2,157 | 1,918 | 2,536 | 1,097 | 1,078 | 515 | 256 | **2.65** |
| Wayne | 2.9 | 90 | 421 | 432 | 341 | 430 | 1,186 | 828 | 1,129 | 357 | 369 | 147 | 70 | **2.41** |
| Webster | 15.8 | 970 | 2,959 | 3,012 | 2,155 | 2,299 | 4,405 | 4,411 | 5,486 | 2,346 | 2,189 | 1,008 | 360 | **2.53** |
| Winnebago | 4.7 | 178 | 862 | 896 | 626 | 613 | 1,525 | 1,369 | 1,625 | 635 | 654 | 315 | 102 | **2.55** |
| Winneshiek | 7.2 | 398 | 1,421 | 1,366 | 972 | 1,001 | 2,042 | 1,841 | 2,440 | 1,004 | 1,074 | 557 | 284 | **2.89** |
| Woodbury | 36.9 | 2,188 | 7,689 | 7,686 | 4,889 | 5,009 | 9,439 | 9,575 | 11,936 | 5,788 | 5,515 | 2,706 | 1,380 | **2.66** |
| Worth | 3.2 | 122 | 537 | 554 | 456 | 459 | 1,072 | 871 | 1,157 | 449 | 457 | 208 | 58 | **2.47** |
| Wright | 5.8 | 262 | 956 | 1,022 | 747 | 837 | 1,976 | 1,642 | 2,164 | 756 | 814 | 326 | 98 | **2.43** |
| **TOTAL METRO COUNTIES** | **467.4** | **34,460** | **105,012** | **103,136** | **68,935** | **59,231** | **96,626** | **119,048** | **157,000** | **77,915** | **70,248** | **29,992** | **13,197** | **2.62** |
| **TOTAL STATE** | **1,061.7** | **63,992** | **213,759** | **216,950** | **151,144** | **142,620** | **273,235** | **275,140** | **366,384** | **163,923** | **155,212** | **70,722** | **30,319** | **2.61** |
| **KANSAS** | | | | | | | | | | | | | | |
| **KANSAS CITY** | **609.4** | **32,516** | **143,845** | **139,747** | **95,239** | **78,601** | **119,452** | **158,325** | **196,280** | **104,890** | **92,451** | **38,435** | **19,019** | **2.60** |
| Johnson | 140.8 | 6,659 | 35,911 | 37,312 | 22,960 | 16,151 | 21,807 | 32,408 | 47,238 | 25,013 | 23,718 | 9,141 | 3,282 | 2.60 |
| Leavenworth | 20.1 | 869 | 4,302 | 5,527 | 3,149 | 2,490 | 3,763 | 4,063 | 6,000 | 3,679 | 3,937 | 1,657 | 764 | 3.25 |
| Miami | 8.5 | 330 | 1,685 | 1,816 | 1,408 | 1,180 | 2,081 | 1,850 | 2,820 | 1,412 | 1,520 | 602 | 296 | 2.80 |
| Wyandotte | 61.2 | 3,722 | 13,840 | 12,415 | 8,649 | 8,494 | 14,080 | 16,804 | 18,348 | 10,303 | 8,632 | 4,254 | 2,859 | 2.64 |
| *Cass, Mo.* | *23.3* | *1,060* | *5,319* | *5,284* | *4,084* | *3,108* | *4,445* | *4,457* | *7,502* | *4,401* | *4,374* | *1,816* | *750* | *2.79* |
| *Clay, Mo.* | *59.6* | *3,305* | *14,532* | *13,816* | *9,943* | *7,833* | *10,171* | *13,992* | *20,264* | *10,851* | *9,419* | *3,661* | *1,413* | *2.60* |
| *Jackson, Mo.* | *253.4* | *14,537* | *58,888* | *53,779* | *37,438* | *33,935* | *54,823* | *75,003* | *79,946* | *41,621* | *33,915* | *14,448* | *8,467* | *2.51* |
| *Lafayette, Mo.* | *11.8* | *549* | *2,154* | *2,236* | *1,806* | *1,682* | *3,373* | *2,923* | *3,965* | *1,912* | *1,825* | *795* | *380* | *2.65* |
| *Platte, Mo.* | *22.6* | *1,190* | *5,629* | *5,928* | *4,339* | *2,539* | *2,975* | *5,168* | *7,523* | *4,226* | *3,741* | *1,418* | *524* | *2.62* |
| *Ray, Mo.* | *8.1* | *295* | *1,585* | *1,634* | *1,463* | *1,189* | *1,934* | *1,657* | *2,674* | *1,472* | *1,370* | *643* | *284* | *2.73* |
| **LAWRENCE** | **30.6** | **6,120** | **7,688** | **6,332** | **3,551** | **2,641** | **4,268** | **8,250** | **10,774** | **5,164** | **4,205** | **1,577** | **630** | **2.71** |
| Douglas | 30.6 | 6,120 | 7,688 | 6,332 | 3,551 | 2,641 | 4,268 | 8,250 | 10,774 | 5,164 | 4,205 | 1,577 | 630 | 2.71 |
| **TOPEKA** | **64.2** | **3,906** | **13,942** | **14,260** | **9,504** | **8,799** | **13,789** | **17,748** | **21,447** | **10,499** | **9,247** | **3,609** | **1,650** | **2.52** |
| Shawnee | 64.2 | 3,906 | 13,942 | 14,260 | 9,504 | 8,799 | 13,789 | 17,748 | 21,447 | 10,499 | 9,247 | 3,609 | 1,650 | 2.52 |
| **WICHITA** | **176.7** | **11,910** | **43,571** | **39,362** | **24,712** | **22,648** | **34,497** | **46,088** | **57,427** | **29,138** | **26,402** | **11,647** | **5,998** | **2.60** |
| Butler | 18.7 | 894 | 3,751 | 4,311 | 2,783 | 2,663 | 4,298 | 3,831 | 6,429 | 3,158 | 3,203 | 1,454 | 625 | 2.74 |
| Sedgwick | 158.0 | 11,016 | 39,820 | 35,051 | 21,929 | 19,985 | 30,199 | 42,257 | 50,998 | 25,980 | 23,199 | 10,193 | 5,373 | 2.58 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Allen | 5.6 | 250 | 1,022 | 1,014 | 738 | 765 | 1,811 | 1,530 | 1,922 | 790 | 810 | 373 | 175 | **2.59** |
| Anderson | 3.0 | 109 | 483 | 494 | 402 | 425 | 1,087 | 789 | 1,124 | 414 | 362 | 185 | 126 | **2.57** |
| Atchison | 6.1 | 285 | 1,152 | 1,129 | 861 | 879 | 1,794 | 1,602 | 1,942 | 1,012 | 898 | 445 | 201 | **2.77** |
| Barber | 2.3 | 72 | 400 | 384 | 285 | 343 | 816 | 641 | 840 | 298 | 303 | 152 | 66 | **2.52** |
| Barton | 11.4 | 583 | 2,318 | 2,158 | 1,510 | 1,640 | 3,191 | 3,108 | 3,925 | 1,661 | 1,684 | 707 | 315 | **2.54** |
| Bourbon | 5.9 | 258 | 972 | 1,049 | 799 | 822 | 2,000 | 1,671 | 2,033 | 862 | 783 | 349 | 202 | **2.53** |
| Brown | 4.3 | 175 | 719 | 740 | 542 | 581 | 1,543 | 1,250 | 1,443 | 545 | 590 | 311 | 161 | **2.58** |
| Butler | 18.7 | 894 | 3,751 | 4,311 | 2,783 | 2,663 | 4,298 | 3,831 | 6,429 | 3,158 | 3,203 | 1,454 | 625 | **2.74** |
| Chase | 1.2 | 37 | 190 | 200 | 175 | 177 | 421 | 323 | 453 | 162 | 150 | 83 | 29 | **2.50** |
| Chautauqua | 1.8 | 33 | 256 | 253 | 269 | 243 | 746 | 560 | 674 | 218 | 198 | 110 | 40 | **2.39** |
| Cherokee | 8.4 | 413 | 1,422 | 1,547 | 1,299 | 1,137 | 2,582 | 2,213 | 2,790 | 1,380 | 1,272 | 506 | 239 | **2.54** |
| Cheyenne | 1.4 | 51 | 179 | 246 | 147 | 235 | 542 | 459 | 525 | 162 | 148 | 74 | 32 | **2.29** |
| Clark | 1.0 | 34 | 144 | 170 | 137 | 141 | 374 | 314 | 365 | 118 | 115 | 57 | 31 | **2.40** |
| Clay | 3.6 | 147 | 538 | 654 | 447 | 508 | 1,306 | 973 | 1,341 | 457 | 487 | 251 | 91 | **2.53** |
| Cloud | 4.4 | 291 | 683 | 687 | 565 | 567 | 1,607 | 1,316 | 1,627 | 542 | 563 | 246 | 106 | **2.48** |
| Coffey | 3.3 | 127 | 606 | 680 | 445 | 388 | 1,054 | 882 | 1,188 | 437 | 487 | 220 | 86 | **2.52** |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average Household Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **KANSAS (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Comanche | .9 | 38 | 135 | 134 | 130 | 111 | 352 | 275 | 327 | 126 | 102 | 47 | 23 | 2.56 |
| Cowley | 14.0 | 768 | 2,644 | 2,722 | 2,077 | 1,964 | 3,825 | 3,673 | 4,820 | 2,169 | 2,088 | 885 | 365 | 2.64 |
| Crawford | 14.5 | 1,413 | 2,557 | 2,437 | 1,746 | 1,666 | 4,681 | 4,603 | 4,906 | 2,092 | 1,800 | 763 | 336 | 2.43 |
| Decatur | 1.6 | 51 | 271 | 258 | 191 | 246 | 583 | 487 | 605 | 177 | 183 | 102 | 46 | 2.50 |
| Dickinson | 7.6 | 303 | 1,332 | 1,356 | 1,054 | 1,097 | 2,458 | 2,069 | 2,660 | 1,135 | 1,059 | 516 | 161 | 2.50 |
| Doniphan | 3.1 | 133 | 540 | 588 | 424 | 399 | 1,016 | 819 | 1,016 | 491 | 458 | 217 | 99 | 2.61 |
| Douglas | 30.6 | 6,120 | 7,688 | 6,332 | 3,551 | 2,641 | 4,268 | 8,250 | 10,774 | 5,164 | 4,205 | 1,577 | 630 | 2.71 |
| Edwards | 1.6 | 62 | 280 | 249 | 214 | 223 | 572 | 495 | 598 | 186 | 194 | 79 | 48 | 2.38 |
| Elk | 1.4 | 43 | 160 | 168 | 190 | 208 | 631 | 441 | 544 | 178 | 142 | 70 | 25 | 2.36 |
| Ellis | 10.0 | 1,200 | 2,127 | 2,077 | 1,219 | 1,179 | 2,198 | 2,905 | 3,278 | 1,395 | 1,471 | 687 | 264 | 2.58 |
| Ellsworth | 2.5 | 82 | 381 | 430 | 313 | 347 | 947 | 793 | 883 | 297 | 300 | 155 | 72 | 2.64 |
| Finney | 11.0 | 950 | 3,192 | 2,637 | 1,459 | 1,113 | 1,649 | 2,132 | 2,995 | 1,877 | 2,035 | 1,138 | 823 | 3.05 |
| Ford | 9.9 | 833 | 2,296 | 1,996 | 1,368 | 1,164 | 2,243 | 2,412 | 3,103 | 1,585 | 1,509 | 807 | 484 | 2.78 |
| Franklin | 8.3 | 466 | 1,708 | 1,575 | 1,184 | 1,134 | 2,233 | 2,008 | 2,838 | 1,308 | 1,283 | 609 | 254 | 2.65 |
| Geary | 10.6 | 1,731 | 2,993 | 1,989 | 1,264 | 1,100 | 1,523 | 2,073 | 3,374 | 2,236 | 1,839 | 749 | 329 | 2.85 |
| Gove | 1.3 | 46 | 222 | 227 | 160 | 199 | 446 | 383 | 448 | 160 | 184 | 89 | 36 | 2.46 |
| Graham | 1.4 | 35 | 234 | 221 | 201 | 235 | 474 | 394 | 531 | 155 | 181 | 95 | 44 | 2.50 |
| Grant | 2.4 | 143 | 600 | 571 | 371 | 322 | 393 | 426 | 724 | 388 | 469 | 249 | 144 | 3.00 |
| Gray | 1.9 | 106 | 404 | 441 | 276 | 230 | 443 | 428 | 592 | 290 | 301 | 198 | 91 | 2.84 |
| Greeley | .7 | 25 | 159 | 141 | 84 | 99 | 192 | 205 | 222 | 93 | 98 | 52 | 30 | 2.57 |
| Greenwood | 3.2 | 103 | 455 | 519 | 373 | 470 | 1,280 | 995 | 1,147 | 418 | 393 | 179 | 68 | 2.41 |
| Hamilton | .9 | 34 | 152 | 162 | 127 | 145 | 280 | 291 | 302 | 118 | 108 | 53 | 28 | 2.56 |
| Harper | 3.0 | 109 | 480 | 503 | 378 | 436 | 1,094 | 979 | 1,068 | 377 | 342 | 167 | 67 | 2.33 |
| Harvey | 11.6 | 542 | 2,242 | 2,497 | 1,641 | 1,612 | 3,066 | 2,919 | 4,027 | 1,791 | 1,739 | 770 | 354 | 2.67 |
| Haskell | 1.4 | 81 | 360 | 291 | 228 | 171 | 269 | 308 | 436 | 206 | 254 | 121 | 75 | 2.79 |
| Hodgeman | .8 | 12 | 151 | 137 | 109 | 140 | 251 | 191 | 296 | 106 | 110 | 66 | 31 | 2.75 |
| Jackson | 4.3 | 158 | 762 | 852 | 696 | 573 | 1,259 | 1,003 | 1,423 | 645 | 724 | 339 | 166 | 2.67 |
| Jefferson | 5.9 | 186 | 1,127 | 1,274 | 990 | 830 | 1,493 | 1,205 | 2,095 | 980 | 970 | 437 | 213 | 2.73 |
| Jewell | 1.7 | 48 | 227 | 277 | 195 | 284 | 669 | 485 | 692 | 190 | 188 | 104 | 41 | 2.41 |
| Johnson | 140.8 | 6,659 | 35,911 | 37,312 | 22,960 | 16,151 | 21,807 | 32,408 | 47,238 | 25,013 | 23,718 | 9,141 | 3,282 | 2.60 |
| Kearny | 1.4 | 67 | 333 | 319 | 186 | 188 | 307 | 282 | 432 | 204 | 261 | 133 | 88 | 2.93 |
| Kingman | 3.1 | 86 | 536 | 585 | 431 | 461 | 1,001 | 778 | 1,132 | 427 | 405 | 235 | 123 | 2.65 |
| Kiowa | 1.4 | 48 | 212 | 261 | 180 | 209 | 490 | 411 | 529 | 155 | 168 | 94 | 43 | 2.57 |
| Labette | 9.3 | 563 | 1,711 | 1,697 | 1,261 | 1,226 | 2,842 | 2,700 | 3,080 | 1,429 | 1,256 | 591 | 244 | 2.53 |
| Lane | 1.0 | 32 | 178 | 184 | 137 | 153 | 316 | 321 | 345 | 111 | 135 | 65 | 23 | 2.40 |
| Leavenworth | 20.1 | 869 | 4,302 | 5,527 | 3,149 | 2,490 | 3,763 | 4,063 | 6,000 | 3,679 | 3,937 | 1,657 | 764 | 3.25 |
| Lincoln | 1.5 | 33 | 200 | 252 | 181 | 229 | 605 | 445 | 588 | 161 | 178 | 92 | 36 | 2.40 |
| Linn | 3.2 | 111 | 488 | 514 | 445 | 517 | 1,125 | 770 | 1,243 | 440 | 433 | 211 | 103 | 2.59 |
| Logan | 1.2 | 32 | 197 | 213 | 150 | 214 | 394 | 345 | 433 | 141 | 144 | 92 | 45 | 2.50 |
| Lyon | 13.0 | 1,606 | 3,045 | 2,658 | 1,553 | 1,330 | 2,808 | 3,683 | 4,125 | 1,929 | 1,951 | 943 | 369 | 2.67 |
| McPherson | 10.2 | 508 | 2,000 | 2,062 | 1,411 | 1,348 | 2,871 | 2,602 | 3,658 | 1,434 | 1,506 | 709 | 291 | 2.67 |
| Marion | 4.9 | 157 | 776 | 801 | 662 | 709 | 1,795 | 1,302 | 1,881 | 672 | 599 | 320 | 126 | 2.61 |
| Marshall | 4.6 | 159 | 773 | 729 | 571 | 659 | 1,709 | 1,371 | 1,626 | 550 | 564 | 341 | 148 | 2.52 |
| Meade | 1.6 | 76 | 277 | 300 | 215 | 240 | 492 | 441 | 567 | 197 | 236 | 97 | 62 | 2.63 |
| Miami | 8.5 | 330 | 1,685 | 1,816 | 1,408 | 1,180 | 2,081 | 1,850 | 2,820 | 1,412 | 1,520 | 602 | 296 | 2.80 |
| Mitchell | 2.8 | 116 | 441 | 530 | 342 | 375 | 996 | 853 | 988 | 325 | 364 | 177 | 95 | 2.54 |
| Montgomery | 15.6 | 782 | 2,692 | 2,719 | 2,250 | 2,117 | 5,040 | 4,502 | 5,325 | 2,384 | 2,077 | 885 | 427 | 2.47 |
| Morris | 2.5 | 90 | 401 | 444 | 327 | 378 | 860 | 660 | 966 | 330 | 354 | 135 | 55 | 2.48 |
| Morton | 1.3 | 67 | 277 | 267 | 192 | 197 | 300 | 309 | 433 | 196 | 213 | 92 | 57 | 2.69 |
| Nemaha | 4.0 | 156 | 696 | 654 | 452 | 585 | 1,457 | 1,125 | 1,317 | 515 | 509 | 304 | 230 | 2.60 |
| Neosho | 6.7 | 298 | 1,248 | 1,183 | 913 | 940 | 2,118 | 1,859 | 2,366 | 960 | 902 | 439 | 174 | 2.51 |
| Ness | 1.7 | 42 | 308 | 280 | 196 | 247 | 627 | 564 | 574 | 186 | 245 | 98 | 33 | 2.35 |
| Norton | 2.3 | 76 | 326 | 375 | 311 | 356 | 856 | 752 | 830 | 258 | 288 | 127 | 45 | 2.52 |
| Osage | 5.8 | 199 | 1,109 | 1,138 | 847 | 845 | 1,662 | 1,340 | 2,092 | 892 | 907 | 400 | 169 | 2.64 |
| Osborne | 2.0 | 62 | 278 | 305 | 236 | 298 | 821 | 628 | 758 | 238 | 206 | 119 | 51 | 2.40 |
| Ottawa | 2.3 | 91 | 384 | 406 | 310 | 359 | 750 | 665 | 839 | 302 | 297 | 146 | 51 | 2.43 |
| Pawnee | 2.9 | 106 | 445 | 562 | 425 | 419 | 943 | 916 | 1,022 | 358 | 368 | 163 | 73 | 2.59 |
| Phillips | 2.7 | 83 | 429 | 482 | 361 | 382 | 963 | 782 | 1,010 | 323 | 350 | 175 | 60 | 2.44 |
| Pottawatomie | 6.0 | 337 | 1,328 | 1,291 | 806 | 724 | 1,514 | 1,354 | 2,061 | 922 | 947 | 493 | 223 | 2.72 |
| Pratt | 3.9 | 175 | 690 | 735 | 540 | 555 | 1,205 | 1,136 | 1,403 | 512 | 503 | 252 | 94 | 2.46 |
| Rawlins | 1.4 | 29 | 217 | 242 | 194 | 217 | 501 | 447 | 476 | 169 | 156 | 96 | 56 | 2.43 |
| Reno | 24.1 | 1,358 | 4,640 | 4,877 | 3,503 | 3,363 | 6,359 | 6,432 | 8,500 | 3,712 | 3,411 | 1,476 | 569 | 2.58 |
| Republic | 2.7 | 76 | 398 | 390 | 334 | 399 | 1,103 | 848 | 1,053 | 304 | 282 | 163 | 50 | 2.37 |
| Rice | 4.1 | 162 | 713 | 691 | 562 | 611 | 1,361 | 1,142 | 1,514 | 517 | 529 | 284 | 114 | 2.56 |
| Riley | 21.3 | 4,726 | 6,239 | 4,036 | 1,988 | 1,546 | 2,765 | 5,018 | 7,038 | 3,945 | 3,337 | 1,398 | 564 | 3.16 |
| Rooks | 2.4 | 83 | 403 | 404 | 284 | 342 | 884 | 722 | 870 | 280 | 282 | 174 | 72 | 2.46 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **METRO AREA** County | 12/31/90 Total Households (Thousands) | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | Average Household Size |
| **KANSAS (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Rush | 1.6 | 37 | 244 | 247 | 194 | 271 | 607 | 502 | 613 | 203 | 165 | 83 | 34 | 2.31 |
| Russell | 3.3 | 103 | 521 | 550 | 395 | 498 | 1,233 | 1,060 | 1,228 | 412 | 337 | 189 | 74 | 2.33 |
| Saline | 19.9 | 1,386 | 4,374 | 4,103 | 2,827 | 2,566 | 4,644 | 5,429 | 6,927 | 3,087 | 2,861 | 1,120 | 476 | 2.48 |
| Scott | 2.0 | 99 | 383 | 423 | 290 | 259 | 546 | 495 | 703 | 270 | 318 | 154 | 60 | 2.60 |
| Sedgwick | 158.0 | 11,016 | 39,820 | 35,051 | 21,929 | 19,985 | 30,199 | 42,257 | 50,998 | 25,980 | 23,199 | 10,193 | 5,373 | 2.38 |
| Seward | 6.6 | 559 | 1,756 | 1,394 | 903 | 829 | 1,159 | 1,396 | 2,031 | 1,184 | 1,127 | 513 | 349 | 2.83 |
| Shawnee | 64.2 | 3,906 | 13,942 | 14,260 | 9,504 | 8,799 | 13,789 | 17,748 | 21,447 | 10,499 | 9,247 | 3,609 | 1,650 | 2.52 |
| Sheridan | 1.2 | 46 | 206 | 221 | 152 | 208 | 367 | 355 | 404 | 146 | 154 | 105 | 36 | 2.50 |
| Sherman | 2.7 | 182 | 467 | 483 | 398 | 373 | 797 | 732 | 956 | 390 | 377 | 163 | 82 | 2.52 |
| Smith | 2.1 | 41 | 280 | 334 | 232 | 343 | 870 | 629 | 849 | 230 | 243 | 112 | 37 | 2.38 |
| Stafford | 2.2 | 92 | 352 | 363 | 283 | 306 | 804 | 677 | 814 | 264 | 238 | 151 | 56 | 2.41 |
| Stanton | .8 | 40 | 192 | 155 | 128 | 134 | 151 | 175 | 249 | 131 | 133 | 68 | 44 | 2.88 |
| Stevens | 1.9 | 98 | 417 | 370 | 278 | 243 | 494 | 468 | 617 | 281 | 303 | 150 | 81 | 2.68 |
| Sumner | 9.7 | 350 | 1,796 | 1,979 | 1,429 | 1,388 | 2,758 | 2,373 | 3,273 | 1,430 | 1,525 | 706 | 393 | 2.67 |
| Thomas | 3.1 | 268 | 624 | 637 | 404 | 408 | 759 | 804 | 1,067 | 445 | 445 | 223 | 116 | 2.65 |
| Trego | 1.5 | 38 | 249 | 249 | 193 | 216 | 555 | 440 | 535 | 190 | 189 | 105 | 41 | 2.47 |
| Wabaunsee | 2.5 | 80 | 445 | 473 | 372 | 373 | 757 | 576 | 892 | 381 | 374 | 173 | 104 | 2.64 |
| Wallace | .7 | 23 | 135 | 127 | 96 | 120 | 199 | 214 | 216 | 87 | 89 | 57 | 37 | 2.57 |
| Washington | 2.8 | 71 | 384 | 409 | 321 | 440 | 1,175 | 838 | 1,030 | 315 | 322 | 164 | 131 | 2.50 |
| Wichita | 1.0 | 42 | 198 | 210 | 141 | 148 | 261 | 247 | 318 | 146 | 147 | 99 | 43 | 2.70 |
| Wilson | 4.1 | 155 | 613 | 698 | 571 | 582 | 1,481 | 1,178 | 1,461 | 584 | 526 | 233 | 118 | 2.46 |
| Woodson | 1.7 | 46 | 231 | 285 | 185 | 248 | 705 | 524 | 643 | 191 | 200 | 92 | 50 | 2.41 |
| Wyandotte | 61.2 | 3,722 | 13,840 | 12,415 | 8,649 | 8,494 | 14,080 | 16,804 | 18,348 | 10,303 | 8,632 | 4,254 | 2,859 | 2.64 |
| **TOTAL METRO COUNTIES** | **502.1** | **33,516** | **120,939** | **117,024** | **73,933** | **62,403** | **94,285** | **127,211** | **164,054** | **85,208** | **77,661** | **32,487** | **15,479** | **2.63** |
| **TOTAL STATE** | **949.6** | **62,430** | **208,469** | **201,454** | **133,764** | **121,642** | **221,841** | **246,856** | **318,096** | **151,280** | **141,471** | **62,478** | **29,419** | **2.62** |
| **KENTUCKY** | | | | | | | | | | | | | | |
| **CLARKSVILLE - HOPKINSVILLE** | **56.4** | **5,736** | **14,871** | **11,783** | **7,682** | **6,917** | **9,411** | **10,747** | **17,893** | **12,240** | **9,852** | **3,890** | **1,778** | **3.02** |
| Christian | 21.5 | 2,090 | 5,496 | 4,075 | 2,868 | 2,656 | 4,315 | 4,439 | 6,585 | 4,542 | 3,523 | 1,596 | 815 | 3.20 |
| *Montgomery, Tenn.* | *34.9* | *3,646* | *9,375* | *7,708* | *4,814* | *4,261* | *5,096* | *6,308* | *11,308* | *7,698* | *6,329* | *2,294* | *963* | *2.92* |
| **HUNTINGTON - ASHLAND** | **119.0** | **6,171** | **20,768** | **23,775** | **19,466** | **18,527** | **30,293** | **28,289** | **38,741** | **23,324** | **18,776** | **7,040** | **2,830** | **2.61** |
| Boyd | 19.7 | 758 | 3,463 | 3,969 | 3,152 | 3,172 | 5,186 | 4,729 | 6,637 | 3,931 | 3,053 | 1,017 | 333 | 2.58 |
| Carter | 8.7 | 412 | 1,618 | 1,769 | 1,477 | 1,272 | 2,152 | 1,671 | 2,702 | 1,891 | 1,478 | 653 | 305 | 2.79 |
| Greenup | 13.4 | 488 | 2,330 | 3,009 | 2,494 | 2,195 | 2,884 | 2,426 | 4,453 | 2,924 | 2,350 | 883 | 364 | 2.74 |
| *Lawrence, Ohio* | *22.9* | *1,039* | *4,137* | *4,606* | *3,926* | *3,658* | *5,534* | *4,946* | *7,147* | *4,636* | *3,855* | *1,620* | *696* | *2.70* |
| *Cabell, W. Va.* | *38.8* | *2,837* | *6,569* | *7,233* | *5,708* | *5,837* | *10,616* | *11,238* | *12,795* | *6,900* | *5,305* | *1,852* | *710* | *2.47* |
| *Wayne, W. Va.* | *15.5* | *637* | *2,651* | *3,189* | *2,709* | *2,393* | *3,921* | *3,279* | *5,007* | *3,042* | *2,735* | *1,015* | *422* | *2.66* |
| **LEXINGTON-FAYETTE** | **135.1** | **10,754** | **33,429** | **31,062** | **20,099** | **16,063** | **23,693** | **34,843** | **44,668** | **25,405** | **20,074** | **7,204** | **2,906** | **2.60** |
| Bourbon | 7.2 | 344 | 1,395 | 1,524 | 1,154 | 993 | 1,790 | 1,529 | 2,340 | 1,472 | 1,250 | 433 | 176 | 2.67 |
| Clark | 11.0 | 484 | 2,156 | 2,497 | 1,859 | 1,577 | 2,427 | 2,207 | 3,584 | 2,343 | 1,894 | 664 | 308 | 2.69 |
| Fayette | 90.3 | 8,587 | 23,812 | 20,490 | 12,580 | 10,170 | 14,661 | 26,303 | 30,052 | 15,952 | 12,031 | 4,236 | 1,726 | 2.51 |
| Jessamine | 10.7 | 591 | 2,633 | 2,680 | 1,766 | 1,301 | 1,729 | 1,776 | 3,563 | 2,249 | 2,036 | 780 | 296 | 2.89 |
| Scott | 8.6 | 450 | 1,897 | 2,031 | 1,397 | 1,113 | 1,712 | 1,708 | 2,737 | 1,806 | 1,542 | 587 | 220 | 2.80 |
| Woodford | 7.3 | 298 | 1,536 | 1,840 | 1,343 | 909 | 1,374 | 1,320 | 2,392 | 1,583 | 1,321 | 504 | 180 | 2.77 |
| **LOUISVILLE** | **367.8** | **17,794** | **77,831** | **83,554** | **57,439** | **52,233** | **78,949** | **93,000** | **116,872** | **69,475** | **56,534** | **21,952** | **9,967** | **2.59** |
| Bullitt | 16.1 | 746 | 3,719 | 4,188 | 3,209 | 2,130 | 2,108 | 2,173 | 4,573 | 3,776 | 3,545 | 1,437 | 596 | 2.98 |
| Jefferson | 263.5 | 13,250 | 56,150 | 57,939 | 39,116 | 37,940 | 59,105 | 72,484 | 84,266 | 47,866 | 37,481 | 14,524 | 6,879 | 2.52 |
| Oldham | 10.9 | 308 | 2,211 | 3,451 | 2,266 | 1,270 | 1,394 | 1,504 | 3,213 | 2,488 | 2,426 | 922 | 347 | 3.11 |
| Shelby | 9.1 | 391 | 1,681 | 2,053 | 1,615 | 1,307 | 2,053 | 1,833 | 3,057 | 1,898 | 1,491 | 590 | 231 | 2.75 |
| *Clark, Ind.* | *33.3* | *1,504* | *6,996* | *7,687* | *5,464* | *4,799* | *6,850* | *7,761* | *10,589* | *6,486* | *5,523* | *2,072* | *869* | *2.63* |
| *Floyd, Ind.* | *24.2* | *1,130* | *4,894* | *5,706* | *3,955* | *3,294* | *5,221* | *5,301* | *7,802* | *4,805* | *4,050* | *1,598* | *644* | *2.68* |
| *Harrison, Ind.* | *10.7* | *465* | *2,180* | *2,530* | *1,814* | *1,493* | *2,218* | *1,944* | *3,372* | *2,156* | *2,018* | *809* | *401* | *2.82* |
| **OWENSBORO** | **33.0** | **1,818** | **6,867** | **6,930** | **5,112** | **4,818** | **7,455** | **8,173** | **10,400** | **6,050** | **5,271** | **2,146** | **960** | **2.64** |
| Daviess | 33.0 | 1,818 | 6,867 | 6,930 | 5,112 | 4,818 | 7,455 | 8,173 | 10,400 | 6,050 | 5,271 | 2,146 | 960 | 2.64 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Adair | 5.8 | 299 | 960 | 1,094 | 940 | 866 | 1,641 | 1,301 | 1,978 | 1,209 | 854 | 297 | 161 | 2.64 |
| Allen | 5.6 | 325 | 977 | 994 | 874 | 860 | 1,570 | 1,238 | 1,913 | 1,098 | 889 | 292 | 170 | 2.61 |
| Anderson | 5.5 | 236 | 1,163 | 1,264 | 917 | 706 | 1,214 | 1,098 | 1,823 | 1,131 | 967 | 334 | 147 | 2.67 |
| Ballard | 3.1 | 144 | 515 | 592 | 491 | 426 | 932 | 782 | 1,077 | 605 | 434 | 153 | 49 | 2.52 |
| Barren | 13.1 | 627 | 2,465 | 2,512 | 1,996 | 1,992 | 3,508 | 3,018 | 4,509 | 2,532 | 2,056 | 693 | 292 | 2.60 |
| Bath | 3.7 | 164 | 675 | 744 | 539 | 581 | 997 | 834 | 1,180 | 787 | 587 | 204 | 108 | 2.62 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average Household Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **KENTUCKY (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Bell | 11.4 | 575 | 2,168 | 2,339 | 1,771 | 1,635 | 2,912 | 2,508 | 3,342 | 2,469 | 1,949 | 732 | 400 | 2.74 |
| ☐ Boone | 20.5 | 941 | 4,989 | 5,342 | 3,500 | 2,613 | 3,115 | 3,777 | 6,063 | 4,113 | 3,957 | 1,762 | 828 | 2.86 |
| Bourbon | 7.2 | 344 | 1,395 | 1,524 | 1,154 | 993 | 1,790 | 1,529 | 2,340 | 1,472 | 1,250 | 433 | 176 | 2.67 |
| Boyd | 19.7 | 758 | 3,463 | 3,969 | 3,152 | 3,172 | 5,186 | 4,729 | 6,637 | 3,931 | 3,053 | 1,017 | 333 | 2.58 |
| Boyle | 9.5 | 469 | 1,721 | 1,984 | 1,524 | 1,415 | 2,387 | 2,319 | 3,242 | 1,799 | 1,478 | 468 | 194 | 2.71 |
| Bracken | 2.9 | 129 | 515 | 539 | 430 | 480 | 807 | 636 | 903 | 567 | 487 | 215 | 92 | 2.69 |
| Breathitt | 5.5 | 317 | 1,076 | 1,257 | 891 | 802 | 1,157 | 1,077 | 1,610 | 1,181 | 1,009 | 419 | 204 | 2.84 |
| Breckinridge | 6.2 | 236 | 1,069 | 1,245 | 1,021 | 954 | 1,675 | 1,412 | 1,997 | 1,174 | 1,022 | 409 | 186 | 2.63 |
| Bullitt | 16.1 | 746 | 3,719 | 4,188 | 3,209 | 2,130 | 2,108 | 2,173 | 4,573 | 3,776 | 3,545 | 1,437 | 596 | 2.98 |
| Butler | 4.2 | 228 | 766 | 811 | 718 | 588 | 1,089 | 900 | 1,327 | 870 | 742 | 263 | 98 | 2.69 |
| Caldwell | 5.3 | 224 | 845 | 965 | 779 | 815 | 1,672 | 1,378 | 1,834 | 929 | 782 | 270 | 107 | 2.49 |
| Calloway | 11.7 | 999 | 2,021 | 2,109 | 1,711 | 1,535 | 3,325 | 3,168 | 4,373 | 1,993 | 1,515 | 493 | 158 | 2.64 |
| ☐ Campbell | 31.3 | 1,661 | 6,897 | 6,563 | 4,466 | 4,454 | 7,259 | 7,905 | 9,204 | 5,601 | 4,849 | 2,436 | 1,305 | 2.69 |
| Carlisle | 2.1 | 95 | 312 | 367 | 308 | 314 | 704 | 526 | 731 | 371 | 303 | 127 | 42 | 2.48 |
| Carroll | 3.5 | 172 | 706 | 689 | 561 | 498 | 874 | 853 | 1,093 | 689 | 530 | 205 | 130 | 2.66 |
| Carter | 8.7 | 412 | 1,618 | 1,769 | 1,477 | 1,272 | 2,152 | 1,671 | 2,702 | 1,891 | 1,478 | 653 | 305 | 2.79 |
| Casey | 5.4 | 292 | 881 | 1,036 | 845 | 865 | 1,481 | 1,191 | 1,795 | 1,137 | 853 | 278 | 146 | 2.63 |
| Christian | 21.5 | 2,090 | 5,496 | 4,075 | 2,868 | 2,656 | 4,315 | 4,439 | 6,585 | 4,542 | 3,523 | 1,596 | 815 | 3.20 |
| Clark | 11.0 | 484 | 2,156 | 2,497 | 1,859 | 1,577 | 2,427 | 2,207 | 3,584 | 2,343 | 1,894 | 664 | 308 | 2.69 |
| Clay | 7.3 | 426 | 1,601 | 1,539 | 1,177 | 989 | 1,568 | 1,180 | 2,046 | 1,708 | 1,432 | 570 | 364 | 2.96 |
| Clinton | 3.6 | 150 | 629 | 681 | 606 | 574 | 960 | 878 | 1,221 | 681 | 533 | 196 | 91 | 2.53 |
| Crittenden | 3.6 | 161 | 612 | 637 | 579 | 525 | 1,086 | 921 | 1,260 | 643 | 520 | 167 | 89 | 2.56 |
| Cumberland | 2.7 | 107 | 463 | 457 | 372 | 451 | 850 | 657 | 970 | 532 | 343 | 136 | 62 | 2.48 |
| Daviess | 33.0 | 1,818 | 6,867 | 6,930 | 5,112 | 4,818 | 7,455 | 8,173 | 10,400 | 6,050 | 5,271 | 2,146 | 960 | 2.64 |
| Edmonson | 3.8 | 195 | 637 | 720 | 667 | 616 | 965 | 706 | 1,353 | 778 | 648 | 221 | 94 | 2.71 |
| Elliott | 2.3 | 125 | 440 | 482 | 358 | 330 | 565 | 444 | 702 | 500 | 391 | 162 | 101 | 2.83 |
| Estill | 5.4 | 253 | 970 | 1,092 | 892 | 774 | 1,419 | 1,126 | 1,644 | 1,190 | 898 | 345 | 197 | 2.70 |
| Fayette | 90.3 | 8,587 | 23,812 | 20,490 | 12,580 | 10,170 | 14,661 | 26,303 | 30,052 | 15,952 | 12,031 | 4,236 | 1,726 | 2.51 |
| Fleming | 4.6 | 231 | 842 | 864 | 710 | 682 | 1,271 | 1,038 | 1,473 | 918 | 736 | 293 | 142 | 2.67 |
| Floyd | 15.6 | 863 | 3,161 | 3,505 | 2,446 | 2,187 | 3,438 | 3,041 | 4,523 | 3,576 | 2,840 | 1,104 | 516 | 2.78 |
| Franklin | 17.5 | 1,002 | 3,528 | 4,054 | 2,865 | 2,416 | 3,635 | 4,719 | 5,671 | 3,438 | 2,497 | 872 | 303 | 2.51 |
| Fulton | 3.3 | 154 | 515 | 562 | 432 | 490 | 1,147 | 971 | 1,056 | 583 | 428 | 181 | 81 | 2.48 |
| Gallatin | 2.0 | 93 | 376 | 430 | 344 | 290 | 467 | 415 | 592 | 427 | 342 | 141 | 83 | 2.75 |
| Garrard | 4.4 | 196 | 837 | 848 | 688 | 652 | 1,179 | 879 | 1,553 | 952 | 687 | 223 | 106 | 2.64 |
| Grant | 5.6 | 332 | 1,147 | 1,159 | 1,004 | 724 | 1,234 | 1,090 | 1,702 | 1,189 | 979 | 394 | 246 | 2.84 |
| Graves | 13.4 | 587 | 2,359 | 2,536 | 2,061 | 1,801 | 4,056 | 3,330 | 4,675 | 2,464 | 2,020 | 646 | 265 | 2.50 |
| Grayson | 8.0 | 413 | 1,489 | 1,555 | 1,273 | 1,267 | 2,003 | 1,724 | 2,679 | 1,618 | 1,262 | 519 | 198 | 2.64 |
| Green | 4.1 | 179 | 717 | 734 | 638 | 618 | 1,214 | 950 | 1,450 | 855 | 580 | 195 | 70 | 2.51 |
| Greenup | 13.4 | 488 | 2,330 | 3,009 | 2,494 | 2,195 | 2,884 | 2,426 | 4,453 | 2,924 | 2,350 | 883 | 364 | 2.74 |
| Hancock | 2.8 | 143 | 568 | 670 | 489 | 379 | 551 | 493 | 873 | 590 | 540 | 226 | 78 | 2.82 |
| Hardin | 29.3 | 2,481 | 7,691 | 6,689 | 4,356 | 3,587 | 4,496 | 5,457 | 8,897 | 6,181 | 5,571 | 2,210 | 984 | 3.04 |
| Harlan | 13.1 | 639 | 2,459 | 2,841 | 1,955 | 1,861 | 3,345 | 2,870 | 3,735 | 2,680 | 2,375 | 945 | 495 | 2.75 |
| Harrison | 6.1 | 296 | 1,125 | 1,229 | 945 | 863 | 1,642 | 1,374 | 1,990 | 1,160 | 1,009 | 387 | 180 | 2.67 |
| Hart | 5.7 | 270 | 1,020 | 1,044 | 913 | 858 | 1,595 | 1,300 | 1,876 | 1,174 | 849 | 343 | 158 | 2.61 |
| ☐ Henderson | 16.6 | 847 | 3,601 | 3,637 | 2,594 | 2,291 | 3,630 | 3,910 | 5,382 | 3,246 | 2,722 | 947 | 393 | 2.60 |
| Henry | 4.9 | 182 | 940 | 992 | 849 | 693 | 1,244 | 1,067 | 1,623 | 1,019 | 756 | 305 | 130 | 2.61 |
| Hickman | 2.2 | 81 | 362 | 395 | 330 | 317 | 715 | 561 | 773 | 416 | 305 | 99 | 46 | 2.50 |
| Hopkins | 17.8 | 889 | 3,448 | 3,770 | 2,753 | 2,440 | 4,500 | 4,095 | 5,876 | 3,583 | 2,863 | 988 | 395 | 2.59 |
| Jackson | 4.4 | 272 | 851 | 911 | 663 | 589 | 1,114 | 887 | 1,382 | 933 | 755 | 274 | 169 | 2.73 |
| Jefferson | 263.5 | 13,250 | 56,150 | 57,939 | 39,116 | 37,940 | 59,105 | 72,484 | 84,266 | 47,866 | 37,481 | 14,524 | 6,879 | 2.52 |
| Jessamine | 10.7 | 591 | 2,633 | 2,680 | 1,766 | 1,301 | 1,729 | 1,776 | 3,563 | 2,249 | 2,036 | 780 | 296 | 2.89 |
| Johnson | 8.4 | 435 | 1,592 | 1,923 | 1,348 | 1,174 | 1,928 | 1,726 | 2,550 | 1,790 | 1,510 | 568 | 256 | 2.75 |
| ☐ Kenton | 52.9 | 2,822 | 12,588 | 11,947 | 7,770 | 6,922 | 10,851 | 13,317 | 15,386 | 9,519 | 8,588 | 3,990 | 2,100 | 2.69 |
| Knott | 6.1 | 319 | 1,335 | 1,417 | 970 | 798 | 1,261 | 1,112 | 1,676 | 1,381 | 1,186 | 498 | 247 | 2.93 |
| Knox | 10.7 | 648 | 2,035 | 2,212 | 1,742 | 1,446 | 2,617 | 2,236 | 3,209 | 2,296 | 1,833 | 749 | 377 | 2.77 |
| Larue | 4.5 | 195 | 779 | 875 | 742 | 670 | 1,239 | 1,006 | 1,568 | 862 | 676 | 273 | 115 | 2.60 |
| Laurel | 15.7 | 906 | 3,273 | 3,524 | 2,532 | 2,181 | 3,284 | 2,778 | 4,962 | 3,626 | 2,800 | 1,025 | 509 | 2.79 |
| Lawrence | 5.0 | 225 | 906 | 1,066 | 794 | 764 | 1,245 | 1,009 | 1,477 | 1,027 | 919 | 373 | 195 | 2.80 |
| Lee | 2.8 | 167 | 492 | 551 | 417 | 439 | 734 | 636 | 888 | 581 | 434 | 167 | 94 | 2.64 |
| Leslie | 4.7 | 313 | 1,058 | 1,059 | 716 | 678 | 876 | 750 | 1,324 | 1,115 | 992 | 361 | 158 | 2.89 |
| Letcher | 9.6 | 465 | 1,884 | 2,147 | 1,485 | 1,399 | 2,220 | 1,887 | 2,834 | 2,061 | 1,812 | 687 | 319 | 2.78 |
| Lewis | 4.7 | 245 | 912 | 940 | 741 | 670 | 1,192 | 924 | 1,444 | 1,041 | 788 | 337 | 166 | 2.77 |
| Lincoln | 7.5 | 392 | 1,449 | 1,432 | 1,150 | 1,112 | 1,965 | 1,522 | 2,452 | 1,515 | 1,319 | 483 | 209 | 2.68 |
| Livingston | 3.6 | 141 | 652 | 737 | 577 | 564 | 929 | 846 | 1,234 | 755 | 550 | 171 | 44 | 2.50 |
| Logan | 9.3 | 404 | 1,771 | 1,751 | 1,516 | 1,371 | 2,487 | 2,140 | 2,967 | 1,828 | 1,575 | 566 | 224 | 2.63 |
| Lyon | 2.3 | 71 | 313 | 413 | 362 | 397 | 744 | 626 | 873 | 419 | 274 | 77 | 31 | 2.87 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average Household Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Total Households (Thousands) | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **KENTUCKY (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| McCracken | 25.6 | 1,148 | 4,892 | 5,232 | 3,816 | 3,618 | 6,894 | 6,904 | 8,811 | 4,605 | 3,598 | 1,216 | 466 | 2.46 |
| McCreary | 5.4 | 343 | 995 | 1,160 | 893 | 761 | 1,248 | 1,089 | 1,540 | 1,127 | 994 | 429 | 221 | 2.87 |
| McLean | 3.7 | 159 | 628 | 763 | 620 | 516 | 1,014 | 826 | 1,249 | 728 | 594 | 227 | 76 | 2.59 |
| Madison | 20.2 | 2,035 | 4,280 | 4,315 | 3,101 | 2,527 | 3,942 | 4,401 | 6,879 | 4,293 | 3,114 | 1,069 | 444 | 2.87 |
| Magoffin | 4.4 | 300 | 1,016 | 962 | 703 | 548 | 871 | 740 | 1,259 | 950 | 883 | 379 | 189 | 2.95 |
| Marion | 5.7 | 266 | 1,147 | 1,219 | 849 | 824 | 1,395 | 1,224 | 1,651 | 1,116 | 1,008 | 478 | 223 | 2.88 |
| Marshall | 10.8 | 447 | 1,829 | 2,031 | 1,765 | 1,733 | 2,995 | 2,327 | 4,147 | 2,038 | 1,605 | 526 | 157 | 2.53 |
| Martin | 4.3 | 277 | 956 | 1,016 | 679 | 559 | 813 | 729 | 1,153 | 1,000 | 893 | 367 | 158 | 2.88 |
| Mason | 6.5 | 323 | 1,190 | 1,251 | 925 | 986 | 1,825 | 1,643 | 2,095 | 1,256 | 970 | 384 | 152 | 2.55 |
| Meade | 8.2 | 579 | 2,682 | 1,765 | 1,135 | 909 | 1,130 | 1,178 | 2,269 | 1,823 | 1,857 | 756 | 317 | 2.98 |
| Menifee | 1.8 | 94 | 368 | 355 | 296 | 261 | 426 | 357 | 588 | 378 | 320 | 102 | 55 | 2.83 |
| Mercer | 7.4 | 334 | 1,326 | 1,490 | 1,197 | 1,118 | 1,935 | 1,633 | 2,558 | 1,429 | 1,186 | 432 | 162 | 2.58 |
| Metcalfe | 3.4 | 159 | 619 | 599 | 538 | 553 | 932 | 748 | 1,145 | 722 | 501 | 200 | 84 | 2.65 |
| Monroe | 4.5 | 194 | 827 | 797 | 742 | 672 | 1,268 | 1,094 | 1,519 | 911 | 658 | 232 | 86 | 2.51 |
| Montgomery | 7.3 | 384 | 1,357 | 1,606 | 1,190 | 1,064 | 1,699 | 1,528 | 2,346 | 1,551 | 1,229 | 482 | 164 | 2.67 |
| Morgan | 4.1 | 207 | 806 | 839 | 621 | 622 | 1,005 | 802 | 1,262 | 919 | 685 | 269 | 163 | 2.83 |
| Muhlenberg | 11.6 | 558 | 2,074 | 2,318 | 1,854 | 1,642 | 3,154 | 2,497 | 3,824 | 2,285 | 2,009 | 710 | 275 | 2.69 |
| Nelson | 10.5 | 536 | 2,377 | 2,450 | 1,651 | 1,408 | 2,078 | 2,067 | 3,065 | 2,136 | 1,974 | 865 | 393 | 2.85 |
| Nicholas | 2.6 | 114 | 457 | 502 | 400 | 374 | 753 | 622 | 848 | 516 | 413 | 138 | 63 | 2.58 |
| Ohio | 7.8 | 365 | 1,383 | 1,536 | 1,300 | 1,155 | 2,061 | 1,619 | 2,566 | 1,526 | 1,326 | 548 | 215 | 2.69 |
| Oldham | 10.9 | 308 | 2,211 | 3,451 | 2,266 | 1,270 | 1,394 | 1,504 | 3,213 | 2,488 | 2,426 | 922 | 347 | 3.11 |
| Owen | 3.4 | 127 | 645 | 678 | 518 | 539 | 893 | 774 | 1,117 | 639 | 544 | 224 | 102 | 2.68 |
| Owsley | 1.8 | 100 | 332 | 350 | 285 | 246 | 487 | 352 | 597 | 407 | 274 | 114 | 56 | 2.78 |
| Pendleton | 4.4 | 243 | 976 | 879 | 644 | 647 | 1,011 | 921 | 1,337 | 863 | 762 | 322 | 195 | 2.75 |
| Perry | 10.5 | 560 | 2,167 | 2,379 | 1,718 | 1,479 | 2,197 | 1,994 | 2,845 | 2,441 | 1,982 | 815 | 423 | 2.86 |
| Pike | 25.9 | 1,295 | 5,387 | 5,983 | 4,258 | 3,725 | 5,252 | 4,830 | 7,649 | 5,995 | 5,068 | 1,695 | 663 | 2.78 |
| Powell | 4.1 | 223 | 850 | 914 | 714 | 555 | 844 | 729 | 1,194 | 886 | 786 | 333 | 172 | 2.88 |
| Pulaski | 19.0 | 962 | 3,496 | 3,792 | 3,082 | 2,952 | 4,716 | 4,126 | 6,506 | 3,936 | 2,984 | 1,036 | 412 | 2.62 |
| Robertson | .8 | 33 | 125 | 137 | 127 | 118 | 260 | 221 | 214 | 165 | 123 | 50 | 27 | 2.63 |
| Rockcastle | 5.5 | 338 | 1,032 | 1,056 | 885 | 837 | 1,352 | 1,139 | 1,740 | 1,180 | 894 | 377 | 170 | 2.71 |
| Rowan | 6.8 | 788 | 1,380 | 1,299 | 1,047 | 885 | 1,401 | 1,646 | 2,378 | 1,373 | 898 | 343 | 162 | 3.00 |
| Russell | 5.9 | 306 | 1,049 | 1,074 | 913 | 919 | 1,639 | 1,402 | 2,066 | 1,206 | 830 | 287 | 109 | 2.51 |
| Scott | 8.6 | 450 | 1,897 | 2,031 | 1,397 | 1,113 | 1,712 | 1,708 | 2,737 | 1,806 | 1,542 | 587 | 220 | 2.80 |
| Shelby | 9.1 | 391 | 1,681 | 2,053 | 1,615 | 1,307 | 2,053 | 1,833 | 3,057 | 1,898 | 1,491 | 590 | 231 | 2.75 |
| Simpson | 5.8 | 325 | 1,151 | 1,190 | 895 | 775 | 1,464 | 1,344 | 1,861 | 1,174 | 925 | 356 | 140 | 2.60 |
| Spencer | 2.5 | 97 | 527 | 531 | 416 | 371 | 558 | 463 | 776 | 546 | 460 | 181 | 74 | 2.76 |
| Taylor | 8.2 | 440 | 1,608 | 1,600 | 1,293 | 1,262 | 1,997 | 1,841 | 2,850 | 1,658 | 1,302 | 410 | 139 | 2.59 |
| Todd | 4.1 | 219 | 789 | 714 | 595 | 610 | 1,173 | 913 | 1,319 | 831 | 660 | 223 | 154 | 2.66 |
| Trigg | 4.1 | 152 | 582 | 708 | 663 | 673 | 1,322 | 933 | 1,550 | 783 | 511 | 214 | 109 | 2.54 |
| Trimble | 2.3 | 116 | 424 | 500 | 398 | 303 | 559 | 466 | 756 | 504 | 379 | 142 | 53 | 2.65 |
| Union | 5.5 | 258 | 1,048 | 1,224 | 819 | 757 | 1,394 | 1,270 | 1,639 | 1,043 | 1,022 | 384 | 142 | 2.98 |
| Warren | 28.9 | 2,675 | 6,136 | 6,225 | 4,612 | 3,590 | 5,662 | 7,124 | 9,540 | 5,603 | 4,412 | 1,559 | 662 | 2.66 |
| Washington | 3.7 | 145 | 721 | 742 | 553 | 518 | 1,021 | 736 | 1,141 | 767 | 622 | 287 | 147 | 2.81 |
| Wayne | 6.5 | 350 | 1,183 | 1,300 | 985 | 1,008 | 1,674 | 1,288 | 2,236 | 1,314 | 1,049 | 424 | 189 | 2.69 |
| Webster | 5.3 | 253 | 948 | 1,007 | 786 | 783 | 1,523 | 1,248 | 1,747 | 964 | 924 | 319 | 98 | 2.60 |
| Whitley | 12.1 | 700 | 2,260 | 2,435 | 2,031 | 1,695 | 2,979 | 2,641 | 3,809 | 2,474 | 2,018 | 782 | 376 | 2.75 |
| Wolfe | 2.5 | 121 | 521 | 509 | 408 | 381 | 560 | 612 | 741 | 519 | 411 | 153 | 64 | 2.60 |
| Woodford | 7.3 | 298 | 1,536 | 1,840 | 1,343 | 909 | 1,374 | 1,320 | 2,392 | 1,583 | 1,321 | 504 | 180 | 2.77 |
| **TOTAL METRO COUNTIES** | **652.3** | **37,286** | **145,039** | **145,934** | **99,738** | **89,103** | **135,200** | **163,184** | **206,589** | **123,250** | **100,808** | **40,107** | **18,362** | **2.63** |
| **TOTAL STATE** | **1,380.6** | **78,111** | **287,658** | **296,350** | **214,431** | **192,549** | **311,501** | **321,835** | **440,751** | **272,456** | **221,749** | **85,275** | **38,534** | **2.67** |
| **LOUISIANA** | | | | | | | | | | | | | | |
| **ALEXANDRIA** | **45.7** | **2,550** | **9,821** | **9,548** | **7,182** | **6,502** | **10,097** | **10,501** | **13,533** | **8,650** | **7,370** | **3,515** | **2,131** | **2.87** |
| Rapides | 45.7 | 2,550 | 9,821 | 9,548 | 7,182 | 6,502 | 10,097 | 10,501 | 13,533 | 8,650 | 7,370 | 3,515 | 2,131 | 2.87 |
| **BATON ROUGE** | **188.3** | **14,959** | **44,891** | **45,512** | **29,237** | **22,755** | **30,946** | **42,974** | **55,160** | **35,237** | **32,253** | **14,698** | **7,978** | **2.81** |
| Ascension | 19.4 | 986 | 4,943 | 4,923 | 3,180 | 2,356 | 3,012 | 3,262 | 5,272 | 3,995 | 3,935 | 1,935 | 1,001 | 3.02 |
| East Baton Rouge | 138.4 | 12,368 | 32,782 | 33,144 | 20,854 | 16,398 | 22,854 | 34,517 | 41,287 | 25,060 | 22,070 | 9,900 | 5,566 | 2.74 |
| Livingston | 23.9 | 1,295 | 5,644 | 5,942 | 4,089 | 3,092 | 3,838 | 3,933 | 6,722 | 4,924 | 5,007 | 2,262 | 1,052 | 2.97 |
| West Baton Rouge | 6.6 | 310 | 1,522 | 1,503 | 1,114 | 909 | 1,242 | 1,262 | 1,879 | 1,258 | 1,241 | 601 | 359 | 2.94 |
| **HOUMA - THIBODAUX** | **60.4** | **3,758** | **14,504** | **13,584** | **9,830** | **8,303** | **10,421** | **10,480** | **16,719** | **12,397** | **11,458** | **5,719** | **3,627** | **3.02** |
| Lafourche | 28.7 | 1,987 | 6,864 | 6,241 | 4,548 | 3,927 | 5,133 | 4,956 | 8,237 | 6,061 | 5,386 | 2,561 | 1,499 | 2.98 |
| Terrebonne | 31.7 | 1,771 | 7,640 | 7,343 | 5,282 | 4,376 | 5,288 | 5,524 | 8,482 | 6,336 | 6,072 | 3,158 | 2,128 | 3.05 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average Household Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **LOUISIANA (continued)** | | | | | | | | | | | | | | |
| **LAFAYETTE** | **74.8** | **5,858** | **19,480** | **17,555** | **10,858** | **9,425** | **11,624** | **17,508** | **21,676** | **14,028** | **12,529** | **5,909** | **3,150** | **2.78** |
| Lafayette | 60.2 | 5,046 | 16,057 | 14,307 | 8,473 | 7,473 | 8,844 | 14,815 | 17,808 | 11,045 | 9,823 | 4,457 | 2,252 | **2.73** |
| St. Martin | 14.6 | 812 | 3,423 | 3,248 | 2,385 | 1,952 | 2,780 | 2,693 | 3,868 | 2,983 | 2,706 | 1,452 | **898** | **3.01** |
| **LAKE CHARLES** | **60.3** | **3,375** | **13,069** | **13,299** | **9,441** | **8,904** | **12,212** | **13,366** | **18,059** | **11,123** | **10,387** | **4,789** | **2,576** | **2.79** |
| Calcasieu | 60.3 | 3,375 | 13,069 | 13,299 | 9,441 | 8,904 | 12,212 | 13,366 | 18,059 | 11,123 | 10,387 | 4,789 | 2,576 | **2.79** |
| **MONROE** | **50.4** | **3,601** | **10,743** | **10,756** | **7,633** | **6,933** | **10,734** | **12,140** | **15,008** | **9,115** | **7,925** | **3,620** | **2,592** | **2.82** |
| Ouachita | 50.4 | 3,601 | 10,743 | 10,756 | 7,633 | 6,933 | 10,734 | 12,140 | 15,008 | 9,115 | 7,925 | 3,620 | 2,592 | **2.82** |
| **NEW ORLEANS** | **454.0** | **23,652** | **100,375** | **107,026** | **71,736** | **61,680** | **89,531** | **119,819** | **127,390** | **82,217** | **69,354** | **33,191** | **22,029** | **2.72** |
| Jefferson | 166.2 | 8,361 | 38,243 | 39,839 | 27,860 | 22,724 | 29,173 | 41,425 | 47,892 | 31,069 | 26,614 | 12,101 | 7,099 | **2.69** |
| Orleans | 186.5 | 11,339 | 39,122 | 40,853 | 26,526 | 25,035 | 43,625 | 60,127 | 50,538 | 30,446 | 23,095 | 12,033 | 10,261 | **2.64** |
| St. Bernard | 23.1 | 986 | 4,773 | 5,264 | 3,636 | 3,736 | 4,705 | 4,220 | 6,670 | 4,952 | 4,361 | 1,911 | **986** | **2.88** |
| St. Charles | 14.4 | 606 | 3,834 | 3,690 | 2,312 | 1,958 | 2,000 | 2,533 | 3,900 | 3,041 | 2,918 | 1,331 | 677 | **2.97** |
| St. John the Baptist | 12.8 | 514 | 3,475 | 3,378 | 2,069 | 1,491 | 1,873 | 2,075 | 3,033 | 2,602 | 2,811 | 1,401 | **878** | **3.15** |
| St. Tammany | 51.0 | 1,846 | 10,928 | 14,002 | 9,333 | 6,736 | 8,155 | 9,439 | 15,357 | 10,107 | 9,555 | 4,414 | 2,128 | **2.87** |
| **SHREVEPORT** | **123.5** | **6,730** | **26,406** | **26,785** | **19,132** | **17,564** | **26,883** | **31,652** | **37,216** | **22,035** | **18,730** | **8,356** | **5,511** | **2.70** |
| Bossier | 30.7 | 1,828 | 7,623 | 6,919 | 5,045 | 4,269 | 5,016 | 6,498 | 9,241 | 6,126 | 5,503 | 2,193 | 1,139 | **2.80** |
| Caddo | 92.8 | 4,902 | 18,783 | 19,866 | 14,087 | 13,295 | 21,867 | 25,154 | 27,975 | 15,909 | 13,227 | 6,163 | 4,372 | **2.66** |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Acadia | 19.2 | 1,004 | 4,137 | 3,882 | 2,998 | 2,870 | 4,309 | 4,008 | 5,493 | 3,546 | 3,253 | 1,794 | 1,106 | **2.89** |
| Allen | 7.1 | 367 | 1,489 | 1,545 | 1,245 | 1,275 | 1,179 | 1,511 | 2,079 | 1,383 | 1,166 | 617 | 344 | **3.01** |
| Ascension | 19.4 | 986 | 4,943 | 4,923 | 3,180 | 2,356 | 3,012 | 3,262 | 5,272 | 3,995 | 3,935 | 1,935 | 1,001 | **3.02** |
| Assumption | 7.3 | 324 | 1,532 | 1,602 | 1,194 | 1,029 | 1,619 | 1,332 | 1,932 | 1,390 | 1,349 | 749 | **548** | **3.10** |
| Avoyelles | 13.4 | 600 | 2,406 | 2,585 | 2,041 | 2,080 | 3,688 | 3,011 | 4,062 | 2,442 | 2,044 | 1,128 | 713 | **2.90** |
| Beauregard | 10.3 | 598 | 2,100 | 2,285 | 1,638 | 1,514 | 2,165 | 2,107 | 3,157 | 1,945 | 1,712 | 925 | 454 | **2.91** |
| Bienville | 5.8 | 220 | 948 | 1,026 | 837 | 890 | 1,879 | 1,522 | 1,773 | 962 | 843 | 400 | 300 | **2.74** |
| Bossier | 30.7 | 1,828 | 7,623 | 6,919 | 5,045 | 4,269 | 5,016 | 6,498 | 9,241 | 6,126 | 5,503 | 2,193 | 1,139 | **2.80** |
| Caddo | 92.8 | 4,902 | 18,783 | 19,866 | 14,087 | 13,295 | 21,867 | 25,154 | 27,975 | 15,909 | 13,227 | 6,163 | 4,372 | **2.66** |
| Calcasieu | 60.3 | 3,375 | 13,069 | 13,299 | 9,441 | 8,904 | 12,212 | 13,366 | 18,059 | 11,123 | 10,387 | 4,789 | 2,576 | **2.79** |
| Caldwell | 3.5 | 160 | 623 | 676 | 547 | 530 | 964 | 791 | 1,066 | 694 | 569 | 252 | 128 | **2.77** |
| Cameron | 3.1 | 139 | 735 | 636 | 476 | 492 | 622 | 526 | 947 | 585 | 585 | 295 | 162 | **2.97** |
| Catahoula | 3.9 | 167 | 748 | 766 | 577 | 624 | 1,018 | 891 | 1,115 | 741 | 661 | 301 | 191 | **2.79** |
| Claiborne | 6.1 | 244 | 1,039 | 1,217 | 988 | 1,102 | 1,510 | 1,661 | 1,907 | 892 | 890 | 416 | 334 | **2.85** |
| Concordia | 7.2 | 298 | 1,302 | 1,444 | 1,139 | 1,265 | 1,752 | 1,567 | 2,130 | 1,362 | 1,216 | 548 | 377 | **2.85** |
| De Soto | 9.1 | 380 | 1,669 | 1,744 | 1,406 | 1,361 | 2,540 | 2,153 | 2,661 | 1,684 | 1,425 | 651 | 526 | **2.77** |
| East Baton Rouge | 138.4 | 12,368 | 32,782 | 33,144 | 20,854 | 16,398 | 22,854 | 34,517 | 41,287 | 25,060 | 22,070 | 9,900 | 5,566 | **2.74** |
| East Carroll | 3.1 | 157 | 558 | 575 | 440 | 481 | 889 | 754 | 850 | 490 | 412 | 283 | 311 | **3.10** |
| East Feliciana | 5.6 | 199 | 1,141 | 1,288 | 982 | 776 | 1,214 | 1,098 | 1,455 | 1,031 | 983 | 583 | 450 | **3.43** |
| Evangeline | 11.7 | 621 | 2,273 | 2,255 | 1,846 | 1,813 | 2,892 | 2,732 | 3,468 | 1,964 | 1,858 | 1,020 | 658 | **2.83** |
| Franklin | 7.7 | 368 | 1,315 | 1,457 | 1,172 | 1,197 | 2,191 | 1,743 | 2,259 | 1,381 | 1,233 | 617 | 467 | **2.88** |
| Grant | 6.3 | 330 | 1,256 | 1,216 | 995 | 901 | 1,602 | 1,334 | 1,899 | 1,186 | 1,110 | 509 | 262 | **2.78** |
| Iberia | 22.7 | 1,232 | 5,161 | 4,933 | 3,519 | 3,171 | 4,684 | 4,373 | 6,264 | 4,389 | 4,016 | 2,130 | 1,528 | **3.00** |
| Iberville | 9.8 | 423 | 2,020 | 2,147 | 1,568 | 1,389 | 2,253 | 2,025 | 2,575 | 1,813 | 1,780 | 921 | 686 | **3.15** |
| Jackson | 5.7 | 253 | 933 | 1,005 | 904 | 857 | 1,748 | 1,435 | 1,720 | 1,004 | 881 | 424 | 236 | **2.72** |
| Jefferson | 166.2 | 8,361 | 38,243 | 39,839 | 27,860 | 22,724 | 29,173 | 41,425 | 47,892 | 31,069 | 26,614 | 12,101 | 7,099 | **2.69** |
| Jefferson Davis | 10.6 | 492 | 2,167 | 2,039 | 1,633 | 1,646 | 2,623 | 2,221 | 3,126 | 1,891 | 1,786 | 977 | 599 | **2.88** |
| Lafayette | 60.2 | 5,046 | 16,057 | 14,307 | 8,473 | 7,473 | 8,844 | 14,815 | 17,808 | 11,045 | 9,823 | 4,457 | 2,252 | **2.73** |
| Lafourche | 28.7 | 1,987 | 6,864 | 6,241 | 4,548 | 3,927 | 5,133 | 4,956 | 8,237 | 6,061 | 5,386 | 2,561 | 1,499 | **2.98** |
| La Salle | 5.0 | 203 | 884 | 992 | 753 | 782 | 1,386 | 1,182 | 1,614 | 865 | 803 | 365 | 171 | **2.68** |
| Lincoln | 13.7 | 1,975 | 2,746 | 2,489 | 1,854 | 1,631 | 3,005 | 3,578 | 4,356 | 2,419 | 2,005 | 827 | 515 | **3.04** |
| Livingston | 23.9 | 1,295 | 5,644 | 5,942 | 4,089 | 3,092 | 3,838 | 3,933 | 6,722 | 4,924 | 5,007 | 2,262 | 1,052 | **2.97** |
| Madison | 4.2 | 194 | 741 | 848 | 634 | 593 | 1,190 | 1,069 | 1,126 | 704 | 606 | 362 | 333 | **2.90** |
| Morehouse | 10.9 | 486 | 1,925 | 2,179 | 1,554 | 1,732 | 3,024 | 2,427 | 3,210 | 1,920 | 1,756 | 875 | 712 | **2.92** |
| Natchitoches | 12.5 | 869 | 2,311 | 2,438 | 1,837 | 1,778 | 3,267 | 3,165 | 3,614 | 2,198 | 1,887 | 993 | 643 | **2.90** |
| Orleans | 186.5 | 11,339 | 39,122 | 40,853 | 26,526 | 25,035 | 43,625 | 60,127 | 50,538 | 30,446 | 23,095 | 12,033 | 10,261 | **2.64** |
| Ouachita | 50.4 | 3,601 | 10,743 | 10,756 | 7,633 | 6,933 | 10,734 | 12,140 | 15,008 | 9,115 | 7,925 | 3,620 | 2,592 | **2.82** |
| Plaquemines | 8.2 | 413 | 1,954 | 1,786 | 1,371 | 1,290 | 1,386 | 1,406 | 2,169 | 1,647 | 1,572 | 860 | 546 | **3.11** |
| Pointe Coupee | 7.7 | 311 | 1,485 | 1,597 | 1,214 | 1,157 | 1,936 | 1,658 | 2,151 | 1,424 | 1,306 | 655 | 506 | **2.91** |
| Rapides | 45.7 | 2,550 | 9,821 | 9,548 | 7,182 | 6,502 | 10,097 | 10,501 | 13,533 | 8,650 | 7,370 | 3,515 | 2,131 | **2.87** |
| Red River | 3.3 | 165 | 603 | 582 | 497 | 475 | 978 | 778 | 995 | 538 | 522 | 255 | 212 | **2.82** |
| Richland | 7.0 | 293 | 1,348 | 1,251 | 1,006 | 1,059 | 2,043 | 1,552 | 2,058 | 1,258 | 1,120 | 570 | 442 | **2.91** |
| Sabine | 8.3 | 406 | 1,379 | 1,397 | 1,274 | 1,344 | 2,500 | 2,001 | 2,696 | 1,409 | 1,214 | 620 | 360 | **2.71** |
| St. Bernard | 23.1 | 986 | 4,773 | 5,264 | 3,636 | 3,736 | 4,705 | 4,220 | 6,670 | 4,952 | 4,361 | 1,911 | 986 | **2.88** |
| St. Charles | 14.4 | 606 | 3,834 | 3,690 | 2,312 | 1,958 | 2,000 | 2,533 | 3,900 | 3,041 | 2,918 | 1,331 | 677 | **2.97** |
| St. Helena | 3.3 | 143 | 597 | 687 | 526 | 528 | 819 | 755 | 859 | 591 | 539 | 285 | 271 | **2.97** |
| St. James | 6.4 | 189 | 1,380 | 1,458 | 1,039 | 977 | 1,357 | 998 | 1,556 | 1,247 | 1,257 | 771 | 571 | **3.25** |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Total Households (Thousands) | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | Average House-hold Size |
| **LOUISIANA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| St. John the Baptist | 12.8 | 514 | 3,475 | 3,378 | 2,069 | 1,491 | 1,873 | 2,075 | 3,033 | 2,602 | 2,811 | 1,401 | 878 | 3.15 |
| St. Landry | 27.3 | 1,172 | 5,333 | 5,506 | 4,318 | 4,398 | 6,573 | 5,964 | 7,701 | 4,856 | 4,498 | 2,391 | 1,890 | 2.92 |
| St. Martin | 14.6 | 812 | 3,423 | 3,248 | 2,385 | 1,952 | 2,780 | 2,693 | 3,868 | 2,983 | 2,706 | 1,452 | 898 | 3.01 |
| St. Mary | 19.1 | 1,014 | 4,494 | 4,123 | 3,201 | 2,662 | 3,606 | 3,922 | 5,056 | 3,727 | 3,338 | 1,684 | 1,373 | 2.99 |
| St. Tammany | 51.0 | 1,846 | 10,928 | 14,002 | 9,333 | 6,736 | 8,155 | 9,439 | 15,357 | 10,107 | 9,555 | 4,414 | 2,128 | 2.87 |
| Tangipahoa | 29.6 | 2,052 | 6,002 | 6,519 | 4,578 | 4,079 | 6,370 | 6,843 | 8,435 | 5,434 | 4,876 | 2,390 | 1,622 | 2.89 |
| Tensas | 2.5 | 80 | 414 | 474 | 335 | 354 | 843 | 630 | 734 | 415 | 350 | 201 | 170 | 2.80 |
| Terrebonne | 31.7 | 1,771 | 7,640 | 7,343 | 5,282 | 4,376 | 5,288 | 5,524 | 8,482 | 6,336 | 6,072 | 3,158 | 2,128 | 3.05 |
| Union | 7.5 | 346 | 1,262 | 1,456 | 1,193 | 1,184 | 2,059 | 1,605 | 2,442 | 1,376 | 1,206 | 563 | 308 | 2.75 |
| Vermilion | 17.7 | 847 | 3,820 | 3,487 | 2,634 | 2,549 | 4,363 | 3,860 | 5,179 | 3,323 | 2,937 | 1,525 | 876 | 2.82 |
| Vernon | 19.3 | 2,990 | 5,830 | 3,774 | 2,296 | 1,947 | 2,463 | 3,355 | 5,451 | 4,369 | 3,770 | 1,591 | 764 | 3.23 |
| Washington | 15.4 | 584 | 2,702 | 3,076 | 2,387 | 2,416 | 4,235 | 3,680 | 4,629 | 2,857 | 2,366 | 1,149 | 719 | 2.79 |
| Webster | 15.8 | 620 | 2,709 | 2,938 | 2,394 | 2,556 | 4,583 | 3,986 | 5,079 | 2,766 | 2,270 | 1,099 | 600 | 2.65 |
| West Baton Rouge | 6.6 | 310 | 1,522 | 1,503 | 1,114 | 909 | 1,242 | 1,262 | 1,879 | 1,258 | 1,241 | 601 | 359 | 2.94 |
| West Carroll | 4.4 | 162 | 736 | 776 | 703 | 676 | 1,347 | 1,048 | 1,318 | 757 | 727 | 351 | 199 | 2.73 |
| West Feliciana | 2.7 | 95 | 568 | 695 | 414 | 404 | 524 | 604 | 731 | 506 | 457 | 236 | 166 | 4.78 |
| Winn | 5.8 | 257 | 967 | 1,075 | 895 | 889 | 1,717 | 1,429 | 1,723 | 1,043 | 901 | 420 | 284 | 2.79 |
| **TOTAL METRO COUNTIES** | **1,057.4** | **64,483** | **239,289** | **244,065** | **165,049** | **142,066** | **202,448** | **258,440** | **304,761** | **194,802** | **170,006** | **79,797** | **49,594** | **2.77** |
| **TOTAL STATE** | **1,494.2** | **88,925** | **327,031** | **331,991** | **232,101** | **206,789** | **307,363** | **354,730** | **431,581** | **275,226** | **242,061** | **116,375** | **74,227** | **2.82** |
| **MAINE** | | | | | | | | | | | | | | |
| **BANGOR** | **54.4** | **3,638** | **11,650** | **12,222** | **8,364** | **7,568** | **10,958** | **12,278** | **18,416** | **10,188** | **9,110** | **3,145** | **1,263** | **2.71** |
| Penobscot | 54.4 | 3,638 | 11,650 | 12,222 | 8,364 | 7,568 | 10,958 | 12,278 | 18,416 | 10,188 | 9,110 | 3,145 | 1,263 | 2.71 |
| **LEWISTON - AUBURN** | **40.4** | **2,700** | **9,095** | **8,612** | **5,802** | **5,326** | **8,865** | **9,845** | **13,326** | **7,320** | **6,510** | **2,450** | **949** | **2.63** |
| Androscoggin | 40.4 | 2,700 | 9,095 | 8,612 | 5,802 | 5,326 | 8,865 | 9,845 | 13,326 | 7,320 | 6,510 | 2,450 | 949 | 2.63 |
| **PORTLAND** | **95.4** | **5,466** | **21,536** | **22,200** | **13,835** | **11,863** | **20,500** | **24,003** | **32,792** | **16,768** | **14,488** | **5,268** | **2,081** | **2.57** |
| Cumberland | 95.4 | 5,466 | 21,536 | 22,200 | 13,835 | 11,863 | 20,500 | 24,003 | 32,792 | 16,768 | 14,488 | 5,268 | 2,081 | 2.57 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Androscoggin | 40.4 | 2,700 | 9,095 | 8,612 | 5,802 | 5,326 | 8,865 | 9,845 | 13,326 | 7,320 | 6,510 | 2,450 | 949 | 2.63 |
| Aroostook | 31.2 | 1,762 | 6,377 | 6,797 | 4,564 | 4,621 | 7,079 | 6,779 | 10,396 | 5,830 | 5,324 | 2,063 | 808 | 2.78 |
| Cumberland | 95.4 | 5,466 | 21,536 | 22,200 | 13,835 | 11,863 | 20,500 | 24,003 | 32,792 | 16,768 | 14,488 | 5,268 | 2,081 | 2.57 |
| Franklin | 10.9 | 742 | 2,164 | 2,390 | 1,755 | 1,524 | 2,325 | 2,433 | 3,740 | 1,950 | 1,771 | 713 | 293 | 2.69 |
| Hancock | 18.5 | 857 | 3,511 | 4,072 | 2,738 | 2,678 | 4,644 | 4,437 | 6,789 | 3,092 | 2,870 | 962 | 350 | 2.56 |
| Kennebec | 44.2 | 2,315 | 9,085 | 10,326 | 6,851 | 5,971 | 9,652 | 10,717 | 14,820 | 7,694 | 7,268 | 2,618 | 1,083 | 2.64 |
| Knox | 14.5 | 617 | 2,490 | 3,269 | 2,062 | 2,022 | 4,040 | 3,775 | 5,194 | 2,383 | 2,027 | 770 | 351 | 2.52 |
| Lincoln | 12.1 | 368 | 2,038 | 2,714 | 1,866 | 1,824 | 3,290 | 2,860 | 4,445 | 1,894 | 1,908 | 718 | 275 | 2.55 |
| Oxford | 20.3 | 860 | 4,070 | 4,337 | 3,087 | 2,926 | 5,020 | 4,540 | 7,016 | 3,667 | 3,286 | 1,233 | 558 | 2.62 |
| Penobscot | 54.4 | 3,638 | 11,650 | 12,222 | 8,364 | 7,568 | 10,958 | 12,278 | 18,416 | 10,188 | 9,110 | 3,145 | 1,263 | 2.71 |
| Piscataquis | 7.3 | 287 | 1,258 | 1,562 | 1,138 | 1,098 | 1,957 | 1,712 | 2,558 | 1,255 | 1,100 | 447 | 228 | 2.58 |
| Sagadahoc | 12.8 | 668 | 3,134 | 3,064 | 2,009 | 1,500 | 2,425 | 2,762 | 4,234 | 2,428 | 2,238 | 824 | 314 | 2.66 |
| Somerset | 18.7 | 1,029 | 3,819 | 4,125 | 2,919 | 2,703 | 4,105 | 3,974 | 6,298 | 3,413 | 3,150 | 1,304 | 561 | 2.68 |
| Waldo | 12.6 | 546 | 2,394 | 3,065 | 1,955 | 1,810 | 2,830 | 2,733 | 4,333 | 2,284 | 1,997 | 866 | 387 | 2.65 |
| Washington | 13.5 | 595 | 2,348 | 2,678 | 2,048 | 2,083 | 3,748 | 3,186 | 4,673 | 2,315 | 2,119 | 855 | 352 | 2.62 |
| York | 62.7 | 2,929 | 13,982 | 14,972 | 9,429 | 8,130 | 13,258 | 13,441 | 21,130 | 11,616 | 10,806 | 4,095 | 1,612 | 2.66 |
| **TOTAL METRO COUNTIES** | **190.2** | **11,804** | **42,281** | **43,034** | **28,001** | **24,757** | **40,323** | **46,126** | **64,534** | **34,276** | **30,106** | **10,863** | **4,293** | **2.62** |
| **TOTAL STATE** | **469.5** | **25,379** | **98,951** | **106,405** | **70,422** | **63,647** | **104,696** | **109,475** | **160,160** | **84,097** | **75,972** | **28,331** | **11,465** | **2.64** |
| **MARYLAND** | | | | | | | | | | | | | | |
| **BALTIMORE** | **888.6** | **40,666** | **197,247** | **205,783** | **146,481** | **121,477** | **176,946** | **208,685** | **278,160** | **171,403** | **140,048** | **57,103** | **33,201** | **2.71** |
| Anne Arundel | 151.3 | 6,065 | 34,224 | 37,830 | 29,110 | 20,818 | 23,253 | 27,557 | 48,426 | 31,582 | 27,618 | 11,002 | 5,115 | 2.86 |
| Baltimore | 271.1 | 11,671 | 57,479 | 60,152 | 42,156 | 39,595 | 60,047 | 63,462 | 93,323 | 52,181 | 41,142 | 14,754 | 6,238 | 2.58 |
| Baltimore city | 275.5 | 15,687 | 59,161 | 56,790 | 38,928 | 37,826 | 67,108 | 84,116 | 76,096 | 47,681 | 34,259 | 17,446 | 15,902 | 2.66 |
| Carroll | 43.1 | 1,453 | 9,298 | 11,337 | 8,101 | 5,376 | 7,535 | 6,914 | 13,282 | 9,165 | 8,924 | 3,371 | 1,444 | 2.92 |
| Harford | 64.5 | 2,563 | 15,559 | 16,534 | 12,026 | 8,512 | 9,306 | 10,892 | 19,764 | 13,751 | 13,021 | 4,910 | 2,162 | 2.88 |
| Howard | 70.3 | 2,875 | 19,035 | 20,209 | 13,902 | 7,382 | 6,897 | 13,465 | 22,669 | 14,464 | 12,931 | 4,824 | 1,947 | 2.74 |
| Queen Anne's | 12.8 | 352 | 2,491 | 2,931 | 2,258 | 1,968 | 2,800 | 2,279 | 4,600 | 2,579 | 2,153 | 796 | 393 | 2.71 |
| **CUMBERLAND** | **39.5** | **1,951** | **6,066** | **7,237** | **6,072** | **6,309** | **11,865** | **10,409** | **13,226** | **7,055** | **5,710** | **2,149** | **951** | **2.56** |
| Allegany | 29.5 | 1,515 | 4,443 | 5,173 | 4,336 | 4,824 | 9,209 | 8,168 | 10,016 | 5,087 | 4,048 | 1,497 | 684 | 2.53 |
| *Mineral, W. Va.* | *10.0* | *436* | *1,623* | *2,064* | *1,736* | *1,485* | *2,656* | *2,241* | *3,210* | *1,968* | *1,662* | *652* | *267* | *2.67* |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Total Households (Thousands) | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | Average Household Size |
| **MARYLAND (continued)** | | | | | | | | | | | | | | |
| **HAGERSTOWN** | **45.0** | **2,407** | **8,930** | **9,151** | **7,064** | **6,715** | **10,733** | **10,632** | **15,367** | **8,751** | **6,635** | **2,481** | **1,134** | **2.71** |
| Washington | 45.0 | 2,407 | 8,930 | 9,151 | 7,064 | 6,715 | 10,733 | 10,632 | 15,367 | 8,751 | 6,635 | 2,481 | 1,134 | 2.71 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Allegany | 29.5 | 1,515 | 4,443 | 5,173 | 4,336 | 4,824 | 9,209 | 8,168 | 10,016 | 5,087 | 4,048 | 1,497 | 684 | 2.53 |
| Anne Arundel | 151.3 | 6,065 | 34,224 | 37,830 | 29,110 | 20,818 | 23,253 | 27,557 | 48,426 | 31,582 | 27,618 | 11,002 | 5,115 | 2.86 |
| Baltimore | 271.1 | 11,671 | 57,479 | 60,152 | 42,156 | 39,595 | 60,047 | 63,462 | 93,323 | 52,181 | 41,142 | 14,754 | 6,238 | 2.58 |
| Baltimore city | 275.5 | 15,687 | 59,161 | 56,790 | 38,928 | 37,826 | 67,108 | 84,116 | 76,096 | 47,681 | 34,259 | 17,446 | 15,902 | 2.66 |
| ☐ Calvert | 17.5 | 488 | 3,697 | 4,893 | 3,414 | 2,175 | 2,833 | 2,481 | 5,221 | 3,666 | 3,615 | 1,581 | 936 | 3.03 |
| Caroline | 10.1 | 452 | 2,006 | 2,077 | 1,614 | 1,430 | 2,521 | 2,189 | 3,347 | 1,949 | 1,562 | 669 | 384 | 2.71 |
| Carroll | 43.1 | 1,453 | 9,298 | 11,337 | 8,101 | 5,376 | 7,535 | 6,914 | 13,282 | 9,165 | 8,924 | 3,371 | 1,444 | 2.92 |
| ☐ Cecil | 25.1 | 1,202 | 5,411 | 6,150 | 4,379 | 3,465 | 4,493 | 4,489 | 7,804 | 5,165 | 4,727 | 1,936 | 979 | 2.89 |
| ☐ Charles | 33.8 | 1,476 | 8,521 | 9,161 | 6,666 | 3,855 | 4,121 | 4,798 | 9,345 | 7,485 | 7,269 | 3,104 | 1,799 | 3.07 |
| Dorchester | 12.1 | 513 | 2,161 | 2,293 | 1,793 | 1,904 | 3,436 | 3,119 | 4,213 | 2,243 | 1,660 | 566 | 299 | 2.50 |
| ☐ Frederick | 53.7 | 2,471 | 12,638 | 14,144 | 9,233 | 6,501 | 8,713 | 9,681 | 16,965 | 10,996 | 10,165 | 4,034 | 1,859 | 2.85 |
| Garrett | 10.2 | 437 | 2,033 | 2,084 | 1,705 | 1,465 | 2,476 | 2,081 | 3,294 | 1,891 | 1,737 | 806 | 391 | 2.77 |
| Harford | 64.5 | 2,563 | 15,559 | 16,534 | 12,026 | 8,512 | 9,306 | 10,892 | 19,764 | 13,751 | 13,021 | 4,910 | 2,162 | 2.88 |
| Howard | 70.3 | 2,875 | 19,035 | 20,209 | 13,902 | 7,382 | 6,897 | 13,465 | 22,669 | 14,464 | 12,931 | 4,824 | 1,947 | 2.74 |
| Kent | 6.7 | 272 | 1,069 | 1,211 | 1,077 | 1,070 | 2,001 | 1,660 | 2,409 | 1,150 | 931 | 348 | 202 | 2.67 |
| ☐ Montgomery | 289.9 | 10,117 | 67,641 | 73,850 | 52,352 | 37,435 | 48,505 | 64,661 | 94,208 | 54,308 | 46,945 | 19,311 | 10,467 | 2.68 |
| ☐ Prince George's | 260.5 | 14,490 | 66,769 | 68,524 | 48,272 | 31,966 | 30,479 | 56,368 | 76,774 | 53,580 | 42,010 | 18,946 | 12,822 | 2.83 |
| Queen Anne's | 12.8 | 352 | 2,491 | 2,931 | 2,258 | 1,968 | 2,800 | 2,279 | 4,600 | 2,579 | 2,153 | 796 | 393 | 2.71 |
| St. Mary's | 26.0 | 1,682 | 7,384 | 6,065 | 4,286 | 2,852 | 3,731 | 4,716 | 7,621 | 5,337 | 4,919 | 2,203 | 1,204 | 2.98 |
| Somerset | 8.0 | 393 | 1,351 | 1,482 | 1,153 | 1,320 | 2,301 | 2,056 | 2,783 | 1,486 | 999 | 414 | 262 | 2.95 |
| Talbot | 12.8 | 485 | 2,163 | 2,355 | 1,902 | 1,998 | 3,897 | 3,242 | 5,030 | 2,150 | 1,596 | 540 | 242 | 2.41 |
| Washington | 45.0 | 2,407 | 8,930 | 9,151 | 7,064 | 6,715 | 10,733 | 10,632 | 15,367 | 8,751 | 6,635 | 2,481 | 1,134 | 2.71 |
| Wicomico | 28.1 | 1,745 | 5,824 | 6,124 | 4,332 | 3,883 | 6,192 | 6,592 | 9,358 | 5,524 | 4,186 | 1,636 | 804 | 2.67 |
| Worcester | 14.3 | 602 | 2,614 | 2,805 | 2,030 | 2,338 | 3,911 | 3,537 | 5,421 | 2,482 | 1,786 | 709 | 365 | 2.48 |
| **TOTAL METRO COUNTIES** | **1,643.6** | **74,832** | **375,297** | **396,829** | **282,197** | **218,413** | **296,032** | **369,963** | **513,860** | **320,441** | **265,462** | **109,993** | **63,881** | **2.74** |
| **TOTAL STATE** | **1,771.9** | **81,413** | **401,902** | **423,325** | **302,089** | **236,673** | **326,498** | **399,155** | **557,336** | **344,653** | **284,838** | **117,884** | **68,034** | **2.73** |
| **MASSACHUSETTS** | | | | | | | | | | | | | | |
| **BOSTON - LAWRENCE - SALEM - LOWELL - BROCKTON** | **1,415.0** | **68,023** | **313,306** | **315,326** | **219,799** | **190,295** | **308,251** | **372,939** | **433,054** | **245,433** | **213,875** | **96,942** | **52,757** | **2.68** |
| Essex | 252.1 | 9,580 | 51,082 | 56,685 | 39,506 | 34,833 | 60,414 | 63,485 | 77,358 | 44,871 | 40,230 | 17,404 | 8,752 | 2.67 |
| Middlesex | 520.5 | 21,666 | 117,635 | 117,732 | 82,214 | 71,416 | 109,837 | 131,270 | 162,929 | 92,894 | 81,075 | 34,992 | 17,340 | 2.69 |
| Norfolk | 228.0 | 6,778 | 44,295 | 50,895 | 37,567 | 33,904 | 54,561 | 55,968 | 70,678 | 40,163 | 36,331 | 16,673 | 8,187 | 2.70 |
| Plymouth | 150.6 | 4,908 | 29,653 | 38,005 | 27,008 | 20,065 | 30,961 | 30,262 | 43,834 | 27,730 | 28,394 | 13,542 | 6,838 | 2.91 |
| Suffolk | 263.8 | 25,091 | 70,641 | 52,009 | 33,504 | 30,077 | 52,478 | 91,954 | 78,255 | 39,775 | 27,845 | 14,331 | 11,640 | 2.51 |
| **NEW BEDFORD - FALL RIVER - ATTLEBORO** | **188.7** | **8,902** | **38,283** | **40,101** | **29,036** | **25,675** | **46,703** | **44,943** | **57,514** | **35,656** | **31,259** | **13,288** | **6,040** | **2.70** |
| Bristol | 188.7 | 8,902 | 38,283 | 40,101 | 29,036 | 25,675 | 46,703 | 44,943 | 57,514 | 35,656 | 31,259 | 13,288 | 6,040 | 2.70 |
| **PITTSFIELD** | **54.2** | **2,539** | **9,662** | **11,118** | **7,978** | **7,850** | **15,053** | **14,919** | **18,096** | **9,010** | **7,849** | **3,074** | **1,252** | **2.56** |
| Berkshire | 54.2 | 2,539 | 9,662 | 11,118 | 7,978 | 7,850 | 15,053 | 14,919 | 18,096 | 9,010 | 7,849 | 3,074 | 1,252 | 2.56 |
| **SPRINGFIELD** | **221.4** | **12,119** | **45,569** | **47,853** | **32,451** | **29,680** | **53,728** | **56,230** | **69,216** | **39,586** | **34,505** | **14,517** | **7,346** | **2.74** |
| Hampden | 171.0 | 8,617 | 35,248 | 35,525 | 25,114 | 23,708 | 42,788 | 43,721 | 52,683 | 30,601 | 26,428 | 11,477 | 6,090 | 2.69 |
| Hampshire | 50.4 | 3,502 | 10,321 | 12,328 | 7,337 | 5,972 | 10,940 | 12,509 | 16,533 | 8,985 | 8,077 | 3,040 | 1,256 | 2.92 |
| **WORCESTER - FITCHBURG - LEOMINSTER** | **263.2** | **12,845** | **58,571** | **58,337** | **38,504** | **33,561** | **61,382** | **63,029** | **82,617** | **47,311** | **43,626** | **18,350** | **8,267** | **2.73** |
| Worcester | 263.2 | 12,845 | 58,571 | 58,337 | 38,504 | 33,561 | 61,382 | 63,029 | 82,617 | 47,311 | 43,626 | 18,350 | 8,267 | 2.73 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Barnstable | 79.0 | 2,749 | 12,535 | 15,557 | 10,345 | 11,474 | 26,340 | 21,496 | 30,784 | 11,846 | 9,413 | 3,793 | 1,668 | 2.40 |
| Berkshire | 54.2 | 2,539 | 9,662 | 11,118 | 7,978 | 7,850 | 15,053 | 14,919 | 18,096 | 9,010 | 7,849 | 3,074 | 1,252 | 2.56 |
| Bristol | 188.7 | 8,902 | 38,283 | 40,101 | 29,036 | 25,675 | 46,703 | 44,943 | 57,514 | 35,656 | 31,259 | 13,288 | 6,040 | 2.70 |
| Dukes | 5.1 | 167 | 949 | 1,365 | 679 | 667 | 1,273 | 1,606 | 1,748 | 774 | 634 | 243 | 95 | 2.33 |
| Essex | 252.1 | 9,580 | 51,082 | 56,685 | 39,506 | 34,833 | 60,414 | 63,485 | 77,358 | 44,871 | 40,230 | 17,404 | 8,752 | 2.67 |
| Franklin | 27.9 | 1,527 | 5,586 | 6,919 | 3,952 | 3,281 | 6,635 | 7,295 | 9,291 | 4,850 | 4,127 | 1,667 | 670 | 2.54 |
| Hampden | 171.0 | 8,617 | 35,248 | 35,525 | 25,114 | 23,708 | 42,788 | 43,721 | 52,683 | 30,601 | 26,428 | 11,477 | 6,090 | 2.69 |
| Hampshire | 50.4 | 3,502 | 10,321 | 12,328 | 7,337 | 5,972 | 10,940 | 12,509 | 16,533 | 8,985 | 8,077 | 3,040 | 1,256 | 2.92 |
| Middlesex | 520.5 | 21,666 | 117,635 | 117,732 | 82,214 | 71,416 | 109,837 | 131,270 | 162,929 | 92,894 | 81,075 | 34,992 | 17,340 | 2.69 |
| Nantucket | 2.6 | 108 | 585 | 653 | 355 | 330 | 569 | 817 | 923 | 384 | 314 | 119 | 43 | 2.35 |
| Norfolk | 228.0 | 6,778 | 44,295 | 50,895 | 37,567 | 33,904 | 54,561 | 55,968 | 70,678 | 40,163 | 36,331 | 16,673 | 8,187 | 2.70 |
| Plymouth | 150.6 | 4,908 | 29,653 | 38,005 | 27,008 | 20,065 | 30,961 | 30,262 | 43,834 | 27,730 | 28,394 | 13,542 | 6,838 | 2.91 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average House-hold Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **MASSACHUSETTS (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Suffolk | 263.8 | 25,091 | 70,641 | 52,009 | 33,504 | 30,077 | 52,478 | 91,954 | 78,255 | 39,775 | 27,845 | 14,331 | 11,640 | 2.51 |
| Worcester | 263.2 | 12,845 | 58,571 | 58,337 | 38,504 | 33,561 | 61,382 | 63,029 | 82,617 | 47,311 | 43,626 | 18,350 | 8,267 | 2.73 |
| **TOTAL METRO COUNTIES** | 2,142.5 | 104,428 | 465,391 | 472,735 | 327,768 | 287,061 | 485,117 | 552,060 | 660,497 | 376,996 | 331,114 | 146,171 | 75,662 | 2.69 |
| **TOTAL STATE** | 2,257.1 | 108,979 | 485,046 | 497,229 | 343,099 | 302,813 | 519,934 | 583,274 | 703,243 | 394,850 | 345,602 | 151,993 | 78,138 | 2.68 |
| **MICHIGAN** | | | | | | | | | | | | | | |
| **ANN ARBOR** | 105.3 | 12,127 | 27,926 | 25,674 | 15,448 | 10,542 | 13,583 | 27,712 | 35,423 | 17,960 | 15,283 | 5,741 | 3,181 | 2.70 |
| Washtenaw | 105.3 | 12,127 | 27,926 | 25,674 | 15,448 | 10,542 | 13,583 | 27,712 | 35,423 | 17,960 | 15,283 | 5,741 | 3,181 | 2.70 |
| **BATTLE CREEK** | 51.9 | 2,937 | 10,400 | 11,287 | 8,003 | 7,501 | 11,772 | 13,116 | 17,254 | 8,814 | 7,905 | 3,280 | 1,531 | 2.62 |
| Calhoun | 51.9 | 2,937 | 10,400 | 11,287 | 8,003 | 7,501 | 11,772 | 13,116 | 17,254 | 8,814 | 7,905 | 3,280 | 1,531 | 2.62 |
| **BENTON HARBOR** | 61.0 | 3,230 | 12,295 | 12,819 | 9,441 | 8,751 | 14,464 | 14,858 | 20,173 | 10,330 | 9,385 | 4,051 | 2,203 | 2.65 |
| Berrien | 61.0 | 3,230 | 12,295 | 12,819 | 9,441 | 8,751 | 14,464 | 14,858 | 20,173 | 10,330 | 9,385 | 4,051 | 2,203 | 2.65 |
| **DETROIT** | 1,621.0 | 70,266 | 345,584 | 372,962 | 264,775 | 229,256 | 338,157 | 394,060 | 489,264 | 291,563 | 257,260 | 118,357 | 70,496 | 2.71 |
| Lapeer | 24.9 | 943 | 5,292 | 6,498 | 4,825 | 3,231 | 4,111 | 3,918 | 7,379 | 4,725 | 5,172 | 2,441 | 1,265 | 3.03 |
| Livingston | 39.6 | 1,098 | 8,279 | 11,166 | 8,162 | 5,028 | 5,867 | 5,982 | 12,212 | 7,700 | 8,294 | 3,692 | 1,720 | 2.97 |
| Macomb | 266.1 | 9,310 | 55,974 | 58,477 | 44,878 | 40,567 | 56,894 | 59,119 | 82,834 | 49,190 | 45,650 | 20,416 | 8,891 | 2.71 |
| Monroe | 46.6 | 1,951 | 9,946 | 11,093 | 8,126 | 6,536 | 8,948 | 8,787 | 13,928 | 8,899 | 8,754 | 4,246 | 1,986 | 2.88 |
| Oakland | 415.0 | 15,251 | 93,182 | 101,320 | 72,460 | 55,619 | 77,168 | 98,145 | 134,804 | 73,568 | 67,422 | 27,776 | 13,285 | 2.64 |
| St. Clair | 53.3 | 2,558 | 11,015 | 11,932 | 8,681 | 7,282 | 11,832 | 11,376 | 16,714 | 9,633 | 9,100 | 4,398 | 2,079 | 2.75 |
| Wayne | 775.5 | 39,155 | 161,896 | 172,476 | 117,643 | 110,993 | 173,337 | 206,733 | 221,393 | 137,848 | 112,868 | 55,388 | 41,270 | 2.71 |
| ***DETROIT - ANN ARBOR CONSOLIDATED AREA*** | *1,726.3* | *82,393* | *373,510* | *398,636* | *280,223* | *239,798* | *351,740* | *421,772* | *524,687* | *309,523* | *272,543* | *124,098* | *73,677* | *2.71* |
| **FLINT** | 160.8 | 9,355 | 35,499 | 36,901 | 27,167 | 22,824 | 29,054 | 38,459 | 49,525 | 30,111 | 25,752 | 11,114 | 5,839 | 2.67 |
| Genesee | 160.8 | 9,355 | 35,499 | 36,901 | 27,167 | 22,824 | 29,054 | 38,459 | 49,525 | 30,111 | 25,752 | 11,114 | 5,839 | 2.67 |
| **GRAND RAPIDS** | 247.3 | 16,411 | 62,666 | 57,471 | 36,322 | 29,492 | 44,938 | 52,872 | 78,443 | 42,304 | 42,338 | 20,818 | 10,525 | 2.82 |
| Kent | 183.6 | 12,701 | 47,192 | 42,074 | 26,096 | 21,873 | 33,664 | 42,212 | 58,231 | 31,172 | 29,869 | 14,548 | 7,568 | 2.75 |
| Ottawa | 63.7 | 3,710 | 15,474 | 15,397 | 10,226 | 7,619 | 11,274 | 10,660 | 20,212 | 11,132 | 12,469 | 6,270 | 2,957 | 2.99 |
| **JACKSON** | 53.9 | 2,761 | 11,201 | 11,830 | 8,413 | 7,602 | 12,093 | 12,503 | 17,992 | 9,392 | 8,513 | 3,618 | 1,882 | 2.79 |
| Jackson | 53.9 | 2,761 | 11,201 | 11,830 | 8,413 | 7,602 | 12,093 | 12,503 | 17,992 | 9,392 | 8,513 | 3,618 | 1,882 | 2.79 |
| **KALAMAZOO** | 84.1 | 7,998 | 19,340 | 19,040 | 12,613 | 10,038 | 15,071 | 20,796 | 28,594 | 14,267 | 12,905 | 5,081 | 2,457 | 2.67 |
| Kalamazoo | 84.1 | 7,998 | 19,340 | 19,040 | 12,613 | 10,038 | 15,071 | 20,796 | 28,594 | 14,267 | 12,905 | 5,081 | 2,457 | 2.67 |
| **LANSING - EAST LANSING** | 157.6 | 13,959 | 37,759 | 38,170 | 24,377 | 17,769 | 25,566 | 37,870 | 50,964 | 27,090 | 25,506 | 10,741 | 5,449 | 2.76 |
| Clinton | 20.4 | 855 | 4,438 | 5,055 | 3,821 | 2,706 | 3,525 | 3,513 | 6,634 | 3,688 | 3,890 | 1,792 | 883 | 2.86 |
| Eaton | 34.3 | 1,782 | 7,366 | 8,727 | 6,175 | 4,313 | 5,937 | 7,263 | 11,235 | 6,087 | 6,031 | 2,556 | 1,128 | 2.73 |
| Ingham | 102.9 | 11,322 | 25,955 | 24,388 | 14,381 | 10,750 | 16,104 | 27,094 | 33,075 | 17,315 | 15,585 | 6,393 | 3,438 | 2.75 |
| **MUSKEGON** | 58.0 | 3,085 | 11,999 | 12,615 | 8,578 | 8,085 | 13,638 | 13,385 | 18,571 | 10,188 | 9,306 | 4,293 | 2,257 | 2.75 |
| Muskegon | 58.0 | 3,085 | 11,999 | 12,615 | 8,578 | 8,085 | 13,638 | 13,385 | 18,571 | 10,188 | 9,306 | 4,293 | 2,257 | 2.75 |
| **SAGINAW - BAY CITY - MIDLAND** | 147.9 | 7,799 | 30,392 | 33,227 | 24,585 | 20,151 | 31,746 | 33,897 | 47,297 | 26,261 | 24,381 | 10,882 | 5,182 | 2.69 |
| Bay | 42.0 | 1,936 | 8,278 | 9,211 | 6,790 | 5,734 | 10,051 | 10,129 | 13,276 | 7,390 | 6,726 | 3,122 | 1,357 | 2.65 |
| Midland | 28.0 | 1,728 | 6,287 | 6,601 | 4,797 | 3,689 | 4,898 | 5,714 | 9,607 | 4,814 | 5,031 | 2,025 | 809 | 2.72 |
| Saginaw | 77.9 | 4,135 | 15,827 | 17,415 | 12,998 | 10,728 | 16,797 | 18,054 | 24,414 | 14,057 | 12,624 | 5,735 | 3,016 | 2.71 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Alcona | 4.3 | 127 | 522 | 627 | 619 | 840 | 1,565 | 1,057 | 1,894 | 573 | 467 | 214 | 95 | 2.37 |
| Alger | 3.3 | 109 | 526 | 685 | 501 | 523 | 956 | 801 | 1,185 | 536 | 468 | 215 | 95 | 2.73 |
| Allegan | 32.1 | 1,547 | 7,419 | 7,439 | 5,014 | 4,049 | 6,632 | 6,297 | 10,314 | 5,538 | 5,758 | 2,813 | 1,470 | 2.85 |
| Alpena | 11.8 | 462 | 2,212 | 2,277 | 1,862 | 1,845 | 3,142 | 2,907 | 3,985 | 1,909 | 1,821 | 874 | 304 | 2.59 |
| Antrim | 7.1 | 282 | 1,244 | 1,351 | 1,050 | 1,138 | 2,035 | 1,530 | 2,773 | 1,085 | 987 | 484 | 241 | 2.59 |
| Arenac | 5.7 | 233 | 1,035 | 1,078 | 835 | 928 | 1,591 | 1,292 | 2,052 | 879 | 850 | 433 | 194 | 2.63 |
| Baraga | 3.1 | 160 | 447 | 631 | 469 | 371 | 1,022 | 868 | 1,035 | 487 | 379 | 206 | 125 | 2.58 |
| Barry | 17.9 | 695 | 3,583 | 4,271 | 3,123 | 2,525 | 3,703 | 3,171 | 6,258 | 3,146 | 3,117 | 1,497 | 711 | 2.82 |
| Bay | 42.0 | 1,936 | 8,278 | 9,211 | 6,790 | 5,734 | 10,051 | 10,129 | 13,276 | 7,390 | 6,726 | 3,122 | 1,357 | 2.65 |
| Benzie | 4.8 | 184 | 823 | 939 | 745 | 773 | 1,336 | 1,086 | 1,847 | 760 | 686 | 288 | 133 | 2.56 |
| Berrien | 61.0 | 3,230 | 12,295 | 12,819 | 9,441 | 8,751 | 14,464 | 14,858 | 20,173 | 10,330 | 9,385 | 4,051 | 2,203 | 2.65 |
| Branch | 15.0 | 803 | 3,072 | 3,075 | 2,355 | 2,119 | 3,576 | 3,341 | 5,080 | 2,493 | 2,350 | 1,164 | 572 | 2.79 |
| Calhoun | 51.9 | 2,937 | 10,400 | 11,287 | 8,003 | 7,501 | 11,772 | 13,116 | 17,254 | 8,814 | 7,905 | 3,280 | 1,531 | 2.62 |
| Cass | 18.3 | 793 | 3,480 | 3,941 | 3,097 | 2,782 | 4,207 | 3,716 | 6,274 | 3,286 | 3,008 | 1,302 | 714 | 2.71 |
| Charlevoix | 8.3 | 365 | 1,637 | 1,791 | 1,260 | 1,200 | 2,047 | 1,907 | 2,933 | 1,371 | 1,283 | 519 | 287 | 2.61 |
| Cheboygan | 8.2 | 347 | 1,320 | 1,584 | 1,242 | 1,326 | 2,381 | 1,812 | 3,077 | 1,278 | 1,183 | 594 | 256 | 2.62 |
| Chippewa | 11.7 | 794 | 2,300 | 2,379 | 1,620 | 1,689 | 2,918 | 2,969 | 4,020 | 1,814 | 1,660 | 811 | 426 | 2.99 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average Household Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **MICHIGAN (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Clare | 9.8 | 538 | 1,696 | 1,674 | 1,383 | 1,648 | 2,861 | 2,206 | 3,866 | 1,498 | 1,265 | 623 | 342 | 2.57 |
| Clinton | 20.4 | 855 | 4,438 | 5,055 | 3,821 | 2,706 | 3,525 | 3,513 | 6,634 | 3,688 | 3,890 | 1,792 | 883 | 2.86 |
| Crawford | 4.5 | 196 | 866 | 863 | 681 | 754 | 1,140 | 945 | 1,656 | 789 | 643 | 298 | 169 | 2.78 |
| Delta | 14.5 | 629 | 2,633 | 3,096 | 2,147 | 2,114 | 3,881 | 3,726 | 4,690 | 2,316 | 2,266 | 1,045 | 457 | 2.60 |
| Dickinson | 10.7 | 439 | 1,952 | 2,161 | 1,412 | 1,442 | 3,294 | 2,802 | 3,698 | 1,657 | 1,578 | 714 | 251 | 2.51 |
| Eaton | 34.3 | 1,782 | 7,366 | 8,727 | 6,175 | 4,313 | 5,937 | 7,263 | 11,235 | 6,087 | 6,031 | 2,556 | 1,128 | 2.73 |
| Emmet | 9.6 | 409 | 1,973 | 2,249 | 1,448 | 1,225 | 2,296 | 2,326 | 3,275 | 1,524 | 1,476 | 699 | 300 | 2.64 |
| Genesee | 160.8 | 9,355 | 35,499 | 36,901 | 27,167 | 22,824 | 29,054 | 38,459 | 49,525 | 30,111 | 25,752 | 11,114 | 5,839 | 2.67 |
| Gladwin | 8.4 | 358 | 1,364 | 1,459 | 1,222 | 1,520 | 2,477 | 1,825 | 3,311 | 1,227 | 1,168 | 545 | 324 | 2.63 |
| Gogebic | 7.4 | 299 | 980 | 1,197 | 940 | 1,103 | 2,881 | 2,357 | 2,569 | 1,041 | 851 | 399 | 183 | 2.42 |
| Grand Traverse | 24.4 | 1,245 | 5,384 | 6,210 | 3,615 | 2,921 | 5,025 | 5,497 | 8,315 | 4,142 | 4,007 | 1,687 | 752 | 2.68 |
| Gratiot | 13.7 | 717 | 2,739 | 2,936 | 2,194 | 1,880 | 3,234 | 2,945 | 4,552 | 2,357 | 2,271 | 1,082 | 493 | 2.85 |
| Hillsdale | 15.7 | 887 | 3,142 | 3,268 | 2,479 | 2,207 | 3,717 | 3,315 | 5,358 | 2,694 | 2,452 | 1,233 | 648 | 2.78 |
| Houghton | 13.1 | 1,217 | 2,066 | 2,255 | 1,700 | 1,597 | 4,265 | 4,133 | 4,230 | 1,908 | 1,579 | 714 | 536 | 2.69 |
| Huron | 13.2 | 571 | 2,286 | 2,492 | 1,732 | 1,933 | 4,186 | 3,195 | 4,692 | 1,898 | 1,856 | 1,038 | 521 | 2.64 |
| Ingham | 102.9 | 11,322 | 25,955 | 24,388 | 14,381 | 10,750 | 16,104 | 27,094 | 33,075 | 17,315 | 15,585 | 6,393 | 3,438 | 2.75 |
| Ionia | 18.7 | 1,010 | 4,181 | 4,318 | 2,925 | 2,372 | 3,894 | 3,861 | 5,642 | 3,305 | 3,305 | 1,682 | 905 | 3.08 |
| Iosco | 11.6 | 766 | 2,610 | 2,038 | 1,416 | 1,805 | 2,965 | 2,751 | 4,235 | 1,870 | 1,715 | 717 | 312 | 2.61 |
| Iron | 5.6 | 153 | 731 | 867 | 670 | 887 | 2,292 | 1,738 | 2,131 | 736 | 608 | 273 | 114 | 2.34 |
| Isabella | 17.6 | 2,845 | 3,872 | 3,654 | 2,284 | 1,952 | 2,993 | 3,620 | 5,646 | 3,144 | 3,100 | 1,386 | 704 | 3.11 |
| Jackson | 53.9 | 2,761 | 11,201 | 11,830 | 8,413 | 7,602 | 12,093 | 12,503 | 17,992 | 9,392 | 8,513 | 3,618 | 1,882 | 2.79 |
| Kalamazoo | 84.1 | 7,998 | 19,340 | 19,040 | 12,613 | 10,038 | 15,071 | 20,796 | 28,594 | 14,267 | 12,905 | 5,081 | 2,457 | 2.67 |
| Kalkaska | 5.0 | 229 | 1,063 | 1,038 | 759 | 753 | 1,158 | 1,017 | 1,749 | 828 | 793 | 407 | 206 | 2.74 |
| Kent | 183.6 | 12,701 | 47,192 | 42,074 | 26,096 | 21,873 | 33,664 | 42,212 | 58,231 | 31,172 | 29,869 | 14,548 | 7,568 | 2.75 |
| Keweenaw | .8 | 6 | 76 | 140 | 95 | 124 | 359 | 298 | 282 | 109 | 64 | 29 | 18 | 2.13 |
| Lake | 3.6 | 124 | 492 | 559 | 508 | 686 | 1,231 | 1,006 | 1,418 | 471 | 373 | 202 | 130 | 2.42 |
| Lapeer | 24.9 | 943 | 5,292 | 6,498 | 4,825 | 3,231 | 4,111 | 3,918 | 7,379 | 4,725 | 5,172 | 2,441 | 1,265 | 3.03 |
| Leelanau | 6.3 | 189 | 1,076 | 1,589 | 953 | 939 | 1,554 | 1,265 | 2,445 | 988 | 960 | 427 | 215 | 2.65 |
| Lenawee | 31.8 | 1,519 | 6,256 | 7,391 | 5,152 | 4,369 | 7,113 | 6,416 | 10,220 | 5,627 | 5,488 | 2,729 | 1,320 | 2.89 |
| Livingston | 39.6 | 1,098 | 8,279 | 11,166 | 8,162 | 5,028 | 5,867 | 5,982 | 12,212 | 7,700 | 8,294 | 3,692 | 1,720 | 2.97 |
| Luce | 2.1 | 80 | 343 | 417 | 323 | 334 | 603 | 526 | 762 | 294 | 269 | 160 | 89 | 2.71 |
| Mackinac | 4.3 | 177 | 719 | 815 | 628 | 730 | 1,231 | 1,111 | 1,594 | 632 | 568 | 261 | 134 | 2.49 |
| Macomb | 266.1 | 9,310 | 55,974 | 58,477 | 44,878 | 40,567 | 56,894 | 59,119 | 82,834 | 49,190 | 45,650 | 20,416 | 8,891 | 2.71 |
| Manistee | 8.6 | 345 | 1,315 | 1,691 | 1,276 | 1,369 | 2,604 | 2,265 | 3,130 | 1,323 | 1,185 | 480 | 217 | 2.47 |
| Marquette | 25.4 | 2,089 | 5,687 | 5,950 | 3,518 | 2,881 | 5,275 | 5,976 | 8,150 | 4,579 | 4,253 | 1,766 | 676 | 2.79 |
| Mason | 10.0 | 475 | 1,740 | 2,047 | 1,453 | 1,448 | 2,837 | 2,462 | 3,668 | 1,511 | 1,431 | 645 | 283 | 2.55 |
| Mecosta | 12.3 | 1,783 | 2,217 | 2,265 | 1,694 | 1,654 | 2,687 | 2,556 | 4,398 | 2,041 | 1,970 | 876 | 459 | 3.04 |
| Menominee | 9.8 | 414 | 1,818 | 2,025 | 1,342 | 1,398 | 2,803 | 2,596 | 3,260 | 1,549 | 1,474 | 651 | 270 | 2.54 |
| Midland | 28.0 | 1,728 | 6,287 | 6,601 | 4,797 | 3,689 | 4,898 | 5,714 | 9,607 | 4,814 | 5,031 | 2,025 | 809 | 2.72 |
| Missaukee | 4.4 | 227 | 875 | 844 | 685 | 635 | 1,134 | 850 | 1,616 | 686 | 671 | 362 | 215 | 2.80 |
| Monroe | 46.6 | 1,951 | 9,946 | 11,093 | 8,126 | 6,536 | 8,948 | 8,787 | 13,928 | 8,899 | 8,754 | 4,246 | 1,986 | 2.88 |
| Montcalm | 18.8 | 1,045 | 3,966 | 3,942 | 2,928 | 2,581 | 4,338 | 3,772 | 6,308 | 3,250 | 3,102 | 1,588 | 780 | 2.86 |
| Montmorency | 3.6 | 113 | 486 | 560 | 435 | 719 | 1,287 | 851 | 1,509 | 485 | 451 | 191 | 113 | 2.50 |
| Muskegon | 58.0 | 3,085 | 11,999 | 12,615 | 8,578 | 8,085 | 13,638 | 13,385 | 18,571 | 10,188 | 9,306 | 4,293 | 2,257 | 2.75 |
| Newaygo | 13.9 | 599 | 2,808 | 2,895 | 2,176 | 2,048 | 3,374 | 2,699 | 4,910 | 2,256 | 2,260 | 1,190 | 585 | 2.78 |
| Oakland | 415.0 | 15,251 | 93,182 | 101,320 | 72,460 | 55,619 | 77,168 | 98,145 | 134,804 | 73,568 | 67,422 | 27,776 | 13,285 | 2.64 |
| Oceana | 8.1 | 338 | 1,565 | 1,643 | 1,317 | 1,227 | 2,010 | 1,603 | 2,787 | 1,341 | 1,333 | 690 | 346 | 2.79 |
| Ogemaw | 7.3 | 318 | 1,214 | 1,285 | 1,038 | 1,239 | 2,206 | 1,615 | 2,839 | 1,064 | 1,034 | 498 | 250 | 2.60 |
| Ontonagon | 3.6 | 130 | 531 | 650 | 581 | 584 | 1,124 | 1,004 | 1,294 | 609 | 413 | 188 | 92 | 2.44 |
| Osceola | 7.4 | 402 | 1,347 | 1,454 | 1,156 | 1,127 | 1,914 | 1,598 | 2,561 | 1,144 | 1,176 | 571 | 350 | 2.74 |
| Oscoda | 3.2 | 126 | 508 | 466 | 436 | 621 | 1,043 | 777 | 1,324 | 462 | 345 | 174 | 118 | 2.50 |
| Otsego | 6.6 | 312 | 1,304 | 1,482 | 974 | 968 | 1,560 | 1,328 | 2,304 | 1,080 | 1,091 | 535 | 262 | 2.77 |
| Ottawa | 63.7 | 3,710 | 15,474 | 15,397 | 10,226 | 7,619 | 11,274 | 10,660 | 20,212 | 11,132 | 12,469 | 6,270 | 2,957 | 2.99 |
| Presque Isle | 5.4 | 161 | 807 | 928 | 724 | 964 | 1,816 | 1,313 | 2,076 | 762 | 653 | 381 | 215 | 2.56 |
| Roscommon | 8.7 | 296 | 1,127 | 1,233 | 1,046 | 1,706 | 3,292 | 2,250 | 3,901 | 1,077 | 894 | 368 | 210 | 2.32 |
| Saginaw | 77.9 | 4,135 | 15,827 | 17,415 | 12,998 | 10,728 | 16,797 | 18,054 | 24,414 | 14,057 | 12,624 | 5,735 | 3,016 | 2.71 |
| St. Clair | 53.3 | 2,558 | 11,015 | 11,932 | 8,681 | 7,282 | 11,832 | 11,376 | 16,714 | 9,633 | 9,100 | 4,398 | 2,079 | 2.75 |
| St. Joseph | 21.7 | 1,208 | 4,528 | 4,672 | 3,283 | 2,974 | 5,035 | 4,697 | 7,235 | 3,725 | 3,516 | 1,694 | 833 | 2.73 |
| Sanilac | 14.7 | 660 | 2,784 | 2,885 | 2,206 | 2,095 | 4,070 | 3,238 | 4,943 | 2,309 | 2,373 | 1,242 | 595 | 2.72 |
| Schoolcraft | 3.3 | 120 | 564 | 621 | 461 | 524 | 1,010 | 818 | 1,218 | 517 | 456 | 188 | 103 | 2.52 |
| Shiawassee | 24.9 | 1,128 | 5,256 | 5,784 | 4,322 | 3,316 | 5,094 | 4,842 | 7,814 | 4,563 | 4,717 | 2,030 | 934 | 2.81 |
| Tuscola | 19.5 | 826 | 3,933 | 4,387 | 3,376 | 2,620 | 4,358 | 3,733 | 6,279 | 3,509 | 3,552 | 1,569 | 858 | 2.85 |
| Van Buren | 25.6 | 1,159 | 5,142 | 5,910 | 4,103 | 3,538 | 5,748 | 5,342 | 8,423 | 4,459 | 4,354 | 1,939 | 1,083 | 2.76 |
| Washtenaw | 105.3 | 12,127 | 27,926 | 25,674 | 15,448 | 10,542 | 13,583 | 27,712 | 35,423 | 17,960 | 15,283 | 5,741 | 3,181 | 2.70 |
| Wayne | 775.5 | 39,155 | 161,896 | 172,476 | 117,643 | 110,993 | 173,337 | 206,733 | 221,393 | 137,848 | 112,868 | 55,388 | 41,270 | 2.71 |
| Wexford | 10.0 | 549 | 2,079 | 2,102 | 1,434 | 1,430 | 2,406 | 2,294 | 3,426 | 1,393 | 1,581 | 757 | 349 | 2.65 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES |  | Households by Age of Householder |  |  |  |  |  | Households by Number of Persons |  |  |  |  |  |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Total Households (Thousands) | Under 25 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | Average Household Size |
| **MICHIGAN (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **TOTAL METRO COUNTIES** | **2,748.8** | **149,928** | **605,061** | **631,996** | **439,722** | **372,011** | **550,082** | **659,528** | **853,480** | **488,280** | **438,534** | **197,976** | **111,002** | **2.72** |
| **TOTAL STATE** | **3,429.6** | **186,255** | **736,782** | **774,471** | **542,144** | **469,080** | **720,868** | **811,552** | **1,087,916** | **600,384** | **545,491** | **248,313** | **135,944** | **2.72** |
| **MINNESOTA** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **DULUTH** | **94.7** | **5,451** | **16,839** | **20,315** | **13,194** | **12,662** | **26,239** | **27,132** | **31,797** | **14,379** | **13,440** | **5,716** | **2,236** | **2.52** |
| St. Louis | 78.3 | 4,548 | 13,710 | 16,786 | 10,887 | 10,530 | 21,839 | 22,573 | 26,341 | 11,771 | 11,091 | 4,691 | 1,833 | 2.51 |
| *Douglas, Wisc.* | *16.4* | *903* | *3,129* | *3,529* | *2,307* | *2,132* | *4,400* | *4,559* | *5,456* | *2,608* | *2,349* | *1,025* | *403* | *2.54* |
| **FARGO - MOORHEAD** | **58.2** | **6,688** | **14,235** | **13,011** | **7,455** | **6,351** | **10,460** | **15,565** | **18,836** | **9,527** | **9,085** | **3,835** | **1,352** | **2.65** |
| Clay | 17.5 | 1,897 | 3,494 | 3,630 | 2,384 | 2,205 | 3,890 | 4,100 | 5,566 | 3,009 | 2,924 | 1,355 | 546 | 2.89 |
| *Cass, N. D.* | *40.7* | *4,791* | *10,741* | *9,381* | *5,071* | *4,146* | *6,570* | *11,465* | *13,270* | *6,518* | *6,161* | *2,480* | *806* | *2.55* |
| **MINNEAPOLIS - ST. PAUL** | **949.5** | **56,299** | **251,923** | **231,888** | **145,147** | **106,287** | **157,956** | **236,921** | **305,649** | **162,278** | **151,486** | **64,455** | **28,711** | **2.63** |
| Anoka | 84.0 | 3,978 | 23,494 | 22,914 | 15,398 | 9,496 | 8,720 | 13,074 | 24,468 | 16,973 | 18,318 | 8,041 | 3,126 | 2.96 |
| Carver | 17.0 | 738 | 4,805 | 4,332 | 2,614 | 1,895 | 2,616 | 3,037 | 5,260 | 3,185 | 3,313 | 1,578 | 627 | 2.88 |
| Chisago | 10.7 | 436 | 2,322 | 2,566 | 1,763 | 1,290 | 2,323 | 1,999 | 3,392 | 1,778 | 2,029 | 1,025 | 477 | 2.89 |
| Dakota | 102.2 | 5,584 | 30,636 | 27,638 | 16,781 | 10,217 | 11,344 | 19,240 | 31,691 | 19,414 | 20,160 | 8,587 | 3,108 | 2.80 |
| Hennepin | 424.1 | 27,739 | 111,913 | 99,485 | 60,678 | 47,463 | 76,822 | 123,153 | 143,558 | 68,046 | 56,974 | 22,230 | 10,139 | 2.46 |
| Isanti | 8.9 | 353 | 1,989 | 2,164 | 1,545 | 1,050 | 1,799 | 1,691 | 2,717 | 1,468 | 1,729 | 886 | 409 | 2.94 |
| Ramsey | 191.2 | 13,022 | 48,175 | 42,733 | 26,560 | 22,368 | 38,342 | 55,943 | 61,374 | 30,564 | 25,858 | 11,169 | 6,292 | 2.55 |
| Scott | 19.8 | 831 | 5,768 | 5,220 | 3,316 | 2,018 | 2,647 | 3,062 | 5,886 | 3,870 | 4,211 | 1,945 | 826 | 2.99 |
| Washington | 50.3 | 1,584 | 12,538 | 14,546 | 9,841 | 5,883 | 5,908 | 8,095 | 14,949 | 9,822 | 10,848 | 4,850 | 1,736 | 2.96 |
| Wright | 23.4 | 1,150 | 5,984 | 5,712 | 3,764 | 2,528 | 4,262 | 4,094 | 6,905 | 4,033 | 4,572 | 2,502 | 1,294 | 2.99 |
| *St. Croix, Wisc.* | *17.9* | *884* | *4,299* | *4,578* | *2,887* | *2,079* | *3,173* | *3,533* | *5,449* | *3,125* | *3,474* | *1,642* | *677* | *2.85* |
| **ROCHESTER** | **40.5** | **2,583** | **11,196** | **9,156** | **6,345** | **4,498** | **6,722** | **9,982** | **13,154** | **6,466** | **6,859** | **2,832** | **1,207** | **2.66** |
| Olmsted | 40.5 | 2,583 | 11,196 | 9,156 | 6,345 | 4,498 | 6,722 | 9,982 | 13,154 | 6,466 | 6,859 | 2,832 | 1,207 | 2.66 |
| **ST. CLOUD** | **65.1** | **6,226** | **16,039** | **14,462** | **8,895** | **7,260** | **12,218** | **13,398** | **19,590** | **10,811** | **11,957** | **5,961** | **3,383** | **2.97** |
| Benton | 11.1 | 1,075 | 2,987 | 2,288 | 1,370 | 1,164 | 2,216 | 2,657 | 3,396 | 1,775 | 1,830 | 917 | 525 | 2.76 |
| Sherburne | 13.9 | 1,003 | 3,692 | 3,727 | 2,291 | 1,342 | 1,845 | 2,112 | 4,117 | 2,538 | 3,011 | 1,466 | 656 | 3.08 |
| Stearns | 40.1 | 4,148 | 9,360 | 8,447 | 5,234 | 4,754 | 8,157 | 8,629 | 12,077 | 6,498 | 7,116 | 3,578 | 2,202 | 2.99 |
| **ALL COUNTIES** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Aitkin | 5.1 | 123 | 670 | 824 | 719 | 873 | 1,891 | 1,369 | 2,075 | 611 | 587 | 322 | 136 | 2.43 |
| Anoka | 84.0 | 3,978 | 23,494 | 22,914 | 15,398 | 9,496 | 8,720 | 13,074 | 24,468 | 16,973 | 18,318 | 8,041 | 3,126 | 2.96 |
| Becker | 10.5 | 465 | 1,851 | 2,162 | 1,539 | 1,523 | 2,960 | 2,586 | 3,598 | 1,542 | 1,484 | 811 | 479 | 2.66 |
| Beltrami | 12.0 | 1,039 | 2,514 | 2,668 | 1,657 | 1,474 | 2,648 | 2,751 | 3,841 | 1,870 | 1,877 | 1,015 | 646 | 2.88 |
| Benton | 11.1 | 1,075 | 2,987 | 2,288 | 1,370 | 1,164 | 2,216 | 2,657 | 3,396 | 1,775 | 1,830 | 917 | 525 | 2.76 |
| Big Stone | 2.4 | 72 | 332 | 387 | 322 | 364 | 923 | 696 | 853 | 325 | 290 | 152 | 84 | 2.58 |
| Blue Earth | 19.3 | 2,883 | 4,059 | 3,723 | 2,350 | 2,096 | 4,189 | 4,683 | 6,539 | 3,052 | 2,933 | 1,497 | 596 | 2.80 |
| Brown | 10.3 | 444 | 2,033 | 1,936 | 1,347 | 1,396 | 3,144 | 2,887 | 3,331 | 1,424 | 1,462 | 822 | 374 | 2.61 |
| Carlton | 10.9 | 375 | 2,068 | 2,348 | 1,660 | 1,550 | 2,899 | 2,683 | 3,505 | 1,759 | 1,724 | 844 | 385 | 2.69 |
| Carver | 17.0 | 738 | 4,805 | 4,332 | 2,614 | 1,895 | 2,616 | 3,037 | 5,260 | 3,185 | 3,313 | 1,578 | 627 | 2.88 |
| Cass | 8.3 | 228 | 1,303 | 1,515 | 1,266 | 1,425 | 2,563 | 1,958 | 3,253 | 1,106 | 1,042 | 558 | 383 | 2.63 |
| Chippewa | 5.2 | 197 | 863 | 942 | 697 | 691 | 1,810 | 1,447 | 1,831 | 667 | 696 | 402 | 157 | 2.52 |
| Chisago | 10.7 | 436 | 2,322 | 2,566 | 1,763 | 1,290 | 2,323 | 1,999 | 3,392 | 1,778 | 2,029 | 1,025 | 477 | 2.89 |
| Clay | 17.5 | 1,897 | 3,494 | 3,630 | 2,384 | 2,205 | 3,890 | 4,100 | 5,566 | 3,009 | 2,924 | 1,355 | 546 | 2.89 |
| Clearwater | 3.1 | 103 | 476 | 579 | 472 | 444 | 1,026 | 797 | 1,023 | 448 | 409 | 265 | 158 | 2.68 |
| Cook | 1.6 | 51 | 278 | 372 | 264 | 234 | 401 | 467 | 598 | 222 | 196 | 95 | 22 | 2.38 |
| Cottonwood | 5.0 | 186 | 772 | 865 | 668 | 725 | 1,784 | 1,388 | 1,845 | 610 | 651 | 359 | 147 | 2.52 |
| Crow Wing | 17.3 | 901 | 3,032 | 3,388 | 2,454 | 2,535 | 4,990 | 4,385 | 6,304 | 2,458 | 2,405 | 1,177 | 571 | 2.58 |
| Dakota | 102.2 | 5,584 | 30,636 | 27,638 | 16,781 | 10,217 | 11,344 | 19,240 | 31,691 | 19,414 | 20,160 | 8,587 | 3,108 | 2.80 |
| Dodge | 5.6 | 280 | 1,295 | 1,213 | 814 | 641 | 1,357 | 1,127 | 1,763 | 916 | 996 | 549 | 249 | 2.82 |
| Douglas | 11.0 | 741 | 1,989 | 2,080 | 1,504 | 1,453 | 3,233 | 2,699 | 3,988 | 1,543 | 1,552 | 840 | 378 | 2.62 |
| Faribault | 6.7 | 222 | 1,025 | 1,164 | 909 | 1,003 | 2,377 | 1,926 | 2,367 | 847 | 871 | 491 | 198 | 2.49 |
| Fillmore | 7.8 | 310 | 1,337 | 1,430 | 1,022 | 1,100 | 2,601 | 1,970 | 2,741 | 1,082 | 1,105 | 583 | 319 | 2.65 |
| Freeborn | 13.0 | 557 | 2,253 | 2,461 | 1,946 | 1,822 | 3,961 | 3,371 | 4,623 | 1,902 | 1,902 | 902 | 300 | 2.53 |
| Goodhue | 15.3 | 660 | 3,178 | 3,232 | 2,190 | 1,934 | 4,106 | 3,814 | 5,020 | 2,293 | 2,441 | 1,249 | 483 | 2.67 |
| Grant | 2.4 | 52 | 345 | 390 | 316 | 373 | 924 | 655 | 897 | 304 | 279 | 165 | 100 | 2.58 |
| Hennepin | 424.1 | 27,739 | 111,913 | 99,485 | 60,678 | 47,463 | 76,822 | 123,153 | 143,558 | 68,046 | 56,974 | 22,230 | 10,139 | 2.46 |
| Houston | 6.8 | 245 | 1,368 | 1,476 | 923 | 941 | 1,847 | 1,593 | 2,236 | 1,087 | 1,084 | 537 | 263 | 2.72 |
| Hubbard | 5.8 | 170 | 919 | 1,113 | 898 | 931 | 1,769 | 1,361 | 2,210 | 829 | 769 | 407 | 224 | 2.59 |
| Isanti | 8.9 | 353 | 1,989 | 2,164 | 1,545 | 1,050 | 1,799 | 1,691 | 2,717 | 1,468 | 1,729 | 886 | 409 | 2.94 |
| Itasca | 15.4 | 541 | 2,529 | 3,467 | 2,405 | 2,273 | 4,185 | 3,559 | 5,452 | 2,317 | 2,408 | 1,154 | 510 | 2.64 |
| Jackson | 4.5 | 200 | 794 | 826 | 562 | 656 | 1,462 | 1,158 | 1,612 | 630 | 633 | 342 | 125 | 2.56 |
| Kanabec | 4.8 | 179 | 960 | 1,001 | 718 | 666 | 1,276 | 1,152 | 1,541 | 734 | 747 | 435 | 191 | 2.69 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Total Households (Thousands) | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | Average Household Size |
| **MINNESOTA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Kandiyohi | 14.4 | 1,053 | 2,922 | 2,947 | 1,982 | 1,772 | 3,724 | 3,448 | 4,858 | 2,098 | 2,282 | 1,171 | 543 | 2.71 |
| Kittson | 2.2 | 64 | 339 | 409 | 297 | 321 | 770 | 632 | 763 | 279 | 299 | 154 | 73 | 2.59 |
| Koochiching | 5.9 | 240 | 1,050 | 1,209 | 903 | 923 | 1,575 | 1,462 | 1,995 | 946 | 872 | 430 | 195 | 2.73 |
| Lac qui Parle | 3.5 | 77 | 537 | 622 | 434 | 547 | 1,283 | 1,006 | 1,236 | 458 | 413 | 267 | 120 | 2.51 |
| Lake | 4.2 | 101 | 695 | 799 | 649 | 771 | 1,185 | 1,102 | 1,648 | 584 | 536 | 223 | 107 | 2.43 |
| Lake of the Woods | 1.6 | 63 | 316 | 311 | 239 | 205 | 466 | 380 | 598 | 253 | 209 | 92 | 68 | 2.56 |
| Le Sueur | 8.5 | 334 | 1,701 | 1,738 | 1,294 | 1,120 | 2,313 | 1,963 | 2,771 | 1,277 | 1,353 | 731 | 405 | 2.73 |
| Lincoln | 2.7 | 75 | 375 | 393 | 361 | 410 | 1,086 | 778 | 975 | 332 | 306 | 208 | 101 | 2.52 |
| Lyon | 9.1 | 722 | 1,850 | 1,801 | 1,207 | 1,056 | 2,464 | 2,377 | 3,034 | 1,320 | 1,370 | 672 | 327 | 2.73 |
| McLeod | 11.9 | 652 | 2,636 | 2,432 | 1,691 | 1,433 | 3,056 | 2,779 | 3,819 | 1,821 | 2,029 | 1,056 | 396 | 2.71 |
| Mahnomen | 1.8 | 57 | 280 | 318 | 269 | 278 | 598 | 438 | 558 | 292 | 229 | 165 | 118 | 2.78 |
| Marshall | 4.2 | 124 | 671 | 781 | 627 | 611 | 1,386 | 1,136 | 1,358 | 573 | 617 | 356 | 160 | 2.60 |
| Martin | 9.0 | 324 | 1,629 | 1,722 | 1,223 | 1,188 | 2,914 | 2,500 | 3,158 | 1,201 | 1,274 | 649 | 218 | 2.52 |
| Meeker | 7.7 | 292 | 1,420 | 1,527 | 1,103 | 1,072 | 2,286 | 1,850 | 2,570 | 1,099 | 1,165 | 660 | 356 | 2.71 |
| Mille Lacs | 6.9 | 283 | 1,252 | 1,356 | 1,004 | 973 | 2,032 | 1,651 | 2,317 | 991 | 1,102 | 560 | 279 | 2.71 |
| Morrison | 10.4 | 434 | 2,024 | 2,103 | 1,427 | 1,477 | 2,935 | 2,413 | 3,244 | 1,479 | 1,589 | 997 | 678 | 2.86 |
| Mower | 14.9 | 691 | 2,534 | 2,644 | 1,889 | 2,249 | 4,893 | 4,137 | 5,438 | 1,958 | 1,959 | 991 | 417 | 2.49 |
| Murray | 3.7 | 137 | 551 | 673 | 461 | 569 | 1,309 | 971 | 1,351 | 473 | 467 | 289 | 149 | 2.59 |
| Nicollet | 9.5 | 697 | 2,077 | 2,246 | 1,329 | 1,170 | 1,981 | 2,101 | 3,055 | 1,607 | 1,622 | 799 | 316 | 2.97 |
| Nobles | 7.6 | 377 | 1,387 | 1,389 | 1,044 | 1,102 | 2,301 | 1,904 | 2,713 | 1,093 | 1,038 | 578 | 274 | 2.63 |
| Norman | 3.1 | 82 | 461 | 544 | 402 | 469 | 1,142 | 908 | 1,044 | 396 | 411 | 219 | 122 | 2.55 |
| Olmsted | 40.5 | 2,583 | 11,196 | 9,156 | 6,345 | 4,498 | 6,722 | 9,982 | 13,154 | 6,466 | 6,859 | 2,832 | 1,207 | 2.66 |
| Otter Tail | 19.5 | 762 | 3,181 | 3,663 | 2,674 | 2,973 | 6,247 | 5,025 | 6,946 | 2,754 | 2,649 | 1,442 | 684 | 2.60 |
| Pennington | 5.1 | 403 | 952 | 973 | 719 | 625 | 1,428 | 1,436 | 1,660 | 696 | 815 | 346 | 147 | 2.59 |
| Pine | 7.6 | 272 | 1,390 | 1,408 | 1,116 | 1,178 | 2,236 | 1,837 | 2,611 | 1,072 | 1,126 | 617 | 337 | 2.82 |
| Pipestone | 4.0 | 199 | 707 | 656 | 468 | 576 | 1,394 | 1,148 | 1,358 | 471 | 566 | 311 | 146 | 2.60 |
| Polk | 11.9 | 563 | 2,167 | 2,371 | 1,613 | 1,633 | 3,553 | 3,093 | 3,836 | 1,715 | 1,800 | 965 | 491 | 2.71 |
| Pope | 4.1 | 129 | 600 | 747 | 519 | 608 | 1,497 | 1,078 | 1,467 | 531 | 533 | 333 | 158 | 2.61 |
| Ramsey | 191.2 | 13,022 | 48,175 | 42,733 | 26,560 | 22,368 | 38,342 | 55,943 | 61,374 | 30,564 | 25,858 | 11,169 | 6,292 | 2.55 |
| Red Lake | 1.7 | 57 | 286 | 314 | 244 | 249 | 550 | 518 | 485 | 227 | 231 | 162 | 77 | 2.65 |
| Redwood | 6.5 | 240 | 1,144 | 1,132 | 883 | 902 | 2,199 | 1,758 | 2,214 | 854 | 863 | 524 | 287 | 2.63 |
| Renville | 6.7 | 246 | 1,172 | 1,181 | 830 | 1,002 | 2,269 | 1,783 | 2,315 | 861 | 948 | 552 | 241 | 2.61 |
| Rice | 16.5 | 914 | 3,678 | 3,618 | 2,566 | 2,022 | 3,702 | 3,982 | 5,140 | 2,658 | 2,742 | 1,397 | 581 | 3.00 |
| Rock | 3.7 | 134 | 634 | 675 | 489 | 510 | 1,258 | 947 | 1,308 | 489 | 490 | 305 | 161 | 2.62 |
| Roseau | 5.5 | 360 | 1,365 | 1,064 | 772 | 606 | 1,333 | 1,208 | 1,732 | 908 | 924 | 490 | 238 | 2.78 |
| St. Louis | 78.3 | 4,548 | 13,710 | 16,786 | 10,887 | 10,530 | 21,839 | 22,573 | 26,341 | 11,771 | 11,091 | 4,691 | 1,833 | 2.51 |
| Scott | 19.8 | 831 | 5,768 | 5,220 | 3,316 | 2,018 | 2,647 | 3,062 | 5,886 | 3,870 | 4,211 | 1,945 | 826 | 2.99 |
| Sherburne | 13.9 | 1,003 | 3,692 | 3,727 | 2,291 | 1,342 | 1,845 | 2,112 | 4,117 | 2,538 | 3,011 | 1,466 | 656 | 3.08 |
| Sibley | 5.3 | 162 | 941 | 986 | 730 | 822 | 1,659 | 1,261 | 1,812 | 763 | 747 | 474 | 243 | 2.70 |
| Stearns | 40.1 | 4,148 | 9,360 | 8,447 | 5,234 | 4,754 | 8,157 | 8,629 | 12,077 | 6,498 | 7,116 | 3,578 | 2,202 | 2.99 |
| Steele | 11.4 | 614 | 2,520 | 2,437 | 1,640 | 1,431 | 2,758 | 2,633 | 3,777 | 1,799 | 1,906 | 917 | 368 | 2.70 |
| Stevens | 3.8 | 489 | 597 | 662 | 432 | 524 | 1,096 | 967 | 1,320 | 512 | 579 | 282 | 140 | 2.79 |
| Swift | 4.2 | 136 | 676 | 708 | 525 | 576 | 1,579 | 1,245 | 1,438 | 523 | 532 | 302 | 160 | 2.50 |
| Todd | 8.6 | 349 | 1,454 | 1,649 | 1,238 | 1,265 | 2,645 | 2,124 | 2,861 | 1,187 | 1,135 | 779 | 514 | 2.71 |
| Traverse | 1.7 | 39 | 241 | 264 | 215 | 283 | 658 | 480 | 633 | 201 | 209 | 120 | 57 | 2.53 |
| Wabasha | 7.3 | 308 | 1,411 | 1,531 | 1,086 | 942 | 2,022 | 1,681 | 2,410 | 1,133 | 1,164 | 625 | 287 | 2.71 |
| Wadena | 5.0 | 247 | 844 | 870 | 704 | 733 | 1,602 | 1,366 | 1,667 | 690 | 674 | 388 | 215 | 2.62 |
| Waseca | 6.7 | 352 | 1,380 | 1,436 | 872 | 818 | 1,842 | 1,649 | 2,185 | 966 | 1,100 | 551 | 249 | 2.70 |
| Washington | 50.3 | 1,584 | 12,538 | 14,546 | 9,841 | 5,883 | 5,908 | 8,095 | 14,949 | 9,822 | 10,848 | 4,850 | 1,736 | 2.96 |
| Watonwan | 4.5 | 165 | 817 | 807 | 605 | 675 | 1,431 | 1,256 | 1,524 | 592 | 590 | 345 | 193 | 2.58 |
| Wilkin | 2.8 | 130 | 536 | 515 | 348 | 431 | 840 | 709 | 891 | 446 | 393 | 237 | 124 | 2.68 |
| Winona | 17.0 | 1,599 | 3,323 | 3,506 | 2,285 | 2,055 | 4,232 | 4,334 | 5,434 | 2,675 | 2,655 | 1,297 | 605 | 2.82 |
| Wright | 23.4 | 1,150 | 5,984 | 5,712 | 3,764 | 2,528 | 4,262 | 4,094 | 6,905 | 4,033 | 4,572 | 2,502 | 1,294 | 2.99 |
| Yellow Medicine | 4.6 | 197 | 749 | 763 | 609 | 653 | 1,629 | 1,317 | 1,605 | 563 | 621 | 332 | 162 | 2.52 |
| **TOTAL METRO COUNTIES** | **1,133.0** | **70,669** | **292,063** | **271,344** | **170,771** | **128,701** | **199,452** | **283,441** | **364,851** | **191,210** | **180,843** | **77,652** | **35,003** | **2.65** |
| **TOTAL STATE** | **1,661.6** | **97,838** | **389,778** | **374,806** | **244,410** | **201,632** | **353,136** | **416,694** | **545,029** | **267,604** | **258,520** | **118,985** | **54,768** | **2.66** |
| **MISSISSIPPI** | | | | | | | | | | | | | | |
| **BILOXI - GULFPORT** | **71.5** | **4,508** | **16,418** | **14,789** | **10,814** | **10,342** | **14,629** | **17,181** | **22,125** | **13,413** | **10,977** | **4,887** | **2,917** | **2.76** |
| Hancock | 12.0 | 497 | 2,178 | 2,346 | 1,974 | 1,999 | 3,006 | 2,791 | 4,003 | 2,094 | 1,747 | 883 | 482 | 2.69 |
| Harrison | 59.5 | 4,011 | 14,240 | 12,443 | 8,840 | 8,343 | 11,623 | 14,390 | 18,122 | 11,319 | 9,230 | 4,004 | 2,435 | 2.78 |
| **JACKSON** | **140.9** | **7,259** | **32,827** | **33,390** | **21,670** | **18,661** | **27,093** | **33,552** | **41,139** | **26,128** | **22,846** | **10,295** | **6,940** | **2.82** |
| Hinds | 90.7 | 4,773 | 20,723 | 20,956 | 13,527 | 12,036 | 18,685 | 23,219 | 26,095 | 16,233 | 13,810 | 6,606 | 4,737 | 2.80 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average Household Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **MISSISSIPPI (continued)** | | | | | | | | | | | | | | |
| **JACKSON (continued)** | | | | | | | | | | | | | | |
| Madison | 19.8 | 1,156 | 5,512 | 4,572 | 2,657 | 2,320 | 3,583 | 4,965 | 5,813 | 3,430 | 3,091 | 1,347 | 1,154 | 2.78 |
| Rankin | 30.4 | 1,330 | 6,592 | 7,862 | 5,486 | 4,305 | 4,825 | 5,368 | 9,231 | 6,465 | 5,945 | 2,342 | 1,049 | 2.92 |
| **PASCAGOULA** | **40.4** | **1,806** | **8,553** | **9,450** | **7,445** | **6,059** | **7,087** | **7,811** | **11,940** | **8,353** | **7,185** | **3,249** | **1,862** | **2.85** |
| Jackson | 40.4 | 1,806 | 8,553 | 9,450 | 7,445 | 6,059 | 7,087 | 7,811 | 11,940 | 8,353 | 7,185 | 3,249 | 1,862 | 2.85 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Adams | 13.1 | 483 | 2,431 | 2,709 | 1,950 | 2,102 | 3,425 | 3,288 | 3,900 | 2,505 | 2,000 | 888 | 519 | 2.67 |
| Alcorn | 12.4 | 608 | 2,204 | 2,490 | 2,061 | 1,727 | 3,310 | 3,095 | 4,006 | 2,466 | 1,849 | 686 | 298 | 2.55 |
| Amite | 4.8 | 155 | 825 | 837 | 758 | 753 | 1,472 | 1,167 | 1,429 | 834 | 726 | 348 | 296 | 2.77 |
| Attala | 6.9 | 260 | 1,098 | 1,156 | 994 | 1,040 | 2,352 | 1,814 | 2,150 | 1,169 | 937 | 466 | 364 | 2.67 |
| Benton | 2.8 | 147 | 503 | 474 | 400 | 464 | 812 | 608 | 880 | 483 | 426 | 225 | 178 | 2.86 |
| Bolivar | 13.2 | 804 | 2,518 | 2,777 | 1,933 | 1,671 | 3,497 | 3,169 | 3,298 | 2,256 | 2,002 | 1,118 | 1,357 | 3.14 |
| Calhoun | 5.7 | 288 | 936 | 1,024 | 877 | 840 | 1,735 | 1,420 | 1,759 | 1,107 | 871 | 333 | 210 | 2.61 |
| Carroll | 3.3 | 115 | 537 | 604 | 571 | 504 | 969 | 737 | 1,017 | 629 | 493 | 243 | 181 | 2.79 |
| Chickasaw | 6.5 | 377 | 1,292 | 1,198 | 995 | 923 | 1,715 | 1,473 | 1,978 | 1,149 | 1,005 | 540 | 355 | 2.78 |
| Choctaw | 3.2 | 117 | 581 | 601 | 510 | 475 | 916 | 740 | 948 | 580 | 507 | 260 | 165 | 2.84 |
| Claiborne | 3.4 | 109 | 638 | 706 | 501 | 464 | 982 | 939 | 886 | 562 | 460 | 274 | 279 | 3.35 |
| Clarke | 6.3 | 309 | 1,129 | 1,249 | 936 | 938 | 1,739 | 1,461 | 1,897 | 1,173 | 1,027 | 484 | 258 | 2.75 |
| Clay | 7.2 | 360 | 1,400 | 1,500 | 1,031 | 1,036 | 1,873 | 1,659 | 2,061 | 1,266 | 1,151 | 590 | 473 | 2.93 |
| Coahoma | 10.4 | 436 | 1,883 | 1,969 | 1,472 | 1,554 | 3,086 | 2,741 | 2,613 | 1,639 | 1,525 | 912 | 970 | 3.00 |
| Copiah | 9.3 | 362 | 1,747 | 1,831 | 1,413 | 1,365 | 2,582 | 2,153 | 2,666 | 1,633 | 1,458 | 777 | 613 | 2.98 |
| Covington | 5.8 | 317 | 1,088 | 1,089 | 958 | 828 | 1,520 | 1,284 | 1,655 | 1,077 | 958 | 435 | 391 | 2.86 |
| ☐ De Soto | 24.3 | 1,081 | 5,493 | 5,806 | 4,922 | 3,292 | 3,706 | 3,593 | 7,410 | 5,486 | 4,873 | 1,981 | 957 | 2.91 |
| Forrest | 25.1 | 2,881 | 5,618 | 4,712 | 3,361 | 3,065 | 5,463 | 6,935 | 7,803 | 4,394 | 3,482 | 1,535 | 951 | 2.72 |
| Franklin | 3.1 | 100 | 584 | 569 | 415 | 506 | 926 | 764 | 952 | 507 | 497 | 223 | 157 | 2.71 |
| George | 5.8 | 331 | 1,175 | 1,146 | 1,006 | 840 | 1,302 | 1,094 | 1,711 | 1,138 | 1,047 | 528 | 282 | 2.88 |
| Greene | 3.3 | 184 | 712 | 742 | 627 | 496 | 539 | 646 | 946 | 638 | 573 | 314 | 183 | 3.09 |
| Grenada | 7.7 | 328 | 1,495 | 1,590 | 1,187 | 1,104 | 1,996 | 1,821 | 2,232 | 1,414 | 1,258 | 564 | 411 | 2.81 |
| Hancock | 12.0 | 497 | 2,178 | 2,346 | 1,974 | 1,999 | 3,006 | 2,791 | 4,003 | 2,094 | 1,747 | 883 | 482 | 2.69 |
| Harrison | 59.5 | 4,011 | 14,240 | 12,443 | 8,840 | 8,343 | 11,623 | 14,390 | 18,122 | 11,319 | 9,230 | 4,004 | 2,435 | 2.78 |
| Hinds | 90.7 | 4,773 | 20,723 | 20,956 | 13,527 | 12,036 | 18,685 | 23,219 | 26,095 | 16,233 | 13,810 | 6,606 | 4,737 | 2.80 |
| Holmes | 7.1 | 308 | 1,285 | 1,355 | 927 | 1,016 | 2,209 | 1,809 | 1,807 | 1,133 | 1,029 | 606 | 716 | 3.03 |
| Humphreys | 3.9 | 194 | 775 | 731 | 563 | 559 | 1,078 | 923 | 989 | 651 | 529 | 392 | 416 | 3.08 |
| Issaquena | .6 | 31 | 107 | 92 | 125 | 82 | 163 | 139 | 163 | 102 | 93 | 39 | 64 | 3.17 |
| Itawamba | 7.5 | 387 | 1,272 | 1,388 | 1,223 | 1,146 | 2,084 | 1,660 | 2,498 | 1,502 | 1,218 | 455 | 167 | 2.65 |
| Jackson | 40.4 | 1,806 | 8,553 | 9,450 | 7,445 | 6,059 | 7,087 | 7,811 | 11,940 | 8,353 | 7,185 | 3,249 | 1,862 | 2.85 |
| Jasper | 6.0 | 254 | 1,094 | 1,144 | 881 | 872 | 1,755 | 1,296 | 1,784 | 1,034 | 989 | 505 | 392 | 2.85 |
| Jefferson | 2.8 | 92 | 572 | 572 | 428 | 386 | 750 | 648 | 664 | 460 | 437 | 310 | 281 | 3.07 |
| Jefferson Davis | 4.8 | 212 | 825 | 925 | 750 | 689 | 1,399 | 1,056 | 1,385 | 795 | 779 | 420 | 365 | 2.92 |
| Jones | 22.5 | 960 | 4,099 | 4,553 | 3,416 | 3,517 | 5,955 | 5,160 | 7,116 | 4,096 | 3,664 | 1,467 | 997 | 2.76 |
| Kemper | 3.6 | 151 | 597 | 663 | 544 | 538 | 1,107 | 926 | 1,021 | 574 | 567 | 263 | 249 | 2.89 |
| Lafayette | 11.1 | 1,758 | 2,449 | 2,018 | 1,485 | 1,236 | 2,154 | 2,975 | 3,815 | 1,912 | 1,467 | 596 | 335 | 2.86 |
| Lamar | 11.0 | 817 | 2,622 | 2,572 | 1,665 | 1,367 | 1,957 | 2,105 | 3,339 | 2,238 | 2,071 | 836 | 411 | 2.79 |
| Lauderdale | 28.2 | 1,652 | 5,865 | 5,768 | 4,167 | 3,880 | 6,868 | 7,447 | 8,589 | 5,131 | 4,121 | 1,795 | 1,117 | 2.67 |
| Lawrence | 4.5 | 170 | 919 | 817 | 699 | 712 | 1,183 | 1,053 | 1,299 | 811 | 782 | 352 | 203 | 2.78 |
| Leake | 6.8 | 298 | 1,185 | 1,222 | 951 | 1,092 | 2,052 | 1,654 | 2,093 | 1,191 | 1,031 | 460 | 371 | 2.71 |
| Lee | 24.7 | 1,436 | 5,628 | 5,433 | 3,918 | 3,307 | 4,978 | 5,786 | 7,594 | 4,734 | 4,062 | 1,697 | 827 | 2.68 |
| Leflore | 12.6 | 569 | 2,464 | 2,523 | 1,803 | 1,732 | 3,509 | 3,416 | 3,223 | 2,104 | 1,849 | 1,031 | 977 | 2.93 |
| Lincoln | 11.1 | 459 | 2,026 | 2,300 | 1,637 | 1,671 | 3,007 | 2,642 | 3,340 | 2,015 | 1,844 | 799 | 460 | 2.72 |
| Lowndes | 21.3 | 1,504 | 5,139 | 4,633 | 3,162 | 2,702 | 4,160 | 5,013 | 6,260 | 4,108 | 3,466 | 1,524 | 929 | 2.77 |
| Madison | 19.8 | 1,156 | 5,512 | 4,572 | 2,657 | 2,320 | 3,583 | 4,965 | 5,813 | 3,430 | 3,091 | 1,347 | 1,154 | 2.78 |
| Marion | 9.1 | 440 | 1,706 | 1,786 | 1,318 | 1,330 | 2,520 | 2,094 | 2,694 | 1,660 | 1,475 | 714 | 463 | 2.79 |
| Marshall | 10.1 | 432 | 1,963 | 2,148 | 1,657 | 1,524 | 2,376 | 2,097 | 2,843 | 1,847 | 1,731 | 833 | 749 | 3.01 |
| Monroe | 13.4 | 684 | 2,473 | 2,667 | 2,085 | 1,916 | 3,575 | 3,074 | 4,132 | 2,451 | 2,141 | 988 | 614 | 2.73 |
| Montgomery | 4.5 | 199 | 726 | 799 | 658 | 714 | 1,404 | 1,125 | 1,347 | 782 | 691 | 309 | 246 | 2.73 |
| Neshoba | 8.8 | 412 | 1,589 | 1,763 | 1,316 | 1,331 | 2,389 | 1,927 | 2,657 | 1,655 | 1,455 | 667 | 439 | 2.82 |
| Newton | 7.3 | 359 | 1,279 | 1,357 | 1,093 | 1,081 | 2,131 | 1,676 | 2,329 | 1,314 | 1,165 | 510 | 306 | 2.77 |
| Noxubee | 4.1 | 155 | 807 | 754 | 579 | 598 | 1,207 | 990 | 1,055 | 642 | 604 | 367 | 442 | 3.05 |
| Oktibbeha | 12.9 | 2,259 | 2,849 | 2,428 | 1,673 | 1,404 | 2,287 | 3,311 | 4,098 | 2,336 | 1,883 | 773 | 499 | 2.98 |
| Panola | 10.2 | 431 | 2,014 | 1,991 | 1,504 | 1,528 | 2,732 | 2,306 | 2,918 | 1,776 | 1,592 | 777 | 831 | 2.96 |
| Pearl River | 13.9 | 649 | 2,588 | 2,868 | 2,472 | 2,233 | 3,090 | 2,823 | 4,245 | 2,766 | 2,377 | 1,072 | 617 | 2.81 |
| Perry | 3.8 | 254 | 748 | 783 | 615 | 524 | 876 | 805 | 1,036 | 762 | 680 | 321 | 196 | 2.87 |
| Pike | 13.3 | 596 | 2,401 | 2,734 | 1,939 | 1,965 | 3,665 | 3,423 | 3,883 | 2,257 | 2,031 | 971 | 735 | 2.76 |
| Pontotoc | 8.4 | 477 | 1,642 | 1,666 | 1,204 | 1,207 | 2,204 | 1,870 | 2,656 | 1,639 | 1,439 | 540 | 256 | 2.67 |
| Prentiss | 8.6 | 504 | 1,555 | 1,603 | 1,349 | 1,264 | 2,325 | 1,928 | 2,749 | 1,756 | 1,342 | 573 | 252 | 2.70 |
| Quitman | 3.5 | 128 | 580 | 620 | 503 | 507 | 1,162 | 877 | 925 | 569 | 505 | 291 | 333 | 2.94 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average Household Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **MISSISSIPPI (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Rankin | 30.4 | 1,330 | 6,592 | 7,862 | 5,486 | 4,305 | 4,825 | 5,368 | 9,231 | 6,465 | 5,945 | 2,342 | 1,049 | 2.92 |
| Scott | 8.5 | 461 | 1,658 | 1,667 | 1,268 | 1,280 | 2,166 | 1,873 | 2,426 | 1,625 | 1,387 | 717 | 472 | 2.85 |
| Sharkey | 2.1 | 68 | 397 | 464 | 318 | 293 | 560 | 427 | 482 | 346 | 332 | 223 | 290 | 3.33 |
| Simpson | 8.3 | 344 | 1,610 | 1,707 | 1,276 | 1,254 | 2,109 | 1,876 | 2,404 | 1,556 | 1,356 | 653 | 455 | 2.88 |
| Smith | 5.3 | 247 | 951 | 1,004 | 828 | 831 | 1,439 | 1,124 | 1,668 | 953 | 872 | 409 | 274 | 2.79 |
| Stone | 3.7 | 191 | 737 | 800 | 596 | 521 | 855 | 813 | 1,112 | 694 | 608 | 299 | 174 | 2.92 |
| Sunflower | 9.6 | 405 | 1,805 | 1,875 | 1,330 | 1,338 | 2,847 | 2,428 | 2,268 | 1,501 | 1,446 | 891 | 1,066 | 3.40 |
| Tallahatchie | 5.0 | 166 | 893 | 942 | 724 | 740 | 1,535 | 1,222 | 1,297 | 815 | 721 | 408 | 537 | 3.04 |
| Tate | 7.1 | 313 | 1,389 | 1,478 | 1,222 | 997 | 1,701 | 1,331 | 2,100 | 1,353 | 1,312 | 572 | 432 | 3.04 |
| Tippah | 7.2 | 425 | 1,323 | 1,324 | 1,110 | 1,053 | 1,965 | 1,577 | 2,251 | 1,432 | 1,190 | 490 | 260 | 2.72 |
| Tishomingo | 7.1 | 379 | 1,163 | 1,271 | 1,134 | 1,120 | 2,033 | 1,690 | 2,493 | 1,417 | 1,006 | 385 | 109 | 2.49 |
| Tunica | 2.5 | 125 | 473 | 490 | 379 | 337 | 696 | 574 | 605 | 366 | 366 | 254 | 335 | 3.24 |
| Union | 8.4 | 420 | 1,479 | 1,663 | 1,252 | 1,237 | 2,349 | 1,928 | 2,672 | 1,598 | 1,429 | 536 | 237 | 2.63 |
| Walthall | 4.9 | 214 | 874 | 917 | 734 | 760 | 1,401 | 1,085 | 1,465 | 813 | 774 | 411 | 352 | 2.94 |
| Warren | 17.3 | 695 | 3,520 | 3,863 | 2,828 | 2,253 | 4,141 | 4,309 | 4,888 | 3,205 | 2,776 | 1,254 | 868 | 2.75 |
| Washington | 22.5 | 1,064 | 4,663 | 4,778 | 3,359 | 3,159 | 5,477 | 5,221 | 5,825 | 3,858 | 3,562 | 2,013 | 2,021 | 3.00 |
| Wayne | 6.9 | 347 | 1,458 | 1,403 | 1,083 | 985 | 1,624 | 1,457 | 1,955 | 1,355 | 1,236 | 512 | 385 | 2.83 |
| Webster | 3.8 | 159 | 637 | 671 | 556 | 562 | 1,215 | 969 | 1,178 | 665 | 575 | 244 | 169 | 2.66 |
| Wilkinson | 3.3 | 103 | 626 | 627 | 497 | 455 | 992 | 772 | 881 | 607 | 535 | 281 | 224 | 2.91 |
| Winston | 7.0 | 252 | 1,152 | 1,383 | 1,038 | 1,117 | 2,058 | 1,715 | 2,103 | 1,231 | 1,031 | 523 | 397 | 2.77 |
| Yalobusha | 4.6 | 160 | 742 | 836 | 676 | 669 | 1,517 | 1,293 | 1,380 | 775 | 638 | 302 | 212 | 2.61 |
| Yazoo | 8.7 | 362 | 1,569 | 1,618 | 1,233 | 1,346 | 2,572 | 2,178 | 2,408 | 1,387 | 1,318 | 732 | 677 | 2.91 |
| **TOTAL METRO COUNTIES** | **277.1** | **14,654** | **63,291** | **63,435** | **44,851** | **38,354** | **52,515** | **62,137** | **82,614** | **53,380** | **45,881** | **20,412** | **12,676** | **2.82** |
| **TOTAL STATE** | **912.2** | **49,856** | **186,647** | **189,865** | **140,557** | **128,986** | **216,289** | **213,041** | **269,808** | **168,354** | **145,712** | **67,517** | **47,768** | **2.82** |
| **MISSOURI** | | | | | | | | | | | | | | |
| **COLUMBIA** | **42.2** | **5,974** | **11,474** | **9,527** | **5,339** | **3,870** | **6,016** | **11,604** | **14,382** | **7,201** | **5,986** | **2,132** | **895** | **2.68** |
| Boone | 42.2 | 5,974 | 11,474 | 9,527 | 5,339 | 3,870 | 6,016 | 11,604 | 14,382 | 7,201 | 5,986 | 2,132 | 895 | 2.68 |
| **JOPLIN** | **53.3** | **3,377** | **10,420** | **10,430** | **7,817** | **7,328** | **13,928** | **13,709** | **18,374** | **8,983** | **7,764** | **3,139** | **1,331** | **2.54** |
| Jasper | 36.3 | 2,450 | 7,223 | 7,044 | 5,075 | 4,840 | 9,668 | 9,948 | 12,417 | 5,976 | 5,065 | 2,034 | 860 | 2.50 |
| Newton | 17.0 | 927 | 3,197 | 3,386 | 2,742 | 2,488 | 4,260 | 3,761 | 5,957 | 3,007 | 2,699 | 1,105 | 471 | 2.63 |
| **KANSAS CITY** | **609.4** | **32,516** | **143,845** | **139,747** | **95,239** | **78,601** | **119,452** | **158,325** | **196,280** | **104,890** | **92,451** | **38,435** | **19,019** | **2.60** |
| Cass | 23.3 | 1,060 | 5,319 | 5,284 | 4,084 | 3,108 | 4,445 | 4,457 | 7,502 | 4,401 | 4,374 | 1,816 | 750 | 2.79 |
| Clay | 59.6 | 3,305 | 14,532 | 13,816 | 9,943 | 7,833 | 10,171 | 13,992 | 20,264 | 10,851 | 9,419 | 3,661 | 1,413 | 2.60 |
| Jackson | 253.4 | 14,537 | 58,888 | 53,779 | 37,438 | 33,935 | 54,823 | 75,003 | 79,946 | 41,621 | 33,915 | 14,448 | 8,467 | 2.51 |
| Lafayette | 11.8 | 549 | 2,154 | 2,236 | 1,806 | 1,682 | 3,373 | 2,923 | 3,965 | 1,912 | 1,825 | 795 | 380 | 2.65 |
| Platte | 22.6 | 1,190 | 5,629 | 5,928 | 4,339 | 2,539 | 2,975 | 5,168 | 7,523 | 4,226 | 3,741 | 1,418 | 524 | 2.62 |
| Ray | 8.1 | 295 | 1,585 | 1,634 | 1,463 | 1,189 | 1,934 | 1,657 | 2,674 | 1,472 | 1,370 | 643 | 284 | 2.73 |
| *Johnson, Kans.* | *140.8* | *6,659* | *35,911* | *37,312* | *22,960* | *16,151* | *21,807* | *32,408* | *47,238* | *25,013* | *23,718* | *9,141* | *3,282* | *2.60* |
| *Leavenworth, Kans.* | *20.1* | *869* | *4,302* | *5,527* | *3,149* | *2,490* | *3,763* | *4,063* | *6,000* | *3,679* | *3,937* | *1,657* | *764* | *3.25* |
| *Miami, Kans.* | *8.5* | *330* | *1,685* | *1,816* | *1,408* | *1,180* | *2,081* | *1,850* | *2,820* | *1,412* | *1,520* | *602* | *296* | *2.80* |
| *Wyandotte, Kans.* | *61.2* | *3,722* | *13,840* | *12,415* | *8,649* | *8,494* | *14,080* | *16,804* | *18,348* | *10,303* | *8,632* | *4,254* | *2,859* | *2.64* |
| **ST. JOSEPH** | **32.4** | **1,949** | **6,512** | **6,114** | **4,428** | **4,411** | **8,986** | **8,969** | **10,550** | **5,374** | **4,655** | **1,955** | **897** | **2.56** |
| Buchanan | 32.4 | 1,949 | 6,512 | 6,114 | 4,428 | 4,411 | 8,986 | 8,969 | 10,550 | 5,374 | 4,655 | 1,955 | 897 | 2.56 |
| **ST. LOUIS** | **929.0** | **41,852** | **207,292** | **203,281** | **143,877** | **128,985** | **203,713** | **239,480** | **288,226** | **162,608** | **141,805** | **62,649** | **34,232** | **2.64** |
| Franklin | 29.1 | 1,451 | 6,416 | 6,115 | 4,732 | 4,013 | 6,373 | 5,833 | 9,262 | 5,338 | 5,072 | 2,387 | 1,208 | 2.79 |
| Jefferson | 60.1 | 2,946 | 15,760 | 14,673 | 10,437 | 7,555 | 8,729 | 10,010 | 18,119 | 12,528 | 12,024 | 5,158 | 2,261 | 2.89 |
| St. Charles | 77.3 | 3,695 | 21,913 | 20,620 | 13,322 | 8,581 | 9,169 | 13,887 | 23,236 | 15,325 | 15,433 | 6,658 | 2,761 | 2.86 |
| St. Louis | 382.3 | 13,720 | 81,081 | 86,347 | 63,317 | 55,618 | 82,217 | 94,074 | 126,388 | 66,923 | 58,433 | 24,780 | 11,702 | 2.61 |
| St. Louis city | 162.7 | 9,591 | 36,552 | 29,724 | 19,365 | 21,565 | 45,903 | 63,820 | 44,028 | 22,608 | 16,032 | 8,383 | 7,829 | 2.41 |
| *Clinton, Ill.* | *11.6* | *412* | *2,366* | *2,357* | *1,716* | *1,712* | *3,037* | *2,576* | *3,450* | *2,071* | *1,995* | *1,003* | *505* | *2.93* |
| *Jersey, Ill.* | *7.4* | *283* | *1,482* | *1,518* | *1,167* | *1,103* | *1,847* | *1,627* | *2,412* | *1,331* | *1,186* | *578* | *266* | *2.78* |
| *Madison, Ill.* | *95.0* | *4,820* | *19,427* | *19,469* | *14,571* | *13,801* | *22,912* | *22,711* | *30,666* | *17,570* | *15,138* | *6,130* | *2,785* | *2.63* |
| *Monroe, Ill.* | *8.3* | *293* | *1,722* | *1,809* | *1,286* | *1,264* | *1,926* | *1,744* | *2,669* | *1,506* | *1,493* | *620* | *268* | *2.73* |
| *St. Clair, Ill.* | *95.2* | *4,641* | *20,573* | *20,649* | *13,964* | *13,773* | *21,600* | *23,198* | *27,996* | *17,408* | *14,999* | *6,952* | *4,647* | *2.76* |
| **SPRINGFIELD** | **94.5** | **8,222** | **19,999** | **19,921** | **13,844** | **11,862** | **20,652** | **24,021** | **33,337** | **16,443** | **13,673** | **5,025** | **2,001** | **2.57** |
| Christian | 12.3 | 648 | 2,797 | 2,929 | 1,971 | 1,567 | 2,388 | 2,190 | 4,288 | 2,390 | 2,261 | 873 | 298 | 2.73 |
| Greene | 82.2 | 7,574 | 17,202 | 16,992 | 11,873 | 10,295 | 18,264 | 21,831 | 29,049 | 14,053 | 11,412 | 4,152 | 1,703 | 2.55 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Adair | 9.0 | 1,479 | 1,721 | 1,630 | 1,096 | 911 | 2,163 | 2,723 | 3,050 | 1,460 | 1,154 | 445 | 168 | 2.72 |
| Andrew | 5.5 | 235 | 1,031 | 1,208 | 856 | 756 | 1,414 | 1,169 | 1,890 | 950 | 987 | 364 | 140 | 2.67 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

S&MM ESTIMATES

| METRO AREA County | 12/31/90 Total Households (Thousands) | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average Household Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **MISSOURI (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Atchison | 2.9 | 153 | 438 | 527 | 377 | 420 | 985 | 813 | 1,108 | 398 | 372 | 162 | 47 | 2.55 |
| Audrain | 9.1 | 385 | 1,587 | 1,710 | 1,280 | 1,278 | 2,860 | 2,323 | 3,251 | 1,479 | 1,230 | 546 | 271 | 2.57 |
| Barry | 11.0 | 536 | 1,882 | 1,832 | 1,669 | 1,698 | 3,383 | 2,587 | 4,201 | 1,764 | 1,497 | 612 | 339 | 2.54 |
| Barton | 4.6 | 207 | 843 | 784 | 597 | 631 | 1,538 | 1,289 | 1,596 | 664 | 628 | 296 | 127 | 2.48 |
| Bates | 5.9 | 233 | 955 | 1,036 | 826 | 910 | 1,940 | 1,499 | 2,156 | 869 | 833 | 379 | 164 | 2.54 |
| Benton | 5.8 | 160 | 705 | 833 | 870 | 1,168 | 2,064 | 1,431 | 2,522 | 760 | 657 | 298 | 132 | 2.41 |
| Bollinger | 4.0 | 175 | 644 | 736 | 598 | 633 | 1,214 | 825 | 1,431 | 718 | 612 | 255 | 159 | 2.68 |
| Boone | 47 | 5,974 | 11,474 | 9,527 | 5,339 | 3,870 | 6,016 | 11,604 | 14,382 | 7,201 | 5,986 | 2,132 | 895 | 2.68 |
| Buchanan | 32.4 | 1,949 | 6,512 | 6,114 | 4,428 | 4,411 | 8,986 | 8,969 | 10,550 | 5,374 | 4,655 | 1,955 | 897 | 2.56 |
| Butler | 15.3 | 792 | 2,716 | 2,818 | 2,270 | 2,411 | 4,293 | 3,913 | 5,305 | 2,714 | 2,171 | 828 | 369 | 2.54 |
| Caldwell | 3.2 | 118 | 528 | 539 | 471 | 469 | 1,075 | 793 | 1,145 | 493 | 453 | 208 | 108 | 2.63 |
| Callaway | 11.6 | 589 | 2,446 | 2,548 | 1,804 | 1,580 | 2,633 | 2,534 | 3,904 | 2,094 | 1,946 | 801 | 321 | 2.84 |
| Camden | 11.5 | 445 | 1,733 | 1,932 | 1,858 | 2,276 | 3,256 | 2,371 | 5,278 | 1,741 | 1,356 | 544 | 210 | 2.43 |
| Cape Girardeau | 23.5 | 2,202 | 4,862 | 4,797 | 3,260 | 2,910 | 5,469 | 5,962 | 8,093 | 4,088 | 3,528 | 1,237 | 592 | 2.63 |
| Carroll | 4.3 | 160 | 663 | 715 | 600 | 596 | 1,566 | 1,236 | 1,491 | 591 | 592 | 277 | 113 | 2.47 |
| Carter | 2.1 | 89 | 347 | 374 | 334 | 346 | 610 | 557 | 674 | 343 | 313 | 129 | 84 | 2.62 |
| Cass | 23.3 | 1,060 | 5,319 | 5,284 | 4,084 | 3,108 | 4,445 | 4,457 | 7,502 | 4,401 | 4,374 | 1,816 | 750 | 2.79 |
| Cedar | 5.0 | 195 | 669 | 719 | 693 | 850 | 1,874 | 1,370 | 1,978 | 696 | 559 | 265 | 132 | 2.42 |
| Chariton | 3.6 | 120 | 562 | 568 | 491 | 539 | 1,320 | 992 | 1,271 | 509 | 467 | 240 | 121 | 2.53 |
| Christian | 12.3 | 648 | 2,797 | 2,929 | 1,971 | 1,567 | 2,368 | 2,190 | 4,288 | 2,390 | 2,261 | 873 | 298 | 2.73 |
| Clark | 2.8 | 124 | 466 | 537 | 445 | 399 | 829 | 686 | 949 | 440 | 419 | 207 | 99 | 2.68 |
| Clay | 59.6 | 3,305 | 14,532 | 13,816 | 9,943 | 7,833 | 10,171 | 13,992 | 20,264 | 10,851 | 9,419 | 3,661 | 1,413 | 2.60 |
| Clinton | 6.2 | 230 | 1,161 | 1,240 | 1,103 | 900 | 1,566 | 1,368 | 2,079 | 1,064 | 1,032 | 431 | 226 | 2.69 |
| Cole | 23.1 | 1,431 | 5,178 | 5,332 | 3,381 | 2,921 | 4,857 | 6,321 | 7,128 | 3,961 | 3,550 | 1,475 | 665 | 2.77 |
| Cooper | 5.3 | 214 | 951 | 991 | 746 | 714 | 1,684 | 1,323 | 1,824 | 918 | 744 | 327 | 164 | 2.79 |
| Crawford | 7.4 | 302 | 1,360 | 1,317 | 1,092 | 1,163 | 2,166 | 1,701 | 2,591 | 1,228 | 1,145 | 495 | 240 | 2.62 |
| Dade | 3.0 | 119 | 482 | 503 | 380 | 466 | 1,050 | 831 | 1,085 | 439 | 378 | 184 | 83 | 2.50 |
| Dallas | 5.0 | 224 | 856 | 833 | 733 | 777 | 1,577 | 1,182 | 1,831 | 814 | 673 | 336 | 164 | 2.56 |
| Daviess | 3.0 | 105 | 468 | 458 | 452 | 464 | 1,053 | 766 | 1,083 | 439 | 392 | 196 | 124 | 2.60 |
| De Kalb | 3.1 | 140 | 672 | 673 | 570 | 554 | 491 | 774 | 1,089 | 472 | 445 | 221 | 99 | 3.26 |
| Dent | 5.3 | 217 | 841 | 920 | 815 | 828 | 1,679 | 1,264 | 1,903 | 924 | 717 | 333 | 159 | 2.58 |
| Douglas | 4.6 | 215 | 707 | 793 | 749 | 746 | 1,390 | 1,072 | 1,675 | 752 | 648 | 285 | 168 | 2.59 |
| Dunklin | 13.0 | 634 | 2,166 | 2,266 | 2,015 | 1,908 | 4,011 | 3,532 | 4,292 | 2,365 | 1,698 | 715 | 398 | 2.53 |
| Franklin | 29.1 | 1,451 | 6,416 | 6,115 | 4,732 | 4,013 | 6,373 | 5,833 | 9,262 | 5,338 | 5,072 | 2,387 | 1,208 | 2.79 |
| Gasconade | 5.6 | 205 | 1,023 | 942 | 713 | 828 | 1,889 | 1,445 | 1,975 | 920 | 774 | 349 | 137 | 2.52 |
| Gentry | 2.7 | 103 | 440 | 357 | 360 | 371 | 1,069 | 792 | 952 | 390 | 324 | 169 | 73 | 2.52 |
| Greene | 82.2 | 7,574 | 17,202 | 16,992 | 11,873 | 10,295 | 18,264 | 21,831 | 29,049 | 14,053 | 11,412 | 4,152 | 1,703 | 2.55 |
| Grundy | 4.3 | 174 | 676 | 700 | 600 | 637 | 1,513 | 1,250 | 1,573 | 599 | 584 | 193 | 101 | 2.42 |
| Harrison | 3.5 | 137 | 527 | 497 | 466 | 548 | 1,325 | 1,038 | 1,320 | 497 | 385 | 187 | 73 | 2.40 |
| Henry | 8.2 | 359 | 1,332 | 1,379 | 1,173 | 1,179 | 2,778 | 2,293 | 2,920 | 1,252 | 1,105 | 464 | 166 | 2.45 |
| Hickory | 3.2 | 85 | 309 | 401 | 393 | 667 | 1,345 | 780 | 1,547 | 400 | 281 | 125 | 67 | 2.31 |
| Holt | 2.4 | 82 | 369 | 423 | 304 | 321 | 901 | 690 | 854 | 327 | 319 | 142 | 68 | 2.50 |
| Howard | 3.6 | 161 | 632 | 635 | 487 | 498 | 1,187 | 990 | 1,225 | 566 | 489 | 208 | 122 | 2.67 |
| Howell | 12.4 | 670 | 2,110 | 2,260 | 1,890 | 1,877 | 3,593 | 3,032 | 4,384 | 2,149 | 1,763 | 729 | 343 | 2.56 |
| Iron | 4.0 | 172 | 693 | 686 | 600 | 648 | 1,201 | 938 | 1,397 | 697 | 552 | 269 | 147 | 2.70 |
| Jackson | 253.4 | 14,537 | 58,888 | 53,779 | 37,436 | 33,935 | 54,823 | 75,003 | 79,946 | 41,621 | 33,915 | 14,448 | 8,467 | 2.51 |
| Jasper | 36.3 | 2,450 | 7,223 | 7,044 | 5,075 | 4,840 | 9,668 | 9,948 | 12,417 | 5,976 | 5,065 | 2,034 | 860 | 2.50 |
| Jefferson | 60.1 | 2,946 | 15,760 | 14,673 | 10,437 | 7,555 | 8,729 | 10,010 | 18,119 | 12,528 | 12,024 | 5,158 | 2,261 | 2.89 |
| Johnson | 14.7 | 2,204 | 3,651 | 2,724 | 1,940 | 1,599 | 2,582 | 3,180 | 5,179 | 2,579 | 2,435 | 937 | 390 | 2.92 |
| Knox | 1.8 | 66 | 272 | 263 | 267 | 294 | 638 | 511 | 670 | 247 | 221 | 98 | 53 | 2.44 |
| Laclede | 10.5 | 637 | 2,031 | 1,919 | 1,599 | 1,493 | 2,821 | 2,440 | 3,654 | 1,845 | 1,627 | 665 | 269 | 2.61 |
| Lafayette | 11.8 | 549 | 2,154 | 2,236 | 1,806 | 1,682 | 3,373 | 2,923 | 3,965 | 1,912 | 1,825 | 795 | 380 | 2.65 |
| Lawrence | 11.8 | 624 | 2,120 | 2,090 | 1,805 | 1,602 | 3,559 | 2,970 | 4,080 | 1,912 | 1,763 | 719 | 356 | 2.58 |
| Lewis | 3.7 | 192 | 657 | 623 | 568 | 515 | 1,145 | 977 | 1,310 | 555 | 503 | 259 | 96 | 2.73 |
| Lincoln | 10.5 | 464 | 2,467 | 2,226 | 1,720 | 1,392 | 2,231 | 2,176 | 3,175 | 1,978 | 1,867 | 878 | 426 | 2.81 |
| Linn | 5.7 | 203 | 940 | 916 | 694 | 851 | 2,096 | 1,751 | 1,968 | 798 | 693 | 334 | 156 | 2.42 |
| Livingston | 5.6 | 265 | 934 | 976 | 821 | 798 | 1,806 | 1,606 | 1,880 | 856 | 776 | 343 | 139 | 2.61 |
| McDonald | 6.4 | 374 | 1,256 | 1,130 | 999 | 981 | 1,660 | 1,437 | 2,242 | 1,109 | 946 | 427 | 239 | 2.67 |
| Macon | 6.1 | 252 | 981 | 1,057 | 870 | 837 | 2,103 | 1,647 | 2,197 | 949 | 829 | 320 | 158 | 2.51 |
| Madison | 4.4 | 209 | 749 | 737 | 583 | 721 | 1,401 | 1,060 | 1,548 | 771 | 648 | 260 | 113 | 2.55 |
| Maries | 3.0 | 113 | 509 | 501 | 497 | 507 | 873 | 704 | 1,046 | 482 | 445 | 216 | 107 | 2.67 |
| Marion | 10.7 | 551 | 2,040 | 2,094 | 1,373 | 1,453 | 3,189 | 3,034 | 3,368 | 1,707 | 1,565 | 692 | 334 | 2.58 |
| Mercer | 1.5 | 40 | 197 | 224 | 177 | 266 | 596 | 447 | 576 | 185 | 183 | 75 | 34 | 2.40 |
| Miller | 8.0 | 445 | 1,546 | 1,523 | 1,177 | 1,175 | 2,134 | 2,005 | 2,695 | 1,301 | 1,175 | 562 | 262 | 2.60 |
| Mississippi | 5.4 | 245 | 968 | 967 | 836 | 790 | 1,594 | 1,333 | 1,678 | 1,015 | 803 | 339 | 232 | 2.67 |
| Moniteau | 4.6 | 216 | 858 | 872 | 666 | 601 | 1,387 | 1,174 | 1,475 | 756 | 708 | 341 | 146 | 2.67 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average Household Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **MISSOURI (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Monroe | 3.5 | 131 | 602 | 630 | 520 | 491 | 1,126 | 943 | 1,185 | 478 | 490 | 258 | 146 | 2.60 |
| Montgomery | 4.4 | 157 | 747 | 739 | 660 | 653 | 1,444 | 1,165 | 1,441 | 702 | 665 | 284 | 143 | 2.59 |
| Morgan | 6.3 | 250 | 898 | 931 | 997 | 1,179 | 2,045 | 1,484 | 2,665 | 908 | 747 | 310 | 186 | 2.49 |
| New Madrid | 7.7 | 418 | 1,432 | 1,427 | 1,183 | 1,118 | 2,122 | 1,873 | 2,329 | 1,453 | 1,245 | 514 | 286 | 2.69 |
| Newton | 17.0 | 927 | 3,197 | 3,386 | 2,742 | 2,488 | 4,260 | 3,761 | 5,957 | 3,007 | 2,699 | 1,105 | 471 | 2.63 |
| Nodaway | 7.6 | 919 | 1,434 | 1,277 | 934 | 893 | 2,143 | 2,060 | 2,652 | 1,105 | 1,067 | 483 | 233 | 2.86 |
| Oregon | 3.8 | 143 | 510 | 643 | 598 | 656 | 1,250 | 958 | 1,413 | 624 | 555 | 181 | 69 | 2.47 |
| Osage | 4.3 | 217 | 812 | 816 | 617 | 609 | 1,229 | 962 | 1,309 | 715 | 686 | 407 | 221 | 2.79 |
| Ozark | 3.5 | 106 | 446 | 577 | 515 | 680 | 1,176 | 802 | 1,472 | 520 | 440 | 181 | 85 | 2.49 |
| Pemiscot | 8.2 | 476 | 1,379 | 1,452 | 1,146 | 1,197 | 2,550 | 2,266 | 2,400 | 1,417 | 1,157 | 536 | 424 | 2.66 |
| Perry | 6.1 | 279 | 1,131 | 1,198 | 810 | 843 | 1,839 | 1,436 | 1,962 | 998 | 939 | 528 | 237 | 2.74 |
| Pettis | 14.1 | 774 | 2,773 | 2,587 | 1,986 | 2,051 | 3,929 | 3,647 | 4,866 | 2,378 | 1,988 | 843 | 378 | 2.52 |
| Phelps | 13.3 | 1,271 | 2,705 | 2,493 | 1,991 | 1,774 | 3,066 | 3,466 | 4,607 | 2,310 | 1,897 | 718 | 302 | 2.66 |
| Pike | 6.1 | 268 | 1,028 | 1,104 | 933 | 971 | 1,796 | 1,570 | 2,049 | 972 | 854 | 427 | 228 | 2.61 |
| Platte | 22.6 | 1,190 | 5,629 | 5,928 | 4,339 | 2,539 | 2,975 | 5,168 | 7,523 | 4,226 | 3,741 | 1,418 | 524 | 2.62 |
| Polk | 8.1 | 656 | 1,441 | 1,395 | 1,132 | 1,095 | 2,381 | 1,852 | 2,965 | 1,370 | 1,198 | 495 | 220 | 2.73 |
| Pulaski | 12.3 | 978 | 3,741 | 2,816 | 1,540 | 1,374 | 1,851 | 2,217 | 3,601 | 2,523 | 2,459 | 1,071 | 429 | 3.33 |
| Putnam | 2.1 | 71 | 288 | 311 | 272 | 343 | 815 | 637 | 788 | 278 | 236 | 128 | 33 | 2.38 |
| Ralls | 3.2 | 130 | 539 | 664 | 491 | 441 | 935 | 686 | 1,160 | 548 | 513 | 196 | 97 | 2.66 |
| Randolph | 8.9 | 551 | 1,615 | 1,714 | 1,259 | 1,137 | 2,624 | 2,398 | 2,930 | 1,489 | 1,243 | 595 | 245 | 2.73 |
| Ray | 8.1 | 295 | 1,585 | 1,634 | 1,463 | 1,189 | 1,934 | 1,657 | 2,674 | 1,472 | 1,370 | 643 | 284 | 2.73 |
| Reynolds | 2.5 | 92 | 431 | 437 | 400 | 428 | 712 | 525 | 932 | 433 | 384 | 158 | 68 | 2.64 |
| Ripley | 4.8 | 197 | 736 | 755 | 733 | 853 | 1,526 | 1,187 | 1,695 | 768 | 693 | 288 | 169 | 2.56 |
| St. Charles | 77.3 | 3,695 | 21,913 | 20,620 | 13,322 | 8,581 | 9,169 | 13,887 | 23,236 | 15,325 | 15,433 | 6,658 | 2,761 | 2.86 |
| St. Clair | 3.5 | 129 | 495 | 479 | 479 | 626 | 1,292 | 986 | 1,344 | 457 | 452 | 180 | 81 | 2.43 |
| Ste. Genevieve | 5.8 | 200 | 1,159 | 1,214 | 870 | 912 | 1,445 | 1,172 | 1,873 | 966 | 1,033 | 535 | 221 | 2.79 |
| St. Francois | 18.0 | 879 | 3,432 | 3,379 | 2,663 | 2,681 | 4,966 | 4,161 | 6,126 | 3,250 | 2,726 | 1,192 | 545 | 2.76 |
| St. Louis | 382.3 | 13,720 | 81,081 | 86,347 | 63,317 | 55,618 | 82,217 | 94,074 | 126,388 | 66,923 | 58,433 | 24,780 | 11,702 | 2.61 |
| St. Louis city | 162.7 | 9,591 | 36,552 | 29,724 | 19,365 | 21,565 | 45,903 | 63,820 | 44,028 | 22,608 | 16,032 | 8,383 | 7,829 | 2.41 |
| Saline | 8.9 | 418 | 1,561 | 1,657 | 1,251 | 1,214 | 2,799 | 2,498 | 3,007 | 1,386 | 1,220 | 542 | 247 | 2.64 |
| Schuyler | 1.7 | 56 | 261 | 285 | 231 | 223 | 644 | 459 | 626 | 245 | 238 | 100 | 32 | 2.47 |
| Scotland | 1.9 | 75 | 298 | 296 | 266 | 266 | 699 | 569 | 679 | 270 | 228 | 94 | 60 | 2.53 |
| Scott | 14.8 | 738 | 2,903 | 3,067 | 2,297 | 1,960 | 3,835 | 3,499 | 4,610 | 2,728 | 2,492 | 968 | 503 | 2.67 |
| Shannon | 2.9 | 140 | 503 | 506 | 475 | 448 | 828 | 661 | 1,032 | 491 | 443 | 189 | 84 | 2.62 |
| Shelby | 2.8 | 101 | 460 | 440 | 383 | 374 | 1,042 | 835 | 962 | 414 | 344 | 173 | 72 | 2.46 |
| Stoddard | 11.4 | 557 | 1,899 | 2,070 | 1,835 | 1,651 | 3,388 | 2,805 | 4,039 | 2,033 | 1,676 | 611 | 236 | 2.54 |
| Stone | 8.0 | 340 | 1,069 | 1,225 | 1,209 | 1,551 | 2,606 | 1,721 | 3,651 | 1,144 | 948 | 375 | 161 | 2.43 |
| Sullivan | 2.6 | 122 | 354 | 376 | 356 | 377 | 1,015 | 750 | 976 | 380 | 319 | 121 | 54 | 2.42 |
| Taney | 10.5 | 485 | 1,563 | 1,682 | 1,493 | 1,762 | 3,515 | 2,539 | 4,522 | 1,550 | 1,193 | 481 | 215 | 2.47 |
| Texas | 8.5 | 400 | 1,421 | 1,529 | 1,306 | 1,389 | 2,455 | 2,103 | 3,002 | 1,408 | 1,241 | 504 | 242 | 2.53 |
| Vernon | 7.3 | 360 | 1,239 | 1,383 | 1,032 | 1,088 | 2,198 | 2,043 | 2,528 | 1,040 | 1,005 | 474 | 210 | 2.60 |
| Warren | 7.2 | 294 | 1,527 | 1,486 | 1,161 | 1,011 | 1,721 | 1,449 | 2,452 | 1,230 | 1,199 | 582 | 288 | 2.76 |
| Washington | 7.1 | 374 | 1,449 | 1,425 | 1,161 | 1,069 | 1,622 | 1,398 | 2,109 | 1,427 | 1,209 | 608 | 349 | 2.90 |
| Wayne | 4.6 | 195 | 678 | 663 | 711 | 857 | 1,496 | 1,066 | 1,824 | 753 | 596 | 239 | 122 | 2.52 |
| Webster | 8.5 | 484 | 1,644 | 1,717 | 1,419 | 1,167 | 2,069 | 1,688 | 2,871 | 1,577 | 1,410 | 616 | 338 | 2.84 |
| Worth | 1.0 | 45 | 137 | 130 | 126 | 158 | 404 | 324 | 359 | 129 | 115 | 49 | 24 | 2.40 |
| Wright | 6.5 | 337 | 1,160 | 1,087 | 942 | 1,005 | 1,969 | 1,677 | 2,202 | 1,041 | 934 | 414 | 232 | 2.58 |
| **TOTAL METRO COUNTIES** | **1,312.7** | **71,861** | **298,234** | **286,148** | **201,674** | **175,089** | **279,694** | **349,127** | **419,550** | **225,206** | **193,716** | **82,398** | **42,703** | **2.60** |
| **TOTAL STATE** | **1,971.0** | **108,150** | **418,061** | **406,501** | **298,066** | **271,335** | **468,887** | **512,571** | **649,526** | **334,103** | **289,152** | **123,437** | **62,211** | **2.61** |
| **MONTANA** | | | | | | | | | | | | | | |
| **BILLINGS** | **44.5** | **2,739** | **9,706** | **10,452** | **6,693** | **5,744** | **9,166** | **11,782** | **15,202** | **7,042** | **6,512** | **2,738** | **1,224** | **2.54** |
| Yellowstone | 44.5 | 2,739 | 9,706 | 10,452 | 6,693 | 5,744 | 9,166 | 11,782 | 15,202 | 7,042 | 6,512 | 2,738 | 1,224 | 2.54 |
| **GREAT FALLS** | **30.1** | **1,878** | **6,730** | **6,364** | **4,634** | **4,056** | **6,438** | **7,900** | **10,186** | **4,896** | **4,477** | **1,771** | **870** | **2.57** |
| Cascade | 30.1 | 1,878 | 6,730 | 6,364 | 4,634 | 4,056 | 6,438 | 7,900 | 10,186 | 4,896 | 4,477 | 1,771 | 870 | 2.57 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Beaverhead | 3.2 | 240 | 635 | 687 | 492 | 413 | 733 | 884 | 1,073 | 459 | 448 | 236 | 100 | 2.63 |
| Big Horn | 3.4 | 149 | 714 | 828 | 610 | 444 | 655 | 624 | 853 | 545 | 580 | 405 | 393 | 3.32 |
| Blaine | 2.4 | 106 | 476 | 512 | 368 | 334 | 604 | 634 | 692 | 335 | 344 | 229 | 166 | 2.79 |
| Broadwater | 1.3 | 37 | 214 | 283 | 204 | 200 | 362 | 345 | 445 | 190 | 185 | 94 | 41 | 2.54 |
| Carbon | 3.2 | 61 | 475 | 720 | 453 | 460 | 1,031 | 877 | 1,189 | 410 | 419 | 214 | 91 | 2.50 |
| Carter | .6 | 16 | 98 | 98 | 98 | 89 | 201 | 184 | 175 | 100 | 77 | 46 | 18 | 2.50 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Total Households (Thousands) | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | Average House-hold Size |
| **MONTANA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Cascade | 30.1 | 1,878 | 6,730 | 6,364 | 4,634 | 4,056 | 6,438 | 7,900 | 10,186 | 4,896 | 4,477 | 1,771 | 870 | 2.57 |
| Chouteau | 2.0 | 59 | 359 | 424 | 294 | 305 | 559 | 493 | 701 | 292 | 302 | 140 | 72 | 2.70 |
| Custer | 4.6 | 233 | 864 | 936 | 637 | 652 | 1,278 | 1,347 | 1,543 | 667 | 621 | 289 | 133 | 2.52 |
| Daniels | .9 | 15 | 118 | 162 | 133 | 151 | 321 | 268 | 323 | 111 | 106 | 68 | 24 | 2.44 |
| Dawson | 3.6 | 164 | 648 | 771 | 540 | 532 | 945 | 957 | 1,211 | 504 | 565 | 252 | 111 | 2.58 |
| Deer Lodge | 4.0 | 140 | 579 | 782 | 562 | 631 | 1,306 | 1,298 | 1,313 | 600 | 530 | 175 | 84 | 2.53 |
| Fallon | 1.1 | 32 | 198 | 231 | 144 | 200 | 295 | 262 | 391 | 143 | 153 | 109 | 42 | 2.73 |
| Fergus | 4.6 | 158 | 738 | 915 | 681 | 684 | 1,424 | 1,280 | 1,600 | 628 | 612 | 330 | 150 | 2.61 |
| Flathead | 22.9 | 942 | 4,316 | 6,003 | 3,757 | 3,008 | 4,874 | 5,521 | 8,062 | 3,557 | 3,567 | 1,524 | 669 | 2.60 |
| Gallatin | 19.1 | 2,352 | 4,652 | 4,747 | 2,581 | 1,822 | 2,946 | 4,614 | 6,942 | 3,131 | 2,773 | 1,166 | 474 | 2.65 |
| Garfield | .6 | 17 | 103 | 131 | 87 | 90 | 172 | 158 | 182 | 85 | 96 | 51 | 28 | 2.67 |
| Glacier | 3.8 | 171 | 881 | 845 | 633 | 504 | 766 | 826 | 1,007 | 585 | 611 | 426 | 345 | 3.21 |
| Golden Valley | .3 | 8 | 39 | 57 | 39 | 54 | 103 | 84 | 109 | 41 | 37 | 17 | 12 | 3.00 |
| Granite | 1.0 | 31 | 150 | 203 | 165 | 134 | 317 | 297 | 347 | 141 | 134 | 49 | 32 | 2.50 |
| Hill | 6.4 | 428 | 1,373 | 1,504 | 870 | 848 | 1,377 | 1,674 | 1,997 | 953 | 1,030 | 470 | 276 | 2.75 |
| Jefferson | 2.9 | 87 | 521 | 816 | 575 | 368 | 533 | 621 | 1,016 | 419 | 511 | 229 | 104 | 2.76 |
| Judith Basin | .9 | 20 | 156 | 175 | 154 | 121 | 274 | 239 | 333 | 121 | 137 | 49 | 21 | 2.56 |
| Lake | 7.9 | 356 | 1,298 | 1,681 | 1,206 | 1,180 | 2,179 | 1,905 | 2,824 | 1,153 | 1,058 | 561 | 399 | 2.68 |
| Lewis and Clark | 18.7 | 946 | 3,878 | 4,916 | 3,085 | 2,274 | 3,601 | 5,244 | 6,111 | 3,015 | 2,698 | 1,144 | 488 | 2.55 |
| Liberty | .8 | 22 | 150 | 181 | 113 | 119 | 215 | 225 | 261 | 96 | 120 | 64 | 34 | 2.88 |
| Lincoln | 6.6 | 284 | 1,225 | 1,569 | 1,174 | 930 | 1,418 | 1,539 | 2,329 | 1,020 | 998 | 480 | 234 | 2.64 |
| McCone | .8 | 28 | 144 | 167 | 103 | 127 | 231 | 181 | 283 | 98 | 143 | 72 | 23 | 2.75 |
| Madison | 2.4 | 73 | 390 | 501 | 390 | 365 | 681 | 677 | 865 | 320 | 319 | 155 | 64 | 2.50 |
| Meagher | .7 | 20 | 120 | 143 | 98 | 125 | 194 | 204 | 255 | 97 | 81 | 43 | 20 | 2.57 |
| Mineral | 1.3 | 53 | 231 | 298 | 225 | 209 | 284 | 354 | 445 | 179 | 186 | 94 | 42 | 2.54 |
| Missoula | 30.8 | 2,948 | 7,020 | 7,884 | 4,555 | 3,231 | 5,162 | 8,407 | 10,426 | 4,985 | 4,353 | 1,794 | 835 | 2.56 |
| Musselshell | 1.6 | 39 | 196 | 334 | 230 | 245 | 556 | 493 | 551 | 196 | 200 | 104 | 56 | 2.50 |
| Park | 5.6 | 187 | 1,016 | 1,365 | 785 | 766 | 1,481 | 1,571 | 2,000 | 769 | 724 | 338 | 198 | 2.59 |
| Petroleum | .2 | 6 | 43 | 39 | 28 | 34 | 50 | 46 | 82 | 26 | 28 | 10 | 8 | 2.50 |
| Phillips | 1.9 | 79 | 375 | 379 | 279 | 267 | 521 | 510 | 599 | 287 | 276 | 154 | 74 | 2.68 |
| Pondera | 2.2 | 105 | 424 | 425 | 324 | 340 | 582 | 558 | 743 | 281 | 335 | 185 | 98 | 2.91 |
| Powder River | .8 | 29 | 130 | 180 | 125 | 122 | 214 | 237 | 253 | 123 | 108 | 54 | 25 | 2.50 |
| Powell | 2.2 | 83 | 375 | 450 | 373 | 316 | 603 | 629 | 749 | 328 | 290 | 143 | 61 | 3.00 |
| Prairie | .5 | 12 | 55 | 93 | 67 | 80 | 193 | 135 | 196 | 63 | 65 | 29 | 12 | 2.60 |
| Ravalli | 9.8 | 295 | 1,417 | 2,176 | 1,708 | 1,463 | 2,741 | 2,347 | 3,754 | 1,447 | 1,344 | 558 | 350 | 2.57 |
| Richland | 3.8 | 168 | 843 | 860 | 533 | 506 | 890 | 922 | 1,198 | 572 | 606 | 352 | 150 | 2.74 |
| Roosevelt | 3.7 | 166 | 825 | 853 | 559 | 502 | 795 | 843 | 1,002 | 581 | 596 | 376 | 302 | 2.97 |
| Rosebud | 3.5 | 156 | 810 | 1,013 | 611 | 411 | 499 | 750 | 927 | 564 | 616 | 383 | 260 | 3.00 |
| Sanders | 3.4 | 116 | 499 | 774 | 566 | 494 | 951 | 922 | 1,191 | 469 | 440 | 229 | 149 | 2.53 |
| Sheridan | 1.9 | 37 | 302 | 384 | 241 | 285 | 651 | 531 | 693 | 238 | 276 | 109 | 53 | 2.47 |
| Silver Bow | 13.8 | 713 | 2,417 | 2,689 | 2,014 | 1,969 | 3,998 | 4,399 | 4,330 | 2,042 | 1,854 | 809 | 366 | 2.43 |
| Stillwater | 2.5 | 72 | 442 | 558 | 399 | 331 | 698 | 601 | 896 | 364 | 392 | 171 | 76 | 2.64 |
| Sweet Grass | 1.3 | 33 | 178 | 267 | 196 | 190 | 436 | 386 | 452 | 171 | 168 | 83 | 40 | 2.46 |
| Teton | 2.3 | 80 | 359 | 448 | 357 | 341 | 715 | 612 | 839 | 279 | 300 | 170 | 100 | 2.74 |
| Toole | 1.9 | 73 | 355 | 404 | 299 | 242 | 527 | 559 | 623 | 278 | 249 | 136 | 55 | 2.63 |
| Treasure | .3 | 12 | 48 | 60 | 47 | 52 | 81 | 71 | 101 | 52 | 46 | 22 | 8 | 3.00 |
| Valley | 3.2 | 100 | 539 | 663 | 487 | 508 | 903 | 894 | 1,100 | 433 | 446 | 224 | 103 | 2.53 |
| Wheatland | .8 | 30 | 118 | 144 | 106 | 121 | 281 | 263 | 292 | 78 | 90 | 51 | 26 | 2.75 |
| Wibaux | .5 | 14 | 91 | 81 | 67 | 83 | 164 | 192 | 139 | 64 | 56 | 33 | 16 | 2.40 |
| Yellowstone | 44.5 | 2,739 | 9,706 | 10,452 | 6,693 | 5,744 | 9,166 | 11,782 | 15,202 | 7,042 | 6,512 | 2,738 | 1,224 | 2.54 |
| **TOTAL METRO COUNTIES** | **74.6** | **4,617** | **16,436** | **16,816** | **11,327** | **9,800** | **15,604** | **19,682** | **25,388** | **11,938** | **10,989** | **4,509** | **2,094** | **2.55** |
| **TOTAL STATE** | **305.1** | **17,418** | **61,056** | **70,625** | **46,754** | **40,072** | **69,175** | **80,376** | **103,401** | **46,623** | **44,288** | **20,207** | **10,205** | **2.61** |
| **NEBRASKA** | | | | | | | | | | | | | | |
| **LINCOLN** | **83.5** | **8,712** | **20,649** | **18,647** | **10,929** | **9,190** | **15,373** | **22,978** | **28,699** | **13,339** | **11,802** | **4,719** | **1,963** | **2.58** |
| Lancaster | 83.5 | 8,712 | 20,649 | 18,647 | 10,929 | 9,190 | 15,373 | 22,978 | 28,699 | 13,339 | 11,802 | 4,719 | 1,963 | 2.58 |
| **OMAHA** | **233.6** | **14,854** | **57,799** | **53,996** | **34,735** | **29,314** | **42,902** | **59,248** | **72,572** | **39,950** | **36,837** | **16,830** | **8,163** | **2.66** |
| Douglas | 161.8 | 10,921 | 39,854 | 36,379 | 23,345 | 20,174 | 31,127 | 45,463 | 50,270 | 26,430 | 23,225 | 10,876 | 5,536 | 2.58 |
| Sarpy | 34.4 | 2,122 | 10,247 | 9,782 | 5,656 | 3,581 | 3,012 | 5,179 | 9,711 | 7,150 | 7,663 | 3,225 | 1,472 | 3.02 |
| Washington | 6.1 | 198 | 1,142 | 1,430 | 1,011 | 868 | 1,451 | 1,316 | 2,089 | 981 | 1,020 | 481 | 213 | 2.74 |
| *Pottawattamie, Iowa* | *31.3* | *1,613* | *6,556* | *6,405* | *4,723* | *4,691* | *7,312* | *7,290* | *10,502* | *5,389* | *4,929* | *2,248* | *942* | *2.64* |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | Average Household Size |
| **NEBRASKA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Adams | 11.5 | 711 | 2,369 | 2,242 | 1,529 | 1,455 | 3,194 | 3,314 | 3,962 | 1,639 | 1,694 | 660 | 231 | 2.57 |
| Antelope | 3.0 | 100 | 534 | 542 | 367 | 426 | 1,031 | 804 | 1,061 | 343 | 366 | 283 | 143 | 2.63 |
| Arthur | .2 | 5 | 40 | 29 | 34 | 29 | 63 | 48 | 83 | 26 | 20 | 14 | 9 | 2.50 |
| Banner | .3 | 8 | 49 | 58 | 54 | 49 | 82 | 58 | 118 | 37 | 49 | 28 | 10 | 2.67 |
| Blaine | .3 | 13 | 50 | 49 | 46 | 50 | 92 | 106 | 94 | 45 | 26 | 13 | 16 | 2.33 |
| Boone | 2.5 | 96 | 457 | 396 | 324 | 379 | 848 | 693 | 838 | 311 | 350 | 196 | 112 | 2.64 |
| Box Butte | 4.8 | 185 | 1,121 | 1,165 | 640 | 547 | 1,142 | 1,266 | 1,440 | 697 | 816 | 396 | 185 | 2.71 |
| Boyd | 1.1 | 24 | 156 | 183 | 129 | 163 | 445 | 337 | 402 | 126 | 105 | 81 | 49 | 2.55 |
| Brown | 1.5 | 49 | 239 | 261 | 200 | 217 | 534 | 464 | 523 | 188 | 192 | 92 | 41 | 2.40 |
| Buffalo | 13.8 | 1,867 | 2,989 | 2,773 | 1,628 | 1,555 | 2,988 | 3,589 | 4,624 | 2,143 | 2,088 | 963 | 393 | 2.72 |
| Burt | 3.1 | 110 | 472 | 544 | 409 | 486 | 1,079 | 901 | 1,124 | 360 | 370 | 245 | 100 | 2.52 |
| Butler | 3.3 | 95 | 545 | 576 | 428 | 499 | 1,157 | 920 | 1,077 | 454 | 410 | 273 | 166 | 2.61 |
| Cass | 7.8 | 365 | 1,655 | 1,706 | 1,222 | 1,123 | 1,729 | 1,638 | 2,669 | 1,239 | 1,339 | 620 | 295 | 2.74 |
| Cedar | 3.6 | 137 | 651 | 633 | 452 | 528 | 1,199 | 952 | 1,156 | 455 | 452 | 338 | 247 | 2.78 |
| Chase | 1.7 | 57 | 295 | 353 | 235 | 243 | 517 | 482 | 584 | 213 | 232 | 139 | 50 | 2.53 |
| Cherry | 2.4 | 84 | 454 | 431 | 361 | 369 | 701 | 619 | 837 | 341 | 322 | 184 | 97 | 2.58 |
| Cheyenne | 3.9 | 212 | 708 | 727 | 500 | 585 | 1,168 | 1,144 | 1,358 | 528 | 510 | 261 | 99 | 2.44 |
| Clay | 2.7 | 84 | 463 | 505 | 403 | 380 | 865 | 669 | 984 | 364 | 386 | 211 | 86 | 2.63 |
| Colfax | 3.5 | 148 | 676 | 557 | 416 | 460 | 1,243 | 1,012 | 1,136 | 483 | 469 | 257 | 143 | 2.57 |
| Cuming | 3.8 | 167 | 641 | 660 | 488 | 575 | 1,269 | 1,027 | 1,287 | 530 | 482 | 287 | 187 | 2.63 |
| Custer | 4.9 | 180 | 760 | 837 | 666 | 704 | 1,753 | 1,415 | 1,787 | 596 | 599 | 353 | 150 | 2.47 |
| □ Dakota | 6.0 | 364 | 1,419 | 1,324 | 895 | 759 | 1,239 | 1,376 | 1,821 | 1,011 | 1,013 | 515 | 264 | 2.78 |
| Dawes | 3.3 | 342 | 560 | 590 | 429 | 429 | 950 | 982 | 1,166 | 420 | 398 | 215 | 119 | 2.73 |
| Dawson | 7.8 | 377 | 1,406 | 1,603 | 1,121 | 1,061 | 2,232 | 1,995 | 2,835 | 1,042 | 1,160 | 562 | 206 | 2.54 |
| Deuel | .9 | 30 | 155 | 138 | 117 | 121 | 339 | 264 | 322 | 109 | 126 | 50 | 29 | 2.44 |
| Dixon | 2.3 | 83 | 372 | 438 | 290 | 313 | 804 | 605 | 784 | 305 | 314 | 201 | 91 | 2.65 |
| Dodge | 13.4 | 705 | 2,514 | 2,511 | 1,899 | 1,972 | 3,799 | 3,591 | 4,692 | 1,956 | 1,919 | 896 | 346 | 2.57 |
| Douglas | 161.8 | 10,921 | 39,854 | 36,379 | 23,345 | 20,174 | 31,127 | 45,463 | 50,270 | 26,430 | 23,225 | 10,876 | 5,536 | 2.58 |
| Dundy | 1.1 | 56 | 172 | 189 | 126 | 152 | 405 | 353 | 388 | 128 | 151 | 61 | 19 | 2.36 |
| Fillmore | 2.8 | 91 | 471 | 509 | 347 | 396 | 986 | 820 | 1,006 | 340 | 364 | 192 | 78 | 2.54 |
| Franklin | 1.6 | 39 | 227 | 246 | 207 | 230 | 651 | 485 | 613 | 177 | 203 | 82 | 40 | 2.44 |
| Frontier | 1.2 | 49 | 200 | 223 | 174 | 187 | 367 | 325 | 413 | 152 | 176 | 96 | 38 | 2.58 |
| Furnas | 2.3 | 76 | 333 | 369 | 265 | 326 | 931 | 776 | 812 | 263 | 261 | 125 | 63 | 2.39 |
| Gage | 9.0 | 458 | 1,617 | 1,633 | 1,149 | 1,313 | 2,830 | 2,539 | 3,194 | 1,310 | 1,240 | 536 | 181 | 2.52 |
| Garden | 1.0 | 35 | 143 | 158 | 144 | 152 | 368 | 303 | 383 | 128 | 109 | 55 | 22 | 2.40 |
| Garfield | .8 | 30 | 103 | 125 | 127 | 102 | 313 | 230 | 295 | 99 | 105 | 51 | 20 | 2.63 |
| Gosper | .8 | 25 | 130 | 140 | 117 | 135 | 253 | 238 | 309 | 96 | 98 | 51 | 8 | 2.38 |
| Grant | .3 | 11 | 61 | 61 | 42 | 43 | 82 | 72 | 114 | 34 | 50 | 22 | 8 | 2.67 |
| Greeley | 1.1 | 37 | 177 | 197 | 126 | 164 | 399 | 331 | 353 | 133 | 123 | 90 | 70 | 2.73 |
| Hall | 18.7 | 1,257 | 4,044 | 4,014 | 2,600 | 2,409 | 4,376 | 4,863 | 6,113 | 2,948 | 2,865 | 1,316 | 595 | 2.61 |
| Hamilton | 3.2 | 121 | 638 | 691 | 440 | 462 | 848 | 695 | 1,110 | 484 | 520 | 276 | 115 | 2.75 |
| Harlan | 1.6 | 43 | 223 | 280 | 196 | 253 | 605 | 486 | 603 | 181 | 180 | 111 | 39 | 2.38 |
| Hayes | .5 | 11 | 94 | 86 | 71 | 86 | 152 | 151 | 171 | 70 | 59 | 37 | 12 | 2.40 |
| Hitchcock | 1.4 | 41 | 224 | 246 | 162 | 212 | 515 | 401 | 514 | 155 | 152 | 115 | 63 | 2.64 |
| Holt | 4.7 | 205 | 908 | 876 | 589 | 688 | 1,434 | 1,285 | 1,501 | 618 | 674 | 383 | 239 | 2.66 |
| Hooker | .3 | 14 | 39 | 51 | 38 | 38 | 120 | 101 | 106 | 36 | 30 | 18 | 9 | 2.67 |
| Howard | 2.3 | 87 | 365 | 400 | 325 | 357 | 766 | 579 | 832 | 278 | 310 | 203 | 98 | 2.61 |
| Jefferson | 3.6 | 139 | 551 | 605 | 441 | 494 | 1,370 | 1,036 | 1,336 | 463 | 465 | 224 | 76 | 2.42 |
| Johnson | 1.9 | 47 | 298 | 297 | 263 | 268 | 727 | 585 | 682 | 250 | 207 | 116 | 60 | 2.42 |
| Kearney | 2.5 | 117 | 482 | 484 | 357 | 340 | 720 | 601 | 928 | 343 | 381 | 181 | 66 | 2.64 |
| Keith | 3.4 | 115 | 636 | 612 | 510 | 551 | 976 | 930 | 1,216 | 445 | 478 | 227 | 104 | 2.50 |
| Keya Paha | .4 | 15 | 64 | 70 | 52 | 62 | 137 | 99 | 170 | 44 | 46 | 26 | 15 | 2.50 |
| Kimball | 1.6 | 40 | 285 | 304 | 233 | 251 | 487 | 427 | 600 | 199 | 224 | 115 | 35 | 2.50 |
| Knox | 3.8 | 112 | 537 | 622 | 476 | 581 | 1,472 | 1,145 | 1,341 | 466 | 448 | 252 | 148 | 2.47 |
| Lancaster | 83.5 | 8,712 | 20,649 | 18,647 | 10,929 | 9,190 | 15,373 | 22,978 | 28,699 | 13,339 | 11,802 | 4,719 | 1,963 | 2.58 |
| Lincoln | 12.6 | 678 | 2,413 | 2,697 | 1,850 | 1,727 | 3,235 | 3,402 | 4,237 | 1,789 | 1,857 | 926 | 389 | 2.56 |
| Logan | .3 | 8 | 61 | 61 | 35 | 45 | 90 | 66 | 107 | 35 | 40 | 41 | 11 | 3.00 |
| Loup | .3 | 5 | 46 | 51 | 56 | 41 | 101 | 103 | 91 | 48 | 34 | 14 | 10 | 2.33 |
| McPherson | .2 | 5 | 37 | 33 | 25 | 33 | 67 | 52 | 74 | 27 | 25 | 12 | 10 | 2.50 |
| Madison | 12.3 | 878 | 2,880 | 2,488 | 1,523 | 1,465 | 3,066 | 3,289 | 3,971 | 1,804 | 1,856 | 921 | 459 | 2.66 |
| Merrick | 3.0 | 131 | 544 | 535 | 468 | 436 | 886 | 759 | 1,040 | 412 | 451 | 237 | 101 | 2.67 |
| Morrill | 2.1 | 80 | 337 | 406 | 309 | 311 | 657 | 557 | 757 | 257 | 274 | 180 | 75 | 2.57 |
| Nance | 1.6 | 61 | 281 | 288 | 176 | 269 | 525 | 480 | 509 | 202 | 200 | 146 | 63 | 2.63 |
| Nemaha | 3.0 | 162 | 521 | 554 | 408 | 397 | 958 | 867 | 1,064 | 408 | 385 | 203 | 73 | 2.63 |
| Nuckolls | 2.3 | 58 | 363 | 374 | 288 | 355 | 862 | 666 | 863 | 255 | 299 | 154 | 63 | 2.48 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average Household Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **NEBRASKA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Otoe | 5.6 | 197 | 952 | 993 | 806 | 797 | 1,855 | 1,568 | 2,009 | 711 | 756 | 396 | 160 | 2.54 |
| Pawnee | 1.4 | 43 | 161 | 221 | 160 | 202 | 613 | 434 | 535 | 151 | 163 | 85 | 32 | 2.36 |
| Perkins | 1.3 | 47 | 196 | 249 | 182 | 172 | 454 | 377 | 438 | 158 | 169 | 108 | 50 | 2.54 |
| Phelps | 3.8 | 163 | 746 | 759 | 526 | 539 | 1,067 | 1,021 | 1,333 | 520 | 550 | 260 | 116 | 2.55 |
| Pierce | 2.9 | 116 | 529 | 512 | 393 | 398 | 952 | 731 | 995 | 374 | 407 | 260 | 133 | 2.69 |
| Platte | 11.0 | 620 | 2,423 | 2,318 | 1,501 | 1,439 | 2,699 | 2,719 | 3,440 | 1,582 | 1,716 | 1,052 | 491 | 2.73 |
| Polk | 2.2 | 67 | 340 | 405 | 291 | 305 | 792 | 596 | 816 | 272 | 281 | 151 | 84 | 2.55 |
| Red Willow | 4.7 | 311 | 888 | 872 | 592 | 692 | 1,345 | 1,339 | 1,648 | 653 | 608 | 332 | 120 | 2.47 |
| Richardson | 4.1 | 145 | 653 | 656 | 551 | 556 | 1,539 | 1,300 | 1,458 | 494 | 510 | 216 | 122 | 2.39 |
| Rock | .8 | 23 | 128 | 160 | 105 | 123 | 261 | 224 | 276 | 102 | 106 | 69 | 23 | 2.50 |
| Saline | 4.8 | 217 | 849 | 841 | 614 | 641 | 1,638 | 1,383 | 1,661 | 628 | 631 | 366 | 131 | 2.65 |
| Sarpy | 34.4 | 2,122 | 10,247 | 9,782 | 5,656 | 3,581 | 3,012 | 5,172 | 9,711 | 7,150 | 7,663 | 3,225 | 1,472 | 3.02 |
| Saunders | 6.8 | 190 | 1,307 | 1,360 | 1,006 | 1,034 | 1,903 | 1,607 | 2,321 | 1,019 | 998 | 569 | 286 | 2.69 |
| Scotts Bluff | 14.0 | 721 | 2,570 | 2,930 | 1,907 | 2,045 | 3,827 | 3,788 | 4,726 | 2,051 | 2,048 | 949 | 438 | 2.56 |
| Seward | 5.5 | 333 | 993 | 1,122 | 769 | 753 | 1,530 | 1,261 | 1,964 | 790 | 843 | 435 | 207 | 2.82 |
| Sheridan | 2.6 | 94 | 380 | 493 | 327 | 406 | 900 | 723 | 927 | 319 | 322 | 184 | 125 | 2.58 |
| Sherman | 1.4 | 43 | 197 | 245 | 190 | 217 | 508 | 392 | 460 | 191 | 187 | 106 | 64 | 2.64 |
| Sioux | .6 | 17 | 93 | 112 | 99 | 111 | 168 | 141 | 236 | 91 | 69 | 40 | 23 | 2.50 |
| Stanton | 2.2 | 96 | 491 | 468 | 346 | 297 | 502 | 429 | 707 | 340 | 385 | 227 | 112 | 2.86 |
| Thayer | 2.7 | 87 | 395 | 433 | 350 | 353 | 1,082 | 812 | 995 | 314 | 335 | 184 | 60 | 2.44 |
| Thomas | .3 | 10 | 42 | 72 | 45 | 51 | 80 | 64 | 105 | 44 | 53 | 23 | 11 | 2.67 |
| Thurston | 2.3 | 100 | 442 | 418 | 340 | 355 | 645 | 535 | 660 | 311 | 338 | 216 | 240 | 3.00 |
| Valley | 2.1 | 93 | 317 | 340 | 282 | 290 | 778 | 654 | 751 | 248 | 245 | 142 | 60 | 2.43 |
| Washington | 6.1 | 198 | 1,142 | 1,430 | 1,011 | 868 | 1,451 | 1,316 | 2,089 | 981 | 1,020 | 481 | 213 | 2.74 |
| Wayne | 3.2 | 330 | 629 | 548 | 393 | 438 | 852 | 818 | 1,131 | 462 | 449 | 239 | 101 | 2.94 |
| Webster | 1.7 | 32 | 244 | 247 | 219 | 268 | 690 | 507 | 659 | 198 | 177 | 112 | 47 | 2.47 |
| Wheeler | .3 | 13 | 62 | 55 | 39 | 47 | 84 | 71 | 101 | 47 | 39 | 22 | 20 | 3.00 |
| York | 5.5 | 249 | 1,072 | 1,095 | 739 | 744 | 1,601 | 1,466 | 1,890 | 759 | 826 | 403 | 156 | 2.62 |
| **TOTAL METRO COUNTIES** | **291.8** | **22,317** | **73,311** | **67,562** | **41,836** | **34,572** | **52,202** | **76,312** | **92,590** | **48,911** | **44,723** | **19,816** | **9,448** | **2.64** |
| **TOTAL STATE** | **602.6** | **38,245** | **131,246** | **126,968** | **83,710** | **77,894** | **144,537** | **160,264** | **199,591** | **91,767** | **88,468** | **42,575** | **19,935** | **2.62** |
| **NEVADA** | | | | | | | | | | | | | | |
| **LAS VEGAS** | **299.6** | **19,173** | **69,926** | **66,888** | **50,958** | **42,176** | **50,479** | **76,323** | **105,001** | **50,373** | **37,817** | **17,260** | **12,826** | **2.58** |
| Clark | 299.6 | 19,173 | 69,926 | 66,888 | 50,958 | 42,176 | 50,479 | 76,323 | 105,001 | 50,373 | 37,817 | 17,260 | 12,826 | 2.58 |
| **RENO** | **104.5** | **7,045** | **24,079** | **25,538** | **17,276** | **13,351** | **17,211** | **28,832** | **36,768** | **17,311** | **13,163** | **5,227** | **3,199** | **2.49** |
| Washoe | 104.5 | 7,045 | 24,079 | 25,538 | 17,276 | 13,351 | 17,211 | 28,832 | 36,768 | 17,311 | 13,163 | 5,227 | 3,199 | 2.49 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Carson City | 16.1 | 805 | 2,892 | 3,514 | 2,624 | 2,348 | 3,917 | 4,380 | 6,035 | 2,566 | 1,917 | 787 | 415 | 2.55 |
| Churchill | 6.8 | 391 | 1,440 | 1,483 | 1,056 | 931 | 1,499 | 1,565 | 2,363 | 1,180 | 964 | 428 | 300 | 2.69 |
| Clark | 299.6 | 19,173 | 69,926 | 66,888 | 50,958 | 42,176 | 50,479 | 76,323 | 105,001 | 50,373 | 37,817 | 17,260 | 12,826 | 2.58 |
| Douglas | 10.8 | 381 | 2,025 | 2,903 | 1,887 | 1,538 | 2,066 | 1,963 | 4,404 | 1,916 | 1,591 | 613 | 313 | 2.62 |
| Elko | 12.3 | 849 | 3,326 | 3,227 | 2,181 | 1,300 | 1,417 | 2,753 | 3,585 | 2,135 | 2,170 | 971 | 686 | 2.84 |
| Esmeralda | .6 | 34 | 132 | 136 | 100 | 92 | 106 | 241 | 195 | 69 | 43 | 29 | 23 | 2.17 |
| Eureka | .6 | 40 | 134 | 129 | 122 | 87 | 88 | 184 | 192 | 73 | 87 | 39 | 25 | 2.67 |
| Humboldt | 4.7 | 327 | 1,184 | 1,166 | 782 | 568 | 673 | 1,092 | 1,444 | 791 | 742 | 367 | 264 | 2.83 |
| Lander | 2.3 | 197 | 622 | 577 | 423 | 236 | 245 | 515 | 681 | 387 | 377 | 220 | 120 | 2.78 |
| Lincoln | 1.3 | 36 | 190 | 220 | 206 | 230 | 418 | 381 | 439 | 164 | 118 | 87 | 111 | 2.92 |
| Lyon | 7.9 | 308 | 1,376 | 1,611 | 1,334 | 1,287 | 1,984 | 1,743 | 3,041 | 1,196 | 1,064 | 561 | 295 | 2.59 |
| Mineral | 2.5 | 145 | 476 | 491 | 378 | 419 | 591 | 667 | 862 | 392 | 329 | 163 | 87 | 2.60 |
| Nye | 6.9 | 323 | 1,378 | 1,338 | 1,230 | 1,220 | 1,411 | 1,723 | 2,642 | 989 | 859 | 428 | 259 | 2.65 |
| Pershing | 1.7 | 121 | 389 | 321 | 271 | 241 | 357 | 429 | 570 | 241 | 243 | 132 | 85 | 2.65 |
| Storey | 1.0 | 23 | 163 | 254 | 241 | 151 | 168 | 250 | 381 | 162 | 128 | 57 | 22 | 2.60 |
| Washoe | 104.5 | 7,045 | 24,079 | 25,538 | 17,276 | 13,351 | 17,211 | 28,832 | 36,768 | 17,311 | 13,163 | 5,227 | 3,199 | 2.49 |
| White Pine | 3.4 | 199 | 745 | 777 | 588 | 544 | 547 | 932 | 1,098 | 506 | 458 | 243 | 163 | 2.76 |
| **TOTAL METRO COUNTIES** | **404.1** | **26,218** | **94,005** | **92,426** | **68,234** | **55,527** | **67,690** | **105,155** | **141,769** | **67,684** | **50,980** | **22,487** | **16,025** | **2.56** |
| **TOTAL STATE** | **483.0** | **30,397** | **110,477** | **110,573** | **81,657** | **66,719** | **83,177** | **123,973** | **169,701** | **80,451** | **62,070** | **27,612** | **19,193** | **2.58** |
| **NEW HAMPSHIRE** | | | | | | | | | | | | | | |
| **MANCHESTER - NASHUA** | **126.6** | **6,808** | **32,652** | **30,818** | **19,753** | **15,127** | **21,442** | **27,950** | **40,916** | **23,567** | **21,985** | **8,586** | **3,596** | **2.70** |
| Hillsborough | 126.6 | 6,808 | 32,652 | 30,818 | 19,753 | 15,127 | 21,442 | 27,950 | 40,916 | 23,567 | 21,985 | 8,586 | 3,596 | 2.70 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average Household Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **NEW HAMPSHIRE (continued)** | | | | | | | | | | | | | | |
| **PORTSMOUTH - DOVER - ROCHESTER** | **129.3** | **6,902** | **32,807** | **32,670** | **20,705** | **15,304** | **20,912** | **25,994** | **42,573** | **24,663** | **23,498** | **8,935** | **3,637** | **2.76** |
| Rockingham | 90.9 | 3,839 | 23,022 | 24,359 | 15,233 | 10,615 | 13,832 | 17,585 | 29,442 | 17,441 | 17,121 | 6,665 | 2,646 | 2.76 |
| Strafford | 38.4 | 3,063 | 9,785 | 8,311 | 5,472 | 4,689 | 7,080 | 8,409 | 13,131 | 7,222 | 6,377 | 2,270 | 991 | 2.76 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Belknap | 19.1 | 834 | 3,893 | 4,536 | 2,958 | 2,644 | 4,235 | 4,350 | 6,725 | 3,264 | 2,968 | 1,254 | 539 | 2.61 |
| Carroll | 14.6 | 561 | 2,776 | 3,356 | 2,141 | 2,081 | 3,685 | 3,550 | 5,571 | 2,366 | 2,001 | 783 | 329 | 2.49 |
| Cheshire | 26.2 | 1,513 | 5,215 | 5,964 | 4,056 | 3,535 | 5,917 | 5,986 | 9,122 | 4,608 | 4,240 | 1,565 | 679 | 2.71 |
| Coos | 13.8 | 677 | 2,492 | 2,790 | 1,965 | 2,119 | 3,757 | 3,539 | 4,766 | 2,295 | 2,107 | 807 | 286 | 2.53 |
| Grafton | 27.9 | 1,924 | 5,831 | 6,437 | 4,110 | 3,568 | 6,030 | 6,804 | 9,751 | 4,783 | 4,295 | 1,600 | 667 | 2.72 |
| Hillsborough | 126.6 | 6,808 | 32,652 | 30,818 | 19,753 | 15,127 | 21,442 | 27,950 | 40,916 | 23,567 | 21,985 | 8,586 | 3,596 | 2.70 |
| Merrimack | 45.5 | 2,159 | 10,447 | 11,311 | 6,824 | 5,702 | 9,057 | 10,255 | 15,322 | 8,311 | 7,556 | 2,882 | 1,174 | 2.69 |
| Rockingham | 90.9 | 3,839 | 23,022 | 24,359 | 15,233 | 10,615 | 13,832 | 17,585 | 29,442 | 17,441 | 17,121 | 6,665 | 2,646 | 2.76 |
| Strafford | 38.4 | 3,063 | 9,785 | 8,311 | 5,472 | 4,689 | 7,080 | 8,409 | 13,131 | 7,222 | 6,377 | 2,270 | 991 | 2.76 |
| Sullivan | 15.0 | 713 | 2,928 | 3,399 | 2,265 | 2,079 | 3,616 | 3,429 | 5,248 | 2,611 | 2,390 | 948 | 374 | 2.60 |
| **TOTAL METRO COUNTIES** | **255.9** | **13,710** | **65,459** | **63,488** | **40,458** | **30,431** | **42,354** | **53,944** | **83,489** | **48,230** | **45,483** | **17,521** | **7,233** | **2.73** |
| **TOTAL STATE** | **418.0** | **22,091** | **99,041** | **101,281** | **64,777** | **52,159** | **78,651** | **91,857** | **139,994** | **76,468** | **71,040** | **27,360** | **11,281** | **2.70** |
| **NEW JERSEY** | | | | | | | | | | | | | | |
| **ATLANTIC CITY** | **124.5** | **5,149** | **25,306** | **24,914** | **17,836** | **18,045** | **33,250** | **33,484** | **40,849** | **20,828** | **17,037** | **7,775** | **4,527** | **2.59** |
| Atlantic | 86.1 | 3,746 | 18,630 | 17,964 | 12,722 | 12,165 | 20,873 | 22,929 | 27,158 | 14,944 | 12,162 | 5,505 | 3,402 | 2.63 |
| Cape May | 38.4 | 1,403 | 6,676 | 6,950 | 5,114 | 5,880 | 12,377 | 10,555 | 13,691 | 5,884 | 4,875 | 2,270 | 1,125 | 2.51 |
| **BERGEN - PASSAIC** | **463.5** | **11,727** | **82,189** | **99,845** | **80,512** | **75,367** | **113,860** | **105,141** | **141,660** | **85,885** | **76,208** | **34,214** | **20,392** | **2.75** |
| Bergen | 308.2 | 6,423 | 51,787 | 65,752 | 54,222 | 52,196 | 77,820 | 71,462 | 97,790 | 56,664 | 50,344 | 21,242 | 10,698 | 2.67 |
| Passaic | 155.3 | 5,304 | 30,402 | 34,093 | 26,290 | 23,171 | 36,040 | 33,679 | 43,870 | 29,221 | 25,864 | 12,972 | 9,694 | 2.92 |
| **JERSEY CITY** | **207.9** | **9,613** | **47,784** | **42,685** | **31,917** | **29,754** | **46,147** | **59,706** | **58,000** | **36,477** | **28,594** | **14,101** | **11,022** | **2.65** |
| Hudson | 207.9 | 9,613 | 47,784 | 42,685 | 31,917 | 29,754 | 46,147 | 59,706 | 58,000 | 36,477 | 28,594 | 14,101 | 11,022 | 2.65 |
| **MIDDLESEX - SOMERSET - HUNTERDON** | **369.4** | **11,738** | **83,284** | **87,348** | **63,636** | **53,858** | **69,536** | **76,746** | **118,475** | **70,952** | **63,462** | **26,510** | **13,255** | **2.79** |
| Hunterdon | 38.5 | 801 | 7,550 | 10,617 | 8,093 | 5,272 | 6,167 | 6,874 | 12,805 | 7,417 | 7,268 | 2,981 | 1,155 | 2.84 |
| Middlesex | 240.9 | 8,613 | 54,601 | 54,704 | 39,340 | 35,102 | 48,540 | 51,346 | 75,514 | 46,117 | 41,251 | 17,444 | 9,228 | 2.81 |
| Somerset | 90.0 | 2,324 | 21,133 | 22,027 | 16,203 | 13,484 | 14,829 | 18,526 | 30,156 | 17,418 | 14,943 | 6,085 | 2,872 | 2.72 |
| **MONMOUTH - OCEAN** | **371.3** | **8,809** | **64,259** | **79,936** | **58,481** | **51,637** | **108,178** | **86,646** | **121,741** | **61,586** | **60,147** | **27,173** | **14,007** | **2.70** |
| Monmouth | 200.1 | 4,996 | 37,176 | 48,317 | 36,170 | 29,414 | 44,027 | 44,000 | 59,793 | 36,273 | 36,272 | 15,715 | 8,047 | 2.80 |
| Ocean | 171.2 | 3,813 | 27,083 | 31,619 | 22,311 | 22,223 | 64,151 | 42,646 | 61,948 | 25,313 | 23,875 | 11,458 | 5,960 | 2.57 |
| **NEWARK** | **651.4** | **20,374** | **125,830** | **148,985** | **116,925** | **97,857** | **141,429** | **152,191** | **188,635** | **120,759** | **107,782** | **49,989** | **32,044** | **2.80** |
| Essex | 277.3 | 10,776 | 54,249 | 61,284 | 47,019 | 41,123 | 62,849 | 75,052 | 73,943 | 49,231 | 41,326 | 20,829 | 16,919 | 2.79 |
| Morris | 149.1 | 3,676 | 28,784 | 37,172 | 30,983 | 23,053 | 25,432 | 28,383 | 46,502 | 28,785 | 28,114 | 11,991 | 5,325 | 2.83 |
| Sussex | 44.9 | 1,035 | 10,159 | 13,040 | 8,782 | 5,145 | 6,739 | 7,266 | 13,316 | 9,053 | 9,427 | 4,073 | 1,765 | 2.95 |
| Union | 180.1 | 4,887 | 32,638 | 37,489 | 30,141 | 28,536 | 46,409 | 41,490 | 54,874 | 33,690 | 28,915 | 13,096 | 8,035 | 2.74 |
| **TRENTON** | **117.8** | **4,187** | **23,217** | **26,563** | **19,498** | **17,372** | **26,963** | **28,493** | **36,458** | **21,481** | **18,748** | **7,918** | **4,702** | **2.79** |
| Mercer | 117.8 | 4,187 | 23,217 | 26,563 | 19,498 | 17,372 | 26,963 | 28,493 | 36,458 | 21,481 | 18,748 | 7,918 | 4,702 | 2.79 |
| **VINELAND - MILLVILLE - BRIDGETON** | **47.3** | **2,070** | **8,750** | **9,832** | **7,771** | **7,142** | **11,735** | **10,228** | **14,032** | **8,980** | **7,882** | **3,680** | **2,498** | **2.93** |
| Cumberland | 47.3 | 2,070 | 8,750 | 9,832 | 7,771 | 7,142 | 11,735 | 10,228 | 14,032 | 8,980 | 7,882 | 3,680 | 2,498 | 2.93 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Atlantic | 86.1 | 3,746 | 18,630 | 17,964 | 12,722 | 12,165 | 20,873 | 22,929 | 27,158 | 14,944 | 12,162 | 5,505 | 3,402 | 2.63 |
| Bergen | 308.2 | 6,423 | 51,787 | 65,752 | 54,222 | 52,196 | 77,820 | 71,462 | 97,790 | 56,664 | 50,344 | 21,242 | 10,698 | 2.67 |
| ☐ Burlington | 138.0 | 4,472 | 29,834 | 33,055 | 24,403 | 20,966 | 25,270 | 27,025 | 42,472 | 26,570 | 25,053 | 11,304 | 5,576 | 2.89 |
| ☐ Camden | 180.2 | 7,068 | 39,318 | 40,611 | 28,917 | 25,531 | 38,755 | 41,657 | 52,039 | 32,662 | 30,175 | 14,582 | 9,085 | 2.81 |
| Cape May | 38.4 | 1,403 | 6,676 | 6,950 | 5,114 | 5,880 | 12,377 | 10,555 | 13,691 | 5,884 | 4,875 | 2,270 | 1,125 | 2.51 |
| Cumberland | 47.3 | 2,070 | 8,750 | 9,832 | 7,771 | 7,142 | 11,735 | 10,228 | 14,032 | 8,980 | 7,882 | 3,680 | 2,498 | 2.93 |
| Essex | 277.3 | 10,776 | 54,249 | 61,284 | 47,019 | 41,123 | 62,849 | 75,052 | 73,943 | 49,231 | 41,326 | 20,829 | 16,919 | 2.79 |
| ☐ Gloucester | 79.8 | 2,590 | 17,585 | 19,795 | 13,335 | 11,265 | 15,230 | 15,056 | 23,111 | 15,471 | 15,265 | 7,257 | 3,640 | 2.92 |
| Hudson | 207.9 | 9,613 | 47,784 | 42,685 | 31,917 | 29,754 | 46,147 | 59,706 | 58,000 | 36,477 | 28,594 | 14,101 | 11,022 | 2.65 |
| Hunterdon | 38.5 | 801 | 7,550 | 10,617 | 8,093 | 5,272 | 6,167 | 6,874 | 12,805 | 7,417 | 7,268 | 2,981 | 1,155 | 2.84 |
| Mercer | 117.8 | 4,187 | 23,217 | 26,563 | 19,498 | 17,372 | 26,963 | 28,493 | 36,458 | 21,481 | 18,748 | 7,918 | 4,702 | 2.79 |
| Middlesex | 240.9 | 8,613 | 54,601 | 54,704 | 39,340 | 35,102 | 48,540 | 51,346 | 75,514 | 46,117 | 41,251 | 17,444 | 9,228 | 2.81 |
| Monmouth | 200.1 | 4,996 | 37,176 | 48,317 | 36,170 | 29,414 | 44,027 | 44,000 | 59,793 | 36,273 | 36,272 | 15,715 | 8,047 | 2.80 |
| Morris | 149.1 | 3,676 | 28,784 | 37,172 | 30,983 | 23,053 | 25,432 | 28,383 | 46,502 | 28,785 | 28,114 | 11,991 | 5,325 | 2.83 |
| Ocean | 171.2 | 3,813 | 27,083 | 31,619 | 22,311 | 22,223 | 64,151 | 42,646 | 61,948 | 25,313 | 23,875 | 11,458 | 5,960 | 2.57 |
| Passaic | 155.3 | 5,304 | 30,402 | 34,093 | 26,290 | 23,171 | 36,040 | 33,679 | 43,870 | 29,221 | 25,864 | 12,972 | 9,694 | 2.92 |

1991 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| SaMM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average Household Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under 25 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **NEW JERSEY (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| ☐ Salem | 23.9 | 779 | 4,318 | 5,289 | 3,973 | 3,547 | 5,994 | 5,352 | 7,566 | 4,339 | 4,061 | 1,705 | 877 | 2.74 |
| Somerset | 90.0 | 2,324 | 21,133 | 22,027 | 16,203 | 13,484 | 14,929 | 18,526 | 30,156 | 17,418 | 14,943 | 6,085 | 2,872 | 2.72 |
| Sussex | 44.9 | 1,035 | 10,159 | 13,040 | 8,782 | 5,145 | 6,739 | 7,266 | 13,316 | 9,053 | 9,427 | 4,073 | 1,765 | 2.95 |
| Union | 180.1 | 4,887 | 32,638 | 37,489 | 30,141 | 28,536 | 46,409 | 41,490 | 54,874 | 33,690 | 28,915 | 13,096 | 8,035 | 2.74 |
| ☐ Warren | 34.3 | 1,164 | 7,178 | 7,809 | 5,661 | 4,722 | 7,766 | 7,620 | 10,968 | 6,298 | 5,791 | 2,577 | 1,046 | 2.69 |
| **TOTAL METRO COUNTIES** | **2,809.3** | **89,740** | **558,852** | **626,667** | **472,865** | **417,063** | **644,113** | **649,345** | **856,006** | **512,288** | **460,205** | **208,785** | **122,671** | **2.77** |
| **TOTAL STATE** | **2,809.3** | **89,740** | **558,852** | **626,667** | **472,865** | **417,063** | **644,113** | **649,345** | **856,006** | **512,288** | **460,205** | **208,785** | **122,671** | **2.77** |
| **NEW MEXICO** | | | | | | | | | | | | | | |
| **ALBUQUERQUE** | **189.8** | **12,619** | **45,520** | **45,655** | **29,298** | **23,291** | **33,417** | **49,553** | **61,304** | **32,902** | **27,643** | **11,810** | **6,588** | **2.59** |
| Bernalillo | 189.8 | 12,619 | 45,520 | 45,655 | 29,298 | 23,291 | 33,417 | 49,553 | 61,304 | 32,902 | 27,643 | 11,810 | 6,588 | 2.59 |
| **LAS CRUCES** | **46.1** | **4,422** | **11,019** | **10,008** | **6,732** | **6,119** | **7,800** | **9,026** | **13,770** | **8,233** | **7,683** | **4,137** | **3,251** | **3.01** |
| Dona Ana | 46.1 | 4,422 | 11,019 | 10,008 | 6,732 | 6,119 | 7,800 | 9,026 | 13,770 | 8,233 | 7,683 | 4,137 | 3,251 | 3.01 |
| **SANTA FE** | **45.7** | **1,640** | **8,869** | **12,651** | **8,661** | **6,034** | **7,845** | **12,011** | **14,914** | **7,706** | **6,699** | **2,815** | **1,555** | **2.60** |
| Los Alamos | 7.2 | 164 | 1,329 | 1,795 | 1,731 | 1,153 | 1,028 | 1,651 | 2,745 | 1,171 | 1,072 | 392 | 169 | 2.51 |
| Santa Fe | 38.5 | 1,476 | 7,540 | 10,856 | 6,930 | 4,881 | 6,817 | 10,360 | 12,169 | 6,535 | 5,627 | 2,423 | 1,386 | 2.61 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Bernalillo | 189.8 | 12,619 | 45,520 | 45,655 | 29,298 | 23,291 | 33,417 | 49,553 | 61,304 | 32,902 | 27,643 | 11,810 | 6,588 | 2.59 |
| Catron | 1.0 | 14 | 150 | 216 | 182 | 164 | 274 | 271 | 350 | 126 | 144 | 67 | 42 | 2.60 |
| Chaves | 20.6 | 1,078 | 4,064 | 4,049 | 2,902 | 2,924 | 5,583 | 4,799 | 6,489 | 3,390 | 3,107 | 1,653 | 1,162 | 2.82 |
| Cibola | 7.2 | 350 | 1,450 | 1,676 | 1,265 | 1,186 | 1,273 | 1,282 | 1,854 | 1,290 | 1,267 | 783 | 724 | 3.26 |
| Colfax | 4.9 | 195 | 828 | 1,007 | 766 | 744 | 1,360 | 1,238 | 1,701 | 802 | 679 | 330 | 150 | 2.61 |
| Curry | 15.1 | 1,257 | 3,908 | 3,052 | 2,034 | 1,833 | 3,016 | 3,208 | 4,833 | 2,727 | 2,550 | 1,160 | 622 | 2.79 |
| De Baca | .9 | 76 | 133 | 135 | 124 | 148 | 334 | 257 | 332 | 114 | 126 | 44 | 27 | 2.44 |
| Dona Ana | 46.1 | 4,422 | 11,019 | 10,008 | 6,732 | 6,119 | 7,800 | 9,026 | 13,770 | 8,233 | 7,683 | 4,137 | 3,251 | 3.01 |
| Eddy | 17.4 | 768 | 3,300 | 3,595 | 2,433 | 2,551 | 4,753 | 3,801 | 5,586 | 2,869 | 2,850 | 1,447 | 847 | 2.79 |
| Grant | 9.8 | 505 | 1,670 | 2,065 | 1,563 | 1,496 | 2,501 | 2,081 | 3,232 | 1,559 | 1,[illegible]43 | 829 | 556 | 2.84 |
| Guadalupe | 1.5 | 73 | 293 | 273 | 237 | 229 | 395 | 347 | 447 | 271 | 236 | 138 | 61 | 2.73 |
| Harding | .4 | 16 | 48 | 81 | 48 | 64 | 143 | 118 | 135 | 54 | 47 | 27 | 19 | 2.50 |
| Hidalgo | 2.0 | 119 | 411 | 422 | 329 | 306 | 413 | 410 | 574 | 337 | 342 | 199 | 138 | 2.95 |
| Lea | 19.1 | 1,151 | 4,353 | 4,125 | 2,755 | 2,812 | 3,904 | 3,876 | 5,854 | 3,153 | 3,378 | 1,741 | 1,098 | 2.88 |
| Lincoln | 4.8 | 196 | 821 | 977 | 786 | 776 | 1,244 | 1,196 | 1,796 | 755 | 620 | 293 | 140 | 2.54 |
| Los Alamos | 7.2 | 164 | 1,329 | 1,795 | 1,731 | 1,153 | 1,028 | 1,651 | 2,745 | 1,171 | 1,072 | 392 | 169 | 2.51 |
| Luna | 6.9 | 285 | 1,006 | 1,053 | 910 | 1,157 | 2,489 | 1,755 | 2,406 | 1,004 | 804 | 507 | 424 | 2.65 |
| McKinley | 16.8 | 783 | 4,052 | 4,308 | 2,890 | 2,177 | 2,590 | 2,864 | 3,221 | 2,687 | 2,864 | 2,188 | 2,976 | 3.65 |
| Mora | 1.5 | 40 | 235 | 313 | 231 | 248 | 433 | 343 | 428 | 276 | 225 | 147 | 81 | 2.80 |
| Otero | 18.3 | 1,395 | 4,843 | 3,858 | 2,605 | 2,501 | 3,098 | 3,680 | 5,800 | 3,398 | 3,178 | 1,389 | 855 | 2.85 |
| Quay | 4.2 | 176 | 645 | 817 | 702 | 641 | 1,219 | 1,075 | 1,426 | 699 | 591 | 286 | 123 | 2.57 |
| Rio Arriba | 11.6 | 582 | 2,508 | 2,725 | 1,904 | 1,623 | 2,258 | 2,307 | 2,940 | 2,301 | 2,123 | 1,175 | 754 | 2.99 |
| Roosevelt | 6.0 | 628 | 1,187 | 1,052 | 823 | 764 | 1,546 | 1,531 | 2,067 | 907 | 823 | 389 | 283 | 2.78 |
| Sandoval | 21.8 | 675 | 5,418 | 5,789 | 3,222 | 2,519 | 4,177 | 3,670 | 6,648 | 3,997 | 3,950 | 2,001 | 1,534 | 3.03 |
| San Juan | 28.7 | 1,305 | 6,987 | 7,247 | 4,599 | 3,859 | 4,703 | 5,072 | 7,645 | 4,791 | 5,173 | 3,088 | 2,931 | 3.19 |
| San Miguel | 8.7 | 481 | 1,857 | 1,971 | 1,403 | 1,113 | 1,875 | 1,979 | 2,341 | 1,670 | 1,502 | 738 | 470 | 2.97 |
| Santa Fe | 38.5 | 1,476 | 7,540 | 10,856 | 6,930 | 4,881 | 6,817 | 10,360 | 12,169 | 6,535 | 5,627 | 2,423 | 1,386 | 2.61 |
| Sierra | 4.5 | 128 | 471 | 517 | 535 | 845 | 2,004 | 1,490 | 1,888 | 490 | 344 | 183 | 105 | 2.22 |
| Socorro | 5.2 | 387 | 1,118 | 1,151 | 809 | 698 | 1,037 | 1,250 | 1,603 | 817 | 793 | 453 | 284 | 2.85 |
| Taos | 8.8 | 124 | 1,560 | 2,291 | 1,572 | 1,226 | 1,827 | 2,253 | 2,582 | 1,556 | 1,405 | 660 | 344 | 2.64 |
| Torrance | 3.8 | 142 | 729 | 925 | 634 | 552 | 818 | 798 | 1,192 | 617 | 649 | 352 | 192 | 2.79 |
| Union | 1.6 | 45 | 264 | 283 | 248 | 254 | 506 | 463 | 543 | 220 | 191 | 125 | 58 | 2.50 |
| Valencia | 15.5 | 711 | 3,341 | 3,705 | 2,612 | 2,134 | 2,997 | 2,684 | 4,845 | 2,850 | 2,861 | 1,452 | 808 | 2.98 |
| **TOTAL METRO COUNTIES** | **281.6** | **18,681** | **65,408** | **68,314** | **44,691** | **35,444** | **49,062** | **70,590** | **89,988** | **48,841** | **42,025** | **18,762** | **11,394** | **2.66** |
| **TOTAL STATE** | **550.2** | **32,516** | **123,058** | **127,992** | **85,814** | **72,988** | **107,832** | **126,688** | **170,746** | **94,568** | **86,390** | **42,606** | **29,202** | **2.79** |
| **NEW YORK** | | | | | | | | | | | | | | |
| **ALBANY - SCHENECTADY - TROY** | **338.0** | **19,152** | **69,757** | **73,623** | **50,210** | **45,680** | **79,578** | **90,762** | **108,765** | **58,484** | **49,889** | **20,625** | **9,475** | **2.60** |
| Albany | 116.0 | 7,942 | 23,994 | 25,181 | 16,215 | 15,322 | 27,346 | 35,109 | 36,954 | 19,422 | 15,361 | 6,265 | 2,889 | 2.53 |
| Greene | 16.7 | 615 | 2,916 | 3,403 | 2,641 | 2,593 | 4,532 | 4,272 | 5,633 | 2,758 | 2,463 | 1,043 | 531 | 2.70 |
| Montgomery | 20.2 | 877 | 3,430 | 3,878 | 2,699 | 2,907 | 6,409 | 5,437 | 6,561 | 3,389 | 2,875 | 1,267 | 671 | 2.57 |
| Rensselaer | 57.7 | 3,424 | 12,213 | 12,506 | 8,493 | 7,881 | 13,183 | 14,740 | 18,242 | 10,065 | 8,772 | 3,971 | 1,910 | 2.68 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | Average House-hold Size |
| **NEW YORK (continued)** | | | | | | | | | | | | | | |
| **ALBANY - SCHENECTADY - TROY (continued)** | | | | | | | | | | | | | | |
| Saratoga | 68.2 | 3,444 | 15,626 | 16,606 | 11,642 | 8,681 | 12,201 | 14,587 | 21,976 | 12,854 | 11,967 | 4,810 | 2,006 | 2.73 |
| Schenectady | 59.2 | 2,850 | 11,578 | 12,049 | 8,520 | 8,296 | 15,907 | 16,617 | 19,399 | 9,996 | 8,451 | 3,269 | 1,468 | 2.52 |
| **BINGHAMTON** | **100.6** | **5,731** | **21,235** | **20,464** | **15,341** | **14,411** | **23,418** | **25,683** | **32,713** | **17,521** | **15,257** | **6,526** | **2,900** | **2.63** |
| Broome | 81.7 | 4,975 | 17,114 | 16,189 | 12,013 | 11,624 | 19,785 | 22,000 | 26,732 | 13,918 | 11,826 | 4,993 | 2,231 | 2.59 |
| Tioga | 18.9 | 756 | 4,121 | 4,275 | 3,328 | 2,787 | 3,633 | 3,683 | 5,981 | 3,603 | 3,431 | 1,533 | 669 | 2.78 |
| **BUFFALO** | **376.1** | **17,522** | **73,792** | **76,303** | **55,417** | **57,299** | **95,767** | **104,850** | **117,755** | **64,219** | **54,287** | **23,664** | **11,325** | **2.57** |
| Erie | 376.1 | 17,522 | 73,792 | 76,303 | 55,417 | 57,299 | 95,767 | 104,850 | 117,755 | 64,219 | 54,287 | 23,664 | 11,325 | 2.57 |
| ***BUFFALO - NIAGARA FALLS CONSOLIDATED AREA*** | ***460.8*** | ***21,265*** | ***90,380*** | ***93,849*** | ***67,804*** | ***70,027*** | ***117,475*** | ***126,947*** | ***144,291*** | ***78,935*** | ***67,309*** | ***29,510*** | ***13,808*** | ***2.58*** |
| **ELMIRA** | **35.4** | **1,660** | **6,728** | **7,286** | **5,332** | **5,153** | **9,241** | **9,025** | **11,373** | **6,111** | **5,460** | **2,298** | **1,133** | **2.69** |
| Chemung | 35.4 | 1,660 | 6,728 | 7,286 | 5,332 | 5,153 | 9,241 | 9,025 | 11,373 | 6,111 | 5,460 | 2,298 | 1,133 | 2.69 |
| **GLENS FALLS** | **43.3** | **2,122** | **8,347** | **9,278** | **6,778** | **6,223** | **10,552** | **9,926** | **13,874** | **7,722** | **7,030** | **3,140** | **1,608** | **2.76** |
| Warren | 22.8 | 1,121 | 4,415 | 4,956 | 3,555 | 3,175 | 5,578 | 5,579 | 7,483 | 4,002 | 3,519 | 1,519 | 698 | 2.62 |
| Washington | 20.5 | 1,001 | 3,932 | 4,322 | 3,223 | 3,048 | 4,974 | 4,347 | 6,391 | 3,720 | 3,511 | 1,621 | 910 | 2.92 |
| **JAMESTOWN - DUNKIRK** | **53.5** | **2,896** | **9,918** | **10,837** | **7,759** | **7,826** | **14,264** | **13,984** | **17,494** | **8,852** | **7,893** | **3,580** | **1,697** | **2.64** |
| Chautauqua | 53.5 | 2,896 | 9,918 | 10,837 | 7,759 | 7,826 | 14,264 | 13,984 | 17,494 | 8,852 | 7,893 | 3,580 | 1,697 | 2.64 |
| **NASSAU - SUFFOLK** | **858.5** | **15,561** | **144,316** | **198,053** | **163,856** | **149,774** | **186,940** | **142,000** | **248,449** | **165,762** | **168,066** | **82,545** | **51,678** | **3.05** |
| Nassau | 430.9 | 6,470 | 63,455 | 94,360 | 78,223 | 81,077 | 107,315 | 73,699 | 129,209 | 82,621 | 82,059 | 39,263 | 24,049 | 2.98 |
| Suffolk | 427.6 | 9,091 | 80,861 | 103,693 | 85,633 | 68,697 | 79,625 | 68,301 | 119,240 | 83,141 | 86,007 | 43,282 | 27,629 | 3.11 |
| **NEW YORK** | **3,270.5** | **123,728** | **676,163** | **726,409** | **548,179** | **468,235** | **727,786** | **1,032,602** | **900,632** | **524,892** | **418,592** | **211,488** | **182,294** | **2.63** |
| Bronx | 426.7 | 19,478 | 90,504 | 93,054 | 72,590 | 59,957 | 91,117 | 119,969 | 107,464 | 77,462 | 59,365 | 32,522 | 29,918 | 2.84 |
| Kings | 832.2 | 33,411 | 170,243 | 187,875 | 135,791 | 116,389 | 188,491 | 238,163 | 218,602 | 141,850 | 111,465 | 60,269 | 61,851 | 2.78 |
| New York (Manhattan) | 721.6 | 33,239 | 171,313 | 164,097 | 115,317 | 92,558 | 145,076 | 350,729 | 200,161 | 77,234 | 49,083 | 23,315 | 21,078 | 2.08 |
| Putnam | 28.4 | 599 | 5,779 | 7,927 | 5,925 | 3,835 | 4,335 | 4,458 | 8,393 | 5,673 | 5,870 | 2,693 | 1,313 | 2.98 |
| Queens | 724.2 | 22,930 | 139,256 | 151,254 | 118,897 | 109,597 | 182,266 | 197,134 | 208,146 | 123,888 | 101,500 | 50,859 | 42,673 | 2.71 |
| Richmond | 131.9 | 4,248 | 27,550 | 32,192 | 24,375 | 18,800 | 24,735 | 27,599 | 35,646 | 25,778 | 24,829 | 11,782 | 6,266 | 2.90 |
| Rockland | 84.9 | 2,024 | 14,721 | 20,237 | 18,317 | 15,049 | 14,552 | 15,074 | 23,499 | 16,111 | 16,382 | 7,821 | 6,013 | 3.13 |
| Westchester | 320.6 | 7,799 | 56,797 | 69,773 | 56,967 | 52,050 | 77,214 | 79,476 | 98,721 | 56,896 | 50,098 | 22,227 | 13,182 | 2.73 |
| ***NEW YORK - NORTHERN NEW JERSEY - LONG ISLAND CONSOLIDATED AREA*** | ***6,600.6*** | ***215,365*** | ***1,304,679*** | ***1,476,442*** | ***1,136,535*** | ***986,773*** | ***1,480,806*** | ***1,745,027*** | ***1,904,338*** | ***1,141,710*** | ***990,996*** | ***476,815*** | ***341,714*** | ***2.73*** |
| **NIAGARA FALLS** | **84.7** | **3,743** | **16,588** | **17,546** | **12,387** | **12,728** | **21,708** | **22,097** | **26,536** | **14,716** | **13,022** | **5,846** | **2,483** | **2.60** |
| Niagara | 84.7 | 3,743 | 16,588 | 17,546 | 12,387 | 12,728 | 21,708 | 22,097 | 26,536 | 14,716 | 13,022 | 5,846 | 2,483 | 2.60 |
| **ORANGE COUNTY** | **103.3** | **3,875** | **22,858** | **26,060** | **17,818** | **13,252** | **19,437** | **20,327** | **29,638** | **19,480** | **19,149** | **9,208** | **5,498** | **3.03** |
| Orange | 103.3 | 3,875 | 22,858 | 26,060 | 17,818 | 13,252 | 19,437 | 20,327 | 29,638 | 19,480 | 19,149 | 9,208 | 5,498 | 3.03 |
| **POUGHKEEPSIE** | **90.6** | **3,720** | **19,428** | **21,277** | **15,911** | **12,650** | **17,614** | **20,119** | **28,402** | **16,603** | **15,398** | **6,752** | **3,326** | **2.89** |
| Dutchess | 90.6 | 3,720 | 19,428 | 21,277 | 15,911 | 12,650 | 17,614 | 20,119 | 28,402 | 16,603 | 15,398 | 6,752 | 3,326 | 2.89 |
| **ROCHESTER** | **375.5** | **20,559** | **83,746** | **85,471** | **59,345** | **48,730** | **77,649** | **93,333** | **120,431** | **65,599** | **59,371** | **25,069** | **11,697** | **2.68** |
| Livingston | 21.4 | 1,260 | 4,556 | 4,811 | 3,281 | 3,022 | 4,470 | 4,689 | 6,872 | 3,840 | 3,661 | 1,645 | 693 | 2.93 |
| Monroe | 272.4 | 15,689 | 61,869 | 61,798 | 42,694 | 34,707 | 55,643 | 71,288 | 87,203 | 46,926 | 41,531 | 17,249 | 8,203 | 2.62 |
| Ontario | 35.1 | 1,600 | 7,178 | 8,213 | 5,706 | 4,700 | 7,703 | 7,755 | 11,694 | 6,284 | 5,852 | 2,490 | 1,025 | 2.72 |
| Orleans | 14.5 | 680 | 2,983 | 3,176 | 2,312 | 1,998 | 3,351 | 3,134 | 4,477 | 2,576 | 2,541 | 1,164 | 608 | 2.90 |
| Wayne | 32.1 | 1,330 | 7,160 | 7,473 | 5,352 | 4,303 | 6,482 | 6,467 | 10,185 | 5,973 | 5,786 | 2,521 | 1,168 | 2.79 |
| **SYRACUSE** | **244.3** | **15,267** | **53,796** | **53,335** | **36,534** | **33,027** | **52,341** | **61,343** | **76,843** | **42,678** | **37,849** | **17,084** | **8,503** | **2.71** |
| Madison | 23.7 | 1,299 | 4,847 | 5,217 | 3,968 | 3,202 | 5,167 | 5,078 | 7,459 | 4,362 | 4,044 | 1,854 | 903 | 2.93 |
| Onondaga | 177.9 | 11,344 | 39,290 | 38,408 | 25,963 | 24,279 | 38,616 | 47,056 | 56,523 | 30,504 | 26,322 | 11,711 | 5,784 | 2.64 |
| Oswego | 42.7 | 2,624 | 9,659 | 9,710 | 6,603 | 5,546 | 8,558 | 9,209 | 12,861 | 7,812 | 7,483 | 3,519 | 1,816 | 2.87 |
| **UTICA - ROME** | **117.3** | **6,198** | **22,417** | **23,171** | **17,426** | **16,551** | **31,537** | **31,146** | **36,638** | **20,062** | **17,479** | **7,904** | **4,071** | **2.70** |
| Herkimer | 24.9 | 1,262 | 4,294 | 5,005 | 3,767 | 3,467 | 7,105 | 6,237 | 7,985 | 4,284 | 3,791 | 1,702 | 901 | 2.64 |
| Oneida | 92.4 | 4,936 | 18,123 | 18,166 | 13,659 | 13,084 | 24,432 | 24,909 | 28,653 | 15,778 | 13,688 | 6,202 | 3,170 | 2.71 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Albany | 116.0 | 7,942 | 23,994 | 25,181 | 16,215 | 15,322 | 27,346 | 35,109 | 36,954 | 19,422 | 15,361 | 6,265 | 2,889 | 2.53 |
| Allegany | 17.0 | 860 | 3,034 | 3,530 | 2,589 | 2,610 | 4,377 | 3,940 | 5,539 | 2,774 | 2,641 | 1,392 | 714 | 2.97 |
| Bronx | 426.7 | 19,478 | 90,504 | 93,054 | 72,590 | 59,957 | 91,117 | 119,969 | 107,464 | 77,462 | 59,365 | 32,522 | 29,918 | 2.84 |
| Broome | 81.7 | 4,975 | 17,114 | 16,189 | 12,013 | 11,624 | 19,785 | 22,000 | 26,732 | 13,918 | 11,826 | 4,993 | 2,231 | 2.59 |
| Cattaraugus | 30.4 | 1,490 | 5,720 | 6,416 | 4,556 | 4,544 | 7,674 | 7,529 | 9,511 | 5,014 | 4,734 | 2,375 | 1,237 | 2.76 |
| Cayuga | 29.1 | 1,355 | 5,891 | 6,222 | 4,279 | 4,002 | 7,351 | 6,881 | 8,948 | 5,035 | 4,801 | 2,242 | 1,193 | 2.84 |
| Chautauqua | 53.5 | 2,896 | 9,918 | 10,837 | 7,759 | 7,826 | 14,264 | 13,984 | 17,494 | 8,852 | 7,893 | 3,580 | 1,697 | 2.64 |
| Chemung | 35.4 | 1,660 | 6,728 | 7,286 | 5,332 | 5,153 | 9,241 | 9,025 | 11,373 | 6,111 | 5,460 | 2,298 | 1,133 | 2.69 |
| Chenango | 19.3 | 885 | 3,870 | 4,155 | 3,139 | 2,667 | 4,584 | 4,487 | 6,191 | 3,358 | 3,081 | 1,440 | 743 | 2.70 |
| Clinton | 29.3 | 2,410 | 7,119 | 6,204 | 4,243 | 3,888 | 5,436 | 6,469 | 9,011 | 5,595 | 5,244 | 2,087 | 894 | 2.95 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average House-hold Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **METRO AREA** County | 12/31/90 Total Households (Thousands) | Under 25 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **NEW YORK (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Columbia | 23.8 | 918 | 4,108 | 5,146 | 3,899 | 3,445 | 6,284 | 5,714 | 8,090 | 4,227 | 3,528 | 1,484 | 757 | 2.66 |
| Cortland | 17.3 | 1,376 | 3,615 | 3,675 | 2,589 | 2,191 | 3,854 | 4,083 | 5,446 | 3,072 | 2,819 | 1,264 | 616 | 2.83 |
| Delaware | 17.7 | 721 | 2,901 | 3,501 | 2,872 | 2,715 | 4,990 | 4,472 | 6,015 | 2,787 | 2,595 | 1,183 | 648 | 2.68 |
| Dutchess | 90.6 | 3,720 | 19,428 | 21,277 | 15,911 | 12,650 | 17,614 | 20,119 | 28,402 | 16,603 | 15,398 | 6,752 | 3,326 | 2.89 |
| Erie | 376.1 | 17,522 | 73,792 | 76,303 | 55,417 | 57,299 | 95,767 | 104,850 | 117,755 | 64,219 | 54,287 | 23,664 | 11,325 | 2.57 |
| Essex | 13.7 | 650 | 2,517 | 2,804 | 2,069 | 2,106 | 3,554 | 3,515 | 4,542 | 2,301 | 2,034 | 893 | 415 | 2.72 |
| Franklin | 16.3 | 844 | 3,237 | 3,326 | 2,467 | 2,365 | 4,061 | 4,202 | 4,992 | 2,691 | 2,586 | 1,257 | 572 | 2.87 |
| Fulton | 21.0 | 1,057 | 3,776 | 4,229 | 3,093 | 2,934 | 5,911 | 5,414 | 6,903 | 3,653 | 3,028 | 1,349 | 653 | 2.58 |
| Genesee | 21.6 | 870 | 4,530 | 4,552 | 3,364 | 3,109 | 5,175 | 4,669 | 6,751 | 3,921 | 3,699 | 1,726 | 834 | 2.78 |
| Greene | 16.7 | 615 | 2,916 | 3,403 | 2,641 | 2,593 | 4,532 | 4,272 | 5,633 | 2,758 | 2,463 | 1,043 | 531 | 2.70 |
| Hamilton | 2.2 | 75 | 320 | 417 | 372 | 406 | 610 | 595 | 860 | 314 | 262 | 103 | 66 | 2.41 |
| Herkimer | 24.9 | 1,262 | 4,294 | 5,005 | 3,767 | 3,467 | 7,105 | 6,237 | 7,985 | 4,284 | 3,791 | 1,702 | 901 | 2.64 |
| Jefferson | 39.1 | 3,228 | 9,490 | 8,234 | 5,220 | 4,819 | 8,109 | 8,269 | 11,841 | 7,502 | 7,013 | 3,035 | 1,440 | 2.92 |
| Kings | 832.2 | 33,411 | 170,243 | 187,875 | 135,791 | 116,389 | 168,491 | 238,163 | 218,602 | 141,850 | 111,465 | 60,269 | 61,851 | 2.78 |
| Lewis | 9.4 | 444 | 2,077 | 1,978 | 1,383 | 1,363 | 2,155 | 1,920 | 2,719 | 1,682 | 1,660 | 918 | 501 | 2.88 |
| Livingston | 21.4 | 1,260 | 4,556 | 4,811 | 3,281 | 3,022 | 4,470 | 4,689 | 6,872 | 3,840 | 3,661 | 1,645 | 693 | 2.93 |
| Madison | 23.7 | 1,299 | 4,847 | 5,217 | 3,968 | 3,202 | 5,167 | 5,078 | 7,459 | 4,362 | 4,044 | 1,854 | 903 | 2.93 |
| Monroe | 272.4 | 15,689 | 61,869 | 61,798 | 42,694 | 34,707 | 55,643 | 71,288 | 87,203 | 46,926 | 41,531 | 17,249 | 8,203 | 2.62 |
| Montgomery | 20.2 | 877 | 3,430 | 3,878 | 2,699 | 2,907 | 6,409 | 5,437 | 6,561 | 3,389 | 2,875 | 1,267 | 671 | 2.57 |
| Nassau | 430.9 | 6,470 | 63,455 | 94,360 | 78,223 | 81,077 | 107,315 | 73,699 | 129,209 | 82,621 | 82,059 | 39,263 | 24,049 | 2.98 |
| New York (Manhattan) | 721.6 | 33,239 | 171,313 | 164,097 | 115,317 | 92,558 | 145,076 | 350,729 | 200,161 | 77,234 | 49,083 | 23,315 | 21,078 | 2.08 |
| Niagara | 84.7 | 3,743 | 16,588 | 17,546 | 12,387 | 12,728 | 21,708 | 22,097 | 26,536 | 14,716 | 13,022 | 5,846 | 2,483 | 2.60 |
| Oneida | 92.4 | 4,936 | 18,123 | 18,166 | 13,659 | 13,084 | 24,432 | 24,909 | 28,653 | 15,778 | 13,688 | 6,202 | 3,170 | 2.71 |
| Onondaga | 177.9 | 11,344 | 39,290 | 38,408 | 25,963 | 24,279 | 38,616 | 47,056 | 56,523 | 30,504 | 26,322 | 11,711 | 5,784 | 2.64 |
| Ontario | 35.1 | 1,600 | 7,178 | 8,213 | 5,706 | 4,700 | 7,703 | 7,755 | 11,694 | 6,284 | 5,852 | 2,490 | 1,025 | 2.72 |
| Orange | 103.3 | 3,875 | 22,858 | 26,060 | 17,818 | 13,252 | 19,437 | 20,327 | 29,638 | 19,480 | 19,149 | 9,208 | 5,498 | 3.03 |
| Orleans | 14.5 | 680 | 2,983 | 3,176 | 2,312 | 1,998 | 3,351 | 3,134 | 4,477 | 2,576 | 2,541 | 1,164 | 608 | 2.90 |
| Oswego | 42.7 | 2,624 | 9,659 | 9,710 | 6,603 | 5,546 | 8,558 | 9,209 | 12,861 | 7,812 | 7,483 | 3,519 | 1,816 | 2.87 |
| Otsego | 21.8 | 1,404 | 3,673 | 4,516 | 3,374 | 2,966 | 5,867 | 5,434 | 7,487 | 3,441 | 3,258 | 1,443 | 737 | 2.79 |
| Putnam | 28.4 | 599 | 5,779 | 7,927 | 5,925 | 3,835 | 4,335 | 4,458 | 8,393 | 5,673 | 5,870 | 2,693 | 1,313 | 2.98 |
| Queens | 724.2 | 22,930 | 139,256 | 151,254 | 118,897 | 109,597 | 182,266 | 197,134 | 208,146 | 123,888 | 101,500 | 50,859 | 42,673 | 2.71 |
| Rensselaer | 57.7 | 3,424 | 12,213 | 12,506 | 8,493 | 7,881 | 13,183 | 14,740 | 18,242 | 10,065 | 8,772 | 3,971 | 1,910 | 2.68 |
| Richmond | 131.9 | 4,248 | 27,550 | 32,192 | 24,375 | 18,800 | 24,735 | 27,599 | 35,646 | 25,778 | 24,829 | 11,782 | 6,266 | 2.90 |
| Rockland | 84.9 | 2,024 | 14,721 | 20,237 | 18,317 | 15,049 | 14,552 | 15,074 | 23,499 | 16,111 | 16,382 | 7,821 | 6,013 | 3.13 |
| St. Lawrence | 37.9 | 2,568 | 7,312 | 7,948 | 5,816 | 5,644 | 8,612 | 8,910 | 11,902 | 6,631 | 6,089 | 2,870 | 1,498 | 2.95 |
| Saratoga | 68.2 | 3,444 | 15,626 | 16,606 | 11,642 | 8,681 | 12,201 | 14,587 | 21,976 | 12,854 | 11,967 | 4,810 | 2,006 | 2.73 |
| Schenectady | 59.2 | 2,850 | 11,578 | 12,049 | 8,520 | 8,296 | 15,907 | 16,617 | 19,399 | 9,996 | 8,451 | 3,269 | 1,468 | 2.52 |
| Schoharie | 11.4 | 548 | 2,015 | 2,444 | 1,811 | 1,715 | 2,867 | 2,554 | 3,825 | 1,995 | 1,805 | 798 | 423 | 2.82 |
| Schuyler | 6.8 | 290 | 1,197 | 1,540 | 1,126 | 959 | 1,688 | 1,468 | 2,301 | 1,197 | 1,096 | 484 | 254 | 2.75 |
| Seneca | 12.3 | 546 | 2,382 | 2,676 | 1,908 | 1,814 | 2,974 | 2,712 | 4,152 | 2,172 | 2,022 | 855 | 387 | 2.73 |
| Steuben | 37.4 | 1,888 | 7,155 | 7,845 | 5,836 | 5,501 | 9,175 | 9,219 | 12,156 | 6,234 | 5,836 | 2,638 | 1,317 | 2.66 |
| Suffolk | 427.6 | 9,091 | 80,861 | 103,693 | 85,633 | 68,697 | 79,625 | 68,301 | 119,240 | 83,141 | 86,007 | 43,282 | 27,629 | 3.11 |
| Sullivan | 24.8 | 1,163 | 4,500 | 5,127 | 3,865 | 3,663 | 6,482 | 6,274 | 8,127 | 4,130 | 3,565 | 1,700 | 1,004 | 2.82 |
| Tioga | 18.9 | 756 | 4,121 | 4,275 | 3,328 | 2,787 | 3,633 | 3,683 | 5,981 | 3,603 | 3,431 | 1,533 | 669 | 2.78 |
| Tompkins | 33.5 | 4,762 | 7,956 | 7,398 | 4,394 | 3,453 | 5,537 | 9,111 | 11,315 | 5,656 | 4,721 | 1,779 | 918 | 2.82 |
| Ulster | 61.2 | 2,658 | 12,325 | 13,926 | 9,965 | 8,721 | 13,605 | 14,896 | 20,112 | 10,941 | 9,545 | 3,740 | 1,966 | 2.72 |
| Warren | 22.8 | 1,121 | 4,415 | 4,956 | 3,555 | 3,175 | 5,578 | 5,579 | 7,483 | 4,002 | 3,519 | 1,519 | 698 | 2.62 |
| Washington | 20.5 | 1,001 | 3,932 | 4,322 | 3,223 | 3,048 | 4,974 | 4,347 | 6,391 | 3,720 | 3,511 | 1,621 | 910 | 2.92 |
| Wayne | 32.1 | 1,330 | 7,160 | 7,473 | 5,352 | 4,303 | 6,482 | 6,467 | 10,185 | 5,973 | 5,786 | 2,521 | 1,168 | 2.79 |
| Westchester | 320.6 | 7,799 | 56,797 | 69,773 | 56,967 | 52,050 | 77,214 | 79,476 | 98,721 | 56,896 | 50,098 | 22,227 | 13,182 | 2.73 |
| Wyoming | 14.0 | 639 | 2,893 | 3,100 | 2,284 | 1,844 | 3,240 | 2,868 | 4,375 | 2,440 | 2,433 | 1,275 | 609 | 3.06 |
| Yates | 8.5 | 336 | 1,540 | 1,826 | 1,285 | 1,251 | 2,262 | 1,927 | 3,036 | 1,373 | 1,222 | 577 | 365 | 2.71 |
| **TOTAL METRO COUNTIES** | **6,091.6** | **241,734** | **1,229,089** | **1,349,113** | **1,012,293** | **891,539** | **1,367,832** | **1,677,197** | **1,769,543** | **1,032,701** | **888,742** | **425,729** | **297,688** | **2.70** |
| **TOTAL STATE** | **6,668.4** | **275,719** | **1,344,242** | **1,471,848** | **1,100,091** | **972,234** | **1,504,266** | **1,814,729** | **1,955,690** | **1,132,837** | **980,059** | **466,636** | **318,449** | **2.71** |
| **NORTH CAROLINA** | | | | | | | | | | | | | | |
| **ASHEVILLE** | **71.3** | **3,359** | **13,046** | **15,127** | **11,115** | **10,132** | **18,521** | **19,001** | **25,493** | **12,832** | **9,344** | **3,324** | **1,306** | **2.47** |
| Buncombe | 71.3 | 3,359 | 13,046 | 15,127 | 11,115 | 10,132 | 18,521 | 19,001 | 25,493 | 12,832 | 9,344 | 3,324 | 1,306 | 2.47 |
| **BURLINGTON** | **43.0** | **2,290** | **8,162** | **8,699** | **6,864** | **6,418** | **10,567** | **10,554** | **14,937** | **8,541** | **6,073** | **2,005** | **890** | **2.53** |
| Alamance | 43.0 | 2,290 | 8,162 | 8,699 | 6,864 | 6,418 | 10,567 | 10,554 | 14,937 | 8,541 | 6,073 | 2,005 | 890 | 2.53 |
| **CHARLOTTE - GASTONIA - ROCK HILL** | **448.3** | **26,492** | **105,347** | **102,981** | **72,433** | **58,990** | **82,057** | **103,536** | **148,773** | **86,977** | **70,675** | **25,565** | **12,774** | **2.64** |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average Household Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **NORTH CAROLINA (continued)** | | | | | | | | | | | | | | |
| **CHARLOTTE - GASTONIA - ROCK HILL (continued)** | | | | | | | | | | | | | | |
| Cabarrus | 37.9 | 1,941 | 7,584 | 8,158 | 6,352 | 5,424 | 8,441 | 8,121 | 12,901 | 7,624 | 6,221 | 2,112 | 921 | **2.64** |
| Gaston | 65.7 | 3,730 | 13,530 | 14,453 | 10,643 | 9,654 | 13,690 | 13,655 | 21,455 | 13,984 | 10,850 | 3,818 | 1,938 | **2.68** |
| Lincoln | 19.1 | 1,068 | 4,016 | 4,224 | 3,311 | 2,678 | 3,803 | 3,643 | 6,517 | 4,106 | 3,281 | 1,043 | 51[illegible] | **2.68** |
| Mecklenburg | 205.2 | 13,347 | 55,128 | 49,641 | 31,754 | 24,268 | 31,062 | 53,347 | 68,270 | 37,132 | 29,989 | 11,022 | 5,440 | **2.55** |
| Rowan | 42.8 | 2,071 | 8,378 | 8,688 | 6,665 | 6,310 | 10,688 | 10,305 | 14,638 | 8,014 | 6,576 | 2,261 | 1,006 | **2.60** |
| Union | 29.8 | 1,439 | 6,526 | 6,994 | 5,466 | 4,024 | 5,351 | 5,103 | 9,353 | 6,348 | 5,705 | 2,126 | 1,165 | **2.87** |
| *York, S. C.* | *47.8* | *2,896* | *10,185* | *10,823* | *8,242* | *6,632* | *9,022* | *9,362* | *15,639* | *9,769* | *8,053* | *3,183* | *1,794* | ***2.79*** |
| **FAYETTEVILLE** | **92.0** | **9,237** | **26,447** | **20,839** | **13,360** | **11,099** | **11,018** | **17,816** | **27,333** | **20,310** | **16,583** | **6,617** | **3,341** | **3.00** |
| Cumberland | 92.0 | 9,237 | 26,447 | 20,839 | 13,360 | 11,099 | 11,018 | 17,816 | 27,333 | 20,310 | 16,583 | 6,617 | 3,341 | **3.00** |
| **GREENSBORO - WINSTON-SALEM - HIGH POINT** | **375.2** | **22,804** | **81,973** | **82,426** | **60,696** | **52,162** | **75,139** | **93,810** | **129,118** | **72,597** | **54,156** | **18,006** | **7,513** | **2.53** |
| Davidson | 49.4 | 2,639 | 10,281 | 10,679 | 8,672 | 7,166 | 9,963 | 10,356 | 17,057 | 10,613 | 7,979 | 2,491 | 904 | **2.59** |
| Davie | 10.9 | 465 | 1,976 | 2,479 | 1,864 | 1,599 | 2,517 | 2,270 | 3,896 | 2,201 | 1,774 | 572 | 187 | **2.58** |
| Forsyth | 108.2 | 6,557 | 24,865 | 23,859 | 16,853 | 14,912 | 21,134 | 30,089 | 36,864 | 19,796 | 14,449 | 4,902 | 2,100 | **2.48** |
| Guilford | 138.7 | 9,454 | 30,840 | 30,692 | 21,606 | 18,838 | 27,270 | 36,846 | 47,861 | 25,207 | 19,145 | 6,589 | 3,052 | **2.52** |
| Randolph | 41.6 | 2,419 | 8,815 | 9,010 | 7,100 | 5,881 | 8,375 | 8,696 | 14,375 | 8,913 | 6,653 | 2,185 | 778 | **2.59** |
| Stokes | 14.2 | 696 | 2,922 | 3,245 | 2,565 | 1,939 | 2,833 | 2,841 | 4,704 | 3,249 | 2,394 | 714 | 298 | **2.64** |
| Yadkin | 12.2 | 574 | 2,274 | 2,462 | 2,036 | 1,827 | 3,027 | 2,712 | 4,361 | 2,618 | 1,762 | 553 | 194 | **2.52** |
| **HICKORY - MORGANTON** | **85.8** | **4,687** | **17,569** | **18,719** | **14,909** | **12,410** | **17,506** | **19,014** | **29,497** | **17,733** | **13,420** | **4,342** | **1,794** | **2.60** |
| Alexander | 10.4 | 573 | 2,208 | 2,254 | 1,894 | 1,492 | 1,979 | 2,036 | 3,499 | 2,241 | 1,795 | 596 | 233 | **2.67** |
| Burke | 29.3 | 1,648 | 5,688 | 6,180 | 5,178 | 4,284 | 6,322 | 6,616 | 10,218 | 6,191 | 4,335 | 1,375 | 565 | **2.60** |
| Catawba | 46.1 | 2,466 | 9,673 | 10,285 | 7,837 | 6,634 | 9,205 | 10,362 | 15,780 | 9,301 | 7,290 | 2,371 | 996 | **2.59** |
| **JACKSONVILLE** | **41.3** | **6,877** | **13,001** | **8,188** | **4,842** | **4,115** | **4,277** | **6,369** | **13,062** | **9,472** | **7,890** | **3,090** | **1,417** | **3.67** |
| Onslow | 41.3 | 6,877 | 13,001 | 8,188 | 4,842 | 4,115 | 4,277 | 6,369 | 13,062 | 9,472 | 7,890 | 3,090 | 1,417 | **3.67** |
| **RALEIGH - DURHAM** | **293.7** | **24,414** | **80,460** | **71,645** | **43,427** | **31,116** | **42,638** | **78,349** | **99,980** | **53,656** | **41,529** | **13,840** | **6,346** | **2.55** |
| Durham | 73.2 | 5,501 | 19,744 | 17,466 | 10,079 | 7,908 | 12,502 | 21,124 | 24,434 | 12,902 | 9,680 | 3,331 | 1,729 | **2.51** |
| Franklin | 13.7 | 615 | 2,815 | 3,050 | 2,187 | 1,919 | 3,114 | 3,166 | 4,507 | 2,721 | 2,022 | 770 | 514 | **2.69** |
| Orange | 36.7 | 4,725 | 9,697 | 8,425 | 4,897 | 3,628 | 5,328 | 10,279 | 13,256 | 6,436 | 4,644 | 1,487 | 598 | **2.59** |
| Wake | 170.1 | 13,573 | 48,204 | 42,704 | 26,264 | 17,661 | 21,694 | 43,780 | 57,783 | 31,597 | 25,183 | 8,252 | 3,505 | **2.55** |
| **WILMINGTON** | **48.6** | **3,674** | **10,021** | **10,897** | **7,509** | **6,526** | **9,973** | **12,554** | **17,308** | **8,902** | **6,520** | **2,300** | **1,016** | **2.50** |
| New Hanover | 48.6 | 3,674 | 10,021 | 10,897 | 7,509 | 6,526 | 9,973 | 12,554 | 17,308 | 8,902 | 6,520 | 2,300 | 1,016 | **2.50** |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Alamance | 43.0 | 2,290 | 8,162 | 8,699 | 6,864 | 6,418 | 10,567 | 10,554 | 14,937 | 8,541 | 6,073 | 2,005 | 890 | **2.53** |
| Alexander | 10.4 | 573 | 2,208 | 2,254 | 1,894 | 1,492 | 1,979 | 2,036 | 3,499 | 2,241 | 1,795 | 596 | 233 | **2.67** |
| Alleghany | 3.9 | 132 | 622 | 680 | 609 | 693 | 1,164 | 991 | 1,417 | 713 | 533 | 200 | 46 | **2.46** |
| Anson | 8.5 | 349 | 1,444 | 1,742 | 1,265 | 1,242 | 2,458 | 2,035 | 2,528 | 1,590 | 1,328 | 609 | 410 | **2.75** |
| Ashe | 8.9 | 356 | 1,422 | 1,715 | 1,421 | 1,471 | 2,515 | 1,946 | 3,311 | 1,816 | 1,280 | 397 | 150 | **2.51** |
| Avery | 5.5 | 294 | 936 | 1,153 | 908 | 798 | 1,411 | 1,224 | 1,956 | 1,097 | 827 | 290 | 106 | **2.71** |
| Beaufort | 16.2 | 664 | 2,763 | 3,372 | 2,568 | 2,569 | 4,264 | 3,926 | 5,297 | 3,048 | 2,369 | 1,038 | 522 | **2.62** |
| Bertie | 7.4 | 250 | 1,346 | 1,398 | 1,088 | 1,183 | 2,135 | 1,794 | 2,223 | 1,288 | 1,159 | 506 | 430 | **2.74** |
| Bladen | 10.7 | 425 | 1,847 | 2,265 | 1,752 | 1,659 | 2,752 | 2,565 | 3,343 | 2,090 | 1,628 | 686 | 386 | **2.67** |
| Brunswick | 20.5 | 863 | 3,637 | 3,985 | 3,360 | 3,727 | 4,928 | 4,318 | 8,072 | 3,705 | 2,832 | 1,069 | 504 | **2.54** |
| Buncombe | 71.3 | 3,359 | 13,046 | 15,127 | 11,115 | 10,132 | 18,521 | 19,001 | 25,493 | 12,832 | 9,344 | 3,324 | 1,306 | **2.47** |
| Burke | 29.3 | 1,648 | 5,688 | 6,180 | 5,178 | 4,284 | 6,322 | 6,616 | 10,218 | 6,191 | 4,335 | 1,375 | 565 | **2.60** |
| Cabarrus | 37.9 | 1,941 | 7,584 | 8,158 | 6,352 | 5,424 | 8,441 | 8,121 | 12,901 | 7,624 | 6,221 | 2,112 | 921 | **2.64** |
| Caldwell | 27.3 | 1,543 | 5,434 | 5,848 | 4,856 | 4,074 | 5,545 | 5,689 | 9,333 | 6,022 | 4,317 | 1,358 | 581 | **2.60** |
| Camden | 2.2 | 75 | 362 | 416 | 381 | 383 | 583 | 441 | 729 | 443 | 347 | 164 | 76 | **2.73** |
| Carteret | 21.5 | 1,246 | 4,350 | 4,361 | 3,283 | 3,405 | 4,855 | 5,145 | 8,199 | 3,955 | 2,815 | 999 | 387 | **2.47** |
| Caswell | 7.5 | 227 | 1,300 | 1,621 | 1,330 | 1,130 | 1,892 | 1,600 | 2,331 | 1,574 | 1,252 | 482 | 261 | **2.76** |
| Catawba | 46.1 | 2,466 | 9,673 | 10,285 | 7,837 | 6,634 | 9,205 | 10,362 | 15,780 | 9,301 | 7,290 | 2,371 | 996 | **2.59** |
| Chatham | 15.4 | 597 | 3,039 | 3,580 | 2,401 | 2,170 | 3,613 | 3,469 | 5,635 | 2,975 | 2,211 | 770 | 340 | **2.54** |
| Cherokee | 8.1 | 359 | 1,177 | 1,471 | 1,306 | 1,258 | 2,529 | 1,810 | 3,081 | 1,455 | 1,150 | 433 | 171 | **2.52** |
| Chowan | 5.1 | 161 | 846 | 1,030 | 718 | 827 | 1,498 | 1,235 | 1,686 | 917 | 750 | 342 | 170 | **2.67** |
| Clay | 2.9 | 88 | 395 | 541 | 424 | 462 | 990 | 692 | 1,100 | 525 | 381 | 147 | 55 | **2.48** |
| Cleveland | 32.1 | 1,637 | 6,081 | 6,752 | 5,488 | 4,670 | 7,472 | 7,025 | 10,868 | 6,476 | 5,034 | 1,821 | 876 | **2.65** |
| Columbus | 18.5 | 722 | 3,305 | 3,751 | 3,120 | 2,927 | 4,675 | 4,361 | 5,722 | 3,568 | 2,939 | 1,200 | 710 | **2.68** |
| Craven | 29.8 | 2,554 | 7,165 | 6,125 | 3,999 | 3,970 | 5,987 | 6,174 | 10,192 | 5,846 | 4,794 | 1,864 | 930 | **2.76** |
| Cumberland | 92.0 | 9,237 | 26,447 | 20,839 | 13,360 | 11,099 | 11,018 | 17,816 | 27,333 | 20,310 | 16,583 | 6,617 | 3,341 | **3.00** |
| Currituck | 5.1 | 177 | 1,084 | 1,071 | 855 | 811 | 1,102 | 996 | 1,776 | 1,010 | 803 | 343 | 172 | **2.73** |
| Dare | 9.7 | 468 | 2,281 | 2,247 | 1,376 | 1,434 | 1,894 | 2,349 | 3,824 | 1,633 | 1,260 | 445 | 189 | **2.43** |
| Davidson | 49.4 | 2,639 | 10,281 | 10,679 | 8,672 | 7,166 | 9,963 | 10,356 | 17,057 | 10,613 | 7,979 | 2,491 | 904 | **2.59** |
| Davie | 10.9 | 465 | 1,976 | 2,479 | 1,864 | 1,599 | 2,517 | 2,270 | 3,896 | 2,201 | 1,774 | 572 | 187 | **2.58** |
| Duplin | 14.9 | 703 | 2,718 | 3,062 | 2,340 | 2,295 | 3,782 | 3,548 | 4,627 | 2,905 | 2,337 | 917 | 566 | **2.68** |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Total Households (Thousands) | Under 25 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | Average House-hold Size |
| **NORTH CAROLINA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Durham | 73.2 | 5,501 | 19,744 | 17,466 | 10,079 | 7,908 | 12,502 | 21,124 | 24,434 | 12,902 | 9,680 | 3,331 | 1,729 | 2.51 |
| Edgecombe | 20.4 | 889 | 4,082 | 4,667 | 3,154 | 3,004 | 4,604 | 4,723 | 5,871 | 4,101 | 3,181 | 1,449 | 1,075 | 2.78 |
| Forsyth | 108.2 | 6,557 | 24,865 | 23,859 | 16,853 | 14,912 | 21,154 | 30,089 | 36,864 | 19,796 | 14,449 | 4,902 | 2,100 | 2.48 |
| Franklin | 13.7 | 615 | 2,815 | 3,050 | 2,187 | 1,919 | 3,114 | 3,166 | 4,507 | 2,721 | 2,022 | 770 | 514 | 2.69 |
| Gaston | 65.7 | 3,730 | 13,530 | 14,453 | 10,643 | 9,654 | 13,690 | 13,655 | 21,455 | 13,984 | 10,850 | 3,818 | 1,938 | 2.68 |
| Gates | 3.4 | 94 | 638 | 641 | 530 | 536 | 961 | 715 | 1,050 | 689 | 574 | 210 | 162 | 2.76 |
| Graham | 2.8 | 119 | 443 | 555 | 468 | 434 | 781 | 575 | 1,021 | 546 | 438 | 147 | 73 | 2.57 |
| Granville | 13.3 | 513 | 2,802 | 2,787 | 2,272 | 1,964 | 2,962 | 2,926 | 4,165 | 2,745 | 2,122 | 822 | 520 | 2.92 |
| Greene | 5.4 | 198 | 1,083 | 1,153 | 847 | 864 | 1,255 | 1,190 | 1,627 | 1,130 | 883 | 317 | 253 | 2.83 |
| Guilford | 138.7 | 9,454 | 30,840 | 30,692 | 21,606 | 18,838 | 27,270 | 36,846 | 47,861 | 25,207 | 19,145 | 6,589 | 3,052 | 2.52 |
| Halifax | 20.4 | 960 | 3,722 | 4,127 | 3,008 | 3,249 | 5,334 | 5,022 | 6,232 | 3,869 | 2,937 | 1,347 | 993 | 2.73 |
| Harnett | 25.5 | 2,241 | 5,451 | 5,069 | 3,827 | 3,577 | 5,335 | 5,854 | 8,264 | 5,190 | 3,941 | 1,506 | 745 | 2.69 |
| Haywood | 19.2 | 824 | 2,975 | 3,548 | 3,204 | 3,164 | 5,485 | 4,598 | 7,408 | 3,557 | 2,550 | 799 | 288 | 2.44 |
| Henderson | 29.1 | 1,184 | 4,453 | 5,288 | 4,208 | 4,364 | 9,603 | 6,932 | 12,078 | 4,774 | 3,630 | 1,188 | 498 | 2.41 |
| Hertford | 8.1 | 294 | 1,489 | 1,620 | 1,296 | 1,280 | 2,121 | 2,050 | 2,438 | 1,546 | 1,171 | 522 | 373 | 2.77 |
| Hoke | 7.5 | 447 | 1,740 | 1,694 | 1,181 | 1,070 | 1,368 | 1,437 | 2,090 | 1,534 | 1,323 | 659 | 457 | 3.08 |
| Hyde | 2.1 | 78 | 348 | 401 | 322 | 314 | 637 | 517 | 715 | 368 | 295 | 129 | 76 | 2.57 |
| Iredell | 35.9 | 1,785 | 7,129 | 7,502 | 6,075 | 5,432 | 7,977 | 7,717 | 12,339 | 7,236 | 5,656 | 2,054 | 898 | 2.62 |
| Jackson | 9.7 | 729 | 1,554 | 1,965 | 1,655 | 1,431 | 2,366 | 2,246 | 3,590 | 1,886 | 1,345 | 469 | 164 | 2.78 |
| Johnston | 31.9 | 1,640 | 6,552 | 6,872 | 5,293 | 4,466 | 7,077 | 7,521 | 10,527 | 6,522 | 4,869 | 1,676 | 785 | 2.57 |
| Jones | 3.5 | 119 | 662 | 664 | 545 | 559 | 951 | 776 | 1,086 | 719 | 529 | 239 | 151 | 2.69 |
| Lee | 15.8 | 835 | 3,219 | 3,429 | 2,471 | 2,400 | 3,446 | 3,507 | 5,404 | 3,036 | 2,480 | 910 | 463 | 2.64 |
| Lenoir | 21.9 | 997 | 4,047 | 4,619 | 3,556 | 3,401 | 5,280 | 5,695 | 6,935 | 4,166 | 3,185 | 1,207 | 712 | 2.61 |
| Lincoln | 19.1 | 1,068 | 4,016 | 4,224 | 3,311 | 2,678 | 3,803 | 3,643 | 6,517 | 4,106 | 3,281 | 1,043 | 510 | 2.68 |
| McDowell | 13.7 | 730 | 2,513 | 2,786 | 2,244 | 2,085 | 3,342 | 3,001 | 4,699 | 2,808 | 2,126 | 747 | 319 | 2.61 |
| Macon | 9.9 | 323 | 1,331 | 1,675 | 1,468 | 1,703 | 3,400 | 2,405 | 4,159 | 1,652 | 1,154 | 382 | 148 | 2.39 |
| Madison | 6.5 | 310 | 991 | 1,278 | 1,031 | 1,008 | 1,882 | 1,521 | 2,335 | 1,288 | 916 | 308 | 132 | 2.60 |
| Martin | 9.3 | 378 | 1,632 | 1,915 | 1,448 | 1,469 | 2,458 | 2,209 | 2,875 | 1,798 | 1,429 | 594 | 395 | 2.69 |
| Mecklenburg | 205.2 | 13,347 | 55,128 | 49,641 | 31,754 | 24,268 | 31,062 | 53,347 | 68,270 | 37,132 | 29,989 | 11,022 | 5,440 | 2.55 |
| Mitchell | 5.8 | 215 | 928 | 1,097 | 921 | 963 | 1,676 | 1,269 | 2,208 | 1,132 | 836 | 255 | 100 | 2.50 |
| Montgomery | 8.3 | 408 | 1,482 | 1,746 | 1,338 | 1,228 | 2,098 | 1,841 | 2,647 | 1,629 | 1,294 | 526 | 363 | 2.83 |
| Moore | 24.2 | 1,090 | 4,070 | 4,200 | 3,199 | 3,869 | 7,772 | 5,751 | 9,700 | 3,883 | 3,065 | 1,227 | 574 | 2.48 |
| Nash | 29.3 | 1,352 | 6,068 | 6,792 | 4,644 | 4,097 | 6,347 | 6,987 | 9,256 | 5,795 | 4,601 | 1,741 | 920 | 2.64 |
| New Hanover | 48.6 | 3,674 | 10,021 | 10,897 | 7,509 | 6,526 | 9,973 | 12,554 | 17,308 | 8,902 | 6,520 | 2,300 | 1,016 | 2.50 |
| Northampton | 7.5 | 230 | 1,148 | 1,372 | 1,183 | 1,284 | 2,283 | 1,794 | 2,457 | 1,369 | 1,037 | 472 | 371 | 2.75 |
| Onslow | 41.3 | 6,877 | 13,001 | 8,188 | 4,842 | 4,115 | 4,277 | 6,369 | 13,062 | 9,472 | 7,890 | 3,090 | 1,417 | 3.67 |
| Orange | 36.7 | 4,725 | 9,697 | 8,425 | 4,897 | 3,628 | 5,328 | 10,279 | 13,256 | 6,436 | 4,644 | 1,487 | 598 | 2.59 |
| Pamlico | 4.5 | 155 | 703 | 851 | 693 | 830 | 1,268 | 1,049 | 1,650 | 859 | 616 | 222 | 104 | 2.53 |
| Pasquotank | 11.5 | 556 | 2,454 | 2,340 | 1,643 | 1,603 | 2,904 | 2,753 | 3,527 | 2,246 | 1,858 | 728 | 388 | 2.74 |
| Pender | 11.3 | 478 | 2,024 | 2,325 | 1,892 | 1,813 | 2,768 | 2,429 | 4,198 | 2,096 | 1,617 | 612 | 348 | 2.60 |
| Perquimans | 4.0 | 138 | 670 | 701 | 601 | 699 | 1,191 | 864 | 1,510 | 703 | 529 | 248 | 146 | 2.65 |
| Person | 11.5 | 437 | 2,226 | 2,413 | 1,850 | 1,757 | 2,817 | 2,626 | 3,690 | 2,297 | 1,877 | 672 | 338 | 2.64 |
| Pitt | 41.1 | 4,966 | 9,840 | 8,876 | 5,419 | 4,923 | 7,076 | 10,570 | 13,435 | 7,848 | 5,715 | 2,204 | 1,328 | 2.66 |
| Polk | 6.1 | 194 | 793 | 983 | 877 | 991 | 2,262 | 1,597 | 2,522 | 927 | 691 | 245 | 118 | 2.38 |
| Randolph | 41.6 | 2,419 | 8,815 | 9,010 | 7,100 | 5,881 | 8,375 | 8,696 | 14,375 | 8,913 | 6,653 | 2,185 | 778 | 2.59 |
| Richmond | 16.8 | 825 | 3,104 | 3,383 | 2,608 | 2,605 | 4,275 | 4,176 | 5,338 | 3,154 | 2,485 | 1,034 | 613 | 2.65 |
| Robeson | 36.3 | 1,993 | 7,444 | 8,211 | 5,832 | 5,134 | 7,686 | 7,924 | 9,627 | 7,288 | 6,254 | 3,141 | 2,066 | 2.91 |
| Rockingham | 33.6 | 1,526 | 6,172 | 7,130 | 5,501 | 4,980 | 8,291 | 7,996 | 11,118 | 6,782 | 4,955 | 1,849 | 900 | 2.57 |
| Rowan | 42.8 | 2,071 | 8,378 | 8,688 | 6,665 | 6,310 | 10,688 | 10,305 | 14,638 | 8,014 | 6,576 | 2,261 | 1,006 | 2.60 |
| Rutherford | 22.3 | 1,309 | 3,971 | 4,428 | 3,465 | 3,382 | 5,745 | 5,280 | 7,624 | 4,336 | 3,304 | 1,172 | 584 | 2.57 |
| Sampson | 17.5 | 752 | 3,041 | 3,567 | 2,818 | 2,766 | 4,556 | 3,970 | 5,515 | 3,448 | 2,763 | 1,092 | 712 | 2.70 |
| Scotland | 11.9 | 588 | 2,310 | 2,828 | 2,028 | 1,642 | 2,504 | 2,631 | 3,369 | 2,415 | 2,028 | 929 | 528 | 2.86 |
| Stanly | 19.8 | 1,007 | 3,676 | 4,057 | 3,104 | 2,953 | 5,003 | 4,408 | 6,808 | 3,771 | 3,252 | 1,115 | 446 | 2.63 |
| Stokes | 14.2 | 696 | 2,922 | 3,245 | 2,565 | 1,939 | 2,833 | 2,841 | 4,704 | 3,249 | 2,394 | 714 | 298 | 2.64 |
| Surry | 24.3 | 1,298 | 4,357 | 4,840 | 4,043 | 3,766 | 5,996 | 5,487 | 8,424 | 5,092 | 3,693 | 1,147 | 457 | 2.55 |
| Swain | 4.2 | 197 | 708 | 809 | 686 | 685 | 1,115 | 991 | 1,433 | 839 | 559 | 247 | 131 | 2.69 |
| Transylvania | 10.0 | 381 | 1,601 | 1,752 | 1,576 | 1,612 | 3,078 | 2,242 | 4,029 | 1,692 | 1,365 | 474 | 198 | 2.57 |
| Tyrrell | 1.5 | 47 | 244 | 278 | 217 | 235 | 479 | 366 | 482 | 273 | 211 | 117 | 51 | 2.60 |
| Union | 29.8 | 1,439 | 6,526 | 6,994 | 5,466 | 4,024 | 5,351 | 5,103 | 9,353 | 6,348 | 5,705 | 2,126 | 1,165 | 2.87 |
| Vance | 14.2 | 740 | 2,832 | 3,124 | 2,129 | 2,088 | 3,287 | 3,246 | 4,383 | 2,839 | 2,137 | 940 | 655 | 2.75 |
| Wake | 170.1 | 13,573 | 48,204 | 42,704 | 26,264 | 17,661 | 21,694 | 43,780 | 57,783 | 31,597 | 25,183 | 8,252 | 3,505 | 2.55 |
| Warren | 6.3 | 190 | 903 | 1,198 | 895 | 1,148 | 1,966 | 1,421 | 2,099 | 1,146 | 910 | 408 | 316 | 2.75 |
| Washington | 5.1 | 224 | 854 | 1,124 | 795 | 779 | 1,324 | 1,162 | 1,520 | 1,009 | 817 | 340 | 252 | 2.73 |
| Watauga | 13.8 | 2,550 | 2,496 | 2,535 | 1,990 | 1,648 | 2,581 | 3,465 | 5,309 | 2,479 | 1,787 | 564 | 196 | 2.70 |
| Wayne | 37.1 | 2,096 | 8,549 | 7,964 | 5,992 | 5,459 | 7,040 | 8,309 | 11,593 | 7,463 | 6,224 | 2,353 | 1,158 | 2.84 |
| Wilkes | 23.1 | 1,242 | 4,507 | 4,868 | 3,969 | 3,371 | 5,143 | 4,871 | 7,918 | 5,024 | 3,785 | 1,128 | 374 | 2.58 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average Household Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Total Households (Thousands) | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **NORTH CAROLINA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Wilson | 25.2 | 1,259 | 4,880 | 5,715 | 4,046 | 3,662 | 5,638 | 6,305 | 8,001 | 4,919 | 3,731 | 1,387 | 857 | 2.63 |
| Yadkin | 12.2 | 574 | 2,274 | 2,462 | 2,036 | 1,827 | 3,027 | 2,712 | 4,361 | 2,618 | 1,762 | 553 | 194 | 2.52 |
| Yancey | 6.2 | 292 | 989 | 1,232 | 945 | 978 | 1,764 | 1,402 | 2,261 | 1,266 | 867 | 299 | 105 | 2.50 |
| **TOTAL METRO COUNTIES** | **1,451.4** | **100,938** | **345,841** | **328,698** | **226,913** | **186,336** | **262,674** | **351,641** | **489,862** | **281,251** | **218,137** | **75,906** | **34,603** | **2.62** |
| **TOTAL STATE** | **2,542.7** | **159,270** | **553,295** | **553,878** | **398,763** | **350,218** | **527,276** | **603,293** | **857,671** | **493,081** | **382,080** | **138,557** | **68,018** | **2.63** |
| **NORTH DAKOTA** | | | | | | | | | | | | | | |
| **BISMARCK** | **31.4** | **1,826** | **7,387** | **7,392** | **4,508** | **4,095** | **6,192** | **7,824** | **10,022** | **5,022** | **5,253** | **2,383** | **896** | **2.67** |
| Burleigh | 22.8 | 1,456 | 5,608 | 5,455 | 3,313 | 2,845 | 4,123 | 5,793 | 7,325 | 3,683 | 3,768 | 1,645 | 586 | 2.64 |
| Morton | 8.6 | 370 | 1,779 | 1,937 | 1,195 | 1,250 | 2,069 | 2,031 | 2,697 | 1,339 | 1,485 | 738 | 310 | 2.73 |
| **FARGO - MOORHEAD** | **58.2** | **6,688** | **14,235** | **13,011** | **7,455** | **6,351** | **10,460** | **15,565** | **18,836** | **9,527** | **9,085** | **3,835** | **1,352** | **2.65** |
| Cass | 40.7 | 4,791 | 10,741 | 9,381 | 5,071 | 4,146 | 6,570 | 11,465 | 13,270 | 6,518 | 6,161 | 2,480 | 806 | 2.55 |
| *Clay, Minn.* | *17.5* | *1,897* | *3,494* | *3,630* | *2,384* | *2,205* | *3,890* | *4,100* | *5,566* | *3,009* | *2,924* | *1,355* | *546* | *2.89* |
| **GRAND FORKS** | **25.5** | **3,591** | **7,327** | **5,289** | **2,868** | **2,337** | **4,088** | **6,533** | **8,014** | **4,430** | **3,992** | **1,842** | **689** | **2.78** |
| Grand Forks | 25.5 | 3,591 | 7,327 | 5,289 | 2,868 | 2,337 | 4,088 | 6,533 | 8,014 | 4,430 | 3,992 | 1,842 | 689 | 2.78 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Adams | 1.2 | 44 | 191 | 235 | 157 | 166 | 407 | 359 | 409 | 157 | 140 | 101 | 34 | 2.58 |
| Barnes | 5.0 | 286 | 817 | 897 | 620 | 635 | 1,745 | 1,512 | 1,728 | 674 | 633 | 329 | 124 | 2.50 |
| Benson | 2.4 | 100 | 408 | 443 | 328 | 356 | 765 | 546 | 695 | 376 | 316 | 228 | 239 | 2.96 |
| Billings | .4 | 8 | 82 | 92 | 64 | 72 | 82 | 89 | 126 | 63 | 63 | 37 | 22 | 2.75 |
| Bottineau | 3.1 | 97 | 477 | 582 | 416 | 442 | 1,086 | 915 | 1,054 | 388 | 449 | 215 | 79 | 2.55 |
| Bowman | 1.4 | 38 | 237 | 268 | 198 | 227 | 432 | 415 | 452 | 196 | 200 | 99 | 38 | 2.50 |
| Burke | 1.2 | 22 | 155 | 184 | 145 | 220 | 474 | 354 | 456 | 148 | 127 | 73 | 42 | 2.42 |
| Burleigh | 22.8 | 1,456 | 5,608 | 5,455 | 3,313 | 2,845 | 4,123 | 5,793 | 7,325 | 3,683 | 3,768 | 1,645 | 586 | 2.64 |
| Cass | 40.7 | 4,791 | 10,741 | 9,381 | 5,071 | 4,146 | 6,570 | 11,465 | 13,270 | 6,518 | 6,161 | 2,480 | 806 | 2.55 |
| Cavalier | 2.3 | 65 | 352 | 398 | 310 | 404 | 771 | 642 | 788 | 296 | 308 | 183 | 83 | 2.61 |
| Dickey | 2.3 | 90 | 360 | 399 | 307 | 324 | 820 | 692 | 817 | 275 | 270 | 150 | 96 | 2.61 |
| Divide | 1.2 | 23 | 168 | 190 | 169 | 168 | 482 | 354 | 460 | 150 | 136 | 73 | 27 | 2.42 |
| Dunn | 1.4 | 31 | 228 | 304 | 205 | 217 | 415 | 325 | 446 | 188 | 235 | 134 | 72 | 2.79 |
| Eddy | 1.2 | 28 | 180 | 196 | 125 | 200 | 471 | 405 | 373 | 157 | 163 | 72 | 30 | 2.42 |
| Emmons | 1.8 | 32 | 245 | 289 | 247 | 342 | 645 | 438 | 675 | 254 | 218 | 130 | 85 | 2.61 |
| Foster | 1.5 | 50 | 261 | 250 | 191 | 239 | 509 | 403 | 520 | 196 | 208 | 126 | 47 | 2.60 |
| Golden Valley | .8 | 39 | 132 | 138 | 101 | 112 | 278 | 248 | 268 | 87 | 90 | 71 | 36 | 2.63 |
| Grand Forks | 25.5 | 3,591 | 7,327 | 5,289 | 2,868 | 2,337 | 4,088 | 6,533 | 8,014 | 4,430 | 3,992 | 1,842 | 689 | 2.78 |
| Grant | 1.4 | 19 | 174 | 251 | 191 | 235 | 530 | 413 | 459 | 198 | 175 | 98 | 57 | 2.50 |
| Griggs | 1.3 | 31 | 155 | 253 | 166 | 178 | 517 | 330 | 490 | 174 | 172 | 80 | 54 | 2.54 |
| Hettinger | 1.3 | 36 | 168 | 211 | 179 | 214 | 492 | 335 | 479 | 183 | 158 | 90 | 55 | 2.62 |
| Kidder | 1.2 | 27 | 171 | 200 | 172 | 225 | 405 | 264 | 434 | 178 | 183 | 100 | 41 | 2.75 |
| La Moure | 2.0 | 49 | 290 | 321 | 261 | 331 | 748 | 550 | 695 | 251 | 251 | 164 | 89 | 2.65 |
| Logan | 1.1 | 17 | 178 | 147 | 144 | 210 | 404 | 292 | 397 | 158 | 143 | 69 | 41 | 2.55 |
| McHenry | 2.5 | 53 | 327 | 460 | 345 | 416 | 899 | 661 | 842 | 355 | 370 | 202 | 70 | 2.56 |
| McIntosh | 1.7 | 32 | 215 | 215 | 192 | 318 | 728 | 508 | 709 | 169 | 181 | 95 | 38 | 2.35 |
| McKenzie | 2.2 | 67 | 424 | 496 | 336 | 307 | 570 | 554 | 656 | 313 | 355 | 195 | 127 | 2.82 |
| McLean | 3.9 | 91 | 589 | 843 | 549 | 539 | 1,289 | 1,001 | 1,272 | 536 | 631 | 344 | 116 | 2.64 |
| Mercer | 3.5 | 89 | 901 | 851 | 504 | 372 | 783 | 776 | 1,094 | 509 | 696 | 324 | 101 | 2.77 |
| Morton | 8.6 | 370 | 1,779 | 1,937 | 1,195 | 1,250 | 2,069 | 2,031 | 2,697 | 1,339 | 1,485 | 738 | 310 | 2.73 |
| Mountrail | 2.5 | 68 | 411 | 506 | 369 | 353 | 793 | 665 | 787 | 343 | 341 | 249 | 115 | 2.76 |
| Nelson | 1.8 | 29 | 228 | 283 | 231 | 300 | 729 | 575 | 655 | 209 | 206 | 115 | 40 | 2.44 |
| Oliver | .8 | 20 | 143 | 210 | 116 | 124 | 187 | 149 | 242 | 124 | 150 | 84 | 51 | 3.00 |
| Pembina | 3.5 | 82 | 618 | 725 | 455 | 522 | 1,098 | 965 | 1,158 | 454 | 523 | 273 | 127 | 2.63 |
| Pierce | 2.0 | 61 | 293 | 330 | 266 | 322 | 728 | 638 | 677 | 249 | 212 | 153 | 71 | 2.50 |
| Ramsey | 4.9 | 268 | 972 | 931 | 619 | 677 | 1,433 | 1,442 | 1,629 | 673 | 694 | 345 | 117 | 2.57 |
| Ransom | 2.3 | 65 | 395 | 444 | 280 | 348 | 768 | 660 | 779 | 302 | 342 | 164 | 53 | 2.57 |
| Renville | 1.2 | 34 | 202 | 224 | 174 | 170 | 396 | 309 | 433 | 144 | 175 | 101 | 38 | 2.58 |
| Richland | 6.5 | 427 | 1,280 | 1,317 | 794 | 858 | 1,824 | 1,756 | 2,121 | 941 | 958 | 514 | 210 | 2.78 |
| Rolette | 4.2 | 302 | 958 | 821 | 647 | 554 | 918 | 935 | 1,003 | 743 | 656 | 459 | 404 | 3.05 |
| Sargent | 1.7 | 43 | 283 | 327 | 277 | 242 | 528 | 452 | 554 | 257 | 255 | 125 | 57 | 2.65 |
| Sheridan | .8 | 18 | 97 | 129 | 110 | 142 | 304 | 188 | 318 | 115 | 111 | 53 | 15 | 2.63 |
| Sioux | 1.0 | 46 | 232 | 248 | 177 | 133 | 164 | 168 | 187 | 178 | 149 | 126 | 192 | 3.80 |
| Slope | .3 | 11 | 47 | 67 | 39 | 60 | 76 | 72 | 92 | 38 | 56 | 29 | 13 | 3.00 |
| Stark | 8.4 | 560 | 2,007 | 1,768 | 1,106 | 1,038 | 1,921 | 2,196 | 2,572 | 1,311 | 1,334 | 659 | 328 | 2.69 |
| Steele | 1.0 | 26 | 148 | 153 | 157 | 159 | 357 | 299 | 347 | 129 | 136 | 58 | 31 | 2.40 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average Household Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Total Households (Thousands) | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **NORTH DAKOTA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Stutsman | 8.6 | 415 | 1,695 | 1,747 | 1,128 | 1,248 | 2,367 | 2,517 | 2,844 | 1,249 | 1,237 | 528 | 225 | 2.57 |
| Towner | 1.4 | 49 | 234 | 236 | 173 | 189 | 519 | 429 | 474 | 148 | 183 | 110 | 56 | 2.57 |
| Traill | 3.3 | 185 | 560 | 582 | 436 | 425 | 1,112 | 896 | 1,144 | 480 | 411 | 271 | 98 | 2.64 |
| Walsh | 5.2 | 157 | 936 | 986 | 699 | 753 | 1,669 | 1,427 | 1,708 | 733 | 699 | 409 | 224 | 2.63 |
| Ward | 21.4 | 2,103 | 5,592 | 4,424 | 2,574 | 2,341 | 4,366 | 5,330 | 6,730 | 3,693 | 3,526 | 1,550 | 571 | 2.70 |
| Wells | 2.3 | 49 | 346 | 344 | 318 | 364 | 879 | 670 | 858 | 294 | 267 | 130 | 81 | 2.48 |
| Williams | 7.8 | 383 | 1,694 | 1,758 | 1,059 | 1,018 | 1,888 | 2,090 | 2,454 | 1,153 | 1,201 | 638 | 264 | 2.64 |
| **TOTAL METRO COUNTIES** | **97.6** | **10,208** | **25,455** | **22,062** | **12,447** | **10,578** | **16,850** | **25,822** | **31,306** | **15,970** | **15,406** | **6,705** | **2,391** | **2.65** |
| **TOTAL STATE** | **239.8** | **17,073** | **52,711** | **49,735** | **31,273** | **30,387** | **58,621** | **64,031** | **77,866** | **36,559** | **36,099** | **17,630** | **7,615** | **2.65** |
| **OHIO** | | | | | | | | | | | | | | |
| **AKRON** | **249.7** | **14,137** | **51,543** | **55,492** | **37,563** | **35,745** | **55,220** | **61,552** | **81,434** | **44,404** | **38,448** | **16,265** | **7,597** | **2.64** |
| Portage | 49.5 | 4,118 | 10,730 | 11,383 | 7,943 | 6,837 | 8,489 | 10,066 | 15,949 | 9,359 | 8,669 | 3,748 | 1,709 | 2.89 |
| Summit | 200.2 | 10,019 | 40,813 | 44,109 | 29,620 | 28,908 | 46,731 | 51,486 | 65,485 | 35,045 | 29,779 | 12,517 | 5,888 | 2.57 |
| **CANTON** | **149.3** | **6,433** | **28,610** | **32,678** | **23,780** | **21,892** | **35,907** | **35,413** | **49,600** | **26,540** | **23,697** | **9,682** | **4,368** | **2.64** |
| Carroll | 9.7 | 377 | 1,887 | 2,105 | 1,572 | 1,408 | 2,351 | 1,997 | 3,225 | 1,739 | 1,689 | 717 | 333 | 2.74 |
| Stark | 139.6 | 6,056 | 26,723 | 30,573 | 22,208 | 20,484 | 33,556 | 33,416 | 46,375 | 24,801 | 22,008 | 8,965 | 4,035 | 2.63 |
| **CINCINNATI** | **550.3** | **31,506** | **126,376** | **120,824** | **82,473** | **75,450** | **113,671** | **145,263** | **165,272** | **96,127** | **84,855** | **38,824** | **19,959** | **2.65** |
| Clermont | 53.4 | 3,048 | 13,090 | 13,283 | 8,942 | 6,777 | 8,260 | 9,732 | 16,057 | 10,860 | 10,261 | 4,492 | 1,998 | 2.85 |
| Hamilton | 338.7 | 20,952 | 76,816 | 70,410 | 48,450 | 47,115 | 74,957 | 101,403 | 101,607 | 54,920 | 46,822 | 21,920 | 12,028 | 2.56 |
| Warren | 39.7 | 1,576 | 9,232 | 10,034 | 6,988 | 5,590 | 6,280 | 6,477 | 12,779 | 8,487 | 7,764 | 3,046 | 1,147 | 2.91 |
| *Dearborn, Ind.* | *13.8* | *506* | *2,764* | *3,245* | *2,357* | *1,979* | *2,949* | *2,652* | *4,176* | *2,627* | *2,614* | *1,178* | *553* | *2.84* |
| *Boone, Ky.* | *20.5* | *941* | *4,989* | *5,242* | *3,500* | *2,613* | *3,115* | *3,777* | *6,063* | *4,113* | *3,957* | *1,762* | *828* | *2.86* |
| *Campbell, Ky.* | *31.3* | *1,661* | *6,897* | *6,563* | *4,466* | *4,454* | *7,259* | *7,905* | *9,204* | *5,601* | *4,849* | *2,436* | *1,305* | *2.69* |
| *Kenton, Ky.* | *52.9* | *2,822* | *12,588* | *11,947* | *7,770* | *6,922* | *10,851* | *13,317* | *15,386* | *9,519* | *8,588* | *3,990* | *2,100* | *2.69* |
| ***CINCINNATI - HAMILTON CONSOLIDATED AREA*** | *655.9* | *38,650* | *149,916* | *145,311* | *99,226* | *90,111* | *132,686* | *167,263* | *199,368* | *116,543* | *103,381* | *46,175* | *23,170* | *2.67* |
| **CLEVELAND** | **710.1** | **28,485** | **142,776** | **150,806** | **109,630** | **104,972** | **173,431** | **197,688** | **221,215** | **119,486** | **100,339** | **46,119** | **25,253** | **2.57** |
| Cuyahoga | 560.2 | 23,748 | 112,485 | 113,570 | 81,925 | 83,222 | 145,250 | 169,062 | 173,322 | 91,341 | 73,072 | 33,902 | 19,501 | 2.51 |
| Geauga | 27.2 | 611 | 4,616 | 7,159 | 5,673 | 4,165 | 4,976 | 4,054 | 8,749 | 5,109 | 5,267 | 2,446 | 1,575 | 3.01 |
| Lake | 80.5 | 2,792 | 17,100 | 18,696 | 13,833 | 11,930 | 16,149 | 17,691 | 26,235 | 14,792 | 13,415 | 5,879 | 2,488 | 2.68 |
| Medina | 42.2 | 1,334 | 8,575 | 11,381 | 8,199 | 5,655 | 7,056 | 6,881 | 12,909 | 8,244 | 8,585 | 3,892 | 1,689 | 2.93 |
| ***CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA*** | *1,055.9* | *46,836* | *213,990* | *228,957* | *163,024* | *154,558* | *248,535* | *279,254* | *332,103* | *182,068* | *155,561* | *70,046* | *36,868* | *2.61* |
| **COLUMBUS** | **529.4** | **41,790** | **130,762** | **120,757** | **79,679** | **66,204** | **90,208** | **135,674** | **171,541** | **94,888** | **79,591** | **32,313** | **15,393** | **2.63** |
| Delaware | 23.5 | 839 | 4,762 | 6,525 | 4,405 | 3,255 | 3,714 | 3,996 | 7,824 | 4,586 | 4,518 | 1,906 | 670 | 2.90 |
| Fairfield | 37.2 | 1,536 | 7,309 | 8,995 | 6,750 | 5,226 | 7,384 | 7,074 | 12,075 | 7,193 | 6,865 | 2,780 | 1,213 | 2.81 |
| Franklin | 382.2 | 35,114 | 100,643 | 86,156 | 53,533 | 45,341 | 61,413 | 106,961 | 123,207 | 66,326 | 53,289 | 21,599 | 10,818 | 2.54 |
| Licking | 47.5 | 2,289 | 9,775 | 10,389 | 8,270 | 6,927 | 9,850 | 10,098 | 15,814 | 8,957 | 8,116 | 3,141 | 1,374 | 2.71 |
| Madison | 12.1 | 640 | 2,567 | 2,681 | 2,059 | 1,677 | 2,476 | 2,399 | 3,885 | 2,353 | 2,091 | 924 | 448 | 3.08 |
| Pickaway | 15.7 | 803 | 3,258 | 3,453 | 2,848 | 2,289 | 3,049 | 2,954 | 5,130 | 3,287 | 2,726 | 1,119 | 484 | 3.10 |
| Union | 11.2 | 569 | 2,448 | 2,558 | 1,814 | 1,489 | 2,322 | 2,192 | 3,606 | 2,186 | 1,986 | 844 | 386 | 2.88 |
| **DAYTON - SPRINGFIELD** | **365.2** | **21,263** | **77,290** | **78,928** | **59,739** | **52,302** | **75,678** | **90,744** | **119,983** | **66,319** | **55,326** | **22,293** | **10,535** | **2.61** |
| Clark | 55.2 | 2,909 | 10,098 | 11,643 | 9,553 | 7,928 | 13,069 | 12,848 | 18,199 | 10,243 | 8,598 | 3,617 | 1,695 | 2.67 |
| Greene | 48.6 | 3,128 | 9,987 | 11,711 | 8,720 | 7,054 | 8,000 | 9,393 | 16,161 | 9,671 | 8,678 | 3,272 | 1,425 | 2.83 |
| Miami | 34.7 | 1,583 | 6,710 | 7,634 | 6,178 | 4,941 | 7,654 | 7,299 | 11,379 | 6,470 | 6,054 | 2,433 | 1,065 | 2.70 |
| Montgomery | 226.7 | 13,643 | 50,495 | 47,940 | 35,288 | 32,379 | 46,955 | 61,204 | 74,244 | 39,935 | 31,996 | 12,971 | 6,350 | 2.54 |
| **HAMILTON - MIDDLETOWN** | **105.6** | **7,144** | **23,540** | **24,487** | **16,753** | **14,661** | **19,015** | **22,000** | **34,096** | **20,416** | **18,526** | **7,351** | **3,211** | **2.79** |
| Butler | 105.6 | 7,144 | 23,540 | 24,487 | 16,753 | 14,661 | 19,015 | 22,000 | 34,096 | 20,416 | 18,526 | 7,351 | 3,211 | 2.79 |
| **LIMA** | **55.5** | **2,776** | **11,239** | **11,951** | **8,271** | **7,919** | **13,344** | **12,675** | **17,661** | **9,536** | **9,044** | **4,363** | **2,221** | **2.79** |
| Allen | 39.4 | 2,000 | 7,864 | 8,381 | 5,950 | 5,736 | 9,469 | 9,287 | 12,502 | 6,874 | 6,263 | 2,952 | 1,522 | 2.79 |
| Auglaize | 16.1 | 776 | 3,375 | 3,570 | 2,321 | 2,183 | 3,875 | 3,388 | 5,159 | 2,662 | 2,781 | 1,411 | 699 | 2.78 |
| **LORAIN - ELYRIA** | **96.1** | **4,214** | **19,671** | **22,659** | **15,831** | **13,841** | **19,884** | **20,014** | **29,454** | **18,178** | **16,774** | **7,662** | **4,018** | **2.82** |
| Lorain | 96.1 | 4,214 | 19,671 | 22,659 | 15,831 | 13,841 | 19,884 | 20,014 | 29,454 | 18,178 | 16,774 | 7,662 | 4,018 | 2.82 |
| **MANSFIELD** | **47.5** | **2,342** | **9,121** | **10,084** | **7,926** | **7,250** | **10,777** | **11,467** | **15,871** | **8,339** | **7,351** | **3,032** | **1,440** | **2.65** |
| Richland | 47.5 | 2,342 | 9,121 | 10,084 | 7,926 | 7,250 | 10,777 | 11,467 | 15,871 | 8,339 | 7,351 | 3,032 | 1,440 | 2.65 |
| **PARKERSBURG - MARIETTA** | **57.5** | **2,581** | **10,727** | **12,066** | **9,618** | **8,418** | **14,090** | **13,740** | **19,506** | **10,557** | **8,987** | **3,350** | **1,360** | **2.58** |
| Washington | 23.6 | 1,121 | 4,530 | 5,024 | 3,853 | 3,508 | 5,564 | 5,521 | 8,031 | 4,190 | 3,725 | 1,522 | 611 | 2.63 |
| *Wood, W. Va.* | *33.9* | *1,460* | *6,197* | *7,042* | *5,765* | *4,910* | *8,526* | *8,219* | *11,475* | *6,367* | *5,262* | *1,828* | *749* | *2.55* |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Total Households (Thousands) | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | Average House-hold Size |
| **OHIO (continued)** | | | | | | | | | | | | | | |
| **STEUBENVILLE - WEIRTON** | **54.6** | **1,592** | **8,198** | **11,327** | **8,475** | **9,245** | **15,763** | **13,481** | **18,116** | **10,045** | **8,458** | **3,213** | **1,287** | **2.59** |
| Jefferson | 31.0 | 937 | 4,610 | 6,252 | 4,845 | 5,237 | 9,119 | 7,909 | 10,179 | 5,657 | 4,709 | 1,808 | 738 | 2.57 |
| *Brooke, W. Va.* | *10.0* | *280* | *1,396* | *2,145* | *1,542* | *1,683* | *2,954* | *2,357* | *3,336* | *1,822* | *1,629* | *609* | *247* | *2.67* |
| *Hancock, W. Va.* | *13.6* | *375* | *2,192* | *2,930* | *2,088* | *2,325* | *3,690* | *3,215* | *4,601* | *2,566* | *2,120* | *796* | *302* | *2.57* |
| **TOLEDO** | **231.0** | **15,760** | **50,050** | **50,079** | **33,727** | **30,873** | **50,511** | **60,194** | **71,384** | **39,030** | **36,127** | **16,216** | **8,049** | **2.66** |
| Fulton | 13.6 | 522 | 2,950 | 3,102 | 2,152 | 1,730 | 3,144 | 2,649 | 4,148 | 2,444 | 2,531 | 1,253 | 575 | 2.85 |
| Lucas | 177.5 | 11,433 | 38,463 | 38,012 | 25,680 | 24,134 | 39,778 | 48,436 | 54,403 | 29,776 | 26,508 | 12,056 | 6,321 | 2.60 |
| Wood | 39.9 | 3,805 | 8,637 | 8,965 | 5,895 | 5,009 | 7,589 | 9,109 | 12,833 | 6,810 | 7,088 | 2,907 | 1,153 | 2.85 |
| **YOUNGSTOWN - WARREN** | **186.2** | **7,093** | **31,506** | **39,176** | **29,052** | **29,955** | **49,418** | **45,810** | **59,741** | **33,147** | **28,701** | **12,587** | **6,214** | **2.63** |
| Mahoning | 100.5 | 3,747 | 16,741 | 20,567 | 14,646 | 16,410 | 28,389 | 25,658 | 32,132 | 17,494 | 15,021 | 6,827 | 3,368 | 2.62 |
| Trumbull | 85.7 | 3,346 | 14,765 | 18,609 | 14,406 | 13,545 | 21,029 | 20,152 | 27,609 | 15,653 | 13,680 | 5,760 | 2,846 | 2.65 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Adams | 9.3 | 548 | 1,704 | 1,873 | 1,488 | 1,376 | 2,311 | 1,992 | 2,877 | 1,808 | 1,575 | 684 | 364 | 2.75 |
| Allen | 39.4 | 2,000 | 7,864 | 8,381 | 5,950 | 5,736 | 9,469 | 9,287 | 12,502 | 6,874 | 6,263 | 2,952 | 1,522 | 2.79 |
| Ashland | 17.2 | 837 | 3,315 | 3,658 | 2,764 | 2,480 | 4,146 | 3,885 | 5,801 | 2,841 | 2,779 | 1,249 | 645 | 2.77 |
| Ashtabula | 36.7 | 1,733 | 6,867 | 7,867 | 5,634 | 5,464 | 9,135 | 8,362 | 11,941 | 6,508 | 5,759 | 2,691 | 1,439 | 2.72 |
| Athens | 20.3 | 3,102 | 4,191 | 4,000 | 2,735 | 2,355 | 3,917 | 5,231 | 6,511 | 3,741 | 3,075 | 1,184 | 558 | 2.95 |
| Auglaize | 16.1 | 776 | 3,375 | 3,570 | 2,321 | 2,183 | 3,875 | 3,388 | 5,159 | 2,662 | 2,781 | 1,411 | 699 | 2.78 |
| ☐ Belmont | 27.9 | 892 | 4,325 | 5,541 | 3,939 | 4,407 | 8,796 | 7,289 | 9,227 | 4,960 | 4,183 | 1,658 | 583 | 2.52 |
| Brown | 12.5 | 601 | 2,596 | 2,628 | 1,971 | 1,856 | 2,848 | 2,390 | 3,929 | 2,458 | 2,160 | 1,033 | 530 | 2.82 |
| Butler | 105.6 | 7,144 | 23,540 | 24,487 | 16,753 | 14,661 | 19,015 | 22,000 | 34,096 | 20,416 | 18,526 | 7,351 | 3,211 | 2.79 |
| Carroll | 9.7 | 377 | 1,887 | 2,105 | 1,572 | 1,408 | 2,351 | 1,997 | 3,225 | 1,739 | 1,689 | 717 | 333 | 2.74 |
| Champaign | 13.4 | 622 | 2,534 | 2,870 | 2,601 | 1,785 | 2,988 | 2,840 | 4,438 | 2,460 | 2,264 | 948 | 450 | 2.71 |
| Clark | 55.2 | 2,909 | 10,098 | 11,643 | 9,553 | 7,928 | 13,069 | 12,848 | 18,199 | 10,243 | 8,598 | 3,617 | 1,695 | 2.67 |
| Clermont | 53.4 | 3,048 | 13,090 | 13,283 | 8,942 | 6,777 | 8,260 | 9,732 | 16,057 | 10,860 | 10,261 | 4,492 | 1,998 | 2.85 |
| Clinton | 13.1 | 760 | 2,679 | 2,856 | 2,003 | 1,768 | 3,034 | 2,920 | 4,260 | 2,346 | 2,180 | 985 | 409 | 2.72 |
| Columbiana | 40.7 | 1,697 | 7,292 | 8,640 | 6,288 | 6,212 | 10,571 | 9,303 | 13,309 | 7,291 | 6,669 | 2,854 | 1,294 | 2.66 |
| Coshocton | 13.4 | 637 | 2,532 | 2,762 | 2,076 | 2,014 | 3,379 | 3,178 | 4,447 | 2,413 | 2,077 | 855 | 430 | 2.64 |
| Crawford | 18.4 | 953 | 3,539 | 3,722 | 3,018 | 2,633 | 4,535 | 4,384 | 6,117 | 3,241 | 2,956 | 1,209 | 493 | 2.60 |
| Cuyahoga | 560.2 | 23,748 | 112,485 | 113,570 | 81,925 | 83,222 | 145,250 | 169,062 | 173,322 | 91,341 | 73,072 | 33,902 | 19,501 | 2.51 |
| Darke | 19.5 | 959 | 3,802 | 4,032 | 3,182 | 2,674 | 4,851 | 4,104 | 6,498 | 3,351 | 3,259 | 1,518 | 770 | 2.75 |
| Defiance | 14.1 | 674 | 2,871 | 3,294 | 2,370 | 1,891 | 3,000 | 3,027 | 4,387 | 2,492 | 2,480 | 1,119 | 595 | 2.79 |
| Delaware | 23.5 | 839 | 4,762 | 6,525 | 4,405 | 3,255 | 3,714 | 3,996 | 7,824 | 4,586 | 4,518 | 1,906 | 670 | 2.90 |
| Erie | 28.9 | 1,141 | 5,490 | 6,292 | 4,897 | 4,357 | 6,723 | 6,951 | 9,383 | 4,952 | 4,587 | 2,070 | 957 | 2.65 |
| Fairfield | 37.2 | 1,536 | 7,309 | 8,995 | 6,750 | 5,226 | 7,384 | 7,074 | 12,075 | 7,193 | 6,865 | 2,780 | 1,213 | 2.81 |
| Fayette | 10.2 | 502 | 1,903 | 2,138 | 1,617 | 1,483 | 2,557 | 2,225 | 3,421 | 1,862 | 1,676 | 703 | 313 | 2.69 |
| Franklin | 382.2 | 35,114 | 100,643 | 86,156 | 53,533 | 45,341 | 61,413 | 106,961 | 123,207 | 66,326 | 53,289 | 21,599 | 10,818 | 2.54 |
| Fulton | 13.6 | 522 | 2,950 | 3,102 | 2,152 | 1,730 | 3,144 | 2,649 | 4,148 | 2,444 | 2,531 | 1,253 | 575 | 2.85 |
| Gallia | 11.4 | 557 | 2,339 | 2,318 | [illegible] | 1,703 | 2,632 | 2,553 | 3,653 | 2,193 | 1,920 | 760 | 321 | 2.72 |
| Geauga | 27.2 | 611 | 4,616 | 7,159 | 5,673 | 4,165 | 4,976 | 4,054 | 8,749 | 5,109 | 5,267 | 2,446 | 1,575 | 3.01 |
| Greene | 48.6 | 3,128 | 9,987 | 11,711 | 8,720 | 7,054 | 8,000 | 9,393 | 16,161 | 9,671 | 8,678 | 3,272 | 1,425 | 2.83 |
| Guernsey | 14.8 | 703 | 2,814 | 3,028 | 2,267 | 2,165 | 3,823 | 3,708 | 4,800 | 2,592 | 2,305 | 958 | 437 | 2.63 |
| Hamilton | 338.7 | 20,952 | 76,816 | 70,410 | 48,450 | 47,115 | 74,957 | 101,403 | 101,607 | 54,920 | 46,822 | 21,920 | 12,028 | 2.56 |
| Hancock | 24.7 | 1,425 | 5,496 | 5,385 | 3,789 | 3,172 | 5,433 | 5,804 | 8,099 | 4,294 | 3,963 | 1,816 | 724 | 2.66 |
| Hardin | 11.2 | 793 | 2,232 | 2,178 | 1,695 | 1,520 | 2,782 | 2,762 | 3,602 | 1,905 | 1,793 | 806 | 332 | 2.78 |
| Harrison | 6.0 | 198 | 970 | 1,193 | 912 | 941 | 1,786 | 1,401 | 2,041 | 1,012 | 982 | 385 | 179 | 2.65 |
| Henry | 10.4 | 460 | 2,148 | 2,209 | 1,564 | 1,499 | 2,520 | 2,211 | 3,343 | 1,731 | 1,730 | 972 | 413 | 2.80 |
| Highland | 13.3 | 651 | 2,493 | 2,603 | 2,049 | 1,963 | 3,541 | 2,983 | 4,297 | 2,433 | 2,112 | 962 | 513 | 2.71 |
| Hocking | 9.4 | 490 | 1,852 | 1,939 | 1,626 | 1,345 | 2,148 | 1,998 | 3,081 | 1,820 | 1,578 | 597 | 326 | 2.73 |
| Holmes | 9.4 | 468 | 2,188 | 2,054 | 1,494 | 1,327 | 1,869 | 1,481 | 2,559 | 1,531 | 1,554 | 937 | 1,338 | 3.52 |
| Huron | 20.3 | 1,138 | 4,314 | 4,447 | 3,178 | 2,851 | 4,372 | 4,307 | 6,216 | 3,678 | 3,614 | 1,649 | 836 | 2.78 |
| Jackson | 11.2 | 572 | 2,120 | 2,349 | 1,689 | 1,671 | 2,799 | 2,537 | 3,497 | 2,137 | 1,869 | 812 | 348 | 2.70 |
| Jefferson | 31.0 | 937 | 4,610 | 6,252 | 4,845 | 5,237 | 9,119 | 7,909 | 10,179 | 5,657 | 4,709 | 1,808 | 738 | 2.57 |
| Knox | 17.3 | 809 | 3,212 | 3,628 | 2,718 | 2,492 | 4,441 | 3,942 | 6,203 | 2,916 | 2,632 | 1,076 | 531 | 2.75 |
| Lake | 80.5 | 2,792 | 17,100 | 18,696 | 13,833 | 11,930 | 16,149 | 17,691 | 26,235 | 14,792 | 13,415 | 5,879 | 2,488 | 2.68 |
| ☐ Lawrence | 22.9 | 1,039 | 4,137 | 4,606 | 3,926 | 3,658 | 5,534 | 4,946 | 7,147 | 4,636 | 3,855 | 1,620 | 696 | 2.70 |
| Licking | 47.5 | 2,289 | 9,775 | 10,389 | 8,270 | 6,927 | 9,850 | 10,098 | 15,814 | 8,957 | 8,116 | 3,141 | 1,374 | 2.71 |
| Logan | 16.1 | 937 | 3,226 | 3,275 | 2,397 | 2,261 | 4,004 | 3,707 | 5,416 | 2,722 | 2,602 | 1,117 | 536 | 2.65 |
| Lorain | 96.1 | 4,214 | 19,671 | 22,659 | 15,831 | 13,841 | 19,884 | 20,014 | 29,454 | 18,178 | 16,774 | 7,662 | 4,018 | 2.82 |
| Lucas | 177.5 | 11,433 | 38,463 | 38,012 | 25,680 | 24,134 | 39,778 | 48,436 | 54,403 | 29,776 | 26,508 | 12,056 | 6,321 | 2.60 |
| Madison | 12.1 | 640 | 2,567 | 2,681 | 2,059 | 1,677 | 2,476 | 2,399 | 3,885 | 2,353 | 2,091 | 924 | 448 | 3.08 |
| Mahoning | 100.5 | 3,747 | 16,741 | 20,567 | 14,646 | 16,410 | 28,389 | 25,658 | 32,132 | 17,494 | 15,021 | 6,827 | 3,368 | 2.62 |
| Marion | 23.4 | 1,284 | 4,677 | 5,070 | 3,690 | 3,319 | 5,360 | 5,339 | 7,679 | 4,203 | 3,876 | 1,568 | 735 | 2.74 |
| Medina | 42.2 | 1,334 | 8,575 | 11,381 | 8,199 | 5,655 | 7,056 | 6,881 | 12,909 | 8,244 | 8,585 | 3,892 | 1,689 | 2.93 |
| Meigs | 8.6 | 401 | 1,496 | 1,788 | 1,357 | 1,291 | 2,267 | 1,950 | 2,819 | 1,587 | 1,405 | 581 | 258 | 2.66 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Total Households (Thousands) | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | Average House-hold Size |
| **OHIO (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Mercer | 13.5 | 577 | 2,805 | 2,906 | 1,872 | 1,976 | 3,364 | 2,748 | 4,036 | 2,186 | 2,244 | 1,373 | 913 | 2.93 |
| Miami | 34.7 | 1,583 | 6,710 | 7,634 | 6,178 | 4,941 | 7,654 | 7,299 | 11,379 | 6,470 | 6,054 | 2,433 | 1,065 | 2.70 |
| Monroe | 5.7 | 193 | 889 | 1,161 | 999 | 896 | 1,562 | 1,239 | 1,862 | 1,058 | 927 | 438 | 176 | 2.70 |
| Montgomery | 226.7 | 13,643 | 50,495 | 47,940 | 35,288 | 32,379 | 46,955 | 61,204 | 74,244 | 39,935 | 31,996 | 12,971 | 6,350 | 2.54 |
| Morgan | 5.2 | 220 | 986 | 1,023 | 810 | 785 | 1,376 | 1,136 | 1,707 | 909 | 822 | 407 | 219 | 2.73 |
| Morrow | 9.7 | 431 | 1,923 | 2,244 | 1,782 | 1,366 | 1,954 | 1,623 | 3,156 | 1,866 | 1,806 | 848 | 401 | 2.88 |
| Muskingum | 30.8 | 1,646 | 6,114 | 6,251 | 4,745 | 4,514 | 7,530 | 7,332 | 9,882 | 5,591 | 4,973 | 2,049 | 973 | 2.67 |
| Noble | 4.1 | 159 | 803 | 811 | 560 | 660 | 1,107 | 932 | 1,307 | 658 | 695 | 349 | 159 | 2.76 |
| Ottawa | 15.2 | 468 | 2,727 | 3,226 | 2,435 | 2,375 | 3,969 | 3,334 | 5,460 | 2,504 | 2,367 | 1,076 | 459 | 2.63 |
| Paulding | 7.3 | 360 | 1,517 | 1,583 | 1,222 | 954 | 1,664 | 1,443 | 2,279 | 1,303 | 1,295 | 640 | 340 | 2.81 |
| Perry | 11.3 | 557 | 2,292 | 2,327 | 1,781 | 1,587 | 2,756 | 2,347 | 3,392 | 2,166 | 1,974 | 925 | 496 | 2.80 |
| Pickaway | 15.7 | 803 | 3,258 | 3,453 | 2,848 | 2,289 | 3,049 | 2,954 | 5,130 | 3,287 | 2,726 | 1,119 | 484 | 3.10 |
| Pike | 8.9 | 500 | 1,781 | 1,811 | 1,401 | 1,284 | 2,123 | 1,910 | 2,780 | 1,738 | 1,501 | 668 | 303 | 2.74 |
| Portage | 49.5 | 4,118 | 10,730 | 11,383 | 7,943 | 6,837 | 8,489 | 10,066 | 15,949 | 9,359 | 8,669 | 3,748 | 1,709 | 2.89 |
| Preble | 14.4 | 571 | 2,860 | 3,258 | 2,433 | 2,095 | 3,183 | 2,610 | 4,799 | 2,738 | 2,637 | 1,090 | 526 | 2.80 |
| Putnam | 11.1 | 406 | 2,482 | 2,406 | 1,608 | 1,567 | 2,631 | 2,016 | 3,204 | 1,824 | 1,961 | 1,275 | 820 | 3.05 |
| Richland | 47.5 | 2,342 | 9,121 | 10,084 | 7,926 | 7,250 | 10,777 | 11,467 | 15,871 | 8,339 | 7,351 | 3,032 | 1,440 | 2.65 |
| Ross | 24.5 | 1,229 | 4,995 | 5,199 | 4,022 | 3,491 | 5,564 | 5,543 | 7,868 | 4,769 | 4,024 | 1,634 | 662 | 2.84 |
| Sandusky | 22.5 | 1,067 | 4,715 | 4,879 | 3,370 | 3,271 | 5,198 | 4,880 | 7,146 | 3,976 | 3,851 | 1,790 | 857 | 2.76 |
| Scioto | 29.7 | 1,511 | 5,353 | 5,725 | 4,512 | 4,713 | 7,886 | 7,487 | 9,354 | 5,303 | 4,588 | 2,032 | 936 | 2.70 |
| Seneca | 21.3 | 1,033 | 4,353 | 4,612 | 3,110 | 3,051 | 5,141 | 4,875 | 6,539 | 3,682 | 3,547 | 1,758 | 899 | 2.80 |
| Shelby | 15.7 | 817 | 3,500 | 3,479 | 2,426 | 2,125 | 3,353 | 3,095 | 4,872 | 2,747 | 2,774 | 1,458 | 754 | 2.87 |
| Stark | 139.6 | 6,056 | 26,723 | 30,573 | 22,208 | 20,484 | 33,556 | 33,416 | 46,375 | 24,801 | 22,008 | 8,965 | 4,035 | 2.63 |
| Summit | 200.2 | 10,019 | 40,813 | 44,109 | 29,620 | 28,908 | 46,731 | 51,486 | 65,485 | 35,045 | 29,779 | 12,517 | 5,888 | 2.57 |
| Trumbull | 85.7 | 3,346 | 14,765 | 18,609 | 14,406 | 13,545 | 21,029 | 20,152 | 27,609 | 15,653 | 13,680 | 5,760 | 2,846 | 2.65 |
| Tuscarawas | 32.0 | 1,336 | 6,137 | 6,757 | 4,871 | 4,764 | 8,135 | 7,477 | 10,685 | 5,580 | 5,214 | 2,087 | 957 | 2.63 |
| Union | 11.2 | 569 | 2,448 | 2,558 | 1,814 | 1,489 | 2,322 | 2,192 | 3,606 | 2,186 | 1,986 | 844 | 386 | 2.88 |
| Van Wert | 11.3 | 514 | 2,249 | 2,406 | 1,615 | 1,566 | 2,950 | 2,446 | 3,775 | 1,930 | 1,913 | 883 | 353 | 2.70 |
| Vinton | 4.1 | 209 | 795 | 835 | 632 | 607 | 1,022 | 869 | 1,295 | 810 | 678 | 301 | 147 | 2.71 |
| Warren | 39.7 | 1,576 | 9,232 | 10,034 | 6,988 | 5,590 | 6,280 | 6,477 | 12,779 | 8,487 | 7,764 | 3,046 | 1,147 | 2.91 |
| Washington | 23.6 | 1,121 | 4,530 | 5,024 | 3,853 | 3,508 | 5,564 | 5,521 | 8,031 | 4,190 | 3,725 | 1,522 | 641 | 2.63 |
| Wayne | 35.9 | 1,898 | 7,688 | 8,214 | 5,805 | 4,896 | 7,399 | 7,522 | 11,602 | 6,377 | 6,100 | 2,658 | 1,641 | 2.85 |
| Williams | 13.9 | 734 | 2,989 | 2,941 | 2,129 | 1,776 | 3,331 | 3,116 | 4,546 | 2,388 | 2,377 | 1,059 | 414 | 2.67 |
| Wood | 39.9 | 3,805 | 8,637 | 8,965 | 5,895 | 5,009 | 7,589 | 9,109 | 12,833 | 6,810 | 7,088 | 2,907 | 1,153 | 2.85 |
| Wyandot | 8.1 | 385 | 1,643 | 1,643 | 1,243 | 1,191 | 1,995 | 1,796 | 2,696 | 1,370 | 1,299 | 639 | 300 | 2.74 |
| **TOTAL METRO COUNTIES** | **3,262.8** | **181,002** | **692,848** | **712,247** | **502,894** | **461,906** | **711,903** | **836,508** | **1,037,007** | **573,993** | **495,243** | **213,949** | **106,100** | **2.63** |
| **TOTAL STATE** | **4,094.2** | **223,475** | **857,336** | **888,040** | **633,197** | **581,284** | **910,868** | **1,021,759** | **1,305,873** | **721,984** | **632,241** | **275,464** | **136,879** | **2.65** |
| **OKLAHOMA** | | | | | | | | | | | | | | |
| **ENID** | **22.0** | **1,212** | **4,549** | **4,328** | **3,153** | **3,016** | **5,742** | **5,922** | **7,742** | **3,451** | **3,067** | **1,275** | **543** | **2.53** |
| Garfield | 22.0 | 1,212 | 4,549 | 4,328 | 3,153 | 3,016 | 5,742 | 5,922 | 7,742 | 3,451 | 3,067 | 1,275 | 543 | 2.53 |
| **LAWTON** | **37.5** | **3,384** | **9,985** | **7,962** | **5,314** | **4,740** | **6,115** | **7,666** | **11,755** | **7,467** | **6,549** | **2,720** | **1,343** | **2.97** |
| Comanche | 37.5 | 3,384 | 9,985 | 7,962 | 5,314 | 4,740 | 6,115 | 7,666 | 11,755 | 7,467 | 6,549 | 2,720 | 1,343 | 2.97 |
| **OKLAHOMA CITY** | **369.0** | **26,939** | **86,789** | **82,421** | **56,330** | **47,338** | **69,183** | **96,903** | **119,732** | **63,719** | **55,089** | **22,282** | **11,275** | **2.61** |
| Canadian | 25.9 | 1,098 | 6,097 | 6,880 | 4,636 | 3,158 | 4,031 | 4,679 | 7,922 | 5,138 | 5,140 | 2,156 | 865 | 2.90 |
| Cleveland | 65.0 | 7,320 | 17,075 | 15,990 | 10,328 | 6,850 | 7,437 | 15,065 | 20,962 | 12,301 | 11,021 | 3,967 | 1,684 | 2.72 |
| Logan | 10.1 | 470 | 1,939 | 2,210 | 1,680 | 1,422 | 2,379 | 2,280 | 3,336 | 1,779 | 1,625 | 711 | 369 | 2.86 |
| McClain | 8.3 | 333 | 1,596 | 1,749 | 1,568 | 1,244 | 1,810 | 1,536 | 2,090 | 1,499 | 1,529 | 616 | 230 | 2.75 |
| Oklahoma | 238.0 | 16,480 | 56,115 | 51,270 | 34,713 | 31,494 | 47,928 | 68,136 | 77,468 | 39,234 | 32,426 | 13,332 | 7,404 | 2.52 |
| Pottawatomie | 21.7 | 1,238 | 3,967 | 4,322 | 3,405 | 3,170 | 5,598 | 5,207 | 7,154 | 3,768 | 3,348 | 1,500 | 723 | 2.70 |
| **TULSA** | **278.1** | **17,362** | **63,070** | **62,908** | **43,821** | **36,439** | **54,500** | **73,244** | **91,454** | **47,672** | **41,480** | **16,663** | **7,587** | **2.56** |
| Creek | 22.4 | 1,074 | 4,196 | 4,752 | 3,936 | 3,221 | 5,221 | 4,647 | 7,453 | 4,127 | 3,829 | 1,596 | 748 | 2.71 |
| Osage | 15.3 | 539 | 2,709 | 3,282 | 2,622 | 2,304 | 3,844 | 3,564 | 5,019 | 2,587 | 2,547 | 1,054 | 529 | 2.70 |
| Rogers | 20.0 | 851 | 3,907 | 4,724 | 3,893 | 2,995 | 3,630 | 3,551 | 6,747 | 3,928 | 3,659 | 1,475 | 640 | 2.78 |
| Tulsa | 203.3 | 14,142 | 48,801 | 45,956 | 30,048 | 25,612 | 38,741 | 58,548 | 66,682 | 33,717 | 28,145 | 11,164 | 5,044 | 2.49 |
| Wagoner | 17.1 | 756 | 3,457 | 4,194 | 3,322 | 2,307 | 3,064 | 2,934 | 5,553 | 3,313 | 3,300 | 1,374 | 626 | 2.82 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Adair | 6.4 | 324 | 1,183 | 1,207 | 1,041 | 926 | 1,719 | 1,352 | 1,873 | 1,173 | 1,087 | 535 | 380 | 2.89 |
| Alfalfa | 2.4 | 77 | 333 | 355 | 350 | 365 | 920 | 683 | 956 | 275 | 308 | 141 | 37 | 2.63 |
| Atoka | 4.5 | 189 | 731 | 816 | 709 | 744 | 1,311 | 1,069 | 1,473 | 779 | 738 | 306 | 135 | 2.84 |
| Beaver | 2.3 | 80 | 403 | 438 | 362 | 351 | 666 | 539 | 843 | 332 | 363 | 173 | 50 | 2.57 |
| Beckham | 7.2 | 372 | 1,386 | 1,321 | 943 | 985 | 2,193 | 1,962 | 2,352 | 1,086 | 1,120 | 473 | 207 | 2.57 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average Household Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Total Households (Thousands) | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **OKLAHOMA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Blaine | 4.4 | 191 | 795 | 749 | 620 | 623 | 1,422 | 1,219 | 1,462 | 602 | 660 | 318 | 139 | **2.57** |
| Bryan | 12.6 | 1,011 | 2,132 | 2,233 | 1,756 | 1,812 | 3,656 | 3,290 | 4,303 | 2,122 | 1,797 | 759 | 329 | **2.56** |
| Caddo | 10.8 | 491 | 1,844 | 1,963 | 1,601 | 1,621 | 3,280 | 2,592 | 3,534 | 1,780 | 1,586 | 807 | 501 | **2.71** |
| Canadian | 25.9 | 1,098 | 6,097 | 6,880 | 4,636 | 3,158 | 4,031 | 4,679 | 7,922 | 5,138 | 5,140 | 2,156 | 865 | **2.90** |
| Carter | 16.4 | 700 | 3,092 | 3,285 | 2,325 | 2,414 | 4,584 | 4,157 | 5,440 | 2,923 | 2,471 | 971 | 438 | **2.59** |
| Cherokee | 12.8 | 1,176 | 2,437 | 2,414 | 1,853 | 1,834 | 3,086 | 2,969 | 4,496 | 2,191 | 1,848 | 829 | 467 | **2.68** |
| Choctaw | 6.0 | 251 | 942 | 1,029 | 836 | 965 | 1,977 | 1,634 | 1,942 | 961 | 881 | 374 | 208 | **2.55** |
| Cimarron | 1.3 | 48 | 204 | 253 | 174 | 194 | 427 | 342 | 463 | 176 | 184 | 89 | 46 | **2.54** |
| Cleveland | 65.0 | 7,320 | 17,075 | 15,990 | 10,328 | 6,850 | 7,437 | 15,065 | 20,962 | 12,301 | 11,021 | 3,967 | 1,684 | **2.72** |
| Coal | 2.3 | 85 | 371 | 408 | 310 | 361 | 765 | 655 | 741 | 335 | 340 | 157 | 72 | **2.52** |
| Comanche | 37.5 | 3,384 | 9,985 | 7,962 | 5,314 | 4,740 | 6,115 | 7,666 | 11,755 | 7,467 | 6,549 | 2,720 | 1,343 | **2.97** |
| Cotton | 2.6 | 115 | 434 | 419 | 392 | 362 | 878 | 658 | 902 | 448 | 359 | 163 | 70 | **2.54** |
| Craig | 5.2 | 206 | 830 | 870 | 839 | 829 | 1,626 | 1,431 | 1,757 | 865 | 726 | 303 | 118 | **2.69** |
| Creek | 22.4 | 1,074 | 4,196 | 4,752 | 3,936 | 3,221 | 5,221 | 4,647 | 7,453 | 4,127 | 3,829 | 1,596 | 748 | **2.71** |
| Custer | 9.8 | 1,306 | 2,085 | 1,787 | 1,309 | 1,139 | 2,174 | 2,489 | 3,382 | 1,471 | 1,456 | 655 | 347 | **2.71** |
| Delaware | 11.1 | 471 | 1,489 | 1,734 | 1,735 | 2,013 | 3,658 | 2,487 | 4,573 | 1,590 | 1,412 | 649 | 389 | **2.56** |
| Dewey | 2.2 | 64 | 385 | 357 | 313 | 295 | 786 | 607 | 775 | 297 | 322 | 145 | 54 | **2.50** |
| Ellis | 1.8 | 38 | 237 | 371 | 240 | 237 | 677 | 499 | 657 | 234 | 267 | 107 | 36 | **2.44** |
| Garfield | 22.0 | 1,212 | 4,549 | 4,328 | 3,153 | 3,016 | 5,742 | 5,922 | 7,742 | 3,451 | 3,067 | 1,275 | 543 | **2.53** |
| Garvin | 10.3 | 424 | 1,697 | 1,734 | 1,453 | 1,546 | 3,446 | 2,682 | 3,686 | 1,561 | 1,487 | 642 | 242 | **2.55** |
| Grady | 15.5 | 785 | 3,152 | 3,217 | 2,513 | 2,102 | 3,731 | 3,354 | 5,177 | 2,820 | 2,592 | 1,131 | 426 | **2.68** |
| Grant | 2.3 | 64 | 383 | 384 | 285 | 335 | 849 | 639 | 865 | 304 | 311 | 119 | 62 | **2.43** |
| Greer | 2.5 | 102 | 320 | 329 | 312 | 357 | 1,080 | 838 | 899 | 320 | 286 | 108 | 49 | **2.60** |
| Harmon | 1.4 | 55 | 213 | 201 | 165 | 200 | 566 | 434 | 451 | 193 | 179 | 90 | 53 | **2.64** |
| Harper | 1.6 | 40 | 250 | 296 | 217 | 248 | 549 | 440 | 586 | 224 | 216 | 93 | 41 | **2.50** |
| Haskell | 4.3 | 156 | 642 | 731 | 644 | 684 | 1,443 | 1,091 | 1,537 | 667 | 609 | 257 | 139 | **2.53** |
| Hughes | 5.2 | 162 | 689 | 823 | 750 | 803 | 1,973 | 1,415 | 1,870 | 817 | 663 | 292 | 143 | **2.48** |
| Jackson | 10.4 | 924 | 2,537 | 2,026 | 1,402 | 1,240 | 2,271 | 2,332 | 3,324 | 1,945 | 1,772 | 677 | 350 | **2.74** |
| Jefferson | 2.8 | 110 | 423 | 456 | 373 | 416 | 1,022 | 831 | 923 | 456 | 371 | 158 | 61 | **2.46** |
| Johnston | 3.8 | 200 | 602 | 664 | 572 | 568 | 1,194 | 964 | 1,262 | 658 | 549 | 235 | 132 | **2.63** |
| Kay | 18.9 | 957 | 3,477 | 3,724 | 2,629 | 2,563 | 5,550 | 5,140 | 6,689 | 2,789 | 2,621 | 1,077 | 584 | **2.52** |
| Kingfisher | 4.9 | 163 | 1,007 | 930 | 710 | 707 | 1,383 | 1,198 | 1,592 | 723 | 838 | 407 | 142 | **2.65** |
| Kiowa | 4.5 | 205 | 704 | 717 | 574 | 635 | 1,665 | 1,295 | 1,579 | 631 | 596 | 258 | 141 | **2.51** |
| Latimer | 3.7 | 208 | 645 | 636 | 549 | 557 | 1,105 | 843 | 1,206 | 672 | 602 | 245 | 132 | **2.81** |
| Le Fiore | 16.1 | 787 | 2,862 | 3,028 | 2,709 | 2,320 | 4,394 | 3,612 | 5,213 | 2,977 | 2,630 | 1,124 | 544 | **2.71** |
| Lincoln | 10.8 | 424 | 1,972 | 2,107 | 1,766 | 1,629 | 2,902 | 2,312 | 3,696 | 1,853 | 1,752 | 769 | 418 | **2.70** |
| Logan | 10.1 | 470 | 1,939 | 2,210 | 1,680 | 1,422 | 2,379 | 2,280 | 3,336 | 1,779 | 1,625 | 711 | 369 | **2.86** |
| Love | 3.0 | 139 | 464 | 567 | 476 | 443 | 911 | 700 | 1,050 | 519 | 450 | 177 | 104 | **2.73** |
| McClain | 8.3 | 333 | 1,596 | 1,749 | 1,568 | 1,244 | 1,810 | 1,536 | 2,890 | 1,499 | 1,529 | 616 | 230 | **2.75** |
| McCurtain | 12.2 | 679 | 2,174 | 2,314 | 2,019 | 1,807 | 3,207 | 2,807 | 3,807 | 2,196 | 1,943 | 939 | 508 | **2.74** |
| McIntosh | 6.8 | 235 | 857 | 962 | 1,032 | 1,334 | 2,380 | 1,654 | 2,778 | 1,010 | 818 | 358 | 182 | **2.47** |
| Major | 3.1 | 103 | 528 | 586 | 458 | 431 | 994 | 730 | 1,154 | 415 | 515 | 206 | 80 | **2.58** |
| Marshall | 4.3 | 158 | 649 | 638 | 611 | 697 | 1,547 | 1,082 | 1,708 | 634 | 561 | 220 | 95 | **2.51** |
| Mayes | 12.7 | 571 | 2,228 | 2,347 | 2,078 | 1,993 | 3,483 | 2,762 | 4,614 | 2,102 | 1,915 | 893 | 414 | **2.63** |
| Murray | 4.6 | 199 | 710 | 864 | 681 | 725 | 1,421 | 1,211 | 1,562 | 728 | 707 | 284 | 108 | **2.59** |
| Muskogee | 25.1 | 1,279 | 4,550 | 4,990 | 3,632 | 3,590 | 7,059 | 6,399 | 8,052 | 4,238 | 3,757 | 1,693 | 961 | **2.71** |
| Noble | 4.2 | 199 | 796 | 778 | 650 | 581 | 1,196 | 1,094 | 1,416 | 631 | 648 | 274 | 137 | **2.60** |
| Nowata | 4.0 | 165 | 610 | 669 | 598 | 624 | 1,334 | 1,081 | 1,433 | 609 | 566 | 207 | 104 | **2.48** |
| Okfuskee | 4.1 | 178 | 597 | 664 | 659 | 644 | 1,358 | 1,059 | 1,392 | 629 | 560 | 280 | 180 | **2.80** |
| Oklahoma | 238.0 | 16,480 | 56,115 | 51,270 | 34,713 | 31,494 | 47,928 | 68,136 | 77,468 | 39,234 | 32,426 | 13,332 | 7,404 | **2.52** |
| Okmulgee | 13.9 | 761 | 2,263 | 2,489 | 2,164 | 2,006 | 4,217 | 3,686 | 4,649 | 2,324 | 1,883 | 885 | 473 | **2.60** |
| Osage | 15.3 | 539 | 2,709 | 3,282 | 2,622 | 2,304 | 3,844 | 3,564 | 5,019 | 2,587 | 2,547 | 1,054 | 529 | **2.70** |
| Ottawa | 12.0 | 623 | 1,853 | 2,077 | 1,752 | 1,917 | 3,778 | 3,282 | 4,268 | 1,926 | 1,622 | 632 | 270 | **2.53** |
| Pawnee | 6.0 | 222 | 1,022 | 1,212 | 974 | 860 | 1,710 | 1,388 | 2,136 | 969 | 914 | 409 | 184 | **2.58** |
| Payne | 23.7 | 4,780 | 5,512 | 4,070 | 2,730 | 2,226 | 4,382 | 6,906 | 8,554 | 3,710 | 2,930 | 1,166 | 434 | **2.38** |
| Pittsburg | 15.9 | 629 | 2,495 | 2,821 | 2,433 | 2,556 | 4,966 | 4,191 | 5,681 | 2,577 | 2,256 | 836 | 359 | **2.55** |
| Pontotoc | 13.3 | 1,091 | 2,262 | 2,423 | 1,832 | 1,840 | 3,852 | 3,600 | 4,538 | 2,170 | 1,896 | 763 | 333 | **2.56** |
| Pottawatomie | 21.7 | 1,238 | 3,967 | 4,322 | 3,405 | 3,170 | 5,598 | 5,207 | 7,154 | 3,768 | 3,348 | 1,500 | 723 | **2.70** |
| Pushmataha | 4.3 | 153 | 615 | 715 | 692 | 728 | 1,397 | 1,138 | 1,488 | 698 | 608 | 252 | 116 | **2.53** |
| Roger Mills | 1.5 | 55 | 247 | 284 | 216 | 209 | 489 | 357 | 535 | 206 | 240 | 105 | 57 | **2.67** |
| Rogers | 20.0 | 851 | 3,907 | 4,724 | 3,893 | 2,995 | 3,630 | 3,551 | 6,747 | 3,928 | 3,659 | 1,475 | 640 | **2.78** |
| Seminole | 9.5 | 418 | 1,468 | 1,606 | 1,366 | 1,480 | 3,162 | 2,443 | 3,148 | 1,525 | 1,366 | 685 | 333 | **2.63** |
| ☐ Sequoyah | 12.4 | 679 | 2,238 | 2,433 | 2,222 | 1,868 | 2,960 | 2,581 | 3,932 | 2,533 | 2,029 | 840 | 485 | **2.75** |
| Stephens | 16.6 | 711 | 2,891 | 3,158 | 2,227 | 2,524 | 5,089 | 4,073 | 6,040 | 2,665 | 2,494 | 956 | 372 | **2.53** |
| Texas | 6.1 | 396 | 1,218 | 1,233 | 938 | 882 | 1,433 | 1,430 | 2,154 | 978 | 920 | 440 | 178 | **2.66** |
| Tillman | 3.9 | 154 | 624 | 617 | 550 | 556 | 1,399 | 1,029 | 1,314 | 561 | 583 | 255 | 158 | **2.64** |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

S&MM ESTIMATES

| METRO AREA County | 12/31/90 Total Households (Thousands) | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average House-hold Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **OKLAHOMA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Tulsa | 203.3 | 14,142 | 48,801 | 45,956 | 30,048 | 25,612 | 38,741 | 58,548 | 66,682 | 33,717 | 28,145 | 11,164 | 5,044 | 2.49 |
| Wagoner | 17.1 | 756 | 3,457 | 4,194 | 3,322 | 2,307 | 3,064 | 2,934 | 5,553 | 3,313 | 3,300 | 1,374 | 626 | 2.82 |
| Washington | 19.1 | 893 | 3,450 | 3,896 | 3,023 | 2,797 | 5,041 | 4,745 | 7,032 | 3,032 | 2,839 | 1,060 | 392 | 2.49 |
| Washita | 4.3 | 166 | 745 | 763 | 628 | 613 | 1,385 | 1,035 | 1,597 | 611 | 633 | 303 | 121 | 2.58 |
| Woods | 3.7 | 306 | 561 | 554 | 478 | 490 | 1,311 | 1,200 | 1,352 | 456 | 451 | 185 | 56 | 2.41 |
| Woodward | 6.9 | 362 | 1,496 | 1,392 | 1,066 | 975 | 1,609 | 1,668 | 2,361 | 1,087 | 1,112 | 484 | 188 | 2.70 |
| **TOTAL METRO COUNTIES** | 719.0 | **49,576** | **166,631** | **160,052** | **110,840** | **93,401** | **138,500** | **186,316** | **234,615** | **124,842** | **108,214** | **43,780** | **21,233** | **2.61** |
| **TOTAL STATE** | 1,204.9 | **78,162** | **252,404** | **248,753** | **182,134** | **163,909** | **279,538** | **309,120** | **402,907** | **203,298** | **179,400** | **74,363** | **35,812** | **2.61** |
| **OREGON** | | | | | | | | | | | | | | |
| **EUGENE - SPRINGFIELD** | **111.4** | **8,935** | **21,611** | **27,038** | **16,731** | **12,984** | **24,101** | **27,923** | **40,624** | **17,939** | **15,655** | **6,117** | **3,142** | **2.55** |
| Lane | 111.4 | 8,935 | 21,611 | 27,038 | 16,731 | 12,984 | 24,101 | 27,923 | 40,624 | 17,939 | 15,655 | 6,117 | 3,142 | 2.55 |
| **MEDFORD** | **57.9** | **2,998** | **9,663** | **13,255** | **9,030** | **7,765** | **15,189** | **13,906** | **22,096** | **9,093** | **7,737** | **3,261** | **1,807** | **2.56** |
| Jackson | 57.9 | 2,998 | 9,663 | 13,255 | 9,030 | 7,765 | 15,189 | 13,906 | 22,096 | 9,093 | 7,737 | 3,261 | 1,807 | 2.56 |
| **PORTLAND** | **491.8** | **27,995** | **107,182** | **125,734** | **76,705** | **55,467** | **98,717** | **131,801** | **167,164** | **79,263** | **69,863** | **27,827** | **15,882** | **2.55** |
| Clackamas | 105.0 | 4,050 | 19,379 | 27,959 | 19,777 | 13,334 | 20,501 | 21,561 | 36,831 | 18,378 | 17,633 | 6,931 | 3,666 | 2.69 |
| Multnomah | 242.9 | 15,963 | 54,138 | 59,847 | 33,757 | 26,699 | 52,496 | 77,508 | 80,813 | 36,495 | 29,156 | 11,785 | 7,143 | 2.41 |
| Washington | 121.2 | 6,799 | 29,249 | 32,593 | 19,589 | 12,623 | 20,347 | 28,272 | 41,657 | 20,695 | 19,337 | 7,335 | 3,904 | 2.62 |
| Yamhill | 22.7 | 1,183 | 4,416 | 5,335 | 3,582 | 2,811 | 5,373 | 4,460 | 7,863 | 3,695 | 3,737 | 1,776 | 1,169 | 2.92 |
| ***PORTLAND - VANCOUVER CONSOLIDATED AREA*** | *581.8* | *32,732* | *126,625* | *148,863* | *92,096* | *66,142* | *115,342* | *151,695* | *197,356* | *94,935* | *84,509* | *34,047* | *19,258* | *2.57* |
| **SALEM** | **102.6** | **6,238** | **19,570** | **23,017** | **15,653** | **12,771** | **25,351** | **24,720** | **36,125** | **16,047** | **14,539** | **6,641** | **4,528** | **2.73** |
| Marion | 84.3 | 4,870 | 16,567 | 18,786 | 12,877 | 10,427 | 20,773 | 20,704 | 29,449 | 13,131 | 11,907 | 5,348 | 3,761 | 2.73 |
| Polk | 18.3 | 1,368 | 3,003 | 4,231 | 2,776 | 2,344 | 4,578 | 4,016 | 6,676 | 2,916 | 2,632 | 1,293 | 767 | 2.73 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Baker | 6.1 | 229 | 987 | 1,144 | 955 | 897 | 1,888 | 1,585 | 2,369 | 807 | 773 | 375 | 191 | 2.49 |
| Benton | 26.2 | 3,560 | 5,739 | 6,289 | 3,591 | 2,662 | 4,359 | 6,612 | 9,670 | 4,101 | 3,769 | 1,369 | 679 | 2.71 |
| Clackamas | 105.0 | 4,050 | 19,379 | 27,959 | 19,777 | 13,334 | 20,501 | 21,561 | 36,831 | 18,378 | 17,633 | 6,931 | 3,666 | 2.69 |
| Clatsop | 13.4 | 644 | 2,364 | 2,980 | 1,978 | 1,813 | 3,621 | 3,757 | 4,803 | 1,943 | 1,739 | 789 | 369 | 2.49 |
| Columbia | 14.0 | 532 | 2,553 | 3,480 | 2,507 | 1,794 | 3,134 | 2,980 | 4,814 | 2,314 | 2,265 | 1,059 | 568 | 2.70 |
| Coos | 24.2 | 1,111 | 4,016 | 4,876 | 3,803 | 3,682 | 6,712 | 5,964 | 9,468 | 3,648 | 3,127 | 1,342 | 651 | 2.50 |
| Crook | 5.5 | 292 | 948 | 1,155 | 857 | 770 | 1,478 | 1,247 | 2,053 | 843 | 826 | 368 | 163 | 2.58 |
| Curry | 8.5 | 293 | 1,076 | 1,494 | 1,137 | 1,480 | 3,020 | 2,077 | 3,954 | 1,085 | 832 | 377 | 175 | 2.33 |
| Deschutes | 29.6 | 1,431 | 5,518 | 7,550 | 4,580 | 3,871 | 6,650 | 6,209 | 11,753 | 4,753 | 4,389 | 1,718 | 778 | 2.56 |
| Douglas | 36.0 | 1,686 | 6,194 | 7,774 | 5,632 | 5,448 | 9,266 | 7,729 | 13,483 | 5,805 | 5,403 | 2,290 | 1,290 | 2.64 |
| Gilliam | .7 | 22 | 117 | 136 | 87 | 109 | 229 | 187 | 269 | 85 | 95 | 45 | 19 | 2.43 |
| Grant | 3.1 | 120 | 558 | 699 | 508 | 478 | 737 | 783 | 1,124 | 472 | 439 | 200 | 82 | 2.52 |
| Harney | 2.8 | 116 | 516 | 604 | 469 | 427 | 668 | 692 | 1,007 | 420 | 427 | 160 | 94 | 2.54 |
| Hood River | 6.5 | 321 | 1,369 | 1,514 | 983 | 810 | 1,503 | 1,571 | 2,296 | 1,024 | 917 | 424 | 268 | 2.62 |
| Jackson | 57.9 | 2,998 | 9,663 | 13,255 | 9,030 | 7,765 | 15,189 | 13,906 | 22,096 | 9,093 | 7,737 | 3,261 | 1,807 | 2.56 |
| Jefferson | 4.8 | 273 | 974 | 1,029 | 725 | 670 | 1,129 | 901 | 1,743 | 734 | 693 | 380 | 349 | 2.88 |
| Josephine | 25.4 | 963 | 3,580 | 5,071 | 3,828 | 3,838 | 8,120 | 6,017 | 10,346 | 3,783 | 3,046 | 1,426 | 782 | 2.50 |
| Klamath | 22.3 | 1,416 | 4,046 | 4,890 | 3,433 | 3,154 | 5,361 | 5,402 | 8,163 | 3,453 | 3,105 | 1,394 | 783 | 2.59 |
| Lake | 2.8 | 124 | 467 | 612 | 478 | 418 | 701 | 655 | 1,030 | 405 | 449 | 181 | 80 | 2.57 |
| Lane | 111.4 | 8,935 | 21,611 | 27,038 | 16,731 | 12,984 | 24,101 | 27,923 | 40,624 | 17,939 | 15,655 | 6,117 | 3,142 | 2.55 |
| Lincoln | 16.6 | 650 | 2,475 | 3,547 | 2,248 | 2,553 | 5,127 | 4,407 | 6,967 | 2,152 | 1,902 | 808 | 364 | 2.37 |
| Linn | 34.9 | 1,955 | 6,431 | 7,610 | 5,558 | 4,590 | 8,756 | 7,746 | 12,710 | 5,651 | 5,208 | 2,308 | 1,277 | 2.62 |
| Malheur | 9.4 | 509 | 1,618 | 1,830 | 1,407 | 1,396 | 2,640 | 2,269 | 3,122 | 1,378 | 1,307 | 749 | 575 | 2.74 |
| Marion | 84.3 | 4,870 | 16,567 | 18,786 | 12,877 | 10,427 | 20,773 | 20,704 | 29,449 | 13,131 | 11,907 | 5,348 | 3,761 | 2.73 |
| Morrow | 2.8 | 141 | 529 | 659 | 447 | 436 | 588 | 615 | 972 | 425 | 435 | 222 | 131 | 2.68 |
| Multnomah | 242.9 | 15,963 | 54,138 | 59,847 | 33,757 | 26,699 | 52,496 | 77,508 | 80,813 | 36,495 | 29,156 | 11,785 | 7,143 | 2.41 |
| Polk | 18.3 | 1,368 | 3,003 | 4,231 | 2,776 | 2,344 | 4,578 | 4,016 | 6,676 | 2,916 | 2,632 | 1,293 | 767 | 2.73 |
| Sherman | .8 | 23 | 143 | 160 | 99 | 145 | 230 | 235 | 280 | 112 | 111 | 50 | 12 | 2.38 |
| Tillamook | 8.9 | 280 | 1,272 | 1,662 | 1,227 | 1,534 | 2,925 | 2,287 | 3,707 | 1,160 | 1,040 | 459 | 247 | 2.43 |
| Umatilla | 22.0 | 1,381 | 4,199 | 4,835 | 3,326 | 2,890 | 5,369 | 5,341 | 7,689 | 3,429 | 3,085 | 1,497 | 959 | 2.69 |
| Union | 9.0 | 765 | 1,541 | 2,080 | 1,346 | 1,121 | 2,147 | 2,160 | 3,312 | 1,349 | 1,284 | 602 | 293 | 2.61 |
| Wallowa | 2.8 | 96 | 459 | 616 | 404 | 405 | 820 | 725 | 1,095 | 350 | 368 | 179 | 83 | 2.46 |
| Wasco | 8.6 | 378 | 1,407 | 1,894 | 1,301 | 1,123 | 2,497 | 2,228 | 3,207 | 1,228 | 1,136 | 515 | 286 | 2.51 |
| Washington | 121.2 | 6,799 | 29,249 | 32,593 | 19,589 | 12,623 | 20,347 | 28,272 | 41,657 | 20,695 | 19,337 | 7,335 | 3,904 | 2.62 |
| Wheeler | .6 | 17 | 62 | 97 | 105 | 115 | 204 | 165 | 244 | 84 | 66 | 26 | 15 | 2.33 |
| Yamhill | 22.7 | 1,183 | 4,416 | 5,335 | 3,582 | 2,811 | 5,373 | 4,460 | 7,863 | 3,695 | 3,737 | 1,776 | 1,169 | 2.92 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES |  | Households by Age of Householder |  |  |  |  |  | Households by Number of Persons |  |  |  |  |  | Average House-hold Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Total Households (Thousands) | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More |  |
| **OREGON (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **TOTAL METRO COUNTIES** | 763.7 | 46,166 | 158,026 | 189,044 | 118,119 | 88,987 | 163,358 | 198,350 | 266,009 | 122,342 | 107,794 | 43,846 | 25,359 | 2.57 |
| **TOTAL STATE** | 1,112.0 | 65,494 | 219,184 | 265,331 | 171,138 | 137,616 | 253,237 | 280,896 | 397,659 | 175,335 | 156,030 | 65,158 | 36,922 | 2.58 |
| **PENNSYLVANIA** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **ALLENTOWN - BETHLEHEM - EASTON** | 262.1 | 10,225 | 51,358 | 56,284 | 39,792 | 38,376 | 66,065 | 61,479 | 88,018 | 47,635 | 41,478 | 16,405 | 7,085 | 2.64 |
| Carbon | 22.2 | 687 | 3,661 | 4,214 | 3,107 | 3,577 | 6,954 | 5,349 | 7,530 | 4,000 | 3,277 | 1,402 | 642 | 2.58 |
| Lehigh | 113.7 | 4,743 | 23,147 | 24,304 | 16,961 | 16,530 | 28,015 | 28,433 | 38,659 | 20,165 | 17,105 | 6,506 | 2,832 | 2.58 |
| Northampton | 91.9 | 3,631 | 17,372 | 19,957 | 14,063 | 13,547 | 23,330 | 20,077 | 30,861 | 17,172 | 15,305 | 5,920 | 2,565 | 2.72 |
| *Warren, N. J.* | *34.3* | *1,164* | *7,178* | *7,809* | *5,661* | *4,722* | *7,766* | *7,620* | *10,968* | *6,298* | *5,791* | *2,577* | *1,046* | *2.69* |
| **ALTOONA** | 50.2 | 2,040 | 8,670 | 9,987 | 7,378 | 7,714 | 14,411 | 12,986 | 16,098 | 8,989 | 7,542 | 3,199 | 1,386 | 2.60 |
| Blair | 50.2 | 2,040 | 8,670 | 9,987 | 7,378 | 7,714 | 14,411 | 12,986 | 16,098 | 8,989 | 7,542 | 3,199 | 1,386 | 2.60 |
| **BEAVER COUNTY** | 71.5 | 2,137 | 12,145 | 13,934 | 10,552 | 12,210 | 20,522 | 17,414 | 23,800 | 13,072 | 11,064 | 4,413 | 1,737 | 2.59 |
| Beaver | 71.5 | 2,137 | 12,145 | 13,934 | 10,552 | 12,210 | 20,522 | 17,414 | 23,800 | 13,072 | 11,064 | 4,413 | 1,737 | 2.59 |
| **ERIE** | 101.4 | 5,877 | 20,158 | 21,769 | 14,898 | 14,271 | 24,427 | 25,740 | 31,542 | 17,302 | 15,660 | 7,342 | 3,814 | 2.71 |
| Erie | 101.4 | 5,877 | 20,158 | 21,769 | 14,898 | 14,271 | 24,427 | 25,740 | 31,542 | 17,302 | 15,660 | 7,342 | 3,814 | 2.71 |
| **HARRISBURG - LEBANON - CARLISLE** | 227.6 | 11,353 | 46,269 | 50,798 | 34,907 | 32,911 | 51,362 | 57,687 | 76,424 | 40,660 | 34,123 | 12,882 | 5,824 | 2.60 |
| Cumberland | 74.1 | 3,902 | 14,793 | 16,657 | 11,790 | 10,796 | 16,162 | 17,939 | 25,679 | 13,439 | 11,387 | 4,091 | 1,565 | 2.66 |
| Dauphin | 95.5 | 4,844 | 19,918 | 21,305 | 13,991 | 13,527 | 21,915 | 27,130 | 31,085 | 16,250 | 13,288 | 5,234 | 2,513 | 2.50 |
| Lebanon | 42.9 | 1,981 | 8,362 | 9,104 | 6,655 | 6,460 | 10,338 | 9,837 | 14,699 | 7,888 | 6,647 | 2,524 | 1,305 | 2.67 |
| Perry | 15.1 | 626 | 3,196 | 3,732 | 2,471 | 2,128 | 2,947 | 2,781 | 4,961 | 3,083 | 2,801 | 1,033 | 441 | 2.76 |
| **JOHNSTOWN** | 91.0 | 2,852 | 14,245 | 17,755 | 12,696 | 14,555 | 28,897 | 23,373 | 29,203 | 15,948 | 13,692 | 6,001 | 2,783 | 2.63 |
| Cambria | 61.5 | 1,802 | 9,173 | 11,805 | 8,457 | 9,998 | 20,265 | 16,518 | 19,513 | 10,521 | 9,024 | 4,023 | 1,901 | 2.63 |
| Somerset | 29.5 | 1,050 | 5,072 | 5,950 | 4,239 | 4,557 | 8,632 | 6,855 | 9,690 | 5,427 | 4,668 | 1,978 | 882 | 2.64 |
| **LANCASTER** | 153.5 | 8,217 | 34,141 | 33,734 | 23,491 | 20,773 | 33,144 | 32,073 | 52,169 | 27,390 | 24,657 | 10,441 | 6,770 | 2.80 |
| Lancaster | 153.5 | 8,217 | 34,141 | 33,734 | 23,491 | 20,773 | 33,144 | 32,073 | 52,169 | 27,390 | 24,657 | 10,441 | 6,770 | 2.80 |
| **PHILADELPHIA** | 1,788.4 | 71,383 | 367,063 | 389,730 | 282,449 | 262,915 | 414,860 | 452,521 | 534,906 | 312,909 | 276,269 | 132,185 | 79,610 | 2.73 |
| Bucks | 193.2 | 5,842 | 41,237 | 48,296 | 34,197 | 28,420 | 35,208 | 37,063 | 59,634 | 36,618 | 36,174 | 16,097 | 7,614 | 2.84 |
| Chester | 135.9 | 4,813 | 29,007 | 34,134 | 24,432 | 19,070 | 24,444 | 27,460 | 44,032 | 25,189 | 23,966 | 10,413 | 4,840 | 2.82 |
| Delaware | 201.9 | 6,580 | 39,364 | 41,517 | 29,735 | 31,388 | 53,316 | 50,712 | 62,891 | 34,777 | 30,213 | 15,066 | 8,241 | 2.72 |
| Montgomery | 256.6 | 7,717 | 50,968 | 55,764 | 40,992 | 38,945 | 62,214 | 63,066 | 83,882 | 44,302 | 39,990 | 17,428 | 7,932 | 2.66 |
| Philadelphia | 602.8 | 32,301 | 119,750 | 116,558 | 86,438 | 87,330 | 160,423 | 190,482 | 166,845 | 97,320 | 75,433 | 40,038 | 32,682 | 2.63 |
| *Burlington, N. J.* | *138.0* | *4,472* | *29,834* | *33,055* | *24,403* | *20,966* | *25,270* | *27,025* | *42,472* | *26,570* | *25,053* | *11,304* | *5,576* | *2.89* |
| *Camden, N. J.* | *180.2* | *7,068* | *39,318* | *40,611* | *28,917* | *25,531* | *38,755* | *41,657* | *52,039* | *32,662* | *30,175* | *14,582* | *9,085* | *2.81* |
| *Gloucester, N. J.* | *79.8* | *2,590* | *17,585* | *19,795* | *13,335* | *11,265* | *15,230* | *15,056* | *23,111* | *15,471* | *15,265* | *7,257* | *3,640* | *2.92* |
| ***PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA*** | *2,168.4* | *89,213* | *447,303* | *474,391* | *344,161* | *317,084* | *496,268* | *540,824* | *653,764* | *383,689* | *337,805* | *158,243* | *94,075* | 2.74 |
| **PITTSBURGH** | 816.1 | 31,242 | 144,756 | 162,138 | 116,704 | 127,504 | 233,756 | 227,639 | 265,639 | 142,135 | 115,542 | 46,448 | 18,697 | 2.51 |
| Allegheny | 538.6 | 22,833 | 100,044 | 106,103 | 74,715 | 82,997 | 151,908 | 159,743 | 174,235 | 90,727 | 71,764 | 29,578 | 12,553 | 2.47 |
| Fayette | 55.8 | 1,943 | 8,749 | 10,854 | 7,932 | 8,856 | 17,466 | 13,932 | 17,700 | 10,516 | 8,640 | 3,449 | 1,563 | 2.59 |
| Washington | 78.1 | 2,358 | 12,336 | 15,835 | 11,934 | 12,383 | 23,254 | 19,170 | 25,708 | 14,388 | 12,124 | 4,945 | 1,765 | 2.61 |
| Westmoreland | 143.6 | 4,108 | 23,627 | 29,346 | 22,123 | 23,268 | 41,128 | 34,794 | 47,996 | 26,504 | 23,014 | 8,476 | 2,816 | 2.57 |
| ***PITTSBURGH - BEAVER VALLEY CONSOLIDATED AREA*** | *887.6* | *33,379* | *156,901* | *176,072* | *127,256* | *139,714* | *254,278* | *245,053* | *289,439* | *155,207* | *126,606* | *50,861* | *20,434* | 2.51 |
| **READING** | 128.5 | 5,542 | 24,937 | 26,611 | 19,046 | 19,173 | 33,191 | 30,242 | 44,007 | 23,276 | 19,909 | 7,338 | 3,728 | 2.64 |
| Berks | 128.5 | 5,542 | 24,937 | 26,611 | 19,046 | 19,173 | 33,191 | 30,242 | 44,007 | 23,276 | 19,909 | 7,338 | 3,728 | 2.64 |
| **SCRANTON - WILKES-BARRE** | 281.4 | 10,467 | 45,562 | 53,675 | 40,776 | 43,583 | 87,337 | 75,359 | 89,838 | 48,715 | 41,119 | 17,830 | 8,539 | 2.62 |
| Columbia | 23.5 | 1,487 | 4,067 | 4,650 | 3,454 | 3,416 | 6,426 | 5,672 | 8,087 | 4,182 | 3,561 | 1,363 | 635 | 2.69 |
| Lackawanna | 84.3 | 2,906 | 12,920 | 15,278 | 11,942 | 13,223 | 28,031 | 23,982 | 25,981 | 14,310 | 11,941 | 5,303 | 2,783 | 2.59 |
| Luzerne | 128.2 | 4,248 | 19,329 | 23,008 | 18,173 | 20,602 | 42,840 | 36,702 | 40,292 | 21,942 | 17,863 | 7,785 | 3,616 | 2.55 |
| Monroe | 35.3 | 1,381 | 7,297 | 8,396 | 5,502 | 4,999 | 7,725 | 6,776 | 12,418 | 6,427 | 6,007 | 2,571 | 1,101 | 2.80 |
| Wyoming | 10.1 | 445 | 1,949 | 2,343 | 1,705 | 1,343 | 2,315 | 2,227 | 3,060 | 1,854 | 1,747 | 808 | 404 | 2.80 |
| **SHARON** | 45.4 | 1,627 | 7,445 | 8,827 | 6,795 | 7,393 | 13,313 | 11,177 | 15,377 | 8,051 | 6,845 | 2,711 | 1,239 | 2.65 |
| Mercer | 45.4 | 1,627 | 7,445 | 8,827 | 6,795 | 7,393 | 13,313 | 11,177 | 15,377 | 8,051 | 6,845 | 2,711 | 1,239 | 2.65 |
| **STATE COLLEGE** | 43.0 | 6,830 | 9,802 | 8,364 | 5,763 | 4,999 | 7,242 | 10,148 | 14,381 | 8,177 | 6,754 | 2,577 | 963 | 2.90 |
| Centre | 43.0 | 6,830 | 9,802 | 8,364 | 5,763 | 4,999 | 7,242 | 10,148 | 14,381 | 8,177 | 6,754 | 2,577 | 963 | 2.90 |
| **WILLIAMSPORT** | 45.1 | 2,395 | 8,545 | 9,303 | 6,626 | 6,612 | 11,619 | 10,869 | 15,218 | 7,969 | 6,898 | 2,878 | 1,268 | 2.64 |
| Lycoming | 45.1 | 2,395 | 8,545 | 9,303 | 6,626 | 6,612 | 11,619 | 10,869 | 15,218 | 7,969 | 6,898 | 2,878 | 1,268 | 2.64 |
| **YORK** | 158.2 | 7,498 | 33,279 | 35,680 | 25,239 | 21,834 | 34,670 | 33,358 | 54,330 | 30,311 | 26,431 | 9,722 | 4,048 | 2.66 |
| Adams | 28.4 | 1,444 | 5,879 | 6,239 | 4,472 | 3,923 | 6,443 | 5,664 | 9,548 | 5,408 | 4,968 | 1,932 | 880 | 2.79 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| SaMM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average Household Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Total Households (Thousands) | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **PENNSYLVANIA (continued)** | | | | | | | | | | | | | | |
| **YORK (continued)** | | | | | | | | | | | | | | |
| York | 129.8 | 6,054 | 27,400 | 29,441 | 20,767 | 17,911 | 28,227 | 27,694 | 44,782 | 24,903 | 21,463 | 7,790 | 3,168 | 2.64 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Adams | 28.4 | 1,444 | 5,879 | 6,239 | 4,472 | 3,923 | 6,443 | 5,664 | 9,548 | 5,408 | 4,968 | 1,932 | 880 | 2.79 |
| Allegheny | 538.6 | 22,833 | 100,044 | 106,103 | 74,715 | 82,997 | 151,908 | 159,743 | 174,235 | 90,727 | 71,764 | 29,578 | 12,553 | 2.47 |
| Armstrong | 28.2 | 817 | 4,837 | 5,527 | 4,062 | 4,345 | 8,612 | 6,800 | 9,238 | 5,066 | 4,609 | 1,844 | 643 | 2.60 |
| Beaver | 71.5 | 2,137 | 12,145 | 13,934 | 10,552 | 12,210 | 20,522 | 17,414 | 23,800 | 13,072 | 11,064 | 4,413 | 1,737 | 2.59 |
| Bedford | 18.1 | 679 | 3,221 | 3,449 | 2,960 | 2,884 | 4,907 | 3,916 | 6,010 | 3,474 | 2,959 | 1,193 | 548 | 2.65 |
| Berks | 128.5 | 5,542 | 24,937 | 26,611 | 19,046 | 19,173 | 33,191 | 30,242 | 44,007 | 23,276 | 19,909 | 7,338 | 3,728 | 2.64 |
| Blair | 50.2 | 2,040 | 8,670 | 9,987 | 7,378 | 7,714 | 14,411 | 12,986 | 16,098 | 8,989 | 7,542 | 3,199 | 1,386 | 2.60 |
| Bradford | 22.5 | 993 | 4,184 | 4,669 | 3,658 | 3,280 | 5,716 | 5,007 | 7,330 | 3,912 | 3,705 | 1,756 | 790 | 2.71 |
| Bucks | 193.2 | 5,842 | 41,237 | 48,296 | 34,197 | 28,420 | 35,208 | 37,063 | 59,634 | 36,618 | 36,174 | 16,097 | 7,614 | 2.84 |
| Butler | 55.5 | 2,289 | 10,962 | 12,744 | 8,816 | 7,888 | 12,801 | 12,415 | 17,645 | 10,260 | 9,489 | 4,130 | 1,561 | 2.75 |
| Cambria | 61.5 | 1,802 | 9,173 | 11,805 | 8,457 | 9,998 | 20,265 | 16,518 | 19,513 | 10,521 | 9,024 | 4,023 | 1,901 | 2.63 |
| Cameron | 2.4 | 111 | 368 | 455 | 335 | 397 | 734 | 704 | 798 | 370 | 300 | 145 | 83 | 2.46 |
| Carbon | 22.2 | 687 | 3,661 | 4,214 | 3,107 | 3,577 | 6,954 | 5,349 | 7,530 | 4,000 | 3,277 | 1,402 | 642 | 2.58 |
| Centre | 43.0 | 6,830 | 9,802 | 8,364 | 5,763 | 4,999 | 7,242 | 10,148 | 14,381 | 8,177 | 6,754 | 2,577 | 963 | 2.90 |
| Chester | 135.9 | 4,813 | 29,007 | 34,134 | 24,432 | 19,070 | 24,444 | 27,460 | 44,032 | 25,189 | 23,966 | 10,413 | 4,840 | 2.82 |
| Clarion | 15.0 | 1,075 | 2,652 | 2,932 | 2,287 | 2,229 | 3,825 | 3,597 | 4,866 | 2,616 | 2,494 | 1,025 | 402 | 2.77 |
| Clearfield | 29.7 | 1,156 | 5,249 | 5,770 | 4,420 | 4,504 | 8,601 | 7,246 | 9,540 | 5,219 | 4,875 | 1,988 | 832 | 2.62 |
| Clinton | 13.8 | 628 | 2,307 | 2,583 | 2,080 | 2,265 | 3,937 | 3,422 | 4,667 | 2,441 | 2,078 | 810 | 382 | 2.69 |
| Columbia | 23.5 | 1,487 | 4,067 | 4,650 | 3,454 | 3,416 | 6,426 | 5,672 | 8,087 | 4,182 | 3,561 | 1,363 | 635 | 2.69 |
| Crawford | 32.1 | 1,498 | 5,729 | 6,726 | 5,002 | 4,698 | 8,447 | 7,888 | 10,627 | 5,423 | 4,893 | 2,088 | 1,181 | 2.68 |
| Cumberland | 74.1 | 3,902 | 14,793 | 16,657 | 11,790 | 10,796 | 16,162 | 17,939 | 25,679 | 13,439 | 11,387 | 4,091 | 1,565 | 2.66 |
| Dauphin | 95.5 | 4,844 | 19,918 | 21,305 | 13,991 | 13,527 | 21,915 | 27,130 | 31,085 | 16,250 | 13,288 | 5,234 | 2,513 | 2.50 |
| Delaware | 201.9 | 6,580 | 39,364 | 41,517 | 29,735 | 31,388 | 53,316 | 50,712 | 62,891 | 34,777 | 30,213 | 15,066 | 8,241 | 2.72 |
| Elk | 13.0 | 390 | 2,383 | 2,518 | 1,938 | 2,114 | 3,657 | 3,152 | 4,053 | 2,306 | 2,056 | 1,001 | 432 | 2.66 |
| Erie | 101.4 | 5,877 | 20,158 | 21,769 | 14,898 | 14,271 | 24,427 | 25,740 | 31,542 | 17,302 | 15,660 | 7,342 | 3,814 | 2.71 |
| Fayette | 55.8 | 1,943 | 8,749 | 10,854 | 7,932 | 8,856 | 17,466 | 13,932 | 17,700 | 10,516 | 8,640 | 3,449 | 1,563 | 2.59 |
| Forest | 1.9 | 65 | 237 | 335 | 312 | 347 | 604 | 500 | 737 | 271 | 233 | 120 | 39 | 2.53 |
| Franklin | 46.0 | 2,191 | 8,960 | 9,685 | 7,392 | 6,816 | 10,956 | 10,049 | 15,921 | 8,826 | 7,275 | 2,664 | 1,265 | 2.65 |
| Fulton | 5.2 | 240 | 1,020 | 1,025 | 869 | 814 | 1,232 | 1,077 | 1,703 | 991 | 896 | 371 | 162 | 2.69 |
| Greene | 14.6 | 571 | 2,395 | 3,150 | 2,103 | 2,068 | 4,313 | 3,542 | 4,524 | 2,677 | 2,327 | 1,101 | 429 | 2.70 |
| Huntingdon | 15.6 | 654 | 2,717 | 3,175 | 2,476 | 2,491 | 4,087 | 3,796 | 5,056 | 2,775 | 2,542 | 969 | 462 | 2.84 |
| Indiana | 31.6 | 2,468 | 5,707 | 6,534 | 4,562 | 4,253 | 8,076 | 7,321 | 10,027 | 5,557 | 5,354 | 2,358 | 983 | 2.84 |
| Jefferson | 17.5 | 663 | 3,138 | 3,441 | 2,467 | 2,608 | 5,183 | 4,317 | 5,678 | 2,994 | 2,873 | 1,171 | 467 | 2.62 |
| Juniata | 7.7 | 351 | 1,516 | 1,608 | 1,201 | 1,139 | 1,885 | 1,571 | 2,650 | 1,441 | 1,300 | 486 | 252 | 2.70 |
| Lackawanna | 84.3 | 2,906 | 12,920 | 15,278 | 11,942 | 13,223 | 28,031 | 23,982 | 25,981 | 14,310 | 11,941 | 5,303 | 2,783 | 2.59 |
| Lancaster | 153.5 | 8,217 | 34,141 | 33,734 | 23,491 | 20,773 | 33,144 | 32,073 | 52,169 | 27,390 | 24,657 | 10,441 | 6,770 | 2.80 |
| Lawrence | 36.1 | 1,075 | 5,589 | 6,897 | 5,231 | 5,915 | 11,373 | 8,746 | 11,870 | 6,511 | 5,579 | 2,340 | 1,054 | 2.65 |
| Lebanon | 42.9 | 1,981 | 8,362 | 9,104 | 6,655 | 6,460 | 10,338 | 9,837 | 14,699 | 7,888 | 6,647 | 2,524 | 1,305 | 2.67 |
| Lehigh | 113.7 | 4,743 | 23,147 | 24,304 | 16,961 | 16,530 | 28,015 | 28,433 | 38,659 | 20,165 | 17,105 | 6,506 | 2,832 | 2.58 |
| Luzerne | 128.2 | 4,248 | 19,329 | 23,008 | 18,173 | 20,602 | 42,840 | 36,702 | 40,292 | 21,942 | 17,863 | 7,785 | 3,616 | 2.55 |
| Lycoming | 45.1 | 2,395 | 8,545 | 9,303 | 6,626 | 6,612 | 11,619 | 10,869 | 15,218 | 7,969 | 6,898 | 2,878 | 1,268 | 2.64 |
| McKean | 17.7 | 732 | 3,062 | 3,362 | 2,593 | 2,754 | 5,197 | 4,668 | 5,837 | 2,914 | 2,660 | 1,101 | 520 | 2.64 |
| Mercer | 45.4 | 1,627 | 7,445 | 8,827 | 6,795 | 7,395 | 13,313 | 11,177 | 15,377 | 8,051 | 6,845 | 2,711 | 1,239 | 2.65 |
| Mifflin | 17.7 | 766 | 3,177 | 3,322 | 2,856 | 2,711 | 4,868 | 4,336 | 5,820 | 3,229 | 2,727 | 986 | 602 | 2.61 |
| Monroe | 35.3 | 1,381 | 7,297 | 8,396 | 5,502 | 4,999 | 7,725 | 6,776 | 12,418 | 6,427 | 6,007 | 2,571 | 1,101 | 2.80 |
| Montgomery | 256.6 | 7,717 | 50,968 | 55,764 | 40,992 | 38,945 | 62,214 | 63,066 | 83,882 | 44,302 | 39,990 | 17,428 | 7,932 | 2.66 |
| Montour | 6.5 | 301 | 1,412 | 1,332 | 992 | 912 | 1,551 | 1,707 | 2,116 | 1,133 | 939 | 435 | 170 | 2.72 |
| Northampton | 91.9 | 3,631 | 17,372 | 19,957 | 14,063 | 13,547 | 23,330 | 20,077 | 30,861 | 17,172 | 15,305 | 5,920 | 2,565 | 2.72 |
| Northumberland | 38.7 | 1,505 | 6,291 | 7,165 | 5,691 | 5,895 | 12,153 | 10,599 | 12,794 | 6,655 | 5,574 | 2,219 | 859 | 2.50 |
| Perry | 15.1 | 626 | 3,196 | 3,732 | 2,471 | 2,128 | 2,947 | 2,781 | 4,961 | 3,083 | 2,801 | 1,033 | 441 | 2.76 |
| Philadelphia | 602.8 | 32,301 | 119,750 | 116,558 | 86,438 | 87,330 | 160,423 | 190,482 | 166,845 | 97,320 | 75,433 | 40,038 | 32,682 | 2.63 |
| Pike | 11.0 | 300 | 2,202 | 2,300 | 1,548 | 1,806 | 2,844 | 2,201 | 4,126 | 1,893 | 1,709 | 715 | 356 | 2.65 |
| Potter | 6.2 | 277 | 1,078 | 1,218 | 957 | 932 | 1,738 | 1,429 | 2,098 | 1,004 | 968 | 469 | 232 | 2.69 |
| Schuylkill | 60.5 | 1,915 | 9,023 | 10,781 | 8,144 | 9,945 | 20,692 | 16,915 | 19,269 | 10,591 | 8,617 | 3,559 | 1,549 | 2.51 |
| Snyder | 12.8 | 747 | 2,631 | 2,639 | 2,019 | 1,802 | 2,962 | 2,584 | 4,341 | 2,374 | 2,203 | 826 | 472 | 2.88 |
| Somerset | 29.5 | 1,050 | 5,072 | 5,950 | 4,239 | 4,557 | 8,632 | 6,855 | 9,690 | 5,427 | 4,668 | 1,978 | 882 | 2.64 |
| Sullivan | 2.3 | 63 | 380 | 388 | 299 | 406 | 764 | 618 | 798 | 379 | 292 | 130 | 83 | 2.65 |
| Susquehanna | 15.0 | 542 | 2,801 | 3,046 | 2,473 | 2,163 | 3,975 | 3,219 | 4,927 | 2,723 | 2,416 | 1,163 | 552 | 2.71 |
| Tioga | 15.0 | 730 | 2,626 | 2,912 | 2,496 | 2,222 | 4,014 | 3,318 | 5,206 | 2,631 | 2,371 | 986 | 488 | 2.74 |
| Union | 11.8 | 665 | 2,230 | 2,534 | 1,899 | 1,712 | 2,760 | 2,616 | 4,011 | 2,117 | 1,852 | 774 | 430 | 3.08 |
| Venango | 22.2 | 786 | 4,064 | 4,741 | 3,258 | 3,590 | 5,761 | 5,310 | 7,387 | 3,820 | 3,542 | 1,537 | 604 | 2.65 |
| Warren | 17.2 | 659 | 3,159 | 3,533 | 2,773 | 2,630 | 4,446 | 4,217 | 5,990 | 2,786 | 2,593 | 1,139 | 475 | 2.61 |
| Washington | 78.1 | 2,358 | 12,336 | 15,835 | 11,934 | 12,383 | 23,254 | 19,170 | 25,708 | 14,388 | 12,124 | 4,945 | 1,765 | 2.61 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| SaMM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Total Households (Thousands) | Under 25 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | Average Household Size |
| **PENNSYLVANIA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Wayne | 14.9 | 479 | 2,522 | 3,063 | 2,246 | 2,277 | 4,313 | 3,286 | 5,145 | 2,465 | 2,368 | 1,083 | 553 | 2.72 |
| Westmoreland | 143.6 | 4,108 | 23,627 | 29,346 | 22,123 | 23,268 | 41,128 | 34,794 | 47,996 | 26,504 | 23,014 | 8,476 | 2,816 | 2.57 |
| Wyoming | 10.1 | 445 | 1,949 | 2,343 | 1,705 | 1,343 | 2,315 | 2,227 | 3,060 | 1,854 | 1,747 | 808 | 404 | 2.80 |
| York | 129.8 | 6,054 | 27,400 | 29,441 | 20,767 | 17,911 | 28,227 | 27,694 | 44,782 | 24,903 | 21,463 | 7,790 | 3,168 | 2.64 |
| **TOTAL METRO COUNTIES** | **3,831.1** | **164,391** | **734,460** | **797,319** | **574,796** | **572,339** | **987,795** | **990,707** | **1,222,360** | **671,538** | **571,699** | **246,652** | **128,144** | **2.64** |
| **TOTAL STATE** | **4,507.1** | **192,772** | **854,289** | **932,878** | **677,231** | **675,151** | **1,174,779** | **1,152,796** | **1,445,165** | **791,382** | **678,367** | **291,334** | **148,056** | **2.64** |
| **RHODE ISLAND** | | | | | | | | | | | | | | |
| **PROVIDENCE - PAWTUCKET - WOONSOCKET** | **347.2** | **17,787** | **70,872** | **72,656** | **50,294** | **48,113** | **87,478** | **91,303** | **107,997** | **61,528** | **53,616** | **21,974** | **10,782** | **2.65** |
| Bristol | 17.6 | 581 | 3,132 | 3,734 | 2,831 | 2,760 | 4,562 | 3,820 | 5,724 | 3,340 | 3,019 | 1,217 | 480 | 2.78 |
| Kent | 62.4 | 1,940 | 11,917 | 13,939 | 9,911 | 9,103 | 15,590 | 15,898 | 19,581 | 10,929 | 10,193 | 4,113 | 1,686 | 2.60 |
| Providence | 227.4 | 13,067 | 47,579 | 45,429 | 31,351 | 31,141 | 58,833 | 62,985 | 69,560 | 39,762 | 33,620 | 13,944 | 7,529 | 2.63 |
| Washington | 39.8 | 2,199 | 8,244 | 9,554 | 6,201 | 5,109 | 8,493 | 8,600 | 13,132 | 7,497 | 6,784 | 2,700 | 1,087 | 2.80 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Bristol | 17.6 | 581 | 3,132 | 3,734 | 2,831 | 2,760 | 4,562 | 3,820 | 5,724 | 3,340 | 3,019 | 1,217 | 480 | 2.78 |
| Kent | 62.4 | 1,940 | 11,917 | 13,939 | 9,911 | 9,103 | 15,590 | 15,898 | 19,581 | 10,929 | 10,193 | 4,113 | 1,686 | 2.60 |
| Newport | 32.8 | 1,665 | 6,827 | 7,591 | 5,031 | 4,364 | 7,327 | 8,334 | 10,584 | 5,995 | 5,049 | 1,982 | 856 | 2.67 |
| Providence | 227.4 | 13,067 | 47,579 | 45,429 | 31,351 | 31,141 | 58,833 | 62,985 | 69,560 | 39,762 | 33,620 | 13,944 | 7,529 | 2.63 |
| Washington | 39.8 | 2,199 | 8,244 | 9,554 | 6,201 | 5,109 | 8,493 | 8,600 | 13,132 | 7,497 | 6,784 | 2,700 | 1,087 | 2.80 |
| **TOTAL METRO COUNTIES** | **347.2** | **17,787** | **70,872** | **72,656** | **50,294** | **48,113** | **87,478** | **91,303** | **107,997** | **61,528** | **53,616** | **21,974** | **10,782** | **2.65** |
| **TOTAL STATE** | **380.0** | **19,452** | **77,699** | **80,247** | **55,325** | **52,477** | **94,800** | **99,637** | **118,581** | **67,523** | **58,665** | **23,956** | **11,638** | **2.66** |
| **SOUTH CAROLINA** | | | | | | | | | | | | | | |
| **ANDERSON** | **55.9** | **2,600** | **10,623** | **11,728** | **9,368** | **8,365** | **13,216** | **12,678** | **18,684** | **10,893** | **8,842** | **3,254** | **1,549** | **2.62** |
| Anderson | 55.9 | 2,600 | 10,623 | 11,728 | 9,368 | 8,365 | 13,216 | 12,678 | 18,684 | 10,893 | 8,842 | 3,254 | 1,549 | 2.62 |
| **CHARLESTON** | **180.8** | **13,769** | **47,952** | **41,981** | **27,049** | **21,387** | **28,662** | **38,527** | **55,177** | **35,561** | **30,293** | **13,395** | **7,847** | **2.85** |
| Berkeley | 43.3 | 3,266 | 12,650 | 10,974 | 6,776 | 4,712 | 4,922 | 6,801 | 11,657 | 9,335 | 8,970 | 4,250 | 2,287 | 3.04 |
| Charleston | 108.5 | 8,465 | 27,486 | 23,682 | 15,587 | 13,496 | 19,784 | 26,786 | 35,045 | 19,883 | 15,542 | 6,870 | 4,374 | 2.75 |
| Dorchester | 29.0 | 2,038 | 7,816 | 7,325 | 4,686 | 3,179 | 3,956 | 4,940 | 8,475 | 6,343 | 5,781 | 2,275 | 1,186 | 2.94 |
| **CHARLOTTE - GASTONIA - ROCK HILL** | **448.3** | **26,492** | **105,347** | **102,981** | **72,433** | **58,990** | **82,057** | **103,536** | **148,773** | **86,977** | **70,675** | **25,565** | **12,774** | **2.64** |
| York | 47.8 | 2,896 | 10,185 | 10,823 | 8,242 | 6,632 | 9,022 | 9,362 | 15,639 | 9,769 | 8,053 | 3,183 | 1,794 | 2.79 |
| *Cabarrus, N. C.* | *37.9* | *1,941* | *7,584* | *8,138* | *6,352* | *5,424* | *8,441* | *8,121* | *12,901* | *7,624* | *6,221* | *2,112* | *921* | *2.64* |
| *Gaston, N. C.* | *65.7* | *3,730* | *13,530* | *14,453* | *10,643* | *9,654* | *13,670* | *13,655* | *21,455* | *13,984* | *10,850* | *3,818* | *1,938* | *2.68* |
| *Lincoln, N. C.* | *19.1* | *1,068* | *4,016* | *4,224* | *3,311* | *2,678* | *3,803* | *3,643* | *6,517* | *4,106* | *3,281* | *1,043* | *510* | *2.68* |
| *Mecklenburg, N. C.* | *205.2* | *13,347* | *55,128* | *49,641* | *31,754* | *24,268* | *31,062* | *53,347* | *68,270* | *37,132* | *29,989* | *11,022* | *5,440* | *2.55* |
| *Rowan, N. C.* | *42.8* | *2,071* | *8,378* | *8,688* | *6,665* | *6,310* | *10,688* | *10,305* | *14,538* | *8,014* | *6,576* | *2,261* | *1,006* | *2.60* |
| *Union, N. C.* | *29.8* | *1,439* | *6,526* | *6,994* | *5,466* | *4,024* | *5,351* | *5,103* | *9,353* | *6,348* | *5,705* | *2,126* | *1,165* | *2.87* |
| **COLUMBIA** | **165.1** | **10,950** | **40,620** | **40,509** | **26,019** | **20,403** | **26,599** | **38,903** | **52,705** | **31,742** | **26,240** | **10,286** | **5,224** | **2.78** |
| Lexington | 63.0 | 3,321 | 14,628 | 16,034 | 11,391 | 8,142 | 9,484 | 11,879 | 20,626 | 13,328 | 11,564 | 3,984 | 1,619 | 2.72 |
| Richland | 102.1 | 7,629 | 25,992 | 24,475 | 14,628 | 12,261 | 17,115 | 27,024 | 32,079 | 18,414 | 14,676 | 6,302 | 3,605 | 2.81 |
| **FLORENCE** | **40.4** | **2,048** | **7,912** | **9,574** | **6,817** | **5,753** | **8,296** | **8,814** | **11,998** | **7,856** | **6,676** | **3,007** | **2,049** | **2.84** |
| Florence | 40.4 | 2,048 | 7,912 | 9,574 | 6,817 | 5,753 | 8,296 | 8,814 | 11,998 | 7,856 | 6,676 | 3,007 | 2,049 | 2.84 |
| **GREENVILLE - SPARTANBURG** | **243.5** | **14,729** | **50,585** | **53,375** | **40,261** | **33,522** | **51,028** | **57,201** | **80,242** | **47,315** | **38,103** | **13,832** | **6,807** | **2.66** |
| Greenville | 124.4 | 6,936 | 27,134 | 27,459 | 20,554 | 16,879 | 25,438 | 30,726 | 40,820 | 23,446 | 19,066 | 7,007 | 3,335 | 2.60 |
| Pickens | 33.9 | 3,198 | 6,825 | 7,091 | 5,342 | 4,577 | 6,867 | 7,301 | 11,420 | 6,996 | 5,564 | 1,849 | 770 | 2.80 |
| Spartanburg | 85.2 | 4,595 | 16,626 | 18,825 | 14,365 | 12,066 | 18,723 | 19,174 | 28,002 | 16,873 | 13,473 | 4,976 | 2,702 | 2.68 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Abbeville | 8.8 | 401 | 1,516 | 1,784 | 1,384 | 1,375 | 2,340 | 2,075 | 2,780 | 1,606 | 1,442 | 541 | 356 | 2.72 |
| ☐ Aiken | 45.4 | 2,402 | 9,927 | 10,011 | 7,238 | 6,619 | 9,203 | 10,231 | 14,581 | 8,505 | 7,388 | 3,070 | 1,625 | 2.69 |
| Allendale | 3.8 | 148 | 709 | 939 | 645 | 561 | 778 | 988 | 1,006 | 667 | 569 | 288 | 282 | 3.11 |
| Anderson | 55.9 | 2,600 | 10,623 | 11,728 | 9,368 | 8,365 | 13,216 | 12,678 | 18,684 | 10,893 | 8,842 | 3,254 | 1,549 | 2.62 |
| Bamberg | 5.6 | 229 | 993 | 1,230 | 843 | 826 | 1,479 | 1,362 | 1,530 | 977 | 851 | 478 | 402 | 3.00 |
| Barnwell | 7.1 | 332 | 1,472 | 1,615 | 1,070 | 988 | 1,623 | 1,585 | 2,059 | 1,283 | 1,172 | 574 | 427 | 2.86 |
| Beaufort | 31.3 | 2,174 | 7,789 | 6,254 | 3,960 | 4,197 | 6,926 | 6,406 | 11,876 | 5,614 | 4,442 | 1,967 | 995 | 2.81 |
| Berkeley | 43.3 | 3,266 | 12,650 | 10,974 | 6,776 | 4,712 | 4,922 | 6,801 | 11,657 | 9,335 | 8,970 | 4,250 | 2,287 | 3.04 |
| Calhoun | 4.5 | 120 | 740 | 1,038 | 761 | 648 | 1,193 | 1,007 | 1,314 | 792 | 774 | 340 | 273 | 2.84 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Under 25 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | Average Household Size |
| **SOUTH CAROLINA** *(continued)* | | | | | | | | | | | | | | |
| **ALL COUNTIES** *(continued)* | | | | | | | | | | | | | | |
| Charleston | 108.5 | 8,465 | 27,486 | 23,682 | 15,587 | 13,496 | 19,784 | 26,386 | 35,045 | 19,883 | 15,542 | 6,870 | 4,374 | 2.75 |
| Cherokee | 16.6 | 827 | 3,098 | 3,512 | 2,798 | 2,453 | 3,912 | 3,791 | 4,994 | 3,322 | 2,848 | 1,057 | 588 | 2.70 |
| Chester | 11.5 | 457 | 2,033 | 2,457 | 1,855 | 1,731 | 2,967 | 2,586 | 3,341 | 2,193 | 1,835 | 864 | 681 | 2.81 |
| Chesterfield | 14.1 | 675 | 2,582 | 3,068 | 2,309 | 2,159 | 3,307 | 3,206 | 4,179 | 2,817 | 2,316 | 952 | 630 | 2.74 |
| Clarendon | 9.6 | 319 | 1,542 | 2,039 | 1,620 | 1,497 | 2,583 | 1,976 | 2,706 | 1,757 | 1,583 | 817 | 761 | 2.98 |
| Colleton | 12.1 | 454 | 2,159 | 2,597 | 1,992 | 1,869 | 3,029 | 2,596 | 3,589 | 2,266 | 1,902 | 982 | 765 | 2.86 |
| Darlington | 22.0 | 974 | 3,944 | 5,244 | 3,683 | 3,200 | 4,955 | 4,855 | 6,508 | 4,303 | 3,634 | 1,629 | 1,071 | 2.81 |
| Dillon | 9.9 | 439 | 1,817 | 2,164 | 1,613 | 1,455 | 2,412 | 2,267 | 2,566 | 1,888 | 1,650 | 778 | 751 | 2.94 |
| Dorchester | 29.0 | 2,038 | 7,816 | 7,325 | 4,686 | 3,179 | 3,956 | 4,940 | 8,475 | 6,343 | 5,781 | 2,275 | 1,186 | 2.94 |
| Edgefield | 6.5 | 241 | 1,315 | 1,464 | 1,052 | 912 | 1,516 | 1,422 | 1,879 | 1,236 | 1,058 | 514 | 391 | 2.85 |
| Fairfield | 7.5 | 285 | 1,306 | 1,671 | 1,146 | 1,131 | 1,961 | 1,641 | 2,073 | 1,337 | 1,232 | 644 | 573 | 2.99 |
| Florence | 40.4 | 2,048 | 7,912 | 9,574 | 6,817 | 5,753 | 8,296 | 8,814 | 11,998 | 7,856 | 6,676 | 3,007 | 2,049 | 2.84 |
| Georgetown | 16.5 | 606 | 3,053 | 3,667 | 2,540 | 2,493 | 4,141 | 3,400 | 5,254 | 2,897 | 2,615 | 1,265 | 1,069 | 2.84 |
| Greenville | 124.4 | 6,936 | 27,134 | 27,459 | 20,554 | 16,879 | 25,438 | 30,726 | 40,820 | 23,446 | 19,066 | 7,007 | 3,335 | 2.60 |
| Greenwood | 22.8 | 1,318 | 4,411 | 4,683 | 3,576 | 3,304 | 5,508 | 5,764 | 7,314 | 4,303 | 3,387 | 1,346 | 686 | 2.62 |
| Hampton | 6.3 | 287 | 1,157 | 1,393 | 983 | 889 | 1,591 | 1,433 | 1,781 | 1,073 | 1,045 | 536 | 432 | 2.89 |
| Horry | 56.9 | 3,522 | 12,359 | 11,653 | 8,575 | 8,773 | 12,018 | 12,687 | 21,600 | 10,211 | 7,877 | 2,909 | 1,616 | 2.58 |
| Jasper | 5.3 | 236 | 1,031 | 1,118 | 847 | 781 | 1,287 | 1,152 | 1,459 | 1,030 | 876 | 442 | 341 | 2.94 |
| Kershaw | 16.0 | 610 | 2,963 | 3,653 | 2,791 | 2,467 | 3,516 | 3,260 | 5,142 | 3,081 | 2,771 | 1,122 | 624 | 2.76 |
| Lancaster | 19.8 | 976 | 3,777 | 4,321 | 3,400 | 2,901 | 4,425 | 3,987 | 6,231 | 4,058 | 3,440 | 1,324 | 760 | 2.76 |
| Laurens | 20.8 | 1,053 | 3,667 | 4,377 | 3,544 | 3,192 | 4,967 | 4,641 | 6,516 | 4,049 | 3,412 | 1,331 | 851 | 2.81 |
| Lee | 6.0 | 198 | 1,142 | 1,390 | 878 | 902 | 1,490 | 1,266 | 1,539 | 1,178 | 1,004 | 509 | 504 | 3.07 |
| Lexington | 63.0 | 3,321 | 14,628 | 16,034 | 11,391 | 8,142 | 9,484 | 11,879 | 20,626 | 13,328 | 11,564 | 3,984 | 1,619 | 2.72 |
| McCormick | 2.7 | 86 | 441 | 568 | 435 | 422 | 748 | 613 | 823 | 512 | 406 | 203 | 143 | 3.30 |
| Marion | 11.8 | 455 | 2,062 | 2,658 | 1,937 | 1,765 | 2,923 | 2,670 | 3,235 | 2,236 | 1,902 | 944 | 813 | 2.87 |
| Marlboro | 10.1 | 461 | 1,768 | 2,160 | 1,626 | 1,541 | 2,544 | 2,425 | 2,701 | 1,957 | 1,580 | 768 | 669 | 2.90 |
| Newberry | 12.4 | 508 | 2,157 | 2,556 | 1,921 | 1,792 | 3,466 | 3,087 | 3,838 | 2,247 | 1,925 | 800 | 503 | 2.69 |
| Oconee | 22.7 | 1,146 | 4,247 | 4,561 | 3,863 | 3,602 | 5,281 | 4,998 | 8,135 | 4,255 | 3,470 | 1,318 | 524 | 2.57 |
| Orangeburg | 29.1 | 1,263 | 5,404 | 6,429 | 4,697 | 4,294 | 7,013 | 6,608 | 8,507 | 5,321 | 4,576 | 2,236 | 1,852 | 2.93 |
| Pickens | 33.9 | 3,198 | 6,825 | 7,091 | 5,342 | 4,577 | 6,867 | 7,301 | 11,420 | 6,996 | 5,564 | 1,849 | 770 | 2.80 |
| Richland | 102.1 | 7,629 | 25,992 | 24,475 | 14,628 | 12,261 | 17,115 | 27,024 | 32,079 | 18,414 | 14,676 | 6,302 | 3,605 | 2.81 |
| Saluda | 5.8 | 207 | 1,062 | 1,166 | 951 | 898 | 1,516 | 1,226 | 1,849 | 1,080 | 949 | 416 | 280 | 2.81 |
| Spartanburg | 85.2 | 4,595 | 16,626 | 19,825 | 14,365 | 12,066 | 18,723 | 19,174 | 28,002 | 16,873 | 13,473 | 4,976 | 2,702 | 2.68 |
| Sumter | 33.0 | 1,972 | 7,967 | 7,283 | 5,044 | 4,406 | 6,328 | 6,276 | 9,465 | 6,595 | 5,940 | 2,799 | 1,925 | 3.13 |
| Union | 11.4 | 448 | 1,963 | 2,299 | 1,851 | 1,813 | 3,026 | 2,695 | 3,478 | 2,345 | 1,771 | 694 | 417 | 2.66 |
| Williamsburg | 12.1 | 419 | 2,099 | 2,724 | 1,897 | 1,833 | 3,128 | 2,554 | 3,128 | 2,158 | 2,049 | 1,134 | 1,077 | 3.04 |
| York | 47.8 | 2,896 | 10,185 | 10,823 | 8,242 | 6,632 | 9,022 | 9,362 | 15,639 | 9,769 | 8,053 | 3,183 | 1,794 | 2.79 |
| **TOTAL METRO COUNTIES** | **778.9** | **49,394** | **177,804** | **178,001** | **124,994** | **102,681** | **146,026** | **175,716** | **249,026** | **151,641** | **125,595** | **50,027** | **26,895** | **2.75** |
| **TOTAL STATE** | **1,271.3** | **73,240** | **273,549** | **283,736** | **203,081** | **175,771** | **261,923** | **284,221** | **403,421** | **244,285** | **203,898** | **84,548** | **50,927** | **2.77** |
| **SOUTH DAKOTA** | | | | | | | | | | | | | | |
| **RAPID CITY** | **31.0** | **2,772** | **8,078** | **6,855** | **4,157** | **3,677** | **5,461** | **7,259** | **10,286** | **5,477** | **4,862** | **2,056** | **1,060** | **2.66** |
| Pennington | 31.0 | 2,772 | 8,078 | 6,855 | 4,157 | 3,677 | 5,461 | 7,259 | 10,286 | 5,477 | 4,862 | 2,056 | 1,060 | 2.66 |
| **SIOUX FALLS** | **48.2** | **3,693** | **12,431** | **10,614** | **6,402** | **5,624** | **9,436** | **13,037** | **15,762** | **7,642** | **7,334** | **3,153** | **1,272** | **2.60** |
| Minnehaha | 48.2 | 3,693 | 12,431 | 10,614 | 6,402 | 5,624 | 9,436 | 13,037 | 15,762 | 7,642 | 7,334 | 3,153 | 1,272 | 2.60 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Aurora | 1.1 | 33 | 165 | 181 | 146 | 190 | 385 | 303 | 376 | 151 | 126 | 104 | 40 | 2.82 |
| Beadle | 7.3 | 373 | 1,408 | 1,355 | 930 | 1,018 | 2,216 | 2,141 | 2,535 | 965 | 1,006 | 452 | 201 | 2.49 |
| Bennett | 1.0 | 45 | 205 | 198 | 151 | 168 | 233 | 240 | 298 | 125 | 128 | 89 | 120 | 3.20 |
| Bon Homme | 2.6 | 90 | 412 | 425 | 293 | 379 | 1,001 | 737 | 956 | 323 | 327 | 164 | 93 | 2.69 |
| Brookings | 8.9 | 1,382 | 1,971 | 1,674 | 1,019 | 897 | 1,957 | 2,430 | 3,042 | 1,315 | 1,273 | 590 | 250 | 2.83 |
| Brown | 13.8 | 1,126 | 2,885 | 2,788 | 1,801 | 1,757 | 3,443 | 3,913 | 4,570 | 2,136 | 1,970 | 863 | 348 | 2.57 |
| Brule | 2.0 | 81 | 385 | 372 | 263 | 282 | 617 | 602 | 628 | 259 | 235 | 154 | 122 | 2.75 |
| Buffalo | .5 | 26 | 113 | 110 | 86 | 61 | 104 | 61 | 117 | 81 | 77 | 61 | 103 | 3.60 |
| Butte | 3.0 | 154 | 590 | 620 | 395 | 405 | 836 | 804 | 984 | 438 | 426 | 236 | 112 | 2.63 |
| Campbell | .8 | 24 | 124 | 116 | 119 | 135 | 282 | 209 | 294 | 109 | 111 | 54 | 23 | 2.50 |
| Charles Mix | 3.2 | 108 | 540 | 556 | 449 | 506 | 1,041 | 882 | 986 | 401 | 386 | 291 | 254 | 2.84 |
| Clark | 1.7 | 40 | 248 | 292 | 204 | 281 | 635 | 455 | 632 | 203 | 183 | 134 | 93 | 2.59 |
| Clay | 4.4 | 840 | 940 | 835 | 478 | 467 | 840 | 1,285 | 1,533 | 661 | 550 | 244 | 127 | 3.00 |
| Codington | 8.8 | 715 | 1,810 | 1,740 | 1,130 | 1,061 | 2,344 | 2,472 | 2,779 | 1,258 | 1,302 | 664 | 325 | 2.59 |
| Corson | 1.3 | 59 | 236 | 226 | 227 | 224 | 328 | 277 | 351 | 187 | 184 | 129 | 172 | 3.15 |
| Custer | 2.4 | 73 | 407 | 565 | 379 | 383 | 593 | 609 | 873 | 362 | 317 | 186 | 53 | 2.58 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average House-hold Size. |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **SOUTH DAKOTA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Davison | 6.9 | 543 | 1,382 | 1,309 | 795 | 840 | 2,031 | 2,181 | 2,176 | 906 | 926 | 482 | 229 | 2.54 |
| Day | 2.7 | 99 | 410 | 433 | 330 | 411 | 1,017 | 769 | 960 | 330 | 321 | 198 | 122 | 2.56 |
| Deuel | 1.8 | 46 | 295 | 281 | 266 | 291 | 621 | 487 | 655 | 258 | 209 | 122 | 69 | 2.50 |
| Dewey | 1.7 | 75 | 438 | 330 | 265 | 254 | 338 | 366 | 408 | 260 | 256 | 179 | 231 | 3.24 |
| Douglas | 1.3 | 38 | 201 | 219 | 181 | 209 | 452 | 334 | 443 | 154 | 159 | 120 | 90 | 2.85 |
| Edmunds | 1.6 | 40 | 240 | 242 | 225 | 261 | 592 | 417 | 594 | 222 | 189 | 101 | 77 | 2.69 |
| Fall River | 2.8 | 81 | 388 | 587 | 408 | 419 | 917 | 886 | 977 | 361 | 335 | 174 | 67 | 2.61 |
| Faulk | 1.0 | 18 | 145 | 150 | 145 | 182 | 360 | 280 | 372 | 98 | 117 | 76 | 57 | 2.70 |
| Grant | 3.1 | 126 | 592 | 614 | 386 | 413 | 969 | 816 | 1,027 | 419 | 434 | 274 | 130 | 2.68 |
| Gregory | 2.1 | 57 | 316 | 347 | 252 | 304 | 824 | 676 | 688 | 219 | 242 | 175 | 98 | 2.52 |
| Haakon | .9 | 41 | 179 | 210 | 109 | 106 | 255 | 250 | 235 | 120 | 132 | 102 | 61 | 2.89 |
| Hamlin | 1.9 | 67 | 280 | 320 | 240 | 265 | 728 | 525 | 661 | 233 | 222 | 149 | 110 | 2.63 |
| Hand | 1.6 | 49 | 244 | 255 | 214 | 271 | 567 | 417 | 566 | 224 | 198 | 130 | 65 | 2.63 |
| Hanson | 1.1 | 40 | 182 | 193 | 151 | 192 | 342 | 265 | 366 | 139 | 143 | 108 | 79 | 2.73 |
| Harding | .6 | 21 | 128 | 136 | 72 | 80 | 163 | 172 | 172 | 84 | 93 | 54 | 25 | 2.67 |
| Hughes | 5.8 | 298 | 1,319 | 1,416 | 853 | 750 | 1,164 | 1,678 | 1,740 | 877 | 955 | 375 | 175 | 2.57 |
| Hutchinson | 3.2 | 77 | 444 | 483 | 390 | 510 | 1,296 | 903 | 1,168 | 408 | 364 | 232 | 125 | 2.56 |
| Hyde | .7 | 22 | 100 | 115 | 70 | 120 | 273 | 237 | 214 | 100 | 82 | 42 | 25 | 2.43 |
| Jackson | .9 | 27 | 160 | 184 | 151 | 144 | 234 | 206 | 260 | 131 | 111 | 85 | 107 | 3.11 |
| Jerauld | 1.0 | 26 | 141 | 170 | 128 | 137 | 398 | 335 | 328 | 120 | 111 | 79 | 27 | 2.40 |
| Jones | .5 | 21 | 74 | 105 | 66 | 87 | 147 | 125 | 185 | 65 | 64 | 39 | 22 | 2.60 |
| Kingsbury | 2.3 | 68 | 338 | 398 | 276 | 353 | 867 | 673 | 825 | 272 | 287 | 161 | 79 | 2.57 |
| Lake | 4.0 | 233 | 761 | 744 | 467 | 526 | 1,269 | 1,133 | 1,375 | 509 | 547 | 298 | 138 | 2.63 |
| Lawrence | 8.0 | 593 | 1,640 | 1,759 | 1,010 | 993 | 2,005 | 2,244 | 2,667 | 1,193 | 1,121 | 538 | 237 | 2.60 |
| Lincoln | 5.5 | 188 | 1,198 | 1,295 | 791 | 640 | 1,388 | 1,117 | 1,755 | 876 | 1,025 | 525 | 202 | 2.82 |
| Lyman | 1.3 | 31 | 233 | 250 | 192 | 195 | 359 | 324 | 392 | 176 | 188 | 111 | 109 | 2.77 |
| McCook | 2.1 | 70 | 317 | 363 | 265 | 323 | 762 | 559 | 725 | 297 | 241 | 172 | 106 | 2.67 |
| McPherson | 1.3 | 22 | 141 | 180 | 173 | 229 | 555 | 343 | 560 | 154 | 130 | 65 | 48 | 2.46 |
| Marshall | 1.9 | 62 | 288 | 311 | 254 | 283 | 702 | 537 | 687 | 237 | 219 | 126 | 94 | 2.53 |
| Meade | 7.1 | 288 | 1,803 | 1,832 | 976 | 855 | 1,346 | 1,296 | 2,120 | 1,201 | 1,464 | 709 | 310 | 3.10 |
| Mellette | .7 | 35 | 121 | 149 | 100 | 118 | 177 | 160 | 199 | 97 | 102 | 59 | 83 | 3.00 |
| Miner | 1.3 | 52 | 195 | 198 | 132 | 194 | 529 | 373 | 467 | 144 | 166 | 90 | 60 | 2.54 |
| Minnehaha | 48.2 | 3,693 | 12,431 | 10,614 | 6,402 | 5,624 | 9,436 | 13,037 | 15,762 | 7,642 | 7,334 | 3,153 | 1,272 | 2.60 |
| Moody | 2.4 | 120 | 432 | 472 | 321 | 300 | 755 | 582 | 810 | 330 | 351 | 203 | 124 | 2.71 |
| Pennington | 31.0 | 2,772 | 8,078 | 6,855 | 4,157 | 3,677 | 5,461 | 7,259 | 10,286 | 5,477 | 4,862 | 2,056 | 1,060 | 2.66 |
| Perkins | 1.6 | 44 | 267 | 292 | 198 | 236 | 563 | 482 | 551 | 211 | 212 | 98 | 46 | 2.44 |
| Potter | 1.3 | 41 | 194 | 232 | 177 | 204 | 432 | 421 | 418 | 168 | 142 | 110 | 41 | 2.46 |
| Roberts | 3.6 | 126 | 550 | 642 | 531 | 572 | 1,179 | 966 | 1,130 | 498 | 480 | 304 | 222 | 2.75 |
| Sanborn | 1.0 | 26 | 180 | 187 | 114 | 166 | 327 | 252 | 337 | 144 | 133 | 93 | 41 | 2.80 |
| Shannon | 2.2 | 109 | 464 | 532 | 413 | 334 | 348 | 268 | 312 | 290 | 356 | 300 | 674 | 4.50 |
| Spink | 3.0 | 122 | 532 | 553 | 372 | 456 | 965 | 881 | 986 | 381 | 416 | 213 | 123 | 2.63 |
| Stanley | .9 | 45 | 192 | 193 | 153 | 135 | 182 | 217 | 284 | 148 | 142 | 68 | 41 | 2.78 |
| Sully | .6 | 26 | 109 | 111 | 101 | 91 | 162 | 143 | 216 | 103 | 72 | 44 | 22 | 2.67 |
| Todd | 2.2 | 159 | 529 | 533 | 341 | 307 | 331 | 368 | 413 | 341 | 352 | 286 | 440 | 3.82 |
| Tripp | 2.6 | 100 | 497 | 464 | 365 | 374 | 800 | 670 | 888 | 356 | 331 | 196 | 159 | 2.65 |
| Turner | 3.3 | 96 | 498 | 596 | 399 | 504 | 1,207 | 862 | 1,230 | 390 | 442 | 272 | 104 | 2.58 |
| Union | 3.9 | 171 | 698 | 853 | 509 | 530 | 1,139 | 984 | 1,321 | 534 | 599 | 318 | 144 | 2.62 |
| Walworth | 2.4 | 92 | 375 | 400 | 353 | 389 | 791 | 657 | 944 | 300 | 266 | 142 | 91 | 2.50 |
| Yankton | 7.1 | 440 | 1,573 | 1,427 | 954 | 918 | 1,788 | 2,011 | 2,306 | 1,012 | 1,052 | 495 | 224 | 2.72 |
| Ziebach | .6 | 28 | 145 | 121 | 90 | 97 | 119 | 124 | 112 | 91 | 106 | 63 | 104 | 3.67 |
| **TOTAL METRO COUNTIES** | **79.2** | **6,465** | **20,509** | **17,469** | **10,559** | **9,301** | **14,897** | **20,296** | **26,048** | **13,119** | **12,196** | **5,209** | **2,332** | **2.62** |
| **TOTAL STATE** | **259.4** | **16,853** | **54,896** | **52,708** | **34,353** | **34,083** | **66,507** | **68,690** | **85,227** | **38,274** | **37,402** | **18,982** | **10,825** | **2.69** |
| **TENNESSEE** | | | | | | | | | | | | | | |
| **CHATTANOOGA** | **167.1** | **8,568** | **32,560** | **36,625** | **27,572** | **24,647** | **37,128** | **39,966** | **54,996** | **32,450** | **25,981** | **9,449** | **4,258** | **2.60** |
| Hamilton | 112.2 | 5,782 | 22,034 | 24,860 | 17,871 | 16,410 | 25,243 | 29,136 | 36,936 | 20,853 | 16,442 | 6,005 | 2,828 | 2.55 |
| Marion | 9.2 | 429 | 1,727 | 1,942 | 1,613 | 1,417 | 2,072 | 1,870 | 2,875 | 1,974 | 1,693 | 540 | 248 | 2.71 |
| Sequatchie | 3.3 | 180 | 629 | 719 | 572 | 475 | 725 | 658 | 1,057 | 736 | 542 | 221 | 86 | 2.70 |
| *Catoosa, Ga.* | *15.9* | *824* | *3,167* | *3,603* | *2,906* | *2,353* | *3,047* | *3,063* | *5,230* | *3,391* | *2,852* | *960* | *404* | *2.70* |
| *Dade, Ga.* | *4.7* | *255* | *939* | *1,032* | *854* | *665* | *955* | *863* | *1,576* | *1,009* | *819* | *310* | *123* | *2.81* |
| *Walker, Ga.* | *21.8* | *1,098* | *4,064* | *4,469* | *3,756* | *3,327* | *5,086* | *4,376* | *7,322* | *4,487* | *3,633* | *1,413* | *569* | *2.69* |
| **CLARKSVILLE - HOPKINSVILLE** | **56.4** | **5,736** | **14,871** | **11,783** | **7,682** | **6,917** | **9,411** | **10,747** | **17,893** | **12,240** | **9,852** | **3,890** | **1,778** | **3.02** |
| Montgomery | 34.9 | 3,646 | 9,375 | 7,708 | 4,814 | 4,261 | 5,096 | 6,308 | 11,308 | 7,698 | 6,329 | 2,294 | 963 | 2.92 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average Household Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under 25 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **TENNESSEE (continued)** | | | | | | | | | | | | | | |
| **CLARKSVILLE - HOPKINSVILLE (continued)** | | | | | | | | | | | | | | |
| *Christian, Ky.* | 21.5 | 2,090 | 5,496 | 4,075 | 2,868 | 2,656 | 4,315 | 4,439 | 6,585 | 4,542 | 3,523 | 1,596 | 815 | 3.20 |
| **JACKSON** | **29.7** | **1,713** | **6,308** | **6,499** | **4,319** | **3,915** | **6,946** | **7,420** | **9,559** | **5,660** | **4,473** | **1,762** | **826** | **2.63** |
| Madison | 29.7 | 1,713 | 6,308 | 6,499 | 4,319 | 3,915 | 6,946 | 7,420 | 9,559 | 5,660 | 4,473 | 1,762 | 826 | 2.63 |
| **JOHNSON CITY - KINGSPORT - BRISTOL** | **170.6** | **8,360** | **30,561** | **34,742** | **29,270** | **25,882** | **41,785** | **39,947** | **59,187** | **34,812** | **25,201** | **8,204** | **3,249** | **2.56** |
| Carter | 20.2 | 1,059 | 3,540 | 3,953 | 3,400 | 3,052 | 5,196 | 4,782 | 6,963 | 4,121 | 3,031 | 929 | 374 | 2.55 |
| Hawkins | 17.2 | 804 | 3,288 | 3,591 | 3,100 | 2,476 | 3,941 | 3,646 | 5,778 | 3,759 | 2,748 | 913 | 356 | 2.60 |
| Sullivan | 56.8 | 2,422 | 9,875 | 11,711 | 10,334 | 8,946 | 13,512 | 13,068 | 20,073 | 11,585 | 8,245 | 2,773 | 1,056 | 2.53 |
| Unicoi | 6.6 | 229 | 1,060 | 1,262 | 1,059 | 1,083 | 1,907 | 1,560 | 2,324 | 1,354 | 962 | 304 | 96 | 2.50 |
| Washington | 35.9 | 2,508 | 7,160 | 7,509 | 5,632 | 4,945 | 8,146 | 9,026 | 12,411 | 7,011 | 5,096 | 1,638 | 718 | 2.58 |
| *Bristol city, Va.* | 7.5 | 328 | 1,243 | 1,299 | 1,082 | 1,211 | 2,337 | 2,304 | 2,424 | 1,406 | 927 | 313 | 126 | 2.44 |
| *Scott, Va.* | 8.9 | 312 | 1,390 | 1,647 | 1,566 | 1,423 | 2,562 | 1,866 | 3,120 | 1,860 | 1,400 | 462 | 192 | 2.60 |
| *Washington, Va.* | 17.5 | 698 | 3,005 | 3,770 | 3,097 | 2,748 | 4,184 | 3,695 | 6,094 | 3,716 | 2,792 | 872 | 331 | 2.63 |
| **KNOXVILLE** | **239.3** | **14,775** | **48,241** | **51,323** | **38,654** | **33,185** | **53,122** | **59,784** | **82,138** | **45,825** | **35,025** | **11,733** | **4,795** | **2.54** |
| Anderson | 27.5 | 1,216 | 4,951 | 5,669 | 4,531 | 4,037 | 7,096 | 6,941 | 9,557 | 5,035 | 3,980 | 1,401 | 586 | 2.49 |
| Blount | 33.9 | 1,616 | 6,273 | 7,405 | 5,786 | 4,657 | 8,163 | 7,460 | 12,119 | 6,853 | 5,256 | 1,632 | 580 | 2.56 |
| Grainger | 6.4 | 333 | 1,178 | 1,282 | 1,159 | 1,009 | 1,439 | 1,218 | 2,174 | 1,409 | 1,093 | 350 | 156 | 2.67 |
| Jefferson | 12.4 | 674 | 2,139 | 2,426 | 2,306 | 1,981 | 2,874 | 2,545 | 4,486 | 2,645 | 1,836 | 645 | 243 | 2.67 |
| Knox | 134.2 | 9,645 | 28,793 | 29,134 | 20,404 | 17,826 | 28,398 | 36,823 | 45,015 | 24,569 | 18,822 | 6,297 | 2,672 | 2.51 |
| Sevier | 19.9 | 994 | 3,830 | 4,379 | 3,572 | 2,975 | 4,150 | 3,933 | 7,193 | 4,136 | 3,161 | 1,061 | 416 | 2.61 |
| Union | 5.0 | 297 | 1,077 | 1,028 | 896 | 700 | 1,002 | 862 | 1,594 | 1,178 | 877 | 347 | 142 | 2.76 |
| **MEMPHIS** | **360.3** | **20,534** | **83,795** | **85,826** | **56,724** | **46,311** | **67,110** | **88,222** | **106,812** | **67,784** | **56,429** | **24,598** | **16,455** | **2.75** |
| Shelby | 305.6 | 17,824 | 71,680 | 73,257 | 46,815 | 38,910 | 57,114 | 78,525 | 90,659 | 56,241 | 46,216 | 20,265 | 13,694 | 2.72 |
| Tipton | 13.2 | 674 | 2,910 | 2,963 | 2,171 | 1,762 | 2,720 | 2,442 | 3,903 | 2,663 | 2,512 | 1,065 | 615 | 2.89 |
| *Crittenden, Ark.* | 17.2 | 955 | 3,712 | 3,800 | 2,816 | 2,347 | 3,570 | 3,662 | 4,840 | 3,394 | 2,828 | 1,287 | 1,189 | 2.91 |
| *De Soto, Miss.* | 24.3 | 1,081 | 5,493 | 5,806 | 4,922 | 3,292 | 3,706 | 3,593 | 7,410 | 5,486 | 4,873 | 1,981 | 957 | 2.91 |
| **NASHVILLE** | **380.5** | **23,537** | **91,970** | **89,419** | **60,719** | **47,168** | **67,687** | **93,594** | **123,856** | **72,983** | **58,182** | **22,167** | **9,718** | **2.62** |
| Cheatham | 9.7 | 432 | 2,319 | 2,485 | 1,731 | 1,277 | 1,456 | 1,553 | 3,088 | 2,164 | 1,857 | 713 | 325 | 2.86 |
| Davidson | 208.7 | 14,337 | 53,893 | 46,061 | 29,890 | 25,605 | 38,914 | 63,192 | 69,414 | 36,158 | 25,365 | 9,769 | 4,802 | 2.46 |
| Dickson | 13.2 | 759 | 2,777 | 2,755 | 2,180 | 1,811 | 2,918 | 2,685 | 4,394 | 2,776 | 2,088 | 853 | 404 | 2.70 |
| Robertson | 15.0 | 639 | 3,205 | 3,402 | 2,451 | 2,101 | 3,202 | 2,658 | 4,866 | 3,132 | 2,722 | 1,113 | 509 | 2.81 |
| Rutherford | 43.3 | 3,905 | 11,288 | 10,360 | 6,696 | 4,709 | 6,342 | 8,784 | 13,479 | 9,151 | 7,819 | 2,937 | 1,130 | 2.81 |
| Sumner | 37.5 | 1,731 | 7,821 | 9,349 | 7,179 | 4,896 | 6,524 | 6,497 | 11,919 | 8,114 | 7,271 | 2,615 | 1,084 | 2.80 |
| Williamson | 28.6 | 828 | 5,610 | 8,632 | 5,831 | 3,616 | 4,085 | 4,245 | 8,866 | 6,079 | 6,223 | 2,343 | 844 | 2.90 |
| Wilson | 24.5 | 906 | 5,057 | 6,375 | 4,761 | 3,153 | 4,248 | 3,980 | 7,830 | 5,409 | 4,837 | 1,824 | 620 | 2.82 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Anderson | 27.5 | 1,216 | 4,951 | 5,669 | 4,531 | 4,037 | 7,096 | 6,941 | 9,557 | 5,035 | 3,980 | 1,401 | 586 | 2.49 |
| Bedford | 11.7 | 665 | 2,209 | 2,297 | 1,822 | 1,740 | 2,967 | 2,556 | 4,047 | 2,224 | 1,872 | 687 | 314 | 2.62 |
| Benton | 5.8 | 284 | 886 | 1,079 | 920 | 932 | 1,699 | 1,355 | 2,149 | 1,115 | 779 | 295 | 107 | 2.50 |
| Bledsoe | 3.3 | 149 | 603 | 675 | 571 | 503 | 799 | 678 | 1,097 | 655 | 599 | 184 | 87 | 2.94 |
| Blount | 33.9 | 1,616 | 6,273 | 7,405 | 5,786 | 4,657 | 8,163 | 7,460 | 12,119 | 6,853 | 5,256 | 1,632 | 580 | 2.56 |
| Bradley | 27.8 | 1,803 | 5,811 | 6,073 | 4,897 | 3,955 | 5,261 | 5,754 | 9,267 | 5,868 | 4,778 | 1,513 | 620 | 2.67 |
| Campbell | 13.1 | 646 | 2,151 | 2,570 | 2,247 | 2,013 | 3,473 | 2,778 | 4,254 | 2,756 | 2,115 | 769 | 428 | 2.67 |
| Cannon | 4.0 | 199 | 697 | 750 | 660 | 638 | 1,056 | 876 | 1,335 | 805 | 619 | 268 | 97 | 2.63 |
| Carroll | 10.7 | 471 | 1,761 | 1,896 | 1,713 | 1,655 | 3,204 | 2,525 | 3,768 | 2,001 | 1,623 | 563 | 220 | 2.57 |
| Carter | 20.2 | 1,059 | 3,540 | 3,953 | 3,400 | 3,052 | 5,196 | 4,782 | 6,963 | 4,121 | 3,031 | 929 | 374 | 2.55 |
| Cheatham | 9.7 | 432 | 2,319 | 2,485 | 1,731 | 1,277 | 1,456 | 1,553 | 3,088 | 2,164 | 1,857 | 713 | 325 | 2.86 |
| Chester | 4.6 | 282 | 822 | 880 | 718 | 662 | 1,236 | 1,003 | 1,609 | 905 | 692 | 279 | 112 | 2.78 |
| Claiborne | 9.7 | 544 | 1,764 | 2,088 | 1,629 | 1,417 | 2,258 | 1,925 | 3,221 | 2,103 | 1,617 | 577 | 257 | 2.71 |
| Clay | 2.8 | 144 | 447 | 519 | 488 | 428 | 774 | 636 | 990 | 572 | 414 | 135 | 53 | 2.57 |
| Cocke | 11.2 | 552 | 1,962 | 2,280 | 2,003 | 1,840 | 2,563 | 2,473 | 3,689 | 2,480 | 1,694 | 569 | 295 | 2.61 |
| Coffee | 15.6 | 838 | 3,000 | 3,001 | 2,522 | 2,515 | 3,724 | 3,453 | 5,382 | 3,042 | 2,427 | 903 | 393 | 2.60 |
| Crockett | 5.2 | 188 | 915 | 930 | 822 | 691 | 1,654 | 1,269 | 1,787 | 975 | 731 | 295 | 143 | 2.56 |
| Cumberland | 13.6 | 644 | 2,309 | 2,507 | 2,056 | 2,231 | 3,853 | 2,724 | 5,242 | 2,612 | 1,973 | 744 | 305 | 2.60 |
| Davidson | 208.7 | 14,337 | 53,893 | 46,061 | 29,890 | 25,605 | 38,914 | 63,192 | 69,414 | 36,158 | 25,365 | 9,769 | 4,802 | 2.46 |
| Decatur | 4.2 | 188 | 621 | 752 | 676 | 648 | 1,315 | 1,029 | 1,503 | 807 | 582 | 200 | 79 | 2.48 |
| De Kalb | 5.7 | 296 | 952 | 1,068 | 943 | 907 | 1,534 | 1,294 | 2,043 | 1,145 | 819 | 284 | 115 | 2.53 |
| Dickson | 13.2 | 759 | 2,777 | 2,755 | 2,180 | 1,811 | 2,918 | 2,685 | 4,394 | 2,776 | 2,088 | 853 | 404 | 2.70 |
| Dyer | 13.7 | 803 | 2,583 | 2,750 | 2,196 | 1,814 | 3,554 | 3,381 | 4,469 | 2,670 | 2,144 | 740 | 296 | 2.55 |
| Fayette | 8.5 | 279 | 1,508 | 1,837 | 1,431 | 1,315 | 2,130 | 1,585 | 2,578 | 1,620 | 1,328 | 717 | 672 | 3.02 |
| Fentress | 5.5 | 254 | 952 | 1,156 | 965 | 825 | 1,348 | 1,163 | 1,762 | 1,186 | 899 | 333 | 157 | 2.67 |
| Franklin | 12.7 | 464 | 2,281 | 2,587 | 2,090 | 1,994 | 3,284 | 2,536 | 4,351 | 2,554 | 2,142 | 799 | 316 | 2.75 |
| Gibson | 18.3 | 804 | 3,093 | 3,244 | 2,772 | 2,800 | 5,587 | 4,558 | 6,305 | 3,478 | 2,662 | 871 | 426 | 2.52 |
| Giles | 9.9 | 482 | 1,701 | 1,887 | 1,667 | 1,402 | 2,761 | 2,233 | 3,342 | 1,881 | 1,603 | 628 | 213 | 2.61 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| SaMM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Total Households (Thousands) | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | Average Household Size |
| **TENNESSEE (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Grainger | 6.4 | 333 | 1,178 | 1,282 | 1,159 | 1,009 | 1,439 | 1,218 | 2,174 | 1,409 | 1,093 | 350 | 156 | 2.67 |
| Greene | 21.5 | 1,025 | 3,775 | 4,404 | 3,775 | 3,507 | 5,014 | 4,751 | 7,540 | 4,503 | 3,274 | 1,015 | 417 | 2.60 |
| Grundy | 4.8 | 255 | 824 | 923 | 861 | 678 | 1,239 | 979 | 1,476 | 998 | 803 | 345 | 199 | 2.77 |
| Hamblen | 19.4 | 1,049 | 3,617 | 4,106 | 3,635 | 3,075 | 3,918 | 4,132 | 6,656 | 4,239 | 2,981 | 961 | 431 | 2.60 |
| Hamilton | 112.2 | 5,782 | 22,034 | 24,860 | 17,871 | 16,410 | 25,243 | 29,136 | 36,936 | 20,853 | 16,442 | 6,005 | 2,828 | 2.55 |
| Hancock | 2.5 | 105 | 406 | 451 | 416 | 411 | 711 | 552 | 803 | 521 | 394 | 145 | 85 | 2.68 |
| Hardeman | 8.3 | 398 | 1,602 | 1,644 | 1,238 | 1,241 | 2,177 | 1,893 | 2,597 | 1,519 | 1,271 | 586 | 434 | 2.82 |
| Hardin | 8.8 | 453 | 1,438 | 1,684 | 1,449 | 1,449 | 2,327 | 1,957 | 3,078 | 1,701 | 1,345 | 493 | 226 | 2.58 |
| Hawkins | 17.2 | 804 | 3,288 | 3,591 | 3,100 | 2,476 | 3,941 | 3,646 | 5,778 | 3,759 | 2,748 | 913 | 356 | 2.60 |
| Haywood | 7.0 | 301 | 1,249 | 1,455 | 947 | 1,038 | 2,010 | 1,705 | 2,069 | 1,212 | 1,096 | 530 | 388 | 2.77 |
| Henderson | 8.5 | 444 | 1,558 | 1,637 | 1,321 | 1,352 | 2,188 | 1,916 | 2,923 | 1,735 | 1,272 | 485 | 169 | 2.58 |
| Henry | 11.4 | 445 | 1,834 | 1,969 | 1,745 | 1,776 | 3,631 | 2,912 | 4,193 | 2,057 | 1,498 | 504 | 236 | 2.45 |
| Hickman | 6.0 | 283 | 1,082 | 1,205 | 1,008 | 909 | 1,513 | 1,234 | 2,082 | 1,215 | 934 | 351 | 184 | 2.82 |
| Houston | 2.7 | 115 | 428 | 493 | 431 | 441 | 792 | 608 | 924 | 552 | 397 | 153 | 66 | 2.63 |
| Humphreys | 6.1 | 268 | 995 | 1,179 | 1,073 | 1,018 | 1,567 | 1,391 | 2,083 | 1,166 | 954 | 351 | 155 | 2.59 |
| Jackson | 3.6 | 160 | 563 | 697 | 587 | 546 | 1,047 | 797 | 1,262 | 759 | 536 | 182 | 64 | 2.58 |
| Jefferson | 12.4 | 674 | 2,139 | 2,426 | 2,306 | 1,981 | 2,874 | 2,545 | 4,486 | 2,645 | 1,836 | 645 | 243 | 2.67 |
| Johnson | 5.4 | 266 | 818 | 1,027 | 938 | 820 | 1,531 | 1,234 | 1,870 | 1,135 | 758 | 286 | 117 | 2.54 |
| Knox | 134.2 | 9,645 | 28,793 | 29,134 | 20,404 | 17,826 | 28,398 | 36,825 | 45,015 | 24,569 | 18,822 | 6,297 | 2,672 | 2.51 |
| Lake | 2.4 | 142 | 474 | 520 | 434 | 439 | 391 | 621 | 752 | 479 | 388 | 99 | 61 | 2.96 |
| Lauderdale | 8.4 | 459 | 1,616 | 1,572 | 1,293 | 1,144 | 2,316 | 1,893 | 2,593 | 1,665 | 1,376 | 537 | 336 | 2.80 |
| Lawrence | 13.4 | 748 | 2,478 | 2,514 | 2,187 | 1,983 | 3,490 | 2,898 | 4,505 | 2,582 | 2,258 | 813 | 344 | 2.64 |
| Lewis | 3.6 | 221 | 638 | 716 | 528 | 527 | 970 | 908 | 1,139 | 675 | 559 | 212 | 107 | 2.58 |
| Lincoln | 10.9 | 536 | 1,997 | 2,024 | 1,723 | 1,648 | 2,972 | 2,460 | 3,736 | 2,069 | 1,754 | 618 | 263 | 2.60 |
| Loudon | 12.3 | 580 | 2,189 | 2,507 | 2,109 | 1,930 | 2,985 | 2,666 | 4,359 | 2,469 | 1,906 | 648 | 252 | 2.56 |
| McMinn | 16.4 | 864 | 3,039 | 3,240 | 2,798 | 2,452 | 4,007 | 3,611 | 5,653 | 3,403 | 2,502 | 872 | 359 | 2.59 |
| McNairy | 8.9 | 385 | 1,498 | 1,693 | 1,495 | 1,412 | 2,417 | 2,029 | 3,152 | 1,787 | 1,308 | 439 | 185 | 2.53 |
| Macon | 6.2 | 375 | 1,157 | 1,201 | 966 | 910 | 1,591 | 1,388 | 2,051 | 1,314 | 986 | 331 | 130 | 2.56 |
| Madison | 29.7 | 1,713 | 6,308 | 6,499 | 4,319 | 3,915 | 6,946 | 7,420 | 9,559 | 5,660 | 4,473 | 1,762 | 826 | 2.63 |
| Marion | 9.2 | 429 | 1,727 | 1,942 | 1,613 | 1,417 | 2,072 | 1,870 | 2,875 | 1,974 | 1,693 | 540 | 248 | 2.71 |
| Marshall | 8.3 | 409 | 1,594 | 1,702 | 1,318 | 1,123 | 2,154 | 1,961 | 2,713 | 1,585 | 1,353 | 472 | 216 | 2.61 |
| Maury | 20.8 | 1,033 | 4,266 | 4,565 | 3,168 | 3,032 | 4,735 | 4,597 | 6,693 | 4,134 | 3,540 | 1,257 | 578 | 2.65 |
| Meigs | 3.0 | 147 | 536 | 680 | 562 | 448 | 627 | 593 | 981 | 657 | 540 | 156 | 73 | 2.70 |
| Monroe | 11.4 | 602 | 2,033 | 2,279 | 2,011 | 1,684 | 2,791 | 2,393 | 3,746 | 2,362 | 1,934 | 677 | 318 | 2.69 |
| Montgomery | 34.9 | 3,646 | 9,375 | 7,708 | 4,814 | 4,261 | 5,096 | 6,308 | 11,308 | 7,698 | 6,329 | 2,294 | 963 | 2.92 |
| Moore | 1.7 | 51 | 275 | 366 | 323 | 260 | 425 | 320 | 554 | 327 | 342 | 121 | 36 | 2.76 |
| Morgan | 5.9 | 279 | 1,111 | 1,278 | 950 | 893 | 1,389 | 1,130 | 1,837 | 1,294 | 1,041 | 384 | 214 | 2.95 |
| Obion | 12.4 | 637 | 2,079 | 2,520 | 2,029 | 1,805 | 3,330 | 2,947 | 4,167 | 2,341 | 2,035 | 645 | 265 | 2.55 |
| Overton | 6.8 | 336 | 1,078 | 1,352 | 1,144 | 1,073 | 1,817 | 1,391 | 2,391 | 1,410 | 1,081 | 390 | 137 | 2.60 |
| Perry | 2.5 | 112 | 370 | 472 | 392 | 454 | 700 | 565 | 875 | 474 | 382 | 130 | 74 | 2.68 |
| Pickett | 1.8 | 83 | 266 | 329 | 289 | 304 | 529 | 456 | 612 | 309 | 273 | 104 | 36 | 2.50 |
| Polk | 5.1 | 241 | 800 | 1,007 | 935 | 827 | 1,290 | 991 | 1,716 | 1,090 | 853 | 319 | 131 | 2.69 |
| Putnam | 19.9 | 1,980 | 3,907 | 3,839 | 3,073 | 2,688 | 4,413 | 4,793 | 7,207 | 3,806 | 2,823 | 905 | 366 | 2.60 |
| Rhea | 9.2 | 497 | 1,667 | 1,871 | 1,561 | 1,356 | 2,248 | 2,025 | 3,145 | 1,808 | 1,493 | 524 | 205 | 2.65 |
| Roane | 18.4 | 741 | 2,877 | 3,802 | 3,246 | 3,087 | 4,647 | 4,113 | 6,494 | 3,610 | 2,846 | 927 | 410 | 2.57 |
| Robertson | 15.0 | 639 | 3,205 | 3,402 | 2,451 | 2,101 | 3,202 | 2,658 | 4,866 | 3,132 | 2,722 | 1,113 | 509 | 2.81 |
| Rutherford | 43.3 | 3,905 | 11,288 | 10,360 | 6,696 | 4,709 | 6,342 | 8,784 | 13,479 | 9,151 | 7,819 | 2,937 | 1,130 | 2.81 |
| Scott | 6.5 | 401 | 1,230 | 1,377 | 1,088 | 898 | 1,506 | 1,305 | 1,927 | 1,335 | 1,140 | 532 | 261 | 2.82 |
| Sequatchie | 3.3 | 180 | 629 | 719 | 572 | 475 | 725 | 658 | 1,057 | 736 | 542 | 221 | 86 | 2.70 |
| Sevier | 19.9 | 994 | 3,830 | 4,379 | 3,572 | 2,975 | 4,150 | 3,933 | 7,193 | 4,136 | 3,161 | 1,061 | 416 | 2.61 |
| Shelby | 305.6 | 17,824 | 71,680 | 73,257 | 46,815 | 38,910 | 57,114 | 78,525 | 90,659 | 56,241 | 46,216 | 20,265 | 13,694 | 2.72 |
| Smith | 5.3 | 229 | 1,000 | 1,031 | 806 | 758 | 1,476 | 1,115 | 1,823 | 1,030 | 873 | 318 | 141 | 2.66 |
| Stewart | 3.7 | 152 | 549 | 693 | 589 | 618 | 1,099 | 799 | 1,365 | 711 | 552 | 192 | 81 | 2.57 |
| Sullivan | 56.8 | 2,422 | 9,875 | 11,711 | 10,334 | 8,946 | 13,512 | 13,068 | 20,073 | 11,585 | 8,245 | 2,773 | 1,056 | 2.53 |
| Sumner | 37.5 | 1,731 | 7,821 | 9,349 | 7,179 | 4,896 | 6,524 | 6,497 | 11,919 | 8,114 | 7,271 | 2,615 | 1,084 | 2.80 |
| Tipton | 13.2 | 674 | 2,910 | 2,963 | 2,171 | 1,762 | 2,720 | 2,442 | 3,903 | 2,663 | 2,512 | 1,065 | 615 | 2.89 |
| Trousdale | 2.3 | 111 | 394 | 460 | 379 | 344 | 612 | 563 | 752 | 453 | 355 | 135 | 42 | 2.57 |
| Unicoi | 6.6 | 229 | 1,060 | 1,262 | 1,059 | 1,083 | 1,907 | 1,560 | 2,324 | 1,354 | 962 | 304 | 96 | 2.50 |
| Union | 5.0 | 297 | 1,077 | 1,028 | 896 | 700 | 1,002 | 862 | 1,594 | 1,178 | 877 | 347 | 142 | 2.76 |
| Van Buren | 1.8 | 98 | 333 | 396 | 285 | 274 | 414 | 331 | 603 | 408 | 296 | 122 | 40 | 2.67 |
| Warren | 12.7 | 709 | 2,331 | 2,534 | 2,024 | 1,916 | 3,186 | 2,838 | 4,284 | 2,530 | 2,027 | 738 | 283 | 2.61 |
| Washington | 35.9 | 2,508 | 7,160 | 7,509 | 5,632 | 4,945 | 8,146 | 9,026 | 12,411 | 7,011 | 5,096 | 1,638 | 718 | 2.58 |
| Wayne | 5.2 | 266 | 929 | 1,000 | 903 | 738 | 1,364 | 1,016 | 1,785 | 1,087 | 883 | 287 | 142 | 2.67 |
| Weakley | 12.0 | 954 | 2,191 | 2,154 | 1,779 | 1,634 | 3,288 | 2,930 | 4,279 | 2,241 | 1,727 | 588 | 235 | 2.66 |
| White | 7.7 | 382 | 1,280 | 1,462 | 1,240 | 1,219 | 2,117 | 1,618 | 2,751 | 1,540 | 1,171 | 430 | 190 | 2.61 |
| Williamson | 28.6 | 828 | 5,610 | 8,632 | 5,831 | 3,616 | 4,083 | 4,245 | 8,866 | 6,079 | 6,223 | 2,343 | 844 | 2.90 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Total Households (Thousands) | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | Average Household Size |
| **TENNESSEE (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Wilson | 24.5 | 906 | 5,057 | 6,375 | 4,761 | 3,153 | 4,248 | 3,980 | 7,830 | 5,409 | 4,837 | 1,824 | 620 | 2.82 |
| **TOTAL METRO COUNTIES** | 1,264.6 | 75,582 | 279,797 | 286,716 | 201,073 | 168,005 | 253,427 | 311,819 | 409,840 | 242,463 | 191,496 | 72,609 | 36,373 | 2.63 |
| **TOTAL STATE** | 1,865.1 | 106,888 | 387,196 | 405,573 | 299,932 | 259,069 | 406,442 | 444,940 | 614,226 | 362,214 | 285,689 | 106,271 | 51,760 | 2.63 |
| **TEXAS** | | | | | | | | | | | | | | |
| **ABILENE** | 43.2 | 3,850 | 10,201 | 8,683 | 5,836 | 5,403 | 9,227 | 10,665 | 13,832 | 7,481 | 6,715 | 2,947 | 1,560 | 2.77 |
| Taylor | 43.2 | 3,850 | 10,201 | 8,683 | 5,836 | 5,403 | 9,227 | 10,665 | 13,832 | 7,481 | 6,715 | 2,947 | 1,560 | 2.77 |
| **AMARILLO** | 72.1 | 5,528 | 16,621 | 15,441 | 10,300 | 9,804 | 14,406 | 18,859 | 23,173 | 12,085 | 10,861 | 4,547 | 2,575 | 2.61 |
| Potter | 37.1 | 2,880 | 8,510 | 7,262 | 4,959 | 5,031 | 8,458 | 10,495 | 11,389 | 5,979 | 5,011 | 2,463 | 1,763 | 2.62 |
| Randall | 35.0 | 2,648 | 8,111 | 8,179 | 5,341 | 4,773 | 5,948 | 8,364 | 11,784 | 6,106 | 5,850 | 2,084 | 812 | 2.59 |
| **AUSTIN** | 310.4 | 39,177 | 90,068 | 76,182 | 40,235 | 27,472 | 37,266 | 89,579 | 98,548 | 51,702 | 42,431 | 17,633 | 10,507 | 2.57 |
| Hays | 22.7 | 4,073 | 4,893 | 5,270 | 3,040 | 2,172 | 3,252 | 5,061 | 7,572 | 3,926 | 3,575 | 1,622 | 944 | 2.95 |
| Travis | 237.5 | 32,167 | 71,031 | 56,981 | 29,396 | 20,641 | 27,284 | 74,858 | 76,094 | 37,869 | 29,055 | 11,974 | 7,650 | 2.47 |
| Williamson | 50.2 | 2,937 | 14,144 | 13,931 | 7,799 | 4,659 | 6,730 | 9,660 | 14,882 | 9,907 | 9,801 | 4,037 | 1,913 | 2.86 |
| **BEAUMONT - PORT ARTHUR** | 133.5 | 6,692 | 26,751 | 27,871 | 20,529 | 20,335 | 31,322 | 31,878 | 42,199 | 23,861 | 20,847 | 9,195 | 5,520 | 2.69 |
| Hardin | 14.7 | 594 | 2,840 | 3,250 | 2,585 | 2,213 | 3,218 | 2,829 | 4,533 | 2,913 | 2,627 | 1,189 | 609 | 2.80 |
| Jefferson | 89.9 | 4,750 | 17,988 | 18,394 | 12,859 | 13,558 | 22,351 | 23,426 | 20,488 | 15,287 | 13,040 | 5,774 | 3,885 | 2.65 |
| Orange | 28.9 | 1,348 | 5,923 | 6,227 | 5,085 | 4,564 | 5,753 | 5,623 | 9,178 | 5,661 | 5,180 | 2,232 | 1,026 | 2.77 |
| **BRAZORIA** | 64.4 | 3,644 | 15,839 | 16,146 | 10,856 | 8,514 | 9,401 | 11,937 | 19,455 | 12,465 | 12,091 | 5,373 | 3,079 | 2.99 |
| Brazoria | 64.4 | 3,644 | 15,839 | 16,146 | 10,856 | 8,514 | 9,401 | 11,937 | 19,455 | 12,465 | 12,091 | 5,373 | 3,079 | 2.99 |
| **BROWNSVILLE - HARLINGEN** | 74.1 | 3,096 | 14,524 | 16,950 | 11,459 | 10,643 | 17,428 | 11,875 | 17,959 | 11,534 | 12,156 | 9,027 | 11,549 | 3.55 |
| Cameron | 74.1 | 3,096 | 14,524 | 16,950 | 11,459 | 10,643 | 17,428 | 11,875 | 17,959 | 11,534 | 12,156 | 9,027 | 11,549 | 3.55 |
| **BRYAN - COLLEGE STATION** | 44.2 | 11,891 | 11,383 | 7,595 | 4,653 | 3,386 | 5,292 | 11,133 | 15,678 | 7,715 | 5,788 | 2,405 | 1,481 | 2.78 |
| Brazos | 44.2 | 11,891 | 11,383 | 7,595 | 4,653 | 3,386 | 5,292 | 11,133 | 15,678 | 7,715 | 5,788 | 2,405 | 1,481 | 2.78 |
| **CORPUS CHRISTI** | 118.7 | 6,312 | 26,581 | 27,711 | 18,364 | 16,575 | 23,157 | 25,122 | 33,146 | 21,325 | 19,863 | 10,936 | 8,308 | 2.95 |
| Nueces | 100.0 | 5,568 | 22,980 | 23,474 | 15,160 | 13,630 | 19,188 | 21,867 | 28,018 | 17,975 | 16,495 | 8,973 | 6,672 | 2.92 |
| San Patricio | 18.7 | 744 | 3,601 | 4,237 | 3,204 | 2,945 | 3,969 | 3,255 | 5,128 | 3,350 | 3,368 | 1,963 | 1,636 | 3.13 |
| **DALLAS** | 973.5 | 70,449 | 281,196 | 238,304 | 152,639 | 103,195 | 127,717 | 253,629 | 292,202 | 171,153 | 148,206 | 64,374 | 43,936 | 2.67 |
| Collin | 99.8 | 5,398 | 29,470 | 28,850 | 18,694 | 8,580 | 8,808 | 20,782 | 29,946 | 19,534 | 19,146 | 7,167 | 3,225 | 2.75 |
| Dallas | 711.2 | 50,941 | 205,244 | 168,281 | 108,221 | 79,187 | 99,326 | 197,559 | 212,001 | 120,869 | 100,381 | 45,672 | 34,718 | 2.64 |
| Denton | 105.8 | 11,757 | 34,293 | 27,444 | 15,501 | 7,980 | 8,825 | 25,347 | 33,030 | 19,833 | 17,853 | 6,689 | 3,048 | 2.68 |
| Ellis | 29.3 | 1,340 | 6,658 | 6,954 | 5,129 | 3,680 | 5,548 | 5,062 | 8,672 | 5,689 | 5,651 | 2,605 | 1,621 | 2.97 |
| Kaufman | 18.2 | 730 | 3,522 | 4,225 | 3,162 | 2,581 | 3,980 | 3,463 | 5,565 | 3,368 | 3,326 | 1,519 | 959 | 2.93 |
| Rockwall | 9.2 | 283 | 2,009 | 2,550 | 1,941 | 1,187 | 1,230 | 1,416 | 2,988 | 1,860 | 1,849 | 722 | 365 | 2.89 |
| ***DALLAS - FORT WORTH CONSOLIDATED AREA*** | *1,479.6* | *107,519* | *420,109* | *357,367* | *231,526* | *160,960* | *202,119* | *374,437* | *450,408* | *264,155* | *279,377* | *97,889* | *63,334* | *2.68* |
| **EL PASO** | 181.8 | 10,316 | 42,716 | 42,976 | 29,182 | 25,839 | 30,771 | 30,845 | 43,377 | 33,373 | 33,520 | 21,224 | 19,461 | 3.31 |
| El Paso | 181.8 | 10,316 | 42,716 | 42,976 | 29,182 | 25,839 | 30,771 | 30,845 | 43,377 | 33,373 | 33,520 | 21,224 | 19,461 | 3.31 |
| **FORT WORTH - ARLINGTON** | 506.1 | 37,070 | 138,913 | 119,063 | 78,887 | 57,765 | 74,402 | 120,808 | 158,206 | 93,002 | 81,171 | 33,515 | 19,398 | 2.69 |
| Johnson | 34.2 | 1,659 | 7,384 | 8,022 | 6,112 | 4,627 | 6,396 | 5,847 | 10,878 | 6,719 | 6,538 | 2,737 | 1,481 | 2.90 |
| Parker | 23.6 | 1,030 | 4,649 | 5,560 | 4,315 | 3,376 | 4,670 | 4,209 | 7,878 | 4,632 | 4,235 | 1,858 | 788 | 2.81 |
| Tarrant | 448.3 | 34,381 | 126,880 | 105,481 | 68,460 | 49,762 | 63,336 | 110,752 | 139,450 | 81,651 | 70,398 | 28,920 | 17,129 | 2.67 |
| **GALVESTON - TEXAS CITY** | 81.8 | 4,138 | 18,446 | 19,053 | 13,274 | 11,634 | 15,255 | 19,865 | 25,690 | 14,670 | 12,665 | 5,702 | 3,208 | 2.67 |
| Galveston | 81.8 | 4,138 | 18,446 | 19,053 | 13,274 | 11,634 | 15,255 | 19,865 | 25,690 | 14,670 | 12,665 | 5,702 | 3,208 | 2.67 |
| **HOUSTON** | 1,196.7 | 77,039 | 324,952 | 315,336 | 194,498 | 134,529 | 150,346 | 298,198 | 335,535 | 211,193 | 192,113 | 91,437 | 68,224 | 2.78 |
| Fort Bend | 72.9 | 1,978 | 18,832 | 25,369 | 13,049 | 7,023 | 6,649 | 9,880 | 18,579 | 15,589 | 16,931 | 7,327 | 4,594 | 3.20 |
| Harris | 1,033.1 | 70,715 | 286,911 | 267,860 | 164,897 | 115,159 | 127,558 | 271,063 | 288,941 | 178,264 | 158,731 | 76,679 | 59,422 | 2.75 |
| Liberty | 18.5 | 649 | 3,580 | 4,004 | 3,071 | 2,772 | 4,224 | 3,912 | 5,572 | 3,399 | 3,218 | 1,470 | 929 | 2.84 |
| Montgomery | 64.8 | 2,915 | 14,284 | 16,531 | 12,261 | 8,531 | 10,278 | 11,680 | 20,172 | 12,595 | 12,096 | 5,392 | 2,865 | 2.87 |
| Waller | 7.4 | 582 | 1,345 | 1,572 | 1,220 | 1,044 | 1,637 | 1,663 | 2,271 | 1,346 | 1,137 | 569 | 414 | 3.18 |
| ***HOUSTON - GALVESTON - BRAZORIA CONSOLIDATED AREA*** | *1,342.9* | *84,821* | *359,237* | *350,535* | *218,628* | *154,677* | *175,002* | *330,000* | *380,680* | *238,328* | *216,869* | *102,512* | *74,511* | *2.79* |
| **KILLEEN - TEMPLE** | 85.0 | 10,118 | 24,125 | 17,854 | 11,022 | 9,006 | 12,875 | 17,347 | 25,851 | 16,920 | 15,239 | 6,363 | 3,280 | 3.04 |
| Bell | 68.0 | 8,195 | 18,981 | 14,130 | 8,790 | 7,330 | 10,573 | 14,570 | 21,087 | 13,291 | 11,836 | 4,747 | 2,469 | 2.84 |
| Coryell | 17.0 | 1,922 | 5,144 | 3,724 | 2,232 | 1,676 | 2,302 | 2,777 | 4,764 | 3,629 | 3,403 | 1,616 | 811 | 3.83 |
| **LAREDO** | 35.1 | 1,568 | 7,911 | 8,197 | 5,858 | 4,949 | 6,617 | 4,453 | 6,376 | 5,837 | 6,608 | 5,242 | 6,584 | 3.86 |
| Webb | 35.1 | 1,568 | 7,911 | 8,197 | 5,858 | 4,949 | 6,617 | 4,453 | 6,376 | 5,837 | 6,608 | 5,242 | 6,584 | 3.86 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Under 25 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | Average House-hold Size |
| **TEXAS (continued)** | | | | | | | | | | | | | | |
| **LONGVIEW - MARSHALL** | **60.8** | **3,280** | **12,600** | **12,789** | **9,223** | **8,488** | **14,420** | **15,129** | **19,128** | **10,835** | **9,401** | **4,036** | **2,271** | **2.67** |
| Gregg | 40.0 | 2,416 | 8,628 | 8,387 | 5,952 | 5,475 | 9,142 | 10,354 | 12,739 | 7,005 | 6,053 | 2,493 | 1,356 | 2.62 |
| Harrison | 20.8 | 864 | 3,972 | 4,402 | 3,271 | 3,013 | 5,278 | 4,775 | 6,389 | 3,830 | 3,348 | 1,543 | 915 | 2.77 |
| **LUBBOCK** | **82.1** | **10,562** | **19,621** | **16,476** | **11,026** | **9,913** | **14,502** | **20,915** | **26,155** | **13,976** | **12,243** | **5,288** | **3,523** | **2.73** |
| Lubbock | 82.1 | 10,562 | 19,621 | 16,476 | 11,026 | 9,913 | 14,502 | 20,915 | 26,155 | 13,976 | 12,243 | 5,288 | 3,523 | 2.73 |
| **McALLEN - EDINBURG - MISSION** | **106.1** | **4,862** | **21,694** | **24,912** | **16,395** | **14,187** | **24,050** | **14,232** | **24,050** | **16,375** | **18,531** | **14,476** | **18,436** | **3.70** |
| Hidalgo | 106.1 | 4,862 | 21,694 | 24,912 | 16,395 | 14,187 | 24,050 | 14,232 | 24,050 | 16,375 | 18,531 | 14,476 | 18,436 | 3.70 |
| **MIDLAND** | **39.2** | **2,465** | **10,079** | **9,361** | **5,540** | **5,428** | **6,327** | **9,305** | **11,724** | **6,690** | **6,658** | **3,097** | **1,726** | **2.74** |
| Midland | 39.2 | 2,465 | 10,079 | 9,361 | 5,540 | 5,428 | 6,327 | 9,305 | 11,724 | 6,690 | 6,658 | 3,097 | 1,726 | 2.74 |
| **ODESSA** | **42.0** | **2,880** | **10,321** | **9,546** | **6,207** | **5,805** | **7,241** | **9,445** | **12,444** | **7,277** | **7,045** | **3,453** | **2,336** | **2.81** |
| Ector | 42.0 | 2,880 | 10,321 | 9,546 | 6,207 | 5,805 | 7,241 | 9,445 | 12,444 | 7,277 | 7,045 | 3,453 | 2,336 | 2.81 |
| **SAN ANGELO** | **35.7** | **2,818** | **7,790** | **7,538** | **4,970** | **4,646** | **7,938** | **8,871** | **11,327** | **6,078** | **5,582** | **2,400** | **1,442** | **2.78** |
| Tom Green | 35.7 | 2,818 | 7,790 | 7,538 | 4,970 | 4,646 | 7,938 | 8,871 | 11,327 | 6,078 | 5,582 | 2,400 | 1,442 | 2.78 |
| **SAN ANTONIO** | **458.8** | **28,111** | **108,165** | **105,397** | **70,790** | **59,731** | **86,606** | **105,143** | **131,620** | **81,790** | **73,321** | **38,040** | **28,886** | **2.89** |
| Bexar | 416.0 | 26,365 | 100,047 | 96,227 | 63,759 | 53,358 | 76,244 | 96,550 | 116,943 | 74,203 | 66,420 | 34,916 | 26,968 | 2.90 |
| Comal | 19.7 | 670 | 3,288 | 4,131 | 3,170 | 3,084 | 5,357 | 4,168 | 7,206 | 3,285 | 2,978 | 1,293 | 770 | 2.69 |
| Guadalupe | 23.1 | 1,076 | 4,830 | 5,039 | 3,861 | 3,289 | 5,005 | 4,425 | 7,471 | 4,302 | 3,923 | 1,831 | 1,148 | 2.87 |
| **SHERMAN - DENISON** | **36.8** | **1,915** | **6,978** | **7,131** | **5,509** | **5,236** | **10,031** | **9,273** | **12,571** | **6,393** | **5,401** | **2,202** | **960** | **2.58** |
| Grayson | 36.8 | 1,915 | 6,978 | 7,131 | 5,509 | 5,236 | 10,031 | 9,273 | 12,571 | 6,393 | 5,401 | 2,202 | 960 | 2.58 |
| **TEXARKANA** | **45.0** | **2,384** | **8,702** | **9,308** | **6,945** | **6,323** | **11,338** | **10,877** | **14,427** | **8,136** | **7,028** | **3,003** | **1,529** | **2.68** |
| Bowie | 30.7 | 1,568 | 5,902 | 6,457 | 4,735 | 4,303 | 7,735 | 7,487 | 9,953 | 5,518 | 4,726 | 2,018 | 998 | 2.67 |
| *Miller, Ark.* | *14.3* | *816* | *2,800* | *2,851* | *2,210* | *2,020* | *3,603* | *3,390* | *4,474* | *2,618* | *2,302* | *985* | *531* | *2.69* |
| **TYLER** | **57.4** | **3,561** | **11,748** | **12,013** | **8,542** | **7,925** | **13,611** | **13,969** | **19,000** | **9,750** | **8,687** | **3,749** | **2,245** | **2.66** |
| Smith | 57.4 | 3,561 | 11,748 | 12,013 | 8,542 | 7,925 | 13,611 | 13,969 | 19,000 | 9,750 | 8,687 | 3,749 | 2,245 | 2.66 |
| **VICTORIA** | **26.2** | **1,431** | **5,887** | **6,058** | **4,052** | **3,602** | **5,170** | **5,556** | **7,849** | **4,726** | **4,523** | **2,233** | **1,313** | **2.84** |
| Victoria | 26.2 | 1,431 | 5,887 | 6,058 | 4,052 | 3,602 | 5,170 | 5,556 | 7,849 | 4,726 | 4,523 | 2,233 | 1,313 | 2.84 |
| **WACO** | **70.5** | **7,900** | **14.224** | **13,319** | **9,630** | **9,230** | **16,197** | **18,173** | **22,538** | **12,102** | **10,529** | **4,450** | **2,708** | **2.69** |
| McLennan | 70.5 | 7,900 | 14,224 | 13,319 | 9,630 | 9,230 | 16,197 | 18,173 | 22,538 | 12,102 | 10,529 | 4,450 | 2,708 | 2.69 |
| **WICHITA FALLS** | **45.1** | **3,204** | **10,323** | **8,851** | **6,328** | **6,465** | **9,929** | **11,409** | **14,648** | **7,932** | **6,947** | **2,847** | **1,317** | **2.71** |
| Wichita | 45.1 | 3,204 | 10,323 | 8,851 | 6,328 | 6,465 | 9,929 | 11,409 | 14,648 | 7,932 | 6,947 | 2,847 | 1,317 | 2.71 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Anderson | 14.4 | 726 | 2,755 | 2,802 | 2,061 | 2,085 | 3,971 | 3,254 | 4,792 | 2,455 | 2,233 | 1,076 | 590 | 3.37 |
| Andrews | 4.7 | 286 | 1,097 | 1,032 | 724 | 694 | 867 | 847 | 1,371 | 774 | 904 | 478 | 326 | 3.00 |
| Angelina | 25.0 | 1,517 | 5,078 | 5,072 | 3,864 | 3,565 | 5,904 | 5,546 | 7,852 | 4,471 | 4,050 | 1,911 | 1,170 | 2.80 |
| Aransas | 7.0 | 278 | 1,088 | 1,225 | 1,039 | 1,249 | 2,121 | 1,610 | 2,793 | 1,023 | 841 | 449 | 284 | 2.57 |
| Archer | 3.0 | 116 | 555 | 615 | 475 | 477 | 762 | 624 | 1,015 | 553 | 506 | 209 | 93 | 2.67 |
| Armstrong | .8 | 23 | 132 | 135 | 97 | 127 | 286 | 247 | 268 | 94 | 107 | 57 | 27 | 2.50 |
| Atascosa | 10.1 | 482 | 2,016 | 2,185 | 1,632 | 1,455 | 2,330 | 1,887 | 2,790 | 1,821 | 1,817 | 975 | 810 | 3.06 |
| Austin | 7.4 | 294 | 1,230 | 1,406 | 1,140 | 1,041 | 2,289 | 1,871 | 2,406 | 1,157 | 1,137 | 531 | 298 | 2.66 |
| Bailey | 2.4 | 132 | 454 | 450 | 376 | 362 | 626 | 494 | 783 | 361 | 404 | 191 | 167 | 2.88 |
| Bandera | 4.3 | 96 | 554 | 874 | 688 | 846 | 1,242 | 1,012 | 1,723 | 672 | 540 | 232 | 121 | 2.51 |
| Bastrop | 13.6 | 500 | 2,748 | 3,289 | 2,089 | 1,883 | 3,091 | 2,926 | 4,376 | 2,395 | 2,116 | 1,020 | 767 | 2.87 |
| Baylor | 1.9 | 67 | 249 | 274 | 238 | 277 | 795 | 631 | 700 | 244 | 208 | 75 | 42 | 2.26 |
| Bee | 8.6 | 579 | 1,882 | 1,811 | 1,217 | 1,189 | 1,922 | 1,870 | 2,496 | 1,509 | 1,395 | 762 | 568 | 2.92 |
| Bell | 68.0 | 8,196 | 18,981 | 14,130 | 8,790 | 7,330 | 10,573 | 14,570 | 21,087 | 13,291 | 11,836 | 4,747 | 2,469 | 2.84 |
| Bexar | 416.0 | 26,365 | 100,047 | 96,227 | 63,759 | 53,358 | 76,244 | 96,550 | 116,943 | 74,203 | 66,420 | 34,916 | 26,968 | 2.90 |
| Blanco | 2.4 | 76 | 382 | 458 | 377 | 345 | 762 | 603 | 905 | 358 | 309 | 161 | 64 | 2.54 |
| Borden | .3 | 5 | 61 | 48 | 59 | 51 | 76 | 50 | 123 | 46 | 51 | 19 | 11 | 2.67 |
| Bosque | 6.0 | 224 | 808 | 970 | 855 | 853 | 2,290 | 1,540 | 2,357 | 824 | 735 | 339 | 205 | 2.53 |
| Bowie | 30.7 | 1,568 | 5,902 | 6,457 | 4,735 | 4,303 | 7,735 | 7,487 | 9,953 | 5,518 | 4,726 | 2,018 | 998 | 2.67 |
| Brazoria | 64.4 | 3,644 | 15,839 | 16,146 | 10,856 | 8,514 | 9,401 | 11,937 | 19,455 | 12,465 | 12,091 | 5,373 | 3,079 | 2.99 |
| Brazos | 44.2 | 11,891 | 11,383 | 7,595 | 4,653 | 3,386 | 5,292 | 11,133 | 15,678 | 7,715 | 5,788 | 2,405 | 1,481 | 2.78 |
| Brewster | 3.4 | 351 | 610 | 665 | 461 | 462 | 851 | 991 | 1,158 | 532 | 393 | 198 | 128 | 2.59 |
| Briscoe | .8 | 19 | 104 | 143 | 115 | 122 | 297 | 252 | 280 | 96 | 93 | 52 | 27 | 2.38 |
| Brooks | 2.7 | 143 | 464 | 491 | 417 | 447 | 738 | 562 | 677 | 470 | 465 | 297 | 229 | 3.04 |
| Brown | 13.1 | 788 | 2,225 | 2,433 | 1,833 | 1,872 | 3,949 | 3,378 | 4,581 | 2,076 | 1,868 | 790 | 407 | 2.62 |
| Burleson | 5.2 | 198 | 871 | 919 | 703 | 866 | 1,643 | 1,375 | 1,742 | 787 | 710 | 355 | 231 | 2.62 |
| Burnet | 9.1 | 296 | 1,336 | 1,519 | 1,200 | 1,446 | 3,303 | 2,175 | 3,649 | 1,335 | 1,146 | 521 | 274 | 2.52 |
| Caldwell | 8.8 | 401 | 1,744 | 1,886 | 1,240 | 1,229 | 2,300 | 1,981 | 2,583 | 1,535 | 1,419 | 727 | 555 | 3.01 |
| Calhoun | 6.7 | 278 | 1,366 | 1,394 | 1,109 | 1,177 | 1,376 | 1,471 | 2,078 | 1,136 | 1,086 | 550 | 379 | 2.82 |
| Callahan | 4.6 | 171 | 738 | 885 | 697 | 753 | 1,356 | 1,089 | 1,621 | 733 | 693 | 332 | 132 | 2.59 |
| Cameron | 74.1 | 3,096 | 14,524 | 16,950 | 11,459 | 10,643 | 17,428 | 11,875 | 17,959 | 11,534 | 12,156 | 9,027 | 11,549 | 3.55 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

S&MM ESTIMATES

| METRO AREA County | 12/31/90 Total Households (Thousands) | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average Household Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **TEXAS (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Camp | 3.8 | 156 | 601 | 686 | 553 | 598 | 1,206 | 950 | 1,288 | 613 | 537 | 247 | 165 | 2.61 |
| Carson | 2.4 | 82 | 477 | 464 | 354 | 372 | 651 | 506 | 839 | 375 | 398 | 195 | 87 | 2.71 |
| Cass | 11.3 | 475 | 1,830 | 2,131 | 1,789 | 1,719 | 3,356 | 2,661 | 3,820 | 1,920 | 1,689 | 816 | 394 | 2.65 |
| Castro | 2.9 | 158 | 584 | 608 | 465 | 464 | 621 | 553 | 793 | 459 | 493 | 297 | 305 | 3.10 |
| Chambers | 6.9 | 257 | 1,329 | 1,811 | 1,248 | 987 | 1,268 | 1,278 | 1,976 | 1,363 | 1,389 | 556 | 338 | 2.88 |
| Cherokee | 15.0 | 764 | 2,513 | 2,654 | 2,263 | 2,186 | 4,620 | 3,738 | 4,984 | 2,435 | 2,185 | 1,058 | 600 | 2.75 |
| Childress | 2.4 | 105 | 323 | 384 | 331 | 367 | 890 | 715 | 849 | 339 | 298 | 109 | 90 | 2.46 |
| Clay | 3.8 | 104 | 633 | 690 | 657 | 613 | 1,103 | 822 | 1,372 | 648 | 577 | 267 | 114 | 2.63 |
| Cochran | 1.4 | 68 | 272 | 252 | 222 | 220 | 366 | 269 | 448 | 218 | 217 | 132 | 116 | 3.07 |
| Coke | 1.4 | 38 | 177 | 204 | 177 | 263 | 541 | 394 | 556 | 174 | 167 | 68 | 41 | 2.43 |
| Coleman | 4.0 | 156 | 544 | 559 | 502 | 557 | 1,682 | 1,212 | 1,459 | 530 | 461 | 221 | 117 | 2.40 |
| Collin | 99.8 | 5,398 | 29,470 | 28,850 | 18,694 | 8,580 | 8,808 | 20,782 | 29,946 | 19,534 | 19,146 | 7,167 | 3,225 | 2.75 |
| Collingsworth | 1.4 | 70 | 197 | 216 | 164 | 202 | 551 | 421 | 492 | 182 | 170 | 88 | 47 | 2.50 |
| Colorado | 7.0 | 194 | 1,104 | 1,181 | 985 | 1,120 | 2,416 | 1,841 | 2,376 | 1,047 | 956 | 466 | 314 | 2.60 |
| Comal | 19.7 | 670 | 3,288 | 4,131 | 3,170 | 3,084 | 5,357 | 4,168 | 7,206 | 3,285 | 2,978 | 1,293 | 770 | 2.69 |
| Comanche | 5.3 | 190 | 706 | 784 | 762 | 862 | 1,996 | 1,388 | 2,027 | 758 | 670 | 277 | 180 | 2.5[illegible] |
| Concho | 1.0 | 43 | 168 | 198 | 173 | 162 | 256 | 275 | 347 | 130 | 140 | 72 | 36 | 3.00 |
| Cooke | 11.7 | 555 | 2,217 | 2,327 | 1,678 | 1,662 | 3,261 | 2,782 | 4,020 | 1,895 | 1,724 | 853 | 426 | 2.66 |
| Coryell | 17.0 | 1,922 | 5,144 | 3,724 | 2,232 | 1,676 | 2,302 | 2,777 | 4,764 | 3,629 | 3,403 | 1,616 | 811 | 3.83 |
| Cottle | .9 | 17 | 119 | 132 | 115 | 140 | 377 | 277 | 323 | 105 | 108 | 46 | 41 | 2.44 |
| Crane | 1.5 | 74 | 345 | 353 | 243 | 189 | 296 | 279 | 419 | 249 | 284 | 170 | 99 | 3.07 |
| Crockett | 1.4 | 48 | 287 | 310 | 240 | 218 | 297 | 318 | 424 | 231 | 250 | 105 | 72 | 2.86 |
| Crosby | 2.5 | 91 | 442 | 387 | 394 | 406 | 780 | 581 | 788 | 334 | 374 | 223 | 200 | 2.88 |
| Culberson | 1.1 | 63 | 219 | 239 | 186 | 177 | 216 | 187 | 311 | 170 | 199 | 130 | 103 | 3.09 |
| Dallam | 2.1 | 116 | 429 | 378 | 297 | 304 | 576 | 598 | 666 | 310 | 290 | 157 | 79 | 2.52 |
| Dallas | 711.2 | 50,941 | 205,244 | 168,281 | 108,221 | 79,187 | 99,326 | 197,559 | 212,001 | 120,869 | 100,381 | 45,672 | 34,718 | 2.64 |
| Dawson | 5.0 | 221 | 914 | 915 | 700 | 763 | 1,487 | 1,183 | 1,590 | 693 | 793 | 386 | 355 | 2.80 |
| Deaf Smith | 6.1 | 420 | 1,339 | 1,250 | 915 | 850 | 1,326 | 1,138 | 1,705 | 1,050 | 1,026 | 631 | 550 | 3.11 |
| Delta | 1.9 | 83 | 260 | 292 | 267 | 267 | 731 | 503 | 700 | 252 | 269 | 116 | 60 | 2.58 |
| Denton | 105.8 | 11,757 | 34,293 | 27,444 | 15,501 | 7,980 | 8,825 | 25,347 | 33,030 | 19,833 | 17,853 | 6,689 | 3,048 | 2.68 |
| De Witt | 7.1 | 228 | 1,116 | 1,201 | 922 | 1,103 | 2,530 | 1,970 | 2,274 | 1,118 | 954 | 489 | 295 | 2.63 |
| Dickens | 1.0 | 34 | 122 | 138 | 133 | 152 | 421 | 326 | 363 | 103 | 130 | 36 | 42 | 2.50 |
| Dimmit | 3.0 | 129 | 537 | 655 | 479 | 448 | 752 | 464 | 710 | 512 | 542 | 380 | 392 | 3.43 |
| Donley | 1.5 | 66 | 192 | 187 | 208 | 227 | 620 | 420 | 617 | 186 | 170 | 67 | 40 | 2.47 |
| Duval | 4.1 | 156 | 710 | 784 | 609 | 647 | 1,195 | 820 | 1,006 | 749 | 679 | 463 | 383 | 3.12 |
| Eastland | 7.3 | 304 | 1,049 | 1,159 | 925 | 1,092 | 2,771 | 2,134 | 2,645 | 995 | 890 | 451 | 185 | 2.51 |
| Ector | 42.0 | 2,880 | 10,321 | 9,546 | 6,207 | 5,805 | 7,241 | 9,445 | 12,444 | 7,277 | 7,045 | 3,453 | 2,336 | 2.81 |
| Edwards | .8 | 29 | 137 | 162 | 128 | 143 | 201 | 186 | 249 | 113 | 115 | 72 | 65 | 2.88 |
| Ellis | 29.3 | 1,340 | 6,658 | 6,954 | 5,120 | 3,680 | 5,548 | 5,062 | 8,672 | 5,689 | 5,651 | 2,605 | 1,621 | 2.97 |
| El Paso | 181.8 | 10,316 | 42,716 | 42,976 | 29,182 | 25,839 | 30,771 | 30,845 | 43,377 | 33,373 | 33,520 | 21,224 | 19,461 | 3.31 |
| Erath | 11.0 | 1,630 | 2,061 | 1,832 | 1,337 | 1,282 | 2,858 | 3,122 | 3,795 | 1,651 | 1,508 | 620 | 304 | 2.58 |
| Falls | 6.4 | 261 | 952 | 1,024 | 819 | 1,039 | 2,305 | 1,873 | 2,004 | 986 | 842 | 386 | 309 | 2.75 |
| Fannin | 9.7 | 402 | 1,489 | 1,639 | 1,419 | 1,449 | 3,302 | 2,558 | 3,356 | 1,596 | 1,389 | 520 | 281 | 2.56 |
| Fayette | 8.1 | 242 | 1,238 | 1,371 | 1,029 | 1,183 | 3,037 | 2,301 | 2,901 | 1,129 | 1,069 | 451 | 249 | 2.47 |
| Fisher | 1.9 | 57 | 268 | 305 | 267 | 306 | 697 | 493 | 695 | 266 | 248 | 130 | 68 | 2.53 |
| Floyd | 2.9 | 166 | 501 | 504 | 410 | 426 | 893 | 657 | 966 | 418 | 400 | 243 | 216 | 2.90 |
| Foard | .7 | 23 | 96 | 103 | 86 | 99 | 293 | 217 | 240 | 95 | 85 | 41 | 22 | 2.57 |
| Fort Bend | 72.9 | 1,978 | 18,832 | 25,369 | 13,049 | 7,023 | 6,649 | 9,880 | 18,579 | 15,589 | 16,931 | 7,327 | 4,594 | 3.20 |
| Franklin | 3.0 | 129 | 447 | 538 | 447 | 494 | 945 | 707 | 1,132 | 434 | 428 | 205 | 94 | 2.60 |
| Freestone | 6.0 | 203 | 980 | 1,113 | 818 | 888 | 1,998 | 1,600 | 1,935 | 958 | 944 | 374 | 189 | 2.62 |
| Frio | 4.1 | 225 | 817 | 864 | 661 | 579 | 954 | 742 | 1,066 | 724 | 686 | 410 | 472 | 3.29 |
| Gaines | 4.5 | 289 | 1,074 | 914 | 681 | 645 | 897 | 826 | 1,295 | 690 | 779 | 446 | 464 | 3.11 |
| Galveston | 81.8 | 4,138 | 18,446 | 19,053 | 13,274 | 11,634 | 15,255 | 19,865 | 25,690 | 14,670 | 12,665 | 5,702 | 3,208 | 2.67 |
| Garza | 1.8 | 78 | 335 | 333 | 269 | 252 | 533 | 403 | 602 | 244 | 266 | 163 | 122 | 2.83 |
| Gillespie | 6.8 | 164 | 909 | 1,105 | 917 | 1,127 | 2,578 | 1,642 | 2,842 | 878 | 840 | 358 | 240 | 2.56 |
| Glasscock | .5 | 27 | 129 | 100 | 98 | 83 | 63 | 93 | 147 | 77 | 81 | 64 | 38 | 3.00 |
| Goliad | 2.2 | 58 | 360 | 434 | 318 | 359 | 671 | 504 | 730 | 342 | 362 | 173 | 89 | 2.73 |
| Gonzales | 6.2 | 261 | 1,061 | 1,069 | 850 | 973 | 1,986 | 1,598 | 1,929 | 916 | 919 | 453 | 385 | 2.77 |
| Gray | 9.4 | 429 | 1,715 | 1,653 | 1,324 | 1,463 | 2,816 | 2,422 | 3,355 | 1,423 | 1,429 | 533 | 238 | 2.50 |
| Grayson | 36.8 | 1,915 | 6,978 | 7,131 | 5,509 | 5,236 | 10,031 | 9,273 | 12,571 | 6,393 | 5,401 | 2,202 | 960 | 2.58 |
| Gregg | 40.0 | 2,416 | 8,628 | 8,387 | 5,952 | 5,475 | 9,142 | 10,354 | 12,739 | 7,005 | 6,053 | 2,493 | 1,356 | 2.62 |
| Grimes | 6.1 | 266 | 1,254 | 1,438 | 1,017 | 1,072 | 1,053 | 1,446 | 1,935 | 1,008 | 898 | 461 | 352 | 3.11 |
| Guadalupe | 23.1 | 1,076 | 4,830 | 5,039 | 3,861 | 3,289 | 5,005 | 4,425 | 7,471 | 4,302 | 3,923 | 1,831 | 1,148 | 2.87 |
| Hale | 11.6 | 749 | 2,492 | 2,155 | 1,658 | 1,694 | 2,852 | 2,508 | 3,522 | 1,811 | 1,866 | 966 | 927 | 2.97 |
| Hall | 1.6 | 42 | 179 | 224 | 202 | 242 | 711 | 539 | 554 | 199 | 181 | 77 | 50 | 2.31 |
| Hamilton | 3.2 | 125 | 440 | 446 | 411 | 485 | 1,293 | 972 | 1,222 | 405 | 385 | 147 | 69 | 2.41 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Total Households (Thousands) | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | Average Household Size |
| **TEXAS (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Hansford | 2.1 | 90 | 431 | 447 | 333 | 314 | 485 | 460 | 689 | 311 | 358 | 195 | 87 | 2.76 |
| Hardeman | 2.1 | 85 | 305 | 307 | 293 | 301 | 809 | 652 | 686 | 300 | 262 | 116 | 84 | 2.48 |
| Hardin | 14.7 | 594 | 2,840 | 3,250 | 2,585 | 2,213 | 3,218 | 2,829 | 4,533 | 2,913 | 2,627 | 1,189 | 609 | 2.80 |
| Harris | 1,033.1 | 70,715 | 286,911 | 267,860 | 164,897 | 115,159 | 127,558 | 271,063 | 288,941 | 178,264 | 158,731 | 76,679 | 59,422 | 2.75 |
| Harrison | 20.8 | 864 | 3,972 | 4,402 | 3,271 | 3,013 | 5,278 | 4,775 | 6,389 | 3,830 | 3,348 | 1,543 | 915 | 2.77 |
| Hartley | 1.3 | 37 | 216 | 271 | 255 | 200 | 321 | 265 | 469 | 207 | 217 | 101 | 41 | 2.77 |
| Haskell | 2.7 | 82 | 396 | 396 | 322 | 426 | 1,078 | 748 | 1,019 | 351 | 346 | 139 | 97 | 2.48 |
| Hays | 22.7 | 4,073 | 4,893 | 5,270 | 3,040 | 2,172 | 3,252 | 5,061 | 7,572 | 3,926 | 3,575 | 1,622 | 944 | 2.95 |
| Hemphill | 1.3 | 53 | 258 | 278 | 220 | 183 | 308 | 308 | 399 | 227 | 216 | 100 | 50 | 2.69 |
| Henderson | 23.3 | 934 | 3,432 | 3,806 | 3,620 | 4,163 | 7,345 | 5,270 | 9,308 | 3,645 | 2,932 | 1,404 | 741 | 2.55 |
| Hidalgo | 106.1 | 4,862 | 21,694 | 24,912 | 16,395 | 14,187 | 24,050 | 14,232 | 24,050 | 16,375 | 18,531 | 14,476 | 18,436 | 3.70 |
| Hill | 10.3 | 409 | 1,491 | 1,702 | 1,481 | 1,576 | 3,641 | 2,652 | 3,616 | 1,562 | 1,372 | 691 | 407 | 2.65 |
| Hockley | 7.9 | 521 | 1,765 | 1,637 | 1,195 | 1,058 | 1,724 | 1,490 | 2,365 | 1,298 | 1,440 | 771 | 536 | 3.04 |
| Hood | 11.6 | 425 | 2,131 | 2,322 | 1,819 | 1,946 | 2,957 | 2,222 | 4,727 | 1,870 | 1,790 | 689 | 302 | 2.59 |
| Hopkins | 11.0 | 612 | 2,053 | 2,087 | 1,680 | 1,479 | 3,089 | 2,667 | 3,598 | 1,872 | 1,826 | 704 | 333 | 2.64 |
| Houston | 7.8 | 323 | 1,210 | 1,302 | 1,049 | 1,205 | 2,711 | 2,057 | 2,761 | 1,182 | 1,040 | 479 | 281 | 2.74 |
| Howard | 11.3 | 546 | 2,171 | 2,058 | 1,702 | 1,876 | 2,947 | 2,676 | 3,857 | 1,826 | 1,662 | 781 | 498 | 2.82 |
| Hudspeth | .9 | 38 | 194 | 182 | 152 | 141 | 193 | 199 | 240 | 155 | 141 | 86 | 79 | 3.22 |
| Hunt | 24.3 | 1,494 | 4,676 | 4,534 | 4,126 | 3,543 | 5,927 | 5,801 | 8,157 | 4,181 | 3,631 | 1,607 | 923 | 2.67 |
| Hutchinson | 9.5 | 443 | 1,841 | 1,900 | 1,305 | 1,440 | 2,571 | 2,138 | 3,333 | 1,488 | 1,479 | 736 | 326 | 2.66 |
| Irion | .6 | 22 | 110 | 113 | 106 | 98 | 151 | 120 | 205 | 108 | 108 | 40 | 19 | 2.67 |
| Jack | 2.7 | 92 | 455 | 481 | 373 | 433 | 866 | 706 | 920 | 412 | 409 | 181 | 72 | 2.56 |
| Jackson | 4.8 | 173 | 763 | 933 | 692 | 738 | 1,501 | 1,136 | 1,552 | 792 | 753 | 368 | 199 | 2.69 |
| Jasper | 11.4 | 469 | 1,917 | 2,126 | 1,733 | 1,867 | 3,288 | 2,493 | 3,888 | 1,945 | 1,696 | 852 | 526 | 2.73 |
| Jeff Davis | .8 | 33 | 108 | 146 | 135 | 122 | 256 | 229 | 290 | 110 | 91 | 55 | 25 | 2.50 |
| Jefferson | 89.9 | 4,750 | 17,988 | 18,394 | 12,859 | 13,558 | 22,351 | 23,426 | 28,488 | 15,287 | 13,040 | 5,774 | 3,885 | 2.65 |
| Jim Hogg | 1.7 | 65 | 277 | 336 | 264 | 259 | 499 | 346 | 421 | 308 | 280 | 211 | 134 | 3.00 |
| Jim Wells | 11.9 | 497 | 2,298 | 2,562 | 1,860 | 1,901 | 2,782 | 2,167 | 3,062 | 2,078 | 2,254 | 1,330 | 1,009 | 3.14 |
| Johnson | 34.2 | 1,659 | 7,384 | 8,022 | 6,112 | 4,627 | 6,396 | 5,847 | 10,878 | 6,719 | 6,538 | 2,737 | 1,481 | 2.90 |
| Jones | 6.1 | 242 | 985 | 1,103 | 894 | 895 | 1,981 | 1,490 | 2,111 | 913 | 922 | 400 | 264 | 2.67 |
| Karnes | 4.3 | 129 | 760 | 747 | 569 | 678 | 1,417 | 1,017 | 1,289 | 685 | 644 | 371 | 294 | 2.86 |
| Kaufman | 18.2 | 730 | 3,522 | 4,225 | 3,162 | 2,581 | 3,980 | 3,463 | 5,565 | 3,368 | 3,326 | 1,519 | 959 | 2.93 |
| Kendall | 5.5 | 165 | 924 | 1,173 | 998 | 812 | 1,428 | 1,084 | 1,977 | 1,022 | 883 | 345 | 189 | 2.71 |
| Kenedy | .1 | 2 | 20 | 19 | 18 | 24 | 17 | 17 | 28 | 22 | 12 | 12 | 9 | 4.00 |
| Kent | .4 | 8 | 56 | 63 | 64 | 72 | 137 | 109 | 153 | 46 | 51 | 28 | 13 | 2.50 |
| Kerr | 14.5 | 523 | 2,161 | 2,342 | 1,813 | 2,142 | 5,519 | 3,968 | 5,700 | 2,015 | 1,637 | 754 | 426 | 2.52 |
| Kimble | 1.6 | 50 | 204 | 256 | 245 | 275 | 570 | 390 | 625 | 250 | 182 | 93 | 60 | 2.56 |
| King | .1 | 6 | 22 | 26 | 19 | 15 | 12 | 15 | 35 | 19 | 22 | 6 | 3 | 4.00 |
| Kinney | 1.2 | 36 | 147 | 188 | 144 | 231 | 454 | 320 | 427 | 156 | 135 | 97 | 65 | 2.67 |
| Kleberg | 9.9 | 969 | 2,264 | 1,919 | 1,482 | 1,327 | 1,939 | 2,157 | 2,691 | 1,788 | 1,689 | 936 | 639 | 3.02 |
| Knox | 1.9 | 54 | 299 | 305 | 229 | 291 | 712 | 548 | 648 | 246 | 256 | 132 | 70 | 2.53 |
| Lamar | 16.8 | 924 | 2,913 | 3,111 | 2,571 | 2,284 | 4,997 | 4,206 | 5,536 | 2,921 | 2,565 | 1,063 | 509 | 2.62 |
| Lamb | 5.4 | 225 | 892 | 909 | 755 | 843 | 1,776 | 1,301 | 1,831 | 737 | 769 | 412 | 350 | 2.74 |
| Lampasas | 5.1 | 266 | 834 | 979 | 849 | 791 | 1,381 | 1,184 | 1,708 | 880 | 748 | 368 | 212 | 2.67 |
| La Salle | 1.7 | 72 | 279 | 353 | 271 | 236 | 489 | 367 | 430 | 290 | 277 | 163 | 173 | 3.06 |
| Lavaca | 7.3 | 207 | 1,060 | 1,198 | 935 | 1,065 | 2,835 | 2,006 | 2,524 | 1,096 | 920 | 480 | 276 | 2.53 |
| Lee | 4.7 | 201 | 874 | 932 | 665 | 684 | 1,344 | 1,149 | 1,535 | 800 | 699 | 321 | 196 | 2.72 |
| Leon | 5.0 | 205 | 773 | 805 | 669 | 835 | 1,713 | 1,312 | 1,781 | 711 | 692 | 329 | 175 | 2.54 |
| Liberty | 18.5 | 849 | 3,580 | 4,004 | 3,071 | 2,772 | 4,224 | 3,912 | 5,572 | 3,399 | 3,218 | 1,470 | 929 | 2.84 |
| Limestone | 7.7 | 324 | 1,328 | 1,345 | 1,026 | 1,113 | 2,564 | 2,111 | 2,557 | 1,162 | 1,058 | 506 | 306 | 2.73 |
| Lipscomb | 1.2 | 35 | 231 | 227 | 178 | 172 | 357 | 321 | 416 | 162 | 181 | 83 | 37 | 2.50 |
| Live Oak | 3.5 | 96 | 565 | 655 | 561 | 600 | 1,023 | 790 | 1,198 | 586 | 489 | 275 | 162 | 2.71 |
| Llano | 5.3 | 117 | 483 | 609 | 605 | 1,005 | 2,481 | 1,468 | 2,614 | 546 | 418 | 175 | 79 | 2.21 |
| Loving | .1 | 14 | 33 | 12 | 10 | 15 | 16 | 33 | 29 | 10 | 12 | 14 | 2 | 1.00 |
| Lubbock | 82.1 | 10,562 | 19,621 | 16,476 | 11,026 | 9,913 | 14,502 | 20,915 | 26,155 | 13,976 | 12,243 | 5,288 | 3,523 | 2.73 |
| Lynn | 2.3 | 103 | 455 | 365 | 349 | 348 | 680 | 501 | 761 | 343 | 337 | 207 | 151 | 2.87 |
| McCulloch | 3.4 | 135 | 484 | 559 | 454 | 499 | 1,269 | 951 | 1,164 | 481 | 452 | 202 | 150 | 2.59 |
| McLennan | 70.5 | 7,900 | 14,224 | 13,319 | 9,630 | 9,230 | 16,197 | 18,173 | 22,538 | 12,102 | 10,529 | 4,450 | 2,708 | 2.69 |
| McMullen | .3 | 5 | 53 | 50 | 56 | 56 | 80 | 72 | 115 | 47 | 30 | 23 | 13 | 2.67 |
| Madison | 3.3 | 141 | 508 | 546 | 459 | 492 | 1,154 | 885 | 1,100 | 503 | 449 | 230 | 133 | 3.30 |
| Marion | 4.0 | 116 | 567 | 655 | 594 | 719 | 1,349 | 1,080 | 1,452 | 645 | 477 | 213 | 133 | 2.48 |
| Martin | 1.6 | 69 | 310 | 355 | 252 | 242 | 372 | 313 | 482 | 243 | 274 | 146 | 142 | 3.06 |
| Mason | 1.4 | 47 | 179 | 219 | 185 | 217 | 553 | 402 | 536 | 186 | 176 | 65 | 35 | 2.43 |
| Matagorda | 13.0 | 649 | 2,931 | 2,797 | 1,971 | 1,814 | 2,838 | 2,981 | 3,880 | 2,197 | 2,159 | 1,015 | 768 | 2.82 |
| Maverick | 9.9 | 482 | 1,856 | 2,422 | 1,625 | 1,523 | 1,992 | 1,477 | 1,733 | 1,650 | 1,781 | 1,513 | 1,746 | 3.73 |
| Medina | 9.2 | 376 | 1,625 | 1,948 | 1,412 | 1,452 | 2,387 | 1,693 | 2,842 | 1,596 | 1,575 | 878 | 616 | 3.00 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average House-hold Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **TEXAS (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Menard | .9 | 18 | 109 | 139 | 127 | 150 | 357 | 278 | 317 | 123 | 102 | 54 | 26 | 2.44 |
| Midland | 39.2 | 2,465 | 10,079 | 9,361 | 5,540 | 5,428 | 6,327 | 9,305 | 11,724 | 6,690 | 6,658 | 3,097 | 1,726 | 2.74 |
| Milam | 8.6 | 307 | 1,362 | 1,544 | 1,226 | 1,280 | 2,881 | 2,320 | 2,731 | 1,287 | 1,246 | 616 | 400 | 2.64 |
| Mills | 1.8 | 43 | 241 | 278 | 226 | 257 | 755 | 512 | 699 | 237 | 205 | 98 | 49 | 2.50 |
| Mitchell | 3.0 | 103 | 450 | 519 | 361 | 481 | 1,086 | 815 | 1,006 | 439 | 390 | 212 | 138 | 2.63 |
| Montague | 6.8 | 255 | 1,029 | 1,069 | 967 | 1,080 | 2,400 | 1,785 | 2,490 | 1,039 | 921 | 354 | 211 | 2.53 |
| Montgomery | 64.8 | 2,915 | 14,284 | 16,531 | 12,261 | 8,531 | 10,278 | 11,680 | 20,172 | 12,595 | 12,096 | 5,392 | 2,865 | 2.87 |
| Moore | 6.1 | 448 | 1,476 | 1,282 | 877 | 850 | 1,167 | 1,148 | 1,890 | 987 | 1,174 | 527 | 374 | 2.92 |
| Morris | 4.9 | 181 | 863 | 898 | 694 | 824 | 1,440 | 1,143 | 1,679 | 849 | 749 | 296 | 184 | 2.67 |
| Motley | .6 | 16 | 70 | 81 | 83 | 88 | 262 | 179 | 229 | 61 | 82 | 31 | 18 | 2.50 |
| Nacogdoches | 20.3 | 3,506 | 3,906 | 3,739 | 2,514 | 2,390 | 4,245 | 5,403 | 6,868 | 3,454 | 2,829 | 1,098 | 648 | 2.72 |
| Navarro | 14.9 | 770 | 2,684 | 2,620 | 2,185 | 2,096 | 4,545 | 3,767 | 4,833 | 2,519 | 2,197 | 972 | 612 | 2.69 |
| Newton | 4.9 | 209 | 819 | 944 | 826 | 813 | 1,289 | 1,067 | 1,586 | 856 | 746 | 393 | 252 | 2.78 |
| Nolan | 6.1 | 344 | 1,057 | 1,147 | 880 | 869 | 1,803 | 1,529 | 2,068 | 964 | 859 | 415 | 265 | 2.70 |
| Nueces | 100.0 | 5,568 | 22,980 | 23,474 | 15,160 | 13,630 | 19,188 | 21,867 | 28,018 | 17,975 | 16,495 | 8,973 | 6,672 | 2.92 |
| Ochiltree | 3.2 | 181 | 790 | 694 | 453 | 452 | 630 | 659 | 1,041 | 530 | 609 | 246 | 115 | 2.78 |
| Oldham | .7 | 26 | 142 | 141 | 109 | 109 | 173 | 141 | 246 | 108 | 113 | 58 | 34 | 3.29 |
| Orange | 28.9 | 1,348 | 5,923 | 6,227 | 5,085 | 4,564 | 5,753 | 5,623 | 9,178 | 5,661 | 5,180 | 2,232 | 1,026 | 2.77 |
| Palo Pinto | 9.5 | 453 | 1,663 | 1,716 | 1,428 | 1,529 | 2,711 | 2,306 | 3,339 | 1,536 | 1,344 | 626 | 349 | 2.62 |
| Panola | 8.3 | 341 | 1,432 | 1,634 | 1,274 | 1,225 | 2,394 | 2,019 | 2,644 | 1,372 | 1,372 | 609 | 284 | 2.66 |
| Parker | 23.6 | 1,030 | 4,649 | 5,560 | 4,315 | 3,376 | 4,670 | 4,209 | 7,878 | 4,632 | 4,235 | 1,858 | 788 | 2.81 |
| Parmer | 3.2 | 170 | 662 | 636 | 524 | 441 | 767 | 595 | 1,002 | 482 | 513 | 330 | 278 | 3.03 |
| Pecos | 4.7 | 262 | 929 | 986 | 802 | 775 | 946 | 861 | 1,323 | 781 | 830 | 523 | 382 | 3.09 |
| Polk | 12.0 | 432 | 1,663 | 1,842 | 1,711 | 2,231 | 4,121 | 2,819 | 4,652 | 1,781 | 1,515 | 731 | 502 | 2.59 |
| Potter | 37.1 | 2,880 | 8,510 | 7,262 | 4,959 | 5,031 | 8,458 | 10,495 | 11,389 | 5,979 | 5,011 | 2,463 | 1,763 | 2.62 |
| Presidio | 2.3 | 76 | 362 | 428 | 371 | 394 | 669 | 541 | 613 | 380 | 353 | 227 | 186 | 2.96 |
| Rains | 2.7 | 99 | 426 | 470 | 394 | 481 | 830 | 640 | 974 | 449 | 396 | 168 | 73 | 2.56 |
| Randall | 35.0 | 2,648 | 8,111 | 8,179 | 5,341 | 4,773 | 5,948 | 8,364 | 11,784 | 6,106 | 5,850 | 2,084 | 812 | 2.59 |
| Reagan | 1.3 | 66 | 357 | 351 | 185 | 149 | 192 | 204 | 305 | 206 | 289 | 165 | 131 | 3.38 |
| Real | .9 | 30 | 100 | 125 | 159 | 171 | 315 | 214 | 360 | 120 | 108 | 55 | 43 | 2.67 |
| Red River | 5.6 | 198 | 785 | 898 | 800 | 879 | 2,040 | 1,561 | 1,913 | 863 | 773 | 319 | 171 | 2.54 |
| Reeves | 4.8 | 219 | 947 | 993 | 760 | 769 | 1,112 | 912 | 1,238 | 812 | 804 | 537 | 497 | 3.27 |
| Refugio | 2.9 | 96 | 491 | 528 | 468 | 459 | 858 | 691 | 885 | 539 | 430 | 223 | 132 | 2.72 |
| Roberts | .4 | 8 | 76 | 85 | 69 | 69 | 93 | 108 | 123 | 69 | 71 | 20 | 9 | 2.50 |
| Robertson | 5.8 | 246 | 996 | 970 | 767 | 869 | 1,952 | 1,563 | 1,840 | 876 | 792 | 396 | 333 | 2.67 |
| Rockwall | 9.2 | 283 | 2,009 | 2,550 | 1,941 | 1,187 | 1,230 | 1,416 | 2,988 | 1,860 | 1,849 | 722 | 365 | 2.89 |
| Runnels | 4.3 | 176 | 649 | 730 | 568 | 632 | 1,545 | 1,126 | 1,485 | 624 | 593 | 288 | 184 | 2.60 |
| Rusk | 16.4 | 619 | 2,891 | 3,177 | 2,375 | 2,369 | 4,969 | 3,937 | 5,339 | 2,706 | 2,650 | 1,099 | 669 | 2.67 |
| Sabine | 4.0 | 121 | 436 | 465 | 556 | 820 | 1,602 | 990 | 1,737 | 575 | 397 | 190 | 111 | 2.40 |
| San Augustine | 3.1 | 103 | 415 | 432 | 449 | 554 | 1,147 | 783 | 1,138 | 492 | 389 | 170 | 128 | 2.58 |
| San Jacinto | 6.3 | 236 | 913 | 1,139 | 1,042 | 1,243 | 1,727 | 1,363 | 2,416 | 980 | 830 | 432 | 279 | 2.63 |
| San Patricio | 18.7 | 744 | 3,601 | 4,237 | 3,204 | 2,945 | 3,969 | 3,255 | 5,128 | 3,350 | 3,368 | 1,963 | 1,636 | 3.13 |
| San Saba | 2.1 | 80 | 276 | 341 | 288 | 307 | 808 | 589 | 749 | 300 | 251 | 137 | 74 | 2.57 |
| Schleicher | 1.0 | 31 | 180 | 220 | 132 | 154 | 283 | 215 | 320 | 139 | 183 | 88 | 55 | 2.90 |
| Scurry | 6.3 | 369 | 1,380 | 1,419 | 948 | 1,070 | 1,114 | 1,381 | 2,077 | 1,001 | 1,082 | 467 | 292 | 2.92 |
| Shackelford | 1.3 | 33 | 232 | 238 | 155 | 191 | 451 | 384 | 461 | 167 | 163 | 79 | 46 | 2.46 |
| Shelby | 8.5 | 376 | 1,327 | 1,399 | 1,203 | 1,366 | 2,829 | 2,199 | 2,863 | 1,370 | 1,220 | 522 | 326 | 2.60 |
| Sherman | 1.0 | 47 | 188 | 192 | 171 | 159 | 243 | 214 | 339 | 189 | 142 | 76 | 40 | 2.80 |
| Smith | 57.4 | 3,561 | 11,748 | 12,013 | 8,542 | 7,925 | 13,611 | 13,969 | 19,000 | 9,750 | 8,687 | 3,749 | 2,245 | 2.66 |
| Somervell | 2.0 | 113 | 387 | 491 | 317 | 249 | 443 | 480 | 587 | 354 | 338 | 160 | 81 | 2.75 |
| Starr | 10.6 | 543 | 2,343 | 2,403 | 1,922 | 1,461 | 1,928 | 1,090 | 1,744 | 1,914 | 2,063 | 1,784 | 2,005 | 3.91 |
| Stephens | 3.5 | 135 | 541 | 595 | 522 | 531 | 1,176 | 979 | 1,144 | 530 | 524 | 220 | 103 | 2.51 |
| Sterling | .5 | 23 | 132 | 100 | 65 | 65 | 115 | 109 | 145 | 86 | 96 | 47 | 17 | 2.80 |
| Stonewall | .8 | 33 | 140 | 116 | 104 | 136 | 271 | 227 | 278 | 108 | 116 | 57 | 14 | 2.50 |
| Sutton | 1.4 | 79 | 273 | 328 | 243 | 199 | 278 | 308 | 414 | 242 | 247 | 119 | 70 | 2.86 |
| Swisher | 2.9 | 148 | 505 | 490 | 396 | 463 | 898 | 706 | 971 | 421 | 409 | 211 | 182 | 2.76 |
| Tarrant | 448.3 | 34,381 | 126,880 | 105,481 | 68,460 | 49,762 | 63,336 | 110,752 | 139,450 | 81,651 | 70,398 | 28,920 | 17,129 | 2.67 |
| Taylor | 43.2 | 3,850 | 10,201 | 8,683 | 5,836 | 5,403 | 9,227 | 10,665 | 13,832 | 7,481 | 6,715 | 2,947 | 1,560 | 2.77 |
| Terrell | .5 | 10 | 82 | 94 | 90 | 89 | 135 | 123 | 162 | 70 | 73 | 45 | 27 | 2.80 |
| Terry | 4.4 | 205 | 846 | 808 | 686 | 688 | 1,167 | 866 | 1,420 | 647 | 717 | 420 | 330 | 2.98 |
| Throckmorton | .8 | 22 | 129 | 127 | 119 | 113 | 290 | 301 | 242 | 109 | 105 | 28 | 15 | 2.25 |
| Titus | 8.5 | 500 | 1,620 | 1,709 | 1,174 | 1,120 | 2,377 | 1,860 | 2,737 | 1,428 | 1,404 | 615 | 456 | 2.84 |
| Tom Green | 35.7 | 2,818 | 7,790 | 7,538 | 4,970 | 4,646 | 7,938 | 8,871 | 11,327 | 6,078 | 5,382 | 2,400 | 1,442 | 2.78 |
| Travis | 237.5 | 32,167 | 71,031 | 56,981 | 29,396 | 20,641 | 27,284 | 74,858 | 76,094 | 37,869 | 29,055 | 11,974 | 7,650 | 2.47 |
| Trinity | 4.7 | 176 | 675 | 653 | 660 | 876 | 1,660 | 1,185 | 1,859 | 742 | 505 | 260 | 149 | 2.45 |
| Tyler | 6.4 | 167 | 892 | 992 | 989 | 1,158 | 2,182 | 1,472 | 2,503 | 955 | 819 | 398 | 253 | 2.59 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average Household Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **TEXAS (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Upshur | 11.4 | 465 | 1,994 | 2,225 | 1,828 | 1,779 | 3,109 | 2,409 | 3,862 | 2,014 | 1,827 | 819 | 469 | 2.75 |
| Upton | 1.5 | 62 | 336 | 347 | 230 | 234 | 291 | 327 | 391 | 248 | 265 | 163 | 106 | 2.93 |
| Uvalde | 7.6 | 428 | 1,380 | 1,533 | 1,205 | 1,133 | 1,921 | 1,467 | 2,108 | 1,342 | 1,291 | 725 | 667 | 3.08 |
| Val Verde | 11.9 | 758 | 2,567 | 2,404 | 1,985 | 1,775 | 2,411 | 1,975 | 3,179 | 2,147 | 2,018 | 1,299 | 1,282 | 3.27 |
| Van Zandt | 14.5 | 490 | 2,162 | 2,649 | 2,364 | 2,424 | 4,411 | 3,148 | 5,333 | 2,420 | 2,146 | 964 | 489 | 2.65 |
| Victoria | 26.2 | 1,431 | 5,887 | 6,058 | 4,052 | 3,602 | 5,170 | 5,556 | 7,849 | 4,726 | 4,523 | 2,233 | 1,313 | 2.84 |
| Walker | 15.2 | 2,563 | 3,212 | 2,735 | 1,982 | 1,829 | 2,879 | 4,058 | 5,177 | 2,597 | 1,951 | 917 | 500 | 3.39 |
| Waller | 7.4 | 582 | 1,345 | 1,572 | 1,220 | 1,044 | 1,637 | 1,663 | 2,271 | 1,346 | 1,137 | 569 | 414 | 3.18 |
| Ward | 4.3 | 215 | 925 | 921 | 622 | 657 | 960 | 897 | 1,235 | 739 | 753 | 424 | 252 | 2.98 |
| Washington | 9.7 | 491 | 1,730 | 1,819 | 1,265 | 1,456 | 2,939 | 2,547 | 3,189 | 1,549 | 1,469 | 614 | 332 | 2.71 |
| Webb | 35.1 | 1,568 | 7,911 | 8,197 | 5,858 | 4,949 | 6,617 | 4,453 | 6,376 | 5,837 | 6,608 | 5,242 | 6,584 | 3.86 |
| Wharton | 14.1 | 602 | 2,671 | 2,908 | 2,094 | 1,998 | 3,827 | 3,355 | 4,123 | 2,368 | 2,309 | 1,167 | 778 | 2.82 |
| Wheeler | 2.3 | 74 | 343 | 391 | 337 | 346 | 809 | 652 | 812 | 315 | 308 | 136 | 77 | 2.52 |
| Wichita | 45.1 | 3,204 | 10,323 | 8,851 | 6,328 | 6,465 | 9,929 | 11,409 | 14,648 | 7,932 | 6,947 | 2,847 | 1,317 | 2.71 |
| Wilbarger | 5.7 | 275 | 992 | 967 | 797 | 778 | 1,891 | 1,612 | 1,898 | 838 | 802 | 343 | 207 | 2.61 |
| Willacy | 5.0 | 193 | 901 | 1,020 | 740 | 825 | 1,321 | 830 | 1,171 | 785 | 802 | 627 | 785 | 3.54 |
| Williamson | 50.2 | 2,937 | 14,144 | 13,931 | 7,799 | 4,659 | 6,730 | 9,660 | 14,882 | 9,907 | 9,801 | 4,037 | 1,913 | 2.86 |
| Wilson | 7.6 | 288 | 1,516 | 1,684 | 1,222 | 1,099 | 1,791 | 1,259 | 2,245 | 1,384 | 1,488 | 749 | 475 | 3.04 |
| Winkler | 2.8 | 130 | 615 | 542 | 405 | 416 | 692 | 540 | 883 | 444 | 475 | 254 | 204 | 2.96 |
| Wise | 12.3 | 502 | 2,415 | 2,650 | 2,169 | 1,789 | 2,775 | 2,382 | 4,106 | 2,192 | 2,125 | 929 | 566 | 2.85 |
| Wood | 11.5 | 391 | 1,644 | 1,864 | 1,700 | 1,932 | 3,969 | 2,794 | 4,452 | 1,684 | 1,519 | 712 | 339 | 2.57 |
| Yoakum | 2.8 | 137 | 713 | 652 | 458 | 365 | 475 | 430 | 822 | 475 | 577 | 310 | 186 | 3.11 |
| Young | 7.0 | 280 | 1,288 | 1,270 | 965 | 1,049 | 2,148 | 1,752 | 2,485 | 1,097 | 1,059 | 408 | 199 | 2.56 |
| Zapata | 2.9 | 133 | 524 | 561 | 392 | 375 | 915 | 468 | 814 | 476 | 453 | 350 | 339 | 3.28 |
| Zavala | 3.4 | 166 | 602 | 690 | 506 | 500 | 936 | 532 | 710 | 605 | 602 | 405 | 546 | 3.59 |
| **TOTAL METRO COUNTIES** | **5,012.0** | **365,445** | **1,295,559** | **1,197,210** | **770,539** | **594,008** | **789,239** | **1,205,100** | **1,474,234** | **883,758** | **793,868** | **378,209** | **276,831** | **2.80** |
| **TOTAL STATE** | **6,136.1** | **421,368** | **1,494,237** | **1,407,411** | **936,688** | **764,489** | **1,111,907** | **1,468,419** | **1,846,501** | **1,064,490** | **962,484** | **461,398** | **332,808** | **2.80** |
| **UTAH** | | | | | | | | | | | | | | |
| **PROVO - OREM** | **71.0** | **9,918** | **18,611** | **14,281** | **9,212** | **7,315** | **11,663** | **8,671** | **18,676** | **10,916** | **11,291** | **8,010** | **13,436** | **3.75** |
| Utah | 71.0 | 9,918 | 18,611 | 14,281 | 9,212 | 7,315 | 11,663 | 8,671 | 18,676 | 10,916 | 11,291 | 8,010 | 13,436 | 3.75 |
| **SALT LAKE CITY - OGDEN** | **351.1** | **24,735** | **90,159** | **84,743** | **52,469** | **40,006** | **58,988** | **72,381** | **99,344** | **56,393** | **52,959** | **33,087** | **36,936** | **3.09** |
| Davis | 54.6 | 3,342 | 14,653 | 13,543 | 8,981 | 6,692 | 7,389 | 7,242 | 14,222 | 9,105 | 9,389 | 6,543 | 8,099 | 3.50 |
| Salt Lake | 243.0 | 17,797 | 63,296 | 59,607 | 35,672 | 26,356 | 40,272 | 53,865 | 68,838 | 38,625 | 35,901 | 21,707 | 24,064 | 3.02 |
| Weber | 53.5 | 3,596 | 12,210 | 11,593 | 7,816 | 6,958 | 11,327 | 11,274 | 16,284 | 8,663 | 7,669 | 4,837 | 4,773 | 2.97 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Beaver | 1.6 | 59 | 254 | 314 | 225 | 231 | 517 | 350 | 542 | 185 | 194 | 146 | 183 | 2.94 |
| Box Elder | 11.0 | 485 | 2,599 | 2,338 | 1,657 | 1,580 | 2,341 | 1,828 | 3,162 | 1,543 | 1,561 | 1,264 | 1,642 | 3.35 |
| Cache | 21.3 | 2,943 | 5,720 | 4,378 | 2,596 | 1,935 | 3,728 | 3,622 | 6,052 | 3,222 | 3,045 | 2,293 | 3,066 | 3.33 |
| Carbon | 6.8 | 306 | 1,337 | 1,576 | 906 | 876 | 1,799 | 1,480 | 2,057 | 1,037 | 1,066 | 649 | 511 | 2.93 |
| Daggett | .3 | 14 | 58 | 66 | 46 | 58 | 58 | 132 | 70 | 37 | 25 | 23 | 13 | 2.33 |
| Davis | 54.6 | 3,342 | 14,653 | 13,543 | 8,981 | 6,692 | 7,389 | 7,242 | 14,222 | 9,105 | 9,389 | 6,543 | 8,099 | 3.50 |
| Duchesne | 3.6 | 203 | 833 | 831 | 598 | 427 | 708 | 565 | 985 | 508 | 544 | 429 | 569 | 3.42 |
| Emery | 3.0 | 120 | 702 | 775 | 497 | 363 | 543 | 462 | 770 | 461 | 456 | 377 | 474 | 3.40 |
| Garfield | 1.3 | 50 | 235 | 239 | 200 | 200 | 376 | 257 | 476 | 158 | 138 | 116 | 155 | 3.08 |
| Grand | 2.4 | 89 | 438 | 575 | 359 | 390 | 549 | 630 | 817 | 314 | 336 | 157 | 146 | 2.71 |
| Iron | 6.3 | 726 | 1,298 | 1,298 | 912 | 780 | 1,286 | 1,038 | 1,929 | 996 | 864 | 667 | 806 | 3.32 |
| Juab | 1.8 | 69 | 314 | 369 | 266 | 250 | 532 | 373 | 528 | 216 | 247 | 182 | 254 | 3.22 |
| Kane | 1.8 | 82 | 318 | 375 | 283 | 261 | 481 | 367 | 636 | 229 | 218 | 141 | 209 | 2.94 |
| Millard | 3.3 | 116 | 689 | 698 | 490 | 419 | 888 | 618 | 948 | 370 | 410 | 373 | 581 | 3.36 |
| Morgan | 1.6 | 41 | 319 | 361 | 327 | 240 | 312 | 185 | 457 | 228 | 250 | 208 | 272 | 3.50 |
| Piute | .5 | 16 | 50 | 59 | 94 | 92 | 189 | 151 | 160 | 56 | 54 | 41 | 38 | 2.60 |
| Rich | 5 | 20 | 102 | 120 | 70 | 60 | 128 | 92 | 149 | 64 | 57 | 65 | 73 | 3.40 |
| Salt Lake | 243.0 | 17,797 | 63,296 | 59,607 | 35,672 | 26,356 | 40,272 | 53,865 | 68,838 | 38,625 | 35,901 | 21,707 | 24,064 | 3.02 |
| San Juan | 3.4 | 177 | 793 | 802 | 565 | 475 | 588 | 532 | 737 | 488 | 480 | 471 | 692 | 3.71 |
| Sanpete | 4.9 | 353 | 810 | 1,024 | 639 | 596 | 1,458 | 989 | 1,483 | 544 | 572 | 518 | 794 | 3.33 |
| Sevier | 4.9 | 221 | 875 | 1,043 | 694 | 678 | 1,389 | 928 | 1,602 | 592 | 638 | 477 | 663 | 3.14 |
| Summit | 5.4 | 268 | 1,400 | 1,723 | 892 | 506 | 611 | 1,041 | 1,714 | 906 | 899 | 432 | 408 | 2.94 |
| Tooele | 8.6 | 497 | 1,844 | 2,009 | 1,503 | 1,199 | 1,548 | 1,583 | 2,455 | 1,474 | 1,365 | 920 | 803 | 3.09 |
| Uintah | 6.6 | 348 | 1,589 | 1,608 | 1,025 | 861 | 1,169 | 1,080 | 1,825 | 976 | 1,071 | 706 | 942 | 3.32 |
| Utah | 71.0 | 9,918 | 18,611 | 14,281 | 9,212 | 7,315 | 11,663 | 8,671 | 18,676 | 10,916 | 11,291 | 8,010 | 13,436 | 3.75 |
| Wasatch | 3.1 | 159 | 688 | 743 | 488 | 394 | 628 | 524 | 902 | 453 | 486 | 308 | 427 | 3.29 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | Average House-hold Size |
| **UTAH (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Washington | 15.8 | 1,094 | 2,840 | 2,879 | 1,909 | 2,101 | 4,977 | 2,690 | 5,841 | 2,018 | 1,747 | 1,317 | 2,187 | 3.18 |
| Wayne | .7 | 11 | 129 | 155 | 96 | 86 | 223 | 136 | 246 | 79 | 80 | 69 | 90 | 3.14 |
| Weber | 53.5 | 3,596 | 12,210 | 11,593 | 7,816 | 6,958 | 11,327 | 11,274 | 16,284 | 8,663 | 7,669 | 4,837 | 4,773 | 2.97 |
| **TOTAL METRO COUNTIES** | **422.1** | **34,653** | **108,770** | **99,024** | **61,681** | **47,321** | **70,651** | **81,052** | **118,020** | **67,309** | **64,250** | **41,097** | **50,372** | **3.20** |
| **TOTAL STATE** | **542.6** | **43,120** | **135,004** | **125,382** | **79,038** | **62,379** | **97,677** | **102,705** | **154,563** | **84,463** | **81,053** | **53,446** | **66,370** | **3.20** |
| **VERMONT** | | | | | | | | | | | | | | |
| **BURLINGTON** | **51.1** | **4,571** | **13,159** | **12,599** | **7,852** | **5,645** | **7,274** | **11,679** | **17,348** | **9,422** | **8,400** | **3,041** | **1,210** | **2.71** |
| Chittenden | 49.1 | 4,502 | 12,720 | 12,105 | 7,523 | 5,376 | 6,874 | 11,281 | 16,626 | 9,066 | 8,070 | 2,898 | 1,159 | 2.72 |
| Grand Isle | 2.0 | 69 | 439 | 494 | 329 | 269 | 400 | 398 | 722 | 356 | 330 | 143 | 51 | 2.65 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Addison | 11.5 | 519 | 2,480 | 3,057 | 1,819 | 1,414 | 2,211 | 2,377 | 3,801 | 2,133 | 2,040 | 799 | 350 | 2.90 |
| Bennington | 13.7 | 686 | 2,656 | 2,971 | 2,152 | 1,953 | 3,282 | 3,336 | 4,732 | 2,289 | 2,100 | 888 | 355 | 2.64 |
| Caledonia | 10.5 | 634 | 1,974 | 2,491 | 1,568 | 1,396 | 2,437 | 2,444 | 3,478 | 1,844 | 1,716 | 725 | 293 | 2.68 |
| Chittenden | 49.1 | 4,502 | 12,720 | 12,105 | 7,523 | 5,376 | 6,874 | 11,281 | 16,626 | 9,066 | 8,070 | 2,898 | 1,159 | 2.72 |
| Essex | 2.4 | 76 | 441 | 526 | 393 | 373 | 591 | 525 | 834 | 428 | 394 | 165 | 54 | 2.71 |
| Franklin | 14.4 | 777 | 3,464 | 3,452 | 2,119 | 1,789 | 2,799 | 2,851 | 4,587 | 2,641 | 2,641 | 1,140 | 540 | 2.80 |
| Grand Isle | 2.0 | 69 | 439 | 494 | 329 | 269 | 400 | 398 | 722 | 356 | 330 | 143 | 51 | 2.65 |
| Lamoille | 7.5 | 544 | 1,734 | 1,877 | 1,113 | 860 | 1,372 | 1,763 | 2,515 | 1,371 | 1,211 | 461 | 179 | 2.67 |
| Orange | 9.5 | 422 | 2,029 | 2,363 | 1,478 | 1,243 | 1,965 | 1,911 | 3,246 | 1,702 | 1,666 | 642 | 333 | 2.78 |
| Orleans | 8.9 | 506 | 1,659 | 2,032 | 1,418 | 1,211 | 2,074 | 1,890 | 2,983 | 1,594 | 1,510 | 635 | 288 | 2.71 |
| Rutland | 23.9 | 1,331 | 4,787 | 5,430 | 3,644 | 3,180 | 5,528 | 5,869 | 8,103 | 4,204 | 3,770 | 1,409 | 545 | 2.62 |
| Washington | 21.1 | 1,019 | 4,332 | 5,222 | 3,380 | 2,652 | 4,495 | 5,528 | 6,957 | 3,561 | 3,325 | 1,218 | 511 | 2.63 |
| Windham | 16.4 | 844 | 3,441 | 4,157 | 2,487 | 2,000 | 3,471 | 4,216 | 5,650 | 2,730 | 2,426 | 986 | 392 | 2.56 |
| Windsor | 21.7 | 894 | 4,274 | 5,139 | 3,406 | 2,837 | 5,150 | 5,450 | 7,707 | 3,586 | 3,332 | 1,174 | 451 | 2.51 |
| **TOTAL METRO COUNTIES** | **51.1** | **4,571** | **13,159** | **12,599** | **7,852** | **5,645** | **7,274** | **11,679** | **17,348** | **9,422** | **8,400** | **3,041** | **1,210** | **2.71** |
| **TOTAL STATE** | **212.6** | **12,823** | **46,430** | **51,316** | **32,829** | **26,553** | **42,649** | **49,839** | **71,941** | **37,505** | **34,531** | **13,283** | **5,501** | **2.67** |
| **VIRGINIA** | | | | | | | | | | | | | | |
| **CHARLOTTESVILLE** | **49.3** | **4,547** | **12,072** | **10,954** | **6,982** | **5,918** | **8,827** | **12,140** | **17,100** | **8,896** | **7,142** | **2,629** | **1,393** | **2.69** |
| Albemarle | 24.8 | 1,580 | 6,105 | 6,124 | 3,915 | 3,043 | 4,033 | 5,694 | 8,911 | 4,454 | 3,778 | 1,365 | 598 | 2.78 |
| Charlottesville city | 16.1 | 2,634 | 4,124 | 2,857 | 1,733 | 1,659 | 3,093 | 4,931 | 5,309 | 2,692 | 1,975 | 736 | 457 | 2.52 |
| Fluvanna | 4.6 | 166 | 906 | 1,024 | 703 | 729 | 1,072 | 850 | 1,647 | 870 | 731 | 298 | 204 | 2.76 |
| Greene | 3.8 | 167 | 937 | 949 | 631 | 487 | 629 | 665 | 1,233 | 880 | 658 | 230 | 134 | 2.76 |
| **DANVILLE** | **42.2** | **1,688** | **7,430** | **8,464** | **6,677** | **6,585** | **11,356** | **10,544** | **14,081** | **8,097** | **5,963** | **2,217** | **1,298** | **2.57** |
| Danville city | 21.8 | 1,013 | 3,656 | 4,064 | 3,098 | 3,451 | 6,518 | 6,577 | 7,235 | 3,773 | 2,614 | 995 | 606 | 2.44 |
| Pittsylvania | 20.4 | 675 | 3,774 | 4,400 | 3,579 | 3,134 | 4,838 | 3,967 | 6,846 | 4,324 | 3,349 | 1,222 | 692 | 2.71 |
| **LYNCHBURG** | **52.9** | **2,827** | **10,418** | **10,843** | **8,399** | **7,660** | **12,753** | **13,153** | **17,526** | **10,100** | **7,714** | **3,010** | **1,397** | **2.69** |
| Amherst | 9.8 | 377 | 1,799 | 2,156 | 1,743 | 1,535 | 2,190 | 1,909 | 3,276 | 2,012 | 1,712 | 614 | 277 | 2.92 |
| Campbell | 18.0 | 986 | 3,751 | 3,794 | 3,241 | 2,646 | 3,582 | 3,585 | 6,143 | 3,808 | 2,931 | 1,076 | 457 | 2.66 |
| Lynchburg city | 25.1 | 1,464 | 4,868 | 4,893 | 3,415 | 3,479 | 6,981 | 7,659 | 8,107 | 4,280 | 3,071 | 1,320 | 663 | 2.63 |
| **NORFOLK - VIRGINIA BEACH - NEWPORT NEWS** | **502.2** | **39,627** | **135,248** | **114,666** | **72,743** | **59,009** | **80,907** | **105,952** | **158,672** | **101,425** | **83,617** | **34,592** | **17,942** | **2.83** |
| Chesapeake city | 53.6 | 2,433 | 13,551 | 14,168 | 9,160 | 6,517 | 7,771 | 8,628 | 16,118 | 12,054 | 10,494 | 4,145 | 2,161 | 2.92 |
| Gloucester | 11.3 | 432 | 2,557 | 2,764 | 1,911 | 1,482 | 2,154 | 2,151 | 3,663 | 2,316 | 2,071 | 754 | 345 | 2.74 |
| Hampton city | 50.1 | 3,720 | 12,940 | 10,959 | 7,716 | 6,478 | 8,287 | 11,867 | 16,012 | 10,048 | 7,848 | 2,932 | 1,393 | 2.69 |
| James City | 13.5 | 743 | 2,944 | 3,157 | 2,259 | 1,975 | 2,422 | 2,644 | 5,034 | 2,566 | 2,069 | 836 | 351 | 2.68 |
| Newport News city | 64.6 | 5,700 | 18,938 | 13,644 | 8,618 | 7,276 | 10,424 | 15,339 | 20,508 | 12,774 | 10,248 | 3,903 | 1,828 | 2.66 |
| Norfolk city | 90.1 | 10,879 | 23,627 | 16,969 | 10,003 | 10,210 | 18,412 | 24,118 | 28,598 | 16,277 | 11,941 | 5,552 | 3,614 | 2.92 |
| Poquoson city | 3.8 | 80 | 653 | 1,103 | 878 | 547 | 539 | 501 | 1,176 | 914 | 787 | 315 | 107 | 2.95 |
| Portsmouth city | 38.8 | 2,568 | 8,884 | 7,428 | 5,121 | 5,316 | 9,485 | 9,505 | 12,124 | 7,502 | 5,667 | 2,438 | 1,564 | 2.68 |
| Suffolk city | 18.7 | 685 | 3,749 | 3,905 | 3,183 | 2,844 | 4,334 | 3,816 | 5,749 | 3,808 | 3,057 | 1,337 | 933 | 2.81 |
| Virginia Beach city | 139.3 | 11,291 | 43,486 | 35,863 | 20,440 | 14,056 | 14,164 | 23,841 | 43,767 | 29,624 | 25,974 | 11,008 | 5,086 | 2.90 |
| Williamsburg city | 3.6 | 640 | 779 | 524 | 386 | 349 | 922 | 1,312 | 1,355 | 494 | 282 | 105 | 52 | 3.25 |
| York | 14.8 | 456 | 3,140 | 4,182 | 3,068 | 1,961 | 1,993 | 2,230 | 4,568 | 3,048 | 3,179 | 1,267 | 508 | 2.93 |
| **RICHMOND - PETERSBURG** | **335.6** | **18,719** | **77,534** | **80,883** | **53,125** | **42,736** | **62,602** | **83,889** | **109,959** | **64,088** | **50,091** | **18,607** | **8,966** | **2.61** |
| Charles City | 2.2 | 34 | 348 | 499 | 423 | 419 | 477 | 372 | 671 | 475 | 379 | 178 | 125 | 2.86 |
| Chesterfield | 75.4 | 2,921 | 18,516 | 23,566 | 14,117 | 8,417 | 7,863 | 12,384 | 23,072 | 16,713 | 15,568 | 5,588 | 2,075 | 2.85 |
| Colonial Heights city | 6.4 | 250 | 1,057 | 1,308 | 1,086 | 1,155 | 1,544 | 1,477 | 2,248 | 1,288 | 976 | 316 | 95 | 2.52 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES |  | Households by Age of Householder |  |  |  |  |  | Households by Number of Persons |  |  |  |  |  |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Total Households (Thousands) | Under 25 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | Average House-hold Size |
| **VIRGINIA (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **RICHMOND - PETERSBURG (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Dinwiddie | 7.5 | 262 | 1,337 | 1,592 | 1,429 | 1,195 | 1,685 | 1,411 | 2,415 | 1,605 | 1,259 | 503 | 307 | 2.79 |
| Goochland | 5.0 | 125 | 921 | 1,164 | 927 | 832 | 1,031 | 856 | 1,775 | 1,100 | 809 | 306 | 154 | 2.88 |
| Hanover | 23.1 | 714 | 4,572 | 5,818 | 4,364 | 3,362 | 4,270 | 3,810 | 7,919 | 5,016 | 4,254 | 1,514 | 587 | 2.80 |
| Henrico | 90.5 | 5,489 | 22,304 | 20,991 | 13,661 | 11,187 | 16,868 | 24,116 | 31,558 | 16,467 | 12,529 | 4,173 | 1,657 | 2.44 |
| Hopewell city | 9.0 | 595 | 2,046 | 1,815 | 1,336 | 1,258 | 1,950 | 2,238 | 2,963 | 1,778 | 1,264 | 478 | 279 | 2.57 |
| New Kent | 3.8 | 81 | 751 | 1,094 | 725 | 550 | 599 | 559 | 1,366 | 819 | 694 | 246 | 116 | 2.82 |
| Petersburg city | 14.7 | 983 | 2,890 | 2,787 | 2,101 | 2,165 | 3,774 | 4,458 | 4,612 | 2,571 | 1,619 | 823 | 617 | 2.61 |
| Powhatan | 4.8 | 145 | 974 | 1,210 | 982 | 641 | 848 | 646 | 1,702 | 1,043 | 875 | 356 | 178 | 3.25 |
| Prince George | 8.3 | 398 | 2,065 | 2,225 | 1,523 | 1,036 | 1,053 | 1,119 | 2,493 | 1,966 | 1,755 | 637 | 330 | 3.31 |
| Richmond city | 84.9 | 6,722 | 19,753 | 16,814 | 10,451 | 10,519 | 20,641 | 30,443 | 27,165 | 13,247 | 8,110 | 3,489 | 2,446 | 2.38 |
| **ROANOKE** | **89.8** | **4,273** | **17,132** | **19,915** | **13,897** | **12,904** | **21,679** | **23,766** | **31,126** | **16,547** | **12,320** | **4,183** | **1,858** | **2.50** |
| Botetourt | 9.2 | 233 | 1,556 | 2,241 | 1,754 | 1,437 | 1,979 | 1,648 | 3,204 | 1,979 | 1,604 | 546 | 219 | 2.74 |
| Roanoke | 30.5 | 1,016 | 5,367 | 7,621 | 5,637 | 4,607 | 6,252 | 6,471 | 10,922 | 6,046 | 5,037 | 1,496 | 528 | 2.61 |
| Roanoke city | 40.9 | 2,619 | 8,581 | 8,147 | 5,043 | 5,415 | 11,095 | 13,207 | 13,668 | 6,828 | 4,443 | 1,764 | 990 | 2.35 |
| Salem city | 9.2 | 405 | 1,628 | 1,906 | 1,463 | 1,445 | 2,353 | 2,440 | 3,332 | 1,694 | 1,236 | 377 | 121 | 2.60 |
| **ALL COUNTIES** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Accomack | 12.7 | 445 | 2,048 | 2,311 | 1,861 | 2,097 | 3,938 | 3,476 | 4,376 | 2,200 | 1,585 | 640 | 423 | 2.50 |
| Albemarle | 24.8 | 1,580 | 6,105 | 6,124 | 3,915 | 3,043 | 4,033 | 5,694 | 8,911 | 4,454 | 3,778 | 1,365 | 598 | 2.78 |
| ☐ Alexandria city | 53.4 | 3,710 | 16,429 | 12,965 | 7,820 | 5,201 | 7,275 | 22,430 | 17,771 | 6,661 | 3,798 | 1,560 | 1,180 | 2.09 |
| Alleghany | 4.9 | 173 | 790 | 1,036 | 924 | 798 | 1,179 | 1,001 | 1,678 | 993 | 802 | 304 | 122 | 2.65 |
| Amelia | 3.1 | 95 | 560 | 637 | 542 | 499 | 767 | 616 | 977 | 591 | 525 | 228 | 163 | 2.84 |
| Amherst | 9.8 | 377 | 1,799 | 2,156 | 1,743 | 1,535 | 2,190 | 1,909 | 3,276 | 2,012 | 1,712 | 614 | 277 | 2.92 |
| Appomattox | 4.5 | 190 | 790 | 901 | 815 | 707 | 1,097 | 870 | 1,509 | 919 | 797 | 274 | 131 | 2.73 |
| ☐ Arlington | 78.7 | 5,174 | 22,176 | 18,865 | 11,644 | 7,733 | 13,108 | 30,910 | 26,178 | 10,519 | 6,621 | 2,590 | 1,882 | 2.18 |
| Augusta | 20.0 | 754 | 3,845 | 4,599 | 3,643 | 3,071 | 4,088 | 3,640 | 6,931 | 4,152 | 3,530 | 1,207 | 540 | 2.76 |
| Bath | 1.9 | 68 | 292 | 321 | 362 | 338 | 519 | 499 | 649 | 342 | 266 | 99 | 45 | 2.47 |
| Bedford | 17.6 | 639 | 3,520 | 4,084 | 3,144 | 2,636 | 3,577 | 3,210 | 6,396 | 3,703 | 2,946 | 960 | 385 | 2.64 |
| Bedford city | 2.5 | 120 | 465 | 389 | 316 | 380 | 830 | 775 | 874 | 442 | 273 | 84 | 52 | 2.44 |
| Bland | 2.2 | 68 | 319 | 506 | 373 | 354 | 580 | 459 | 717 | 414 | 413 | 149 | 48 | 2.95 |
| Botetourt | 9.2 | 233 | 1,556 | 2,241 | 1,754 | 1,437 | 1,979 | 1,648 | 3,204 | 1,979 | 1,604 | 546 | 219 | 2.74 |
| ☐ Bristol city | 7.5 | 328 | 1,243 | 1,299 | 1,082 | 1,211 | 2,337 | 2,304 | 2,424 | 1,406 | 927 | 313 | 126 | 2.44 |
| Brunswick | 5.5 | 205 | 860 | 1,073 | 830 | 943 | 1,589 | 1,411 | 1,637 | 1,008 | 783 | 359 | 302 | 2.91 |
| Buchanan | 10.9 | 476 | 2,336 | 2,547 | 2,049 | 1,579 | 1,913 | 1,813 | 3,166 | 2,714 | 2,191 | 698 | 318 | 2.83 |
| Buckingham | 4.4 | 167 | 692 | 874 | 698 | 717 | 1,252 | 1,013 | 1,392 | 838 | 627 | 299 | 231 | 2.95 |
| Buena Vista city | 2.4 | 83 | 371 | 474 | 396 | 414 | 662 | 569 | 811 | 483 | 347 | 121 | 69 | 2.67 |
| Campbell | 18.0 | 986 | 3,751 | 3,794 | 3,241 | 2,646 | 3,582 | 3,585 | 6,143 | 3,808 | 2,931 | 1,076 | 457 | 2.66 |
| Caroline | 6.7 | 234 | 1,309 | 1,465 | 1,182 | 1,014 | 1,496 | 1,254 | 2,053 | 1,347 | 1,167 | 519 | 360 | 2.90 |
| Carroll | 10.4 | 471 | 1,671 | 2,024 | 1,715 | 1,720 | 2,799 | 2,201 | 3,795 | 2,235 | 1,513 | 483 | 173 | 2.55 |
| Charles City | 2.2 | 34 | 348 | 499 | 423 | 419 | 477 | 372 | 671 | 475 | 379 | 178 | 125 | 2.86 |
| Charlotte | 4.3 | 156 | 634 | 756 | 663 | 765 | 1,326 | 989 | 1,430 | 768 | 628 | 257 | 228 | 2.72 |
| Charlottesville city | 16.1 | 2,634 | 4,124 | 2,857 | 1,733 | 1,659 | 3,093 | 4,931 | 5,309 | 2,692 | 1,975 | 736 | 457 | 2.52 |
| Chesapeake city | 53.6 | 2,433 | 13,551 | 14,168 | 9,160 | 6,517 | 7,771 | 8,628 | 16,118 | 12,054 | 10,494 | 4,145 | 2,161 | 2.92 |
| Chesterfield | 75.4 | 2,921 | 18,516 | 23,566 | 14,117 | 8,417 | 7,863 | 12,384 | 23,072 | 16,713 | 15,568 | 5,588 | 2,075 | 2.85 |
| Clarke | 4.3 | 135 | 758 | 942 | 780 | 686 | 999 | 809 | 1,454 | 843 | 645 | 330 | 219 | 2.86 |
| Clifton Forge city | 1.9 | 72 | 290 | 296 | 257 | 288 | 697 | 656 | 589 | 304 | 219 | 93 | 39 | 2.42 |
| Colonial Heights city | 6.4 | 250 | 1,057 | 1,308 | 1,086 | 1,155 | 1,544 | 1,477 | 2,248 | 1,288 | 976 | 316 | 95 | 2.52 |
| Covington city | 3.0 | 150 | 487 | 464 | 398 | 421 | 1,080 | 939 | 1,021 | 527 | 322 | 126 | 65 | 2.30 |
| Craig | 1.7 | 61 | 320 | 342 | 290 | 272 | 415 | 332 | 617 | 354 | 268 | 98 | 31 | 2.59 |
| Culpeper | 9.9 | 464 | 2,176 | 2,236 | 1,607 | 1,331 | 2,086 | 1,879 | 3,145 | 2,015 | 1,668 | 724 | 469 | 2.86 |
| Cumberland | 2.8 | 89 | 452 | 494 | 514 | 435 | 816 | 622 | 895 | 499 | 412 | 210 | 162 | 2.79 |
| Danville city | 21.8 | 1,013 | 3,656 | 4,064 | 3,098 | 3,451 | 6,518 | 6,577 | 7,235 | 3,773 | 2,614 | 995 | 606 | 2.44 |
| Dickenson | 6.4 | 256 | 1,165 | 1,404 | 1,082 | 1,008 | 1,485 | 1,263 | 1,917 | 1,459 | 1,188 | 401 | 172 | 2.72 |
| Dinwiddie | 7.5 | 262 | 1,337 | 1,592 | 1,429 | 1,195 | 1,685 | 1,411 | 2,415 | 1,605 | 1,259 | 503 | 307 | 2.79 |
| Emporia city | 2.0 | 82 | 321 | 348 | 262 | 317 | 670 | 550 | 649 | 346 | 270 | 102 | 83 | 2.65 |
| Essex | 3.3 | 84 | 519 | 619 | 567 | 526 | 985 | 819 | 1,063 | 584 | 471 | 222 | 141 | 2.64 |
| ☐ Fairfax | 299.6 | 11,533 | 69,559 | 85,919 | 64,067 | 36,802 | 31,720 | 56,156 | 98,168 | 60,022 | 52,741 | 21,246 | 11,267 | 2.80 |
| ☐ Fairfax city | 7.4 | 514 | 1,668 | 1,618 | 1,284 | 1,123 | 1,193 | 1,490 | 2,709 | 1,479 | 1,083 | 411 | 228 | 2.65 |
| ☐ Falls Church city | 4.2 | 133 | 774 | 1,071 | 711 | 507 | 1,004 | 1,392 | 1,437 | 607 | 500 | 160 | 104 | 2.29 |
| Fauquier | 16.9 | 541 | 3,653 | 4,288 | 3,354 | 2,296 | 2,768 | 2,588 | 5,461 | 3,531 | 3,171 | 1,356 | 793 | 2.96 |
| Floyd | 4.8 | 180 | 764 | 1,018 | 836 | 674 | 1,328 | 1,102 | 1,711 | 942 | 701 | 236 | 108 | 2.52 |
| Fluvanna | 4.6 | 166 | 906 | 1,024 | 703 | 729 | 1,072 | 850 | 1,647 | 870 | 731 | 298 | 204 | 2.76 |
| Franklin | 14.8 | 670 | 2,766 | 3,221 | 2,605 | 2,274 | 3,264 | 2,967 | 5,357 | 3,046 | 2,222 | 817 | 391 | 2.70 |
| Franklin city | 3.0 | 112 | 534 | 635 | 447 | 467 | 805 | 753 | 926 | 559 | 503 | 176 | 83 | 2.63 |
| Frederick | 16.8 | 739 | 3,866 | 4,097 | 3,013 | 2,318 | 2,767 | 2,788 | 5,647 | 3,601 | 3,099 | 1,141 | 524 | 2.78 |
| Fredericksburg city | 7.7 | 883 | 1,834 | 1,330 | 897 | 874 | 1,882 | 2,703 | 2,564 | 1,216 | 716 | 314 | 187 | 2.53 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average House-hold Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under 25 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **VIRGINIA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Galax city | 2.8 | 160 | 457 | 498 | 406 | 463 | 816 | 865 | 948 | 497 | 335 | 113 | 42 | 2.39 |
| Giles | 6.4 | 236 | 1,019 | 1,232 | 1,098 | 1,012 | 1,803 | 1,467 | 2,245 | 1,277 | 947 | 335 | 129 | 2.55 |
| Gloucester | 11.3 | 432 | 2,557 | 2,764 | 1,911 | 1,482 | 2,154 | 2,151 | 3,663 | 2,316 | 2,071 | 754 | 345 | 2.74 |
| Goochland | 5.0 | 125 | 921 | 1,164 | 927 | 832 | 1,031 | 856 | 1,775 | 1,100 | 809 | 306 | 154 | 2.88 |
| Grayson | 6.5 | 289 | 1,021 | 1,224 | 1,037 | 1,064 | 1,865 | 1,465 | 2,375 | 1,314 | 939 | 293 | 114 | 2.51 |
| Greene | 3.8 | 167 | 937 | 949 | 631 | 487 | 629 | 665 | 1,233 | 880 | 658 | 230 | 134 | 2.76 |
| Greensville | 3.1 | 95 | 493 | 649 | 537 | 528 | 798 | 649 | 926 | 650 | 471 | 238 | 166 | 2.84 |
| Halifax | 10.7 | 377 | 1,609 | 2,129 | 1,805 | 1,708 | 3,072 | 2,357 | 3,473 | 2,096 | 1,696 | 661 | 417 | 2.71 |
| Hampton city | 50.1 | 3,720 | 12,940 | 10,959 | 7,716 | 6,478 | 8,287 | 11,867 | 16,012 | 10,048 | 7,848 | 2,932 | 1,393 | 2.69 |
| Hanover | 23.1 | 714 | 4,572 | 5,818 | 4,364 | 3,362 | 4,270 | 3,810 | 7,919 | 5,016 | 4,254 | 1,514 | 587 | 2.80 |
| Harrisonburg city | 10.4 | 1,968 | 2,350 | 1,816 | 1,230 | 1,068 | 1,968 | 2,937 | 3,588 | 1,682 | 1,516 | 475 | 202 | 2.98 |
| Henrico | 90.5 | 5,489 | 22,304 | 20,991 | 13,661 | 11,187 | 16,868 | 24,116 | 31,558 | 16,467 | 12,529 | 4,173 | 1,657 | 2.44 |
| Henry | 21.9 | 1,086 | 4,200 | 4,469 | 4,140 | 3,508 | 4,497 | 4,543 | 7,507 | 4,841 | 3,330 | 1,134 | 545 | 2.61 |
| Highland | 1.1 | 16 | 178 | 215 | 160 | 183 | 348 | 316 | 374 | 200 | 141 | 48 | 21 | 2.36 |
| Hopewell city | 9.0 | 595 | 2,046 | 1,815 | 1,336 | 1,258 | 1,950 | 2,238 | 2,963 | 1,778 | 1,264 | 478 | 279 | 2.57 |
| Isle of Wight | 9.2 | 312 | 1,995 | 2,024 | 1,667 | 1,345 | 1,857 | 1,708 | 3,031 | 1,863 | 1,661 | 588 | 349 | 2.76 |
| James City | 13.5 | 743 | 2,944 | 3,157 | 2,259 | 1,975 | 2,422 | 2,644 | 5,034 | 2,566 | 2,069 | 836 | 351 | 2.68 |
| King and Queen | 2.3 | 90 | 376 | 456 | 377 | 370 | 631 | 505 | 747 | 441 | 344 | 159 | 104 | 2.74 |
| King George | 4.8 | 247 | 1,203 | 1,106 | 847 | 621 | 776 | 943 | 1,491 | 948 | 827 | 377 | 214 | 2.85 |
| King William | 3.9 | 117 | 757 | 898 | 700 | 537 | 891 | 741 | 1,180 | 795 | 718 | 292 | 174 | 2.82 |
| Lancaster | 4.6 | 91 | 502 | 696 | 625 | 868 | 1,818 | 1,212 | 1,972 | 633 | 455 | 207 | 121 | 2.39 |
| Lee | 9.2 | 360 | 1,532 | 1,804 | 1,536 | 1,355 | 2,613 | 2,060 | 2,878 | 1,900 | 1,512 | 577 | 273 | 2.65 |
| Lexington city | 2.1 | 262 | 252 | 288 | 279 | 329 | 690 | 765 | 711 | 281 | 217 | 90 | 36 | 3.29 |
| ☐ Loudoun | 31.4 | 1,316 | 8,659 | 8,832 | 6,030 | 3,351 | 3,212 | 5,265 | 10,212 | 6,596 | 5,856 | 2,328 | 1,143 | 2.82 |
| Louisa | 7.5 | 271 | 1,409 | 1,600 | 1,227 | 1,156 | 1,837 | 1,554 | 2,462 | 1,476 | 1,147 | 559 | 302 | 2.73 |
| Lunenburg | 4.4 | 122 | 617 | 880 | 695 | 708 | 1,378 | 1,117 | 1,415 | 774 | 656 | 271 | 167 | 2.59 |
| Lynchburg city | 25.1 | 1,464 | 4,868 | 4,893 | 3,415 | 3,479 | 6,981 | 7,659 | 8,107 | 4,280 | 3,071 | 1,320 | 663 | 2.63 |
| Madison | 4.2 | 129 | 737 | 888 | 695 | 663 | 1,086 | 806 | 1,364 | 798 | 665 | 317 | 250 | 2.88 |
| ☐ Manassas city | 9.8 | 748 | 3,267 | 2,731 | 1,556 | 799 | 699 | 1,666 | 2,962 | 2,107 | 1,824 | 784 | 457 | 2.96 |
| ☐ Manassas Park city | 2.2 | 143 | 818 | 511 | 310 | 271 | 147 | 287 | 615 | 489 | 459 | 217 | 133 | 3.09 |
| Martinsville city | 6.8 | 249 | 1,111 | 1,209 | 973 | 1,059 | 2,199 | 2,137 | 2,256 | 1,128 | 798 | 293 | 188 | 2.37 |
| Mathews | 3.6 | 101 | 443 | 586 | 554 | 622 | 1,294 | 1,013 | 1,392 | 554 | 410 | 155 | 76 | 2.33 |
| Mecklenburg | 11.3 | 404 | 1,812 | 2,079 | 1,670 | 1,966 | 3,369 | 2,829 | 3,936 | 2,047 | 1,481 | 622 | 385 | 2.59 |
| Middlesex | 3.5 | 80 | 470 | 550 | 549 | 644 | 1,207 | 866 | 1,434 | 539 | 399 | 185 | 77 | 2.49 |
| Montgomery | 26.5 | 5,176 | 6,220 | 5,162 | 3,481 | 2,613 | 3,848 | 6,060 | 9,230 | 5,723 | 3,883 | 1,180 | 424 | 2.81 |
| Nelson | 4.8 | 138 | 815 | 1,000 | 782 | 797 | 1,268 | 1,071 | 1,633 | 898 | 711 | 312 | 173 | 2.67 |
| New Kent | 3.8 | 81 | 751 | 1,094 | 725 | 550 | 599 | 559 | 1,366 | 819 | 694 | 246 | 116 | 2.82 |
| Newport News city | 64.6 | 5,700 | 18,938 | 13,644 | 8,618 | 7,276 | 10,424 | 15,339 | 20,508 | 12,774 | 10,248 | 3,903 | 1,828 | 2.66 |
| Norfolk city | 90.1 | 10,879 | 23,627 | 16,969 | 10,003 | 10,210 | 18,412 | 24,118 | 28,598 | 16,277 | 11,941 | 5,552 | 3,614 | 2.92 |
| Northampton | 5.1 | 160 | 814 | 843 | 669 | 909 | 1,705 | 1,416 | 1,741 | 823 | 599 | 307 | 214 | 2.55 |
| Northumberland | 4.5 | 103 | 539 | 593 | 612 | 873 | 1,780 | 1,177 | 1,915 | 645 | 446 | 191 | 126 | 2.36 |
| Norton city | 1.7 | 102 | 298 | 361 | 230 | 257 | 452 | 487 | 503 | 335 | 236 | 89 | 50 | 2.47 |
| Nottoway | 5.2 | 199 | 948 | 1,008 | 919 | 932 | 1,194 | 1,292 | 1,738 | 957 | 696 | 308 | 209 | 2.88 |
| Orange | 8.1 | 234 | 1,408 | 1,686 | 1,310 | 1,278 | 2,184 | 1,619 | 2,848 | 1,572 | 1,223 | 528 | 310 | 2.69 |
| Page | 8.1 | 332 | 1,437 | 1,610 | 1,334 | 1,306 | 2,081 | 1,665 | 2,738 | 1,662 | 1,212 | 522 | 301 | 2.70 |
| Patrick | 6.9 | 301 | 1,171 | 1,312 | 1,211 | 1,094 | 1,811 | 1,505 | 2,544 | 1,402 | 980 | 334 | 135 | 2.54 |
| Petersburg city | 14.7 | 983 | 2,890 | 2,787 | 2,101 | 2,165 | 3,774 | 4,458 | 4,612 | 2,571 | 1,619 | 823 | 617 | 2.61 |
| Pittsylvania | 20.4 | 675 | 3,774 | 4,400 | 3,579 | 3,134 | 4,838 | 3,967 | 6,846 | 4,324 | 3,349 | 1,222 | 692 | 2.71 |
| Poquoson city | 3.8 | 80 | 653 | 1,103 | 878 | 547 | 539 | 501 | 1,176 | 914 | 787 | 315 | 107 | 2.95 |
| Portsmouth city | 38.8 | 2,568 | 8,884 | 7,428 | 5,121 | 5,314 | 9,485 | 9,505 | 12,124 | 7,502 | 5,667 | 2,438 | 1,564 | 2.68 |
| Powhatan | 4.8 | 145 | 974 | 1,210 | 982 | 641 | 848 | 646 | 1,702 | 1,043 | 875 | 356 | 178 | 3.25 |
| Prince Edward | 5.4 | 286 | 870 | 1,042 | 776 | 827 | 1,599 | 1,441 | 1,737 | 888 | 723 | 343 | 268 | 3.22 |
| Prince George | 8.3 | 398 | 2,065 | 2,225 | 1,523 | 1,036 | 1,053 | 1,119 | 2,493 | 1,966 | 1,755 | 637 | 330 | 3.31 |
| ☐ Prince William | 72.1 | 4,368 | 21,737 | 21,977 | 13,870 | 6,393 | 3,755 | 9,492 | 20,124 | 16,164 | 16,071 | 6,838 | 3,411 | 3.09 |
| Pulaski | 13.4 | 700 | 2,307 | 2,886 | 2,252 | 2,010 | 3,245 | 3,074 | 4,625 | 2,728 | 2,091 | 635 | 247 | 2.57 |
| Radford city | 5.2 | 1,540 | 804 | 763 | 588 | 563 | 942 | 1,312 | 1,720 | 998 | 813 | 269 | 88 | 3.08 |
| Rappahannock | 2.5 | 64 | 407 | 583 | 490 | 394 | 562 | 493 | 877 | 519 | 371 | 161 | 79 | 2.68 |
| Richmond | 2.7 | 81 | 410 | 504 | 436 | 437 | 832 | 637 | 907 | 493 | 396 | 164 | 103 | 2.70 |
| Richmond city | 84.9 | 6,722 | 19,753 | 16,814 | 10,451 | 10,519 | 20,641 | 30,443 | 27,165 | 13,247 | 8,110 | 3,489 | 2,446 | 2.38 |
| Roanoke | 30.5 | 1,016 | 5,367 | 7,621 | 5,637 | 4,607 | 6,252 | 6,471 | 10,922 | 6,046 | 5,037 | 1,496 | 528 | 2.61 |
| Roanoke city | 40.9 | 2,619 | 8,581 | 8,147 | 5,043 | 5,415 | 11,095 | 13,207 | 13,668 | 6,828 | 4,443 | 1,764 | 990 | 2.35 |
| Rockbridge | 7.2 | 375 | 1,256 | 1,440 | 1,196 | 1,213 | 1,720 | 1,534 | 2,675 | 1,422 | 1,068 | 345 | 156 | 2.56 |
| Rockingham | 20.9 | 898 | 4,151 | 4,617 | 3,503 | 3,069 | 4,662 | 3,965 | 7,157 | 4,299 | 3,493 | 1,286 | 700 | 2.78 |
| Russell | 10.5 | 428 | 1,981 | 2,345 | 1,779 | 1,587 | 2,380 | 2,019 | 3,352 | 2,417 | 1,898 | 596 | 218 | 2.70 |
| Salem city | 9.2 | 405 | 1,628 | 1,906 | 1,463 | 1,445 | 2,353 | 2,440 | 3,332 | 1,694 | 1,236 | 377 | 121 | 2.60 |
| ☐ Scott | 8.9 | 312 | 1,390 | 1,647 | 1,566 | 1,423 | 2,562 | 1,866 | 3,120 | 1,860 | 1,400 | 462 | 192 | 2.60 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | Average House-hold Size |
| **VIRGINIA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Shenandoah | 12.6 | 529 | 2,201 | 2,463 | 2,027 | 1,948 | 3,432 | 2,923 | 4,639 | 2,307 | 1,759 | 680 | 292 | 2.54 |
| Smyth | 12.2 | 572 | 2,102 | 2,328 | 2,027 | 2,042 | 3,129 | 2,618 | 4,271 | 2,574 | 1,842 | 644 | 251 | 2.65 |
| Southampton | 6.0 | 153 | 1,108 | 1,160 | 1,007 | 934 | 1,638 | 1,325 | 1,922 | 1,144 | 970 | 385 | 254 | 2.92 |
| South Boston city | 2.8 | 114 | 424 | 552 | 405 | 437 | 868 | 848 | 894 | 490 | 348 | 136 | 84 | 2.46 |
| Spotsylvania | 19.5 | 797 | 5,000 | 5,607 | 3,453 | 2,153 | 2,490 | 2,581 | 5,829 | 4,222 | 4,106 | 1,787 | 975 | 3.03 |
| ☐ Stafford | 20.1 | 970 | 4,927 | 5,859 | 3,986 | 2,205 | 2,153 | 2,447 | 5,817 | 4,475 | 4,500 | 1,876 | 985 | 3.15 |
| Staunton city | 9.5 | 429 | 1,727 | 1,856 | 1,355 | 1,483 | 2,650 | 2,915 | 3,345 | 1,559 | 1,119 | 398 | 164 | 2.59 |
| Suffolk city | 18.7 | 685 | 3,749 | 3,905 | 3,183 | 2,844 | 4,334 | 3,816 | 5,749 | 3,808 | 3,057 | 1,337 | 933 | 2.81 |
| Surry | 2.3 | 75 | 436 | 485 | 358 | 328 | 618 | 519 | 709 | 458 | 362 | 157 | 95 | 2.70 |
| Sussex | 3.8 | 147 | 646 | 722 | 579 | 672 | 1,034 | 913 | 1,182 | 729 | 570 | 233 | 173 | 2.68 |
| Tazewell | 17.2 | 653 | 2,911 | 3,825 | 2,862 | 2,610 | 4,339 | 3,665 | 5,494 | 3,706 | 2,932 | 1,004 | 399 | 2.65 |
| Virginia Beach city | 139.3 | 11,291 | 43,486 | 35,863 | 20,440 | 14,056 | 14,164 | 23,841 | 43,767 | 29,624 | 25,974 | 11,008 | 5,086 | 2.90 |
| Warren | 10.1 | 455 | 2,138 | 2,156 | 1,676 | 1,420 | 2,255 | 2,229 | 3,434 | 1,966 | 1,546 | 616 | 309 | 2.63 |
| ☐ Washington | 17.5 | 698 | 3,005 | 3,770 | 3,097 | 2,746 | 4,184 | 3,695 | 6,094 | 3,716 | 2,792 | 872 | 331 | 2.63 |
| Waynesboro city | 7.6 | 439 | 1,450 | 1,388 | 1,172 | 1,131 | 2,020 | 2,017 | 2,760 | 1,361 | 950 | 361 | 151 | 2.45 |
| Westmoreland | 6.1 | 199 | 897 | 1,005 | 959 | 1,049 | 1,991 | 1,460 | 2,251 | 1,022 | 783 | 331 | 253 | 2.56 |
| Williamsburg city | 3.6 | 640 | 779 | 524 | 386 | 349 | 922 | 1,312 | 1,355 | 494 | 282 | 105 | 52 | 3.25 |
| Winchester city | 9.2 | 714 | 2,001 | 1,769 | 1,223 | 1,243 | 2,250 | 3,000 | 3,023 | 1,451 | 1,097 | 439 | 190 | 2.42 |
| Wise | 14.4 | 688 | 2,567 | 3,236 | 2,294 | 2,075 | 3,540 | 3,016 | 4,477 | 3,109 | 2,462 | 891 | 445 | 2.72 |
| Wythe | 9.9 | 450 | 1,706 | 1,996 | 1,608 | 1,540 | 2,600 | 2,269 | 3,339 | 1,998 | 1,512 | 550 | 232 | 2.58 |
| York | 14.8 | 456 | 3,140 | 4,182 | 3,068 | 1,961 | 1,993 | 2,230 | 4,568 | 3,048 | 3,179 | 1,267 | 508 | 2.93 |
| **TOTAL METRO COUNTIES** | **1,684.8** | **101,628** | **415,486** | **412,799** | **278,846** | **204,577** | **271,474** | **388,844** | **546,095** | **325,254** | **265,419** | **104,895** | **54,293** | **2.70** |
| **TOTAL STATE** | **2,320.3** | **135,083** | **533,586** | **544,119** | **382,648** | **299,799** | **425,065** | **529,330** | **760,718** | **450,840** | **363,549** | **142,093** | **73,770** | **2.70** |

## WASHINGTON

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | Average House-hold Size |
| **BELLINGHAM** | **49.3** | **4,348** | **9,953** | **11,846** | **7,223** | **5,649** | **10,281** | **12,271** | **17,647** | **7,723** | **6,958** | **2,989** | **1,712** | **2.63** |
| Whatcom | 49.3 | 4,348 | 9,953 | 11,846 | 7,223 | 5,649 | 10,281 | 12,271 | 17,647 | 7,723 | 6,958 | 2,989 | 1,712 | 2.63 |
| **BREMERTON** | **71.0** | **4,699** | **16,184** | **17,715** | **11,520** | **7,838** | **13,044** | **15,710** | **23,998** | **12,308** | **11,520** | **4,921** | **2,543** | **2.74** |
| Kitsap | 71.0 | 4,699 | 16,184 | 17,715 | 11,520 | 7,838 | 13,044 | 15,710 | 23,998 | 12,308 | 11,520 | 4,921 | 2,543 | 2.74 |
| **OLYMPIA** | **63.4** | **3,724** | **13,142** | **16,227** | **10,478** | **7,463** | **12,366** | **15,196** | **22,012** | **10,876** | **9,576** | **3,824** | **1,916** | **2.59** |
| Thurston | 63.4 | 3,724 | 13,142 | 16,227 | 10,478 | 7,463 | 12,366 | 15,196 | 22,012 | 10,876 | 9,576 | 3,824 | 1,916 | 2.59 |
| **RICHLAND - KENNEWICK - PASCO** | **54.5** | **3,384** | **12,426** | **13,195** | **8,734** | **6,914** | **9,847** | **12,323** | **17,733** | **8,758** | **8,714** | **3,958** | **3,014** | **2.76** |
| Benton | 42.3 | 2,527 | 9,758 | 10,195 | 6,993 | 5,343 | 7,484 | 9,953 | 14,045 | 6,846 | 6,788 | 2,852 | 1,816 | 2.67 |
| Franklin | 12.2 | 857 | 2,668 | 3,000 | 1,741 | 1,571 | 2,363 | 2,370 | 3,688 | 1,912 | 1,926 | 1,106 | 1,198 | 3.07 |
| **SEATTLE** | **801.2** | **47,869** | **197,101** | **202,675** | **126,956** | **89,508** | **137,091** | **219,172** | **274,454** | **130,867** | **110,585** | **43,200** | **22,922** | **2.50** |
| King | 625.0 | 38,254 | 153,018 | 156,838 | 98,450 | 69,649 | 108,791 | 182,286 | 215,168 | 99,145 | 80,766 | 30,881 | 16,754 | 2.45 |
| Snohomish | 176.2 | 9,615 | 44,083 | 45,837 | 28,506 | 19,859 | 28,300 | 36,886 | 59,286 | 31,722 | 29,819 | 12,319 | 6,168 | 2.71 |
| ***SEATTLE - TACOMA CONSOLIDATED AREA*** | ***1,019.1*** | ***63,565*** | ***249,300*** | ***253,029*** | ***160,310*** | ***116,015*** | ***176,881*** | ***270,154*** | ***346,229*** | ***169,491*** | ***144,784*** | ***57,564*** | ***30,878*** | ***2.55*** |
| **SPOKANE** | **142.0** | **10,660** | **30,241** | **32,201** | **20,681** | **16,967** | **31,250** | **39,118** | **48,011** | **22,470** | **19,872** | **8,282** | **4,247** | **2.55** |
| Spokane | 142.0 | 10,660 | 30,241 | 32,201 | 20,681 | 16,967 | 31,250 | 39,118 | 48,011 | 22,470 | 19,872 | 8,282 | 4,247 | 2.55 |
| **TACOMA** | **217.9** | **15,696** | **52,199** | **50,354** | **33,354** | **26,507** | **39,790** | **50,982** | **71,775** | **38,624** | **34,199** | **14,364** | **7,956** | **2.73** |
| Pierce | 217.9 | 15,696 | 52,199 | 50,354 | 33,354 | 26,507 | 39,790 | 50,982 | 71,775 | 38,624 | 34,199 | 14,364 | 7,956 | 2.73 |
| **VANCOUVER** | **90.0** | **4,737** | **19,443** | **23,129** | **15,391** | **10,675** | **16,625** | **19,894** | **30,192** | **15,672** | **14,646** | **6,220** | **3,376** | **2.69** |
| Clark | 90.0 | 4,737 | 19,443 | 23,129 | 15,391 | 10,675 | 16,625 | 19,894 | 30,192 | 15,672 | 14,646 | 6,220 | 3,376 | 2.69 |
| **YAKIMA** | **66.4** | **4,010** | **13,273** | **14,330** | **10,135** | **8,605** | **16,047** | **15,049** | **21,212** | **10,606** | **9,969** | **5,008** | **4,556** | **2.86** |
| Yakima | 66.4 | 4,010 | 13,273 | 14,330 | 10,135 | 8,605 | 16,047 | 15,049 | 21,212 | 10,606 | 9,969 | 5,008 | 4,556 | 2.86 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Adams | 4.6 | 245 | 945 | 1,020 | 751 | 655 | 984 | 940 | 1,457 | 648 | 697 | 472 | 386 | 2.96 |
| Asotin | 7.0 | 397 | 1,368 | 1,425 | 1,010 | 963 | 1,837 | 1,814 | 2,545 | 1,096 | 950 | 372 | 223 | 2.51 |
| Benton | 42.3 | 2,527 | 9,758 | 10,195 | 6,993 | 5,343 | 7,484 | 9,953 | 14,045 | 6,846 | 6,788 | 2,852 | 1,816 | 2.67 |
| Chelan | 20.8 | 1,149 | 3,964 | 4,610 | 2,940 | 2,692 | 5,445 | 5,572 | 7,434 | 3,063 | 2,792 | 1,199 | 740 | 2.53 |
| Clallam | 23.1 | 978 | 3,652 | 4,628 | 3,195 | 3,262 | 7,385 | 5,955 | 9,330 | 3,196 | 2,787 | 1,192 | 640 | 2.47 |
| Clark | 90.0 | 4,737 | 19,443 | 23,129 | 15,391 | 10,675 | 16,625 | 19,894 | 30,192 | 15,672 | 14,646 | 6,220 | 3,376 | 2.69 |
| Columbia | 1.6 | 58 | 234 | 325 | 248 | 220 | 515 | 477 | 562 | 201 | 218 | 98 | 44 | 2.50 |
| Cowlitz | 31.8 | 1,841 | 6,238 | 7,157 | 5,074 | 4,227 | 7,263 | 7,609 | 11,006 | 5,424 | 4,866 | 1,947 | 948 | 2.60 |
| Douglas | 9.8 | 549 | 1,989 | 2,339 | 1,577 | 1,327 | 2,019 | 1,963 | 3,545 | 1,671 | 1,602 | 645 | 374 | 2.70 |
| Ferry | 2.2 | 97 | 413 | 581 | 368 | 301 | 440 | 486 | 753 | 351 | 324 | 181 | 105 | 2.86 |
| Franklin | 12.2 | 857 | 2,668 | 3,000 | 1,741 | 1,571 | 2,363 | 2,370 | 3,688 | 1,912 | 1,926 | 1,106 | 1,198 | 3.07 |
| Garfield | .9 | 20 | 120 | 182 | 121 | 143 | 314 | 246 | 359 | 110 | 97 | 68 | 21 | 2.44 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average Household Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Under 25 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **WASHINGTON (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Grant | 19.8 | 1,226 | 4,044 | 4,254 | 2,923 | 2,803 | 4,550 | 4,470 | 6,757 | 2,878 | 2,922 | 1,526 | 1,247 | 2.78 |
| Grays Harbor | 25.5 | 1,466 | 4,671 | 5,439 | 3,799 | 3,456 | 6,669 | 6,833 | 8,948 | 3,892 | 3,495 | 1,544 | 788 | 2.52 |
| Island | 22.3 | 1,577 | 5,026 | 4,698 | 2,961 | 2,763 | 5,275 | 4,169 | 8,873 | 3,742 | 3,396 | 1,444 | 676 | 2.76 |
| Jefferson | 8.8 | 241 | 1,183 | 1,998 | 1,314 | 1,324 | 2,740 | 2,357 | 3,758 | 1,174 | 941 | 377 | 193 | 2.33 |
| King | 625.0 | 38,254 | 153,018 | 156,838 | 98,450 | 69,649 | 108,791 | 182,286 | 215,168 | 99,145 | 80,766 | 30,881 | 16,754 | 2.45 |
| Kitsap | 71.0 | 4,699 | 16,184 | 17,715 | 11,520 | 7,838 | 13,044 | 15,710 | 23,998 | 12,308 | 11,520 | 4,921 | 2,543 | 2.74 |
| Kittitas | 10.5 | 1,669 | 1,804 | 2,045 | 1,326 | 1,158 | 2,298 | 3,059 | 3,980 | 1,490 | 1,258 | 485 | 228 | 2.56 |
| Klickitat | 6.2 | 273 | 1,127 | 1,486 | 998 | 815 | 1,501 | 1,407 | 2,210 | 897 | 1,009 | 422 | 255 | 2.68 |
| Lewis | 22.6 | 1,159 | 4,043 | 4,763 | 3,429 | 3,153 | 6,053 | 5,349 | 7,975 | 3,427 | 3,409 | 1,597 | 843 | 2.64 |
| Lincoln | 3.6 | 94 | 542 | 705 | 542 | 547 | 1,170 | 935 | 1,444 | 434 | 473 | 204 | 110 | 2.44 |
| Mason | 14.8 | 593 | 2,402 | 3,150 | 2,191 | 2,365 | 4,099 | 3,269 | 6,070 | 2,125 | 1,955 | 893 | 488 | 2.64 |
| Okanogan | 12.7 | 598 | 2,176 | 2,878 | 2,093 | 1,862 | 3,093 | 3,054 | 4,531 | 1,906 | 1,854 | 827 | 528 | 2.64 |
| Pacific | 7.9 | 313 | 1,137 | 1,414 | 1,060 | 1,320 | 2,656 | 2,149 | 3,262 | 990 | 893 | 403 | 203 | 2.41 |
| Pend Oreille | 3.4 | 124 | 573 | 771 | 576 | 540 | 816 | 776 | 1,241 | 541 | 479 | 226 | 137 | 2.62 |
| Pierce | 217.9 | 15,696 | 52,199 | 50,354 | 33,354 | 26,507 | 39,790 | 50,982 | 71,775 | 38,624 | 34,199 | 14,364 | 7,956 | 2.73 |
| San Juan | 4.5 | 80 | 528 | 1,102 | 746 | 677 | 1,367 | 1,223 | 2,005 | 557 | 465 | 179 | 71 | 2.29 |
| Skagit | 31.0 | 1,451 | 5,669 | 6,994 | 4,671 | 4,158 | 8,057 | 7,276 | 11,592 | 4,745 | 4,345 | 2,010 | 1,032 | 2.60 |
| Skamania | 3.1 | 117 | 629 | 781 | 564 | 397 | 612 | 637 | 1,104 | 491 | 516 | 229 | 123 | 2.68 |
| Snohomish | 176.2 | 9,615 | 44,083 | 45,837 | 28,506 | 19,859 | 28,300 | 36,886 | 59,286 | 31,722 | 29,819 | 12,319 | 6,168 | 2.71 |
| Spokane | 142.0 | 10,660 | 30,241 | 32,201 | 20,681 | 16,967 | 31,250 | 39,118 | 48,011 | 22,470 | 19,872 | 8,282 | 4,247 | 2.55 |
| Stevens | 11.3 | 410 | 2,023 | 2,843 | 2,009 | 1,520 | 2,495 | 2,368 | 3,842 | 1,792 | 1,845 | 928 | 525 | 2.75 |
| Thurston | 63.4 | 3,724 | 13,142 | 16,227 | 10,478 | 7,463 | 12,366 | 15,196 | 22,012 | 10,876 | 9,576 | 3,824 | 1,916 | 2.59 |
| Wahkiakum | 1.3 | 45 | 169 | 289 | 213 | 191 | 393 | 300 | 529 | 195 | 170 | 62 | 44 | 2.54 |
| Walla Walla | 17.6 | 1,391 | 3,201 | 3,582 | 2,420 | 2,280 | 4,726 | 4,738 | 6,203 | 2,615 | 2,345 | 1,043 | 656 | 2.74 |
| Whatcom | 49.3 | 4,348 | 9,953 | 11,846 | 7,223 | 5,649 | 10,281 | 12,271 | 17,647 | 7,723 | 6,958 | 2,989 | 1,712 | 2.63 |
| Whitman | 13.5 | 2,979 | 2,914 | 2,375 | 1,623 | 1,238 | 2,371 | 3,595 | 5,132 | 2,075 | 1,784 | 629 | 285 | 2.86 |
| Yakima | 66.4 | 4,010 | 13,273 | 14,330 | 10,135 | 8,605 | 16,047 | 15,049 | 21,212 | 10,606 | 9,969 | 5,008 | 4,556 | 2.86 |
| **TOTAL METRO COUNTIES** | **1,555.7** | **99,127** | **363,962** | **381,672** | **244,472** | **180,126** | **286,341** | **399,715** | **527,034** | **257,904** | **226,039** | **92,766** | **52,242** | **2.59** |
| **TOTAL STATE** | **1,897.9** | **120,267** | **426,746** | **455,506** | **295,414** | **226,483** | **373,484** | **482,741** | **653,480** | **309,630** | **273,926** | **113,968** | **64,155** | **2.60** |
| **WEST VIRGINIA** | | | | | | | | | | | | | | |
| **CHARLESTON** | **99.8** | **3,898** | **18,310** | **21,695** | **15,484** | **15,172** | **25,241** | **25,805** | **33,282** | **18,847** | **14,955** | **4,978** | **1,933** | **2.50** |
| Kanawha | 84.0 | 3,343 | 15,082 | 17,788 | 12,638 | 12,992 | 22,157 | 23,025 | 28,084 | 15,420 | 11,916 | 3,966 | 1,589 | 2.45 |
| Putnam | 15.8 | 555 | 3,228 | 3,907 | 2,846 | 2,180 | 3,084 | 2,780 | 5,198 | 3,427 | 3,039 | 1,012 | 344 | 2.73 |
| **HUNTINGTON - ASHLAND** | **119.0** | **6,171** | **20,768** | **23,775** | **19,466** | **18,527** | **30,293** | **28,289** | **38,741** | **23,224** | **18,776** | **7,040** | **2,830** | **2.61** |
| Cabell | 38.8 | 2,837 | 6,569 | 7,233 | 5,708 | 5,837 | 10,616 | 11,238 | 12,795 | 6,900 | 5,305 | 1,852 | 710 | 2.47 |
| Wayne | 15.5 | 637 | 2,651 | 3,189 | 2,709 | 2,393 | 3,921 | 3,279 | 5,007 | 3,042 | 2,735 | 1,015 | 422 | 2.66 |
| *Boyd, Ky.* | *19.7* | *758* | *3,463* | *3,969* | *3,132* | *3,172* | *5,188* | *4,729* | *6,637* | *3,931* | *3,053* | *1,017* | *333* | *2.58* |
| *Carter, Ky.* | *8.7* | *412* | *1,618* | *1,769* | *1,477* | *1,272* | *2,152* | *1,671* | *2,702* | *1,891* | *1,478* | *653* | *305* | *2.79* |
| *Greenup, Ky.* | *13.4* | *488* | *2,330* | *3,009* | *2,494* | *2,195* | *2,884* | *2,426* | *4,453* | *2,924* | *2,350* | *883* | *364* | *2.74* |
| *Lawrence, Ohio* | *22.9* | *1,039* | *4,137* | *4,606* | *3,926* | *3,658* | *5,534* | *4,946* | *7,147* | *4,636* | *3,855* | *1,620* | *696* | *2.70* |
| **PARKERSBURG - MARIETTA** | **57.5** | **2,581** | **10,727** | **12,066** | **9,618** | **8,418** | **14,090** | **13,740** | **19,506** | **10,557** | **8,987** | **3,350** | **1,360** | **2.58** |
| Wood | 33.9 | 1,460 | 6,197 | 7,042 | 5,765 | 4,910 | 8,526 | 8,219 | 11,475 | 6,367 | 5,262 | 1,828 | 749 | 2.55 |
| *Washington, Ohio* | *23.6* | *1,121* | *4,530* | *5,024* | *3,853* | *3,508* | *5,564* | *5,521* | *8,031* | *4,190* | *3,725* | *1,522* | *611* | *2.63* |
| **STEUBENVILLE - WEIRTON** | **54.6** | **1,592** | **8,195** | **11,327** | **8,475** | **9,245** | **15,763** | **13,481** | **18,116** | **10,045** | **8,458** | **3,213** | **1,287** | **2.59** |
| Brooke | 10.0 | 280 | 1,396 | 2,145 | 1,542 | 1,683 | 2,954 | 2,357 | 3,336 | 1,822 | 1,629 | 609 | 247 | 2.67 |
| Hancock | 13.6 | 375 | 2,192 | 2,930 | 2,088 | 2,325 | 3,690 | 3,215 | 4,601 | 2,566 | 2,120 | 796 | 302 | 2.57 |
| *Jefferson, Ohio* | *31.0* | *937* | *4,610* | *6,252* | *4,845* | *5,237* | *9,119* | *7,909* | *10,179* | *5,657* | *4,709* | *1,808* | *738* | *2.57* |
| **WHEELING** | **62.3** | **2,039** | **9,718** | **12,575** | **9,045** | **9,807** | **19,116** | **17,057** | **20,266** | **10,736** | **9,225** | **3,653** | **1,363** | **2.53** |
| Marshall | 14.0 | 412 | 2,222 | 3,043 | 2,222 | 2,259 | 3,842 | 3,257 | 4,561 | 2,548 | 2,409 | 890 | 335 | 2.65 |
| Ohio | 20.4 | 735 | 3,171 | 3,991 | 2,884 | 3,141 | 6,478 | 6,511 | 6,478 | 3,228 | 2,633 | 1,105 | 445 | 2.47 |
| *Belmont, Ohio* | *27.9* | *892* | *4,325* | *5,541* | *3,939* | *4,407* | *8,796* | *7,289* | *9,227* | *4,960* | *4,183* | *1,658* | *583* | *2.52* |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Barbour | 5.8 | 240 | 955 | 1,160 | 868 | 842 | 1,735 | 1,389 | 1,865 | 1,047 | 942 | 389 | 168 | 2.69 |
| Berkeley | 22.8 | 1,283 | 5,019 | 5,149 | 3,567 | 3,193 | 4,589 | 5,286 | 7,220 | 4,600 | 3,626 | 1,448 | 620 | 2.64 |
| Boone | 9.5 | 371 | 1,627 | 2,233 | 1,549 | 1,399 | 2,321 | 2,015 | 2,862 | 2,002 | 1,776 | 615 | 230 | 2.67 |
| Braxton | 4.9 | 160 | 771 | 984 | 735 | 750 | 1,500 | 1,140 | 1,560 | 989 | 733 | 321 | 157 | 2.63 |
| Brooke | 10.0 | 280 | 1,396 | 2,145 | 1,542 | 1,683 | 2,954 | 2,357 | 3,336 | 1,822 | 1,629 | 609 | 247 | 2.67 |
| Cabell | 38.8 | 2,837 | 6,569 | 7,233 | 5,708 | 5,837 | 10,616 | 11,238 | 12,795 | 6,900 | 5,305 | 1,852 | 710 | 2.47 |
| Calhoun | 2.9 | 87 | 483 | 599 | 434 | 440 | 857 | 657 | 903 | 564 | 498 | 190 | 88 | 2.69 |
| Clay | 3.6 | 143 | 639 | 783 | 557 | 536 | 942 | 781 | 1,053 | 692 | 644 | 284 | 146 | 2.75 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average Household Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under 25 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **WEST VIRGINIA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Doddridge | 2.6 | 65 | 418 | 531 | 399 | 393 | 794 | 593 | 816 | 489 | 418 | 184 | 100 | 2.65 |
| Fayette | 18.0 | 662 | 2,652 | 3,738 | 2,468 | 2,869 | 5,611 | 4,653 | 5,613 | 3,349 | 2,710 | 1,142 | 533 | 2.62 |
| Gilmer | 2.7 | 186 | 440 | 501 | 381 | 400 | 792 | 618 | 912 | 482 | 427 | 171 | 90 | 2.81 |
| Grant | 3.9 | 174 | 696 | 804 | 667 | 579 | 980 | 835 | 1,300 | 785 | 641 | 232 | 107 | 2.67 |
| Greenbrier | 13.7 | 482 | 2,242 | 2,741 | 2,100 | 2,126 | 4,009 | 3,549 | 4,607 | 2,507 | 1,996 | 715 | 326 | 2.51 |
| Hampshire | 6.3 | 283 | 1,104 | 1,283 | 1,018 | 1,016 | 1,596 | 1,404 | 2,118 | 1,167 | 979 | 408 | 224 | 2.65 |
| Hancock | 13.6 | 375 | 2,192 | 2,930 | 2,088 | 2,325 | 3,690 | 3,215 | 4,601 | 2,566 | 2,120 | 796 | 302 | 2.57 |
| Hardy | 4.3 | 184 | 784 | 848 | 652 | 678 | 1,154 | 971 | 1,475 | 854 | 675 | 215 | 110 | 2.58 |
| Harrison | 26.8 | 1,004 | 4,401 | 5,222 | 3,881 | 4,084 | 8,208 | 6,924 | 8,606 | 4,876 | 4,040 | 1,652 | 702 | 2.57 |
| Jackson | 9.6 | 395 | 1,663 | 1,895 | 1,724 | 1,661 | 2,262 | 1,860 | 3,285 | 1,943 | 1,656 | 623 | 233 | 2.70 |
| Jefferson | 13.1 | 660 | 2,680 | 3,053 | 2,257 | 1,770 | 2,680 | 2,816 | 4,226 | 2,544 | 2,144 | 901 | 469 | 2.79 |
| Kanawha | 84.0 | 3,343 | 15,082 | 17,788 | 12,638 | 12,992 | 22,157 | 23,025 | 28,084 | 15,420 | 11,916 | 3,966 | 1,589 | 2.45 |
| Lewis | 6.5 | 253 | 1,064 | 1,281 | 995 | 978 | 1,929 | 1,663 | 2,082 | 1,185 | 1,021 | 370 | 179 | 2.62 |
| Lincoln | 7.6 | 326 | 1,378 | 1,652 | 1,215 | 1,165 | 1,864 | 1,435 | 2,280 | 1,580 | 1,456 | 596 | 253 | 2.79 |
| Logan | 15.2 | 588 | 2,572 | 3,632 | 2,230 | 2,419 | 3,759 | 3,046 | 4,350 | 3,263 | 2,854 | 1,152 | 535 | 2.79 |
| McDowell | 12.4 | 426 | 2,049 | 2,576 | 1,775 | 1,998 | 3,576 | 2,833 | 3,534 | 2,571 | 2,041 | 904 | 517 | 2.73 |
| Marion | 22.4 | 1,176 | 3,331 | 4,331 | 3,245 | 3,326 | 6,991 | 5,990 | 7,345 | 3,990 | 3,345 | 1,242 | 488 | 2.53 |
| Marshall | 14.0 | 412 | 2,222 | 3,043 | 2,222 | 2,259 | 3,842 | 3,257 | 4,561 | 2,548 | 2,409 | 890 | 335 | 2.65 |
| Mason | 9.6 | 316 | 1,715 | 2,010 | 1,584 | 1,568 | 2,407 | 2,172 | 3,037 | 1,974 | 1,641 | 581 | 195 | 2.67 |
| Mercer | 25.1 | 1,158 | 4,033 | 5,121 | 3,659 | 3,847 | 7,282 | 6,346 | 8,351 | 4,666 | 3,746 | 1,429 | 562 | 2.56 |
| ☐ Mineral | 10.0 | 436 | 1,623 | 2,064 | 1,736 | 1,485 | 2,656 | 2,241 | 3,210 | 1,968 | 1,662 | 652 | 267 | 2.67 |
| Mingo | 11.7 | 612 | 2,383 | 2,677 | 1,853 | 1,689 | 2,486 | 2,336 | 3,126 | 2,543 | 2,218 | 990 | 487 | 2.85 |
| Monongalia | 29.1 | 4,795 | 6,081 | 5,817 | 3,724 | 3,183 | 5,500 | 8,349 | 9,536 | 5,112 | 4,127 | 1,441 | 535 | 2.59 |
| Monroe | 4.7 | 180 | 708 | 910 | 755 | 765 | 1,382 | 1,091 | 1,576 | 862 | 777 | 256 | 138 | 2.64 |
| Morgan | 4.8 | 185 | 785 | 948 | 756 | 820 | 1,306 | 1,063 | 1,795 | 871 | 667 | 293 | 111 | 2.56 |
| Nicholas | 9.9 | 398 | 1,729 | 2,177 | 1,539 | 1,519 | 2,538 | 2,085 | 3,125 | 2,012 | 1,740 | 657 | 281 | 2.69 |
| Ohio | 20.4 | 735 | 3,171 | 3,991 | 2,884 | 3,141 | 6,478 | 6,511 | 6,478 | 3,228 | 2,633 | 1,105 | 445 | 2.47 |
| Pendleton | 3.1 | 143 | 540 | 607 | 425 | 489 | 896 | 679 | 1,048 | 651 | 452 | 198 | 72 | 2.61 |
| Pleasants | 2.8 | 108 | 505 | 555 | 464 | 405 | 763 | 682 | 883 | 515 | 458 | 199 | 63 | 2.68 |
| Pocahontas | 3.6 | 131 | 579 | 682 | 554 | 535 | 1,119 | 957 | 1,240 | 670 | 470 | 179 | 84 | 2.47 |
| Preston | 10.6 | 436 | 1,918 | 2,261 | 1,712 | 1,597 | 2,676 | 2,244 | 3,307 | 2,012 | 1,906 | 807 | 324 | 2.73 |
| Putnam | 15.8 | 555 | 3,228 | 3,907 | 2,846 | 2,180 | 3,084 | 2,780 | 5,198 | 3,427 | 3,039 | 1,012 | 344 | 2.73 |
| Raleigh | 29.0 | 1,071 | 4,603 | 6,497 | 4,340 | 4,436 | 8,053 | 7,043 | 9,150 | 5,637 | 4,632 | 1,816 | 722 | 2.61 |
| Randolph | 10.3 | 421 | 1,751 | 2,159 | 1,668 | 1,398 | 2,903 | 2,575 | 3,275 | 1,979 | 1,592 | 607 | 272 | 2.69 |
| Ritchie | 3.9 | 134 | 668 | 747 | 619 | 577 | 1,155 | 907 | 1,303 | 743 | 602 | 244 | 101 | 2.59 |
| Roane | 5.7 | 209 | 886 | 1,238 | 910 | 863 | 1,594 | 1,308 | 1,848 | 1,066 | 935 | 354 | 189 | 2.65 |
| Summers | 5.2 | 142 | 748 | 1,006 | 716 | 911 | 1,677 | 1,336 | 1,701 | 953 | 768 | 295 | 147 | 2.71 |
| Taylor | 5.7 | 229 | 962 | 1,148 | 846 | 879 | 1,636 | 1,363 | 1,790 | 1,081 | 991 | 335 | 140 | 2.63 |
| Tucker | 3.0 | 128 | 457 | 602 | 481 | 452 | 881 | 764 | 964 | 567 | 467 | 177 | 61 | 2.57 |
| Tyler | 3.7 | 136 | 586 | 756 | 593 | 582 | 1,045 | 804 | 1,238 | 713 | 598 | 260 | 87 | 2.62 |
| Upshur | 8.1 | 364 | 1,413 | 1,757 | 1,254 | 1,064 | 2,248 | 1,946 | 2,498 | 1,520 | 1,390 | 505 | 241 | 2.79 |
| Wayne | 15.3 | 637 | 2,651 | 3,189 | 2,709 | 2,393 | 3,921 | 3,279 | 5,007 | 3,042 | 2,735 | 1,015 | 422 | 2.66 |
| Webster | 3.9 | 168 | 648 | 796 | 585 | 590 | 1,113 | 826 | 1,220 | 814 | 654 | 278 | 108 | 2.72 |
| Wetzel | 7.2 | 287 | 1,148 | 1,426 | 1,241 | 1,184 | 1,914 | 1,687 | 2,301 | 1,336 | 1,164 | 506 | 206 | 2.64 |
| Wirt | 1.9 | 51 | 372 | 374 | 322 | 272 | 309 | 417 | 598 | 357 | 326 | 145 | 57 | 2.74 |
| Wood | 33.9 | 1,460 | 6,197 | 7,042 | 5,765 | 4,910 | 8,526 | 8,219 | 11,475 | 6,367 | 5,262 | 1,828 | 749 | 2.55 |
| Wyoming | 10.3 | 369 | 1,813 | 2,523 | 1,678 | 1,659 | 2,258 | 1,979 | 2992 | 2,290 | 2,018 | 727 | 294 | 2.76 |
| **TOTAL METRO COUNTIES** | **256.0** | **11,070** | **44,331** | **53,332** | **40,138** | **39,205** | **67,924** | **66,122** | **84,745** | **47,288** | **38,710** | **13,725** | **5,410** | **2.53** |
| **TOTAL STATE** | **683.5** | **32,389** | **118,330** | **143,122** | **105,134** | **103,111** | **181,414** | **167,539** | **220,659** | **129,711** | **107,671** | **40,758** | **17,162** | **2.60** |
| **WISCONSIN** | | | | | | | | | | | | | | |
| **APPLETON - OSHKOSH - NEENAH** | **116.4** | **6,782** | **27,874** | **25,879** | **17,193** | **14,425** | **24,247** | **26,435** | **38,476** | **19,515** | **19,418** | **8,663** | **3,893** | **2.73** |
| Calumet | 11.9 | 466 | 2,912 | 2,801 | 1,802 | 1,530 | 2,389 | 2,116 | 3,685 | 2,101 | 2,219 | 1,192 | 587 | 2.91 |
| Outagamie | 51.0 | 2,740 | 12,776 | 11,733 | 7,620 | 6,090 | 10,041 | 10,897 | 16,462 | 8,535 | 8,861 | 4,260 | 1,985 | 2.78 |
| Winnebago | 53.5 | 3,576 | 12,186 | 11,345 | 7,771 | 6,805 | 11,817 | 13,422 | 18,329 | 8,879 | 8,338 | 3,211 | 1,321 | 2.64 |
| **EAU CLAIRE** | **50.6** | **4,032** | **10,568** | **11,037** | **7,105** | **6,166** | **11,692** | **12,238** | **16,633** | **8,226** | **8,219** | **3,562** | **1,722** | **2.73** |
| Chippewa | 19.1 | 824 | 4,012 | 4,152 | 2,763 | 2,575 | 4,774 | 4,386 | 6,194 | 3,036 | 3,181 | 1,592 | 711 | 2.75 |
| Eau Claire | 31.5 | 3,208 | 6,556 | 6,885 | 4,342 | 3,591 | 6,918 | 7,852 | 10,439 | 5,190 | 5,038 | 1,970 | 1,011 | 2.72 |
| **GREEN BAY** | **72.9** | **4,831** | **18,242** | **17,124** | **10,669** | **8,460** | **13,574** | **17,594** | **23,158** | **12,541** | **12,039** | **5,272** | **2,296** | **2.69** |
| Brown | 72.9 | 4,831 | 18,242 | 17,124 | 10,669 | 8,460 | 13,574 | 17,594 | 23,158 | 12,541 | 12,039 | 5,272 | 2,296 | 2.69 |
| **JANESVILLE - BELOIT** | **52.2** | **2,899** | **11,208** | **11,213** | **8,143** | **7,296** | **11,441** | **12,239** | **17,189** | **9,008** | **8,380** | **3,739** | **1,645** | **2.67** |
| Rock | 52.2 | 2,899 | 11,208 | 11,213 | 8,143 | 7,296 | 11,441 | 12,239 | 17,189 | 9,008 | 8,380 | 3,739 | 1,645 | 2.67 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Households by Age of Householder<br>Under 25 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | Households by Number of Persons<br>1 | 2 | 3 | 4 | 5 | 6 or More | Average Household Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **WISCONSIN (continued)** | | | | | | | | | | | | | | |
| **KENOSHA** | **47.3** | **2,569** | **10,460** | **10,228** | **7,515** | **6,226** | **10,302** | **10,986** | **14,838** | **8,484** | **7,669** | **3,482** | **1,841** | **2.73** |
| Kenosha | 47.3 | 2,569 | 10,460 | 10,228 | 7,515 | 6,226 | 10,302 | 10,986 | 14,838 | 8,484 | 7,669 | 3,482 | 1,841 | 2.73 |
| **LA CROSSE** | **36.9** | **3,434** | **8,158** | **8,003** | **4,931** | **4,386** | **7,988** | **9,646** | **12,134** | **5,983** | **5,634** | **2,414** | **1,089** | **2.67** |
| La Crosse | 36.9 | 3,434 | 8,158 | 8,003 | 4,931 | 4,386 | 7,988 | 9,646 | 12,134 | 5,983 | 5,634 | 2,414 | 1,089 | 2.67 |
| **MADISON** | **144.1** | **15,259** | **37,245** | **35,024** | **19,858** | **14,546** | **22,168** | **37,993** | **49,710** | **24,054** | **21,130** | **7,970** | **3,243** | **2.57** |
| Dane | 144.1 | 15,259 | 37,245 | 35,024 | 19,858 | 14,546 | 22,168 | 37,993 | 49,710 | 24,054 | 21,130 | 7,970 | 3,243 | 2.57 |
| **MILWAUKEE** | **539.4** | **28,645** | **122,039** | **121,251** | **80,702** | **73,014** | **113,749** | **137,454** | **170,661** | **91,729** | **81,947** | **36,878** | **20,731** | **2.66** |
| Milwaukee | 372.8 | 23,823 | 88,244 | 78,352 | 49,215 | 48,726 | 84,440 | 109,476 | 116,635 | 60,368 | 48,959 | 22,410 | 14,952 | 2.57 |
| Ozaukee | 26.0 | 861 | 4,983 | 6,525 | 4,902 | 3,870 | 5,059 | 4,424 | 8,726 | 4,934 | 4,881 | 2,172 | 863 | 2.83 |
| Washington | 33.4 | 1,230 | 7,507 | 8,219 | 5,989 | 4,369 | 6,086 | 5,730 | 10,542 | 6,115 | 6,659 | 3,030 | 1,324 | 2.89 |
| Waukesha | 107.2 | 2,931 | 21,305 | 28,155 | 20,396 | 16,049 | 18,164 | 17,824 | 34,758 | 20,312 | 21,448 | 9,266 | 3,592 | 2.87 |
| ***MILWAUKEE - RACINE CONSOLIDATED AREA*** | ***603.3*** | ***31,538*** | ***135,893*** | ***135,730*** | ***90,941*** | ***81,952*** | ***127,246*** | ***151,542*** | ***190,732*** | ***103,324*** | ***92,826*** | ***41,780*** | ***23,096*** | ***2.67*** |
| **RACINE** | **63.9** | **2,893** | **13,854** | **14,479** | **10,239** | **8,938** | **13,497** | **14,088** | **20,071** | **11,595** | **10,879** | **4,902** | **2,365** | **2.75** |
| Racine | 63.9 | 2,893 | 13,854 | 14,479 | 10,239 | 8,938 | 13,497 | 14,088 | 20,071 | 11,595 | 10,879 | 4,902 | 2,365 | 2.75 |
| **SHEBOYGAN** | **38.7** | **1,793** | **8,314** | **8,385** | **5,546** | **5,128** | **9,534** | **9,027** | **12,878** | **6,360** | **6,336** | **2,857** | **1,242** | **2.69** |
| Sheboygan | 38.7 | 1,793 | 8,314 | 8,385 | 5,546 | 5,128 | 9,534 | 9,027 | 12,878 | 6,360 | 6,336 | 2,857 | 1,242 | 2.69 |
| **WAUSAU** | **41.7** | **2,154** | **8,943** | **9,354** | **6,364** | **5,396** | **9,489** | **8,763** | **13,326** | **7,215** | **7,312** | **3,337** | **1,747** | **2.78** |
| Marathon | 41.7 | 2,154 | 8,943 | 9,354 | 6,364 | 5,396 | 9,489 | 8,763 | 13,326 | 7,215 | 7,312 | 3,337 | 1,747 | 2.78 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Adams | 6.0 | 165 | 935 | 966 | 865 | 1,123 | 1,946 | 1,386 | 2,534 | 867 | 726 | 323 | 164 | 2.63 |
| Ashland | 6.3 | 341 | 1,192 | 1,196 | 818 | 769 | 1,984 | 1,932 | 1,879 | 953 | 848 | 450 | 238 | 2.59 |
| Barron | 15.5 | 773 | 2,969 | 3,093 | 2,125 | 2,065 | 4,475 | 3,746 | 5,259 | 2,373 | 2,428 | 1,175 | [illegible] | 2.65 |
| Bayfield | 5.6 | 175 | 932 | 1,157 | 826 | 843 | 1,667 | 1,445 | 1,999 | 849 | 732 | 388 | 187 | 2.52 |
| Brown | 72.9 | 4,831 | 18,242 | 17,124 | 10,669 | 4,460 | 13,574 | 17,594 | 23,158 | 12,541 | 12,039 | 5,272 | 2,296 | 2.69 |
| Buffalo | 5.1 | 206 | 975 | 1,008 | 709 | 770 | 1,432 | 1,219 | 1,704 | 803 | 818 | 385 | 171 | 2.67 |
| Burnett | 5.2 | 150 | 787 | 930 | 758 | 886 | 1,689 | 1,327 | 2,014 | 710 | 683 | 324 | 142 | 2.52 |
| Calumet | 11.9 | 466 | 2,912 | 2,801 | 1,802 | 1,530 | 2,389 | 2,116 | 3,685 | 2,101 | 2,219 | 1,192 | 587 | 2.91 |
| Chippewa | 19.1 | 874 | 4,012 | 4,152 | 2,763 | 2,575 | 4,774 | 4,386 | 6,194 | 3,036 | 3,181 | 1,592 | 711 | 2.75 |
| Clark | 11.2 | 453 | 2,044 | 2,124 | 1,550 | 1,529 | 3,500 | 2,662 | 3,573 | 1,630 | 1,676 | 969 | 690 | 2.82 |
| Columbia | 17.0 | 645 | 3,268 | 3,605 | 2,340 | 2,384 | 4,558 | 4,011 | 5,872 | 2,656 | 2,667 | 1,245 | 549 | 2.67 |
| Crawford | 5.9 | 234 | 1,036 | 1,157 | 838 | 868 | 1,767 | 1,467 | 1,930 | 910 | 846 | 490 | 257 | 2.69 |
| Dane | 144.1 | 15,259 | 37,245 | 35,024 | 19,858 | 14,546 | 22,168 | 37,993 | 49,710 | 24,054 | 21,130 | 7,970 | 3,243 | 2.57 |
| Dodge | 26.9 | 1,097 | 5,555 | 5,639 | 3,956 | 3,615 | 7,038 | 5,842 | 8,752 | 4,535 | 4,432 | 2,301 | 1,038 | 2.86 |
| Door | 10.1 | 325 | 1,880 | 2,128 | 1,435 | 1,379 | 2,953 | 2,537 | 3,588 | 1,531 | 1,498 | 654 | 292 | 2.55 |
| ☐ Douglas | 16.4 | 903 | 3,129 | 3,529 | 2,307 | 2,192 | 4,400 | 4,559 | 5,456 | 2,608 | 2,349 | 1,025 | 403 | 2.54 |
| Dunn | 12.3 | 1,332 | 2,472 | 2,384 | 1,634 | 1,450 | 2,828 | 2,821 | 3,981 | 2,000 | 2,004 | 985 | 509 | 2.93 |
| Eau Claire | 31.5 | 3,208 | 6,556 | 6,885 | 4,342 | 3,591 | 6,918 | 7,852 | 10,439 | 5,190 | 5,038 | 1,970 | 1,011 | 2.72 |
| Florence | 1.8 | 58 | 329 | 358 | 298 | 262 | 495 | 456 | 638 | 284 | 236 | 123 | 63 | 2.56 |
| Fond du Lac | 32.7 | 1,568 | 6,650 | 7,280 | 4,845 | 4,485 | 7,872 | 7,622 | 10,508 | 5,352 | 5,371 | 2,535 | 1,312 | 2.76 |
| Forest | 3.3 | 151 | 528 | 569 | 463 | 527 | 1,063 | 813 | 1,167 | 519 | 447 | 217 | 137 | 2.67 |
| Grant | 17.1 | 1,157 | 3,300 | 3,348 | 2,365 | 2,341 | 4,589 | 4,018 | 5,552 | 2,554 | 2,736 | 1,506 | 734 | 2.87 |
| Green | 11.6 | 498 | 2,365 | 2,557 | 1,692 | 1,474 | 3,014 | 2,805 | 3,936 | 1,798 | 1,833 | 835 | 393 | 2.62 |
| Green Lake | 7.2 | 260 | 1,237 | 1,398 | 966 | 1,054 | 2,285 | 1,791 | 2,540 | 1,066 | 1,044 | 518 | 241 | 2.60 |
| Iowa | 7.4 | 324 | 1,532 | 1,640 | 981 | 992 | 1,931 | 1,718 | 2,365 | 1,193 | 1,168 | 650 | 306 | 2.73 |
| Iron | 2.6 | 84 | 372 | 421 | 340 | 388 | 995 | 773 | 973 | 391 | 282 | 119 | 62 | 2.35 |
| Jackson | 6.3 | 253 | 1,096 | 1,228 | 919 | 885 | 1,919 | 1,606 | 2,100 | 961 | 911 | 488 | 234 | 2.63 |
| Jefferson | 24.1 | 1,127 | 4,961 | 5,272 | 3,848 | 3,148 | 5,744 | 5,331 | 8,033 | 4,074 | 3,991 | 1,849 | 822 | 2.83 |
| Juneau | 8.3 | 303 | 1,518 | 1,521 | 1,207 | 1,274 | 2,477 | 2,061 | 2,862 | 1,282 | 1,174 | 577 | 344 | 2.63 |
| Kenosha | 47.3 | 2,569 | 10,460 | 10,228 | 7,515 | 6,226 | 10,302 | 10,986 | 14,838 | 8,484 | 7,669 | 3,482 | 1,841 | 2.73 |
| Kewaunee | 6.8 | 240 | 1,320 | 1,379 | 978 | 921 | 1,962 | 1,526 | 2,114 | 1,066 | 1,096 | 656 | 342 | 2.78 |
| La Crosse | 36.9 | 3,434 | 8,158 | 8,003 | 4,931 | 4,386 | 7,988 | 9,646 | 12,134 | 5,983 | 5,634 | 2,414 | 1,089 | 2.67 |
| Lafayette | 5.8 | 184 | 1,156 | 1,145 | 755 | 875 | 1,685 | 1,407 | 1,860 | 825 | 853 | 531 | 324 | 2.76 |
| Langlade | 7.6 | 260 | 1,253 | 1,401 | 1,066 | 1,126 | 2,494 | 1,989 | 2,619 | 1,107 | 1,046 | 527 | 312 | 2.57 |
| Lincoln | 10.2 | 448 | 1,943 | 1,916 | 1,574 | 1,531 | 2,788 | 2,390 | 3,527 | 1,659 | 1,575 | 705 | 344 | 2.66 |
| Manitowoc | 30.0 | 1,378 | 5,817 | 6,227 | 4,314 | 4,194 | 8,070 | 7,469 | 9,681 | 4,817 | 4,636 | 2,239 | 1,158 | 2.67 |
| Marathon | 41.7 | 2,154 | 8,943 | 9,354 | 6,364 | 5,396 | 9,489 | 8,763 | 13,326 | 7,215 | 7,312 | 3,337 | 1,747 | 2.78 |
| Marinette | 15.6 | 615 | 2,948 | 3,003 | 2,295 | 2,160 | 4,579 | 4,026 | 5,235 | 2,389 | 2,332 | 1,134 | 484 | 2.61 |
| Marquette | 4.9 | 146 | 764 | 824 | 647 | 876 | 1,643 | 1,154 | 1,921 | 689 | 642 | 326 | 168 | 2.53 |
| Menominee | 1.1 | 60 | 260 | 209 | 175 | 175 | 221 | 139 | 278 | 178 | 162 | 147 | 196 | 3.55 |
| Milwaukee | 372.8 | 23,823 | 88,244 | 78,352 | 49,215 | 48,726 | 84,440 | 109,476 | 116,635 | 60,368 | 48,959 | 22,410 | 14,952 | 2.57 |
| Monroe | 13.2 | 631 | 2,593 | 2,872 | 1,975 | 1,800 | 3,329 | 3,070 | 4,263 | 2,075 | 2,137 | 1,083 | 572 | 2.80 |
| Oconto | 11.3 | 408 | 2,148 | 2,243 | 1,649 | 1,630 | 3,222 | 2,540 | 3,901 | 1,804 | 1,720 | 924 | 411 | 2.69 |
| Oneida | 12.7 | 435 | 2,147 | 2,409 | 1,963 | 2,122 | 3,624 | 3,138 | 4,914 | 1,972 | 1,628 | 770 | 278 | 2.50 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Total Households (Thousands) | Under 25 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | Average House-hold Size |
| **WISCONSIN (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Outagamie | 51.0 | 2,740 | 12,776 | 11,733 | 7,620 | 6,090 | 10,041 | 10,897 | 16,462 | 8,535 | 8,861 | 4,260 | 1,965 | 2.78 |
| Ozaukee | 26.0 | 661 | 4,983 | 6,525 | 4,902 | 3,870 | 5,059 | 4,424 | 8,726 | 4,934 | 4,881 | 2,172 | 863 | 2.83 |
| Pepin | 2.6 | 77 | 472 | 534 | 341 | 356 | 820 | 650 | 837 | 360 | 402 | 236 | 115 | 2.73 |
| Pierce | 11.1 | 875 | 2,563 | 2,585 | 1,627 | 1,251 | 2,199 | 2,295 | 3,449 | 1,936 | 1,976 | 982 | 462 | 2.97 |
| Polk | 13.1 | 520 | 2,621 | 2,873 | 1,878 | 1,692 | 3,516 | 3,052 | 4,524 | 1,976 | 2,067 | 1,002 | 479 | 2.67 |
| Portage | 21.5 | 1,945 | 4,832 | 4,826 | 3,069 | 2,525 | 4,303 | 4,722 | 6,848 | 3,688 | 3,687 | 1,695 | 860 | 2.87 |
| Price | 6.1 | 230 | 1,058 | 1,105 | 810 | 914 | 1,983 | 1,615 | 2,058 | 917 | 895 | 425 | 190 | 2.56 |
| Racine | 63.9 | 2,893 | 13,854 | 14,479 | 10,239 | 8,938 | 13,497 | 14,088 | 20,071 | 11,595 | 10,879 | 4,902 | 2,365 | 2.75 |
| Richland | 6.6 | 317 | 1,155 | 1,280 | 953 | 919 | 1,976 | 1,585 | 2,282 | 975 | 964 | 508 | 286 | 2.65 |
| Rock | 52.2 | 2,899 | 11,208 | 11,213 | 8,143 | 7,296 | 11,441 | 12,239 | 17,189 | 9,008 | 8,380 | 3,739 | 1,645 | 2.67 |
| Rusk | 5.7 | 266 | 989 | 1,083 | 758 | 807 | 1,797 | 1,399 | 1,944 | 920 | 811 | 387 | 239 | 2.63 |
| ☐ St. Croix | 17.9 | 884 | 4,299 | 4,578 | 2,887 | 2,079 | 3,173 | 3,533 | 5,449 | 3,125 | 3,474 | 1,642 | 677 | 2.85 |
| Sauk | 17.8 | 905 | 3,592 | 3,715 | 2,527 | 2,295 | 4,766 | 4,243 | 5,956 | 2,881 | 2,770 | 1,322 | 628 | 2.65 |
| Sawyer | 5.6 | 178 | 881 | 1,008 | 796 | 954 | 1,783 | 1,397 | 2,156 | 781 | 726 | 312 | 228 | 2.55 |
| Shawano | 13.8 | 568 | 2,510 | 2,523 | 1,977 | 2,045 | 4,177 | 3,185 | 4,744 | 2,202 | 2,089 | 998 | 582 | 2.70 |
| Sheboygan | 38.7 | 1,793 | 8,314 | 8,385 | 5,546 | 5,128 | 9,534 | 9,027 | 12,878 | 6,360 | 6,336 | 2,857 | 1,242 | 2.69 |
| Taylor | 6.7 | 333 | 1,472 | 1,307 | 916 | 877 | 1,795 | 1,466 | 2,123 | 1,066 | 1,078 | 586 | 381 | 2.82 |
| Trempealeau | 9.5 | 414 | 1,695 | 1,880 | 1,384 | 1,246 | 2,881 | 2,406 | 3,077 | 1,589 | 1,415 | 673 | 340 | 2.65 |
| Vernon | 9.7 | 326 | 1,665 | 1,868 | 1,409 | 1,315 | 3,117 | 2,503 | 3,271 | 1,453 | 1,405 | 662 | 406 | 2.64 |
| Vilas | 7.3 | 187 | 968 | 1,214 | 1,096 | 1,299 | 2,536 | 1,724 | 3,189 | 1,008 | 822 | 361 | 196 | 2.44 |
| Walworth | 27.8 | 2,061 | 5,279 | 5,831 | 4,129 | 3,740 | 6,760 | 6,652 | 9,320 | 4,680 | 4,261 | 1,950 | 937 | 2.71 |
| Washburn | 5.5 | 183 | 828 | 1,073 | 807 | 856 | 1,753 | 1,479 | 1,980 | 727 | 758 | 377 | 179 | 2.51 |
| Washington | 33.4 | 1,230 | 7,507 | 8,219 | 5,989 | 4,369 | 6,086 | 5,730 | 10,542 | 6,115 | 6,659 | 3,030 | 1,324 | 2.89 |
| Waukesha | 107.2 | 2,931 | 21,305 | 28,155 | 20,596 | 16,049 | 18,164 | 17,824 | 34,758 | 20,312 | 21,448 | 9,266 | 3,592 | 2.87 |
| Waupaca | 17.1 | 800 | 3,345 | 3,492 | 2,412 | 2,245 | 4,806 | 4,076 | 5,790 | 2,682 | 2,580 | 1,379 | 593 | 2.71 |
| Waushara | 7.7 | 237 | 1,200 | 1,428 | 1,084 | 1,266 | 2,485 | 1,804 | 2,973 | 1,151 | 1,046 | 483 | 243 | 2.53 |
| Winnebago | 53.5 | 3,576 | 12,186 | 11,345 | 7,771 | 6,805 | 11,817 | 13,422 | 18,329 | 8,879 | 8,338 | 3,211 | 1,321 | 2.64 |
| Wood | 27.5 | 1,351 | 5,953 | 5,848 | 4,118 | 3,507 | 6,723 | 6,460 | 8,902 | 4,559 | 4,520 | 2,094 | 965 | 2.68 |
| **TOTAL METRO COUNTIES** | **1,238.4** | **77,078** | **284,333** | **280,084** | **183,459** | **158,192** | **255,254** | **304,555** | **399,979** | **210,443** | **194,786** | **85,743** | **42,894** | **2.68** |
| **TOTAL STATE** | **1,829.8** | **105,335** | **397,693** | **400,363** | **268,919** | **240,222** | **417,268** | **445,505** | **599,474** | **303,866** | **285,436** | **130,323** | **65,196** | **2.68** |
| **WYOMING** | | | | | | | | | | | | | | |
| **CASPER** | **23.4** | **1,420** | **5,355** | **5,784** | **3,426** | **3,171** | **4,244** | **6,050** | **7,797** | **3,705** | **3,637** | **1,528** | **683** | **2.57** |
| Natrona | 23.4 | 1,420 | 5,355 | 5,784 | 3,426 | 3,171 | 4,244 | 6,050 | 7,797 | 3,705 | 3,637 | 1,528 | 683 | 2.57 |
| **CHEYENNE** | **28.2** | **1,968** | **6,666** | **6,573** | **4,363** | **3,554** | **5,076** | **7,132** | **9,188** | **4,816** | **4,562** | **1,704** | **798** | **2.60** |
| Laramie | 28.2 | 1,968 | 6,666 | 6,573 | 4,363 | 3,554 | 5,076 | 7,132 | 9,188 | 4,816 | 4,562 | 1,704 | 798 | 2.60 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Albany | 12.0 | 2,412 | 2,976 | 2,516 | 1,476 | 1,056 | 1,564 | 3,517 | 4,223 | 1,974 | 1,472 | 563 | 251 | 2.57 |
| Big Horn | 3.8 | 144 | 594 | 760 | 587 | 596 | 1,119 | 949 | 1,355 | 487 | 511 | 275 | 223 | 2.71 |
| Campbell | 9.9 | 586 | 3,114 | 3,142 | 1,485 | 912 | 661 | 1,896 | 2,600 | 1,846 | 2,134 | 1,025 | 399 | 2.96 |
| Carbon | 5.9 | 278 | 1,286 | 1,474 | 976 | 749 | 1,137 | 1,459 | 1,875 | 920 | 984 | 439 | 223 | 2.76 |
| Converse | 3.9 | 197 | 854 | 1,067 | 621 | 509 | 652 | 846 | 1,220 | 622 | 761 | 307 | 144 | 2.74 |
| Crook | 1.9 | 68 | 361 | 450 | 310 | 286 | 425 | 391 | 657 | 268 | 308 | 177 | 99 | 2.79 |
| Fremont | 11.8 | 547 | 2,242 | 2,781 | 1,979 | 1,717 | 2,534 | 2,620 | 3,864 | 1,868 | 1,893 | 930 | 625 | 2.81 |
| Goshen | 4.8 | 220 | 903 | 957 | 709 | 663 | 1,348 | 1,223 | 1,711 | 710 | 649 | 342 | 165 | 2.56 |
| Hot Springs | 1.9 | 69 | 304 | 380 | 310 | 288 | 549 | 554 | 678 | 266 | 243 | 116 | 43 | 2.47 |
| Johnson | 2.3 | 78 | 356 | 506 | 373 | 320 | 667 | 592 | 827 | 319 | 344 | 152 | 66 | 2.61 |
| Laramie | 28.2 | 1,968 | 6,666 | 6,573 | 4,363 | 3,554 | 5,076 | 7,132 | 9,188 | 4,816 | 4,562 | 1,704 | 798 | 2.60 |
| Lincoln | 4.1 | 146 | 881 | 1,033 | 696 | 487 | 857 | 792 | 1,248 | 605 | 608 | 405 | 442 | 3.02 |
| Natrona | 23.4 | 1,420 | 5,355 | 5,784 | 3,426 | 3,171 | 4,244 | 6,050 | 7,797 | 3,705 | 3,637 | 1,528 | 683 | 2.57 |
| Niobrara | 1.0 | 32 | 168 | 179 | 144 | 163 | 314 | 327 | 339 | 139 | 126 | 50 | 19 | 2.40 |
| Park | 8.7 | 442 | 1,716 | 2,034 | 1,384 | 1,108 | 2,016 | 2,109 | 3,048 | 1,346 | 1,325 | 577 | 295 | 2.66 |
| Platte | 3.1 | 122 | 487 | 699 | 520 | 431 | 841 | 808 | 1,053 | 437 | 503 | 207 | 92 | 2.55 |
| Sheridan | 9.3 | 378 | 1,624 | 2,308 | 1,410 | 1,254 | 2,326 | 2,632 | 3,232 | 1,350 | 1,322 | 527 | 237 | 2.51 |
| Sublette | 1.8 | 65 | 339 | 489 | 312 | 249 | 346 | 422 | 625 | 285 | 289 | 111 | 68 | 2.61 |
| Sweetwater | 13.3 | 718 | 3,368 | 3,880 | 2,106 | 1,399 | 1,829 | 2,951 | 3,631 | 2,311 | 2,524 | 1,233 | 650 | 2.86 |
| Teton | 4.7 | 227 | 1,283 | 1,446 | 751 | 483 | 510 | 1,267 | 1,672 | 788 | 644 | 219 | 110 | 2.43 |
| Uinta | 5.8 | 336 | 1,665 | 1,799 | 812 | 558 | 630 | 1,082 | 1,466 | 970 | 1,107 | 622 | 553 | 3.19 |
| Washakie | 3.1 | 126 | 575 | 697 | 519 | 429 | 754 | 767 | 1,053 | 463 | 459 | 217 | 141 | 2.65 |
| Weston | 2.4 | 87 | 454 | 577 | 390 | 344 | 548 | 549 | 794 | 400 | 392 | 202 | 63 | 2.67 |
| **TOTAL METRO COUNTIES** | **51.6** | **3,388** | **12,021** | **12,357** | **7,789** | **6,725** | **9,320** | **13,182** | **16,985** | **8,521** | **8,199** | **3,232** | **1,481** | **2.59** |
| **TOTAL STATE** | **167.1** | **10,666** | **37,571** | **41,531** | **25,659** | **20,726** | **30,947** | **40,935** | **54,156** | **26,895** | **26,797** | **11,928** | **6,389** | **2.68** |

# SECTION 7

# Households By Effective Buying Income (EBI) Group For Metropolitan Markets And All Counties

**Under $ 5,000**
**$ 5,000–$ 9,999**
**$10,000–$14,999**
**$15,000–$19,999**
**$20,000–$24,999**
**$25,000–$34,999**
**$35,000–$49,999**
**$50,000 Or More**
**Median Household EBI**
**Average Household EBI**
**Per Capita EBI**

EXPLANATION OF TERMS

An explanation of terms used in the **Survey of Buying Power Demographics USA 1991** will be found in the Introductory Section starting on page A-5.

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**SYMBOLS USED IN TABLES**

☐ Metropolitan county of another state's metropolitan area. For area name, see page facing state map in Section 1.

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# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Households by E B I Group | | | | | | | | Median Household E B I | Average Household E B I | Per Capita E B I |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under $5,000 | $5,000 To $9,999 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 Or More | | | |
| **ALABAMA** | | | | | | | | | | | | |
| **ANNISTON** | **43.0** | **4,297** | **5,719** | **5,656** | **5,074** | **4,606** | **7,224** | **6,308** | **4,116** | **20,765** | **28,389** | **10,505** |
| Calhoun | 43.0 | 4,297 | 5,719 | 5,656 | 5,074 | 4,606 | 7,224 | 6,308 | 4,116 | 20,765 | 28,389 | 10,505 |
| **BIRMINGHAM** | **346.6** | **32,189** | **40,580** | **38,999** | **35,650** | **31,716** | **54,965** | **56,425** | **56,076** | **24,052** | **32,085** | **12,207** |
| Blount | 14.7 | 2,026 | 2,396 | 2,245 | 1,988 | 1,526 | 2,295 | 1,552 | 672 | 16,679 | 21,536 | 8,035 |
| Jefferson | 251.4 | 23,041 | 28,532 | 27,504 | 25,145 | 22,548 | 39,128 | 40,905 | 44,597 | 24,759 | 33,247 | 12,831 |
| St. Clair | 18.0 | 1,691 | 2,413 | 2,461 | 2,187 | 1,940 | 3,391 | 2,525 | 1,392 | 20,573 | 25,925 | 9,186 |
| Shelby | 36.9 | 2,760 | 3,523 | 3,515 | 3,388 | 3,148 | 6,004 | 7,660 | 6,902 | 28,720 | 35,146 | 12,752 |
| Walker | 25.6 | 2,671 | 3,716 | 3,274 | 2,942 | 2,554 | 4,147 | 3,783 | 2,513 | 20,353 | 26,654 | 10,079 |
| **DECATUR** | **38.2** | **3,716** | **4,521** | **4,415** | **4,260** | **3,847** | **6,769** | **6,367** | **4,305** | **22,772** | **28,673** | **10,834** |
| Morgan | 38.2 | 3,716 | 4,521 | 4,415 | 4,260 | 3,847 | 5,769 | 6,367 | 4,305 | 22,772 | 28,673 | 10,834 |
| **DOTHAN** | **48.8** | **4,821** | **6,140** | **6,242** | **6,190** | **5,452** | **8,175** | **6,754** | **5,026** | **20,829** | **28,606** | **10,584** |
| Dale | 17.7 | 1,586 | 2,266 | 2,382 | 2,424 | 2,087 | 2,942 | 2,385 | 1,628 | 20,413 | 29,208 | 10,360 |
| Houston | 31.1 | 3,235 | 3,874 | 3,860 | 3,766 | 3,365 | 5,233 | 4,369 | 3,398 | 21,095 | 28,263 | 10,719 |
| **FLORENCE** | **50.9** | **4,851** | **6,305** | **6,430** | **5,454** | **4,941** | **8,475** | **8,220** | **6,224** | **22,349** | **28,894** | **11,218** |
| Colbert | 20.0 | 2,038 | 2,513 | 2,601 | 2,218 | 2,049 | 3,485 | 3,122 | 1,974 | 21,437 | 27,132 | 10,537 |
| Lauderdale | 30.9 | 2,813 | 3,792 | 3,829 | 3,236 | 2,892 | 4,990 | 5,098 | 4,250 | 23,042 | 30,035 | 11,659 |
| **GADSDEN** | **38.6** | **4,598** | **6,205** | **5,568** | **4,387** | **3,389** | **6,117** | **5,229** | **3,107** | **18,290** | **25,235** | **9,770** |
| Etowah | 38.6 | 4,598 | 6,205 | 5,568 | 4,387 | 3,389 | 6,117 | 5,229 | 3,107 | 18,290 | 25,235 | 9,770 |
| **HUNTSVILLE** | **92.7** | **5,620** | **7,416** | **8,030** | **8,590** | **8,261** | **14,439** | **15,566** | **24,778** | **30,483** | **40,552** | **15,489** |
| Madison | 92.7 | 5,620 | 7,416 | 8,030 | 8,590 | 8,261 | 14,439 | 15,566 | 24,778 | 30,483 | 40,552 | 15,489 |
| **MOBILE** | **174.9** | **16,854** | **19,519** | **19,361** | **18,525** | **16,437** | **27,572** | **28,941** | **27,691** | **24,001** | **31,766** | **11,589** |
| Baldwin | 37.6 | 2,884 | 4,376 | 4,493 | 4,240 | 3,711 | 6,089 | 6,210 | 5,597 | 23,745 | 31,130 | 11,740 |
| Mobile | 137.3 | 13,970 | 15,143 | 14,868 | 14,285 | 12,726 | 21,483 | 22,731 | 22,094 | 24,079 | 31,940 | 11,549 |
| **MONTGOMERY** | **106.3** | **10,228** | **11,474** | **10,929** | **11,576** | **10,632** | **16,559** | **17,662** | **17,240** | **24,176** | **32,603** | **11,764** |
| Autauga | 11.9 | 1,066 | 1,231 | 1,033 | 1,071 | 1,092 | 2,113 | 2,325 | 1,969 | 27,047 | 32,694 | 11,277 |
| Elmore | 16.8 | 1,732 | 1,994 | 1,788 | 1,865 | 1,718 | 2,768 | 2,972 | 1,963 | 22,761 | 29,631 | 9,976 |
| Montgomery | 77.6 | 7,430 | 8,249 | 8,108 | 8,640 | 7,822 | 11,678 | 12,365 | 13,308 | 24,033 | 33,232 | 12,268 |
| **TUSCALOOSA** | **55.8** | **7,090** | **7,600** | **6,857** | **5,855** | **5,099** | **8,529** | **8,143** | **6,627** | **20,449** | **28,285** | **10,411** |
| Tuscaloosa | 55.8 | 7,090 | 7,600 | 6,857 | 5,855 | 5,099 | 8,529 | 8,143 | 6,627 | 20,449 | 28,285 | 10,411 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Autauga | 11.9 | 1,066 | 1,231 | 1,033 | 1,071 | 1,092 | 2,113 | 2,325 | 1,969 | 27,047 | 32,694 | 11,277 |
| Baldwin | 37.6 | 2,884 | 4,376 | 4,493 | 4,240 | 3,711 | 6,089 | 6,210 | 5,597 | 23,745 | 31,130 | 11,740 |
| Barbour | 9.2 | 1,544 | 1,571 | 1,237 | 1,091 | 865 | 1,153 | 960 | 779 | 16,021 | 23,358 | 8,427 |
| Bibb | 5.8 | 801 | 897 | 761 | 719 | 615 | 968 | 674 | 365 | 17,900 | 23,484 | 8,156 |
| Blount | 14.7 | 2,026 | 2,396 | 2,245 | 1,988 | 1,526 | 2,295 | 1,552 | 672 | 16,679 | 21,536 | 8,035 |
| Bullock | 3.8 | 647 | 688 | 572 | 489 | 350 | 365 | 362 | 327 | 14,933 | 22,784 | 7,730 |
| Butler | 7.9 | 967 | 1,424 | 1,147 | 995 | 805 | 1,155 | 800 | 607 | 16,925 | 24,024 | 8,666 |
| Calhoun | 43.0 | 4,297 | 5,719 | 5,656 | 5,074 | 4,606 | 7,224 | 6,308 | 4,116 | 20,765 | 28,389 | 10,505 |
| Chambers | 13.8 | 1,263 | 1,820 | 1,756 | 1,558 | 1,276 | 2,240 | 2,177 | 1,710 | 21,825 | 28,625 | 10,734 |
| Cherokee | 7.5 | 812 | 1,148 | 1,118 | 932 | 800 | 1,216 | 1,002 | 472 | 18,411 | 25,331 | 9,644 |
| Chilton | 12.2 | 1,335 | 1,798 | 1,545 | 1,473 | 1,305 | 2,018 | 1,597 | 1,129 | 19,822 | 26,290 | 9,839 |
| Choctaw | 5.7 | 798 | 1,007 | 695 | 533 | 430 | 703 | 738 | 796 | 18,221 | 27,965 | 9,963 |
| Clarke | 9.5 | 1,442 | 1,441 | 1,043 | 1,009 | 858 | 1,295 | 1,335 | 1,077 | 19,000 | 26,877 | 9,387 |
| Clay | 5.0 | 659 | 876 | 741 | 605 | 547 | 799 | 517 | 256 | 16,647 | 22,754 | 8,619 |
| Cleburne | 4.8 | 545 | 545 | 541 | 591 | 546 | 800 | 799 | 433 | 21,569 | 26,807 | 10,053 |
| Coffee | 15.3 | 1,670 | 2,158 | 1,861 | 1,679 | 1,621 | 2,828 | 2,162 | 1,321 | 20,849 | 26,314 | 9,990 |
| Colbert | 20.0 | 2,038 | 2,513 | 2,601 | 2,218 | 2,049 | 3,485 | 3,122 | 1,974 | 21,437 | 27,132 | 10,537 |
| Conecuh | 5.2 | 923 | 1,110 | 678 | 543 | 476 | 710 | 459 | 301 | 14,067 | 21,618 | 8,087 |
| Coosa | 4.0 | 412 | 633 | 532 | 464 | 395 | 719 | 538 | 307 | 19,544 | 27,163 | 9,877 |
| Covington | 14.5 | 1,832 | 2,481 | 1,953 | 1,813 | 1,494 | 2,168 | 1,703 | 1,056 | 17,528 | 24,059 | 9,558 |
| Crenshaw | 5.2 | 1,036 | 1,169 | 862 | 605 | 438 | 551 | 352 | 187 | 12,129 | 18,005 | 6,884 |
| Cullman | 25.8 | 2,828 | 4,138 | 3,570 | 3,297 | 2,737 | 4,046 | 3,002 | 2,182 | 18,441 | 25,430 | 9,648 |
| Dale | 17.7 | 1,586 | 2,266 | 2,382 | 2,424 | 2,087 | 2,942 | 2,385 | 1,628 | 20,413 | 29,208 | 10,360 |
| Dallas | 16.8 | 3,073 | 3,051 | 2,505 | 2,018 | 1,436 | 2,055 | 1,661 | 1,001 | 14,536 | 21,341 | 7,532 |
| De Kalb | 21.0 | 2,745 | 3,599 | 2,976 | 2,417 | 2,109 | 3,276 | 2,578 | 1,300 | 17,185 | 23,837 | 9,134 |
| Elmore | 16.8 | 1,732 | 1,994 | 1,788 | 1,865 | 1,718 | 2,768 | 2,972 | 1,963 | 22,761 | 29,631 | 9,976 |
| Escambia | 12.8 | 1,583 | 2,152 | 1,838 | 1,389 | 1,226 | 2,057 | 1,524 | 1,031 | 17,693 | 25,235 | 9,150 |
| Etowah | 38.6 | 4,598 | 6,205 | 5,568 | 4,387 | 3,389 | 6,117 | 5,229 | 3,107 | 18,290 | 25,235 | 9,770 |
| Fayette | 6.8 | 705 | 1,065 | 784 | 727 | 673 | 1,119 | 1,009 | 718 | 20,844 | 27,852 | 10,640 |
| Franklin | 10.8 | 1,191 | 1,764 | 1,394 | 1,173 | 1,014 | 1,708 | 1,442 | 1,114 | 19,416 | 26,269 | 10,242 |
| Geneva | 9.2 | 1,261 | 1,697 | 1,222 | 1,008 | 899 | 1,455 | 1,054 | 604 | 16,909 | 25,530 | 9,952 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Households by E B I Group | | | | | | | | Median Household E B I | Average Household E B I | Per Capita E B I |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under $5,000 | $5,000 To $9,999 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 Or More | | | |
| **ALABAMA (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Greene | 3.5 | 688 | 714 | 494 | 399 | 305 | 282 | 331 | 287 | 13,358 | 21,920 | 7,596 |
| Hale | 5.4 | 1,074 | 1,153 | 715 | 580 | 443 | 591 | 470 | 374 | 13,023 | 20,977 | 7,261 |
| Henry | 5.8 | 581 | 869 | 825 | 700 | 562 | 931 | 794 | 538 | 19,359 | 26,008 | 9,795 |
| Houston | 31.1 | 3,235 | 3,874 | 3,860 | 3,766 | 3,365 | 5,233 | 4,369 | 3,398 | 21,095 | 28,263 | 10,719 |
| Jackson | 18.0 | 2,122 | 2,562 | 2,309 | 2,250 | 1,916 | 3,126 | 2,480 | 1,235 | 19,444 | 24,521 | 9,253 |
| Jefferson | 251.4 | 23,041 | 28,532 | 27,504 | 25,145 | 22,548 | 39,128 | 40,905 | 44,597 | 24,759 | 33,247 | 12,831 |
| Lamar | 6.0 | 585 | 899 | 751 | 700 | 618 | 978 | 978 | 491 | 20,500 | 26,290 | 10,111 |
| Lauderdale | 30.9 | 2,813 | 3,792 | 3,829 | 3,236 | 2,892 | 4,990 | 5,098 | 4,250 | 23,042 | 30,035 | 11,659 |
| Lawrence | 11.4 | 1,371 | 1,649 | 1,323 | 1,149 | 978 | 1,699 | 1,899 | 1,332 | 21,000 | 27,411 | 9,889 |
| Lee | 33.3 | 4,973 | 4,729 | 3,858 | 3,519 | 2,878 | 4,291 | 4,757 | 4,295 | 19,312 | 28,446 | 10,813 |
| Limestone | 20.0 | 1,721 | 2,270 | 2,042 | 2,031 | 1,925 | 3,182 | 3,494 | 3,335 | 25,030 | 32,518 | 11,846 |
| Lowndes | 4.0 | 658 | 720 | 58[illegible] | 478 | 344 | 433 | 436 | 347 | 15,376 | 23,816 | 7,561 |
| Macon | 8.5 | 1,773 | 1,572 | 1,336 | 894 | 637 | 891 | 763 | 632 | 13,230 | 21,466 | 7,328 |
| Madison | 92.7 | 5,620 | 7,416 | 8,030 | 8,590 | 8,261 | 14,439 | 15,566 | 24,778 | 30,483 | 40,552 | 15,489 |
| Marengo | 8.1 | 1,535 | 1,506 | 989 | 799 | 568 | 935 | 1,091 | 677 | 15,105 | 22,938 | 8,078 |
| Marion | 11.5 | 1,165 | 1,683 | 1,402 | 1,374 | 1,277 | 2,071 | 1,512 | 1,016 | 20,474 | 26,444 | 10,205 |
| Marshall | 28.0 | 3,537 | 4,426 | 4,040 | 3,467 | 2,991 | 4,292 | 3,122 | 2,125 | 17,709 | 23,679 | 9,286 |
| Mobile | 137.3 | 13,970 | 15,143 | 14,868 | 14,285 | 12,726 | 21,483 | 22,731 | 22,094 | 24,079 | 31,940 | 11,549 |
| Monroe | 8.5 | 1,039 | 1,310 | 1,080 | 868 | 705 | 1,283 | 1,154 | 1,061 | 19,685 | 27,945 | 9,856 |
| Montgomery | 77.6 | 7,430 | 8,249 | 8,108 | 8,640 | 7,822 | 11,678 | 12,365 | 13,308 | 24,033 | 33,232 | 12,268 |
| Morgan | 38.2 | 3,716 | 4,521 | 4,415 | 4,260 | 3,847 | 6,769 | 6,367 | 4,305 | 22,772 | 28,673 | 10,834 |
| Perry | 4.1 | 788 | 887 | 624 | 438 | 322 | 438 | 352 | 251 | 12,789 | 20,166 | 6,562 |
| Pickens | 7.5 | 1,216 | 1,328 | 1,136 | 940 | 749 | 973 | 834 | 324 | 15,311 | 21,568 | 7,852 |
| Pike | 10.3 | 1,640 | 1,801 | 1,490 | 1,149 | 894 | 1,408 | 1,142 | 776 | 15,823 | 23,475 | 8,761 |
| Randolph | 7.6 | 990 | 1,157 | 1,041 | 901 | 747 | 1,190 | 986 | 588 | 18,318 | 24,049 | 9,184 |
| ☐ Russell | 17.6 | 2,483 | 2,534 | 2,215 | 1,986 | 1,688 | 2,677 | 2,358 | 1,659 | 18,780 | 25,384 | 9,505 |
| St. Clair | 18.0 | 1,691 | 2,413 | 2,461 | 2,187 | 1,940 | 3,391 | 2,525 | 1,392 | 20,523 | 25,925 | 9,186 |
| Shelby | 36.9 | 2,760 | 3,523 | 3,515 | 3,388 | 3,148 | 6,004 | 7,660 | 6,902 | 28,720 | 35,146 | 12,752 |
| Sumter | 5.5 | 1,021 | 1,067 | 747 | 554 | 434 | 633 | 548 | 496 | 14,370 | 23,221 | 7,982 |
| Talladega | 26.4 | 2,603 | 3,447 | 3,197 | 2,963 | 2,540 | 4,112 | 4,169 | 3,369 | 21,852 | 29,107 | 10,370 |
| Tallapoosa | 14.7 | 1,388 | 2,140 | 1,973 | 1,836 | 1,552 | 2,388 | 2,172 | 1,251 | 20,041 | 26,744 | 10,106 |
| Tuscaloosa | 55.8 | 7,090 | 7,600 | 6,857 | 5,855 | 5,099 | 8,529 | 8,143 | 6,627 | 20,449 | 28,285 | 10,411 |
| Walker | 25.6 | 2,671 | 3,716 | 3,274 | 2,942 | 2,554 | 4,147 | 3,783 | 2,513 | 20,353 | 26,654 | 10,079 |
| Washington | 5.7 | 557 | 794 | 614 | 502 | 444 | 831 | 1,135 | 823 | 24,247 | 30,201 | 10,308 |
| Wilcox | 4.4 | 979 | 797 | 565 | 519 | 381 | 392 | 415 | 352 | 13,634 | 21,342 | 7,008 |
| Winston | 8.5 | 1,056 | 1,343 | 1,338 | 1,175 | 829 | 1,269 | 925 | 565 | 16,976 | 23,224 | 8,973 |
| **TOTAL METRO COUNTIES** | **1,013.4** | **96,747** | **118,013** | **114,702** | **107,547** | **96,068** | **161,501** | **161,973** | **156,849** | **23,588** | **31,659** | **11,855** |
| **TOTAL STATE** | **1,512.7** | **161,879** | **197,068** | **180,508** | **164,860** | **144,022** | **235,524** | **226,377** | **202,462** | **21,714** | **29,633** | **11,051** |
| **ALASKA** | | | | | | | | | | | | |
| **ANCHORAGE** | **82.9** | **3,888** | **4,537** | **6,489** | **6,891** | **6,422** | **11,535** | **15,335** | **27,803** | **36,633** | **45,913** | **16,782** |
| Anchorage | 82.9 | 3,888 | 4,537 | 6,489 | 6,891 | 6,422 | 11,535 | 15,335 | 27,803 | 36,633 | 45,913 | 16,782 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Aleutians East | .5 | 34 | 35 | 31 | 71 | 63 | 77 | 79 | 110 | 26,636 | 75,016 | 15,003 |
| Aleutians West | 2.0 | 132 | 112 | 111 | 248 | 222 | 307 | 303 | 565 | 30,344 | 89,816 | 18,519 |
| Anchorage | 82.9 | 3,888 | 4,537 | 6,489 | 6,891 | 6,422 | 11,535 | 15,335 | 27,803 | 36,633 | 45,913 | 16,782 |
| Bethel | 3.6 | 527 | 408 | 454 | 384 | 272 | 416 | 474 | 665 | 20,409 | 33,150 | 8,648 |
| Bristol Bay | .4 | 4 | 22 | 20 | 12 | 16 | 62 | 86 | 178 | 44,500 | 92,248 | 26,356 |
| Dillingham | 1.2 | 207 | 110 | 129 | 105 | 84 | 159 | 160 | 246 | 22,933 | 34,066 | 9,970 |
| Fairbanks North Star | 27.1 | 1,602 | 1,752 | 2,462 | 2,193 | 1,807 | 3,325 | 4,411 | 9,548 | 36,329 | 48,233 | 16,588 |
| Haines | .8 | 91 | 65 | 120 | 71 | 70 | 136 | 99 | 148 | 24,150 | 30,444 | 11,598 |
| Juneau | 9.9 | 294 | 349 | 601 | 568 | 747 | 1,352 | 2,040 | 3,949 | 43,019 | 50,525 | 18,664 |
| Kenai Peninsula | 14.4 | 1,257 | 1,276 | 1,223 | 1,019 | 1,063 | 1,806 | 2,395 | 4,361 | 32,161 | 41,557 | 14,490 |
| Ketchikan Gateway | 5.1 | 379 | 331 | 283 | 197 | 384 | 775 | 1,048 | 1,703 | 38,295 | 46,114 | 16,920 |
| Kodiak Island | 4.1 | 231 | 247 | 317 | 332 | 252 | 498 | 750 | 1,473 | 38,469 | 52,345 | 15,897 |
| Lake and Peninsula | .5 | 92 | 56 | 55 | 46 | 34 | 75 | 53 | 89 | 20,125 | 32,124 | 9,448 |
| Matanuska - Susitna | 13.6 | 1,425 | 1,175 | 1,392 | 1,296 | 1,305 | 2,256 | 2,270 | 2,481 | 25,852 | 32,519 | 10,974 |
| Nome | 2.4 | 316 | 264 | 246 | 226 | 175 | 261 | 342 | 570 | 24,036 | 37,423 | 10,692 |
| North Slope | 1.7 | 140 | 85 | 123 | 107 | 88 | 200 | 341 | 616 | 39,846 | 62,141 | 17,318 |
| Northwest Arctic | 1.5 | 138 | 151 | 167 | 149 | 87 | 230 | 224 | 354 | 27,591 | 38,635 | 9,347 |
| Prince of Wales - Outer Ketchikan | 2.1 | 140 | 145 | 119 | 158 | 76 | 283 | 437 | 742 | 38,515 | 53,371 | 17,512 |
| Sitka | 2.9 | 91 | 87 | 107 | 175 | 195 | 357 | 494 | 1,394 | 48,827 | 56,533 | 19,063 |
| Skagway - Yakutat - Angoon | 1.5 | 110 | 131 | 180 | 119 | 91 | 223 | 186 | 460 | 30,742 | 41,187 | 13,729 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

S&MM ESTIMATES

| METRO AREA County | 12/31/90 Total Households (Thousands) | Households by E B I Group: Under $5,000 | $5,000 To $9,999 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ALASKA (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Southeast Fairbanks | 1.9 | 167 | 209 | 284 | 235 | 143 | 230 | 302 | 330 | 21,667 | 35,590 | 11,461 |
| Valdez - Cordova | 3.4 | 267 | 290 | 287 | 214 | 210 | 394 | 487 | 1,251 | 35,950 | 49,500 | 16,830 |
| Wade Hampton | 1.4 | 276 | 223 | 211 | 172 | 143 | 162 | 121 | 92 | 14,744 | 22,170 | 5,261 |
| Wrangell - Petersburg | 2.6 | 151 | 187 | 259 | 227 | 246 | 507 | 535 | 488 | 28,734 | 38,023 | 13,731 |
| Yukon - Koyukuk | 2.8 | 611 | 563 | 372 | 193 | 175 | 331 | 284 | 271 | 12,718 | 27,956 | 9,102 |
| **TOTAL METRO COUNTIES** | **82.9** | **3,888** | **4,537** | **8,489** | **8,891** | **6,422** | **11,535** | **15,335** | **27,803** | **36,633** | **45,913** | **16,782** |
| **TOTAL STATE** | **190.3** | **12,570** | **12,810** | **16,042** | **15,408** | **14,370** | **25,957** | **33,256** | **59,887** | **34,130** | **45,160** | **15,499** |
| **ARIZONA** | | | | | | | | | | | | |
| **PHOENIX** | **826.0** | **46,295** | **64,671** | **79,090** | **86,415** | **81,257** | **139,331** | **153,804** | **175,137** | **28,778** | **36,535** | **13,909** |
| Maricopa | 826.0 | 46,295 | 64,671 | 79,090 | 86,415 | 81,257 | 139,331 | 153,804 | 175,137 | 28,778 | 36,535 | 13,909 |
| **TUCSON** | **266.2** | **22,082** | **30,753** | **36,551** | **32,549** | **26,953** | **45,675** | **39,350** | **32,287** | **21,969** | **28,864** | **11,334** |
| Pima | 266.2 | 22,082 | 30,753 | 36,551 | 32,549 | 26,953 | 45,675 | 39,350 | 32,287 | 21,969 | 28,864 | 11,334 |
| **YUMA** | **36.5** | **3,091** | **5,124** | **6,379** | **5,123** | **4,064** | **5,680** | **4,434** | **2,605** | **18,485** | **24,846** | **8,327** |
| Yuma | 36.5 | 3,091 | 5,124 | 6,379 | 5,123 | 4,064 | 5,680 | 4,434 | 2,605 | 18,485 | 24,846 | 8,327 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Apache | 16.3 | 2,884 | 2,214 | 1,918 | 1,820 | 1,520 | 2,162 | 2,059 | 1,723 | 18,078 | 24,122 | 6,271 |
| Cochise | 35.0 | 3,064 | 4,398 | 5,499 | 4,959 | 3,838 | 5,612 | 4,537 | 3,093 | 19,557 | 26,197 | 9,280 |
| Coconino | 30.6 | 2,863 | 3,214 | 3,620 | 3,499 | 3,235 | 5,239 | 4,921 | 4,009 | 23,249 | 30,353 | 9,420 |
| Gila | 15.6 | 1,436 | 2,082 | 2,105 | 1,613 | 1,301 | 2,501 | 2,780 | 1,792 | 22,186 | 27,600 | 10,579 |
| Graham | 8.0 | 1,068 | 1,137 | 1,343 | 1,026 | 860 | 1,140 | 841 | 585 | 17,067 | 23,379 | 6,953 |
| Greenlee | 2.7 | 157 | 210 | 227 | 245 | 179 | 625 | 733 | 324 | 31,195 | 32,037 | 11,090 |
| La Paz | 5.4 | 588 | 945 | 982 | 810 | 553 | 640 | 449 | 433 | 16,005 | 22,442 | 8,656 |
| Maricopa | 826.0 | 46,295 | 64,671 | 79,090 | 86,415 | 81,257 | 139,331 | 153,804 | 175,137 | 28,778 | 36,535 | 13,909 |
| Mohave | 37.9 | 3,522 | 5,862 | 6,668 | 5,155 | 3,983 | 5,906 | 4,192 | 2,612 | 17,781 | 23,582 | 9,291 |
| Navajo | 22.4 | 2,994 | 2,451 | 2,327 | 2,356 | 1,996 | 3,313 | 3,547 | 3,416 | 22,620 | 28,998 | 8,285 |
| Pima | 266.2 | 22,082 | 30,753 | 36,551 | 32,549 | 26,953 | 45,675 | 39,350 | 32,287 | 21,969 | 28,864 | 11,334 |
| Pinal | 39.8 | 3,643 | 4,609 | 5,412 | 4,787 | 4,240 | 7,560 | 5,763 | 3,786 | 21,622 | 27,183 | 9,145 |
| Santa Cruz | 9.0 | 651 | 890 | 1,242 | 1,144 | 962 | 1,476 | 1,325 | 1,310 | 22,891 | 31,043 | 9,190 |
| Yavapai | 46.1 | 4,412 | 6,953 | 7,773 | 6,152 | 5,101 | 6,990 | 5,234 | 3,485 | 18,135 | 24,556 | 10,226 |
| Yuma | 36.5 | 3,091 | 5,124 | 6,379 | 5,123 | 4,064 | 5,680 | 4,434 | 2,605 | 18,485 | 24,846 | 8,327 |
| **TOTAL METRO COUNTIES** | **1,128.7** | **71,468** | **100,548** | **122,020** | **124,087** | **112,274** | **190,686** | **197,588** | **210,029** | **26,645** | **34,348** | **13,113** |
| **TOTAL STATE** | **1,397.5** | **98,750** | **135,513** | **161,136** | **157,653** | **140,042** | **233,850** | **233,969** | **236,587** | **25,218** | **32,822** | **12,264** |
| **ARKANSAS** | | | | | | | | | | | | |
| **FAYETTEVILLE - SPRINGDALE** | **43.9** | **3,774** | **5,056** | **5,656** | **5,567** | **4,706** | **7,383** | **6,039** | **5,719** | **21,939** | **30,664** | **11,747** |
| Washington | 43.9 | 3,774 | 5,056 | 5,656 | 5,567 | 4,706 | 7,383 | 6,039 | 5,719 | 21,939 | 30,664 | 11,747 |
| **FORT SMITH** | **67.4** | **6,649** | **8,887** | **8,974** | **8,789** | **7,510** | **10,802** | **8,982** | **6,807** | **20,265** | **28,382** | **10,789** |
| Crawford | 15.5 | 1,404 | 2,028 | 1,891 | 2,003 | 1,920 | 2,893 | 2,034 | 1,327 | 21,134 | 27,129 | 9,756 |
| Sebastian | 39.5 | 3,231 | 4,502 | 4,860 | 5,042 | 4,402 | 6,302 | 6,112 | 5,049 | 22,357 | 31,778 | 12,540 |
| *Sequoyah, Okla.* | *12.4* | *2,014* | *2,357* | *2,223* | *1,744* | *1,188* | *1,607* | *836* | *431* | *14,073* | *19,133* | *6,858* |
| **LITTLE ROCK - NORTH LITTLE ROCK** | **196.6** | **13,471** | **18,570** | **21,283** | **21,821** | **19,634** | **33,409** | **33,596** | **34,816** | **25,920** | **35,175** | **13,399** |
| Faulkner | 21.8 | 1,568 | 2,324 | 2,590 | 2,543 | 2,163 | 3,593 | 3,733 | 3,286 | 24,351 | 33,236 | 11,839 |
| Lonoke | 14.0 | 1,655 | 1,960 | 1,874 | 1,650 | 1,451 | 2,309 | 1,915 | 1,186 | 19,584 | 26,264 | 9,262 |
| Pulaski | 137.4 | 8,442 | 11,789 | 14,038 | 15,005 | 13,590 | 22,625 | 23,694 | 28,217 | 27,274 | 37,361 | 14,663 |
| Saline | 23.4 | 1,806 | 2,497 | 2,781 | 2,623 | 2,430 | 4,882 | 4,254 | 2.127 | 24,105 | 29,471 | 10,593 |
| **PINE BLUFF** | **30.0** | **3,766** | **4,130** | **3,813** | **3,166** | **2,654** | **4,408** | **4,008** | **4,055** | **20,222** | **28,340** | **9,956** |
| Jefferson | 30.0 | 3,766 | 4,130 | 3,813 | 3,166 | 2,654 | 4,408 | 4,008 | 4,055 | 20,222 | 28,340 | 9,956 |
| **TEXARKANA** | **45.0** | **4,860** | **5,932** | **5,272** | **4,955** | **4,363** | **7,265** | **7,002** | **5,351** | **21,584** | **28,961** | **10,824** |
| Miller | 14.3 | 1,398 | 1,843 | 1,587 | 1,431 | 1,331 | 2,285 | 2,385 | 2,040 | 23,282 | 31,032 | 11,526 |
| *Bowie, Tex.* | *30.7* | *3,462* | *4,089* | *3,685* | *3,524* | *3,032* | *4,980* | *4,617* | *3,311* | *20,905* | *27,997* | *10,495* |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Arkansas | 8.3 | 954 | 1,268 | 1,141 | 1,017 | 829 | 1,192 | 968 | 931 | 18,771 | 27,553 | 10,637 |
| Ashley | 8.8 | 1,063 | 1,348 | 1,060 | 755 | 609 | 1,404 | 1,463 | 1,098 | 21,468 | 28,314 | 10,296 |
| Baxter | 13.6 | 876 | 1,463 | 1,979 | 2,114 | 1,768 | 2,391 | 1,814 | 1,195 | 20,929 | 28,073 | 12,120 |
| Benton | 38.3 | 1,970 | 3,554 | 4,297 | 4,647 | 4,272 | 7,407 | 6,454 | 5,699 | 25,471 | 33,672 | 12,974 |
| Boone | 11.2 | 1,197 | 1,721 | 1,825 | 1,641 | 1,242 | 1,536 | 1,191 | 847 | 17,402 | 24,808 | 9,749 |
| Bradley | 4.5 | 543 | 843 | 562 | 456 | 425 | 657 | 619 | 395 | 18,359 | 25,533 | 9,820 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Under $5,000 | $5,000 To $9,999 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **ARKANSAS (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Calhoun | 2.2 | 201 | 421 | 298 | 210 | 189 | 352 | 357 | 172 | 19,231 | 26,787 | 10,161 |
| Carroll | 7.6 | 754 | 1,161 | 1,140 | 1,096 | 896 | 1,152 | 813 | 588 | 18,279 | 24,753 | 10,007 |
| Chicot | 5.5 | 1,141 | 1,104 | 819 | 622 | 450 | 568 | 389 | 407 | 12,835 | 21,173 | 7,513 |
| Clark | 7.8 | 962 | 1,317 | 1,127 | 885 | 708 | 1,133 | 1,021 | 647 | 17,521 | 26,641 | 9,802 |
| Clay | 7.5 | 920 | 1,536 | 1,317 | 1,055 | 735 | 893 | 676 | 368 | 14,905 | 21,816 | 9,090 |
| Cleburne | 8.0 | 750 | 1,283 | 1,160 | 1,127 | 952 | 1,145 | 858 | 725 | 18,608 | 25,553 | 10,430 |
| Cleveland | 2.9 | 321 | 504 | 420 | 338 | 259 | 394 | 422 | 242 | 17,757 | 24,740 | 9,198 |
| Columbia | 9.6 | 1,002 | 1,395 | 1,191 | 1,034 | 923 | 1,396 | 1,345 | 1,314 | 20,877 | 31,062 | 11,603 |
| Conway | 7.2 | 710 | 1,160 | 863 | 796 | 698 | 1,121 | 995 | 857 | 20,477 | 28,113 | 10,598 |
| Craighead | 26.5 | 2,350 | 3,353 | 3,349 | 3,509 | 3,091 | 4,401 | 3,609 | 2,838 | 21,013 | 29,343 | 11,188 |
| Crawford | 15.5 | 1,404 | 2,028 | 1,891 | 2,003 | 1,920 | 2,893 | 2,034 | 1,327 | 21,134 | 27,129 | 9,756 |
| ☐ Crittenden | 17.2 | 2,553 | 2,711 | 2,331 | 1,906 | 1,475 | 2,446 | 2,290 | 1,488 | 17,455 | 25,435 | 8,732 |
| Cross | 6.7 | 747 | 1,178 | 990 | 892 | 709 | 1,044 | 670 | 470 | 17,329 | 24,865 | 8,722 |
| Dallas | 3.6 | 350 | 555 | 468 | 459 | 411 | 613 | 424 | 320 | 19,660 | 27,991 | 10,607 |
| Desha | 5.9 | 878 | 1,078 | 914 | 660 | 494 | 648 | 675 | 553 | 15,491 | 25,119 | 8,928 |
| Drew | 6.3 | 711 | 830 | 741 | 721 | 635 | 863 | 860 | 939 | 21,044 | 29,900 | 10,809 |
| Faulkner | 21.8 | 1,568 | 2,324 | 2,590 | 2,543 | 2,163 | 3,593 | 3,733 | 3,286 | 24,351 | 33,236 | 11,839 |
| Franklin | 5.6 | 498 | 717 | 736 | 730 | 670 | 981 | 771 | 497 | 20,832 | 27,170 | 10,211 |
| Fulton | 4.0 | 660 | 905 | 808 | 633 | 359 | 404 | 164 | 67 | 12,736 | 16,874 | 6,683 |
| Garland | 31.0 | 2,853 | 4,248 | 4,193 | 3,775 | 3,037 | 4,778 | 4,179 | 3,937 | 20,691 | 29,873 | 12,565 |
| Grant | 5.2 | 524 | 748 | 545 | 514 | 497 | 964 | 783 | 625 | 22,765 | 28,985 | 10,690 |
| Greene | 12.4 | 1,075 | 1,666 | 1,536 | 1,592 | 1,553 | 1,998 | 1,807 | 1,173 | 20,951 | 28,070 | 10,911 |
| Hempstead | 8.2 | 998 | 1,304 | 1,274 | 917 | 747 | 1,299 | 1,064 | 597 | 17,527 | 24,707 | 9,423 |
| Hot Spring | 10.1 | 1,159 | 1,564 | 1,322 | 1,266 | 1,035 | 1,583 | 1,449 | 722 | 18,920 | 25,236 | 9,766 |
| Howard | 5.0 | 733 | 735 | 677 | 624 | 572 | 823 | 533 | 303 | 17,756 | 24,289 | 8,930 |
| Independence | 11.8 | 1,008 | 1,759 | 1,712 | 1,605 | 1,324 | 1,889 | 1,562 | 941 | 19,385 | 25,933 | 9,808 |
| Izard | 4.7 | 570 | 815 | 759 | 662 | 492 | 692 | 447 | 263 | 16,437 | 22,676 | 9,349 |
| Jackson | 7.3 | 936 | 1,272 | 990 | 980 | 811 | 1,004 | 690 | 617 | 17,173 | 24,975 | 9,698 |
| Jefferson | 30.0 | 3,766 | 4,130 | 3,813 | 3,166 | 2,654 | 4,408 | 4,008 | 4,055 | 20,222 | 28,340 | 9,956 |
| Johnson | 7.1 | 754 | 1,252 | 1,077 | 981 | 808 | 1,070 | 664 | 494 | 17,209 | 24,572 | 9,586 |
| Lafayette | 3.6 | 501 | 665 | 485 | 380 | 302 | 433 | 438 | 396 | 16,932 | 25,368 | 9,513 |
| Lawrence | 6.8 | 948 | 1,268 | 1,071 | 922 | 718 | 906 | 592 | 375 | 15,543 | 22,202 | 8,727 |
| Lee | 4.5 | 909 | 1,031 | 683 | 537 | 382 | 405 | 324 | 229 | 11,993 | 19,334 | 6,744 |
| Lincoln | 3.8 | 609 | 712 | 519 | 499 | 365 | 472 | 376 | 248 | 15,550 | 23,771 | 6,594 |
| Little River | 5.2 | 654 | 790 | 617 | 494 | 458 | 788 | 670 | 729 | 20,500 | 28,961 | 10,757 |
| Logan | 7.6 | 852 | 1,226 | 1,197 | 1,063 | 805 | 1,009 | 795 | 653 | 17,420 | 25,212 | 9,302 |
| Lonoke | 14.0 | 1,655 | 1,960 | 1,874 | 1,650 | 1,451 | 2,309 | 1,915 | 1,186 | 19,584 | 26,264 | 9,262 |
| Madison | 4.4 | 536 | 777 | 699 | 631 | 537 | 711 | 377 | 132 | 16,350 | 21,490 | 8,082 |
| Marion | 5.0 | 553 | 775 | 830 | 701 | 499 | 750 | 467 | 425 | 17,232 | 24,866 | 10,275 |
| Miller | 14.3 | 1,398 | 1,843 | 1,587 | 1,431 | 1,331 | 2,285 | 2,385 | 2,040 | 23,282 | 31,032 | 11,526 |
| Mississippi | 20.3 | 2,181 | 2,743 | 2,752 | 2,733 | 2,298 | 3,001 | 2,583 | 2,009 | 19,500 | 27,715 | 9,819 |
| Monroe | 4.3 | 835 | 950 | 591 | 498 | 354 | 468 | 345 | 259 | 12,947 | 20,207 | 7,828 |
| Montgomery | 3.1 | 383 | 507 | 498 | 446 | 340 | 454 | 313 | 159 | 16,636 | 22,597 | 8,867 |
| Nevada | 3.8 | 490 | 705 | 586 | 529 | 376 | 471 | 419 | 224 | 16,000 | 23,188 | 8,811 |
| Newton | 2.8 | 525 | 588 | 581 | 363 | 240 | 292 | 148 | 63 | 12,319 | 16,881 | 6,138 |
| Ouachita | 11.7 | 1,529 | 1,974 | 1,542 | 1,397 | 1,147 | 1,572 | 1,524 | 1,015 | 17,784 | 25,188 | 9,631 |
| Perry | 3.1 | 379 | 525 | 498 | 397 | 310 | 533 | 324 | 134 | 16,776 | 22,166 | 8,590 |
| Phillips | 10.0 | 1,925 | 2,055 | 1,419 | 1,009 | 782 | 1,169 | 948 | 693 | 13,410 | 21,882 | 7,705 |
| Pike | 3.9 | 703 | 781 | 738 | 534 | 336 | 442 | 236 | 130 | 13,120 | 18,364 | 7,091 |
| Poinsett | 9.3 | 1,353 | 1,604 | 1,467 | 1,324 | 982 | 1,293 | 648 | 629 | 15,774 | 22,785 | 8,614 |
| Polk | 6.8 | 920 | 1,185 | 1,032 | 977 | 772 | 868 | 615 | 431 | 16,268 | 24,366 | 9,522 |
| Pope | 17.0 | 1,570 | 2,440 | 2,217 | 2,125 | 1,799 | 2,597 | 2,421 | 1,831 | 20,363 | 28,461 | 10,427 |
| Prairie | 3.7 | 603 | 694 | 551 | 504 | 359 | 457 | 307 | 225 | 15,018 | 21,859 | 8,514 |
| Pulaski | 137.4 | 8,442 | 11,789 | 14,038 | 15,005 | 13,590 | 22,625 | 23,694 | 28,217 | 27,274 | 37,361 | 14,663 |
| Randolph | 6.4 | 721 | 1,161 | 1,046 | 891 | 739 | 944 | 526 | 372 | 16,371 | 22,716 | 8,811 |
| St. Francis | 9.9 | 1,592 | 1,866 | 1,498 | 1,060 | 863 | 1,391 | 907 | 723 | 14,978 | 23,186 | 8,111 |
| Saline | 23.4 | 1,806 | 2,497 | 2,781 | 2,623 | 2,430 | 4,882 | 4,254 | 2,127 | 24,105 | 29,471 | 10,593 |
| Scott | 4.0 | 427 | 737 | 721 | 593 | 398 | 508 | 388 | 228 | 15,852 | 22,929 | 8,904 |
| Searcy | 3.1 | 672 | 820 | 622 | 354 | 204 | 210 | 153 | 65 | 10,411 | 15,010 | 6,043 |
| Sebastian | 39.5 | 3,231 | 4,502 | 4,860 | 5,042 | 4,402 | 6,302 | 6,112 | 5,049 | 22,357 | 31,778 | 12,540 |
| Sevier | 5.1 | 618 | 724 | 719 | 576 | 503 | 832 | 710 | 418 | 19,171 | 25,305 | 9,490 |
| Sharp | 5.8 | 653 | 1,070 | 1,018 | 898 | 675 | 719 | 430 | 337 | 15,779 | 22,343 | 9,191 |
| Stone | 3.9 | 603 | 918 | 724 | 512 | 335 | 353 | 296 | 159 | 12,780 | 19,028 | 7,496 |
| Union | 17.8 | 2,358 | 2,801 | 2,252 | 1,956 | 1,614 | 2,547 | 2,310 | 1,962 | 18,710 | 27,062 | 10,337 |
| Van Buren | 5.7 | 843 | 1,074 | 898 | 894 | 610 | 733 | 412 | 236 | 15,176 | 20,095 | 8,124 |
| Washington | 43.9 | 3,774 | 5,056 | 5,656 | 5,567 | 4,706 | 7,383 | 6,039 | 5,719 | 21,939 | 30,664 | 11,747 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Under $5,000 | $5,000 To $9,999 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **ARKANSAS (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| White | 19.9 | 2,036 | 3,183 | 2,868 | 2,567 | 2,089 | 2,997 | 2,488 | 1,672 | 18,519 | 26,012 | 9,412 |
| Woodruff | 3.6 | 684 | 757 | 582 | 421 | 325 | 448 | 225 | 158 | 12,991 | 19,879 | 7,613 |
| Yell | 7.0 | 734 | 1,113 | 1,015 | 956 | 793 | 1,017 | 815 | 557 | 18,296 | 25,298 | 9,893 |
| **TOTAL METRO COUNTIES** | **357.0** | **29,597** | **38,840** | **41,421** | **40,936** | **36,122** | **59,126** | **56,464** | **54,494** | **23,830** | **32,685** | **12,310** |
| **TOTAL STATE** | **894.3** | **90,664** | **123,116** | **117,247** | **108,990** | **91,631** | **138,711** | **120,730** | **103,211** | **20,361** | **28,779** | **10,918** |
| **CALIFORNIA** | | | | | | | | | | | | |
| **ANAHEIM - SANTA ANA** | **841.2** | **27,607** | **38,268** | **49,088** | **58,713** | **59,929** | **114,746** | **159,688** | **333,161** | **41,179** | **52,247** | **17,931** |
| Orange | 841.2 | 27,607 | 38,268 | 49,088 | 58,713 | 59,929 | 114,746 | 159,688 | 333,161 | 41,179 | 52,247 | 17,931 |
| **BAKERSFIELD** | **186.8** | **10,160** | **17,212** | **18,880** | **18,966** | **16,616** | **28,312** | **33,907** | **42,747** | **28,797** | **38,824** | **12,976** |
| Kern | 186.8 | 10,160 | 17,212 | 18,880 | 18,966 | 16,616 | 28,312 | 33,907 | 42,747 | 28,797 | 38,824 | 12,976 |
| **CHICO** | **73.0** | **6,561** | **9,636** | **10,422** | **9,176** | **7,596** | **11,297** | **9,632** | **8,680** | **20,435** | **29,122** | **11,473** |
| Butte | 73.0 | 6,561 | 9,636 | 10,422 | 9,176 | 7,596 | 11,297 | 9,632 | 8,680 | 20,435 | 29,122 | 11,473 |
| **FRESNO** | **226.2** | **12,752** | **21,907** | **24,028** | **24,161** | **20,956** | **34,959** | **37,885** | **49,552** | **27,326** | **38,286** | **12,681** |
| Fresno | 226.2 | 12,752 | 21,907 | 24,028 | 24,161 | 20,956 | 34,959 | 37,885 | 49,552 | 27,326 | 38,286 | 12,681 |
| **LOS ANGELES - LONG BEACH** | **3,025.8** | **173,292** | **233,251** | **253,348** | **260,903** | **242,262** | **428,118** | **516,441** | **918,185** | **32,976** | **45,688** | **15,415** |
| Los Angeles | 3,025.8 | 173,292 | 233,251 | 253,348 | 260,903 | 242,262 | 428,118 | 516,441 | 918,185 | 32,976 | 45,688 | 15,415 |
| ***LOS ANGELES - ANAHEIM - RIVERSIDE CONSOLIDATED AREA*** | ***5,001.9*** | ***254,480*** | ***358,834*** | ***404,949*** | ***426,557*** | ***398,563*** | ***713,995*** | ***885,808*** | ***1,558,714*** | ***34,135*** | ***45,961*** | ***15,508*** |
| **MERCED** | **56.4** | **3,821** | **6,182** | **7,074** | **7,167** | **6,324** | **9,259** | **8,402** | **8,171** | **23,062** | **32,556** | **10,100** |
| Merced | 56.4 | 3,821 | 6,182 | 7,074 | 7,167 | 6,324 | 9,259 | 8,402 | 8,171 | 23,062 | 32,556 | 10,100 |
| **MODESTO** | **130.2** | **7,816** | **13,210** | **14,135** | **13,934** | **12,522** | **21,354** | **22,347** | **24,882** | **26,446** | **35,920** | **12,166** |
| Stanislaus | 130.2 | 7,816 | 13,210 | 14,135 | 13,934 | 12,522 | 21,354 | 22,347 | 24,882 | 26,446 | 35,920 | 12,166 |
| **OAKLAND** | **790.9** | **38,133** | **56,038** | **56,978** | **57,311** | **53,862** | **102,203** | **141,356** | **285,019** | **38,096** | **48,502** | **18,166** |
| Alameda | 484.4 | 27,641 | 39,926 | 39,336 | 38,724 | 35,704 | 65,698 | 87,665 | 149,706 | 34,211 | 44,087 | 16,533 |
| Contra Costa | 306.5 | 10,492 | 16,112 | 17,642 | 18,587 | 18,158 | 36,505 | 53,691 | 135,313 | 44,583 | 55,481 | 20,738 |
| **OXNARD - VENTURA** | **221.2** | **7,322** | **10,354** | **13,933** | **16,409** | **16,179** | **30,542** | **42,190** | **84,271** | **40,320** | **50,426** | **16,387** |
| Ventura | 221.2 | 7,322 | 10,354 | 13,933 | 16,409 | 16,179 | 30,542 | 42,190 | 84,271 | 40,320 | 50,426 | 16,387 |
| **REDDING** | **57.7** | **3,555** | **6,883** | **7,383** | **6,941** | **5,869** | **9,122** | **9,253** | **8,694** | **23,280** | **32,104** | **12,219** |
| Shasta | 57.7 | 3,555 | 6,883 | 7,383 | 6,741 | 5,869 | 9,122 | 9,253 | 8,694 | 23,280 | 32,104 | 12,219 |
| **RIVERSIDE - SAN BERNARDINO** | **913.7** | **46,259** | **76,961** | **88,580** | **90,532** | **80,193** | **140,509** | **167,489** | **223,097** | **29,951** | **39,993** | **13,415** |
| Riverside | 427.4 | 21,276 | 35,837 | 42,697 | 44,557 | 39,917 | 66,237 | 74,092 | 102,787 | 29,016 | 40,250 | 13,850 |
| San Bernardino | 486.3 | 24,983 | 41,124 | 45,883 | 45,975 | 40,276 | 74,352 | 93,397 | 120,310 | 30,889 | 39,767 | 13,050 |
| **SACRAMENTO** | **572.8** | **28,391** | **45,603** | **50,494** | **52,795** | **48,708** | **84,148** | **106,485** | **156,176** | **31,903** | **41,969** | **15,782** |
| El Dorado | 48.3 | 2,253 | 3,335 | 4,252 | 4,845 | 4,514 | 8,081 | 9,365 | 11,655 | 30,880 | 40,145 | 14,927 |
| Placer | 66.6 | 3,031 | 4,811 | 5,730 | 5,968 | 5,201 | 9,523 | 12,346 | 19,990 | 33,933 | 44,140 | 16,395 |
| Sacramento | 406.0 | 19,636 | 31,944 | 34,987 | 36,628 | 34,479 | 59,516 | 76,258 | 112,552 | 32,358 | 42,273 | 16,031 |
| Yolo | 51.9 | 3,471 | 5,513 | 5,525 | 5,354 | 4,514 | 7,028 | 8,516 | 11,979 | 26,844 | 38,507 | 13,927 |
| **SALINAS - SEASIDE - MONTEREY** | **115.5** | **5,735** | **7,191** | **9,624** | **11,226** | **10,518** | **18,949** | **22,061** | **30,196** | **31,878** | **44,367** | **14,113** |
| Monterey | 115.5 | 5,735 | 7,191 | 9,624 | 11,226 | 10,518 | 18,949 | 22,061 | 30,196 | 31,878 | 44,367 | 14,113 |
| **SAN DIEGO** | **911.8** | **43,082** | **63,861** | **79,258** | **87,054** | **80,296** | **139,627** | **161,236** | **257,386** | **32,013** | **45,163** | **16,067** |
| San Diego | 911.8 | 43,082 | 63,861 | 79,258 | 87,054 | 80,296 | 139,627 | 161,236 | 257,386 | 32,013 | 45,163 | 16,067 |
| **SAN FRANCISCO** | **645.6** | **29,006** | **37,714** | **42,571** | **45,781** | **48,545** | **87,745** | **113,000** | **241,238** | **38,826** | **52,420** | **20,998** |
| Marin | 95.4 | 3,261 | 3,740 | 4,801 | 5,747 | 5,948 | 11,379 | 15,936 | 44,588 | 46,523 | 61,377 | 25,348 |
| San Francisco | 305.7 | 17,443 | 23,591 | 24,359 | 22,909 | 24,548 | 43,307 | 50,076 | 99,467 | 34,127 | 49,447 | 20,870 |
| San Mateo | 244.5 | 8,302 | 10,383 | 13,411 | 17,125 | 18,049 | 33,059 | 46,988 | 97,183 | 41,372 | 52,642 | 19,608 |
| ***SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA*** | ***2,360.1*** | ***101,740*** | ***144,639*** | ***159,502*** | ***168,689*** | ***167,778*** | ***315,425*** | ***427,918*** | ***874,409*** | ***39,032*** | ***50,419*** | ***18,786*** |
| **SAN JOSE** | **525.7** | **15,257** | **22,022** | **26,126** | **30,062** | **32,280** | **66,319** | **97,583** | **236,051** | **45,662** | **56,328** | **19,573** |
| Santa Clara | 525.7 | 15,257 | 22,022 | 26,126 | 30,062 | 32,280 | 66,319 | 97,583 | 236,051 | 45,662 | 56,328 | 19,573 |
| **SANTA BARBARA - SANTA MARIA - LOMPOC** | **131.2** | **5,843** | **9,485** | **11,612** | **12,418** | **11,187** | **19,155** | **23,054** | **38,446** | **32,650** | **45,292** | **15,910** |
| Santa Barbara | 131.2 | 5,843 | 9,485 | 11,612 | 12,418 | 11,187 | 19,155 | 23,054 | 38,446 | 32,650 | 45,292 | 15,910 |
| **SANTA CRUZ** | **84.8** | **4,032** | **6,575** | **7,403** | **7,494** | **6,819** | **11,840** | **14,369** | **26,268** | **33,294** | **46,166** | **16,795** |
| Santa Cruz | 84.8 | 4,032 | 6,575 | 7,403 | 7,494 | 6,819 | 11,840 | 14,369 | 26,268 | 33,294 | 46,166 | 16,795 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Households by E B I Group<br>Under $5,000 | $5,000 To $9,999 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **CALIFORNIA (continued)** | | | | | | | | | | | | |
| **SANTA ROSA - PETALUMA** | **152.7** | **7,486** | **10,910** | **12,657** | **13,423** | **12,476** | **22,419** | **28,664** | **44,665** | **33,505** | **43,438** | **16,678** |
| Sonoma | 152.7 | 7,486 | 10,910 | 12,657 | 13,423 | 12,476 | 22,419 | 28,664 | 44,665 | 33,505 | 43,438 | 16,678 |
| **STOCKTON** | **161.6** | **10,527** | **16,232** | **16,813** | **16,176** | **13,956** | **24,713** | **28,654** | **34,529** | **27,627** | **37,038** | **12,200** |
| San Joaquin | 161.6 | 10,527 | 16,232 | 16,813 | 16,176 | 13,956 | 24,713 | 28,654 | 34,529 | 27,627 | 37,038 | 12,200 |
| **VALLEJO - FAIRFIELD - NAPA** | **160.4** | **7,826** | **11,380** | **13,767** | **14,618** | **13,796** | **24,899** | **32,946** | **41,168** | **32,578** | **41,344** | **14,200** |
| Napa | 42.0 | 1,703 | 2,677 | 3,184 | 3,357 | 3,201 | 5,873 | 7,731 | 14,274 | 36,861 | 48,595 | 18,126 |
| Solano | 118.4 | 6,123 | 8,703 | 10,583 | 11,261 | 10,595 | 19,026 | 25,215 | 26,894 | 31,334 | 38,771 | 12,953 |
| **VISALIA - TULARE - PORTERVILLE** | **100.0** | **6,443** | **12,013** | **13,858** | **12,804** | **10,593** | **15,969** | **14,704** | **13,616** | **22,105** | **31,493** | **9,882** |
| Tulare | 100.0 | 6,443 | 12,013 | 13,858 | 12,804 | 10,593 | 15,969 | 14,704 | 13,616 | 22,105 | 31,493 | 9,882 |
| **YUBA CITY** | **43.6** | **2,603** | **5,049** | **5,692** | **5,406** | **4,573** | **6,938** | **6,182** | **7,157** | **23,220** | **32,811** | **11,500** |
| Sutter | 23.5 | 1,392 | 2,622 | 3,018 | 2,722 | 2,326 | 3,691 | 3,450 | 4,279 | 24,265 | 33,667 | 12,097 |
| Yuba | 20.1 | 1,211 | 2,427 | 2,674 | 2,684 | 2,247 | 3,247 | 2,732 | 2,878 | 22,197 | 31,809 | 10,837 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Alameda | 484.4 | 27,641 | 39,926 | 39,336 | 38,724 | 35,704 | 65,698 | 87,665 | 149,706 | 34,211 | 44,087 | 16,533 |
| Alpine | .4 | 48 | 53 | 44 | 43 | 45 | 56 | 41 | 70 | 21,400 | 31,553 | 11,474 |
| Amador | 11.2 | 585 | 1,035 | 1,178 | 1,245 | 1,103 | 1,788 | 2,230 | 2,036 | 27,181 | 35,667 | 12,641 |
| Butte | 73.0 | 6,561 | 9,636 | 10,422 | 9,176 | 7,596 | 11,297 | 9,632 | 8,680 | 20,435 | 29,122 | 11,473 |
| Calaveras | 13.1 | 778 | 1,483 | 1,619 | 1,611 | 1,356 | 2,252 | 2,131 | 1,870 | 23,774 | 31,917 | 12,670 |
| Colusa | 5.7 | 360 | 598 | 645 | 644 | 580 | 952 | 800 | 1,121 | 25,197 | 35,637 | 12,311 |
| Contra Costa | 306.5 | 10,492 | 16,112 | 17,642 | 18,587 | 18,158 | 36,505 | 53,691 | 135,313 | 44,583 | 55,481 | 20,738 |
| Del Norte | 8.2 | 676 | 1,190 | 1,134 | 1,016 | 814 | 1,360 | 1,179 | 831 | 20,433 | 27,939 | 9,586 |
| El Dorado | 48.3 | 2,253 | 3,335 | 4,252 | 4,845 | 4,514 | 8,081 | 9,365 | 11,655 | 30,880 | 40,145 | 14,927 |
| Fresno | 226.2 | 12,752 | 21,907 | 24,028 | 24,161 | 20,956 | 34,959 | 37,885 | 49,552 | 27,326 | 38,286 | 12,681 |
| Glenn | 8.9 | 612 | 880 | 969 | 1,043 | 953 | 1,529 | 1,415 | 1,499 | 24,963 | 33,925 | 12,077 |
| Humboldt | 46.8 | 3,145 | 5,918 | 5,961 | 5,145 | 4,308 | 7,466 | 7,555 | 7,302 | 23,725 | 32,082 | 12,501 |
| Imperial | 33.4 | 2,225 | 3,927 | 4,101 | 4,202 | 3,647 | 5,288 | 4,986 | 5,024 | 22,981 | 32,629 | 9,809 |
| Inyo | 7.6 | 412 | 865 | 841 | 795 | 686 | 1,184 | 1,312 | 1,505 | 26,582 | 35,177 | 14,609 |
| Kern | 186.8 | 10,160 | 17,212 | 18,880 | 18,966 | 16,616 | 28,312 | 33,907 | 42,747 | 28,797 | 38,824 | 12,976 |
| Kings | 29.9 | 1,674 | 3,026 | 3,557 | 3,667 | 3,168 | 5,007 | 4,793 | 5,008 | 24,776 | 34,595 | 9,965 |
| Lake | 21.3 | 1,461 | 3,377 | 3,423 | 2,955 | 2,127 | 2,627 | 2,732 | 2,598 | 18,887 | 28,318 | 11,667 |
| Lassen | 8.8 | 648 | 920 | 1,216 | 1,157 | 1,008 | 1,580 | 1,387 | 884 | 22,144 | 29,632 | 9,214 |
| Los Angeles | 3,025.8 | 173,292 | 233,251 | 253,348 | 260,903 | 242,262 | 428,118 | 516,441 | 918,185 | 32,976 | 45,688 | 15,415 |
| Madera | 29.7 | 1,556 | 3,003 | 3,306 | 3,210 | 2,569 | 4,356 | 5,341 | 6,359 | 27,477 | 37,613 | 12,142 |
| Marin | 95.4 | 3,261 | 3,740 | 4,801 | 5,747 | 5,948 | 11,379 | 15,936 | 44,588 | 46,523 | 61,377 | 25,348 |
| Mariposa | 5.7 | 299 | 666 | 812 | 755 | 540 | 862 | 948 | 818 | 22,924 | 34,366 | 13,417 |
| Mendocino | 30.8 | 2,232 | 3,627 | 3,786 | 3,424 | 3,085 | 5,462 | 4,971 | 4,213 | 23,772 | 31,590 | 11,982 |
| Merced | 56.4 | 3,821 | 6,182 | 7,074 | 7,167 | 6,324 | 9,259 | 8,402 | 8,171 | 23,062 | 32,556 | 10,100 |
| Modoc | 3.7 | 288 | 480 | 526 | 455 | 363 | 574 | 491 | 523 | 21,176 | 30,461 | 11,619 |
| Mono | 4.0 | 132 | 261 | 386 | 442 | 373 | 629 | 847 | 930 | 31,400 | 42,304 | 16,754 |
| Monterey | 115.5 | 5,735 | 7,191 | 9,624 | 11,226 | 10,518 | 18,949 | 22,061 | 30,196 | 31,878 | 44,367 | 14,113 |
| Napa | 42.0 | 1,703 | 2,677 | 3,184 | 3,357 | 3,201 | 5,873 | 7,731 | 14,274 | 36,861 | 48,595 | 18,126 |
| Nevada | 31.7 | 1,779 | 2,848 | 3,379 | 3,501 | 3,063 | 5,038 | 5,654 | 6,438 | 27,290 | 36,237 | 14,217 |
| Orange | 841.2 | 27,607 | 38,268 | 49,088 | 58,713 | 59,929 | 114,746 | 159,688 | 333,161 | 41,179 | 52,247 | 17,931 |
| Placer | 66.6 | 3,031 | 4,811 | 5,730 | 5,968 | 5,201 | 9,523 | 12,346 | 19,990 | 33,933 | 44,140 | 16,395 |
| Plumas | 8.2 | 511 | 786 | 958 | 1,018 | 902 | 1,450 | 1,338 | 1,237 | 24,576 | 32,091 | 13,158 |
| Riverside | 427.4 | 21,276 | 35,837 | 42,697 | 44,557 | 39,917 | 66,237 | 74,092 | 102,787 | 29,016 | 40,250 | 13,850 |
| Sacramento | 406.0 | 19,636 | 31,944 | 34,987 | 36,628 | 34,479 | 59,516 | 76,258 | 112,552 | 32,358 | 42,273 | 16,031 |
| San Benito | 11.7 | 583 | 778 | 1,069 | 1,205 | 1,058 | 2,016 | 2,410 | 2,581 | 30,477 | 39,146 | 12,149 |
| San Bernardino | 486.3 | 24,983 | 41,124 | 45,883 | 45,975 | 40,276 | 74,352 | 93,397 | 120,310 | 30,889 | 39,767 | 13,050 |
| San Diego | 911.8 | 43,082 | 63,861 | 79,258 | 87,054 | 80,296 | 139,627 | 161,236 | 257,386 | 32,013 | 45,163 | 16,067 |
| San Francisco | 305.7 | 17,443 | 23,591 | 24,359 | 22,909 | 24,548 | 43,307 | 50,076 | 99,467 | 34,127 | 49,447 | 20,870 |
| San Joaquin | 161.6 | 10,527 | 16,232 | 16,813 | 16,176 | 13,956 | 24,713 | 28,654 | 34,529 | 27,627 | 37,038 | 12,200 |
| San Luis Obispo | 82.5 | 5,178 | 7,251 | 9,087 | 9,431 | 8,142 | 12,631 | 13,674 | 17,106 | 26,377 | 37,217 | 13,781 |
| San Mateo | 244.5 | 8,302 | 10,383 | 13,411 | 17,125 | 18,049 | 33,059 | 46,988 | 97,183 | 41,372 | 52,642 | 19,608 |
| Santa Barbara | 131.2 | 5,843 | 9,485 | 11,612 | 12,418 | 11,187 | 19,155 | 23,054 | 38,446 | 32,650 | 45,292 | 15,910 |
| Santa Clara | 525.7 | 15,257 | 22,022 | 26,126 | 30,062 | 32,280 | 66,319 | 97,583 | 236,051 | 45,662 | 56,328 | 19,573 |
| Santa Cruz | 84.8 | 4,032 | 6,575 | 7,403 | 7,494 | 6,819 | 11,840 | 14,369 | 26,268 | 33,294 | 46,166 | 16,795 |
| Shasta | 57.7 | 3,555 | 6,883 | 7,383 | 6,941 | 5,869 | 9,122 | 9,253 | 8,694 | 23,280 | 32,104 | 12,219 |
| Sierra | 1.3 | 117 | 161 | 142 | 137 | 120 | 210 | 221 | 192 | 23,885 | 31,396 | 12,368 |
| Siskiyou | 17.5 | 1,274 | 2,285 | 2,227 | 2,064 | 1,858 | 3,110 | 2,761 | 1,921 | 22,402 | 29,420 | 11,728 |
| Solano | 118.4 | 6,123 | 8,703 | 10,583 | 11,261 | 10,595 | 19,026 | 25,215 | 26,894 | 31,334 | 38,771 | 12,953 |
| Sonoma | 152.7 | 7,486 | 10,910 | 12,657 | 13,423 | 12,476 | 22,419 | 28,664 | 44,665 | 33,505 | 43,438 | 16,678 |
| Stanislaus | 130.2 | 7,816 | 13,210 | 14,135 | 13,934 | 12,522 | 21,354 | 22,347 | 24,882 | 26,446 | 35,920 | 12,166 |
| Sutter | 23.5 | 1,392 | 2,622 | 3,018 | 2,722 | 2,326 | 3,691 | 3,450 | 4,279 | 24,265 | 33,667 | 12,097 |
| Tehama | 19.0 | 1,435 | 2,812 | 2,488 | 2,170 | 1,883 | 3,298 | 2,744 | 2,170 | 21,503 | 28,741 | 10,835 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Total Households (Thousands) | Under $5,000 | $5,000 To $9,999 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **CALIFORNIA (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Trinity | 5.2 | 306 | 678 | 667 | 656 | 592 | 944 | 769 | 588 | 22,464 | 29,169 | 11,491 |
| Tulare | 100.0 | 6,443 | 12,013 | 13,858 | 12,804 | 10,593 | 15,969 | 14,704 | 13,616 | 22,105 | 31,493 | 9,882 |
| Tuolumne | 18.5 | 1,237 | 2,144 | 2,566 | 2,473 | 1,975 | 2,908 | 2,929 | 2,268 | 21,857 | 30,436 | 11,329 |
| Ventura | 221.2 | 7,322 | 10,354 | 13,933 | 16,409 | 16,179 | 30,542 | 42,190 | 84,271 | 40,320 | 50,426 | 16,387 |
| Yolo | 51.9 | 3,471 | 5,513 | 5,525 | 5,354 | 4,514 | 7,028 | 8,516 | 11,979 | 26,844 | 38,507 | 13,927 |
| Yuba | 20.1 | 1,211 | 2,427 | 2,674 | 2,684 | 2,247 | 3,247 | 2,732 | 2,878 | 22,197 | 31,809 | 10,837 |
| **TOTAL METRO COUNTIES** | **10,128.8** | **503,509** | **737,937** | **833,724** | **873,470** | **816,055** | **1,453,222** | **1,797,528** | **3,113,355** | **33,850** | **45,626** | **15,903** |
| **TOTAL STATE** | **10,593.6** | **533,060** | **788,989** | **889,811** | **927,934** | **862,373** | **1,527,799** | **1,873,187** | **3,190,447** | **33,342** | **45,101** | **15,741** |
| **COLORADO** | | | | | | | | | | | | |
| **BOULDER - LONGMONT** | **89.2** | **4,841** | **7,213** | **8,736** | **8,953** | **8,377** | **15,820** | **16,380** | **18,880** | **29,203** | **36,517** | **14,331** |
| Boulder | 89.2 | 4,841 | 7,213 | 8,736 | 8,953 | 8,377 | 15,820 | 16,380 | 18,880 | 29,203 | 36,517 | 14,331 |
| **COLORADO SPRINGS** | **150.1** | **8,136** | **12,552** | **17,623** | **18,237** | **16,402** | **26,604** | **26,111** | **24,435** | **25,678** | **33,871** | **12,553** |
| El Paso | 150.1 | 8,136 | 12,552 | 17,623 | 18,237 | 16,402 | 26,604 | 26,111 | 24,435 | 25,678 | 33,871 | 12,553 |
| **DENVER** | **653.0** | **29,082** | **42,800** | **51,627** | **57,860** | **57,526** | **108,304** | **134,691** | **171,110** | **33,138** | **40,340** | **16,128** |
| Adams | 96.8 | 3,868 | 5,762 | 7,930 | 9,318 | 9,850 | 19,498 | 22,271 | 18,303 | 30,978 | 35,535 | 12,917 |
| Arapahoe | 156.8 | 4,572 | 6,821 | 10,492 | 12,089 | 12,483 | 25,289 | 34,288 | 50,766 | 37,457 | 45,264 | 17,887 |
| Denver | 209.6 | 15,108 | 22,504 | 23,071 | 23,597 | 21,301 | 33,945 | 32,980 | 37,094 | 24,810 | 33,523 | 15,117 |
| Douglas | 21.7 | 524 | 593 | 749 | 1,130 | 1,270 | 2,803 | 5,119 | 9,512 | 45,934 | 54,116 | 18,640 |
| Jefferson | 168.1 | 5,010 | 7,120 | 9,385 | 11,726 | 12,622 | 26,769 | 40,033 | 55,435 | 38,827 | 45,235 | 17,188 |
| ***DENVER - BOULDER CONSOLIDATED AREA*** | ***742.2*** | ***33,923*** | ***50,013*** | ***60,363*** | ***66,813*** | ***65,903*** | ***124,124*** | ***151,071*** | ***189,990*** | ***32,630*** | ***39,880*** | ***15,908*** |
| **FORT COLLINS - LOVELAND** | **72.3** | **4,743** | **7,040** | **8,451** | **8,539** | **7,754** | **12,927** | **12,168** | **10,678** | **24,735** | **31,355** | **11,887** |
| Larimer | 72.3 | 4,743 | 7,040 | 8,451 | 8,539 | 7,754 | 12,927 | 12,168 | 10,678 | 24,735 | 31,355 | 11,887 |
| **GREELEY** | **47.7** | **4,012** | **5,156** | **5,758** | **5,528** | **5,139** | **8,935** | **7,535** | **5,637** | **23,268** | **29,274** | **10,555** |
| Weld | 47.7 | 4,012 | 5,156 | 5,758 | 5,528 | 5,139 | 8,935 | 7,535 | 5,637 | 23,268 | 29,274 | 10,555 |
| **PUEBLO** | **47.1** | **4,628** | **6,257** | **6,183** | **5,362** | **4,522** | **8,208** | **6,887** | **5,053** | **21,167** | **27,111** | **10,373** |
| Pueblo | 47.1 | 4,628 | 6,257 | 6,183 | 5,362 | 4,522 | 8,208 | 6,887 | 5,053 | 21,167 | 27,111 | 10,373 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Adams | 96.8 | 3,868 | 5,762 | 7,930 | 9,318 | 9,850 | 19,498 | 22,271 | 18,303 | 30,978 | 35,535 | 12,917 |
| Alamosa | 4.8 | 611 | 727 | 723 | 586 | 463 | 768 | 500 | 422 | 17,695 | 25,843 | 9,055 |
| Arapahoe | 156.8 | 4,572 | 6,821 | 10,492 | 12,089 | 12,483 | 25,289 | 34,288 | 50,766 | 37,457 | 45,264 | 17,887 |
| Archuleta | 2.0 | 249 | 263 | 284 | 237 | 233 | 339 | 199 | 196 | 19,233 | 25,345 | 9,387 |
| Baca | 1.8 | 330 | 366 | 369 | 230 | 131 | 167 | 121 | 86 | 12,633 | 17,730 | 7,092 |
| Bent | 1.8 | 139 | 246 | 285 | 293 | 218 | 249 | 233 | 137 | 18,849 | 26,636 | 9,785 |
| Boulder | 89.2 | 4,841 | 7,213 | 8,736 | 8,953 | 8,377 | 15,820 | 16,380 | 18,880 | 29,203 | 36,517 | 14,331 |
| Chaffee | 4.8 | 317 | 572 | 707 | 551 | 544 | 965 | 728 | 416 | 22,381 | 27,283 | 10,394 |
| Cheyenne | .9 | 94 | 156 | 158 | 119 | 100 | 146 | 77 | 50 | 16,393 | 21,909 | 8,216 |
| Clear Creek | 3.1 | 203 | 264 | 315 | 409 | 489 | 638 | 505 | 277 | 23,809 | 28,319 | 11,551 |
| Conejos | 2.5 | 411 | 546 | 520 | 413 | 187 | 269 | 115 | 39 | 12,870 | 15,818 | 5,344 |
| Costilla | 1.2 | 181 | 232 | 210 | 163 | 105 | 122 | 113 | 74 | 14,425 | 21,911 | 8,217 |
| Crowley | 1.2 | 101 | 228 | 232 | 190 | 128 | 158 | 102 | 61 | 15,886 | 20,912 | 6,274 |
| Custer | .8 | 85 | 144 | 138 | 104 | 98 | 128 | 66 | 37 | 16,409 | 20,751 | 8,737 |
| Delta | 8.3 | 679 | 1,402 | 1,452 | 1,049 | 739 | 1,178 | 1,164 | 637 | 17,663 | 24,523 | 9,786 |
| Denver | 209.6 | 15,108 | 22,504 | 23,071 | 23,597 | 21,301 | 33,945 | 32,980 | 37,094 | 24,810 | 33,523 | 15,117 |
| Dolores | .6 | 62 | 87 | 82 | 62 | 55 | 111 | 78 | 63 | 20,636 | 25,353 | 10,141 |
| Douglas | 21.7 | 524 | 593 | 749 | 1,130 | 1,270 | 2,803 | 5,119 | 9,512 | 45,934 | 54,116 | 18,640 |
| Eagle | 8.5 | 314 | 496 | 557 | 696 | 787 | 1,611 | 1,872 | 2,167 | 33,696 | 40,726 | 15,523 |
| Elbert | 3.5 | 245 | 365 | 385 | 392 | 318 | 525 | 737 | 533 | 25,882 | 31,930 | 11,288 |
| El Paso | 150.1 | 8,136 | 12,552 | 17,623 | 18,237 | 16,402 | 26,604 | 26,111 | 24,435 | 25,678 | 33,871 | 12,553 |
| Fremont | 11.9 | 1,176 | 2,052 | 1,809 | 1,447 | 1,337 | 2,031 | 1,301 | 747 | 18,117 | 24,932 | 9,101 |
| Garfield | 11.5 | 627 | 960 | 1,055 | 1,152 | 1,032 | 1,748 | 2,449 | 2,477 | 30,537 | 36,181 | 13,642 |
| Gilpin | 1.3 | 98 | 122 | 135 | 106 | 128 | 312 | 245 | 154 | 27,036 | 29,773 | 12,485 |
| Grand | 3.1 | 218 | 300 | 369 | 360 | 391 | 699 | 442 | 321 | 23,886 | 27,974 | 10,977 |
| Gunnison | 3.8 | 269 | 447 | 445 | 398 | 365 | 677 | 579 | 620 | 24,696 | 32,625 | 12,155 |
| Hinsdale | .2 | 16 | 19 | 24 | 26 | 35 | 36 | 19 | 25 | 22,833 | 29,840 | 11,936 |
| Huerfano | 2.4 | 307 | 446 | 432 | 285 | 230 | 325 | 192 | 183 | 15,200 | 21,592 | 8,783 |
| Jackson | .6 | 46 | 81 | 80 | 95 | 89 | 115 | 67 | 27 | 19,913 | 23,843 | 8,941 |
| Jefferson | 168.1 | 5,010 | 7,120 | 9,385 | 11,726 | 12,622 | 26,769 | 40,033 | 55,435 | 38,827 | 45,235 | 17,188 |
| Kiowa | .7 | 71 | 76 | 88 | 86 | 78 | 111 | 100 | 90 | 21,706 | 29,296 | 12,063 |
| Kit Carson | 2.8 | 345 | 384 | 353 | 358 | 335 | 466 | 353 | 206 | 19,420 | 24,410 | 9,627 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Total Households (Thousands) | Under $5,000 | $5,000 To $9,999 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **COLORADO (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Lake | 2.3 | 111 | 173 | 233 | 245 | 239 | 631 | 492 | 176 | 27,216 | 29,764 | 11,803 |
| La Plata | 12.1 | 782 | 1,332 | 1,696 | 1,336 | 1,149 | 2,075 | 1,941 | 1,789 | 23,991 | 31,652 | 11,784 |
| Larimer | 72.3 | 4,743 | 7,040 | 8,451 | 8,539 | 7,754 | 12,927 | 12,168 | 10,678 | 24,735 | 31,355 | 11,887 |
| Las Animas | 5.4 | 723 | 931 | 812 | 649 | 540 | 729 | 643 | 373 | 16,587 | 22,263 | 8,840 |
| Lincoln | 1.8 | 180 | 277 | 288 | 219 | 208 | 281 | 213 | 134 | 18,415 | 24,353 | 9,741 |
| Logan | 6.9 | 606 | 887 | 991 | 931 | 873 | 1,175 | 879 | 558 | 20,189 | 25,676 | 10,241 |
| Mesa | 36.6 | 2,182 | 3,713 | 4,000 | 4,072 | 3,701 | 6,212 | 6,719 | 6,001 | 25,950 | 32,635 | 12,721 |
| Mineral | .2 | 21 | 23 | 31 | 34 | 20 | 29 | 26 | 16 | 18,133 | 23,795 | 9,518 |
| Moffat | 4.1 | 165 | 296 | 328 | 367 | 442 | 891 | 980 | 631 | 30,240 | 34,178 | 12,512 |
| Montezuma | 6.7 | 688 | 805 | 919 | 884 | 669 | 1,097 | 1,065 | 573 | 20,333 | 26,356 | 9,494 |
| Montrose | 9.4 | 571 | 998 | 1,235 | 1,237 | 1,212 | 1,812 | 1,292 | 1,043 | 22,656 | 28,851 | 11,115 |
| Morgan | 8.1 | 736 | 1,049 | 1,204 | 1,112 | 925 | 1,302 | 1,110 | 662 | 19,752 | 25,356 | 9,378 |
| Otero | 7.5 | 814 | 1,435 | 1,292 | 981 | 804 | 1,094 | 642 | 438 | 15,954 | 21,348 | 8,006 |
| Ouray | .9 | 99 | 122 | 129 | 128 | 103 | 133 | 109 | 77 | 18,839 | 25,244 | 9,878 |
| Park | 2.8 | 208 | 306 | 333 | 360 | 292 | 604 | 431 | 266 | 23,298 | 27,355 | 10,492 |
| Phillips | 1.7 | 163 | 273 | 261 | 235 | 171 | 266 | 179 | 152 | 18,089 | 25,099 | 10,159 |
| Pitkin | 5.9 | 234 | 418 | 756 | 681 | 497 | 1,034 | 1,028 | 1,252 | 29,008 | 37,820 | 17,433 |
| Prowers | 5.0 | 606 | 835 | 708 | 644 | 422 | 857 | 532 | 396 | 17,587 | 23,389 | 8,793 |
| Pueblo | 47.1 | 4,628 | 6,257 | 6,183 | 5,362 | 4,522 | 8,208 | 6,887 | 5,0[illegible]3 | 21,167 | 27,111 | 10,373 |
| Rio Blanco | 2.2 | 89 | 153 | 157 | 215 | 182 | 398 | 543 | 463 | 32,947 | 37,506 | 13,985 |
| Rio Grande | 3.9 | 326 | 416 | 384 | 349 | 391 | 613 | 718 | 703 | 26,173 | 34,204 | 12,351 |
| Routt | 5.5 | 255 | 353 | 471 | 582 | 573 | 1,158 | 1,182 | 926 | 29,412 | 34,469 | 13,446 |
| Saguache | 1.7 | 215 | 317 | 303 | 255 | 179 | 182 | 131 | 118 | 15,259 | 21,118 | 7,639 |
| San Juan | .3 | 31 | 37 | 46 | 48 | 32 | 62 | 34 | 10 | 18,889 | 21,793 | 8,173 |
| San Miguel | 1.5 | 129 | 177 | 200 | 201 | 154 | 295 | 223 | 121 | 21,321 | 26,367 | 10,689 |
| Sedgwick | 1.1 | 96 | 144 | 162 | 189 | 148 | 172 | 120 | 69 | 18,946 | 23,648 | 10,005 |
| Summit | 5.3 | 190 | 300 | 475 | 518 | 553 | 1,090 | 1,127 | 1,047 | 30,595 | 37,006 | 15,087 |
| Teller | 4.8 | 333 | 551 | 672 | 555 | 562 | 889 | 691 | 547 | 22,524 | 27,586 | 10,345 |
| Washington | 1.9 | 165 | 205 | 236 | 229 | 202 | 374 | 288 | 201 | 22,829 | 26,955 | 10,670 |
| Weld | 47.7 | 4,012 | 5,156 | 5,758 | 5,528 | 5,139 | 8,935 | 7,535 | 5,637 | 23,268 | 29,274 | 10,555 |
| Yuma | 3.5 | 336 | 516 | 512 | 439 | 333 | 500 | 436 | 428 | 19,337 | 26,991 | 10,614 |
| **TOTAL METRO COUNTIES** | **1,059.4** | **55,442** | **81,018** | **98,378** | **104,479** | **99,720** | **180,798** | **203,772** | **235,793** | **29,967** | **37,402** | **14,612** |
| **TOTAL STATE** | **1,292.6** | **73,690** | **109,041** | **128,419** | **131,981** | **123,911** | **220,647** | **239,903** | **265,008** | **28,558** | **35,927** | **13,983** |
| **CONNECTICUT** | | | | | | | | | | | | |
| **BRIDGEPORT - STAMFORD - NORWALK - DANBURY** | **304.8** | **10,945** | **16,909** | **18,551** | **19,296** | **18,282** | **36,438** | **50,124** | **134,255** | **43,866** | **60,689** | **22,365** |
| Fairfield | 304.8 | 10,945 | 16,909 | 18,551 | 19,296 | 18,282 | 36,438 | 50,124 | 134,255 | 43,866 | 60,689 | 22,365 |
| **HARTFORD - NEW BRITAIN - MIDDLETOWN - BRISTOL** | **426.4** | **15,834** | **27,824** | **30,070** | **32,756** | **32,668** | **64,095** | **87,047** | **136,106** | **36,477** | **45,935** | **17,323** |
| Hartford | 326.4 | 12,823 | 22,061 | 23,810 | 25,733 | 25,274 | 48,558 | 64,794 | 103,347 | 35,983 | 45,673 | 17,416 |
| Middlesex | 55.2 | 1,667 | 3,282 | 3,444 | 3,828 | 4,105 | 8,280 | 11,931 | 18,663 | 38,545 | 47,235 | 18,032 |
| Tolland | 44.8 | 1,344 | 2,481 | 2,816 | 3,195 | 3,289 | 7,257 | 10,322 | 14,096 | 37,502 | 46,237 | 15,922 |
| **NEW HAVEN - WATERBURY - MERIDEN** | **306.2** | **13,849** | **23,752** | **24,034** | **24,137** | **23,210** | **45,436** | **58,872** | **92,910** | **34,699** | **44,320** | **16,798** |
| New Haven | 306.2 | 13,849 | 23,752 | 24,034 | 24,137 | 23,210 | 45,436 | 58,872 | 92,910 | 34,699 | 44,320 | 16,798 |
| **NEW LONDON - NORWICH** | **93.7** | **4,104** | **6,805** | **7,601** | **8,069** | **8,095** | **16,762** | **18,732** | **23,532** | **32,150** | **41,794** | **15,285** |
| New London | 93.7 | 4,104 | 6,805 | 7,601 | 8,069 | 8,095 | 16,762 | 18,732 | 23,532 | 32,150 | 41,794 | 15,285 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Fairfield | 304.8 | 10,945 | 16,909 | 18,551 | 19,296 | 18,282 | 36,428 | 50,124 | 134,255 | 43,866 | 60,689 | 22,365 |
| Hartford | 326.4 | 12,823 | 22,061 | 23,810 | 25,733 | 25,274 | 48,558 | 64,794 | 103,347 | 35,983 | 45,673 | 17,416 |
| Litchfield | 67.0 | 2,117 | 3,767 | 4,509 | 5,083 | 5,165 | 10,045 | 14,087 | 22,227 | 37,816 | 48,342 | 18,445 |
| Middlesex | 55.2 | 1,667 | 3,282 | 3,444 | 3,828 | 4,105 | 8,280 | 11,931 | 18,663 | 38,545 | 47,235 | 18,032 |
| New Haven | 306.2 | 13,849 | 23,752 | 24,034 | 24,137 | 23,210 | 45,436 | 58,872 | 92,910 | 34,699 | 44,320 | 16,798 |
| New London | 93.7 | 4,104 | 6,805 | 7,601 | 8,069 | 8,095 | 16,762 | 18,732 | 23,532 | 32,150 | 41,794 | 15,285 |
| Tolland | 44.8 | 1,344 | 2,481 | 2,816 | 3,195 | 3,289 | 7,257 | 10,322 | 14,096 | 37,502 | 46,237 | 15,922 |
| Windham | 37.9 | 1,842 | 3,134 | 3,647 | 3,793 | 3,508 | 6,564 | 7,696 | 7,716 | 29,433 | 37,324 | 13,654 |
| **TOTAL METRO COUNTIES** | **1,131.1** | **44,732** | **75,290** | **80,256** | **84,258** | **82,255** | **162,731** | **214,775** | **386,803** | **37,193** | **49,130** | **18,390** |
| **TOTAL STATE** | **1,236.0** | **48,691** | **82,191** | **88,412** | **93,134** | **90,928** | **179,340** | **236,558** | **416,746** | **36,961** | **48,726** | **18,244** |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Households by E B I Group | | | | | | | | Median Household E B I | Average Household E B I | Per Capita E B I |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under $5,000 | $5,000 To $9,999 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 Or More | | | |
| **DELAWARE** | | | | | | | | | | | | |
| **WILMINGTON** | **214.9** | **11,204** | **16,119** | **17,665** | **18,522** | **17,849** | **34,173** | **42,729** | **56,639** | **32,750** | **42,010** | **15,448** |
| New Castle | 165.9 | 9,045 | 12,769 | 13,664 | 14,451 | 14,091 | 26,630 | 32,497 | 42,753 | 32,287 | 41,952 | 15,591 |
| *Cecil, Md.* | *25.1* | *1,165* | *1,652* | *2,105* | *2,240* | *2,064* | *4,440* | *5,404* | *6,030* | *32,409* | *38,931* | *13,478* |
| *Salem, N. J.* | *23.9* | *994* | *1,698* | *1,896* | *1,831* | *1,694* | *3,103* | *4,828* | *7,856* | *37,465* | *45,646* | *16,656* |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Kent | 40.0 | 2,431 | 4,001 | 4,956 | 4,742 | 4,172 | 6,925 | 7,091 | 5,682 | 24,631 | 33,652 | 12,018 |
| New Castle | 165.9 | 9,045 | 12,769 | 13,664 | 14,451 | 14,091 | 26,630 | 32,497 | 42,753 | 32,287 | 41,952 | 15,591 |
| Sussex | 44.3 | 3,214 | 4,983 | 5,667 | 5,681 | 5,041 | 7,690 | 6,945 | 5,079 | 22,516 | 30,589 | 11,804 |
| **TOTAL METRO COUNTIES** | **165.9** | **9,045** | **12,769** | **13,664** | **14,451** | **14,091** | **26,630** | **32,497** | **42,753** | **32,287** | **41,952** | **15,591** |
| **TOTAL STATE** | **250.2** | **14,690** | **21,753** | **24,287** | **24,874** | **23,304** | **41,245** | **46,533** | **53,514** | **28,887** | **38,613** | **14,351** |
| **DISTRICT OF COLUMBIA** | | | | | | | | | | | | |
| **WASHINGTON** | **1,482.7** | **52,936** | **61,620** | **76,863** | **93,446** | **101,138** | **201,994** | **272,633** | **622,070** | **42,929** | **53,429** | **19,862** |
| District of Columbia | 248.4 | 22,110 | 22,358 | 23,751 | 24,772 | 23,192 | 37,389 | 35,718 | 59,110 | 26,962 | 42,939 | 17,653 |
| *Calvert, Md.* | *17.5* | *733* | *940* | *1,173* | *1,224* | *1,117* | *2,226* | *3,894* | *6,193* | *39,729* | *45,173* | *14,915* |
| *Charles, Md.* | *33.8* | *1,450* | *1,713* | *1,864* | *2,123* | *2,191* | *4,824* | *8,019* | *11,616* | *39,747* | *43,994* | *14,353* |
| *Frederick, Md.* | *53.7* | *1,952* | *2,939* | *3,519* | *4,140* | *4,253* | *8,267* | *11,811* | *16,819* | *37,162* | *43,666* | *15,296* |
| *Montgomery, Md.* | *289.9* | *6,234* | *8,238* | *10,626* | *14,011* | *15,827* | *33,758* | *47,817* | *153,389* | *53,094* | *62,994* | *23,494* |
| *Prince George's, Md.* | *260.5* | *7,208* | *8,726* | *11,906* | *15,953* | *19,131* | *39,298* | *53,288* | *104,990* | *42,403* | *50,421* | *17,846* |
| *Alexandria city, Va.* | *53.4* | *1,664* | *2,137* | *2,658* | *3,352* | *4,157* | *8,628* | *10,423* | *20,381* | *40,194* | *51,743* | *24,803* |
| *Arlington, Va.* | *78.7* | *2,548* | *3,185* | *4,725* | *5,927* | *6,329* | *12,520* | *13,610* | *29,856* | *38,897* | *50,378* | *23,145* |
| *Fairfax, Va.* | *299.6* | *5,000* | *6,269* | *9,108* | *12,624* | *14,698* | *32,533* | *52,234* | *167,134* | *55,139* | *62,839* | *22,456* |
| *Fairfax city, Va.* | *7.4* | *175* | *124* | *209* | *311* | *391* | *887* | *1,285* | *4,018* | *54,219* | *63,991* | *24,160* |
| *Falls Church city, Va.* | *4.2* | *74* | *99* | *177* | *222* | *273* | *535* | *834* | *1,986* | *47,139* | *57,965* | *25,359* |
| *Loudoun, Va.* | *31.4* | *1,061* | *1,560* | *1,817* | *1,966* | *2,065* | *4,698* | *6,759* | *11,474* | *39,898* | *47,269* | *16,752* |
| *Manassas city, Va.* | *9.8* | *266* | *430* | *603* | *740* | *806* | *1,684* | *2,708* | *2,563* | *36,984* | *41,454* | *14,009* |
| *Manassas Park city, Va.* | *2.2* | *66* | *107* | *119* | *133* | *174* | *573* | *634* | *394* | *33,864* | *37,215* | *12,040* |
| *Prince William, Va.* | *72.1* | *1,691* | *1,932* | *3,209* | *4,362* | *4,976* | *10,856* | *18,686* | *26,388* | *41,866* | *47,379* | *15,318* |
| *Stafford, Va.* | *20.1* | *704* | *863* | *1,399* | *1,586* | *1,558* | *3,318* | *4,913* | *5,759* | *36,615* | *43,487* | *13,809* |
| **TOTAL METRO COUNTIES** | **248.4** | **22,110** | **22,358** | **23,751** | **24,772** | **23,192** | **37,389** | **35,718** | **59,110** | **26,962** | **42,939** | **17,653** |
| **TOTAL STATE** | **248.4** | **22,110** | **22,358** | **23,751** | **24,772** | **23,192** | **37,389** | **35,718** | **59,110** | **26,962** | **42,939** | **17,653** |
| **FLORIDA** | | | | | | | | | | | | |
| **BRADENTON** | **92.8** | **5,610** | **8,592** | **11,023** | **11,507** | **10,169** | **16,112** | **14,484** | **15,303** | **24,742** | **32,981** | **14,196** |
| Manatee | 92.8 | 5,610 | 8,592 | 11,023 | 11,507 | 10,169 | 16,112 | 14,484 | 15,303 | 24,742 | 32,981 | 14,196 |
| **DAYTONA BEACH** | **157.3** | **10,728** | **16,143** | **19,884** | **19,794** | **16,859** | **25,506** | **22,845** | **25,541** | **23,439** | **31,979** | **13,245** |
| Volusia | 157.3 | 10,728 | 16,143 | 19,884 | 19,794 | 16,859 | 25,506 | 22,845 | 25,541 | 23,439 | 31,979 | 13,245 |
| **FORT LAUDERDALE - HOLLYWOOD - POMPANO BEACH** | **538.2** | **25,898** | **38,345** | **50,474** | **54,012** | **49,561** | **86,547** | **94,056** | **139,307** | **30,411** | **40,315** | **16,972** |
| Broward | 538.2 | 25,898 | 38,345 | 50,474 | 54,012 | 49,561 | 86,547 | 94,056 | 139,307 | 30,411 | 40,315 | 16,972 |
| **FORT MYERS - CAPE CORAL** | **144.4** | **7,796** | **10,753** | **15,125** | **17,183** | **16,001** | **24,751** | **24,559** | **28,232** | **26,730** | **36,082** | **15,093** |
| Lee | 144.4 | 7,796 | 10,753 | 15,125 | 17,183 | 16,001 | 24,751 | 24,559 | 28,232 | 26,730 | 36,082 | 15,093 |
| **FORT PIERCE** | **104.4** | **6,970** | **10,689** | **11,899** | **11,967** | **10,579** | **17,795** | **16,084** | **18,417** | **25,049** | **33,379** | **13,460** |
| Martin | 44.3 | 2,534 | 4,239 | 4,953 | 4,993 | 4,374 | 7,369 | 7,109 | 8,729 | 26,260 | 35,353 | 15,074 |
| St. Lucie | 60.1 | 4,436 | 6,450 | 6,946 | 6,974 | 6,205 | 10,426 | 8,975 | 9,638 | 24,159 | 31,924 | 12,378 |
| **FORT WALTON BEACH** | **54.5** | **2,977** | **4,013** | **6,219** | **6,727** | **5,744** | **8,886** | **9,406** | **10,528** | **26,442** | **34,862** | **12,934** |
| Okaloosa | 54.5 | 2,977 | 4,013 | 6,219 | 6,727 | 5,744 | 8,886 | 9,406 | 10,528 | 26,442 | 34,862 | 12,934 |
| **GAINESVILLE** | **79.5** | **9,212** | **9,175** | **9,556** | **8,636** | **7,097** | **10,935** | **11,547** | **13,342** | **22,050** | **31,557** | **12,148** |
| Alachua | 72.2 | 8,238 | 8,241 | 8,621 | 7,782 | 6,388 | 9,834 | 10,561 | 12,535 | 22,360 | 32,029 | 12,575 |
| Bradford | 7.3 | 974 | 934 | 935 | 854 | 709 | 1,101 | 986 | 807 | 19,719 | 26,882 | 8,645 |
| **JACKSONVILLE** | **351.5** | **26,327** | **31,445** | **34,331** | **34,494** | **32,618** | **55,703** | **60,247** | **76,335** | **27,605** | **36,066** | **13,674** |
| Clay | 37.7 | 2,114 | 2,451 | 3,043 | 3,361 | 3,224 | 5,773 | 7,640 | 10,094 | 32,874 | 39,062 | 13,510 |
| Duval | 262.7 | 20,469 | 24,022 | 25,725 | 25,743 | 24,266 | 41,306 | 44,310 | 56,859 | 27,333 | 36,095 | 13,808 |
| Nassau | 16.6 | 1,533 | 1,841 | 1,924 | 1,604 | 1,555 | 3,252 | 2,766 | 2,125 | 24,468 | 28,845 | 10,641 |
| St. Johns | 34.5 | 2,211 | 3,131 | 3,639 | 3,786 | 3,573 | 5,372 | 5,531 | 7,257 | 26,328 | 36,045 | 14,393 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Households by E B I Group | | | | | | | | Median Household E B I | Average Household E B I | Per Capita E B I |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under $5,000 | $5,000 To $9,999 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 Or More | | | |
| **FLORIDA (continued)** | | | | | | | | | | | | |
| **LAKELAND - WINTER HAVEN** | **158.6** | **11,521** | **17,127** | **18,820** | **18,607** | **16,491** | **27,170** | **25,048** | **23,816** | **23,966** | **32,015** | **12,327** |
| Polk | 158.6 | 11,521 | 17,127 | 18,820 | 18,607 | 16,491 | 27,170 | 25,048 | 23,816 | 23,966 | 32,015 | 12,327 |
| **MELBOURNE - TITUSVILLE - PALM BAY** | **165.4** | **9,307** | **14,257** | **18,708** | **18,738** | **16,782** | **27,498** | **28,882** | **31,228** | **26,592** | **33,309** | **13,477** |
| Brevard | 165.4 | 9,307 | 14,257 | 18,708 | 18,738 | 16,782 | 27,498 | 28,882 | 31,228 | 26,592 | 33,309 | 13,477 |
| **MIAMI - HIALEAH** | **701.8** | **63,636** | **69,186** | **70,996** | **69,929** | **62,056** | **103,506** | **107,632** | **154,859** | **26,243** | **36,382** | **13,007** |
| Dade | 701.8 | 63,636 | 69,186 | 70,996 | 69,929 | 62,056 | 103,506 | 107,632 | 154,859 | 26,243 | 36,382 | 13,007 |
| ***MIAMI - FORT LAUDERDALE CONSOLIDATED AREA*** | ***1,240.0*** | ***89,534*** | ***107,531*** | ***121,470*** | ***123,941*** | ***111,617*** | ***190,053*** | ***201,688*** | ***294,166*** | ***28,080*** | ***38,089*** | ***14,571*** |
| **NAPLES** | **63.9** | **4,935** | **6,359** | **8,000** | **6,959** | **6,356** | **10,425** | **8,726** | **12,140** | **24,454** | **35,841** | **14,550** |
| Collier | 63.9 | 4,935 | 6,359 | 8,000 | 6,959 | 6,356 | 10,425 | 8,726 | 12,140 | 24,454 | 35,841 | 14,550 |
| **OCALA** | **80.5** | **7,673** | **10,213** | **11,802** | **11,355** | **9,176** | **12,366** | **9,540** | **8,375** | **19,616** | **27,024** | **10,850** |
| Marion | 80.5 | 7,673 | 10,213 | 11,802 | 11,355 | 9,176 | 12,366 | 9,540 | 8,375 | 19,616 | 27,024 | 10,850 |
| **ORLANDO** | **414.1** | **23,429** | **34,122** | **41,910** | **43,737** | **40,292** | **67,897** | **72,448** | **90,265** | **28,067** | **36,898** | **13,830** |
| Orange | 262.6 | 15,223 | 21,502 | 26,500 | 27,834 | 25,852 | 43,849 | 45,458 | 56,382 | 27,872 | 37,116 | 13,982 |
| Osceola | 40.7 | 3,077 | 4,964 | 6,070 | 5,620 | 4,600 | 6,691 | 5,458 | 4,220 | 20,621 | 27,051 | 9,848 |
| Seminole | 110.8 | 5,129 | 7,656 | 9,340 | 10,283 | 9,840 | 17,357 | 21,532 | 29,663 | 32,383 | 39,997 | 14,977 |
| **PANAMA CITY** | **49.8** | **5,131** | **6,082** | **7,199** | **6,583** | **5,469** | **7,752** | **6,437** | **5,147** | **19,920** | **26,456** | **10,197** |
| Bay | 49.8 | 5,131 | 6,082 | 7,199 | 6,583 | 5,469 | 7,752 | 6,437 | 5,147 | 19,920 | 26,456 | 10,197 |
| **PENSACOLA** | **130.2** | **10,772** | **12,143** | **13,402** | **13,493** | **12,510** | **20,739** | **22,612** | **24,529** | **26,150** | **33,988** | **12,687** |
| Escambia | 99.6 | 8,137 | 9,397 | 10,332 | 10,409 | 9,651 | 15,782 | 17,309 | 18,583 | 26,003 | 33,952 | 12,742 |
| Santa Rosa | 30.6 | 2,635 | 2,746 | 3,070 | 3,084 | 2,859 | 4,957 | 5,303 | 5,946 | 26,630 | 34,105 | 12,513 |
| **SARASOTA** | **127.8** | **7,202** | **10,635** | **14,621** | **15,649** | **13,666** | **21,943** | **20,170** | **23,914** | **25,788** | **34,693** | **15,684** |
| Sarasota | 127.8 | 7,202 | 10,635 | 14,621 | 15,649 | 13,666 | 21,943 | 20,170 | 23,914 | 25,788 | 34,693 | 15,684 |
| **TALLAHASSEE** | **89.8** | **9,312** | **9,147** | **9,587** | **9,415** | **8,374** | **12,792** | **13,102** | **18,071** | **24,426** | **34,012** | **12,871** |
| Gadsden | 13.5 | 2,127 | 2,045 | 1,736 | 1,592 | 1,374 | 2,047 | 1,329 | 1,250 | 17,477 | 23,835 | 7,791 |
| Leon | 76.3 | 7,185 | 7,102 | 7,851 | 7,823 | 7,000 | 10,745 | 11,773 | 16,821 | 25,881 | 35,812 | 13,941 |
| **TAMPA - ST. PETERSBURG - CLEARWATER** | **887.4** | **52,797** | **86,227** | **104,841** | **106,403** | **93,860** | **145,527** | **139,600** | **158,145** | **24,976** | **33,463** | **14,073** |
| Hernando | 44.2 | 2,762 | 4,368 | 6,199 | 6,655 | 5,504 | 7,829 | 6,378 | 4,505 | 21,764 | 27,695 | 11,581 |
| Hillsborough | 332.7 | 24,594 | 31,806 | 34,758 | 34,265 | 31,011 | 53,056 | 56,165 | 67,045 | 26,626 | 34,776 | 13,556 |
| Pasco | 124.5 | 6,333 | 13,487 | 17,946 | 18,655 | 16,143 | 21,892 | 16,377 | 13,667 | 21,554 | 28,208 | 12,215 |
| Pinellas | 386.0 | 19,108 | 36,566 | 45,938 | 46,828 | 41,202 | 62,750 | 60,680 | 72,928 | 25,434 | 34,687 | 15,508 |
| **WEST PALM BEACH - BOCA RATON - DELRAY BEACH** | **379.8** | **19,603** | **27,687** | **33,578** | **35,443** | **33,616** | **58,332** | **66,125** | **105,416** | **31,461** | **42,934** | **18,191** |
| Palm Beach | 379.8 | 19,603 | 27,687 | 33,578 | 35,443 | 33,616 | 58,332 | 66,125 | 105,416 | 31,461 | 42,934 | 18,191 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Alachua | 72.2 | 8,238 | 8,241 | 8,621 | 7,782 | 6,388 | 9,834 | 10,561 | 12,535 | 22,360 | 32,029 | 12,575 |
| Baker | 5.7 | 428 | 607 | 688 | 704 | 644 | 1,083 | 958 | 588 | 23,264 | 29,181 | 8,847 |
| Bay | 49.8 | 5,131 | 6,082 | 7,199 | 6,583 | 5,469 | 7,752 | 6,437 | 5,147 | 19,920 | 26,456 | 10,197 |
| Bradford | 7.3 | 974 | 934 | 935 | 854 | 709 | 1,101 | 986 | 807 | 19,719 | 26,882 | 8,645 |
| Brevard | 165.4 | 9,307 | 14,257 | 18,708 | 18,738 | 16,782 | 27,498 | 28,882 | 31,228 | 26,592 | 33,309 | 13,477 |
| Broward | 538.2 | 25,898 | 38,345 | 50,474 | 54,012 | 49,561 | 86,547 | 94,056 | 139,307 | 30,411 | 40,315 | 16,972 |
| Calhoun | 3.9 | 487 | 699 | 528 | 502 | 372 | 456 | 498 | 358 | 17,299 | 23,488 | 8,179 |
| Charlotte | 50.2 | 3,087 | 5,042 | 7,061 | 7,189 | 5,940 | 8,353 | 6,638 | 6,890 | 22,133 | 30,025 | 13,118 |
| Citrus | 42.0 | 2,952 | 5,375 | 7,000 | 6,379 | 4,705 | 6,497 | 4,806 | 4,286 | 19,388 | 26,332 | 11,437 |
| Clay | 37.7 | 2,114 | 2,451 | 3,047 | 3,361 | 3,224 | 5,773 | 7,640 | 10,094 | 32,874 | 39,062 | 13,510 |
| Collier | 63.9 | 4,935 | 6,359 | 8,000 | 6,959 | 6,356 | 10,425 | 8,726 | 12,140 | 24,454 | 35,841 | 14,550 |
| Columbia | 15.8 | 1,769 | 1,920 | 1,870 | 1,807 | 1,571 | 2,520 | 2,451 | 1,892 | 21,624 | 28,422 | 10,419 |
| Dade | 701.8 | 63,636 | 69,186 | 70,996 | 69,929 | 62,056 | 103,506 | 107,632 | 154,859 | 26,243 | 36,382 | 13,007 |
| De Soto | 8.4 | 1,040 | 894 | 1,169 | 1,159 | 920 | 1,316 | 1,048 | 854 | 19,705 | 27,398 | 9,510 |
| Dixie | 4.0 | 591 | 606 | 649 | 570 | 406 | 441 | 377 | 360 | 16,234 | 24,144 | 8,942 |
| Duval | 262.7 | 20,469 | 24,022 | 25,725 | 25,743 | 24,266 | 41,306 | 44,310 | 56,859 | 27,333 | 36,095 | 13,808 |
| Escambia | 99.6 | 8,137 | 9,397 | 10,332 | 10,409 | 9,651 | 15,782 | 17,309 | 18,583 | 26,003 | 33,952 | 12,742 |
| Flagler | 12.5 | 1,104 | 1,495 | 1,769 | 1,644 | 1,568 | 2,266 | 1,363 | 1,291 | 20,801 | 26,212 | 10,849 |
| Franklin | 3.7 | 393 | 594 | 583 | 478 | 316 | 524 | 435 | 377 | 17,729 | 25,414 | 10,333 |
| Gadsden | 13.5 | 2,127 | 2,045 | 1,736 | 1,592 | 1,374 | 2,047 | 1,329 | 1,250 | 17,477 | 23,835 | 7,791 |
| Gilchrist | 3.4 | 369 | 507 | 542 | 422 | 320 | 519 | 435 | 286 | 17,953 | 24,386 | 8,375 |
| Glades | 2.9 | 309 | 346 | 444 | 430 | 322 | 408 | 388 | 253 | 19,071 | 24,583 | 9,258 |
| Gulf | 4.4 | 481 | 602 | 552 | 434 | 314 | 721 | 747 | 549 | 22,033 | 27,124 | 10,288 |
| Hamilton | 3.6 | 363 | 632 | 436 | 365 | 376 | 508 | 524 | 396 | 20,051 | 26,397 | 8,561 |
| Hardee | 6.4 | 855 | 1,039 | 1,015 | 895 | 559 | 888 | 680 | 469 | 16,503 | 23,036 | 7,560 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Households by E B I Group | | | | | | | | Median Household E B I | Average Household E B I | Per Capita E B I |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under $5,000 | $5,000 To $9,999 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 Or More | | | |
| **FLORIDA (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Hendry | 8.6 | 955 | 947 | 1,045 | 918 | 841 | 1,536 | 1,205 | 1,153 | 22,679 | 29,363 | 9,565 |
| Hernando | 44.2 | 2,762 | 4,368 | 6,199 | 6,655 | 5,504 | 7,829 | 6,378 | 4,505 | 21,764 | 27,695 | 11,581 |
| Highlands | 30.3 | 2,672 | 3,904 | 4,539 | 4,177 | 3,244 | 5,037 | 3,190 | 3,537 | 19,813 | 27,760 | 11,982 |
| Hillsborough | 332.7 | 24,594 | 31,806 | 34,758 | 34,265 | 31,011 | 53,056 | 56,165 | 67,045 | 26,626 | 34,776 | 13,556 |
| Holmes | 5.8 | 777 | 926 | 825 | 694 | 555 | 881 | 674 | 468 | 17,585 | 24,450 | 8,919 |
| Indian River | 39.0 | 2,533 | 3,631 | 4,569 | 4,654 | 3,958 | 6,038 | 6,348 | 7,269 | 25,210 | 36,185 | 15,256 |
| Jackson | 14.6 | 1,890 | 2,129 | 1,956 | 1,737 | 1,443 | 2,141 | 1,826 | 1,478 | 18,760 | 26,189 | 9,169 |
| Jefferson | 4.0 | 519 | 648 | 618 | 472 | 325 | 462 | 479 | 477 | 17,011 | 25,735 | 9,030 |
| Lafayette | 1.8 | 142 | 305 | 238 | 197 | 199 | 257 | 282 | 180 | 20,383 | 26,987 | 8,522 |
| Lake | 65.2 | 4,360 | 6,825 | 8,788 | 9,068 | 7,675 | 10,403 | 8,830 | 9,251 | 22,106 | 30,397 | 12,713 |
| Lee | 144.4 | 7,796 | 10,753 | 15,125 | 17,183 | 16,001 | 24,751 | 24,559 | 28,232 | 26,730 | 36,082 | 15,093 |
| Leon | 76.3 | 7,185 | 7,102 | 7,851 | 7,823 | 7,000 | 10,745 | 11,773 | 16,821 | 25,881 | 35,812 | 13,941 |
| Levy | 10.3 | 1,107 | 1,624 | 1,539 | 1,456 | 1,182 | 1,521 | 1,026 | 845 | 18,007 | 24,447 | 9,538 |
| Liberty | 1.7 | 174 | 198 | 219 | 211 | 181 | 225 | 246 | 246 | 21,278 | 29,483 | 8,950 |
| Madison | 5.6 | 840 | 787 | 639 | 572 | 616 | 876 | 627 | 643 | 19,675 | 25,671 | 8,608 |
| Manatee | 92.8 | 5,610 | 8,592 | 11,023 | 11,507 | 10,169 | 16,112 | 14,484 | 15,303 | 24,742 | 32,981 | 14,196 |
| Marion | 80.5 | 7,673 | 10,213 | 11,802 | 11,355 | 9,176 | 12,366 | 9,540 | 8,375 | 19,616 | 27,024 | 10,850 |
| Martin | 44.3 | 2,534 | 4,239 | 4,953 | 4,993 | 4,374 | 7,369 | 7,109 | 8,729 | 26,260 | 35,353 | 15,074 |
| Monroe | 34.2 | 2,547 | 3,166 | 4,015 | 4,345 | 3,869 | 5,532 | 4,465 | 6,261 | 23,901 | 33,947 | 14,641 |
| Nassau | 16.6 | 1,533 | 1,841 | 1,924 | 1,604 | 1,555 | 3,252 | 2,766 | 2,125 | 24,468 | 28,845 | 10,641 |
| Okaloosa | 54.5 | 2,977 | 4,013 | 6,219 | 6,727 | 5,744 | 8,886 | 9,406 | 10,528 | 26,442 | 34,862 | 12,934 |
| Okeechobee | 10.5 | 1,208 | 1,266 | 1,547 | 1,497 | 1,170 | 1,555 | 1,214 | 1,043 | 18,944 | 26,191 | 9,046 |
| Orange | 262.6 | 15,223 | 21,502 | 26,500 | 27,834 | 25,852 | 43,849 | 45,458 | 56,382 | 27,872 | 37,116 | 13,982 |
| Osceola | 40.7 | 3,077 | 4,964 | 6,070 | 5,620 | 4,600 | 6,691 | 5,458 | 4,220 | 20,621 | 27,051 | 9,848 |
| Palm Beach | 379.8 | 19,603 | 27,687 | 33,578 | 35,443 | 33,616 | 58,332 | 66,125 | 105,416 | 31,461 | 42,934 | 18,191 |
| Pasco | 124.5 | 6,333 | 13,487 | 17,946 | 18,655 | 16,143 | 21,892 | 16,377 | 13,667 | 21,554 | 28,208 | 12,215 |
| Pinellas | 386.0 | 19,108 | 36,566 | 45,938 | 46,828 | 41,202 | 62,750 | 60,680 | 72,928 | 25,434 | 34,687 | 15,508 |
| Polk | 158.6 | 11,521 | 17,127 | 18,820 | 18,607 | 16,491 | 27,170 | 25,048 | 23,816 | 23,966 | 32,015 | 12,327 |
| Putnam | 25.4 | 2,532 | 3,240 | 3,322 | 2,927 | 2,416 | 3,815 | 3,607 | 3,541 | 21,222 | 29,400 | 11,315 |
| St. Johns | 34.5 | 2,211 | 3,131 | 3,639 | 3,786 | 3,573 | 5,372 | 5,531 | 7,257 | 26,328 | 36,045 | 14,393 |
| St. Lucie | 60.1 | 4,436 | 6,450 | 6,946 | 6,974 | 6,205 | 10,426 | 8,975 | 9,688 | 24,159 | 31,924 | 12,378 |
| Santa Rosa | 30.6 | 2,635 | 2,746 | 3,070 | 3,084 | 2,859 | 4,957 | 5,303 | 5,946 | 26,630 | 34,105 | 12,513 |
| Sarasota | 127.8 | 7,202 | 10,635 | 14,621 | 15,649 | 13,666 | 21,943 | 20,170 | 23,914 | 25,788 | 34,693 | 15,684 |
| Seminole | 110.8 | 5,129 | 7,656 | 9,340 | 10,283 | 9,840 | 17,357 | 21,532 | 29,663 | 32,383 | 39,997 | 14,977 |
| Sumter | 12.3 | 1,485 | 1,954 | 1,965 | 1,628 | 1,313 | 1,853 | 1,163 | 939 | 17,032 | 23,737 | 9,096 |
| Suwannee | 10.2 | 1,158 | 1,182 | 1,314 | 1,232 | 1,029 | 1,529 | 1,376 | 1,380 | 20,884 | 28,169 | 10,602 |
| Taylor | 6.4 | 687 | 960 | 830 | 612 | 443 | 839 | 964 | 1,065 | 21,172 | 29,471 | 10,966 |
| Union | 2.6 | 331 | 318 | 288 | 284 | 270 | 560 | 350 | 199 | 21,420 | 33,243 | 8,474 |
| Volusia | 157.3 | 10,728 | 16,143 | 19,884 | 19,794 | 16,859 | 25,506 | 22,845 | 25,541 | 23,4[illegible]9 | 31,979 | 13,245 |
| Wakulla | 5.3 | 494 | 608 | 666 | 644 | 531 | 851 | 817 | 689 | 22,068 | 28,268 | 10,333 |
| Walton | 11.5 | 1,278 | 1,797 | 1,656 | 1,373 | 1,083 | 1,634 | 1,411 | 1,268 | 18,707 | 25,477 | 10,353 |
| Washington | 6.5 | 743 | 998 | 887 | 752 | 655 | 988 | 852 | 625 | 19,133 | 25,168 | 9,567 |
| **TOTAL METRO COUNTIES** | **4,771.7** | **320,836** | **432,340** | **511,975** | **520,631** | **467,276** | **762,182** | **773,550** | **982,910** | **26,469** | **35,766** | **14,211** |
| **TOTAL STATE** | **5,250.4** | **363,496** | **490,111** | **577,746** | **583,059** | **518,607** | **837,215** | **835,850** | **1,044,316** | **25,914** | **35,141** | **13,958** |
| **GEORGIA** | | | | | | | | | | | | |
| **ALBANY** | **39.3** | **4,050** | **4,148** | **4,361** | **3,920** | **3,521** | **6,511** | **7,149** | **5,640** | **24,496** | **31,003** | **10,850** |
| Dougherty | 34.0 | 3,650 | 3,747 | 3,889 | 3,490 | 3,191 | 5,737 | 5,880 | 4,416 | 23,486 | 29,848 | 10,593 |
| Lee | 5.3 | 400 | 401 | 472 | 430 | 330 | 774 | 1,269 | 1,224 | 33,125 | 38,413 | 12,339 |
| **ATHENS** | **58.5** | **5,737** | **6,744** | **7,304** | **7,054** | **5,884** | **8,802** | **8,481** | **8,494** | **21,949** | **30,515** | **11,291** |
| Clarke | 33.5 | 3,890 | 4,014 | 4,261 | 3,969 | 3,191 | 4,523 | 4,218 | 5,434 | 20,862 | 31,208 | 11,840 |
| Jackson | 10.9 | 712 | 1,259 | 1,271 | 1,251 | 1,154 | 1,978 | 1,919 | 1,356 | 24,136 | 30,090 | 10,753 |
| Madison | 7.8 | 712 | 947 | 1,099 | 1,215 | 1,017 | 1,277 | 1,041 | 492 | 19,680 | 24,591 | 9,005 |
| Oconee | 6.3 | 423 | 524 | 673 | 619 | 522 | 1,024 | 1,303 | 1,212 | 28,812 | 34,895 | 12,213 |
| **ATLANTA** | **1,087.0** | **65,233** | **74,687** | **84,370** | **92,447** | **91,336** | **170,286** | **210,948** | **297,693** | **32,838** | **40,912** | **15,257** |
| Barrow | 10.9 | 1,015 | 1,398 | 1,115 | 1,251 | 1,191 | 1,926 | 1,774 | 1,230 | 22,734 | 28,305 | 10,149 |
| Butts | 4.8 | 322 | 536 | 575 | 550 | 457 | 775 | 792 | 793 | 24,560 | 35,193 | 10,829 |
| Cherokee | 33.0 | 1,914 | 2,737 | 2,881 | 3,124 | 3,191 | 6,359 | 7,121 | 5,673 | 29,008 | 34,007 | 11,813 |
| Clayton | 66.4 | 2,587 | 3,360 | 4,544 | 5,631 | 6,000 | 12,418 | 15,741 | 16,119 | 33,924 | 39,059 | 14,057 |
| Cobb | 177.9 | 5,145 | 7,219 | 9,630 | 11,474 | 12,640 | 25,226 | 37,475 | 69,091 | 41,850 | 49,409 | 18,907 |
| Coweta | 19.4 | 1,640 | 2,190 | 2,028 | 1,855 | 1,640 | 3,090 | 3,467 | 3,490 | 26,021 | 33,653 | 11,827 |
| De Kalb | 212.6 | 10,210 | 12,240 | 15,507 | 18,589 | 18,672 | 33,733 | 40,227 | 63,422 | 34,159 | 42,602 | 16,299 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Households by E B I Group Under $5,000 | $5,000 To $9,999 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **GEORGIA (continued)** | | | | | | | | | | | | |
| **ATLANTA (continued)** | | | | | | | | | | | | |
| Douglas | 24.9 | 1,065 | 1,483 | 1,880 | 1,953 | 1,937 | 4,712 | 6,217 | 5,653 | 33,812 | 37,658 | 12,880 |
| Fayette | 22.0 | 877 | 1,161 | 1,320 | 1,395 | 1,280 | 3,339 | 6,074 | 6,554 | 38,568 | 43,392 | 14,619 |
| Forsyth | 16.5 | 1,113 | 1,365 | 1,523 | 1,735 | 1,674 | 2,948 | 2,985 | 3,157 | 27,579 | 34,472 | 12,473 |
| Fulton | 262.9 | 27,822 | 26,080 | 26,976 | 25,377 | 22,227 | 35,958 | 36,199 | 62,261 | 25,704 | 38,315 | 15,198 |
| Gwinnett | 133.4 | 4,666 | 5,512 | 6,777 | 9,386 | 10,684 | 22,056 | 32,817 | 41,502 | 38,114 | 43,190 | 15,547 |
| Henry | 20.8 | 1,258 | 1,652 | 1,668 | 1,851 | 1,901 | 3,762 | 4,489 | 4,219 | 30,577 | 36,094 | 12,328 |
| Newton | 14.6 | 1,046 | 1,374 | 1,336 | 1,658 | 1,654 | 2,501 | 2,817 | 2,214 | 25,763 | 31,846 | 10,940 |
| Paulding | 14.8 | 1,233 | 1,613 | 1,568 | 1,433 | 1,314 | 2,922 | 2,757 | 1,960 | 25,799 | 30,250 | 10,412 |
| Rockdale | 18.9 | 737 | 1,160 | 1,268 | 1,444 | 1,489 | 3,022 | 4,503 | 5,277 | 35,957 | 40,856 | 13,838 |
| Spalding | 19.6 | 1,538 | 2,109 | 2,211 | 2,223 | 2,047 | 3,259 | 3,135 | 3,078 | 24,186 | 31,635 | 11,273 |
| Walton | 13.6 | 1,045 | 1,498 | 1,563 | 1,518 | 1,338 | 2,280 | 2,358 | 2,000 | 24,407 | 31,381 | 10,887 |
| **AUGUSTA** | **143.8** | **12,971** | **14,393** | **15,581** | **15,797** | **14,254** | **24,164** | **23,937** | **22,703** | **24,611** | **32,550** | **11,699** |
| Columbia | 22.5 | 1,315 | 1,550 | 1,847 | 2,078 | 2,052 | 3,829 | 4,870 | 4,959 | 31,223 | 37,595 | 12,421 |
| McDuffie | 7.3 | 915 | 1,067 | 1,027 | 915 | 770 | 1,321 | 719 | 566 | 18,400 | 23,957 | 8,615 |
| Richmond | 68.6 | 6,942 | 7,238 | 8,221 | 7,850 | 6,692 | 11,128 | 10,288 | 10,241 | 23,054 | 32,295 | 11,691 |
| *Aiken, S. C.* | *45.4* | *3,799* | *4,538* | *4,486* | *4,954* | *4,740* | *7,886* | *8,060* | *6,937* | *25,207* | *31,819* | *11,821* |
| **COLUMBUS** | **86.8** | **9,425** | **10,067** | **10,623** | **10,420** | **9,084** | **14,219** | **12,267** | **10,695** | **21,551** | **30,524** | **10,836** |
| Chattahoochee | 2.8 | 96 | 114 | 329 | 453 | 450 | 659 | 415 | 284 | 24,528 | 69,905 | 11,721 |
| Muscogee | 66.4 | 6,846 | 7,419 | 8,079 | 7,981 | 6,946 | 10,883 | 9,494 | 8,752 | 22,097 | 30,226 | 11,101 |
| *Russell, Ala.* | *17.6* | *2,483* | *2,534* | *2,215* | *1,986* | *1,688* | *2,677* | *2,358* | *1,659* | *18,780* | *25,384* | *9,505* |
| **MACON - WARNER ROBINS** | **104.2** | **8,601** | **9,645** | **10,707** | **10,284** | **9,082** | **16,281** | **19,231** | **20,369** | **27,175** | **34,219** | **12,555** |
| Bibb | 56.8 | 5,551 | 6,077 | 6,195 | 5,626 | 4,758 | 8,719 | 9,406 | 10,468 | 25,199 | 32,793 | 12,311 |
| Houston | 32.8 | 1,783 | 2,120 | 3,037 | 3,245 | 3,038 | 5,307 | 7,194 | 7,076 | 31,055 | 36,432 | 13,233 |
| Jones | 7.4 | 449 | 593 | 677 | 690 | 640 | 1,294 | 1,474 | 1,583 | 29,867 | 37,649 | 13,267 |
| Peach | 7.2 | 818 | 855 | 798 | 723 | 646 | 961 | 1,157 | 1,242 | 23,040 | 31,862 | 10,720 |
| **SAVANNAH** | **90.6** | **7,850** | **9,468** | **9,543** | **9,123** | **8,130** | **13,188** | **15,697** | **17,601** | **25,768** | **34,281** | **12,698** |
| Chatham | 81.6 | 7,159 | 8,651 | 8,699 | 8,313 | 7,402 | 11,709 | 13,717 | 15,950 | 25,414 | 34,298 | 12,821 |
| Effingham | 9.0 | 691 | 817 | 844 | 810 | 728 | 1,479 | 1,980 | 1,651 | 29,000 | 34,123 | 11,677 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Appling | 5.9 | 687 | 808 | 812 | 735 | 574 | 989 | 710 | 585 | 19,366 | 26,417 | 9,865 |
| Atkinson | 2.2 | 330 | 420 | 335 | 311 | 220 | 263 | 186 | 135 | 15,224 | 20,779 | 7,373 |
| Bacon | 3.5 | 448 | 458 | 437 | 371 | 321 | 591 | 422 | 452 | 20,486 | 27,692 | 10,096 |
| Baker | 1.3 | 209 | 228 | 144 | 172 | 142 | 163 | 153 | 89 | 16,923 | 22,729 | 8,208 |
| Baldwin | 12.3 | 849 | 974 | 1,378 | 1,429 | 1,207 | 1,947 | 2,142 | 2,374 | 26,347 | 37,152 | 11,482 |
| Banks | 3.8 | 353 | 514 | 619 | 538 | 511 | 652 | 401 | 212 | 18,768 | 23,682 | 8,571 |
| Barrow | 10.9 | 1,015 | 1,398 | 1,115 | 1,251 | 1,191 | 1,926 | 1,774 | 1,230 | 22,734 | 28,305 | 10,149 |
| Bartow | 20.6 | 1,645 | 2,454 | 2,376 | 2,650 | 2,526 | 3,968 | 3,076 | 1,905 | 22,337 | 27,400 | 9,868 |
| Ben Hill | 6.0 | 814 | 999 | 888 | 715 | 566 | 842 | 703 | 473 | 16,874 | 23,894 | 8,795 |
| Berrien | 5.2 | 593 | 714 | 593 | 692 | 624 | 845 | 630 | 509 | 20,058 | 25,681 | 9,339 |
| Bibb | 56.8 | 5,551 | 6,077 | 6,195 | 5,626 | 4,758 | 8,719 | 9,406 | 10,468 | 25,199 | 32,793 | 12,311 |
| Bleckley | 3.8 | 423 | 407 | 518 | 420 | 336 | 613 | 600 | 483 | 21,970 | 29,533 | 10,791 |
| Brantley | 3.9 | 304 | 418 | 394 | 390 | 454 | 720 | 644 | 576 | 24,890 | 30,170 | 10,413 |
| Brooks | 5.4 | 909 | 858 | 793 | 642 | 472 | 667 | 629 | 430 | 15,979 | 22,893 | 8,027 |
| Bryan | 5.3 | 716 | 699 | 788 | 704 | 701 | 1,027 | 450 | 215 | 18,040 | 21,511 | 7,081 |
| Bulloch | 15.2 | 1,713 | 1,886 | 1,977 | 1,925 | 1,630 | 2,425 | 1,901 | 1,743 | 20,286 | 28,369 | 9,890 |
| Burke | 7.0 | 825 | 1,000 | 940 | 770 | 676 | 942 | 988 | 859 | 19,771 | 27,639 | 9,392 |
| Butts | 4.8 | 322 | 536 | 575 | 550 | 457 | 775 | 792 | 793 | 24,560 | 35,193 | 10,829 |
| Calhoun | 1.8 | 265 | 312 | 225 | 199 | 176 | 295 | 158 | 170 | 17,537 | 23,517 | 8,639 |
| Camden | 9.9 | 1,194 | 1,041 | 1,071 | 1,055 | 913 | 1,421 | 1,644 | 1,561 | 23,176 | 30,145 | 9,535 |
| Candler | 2.9 | 424 | 419 | 468 | 392 | 276 | 380 | 285 | 256 | 16,535 | 24,352 | 9,054 |
| Carroll | 25.9 | 1,980 | 2,843 | 2,658 | 2,651 | 2,621 | 4,616 | 4,521 | 4,010 | 25,375 | 31,767 | 11,302 |
| ☐ Catoosa | 15.9 | 1,220 | 1,683 | 1,758 | 1,699 | 1,564 | 3,077 | 2,935 | 1,864 | 24,789 | 28,795 | 10,647 |
| Charlton | 2.9 | 256 | 340 | 325 | 349 | 336 | 485 | 459 | 350 | 22,587 | 28,634 | 9,656 |
| Chatham | 81.6 | 7,159 | 8,651 | 8,699 | 8,313 | 7,402 | 11,709 | 13,717 | 15,950 | 25,414 | 34,298 | 12,821 |
| Chattahoochee | 2.8 | 96 | 114 | 329 | 453 | 450 | 659 | 415 | 284 | 24,528 | 69,905 | 11,721 |
| Chattooga | 8.5 | 769 | 1,092 | 1,116 | 1,106 | 966 | 1,595 | 1,146 | 710 | 20,861 | 25,461 | 9,705 |
| Cherokee | 33.0 | 1,914 | 2,737 | 2,881 | 3,124 | 3,191 | 6,359 | 7,121 | 5,673 | 29,008 | 34,007 | 11,813 |
| Clarke | 33.5 | 3,890 | 4,014 | 4,261 | 3,969 | 3,191 | 4,523 | 4,218 | 5,434 | 20,862 | 31,208 | 11,840 |
| Clay | 1.2 | 234 | 249 | 198 | 119 | 100 | 109 | 101 | 90 | 12,707 | 20,792 | 7,338 |
| Clayton | 66.4 | 2,587 | 3,360 | 4,544 | 5,631 | 6,000 | 12,418 | 15,741 | 16,119 | 33,924 | 39,059 | 14,057 |
| Clinch | 2.2 | 200 | 309 | 332 | 282 | 218 | 286 | 381 | 192 | 19,558 | 26,925 | 9,711 |
| Cobb | 177.9 | 5,145 | 7,219 | 9,630 | 11,474 | 12,640 | 25,226 | 37,475 | 69,091 | 41,850 | 49,409 | 18,907 |
| Coffee | 10.6 | 1,300 | 1,545 | 1,524 | 1,330 | 1,078 | 1,778 | 1,099 | 946 | 18,461 | 25,209 | 8,967 |
| Colquitt | 13.0 | 1,335 | 1,702 | 1,867 | 1,684 | 1,331 | 1,857 | 1,904 | 1,320 | 19,723 | 26,931 | 9,540 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Households by E B I Group | | | | | | | | Median Household E B I | Average Household E B I | Per Capita E B I |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under $5,000 | $5,000 To $9,999 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 Or More | | | |
| **GEORGIA (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Columbia | 22.5 | 1,315 | 1,550 | 1,847 | 2,078 | 2,052 | 3,829 | 4,870 | 4,959 | 31,223 | 37,595 | 12,421 |
| Cook | 4.8 | 536 | 525 | 669 | 694 | 589 | 836 | 473 | 478 | 19,821 | 26,133 | 9,292 |
| Coweta | 19.4 | 1,640 | 2,190 | 2,028 | 1,855 | 1,640 | 3,090 | 3,467 | 3,490 | 26,021 | 33,653 | 11,827 |
| Crawford | 3.1 | 331 | 324 | 308 | 304 | 278 | 537 | 603 | 415 | 25,096 | 32,105 | 10,937 |
| Crisp | 7.3 | 1,103 | 1,225 | 948 | 871 | 728 | 1,115 | 811 | 499 | 16,983 | 23,578 | 8,606 |
| ☐ Dade | 4.7 | 481 | 676 | 568 | 535 | 526 | 915 | 625 | 374 | 20,857 | 25,692 | 9,148 |
| Dawson | 3.5 | 328 | 548 | 461 | 428 | 392 | 645 | 448 | 250 | 19,815 | 24,651 | 8,804 |
| Decatur | 9.0 | 1,070 | 1,124 | 1,117 | 1,129 | 998 | 1,528 | 1,053 | 981 | 20,287 | 27,122 | 9,572 |
| De Kalb | 212.6 | 10,210 | 12,240 | 15,507 | 18,589 | 18,672 | 33,733 | 40,227 | 63,422 | 34,159 | 42,602 | 16,299 |
| Dodge | 6.4 | 1,002 | 1,002 | 736 | 684 | 648 | 874 | 784 | 670 | 18,507 | 25,068 | 9,116 |
| Dooly | 3.5 | 728 | 576 | 521 | 491 | 356 | 389 | 282 | 157 | 14,348 | 19,114 | 6,826 |
| Dougherty | 34.0 | 3,650 | 3,747 | 3,889 | 3,490 | 3,191 | 5,737 | 5,880 | 4,416 | 23,486 | 29,848 | 10,593 |
| Douglas | 24.9 | 1,065 | 1,483 | 1,880 | 1,953 | 1,937 | 4,712 | 6,217 | 5,653 | 33,812 | 37,658 | 12,880 |
| Early | 4.2 | 655 | 769 | 665 | 412 | 352 | 568 | 409 | 370 | 15,104 | 23,026 | 8,196 |
| Echols | .8 | 93 | 90 | 85 | 74 | 89 | 137 | 125 | 107 | 23,250 | 28,735 | 9,995 |
| Effingham | 9.0 | 691 | 817 | 844 | 810 | 728 | 1,479 | 1,980 | 1,651 | 29,000 | 34,123 | 11,677 |
| Elbert | 7.1 | 730 | 1,081 | 942 | 939 | 774 | 1,147 | 1,010 | 477 | 19,179 | 24,365 | 9,105 |
| Emanuel | 7.4 | 932 | 1,280 | 1,172 | 945 | 757 | 1,080 | 711 | 523 | 16,426 | 23,451 | 8,424 |
| Evans | 3.2 | 349 | 478 | 450 | 434 | 349 | 456 | 407 | 277 | 18,721 | 25,014 | 9,096 |
| Fannin | 6.4 | 777 | 1,132 | 1,061 | 873 | 644 | 899 | 662 | 352 | 16,151 | 21,566 | 8,573 |
| Fayette | 22.0 | 877 | 1,161 | 1,320 | 1,395 | 1,280 | 3,339 | 6,074 | 6,554 | 38,568 | 43,392 | 14,619 |
| Floyd | 30.6 | 2,247 | 3,307 | 3,289 | 3,462 | 3,223 | 5,173 | 5,212 | 4,687 | 24,643 | 31,357 | 11,773 |
| Forsyth | 16.5 | 1,113 | 1,365 | 1,523 | 1,735 | 1,674 | 2,948 | 2,985 | 3,157 | 27,579 | 34,472 | 12,473 |
| Franklin | 6.4 | 724 | 918 | 752 | 752 | 714 | 1,039 | 922 | 579 | 20,337 | 25,942 | 9,883 |
| Fulton | 262.9 | 27,822 | 26,080 | 26,976 | 25,377 | 22,227 | 35,958 | 36,199 | 62,261 | 25,704 | 38,315 | 15,198 |
| Gilmer | 5.2 | 659 | 798 | 818 | 683 | 575 | 875 | 508 | 284 | 17,105 | 22,735 | 8,693 |
| Glascock | .8 | 122 | 110 | 99 | 94 | 78 | 114 | 88 | 95 | 18,650 | 26,640 | 9,266 |
| Glynn | 24.2 | 2,170 | 2,857 | 2,803 | 2,686 | 2,440 | 4,074 | 3,795 | 3,375 | 23,221 | 30,705 | 11,776 |
| Gordon | 12.9 | 989 | 1,442 | 1,363 | 1,695 | 1,647 | 2,351 | 1,989 | 1,424 | 22,883 | 28,286 | 10,278 |
| Grady | 7.4 | 1,138 | 1,187 | 1,198 | 960 | 728 | 1,040 | 778 | 371 | 15,783 | 21,121 | 7,699 |
| Greene | 4.1 | 474 | 693 | 579 | 552 | 463 | 628 | 457 | 254 | 17,726 | 22,835 | 7,867 |
| Gwinnett | 133.4 | 4,666 | 5,512 | 6,777 | 9,386 | 10,684 | 22,056 | 32,817 | 41,502 | 38,114 | 43,190 | 15,547 |
| Habersham | 10.1 | 718 | 1,196 | 1,288 | 1,235 | 1,082 | 1,891 | 1,540 | 1,150 | 22,792 | 29,884 | 10,818 |
| Hall | 35.3 | 2,064 | 2,989 | 3,355 | 3,466 | 3,295 | 6,180 | 6,613 | 7,338 | 28,738 | 36,396 | 13,259 |
| Hancock | 3.0 | 526 | 488 | 483 | 413 | 306 | 384 | 246 | 154 | 15,031 | 20,705 | 6,979 |
| Haralson | 8.3 | 856 | 1,169 | 1,161 | 1,093 | 992 | 1,453 | 995 | 581 | 19,377 | 24,420 | 9,130 |
| Harris | 6.5 | 682 | 820 | 772 | 584 | 564 | 1,151 | 1,015 | 912 | 23,562 | 30,160 | 10,891 |
| Hart | 7.5 | 733 | 987 | 1,003 | 1,092 | 933 | 1,309 | 831 | 612 | 19,675 | 24,913 | 9,437 |
| Heard | 3.2 | 302 | 274 | 340 | 375 | 364 | 555 | 487 | 503 | 24,167 | 31,139 | 11,323 |
| Henry | 20.8 | 1,258 | 1,652 | 1,668 | 1,851 | 1,901 | 3,762 | 4,489 | 4,219 | 30,577 | 36,094 | 12,328 |
| Houston | 32.8 | 1,783 | 2,120 | 3,037 | 3,245 | 3,038 | 5,307 | 7,194 | 7,076 | 31,055 | 36,432 | 13,233 |
| Irwin | 3.1 | 352 | 484 | 521 | 460 | 319 | 353 | 294 | 317 | 16,861 | 24,371 | 8,785 |
| Jackson | 10.9 | 712 | 1,259 | 1,271 | 1,251 | 1,154 | 1,978 | 1,919 | 1,356 | 24,136 | 30,090 | 10,753 |
| Jasper | 3.1 | 276 | 370 | 318 | 322 | 371 | 430 | 531 | 482 | 23,493 | 31,691 | 11,423 |
| Jeff Davis | 4.4 | 580 | 650 | 692 | 590 | 570 | 666 | 402 | 250 | 17,370 | 21,742 | 7,906 |
| Jefferson | 6.1 | 968 | 1,042 | 879 | 690 | 524 | 854 | 643 | 500 | 16,059 | 23,105 | 8,147 |
| Jenkins | 2.9 | 498 | 602 | 467 | 338 | 244 | 356 | 237 | 158 | 13,667 | 19,952 | 7,056 |
| Johnson | 3.0 | 453 | 527 | 449 | 326 | 276 | 486 | 303 | 180 | 15,887 | 22,132 | 7,999 |
| Jones | 7.4 | 449 | 593 | 677 | 690 | 640 | 1,294 | 1,474 | 1,583 | 29,867 | 37,649 | 13,267 |
| Lamar | 4.7 | 496 | 602 | 618 | 585 | 554 | 786 | 571 | 488 | 20,480 | 25,911 | 9,226 |
| Lanier | 2.0 | 266 | 234 | 285 | 260 | 209 | 289 | 233 | 224 | 19,082 | 25,409 | 9,240 |
| Laurens | 14.6 | 1,447 | 1,937 | 1,873 | 1,744 | 1,428 | 2,019 | 2,300 | 1,852 | 20,923 | 28,796 | 10,458 |
| Lee | 5.3 | 400 | 401 | 472 | 430 | 330 | 774 | 1,269 | 1,224 | 33,125 | 38,413 | 12,339 |
| Liberty | 15.5 | 1,329 | 1,580 | 2,598 | 2,509 | 1,912 | 2,547 | 1,842 | 1,183 | 19,400 | 34,075 | 9,835 |
| Lincoln | 2.7 | 276 | 415 | 394 | 314 | 314 | 512 | 312 | 163 | 19,210 | 24,556 | 8,840 |
| Long | 2.2 | 255 | 281 | 343 | 270 | 177 | 319 | 362 | 193 | 19,000 | 25,180 | 8,793 |
| Lowndes | 26.5 | 2,754 | 3,363 | 3,393 | 3,437 | 2,976 | 4,189 | 3,417 | 2,971 | 20,489 | 28,310 | 9,820 |
| Lumpkin | 5.1 | 525 | 504 | 579 | 621 | 574 | 815 | 877 | 605 | 22,778 | 32,566 | 11,222 |
| McDuffie | 7.3 | 915 | 1,067 | 1,027 | 915 | 770 | 1,321 | 719 | 566 | 18,400 | 23,957 | 8,615 |
| McIntosh | 3.2 | 452 | 617 | 442 | 398 | 308 | 439 | 361 | 183 | 16,071 | 21,587 | 7,940 |
| Macon | 4.4 | 626 | 616 | 559 | 495 | 456 | 559 | 564 | 525 | 19,119 | 27,278 | 9,162 |
| Madison | 7.8 | 712 | 947 | 1,099 | 1,215 | 1,017 | 1,277 | 1,041 | 492 | 19,680 | 24,591 | 9,005 |
| Marion | 2.0 | 363 | 320 | 198 | 251 | 251 | 263 | 175 | 179 | 17,714 | 22,464 | 8,023 |
| Meriwether | 7.7 | 698 | 1,051 | 877 | 750 | 698 | 1,195 | 1,238 | 1,193 | 23,270 | 30,531 | 10,448 |
| Miller | 2.3 | 432 | 410 | 405 | 289 | 259 | 241 | 168 | 96 | 13,658 | 18,342 | 6,696 |
| Mitchell | 6.8 | 1,030 | 1,014 | 848 | 767 | 616 | 930 | 913 | 682 | 18,197 | 25,447 | 8,566 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Households by E B I Group<br>Under $5,000 | $5,000 To $9,999 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **GEORGIA (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Monroe | 5.9 | 625 | 774 | 776 | 798 | 636 | 1,069 | 716 | 506 | 19,844 | 25,358 | 8,648 |
| Montgomery | 2.5 | 267 | 384 | 412 | 354 | 253 | 360 | 222 | 248 | 17,536 | 25,497 | 8,853 |
| Morgan | 4.4 | 446 | 633 | 715 | 547 | 449 | 756 | 513 | 341 | 18,648 | 24,644 | 8,341 |
| Murray | 9.6 | 834 | 1,162 | 1,266 | 1,146 | 1,224 | 2,008 | 1,211 | 749 | 21,707 | 26,315 | 9,461 |
| Muscogee | 66.4 | 6,846 | 7,419 | 8,079 | 7,981 | 6,946 | 10,883 | 9,494 | 8,752 | 22,097 | 30,226 | 11,101 |
| Newton | 14.6 | 1,046 | 1,374 | 1,336 | 1,658 | 1,654 | 2,501 | 2,817 | 2,214 | 25,763 | 31,846 | 10,940 |
| Oconee | 6.3 | 423 | 524 | 673 | 619 | 522 | 1,024 | 1,303 | 1,212 | 28,812 | 34,895 | 12,213 |
| Oglethorpe | 3.6 | 322 | 450 | 459 | 422 | 349 | 529 | 665 | 404 | 22,015 | 28,186 | 10,354 |
| Paulding | 14.8 | 1,233 | 1,613 | 1,568 | 1,433 | 1,314 | 2,922 | 2,757 | 1,960 | 25,799 | 30,250 | 10,412 |
| Peach | 7.2 | 818 | 855 | 798 | 723 | 646 | 961 | 1,157 | 1,242 | 23,040 | 31,862 | 10,720 |
| Pickens | 5.5 | 519 | 820 | 741 | 759 | 618 | 811 | 745 | 487 | 19,395 | 25,905 | 9,692 |
| Pierce | 4.8 | 642 | 640 | 620 | 555 | 468 | 860 | 587 | 428 | 19,462 | 24,958 | 8,940 |
| Pike | 3.6 | 260 | 398 | 374 | 398 | 353 | 522 | 762 | 533 | 25,266 | 31,435 | 10,881 |
| Polk | 12.6 | 1,166 | 1,904 | 1,480 | 1,399 | 1,286 | 2,189 | 2,024 | 1,152 | 21,434 | 26,773 | 9,922 |
| Pulaski | 3.1 | 345 | [illegible] | 378 | 305 | 259 | 408 | 512 | 446 | 21,377 | 28,950 | 11,218 |
| Putnam | 5.3 | 673 | 582 | 605 | 528 | 435 | 873 | 831 | 773 | 23,080 | 29,044 | 10,690 |
| Quitman | .9 | 156 | 132 | 146 | 114 | 78 | 105 | 105 | 64 | 15,842 | 22,660 | 9,270 |
| Rabun | 4.7 | 437 | 638 | 646 | 585 | 482 | 720 | 642 | 550 | 20,404 | 27,734 | 11,047 |
| Randolph | 2.8 | 563 | 536 | 392 | 298 | 258 | 381 | 214 | 158 | 13,706 | 22,086 | 7,828 |
| Richmond | 68.6 | 6,942 | 7,238 | 8,221 | 7,850 | 6,692 | 11,128 | 10,288 | 10,241 | 23,054 | 32,295 | 11,691 |
| Rockdale | 18.9 | 737 | 1,160 | 1,268 | 1,444 | 1,489 | 3,022 | 4,503 | 5,277 | 35,957 | 40,856 | 13,838 |
| Schley | 1.3 | 219 | 208 | 106 | 151 | 156 | 207 | 119 | 134 | 18,971 | 23,735 | 8,571 |
| Screven | 5.0 | 773 | 873 | 741 | 590 | 437 | 673 | 516 | 397 | 15,876 | 23,598 | 8,550 |
| Seminole | 3.1 | 395 | 468 | 379 | 321 | 278 | 476 | 351 | 432 | 19,794 | 27,283 | 9,398 |
| Spalding | 19.6 | 1,538 | 2,109 | 2,211 | 2,223 | 2,047 | 3,259 | 3,135 | 3,078 | 24,186 | 31,635 | 11,273 |
| Stephens | 9.0 | 737 | 1,146 | 1,240 | 1,222 | 996 | 1,526 | 1,483 | 650 | 20,718 | 26,806 | 10,310 |
| Stewart | 2.0 | 384 | 377 | 288 | 236 | 177 | 250 | 190 | 98 | 14,020 | 19,871 | 7,097 |
| Sumter | 10.4 | 1,222 | 1,224 | 1,200 | 1,170 | 1,073 | 1,622 | 1,450 | 1,439 | 21,696 | 29,675 | 10,253 |
| Talbot | 2.4 | 271 | 304 | 324 | 295 | 245 | 435 | 270 | 255 | 20,128 | 26,559 | 9,658 |
| Taliaferro | .7 | 139 | 157 | 113 | 100 | 66 | 77 | 35 | 13 | 12,333 | 16,246 | 5,985 |
| Tattnall | 5.8 | 843 | 832 | 917 | 779 | 560 | 767 | 612 | 490 | 16,820 | 24,946 | 8,175 |
| Taylor | 2.8 | 357 | 383 | 338 | 286 | 253 | 389 | 354 | 440 | 20,655 | 30,626 | 11,283 |
| Telfair | 4.0 | 594 | 647 | 614 | 498 | 379 | 542 | 411 | 315 | 16,311 | 23,155 | 8,420 |
| Terrell | 3.7 | 609 | 533 | 435 | 390 | 334 | 479 | 440 | 480 | 18,545 | 26,149 | 9,128 |
| Thomas | 14.4 | 1,489 | 1,713 | 1,776 | 1,747 | 1,539 | 2,317 | 2,072 | 1,747 | 21,455 | 28,833 | 10,619 |
| Tift | 12.3 | 1,388 | 1,400 | 1,485 | 1,470 | 1,289 | 1,801 | 1,812 | 1,655 | 21,458 | 30,355 | 10,607 |
| Toombs | 8.9 | 1,263 | 1,442 | 1,137 | 1,065 | 912 | 1,314 | 1,010 | 757 | 17,917 | 24,489 | 9,006 |
| Towns | 2.8 | 346 | 593 | 453 | 350 | 280 | 405 | 208 | 165 | 15,108 | 23,267 | 9,581 |
| Treutlen | 2.2 | 427 | 356 | 300 | 268 | 205 | 295 | 180 | 169 | 15,266 | 22,195 | 8,138 |
| Troup | 20.5 | 1,889 | 2,639 | 2,329 | 2,043 | 1,837 | 3,455 | 3,124 | 3,184 | 23,687 | 31,094 | 11,424 |
| Turner | 3.0 | 608 | 593 | 525 | 383 | 251 | 322 | 172 | 146 | 12,813 | 18,247 | 6,365 |
| Twiggs | 3.3 | 305 | 319 | 332 | 312 | 297 | 538 | 610 | 587 | 26,545 | 32,487 | 10,939 |
| Union | 4.8 | 676 | 785 | 798 | 720 | 523 | 551 | 414 | 333 | 15,959 | 22,503 | 8,854 |
| Upson | 9.9 | 716 | 1,186 | 1,260 | 1,202 | 1,022 | 1,754 | 1,584 | 1,176 | 22,877 | 29,487 | 11,100 |
| ☐ Walker | 21.8 | 1,649 | 2,507 | 2,636 | 2,637 | 2,370 | 4,039 | 3,603 | 2,359 | 23,172 | 28,682 | 10.670 |
| Walton | 13.6 | 1,045 | 1,498 | 1,563 | 1,518 | 1,338 | 2,280 | 2,358 | 2,000 | 24,407 | 31,381 | 10,887 |
| Ware | 13.0 | 1,454 | 1,680 | 1,737 | 1,523 | 1,227 | 1,999 | 1,806 | 1,574 | 20,393 | 27,995 | 10,310 |
| Warren | 2.1 | 342 | 254 | 261 | 230 | 200 | 378 | 223 | 212 | 19,140 | 25,518 | 8,931 |
| Washington | 6.8 | 837 | 916 | 835 | 774 | 666 | 984 | 899 | 889 | 20,255 | 28,326 | 10,032 |
| Wayne | 8.0 | 781 | 1,037 | 1,122 | 964 | 738 | 1,109 | 1,218 | 1,031 | 20,619 | 28,803 | 10,241 |
| Webster | .8 | 130 | 77 | 101 | 95 | 73 | 101 | 97 | 126 | 19,850 | 29,920 | 10,880 |
| Wheeler | 1.8 | 254 | 292 | 290 | 224 | 147 | 273 | 168 | 152 | 16,271 | 22,984 | 8,443 |
| White | 5.0 | 690 | 785 | 656 | 566 | 548 | 876 | 580 | 299 | 18,222 | 24,540 | 9,225 |
| Whitfield | 27.1 | 1,904 | 2,658 | 2,976 | 3,297 | 3,103 | 5,150 | 4,742 | 3,270 | 24,341 | 30,575 | 11,335 |
| Wilcox | 2.5 | 438 | 452 | 364 | 308 | 228 | 310 | 281 | 119 | 14,945 | 20,709 | 7,396 |
| Wilkes | 4.0 | 611 | 553 | 460 | 440 | 381 | 600 | 572 | 383 | 19,247 | 26,255 | 10,002 |
| Wilkinson | 3.6 | 315 | 354 | 366 | 347 | 324 | 621 | 733 | 540 | 26,460 | 32,363 | 11,422 |
| Worth | 6.9 | 955 | 861 | 831 | 820 | 762 | 1,119 | 947 | 605 | 19,884 | 25,632 | 8,932 |
| **TOTAL METRO COUNTIES** | **1,589.6** | **110,935** | **126,946** | **140,750** | **146,976** | **139,423** | **250,919** | **294,455** | **379,196** | **29,974** | **38,242** | **14,124** |
| **TOTAL STATE** | **2,407.6** | **198,440** | **233,240** | **244,801** | **244,837** | **224,447** | **382,377** | **408,217** | **471,241** | **26,342** | **34,722** | **12,692** |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Total Households (Thousands) | Under $5,000 | $5,000 To $9,999 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **HAWAII** | | | | | | | | | | | | |
| **HONOLULU** | **267.3** | **10,417** | **13,358** | **20,160** | **23,578** | **21,477** | **37,300** | **47,401** | **93,609** | **37,072** | **50,187** | **15,921** |
| Honolulu | 267.3 | 10,417 | 13,358 | 20,160 | 23,578 | 21,477 | 37,300 | 47,401 | 93,609 | 37,072 | 50,187 | 15,921 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Hawaii | 42.2 | 2,375 | 3,976 | 4,234 | 4,286 | 3,928 | 6,722 | 7,340 | 9,339 | 28,212 | 38,088 | 13,110 |
| Honolulu | 267.3 | 10,417 | 13,358 | 20,160 | 23,578 | 21,477 | 37,300 | 47,401 | 93,609 | 37,072 | 50,187 | 15,921 |
| Kauai | 16.6 | 635 | 1,017 | 1,336 | 1,553 | 1,573 | 2,882 | 3,299 | 4,305 | 32,514 | 42,208 | 13,422 |
| Maui | 33.9 | 1,847 | 2,704 | 3,270 | 2,849 | 2,814 | 5,723 | 6,553 | 8,140 | 31,030 | 40,856 | 13,486 |
| **TOTAL METRO COUNTIES** | **267.3** | **10,417** | **13,358** | **20,160** | **23,578** | **21,477** | **37,300** | **47,401** | **93,609** | **37,072** | **50,187** | **15,921** |
| **TOTAL STATE** | **360.0** | **15,274** | **21,055** | **29,000** | **32,266** | **29,792** | **52,627** | **64,593** | **115,393** | **34,997** | **47,522** | **15,274** |
| **IDAHO** | | | | | | | | | | | | |
| **BOISE** | **78.4** | **3,875** | **6,377** | **8,148** | **8,725** | **8,154** | **13,721** | **14,617** | **14,783** | **27,774** | **36,292** | **13,673** |
| Ada | 78.4 | 3,875 | 6,377 | 8,148 | 8,725 | 8,154 | 13,721 | 14,617 | 14,783 | 27,774 | 36,292 | 13,673 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Ada | 78.4 | 3,875 | 6,377 | 8,148 | 8,725 | 8,154 | 13,721 | 14,617 | 14,783 | 27,774 | 36,292 | 13,673 |
| Adams | 1.2 | 109 | 139 | 161 | 138 | 145 | 259 | 158 | 91 | 21,900 | 26,514 | 9,943 |
| Bannock | 23.3 | 1,385 | 2,223 | 2,453 | 2,369 | 2,403 | 4,662 | 4,336 | 3,469 | 26,717 | 32,785 | 11,609 |
| Bear Lake | 2.0 | 166 | 244 | 215 | 246 | 221 | 438 | 301 | 169 | 22,841 | 27,633 | 9,211 |
| Benewah | 3.0 | 272 | 381 | 318 | 232 | 305 | 669 | 540 | 283 | 24,879 | 29,053 | 11,033 |
| Bingham | 11.6 | 680 | 971 | 1,064 | 1,180 | 1,149 | 2,105 | 2,217 | 2,234 | 28,254 | 35,705 | 10,986 |
| Blaine | 5.7 | 368 | 485 | 671 | 785 | 688 | 942 | 821 | 940 | 23,860 | 34,804 | 14,272 |
| Boise | 1.4 | 116 | 179 | 201 | 197 | 204 | 264 | 173 | 66 | 20,149 | 24,641 | 9,856 |
| Bonner | 10.3 | 1,299 | 1,673 | 1,624 | 1,304 | 1,058 | 1,602 | 1,134 | 606 | 16,963 | 22,719 | 8,797 |
| Bonneville | 24.5 | 1,322 | 1,833 | 2,185 | 2,673 | 2,659 | 4,697 | 4,820 | 4,311 | 28,406 | 34,867 | 11,734 |
| Boundary | 2.9 | 233 | 448 | 400 | 352 | 303 | 508 | 424 | 232 | 20,266 | 26,020 | 8,983 |
| Butte | 1.0 | 69 | 99 | 109 | 113 | 105 | 151 | 189 | 165 | 25,312 | 35,006 | 12,071 |
| Camas | .3 | 26 | 12 | 21 | 36 | 44 | 65 | 51 | 45 | 26,273 | 35,043 | 15,019 |
| Canyon | 31.3 | 2,306 | 3,694 | 4,190 | 4,162 | 3,687 | 5,472 | 4,546 | 3,243 | 21,642 | 29,161 | 10,119 |
| Caribou | 2.2 | 131 | 156 | 172 | 186 | 175 | 456 | 559 | 365 | 31,400 | 35,445 | 11,468 |
| Cassia | 6.3 | 406 | 692 | 786 | 811 | 696 | 1,131 | 959 | 819 | 23,159 | 30,737 | 9,982 |
| Clark | .3 | 38 | 20 | 27 | 51 | 42 | 53 | 37 | 32 | 21,875 | 28,393 | 10,648 |
| Clearwater | 3.2 | 158 | 321 | 291 | 326 | 314 | 579 | 697 | 514 | 28,370 | 33,918 | 12,921 |
| Custer | 1.5 | 138 | 179 | 227 | 204 | 168 | 259 | 189 | 136 | 20,056 | 26,890 | 9,838 |
| Elmore | 7.1 | 421 | 893 | 1,483 | 1,303 | 783 | 1,203 | 679 | 335 | 17,782 | 25,404 | 8,508 |
| Franklin | 2.8 | 177 | 303 | 320 | 465 | 445 | 560 | 379 | 151 | 21,418 | 26,135 | 7,954 |
| Fremont | 3.4 | 245 | 296 | 327 | 333 | 376 | 661 | 632 | 530 | 26,603 | 33,964 | 10,594 |
| Gem | 4.4 | 423 | 693 | 711 | 433 | 400 | 704 | 634 | 402 | 19,241 | 26,243 | 9,785 |
| Gooding | 4.3 | 392 | 548 | 620 | 620 | 538 | 718 | 474 | 390 | 19,720 | 27,308 | 10,211 |
| Idaho | 5.2 | 482 | 693 | 677 | 746 | 621 | 926 | 667 | 388 | 20,014 | 25,819 | 9,800 |
| Jefferson | 4.9 | 427 | 603 | 516 | 630 | 593 | 912 | 762 | 457 | 22,250 | 27,606 | 8,100 |
| Jerome | 5.3 | 373 | 556 | 662 | 715 | 677 | 1,035 | 663 | 619 | 22,474 | 29,597 | 10,388 |
| Kootenai | 27.1 | 1,599 | 2,920 | 3,287 | 3,088 | 2,607 | 4,412 | 4,782 | 4,405 | 25,097 | 32,643 | 12,601 |
| Latah | 11.3 | 755 | 1,204 | 1,449 | 1,334 | 1,062 | 1,892 | 1,722 | 1,882 | 24,284 | 34,275 | 12,616 |
| Lemhi | 2.8 | 264 | 434 | 438 | 444 | 350 | 447 | 301 | 122 | 17,780 | 23,258 | 9,438 |
| Lewis | 1.4 | 54 | 147 | 142 | 144 | 135 | 249 | 280 | 249 | 27,889 | 34,826 | 13,931 |
| Lincoln | 1.2 | 135 | 159 | 195 | 183 | 138 | 212 | 114 | 64 | 18,056 | 23,235 | 8,449 |
| Madison | 5.9 | 353 | 550 | 712 | 806 | 738 | 1,076 | 871 | 794 | 23,615 | 31,879 | 7,870 |
| Minidoka | 6.4 | 281 | 527 | 631 | 732 | 755 | 1,310 | 1,252 | 902 | 26,828 | 34,532 | 11,511 |
| Nez Perce | 13.6 | 1,016 | 1,645 | 1,536 | 1,274 | 1,109 | 2,253 | 2,501 | 2,266 | 25,924 | 33,227 | 13,370 |
| Oneida | 1.2 | 82 | 146 | 146 | 134 | 137 | 223 | 208 | 124 | 23,250 | 29,157 | 9,997 |
| Owyhee | 2.8 | 405 | 471 | 403 | 460 | 294 | 346 | 237 | 184 | 16,222 | 23,236 | 7,745 |
| Payette | 6.1 | 423 | 878 | 838 | 842 | 726 | 966 | 835 | 592 | 20,451 | 27,351 | 10,112 |
| Power | 2.4 | 222 | 194 | 261 | 253 | 265 | 507 | 369 | 329 | 25,089 | 32,114 | 10,855 |
| Shoshone | 5.5 | 223 | 452 | 477 | 430 | 383 | 828 | 1,283 | 1,424 | 34,517 | 41,064 | 16,855 |
| Teton | 1.1 | 94 | 127 | 163 | 165 | 129 | 193 | 141 | 88 | 20,034 | 26,229 | 8,243 |
| Twin Falls | 19.7 | 1,199 | 2,012 | 2,320 | 2,497 | 2,280 | 3,526 | 3,147 | 2,719 | 23,998 | 32,457 | 11,929 |
| Valley | 2.4 | 135 | 196 | 272 | 336 | 329 | 451 | 407 | 274 | 23,925 | 30,313 | 11,926 |
| Washington | 3.2 | 340 | 521 | 542 | 424 | 321 | 447 | 336 | 269 | 17,060 | 24,921 | 9,382 |
| **TOTAL METRO COUNTIES** | **78.4** | **3,875** | **6,377** | **8,148** | **8,725** | **8,154** | **13,721** | **14,617** | **14,783** | **27,774** | **36,292** | **13,673** |
| **TOTAL STATE** | **361.9** | **23,617** | **37,294** | **42,391** | **42,881** | **38,711** | **64,090** | **60,454** | **52,462** | **24,475** | **32,260** | **11,566** |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Under $5,000 | $5,000 To $9,999 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 Or More | Median Household EBI | Average Household EBI | Per Capita EBI |
| **ILLINOIS** | | | | | | | | | | | | |
| **AURORA - ELGIN** | **122.7** | **4,237** | **6,938** | **8,647** | **9,510** | **10,126** | **21,589** | **28,459** | **33,194** | **35,136** | **43,643** | **14,736** |
| Kane | 109.3 | 3,773 | 6,222 | 7,777 | 8,627 | 8,988 | 18,885 | 24,729 | 30,299 | 35,191 | 43,997 | 14,856 |
| Kendall | 13.4 | 464 | 716 | 870 | 883 | 1,138 | 2,704 | 3,730 | 2,895 | 34,726 | 40,757 | 13,757 |
| **BLOOMINGTON - NORMAL** | **47.2** | **2,299** | **3,767** | **4,268** | **4,539** | **4,307** | **7,297** | **9,058** | **11,665** | **31,037** | **41,533** | **15,068** |
| McLean | 47.2 | 2,299 | 3,767 | 4,268 | 4,539 | 4,307 | 7,297 | 9,058 | 11,665 | 31,037 | 41,533 | 15,068 |
| **CHAMPAIGN - URBANA - RANTOUL** | **64.1** | **4,593** | **6,660** | **7,789** | **6,932** | **6,168** | **10,503** | **10,401** | **11,054** | **24,923** | **36,060** | **13,330** |
| Champaign | 64.1 | 4,593 | 6,660 | 7,789 | 6,932 | 6,168 | 10,503 | 10,401 | 11,054 | 24,923 | 36,060 | 13,330 |
| **CHICAGO** | **2,224.3** | **140,811** | **177,817** | **165,821** | **173,466** | **170,487** | **319,511** | **417,352** | **659,035** | **33,927** | **44,019** | **16,111** |
| Cook | 1,876.4 | 133,731 | 167,171 | 150,978 | 155,083 | 149,756 | 273,314 | 338,777 | 507,590 | 31,644 | 41,901 | 15,426 |
| Du Page | 283.9 | 5,073 | 7,326 | 10,496 | 13,785 | 15,900 | 35,439 | 62,961 | 132,920 | 47,622 | 57,809 | 20,665 |
| McHenry | 64.0 | 2,007 | 3,320 | 4,347 | 4,598 | 4,831 | 10,758 | 15,614 | 18,525 | 36,958 | 44,959 | 15,445 |
| ***CHICAGO - GARY - LAKE COUNTY CONSOLIDATED AREA*** | ***2,917.2*** | ***175,008*** | ***222,718*** | ***215,272*** | ***224,212*** | ***223,430*** | ***438,074*** | ***571,685*** | ***846,801*** | ***34,122*** | ***43,981*** | ***15,856*** |
| **DAVENPORT - ROCK ISLAND - MOLINE** | **135.2** | **7,602** | **11,179** | **12,026** | **11,579** | **11,619** | **24,500** | **28,775** | **27,920** | **30,570** | **38,305** | **14,865** |
| Henry | 19.3 | 1,116 | 1,671 | 1,737 | 1,706 | 1,665 | 3,387 | 3,896 | 4,122 | 30,364 | 37,737 | 14,365 |
| Rock Island | 58.7 | 3,424 | 4,856 | 4,924 | 4,808 | 4,923 | 10,221 | 12,604 | 12,940 | 31,235 | 39,129 | 15,593 |
| *Scott, Iowa* | *57.2* | *3,062* | *4,652* | *5,365* | *5,065* | *5,031* | *10,892* | *12,275* | *10,858* | *30,064* | *37,650* | *14,319* |
| **DECATUR** | **45.6** | **2,802** | **3,970** | **3,946** | **3,944** | **4,040** | **8,259** | **9,029** | **9,610** | **29,857** | **38,311** | **15,034** |
| Macon | 45.6 | 2,802 | 3,970 | 3,946 | 3,944 | 4,040 | 8,259 | 9,029 | 9,610 | 29,857 | 38,311 | 15,034 |
| **JOLIET** | **130.1** | **5,153** | **7,322** | **8,518** | **8,382** | **8,648** | **20,967** | **32,532** | **38,578** | **37,403** | **44,441** | **14,708** |
| Grundy | 12.1 | 517 | 674 | 897 | 905 | 868 | 1,839 | 2,789 | 3,611 | 36,731 | 43,302 | 16,072 |
| Will | 118.0 | 4,636 | 6,648 | 7,621 | 7,477 | 7,780 | 19,128 | 29,743 | 34,967 | 37,462 | 44,558 | 14,585 |
| **KANKAKEE** | **34.5** | **2,335** | **3,628** | **3,579** | **3,320** | **3,325** | **6,560** | **6,311** | **5,442** | **26,554** | **34,231** | **12,302** |
| Kankakee | 34.5 | 2,335 | 3,628 | 3,579 | 3,320 | 3,325 | 6,560 | 6,311 | 5,442 | 26,554 | 34,231 | 12,302 |
| **LAKE COUNTY** | **177.3** | **5,693** | **8,343** | **9,946** | **11,323** | **11,982** | **24,522** | **35,740** | **69,751** | **41,617** | **56,281** | **18,978** |
| Lake | 177.3 | 5,693 | 8,343 | 9,946 | 11,323 | 11,982 | 24,522 | 35,740 | 69,751 | 41,617 | 56,281 | 18,978 |
| **PEORIA** | **129.0** | **6,569** | **9,347** | **9,780** | **10,115** | **10,837** | **22,861** | **26,758** | **32,733** | **32,798** | **41,683** | **15,904** |
| Peoria | 70.5 | 3,849 | 5,575 | 5,304 | 5,657 | 5,758 | 11,238 | 13,644 | 19,475 | 33,066 | 43,105 | 16,697 |
| Tazewell | 47.1 | 2,181 | 3,044 | 3,603 | 3,522 | 3,997 | 9,229 | 10,513 | 11,011 | 32,834 | 40,336 | 15,396 |
| Woodford | 11.4 | 539 | 728 | 873 | 936 | 1,082 | 2,394 | 2,601 | 2,247 | 31,369 | 38,450 | 13,405 |
| **ROCKFORD** | **107.8** | **5,904** | **8,412** | **9,067** | **9,183** | **9,297** | **20,148** | **23,721** | **22,068** | **31,155** | **38,222** | **14,498** |
| Boone | 11.0 | 670 | 946 | 1,077 | 1,104 | 1,099 | 2,346 | 2,428 | 1,330 | 27,572 | 32,799 | 11,639 |
| Winnebago | 96.8 | 5,234 | 7,466 | 7,990 | 8,079 | 8,198 | 17,802 | 21,293 | 20,738 | 31,596 | 38,839 | 14,848 |
| **SPRINGFIELD** | **76.5** | **5,147** | **7,464** | **8,367** | **8,239** | **7,869** | **13,677** | **14,415** | **11,322** | **25,756** | **33,662** | **13,561** |
| Menard | 4.2 | 362 | 447 | 516 | 497 | 490 | 930 | 662 | 296 | 22,891 | 27,926 | 10,567 |
| Sangamon | 72.3 | 4,785 | 7,017 | 7,851 | 7,742 | 7,379 | 12,747 | 13,753 | 11,026 | 25,958 | 33,996 | 13,747 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Adams | 25.4 | 2,321 | 3,129 | 3,174 | 3,022 | 2,831 | 4,928 | 3,623 | 2,372 | 21,770 | 28,932 | 11,168 |
| Alexander | 4.2 | 729 | 881 | 561 | 428 | 329 | 582 | 462 | 228 | 14,343 | 21,913 | 8,765 |
| Bond | 5.6 | 512 | 753 | 704 | 614 | 505 | 865 | 916 | 731 | 21,971 | 31,152 | 11,708 |
| Boone | 11.0 | 670 | 946 | 1,077 | 1,104 | 1,099 | 2,346 | 2,428 | 1,330 | 27,572 | 32,799 | 11,639 |
| Brown | 2.0 | 194 | 240 | 222 | 204 | 204 | 348 | 286 | 302 | 23,421 | 32,843 | 11,325 |
| Bureau | 13.7 | 699 | 1,188 | 1,369 | 1,334 | 1,233 | 2,440 | 2,692 | 2,745 | 29,086 | 37,998 | 14,664 |
| Calhoun | 2.0 | 206 | 304 | 255 | 236 | 198 | 333 | 277 | 191 | 19,977 | 27,391 | 10,336 |
| Carroll | 6.6 | 388 | 666 | 753 | 759 | 689 | 1,117 | 1,192 | 1,036 | 25,372 | 33,570 | 13,267 |
| Cass | 5.1 | 398 | 565 | 564 | 493 | 446 | 893 | 1,017 | 724 | 25,988 | 32,929 | 12,627 |
| Champaign | 64.1 | 4,593 | 6,660 | 7,789 | 6,932 | 6,168 | 10,503 | 10,401 | 11,054 | 24,923 | 36,060 | 13,330 |
| Christian | 13.5 | 864 | 1,250 | 1,376 | 1,389 | 1,250 | 2,219 | 2,359 | 2,793 | 27,590 | 36,499 | 14,365 |
| Clark | 6.4 | 634 | 834 | 842 | 757 | 680 | 1,078 | 932 | 643 | 20,858 | 28,991 | 11,669 |
| Clay | 5.7 | 502 | 675 | 711 | 699 | 621 | 962 | 771 | 759 | 22,044 | 30,363 | 12,019 |
| ☐ Clinton | 11.6 | 708 | 1,120 | 1,122 | 1,212 | 1,232 | 2,212 | 2,211 | 1,783 | 26,712 | 33,996 | 11,599 |
| Coles | 18.9 | 1,189 | 2,115 | 2,180 | 2,099 | 1,861 | 3,038 | 3,263 | 3,155 | 25,017 | 35,463 | 12,989 |
| Cook | 1,876.4 | 133,731 | 167,171 | 150,978 | 155,083 | 149,756 | 273,314 | 338,777 | 507,590 | 31,644 | 41,901 | 15,426 |
| Crawford | 7.7 | 404 | 639 | 690 | 700 | 691 | 1,217 | 1,471 | 1,888 | 30,472 | 40,335 | 16,092 |
| Cumberland | 4.0 | 371 | 539 | 612 | 530 | 481 | 730 | 464 | 273 | 19,485 | 25,818 | 9,651 |
| De Kalb | 26.6 | 1,630 | 2,260 | 2,781 | 2,440 | 2,344 | 4,689 | 5,355 | 5,101 | 28,897 | 36,809 | 13,167 |
| De Witt | 6.4 | 317 | 568 | 453 | 378 | 433 | 951 | 1,349 | 1,951 | 36,051 | 44,940 | 17,538 |
| Douglas | 7.2 | 381 | 595 | 777 | 710 | 653 | 1,288 | 1,531 | 1,265 | 29,030 | 36,211 | 13,439 |
| Du Page | 283.9 | 5,073 | 7,326 | 10,496 | 13,785 | 15,900 | 35,439 | 62,961 | 132,920 | 47,622 | 57,809 | 20,665 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Total Households (Thousands) | Under $5,000 | $5,000 To $9,999 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **ILLINOIS (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Edgar | 7.8 | 617 | 1,033 | 992 | 876 | 758 | 1,254 | 1,201 | 1,069 | 22,460 | 31,341 | 12,601 |
| Edwards | 3.0 | 159 | 289 | 369 | 357 | 253 | 496 | 607 | 470 | 26,434 | 34,826 | 14,119 |
| Effingham | 11.5 | 823 | 1,205 | 1,345 | 1,362 | 1,126 | 1,978 | 2,071 | 1,590 | 24,476 | 32,526 | 11,726 |
| Fayette | 7.7 | 612 | 960 | 1,079 | 991 | 847 | 1,261 | 1,058 | 892 | 21,119 | 30,019 | 11,113 |
| Ford | 5.6 | 363 | 554 | 749 | 774 | 619 | 1,131 | 824 | 586 | 22,870 | 30,176 | 11,900 |
| Franklin | 16.4 | 1,711 | 2,520 | 2,547 | 1,912 | 1,391 | 2,183 | 2,466 | 1,670 | 18,559 | 27,188 | 11,147 |
| Fulton | 14.8 | 1,396 | 1,756 | 1,768 | 1,634 | 1,590 | 2,906 | 2,335 | 1,415 | 22,701 | 28,716 | 11,243 |
| Gallatin | 2.7 | 378 | 367 | 355 | 311 | 254 | 400 | 357 | 278 | 18,926 | 26,798 | 10,640 |
| Greene | 5.9 | 654 | 874 | 876 | 801 | 658 | 968 | 670 | 399 | 18,342 | 24,740 | 9,540 |
| Grundy | 12.1 | 517 | 674 | 897 | 905 | 868 | 1,839 | 2,789 | 3,611 | 36,731 | 43,302 | 16,072 |
| Hamilton | 3.5 | 241 | 399 | 406 | 337 | 322 | 540 | 597 | 658 | 25,789 | 35,659 | 14,683 |
| Hancock | 8.3 | 606 | 905 | 919 | 951 | 891 | 1,528 | 1,381 | 1,119 | 24,311 | 31,906 | 12,491 |
| Hardin | 2.1 | 369 | 430 | 351 | 277 | 207 | 266 | 132 | 68 | 13,554 | 18,900 | 7,633 |
| Henderson | 3.2 | 328 | 360 | 377 | 362 | 353 | 623 | 506 | 291 | 22,284 | 28,311 | 11,185 |
| Henry | 19.3 | 1,116 | 1,671 | 1,737 | 1,706 | 1,665 | 3,387 | 3,896 | 4,122 | 30,364 | 37,737 | 14,365 |
| Iroquois | 11.7 | 926 | 1,269 | 1,499 | 1,312 | 1,320 | 2,326 | 1,774 | 1,274 | 23,247 | 30,532 | 11,674 |
| Jackson | 23.4 | 2,935 | 3,443 | 3,246 | 2,639 | 2,073 | 3,060 | 2,807 | 3,197 | 18,836 | 29,888 | 11,465 |
| Jasper | 4.0 | 357 | 522 | 571 | 518 | 387 | 599 | 592 | 454 | 20,356 | 28,707 | 10,833 |
| Jefferson | 14.6 | 1,327 | 1,945 | 1,706 | 1,582 | 1,394 | 2,492 | 2,335 | 1,819 | 22,552 | 31,030 | 12,278 |
| ☐ Jersey | 7.4 | 457 | 761 | 988 | 807 | 817 | 1,532 | 1,346 | 692 | 24,235 | 31,163 | 11,195 |
| Jo Daviess | 8.3 | 687 | 969 | 1,150 | 1,045 | 949 | 1,642 | 1,239 | 619 | 21,622 | 27,845 | 10,651 |
| Johnson | 3.7 | 466 | 587 | 581 | 487 | 403 | 594 | 381 | 201 | 17,099 | 23,466 | 7,616 |
| Kane | 109.3 | 3,773 | 6,222 | 7,777 | 8,627 | 8,988 | 18,885 | 24,729 | 30,299 | 35,191 | 43,997 | 14,856 |
| Kankakee | 34.5 | 2,335 | 3,628 | 3,579 | 3,320 | 3,325 | 6,560 | 6,311 | 5,442 | 26,554 | 34,231 | 12,302 |
| Kendall | 13.4 | 464 | 716 | 870 | 883 | 1,138 | 2,704 | 3,730 | 2,895 | 34,726 | 40,757 | 13,757 |
| Knox | 21.8 | 1,649 | 2,537 | 2,828 | 2,603 | 2,361 | 4,242 | 3,566 | 2,014 | 22,717 | 29,651 | 11,522 |
| Lake | 177.3 | 5,693 | 8,343 | 9,946 | 11,323 | 11,982 | 24,522 | 35,740 | 69,751 | 41,617 | 56,281 | 18,978 |
| La Salle | 41.2 | 2,631 | 4,133 | 4,234 | 3,996 | 3,972 | 8,027 | 8,392 | 5,815 | 27,062 | 33,796 | 13,062 |
| Lawrence | 6.2 | 657 | 935 | 820 | 678 | 616 | 1,114 | 952 | 428 | 20,078 | 27,053 | 10,616 |
| Lee | 12.5 | 641 | 1,011 | 994 | 1,225 | 1,249 | 2,120 | 2,846 | 2,414 | 30,348 | 38,225 | 13,890 |
| Livingston | 13.7 | 868 | 1,215 | 1,365 | 1,320 | 1,424 | 2,744 | 2,694 | 2,070 | 27,255 | 35,012 | 12,236 |
| Logan | 11.0 | 625 | 1,064 | 1,211 | 1,149 | 1,100 | 2,048 | 2,085 | 1,718 | 26,670 | 35,096 | 12,534 |
| McDonough | 12.1 | 1,484 | 1,735 | 1,690 | 1,440 | 1,229 | 1,863 | 1,611 | 1,048 | 18,954 | 28,750 | 9,939 |
| McHenry | 64.0 | 2,007 | 3,320 | 4,347 | 4,598 | 4,831 | 10,758 | 15,614 | 18,525 | 36,958 | 44,959 | 15,445 |
| McLean | 47.2 | 2,299 | 3,767 | 4,268 | 4,539 | 4,307 | 7,297 | 9,058 | 11,665 | 31,037 | 41,533 | 15,068 |
| Macon | 45.6 | 2,802 | 3,970 | 3,946 | 3,944 | 4,040 | 8,259 | 9,029 | 9,610 | 29,857 | 38,311 | 15,034 |
| Macoupin | 18.1 | 1,272 | 2,173 | 2,185 | 1,864 | 1,666 | 3,090 | 3,201 | 2,649 | 24,677 | 31,929 | 12,141 |
| ☐ Madison | 95.0 | 7,285 | 10,275 | 10,303 | 9,454 | 9,303 | 18,253 | 18,359 | 11,768 | 25,462 | 31,493 | 11,982 |
| Marion | 16.2 | 1,373 | 2,004 | 2,187 | 1,833 | 1,600 | 2,749 | 2,542 | 1,912 | 22,092 | 30,076 | 11,769 |
| Marshall | 4.9 | 369 | 531 | 516 | 434 | 501 | 1,083 | 819 | 647 | 25,908 | 32,060 | 12,273 |
| Mason | 6.3 | 542 | 729 | 721 | 635 | 705 | 1,276 | 970 | 722 | 23,774 | 30,358 | 11,879 |
| Massac | 5.9 | 760 | 979 | 850 | 669 | 579 | 906 | 816 | 341 | 17,706 | 24,333 | 9,766 |
| Menard | 4.2 | 362 | 447 | 516 | 497 | 490 | 930 | 662 | 296 | 22,891 | 27,926 | 10,567 |
| Mercer | 6.5 | 507 | 659 | 671 | 640 | 590 | 1,175 | 1,298 | 960 | 26,598 | 33,113 | 12,514 |
| ☐ Monroe | 8.3 | 520 | 824 | 866 | 775 | 746 | 1,598 | 1,800 | 1,171 | 27,658 | 33,817 | 12,365 |
| Montgomery | 11.5 | 904 | 1,483 | 1,414 | 1,302 | 1,120 | 1,808 | 1,970 | 1,499 | 22,750 | 30,932 | 11,587 |
| Morgan | 13.6 | 927 | 1,498 | 1,529 | 1,535 | 1,435 | 2,361 | 2,281 | 2,034 | 24,563 | 34,111 | 12,780 |
| Moultrie | 5.1 | 422 | 534 | 569 | 578 | 541 | 1,010 | 925 | 521 | 24,121 | 30,639 | 11,242 |
| Ogle | 17.1 | 841 | 1,312 | 1,478 | 1,511 | 1,497 | 3,075 | 3,858 | 3,528 | 31,440 | 38,383 | 14,269 |
| Peoria | 70.5 | 3,849 | 5,575 | 5,304 | 5,657 | 5,758 | 11,238 | 13,644 | 19,475 | 33,066 | 43,105 | 16,697 |
| Perry | 8.3 | 503 | 935 | 976 | 865 | 725 | 1,186 | 1,482 | 1,628 | 26,092 | 34,910 | 13,603 |
| Piatt | 5.9 | 355 | 526 | 576 | 638 | 648 | 1,255 | 1,148 | 754 | 26,493 | 33,219 | 12,645 |
| Pike | 7.0 | 887 | 1,158 | 1,126 | 979 | 723 | 1,013 | 700 | 414 | 16,608 | 23,653 | 9,461 |
| Pope | 1.6 | 238 | 254 | 220 | 200 | 175 | 227 | 179 | 107 | 17,143 | 23,895 | 8,689 |
| Pulaski | 2.9 | 442 | 588 | 411 | 344 | 268 | 369 | 278 | 200 | 15,117 | 22,526 | 8,710 |
| Putnam | 2.2 | 151 | 181 | 210 | 186 | 208 | 466 | 470 | 328 | 28,560 | 34,505 | 13,318 |
| Randolph | 11.9 | 844 | 1,276 | 1,373 | 1,191 | 1,124 | 2,378 | 2,089 | 1,625 | 25,631 | 32,648 | 11,261 |
| Richland | 6.4 | 470 | 724 | 718 | 689 | 649 | 1,201 | 989 | 960 | 24,643 | 33,440 | 13,050 |
| Rock Island | 58.7 | 3,424 | 4,856 | 4,924 | 4,808 | 4,923 | 10,221 | 12,604 | 12,940 | 31,235 | 39,129 | 15,593 |
| ☐ St. Clair | 95.2 | 9,391 | 10,918 | 9,799 | 8,815 | 8,082 | 14,904 | 16,290 | 17,001 | 25,383 | 33,756 | 12,238 |
| Saline | 10.8 | 1,346 | 1,742 | 1,709 | 1,161 | 932 | 1,477 | 1,412 | 1,021 | 17,427 | 26,092 | 10,674 |
| Sangamon | 72.3 | 4,785 | 7,017 | 7,851 | 7,742 | 7,379 | 12,747 | 13,753 | 11,026 | 25,958 | 33,996 | 13,747 |
| Schuyler | 3.0 | 220 | 362 | 343 | 319 | 273 | 513 | 518 | 452 | 24,691 | 32,786 | 13,114 |
| Scott | 2.2 | 183 | 230 | 247 | 225 | 191 | 431 | 347 | 346 | 25,545 | 33,447 | 13,140 |
| Shelby | 8.5 | 802 | 1,128 | 1,103 | 1,019 | 965 | 1,645 | 1,185 | 653 | 21,000 | 27,407 | 10,494 |
| Stark | 2.5 | 160 | 212 | 189 | 186 | 189 | 464 | 520 | 580 | 31,723 | 40,432 | 15,794 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Total Households (Thousands) | Under $5,000 | $5,000 To $9,999 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **ILLINOIS (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Stephenson | 18.9 | 1,085 | 1,973 | 2,163 | 2,120 | 2,015 | 3,605 | 3,583 | 2,356 | 25,239 | 32,374 | 12,747 |
| Tazewell | 47.1 | 2,181 | 3,044 | 3,603 | 3,522 | 3,997 | 9,229 | 10,513 | 11,011 | 32,834 | 40,336 | 15,396 |
| Union | 6.8 | 703 | 1,000 | 1,097 | 933 | 736 | 1,075 | 661 | 595 | 18,195 | 26,561 | 10,262 |
| Vermilion | 33.8 | 2,752 | 3,903 | 3,755 | 3,408 | 3,496 | 6,216 | 5,695 | 4,575 | 24,452 | 31,798 | 12,255 |
| Wabash | 5.0 | 404 | 679 | 669 | 445 | 494 | 997 | 826 | 486 | 23,215 | 30,464 | 11,627 |
| Warren | 7.3 | 624 | 891 | 925 | 880 | 757 | 1,319 | 1,174 | 730 | 22,132 | 30,123 | 11,635 |
| Washington | 5.7 | 489 | 670 | 705 | 607 | 564 | 1,068 | 913 | 684 | 23,310 | 30,804 | 11,706 |
| Wayne | 6.9 | 667 | 1,062 | 1,032 | 875 | 750 | 1,104 | 837 | 573 | 18,936 | 26,423 | 10,662 |
| White | 6.8 | 410 | 805 | 878 | 791 | 640 | 1,115 | 1,041 | 1,120 | 24,031 | 34,002 | 14,099 |
| Whiteside | 22.6 | 1,582 | 2,177 | 2,419 | 2,382 | 2,162 | 4,467 | 4,692 | 2,719 | 26,261 | 32,006 | 12,076 |
| Will | 118.0 | 4,636 | 6,648 | 7,621 | 7,477 | 7,780 | 19,128 | 29,743 | 34,967 | 37,462 | 44,558 | 14,585 |
| Williamson | 23.1 | 2,656 | 3,710 | 3,581 | 2,829 | 2,352 | 4,035 | 2,758 | 1,179 | 17,756 | 23,788 | 9,507 |
| Winnebago | 96.8 | 5,234 | 7,466 | 7,990 | 8,079 | 8,198 | 17,802 | 21,293 | 20,738 | 31,596 | 38,839 | 14,848 |
| Woodford | 11.4 | 539 | 728 | 873 | 936 | 1,082 | 2,394 | 2,601 | 2,247 | 31,369 | 38,450 | 13,405 |
| **TOTAL METRO COUNTIES** | **3,454.6** | **208,444** | **274,093** | **269,467** | **276,530** | **273,854** | **528,001** | **670,282** | **953,929** | **33,060** | **42,968** | **15,666** |
| **TOTAL STATE** | **4,207.6** | **269,583** | **362,399** | **360,064** | **358,534** | **348,319** | **660,243** | **795,898** | **1,052,560** | **31,119** | **40,946** | **15,048** |
| **INDIANA** | | | | | | | | | | | | |
| **ANDERSON** | **49.6** | **3,580** | **4,875** | **5,483** | **4,986** | **5,113** | **9,335** | **9,285** | **6,943** | **25,817** | **31,721** | **12,093** |
| Madison | 49.6 | 3,580 | 4,875 | 5,483 | 4,986 | 5,113 | 9,335 | 9,285 | 6,943 | 25,817 | 31,721 | 12,093 |
| **BLOOMINGTON** | **39.6** | **3,562** | **4,655** | **4,978** | **4,614** | **3,862** | **5,939** | **5,636** | **6,354** | **22,458** | **33,617** | **12,146** |
| Monroe | 39.6 | 3,562 | 4,655 | 4,978 | 4,614 | 3,862 | 5,939 | 5,636 | 6,354 | 22,458 | 33,617 | 12,146 |
| **ELKHART - GOSHEN** | **57.2** | **2,996** | **4,916** | **6,189** | **6,886** | **6,743** | **11,629** | **10,108** | **7,733** | **25,692** | **32,940** | **11,955** |
| Elkhart | 57.2 | 2,996 | 4,916 | 6,189 | 6,886 | 6,743 | 11,629 | 10,108 | 7,733 | 25,692 | 32,940 | 11,955 |
| **EVANSVILLE** | **108.8** | **7,429** | **11,569** | **11,972** | **11,023** | **10,355** | **19,555** | **20,170** | **16,727** | **26,033** | **33,465** | **13,041** |
| Posey | 9.5 | 664 | 916 | 978 | 883 | 871 | 1,855 | 2,082 | 1,251 | 27,539 | 32,419 | 11,891 |
| Vanderburgh | 66.7 | 4,459 | 7,491 | 7,562 | 6,964 | 6,345 | 11,394 | 11,260 | 11,225 | 25,453 | 34,031 | 13,765 |
| Warrick | 16.0 | 1,111 | 1,424 | 1,562 | 1,485 | 1,474 | 3,236 | 3,771 | 1,937 | 28,038 | 32,100 | 11,338 |
| *Henderson, Ky.* | *16.6* | *1,195* | *1,738* | *1,870* | *1,691* | *1,665* | *3,070* | *3,057* | *2,314* | *25,413* | *33,104* | *12,750* |
| **FORT WAYNE** | **136.8** | **7,050** | **11,068** | **13,617** | **14,250** | **13,717** | **25,973** | **28,071** | **23,054** | **28,353** | **35,224** | **13,173** |
| Allen | 113.9 | 5,921 | 9,132 | 11,183 | 11,745 | 11,263 | 21,127 | 23,412 | 20,117 | 28,635 | 35,830 | 13,496 |
| De Kalb | 12.8 | 597 | 1,049 | 1,254 | 1,355 | 1,332 | 2,693 | 2,630 | 1,890 | 28,230 | 33,518 | 12,051 |
| Whitley | 10.1 | 532 | 887 | 1,180 | 1,150 | 1,122 | 2,153 | 2,029 | 1,047 | 25,825 | 30,546 | 11,098 |
| **GARY - HAMMOND** | **215.5** | **17,519** | **18,989** | **18,678** | **17,739** | **18,674** | **44,120** | **47,365** | **32,416** | **28,649** | **33,566** | **11,992** |
| Lake | 170.0 | 15,688 | 16,160 | 15,043 | 14,258 | 15,085 | 35,104 | 34,939 | 23,723 | 27,494 | 32,229 | 11,574 |
| Porter | 45.5 | 1,831 | 2,829 | 3,635 | 3,481 | 3,589 | 9,016 | 12,426 | 8,693 | 33,371 | 38,562 | 13,517 |
| **INDIANAPOLIS** | **483.2** | **28,142** | **40,520** | **45,521** | **47,357** | **46,024** | **86,318** | **94,287** | **95,031** | **28,910** | **36,452** | **14,000** |
| Boone | 14.0 | 847 | 1,208 | 1,324 | 1,403 | 1,415 | 2,610 | 2,697 | 2,496 | 27,818 | 36,082 | 13,155 |
| Hamilton | 39.8 | 1,419 | 2,113 | 2,920 | 2,880 | 2,960 | 6,737 | 8,718 | 12,053 | 36,296 | 45,062 | 16,056 |
| Hancock | 16.1 | 761 | 1,055 | 1,413 | 1,352 | 1,381 | 2,984 | 4,017 | 3,137 | 32,048 | 36,917 | 12,977 |
| Hendricks | 26.4 | 992 | 1,650 | 2,028 | 2,186 | 2,209 | 5,068 | 6,840 | 5,427 | 33,176 | 38,566 | 13,309 |
| Johnson | 31.7 | 1,510 | 2,316 | 2,626 | 2,859 | 2,916 | 5,991 | 7,403 | 6,079 | 31,064 | 37,443 | 13,336 |
| Marion | 320.7 | 20,418 | 29,178 | 31,774 | 33,193 | 31,714 | 55,865 | 57,492 | 61,066 | 27,448 | 35,482 | 14,220 |
| Morgan | 19.7 | 1,262 | 1,670 | 1,841 | 1,853 | 1,811 | 3,956 | 4,300 | 3,007 | 28,801 | 33,888 | 11,879 |
| Shelby | 14.8 | 933 | 1,330 | 1,595 | 1,631 | 1,618 | 3,107 | 2,820 | 1,766 | 25,907 | 31,675 | 11,633 |
| **KOKOMO** | **37.3** | **2,369** | **3,306** | **3,740** | **3,443** | **3,486** | **6,720** | **6,907** | **7,329** | **28,282** | **34,869** | **13,506** |
| Howard | 31.3 | 1,989 | 2,693 | 3,008 | 2,759 | 2,906 | 5,499 | 5,895 | 6,551 | 29,004 | 35,611 | 13,898 |
| Tipton | 6.0 | 380 | 613 | 732 | 684 | 580 | 1,221 | 1,012 | 778 | 25,102 | 31,000 | 11,553 |
| **LAFAYETTE - WEST LAFAYETTE** | **45.9** | **2,725** | **4,483** | **5,345** | **5,381** | **4,777** | **7,830** | **7,725** | **7,634** | **25,301** | **35,508** | **12,422** |
| Tippecanoe | 45.9 | 2,725 | 4,483 | 5,345 | 5,381 | 4,777 | 7,830 | 7,725 | 7,634 | 25,301 | 35,508 | 12,422 |
| **MUNCIE** | **45.0** | **3,788** | **5,158** | **5,652** | **4,646** | **4,418** | **8,240** | **7,685** | **5,413** | **23,632** | **30,779** | **11,610** |
| Delaware | 45.0 | 3,788 | 5,158 | 5,652 | 4,646 | 4,418 | 8,240 | 7,685 | 5,413 | 23,632 | 30,779 | 11,610 |
| **SOUTH BEND - MISHAWAKA** | **92.6** | **5,494** | **9,106** | **10,470** | **9,603** | **9,214** | **17,823** | **17,013** | **13,877** | **26,366** | **33,701** | **12,599** |
| St. Joseph | 92.6 | 5,494 | 9,106 | 10,470 | 9,603 | 9,214 | 17,823 | 17,013 | 13,877 | 26,366 | 33,701 | 12,599 |
| **TERRE HAUTE** | **49.0** | **3,305** | **5,533** | **6,157** | **5,680** | **5,101** | **8,632** | **7,759** | **6,833** | **23,765** | **31,800** | **11,959** |
| Clay | 9.4 | 690 | 1,117 | 1,174 | 1,070 | 982 | 1,724 | 1,606 | 1,037 | 23,317 | 29,250 | 11,131 |
| Vigo | 39.6 | 2,615 | 4,416 | 4,983 | 4,610 | 4,119 | 6,908 | 6,153 | 5,796 | 23,873 | 32,406 | 12,152 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Adams | 10.5 | 655 | 986 | 1,166 | 1,125 | 1,079 | 2,177 | 1,863 | 1,449 | 26,130 | 31,890 | 10,698 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Under $5,000 | $5,000 To $9,999 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 Or More | Median Household EBI | Average Household EBI | Per Capita EBI |
| **INDIANA (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Allen | 113.9 | 5,921 | 9,132 | 11,183 | 11,745 | 11,263 | 21,127 | 23,412 | 20,117 | 28,635 | 35,830 | 13,496 |
| Bartholomew | 24.2 | 1,272 | 1,924 | 1,797 | 2,048 | 2,200 | 4,280 | 4,947 | 5,732 | 31,652 | 39,945 | 15,151 |
| Benton | 3.5 | 264 | 347 | 409 | 477 | 418 | 689 | 514 | 382 | 23,059 | 29,421 | 10,955 |
| Blackford | 5.4 | 412 | 662 | 729 | 573 | 522 | 1,035 | 984 | 483 | 23,066 | 28,249 | 10,896 |
| Boone | 14.0 | 847 | 1,208 | 1,324 | 1,403 | 1,415 | 2,610 | 2,697 | 2,496 | 27,818 | 36,082 | 13,155 |
| Brown | 5.4 | 362 | 615 | 801 | 680 | 607 | 1,061 | 829 | 445 | 21,907 | 27,342 | 10,398 |
| Carroll | 7.1 | 380 | 599 | 786 | 865 | 819 | 1,464 | 1,314 | 873 | 25,678 | 31,904 | 12,049 |
| Cass | 14.6 | 978 | 1,584 | 1,837 | 1,793 | 1,675 | 2,863 | 2,615 | 1,255 | 23,325 | 28,899 | 11,016 |
| ☐ Clark | 33.3 | 2,333 | 3,536 | 4,040 | 3,837 | 3,788 | 7,044 | 5,613 | 3,109 | 23,810 | 28,853 | 10,956 |
| Clay | 9.4 | 690 | 1,117 | 1,174 | 1,070 | 982 | 1,724 | 1,606 | 1,037 | 23,317 | 29,250 | 11,131 |
| Clinton | 11.5 | 706 | 1,163 | 1,417 | 1,322 | 1,215 | 2,143 | 2,019 | 1,515 | 24,688 | 32,284 | 11,976 |
| Crawford | 3.7 | 450 | 617 | 558 | 508 | 373 | 525 | 433 | 236 | 17,132 | 23,080 | 8,626 |
| Daviess | 10.0 | 802 | 1,192 | 1,358 | 1,257 | 1,022 | 1,709 | 1,384 | 1,276 | 21,911 | 29,563 | 10,750 |
| ☐ Dearborn | 13.8 | 941 | 1,449 | 1,445 | 1,356 | 1,363 | 2,814 | 2,638 | 1,794 | 26,296 | 31,480 | 11,082 |
| Decatur | 8.4 | 597 | 906 | 990 | 1,076 | 1,021 | 1,655 | 1,286 | 869 | 23,077 | 28,955 | 10,263 |
| De Kalb | 12.8 | 597 | 1,049 | 1,254 | 1,355 | 1,332 | 2,693 | 2,630 | 1,890 | 28,230 | 33,518 | 12,051 |
| Delaware | 45.0 | 3,788 | 5,158 | 5,652 | 4,646 | 4,418 | 8,240 | 7,685 | 5,413 | 23,632 | 30,779 | 11,610 |
| Dubois | 13.1 | 912 | 1,331 | 1,512 | 1,516 | 1,443 | 2,764 | 2,265 | 1,357 | 24,436 | 31,236 | 11,089 |
| Elkhart | 57.2 | 2,996 | 4,916 | 6,189 | 6,886 | 6,743 | 11,629 | 10,108 | 7,733 | 25,692 | 32,940 | 11,955 |
| Fayette | 9.9 | 715 | 979 | 1,073 | 1,290 | 1,275 | 1,866 | 1,647 | 1,055 | 23,449 | 29,640 | 11,374 |
| ☐ Floyd | 24.2 | 1,535 | 2,485 | 2,520 | 2,496 | 2,519 | 4,567 | 4,551 | 3,527 | 26,104 | 32,532 | 12,149 |
| Fountain | 6.8 | 531 | 891 | 964 | 844 | 809 | 1,279 | 1,010 | 472 | 21,006 | 26,223 | 10,074 |
| Franklin | 6.6 | 457 | 650 | 700 | 869 | 779 | 1,236 | 1,031 | 878 | 23,865 | 30,947 | 10,421 |
| Fulton | 7.3 | 496 | 807 | 1,018 | 930 | 829 | 1,463 | 1,038 | 719 | 22,345 | 28,297 | 10,988 |
| Gibson | 12.3 | 991 | 1,410 | 1,530 | 1,286 | 1,143 | 2,171 | 2,200 | 1,569 | 24,041 | 30,641 | 11,852 |
| Grant | 27.5 | 2,063 | 2,838 | 3,067 | 2,906 | 2,909 | 5,101 | 4,979 | 3,637 | 24,941 | 31,460 | 11,739 |
| Greene | 11.9 | 1,047 | 1,659 | 1,609 | 1,507 | 1,197 | 1,843 | 1,915 | 1,123 | 20,483 | 27,492 | 10,762 |
| Hamilton | 39.8 | 1,419 | 2,113 | 2,920 | 2,880 | 2,960 | 6,737 | 8,718 | 12,053 | 36,296 | 45,062 | 16,056 |
| Hancock | 16.1 | 761 | 1,055 | 1,413 | 1,352 | 1,381 | 2,984 | 4,017 | 3,137 | 32,048 | 36,917 | 12,977 |
| ☐ Harrison | 10.7 | 749 | 1,072 | 1,203 | 1,299 | 1,273 | 2,230 | 1,770 | 1,104 | 23,996 | 29,523 | 10,460 |
| Hendricks | 26.4 | 992 | 1,650 | 2,028 | 2,186 | 2,209 | 5,068 | 6,840 | 5,427 | 33,176 | 38,566 | 13,309 |
| Henry | 18.5 | 1,383 | 1,956 | 2,274 | 2,159 | 1,989 | 3,579 | 3,123 | 2,037 | 23,657 | 29,436 | 11,369 |
| Howard | 31.3 | 1,989 | 2,693 | 3,008 | 2,759 | 2,906 | 5,499 | 5,895 | 6,551 | 29,004 | 35,611 | 13,898 |
| Huntington | 12.9 | 638 | 1,230 | 1,610 | 1,608 | 1,436 | 2,710 | 2,209 | 1,459 | 24,733 | 31,091 | 11,266 |
| Jackson | 14.1 | 1,068 | 1,521 | 1,597 | 1,657 | 1,478 | 2,664 | 2,655 | 1,460 | 24,025 | 29,663 | 11,065 |
| Jasper | 8.5 | 545 | 746 | 899 | 977 | 923 | 1,883 | 1,469 | 1,058 | 25,851 | 32,330 | 11,037 |
| Jay | 8.1 | 770 | 1,088 | 1,247 | 1,188 | 948 | 1,524 | 890 | 445 | 18,891 | 23,820 | 9,016 |
| Jefferson | 10.9 | 644 | 1,128 | 1,361 | 1,360 | 1,188 | 1,807 | 1,817 | 1,595 | 24,000 | 32,425 | 11,821 |
| Jennings | 8.4 | 760 | 1,019 | 1,132 | 1,067 | 927 | 1,696 | 1,205 | 594 | 21,140 | 26,678 | 9,416 |
| Johnson | 31.7 | 1,510 | 2,316 | 2,626 | 2,859 | 2,916 | 5,991 | 7,403 | 6,079 | 31,064 | 37,443 | 13,336 |
| Knox | 15.1 | 1,743 | 2,354 | 2,235 | 1,882 | 1,553 | 2,486 | 1,728 | 1,119 | 18,209 | 25,296 | 9,621 |
| Kosciusko | 23.6 | 1,134 | 1,907 | 2,244 | 2,722 | 2,693 | 4,330 | 4,572 | 3,998 | 27,379 | 35,228 | 12,635 |
| La Grange | 9.3 | 770 | 910 | 1,343 | 1,302 | 1,115 | 1,785 | 1,273 | 802 | 21,410 | 27,934 | 8,718 |
| Lake | 170.0 | 15,688 | 16,160 | 15,043 | 14,258 | 15,085 | 35,104 | 34,939 | 23,723 | 27,494 | 32,229 | 11,574 |
| La Porte | 38.5 | 2,471 | 3,740 | 4,441 | 3,943 | 3,914 | 7,507 | 7,672 | 4,812 | 25,946 | 31,956 | 11,498 |
| Lawrence | 16.3 | 1,380 | 2,139 | 2,240 | 2,123 | 1,756 | 2,887 | 2,455 | 1,320 | 20,654 | 26,759 | 10,167 |
| Madison | 49.6 | 3,580 | 4,875 | 5,483 | 4,986 | 5,113 | 9,335 | 9,285 | 6,943 | 25,817 | 31,721 | 12,093 |
| Marion | 320.7 | 20,418 | 29,178 | 31,774 | 33,193 | 31,714 | 55,865 | 57,492 | 61,066 | 27,448 | 35,482 | 14,220 |
| Marshall | 15.3 | 1,046 | 1,531 | 1,915 | 1,876 | 1,643 | 2,878 | 2,715 | 1,696 | 23,826 | 30,584 | 11,010 |
| Martin | 3.8 | 259 | 432 | 443 | 471 | 414 | 638 | 692 | 451 | 23,622 | 29,552 | 10,798 |
| Miami | 13.4 | 946 | 1,351 | 1,920 | 1,872 | 1,577 | 2,510 | 2,171 | 1,053 | 21,866 | 28,124 | 10,269 |
| Monroe | 39.6 | 3,562 | 4,655 | 4,978 | 4,614 | 3,862 | 5,939 | 5,636 | 6,354 | 22,458 | 33,617 | 12,146 |
| Montgomery | 13.2 | 722 | 1,213 | 1,673 | 1,742 | 1,509 | 2,556 | 2,317 | 1,468 | 24,088 | 30,341 | 11,643 |
| Morgan | 19.7 | 1,262 | 1,670 | 1,841 | 1,853 | 1,811 | 3,956 | 4,300 | 3,007 | 28,801 | 33,888 | 11,879 |
| Newton | 4.8 | 420 | 516 | 524 | 530 | 511 | 1,056 | 781 | 462 | 24,065 | 28,723 | 10,213 |
| Noble | 13.5 | 821 | 1,276 | 1,596 | 1,821 | 1,596 | 2,691 | 2,473 | 1,226 | 23,808 | 29,277 | 10,374 |
| Ohio | 2.0 | 162 | 278 | 235 | 199 | 177 | 341 | 347 | 261 | 23,500 | 29,947 | 11,091 |
| Orange | 6.9 | 744 | 1,038 | 987 | 986 | 868 | 1,143 | 701 | 433 | 18,439 | 24,121 | 9,045 |
| Owen | 6.5 | 623 | 873 | 847 | 825 | 729 | 1,170 | 911 | 522 | 20,519 | 26,348 | 9,786 |
| Parke | 5.8 | 583 | 766 | 799 | 706 | 601 | 1,111 | 815 | 419 | 20,348 | 25,999 | 9,856 |
| Perry | 6.8 | 672 | 915 | 914 | 825 | 705 | 1,325 | 1,035 | 409 | 20,500 | 25,895 | 9,219 |
| Pike | 4.9 | 385 | 620 | 672 | 553 | 481 | 819 | 807 | 563 | 22,097 | 28,914 | 11,426 |
| Porter | 45.5 | 1,831 | 2,829 | 3,635 | 3,481 | 3,589 | 9,016 | 12,426 | 8,693 | 33,371 | 38,562 | 13,517 |
| Posey | 9.5 | 664 | 916 | 978 | 883 | 871 | 1,855 | 2,082 | 1,251 | 27,539 | 32,419 | 11,891 |
| Pulaski | 4.7 | 351 | 505 | 636 | 632 | 513 | 837 | 657 | 569 | 22,078 | 29,326 | 10,939 |
| Putnam | 10.0 | 694 | 1,098 | 1,158 | 1,129 | 950 | 1,904 | 1,878 | 1,189 | 24,842 | 31,797 | 10,460 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Total Households (Thousands) | Under $5,000 | $5,000 To $9,999 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **INDIANA (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Randolph | 10.4 | 927 | 1,203 | 1,362 | 1,442 | 1,257 | 2,111 | 1,488 | 610 | 20,964 | 25,639 | 9,912 |
| Ripley | 8.8 | 675 | 995 | 973 | 1,079 | 1,006 | 1,639 | 1,400 | 1,033 | 23,362 | 29,906 | 10,655 |
| Rush | 6.5 | 513 | 668 | 865 | 840 | 762 | 1,195 | 1,039 | 618 | 22,298 | 28,438 | 10,269 |
| St. Joseph | 92.6 | 5,494 | 9,106 | 10,470 | 9,603 | 9,214 | 17,823 | 17,013 | 13,877 | 26,366 | 33,701 | 12,599 |
| Scott | 7.6 | 540 | 900 | 1,092 | 981 | 887 | 1,485 | 1,100 | 615 | 21,629 | 27,059 | 9,746 |
| Shelby | 14.8 | 933 | 1,330 | 1,595 | 1,631 | 1,618 | 3,107 | 2,820 | 1,766 | 25,907 | 31,675 | 11,633 |
| Spencer | 7.0 | 491 | 864 | 839 | 767 | 651 | 1,308 | 1,217 | 863 | 24,089 | 30,381 | 10,906 |
| Starke | 8.2 | 798 | 1,192 | 1,208 | 945 | 921 | 1,602 | 1,065 | 469 | 19,782 | 24,650 | 8,827 |
| Steuben | 10.3 | 818 | 1,127 | 1,376 | 1,280 | 1,246 | 1,982 | 1,552 | 919 | 22,171 | 28,683 | 10,627 |
| Sullivan | 7.3 | 707 | 1,171 | 1,301 | 968 | 737 | 1,298 | 819 | 299 | 17,310 | 22,625 | 8,739 |
| Switzerland | 2.9 | 307 | 451 | 442 | 375 | 310 | 510 | 326 | 179 | 18,296 | 23,878 | 8,878 |
| Tippecanoe | 45.9 | 2,725 | 4,483 | 5,345 | 5,381 | 4,777 | 7,830 | 7,725 | 7,634 | 25,301 | 35,508 | 12,422 |
| Tipton | 6.0 | 380 | 613 | 732 | 684 | 580 | 1,221 | 1,012 | 778 | 25,102 | 31,000 | 11,553 |
| Union | 2.6 | 197 | 261 | 340 | 334 | 309 | 461 | 412 | 286 | 22,677 | 28,915 | 10,740 |
| Vanderburgh | 66.7 | 4,459 | 7,491 | 7,562 | 6,964 | 6,345 | 11,394 | 11,260 | 11,225 | 25,453 | 34,031 | 13,765 |
| Vermillion | 6.6 | 482 | 740 | 903 | 784 | 638 | 1,137 | 1,118 | 798 | 23,108 | 29,489 | 11,654 |
| Vigo | 39.6 | 2,615 | 4,416 | 4,983 | 4,610 | 4,119 | 6,908 | 6,153 | 5,796 | 23,873 | 32,406 | 12,152 |
| Wabash | 12.6 | 736 | 1,239 | 1,633 | 1,618 | 1,542 | 2,436 | 2,081 | 1,315 | 23,459 | 30,704 | 11,022 |
| Warren | 3.0 | 193 | 264 | 259 | 276 | 299 | 597 | 585 | 527 | 28,356 | 34,776 | 12,723 |
| Warrick | 16.0 | 1,111 | 1,424 | 1,562 | 1,485 | 1,474 | 3,236 | 3,771 | 1,937 | 28,038 | 32,100 | 11,338 |
| Washington | 8.7 | 756 | 1,159 | 1,309 | 1,126 | 1,052 | 1,588 | 1,058 | 652 | 20,000 | 25,761 | 9,378 |
| Wayne | 27.5 | 2,099 | 3,278 | 3,631 | 3,159 | 3,070 | 5,259 | 4,223 | 2,781 | 22,597 | 28,835 | 11,044 |
| Wells | 9.5 | 522 | 891 | 1,172 | 1,200 | 1,119 | 1,911 | 1,705 | 980 | 24,328 | 30,168 | 10,981 |
| White | 8.9 | 540 | 926 | 1,075 | 1,099 | 1,038 | 1,842 | 1,512 | 868 | 23,887 | 29,304 | 11,193 |
| Whitley | 10.1 | 532 | 887 | 1,180 | 1,150 | 1,122 | 2,153 | 2,029 | 1,047 | 25,825 | 30,546 | 11,098 |
| **TOTAL METRO COUNTIES** | **1,425.9** | **92,322** | **130,982** | **145,140** | **142,905** | **138,762** | **265,699** | **273,526** | **236,564** | **27,339** | **34,391** | **12,880** |
| **TOTAL STATE** | **2,069.8** | **139,447** | **201,621** | **225,183** | **220,205** | **209,135** | **387,221** | **379,867** | **307,121** | **25,982** | **32,950** | **12,273** |
| **IOWA** | | | | | | | | | | | | |
| **CEDAR RAPIDS** | **65.7** | **3,117** | **4,977** | **5,318** | **5,891** | **5,986** | **12,194** | **14,918** | **13,299** | **31,314** | **39,081** | **15,166** |
| Linn | 65.7 | 3,117 | 4,977 | 5,318 | 5,891 | 5,986 | 12,194 | 14,918 | 13,299 | 31,314 | 39,081 | 15,166 |
| **DAVENPORT - ROCK ISLAND - MOLINE** | **135.2** | **7,602** | **11,179** | **12,026** | **11,579** | **11,619** | **24,500** | **28,775** | **27,920** | **30,570** | **38,305** | **14,865** |
| Scott | 57.2 | 3,062 | 4,652 | 5,365 | 5,065 | 5,031 | 10,892 | 12,275 | 10,858 | 30,064 | 37,650 | 14,319 |
| *Henry, Ill.* | *19.3* | *1,116* | *1,671* | *1,737* | *1,706* | *1,665* | *3,387* | *3,896* | *4,122* | *30,364* | *37,737* | *14,365* |
| *Rock Island, Ill.* | *58.7* | *3,424* | *4,856* | *4,924* | *4,808* | *4,923* | *10,221* | *12,604* | *12,940* | *31,235* | *39,129* | *15,593* |
| **DES MOINES** | **154.4** | **8,044** | **13,312** | **15,496** | **15,020** | **14,417** | **28,547** | **30,629** | **28,935** | **28,898** | **37,429** | **14,594** |
| Dallas | 11.3 | 779 | 1,183 | 1,391 | 1,328 | 1,222 | 2,296 | 2,025 | 1,076 | 23,992 | 30,329 | 11,462 |
| Polk | 130.4 | 6,582 | 11,142 | 12,733 | 12,571 | 12,040 | 23,601 | 25,647 | 26,084 | 29,402 | 38,282 | 15,132 |
| Warren | 12.7 | 683 | 987 | 1,372 | 1,121 | 1,155 | 2,650 | 2,957 | 1,775 | 29,077 | 34,987 | 12,274 |
| **DUBUQUE** | **30.7** | **2,175** | **3,163** | **3,353** | **3,030** | **2,866** | **6,306** | **6,007** | **3,800** | **26,304** | **33,616** | **11,972** |
| Dubuque | 30.7 | 2,175 | 3,163 | 3,353 | 3,030 | 2,866 | 6,306 | 6,007 | 3,800 | 26,304 | 33,616 | 11,972 |
| **IOWA CITY** | **36.4** | **2,741** | **3,532** | **3,903** | **3,998** | **3,608** | **5,744** | **5,735** | **7,139** | **25,680** | **37,343** | **14,028** |
| Johnson | 36.4 | 2,741 | 3,532 | 3,903 | 3,998 | 3,608 | 5,744 | 5,735 | 7,139 | 25,680 | 37,343 | 14,028 |
| **SIOUX CITY** | **42.9** | **3,332** | **5,148** | **5,299** | **4,522** | **4,501** | **8,085** | **6,975** | **5,038** | **23,537** | **31,326** | **11,686** |
| Woodbury | 36.9 | 2,892 | 4,516 | 4,628 | 8,864 | 3,714 | 6,759 | 6,051 | 4,476 | 23,470 | 31,609 | 11,866 |
| *Dakota, Neb.* | *6.0* | *440* | *632* | *671* | *658* | *787* | *1,326* | *924* | *562* | *23,839* | *29,582* | *10,628* |
| **WATERLOO - CEDAR FALLS** | **54.8** | **2,623** | **4,737** | **4,841** | **4,695** | **4,593** | **9,727** | **11,690** | **11,894** | **31,229** | **39,957** | **15,060** |
| Black Hawk | 46.5 | 2,210 | 3,973 | 4,026 | 3,931 | 3,877 | 8,218 | 9,929 | 10,336 | 31,506 | 40,295 | 15,258 |
| Bremer | 8.3 | 413 | 764 | 815 | 764 | 716 | 1,509 | 1,761 | 1,558 | 29,589 | 38,063 | 13,979 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Adair | 3.4 | 355 | 447 | 494 | 466 | 383 | 524 | 393 | 338 | 19,235 | 27,548 | 11,285 |
| Adams | 2.0 | 204 | 295 | 293 | 281 | 224 | 368 | 234 | 101 | 18,685 | 24,743 | 10,309 |
| Allamakee | 5.2 | 569 | 943 | 908 | 687 | 655 | 744 | 502 | 192 | 16,352 | 22,212 | 8,370 |
| Appanoose | 5.6 | 598 | 1,069 | 941 | 694 | 538 | 859 | 628 | 273 | 16,174 | 23,259 | 9,508 |
| Audubon | 2.9 | 273 | 450 | 560 | 480 | 350 | 394 | 192 | 201 | 16,563 | 23,281 | 9,377 |
| Benton | 8.5 | 760 | 1,014 | 1,072 | 901 | 917 | 1,732 | 1,302 | 802 | 22,821 | 29,067 | 11,030 |
| Black Hawk | 46.5 | 2,210 | 3,973 | 4,026 | 3,931 | 3,877 | 8,218 | 9,929 | 10,336 | 31,506 | 40,295 | 15,258 |
| Boone | 9.8 | 630 | 1,074 | 1,167 | 1,147 | 981 | 1,768 | 1,787 | 1,246 | 24,459 | 32,406 | 12,653 |
| Bremer | 8.3 | 413 | 764 | 815 | 764 | 716 | 1,509 | 1,761 | 1,558 | 29,589 | 38,063 | 13,979 |
| Buchanan | 7.5 | 600 | 923 | 1,015 | 859 | 705 | 1,453 | 1,199 | 746 | 22,400 | 29,795 | 10,744 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Total Households (Thousands) | Under $5,000 | $5,000 To $9,999 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **IOWA (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Buena Vista | 7.5 | 663 | 964 | 1,085 | 1,004 | 798 | 1,376 | 923 | 687 | 20,207 | 28,355 | 10,687 |
| Butler | 6.0 | 564 | 771 | 775 | 725 | 690 | 1,224 | 793 | 458 | 21,101 | 27,433 | 10,551 |
| Calhoun | 4.6 | 435 | 638 | 679 | 571 | 560 | 713 | 582 | 422 | 19,811 | 27,820 | 11,226 |
| Carroll | 7.9 | 624 | 952 | 1,179 | 1,121 | 946 | 1,445 | 991 | 642 | 20,392 | 28,039 | 10,399 |
| Cass | 6.1 | 557 | 788 | 787 | 822 | 685 | 1,037 | 875 | 549 | 20,565 | 28,623 | 11,640 |
| Cedar | 6.7 | 647 | 861 | 916 | 809 | 762 | 1,330 | 871 | 504 | 20,836 | 26,582 | 10,295 |
| Cerro Gordo | 19.0 | 1,249 | 2,220 | 2,465 | 2,057 | 1,892 | 3,718 | 3,192 | 2,207 | 23,990 | 31,694 | 12,922 |
| Cherokee | 5.4 | 507 | 673 | 768 | 738 | 566 | 925 | 651 | 572 | 20,110 | 28,779 | 11,180 |
| Chickasaw | 5.0 | 521 | 655 | 675 | 646 | 595 | 954 | 593 | 361 | 20,024 | 25,953 | 9,906 |
| Clarke | 3.3 | 374 | 509 | 515 | 428 | 345 | 569 | 292 | 268 | 17,840 | 24,675 | 9,810 |
| Clay | 7.0 | 591 | 801 | 951 | 979 | 743 | 1,198 | 1,002 | 735 | 21,097 | 29,367 | 11,814 |
| Clayton | 7.2 | 759 | 1,037 | 1,062 | 901 | 810 | 1,204 | 849 | 578 | 19,030 | 26,628 | 10,144 |
| Clinton | 19.6 | 1,145 | 1,884 | 2,097 | 1,909 | 2,012 | 4,018 | 3,980 | 2,555 | 26,847 | 33,232 | 12,847 |
| Crawford | 6.4 | 788 | 902 | 959 | 834 | 728 | 1,154 | 691 | 344 | 18,149 | 24,324 | 9,322 |
| Dallas | 11.3 | 779 | 1,183 | 1,391 | 1,328 | 1,222 | 2,296 | 2,025 | 1,076 | 23,992 | 30,329 | 11,462 |
| Davis | 3.1 | 426 | 486 | 431 | 315 | 350 | 495 | 332 | 265 | 18,241 | 25,778 | 9,745 |
| Decatur | 3.1 | 334 | 556 | 466 | 374 | 318 | 494 | 376 | 182 | 17,288 | 25,591 | 9,675 |
| Delaware | 6.4 | 610 | 715 | 755 | 734 | 709 | 1,226 | 989 | 662 | 22,752 | 29,565 | 10,512 |
| Des Moines | 16.8 | 999 | 1,719 | 1,639 | 1,760 | 1,641 | 2,972 | 3,309 | 2,761 | 27,187 | 35,201 | 13,915 |
| Dickinson | 6.2 | 357 | 591 | 740 | 759 | 724 | 1,206 | 952 | 871 | 24,503 | 33,312 | 13,862 |
| Dubuque | 30.7 | 2,175 | 3,163 | 3,353 | 3,030 | 2,866 | 6,306 | 6,007 | 3,800 | 26,304 | 33,616 | 11,972 |
| Emmet | 4.4 | 444 | 600 | 621 | 562 | 502 | 872 | 510 | 289 | 19,730 | 25,916 | 9,916 |
| Fayette | 8.4 | 830 | 1,117 | 1,168 | 1,098 | 943 | 1,433 | 1,133 | 678 | 19,943 | 27,207 | 10,580 |
| Floyd | 6.7 | 628 | 874 | 892 | 827 | 837 | 1,178 | 980 | 484 | 20,729 | 27,323 | 10,832 |
| Franklin | 4.5 | 401 | 537 | 556 | 573 | 521 | 880 | 615 | 417 | 21,711 | 28,677 | 11,522 |
| Fremont | 3.2 | 335 | 420 | 415 | 424 | 357 | 521 | 430 | 298 | 20,077 | 27,744 | 10,827 |
| Greene | 4.1 | 323 | 564 | 555 | 478 | 428 | 711 | 629 | 412 | 21,374 | 29,796 | 12,340 |
| Grundy | 4.7 | 278 | 439 | 520 | 495 | 487 | 963 | 839 | 679 | 26,347 | 34,125 | 13,478 |
| Guthrie | 4.4 | 547 | 634 | 605 | 565 | 467 | 717 | 525 | 340 | 18,617 | 25,667 | 10,457 |
| Hamilton | 6.3 | 435 | 655 | 744 | 777 | 732 | 1,249 | 931 | 777 | 23,635 | 31,380 | 12,434 |
| Hancock | 4.9 | 366 | 509 | 593 | 662 | 550 | 1,055 | 677 | 488 | 22,673 | 30,132 | 11,718 |
| Hardin | 7.5 | 632 | 860 | 922 | 884 | 823 | 1,484 | 1,083 | 812 | 22,547 | 30,395 | 12,126 |
| Harrison | 5.6 | 788 | 815 | 797 | 761 | 585 | 899 | 618 | 337 | 17,583 | 24,014 | 9,148 |
| Henry | 7.1 | 453 | 707 | 707 | 827 | 830 | 1,370 | 1,239 | 967 | 25,172 | 34,389 | 12,717 |
| Howard | 3.8 | 453 | 574 | 584 | 470 | 437 | 555 | 465 | 262 | 18,085 | 25,989 | 10,181 |
| Humboldt | 4.3 | 332 | 515 | 609 | 599 | 476 | 821 | 517 | 431 | 20,856 | 28,514 | 11,567 |
| Ida | 3.2 | 370 | 443 | 498 | 466 | 319 | 530 | 352 | 222 | 18,000 | 26,152 | 10,083 |
| Iowa | 5.7 | 378 | 573 | 653 | 607 | 611 | 1,249 | 952 | 677 | 25,214 | 31,685 | 12,455 |
| Jackson | 7.5 | 755 | 986 | 933 | 834 | 789 | 1,639 | 974 | 590 | 21,572 | 27,771 | 10,519 |
| Jasper | 13.6 | 846 | 1,344 | 1,615 | 1,418 | 1,511 | 2,812 | 2,456 | 1,598 | 25,213 | 32,117 | 12,551 |
| Jefferson | 6.3 | 481 | 775 | 709 | 741 | 707 | 1,156 | 860 | 871 | 23,077 | 33,215 | 12,838 |
| Johnson | 36.4 | 2,741 | 3,532 | 3,903 | 3,998 | 3,608 | 5,744 | 5,735 | 7,139 | 25,680 | 37,343 | 14,028 |
| Jones | 6.9 | 575 | 909 | 905 | 763 | 743 | 1,312 | 1,192 | 501 | 22,078 | 28,476 | 10,128 |
| Keokuk | 4.5 | 449 | 622 | 549 | 634 | 551 | 736 | 536 | 423 | 19,968 | 27,572 | 10,789 |
| Kossuth | 7.1 | 718 | 869 | 955 | 991 | 772 | 1,311 | 875 | 609 | 20,096 | 27,471 | 10,600 |
| Lee | 14.8 | 1,040 | 1,699 | 1,773 | 1,660 | 1,567 | 2,703 | 2,554 | 1,804 | 23,913 | 31,717 | 12,224 |
| Linn | 65.7 | 3,117 | 4,977 | 5,318 | 5,891 | 5,986 | 12,194 | 14,918 | 13,299 | 31,314 | 39,081 | 15,166 |
| Louisa | 4.3 | 280 | 419 | 468 | 428 | 431 | 873 | 783 | 618 | 26,388 | 33,846 | 12,546 |
| Lucas | 3.7 | 456 | 608 | 583 | 453 | 390 | 539 | 470 | 201 | 17,157 | 24,162 | 9,933 |
| Lyon | 4.3 | 577 | 718 | 687 | 626 | 542 | 626 | 220 | 304 | 16,368 | 22,701 | 8,203 |
| Madison | 4.7 | 520 | 656 | 595 | 500 | 537 | 904 | 600 | 388 | 20,712 | 26,903 | 10,116 |
| Mahaska | 8.3 | 824 | 1,162 | 1,176 | 1,102 | 1,003 | 1,481 | 983 | 569 | 19,498 | 26,474 | 10,220 |
| Marion | 10.9 | 613 | 1,051 | 1,187 | 1,121 | 1,116 | 2,206 | 1,971 | 1,635 | 26,534 | 34,556 | 12,514 |
| Marshall | 14.8 | 772 | 1,336 | 1,594 | 1,463 | 1,402 | 2,833 | 2,958 | 2,442 | 27,979 | 36,226 | 14,109 |
| Mills | 4.7 | 327 | 513 | 613 | 634 | 587 | 936 | 698 | 392 | 22,172 | 29,691 | 10,572 |
| Mitchell | 4.2 | 433 | 582 | 624 | 579 | 402 | 629 | 494 | 457 | 18,856 | 28,297 | 10,904 |
| Monona | 4.0 | 529 | 624 | 597 | 578 | 517 | 553 | 361 | 241 | 17,097 | 23,497 | 9,494 |
| Monroe | 3.2 | 259 | 294 | 365 | 391 | 330 | 558 | 512 | 491 | 24,391 | 33,361 | 13,180 |
| Montgomery | 4.9 | 404 | 667 | 683 | 663 | 533 | 914 | 704 | 332 | 20,292 | 27,124 | 11,076 |
| Muscatine | 14.8 | 907 | 1,338 | 1,331 | 1,307 | 1,268 | 2,548 | 2,840 | 3,261 | 29,967 | 38,748 | 14,373 |
| O'Brien | 5.9 | 577 | 817 | 840 | 799 | 674 | 1,025 | 617 | 551 | 19,468 | 27,452 | 10,586 |
| Osceola | 2.8 | 288 | 365 | 405 | 403 | 311 | 466 | 324 | 238 | 19,141 | 26,381 | 10,259 |
| Page | 6.6 | 564 | 787 | 821 | 867 | 781 | 1,163 | 881 | 736 | 21,512 | 30,094 | 11,893 |
| Palo Alto | 4.1 | 397 | 518 | 617 | 559 | 457 | 697 | 477 | 378 | 19,631 | 27,358 | 10,683 |
| Plymouth | 8.4 | 779 | 1,027 | 1,159 | 1,142 | 978 | 1,526 | 948 | 841 | 20,429 | 28,749 | 10,320 |
| Pocahontas | 3.8 | 353 | 453 | 466 | 566 | 427 | 647 | 480 | 428 | 20,759 | 29,966 | 12,114 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Households by E B I Group | | | | | | | | Median Household E B I | Average Household E B I | Per Capita E B I |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under $5,000 | $5,000 To $9,999 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 Or More | | | |
| **IOWA (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Polk | 130.4 | 6,582 | 11,142 | 12,733 | 12,571 | 12,040 | 23,601 | 25,647 | 26,084 | 29,402 | 38,282 | 15,132 |
| ☐ Pottawattamie | 31.3 | 1,725 | 3,009 | 3,207 | 3,120 | 2,960 | 5,609 | 6,119 | 5,551 | 27,800 | 35,652 | 13,510 |
| Poweshiek | 7.2 | 540 | 758 | 834 | 802 | 788 | 1,403 | 1,228 | 847 | 24,247 | 32,424 | 12,223 |
| Ringgold | 2.2 | 408 | 461 | 374 | 256 | 187 | 264 | 150 | 100 | 12,935 | 19,945 | 8,126 |
| Sac | 4.9 | 528 | 655 | 887 | 783 | 598 | 779 | 356 | 314 | 17,171 | 23,694 | 9,517 |
| Scott | 57.2 | 3,062 | 4,652 | 5,365 | 5,065 | 5,031 | 10,892 | 12,275 | 10,858 | 30,064 | 37,650 | 14,319 |
| Shelby | 5.0 | 441 | 571 | 706 | 757 | 604 | 916 | 562 | 443 | 20,180 | 27,870 | 10,637 |
| Sioux | 9.9 | 847 | 1,105 | 1,308 | 1,481 | 1,432 | 1,861 | 1,080 | 786 | 20,668 | 27,863 | 9,226 |
| Story | 25.9 | 1,633 | 2,424 | 2,898 | 2,738 | 2,459 | 4,371 | 4,726 | 4,651 | 26,836 | 38,306 | 13,371 |
| Tama | 6.7 | 587 | 821 | 789 | 845 | 733 | 1,279 | 1,078 | 568 | 21,965 | 28,766 | 11,140 |
| Taylor | 2.8 | 356 | 472 | 442 | 401 | 283 | 386 | 273 | 187 | 16,459 | 23,564 | 9,426 |
| Union | 5.2 | 467 | 682 | 577 | 659 | 592 | 838 | 780 | 605 | 21,672 | 29,801 | 12,202 |
| Van Buren | 3.0 | 435 | 502 | 470 | 380 | 318 | 463 | 257 | 175 | 16,137 | 22,463 | 8,867 |
| Wapello | 14.4 | 1,133 | 1,967 | 1,982 | 1,694 | 1,479 | 2,565 | 2,212 | 1,368 | 21,318 | 29,314 | 11,958 |
| Warren | 12.7 | 683 | 987 | 1,372 | 1,121 | 1,155 | 2,650 | 2,957 | 1,775 | 29,077 | 34,987 | 12,274 |
| Washington | 7.4 | 629 | 901 | 1,044 | 981 | 756 | 1,271 | 1,052 | 766 | 20,819 | 29,515 | 11,143 |
| Wayne | 2.9 | 424 | 534 | 490 | 423 | 295 | 423 | 162 | 149 | 15,022 | 21,272 | 8,813 |
| Webster | 15.8 | 1,279 | 2,133 | 2,180 | 1,886 | 1,697 | 2,872 | 2,339 | 1,414 | 21,242 | 28,705 | 11,338 |
| Winnebago | 4.7 | 223 | 415 | 511 | 581 | 556 | 873 | 838 | 703 | 25,598 | 34,951 | 13,689 |
| Winneshiek | 7.2 | 568 | 956 | 1,083 | 944 | 705 | 1,186 | 948 | 810 | 20,288 | 30,230 | 10,464 |
| Woodbury | 36.9 | 2,892 | 4,516 | 4,628 | 3,864 | 3,714 | 6,759 | 6,051 | 4,476 | 23,470 | 31,609 | 11,866 |
| Worth | 3.2 | 188 | 332 | 439 | 428 | 387 | 613 | 456 | 357 | 22,640 | 30,752 | 12,457 |
| Wright | 5.8 | 364 | 589 | 569 | 629 | 624 | 1,013 | 963 | 1,049 | 26,120 | 36,077 | 14,840 |
| **TOTAL METRO COUNTIES** | **467.4** | **26,379** | **41,898** | **46,111** | **44,683** | **43,175** | **85,778** | **93,424** | **85,952** | **28,705** | **37,149** | **14,173** |
| **TOTAL STATE** | **1,061.7** | **76,264** | **114,088** | **122,777** | **116,649** | **107,526** | **193,534** | **180,627** | **150,235** | **24,699** | **33,163** | **12,709** |
| **KANSAS** | | | | | | | | | | | | |
| **KANSAS CITY** | **609.4** | **33,242** | **47,574** | **53,288** | **55,007** | **53,041** | **100,504** | **121,116** | **145,628** | **31,212** | **39,978** | **15,373** |
| Johnson | 140.8 | 3,457 | 5,402 | 8,002 | 9,404 | 10,181 | 22,349 | 30,602 | 51,403 | 40,404 | 51,971 | 19,971 |
| Leavenworth | 20.1 | 1,080 | 1,564 | 1,667 | 1,739 | 1,658 | 3,124 | 4,512 | 4,756 | 32,534 | 42,628 | 13,101 |
| Miami | 8.5 | 584 | 915 | 1,022 | 947 | 831 | 1,495 | 1,555 | 1,151 | 24,694 | 33,064 | 11,808 |
| Wyandotte | 61.2 | 4,933 | 7,099 | 6,679 | 6,206 | 5,774 | 10,430 | 11,071 | 9,008 | 24,919 | 32,371 | 12,282 |
| *Cass, Mo.* | *23.3* | *1,407* | *2,013* | *2,175* | *2,193* | *2,126* | *4,205* | *4,709* | *4,472* | *29,230* | *35,637* | *12,775* |
| *Clay, Mo.* | *59.6* | *2,348* | *3,482* | *4,394* | *5,040* | *5,229* | *10,544* | *13,843* | *14,720* | *33,883* | *40,331* | *15,498* |
| *Jackson, Mo.* | *253.4* | *16,651* | *23,038* | *24,835* | *25,151* | *23,168* | *39,917* | *46,318* | *54,322* | *28,393* | *36,748* | *14,660* |
| *Lafayette, Mo.* | *11.8* | *967* | *1,467* | *1,490* | *1,322* | *1,170* | *2,208* | *1,916* | *1,260* | *22,733* | *29,265* | *11,033* |
| *Platte, Mo.* | *22.6* | *1,156* | *1,627* | *2,071* | *2,109* | *2,063* | *4,718* | *5,157* | *3,699* | *29,826* | *35,261* | *13,484* |
| *Ray, Mo.* | *8.1* | *659* | *967* | *953* | *896* | *841* | *1,514* | *1,433* | *837* | *23,401* | *29,343* | *10,755* |
| **LAWRENCE** | **30.6** | **2,624** | **3,415** | **3,760** | **3,347** | **2,780** | **4,617** | **4,757** | **5,300** | **23,820** | **35,729** | **13,188** |
| Douglas | 30.6 | 2,624 | 3,415 | 3,760 | 3,347 | 2,780 | 4,617 | 4,757 | 5,300 | 23,820 | 35,729 | 13,188 |
| **TOPEKA** | **64.2** | **3,016** | **5,065** | **6,103** | **6,429** | **6,212** | **11,032** | **12,635** | **13,708** | **29,723** | **39,296** | **15,573** |
| Shawnee | 64.2 | 3,016 | 5,065 | 6,103 | 6,429 | 6,212 | 11,032 | 12,635 | 13,708 | 29,723 | 39,296 | 15,573 |
| **WICHITA** | **176.7** | **9,071** | **14,141** | **15,515** | **16,402** | **16,469** | **31,000** | **34,410** | **39,692** | **30,264** | **40,314** | **15,533** |
| Butler | 18.7 | 1,469 | 2,013 | 2,234 | 2,129 | 2,024 | 3,740 | 3,311 | 1,780 | 23,610 | 29,959 | 10,942 |
| Sedgwick | 158.0 | 7,602 | 12,128 | 13,281 | 14,273 | 14,445 | 27,260 | 31,099 | 37,912 | 31,322 | 41,539 | 16,110 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Allen | 5.6 | 538 | 841 | 743 | 707 | 636 | 928 | 675 | 532 | 19,794 | 27,940 | 10,791 |
| Anderson | 3.0 | 261 | 412 | 397 | 421 | 358 | 428 | 380 | 343 | 20,117 | 28,763 | 11,206 |
| Atchison | 6.1 | 563 | 877 | 806 | 722 | 646 | 1,058 | 877 | 551 | 20,641 | 28,976 | 10,459 |
| Barber | 2.3 | 263 | 309 | 320 | 281 | 248 | 395 | 274 | 210 | 19,574 | 28,013 | 11,109 |
| Barton | 11.4 | 755 | 1,191 | 1,213 | 1,346 | 1,268 | 2,133 | 1,935 | 1,559 | 24,683 | 33,310 | 13,140 |
| Bourbon | 5.9 | 488 | 890 | 827 | 697 | 564 | 951 | 821 | 662 | 20,410 | 29,710 | 11,764 |
| Brown | 4.3 | 475 | 654 | 634 | 571 | 492 | 669 | 464 | 341 | 18,351 | 26,000 | 10,072 |
| Butler | 18.7 | 1,469 | 2,013 | 2,234 | 2,129 | 2,024 | 3,740 | 3,311 | 1,780 | 23,610 | 29,959 | 10,942 |
| Chase | 1.2 | 141 | 187 | 155 | 118 | 115 | 232 | 147 | 105 | 19,962 | 26,926 | 10,770 |
| Chautauqua | 1.8 | 166 | 246 | 250 | 226 | 178 | 276 | 230 | 228 | 20,316 | 30,511 | 12,772 |
| Cherokee | 8.4 | 974 | 1,359 | 1,215 | 990 | 858 | 1,395 | 977 | 632 | 18,216 | 25,403 | 10,018 |
| Cheyenne | 1.4 | 137 | 172 | 174 | 163 | 150 | 240 | 161 | 203 | 21,759 | 30,481 | 13,335 |
| Clark | 1.0 | 80 | 142 | 142 | 123 | 105 | 174 | 137 | 97 | 20,565 | 28,955 | 12,065 |
| Clay | 3.6 | 384 | 520 | 569 | 471 | 403 | 603 | 398 | 252 | 18,458 | 25,744 | 10,184 |
| Cloud | 4.4 | 474 | 692 | 704 | 617 | 494 | 667 | 426 | 326 | 17,648 | 24,930 | 10,064 |
| Coffey | 3.3 | 190 | 305 | 336 | 320 | 303 | 478 | 533 | 835 | 28,509 | 40,413 | 16,068 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Households by E B I Group | | | | | | | | Median Household E B I | Average Household E B I | Per Capita E B I |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under $5,000 | $5,000 To $9,999 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 Or More | | | |
| **KANSAS (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Comanche | .9 | 88 | 130 | 164 | 144 | 120 | 124 | 75 | 55 | 17,387 | 24,213 | 9,475 |
| Cowley | 14.0 | 900 | 1,483 | 1,396 | 1,489 | 1,435 | 2,213 | 2,603 | 2,481 | 26,140 | 36,335 | 13,786 |
| Crawford | 14.5 | 1,640 | 2,456 | 2,229 | 1,645 | 1,359 | 2,177 | 1,791 | 1,203 | 17,582 | 26,189 | 10,758 |
| Decatur | 1.6 | 167 | 238 | 268 | 229 | 172 | 246 | 152 | 128 | 17,761 | 25,306 | 10,122 |
| Dickinson | 7.6 | 648 | 926 | 1,048 | 947 | 811 | 1,297 | 1,107 | 816 | 21,384 | 29,573 | 11,829 |
| Doniphan | 3.1 | 316 | 429 | 426 | 365 | 335 | 585 | 393 | 251 | 20,197 | 26,608 | 10,183 |
| Douglas | 30.6 | 2,624 | 3,415 | 3,760 | 3,347 | 2,780 | 4,617 | 4,757 | 5,300 | 23,820 | 35,729 | 13,188 |
| Edwards | 1.6 | 207 | 269 | 264 | 226 | 194 | 233 | 120 | 87 | 16,310 | 22,611 | 9,520 |
| Elk | 1.4 | 151 | 226 | 218 | 192 | 148 | 168 | 183 | 114 | 17,694 | 25,709 | 10,907 |
| Ellis | 10.0 | 625 | 939 | 1,208 | 1,079 | 925 | 1,782 | 1,851 | 1,591 | 26,233 | 35,900 | 13,915 |
| Ellsworth | 2.5 | 272 | 370 | 305 | 350 | 295 | 405 | 312 | 191 | 19,329 | 26,104 | 9,888 |
| Finney | 11.0 | 612 | 917 | 1,329 | 1,436 | 1,224 | 2,132 | 1,912 | 1,438 | 24,919 | 33,840 | 11,112 |
| Ford | 9.9 | 798 | 989 | 1,095 | 1,036 | 1,014 | 1,866 | 1,776 | 1,326 | 25,093 | 33,289 | 11,984 |
| Franklin | 8.3 | 457 | 913 | 1,112 | 1,056 | 882 | 1,301 | 1,419 | 1,160 | 23,392 | 33,377 | 12,592 |
| Geary | 10.6 | 910 | 1,418 | 1,923 | 1,557 | 1,167 | 1,569 | 1,271 | 785 | 18,322 | 28,484 | 9,998 |
| Gove | 1.3 | 164 | 186 | 207 | 183 | 149 | 202 | 105 | 104 | 17,514 | 24,847 | 10,094 |
| Graham | 1.4 | 156 | 183 | 183 | 179 | 153 | 195 | 199 | 152 | 19,971 | 29,806 | 11,923 |
| Grant | 2.4 | 172 | 157 | 237 | 240 | 337 | 569 | 351 | 337 | 25,877 | 33,608 | 11,203 |
| Gray | 1.9 | 110 | 135 | 191 | 211 | 193 | 385 | 391 | 284 | 27,610 | 36,185 | 12,732 |
| Greeley | .7 | 74 | 114 | 115 | 102 | 98 | 84 | 64 | 49 | 17,250 | 23,221 | 9,031 |
| Greenwood | 3.2 | 369 | 515 | 501 | 420 | 316 | 471 | 386 | 222 | 17,518 | 24,993 | 10,387 |
| Hamilton | .9 | 71 | 71 | 120 | 118 | 89 | 121 | 164 | 146 | 24,050 | 32,868 | 12,861 |
| Harper | 3.0 | 319 | 435 | 391 | 386 | 318 | 519 | 380 | 252 | 19,581 | 26,865 | 11,514 |
| Harvey | 11.6 | 751 | 1,123 | 1,341 | 1,307 | 1,299 | 2,364 | 2,032 | 1,383 | 24,920 | 32,742 | 12,252 |
| Haskell | 1.4 | 96 | 117 | 163 | 181 | 160 | 293 | 242 | 148 | 24,452 | 31,665 | 11,367 |
| Hodgeman | .8 | 89 | 108 | 120 | 124 | 102 | 140 | 81 | 36 | 18,273 | 24,328 | 8,846 |
| Jackson | 4.3 | 346 | 549 | 586 | 464 | 417 | 851 | 741 | 346 | 22,443 | 28,478 | 10,648 |
| Jefferson | 5.9 | 425 | 651 | 647 | 615 | 562 | 1,091 | 1,192 | 717 | 25,459 | 32,116 | 11,769 |
| Jewell | 1.7 | 242 | 271 | 227 | 223 | 181 | 249 | 179 | 128 | 17,262 | 24,228 | 10,046 |
| Johnson | 140.8 | 3,457 | 5,402 | 8,002 | 9,404 | 10,181 | 22,349 | 30,602 | 51,403 | 40,404 | 51,971 | 19,971 |
| Kearny | 1.4 | 96 | 113 | 128 | 203 | 174 | 284 | 231 | 171 | 24,611 | 32,594 | 11,130 |
| Kingman | 3.1 | 330 | 410 | 441 | 414 | 376 | 474 | 420 | 235 | 19,423 | 26,561 | 10,041 |
| Kiowa | 1.4 | 120 | 165 | 179 | 160 | 143 | 239 | 218 | 176 | 22,667 | 31,921 | 12,414 |
| Labette | 9.3 | 769 | 1,199 | 1,151 | 1,080 | 954 | 1,518 | 1,566 | 1,063 | 22,347 | 30,032 | 11,885 |
| Lane | 1.0 | 84 | 122 | 166 | 121 | 129 | 160 | 119 | 99 | 20,292 | 28,187 | 11,745 |
| Leavenworth | 20.1 | 1,080 | 1,564 | 1,667 | 1,739 | 1,658 | 3,124 | 4,512 | 4,756 | 32,534 | 42,628 | 13,101 |
| Lincoln | 1.5 | 168 | 248 | 266 | 233 | 166 | 221 | 131 | 67 | 16,395 | 22,840 | 9,517 |
| Linn | 3.2 | 369 | 498 | 457 | 402 | 320 | 470 | 398 | 286 | 18,319 | 26,736 | 10,308 |
| Logan | 1.2 | 119 | 159 | 181 | 153 | 147 | 200 | 157 | 84 | 19,625 | 26,100 | 10,440 |
| Lyon | 13.0 | 952 | 1,378 | 1,418 | 1,387 | 1,281 | 2,206 | 2,284 | 2,094 | 25,370 | 34,434 | 12,900 |
| McPherson | 10.2 | 519 | 901 | 1,016 | 1,114 | 1,082 | 1,903 | 1,921 | 1,744 | 27,374 | 36,641 | 13,741 |
| Marion | 4.9 | 471 | 652 | 715 | 641 | 551 | 880 | 593 | 397 | 19,773 | 27,486 | 10,522 |
| Marshall | 4.6 | 493 | 638 | 680 | 630 | 487 | 664 | 573 | 435 | 18,864 | 27,258 | 10,809 |
| Meade | 1.6 | 156 | 202 | 246 | 235 | 189 | 276 | 194 | 102 | 19,093 | 25,271 | 9,627 |
| Miami | 8.5 | 584 | 915 | 1,022 | 947 | 831 | 1,495 | 1,555 | 1,151 | 24,694 | 33,064 | 11,808 |
| Mitchell | 2.8 | 281 | 455 | 455 | 388 | 356 | 444 | 224 | 197 | 17,720 | 24,324 | 9,592 |
| Montgomery | 15.6 | 1,231 | 2,058 | 2,047 | 1,859 | 1,631 | 2,605 | 2,434 | 1,735 | 21,810 | 30,544 | 12,344 |
| Morris | 2.5 | 308 | 355 | 368 | 340 | 271 | 368 | 292 | 198 | 18,169 | 26,018 | 10,491 |
| Morton | 1.3 | 102 | 115 | 135 | 143 | 121 | 230 | 235 | 219 | 26,360 | 35,032 | 13,012 |
| Nemaha | 4.0 | 468 | 620 | 608 | 517 | 403 | 607 | 432 | 345 | 17,937 | 26,231 | 10,089 |
| Neosho | 6.7 | 563 | 974 | 1,043 | 790 | 738 | 1,163 | 804 | 625 | 19,867 | 27,685 | 11,041 |
| Ness | 1.7 | 167 | 235 | 238 | 206 | 180 | 284 | 220 | 170 | 20,103 | 28,740 | 12,215 |
| Norton | 2.3 | 257 | 348 | 355 | 291 | 221 | 362 | 283 | 183 | 18,172 | 27,618 | 10,952 |
| Osage | 5.8 | 468 | 672 | 679 | 645 | 598 | 1,060 | 1,016 | 662 | 23,602 | 31,072 | 11,779 |
| Osborne | 2.0 | 207 | 343 | 336 | 300 | 227 | 307 | 169 | 111 | 16,780 | 23,568 | 9,820 |
| Ottawa | 2.3 | 203 | 328 | 299 | 295 | 268 | 395 | 284 | 228 | 20,424 | 28,070 | 11,529 |
| Pawnee | 2.9 | 177 | 329 | 341 | 413 | 353 | 476 | 449 | 362 | 22,408 | 31,660 | 12,242 |
| Phillips | 2.7 | 324 | 400 | 353 | 370 | 273 | 412 | 352 | 216 | 18,679 | 25,557 | 10,455 |
| Pottawatomie | 6.0 | 443 | 612 | 695 | 708 | 667 | 1,139 | 1,050 | 686 | 24,008 | 31,146 | 11,465 |
| Pratt | 3.9 | 344 | 451 | 515 | 468 | 418 | 737 | 577 | 390 | 21,919 | 29,277 | 11,894 |
| Rawlins | 1.4 | 129 | 198 | 231 | 188 | 164 | 212 | 127 | 151 | 18,763 | 26,848 | 11,055 |
| Reno | 24.1 | 1,710 | 2,449 | 2,761 | 2,891 | 2,682 | 4,475 | 4,144 | 2,988 | 24,098 | 32,462 | 12,598 |
| Republic | 2.7 | 353 | 445 | 462 | 407 | 273 | 341 | 246 | 173 | 15,978 | 24,207 | 10,212 |
| Rice | 4.1 | 357 | 537 | 510 | 447 | 476 | 790 | 560 | 423 | 22,116 | 29,800 | 11,636 |
| Riley | 21.3 | 1,913 | 2,834 | 3,864 | 2,918 | 2,143 | 3,020 | 2,645 | 1,963 | 18,410 | 32,496 | 10,285 |
| Rooks | 2.4 | 200 | 309 | 316 | 340 | 283 | 418 | 301 | 233 | 20,574 | 28,191 | 11,468 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| SaMM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Under $5,000 | $5,000 To $9,999 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **KANSAS (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Rush | 1.6 | 155 | 208 | 191 | 195 | 182 | [illegible] | 233 | 147 | 21,325 | 28,384 | 12,274 |
| Russell | 3.3 | 257 | 385 | 418 | 395 | 349 | [illegible] | 510 | 488 | 22,652 | 34,067 | 14,600 |
| Saline | 19.9 | 1,211 | 1,961 | 2,471 | 2,314 | 2,149 | 3,719 | 3,462 | 2,613 | 24,639 | 33,413 | 13,460 |
| Scott | 2.0 | 171 | 190 | 225 | 241 | 242 | 340 | 336 | 255 | 23,667 | 33,081 | 12,723 |
| Sedgwick | 158.0 | 7,602 | 12,128 | 13,281 | 14,273 | 14,445 | 27,260 | 31,099 | 37,912 | 31,322 | 41,539 | 16,110 |
| Seward | 6.6 | 438 | 593 | 797 | 792 | 686 | 1,302 | 1,240 | 752 | 24,955 | 33,059 | 11,668 |
| Shawnee | 64.2 | 3,016 | 5,065 | 6,103 | 6,429 | 6,212 | 11,032 | 12,635 | 13,708 | 29,723 | 39,296 | 15,573 |
| Sheridan | 1.2 | 161 | 165 | 214 | 194 | 119 | 156 | 125 | 66 | 16,538 | 23,223 | 9,289 |
| Sherman | 2.7 | 203 | 324 | 438 | 410 | 323 | 484 | 297 | 221 | 19,687 | 27,813 | 11,044 |
| Smith | 2.1 | 327 | 417 | 410 | 306 | 174 | 255 | 155 | 56 | 13,683 | 19,191 | 8,060 |
| Stafford | 2.2 | 188 | 257 | 291 | 279 | 252 | 399 | 338 | 196 | 21,673 | 29,523 | 12,255 |
| Stanton | .8 | 90 | 81 | 122 | 146 | 80 | 134 | 78 | 69 | 18,500 | 26,601 | 9,253 |
| Stevens | 1.9 | 133 | 145 | 226 | 195 | 191 | 370 | 330 | 310 | 26,629 | 34,883 | 12,995 |
| Sumner | 9.7 | 641 | 1,069 | 1,158 | 1,077 | 966 | 1,797 | 1,818 | 1,174 | 24,667 | 31,905 | 11,949 |
| Thomas | 3.1 | 302 | 362 | 382 | 378 | 321 | 560 | 425 | 370 | 21,821 | 30,477 | 11,522 |
| Trego | 1.5 | 140 | 221 | 228 | 216 | 190 | 250 | 136 | 119 | 18,717 | 25,920 | 10,508 |
| Wabaunsee | 2.5 | 222 | 305 | 381 | 350 | 270 | 499 | 326 | 147 | 19,867 | 26,768 | 10,139 |
| Wallace | .7 | 139 | 105 | 128 | 111 | 83 | 72 | 35 | 27 | 14,154 | 18,771 | 7,300 |
| Washington | 2.8 | 480 | 608 | 545 | 394 | 263 | 280 | 134 | 96 | 12,702 | 18,525 | 7,410 |
| Wichita | 1.0 | 92 | 107 | 132 | 135 | 94 | 180 | 153 | 107 | 21,750 | 29,299 | 10,851 |
| Wilson | 4.1 | 366 | 587 | 565 | 558 | 475 | 652 | 574 | 323 | 19,759 | 26,917 | 10,927 |
| Woodson | 1.7 | 185 | 292 | 290 | 233 | 163 | 245 | 184 | 108 | 16,531 | 24,157 | 10,016 |
| Wyandotte | 61.2 | 4,933 | 7,099 | 6,679 | 6,206 | 5,774 | 10,430 | 11,071 | 9,008 | 24,919 | 32,371 | 12,282 |
| **TOTAL METRO COUNTIES** | **502.1** | **24,765** | **37,601** | **42,748** | **44,474** | **43,905** | **84,047** | **99,542** | **125,018** | **31,863** | **42,175** | **16,038** |
| **TOTAL STATE** | **949.6** | **62,581** | **92,850** | **102,514** | **99,367** | **91,495** | **160,127** | **165,987** | **174,679** | **26,557** | **36,633** | **13,965** |
| **KENTUCKY** | | | | | | | | | | | | |
| **CLARKSVILLE - HOPKINSVILLE** | **56.4** | **4,508** | **6,385** | **8,038** | **7,772** | **6,484** | **9,074** | **7,951** | **6,188** | **21,057** | **30,888** | **10,211** |
| Christian | 21.5 | 1,939 | 2,771 | 3,565 | 3,033 | 2,274 | 2,933 | 2,711 | 2,274 | 18,970 | 31,879 | 9,977 |
| *Montgomery, Tenn.* | *34.9* | *2,569* | *3,614* | *4,473* | *4,739* | *4,210* | *6,141* | *5,240* | *3,914* | *22,389* | *30,277* | *10,370* |
| **HUNTINGTON - ASHLAND** | **119.0** | **12,804** | **16,932** | **15,491** | **12,851** | **11,490** | **20,332** | **17,534** | **11,566** | **20,583** | **27,446** | **10,512** |
| Boyd | 19.7 | 2,165 | 2,674 | 2,360 | 1,950 | 1,773 | 3,398 | 3,276 | 2,104 | 21,976 | 29,069 | 11,273 |
| Carter | 8.7 | 1,399 | 1,576 | 1,369 | 982 | 847 | 1,286 | 797 | 444 | 15,029 | 21,669 | 7,758 |
| Greenup | 13.4 | 1,420 | 1,688 | 1,577 | 1,530 | 1,560 | 2,730 | 1,933 | 962 | 21,630 | 26,806 | 9,788 |
| *Lawrence, Ohio* | *22.9* | *2,215* | *3,028* | *2,707* | *2,300* | *2,172* | *4,158* | *3,836* | *2,484* | *22,769* | *28,643* | *10,614* |
| *Cabell, W. Va.* | *38.8* | *4,045* | *5,865* | *5,651* | *4,404* | *3,646* | *6,236* | *5,177* | *3,776* | *19,352* | *26,977* | *10,915* |
| *Wayne, W. Va.* | *15.5* | *1,560* | *2,101* | *1,827* | *1,685* | *1,492* | *2,524* | *2,515* | *1,796* | *21,799* | *28,586* | *10,754* |
| **LEXINGTON-FAYETTE** | **135.1** | **10,392** | **14,172** | **15,326** | **14,692** | **13,416** | **22,062** | **21,697** | **23,343** | **24,831** | **34,431** | **13,249** |
| Bourbon | 7.2 | 926 | 1,090 | 1,131 | 770 | 702 | 1,157 | 771 | 653 | 17,928 | 25,290 | 9,484 |
| Clark | 11.0 | 961 | 1,345 | 1,054 | 1,081 | 1,003 | 1,783 | 1,949 | 1,824 | 25,311 | 33,218 | 12,345 |
| Fayette | 90.3 | 6,819 | 9,035 | 10,409 | 10,012 | 9,004 | 14,606 | 14,038 | 16,377 | 24,927 | 35,060 | 13,940 |
| Jessamine | 10.7 | 674 | 1,076 | 1,050 | 1,167 | 1,156 | 1,816 | 1,980 | 1,781 | 25,966 | 35,679 | 12,355 |
| Scott | 8.6 | 615 | 978 | 998 | 929 | 870 | 1,581 | 1,546 | 1,083 | 24,483 | 32,293 | 11,524 |
| Woodford | 7.3 | 397 | 648 | 684 | 733 | 681 | 1,119 | 1,413 | 1,625 | 29,500 | 38,185 | 13,800 |
| **LOUISVILLE** | **367.8** | **27,774** | **37,481** | **38,601** | **37,961** | **36,291** | **65,741** | **64,924** | **59,027** | **25,860** | **33,796** | **13,043** |
| Bullitt | 16.1 | 981 | 1,282 | 1,333 | 1,657 | 1,798 | 3,624 | 3,504 | 1,921 | 27,812 | 32,408 | 10,870 |
| Jefferson | 263.5 | 20,789 | 27,471 | 27,713 | 26,840 | 25,190 | 45,001 | 45,330 | 45,166 | 25,822 | 34,411 | 13,668 |
| Oldham | 10.9 | 515 | 640 | 896 | 940 | 895 | 1,780 | 2,444 | 2,790 | 34,023 | 43,472 | 13,978 |
| Shelby | 9.1 | 872 | 995 | 896 | 892 | 828 | 1,495 | 1,712 | 1,410 | 25,424 | 33,324 | 12,130 |
| *Clark, Ind.* | *33.3* | *2,333* | *3,536* | *4,040* | *3,837* | *3,788* | *7,044* | *5,613* | *3,109* | *23,810* | *28,853* | *10,956* |
| *Floyd, Ind.* | *24.2* | *1,535* | *2,485* | *2,520* | *2,496* | *2,519* | *4,567* | *4,551* | *3,527* | *26,104* | *32,532* | *12,149* |
| *Harrison, Ind.* | *10.7* | *749* | *1,072* | *1,203* | *1,299* | *1,273* | *2,230* | *1,770* | *1,104* | *23,996* | *29,523* | *10,460* |
| **OWENSBORO** | **33.0** | **3,030** | **4,022** | **3,869** | **3,705** | **3,261** | **5,631** | **5,654** | **3,828** | **22,824** | **30,001** | **11,354** |
| Daviess | 33.0 | 3,030 | 4,022 | 3,869 | 3,705 | 3,261 | 5,631 | 5,654 | 3,828 | 22,824 | 30,001 | 11,354 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Adair | 5.8 | 872 | 1,069 | 981 | 730 | 551 | 782 | 484 | 331 | 14,877 | 21,962 | 8,325 |
| Allen | 5.6 | 602 | 941 | 774 | 652 | 517 | 711 | 872 | 531 | 18,610 | 26,645 | 10,220 |
| Anderson | 5.5 | 264 | 476 | 514 | 609 | 609 | 1,002 | 1,101 | 925 | 27,471 | 33,979 | 12,713 |
| Ballard | 3.1 | 330 | 487 | 385 | 317 | 278 | 462 | 470 | 371 | 20,544 | 28,169 | 11,195 |
| Barren | 13.1 | 1,380 | 1,945 | 1,640 | 1,427 | 1,263 | 2,292 | 1,885 | 1,268 | 20,615 | 27,960 | 10,773 |
| Bath | 3.7 | 526 | 586 | 598 | 463 | 325 | 515 | 390 | 297 | 16,314 | 23,281 | 8,881 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Under $5,000 | $5,000 To $9,999 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **KENTUCKY (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Bell | 11.4 | 1,861 | 2,236 | 1,866 | 1,356 | 992 | 1,440 | 1,018 | 631 | 14,261 | 21,941 | **8,017** |
| ☐ Boone | 20.5 | 922 | 1,482 | 1,715 | 1,799 | 1,954 | 4,164 | 4,907 | 3,557 | 30,707 | 36,762 | **12,836** |
| Bourbon | 7.2 | 926 | 1,090 | 1,131 | 770 | 702 | 1,157 | 771 | 653 | 17,928 | 25,290 | **9,484** |
| Boyd | 19.7 | 2,165 | 2,674 | 2,360 | 1,950 | 1,773 | 3,398 | 3,276 | 2,104 | 21,976 | 29,069 | **11,273** |
| Boyle | 9.5 | 869 | 1,187 | 1,130 | 1,133 | 983 | 1,441 | 1,538 | 1,219 | 22,172 | 31,437 | **11,621** |
| Bracken | 2.9 | 320 | 408 | 358 | 338 | 311 | 529 | 367 | 269 | 20,388 | 26,513 | **9,858** |
| Breathitt | 5.5 | 1,408 | 1,105 | 741 | 521 | 453 | 521 | 472 | 279 | 11,478 | 19,030 | **6,709** |
| Breckinridge | 6.2 | 864 | 1,042 | 1,026 | 871 | 572 | 755 | 678 | 392 | 15,812 | 23,045 | **8,765** |
| Bullitt | 16.1 | 981 | 1,282 | 1,333 | 1,657 | 1,798 | 3,624 | 3,504 | 1,921 | 27,812 | 32,408 | **10,870** |
| Butler | 4.2 | 527 | 810 | 598 | 484 | 429 | 671 | 438 | 243 | 16,524 | 22,833 | **8,487** |
| Caldwell | 5.3 | 612 | 871 | 836 | 567 | 488 | 861 | 671 | 394 | 17,855 | 24,903 | **9,999** |
| Calloway | 11.7 | 1,368 | 1,719 | 1,738 | 1,497 | 1,198 | 1,881 | 1,350 | 949 | 18,393 | 26,844 | **10,164** |
| ☐ Campbell | 31.3 | 1,859 | 2,891 | 3,040 | 3,046 | 2,860 | 5,224 | 6,295 | 6,085 | 28,638 | 36,096 | **13,434** |
| Carlisle | 2.1 | 233 | 286 | 294 | 245 | 195 | 326 | 262 | 259 | 19,795 | 27,490 | **11,102** |
| Carroll | 3.5 | 399 | 480 | 459 | 398 | 340 | 554 | 458 | 412 | 20,189 | 27,574 | **10,377** |
| Carter | 8.7 | 1,399 | 1,576 | 1,369 | 982 | 847 | 1,286 | 797 | 444 | 15,029 | 21,669 | **7,758** |
| Casey | 5.4 | 1,024 | 1,127 | 1,017 | 743 | 484 | 512 | 308 | 185 | 12,598 | 17,969 | **6,833** |
| Christian | 21.5 | 1,939 | 2,771 | 3,565 | 3,033 | 2,274 | 2,933 | 2,711 | 2,274 | 18,970 | 31,879 | **9,977** |
| Clark | 11.0 | 961 | 1,345 | 1,054 | 1,081 | 1,003 | 1,783 | 1,949 | 1,824 | 25,311 | 33,218 | **12,345** |
| Clay | 7.3 | 1,337 | 1,444 | 1,157 | 842 | 597 | 783 | 628 | 512 | 13,545 | 21,605 | **7,302** |
| Clinton | 3.6 | 659 | 753 | 639 | 522 | 354 | 268 | 217 | 188 | 12,891 | 18,614 | **7,364** |
| Crittenden | 3.6 | 376 | 562 | 403 | 367 | 322 | 527 | 591 | 452 | 21,338 | 28,459 | **11,136** |
| Cumberland | 2.7 | 395 | 531 | 435 | 338 | 254 | 288 | 289 | 170 | 14,862 | 22,814 | **9,194** |
| Daviess | 33.0 | 3,030 | 4,022 | 3,869 | 3,705 | 3,261 | 5,631 | 5,654 | 3,828 | 22,824 | 30,001 | **11,354** |
| Edmonson | 3.8 | 538 | 628 | 617 | 514 | 404 | 564 | 341 | 194 | 15,967 | 21,856 | **8,063** |
| Elliott | 2.3 | 595 | 523 | 397 | 275 | 191 | 192 | 112 | 15 | 10,356 | 14,554 | **5,150** |
| Estill | 5.4 | 854 | 968 | 734 | 606 | 489 | 782 | 698 | 269 | 16,120 | 22,404 | **8,287** |
| Fayette | 90.3 | 6,819 | 9,035 | 10,409 | 10,012 | 9,004 | 14,606 | 14,038 | 16,377 | 24,927 | 35,060 | **13,940** |
| Fleming | 4.6 | 679 | 839 | 636 | 686 | 470 | 598 | 421 | 271 | 15,986 | 22,286 | **8,334** |
| Floyd | 15.6 | 2,138 | 2,416 | 2,454 | 1,807 | 1,596 | 2,447 | 1,807 | 935 | 17,160 | 23,568 | **8,491** |
| Franklin | 17.5 | 1,014 | 1,573 | 1,979 | 2,127 | 1,882 | 2,908 | 3,105 | 2,912 | 25,591 | 34,239 | **13,618** |
| Fulton | 3.3 | 656 | 605 | 374 | 301 | 311 | 503 | 379 | 171 | 15,227 | 22,365 | **9,001** |
| Gallatin | 2.0 | 308 | 359 | 262 | 211 | 188 | 348 | 211 | 113 | 16,478 | 22,532 | **8,193** |
| Garrard | 4.4 | 626 | 615 | 623 | 547 | 472 | 702 | 561 | 254 | 17,920 | 23,704 | **8,991** |
| Grant | 5.6 | 599 | 630 | 625 | 602 | 609 | 1,075 | 982 | 478 | 22,798 | 28,248 | **9,949** |
| Graves | 13.4 | 1,251 | 2,000 | 1,558 | 1,479 | 1,360 | 2,308 | 1,942 | 1,502 | 21,452 | 28,467 | **11,387** |
| Grayson | 8.0 | 1,193 | 1,415 | 1,120 | 1,035 | 859 | 1,077 | 743 | 558 | 16,172 | 22,897 | **8,681** |
| Green | 4.1 | 567 | 758 | 573 | 533 | 451 | 617 | 368 | 233 | 16,343 | 22,611 | **9,001** |
| Greenup | 13.4 | 1,420 | 1,688 | 1,577 | 1,530 | 1,560 | 2,730 | 1,933 | 962 | 21,630 | 26,806 | **9,788** |
| Hancock | 2.8 | 235 | 273 | 243 | 260 | 262 | 351 | 626 | 550 | 27,914 | 34,770 | **12,323** |
| Hardin | 29.3 | 2,151 | 2,788 | 3,944 | 3,967 | 3,466 | 5,220 | 4,201 | 3,563 | 22,569 | 36,612 | **12,040** |
| Harlan | 13.1 | 1,876 | 2,147 | 2,052 | 1,362 | 1,108 | 1,949 | 1,704 | 902 | 16,454 | 24,503 | **8,916** |
| Harrison | 6.1 | 800 | 921 | 844 | 719 | 622 | 971 | 717 | 506 | 18,358 | 25,060 | **9,378** |
| Hart | 5.7 | 914 | 1,147 | 861 | 708 | 543 | 715 | 463 | 349 | 14,574 | 22,780 | **8,714** |
| ☐ Henderson | 16.6 | 1,195 | 1,738 | 1,870 | 1,691 | 1,665 | 3,070 | 3,057 | 2,314 | 25,413 | 33,104 | **12,750** |
| Henry | 4.9 | 452 | 648 | 545 | 553 | 518 | 801 | 773 | 610 | 22,408 | 29,721 | **11,377** |
| Hickman | 2.2 | 327 | 385 | 298 | 228 | 208 | 350 | 256 | 148 | 16,955 | 24,075 | **9,630** |
| Hopkins | 17.8 | 1,724 | 2,190 | 2,240 | 1,887 | 1,542 | 2,829 | 2,999 | 2,389 | 22,683 | 30,529 | **11,788** |
| Jackson | 4.4 | 1,085 | 957 | 777 | 544 | 316 | 377 | 197 | 147 | 10,935 | 16,725 | **6,133** |
| Jefferson | 263.5 | 20,789 | 27,471 | 27,713 | 26,840 | 25,190 | 45,001 | 45,330 | 45,166 | 25,822 | 34,411 | **13,668** |
| Jessamine | 10.7 | 674 | 1,076 | 1,050 | 1,167 | 1,156 | 1,816 | 1,980 | 1,781 | 25,966 | 35,679 | **12,355** |
| Johnson | 8.4 | 1,293 | 1,422 | 1,124 | 868 | 714 | 1,172 | 1,074 | 733 | 16,949 | 25,155 | **9,147** |
| ☐ Kenton | 52.9 | 3,366 | 5,374 | 5,516 | 5,248 | 4,949 | 9,323 | 10,165 | 8,959 | 27,192 | 34,455 | **12,791** |
| Knott | 6.1 | 824 | 982 | 838 | 643 | 494 | 895 | 764 | 660 | 17,937 | 27,096 | **9,234** |
| Knox | 10.7 | 2,193 | 2,091 | 1,729 | 1,157 | 823 | 1,245 | 946 | 516 | 12,951 | 19,756 | **7,141** |
| Larue | 4.5 | 621 | 687 | 696 | 578 | 482 | 706 | 479 | 251 | 17,010 | 23,204 | **8,924** |
| Laurel | 15.7 | 1,849 | 2,319 | 2,385 | 2,084 | 1,727 | 2,483 | 1,790 | 1,063 | 18,040 | 24,501 | **8,782** |
| Lawrence | 5.0 | 701 | 895 | 833 | 499 | 331 | 615 | 527 | 599 | 15,530 | 25,735 | **9,191** |
| Lee | 2.8 | 429 | 583 | 596 | 323 | 248 | 318 | 158 | 145 | 13,125 | 19,842 | **7,508** |
| Leslie | 4.7 | 646 | 638 | 648 | 531 | 371 | 551 | 700 | 615 | 18,808 | 29,070 | **10,046** |
| Letcher | 9.6 | 1,138 | 1,427 | 1,440 | 1,161 | 861 | 1,367 | 1,303 | 903 | 18,141 | 26,209 | **9,423** |
| Lewis | 4.7 | 827 | 835 | 763 | 628 | 453 | 609 | 390 | 195 | 14,513 | 20,363 | **7,362** |
| Lincoln | 7.5 | 1,199 | 1,392 | 1,238 | 1,008 | 713 | 996 | 630 | 324 | 14,679 | 20,366 | **7,599** |
| Livingston | 3.6 | 358 | 486 | 584 | 412 | 369 | 634 | 497 | 260 | 19,481 | 25,596 | **10,238** |
| Logan | 9.3 | 1,081 | 1,378 | 1,289 | 1,162 | 1,005 | 1,528 | 1,174 | 683 | 18,883 | 25,489 | **9,675** |
| Lyon | 2.3 | 274 | 356 | 269 | 277 | 234 | 371 | 307 | 212 | 19,509 | 27,151 | **9,462** |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Total Households (Thousands) | Under $5,000 | $5,000 To $9,999 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **KENTUCKY (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| McCracken | 25.6 | 2,402 | 3,351 | 2,878 | 2,609 | 2,393 | 4,211 | 4,303 | 3,453 | 23,264 | 31,036 | 12,632 |
| McCreary | 5.4 | 1,132 | 1,253 | 1,050 | 584 | 410 | 539 | 279 | 153 | 11,306 | 17,074 | 5,948 |
| McLean | 3.7 | 478 | 599 | 441 | 355 | 339 | 635 | 537 | 316 | 19,641 | 25,836 | 9,958 |
| Madison | 20.2 | 2,151 | 2,396 | 2,425 | 2,400 | 2,095 | 3,088 | 2,897 | 2,748 | 21,642 | 31,525 | 10,979 |
| Magoffin | 4.4 | 926 | 892 | 728 | 412 | 336 | 493 | 429 | 184 | 12,415 | 19,630 | 6,644 |
| Marion | 5.7 | 634 | 753 | 864 | 752 | 613 | 956 | 709 | 419 | 18,866 | 26,486 | 9,205 |
| Marshall | 10.8 | 869 | 1,413 | 1,376 | 1,169 | 1,064 | 1,985 | 1,819 | 1,105 | 22,644 | 28,953 | 11,454 |
| Martin | 4.3 | 687 | 582 | 474 | 395 | 287 | 527 | 673 | 675 | 20,185 | 29,368 | 10,184 |
| Mason | 6.5 | 703 | 910 | 783 | 772 | 687 | 1,050 | 954 | 641 | 20,569 | 27,597 | 10,806 |
| Meade | 8.2 | 581 | 849 | 1,167 | 1,323 | 1,062 | 1,674 | 970 | 574 | 20,896 | 26,317 | 8,844 |
| Menifee | 1.8 | 322 | 359 | 273 | 213 | 176 | 271 | 152 | 34 | 13,941 | 19,076 | 6,733 |
| Mercer | 7.4 | 739 | 939 | 865 | 780 | 706 | 1,250 | 1,243 | 878 | 22,594 | 29,145 | 11,292 |
| Metcalfe | 3.4 | 752 | 785 | 580 | 427 | 271 | 279 | 197 | 109 | 11,369 | 18,567 | 7,014 |
| Monroe | 4.5 | 895 | 942 | 705 | 581 | 417 | 484 | 307 | 169 | 12,886 | 19,257 | 7,669 |
| Montgomery | 7.3 | 907 | 1,163 | 1,023 | 1,021 | 794 | 1,150 | 675 | 567 | 17,641 | 24,468 | 9,160 |
| Morgan | 4.1 | 867 | 896 | 766 | 435 | 273 | 402 | 258 | 203 | 11,728 | 19,013 | 6,720 |
| Muhlenberg | 11.6 | 1,049 | 1,582 | 1,720 | 1,199 | 979 | 1,923 | 1,795 | 1,353 | 21,243 | 28,938 | 10,759 |
| Nelson | 10.5 | 946 | 1,313 | 1,334 | 1,230 | 1,149 | 1,914 | 1,574 | 1,040 | 21,850 | 29,127 | 10,229 |
| Nicholas | 2.6 | 328 | 410 | 384 | 364 | 280 | 353 | 280 | 201 | 17,294 | 24,220 | 9,399 |
| Ohio | 7.8 | 839 | 1,128 | 937 | 828 | 725 | 1,222 | 1,368 | 753 | 21,070 | 27,692 | 10,286 |
| Oldham | 10.9 | 515 | 640 | 896 | 940 | 895 | 1,780 | 2,444 | 2,790 | 34,023 | 43,472 | 13,978 |
| Owen | 3.4 | 423 | 585 | 472 | 419 | 330 | 439 | 420 | 312 | 17,568 | 24,954 | 9,323 |
| Owsley | 1.8 | 332 | 350 | 322 | 258 | 175 | 170 | 119 | 74 | 13,277 | 18,837 | 6,781 |
| Pendleton | 4.4 | 501 | 595 | 519 | 514 | 497 | 810 | 630 | 334 | 20,710 | 26,228 | 9,538 |
| Perry | 10.5 | 1,122 | 1,388 | 1,333 | 1,135 | 888 | 1,451 | 1,625 | 1,558 | 21,488 | 30,608 | 10,713 |
| Pike | 25.9 | 3,450 | 4,025 | 4,004 | 2,983 | 2,659 | 4,372 | 2,878 | 1,529 | 17,488 | 23,928 | 8,619 |
| Powell | 4.1 | 549 | 675 | 656 | 574 | 406 | 598 | 421 | 221 | 16,311 | 22,356 | 7,768 |
| Pulaski | 19.0 | 2,717 | 3,526 | 3,216 | 2,255 | 1,745 | 2,475 | 1,890 | 1,176 | 15,078 | 22,948 | 8,755 |
| Robertson | .8 | 129 | 143 | 116 | 128 | 91 | 111 | 59 | 23 | 15,400 | 19,531 | 7,440 |
| Rockcastle | 5.5 | 1,064 | 1,062 | 864 | 784 | 545 | 548 | 373 | 260 | 13,611 | 19,507 | 7,201 |
| Rowan | 6.8 | 970 | 1,268 | 1,044 | 752 | 663 | 968 | 604 | 531 | 15,624 | 24,700 | 8,233 |
| Russell | 5.9 | 869 | 1,112 | 953 | 766 | 568 | 698 | 454 | 480 | 15,095 | 23,242 | 9,265 |
| Scott | 8.6 | 615 | 978 | 998 | 929 | 870 | 1,581 | 1,546 | 1,083 | 24,483 | 32,293 | 11,524 |
| Shelby | 9.1 | 872 | 995 | 896 | 892 | 828 | 1,495 | 1,712 | 1,410 | 25,424 | 33,324 | 12,130 |
| Simpson | 5.8 | 434 | 796 | 634 | 641 | 607 | 852 | 1,037 | 799 | 23,296 | 31,562 | 12,123 |
| Spencer | 2.5 | 264 | 309 | 259 | 256 | 250 | 460 | 392 | 310 | 23,352 | 28,748 | 10,416 |
| Taylor | 8.2 | 737 | 1,105 | 964 | 904 | 809 | 1,406 | 1,378 | 897 | 22,500 | 29,469 | 11,398 |
| Todd | 4.1 | 461 | 667 | 592 | 525 | 417 | 530 | 500 | 408 | 17,963 | 26,314 | 9,898 |
| Trigg | 4.1 | 514 | 656 | 596 | 581 | 444 | 564 | 475 | 270 | 17,439 | 24,037 | 9,476 |
| Trimble | 2.3 | 189 | 263 | 246 | 253 | 252 | 375 | 392 | 330 | 23,959 | 31,803 | 11,991 |
| Union | 5.5 | 578 | 726 | 680 | 529 | 500 | 1,012 | 872 | 603 | 22,460 | 29,398 | 9,859 |
| Warren | 28.9 | 2,957 | 3,831 | 3,850 | 3,443 | 2,978 | 4,915 | 4,032 | 2,894 | 20,589 | 28,868 | 10,863 |
| Washington | 3.7 | 497 | 564 | 485 | 434 | 376 | 575 | 431 | 338 | 18,452 | 26,255 | 9,341 |
| Wayne | 6.5 | 1,353 | 1,284 | 1,056 | 901 | 676 | 689 | 307 | 234 | 12,821 | 18,161 | 6,745 |
| Webster | 5.3 | 616 | 787 | 756 | 530 | 438 | 797 | 806 | 570 | 19,614 | 27,559 | 10,584 |
| Whitley | 12.1 | 1,752 | 2,005 | 2,024 | 1,414 | 1,060 | 1,637 | 1,306 | 902 | 15,731 | 24,460 | 8,886 |
| Wolfe | 2.5 | 402 | 564 | 402 | 339 | 227 | 206 | 207 | 153 | 13,405 | 20,408 | 7,849 |
| Woodford | 7.3 | 397 | 648 | 684 | 733 | 681 | 1,119 | 1,413 | 1,625 | 29,500 | 38,185 | 13,800 |
| **TOTAL METRO COUNTIES** | **652.3** | **50,844** | **68,776** | **71,045** | **68,005** | **63,270** | **111,721** | **113,482** | **105,157** | **25,359** | **33,833** | **12,850** |
| **TOTAL STATE** | **1,380.6** | **142,172** | **179,918** | **173,638** | **153,874** | **134,134** | **221,080** | **205,341** | **170,443** | **21,454** | **29,865** | **11,182** |
| **LOUISIANA** | | | | | | | | | | | | |
| **ALEXANDRIA** | **45.7** | **5,347** | **5,894** | **5,754** | **5,307** | **4,401** | **6,888** | **6,526** | **5,583** | **20,550** | **29,348** | **10,238** |
| Rapides | 45.7 | 5,347 | 5,894 | 5,754 | 5,307 | 4,401 | 6,888 | 6,526 | 5,583 | 20,550 | 29,348 | 10,238 |
| **BATON ROUGE** | **188.3** | **18,118** | **17,156** | **18,064** | **16,828** | **15,387** | **27,986** | **35,320** | **39,441** | **28,110** | **35,544** | **12,671** |
| Ascension | 19.4 | 1,781 | 2,079 | 1,928 | 1,564 | 1,358 | 2,812 | 4,420 | 3,458 | 29,000 | 33,088 | 10,973 |
| East Baton Rouge | 138.4 | 13,224 | 12,142 | 13,201 | 12,403 | 11,306 | 19,717 | 24,936 | 31,471 | 28,471 | 36,832 | 13,436 |
| Livingston | 23.9 | 2,419 | 2,266 | 2,321 | 2,266 | 2,171 | 4,446 | 4,729 | 3,282 | 26,321 | 30,656 | 10,334 |
| West Baton Rouge | 6.6 | 694 | 669 | 614 | 595 | 552 | 1,011 | 1,235 | 1,230 | 26,804 | 33,453 | 11,381 |
| **HOUMA - THIBODAUX** | **60.4** | **5,154** | **5,375** | **5,259** | **5,474** | **5,464** | **10,837** | **12,048** | **10,789** | **28,350** | **34,743** | **11,517** |
| Lafourche | 28.7 | 2,663 | 2,599 | 2,441 | 2,842 | 2,792 | 5,198 | 5,586 | 4,579 | 27,024 | 33,765 | 11,321 |
| Terrebonne | 31.7 | 2,491 | 2,776 | 2,818 | 2,632 | 2,672 | 5,639 | 6,462 | 6,210 | 29,551 | 35,627 | 11,691 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Under $5,000 | $5,000 To $9,999 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **LOUISIANA (continued)** | | | | | | | | | | | | |
| **LAFAYETTE** | **74.8** | **6,899** | **7,384** | **7,798** | **7,530** | **6,736** | **12,837** | **12,603** | **13,013** | **25,821** | **33,766** | **12,143** |
| Lafayette | 60.2 | 5,148 | 5,566 | 6,260 | 6,140 | 5,341 | 10,208 | 10,266 | 11,271 | 26,662 | 35,041 | 12,855 |
| St. Martin | 14.6 | 1,751 | 1,818 | 1,538 | 1,390 | 1,395 | 2,629 | 2,337 | 1,742 | 22,976 | 28,508 | 9,481 |
| **LAKE CHARLES** | **60.3** | **5,217** | **5,893** | **6,043** | **5,572** | **5,122** | **10,817** | **11,878** | **9,758** | **27,337** | **32,787** | **11,761** |
| Calcasieu | 60.3 | 5,217 | 5,893 | 6,043 | 5,572 | 5,122 | 10,817 | 11,878 | 9,758 | 27,337 | 32,787 | 11,761 |
| **MONROE** | **50.4** | **6,810** | **6,925** | **6,520** | **4,927** | **4,241** | **7,599** | **7,523** | **5,855** | **20,020** | **28,087** | **9,976** |
| Ouachita | 50.4 | 6,810 | 6,925 | 6,520 | 4,927 | 4,241 | 7,599 | 7,523 | 5,855 | 20,020 | 28,087 | 9,976 |
| **NEW ORLEANS** | **454.0** | **45,689** | **46,550** | **47,907** | **43,761** | **39,978** | **72,801** | **77,226** | **80,088** | **25,409** | **33,417** | **12,272** |
| Jefferson | 166.2 | 10,140 | 12,157 | 15,332 | 15,715 | 15,634 | 31,523 | 34,305 | 31,394 | 29,615 | 35,790 | 13,283 |
| Orleans | 186.5 | 27,484 | 25,831 | 22,863 | 19,659 | 15,935 | 23,858 | 22,301 | 28,569 | 19,227 | 30,211 | 11,440 |
| St. Bernard | 23.1 | 1,479 | 2,026 | 2,731 | 2,375 | 2,432 | 4,982 | 4,642 | 2,433 | 26,019 | 29,879 | 10,363 |
| St. Charles | 14.4 | 1,286 | 1,301 | 1,182 | 1,020 | 1,195 | 2,578 | 3,250 | 2,588 | 29,727 | 33,890 | 11,429 |
| St. John the Baptist | 12.8 | 1,214 | 908 | 1,028 | 920 | 871 | 1,855 | 2,709 | 3,295 | 32,879 | 38,187 | 12,129 |
| St. Tammany | 51.0 | 4,086 | 4,327 | 4,771 | 4,072 | 3,911 | 8,005 | 10,019 | 11,809 | 30,577 | 37,682 | 13,127 |
| **SHREVEPORT** | **123.5** | **12,744** | **13,464** | **14,042** | **13,613** | **12,135** | **20,537** | **18,993** | **17,972** | **23,187** | **31,480** | **11,673** |
| Bossier | 30.7 | 2,859 | 3,165 | 3,866 | 3,864 | 3,351 | 5,789 | 4,950 | 2,856 | 22,300 | 28,239 | 10,080 |
| Caddo | 92.8 | 9,885 | 10,299 | 10,176 | 9,749 | 8,784 | 14,748 | 14,043 | 15,116 | 23,519 | 32,553 | 12,230 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Acadia | 19.2 | 2,613 | 2,715 | 2,413 | 1,968 | 1,767 | 2,945 | 2,630 | 2,149 | 19,698 | 27,726 | 9,592 |
| Allen | 7.1 | 1,222 | 1,244 | 819 | 638 | 648 | 1,076 | 941 | 512 | 16,968 | 22,980 | 7,624 |
| Ascension | 19.4 | 1,781 | 2,079 | 1,928 | 1,564 | 1,358 | 2,812 | 4,420 | 3,458 | 29,000 | 33,088 | 10,973 |
| Assumption | 7.3 | 840 | 887 | 771 | 725 | 620 | 1,076 | 1,251 | 1,130 | 23,411 | 30,077 | 9,715 |
| Avoyelles | 13.4 | 2,751 | 2,558 | 1,992 | 1,592 | 1,177 | 1,572 | 1,011 | 747 | 13,501 | 19,954 | 6,873 |
| Beauregard | 10.3 | 1,179 | 1,430 | 1,116 | 1,010 | 904 | 1,609 | 1,520 | 1,532 | 22,175 | 30,109 | 10,338 |
| Bienville | 5.8 | 982 | 1,051 | 742 | 572 | 476 | 792 | 635 | 550 | 15,926 | [illegible]3,456 | 8,556 |
| Bossier | 30.7 | 2,859 | 3,165 | 3,866 | 3,864 | 3,351 | 5,789 | 4,950 | 2,856 | 22,300 | 28,239 | 10,080 |
| Caddo | 92.8 | 9,885 | 10,299 | 10,176 | 9,749 | 8,784 | 14,748 | 14,043 | 15,116 | 23,519 | 32,553 | 12,230 |
| Calcasieu | 60.3 | 5,217 | 5,893 | 6,043 | 5,572 | 5,122 | 10,817 | 11,878 | 9,758 | 27,337 | 32,787 | 11,761 |
| Caldwell | 3.5 | 638 | 641 | 455 | 384 | 308 | 423 | 358 | 293 | 15,178 | 23,456 | 8,464 |
| Cameron | 3.1 | 284 | 334 | 379 | 307 | 235 | 485 | 573 | 503 | 25,234 | 32,353 | 10,902 |
| Catahoula | 3.9 | 923 | 712 | 572 | 432 | 335 | 378 | 293 | 255 | 12,723 | 20,018 | 7,162 |
| Claiborne | 6.1 | 822 | 1,043 | 809 | 577 | 445 | 877 | 801 | 726 | 18,078 | 26,279 | 9,213 |
| Concordia | 7.2 | 1,277 | 1,089 | 836 | 716 | 508 | 942 | 1,034 | 798 | 17,567 | 25,745 | 9,042 |
| De Soto | 9.1 | 1,785 | 1,405 | 1,134 | 1,007 | 813 | 1,174 | 1,039 | 743 | 15,974 | 23,595 | 8,520 |
| East Baton Rouge | 138.4 | 13,224 | 12,142 | 13,201 | 12,403 | 11,306 | 19,717 | 24,936 | 31,471 | 28,471 | 36,832 | 13,436 |
| East Carroll | 3.1 | 991 | 655 | 455 | 265 | 177 | 219 | 188 | 150 | 9,086 | 16,159 | 5,218 |
| East Feliciana | 5.6 | 725 | 630 | 574 | 594 | 543 | 903 | 898 | 733 | 22,559 | 30,065 | 8,769 |
| Evangeline | 11.7 | 2,263 | 2,005 | 1,460 | 1,140 | 952 | 1,588 | 1,275 | 1,017 | 15,466 | 23,419 | 8,278 |
| Franklin | 7.7 | 1,888 | 1,555 | 1,205 | 818 | 528 | 861 | 516 | 329 | 11,736 | 17,779 | 6,167 |
| Grant | 6.3 | 1,040 | 951 | 782 | 652 | 540 | 855 | 843 | 637 | 17,782 | 24,695 | 8,890 |
| Iberia | 22.7 | 2,097 | 2,447 | 2,291 | 2,145 | 2,263 | 4,169 | 4,131 | 3,157 | 25,248 | 32,153 | 10,733 |
| Iberville | 9.8 | 1,189 | 1,184 | 1,026 | 881 | 727 | 1,165 | 1,560 | 2,068 | 24,267 | 34,0[illegible] | 10,791 |
| Jackson | 5.7 | 935 | 953 | 707 | 616 | 504 | 754 | 839 | 392 | 16,936 | 23,622 | 8,687 |
| Jefferson | 166.2 | 10,140 | 12,157 | 15,332 | 15,715 | 15,634 | 31,523 | 34,305 | 31,394 | 29,615 | 35,790 | 13,283 |
| Jefferson Davis | 10.6 | 1,611 | 1,483 | 1,255 | 992 | 956 | 1,862 | 1,548 | 893 | 19,796 | 25,666 | 8,920 |
| Lafayette | 60.2 | 5,148 | 5,566 | 6,260 | 6,140 | 5,341 | 10,208 | 10,266 | 11,271 | 26,662 | 35,041 | 12,855 |
| Lafourche | 28.7 | 2,663 | 2,599 | 2,441 | 2,842 | 2,792 | 5,198 | 5,586 | 4,579 | 27,024 | 33,765 | 11,321 |
| La Salle | 5.0 | 643 | 769 | 586 | 537 | 460 | 682 | 753 | 570 | 19,639 | 27,322 | 10,195 |
| Lincoln | 13.7 | 1,809 | 1,651 | 1,575 | 1,412 | 1,161 | 1,745 | 1,958 | 2,389 | 21,576 | 32,531 | 10,688 |
| Livingston | 23.9 | 2,419 | 2,266 | 2,321 | 2,266 | 2,171 | 4,446 | 4,729 | 3,282 | 26,321 | 30,656 | 10,334 |
| Madison | 4.2 | 1,132 | 89[illegible] | 685 | 457 | 260 | 342 | 236 | 197 | 10,562 | 17,654 | 6,078 |
| Morehouse | 10.9 | 2,403 | 2,137 | 1,490 | 972 | 767 | 1,337 | 1,030 | 764 | 12,827 | 20,625 | 7,069 |
| Natchitoches | 12.5 | 2,523 | 2,044 | 1,693 | 1,335 | 1,166 | 1,634 | 1,154 | 951 | 14,969 | 22,334 | 7,691 |
| Orleans | 186.5 | 27,484 | 25,831 | 22,863 | 19,659 | 15,935 | 23,858 | 22,301 | 28,569 | 19,227 | 30,211 | 11,440 |
| Ouachita | 50.4 | 6,810 | 6,925 | 6,520 | 4,927 | 4,241 | 7,599 | 7,523 | 5,855 | 20,020 | 28,087 | 9,976 |
| Plaquemines | 8.2 | 858 | 797 | 854 | 784 | 708 | 1,467 | 1,506 | 1,226 | 25,756 | 30,908 | 9,939 |
| Pointe Coupee | 7.7 | 1,313 | 1,020 | 774 | 711 | 620 | 969 | 1,143 | 1,150 | 20,242 | 28,886 | 9,929 |
| Rapides | 45.7 | 5,347 | 5,894 | 5,754 | 5,307 | 4,401 | 6,888 | 6,526 | 5,583 | 20,550 | 29,348 | 10,238 |
| Red River | 3.3 | 543 | 567 | 392 | 357 | 303 | 411 | 380 | 347 | 17,181 | 24,053 | 8,535 |
| Richland | 7.0 | 1,832 | 1,340 | 882 | 640 | 568 | 818 | 580 | 340 | 11,662 | 19,259 | 6,608 |
| Sabine | 8.3 | 1,293 | 1,203 | 999 | 1,014 | 858 | 1,165 | 952 | 816 | 18,234 | 25,160 | 9,281 |
| St. Bernard | 23.1 | 1,479 | 2,026 | 2,731 | 2,375 | 2,432 | 4,982 | 4,642 | 2,433 | 26,019 | 29,879 | 10,363 |
| St. Charles | 14.4 | 1,286 | 1,301 | 1,182 | 1,020 | 1,195 | 2,578 | 3,250 | 2,588 | 29,727 | 33,890 | 11,429 |
| St. Helena | 3.3 | 549 | 437 | 438 | 405 | 333 | 356 | 327 | 455 | 17,837 | 27,110 | 9,129 |
| St. James | 6.4 | 585 | 655 | 633 | 472 | 348 | 729 | 1,166 | 1,812 | 32,014 | 37,894 | 11,660 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES |  | Households by E B I Group |  |  |  |  |  |  |  |  |  |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Total Households (Thousands) | Under $5,000 | $5,000 To $9,999 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **LOUISIANA (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |
| **ALL COUNTIES (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |
| St. John the Baptist | 12.8 | 1,214 | 908 | 1,028 | 920 | 871 | 1,855 | 2,709 | 3,295 | 32,879 | 38,187 | 12,129 |
| St. Landry | 27.3 | 5,041 | 4,387 | 3,389 | 2,760 | 2,409 | 3,960 | 3,143 | 2,211 | 16,394 | 23,314 | 7,986 |
| St. Martin | 14.6 | 1,751 | 1,818 | 1,538 | 1,390 | 1,395 | 2,629 | 2,337 | 1,742 | 22,976 | 28,508 | 9,481 |
| St. Mary | 19.1 | 1,896 | 1,920 | 2,021 | 1,893 | 1,729 | 3,659 | 3,266 | 2,716 | 25,268 | 31,472 | 10,527 |
| St. Tammany | 51.0 | 4,086 | 4,327 | 4,771 | 4,072 | 3,911 | 8,005 | 10,019 | 11,809 | 30,577 | 37,682 | 13,127 |
| Tangipahoa | 29.6 | 4,431 | 3,972 | 3,901 | 3,331 | 2,589 | 3,812 | 4,070 | 3,494 | 18,637 | 27,746 | 9,594 |
| Tensas | 2.5 | 689 | 532 | 347 | 259 | 151 | 191 | 178 | 153 | 10,433 | 18,276 | 6,527 |
| Terrebonne | 31.7 | 2,491 | 2,776 | 2,818 | 2,632 | 2,672 | 5,639 | 6,462 | 6,210 | 29,551 | 35,627 | 11,691 |
| Union | 7.5 | 899 | 1,225 | 947 | 772 | 645 | 1,176 | 1,006 | 830 | 19,367 | 27,339 | 9,953 |
| Vermilion | 17.7 | 2,045 | 2,329 | 2,165 | 1,776 | 1,498 | 2,575 | 2,718 | 2,594 | 21,695 | 29,977 | 10,633 |
| Vernon | 19.3 | 2,114 | 3,007 | 4,030 | 2,717 | 2,003 | 2,598 | 1,780 | 1,051 | 15,811 | 25,619 | 7,922 |
| Washington | 15.4 | 2,720 | 2,297 | 1,999 | 1,669 | 1,367 | 2,070 | 1,793 | 1,485 | 16,856 | 24,175 | 8,658 |
| Webster | 15.8 | 2,104 | 2,258 | 1,801 | 1,582 | 1,385 | 2,370 | 2,323 | 1,977 | 20,589 | 28,040 | 10,599 |
| West Baton Rouge | 6.6 | 694 | 669 | 614 | 595 | 552 | 1,011 | 1,235 | 1,230 | 26,804 | 33,453 | 11,381 |
| West Carroll | 4.4 | 1,217 | 826 | 572 | 407 | 361 | 409 | 290 | 318 | 11,267 | 18,486 | 6,778 |
| West Feliciana | 2.7 | 434 | 359 | 265 | 228 | 209 | 316 | 370 | 519 | 21,500 | 40,067 | 8,386 |
| Winn | 5.8 | 1,051 | 1,152 | 761 | 643 | 489 | 727 | 591 | 386 | 14,573 | 21,005 | 7,520 |
| **TOTAL METRO COUNTIES** | **1,057.4** | **105,978** | **108,641** | **111,387** | **103,012** | **93,464** | **170,302** | **182,117** | **182,499** | **25,356** | **33,204** | **11,988** |
| **TOTAL STATE** | **1,494.2** | **174,157** | **173,388** | **166,379** | **148,176** | **131,277** | **231,545** | **238,714** | **230,564** | **23,167** | **31,232** | **11,093** |
| **MAINE** |  |  |  |  |  |  |  |  |  |  |  |  |
| **BANGOR** | **54.4** | **2,775** | **6,049** | **6,468** | **6,245** | **5,330** | **9,447** | **9,864** | **8,222** | **25,307** | **33,408** | **12,321** |
| Penobscot | 54.4 | 2,775 | 6,049 | 6,468 | 6,245 | 5,330 | 9,447 | 9,864 | 8,222 | 25,307 | 33,408 | 12,321 |
| **LEWISTON - AUBURN** | **40.4** | **1,979** | **4,240** | **4,623** | **4,724** | **4,272** | **7,344** | **7,215** | **6,003** | **25,416** | **33,422** | **12,726** |
| Androscoggin | 40.4 | 1,979 | 4,240 | 4,623 | 4,724 | 4,272 | 7,344 | 7,215 | 6,003 | 25,416 | 33,422 | 12,726 |
| **PORTLAND** | **95.4** | **4,175** | **7,926** | **9,136** | **9,439** | **8,726** | **16,201** | **18,509** | **21,288** | **29,780** | **39,843** | **15,495** |
| Cumberland | 95.4 | 4,175 | 7,926 | 9,136 | 9,439 | 8,726 | 16,201 | 18,509 | 21,288 | 29,780 | 39,843 | 15,495 |
| **ALL COUNTIES** |  |  |  |  |  |  |  |  |  |  |  |  |
| Androscoggin | 40.4 | 1,979 | 4,240 | 4,623 | 4,724 | 4,272 | 7,344 | 7,215 | 6,003 | 25,416 | 33,422 | 12,726 |
| Aroostook | 31.2 | 1,918 | 3,634 | 3,991 | 4,134 | 3,741 | 5,751 | 4,475 | 3,556 | 22,450 | 30,390 | 10,949 |
| Cumberland | 95.4 | 4,175 | 7,926 | 9,136 | 9,439 | 8,726 | 16,201 | 18,509 | 21,288 | 29,780 | 39,843 | 15,495 |
| Franklin | 10.9 | 565 | 1,136 | 1,303 | 1,351 | 1,184 | 1,819 | 1,952 | 1,590 | 24,637 | 32,882 | 12,233 |
| Hancock | 18.5 | 1,013 | 2,037 | 2,309 | 2,293 | 2,046 | 3,343 | 3,047 | 2,412 | 23,860 | 31,796 | 12,410 |
| Kennebec | 44.2 | 2,181 | 4,291 | 4,764 | 4,994 | 4,610 | 8,208 | 8,021 | 7,131 | 26,304 | 34,212 | 12,946 |
| Knox | 14.5 | 888 | 1,908 | 2,109 | 2,083 | 1,705 | 2,323 | 2,026 | 1,458 | 20,716 | 28,968 | 11,476 |
| Lincoln | 12.1 | 676 | 1,172 | 1,281 | 1,246 | 1,254 | 2,195 | 2,133 | 2,143 | 26,725 | 35,236 | 13,843 |
| Oxford | 20.3 | 1,079 | 2,224 | 2,424 | 2,600 | 2,419 | 3,666 | 3,265 | 2,623 | 23,746 | 31,445 | 12,021 |
| Penobscot | 54.4 | 2,775 | 6,049 | 6,468 | 6,245 | 5,330 | 9,447 | 9,864 | 8,222 | 25,307 | 33,408 | 12,321 |
| Piscataquis | 7.3 | 377 | 752 | 1,025 | 1,060 | 806 | 1,315 | 1,320 | 645 | 22,573 | 28,814 | 11,189 |
| Sagadahoc | 12.8 | 738 | 1,217 | 1,464 | 1,590 | 1,490 | 2,441 | 2,209 | 1,651 | 24,672 | 31,795 | 11,935 |
| Somerset | 18.7 | 1,199 | 2,556 | 2,695 | 2,546 | 2,041 | 3,507 | 2,559 | 1,597 | 20,833 | 27,927 | 10,403 |
| Waldo | 12.6 | 826 | 1,541 | 1,671 | 1,741 | 1,622 | 2,278 | 1,845 | 1,076 | 21,472 | 28,039 | 10,578 |
| Washington | 13.5 | 1,112 | 2,055 | 2,086 | 1,838 | 1,360 | 2,135 | 1,676 | 1,238 | 18,953 | 26,579 | 10,136 |
| York | 62.7 | 2,611 | 5,256 | 5,775 | 6,271 | 6,323 | 11,661 | 13,371 | 11,432 | 29,024 | 36,986 | 13,894 |
| **TOTAL METRO COUNTIES** | **190.2** | **8,929** | **18,215** | **20,227** | **20,408** | **18,328** | **32,992** | **35,588** | **35,513** | **27,450** | **36,639** | **13,968** |
| **TOTAL STATE** | **469.5** | **24,112** | **47,994** | **53,124** | **54,155** | **48,929** | **82,634** | **83,487** | **74,065** | **25,652** | **34,145** | **12,946** |
| **MARYLAND** |  |  |  |  |  |  |  |  |  |  |  |  |
| **BALTIMORE** | **888.6** | **46,510** | **65,341** | **68,672** | **73,224** | **72,623** | **138,551** | **178,884** | **244,795** | **33,440** | **40,715** | **15,044** |
| Anne Arundel | 151.3 | 4,792 | 6,587 | 8,336 | 10,476 | 11,330 | 23,875 | 34,272 | 51,632 | 38,921 | 46,183 | 16,134 |
| Baltimore | 271.1 | 8,406 | 14,189 | 17,832 | 21,207 | 22,179 | 45,337 | 60,144 | 81,806 | 36,322 | 43,677 | 16,932 |
| Baltimore city | 275.5 | 27,427 | 35,205 | 30,736 | 27,742 | 24,710 | 40,474 | 42,959 | 46,247 | 23,207 | 31,639 | 11,885 |
| Carroll | 43.1 | 1,437 | 2,613 | 3,243 | 3,443 | 3,591 | 7,621 | 10,421 | 10,731 | 34,494 | 40,178 | 13,765 |
| Harford | 64.5 | 2,430 | 3,392 | 4,344 | 5,264 | 5,432 | 10,443 | 14,691 | 18,504 | 35,854 | 41,949 | 14,555 |
| Howard | 70.3 | 1,377 | 2,141 | 2,782 | 3,755 | 4,191 | 8,539 | 14,047 | 33,468 | 48,046 | 53,467 | 19,506 |
| Queen Anne's | 12.8 | 641 | 1,214 | 1,399 | 1,337 | 1,190 | 2,262 | 2,350 | 2,407 | 27,766 | 34,284 | 12,647 |
| **CUMBERLAND** | **39.5** | **3,161** | **5,212** | **5,113** | **4,586** | **4,173** | **7,054** | **5,961** | **4,340** | **22,065** | **28,080** | **10,949** |
| Allegany | 29.5 | 2,097 | 3,828 | 3,763 | 3,385 | 2,908 | 5,233 | 4,728 | 3,558 | 22,949 | 29,121 | 11,516 |
| *Mineral, W. Va.* | *10.0* | *1,064* | *1,384* | *1,350* | *1,201* | *1,265* | *1,821* | *1,233* | *882* | *20,004* | *25,010* | *9,367* |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Under $5,000 | $5,000 To $9,999 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **MARYLAND (continued)** | | | | | | | | | | | | |
| **HAGERSTOWN** | **45.0** | **2,969** | **4,561** | **4,596** | **4,714** | **4,513** | **8,114** | **8,385** | **7,148** | **26,272** | **32,535** | **11,991** |
| Washington | 45.0 | 2,969 | 4,561 | 4,596 | 4,714 | 4,513 | 8,114 | 8,385 | 7,148 | 26,272 | 32,535 | 11,991 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Allegany | 29.5 | 2,097 | 3,828 | 3,763 | 3,385 | 2,908 | 5,233 | 4,728 | 3,558 | 22,949 | 29,121 | 11,516 |
| Anne Arundel | 151.3 | 4,792 | 6,587 | 8,336 | 10,476 | 11,330 | 23,875 | 34,272 | 51,632 | 38,921 | 46,183 | 16,134 |
| Baltimore | 271.1 | 8,406 | 14,189 | 17,832 | 21,207 | 22,179 | 45,337 | 60,144 | 81,806 | 36,322 | 43,677 | 16,932 |
| Baltimore city | 275.5 | 27,427 | 35,205 | 30,736 | 27,742 | 24,710 | 40,474 | 42,959 | 46,247 | 23,207 | 31,639 | 11,885 |
| ☐ Calvert | 17.5 | 733 | 940 | 1,173 | 1,224 | 1,117 | 2,226 | 3,894 | 6,193 | 39,729 | 45,173 | 14,915 |
| Caroline | 10.1 | 818 | 1,299 | 1,293 | 1,126 | 1,029 | 1,835 | 1,585 | 1,115 | 22,486 | 28,006 | 10,323 |
| Carroll | 43.1 | 1,437 | 2,613 | 3,243 | 3,443 | 3,591 | 7,621 | 10,421 | 10,731 | 34,494 | 40,178 | 13,765 |
| ☐ Cecil | 25.1 | 1,165 | 1,652 | 2,105 | 2,240 | 2,064 | 4,440 | 5,404 | 6,030 | 32,409 | 38,931 | 13,478 |
| ☐ Charles | 33.8 | 1,450 | 1,713 | 1,864 | 2,123 | 2,191 | 4,824 | 8,019 | 11,616 | 39,747 | 43,994 | 14,353 |
| Dorchester | 12.1 | 873 | 1,404 | 1,462 | 1,470 | 1,260 | 2,030 | 1,959 | 1,642 | 23,270 | 30,358 | 12,123 |
| ☐ Frederick | 53.7 | 1,952 | 2,939 | 3,519 | 4,140 | 4,253 | 8,267 | 11,811 | 16,819 | 37,162 | 43,666 | 15,296 |
| Garrett | 10.2 | 661 | 992 | 1,104 | 1,110 | 1,085 | 1,834 | 1,877 | 1,537 | 25,688 | 32,744 | 11,802 |
| Harford | 64.5 | 2,430 | 3,392 | 4,344 | 5,264 | 5,432 | 10,443 | 14,691 | 18,504 | 35,854 | 41,949 | 14,555 |
| Howard | 70.3 | 1,377 | 2,141 | 2,782 | 3,755 | 4,191 | 8,539 | 14,047 | 33,468 | 48,046 | 53,467 | 19,506 |
| Kent | 6.7 | 550 | 696 | 752 | 827 | 743 | 1,124 | 974 | 1,034 | 23,507 | 31,629 | 11,839 |
| ☐ Montgomery | 289.9 | 6,234 | 8,238 | 10,626 | 14,011 | 15,827 | 33,758 | 47,817 | 153,389 | 53,094 | 62,994 | 23,494 |
| ☐ Prince George's | 260.5 | 7,208 | 8,726 | 11,906 | 15,953 | 19,131 | 39,298 | 53,288 | 104,990 | 42,403 | 50,421 | 17,846 |
| Queen Anne's | 12.8 | 641 | 1,214 | 1,399 | 1,337 | 1,190 | 2,262 | 2,350 | 2,407 | 27,766 | 34,284 | 12,647 |
| St. Mary's | 26.0 | 1,249 | 1,342 | 1,904 | 2,209 | 2,105 | 4,041 | 5,342 | 7,808 | 35,409 | 42,603 | 14,293 |
| Somerset | 8.0 | 512 | 983 | 1,022 | 987 | 861 | 1,347 | 1,187 | 1,101 | 22,708 | 30,150 | 10,220 |
| Talbot | 12.8 | 581 | 1,029 | 1,169 | 1,224 | 1,171 | 2,190 | 2,148 | 3,288 | 30,229 | 41,084 | 17,018 |
| Washington | 45.0 | 2,969 | 4,561 | 4,596 | 4,714 | 4,513 | 8,114 | 8,385 | 7,148 | 26,272 | 32,535 | 11,991 |
| Wicomico | 28.1 | 1,850 | 2,650 | 2,871 | 2,993 | 2,733 | 4,982 | 4,980 | 5,041 | 26,690 | 33,974 | 12,712 |
| Worcester | 14.3 | 1,144 | 1,826 | 2,054 | 1,886 | 1,555 | 2,463 | 1,812 | 1,560 | 20,663 | 27,387 | 11,063 |
| **TOTAL METRO COUNTIES** | **1,643.6** | **70,318** | **97,938** | **108,224** | **121,014** | **124,627** | **244,711** | **322,230** | **554,538** | **37,265** | **45,935** | **16,788** |
| **TOTAL STATE** | **1,771.9** | **78,556** | **110,159** | **121,855** | **134,846** | **137,169** | **266,557** | **344,094** | **578,664** | **36,408** | **45,102** | **16,499** |
| **MASSACHUSETTS** | | | | | | | | | | | | |
| **BOSTON - LAWRENCE - SALEM - LOWELL - BROCKTON** | **1,415.0** | **57,857** | **108,150** | **108,618** | **104,633** | **102,892** | **198,320** | **262,311** | **472,219** | **36,445** | **48,246** | **18,006** |
| Essex | 252.1 | 11,543 | 21,341 | 20,476 | 19,388 | 18,572 | 35,657 | 47,633 | 77,490 | 34,725 | 45,389 | 17,023 |
| Middlesex | 520.5 | 15,983 | 31,836 | 34,013 | 34,074 | 34,243 | 69,815 | 97,984 | 202,552 | 40,827 | 53,244 | 19,781 |
| Norfolk | 228.0 | 6,717 | 13,529 | 13,855 | 14,439 | 14,676 | 29,788 | 43,640 | 91,356 | 41,815 | 53,428 | 19,753 |
| Plymouth | 150.6 | 5,311 | 11,778 | 11,761 | 12,176 | 11,872 | 23,417 | 31,334 | 42,951 | 34,565 | 43,713 | 15,023 |
| Suffolk | 263.8 | 18,303 | 29,666 | 28,513 | 24,556 | 23,529 | 39,643 | 41,720 | 57,870 | 26,656 | 39,225 | 15,600 |
| **NEW BEDFORD - FALL RIVER - ATTLEBORO** | **188.7** | **9,792** | **21,490** | **19,480** | **18,265** | **16,482** | **32,132** | **35,805** | **35,254** | **27,620** | **35,918** | **13,313** |
| Bristol | 188.7 | 9,792 | 21,490 | 19,480 | 18,265 | 16,482 | 32,132 | 35,805 | 35,254 | 27,620 | 35,918 | 13,313 |
| **PITTSFIELD** | **54.2** | **2,705** | **5,760** | **5,537** | **5,561** | **5,156** | **9,110** | **10,066** | **10,305** | **27,432** | **36,806** | **14,352** |
| Berkshire | 54.2 | 2,705 | 5,760 | 5,537 | 5,561 | 5,156 | 9,110 | 10,066 | 10,305 | 27,432 | 36,806 | 14,352 |
| **SPRINGFIELD** | **221.4** | **11,872** | **23,978** | **21,428** | **21,156** | **19,886** | **36,315** | **41,908** | **44,857** | **28,208** | **37,438** | **13,664** |
| Hampden | 171.0 | 9,366 | 19,173 | 16,236 | 16,053 | 15,235 | 27,361 | 32,127 | 35,449 | 28,220 | 37,135 | 13,829 |
| Hampshire | 50.4 | 2,506 | 4,805 | 5,192 | 5,103 | 4,651 | 8,954 | 9,781 | 9,408 | 28,167 | 38,466 | 13,153 |
| **WORCESTER - FITCHBURG - LEOMINSTER** | **263.2** | **10,675** | **23,360** | **23,085** | **22,578** | **21,412** | **41,045** | **53,378** | **67,667** | **32,267** | **41,778** | **15,325** |
| Worcester | 263.2 | 10,675 | 23,360 | 23,085 | 22,578 | 21,412 | 41,045 | 53,378 | 67,667 | 32,267 | 41,778 | 15,325 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Barnstable | 79.0 | 3,191 | 7,056 | 8,157 | 8,701 | 7,800 | 13,441 | 14,445 | 16,209 | 28,032 | 38,146 | 15,878 |
| Berkshire | 54.2 | 2,705 | 5,760 | 5,537 | 5,561 | 5,156 | 9,110 | 10,066 | 10,305 | 27,432 | 36,806 | 14,352 |
| Bristol | 188.7 | 9,792 | 21,490 | 19,480 | 18,265 | 16,482 | 32,132 | 35,805 | 35,254 | 27,620 | 35,918 | 13,313 |
| Dukes | 5.1 | 219 | 511 | 611 | 649 | 587 | 889 | 807 | 827 | 24,767 | 34,704 | 14,873 |
| Essex | 252.1 | 11,543 | 21,341 | 20,476 | 19,388 | 18,572 | 35,657 | 47,633 | 77,490 | 34,725 | 45,389 | 17,023 |
| Franklin | 27.9 | 1,519 | 2,898 | 3,211 | 3,113 | 2,715 | 4,950 | 5,251 | 4,243 | 25,893 | 33,929 | 13,370 |
| Hampden | 171.0 | 9,366 | 19,173 | 16,236 | 16,053 | 15,235 | 27,361 | 32,127 | 35,449 | 28,220 | 37,135 | 13,829 |
| Hampshire | 50.4 | 2,506 | 4,805 | 5,192 | 5,103 | 4,651 | 8,954 | 9,781 | 9,408 | 28,167 | 38,466 | 13,153 |
| Middlesex | 520.5 | 15,983 | 31,836 | 34,013 | 34,074 | 34,243 | 69,815 | 97,984 | 202,552 | 40,827 | 53,244 | 19,781 |
| Nantucket | 2.6 | 85 | 166 | 221 | 220 | 189 | 459 | 605 | 655 | 34,184 | 45,764 | 19,506 |
| Norfolk | 228.0 | 6,717 | 13,529 | 13,855 | 14,439 | 14,676 | 29,788 | 43,640 | 91,356 | 41,815 | 53,428 | 19,753 |
| Plymouth | 150.6 | 5,311 | 11,778 | 11,761 | 12,176 | 11,872 | 23,417 | 31,334 | 42,951 | 34,565 | 43,713 | 15,023 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Under $5,000 | $5,000 To $9,999 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **MASSACHUSETTS (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Suffolk | 263.8 | 18,303 | 29,666 | 28,513 | 24,556 | 23,529 | 39,643 | 41,720 | 57,870 | 26,656 | 39,225 | 15,600 |
| Worcester | 263.2 | 10,675 | 23,360 | 23,085 | 22,578 | 21,412 | 41,045 | 53,378 | 67,667 | 32,267 | 41,778 | 15,325 |
| **TOTAL METRO COUNTIES** | **2,142.5** | **92,901** | **182,738** | **178,148** | **172,193** | **165,828** | **316,922** | **403,468** | **630,302** | **33,747** | **44,960** | **16,713** |
| **TOTAL STATE** | **2,257.1** | **97,915** | **193,369** | **190,348** | **184,876** | **177,119** | **336,661** | **424,576** | **652,236** | **33,363** | **44,562** | **16,647** |
| **MICHIGAN** | | | | | | | | | | | | |
| **ANN ARBOR** | **105.3** | **6,218** | **8,539** | **10,133** | **9,940** | **9,423** | **17,835** | **20,457** | **22,755** | **29,515** | **38,987** | **14,415** |
| Washtenaw | 105.3 | 6,218 | 8,539 | 10,133 | 9,940 | 9,423 | 17,835 | 20,457 | 22,755 | 29,515 | 38,987 | 14,415 |
| **BATTLE CREEK** | **51.9** | **2,742** | **4,998** | **4,922** | **4,788** | **4,352** | **8,311** | **10,042** | **11,745** | **29,888** | **37,897** | **14,452** |
| Calhoun | 51.9 | 2,742 | 4,998 | 4,922 | 4,788 | 4,352 | 8,311 | 10,042 | 11,745 | 29,888 | 37,897 | 14,452 |
| **BENTON HARBOR** | **61.0** | **4,047** | **6,743** | **7,233** | **6,340** | **5,703** | **10,332** | **11,198** | **9,404** | **25,403** | **33,250** | **12,567** |
| Berrien | 61.0 | 4,047 | 6,743 | 7,233 | 6,340 | 5,703 | 10,332 | 11,198 | 9,404 | 25,403 | 33,250 | 12,567 |
| **DETROIT** | **1,621.0** | **105,997** | **143,234** | **138,977** | **128,895** | **128,809** | **268,452** | **321,328** | **385,308** | **31,089** | **39,530** | **14,603** |
| Lapeer | 24.9 | 1,282 | 1,885 | 2,106 | 2,044 | 2,091 | 4,825 | 5,596 | 5,071 | 31,418 | 37,818 | 12,473 |
| Livingston | 39.6 | 1,347 | 2,154 | 2,677 | 2,659 | 2,733 | 6,595 | 9,552 | 11,883 | 37,298 | 44,301 | 14,905 |
| Macomb | 266.1 | 13,109 | 19,901 | 22,854 | 23,327 | 25,667 | 56,723 | 63,120 | 41,399 | 29,806 | 35,294 | 13,037 |
| Monroe | 46.6 | 1,436 | 2,674 | 3,165 | 3,289 | 2,934 | 6,103 | 10,346 | 16,653 | 40,197 | 47,541 | 16,533 |
| Oakland | 415.0 | 13,776 | 22,153 | 24,286 | 25,959 | 27,097 | 58,768 | 82,351 | 160,610 | 40,945 | 52,179 | 19,768 |
| St. Clair | 53.3 | 3,598 | 5,213 | 5,335 | 4,814 | 4,793 | 9,544 | 10,733 | 9,270 | 28,030 | 34,845 | 12,660 |
| Wayne | 775.5 | 71,449 | 89,254 | 78,554 | 66,803 | 63,494 | 125,894 | 139,630 | 140,422 | 26,448 | 33,867 | 12,517 |
| ***DETROIT - ANN ARBOR CONSOLIDATED AREA*** | ***1,726.3*** | ***112,215*** | ***151,773*** | ***149,110*** | ***138,835*** | ***138,232*** | ***286,287*** | ***341,785*** | ***408,063*** | ***30,998*** | ***39,497*** | ***14,592*** |
| **FLINT** | **160.8** | **12,626** | **16,993** | **16,155** | **14,255** | **15,407** | **30,631** | **32,939** | **21,794** | **26,553** | **32,161** | **12,052** |
| Genesee | 160.8 | 12,626 | 16,993 | 16,155 | 14,255 | 15,407 | 30,631 | 32,939 | 21,794 | 26,553 | 32,161 | 12,052 |
| **GRAND RAPIDS** | **247.3** | **11,180** | **19,787** | **22,474** | **22,344** | **21,853** | **45,036** | **51,725** | **52,901** | **30,848** | **38,915** | **13,823** |
| Kent | 183.6 | 9,140 | 16,108 | 17,727 | 17,313 | 16,751 | 33,020 | 36,662 | 36,879 | 29,568 | 37,768 | 13,717 |
| Ottawa | 63.7 | 2,040 | 3,679 | 4,747 | 5,031 | 5,102 | 12,016 | 15,063 | 16,022 | 34,401 | 42,222 | 14,104 |
| **JACKSON** | **53.9** | **3,036** | **4,809** | **5,314** | **5,008** | **4,982** | **9,907** | **10,854** | **9,990** | **28,816** | **36,042** | **12,917** |
| Jackson | 53.9 | 3,036 | 4,809 | 5,314 | 5,008 | 4,982 | 9,907 | 10,854 | 9,990 | 28,816 | 36,042 | 12,917 |
| **KALAMAZOO** | **84.1** | **4,212** | **7,064** | **8,078** | **7,871** | **7,366** | **14,016** | **16,458** | **19,035** | **30,387** | **39,513** | **14,802** |
| Kalamazoo | 84.1 | 4,212 | 7,064 | 8,078 | 7,871 | 7,366 | 14,016 | 16,458 | 19,035 | 30,387 | 39,513 | 14,802 |
| **LANSING - EAST LANSING** | **157.6** | **8,400** | **13,095** | **15,216** | **14,817** | **14,592** | **28,270** | **31,747** | **31,463** | **29,475** | **37,618** | **13,645** |
| Clinton | 20.4 | 805 | 1,546 | 1,848 | 1,568 | 1,990 | 4,405 | 4,728 | 3,510 | 30,414 | 36,022 | 12,605 |
| Eaton | 34.3 | 1,529 | 2,379 | 2,894 | 2,915 | 3,045 | 6,727 | 7,752 | 7,059 | 31,467 | 37,801 | 13,838 |
| Ingham | 102.9 | 6,066 | 9,170 | 10,474 | 10,334 | 9,557 | 17,138 | 19,267 | 20,894 | 28,423 | 37,873 | 13,795 |
| **MUSKEGON** | **58.0** | **3,394** | **6,247** | **6,547** | **6,138** | **5,695** | **10,498** | **10,470** | **9,011** | **25,896** | **33,061** | **12,015** |
| Muskegon | 58.0 | 3,394 | 6,247 | 6,547 | 6,138 | 5,695 | 10,498 | 10,470 | 9,011 | 25,896 | 33,061 | 12,015 |
| **SAGINAW - BAY CITY - MIDLAND** | **147.9** | **11,183** | **15,309** | **14,491** | **12,677** | **12,936** | **27,418** | **29,499** | **24,387** | **27,682** | **34,320** | **12,737** |
| Bay | 42.0 | 3,198 | 4,836 | 4,237 | 3,646 | 3,583 | 8,049 | 8,283 | 6,168 | 27,037 | 32,812 | 12,382 |
| Midland | 28.0 | 1,159 | 2,047 | 2,092 | 2,035 | 1,899 | 3,970 | 6,213 | 8,585 | 36,586 | 44,865 | 16,507 |
| Saginaw | 77.9 | 6,826 | 8,426 | 8,162 | 6,996 | 7,454 | 15,399 | 15,003 | 9,634 | 25,719 | 31,342 | 11,566 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Alcona | 4.3 | 256 | 595 | 660 | 617 | 464 | 700 | 549 | 459 | 20,204 | 28,258 | 11,913 |
| Alger | 3.3 | 197 | 419 | 417 | 356 | 285 | 649 | 602 | 375 | 24,593 | 30,088 | 11,032 |
| Allegan | 32.1 | 1,405 | 2,626 | 2,945 | 3,170 | 3,037 | 5,543 | 7,004 | 6,370 | 30,140 | 37,715 | 13,231 |
| Alpena | 11.8 | 811 | 1,540 | 1,425 | 1,218 | 1,155 | 2,224 | 1,969 | 1,458 | 23,995 | 30,333 | 11,697 |
| Antrim | 7.1 | 767 | 1,112 | 1,178 | 1,027 | 799 | 1,173 | 726 | 318 | 17,312 | 23,027 | 8,885 |
| Arenac | 5.7 | 637 | 959 | 1,019 | 751 | 562 | 911 | 597 | 264 | 16,514 | 22,626 | 8,598 |
| Baraga | 3.1 | 282 | 541 | 491 | 359 | 288 | 523 | 412 | 204 | 18,068 | 25,315 | 9,810 |
| Barry | 17.9 | 1,065 | 1,746 | 2,053 | 1,878 | 1,796 | 3,780 | 3,399 | 2,183 | 26,184 | 32,086 | 11,373 |
| Bay | 42.0 | 3,198 | 4,836 | 4,237 | 3,646 | 3,583 | 8,049 | 8,283 | 6,168 | 27,037 | 32,812 | 12,382 |
| Benzie | 4.8 | 240 | 534 | 600 | 605 | 528 | 846 | 824 | 623 | 23,973 | 31,469 | 12,280 |
| Berrien | 61.0 | 4,047 | 6,743 | 7,233 | 6,340 | 5,703 | 10,332 | 11,198 | 9,404 | 25,403 | 33,250 | 12,567 |
| Branch | 15.0 | 966 | 1,502 | 1,762 | 1,848 | 1,649 | 2,884 | 2,618 | 1,771 | 24,248 | 31,084 | 11,155 |
| Calhoun | 51.9 | 2,742 | 4,998 | 4,922 | 4,788 | 4,352 | 8,311 | 10,042 | 11,745 | 29,888 | 37,897 | 14,452 |
| Cass | 18.3 | 1,072 | 1,712 | 2,041 | 1,986 | 1,878 | 3,434 | 3,433 | 2,744 | 26,265 | 33,204 | 12,251 |
| Charlevoix | 8.3 | 829 | 1,302 | 1,272 | 1,089 | 853 | 1,366 | 1,069 | 520 | 18,394 | 24,882 | 9,517 |
| Cheboygan | 8.2 | 634 | 1,201 | 1,276 | 1,058 | 921 | 1,451 | 1,077 | 582 | 19,655 | 25,993 | 9,914 |
| Chippewa | 11.7 | 1,168 | 1,981 | 1,853 | 1,450 | 1,221 | 1,918 | 1,393 | 716 | 17,824 | 25,044 | 8,372 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

S&MM ESTIMATES

| METRO AREA County | 12/31/90 Total Households (Thousands) | Households by E B I Group | | | | | | | | Median Household E B I | Average Household E B I | Per Capita E B I |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under $5,000 | $5,000 To $9,999 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 Or More | | | |
| **MICHIGAN (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Clare | 9.8 | 779 | 1,604 | 1,873 | 1,309 | 952 | 1,361 | 1,137 | 785 | 17,129 | 25,031 | 9,734 |
| Clinton | 20.4 | 805 | 1,546 | 1,848 | 1,568 | 1,990 | 4,405 | 4,728 | 3,510 | 30,414 | 36,022 | 12,605 |
| Crawford | 4.5 | 200 | 455 | 634 | 644 | 460 | 640 | 723 | 744 | 23,284 | 34,720 | 12,499 |
| Delta | 14.5 | 818 | 1,862 | 1,718 | 1,470 | 1,240 | 2,432 | 2,829 | 2,131 | 25,573 | 32,462 | 12,485 |
| Dickinson | 10.7 | 935 | 1,746 | 1,534 | 1,131 | 1,136 | 1,959 | 1,471 | 788 | 20,018 | 26,271 | 10,450 |
| Eaton | 34.3 | 1,529 | 2,379 | 2,894 | 2,915 | 3,045 | 6,727 | 7,752 | 7,059 | 31,467 | 37,801 | 13,838 |
| Emmet | 9.6 | 723 | 1,317 | 1,334 | 1,090 | 986 | 1,683 | 1,439 | 1,028 | 21,616 | 29,211 | 11,084 |
| Genesee | 160.8 | 12,626 | 16,993 | 16,155 | 14,255 | 15,407 | 30,631 | 32,939 | 21,794 | 26,553 | 32,161 | 12,052 |
| Gladwin | 8.4 | 521 | 1,166 | 1,278 | 1,080 | 761 | 1,140 | 1,401 | 1,053 | 21,013 | 29,474 | 11,203 |
| Gogebic | 7.4 | 677 | 1,406 | 1,399 | 1,079 | 823 | 1,095 | 629 | 292 | 15,838 | 22,060 | 9,120 |
| Grand Traverse | 24.4 | 1,521 | 2,722 | 2,975 | 2,947 | 2,791 | 4,494 | 4,184 | 2,766 | 23,622 | 31,189 | 11,654 |
| Gratiot | 13.7 | 709 | 1,107 | 1,260 | 1,267 | 1,161 | 2,122 | 2,735 | 3,339 | 31,000 | 40,519 | 14,234 |
| Hillsdale | 15.7 | 1,198 | 1,882 | 2,034 | 1,930 | 1,703 | 2,991 | 2,450 | 1,512 | 22,206 | 29,053 | 10,462 |
| Houghton | 13.1 | 1,064 | 2,258 | 2,091 | 1,787 | 1,409 | 2,035 | 1,501 | 955 | 17,974 | 26,062 | 9,672 |
| Huron | 13.2 | 1,116 | 1,744 | 1,882 | 1,707 | 1,428 | 2,305 | 1,845 | 1,173 | 20,473 | 27,489 | 10,397 |
| Ingham | 102.9 | 6,066 | 9,170 | 10,474 | 10,334 | 9,557 | 17,138 | 19,267 | 20,894 | 28,423 | 37,873 | 13,795 |
| Ionia | 18.7 | 922 | 1,712 | 1,743 | 1,828 | 1,747 | 3,191 | 3,927 | 3,630 | 29,395 | 36,744 | 11,929 |
| Iosco | 11.6 | 775 | 1,845 | 2,392 | 1,607 | 1,221 | 1,817 | 1,270 | 673 | 17,270 | 24,790 | 9,490 |
| Iron | 5.6 | 319 | 1,019 | 859 | 701 | 522 | 810 | 860 | 510 | 19,148 | 27,010 | 11,546 |
| Isabella | 17.6 | 833 | 1,457 | 1,831 | 1,960 | 1,760 | 2,991 | 2,955 | 3,813 | 27,839 | 39,780 | 12,800 |
| Jackson | 53.9 | 3,036 | 4,809 | 5,314 | 5,008 | 4,982 | 9,907 | 10,854 | 9,990 | 28,816 | 36,042 | 12,917 |
| Kalamazoo | 84.1 | 4,212 | 7,064 | 8,078 | 7,871 | 7,366 | 14,016 | 16,458 | 19,035 | 30,387 | 39,513 | 14,802 |
| Kalkaska | 5.0 | 405 | 733 | 730 | 671 | 525 | 860 | 732 | 344 | 19,678 | 25,975 | 9,480 |
| Kent | 183.6 | 9,140 | 16,108 | 17,727 | 17,313 | 16,751 | 33,020 | 36,662 | 36,879 | 29,568 | 37,768 | 13,717 |
| Keweenaw | .8 | 55 | 155 | 143 | 111 | 85 | 109 | 92 | 50 | 17,250 | 23,853 | 11,225 |
| Lake | 3.6 | 636 | 842 | 675 | 460 | 273 | 400 | 225 | 89 | 12,300 | 17,501 | 7,242 |
| Lapeer | 24.9 | 1,282 | 1,885 | 2,106 | 2,044 | 2,091 | 4,825 | 5,596 | 5,071 | 31,418 | 37,818 | 12,473 |
| Leelanau | 6.3 | 389 | 636 | 764 | 754 | 690 | 1,247 | 1,003 | 817 | 24,259 | 32,025 | 12,081 |
| Lenawee | 31.8 | 1,743 | 2,810 | 3,358 | 3,355 | 3,391 | 6,268 | 6,593 | 4,282 | 26,863 | 33,557 | 11,612 |
| Livingston | 39.6 | 1,347 | 2,154 | 2,677 | 2,659 | 2,733 | 6,595 | 9,552 | 11,883 | 37,298 | 44,301 | 14,905 |
| Luce | 2.1 | 120 | 285 | 288 | 282 | 250 | 350 | 327 | 198 | 21,333 | 28,816 | 10,616 |
| Mackinac | 4.3 | 310 | 647 | 709 | 576 | 494 | 765 | 579 | 220 | 19,124 | 24,758 | 9,950 |
| Macomb | 266.1 | 13,109 | 19,901 | 22,854 | 23,327 | 25,667 | 56,723 | 63,120 | 41,399 | 29,806 | 35,294 | 13,037 |
| Manistee | 8.6 | 815 | 1,240 | 1,218 | 974 | 898 | 1,663 | 1,128 | 664 | 20,265 | 26,515 | 10,756 |
| Marquette | 25.4 | 1,420 | 2,859 | 3,144 | 2,819 | 2,375 | 4,692 | 5,212 | 2,879 | 25,198 | 32,224 | 11,560 |
| Mason | 10.0 | 758 | 1,319 | 1,328 | 1,199 | 1,115 | 1,904 | 1,468 | 909 | 21,750 | 28,381 | 11,130 |
| Mecosta | 12.3 | 1,163 | 1,990 | 2,148 | 1,642 | 1,316 | 1,846 | 1,421 | 774 | 17,546 | 26,200 | 8,616 |
| Menominee | 9.8 | 834 | 1,508 | 1,430 | 1,231 | 1,245 | 1,914 | 1,119 | 519 | 19,580 | 24,491 | 9,639 |
| Midland | 28.0 | 1,159 | 2,047 | 2,092 | 2,035 | 1,899 | 3,970 | 6,213 | 8,585 | 36,586 | 44,865 | 16,507 |
| Missaukee | 4.4 | 377 | 650 | 754 | 647 | 523 | 733 | 499 | 217 | 18,129 | 24,210 | 8,661 |
| Monroe | 46.6 | 1,436 | 2,674 | 3,165 | 3,289 | 2,934 | 6,103 | 10,346 | 16,653 | 40,197 | 47,541 | 16,533 |
| Montcalm | 18.8 | 1,326 | 2,277 | 2,348 | 2,173 | 2,039 | 3,389 | 3,170 | 2,078 | 23,070 | 29,851 | 10,450 |
| Montmorency | 3.6 | 317 | 551 | 583 | 528 | 386 | 547 | 405 | 283 | 18,053 | 25,509 | 10,204 |
| Muskegon | 58.0 | 3,394 | 6,247 | 6,547 | 6,138 | 5,695 | 10,498 | 10,470 | 9,011 | 25,896 | 33,061 | 12,015 |
| Newaygo | 13.9 | 1,167 | 1,946 | 2,000 | 1,658 | 1,418 | 2,459 | 2,119 | 1,133 | 20,613 | 27,074 | 9,750 |
| Oakland | 415.0 | 13,776 | 22,153 | 24,286 | 25,959 | 27,097 | 58,768 | 82,351 | 160,610 | 40,945 | 52,179 | 19,768 |
| Oceana | 8.1 | 432 | 918 | 883 | 874 | 815 | 1,410 | 1,488 | 1,280 | 25,785 | 34,083 | 12,215 |
| Ogemaw | 7.3 | 718 | 1,360 | 1,325 | 917 | 703 | 1,026 | 778 | 473 | 16,083 | 23,671 | 9,095 |
| Ontonagon | 3.6 | 326 | 640 | 604 | 403 | 399 | 658 | 419 | 151 | 17,819 | 23,665 | 9,681 |
| Osceola | 7.4 | 438 | 857 | 913 | 923 | 834 | 1,295 | 1,196 | 944 | 23,440 | 30,740 | 11,206 |
| Oscoda | 3.2 | 408 | 687 | 643 | 434 | 344 | 426 | 168 | 90 | 13,694 | 18,933 | 7,573 |
| Otsego | 6.6 | 247 | 535 | 723 | 841 | 780 | 1,257 | 1,170 | 1,047 | 26,137 | 34,579 | 12,471 |
| Ottawa | 63.7 | 2,040 | 3,679 | 4,747 | 5,031 | 5,102 | 12,016 | 15,063 | 16,022 | 34,401 | 42,222 | 14,104 |
| Presque Isle | 5.4 | 887 | 1,039 | 794 | 613 | 568 | 828 | 436 | 235 | 14,851 | 20,925 | 8,188 |
| Roscommon | 8.7 | 751 | 1,568 | 1,640 | 1,292 | 937 | 1,122 | 836 | 554 | 16,275 | 22,994 | 9,903 |
| Saginaw | 77.9 | 6,826 | 8,426 | 8,162 | 6,996 | 7,454 | 15,399 | 15,003 | 9,634 | 25,719 | 31,342 | 11,566 |
| St. Clair | 53.3 | 3,598 | 5,213 | 5,335 | 4,814 | 4,793 | 9,544 | 10,733 | 9,270 | 28,030 | 34,845 | 12,660 |
| St. Joseph | 21.7 | 855 | 1,656 | 2,189 | 2,466 | 2,238 | 3,904 | 4,186 | 4,206 | 28,347 | 36,508 | 13,382 |
| Sanilac | 14.7 | 1,245 | 1,921 | 2,216 | 1,983 | 1,662 | 2,548 | 2,000 | 1,125 | 19,963 | 26,692 | 9,809 |
| Schoolcraft | 3.3 | 140 | 448 | 448 | 416 | 338 | 520 | 580 | 410 | 22,905 | 30,783 | 12,239 |
| Shiawassee | 24.9 | 1,412 | 2,062 | 2,298 | 2,336 | 2,246 | 4,856 | 5,497 | 4,193 | 29,595 | 35,308 | 12,578 |
| Tuscola | 19.5 | 1,301 | 1,782 | 2,075 | 2,091 | 1,902 | 3,652 | 3,916 | 2,781 | 26,694 | 32,862 | 11,525 |
| Van Buren | 25.6 | 2,252 | 3,638 | 3,601 | 3,005 | 2,812 | 4,589 | 3,858 | 1,845 | 20,543 | 26,568 | 9,634 |
| Washtenaw | 105.3 | 6,218 | 8,539 | 10,133 | 9,940 | 9,423 | 17,835 | 20,457 | 22,755 | 29,515 | 38,987 | 14,415 |
| Wayne | 775.5 | 71,449 | 89,254 | 78,554 | 66,803 | 63,494 | 125,894 | 139,630 | 140,422 | 26,448 | 33,867 | 12,517 |
| Wexford | 10.0 | 860 | 1,518 | 1,768 | 1,340 | 1,179 | 1,576 | 1,061 | 698 | 18,207 | 24,991 | 9,431 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Under $5,000 | $5,000 To $9,999 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **MICHIGAN (continued)** | | | | | | | | | | | | |
| **TOTAL METRO COUNTIES** | **2,748.8** | **173,035** | **246,818** | **249,540** | **233,073** | **231,118** | **470,706** | **546,717** | **597,793** | **30,072** | **38,257** | **14,091** |
| **TOTAL STATE** | **3,429.6** | **220,581** | **330,967** | **339,109** | **313,036** | **301,434** | **589,987** | **657,426** | **677,060** | **28,505** | **36,668** | **13,489** |
| **MINNESOTA** | | | | | | | | | | | | |
| **DULUTH** | **94.7** | **6,076** | **11,518** | **10,614** | **9,003** | **8,131** | **17,037** | **19,102** | **13,219** | **26,287** | **32,678** | **12,975** |
| St. Louis | 78.3 | 5,115 | 9,492 | 8,566 | 7,250 | 6,630 | 14,125 | 16,148 | 10,974 | 26,657 | 32,880 | 13,082 |
| *Douglas, Wisc.* | *16.4* | *961* | *2,026* | *2,048* | *1,753* | *1,501* | *2,912* | *2,954* | *2,245* | *24,724* | *31,715* | *12,473* |
| **FARGO - MOORHEAD** | **58.2** | **3,980** | **5,868** | **6,665** | **6,199** | **5,849** | **10,888** | **10,712** | **8,039** | **25,460** | **33,705** | **12,705** |
| Clay | 17.5 | 1,388 | 1,885 | 2,082 | 2,040 | 1,912 | 3,362 | 2,855 | 1,976 | 23,499 | 31,213 | 10,817 |
| *Cass, N. D.* | *40.7* | *2,592* | *3,983* | *4,583* | *4,159* | *3,937* | *7,526* | *7,857* | *6,063* | *26,346* | *34,777* | *13,623* |
| **MINNEAPOLIS - ST. PAUL** | **949.5** | **37,956** | **67,850** | **75,051** | **80,235** | **78,286** | **155,037** | **203,003** | **252,082** | **33,773** | **42,292** | **16,054** |
| Anoka | 84.0 | 2,380 | 3,938 | 4,966 | 5,754 | 6,751 | 18,186 | 24,467 | 17,558 | 35,012 | 40,372 | 13,658 |
| Carver | 17.0 | 598 | 1,201 | 1,173 | 1,338 | 1,419 | 2,935 | 3,525 | 4,811 | 34,414 | 43,401 | 15,058 |
| Chisago | 10.7 | 627 | 1,073 | 1,064 | 983 | 968 | 2,108 | 2,427 | 1,450 | 28,272 | 33,732 | 11,681 |
| Dakota | 102.2 | 2,585 | 4,656 | 6,249 | 7,269 | 7,563 | 16,072 | 25,028 | 32,778 | 38,637 | 46,077 | 16,460 |
| Hennepin | 424.1 | 18,536 | 34,097 | 35,799 | 37,899 | 35,858 | 64,845 | 81,997 | 115,069 | 32,746 | 42,468 | 17,245 |
| Isanti | 8.9 | 534 | 860 | 941 | 921 | 953 | 1,850 | 1,746 | 1,095 | 26,319 | 32,209 | 10,941 |
| Ramsey | 191.2 | 8,601 | 15,645 | 17,393 | 18,015 | 16,834 | 30,970 | 37,801 | 45,941 | 31,145 | 40,199 | 15,769 |
| Scott | 19.8 | 949 | 1,159 | 1,506 | 1,822 | 1,652 | 3,973 | 4,853 | 3,886 | 32,320 | 38,780 | 12,970 |
| Washington | 50.3 | 1,160 | 1,840 | 2,240 | 2,586 | 2,554 | 6,212 | 12,125 | 21,583 | 45,247 | 53,112 | 17,930 |
| Wright | 23.4 | 1,241 | 1,899 | 2,159 | 2,171 | 2,316 | 4,771 | 5,013 | 3,830 | 28,954 | 35,421 | 11,858 |
| *St. Croix, Wisc.* | *17.9* | *745* | *1,482* | *1,561* | *1,477* | *1,418* | *3,115* | *4,021* | *4,081* | *32,356* | *39,417* | *13,835* |
| **ROCHESTER** | **40.5** | **1,533** | **2,714** | **3,254** | **3,646** | **3,596** | **6,670** | **8,854** | **10,233** | **33,352** | **41,392** | **15,580** |
| Olmsted | 40.5 | 1,533 | 2,714 | 3,254 | 3,646 | 3,596 | 6,670 | 8,854 | 10,233 | 33,352 | 41,392 | 15,580 |
| **ST. CLOUD** | **65.1** | **4,283** | **6,501** | **7,426** | **7,236** | **7,071** | **13,023** | **11,506** | **8,054** | **25,024** | **32,472** | **10,947** |
| Benton | 11.1 | 760 | 1,183 | 1,166 | 1,246 | 1,190 | 2,137 | 2,045 | 1,373 | 25,023 | 31,504 | 11,428 |
| Sherburne | 13.9 | 739 | 1,059 | 1,230 | 1,223 | 1,403 | 3,046 | 3,154 | 2,046 | 29,119 | 35,116 | 11,405 |
| Stearns | 40.1 | 2,784 | 4,259 | 5,030 | 4,767 | 4,478 | 7,840 | 6,307 | 4,635 | 23,528 | 31,824 | 10,661 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Aitkin | 5.1 | 734 | 1,062 | 951 | 702 | 555 | 670 | 324 | 102 | 13,843 | 18,611 | 7,655 |
| Anoka | 84.0 | 2,380 | 3,938 | 4,966 | 5,754 | 6,751 | 18,186 | 24,467 | 17,558 | 35,012 | 40,372 | 13,658 |
| Becker | 10.5 | 1,213 | 1,716 | 1,817 | 1,508 | 1,074 | 1,643 | 947 | 582 | 16,635 | 22,883 | 8,612 |
| Beltrami | 12.0 | 1,080 | 1,845 | 1,651 | 1,499 | 1,260 | 1,861 | 1,538 | 1,266 | 19,737 | 28,356 | 9,835 |
| Benton | 11.1 | 760 | 1,183 | 1,166 | 1,246 | 1,190 | 2,137 | 2,045 | 1,373 | 25,023 | 31,504 | 11,428 |
| Big Stone | 2.4 | 248 | 332 | 336 | 328 | 278 | 418 | 259 | 201 | 19,214 | 25,850 | 10,007 |
| Blue Earth | 19.3 | 1,385 | 2,088 | 2,469 | 2,476 | 2,072 | 3,584 | 3,093 | 2,133 | 22,875 | 31,282 | 11,160 |
| Brown | 10.3 | 897 | 1,230 | 1,225 | 1,305 | 1,200 | 2,023 | 1,487 | 933 | 22,056 | 28,686 | 10,984 |
| Carlton | 10.9 | 602 | 1,223 | 1,206 | 1,042 | 977 | 2,142 | 2,155 | 1,553 | 26,777 | 32,620 | 12,135 |
| Carver | 17.0 | 598 | 1,201 | 1,173 | 1,338 | 1,419 | 2,935 | 3,525 | 4,811 | 34,414 | 43,401 | 15,058 |
| Cass | 8.3 | 961 | 1,511 | 1,474 | 1,202 | 872 | 1,187 | 724 | 369 | 15,734 | 21,833 | 8,312 |
| Chippewa | 5.2 | 402 | 661 | 669 | 648 | 571 | 907 | 746 | 596 | 21,836 | 29,360 | 11,655 |
| Chisago | 10.7 | 627 | 1,073 | 1,064 | 983 | 968 | 2,108 | 2,427 | 1,450 | 28,272 | 33,732 | 11,681 |
| Clay | 17.5 | 1,388 | 1,885 | 2,082 | 2,040 | 1,912 | 3,362 | 2,855 | 1,976 | 23,499 | 31,213 | 10,817 |
| Clearwater | 3.1 | 525 | 671 | 551 | 366 | 307 | 399 | 204 | 77 | 13,000 | 18,588 | 6,943 |
| Cook | 1.6 | 153 | 250 | 226 | 195 | 178 | 259 | 222 | 117 | 19,415 | 25,845 | 10,882 |
| Cottonwood | 5.0 | 613 | 722 | 803 | 719 | 590 | 740 | 469 | 344 | 17,438 | 23,840 | 9,460 |
| Crow Wing | 17.3 | 1,633 | 2,658 | 2,521 | 2,158 | 1,817 | 2,958 | 2,242 | 1,313 | 19,218 | 25,960 | 10,070 |
| Dakota | 102.2 | 2,585 | 4,656 | 6,249 | 7,269 | 7,563 | 16,072 | 25,028 | 32,778 | 38,637 | 46,077 | 16,460 |
| Dodge | 5.6 | 439 | 552 | 559 | 624 | 629 | 1,148 | 1,003 | 646 | 24,976 | 30,697 | 10,880 |
| Douglas | 11.0 | 1,209 | 1,651 | 1,667 | 1,441 | 1,198 | 1,919 | 1,220 | 695 | 18,353 | 24,732 | 9,446 |
| Faribault | 6.7 | 731 | 923 | 1,032 | 960 | 720 | 1,174 | 746 | 414 | 18,446 | 24,669 | 9,897 |
| Fillmore | 7.8 | 1,046 | 1,210 | 1,230 | 1,053 | 819 | 1,298 | 736 | 408 | 16,970 | 22,855 | 8,612 |
| Freeborn | 13.0 | 1,146 | 1,622 | 1,647 | 1,519 | 1,431 | 2,594 | 2,038 | 1,003 | 21,897 | 27,650 | 10,925 |
| Goodhue | 15.3 | 864 | 1,528 | 1,595 | 1,511 | 1,411 | 2,777 | 3,108 | 2,506 | 27,595 | 34,863 | 13,042 |
| Grant | 2.4 | 191 | 287 | 319 | 314 | 256 | 418 | 322 | 293 | 21,628 | 30,220 | 11,698 |
| Hennepin | 424.1 | 18,536 | 34,097 | 35,799 | 37,899 | 35,858 | 64,845 | 81,997 | 115,069 | 32,746 | 42,468 | 17,245 |
| Houston | 6.8 | 485 | 794 | 764 | 809 | 804 | 1,284 | 1,096 | 764 | 23,429 | 30,019 | 11,034 |
| Hubbard | 5.8 | 529 | 852 | 907 | 800 | 639 | 913 | 696 | 464 | 18,721 | 25,919 | 10,022 |
| Isanti | 8.9 | 534 | 860 | 941 | 921 | 953 | 1,850 | 1,746 | 1,095 | 26,319 | 32,209 | 10,941 |
| Itasca | 15.4 | 1,271 | 2,014 | 2,055 | 1,594 | 1,561 | 3,295 | 2,446 | 1,164 | 22,502 | 27,411 | 10,372 |
| Jackson | 4.5 | 517 | 500 | 659 | 550 | 497 | 818 | 573 | 386 | 20,261 | 26,594 | 10,406 |
| Kanabec | 4.8 | 424 | 660 | 691 | 615 | 551 | 825 | 649 | 385 | 20,085 | 26,611 | 9,902 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Households by E B I Group | | | | | | | | Median Household E B I | Average Household E B I | Per Capita E B I |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under $5,000 | $5,000 To $9,999 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 Or More | | | |
| **MINNESOTA (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Kandiyohi | 14.4 | 1,077 | 1,673 | 1,877 | 1,873 | 1,674 | 2,590 | 2,077 | 1,559 | 22,034 | 29,938 | 11,054 |
| Kittson | 2.2 | 238 | 318 | 319 | 292 | 228 | 382 | 268 | 155 | 18,741 | 25,126 | 9,698 |
| Koochiching | 5.9 | 419 | 719 | 662 | 562 | 504 | 1,081 | 1,128 | 825 | 25,778 | 31,203 | 11,435 |
| Lac qui Parle | 3.5 | 471 | 565 | 573 | 493 | 369 | 537 | 321 | 171 | 16,406 | 22,324 | 8,879 |
| Lake | 4.2 | 229 | 398 | 472 | 449 | 481 | 1,088 | 650 | 433 | 25,573 | 31,157 | 12,829 |
| Lake of the Woods | 1.6 | 228 | 295 | 321 | 237 | 160 | 256 | 72 | 31 | 14,254 | 18,647 | 7,277 |
| Le Sueur | 8.5 | 784 | 1,136 | 1,149 | 1,018 | 976 | 1,655 | 1,154 | 628 | 20,867 | 26,662 | 9,768 |
| Lincoln | 2.7 | 423 | 478 | 473 | 386 | 276 | 299 | 234 | 131 | 14,736 | 21,165 | 8,404 |
| Lyon | 9.1 | 833 | 1,068 | 1,186 | 1,088 | 1,008 | 1,661 | 1,349 | 907 | 21,836 | 29,146 | 10,695 |
| McLeod | 11.9 | 909 | 1,306 | 1,289 | 1,447 | 1,355 | 2,479 | 2,033 | 1,082 | 23,663 | 29,160 | 10,743 |
| Mahnomen | 1.8 | 213 | 307 | 320 | 257 | 192 | 244 | 163 | 104 | 15,984 | 22,156 | 7,976 |
| Marshall | 4.2 | 533 | 627 | 632 | 612 | 445 | 692 | 409 | 250 | 17,442 | 23,116 | 8,907 |
| Martin | 9.0 | 491 | 881 | 1,013 | 1,080 | 996 | 1,685 | 1,449 | 1,405 | 25,205 | 33,585 | 13,316 |
| Meeker | 7.7 | 702 | 967 | 962 | 947 | 820 | 1,286 | 1,181 | 835 | 21,621 | 29,197 | 10,757 |
| Mille Lacs | 6.9 | 570 | 1,026 | 950 | 866 | 726 | 1,182 | 1,001 | 579 | 20,225 | 27,136 | 10,013 |
| Morrison | 10.4 | 1,275 | 1,589 | 1,470 | 1,336 | 1,152 | 1,703 | 1,151 | 724 | 18,179 | 24,663 | 8,636 |
| Mower | 14.9 | 1,203 | 1,874 | 1,961 | 1,529 | 1,459 | 2,569 | 2,572 | 1,733 | 22,985 | 29,921 | 12,017 |
| Murray | 3.7 | 474 | 493 | 580 | 550 | 454 | 592 | 335 | 222 | 17,788 | 23,478 | 9,049 |
| Nicollet | 9.5 | 522 | 854 | 944 | 1,000 | 946 | 1,719 | 1,907 | 1,608 | 27,859 | 36,433 | 12,274 |
| Nobles | 7.6 | 854 | 1,143 | 1,248 | 1,066 | 836 | 1,210 | 810 | 433 | 17,536 | 23,633 | 8,981 |
| Norman | 3.1 | 304 | 423 | 403 | 395 | 343 | 519 | 395 | 318 | 20,338 | 27,913 | 10,953 |
| Olmsted | 40.5 | 1,533 | 2,714 | 3,254 | 3,646 | 3,596 | 6,670 | 8,854 | 10,233 | 33,352 | 41,392 | 15,580 |
| Otter Tail | 19.5 | 2,276 | 3,047 | 3,078 | 2,508 | 2,117 | 3,247 | 2,050 | 1,177 | 17,707 | 24,465 | 9,409 |
| Pennington | 5.1 | 678 | 884 | 922 | 757 | 598 | 675 | 423 | 163 | 15,415 | 20,542 | 7,937 |
| Pine | 7.6 | 978 | 1,389 | 1,255 | 981 | 840 | 1,209 | 671 | 277 | 15,927 | 21,455 | 7,620 |
| Pipestone | 4.0 | 568 | 745 | 640 | 539 | 436 | 561 | 278 | 233 | 15,416 | 21,673 | 8,336 |
| Polk | 11.9 | 1,331 | 1,764 | 1,734 | 1,415 | 1,260 | 2,100 | 1,476 | 820 | 18,976 | 25,530 | 9,406 |
| Pope | 4.1 | 563 | 738 | 714 | 538 | 428 | 615 | 305 | 199 | 15,307 | 21,288 | 8,157 |
| Ramsey | 191.2 | 8,601 | 15,645 | 17,393 | 18,015 | 16,834 | 30,970 | 37,801 | 45,941 | 31,145 | 40,199 | 15,769 |
| Red Lake | 1.7 | 324 | 324 | 286 | 225 | 170 | 211 | 128 | 32 | 13,386 | 18,316 | 6,920 |
| Redwood | 6.5 | 782 | 922 | 979 | 905 | 683 | 1,103 | 698 | 428 | 18,132 | 24,952 | 9,485 |
| Renville | 6.7 | 590 | 785 | 819 | 832 | 799 | 1,316 | 995 | 564 | 21,944 | 28,207 | 10,799 |
| Rice | 16.5 | 948 | 1,832 | 2,009 | 1,807 | 1,739 | 3,202 | 2,953 | 2,010 | 24,753 | 32,754 | 10,918 |
| Rock | 3.7 | 425 | 570 | 640 | 517 | 398 | 661 | 308 | 181 | 17,019 | 22,648 | 8,639 |
| Roseau | 5.5 | 553 | 720 | 656 | 667 | 623 | 1,012 | 788 | 481 | 21,161 | 26,988 | 9,702 |
| St. Louis | 78.3 | 5,115 | 9,492 | 8,566 | 7,250 | 6,630 | 14,125 | 16,148 | 10,974 | 26,657 | 32,880 | 13,082 |
| Scott | 19.8 | 949 | 1,159 | 1,506 | 1,822 | 1,652 | 3,973 | 4,853 | 3,886 | 32,320 | 38,780 | 12,970 |
| Sherburne | 13.9 | 739 | 1,059 | 1,230 | 1,223 | 1,403 | 3,046 | 3,154 | 2,046 | 29,119 | 35,116 | 11,405 |
| Sibley | 5.3 | 453 | 670 | 738 | 652 | 623 | 1,001 | 715 | 448 | 21,132 | 27,547 | 10,210 |
| Stearns | 40.1 | 2,784 | 4,259 | 5,030 | 4,767 | 4,478 | 7,840 | 6,307 | 4,635 | 23,528 | 31,824 | 10,661 |
| Steele | 11.4 | 751 | 1,188 | 1,342 | 1,300 | 1,366 | 2,449 | 1,912 | 1,092 | 24,085 | 30,190 | 11,174 |
| Stevens | 3.8 | 450 | 562 | 607 | 489 | 415 | 641 | 365 | 271 | 17,920 | 25,299 | 9,069 |
| Swift | 4.2 | 549 | 595 | 597 | 568 | 480 | 675 | 415 | 321 | 18,140 | 24,669 | 9,868 |
| Todd | 8.6 | 1,206 | 1,496 | 1,373 | 1,179 | 948 | 1,228 | 734 | 436 | 15,865 | 21,821 | 8,054 |
| Traverse | 1.7 | 129 | 197 | 227 | 221 | 187 | 269 | 258 | 212 | 21,946 | 30,790 | 12,173 |
| Wabasha | 7.3 | 590 | 888 | 824 | 841 | 786 | 1,339 | 1,169 | 863 | 23,221 | 30,170 | 11,123 |
| Wadena | 5.0 | 522 | 884 | 749 | 663 | 524 | 680 | 618 | 360 | 17,476 | 24,750 | 9,447 |
| Waseca | 6.7 | 446 | 689 | 717 | 723 | 707 | 1,241 | 1,188 | 989 | 25,511 | 32,694 | 12,102 |
| Washington | 50.3 | 1,160 | 1,840 | 2,240 | 2,586 | 2,554 | 6,212 | 12,125 | 21,583 | 45,247 | 53,112 | 17,930 |
| Watonwan | 4.5 | 484 | 666 | 696 | 604 | 586 | 792 | 417 | 255 | 18,448 | 23,504 | 9,118 |
| Wilkin | 2.8 | 160 | 284 | 378 | 319 | 285 | 555 | 459 | 360 | 24,519 | 31,545 | 11,777 |
| Winona | 17.0 | 1,118 | 1,917 | 2,096 | 1,939 | 1,768 | 3,129 | 2,786 | 2,247 | 24,048 | 32,597 | 11,569 |
| Wright | 23.4 | 1,241 | 1,899 | 2,159 | 2,171 | 2,316 | 4,771 | 5,013 | 3,830 | 28,954 | 35,421 | 11,858 |
| Yellow Medicine | 4.6 | 436 | 521 | 550 | 566 | 520 | 793 | 658 | 556 | 22,245 | 29,775 | 11,808 |
| **TOTAL METRO COUNTIES** | **1,133.0** | **49,530** | **86,960** | **94,818** | **98,930** | **96,077** | **189,102** | **238,345** | **279,238** | **32,521** | **40,919** | **15,462** |
| **TOTAL STATE** | **1,661.6** | **98,890** | **157,939** | **167,272** | **164,106** | **153,030** | **282,489** | **310,814** | **327,060** | **28,119** | **36,679** | **13,814** |
| **MISSISSIPPI** | | | | | | | | | | | | |
| **BILOXI - GULFPORT** | **71.5** | **6,009** | **8,067** | **8,953** | **8,928** | **7,697** | **11,327** | **10,312** | **10,207** | **22,338** | **31,764** | **11,499** |
| Hancock | 12.0 | 1,194 | 1,453 | 1,583 | 1,515 | 1,293 | 1,873 | 1,513 | 1,576 | 20,927 | 29,341 | 10,901 |
| Harrison | 59.5 | 4,815 | 6,614 | 7,370 | 7,413 | 6,404 | 9,454 | 8,799 | 8,631 | 22,653 | 32,252 | 11,616 |
| **JACKSON** | **140.9** | **12,161** | **14,517** | **15,532** | **15,117** | **13,119** | **20,877** | **23,607** | **25,970** | **25,002** | **34,240** | **12,140** |
| Hinds | 90.7 | 8,035 | 9,616 | 10,156 | 10,006 | 8,704 | 13,445 | 14,493 | 16,245 | 24,304 | 34,186 | 12,227 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Total Households (Thousands) | Under $5,000 | $5,000 To $9,999 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **MISSISSIPPI (continued)** | | | | | | | | | | | | |
| **JACKSON (continued)** | | | | | | | | | | | | |
| Madison | 19.8 | 2,547 | 2,537 | 2,643 | 2,252 | 1,745 | 2,593 | 2,683 | 2,800 | 19,787 | 28,987 | 10,417 |
| Rankin | 30.4 | 1,579 | 2,364 | 2,733 | 2,859 | 2,670 | 4,839 | 6,431 | 6,925 | 31,228 | 37,819 | 12,962 |
| **PASCAGOULA** | **40.4** | **2,782** | **3,404** | **4,143** | **4,408** | **4,478** | **7,845** | **7,787** | **5,553** | **26,250** | **31,966** | **11,220** |
| Jackson | 40.4 | 2,782 | 3,404 | 4,143 | 4,408 | 4,478 | 7,845 | 7,787 | 5,553 | 26,250 | 31,966 | 11,220 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Adams | 13.1 | 2,151 | 1,889 | 1,769 | 1,303 | 1,074 | 1,795 | 1,686 | 1,436 | 17,579 | 26,241 | 9,821 |
| Alcorn | 12.4 | 1,535 | 1,804 | 1,605 | 1,528 | 1,304 | 1,861 | 1,568 | 1,195 | 19,014 | 26,693 | 10,474 |
| Amite | 4.8 | 581 | 811 | 667 | 522 | 415 | 600 | 631 | 573 | 18,152 | 26,878 | 9,700 |
| Attala | 6.9 | 976 | 1,343 | 1,021 | 841 | 643 | 940 | 707 | 429 | 15,604 | 22,073 | 8,277 |
| Benton | 2.8 | 268 | 403 | 348 | 330 | 321 | 442 | 403 | 285 | 20,739 | 27,194 | 9,518 |
| Bolivar | 13.2 | 2,318 | 2,567 | 1,831 | 1,467 | 1,147 | 1,524 | 1,118 | 1,228 | 14,645 | 23,365 | 7,432 |
| Calhoun | 5.7 | 816 | 1,026 | 912 | 746 | 584 | 768 | 575 | 273 | 15,555 | 21,137 | 8,086 |
| Carroll | 3.3 | 537 | 580 | 481 | 403 | 309 | 427 | 343 | 220 | 15,578 | 21,808 | 7,822 |
| Chickasaw | 6.5 | 876 | 1,018 | 974 | 806 | 712 | 1,094 | 670 | 350 | 17,062 | 22,682 | 8,145 |
| Choctaw | 3.2 | 492 | 612 | 481 | 413 | 346 | 474 | 184 | 198 | 15,161 | 21,138 | 7,433 |
| Claiborne | 3.4 | 735 | 613 | 390 | 308 | 283 | 366 | 320 | 385 | 14,506 | 23,481 | 7,003 |
| Clarke | 6.3 | 692 | 1,104 | 733 | 676 | 611 | 1,155 | 818 | 511 | 19,545 | 25,406 | 9,252 |
| Clay | 7.2 | 844 | 1,007 | 767 | 797 | 766 | 1,264 | 1,011 | 744 | 21,202 | 27,566 | 9,406 |
| Coahoma | 10.4 | 1,838 | 2,044 | 1,486 | 1,136 | 832 | 1,161 | 1,048 | 855 | 14,356 | 22,467 | 7,489 |
| Copiah | 9.3 | 1,384 | 1,561 | 1,406 | 1,116 | 847 | 1,237 | 968 | 781 | 16,150 | 24,339 | 8,171 |
| Covington | 5.8 | 865 | 936 | 868 | 720 | 509 | 727 | 667 | 508 | 16,379 | 24,507 | 8,563 |
| ☐ De Soto | 24.3 | 1,738 | 1,995 | 2,197 | 2,235 | 2,088 | 4,045 | 5,548 | 4,454 | 30,064 | 34,224 | 11,746 |
| Forrest | 25.1 | 3,121 | 3,439 | 3,396 | 2,901 | 2,297 | 3,642 | 3,210 | 3,094 | 19,394 | 28,085 | 10,321 |
| Franklin | 3.1 | 469 | 494 | 388 | 308 | 255 | 370 | 485 | 331 | 18,102 | 25,560 | 9,433 |
| George | 5.8 | 518 | 789 | 684 | 583 | 510 | 1,086 | 955 | 675 | 23,255 | 28,845 | 10,018 |
| Greene | 3.3 | 338 | 541 | 449 | 362 | 289 | 513 | 515 | 293 | 19,420 | 25,519 | 8,256 |
| Grenada | 7.7 | 975 | 1,078 | 881 | 840 | 757 | 1,208 | 1,089 | 872 | 20,469 | 27,362 | 9,754 |
| Hancock | 12.0 | 1,194 | 1,453 | 1,583 | 1,515 | 1,293 | 1,873 | 1,513 | 1,576 | 20,927 | 29,341 | 10,901 |
| Harrison | 59.5 | 4,815 | 6,614 | 7,370 | 7,413 | 6,404 | 9,454 | 8,799 | 8,631 | 22,653 | 32,252 | 11,616 |
| Hinds | 90.7 | 8,035 | 9,616 | 10,156 | 10,006 | 8,704 | 13,445 | 14,493 | 16,245 | 24,304 | 34,186 | 12,227 |
| Holmes | 7.1 | 1,860 | 1,744 | 1,147 | 655 | 475 | 586 | 374 | 259 | 9,814 | 16,324 | 5,391 |
| Humphreys | 3.9 | 1.038 | 921 | 560 | 373 | 241 | 334 | 246 | 187 | 9,936 | 17,373 | 5,646 |
| Issaquena | .6 | 116 | 127 | 104 | 59 | 53 | 52 | 32 | 57 | 12,476 | 21,420 | 6,764 |
| Itawamba | 7.5 | 703 | 1,107 | 1,062 | 1,012 | 874 | 1,375 | 941 | 426 | 19,212 | 24,467 | 9,221 |
| Jackson | 40.4 | 2,782 | 3,404 | 4,143 | 4,408 | 4,478 | 7,845 | 7,787 | 5,553 | 26,250 | 31,966 | 11,220 |
| Jasper | 6.0 | 857 | 1,058 | 939 | 796 | 653 | 883 | 484 | 330 | 15,802 | 21,301 | 7,474 |
| Jefferson | 2.8 | 491 | 606 | 432 | 280 | 178 | 299 | 309 | 205 | 13,269 | 21,252 | 6,919 |
| Jefferson Davis | 4.8 | 673 | 821 | 776 | 571 | 418 | 604 | 547 | 390 | 15,949 | 23,308 | 7,991 |
| Jones | 22.5 | 2,437 | 3,241 | 3,052 | 2,778 | 2,456 | 3,753 | 2,895 | 1,888 | 19,504 | 26,064 | 9,469 |
| Kemper | 3.6 | 572 | 697 | 601 | 421 | 325 | 513 | 296 | 175 | 14,340 | 20,255 | 7,011 |
| Lafayette | 11.1 | 1,438 | 1,613 | 1,320 | 1,226 | 1,044 | 1,567 | 1,443 | 1,449 | 19,788 | 30,177 | 10,533 |
| Lamar | 11.0 | 1,093 | 1,395 | 1,200 | 1,215 | 1,133 | 1,897 | 1,740 | 1,327 | 22,572 | 29,271 | 10,488 |
| Lauderdale | 28.2 | 3,117 | 3,958 | 3,544 | 3,228 | 2,703 | 4,142 | 3,884 | 3,624 | 20,445 | 29,822 | 11,154 |
| Lawrence | 4.5 | 513 | 662 | 561 | 462 | 365 | 649 | 631 | 657 | 20,693 | 28,819 | 10,375 |
| Leake | 6.8 | 1,115 | 1,385 | 1,118 | 866 | 655 | 874 | 464 | 323 | 13,919 | 19,477 | 7,198 |
| Lee | 24.7 | 1,992 | 2,864 | 3,048 | 2,957 | 2,623 | 4,536 | 3,822 | 2,858 | 22,752 | 29,672 | 11,071 |
| Leflore | 12.6 | 2,097 | 2,357 | 1,887 | 1,479 | 1,053 | 1,382 | 1,255 | 1,090 | 14,880 | 23,446 | 8,006 |
| Lincoln | 11.1 | 1,637 | 1,748 | 1,424 | 1,272 | 1,100 | 1,704 | 1,405 | 810 | 17,726 | 24,019 | 8,828 |
| Lowndes | 21.3 | 2,123 | 2,637 | 2,764 | 2,708 | 2,233 | 3,361 | 3,127 | 2,347 | 20,937 | 28,953 | 10,435 |
| Madison | 19.8 | 2,547 | 2,537 | 2,643 | 2,252 | 1,745 | 2,593 | 2,683 | 2,800 | 19,787 | 28,987 | 10,417 |
| Marion | 9.1 | 926 | 1,408 | 1,345 | 1,135 | 833 | 1,165 | 1,269 | 1,019 | 18,722 | 26,981 | 9,666 |
| Marshall | 10.1 | 1,456 | 1,555 | 1,452 | 1,188 | 976 | 1,499 | 1,274 | 700 | 17,168 | 23,563 | 7,829 |
| Monroe | 13.4 | 1,554 | 2,074 | 1,821 | 1,524 | 1,345 | 2,366 | 1,611 | 1,105 | 18,928 | 24,766 | 9,067 |
| Montgomery | 4.5 | 758 | 939 | 624 | 580 | 467 | 572 | 351 | 209 | 14,418 | 19,870 | 7,269 |
| Neshoba | 8.8 | 999 | 1,422 | 1,244 | 1,121 | 905 | 1,262 | 1,031 | 816 | 18,127 | 25,140 | 8,921 |
| Newton | 7.3 | 1,030 | 1,266 | 941 | 889 | 741 | 990 | 839 | 604 | 17,238 | 24,226 | 8,755 |
| Noxubee | 4.1 | 868 | 809 | 644 | 520 | 354 | 453 | 264 | 188 | 12,813 | 18,606 | 6,103 |
| Oktibbeha | 12.9 | 1,844 | 1,876 | 1,771 | 1,511 | 1,136 | 1,516 | 1,493 | 1,753 | 17,922 | 28,542 | 9,588 |
| Panola | 10.2 | 1,698 | 1,873 | 1,516 | 1,218 | 970 | 1,329 | 915 | 681 | 15,046 | 22,230 | 7,508 |
| Pearl River | 13.9 | 1,749 | 1,901 | 1,805 | 1,636 | 1,340 | 1,911 | 2,018 | 1,540 | 19,500 | 27,173 | 9,685 |
| Perry | 3.8 | 312 | 641 | 408 | 264 | 335 | 608 | 536 | 696 | 24,167 | 32,554 | 11,349 |
| Pike | 13.3 | 1,766 | 2,025 | 1,915 | 1,627 | 1,247 | 1,805 | 1,537 | 1,378 | 17,683 | 25,498 | 9,240 |
| Pontotoc | 8.4 | 969 | 1,358 | 1,159 | 1,136 | 896 | 1,238 | 1,066 | 578 | 17,996 | 24,423 | 9,159 |
| Prentiss | 8.6 | 1,066 | 1,338 | 1,212 | 1,111 | 918 | 1,421 | 933 | 601 | 17,868 | 24,260 | 8,993 |
| Quitman | 3.5 | 870 | 843 | 571 | 362 | 251 | 325 | 181 | 97 | 10,291 | 16,150 | 5,488 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Under $5,000 | $5,000 To $9,999 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **MISSISSIPPI (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Rankin | 30.4 | 1,579 | 2,364 | 2,733 | 2,859 | 2,670 | 4,839 | 6,431 | 6,925 | 31,228 | 37,819 | 12,962 |
| Scott | 8.5 | 1,143 | 1,432 | 1,228 | 1,108 | 897 | 1,151 | 860 | 681 | 16,803 | 23,770 | 8,349 |
| Sharkey | 2.1 | 387 | 470 | 397 | 220 | 145 | 191 | 154 | 136 | 12,192 | 21,285 | 6,385 |
| Simpson | 8.3 | 856 | 1,156 | 1,165 | 979 | 762 | 1,275 | 1,219 | 888 | 19,966 | 26,755 | 9,291 |
| Smith | 5.3 | 673 | 809 | 771 | 633 | 480 | 756 | 664 | 514 | 17,886 | 25,616 | 9,173 |
| Stone | 3.7 | 442 | 448 | 363 | 412 | 394 | 632 | 533 | 476 | 22,356 | 28,684 | 9,827 |
| Sunflower | 9.6 | 1,640 | 1,884 | 1,557 | 1,094 | 781 | 1,127 | 865 | 652 | 13,993 | 22,133 | 6,518 |
| Tallahatchie | 5.0 | 1,190 | 1,175 | 842 | 478 | 341 | 416 | 297 | 261 | 10,692 | 17,451 | 5,741 |
| Tate | 7.1 | 1,119 | 1,167 | 1,040 | 799 | 803 | 1,140 | 683 | 349 | 16,317 | 22,515 | 7,401 |
| Tippah | 7.2 | 1,022 | 1,172 | 999 | 1,076 | 902 | 1,028 | 593 | 408 | 16,826 | 22,177 | 8,147 |
| Tishomingo | 7.1 | 1,020 | 1,173 | 1,077 | 1,034 | 845 | 1,103 | 596 | 252 | 16,267 | 20,576 | 8,254 |
| Tunica | 2.5 | 720 | 716 | 385 | 189 | 115 | 179 | 94 | 102 | 8,366 | 14,896 | 4,598 |
| Union | 8.4 | 1,092 | 1,263 | 1,211 | 1,035 | 896 | 1,447 | 960 | 496 | 17,783 | 23,525 | 8,942 |
| Walthall | 4.9 | 714 | 818 | 665 | 534 | 432 | 737 | 505 | 495 | 17,155 | 25,629 | 8,721 |
| Warren | 17.3 | 1,731 | 2,111 | 1,777 | 1,671 | 1,504 | 2,588 | 2,909 | 3,009 | 24,502 | 31,556 | 11,493 |
| Washington | 22.5 | 3,574 | 3,659 | 2,996 | 2,584 | 2,069 | 3,015 | 2,423 | 2,180 | 16,776 | 25,022 | 8,328 |
| Wayne | 6.9 | 811 | 977 | 872 | 739 | 639 | 937 | 956 | 969 | 20,375 | 28,966 | 10,250 |
| Webster | 3.8 | 528 | 720 | 521 | 470 | 431 | 597 | 375 | 158 | 16,252 | 21,721 | 8,172 |
| Wilkinson | 3.3 | 526 | 596 | 467 | 427 | 361 | 396 | 298 | 229 | 15,726 | 21,535 | 7,403 |
| Winston | 7.0 | 717 | 1,172 | 994 | 859 | 685 | 1,101 | 880 | 592 | 18,442 | 25,798 | 9,308 |
| Yalobusha | 4.6 | 619 | 810 | 681 | 607 | 515 | 659 | 399 | 310 | 16,398 | 22,005 | 8,435 |
| Yazoo | 8.7 | 1,406 | 1,592 | 1,227 | 1,054 | 745 | 1,016 | 908 | 752 | 15,532 | 23,860 | 8,205 |
| **TOTAL METRO COUNTIES** | **277.1** | **22,690** | **27,983** | **30,825** | **30,688** | **27,382** | **44,094** | **47,254** | **46,184** | **24,807** | **33,268** | **11,806** |
| **TOTAL STATE** | **912.2** | **108,686** | **129,231** | **117,564** | **104,973** | **88,231** | **135,210** | **122,609** | **105,696** | **19,768** | **27,776** | **9,838** |
| **MISSOURI** | | | | | | | | | | | | |
| **COLUMBIA** | **42.2** | **2,841** | **4,018** | **4,690** | **4,648** | **4,058** | **6,532** | **7,106** | **8,307** | **26,132** | **37,242** | **13,896** |
| Boone | 42.2 | 2,841 | 4,018 | 4,690 | 4,648 | 4,058 | 6,532 | 7,106 | 8,307 | 26,132 | 37,242 | 13,896 |
| **JOPLIN** | **53.3** | **4,838** | **7,548** | **7,337** | **6,796** | **5,920** | **8,886** | **6,740** | **5,235** | **20,109** | **27,679** | **10,880** |
| Jasper | 36.3 | 3,147 | 5,114 | 4,934 | 4,521 | 3,896 | 6,089 | 4,762 | 3,837 | 20,554 | 28,408 | 11,345 |
| Newton | 17.0 | 1,691 | 2,434 | 2,403 | 2,275 | 2,024 | 2,797 | 1,978 | 1,398 | 19,282 | 26,121 | 9,934 |
| **KANSAS CITY** | **609.4** | **33,242** | **47,574** | **53,288** | **55,007** | **53,041** | **100,504** | **121,116** | **145,628** | **31,212** | **39,978** | **15,373** |
| Cass | 23.3 | 1,407 | 2,013 | 2,175 | 2,193 | 2,126 | 4,205 | 4,709 | 4,472 | 29,230 | 35,637 | 12,775 |
| Clay | 59.6 | 2,348 | 3,482 | 4,394 | 5,040 | 5,229 | 10,544 | 13,843 | 14,720 | 33,883 | 40,331 | 15,498 |
| Jackson | 253.4 | 16,651 | 23,038 | 24,835 | 25,151 | 23,168 | 39,917 | 46,318 | 54,322 | 28,393 | 36,748 | 14,660 |
| Lafayette | 11.8 | 967 | 1,467 | 1,490 | 1,322 | 1,170 | 2,208 | 1,916 | 1,260 | 22,733 | 29,265 | 11,033 |
| Platte | 22.6 | 1,156 | 1,627 | 2,071 | 2,109 | 2,063 | 4,718 | 5,157 | 3,699 | 29,826 | 35,261 | 13,484 |
| Ray | 8.1 | 659 | 967 | 953 | 896 | 841 | 1,514 | 1,433 | 837 | 23,401 | 29,343 | 10,755 |
| *Johnson, Kans.* | *140.8* | *3,457* | *5,402* | *8,002* | *9,404* | *10,181* | *22,349* | *30,602* | *51,403* | *40,404* | *51,971* | *19,971* |
| *Leavenworth, Kans.* | *20.1* | *1,080* | *1,564* | *1,667* | *1,739* | *1,658* | *3,124* | *4,512* | *4,756* | *32,534* | *42,628* | *13,101* |
| *Miami, Kans.* | *8.5* | *584* | *915* | *1,022* | *947* | *831* | *1,495* | *1,555* | *1,151* | *24,694* | *33,064* | *11,808* |
| *Wyandotte, Kans.* | *61.2* | *4,933* | *7,099* | *6,679* | *6,206* | *5,774* | *10,430* | *11,071* | *9,008* | *24,919* | *32,371* | *12,282* |
| **ST. JOSEPH** | **32.4** | **2,193** | **3,796** | **4,046** | **3,743** | **3,182** | **5,260** | **5,575** | **4,605** | **23,788** | **32,048** | **12,541** |
| Buchanan | 32.4 | 2,193 | 3,796 | 4,046 | 3,743 | 3,182 | 5,260 | 5,575 | 4,605 | 23,788 | 32,048 | 12,541 |
| **ST. LOUIS** | **929.0** | **50,570** | **75,905** | **82,022** | **81,035** | **79,011** | **155,342** | **185,349** | **219,766** | **31,099** | **39,676** | **15,002** |
| Franklin | 29.1 | 2,122 | 3,318 | 3,472 | 3,185 | 3,182 | 5,739 | 5,041 | 3,041 | 23,860 | 29,808 | 10,669 |
| Jefferson | 60.1 | 2,635 | 4,093 | 4,937 | 5,320 | 5,777 | 12,713 | 14,801 | 9,824 | 30,841 | 35,816 | 12,378 |
| St. Charles | 77.3 | 2,061 | 3,134 | 3,909 | 4,649 | 4,912 | 11,986 | 19,876 | 26,773 | 40,659 | 47,274 | 16,513 |
| St. Louis | 382.3 | 11,285 | 19,204 | 25,858 | 28,888 | 29,969 | 62,551 | 81,958 | 122,587 | 37,192 | 46,928 | 17,955 |
| St. Louis city | 162.7 | 14,106 | 22,258 | 20,768 | 17,930 | 14,991 | 23,854 | 23,667 | 25,126 | 21,835 | 31,548 | 13,108 |
| *Clinton, Ill.* | *11.6* | *708* | *1,120* | *1,122* | *1,212* | *1,232* | *2,212* | *2,211* | *1,783* | *26,712* | *33,996* | *11,599* |
| *Jersey, Ill.* | *7.4* | *457* | *761* | *988* | *807* | *817* | *1,532* | *1,346* | *692* | *24,235* | *31,163* | *11,195* |
| *Madison, Ill.* | *95.0* | *7,285* | *10,275* | *10,303* | *9,454* | *9,303* | *18,253* | *18,359* | *11,768* | *25,462* | *31,493* | *11,982* |
| *Monroe, Ill.* | *8.3* | *520* | *824* | *866* | *775* | *746* | *1,598* | *1,800* | *1,171* | *27,658* | *33,817* | *12,365* |
| *St. Clair, Ill.* | *95.2* | *9,391* | *10,918* | *9,799* | *8,815* | *8,082* | *14,904* | *16,290* | *17,001* | *25,383* | *33,756* | *12,238* |
| **SPRINGFIELD** | **94.5** | **6,927** | **11,297** | **11,958** | **11,211** | **9,933** | **16,390** | **14,380** | **12,404** | **22,941** | **31,401** | **12,196** |
| Christian | 12.3 | 996 | 1,531 | 1,521 | 1,545 | 1,430 | 2,309 | 1,789 | 1,179 | 21,948 | 28,438 | 10,410 |
| Greene | 82.2 | 5,931 | 9,766 | 10,437 | 9,666 | 8,503 | 14,081 | 12,591 | 11,225 | 23,108 | 31,844 | 12,482 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Adair | 9.0 | 990 | 1,435 | 1,469 | 1,040 | 847 | 1,355 | 1,059 | 805 | 17,779 | 27,048 | 9,936 |
| Andrew | 5.5 | 315 | 526 | 673 | 674 | 626 | 1,057 | 939 | 690 | 24,488 | 31,547 | 11,803 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Households by E B I Group: Under $5,000 | $5,000 To $9,999 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **MISSOURI (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Atchison | 2.9 | 273 | 408 | 468 | 375 | 342 | 518 | 305 | 211 | 18,958 | 26,128 | 10,239 |
| Audrain | 9.1 | 797 | 1,176 | 1,213 | 1,138 | 1,073 | 1,788 | 1,251 | 664 | 21,054 | 26,672 | 10,373 |
| Barry | 11.0 | 1,231 | 1,851 | 1,726 | 1,462 | 1,201 | 1,610 | 1,097 | 822 | 17,213 | 24,227 | 9,552 |
| Barton | 4.6 | 526 | 762 | 801 | 734 | 521 | 630 | 417 | 209 | 16,298 | 22,244 | 8,976 |
| Bates | 5.9 | 632 | 997 | 813 | 686 | 564 | 898 | 697 | 613 | 18,595 | 26,365 | 10,370 |
| Benton | 5.8 | 1,018 | 1,310 | 1,103 | 744 | 519 | 586 | 301 | 219 | 12,381 | 18,588 | 7,701 |
| Bollinger | 4.0 | 669 | 749 | 651 | 537 | 430 | 490 | 340 | 134 | 14,477 | 19,489 | 7,286 |
| Boone | 42.2 | 2,841 | 4,018 | 4,690 | 4,648 | 4,058 | 6,532 | 7,106 | 8,307 | 26,132 | 37,242 | 13,896 |
| Buchanan | 32.4 | 2,193 | 3,796 | 4,046 | 3,743 | 3,182 | 5,260 | 5,575 | 4,605 | 23,788 | 32,048 | 12,541 |
| Butler | 15.3 | 2,032 | 2,875 | 2,182 | 1,778 | 1,423 | 2,146 | 1,491 | 1,373 | 16,500 | 24,565 | 9,687 |
| Caldwell | 3.2 | 454 | 566 | 459 | 399 | 310 | 477 | 345 | 190 | 16,412 | 22,945 | 8,741 |
| Callaway | 11.6 | 668 | 1,178 | 1,176 | 1,115 | 1,069 | 2,195 | 2,461 | 1,738 | 27,816 | 34,439 | 12,106 |
| Camden | 11.5 | 742 | 1,284 | 1,561 | 1,586 | 1,312 | 1,861 | 1,592 | 1,562 | 22,060 | 30,741 | 12,626 |
| Cape Girardeau | 23.5 | 1,889 | 2,860 | 3,214 | 2,693 | 2,340 | 3,968 | 3,757 | 2,779 | 22,251 | 30,639 | 11,632 |
| Carroll | 4.3 | 584 | 742 | 628 | 587 | 417 | 619 | 380 | 343 | 16,537 | 23,512 | 9,538 |
| Carter | 2.1 | 275 | 397 | 378 | 285 | 211 | 265 | 175 | 114 | 15,000 | 21,188 | 8,090 |
| Cass | 23.3 | 1,407 | 2,013 | 2,175 | 2,193 | 2,126 | 4,205 | 4,709 | 4,472 | 29,230 | 35,637 | 12,775 |
| Cedar | 5.0 | 665 | 1,026 | 866 | 710 | 463 | 574 | 408 | 268 | 14,547 | 21,413 | 8,849 |
| Chariton | 3.6 | 630 | 694 | 617 | 432 | 349 | 432 | 262 | 184 | 13,778 | 20,245 | 8,009 |
| Christian | 12.3 | 996 | 1,531 | 1,521 | 1,545 | 1,430 | 2,309 | 1,789 | 1,179 | 21,948 | 28,438 | 10,410 |
| Clark | 2.8 | 332 | 455 | 393 | 384 | 305 | 440 | 271 | 220 | 17,867 | 24,497 | 9,145 |
| Clay | 59.6 | 2,348 | 3,482 | 4,394 | 5,040 | 5,229 | 10,544 | 13,843 | 14,720 | 33,883 | 40,331 | 15,498 |
| Clinton | 6.2 | 620 | 840 | 808 | 718 | 561 | 1,240 | 905 | 508 | 20,942 | 26,825 | 9,959 |
| Cole | 23.1 | 1,001 | 1,716 | 2,066 | 2,224 | 2,042 | 3,603 | 4,999 | 5,449 | 31,852 | 40,200 | 14,533 |
| Cooper | 5.3 | 526 | 792 | 781 | 702 | 645 | 907 | 611 | 336 | 18,950 | 24,788 | 8,877 |
| Crawford | 7.4 | 648 | 1,151 | 1,125 | 906 | 722 | 1,229 | 951 | 668 | 19,167 | 26,715 | 10,190 |
| Dade | 3.0 | 469 | 610 | 551 | 423 | 306 | 333 | 196 | 112 | 13,700 | 19,269 | 7,707 |
| Dallas | 5.0 | 720 | 1,021 | 868 | 623 | 476 | 607 | 350 | 335 | 14,319 | 21,798 | 8,515 |
| Daviess | 3.0 | 363 | 525 | 500 | 422 | 311 | 418 | 241 | 220 | 16,190 | 24,096 | 9,268 |
| De Kalb | 3.1 | 341 | 494 | 433 | 368 | 308 | 478 | 372 | 306 | 18,641 | 26,085 | 8,006 |
| Dent | 5.3 | 631 | 894 | 820 | 737 | 530 | 809 | 530 | 349 | 16,914 | 23,537 | 9,106 |
| Douglas | 4.6 | 680 | 794 | 789 | 634 | 449 | 546 | 416 | 292 | 15,250 | 22,198 | 8,581 |
| Dunklin | 13.0 | 1,679 | 2,457 | 2,001 | 1,602 | 1,217 | 1,701 | 1,380 | 963 | 16,033 | 23,598 | 9,324 |
| Franklin | 29.1 | 2,122 | 3,318 | 3,472 | 3,185 | 3,182 | 5,739 | 5,041 | 3,041 | 23,860 | 29,808 | 10,669 |
| Gasconade | 5.6 | 499 | 880 | 791 | 696 | 612 | 963 | 688 | 471 | 19,518 | 25,992 | 10,323 |
| Gentry | 2.7 | 353 | 474 | 446 | 357 | 289 | 372 | 225 | 184 | 15,917 | 22,708 | 9,016 |
| Greene | 82.2 | 5,931 | 9,766 | 10,437 | 9,666 | 8,503 | 14,081 | 12,591 | 11,225 | 23,108 | 31,844 | 12,482 |
| Grundy | 4.3 | 413 | 704 | 549 | 552 | 479 | 678 | 548 | 377 | 19,370 | 26,183 | 10,826 |
| Harrison | 3.5 | 504 | 647 | 520 | 464 | 361 | 412 | 310 | 282 | 15,760 | 23,423 | 9,759 |
| Henry | 8.2 | 1,036 | 1,523 | 1,259 | 953 | 708 | 1,156 | 969 | 596 | 16,344 | 24,117 | 9,839 |
| Hickory | 3.2 | 558 | 744 | 631 | 394 | 276 | 349 | 140 | 108 | 12,172 | 17,458 | 7,549 |
| Holt | 2.4 | 281 | 300 | 327 | 307 | 260 | 413 | 301 | 211 | 19,746 | 26,337 | 10,535 |
| Howard | 3.6 | 406 | 603 | 539 | 406 | 387 | 601 | 361 | 297 | 17,960 | 26,024 | 9,759 |
| Howell | 12.4 | 1,415 | 2,210 | 2,025 | 1,724 | 1,317 | 1,780 | 1,191 | 738 | 16,486 | 23,311 | 9,119 |
| Iron | 4.0 | 279 | 477 | 516 | 450 | 351 | 586 | 776 | 565 | 23,949 | 32,226 | 11,935 |
| Jackson | 253.4 | 16,651 | 23,038 | 24,835 | 25,151 | 23,168 | 39,917 | 46,318 | 54,322 | 28,393 | 36,748 | 14,660 |
| Jasper | 36.3 | 3,147 | 5,114 | 4,934 | 4,521 | 3,896 | 6,089 | 4,762 | 3,837 | 20,554 | 28,408 | 11,345 |
| Jefferson | 60.1 | 2,635 | 4,093 | 4,937 | 5,320 | 5,777 | 12,713 | 14,801 | 9,824 | 30,841 | 35,816 | 12,378 |
| Johnson | 14.7 | 1,242 | 1,728 | 2,205 | 1,882 | 1,588 | 2,429 | 2,027 | 1,599 | 20,830 | 30,217 | 10,354 |
| Knox | 1.8 | 374 | 337 | 297 | 246 | 175 | 190 | 106 | 75 | 13,089 | 18,825 | 7,701 |
| Laclede | 10.5 | 1,032 | 1,630 | 1,638 | 1,387 | 1,089 | 1,665 | 1,194 | 865 | 18,309 | 26,060 | 9,987 |
| Lafayette | 11.8 | 967 | 1,467 | 1,490 | 1,322 | 1,170 | 2,208 | 1,916 | 1,260 | 22,733 | 29,265 | 11,033 |
| Lawrence | 11.8 | 1,277 | 1,727 | 1,820 | 1,619 | 1,284 | 1,796 | 1,453 | 824 | 18,133 | 24,757 | 9,610 |
| Lewis | 3.7 | 295 | 447 | 407 | 395 | 365 | 751 | 556 | 484 | 24,262 | 30,390 | 11,133 |
| Lincoln | 10.5 | 633 | 1,295 | 1,420 | 1,107 | 1,045 | 1,952 | 1,733 | 1,315 | 23,856 | 30,413 | 10,825 |
| Linn | 5.7 | 468 | 856 | 945 | 775 | 583 | 845 | 664 | 564 | 18,526 | 27,057 | 11,176 |
| Livingston | 5.6 | 714 | 943 | 856 | 695 | 621 | 789 | 619 | 363 | 17,049 | 24,242 | 9,298 |
| McDonald | 6.4 | 835 | 1,128 | 1,010 | 881 | 725 | 966 | 548 | 307 | 16,134 | 22,191 | 8,305 |
| Macon | 6.1 | 972 | 1,236 | 1,086 | 845 | 632 | 714 | 375 | 240 | 13,769 | 19,118 | 7,622 |
| Madison | 4.4 | 564 | 854 | 693 | 520 | 413 | 623 | 479 | 254 | 15,761 | 23,088 | 9,070 |
| Maries | 3.0 | 417 | 504 | 440 | 424 | 333 | 486 | 243 | 153 | 16,523 | 22,142 | 8,303 |
| Marion | 10.7 | 670 | 1,301 | 1,357 | 1,207 | 969 | 1,800 | 1,872 | 1,524 | 24,252 | 32,290 | 12,518 |
| Mercer | 1.5 | 213 | 265 | 231 | 180 | 148 | 222 | 138 | 103 | 15,976 | 23,012 | 9,588 |
| Miller | 8.0 | 637 | 977 | 1,127 | 1,058 | 830 | 1,325 | 1,155 | 891 | 21,099 | 28,449 | 10,942 |
| Mississippi | 5.4 | 768 | 1,105 | 844 | 703 | 475 | 646 | 460 | 399 | 14,901 | 22,628 | 8,485 |
| Moniteau | 4.6 | 461 | 819 | 878 | 615 | 473 | 650 | 478 | 226 | 16,111 | 22,304 | 8,341 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Households by E B I Group | | | | | | | | Median Household E B I | Average Household E B I | Per Capita E B I |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under $5,000 | $5,000 To $9,999 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 Or More | | | |
| **MISSOURI (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Monroe | 3.5 | 438 | 522 | 525 | 479 | 415 | 542 | 394 | 185 | 17,728 | 23,363 | 8,986 |
| Montgomery | 4.4 | 465 | 648 | 665 | 644 | 491 | 703 | 450 | 334 | 18,286 | 24,538 | 9,471 |
| Morgan | 6.3 | 784 | 1,088 | 1,081 | 902 | 652 | 811 | 577 | 405 | 15,925 | 22,731 | 9,121 |
| New Madrid | 7.7 | 925 | 1,451 | 1,081 | 903 | 702 | 953 | 854 | 831 | 17,107 | 25,874 | 9,625 |
| Newton | 17.0 | 1,691 | 2,434 | 2,403 | 2,275 | 2,024 | 2,797 | 1,978 | 1,398 | 19,282 | 26,121 | 9,934 |
| Nodaway | 7.6 | 644 | 932 | 1,002 | 942 | 775 | 1,180 | 1,111 | 1,014 | 21,787 | 31,545 | 11,048 |
| Oregon | 3.8 | 832 | 976 | 761 | 421 | 281 | 280 | 165 | 84 | 10,503 | 15,092 | 6,101 |
| Osage | 4.3 | 477 | 613 | 512 | 457 | 457 | 894 | 519 | 371 | 21,023 | 26,730 | 9,578 |
| Ozark | 3.5 | 575 | 737 | 658 | 463 | 350 | 373 | 178 | 166 | 13,279 | 19,197 | 7,723 |
| Pemiscot | 8.2 | 1,126 | 1,599 | 1,279 | 1,046 | 787 | 985 | 740 | 638 | 15,419 | 23,073 | 8,679 |
| Perry | 6.1 | 793 | 974 | 950 | 890 | 701 | 973 | 613 | 206 | 16,802 | 21,587 | 7,885 |
| Pettis | 14.1 | 1,051 | 1,870 | 1,912 | 1,775 | 1,487 | 2,209 | 2,066 | 1,730 | 21,459 | 30,001 | 11,916 |
| Phelps | 13.3 | 1,442 | 1,923 | 1,853 | 1,514 | 1,282 | 2,207 | 1,718 | 1,361 | 19,703 | 28,695 | 10,781 |
| Pike | 6.1 | 740 | 947 | 1,008 | 803 | 565 | 965 | 638 | 434 | 17,117 | 24,636 | 9,451 |
| Platte | 22.6 | 1,156 | 1,627 | 2,071 | 2,109 | 2,063 | 4,718 | 5,157 | 3,699 | 29,826 | 35,261 | 13,484 |
| Polk | 8.1 | 972 | 1,345 | 1,216 | 1,073 | 849 | 1,169 | 852 | 624 | 17,207 | 25,403 | 9,311 |
| Pulaski | 12.3 | 960 | 1,635 | 2,255 | 2,007 | 1,595 | 1,965 | 1,241 | 642 | 18,183 | 32,948 | 9,884 |
| Putnam | 2.1 | 225 | 318 | 313 | 264 | 194 | 305 | 261 | 220 | 18,635 | 27,638 | 11,608 |
| Ralls | 3.2 | 284 | 383 | 383 | 395 | 342 | 657 | 506 | 248 | 21,948 | 27,890 | 10,500 |
| Randolph | 8.9 | 911 | 1,453 | 1,366 | 1,011 | 859 | 1,448 | 1,138 | 714 | 18,525 | 25,772 | 9,439 |
| Ray | 8.1 | 659 | 967 | 953 | 896 | 841 | 1,514 | 1,433 | 837 | 23,401 | 29,343 | 10,755 |
| Reynolds | 2.5 | 331 | 482 | 328 | 254 | 212 | 443 | 314 | 136 | 16,982 | 23,235 | 8,801 |
| Ripley | 4.8 | 665 | 1,068 | 865 | 691 | 478 | 520 | 312 | 201 | 13,723 | 19,484 | 7,603 |
| St. Charles | 77.3 | 2,061 | 3,134 | 3,909 | 4,649 | 4,912 | 11,986 | 19,876 | 26,773 | 40,659 | 47,274 | 16,513 |
| St. Clair | 3.5 | 495 | 722 | 569 | 430 | 322 | 427 | 278 | 257 | 14,657 | 22,089 | 9,096 |
| Ste. Genevieve | 5.8 | 381 | 554 | 713 | 737 | 631 | 1,116 | 1,027 | 641 | 23,967 | 30,182 | 10,806 |
| St. Francois | 18.0 | 1,308 | 2,481 | 2,252 | 2,076 | 1,834 | 3,340 | 2,656 | 2,053 | 22,493 | 29,303 | 10,613 |
| St. Louis | 382.3 | 11,285 | 19,204 | 25,858 | 28,888 | 29,969 | 62,551 | 81,958 | 122,587 | 37,192 | 46,923 | 17,955 |
| St. Louis city | 162.7 | 14,106 | 22,258 | 20,768 | 17,930 | 14,991 | 23,854 | 23,667 | 25,126 | 21,835 | 31,548 | 13,108 |
| Saline | 8.9 | 948 | 1,382 | 1,337 | 1,151 | 965 | 1,512 | 1,023 | 582 | 18,412 | 24,636 | 9,330 |
| Schuyler | 1.7 | 392 | 356 | 308 | 214 | 160 | 150 | 67 | 53 | 11,594 | 16,294 | 6,595 |
| Scotland | 1.9 | 308 | 431 | 355 | 214 | 170 | 189 | 115 | 118 | 12,566 | 19,808 | 7,841 |
| Scott | 14.8 | 1,407 | 2,153 | 2,049 | 1,634 | 1,411 | 2,443 | 2,107 | 1,596 | 20,545 | 27,808 | 10,419 |
| Shannon | 2.9 | 346 | 609 | 538 | 354 | 272 | 428 | 214 | 139 | 14,543 | 20,565 | 7,847 |
| Shelby | 2.8 | 354 | 513 | 512 | 362 | 295 | 384 | 240 | 140 | 15,250 | 21,471 | 8,713 |
| Stoddard | 11.4 | 1,359 | 1,943 | 1,757 | 1,515 | 1,192 | 1,634 | 1,169 | 831 | 16,919 | 24,157 | 9,529 |
| Stone | 8.0 | 555 | 675 | 879 | 920 | 944 | 1,445 | 1,239 | 1,343 | 25,170 | 34,446 | 14,205 |
| Sullivan | 2.6 | 679 | 660 | 484 | 279 | 207 | 153 | 72 | 66 | 9,672 | 14,464 | 5,969 |
| Taney | 10.5 | 889 | 1,556 | 1,843 | 1,648 | 1,190 | 1,528 | 1,135 | 711 | 17,782 | 24,820 | 10,062 |
| Texas | 8.5 | 1,137 | 1,624 | 1,519 | 1,143 | 864 | 1,127 | 647 | 439 | 14,899 | 21,192 | 8,378 |
| Vernon | 7.3 | 715 | 1,191 | 1,178 | 877 | 734 | 1,169 | 843 | 593 | 18,043 | 26,155 | 10,049 |
| Warren | 7.2 | 508 | 780 | 953 | 778 | 656 | 1,229 | 1,204 | 1,092 | 24,409 | 32,497 | 11,758 |
| Washington | 7.1 | 978 | 1,204 | 1,074 | 894 | 853 | 1,164 | 628 | 305 | 16,554 | 21,887 | 7,544 |
| Wayne | 4.6 | 765 | 1,184 | 917 | 510 | 359 | 478 | 250 | 137 | 11,716 | 17,939 | 7,114 |
| Webster | 8.5 | 1,100 | 1,473 | 1,280 | 1,064 | 981 | 1,396 | 744 | 462 | 16,865 | 23,577 | 8,316 |
| Worth | 1.0 | 143 | 222 | 202 | 110 | 98 | 114 | 59 | 52 | 13,176 | 19,795 | 8,248 |
| Wright | 6.5 | 1,080 | 1,365 | 1,104 | 938 | 597 | 734 | 350 | 332 | 13,706 | 20,155 | 7,798 |
| **TOTAL METRO COUNTIES** | **1,312.7** | **72,196** | **111,260** | **122,893** | **123,081** | **116,521** | **217,017** | **252,520** | **297,212** | **29,987** | **38,643** | **14,876** |
| **TOTAL STATE** | **1,971.0** | **142,419** | **213,601** | **220,719** | **205,423** | **183,407** | **317,698** | **331,344** | **356,389** | **25,574** | **34,544** | **13,233** |
| **MONTANA** | | | | | | | | | | | | |
| **BILLINGS** | **44.5** | **3,138** | **4,524** | **5,227** | **4,901** | **4,626** | **8,451** | **7,780** | **5,853** | **24,815** | **31,484** | **12,399** |
| Yellowstone | 44.5 | 3,138 | 4,524 | 5,227 | 4,901 | 4,626 | 8,451 | 7,780 | 5,853 | 24,815 | 31,484 | 12,399 |
| **GREAT FALLS** | **30.1** | **2,009** | **3,141** | **3,697** | **3,491** | **3,319** | **5,430** | **5,123** | **3,[illegible]** | **24,105** | **31,171** | **12,107** |
| Cascade | 30.1 | 2,009 | 3,141 | 3,697 | 3,491 | 3,319 | 5,430 | 5,123 | 3,890 | 24,105 | 31,171 | 12,107 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Beaverhead | 3.2 | 296 | 490 | 480 | 401 | 347 | 548 | 358 | 280 | 19,152 | 25,873 | 9,856 |
| Big Horn | 3.4 | 262 | 425 | 537 | 391 | 384 | 583 | 444 | 374 | 21,197 | 27,184 | 8,179 |
| Blaine | 2.4 | 436 | 460 | 373 | 317 | 263 | 302 | 159 | 90 | 14,068 | 18,893 | 6,768 |
| Broadwater | 1.3 | 119 | 183 | 238 | 208 | 154 | 194 | 136 | 68 | 17,614 | 22,718 | 8,950 |
| Carbon | 3.2 | 379 | 501 | 513 | 467 | 364 | 561 | 246 | 169 | 17,070 | 22,177 | 8,871 |
| Carter | .6 | 119 | 119 | 99 | 75 | 67 | 68 | 32 | 21 | 13,053 | 17,698 | 7,079 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Households by E B I Group | | | | | | | | Median Household E B I | Average Household E B I | Per Capita E B I |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under $5,000 | $5,000 To $9,999 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 Or More | | | |
| **MONTANA (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Cascade | 30.1 | 2,009 | 3,141 | 3,697 | 3,491 | 3,319 | 5,430 | 5,123 | 3,890 | 24,105 | 31,171 | 12,107 |
| Chouteau | 2.0 | 163 | 219 | 308 | 302 | 213 | 389 | 216 | 190 | 20,157 | 27,269 | 10,100 |
| Custer | 4.6 | 559 | 714 | 729 | 529 | 407 | 774 | 520 | 368 | 17,839 | 24,351 | 9,656 |
| Daniels | .9 | 84 | 101 | 129 | 115 | 98 | 148 | 121 | 104 | 20,955 | 27,800 | 11,373 |
| Dawson | 3.6 | 237 | 351 | 401 | 409 | 413 | 744 | 674 | 371 | 24,862 | 29,460 | 11,404 |
| Deer Lodge | 4.0 | 339 | 548 | 472 | 430 | 479 | 855 | 610 | 267 | 22,264 | 27,275 | 10,802 |
| Fallon | 1.1 | 74 | 92 | 110 | 117 | 116 | 209 | 223 | 159 | 27,053 | 33,486 | 12,278 |
| Fergus | 4.6 | 564 | 803 | 820 | 582 | 437 | 708 | 403 | 283 | 15,883 | 22,342 | 8,564 |
| Flathead | 22.9 | 1,301 | 2,227 | 2,642 | 2,494 | 2,264 | 4,321 | 4,285 | 3,366 | 26,124 | 32,431 | 12,482 |
| Gallatin | 19.1 | 1,202 | 1,973 | 2,254 | 2,214 | 1,997 | 3,404 | 3,232 | 2,824 | 24,749 | 32,980 | 12,425 |
| Garfield | .6 | 66 | 82 | 110 | 100 | 52 | 65 | 74 | 51 | 17,100 | 24,372 | 9,139 |
| Glacier | 3.8 | 374 | 403 | 493 | 479 | 350 | 440 | 730 | 531 | 21,972 | 30,021 | 9,351 |
| Golden Valley | .3 | 47 | 46 | 50 | 47 | 36 | 37 | 20 | 17 | 15,583 | 19,527 | 6,509 |
| Granite | 1.0 | 103 | 132 | 133 | 114 | 93 | 162 | 182 | 81 | 20,947 | 27,372 | 10,949 |
| Hill | 6.4 | 439 | 630 | 781 | 787 | 606 | 999 | 1,197 | 961 | 24,594 | 32,176 | 11,700 |
| Jefferson | 2.9 | 224 | 323 | 431 | 399 | 382 | 611 | 316 | 214 | 20,890 | 25,634 | 9,292 |
| Judith Basin | .9 | 77 | 102 | 87 | 117 | 129 | 156 | 120 | 112 | 22,448 | 29,986 | 11,733 |
| Lake | 7.9 | 887 | 1,212 | 1,280 | 1,021 | 864 | 1,311 | 863 | 462 | 17,577 | 23,861 | 8,892 |
| Lewis and Clark | 18.7 | 1,123 | 1,892 | 2,133 | 2,225 | 2,054 | 3,441 | 3,463 | 2,369 | 24,807 | 30,877 | 12,105 |
| Liberty | .8 | 77 | 86 | 89 | 117 | 84 | 119 | 118 | 110 | 21,429 | 31,029 | 10,793 |
| Lincoln | 6.6 | 519 | 729 | 807 | 764 | 812 | 1,441 | 1,037 | 491 | 23,042 | 26,990 | 10,237 |
| McCone | .8 | 114 | 135 | 132 | 103 | 99 | 114 | 73 | 30 | 15,950 | 20,481 | 7,448 |
| Madison | 2.4 | 292 | 267 | 355 | 347 | 246 | 326 | 390 | 177 | 18,891 | 25,073 | 10,029 |
| Meagher | .7 | 95 | 127 | 125 | 91 | 71 | 104 | 49 | 38 | 15,143 | 20,919 | 8,135 |
| Mineral | 1.3 | 144 | 174 | 161 | 165 | 186 | 285 | 144 | 41 | 20,143 | 22,592 | 8,900 |
| Missoula | 30.8 | 2,269 | 3,169 | 3,813 | 3,546 | 3,319 | 5,626 | 4,977 | 4,081 | 23,912 | 31,272 | 12,223 |
| Musselshell | 1.6 | 223 | 259 | 270 | 202 | 150 | 277 | 154 | 65 | 16,049 | 21,326 | 8,530 |
| Park | 5.6 | 370 | 684 | 794 | 682 | 550 | 1,028 | 898 | 594 | 22,455 | 28,549 | 11,026 |
| Petroleum | .2 | 25 | 32 | 28 | 36 | 31 | 17 | 17 | 14 | 17,444 | 25,845 | 10,338 |
| Phillips | 1.9 | 205 | 285 | 232 | 261 | 243 | 331 | 214 | 129 | 19,327 | 24,945 | 9,293 |
| Pondera | 2.2 | 208 | 273 | 245 | 254 | 217 | 435 | 346 | 222 | 22,487 | 29,131 | 10,014 |
| Powder River | .8 | 65 | 140 | 181 | 98 | 99 | 109 | 75 | 33 | 15,538 | 21,073 | 8,429 |
| Powell | 2.2 | 239 | 261 | 353 | 343 | 286 | 386 | 208 | 124 | 18,658 | 23,656 | 7,885 |
| Prairie | .5 | 106 | 94 | 91 | 70 | 48 | 42 | 33 | 16 | 12,667 | 17,238 | 6,630 |
| Ravalli | 9.8 | 1,062 | 1,455 | 1,536 | 1,302 | 1,044 | 1,620 | 1,187 | 594 | 18,260 | 23,711 | 9,221 |
| Richland | 3.8 | 204 | 344 | 265 | 334 | 384 | 716 | 732 | 821 | 29,847 | 36,649 | 13,391 |
| Roosevelt | 3.7 | 207 | 393 | 457 | 465 | 434 | 706 | 554 | 484 | 23,747 | 31,193 | 10,492 |
| Rosebud | 3.5 | 325 | 391 | 413 | 407 | 283 | 509 | 768 | 404 | 23,653 | 29,676 | 9,892 |
| Sanders | 3.4 | 385 | 538 | 597 | 524 | 363 | 516 | 341 | 136 | 16,564 | 21,883 | 8,651 |
| Sheridan | 1.9 | 143 | 190 | 184 | 218 | 224 | 344 | 296 | 301 | 24,812 | 32,732 | 13,232 |
| Silver Bow | 13.8 | 1,349 | 2,067 | 1,606 | 1,524 | 1,250 | 2,467 | 2,184 | 1,353 | 21,268 | 27,311 | 11,217 |
| Stillwater | 2.5 | 263 | 293 | 338 | 324 | 276 | 403 | 387 | 216 | 20,627 | 25,964 | 9,835 |
| Sweet Grass | 1.3 | 141 | 274 | 269 | 173 | 112 | 182 | 101 | 48 | 14,306 | 20,003 | 8,126 |
| Teton | 2.3 | 236 | 276 | 291 | 282 | 270 | 407 | 283 | 255 | 21,133 | 27,880 | 10,178 |
| Toole | 1.9 | 135 | 271 | 255 | 258 | 179 | 357 | 223 | 222 | 21,111 | 28,670 | 10,895 |
| Treasure | .3 | 39 | 38 | 51 | 45 | 41 | 41 | 25 | 20 | 17,143 | 22,100 | 7,367 |
| Valley | 3.2 | 297 | 431 | 510 | 374 | 352 | 521 | 471 | 244 | 19,848 | 25,708 | 10,156 |
| Wheatland | .8 | 74 | 90 | 130 | 112 | 103 | 146 | 84 | 61 | 19,684 | 25,209 | 9,167 |
| Wibaux | .5 | 72 | 77 | 69 | 61 | 53 | 77 | 49 | 42 | 17,400 | 24,354 | 10,148 |
| Yellowstone | 44.5 | 3,138 | 4,524 | 5,227 | 4,901 | 4,626 | 8,451 | 7,780 | 5,853 | 24,815 | 31,484 | 12,399 |
| **TOTAL METRO COUNTIES** | **74.6** | **5,147** | **7,665** | **8,924** | **8,392** | **7,945** | **13,881** | **12,903** | **9,743** | **24,509** | **31,358** | **12,280** |
| **TOTAL STATE** | **305.1** | **24,504** | **35,536** | **39,174** | **36,214** | **32,323** | **54,563** | **47,945** | **34,841** | **22,572** | **29,286** | **11,208** |
| **NEBRASKA** | | | | | | | | | | | | |
| **LINCOLN** | **83.5** | **3,912** | **6,834** | **7,768** | **8,271** | **7,926** | **14,236** | **16,446** | **18,107** | **29,819** | **39,809** | **15,432** |
| Lancaster | 83.5 | 3,912 | 6,834 | 7,768 | 8,271 | 7,926 | 14,236 | 16,446 | 18,107 | 29,819 | 39,809 | 15,432 |
| **OMAHA** | **233.6** | **11,017** | **18,520** | **20,511** | **21,581** | **20,885** | **39,014** | **46,722** | **55,350** | **31,166** | **40,784** | **15,334** |
| Douglas | 161.8 | 8,192 | 13,860 | 14,755 | 14,921 | 13,929 | 25,993 | 31,111 | 39,039 | 30,769 | 40,989 | 15,859 |
| Sarpy | 34.4 | 797 | 1,130 | 1,988 | 2,992 | 3,484 | 6,332 | 8,137 | 9,540 | 35,662 | 44,756 | 14,832 |
| Washington | 6.1 | 303 | 521 | 561 | 548 | 512 | 1,080 | 1,355 | 1,220 | 30,800 | 39,290 | 14,351 |
| *Pottawattamie, Iowa* | *31.3* | *1,725* | *3,009* | *3,207* | *3,120* | *2,960* | *5,609* | *6,119* | *5,551* | *27,800* | *35,652* | *13,510* |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Total Households (Thousands) | Under $5,000 | $5,000 To $9,999 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 Or More | Median Household EBI | Average Household EBI | Per Capita EBI |
| **NEBRASKA (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Adams | 11.5 | 960 | 1,362 | 1,376 | 1,253 | 1,213 | 2,182 | 1,858 | 1,296 | 23,353 | 31,256 | 12,185 |
| Antelope | 3.0 | 590 | 508 | 451 | 407 | 256 | 389 | 250 | 149 | 14,490 | 20,707 | 7,863 |
| Arthur | .2 | 14 | 38 | 36 | 24 | 31 | 24 | 14 | 19 | 17,333 | 26,410 | 10,564 |
| Banner | .3 | 22 | 50 | 72 | 45 | 29 | 38 | 28 | 16 | 15,600 | 24,280 | 9,105 |
| Blaine | .3 | 61 | 69 | 65 | 43 | 21 | 20 | 9 | 12 | 11,333 | 16,087 | 6,894 |
| Boone | 2.5 | 440 | 505 | 420 | 300 | 202 | 305 | 182 | 146 | 13,500 | 21,706 | 8,222 |
| Box Butte | 4.8 | 356 | 488 | 583 | 535 | 509 | 989 | 815 | 525 | 24,324 | 30,874 | 11,400 |
| Boyd | 1.1 | 234 | 299 | 225 | 143 | 77 | 65 | 32 | 25 | 10,293 | 14,723 | 5,784 |
| Brown | 1.5 | 280 | 272 | 265 | 228 | 117 | 166 | 104 | 68 | 13,862 | 20,148 | 8,395 |
| Buffalo | 13.8 | 1,028 | 1,650 | 1,840 | 1,623 | 1,524 | 2,488 | 2,086 | 1,561 | 22,479 | 30,985 | 11,372 |
| Burt | 3.1 | 388 | 487 | 503 | 452 | 323 | 487 | 266 | 194 | 16,918 | 23,838 | 9,474 |
| Butler | 3.3 | 452 | 536 | 514 | 453 | 372 | 500 | 278 | 195 | 16,593 | 22,805 | 8,751 |
| Cass | 7.8 | 413 | 695 | 849 | 883 | 838 | 1,517 | 1,455 | 1,150 | 26,428 | 33,364 | 12,161 |
| Cedar | 3.6 | 534 | 626 | 629 | 496 | 349 | 438 | 287 | 241 | 15,100 | 23,074 | 8,307 |
| Chase | 1.7 | 250 | 244 | 254 | 219 | 188 | 280 | 150 | 115 | 17,302 | 23,676 | 9,360 |
| Cherry | 2.4 | 290 | 376 | 474 | 410 | 253 | 265 | 176 | 156 | 15,606 | 22,992 | 8,900 |
| Cheyenne | 3.9 | 369 | 487 | 483 | 377 | 358 | 730 | 622 | 474 | 23,372 | 30,697 | 12.602 |
| Clay | 2.7 | 249 | 359 | 371 | 317 | 289 | 488 | 376 | 251 | 20,806 | 27,744 | 10,551 |
| Colfax | 3.5 | 380 | 437 | 455 | 436 | 367 | 569 | 464 | 392 | 20,483 | 28,626 | 11,132 |
| Cuming | 3.8 | 497 | 535 | 685 | 517 | 446 | 573 | 316 | 231 | 16,518 | 23,031 | 8,752 |
| Custer | 4.9 | 669 | 748 | 793 | 717 | 530 | 704 | 395 | 344 | 16,616 | 23,552 | 9,537 |
| ☐ Dakota | 6.0 | 440 | 632 | 671 | 658 | 787 | 1,326 | 924 | 562 | 23,839 | 29,582 | 10,628 |
| Dawes | 3.3 | 323 | 535 | 500 | 386 | 297 | 495 | 386 | 378 | 18,757 | 28,542 | 10,465 |
| Dawson | 7.8 | 472 | 814 | 823 | 942 | 928 | 1,644 | 1,366 | 811 | 24,584 | 31,096 | 12,250 |
| Deuel | .9 | 57 | 99 | 111 | 124 | 118 | 174 | 108 | 109 | 22,458 | 30,623 | 12,528 |
| Dixon | 2.3 | 301 | 381 | 383 | 302 | 211 | 332 | 224 | 166 | 16,219 | 23,499 | 8,860 |
| Dodge | 13.4 | 1,094 | 1,709 | 1,835 | 1,592 | 1,310 | 2,612 | 1,986 | 1,262 | 21,777 | 29,173 | 11,331 |
| Douglas | 161.8 | 8,192 | 13,860 | 14,755 | 14,921 | 13,929 | 25,993 | 31,111 | 39,039 | 30,769 | 40,989 | 15,859 |
| Dundy | 1.1 | 146 | 164 | 142 | 141 | 125 | 175 | 97 | 110 | 18,320 | 26,336 | 11,142 |
| Fillmore | 2.8 | 297 | 388 | 434 | 432 | 334 | 461 | 275 | 179 | 18,200 | 24,696 | 9,739 |
| Franklin | 1.6 | 201 | 273 | 244 | 224 | 178 | 242 | 130 | 108 | 16,841 | 24,097 | 9,886 |
| Frontier | 1.2 | 113 | 149 | 157 | 158 | 137 | 201 | 141 | 144 | 20,742 | 29,408 | 11,384 |
| Furnas | 2.3 | 307 | 419 | 384 | 331 | 224 | 332 | 205 | 98 | 15,533 | 21,975 | 9,190 |
| Gage | 9.0 | 745 | 1,018 | 1,115 | 1,146 | 1,018 | 1,551 | 1,331 | 1,076 | 22,266 | 30,613 | 12,137 |
| Garden | 1.0 | 85 | 136 | 167 | 144 | 110 | 167 | 115 | 76 | 18,828 | 26,985 | 11,244 |
| Garfield | .8 | 164 | 200 | 166 | 95 | 74 | 54 | 33 | 14 | 10,923 | 15,349 | 5,847 |
| Gosper | .8 | 80 | 95 | 84 | 97 | 91 | 133 | 124 | 96 | 22,167 | 30,129 | 12,686 |
| Grant | .3 | 39 | 41 | 54 | 46 | 36 | 34 | 38 | 12 | 16,700 | 22,147 | 8,305 |
| Greeley | 1.1 | 198 | 227 | 186 | 120 | 94 | 143 | 74 | 58 | 13,147 | 20,536 | 7,530 |
| Hall | 18.7 | 1,151 | 2,120 | 2,146 | 2,166 | 1,991 | 3,697 | 3,129 | 2,300 | 24,434 | 32,272 | 12,341 |
| Hamilton | 3.2 | 240 | 331 | 423 | 483 | 384 | 631 | 421 | 287 | 21,380 | 28,557 | 10,384 |
| Harlan | 1.6 | 224 | 263 | 202 | 208 | 176 | 226 | 180 | 121 | 17,707 | 24,769 | 10,429 |
| Hayes | .5 | 45 | 40 | 76 | 77 | 40 | 76 | 69 | 77 | 21,000 | 32,584 | 13,577 |
| Hitchcock | 1.4 | 124 | 197 | 193 | 204 | 167 | 239 | 160 | 116 | 19,571 | 26,332 | 9,964 |
| Holt | 4.7 | 713 | 802 | 864 | 668 | 513 | 592 | 345 | 203 | 14,818 | 20,772 | 7,810 |
| Hooker | .3 | 53 | 58 | 66 | 44 | 30 | 33 | 12 | 4 | 12,583 | 17,333 | 6,500 |
| Howard | 2.3 | 354 | 374 | 497 | 337 | 225 | 291 | 155 | 67 | 14,242 | 19,477 | 7,466 |
| Jefferson | 3.6 | 374 | 510 | 477 | 486 | 418 | 607 | 466 | 262 | 19,525 | 27,145 | 11,233 |
| Johnson | 1.9 | 227 | 270 | 292 | 250 | 206 | 300 | 197 | 158 | 17,957 | 25,460 | 10,516 |
| Kearney | 2.5 | 180 | 264 | 256 | 324 | 299 | 458 | 391 | 328 | 23,683 | 32,560 | 12,333 |
| Keith | 3.4 | 274 | 280 | 399 | 397 | 385 | 680 | 543 | 442 | 24,551 | 31,720 | 12,688 |
| Keya Paha | .4 | 56 | 75 | 82 | 57 | 32 | 41 | 26 | 31 | 14,133 | 22,690 | 9,076 |
| Kimball | 1.6 | 109 | 201 | 205 | 213 | 160 | 308 | 211 | 193 | 22,375 | 30,451 | 12,181 |
| Knox | 3.8 | 516 | 614 | 593 | 514 | 389 | 506 | 385 | 283 | 16,514 | 24,163 | 9,768 |
| Lancaster | 83.5 | 3,912 | 6,834 | 7,768 | 8,271 | 7,926 | 14,236 | 16,446 | 18,107 | 29,819 | 39,809 | 15,432 |
| Lincoln | 12.6 | 730 | 1,263 | 1,393 | 1,256 | 1,375 | 2,657 | 2,349 | 1,577 | 25,966 | 33,229 | 12,963 |
| Logan | .3 | 65 | 53 | 61 | 46 | 20 | 23 | 25 | 7 | 12,583 | 17,360 | 5,787 |
| Loup | .3 | 36 | 40 | 50 | 45 | 36 | 42 | 34 | 17 | 17,500 | 24,760 | 10,611 |
| McPherson | .2 | 36 | 37 | 34 | 25 | 24 | 30 | 2 | 12 | 13,778 | 20,215 | 8,086 |
| Madison | 12.3 | 1,060 | 1,407 | 1,493 | 1,460 | 1,337 | 2,266 | 1,900 | 1,377 | 22,718 | 30,379 | 11,427 |
| Merrick | 3.0 | 297 | 428 | 454 | 383 | 369 | 604 | 321 | 144 | 19,225 | 24,678 | 9,254 |
| Morrill | 2.1 | 466 | 438 | 444 | 230 | 197 | 186 | 93 | 46 | 11,537 | 16,355 | 6,360 |
| Nance | 1.6 | 224 | 251 | 250 | 227 | 176 | 233 | 155 | 84 | 16,532 | 23,146 | 8,817 |
| Nemaha | 3.0 | 267 | 292 | 273 | 281 | 327 | 501 | 475 | 584 | 25,870 | 36,582 | 13,892 |
| Nuckolls | 2.3 | 303 | 374 | 389 | 385 | 296 | 284 | 184 | 85 | 16,042 | 21,243 | 8,572 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Households by E B I Group | | | | | | | | Median Household E B I | Average Household E B I | Per Capita E B I |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under $5,000 | $5,000 To $9,999 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 Or More | | | |
| **NEBRASKA (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Otoe | 5.6 | 556 | 783 | 811 | 631 | 619 | 1,009 | 713 | 478 | 20,158 | 27,542 | 10,861 |
| Pawnee | 1.4 | 199 | 235 | 224 | 194 | 144 | 191 | 119 | 94 | 16,051 | 22,838 | 9,689 |
| Perkins | 1.3 | 137 | 143 | 150 | 141 | 125 | 219 | 198 | 187 | 23,080 | 31,032 | 12,225 |
| Phelps | 3.8 | 340 | 408 | 431 | 457 | 382 | 660 | 648 | 474 | 23,354 | 32,232 | 12,627 |
| Pierce | 2.9 | 391 | 466 | 555 | 446 | 320 | 427 | 169 | 126 | 15,352 | 21,066 | 7,832 |
| Platte | 11.0 | 823 | 1,191 | 1,206 | 1,245 | 1,225 | 2,279 | 1,853 | 1,178 | 24,283 | 30,592 | 11,217 |
| Polk | 2.2 | 319 | 304 | 371 | 330 | 243 | 321 | 207 | 105 | 16,433 | 22,297 | 8,759 |
| Red Willow | 4.7 | 384 | 627 | 666 | 603 | 492 | 805 | 660 | 463 | 20,686 | 28,567 | 11,575 |
| Richardson | 4.1 | 656 | 788 | 779 | 583 | 400 | 438 | 302 | 154 | 13,796 | 19,788 | 8,279 |
| Rock | .8 | 79 | 116 | 134 | 137 | 81 | 120 | 74 | 59 | 17,609 | 24,843 | 9,937 |
| Saline | 4.8 | 490 | 635 | 623 | 497 | 488 | 952 | 692 | 423 | 21,670 | 29,359 | 11,096 |
| Sarpy | 34.4 | 797 | 1,130 | 1,988 | 2,992 | 3,484 | 6,332 | 8,137 | 9,540 | 35,662 | 44,756 | 14,832 |
| Saunders | 6.8 | 523 | 786 | 878 | 861 | 750 | 1,303 | 1,008 | 691 | 22,145 | 29,481 | 10,955 |
| Scotts Bluff | 14.0 | 1,065 | 1,750 | 1,903 | 1,854 | 1,606 | 2,496 | 1,866 | 1,460 | 21,256 | 29,153 | 11,400 |
| Seward | 5.5 | 377 | 426 | 468 | 562 | 595 | 1,053 | 1,070 | 949 | 27,738 | 37,895 | 13,447 |
| Sheridan | 2.6 | 413 | 446 | 412 | 293 | 239 | 375 | 221 | 201 | 15,387 | 23,074 | 8,954 |
| Sherman | 1.4 | 261 | 273 | 282 | 213 | 131 | 154 | 63 | 23 | 12,887 | 16,999 | 6,432 |
| Sioux | .6 | 69 | 78 | 96 | 93 | 66 | 93 | 54 | 51 | 17,850 | 25,718 | 10,257 |
| Stanton | 2.2 | 293 | 238 | 293 | 293 | 277 | 407 | 273 | 126 | 19,696 | 25,284 | 8,829 |
| Thayer | 2.7 | 291 | 391 | 404 | 344 | 304 | 501 | 266 | 199 | 18,886 | 25,707 | 10,516 |
| Thomas | .3 | 32 | 42 | 52 | 57 | 25 | 55 | 20 | 17 | 16,917 | 23,877 | 8,954 |
| Thurston | 2.3 | 265 | 319 | 334 | 318 | 258 | 354 | 242 | 210 | 18,567 | 26,475 | 8,825 |
| Valley | 2.1 | 235 | 319 | 306 | 300 | 243 | 303 | 209 | 185 | 18,000 | 26,025 | 10,716 |
| Washington | 6.1 | 303 | 521 | 561 | 548 | 512 | 1,080 | 1,355 | 1,220 | 30,800 | 39,290 | 14,351 |
| Wayne | 3.2 | 272 | 355 | 438 | 368 | 297 | 561 | 447 | 462 | 22,635 | 32,498 | 11,063 |
| Webster | 1.7 | 308 | 286 | 265 | 216 | 169 | 235 | 148 | 73 | 14,833 | 21,469 | 8,690 |
| Wheeler | .3 | 20 | 17 | 29 | 35 | 36 | 64 | 52 | 47 | 26,714 | 36,710 | 12,237 |
| York | 5.5 | 440 | 587 | 706 | 670 | 637 | 975 | 874 | 611 | 22,759 | 31,006 | 11,843 |
| **TOTAL METRO COUNTIES** | **291.8** | **13,644** | **22,977** | **25,743** | **27,390** | **26,638** | **48,967** | **57,973** | **68,468** | **30,931** | **40,825** | **15,455** |
| **TOTAL STATE** | **602.6** | **44,104** | **63,387** | **68,299** | **66,055** | **59,939** | **102,795** | **99,445** | **98,576** | **24,959** | **34,359** | **13,109** |
| **NEVADA** | | | | | | | | | | | | |
| **LAS VEGAS** | **299.6** | **17,476** | **22,501** | **31,022** | **32,415** | **29,866** | **50,970** | **55,329** | **60,021** | **28,175** | **34,743** | **13,459** |
| Clark | 299.6 | 17,476 | 22,501 | 31,022 | 32,415 | 29,866 | 50,970 | 55,329 | 60,021 | 28,175 | 34,743 | 13,459 |
| **RENO** | **104.5** | **4,579** | **6,995** | **9,380** | **11,119** | **10,506** | **17,280** | **19,468** | **25,173** | **30,460** | **37,717** | **15,159** |
| Washoe | 104.5 | 4,579 | 6,995 | 9,380 | 11,119 | 10,506 | 17,280 | 19,468 | 25,173 | 30,460 | 37,717 | 15,159 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Carson City | 16.1 | 847 | 1,274 | 1,672 | 1,646 | 1,557 | 2,864 | 3,024 | 3,216 | 28,704 | 34,011 | 13,356 |
| Churchill | 6.8 | 448 | 820 | 902 | 880 | 759 | 1,166 | 901 | 924 | 22,253 | 28,838 | 10,716 |
| Clark | 299.6 | 17,476 | 22,501 | 31,022 | 32,415 | 29,866 | 50,970 | 55,329 | 60,021 | 28,175 | 34,743 | 13,459 |
| Douglas | 10.8 | 428 | 496 | 848 | 906 | 978 | 2,091 | 2,338 | 2,715 | 33,384 | 42,828 | 16,344 |
| Elko | 12.3 | 822 | 1,097 | 1,130 | 1,259 | 1,245 | 2,198 | 2,203 | 2,346 | 27,388 | 34,241 | 12,068 |
| Esmeralda | .6 | 40 | 30 | 30 | 54 | 36 | 54 | 154 | 202 | 39,800 | 45,163 | 20,845 |
| Eureka | .6 | 84 | 38 | 60 | 66 | 44 | 102 | 79 | 127 | 26,000 | 33,255 | 12,471 |
| Humboldt | 4.7 | 277 | 490 | 730 | 664 | 490 | 686 | 689 | 674 | 21,759 | 30,584 | 10,808 |
| Lander | 2.3 | 152 | 147 | 160 | 186 | 168 | 425 | 509 | 553 | 33,156 | 37,938 | 13,634 |
| Lincoln | 1.3 | 91 | 156 | 173 | 151 | 151 | 247 | 173 | 158 | 22,667 | 27,226 | 9,314 |
| Lyon | 7.9 | 615 | 870 | 1,028 | 901 | 826 | 1,366 | 1,274 | 1,020 | 23,230 | 28,494 | 10,981 |
| Mineral | 2.5 | 157 | 247 | 247 | 242 | 243 | 479 | 455 | 430 | 27,437 | 32,995 | 12,690 |
| Nye | 6.9 | 600 | 697 | 835 | 673 | 669 | 1,228 | 1,285 | 913 | 24,820 | 28,937 | 10,910 |
| Pershing | 1.7 | 121 | 181 | 149 | 148 | 176 | 286 | 264 | 375 | 27,094 | 35,554 | 13,432 |
| Storey | 1.0 | 72 | 41 | 95 | 102 | 95 | 160 | 235 | 200 | 30,706 | 36,680 | 14,108 |
| Washoe | 104.5 | 4,579 | 6,995 | 9,380 | 11,119 | 10,506 | 17,280 | 19,468 | 25,173 | 30,460 | 37,717 | 15,159 |
| White Pine | 3.4 | 237 | 258 | 263 | 277 | 313 | 567 | 621 | 864 | 30,897 | 37,763 | 13,659 |
| **TOTAL METRO COUNTIES** | **404.1** | **22,055** | **29,496** | **40,402** | **43,534** | **40,372** | **68,250** | **74,797** | **85,194** | **28,783** | **35,512** | **13,887** |
| **TOTAL STATE** | **483.0** | **27,046** | **36,338** | **48,724** | **51,689** | **48,122** | **82,169** | **89,001** | **99,911** | **28,520** | **35,246** | **13,684** |
| **NEW HAMPSHIRE** | | | | | | | | | | | | |
| **MANCHESTER - NASHUA** | **126.6** | **3,767** | **7,027** | **8,471** | **8,990** | **9,073** | **18,018** | **25,155** | **46,099** | **39,598** | **48,695** | **18,063** |
| Hillsborough | 126.6 | 3,767 | 7,027 | 8,471 | 8,990 | 9,073 | 18,018 | 25,155 | 46,099 | 39,598 | 48,695 | 18,063 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Total Households (Thousands) | Under $5,000 | $5,000 To $9,999 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 Or More | Median Household EBI | Average Household EBI | Per Capita EBI |
| **NEW HAMPSHIRE (continued)** | | | | | | | | | | | | |
| **PORTSMOUTH - DOVER - ROCHESTER** | **129.3** | **4,724** | **7,696** | **9,030** | **9,707** | **10,277** | **20,579** | **27,218** | **40,069** | **36,373** | **44,672** | **16,198** |
| Rockingham | 90.9 | 3,020 | 4,790 | 5,971 | 6,672 | 7,022 | 14,236 | 19,409 | 29,780 | 37,641 | 45,935 | 16,649 |
| Strafford | 38.4 | 1,704 | 2,906 | 3,059 | 3,035 | 3,255 | 6,343 | 7,809 | 10,289 | 33,176 | 41,683 | 15,129 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Belknap | 19.1 | 972 | 1,909 | 1,933 | 2,211 | 2,154 | 3,475 | 3,372 | 3,074 | 25,877 | 33,499 | 12,822 |
| Carroll | 14.6 | 786 | 1,348 | 1,619 | 1,751 | 1,657 | 2,705 | 2,419 | 2,315 | 25,444 | 34,031 | 13,687 |
| Cheshire | 26.2 | 1,002 | 2,150 | 2,375 | 2,503 | 2,461 | 4,816 | 5,430 | 5,463 | 30,118 | 38,340 | 14,128 |
| Coos | 13.8 | 903 | 1,578 | 1,551 | 1,505 | 1,410 | 2,560 | 2,512 | 1,781 | 24,836 | 30,707 | 12,142 |
| Grafton | 27.9 | 1,335 | 2,468 | 2,905 | 3,073 | 2,901 | 5,088 | 4,980 | 5,150 | 27,164 | 37,059 | 13,622 |
| Hillsborough | 126.6 | 3,767 | 7,027 | 8,471 | 8,990 | 9,073 | 18,018 | 25,155 | 46,099 | 39,598 | 48,695 | 18,063 |
| Merrimack | 45.5 | 1,612 | 2,944 | 3,662 | 4,069 | 4,137 | 8,071 | 9,482 | 11,523 | 32,713 | 41,782 | 15,557 |
| Rockingham | 90.9 | 3,020 | 4,790 | 5,971 | 6,672 | 7,022 | 14,236 | 19,409 | 29,780 | 37,641 | 45,935 | 16,649 |
| Strafford | 38.4 | 1,704 | 2,906 | 3,059 | 3,035 | 3,255 | 6,343 | 7,809 | 10,289 | 33,176 | 41,683 | 15,129 |
| Sullivan | 15.0 | 745 | 1,419 | 1,677 | 1,689 | 1,495 | 2,876 | 2,806 | 2,293 | 26,433 | 33,075 | 12,721 |
| **TOTAL METRO COUNTIES** | **255.9** | **8,491** | **14,723** | **17,501** | **18,697** | **19,350** | **38,597** | **52,373** | **86,168** | **37,856** | **46,662** | **17,110** |
| **TOTAL STATE** | **418.0** | **15,846** | **28,539** | **33,223** | **35,498** | **35,565** | **68,188** | **83,374** | **117,767** | **33,753** | **42,911** | **15,913** |
| **NEW JERSEY** | | | | | | | | | | | | |
| **ATLANTIC CITY** | **124.5** | **7,320** | **13,847** | **14,260** | **14,109** | **12,382** | **19,645** | **20,131** | **22,806** | **25,148** | **35,633** | **13,735** |
| Atlantic | 86.1 | 5,439 | 9,758 | 9,569 | 9,281 | 8,276 | 13,305 | 14,593 | 15,879 | 25,494 | 35,671 | 13,548 |
| Cape May | 38.4 | 1,881 | 4,089 | 4,691 | 4,828 | 4,106 | 6,340 | 5,538 | 6,927 | 24,501 | 35,549 | 14,175 |
| **BERGEN - PASSAIC** | **463.5** | **14,950** | **25,935** | **27,651** | **28,141** | **27,888** | **55,247** | **81,542** | **202,146** | **44,360** | **58,422** | **21,206** |
| Bergen | 308.2 | 6,983 | 13,179 | 15,210 | 16,298 | 16,784 | 34,049 | 52,730 | 152,967 | 49,681 | 64,482 | 24,127 |
| Passaic | 155.3 | 7,967 | 12,756 | 12,441 | 11,843 | 11,104 | 21,198 | 28,812 | 49,179 | 35,168 | 46,395 | 15,898 |
| **JERSEY CITY** | **207.9** | **15,577** | **23,265** | **20,892** | **19,044** | **17,209** | **30,692** | **34,476** | **46,745** | **27,405** | **37,722** | **14,236** |
| Hudson | 207.9 | 15,577 | 23,265 | 20,892 | 19,044 | 17,209 | 30,692 | 34,476 | 46,745 | 27,405 | 37,722 | 14,236 |
| **MIDDLESEX - SOMERSET - HUNTERDON** | **369.4** | **8,896** | **15,262** | **17,353** | **18,650** | **19,165** | **42,263** | **69,616** | **178,195** | **48,591** | **60,890** | **21,808** |
| Hunterdon | 38.5 | 757 | 1,383 | 1,581 | 1,708 | 1,954 | 4,210 | 6,910 | 19,997 | 51,631 | 65,564 | 23,094 |
| Middlesex | 240.9 | 6,467 | 11,312 | 12,502 | 13,212 | 13,242 | 29,304 | 48,011 | 106,850 | 45,672 | 56,235 | 19,998 |
| Somerset | 90.0 | 1,672 | 2,567 | 3,270 | 3,730 | 3,969 | 8,749 | 14,695 | 51,348 | 57,000 | 71,350 | 26,242 |
| **MONMOUTH - OCEAN** | **371.3** | **11,669** | **23,028** | **28,005** | **29,663** | **27,899** | **51,882** | **67,722** | **131,432** | **37,880** | **50,549** | **18,752** |
| Monmouth | 200.1 | 6,216 | 11,998 | 13,046 | 13,264 | 12,827 | 25,063 | 35,031 | 82,655 | 42,325 | 56,110 | 20,046 |
| Ocean | 171.2 | 5,453 | 11,030 | 14,959 | 16,399 | 15,072 | 26,819 | 32,691 | 48,777 | 33,329 | 44,048 | 17,107 |
| **NEWARK** | **651.4** | **30,566** | **43,627** | **42,936** | **42,253** | **42,122** | **81,726** | **111,812** | **256,358** | **40,296** | **53,691** | **19,188** |
| Essex | 277.3 | 19,649 | 26,645 | 23,938 | 21,038 | 20,331 | 35,743 | 42,459 | 87,497 | 32,315 | 47,648 | 17,064 |
| Morris | 149.1 | 2,376 | 4,150 | 5,309 | 6,407 | 6,841 | 16,302 | 26,715 | 81,000 | 53,963 | 66,683 | 23,549 |
| Sussex | 44.9 | 996 | 1,673 | 2,040 | 2,269 | 2,456 | 5,760 | 9,806 | 19,900 | 46,081 | 56,653 | 19,227 |
| Union | 180.1 | 7,545 | 11,159 | 11,649 | 12,539 | 12,494 | 23,921 | 32,832 | 67,961 | 39,401 | 51,500 | 18,780 |
| **TRENTON** | **117.8** | **3,797** | **7,046** | **7,744** | **7,341** | **7,641** | **14,331** | **20,060** | **49,840** | **43,186** | **57,665** | **20,704** |
| Mercer | 117.8 | 3,797 | 7,046 | 7,744 | 7,341 | 7,641 | 14,331 | 20,060 | 49,840 | 43,186 | 57,665 | 20,704 |
| **VINELAND - MILLVILLE - BRIDGETON** | **47.3** | **2,290** | **4,637** | **4,498** | **4,545** | **4,369** | **8,036** | **8,844** | **10,081** | **28,848** | **38,628** | **13,192** |
| Cumberland | 47.3 | 2,290 | 4,637 | 4,498 | 4,545 | 4,369 | 8,036 | 8,844 | 10,081 | 28,848 | 38,628 | 13,192 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Atlantic | 86.1 | 5,439 | 9,758 | 9,569 | 9,281 | 8,276 | 13,305 | 14,593 | 15,879 | 25,494 | 35,671 | 13,548 |
| Bergen | 308.2 | 6,983 | 13,179 | 15,210 | 16,298 | 16,784 | 34,049 | 52,730 | 152,967 | 49,681 | 64,482 | 24,127 |
| ☐ Burlington | 138.0 | 3,326 | 5,921 | 7,827 | 9,196 | 9,298 | 19,274 | 28,789 | 54,369 | 42,082 | 53,952 | 18,656 |
| ☐ Camden | 180.2 | 8,559 | 15,002 | 14,475 | 14,766 | 14,314 | 26,598 | 32,955 | 53,531 | 33,573 | 44,221 | 15,726 |
| Cape May | 38.4 | 1,881 | 4,089 | 4,691 | 4,828 | 4,106 | 6,340 | 5,538 | 6,927 | 24,501 | 35,549 | 14,175 |
| Cumberland | 47.3 | 2,290 | 4,637 | 4,498 | 4,545 | 4,369 | 8,036 | 8,844 | 10,081 | 28,848 | 38,628 | 13,192 |
| Essex | 277.3 | 19,649 | 26,645 | 23,938 | 21,038 | 20,331 | 35,743 | 42,459 | 87,497 | 32,315 | 47,648 | 17,064 |
| ☐ Gloucester | 79.8 | 3,169 | 5,283 | 5,953 | 6,435 | 6,276 | 12,242 | 18,109 | 22,333 | 35,388 | 42,809 | 14,674 |
| Hudson | 207.9 | 15,577 | 23,265 | 20,892 | 19,044 | 17,209 | 30,692 | 34,476 | 46,745 | 27,405 | 37,722 | 14,236 |
| Hunterdon | 38.5 | 757 | 1,383 | 1,581 | 1,708 | 1,954 | 4,210 | 6,910 | 19,997 | 51,631 | 65,564 | 23,094 |
| Mercer | 117.8 | 3,797 | 7,046 | 7,744 | 7,341 | 7,641 | 14,331 | 20,060 | 49,840 | 43,186 | 57,665 | 20,704 |
| Middlesex | 240.9 | 6,467 | 11,312 | 12,502 | 13,212 | 13,242 | 29,304 | 48,011 | 106,850 | 45,672 | 56,235 | 19,998 |
| Monmouth | 200.1 | 6,216 | 11,998 | 13,046 | 13,264 | 12,827 | 25,063 | 35,031 | 82,655 | 42,325 | 56,110 | 20,046 |
| Morris | 149.1 | 2,376 | 4,150 | 5,309 | 6,407 | 6,841 | 16,302 | 26,715 | 81,000 | 53,963 | 66,683 | 23,549 |
| Ocean | 171.2 | 5,453 | 11,030 | 14,959 | 16,399 | 15,072 | 26,819 | 32,691 | 48,777 | 33,329 | 44,048 | 17,107 |
| Passaic | 155.3 | 7,967 | 12,756 | 12,441 | 11,843 | 11,104 | 21,198 | 28,812 | 49,179 | 35,168 | 46,395 | 15,898 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Under $5,000 | $5,000 To $9,999 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **NEW JERSEY (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| ☐ Salem | 23.9 | 994 | 1,698 | 1,896 | 1,831 | 1,694 | 3,103 | 4,828 | 7,856 | 37,465 | 45,646 | 16,656 |
| Somerset | 90.0 | 1,672 | 2,567 | 3,270 | 3,730 | 3,969 | 8,749 | 14,695 | 51,348 | 57,000 | 71,350 | 26,242 |
| Sussex | 44.9 | 996 | 1,673 | 2,040 | 2,269 | 2,456 | 5,760 | 9,806 | 19,900 | 46,081 | 56,653 | 19,227 |
| Union | 180.1 | 7,545 | 11,159 | 11,649 | 12,539 | 12,494 | 23,921 | 32,832 | 67,961 | 39,401 | 51,500 | 18,780 |
| ☐ Warren | 34.3 | 1,164 | 2,483 | 2,832 | 2,935 | 2,866 | 5,969 | 7,184 | 8,867 | 33,133 | 42,010 | 15,612 |
| **TOTAL METRO COUNTIES** | **2,809.3** | **112,277** | **187,034** | **196,322** | **198,909** | **193,123** | **371,008** | **506,068** | **1,044,559** | **39,083** | **51,819** | **18,738** |
| **TOTAL STATE** | **2,809.3** | **112,277** | **187,034** | **196,322** | **198,909** | **193,123** | **371,008** | **506,068** | **1,044,559** | **39,083** | **51,819** | **18,738** |
| **NEW MEXICO** | | | | | | | | | | | | |
| **ALBUQUERQUE** | **189.8** | **15,124** | **18,535** | **22,932** | **22,552** | **19,450** | **31,672** | **30,402** | **29,133** | **23,945** | **31,860** | **12,308** |
| Bernalillo | 189.8 | 15,124 | 18,535 | 22,932 | 22,552 | 19,450 | 31,672 | 30,402 | 29,133 | 23,945 | 31,860 | 12,308 |
| **LAS CRUCES** | **46.1** | **5,447** | **6,537** | **7,391** | **5,477** | **4,448** | **6,965** | **4,876** | **4,959** | **18,273** | **26,540** | **8,828** |
| Dona Ana | 46.1 | 5,447 | 6,537 | 7,391 | 5,477 | 4,448 | 6,965 | 4,876 | 4,959 | 18,273 | 26,540 | 8,828 |
| **SANTA FE** | **45.7** | **2,710** | **3,854** | **4,453** | **4,460** | **4,071** | **7,098** | **7,964** | **11,090** | **29,511** | **38,596** | **14,860** |
| Los Alamos | 7.2 | 156 | 155 | 249 | 291 | 311 | 829 | 1,569 | 3,640 | 50,348 | 55,956 | 22,259 |
| Santa Fe | 38.5 | 2,554 | 3,699 | 4,204 | 4,169 | 3,760 | 6,269 | 6,395 | 7,450 | 26,213 | 35,350 | 13,528 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Bernalillo | 189.8 | 15,124 | 18,535 | 22,932 | 22,552 | 19,450 | 31,672 | 30,402 | 29,133 | 23,945 | 31,860 | 12,308 |
| Catron | 1.0 | 150 | 178 | 182 | 131 | 90 | 145 | 84 | 40 | 14,706 | 20,711 | 7,966 |
| Chaves | 20.6 | 1,675 | 2,734 | 2,954 | 2,713 | 2,176 | 3,068 | 2,769 | 2,511 | 20,486 | 29,120 | 10,343 |
| Cibola | 7.2 | 734 | 716 | 766 | 816 | 819 | 1,321 | 1,268 | 760 | 23,489 | 28,402 | 8,702 |
| Colfax | 4.9 | 489 | 777 | 752 | 566 | 483 | 814 | 610 | 409 | 18,738 | 25,164 | 9,633 |
| Curry | 15.1 | 1,311 | 1,857 | 2,388 | 2,004 | 1,685 | 2,427 | 1,786 | 1,642 | 19,973 | 28,303 | 10,151 |
| De Baca | .9 | 126 | 181 | 170 | 119 | 82 | 109 | 61 | 52 | 14,129 | 20,584 | 8,421 |
| Dona Ana | 46.1 | 5,447 | 6,537 | 7,391 | 5,477 | 4,448 | 6,965 | 4,876 | 4,959 | 18,273 | 26,540 | 8,828 |
| Eddy | 17.4 | 1,358 | 2,144 | 2,107 | 2,084 | 1,956 | 3,252 | 2,505 | 1,994 | 22,559 | 29,100 | 10,440 |
| Grant | 9.8 | 793 | 1,187 | 1,021 | 879 | 814 | 1,726 | 2,056 | 1,324 | 26,193 | 31,395 | 11,067 |
| Guadalupe | 1.5 | 288 | 319 | 262 | 200 | 153 | 150 | 64 | 64 | 12,756 | 17,637 | 6,453 |
| Harding | .4 | 66 | 78 | 83 | 61 | 37 | 32 | 23 | 20 | 13,375 | 18,270 | 7,308 |
| Hidalgo | 2.0 | 234 | 350 | 353 | 231 | 152 | 411 | 219 | 50 | 16,096 | 21,707 | 7,358 |
| Lea | 19.1 | 1,514 | 1,680 | 1,681 | 1,869 | 1,838 | 3,825 | 3,809 | 2,884 | 27,911 | 33,385 | 11,573 |
| Lincoln | 4.8 | 483 | 643 | 716 | 559 | 483 | 818 | 539 | 559 | 19,990 | 27,785 | 10,932 |
| Los Alamos | 7.2 | 156 | 155 | 249 | 291 | 311 | 829 | 1,569 | 3,640 | 50,348 | 55,956 | 22,259 |
| Luna | 6.9 | 1,133 | 1,379 | 1,331 | 809 | 610 | 779 | 504 | 355 | 13,363 | 19,717 | 7,434 |
| McKinley | 16.8 | 3,815 | 2,728 | 2,358 | 1,842 | 1,596 | 2,189 | 1,503 | 769 | 13,814 | 19,297 | 5,289 |
| Mora | 1.5 | 317 | 350 | 246 | 166 | 116 | 199 | 78 | 28 | 11,473 | 16,689 | 5,960 |
| Otero | 18.3 | 1,157 | 1,559 | 2,348 | 2,626 | 2,266 | 3,067 | 2,872 | 2,405 | 23,207 | 31,044 | 10,883 |
| Quay | 4.2 | 519 | 592 | 478 | 547 | 492 | 616 | 446 | 510 | 19,679 | 26,239 | 10,204 |
| Rio Arriba | 11.6 | 2,083 | 2,186 | 1,874 | 1,475 | 1,188 | 1,547 | 893 | 354 | 14,078 | 18,752 | 6,269 |
| Roosevelt | 6.0 | 983 | 1,121 | 904 | 648 | 493 | 748 | 597 | 506 | 14,951 | 23,345 | 8,388 |
| Sandoval | 21.8 | 1,311 | 1,586 | 2,029 | 2,269 | 2,278 | 3,816 | 3,988 | 4,523 | 28,283 | 36,389 | 12,019 |
| San Juan | 28.7 | 3,412 | 3,014 | 2,890 | 2,761 | 2,701 | 5,308 | 4,890 | 3,724 | 24,172 | 29,487 | 9,239 |
| San Miguel | 8.7 | 1,426 | 1,692 | 1,534 | 1,092 | 770 | 1,034 | 738 | 414 | 13,979 | 20,054 | 6,762 |
| Santa Fe | 38.5 | 2,554 | 3,699 | 4,204 | 4,169 | 3,760 | 6,269 | 6,395 | 7,450 | 26,213 | 35,350 | 13,528 |
| Sierra | 4.5 | 648 | 977 | 763 | 626 | 463 | 459 | 334 | 230 | 13,993 | 19,563 | 8,803 |
| Socorro | 5.2 | 836 | 893 | 965 | 760 | 489 | 613 | 409 | 235 | 14,508 | 20,419 | 7,174 |
| Taos | 8.8 | 1,295 | 1,476 | 1,370 | 1,193 | 828 | 1,174 | 861 | 603 | 15,949 | 22,539 | 8,549 |
| Torrance | 3.8 | 565 | 681 | 649 | 628 | 367 | 405 | 300 | 205 | 15,035 | 20,306 | 7,279 |
| Union | 1.6 | 219 | 241 | 231 | 198 | 159 | 219 | 164 | 169 | 17,500 | 27,074 | 10,830 |
| Valencia | 15.5 | 1,340 | 1,833 | 1,960 | 2,061 | 1,756 | 2,512 | 2,309 | 1,729 | 21,431 | 27,929 | 9,370 |
| **TOTAL METRO COUNTIES** | **281.6** | **23,281** | **28,926** | **34,776** | **32,489** | **27,969** | **45,735** | **43,242** | **45,182** | **23,723** | **32,082** | **12,068** |
| **TOTAL STATE** | **550.2** | **53,561** | **64,078** | **70,141** | **64,422** | **55,309** | **88,518** | **79,921** | **74,250** | **21,961** | **29,756** | **10,667** |
| **NEW YORK** | | | | | | | | | | | | |
| **ALBANY - SCHENECTADY - TROY** | **338.0** | **15,386** | **28,458** | **30,960** | **32,768** | **30,274** | **55,097** | **65,446** | **79,611** | **30,420** | **40,273** | **15,470** |
| Albany | 116.0 | 5,525 | 9,324 | 10,311 | 11,170 | 10,409 | 17,946 | 21,686 | 29,629 | 31,029 | 42,027 | 16,633 |
| Greene | 16.7 | 1,015 | 1,943 | 2,024 | 2,002 | 1,691 | 2,796 | 2,870 | 2,359 | 24,074 | 32,781 | 12,138 |
| Montgomery | 20.2 | 1,143 | 2,189 | 2,274 | 2,336 | 2,132 | 3,496 | 3,834 | 2,796 | 25,062 | 33,149 | 12,902 |
| Rensselaer | 57.7 | 2,948 | 5,527 | 5,576 | 5,562 | 5,097 | 9,599 | 11,209 | 12,182 | 29,079 | 38,156 | 14,241 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Households by E B I Group | | | | | | | | Median Household E B I | Average Household E B I | Per Capita E B I |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under $5,000 | $5,000 To $9,999 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 Or More | | | |
| **NEW YORK (continued)** | | | | | | | | | | | | |
| **ALBANY - SCHENECTADY - TROY (continued)** | | | | | | | | | | | | |
| Saratoga | 68.2 | 2,317 | 4,204 | 5,264 | 6,008 | 5,763 | 11,516 | 14,566 | 18,562 | 34,136 | 42,842 | 15,717 |
| Schenectady | 59.2 | 2,438 | 5,271 | 5,511 | 5,690 | 5,182 | 9,744 | 11,281 | 14,083 | 30,466 | 40,483 | 16,052 |
| **BINGHAMTON** | **100.6** | **3,968** | **8,111** | **9,678** | **10,431** | **9,240** | **16,646** | **18,807** | **23,719** | **30,046** | **40,177** | **15,287** |
| Broome | 81.7 | 3,334 | 6,858 | 8,041 | 8,584 | 7,650 | 13,654 | 15,301 | 18,278 | 29,378 | 39,444 | 15,215 |
| Tioga | 18.9 | 634 | 1,253 | 1,637 | 1,847 | 1,590 | 2,992 | 3,506 | 5,441 | 33,371 | 43,347 | 15,575 |
| **BUFFALO** | **376.1** | **22,370** | **40,352** | **37,614** | **35,413** | **32,999** | **63,667** | **72,806** | **70,879** | **28,022** | **36,421** | **14,176** |
| Erie | 376.1 | 22,370 | 40,352 | 37,614 | 35,413 | 32,999 | 63,667 | 72,806 | 70,879 | 28,022 | 36,421 | 14,176 |
| ***BUFFALO - NIAGARA FALLS CONSOLIDATED AREA*** | ***460.8*** | ***27,385*** | ***49,043*** | ***46,317*** | ***43,412*** | ***41,223*** | ***79,917*** | ***89,906*** | ***83,597*** | ***27,863*** | ***36,030*** | ***13,988*** |
| **ELMIRA** | **35.4** | **1,858** | **3,882** | **4,125** | **4,087** | **3,784** | **6,539** | **5,981** | **5,144** | **24,953** | **33,222** | **12,328** |
| Chemung | 35.4 | 1,858 | 3,882 | 4,125 | 4,087 | 3,784 | 6,539 | 5,981 | 5,144 | 24,953 | 33,222 | 12,328 |
| **GLENS FALLS** | **43.3** | **2,185** | **4,264** | **4,757** | **4,966** | **4,519** | **7,916** | **7,761** | **6,932** | **26,067** | **34,707** | **12,565** |
| Warren | 22.8 | 1,179 | 2,216 | 2,460 | 2,623 | 2,391 | 4,077 | 3,847 | 4,007 | 26,120 | 35,663 | 13,620 |
| Washington | 20.5 | 1,006 | 2,048 | 2,297 | 2,343 | 2,128 | 3,839 | 3,914 | 2,925 | 26,007 | 33,643 | 11,514 |
| **JAMESTOWN - DUNKIRK** | **53.5** | **3,185** | **6,498** | **6,671** | **6,151** | **5,647** | **10,089** | **8,786** | **6,473** | **23,749** | **31,505** | **11,920** |
| Chautauqua | 53.5 | 3,185 | 6,498 | 6,671 | 6,151 | 5,647 | 10,089 | 8,786 | 6,473 | 23,749 | 31,505 | 11,920 |
| **NASSAU - SUFFOLK** | **858.5** | **19,573** | **32,500** | **39,880** | **44,232** | **44,326** | **94,296** | **159,355** | **424,338** | **49,494** | **62,636** | **20,554** |
| Nassau | 430.9 | 9,077 | 15,278 | 17,947 | 19,724 | 20,198 | 43,382 | 73,635 | 231,659 | 53,505 | 67,497 | 22,623 |
| Suffolk | 427.6 | 10,496 | 17,222 | 21,933 | 24,508 | 24,128 | 50,914 | 85,720 | 192,679 | 46,216 | 57,737 | 18,554 |
| **NEW YORK** | **3,270.5** | **245,948** | **358,002** | **321,016** | **295,799** | **269,007** | **454,652** | **509,963** | **816,113** | **27,895** | **41,947** | **15,967** |
| Bronx | 426.7 | 50,311 | 71,028 | 53,799 | 47,057 | 38,825 | 57,561 | 54,618 | 53,501 | 18,975 | 28,734 | 10,127 |
| Kings | 832.2 | 81,202 | 115,599 | 99,301 | 87,940 | 74,282 | 118,993 | 117,918 | 136,965 | 22,051 | 32,413 | 11,669 |
| New York (Manhattan) | 721.6 | 54,016 | 77,504 | 70,819 | 58,363 | 56,898 | 98,236 | 104,531 | 201,233 | 29,087 | 49,015 | 23,616 |
| Putnam | 28.4 | 657 | 1,112 | 1,433 | 1,661 | 1,635 | 3,187 | 5,700 | 13,015 | 46,829 | 56,245 | 18,859 |
| Queens | 724.2 | 41,239 | 64,728 | 65,136 | 68,828 | 65,783 | 113,948 | 133,052 | 171,486 | 29,721 | 39,512 | 14,581 |
| Richmond | 131.9 | 5,584 | 8,208 | 8,205 | 8,550 | 8,521 | 17,271 | 27,554 | 48,007 | 40,080 | 49,152 | 16,927 |
| Rockland | 84.9 | 2,063 | 2,956 | 3,718 | 4,169 | 4,114 | 8,382 | 14,318 | 45,180 | 52,942 | 64,667 | 20,663 |
| Westchester | 320.6 | 10,876 | 16,867 | 18,605 | 19,231 | 18,949 | 37,074 | 52,272 | 146,726 | 45,794 | 63,626 | 23,278 |
| ***NEW YORK - NORTHERN NEW JERSEY - LONG ISLAND CONSOLIDATED AREA*** | ***6,600.6*** | ***362,878*** | ***546,281*** | ***524,589*** | ***505,842*** | ***474,148*** | ***863,630*** | ***1,106,118*** | ***2,217,114*** | ***35,280*** | ***49,252*** | ***18,030*** |
| **NIAGARA FALLS** | **84.7** | **5,015** | **8,691** | **8,703** | **7,999** | **8,224** | **16,250** | **17,100** | **12,718** | **27,271** | **34,296** | **13,168** |
| Niagara | 84.7 | 5,015 | 8,691 | 8,703 | 7,999 | 8,224 | 16,250 | 17,100 | 12,718 | 27,271 | 34,296 | 13,168 |
| **ORANGE COUNTY** | **103.3** | **4,754** | **7,753** | **8,305** | **8,764** | **8,250** | **16,434** | **21,508** | **27,532** | **33,407** | **43,315** | **14,309** |
| Orange | 103.3 | 4,754 | 7,753 | 8,305 | 8,764 | 8,250 | 16,434 | 21,508 | 27,532 | 33,407 | 43,315 | 14,309 |
| **POUGHKEEPSIE** | **90.6** | **2,858** | **5,419** | **6,275** | **6,859** | **6,372** | **12,598** | **18,414** | **31,805** | **38,897** | **49,624** | **17,147** |
| Dutchess | 90.6 | 2,858 | 5,419 | 6,275 | 6,859 | 6,372 | 12,598 | 18,414 | 31,805 | 38,897 | 49,624 | 17,147 |
| **ROCHESTER** | **375.5** | **16,974** | **30,033** | **31,143** | **32,604** | **31,689** | **59,923** | **75,704** | **97,440** | **32,561** | **41,819** | **15,627** |
| Livingston | 21.4 | 980 | 1,779 | 2,051 | 2,236 | 2,204 | 3,955 | 4,357 | 3,838 | 28,621 | 37,053 | 12,626 |
| Monroe | 272.4 | 12,668 | 21,881 | 21,599 | 22,366 | 21,868 | 41,672 | 53,985 | 76,361 | 33,596 | 43,108 | 16,423 |
| Ontario | 35.1 | 1,309 | 2,524 | 3,095 | 3,373 | 3,208 | 6,269 | 7,727 | 7,595 | 31,424 | 40,016 | 14,707 |
| Orleans | 14.5 | 573 | 1,172 | 1,431 | 1,486 | 1,291 | 2,262 | 3,014 | 3,271 | 30,581 | 38,710 | 13,332 |
| Wayne | 32.1 | 1,444 | 2,667 | 2,967 | 3,143 | 3,118 | 5,765 | 6,621 | 6,375 | 29,791 | 37,438 | 13,427 |
| **SYRACUSE** | **244.3** | **12,413** | **21,419** | **23,172** | **23,707** | **22,207** | **40,993** | **48,297** | **52,092** | **29,574** | **38,734** | **14,316** |
| Madison | 23.7 | 1,259 | 2,112 | 2,529 | 2,592 | 2,334 | 4,358 | 4,509 | 4,007 | 27,197 | 36,386 | 12,426 |
| Onondaga | 177.9 | 9,044 | 15,429 | 16,639 | 16,972 | 15,866 | 29,318 | 35,287 | 39,345 | 30,036 | 39,343 | 14,920 |
| Oswego | 42.7 | 2,110 | 3,878 | 4,004 | 4,143 | 4,007 | 7,317 | 8,501 | 8,740 | 29,157 | 37,498 | 13,071 |
| **UTICA - ROME** | **117.3** | **6,576** | **12,530** | **12,626** | **13,062** | **12,262** | **21,402** | **20,985** | **17,857** | **25,666** | **34,083** | **12,640** |
| Herkimer | 24.9 | 1,396 | 2,761 | 2,864 | 2,936 | 2,716 | 4,794 | 4,297 | 3,136 | 24,602 | 32,079 | 12,139 |
| Oneida | 92.4 | 5,180 | 9,769 | 9,762 | 10,126 | 9,546 | 16,608 | 16,688 | 14,721 | 25,973 | 34,622 | 12,771 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Albany | 116.0 | 5,525 | 9,324 | 10,311 | 11,170 | 10,409 | 17,946 | 21,686 | 29,629 | 31,029 | 42,027 | 16,633 |
| Allegany | 17.0 | 1,463 | 2,410 | 2,515 | 2,323 | 2,015 | 3,286 | 1,994 | 994 | 19,528 | 26,690 | 8,985 |
| Bronx | 426.7 | 50,311 | 71,028 | 53,799 | 47,057 | 38,825 | 57,561 | 54,618 | 53,501 | 18,975 | 28,734 | 10,127 |
| Broome | 81.7 | 3,334 | 6,858 | 8,041 | 8,584 | 7,650 | 13,654 | 15,301 | 18,278 | 29,378 | 39,444 | 15,215 |
| Cattaraugus | 30.4 | 2,181 | 3,419 | 3,813 | 3,638 | 3,267 | 5,593 | 5,089 | 3,400 | 23,250 | 30,978 | 11,211 |
| Cayuga | 29.1 | 1,580 | 3,369 | 3,375 | 3,241 | 3,018 | 5,487 | 5,130 | 3,900 | 24,945 | 32,343 | 11,408 |
| Chautauqua | 53.5 | 3,185 | 6,498 | 6,671 | 6,151 | 5,647 | 10,089 | 8,786 | 6,473 | 23,749 | 31,505 | 11,920 |
| Chemung | 35.4 | 1,858 | 3,882 | 4,125 | 4,087 | 3,784 | 6,539 | 5,981 | 5,144 | 24,953 | 33,222 | 12,328 |
| Chenango | 19.3 | 1,054 | 1,760 | 2,387 | 2,545 | 2,212 | 3,471 | 3,556 | 2,315 | 24,282 | 32,451 | 12,021 |
| Clinton | 29.3 | 1,818 | 3,198 | 3,828 | 3,792 | 3,336 | 5,226 | 4,624 | 3,478 | 23,003 | 32,457 | 11,020 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

S&MM ESTIMATES

| METRO AREA County | 12/31/90 Total Households (Thousands) | Households by E B I Group: Under $5,000 | $5,000 To $9,999 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **NEW YORK (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Columbia | 23.8 | 1,129 | 2,263 | 2,857 | 2,832 | 2,327 | 4,291 | 4,164 | 3,937 | 26,056 | 35,414 | 13,336 |
| Cortland | 17.3 | 1,167 | 1,930 | 2,074 | 2,070 | 1,879 | 3,155 | 2,969 | 2,056 | 23,751 | 32,135 | 11,346 |
| Delaware | 17.7 | 1,077 | 2,023 | 2,228 | 2,328 | 2,145 | 3,264 | 2,718 | 1,917 | 22,711 | 30,761 | 11,487 |
| Dutchess | 90.6 | 2,858 | 5,419 | 6,275 | 6,859 | 6,372 | 12,598 | 18,414 | 31,805 | 38,897 | 49,624 | 17,147 |
| Erie | 376.1 | 22,370 | 40,352 | 37,614 | 35,413 | 32,999 | 63,667 | 72,806 | 70,879 | 28,022 | 36,421 | 14,176 |
| Essex | 13.7 | 812 | 1,674 | 1,729 | 1,716 | 1,512 | 2,400 | 2,222 | 1,635 | 23,007 | 31,235 | 11,503 |
| Franklin | 16.3 | 1,139 | 2,133 | 2,341 | 2,193 | 1,734 | 2,522 | 2,479 | 1,759 | 20,922 | 30,426 | 10,620 |
| Fulton | 21.0 | 1,292 | 2,570 | 2,526 | 2,562 | 2,385 | 4,035 | 3,246 | 2,384 | 23,260 | 30,956 | 12,016 |
| Genesee | 21.6 | 1,264 | 2,109 | 2,509 | 2,338 | 2,304 | 4,470 | 3,977 | 2,629 | 25,584 | 32,357 | 11,629 |
| Greene | 16.7 | 1,0[illegible]5 | 1,943 | 2,024 | 2,002 | 1,691 | 2,796 | 2,870 | 2,359 | 24,074 | 32,781 | 12,138 |
| Hamilton | 2.2 | 118 | 266 | 330 | 337 | 290 | 400 | 271 | 188 | 20,778 | 27,797 | 11,538 |
| Herkimer | 24.9 | 1,396 | 2,761 | 2,864 | 2,936 | 2,716 | 4,794 | 4,297 | 3,136 | 24,602 | 32,079 | 12,139 |
| Jefferson | 39.1 | 2,811 | 5,084 | 5,134 | 4,989 | 4,370 | 6,797 | 5,876 | 4,039 | 21,697 | 29,398 | 10,056 |
| Kings | 832.2 | 81,202 | 115,599 | 99,301 | 87,940 | 74,282 | 118,993 | 117,918 | 136,965 | 22,051 | 32,413 | 11,669 |
| Lewis | 9.4 | 591 | 1,117 | 1,162 | 1,157 | 1,113 | 1,945 | 1,406 | 909 | 23,070 | 30,090 | 10,437 |
| Livingston | 21.4 | 980 | 1,779 | 2,051 | 2,236 | 2,204 | 3,955 | 4,357 | 3,838 | 28,621 | 37,053 | 12,626 |
| Madison | 23.7 | 1,259 | 2,112 | 2,529 | 2,592 | 2,334 | 4,358 | 4,509 | 4,007 | 27,197 | 36,386 | 12,426 |
| Monroe | 272.4 | 12,668 | 21,881 | 21,599 | 22,366 | 21,868 | 41,672 | 53,985 | 76,361 | 33,596 | 43,108 | 16,423 |
| Montgomery | 20.2 | 1,143 | 2,189 | 2,274 | 2,336 | 2,132 | 3,496 | 3,834 | 2,796 | 25,062 | 33,149 | 12,902 |
| Nassau | 430.9 | 9,077 | 15,278 | 17,947 | 19,724 | 20,198 | 43,382 | 73,635 | 231,659 | 53,505 | 67,497 | 22,623 |
| New York (Manhattan) | 721.6 | 54,016 | 77,504 | 70,819 | 58,363 | 56,898 | 98,236 | 104,531 | 201,233 | 29,087 | 49,015 | 23,616 |
| Niagara | 84.7 | 5,015 | 8,691 | 8,703 | 7,999 | 8,224 | 16,250 | 17,100 | 12,718 | 27,271 | 34,296 | 13,168 |
| Oneida | 92.4 | 5,180 | 9,769 | 9,762 | 10,126 | 9,546 | 16,608 | 16,688 | 14,721 | 25,973 | 34,622 | 12,771 |
| Onondaga | 177.9 | 9,044 | 15,429 | 16,639 | 16,972 | 15,866 | 29,318 | 35,287 | 39,345 | 30,036 | 39,343 | 14,920 |
| Ontario | 35.1 | 1,309 | 2,524 | 3,095 | 3,373 | 3,208 | 6,269 | 7,727 | 7,595 | 31,424 | 40,016 | 14,707 |
| Orange | 103.3 | 4,754 | 7,753 | 8,305 | 8,764 | 8,250 | 16,434 | 21,508 | 27,532 | 33,407 | 43,315 | 14,309 |
| Orleans | 14.5 | 573 | 1,172 | 1,431 | 1,486 | 1,291 | 2,262 | 3,014 | 3,271 | 30,581 | 38,710 | 13,332 |
| Oswego | 42.7 | 2,110 | 3,878 | 4,004 | 4,143 | 4,007 | 7,317 | 8,501 | 8,740 | 29,157 | 37,498 | 13,071 |
| Otsego | 21.8 | 1,202 | 2,074 | 2,523 | 2,653 | 2,244 | 3,803 | 3,671 | 3,630 | 25,457 | 36,088 | 12,939 |
| Putnam | 28.4 | 657 | 1,112 | 1,433 | 1,661 | 1,635 | 3,187 | 5,700 | 13,015 | 46,829 | 56,245 | 18,859 |
| Queens | 724.2 | 41,239 | 64,728 | 65,136 | 68,828 | 65,783 | 113,948 | 133,052 | 171,486 | 29,721 | 39,512 | 14,581 |
| Rensselaer | 57.7 | 2,948 | 5,527 | 5,576 | 5,562 | 5,097 | 9,599 | 11,209 | 12,182 | 29,079 | 38,156 | 14,241 |
| Richmond | 131.9 | 5,584 | 8,208 | 8,205 | 8,550 | 8,521 | 17,271 | 27,554 | 48,007 | 40,080 | 49,152 | 16,927 |
| Rockland | 84.9 | 2,063 | 2,956 | 3,718 | 4,169 | 4,114 | 8,382 | 14,318 | 45,180 | 52,942 | 64,667 | 20,663 |
| St. Lawrence | 37.9 | 3,031 | 4,963 | 4,989 | 4,450 | 3,868 | 6,252 | 5,997 | 4,350 | 21,930 | 30,874 | 10,476 |
| Saratoga | 68.2 | 2,317 | 4,204 | 5,264 | 6,008 | 5,763 | 11,516 | 14,566 | 18,562 | 34,136 | 42,842 | 15,717 |
| Schenectady | 59.2 | 2,438 | 5,271 | 5,511 | 5,690 | 5,182 | 9,744 | 11,281 | 14,083 | 30,466 | 40,483 | 16,052 |
| Schoharie | 11.4 | 683 | 1,261 | 1,451 | 1,428 | 1,240 | 2,117 | 1,897 | 1,323 | 23,557 | 32,050 | 11,382 |
| Schuyler | 6.8 | 207 | 526 | 701 | 794 | 743 | 1,319 | 1,405 | 1,105 | 27,879 | 36,064 | 13,114 |
| Seneca | 12.3 | 493 | 905 | 1,236 | 1,346 | 1,273 | 2,269 | 2,541 | 2,237 | 28,757 | 37,820 | 13,845 |
| Steuben | 37.4 | 2,369 | 4,223 | 4,535 | 4,694 | 4,329 | 6,704 | 6,062 | 4,484 | 23,219 | 31,278 | 11,780 |
| Suffolk | 427.6 | 10,496 | 17,222 | 21,933 | 24,508 | 24,128 | 50,914 | 85,720 | 192,679 | 46,216 | 57,737 | 18,554 |
| Sullivan | 24.8 | 1,307 | 2,560 | 2,985 | 2,894 | 2,315 | 4,105 | 4,316 | 4,318 | 25,765 | 37,317 | 13,240 |
| Tioga | 18.9 | 634 | 1,253 | 1,637 | 1,847 | 1,590 | 2,992 | 3,506 | 5,441 | 33,371 | 43,347 | 15,575 |
| Tompkins | 33.5 | 1,921 | 2,596 | 3,231 | 3,433 | 3,258 | 5,326 | 5,684 | 8,051 | 28,747 | 42,523 | 15,058 |
| Ulster | 61.2 | 2,861 | 5,380 | 6,007 | 6,269 | 5,607 | 9,529 | 11,105 | 14,442 | 29,230 | 40,112 | 14,771 |
| Warren | 22.8 | 1,179 | 2,216 | 2,460 | 2,623 | 2,391 | 4,077 | 3,847 | 4,007 | 26,120 | 35,663 | 13,620 |
| Washington | 20.5 | 1,006 | 2,048 | 2,297 | 2,343 | 2,128 | 3,839 | 3,914 | 2,925 | 26,007 | 33,643 | 11,514 |
| Wayne | 32.1 | 1,444 | 2,667 | 2,967 | 3,143 | 3,118 | 5,765 | 6,621 | 6,375 | 29,791 | 37,438 | 13,427 |
| Westchester | 320.6 | 10,876 | 16,867 | 18,605 | 19,231 | 18,949 | 37,074 | 52,272 | 146,726 | 45,794 | 63,626 | 23,278 |
| Wyoming | 14.0 | 703 | 1,308 | 1,396 | 1,549 | 1,612 | 2,813 | 2,696 | 1,923 | 26,468 | 33,963 | 11,109 |
| Yates | 8.5 | 728 | 1,215 | 1,265 | 1,138 | 982 | 1,487 | 996 | 689 | 19,575 | 27,167 | 10,040 |
| **TOTAL METRO COUNTIES** | **6,091.6** | **363,063** | **567,902** | **544,925** | **526,842** | **488,800** | **876,502** | **1,050,913** | **1,672,653** | **31,101** | **43,948** | **16,272** |
| **TOTAL STATE** | **6,668.4** | **398,064** | **630,238** | **614,052** | **595,551** | **550,178** | **978,568** | **1,147,004** | **1,754,745** | **30,330** | **43,047** | **15,890** |
| **NORTH CAROLINA** | | | | | | | | | | | | |
| **ASHEVILLE** | **71.3** | **5,419** | **8,153** | **8,446** | **8,727** | **7,941** | **12,491** | **11,290** | **8,833** | **23,077** | **30,711** | **12,449** |
| Buncombe | 71.3 | 5,419 | 8,153 | 8,446 | 8,727 | 7,941 | 12,491 | 11,290 | 8,833 | 23,077 | 30,711 | 12,449 |
| **BURLINGTON** | **43.0** | **2,859** | **4,700** | **5,144** | **5,036** | **4,634** | **8,073** | **7,546** | **5,008** | **24,012** | **30,660** | **12,095** |
| Alamance | 43.0 | 2,859 | 4,700 | 5,144 | 5,036 | 4,634 | 8,073 | 7,546 | 5,008 | 24,012 | 30,660 | 12,095 |
| **CHARLOTTE - GASTONIA - ROCK HILL** | **448.3** | **26,484** | **38,157** | **44,712** | **47,570** | **46,270** | **82,491** | **84,242** | **78,374** | **27,374** | **35,313** | **13,400** |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES |  | Households by E B I Group |  |  |  |  |  |  |  |  |  |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Total Households (Thousands) | Under $5,000 | $5,000 To $9,999 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **NORTH CAROLINA (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |
| **CHARLOTTE - GASTONIA - ROCK HILL (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |
| Cabarrus | 37.9 | 2,044 | 3,730 | 4,345 | 4,125 | 3,808 | 7,393 | 7,283 | 5,172 | 26,127 | 32,770 | 12,432 |
| Gaston | 65.7 | 4,057 | 5,867 | 6,713 | 7,347 | 7,177 | 12,763 | 12,842 | 8,934 | 26,184 | 33,040 | 12,334 |
| Lincoln | 19.1 | 1,076 | 1,506 | 1,591 | 1,972 | 2,189 | 4,000 | 3,705 | 3,061 | 27,705 | 34,138 | 12,760 |
| Mecklenburg | 205.2 | 11,840 | 15,739 | 19,238 | 20,902 | 20,161 | 34,689 | 37,927 | 44,704 | 29,027 | 38,153 | 14,944 |
| Rowan | 42.8 | 2,633 | 4,454 | 5,012 | 5,176 | 5,032 | 8,782 | 7,340 | 4,371 | 24,063 | 30,484 | 11,712 |
| Union | 29.8 | 1,818 | 2,644 | 3,114 | 3,105 | 3,029 | 5,896 | 5,771 | 4,423 | 26,893 | 34,097 | 11,884 |
| *York, S. C.* | *47.8* | *3,016* | *4,217* | *4,699* | *4,943* | *4,874* | *8,968* | *9,374* | *7,709* | *27,306* | *33,814* | *12,098* |
| **FAYETTEVILLE** | **92.0** | **7,513** | **8,784** | **12,999** | **12,942** | **10,929** | **15,899** | **13,541** | **9,393** | **21,697** | **32,053** | **10,692** |
| Cumberland | 92.0 | 7,513 | 8,784 | 12,999 | 12,942 | 10,929 | 15,899 | 13,541 | 9,393 | 21,697 | 32,053 | 10,692 |
| **GREENSBORO - WINSTON-SALEM - HIGH POINT** | **375.2** | **24,181** | **34,148** | **39,525** | **41,074** | **38,262** | **66,311** | **66,629** | **65,070** | **26,410** | **35,009** | **13,833** |
| Davidson | 49.4 | 3,138 | 4,882 | 5,659 | 6,029 | 5,716 | 9,581 | 8,673 | 5,722 | 24,338 | 31,040 | 11,998 |
| Davie | 10.9 | 777 | 1,043 | 1,144 | 1,205 | 1,114 | 1,887 | 2,030 | 1,700 | 25,784 | 33,208 | 12,882 |
| Forsyth | 108.2 | 7,372 | 9,824 | 11,029 | 11,150 | 10,293 | 17,973 | 19,416 | 21,143 | 27,294 | 36,159 | 14,610 |
| Guilford | 138.7 | 8,319 | 11,753 | 14,232 | 14,858 | 13,627 | 23,532 | 24,332 | 28,047 | 27,504 | 37,528 | 14,876 |
| Randolph | 41.6 | 2,573 | 3,845 | 4,541 | 5,168 | 5,100 | 8,552 | 7,125 | 4,696 | 24,581 | 30,707 | 11,850 |
| Stokes | 14.2 | 875 | 1,279 | 1,333 | 1,306 | 1,239 | 2,617 | 3,030 | 2,521 | 29,068 | 34,975 | 13,244 |
| Yadkin | 12.2 | 1,127 | 1,522 | 1,587 | 1,358 | 1,173 | 2,169 | 2,023 | 1,241 | 22,218 | 28,557 | 11,349 |
| **HICKORY - MORGANTON** | **85.8** | **4,273** | **7,796** | **9,720** | **10,496** | **9,832** | **17,272** | **15,668** | **10,743** | **25,404** | **32,710** | **12,563** |
| Alexander | 10.4 | 694 | 1,074 | 1,317 | 1,357 | 1,307 | 2,155 | 1,712 | 784 | 22,884 | 28,436 | 10,638 |
| Burke | 29.3 | 1,765 | 2,951 | 3,617 | 4,007 | 3,759 | 5,815 | 4,767 | 2,619 | 23,069 | 29,959 | 11,535 |
| Catawba | 46.1 | 1,814 | 3,771 | 4,786 | 5,132 | 4,766 | 9,302 | 9,189 | 7,340 | 27,810 | 35,422 | 13,665 |
| **JACKSONVILLE** | **41.3** | **3,647** | **5,409** | **8,523** | **6,564** | **4,768** | **6,349** | **3,881** | **2,159** | **17,221** | **29,886** | **8,147** |
| Onslow | 41.3 | 3,647 | 5,409 | 8,523 | 6,564 | 4,768 | 6,349 | 3,881 | 2,159 | 17,221 | 29,886 | 8,147 |
| **RALEIGH - DURHAM** | **293.7** | **17,568** | **23,216** | **27,297** | **29,143** | **27,249** | **46,688** | **54,350** | **68,189** | **29,499** | **39,020** | **15,276** |
| Durham | 73.2 | 4,717 | 6,271 | 6,983 | 7,210 | 6,774 | 11,233 | 13,005 | 17,007 | 28,615 | 38,727 | 15,407 |
| Franklin | 13.7 | 1,489 | 1,676 | 1,707 | 1,645 | 1,382 | 2,134 | 2,073 | 1,594 | 21,066 | 28,550 | 10,600 |
| Orange | 36.7 | 2,823 | 3,918 | 4,568 | 4,336 | 3,765 | 5,823 | 5,291 | 6,176 | 23,565 | 34,413 | 13,267 |
| Wake | 170.1 | 8,539 | 11,351 | 14,039 | 15,952 | 15,328 | 27,498 | 33,981 | 43,412 | 32,128 | 40,983 | 16,059 |
| **WILMINGTON** | **48.6** | **4,548** | **6,062** | **6,146** | **5,193** | **4,952** | **8,653** | **7,275** | **5,771** | **22,390** | **29,744** | **11,907** |
| New Hanover | 48.6 | 4,548 | 6,062 | 6,146 | 5,193 | 4,952 | 8,653 | 7,275 | 5,771 | 22,390 | 29,744 | 11,907 |
| **ALL COUNTIES** |  |  |  |  |  |  |  |  |  |  |  |  |
| Alamance | 43.0 | 2,859 | 4,700 | 5,144 | 5,036 | 4,634 | 8,073 | 7,546 | 5,008 | 24,012 | 30,660 | 12,095 |
| Alexander | 10.4 | 694 | 1,074 | 1,317 | 1,357 | 1,307 | 2,155 | 1,712 | 784 | 22,884 | 28,436 | 10,638 |
| Alleghany | 3.9 | 456 | 685 | 652 | 572 | 493 | 591 | 208 | 243 | 16,254 | 22,191 | 9,015 |
| Anson | 8.5 | 1,061 | 1,289 | 1,193 | 1,139 | 998 | 1,411 | 901 | 508 | 18,106 | 23,760 | 8,631 |
| Ashe | 8.9 | 1,125 | 1,327 | 1,422 | 1,228 | 985 | 1,458 | 901 | 454 | 17,146 | 23,250 | 9,279 |
| Avery | 5.5 | 480 | 812 | 948 | 845 | 648 | 857 | 600 | 310 | 17,756 | 24,617 | 9,087 |
| Beaufort | 16.2 | 2,124 | 2,171 | 2,222 | 2,079 | 1,723 | 2,530 | 1,986 | 1,365 | 18,741 | 25,533 | 9,756 |
| Bertie | 7.4 | 1,052 | 1,146 | 1,155 | 917 | 690 | 1,158 | 765 | 517 | 16,688 | 24,342 | 8,873 |
| Bladen | 10.7 | 1,595 | 1,778 | 1,636 | 1,519 | 1,146 | 1,444 | 1,052 | 530 | 16,006 | 22,134 | 8,281 |
| Brunswick | 20.5 | 2,384 | 2,857 | 2,655 | 2,325 | 2,104 | 3,656 | 2,827 | 1,692 | 20,068 | 26,239 | 10,325 |
| Buncombe | 71.3 | 5,419 | 8,153 | 8,446 | 8,727 | 7,941 | 12,491 | 11,290 | 8,833 | 23,077 | 30,711 | 12,449 |
| Burke | 29.3 | 1,765 | 2,951 | 3,617 | 4,007 | 3,759 | 5,815 | 4,767 | 2,619 | 23,069 | 29,959 | 11,535 |
| Cabarrus | 37.9 | 2,044 | 3,730 | 4,345 | 4,125 | 3,808 | 7,393 | 7,283 | 5,172 | 26,127 | 32,770 | 12,432 |
| Caldwell | 27.3 | 1,649 | 2,673 | 3,256 | 3,435 | 3,251 | 5,904 | 4,427 | 2,705 | 24,079 | 29,956 | 11,518 |
| Camden | 2.2 | 265 | 268 | 256 | 205 | 216 | 456 | 325 | 209 | 22,523 | 27,833 | 10,132 |
| Carteret | 21.5 | 1,951 | 2,648 | 3,051 | 2,866 | 2,480 | 3,656 | 3,148 | 1,700 | 20,463 | 27,132 | 10,965 |
| Caswell | 7.5 | 1,113 | 1,077 | 1,139 | 1,031 | 849 | 1,296 | 713 | 282 | 16,962 | 22,257 | 8,064 |
| Catawba | 46.1 | 1,814 | 3,771 | 4,786 | 5,132 | 4,766 | 9,302 | 9,189 | 7,340 | 27,810 | 35,422 | 13,665 |
| Chatham | 15.4 | 1,075 | 1,718 | 1,896 | 1,842 | 1,912 | 3,134 | 2,405 | 1,418 | 23,174 | 28,672 | 11,293 |
| Cherokee | 8.1 | 732 | 1,118 | 1,305 | 1,211 | 862 | 1,213 | 993 | 666 | 18,605 | 25,884 | 10,277 |
| Chowan | 5.1 | 621 | 625 | 742 | 692 | 537 | 731 | 702 | 450 | 18,906 | 27,160 | 10,185 |
| Clay | 2.9 | 328 | 434 | 432 | 434 | 363 | 422 | 248 | 239 | 17,966 | 24,450 | 9,848 |
| Cleveland | 32.1 | 2,331 | 3,086 | 3,267 | 3,467 | 3,294 | 5,960 | 6,155 | 4,540 | 25,851 | 32,524 | 12,283 |
| Columbus | 18.5 | 2,546 | 2,752 | 2,792 | 2,321 | 1,866 | 2,589 | 2,052 | 1,582 | 17,331 | 24,700 | 9,213 |
| Craven | 29.8 | 3,008 | 3,465 | 3,948 | 3,829 | 3,261 | 4,780 | 4,298 | 3,211 | 20,890 | 30,186 | 10,943 |
| Cumberland | 92.0 | 7,513 | 8,784 | 12,999 | 12,942 | 10,929 | 15,899 | 13,541 | 9,393 | 21,697 | 32,053 | 10,692 |
| Currituck | 5.1 | 538 | 703 | 592 | 662 | 606 | 839 | 640 | 520 | 20,462 | 26,705 | 9,798 |
| Dare | 9.7 | 613 | 1,039 | 1,554 | 1,343 | 1,159 | 1,716 | 1,262 | 1,014 | 21,270 | 29,659 | 12,190 |
| Davidson | 49.4 | 3,138 | 4,882 | 5,659 | 6,029 | 5,716 | 9,581 | 8,673 | 5,722 | 24,338 | 31,040 | 11,998 |
| Davie | 10.9 | 777 | 1,043 | 1,144 | 1,205 | 1,114 | 1,887 | 2,030 | 1,700 | 25,784 | 33,208 | 12,882 |
| Duplin | 14.9 | 2,129 | 2,248 | 2,112 | 1,960 | 1,639 | 2,308 | 1,567 | 937 | 17,312 | 23,434 | 8,729 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Total Households (Thousands) | Under $5,000 | $5,000 To $9,999 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **NORTH CAROLINA (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Durham | 73.2 | 4,717 | 6,271 | 6,983 | 7,210 | 6,774 | 11,233 | 13,005 | 17,007 | 28,615 | 38,727 | 15,407 |
| Edgecombe | 20.4 | 2,155 | 2,541 | 2,461 | 2,290 | 2,055 | 3,713 | 3,118 | 2,067 | 21,872 | 28,084 | 10,104 |
| Forsyth | 108.2 | 7,372 | 9,824 | 11,029 | 11,150 | 10,293 | 17,973 | 19,416 | 21,143 | 27,294 | 36,159 | 14,610 |
| Franklin | 13.7 | 1,489 | 1,676 | 1,707 | 1,645 | 1,382 | 2,134 | 2,073 | 1,594 | 21,066 | 28,550 | 10,600 |
| Gaston | 65.7 | 4,057 | 5,867 | 6,713 | 7,347 | 7,177 | 12,763 | 12,842 | 8,934 | 26,184 | 33,040 | 12,334 |
| Gates | 3.4 | 505 | 463 | 474 | 376 | 403 | 598 | 417 | 164 | 18,473 | 23,975 | 8,672 |
| Graham | 2.8 | 362 | 474 | 439 | 411 | 349 | 455 | 206 | 104 | 16,353 | 21,305 | 8,285 |
| Granville | 13.3 | 1,435 | 1,673 | 1,733 | 1,677 | 1,542 | 2,354 | 1,819 | 1,067 | 20,429 | 27,056 | 9,274 |
| Greene | 5.4 | 532 | 636 | 755 | 704 | 535 | 872 | 763 | 603 | 20,676 | 29,344 | 10,357 |
| Guilford | 138.7 | 8,319 | 11,753 | 14,232 | 14,858 | 13,627 | 23,532 | 24,332 | 28,047 | 27,504 | 37,528 | 14,876 |
| Halifax | 20.4 | 2,918 | 3,428 | 2,840 | 2,387 | 1,921 | 2,926 | 2,444 | 1,536 | 16,964 | 24,548 | 8,990 |
| Harnett | 25.5 | 2,504 | 3,266 | 3,681 | 3,493 | 2,857 | 4,134 | 3,446 | 2,119 | 19,702 | 26,885 | 9,994 |
| Haywood | 19.2 | 1,519 | 2,311 | 2,346 | 2,339 | 2,030 | 3,051 | 3,280 | 2,324 | 22,698 | 29,727 | 12,170 |
| Henderson | 29.1 | 2,120 | 3,244 | 3,411 | 3,518 | 3,275 | 5,324 | 4,426 | 3,782 | 23,470 | 30,678 | 12,735 |
| Hertford | 8.1 | 1,182 | 1,069 | 1,126 | 973 | 854 | 1,253 | 998 | 645 | 18,335 | 25,366 | 9,173 |
| Hoke | 7.5 | 811 | 925 | 1,052 | 973 | 863 | 1,282 | 1,045 | 549 | 19,938 | 26,217 | 8,512 |
| Hyde | 2.1 | 282 | 432 | 372 | 275 | 217 | 276 | 161 | 85 | 14,507 | 20,553 | 7,993 |
| Iredell | 35.9 | 2,309 | 3,672 | 4,031 | 4,388 | 4,142 | 6,775 | 6,349 | 4,234 | 24,299 | 30,895 | 11,812 |
| Jackson | 9.7 | 1,069 | 1,366 | 1,447 | 1,370 | 1,096 | 1,479 | 1,114 | 759 | 18,460 | 26,819 | 9,635 |
| Johnston | 31.9 | 3,410 | 4,554 | 4,146 | 3,955 | 3,548 | 5,719 | 4,046 | 2,522 | 19,840 | 26,109 | 10,145 |
| Jones | 3.5 | 457 | 473 | 510 | 455 | 394 | 611 | 371 | 229 | 18,177 | 24,205 | 9,012 |
| Lee | 15.8 | 1,268 | 1,766 | 2,115 | 1,948 | 1,643 | 2,812 | 2,469 | 1,779 | 22,355 | 30,007 | 11,369 |
| Lenoir | 21.9 | 2,383 | 3,076 | 3,310 | 2,686 | 2,354 | 3,771 | 2,691 | 1,629 | 19,000 | 25,476 | 9,754 |
| Lincoln | 19.1 | 1,076 | 1,506 | 1,591 | 1,972 | 2,189 | 4,000 | 3,705 | 3,061 | 27,705 | 34,138 | 12,760 |
| McDowell | 13.7 | 928 | 1,515 | 1,567 | 1,651 | 1,558 | 2,716 | 2,573 | 1,192 | 23,846 | 29,261 | 11,229 |
| Macon | 9.9 | 1,105 | 1,552 | 1,692 | 1,500 | 1,201 | 1,416 | 791 | 643 | 16,812 | 23,988 | 10,020 |
| Madison | 6.5 | 952 | 1,203 | 1,078 | 872 | 696 | 857 | 524 | 318 | 15,089 | 22,754 | 8,751 |
| Martin | 9.3 | 1,141 | 1,457 | 1,444 | 1,201 | 1,068 | 1,410 | 996 | 583 | 17,419 | 23,487 | 8,737 |
| Mecklenburg | 205.2 | 11,840 | 15,739 | 19,238 | 20,902 | 20,161 | 34,689 | 37,927 | 44,704 | 29,027 | 38,153 | 14,944 |
| Mitchell | 5.8 | 704 | 783 | 882 | 809 | 670 | 928 | 816 | 208 | 18,093 | 23,183 | 9,273 |
| Montgomery | 8.3 | 749 | 995 | 1,026 | 1,036 | 950 | 1,613 | 1,212 | 719 | 21,737 | 27,504 | 9,714 |
| Moore | 24.2 | 1,938 | 2,700 | 2,971 | 2,849 | 2,641 | 4,502 | 3,232 | 3,367 | 23,254 | 31,724 | 12,817 |
| Nash | 29.3 | 2,803 | 3,587 | 3,623 | 3,315 | 2,850 | 4,822 | 4,472 | 3,828 | 22,233 | 30,682 | 11,630 |
| New Hanover | 48.6 | 4,548 | 6,062 | 6,146 | 5,193 | 4,952 | 8,653 | 7,275 | 5,771 | 22,390 | 29,744 | 11,907 |
| Northampton | 7.5 | 1,011 | 1,260 | 1,194 | 983 | 777 | 1,034 | 654 | 587 | 16,239 | 24,720 | 9,000 |
| Onslow | 41.3 | 3,647 | 5,409 | 8,523 | 6,564 | 4,768 | 6,349 | 3,881 | 2,159 | 17,221 | 29,886 | 8,147 |
| Orange | 36.7 | 2,823 | 3,918 | 4,568 | 4,336 | 3,765 | 5,823 | 5,291 | 6,176 | 23,565 | 34,413 | 13,267 |
| Pamlico | 4.5 | 615 | 768 | 587 | 540 | 470 | 754 | 477 | 289 | 17,538 | 23,369 | 9,225 |
| Pasquotank | 11.5 | 1,509 | 1,877 | 1,809 | 1,500 | 1,277 | 1,656 | 1,279 | 593 | 16,836 | 23,130 | 8,444 |
| Pender | 11.3 | 1,693 | 1,831 | 1,898 | 1,379 | 1,125 | 1,760 | 1,002 | 612 | 15,757 | 21,835 | 8,392 |
| Perquimans | 4.0 | 775 | 677 | 731 | 568 | 331 | 514 | 323 | 81 | 13,772 | 18,472 | 6,970 |
| Person | 11.5 | 1,157 | 1,454 | 1,466 | 1,503 | 1,294 | 2,110 | 1,629 | 887 | 20,623 | 26,589 | 10,058 |
| Pitt | 41.1 | 5,345 | 5,875 | 5,532 | 5,068 | 4,052 | 6,253 | 5,303 | 3,672 | 18,725 | 26,569 | 9,982 |
| Polk | 6.1 | 474 | 640 | 797 | 735 | 575 | 945 | 879 | 1,055 | 23,540 | 32,716 | 13,763 |
| Randolph | 41.6 | 2,573 | 3,845 | 4,541 | 5,168 | 5,100 | 8,552 | 7,125 | 4,696 | 24,581 | 30,707 | 11,850 |
| Richmond | 16.8 | 1,634 | 2,405 | 2,199 | 2,086 | 1,833 | 3,049 | 2,273 | 1,321 | 20,194 | 26,203 | 9,892 |
| Robeson | 36.3 | 3,953 | 4,833 | 4,988 | 4,762 | 3,972 | 6,058 | 4,650 | 3,084 | 19,566 | 26,880 | 9,231 |
| Rockingham | 33.6 | 2,423 | 3,539 | 3,606 | 3,734 | 3,441 | 5,725 | 6,199 | 4,933 | 25,083 | 32,316 | 12,567 |
| Rowan | 42.8 | 2,633 | 4,454 | 5,012 | 5,176 | 5,032 | 8,782 | 7,340 | 4,371 | 24,063 | 30,484 | 11,712 |
| Rutherford | 22.3 | 1,809 | 2,694 | 2,665 | 2,744 | 2,519 | 4,066 | 3,562 | 2,241 | 22,493 | 28,784 | 11,222 |
| Sampson | 17.5 | 2,318 | 2,680 | 2,828 | 2,408 | 1,925 | 2,652 | 1,804 | 885 | 16,751 | 22,728 | 8,409 |
| Scotland | 11.9 | 1,050 | 1,469 | 1,424 | 1,298 | 1,137 | 2,091 | 1,994 | 1,437 | 23,184 | 30,430 | 10,650 |
| Stanly | 19.8 | 1,489 | 2,144 | 2,255 | 2,425 | 2,372 | 3,936 | 3,087 | 2,092 | 23,358 | 29,571 | 11,260 |
| Stokes | 14.2 | 875 | 1,279 | 1,333 | 1,306 | 1,239 | 2,617 | 3,030 | 2,521 | 29,068 | 34,975 | 13,244 |
| Surry | 24.3 | 1,905 | 3,117 | 3,294 | 3,087 | 2,738 | 4,390 | 3,543 | 2,226 | 21,367 | 28,147 | 11,049 |
| Swain | 4.2 | 721 | 855 | 824 | 691 | 404 | 433 | 156 | 116 | 13,305 | 17,527 | 6,515 |
| Transylvania | 10.0 | 763 | 1,128 | 1,009 | 995 | 1,007 | 1,972 | 1,772 | 1,354 | 25,480 | 31,652 | 12,316 |
| Tyrrell | 1.5 | 231 | 239 | 194 | 193 | 182 | 257 | 129 | 75 | 17,256 | 21,371 | 8,219 |
| Union | 29.8 | 1,818 | 2,644 | 3,114 | 3,105 | 3,029 | 5,896 | 5,771 | 4,423 | 26,893 | 34,097 | 11,884 |
| Vance | 14.2 | 1,417 | 1,946 | 2,090 | 1,829 | 1,499 | 2,426 | 1,687 | 1,306 | 19,443 | 26,857 | 9,754 |
| Wake | 170.1 | 8,539 | 11,351 | 14,039 | 15,952 | 15,328 | 27,498 | 33,981 | 43,412 | 32,128 | 40,983 | 16,059 |
| Warren | 6.3 | 967 | 1,042 | 940 | 819 | 683 | 979 | 509 | 361 | 16,059 | 22,859 | 8,324 |
| Washington | 5.1 | 642 | 627 | 598 | 577 | 473 | 792 | 801 | 590 | 21,051 | 28,155 | 10,256 |
| Watauga | 13.8 | 1,854 | 1,987 | 2,021 | 1,740 | 1,362 | 1,961 | 1,498 | 1,377 | 17,799 | 27,039 | 10,031 |
| Wayne | 37.1 | 3,891 | 5,008 | 5,582 | 4,984 | 4,195 | 6,150 | 4,617 | 2,673 | 19,062 | 25,903 | 9,135 |
| Wilkes | 23.1 | 1,881 | 2,841 | 3,089 | 3,052 | 2,902 | 4,462 | 2,839 | 2,034 | 21,253 | 27,936 | 10,828 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Households by E B I Group | | | | | | | | Median Household E B I | Average Household E B I | Per Capita E B I |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under $5,000 | $5,000 To $9,999 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 Or More | | | |
| **NORTH CAROLINA (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Wilson | 25.2 | 2,541 | 3,203 | 3,419 | 3,104 | 2,645 | 4,237 | 3,634 | 2,417 | 20,590 | 28,155 | 10,685 |
| Yadkin | 12.2 | 1,127 | 1,522 | 1,587 | 1,358 | 1,173 | 2,169 | 2,023 | 1,241 | 22,218 | 28,557 | 11,349 |
| Yancey | 6.2 | 749 | 956 | 897 | 919 | 776 | 1,030 | 577 | 296 | 17,654 | 22,923 | 9,169 |
| **TOTAL METRO COUNTIES** | **1,451.4** | **93,476** | **132,208** | **157,813** | **161,802** | **149,963** | **255,259** | **255,048** | **245,831** | **26,043** | **34,969** | **13,340** |
| **TOTAL STATE** | **2,542.7** | **205,010** | **274,383** | **304,506** | **298,898** | **268,723** | **440,729** | **403,879** | **346,572** | **23,488** | **31,725** | **12,052** |
| **NORTH DAKOTA** | | | | | | | | | | | | |
| **BISMARCK** | **31.4** | **2,131** | **2,985** | **3,463** | **3,287** | **3,019** | **5,743** | **5,925** | **4,847** | **26,381** | **34,386** | **12,884** |
| Burleigh | 22.8 | 1,215 | 1,864 | 2,314 | 2,217 | 2,036 | 4,092 | 4,708 | 4,354 | 29,457 | 37,655 | 14,238 |
| Morton | 8.6 | 916 | 1,121 | 1,149 | 1,070 | 983 | 1,651 | 1,217 | 493 | 20,235 | 25,719 | 9,412 |
| **FARGO - MOORHEAD** | **58.2** | **3,980** | **5,868** | **6,665** | **6,199** | **5,849** | **10,888** | **10,712** | **8,039** | **25,460** | **33,705** | **12,705** |
| Cass | 40.7 | 2,592 | 3,983 | 4,583 | 4,159 | 3,937 | 7,526 | 7,857 | 6,063 | 26,346 | 34,777 | 13,623 |
| *Clay, Minn.* | *17.5* | *1,388* | *1,885* | *2,082* | *2,040* | *1,912* | *3,362* | *2,855* | *1,976* | *23,499* | *31,213* | *10,817* |
| **GRAND FORKS** | **25.5** | **1,451** | **1,874** | **2,597** | **2,872** | **2,482** | **4,324** | **4,487** | **5,413** | **28,053** | **40,167** | **14,426** |
| Grand Forks | 25.5 | 1,451 | 1,874 | 2,597 | 2,872 | 2,482 | 4,324 | 4,487 | 5,413 | 28,053 | 40,167 | 14,426 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Adams | 1.2 | 145 | 139 | 120 | 140 | 137 | 223 | 172 | 124 | 21,871 | 28,345 | 10,972 |
| Barnes | 5.0 | 503 | 713 | 703 | 621 | 563 | 840 | 630 | 427 | 19,630 | 27,223 | 10,889 |
| Benson | 2.4 | 248 | 313 | 329 | 328 | 284 | 406 | 295 | 197 | 19,714 | 26,862 | 9,080 |
| Billings | .4 | 24 | 39 | 51 | 52 | 20 | 66 | 56 | 92 | 28,375 | 38,255 | 13,911 |
| Bottineau | 3.1 | 251 | 417 | 457 | 420 | 331 | 466 | 430 | 328 | 20,068 | 28,758 | 11,285 |
| Bowman | 1.4 | 104 | 170 | 175 | 162 | 134 | 210 | 213 | 232 | 23,138 | 32,911 | 13,164 |
| Burke | 1.2 | 119 | 172 | 170 | 154 | 126 | 186 | 175 | 98 | 19,464 | 26,208 | 10,845 |
| Burleigh | 22.8 | 1,215 | 1,864 | 2,314 | 2,217 | 2,036 | 4,092 | 4,708 | 4,354 | 29,457 | 37,655 | 14,238 |
| Cass | 40.7 | 2,592 | 3,983 | 4,583 | 4,159 | 3,937 | 7,526 | 7,857 | 6,063 | 26,346 | 34,777 | 13,623 |
| Cavalier | 2.3 | 219 | 275 | 335 | 247 | 242 | 439 | 299 | 244 | 21,608 | 29,209 | 11,197 |
| Dickey | 2.3 | 292 | 392 | 380 | 290 | 220 | 367 | 195 | 164 | 16,410 | 24,050 | 9,219 |
| Divide | 1.2 | 102 | 125 | 124 | 137 | 142 | 203 | 188 | 179 | 23,871 | 32,103 | 13,284 |
| Dunn | 1.4 | 129 | 256 | 287 | 191 | 115 | 182 | 154 | 86 | 15,549 | 23,356 | 8,384 |
| Eddy | 1.2 | 134 | 178 | 185 | 190 | 135 | 192 | 127 | 59 | 17,756 | 24,019 | 9,939 |
| Emmons | 1.8 | 317 | 350 | 284 | 243 | 161 | 217 | 130 | 98 | 14,121 | 20,908 | 8,007 |
| Foster | 1.5 | 102 | 161 | 239 | 186 | 184 | 293 | 148 | 187 | 21,694 | 31,217 | 12,006 |
| Golden Valley | .8 | 68 | 110 | 115 | 100 | 77 | 134 | 110 | 86 | 20,368 | 28,690 | 10,930 |
| Grand Forks | 25.5 | 1,451 | 1,874 | 2,597 | 2,872 | 2,482 | 4,324 | 4,487 | 5,413 | 28,053 | 40,167 | 14,426 |
| Grant | 1.4 | 336 | 329 | 245 | 165 | 118 | 118 | 53 | 36 | 10,625 | 15,769 | 6,308 |
| Griggs | 1.3 | 103 | 164 | 165 | 173 | 157 | 206 | 204 | 128 | 21,273 | 28,388 | 11,183 |
| Hettinger | 1.3 | 152 | 198 | 233 | 194 | 138 | 190 | 106 | 89 | 16,639 | 23,532 | 8,998 |
| Kidder | 1.2 | 249 | 241 | 235 | 156 | 102 | 113 | 47 | 57 | 12,377 | 17,590 | 6,396 |
| La Moure | 2.0 | 217 | 297 | 303 | 306 | 230 | 288 | 233 | 126 | 17,900 | 24,544 | 9,262 |
| Logan | 1.1 | 176 | 235 | 206 | 140 | 71 | 151 | 65 | 56 | 13,184 | 19,522 | 7,669 |
| McHenry | 2.5 | 437 | 379 | 348 | 352 | 263 | 375 | 227 | 119 | 16,127 | 21,695 | 8,475 |
| McIntosh | 1.7 | 353 | 391 | 299 | 195 | 131 | 177 | 106 | 48 | 11,559 | 17,347 | 7,373 |
| McKenzie | 2.2 | 128 | 176 | 222 | 238 | 219 | 361 | 393 | 463 | 27,868 | 37,622 | 13,350 |
| McLean | 3.9 | 279 | 451 | 475 | 429 | 368 | 663 | 670 | 565 | 24,288 | 32,038 | 12,131 |
| Mercer | 3.5 | 261 | 302 | 315 | 321 | 315 | 670 | 778 | 538 | 28,561 | 34,718 | 12,527 |
| Morton | 8.6 | 916 | 1,121 | 1,149 | 1,070 | 983 | 1,651 | 1,217 | 493 | 20,235 | 25,719 | 9,412 |
| Mountrail | 2.5 | 216 | 297 | 329 | 312 | 271 | 416 | 362 | 297 | 21,704 | 29,448 | 10,670 |
| Nelson | 1.8 | 213 | 312 | 254 | 219 | 186 | 279 | 215 | 122 | 17,689 | 24,767 | 10,132 |
| Oliver | .8 | 116 | 78 | 134 | 92 | 92 | 175 | 86 | 27 | 18,737 | 23,059 | 7,686 |
| Pembina | 3.5 | 291 | 380 | 423 | 437 | 409 | 595 | 523 | 442 | 22,553 | 31,173 | 11,859 |
| Pierce | 2.0 | 211 | 303 | 374 | 272 | 176 | 321 | 195 | 148 | 17,000 | 24,348 | 9,739 |
| Ramsey | 4.9 | 390 | 554 | 612 | 571 | 506 | 883 | 769 | 615 | 22,970 | 30,901 | 12,017 |
| Ransom | 2.3 | 157 | 257 | 303 | 286 | 256 | 400 | 398 | 243 | 22,736 | 30,070 | 11,722 |
| Renville | 1.2 | 100 | 135 | 164 | 161 | 140 | 209 | 161 | 130 | 21,321 | 28,603 | 11,072 |
| Richland | 6.5 | 388 | 660 | 783 | 709 | 683 | 1,262 | 1,005 | 1,010 | 25,196 | 34,621 | 12,433 |
| Rolette | 4.2 | 490 | 677 | 635 | 469 | 390 | 634 | 536 | 369 | 17,919 | 26,689 | 8,757 |
| Sargent | 1.7 | 153 | 197 | 233 | 236 | 210 | 303 | 238 | 130 | 20,705 | 27,012 | 10,204 |
| Sheridan | .8 | 83 | 96 | 85 | 90 | 104 | 138 | 107 | 97 | 22,318 | 29,633 | 11,289 |
| Sioux | 1.0 | 133 | 168 | 171 | 120 | 94 | 144 | 103 | 67 | 16,053 | 23,327 | 6,139 |
| Slope | .3 | 38 | 41 | 39 | 38 | 38 | 48 | 30 | 28 | 19,143 | 26,287 | 8,762 |
| Stark | 8.4 | 637 | 767 | 838 | 873 | 837 | 1,478 | 1,467 | 1,503 | 26,475 | 34,868 | 12,960 |
| Steele | 1.0 | 108 | 120 | 127 | 123 | 136 | 157 | 120 | 109 | 20,759 | 27,478 | 11,449 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Under $5,000 | $5,000 To $9,999 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **NORTH DAKOTA (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Stutsman | 8.6 | 605 | 1,075 | 925 | 1,044 | 957 | 1,502 | 1,407 | 1,085 | 23,190 | 31,605 | 12,299 |
| Towner | 1.4 | 133 | 171 | 155 | 157 | 154 | 246 | 220 | 164 | 22,656 | 30,089 | 11,701 |
| Traill | 3.3 | 287 | 392 | 414 | 403 | 366 | 593 | 475 | 370 | 22,000 | 29,792 | 11,300 |
| Walsh | 5.2 | 488 | 669 | 620 | 601 | 563 | 893 | 710 | 656 | 21,949 | 30,047 | 11,405 |
| Ward | 21.4 | 1,172 | 2,141 | 2,828 | 2,669 | 2,354 | 3,891 | 3,550 | 2,795 | 23,869 | 32,906 | 12,204 |
| Wells | 2.3 | 247 | 307 | 324 | 279 | 238 | 362 | 306 | 237 | 19,851 | 27,434 | 11,070 |
| Williams | 7.8 | 492 | 667 | 774 | 734 | 740 | 1,574 | 1,494 | 1,325 | 28,173 | 35,440 | 13,419 |
| **TOTAL METRO COUNTIES** | 97.6 | 6,174 | 8,842 | 10,643 | 10,318 | 9,438 | 17,593 | 18,269 | 16,323 | 26,749 | 36,059 | 13,604 |
| **TOTAL STATE** | 239.8 | 18,770 | 26,279 | 29,187 | 27,343 | 24,321 | 41,832 | 38,950 | 33,118 | 23,673 | 32,444 | 12,229 |
| **OHIO** | | | | | | | | | | | | |
| **AKRON** | 249.7 | 16,667 | 24,385 | 25,038 | 24,530 | 23,310 | 45,693 | 47,984 | 42,093 | 27,387 | 34,668 | 13,144 |
| Portage | 49.5 | 2,590 | 3,781 | 4,008 | 4,271 | 4,449 | 9,268 | 10,540 | 10,593 | 31,166 | 38,829 | 13,422 |
| Summit | 200.2 | 14,077 | 20,604 | 21,030 | 20,259 | 18,861 | 36,425 | 37,444 | 31,500 | 26,444 | 33,640 | 13,067 |
| **CANTON** | 149.3 | 10,306 | 14,853 | 15,934 | 14,860 | 14,738 | 30,297 | 29,377 | 18,935 | 26,332 | 32,229 | 12,207 |
| Carroll | 9.7 | 816 | 976 | 1,108 | 1,201 | 1,076 | 2,011 | 1,615 | 897 | 23,444 | 28,821 | 10,510 |
| Stark | 139.6 | 9,490 | 13,877 | 14,826 | 13,659 | 13,662 | 28,286 | 27,762 | 18,038 | 26,556 | 32,466 | 12,329 |
| **CINCINNATI** | 550.3 | 35,056 | 50,172 | 49,593 | 49,897 | 48,661 | 92,190 | 105,589 | 119,142 | 29,424 | 38,191 | 14,416 |
| Clermont | 53.4 | 2,871 | 4,219 | 4,853 | 5,060 | 5,488 | 11,436 | 11,889 | 7,584 | 28,625 | 33,950 | 11,919 |
| Hamilton | 338.7 | 23,455 | 32,295 | 29,923 | 30,178 | 28,737 | 51,991 | 60,214 | 81,907 | 29,552 | 39,779 | 15,563 |
| Warren | 39.7 | 1,642 | 2,462 | 3,101 | 3,210 | 3,310 | 7,238 | 9,481 | 9,256 | 33,545 | 40,046 | 13,765 |
| *Dearborn, Ind.* | *13.8* | *941* | *1,449* | *1,445* | *1,356* | *1,363* | *2,814* | *2,638* | *1,794* | *26,296* | *31,480* | *11,082* |
| *Boone, Ky.* | *20.5* | *922* | *1,482* | *1,715* | *1,799* | *1,954* | *4,164* | *4,907* | *3,557* | *30,707* | *36,762* | *12,838* |
| *Campbell, Ky.* | *31.3* | *1,859* | *2,891* | *3,040* | *3,046* | *2,860* | *5,224* | *6,295* | *6,085* | *28,638* | *36,096* | *13,434* |
| *Kenton, Ky.* | *52.9* | *3,366* | *5,374* | *5,516* | *5,248* | *4,949* | *9,323* | *10,165* | *8,959* | *27,192* | *34,455* | *12,791* |
| ***CINCINNATI – HAMILTON CONSOLIDATED AREA*** | *655.9* | *42,693* | *60,458* | *60,234* | *59,571* | *58,196* | *112,274* | *126,596* | *135,878* | *29,086* | *37,474* | *14,029* |
| **CLEVELAND** | 710.1 | 49,103 | 64,701 | 61,874 | 61,634 | 59,825 | 117,318 | 135,815 | 159,830 | 29,946 | 38,296 | 14,894 |
| Cuyahoga | 560.2 | 44,054 | 56,526 | 51,232 | 50,165 | 47,536 | 88,694 | 100,105 | 121,888 | 28,408 | 37,333 | 14,890 |
| Geauga | 27.2. | 845 | 1,337 | 1,637 | 1,795 | 2,028 | 4,684 | 6,094 | 8,780 | 37,786 | 47,573 | 15,800 |
| Lake | 80.5 | 2,919 | 4,672 | 6,296 | 6,781 | 7,130 | 16,444 | 18,981 | 17,277 | 32,680 | 39,141 | 14,601 |
| Medina | 42.2 | 1,285 | 2,166 | 2,709 | 2,893 | 3,131 | 7,496 | 10,635 | 11,885 | 36,645 | 43,488 | 14,860 |
| ***CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA*** | *1,055.9* | *71,559* | *96,996* | *95,100* | *93,866* | *91,661* | *182,287* | *205,397* | *219,034* | *29,328* | *37,221* | *14,262* |
| **COLUMBUS** | 529.4 | 35,213 | 48,822 | 52,944 | 54,769 | 52,162 | 93,739 | 97,047 | 94,704 | 27,185 | 35,412 | 13,490 |
| Delaware | 23.5 | 1,052 | 1,626 | 2,065 | 2,099 | 2,124 | 4,351 | 4,989 | 5,194 | 31,464 | 39,280 | 13,555 |
| Fairfield | 37.2 | 2,158 | 3,591 | 4,109 | 3,891 | 3,807 | 7,628 | 7,166 | 4,850 | 26,389 | 32,740 | 11,655 |
| Franklin | 382.2 | 26,640 | 35,686 | 37,989 | 39,769 | 37,734 | 65,235 | 67,851 | 71,296 | 26,961 | 35,711 | 14,071 |
| Licking | 47.5 | 3,006 | 4,559 | 5,032 | 5,039 | 4,605 | 8,841 | 9,505 | 6,913 | 26,843 | 33,527 | 12,355 |
| Madison | 12.1 | 787 | 1,105 | 1,348 | 1,364 | 1,224 | 2,386 | 2,296 | 1,590 | 25,902 | 32,278 | 10,471 |
| Pickaway | 15.7 | 989 | 1,480 | 1,632 | 1,733 | 1,723 | 3,127 | 2,957 | 2,059 | 25,916 | 32,915 | 10,633 |
| Union | 11.2 | 581 | 775 | 769 | 874 | 945 | 2,171 | 2,283 | 2,802 | 32,607 | 40,850 | 14,165 |
| **DAYTON - SPRINGFIELD** | 365.2 | 23,727 | 34,048 | 36,106 | 35,999 | 34,646 | 64,554 | 68,934 | 67,186 | 27,773 | 35,540 | 13,608 |
| Clark | 55.2 | 3,787 | 5,881 | 5,691 | 5,405 | 5,269 | 10,269 | 10,491 | 8,407 | 26,482 | 33,445 | 12,508 |
| Greene | 48.6 | 2,404 | 3,195 | 3,559 | 3,944 | 4,082 | 8,111 | 10,064 | 13,241 | 33,799 | 41,742 | 14,754 |
| Miami | 34.7 | 1,833 | 2,961 | 3,330 | 3,516 | 3,510 | 6,573 | 6,910 | 6,067 | 28,303 | 35,180 | 13,042 |
| Montgomery | 226.7 | 15,703 | 22,011 | 23,526 | 23,134 | 21,785 | 39,601 | 41,469 | 39,471 | 26,757 | 34,775 | 13,708 |
| **HAMILTON - MIDDLETOWN** | 105.6 | 7,637 | 10,286 | 10,641 | 9,674 | 9,535 | 20,084 | 21,007 | 16,736 | 27,608 | 33,741 | 12,111 |
| Butler | 105.6 | 7,637 | 10,286 | 10,641 | 9,674 | 9,535 | 20,084 | 21,007 | 16,736 | 27,608 | 33,741 | 12,111 |
| **LIMA** | 55.5 | 3,625 | 5,220 | 5,804 | 5,856 | 5,587 | 10,597 | 10,436 | 8,375 | 26,555 | 33,234 | 11,931 |
| Allen | 39.4 | 2,849 | 3,915 | 4,081 | 4,111 | 3,844 | 7,193 | 7,346 | 6,061 | 26,246 | 33,199 | 11,913 |
| Auglaize | 16.1 | 776 | 1,305 | 1,723 | 1,745 | 1,743 | 3,404 | 3,090 | 2,314 | 27,205 | 33,320 | 11,974 |
| **LORAIN - ELYRIA** | 96.1 | 5,789 | 7,910 | 8,188 | 7,702 | 8,526 | 19,276 | 21,598 | 17,111 | 30,251 | 35,906 | 12,719 |
| Lorain | 96.1 | 5,789 | 7,910 | 8,188 | 7,702 | 8,526 | 19,276 | 21,598 | 17,111 | 30,251 | 35,906 | 12,719 |
| **MANSFIELD** | 47.5 | 2,939 | 4,791 | 5,385 | 5,172 | 4,836 | 9,292 | 8,952 | 6,133 | 25,683 | 32,227 | 12,149 |
| Richland | 47.5 | 2,939 | 4,791 | 5,385 | 5,172 | 4,836 | 9,292 | 8,952 | 6,133 | 25,683 | 32,227 | 12,149 |
| **PARKERSBURG - MARIETTA** | 57.5 | 4,532 | 6,464 | 6,583 | 6,456 | 6,163 | 11,136 | 9,839 | 6,327 | 23,794 | 30,084 | 11,657 |
| Washington | 23.6 | 1,787 | 2,575 | 2,715 | 2,763 | 2,685 | 4,631 | 4,083 | 2,361 | 23,621 | 30,049 | 11,420 |
| *Wood, W. Va.* | *33.9* | *2,745* | *3,889* | *3,868* | *3,693* | *3,478* | *6,505* | *5,756* | *3,966* | *23,933* | *30,109* | *11,827* |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Households by E B I Group: Under $5,000 | $5,000 To $9,999 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **OHIO (continued)** | | | | | | | | | | | | |
| **STEUBENVILLE - WEIRTON** | **54.6** | **4,532** | **6,191** | **5,871** | **5,141** | **4,823** | **10,258** | **11,212** | **6,572** | **25,730** | **30,965** | **11,974** |
| Jefferson | 31.0 | 2,651 | 3,689 | 3,389 | 2,882 | 2,703 | 5,515 | 6,311 | 3,860 | 25,343 | 31,165 | 12,137 |
| *Brooke, W. Va.* | *10.0* | *878* | *1,058* | *1,150* | *1,055* | *948* | *2,238* | *1,890* | *783* | *24,564* | *28,288* | *10,595* |
| *Hancock, W. Va.* | *13.6* | *1,003* | *1,444* | *1,332* | *1,204* | *1,172* | *2,505* | *3,011* | *1,929* | *27,530* | *32,479* | *12,657* |
| **TOLEDO** | **231.0** | **16,739** | **23,910** | **23,393** | **22,133** | **20,559** | **39,470** | **43,576** | **41,220** | **27,210** | **35,087** | **13,183** |
| Fulton | 13.6 | 692 | 1,072 | 1,067 | 1,284 | 1,332 | 2,439 | 2,909 | 2,805 | 30,602 | 37,624 | 13,222 |
| Lucas | 177.5 | 13,965 | 19,371 | 18,644 | 17,172 | 15,582 | 30,004 | 32,526 | 30,236 | 26,355 | 34,150 | 13,112 |
| Wood | 39.9 | 2,082 | 3,467 | 3,682 | 3,677 | 3,645 | 7,027 | 8,141 | 8,179 | 29,709 | 38,392 | 13,461 |
| **YOUNGSTOWN - WARREN** | **186.2** | **14,241** | **19,211** | **18,649** | **17,364** | **17,232** | **35,316** | **35,130** | **29,057** | **26,854** | **33,438** | **12,701** |
| Mahoning | 100.5 | 9,576 | 11,874 | 10,977 | 10,201 | 10,040 | 20,162 | 17,006 | 10,664 | 23,835 | 29,479 | 11,252 |
| Trumbull | 85.7 | 4,665 | 7,337 | 7,672 | 7,163 | 7,192 | 15,154 | 18,124 | 18,393 | 31,001 | 38,079 | 14,383 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Adams | 9.3 | 1,458 | 1,721 | 1,484 | 1,082 | 881 | 1,273 | 957 | 444 | 14,953 | 21,424 | 7,783 |
| Allen | 39.4 | 2,849 | 3,915 | 4,081 | 4,111 | 3,844 | 7,193 | 7,346 | 6,061 | 26,246 | 33,199 | 11,913 |
| Ashland | 17.2 | 1,083 | 1,613 | 2,109 | 1,900 | 1,866 | 3,531 | 3,040 | 2,058 | 25,077 | 31,542 | 11,374 |
| Ashtabula | 36.7 | 2,293 | 3,851 | 3,968 | 3,893 | 3,712 | 7,203 | 7,175 | 4,605 | 25,878 | 31,859 | 11,727 |
| Athens | 20.3 | 1,868 | 2,471 | 2,703 | 2,510 | 2,017 | 3,061 | 2,832 | 2,838 | 21,405 | 32,168 | 10,902 |
| Auglaize | 16.1 | 776 | 1,305 | 1,723 | 1,745 | 1,743 | 3,404 | 3,090 | 2,314 | 27,205 | 33,320 | 11,974 |
| ☐ Belmont | 27.9 | 2,357 | 3,440 | 3,288 | 2,786 | 2,801 | 5,415 | 5,061 | 2,752 | 23,744 | 28,915 | 11,459 |
| Brown | 12.5 | 1,199 | 1,636 | 1,674 | 1,304 | 1,336 | 2,382 | 1,880 | 1,089 | 21,735 | 27,512 | 9,742 |
| Butler | 105.6 | 7,[illegible]37 | 10,286 | 10,641 | 9,674 | 9,535 | 20,084 | 21,007 | 16,736 | 27,608 | 33,741 | 12,111 |
| Carroll | 9.7 | 816 | 976 | 1,108 | 1,201 | 1,076 | 2,011 | 1,615 | 897 | 23,444 | 28,821 | 10,510 |
| Champaign | 13.4 | 776 | 1,140 | 1,321 | 1,460 | 1,502 | 2,781 | 2,482 | 1,938 | 26,641 | 33,352 | 12,312 |
| Clark | 55.2 | 3,787 | 5,881 | 5,691 | 5,405 | 5,269 | 10,269 | 10,491 | 8,407 | 26,482 | 33,445 | 12,508 |
| Clermont | 53.4 | 2,871 | 4,219 | 4,853 | 5,060 | 5,488 | 11,436 | 11,889 | 7,584 | 28,625 | 33,950 | 11,919 |
| Clinton | 13.1 | 968 | 1,438 | 1,481 | 1,579 | 1,412 | 2,300 | 2,256 | 1,666 | 23,760 | 30,926 | 11,380 |
| Columbiana | 40.7 | 3,047 | 4,910 | 4,649 | 4,447 | 4,126 | 8,013 | 7,510 | 3,998 | 24,011 | 29,515 | 11,112 |
| Coshocton | 13.4 | 963 | 1,573 | 1,795 | 1,501 | 1,369 | 2,442 | 2,278 | 1,479 | 23,227 | 29,536 | 11,180 |
| Crawford | 18.4 | 1,398 | 2,108 | 2,315 | 2,265 | 1,984 | 3,622 | 3,038 | 1,670 | 22,741 | 28,679 | 11,040 |
| Cuyahoga | 560.2 | 44,054 | 56,526 | 51,232 | 50,165 | 47,536 | 88,694 | 100,105 | 121,888 | 28,408 | 37,333 | 14,890 |
| Darke | 19.5 | 1,312 | 1,973 | 2,284 | 2,446 | 2,356 | 4,034 | 3,029 | 2,066 | 23,692 | 29,982 | 10,887 |
| Defiance | 14.1 | 787 | 1,224 | 1,495 | 1,441 | 1,430 | 3,003 | 2,845 | 1,875 | 27,376 | 33,345 | 11,933 |
| Delaware | 23.5 | 1,052 | 1,626 | 2,065 | 2,099 | 2,124 | 4,351 | 4,989 | 5,194 | 31,464 | 39,280 | 13,555 |
| Erie | 28.9 | 1,897 | 2,898 | 3,174 | 2,685 | 2,947 | 5,716 | 5,670 | 3,913 | 26,394 | 32,859 | 12,381 |
| Fairfield | 37.2 | 2,158 | 3,591 | 4,109 | 3,891 | 3,807 | 7,628 | 7,166 | 4,850 | 26,389 | 32,740 | 11,655 |
| Fayette | 10.2 | 1,175 | 1,501 | 1,529 | 1,409 | 1,107 | 1,788 | 1,092 | 599 | 18,084 | 23,828 | 8,870 |
| Franklin | 382.2 | 26,640 | 35,686 | 37,989 | 39,769 | 37,734 | 65,235 | 67,851 | 71,296 | 26,961 | 35,711 | 14,071 |
| Fulton | 13.6 | 692 | 1,072 | 1,067 | 1,284 | 1,332 | 2,439 | 2,909 | 2,805 | 30,602 | 37,624 | 13,222 |
| Gallia | 11.4 | 1,205 | 1,483 | 1,448 | 1,372 | 1,102 | 1,911 | 1,797 | 1,082 | 20,817 | 28,210 | 10,374 |
| Geauga | 27.2 | 845 | 1,337 | 1,637 | 1,795 | 2,028 | 4,684 | 6,094 | 8,780 | 37,786 | 47,573 | 15,800 |
| Greene | 48.6 | 2,404 | 3,195 | 3,559 | 3,944 | 4,082 | 8,111 | 10,064 | 13,241 | 33,799 | 41,742 | 14,754 |
| Guernsey | 14.8 | 1,267 | 1,925 | 1,909 | 1,775 | 1,588 | 2,622 | 2,347 | 1,367 | 21,589 | 28,247 | 10,747 |
| Hamilton | 338.7 | 23,455 | 32,295 | 29,923 | 30,178 | 28,737 | 51,991 | 60,214 | 81,907 | 29,552 | 39,779 | 15,563 |
| Hancock | 24.7 | 999 | 1,935 | 2,118 | 2,202 | 2,168 | 4,600 | 5,156 | 5,522 | 31,339 | 39,207 | 14,762 |
| Hardin | 11.2 | 1,172 | 1,421 | 1,451 | 1,301 | 1,295 | 2,037 | 1,707 | 816 | 20,996 | 26,830 | 9,662 |
| Harrison | 6.0 | 521 | 774 | 801 | 693 | 665 | 1,049 | 995 | 502 | 21,641 | 27,560 | 10,400 |
| Henry | 10.4 | 417 | 891 | 1,006 | 1,078 | 1,086 | 2,046 | 2,160 | 1,716 | 28,415 | 34,965 | 12,496 |
| Highland | 13.3 | 1,262 | 1,883 | 1,913 | 1,692 | 1,476 | 2,270 | 1,719 | 1,085 | 19,687 | 26,275 | 9,707 |
| Hocking | 9.4 | 911 | 1,261 | 1,334 | 1,284 | 1,142 | 1,800 | 1,165 | 503 | 19,658 | 24,685 | 9,029 |
| Holmes | 9.4 | 751 | 909 | 1,142 | 1,220 | 1,059 | 1,636 | 1,504 | 1,179 | 23,065 | 30,822 | 8,753 |
| Huron | 20.3 | 1,265 | 1,933 | 2,218 | 2,214 | 2,119 | 4,192 | 3,902 | 2,457 | 25,928 | 31,911 | 11,486 |
| Jackson | 11.2 | 1,308 | 1,852 | 1,528 | 1,330 | 1,209 | 1,901 | 1,321 | 751 | 18,411 | 24,574 | 9,114 |
| Jefferson | 31.0 | 2,651 | 3,689 | 3,389 | 2,882 | 2,703 | 5,515 | 6,311 | 3,860 | 25,343 | 31,165 | 12,137 |
| Knox | 17.3 | 1,320 | 1,966 | 2,227 | 2,190 | 2,026 | 3,290 | 2,540 | 1,741 | 22,236 | 29,376 | 10,677 |
| Lake | 80.5 | 2,919 | 4,672 | 6,296 | 6,781 | 7,130 | 16,444 | 18,981 | 17,277 | 32,680 | 39,141 | 14,601 |
| ☐ Lawrence | 22.9 | 2,215 | 3,028 | 2,707 | 2,300 | 2,172 | 4,158 | 3,836 | 2,484 | 22,769 | 28,643 | 10,614 |
| Licking | 47.5 | 3,006 | 4,559 | 5,032 | 5,039 | 4,605 | 8,841 | 9,505 | 6,913 | 26,843 | 33,527 | 12,355 |
| Logan | 16.1 | 1,270 | 1,686 | 1,843 | 1,964 | 1,855 | 2,971 | 2,654 | 1,857 | 23,345 | 30,253 | 11,434 |
| Lorain | 96.1 | 5,789 | 7,910 | 8,188 | 7,702 | 8,526 | 19,276 | 21,598 | 17,111 | 30,251 | 35,906 | 12,719 |
| Lucas | 177.5 | 13,965 | 19,371 | 18,644 | 17,172 | 15,582 | 30,004 | 32,526 | 30,236 | 26,355 | 34,150 | 13,112 |
| Madison | 12.1 | 787 | 1,105 | 1,348 | 1,364 | 1,224 | 2,386 | 2,296 | 1,590 | 25,902 | 32,278 | 10,471 |
| Mahoning | 100.5 | 9,576 | 11,874 | 10,977 | 10,201 | 10,040 | 20,162 | 17,006 | 10,664 | 23,835 | 29,479 | 11,252 |
| Marion | 23.4 | 1,669 | 2,552 | 2,515 | 2,418 | 2,520 | 4,920 | 4,189 | 2,617 | 25,050 | 30,912 | 11,285 |
| Medina | 42.2 | 1,285 | 2,166 | 2,709 | 2,893 | 3,131 | 7,496 | 10,635 | 11,885 | 36,645 | 43,488 | 14,860 |
| Meigs | 8.6 | 1,082 | 1,493 | 1,252 | 982 | 942 | 1,493 | 953 | 403 | 17,366 | 22,788 | 8,558 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| SAMM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Under $5,000 | $5,000 To $9,999 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **OHIO (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Mercer | 13.5 | 572 | 1,040 | 1,098 | 1,200 | 1,229 | 2,498 | 2,933 | 2,930 | 31,508 | 39,349 | 13,414 |
| Miami | 34.7 | 1,833 | 2,961 | 3,330 | 3,516 | 3,510 | 6,573 | 6,910 | 6,067 | 28,303 | 35,180 | 13,042 |
| Monroe | 5.7 | 581 | 770 | 668 | 576 | 485 | 1,020 | 1,128 | 472 | 22,517 | 27,885 | 10,321 |
| Montgomery | 226.7 | 15,703 | 22,011 | 23,526 | 23,134 | 21,785 | 39,601 | 41,469 | 39,471 | 26,757 | 34,775 | 13,708 |
| Morgan | 5.2 | 511 | 721 | 744 | 611 | 577 | 960 | 703 | 373 | 20,107 | 25,908 | 9,487 |
| Morrow | 9.7 | 745 | 1,046 | 1,247 | 1,322 | 1,251 | 2,053 | 1,395 | 641 | 21,911 | 26,955 | 9,371 |
| Muskingum | 30.8 | 2,791 | 4,270 | 4,345 | 3,825 | 3,233 | 5,461 | 4,369 | 2,506 | 20,248 | 26,872 | 10,081 |
| Noble | 4.1 | 367 | 563 | 550 | 440 | 407 | 756 | 644 | 373 | 21,658 | 27,475 | 9,969 |
| Ottawa | 15.2 | 494 | 1,012 | 1,221 | 1,313 | 1,222 | 2,674 | 3,086 | 4,178 | 33,705 | 41,642 | 15,824 |
| Paulding | 7.3 | 426 | 581 | 727 | 661 | 706 | 1,592 | 1,592 | 1,015 | 28,506 | 33,144 | 11,802 |
| Perry | 11.3 | 853 | 1,330 | 1,406 | 1,500 | 1,330 | 2,028 | 1,828 | 1,025 | 21,907 | 28,107 | 10,051 |
| Pickaway | 15.7 | 989 | 1,480 | 1,632 | 1,733 | 1,723 | 3,127 | 2,957 | 2,059 | 25,916 | 32,915 | 10,633 |
| Pike | 8.9 | 838 | 1,297 | 1,220 | 1,199 | 980 | 1,250 | 1,221 | 895 | 19,538 | 27,178 | 9,913 |
| Portage | 49.5 | 2,590 | 3,781 | 4,008 | 4,271 | 4,449 | 9,268 | 10,540 | 10,593 | 31,166 | 38,829 | 13,422 |
| Preble | 14.4 | 758 | 961 | 1,139 | 1,254 | 1,209 | 2,414 | 3,100 | 3,565 | 32,667 | 40,133 | 14,340 |
| Putnam | 11.1 | 714 | 1,072 | 1,334 | 1,341 | 1,214 | 2,500 | 1,894 | 1,031 | 24,510 | 29,696 | 9,724 |
| Richland | 47.5 | 2,939 | 4,791 | 5,385 | 5,172 | 4,836 | 9,292 | 8,952 | 6,133 | 25,683 | 32,227 | 12,149 |
| Ross | 24.5 | 1,655 | 2,514 | 2,640 | 2,660 | 2,459 | 4,395 | 4,325 | 3,852 | 25,733 | 33,275 | 11,696 |
| Sandusky | 22.5 | 1,249 | 2,099 | 2,301 | 2,267 | 2,473 | 4,635 | 4,677 | 2,799 | 26,711 | 32,735 | 11,880 |
| Scioto | 29.7 | 2,949 | 4,557 | 4,107 | 3,576 | 2,934 | 4,472 | 4,159 | 2,946 | 19,504 | 27,121 | 10,056 |
| Seneca | 21.3 | 1,336 | 1,955 | 2,453 | 2,398 | 2,410 | 4,562 | 4,051 | 2,135 | 25,209 | 30,688 | 10,949 |
| Shelby | 15.7 | 747 | 1,232 | 1,274 | 1,414 | 1,464 | 3,060 | 3,448 | 3,061 | 30,509 | 37,966 | 13,217 |
| Stark | 139.6 | 9,490 | 13,877 | 14,826 | 13,659 | 13,662 | 28,286 | 27,762 | 18,038 | 26,556 | 32,466 | 12,329 |
| Summit | 200.2 | 14,077 | 20,604 | 21,030 | 20,259 | 18,861 | 36,425 | 37,444 | 31,500 | 26,444 | 33,640 | 13,067 |
| Trumbull | 85.7 | 4,665 | 7,337 | 7,672 | 7,163 | 7,192 | 15,154 | 18,124 | 18,393 | 31,001 | 38,079 | 14,383 |
| Tuscarawas | 32.0 | 2,315 | 3,740 | 4,035 | 3,806 | 3,509 | 6,549 | 5,244 | 2,802 | 22,988 | 28,588 | 10,865 |
| Union | 11.2 | 581 | 775 | 769 | 874 | 945 | 2,171 | 2,283 | 2,802 | 32,607 | 40,850 | 14,165 |
| Van Wert | 11.3 | 614 | 944 | 1,023 | 1,134 | 1,146 | 2,273 | 2,399 | 1,767 | 28,555 | 34,198 | 12,670 |
| Vinton | 4.1 | 389 | 625 | 572 | 512 | 424 | 681 | 550 | 347 | 19,484 | 26,080 | 9,633 |
| Warren | 39.7 | 1,642 | 2,462 | 3,101 | 3,210 | 3,310 | 7,238 | 9,481 | 9,256 | 33,545 | 40,046 | 13,765 |
| Washington | 23.6 | 1,787 | 2,575 | 2,715 | 2,763 | 2,685 | 4,631 | 4,083 | 2,361 | 23,621 | 30,049 | 11,420 |
| Wayne | 35.9 | 1,787 | 2,776 | 3,237 | 3,689 | 3,773 | 6,992 | 7,378 | 6,268 | 28,759 | 36,241 | 12,718 |
| Williams | 13.9 | 876 | 1,362 | 1,510 | 1,505 | 1,492 | 2,962 | 2,674 | 1,519 | 25,695 | 31,268 | 11,715 |
| Wood | 39.9 | 2,082 | 3,467 | 3,682 | 3,677 | 3,645 | 7,027 | 8,141 | 8,179 | 29,709 | 38,392 | 13,461 |
| Wyandot | 8.1 | 594 | 804 | 1,012 | 1,054 | 945 | 1,630 | 1,357 | 704 | 23,045 | 28,934 | 10,557 |
| **TOTAL METRO COUNTIES** | **3,262.8** | **222,964** | **309,845** | **313,932** | **308,872** | **298,852** | **576,020** | **620,731** | **611,584** | **28,067** | **35,896** | **13,650** |
| **TOTAL STATE** | **4,094.2** | **283,768** | **401,137** | **410,481** | **401,766** | **386,021** | **733,324** | **765,079** | **712,624** | **27,201** | **34,892** | **13,149** |
| **OKLAHOMA** | | | | | | | | | | | | |
| **ENID** | **22.0** | **1,851** | **2,633** | **2,807** | **2,740** | **2,416** | **3,923** | **3,394** | **2,236** | **21,867** | **28,936** | **11,429** |
| Garfield | 22.0 | 1,851 | 2,633 | 2,807 | 2,740 | 2,416 | 3,923 | 3,394 | 2,236 | 21,867 | 28,936 | 11,429 |
| **LAWTON** | **37.5** | **2,804** | **4,120** | **5,536** | **5,253** | **4,344** | **6,179** | **5,360** | **3,904** | **21,033** | **30,408** | **10,255** |
| Comanche | 37.5 | 2,804 | 4,120 | 5,536 | 5,253 | 4,344 | 6,179 | 5,360 | 3,904 | 21,033 | 30,408 | 10,255 |
| **OKLAHOMA CITY** | **369.0** | **29,154** | **39,515** | **44,312** | **41,992** | **37,755** | **65,907** | **61,200** | **49,165** | **23,803** | **31,330** | **12,016** |
| Canadian | 25.9 | 1,674 | 2,066 | 2,438 | 2,397 | 2,373 | 5,437 | 5,698 | 3,817 | 28,835 | 34,002 | 11,711 |
| Cleveland | 65.0 | 5,021 | 6,110 | 7,457 | 7,252 | 6,699 | 12,502 | 11,826 | 8,133 | 24,968 | 31,781 | 11,678 |
| Logan | 10.1 | 1,001 | 1,333 | 1,256 | 1,159 | 1,102 | 1,596 | 1,477 | 1,176 | 21,277 | 28,565 | 9,983 |
| McClain | 8.3 | 895 | 1,033 | 928 | 863 | 800 | 1,578 | 1,326 | 877 | 22,575 | 27,583 | 10,041 |
| Oklahoma | 238.0 | 18,269 | 25,735 | 29,375 | 27,831 | 24,661 | 41,290 | 37,702 | 33,137 | 23,450 | 31,576 | 12,529 |
| Pottawatomie | 21.7 | 2,294 | 3,238 | 2,858 | 2,490 | 2,120 | 3,504 | 3,171 | 2,025 | 19,933 | 26,811 | 9,945 |
| **TULSA** | **278.1** | **21,963** | **30,208** | **31,856** | **30,802** | **28,093** | **50,497** | **46,013** | **38,688** | **24,266** | **31,662** | **12,384** |
| Creek | 22.4 | 1,760 | 2,926 | 2,417 | 2,299 | 2,207 | 4,026 | 3,992 | 2,773 | 24,033 | 30,108 | 11,111 |
| Osage | 15.3 | 1,620 | 2,106 | 1,860 | 1,675 | 1,689 | 2,825 | 2,120 | 1,405 | 21,147 | 27,050 | 10,021 |
| Rogers | 20.0 | 1,704 | 2,169 | 2,108 | 2,112 | 1,895 | 3,838 | 3,812 | 2,362 | 25,034 | 29,949 | 10,792 |
| Tulsa | 203.3 | 15,352 | 20,920 | 23,696 | 23,198 | 20,664 | 36,411 | 33,115 | 29,944 | 24,433 | 32,469 | 13,063 |
| Wagoner | 17.1 | 1,527 | 2,087 | 1,775 | 1,518 | 1,638 | 3,397 | 2,974 | 2,184 | 25,014 | 30,239 | 10,728 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Adair | 6.4 | 972 | 1,450 | 1,073 | 709 | 620 | 882 | 478 | 216 | 13,475 | 19,309 | 6,680 |
| Alfalfa | 2.4 | 180 | 306 | 258 | 243 | 224 | 375 | 379 | 435 | 24,744 | 33,863 | 12,900 |
| Atoka | 4.5 | 713 | 1,024 | 752 | 571 | 392 | 458 | 346 | 244 | 13,306 | 21,154 | 7,437 |
| Beaver | 2.3 | 232 | 250 | 289 | 243 | 264 | 488 | 286 | 248 | 22,580 | 28,478 | 11,102 |
| Beckham | 7.2 | 1,012 | 1,228 | 939 | 786 | 602 | 1,208 | 862 | 563 | 17,524 | 24,705 | 9,615 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Total Households (Thousands) | Under $5,000 | $5,000 To $9,999 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **OKLAHOMA (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Blaine | 4.4 | 510 | 604 | 544 | 434 | 384 | 680 | 688 | 556 | 21,423 | 29,431 | 11,460 |
| Bryan | 12.6 | 2,493 | 2,661 | 2,243 | 1,609 | 997 | 1,300 | 818 | 479 | 12,466 | 17,932 | 7,017 |
| Caddo | 10.8 | 1,452 | 1,784 | 1,402 | 1,342 | 1,137 | 1,498 | 1,129 | 1,056 | 17,691 | 24,790 | 9,138 |
| Canadian | 25.9 | 1,674 | 2,066 | 2,438 | 2,397 | 2,373 | 5,437 | 5,698 | 3,817 | 28,835 | 34,002 | 11,711 |
| Carter | 16.4 | 2,093 | 2,657 | 2,249 | 1,769 | 1,525 | 2,791 | 1,959 | 1,357 | 18,350 | 25,258 | 9,746 |
| Cherokee | 12.8 | 2,036 | 2,436 | 2,249 | 1,638 | 1,238 | 1,584 | 953 | 666 | 14,219 | 20,651 | 7,707 |
| Choctaw | 6.0 | 1,119 | 1,338 | 912 | 646 | 556 | 677 | 475 | 277 | 12,816 | 19,595 | 7,684 |
| Cimarron | 1.3 | 163 | 182 | 214 | 196 | 127 | 212 | 126 | 80 | 17,200 | 23,187 | 9,134 |
| Cleveland | 65.0 | 5,021 | 6,110 | 7,457 | 7,252 | 6,699 | 12,502 | 11,826 | 8,133 | 24,968 | 31,781 | 11,678 |
| Coal | 2.3 | 469 | 539 | 397 | 281 | 204 | 230 | 91 | 89 | 11,655 | 17,149 | 6,801 |
| Comanche | 37.5 | 2,804 | 4,120 | 5,536 | 5,253 | 4,344 | 6,179 | 5,360 | 3,904 | 21,033 | 30,408 | 10,255 |
| Cotton | 2.6 | 411 | 455 | 397 | 331 | 268 | 388 | 251 | 99 | 15,468 | 20,669 | 8,142 |
| Craig | 5.2 | 712 | 937 | 893 | 741 | 593 | 671 | 387 | 266 | 15,392 | 20,809 | 7,729 |
| Creek | 22.4 | 1,760 | 2,926 | 2,417 | 2,299 | 2,207 | 4,026 | 3,992 | 2,773 | 24,033 | 30,108 | 11,111 |
| Custer | 9.8 | 1,082 | 1,248 | 1,193 | 1,035 | 920 | 1,547 | 1,406 | 1,369 | 21,751 | 31,138 | 11,472 |
| Delaware | 11.1 | 1,637 | 2,283 | 2,138 | 1,451 | 1,171 | 1,258 | 697 | 465 | 13,631 | 19,022 | 7,435 |
| Dewey | 2.2 | 267 | 268 | 263 | 242 | 197 | 316 | 332 | 315 | 21,381 | 30,440 | 12,176 |
| Ellis | 1.8 | 197 | 256 | 272 | 229 | 176 | 283 | 225 | 162 | 18,721 | 25,893 | 10,593 |
| Garfield | 22.0 | 1,851 | 2,633 | 2,807 | 2,740 | 2,416 | 3,923 | 3,394 | 2,236 | 21,867 | 28,936 | 11,429 |
| Garvin | 10.3 | 1,233 | 1,705 | 1,421 | 1,220 | 996 | 1,601 | 1,322 | 802 | 18,105 | 24,956 | 9,774 |
| Grady | 15.5 | 1,902 | 2,427 | 2,209 | 1,958 | 1,473 | 2,539 | 1,778 | 1,214 | 18,013 | 24,525 | 9,138 |
| Grant | 2.3 | 239 | 285 | 261 | 303 | 266 | 358 | 308 | 280 | 21,057 | 28,557 | 11,729 |
| Greer | 2.5 | 391 | 564 | 393 | 265 | 225 | 328 | 187 | 147 | 13,701 | 20,886 | 8,033 |
| Harmon | 1.4 | 372 | 348 | 242 | 164 | 73 | 99 | 41 | 61 | 9,649 | 15,683 | 5,934 |
| Harper | 1.6 | 185 | 215 | 215 | 171 | 165 | 329 | 179 | 141 | 20,424 | 25,459 | 10,184 |
| Haskell | 4.3 | 666 | 933 | 693 | 550 | 380 | 446 | 358 | 274 | 13,916 | 20,467 | 8,074 |
| Hughes | 5.2 | 909 | 1,165 | 891 | 590 | 462 | 582 | 366 | 235 | 12,775 | 18,793 | 7,576 |
| Jackson | 10.4 | 1,085 | 1,658 | 1,793 | 1,515 | 1,166 | 1 470 | 1,046 | 667 | 17,063 | 24,145 | 8,811 |
| Jefferson | 2.8 | 581 | 636 | 484 | 324 | 247 | 292 | 146 | 90 | 11,701 | 17,369 | 7,048 |
| Johnston | 3.8 | 828 | 892 | 679 | 404 | 269 | 308 | 266 | 154 | 11,177 | 17,110 | 6,502 |
| Kay | 18.9 | 1,482 | 2,348 | 2,412 | 2,096 | 1,890 | 3,315 | 2,975 | 2,382 | 22,795 | 30,056 | 11,909 |
| Kingfisher | 4.9 | 452 | 551 | 585 | 527 | 591 | 929 | 806 | 459 | 22,748 | 28,431 | 10,716 |
| Kiowa | 4.5 | 824 | 976 | 756 | 484 | 346 | 565 | 335 | 214 | 12,853 | 19,694 | 7,843 |
| Latimer | 3.7 | 588 | 859 | 563 | 419 | 341 | 455 | 284 | 191 | 13,532 | 20,415 | 7,263 |
| Le Flore | 16.1 | 2,085 | 3,142 | 2,671 | 2,129 | 1,663 | 2,236 | 1,403 | 771 | 15,303 | 21,179 | 7,803 |
| Lincoln | 10.8 | 1,303 | 1,632 | 1,355 | 1,214 | 1,172 | 1,897 | 1,395 | 832 | 19,525 | 24,990 | 9,243 |
| Logan | 10.1 | 1,001 | 1,333 | 1,256 | 1,159 | 1,102 | 1,596 | 1,477 | 1,176 | 21,277 | 28,565 | 9,983 |
| Love | 3.0 | 461 | 472 | 410 | 365 | 296 | 486 | 288 | 222 | 17,115 | 22,783 | 8,335 |
| McClain | 8.3 | 895 | 1,033 | 928 | 863 | 800 | 1,578 | 1,326 | 877 | 22,575 | 27,583 | 10,041 |
| McCurtain | 12.2 | 2,075 | 2,570 | 2,100 | 1,509 | 1,121 | 1,351 | 986 | 488 | 13,378 | 18,916 | 6,909 |
| McIntosh | 6.8 | 1,009 | 1,422 | 1,082 | 876 | 670 | 835 | 644 | 262 | 14,459 | 20,281 | 8,209 |
| Major | 3.1 | 326 | 438 | 461 | 388 | 317 | 518 | 367 | 285 | 19,149 | 26,076 | 10,105 |
| Marshall | 4.3 | 600 | 972 | 792 | 522 | 406 | 451 | 355 | 202 | 13,435 | 20,796 | 8,280 |
| Mayes | 12.7 | 1,396 | 2,051 | 1,940 | 1,547 | 1,313 | 1,992 | 1,601 | 860 | 17,990 | 23,865 | 9,074 |
| Murray | 4.6 | 612 | 799 | 691 | 626 | 538 | 691 | 441 | 202 | 16,590 | 21,861 | 8,450 |
| Muskogee | 25.1 | 3,467 | 4,473 | 3,512 | 2,846 | 2,537 | 3,802 | 2,711 | 1,752 | 16,833 | 23,588 | 8,707 |
| Noble | 4.2 | 357 | 523 | 552 | 534 | 468 | 702 | 544 | 520 | 21,408 | 28,793 | 11,094 |
| Nowata | 4.0 | 438 | 638 | 477 | 452 | 456 | 740 | 503 | 296 | 19,946 | 25,669 | 10,371 |
| Okfuskee | 4.1 | 614 | 733 | 617 | 493 | 370 | 477 | 482 | 314 | 15,796 | 23,073 | 8,226 |
| Oklahoma | 238.0 | 18,269 | 25,735 | 29,375 | 27,831 | 24,661 | 41,290 | 37,702 | 33,137 | 23,450 | 31,576 | 12,529 |
| Okmulgee | 13.9 | 1,787 | 2,538 | 2,169 | 1,536 | 1,295 | 2,080 | 1,513 | 982 | 16,307 | 23,632 | 9,074 |
| Osage | 15.3 | 1,620 | 2,106 | 1,860 | 1,675 | 1,689 | 2,825 | 2,120 | 1,405 | 21,147 | 27,050 | 10,021 |
| Ottawa | 12.0 | 1,472 | 2,136 | 2,026 | 1,555 | 1,190 | 1,946 | 1,095 | 580 | 16,101 | 21,995 | 8,711 |
| Pawnee | 6.0 | 624 | 898 | 865 | 685 | 597 | 1,060 | 675 | 596 | 19,471 | 26,358 | 10,203 |
| Payne | 23.7 | 2,988 | 3,820 | 3,818 | 2,802 | 2,164 | 3,276 | 2,792 | 2,040 | 17,039 | 26,567 | 10,288 |
| Pittsburg | 15.9 | 2,320 | 3,110 | 2,635 | 2,145 | 1,628 | 2,230 | 1,224 | 608 | 14,762 | 20,294 | 7,967 |
| Pontotoc | 13.3 | 1,665 | 2,440 | 1,914 | 1,387 | 1,272 | 2,057 | 1,558 | 1,007 | 17,121 | 24,458 | 9,539 |
| Pottawatomie | 21.7 | 2,294 | 3,238 | 2,858 | 2,490 | 2,120 | 3,504 | 3,171 | 2,025 | 19,933 | 26,811 | 9,945 |
| Pushmataha | 4.3 | 865 | 946 | 764 | 544 | 368 | 421 | 223 | 169 | 12,098 | 18,079 | 7,132 |
| Roger Mills | 1.5 | 124 | 148 | 161 | 153 | 167 | 265 | 200 | 282 | 24,912 | 37,624 | 14,109 |
| Rogers | 20.0 | 1,704 | 2,169 | 2,108 | 2,112 | 1,895 | 3,838 | 3,812 | 2,362 | 25,034 | 29,949 | 10,792 |
| Seminole | 9.5 | 1,228 | 1,725 | 1,306 | 1,049 | 932 | 1,446 | 1,075 | 739 | 17,157 | 24,332 | 9,246 |
| ☐ Sequoyah | 12.4 | 2,014 | 2,357 | 2,223 | 1,744 | 1,188 | 1,607 | 836 | 431 | 14,073 | 19,133 | 6,958 |
| Stephens | 16.6 | 1,642 | 2,282 | 2,052 | 1,954 | 1,640 | 2,993 | 2,412 | 1,625 | 20,964 | 27,514 | 10,874 |
| Texas | 6.1 | 495 | 603 | 707 | 753 | 720 | 1,189 | 957 | 676 | 23,357 | 29,916 | 11,265 |
| Tillman | 3.9 | 826 | 812 | 687 | 501 | 338 | 363 | 195 | 178 | 12,176 | 18,582 | 7,036 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Households by E B I Group | | | | | | | | Median Household E B I | Average Household E B I | Per Capita E B I |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under $5,000 | $5,000 To $9,999 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 Or More | | | |
| **OKLAHOMA (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Tulsa | 203.3 | 15,352 | 20,920 | 23,696 | 23,198 | 20,664 | 36,411 | 33,115 | 29,944 | 24,433 | 32,469 | 13,063 |
| Wagoner | 17.1 | 1,527 | 2,087 | 1,775 | 1,518 | 1,638 | 3,397 | 2,974 | 2,184 | 25,014 | 30,239 | 10,728 |
| Washington | 19.1 | 952 | 1,787 | 1,709 | 1,647 | 1,609 | 3,051 | 3,613 | 4,732 | 31,031 | 39,903 | 16,011 |
| Washita | 4.3 | 335 | 527 | 526 | 495 | 461 | 784 | 603 | 569 | 22,701 | 30,022 | 11,630 |
| Woods | 3.7 | 408 | 491 | 531 | 468 | 359 | 607 | 431 | 405 | 19,461 | 28,171 | 11,712 |
| Woodward | 6.9 | 504 | 688 | 750 | 716 | 625 | 1,284 | 1,247 | 1,086 | 26,421 | 33,226 | 12,326 |
| **TOTAL METRO COUNTIES** | **719.6** | **57,786** | **78,833** | **86,734** | **82,531** | **73,796** | **128,113** | **116,803** | **94,404** | **23,512** | **31,127** | **11,942** |
| **TOTAL STATE** | **1,204.9** | **120,251** | **161,117** | **158,288** | **139,908** | **120,973** | **199,805** | **170,621** | **133,937** | **20,869** | **28,472** | **10,915** |
| **OREGON** | | | | | | | | | | | | |
| **EUGENE - SPRINGFIELD** | **111.4** | **8,884** | **13,106** | **14,248** | **12,343** | **11,806** | **20,749** | **17,694** | **12,570** | **22,972** | **29,237** | **11,456** |
| Lane | 111.4 | 8,884 | 13,106 | 14,248 | 12,343 | 11,806 | 20,749 | 17,694 | 12,570 | 22,972 | 29,237 | 11,456 |
| **MEDFORD** | **57.9** | **4,033** | **7,194** | **8,073** | **7,081** | **6,703** | **10,780** | **8,403** | **5,633** | **21,826** | **28,405** | **11,113** |
| Jackson | 57.9 | 4,033 | 7,194 | 8,073 | 7,081 | 6,703 | 10,780 | 8,403 | 5,633 | 21,826 | 28,405 | 11,113 |
| **PORTLAND** | **491.8** | **24,189** | **41,529** | **46,227** | **47,823** | **44,581** | **83,310** | **95,872** | **108,259** | **29,982** | **37,362** | **14,676** |
| Clackamas | 105.0 | 4,234 | 7,304 | 9,023 | 9,579 | 9,530 | 19,474 | 22,767 | 23,089 | 31,734 | 38,297 | 14,219 |
| Multnomah | 242.9 | 14,814 | 25,472 | 26,357 | 25,892 | 22,715 | 39,837 | 42,510 | 45,303 | 26,383 | 34,316 | 14,231 |
| Washington | 121.2 | 3,805 | 6,275 | 8,419 | 9,822 | 9,889 | 19,696 | 26,525 | 36,769 | 36,320 | 43,733 | 16,710 |
| Yamhill | 22.7 | 1,336 | 2,478 | 2,438 | 2,530 | 2,447 | 4,303 | 4,070 | 3,098 | 25,274 | 31,623 | 10,827 |
| ***PORTLAND - VANCOUVER CONSOLIDATED AREA*** | ***581.8*** | ***29,288*** | ***49,643*** | ***54,510*** | ***55,959*** | ***52,682*** | ***99,710*** | ***113,926*** | ***126,082*** | ***29,920*** | ***36,989*** | ***14,401*** |
| **SALEM** | **102.6** | **7,831** | **12,335** | **13,748** | **12,988** | **11,301** | **19,351** | **15,304** | **9,742** | **21,833** | **28,148** | **10,296** |
| Marion | 84.3 | 6,201 | 10,057 | 11,376 | 10,766 | 9,150 | 15,973 | 12,384 | 8,393 | 21,913 | 28,444 | 10,403 |
| Polk | 18.3 | 1,630 | 2,278 | 2,372 | 2,222 | 2,151 | 3,378 | 2,920 | 1,349 | 21,498 | 26,784 | 9,803 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Baker | 6.1 | 657 | 987 | 980 | 778 | 707 | 925 | 737 | 329 | 17,740 | 22,824 | 9,159 |
| Benton | 26.2 | 1,828 | 2,317 | 3,007 | 2,799 | 2,270 | 3,998 | 4,550 | 5,431 | 26,955 | 36,596 | 13,505 |
| Clackamas | 105.0 | 4,234 | 7,304 | 9,023 | 9,579 | 9,530 | 19,474 | 22,767 | 23,089 | 31,734 | 38,297 | 14,219 |
| Clatsop | 13.4 | 1,051 | 1,986 | 2,159 | 1,478 | 1,421 | 2,203 | 1,841 | 1,261 | 20,088 | 26,949 | 10,812 |
| Columbia | 14.0 | 1,014 | 1,513 | 1,605 | 1,396 | 1,409 | 2,974 | 2,615 | 1,474 | 25,221 | 29,463 | 10,912 |
| Coos | 24.2 | 1,918 | 3,003 | 3,362 | 3,011 | 2,574 | 4,712 | 3,758 | 1,862 | 21,406 | 26,625 | 10,668 |
| Crook | 5.5 | 492 | 752 | 865 | 813 | 757 | 870 | 693 | 258 | 18,976 | 24,386 | 9,445 |
| Curry | 8.5 | 863 | 1,230 | 1,325 | 1,194 | 937 | 1,404 | 966 | 581 | 18,450 | 24,190 | 10,385 |
| Deschutes | 29.6 | 1,834 | 3,350 | 4,031 | 3,566 | 3,287 | 5,836 | 4,769 | 2,927 | 23,009 | 28,861 | 11,270 |
| Douglas | 36.0 | 2,703 | 4,488 | 4,779 | 4,046 | 4,544 | 7,584 | 5,259 | 2,597 | 22,119 | 26,510 | 10,035 |
| Gilliam | .7 | 37 | 57 | 87 | 96 | 80 | 116 | 138 | 89 | 24,533 | 31,724 | 13,063 |
| Grant | 3.1 | 236 | 421 | 490 | 399 | 349 | 629 | 387 | 189 | 20,054 | 24,865 | 9,882 |
| Harney | 2.8 | 198 | 292 | 340 | 347 | 377 | 586 | 432 | 228 | 22,831 | 27,461 | 10,830 |
| Hood River | 6.5 | 494 | 829 | 961 | 844 | 625 | 1,197 | 958 | 592 | 20,891 | 27,293 | 10,436 |
| Jackson | 57.9 | 4,033 | 7,194 | 8,073 | 7,081 | 6,703 | 10,780 | 8,403 | 5,633 | 21,826 | 28,405 | 11,113 |
| Jefferson | 4.8 | 252 | 439 | 589 | 605 | 560 | 941 | 838 | 576 | 24,609 | 30,608 | 10,646 |
| Josephine | 25.4 | 2,590 | 3,907 | 4,077 | 3,470 | 2,801 | 4,174 | 2,879 | 1,502 | 17,987 | 23,429 | 9,371 |
| Klamath | 22.3 | 2,113 | 2,971 | 3,098 | 2,644 | 2,494 | 4,068 | 3,283 | 1,629 | 20,599 | 25,811 | 9,976 |
| Lake | 2.8 | 201 | 362 | 428 | 334 | 312 | 554 | 430 | 179 | 21,175 | 25,305 | 9,841 |
| Lane | 111.4 | 8,884 | 13,106 | 14,248 | 12,343 | 11,806 | 20,749 | 17,694 | 12,570 | 22,972 | 29,237 | 11,456 |
| Lincoln | 16.6 | 1,184 | 2,080 | 2,357 | 1,957 | 1,707 | 2,782 | 2,511 | 2,022 | 22,146 | 29,423 | 12,428 |
| Linn | 34.9 | 2,681 | 4,100 | 4,465 | 4,146 | 3,783 | 6,869 | 5,583 | 3,273 | 22,657 | 27,651 | 10,535 |
| Malheur | 9.4 | 799 | 1,235 | 1,391 | 1,225 | 1,091 | 1,601 | 1,186 | 872 | 20,228 | 26,435 | 9,631 |
| Marion | 84.3 | 6,201 | 10,057 | 11,376 | 10,766 | 9,150 | 15,973 | 12,384 | 8,393 | 21,913 | 28,444 | 10,403 |
| Morrow | 2.8 | 131 | 188 | 285 | 310 | 257 | 455 | 576 | 598 | 29,818 | 36,559 | 13,649 |
| Multnomah | 242.9 | 14,814 | 25,472 | 26,357 | 25,892 | 22,715 | 39,837 | 42,510 | 45,303 | 26,383 | 34,316 | 14,231 |
| Polk | 18.3 | 1,630 | 2,278 | 2,372 | 2,222 | 2,151 | 3,378 | 2,920 | 1,349 | 21,498 | 26,784 | 9,803 |
| Sherman | .8 | 54 | 77 | 94 | 101 | 93 | 135 | 141 | 105 | 23,882 | 30,083 | 12,666 |
| Tillamook | 8.9 | 814 | 1,266 | 1,436 | 1,246 | 1,021 | 1,409 | 1,090 | 618 | 18,719 | 24,758 | 10,201 |
| Umatilla | 22.0 | 1,281 | 2,196 | 2,641 | 2,805 | 2,577 | 4,091 | 3,696 | 2,713 | 23,964 | 30,406 | 11,319 |
| Union | 9.0 | 838 | 1,046 | 1,141 | 1,060 | 958 | 1,614 | 1,462 | 881 | 22,116 | 27,977 | 10,715 |
| Wallowa | 2.8 | 295 | 430 | 486 | 386 | 312 | 481 | 231 | 179 | 17,378 | 22,333 | 9,062 |
| Wasco | 8.6 | 736 | 1,165 | 1,147 | 925 | 783 | 1,960 | 1,124 | 760 | 22,161 | 26,845 | 10,688 |
| Washington | 121.2 | 3,805 | 6,275 | 8,419 | 9,822 | 9,889 | 19,696 | 26,525 | 36,769 | 36,320 | 43,733 | 16,710 |
| Wheeler | .6 | 99 | 217 | 110 | 61 | 43 | 39 | 25 | 6 | 9,590 | 13,978 | 5,991 |
| Yamhill | 22.7 | 1,336 | 2,478 | 2,438 | 2,530 | 2,447 | 4,303 | 4,070 | 3,098 | 25,274 | 31,623 | 10,827 |

## HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Households by E B I Group<br>Under $5,000 | <br>$5,000 To $9,999 | <br>$10,000 To $14,999 | <br>$15,000 To $19,999 | <br>$20,000 To $24,999 | <br>$25,000 To $34,999 | <br>$35,000 To $49,999 | <br>$50,000 Or More | Median Household EBI | Average Household EBI | Per Capita EBI |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **OREGON (continued)** | | | | | | | | | | | | |
| **TOTAL METRO COUNTIES** | **763.7** | **44,937** | **74,164** | **82,306** | **80,235** | **74,391** | **134,190** | **137,273** | **136,204** | **26,804** | **34,260** | **13,317** |
| **TOTAL STATE** | **1,112.0** | **72,330** | **117,068** | **130,042** | **122,277** | **112,520** | **198,397** | **189,431** | **169,935** | **25,082** | **32,232** | **12,517** |
| **PENNSYLVANIA** | | | | | | | | | | | | |
| **ALLENTOWN - BETHLEHEM - EASTON** | **262.1** | **12,334** | **23,111** | **23,998** | **24,202** | **23,640** | **45,919** | **53,620** | **55,276** | **30,117** | **38,051** | **14,406** |
| Carbon | 22.2 | 1,238 | 2,569 | 3,006 | 2,505 | 2,412 | 4,475 | 3,520 | 2,475 | 23,762 | 29,902 | 11,585 |
| Lehigh | 113.7 | 4,538 | 9,275 | 9,243 | 9,842 | 9,666 | 18,247 | 24,117 | 28,772 | 32,708 | 40,890 | 15,862 |
| Northampton | 91.9 | 5,394 | 8,784 | 8,917 | 8,920 | 8,696 | 17,228 | 18,799 | 15,162 | 28,084 | 35,029 | 12,897 |
| *Warren, N. J.* | *34.2* | *1,164* | *2,483* | *2,832* | *2,935* | *2,866* | *5,969* | *7,184* | *8,867* | *33,133* | *42,010* | *15,612* |
| **ALTOONA** | **50.2** | **3,115** | **5,839** | **6,116** | **5,920** | **5,409** | **9,441** | **8,680** | **5,680** | **23,794** | **30,533** | **11,763** |
| Blair | 50.2 | 3,115 | 5,839 | 6,116 | 5,920 | 5,409 | 9,441 | 8,680 | 5,680 | 23,794 | 30,533 | 11,763 |
| **BEAVER COUNTY** | **71.5** | **4,910** | **7,246** | **7,092** | **6,356** | **6,392** | **14,831** | **14,985** | **9,688** | **27,665** | **32,701** | **12,638** |
| Beaver | 71.5 | 4,910 | 7,246 | 7,092 | 6,356 | 6,392 | 14,831 | 14,985 | 9,688 | 27,665 | 32,701 | 12,638 |
| **ERIE** | **101.4** | **5,170** | **9,273** | **9,492** | **9,809** | **9,395** | **18,248** | **20,360** | **19,653** | **28,971** | **36,925** | **13,610** |
| Erie | 101.4 | 5,170 | 9,273 | 9,492 | 9,809 | 9,395 | 18,248 | 20,360 | 19,653 | 28,971 | 36,925 | 13,610 |
| **HARRISBURG - LEBANON - CARLISLE** | **227.6** | **9,599** | **17,068** | **19,039** | **20,992** | **21,570** | **41,898** | **46,288** | **51,146** | **30,928** | **39,388** | **15,156** |
| Cumberland | 74.1 | 2,296 | 4,535 | 5,302 | 6,276 | 6,636 | 13,586 | 15,846 | 19,623 | 33,779 | 42,871 | 16,134 |
| Dauphin | 95.5 | 4,650 | 7,638 | 7,839 | 8,627 | 8,726 | 16,498 | 18,393 | 23,129 | 31,009 | 39,757 | 15,919 |
| Lebanon | 42.9 | 2,017 | 3,605 | 4,377 | 4,395 | 4,530 | 8,787 | 8,790 | 6,399 | 27,721 | 34,687 | 13,008 |
| Perry | 15.1 | 636 | 1,290 | 1,521 | 1,694 | 1,678 | 3,027 | 3,259 | 1,995 | 27,278 | 33,326 | 12,068 |
| **JOHNSTOWN** | **91.0** | **7,733** | **12,439** | **13,169** | **10,966** | **9,746** | **17,793** | **12,573** | **6,581** | **20,575** | **26,836** | **10,188** |
| Cambria | 61.5 | 5,324 | 8,495 | 8,795 | 7,207 | 6,437 | 12,085 | 8,641 | 4,516 | 20,696 | 26,965 | 10,256 |
| Somerset | 29.5 | 2,409 | 3,944 | 4,374 | 3,759 | 3,309 | 5,708 | 3,932 | 2,065 | 20,357 | 26,566 | 10,047 |
| **LANCASTER** | **153.5** | **6,331** | **10,909** | **13,199** | **14,956** | **15,058** | **28,972** | **31,805** | **32,270** | **30,466** | **38,929** | **13,910** |
| Lancaster | 153.5 | 6,331 | 10,909 | 13,199 | 14,956 | 15,058 | 28,972 | 31,805 | 32,270 | 30,466 | 38,929 | 13,910 |
| **PHILADELPHIA** | **1,788.4** | **94,544** | **143,892** | **144,976** | **146,286** | **140,516** | **268,672** | **339,121** | **510,393** | **33,277** | **43,638** | **15,970** |
| Bucks | 193.2 | 6,331 | 10,192 | 12,005 | 13,731 | 14,428 | 31,170 | 43,725 | 61,618 | 37,684 | 45,985 | 16,192 |
| Chester | 135.9 | 4,345 | 6,420 | 7,913 | 9,513 | 9,847 | 19,641 | 26,576 | 51,645 | 40,260 | 51,972 | 18,413 |
| Delaware | 201.9 | 7,559 | 14,015 | 14,761 | 16,169 | 15,842 | 30,527 | 40,234 | 62,793 | 35,688 | 45,841 | 16,862 |
| Montgomery | 256.6 | 7,742 | 12,738 | 16,383 | 18,658 | 19,276 | 40,494 | 52,621 | 88,688 | 38,276 | 51,040 | 19,195 |
| Philadelphia | 602.8 | 53,513 | 74,321 | 65,659 | 57,818 | 51,235 | 88,726 | 96,112 | 115,416 | 24,880 | 34,692 | 13,196 |
| *Burlington, N. J.* | *138.0* | *3,326* | *5,921* | *7,827* | *9,196* | *9,298* | *19,274* | *28,789* | *54,369* | *42,082* | *53,952* | *18,656* |
| *Camden, N. J.* | *180.2* | *8,559* | *15,002* | *14,475* | *14,766* | *14,314* | *26,598* | *32,955* | *53,531* | *33,573* | *44,221* | *15,726* |
| *Gloucester, N. J.* | *79.8* | *3,169* | *5,283* | *5,953* | *6,435* | *6,276* | *12,242* | *18,109* | *22,333* | *35,388* | *42,809* | *14,674* |
| ***PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA*** | ***2,168.4*** | ***111,835*** | ***171,694*** | ***174,883*** | ***176,694*** | ***170,375*** | ***325,212*** | ***410,754*** | ***626,953*** | ***33,525*** | ***44,129*** | ***16,115*** |
| **PITTSBURGH** | **816.1** | **53,058** | **86,324** | **83,725** | **78,006** | **74,367** | **142,291** | **149,801** | **148,528** | **27,271** | **35,437** | **14,126** |
| Allegheny | 538.6 | 34,269 | 55,974 | 53,600 | 50,396 | 47,737 | 91,112 | 98,530 | 106,982 | 28,017 | 36,750 | 14,882 |
| Fayette | 55.8 | 6,018 | 8,523 | 7,298 | 5,977 | 5,604 | 10,248 | 7,568 | 4,564 | 20,070 | 26,155 | 10,100 |
| Washington | 78.1 | 4,730 | 7,952 | 8,205 | 7,650 | 7,162 | 13,528 | 15,484 | 13,389 | 27,467 | 34,594 | 13,270 |
| Westmoreland | 143.6 | 8,041 | 13,875 | 14,622 | 13,983 | 13,864 | 27,403 | 28,219 | 23,593 | 27,700 | 34,575 | 13,452 |
| ***PITTSBURGH - BEAVER VALLEY CONSOLIDATED AREA*** | ***887.6*** | ***57,968*** | ***93,570*** | ***90,817*** | ***84,362*** | [illegible] | ***157,122*** | ***164,786*** | ***158,216*** | ***27,314*** | ***35,216*** | ***14,003*** |
| **READING** | **128.5** | [illegible] | **12,427** | **12,199** | **12,424** | **11,999** | **22,838** | **26,014** | **24,333** | **28,857** | **36,575** | **13,872** |
| Berks | 128.5 | [illegible] | 12,427 | 12,199 | 12,424 | 11,999 | 22,838 | 26,014 | 24,333 | 28,857 | 36,575 | 13,872 |
| **SCRANTON - WILKES-BARRE** | **281.4** | **14,459** | **30,597** | **34,243** | **34,003** | **29,614** | **50,732** | **48,694** | **39,058** | **24,622** | **32,445** | **12,400** |
| Columbia | 23.5 | 1,289 | 2,526 | 2,775 | 3,074 | 2,898 | 4,418 | 3,852 | 2,668 | 23,585 | 30,709 | 11,401 |
| Lackawanna | 84.3 | 4,539 | 9,420 | 10,019 | 9,904 | 8,497 | 14,667 | 14,494 | 12,760 | 24,862 | 33,154 | 12,791 |
| Luzerne | 128.2 | 6,403 | 14,575 | 16,294 | 15,763 | 13,329 | 22,930 | 21,947 | 16,959 | 24,140 | 31,797 | 12,447 |
| Monroe | 35.3 | 1,752 | 3,093 | 4,099 | 4,090 | 3,764 | 6,665 | 6,554 | 5,283 | 26,112 | 34,029 | 12,170 |
| Wyoming | 10.1 | 476 | 983 | 1,056 | 1,172 | 1,126 | 2,052 | 1,847 | 1,388 | 26,005 | 33,248 | 11,866 |
| **SHARON** | **45.4** | **2,669** | **4,689** | **4,697** | **4,504** | **4,373** | **8,782** | **8,867** | **6,819** | **26,927** | **33,732** | **12,709** |
| Mercer | 45.4 | 2,669 | 4,689 | 4,697 | 4,504 | 4,373 | 8,782 | 8,867 | 6,819 | 26,927 | 33,732 | 12,709 |
| **STATE COLLEGE** | **43.0** | **3,531** | **4,753** | **5,282** | **4,924** | **4,427** | **7,385** | **6,676** | **6,022** | **23,346** | **32,782** | **11,313** |
| Centre | 43.0 | 3,531 | 4,753 | 5,282 | 4,924 | 4,427 | 7,385 | 6,676 | 6,022 | 23,346 | 32,782 | 11,313 |
| **WILLIAMSPORT** | **45.1** | **2,374** | **4,838** | **5,020** | **5,238** | **4,869** | **8,222** | **8,195** | **6,344** | **25,216** | **32,779** | **12,413** |
| Lycoming | 45.1 | 2,374 | 4,838 | 5,020 | 5,238 | 4,869 | 8,222 | 8,195 | 6,344 | 25,216 | 32,779 | 12,413 |
| **YORK** | **158.2** | **7,021** | **13,087** | **14,099** | **14,782** | **14,743** | **30,130** | **34,376** | **29,962** | **30,053** | **37,237** | **13,973** |
| Adams | 28.4 | 1,132 | 2,320 | 2,622 | 2,845 | 2,786 | 5,842 | 5,835 | 5,018 | 29,115 | 36,755 | 13,197 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **METRO AREA** County | 12/31/90 Total Households (Thousands) | Under $5,000 | $5,000 To $9,999 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **PENNSYLVANIA (continued)** | | | | | | | | | | | | |
| **YORK (continued)** | | | | | | | | | | | | |
| York | 129.8 | 5,889 | 10,767 | 11,477 | 11,937 | 11,957 | 24,288 | 28,541 | 24,944 | 30,318 | 37,343 | 14,152 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Adams | 28.4 | 1,132 | 2,320 | 2,622 | 2,845 | 2,786 | 5,842 | 5,835 | 5,018 | 29,115 | 36,755 | 13,197 |
| Allegheny | 538.6 | 34,269 | 55,974 | 53,600 | 50,396 | 47,737 | 91,112 | 98,530 | 106,982 | 28,017 | 36,750 | 14,882 |
| Armstrong | 28.2 | 1,960 | 3,316 | 3,348 | 3,014 | 2,826 | 5,387 | 4,966 | 3,383 | 24,382 | 30,755 | 11,848 |
| Beaver | 71.5 | 4,910 | 7,246 | 7,092 | 6,356 | 6,392 | 14,831 | 14,985 | 9,688 | 27,665 | 32,701 | 12,638 |
| Bedford | 18.1 | 1,269 | 2,289 | 2,373 | 2,299 | 2,043 | 3,356 | 2,623 | 1,848 | 21,882 | 28,947 | 10,915 |
| Berks | 128.5 | 6,266 | 12,427 | 12,199 | 12,424 | 11,999 | 22,838 | 26,014 | 24,333 | 28,857 | 36,575 | 13,872 |
| Blair | 50.2 | 3,115 | 5,839 | 6,116 | 5,920 | 5,409 | 9,441 | 8,680 | 5,680 | 23,794 | 30,533 | 11,763 |
| Bradford | 22.5 | 1,364 | 2,526 | 2,443 | 2,522 | 2,409 | 4,318 | 3,935 | 2,983 | 24,968 | 31,802 | 11,730 |
| Bucks | 193.2 | 6,331 | 10,192 | 12,005 | 13,731 | 14,428 | 31,170 | 43,725 | 61,618 | 37,684 | 45,985 | 16,192 |
| Butler | 55.5 | 3,379 | 5,346 | 5,678 | 5,631 | 5,842 | 11,507 | 10,778 | 7,339 | 26,596 | 32,868 | 11,962 |
| Cambria | 61.5 | 5,324 | 8,495 | 8,795 | 7,207 | 6,437 | 12,085 | 8,641 | 4,516 | 20,696 | 26,965 | 10,256 |
| Cameron | 2.4 | 171 | 317 | 285 | 324 | 304 | 433 | 350 | 216 | 21,493 | 27,387 | 11,141 |
| Carbon | 22.2 | 1,238 | 2,569 | 3,006 | 2,505 | 2,412 | 4,475 | 3,520 | 2,475 | 23,762 | 29,902 | 11,585 |
| Centre | 43.0 | 3,531 | 4,753 | 5,282 | 4,924 | 4,427 | 7,385 | 6,676 | 6,022 | 23,346 | 32,782 | 11,313 |
| Chester | 135.9 | 4,345 | 6,420 | 7,913 | 9,513 | 9,847 | 19,641 | 26,576 | 51,645 | 40,260 | 51,972 | 18,413 |
| Clarion | 15.0 | 1,105 | 1,891 | 1,895 | 1,713 | 1,447 | 2,656 | 2,605 | 1,688 | 22,948 | 30,454 | 10,981 |
| Clearfield | 29.7 | 2,013 | 3,801 | 3,863 | 3,643 | 3,305 | 5,518 | 4,858 | 2,699 | 22,225 | 28,952 | 11,053 |
| Clinton | 13.8 | 1,009 | 1,912 | 1,849 | 1,838 | 1,730 | 2,821 | 1,754 | 887 | 20,768 | 26,538 | 9,871 |
| Columbia | 23.5 | 1,289 | 2,526 | 2,775 | 3,074 | 2,898 | 4,418 | 3,852 | 2,668 | 23,585 | 30,709 | 11,401 |
| Crawford | 32.1 | 1,926 | 3,590 | 3,865 | 3,829 | 3,510 | 5,894 | 5,501 | 3,985 | 24,035 | 31,609 | 11,812 |
| Cumberland | 74.1 | 2,296 | 4,535 | 5,302 | 6,276 | 6,636 | 13,586 | 15,846 | 19,623 | 33,779 | 42,871 | 16,134 |
| Dauphin | 95.5 | 4,650 | 7,638 | 7,839 | 8,627 | 8,726 | 16,498 | 18,393 | 23,129 | 31,009 | 39,757 | 15,919 |
| Delaware | 201.9 | 7,559 | 14,015 | 14,761 | 16,169 | 15,842 | 30,527 | 40,234 | 62,793 | 35,688 | 45,841 | 16,862 |
| Elk | 13.0 | 660 | 1,256 | 1,245 | 1,436 | 1,451 | 2,575 | 2,499 | 1,878 | 26,723 | 33,997 | 12,773 |
| Erie | 101.4 | 5,170 | 9,273 | 9,492 | 9,809 | 9,395 | 18,248 | 20,360 | 19,653 | 28,971 | 36,925 | 13,610 |
| Fayette | 55.8 | 6,018 | 8,523 | 7,298 | 5,977 | 5,604 | 10,248 | 7,568 | 4,564 | 20,070 | 26,155 | 10,100 |
| Forest | 1.9 | 132 | 244 | 262 | 264 | 228 | 354 | 251 | 165 | 20,980 | 27,276 | 10,797 |
| Franklin | 46.0 | 2,084 | 3,851 | 4,427 | 5,107 | 5,118 | 8,964 | 9,035 | 7,414 | 27,565 | 34,651 | 13,087 |
| Fulton | 5.2 | 423 | 639 | 578 | 635 | 617 | 1,028 | 820 | 460 | 22,553 | 28,649 | 10,641 |
| Greene | 14.6 | 1,179 | 1,870 | 1,755 | 1,581 | 1,392 | 2,537 | 2,575 | 1,711 | 23,204 | 29,943 | 11,096 |
| Huntingdon | 15.6 | 972 | 2,098 | 2,063 | 1,964 | 1,714 | 2,890 | 2,472 | 1,427 | 21,927 | 28,833 | 10,153 |
| Indiana | 31.6 | 2,614 | 3,596 | 3,736 | 3,745 | 3,338 | 6,033 | 5,183 | 3,355 | 23,094 | 30,408 | 10,700 |
| Jefferson | 17.5 | 1,061 | 1,942 | 1,949 | 1,941 | 1,793 | 3,245 | 3,075 | 2,494 | 25,169 | 32,921 | 12,551 |
| Juniata | 7.7 | 454 | 868 | 964 | 1,034 | 929 | 1,411 | 1,256 | 784 | 22,747 | 30,001 | 11,106 |
| Lackawanna | 84.3 | 4,539 | 9,420 | 10,019 | 9,904 | 8,497 | 14,667 | 14,494 | 12,760 | 24,862 | 33,154 | 12,791 |
| Lancaster | 153.5 | 6,331 | 10,909 | 13,199 | 14,956 | 15,058 | 28,972 | 31,805 | 32,270 | 30,466 | 38,929 | 13,910 |
| Lawrence | 36.1 | 2,159 | 4,200 | 3,752 | 3,523 | 3,405 | 6,570 | 6,853 | 5,638 | 26,436 | 33,605 | 12,676 |
| Lebanon | 42.9 | 2,017 | 3,605 | 4,377 | 4,395 | 4,530 | 8,787 | 8,790 | 6,399 | 27,721 | 34,687 | 13,008 |
| Lehigh | 113.7 | 4,538 | 9,275 | 9,243 | 9,842 | 9,666 | 18,247 | 24,117 | 28,772 | 32,708 | 40,890 | 15,862 |
| Luzerne | 128.2 | 6,403 | 14,575 | 16,294 | 15,763 | 13,329 | 22,930 | 21,947 | 16,959 | 24,140 | 31,797 | 12,447 |
| Lycoming | 45.1 | 2,374 | 4,838 | 5,020 | 5,238 | 4,869 | 8,222 | 8,195 | 6,344 | 25,216 | 32,779 | 12,413 |
| McKean | 17.7 | 1,020 | 2,137 | 2,027 | 2,051 | 1,933 | 3,293 | 2,892 | 2,347 | 24,185 | 31,355 | 11,859 |
| Mercer | 45.4 | 2,669 | 4,689 | 4,697 | 4,504 | 4,373 | 8,782 | 8,867 | 6,819 | 26,927 | 33,732 | 12,709 |
| Mifflin | 17.7 | 1,414 | 2,547 | 2,273 | 2,083 | 1,886 | 3,203 | 2,747 | 1,547 | 21,287 | 27,644 | 10,591 |
| Monroe | 35.3 | 1,752 | 3,093 | 4,099 | 4,090 | 3,764 | 6,665 | 6,554 | 5,283 | 26,112 | 34,029 | 12,170 |
| Montgomery | 256.6 | 7,742 | 12,738 | 16,383 | 18,658 | 19,276 | 40,494 | 52,621 | 88,688 | 38,276 | 51,040 | 19,195 |
| Montour | 6.5 | 275 | 457 | 546 | 659 | 715 | 1,219 | 1,247 | 1,382 | 29,380 | 39,581 | 14,535 |
| Northampton | 91.9 | 5,394 | 8,784 | 8,917 | 8,920 | 8,696 | 17,228 | 18,799 | 15,162 | 28,084 | 35,029 | 12,897 |
| Northumberland | 38.7 | 3,265 | 5,684 | 5,962 | 5,188 | 4,408 | 6,876 | 4,985 | 2,332 | 19,236 | 25,128 | 10,067 |
| Perry | 15.1 | 636 | 1,290 | 1,521 | 1,694 | 1,678 | 3,027 | 3,259 | 1,995 | 27,278 | 33,326 | 12,068 |
| Philadelphia | 602.8 | 53,513 | 74,321 | 65,659 | 57,818 | 51,235 | 88,726 | 96,112 | 115,416 | 24,880 | 34,692 | 13,196 |
| Pike | 11.0 | 552 | 1,178 | 1,335 | 1,365 | 1,203 | 2,009 | 1,701 | 1,657 | 24,434 | 32,858 | 12,378 |
| Potter | 6.2 | 413 | 734 | 734 | 702 | 628 | 1,157 | 1,099 | 733 | 24,000 | 30,711 | 11,402 |
| Schuylkill | 60.5 | 3,605 | 7,173 | 8,346 | 7,861 | 6,616 | 11,434 | 9,322 | 6,143 | 22,370 | 29,520 | 11,750 |
| Snyder | 12.8 | 681 | 1,151 | 1,421 | 1,544 | 1,530 | 2,714 | 2,307 | 1,452 | 25,226 | 32,751 | 11,361 |
| Somerset | 29.5 | 2,409 | 3,944 | 4,374 | 3,759 | 3,309 | 5,708 | 3,932 | 2,065 | 20,357 | 26,566 | 10,047 |
| Sullivan | 2.3 | 121 | 278 | 309 | 323 | 283 | 423 | 317 | 246 | 22,085 | 29,717 | 11,205 |
| Susquehanna | 15.0 | 823 | 1,611 | 1,728 | 1,803 | 1,615 | 2,740 | 2,652 | 2,028 | 24,748 | 32,019 | 11,801 |
| Tioga | 15.0 | 1,070 | 2,015 | 1,888 | 1,854 | 1,691 | 2,790 | 2,268 | 1,424 | 21,881 | 28,782 | 10,504 |
| Union | 11.8 | 544 | 996 | 1,281 | 1,353 | 1,268 | 2,301 | 2,217 | 1,840 | 26,749 | 36,188 | 11,731 |
| Venango | 22.2 | 1,388 | 2,409 | 2,139 | 2,283 | 2,277 | 4,422 | 4,252 | 3,030 | 26,312 | 33,020 | 12,446 |
| Warren | 17.2 | 1,106 | 1,963 | 2,187 | 2,135 | 2,014 | 3,582 | 2,659 | 1,554 | 22,942 | 29,228 | 11,196 |
| Washington | 78.1 | 4,730 | 7,952 | 8,205 | 7,650 | 7,162 | 13,528 | 15,484 | 13,389 | 27,467 | 34,594 | 13,270 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Total Households (Thousands) | Under $5,000 | $5,000 To $9,999 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **PENNSYLVANIA (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Wayne | 14.9 | 967 | 1,954 | 2,282 | 2,053 | 1,724 | 2,571 | 2,052 | 1,297 | 20,497 | 28,059 | 10,323 |
| Westmoreland | 143.6 | 8,041 | 13,875 | 14,622 | 13,983 | 13,864 | 27,403 | 28,219 | 23,593 | 27,700 | 34,575 | 13,452 |
| Wyoming | 10.1 | 476 | 983 | 1,056 | 1,172 | 1,126 | 2,052 | 1,847 | 1,388 | 26,005 | 33,248 | 11,866 |
| York | 129.8 | 5,889 | 10,767 | 11,477 | 11,937 | 11,957 | 24,288 | 28,541 | 24,944 | 30,318 | 37,343 | 14,152 |
| **TOTAL METRO COUNTIES** | **3,831.1** | **216,896** | **357,803** | **365,259** | **360,036** | **343,364** | **652,071** | **723,018** | **812,653** | **29,046** | **38,057** | **14,425** |
| **TOTAL STATE** | **4,507.1** | **260,074** | **435,642** | **446,047** | **439,336** | **416,556** | **780,302** | **837,124** | **892,019** | **28,148** | **36,985** | **13,993** |
| **RHODE ISLAND** | | | | | | | | | | | | |
| **PROVIDENCE - PAWTUCKET - WOONSOCKET** | **347.2** | **17,829** | **36,436** | **34,435** | **32,890** | **31,090** | **57,644** | **64,419** | **72,457** | **28,441** | **37,906** | **14,284** |
| Bristol | 17.6 | 780 | 1,423 | 1,761 | 1,623 | 1,535 | 3,172 | 3,096 | 4,210 | 30,275 | 41,327 | 14,844 |
| Kent | 62.4 | 2,684 | 5,365 | 5,173 | 5,426 | 5,756 | 11,604 | 13,220 | 13,172 | 30,869 | 38,825 | 14,945 |
| Providence | 227.4 | 12,838 | 26,550 | 23,934 | 22,002 | 20,016 | 35,498 | 40,370 | 46,192 | 27,115 | 37,060 | 14,071 |
| Washington | 39.8 | 1,527 | 3,098 | 3,567 | 3,839 | 3,783 | 7,370 | 7,733 | 8,883 | 30,461 | 39,788 | 14,215 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Bristol | 17.6 | 780 | 1,423 | 1,761 | 1,623 | 1,535 | 3,172 | 3,096 | 4,210 | 30,275 | 41,327 | 14,844 |
| Kent | 62.4 | 2,684 | 5,365 | 5,173 | 5,426 | 5,756 | 11,604 | 13,220 | 13,172 | 30,869 | 38,825 | 14,945 |
| Newport | 32.8 | 1,425 | 2,679 | 2,809 | 2,915 | 2,907 | 5,232 | 6,370 | 8,463 | 31,746 | 43,140 | 16,171 |
| Providence | 227.4 | 12,838 | 26,550 | 23,934 | 22,002 | 20,016 | 35,498 | 40,370 | 46,192 | 27,115 | 37,060 | 14,071 |
| Washington | 39.8 | 1,527 | 3,098 | 3,567 | 3,839 | 3,783 | 7,370 | 7,733 | 8,883 | 30,461 | 39,788 | 14,215 |
| **TOTAL METRO COUNTIES** | **347.2** | **17,829** | **36,436** | **34,435** | **32,890** | **31,090** | **57,644** | **64,419** | **72,457** | **28,441** | **37,906** | **14,284** |
| **TOTAL STATE** | **380.0** | **19,254** | **39,115** | **37,244** | **35,805** | **33,997** | **62,876** | **70,789** | **80,920** | **28,696** | **38,358** | **14,447** |
| **SOUTH CAROLINA** | | | | | | | | | | | | |
| **ANDERSON** | **55.9** | **4,570** | **5,811** | **5,879** | **6,155** | **5,982** | **10,611** | **10,037** | **6,855** | **24,627** | **30,344** | **11,602** |
| Anderson | 55.9 | 4,570 | 5,811 | 5,879 | 6,155 | 5,982 | 10,611 | 10,037 | 6,855 | 24,627 | 30,344 | 11,602 |
| **CHARLESTON** | **180.8** | **15,862** | **16,644** | **20,189** | **21,127** | **19,191** | **31,100** | **30,461** | **26,226** | **24,273** | **32,566** | **11,422** |
| Berkeley | 43.3 | 3,378 | 3,512 | 4,506 | 5,275 | 4,979 | 8,209 | 8,045 | 5,396 | 25,000 | 30,582 | 10,070 |
| Charleston | 108.5 | 10,132 | 10,658 | 12,809 | 12,723 | 11,197 | 17,339 | 16,882 | 16,760 | 23,439 | 33,605 | 12,202 |
| Dorchester | 29.0 | 2,352 | 2,474 | 2,874 | 3,129 | 3,015 | 5,552 | 5,534 | 4,070 | 26,172 | 31,645 | 10,771 |
| **CHARLOTTE - GASTONIA - ROCK HILL** | **448.3** | **26,484** | **38,157** | **44,712** | **47,570** | **46,270** | **82,491** | **84,242** | **78,374** | **27,374** | **35,313** | **13,408** |
| York | 47.8 | 3,016 | 4,217 | 4,699 | 4,943 | 4,874 | 8,968 | 9,374 | 7,709 | 27,306 | 33,814 | 12,098 |
| *Cabarrus, N. C.* | *37.9* | *2,044* | *3,730* | *4,345* | *4,125* | *3,808* | *7,393* | *7,283* | *5,172* | *26,127* | *32,770* | *12,432* |
| *Gaston, N. C.* | *65.7* | *4,057* | *5,867* | *6,713* | *7,347* | *7,177* | *12,763* | *12,842* | *8,934* | *26,184* | *33,040* | *12,334* |
| *Lincoln, N. C.* | *19.1* | *1,076* | *1,506* | *1,591* | *1,972* | *2,189* | *4,000* | *3,705* | *3,061* | *27,705* | *34,138* | *12,760* |
| *Mecklenburg, N. C.* | *205.2* | *11,840* | *15,739* | *19,238* | *20,902* | *20,161* | *34,689* | *37,927* | *44,704* | *29,027* | *38,153* | *14,944* |
| *Rowan, N. C.* | *42.8* | *2,633* | *4,454* | *5,012* | *5,176* | *5,032* | *8,782* | *7,340* | *4,371* | *24,063* | *30,484* | *11,712* |
| *Union, N. C.* | *29.8* | *1,818* | *2,644* | *3,114* | *3,105* | *3,029* | *5,896* | *5,771* | *4,423* | *26,893* | *34,097* | *11,884* |
| **COLUMBIA** | **165.1** | **9,599** | **13,037** | **16,014** | **17,375** | **15,913** | **27,303** | **31,073** | **34,786** | **28,565** | **38,058** | **13,710** |
| Lexington | 63.0 | 2,999 | 4,400 | 5,282 | 6,121 | 6,022 | 10,805 | 13,022 | 14,349 | 31,041 | 37,662 | 13,859 |
| Richland | 102.1 | 6,600 | 8,637 | 10,732 | 11,254 | 9,891 | 16,498 | 18,051 | 20,437 | 27,070 | 38,302 | 13,621 |
| **FLORENCE** | **40.4** | **4,539** | **4,868** | **4,874** | **4,895** | **4,470** | **6,857** | **5,531** | **4,366** | **21,075** | **27,953** | **9,837** |
| Florence | 40.4 | 4,539 | 4,868 | 4,874 | 4,895 | 4,470 | 6,857 | 5,531 | 4,366 | 21,075 | 27,953 | 9,837 |
| **GREENVILLE - SPARTANBURG** | **243.5** | **18,846** | **25,692** | **25,688** | **27,535** | **25,500** | **43,182** | **43,084** | **33,973** | **24,687** | **32,028** | **12,045** |
| Greenville | 124.4 | 9,578 | 12,946 | 12,914 | 14,063 | 12,873 | 21,894 | 22,396 | 17,736 | 24,925 | 32,274 | 12,392 |
| Pickens | 33.9 | 2,159 | 3,097 | 3,541 | 3,737 | 3,442 | 6,239 | 6,392 | 5,293 | 26,413 | 34,039 | 12,147 |
| Spartanburg | 85.2 | 7,109 | 9,649 | 9,233 | 9,735 | 9,185 | 15,049 | 14,296 | 10,944 | 23,717 | 30,868 | 11,510 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Abbeville | 8.8 | 912 | 1,165 | 932 | 1,061 | 1,042 | 1,635 | 1,326 | 727 | 21,514 | 26,768 | 9,856 |
| ☐ Aiken | 45.4 | 3,799 | 4,538 | 4,486 | 4,954 | 4,740 | 7,886 | 8,060 | 6,937 | 25,207 | 31,819 | 11,821 |
| Allendale | 3.8 | 587 | 618 | 559 | 471 | 327 | 417 | 506 | 315 | 16,376 | 24,377 | 7,850 |
| Anderson | 55.9 | 4,570 | 5,811 | 5,879 | 6,155 | 5,982 | 10,611 | 10,037 | 6,855 | 24,627 | 30,344 | 11,602 |
| Bamberg | 5.6 | 666 | 750 | 829 | 740 | 541 | 814 | 685 | 575 | 18,593 | 26,713 | 8,904 |
| Barnwell | 7.1 | 811 | 986 | 890 | 889 | 744 | 1,044 | 1,011 | 725 | 19,829 | 27,130 | 9,489 |
| Beaufort | 31.3 | 2,409 | 2,455 | 3,297 | 3,597 | 3,270 | 5,491 | 4,846 | 5,935 | 25,931 | 40,675 | 14,484 |
| Berkeley | 43.3 | 3,378 | 3,512 | 4,506 | 5,275 | 4,979 | 8,209 | 8,045 | 5,396 | 25,000 | 30,582 | 10,070 |
| Calhoun | 4.5 | 588 | 694 | 646 | 511 | 517 | 751 | 446 | 347 | 17,989 | 23,549 | 8,279 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Total Households (Thousands) | Under $5,000 | $5,000 To $9,999 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **SOUTH CAROLINA (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Charleston | 108.5 | 10,132 | 10,658 | 12,809 | 12,723 | 11,197 | 17,339 | 16,882 | 16,760 | 23,439 | 33,605 | 12,202 |
| Cherokee | 16.6 | 1,478 | 2,098 | 1,990 | 1,966 | 1,903 | 3,189 | 2,561 | 1,415 | 21,917 | 27,119 | 10,049 |
| Chester | 11.5 | 1,233 | 1,339 | 1,558 | 1,368 | 1,127 | 1,903 | 2,039 | 933 | 20,969 | 26,624 | 9,479 |
| Chesterfield | 14.1 | 1,695 | 2,048 | 1,842 | 1,955 | 1,621 | 2,171 | 1,745 | 1,023 | 18,647 | 24,671 | 9,012 |
| Clarendon | 9.6 | 1,460 | 1,443 | 1,371 | 1,278 | 1,001 | 1,333 | 1,136 | 578 | 16,837 | 22,815 | 7,658 |
| Colleton | 12.1 | 1,617 | 1,625 | 1,636 | 1,510 | 1,267 | 1,972 | 1,458 | 1,015 | 18,710 | 25,013 | 8,747 |
| Darlington | 22.0 | 2,798 | 2,909 | 2,739 | 2,550 | 2,221 | 3,403 | 3,005 | 2,375 | 20,008 | 26,591 | 9,451 |
| Dillon | 9.9 | 1,301 | 1,534 | 1,472 | 1,244 | 1,056 | 1,561 | 1,049 | 683 | 17,343 | 23,946 | 8,147 |
| Dorchester | 29.0 | 2,352 | 2,474 | 2,874 | 3,129 | 3,015 | 5,552 | 5,534 | 4,070 | 26,172 | 31,645 | 10,771 |
| Edgefield | 6.5 | 929 | 970 | 842 | 760 | 613 | 997 | 848 | 541 | 18,143 | 24,804 | 8,715 |
| Fairfield | 7.5 | 883 | 886 | 811 | 781 | 679 | 1,259 | 1,248 | 953 | 22,902 | 28,814 | 9,648 |
| Florence | 40.4 | 4,539 | 4,868 | 4,874 | 4,895 | 4,470 | 6,857 | 5,531 | 4,366 | 21,075 | 27,953 | 9,837 |
| Georgetown | 16.5 | 2,474 | 2,519 | 2,231 | 1,893 | 1,768 | 2,852 | 1,712 | 1,051 | 17,743 | 23,212 | 8,184 |
| Greenville | 124.4 | 9,578 | 12,946 | 12,914 | 14,063 | 12,873 | 21,894 | 22,396 | 17,736 | 24,925 | 32,274 | 12,392 |
| Greenwood | 22.8 | 1,968 | 2,690 | 2,779 | 2,736 | 2,352 | 3,756 | 3,848 | 2,671 | 22,461 | 29,336 | 11,185 |
| Hampton | 6.3 | 1,225 | 1,088 | 899 | 753 | 539 | 895 | 551 | 350 | 14,661 | 21,381 | 7,401 |
| Horry | 56.9 | 4,404 | 5,368 | 6,827 | 7,222 | 6,305 | 9,875 | 8,811 | 8,088 | 23,646 | 32,048 | 12,413 |
| Jasper | 5.3 | 823 | 823 | 663 | 642 | 543 | 735 | 616 | 455 | 17,548 | 24,095 | 8,186 |
| Kershaw | 16.0 | 1,884 | 1,688 | 1,642 | 1,766 | 1,717 | 2,789 | 2,602 | 1,912 | 22,931 | 29,407 | 10,645 |
| Lancaster | 19.8 | 1,323 | 1,929 | 1,985 | 2,140 | 2,060 | 3,676 | 4,054 | 2,633 | 26,147 | 31,634 | 11,451 |
| Laurens | 20.8 | 1,534 | 2,372 | 2,384 | 2,369 | 2,218 | 3,962 | 3,753 | 2,208 | 23,945 | 29,606 | 10,545 |
| Lee | 6.0 | 802 | 975 | 754 | 780 | 662 | 949 | 675 | 403 | 17,850 | 23,931 | 7,804 |
| Lexington | 63.0 | 2,999 | 4,400 | 5,282 | 6,121 | 6,022 | 10,805 | 13,022 | 14,349 | 31,041 | 37,662 | 13,859 |
| McCormick | 2.7 | 284 | 340 | 324 | 286 | 241 | 445 | 456 | 324 | 22,109 | 28,527 | 8,654 |
| Marion | 11.8 | 1,458 | 1,876 | 1,845 | 1,580 | 1,240 | 1,726 | 1,343 | 732 | 17,013 | 23,157 | 8,061 |
| Marlboro | 10.1 | 1,231 | 1,550 | 1,387 | 1,203 | 1,113 | 1,801 | 1,106 | 709 | 18,491 | 24,388 | 8,407 |
| Newberry | 12.4 | 1,102 | 1,475 | 1,305 | 1,287 | 1,187 | 2,142 | 2,312 | 1,590 | 24,353 | 30,766 | 11,457 |
| Oconee | 22.7 | 1,956 | 2,659 | 2,620 | 2,713 | 2,478 | 4,217 | 3,771 | 2,286 | 22,807 | 28,890 | 11,249 |
| Orangeburg | 29.1 | 4,100 | 4,318 | 3,864 | 3,435 | 2,823 | 4,127 | 3,694 | 2,739 | 18,075 | 25,733 | 8,789 |
| Pickens | 33.9 | 2,159 | 3,097 | 3,541 | 3,737 | 3,442 | 6,239 | 6,392 | 5,293 | 26,413 | 34,039 | 12,147 |
| Richland | 102.1 | 6,600 | 8,637 | 10,732 | 11,254 | 9,891 | 16,498 | 18,051 | 20,437 | 27,070 | 38,302 | 13,621 |
| Saluda | 5.8 | 592 | 846 | 630 | 633 | 625 | 986 | 964 | 524 | 21,538 | 27,444 | 9,765 |
| Spartanburg | 85.2 | 7,109 | 9,649 | 9,233 | 9,735 | 9,185 | 15,049 | 14,296 | 10,944 | 23,717 | 30,868 | 11,510 |
| Sumter | 33.0 | 3,285 | 3,810 | 4,459 | 4,268 | 3,481 | 5,224 | 4,838 | 3,635 | 20,892 | 28,625 | 9,136 |
| Union | 11.4 | 982 | 1,465 | 1,444 | 1,360 | 1,347 | 2,319 | 1,710 | 773 | 21,623 | 25,902 | 9,745 |
| Williamsburg | 12.1 | 1,469 | 1,620 | 1,432 | 1,545 | 1,394 | 2,139 | 1,545 | 956 | 19,947 | 25,187 | 8,282 |
| York | 47.8 | 3,016 | 4,217 | 4,699 | 4,943 | 4,874 | 8,968 | 9,374 | 7,709 | 27,306 | 33,814 | 12,098 |
| **TOTAL METRO COUNTIES** | **778.9** | **60,231** | **74,807** | **81,829** | **86,984** | **80,670** | **135,907** | **137,620** | **120,852** | **25,325** | **33,196** | **12,093** |
| **TOTAL STATE** | **1,271.3** | **112,494** | **135,738** | **142,717** | **146,276** | **132,692** | **218,462** | **209,890** | **173,031** | **23,666** | **31,316** | **11,307** |
| **SOUTH DAKOTA** | | | | | | | | | | | | |
| **RAPID CITY** | **31.0** | **1,920** | **2,867** | **3,925** | **3,733** | **3,190** | **5,175** | **4,917** | **5,273** | **24,780** | **36,128** | **13,592** |
| Pennington | 31.0 | 1,920 | 2,867 | 3,925 | 3,733 | 3,190 | 5,175 | 4,917 | 5,273 | 24,780 | 36,128 | 13,592 |
| **SIOUX FALLS** | **48.2** | **2,529** | **4,016** | **4,765** | **4,828** | **4,483** | **7,975** | **9,906** | **9,698** | **29,366** | **39,820** | **15,342** |
| Minnehaha | 48.2 | 2,529 | 4,016 | 4,765 | 4,828 | 4,483 | 7,975 | 9,906 | 9,698 | 29,366 | 39,820 | 15,342 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Aurora | 1.1 | 206 | 233 | 225 | 149 | 99 | 107 | 52 | 29 | 12,312 | 17,978 | 6,379 |
| Beadle | 7.3 | 775 | 1,034 | 971 | 771 | 679 | 1,209 | 1,107 | 754 | 20,664 | 29,434 | 11,806 |
| Bennett | 1.0 | 229 | 212 | 187 | 121 | 73 | 85 | 59 | 34 | 11,463 | 17,380 | 5,431 |
| Bon Homme | 2.6 | 403 | 433 | 352 | 306 | 270 | 448 | 239 | 149 | 16,694 | 24,305 | 9,027 |
| Brookings | 8.9 | 692 | 1,082 | 1,051 | 1,006 | 904 | 1,495 | 1,348 | 1,322 | 23,347 | 34,228 | 12,088 |
| Brown | 13.8 | 996 | 1,535 | 1,750 | 1,613 | 1,408 | 2,388 | 2,334 | 1,776 | 23,522 | 33,424 | 12,993 |
| Brule | 2.0 | 309 | 289 | 290 | 311 | 223 | 264 | 214 | 100 | 16,780 | 22,999 | 8,363 |
| Buffalo | .5 | 85 | 105 | 108 | 71 | 41 | 50 | 35 | 5 | 12,625 | 17,564 | 4,879 |
| Butte | 3.0 | 297 | 410 | 426 | 360 | 320 | 565 | 349 | 273 | 20,103 | 28,750 | 10,918 |
| Campbell | .8 | 169 | 155 | 132 | 106 | 79 | 101 | 35 | 23 | 12,857 | 18,630 | 7,452 |
| Charles Mix | 3.2 | 636 | 605 | 555 | 433 | 272 | 385 | 222 | 92 | 13,280 | 19,379 | 6,815 |
| Clark | 1.7 | 280 | 287 | 260 | 217 | 176 | 254 | 137 | 89 | 15,460 | 22,428 | 8,665 |
| Clay | 4.4 | 444 | 534 | 630 | 566 | 384 | 540 | 650 | 652 | 20,274 | 34,063 | 11,354 |
| Codington | 8.8 | 642 | 1,002 | 1,156 | 1,034 | 873 | 1,537 | 1,353 | 1,203 | 23,226 | 32,964 | 12,723 |
| Corson | 1.3 | 265 | 256 | 176 | 135 | 106 | 156 | 108 | 98 | 13,514 | 21,877 | 6,937 |
| Custer | 2.4 | 131 | 219 | 251 | 259 | 232 | 456 | 455 | 397 | 27,319 | 36,063 | 13,960 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Households by E B I Group: Under $5,000 | $5,000 To $9,999 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **SOUTH DAKOTA (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Davison | 6.9 | 540 | 1,039 | 954 | 824 | 688 | 1,126 | 1,112 | 617 | 20,596 | 29,576 | 11,661 |
| Day | 2.7 | 357 | 408 | 450 | 359 | 282 | 400 | 258 | 186 | 16,721 | 24,669 | 9,653 |
| Deuel | 1.8 | 253 | 311 | 276 | 223 | 178 | 246 | 189 | 124 | 16,217 | 24,027 | 9,611 |
| Dewey | 1.7 | 253 | 252 | 234 | 211 | 167 | 221 | 214 | 148 | 17,487 | 26,534 | 8,201 |
| Douglas | 1.3 | 246 | 241 | 204 | 199 | 131 | 142 | 93 | 44 | 13,977 | 19,745 | 6,938 |
| Edmunds | 1.6 | 291 | 328 | 297 | 199 | 137 | 203 | 87 | 58 | 12,867 | 19,279 | 7,173 |
| Fall River | 2.8 | 240 | 377 | 283 | 266 | 254 | 486 | 466 | 428 | 24,623 | 35,724 | 13,702 |
| Faulk | 1.0 | 202 | 158 | 158 | 135 | 95 | 121 | 79 | 52 | 14,400 | 21,371 | 7,915 |
| Grant | 3.1 | 179 | 386 | 383 | 373 | 336 | 559 | 485 | 399 | 23,439 | 32,055 | 11,972 |
| Gregory | 2.1 | 467 | 475 | 370 | 261 | 160 | 190 | 101 | 76 | 11,405 | 17,703 | 7,015 |
| Haakon | .9 | 111 | 119 | 153 | 131 | 107 | 152 | 70 | 57 | 17,448 | 24,490 | 8,477 |
| Hamlin | 1.9 | 171 | 253 | 279 | 260 | 201 | 276 | 253 | 207 | 19,750 | 29,528 | 11,221 |
| Hand | 1.6 | 289 | 298 | 248 | 166 | 162 | 209 | 120 | 108 | 14,186 | 22,440 | 8,549 |
| Hanson | 1.1 | 177 | 158 | 179 | 147 | 113 | 165 | 97 | 64 | 15,973 | 22,903 | 8,398 |
| Harding | .6 | 87 | 105 | 105 | 86 | 73 | 71 | 48 | 25 | 15,158 | 21,268 | 7,976 |
| Hughes | 5.8 | 291 | 467 | 532 | 648 | 643 | 1,060 | 1,106 | 1,053 | 27,852 | 37,320 | 14,527 |
| Hutchinson | 3.2 | 544 | 592 | 552 | 395 | 319 | 394 | 251 | 153 | 14,154 | 21,578 | 8,421 |
| Hyde | .7 | 107 | 94 | 70 | 100 | 92 | 99 | 77 | 61 | 18,913 | 26,106 | 10,749 |
| Jackson | .9 | 125 | 135 | 137 | 114 | 91 | 152 | 92 | 54 | 17,227 | 26,294 | 8,452 |
| Jerauld | 1.0 | 155 | 186 | 174 | 143 | 111 | 121 | 70 | 40 | 14,516 | 21,233 | 8,847 |
| Jones | .5 | 63 | 52 | 68 | 63 | 57 | 88 | 70 | 39 | 20,333 | 27,568 | 10,603 |
| Kingsbury | 2.3 | 241 | 342 | 348 | 321 | 258 | 330 | 298 | 162 | 18,311 | 26,340 | 10,268 |
| Lake | 4.0 | 327 | 520 | 479 | 470 | 442 | 629 | 599 | 534 | 22,268 | 32,020 | 12,198 |
| Lawrence | 8.0 | 626 | 941 | 947 | 880 | 779 | 1,401 | 1,299 | 1,127 | 23,936 | 33,164 | 12,756 |
| Lincoln | 5.5 | 406 | 578 | 520 | 515 | 528 | 947 | 1,044 | 962 | 26,980 | 36,751 | 13,041 |
| Lyman | 1.3 | 173 | 177 | 161 | 154 | 150 | 191 | 157 | 137 | 19,516 | 29,403 | 10,618 |
| McCook | 2.1 | 251 | 304 | 336 | 255 | 206 | 341 | 258 | 149 | 17,956 | 26,186 | 9,820 |
| McPherson | 1.3 | 297 | 269 | 248 | 150 | 97 | 143 | 63 | 33 | 11,566 | 17,122 | 6,956 |
| Marshall | 1.9 | 243 | 315 | 329 | 244 | 187 | 264 | 187 | 131 | 16,080 | 25,396 | 10,053 |
| Meade | 7.1 | 489 | 783 | 932 | 973 | 894 | 1,377 | 983 | 669 | 22,059 | 31,928 | 10,304 |
| Mellette | .7 | 166 | 157 | 128 | 83 | 64 | 53 | 40 | 9 | 10,964 | 15,957 | 5,319 |
| Miner | 1.3 | 326 | 212 | 200 | 155 | 114 | 131 | 93 | 69 | 12,800 | 20,310 | 8,001 |
| Minnehaha | 48.2 | 2,529 | 4,016 | 4,765 | 4,828 | 4,483 | 7,975 | 9,906 | 9,698 | 29,366 | 39,820 | 15,342 |
| Moody | 2.4 | 195 | 316 | 320 | 322 | 272 | 335 | 350 | 290 | 20,723 | 30,394 | 11,272 |
| Pennington | 31.0 | 1,920 | 2,867 | 3,925 | 3,733 | 3,190 | 5,175 | 4,917 | 5,273 | 24,780 | 36,128 | 13,592 |
| Perkins | 1.6 | 214 | 268 | 269 | 191 | 142 | 220 | 181 | 115 | 16,158 | 24,628 | 10,104 |
| Potter | 1.3 | 200 | 210 | 190 | 177 | 143 | 194 | 130 | 56 | 16,324 | 22,738 | 9,237 |
| Roberts | 3.6 | 467 | 587 | 558 | 474 | 361 | 456 | 374 | 323 | 16,757 | 25,627 | 9,319 |
| Sanborn | 1.0 | 248 | 171 | 151 | 111 | 81 | 116 | 80 | 42 | 12,593 | 19,462 | 6,951 |
| Shannon | 2.2 | 459 | 356 | 326 | 248 | 227 | 326 | 162 | 96 | 14,349 | 22,246 | 4,944 |
| Spink | 3.0 | 383 | 465 | 395 | 375 | 312 | 479 | 346 | 245 | 18,468 | 26,494 | 10,061 |
| Stanley | .9 | 64 | 82 | 100 | 105 | 103 | 176 | 159 | 111 | 24,765 | 34,718 | 12,498 |
| Sully | .6 | 83 | 73 | 90 | 81 | 65 | 80 | 83 | 45 | 18,187 | 26,388 | 9,896 |
| Todd | 2.2 | 415 | 330 | 298 | 255 | 210 | 302 | 279 | 111 | 15,966 | 23,790 | 6,231 |
| Tripp | 2.6 | 358 | 412 | 463 | 323 | 233 | 329 | 267 | 215 | 15,848 | 24,982 | 9,413 |
| Turner | 3.3 | 454 | 579 | 526 | 396 | 347 | 501 | 313 | 184 | 16,077 | 23,686 | 9,196 |
| Union | 3.9 | 250 | 408 | 430 | 442 | 422 | 720 | 682 | 546 | 24,976 | 33,729 | 12,896 |
| Walworth | 2.4 | 260 | 405 | 377 | 304 | 226 | 403 | 280 | 145 | 17,576 | 24,958 | 9,983 |
| Yankton | 7.1 | 383 | 700 | 786 | 845 | 815 | 1,248 | 1,211 | 1,112 | 25,137 | 36,351 | 13,373 |
| Ziebach | .6 | 120 | 110 | 121 | 93 | 46 | 46 | 30 | 34 | 12,808 | 19,102 | 5,210 |
| **TOTAL METRO COUNTIES** | **79.2** | **4,449** | **6,883** | **8,690** | **8,561** | **7,673** | **13,150** | **14,823** | **14,971** | **27,479** | **38,375** | **14,647** |
| **TOTAL STATE** | **259.4** | **24,254** | **31,778** | **33,344** | **30,264** | **25,933** | **41,409** | **38,806** | **33,612** | **21,826** | **31,955** | **11,886** |
| **TENNESSEE** | | | | | | | | | | | | |
| **CHATTANOOGA** | **167.1** | **14,367** | **19,065** | **19,391** | **18,205** | **16,614** | **28,700** | **26,967** | **23,791** | **23,760** | **30,807** | **11,829** |
| Hamilton | 112.2 | 9,560 | 12,394 | 12,685 | 11,748 | 10,734 | 18,547 | 18,346 | 18,186 | 24,518 | 32,369 | 12,672 |
| Marion | 9.2 | 1,194 | 1,313 | 1,262 | 1,170 | 996 | 1,574 | 1,024 | 667 | 18,529 | 24,326 | 8,988 |
| Sequatchie | 3.3 | 263 | 492 | 482 | 416 | 324 | 548 | 434 | 341 | 19,957 | 26,773 | 9,927 |
| *Catoosa, Ga.* | *15.9* | *1,220* | *1,683* | *1,758* | *1,699* | *1,664* | *3,077* | *2,935* | *1,864* | *24,789* | *28,795* | *10,647* |
| *Dade, Ga.* | *4.7* | *481* | *676* | *568* | *535* | *526* | *915* | *625* | *374* | *20,857* | *25,692* | *9,148* |
| *Walker, Ga.* | *21.8* | *1,649* | *2,507* | *2,636* | *2,637* | *2,370* | *4,039* | *3,603* | *2,359* | *23,172* | *28,682* | *10,670* |
| **CLARKSVILLE - HOPKINSVILLE** | **56.4** | **4,508** | **6,385** | **8,038** | **7,772** | **6,484** | **9,074** | **7,951** | **6,188** | **21,057** | **30,888** | **10,211** |
| Montgomery | 34.9 | 2,569 | 3,614 | 4,473 | 4,739 | 4,210 | 6,141 | 5,240 | 3,914 | 22,389 | 30,277 | 10,370 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES |  | Households by E B I Group |  |  |  |  |  |  |  |  |  |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Total Households (Thousands) | Under $5,000 | $5,000 To $9,999 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **TENNESSEE (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |
| **CLARKSVILLE - HOPKINSVILLE (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |
| *Christian, Ky.* | *21.5* | *1,939* | *2,771* | *3,565* | *3,033* | *2,274* | *2,933* | *2,711* | *2,274* | *18,970* | *31,879* | *9,977* |
| **JACKSON** | **29.7** | **2,848** | **3,511** | **3,246** | **3,122** | **2,751** | **4,209** | **5,204** | **4,809** | **23,818** | **31,458** | **11,963** |
| Madison | 29.7 | 2,848 | 3,511 | 3,246 | 3,122 | 2,751 | 4,209 | 5,204 | 4,809 | 23,818 | 31,458 | 11,963 |
| **JOHNSON CITY - KINGSPORT - BRISTOL** | **170.6** | **14,545** | **20,344** | **20,660** | **19,855** | **17,750** | **28,806** | **26,812** | **21,828** | **22,770** | **29,764** | **11,636** |
| Carter | 20.2 | 1,866 | 2,998 | 3,138 | 2,808 | 2,269 | 3,188 | 2,436 | 1,497 | 18,664 | 24,488 | 9,605 |
| Hawkins | 17.2 | 1,648 | 1,922 | 1,897 | 1,834 | 1,686 | 2,874 | 3,092 | 2,247 | 23,865 | 29,519 | 11,359 |
| Sullivan | 56.8 | 4,297 | 6,008 | 6,005 | 6,072 | 5,607 | 9,801 | 10,229 | 8,781 | 25,390 | 31,956 | 12,622 |
| Unicoi | 6.6 | 450 | 849 | 774 | 730 | 722 | 1,178 | 1,069 | 828 | 23,227 | 29,212 | 11,685 |
| Washington | 35.9 | 3,255 | 4,244 | 4,605 | 4,399 | 3,935 | 6,177 | 4,985 | 4,300 | 21,694 | 30,013 | 11,648 |
| *Bristol city, Va.* | *7.5* | *738* | *1,158* | *861* | *816* | *772* | *1,271* | *1,028* | *854* | *21,169* | *27,735* | *11,367* |
| *Scott, Va.* | *8.9* | *831* | *1,077* | *1,106* | *975* | *850* | *1,327* | *1,321* | *1,413* | *22,622* | *29,929* | *11,531* |
| *Washington, Va.* | *17.5* | *1,460* | *2,088* | *2,274* | *2,219* | *1,909* | *2,990* | *2,652* | *1,908* | *21,870* | *29,466* | *11,210* |
| **KNOXVILLE** | **239.3** | **20,659** | **28,212** | **27,783** | **26,269** | **23,135** | **38,360** | **36,559** | **38,323** | **23,564** | **31,765** | **12,494** |
| Anderson | 27.5 | 1,854 | 2,628 | 2,560 | 2,555 | 2,437 | 4,396 | 4,660 | 6,410 | 28,570 | 36,848 | 14,771 |
| Blount | 33.9 | 2,982 | 4,202 | 4,279 | 3,883 | 3,340 | 5,736 | 5,552 | 3,926 | 22,320 | 28,955 | 11,321 |
| Grainger | 6.4 | 773 | 1,060 | 920 | 933 | 788 | 984 | 586 | 356 | 17,244 | 22,114 | 8,277 |
| Jefferson | 12.4 | 1,067 | 1,279 | 1,456 | 1,464 | 1,328 | 2,201 | 1,890 | 1,715 | 23,518 | 30,271 | 11,340 |
| Knox | 134.2 | 11,503 | 15,615 | 15,093 | 14,212 | 12,452 | 20,736 | 20,801 | 23,788 | 24,277 | 33,177 | 13,204 |
| Sevier | 19.9 | 1,749 | 2,695 | 2,751 | 2,537 | 2,202 | 3,464 | 2,636 | 1,866 | 20,461 | 26,622 | 10,207 |
| Union | 5.0 | 731 | 733 | 724 | 685 | 588 | 843 | 434 | 262 | 17,117 | 21,473 | 7,780 |
| **MEMPHIS** | **360.3** | **37,413** | **38,469** | **37,526** | **35,779** | **32,028** | **54,459** | **58,598** | **66,028** | **24,834** | **33,601** | **12,221** |
| Shelby | 305.6 | 31,700 | 31,823 | 31,325 | 30,258 | 27,218 | 45,770 | 48,949 | 58,557 | 25,091 | 34,290 | 12,601 |
| Tipton | 13.2 | 1,422 | 1,940 | 1,673 | 1,380 | 1,247 | 2,198 | 1,811 | 1,529 | 20,693 | 27,142 | 9,404 |
| *Crittenden, Ark.* | *17.2* | *2,553* | *2,711* | *2,331* | *1,906* | *1,475* | *2,446* | *2,290* | *1,488* | *17,455* | *25,435* | *8,732* |
| *De Soto, Miss.* | *24.3* | *1,738* | *1,995* | *2,197* | *2,235* | *2,088* | *4,045* | *5,548* | *4,454* | *30,064* | *34,224* | *11,746* |
| **NASHVILLE** | **380.5** | **25,549** | **32,895** | **35,079** | **37,272** | **35,425** | **61,508** | **70,244** | **82,528** | **28,687** | **37,369** | **14,254** |
| Cheatham | 9.7 | 609 | 860 | 1,025 | 1,094 | 1,045 | 1,888 | 1,851 | 1,328 | 26,036 | 32,498 | 11,380 |
| Davidson | 208.7 | 14,447 | 18,379 | 20,157 | 21,111 | 19,604 | 33,546 | 36,506 | 44,950 | 27,884 | 37,348 | 15,176 |
| Dickson | 13.2 | 1,056 | 1,541 | 1,402 | 1,446 | 1,337 | 2,194 | 2,476 | 1,748 | 24,321 | 31,298 | 11,605 |
| Robertson | 15.0 | 1,235 | 1,482 | 1,479 | 1,487 | 1,386 | 2,502 | 2,926 | 2,503 | 26,489 | 32,764 | 11,674 |
| Rutherford | 43.3 | 2,741 | 3,376 | 3,743 | 4,127 | 4,216 | 6,936 | 8,624 | 9,537 | 29,469 | 38,057 | 13,552 |
| Sumner | 37.5 | 2,474 | 3,309 | 3,119 | 3,685 | 3,686 | 6,454 | 7,288 | 7,485 | 28,838 | 35,363 | 12,630 |
| Williamson | 28.6 | 1,270 | 1,795 | 2,029 | 2,276 | 2,154 | 3,824 | 5,420 | 9,832 | 37,281 | 47,198 | 16,283 |
| Wilson | 24.5 | 1,717 | 2,153 | 2,125 | 2,046 | 1,997 | 4,164 | 5,153 | 5,145 | 30,375 | 35,944 | 12,763 |
| **ALL COUNTIES** |  |  |  |  |  |  |  |  |  |  |  |  |
| Anderson | 27.5 | 1,854 | 2,628 | 2,560 | 2,555 | 2,437 | 4,396 | 4,660 | 6,410 | 28,570 | 36,848 | 14,771 |
| Bedford | 11.7 | 1,135 | 1,316 | 1,248 | 1,262 | 1,195 | 2,246 | 1,834 | 1,464 | 23,779 | 31,763 | 12,145 |
| Benton | 5.8 | 668 | 862 | 830 | 718 | 568 | 912 | 839 | 403 | 18,569 | 25,064 | 10,026 |
| Bledsoe | 3.3 | 421 | 576 | 444 | 407 | 338 | 462 | 395 | 257 | 17,457 | 25,486 | 8,671 |
| Blount | 33.9 | 2,982 | 4,202 | 4,279 | 3,883 | 3,340 | 5,736 | 5,552 | 3,926 | 22,320 | 28,955 | 11,321 |
| Bradley | 27.8 | 2,023 | 2,942 | 3,186 | 3,278 | 2,989 | 4,908 | 4,676 | 3,798 | 24,121 | 31,151 | 11,656 |
| Campbell | 13.1 | 1,720 | 2,429 | 2,080 | 1,667 | 1,286 | 1,948 | 1,308 | 662 | 15,819 | 21,752 | 8,141 |
| Cannon | 4.0 | 457 | 642 | 631 | 550 | 469 | 642 | 351 | 258 | 17,187 | 22,939 | 8,739 |
| Carroll | 10.7 | 1,052 | 1,796 | 1,516 | 1,277 | 1,099 | 1,811 | 1,347 | 802 | 18,667 | 24,915 | 9,694 |
| Carter | 20.2 | 1,866 | 2,998 | 3,138 | 2,808 | 2,269 | 3,188 | 2,436 | 1,497 | 18,664 | 24,488 | 9,605 |
| Cheatham | 9.7 | 609 | 860 | 1,025 | 1,094 | 1,045 | 1,888 | 1,851 | 1,328 | 26,036 | 32,498 | 11,380 |
| Chester | 4.6 | 621 | 777 | 541 | 464 | 415 | 755 | 627 | 400 | 18,718 | 25,625 | 9,209 |
| Claiborne | 9.7 | 1,529 | 1,677 | 1,733 | 1,254 | 884 | 1,124 | 911 | 588 | 14,723 | 21,251 | 7,838 |
| Clay | 2.8 | 349 | 477 | 445 | 367 | 269 | 415 | 286 | 192 | 16,689 | 23,645 | 9,195 |
| Cocke | 11.2 | 1,675 | 1,683 | 1,467 | 1,462 | 1,242 | 1,549 | 1,381 | 741 | 17,624 | 23,089 | 8,856 |
| Coffee | 15.6 | 1,164 | 1,739 | 1,805 | 1,767 | 1,570 | 2,626 | 2,413 | 2,516 | 24,244 | 31,687 | 12,175 |
| Crockett | 5.2 | 677 | 836 | 654 | 680 | 579 | 787 | 614 | 373 | 18,000 | 23,833 | 9,318 |
| Cumberland | 13.6 | 1,207 | 1,927 | 1,889 | 1,824 | 1,555 | 2,182 | 1,735 | 1,281 | 19,871 | 26,451 | 10,191 |
| Davidson | 208.7 | 14,447 | 18,379 | 20,157 | 21,111 | 19,604 | 33,546 | 36,506 | 44,950 | 27,884 | 37,348 | 15,176 |
| Decatur | 4.2 | 400 | 751 | 582 | 510 | 429 | 634 | 527 | 367 | 18,658 | 25,047 | 10,115 |
| De Kalb | 5.7 | 726 | 1,010 | 783 | 748 | 627 | 897 | 572 | 337 | 17,025 | 24,614 | 9,743 |
| Dickson | 13.2 | 1,056 | 1,541 | 1,402 | 1,446 | 1,337 | 2,194 | 2,476 | 1,748 | 24,321 | 31,298 | 11,605 |
| Dyer | 13.7 | 1,177 | 1,965 | 1,773 | 1,716 | 1,477 | 2,006 | 1,926 | 1,660 | 20,650 | 28,241 | 11,054 |
| Fayette | 8.5 | 1,155 | 1,375 | 1,075 | 994 | 854 | 1,248 | 983 | 816 | 18,017 | 24,846 | 8,217 |
| Fentress | 5.5 | 941 | 1,116 | 1,079 | 694 | 475 | 643 | 373 | 179 | 12,991 | 18,020 | 6,742 |
| Franklin | 12.7 | 992 | 1,625 | 1,432 | 1,473 | 1,347 | 2,148 | 2,037 | 1,646 | 22,966 | 30,172 | 10,980 |
| Gibson | 18.3 | 1,668 | 2,618 | 2,207 | 1,973 | 1,771 | 3,054 | 2,876 | 2,133 | 21,749 | 28,616 | 11,360 |
| Giles | 9.9 | 886 | 1,187 | 1,082 | 1,075 | 1,063 | 1,720 | 1,540 | 1,347 | 23,241 | 29,839 | 11,450 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Under $5,000 | $5,000 To $9,999 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **TENNESSEE (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Grainger | 6.4 | 773 | 1,060 | 920 | 933 | 788 | 984 | 586 | 356 | 17,244 | 22,114 | 8,277 |
| Greene | 21.5 | 1,836 | 2,445 | 2,467 | 2,271 | 2,054 | 3,767 | 3,770 | 2,890 | 24,134 | 31,472 | 12,105 |
| Grundy | 4.8 | 634 | 713 | 661 | 679 | 562 | 634 | 581 | 336 | 17,817 | 25,577 | 9,231 |
| Hamblen | 19.4 | 1,602 | 2,181 | 2,456 | 2,498 | 2,210 | 3,368 | 2,992 | 2,093 | 22,055 | 28,328 | 10,882 |
| Hamilton | 112.2 | 9,560 | 12,394 | 12,685 | 11,748 | 10,734 | 18,547 | 18,346 | 18,186 | 24,518 | 32,369 | 12,672 |
| Hancock | 2.5 | 466 | 498 | 409 | 312 | 242 | 297 | 137 | 139 | 13,280 | 18,900 | 7,052 |
| Hardeman | 8.3 | 975 | 1,207 | 1,041 | 964 | 876 | 1,298 | 1,149 | 790 | 19,808 | 26,870 | 9,531 |
| Hardin | 8.8 | 1,186 | 1,365 | 1,189 | 1,151 | 966 | 1,387 | 980 | 576 | 17,670 | 22,944 | 8,895 |
| Hawkins | 17.2 | 1,648 | 1,922 | 1,897 | 1,834 | 1,686 | 2,874 | 3,092 | 2,247 | 23,865 | 29,519 | 11,359 |
| Haywood | 7.0 | 928 | 1,136 | 1,093 | 859 | 614 | 1,018 | 723 | 629 | 16,816 | 25,219 | 9,100 |
| Henderson | 8.5 | 837 | 1,071 | 986 | 949 | 935 | 1,600 | 1,208 | 914 | 21,990 | 27,648 | 10,731 |
| Henry | 11.4 | 1,148 | 1,723 | 1,580 | 1,583 | 1,300 | 1,671 | 1,410 | 985 | 18,903 | 25,241 | 10,314 |
| Hickman | 6.0 | 661 | 698 | 770 | 725 | 650 | 1,142 | 836 | 518 | 21,072 | 26,292 | 9,334 |
| Houston | 2.7 | 343 | 378 | 374 | 319 | 257 | 419 | 318 | 292 | 18,914 | 25,223 | 9,592 |
| Humphreys | 6.1 | 701 | 768 | 675 | 526 | 593 | 1,169 | 1,057 | 611 | 23,288 | 27,093 | 10,460 |
| Jackson | 3.6 | 518 | 502 | 472 | 425 | 362 | 456 | 493 | 372 | 18,616 | 26,422 | 10,228 |
| Jefferson | 12.4 | 1,067 | 1,279 | 1,456 | 1,464 | 1,328 | 2,201 | 1,890 | 1,715 | 23,518 | 30,271 | 11,340 |
| Johnson | 5.4 | 668 | 894 | 802 | 741 | 636 | 930 | 475 | 254 | 17,265 | 21,772 | 8,587 |
| Knox | 134.2 | 11,503 | 15,615 | 15,093 | 14,212 | 12,452 | 20,736 | 20,801 | 23,788 | 24,277 | 33,177 | 13,204 |
| Lake | 2.4 | 339 | 439 | 390 | 294 | 231 | 345 | 191 | 171 | 15,451 | 22,588 | 7,635 |
| Lauderdale | 8.4 | 1,117 | 1,307 | 977 | 963 | 915 | 1,352 | 1,018 | 751 | 19,230 | 25,312 | 9,048 |
| Lawrence | 13.4 | 1,154 | 1,550 | 1,406 | 1,413 | 1,455 | 2,339 | 2,258 | 1,825 | 23,923 | 30,380 | 11,500 |
| Lewis | 3.6 | 403 | 485 | 600 | 487 | 380 | 603 | 395 | 247 | 17,970 | 25,444 | 9,849 |
| Lincoln | 10.9 | 1,033 | 1,570 | 1,446 | 1,537 | 1,290 | 1,634 | 1,373 | 1,017 | 19,528 | 25,616 | 9,866 |
| Loudon | 12.3 | 783 | 1,270 | 1,338 | 1,239 | 1,083 | 1,875 | 2,137 | 2,575 | 27,173 | 35,504 | 13,864 |
| McMinn | 16.4 | 1,435 | 2,051 | 1,977 | 1,739 | 1,467 | 2,759 | 2,738 | 2,234 | 23,447 | 30,198 | 11,653 |
| McNairy | 8.9 | 1,165 | 1,366 | 1,237 | 1,112 | 957 | 1,494 | 960 | 609 | 17,957 | 23,347 | 9,235 |
| Macon | 6.2 | 711 | 889 | 767 | 771 | 708 | 1,150 | 758 | 446 | 19,743 | 26,005 | 10,140 |
| Madison | 29.7 | 2,848 | 3,511 | 3,246 | 3,122 | 2,751 | 4,209 | 5,204 | 4,809 | 23,818 | 31,458 | 11,963 |
| Marion | 9.2 | 1,194 | 1,313 | 1,262 | 1,170 | 996 | 1,574 | 1,024 | 667 | 18,529 | 24,326 | 8,988 |
| Marshall | 8.3 | 688 | 904 | 938 | 905 | 790 | 1,469 | 1,456 | 1,150 | 24,519 | 32,701 | 12,508 |
| Maury | 20.8 | 1,870 | 2,346 | 2,006 | 2,063 | 2,007 | 3,595 | 3,776 | 3,137 | 25,260 | 32,023 | 12,067 |
| Meigs | 3.0 | 260 | 357 | 377 | 368 | 323 | 504 | 446 | 365 | 21,932 | 27,841 | 10,312 |
| Monroe | 11.4 | 1,060 | 1,489 | 1,504 | 1,442 | 1,237 | 1,941 | 1,574 | 1,153 | 20,740 | 27,798 | 10,322 |
| Montgomery | 34.9 | 2,569 | 3,614 | 4,473 | 4,739 | 4,210 | 6,141 | 5,240 | 3,914 | 22,389 | 30,277 | 10,370 |
| Moore | 1.7 | 92 | 166 | 181 | 176 | 150 | 296 | 345 | 294 | 28,182 | 33,918 | 12,268 |
| Morgan | 5.9 | 568 | 868 | 874 | 755 | 582 | 910 | 831 | 512 | 19,233 | 27,468 | 9,314 |
| Obion | 12.4 | 963 | 1,622 | 1,541 | 1,328 | 1,090 | 2,024 | 2,135 | 1,697 | 23,415 | 31,245 | 12,261 |
| Overton | 6.8 | 1,011 | 1,163 | 1,000 | 854 | 723 | 1,005 | 587 | 457 | 16,175 | 22,123 | 8,499 |
| Perry | 2.5 | 243 | 339 | 365 | 358 | 301 | 426 | 292 | 176 | 19,113 | 24,478 | 9,133 |
| Pickett | 1.8 | 219 | 249 | 300 | 279 | 212 | 276 | 127 | 138 | 17,370 | 22,447 | 8,979 |
| Polk | 5.1 | 745 | 852 | 774 | 700 | 545 | 876 | 464 | 144 | 16,230 | 20,209 | 7,523 |
| Putnam | 19.9 | 2,068 | 2,588 | 2,637 | 2,544 | 2,127 | 3,008 | 2,821 | 2,107 | 20,242 | 28,184 | 10,827 |
| Rhea | 9.2 | 918 | 1,127 | 1,047 | 1,002 | 910 | 1,505 | 1,392 | 1,299 | 22,596 | 29,342 | 11,063 |
| Roane | 18.4 | 1,429 | 2,219 | 2,132 | 1,892 | 1,689 | 3,097 | 3,101 | 2,841 | 24,550 | 31,341 | 12,218 |
| Robertson | 15.0 | 1,235 | 1,482 | 1,479 | 1,487 | 1,386 | 2,502 | 2,926 | 2,503 | 26,489 | 32,764 | 11,674 |
| Rutherford | 43.3 | 2,741 | 3,376 | 3,743 | 4,127 | 4,216 | 6,936 | 8,624 | 9,537 | 29,469 | 38,057 | 13,552 |
| Scott | 6.5 | 1,049 | 1,279 | 1,129 | 835 | 651 | 771 | 489 | 297 | 14,037 | 21,499 | 7,636 |
| Sequatchie | 3.3 | 263 | 492 | 482 | 416 | 324 | 548 | 434 | 341 | 19,957 | 26,773 | 9,927 |
| Sevier | 19.9 | 1,749 | 2,695 | 2,751 | 2,537 | 2,202 | 3,464 | 2,636 | 1,866 | 20,461 | 26,622 | 10,207 |
| Shelby | 305.6 | 31,700 | 31,823 | 31,325 | 30,258 | 27,218 | 45,770 | 48,949 | 58,557 | 25,091 | 34,290 | 12,601 |
| Smith | 5.3 | 476 | 664 | 660 | 598 | 570 | 1,011 | 772 | 549 | 22,287 | 27,694 | 10,410 |
| Stewart | 3.7 | 434 | 530 | 464 | 423 | 368 | 657 | 554 | 270 | 19,987 | 25,258 | 9,837 |
| Sullivan | 56.8 | 4,297 | 6,008 | 6,005 | 6,072 | 5,607 | 9,801 | 10,229 | 8,781 | 25,390 | 31,956 | 12,622 |
| Sumner | 37.5 | 2,474 | 3,309 | 3,119 | 3,685 | 3,686 | 6,454 | 7,288 | 7,485 | 28,838 | 35,363 | 12,630 |
| Tipton | 13.2 | 1,422 | 1,940 | 1,673 | 1,380 | 1,247 | 2,198 | 1,811 | 1,529 | 20,693 | 27,142 | 9,404 |
| Trousdale | 2.3 | 157 | 260 | 257 | 266 | 251 | 422 | 411 | 276 | 24,180 | 29,785 | 11,611 |
| Unicoi | 6.6 | 450 | 849 | 774 | 730 | 722 | 1,178 | 1,069 | 828 | 23,227 | 29,212 | 11,685 |
| Union | 5.0 | 731 | 733 | 724 | 685 | 588 | 843 | 434 | 262 | 17,117 | 21,473 | 7,780 |
| Van Buren | 1.8 | 125 | 248 | 265 | 278 | 235 | 284 | 216 | 149 | 19,719 | 26,771 | 10,039 |
| Warren | 12.7 | 1,100 | 1,612 | 1,519 | 1,517 | 1,469 | 2,268 | 1,827 | 1,388 | 21,845 | 28,329 | 10,869 |
| Washington | 35.9 | 3,255 | 4,244 | 4,605 | 4,399 | 3,935 | 6,177 | 4,985 | 4,300 | 21,694 | 30,013 | 11,648 |
| Wayne | 5.2 | 573 | 731 | 608 | 578 | 558 | 1,029 | 684 | 439 | 20,909 | 25,696 | 9,613 |
| Weakley | 12.0 | 1,300 | 1,542 | 1,715 | 1,619 | 1,299 | 1,842 | 1,654 | 1,029 | 19,367 | 26,927 | 10,129 |
| White | 7.7 | 697 | 1,192 | 1,207 | 1,020 | 820 | 1,283 | 946 | 535 | 18,418 | 24,655 | 9,445 |
| Williamson | 28.6 | 1,270 | 1,795 | 2,029 | 2,276 | 2,154 | 3,824 | 5,420 | 9,832 | 37,281 | 47,198 | 16,283 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| SMM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Under $5,000 | $5,000 To $9,999 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 Or More | Median Household EBI | Average Household EBI | Per Capita EBI |
| **TENNESSEE (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Wilson | 24.5 | 1,717 | 2,153 | 2,125 | 2,046 | 1,997 | 4,164 | 5,153 | 5,145 | 30,375 | 35,944 | 12,763 |
| **TOTAL METRO COUNTIES** | **1,264.6** | **107,280** | **132,215** | **134,427** | **132,217** | **120,259** | **202,073** | **209,622** | **226,507** | **25,255** | **33,750** | **12,836** |
| **TOTAL STATE** | **1,865.1** | **168,611** | **214,394** | **211,522** | **203,734** | **182,410** | **299,996** | **294,030** | **290,403** | **23,644** | **31,764** | **12,075** |
| **TEXAS** | | | | | | | | | | | | |
| **ABILENE** | **43.2** | **3,612** | **5,133** | **6,005** | **5,399** | **4,645** | **7,358** | **6,047** | **5,001** | **21,470** | **30,530** | **11,037** |
| Taylor | 43.2 | 3,612 | 5,133 | 6,005 | 5,399 | 4,645 | 7,358 | 6,047 | 5,001 | 21,470 | 30,530 | 11,037 |
| **AMARILLO** | **72.1** | **4,944** | **6,450** | **7,575** | **7,603** | **7,383** | **12,977** | **12,924** | **12,244** | **26,528** | **34,828** | **13,357** |
| Potter | 37.1 | 3,169 | 4,256 | 4,517 | 4,473 | 4,064 | 6,539 | 5,678 | 4,404 | 22,494 | 30,021 | 11,447 |
| Randall | 35.0 | 1,775 | 2,194 | 3,058 | 3,130 | 3,319 | 6,438 | 7,246 | 7,840 | 31,057 | 39,923 | 15,406 |
| **AUSTIN** | **310.4** | **25,565** | **27,849** | **32,859** | **31,933** | **28,085** | **47,059** | **52,228** | **64,822** | **26,741** | **36,574** | **14,226** |
| Hays | 22.7 | 2,615 | 2,292 | 2,671 | 2,747 | 2,331 | 3,037 | 3,141 | 3,866 | 22,169 | 33,044 | 11,195 |
| Travis | 237.5 | 19,040 | 21,031 | 25,405 | 25,015 | 21,756 | 35,393 | 38,607 | 51,253 | 26,629 | 37,144 | 15,018 |
| Williamson | 50.2 | 3,910 | 4,526 | 4,783 | 4,171 | 3,998 | 8,629 | 10,480 | 9,703 | 29,604 | 35,476 | 12,402 |
| **BEAUMONT - PORT ARTHUR** | **133.5** | **11,808** | **12,498** | **11,974** | **11,211** | **10,450** | **21,554** | **27,205** | **26,800** | **29,356** | **35,568** | **13,223** |
| Hardin | 14.7 | 1,474 | 1,487 | 1,308 | 1,17 | 1,234 | 2,948 | 3,031 | 2,047 | 27,627 | 31,738 | 11,324 |
| Jefferson | 89.9 | 8,396 | 8,861 | 8,497 | 7,879 | 7,115 | 14,103 | 17,446 | 17,603 | 28,258 | 35,252 | 13,327 |
| Orange | 28.9 | 1,938 | 2,150 | 2,169 | 2,161 | 2,101 | 4,503 | 6,728 | 7,150 | 33,901 | 38,501 | 13,891 |
| **BRAZORIA** | **64.4** | **3,313** | **3,792** | **4,002** | **4,226** | **4,338** | **9,996** | **16,239** | **18,494** | **37,280** | **43,271** | **14,461** |
| Brazoria | 64.4 | 3,313 | 3,792 | 4,002 | 4,226 | 4,338 | 9,996 | 16,239 | 18,494 | 37,280 | 43,271 | 14,461 |
| **BROWNSVILLE - HARLINGEN** | **74.1** | **10,041** | **11,013** | **11,673** | **8,937** | **7,313** | **10,791** | **7,764** | **6,568** | **17,320** | **25,016** | **7,048** |
| Cameron | 74.1 | 10,041 | 11,013 | 11,673 | 8,937 | 7,313 | 10,791 | 7,764 | 6,568 | 17,320 | 25,016 | 7,048 |
| **BRYAN - COLLEGE STATION** | **44.2** | **5,722** | **5,422** | **5,859** | **4,950** | **3,972** | **6,005** | **5,773** | **6,497** | **20,169** | **30,374** | **10,924** |
| Brazos | 44.2 | 5,722 | 5,422 | 5,859 | 4,950 | 3,972 | 6,005 | 5,773 | 6,497 | 20,169 | 30,374 | 10,924 |
| **CORPUS CHRISTI** | **118.7** | **11,750** | **12,288** | **13,932** | **12,969** | **11,272** | **20,129** | **20,089** | **16,271** | **23,620** | **31,431** | **10,644** |
| Nueces | 100.0 | 9,796 | 10,252 | 11,862 | 10,991 | 9,566 | 16,874 | 16,973 | 13,686 | 23,590 | 31,584 | 10,816 |
| San Patricio | 18.7 | 1,954 | 2,036 | 2,070 | 1,978 | 1,706 | 3,255 | 3,116 | 2,585 | 23,777 | 30,614 | 9,786 |
| **DALLAS** | **973.5** | **58,186** | **70,452** | **85,357** | **90,970** | **87,408** | **155,209** | **177,934** | **247,984** | **31,057** | **41,015** | **15,340** |
| Collin | 99.8 | 3,607 | 5,115 | 5,456 | 5,748 | 5,753 | 11,546 | 18,897 | 43,678 | 44,601 | 52,285 | 18,982 |
| Dallas | 711.2 | 43,816 | 52,031 | 65,887 | 71,823 | 69,063 | 119,302 | 126,164 | 163,114 | 29,319 | 39,605 | 15,003 |
| Denton | 105.8 | 5,877 | 7,036 | 8,216 | 8,405 | 7,958 | 15,270 | 22,467 | 30,571 | 35,083 | 43,244 | 16,138 |
| Ellis | 29.3 | 2,421 | 3,281 | 2,963 | 2,613 | 2,428 | 4,790 | 5,547 | 5,257 | 27,157 | 33,738 | 11,349 |
| Kaufman | 18.2 | 1,779 | 2,327 | 2,181 | 1,729 | 1,562 | 2,729 | 3,037 | 2,856 | 23,430 | 31,803 | 10,839 |
| Rockwall | 9.2 | 686 | 662 | 654 | 652 | 644 | 1,572 | 1,822 | 2,508 | 33,153 | 43,526 | 15,054 |
| ***DALLAS - FORT WORTH CONSOLIDATED AREA*** | ***1,479.6*** | ***86,236*** | ***108,837*** | ***129,661*** | ***137,194*** | ***132,177*** | ***237,973*** | ***275,872*** | ***371,650*** | ***31,078*** | ***40,608*** | ***15,158*** |
| **EL PASO** | **181.8** | **18,330** | **19,624** | **26,371** | **23,070** | **18,912** | **28,548** | **24,802** | **22,143** | **20,884** | **29,554** | **8,916** |
| El Paso | 181.8 | 18,330 | 19,624 | 26,371 | 23,070 | 18,912 | 28,548 | 24,802 | 22,143 | 20,884 | 29,554 | 8,916 |
| **FORT WORTH - ARLINGTON** | **506.1** | **28,050** | **38,385** | **44,304** | **46,224** | **44,769** | **82,764** | **97,938** | **123,666** | **31,118** | **39,824** | **14,809** |
| Johnson | 34.2 | 2,188 | 3,146 | 3,272 | 3,053 | 2,914 | 5,826 | 7,146 | 6,655 | 29,528 | 35,788 | 12,338 |
| Parker | 23.6 | 1,795 | 2,406 | 2,370 | 2,172 | 2,045 | 3,890 | 4,655 | 4,267 | 27,669 | 34,852 | 12,387 |
| Tarrant | 448.3 | 24,067 | 32,833 | 38,662 | 40,999 | 39,810 | 73,048 | 86,137 | 112,744 | 31,439 | 40,394 | 15,148 |
| **GALVESTON - TEXAS CITY** | **81.8** | **6,427** | **6,774** | **7,520** | **7,826** | **7,045** | **12,677** | **16,340** | **17,191** | **29,177** | **36,424** | **13,649** |
| Galveston | 81.8 | 6,427 | 6,774 | 7,520 | 7,826 | 7,045 | 12,677 | 16,340 | 17,191 | 29,177 | 36,424 | 13,649 |
| **HOUSTON** | **1,196.7** | **80,800** | **83,461** | **107,489** | **111,304** | **104,814** | **204,394** | **234,562** | **269,876** | **30,278** | **38,789** | **13,935** |
| Fort Bend | 72.9 | 3,791 | 3,727 | 4,579 | 4,706 | 4,796 | 11,841 | 17,921 | 21,539 | 37,574 | 45,487 | 14,219 |
| Harris | 1,033.1 | 69,897 | 72,046 | 95,092 | 99,099 | 92,696 | 176,345 | 197,623 | 230,302 | 29,792 | 38,519 | 14,031 |
| Liberty | 18.5 | 1,990 | 2,178 | 1,853 | 1,534 | 1,557 | 3,278 | 3,392 | 2,718 | 25,445 | 31,603 | 11,115 |
| Montgomery | 64.8 | 4,189 | 4,713 | 5,247 | 5,310 | 5,166 | 11,700 | 14,387 | 14,088 | 31,717 | 38,194 | 13,321 |
| Waller | 7.4 | 933 | 797 | 718 | 655 | 599 | 1,230 | 1,239 | 1,229 | 24,983 | 33,682 | 10,606 |
| ***HOUSTON - GALVESTON - BRAZORIA CONSOLIDATED AREA*** | ***1,342.9*** | ***90,540*** | ***94,027*** | ***119,011*** | ***123,356*** | ***116,197*** | ***227,067*** | ***267,141*** | ***305,561*** | ***30,581*** | ***38,860*** | ***13,943*** |
| **KILLEEN - TEMPLE** | **85.0** | **6,630** | **8,887** | **12,739** | **11,510** | **9,295** | **13,836** | **11,747** | **10,356** | **21,402** | **32,674** | **10,756** |
| Bell | 68.0 | 5,628 | 7,606 | 10,531 | 9,080 | 7,282 | 10,676 | 9,298 | 7,899 | 20,735 | 30,251 | 10,653 |
| Coryell | 17.0 | 1,002 | 1,281 | 2,208 | 2,430 | 2,013 | 3,160 | 2,449 | 2,457 | 23,886 | 42,366 | 11,063 |
| **LAREDO** | **35.1** | **5,706** | **5,392** | **5,546** | **3,976** | **3,204** | **4,624** | **3,640** | **3,012** | **15,915** | **24,177** | **6,258** |
| Webb | 35.1 | 5,706 | 5,392 | 5,546 | 3,976 | 3,204 | 4,624 | 3,640 | 3,012 | 15,915 | 24,177 | 6,258 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Total Households (Thousands) | Under $5,000 | $5,000 To $9,999 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **TEXAS (continued)** | | | | | | | | | | | | |
| **LONGVIEW - MARSHALL** | **60.8** | **5,635** | **7,047** | **6,531** | **5,812** | **5,542** | **10,551** | **10,464** | **9,218** | **24,843** | **32,016** | **11,971** |
| Gregg | 40.0 | 3,650 | 4,428 | 4,408 | 3,915 | 3,786 | 7,172 | 6,812 | 5,829 | 24,740 | 31,818 | 12,133 |
| Harrison | 20.8 | 1,985 | 2,619 | 2,123 | 1,897 | 1,756 | 3,379 | 3,652 | 3,389 | 25,055 | 32,396 | 11,678 |
| **LUBBOCK** | **82.1** | **7,083** | **8,981** | **10,862** | **9,611** | **8,486** | **13,782** | **12,509** | **10,786** | **22,565** | **31,641** | **11,592** |
| Lubbock | 82.1 | 7,083 | 8,981 | 10,862 | 9,611 | 8,486 | 13,782 | 12,509 | 10,786 | 22,565 | 31,641 | 11,592 |
| **McALLEN - EDINBURG - MISSION** | **106.1** | **15,072** | **16,796** | **17,442** | **13,476** | **10,144** | **13,975** | **10,576** | **8,619** | **16,224** | **23,999** | **6,479** |
| Hidalgo | 106.1 | 15,072 | 16,796 | 17,442 | 13,476 | 10,144 | 13,975 | 10,576 | 8,619 | 16,224 | 23,999 | 6,479 |
| **MIDLAND** | **39.2** | **2,413** | **2,975** | **3,638** | **3,761** | **3,684** | **6,924** | **6,921** | **8,884** | **29,172** | **40,464** | **14,769** |
| Midland | 39.2 | 2,413 | 2,975 | 3,638 | 3,761 | 3,684 | 6,924 | 6,921 | 8,884 | 29,172 | 40,464 | 14,769 |
| **ODESSA** | **42.0** | **3,097** | **3,333** | **4,086** | **4,310** | **4,102** | **7,761** | **7,839** | **7,472** | **27,712** | **35,313** | **12,569** |
| Ector | 42.0 | 3,097 | 3,333 | 4,086 | 4,310 | 4,102 | 7,761 | 7,839 | 7,472 | 27,712 | 35,313 | 12,569 |
| **SAN ANGELO** | **35.7** | **2,718** | **3,739** | **4,294** | **4,086** | **3,511** | **5,662** | **5,623** | **6,067** | **24,259** | **34,791** | **12,508** |
| Tom Green | 35.7 | 2,718 | 3,739 | 4,294 | 4,086 | 3,511 | 5,662 | 5,623 | 6,067 | 24,259 | 34,791 | 12,508 |
| **SAN ANTONIO** | **458.8** | **42,583** | **45,458** | **54,264** | **51,077** | **45,892** | **75,705** | **72,489** | **71,332** | **23,865** | **32,779** | **11,359** |
| Bexar | 416.0 | 39,540 | 41,258 | 49,450 | 46,606 | 41,895 | 68,553 | 64,624 | 64,074 | 23,653 | 32,658 | 11,275 |
| Comal | 19.7 | 1,113 | 1,707 | 2,275 | 2,223 | 1,931 | 3,077 | 3,617 | 3,757 | 26,800 | 36,297 | 13,517 |
| Guadalupe | 23.1 | 1,930 | 2,493 | 2,539 | 2,248 | 2,066 | 4,075 | 4,248 | 3,501 | 25,646 | 31,960 | 11,152 |
| **SHERMAN - DENISON** | **36.8** | **2,763** | **4,280** | **4,233** | **4,013** | **3,647** | **6,096** | **6,338** | **5,430** | **24,190** | **32,080** | **12,427** |
| Grayson | 36.8 | 2,763 | 4,280 | 4,233 | 4,013 | 3,647 | 6,096 | 6,338 | 5,430 | 24,190 | 32,080 | 12,427 |
| **TEXARKANA** | **45.0** | **4,860** | **5,932** | **5,272** | **4,955** | **4,363** | **7,265** | **7,002** | **5,351** | **21,584** | **28,961** | **10,824** |
| Bowie | 30.7 | 3,462 | 4,089 | 3,685 | 3,524 | 3,032 | 4,980 | 4,617 | 3,311 | 20,905 | 27,997 | 10,495 |
| *Miller, Ark.* | *14.3* | *1,398* | *1,843* | *1,587* | *1,431* | *1,331* | *2,285* | *2,385* | *2,040* | *23,282* | *31,032* | *11,526* |
| **TYLER** | **57.4** | **4,943** | **5,496** | **6,157** | **5,606** | **5,295** | **9,758** | **9,646** | **10,499** | **26,221** | **34,578** | **12,981** |
| Smith | 57.4 | 4,943 | 5,496 | 6,157 | 5,606 | 5,295 | 9,758 | 9,646 | 10,499 | 26,221 | 34,578 | 12,981 |
| **VICTORIA** | **26.2** | **2,197** | **2,382** | **2,803** | **2,551** | **2,454** | **4,576** | **5,202** | **4,035** | **26,541** | **33,374** | **11,768** |
| Victoria | 26.2 | 2,197 | 2,382 | 2,803 | 2,551 | 2,454 | 4,576 | 5,202 | 4,035 | 26,541 | 33,374 | 11,768 |
| **WACO** | **70.5** | **7,459** | **9,151** | **8,907** | **7,878** | **6,872** | **10,958** | **10,173** | **9,102** | **21,338** | **29,884** | **11,094** |
| McLennan | 70.5 | 7,459 | 9,151 | 8,907 | 7,878 | 6,872 | 10,958 | 10,173 | 9,102 | 21,338 | 29,884 | 11,094 |
| **WICHITA FALLS** | **45.1** | **4,115** | **5,499** | **5,987** | **5,404** | **4,887** | **7,425** | **6,584** | **5,199** | **21,451** | **30,429** | **11,249** |
| Wichita | 45.1 | 4,115 | 5,499 | 5,987 | 5,404 | 4,887 | 7,425 | 6,584 | 5,199 | 21,451 | 30,429 | 11,249 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Anderson | 14.4 | 1,916 | 2,082 | 1,587 | 1,457 | 1,321 | 2,229 | 2,132 | 1,676 | 20,577 | 30,318 | 9,002 |
| Andrews | 4.7 | 274 | 345 | 440 | 514 | 472 | 753 | 1,022 | 880 | 29,302 | 36,313 | 12,104 |
| Angelina | 25.0 | 2,315 | 2,868 | 2,545 | 2,394 | 2,239 | 4,144 | 4,357 | 4,138 | 25,307 | 32,725 | 11,687 |
| Aransas | 7.0 | 686 | 704 | 865 | 849 | 766 | 1,061 | 988 | 1,081 | 22,457 | 32,462 | 12,824 |
| Archer | 3.0 | 316 | 407 | 391 | 385 | 339 | 549 | 327 | 286 | 20,014 | 26,671 | 10,002 |
| Armstrong | .8 | 51 | 65 | 90 | 85 | 63 | 108 | 152 | 186 | 29,000 | 39,105 | 15,642 |
| Atascosa | 10.1 | 1,427 | 1,314 | 1,298 | 1,118 | 1,021 | 1,649 | 1,312 | 961 | 19,462 | 26,017 | 8,504 |
| Austin | 7.4 | 774 | 813 | 670 | 614 | 608 | 919 | 1,159 | 1,843 | 26,866 | 38,936 | 14,626 |
| Bailey | 2.4 | 303 | 479 | 459 | 315 | 248 | 267 | 143 | 186 | 14,431 | 22,011 | 7,656 |
| Bandera | 4.3 | 375 | 523 | 502 | 551 | 508 | 598 | 631 | 612 | 21,839 | 29,894 | 11,902 |
| Bastrop | 13.6 | 1,412 | 1,915 | 1,808 | 1,497 | 1,217 | 1,974 | 2,048 | 1,729 | 20,703 | 29,751 | 10,375 |
| Baylor | 1.9 | 191 | 325 | 287 | 221 | 180 | 275 | 260 | 161 | 18,150 | 25,916 | 11,451 |
| Bee | 8.6 | 967 | 1,102 | 1,085 | 1,103 | 980 | 1,231 | 1,086 | 1,046 | 20,200 | 29,423 | 10,081 |
| Bell | 68.0 | 5,628 | 7,606 | 10,531 | 9,080 | 7,282 | 10,676 | 9,298 | 7,899 | 20,735 | 30,251 | 10,653 |
| Bexar | 416.0 | 39,540 | 41,258 | 49,450 | 46,606 | 41,895 | 68,553 | 64,624 | 64,074 | 23,653 | 32,658 | 11,275 |
| Blanco | 2.4 | 251 | 289 | 334 | 309 | 258 | 368 | 300 | 291 | 20,304 | 30,541 | 12,016 |
| Borden | .3 | 43 | 72 | 56 | 34 | 24 | 24 | 27 | 20 | 13,083 | 19,577 | 7,341 |
| Bosque | 6.0 | 563 | 837 | 761 | 667 | 577 | 852 | 929 | 814 | 21,368 | 29,480 | 11,637 |
| Bowie | 30.7 | 3,462 | 4,089 | 3,685 | 3,524 | 3,032 | 4,980 | 4,617 | 3,311 | 20,905 | 27,997 | 10,495 |
| Brazoria | 64.4 | 3,313 | 3,792 | 4,002 | 4,226 | 4,338 | 9,996 | 16,239 | 18,494 | 37,280 | 43,271 | 14,461 |
| Brazos | 44.2 | 5,722 | 5,422 | 5,859 | 4,950 | 3,972 | 6,005 | 5,773 | 6,497 | 20,169 | 30,374 | 10,924 |
| Brewster | 3.4 | 504 | 549 | 479 | 424 | 363 | 492 | 367 | 222 | 16,938 | 23,464 | 9,066 |
| Briscoe | .8 | 158 | 152 | 150 | 92 | 59 | 90 | 67 | 32 | 12,909 | 19,271 | 8,114 |
| Brooks | 2.7 | 549 | 455 | 411 | 361 | 162 | 300 | 318 | 144 | 14,316 | 21,589 | 7,109 |
| Brown | 13.1 | 1,218 | 1,961 | 1,967 | 1,572 | 1,276 | 1,988 | 1,680 | 1,438 | 19,380 | 27,604 | 10,543 |
| Burleson | 5.2 | 742 | 826 | 620 | 489 | 443 | 842 | 722 | 516 | 19,144 | 25,988 | 9,937 |
| Burnet | 9.1 | 788 | 1,169 | 1,390 | 1,258 | 992 | 1,289 | 1,231 | 983 | 19,741 | 27,884 | 11,080 |
| Caldwell | 8.8 | 1,292 | 1,414 | 1,347 | 1,068 | 796 | 1,236 | 969 | 678 | 16,482 | 24,277 | 8,062 |
| Calhoun | 6.7 | 667 | 553 | 647 | 614 | 533 | 1,095 | 1,296 | 1,295 | 28,770 | 35,182 | 12,472 |
| Callahan | 4.6 | 573 | 716 | 605 | 522 | 471 | 802 | 583 | 328 | 18,850 | 24,610 | 9,513 |
| Cameron | 74.1 | 10,041 | 11,013 | 11,673 | 8,937 | 7,313 | 10,791 | 7,764 | 6,568 | 17,320 | 25,016 | 7,048 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Total Households (Thousands) | Under $5,000 | $5,000 To $9,999 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **TEXAS (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Camp | 3.8 | 457 | 550 | 443 | 338 | 316 | 627 | 578 | 491 | 21,730 | 29,367 | 11,272 |
| Carson | 2.4 | 132 | 214 | 215 | 220 | 214 | 423 | 478 | 504 | 29,881 | 37,234 | 13,748 |
| Cass | 11.3 | 1,379 | 1,551 | 1,275 | 1,076 | 960 | 1,691 | 1,824 | 1,544 | 21,896 | 26,984 | 10,917 |
| Castro | 2.9 | 430 | 411 | 547 | 389 | 287 | 409 | 235 | 192 | 15,705 | 21,542 | 6,941 |
| Chambers | 6.9 | 717 | 718 | 716 | 604 | 504 | 1,178 | 1,405 | 1,058 | 26,835 | 31,942 | 11,075 |
| Cherokee | 15.0 | 2,003 | 2,409 | 1,988 | 1,629 | 1,263 | 2,211 | 2,024 | 1,473 | 18,275 | 26,650 | 9,703 |
| Childress | 2.4 | 321 | 461 | 454 | 288 | 200 | 336 | 206 | 134 | 14,532 | 21,425 | 8,715 |
| Clay | 3.8 | 407 | 519 | 474 | 378 | 358 | 615 | 572 | 477 | 21,750 | 29,577 | 11,239 |
| Cochran | 1.4 | 185 | 212 | 217 | 209 | 124 | 201 | 126 | 126 | 16,864 | 25,829 | 8,409 |
| Coke | 1.4 | 122 | 220 | 210 | 159 | 125 | 174 | 224 | 166 | 19,577 | 29,179 | 12,015 |
| Coleman | 4.0 | 484 | 646 | 545 | 473 | 388 | 629 | 469 | 366 | 18,388 | 25,260 | 10,525 |
| Collin | 99.8 | 3,607 | 5,115 | 5,456 | 5,748 | 5,753 | 11,546 | 18,897 | 43,678 | 44,601 | 52,285 | 18,982 |
| Collingsworth | 1.4 | 107 | 273 | 206 | 143 | 99 | 207 | 145 | 220 | 18,821 | 28,754 | 11,502 |
| Colorado | 7.0 | 1,066 | 1,041 | 823 | 710 | 557 | 1,023 | 952 | 828 | 18,971 | 28,437 | 10,937 |
| Comal | 19.7 | 1,113 | 1,707 | 2,275 | 2,223 | 1,931 | 3,077 | 3,617 | 3,757 | 26,800 | 36,297 | 13,517 |
| Comanche | 5.3 | 674 | 935 | 791 | 658 | 477 | 594 | 547 | 624 | 16,693 | 26,521 | 10,569 |
| Concho | 1.0 | 128 | 156 | 171 | 113 | 108 | 147 | 85 | 92 | 16,773 | 25,361 | 8,454 |
| Cooke | 11.7 | 1,110 | 1,462 | 1,602 | 1,256 | 1,161 | 2,209 | 1,676 | 1,224 | 21,745 | 28,122 | 10,580 |
| Coryell | 17.0 | 1,002 | 1,281 | 2,208 | 2,430 | 2,013 | 3,160 | 2,449 | 2,457 | 23,886 | 42,366 | 11,063 |
| Cottle | .9 | 149 | 161 | 144 | 113 | 77 | 72 | 75 | 109 | 14,852 | 25,917 | 10,602 |
| Crane | 1.5 | 116 | 118 | 158 | 148 | 108 | 266 | 361 | 225 | 28,926 | 33,748 | 11,005 |
| Crockett | 1.4 | 116 | 179 | 189 | 112 | 137 | 268 | 167 | 232 | 23,800 | 31,818 | 11,136 |
| Crosby | 2.5 | 484 | 477 | 497 | 330 | 201 | 204 | 163 | 144 | 12,798 | 18,977 | 6,589 |
| Culberson | 1.1 | 119 | 185 | 227 | 137 | 130 | 146 | 103 | 53 | 15,613 | 21,345 | 6,906 |
| Dallam | 2.1 | 251 | 313 | 339 | 261 | 254 | 358 | 181 | 143 | 17,600 | 23,407 | 9,274 |
| Dallas | 711.2 | 43,816 | 52,031 | 65,887 | 71,823 | 69,063 | 119,302 | 126,164 | 163,114 | 29,319 | 39,605 | 15,003 |
| Dawson | 5.0 | 612 | 661 | 700 | 619 | 505 | 789 | 620 | 494 | 19,258 | 26,654 | 9,519 |
| Deaf Smith | 6.1 | 739 | 636 | 851 | 934 | 658 | 1,087 | 683 | 512 | 19,379 | 26,559 | 8,527 |
| Delta | 1.9 | 205 | 322 | 259 | 204 | 146 | 286 | 238 | 240 | 18,892 | 27,844 | 10,797 |
| Denton | 105.8 | 5,877 | 7,036 | 8,216 | 8,405 | 7,958 | 15,270 | 22,467 | 30,571 | 35,083 | 43,244 | 16,138 |
| De Witt | 7.1 | 966 | 1,205 | 904 | 770 | 646 | 898 | 876 | 837 | 17,981 | 26,868 | 10,201 |
| Dickens | 1.0 | 135 | 231 | 223 | 99 | 79 | 113 | 67 | 53 | 12,705 | 18,979 | 7,592 |
| Dimmit | 3.0 | 566 | 519 | 491 | 367 | 265 | 324 | 286 | 182 | 14,191 | 21,235 | 6,185 |
| Donley | 1.5 | 263 | 292 | 236 | 170 | 121 | 216 | 102 | 100 | 14,000 | 21,427 | 8,686 |
| Duval | 4.1 | 684 | 663 | 516 | 394 | 323 | 580 | 561 | 379 | 17,179 | 24,670 | 7,902 |
| Eastland | 7.3 | 1,004 | 1,435 | 1,188 | 896 | 675 | 1,022 | 654 | 426 | 15,117 | 22,195 | 8,854 |
| Ector | 42.0 | 3,097 | 3,333 | 4,086 | 4,310 | 4,102 | 7,761 | 7,839 | 7,472 | 27,712 | 35,313 | 12,569 |
| Edwards | .8 | 70 | 141 | 479 | 123 | 68 | 96 | 67 | 56 | 15,323 | 23,511 | 8,178 |
| Ellis | 29.3 | 2,421 | 3,281 | 2,963 | 2,613 | 2,428 | 4,790 | 5,547 | 5,257 | 27,157 | 33,738 | 11,349 |
| El Paso | 181.8 | 18,330 | 19,624 | 26,371 | 23,070 | 18,912 | 28,548 | 24,802 | 22,143 | 20,884 | 29,554 | 8,916 |
| Erath | 11.0 | 1,286 | 1,641 | 1,511 | 1,213 | 1,047 | 1,697 | 1,239 | 1,366 | 19,323 | 30,319 | 11,743 |
| Falls | 6.4 | 855 | 1,295 | 909 | 719 | 542 | 677 | 743 | 660 | 15,910 | 24,684 | 8,976 |
| Fannin | 9.7 | 1,215 | 1,645 | 1,159 | 1,120 | 950 | 1,503 | 1,182 | 926 | 18,635 | 26,059 | 10,192 |
| Fayette | 8.1 | 880 | 1,353 | 1,042 | 791 | 616 | 1,003 | 1,224 | 1,191 | 19,892 | 29,407 | 11,910 |
| Fisher | 1.9 | 308 | 268 | 254 | 230 | 201 | 318 | 165 | 156 | 17,625 | 24,563 | 9,723 |
| Floyd | 2.9 | 475 | 486 | 498 | 386 | 291 | 324 | 262 | 178 | 14,901 | 20,706 | 7,149 |
| Foard | .7 | 126 | 145 | 119 | 90 | 60 | 61 | 43 | 56 | 13,208 | 20,771 | 8,078 |
| Fort Bend | 72.9 | 3,791 | 3,727 | 4,579 | 4,706 | 4,796 | 11,841 | 17,921 | 21,539 | 37,574 | 45,487 | 14,219 |
| Franklin | 3.0 | 283 | 454 | 438 | 303 | 244 | 457 | 470 | 351 | 20,415 | 29,634 | 11,398 |
| Freestone | 6.0 | 803 | 995 | 689 | 589 | 490 | 733 | 817 | 884 | 19,327 | 29,530 | 11,285 |
| Frio | 4.1 | 666 | 647 | 718 | 549 | 365 | 481 | 453 | 221 | 15,146 | 22,063 | 6,701 |
| Gaines | 4.5 | 601 | 541 | 705 | 503 | 401 | 710 | 546 | 493 | 18,792 | 27,018 | 8,684 |
| Galveston | 81.8 | 6,427 | 6,774 | 7,520 | 7,826 | 7,045 | 12,677 | 16,340 | 17,191 | 29,177 | 36,424 | 13,649 |
| Garza | 1.8 | 188 | 235 | 263 | 225 | 180 | 252 | 231 | 226 | 19,711 | 29,063 | 10,257 |
| Gillespie | 6.8 | 701 | 905 | 1,015 | 909 | 802 | 1,152 | 765 | 551 | 19,240 | 26,038 | 10,176 |
| Glasscock | .5 | 64 | 96 | 93 | 66 | 59 | 43 | 32 | 47 | 14,842 | 22,740 | 7,580 |
| Goliad | 2.2 | 208 | 291 | 265 | 227 | 189 | 294 | 398 | 328 | 22,949 | 31,398 | 11,513 |
| Gonzales | 6.2 | 893 | 968 | 870 | 711 | 559 | 844 | 661 | 694 | 17,463 | 26,059 | 9,393 |
| Gray | 9.4 | 928 | 1,094 | 1,085 | 944 | 1,011 | 1,755 | 1,450 | 1,133 | 23,178 | 30,313 | 12,125 |
| Grayson | 36.8 | 2,763 | 4,280 | 4,233 | 4,013 | 3,647 | 6,096 | 6,338 | 5,430 | 24,190 | 32,080 | 12,427 |
| Gregg | 40.0 | 3,650 | 4,428 | 4,408 | 3,915 | 3,786 | 7,172 | 6,812 | 5,829 | 24,740 | 31,818 | 12,133 |
| Grimes | 6.1 | 953 | 1,041 | 729 | 641 | 525 | 848 | 733 | 630 | 17,425 | 26,974 | 8,660 |
| Guadalupe | 23.1 | 1,930 | 2,493 | 2,539 | 2,248 | 2,066 | 4,075 | 4,248 | 3,501 | 25,646 | 31,960 | 11,152 |
| Hale | 11.6 | 1,594 | 1,635 | 1,747 | 1,555 | 1,205 | 1,694 | 1,209 | 961 | 17,634 | 24,595 | 8,270 |
| Hall | 1.6 | 362 | 340 | 235 | 204 | 133 | 147 | 89 | 90 | 11,904 | 18,380 | 7,948 |
| Hamilton | 3.2 | 383 | 618 | 489 | 384 | 287 | 442 | 361 | 236 | 16,308 | 24,787 | 10,301 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Households by E B I Group<br>Under $5,000 | $5,000 To $9,999 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **TEXAS (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Hansford | 2.1 | 221 | 268 | 302 | 226 | 194 | 391 | 293 | 205 | 20,917 | 28,303 | 10,248 |
| Hardeman | 2.1 | 258 | 346 | 311 | 212 | 180 | 351 | 265 | 177 | 18,051 | 25,901 | 10,460 |
| Hardin | 14.7 | 1,474 | 1,487 | 1,308 | 1,171 | 1,234 | 2,948 | 3,031 | 2,047 | 27,627 | 31,738 | 11,324 |
| Harris | 1,033.1 | 69,897 | 72,046 | 95,092 | 99,099 | 92,696 | 176,345 | 197,623 | 230,302 | 29,792 | 38,519 | 14,031 |
| Harrison | 20.8 | 1,985 | 2,619 | 2,123 | 1,897 | 1,756 | 3,379 | 3,652 | 3,389 | 25,055 | 32,396 | 11,678 |
| Hartley | 1.3 | 113 | 133 | 174 | 146 | 132 | 260 | 150 | 192 | 23,375 | 31,666 | 11,435 |
| Haskell | 2.7 | 415 | 484 | 375 | 302 | 255 | 346 | 245 | 278 | 16,045 | 24,527 | 9,884 |
| Hays | 22.7 | 2,615 | 2,292 | 2,671 | 2,747 | 2,331 | 3,037 | 3,141 | 3,866 | 22,169 | 33,044 | 11,195 |
| Hemphill | 1.3 | 108 | 158 | 204 | 138 | 154 | 267 | 159 | 112 | 21,533 | 27,403 | 10,178 |
| Henderson | 23.3 | 2,571 | 3,260 | 3,216 | 2,687 | 2,301 | 3,927 | 3,005 | 2,333 | 19,831 | 27,293 | 10,688 |
| Hidalgo | 106.1 | 15,072 | 16,796 | 17,442 | 13,476 | 10,144 | 13,975 | 10,576 | 8,619 | 16,224 | 23,999 | 6,479 |
| Hill | 10.3 | 1,347 | 1,731 | 1,545 | 1,168 | 988 | 1,436 | 1,159 | 926 | 17,066 | 25,208 | 9,511 |
| Hockley | 7.9 | 1,087 | 939 | 970 | 807 | 786 | 1,447 | 1,117 | 747 | 20,875 | 26,617 | 8,761 |
| Hood | 11.6 | 658 | 1,066 | 1,167 | 1,113 | 1,027 | 1,715 | 2,327 | 2,527 | 29,539 | 37,709 | 14,532 |
| Hopkins | 11.0 | 1,262 | 1,579 | 1,544 | 1,465 | 1,132 | 1,644 | 1,319 | 1,055 | 18,799 | 26,265 | 9,962 |
| Houston | 7.8 | 1,210 | 1,484 | 1,098 | 827 | 639 | 903 | 808 | 831 | 15,621 | 25,939 | 9,454 |
| Howard | 11.3 | 1,221 | 1,530 | 1,518 | 1,275 | 1,084 | 1,927 | 1,482 | 1,263 | 20,467 | 28,464 | 10,083 |
| Hudspeth | .9 | 122 | 151 | 192 | 131 | 76 | 116 | 51 | 61 | 14,595 | 22,363 | 6,940 |
| Hunt | 24.3 | 2,552 | 2,723 | 2,713 | 2,493 | 2,128 | 3,763 | 3,980 | 3,948 | 23,917 | 31,813 | 11,930 |
| Hutchinson | 9.5 | 595 | 768 | 842 | 776 | 789 | 1,706 | 2,140 | 1,884 | 31,028 | 36,835 | 13,831 |
| Irion | .6 | 73 | 51 | 54 | 57 | 61 | 100 | 86 | 118 | 25,364 | 34,733 | 13,025 |
| Jack | 2.7 | 270 | 417 | 406 | 292 | 297 | 479 | 289 | 250 | 19,352 | 26,361 | 10,315 |
| Jackson | 4.8 | 573 | 595 | 561 | 519 | 446 | 829 | 712 | 565 | 21,556 | 28,677 | 10,671 |
| Jasper | 11.4 | 1,327 | 1,488 | 1,279 | 1,171 | 1,041 | 1,823 | 1,962 | 1,309 | 22,064 | 28,888 | 10,569 |
| Jeff Davis | .8 | 105 | 135 | 156 | 123 | 76 | 93 | 61 | 51 | 15,138 | 23,643 | 9,457 |
| Jefferson | 89.9 | 8,396 | 8,861 | 8,497 | 7,879 | 7,115 | 14,103 | 17,446 | 17,603 | 28,258 | 35,252 | 13,327 |
| Jim Hogg | 1.7 | 307 | 333 | 235 | 167 | 160 | 251 | 137 | 110 | 14,324 | 21,512 | 7,171 |
| Jim Wells | 11.9 | 1,984 | 1,851 | 1,641 | 1,348 | 1,251 | 1,887 | 1,138 | 800 | 16,682 | 23,082 | 7,344 |
| Johnson | 34.2 | 2,188 | 3,146 | 3,272 | 3,053 | 2,914 | 5,826 | 7,146 | 6,655 | 29,528 | 35,788 | 12,338 |
| Jones | 6.1 | 935 | 964 | 829 | 695 | 575 | 950 | 585 | 567 | 17,279 | 25,313 | 9,473 |
| Karnes | 4.3 | 663 | 671 | 594 | 425 | 383 | 600 | 524 | 440 | 17,488 | 24,935 | 8,717 |
| Kaufman | 18.2 | 1,779 | 2,327 | 2,181 | 1,729 | 1,562 | 2,729 | 3,037 | 2,856 | 23,430 | 31,803 | 10,839 |
| Kendall | 5.5 | 610 | 590 | 624 | 624 | 449 | 809 | 882 | 912 | 23,055 | 31,724 | 11,710 |
| Kenedy | .1 | 18 | 17 | 15 | 13 | 7 | 15 | 6 | 9 | 15,000 | 41,910 | 10,478 |
| Kent | .4 | 44 | 77 | 75 | 41 | 45 | 52 | 39 | 27 | 15,333 | 22,558 | 9,023 |
| Kerr | 14.5 | 972 | 1,603 | 1,871 | 1,648 | 1,484 | 2,687 | 2,081 | 2,154 | 23,922 | 33,669 | 13,375 |
| Kimble | 1.6 | 194 | 265 | 249 | 163 | 183 | 286 | 166 | 94 | 17,727 | 22,924 | 8,946 |
| King | .1 | 8 | 10 | 20 | 19 | 8 | 26 | 7 | 2 | 18,333 | 22,630 | 5,658 |
| Kinney | 1.2 | 197 | 207 | 207 | 189 | 126 | 112 | 107 | 55 | 14,738 | 19,763 | 7,411 |
| Kleberg | 9.9 | 1,345 | 1,296 | 1,300 | 1,165 | 922 | 1,415 | 1,277 | 1,180 | 19,307 | 28,282 | 9,364 |
| Knox | 1.9 | 348 | 389 | 275 | 184 | 144 | 227 | 172 | 161 | 13,745 | 23,146 | 9,162 |
| Lamar | 16.8 | 1,985 | 2,432 | 2,091 | 1,892 | 1,633 | 2,548 | 2,174 | 2,045 | 20,000 | 27,784 | 10,608 |
| Lamb | 5.4 | 794 | 876 | 997 | 745 | 500 | 685 | 486 | 317 | 15,187 | 22,078 | 8,055 |
| Lampasas | 5.1 | 620 | 770 | 815 | 706 | 474 | 734 | 509 | 472 | 17,269 | 24,518 | 9,194 |
| La Salle | 1.7 | 404 | 297 | 231 | 212 | 139 | 156 | 154 | 107 | 13,217 | 21,307 | 6,966 |
| Lavaca | 7.3 | 1,082 | 1,179 | 859 | 758 | 655 | 1,063 | 967 | 737 | 18,342 | 25,647 | 10,120 |
| Lee | 4.7 | 815 | 752 | 660 | 491 | 374 | 682 | 601 | 325 | 16,162 | 23,444 | 8,608 |
| Leon | 5.0 | 788 | 910 | 654 | 445 | 347 | 698 | 537 | 621 | 16,404 | 26,248 | 10,334 |
| Liberty | 18.5 | 1,990 | 2,178 | 1,853 | 1,534 | 1,557 | 3,278 | 3,392 | 2,718 | 25,445 | 31,603 | 11,115 |
| Limestone | 7.7 | 1,206 | 1,467 | 1,089 | 822 | 710 | 997 | 709 | 700 | 15,492 | 24,276 | 8,901 |
| Lipscomb | 1.2 | 127 | 131 | 128 | 159 | 119 | 200 | 153 | 183 | 22,045 | 30,243 | 12,097 |
| Live Oak | 3.5 | 462 | 506 | 512 | 410 | 347 | 533 | 413 | 317 | 18,148 | 25,028 | 9,221 |
| Llano | 5.3 | 474 | 898 | 891 | 762 | 512 | 697 | 557 | 509 | 17,443 | 26,709 | 12,099 |
| Loving | .1 | 10 | 71 | 3 | | | 10 | | 6 | 8,909 | 23,840 | 23,840 |
| Lubbock | 82.1 | 7,083 | 8,981 | 10,862 | 9,611 | 8,486 | 13,782 | 12,509 | 10,786 | 22,565 | 31,641 | 11,592 |
| Lynn | 2.3 | 395 | 394 | 390 | 295 | 223 | 277 | 205 | 121 | 14,586 | 20,451 | 7,127 |
| McCulloch | 3.4 | 482 | 694 | 584 | 438 | 296 | 350 | 245 | 311 | 14,455 | 22,539 | 8,708 |
| McLennan | 70.5 | 7,459 | 9,151 | 8,907 | 7,878 | 6,872 | 10,958 | 10,173 | 9,102 | 21,338 | 29,884 | 11,094 |
| McMullen | .3 | 9 | 24 | 38 | 35 | 31 | 60 | 45 | 58 | 26,636 | 36,957 | 13,859 |
| Madison | 3.3 | 420 | 540 | 414 | 335 | 268 | 409 | 444 | 470 | 19,092 | 32,207 | 9,751 |
| Marion | 4.0 | 647 | 702 | 521 | 392 | 351 | 670 | 436 | 281 | 16,487 | 22,699 | 9,171 |
| Martin | 1.6 | 142 | 195 | 235 | 173 | 107 | 278 | 223 | 247 | 22,450 | 31,901 | 10,417 |
| Mason | 1.4 | 252 | 251 | 230 | 181 | 144 | 138 | 113 | 91 | 14,214 | 20,284 | 8,352 |
| Matagorda | 13.0 | 1,034 | 1,175 | 1,004 | 1,018 | 967 | 1,855 | 3,023 | 2,924 | 32,552 | 37,828 | 13,436 |
| Maverick | 9.9 | 1,752 | 1,957 | 1,963 | 1,273 | 888 | 1,169 | 587 | 311 | 13,031 | 18,692 | 5,015 |
| Medina | 9.2 | 968 | 1,190 | 1,307 | 1,110 | 932 | 1,470 | 1,224 | 999 | 20,128 | 27,584 | 9,195 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Under $5,000 | $5,000 To $9,999 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 Or More | Median Household EBI | Average Household EBI | Per Capita EBI |
| **TEXAS (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Menard | .9 | 168 | 201 | 161 | 124 | 89 | 77 | 51 | 29 | 12,471 | 17,504 | 7,161 |
| Midland | 39.2 | 2,413 | 2,975 | 3,638 | 3,761 | 3,684 | 6,924 | 6,921 | 8,884 | 29,172 | 40,464 | 14,769 |
| Milam | 8.6 | 1,170 | 1,513 | 994 | 808 | 654 | 1,039 | 1,400 | 1,022 | 18,736 | 26,697 | 10,114 |
| Mills | 1.8 | 210 | 266 | 249 | 231 | 203 | 276 | 209 | 156 | 18,780 | 25,731 | 10,292 |
| Mitchell | 3.0 | 429 | 514 | 385 | 344 | 283 | 384 | 310 | 351 | 17,426 | 26,464 | 10,050 |
| Montague | 6.8 | 997 | 1,156 | 1,107 | 867 | 681 | 987 | 647 | 358 | 15,778 | 21,948 | 8,677 |
| Montgomery | 64.8 | 4,189 | 4,713 | 5,247 | 5,310 | 5,166 | 11,700 | 14,387 | 14,088 | 31,717 | 38,194 | 13,321 |
| Moore | 6.1 | 465 | 527 | 683 | 748 | 798 | 1,310 | 1,019 | 550 | 23,866 | 29,080 | 9,966 |
| Morris | 4.9 | 704 | 667 | 544 | 440 | 441 | 917 | 836 | 351 | 21,069 | 25,695 | 9,611 |
| Motley | .6 | 122 | 139 | 112 | 63 | 40 | 54 | 42 | 28 | 11,538 | 18,238 | 7,295 |
| Nacogdoches | 20.3 | 2,622 | 3,063 | 2,974 | 2,332 | 1,928 | 2,908 | 2,205 | 2,268 | 18,100 | 27,573 | 10,140 |
| Navarro | 14.9 | 1,741 | 2,457 | 2,232 | 1,653 | 1,342 | 2,114 | 1,810 | 1,551 | 17,848 | 26,685 | 9,915 |
| Newton | 4.9 | 451 | 722 | 588 | 459 | 341 | 655 | 874 | 810 | 23,400 | 30,576 | 11,016 |
| Nolan | 6.1 | 696 | 813 | 800 | 699 | 618 | 969 | 827 | 678 | 20,309 | 28,111 | 10,393 |
| Nueces | 100.0 | 9,796 | 10,252 | 11,862 | 10,991 | 9,566 | 16,874 | 16,973 | 13,686 | 23,590 | 31,584 | 10,816 |
| Ochiltree | 3.2 | 208 | 237 | 362 | 392 | 332 | 693 | 601 | 375 | 25,920 | 31,926 | 11,479 |
| Oldham | .7 | 54 | 108 | 160 | 111 | 55 | 97 | 62 | 53 | 16,042 | 22,823 | 6,946 |
| Orange | 29.9 | 1,938 | 2,150 | 2,169 | 2,161 | 2,101 | 4,503 | 6,728 | 7,150 | 33,901 | 38,501 | 13,891 |
| Palo Pinto | 9.5 | 1,082 | 1,393 | 1,298 | 1,251 | 1,085 | 1,475 | 1,016 | 900 | 18,860 | 26,960 | 10,286 |
| Panola | 8.3 | 872 | 1,125 | 910 | 831 | 718 | 1,384 | 1,456 | 1,004 | 22,838 | 29,427 | 11,052 |
| Parker | 23.6 | 1,795 | 2,406 | 2,370 | 2,172 | 2,045 | 3,890 | 4,655 | 4,267 | 27,669 | 34,852 | 12,387 |
| Parmer | 3.2 | 477 | 518 | 593 | 523 | 344 | 373 | 249 | 123 | 15,119 | 19,891 | 6,562 |
| Pecos | 4.7 | 425 | 448 | 545 | 605 | 506 | 896 | 860 | 415 | 23,000 | 28,406 | 9,207 |
| Polk | 12.0 | 1,578 | 2,045 | 1,959 | 1,451 | 1,081 | 1,476 | 1,317 | 1,093 | 16,236 | 24,470 | 9,442 |
| Potter | 37.1 | 3,169 | 4,256 | 4,517 | 4,473 | 4,064 | 6,539 | 5,678 | 4,404 | 22,494 | 30,021 | 11,447 |
| Presidio | 2.3 | 666 | 454 | 367 | 268 | 149 | 211 | 120 | 65 | 10,435 | 15,783 | 5,338 |
| Rains | 2.7 | 382 | 457 | 338 | 293 | 292 | 465 | 236 | 237 | 17,909 | 26,478 | 10,361 |
| Randall | 35.0 | 1,775 | 2,194 | 3,058 | 3,130 | 3,319 | 6,438 | 7,246 | 7,840 | 31,057 | 39,923 | 15,406 |
| Reagan | 1.3 | 107 | 115 | 144 | 178 | 154 | 288 | 186 | 128 | 23,407 | 29,487 | 8,712 |
| Real | .9 | 162 | 221 | 198 | 96 | 39 | 98 | 42 | 44 | 11,468 | 17,364 | 6,512 |
| Red River | 5.6 | 1,005 | 1,173 | 917 | 696 | 457 | 645 | 400 | 307 | 13,352 | 20,379 | 8,037 |
| Reeves | 4.8 | 701 | 682 | 627 | 572 | 463 | 798 | 508 | 449 | 18,294 | 25,218 | 7,710 |
| Refugio | 2.9 | 343 | 387 | 348 | 265 | 253 | 501 | 400 | 403 | 22,120 | 30,285 | 11,117 |
| Roberts | .4 | 32 | 38 | 34 | 49 | 48 | 64 | 61 | 74 | 24,889 | 34,508 | 13,803 |
| Robertson | 5.8 | 1,033 | 1,034 | 620 | 576 | 479 | 695 | 723 | 640 | 16,738 | 25,821 | 9,662 |
| Rockwall | 9.2 | 686 | 662 | 654 | 652 | 644 | 1,572 | 1,822 | 2,508 | 33,153 | 43,526 | 15,054 |
| Runnels | 4.3 | 580 | 684 | 591 | 516 | 454 | 666 | 458 | 351 | 17,788 | 24,713 | 9,488 |
| Rusk | 16.4 | 1,611 | 1,983 | 1,727 | 1,550 | 1,421 | 2,822 | 2,657 | 2,629 | 24,687 | 31,813 | 11,912 |
| Sabine | 4.0 | 721 | 711 | 556 | 468 | 372 | 519 | 409 | 244 | 15,114 | 22,593 | 9,414 |
| San Augustine | 3.1 | 523 | 535 | 446 | 375 | 295 | 370 | 275 | 281 | 15,548 | 23,718 | 9,191 |
| San Jacinto | 6.3 | 800 | 1,062 | 767 | 665 | 513 | 871 | 840 | 782 | 18,828 | 26,174 | 9,934 |
| San Patricio | 18.7 | 1,954 | 2,036 | 2,070 | 1,978 | 1,706 | 3,255 | 3,116 | 2,585 | 23,777 | 30,614 | 9,786 |
| San Saba | 2.1 | 277 | 400 | 328 | 269 | 209 | 247 | 181 | 189 | 15,750 | 23,859 | 9,278 |
| Schleicher | 1.0 | 123 | 131 | 136 | 122 | 90 | 175 | 134 | 89 | 19,520 | 27,660 | 9,538 |
| Scurry | 6.3 | 552 | 644 | 762 | 718 | 604 | 1,188 | 858 | 974 | 23,771 | 31,784 | 10,883 |
| Shackelford | 1.3 | 91 | 188 | 143 | 137 | 123 | 173 | 230 | 215 | 23,625 | 34,648 | 14,076 |
| Shelby | 8.5 | 1,551 | 1,599 | 981 | 907 | 763 | 1,131 | 930 | 638 | 15,640 | 23,239 | 8,938 |
| Sherman | 1.0 | 73 | 79 | 113 | 129 | 110 | 156 | 185 | 155 | 24,778 | 44,466 | 15,881 |
| Smith | 57.4 | 4,943 | 5,496 | 6,157 | 5,606 | 5,295 | 9,758 | 9,646 | 10,499 | 26,221 | 34,578 | 12,981 |
| Somervell | 2.0 | 193 | 195 | 201 | 196 | 169 | 307 | 398 | 341 | 26,567 | 33,646 | 12,235 |
| Starr | 10.6 | 2,520 | 2,295 | 1,776 | 1,095 | 838 | 1,037 | 516 | 523 | 11,213 | 17,153 | 4,392 |
| Stephens | 3.5 | 450 | 521 | 494 | 430 | 345 | 572 | 418 | 270 | 18,195 | 25,043 | 9,960 |
| Sterling | .5 | 58 | 78 | 89 | 59 | 41 | 60 | 71 | 44 | 16,786 | 28,038 | 10,014 |
| Stonewall | .8 | 75 | 112 | 102 | 105 | 78 | 122 | 120 | 86 | 20,400 | 27,631 | 11,053 |
| Sutton | 1.4 | 180 | 153 | 192 | 171 | 154 | 281 | 171 | 98 | 20,125 | 28,052 | 9,818 |
| Swisher | 2.9 | 447 | 512 | 503 | 400 | 313 | 345 | 201 | 179 | 14,857 | 20,604 | 7,469 |
| Tarrant | 448.3 | 24,067 | 32,833 | 38,662 | 40,999 | 39,810 | 73,048 | 86,137 | 112,744 | 31,439 | 40,394 | 15,148 |
| Taylor | 43.2 | 3,612 | 5,133 | 6,005 | 5,399 | 4,645 | 7,358 | 6,047 | 5,001 | 21,470 | 30,530 | 11,037 |
| Terrell | .5 | 68 | 68 | 52 | 34 | 31 | 75 | 77 | 95 | 24,625 | 34,434 | 12,298 |
| Terry | 4.4 | 556 | 457 | 506 | 493 | 443 | 733 | 628 | 584 | 22,065 | 29,654 | 9,960 |
| Throckmorton | .8 | 197 | 191 | 137 | 82 | 56 | 61 | 35 | 41 | 10,316 | 16,110 | 7,160 |
| Titus | 8.5 | 876 | 1,091 | 800 | 816 | 765 | 1,372 | 1,452 | 1,328 | 24,300 | 31,368 | 11,063 |
| Tom Green | 35.7 | 2,718 | 3,739 | 4,294 | 4,086 | 3,511 | 5,662 | 5,623 | 6,067 | 24,259 | 34,791 | 12,508 |
| Travis | 237.5 | 19,040 | 21,031 | 25,405 | 25,015 | 21,756 | 35,393 | 38,607 | 51,253 | 26,629 | 37,144 | 15,018 |
| Trinity | 4.7 | 723 | 845 | 609 | 469 | 391 | 691 | 525 | 447 | 16,587 | 24,658 | 10,078 |
| Tyler | 6.4 | 867 | 1,041 | 896 | 666 | 595 | 989 | 771 | 575 | 17,845 | 25,461 | 9,816 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Under $5,000 | $5,000 To $9,999 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **TEXAS (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Upshur | 11.4 | 1,048 | 1,494 | 1,283 | 1,121 | 1,027 | 1,997 | 1,937 | 1,493 | 23,687 | 29,905 | 10,857 |
| Upton | 1.5 | 145 | 182 | 180 | 171 | 132 | 216 | 245 | 229 | 22,481 | 30,035 | 10,239 |
| Uvalde | 7.6 | 1,040 | 1,186 | 1,270 | 976 | 768 | 1,014 | 789 | 557 | 16,455 | 23,800 | 7,730 |
| Val Verde | 11.9 | 1,351 | 1,735 | 1,929 | 1,048 | 1,300 | 1,692 | 1,215 | 1,030 | 17,693 | 26,215 | 8,020 |
| Van Zandt | 14.5 | 1,463 | 2,265 | 2,150 | 1,591 | 1,309 | 2,252 | 2,131 | 1,339 | 19,229 | 26,460 | 9,991 |
| Victoria | 26.2 | 2,197 | 2,382 | 2,803 | 2,551 | 2,454 | 4,576 | 5,202 | 4,035 | 26,541 | 33,374 | 11,768 |
| Walker | 15.2 | 1,967 | 1,997 | 1,766 | 1,493 | 1,261 | 2,159 | 2,176 | 2,381 | 21,549 | 36,106 | 10,656 |
| Waller | 7.4 | 933 | 797 | 718 | 655 | 599 | 1,230 | 1,239 | 1,229 | 24,983 | 33,682 | 10,606 |
| Ward | 4.3 | 418 | 475 | 408 | 483 | 407 | 779 | 771 | 559 | 24,431 | 30,012 | 10,082 |
| Washington | 9.7 | 1,097 | 1,277 | 1,065 | 961 | 842 | 1,419 | 1,544 | 1,495 | 22,665 | 33,517 | 12,362 |
| Webb | 35.1 | 5,706 | 5,392 | 5,546 | 3,976 | 3,204 | 4,624 | 3,640 | 3,012 | 15,915 | 24,177 | 6,258 |
| Wharton | 14.1 | 1,974 | 1,876 | 1,592 | 1,409 | 1,222 | 2,416 | 2,134 | 1,477 | 20,724 | 27,172 | 9,650 |
| Wheeler | 2.3 | 324 | 396 | 321 | 241 | 215 | 340 | 244 | 219 | 17,184 | 26,212 | 10,394 |
| Wichita | 45.1 | 4,115 | 5,499 | 5,987 | 5,404 | 4,887 | 7,425 | 6,584 | 5,199 | 21,451 | 30,429 | 11,249 |
| Wilbarger | 5.7 | 709 | 986 | 806 | 587 | 486 | 767 | 723 | 636 | 17,795 | 27,865 | 10,660 |
| Willacy | 5.0 | 991 | 968 | 905 | 568 | 387 | 522 | 356 | 303 | 12,829 | 20,786 | 5,872 |
| Williamson | 50.2 | 3,910 | 4,526 | 4,783 | 4,171 | 3,998 | 8,629 | 10,480 | 9,703 | 29,604 | 35,476 | 12,402 |
| Wilson | 7.6 | 962 | 1,089 | 974 | 909 | 771 | 1,317 | 883 | 695 | 19,287 | 25,571 | 8,413 |
| Winkler | 2.8 | 337 | 293 | 267 | 248 | 269 | 574 | 495 | 317 | 24,720 | 28,841 | 9,730 |
| Wise | 12.3 | 1,013 | 1,487 | 1,480 | 1,128 | 1,112 | 2,166 | 2,003 | 1,911 | 24,676 | 31,372 | 10,994 |
| Wood | 11.5 | 1,261 | 1,683 | 1,642 | 1,219 | 1,019 | 1,785 | 1,700 | 1,191 | 19,745 | 27,624 | 10,810 |
| Yoakum | 2.8 | 270 | 193 | 195 | 243 | 259 | 508 | 703 | 429 | 29,755 | 35,632 | 11,468 |
| Young | 7.0 | 749 | 999 | 915 | 855 | 670 | 1,112 | 827 | 873 | 19,885 | 30,913 | 12,089 |
| Zapata | 2.9 | 526 | 623 | 555 | 328 | 200 | 334 | 195 | 139 | 12,600 | 18,805 | 5,740 |
| Zavala | 3.4 | 407 | 600 | 609 | 488 | 332 | 386 | 310 | 268 | 15,785 | 23,064 | 6,428 |
| **TOTAL METRO COUNTIES** | **5,012.0** | **384,424** | **436,646** | **516,094** | **503,217** | **460,453** | **816,074** | **884,213** | **1,010,879** | **27,471** | **36,501** | **13,023** |
| **TOTAL STATE** | **6,136.1** | **522,299** | **599,432** | **665,145** | **628,134** | **564,632** | **985,129** | **1,033,066** | **1,138,163** | **25,847** | **34,899** | **12,474** |
| **UTAH** | | | | | | | | | | | | |
| **PROVO - OREM** | **71.0** | **4,210** | **7,319** | **9,446** | **9,181** | **7,960** | **12,968** | **11,652** | **8,264** | **23,209** | **29,638** | **7,899** |
| Utah | 71.0 | 4,210 | 7,319 | 9,446 | 9,181 | 7,960 | 12,968 | 11,652 | 8,264 | 23,209 | 29,638 | 7,899 |
| **SALT LAKE CITY - OGDEN** | **351.1** | **17,394** | **26,817** | **34,311** | **37,464** | **36,962** | **69,005** | **68,150** | **60,997** | **28,274** | **34,235** | **11,097** |
| Davis | 54.6 | 1,851 | 3,026 | 4,856 | 6,091 | 6,168 | 12,712 | 11,939 | 7,957 | 29,207 | 33,839 | 9,658 |
| Salt Lake | 243.0 | 12,468 | 19,312 | 23,606 | 25,378 | 24,867 | 45,994 | 46,763 | 44,612 | 28,478 | 34,786 | 11,534 |
| Weber | 53.5 | 3,075 | 4,479 | 5,849 | 5,995 | 5,927 | 10,299 | 9,448 | 8,428 | 26,243 | 32,132 | 10,812 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Beaver | 1.6 | 128 | 242 | 284 | 270 | 173 | 244 | 185 | 74 | 17,423 | 22,151 | 7,541 |
| Box Elder | 11.0 | 474 | 566 | 707 | 840 | 1,028 | 2,004 | 2,441 | 2,940 | 34,353 | 40,469 | 12,097 |
| Cache | 21.3 | 1,377 | 1,818 | 2,359 | 2,608 | 2,414 | 4,111 | 3,576 | 3,037 | 25,146 | 31,628 | 9,488 |
| Carbon | 6.8 | 361 | 539 | 605 | 639 | 604 | 1,314 | 1,590 | 1,148 | 30,481 | 33,899 | 11,584 |
| Daggett | .3 | 14 | 40 | 36 | 26 | 36 | 64 | 53 | 31 | 24,818 | 28,777 | 12,333 |
| Davis | 54.6 | 1,851 | 3,026 | 4,856 | 6,091 | 6,168 | 12,712 | 11,939 | 7,957 | 29,207 | 33,839 | 9,658 |
| Duchesne | 3.6 | 210 | 281 | 312 | 351 | 397 | 803 | 711 | 535 | 27,934 | 32,941 | 9,641 |
| Emery | 3.0 | 161 | 213 | 274 | 278 | 293 | 668 | 704 | 409 | 29,522 | 31,980 | 9,406 |
| Garfield | 1.3 | 176 | 227 | 285 | 190 | 125 | 194 | 78 | 25 | 14,321 | 18,371 | 5,971 |
| Grand | 2.4 | 156 | 281 | 323 | 292 | 283 | 483 | 403 | 179 | 22,607 | 26,623 | 9,830 |
| Iron | 6.3 | 476 | 704 | 931 | 954 | 790 | 1,173 | 793 | 479 | 20,506 | 25,963 | 7,828 |
| Juab | 1.8 | 152 | 254 | 336 | 299 | 234 | 342 | 110 | 73 | 17,483 | 21,133 | 6,559 |
| Kane | 1.8 | 168 | 210 | 243 | 267 | 230 | 307 | 250 | 125 | 20,235 | 24,927 | 8,466 |
| Millard | 3.3 | 271 | 440 | 465 | 473 | 395 | 549 | 435 | 272 | 20,012 | 25,486 | 7,577 |
| Morgan | 1.6 | 64 | 96 | 107 | 116 | 136 | 311 | 370 | 400 | 33,889 | 38,791 | 11,083 |
| Piute | .5 | 58 | 83 | 97 | 98 | 48 | 62 | 37 | 17 | 15,522 | 20,760 | 7,983 |
| Rich | .5 | 31 | 48 | 60 | 54 | 46 | 90 | 101 | 70 | 26,100 | 31,630 | 9,303 |
| Salt Lake | 243.0 | 12,468 | 19,312 | 23,606 | 25,378 | 24,867 | 45,994 | 46,763 | 44,612 | 28,478 | 34,786 | 11,534 |
| San Juan | 3.4 | 496 | 511 | 526 | 528 | 482 | 515 | 240 | 102 | 16,624 | 19,735 | 5,325 |
| Sanpete | 4.9 | 535 | 798 | 731 | 670 | 567 | 778 | 538 | 283 | 17,685 | 23,007 | 6,916 |
| Sevier | 4.9 | 342 | 580 | 621 | 609 | 569 | 1,079 | 723 | 377 | 22,587 | 26,802 | 8,528 |
| Summit | 5.4 | 299 | 419 | 609 | 579 | 599 | 1,155 | 856 | 884 | 26,592 | 34,471 | 11,707 |
| Tooele | 8.6 | 358 | 507 | 645 | 740 | 809 | 1,817 | 2,092 | 1,632 | 31,969 | 36,296 | 11,735 |
| Uintah | 6.6 | 488 | 479 | 447 | 511 | 563 | 1,175 | 1,638 | 1,299 | 32,140 | 36,133 | 10,889 |
| Utah | 71.0 | 4,210 | 7,319 | 9,446 | 9,181 | 7,960 | 12,968 | 11,652 | 8,264 | 23,209 | 29,638 | 7,899 |
| Wasatch | 3.1 | 249 | 412 | 497 | 447 | 389 | 571 | 345 | 190 | 19,396 | 23,825 | 7,241 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Under $5,000 | $5,000 To $9,999 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **UTAH (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Washington | 15.8 | 1,265 | 2,096 | 2,275 | 2,092 | 1,822 | 2,786 | 2,069 | 1,395 | 20,417 | 26,012 | 8,171 |
| Wayne | .7 | 69 | 75 | 81 | 78 | 76 | 111 | 123 | 87 | 23,067 | 30,919 | 9,838 |
| Weber | 53.5 | 3,075 | 4,479 | 5,849 | 5,995 | 5,927 | 10,299 | 9,448 | 8,428 | 26,243 | 32,132 | 10,812 |
| **TOTAL METRO COUNTIES** | **422.1** | **21,604** | **34,136** | **43,757** | **46,645** | **44,922** | **81,973** | **79,802** | **69,261** | **27,413** | **33,461** | **10,465** |
| **TOTAL STATE** | **542.6** | **29,982** | **46,055** | **57,613** | **60,654** | **58,030** | **104,679** | **100,263** | **85,324** | **26,757** | **32,792** | **10,233** |
| **VERMONT** | | | | | | | | | | | | |
| **BURLINGTON** | **51.1** | **1,940** | **3,810** | **4,376** | **4,740** | **4,583** | **8,623** | **9,559** | **13,469** | **31,852** | **41,616** | **15,332** |
| Chittenden | 49.1 | 1,834 | 3,663 | 4,165 | 4,507 | 4,375 | 8,233 | 9,205 | 13,118 | 32,109 | 41,901 | 15,422 |
| Grand Isle | 2.0 | 106 | 147 | 211 | 233 | 208 | 390 | 354 | 351 | 27,293 | 34,626 | 13,066 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Addison | 11.5 | 570 | 958 | 1,201 | 1,385 | 1,328 | 2,285 | 1,954 | 1,819 | 26,153 | 34,328 | 11,855 |
| Bennington | 13.7 | 508 | 1,206 | 1,455 | 1,658 | 1,581 | 2,658 | 2,426 | 2,208 | 26,423 | 35,404 | 13,436 |
| Caledonia | 10.5 | 692 | 1,253 | 1,435 | 1,450 | 1,255 | 1,943 | 1,519 | 953 | 21,549 | 28,118 | 10,507 |
| Chittenden | 49.1 | 1,834 | 3,663 | 4,165 | 4,507 | 4,375 | 8,233 | 9,205 | 13,118 | 32,109 | 41,901 | 15,422 |
| Essex | 2.4 | 138 | 274 | 376 | 369 | 304 | 479 | 312 | 148 | 20,683 | 26,018 | 9,606 |
| Franklin | 14.4 | 803 | 1,682 | 1,726 | 1,801 | 1,617 | 2,536 | 2,372 | 1,863 | 23,656 | 30,841 | 11,020 |
| Grand Isle | 2.0 | 106 | 147 | 211 | 233 | 208 | 390 | 354 | 351 | 27,293 | 34,626 | 13,066 |
| Lamoille | 7.5 | 435 | 847 | 904 | 913 | 834 | 1,611 | 1,079 | 877 | 23,917 | 30,790 | 11,546 |
| Orange | 9.5 | 466 | 763 | 1,115 | 1,279 | 1,129 | 1,880 | 1,606 | 1,262 | 24,989 | 32,582 | 11,724 |
| Orleans | 8.9 | 594 | 1,134 | 1,350 | 1,301 | 1,094 | 1,614 | 1,021 | 792 | 20,301 | 27,031 | 9,982 |
| Rutland | 23.9 | 1,126 | 2,473 | 2,897 | 2,886 | 2,533 | 4,700 | 4,135 | 3,150 | 25,062 | 32,144 | 12,272 |
| Washington | 21.1 | 978 | 2,167 | 2,484 | 2,638 | 2,384 | 3,934 | 3,573 | 2,942 | 24,770 | 32,519 | 12,385 |
| Windham | 16.4 | 858 | 1,685 | 2,081 | 2,094 | 1,717 | 2,989 | 2,604 | 2,372 | 24,323 | 32,613 | 12,735 |
| Windsor | 21.7 | 1,352 | 2,144 | 2,630 | 2,700 | 2,543 | 4,263 | 3,437 | 2,631 | 23,947 | 30,856 | 12,286 |
| **TOTAL METRO COUNTIES** | **51.1** | **1,940** | **3,810** | **4,376** | **4,740** | **4,583** | **8,623** | **9,559** | **13,469** | **31,852** | **41,616** | **15,332** |
| **TOTAL STATE** | **212.6** | **10,460** | **20,396** | **24,030** | **25,214** | **22,902** | **39,515** | **35,597** | **34,486** | **25,717** | **34,092** | **12,761** |
| **VIRGINIA** | | | | | | | | | | | | |
| **CHARLOTTESVILLE** | **49.3** | **3,186** | **4,774** | **5,345** | **5,140** | **4,803** | **8,106** | **8,759** | **9,187** | **26,585** | **36,383** | **13,527** |
| Albemarle | 24.8 | 1,235 | 1,585 | 2,105 | 2,341 | 2,227 | 4,184 | 4,696 | 6,427 | 31,767 | 43,364 | 15,609 |
| Charlottesville city | 16.1 | 1,412 | 2,294 | 2,415 | 1,872 | 1,654 | 2,521 | 2,380 | 1,552 | 20,169 | 27,886 | 11,065 |
| Fluvanna | 4.6 | 260 | 564 | 539 | 607 | 560 | 685 | 782 | 603 | 22,915 | 30,360 | 10,997 |
| Greene | 3.8 | 279 | 331 | 286 | 320 | 362 | 716 | 901 | 605 | 29,438 | 34,118 | 12,348 |
| **DANVILLE** | **42.2** | **3,280** | **5,307** | **5,188** | **5,001** | **4,487** | **7,227** | **6,761** | **4,949** | **22,606** | **29,336** | **11,420** |
| Danville city | 21.8 | 1,833 | 2,926 | 2,780 | 2,559 | 2,201 | 3,447 | 3,266 | 2,788 | 21,844 | 29,235 | 11,980 |
| Pittsylvania | 20.4 | 1,447 | 2,381 | 2,408 | 2,442 | 2,286 | 3,780 | 3,495 | 2,161 | 23,339 | 29,444 | 10,881 |
| **LYNCHBURG** | **52.9** | **3,187** | **4,982** | **5,648** | **5,839** | **5,604** | **9,595** | **9,355** | **8,690** | **26,113** | **33,441** | **12,432** |
| Amherst | 9.8 | 607 | 777 | 1,044 | 1,072 | 1,069 | 1,986 | 1,941 | 1,304 | 26,543 | 32,021 | 10,972 |
| Campbell | 18.0 | 1,030 | 1,461 | 1,693 | 1,932 | 1,964 | 3,368 | 3,594 | 2,958 | 27,475 | 33,516 | 12,621 |
| Lynchburg city | 25.1 | 1,550 | 2,744 | 2,911 | 2,835 | 2,571 | 4,241 | 3,820 | 4,428 | 24,883 | 33,941 | 12,927 |
| **NORFOLK - VIRGINIA BEACH - NEWPORT NEWS** | **502.2** | **33,807** | **39,000** | **48,566** | **53,608** | **50,596** | **85,233** | **93,677** | **97,713** | **27,790** | **36,551** | **12,932** |
| Chesapeake city | 53.6 | 3,028 | 3,930 | 4,302 | 5,141 | 5,358 | 9,901 | 11,515 | 10,425 | 30,112 | 35,739 | 12,225 |
| Gloucester | 11.3 | 984 | 1,248 | 1,458 | 1,286 | 1,214 | 2,225 | 1,781 | 1,104 | 22,676 | 27,747 | 10,114 |
| Hampton city | 50.1 | 2,788 | 3,807 | 4,969 | 5,390 | 4,948 | 8,703 | 9,491 | 10,004 | 28,412 | 36,151 | 13,416 |
| James City | 13.5 | 858 | 1,065 | 1,423 | 1,427 | 1,327 | 2,321 | 2,435 | 2,644 | 27,740 | 35,082 | 13,083 |
| Newport News city | 64.6 | 4,987 | 6,112 | 7,400 | 7,598 | 6,970 | 11,382 | 11,193 | 8,958 | 24,430 | 31,883 | 12,003 |
| Norfolk city | 90.1 | 8,904 | 9,929 | 11,864 | 11,859 | 9,763 | 13,696 | 12,572 | 11,513 | 21,294 | 33,801 | 11,593 |
| Poquoson city | 3.8 | 101 | 269 | 332 | 215 | 259 | 644 | 970 | 1,010 | 36,254 | 40,039 | 13,585 |
| Portsmouth city | 38.8 | 3,494 | 3,875 | 4,263 | 4,427 | 3,946 | 6,379 | 6,275 | 6,141 | 24,209 | 31,737 | 11,840 |
| Suffolk city | 18.7 | 1,554 | 1,781 | 1,843 | 1,947 | 1,809 | 2,958 | 3,430 | 3,378 | 26,232 | 33,701 | 11,981 |
| Virginia Beach city | 139.3 | 6,450 | 6,059 | 9,299 | 12,617 | 13,293 | 23,913 | 30,456 | 37,213 | 34,191 | 42,556 | 14,695 |
| Williamsburg city | 3.6 | 231 | 348 | 502 | 446 | 374 | 553 | 408 | 738 | 23,744 | 39,184 | 12,056 |
| York | 14.8 | 428 | 577 | 911 | 1,255 | 1,335 | 2,558 | 3,151 | 4,585 | 36,563 | 44,180 | 15,101 |
| **RICHMOND - PETERSBURG** | **335.6** | **17,524** | **23,554** | **27,585** | **29,525** | **29,046** | **56,539** | **69,627** | **82,200** | **32,135** | **39,653** | **15,202** |
| Charles City | 2.2 | 182 | 166 | 223 | 219 | 236 | 445 | 378 | 351 | 26,604 | 32,555 | 11,369 |
| Chesterfield | 75.4 | 2,110 | 2,682 | 3,981 | 4,880 | 5,536 | 12,843 | 19,421 | 23,947 | 38,999 | 44,714 | 15,703 |
| Colonial Heights city | 6.4 | 255 | 487 | 596 | 578 | 583 | 1,278 | 1,458 | 1,165 | 30,618 | 34,897 | 13,872 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Under $5,000 | $5,000 To $9,999 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **VIRGINIA (continued)** | | | | | | | | | | | | |
| **RICHMOND - PETERSBURG (continued)** | | | | | | | | | | | | |
| Dinwiddie | 7.5 | 451 | 645 | 752 | 696 | 575 | 1,284 | 1,521 | 1,576 | 29,960 | 37,118 | 13,320 |
| Goochland | 5.0 | 325 | 499 | 435 | 417 | 399 | 843 | 952 | 1,130 | 30,316 | 40,454 | 14,046 |
| Hanover | 23.1 | 1,010 | 1,440 | 1,648 | 1,744 | 1,683 | 3,302 | 5,404 | 6,869 | 36,902 | 42,843 | 15,296 |
| Henrico | 90.5 | 3,094 | 4,564 | 6,329 | 7,520 | 7,678 | 15,984 | 20,156 | 25,175 | 35,050 | 42,683 | 17,471 |
| Hopewell city | 9.0 | 575 | 751 | 816 | 788 | 708 | 1,557 | 1,846 | 1,959 | 30,549 | 36,144 | 14,082 |
| New Kent | 3.8 | 220 | 261 | 216 | 259 | 333 | 700 | 926 | 885 | 33,638 | 38,906 | 13,817 |
| Petersburg city | 14.7 | 1,727 | 1,969 | 2,226 | 1,786 | 1,487 | 2,418 | 1,767 | 1,320 | 18,969 | 26,079 | 10,009 |
| Powhatan | 4.8 | 249 | 340 | 353 | 338 | 322 | 827 | 1,158 | 1,213 | 34,685 | 40,451 | 12,447 |
| Prince George | 8.3 | 390 | 385 | 700 | 919 | 917 | 1,557 | 1,690 | 1,742 | 30,081 | 42,720 | 12,894 |
| Richmond city | 84.9 | 6,936 | 9,365 | 9,310 | 9,381 | 8,589 | 13,501 | 12,950 | 14,868 | 24,324 | 34,191 | 14,370 |
| **ROANOKE** | **89.8** | **5,793** | **8,899** | **10,095** | **10,080** | **9,101** | **15,592** | **16,436** | **13,804** | **25,557** | **33,217** | **13,269** |
| Botetourt | 9.2 | 633 | 910 | 1,065 | 1,096 | 883 | 1,750 | 1,720 | 1,143 | 25,085 | 30,772 | 11,234 |
| Roanoke | 30.5 | 1,163 | 1,814 | 2,257 | 2,793 | 2,962 | 5,712 | 7,028 | 6,771 | 32,544 | 39,217 | 15,008 |
| Roanoke city | 40.9 | 3,559 | 5,281 | 5,638 | 5,039 | 4,179 | 6,533 | 6,078 | 4,593 | 21,116 | 29,086 | 12,392 |
| Salem city | 9.2 | 438 | 894 | 1,135 | 1,152 | 1,077 | 1,597 | 1,610 | 1,297 | 24,532 | 34,132 | 13,139 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Accomack | 12.7 | 1,505 | 1,765 | 1,864 | 1,630 | 1,222 | 1,758 | 1,438 | 1,518 | 18,677 | 27,087 | 10,818 |
| Albemarle | 24.8 | 1,235 | 1,585 | 2,105 | 2,341 | 2,227 | 4,184 | 4,696 | 6,427 | 31,767 | 43,364 | 15,609 |
| ☐ Alexandria city | 53.4 | 1,664 | 2,137 | 2,658 | 3,352 | 4,157 | 8,628 | 10,423 | 20,381 | 40,194 | 51,743 | 24,803 |
| Alleghany | 4.9 | 234 | 436 | 408 | 397 | 456 | 833 | 1,011 | 1,125 | 30,829 | 37,643 | 14,188 |
| Amelia | 3.1 | 217 | 320 | 364 | 399 | 354 | 567 | 527 | 352 | 23,500 | 29,128 | 10,261 |
| Amherst | 9.8 | 607 | 777 | 1,044 | 1,072 | 1,069 | 1,986 | 1,941 | 1,304 | 26,543 | 32,021 | 10,972 |
| Appomattox | 4.5 | 326 | 511 | 546 | 483 | 490 | 891 | 741 | 512 | 23,898 | 29,290 | 10,716 |
| ☐ Arlington | 78.7 | 2,548 | 3,185 | 4,725 | 5,927 | 6,329 | 12,520 | 13,610 | 29,856 | 38,897 | 50,378 | 23,145 |
| Augusta | 20.0 | 1,048 | 1,679 | 1,877 | 2,160 | 2,153 | 3,677 | 3,705 | 3,701 | 27,636 | 35,499 | 12,862 |
| Bath | 1.9 | 183 | 262 | 296 | 285 | 176 | 203 | 264 | 231 | 18,528 | 29,055 | 11,746 |
| Bedford | 17.6 | 1,031 | 1,565 | 1,803 | 1,971 | 1,964 | 3,490 | 3,307 | 2,469 | 26,141 | 31,761 | 12,021 |
| Bedford city | 2.5 | 229 | 330 | 303 | 315 | 252 | 397 | 358 | 316 | 21,286 | 28,655 | 11,744 |
| Bland | 2.2 | 218 | 248 | 231 | 288 | 310 | 488 | 294 | 123 | 21,934 | 25,456 | 8,616 |
| Botetourt | 9.2 | 633 | 910 | 1,065 | 1,096 | 883 | 1,750 | 1,720 | 1,143 | 25,085 | 30,772 | 11,234 |
| ☐ Bristol city | 7.5 | 738 | 1,158 | 861 | 818 | 772 | 1,271 | 1,028 | 854 | 21,169 | 27,735 | 11,367 |
| Brunswick | 5.5 | 536 | 789 | 921 | 805 | 585 | 764 | 666 | 434 | 17,951 | 24,952 | 8,577 |
| Buchanan | 10.9 | 1,029 | 1,125 | 1,231 | 1,110 | 1,106 | 2,184 | 1,840 | 1,275 | 24,398 | 29,821 | 10,553 |
| Buckingham | 4.4 | 482 | 682 | 683 | 600 | 500 | 680 | 465 | 308 | 17,748 | 23,572 | 7,978 |
| Buena Vista city | 2.4 | 133 | 234 | 259 | 338 | 354 | 503 | 407 | 172 | 23,261 | 27,826 | 10,435 |
| Campbell | 18.0 | 1,030 | 1,461 | 1,693 | 1,932 | 1,964 | 3,368 | 3,594 | 2,958 | 27,475 | 33,516 | 12,621 |
| Caroline | 6.7 | 508 | 468 | 818 | 866 | 639 | 1,165 | 1,154 | 1,082 | 25,386 | 32,197 | 11,120 |
| Carroll | 10.4 | 956 | 1,375 | 1,353 | 1,402 | 1,258 | 1,919 | 1,362 | 775 | 20,456 | 25,698 | 10,085 |
| Charles City | 2.2 | 182 | 166 | 223 | 219 | 236 | 445 | 378 | 351 | 26,604 | 32,555 | 11,369 |
| Charlotte | 4.3 | 490 | 655 | 578 | 516 | 428 | 686 | 594 | 353 | 19,073 | 25,314 | 9,304 |
| Charlottesville city | 16.1 | 1,412 | 2,294 | 2,415 | 1,872 | 1,654 | 2,521 | 2,380 | 1,552 | 20,169 | 27,886 | 11,065 |
| Chesapeake city | 53.6 | 3,028 | 3,930 | 4,302 | 5,141 | 5,353 | 9,901 | 11,515 | 10,425 | 30,112 | 35,739 | 12,225 |
| Chesterfield | 75.4 | 2,110 | 2,682 | 3,981 | 4,880 | 5,536 | 12,843 | 19,421 | 23,947 | 38,999 | 44,714 | 15,703 |
| Clarke | 4.3 | 287 | 276 | 328 | 386 | 425 | 805 | 713 | 1,080 | 30,172 | 41,121 | 14,376 |
| Clifton Forge city | 1.9 | 168 | 289 | 232 | 231 | 191 | 265 | 265 | 239 | 20,732 | 27,921 | 11,532 |
| Colonial Heights city | 6.4 | 255 | 487 | 596 | 578 | 583 | 1,278 | 1,458 | 1,165 | 30,618 | 34,897 | 13,872 |
| Covington city | 3.0 | 243 | 431 | 513 | 360 | 376 | 502 | 411 | 164 | 19,299 | 23,928 | 10,404 |
| Craig | 1.7 | 108 | 133 | 183 | 196 | 176 | 317 | 388 | 199 | 26,758 | 31,241 | 12,070 |
| Culpeper | 9.9 | 499 | 926 | 872 | 844 | 834 | 1,529 | 1,878 | 2,518 | 31,222 | 40,133 | 14,039 |
| Cumberland | 2.8 | 357 | 423 | 410 | 392 | 332 | 403 | 261 | 222 | 17,573 | 23,184 | 8,322 |
| Danville city | 21.8 | 1,833 | 2,926 | 2,780 | 2,559 | 2,201 | 3,447 | 3,266 | 2,788 | 21,844 | 29,235 | 11,980 |
| Dickenson | 6.4 | 673 | 941 | 868 | 774 | 748 | 1,279 | 739 | 378 | 19,632 | 24,294 | 8,936 |
| Dinwiddie | 7.5 | 451 | 645 | 752 | 696 | 575 | 1,284 | 1,521 | 1,576 | 29,960 | 37,118 | 13,320 |
| Emporia city | 2.0 | 204 | 248 | 266 | 333 | 263 | 274 | 223 | 189 | 19,215 | 26,450 | 9,981 |
| Essex | 3.3 | 327 | 429 | 420 | 496 | 403 | 557 | 385 | 283 | 19,766 | 25,855 | 9,807 |
| ☐ Fairfax | 299.6 | 5,000 | 6,269 | 9,108 | 12,624 | 14,698 | 32,533 | 52,234 | 167,134 | 55,139 | 62,839 | 22,456 |
| ☐ Fairfax city | 7.4 | 175 | 124 | 209 | 311 | 391 | 887 | 1,285 | 4,018 | 54,219 | 63,991 | 24,160 |
| ☐ Falls Church city | 4.2 | 74 | 99 | 177 | 222 | 273 | 535 | 834 | 1,986 | 47,139 | 57,965 | 25,359 |
| Fauquier | 16.9 | 891 | 1,161 | 1,497 | 1,558 | 1,395 | 2,595 | 3,199 | 4,604 | 32,509 | 41,032 | 13,869 |
| Floyd | 4.8 | 486 | 592 | 608 | 550 | 464 | 902 | 763 | 435 | 21,722 | 27,275 | 10,820 |
| Fluvanna | 4.6 | 260 | 564 | 539 | 607 | 560 | 685 | 782 | 603 | 22,915 | 30,360 | 10,997 |
| Franklin | 14.8 | 981 | 1,509 | 1,869 | 1,809 | 1,739 | 2,932 | 2,381 | 1,580 | 23,620 | 29,447 | 10,923 |
| Franklin city | 3.0 | 311 | 397 | 366 | 354 | 302 | 459 | 329 | 482 | 21,203 | 29,263 | 11,113 |
| Frederick | 16.8 | 937 | 1,169 | 1,530 | 1,731 | 1,698 | 3,085 | 3,701 | 2,949 | 29,130 | 35,127 | 12,637 |
| Fredericksburg city | 7.7 | 523 | 902 | 805 | 950 | 904 | 1,256 | 1,099 | 1,261 | 23,682 | 32,844 | 12,969 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Total Households (Thousands) | Under $5,000 | $5,000 To $9,999 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **VIRGINIA (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Galax city | 2.8 | 214 | 398 | 499 | 462 | 345 | 393 | 315 | 174 | 17,990 | 26,963 | 11,268 |
| Giles | 6.4 | 378 | 627 | 727 | 778 | 747 | 1,223 | 1,080 | 840 | 24,615 | 31,080 | 12,203 |
| Gloucester | 11.3 | 984 | 1,248 | 1,458 | 1,286 | 1,214 | 2,225 | 1,781 | 1,104 | 22,676 | 27,747 | 10,114 |
| Goochland | 5.0 | 325 | 499 | 435 | 417 | 399 | 843 | 952 | 1,130 | 30,316 | 40,454 | 14,046 |
| Grayson | 6.5 | 461 | 739 | 879 | 846 | 709 | 1,305 | 956 | 605 | 22,124 | 29,399 | 11,724 |
| Greene | 3.8 | 279 | 331 | 286 | 320 | 362 | 716 | 901 | 605 | 29,438 | 34,118 | 12,348 |
| Greensville | 3.1 | 356 | 438 | 452 | 403 | 314 | 527 | 368 | 242 | 18,654 | 24,614 | 8,671 |
| Halifax | 10.7 | 847 | 1,299 | 1,263 | 1,239 | 1,241 | 1,836 | 1,808 | 1,167 | 22,784 | 28,916 | 10,669 |
| Hampton city | 50.1 | 2,788 | 3,807 | 4,969 | 5,390 | 4,948 | 8,703 | 9,491 | 10,004 | 28,412 | 36,151 | 13,416 |
| Hanover | 23.1 | 1,010 | 1,440 | 1,648 | 1,744 | 1,683 | 3,302 | 5,404 | 6,869 | 36,902 | 42,843 | 15,296 |
| Harrisonburg city | 10.4 | 747 | 1,450 | 1,577 | 1,300 | 941 | 1,584 | 1,503 | 1,298 | 20,541 | 31,898 | 10,701 |
| Henrico | 90.5 | 3,094 | 4,564 | 6,329 | 7,520 | 7,678 | 15,984 | 20,156 | 25,175 | 35,050 | 42,683 | 17,471 |
| Henry | 21.9 | 1,082 | 2,109 | 2,420 | 2,431 | 2,365 | 4,733 | 4,030 | 2,730 | 26,024 | 31,416 | 12,028 |
| Highland | 1.1 | 136 | 174 | 127 | 119 | 115 | 187 | 144 | 98 | 19,739 | 25,063 | 10,603 |
| Hopewell city | 9.0 | 575 | 751 | 816 | 788 | 708 | 1,557 | 1,846 | 1,959 | 30,549 | 36,144 | 14,082 |
| Isle of Wight | 9.2 | 818 | 877 | 905 | 1,008 | 955 | 1,818 | 1,698 | 1,121 | 25,218 | 30,420 | 11,018 |
| James City | 13.5 | 858 | 1,065 | 1,423 | 1,427 | 1,327 | 2,321 | 2,435 | 2,644 | 27,740 | 35,082 | 13,083 |
| King and Queen | 2.3 | 235 | 334 | 354 | 283 | 215 | 397 | 274 | 208 | 18,904 | 26,594 | 9,709 |
| King George | 4.8 | 327 | 412 | 484 | 457 | 405 | 725 | 911 | 1,079 | 29,192 | 35,494 | 12,436 |
| King William | 3.9 | 284 | 357 | 411 | 426 | 416 | 735 | 711 | 560 | 25,709 | 32,172 | 11,406 |
| Lancaster | 4.6 | 427 | 551 | 612 | 530 | 413 | 684 | 695 | 688 | 22,230 | 30,845 | 12,899 |
| Lee | 9.2 | 1,223 | 1,389 | 1,474 | 1,253 | 966 | 1,340 | 987 | 568 | 16,948 | 22,862 | 8,620 |
| Lexington city | 2.1 | 150 | 246 | 249 | 229 | 226 | 277 | 281 | 442 | 23,750 | 39,779 | 12,107 |
| ☐ Loudoun | 31.4 | 1,061 | 1,560 | 1,817 | 1,966 | 2,065 | 4,698 | 6,759 | 11,474 | 39,898 | 47,269 | 16,752 |
| Louisa | 7.5 | 897 | 1,206 | 1,125 | 931 | 947 | 1,267 | 723 | 404 | 17,876 | 22,589 | 8,264 |
| Lunenburg | 4.4 | 371 | 562 | 626 | 553 | 426 | 714 | 629 | 519 | 20,946 | 28,441 | 10,977 |
| Lynchburg city | 25.1 | 1,550 | 2,744 | 2,911 | 2,835 | 2,571 | 4,241 | 3,820 | 4,428 | 24,883 | 33,941 | 12,927 |
| Madison | 4.2 | 345 | 466 | 413 | 541 | 565 | 807 | 657 | 406 | 22,963 | 28,362 | 9,845 |
| ☐ Manassas city | 9.8 | 266 | 430 | 603 | 740 | 806 | 1,684 | 2,708 | 2,563 | 36,984 | 41,454 | 14,009 |
| ☐ Manassas Park city | 2.2 | 66 | 107 | 119 | 133 | 174 | 573 | 634 | 394 | 33,864 | 37,215 | 12,040 |
| Martinsville city | 6.8 | 456 | 730 | 755 | 781 | 719 | 1,132 | 971 | 1,256 | 24,715 | 34,008 | 14,363 |
| Mathews | 3.6 | 218 | 426 | 384 | 363 | 331 | 586 | 626 | 666 | 26,238 | 34,381 | 14,735 |
| Mecklenburg | 11.3 | 1,181 | 1,500 | 1,433 | 1,353 | 1,186 | 1,994 | 1,519 | 1,134 | 20,821 | 27,218 | 10,497 |
| Middlesex | 3.5 | 284 | 412 | 419 | 410 | 395 | 550 | 450 | 580 | 22,658 | 31,597 | 12,711 |
| Montgomery | 26.5 | 1,724 | 2,743 | 3,081 | 2,944 | 2,538 | 4,266 | 4,131 | 5,073 | 25,461 | 36,360 | 12,933 |
| Nelson | 4.8 | 383 | 542 | 565 | 515 | 441 | 699 | 806 | 849 | 24,410 | 33,751 | 12,656 |
| New Kent | 3.8 | 220 | 261 | 216 | 259 | 333 | 700 | 926 | 885 | 33,638 | 38,906 | 13,817 |
| Newport News city | 64.6 | 4,987 | 6,112 | 7,400 | 7,598 | 6,970 | 11,382 | 11,193 | 8,958 | 24,430 | 31,883 | 12,003 |
| Norfolk city | 90.1 | 8,904 | 9,929 | 11,864 | 11,859 | 9.763 | 13,696 | 12,572 | 11,513 | 21,294 | 33,801 | 11,593 |
| Northampton | 5.1 | 609 | 773 | 693 | 597 | 566 | 708 | 598 | 556 | 19,047 | 25,750 | 10,102 |
| Northumberland | 4.5 | 297 | 424 | 492 | 536 | 488 | 741 | 698 | 824 | 25,138 | 35,227 | 14,955 |
| Norton city | 1.7 | 170 | 239 | 249 | 199 | 162 | 284 | 159 | 238 | 19,806 | 28,988 | 11,733 |
| Nottoway | 5.2 | 475 | 630 | 647 | 605 | 535 | 901 | 816 | 591 | 22,330 | 29,137 | 10,101 |
| Orange | 8.1 | 494 | 861 | 921 | 931 | 867 | 1,274 | 1,354 | 1,398 | 24,865 | 32,796 | 12,186 |
| Page | 8.1 | 582 | 1,005 | 1,148 | 1,113 | 957 | 1,383 | 1,161 | 751 | 21,072 | 27,110 | 10,027 |
| Patrick | 6.9 | 522 | 728 | 868 | 843 | 675 | 1,204 | 1,325 | 735 | 23,664 | 30,399 | 11,986 |
| Petersburg city | 14.7 | 1,727 | 1,969 | 2,226 | 1,786 | 1,487 | 2,418 | 1,767 | 1,320 | 18,969 | 26,079 | 10,009 |
| Pittsylvania | 20.4 | 1,447 | 2,381 | 2,408 | 2,442 | 2,286 | 3,780 | 3,495 | 2,161 | 23,339 | 29,444 | 10,881 |
| Poquoson city | 3.8 | 101 | 269 | 332 | 215 | 259 | 644 | 970 | 1,010 | 36,254 | 40,039 | 13,585 |
| Portsmouth city | 38.8 | 3,494 | 3,875 | 4,263 | 4,427 | 3,946 | 6,379 | 6,275 | 6,141 | 24,209 | 31,737 | 11,840 |
| Powhatan | 4.8 | 249 | 340 | 353 | 338 | 322 | 827 | 1,158 | 1,213 | 34,685 | 40,451 | 12,447 |
| Prince Edward | 5.4 | 564 | 729 | 712 | 677 | 567 | 894 | 702 | 555 | 20,142 | 28,201 | 8,752 |
| Prince George | 8.3 | 390 | 385 | 700 | 919 | 917 | 1,557 | 1,690 | 1,742 | 30,081 | 42,720 | 12,894 |
| ☐ Prince William | 72.1 | 1,691 | 1,932 | 3,209 | 4,362 | 4,976 | 10,856 | 18,686 | 26,388 | 41,866 | 47,379 | 15,318 |
| Pulaski | 13.4 | 813 | 1,327 | 1,618 | 1,639 | 1,478 | 2,684 | 2,332 | 1,509 | 24,432 | 30,116 | 11,697 |
| Radford city | 5.2 | 303 | 569 | 709 | 586 | 446 | 914 | 796 | 877 | 24,854 | 36,708 | 11,930 |
| Rappahannock | 2.5 | 182 | 293 | 300 | 264 | 206 | 425 | 417 | 413 | 25,114 | 32,746 | 12,219 |
| Richmond | 2.7 | 246 | 335 | 320 | 298 | 275 | 478 | 415 | 333 | 22,741 | 29,084 | 10,757 |
| Richmond city | 84.9 | 6,936 | 9,365 | 9,310 | 9,381 | 8,589 | 13,501 | 12,950 | 14,868 | 24,324 | 34,191 | 14,370 |
| Roanoke | 30.5 | 1,163 | 1,814 | 2,257 | 2,793 | 2,962 | 5,712 | 7,028 | 6,771 | 32,544 | 39,217 | 15,008 |
| Roanoke city | 40.9 | 3,559 | 5,281 | 5,638 | 5,039 | 4,179 | 6,533 | 6,078 | 4,593 | 21,116 | 29,086 | 12,392 |
| Rockbridge | 7.2 | 524 | 894 | 950 | 893 | 799 | 1,357 | 1,029 | 754 | 22,160 | 27,603 | 10,801 |
| Rockingham | 20.9 | 1,516 | 2,321 | 2,598 | 2,539 | 2,497 | 4,208 | 3,077 | 2,144 | 23,013 | 29,228 | 10,532 |
| Russell | 10.5 | 1,098 | 1,468 | 1,490 | 1,327 | 1,122 | 1,886 | 1,362 | 747 | 19,462 | 24,380 | 9,014 |
| Salem city | 9.2 | 438 | 894 | 1,135 | 1,152 | 1,077 | 1,597 | 1,610 | 1,297 | 24,532 | 34,132 | 13,139 |
| ☐ Scott | 8.9 | 831 | 1,077 | 1,106 | 975 | 850 | 1,327 | 1,321 | 1,413 | 22,622 | 29,929 | 11,531 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Households by E B I Group<br>Under $5,000 | $5,000 To $9,999 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **VIRGINIA (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Shenandoah | 12.6 | 789 | 1,342 | 1,554 | 1,630 | 1,454 | 2,277 | 2,014 | 1,540 | 23,386 | 30,063 | 11,838 |
| Smyth | 12.2 | 661 | 1,226 | 1,428 | 1,465 | 1,417 | 2,405 | 2,073 | 1,525 | 24,637 | 31,948 | 12,067 |
| Southampton | 6.0 | 794 | 755 | 647 | 580 | 535 | 1,033 | 975 | 681 | 22,272 | 28,388 | 9,733 |
| South Boston city | 2.8 | 226 | 333 | 318 | 331 | 320 | 561 | 359 | 352 | 23,032 | 29,668 | 12,039 |
| Spotsylvania | 19.5 | 961 | 1,170 | 1,485 | 1,725 | 1,823 | 3,735 | 4,752 | 3,849 | 31,997 | 37,560 | 12,393 |
| ☐ Stafford | 20.1 | 704 | 863 | 1,399 | 1,586 | 1,558 | 3,318 | 4,913 | 5,759 | 36,615 | 43,487 | 13,809 |
| Staunton city | 9.5 | 615 | 947 | 1,021 | 1,175 | 1,073 | 1,650 | 1,671 | 1,348 | 24,601 | 32,409 | 12,516 |
| Suffolk city | 18.7 | 1,554 | 1,781 | 1,843 | 1,947 | 1,809 | 2,958 | 3,430 | 3,378 | 26,232 | 33,701 | 11,981 |
| Surry | 2.3 | 204 | 304 | 300 | 289 | 273 | 409 | 300 | 221 | 20,981 | 27,339 | 10,142 |
| Sussex | 3.8 | 396 | 481 | 445 | 379 | 325 | 732 | 551 | 491 | 23,077 | 29,378 | 10,945 |
| Tazewell | 17.2 | 1,613 | 2,274 | 2,557 | 2,186 | 1,906 | 3,305 | 2,209 | 1,150 | 19,932 | 25,167 | 9,493 |
| Virginia Beach city | 139.3 | 6,450 | 6,059 | 9,299 | 12,617 | 13,293 | 23,913 | 30,456 | 37,213 | 34,191 | 42,556 | 14,695 |
| Warren | 10.1 | 967 | 1,156 | 1,356 | 1,455 | 1,145 | 1,906 | 1,470 | 645 | 20,455 | 25,567 | 9,708 |
| ☐ Washington | 17.5 | 1,460 | 2,088 | 2,274 | 2,219 | 1,909 | 2,990 | 2,652 | 1,908 | 21,870 | 29,466 | 11,210 |
| Waynesboro city | 7.6 | 394 | 681 | 819 | 919 | 905 | 1,437 | 1,289 | 1,156 | 25,516 | 33,082 | 13,517 |
| Westmoreland | 6.1 | 759 | 739 | 761 | 847 | 691 | 907 | 748 | 648 | 19,654 | 26,280 | 10,276 |
| Williamsburg city | 3.6 | 231 | 348 | 502 | 446 | 374 | 553 | 408 | 738 | 23,744 | 39,184 | 12,056 |
| Winchester city | 9.2 | 597 | 949 | 1,156 | 1,139 | 933 | 1,385 | 1,372 | 1,669 | 24,079 | 34,348 | 14,171 |
| Wise | 14.4 | 1,079 | 1,710 | 1,839 | 1,548 | 1,364 | 2,647 | 2,500 | 1,713 | 23,823 | 29,723 | 10,919 |
| Wythe | 9.9 | 708 | 1,197 | 1,466 | 1,418 | 1,201 | 1,820 | 1,265 | 825 | 20,663 | 26,733 | 10,379 |
| York | 14.8 | 428 | 577 | 911 | 1,255 | 1,335 | 2,558 | 3,151 | 4,585 | 36,563 | 44,180 | 15,101 |
| **TOTAL METRO COUNTIES** | **1,684.8** | **83,055** | **107,545** | **130,692** | **144,428** | **142,595** | **264,112** | **321,702** | **490,671** | **33,845** | **43,311** | **16,033** |
| **TOTAL STATE** | **2,320.3** | **131,877** | **177,662** | **207,095** | **219,245** | **210,018** | **376,806** | **422,652** | **574,945** | **30,504** | **39,861** | **14,763** |
| **WASHINGTON** | | | | | | | | | | | | |
| **BELLINGHAM** | **49.3** | **3,999** | **5,887** | **5,874** | **5,330** | **4,727** | **8,474** | **8,065** | **6,944** | **23,718** | **31,090** | **11,827** |
| Whatcom | 49.3 | 3,999 | 5,887 | 5,874 | 5,330 | 4,727 | 8,474 | 8,065 | 6,944 | 23,718 | 31,090 | 11,827 |
| **BREMERTON** | **71.0** | **3,735** | **5,579** | **6,943** | **6,947** | **6,736** | **12,794** | **14,154** | **14,112** | **29,428** | **36,126** | **13,208** |
| Kitsap | 71.0 | 3,735 | 5,579 | 6,943 | 6,947 | 6,736 | 12,794 | 14,154 | 14,112 | 29,428 | 36,126 | 13,208 |
| **OLYMPIA** | **63.4** | **3,603** | **5,825** | **6,686** | **6,543** | **6,016** | **10,579** | **11,907** | **12,241** | **27,829** | **34,412** | **13,263** |
| Thurston | 63.4 | 3,603 | 5,825 | 6,686 | 6,543 | 6,016 | 10,579 | 11,907 | 12,241 | 27,829 | 34,412 | 13,263 |
| **RICHLAND - KENNEWICK - PASCO** | **54.5** | **2,718** | **3,496** | **3,805** | **4,228** | **4,325** | **8,644** | **12,091** | **15,193** | **35,037** | **40,256** | **14,597** |
| Benton | 42.3 | 1,790 | 2,514 | 2,777 | 3,084 | 3,207 | 6,686 | 9,715 | 12,527 | 36,516 | 41,534 | 15,575 |
| Franklin | 12.2 | 928 | 982 | 1,028 | 1,144 | 1,118 | 1,958 | 2,376 | 2,666 | 29,554 | 35,826 | 11,655 |
| **SEATTLE** | **801.2** | **33,132** | **56,505** | **58,019** | **61,185** | **59,290** | **115,673** | **157,651** | **259,745** | **36,423** | **44,936** | **17,941** |
| King | 625.0 | 25,762 | 44,147 | 44,720 | 46,995 | 45,092 | 86,661 | 119,434 | 212,189 | 37,190 | 46,254 | 18,904 |
| Snohomish | 176.2 | 7,370 | 12,358 | 13,299 | 14,190 | 14,198 | 29,012 | 38,217 | 47,556 | 34,308 | 40,264 | 14,858 |
| ***SEATTLE - TACOMA CONSOLIDATED AREA*** | ***1,019.1*** | ***49,343*** | ***80,429*** | ***83,852*** | ***84,934*** | ***80,482*** | ***154,519*** | ***195,283*** | ***290,258*** | ***33,421*** | ***42,057*** | ***16,476*** |
| **SPOKANE** | **142.0** | **11,213** | **17,502** | **16,718** | **15,589** | **14,040** | **24,880** | **23,047** | **19,011** | **23,479** | **30,268** | **11,866** |
| Spokane | 142.0 | 11,213 | 17,502 | 16,718 | 15,589 | 14,040 | 24,880 | 23,047 | 19,011 | 23,479 | 30,268 | 11,866 |
| **TACOMA** | **217.9** | **16,211** | **23,924** | **25,833** | **23,749** | **21,192** | **38,846** | **37,632** | **30,513** | **24,514** | **31,472** | **11,531** |
| Pierce | 217.9 | 16,211 | 23,924 | 25,833 | 23,749 | 21,192 | 38,846 | 37,632 | 30,513 | 24,514 | 31,472 | 11,531 |
| **VANCOUVER** | **90.0** | **5,099** | **8,114** | **8,273** | **8,136** | **8,101** | **16,400** | **18,054** | **17,823** | **29,622** | **34,948** | **12,981** |
| Clark | 90.0 | 5,099 | 8,114 | 8,273 | 8,136 | 8,101 | 16,400 | 18,054 | 17,823 | 29,622 | 34,948 | 12,981 |
| **YAKIMA** | **66.4** | **5,625** | **8,840** | **8,490** | **7,654** | **6,586** | **10,929** | **10,228** | **8,048** | **21,806** | **29,190** | **10,201** |
| Yakima | 66.4 | 5,625 | 8,840 | 8,490 | 7,654 | 6,586 | 10,929 | 10,228 | 8,048 | 21,806 | 29,190 | 10,201 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Adams | 4.6 | 262 | 409 | 393 | 456 | 466 | 851 | 941 | 822 | 28,566 | 34,932 | 11,815 |
| Asotin | 7.0 | 478 | 877 | 826 | 713 | 595 | 1,012 | 1,331 | 1,168 | 25,096 | 31,736 | 12,622 |
| Benton | 42.3 | 1,790 | 2,514 | 2,777 | 3,084 | 3,207 | 6,686 | 9,715 | 12,527 | 36,516 | 41,534 | 15,575 |
| Chelan | 20.8 | 1,579 | 2,449 | 2,656 | 2,438 | 2,047 | 3,354 | 3,271 | 3,006 | 22,987 | 30,662 | 12,125 |
| Clallam | 23.1 | 1,658 | 2,616 | 2,924 | 2,838 | 2,289 | 4,351 | 3,682 | 2,742 | 23,165 | 29,332 | 11,866 |
| Clark | 90.0 | 5,099 | 8,114 | 8,273 | 8,136 | 8,101 | 16,400 | 18,054 | 17,823 | 29,622 | 34,948 | 12,981 |
| Columbia | 1.6 | 150 | 150 | 179 | 166 | 155 | 279 | 299 | 222 | 25,000 | 31,421 | 12,569 |
| Cowlitz | 31.8 | 2,359 | 3,335 | 3,020 | 2,787 | 2,819 | 5,797 | 6,541 | 5,142 | 27,828 | 32,705 | 12,591 |
| Douglas | 9.8 | 666 | 946 | 1,080 | 1,151 | 979 | 1,615 | 1,836 | 1,527 | 25,503 | 31,386 | 11,607 |
| Ferry | 2.2 | 176 | 236 | 207 | 196 | 203 | 387 | 440 | 355 | 26,977 | 32,992 | 11,521 |
| Franklin | 12.2 | 928 | 982 | 1,028 | 1,144 | 1,118 | 1,958 | 2,376 | 2,666 | 29,554 | 35,826 | 11,655 |
| Garfield | .9 | 50 | 85 | 86 | 107 | 103 | 155 | 164 | 150 | 26,222 | 32,717 | 13,384 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Under $5,000 | $5,000 To $9,999 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **WASHINGTON (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Grant | 19.8 | 1,596 | 2,106 | 2,278 | 2,312 | 2,142 | 3,505 | 3,174 | 2,687 | 23,745 | 29,415 | 10,590 |
| Grays Harbor | 25.5 | 1,614 | 2,744 | 2,424 | 2,362 | 2,182 | 3,963 | 4,766 | 5,445 | 28,491 | 35,243 | 13,998 |
| Island | 22.3 | 1,070 | 1,703 | 2,659 | 2,766 | 2,285 | 3,978 | 3,682 | 4,157 | 26,498 | 36,080 | 13,061 |
| Jefferson | 8.8 | 680 | 967 | 1,010 | 1,055 | 897 | 1,443 | 1,416 | 1,332 | 23,596 | 31,894 | 13,691 |
| King | 625.0 | 25,762 | 44,147 | 44,720 | 46,995 | 45,092 | 86,661 | 119,434 | 212,189 | 37,190 | 46,254 | 18,904 |
| Kitsap | 71.0 | 3,735 | 5,579 | 6,943 | 6,947 | 6,736 | 12,794 | 14,154 | 14,112 | 29,428 | 36,126 | 13,208 |
| Kittitas | 10.5 | 1,446 | 1,720 | 1,507 | 1,268 | 995 | 1,594 | 1,173 | 797 | 17,120 | 24,465 | 9,549 |
| Klickitat | 6.2 | 292 | 573 | 661 | 657 | 567 | 967 | 1,258 | 1,225 | 28,427 | 35,265 | 13,171 |
| Lewis | 22.6 | 1,804 | 2,743 | 2,454 | 2,573 | 2,277 | 3,593 | 3,711 | 3,445 | 23,711 | 30,653 | 11,604 |
| Lincoln | 3.6 | 150 | 246 | 310 | 347 | 341 | 687 | 662 | 857 | 30,708 | 39,795 | 16,280 |
| Mason | 14.8 | 967 | 1,483 | 1,599 | 1,765 | 1,598 | 2,579 | 2,514 | 2,295 | 24,960 | 31,847 | 12,085 |
| Okanogan | 12.7 | 942 | 1,722 | 1,585 | 1,409 | 1,134 | 1,967 | 2,123 | 1,818 | 22,931 | 30,346 | 11,504 |
| Pacific | 7.9 | 672 | 1,148 | 1,086 | 904 | 779 | 1,180 | 1,194 | 937 | 20,833 | 28,507 | 11,853 |
| Pend Oreille | 3.4 | 303 | 563 | 493 | 394 | 285 | 561 | 499 | 302 | 19,117 | 25,126 | 9,599 |
| Pierce | 217.9 | 16,211 | 23,924 | 25,833 | 23,749 | 21,192 | 38,846 | 37,632 | 30,513 | 24,514 | 31,472 | 11,531 |
| San Juan | 4.5 | 293 | 462 | 466 | 490 | 477 | 812 | 721 | 779 | 25,620 | 34,785 | 15,197 |
| Skagit | 31.0 | 2,249 | 3,781 | 3,693 | 3,335 | 2,971 | 5,538 | 4,996 | 4,437 | 24,050 | 30,842 | 11,862 |
| Skamania | 3.1 | 347 | 484 | 473 | 508 | 454 | 513 | 231 | 90 | 17,608 | 20,906 | 7,808 |
| Snohomish | 176.2 | 7,370 | 12,358 | 13,299 | 14,190 | 14,198 | 29,012 | 38,217 | 47,556 | 34,308 | 40,264 | 14,858 |
| Spokane | 142.0 | 11,213 | 17,502 | 16,718 | 15,589 | 14,040 | 24,880 | 23,047 | 19,011 | 23,479 | 30,268 | 11,866 |
| Stevens | 11.3 | 921 | 1,352 | 1,284 | 1,334 | 1,222 | 1,916 | 1,870 | 1,401 | 23,057 | 29,168 | 10,598 |
| Thurston | 63.4 | 3,603 | 5,825 | 6,686 | 6,543 | 6,016 | 10,579 | 11,907 | 12,241 | 27,829 | 34,412 | 13,263 |
| Wahkiakum | 1.3 | 190 | 151 | 145 | 114 | 155 | 266 | 172 | 107 | 21,893 | 26,962 | 10,621 |
| Walla Walla | 17.6 | 1,386 | 2,051 | 1,953 | 1,980 | 1,792 | 2,863 | 2,925 | 2,650 | 23,939 | 31,908 | 11,627 |
| Whatcom | 49.3 | 3,999 | 5,887 | 5,874 | 5,330 | 4,727 | 8,474 | 8,065 | 6,944 | 23,718 | 31,090 | 11,827 |
| Whitman | 13.5 | 947 | 1,427 | 1,676 | 1,634 | 1,338 | 1,996 | 2,047 | 2,435 | 23,963 | 35,003 | 12,242 |
| Yakima | 66.4 | 5,625 | 8,840 | 8,490 | 7,654 | 6,586 | 10,929 | 10,228 | 8,048 | 21,806 | 29,190 | 10,201 |
| **TOTAL METRO COUNTIES** | **1,555.7** | **85,335** | **135,672** | **140,641** | **139,361** | **131,013** | **247,219** | **292,829** | **383,630** | **30,866** | **39,028** | **15,049** |
| **TOTAL STATE** | **1,897.9** | **110,582** | **174,201** | **179,768** | **177,420** | **164,560** | **304,941** | **350,468** | **435,960** | **29,612** | **37,692** | **14,507** |
| **WEST VIRGINIA** | | | | | | | | | | | | |
| **CHARLESTON** | **99.8** | **7,581** | **10,674** | **10,932** | **9,933** | **9,574** | **18,410** | **17,769** | **1[illegible],927** | **25,647** | **32,312** | **12,940** |
| Kanawha | 84.0 | 6,299 | 9,182 | 9,394 | 8,436 | 8,000 | 15,082 | 14,597 | 13,010 | 25,449 | 32,569 | 13,281 |
| Putnam | 15.8 | 1,282 | 1,492 | 1,538 | 1,497 | 1,574 | 3,328 | 3,172 | 1,917 | 26,583 | 30,944 | 11,317 |
| **HUNTINGTON - ASHLAND** | **119.0** | **12,804** | **16,932** | **15,491** | **12,851** | **11,490** | **20,332** | **17,534** | **11,566** | **20,583** | **27,446** | **10,512** |
| Cabell | 38.8 | 4,045 | 5,865 | 5,651 | 4,404 | 3,646 | 6,236 | 5,177 | 3,776 | 19,352 | 26,977 | 10,915 |
| Wayne | 15.5 | 1,560 | 2,101 | 1,827 | 1,685 | 1,492 | 2,524 | 2,515 | 1,796 | 21,799 | 28,586 | 10,754 |
| *Boyd, Ky.* | *19.7* | *2,165* | *2,674* | *2,360* | *1,950* | *1,773* | *3,398* | *3,276* | *2,104* | *21,976* | *29,069* | *11,273* |
| *Carter, Ky.* | *8.7* | *1,399* | *1,576* | *1,369* | *982* | *847* | *1,286* | *797* | *444* | *15,029* | *21,669* | *7,758* |
| *Greenup, Ky.* | *13.4* | *1,420* | *1,688* | *1,577* | *1,530* | *1,560* | *2,730* | *1,933* | *962* | *21,630* | *26,806* | *9,788* |
| *Lawrence, Ohio* | *22.9* | *2,215* | *3,028* | *2,707* | *2,300* | *2,172* | *4,158* | *3,836* | *2,484* | *22,769* | *28,643* | *10,614* |
| **PARKERSBURG - MARIETTA** | **57.5** | **4,532** | **6,464** | **6,583** | **6,456** | **6,163** | **11,136** | **9,839** | **6,327** | **23,794** | **30,084** | **11,657** |
| Wood | 33.9 | 2,745 | 3,889 | 3,868 | 3,693 | 3,478 | 6,505 | 5,756 | 3,966 | 23,933 | 30,109 | 11,827 |
| *Washington, Ohio* | *23.6* | *1,787* | *2,575* | *2,715* | *2,763* | *2,685* | *4,631* | *4,083* | *2,361* | *23,621* | *30,049* | *11,420* |
| **STEUBENVILLE - WEIRTON** | **54.6** | **4,532** | **6,191** | **5,871** | **5,141** | **4,823** | **10,258** | **11,212** | **6,572** | **25,730** | **30,965** | **11,974** |
| Brooke | 10.0 | 878 | 1,058 | 1,150 | 1,055 | 948 | 2,238 | 1,890 | 783 | 24,564 | 28,288 | 10,595 |
| Hancock | 13.6 | 1,003 | 1,444 | 1,332 | 1,204 | 1,172 | 2,505 | 3,011 | 1,929 | 27,530 | 32,479 | 12,657 |
| *Jefferson, Ohio* | *31.0* | *2,651* | *3,689* | *3,389* | *2,882* | *2,703* | *5,515* | *6,311* | *3,860* | *25,343* | *31,165* | *12,137* |
| **WHEELING** | **62.3** | **5,448** | **7,897** | **7,414** | **6,287** | **6,015** | **11,510** | **10,990** | **6,739** | **23,425** | **29,516** | **11,653** |
| Marshall | 14.0 | 988 | 1,617 | 1,533 | 1,273 | 1,266 | 2,696 | 2,840 | 1,787 | 26,269 | 31,391 | 11,846 |
| Ohio | 20.4 | 2,105 | 2,840 | 2,593 | 2,228 | 1,948 | 3,399 | 3,089 | 2,200 | 20,995 | 29,050 | 11,782 |
| *Belmont, Ohio* | *27.9* | *2,357* | *3,440* | *3,288* | *2,786* | *2,801* | *5,415* | *5,061* | *2,752* | *23,744* | *28,915* | *11,459* |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Barbour | 5.8 | 760 | 1,047 | 973 | 788 | 637 | 834 | 545 | 216 | 15,727 | 20,917 | 7,777 |
| Berkeley | 22.8 | 2,069 | 3,093 | 2,916 | 2,585 | 2,306 | 4,091 | 3,564 | 2,176 | 21,501 | 28,092 | 10,622 |
| Boone | 9.5 | 918 | 1,147 | 1,148 | 938 | 880 | 1,974 | 1,646 | 849 | 23,383 | 28,050 | 10,491 |
| Braxton | 4.9 | 595 | 855 | 699 | 598 | 480 | 69[illegible] | 641 | 341 | 17,371 | 23,953 | 9,099 |
| Brooke | 10.0 | 878 | 1,058 | 1,150 | 1,055 | 948 | 2,238 | 1,890 | 783 | 24,564 | 28,288 | 10,595 |
| Cabell | 38.8 | 4,045 | 5,865 | 5,651 | 4,404 | 3,646 | 6,236 | 5,177 | 3,776 | 19,352 | 26,977 | 10,915 |
| Calhoun | 2.9 | 390 | 582 | 518 | 368 | 289 | 394 | 240 | 119 | 14,592 | 20,613 | 7,664 |
| Clay | 3.6 | 522 | 644 | 471 | 462 | 390 | 541 | 390 | 180 | 16,806 | 22,348 | 8,126 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Households by E B I Group | | | | | | | | Median Household E B I | Average Household E B I | Per Capita E B I |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under $5,000 | $5,000 To $9,999 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 Or More | | | |
| **WEST VIRGINIA (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Doddridge | 2.6 | 389 | 498 | 472 | 377 | 249 | 305 | 210 | 100 | 14,392 | 19,230 | 7,246 |
| Fayette | 18.0 | 1,779 | 2,690 | 3,128 | 2,282 | 1,818 | 2,920 | 2,223 | 1,160 | 17,907 | 24,295 | 9,285 |
| Gilmer | 2.7 | 406 | 564 | 476 | 348 | 241 | 428 | 134 | 103 | 13,947 | 20,213 | 7,181 |
| Grant | 3.9 | 433 | 622 | 555 | 535 | 422 | 568 | 510 | 255 | 18,105 | 24,278 | 9,104 |
| Greenbrier | 13.7 | 1,541 | 2,087 | 2,280 | 1,727 | 1,371 | 2,277 | 1,497 | 920 | 17,622 | 24,341 | 9,694 |
| Hampshire | 6.3 | 774 | 1,045 | 1,090 | 863 | 672 | 964 | 591 | 301 | 16,294 | 21,961 | 8,285 |
| Hancock | 13.6 | 1,003 | 1,444 | 1,332 | 1,204 | 1,172 | 2,505 | 3,011 | 1,929 | 27,530 | 32,479 | 12,657 |
| Hardy | 4.3 | 571 | 657 | 661 | 611 | 498 | 695 | 453 | 154 | 16,984 | 22,080 | 8,553 |
| Harrison | 26.8 | 2,867 | 3,952 | 3,845 | 3,256 | 2,801 | 4,601 | 3,365 | 2,113 | 19,219 | 25,892 | 10,086 |
| Jackson | 9.6 | 1,161 | 1,196 | 989 | 834 | 922 | 1,878 | 1,714 | 906 | 23,401 | 27,800 | 10,304 |
| Jefferson | 13.1 | 893 | 1,546 | 1,917 | 1,632 | 1,575 | 2,367 | 1,972 | 1,198 | 21,796 | 28,352 | 10,175 |
| Kanawha | 84.0 | 6,299 | 9,182 | 9,394 | 8,436 | 8,000 | 15,082 | 14,597 | 13,010 | 25,449 | 32,569 | 13,281 |
| Lewis | 6.5 | 752 | 1,132 | 982 | 744 | 690 | 1,057 | 787 | 356 | 17,455 | 23,910 | 9,142 |
| Lincoln | 7.6 | 1,069 | 1,114 | 1,021 | 817 | 743 | 1,380 | 968 | 488 | 18,438 | 23,821 | 8,540 |
| Logan | 15.2 | 1,362 | 1,844 | 2,004 | 1,844 | 1,603 | 2,618 | 2,329 | 1,596 | 21,609 | 28,509 | 10,220 |
| McDowell | 12.4 | 1,598 | 1,935 | 2,162 | 1,541 | 1,102 | 2,035 | 1,425 | 602 | 16,490 | 22,501 | 8,230 |
| Marion | 22.4 | 1,914 | 2,758 | 2,712 | 2,617 | 2,329 | 3,782 | 3,658 | 2,630 | 22,385 | 29,138 | 11,531 |
| Marshall | 14.0 | 988 | 1,617 | 1,533 | 1,273 | 1,266 | 2,696 | 2,840 | 1,787 | 26,269 | 31,391 | 11,846 |
| Mason | 9.6 | 1,082 | 1,396 | 1,332 | 1,153 | 1,090 | 1,736 | 1,177 | 634 | 19,318 | 24,460 | 9,355 |
| Mercer | 25.1 | 2,743 | 3,751 | 3,860 | 3,069 | 2,640 | 4,274 | 2,994 | 1,769 | 18,590 | 25,238 | 9,867 |
| ☐ Mineral | 10.0 | 1,064 | 1,384 | 1,350 | 1,201 | 1,265 | 1,821 | 1,233 | 682 | 20,004 | 25,010 | 9,367 |
| Mingo | 11.7 | 1,847 | 1,922 | 1,716 | 1,332 | 1,098 | 1,833 | 1,294 | 658 | 16,283 | 22,732 | 7,987 |
| Monongalia | 29.1 | 3,067 | 3,815 | 4,068 | 3,297 | 2,622 | 4,176 | 4,015 | 4,040 | 20,498 | 30,251 | 11,660 |
| Monroe | 4.7 | 400 | 651 | 639 | 656 | 566 | 698 | 702 | 388 | 20,031 | 26,366 | 9,994 |
| Morgan | 4.8 | 587 | 741 | 718 | 586 | 470 | 828 | 569 | 281 | 18,026 | 25,051 | 9,776 |
| Nicholas | 9.9 | 792 | 1,198 | 1,246 | 1,156 | 985 | 1,627 | 1,634 | 1,262 | 22,754 | 29,943 | 11,144 |
| Ohio | 20.4 | 2,103 | 2,840 | 2,593 | 2,228 | 1,948 | 3,399 | 3,089 | 2,200 | 20,995 | 29,050 | 11,782 |
| Pendleton | 3.1 | 366 | 536 | 629 | 447 | 336 | 465 | 233 | 88 | 15,179 | 20,250 | 7,750 |
| Pleasants | 2.8 | 300 | 399 | 346 | 293 | 320 | 586 | 367 | 189 | 20,912 | 23,898 | 9,669 |
| Pocahontas | 3.6 | 579 | 716 | 613 | 514 | 404 | 403 | 261 | 110 | 14,069 | 18,886 | 7,639 |
| Preston | 10.6 | 1,373 | 1,693 | 1,588 | 1,307 | 1,178 | 1,761 | 1,110 | 590 | 17,464 | 23,631 | 8,667 |
| Putnam | 15.8 | 1,282 | 1,492 | 1,538 | 1,497 | 1,574 | 3,328 | 3,172 | 1,917 | 26,583 | 30,944 | 11,317 |
| Raleigh | 29.0 | 2,531 | 3,737 | 4,247 | 3,368 | 3,014 | 5,327 | 4,277 | 2,499 | 20,990 | 27,468 | 10,537 |
| Randolph | 10.3 | 1,199 | 1,618 | 1,581 | 1,375 | 1,136 | 1,700 | 1,066 | 625 | 17,723 | 24,642 | 9,163 |
| Ritchie | 3.9 | 582 | 744 | 699 | 533 | 428 | 470 | 317 | 127 | 14,414 | 19,555 | 7,551 |
| Roane | 5.7 | 641 | 969 | 908 | 731 | 626 | 939 | 592 | 294 | 17,030 | 23,216 | 8,764 |
| Summers | 5.2 | 663 | 892 | 883 | 590 | 505 | 770 | 555 | 342 | 16,103 | 24,028 | 8,861 |
| Taylor | 5.7 | 568 | 729 | 749 | 718 | 621 | 944 | 820 | 551 | 20,672 | 26,880 | 10,214 |
| Tucker | 3.0 | 458 | 581 | 544 | 392 | 352 | 382 | 220 | 71 | 14,067 | 19,034 | 7,416 |
| Tyler | 3.7 | 281 | 380 | 417 | 378 | 301 | 538 | 788 | 617 | 26,611 | 33,052 | 12,607 |
| Upshur | 8.1 | 915 | 1,240 | 1,169 | 988 | 897 | 1,439 | 985 | 467 | 18,670 | 24,566 | 8,804 |
| Wayne | 15.5 | 1,560 | 2,101 | 1,827 | 1,685 | 1,492 | 2,524 | 2,515 | 1,796 | 21,799 | 28,586 | 10,754 |
| Webster | 3.9 | 453 | 650 | 625 | 512 | 377 | 610 | 449 | 224 | 16,939 | 23,009 | 8,466 |
| Wetzel | 7.2 | 938 | 1,086 | 854 | 710 | 658 | 1,402 | 1,157 | 395 | 20,091 | 24,733 | 9,372 |
| Wirt | 1.9 | 238 | 377 | 301 | 196 | 245 | 345 | 148 | 50 | 16,000 | 20,246 | 7,398 |
| Wood | 33.9 | 2,745 | 3,889 | 3,868 | 3,693 | 3,478 | 6,505 | 5,756 | 3,966 | 23,933 | 30,109 | 11,827 |
| Wyoming | 10.3 | 1,183 | 1,168 | 1,197 | 1,074 | 961 | 2,095 | 1,807 | 815 | 22,672 | 27,125 | 9,837 |
| **TOTAL METRO COUNTIES** | **256.0** | **21,967** | **30,872** | **30,236** | **26,676** | **24,789** | **46,334** | **43,280** | **31,846** | **23,674** | **30,242** | **11,942** |
| **TOTAL STATE** | **683.5** | **68,516** | **92,869** | **92,184** | **77,818** | **68,637** | **118,082** | **99,699** | **65,695** | **20,694** | **27,469** | **10,546** |
| **WISCONSIN** | | | | | | | | | | | | |
| **APPLETON - OSHKOSH - NEENAH** | **116.4** | **4,842** | **9,129** | **11,145** | **11,318** | **11,511** | **23,707** | **25,108** | **19,640** | **29,473** | **36,462** | **13,367** |
| Calumet | 11.9 | 391 | 861 | 1,077 | 1,129 | 1,169 | 2,592 | 2,742 | 1,939 | 30,347 | 36,758 | 12,642 |
| Outagamie | 51.0 | 2,156 | 3,686 | 4,292 | 4,653 | 4,960 | 10,729 | 11,513 | 9,011 | 30,561 | 37,568 | 13,512 |
| Winnebago | 53.5 | 2,295 | 4,582 | 5,776 | 5,536 | 5,382 | 10,366 | 10,853 | 8,690 | 28,077 | 35,341 | 13,400 |
| **EAU CLAIRE** | **50.6** | **2,927** | **5,408** | **6,375** | **6,186** | **5,332** | **9,051** | **8,795** | **6,526** | **24,099** | **32,191** | **11,786** |
| Chippewa | 19.1 | 915 | 1,844 | 2,127 | 2,206 | 1,941 | 3,525 | 3,481 | 3,061 | 26,356 | 34,462 | 12,538 |
| Eau Claire | 31.5 | 2,012 | 3,564 | 4,248 | 3,980 | 3,391 | 5,526 | 5,314 | 3,465 | 22,783 | 30,815 | 11,326 |
| **GREEN BAY** | **72.9** | **3,595** | **6,497** | **7,519** | **6,745** | **7,007** | **15,199** | **15,371** | **10,967** | **28,491** | **35,112** | **13,046** |
| Brown | 72.9 | 3,595 | 6,497 | 7,519 | 6,745 | 7,007 | 15,199 | 15,371 | 10,967 | 28,491 | 35,112 | 13,046 |
| **JANESVILLE - BELOIT** | **52.2** | **2,587** | **4,924** | **5,203** | **4,659** | **4,679** | **10,611** | **11,265** | **8,272** | **29,129** | **35,048** | **13,133** |
| Rock | 52.2 | 2,587 | 4,924 | 5,203 | 4,659 | 4,679 | 10,611 | 11,265 | 8,272 | 29,129 | 35,048 | 13,133 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Total Households (Thousands) | Households by E B I Group: Under $5,000 | $5,000 To $9,999 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **WISCONSIN (continued)** | | | | | | | | | | | | |
| **KENOSHA** | **47.3** | **1,595** | **3,309** | **3,662** | **3,792** | **3,513** | **7,365** | **10,237** | **13,827** | **35,536** | **43,112** | **15,808** |
| Kenosha | 47.3 | 1,595 | 3,309 | 3,662 | 3,792 | 3,513 | 7,365 | 10,237 | 13,827 | 35,536 | 43,112 | 15,808 |
| **LA CROSSE** | **36.9** | **1,817** | **3,705** | **4,021** | **4,155** | **3,839** | **6,650** | **7,034** | **5,679** | **26,270** | **35,132** | **13,175** |
| La Crosse | 36.9 | 1,817 | 3,705 | 4,021 | 4,155 | 3,839 | 6,650 | 7,034 | 5,679 | 26,270 | 35,132 | 13,175 |
| **MADISON** | **144.1** | **7,137** | **10,867** | **13,201** | **14,420** | **13,711** | **24,069** | **29,150** | **31,545** | **30,218** | **39,050** | **15,192** |
| Dane | 144.1 | 7,137 | 10,867 | 13,201 | 14,420 | 13,711 | 24,069 | 29,150 | 31,545 | 30,218 | 39,050 | 15,192 |
| **MILWAUKEE** | **539.4** | **21,281** | **40,960** | **44,266** | **45,101** | **43,612** | **87,729** | **116,669** | **139,782** | **33,549** | **41,939** | **15,745** |
| Milwaukee | 372.8 | 17,571 | 34,322 | 35,345 | 35,339 | 33,089 | 62,317 | 75,292 | 79,525 | 29,899 | 38,200 | 14,854 |
| Ozaukee | 26.0 | 543 | 1,119 | 1,590 | 1,557 | 1,683 | 4,179 | 6,160 | 9,169 | 40,163 | 49,381 | 17,445 |
| Washington | 33.4 | 1,182 | 1,912 | 2,373 | 2,436 | 2,783 | 6,847 | 8,553 | 7,314 | 33,938 | 40,181 | 13,907 |
| Waukesha | 107.2 | 1,985 | 3,607 | 4,958 | 5,769 | 6,057 | 14,386 | 26,664 | 43,774 | 44,592 | 53,685 | 18,685 |
| ***MILWAUKEE - RACINE CONSOLIDATED AREA*** | ***603.3*** | ***24,246*** | ***46,035*** | ***49,786*** | ***50,321*** | ***48,971*** | ***99,535*** | ***131,383*** | ***153,023*** | ***33,345*** | ***41,559*** | ***15,550*** |
| **RACINE** | **63.9** | **2,965** | **5,075** | **5,520** | **5,220** | **5,359** | **11,806** | **14,714** | **13,241** | **31,751** | **38,357** | **13,958** |
| Racine | 63.9 | 2,965 | 5,075 | 5,520 | 5,220 | 5,359 | 11,806 | 14,714 | 13,241 | 31,751 | 38,357 | 13,958 |
| **SHEBOYGAN** | **38.7** | **1,236** | **3,117** | **3,735** | **3,490** | **3,264** | **7,438** | **8,945** | **7,475** | **31,176** | **38,236** | **14,201** |
| Sheboygan | 38.7 | 1,236 | 3,117 | 3,735 | 3,490 | 3,264 | 7,438 | 8,945 | 7,475 | 31,176 | 38,236 | 14,201 |
| **WAUSAU** | **41.7** | **2,221** | **4,171** | **4,300** | **4,137** | **4,156** | **8,413** | **8,444** | **5,859** | **27,274** | **33,821** | **12,169** |
| Marathon | 41.7 | 2,221 | 4,171 | 4,300 | 4,137 | 4,156 | 8,413 | 8,444 | 5,858 | 27,274 | 33,821 | 12,169 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Adams | 6.0 | 391 | 703 | 804 | 771 | 613 | 1,036 | 950 | 732 | 22,611 | 30,522 | 11,591 |
| Ashland | 6.3 | 383 | 926 | 942 | 897 | 735 | 1,047 | 838 | 532 | 20,013 | 27,054 | 10,457 |
| Barron | 15.5 | 1,084 | 2,119 | 2,223 | 2,020 | 1,807 | 2,802 | 2,113 | 1,332 | 20,781 | 27,530 | 10,408 |
| Bayfield | 5.6 | 406 | 823 | 851 | 770 | 599 | 895 | 774 | 482 | 19,640 | 26,521 | 10,533 |
| Brown | 72.9 | 3,595 | 6,497 | 7,519 | 6,745 | 7,007 | 15,199 | 15,371 | 10,967 | 28,491 | 35,112 | 13,046 |
| Buffalo | 5.1 | 352 | 589 | 670 | 659 | 554 | 869 | 770 | 637 | 22,361 | 30,779 | 11,542 |
| Burnett | 5.2 | 346 | 707 | 752 | 717 | 593 | 911 | 698 | 476 | 20,574 | 27,950 | 11,095 |
| Calumet | 11.9 | 391 | 861 | 1,077 | 1,129 | 1,169 | 2,592 | 2,742 | 1,939 | 30,347 | 36,758 | 12,642 |
| Chippewa | 19.1 | 915 | 1,844 | 2,127 | 2,206 | 1,941 | 3,525 | 3,481 | 3,061 | 26,356 | 34,462 | 12,538 |
| Clark | 11.2 | 1,019 | 1,671 | 1,619 | 1,466 | 1,256 | 1,899 | 1,308 | 962 | 19,377 | 26,374 | 9,348 |
| Columbia | 17.0 | 1,014 | 1,786 | 1,987 | 1,878 | 1,892 | 3,418 | 3,050 | 1,975 | 24,859 | 31,091 | 11,642 |
| Crawford | 5.9 | 486 | 920 | 991 | 774 | 667 | 960 | 643 | 459 | 18,551 | 26,363 | 9,782 |
| Dane | 144.1 | 7,137 | 10,867 | 13,201 | 14,420 | 13,711 | 24,069 | 29,150 | 31,545 | 30,218 | 39,050 | 15,192 |
| Dodge | 26.9 | 1,309 | 2,376 | 2,897 | 2,780 | 2,820 | 5,525 | 5,301 | 3,892 | 27,268 | 34,224 | 11,987 |
| Door | 10.1 | 574 | 1,022 | 1,249 | 1,245 | 1,182 | 2,063 | 1,575 | 1,190 | 24,018 | 31,628 | 12,381 |
| ☐ Douglas | 16.4 | 961 | 2,026 | 2,048 | 1,753 | 1,501 | 2,912 | 2,954 | 2,245 | 24,724 | 31,715 | 12,473 |
| Dunn | 12.3 | 1,029 | 1,684 | 1,897 | 1,672 | 1,332 | 2,178 | 1,501 | 1,007 | 19,582 | 27,857 | 9,518 |
| Eau Claire | 31.5 | 2,012 | 3,564 | 4,248 | 3,980 | 3,391 | 5,526 | 5,314 | 3,465 | 22,783 | 30,815 | 11,326 |
| Florence | 1.8 | 112 | 215 | 223 | 201 | 162 | 283 | 301 | 303 | 24,500 | 33,528 | 13,120 |
| Fond du Lac | 32.7 | 1,372 | 2,823 | 3,333 | 3,390 | 3,407 | 6,685 | 6,940 | 4,750 | 28,062 | 34,724 | 12,574 |
| Forest | 3.3 | 181 | 511 | 500 | 539 | 466 | 511 | 386 | 206 | 19,289 | 25,480 | 9,555 |
| Grant | 17.1 | 1,276 | 2,064 | 2,045 | 1,983 | 1,832 | 3,132 | 2,629 | 2,139 | 23,040 | 31,338 | 10,914 |
| Green | 11.6 | 700 | 1,165 | 1,319 | 1,324 | 1,244 | 2,205 | 2,029 | 1,614 | 25,206 | 33,318 | 12,714 |
| Green Lake | 7.2 | 441 | 859 | 1,009 | 937 | 885 | 1,345 | 1,021 | 703 | 22,012 | 28,851 | 11,108 |
| Iowa | 7.4 | 674 | 1,007 | 1,181 | 1,067 | 880 | 1,348 | 716 | 527 | 18,935 | 25,435 | 9,318 |
| Iron | 2.6 | 260 | 533 | 516 | 383 | 305 | 368 | 166 | 69 | 14,906 | 20,123 | 8,577 |
| Jackson | 6.3 | 616 | 962 | 905 | 844 | 687 | 1,107 | 817 | 362 | 18,945 | 25,338 | 9,616 |
| Jefferson | 24.1 | 1,178 | 2,186 | 2,419 | 2,346 | 2,451 | 4,913 | 4,981 | 3,626 | 27,951 | 35,147 | 12,438 |
| Juneau | 8.3 | 601 | 1,074 | 1,176 | 1,127 | 946 | 1,454 | 1,066 | 856 | 20,869 | 28,393 | 10,810 |
| Kenosha | 47.3 | 1,595 | 3,309 | 3,662 | 3,792 | 3,513 | 7,365 | 10,237 | 13,827 | 35,536 | 43,112 | 15,808 |
| Kewaunee | 6.8 | 452 | 674 | 838 | 748 | 705 | 1,279 | 1,193 | 911 | 24,881 | 32,263 | 11,608 |
| La Crosse | 36.9 | 1,817 | 3,705 | 4,021 | 4,155 | 3,839 | 6,650 | 7,034 | 5,679 | 26,270 | 35,132 | 13,175 |
| Lafayette | 5.8 | 452 | 656 | 678 | 721 | 678 | 1,082 | 896 | 637 | 22,831 | 29,483 | 10,687 |
| Langlade | 7.6 | 499 | 1,089 | 1,079 | 995 | 842 | 1,335 | 938 | 823 | 20,784 | 28,154 | 10,973 |
| Lincoln | 10.2 | 662 | 1,327 | 1,459 | 1,336 | 1,208 | 1,942 | 1,442 | 824 | 21,305 | 28,235 | 10,627 |
| Manitowoc | 30.0 | 1,361 | 3,006 | 3,217 | 3,254 | 3,183 | 6,208 | 5,946 | 3,825 | 26,603 | 33,066 | 12,369 |
| Marathon | 41.7 | 2,221 | 4,171 | 4,300 | 4,137 | 4,156 | 8,413 | 8,444 | 5,858 | 27,274 | 33,821 | 12,169 |
| Marinette | 15.6 | 1,014 | 2,385 | 2,258 | 1,775 | 1,664 | 3,029 | 2,333 | 1,142 | 21,107 | 27,121 | 10,395 |
| Marquette | 4.9 | 511 | 790 | 821 | 675 | 612 | 805 | 395 | 291 | 17,436 | 23,302 | 9,208 |
| Menominee | 1.1 | 14 | 98 | 158 | 173 | 133 | 280 | 123 | 121 | 23,880 | 29,404 | 8,293 |
| Milwaukee | 372.8 | 17,571 | 34,322 | 35,345 | 35,339 | 33,089 | 62,317 | 75,292 | 79,525 | 29,899 | 38,200 | 14,854 |
| Monroe | 13.2 | 770 | 1,458 | 1,585 | 1,526 | 1,409 | 2,478 | 2,236 | 1,738 | 24,493 | 32,788 | 11,729 |
| Oconto | 11.3 | 812 | 1,460 | 1,614 | 1,463 | 1,281 | 2,007 | 1,651 | 1,012 | 21,121 | 27,730 | 10,307 |
| Oneida | 12.7 | 694 | 1,549 | 1,909 | 1,662 | 1,478 | 2,434 | 1,976 | 998 | 21,776 | 28,260 | 11,286 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Total Households (Thousands) | Under $5,000 | $5,000 To $9,999 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **WISCONSIN (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Outagamie | 51.0 | 2,156 | 3,686 | 4,292 | 4,653 | 4,960 | 10,729 | 11,513 | 9,011 | 30,561 | 37,568 | 13,512 |
| Ozaukee | 26.0 | 543 | 1,119 | 1,590 | 1,557 | 1,683 | 4,179 | 6,160 | 9,169 | 40,163 | 49,381 | 17,445 |
| Pepin | 2.6 | 133 | 331 | 295 | 296 | 272 | 481 | 433 | 359 | 24,471 | 32,039 | 11,733 |
| Pierce | 11.1 | 675 | 930 | 1,153 | 1,182 | 1,126 | 2,085 | 1,990 | 1,959 | 27,290 | 35,960 | 12,096 |
| Polk | 13.1 | 896 | 1,797 | 1,799 | 1,678 | 1,459 | 2,366 | 1,933 | 1,172 | 21,220 | 27,955 | 10,463 |
| Portage | 21.5 | 1,225 | 1,998 | 2,219 | 2,236 | 2,055 | 3,734 | 4,348 | 3,685 | 27,645 | 36,031 | 12,535 |
| Price | 6.1 | 459 | 977 | 869 | 741 | 611 | 1,012 | 932 | 499 | 20,034 | 27,059 | 10,581 |
| Racine | 63.9 | 2,965 | 5,075 | 5,520 | 5,220 | 5,359 | 11,806 | 14,714 | 13,241 | 31,751 | 38,357 | 13,958 |
| Richland | 6.6 | 392 | 876 | 852 | 824 | 738 | 1,253 | 946 | 719 | 22,378 | 29,905 | 11,278 |
| Rock | 52.2 | 2,587 | 4,924 | 5,203 | 4,659 | 4,679 | 10,611 | 11,265 | 8,272 | 29,129 | 35,048 | 13,133 |
| Rusk | 5.7 | 468 | 929 | 978 | 885 | 662 | 908 | 579 | 291 | 17,503 | 24,227 | 9,206 |
| ☐ St. Croix | 17.9 | 745 | 1,482 | 1,561 | 1,477 | 1,418 | 3,115 | 4,021 | 4,081 | 32,356 | 39,417 | 13,835 |
| Sauk | 17.8 | 1,044 | 1,882 | 2,036 | 2,148 | 2,067 | 3,502 | 3,081 | 2,040 | 24,329 | 32,047 | 12,086 |
| Sawyer | 5.6 | 492 | 931 | 909 | 765 | 614 | 891 | 597 | 401 | 17,788 | 24,731 | 9,685 |
| Shawano | 13.8 | 1,056 | 1,899 | 1,972 | 1,771 | 1,540 | 2,437 | 1,883 | 1,242 | 20,582 | 27,700 | 10,248 |
| Sheboygan | 38.7 | 1,236 | 3,117 | 3,735 | 3,490 | 3,264 | 7,438 | 8,945 | 7,475 | 31,176 | 38,236 | 14,201 |
| Taylor | 6.7 | 483 | 832 | 987 | 878 | 727 | 1,170 | 976 | 647 | 21,027 | 28,700 | 10,174 |
| Trempealeau | 9.5 | 777 | 1,289 | 1,316 | 1,311 | 1,192 | 1,733 | 1,136 | 746 | 20,208 | 26,728 | 10,076 |
| Vernon | 9.7 | 889 | 1,453 | 1,384 | 1,250 | 1,003 | 1,526 | 1,305 | 890 | 19,473 | 27,236 | 10,320 |
| Vilas | 7.3 | 454 | 880 | 1,094 | 1,051 | 866 | 1,363 | 931 | 661 | 20,929 | 28,458 | 11,671 |
| Walworth | 27.8 | 1,491 | 2,506 | 2,760 | 2,901 | 2,721 | 4,993 | 5,792 | 4,636 | 27,924 | 36,176 | 13,338 |
| Washburn | 5.5 | 483 | 875 | 903 | 864 | 651 | 855 | 579 | 290 | 17,793 | 23,929 | 9,537 |
| Washington | 33.4 | 1,182 | 1,912 | 2,373 | 2,436 | 2,783 | 6,847 | 8,553 | 7,314 | 33,938 | 40,181 | 13,907 |
| Waukesha | 107.2 | 1,985 | 3,607 | 4,958 | 5,769 | 6,057 | 14,386 | 26,664 | 43,774 | 44,592 | 53,685 | 18,685 |
| Waupaca | 17.1 | 1,083 | 2,159 | 1,992 | 1,947 | 1,943 | 3,363 | 2,754 | 1,859 | 23,533 | 30,576 | 11,293 |
| Waushara | 7.7 | 656 | 1,221 | 1,262 | 1,036 | 831 | 1,332 | 859 | 503 | 18,385 | 25,233 | 9,964 |
| Winnebago | 53.5 | 2,295 | 4,582 | 5,776 | 5,536 | 5,382 | 10,386 | 10,853 | 8,690 | 28,077 | 35,341 | 13,400 |
| Wood | 27.5 | 1,355 | 2,639 | 2,856 | 2,763 | 2,604 | 5,033 | 5,577 | 4,673 | 28,072 | 35,193 | 13,132 |
| **TOTAL METRO COUNTIES** | **1,238.4** | **53,909** | **100,670** | **112,556** | **112,453** | **108,902** | **218,065** | **262,707** | **269,138** | **31,055** | **39,093** | **14,608** |
| **TOTAL STATE** | **1,829.8** | **91,465** | **170,291** | **187,316** | **183,098** | **173,092** | **327,935** | **359,040** | **337,563** | **28,292** | **36,405** | **13,561** |
| **WYOMING** | | | | | | | | | | | | |
| **CASPER** | **23.4** | **1,281** | **1,889** | **2,149** | **2,051** | **2,237** | **4,917** | **5,059** | **3,817** | **28,933** | **34,592** | **13,446** |
| Natrona | 23.4 | 1,281 | 1,889 | 2,149 | 2,051 | 2,237 | 4,917 | 5,059 | 3,817 | 28,933 | 34,592 | 13,446 |
| **CHEYENNE** | **28.2** | **2,091** | **3,165** | **3,870** | **3,359** | **2,766** | **4,831** | **4,734** | **3,384** | **22,853** | **29,463** | **11,335** |
| Laramie | 28.2 | 2,091 | 3,165 | 3,870 | 3,359 | 2,766 | 4,831 | 4,734 | 3,384 | 22,853 | 29,463 | 11,335 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Albany | 12.0 | 1,275 | 1,612 | 1,660 | 1,227 | 1,135 | 1,929 | 1,673 | 1,489 | 21,025 | 28,734 | 11,195 |
| Big Horn | 3.8 | 346 | 519 | 529 | 429 | 452 | 672 | 504 | 349 | 20,885 | 26,725 | 9,860 |
| Campbell | 9.9 | 230 | 426 | 569 | 757 | 770 | 1,765 | 2,795 | 2,588 | 37,328 | 42,229 | 14,269 |
| Carbon | 5.9 | 394 | 486 | 527 | 486 | 527 | 1,204 | 1,355 | 921 | 29,246 | 34,085 | 12,337 |
| Converse | 3.9 | 194 | 270 | 323 | 283 | 413 | 881 | 935 | 601 | 30,182 | 34,715 | 12,653 |
| Crook | 1.9 | 131 | 233 | 301 | 273 | 226 | 346 | 229 | 161 | 20,245 | 25,854 | 9,268 |
| Fremont | 11.8 | 795 | 1,092 | 1,393 | 1,298 | 1,280 | 2,681 | 2,131 | 1,130 | 25,137 | 28,953 | 10,322 |
| Goshen | 4.8 | 440 | 767 | 730 | 592 | 478 | 842 | 494 | 457 | 18,889 | 25,182 | 9,827 |
| Hot Springs | 1.9 | 149 | 224 | 208 | 174 | 181 | 341 | 334 | 289 | 25,389 | 31,332 | 12,666 |
| Johnson | 2.3 | 274 | 317 | 355 | 285 | 233 | 364 | 248 | 224 | 18,396 | 26,130 | 10,017 |
| Laramie | 28.2 | 2,091 | 3,165 | 3,870 | 3,359 | 2,766 | 4,831 | 4,734 | 3,384 | 22,853 | 29,463 | 11,335 |
| Lincoln | 4.1 | 283 | 444 | 542 | 454 | 420 | 871 | 618 | 468 | 23,924 | 28,786 | 9,518 |
| Natrona | 23.4 | 1,281 | 1,889 | 2,149 | 2,051 | 2,237 | 4,917 | 5,059 | 3,817 | 28,933 | 34,592 | 13,446 |
| Niobrara | 1.0 | 153 | 166 | 146 | 123 | 95 | 154 | 81 | 82 | 16,455 | 23,051 | 9,605 |
| Park | 8.7 | 555 | 922 | 1,121 | 993 | 799 | 1,758 | 1,439 | 1,113 | 24,733 | 30,553 | 11,507 |
| Platte | 3.1 | 317 | 330 | 328 | 355 | 393 | 683 | 507 | 187 | 22,833 | 25,878 | 10,155 |
| Sheridan | 9.3 | 540 | 970 | 1,052 | 886 | 810 | 1,553 | 1,885 | 1,604 | 27,660 | 34,044 | 13,588 |
| Sublette | 1.8 | 123 | 192 | 228 | 203 | 206 | 344 | 297 | 207 | 23,692 | 29,416 | 11,266 |
| Sweetwater | 13.3 | 520 | 778 | 995 | 920 | 1,086 | 2,891 | 3,440 | 2,670 | 33,030 | 37,970 | 13,289 |
| Teton | 4.7 | 244 | 451 | 560 | 528 | 605 | 976 | 664 | 672 | 24,689 | 31,945 | 13,170 |
| Uinta | 5.8 | 266 | 374 | 447 | 385 | 459 | 1,326 | 1,578 | 965 | 32,461 | 36,586 | 11,470 |
| Washakie | 3.1 | 134 | 262 | 381 | 296 | 315 | 612 | 596 | 504 | 27,552 | 33,236 | 12,565 |
| Weston | 2.4 | 128 | 173 | 204 | 211 | 204 | 391 | 660 | 429 | 32,844 | 36,448 | 13,668 |
| **TOTAL METRO COUNTIES** | **51.6** | **3,372** | **5,054** | **6,019** | **5,410** | **5,003** | **9,748** | **9,793** | **7,201** | **25,945** | **31,789** | **12,287** |
| **TOTAL STATE** | **167.1** | **10,863** | **16,062** | **18,618** | **16,568** | **16,090** | **32,332** | **32,256** | **24,311** | **26,618** | **32,238** | **12,008** |

# SECTION 8

## State And Regional Summaries
## Retail Sales By Store Group
## Retail Sales By Merchandise Line Category

### EXPLANATION OF TERMS

An explanation of terms used in the **Survey of Buying Power Demographics USA 1991** will be found in the Introductory Section starting on page A-5. A detailed listing of the outlets that make up each Store Group, and definitions of the Merchandise Line Sales categories, will be found on pages A-9 and A-10.

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## NOTICE

Because of the layout of the tables in this section, the data begin on page 8-2.

In the summaries of retail sales by merchandise line (pages 8-4 through 8-7), the data for each region or state are arranged across two facing pages, with name repeated on the right-hand page for convenience.

## REGIONAL AND STATE SUMMARIES

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1990<br>U.S. CENSUS: 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **REGION**<br>State | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **NEW ENGLAND** | 1990 | **112,582,224** | **23,176,042** | **21,216,115** | **12,059,147** | **10,655,917** | **8,387,385** | **5,860,882** | **5,801,116** | **3,441,380** | **22,902,817** | **6,854,785** | **6,032,362** | **3,603,937** |
| | 1987 | 101,627,795 | 18,702,709 | 17,113,717 | 9,471,898 | 10,699,028 | 8,445,265 | 5,707,325 | 4,841,355 | 2,873,630 | 22,498,264 | 6,059,842 | 6,512,954 | 3,303,870 |
| Connecticut | 1990 | 27,729,253 | 5,534,769 | 5,109,976 | 2,660,254 | 2,546,884 | 2,210,645 | 1,544,119 | 1,598,800 | 913,814 | 5,675,683 | 1,868,686 | 1,504,906 | 816,277 |
| | 1987 | 25,785,146 | 4,597,064 | 4,243,765 | 2,146,579 | 2,631,668 | 2,288,130 | 1,541,675 | 1,370,435 | 784,880 | 5,736,916 | 1,696,940 | 1,675,914 | 768,853 |
| Maine | 1990 | 10,399,183 | 2,413,613 | 2,284,333 | 951,016 | 865,188 | 593,793 | 371,000 | 390,834 | 237,267 | 2,110,594 | 676,718 | 671,563 | 297,827 |
| | 1987 | 8,939,715 | 1,856,654 | 1,757,177 | 710,937 | 828,323 | 570,345 | 343,222 | 310,415 | 189,290 | 1,976,534 | 569,323 | 692,885 | 259,900 |
| Massachusetts | 1990 | 50,756,961 | 10,144,165 | 9,112,110 | 6,092,683 | 4,913,833 | 3,873,742 | 2,899,932 | 2,604,736 | 1,590,692 | 10,174,695 | 2,899,728 | 2,332,921 | 1,763,067 |
| | 1987 | 45,997,249 | 8,240,822 | 7,401,353 | 4,808,435 | 4,966,137 | 3,917,326 | 2,831,853 | 2,183,804 | 1,331,791 | 10,059,035 | 2,575,518 | 2,541,103 | 1,624,264 |
| New Hampshire | 1990 | 11,859,848 | 2,531,809 | 2,412,836 | 1,037,925 | 1,249,679 | 887,426 | 481,517 | 686,275 | 356,028 | 2,658,458 | 599,215 | 805,678 | 288,381 |
| | 1987 | 10,211,682 | 1,937,352 | 1,846,391 | 771,593 | 1,189,675 | 846,951 | 442,930 | 541,970 | 281,576 | 2,475,659 | 501,117 | 826,621 | 250,425 |
| Rhode Island | 1990 | 7,324,982 | 1,512,034 | 1,319,339 | 858,038 | 784,639 | 616,076 | 384,825 | 321,338 | 226,758 | 1,352,780 | 505,252 | 369,091 | 320,149 |
| | 1987 | 6,520,985 | 1,205,858 | 1,051,838 | 564,784 | 778,491 | 611,258 | 368,910 | 264,484 | 186,164 | 1,312,953 | 440,547 | 394,675 | 289,548 |
| Vermont | 1990 | 4,511,997 | 1,039,652 | 977,521 | 459,231 | 295,694 | 205,703 | 179,489 | 199,133 | 116,821 | 930,607 | 305,186 | 348,203 | 118,036 |
| | 1987 | 4,173,018 | 864,959 | 813,193 | 369,570 | 304,734 | 211,255 | 178,735 | 170,247 | 99,929 | 937,167 | 276,397 | 381,756 | 110,880 |
| **MIDDLE ATLANTIC** | 1990 | **270,899,848** | **56,912,964** | **51,726,798** | **26,429,761** | **27,870,663** | **23,005,034** | **17,535,132** | **15,775,521** | **9,192,854** | **54,088,358** | **15,503,914** | **11,176,285** | **9,986,049** |
| | 1987 | 236,565,599 | 48,265,511 | 43,850,318 | 22,127,704 | 26,109,841 | 21,565,245 | 15,275,296 | 12,739,227 | 7,438,234 | 48,403,977 | 12,835,866 | 11,696,419 | 8,565,450 |
| New Jersey | 1990 | 63,430,970 | 13,221,659 | 12,182,106 | 5,656,450 | 6,039,290 | 5,119,519 | 4,288,201 | 4,037,445 | 2,544,733 | 14,185,170 | 3,839,129 | 2,498,570 | 1,926,261 |
| | 1987 | 56,326,196 | 11,408,848 | 10,508,429 | 4,823,731 | 5,753,942 | 4,884,194 | 3,807,132 | 3,319,744 | 2,091,330 | 12,905,307 | 3,227,472 | 2,637,164 | 1,683,103 |
| New York | 1990 | 124,478,903 | 26,457,007 | 23,611,833 | 13,098,126 | 12,571,604 | 10,072,797 | 8,994,194 | 7,672,056 | 4,333,206 | 21,748,773 | 6,236,643 | 5,054,659 | 4,959,793 |
| | 1987 | 106,452,688 | 22,005,437 | 19,612,087 | 10,767,511 | 11,545,608 | 9,245,871 | 7,697,655 | 6,080,738 | 3,437,737 | 19,035,872 | 5,051,701 | 5,198,723 | 4,177,246 |
| Pennsylvania | 1990 | 82,989,975 | 17,234,298 | 15,932,859 | 7,675,185 | 9,259,769 | 7,812,718 | 4,252,737 | 4,066,020 | 2,314,915 | 18,154,415 | 5,428,142 | 3,623,056 | 3,099,993 |
| | 1987 | 73,786,715 | 14,851,226 | 13,729,802 | 6,536,462 | 8,810,291 | 7,435,180 | 3,770,509 | 3,338,745 | 1,909,167 | 16,462,798 | 4,556,693 | 3,860,532 | 2,705,101 |
| **EAST NORTH CENTRAL** | 1990 | **298,074,831** | **53,229,111** | **49,702,760** | **28,767,235** | **38,647,174** | **32,366,912** | **14,489,597** | **15,130,818** | **8,214,892** | **64,295,856** | **25,907,663** | **16,719,970** | **12,018,789** |
| | 1987 | 255,189,896 | 47,579,577 | 44,434,385 | 25,961,246 | 32,017,812 | 26,810,165 | 12,266,019 | 12,626,969 | 6,871,849 | 57,711,875 | 19,094,632 | 13,765,910 | 10,102,249 |
| Illinois | 1990 | 83,478,926 | 14,490,377 | 13,491,458 | 8,189,410 | 9,985,698 | 8,466,959 | 4,991,101 | 4,466,483 | 2,485,658 | 17,139,507 | 6,562,825 | 4,306,559 | 3,925,947 |
| | 1987 | 69,929,653 | 12,669,083 | 11,800,906 | 7,233,152 | 8,084,079 | 6,857,419 | 4,140,216 | 3,651,883 | 2,033,561 | 15,027,520 | 4,726,554 | 3,467,444 | 3,222,685 |
| Indiana | 1990 | 37,574,006 | 6,492,400 | 6,201,760 | 3,478,268 | 4,668,201 | 3,721,588 | 1,556,065 | 1,690,886 | 888,705 | 8,491,129 | 3,458,902 | 2,348,899 | 1,843,888 |
| | 1987 | 33,992,316 | 6,135,300 | 5,859,342 | 3,320,933 | 4,086,289 | 3,253,811 | 1,395,684 | 1,494,728 | 788,232 | 8,049,712 | 2,692,667 | 2,044,962 | 1,459,092 |
| Michigan | 1990 | 67,784,930 | 11,420,157 | 10,442,866 | 6,259,184 | 9,739,148 | 8,606,890 | 3,520,235 | 3,601,609 | 1,983,803 | 15,387,631 | 5,822,038 | 3,946,214 | 2,560,820 |
| | 1987 | 58,025,602 | 10,182,414 | 9,303,796 | 5,653,479 | 8,062,566 | 7,119,202 | 2,986,155 | 3,011,426 | 1,657,104 | 13,796,880 | 4,315,506 | 3,249,243 | 2,149,559 |
| Ohio | 1990 | 73,205,986 | 14,303,596 | 13,453,087 | 7,184,239 | 9,807,882 | 8,038,296 | 3,017,902 | 3,499,286 | 1,980,858 | 15,949,797 | 6,595,759 | 3,889,253 | 2,803,599 |
| | 1987 | 64,705,164 | 13,183,094 | 12,400,022 | 6,690,387 | 8,371,966 | 6,861,820 | 2,639,018 | 3,016,730 | 1,712,333 | 14,743,382 | 5,025,629 | 3,301,710 | 2,426,453 |
| Wisconsin | 1990 | 36,030,983 | 6,522,581 | 6,113,589 | 3,656,134 | 4,446,245 | 3,533,179 | 1,404,294 | 1,872,554 | 875,868 | 7,327,792 | 3,468,139 | 2,229,045 | 1,084,337 |
| | 1987 | 28,537,161 | 5,409,686 | 5,070,319 | 3,063,295 | 3,412,912 | 2,717,913 | 1,104,946 | 1,452,202 | 680,619 | 6,094,381 | 2,334,278 | 1,702,551 | 844,460 |
| **WEST NORTH CENTRAL** | 1990 | **124,249,370** | **24,363,529** | **23,223,254** | **11,758,543** | **16,775,688** | **13,247,083** | **5,317,709** | **4,488,931** | **2,504,437** | **27,927,588** | **11,915,547** | **7,246,082** | **3,549,711** |
| | 1987 | 105,063,433 | 20,210,742 | 19,262,496 | 10,139,145 | 13,694,007 | 10,846,077 | 4,463,197 | 4,857,018 | 2,715,160 | 23,027,378 | 9,368,649 | 6,328,522 | 3,251,007 |
| Iowa | 1990 | 18,817,884 | 4,084,260 | 3,925,528 | 1,691,466 | 2,429,607 | 1,916,327 | 789,810 | 614,557 | 323,583 | 4,305,237 | 1,917,619 | 1,055,677 | 613,306 |
| | 1987 | 15,581,497 | 3,328,132 | 3,199,102 | 1,430,983 | 1,947,269 | 1,525,958 | 650,904 | 653,175 | 345,109 | 3,482,725 | 1,477,870 | 905,717 | 551,868 |
| Kansas | 1990 | 16,655,815 | 3,474,844 | 3,361,402 | 1,566,326 | 2,242,202 | 1,802,637 | 690,491 | 620,523 | 334,686 | 3,841,603 | 1,528,395 | 932,457 | 435,399 |
| | 1987 | 13,863,350 | 2,839,063 | 2,746,552 | 1,329,563 | 1,802,706 | 1,439,849 | 570,829 | 660,576 | 354,841 | 3,119,368 | 1,182,673 | 802,219 | 393,125 |
| Minnesota | 1990 | 33,314,988 | 6,038,306 | 5,723,405 | 3,110,824 | 4,666,974 | 3,393,754 | 1,491,812 | 1,331,935 | 712,382 | 6,045,332 | 2,941,220 | 2,161,786 | 934,122 |
| | 1987 | 28,005,700 | 4,965,931 | 4,706,176 | 2,655,714 | 3,766,532 | 2,796,361 | 1,240,785 | 1,429,241 | 769,949 | 5,671,675 | 2,292,703 | 1,871,218 | 848,645 |
| Missouri | 1990 | 36,031,991 | 6,945,733 | 6,670,010 | 3,501,629 | 5,016,613 | 4,232,898 | 1,507,454 | 1,209,921 | 686,745 | 8,461,422 | 3,500,630 | 2,000,768 | 981,623 |
| | 1987 | 31,128,010 | 5,899,378 | 5,663,644 | 3,114,701 | 4,191,376 | 3,534,999 | 1,294,642 | 1,340,485 | 760,196 | 7,135,857 | 2,816,338 | 1,789,112 | 920,122 |
| Nebraska | 1990 | 10,312,527 | 2,071,936 | 1,861,404 | 1,034,273 | 1,325,800 | 1,063,948 | 446,616 | 437,134 | 292,754 | 2,228,716 | 1,027,434 | 536,226 | 302,044 |
| | 1987 | 8,814,076 | 1,734,336 | 1,559,477 | 899,497 | 1,092,126 | 869,501 | 378,089 | 477,604 | 318,270 | 1,852,877 | 815,875 | 472,612 | 279,292 |
| North Dakota | 1990 | 4,467,389 | 818,673 | 787,673 | 403,287 | 601,069 | 465,921 | 198,556 | 128,117 | 76,305 | 1,062,625 | 477,673 | 281,531 | 125,882 |
| | 1987 | 3,848,488 | 694,280 | 667,924 | 355,153 | 501,423 | 385,867 | 170,295 | 141,783 | 84,351 | 895,387 | 383,362 | 251,392 | 120,535 |
| South Dakota | 1990 | 4,648,776 | 929,777 | 893,832 | 420,738 | 493,423 | 371,598 | 192,970 | 146,544 | 77,982 | 1,082,653 | 522,576 | 277,637 | 154,133 |
| | 1987 | 3,822,309 | 749,622 | 719,621 | 353,534 | 392,575 | 293,542 | 157,653 | 154,154 | 82,444 | 869,489 | 399,828 | 236,252 | 137,420 |
| **SOUTH ATLANTIC** | 1990 | **325,787,291** | **64,628,995** | **61,489,189** | **32,714,764** | **37,644,782** | **29,678,987** | **15,349,703** | **16,856,454** | **10,399,018** | **70,885,835** | **23,196,553** | **18,113,641** | **13,127,041** |
| | 1987 | 282,219,082 | 55,820,711 | 53,100,341 | 27,921,034 | 31,388,417 | 24,707,193 | 13,556,615 | 15,140,730 | 9,332,203 | 67,735,754 | 19,203,464 | 16,728,425 | 9,998,413 |
| Delaware | 1990 | 6,041,091 | 1,087,643 | 1,009,040 | 540,398 | 859,731 | 745,491 | 258,083 | 314,499 | 198,020 | 1,242,483 | 360,420 | 360,102 | 222,188 |
| | 1987 | 5,076,801 | 915,765 | 849,692 | 448,955 | 698,249 | 605,767 | 221,986 | 275,433 | 173,131 | 1,158,244 | 291,332 | 324,110 | 164,786 |
| District of Columbia | 1990 | 3,815,320 | 637,028 | 572,600 | 910,465 | 348,255 | 300,738 | 343,432 | 204,978 | 104,501 | 169,587 | 146,677 | 71,484 | 225,821 |
| | 1987 | 3,464,882 | 597,687 | 537,238 | 842,893 | 315,184 | 272,180 | 329,177 | 200,041 | 101,985 | 176,161 | 132,118 | 71,701 | 186,627 |
| Florida | 1990 | 105,303,987 | 20,230,560 | 18,939,879 | 11,008,331 | 12,076,694 | 9,809,216 | 4,721,520 | 5,462,214 | 3,311,065 | 24,287,671 | 6,855,245 | 5,294,350 | 4,442,004 |
| | 1987 | 90,295,017 | 17,289,323 | 16,185,226 | 9,282,504 | 9,955,471 | 8,076,107 | 4,122,100 | 4,855,169 | 2,934,164 | 22,980,303 | 5,623,343 | 4,836,419 | 3,343,205 |
| Georgia | 1990 | 46,748,222 | 9,019,220 | 8,700,166 | 4,682,582 | 5,808,796 | 4,708,406 | 2,127,225 | 2,301,637 | 1,376,475 | 9,961,563 | 3,636,562 | 2,752,914 | 1,827,883 |
| | 1987 | 41,167,671 | 7,924,115 | 7,643,943 | 4,058,518 | 4,920,272 | 3,986,529 | 1,909,074 | 2,102,787 | 1,261,087 | 9,688,545 | 3,061,883 | 2,585,127 | 1,414,469 |
| Maryland | 1990 | 36,836,986 | 7,044,930 | 6,616,013 | 3,526,714 | 4,387,780 | 3,492,634 | 1,975,797 | 1,971,472 | 1,142,725 | 8,055,942 | 2,538,606 | 1,686,896 | 1,348,702 |
| | 1987 | 32,680,175 | 6,242,519 | 5,859,390 | 3,083,538 | 3,749,873 | 2,993,338 | 1,788,610 | 1,817,002 | 1,054,139 | 7,903,361 | 2,159,399 | 1,597,876 | 1,052,572 |

1991 SURVEY OF BUYING POWER DEMOGRAPHICS USA

## REGIONAL AND STATE SUMMARIES

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| SaMM ESTIMATES: 1990<br>U.S. CENSUS: 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **REGION**<br>State | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **SOUTH ATLANTIC (continued)** | | | | | | | | | | | | | | |
| North Carolina | 1990 | 45,755,966 | 9,223,261 | 8,918,546 | 4,514,364 | 4,769,096 | 3,526,326 | 2,140,508 | 2,518,334 | 1,633,020 | 9,926,239 | 3,331,766 | 3,244,608 | 1,879,794 |
| | 1987 | 40,650,140 | 8,145,668 | 7,878,351 | 3,934,241 | 4,063,352 | 2,998,948 | 1,931,342 | 2,312,873 | 1,501,767 | 9,706,504 | 2,823,278 | 3,063,230 | 1,462,700 |
| South Carolina | 1990 | 23,753,965 | 5,126,498 | 4,953,451 | 2,312,904 | 2,540,717 | 1,924,576 | 1,232,045 | 1,175,322 | 782,018 | 4,838,941 | 1,942,548 | 1,603,171 | 930,380 |
| | 1987 | 19,750,407 | 4,243,741 | 4,101,100 | 1,889,371 | 2,029,206 | 1,532,587 | 1,041,769 | 1,012,060 | 673,757 | 4,435,291 | 1,542,602 | 1,418,770 | 678,617 |
| Virginia | 1990 | 47,471,970 | 9,856,156 | 9,517,064 | 4,391,571 | 5,372,603 | 4,168,223 | 2,193,397 | 2,532,107 | 1,618,614 | 10,383,295 | 3,570,251 | 2,470,551 | 1,756,374 |
| | 1987 | 39,784,763 | 8,236,148 | 7,950,706 | 3,625,063 | 4,334,352 | 3,358,114 | 1,874,210 | 2,203,542 | 1,406,770 | 9,616,515 | 2,845,196 | 2,208,068 | 1,292,622 |
| West Virginia | 1990 | 10,059,784 | 2,403,699 | 2,262,430 | 827,435 | 1,481,110 | 1,003,377 | 357,696 | 375,891 | 232,580 | 2,020,114 | 814,478 | 629,565 | 493,896 |
| | 1987 | 9,349,226 | 2,225,745 | 2,094,695 | 755,951 | 1,322,458 | 883,623 | 338,347 | 361,823 | 225,403 | 2,070,832 | 724,313 | 623,124 | 402,815 |
| **EAST SOUTH CENTRAL** | 1990 | **96,458,629** | **18,481,511** | **17,621,202** | **8,390,422** | **13,030,249** | **10,076,915** | **4,676,724** | **4,230,225** | **2,551,333** | **23,433,355** | **7,420,808** | **5,087,151** | **3,941,614** |
| | 1987 | 83,814,768 | 18,109,996 | 17,271,085 | 7,337,271 | 10,734,456 | 8,282,104 | 3,812,148 | 3,637,705 | 2,198,790 | 20,080,466 | 6,294,734 | 4,831,174 | 3,067,998 |
| Alabama | 1990 | 26,373,205 | 4,963,296 | 4,727,027 | 2,192,980 | 3,348,645 | 2,695,832 | 1,486,917 | 1,125,256 | 701,319 | 6,830,256 | 1,904,173 | 1,397,600 | 1,016,651 |
| | 1987 | 22,268,159 | 4,740,058 | 4,516,088 | 1,863,858 | 2,681,637 | 2,152,492 | 1,176,575 | 938,196 | 583,451 | 5,680,013 | 1,565,539 | 1,291,330 | 770,034 |
| Kentucky | 1990 | 23,860,802 | 4,810,340 | 4,593,048 | 2,229,881 | 3,268,806 | 2,520,243 | 989,725 | 1,019,984 | 608,210 | 5,144,769 | 2,000,100 | 1,301,474 | 1,078,823 |
| | 1987 | 19,867,911 | 4,516,376 | 4,312,192 | 1,865,625 | 2,579,161 | 1,985,160 | 772,808 | 837,655 | 502,900 | 4,213,530 | 1,623,039 | 1,183,241 | 805,015 |
| Mississippi | 1990 | 13,802,619 | 3,010,269 | 2,880,390 | 1,055,747 | 2,016,078 | 1,390,452 | 614,325 | 519,651 | 315,339 | 3,201,881 | 963,594 | 704,590 | 598,429 |
| | 1987 | 11,987,915 | 2,944,259 | 2,817,714 | 920,504 | 1,650,083 | 1,132,802 | 497,756 | 444,457 | 271,361 | 2,731,712 | 814,179 | 667,886 | 465,907 |
| Tennessee | 1990 | 32,422,003 | 5,697,606 | 5,420,737 | 2,911,814 | 4,396,720 | 3,470,388 | 1,585,757 | 1,565,334 | 926,465 | 8,256,449 | 2,562,941 | 1,683,487 | 1,247,711 |
| | 1987 | 29,690,783 | 5,909,303 | 5,625,091 | 2,687,284 | 3,823,575 | 3,011,950 | 1,365,009 | 1,417,397 | 841,078 | 7,455,211 | 2,291,977 | 1,688,717 | 1,027,042 |
| **WEST SOUTH CENTRAL** | 1990 | **184,841,525** | **42,593,058** | **40,932,707** | **16,919,625** | **23,859,192** | **18,516,412** | **9,519,354** | **7,714,551** | **4,249,525** | **42,073,713** | **13,252,016** | **7,296,810** | **5,678,498** |
| | 1987 | 152,337,818 | 33,838,690 | 32,517,961 | 14,828,977 | 19,369,944 | 15,022,937 | 8,084,424 | 6,638,951 | 3,660,956 | 34,912,076 | 11,231,362 | 6,970,333 | 4,397,385 |
| Arkansas | 1990 | 15,386,039 | 3,406,436 | 3,292,774 | 1,113,276 | 2,195,804 | 1,824,619 | 637,621 | 552,896 | 345,305 | 3,658,931 | 1,229,492 | 893,042 | 446,759 |
| | 1987 | 12,318,710 | 2,624,754 | 2,537,387 | 945,120 | 1,730,353 | 1,437,220 | 524,307 | 460,949 | 287,621 | 2,939,781 | 1,010,892 | 828,682 | 336,917 |
| Louisiana | 1990 | 28,778,000 | 7,508,042 | 7,173,065 | 2,552,303 | 3,949,852 | 2,948,597 | 1,372,919 | 1,158,755 | 611,606 | 5,566,056 | 2,014,897 | 1,168,969 | 1,293,919 |
| | 1987 | 22,445,813 | 5,655,159 | 5,401,797 | 2,118,958 | 3,045,480 | 2,271,620 | 1,104,316 | 945,468 | 501,021 | 4,377,083 | 1,619,377 | 1,062,241 | 954,729 |
| Oklahoma | 1990 | 20,218,493 | 4,683,705 | 4,477,669 | 1,884,118 | 2,542,826 | 2,040,804 | 1,061,612 | 810,834 | 466,467 | 4,849,713 | 1,459,105 | 802,429 | 578,105 |
| | 1987 | 16,912,507 | 3,777,916 | 3,611,158 | 1,672,206 | 2,094,570 | 1,678,416 | 912,695 | 706,628 | 405,656 | 4,073,660 | 1,253,959 | 778,525 | 455,972 |
| Texas | 1990 | 120,458,993 | 26,994,875 | 25,989,199 | 11,369,928 | 15,170,710 | 11,702,393 | 6,447,202 | 5,192,066 | 2,826,147 | 27,999,013 | 8,548,522 | 4,432,370 | 3,359,715 |
| | 1987 | 100,660,788 | 21,780,861 | 20,967,619 | 10,092,693 | 12,499,541 | 9,635,681 | 5,543,106 | 4,525,906 | 2,466,658 | 23,521,552 | 7,347,134 | 4,300,885 | 2,649,767 |
| **MOUNTAIN** | 1990 | **94,172,179** | **20,409,326** | **19,688,878** | **9,680,800** | **10,827,146** | **8,166,000** | **4,349,380** | **4,796,699** | **2,703,123** | **19,547,236** | **7,015,634** | **5,199,179** | [illegible] |
| | 1987 | 80,196,892 | 17,303,796 | 16,695,476 | 8,407,604 | 9,815,963 | 6,771,089 | 3,361,787 | 3,950,415 | 2,219,052 | 17,584,824 | 6,284,901 | 4,345,886 | 2,317,971 |
| Arizona | 1990 | 26,137,116 | 5,916,109 | 5,727,536 | 2,610,945 | 2,974,584 | 2,070,530 | 1,102,559 | 1,402,603 | 790,897 | 5,556,038 | 1,781,842 | 1,360,451 | 1,042,295 |
| | 1987 | 22,359,864 | 5,040,992 | 4,880,028 | 2,274,218 | 2,487,596 | 1,729,575 | 857,002 | 1,160,851 | 654,139 | 5,020,997 | 1,602,045 | 1,143,128 | 831,322 |
| Colorado | 1990 | 24,383,148 | 4,987,070 | 4,816,500 | 2,731,682 | 2,966,850 | 2,314,428 | 1,159,342 | 1,313,036 | 688,500 | 4,914,984 | 1,706,513 | 1,236,932 | 552,328 |
| | 1987 | 21,311,032 | 4,345,390 | 4,197,728 | 2,433,186 | 2,537,543 | 1,982,288 | 920,822 | 1,111,531 | 579,219 | 4,542,083 | 1,569,318 | 1,062,454 | 450,540 |
| Idaho | 1990 | 6,004,215 | 1,374,997 | 1,334,618 | 548,525 | 589,274 | 448,016 | 261,186 | 282,041 | 160,297 | 1,331,243 | 510,885 | 382,258 | 196,971 |
| | 1987 | 5,082,307 | 1,157,005 | 1,123,146 | 471,714 | 486,470 | 365,813 | 200,462 | 230,458 | 130,204 | 1,187,917 | 453,576 | 317,107 | 155,150 |
| Montana | 1990 | 5,332,572 | 1,239,508 | 1,197,966 | 575,539 | 518,097 | 398,223 | 230,367 | 232,544 | 128,617 | 1,064,942 | 469,833 | 331,747 | 172,012 |
| | 1987 | 4,510,758 | 1,042,396 | 1,007,366 | 495,863 | 428,015 | 325,409 | 176,873 | 190,156 | 105,613 | 950,243 | 415,783 | 276,141 | 135,593 |
| Nevada | 1990 | 9,630,044 | 2,006,560 | 1,926,310 | 991,745 | 1,102,721 | 935,445 | 466,530 | 442,085 | 241,337 | 1,955,428 | 645,772 | 589,962 | 366,614 |
| | 1987 | 7,494,667 | 1,557,590 | 1,495,175 | 787,446 | 841,624 | 712,207 | 330,541 | 334,329 | 182,425 | 1,610,800 | 526,949 | 451,913 | 266,576 |
| New Mexico | 1990 | 9,377,582 | 1,943,635 | 1,854,076 | 994,803 | 1,103,357 | 783,522 | 441,312 | 412,268 | 250,593 | 1,998,742 | 739,850 | 580,985 | 311,262 |
| | 1987 | 8,204,100 | 1,692,229 | 1,614,140 | 885,167 | 942,978 | 662,344 | 350,520 | 348,754 | 212,327 | 1,845,814 | 676,390 | 500,998 | 253,725 |
| Utah | 1990 | 10,581,447 | 2,366,827 | 2,269,862 | 939,824 | 1,288,460 | 1,006,436 | 561,928 | 617,385 | 384,555 | 2,184,880 | 847,158 | 570,235 | 222,350 |
| | 1987 | 8,619,934 | 1,920,686 | 1,842,447 | 779,768 | 1,026,352 | 799,393 | 415,936 | 486,645 | 301,689 | 1,880,325 | 725,339 | 456,388 | 168,490 |
| Wyoming | 1990 | 2,726,055 | 574,620 | 562,010 | 287,737 | 283,803 | 209,400 | 126,156 | 94,737 | 58,327 | 540,979 | 313,781 | 146,609 | 63,429 |
| | 1987 | 2,614,230 | 547,508 | 535,446 | 280,242 | 265,385 | 194,060 | 109,631 | 87,691 | 53,436 | 546,645 | 315,501 | 137,757 | 56,575 |
| **PACIFIC** | 1990 | **300,116,622** | **58,872,271** | **54,854,009** | **35,386,898** | **32,495,541** | **24,316,403** | **17,546,832** | **17,801,039** | **9,057,627** | **56,644,004** | **20,304,085** | **15,850,525** | **13,794,162** |
| | 1987 | 243,252,418 | 49,650,132 | 46,229,075 | 27,293,291 | 29,281,089 | 21,917,132 | 12,927,093 | 13,666,105 | 6,953,154 | 50,972,186 | 14,388,111 | 12,186,649 | 9,476,711 |
| Alaska | 1990 | 4,668,675 | 1,196,884 | 1,161,161 | 625,121 | 591,701 | 412,473 | 271,634 | 152,972 | 84,590 | 583,788 | 249,595 | 242,387 | 115,516 |
| | 1987 | 3,728,095 | 927,173 | 899,018 | 474,449 | 527,172 | 369,741 | 198,031 | 116,966 | 64,589 | 511,288 | 185,352 | 215,949 | 109,634 |
| California | 1990 | 225,065,880 | 43,261,051 | 40,044,390 | 26,289,994 | 23,504,778 | 17,687,583 | 13,289,026 | 14,152,873 | 7,158,037 | 43,474,601 | 15,110,314 | 11,908,332 | 10,658,059 |
| | 1987 | 185,978,237 | 37,425,436 | 34,629,696 | 20,658,287 | 21,600,952 | 16,255,935 | 9,958,064 | 11,025,902 | 5,576,410 | 39,820,834 | 10,930,690 | 9,300,514 | 7,380,797 |
| Hawaii | 1990 | 11,203,513 | 2,136,952 | 1,964,173 | 1,913,386 | 1,501,975 | 1,190,592 | 892,350 | 413,319 | 232,678 | 1,475,579 | 691,511 | 338,603 | 675,137 |
| | 1987 | 8,267,436 | 1,598,720 | 1,469,580 | 1,366,102 | 1,257,775 | 997,001 | 594,900 | 293,422 | 165,485 | 1,231,562 | 434,385 | 235,319 | 453,254 |
| Oregon | 1990 | 22,416,935 | 4,267,796 | 4,015,498 | 2,403,182 | 2,952,573 | 2,087,659 | 1,117,226 | 1,125,345 | 565,926 | 4,606,658 | 1,602,825 | 1,179,127 | 733,318 |
| | 1987 | 17,339,757 | 3,401,597 | 3,201,917 | 1,764,158 | 2,533,036 | 1,794,897 | 780,714 | 819,056 | 412,090 | 3,924,759 | 1,074,725 | 859,631 | 484,214 |
| Washington | 1990 | 36,761,619 | 8,009,588 | 7,668,787 | 4,155,215 | 3,944,514 | 2,938,096 | 1,976,596 | 1,956,530 | 1,016,396 | 6,503,378 | 2,649,840 | 2,190,086 | 1,612,132 |
| | 1987 | 27,938,893 | 6,297,206 | 6,028,864 | 3,030,295 | 3,362,154 | 2,499,558 | 1,395,384 | 1,410,759 | 734,580 | 5,483,743 | 1,762,959 | 1,575,236 | 1,048,812 |
| **TOTAL UNITED STATES** | 1990 | **1,807,182,519** | **362,666,807** | **340,454,912** | **182,107,195** | **211,806,352** | **167,761,132** | **94,645,313** | **92,595,354** | **52,314,189** | **381,798,762** | **131,381,005** | **92,730,015** | **68,627,062** |
| | 1987 | 1,540,267,701 | 309,481,864 | 290,474,854 | 153,488,170 | 182,310,557 | 144,367,207 | 79,453,904 | 78,098,475 | 44,263,028 | 342,926,800 | 104,761,561 | 83,366,272 | 54,481,054 |

## REGIONAL AND STATE SUMMARIES

# 1990 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1990
U.S. CENSUS: 1987

| REGION<br>State | Year | Merchandise Line Sales: Groceries & Other Foods | | Drugs & Health & Beauty Aids | | | Major Household Appliances | | | TVs, Video Recorders & Tapes | | | Audio Equipment, Musical Instruments & Supplies | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | In All Stores ($000) | In Food Stores ($000) | In All Stores ($000) | In Drug-stores ($000) | In Food Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores** ($000) | In All Stores ($000) | In FHA Stores ($000) |
| **NEW ENGLAND** | **1990** | **19,535,542** | **18,484,942** | **4,371,313** | **2,823,101** | **938,395** | **1,277,686** | **589,262** | **323,817** | **802,078** | **400,463** | **211,352** | **1,275,787** | **895,856** |
| | 1987 | 15,886,894 | 14,932,633 | 3,943,405 | 2,589,843 | 758,237 | 1,166,260 | 491,377 | 324,868 | 733,483 | 334,951 | 212,584 | 1,121,636 | 748,120 |
| Connecticut | 1990 | 4,665,224 | 4,448,753 | 1,093,611 | 659,070 | 259,683 | 331,307 | 196,524 | 74,468 | 233,022 | 140,566 | 61,894 | 316,715 | 242,766 |
| | 1987 | 3,898,043 | 3,695,108 | 1,010,305 | 620,891 | 215,694 | 303,583 | 168,471 | 77,122 | 214,032 | 120,452 | 64,066 | 282,370 | 208,070 |
| Maine | 1990 | 1,775,492 | 1,657,547 | 372,918 | 210,853 | 119,607 | 119,396 | 58,461 | 23,153 | 59,579 | 31,194 | 15,438 | 82,885 | 52,201 |
| | 1987 | 1,378,794 | 1,275,120 | 315,887 | 183,951 | 91,992 | 102,470 | 46,361 | 22,240 | 51,607 | 24,667 | 14,828 | 70,396 | 41,522 |
| Massachusetts | 1990 | 8,859,199 | 8,416,094 | 2,047,337 | 1,392,036 | 378,540 | 530,229 | 218,789 | 135,577 | 352,793 | 169,299 | 81,344 | 606,419 | 424,556 |
| | 1987 | 7,238,079 | 6,837,122 | 1,861,509 | 1,282,480 | 307,499 | 494,647 | 183,433 | 137,105 | 326,233 | 141,942 | 82,263 | 537,045 | 355,949 |
| New Hampshire | 1990 | 2,035,457 | 1,910,396 | 366,686 | 222,561 | 82,028 | 169,414 | 75,166 | 44,323 | 91,944 | 39,247 | 23,678 | 160,808 | 106,083 |
| | 1987 | 1,570,730 | 1,461,521 | 313,340 | 193,132 | 62,779 | 146,590 | 59,357 | 42,176 | 80,465 | 30,995 | 22,475 | 134,713 | 83,767 |
| Rhode Island | 1990 | 1,342,971 | 1,264,150 | 336,038 | 247,772 | 48,867 | 88,516 | 21,850 | 39,427 | 46,831 | 10,603 | 24,026 | 68,377 | 40,162 |
| | 1987 | 1,080,650 | 1,008,168 | 301,247 | 224,089 | 38,966 | 83,399 | 17,984 | 39,120 | 44,510 | 8,728 | 23,839 | 60,789 | 33,057 |
| Vermont | 1990 | 857,199 | 788,002 | 154,723 | 90,809 | 49,670 | 38,824 | 18,472 | 6,869 | 17,909 | 9,554 | 4,972 | 40,583 | 30,088 |
| | 1987 | 720,598 | 655,594 | 141,117 | 85,300 | 41,307 | 35,571 | 15,771 | 7,105 | 16,636 | 8,167 | 5,113 | 36,323 | 25,755 |
| **MIDDLE ATLANTIC** | **1990** | **47,754,499** | **45,537,774** | **12,970,898** | **7,992,368** | **2,666,151** | **3,273,416** | **1,773,202** | **847,433** | **2,251,903** | **1,259,231** | **550,405** | **3,364,547** | **2,460,263** |
| | 1987 | 40,568,063 | 38,638,244 | 11,211,993 | 6,852,822 | 2,260,664 | 2,805,277 | 1,426,698 | 792,264 | 1,920,240 | 1,014,636 | 515,117 | 2,798,630 | 1,985,390 |
| New Jersey | 1990 | 10,932,754 | 10,568,143 | 2,887,689 | 1,608,462 | 698,301 | 720,244 | 385,668 | 194,489 | 475,994 | 257,050 | 129,858 | 747,237 | 554,944 |
| | 1987 | 9,448,119 | 9,123,178 | 2,538,627 | 1,405,497 | 602,599 | 629,849 | 316,777 | 185,276 | 416,140 | 212,108 | 123,694 | 631,385 | 455,746 |
| New York | 1990 | 22,352,565 | 21,322,871 | 6,179,600 | 3,928,926 | 1,212,688 | 1,556,379 | 867,308 | 348,874 | 1,147,553 | 653,498 | 238,921 | 1,801,562 | 1,337,774 |
| | 1987 | 18,631,009 | 17,752,119 | 5,239,132 | 3,305,286 | 1,006,865 | 1,302,819 | 685,757 | 317,769 | 956,354 | 517,933 | 218,668 | 1,468,995 | 1,062,230 |
| Pennsylvania | 1990 | 14,469,180 | 13,646,760 | 3,903,609 | 2,454,980 | 755,162 | 996,793 | 520,226 | 304,070 | 628,356 | 348,683 | 181,626 | 815,748 | 567,545 |
| | 1987 | 12,488,935 | 11,762,947 | 3,434,234 | 2,142,039 | 651,200 | 872,609 | 424,164 | 289,219 | 547,746 | 284,595 | 172,755 | 698,250 | 467,414 |
| **EAST NORTH CENTRAL** | **1990** | **47,398,459** | **41,564,052** | **13,781,653** | **8,246,039** | **2,138,978** | **3,686,516** | **1,873,036** | **1,106,785** | **2,824,186** | **1,688,417** | **576,828** | **3,294,488** | **2,157,466** |
| | 1987 | 41,835,717 | 37,134,060 | 11,663,755 | 6,943,199 | 1,914,328 | 3,074,724 | 1,561,775 | 917,693 | 2,350,777 | 1,400,850 | 478,707 | 2,750,910 | 1,799,022 |
| Illinois | 1990 | 12,635,881 | 11,582,231 | 3,879,294 | 2,313,090 | 596,963 | 1,055,067 | 496,528 | 347,469 | 851,096 | 476,567 | 193,925 | 980,694 | 670,768 |
| | 1987 | 10,955,477 | 10,123,720 | 3,211,945 | 1,901,294 | 521,772 | 862,992 | 407,917 | 281,767 | 692,705 | 389,120 | 157,030 | 797,364 | 546,329 |
| Indiana | 1990 | 5,500,617 | 5,055,552 | 1,698,716 | 1,077,517 | 246,429 | 469,813 | 246,212 | 130,570 | 475,846 | 212,145 | 79,753 | 480,311 | 211,540 |
| | 1987 | 5,154,027 | 4,778,218 | 1,517,043 | 957,199 | 232,749 | 415,869 | 217,872 | 114,603 | 418,886 | 186,811 | 70,013 | 425,583 | 186,315 |
| Michigan | 1990 | 11,361,208 | 8,925,864 | 3,139,628 | 1,935,366 | 375,625 | 832,471 | 446,933 | 253,592 | 572,317 | 407,596 | 98,149 | 649,394 | 470,865 |
| | 1987 | 9,559,179 | 7,961,136 | 2,644,394 | 1,623,796 | 334,321 | 696,346 | 374,478 | 209,933 | 477,848 | 341,034 | 81,241 | 541,398 | 393,653 |
| Ohio | 1990 | 11,893,960 | 10,835,714 | 3,629,418 | 2,132,836 | 686,124 | 872,652 | 429,861 | 266,774 | 578,058 | 330,665 | 146,859 | 762,412 | 510,704 |
| | 1987 | 10,866,825 | 9,988,627 | 3,165,241 | 1,846,985 | 631,678 | 745,723 | 364,623 | 228,022 | 492,870 | 281,093 | 125,723 | 661,014 | 445,479 |
| Wisconsin | 1990 | 6,006,793 | 5,164,691 | 1,434,597 | 787,230 | 233,837 | 456,513 | 253,502 | 108,380 | 346,868 | 261,444 | 58,142 | 421,677 | 293,528 |
| | 1987 | 4,900,209 | 4,282,359 | 1,125,132 | 613,925 | 193,608 | 353,794 | 196,885 | 83,368 | 268,468 | 202,792 | 44,700 | 325,551 | 227,246 |
| **WEST NORTH CENTRAL** | **1990** | **20,277,201** | **18,268,109** | **5,276,483** | **2,449,952** | **1,203,749** | **1,255,448** | **509,887** | **379,642** | **1,040,334** | **492,262** | **326,198** | **1,099,596** | **633,581** |
| | 1987 | 16,820,580 | 15,158,750 | 4,592,592 | 2,250,237 | 998,928 | 1,180,066 | 553,162 | 310,925 | 985,500 | 530,214 | 267,359 | 1,070,167 | 682,480 |
| Iowa | 1990 | 3,283,485 | 2,986,856 | 827,449 | 425,236 | 148,645 | 182,563 | 75,016 | 53,042 | 144,313 | 77,618 | 41,897 | 137,068 | 82,353 |
| | 1987 | 2,675,266 | 2,435,211 | 711,088 | 383,695 | 121,125 | 168,956 | 80,155 | 42,268 | 136,522 | 81,992 | 33,402 | 130,522 | 85,901 |
| Kansas | 1990 | 2,779,428 | 2,537,715 | 774,435 | 323,025 | 245,937 | 174,510 | 68,272 | 58,927 | 163,105 | 73,025 | 52,880 | 157,691 | 101,373 |
| | 1987 | 2,273,495 | 2,075,115 | 661,283 | 292,450 | 201,596 | 160,933 | 73,023 | 47,152 | 151,069 | 77,386 | 42,266 | 153,951 | 108,002 |
| Minnesota | 1990 | 5,388,457 | 4,744,375 | 1,339,128 | 620,530 | 266,455 | 332,929 | 138,867 | 103,681 | 263,293 | 136,592 | 76,708 | 319,742 | 188,465 |
| | 1987 | 4,430,154 | 3,902,145 | 1,151,325 | 563,559 | 218,798 | 311,242 | 148,810 | 85,684 | 230,869 | 145,934 | 63,360 | 327,601 | 201,714 |
| Missouri | 1990 | 5,580,053 | 5,089,899 | 1,510,829 | 694,769 | 344,405 | 370,030 | 141,417 | 114,932 | 308,222 | 123,762 | 119,164 | 301,359 | 167,142 |
| | 1987 | 4,736,935 | 4,323,746 | 1,348,029 | 654,275 | 292,435 | 351,826 | 156,633 | 95,770 | 291,737 | 136,691 | 99,293 | 298,484 | 184,991 |
| Nebraska | 1990 | 1,762,197 | 1,582,518 | 439,565 | 205,942 | 111,995 | 106,655 | 54,318 | 26,102 | 95,873 | 54,946 | 20,606 | 82,806 | 48,274 |
| | 1987 | 1,475,163 | 1,325,087 | 385,301 | 190,816 | 93,724 | 104,386 | 55,901 | 21,380 | 94,320 | 59,886 | 16,839 | 81,491 | 52,666 |
| North Dakota | 1990 | 707,911 | 641,506 | 199,794 | 92,480 | 39,834 | 44,967 | 15,283 | 13,314 | 34,097 | 11,134 | 10,249 | 38,300 | 21,698 |
| | 1987 | 601,093 | 544,730 | 178,417 | 86,592 | 33,925 | 42,460 | 16,867 | 11,041 | 31,658 | 12,218 | 8,487 | 37,934 | 23,893 |
| South Dakota | 1990 | 775,670 | 685,240 | 185,282 | 87,970 | 46,478 | 43,794 | 16,714 | 9,644 | 31,431 | 15,185 | 4,694 | 42,630 | 24,276 |
| | 1987 | 628,474 | 552,716 | 157,149 | 78,850 | 37,325 | 43,263 | 17,773 | 7,630 | 29,325 | 15,907 | 3,712 | 40,184 | 25,313 |
| **SOUTH ATLANTIC** | **1990** | **51,955,069** | **48,013,506** | **15,864,078** | **9,442,947** | **3,479,315** | **4,062,925** | **1,769,113** | **1,147,681** | **2,939,979** | **1,609,697** | **759,266** | **3,368,424** | **2,394,976** |
| | 1987 | 44,656,354 | 41,481,942 | 12,599,644 | 7,201,370 | 3,006,960 | 3,490,778 | 1,589,422 | 957,264 | 2,548,440 | 1,447,904 | 631,911 | 2,923,658 | 2,061,699 |
| Delaware | 1990 | 885,086 | 829,739 | 261,787 | 171,309 | 46,984 | 73,595 | 24,389 | 29,850 | 53,195 | 18,892 | 26,313 | 75,313 | 54,311 |
| | 1987 | 740,982 | 698,257 | 201,325 | 127,080 | 39,501 | 60,922 | 21,276 | 24,290 | 44,425 | 16,686 | 21,369 | 64,718 | 47,838 |
| District of Columbia | 1990 | 513,219 | 469,484 | 255,509 | 172,069 | 58,606 | 31,687 | 10,659 | 12,932 | 35,219 | 23,368 | 6,917 | 50,556 | 35,461 |
| | 1987 | 477,413 | 440,490 | 218,925 | 142,204 | 54,987 | 28,923 | 10,402 | 11,704 | 33,285 | 22,805 | 6,260 | 47,312 | 34,607 |
| Florida | 1990 | 16,124,481 | 14,886,700 | 5,031,037 | 2,238,400 | 1,073,803 | 1,406,888 | 666,042 | 385,524 | 918,542 | 477,016 | 256,876 | 1,067,263 | 728,461 |
| | 1987 | 13,708,149 | 12,725,486 | 3,940,866 | 2,136,883 | 917,745 | 1,191,018 | 593,653 | 317,823 | 781,014 | 424,742 | 211,493 | 917,267 | 648,605 |
| Georgia | 1990 | 7,449,003 | 6,738,894 | 2,221,610 | 1,343,234 | 454,969 | 607,118 | 265,296 | 166,794 | 428,806 | 214,099 | 127,386 | 487,902 | 336,810 |
| | 1987 | 6,505,104 | 5,921,513 | 1,794,929 | 1,039,647 | 400,020 | 532,684 | 242,549 | 141,363 | 377,817 | 195,934 | 107,778 | 430,931 | 305,691 |
| Maryland | 1990 | 5,690,[illegible]39 | 5,300,826 | 1,887,542 | 1,051,672 | 576,228 | 390,930 | 142,639 | 160,848 | 347,495 | 199,168 | 100,402 | 426,544 | 321,340 |
| | 1987 | 5,015,155 | 4,697,283 | 1,549,028 | 820,649 | 510,592 | 342,615 | 131,399 | 137,651 | 308,795 | 183,614 | 85,793 | 382,387 | 296,063 |

REGIONAL AND STATE SUMMARIES

# 1990 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1990
U.S. CENSUS: 1987

| | | Merchandise Line Sales | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Home Computers & Calculators | | Furniture & Sleep Equipment | | Men's & Boys' Clothing | | | Women's & Girls' Clothing | | | Footwear | | |
| **REGION** State | Year | In All Stores ($000) | In Radio/TV Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) |
| **NEW ENGLAND** | 1990 | **655,581** | **303,164** | **2,233,559** | **1,763,861** | **3,042,721** | **1,423,831** | **1,086,168** | **6,068,453** | **3,142,070** | **2,053,457** | **1,493,890** | **1,038,270** | **193,478** |
| | 1987 | 569,081 | 250,117 | 1,937,667 | 1,474,516 | 2,956,188 | 1,386,019 | 1,094,708 | 5,916,710 | 3,061,143 | 2,071,486 | 1,433,413 | 1,010,086 | 195,462 |
| Connecticut | 1990 | 116,407 | 64,316 | 645,911 | 508,113 | 721,813 | 366,204 | 280,046 | 1,500,539 | 819,600 | 567,398 | 377,558 | 286,256 | 57,213 |
| | 1987 | 106,122 | 54,801 | 575,455 | 435,586 | 727,709 | 365,554 | 289,827 | 1,512,008 | 818,118 | 587,425 | 376,930 | 286,005 | 59,236 |
| Maine | 1990 | 40,214 | 19,781 | 147,566 | 114,490 | 345,797 | 105,305 | 67,680 | 455,947 | 171,184 | 129,966 | 198,247 | 79,274 | 10,095 |
| | 1987 | 33,351 | 15,709 | 122,078 | 90,939 | 303,312 | 97,653 | 65,010 | 410,850 | 157,942 | 124,845 | 171,011 | 73,430 | 9,695 |
| Massachusetts | 1990 | 201,805 | 104,361 | 1,016,360 | 802,234 | 1,418,388 | 691,473 | 528,481 | 3,049,501 | 1,611,799 | 991,031 | 658,487 | 480,073 | 91,022 |
| | 1987 | 181,631 | 87,793 | 883,838 | 672,591 | 1,393,145 | 675,221 | 534,613 | 2,985,048 | 1,573,964 | 1,002,676 | 640,589 | 468,824 | 92,065 |
| New Hampshire | 1990 | 254,499 | 92,162 | 216,718 | 169,888 | 262,689 | 115,257 | 103,824 | 520,829 | 239,424 | 187,238 | 130,683 | 100,053 | 14,197 |
| | 1987 | 209,897 | 72,880 | 177,704 | 134,179 | 244,239 | 106,013 | 99,089 | 480,450 | 220,155 | 178,698 | 119,782 | 91,972 | 13,550 |
| Rhode Island | 1990 | 26,239 | 10,211 | 135,064 | 106,033 | 191,272 | 90,934 | 82,551 | 376,217 | 211,347 | 139,229 | 89,865 | 66,224 | 17,248 |
| | 1987 | 23,783 | 8,418 | 115,616 | 87,273 | 185,998 | 87,189 | 81,906 | 364,448 | 202,579 | 138,140 | 86,633 | 63,526 | 17,114 |
| Vermont | 1990 | 16,417 | 12,333 | 71,940 | 63,103 | 102,762 | 54,653 | 23,586 | 165,420 | 88,716 | 38,595 | 39,050 | 26,440 | 3,703 |
| | 1987 | 14,297 | 10,516 | 62,976 | 53,948 | 101,785 | 54,389 | 24,263 | 163,906 | 88,385 | 39,702 | 38,468 | 26,329 | 3,802 |
| **MIDDLE ATLANTIC** | 1990 | **1,098,290** | **585,310** | **6,229,344** | **4,781,451** | **8,490,362** | **4,304,011** | **3,336,265** | **17,777,263** | **9,415,103** | **6,662,799** | **4,391,862** | **3,328,603** | **737,892** |
| | 1987 | 922,175 | 472,177 | 5,209,255 | 3,869,318 | 7,635,965 | 3,741,990 | 3,132,234 | 15,978,878 | 8,202,403 | 6,261,136 | 3,887,122 | 2,904,980 | 696,439 |
| New Jersey | 1990 | 271,014 | 160,086 | 1,661,515 | 1,316,902 | 1,913,302 | 1,008,865 | 754,060 | 4,329,795 | 2,391,333 | 1,538,351 | 1,030,793 | 770,516 | 189,791 |
| | 1987 | 230,358 | 130,842 | 1,408,275 | 1,084,106 | 1,750,801 | 895,125 | 720,015 | 3,947,816 | 2,123,102 | 1,470,243 | 929,509 | 684,750 | 181,704 |
| New York | 1990 | 557,928 | 254,765 | 2,885,824 | 2,235,583 | 4,155,354 | 2,355,729 | 1,485,486 | 8,342,471 | 4,755,006 | 2,975,191 | 2,166,713 | 1,642,088 | 345,968 |
| | 1987 | 460,915 | 200,967 | 2,360,535 | 1,772,793 | 3,662,800 | 2,014,667 | 1,368,034 | 7,359,074 | 4,060,765 | 2,747,258 | 1,883,317 | 1,406,912 | 321,879 |
| Pennsylvania | 1990 | 269,348 | 170,459 | 1,682,005 | 1,228,966 | 2,421,706 | 939,417 | 1,096,719 | 5,104,997 | 2,268,764 | 2,149,257 | 1,194,356 | 915,999 | 202,133 |
| | 1987 | 230,902 | 140,368 | 1,440,445 | 1,012,419 | 2,222,364 | 832,198 | 1,044,185 | 4,671,988 | 2,010,536 | 2,043,635 | 1,074,296 | 813,318 | 192,856 |
| **EAST NORTH CENTRAL** | 1990 | **1,073,947** | **607,041** | **5,993,801** | **4,362,433** | **8,528,485** | **3,195,921** | **4,255,830** | **17,897,272** | **7,706,919** | **7,567,302** | **4,468,280** | **2,997,176** | **923,820** |
| | 1987 | 894,706 | 504,692 | 4,996,910 | 3,646,215 | 7,120,574 | 2,699,855 | 3,531,918 | 14,972,232 | 6,519,846 | 6,278,825 | 3,767,851 | 2,547,776 | 765,707 |
| Illinois | 1990 | 287,496 | 182,618 | 1,853,956 | 1,262,147 | 2,633,188 | 1,161,791 | 1,128,768 | 5,659,645 | 2,658,565 | 2,068,008 | 1,411,573 | 940,947 | 273,881 |
| | 1987 | 233,740 | 148,601 | 1,512,553 | 1,033,166 | 2,159,384 | 962,282 | 915,147 | 4,641,690 | 2,204,098 | 1,676,082 | 1,165,616 | 782,861 | 222,241 |
| Indiana | 1990 | 139,500 | 80,514 | 672,549 | 483,968 | 961,517 | 324,264 | 523,350 | 2,544,670 | 821,594 | 897,181 | 564,198 | 346,147 | 105,529 |
| | 1987 | 121,765 | 70,114 | 593,939 | 428,435 | 849,830 | 291,036 | 457,234 | 2,226,006 | 738,155 | 783,907 | 499,698 | 310,093 | 92,191 |
| Michigan | 1990 | 223,297 | 133,240 | 1,351,810 | 1,039,387 | 1,883,729 | 790,026 | 948,288 | 3,734,394 | 1,877,472 | 1,662,391 | 985,355 | 715,461 | 198,392 |
| | 1987 | 186,061 | 111,435 | 1,126,808 | 868,189 | 1,576,849 | 669,366 | 784,957 | 3,131,036 | 1,591,428 | 1,375,617 | 832,404 | 608,651 | 164,040 |
| Ohio | 1990 | 283,409 | 123,440 | 1,456,688 | 1,073,485 | 2,026,442 | 624,268 | 1,189,511 | 4,057,958 | 1,608,642 | 2,129,834 | 1,010,243 | 676,071 | 252,201 |
| | 1987 | 244,911 | 107,569 | 1,253,702 | 926,114 | 1,741,210 | 544,851 | 1,016,281 | 3,497,776 | 1,403,745 | 1,820,228 | 881,273 | 595,646 | 215,017 |
| Wisconsin | 1990 | 140,245 | 87,229 | 658,798 | 503,446 | 1,023,609 | 295,572 | 465,913 | 1,900,605 | 740,646 | 809,880 | 496,911 | 318,550 | 93,817 |
| | 1987 | 108,229 | 66,973 | 509,908 | 390,311 | 793,301 | 232,320 | 358,299 | 1,475,724 | 582,420 | 622,991 | 388,860 | 250,525 | 72,218 |
| **WEST NORTH CENTRAL** | 1990 | **391,638** | **222,298** | **1,874,396** | **1,332,528** | **3,360,191** | **1,198,997** | **1,644,293** | **6,511,866** | **2,774,633** | **2,979,631** | **1,725,941** | **1,119,926** | **400,287** |
| | 1987 | 387,343 | 239,292 | 1,899,117 | 1,446,161 | 2,784,971 | 1,005,649 | 1,347,305 | 5,396,707 | 2,327,762 | 2,440,305 | 1,444,428 | 939,901 | 328,597 |
| Iowa | 1990 | 47,360 | 22,899 | 261,291 | 186,184 | 494,937 | 181,328 | 242,355 | 994,646 | 408,752 | 460,164 | 242,516 | 174,100 | 46,794 |
| | 1987 | 44,565 | 23,870 | 260,719 | 199,205 | 402,036 | 149,434 | 193,211 | 808,146 | 336,573 | 366,849 | 199,158 | 143,572 | 37,287 |
| Kansas | 1990 | 46,923 | 32,078 | 239,304 | 165,365 | 426,292 | 154,954 | 209,197 | 821,124 | 347,284 | 395,615 | 237,740 | 156,538 | 52,337 |
| | 1987 | 46,556 | 33,671 | 237,564 | 177,082 | 347,977 | 128,321 | 167,299 | 669,865 | 287,003 | 316,290 | 195,214 | 129,031 | 41,805 |
| Minnesota | 1990 | 120,892 | 66,820 | 581,353 | 404,346 | 984,082 | 360,381 | 451,685 | 1,803,608 | 792,125 | 732,641 | 450,965 | 278,675 | 114,387 |
| | 1987 | 117,867 | 70,879 | 582,864 | 435,235 | 806,450 | 299,355 | 371,724 | 1,481,040 | 658,591 | 602,848 | 373,667 | 231,523 | 94,440 |
| Missouri | 1990 | 99,659 | 61,577 | 515,004 | 357,476 | 906,802 | 310,941 | 508,138 | 1,908,357 | 798,658 | 946,408 | 513,568 | 330,418 | 136,081 |
| | 1987 | 101,982 | 68,229 | 530,941 | 396,846 | 768,379 | 267,082 | 424,992 | 1,618,259 | 685,063 | 791,493 | 439,858 | 284,672 | 113,693 |
| Nebraska | 1990 | 53,857 | 30,882 | 165,363 | 134,440 | 310,827 | 99,905 | 126,298 | 526,107 | 226,493 | 242,108 | 160,610 | 99,732 | 28,391 |
| | 1987 | 54,743 | 33,837 | 172,736 | 146,225 | 263,211 | 84,639 | 103,497 | 440,114 | 191,765 | 198,241 | 136,236 | 84,214 | 23,212 |
| North Dakota | 1990 | 12,190 | 5,433 | 56,123 | 39,722 | 129,272 | 46,360 | 61,443 | 248,276 | 105,727 | 116,711 | 61,089 | 37,911 | 14,254 |
| | 1987 | 11,904 | 6,060 | 57,856 | 44,044 | 109,548 | 39,865 | 50,859 | 209,841 | 90,589 | 96,604 | 52,131 | 32,339 | 11,802 |
| South Dakota | 1990 | 10,757 | 2,609 | 55,958 | 44,995 | 107,979 | 45,128 | 45,177 | 209,748 | 95,594 | 85,984 | 59,453 | 42,552 | 8,043 |
| | 1987 | 9,726 | 2,746 | 56,437 | 47,524 | 87,380 | 36,953 | 35,723 | 169,442 | 78,178 | 67,980 | 48,164 | 34,550 | 6,358 |
| **SOUTH ATLANTIC** | 1990 | **1,122,618** | **596,718** | **7,361,475** | **5,496,093** | **8,276,329** | **3,363,856** | **3,906,115** | **17,886,191** | **8,099,558** | **7,662,057** | **4,812,609** | **3,338,636** | **985,600** |
| | 1987 | 961,144 | 536,389 | 6,458,663 | 4,937,172 | 7,028,733 | 2,971,790 | 3,253,657 | 15,219,990 | 7,146,058 | 6,386,585 | 4,142,120 | 2,865,927 | 821,438 |
| Delaware | 1990 | 19,062 | 9,384 | 166,225 | 123,292 | 175,975 | 63,744 | 98,987 | 343,567 | 129,033 | 193,794 | 88,265 | 54,351 | 26,679 |
| | 1987 | 15,842 | 8,242 | 147,324 | 107,591 | 145,208 | 54,720 | 80,364 | 285,154 | 110,878 | 158,381 | 74,017 | 46,971 | 21,607 |
| District of Columbia | 1990 | 17,697 | 13,203 | 80,032 | 56,983 | 141,053 | 88,603 | 40,118 | 283,082 | 177,894 | 83,029 | 83,601 | 65,250 | 11,728 |
| | 1987 | 16,745 | 12,885 | 76,022 | 55,611 | 131,661 | 84,926 | 36,309 | 264,498 | 170,510 | 75,145 | 78,537 | 62,542 | 10,615 |
| Florida | 1990 | 364,213 | 202,516 | 2,449,203 | 1,779,961 | 2,489,257 | 947,226 | 1,266,668 | 5,445,942 | 2,531,801 | 2,397,964 | 1,492,263 | 1,038,090 | 276,257 |
| | 1987 | 307,935 | 180,932 | 2,119,810 | 1,580,674 | 2,084,297 | 827,241 | 1,045,451 | 4,586,630 | 2,208,031 | 1,978,594 | 1,270,586 | 908,525 | 227,917 |
| Georgia | 1990 | 154,499 | 59,342 | 967,659 | 738,242 | 1,229,904 | 477,843 | 595,663 | 2,734,830 | 1,120,952 | 1,289,360 | 714,013 | 433,852 | 196,378 |
| | 1987 | 131,916 | 53,883 | 863,900 | 675,219 | 1,058,522 | 428,590 | 504,594 | 2,359,104 | 1,005,354 | 1,091,901 | 621,907 | 389,514 | 166,337 |
| Maryland | 1990 | 161,409 | 98,382 | 868,027 | 607,564 | 1,089,394 | 484,914 | 469,207 | 2,174,343 | 1,008,100 | 941,994 | 579,164 | 413,002 | 117,215 |
| | 1987 | 143,081 | 93,845 | 779,595 | 559,456 | 950,650 | 438,878 | 401,495 | 1,903,681 | 912,582 | 806,458 | 513,436 | 374,087 | 100,545 |

REGIONAL AND STATE SUMMARIES

# 1990 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1990
U.S. CENSUS: 1987

Merchandise Line Sales

| REGION State | Year | Groceries & Other Foods | | Drugs & Health & Beauty Aids | | | Major Household Appliances | | | TVs, Video Recorders & Tapes | | | Audio Equipment, Musical Instruments & Supplies | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | In All Stores ($000) | In Food Stores ($000) | In All Stores ($000) | In Drug-stores ($000) | In Food Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) |
| **SOUTH ATLANTIC (continued)** | | | | | | | | | | | | | | |
| North Carolina | 1990 | 7,567,131 | 6,956,118 | 2,133,827 | 1,392,189 | 384,199 | 605,285 | 273,035 | 119,176 | 425,276 | 251,171 | 75,046 | 435,497 | 282,692 |
| | 1987 | 6,645,483 | 6,143,355 | 1,724,948 | 1,084,055 | 339,547 | 535,062 | 249,806 | 101,706 | 379,574 | 231,358 | 63,772 | 386,014 | 260,120 |
| South Carolina | 1990 | 4,187,731 | 3,903,223 | 1,119,633 | 698,886 | 208,716 | 293,704 | 145,674 | 64,697 | 206,138 | 120,410 | 43,551 | 204,350 | 126,089 |
| | 1987 | 3,453,571 | 3,231,182 | 850,368 | 510,054 | 172,706 | 244,811 | 125,414 | 51,796 | 172,523 | 103,486 | 34,653 | 170,563 | 108,742 |
| Virginia | 1990 | 7,611,798 | 7,123,517 | 2,311,585 | 1,353,747 | 573,182 | 519,408 | 199,543 | 164,679 | 432,911 | 262,046 | 98,032 | 528,967 | 355,462 |
| | 1987 | 6,332,676 | 5,953,027 | 1,776,748 | 996,916 | 476,864 | 432,360 | 174,807 | 132,985 | 365,419 | 227,528 | 79,021 | 438,806 | 307,795 |
| West Virginia | 1990 | 1,926,381 | 1,805,007 | 641,548 | 421,441 | 102,628 | 134,310 | 41,838 | 43,181 | 92,397 | 43,527 | 24,745 | 92,032 | 54,350 |
| | 1987 | 1,777,821 | 1,671,349 | 542,507 | 343,882 | 94,998 | 122,383 | 40,116 | 37,946 | 85,588 | 41,751 | 21,771 | 85,660 | 52,238 |
| **EAST SOUTH CENTRAL** | 1990 | **15,620,082** | **14,352,241** | **5,113,245** | **3,068,071** | **816,540** | **1,216,574** | **559,108** | **270,389** | **926,674** | **483,368** | **242,416** | **886,094** | **521,681** |
| | 1987 | 15,089,592 | 14,054,577 | 4,194,256 | 2,389,319 | 799,913 | 1,027,874 | 482,713 | 222,813 | 779,805 | 414,805 | 199,389 | 743,456 | 447,033 |
| Alabama | 1990 | 4,242,108 | 3,922,641 | 1,325,504 | 788,969 | 205,358 | 332,197 | 132,801 | 90,300 | 253,419 | 128,774 | 70,461 | 230,273 | 133,905 |
| | 1987 | 4,001,269 | 3,747,124 | 1,057,633 | 598,365 | 196,141 | 268,908 | 109,689 | 72,165 | 207,257 | 107,807 | 56,218 | 187,541 | 111,757 |
| Kentucky | 1990 | 4,097,365 | 3,754,374 | 1,358,232 | 856,719 | 231,515 | 273,986 | 134,138 | 58,204 | 210,234 | 119,687 | 52,925 | 217,583 | 129,823 |
| | 1987 | 3,792,929 | 3,524,524 | 1,068,797 | 640,272 | 217,489 | 222,216 | 110,798 | 46,187 | 168,884 | 97,684 | 41,607 | 174,636 | 106,027 |
| Mississippi | 1990 | 2,535,369 | 2,351,860 | 817,692 | 477,318 | 136,097 | 177,948 | 68,650 | 37,392 | 134,216 | 56,648 | 34,086 | 115,812 | 64,213 |
| | 1987 | 2,449,406 | 2,299,985 | 671,679 | 371,917 | 133,107 | 149,228 | 58,883 | 30,653 | 111,956 | 48,487 | 27,825 | 96,832 | 54,793 |
| Tennessee | 1990 | 4,745,240 | 4,323,366 | 1,611,817 | 945,065 | 243,540 | 432,443 | 223,519 | 84,493 | 328,805 | 178,259 | 84,944 | 322,426 | 193,740 |
| | 1987 | 4,845,988 | 4,482,944 | 1,396,147 | 778,765 | 253,176 | 387,522 | 203,343 | 73,808 | 291,708 | 160,827 | 73,739 | 284,447 | 174,456 |
| **WEST SOUTH CENTRAL** | 1990 | **31,400,080** | **29,391,574** | **9,612,549** | **4,269,917** | **3,238,019** | **2,091,678** | **930,922** | **658,452** | **1,915,044** | **846,023** | **590,219** | **1,885,312** | **1,183,668** |
| | 1987 | 24,957,499 | 23,339,548 | 7,586,864 | 3,310,893 | 2,579,221 | 1,744,244 | 802,961 | 534,921 | 1,592,827 | 728,782 | 479,638 | 1,583,278 | 1,017,757 |
| Arkansas | 1990 | 2,881,789 | 2,656,747 | 789,881 | 383,087 | 188,318 | 192,296 | 70,368 | 44,025 | 147,156 | 47,407 | 67,486 | 126,564 | 67,324 |
| | 1987 | 2,225,035 | 2,046,579 | 607,566 | 289,207 | 145,973 | 155,118 | 59,073 | 34,280 | 118,312 | 39,839 | 53,092 | 102,488 | 55,973 |
| Louisiana | 1990 | 5,631,959 | 5,281,977 | 1,713,474 | 920,143 | 426,746 | 365,871 | 185,436 | 97,725 | 255,870 | 119,694 | 81,546 | 262,525 | 164,475 |
| | 1987 | 4,243,970 | 3,978,450 | 1,281,670 | 679,986 | 321,530 | 291,761 | 151,894 | 75,296 | 202,460 | 97,276 | 62,810 | 208,689 | 133,454 |
| Oklahoma | 1990 | 3,583,573 | 3,346,771 | 1,028,361 | 467,126 | 340,221 | 212,646 | 92,814 | 58,245 | 204,652 | 79,738 | 71,242 | 202,189 | 122,284 |
| | 1987 | 2,896,797 | 2,699,865 | 824,191 | 368,819 | 274,120 | 179,755 | 81,080 | 47,809 | 172,019 | 69,461 | 58,689 | 172,128 | 106,590 |
| Texas | 1990 | 19,302,759 | 18,106,079 | 6,080,833 | 2,499,561 | 2,282,734 | 1,320,865 | 582,304 | 458,457 | 1,307,366 | 599,184 | 369,945 | 1,294,034 | 829,585 |
| | 1987 | 15,591,697 | 14,614,654 | 4,873,437 | 1,972,881 | 1,837,598 | 1,117,610 | 510,914 | 377,536 | 1,100,036 | 522,206 | 305,047 | 1,099,973 | 721,740 |
| **MOUNTAIN** | 1990 | **15,497,159** | **14,088,645** | **4,164,407** | **1,664,704** | **1,576,487** | **1,127,751** | **560,877** | **304,812** | **832,590** | **473,991** | **203,499** | **1,026,407** | **738,189** |
| | 1987 | 13,137,476 | 11,952,928 | 3,415,020 | 1,320,495 | 1,337,916 | 934,328 | 460,931 | 252,453 | 686,234 | 389,655 | 168,495 | 846,115 | 608,524 |
| Arizona | 1990 | 4,358,068 | 4,000,403 | 1,160,362 | 578,711 | 340,627 | 336,906 | 175,098 | 88,372 | 186,504 | 112,033 | 48,016 | 271,397 | 213,601 |
| | 1987 | 3,709,176 | 3,409,893 | 951,204 | 461,524 | 290,473 | 280,923 | 145,790 | 73,803 | 153,960 | 92,056 | 40,111 | 223,752 | 176,021 |
| Colorado | 1990 | 3,780,527 | 3,418,861 | 1,038,318 | 324,071 | 482,396 | 262,377 | 117,544 | 77,121 | 258,381 | 156,201 | 58,687 | 317,153 | 232,818 |
| | 1987 | 3,292,708 | 2,978,709 | 881,740 | 264,432 | 419,917 | 223,321 | 99,664 | 66,213 | 219,003 | 132,084 | 50,308 | 268,561 | 197,090 |
| Idaho | 1990 | 1,064,831 | 964,397 | 265,479 | 110,508 | 109,645 | 73,307 | 42,534 | 14,569 | 44,136 | 24,225 | 10,303 | 58,854 | 35,982 |
| | 1987 | 895,981 | 811,887 | 215,807 | 86,522 | 91,906 | 59,610 | 34,316 | 11,857 | 35,868 | 19,578 | 8,412 | 48,053 | 29,576 |
| Montana | 1990 | 994,624 | 905,479 | 265,653 | 104,516 | 123,832 | 61,927 | 32,563 | 14,586 | 41,415 | 25,133 | 6,749 | 45,233 | 27,188 |
| | 1987 | 836,514 | 761,850 | 216,888 | 82,273 | 103,837 | 50,797 | 26,380 | 12,048 | 33,996 | 20,527 | 5,514 | 37,001 | 22,251 |
| Nevada | 1990 | 1,480,648 | 1,356,661 | 460,579 | 178,837 | 128,799 | 118,268 | 59,985 | 42,416 | 79,500 | 34,265 | 29,900 | 94,755 | 66,363 |
| | 1987 | 1,148,055 | 1,053,594 | 342,751 | 129,950 | 99,338 | 89,792 | 45,353 | 32,307 | 60,264 | 25,920 | 22,820 | 71,678 | 50,183 |
| New Mexico | 1990 | 1,550,573 | 1,425,208 | 377,378 | 186,565 | 107,924 | 125,252 | 45,000 | 34,625 | 80,437 | 36,774 | 25,085 | 88,500 | 60,226 |
| | 1987 | 1,349,095 | 1,240,989 | 317,459 | 152,608 | 93,961 | 108,005 | 38,196 | 29,171 | 68,894 | 31,267 | 21,162 | 75,094 | 50,898 |
| Utah | 1990 | 1,801,194 | 1,604,640 | 462,660 | 139,662 | 215,586 | 124,289 | 77,786 | 27,141 | 124,671 | 77,948 | 20,728 | 125,983 | 87,093 |
| | 1987 | 1,460,942 | 1,302,363 | 365,070 | 105,853 | 174,647 | 98,328 | 61,430 | 21,539 | 98,084 | 61,375 | 16,431 | 99,247 | 68,674 |
| Wyoming | 1990 | 466,694 | 412,996 | 133,978 | 41,834 | 67,678 | 25,425 | 10,367 | 5,982 | 17,546 | 7,412 | 4,031 | 24,532 | 14,918 |
| | 1987 | 445,005 | 393,643 | 124,101 | 37,333 | 63,817 | 23,552 | 9,603 | 5,515 | 16,165 | 6,848 | 3,737 | 22,729 | 13,831 |
| **PACIFIC** | 1990 | **49,011,883** | **43,428,130** | **14,581,661** | **7,660,142** | **3,780,807** | **3,480,101** | **1,685,722** | **1,013,290** | **2,099,323** | **1,881,111** | **655,330** | **4,530,405** | **3,326,988** |
| | 1987 | 41,153,987 | 36,661,652 | 11,105,960 | 5,275,143 | 3,181,713 | 2,854,104 | 1,292,738 | 917,581 | 2,329,501 | 1,445,568 | 592,254 | 3,515,867 | 2,554,629 |
| Alaska | 1990 | 982,415 | 828,412 | 218,302 | 80,824 | 96,264 | 34,831 | 8,314 | 9,497 | 38,601 | 19,506 | 10,539 | 45,686 | 25,189 |
| | 1987 | 774,296 | 641,658 | 184,170 | 76,713 | 74,620 | 28,338 | 6,352 | 8,425 | 31,291 | 14,906 | 9,430 | 36,425 | 19,270 |
| California | 1990 | 35,795,834 | 32,238,211 | 10,849,820 | 5,968,770 | 2,655,367 | 2,725,962 | 1,312,481 | 812,688 | 2,239,587 | 1,513,946 | 491,689 | 3,501,507 | 2,688,209 |
| | 1987 | 30,784,228 | 27,896,279 | 8,355,637 | 4,140,793 | 2,299,214 | 2,279,203 | 1,023,236 | 746,171 | 1,822,057 | 1,180,666 | 452,232 | 2,754,450 | 2,092,500 |
| Hawaii | 1990 | 1,626,257 | 1,471,027 | 626,016 | 329,841 | 130,088 | 97,909 | 36,968 | 28,301 | 51,438 | 26,863 | 17,817 | 122,832 | 81,848 |
| | 1987 | 1,220,661 | 1,100,415 | 453,792 | 221,273 | 97,303 | 74,317 | 26,325 | 23,997 | 39,498 | 19,116 | 15,081 | 89,009 | 57,885 |
| Oregon | 1990 | 4,041,206 | 3,127,330 | 1,022,436 | 376,409 | 269,577 | 225,356 | 124,039 | 53,510 | 238,321 | 134,196 | 49,409 | 335,162 | 223,424 |
| | 1987 | 3,219,617 | 2,493,026 | 766,944 | 248,213 | 214,812 | 171,988 | 90,462 | 45,994 | 182,767 | 97,641 | 42,569 | 252,707 | 162,071 |
| Washington | 1990 | 6,566,170 | 5,763,150 | 1,865,087 | 904,298 | 629,511 | 396,043 | 203,920 | 109,294 | 331,376 | 186,600 | 85,876 | 525,218 | 308,288 |
| | 1987 | 5,155,185 | 4,530,274 | 1,345,417 | 588,151 | 495,764 | 300,258 | 146,363 | 92,994 | 253,888 | 133,239 | 72,942 | 383,276 | 222,903 |
| **TOTAL UNITED STATES** | 1990 | **298,449,973** | **273,126,975** | **85,736,287** | **47,617,241** | **19,838,441** | **21,472,095** | **10,251,129** | **6,052,301** | **16,432,110** | **9,134,563** | **4,115,515** | **20,731,060** | **14,312,877** |
| | 1987 | 254,106,162 | 233,354,334 | 70,313,489 | 38,133,321 | 16,837,880 | 18,277,655 | 8,661,777 | 5,230,782 | 13,926,807 | 7,707,365 | 3,545,453 | 17,353,717 | 11,904,65( |

1991 SURVEY OF BUYING POWER DEMOGRAPHICS USA

## REGIONAL AND STATE SUMMARIES

# 1990 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1990
U.S. CENSUS: 1987

Merchandise Line Sales

| REGION State | Year | Home Computers & Calculators | | Furniture & Sleep Equipment | | Men's & Boys' Clothing | | | Women's & Girls' Clothing | | | Footwear | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | In All Stores ($000) | In Radio/TV Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) |
| **SOUTH ATLANTIC (continued)** | | | | | | | | | | | | | | |
| North Carolina | 1990 | 143,993 | 69,914 | 1,165,294 | 899,480 | 1,088,149 | 459,306 | 490,001 | 2,284,498 | 1,135,989 | 905,662 | 657,680 | 449,450 | 128,652 |
| | 1987 | 125,440 | 63,950 | 1,039,537 | 824,513 | 946,012 | 414,515 | 416,989 | 1,996,509 | 1,024,724 | 771,340 | 579,156 | 405,203 | 109,368 |
| South Carolina | 1990 | 57,959 | 25,558 | 450,032 | 370,084 | 563,128 | 246,837 | 252,502 | 1,300,075 | 688,992 | 488,932 | 360,536 | 239,498 | 67,798 |
| | 1987 | 47,309 | 21,922 | 382,723 | 319,572 | 459,778 | 208,918 | 201,241 | 1,067,417 | 582,043 | 390,143 | 296,457 | 202,658 | 53,946 |
| Virginia | 1990 | 182,377 | 109,861 | 1,043,019 | 796,248 | 1,238,115 | 524,728 | 559,253 | 2,775,489 | 1,128,558 | 1,112,530 | 695,748 | 451,886 | 135,407 |
| | 1987 | 153,120 | 95,482 | 892,626 | 694,778 | 1,016,358 | 447,100 | 449,295 | 2,263,731 | 963,433 | 895,272 | 577,287 | 388,058 | 108,684 |
| West Virginia | 1990 | 21,409 | 8,558 | 171,984 | 124,239 | 261,354 | 70,655 | 133,716 | 544,365 | 178,239 | 248,784 | 141,389 | 93,257 | 25,486 |
| | 1987 | 19,756 | 8,248 | 162,126 | 119,758 | 236,247 | 66,902 | 117,919 | 493,266 | 168,503 | 219,351 | 130,737 | 88,369 | 22,419 |
| **EAST SOUTH CENTRAL** | **1990** | **308,142** | **160,712** | **1,777,551** | **1,429,401** | **2,508,590** | **994,281** | **1,244,131** | **5,409,737** | **2,519,176** | **2,427,444** | **1,459,442** | **953,052** | **342,243** |
| | 1987 | 259,403 | 136,564 | 1,516,509 | 1,232,046 | 2,055,915 | 813,375 | 1,023,040 | 4,426,082 | 2,050,540 | 1,995,405 | 1,190,683 | 777,972 | 281,028 |
| Alabama | 1990 | 79,257 | 49,688 | 490,791 | 387,980 | 686,366 | 307,919 | 319,730 | 1,541,405 | 790,692 | 643,790 | 418,885 | 290,639 | 95,876 |
| | 1987 | 64,391 | 41,089 | 405,620 | 324,831 | 546,249 | 244,112 | 255,252 | 1,225,809 | 625,448 | 514,243 | 332,040 | 229,943 | 76,580 |
| Kentucky | 1990 | 57,178 | 28,631 | 419,673 | 332,421 | 619,131 | 199,109 | 342,685 | 1,331,659 | 553,875 | 646,091 | 333,437 | 200,919 | 81,049 |
| | 1987 | 45,773 | 22,899 | 342,678 | 273,922 | 486,032 | 155,798 | 270,653 | 1,044,892 | 431,923 | 510,028 | 260,268 | 157,025 | 63,899 |
| Mississippi | 1990 | 36,527 | 26,337 | 256,454 | 211,712 | 330,174 | 129,770 | 157,296 | 718,088 | 320,171 | 320,150 | 222,512 | 138,952 | 52,754 |
| | 1987 | 30,529 | 22,041 | 217,667 | 181,379 | 268,256 | 105,132 | 128,229 | 583,896 | 259,198 | 260,904 | 180,544 | 112,945 | 42,786 |
| Tennessee | 1990 | 135,180 | 56,056 | 610,633 | 497,288 | 872,919 | 357,483 | 424,420 | 1,818,585 | 854,438 | 817,413 | 484,608 | 322,542 | 112,564 |
| | 1987 | 118,710 | 50,535 | 550,544 | 451,914 | 735,378 | 308,333 | 368,906 | 1,571,485 | 733,971 | 710,230 | 417,831 | 278,059 | 97,763 |
| **WEST SOUTH CENTRAL** | **1990** | **724,868** | **418,408** | **3,253,390** | **2,302,289** | **5,002,255** | **2,150,230** | **2,266,591** | **10,217,606** | **4,829,600** | **4,372,892** | **2,997,080** | **2,082,161** | **589,407** |
| | 1987 | 605,162 | 359,632 | 2,751,970 | 1,982,561 | 4,134,840 | 1,830,794 | 1,838,331 | 8,459,260 | 4,101,617 | 3,546,642 | 2,497,721 | 1,763,792 | 477,846 |
| Arkansas | 1990 | 31,404 | 16,991 | 263,353 | 214,859 | 346,760 | 119,910 | 185,389 | 766,223 | 345,435 | 356,299 | 217,592 | 137,871 | 56,514 |
| | 1987 | 25,171 | 14,107 | 216,733 | 179,163 | 275,805 | 98,390 | 145,479 | 614,425 | 284,221 | 279,962 | 175,615 | 113,464 | 44,513 |
| Louisiana | 1990 | 100,910 | 64,323 | 487,205 | 347,570 | 730,552 | 285,842 | 352,731 | 1,570,978 | 686,963 | 720,790 | 501,271 | 342,627 | 101,536 |
| | 1987 | 80,093 | 52,194 | 392,649 | 284,994 | 571,230 | 229,924 | 272,010 | 1,232,554 | 553,006 | 556,143 | 396,327 | 275,133 | 78,346 |
| Oklahoma | 1990 | 82,820 | 34,057 | 339,115 | 258,865 | 515,892 | 245,945 | 214,246 | 1,056,963 | 548,334 | 416,453 | 306,222 | 212,365 | 62,307 |
| | 1987 | 68,129 | 29,712 | 291,307 | 225,570 | 432,899 | 211,986 | 175,977 | 887,962 | 471,113 | 341,980 | 258,882 | 182,392 | 51,267 |
| Texas | 1990 | 509,734 | 303,037 | 2,163,717 | 1,480,995 | 3,409,051 | 1,498,533 | 1,514,225 | 6,823,442 | 3,243,868 | 2,879,350 | 1,971,895 | 1,389,298 | 369,050 |
| | 1987 | 431,769 | 263,619 | 1,851,081 | 1,292,834 | 2,854,906 | 1,290,494 | 1,244,865 | 5,724,319 | 2,793,277 | 2,368,557 | 1,666,897 | 1,192,803 | 303,720 |
| **MOUNTAIN** | **1990** | **431,734** | **221,678** | **1,892,438** | **1,440,183** | **2,493,761** | **1,020,764** | **1,126,880** | **4,896,483** | **2,102,217** | **2,081,834** | **1,458,401** | **1,025,893** | **250,349** |
| | 1987 | 355,264 | 183,214 | 1,557,342 | 1,184,635 | 2,008,234 | 788,835 | 931,623 | 3,937,288 | 1,624,987 | 1,723,186 | 1,147,203 | 792,195 | 206,606 |
| Arizona | 1990 | 164,315 | 70,258 | 577,897 | 415,842 | 653,331 | 246,202 | 313,624 | 1,404,012 | 538,125 | 570,732 | 382,717 | 266,379 | 72,767 |
| | 1987 | 134,709 | 57,977 | 478,878 | 344,784 | 531,582 | 191,478 | 261,986 | 1,136,773 | 418,037 | 476,778 | 303,790 | 208,742 | 60,797 |
| Colorado | 1990 | 93,644 | 64,526 | 505,913 | 380,638 | 672,624 | 264,411 | 304,917 | 1,369,062 | 594,727 | 577,887 | 364,475 | 248,091 | 67,058 |
| | 1987 | 79,522 | 54,848 | 428,049 | 321,867 | 557,420 | 209,879 | 260,840 | 1,130,087 | 472,030 | 494,621 | 296,056 | 197,564 | 57,385 |
| Idaho | 1990 | 26,835 | 10,494 | 102,249 | 82,251 | 140,348 | 63,539 | 51,282 | 245,754 | 121,307 | 92,450 | 78,804 | 58,236 | 10,856 |
| | 1987 | 22,633 | 8,644 | 83,169 | 67,090 | 112,550 | 48,839 | 42,035 | 195,688 | 93,210 | 75,257 | 61,152 | 44,503 | 8,720 |
| Montana | 1990 | 18,377 | 8,716 | 85,934 | 70,622 | 121,360 | 56,062 | 44,465 | 247,889 | 108,767 | 103,831 | 72,169 | 53,985 | 6,573 |
| | 1987 | 15,005 | 7,072 | 70,501 | 57,803 | 96,637 | 43,044 | 36,255 | 198,035 | 83,474 | 84,994 | 56,228 | 41,423 | 5,385 |
| Nevada | 1990 | 25,287 | 16,288 | 195,028 | 139,576 | 291,921 | 117,049 | 138,677 | 510,280 | 208,368 | 254,603 | 186,852 | 125,658 | 38,278 |
| | 1987 | 19,182 | 12,332 | 147,711 | 105,592 | 215,863 | 82,911 | 105,599 | 377,754 | 147,751 | 193,917 | 134,913 | 88,852 | 29,152 |
| New Mexico | 1990 | 33,008 | 20,567 | 158,861 | 125,324 | 235,568 | 114,048 | 95,066 | 423,328 | 197,542 | 182,094 | 153,487 | 110,548 | 23,696 |
| | 1987 | 27,810 | 17,385 | 134,871 | 106,465 | 193,503 | 90,368 | 80,206 | 348,606 | 156,754 | 153,704 | 123,992 | 87,856 | 20,003 |
| Utah | 1990 | 60,486 | 26,935 | 234,689 | 201,990 | 313,398 | 125,617 | 158,517 | 577,604 | 275,796 | 258,217 | 183,390 | 133,564 | 27,773 |
| | 1987 | 47,277 | 21,310 | 184,781 | 158,931 | 242,301 | 93,023 | 125,925 | 443,975 | 204,031 | 205,094 | 138,300 | 98,872 | 22,061 |
| Wyoming | 1990 | 9,782 | 3,894 | 31,867 | 23,940 | 65,211 | 33,836 | 20,332 | 118,554 | 57,585 | 42,020 | 36,507 | 27,432 | 3,348 |
| | 1987 | 9,126 | 3,646 | 29,382 | 22,103 | 58,378 | 29,293 | 18,777 | 106,370 | 49,700 | 38,821 | 32,772 | 24,383 | 3,103 |
| **PACIFIC** | **1990** | **2,013,449** | **1,239,480** | **6,121,419** | **4,593,612** | **8,338,395** | **4,215,299** | **3,227,275** | **16,300,753** | **8,808,306** | **6,125,964** | **4,879,025** | **3,517,614** | **814,743** |
| | 1987 | 1,578,308 | 952,459 | 4,823,564 | 3,522,893 | 6,729,948 | 3,111,530 | 2,916,876 | 13,129,275 | 6,482,260 | 5,551,542 | 3,759,892 | 2,598,226 | 738,636 |
| Alaska | 1990 | 19,086 | 8,465 | 67,994 | 39,399 | 109,674 | 61,211 | 23,386 | 217,418 | 144,774 | 34,612 | 62,153 | 41,563 | 7,999 |
| | 1987 | 14,789 | 6,486 | 54,295 | 30,122 | 85,622 | 44,715 | 21,044 | 166,105 | 105,422 | 31,065 | 47,335 | 30,345 | 7,189 |
| California | 1990 | 1,669,357 | 986,426 | 4,756,488 | 3,589,283 | 6,343,986 | 3,259,955 | 2,474,284 | 12,499,173 | 6,621,977 | 4,899,871 | 3,748,627 | 2,731,244 | 648,693 |
| | 1987 | 1,323,726 | 768,964 | 3,806,122 | 2,795,255 | 5,208,616 | 2,445,089 | 2,274,601 | 10,269,159 | 4,958,689 | 4,505,529 | 2,935,530 | 2,048,620 | 596,633 |
| Hawaii | 1990 | 26,531 | 21,294 | 187,308 | 142,558 | 402,883 | 216,644 | 157,480 | 754,434 | 457,822 | 239,327 | 167,138 | 136,815 | 10,793 |
| | 1987 | 19,170 | 15,061 | 137,384 | 101,191 | 296,925 | 144,440 | 131,910 | 549,077 | 305,213 | 200,760 | 114,253 | 91,205 | 9,078 |
| Oregon | 1990 | 78,246 | 53,027 | 379,668 | 293,123 | 528,117 | 247,106 | 204,199 | 1,006,681 | 566,852 | 343,330 | 330,061 | 217,719 | 54,829 |
| | 1987 | 58,829 | 38,564 | 283,497 | 213,693 | 407,049 | 173,122 | 175,834 | 763,365 | 395,539 | 295,727 | 243,721 | 152,128 | 47,086 |
| Washington | 1990 | 220,229 | 170,268 | 729,961 | 529,249 | 953,735 | 430,383 | 367,926 | 1,823,047 | 1,016,881 | 608,824 | 571,046 | 390,273 | 92,429 |
| | 1987 | 161,794 | 123,384 | 542,066 | 382,632 | 731,736 | 304,164 | 313,487 | 1,381,569 | 717,397 | 518,461 | 419,053 | 275,928 | 78,650 |
| **TOTAL UNITED STATES** | **1990** | **7,820,267** | **4,354,809** | **36,737,373** | **27,501,851** | **50,041,089** | **21,867,190** | **22,093,548** | **102,965,624** | **49,397,582** | **41,933,380** | **27,686,580** | **19,301,331** | **5,237,819** |
| | 1987 | 6,532,586 | 3,634,536 | 31,150,997 | 23,295,517 | 42,455,368 | 18,349,837 | 19,069,692 | 87,436,422 | 41,516,616 | 36,255,112 | 23,270,433 | 16,200,855 | 4,511,759 |

# SECTION 9

## Metropolitan Market Rankings Retail Sales By Store Group

**Total Retail Sales**
**Food Stores**
**Supermarkets**
**Eating And Drinking Places**
**General Merchandise Stores**
**Department Stores**
**Apparel And Accessories Stores**
**Furniture/Home Furnishings/Appliance Stores**
**Furniture And Home Furnishings Stores**
**Automotive Dealers**
**Gasoline Service Stations**
**Building Materials And Hardware Dealers**
**Drug Stores**

### EXPLANATION OF TERMS

An explanation of terms used in the **Survey of Buying Power Demographics USA 1991** will be found in the Introductory Section starting on page A-5. A detailed listing of the outlets that make up each Store Group, and definitions of the Merchandise Line Sales categories, will be found on pages A-9 and A-10.

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| Automotive Dealer Sales | 9–11 |
| Gasoline Service Station Sales | 9–12 |
| Building Materials & Hardware Store Sales | 9–13 |
| Drugstore Sales | 9–14 |

# TOTAL RETAIL SALES

| Area | ($000) | Rank |
|---|---|---|
| Los Angeles - Long Beach, Cal. | 67,141,917 | 1 |
| New York, N.Y. | 49,319,353 | 2 |
| Chicago, Ill. | 47,560,664 | 3 |
| Philadelphia, Pa. | 36,033,312 | 4 |
| Detroit, Mich. | 33,349,904 | 5 |
| Washington, D.C. | 32,925,657 | 6 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 32,453,768 | 7 |
| Nassau - Suffolk, N.Y. | 26,052,896 | 8 |
| Houston, Tex. | 24,203,143 | 9 |
| Atlanta, Ga. | 24,167,781 | 10 |
| Dallas, Tex. | 23,294,124 | 11 |
| Anaheim - Santa Ana, Cal. | 22,166,980 | 12 |
| Minneapolis - St. Paul, Minn. | 20,446,928 | 13 |
| San Diego, Cal. | 19,209,425 | 14 |
| St. Louis, Mo. | 18,177,891 | 15 |
| Seattle, Wash. | 17,680,635 | 16 |
| Baltimore, Md. | 17,489,333 | 17 |
| Tampa - St. Petersburg - Clearwater, Fla. | 16,910,792 | 18 |
| Riverside - San Bernardino, Cal. | 16,764,591 | 19 |
| Phoenix, Ariz. | 16,652,405 | 20 |
| Oakland, Cal. | 16,201,188 | 21 |
| San Francisco, Cal. | 15,259,282 | 22 |
| Miami - Hialeah, Fla. | 15,113,192 | 23 |
| Pittsburgh, Pa. | 14,183,572 | 24 |
| Newark, N.J. | 13,633,002 | 25 |
| Cleveland, Ohio | 13,073,662 | 26 |
| Denver, Colo. | 12,998,169 | 27 |
| San Jose, Cal. | 12,499,406 | 28 |
| Kansas City, Mo.-Kans. | 12,486,466 | 29 |
| Bergen - Passaic, N.J. | 12,423,615 | 30 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 12,064,658 | 31 |
| Sacramento, Cal. | 11,481,756 | 32 |
| Milwaukee, Wisc. | 11,214,996 | 33 |
| Fort Worth - Arlington, Tex. | 10,950,924 | 34 |
| Cincinnati, Ohio | 10,882,833 | 35 |
| Portland, Ore. | 10,811,738 | 36 |
| Columbus, Ohio | 10,567,421 | 37 |
| Norfolk - Virginia Beach - Newport News, Va. | 10,395,293 | 38 |
| Indianapolis, Ind. | 10,364,320 | 39 |
| Orlando, Fla. | 9,895,768 | 40 |
| New Orleans, La. | 9,782,747 | 41 |
| Hartford - New Britain - Middletown - Bristol, Conn. | 9,371,122 | 42 |
| San Antonio, Tex. | 9,157,490 | 43 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | 8,769,068 | 44 |
| Monmouth - Ocean, N.J. | 8,593,187 | 45 |
| Middlesex - Somerset - Hunterdon, N.J. | 8,568,355 | 46 |
| Honolulu, Haw. | 8,377,087 | 47 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 8,040,924 | 48 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | 7,970,787 | 49 |
| Nashville, Tenn. | 7,838,318 | 50 |
| **Total Top 50** | **894,971,845** | |
| Rochester, N.Y. | 7,643,436 | 51 |
| Salt Lake City - Ogden, Utah | 7,558,308 | 52 |
| Jacksonville, Fla. | 7,337,701 | 53 |
| Oklahoma City, Okla. | 7,262,762 | 54 |
| Greensboro - Winston-Salem - High Point, N.C. | 7,251,632 | 55 |
| Louisville, Ky. | 7,146,704 | 56 |
| Richmond - Petersburg, Va. | 7,095,761 | 57 |
| Memphis, Tenn. | 7,055,066 | 58 |
| Albany - Schenectady - Troy, N.Y. | 7,045,006 | 59 |
| Buffalo, N.Y. | 6,781,443 | 60 |
| Dayton - Springfield, Ohio | 6,778,074 | 61 |
| Birmingham, Ala. | 6,764,710 | 62 |
| Providence - Pawtucket - Woonsocket, R.I. | 6,621,140 | 63 |
| New Haven - Waterbury - Meriden, Conn. | 6,487,372 | 64 |
| Austin, Tex. | 6,132,077 | 65 |
| Raleigh - Durham, N.C. | 6,093,748 | 66 |
| Las Vegas, Nev. | 5,806,823 | 67 |
| Grand Rapids, Mich. | 5,588,808 | 68 |
| Worcester - Fitchburg - Leominster, Mass. | 5,436,267 | 69 |
| Oxnard - Ventura, Cal. | 5,393,117 | 70 |
| Scranton - Wilkes-Barre, Pa. | 5,316,827 | 71 |
| Tulsa, Okla. | 5,239,853 | 72 |
| Allentown - Bethlehem - Easton, Pa. | 5,190,601 | 73 |
| Harrisburg - Lebanon - Carlisle, Pa. | 4,938,302 | 74 |
| Wilmington, Del. | 4,899,791 | 75 |
| Syracuse, N.Y. | 4,863,427 | 76 |
| Greenville - Spartanburg, S.C. | 4,816,106 | 77 |
| Knoxville, Tenn. | 4,776,261 | 78 |
| Omaha, Neb. | 4,700,401 | 79 |
| Tucson, Ariz. | 4,617,475 | 80 |
| Toledo, Ohio | 4,551,332 | 81 |
| Springfield, Mass. | 4,517,126 | 82 |
| Lake County, Ill. | 4,500,210 | 83 |
| Fresno, Cal. | 4,412,904 | 84 |
| Akron, Ohio | 4,335,153 | 85 |
| Little Rock - North Little Rock, Ark. | 4,147,589 | 86 |
| New Bedford - Fall River - Attleboro, Mass. | 4,105,077 | 87 |
| Baton Rouge, La. | 4,099,423 | 88 |
| Tacoma, Wash. | 4,066,724 | 89 |
| Albuquerque, N.M. | 3,933,194 | 90 |
| Portsmouth - Dover - Rochester, N.H. | 3,753,796 | 91 |
| Gary - Hammond, Ind. | 3,673,341 | 92 |
| Charleston, S.C. | 3,615,870 | 93 |
| Manchester - Nashua, N.H. | 3,608,388 | 94 |
| El Paso, Tex. | 3,561,693 | 95 |
| Columbia, S.C. | 3,545,143 | 96 |
| Youngstown - Warren, Ohio | 3,478,567 | 97 |
| Flint, Mich. | 3,478,101 | 98 |
| Des Moines, Iowa | 3,466,624 | 99 |
| Wichita, Kans. | 3,460,419 | 100 |
| **Total Top 100** | **1,155,921,518** | |
| Bakersfield, Cal. | 3,375,887 | 101 |
| Lansing - East Lansing, Mich. | 3,352,806 | 102 |
| Madison, Wisc. | 3,293,944 | 103 |
| Mobile, Ala. | 3,290,987 | 104 |
| Lancaster, Pa. | 3,276,037 | 105 |
| Jersey City, N.J. | 3,221,623 | 106 |
| Santa Rosa - Petaluma, Cal. | 3,176,962 | 107 |
| Portland, Me. | 3,114,787 | 108 |
| Atlantic City, N.J. | 3,110,249 | 109 |
| York, Pa. | 3,106,979 | 110 |
| Fort Myers - Cape Coral, Fla. | 3,103,[illegible] | 111 |
| Lexington-Fayette, Ky. | 3,039,615 | 112 |
| Chattanooga, Tenn. | 3,008,397 | 113 |
| Spokane, Wash. | 2,989,839 | 114 |
| Stockton, Cal. | 2,971,609 | 115 |
| Melbourne - Titusville - Palm Bay, Fla. | 2,964,038 | 116 |
| Saginaw - Bay City - Midland, Mich. | 2,945,350 | 117 |
| Jackson, Miss. | 2,898,573 | 118 |
| Daytona Beach, Fla. | 2,867,877 | 119 |
| Sarasota, Fla. | 2,865,270 | 120 |
| Augusta, Ga. | 2,849,440 | 121 |
| Fort Wayne, Ind. | 2,831,781 | 122 |
| Colorado Springs, Colo. | 2,818,439 | 123 |
| Lakeland - Winter Haven, Fla. | 2,805,105 | 124 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 2,769,076 | 125 |
| Vallejo - Fairfield - Napa, Cal. | 2,746,283 | 126 |
| Aurora - Elgin, Ill. | 2,723,720 | 127 |
| Trenton, N.J. | 2,719,776 | 128 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 2,712,385 | 129 |
| Shreveport, La. | 2,631,084 | 130 |
| Canton, Ohio | 2,623,640 | 131 |
| Beaumont - Port Arthur, Tex. | 2,578,487 | 132 |
| Johnson City - Kingsport - Bristol, Tenn. | 2,574,211 | 133 |
| Reading, Pa. | 2,563,704 | 134 |
| Reno, Nev. | 2,548,478 | 135 |
| Peoria, Ill. | 2,522,675 | 136 |
| Modesto, Cal. | 2,519,243 | 137 |
| Appleton - Oshkosh - Neenah, Wisc. | 2,498,906 | 138 |
| Anchorage, Alas. | 2,483,915 | 139 |
| Orange County, N.Y. | 2,416,510 | 140 |
| Pensacola, Fla. | 2,399,482 | 141 |
| Ann Arbor, Mich. | 2,386,795 | 142 |
| St. Cloud, Minn. | 2,385,247 | 143 |
| Salinas - Seaside - Monterey, Cal. | 2,371,488 | 144 |
| Corpus Christi, Tex. | 2,320,447 | 145 |
| Eugene - Springfield, Ore. | 2,237,700 | 146 |
| Joliet, Ill. | 2,192,790 | 147 |
| Montgomery, Ala. | 2,180,197 | 148 |
| Roanoke, Va. | 2,177,387 | 149 |
| Macon - Warner Robins, Ga. | 2,138,721 | 150 |
| **Total Top 150** | **1,293,622,768** | |
| Poughkeepsie, N.Y. | 2,137,103 | 151 |
| Rockford, Ill. | 2,121,169 | 152 |
| Springfield, Mo. | 2,090,582 | 153 |
| Utica - Rome, N.Y. | 2,068,989 | 154 |
| Fort Pierce, Fla. | 2,039,160 | 155 |
| Evansville, Ind. | 2,026,723 | 156 |
| Lubbock, Tex. | 1,975,744 | 157 |
| Binghamton, N.Y. | 1,968,059 | 158 |
| New London - Norwich, Conn. | 1,952,266 | 159 |
| Huntsville, Ala. | 1,935,343 | 160 |
| Boulder - Longmont, Colo. | 1,931,728 | 161 |
| Santa Cruz, Cal. | 1,911,040 | 162 |
| Huntington - Ashland, W.Va.-Ky. | 1,901,247 | 163 |
| South Bend - Mishawaka, Ind. | 1,892,271 | 164 |
| Savannah, Ga. | 1,886,718 | 165 |
| Amarillo, Tex. | 1,872,807 | 166 |
| McAllen - Edinburg - Mission, Tex. | 1,872,253 | 167 |
| Salem, Ore. | 1,858,309 | 168 |
| Charleston, W.Va. | 1,851,453 | 169 |
| Erie, Pa. | 1,812,577 | 170 |
| Kalamazoo, Mich. | 1,783,009 | 171 |
| Green Bay, Wisc. | 1,749,640 | 172 |
| Tallahassee, Fla. | 1,740,057 | 173 |
| Fayetteville, N.C. | 1,720,790 | 174 |
| Columbus, Ga. | 1,697,470 | 175 |
| Duluth, Minn. | 1,688,841 | 176 |
| Visalia - Tulare - Porterville, Cal. | 1,618,380 | 177 |
| Lafayette, La. | 1,606,519 | 178 |
| Lorain - Elyria, Ohio | 1,604,156 | 179 |
| Hickory - Morganton, N.C. | 1,601,838 | 180 |
| Gainesville, Fla. | 1,576,875 | 181 |
| Bradenton, Fla. | 1,571,315 | 182 |
| Hamilton - Middletown, Ohio | 1,571,044 | 183 |
| Springfield, Ill. | 1,539,902 | 184 |
| Lincoln, Neb. | 1,529,342 | 185 |
| Galveston - Texas City, Tex. | 1,488,311 | 186 |
| Boise, Ida. | 1,479,895 | 187 |
| Terre Haute, Ind. | 1,453,481 | 188 |
| Niagara Falls, N.Y. | 1,448,250 | 189 |
| Cedar Rapids, Iowa | 1,436,940 | 190 |
| Medford, Ore. | 1,431,958 | 191 |
| Ocala, Fla. | 1,408,163 | 192 |
| Naples, Fla. | 1,399,666 | 193 |
| Killeen - Temple, Tex. | 1,357,002 | 194 |
| Waco, Tex. | 1,354,869 | 195 |
| Asheville, N.C. | 1,352,789 | 196 |
| Brownsville - Harlingen, Tex. | 1,351,997 | 197 |
| Bangor, Me. | 1,349,536 | 198 |
| Fort Collins - Loveland, Colo. | 1,347,464 | 199 |
| Racine, Wisc. | 1,345,685 | 200 |
| **Total Top 200** | **1,378,333,493** | |
| Longview - Marshall, Tex. | 1,342,747 | 201 |
| Champaign - Urbana - Rantoul, Ill. | 1,340,720 | 202 |
| Vancouver, Wash. | 1,328,128 | 203 |
| Johnstown, Pa. | 1,324,692 | 204 |
| Topeka, Kans. | 1,319,053 | 205 |
| Fort Smith, Ark. | 1,307,386 | 206 |
| Fargo - Moorhead, N.D.-Minn. | 1,296,415 | 207 |
| Monroe, La. | 1,257,237 | 208 |
| Tyler, Tex. | 1,250,693 | 209 |
| Sioux Falls, S.D. | 1,225,196 | 210 |
| Provo - Orem, Utah | 1,217,584 | 211 |
| Burlington, Vt. | 1,203,789 | 212 |
| Pittsfield, Mass. | 1,203,511 | 213 |
| Biloxi - Gulfport, Miss. | 1,200,606 | 214 |
| Elkhart - Goshen, Ind. | 1,196,790 | 215 |
| Yakima, Wash. | 1,192,969 | 216 |
| Lima, Ohio | 1,190,752 | 217 |
| Lake Charles, La. | 1,189,466 | 218 |
| Houma - Thibodaux, La. | 1,154,031 | 219 |
| Olympia, Wash. | 1,137,793 | 220 |
| Chico, Cal. | 1,133,067 | 221 |
| Charlottesville, Va. | 1,125,121 | 222 |
| Benton Harbor, Mich. | 1,124,391 | 223 |
| Fort Walton Beach, Fla. | 1,124,378 | 224 |
| Bremerton, Wash. | 1,108,383 | 225 |
| Redding, Cal. | 1,107,147 | 226 |
| Wilmington, N.C. | 1,099,893 | 227 |
| Janesville - Beloit, Wisc. | 1,099,829 | 228 |
| Panama City, Fla. | 1,089,654 | 229 |
| Brazoria, Tex. | 1,085,656 | 230 |
| Eau Claire, Wisc. | 1,078,933 | 231 |
| Richland - Kennewick - Pasco, Wash. | 1,077,127 | 232 |
| Parkersburg - Marietta, W.Va.-Ohio | 1,073,448 | 233 |
| Billings, Mont. | 1,071,678 | 234 |
| Tuscaloosa, Ala. | 1,062,508 | 235 |
| Lynchburg, Va. | 1,047,844 | 236 |
| Dothan, Ala. | 1,045,272 | 237 |
| Waterloo - Cedar Falls, Iowa | 1,041,812 | 238 |
| Battle Creek, Mich. | 1,037,626 | 239 |
| Bloomington - Normal, Ill. | 1,036,848 | 240 |
| Vineland - Millville - Bridgeton, N.J. | 1,035,984 | 241 |
| Glens Falls, N.Y. | 1,035,026 | 242 |
| Bellingham, Wash. | 1,033,439 | 243 |
| Anderson, S.C. | 1,030,588 | 244 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 1,026,950 | 245 |
| Joplin, Mo. | 1,024,703 | 246 |
| Alexandria, La. | 1,014,850 | 247 |
| Athens, Ga. | 1,012,485 | 248 |
| Wheeling, W.Va. | 1,011,542 | 249 |
| Rochester, Minn. | 1,009,846 | 250 |
| **Total Top 250** | **1,435,119,081** | |
| Muskegon, Mich. | 1,000,054 | 251 |
| Fayetteville - Springdale, Ark. | 999,758 | 252 |
| Altoona, Pa. | 994,442 | 253 |
| Jackson, Mich. | 983,828 | 254 |
| Florence, S.C. | 973,645 | 255 |
| Mansfield, Ohio | 962,922 | 256 |
| Lafayette - West Lafayette, Ind. | 962,867 | 257 |
| Wichita Falls, Tex. | 944,547 | 258 |
| Beaver County, Pa. | 927,556 | 259 |
| Burlington, N.C. | 924,502 | 260 |
| Decatur, Ill. | 900,491 | 261 |
| Florence, Ala. | 898,320 | 262 |
| Williamsport, Pa. | 894,501 | 263 |
| Texarkana, Tex.-Ark. | 894,116 | 264 |
| Columbia, Mo. | 890,388 | 265 |
| Abilene, Tex. | 886,638 | 266 |
| Sioux City, Iowa | 880,560 | 267 |
| Santa Fe, N.M. | 878,967 | 268 |
| Hagerstown, Md. | 877,724 | 269 |
| Jamestown - Dunkirk, N.Y. | 850,402 | 270 |
| Merced, Cal. | 848,452 | 271 |
| Anderson, Ind. | 844,241 | 272 |
| Odessa, Tex. | 842,107 | 273 |
| La Crosse, Wisc. | 841,963 | 274 |
| Rapid City, S.D. | 830,083 | 275 |
| Albany, Ga. | 829,827 | 276 |
| Wausau, Wisc. | 829,767 | 277 |
| Laredo, Tex. | 824,554 | 278 |
| State College, Pa. | 822,998 | 279 |
| Midland, Tex. | 821,738 | 280 |
| Lewiston - Auburn, Me. | 820,621 | 281 |
| Kokomo, Ind. | 789,751 | 282 |
| Bryan - College Station, Tex. | 786,988 | 283 |
| Pueblo, Colo. | 783,126 | 284 |
| Sherman - Denison, Tex. | 763,484 | 285 |
| Muncie, Ind. | 762,831 | 286 |
| Decatur, Ala. | 757,069 | 287 |
| Steubenville - Weirton, Ohio-W.Va. | 752,041 | 288 |
| Anniston, Ala. | 751,821 | 289 |
| Jacksonville, N.C. | 744,716 | 290 |
| Kenosha, Wisc. | 740,516 | 291 |
| Sharon, Pa. | 703,350 | 292 |
| Dubuque, Iowa | 702,124 | 293 |
| Bloomington, Ind. | 697,335 | 294 |
| Bismarck, N.D. | 697,011 | 295 |
| Danville, Va. | 692,645 | 296 |
| Yuma, Ariz. | 691,353 | 297 |
| Elmira, N.Y. | 688,040 | 298 |
| Sheboygan, Wisc. | 685,409 | 299 |
| Iowa City, Iowa | 682,260 | 300 |
| Lawton, Okla. | 681,609 | 301 |
| San Angelo, Tex. | 677,851 | 302 |
| Yuba City, Cal. | 677,006 | 303 |
| Owensboro, Ky. | 675,870 | 304 |
| Greeley, Colo. | 674,935 | 305 |
| Jackson, Tenn. | 652,990 | 306 |
| Gadsden, Ala. | 652,827 | 307 |
| Kankakee, Ill. | 651,968 | 308 |
| Cumberland, Md. | 646,990 | 309 |
| Grand Forks, N.D. | 641,042 | 310 |
| St. Joseph, Mo. | 619,772 | 311 |
| Las Cruces, N.M. | 615,412 | 312 |
| Great Falls, Mont. | 614,445 | 313 |
| Victoria, Tex. | 566,608 | 314 |
| Pascagoula, Miss. | 565,295 | 315 |
| Pine Bluff, Ark. | 561,482 | 316 |
| Cheyenne, Wyo. | 531,612 | 317 |
| Lawrence, Kans. | 488,765 | 318 |
| Casper, Wyo. | 460,287 | 319 |
| Enid, Okla. | 402,420 | 320 |
| **Total Above Areas** | **1,488,735,116** | |
| **Percent of U.S.** | **82.3788** | |
| **U.S. Total** | **1,807,182,519** | |

1991 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# FOOD STORE SALES

| Area | ($000) | Rank |
|---|---|---|
| **Los Angeles - Long Beach, Cal.** | 12,454,087 | 1 |
| **New York, N.Y.** | 9,858,009 | 2 |
| **Chicago, Ill.** | 7,938,161 | 3 |
| **Philadelphia, Pa.** | 7,596,047 | 4 |
| **Boston - Lawrence - Salem - Lowell - Brockton, Mass.** | 6,407,504 | 5 |
| **Washington, D.C.** | 6,102,187 | 6 |
| **Houston, Tex.** | 5,389,007 | 7 |
| **Detroit, Mich.** | 5,296,818 | 8 |
| **Nassau - Suffolk, N.Y.** | 5,158,812 | 9 |
| **Dallas, Tex.** | 4,294,361 | 10 |
| **Atlanta, Ga.** | 4,003,312 | 11 |
| **Anaheim - Santa Ana, Cal.** | 3,759,874 | 12 |
| **Phoenix, Ariz.** | 3,700,497 | 13 |
| **Minneapolis - St. Paul, Minn.** | 3,564,769 | 14 |
| **Seattle, Wash.** | 3,457,251 | 15 |
| **St. Louis, Mo.** | 3,439,997 | 16 |
| **Riverside - San Bernardino, Cal.** | 3,418,619 | 17 |
| **San Diego, Cal.** | 3,415,262 | 18 |
| **Baltimore, Md.** | 3,314,575 | 19 |
| **Tampa - St. Petersburg - Clearwater, Fla.** | 3,264,225 | 20 |
| **Oakland, Cal.** | 3,184,993 | 21 |
| **Newark, N.J.** | 3,073,446 | 22 |
| **Pittsburgh, Pa.** | 2,906,148 | 23 |
| **Miami - Hialeah, Fla.** | 2,705,413 | 24 |
| **San Francisco, Cal.** | 2,667,400 | 25 |
| **Denver, Colo.** | 2,615,970 | 26 |
| **Cleveland, Ohio** | 2,509,553 | 27 |
| **New Orleans, La.** | 2,359,980 | 28 |
| **Kansas City, Mo.-Kans.** | 2,346,390 | 29 |
| **Sacramento, Cal.** | 2,309,094 | 30 |
| **Fort Worth - Arlington, Tex.** | 2,283,609 | 31 |
| **Bergen - Passaic, N.J.** | 2,273,665 | 32 |
| **Cincinnati, Ohio** | 2,190,412 | 33 |
| **Fort Lauderdale - Hollywood - Pompano Beach, Fla.** | 2,156,473 | 34 |
| **San Jose, Cal.** | 2,131,411 | 35 |
| **San Antonio, Tex.** | 2,069,362 | 36 |
| **Norfolk - Virginia Beach - Newport News, Va.** | 2,057,299 | 37 |
| **Milwaukee, Wisc.** | 1,976,948 | 38 |
| **Monmouth - Ocean, N.J.** | 1,829,555 | 39 |
| **Portland, Ore.** | 1,806,560 | 40 |
| **Middlesex - Somerset - Hunterdon, N.J.** | 1,797,432 | 41 |
| **Rochester, N.Y.** | 1,763,839 | 42 |
| **Hartford - New Britain - Middletown - Bristol, Conn.** | 1,706,401 | 43 |
| **Orlando, Fla.** | 1,701,348 | 44 |
| **Columbus, Ohio** | 1,700,547 | 45 |
| **Charlotte - Gastonia - Rock Hill, N.C.-S.C.** | 1,645,720 | 46 |
| **Salt Lake City - Ogden, Utah** | 1,629,302 | 47 |
| **Buffalo, N.Y.** | 1,611,814 | 48 |
| **Bridgeport - Stamford - Norwalk - Danbury, Conn.** | 1,584,162 | 49 |
| **Austin, Tex.** | 1,563,277 | 50 |
| **Total Top 50** | **169,990,897** | |
| **Albany - Schenectady - Troy, N.Y.** | 1,539,547 | 51 |
| **Indianapolis, Ind.** | 1,471,690 | 52 |
| **West Palm Beach - Boca Raton - Delray Beach, Fla.** | 1,441,802 | 53 |
| **Oklahoma City, Okla.** | 1,421,974 | 54 |
| **Richmond - Petersburg, Va.** | 1,405,103 | 55 |
| **New Haven - Waterbury - Meriden, Conn.** | 1,398,664 | 56 |
| **Providence - Pawtucket - Woonsocket, R.I.** | 1,390,972 | 57 |
| **Honolulu, Haw.** | 1,380,783 | 58 |
| **Jacksonville, Fla.** | 1,302,639 | 59 |
| **Louisville, Ky.** | 1,280,303 | 60 |
| **Dayton - Springfield, Ohio** | 1,274,032 | 61 |
| **Las Vegas, Nev.** | 1,253,589 | 62 |
| **Greensboro - Winston-Salem - High Point, N.C.** | 1,253,499 | 63 |
| **Nashville, Tenn.** | 1,200,315 | 64 |
| **Tulsa, Okla.** | 1,190,058 | 65 |
| **Memphis, Tenn.** | 1,130,045 | 66 |
| **Birmingham, Ala.** | 1,123,429 | 67 |
| **Scranton - Wilkes-Barre, Pa.** | 1,105,643 | 68 |
| **Allentown - Bethlehem - Easton, Pa.** | 1,095,358 | 69 |
| **Syracuse, N.Y.** | 1,091,663 | 70 |
| **Raleigh - Durham, N.C.** | 1,076,394 | 71 |
| **Baton Rouge, La.** | 1,058,964 | 72 |
| **Worcester - Fitchburg - Leominster, Mass.** | 1,034,978 | 73 |
| **Greenville - Spartanburg, S.C.** | 995,919 | 74 |
| Fresno, Cal. | 975,274 | 75 |
| Tucson, Ariz. | 949,482 | 76 |
| Oxnard - Ventura, Cal. | 945,354 | 77 |
| Omaha, Neb. | 924,338 | 78 |
| Springfield, Mass. | 912,159 | 79 |
| Wilmington, Del. | 898,233 | 80 |
| Akron, Ohio | 893,652 | 81 |
| New Bedford - Fall River - Attleboro, Mass. | 892,965 | 82 |
| Toledo, Ohio | 856,141 | 83 |
| Harrisburg - Lebanon - Carlisle, Pa. | 795,832 | 84 |
| Tacoma, Wash. | 793,594 | 85 |
| Portsmouth - Dover - Rochester, N.H. | 787,911 | 86 |
| Knoxville, Tenn. | 770,948 | 87 |
| Charleston, S.C. | 759,068 | 88 |
| El Paso, Tex. | 753,184 | 89 |
| Bakersfield, Cal. | 746,014 | 90 |
| Grand Rapids, Mich. | 733,972 | 91 |
| Little Rock - North Little Rock, Ark. | 731,164 | 92 |
| Manchester - Nashua, N.H. | 729,652 | 93 |
| Jersey City, N.J. | 729,565 | 94 |
| Gary - Hammond, Ind. | 724,985 | 95 |
| Des Moines, Iowa | 724,901 | 96 |
| Lake County, Ill. | 701,416 | 97 |
| Wichita, Kans. | 684,375 | 98 |
| Santa Rosa - Petaluma, Cal. | 683,829 | 99 |
| Lancaster, Pa. | 677,983 | 100 |
| **Total Top 100** | **220,684,251** | |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 664,990 | 101 |
| Albuquerque, N.M. | 646,779 | 102 |
| Daytona Beach, Fla. | 639,098 | 103 |
| Spokane, Wash. | 635,197 | 104 |
| Mobile, Ala. | 634,204 | 105 |
| Columbia, S.C. | 633,248 | 106 |
| Atlantic City, N.J. | 620,032 | 107 |
| Youngstown - Warren, Ohio | 619,098 | 108 |
| Vallejo - Fairfield - Napa, Cal. | 609,925 | 109 |
| Orange County, N.Y. | 600,430 | 110 |
| Stockton, Cal. | 593,840 | 111 |
| Corpus Christi, Tex. | 593,515 | 112 |
| York, Pa. | 585,727 | 113 |
| Lakeland - Winter Haven, Fla. | 576,295 | 114 |
| Fort Myers - Cape Coral, Fla. | 575,943 | 115 |
| Melbourne - Titusville - Palm Bay, Fla. | 573,527 | 116 |
| Chattanooga, Tenn. | 571,689 | 117 |
| Canton, Ohio | 561,956 | 118 |
| Augusta, Ga. | 560,235 | 119 |
| Flint, Mich. | 545,683 | 120 |
| Modesto, Cal. | 540,675 | 121 |
| Portland, Me. | 539,210 | 122 |
| Trenton, N.J. | 531,588 | 123 |
| Madison, Wisc. | 527,518 | 124 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 515,437 | 125 |
| Beaumont - Port Arthur, Tex. | 514,155 | 126 |
| Shreveport, La. | 513,825 | 127 |
| Johnson City - Kingsport - Bristol, Tenn. | 504,213 | 128 |
| Anchorage, Alas. | 496,448 | 129 |
| Aurora - Elgin, Ill. | 491,160 | 130 |
| Poughkeepsie, N.Y. | 490,935 | 131 |
| Sarasota, Fla. | 485,720 | 132 |
| Reading, Pa. | 484,514 | 133 |
| Lansing - East Lansing, Mich. | 480,882 | 134 |
| Lexington-Fayette, Ky. | 479,338 | 135 |
| McAllen - Edinburg - Mission, Tex. | 474,141 | 136 |
| Saginaw - Bay City - Midland, Mich. | 461,872 | 137 |
| Utica - Rome, N.Y. | 461,130 | 138 |
| Colorado Springs, Colo. | 459,992 | 139 |
| Pensacola, Fla. | 454,310 | 140 |
| Visalia - Tulare - Porterville, Cal. | 452,413 | 141 |
| Reno, Nev. | 452,327 | 142 |
| Fort Wayne, Ind. | 449,419 | 143 |
| Eugene - Springfield, Ore. | 441,545 | 144 |
| Galveston - Texas City, Tex. | 436,205 | 145 |
| Santa Cruz, Cal. | 436,156 | 146 |
| Jackson, Miss. | 429,672 | 147 |
| Peoria, Ill. | 427,372 | 148 |
| Lafayette, La. | 424,742 | 149 |
| Salinas - Seaside - Monterey, Cal. | 419,467 | 150 |
| **Total Top 150** | **247,002,043** | |
| Appleton - Oshkosh - Neenah, Wisc. | 412,988 | 151 |
| Fort Pierce, Fla. | 412,114 | 152 |
| Erie, Pa. | 404,625 | 153 |
| Binghamton, N.Y. | 402,534 | 154 |
| Boulder - Longmont, Colo. | 398,925 | 155 |
| New London - Norwich, Conn. | 398,712 | 156 |
| Charleston, W.Va. | 397,314 | 157 |
| Rockford, Ill. | 394,230 | 158 |
| Huntington - Ashland, W.Va.-Ky. | 389,482 | 159 |
| Salem, Ore. | 382,473 | 160 |
| Joliet, Ill. | 377,172 | 161 |
| Evansville, Ind. | 375,407 | 162 |
| Lubbock, Tex. | 375,146 | 163 |
| Roanoke, Va. | 367,504 | 164 |
| Macon - Warner Robins, Ga. | 362,200 | 165 |
| Savannah, Ga. | 356,289 | 166 |
| Hamilton - Middletown, Ohio | 353,491 | 167 |
| Gainesville, Fla. | 352,038 | 168 |
| Ann Arbor, Mich. | 349,873 | 169 |
| Amarillo, Tex. | 349,138 | 170 |
| Houma - Thibodaux, La. | 349,090 | 171 |
| Brownsville - Harlingen, Tex. | 346,694 | 172 |
| Bradenton, Fla. | 345,295 | 173 |
| Lake Charles, La. | 340,903 | 174 |
| South Bend - Mishawaka, Ind. | 338,142 | 175 |
| Duluth, Minn. | 337,073 | 176 |
| Springfield, Mo. | 333,569 | 177 |
| Boise, Ida. | 331,776 | 178 |
| Niagara Falls, N.Y. | 330,408 | 179 |
| Tallahassee, Fla. | 330,037 | 180 |
| Hickory - Morganton, N.C. | 324,676 | 181 |
| Huntsville, Ala. | 324,629 | 182 |
| Montgomery, Ala. | 320,271 | 183 |
| Columbus, Ga. | 319,872 | 184 |
| Johnstown, Pa. | 319,432 | 185 |
| Vancouver, Wash. | 318,993 | 186 |
| Bangor, Me. | 313,574 | 187 |
| Brazoria, Tex. | 313,141 | 188 |
| Killeen - Temple, Tex. | 311,490 | 189 |
| Naples, Fla. | 307,114 | 190 |
| Fort Smith, Ark. | 305,826 | 191 |
| Lorain - Elyria, Ohio | 305,268 | 192 |
| Fayetteville, N.C. | 297,158 | 193 |
| Waco, Tex. | 295,881 | 194 |
| Ocala, Fla. | 295,369 | 195 |
| Yakima, Wash. | 295,348 | 196 |
| Lincoln, Neb. | 293,266 | 197 |
| Asheville, N.C. | 284,018 | 198 |
| Provo - Orem, Utah | 280,198 | 199 |
| Longview - Marshall, Tex. | 276,750 | 200 |
| **Total Top 200** | **264,098,959** | |
| Green Bay, Wisc. | 274,797 | 201 |
| Fort Collins - Loveland, Colo. | 272,045 | 202 |
| Burlington, Vt. | 269,939 | 203 |
| Monroe, La. | 269,302 | 204 |
| Cedar Rapids, Iowa | 268,758 | 205 |
| Redding, Cal. | 265,612 | 206 |
| Olympia, Wash. | 265,360 | 207 |
| Bremerton, Wash. | 264,685 | 208 |
| Panama City, Fla. | 264,471 | 209 |
| Richland - Kennewick - Pasco, Wash. | 260,959 | 210 |
| Biloxi - Gulfport, Miss. | 256,890 | 211 |
| Chico, Cal. | 256,050 | 212 |
| Pittsfield, Mass. | 254,345 | 213 |
| Bellingham, Wash. | 253,905 | 214 |
| Tyler, Tex. | 252,558 | 215 |
| Springfield, Ill. | 249,348 | 216 |
| Topeka, Kans. | 249,075 | 217 |
| Charlottesville, Va. | 245,127 | 218 |
| Altoona, Pa. | 243,249 | 219 |
| Glens Falls, N.Y. | 242,752 | 220 |
| Kalamazoo, Mich. | 242,650 | 221 |
| Vineland - Millville - Bridgeton, N.J. | 238,721 | 222 |
| Billings, Mont. | 237,429 | 223 |
| Wheeling, W.Va. | 232,785 | 224 |
| Fargo - Moorhead, N.D.-Minn. | 232,156 | 225 |
| Racine, Wisc. | 229,211 | 226 |
| Janesville - Beloit, Wisc. | 228,760 | 227 |
| Anderson, S.C. | 227,535 | 228 |
| Lynchburg, Va. | 227,454 | 229 |
| Beaver County, Pa. | 225,939 | 230 |
| Odessa, Tex. | 225,634 | 231 |
| Alexandria, La. | 221,639 | 232 |
| St. Cloud, Minn. | 221,617 | 233 |
| Jamestown - Dunkirk, N.Y. | 219,395 | 234 |
| Lewiston - Auburn, Me. | 218,826 | 235 |
| Champaign - Urbana - Rantoul, Ill. | 218,076 | 236 |
| Lima, Ohio | 216,915 | 237 |
| Medford, Ore. | 215,745 | 238 |
| Midland, Tex. | 213,665 | 239 |
| Wilmington, N.C. | 212,836 | 240 |
| Merced, Cal. | 210,467 | 241 |
| Parkersburg - Marietta, W.Va.-Ohio | 210,287 | 242 |
| Laredo, Tex. | 208,165 | 243 |
| Benton Harbor, Mich. | 202,292 | 244 |
| Yuba City, Cal. | 200,884 | 245 |
| Sioux Falls, S.D. | 199,458 | 246 |
| Albany, Ga. | 197,421 | 247 |
| Joplin, Mo. | 197,262 | 248 |
| Eau Claire, Wisc. | 197,098 | 249 |
| Fayetteville - Springdale, Ark. | 196,480 | 250 |
| **Total Top 250** | **275,804,986** | |
| Elkhart - Goshen, Ind. | 195,370 | 251 |
| Sioux City, Iowa | 194,596 | 252 |
| Bryan - College Station, Tex. | 191,538 | 253 |
| Waterloo - Cedar Falls, Iowa | 190,879 | 254 |
| Fort Walton Beach, Fla. | 190,342 | 255 |
| Williamsport, Pa. | 188,770 | 256 |
| Florence, S.C. | 188,107 | 257 |
| Battle Creek, Mich. | 187,251 | 258 |
| Florence, Ala. | 185,789 | 259 |
| Athens, Ga. | 181,356 | 260 |
| Pueblo, Colo. | 180,077 | 261 |
| Dothan, Ala. | 177,969 | 262 |
| Hagerstown, Md. | 177,438 | 263 |
| Muskegon, Mich. | 175,120 | 264 |
| Steubenville - Weirton, Ohio-W.Va. | 174,905 | 265 |
| Tuscaloosa, Ala. | 174,683 | 266 |
| Burlington, N.C. | 173,549 | 267 |
| Mansfield, Ohio | 172,704 | 268 |
| Rochester, Minn. | 172,265 | 269 |
| Greeley, Colo. | 169,303 | 270 |
| Iowa City, Iowa | 167,322 | 271 |
| Danville, Va. | 164,433 | 272 |
| Anderson, Ind. | 164,014 | 273 |
| Sherman - Denison, Tex. | 163,850 | 274 |
| Texarkana, Tex.-Ark. | 162,917 | 275 |
| State College, Pa. | 156,976 | 276 |
| Lafayette - West Lafayette, Ind. | 152,662 | 277 |
| Wausau, Wisc. | 150,134 | 278 |
| Sharon, Pa. | 147,059 | 279 |
| Bloomington - Normal, Ill. | 146,265 | 280 |
| Rapid City, S.D. | 144,875 | 281 |
| Decatur, Ill. | 144,620 | 282 |
| Terre Haute, Ind. | 143,879 | 283 |
| Victoria, Tex. | 143,697 | 284 |
| Jackson, Mich. | 143,285 | 285 |
| Muncie, Ind. | 142,919 | 286 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 142,505 | 287 |
| San Angelo, Tex. | 142,142 | 288 |
| Sheboygan, Wisc. | 142,007 | 289 |
| Yuma, Ariz. | 140,869 | 290 |
| Columbia, Mo. | 140,678 | 291 |
| Wichita Falls, Tex. | 140,368 | 292 |
| Cumberland, Md. | 138,150 | 293 |
| Bloomington, Ind. | 138,145 | 294 |
| Dubuque, Iowa | 137,969 | 295 |
| Santa Fe, N.M. | 135,464 | 296 |
| Gadsden, Ala. | 132,098 | 297 |
| Lawton, Okla. | 128,902 | 298 |
| Abilene, Tex. | 128,601 | 299 |
| Las Cruces, N.M. | 127,974 | 300 |
| Jacksonville, N.C. | 127,648 | 301 |
| Elmira, N.Y. | 126,888 | 302 |
| Pascagoula, Miss. | 125,324 | 303 |
| Kokomo, Ind. | 124,652 | 304 |
| Kenosha, Wisc. | 122,714 | 305 |
| Great Falls, Mont. | 122,691 | 306 |
| Owensboro, Ky. | 122,364 | 307 |
| Kankakee, Ill. | 122,182 | 308 |
| La Crosse, Wisc. | 119,114 | 309 |
| St. Joseph, Mo. | 119,016 | 310 |
| Pine Bluff, Ark. | 115,517 | 311 |
| Jackson, Tenn. | 114,901 | 312 |
| Bismarck, N.D. | 114,373 | 313 |
| Decatur, Ala. | 113,096 | 314 |
| Lawrence, Kans. | 109,372 | 315 |
| Casper, Wyo. | 108,682 | 316 |
| Anniston, Ala. | 99,091 | 317 |
| Grand Forks, N.D. | 98,355 | 318 |
| Cheyenne, Wyo. | 83,686 | 319 |
| Enid, Okla. | 80,599 | 320 |
| **Total Above Areas** | **286,072,043** | |
| **Percent of U.S.** | **78.8801** | |
| **U.S. Total** | **362,666,807** | |

S&MM METRO MARKET RANKING

# SUPERMARKET SALES

| Area | ($000) | Rank |
|---|---|---|
| Los Angeles - Long Beach, Cal. | 11,487,463 | 1 |
| New York, N.Y. | 8,216,388 | 2 |
| Chicago, Ill. | 7,246,682 | 3 |
| Philadelphia, Pa. | 6,885,587 | 4 |
| Washington, D.C. | 5,821,906 | 5 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 5,702,684 | 6 |
| Houston, Tex. | 5,147,536 | 7 |
| Detroit, Mich. | 4,709,932 | 8 |
| Nassau - Suffolk, N.Y. | 4,589,902 | 9 |
| Dallas, Tex. | 4,156,572 | 10 |
| Atlanta, Ga. | 3,855,526 | 11 |
| Phoenix, Ariz. | 3,580,938 | 12 |
| Anaheim - Santa Ana, Cal. | 3,497,514 | 13 |
| Minneapolis - St. Paul, Minn. | 3,374,057 | 14 |
| Riverside - San Bernardino, Cal. | 3,272,541 | 15 |
| Seattle, Wash. | 3,271,526 | 16 |
| St. Louis, Mo. | 3,251,683 | 17 |
| San Diego, Cal. | 3,145,050 | 18 |
| Tampa - St. Petersburg - Clearwater, Fla. | 3,083,023 | 19 |
| Baltimore, Md. | 3,065,403 | 20 |
| Oakland, Cal. | 2,961,737 | 21 |
| Newark, N.J. | 2,808,376 | 22 |
| Pittsburgh, Pa. | 2,718,588 | 23 |
| Denver, Colo. | 2,520,037 | 24 |
| Miami - Hialeah, Fla. | 2,455,235 | 25 |
| Cleveland, Ohio | 2,301,194 | 26 |
| Kansas City, Mo.-Kans. | 2,264,564 | 27 |
| San Francisco, Cal. | 2,231,683 | 28 |
| New Orleans, La. | 2,229,296 | 29 |
| Fort Worth - Arlington, Tex. | 2,207,950 | 30 |
| Sacramento, Cal. | 2,201,879 | 31 |
| Bergen - Passaic, N.J. | 2,086,761 | 32 |
| Cincinnati, Ohio | 2,035,695 | 33 |
| San Antonio, Tex. | 1,997,851 | 34 |
| Norfolk - Virginia Beach - Newport News, Va. | 1,977,551 | 35 |
| San Jose, Cal. | 1,967,770 | 36 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 1,940,407 | 37 |
| Milwaukee, Wisc. | 1,867,418 | 38 |
| Monmouth - Ocean, N.J. | 1,719,065 | 39 |
| Portland, Ore. | 1,692,509 | 40 |
| Rochester, N.Y. | 1,679,346 | 41 |
| Middlesex - Somerset - Hunterdon, N.J. | 1,670,804 | 42 |
| Orlando, Fla. | 1,617,822 | 43 |
| Columbus, Ohio | 1,616,128 | 44 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | 1,604,117 | 45 |
| Hartford - New Britain - Middletown - Bristol, Conn. | 1,578,582 | 46 |
| Salt Lake City - Ogden, Utah | 1,553,900 | 47 |
| Austin, Tex. | 1,520,989 | 48 |
| Buffalo, N.Y. | 1,482,181 | 49 |
| Albany - Schenectady - Troy, N.Y. | 1,457,776 | 50 |
| **Total Top 50** | **157,329,124** | |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | 1,443,726 | 51 |
| Indianapolis, Ind. | 1,413,434 | 52 |
| Oklahoma City, Okla. | 1,378,907 | 53 |
| Richmond - Petersburg, Va. | 1,362,575 | 54 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 1,327,489 | 55 |
| New Haven - Waterbury - Meriden, Conn. | 1,296,104 | 56 |
| Honolulu, Haw. | 1,245,661 | 57 |
| Jacksonville, Fla. | 1,228,580 | 58 |
| Louisville, Ky. | 1,218,764 | 59 |
| Dayton - Springfield, Ohio | 1,215,089 | 60 |
| Providence - Pawtucket - Woonsocket, R.I. | 1,211,633 | 61 |
| Greensboro - Winston-Salem - High Point, N.C. | 1,210,480 | 62 |
| Las Vegas, Nev. | 1,199,281 | 63 |
| Nashville, Tenn. | 1,171,995 | 64 |
| Tulsa, Okla. | 1,160,256 | 65 |
| Birmingham, Ala. | 1,087,199 | 66 |
| Memphis, Tenn. | 1,067,330 | 67 |
| Raleigh - Durham, N.C. | 1,048,714 | 68 |
| Scranton - Wilkes-Barre, Pa. | 1,030,357 | 69 |
| Allentown - Bethlehem - Easton, Pa. | 1,029,023 | 70 |
| Baton Rouge, La. | 1,022,105 | 71 |
| Syracuse, N.Y. | 1,022,013 | 72 |
| Greenville - Spartanburg, S.C. | 977,308 | 73 |
| Worcester - Fitchburg - Leominster, Mass. | 954,061 | 74 |
| Tucson, Ariz. | 907,648 | 75 |
| Fresno, Cal. | 903,719 | 76 |
| Oxnard - Ventura, Cal. | 892,600 | 77 |
| Omaha, Neb. | 883,387 | 78 |
| Akron, Ohio | 845,864 | 79 |
| Wilmington, Del. | 835,877 | 80 |
| Springfield, Mass. | 832,230 | 81 |
| Toledo, Ohio | 811,030 | 82 |
| New Bedford - Fall River - Attleboro, Mass. | 807,864 | 83 |
| Tacoma, Wash. | 757,655 | 84 |
| Harrisburg - Lebanon - Carlisle, Pa. | 754,898 | 85 |
| Knoxville, Tenn. | 743,529 | 86 |
| Portsmouth - Dover - Rochester, N.H. | 738,356 | 87 |
| El Paso, Tex. | 727,044 | 88 |
| Charleston, S.C. | 724,392 | 89 |
| Bakersfield, Cal. | 705,973 | 90 |
| Little Rock - North Little Rock, Ark. | 703,094 | 91 |
| Des Moines, Iowa | 699,691 | 92 |
| Manchester - Nashua, N.H. | 695,363 | 93 |
| Grand Rapids, Mich. | 679,023 | 94 |
| Gary - Hammond, Ind. | 674,531 | 95 |
| Wichita, Kans. | 663,215 | 96 |
| Lake County, Ill. | 659,161 | 97 |
| Jersey City, N.J. | 644,506 | 98 |
| Santa Rosa - Petaluma, Cal. | 639,942 | 99 |
| Spokane, Wash. | 615,815 | 100 |
| **Total Top 100** | **205,197,615** | |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 614,501 | 101 |
| Mobile, Ala. | 611,645 | 102 |
| Daytona Beach, Fla. | 608,823 | 103 |
| Albuquerque, N.M. | 605,921 | 104 |
| Columbia, S.C. | 605,840 | 105 |
| Lancaster, Pa. | 596,381 | 106 |
| Youngstown - Warren, Ohio | 580,705 | 107 |
| Corpus Christi, Tex. | 573,953 | 108 |
| Vallejo - Fairfield - Napa, Cal. | 570,006 | 109 |
| Orange County, N.Y. | 568,111 | 110 |
| Atlantic City, N.J. | 559,857 | 111 |
| Chattanooga, Tenn. | 556,937 | 112 |
| Stockton, Cal. | 555,923 | 113 |
| Fort Myers - Cape Coral, Fla. | 550,346 | 114 |
| Augusta, Ga. | 549,745 | 115 |
| York, Pa. | 548,139 | 116 |
| Lakeland - Winter Haven, Fla. | 542,757 | 117 |
| Melbourne - Titusville - Palm Bay, Fla. | 541,066 | 118 |
| Canton, Ohio | 530,652 | 119 |
| Flint, Mich. | 513,577 | 120 |
| Modesto, Cal. | 510,298 | 121 |
| Portland, Me. | 508,856 | 122 |
| Beaumont - Port Arthur, Tex. | 499,314 | 123 |
| Trenton, N.J. | 494,813 | 124 |
| Shreveport, La. | 493,333 | 125 |
| Madison, Wisc. | 491,816 | 126 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 487,806 | 127 |
| Johnson City - Kingsport - Bristol, Tenn. | 484,052 | 128 |
| Anchorage, Alas. | 477,420 | 129 |
| Aurora - Elgin, Ill. | 471,269 | 130 |
| Poughkeepsie, N.Y. | 470,663 | 131 |
| Lexington-Fayette, Ky. | 460,582 | 132 |
| Lansing - East Lansing, Mich. | 456,816 | 133 |
| Colorado Springs, Colo. | 446,095 | 134 |
| Reading, Pa. | 445,323 | 135 |
| McAllen - Edinburg - Mission, Tex. | 445,141 | 136 |
| Sarasota, Fla. | 444,674 | 137 |
| Pensacola, Fla. | 440,509 | 138 |
| Reno, Nev. | 432,308 | 139 |
| Utica - Rome, N.Y. | 426,101 | 140 |
| Visalia - Tulare - Porterville, Cal. | 425,396 | 141 |
| Fort Wayne, Ind. | 424,945 | 142 |
| Jackson, Miss. | 417,137 | 143 |
| Galveston - Texas City, Tex. | 416,663 | 144 |
| Eugene - Springfield, Ore. | 415,436 | 145 |
| Peoria, Ill. | 404,281 | 146 |
| Lafayette, La. | 402,895 | 147 |
| Saginaw - Bay City - Midland, Mich. | 401,103 | 148 |
| Santa Cruz, Cal. | 394,514 | 149 |
| Appleton - Oshkosh - Neenah, Wisc. | 392,431 | 150 |
| **Total Top 150** | **230,064,490** | |
| Binghamton, N.Y. | 387,545 | 151 |
| Charleston, W.Va. | 385,706 | 152 |
| Fort Pierce, Fla. | 384,864 | 153 |
| Boulder - Longmont, Colo. | 384,528 | 154 |
| Erie, Pa. | 382,087 | 155 |
| Rockford, Ill. | 373,239 | 156 |
| Huntington - Ashland, W.Va.-Ky. | 369,461 | 157 |
| New London - Norwich, Conn. | 367,976 | 158 |
| Salem, Ore. | 367,101 | 159 |
| Joliet, Ill. | 360,307 | 160 |
| Evansville, Ind. | 360,190 | 161 |
| Roanoke, Va. | 358,975 | 162 |
| Lubbock, Tex. | 356,409 | 163 |
| Salinas - Seaside - Monterey, Cal. | 355,699 | 164 |
| Macon - Warner Robins, Ga. | 355,157 | 165 |
| Savannah, Ga. | 339,652 | 166 |
| Amarillo, Tex. | 334,055 | 167 |
| Lake Charles, La. | 333,968 | 168 |
| Gainesville, Fla. | 332,826 | 169 |
| Hamilton - Middletown, Ohio | 332,433 | 170 |
| Houma - Thibodaux, La. | 329,631 | 171 |
| Bradenton, Fla. | 328,340 | 172 |
| Brownsville - Harlingen, Tex. | 327,920 | 173 |
| Ann Arbor, Mich. | 322,588 | 174 |
| Springfield, Mo. | 322,213 | 175 |
| South Bend - Mishawaka, Ind. | 322,191 | 176 |
| Boise, Ida. | 321,465 | 177 |
| Duluth, Minn. | 319,897 | 178 |
| Tallahassee, Fla. | 317,511 | 179 |
| Huntsville, Ala. | 316,642 | 180 |
| Hickory - Morganton, N.C. | 312,336 | 181 |
| Niagara Falls, N.Y. | 309,837 | 182 |
| Montgomery, Ala. | 309,700 | 183 |
| Columbus, Ga. | 307,949 | 184 |
| Vancouver, Wash. | 305,711 | 185 |
| Killeen - Temple, Tex. | 304,682 | 186 |
| Johnstown, Pa. | 304,669 | 187 |
| Brazoria, Tex. | 303,798 | 188 |
| Fort Smith, Ark. | 295,662 | 189 |
| Bangor, Me. | 291,194 | 190 |
| Naples, Fla. | 288,442 | 191 |
| Yakima, Wash. | 288,193 | 192 |
| Fayetteville, N.C. | 287,063 | 193 |
| Lorain - Elyria, Ohio | 285,272 | 194 |
| Ocala, Fla. | 281,754 | 195 |
| Waco, Tex. | 279,684 | 196 |
| Asheville, N.C. | 276,894 | 197 |
| Provo - Orem, Utah | 270,966 | 198 |
| Longview - Marshall, Tex. | 269,309 | 199 |
| Fort Collins - Loveland, Colo. | 265,740 | 200 |
| **Total Top 200** | **246,353,921** | |
| Cedar Rapids, Iowa | 260,030 | 201 |
| Monroe, La. | 259,871 | 202 |
| Green Bay, Wisc. | 259,747 | 203 |
| Bremerton, Wash. | 254,566 | 204 |
| Olympia, Wash. | 254,461 | 205 |
| Richland - Kennewick - Pasco, Wash. | 253,969 | 206 |
| Panama City, Fla. | 253,118 | 207 |
| Redding, Cal. | 251,759 | 208 |
| Burlington, Vt. | 250,986 | 209 |
| Bellingham, Wash. | 245,395 | 210 |
| Chico, Cal. | 245,103 | 211 |
| Tyler, Tex. | 244,925 | 212 |
| Topeka, Kans. | 243,030 | 213 |
| Biloxi - Gulfport, Miss. | 241,465 | 214 |
| Charlottesville, Va. | 238,537 | 215 |
| Springfield, Ill. | 236,341 | 216 |
| Glens Falls, N.Y. | 235,918 | 217 |
| Pittsfield, Mass. | 235,915 | 218 |
| Altoona, Pa. | 232,169 | 219 |
| Billings, Mont. | 230,596 | 220 |
| Kalamazoo, Mich. | 229,621 | 221 |
| Fargo - Moorhead, N.D.-Minn. | 226,159 | 222 |
| Wheeling, W.Va. | 223,667 | 223 |
| Vineland - Millville - Bridgeton, N.J. | 223,532 | 224 |
| Janesville - Beloit, Wisc. | 221,827 | 225 |
| Odessa, Tex. | 221,819 | 226 |
| Lynchburg, Va. | 221,181 | 227 |
| Anderson, S.C. | 219,940 | 228 |
| Beaver County, Pa. | 213,961 | 229 |
| Lewiston - Auburn, Me. | 210,288 | 230 |
| Alexandria, La. | 210,124 | 231 |
| Midland, Tex. | 209,524 | 232 |
| Racine, Wisc. | 208,987 | 233 |
| Jamestown - Dunkirk, N.Y. | 208,592 | 234 |
| Champaign - Urbana - Rantoul, Ill. | 208,336 | 235 |
| St. Cloud, Minn. | 207,015 | 236 |
| Wilmington, N.C. | 205,377 | 237 |
| Lima, Ohio | 204,555 | 238 |
| Parkersburg - Marietta, W.Va.-Ohio | 202,756 | 239 |
| Medford, Ore. | 199,509 | 240 |
| Merced, Cal. | 192,885 | 241 |
| Joplin, Mo. | 192,568 | 242 |
| Laredo, Tex. | 192,492 | 243 |
| Albany, Ga. | 192,426 | 244 |
| Fayetteville - Springdale, Ark. | 191,452 | 245 |
| Yuba City, Cal. | 190,670 | 246 |
| Sioux City, Iowa | 189,960 | 247 |
| Sioux Falls, S.D. | 189,929 | 248 |
| Eau Claire, Wisc. | 185,805 | 249 |
| Benton Harbor, Mich. | 185,140 | 250 |
| **Total Top 250** | **257,461,899** | |
| Bryan - College Station, Tex. | 182,215 | 251 |
| Waterloo - Cedar Falls, Iowa | 181,946 | 252 |
| Florence, S.C. | 180,638 | 253 |
| Elkhart - Goshen, Ind. | 180,234 | 254 |
| Fort Walton Beach, Fla. | 178,717 | 255 |
| Florence, Ala. | 178,395 | 256 |
| Battle Creek, Mich. | 177,042 | 257 |
| Athens, Ga. | 175,359 | 258 |
| Pueblo, Colo. | 173,207 | 259 |
| Dothan, Ala. | 171,871 | 260 |
| Hagerstown, Md. | 168,335 | 261 |
| Muskegon, Mich. | 168,125 | 262 |
| Lincoln, Neb. | 167,827 | 263 |
| Tuscaloosa, Ala. | 167,638 | 264 |
| Williamsport, Pa. | 167,136 | 265 |
| Burlington, N.C. | 166,633 | 266 |
| Rochester, Minn. | 166,348 | 267 |
| Steubenville - Weirton, Ohio-W.Va. | 166,315 | 268 |
| Greeley, Colo. | 164,461 | 269 |
| Anderson, Ind. | 161,472 | 270 |
| Iowa City, Iowa | 160,697 | 271 |
| Danville, Va. | 160,425 | 272 |
| Mansfield, Ohio | 160,378 | 273 |
| Sherman - Denison, Tex. | 160,278 | 274 |
| Texarkana, Tex.-Ark. | 157,778 | 275 |
| State College, Pa. | 149,427 | 276 |
| Lafayette - West Lafayette, Ind. | 146,620 | 277 |
| Rapid City, S.D. | 141,721 | 278 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 139,347 | 279 |
| Bloomington - Normal, Ill. | 138,832 | 280 |
| Sharon, Pa. | 138,804 | 281 |
| Decatur, Ill. | 138,389 | 282 |
| San Angelo, Tex. | 137,811 | 283 |
| Jackson, Mich. | 137,536 | 284 |
| Columbia, Mo. | 137,419 | 285 |
| Victoria, Tex. | 136,493 | 286 |
| Yuma, Ariz. | 136,304 | 287 |
| Bloomington, Ind. | 135,382 | 288 |
| Wichita Falls, Tex. | 135,362 | 289 |
| Muncie, Ind. | 135,174 | 290 |
| Sheboygan, Wisc. | 134,756 | 291 |
| Terre Haute, Ind. | 134,483 | 292 |
| Cumberland, Md. | 129,946 | 293 |
| Santa Fe, N.M. | 129,189 | 294 |
| Gadsden, Ala. | 128,556 | 295 |
| Lawton, Okla. | 124,662 | 296 |
| Las Cruces, N.M. | 124,305 | 297 |
| Abilene, Tex. | 124,120 | 298 |
| Jacksonville, N.C. | 123,643 | 299 |
| Kokomo, Ind. | 119,612 | 300 |
| Owensboro, Ky. | 119,416 | 301 |
| Great Falls, Mont. | 118,578 | 302 |
| Pascagoula, Miss. | 117,833 | 303 |
| Elmira, N.Y. | 117,425 | 304 |
| Dubuque, Iowa | 116,903 | 305 |
| Kankakee, Ill. | 116,624 | 306 |
| La Crosse, Wisc. | 113,549 | 307 |
| Kenosha, Wisc. | 113,188 | 308 |
| St. Joseph, Mo. | 113,131 | 309 |
| Pine Bluff, Ark. | 111,341 | 310 |
| Jackson, Tenn. | 110,440 | 311 |
| Decatur, Ala. | 109,865 | 312 |
| Bismarck, N.D. | 109,415 | 313 |
| Wausau, Wisc. | 106,157 | 314 |
| Casper, Wyo. | 105,572 | 315 |
| Lawrence, Kans. | 104,067 | 316 |
| Anniston, Ala. | 96,292 | 317 |
| Grand Forks, N.D. | 94,740 | 318 |
| Cheyenne, Wyo. | 81,205 | 319 |
| Enid, Okla. | 77,436 | 320 |
| **Total Above Areas** | **267,216,439** | |
| **Percent of U.S.** | **78.4881** | |
| **U.S. Total** | **340,454,912** | |

1991 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# EATING & DRINKING PLACE SALES

| Area | ($000) | Rank |
|---|---|---|
| **Los Angeles** - Long Beach, Cal. | 8,036,686 | 1 |
| **New York**, N.Y. | 6,416,483 | 2 |
| **Chicago**, Ill. | 5,008,286 | 3 |
| **Boston** - Lawrence - Salem - Lowell - Brockton, Mass. | 4,011,876 | 4 |
| **Washington**, D.C. | 3,664,904 | 5 |
| **Philadelphia**, Pa. | 3,275,217 | 6 |
| **Detroit**, Mich. | 3,232,075 | 7 |
| **Anaheim** - Santa Ana, Cal. | 2,805,364 | 8 |
| **Atlanta**, Ga. | 2,756,753 | 9 |
| **San Francisco**, Cal. | 2,446,882 | 10 |
| **Dallas**, Tex. | 2,375,059 | 11 |
| **Houston**, Tex. | 2,284,932 | 12 |
| **San Diego**, Cal. | 2,197,424 | 13 |
| **Seattle**, Wash. | 2,105,344 | 14 |
| **Minneapolis** - St. Paul, Minn. | 2,098,155 | 15 |
| **Nassau** - Suffolk, N.Y. | 2,036,043 | 16 |
| **St. Louis**, Mo. | 1,941,579 | 17 |
| **Baltimore**, Md. | 1,801,338 | 18 |
| **Oakland**, Cal. | 1,751,688 | 19 |
| **Phoenix**, Ariz. | 1,723,990 | 20 |
| **Riverside** - San Bernardino, Cal. | 1,681,303 | 21 |
| **Tampa** - St. Petersburg - Clearwater, Fla. | 1,645,567 | 22 |
| **Miami** - Hialeah, Fla. | 1,560,951 | 23 |
| **Pittsburgh**, Pa. | 1,464,175 | 24 |
| **Honolulu**, Haw. | 1,446,405 | 25 |
| **San Jose**, Cal. | 1,416,321 | 26 |
| **Denver**, Colo. | 1,413,708 | 27 |
| **Cleveland**, Ohio | 1,328,851 | 28 |
| **Newark**, N.J. | 1,296,057 | 29 |
| **Fort Lauderdale** - Hollywood - Pompano Beach, Fla. | 1,272,569 | 30 |
| **Cincinnati**, Ohio | 1,254,553 | 31 |
| **Orlando**, Fla. | 1,240,059 | 32 |
| **Sacramento**, Cal. | 1,235,367 | 33 |
| **Kansas City**, Mo.-Kans. | 1,230,352 | 34 |
| **Portland**, Ore. | 1,189,446 | 35 |
| **Milwaukee**, Wisc. | 1,165,879 | 36 |
| **Columbus**, Ohio | 1,094,796 | 37 |
| **New Orleans**, La. | 1,090,640 | 38 |
| **San Antonio**, Tex. | 1,052,806 | 39 |
| **Indianapolis**, Ind. | 1,043,422 | 40 |
| **Bergen** - Passaic, N.J. | 1,035,479 | 41 |
| **Norfolk** - Virginia Beach - Newport News, Va. | 1,026,643 | 42 |
| **Fort Worth** - Arlington, Tex. | 1,012,339 | 43 |
| **Raleigh** - Durham, N.C. | 985,503 | 44 |
| **Hartford** - New Britain - Middletown - Bristol, Conn. | 970,796 | 45 |
| **Charlotte** - Gastonia - Rock Hill, N.C.-S.C. | 847,554 | 46 |
| **West Palm Beach** - Boca Raton - Delray Beach, Fla. | 844,273 | 47 |
| **Nashville**, Tenn. | 812,792 | 48 |
| **Jacksonville**, Fla. | 785,491 | 49 |
| **Middlesex** - Somerset - Hunterdon, N.J. | 754,754 | 50 |
| **Total Top 50** | **97,168,929** | |
| **Oklahoma City**, Okla. | 753,660 | 51 |
| **Louisville**, Ky. | 747,612 | 52 |
| **Providence** - Pawtucket - Woonsocket, R.I. | 740,007 | 53 |
| **Monmouth** - Ocean, N.J. | 728,006 | 54 |
| **Rochester**, N.Y. | 716,541 | 55 |
| **Buffalo**, N.Y. | 710,071 | 56 |
| **Austin**, Tex. | 695,355 | 57 |
| **Greensboro** - Winston-Salem - High Point, N.C. | 687,445 | 58 |
| **Salt Lake City** - Ogden, Utah | 684,283 | 59 |
| **Bridgeport** - Stamford - Norwalk - Danbury, Conn. | 682,682 | 60 |
| **Dayton** - Springfield, Ohio | 680,605 | 61 |
| **Las Vegas**, Nev. | 665,294 | 62 |
| **Albany** - Schenectady - Troy, N.Y. | 663,119 | 63 |
| **Richmond** - Petersburg, Va. | 628,719 | 64 |
| **New Haven** - Waterbury - Meriden, Conn. | 624,079 | 65 |
| **Memphis**, Tenn. | 605,591 | 66 |
| **Birmingham**, Ala. | 586,523 | 67 |
| **Worcester** - Fitchburg - Leominster, Mass. | 554,179 | 68 |
| **Oxnard** - Ventura, Cal. | 529,237 | 69 |
| **Syracuse**, N.Y. | 522,249 | 70 |
| **Tulsa**, Okla. | 516,620 | 71 |
| **Springfield**, Mass. | 508,124 | 72 |
| **Omaha**, Neb. | 498,540 | 73 |
| **Scranton** - Wilkes-Barre, Pa. | 474,215 | 74 |
| **Knoxville**, Tenn. | 465,392 | 75 |
| Tucson, Ariz. | 461,572 | 76 |
| Toledo, Ohio | 455,324 | 77 |
| Akron, Ohio | 454,734 | 78 |
| Fresno, Cal. | 454,287 | 79 |
| Grand Rapids, Mich. | 449,167 | 80 |
| Atlantic City, N.J. | 446,852 | 81 |
| Greenville - Spartanburg, S.C. | 445,680 | 82 |
| Allentown - Bethlehem - Easton, Pa. | 440,006 | 83 |
| New Bedford - Fall River - Attleboro, Mass. | 436,850 | 84 |
| Albuquerque, N.M. | 435,928 | 85 |
| Tacoma, Wash. | 433,606 | 86 |
| Wilmington, Del. | 409,147 | 87 |
| Harrisburg - Lebanon - Carlisle, Pa. | 395,028 | 88 |
| Anchorage, Alas. | 385,747 | 89 |
| Charleston, S.C. | 381,005 | 90 |
| Columbia, S.C. | 376,838 | 91 |
| Lake County, Ill. | 376,717 | 92 |
| Wichita, Kans. | 373,635 | 93 |
| Portsmouth - Dover - Rochester, N.H. | 351,326 | 94 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 349,571 | 95 |
| Little Rock - North Little Rock, Ark. | 346,611 | 96 |
| Madison, Wisc. | 337,049 | 97 |
| Gary - Hammond, Ind. | 331,652 | 98 |
| Lexington-Fayette, Ky. | 331,289 | 99 |
| Bakersfield, Cal. | 329,483 | 100 |
| **Total Top 100** | **122,826,181** | |
| Salinas - Seaside - Monterey, Cal. | 326,116 | 101 |
| Des Moines, Iowa | 325,756 | 102 |
| Fort Myers - Cape Coral, Fla. | 324,702 | 103 |
| Daytona Beach, Fla. | 320,017 | 104 |
| Baton Rouge, La. | 319,999 | 105 |
| Melbourne - Titusville - Palm Bay, Fla. | 319,046 | 106 |
| Stockton, Cal. | 316,491 | 107 |
| Vallejo - Fairfield - Napa, Cal. | 314,714 | 108 |
| Santa Rosa - Petaluma, Cal. | 309,062 | 109 |
| Manchester - Nashua, N.H. | 308,376 | 110 |
| Spokane, Wash. | 307,514 | 111 |
| Lancaster, Pa. | 306,696 | 112 |
| Lansing - East Lansing, Mich. | 303,241 | 113 |
| Sarasota, Fla. | 302,535 | 114 |
| El Paso, Tex. | 302,210 | 115 |
| Mobile, Ala. | 300,902 | 116 |
| Youngstown - Warren, Ohio | 296,075 | 117 |
| Flint, Mich. | 285,555 | 118 |
| Augusta, Ga. | 281,145 | 119 |
| Portland, Me. | 280,617 | 120 |
| Jersey City, N.J. | 278,088 | 121 |
| Colorado Springs, Colo. | 277,095 | 122 |
| Chattanooga, Tenn. | 276,848 | 123 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 269,911 | 124 |
| Fort Wayne, Ind. | 269,899 | 125 |
| Saginaw - Bay City - Midland, Mich. | 266,213 | 126 |
| Trenton, N.J. | 262,481 | 127 |
| York, Pa. | 259,394 | 128 |
| Jackson, Miss. | 250,436 | 129 |
| Ann Arbor, Mich. | 246,499 | 130 |
| Modesto, Cal. | 240,313 | 131 |
| Canton, Ohio | 239,105 | 132 |
| Reading, Pa. | 237,976 | 133 |
| Pensacola, Fla. | 236,654 | 134 |
| Appleton - Oshkosh - Neenah, Wisc. | 233,543 | 135 |
| Johnson City - Kingsport - Bristol, Tenn. | 233,035 | 136 |
| Lakeland - Winter Haven, Fla. | 232,193 | 137 |
| Shreveport, La. | 228,540 | 138 |
| Corpus Christi, Tex. | 226,215 | 139 |
| Aurora - Elgin, Ill. | 225,896 | 140 |
| Eugene - Springfield, Ore. | 225,746 | 141 |
| Peoria, Ill. | 216,820 | 142 |
| Beaumont - Port Arthur, Tex. | 216,383 | 143 |
| Santa Cruz, Cal. | 216,282 | 144 |
| New London - Norwich, Conn. | 209,761 | 145 |
| Boulder - Longmont, Colo. | 205,668 | 146 |
| Utica - Rome, N.Y. | 203,224 | 147 |
| Evansville, Ind. | 201,747 | 148 |
| Orange County, N.Y. | 201,728 | 149 |
| Macon - Warner Robins, Ga. | 201,394 | 150 |
| **Total Top 150** | **136,066,027** | |
| Montgomery, Ala. | 200,670 | 151 |
| Lubbock, Tex. | 197,770 | 152 |
| Savannah, Ga. | 195,222 | 153 |
| Reno, Nev. | 195,172 | 154 |
| Salem, Ore. | 192,332 | 155 |
| Erie, Pa. | 191,226 | 156 |
| Rockford, Ill. | 190,341 | 157 |
| Huntsville, Ala. | 188,452 | 158 |
| Springfield, Mo. | 186,967 | 159 |
| Binghamton, N.Y. | 184,343 | 160 |
| Roanoke, Va. | 183,251 | 161 |
| Fort Pierce, Fla. | 182,568 | 162 |
| Tallahassee, Fla. | 176,727 | 163 |
| South Bend - Mishawaka, Ind. | 176,552 | 164 |
| Joliet, Ill. | 176,264 | 165 |
| Kalamazoo, Mich. | 174,057 | 166 |
| Charleston, W.Va. | 173,755 | 167 |
| Poughkeepsie, N.Y. | 171,473 | 168 |
| Amarillo, Tex. | 168,996 | 169 |
| Bradenton, Fla. | 167,520 | 170 |
| Columbus, Ga. | 167,434 | 171 |
| Gainesville, Fla. | 163,803 | 172 |
| Lafayette, La. | 163,726 | 173 |
| Huntington - Ashland, W.Va.-Ky. | 161,561 | 174 |
| Green Bay, Wisc. | 160,043 | 175 |
| Hamilton - Middletown, Ohio | 159,456 | 176 |
| Lincoln, Neb. | 159,189 | 177 |
| Springfield, Ill. | 157,599 | 178 |
| Vancouver, Wash. | 156,191 | 179 |
| Fayetteville, N.C. | 155,852 | 180 |
| Panama City, Fla. | 154,337 | 181 |
| Boise, Ida. | 152,519 | 182 |
| Champaign - Urbana - Rantoul, Ill. | 152,441 | 183 |
| Galveston - Texas City, Tex. | 148,971 | 184 |
| Asheville, N.C. | 147,296 | 185 |
| Duluth, Minn. | 146,472 | 186 |
| Fort Walton Beach, Fla. | 146,378 | 187 |
| Naples, Fla. | 145,566 | 188 |
| Cedar Rapids, Iowa | 144,828 | 189 |
| Hickory - Morganton, N.C. | 144,732 | 190 |
| Burlington, Vt. | 143,804 | 191 |
| Niagara Falls, N.Y. | 143,109 | 192 |
| Fort Collins - Loveland, Colo. | 139,419 | 193 |
| Pittsfield, Mass. | 138,836 | 194 |
| McAllen - Edinburg - Mission, Tex. | 137,963 | 195 |
| Biloxi - Gulfport, Miss. | 136,725 | 196 |
| Visalia - Tulare - Porterville, Cal. | 131,767 | 197 |
| Topeka, Kans. | 130,711 | 198 |
| Waco, Tex. | 130,577 | 199 |
| Ocala, Fla. | 129,801 | 200 |
| **Total Top 200** | **144,190,801** | |
| Lorain - Elyria, Ohio | 129,487 | 201 |
| Wilmington, N.C. | 127,685 | 202 |
| Fargo - Moorhead, N.D.-Minn. | 127,449 | 203 |
| Chico, Cal. | 124,434 | 204 |
| Brownsville - Harlingen, Tex. | 122,825 | 205 |
| Medford, Ore. | 122,361 | 206 |
| Killeen - Temple, Tex. | 122,303 | 207 |
| Fort Smith, Ark. | 122,290 | 208 |
| Racine, Wisc. | 121,732 | 209 |
| Olympia, Wash. | 116,022 | 210 |
| Tyler, Tex. | 115,201 | 211 |
| Benton Harbor, Mich. | 114,286 | 212 |
| Yakima, Wash. | 113,651 | 213 |
| Billings, Mont. | 113,170 | 214 |
| Bloomington - Normal, Ill. | 111,996 | 215 |
| Wichita Falls, Tex. | 111,876 | 216 |
| Johnstown, Pa. | 110,527 | 217 |
| Monroe, La. | 110,070 | 218 |
| Sioux Falls, S.D. | 109,659 | 219 |
| Longview - Marshall, Tex. | 109,608 | 220 |
| St. Cloud, Minn. | 109,332 | 221 |
| Santa Fe, N.M. | 106,549 | 222 |
| Eau Claire, Wisc. | 106,431 | 223 |
| Bellingham, Wash. | 105,657 | 224 |
| Richland - Kennewick - Pasco, Wash. | 104,019 | 225 |
| Athens, Ga. | 102,945 | 226 |
| Janesville - Beloit, Wisc. | 102,317 | 227 |
| Bremerton, Wash. | 101,851 | 228 |
| Elkhart - Goshen, Ind. | 101,595 | 229 |
| Bangor, Me. | 101,580 | 230 |
| Muskegon, Mich. | 100,889 | 231 |
| Charlottesville, Va. | 99,962 | 232 |
| Dothan, Ala. | 99,364 | 233 |
| Lima, Ohio | 99,317 | 234 |
| Glens Falls, N.Y. | 98,913 | 235 |
| Wheeling, W.Va. | 96,687 | 236 |
| Lafayette - West Lafayette, Ind. | 96,588 | 237 |
| Houma - Thibodaux, La. | 95,834 | 238 |
| State College, Pa. | 95,649 | 239 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 95,546 | 240 |
| Redding, Cal. | 95,153 | 241 |
| Lake Charles, La. | 94,301 | 242 |
| Lynchburg, Va. | 94,273 | 243 |
| Tuscaloosa, Ala. | 94,197 | 244 |
| La Crosse, Wisc. | 93,234 | 245 |
| Waterloo - Cedar Falls, Iowa | 93,094 | 246 |
| Provo - Orem, Utah | 90,599 | 247 |
| Battle Creek, Mich. | 88,164 | 248 |
| Joplin, Mo. | 87,934 | 249 |
| Beaver County, Pa. | 87,633 | 250 |
| **Total Top 250** | **149,487,040** | |
| Abilene, Tex. | 87,273 | 251 |
| Parkersburg - Marietta, W.Va.-Ohio | 85,950 | 252 |
| Decatur, Ill. | 85,362 | 253 |
| Brazoria, Tex. | 84,940 | 254 |
| Iowa City, Iowa | 84,885 | 255 |
| Jackson, Mich. | 84,153 | 256 |
| Altoona, Pa. | 83,275 | 257 |
| Rochester, Minn. | 82,716 | 258 |
| Terre Haute, Ind. | 82,460 | 259 |
| Sioux City, Iowa | 82,370 | 260 |
| Pueblo, Colo. | 82,136 | 261 |
| Jacksonville, N.C. | 81,920 | 262 |
| Bloomington, Ind. | 81,764 | 263 |
| Kenosha, Wisc. | 81,077 | 264 |
| Anderson, S.C. | 80,999 | 265 |
| Mansfield, Ohio | 80,611 | 266 |
| Columbia, Mo. | 79,397 | 267 |
| Muncie, Ind. | 78,594 | 268 |
| Jamestown - Dunkirk, N.Y. | 75,222 | 269 |
| Anderson, Ind. | 74,976 | 270 |
| Bryan - College Station, Tex. | 74,876 | 271 |
| Odessa, Tex. | 74,568 | 272 |
| Burlington, N.C. | 73,995 | 273 |
| Wausau, Wisc. | 73,245 | 274 |
| Anniston, Ala. | 72,927 | 275 |
| Lewiston - Auburn, Me. | 72,710 | 276 |
| Merced, Cal. | 72,516 | 277 |
| Rapid City, S.D. | 72,282 | 278 |
| Kokomo, Ind. | 72,133 | 279 |
| Florence, Ala. | 71,592 | 280 |
| Alexandria, La. | 71,504 | 281 |
| Albany, Ga. | 69,338 | 282 |
| Dubuque, Iowa | 68,809 | 283 |
| Florence, S.C. | 66,364 | 284 |
| Great Falls, Mont. | 66,117 | 285 |
| Texarkana, Tex.-Ark. | 66,094 | 286 |
| Williamsport, Pa. | 65,622 | 287 |
| Greeley, Colo. | 65,435 | 288 |
| Laredo, Tex. | 65,378 | 289 |
| Midland, Tex. | 65,339 | 290 |
| Las Cruces, N.M. | 65,216 | 291 |
| Fayetteville - Springdale, Ark. | 64,810 | 292 |
| Vineland - Millville - Bridgeton, N.J. | 64,080 | 293 |
| Sheboygan, Wisc. | 63,577 | 294 |
| Hagerstown, Md. | 62,935 | 295 |
| San Angelo, Tex. | 62,847 | 296 |
| Sharon, Pa. | 62,799 | 297 |
| Decatur, Ala. | 62,093 | 298 |
| Elmira, N.Y. | 62,043 | 299 |
| Lawrence, Kans. | 60,979 | 300 |
| Steubenville - Weirton, Ohio-W.Va. | 60,735 | 301 |
| Lawton, Okla. | 60,276 | 302 |
| Bismarck, N.D. | 59,186 | 303 |
| Cumberland, Md. | 59,112 | 304 |
| St. Joseph, Mo. | 58,940 | 305 |
| Owensboro, Ky. | 58,723 | 306 |
| Yuba City, Cal. | 57,251 | 307 |
| Danville, Va. | 56,582 | 308 |
| Cheyenne, Wyo. | 55,524 | 309 |
| Pascagoula, Miss. | 53,167 | 310 |
| Yuma, Ariz. | 52,846 | 311 |
| Kankakee, Ill. | 52,600 | 312 |
| Grand Forks, N.D. | 51,532 | 313 |
| Gadsden, Ala. | 51,400 | 314 |
| Sherman - Denison, Tex. | 50,770 | 315 |
| Jackson, Tenn. | 44,594 | 316 |
| Victoria, Tex. | 44,181 | 317 |
| Casper, Wyo. | 43,090 | 318 |
| Pine Bluff, Ark. | 41,411 | 319 |
| Enid, Okla. | 32,988 | 320 |
| **Total Above Areas** | **154,204,251** | |
| **Percent of U.S.** | **84.6777** | |
| **U.S. Total** | **182,107,195** | |

# GENERAL MERCHANDISE STORE SALES

| Area | ($000) | Rank |
|---|---|---|
| Los Angeles - Long Beach, Cal. | 6,621,401 | 1 |
| Chicago, Ill. | 5,336,987 | 2 |
| New York, N.Y. | 4,899,667 | 3 |
| Detroit, Mich. | 4,507,039 | 4 |
| Philadelphia, Pa. | 3,913,622 | 5 |
| Washington, D.C. | 3,697,716 | 6 |
| Atlanta, Ga. | 3,192,931 | 7 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 3,111,190 | 8 |
| Houston, Tex. | 3,045,297 | 9 |
| Dallas, Tex. | 2,895,068 | 10 |
| Minneapolis - St. Paul, Minn. | 2,852,755 | 11 |
| St. Louis, Mo. | 2,609,598 | 12 |
| Anaheim - Santa Ana, Cal. | 2,492,899 | 13 |
| Nassau - Suffolk, N.Y. | 2,398,199 | 14 |
| San Diego, Cal. | 2,276,586 | 15 |
| Baltimore, Md. | 2,104,770 | 16 |
| Riverside - San Bernardino, Cal. | 2,050,248 | 17 |
| Tampa - St. Petersburg - Clearwater, Fla. | 2,011,985 | 18 |
| Seattle, Wash. | 1,897,298 | 19 |
| Miami - Hialeah, Fla. | 1,890,433 | 20 |
| Phoenix, Ariz. | 1,841,473 | 21 |
| Pittsburgh, Pa. | 1,814,435 | 22 |
| Kansas City, Mo.-Kans. | 1,801,033 | 23 |
| Denver, Colo. | 1,799,977 | 24 |
| Oakland, Cal. | 1,794,237 | 25 |
| Cleveland, Ohio | 1,747,981 | 26 |
| Portland, Ore. | 1,676,836 | 27 |
| San Francisco, Cal. | 1,574,221 | 28 |
| Cincinnati, Ohio | 1,548,999 | 29 |
| Columbus, Ohio | 1,412,344 | 30 |
| San Jose, Cal. | 1,398,084 | 31 |
| Milwaukee, Wisc. | 1,389,902 | 32 |
| Fort Worth - Arlington, Tex. | 1,370,577 | 33 |
| Honolulu, Haw. | 1,364,410 | 34 |
| Indianapolis, Ind. | 1,364,281 | 35 |
| Sacramento, Cal. | 1,320,318 | 36 |
| Bergen - Passaic, N.J. | 1,269,758 | 37 |
| Norfolk - Virginia Beach - Newport News, Va. | 1,211,872 | 38 |
| New Orleans, La. | 1,147,134 | 39 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 1,143,440 | 40 |
| Nashville, Tenn. | 1,120,945 | 41 |
| Orlando, Fla. | 1,106,142 | 42 |
| Newark, N.J. | 1,054,843 | 43 |
| San Antonio, Tex. | 1,040,367 | 44 |
| Grand Rapids, Mich. | 1,038,531 | 45 |
| Dayton - Springfield, Ohio | 1,020,764 | 46 |
| Louisville, Ky. | 1,003,178 | 47 |
| Memphis, Tenn. | 987,964 | 48 |
| Salt Lake City - Ogden, Utah | 987,487 | 49 |
| Middlesex - Somerset - Hunterdon, N.J. | 978,976 | 50 |
| **Total Top 50** | **104,136,198** | |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 917,389 | 51 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | 910,682 | 52 |
| Hartford - New Britain - Middletown - Bristol, Conn. | 905,371 | 53 |
| Oklahoma City, Okla. | 891,261 | 54 |
| Birmingham, Ala. | 868,491 | 55 |
| Richmond - Petersburg, Va. | 859,147 | 56 |
| Albany - Schenectady - Troy, N.Y. | 842,591 | 57 |
| Monmouth - Ocean, N.J. | 831,119 | 58 |
| Jacksonville, Fla. | 786,219 | 59 |
| Toledo, Ohio | 772,043 | 60 |
| Buffalo, N.Y. | 758,104 | 61 |
| Greensboro - Winston Salem - High Point, N.C. | 750,933 | 62 |
| Providence - Pawtucket - Woonsocket, R.I. | 750,465 | 63 |
| Rochester, N.Y. | 748,110 | 64 |
| St. Cloud, Minn. | 738,673 | 65 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | 735,744 | 66 |
| Scranton - Wilkes-Barre, Pa. | 691,152 | 67 |
| Lansing - East Lansing, Mich. | 655,932 | 68 |
| Oxnard - Ventura, Cal. | 654,185 | 69 |
| Raleigh - Durham, N.C. | 652,473 | 70 |
| Austin, Tex. | 650,408 | 71 |
| Las Vegas, Nev. | 643,750 | 72 |
| Omaha, Neb. | 641,518 | 73 |
| Wilmington, Del. | 641,512 | 74 |
| Tucson, Ariz. | 634,344 | 75 |
| Little Rock - North Little Rock, Ark. | 629,074 | 76 |
| Baton Rouge, La. | 620,074 | 77 |
| Knoxville, Tenn. | 614,842 | 78 |
| Tulsa, Okla. | 612,457 | 79 |
| New Haven - Waterbury - Meriden, Conn. | 603,047 | 80 |
| Akron, Ohio | 565,960 | 81 |
| Flint, Mich. | 558,528 | 82 |
| Worcester - Fitchburg - Leominster, Mass. | 556,864 | 83 |
| Tacoma, Wash. | 543,050 | 84 |
| Harrisburg - Lebanon - Carlisle, Pa. | 542,915 | 85 |
| Greenville - Spartanburg, S.C. | 542,697 | 86 |
| Albuquerque, N.M. | 538,603 | 87 |
| Allentown - Bethlehem - Easton, Pa. | 537,794 | 88 |
| Manchester - Nashua, N.H. | 528,340 | 89 |
| El Paso, Tex. | 525,222 | 90 |
| Springfield, Mass. | 515,366 | 91 |
| Wichita, Kans. | 514,913 | 92 |
| Saginaw - Bay City - Midland, Mich. | 508,085 | 93 |
| Jackson, Miss. | 503,089 | 94 |
| Des Moines, Iowa | 468,229 | 95 |
| Portsmouth - Dover - Rochester, N.H. | 455,461 | 96 |
| Youngstown - Warren, Ohio | 455,007 | 97 |
| Lexington-Fayette, Ky. | 451,141 | 98 |
| Gary - Hammond, Ind. | 443,849 | 99 |
| Lake County, Ill. | 440,449 | 100 |
| **Total Top 100** | **126,342,870** | |
| Syracuse, N.Y. | 429,350 | 101 |
| New Bedford - Fall River - Attleboro, Mass. | 426,362 | 102 |
| Fresno, Cal. | 426,352 | 103 |
| Spokane, Wash. | 423,005 | 104 |
| Augusta, Ga. | 422,896 | 105 |
| Beaumont - Port Arthur, Tex. | 421,127 | 106 |
| Anchorage, Alas. | 418,969 | 107 |
| Columbia, S.C. | 418,716 | 108 |
| Mobile, Ala. | 417,590 | 109 |
| Charleston, S.C. | 412,193 | 110 |
| Melbourne - Titusville - Palm Bay, Fla. | 407,973 | 111 |
| Shreveport, La. | 398,185 | 112 |
| Johnson City - Kingsport - Bristol, Tenn. | 393,632 | 113 |
| Fort Wayne, Ind. | 384,837 | 114 |
| Reno, Nev. | 384,341 | 115 |
| Madison, Wisc. | 376,558 | 116 |
| Canton, Ohio | 375,388 | 117 |
| Appleton - Oshkosh - Neenah, Wisc. | 375,084 | 118 |
| Springfield, Mo. | 372,605 | 119 |
| Fort Myers - Cape Coral, Fla. | 361,368 | 120 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 360,805 | 121 |
| Chattanooga, Tenn. | 360,598 | 122 |
| Ann Arbor, Mich. | 359,618 | 123 |
| Lakeland - Winter Haven, Fla. | 355,970 | 124 |
| Colorado Springs, Colo. | 352,942 | 125 |
| Kalamazoo, Mich. | 350,192 | 126 |
| Peoria, Ill. | 347,235 | 127 |
| Daytona Beach, Fla. | 343,299 | 128 |
| Green Bay, Wisc. | 332,519 | 129 |
| Santa Rosa - Petaluma, Cal. | 331,347 | 130 |
| Huntington - Ashland, W.Va.-Ky. | 328,312 | 131 |
| Sarasota, Fla. | 326,343 | 132 |
| McAllen - Edinburg - Mission, Tex. | 324,485 | 133 |
| Pensacola, Fla. | 323,319 | 134 |
| Bakersfield, Cal. | 318,629 | 135 |
| Aurora - Elgin, Ill. | 317,865 | 136 |
| Montgomery, Ala. | 313,841 | 137 |
| Rockford, Ill. | 313,019 | 138 |
| Evansville, Ind. | 309,464 | 139 |
| Reading, Pa. | 308,193 | 140 |
| Stockton, Cal. | 304,510 | 141 |
| Huntsville, Ala. | 301,400 | 142 |
| Amarillo, Tex. | 296,439 | 143 |
| York, Pa. | 295,396 | 144 |
| Corpus Christi, Tex. | 292,263 | 145 |
| South Bend - Mishawaka, Ind. | 292,015 | 146 |
| Lancaster, Pa. | 287,793 | 147 |
| Orange County, N.Y. | 286,275 | 148 |
| Trenton, N.J. | 285,351 | 149 |
| Eugene - Springfield, Ore. | 284,969 | 150 |
| **Total Top 150** | **153,993,807** | |
| Charleston, W.Va. | 282,848 | 151 |
| Macon - Warner Robins, Ga. | 280,909 | 152 |
| Modesto, Cal. | 280,870 | 153 |
| Vallejo - Fairfield - Napa, Cal. | 277,468 | 154 |
| Roanoke, Va. | 277,194 | 155 |
| Poughkeepsie, N.Y. | 274,904 | 156 |
| Lubbock, Tex. | 267,399 | 157 |
| Fayetteville, N.C. | 266,310 | 158 |
| Springfield, Ill. | 264,814 | 159 |
| Binghamton, N.Y. | 263,497 | 160 |
| Portland, Me. | 263,153 | 161 |
| Savannah, Ga. | 261,738 | 162 |
| Lafayette, La. | 259,065 | 163 |
| Jackson, Mich. | 257,648 | 164 |
| Salem, Ore. | 251,670 | 165 |
| Atlantic City, N.J. | 251,403 | 166 |
| Duluth, Minn. | 245,753 | 167 |
| Utica - Rome, N.Y. | 244,528 | 168 |
| Tallahassee, Fla. | 239,310 | 169 |
| Salinas - Seaside - Monterey, Cal. | 236,224 | 170 |
| Erie, Pa. | 231,088 | 171 |
| Cedar Rapids, Iowa | 223,553 | 172 |
| Columbus, Ga. | 222,667 | 173 |
| Fort Smith, Ark. | 221,975 | 174 |
| Galveston - Texas City, Tex. | 218,961 | 175 |
| Waco, Tex. | 217,783 | 176 |
| Joliet, Ill. | 212,270 | 177 |
| Lincoln, Neb. | 209,254 | 178 |
| Killeen - Temple, Tex. | 206,967 | 179 |
| Gainesville, Fla. | 206,437 | 180 |
| Muskegon, Mich. | 206,327 | 181 |
| Brownsville - Harlingen, Tex. | 205,559 | 182 |
| Fayetteville - Springdale, Ark. | 204,449 | 183 |
| Fort Pierce, Fla. | 202,348 | 184 |
| Parkersburg - Marietta, W.Va.-Ohio | 200,429 | 185 |
| Champaign - Urbana - Rantoul, Ill. | 199,858 | 186 |
| Fargo - Moorhead, N.D.-Minn. | 198,959 | 187 |
| Lorain - Elyria, Ohio | 198,594 | 188 |
| Tyler, Tex. | 198,327 | 189 |
| New London - Norwich, Conn. | 194,459 | 190 |
| Lake Charles, La. | 191,191 | 191 |
| Alexandria, La. | 190,902 | 192 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 190,026 | 193 |
| Boulder - Longmont, Colo. | 189,186 | 194 |
| Jersey City, N.J. | 186,835 | 195 |
| Topeka, Kans. | 186,772 | 196 |
| Lima, Ohio | 185,716 | 197 |
| Battle Creek, Mich. | 182,880 | 198 |
| Bradenton, Fla. | 181,848 | 199 |
| Rochester, Minn. | 181,454 | 200 |
| **Total Top 200** | **165,287,566** | |
| Monroe, La. | 180,871 | 201 |
| Asheville, N.C. | 180,292 | 202 |
| Wichita Falls, Tex. | 179,925 | 203 |
| Biloxi - Gulfport, Miss. | 179,623 | 204 |
| Racine, Wisc. | 178,544 | 205 |
| Boise, Ida. | 178,106 | 206 |
| Vancouver, Wash. | 173,628 | 207 |
| Ocala, Fla. | 171,827 | 208 |
| Wheeling, W.Va. | 170,437 | 209 |
| Texarkana, Tex.-Ark. | 170,366 | 210 |
| Sioux Falls, S.D. | 169,948 | 211 |
| Waterloo - Cedar Falls, Iowa | 168,181 | 212 |
| Joplin, Mo. | 168,179 | 213 |
| Medford, Ore. | 167,497 | 214 |
| Houma - Thibodaux, La. | 167,452 | 215 |
| Niagara Falls, N.Y. | 167,331 | 216 |
| Mansfield, Ohio | 167,227 | 217 |
| Provo - Orem, Utah | 166,812 | 218 |
| Beaver County, Pa. | 166,680 | 219 |
| Lynchburg, Va. | 165,479 | 220 |
| Lafayette - West Lafayette, Ind. | 162,938 | 221 |
| Fort Walton Beach, Fla. | 161,452 | 222 |
| Eau Claire, Wisc. | 159,649 | 223 |
| Hickory - Morganton, N.C. | 156,477 | 224 |
| Dothan, Ala. | 156,200 | 225 |
| Brazoria, Tex. | 155,894 | 226 |
| Florence, Ala. | 153,527 | 227 |
| Benton Harbor, Mich. | 152,157 | 228 |
| Wausau, Wisc. | 151,511 | 229 |
| Wilmington, N.C. | 151,497 | 230 |
| Decatur, Ill. | 150,811 | 231 |
| Tuscaloosa, Ala. | 150,730 | 232 |
| Panama City, Fla. | 149,697 | 233 |
| Bloomington - Normal, Ill. | 147,881 | 234 |
| Janesville - Beloit, Wisc. | 147,869 | 235 |
| La Crosse, Wisc. | 147,326 | 236 |
| Lawton, Okla. | 145,317 | 237 |
| Bangor, Me. | 143,298 | 238 |
| Altoona, Pa. | 142,690 | 239 |
| Abilene, Tex. | 142,573 | 240 |
| Hamilton - Middletown, Ohio | 142,035 | 241 |
| Longview - Marshall, Tex. | 141,788 | 242 |
| Sioux City, Iowa | 141,298 | 243 |
| Naples, Fla. | 140,154 | 244 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 138,527 | 245 |
| Dubuque, Iowa | 137,563 | 246 |
| Billings, Mont. | 135,662 | 247 |
| Columbia, Mo. | 135,662 | 247 |
| Richland - Kennewick - Pasco, Wash. | 134,877 | 249 |
| Midland, Tex. | 133,068 | 250 |
| **Total Top 250** | **173,136,079** | - |
| Albany, Ga. | 131,981 | 251 |
| Florence, S.C. | 131,460 | 252 |
| Laredo, Tex. | 129,305 | 253 |
| Visalia - Tulare - Porterville, Cal. | 128,388 | 254 |
| Johnstown, Pa. | 128,279 | 255 |
| Jackson, Tenn. | 127,567 | 256 |
| Anderson, S.C. | 126,550 | 257 |
| Athens, Ga. | 125,963 | 258 |
| St. Joseph, Mo. | 125,751 | 259 |
| Fort Collins - Loveland, Colo. | 125,395 | 260 |
| Hagerstown, Md. | 125,282 | 261 |
| Owensboro, Ky. | 125,195 | 262 |
| Grand Forks, N.D. | 123,685 | 263 |
| Elmira, N.Y. | 123,266 | 264 |
| Steubenville - Weirton, Ohio-W.Va. | 123,197 | 265 |
| Bremerton, Wash. | 121,844 | 266 |
| Charlottesville, Va. | 120,930 | 267 |
| Bismarck, N.D. | 120,612 | 268 |
| Yakima, Wash. | 120,441 | 269 |
| Elkhart - Goshen, Ind. | 117,819 | 270 |
| Sheboygan, Wisc. | 117,479 | 271 |
| Terre Haute, Ind. | 115,717 | 272 |
| Rapid City, S.D. | 115,578 | 273 |
| Olympia, Wash. | 114,568 | 274 |
| Pittsfield, Mass. | 114,427 | 275 |
| Odessa, Tex. | 113,556 | 276 |
| Sherman - Denison, Tex. | 113,142 | 277 |
| Pueblo, Colo. | 112,516 | 278 |
| Bellingham, Wash. | 112,470 | 279 |
| Cumberland, Md. | 111,673 | 280 |
| Chico, Cal. | 111,136 | 281 |
| Bloomington, Ind. | 109,953 | 282 |
| Bryan - College Station, Tex. | 107,497 | 283 |
| Santa Cruz, Cal. | 107,250 | 284 |
| Anniston, Ala. | 107,026 | 285 |
| Burlington, Vt. | 107,007 | 286 |
| Muncie, Ind. | 105,299 | 287 |
| Kokomo, Ind. | 104,850 | 288 |
| Danville, Va. | 103,038 | 289 |
| Anderson, Ind. | 102,201 | 290 |
| Santa Fe, N.M. | 98,528 | 291 |
| Redding, Cal. | 97,357 | 292 |
| Jamestown - Dunkirk, N.Y. | 96,722 | 293 |
| Williamsport, Pa. | 96,328 | 294 |
| Great Falls, Mont. | 95,888 | 295 |
| Greeley, Colo. | 95,657 | 296 |
| Glens Falls, N.Y. | 95,542 | 297 |
| Lewiston - Auburn, Me. | 95,031 | 298 |
| San Angelo, Tex. | 94,678 | 299 |
| Vineland - Millville - Bridgeton, N.J. | 94,380 | 300 |
| Jacksonville, N.C. | 93,604 | 301 |
| Yuma, Ariz. | 93,049 | 302 |
| Sharon, Pa. | 90,125 | 303 |
| Iowa City, Iowa | 89,216 | 304 |
| State College, Pa. | 89,139 | 305 |
| Gadsden, Ala. | 88,599 | 306 |
| Decatur, Ala. | 87,910 | 307 |
| Las Cruces, N.M. | 86,891 | 308 |
| Kankakee, Ill. | 85,701 | 309 |
| Burlington, N.C. | 84,034 | 310 |
| Pine Bluff, Ark. | 79,008 | 311 |
| Enid, Okla. | 78,578 | 312 |
| Merced, Cal. | 77,394 | 313 |
| Victoria, Tex. | 76,551 | 314 |
| Cheyenne, Wyo. | 75,222 | 315 |
| Pascagoula, Miss. | 72,801 | 316 |
| Kenosha, Wisc. | 69,485 | 317 |
| Lawrence, Kans. | 67,117 | 318 |
| Yuba City, Cal. | 65,830 | 319 |
| Casper, Wyo. | 55,474 | 320 |
| **Total Above Areas** | **180,411,211** | |
| **Percent of U.S.** | **85.1774** | |
| **U.S. Total** | **211,806,252** | |

# DEPARTMENT STORE SALES

| Area | ($000) | Rank |
|---|---|---|
| Los Angeles - Long Beach, Cal. | 4,909,583 | 1 |
| Chicago, Ill. | 4,593,932 | 2 |
| Detroit, Mich. | 3,960,534 | 3 |
| New York, N.Y. | 3,825,362 | 4 |
| Philadelphia, Pa. | 3,356,164 | 5 |
| Washington, D.C. | 3,040,614 | 6 |
| Atlanta, Ga. | 2,597,963 | 7 |
| Minneapolis - St. Paul, Minn. | 2,482,182 | 8 |
| Houston, Tex. | 2,455,993 | 9 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 2,413,246 | 10 |
| St. Louis, Mo. | 2,287,755 | 11 |
| Dallas, Tex. | 2,259,754 | 12 |
| Nassau - Suffolk, N.Y. | 2,007,551 | 13 |
| Anaheim - Santa Ana, Cal. | 1,888,710 | 14 |
| Baltimore, Md. | 1,678,844 | 15 |
| Tampa - St. Petersburg - Clearwater, Fla. | 1,604,737 | 16 |
| Riverside - San Bernardino, Cal. | 1,598,888 | 17 |
| San Diego, Cal. | 1,555,217 | 18 |
| Pittsburgh, Pa. | 1,531,374 | 19 |
| Kansas City, Mo.-Kans. | 1,512,143 | 20 |
| Miami - Hialeah, Fla. | 1,492,816 | 21 |
| Phoenix, Ariz. | 1,426,294 | 22 |
| Cleveland, Ohio | 1,420,187 | 23 |
| Cincinnati, Ohio | 1,416,739 | 24 |
| Denver, Colo. | 1,404,522 | 25 |
| Seattle, Wash. | 1,399,099 | 26 |
| Oakland, Cal. | 1,373,222 | 27 |
| Milwaukee, Wisc. | 1,213,431 | 28 |
| Portland, Ore. | 1,206,570 | 29 |
| San Francisco, Cal. | 1,182,641 | 30 |
| Columbus, Ohio | 1,155,624 | 31 |
| Indianapolis, Ind. | 1,111,334 | 32 |
| Honolulu, Haw. | 1,082,520 | 33 |
| Bergen - Passaic, N.J. | 1,081,210 | 34 |
| Fort Worth - Arlington, Tex. | 1,050,307 | 35 |
| San Jose, Cal. | 1,036,441 | 36 |
| Norfolk - Virginia Beach - Newport News, Va. | 992,112 | 37 |
| Grand Rapids, Mich. | 963,175 | 38 |
| Sacramento, Cal. | 938,138 | 39 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 930,813 | 40 |
| New Orleans, La. | 899,095 | 41 |
| Newark, N.J. | 874,342 | 42 |
| Nashville, Tenn. | 874,009 | 43 |
| Dayton - Springfield, Ohio | 861,102 | 44 |
| Orlando, Fla. | 854,200 | 45 |
| Middlesex - Somerset - Hunterdon, N.J. | 832,770 | 46 |
| Louisville, Ky. | 808,781 | 47 |
| San Antonio, Tex. | 808,198 | 48 |
| Salt Lake City - Ogden, Utah | 788,805 | 49 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 760,113 | 50 |
| **Total Top 50** | **83,799,156** | |
| Hartford - New Britain - Middletown - Bristol, Conn. | 746,260 | 51 |
| Memphis, Tenn. | 729,657 | 52 |
| Monmouth - Ocean, N.J. | 729,259 | 53 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | 684,741 | 54 |
| Birmingham, Ala. | 678,574 | 55 |
| Oklahoma City, Okla. | 666,717 | 56 |
| Albany - Schenectady - Troy, N.Y. | 656,114 | 57 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | 651,669 | 58 |
| Buffalo, N.Y. | 628,241 | 59 |
| Richmond - Petersburg, Va. | 623,901 | 60 |
| Toledo, Ohio | 608,624 | 61 |
| Lansing - East Lansing, Mich. | 594,142 | 62 |
| Jacksonville, Fla. | 592,043 | 63 |
| Providence - Pawtucket - Woonsocket, R.I. | 587,072 | 64 |
| Scranton - Wilkes-Barre, Pa. | 584,841 | 65 |
| Omaha, Neb. | 580,852 | 66 |
| Las Vegas, Nev. | 573,122 | 67 |
| Rochester, N.Y. | 571,219 | 68 |
| Greensboro - Winston-Salem - High Point, N.C. | 561,118 | 69 |
| Wilmington, Del. | 548,991 | 70 |
| New Haven - Waterbury - Meriden, Conn. | 546,761 | 71 |
| Little Rock - North Little Rock, Ark. | 540,595 | 72 |
| Raleigh - Durham, N.C. | 521,447 | 73 |
| Tulsa, Okla. | 513,956 | 74 |
| Baton Rouge, La. | 511,719 | 75 |
| Flint, Mich. | 507,077 | 76 |
| Austin, Tex. | 500,528 | 77 |
| Knoxville, Tenn. | 492,439 | 78 |
| Harrisburg - Lebanon - Carlisle, Pa. | 474,000 | 79 |
| Akron, Ohio | 472,903 | 80 |
| Worcester - Fitchburg - Leominster, Mass. | 464,557 | 81 |
| Saginaw - Bay City - Midland, Mich. | 464,320 | 82 |
| Oxnard - Ventura, Cal. | 463,183 | 83 |
| Allentown - Bethlehem - Easton, Pa. | 461,628 | 84 |
| Greenville - Spartanburg, S.C. | 430,902 | 85 |
| Tucson, Ariz. | 421,180 | 86 |
| Springfield, Mass. | 405,821 | 87 |
| Des Moines, Iowa | 403,616 | 88 |
| Tacoma, Wash. | 399,192 | 89 |
| Wichita, Kans. | 398,284 | 90 |
| El Paso, Tex. | 391,409 | 91 |
| Youngstown - Warren, Ohio | 386,772 | 92 |
| Manchester - Nashua, N.H. | 379,861 | 93 |
| Lexington-Fayette, Ky. | 378,118 | 94 |
| Albuquerque, N.M. | 375,315 | 95 |
| Melbourne - Titusville - Palm Bay, Fla. | 371,904 | 96 |
| Gary - Hammond, Ind. | 368,643 | 97 |
| Lake County, Ill. | 364,097 | 98 |
| Augusta, Ga. | 353,518 | 99 |
| New Bedford - Fall River - Attleboro, Mass. | 347,527 | 100 |
| **Total Top 100** | **109,507,585** | |
| Columbia, S.C. | 343,968 | 101 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 343,947 | 102 |
| Mobile, Ala. | 338,441 | 103 |
| Anchorage, Alas. | 332,848 | 104 |
| Beaumont - Port Arthur, Tex. | 332,686 | 105 |
| Fort Wayne, Ind. | 329,118 | 106 |
| Kalamazoo, Mich. | 327,024 | 107 |
| Madison, Wisc. | 324,892 | 108 |
| Fresno, Cal. | 323,858 | 109 |
| Syracuse, N.Y. | 323,169 | 110 |
| Ann Arbor, Mich. | 322,939 | 111 |
| Jackson, Miss. | 321,750 | 112 |
| Canton, Ohio | 320,849 | 113 |
| Johnson City - Kingsport - Bristol, Tenn. | 319,106 | 114 |
| Fort Myers - Cape Coral, Fla. | 318,274 | 115 |
| Portsmouth - Dover - Rochester, N.H. | 317,685 | 116 |
| Spokane, Wash. | 309,682 | 117 |
| Appleton - Oshkosh - Neenah, Wisc. | 307,987 | 118 |
| Springfield, Mo. | 306,692 | 119 |
| Reno, Nev. | 305,177 | 120 |
| Chattanooga, Tenn. | 295,788 | 121 |
| Daytona Beach, Fla. | 295,728 | 122 |
| Peoria, Ill. | 294,267 | 123 |
| Sarasota, Fla. | 288,607 | 124 |
| Charleston, S.C. | 287,027 | 125 |
| Rockford, Ill. | 284,925 | 126 |
| Shreveport, La. | 284,270 | 127 |
| Lakeland - Winter Haven, Fla. | 275,667 | 128 |
| Reading, Pa. | 274,640 | 129 |
| Colorado Springs, Colo. | 274,277 | 130 |
| Pensacola, Fla. | 273,707 | 131 |
| Green Bay, Wisc. | 272,527 | 132 |
| Santa Rosa - Petaluma, Cal. | 266,804 | 133 |
| Evansville, Ind. | 266,284 | 134 |
| Aurora - Elgin, Ill. | 263,869 | 135 |
| Montgomery, Ala. | 263,137 | 136 |
| Vallejo - Fairfield - Napa, Cal. | 259,805 | 137 |
| Orange County, N.Y. | 256,601 | 138 |
| Huntington - Ashland, W.Va.-Ky. | 256,384 | 139 |
| South Bend - Mishawaka, Ind. | 252,056 | 140 |
| Macon - Warner Robins, Ga. | 251,420 | 141 |
| Jackson, Mich. | 250,325 | 142 |
| Modesto, Cal. | 247,322 | 143 |
| York, Pa. | 244,433 | 144 |
| Charleston, W.Va. | 240,708 | 145 |
| Trenton, N.J. | 238,542 | 146 |
| Poughkeepsie, N.Y. | 237,667 | 147 |
| Huntsville, Ala. | 237,081 | 148 |
| Bakersfield, Cal. | 236,554 | 149 |
| Stockton, Cal. | 228,702 | 150 |
| **Total Top 150** | **123,876,801** | |
| McAllen - Edinburg - Mission, Tex. | 228,252 | 151 |
| Lancaster, Pa. | 227,067 | 152 |
| Binghamton, N.Y. | 224,490 | 153 |
| Salinas - Seaside - Monterey, Cal. | 220,131 | 154 |
| Duluth, Minn. | 220,015 | 155 |
| Atlantic City, N.J. | 219,175 | 156 |
| Lafayette, La. | 218,016 | 157 |
| Amarillo, Tex. | 214,870 | 158 |
| Springfield, Ill. | 214,464 | 159 |
| Utica - Rome, N.Y. | 209,064 | 160 |
| Savannah, Ga. | 207,865 | 161 |
| Galveston - Texas City, Tex. | 207,555 | 162 |
| Roanoke, Va. | 205,876 | 163 |
| Corpus Christi, Tex. | 205,103 | 164 |
| Eugene - Springfield, Ore. | 203,884 | 165 |
| Fort Smith, Ark. | 203,536 | 166 |
| St. Cloud, Minn. | 203,088 | 167 |
| Fayetteville, N.C. | 202,243 | 168 |
| Tallahassee, Fla. | 198,879 | 169 |
| Joliet, Ill. | 196,599 | 170 |
| Lubbock, Tex. | 194,366 | 171 |
| Lincoln, Neb. | 193,965 | 172 |
| Portland, Me. | 190,101 | 173 |
| Salem, Ore. | 185,936 | 174 |
| Killeen - Temple, Tex. | 184,027 | 175 |
| Erie, Pa. | 183,702 | 176 |
| Muskegon, Mich. | 182,576 | 177 |
| Columbus, Ga. | 181,211 | 178 |
| Cedar Rapids, Iowa | 177,489 | 179 |
| New London - Norwich, Conn. | 176,874 | 180 |
| Fargo - Moorhead, N.D.-Minn. | 176,829 | 181 |
| Lorain - Elyria, Ohio | 174,872 | 182 |
| Battle Creek, Mich. | 174,471 | 183 |
| Gainesville, Fla. | 172,953 | 184 |
| Topeka, Kans. | 172,657 | 185 |
| Boulder - Longmont, Colo. | 172,252 | 186 |
| Vancouver, Wash. | 170,782 | 187 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 170,329 | 188 |
| Fort Pierce, Fla. | 169,765 | 189 |
| Brownsville - Harlingen, Tex. | 169,390 | 190 |
| Lake Charles, La. | 161,114 | 191 |
| Fayetteville - Springdale, Ark. | 160,944 | 192 |
| Champaign - Urbana - Rantoul, Ill. | 160,122 | 193 |
| Waco, Tex. | 156,288 | 194 |
| Parkersburg - Marietta, W.Va.-Ohio | 154,444 | 195 |
| Alexandria, La. | 150,769 | 196 |
| Bradenton, Fla. | 150,498 | 197 |
| Wichita Falls, Tex. | 149,352 | 198 |
| Biloxi - Gulfport, Miss. | 148,724 | 199 |
| Fort Walton Beach, Fla. | 147,958 | 200 |
| **Total Top 200** | **133,221,733** | |
| Ocala, Fla. | 147,687 | 201 |
| Eau Claire, Wisc. | 147,065 | 202 |
| Beaver County, Pa. | 145,254 | 203 |
| Niagara Falls, N.Y. | 145,170 | 204 |
| Lafayette - West Lafayette, Ind. | 144,947 | 205 |
| Racine, Wisc. | 144,643 | 206 |
| Rochester, Minn. | 144,118 | 207 |
| Monroe, La. | 143,637 | 208 |
| Waterloo - Cedar Falls, Iowa | 143,136 | 209 |
| Janesville - Beloit, Wisc. | 142,448 | 210 |
| Lima, Ohio | 142,097 | 211 |
| Panama City, Fla. | 140,091 | 212 |
| Brazoria, Tex. | 139,860 | 213 |
| Lynchburg, Va. | 138,572 | 214 |
| Provo - Orem, Utah | 138,079 | 215 |
| Boise, Ida. | 137,513 | 216 |
| Dothan, Ala. | 137,309 | 217 |
| Florence, Ala. | 136,375 | 218 |
| Asheville, N.C. | 136,059 | 219 |
| Sioux Falls, S.D. | 134,334 | 220 |
| Texarkana, Tex.-Ark. | 134,205 | 221 |
| Benton Harbor, Mich. | 134,035 | 222 |
| Houma - Thibodaux, La. | 132,142 | 223 |
| Joplin, Mo. | 131,314 | 224 |
| Sioux City, Iowa | 131,084 | 225 |
| Wheeling, W.Va. | 130,262 | 226 |
| Decatur, Ill. | 128,497 | 227 |
| Mansfield, Ohio | 128,244 | 228 |
| Abilene, Tex. | 128,178 | 229 |
| Tuscaloosa, Ala. | 128,150 | 230 |
| Tyler, Tex. | 127,943 | 231 |
| Naples, Fla. | 124,867 | 232 |
| Jersey City, N.J. | 124,420 | 233 |
| Albany, Ga. | 124,269 | 234 |
| Longview - Marshall, Tex. | 123,757 | 235 |
| Hickory - Morganton, N.C. | 122,886 | 236 |
| Dubuque, Iowa | 122,711 | 237 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 122,064 | 238 |
| Altoona, Pa. | 120,634 | 239 |
| Wausau, Wisc. | 120,388 | 240 |
| Hamilton - Middletown, Ohio | 119,246 | 241 |
| Billings, Mont. | 118,694 | 242 |
| Wilmington, N.C. | 118,370 | 243 |
| Medford, Ore. | 118,068 | 244 |
| La Crosse, Wisc. | 117,084 | 245 |
| Bloomington - Normal, Ill. | 116,412 | 246 |
| Lawton, Okla. | 115,304 | 247 |
| Hagerstown, Md. | 113,278 | 248 |
| Visalia - Tulare - Porterville, Cal. | 112,231 | 249 |
| Elmira, N.Y. | 112,201 | 250 |
| **Total Top 250** | **139,751,065** | |
| Athens, Ga. | 112,035 | 251 |
| Florence, S.C. | 110,395 | 252 |
| Richland - Kennewick - Pasco, Wash. | 110,303 | 253 |
| Laredo, Tex. | 109,897 | 254 |
| Johnstown, Pa. | 108,578 | 255 |
| Odessa, Tex. | 108,325 | 256 |
| Columbia, Mo. | 106,883 | 257 |
| Midland, Tex. | 105,706 | 258 |
| Owensboro, Ky. | 105,479 | 259 |
| Jackson, Tenn. | 104,509 | 260 |
| Sherman - Denison, Tex. | 104,326 | 261 |
| St. Joseph, Mo. | 102,971 | 262 |
| Fort Collins - Loveland, Colo. | 102,843 | 263 |
| Anderson, S.C. | 101,986 | 264 |
| Muncie, Ind. | 99,997 | 265 |
| Bangor, Me. | 99,170 | 266 |
| Grand Forks, N.D. | 98,279 | 267 |
| Terre Haute, Ind. | 97,293 | 268 |
| Anniston, Ala. | 95,834 | 269 |
| Bismarck, N.D. | 95,810 | 270 |
| Santa Cruz, Cal. | 95,758 | 271 |
| Steubenville - Weirton, Ohio-W.Va. | 95,561 | 272 |
| Anderson, Ind. | 95,388 | 273 |
| Pueblo, Colo. | 94,948 | 274 |
| Charlottesville, Va. | 94,262 | 275 |
| Rapid City, S.D. | 93,384 | 276 |
| Cumberland, Md. | 92,338 | 277 |
| Yakima, Wash. | 92,166 | 278 |
| Chico, Cal. | 91,694 | 279 |
| Bloomington, Ind. | 91,156 | 280 |
| Bellingham, Wash. | 89,336 | 281 |
| Kokomo, Ind. | 89,021 | 282 |
| Redding, Cal. | 88,939 | 283 |
| Williamsport, Pa. | 88,394 | 284 |
| Elkhart - Goshen, Ind. | 88,061 | 285 |
| Great Falls, Mont. | 87,905 | 286 |
| Vineland - Millville - Bridgeton, N.J. | 87,437 | 287 |
| Olympia, Wash. | 86,435 | 288 |
| Santa Fe, N.M. | 85,973 | 289 |
| Danville, Va. | 85,594 | 290 |
| Bryan - College Station, Tex. | 85,376 | 291 |
| Sheboygan, Wisc. | 84,910 | 292 |
| Pittsfield, Mass. | 84,835 | 293 |
| Gadsden, Ala. | 83,559 | 294 |
| Bremerton, Wash. | 83,225 | 295 |
| Burlington, Vt. | 82,071 | 296 |
| Decatur, Ala. | 81,590 | 297 |
| Lewiston - Auburn, Me. | 79,565 | 298 |
| Glens Falls, N.Y. | 77,482 | 299 |
| San Angelo, Tex. | 75,128 | 300 |
| Las Cruces, N.M. | 75,098 | 301 |
| Greeley, Colo. | 73,317 | 302 |
| Jacksonville, N.C. | 72,578 | 303 |
| Jamestown - Dunkirk, N.Y. | 71,342 | 304 |
| Iowa City, Iowa | 70,912 | 305 |
| Merced, Cal. | 70,784 | 306 |
| Sharon, Pa. | 69,064 | 307 |
| Kankakee, Ill. | 68,978 | 308 |
| State College, Pa. | 67,797 | 309 |
| Pine Bluff, Ark. | 67,648 | 310 |
| Victoria, Tex. | 67,518 | 311 |
| Burlington, N.C. | 65,980 | 312 |
| Yuma, Ariz. | 61,766 | 313 |
| Yuba City, Cal. | 61,754 | 314 |
| Enid, Okla. | 59,854 | 315 |
| Cheyenne, Wyo. | 59,421 | 316 |
| Kenosha, Wisc. | 59,340 | 317 |
| Lawrence, Kans. | 58,078 | 318 |
| Pascagoula, Miss. | 54,785 | 319 |
| Casper, Wyo. | 44,024 | 320 |
| **Total Above Areas** | **145,763,213** | |
| **Percent of U.S.** | **86.8874** | |
| **U.S. Total** | **147,761,132** | |

1991 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# APPAREL & ACCESSORIES STORE SALES

| Area | ($000) | Rank |
|---|---|---|
| New York, N.Y. | 5,007,905 | 1 |
| Los Angeles - Long Beach, Cal. | 4,729,745 | 2 |
| Chicago, Ill. | 3,605,018 | 3 |
| Philadelphia, Pa. | 2,180,724 | 4 |
| Detroit, Mich. | 2,026,741 | 5 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 1,986,253 | 6 |
| Washington, D.C. | 1,967,692 | 7 |
| Nassau - Suffolk, N.Y. | 1,727,774 | 8 |
| Anaheim - Santa Ana, Cal. | 1,462,932 | 9 |
| Houston, Tex. | 1,448,739 | 10 |
| Dallas, Tex. | 1,337,105 | 11 |
| Atlanta, Ga. | 1,235,079 | 12 |
| San Francisco, Cal. | 1,226,437 | 13 |
| Seattle, Wash. | 1,187,408 | 14 |
| San Diego, Cal. | 1,170,334 | 15 |
| Miami - Hialeah, Fla. | 1,051,108 | 16 |
| Minneapolis - St. Paul, Minn. | 1,020,840 | 17 |
| Bergen - Passaic, N.J. | 999,109 | 18 |
| Baltimore, Md. | 967,259 | 19 |
| Newark, N.J. | 897,494 | 20 |
| San Jose, Cal. | 876,321 | 21 |
| Oakland, Cal. | 852,905 | 22 |
| St. Louis, Mo. | 841,707 | 23 |
| Pittsburgh, Pa. | 761,828 | 24 |
| Phoenix, Ariz. | 729,159 | 25 |
| Cleveland, Ohio | 700,774 | 26 |
| Riverside - San Bernardino, Cal. | 681,276 | 27 |
| Honolulu, Haw. | 660,860 | 28 |
| Denver, Colo. | 651,789 | 29 |
| Portland, Ore. | 639,351 | 30 |
| Tampa - St. Petersburg - Clearwater, Fla. | 603,481 | 31 |
| San Antonio, Tex. | 584,297 | 32 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 573,904 | 33 |
| Middlesex - Somerset - Hunterdon, N.J. | 572,875 | 34 |
| Kansas City, Mo.-Kans. | 570,294 | 35 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | 547,625 | 36 |
| New Orleans, La. | 541,048 | 37 |
| Milwaukee, Wisc. | 532,188 | 38 |
| Norfolk - Virginia Beach - Newport News, Va. | 523,682 | 39 |
| Cincinnati, Ohio | 519,518 | 40 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 510,333 | 41 |
| Sacramento, Cal. | 506,286 | 42 |
| Columbus, Ohio | 501,352 | 43 |
| Birmingham, Ala. | 485,902 | 44 |
| Hartford - New Britain - Middletown - Bristol, Conn. | 476,044 | 45 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | 468,902 | 46 |
| Monmouth - Ocean, N.J. | 464,341 | 47 |
| Fort Worth - Arlington, Tex. | 463,993 | 48 |
| Orlando, Fla. | 436,611 | 49 |
| Jersey City, N.J. | 434,877 | 50 |
| **Total Top 50** | **54,942,219** | |
| Salt Lake City - Ogden, Utah | 431,388 | 51 |
| Indianapolis, Ind. | 429,252 | 52 |
| Oklahoma City, Okla. | 416,043 | 53 |
| Nashville, Tenn. | 400,542 | 54 |
| Memphis, Tenn. | 389,661 | 55 |
| Greensboro - Winston-Salem - High Point, N.C. | 388,222 | 56 |
| Rochester, N.Y. | 362,664 | 57 |
| New Haven - Waterbury - Meriden, Conn. | 355,437 | 58 |
| Austin, Tex. | 354,552 | 59 |
| Providence - Pawtucket - Woonsocket, R.I. | 351,499 | 60 |
| Richmond - Petersburg, Va. | 342,058 | 61 |
| Buffalo, N.Y. | 330,541 | 62 |
| Albany - Schenectady - Troy, N.Y. | 326,828 | 63 |
| Las Vegas, Nev. | 324,979 | 64 |
| Louisville, Ky. | 315,833 | 65 |
| Grand Rapids, Mich. | 313,577 | 66 |
| Tulsa, Okla. | 312,091 | 67 |
| Raleigh - Durham, N.C. | 288,165 | 68 |
| Greenville - Spartanburg, S.C. | 277,613 | 69 |
| Syracuse, N.Y. | 276,816 | 70 |
| Knoxville, Tenn. | 270,160 | 71 |
| Jacksonville, Fla. | 269,309 | 72 |
| Allentown - Bethlehem - Easton, Pa. | 257,086 | 73 |
| Dayton - Springfield, Ohio | 256,216 | 74 |
| Scranton - Wilkes-Barre, Pa. | 253,430 | 75 |
| New Bedford - Fall River - Attleboro, Mass. | 242,598 | 76 |
| Little Rock - North Little Rock, Ark. | 236,497 | 77 |
| Reading, Pa. | 229,708 | 78 |
| Lake County, Ill. | 225,816 | 79 |
| Worcester - Fitchburg - Leominster, Mass. | 222,197 | 80 |
| Springfield, Mass. | 218,159 | 81 |
| Tucson, Ariz. | 214,431 | 82 |
| Oxnard - Ventura, Cal. | 213,200 | 83 |
| Albuquerque, N.M. | 211,236 | 84 |
| Omaha, Neb. | 206,017 | 85 |
| Charleston, S.C. | 195,092 | 86 |
| Atlantic City, N.J. | 191,887 | 87 |
| Tacoma, Wash. | 189,929 | 88 |
| Fresno, Cal. | 189,649 | 89 |
| Manchester - Nashua, N.H. | 188,935 | 90 |
| Baton Rouge, La. | 187,566 | 91 |
| Trenton, N.J. | 186,958 | 92 |
| Toledo, Ohio | 185,136 | 93 |
| El Paso, Tex. | 184,132 | 94 |
| Aurora - Elgin, Ill. | 182,384 | 95 |
| Wilmington, Del. | 180,707 | 96 |
| Anchorage, Alas. | 180,108 | 97 |
| Columbia, S.C. | 179,441 | 98 |
| Des Moines, Iowa | 176,551 | 99 |
| Madison, Wisc. | 176,163 | 100 |
| **Total Top 100** | **68,237,678** | |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 170,952 | 101 |
| Akron, Ohio | 166,805 | 102 |
| Harrisburg - Lebanon - Carlisle, Pa. | 165,577 | 103 |
| Chattanooga, Tenn. | 163,925 | 104 |
| Spokane, Wash. | 163,495 | 105 |
| Wichita, Kans. | 161,896 | 106 |
| Youngstown - Warren, Ohio | 159,642 | 107 |
| Lexington-Fayette, Ky. | 158,862 | 108 |
| Terre Haute, Ind. | 157,888 | 109 |
| Gary - Hammond, Ind. | 154,969 | 110 |
| Mobile, Ala. | 153,529 | 111 |
| Flint, Mich. | 152,494 | 112 |
| Saginaw - Bay City - Midland, Mich. | 152,246 | 113 |
| Lansing - East Lansing, Mich. | 151,346 | 114 |
| Portland, Me. | 151,0[illegible] | 115 |
| Lancaster, Pa. | 150,383 | 116 |
| Portsmouth - Dover - Rochester, N.H. | 145,875 | 117 |
| Huntsville, Ala. | 138,710 | 118 |
| Fort Myers - Cape Coral, Fla. | 137,430 | 119 |
| Shreveport, La. | 137,320 | 120 |
| Salinas - Seaside - Monterey, Cal. | 136,833 | 121 |
| Poughkeepsie, N.Y. | 135,261 | 122 |
| Colorado Springs, Colo. | 134,710 | 123 |
| Jackson, Miss. | 134,601 | 124 |
| Ann Arbor, Mich. | 133,315 | 125 |
| Beaumont - Port Arthur, Tex. | 132,459 | 126 |
| Bakersfield, Cal. | 128,655 | 127 |
| Santa Rosa - Petaluma, Cal. | 127,885 | 128 |
| Orange County, N.Y. | 127,485 | 129 |
| McAllen - Edinburg - Mission, Tex. | 127,345 | 130 |
| Sarasota, Fla. | 119,648 | 131 |
| Montgomery, Ala. | 114,610 | 132 |
| Amarillo, Tex. | 114,544 | 133 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 112,692 | 134 |
| Fort Wayne, Ind. | 111,172 | 135 |
| Reno, Nev. | 109,929 | 136 |
| Stockton, Cal. | 108,645 | 137 |
| New London - Norwich, Conn. | 106,455 | 138 |
| Brownsville - Harlingen, Tex. | 105,876 | 139 |
| Johnson City - Kingsport - Bristol, Tenn. | 105,377 | 140 |
| Lubbock, Tex. | 104,337 | 141 |
| Canton, Ohio | 103,507 | 142 |
| Eugene - Springfield, Ore. | 102,852 | 143 |
| Daytona Beach, Fla. | 102,469 | 144 |
| Corpus Christi, Tex. | 102,206 | 145 |
| Lafayette, La. | 101,864 | 146 |
| Utica - Rome, N.Y. | 101,635 | 147 |
| Kalamazoo, Mich. | 101,112 | 148 |
| Augusta, Ga. | 101,075 | 149 |
| Roanoke, Va. | 100,347 | 150 |
| **Total Top 150** | **74,780,623** | |
| Appleton - Oshkosh - Neenah, Wisc. | 99,220 | 151 |
| York, Pa. | 98,062 | 152 |
| Pensacola, Fla. | 96,744 | 153 |
| Naples, Fla. | 95,961 | 154 |
| Evansville, Ind. | 95,882 | 155 |
| Vallejo - Fairfield - Napa, Cal. | 93,861 | 156 |
| Lincoln, Neb. | 93,113 | 157 |
| Columbus, Ga. | 91,533 | 158 |
| Peoria, Ill. | 91,327 | 159 |
| Lakeland - Winter Haven, Fla. | 90,863 | 160 |
| Savannah, Ga. | 89,774 | 161 |
| Modesto, Cal. | 87,307 | 162 |
| Rockford, Ill. | 87,143 | 163 |
| Macon - Warner Robins, Ga. | 85,627 | 164 |
| Galveston - Texas City, Tex. | 84,257 | 165 |
| Salem, Ore. | 83,807 | 166 |
| Boulder - Longmont, Colo. | 83,783 | 167 |
| Binghamton, N.Y. | 83,085 | 168 |
| Niagara Falls, N.Y. | 80,166 | 169 |
| Laredo, Tex. | 77,403 | 170 |
| South Bend - Mishawaka, Ind. | 77,207 | 171 |
| Asheville, N.C. | 76,337 | 172 |
| Huntington - Ashland, W.Va.-Ky. | 75,319 | 173 |
| Tallahassee, Fla. | 73,846 | 174 |
| Charleston, W.Va. | 71,848 | 175 |
| Erie, Pa. | 71,722 | 176 |
| Springfield, Mo. | 71,439 | 177 |
| Monroe, La. | 71,307 | 178 |
| Longview - Marshall, Tex. | 71,243 | 179 |
| Green Bay, Wisc. | 70,967 | 180 |
| Melbourne - Titusville - Palm Bay, Fla. | 70,221 | 181 |
| Hickory - Morganton, N.C. | 69,510 | 182 |
| Fort Pierce, Fla. | 69,249 | 183 |
| Tyler, Tex. | 68,748 | 184 |
| Champaign - Urbana - Rantoul, Ill. | 67,975 | 185 |
| Fayetteville, N.C. | 67,077 | 186 |
| Duluth, Minn. | 66,489 | 187 |
| Visalia - Tulare - Porterville, Cal. | 65,960 | 188 |
| Charlottesville, Va. | 65,710 | 189 |
| Santa Cruz, Cal. | 65,230 | 190 |
| Waco, Tex. | 63,941 | 191 |
| Burlington, Vt. | 63,437 | 192 |
| Cedar Rapids, Iowa | 61,938 | 193 |
| Provo - Orem, Utah | 61,673 | 194 |
| Boise, Ida. | 61,572 | 195 |
| Joliet, Ill. | 59,938 | 196 |
| Alexandria, La. | 59,239 | 197 |
| Tuscaloosa, Ala. | 58,719 | 198 |
| Burlington, N.C. | 58,039 | 199 |
| Bangor, Me. | 57,515 | 200 |
| **Total Top 200** | **78,582,956** | |
| Vancouver, Wash. | 57,132 | 201 |
| Lake Charles, La. | 57,054 | 202 |
| Wilmington, N.C. | 56,462 | 203 |
| Sioux Falls, S.D. | 56,017 | 204 |
| Dothan, Ala. | 55,851 | 205 |
| Pittsfield, Mass. | 55,559 | 206 |
| Gainesville, Fla. | 55,426 | 207 |
| Yakima, Wash. | 55,248 | 208 |
| Fargo - Moorhead, N.D.-Minn. | 55,170 | 209 |
| Racine, Wisc. | 54,873 | 210 |
| Bradenton, Fla. | 53,866 | 211 |
| Springfield, Ill. | 53,114 | 212 |
| Topeka, Kans. | 52,355 | 213 |
| Billings, Mont. | 51,525 | 214 |
| Santa Fe, N.M. | 51,349 | 215 |
| Fort Smith, Ark. | 49,501 | 216 |
| Medford, Ore. | 49,424 | 217 |
| Killeen - Temple, Tex. | 49,091 | 218 |
| Fort Collins - Loveland, Colo. | 48,155 | 219 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 47,414 | 220 |
| Williamsport, Pa. | 46,401 | 221 |
| Bremerton, Wash. | 45,732 | 222 |
| Lima, Ohio | 45,704 | 223 |
| Kenosha, Wisc. | 45,437 | 224 |
| Anderson, S.C. | 45,429 | 225 |
| Midland, Tex. | 45,410 | 226 |
| Rochester, Minn. | 45,367 | 227 |
| St. Cloud, Minn. | 44,835 | 228 |
| Bloomington, Ind. | 44,670 | 229 |
| Elkhart - Goshen, Ind. | 44,572 | 230 |
| Vineland - Millville - Bridgeton, N.J. | 44,318 | 231 |
| Johnstown, Pa. | 43,545 | 232 |
| Wichita Falls, Tex. | 43,356 | 233 |
| Altoona, Pa. | 43,195 | 234 |
| Lynchburg, Va. | 43,066 | 235 |
| Columbia, Mo. | 42,686 | 236 |
| Eau Claire, Wisc. | 42,662 | 237 |
| Brazoria, Tex. | 42,588 | 238 |
| San Angelo, Tex. | 42,343 | 239 |
| Abilene, Tex. | 42,297 | 240 |
| Joplin, Mo. | 42,225 | 241 |
| Odessa, Tex. | 42,067 | 242 |
| Panama City, Fla. | 42,013 | 243 |
| Wheeling, W.Va. | 41,865 | 244 |
| State College, Pa. | 40,925 | 245 |
| Lorain - Elyria, Ohio | 40,889 | 246 |
| Glens Falls, N.Y. | 40,702 | 247 |
| Lafayette - West Lafayette, Ind. | 40,685 | 248 |
| Houma - Thibodaux, La. | 40,451 | 249 |
| Bryan - College Station, Tex. | 40,376 | 250 |
| **Total Top 250** | **80,943,353** | |
| Chico, Cal. | 39,943 | 251 |
| Sioux City, Iowa | 39,864 | 252 |
| Fayetteville - Springdale, Ark. | 39,781 | 253 |
| Bloomington - Normal, Ill. | 39,508 | 254 |
| Bellingham, Wash. | 38,509 | 255 |
| Ocala, Fla. | 38,371 | 256 |
| Sharon, Pa. | 38,313 | 257 |
| Florence, Ala. | 38,044 | 258 |
| Athens, Ga. | 37,597 | 259 |
| Florence, S.C. | 37,400 | 260 |
| Rapid City, S.D. | 37,263 | 261 |
| Decatur, Ala. | 37,229 | 262 |
| Fort Walton Beach, Fla. | 37,180 | 263 |
| Benton Harbor, Mich. | 37,077 | 264 |
| Elmira, N.Y. | 36,982 | 265 |
| Texarkana, Tex.-Ark. | 36,515 | 266 |
| Anniston, Ala. | 36,093 | 267 |
| Grand Forks, N.D. | 35,504 | 268 |
| Olympia, Wash. | 35,355 | 269 |
| Muncie, Ind. | 35,009 | 270 |
| Gadsden, Ala. | 34,359 | 271 |
| La Crosse, Wisc. | 34,103 | 272 |
| Battle Creek, Mich. | 33,909 | 273 |
| Decatur, Ill. | 33,660 | 274 |
| Victoria, Tex. | 32,693 | 275 |
| Beaver County, Pa. | 32,267 | 276 |
| Waterloo - Cedar Falls, Iowa | 31,915 | 277 |
| Owensboro, Ky. | 31,555 | 278 |
| Jackson, Tenn. | 30,970 | 279 |
| Parkersburg - Marietta, W.Va.-Ohio | 30,904 | 280 |
| Redding, Cal. | 30,531 | 281 |
| Biloxi - Gulfport, Miss. | 30,502 | 282 |
| Albany, Ga. | 30,197 | 283 |
| Mansfield, Ohio | 30,191 | 284 |
| Wausau, Wisc. | 29,943 | 285 |
| Anderson, Ind. | 29,138 | 286 |
| Jacksonville, N.C. | 29,052 | 287 |
| Janesville - Beloit, Wisc. | 28,967 | 288 |
| Las Cruces, N.M. | 28,912 | 289 |
| Lawton, Okla. | 28,725 | 290 |
| Jamestown - Dunkirk, N.Y. | 28,668 | 291 |
| Sherman - Denison, Tex. | 28,051 | 292 |
| Iowa City, Iowa | 27,811 | 293 |
| Muskegon, Mich. | 27,551 | 294 |
| Great Falls, Mont. | 26,584 | 295 |
| Merced, Cal. | 25,727 | 296 |
| Hagerstown, Md. | 25,655 | 297 |
| Dubuque, Iowa | 24,211 | 298 |
| Hamilton - Middletown, Ohio | 24,191 | 299 |
| Bismarck, N.D. | 23,989 | 300 |
| Enid, Okla. | 23,507 | 301 |
| Pueblo, Colo. | 23,352 | 302 |
| Cumberland, Md. | 23,322 | 303 |
| Steubenville - Weirton, Ohio-W.Va. | 23,273 | 304 |
| Pine Bluff, Ark. | 22,880 | 305 |
| Richland - Kennewick - Pasco, Wash. | 22,791 | 306 |
| Pascagoula, Miss. | 22,092 | 307 |
| Lewiston - Auburn, Me. | 21,820 | 308 |
| Cheyenne, Wyo. | 21,781 | 309 |
| Lawrence, Kans. | 20,681 | 310 |
| Yuma, Ariz. | 19,869 | 311 |
| Yuba City, Cal. | 19,476 | 312 |
| Greeley, Colo. | 18,108 | 313 |
| Jackson, Mich. | 17,859 | 314 |
| Casper, Wyo. | 15,635 | 315 |
| Kankakee, Ill. | 15,491 | 316 |
| Sheboygan, Wisc. | 14,116 | 317 |
| Danville, Va. | 11,969 | 318 |
| St. Joseph, Mo. | 10,512 | 319 |
| Kokomo, Ind. | 1,457 | 320 |
| **Total Above Areas** | **82,949,812** | |
| **Percent of U.S.** | **87.6428** | |
| **U.S. Total** | **94,645,313** | |

# FURNITURE / HOME FURNISHINGS / APPLIANCE STORE SALES

| Area | ($000) | Rank |
|---|---|---|
| Los Angeles - Long Beach, Cal. | 4,466,415 | 1 |
| New York, N.Y. | 3,495,318 | 2 |
| Chicago, Ill. | 2,866,922 | 3 |
| Washington, D.C. | 2,010,005 | 4 |
| Detroit, Mich. | 1,939,923 | 5 |
| Philadelphia, Pa. | 1,808,862 | 6 |
| Nassau - Suffolk, N.Y. | 1,720,528 | 7 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 1,644,048 | 8 |
| Anaheim - Santa Ana, Cal. | 1,490,907 | 9 |
| San Diego, Cal. | 1,302,092 | 10 |
| Atlanta, Ga. | 1,289,431 | 11 |
| Houston, Tex. | 1,186,527 | 12 |
| Seattle, Wash. | 1,095,020 | 13 |
| San Francisco, Cal. | 1,085,550 | 14 |
| Dallas, Tex. | 1,074,351 | 15 |
| Oakland, Cal. | 1,067,602 | 16 |
| Phoenix, Ariz. | 967,005 | 17 |
| San Jose, Cal. | 959,016 | 18 |
| Minneapolis - St. Paul, Minn. | 940,347 | 19 |
| Baltimore, Md. | 923,136 | 20 |
| Bergen - Passaic, N.J. | 902,067 | 21 |
| Miami - Hialeah, Fla. | 891,497 | 22 |
| Riverside - San Bernardino, Cal. | 859,795 | 23 |
| Newark, N.J. | 840,449 | 24 |
| Tampa - St. Petersburg - Clearwater, Fla. | 831,683 | 25 |
| Denver, Colo. | 782,104 | 26 |
| Pittsburgh, Pa. | 757,307 | 27 |
| Milwaukee, Wisc. | 749,819 | 28 |
| St. Louis, Mo. | 726,728 | 29 |
| Middlesex - Somerset - Hunterdon, N.J. | 659,745 | 30 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 656,932 | 31 |
| Portland, Ore. | 637,744 | 32 |
| Cleveland, Ohio | 637,188 | 33 |
| Sacramento, Cal. | 619,863 | 34 |
| Hartford - New Britain - Middletown - Bristol, Conn. | 611,610 | 35 |
| Greensboro - Winston-Salem - High Point, N.C. | 588,951 | 36 |
| Norfolk - Virginia Beach - Newport News, Va. | 581,037 | 37 |
| Indianapolis, Ind. | 538,409 | 38 |
| Kansas City, Mo.-Kans. | 517,350 | 39 |
| Cincinnati, Ohio | 510,474 | 40 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 507,430 | 41 |
| Columbus, Ohio | 494,376 | 42 |
| Fort Worth - Arlington, Tex. | 490,427 | 43 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | 486,042 | 44 |
| Salt Lake City - Ogden, Utah | 486,029 | 45 |
| Monmouth - Ocean, N.J. | 472,118 | 46 |
| New Orleans, La. | 458,547 | 47 |
| Rochester, N.Y. | 454,244 | 48 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | 443,455 | 49 |
| Nashville, Tenn. | 438,474 | 50 |
| **Total Top 50** | **51,964,899** | |
| Orlando, Fla. | 435,251 | 51 |
| San Antonio, Tex. | 406,725 | 52 |
| New Haven - Waterbury - Meriden, Conn. | 377,552 | 53 |
| Albany - Schenectady - Troy, N.Y. | 372,380 | 54 |
| Louisville, Ky. | 372,120 | 55 |
| Buffalo, N.Y. | 369,250 | 56 |
| Memphis, Tenn. | 361,703 | 57 |
| Richmond - Petersburg, Va. | 353,305 | 58 |
| Jacksonville, Fla. | 344,096 | 59 |
| Grand Rapids, Mich. | 336,177 | 60 |
| Oklahoma City, Okla. | 329,966 | 61 |
| Raleigh - Durham, N.C. | 325,039 | 62 |
| Austin, Tex. | 308,298 | 63 |
| Honolulu, Haw. | 306,149 | 64 |
| Worcester - Fitchburg - Leominster, Mass. | 303,490 | 65 |
| Syracuse, N.Y. | 301,334 | 66 |
| Oxnard - Ventura, Cal. | 291,736 | 67 |
| Providence - Pawtucket - Woonsocket, R.I. | 291,612 | 68 |
| Dayton - Springfield, Ohio | 282,152 | 69 |
| Las Vegas, Nev. | 281,602 | 70 |
| Omaha, Neb. | 264,812 | 71 |
| Tucson, Ariz. | 264,180 | 72 |
| Lake County, Ill. | 261,966 | 73 |
| Jersey City, N.J. | 261,679 | 74 |
| Birmingham, Ala. | 257,415 | 75 |
| Portsmouth - Dover - Rochester, N.H. | 257,136 | 76 |
| Wilmington, Del. | 252,277 | 77 |
| Fresno, Cal. | 247,643 | 78 |
| Allentown - Bethlehem - Easton, Pa. | 243,540 | 79 |
| Greenville - Spartanburg, S.C. | 243,119 | 80 |
| Akron, Ohio | 243,036 | 81 |
| Toledo, Ohio | 242,826 | 82 |
| Tulsa, Okla. | 240,877 | 83 |
| Madison, Wisc. | 240,073 | 84 |
| Knoxville, Tenn. | 235,747 | 85 |
| Harrisburg - Lebanon - Carlisle, Pa. | 235,022 | 86 |
| Scranton - Wilkes-Barre, Pa. | 233,627 | 87 |
| Manchester - Nashua, N.H. | 224,976 | 88 |
| Springfield, Mass. | 222,223 | 89 |
| Tacoma, Wash. | 217,132 | 90 |
| Albuquerque, N.M. | 214,965 | 91 |
| Lansing - East Lansing, Mich. | 213,281 | 92 |
| Lancaster, Pa. | 212,936 | 93 |
| Baton Rouge, La. | 199,752 | 94 |
| Sarasota, Fla. | 198,890 | 95 |
| Santa Rosa - Petaluma, Cal. | 197,845 | 96 |
| Fort Myers - Cape Coral, Fla. | 194,339 | 97 |
| New Bedford - Fall River - Attleboro, Mass. | 191,805 | 98 |
| Columbia, S.C. | 191,594 | 99 |
| El Paso, Tex. | 191,519 | 100 |
| **Total Top 100** | **65,611,068** | |
| Little Rock - North Little Rock, Ark. | 177,152 | 101 |
| Colorado Springs, Colo. | 176,000 | 102 |
| Youngstown - Warren, Ohio | 174,401 | 103 |
| Flint, Mich. | 174,218 | 104 |
| Lexington-Fayette, Ky. | 172,627 | 105 |
| Trenton, N.J. | 169,882 | 106 |
| Bakersfield, Cal. | 167,924 | 107 |
| Charleston, S.C. | 167,232 | 108 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 164,618 | 109 |
| Modesto, Cal. | 161,919 | 110 |
| Aurora - Elgin, Ill. | 160,876 | 111 |
| Saginaw - Bay City - Midland, Mich. | 158,932 | 112 |
| Reading, Pa. | 156,742 | 113 |
| Atlantic City, N.J. | 155,139 | 114 |
| Fort Wayne, Ind. | 151,779 | 115 |
| Appleton - Oshkosh - Neenah, Wisc. | 150,408 | 116 |
| Chattanooga, Tenn. | 150,236 | 117 |
| Stockton, Cal. | 149,971 | 118 |
| Shreveport, La. | 149,347 | 119 |
| Des Moines, Iowa | 146,987 | 120 |
| Ann Arbor, Mich. | 142,293 | 121 |
| York, Pa. | 140,467 | 122 |
| Mobile, Ala. | 138,928 | 123 |
| Gary - Hammond, Ind. | 138,461 | 124 |
| Augusta, Ga. | 134,547 | 125 |
| Naples, Fla. | 132,913 | 126 |
| Fort Pierce, Fla. | 132,874 | 127 |
| Vallejo - Fairfield - Napa, Cal. | 132,791 | 128 |
| Daytona Beach, Fla. | 130,406 | 129 |
| Jackson, Miss. | 129,734 | 130 |
| Salinas - Seaside - Monterey, Cal. | 129,134 | 131 |
| Canton, Ohio | 127,900 | 132 |
| Melbourne - Titusville - Palm Bay, Fla. | 126,964 | 133 |
| Lakeland - Winter Haven, Fla. | 125,256 | 134 |
| Fayetteville, N.C. | 125,123 | 135 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 121,015 | 136 |
| Green Bay, Wisc. | 120,123 | 137 |
| Orange County, N.Y. | 118,883 | 138 |
| Reno, Nev. | 118,224 | 139 |
| South Bend - Mishawaka, Ind. | 117,194 | 140 |
| Rockford, Ill. | 117,155 | 141 |
| Portland, Me. | 116,546 | 142 |
| Huntsville, Ala. | 116,289 | 143 |
| Wichita, Kans. | 115,766 | 144 |
| Spokane, Wash. | 111,641 | 145 |
| Evansville, Ind. | 111,632 | 146 |
| Roanoke, Va. | 109,577 | 147 |
| Eugene - Springfield, Ore. | 108,251 | 148 |
| Johnson City - Kingsport - Bristol, Tenn. | 107,255 | 149 |
| Kalamazoo, Mich. | 107,252 | 150 |
| **Total Top 150** | **72,552,083** | |
| Pensacola, Fla. | 105,318 | 151 |
| Peoria, Ill. | 104,622 | 152 |
| Erie, Pa. | 103,993 | 153 |
| Poughkeepsie, N.Y. | 103,070 | 154 |
| Montgomery, Ala. | 100,591 | 155 |
| Hickory - Morganton, N.C. | 100,452 | 156 |
| Savannah, Ga. | 98,194 | 157 |
| Joliet, Ill. | 97,219 | 158 |
| Binghamton, N.Y. | 96,456 | 159 |
| Macon - Warner Robins, Ga. | 94,977 | 160 |
| McAllen - Edinburg - Mission, Tex. | 94,332 | 161 |
| Salem, Ore. | 93,979 | 162 |
| Santa Cruz, Cal. | 92,993 | 163 |
| New London - Norwich, Conn. | 92,333 | 164 |
| Anchorage, Alas. | 91,751 | 165 |
| Beaumont - Port Arthur, Tex. | 90,974 | 166 |
| Tallahassee, Fla. | 90,748 | 167 |
| Boulder - Longmont, Colo. | 89,135 | 168 |
| Visalia - Tulare - Porterville, Cal. | 85,574 | 169 |
| Huntington - Ashland, W.Va.-Ky. | 84,699 | 170 |
| Corpus Christi, Tex. | 84,632 | 171 |
| Utica - Rome, N.Y. | 84,185 | 172 |
| Asheville, N.C. | 81,600 | 173 |
| Chico, Cal. | 78,433 | 174 |
| Boise, Ida. | 78,207 | 175 |
| Amarillo, Tex. | 78,179 | 176 |
| Lubbock, Tex. | 77,347 | 177 |
| Columbus, Ga. | 77,097 | 178 |
| Charleston, W.Va. | 75,468 | 179 |
| Lorain - Elyria, Ohio | 75,435 | 180 |
| Racine, Wisc. | 75,022 | 181 |
| Fort Collins - Loveland, Colo. | 74,496 | 182 |
| Bradenton, Fla. | 74,191 | 183 |
| Springfield, Ill. | 70,911 | 184 |
| Killeen - Temple, Tex. | 70,498 | 185 |
| Gainesville, Fla. | 68,446 | 186 |
| Longview - Marshall, Tex. | 66,573 | 187 |
| Hamilton - Middletown, Ohio | 64,816 | 188 |
| Bellingham, Wash. | 64,545 | 189 |
| Bremerton, Wash. | 64,493 | 190 |
| Burlington, Vt. | 64,428 | 191 |
| Ocala, Fla. | 64,246 | 192 |
| Olympia, Wash. | 63,912 | 193 |
| Cedar Rapids, Iowa | 63,652 | 194 |
| Wilmington, N.C. | 62,712 | 195 |
| Champaign - Urbana - Rantoul, Ill. | 62,336 | 196 |
| Niagara Falls, N.Y. | 61,006 | 197 |
| Provo - Orem, Utah | 60,907 | 198 |
| Dothan, Ala. | 60,784 | 199 |
| Altoona, Pa. | 60,763 | 200 |
| **Total Top 200** | **76,572,782** | |
| Lima, Ohio | 59,235 | 201 |
| Medford, Ore. | 58,470 | 202 |
| Duluth, Minn. | 58,339 | 203 |
| Vancouver, Wash. | 58,277 | 204 |
| Tyler, Tex. | 58,111 | 205 |
| Monroe, La. | 57,819 | 206 |
| St. Cloud, Minn. | 57,407 | 207 |
| Laredo, Tex. | 56,587 | 208 |
| Johnstown, Pa. | 55,490 | 209 |
| Charlottesville, Va. | 55,378 | 210 |
| Bangor, Me. | 54,850 | 211 |
| Pittsfield, Mass. | 54,732 | 212 |
| Springfield, Mo. | 54,467 | 213 |
| Fort Walton Beach, Fla. | 54,226 | 214 |
| Sioux Falls, S.D. | 52,799 | 215 |
| Bloomington - Normal, Ill. | 52,734 | 216 |
| Fargo - Moorhead, N.D.-Minn. | 52,448 | 217 |
| Mansfield, Ohio | 52,431 | 218 |
| Biloxi - Gulfport, Miss. | 52,132 | 219 |
| Brownsville - Harlingen, Tex. | 51,942 | 220 |
| Billings, Mont. | 51,917 | 221 |
| Redding, Cal. | 51,404 | 222 |
| Lafayette, La. | 51,342 | 223 |
| La Crosse, Wisc. | 50,827 | 224 |
| Tuscaloosa, Ala. | 50,777 | 225 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 50,441 | 226 |
| Burlington, N.C. | 50,391 | 227 |
| Janesville - Beloit, Wisc. | 50,102 | 228 |
| Lynchburg, Va. | 49,827 | 229 |
| Waco, Tex. | 49,650 | 230 |
| Lincoln, Neb. | 49,569 | 231 |
| Rochester, Minn. | 49,564 | 232 |
| Yakima, Wash. | 48,635 | 233 |
| Jacksonville, N.C. | 48,560 | 234 |
| Topeka, Kans. | 48,411 | 235 |
| Wheeling, W.Va. | 48,242 | 236 |
| Lafayette - West Lafayette, Ind. | 48,206 | 237 |
| Eau Claire, Wisc. | 47,868 | 238 |
| Hagerstown, Md. | 47,862 | 239 |
| Parkersburg - Marietta, W.Va.-Ohio | 46,600 | 240 |
| State College, Pa. | 46,132 | 241 |
| Muskegon, Mich. | 45,745 | 242 |
| Sharon, Pa. | 45,431 | 243 |
| Fort Smith, Ark. | 45,254 | 244 |
| Athens, Ga. | 45,069 | 245 |
| Albany, Ga. | 44,735 | 246 |
| Anderson, S.C. | 44,032 | 247 |
| Pueblo, Colo. | 43,304 | 248 |
| Panama City, Fla. | 43,282 | 249 |
| Jackson, Mich. | 43,143 | 250 |
| **Total Top 250** | **79,116,984** | |
| Decatur, Ala. | 42,983 | 251 |
| Terre Haute, Ind. | 42,305 | 252 |
| Battle Creek, Mich. | 41,654 | 253 |
| Santa Fe, N.M. | 41,560 | 254 |
| Galveston - Texas City, Tex. | 41,529 | 255 |
| Williamsport, Pa. | 41,343 | 256 |
| Beaver County, Pa. | 40,830 | 257 |
| Richland - Kennewick - Pasco, Wash. | 39,447 | 258 |
| Fayetteville - Springdale, Ark. | 39,199 | 259 |
| Wichita Falls, Tex. | 38,566 | 260 |
| Abilene, Tex. | 38,292 | 261 |
| Glens Falls, N.Y. | 38,080 | 262 |
| Kokomo, Ind. | 37,761 | 263 |
| Gadsden, Ala. | 37,561 | 264 |
| Jamestown - Dunkirk, N.Y. | 37,483 | 265 |
| Columbia, Mo. | 37,436 | 266 |
| Vineland - Millville - Bridgeton, N.J. | 37,430 | 267 |
| Merced, Cal. | 37,416 | 268 |
| Elkhart - Goshen, Ind. | 37,127 | 269 |
| Lake Charles, La. | 36,965 | 270 |
| Wausau, Wisc. | 36,868 | 271 |
| Florence, Ala. | 36,773 | 272 |
| Texarkana, Tex.-Ark. | 36,297 | 273 |
| Muncie, Ind. | 36,129 | 274 |
| Decatur, Ill. | 35,954 | 275 |
| Yuba City, Cal. | 35,872 | 276 |
| Owensboro, Ky. | 35,521 | 277 |
| San Angelo, Tex. | 35,407 | 278 |
| Iowa City, Iowa | 34,635 | 279 |
| Florence, S.C. | 34,590 | 280 |
| Cumberland, Md. | 34,514 | 281 |
| Anderson, Ind. | 34,311 | 282 |
| Great Falls, Mont. | 33,407 | 283 |
| Alexandria, La. | 33,016 | 284 |
| Kenosha, Wisc. | 32,504 | 285 |
| Elmira, N.Y. | 32,397 | 286 |
| Houma - Thibodaux, La. | 32,270 | 287 |
| Danville, Va. | 31,922 | 288 |
| Bryan - College Station, Tex. | 30,778 | 289 |
| Bloomington, Ind. | 30,039 | 290 |
| Rapid City, S.D. | 30,001 | 291 |
| Lawton, Okla. | 29,605 | 292 |
| Yuma, Ariz. | 29,458 | 293 |
| Joplin, Mo. | 28,670 | 294 |
| Benton Harbor, Mich. | 28,575 | 295 |
| Steubenville - Weirton, Ohio-W.Va. | 28,502 | 296 |
| Jackson, Tenn. | 28,004 | 297 |
| Dubuque, Iowa | 27,255 | 298 |
| Brazoria, Tex. | 27,210 | 299 |
| Victoria, Tex. | 26,996 | 300 |
| Greeley, Colo. | 26,938 | 301 |
| Sioux City, Iowa | 26,868 | 302 |
| Odessa, Tex. | 26,670 | 303 |
| Waterloo - Cedar Falls, Iowa | 26,626 | 304 |
| Lewiston - Auburn, Me. | 26,219 | 305 |
| Anniston, Ala. | 26,134 | 306 |
| Casper, Wyo. | 25,169 | 307 |
| Midland, Tex. | 24,392 | 308 |
| Las Cruces, N.M. | 24,202 | 309 |
| Sherman - Denison, Tex. | 23,716 | 310 |
| Pine Bluff, Ark. | 21,943 | 311 |
| Kankakee, Ill. | 21,690 | 312 |
| Bismarck, N.D. | 21,443 | 313 |
| Grand Forks, N.D. | 19,677 | 314 |
| Lawrence, Kans. | 19,241 | 315 |
| Sheboygan, Wisc. | 18,170 | 316 |
| St. Joseph, Mo. | 18,154 | 317 |
| Cheyenne, Wyo. | 18,106 | 318 |
| Pascagoula, Miss. | 16,935 | 319 |
| Enid, Okla. | 14,050 | 320 |
| **Total Above Areas** | **81,318,774** | |
| **Percent of U.S.** | **87.8184** | |
| **U.S. Total** | **92,593,304** | |

# FURNITURE & HOME FURNISHINGS STORE SALES

| Area | ($000) | Rank |
|---|---|---|
| Los Angeles - Long Beach, Cal. | 2,101,957 | 1 |
| New York, N.Y. | 1,959,851 | 2 |
| Chicago, Ill. | 1,659,863 | 3 |
| Washington, D.C. | 1,142,171 | 4 |
| Detroit, Mich. | 1,084,843 | 5 |
| Philadelphia, Pa. | 1,075,874 | 6 |
| Nassau - Suffolk, N.Y. | 1,045,294 | 7 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 996,713 | 8 |
| Anaheim - Santa Ana, Cal. | 762,352 | 9 |
| San Diego, Cal. | 753,344 | 10 |
| Atlanta, Ga. | 711,033 | 11 |
| Bergen - Passaic, N.J. | 648,843 | 12 |
| Houston, Tex. | 617,829 | 13 |
| Dallas, Tex. | 601,622 | 14 |
| Baltimore, Md. | 561,213 | 15 |
| Phoenix, Ariz. | 549,283 | 16 |
| Seattle, Wash. | 544,141 | 17 |
| Newark, N.J. | 542,067 | 18 |
| Oakland, Cal. | 532,147 | 19 |
| San Francisco, Cal. | 523,323 | 20 |
| Minneapolis - St. Paul, Minn. | 513,591 | 21 |
| Miami - Hialeah, Fla. | 487,755 | 22 |
| Tampa - St. Petersburg - Clearwater, Fla. | 468,026 | 23 |
| Pittsburgh, Pa. | 448,188 | 24 |
| Riverside - San Bernardino, Cal. | 443,372 | 25 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 414,079 | 26 |
| St. Louis, Mo. | 405,030 | 27 |
| Denver, Colo. | 403,111 | 28 |
| San Jose, Cal. | 401,384 | 29 |
| Norfolk - Virginia Beach - Newport News, Va. | 388,652 | 30 |
| Middlesex - Somerset - Hunterdon, N.J. | 380,287 | 31 |
| Cleveland, Ohio | 375,709 | 32 |
| Greensboro - Winston-Salem - High Point, N.C. | 373,272 | 33 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 361,071 | 34 |
| Sacramento, Cal. | 351,377 | 35 |
| Monmouth - Ocean, N.J. | 329,821 | 36 |
| Hartford - New Britain - Middletown - Bristol, Conn. | 325,262 | 37 |
| Milwaukee, Wisc. | 311,012 | 38 |
| Salt Lake City - Ogden, Utah | 302,587 | 39 |
| Cincinnati, Ohio | 300,985 | 40 |
| Portland, Ore. | 299,776 | 41 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | 294,421 | 42 |
| Columbus, Ohio | 279,081 | 43 |
| Kansas City, Mo.-Kans. | 269,194 | 44 |
| Orlando, Fla. | 267,579 | 45 |
| Fort Worth - Arlington, Tex. | 264,045 | 46 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | 258,443 | 47 |
| Indianapolis, Ind. | 257,217 | 48 |
| Nashville, Tenn. | 236,970 | 49 |
| New Orleans, La. | 236,146 | 50 |
| **Total Top 50** | **28,861,206** | |
| New Haven - Waterbury - Meriden, Conn. | 224,714 | 51 |
| Memphis, Tenn. | 219,462 | 52 |
| San Antonio, Tex. | 217,595 | 53 |
| Rochester, N.Y. | 217,180 | 54 |
| Louisville, Ky. | 212,646 | 55 |
| Richmond - Petersburg, Va. | 208,798 | 56 |
| Providence - Pawtucket - Woonsocket, R.I. | 203,123 | 57 |
| Albany - Schenectady - Troy, N.Y. | 201,422 | 58 |
| Omaha, Neb. | 199,238 | 59 |
| Buffalo, N.Y. | 194,321 | 60 |
| Worcester - Fitchburg - Leominster, Mass. | 189,801 | 61 |
| Grand Rapids, Mich. | 189,344 | 62 |
| Raleigh - Durham, N.C. | 184,180 | 63 |
| Dayton - Springfield, Ohio | 182,983 | 64 |
| Oklahoma City, Okla. | 181,575 | 65 |
| Jacksonville, Fla. | 180,756 | 66 |
| Honolulu, Haw. | 166,287 | 67 |
| Syracuse, N.Y. | 165,108 | 68 |
| Austin, Tex. | 160,502 | 69 |
| Birmingham, Ala. | 158,098 | 70 |
| Fresno, Cal. | 154,938 | 71 |
| Oxnard - Ventura, Cal. | 154,831 | 72 |
| Wilmington, Del. | 154,002 | 73 |
| Sarasota, Fla. | 151,790 | 74 |
| Las Vegas, Nev. | 151,254 | 75 |
| Greenville - Spartanburg, S.C. | 147,521 | 76 |
| Scranton - Wilkes-Barre, Pa. | 142,058 | 77 |
| Tulsa, Okla. | 141,438 | 78 |
| Fort Myers - Cape Coral, Fla. | 139,032 | 79 |
| Knoxville, Tenn. | 136,633 | 80 |
| Allentown - Bethlehem - Easton, Pa. | 136,316 | 81 |
| Tucson, Ariz. | 135,128 | 82 |
| Albuquerque, N.M. | 132,190 | 83 |
| Harrisburg - Lebanon - Carlisle, Pa. | 128,743 | 84 |
| New Bedford - Fall River - Attleboro, Mass. | 128,690 | 85 |
| Lancaster, Pa. | 123,407 | 86 |
| Lake County, Ill. | 122,759 | 87 |
| Springfield, Mass. | 119,811 | 88 |
| Toledo, Ohio | 117,245 | 89 |
| Little Rock - North Little Rock, Ark. | 117,109 | 90 |
| Akron, Ohio | 117,084 | 91 |
| Tacoma, Wash. | 117,025 | 92 |
| Santa Rosa - Petaluma, Cal. | 115,917 | 93 |
| Manchester - Nashua, N.H. | 115,213 | 94 |
| Portsmouth - Dover - Rochester, N.H. | 109,458 | 95 |
| Youngstown - Warren, Ohio | 109,307 | 96 |
| Columbia, S.C. | 108,636 | 97 |
| Naples, Fla. | 104,928 | 98 |
| Charleston, S.C. | 102,775 | 99 |
| Jersey City, N.J. | 102,066 | 100 |
| **Total Top 100** | **36,555,643** | |
| Modesto, Cal. | 101,162 | 101 |
| Lansing - East Lansing, Mich. | 98,231 | 102 |
| Colorado Springs, Colo. | 97,680 | 103 |
| Trenton, N.J. | 95,496 | 104 |
| El Paso, Tex. | 94,976 | 105 |
| Baton Rouge, La. | 92,570 | 106 |
| Atlantic City, N.J. | 90,957 | 107 |
| Flint, Mich. | 90,765 | 108 |
| Gary - Hammond, Ind. | 89,977 | 109 |
| Mobile, Ala. | 89,266 | 110 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 89,069 | 111 |
| Reading, Pa. | 88,913 | 112 |
| Augusta, Ga. | 88,034 | 113 |
| Saginaw - Bay City - Midland, Mich. | 87,429 | 114 |
| Bakersfield, Cal. | 87,388 | 115 |
| Chattanooga, Tenn. | 85,699 | 116 |
| York, Pa. | 83,185 | 117 |
| Aurora - Elgin, Ill. | 83,156 | 118 |
| Stockton, Cal. | 82,776 | 119 |
| Madison, Wisc. | 82,266 | 120 |
| Lexington-Fayette, Ky. | 81,917 | 121 |
| Shreveport, La. | 81,525 | 122 |
| Fort Pierce, Fla. | 80,849 | 123 |
| Portland, Me. | 77,632 | 124 |
| Orange County, N.Y. | 77,297 | 125 |
| Daytona Beach, Fla. | 76,193 | 126 |
| Lakeland - Winter Haven, Fla. | 75,156 | 127 |
| Fort Wayne, Ind. | 74,510 | 128 |
| Jackson, Miss. | 74,443 | 129 |
| Hickory - Morganton, N.C. | 73,294 | 130 |
| Des Moines, Iowa | 72,459 | 131 |
| Ann Arbor, Mich. | 71,357 | 132 |
| Green Bay, Wisc. | 69,450 | 133 |
| Vallejo - Fairfield - Napa, Cal. | 68,892 | 134 |
| Evansville, Ind. | 67,901 | 135 |
| Johnson City - Kingsport - Bristol, Tenn. | 66,580 | 136 |
| Salinas - Seaside - Monterey, Cal. | 65,860 | 137 |
| South Bend - Mishawaka, Ind. | 64,949 | 138 |
| Macon - Warner [illegible] | 64,921 | 139 |
| Spokane, Wash. | 64,744 | 140 |
| Fayetteville, N.C. | 64,295 | 141 |
| Reno, Nev. | 64,027 | 142 |
| Peoria, Ill. | 64,010 | 143 |
| Melbourne - Titusville - Palm Bay, Fla. | 63,752 | 144 |
| Binghamton, N.Y. | 63,431 | 145 |
| Rockford, Ill. | 62,124 | 146 |
| Poughkeepsie, N.Y. | 61,475 | 147 |
| Roanoke, Va. | 61,341 | 148 |
| Canton, Ohio | 61,070 | 149 |
| Savannah, Ga. | 58,973 | 150 |
| **Total Top 150** | **40,427,870** | |
| Montgomery, Ala. | 58,836 | 151 |
| Appleton - Oshkosh - Neenah, Wisc. | 58,395 | 152 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 57,786 | 153 |
| Huntsville, Ala. | 57,021 | 154 |
| New London - Norwich, Conn. | 56,267 | 155 |
| Santa Cruz, Cal. | 55,994 | 156 |
| Wichita, Kans. | 54,631 | 157 |
| Utica - Rome, N.Y. | 53,932 | 158 |
| McAllen - Edinburg - Mission, Tex. | 52,017 | 159 |
| Huntington - Ashland, W.Va.-Ky. | 51,888 | 160 |
| Eugene - Springfield, Ore. | 51,801 | 161 |
| Kalamazoo, Mich. | 51,542 | 162 |
| Anchorage, Alas. | 51,531 | 163 |
| Corpus Christi, Tex. | 50,493 | 164 |
| Tallahassee, Fla. | 49,885 | 165 |
| Bradenton, Fla. | 49,052 | 166 |
| Pensacola, Fla. | 47,897 | 167 |
| Asheville, N.C. | 47,730 | 168 |
| Amarillo, Tex. | 47,461 | 169 |
| Joliet, Ill. | 47,046 | 170 |
| Wilmington, N.C. | 46,676 | 171 |
| Lubbock, Tex. | 46,537 | 172 |
| Racine, Wisc. | 45,020 | 173 |
| Charleston, W.Va. | 43,234 | 174 |
| Columbus, Ga. | 43,176 | 175 |
| Lorain - Elyria, Ohio | 42,614 | 176 |
| Erie, Pa. | 42,596 | 177 |
| Vancouver, Wash. | 42,347 | 178 |
| Visalia - Tulare - Porterville, Cal. | 41,613 | 179 |
| Beaumont - Port Arthur, Tex. | 41,105 | 180 |
| Salem, Ore. | 41,023 | 181 |
| Longview - Marshall, Tex. | 40,237 | 182 |
| Fort Collins - Loveland, Colo. | 39,948 | 183 |
| Boise, Ida. | 39,515 | 184 |
| Hamilton - Middletown, Ohio | 38,005 | 185 |
| Burlington, N.C. | 37,912 | 186 |
| Burlington, Vt. | 37,783 | 187 |
| Boulder - Longmont, Colo. | 36,776 | 188 |
| Cedar Rapids, Iowa | 35,886 | 189 |
| Altoona, Pa. | 35,782 | 190 |
| Dothan, Ala. | 35,654 | 191 |
| Charlottesville, Va. | 35,571 | 192 |
| Chico, Cal. | 35,438 | 193 |
| Billings, Mont. | 35,041 | 194 |
| Springfield, Mo. | 35,035 | 195 |
| Ocala, Fla. | 34,979 | 196 |
| Jacksonville, N.C. | 34,727 | 197 |
| Springfield, Ill. | 34,434 | 198 |
| Gainesville, Fla. | 34,420 | 199 |
| Niagara Falls, N.Y. | 34,051 | 200 |
| **Total Top 200** | **42,645,410** | |
| Tyler, Tex. | 33,928 | 201 |
| Killeen - Temple, Tex. | 32,970 | 202 |
| Provo - Orem, Utah | 32,772 | 203 |
| Lynchburg, Va. | 32,764 | 204 |
| Fort Walton Beach, Fla. | 32,181 | 205 |
| Waco, Tex. | 32,124 | 206 |
| Medford, Ore. | 32,001 | 207 |
| Topeka, Kans. | 31,680 | 208 |
| Tuscaloosa, Ala. | 30,700 | 209 |
| Olympia, Wash. | 30,240 | 210 |
| Sharon, Pa. | 30,221 | 211 |
| Pittsfield, Mass. | 30,003 | 212 |
| Brownsville - Harlingen, Tex. | 29,756 | 213 |
| Hagerstown, Md. | 29,523 | 214 |
| Panama City, Fla. | 29,428 | 215 |
| Lima, Ohio | 29,200 | 216 |
| Champaign - Urbana - Rantoul, Ill. | 29,075 | 217 |
| Monroe, La. | 29,056 | 218 |
| Janesville - Beloit, Wisc. | 29,040 | 219 |
| Duluth, Minn. | 28,663 | 220 |
| St. Cloud, Minn. | 28,657 | 221 |
| Decatur, Ala. | 28,558 | 222 |
| Bellingham, Wash. | 28,502 | 223 |
| Albany, Ga. | 28,482 | 224 |
| Biloxi - Gulfport, Miss. | 28,194 | 225 |
| Parkersburg - Marietta, W.Va.-Ohio | 28,095 | 226 |
| Fort Smith, Ark. | 27,601 | 227 |
| Wheeling, W.Va. | 27,385 | 228 |
| Anderson, S.C. | 27,234 | 229 |
| Redding, Cal. | 27,173 | 230 |
| Yakima, Wash. | 27,166 | 231 |
| Johnstown, Pa. | 27,046 | 232 |
| Bangor, Me. | 26,579 | 233 |
| Bremerton, Wash. | 26,440 | 234 |
| Battle Creek, Mich. | 25,661 | 235 |
| Fayetteville - Springdale, Ark. | 25,497 | 236 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 25,472 | 237 |
| Sioux Falls, S.D. | 25,338 | 238 |
| Lafayette, La. | 25,121 | 239 |
| Bloomington - Normal, Ill. | 24,973 | 240 |
| La Crosse, Wisc. | 24,440 | 241 |
| Wausau, Wisc. | 24,321 | 242 |
| Athens, Ga. | 24,181 | 243 |
| Jackson, Mich. | 24,131 | 244 |
| Kokomo, Ind. | 23,885 | 245 |
| Muskegon, Mich. | 23,709 | 246 |
| Lincoln, Neb. | 23,652 | 247 |
| Fargo - Moorhead, N.D.-Minn. | 23,490 | 248 |
| Danville, Va. | 23,191 | 249 |
| Florence, S.C. | 22,918 | 250 |
| **Total Top 250** | **44,037,827** | |
| Mansfield, Ohio | 22,760 | 251 |
| Beaver County, Pa. | 22,120 | 252 |
| State College, Pa. | 22,101 | 253 |
| Elkhart - Goshen, Ind. | 22,068 | 254 |
| Wichita Falls, Tex. | 21,908 | 255 |
| Pueblo, Colo. | 21,896 | 256 |
| Eau Claire, Wisc. | 21,792 | 257 |
| Richland - Kennewick - Pasco, Wash. | 21,651 | 258 |
| Abilene, Tex. | 21,431 | 259 |
| Santa Fe, N.M. | 21,337 | 260 |
| Galveston - Texas City, Tex. | 21,252 | 261 |
| Yuba City, Cal. | 21,152 | 262 |
| Rochester, Minn. | 21,087 | 263 |
| Merced, Cal. | 20,937 | 264 |
| Lafayette - West Lafayette, Ind. | 20,795 | 265 |
| Alexandria, La. | 20,449 | 266 |
| Texarkana, Tex.-Ark. | 20,161 | 267 |
| Columbia, Mo. | 19,843 | 268 |
| Lawton, Okla. | 19,146 | 269 |
| Owensboro, Ky. | 19,051 | 270 |
| Rapid City, S.D. | 19,035 | 271 |
| Vineland - Millville - Bridgeton, N.J. | 18,961 | 272 |
| Florence, Ala. | 18,915 | 273 |
| Gadsden, Ala. | 18,585 | 274 |
| Glens Falls, N.Y. | 18,571 | 275 |
| Joplin, Mo. | 18,543 | 276 |
| Anniston, Ala. | 17,985 | 277 |
| San Angelo, Tex. | 17,904 | 278 |
| Jackson, Tenn. | 17,744 | 279 |
| Yuma, Ariz. | 17,331 | 280 |
| Great Falls, Mont. | 17,175 | 281 |
| Steubenville - Weirton, Ohio-W.Va. | 17,131 | 282 |
| Terre Haute, Ind. | 16,985 | 283 |
| Bloomington, Ind. | 16,873 | 284 |
| Lake Charles, La. | 16,831 | 285 |
| Houma - Thibodaux, La. | 16,813 | 286 |
| Brazoria, Tex. | 16,660 | 287 |
| Kenosha, Wisc. | 16,507 | 288 |
| Elmira, N.Y. | 16,469 | 289 |
| Decatur, Ill. | 16,145 | 290 |
| Cumberland, Md. | 16,059 | 291 |
| Muncie, Ind. | 16,010 | 292 |
| Odessa, Tex. | 15,854 | 293 |
| Williamsport, Pa. | 15,561 | 294 |
| Waterloo - Cedar Falls, Iowa | 15,043 | 295 |
| Bryan - College Station, Tex. | 14,767 | 296 |
| Casper, Wyo. | 14,132 | 297 |
| Las Cruces, N.M. | 14,058 | 298 |
| Benton Harbor, Mich. | 14,030 | 299 |
| Pine Bluff, Ark. | 13,926 | 300 |
| Jamestown - Dunkirk, N.Y. | 13,825 | 301 |
| Dubuque, Iowa | 13,757 | 302 |
| Anderson, Ind. | 13,746 | 303 |
| Victoria, Tex. | 13,622 | 304 |
| Midland, Tex. | 13,494 | 305 |
| Greeley, Colo. | 13,315 | 306 |
| Sherman - Denison, Tex. | 12,365 | 307 |
| Kankakee, Ill. | 12,089 | 308 |
| Sioux City, Iowa | 12,055 | 309 |
| Lewiston - Auburn, Me. | 12,005 | 310 |
| Iowa City, Iowa | 11,544 | 311 |
| Grand Forks, N.D. | 10,824 | 312 |
| St. Joseph, Mo. | 10,514 | 313 |
| Bismarck, N.D. | 9,796 | 314 |
| Pascagoula, Miss. | 9,794 | 315 |
| Laredo, Tex. | 9,498 | 316 |
| Cheyenne, Wyo. | 9,271 | 317 |
| Sheboygan, Wisc. | 8,664 | 318 |
| Lawrence, Kans. | 8,527 | 319 |
| Enid, Okla. | 5,118 | 320 |
| **Total Above Areas** | **46,105,198** | |
| **Percent of U.S.** | **86.3727** | |
| **U.S. Total** | **53,314,109** | |

# AUTOMOTIVE DEALER SALES

| Area | ($000) | Rank |
|---|---|---|
| Los Angeles - Long Beach, Cal. | 13,521,510 | 1 |
| Chicago, Ill. | 9,012,166 | 2 |
| Philadelphia, Pa. | 7,868,028 | 3 |
| Detroit, Mich. | 7,864,938 | 4 |
| Washington, D.C. | 6,851,498 | 5 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 6,505,564 | 6 |
| Houston, Tex. | 5,876,785 | 7 |
| Dallas, Tex. | 5,851,793 | 8 |
| New York, N.Y. | 5,795,601 | 9 |
| Atlanta, Ga. | 5,262,658 | 10 |
| Nassau - Suffolk, N.Y. | 5,177,613 | 11 |
| Anaheim - Santa Ana, Cal. | 4,682,842 | 12 |
| Minneapolis - St. Paul, Minn. | 4,436,322 | 13 |
| St. Louis, Mo. | 4,189,976 | 14 |
| San Diego, Cal. | 3,879,113 | 15 |
| Phoenix, Ariz. | 3,873,516 | 16 |
| Baltimore, Md. | 3,768,160 | 17 |
| Tampa - St. Petersburg - Clearwater, Fla. | 3,706,927 | 18 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 3,467,564 | 19 |
| Riverside - San Bernardino, Cal. | 3,403,243 | 20 |
| Miami - Hialeah, Fla. | 3,301,462 | 21 |
| Kansas City, Mo.-Kans. | 3,181,436 | 22 |
| Pittsburgh, Pa. | 3,165,374 | 23 |
| Oakland, Cal. | 3,110,610 | 24 |
| Seattle, Wash. | 3,023,520 | 25 |
| Newark, N.J. | 3,014,388 | 26 |
| Fort Worth - Arlington, Tex. | 2,880,840 | 27 |
| Cleveland, Ohio | 2,687,934 | 28 |
| Bergen - Passaic, N.J. | 2,678,035 | 29 |
| Denver, Colo. | 2,661,632 | 30 |
| Columbus, Ohio | 2,506,238 | 31 |
| Sacramento, Cal. | 2,473,348 | 32 |
| Indianapolis, Ind. | 2,341,851 | 33 |
| Milwaukee, Wisc. | 2,341,837 | 34 |
| San Jose, Cal. | 2,331,389 | 35 |
| Orlando, Fla. | 2,320,382 | 36 |
| Portland, Ore. | 2,292,346 | 37 |
| Norfolk - Virginia Beach - Newport News, Va. | 2,290,169 | 38 |
| Monmouth - Ocean, N.J. | 2,157,828 | 39 |
| San Antonio, Tex. | 2,107,817 | 40 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | 2,100,149 | 41 |
| Hartford - New Britain - Middletown - Bristol, Conn. | 2,093,619 | 42 |
| Cincinnati, Ohio | 2,043,028 | 43 |
| San Francisco, Cal. | 1,984,848 | 44 |
| Nashville, Tenn. | 1,982,461 | 45 |
| Oklahoma City, Okla. | 1,957,938 | 46 |
| Birmingham, Ala. | 1,882,497 | 47 |
| Memphis, Tenn. | 1,872,298 | 48 |
| Rochester, N.Y. | 1,858,875 | 49 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 1,845,504 | 50 |
| **Total Top 50** | **187,485,470** | |
| Jacksonville, Fla. | 1,820,858 | 51 |
| Middlesex - Somerset - Hunterdon, N.J. | 1,785,263 | 52 |
| New Orleans, La. | 1,783,843 | 53 |
| Salt Lake City - Ogden, Utah | 1,633,398 | 54 |
| Dayton - Springfield, Ohio | 1,612,544 | 55 |
| Albany - Schenectady - Troy, N.Y. | 1,577,469 | 56 |
| Louisville, Ky. | 1,569,433 | 57 |
| Richmond - Petersburg, Va. | 1,563,169 | 58 |
| Greensboro - Winston-Salem - High Point, N.C. | 1,503,006 | 59 |
| Buffalo, N.Y. | 1,406,349 | 60 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | 1,363,977 | 61 |
| Harrisburg - Lebanon - Carlisle, Pa. | 1,303,703 | 62 |
| New Haven - Waterbury - Meriden, Conn. | 1,283,520 | 63 |
| Tulsa, Okla. | 1,278,907 | 64 |
| Grand Rapids, Mich. | 1,271,878 | 65 |
| Worcester - Fitchburg - Leominster, Mass. | 1,268,749 | 66 |
| Oxnard - Ventura, Cal. | 1,246,193 | 67 |
| Lake County, Ill. | 1,244,137 | 68 |
| Raleigh - Durham, N.C. | 1,235,153 | 69 |
| Knoxville, Tenn. | 1,203,682 | 70 |
| Providence - Pawtucket - Woonsocket, R.I. | 1,175,964 | 71 |
| Austin, Tex. | 1,162,918 | 72 |
| Honolulu, Haw. | 1,160,872 | 73 |
| Allentown - Bethlehem - Easton, Pa. | 1,156,823 | 74 |
| Las Vegas, Nev. | 1,148,085 | 75 |
| Omaha, Neb. | 1,123,408 | 76 |
| Little Rock - North Little Rock, Ark. | 1,078,786 | 77 |
| Syracuse, N.Y. | 1,077,923 | 78 |
| Wilmington, Del. | 1,036,585 | 79 |
| Scranton - Wilkes-Barre, Pa. | 1,018,689 | 80 |
| Greenville - Spartanburg, S.C. | 983,835 | 81 |
| Albuquerque, N.M. | 964,265 | 82 |
| Toledo, Ohio | 932,648 | 83 |
| Fresno, Cal. | 920,788 | 84 |
| Springfield, Mass. | 878,582 | 85 |
| Tucson, Ariz. | 876,051 | 86 |
| Akron, Ohio | 868,658 | 87 |
| Baton Rouge, La. | 851,046 | 88 |
| Tacoma, Wash. | 849,077 | 89 |
| New Bedford - Fall River - Attleboro, Mass. | 823,363 | 90 |
| Flint, Mich. | 798,933 | 91 |
| Manchester - Nashua, N.H. | 788,877 | 92 |
| Columbia, S.C. | 781,581 | 93 |
| Charleston, S.C. | 772,898 | 94 |
| Des Moines, Iowa | 768,253 | 95 |
| El Paso, Tex. | 766,459 | 96 |
| Lancaster, Pa. | 764,555 | 97 |
| Portsmouth - Dover - Rochester, N.H. | 764,001 | 98 |
| Youngstown - Warren, Ohio | 763,456 | 99 |
| Jackson, Miss. | 757,970 | 100 |
| **Total Top 100** | **244,259,047** | |
| Mobile, Ala. | 755,313 | 101 |
| Wichita, Kans. | 744,274 | 102 |
| Melbourne - Titusville - Palm Bay, Fla. | 720,703 | 103 |
| Gary - Hammond, Ind. | 719,029 | 104 |
| Lansing - East Lansing, Mich. | 709,736 | 105 |
| Fort Myers - Cape Coral, Fla. | 690,738 | 106 |
| Fort Wayne, Ind. | 686,806 | 107 |
| Saginaw - Bay City - Midland, Mich. | 682,979 | 108 |
| Sarasota, Fla. | 671,525 | 109 |
| Trenton, N.J. | 665,937 | 110 |
| Spokane, Wash. | 661,744 | 111 |
| Chattanooga, Tenn. | 661,059 | 112 |
| Bakersfield, Cal. | 659,560 | 113 |
| Lakeland - Winter Haven, Fla. | 659,489 | 114 |
| Lexington-Fayette, Ky. | 658,447 | 115 |
| Madison, Wisc. | 657,264 | 116 |
| York, Pa. | 657,098 | 117 |
| Colorado Springs, Colo. | 641,279 | 118 |
| Atlantic City, N.J. | 617,956 | 119 |
| Stockton, Cal. | 615,551 | 120 |
| Johnson City - Kingsport - Bristol, Tenn. | 615,138 | 121 |
| Peoria, Ill. | 613,049 | 122 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 612,691 | 123 |
| Augusta, Ga. | 604,863 | 124 |
| Daytona Beach, Fla. | 600,038 | 125 |
| Beaumont - Port Arthur, Tex. | 597,057 | 126 |
| Montgomery, Ala. | 591,390 | 127 |
| Corpus Christi, Tex. | 580,243 | 128 |
| Appleton - Oshkosh - Neenah, Wisc. | 568,553 | 129 |
| Reno, Nev. | 562,079 | 130 |
| Pensacola, Fla. | 558,505 | 131 |
| Shreveport, La. | 556,737 | 132 |
| Ann Arbor, Mich. | 551,968 | 133 |
| Canton, Ohio | 549,731 | 134 |
| Fort Pierce, Fla. | 542,693 | 135 |
| Joliet, Ill. | 539,900 | 136 |
| Reading, Pa. | 533,748 | 137 |
| Aurora - Elgin, Ill. | 531,618 | 138 |
| Eugene - Springfield, Ore. | 531,094 | 139 |
| Macon - Warner Robins, Ga. | 529,229 | 140 |
| Springfield, Mo. | 517,095 | 141 |
| Orange County, N.Y. | 516,633 | 142 |
| Vallejo - Fairfield - Napa, Cal. | 510,350 | 143 |
| Santa Rosa - Petaluma, Cal. | 508,593 | 144 |
| Lubbock, Tex. | 502,485 | 145 |
| Roanoke, Va. | 491,388 | 146 |
| Jersey City, N.J. | 474,883 | 147 |
| Huntsville, Ala. | 471,070 | 148 |
| Portland, Me. | 470,952 | 149 |
| Santa Cruz, Cal. | 453,439 | 150 |
| **Total Top 150** | **274,082,746** | |
| Modesto, Cal. | 449,934 | 151 |
| Hamilton - Middletown, Ohio | 438,368 | 152 |
| Charleston, W.Va. | 437,061 | 153 |
| New London - Norwich, Conn. | 436,610 | 154 |
| Poughkeepsie, N.Y. | 435,565 | 155 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 431,356 | 156 |
| Utica - Rome, N.Y. | 427,655 | 157 |
| South Bend - Mishawaka, Ind. | 427,081 | 158 |
| Lorain - Elyria, Ohio | 425,924 | 159 |
| Boulder - Longmont, Colo. | 421,030 | 160 |
| Binghamton, N.Y. | 418,051 | 161 |
| Amarillo, Tex. | 413,299 | 162 |
| Erie, Pa. | 403,586 | 163 |
| Salinas - Seaside - Monterey, Cal. | 401,701 | 164 |
| Savannah, Ga. | 401,063 | 165 |
| Rockford, Ill. | 400,684 | 166 |
| Huntington - Ashland, W.Va.-Ky. | 392,389 | 167 |
| Columbus, Ga. | 382,685 | 168 |
| Evansville, Ind. | 381,227 | 169 |
| Elkhart - Goshen, Ind. | 378,155 | 170 |
| Fayetteville, N.C. | 373,852 | 171 |
| Hickory - Morganton, N.C. | 369,741 | 172 |
| Bradenton, Fla. | 369,129 | 173 |
| Salem, Ore. | 366,729 | 174 |
| Green Bay, Wisc. | 364,318 | 175 |
| Gainesville, Fla. | 362,811 | 176 |
| McAllen - Edinburg - Mission, Tex. | 348,164 | 177 |
| Anchorage, Alas. | 344,859 | 178 |
| Racine, Wisc. | 341,941 | 179 |
| Lincoln, Neb. | 338,409 | 180 |
| Tallahassee, Fla. | 336,506 | 181 |
| Kalamazoo, Mich. | 335,182 | 182 |
| Longview - Marshall, Tex. | 334,110 | 183 |
| Duluth, Minn. | 331,724 | 184 |
| Bangor, Me. | 328,991 | 185 |
| Cedar Rapids, Iowa | 323,850 | 186 |
| Vineland - Millville - Bridgeton, N.J. | 322,830 | 187 |
| Monroe, La. | 317,978 | 188 |
| Topeka, Kans. | 311,429 | 189 |
| Boise, Ida. | 311,040 | 190 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 309,114 | 191 |
| Tyler, Tex. | 307,381 | 192 |
| Johnstown, Pa. | 301,006 | 193 |
| Killeen - Temple, Tex. | 291,193 | 194 |
| Springfield, Ill. | 290,077 | 195 |
| Lima, Ohio | 288,950 | 196 |
| Waterloo - Cedar Falls, Iowa | 283,586 | 197 |
| Sioux Falls, S.D. | 282,068 | 198 |
| Galveston - Texas City, Tex. | 281,429 | 199 |
| Niagara Falls, N.Y. | 280,491 | 200 |
| **Total Top 200** | **292,135,058** | |
| Lafayette, La. | 279,553 | 201 |
| Ocala, Fla. | 277,735 | 202 |
| Visalia - Tulare - Porterville, Cal. | 277,452 | 203 |
| Fort Collins - Loveland, Colo. | 274,543 | 204 |
| St. Cloud, Minn. | 274,217 | 205 |
| Dothan, Ala. | 273,040 | 206 |
| Biloxi - Gulfport, Miss. | 272,875 | 207 |
| Fargo - Moorhead, N.D.-Minn. | 272,580 | 208 |
| Medford, Ore. | 271,765 | 209 |
| Glens Falls, N.Y. | 259,115 | 210 |
| Brazoria, Tex. | 258,381 | 211 |
| Fort Smith, Ark. | 255,664 | 212 |
| Rochester, Minn. | 253,131 | 213 |
| Billings, Mont. | 250,977 | 214 |
| Brownsville - Harlingen, Tex. | 247,049 | 215 |
| Janesville - Beloit, Wisc. | 247,023 | 216 |
| Fayetteville - Springdale, Ark. | 246,080 | 217 |
| Decatur, Ala. | 246,068 | 218 |
| Parkersburg - Marietta, W.Va.-Ohio | 245,343 | 219 |
| Tuscaloosa, Ala. | 245,054 | 220 |
| Kokomo, Ind. | 242,771 | 221 |
| Joplin, Mo. | 240,978 | 222 |
| Naples, Fla. | 240,957 | 223 |
| Waco, Tex. | 239,738 | 224 |
| Asheville, N.C. | 238,073 | 225 |
| Richland - Kennewick - Pasco, Wash. | 237,517 | 226 |
| Florence, S.C. | 235,604 | 227 |
| Benton Harbor, Mich. | 234,598 | 228 |
| Vancouver, Wash. | 231,465 | 229 |
| Wilmington, N.C. | 230,448 | 230 |
| Muskegon, Mich. | 228,799 | 231 |
| Rapid City, S.D. | 226,621 | 232 |
| Fort Walton Beach, Fla. | 226,364 | 233 |
| Anderson, S.C. | 225,994 | 234 |
| Yakima, Wash. | 225,223 | 235 |
| Hagerstown, Md. | 222,719 | 236 |
| Battle Creek, Mich. | 222,194 | 237 |
| Altoona, Pa. | 219,993 | 238 |
| Lafayette - West Lafayette, Ind. | 219,546 | 239 |
| Abilene, Tex. | 218,797 | 240 |
| Provo - Orem, Utah | 217,015 | 241 |
| Bloomington - Normal, Ill. | 216,249 | 242 |
| Pittsfield, Mass. | 216,010 | 243 |
| Eau Claire, Wisc. | 215,952 | 244 |
| Columbia, Mo. | 215,262 | 245 |
| Florence, Ala. | 213,672 | 246 |
| Anderson, Ind. | 210,305 | 247 |
| Anniston, Ala. | 210,127 | 248 |
| Lake Charles, La. | 209,918 | 249 |
| Houma - Thibodaux, La. | 209,537 | 250 |
| **Total Top 250** | **304,105,148** | |
| Panama City, Fla. | 209,042 | 251 |
| Decatur, Ill. | 208,450 | 252 |
| Redding, Cal. | 208,091 | 253 |
| Williamsport, Pa. | 207,439 | 254 |
| Jamestown - Dunkirk, N.Y. | 207,302 | 255 |
| Burlington, Vt. | 206,928 | 256 |
| Odessa, Tex. | 206,521 | 257 |
| Burlington, N.C. | 204,022 | 258 |
| Mansfield, Ohio | 203,925 | 259 |
| Wichita Falls, Tex. | 202,898 | 260 |
| Lewiston - Auburn, Me. | 202,253 | 261 |
| Alexandria, La. | 201,812 | 262 |
| Olympia, Wash. | 198,281 | 263 |
| La Crosse, Wisc. | 194,665 | 264 |
| Champaign - Urbana - Rantoul, Ill. | 193,922 | 265 |
| Chico, Cal. | 193,247 | 266 |
| Texarkana, Tex.-Ark. | 191,918 | 267 |
| Charlottesville, Va. | 189,604 | 268 |
| Yuma, Ariz. | 186,287 | 269 |
| Jacksonville, N.C. | 184,039 | 270 |
| Pueblo, Colo. | 183,889 | 271 |
| Sherman - Denison, Tex. | 183,764 | 272 |
| Bismarck, N.D. | 181,478 | 273 |
| Jackson, Mich. | 180,559 | 274 |
| Lynchburg, Va. | 175,965 | 275 |
| Wausau, Wisc. | 175,810 | 276 |
| Beaver County, Pa. | 173,979 | 277 |
| Wheeling, W.Va. | 173,180 | 278 |
| Kankakee, Ill. | 172,156 | 279 |
| Bremerton, Wash. | 172,104 | 280 |
| Sharon, Pa. | 170,681 | 281 |
| Midland, Tex. | 169,798 | 282 |
| Muncie, Ind. | 167,620 | 283 |
| Terre Haute, Ind. | 165,359 | 284 |
| State College, Pa. | 162,633 | 285 |
| Athens, Ga. | 162,039 | 286 |
| Bryan - College Station, Tex. | 160,869 | 287 |
| Albany, Ga. | 160,607 | 288 |
| Grand Forks, N.D. | 160,375 | 289 |
| Gadsden, Ala. | 156,974 | 290 |
| Sioux City, Iowa | 156,020 | 291 |
| Greeley, Colo. | 152,073 | 292 |
| Merced, Cal. | 148,720 | 293 |
| San Angelo, Tex. | 146,554 | 294 |
| Dubuque, Iowa | 146,359 | 295 |
| Danville, Va. | 144,099 | 296 |
| Victoria, Tex. | 143,143 | 297 |
| Santa Fe, N.M. | 142,687 | 298 |
| Lawton, Okla. | 141,510 | 299 |
| Sheboygan, Wisc. | 140,992 | 300 |
| St. Joseph, Mo. | 139,538 | 301 |
| Bellingham, Wash. | 139,361 | 302 |
| Elmira, N.Y. | 138,732 | 303 |
| Great Falls, Mont. | 138,283 | 304 |
| Steubenville - Weirton, Ohio-W.Va. | 136,464 | 305 |
| Las Cruces, N.M. | 135,244 | 306 |
| Pine Bluff, Ark. | 135,149 | 307 |
| Owensboro, Ky. | 130,403 | 308 |
| Bloomington, Ind. | 129,178 | 309 |
| Jackson, Tenn. | 128,346 | 310 |
| Cheyenne, Wyo. | 127,439 | 311 |
| Iowa City, Iowa | 116,003 | 312 |
| Yuba City, Cal. | 113,917 | 313 |
| Pascagoula, Miss. | 110,497 | 314 |
| Kenosha, Wisc. | 108,423 | 315 |
| Laredo, Tex. | 104,783 | 316 |
| Casper, Wyo. | 101,770 | 317 |
| Cumberland, Md. | 99,779 | 318 |
| Enid, Okla. | 87,693 | 319 |
| Lawrence, Kans. | 83,875 | 320 |
| **Total Above Areas** | **315,383,557** | |
| **Percent of U.S.** | **82.6044** | |
| **U.S. Total** | **381,798,762** | |

# GASOLINE SERVICE STATION SALES

| Area | ($000) | Rank |
|---|---|---|
| Los Angeles - Long Beach, Cal. | 4,049,933 | 1 |
| Chicago, Ill. | 2,997,459 | 2 |
| Detroit, Mich. | 2,682,321 | 3 |
| Washington, D.C. | 2,070,392 | 4 |
| Philadelphia, Pa. | 1,964,126 | 5 |
| New York, N.Y. | 1,710,159 | 6 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 1,677,271 | 7 |
| Minneapolis - St. Paul, Minn. | 1,656,307 | 8 |
| Atlanta, Ga. | 1,631,167 | 9 |
| St. Louis, Mo. | 1,591,140 | 10 |
| Riverside - San Bernardino, Cal. | 1,487,348 | 11 |
| Dallas, Tex. | 1,452,443 | 12 |
| Houston, Tex. | 1,360,455 | 13 |
| Nassau - Suffolk, N.Y. | 1,331,198 | 14 |
| Anaheim - Santa Ana, Cal. | 1,270,943 | 15 |
| San Diego, Cal. | 1,270,915 | 16 |
| Seattle, Wash. | 1,156,731 | 17 |
| Baltimore, Md. | 1,103,949 | 18 |
| Cleveland, Ohio | 1,031,379 | 19 |
| Oakland, Cal. | 990,252 | 20 |
| Tampa - St. Petersburg - Clearwater, Fla. | 978,021 | 21 |
| Milwaukee, Wisc. | 964,072 | 22 |
| Kansas City, Mo.-Kans. | 936,887 | 23 |
| Pittsburgh, Pa. | 933,110 | 24 |
| Miami - Hialeah, Fla. | 894,277 | 25 |
| Phoenix, Ariz. | 888,839 | 26 |
| Newark, N.J. | 876,244 | 27 |
| Denver, Colo. | 865,803 | 28 |
| Columbus, Ohio | 853,283 | 29 |
| Cincinnati, Ohio | 809,966 | 30 |
| Sacramento, Cal. | 807,906 | 31 |
| Fort Worth - Arlington, Tex. | 789,134 | 32 |
| San Francisco, Cal. | 788,962 | 33 |
| Indianapolis, Ind. | 771,706 | 34 |
| Norfolk - Virginia Beach - Newport News, Va. | 704,603 | 35 |
| San Jose, Cal. | 664,269 | 36 |
| Portland, Ore. | 656,963 | 37 |
| San Antonio, Tex. | 641,949 | 38 |
| Bergen - Passaic, N.J. | 640,926 | 39 |
| New Orleans, La. | 618,904 | 40 |
| Jacksonville, Fla. | 605,943 | 41 |
| Hartford - New Britain - Middletown - Bristol, Conn. | 599,417 | 42 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 598,672 | 43 |
| Dayton - Springfield, Ohio | 592,627 | 44 |
| Memphis, Tenn. | 579,562 | 45 |
| Nashville, Tenn. | 577,829 | 46 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | 566,665 | 47 |
| Gary - Hammond, Ind. | 560,612 | 48 |
| Richmond - Petersburg, Va. | 551,015 | 49 |
| New Haven - Waterbury - Meriden, Conn. | 550,992 | 50 |
| **Total Top 50** | **56,355,046** | |
| Orlando, Fla. | 539,279 | 51 |
| Monmouth - Ocean, N.J. | 515,000 | 52 |
| Louisville, Ky. | 513,276 | 53 |
| Greensboro - Winston-Salem - High Point, N.C. | 512,643 | 54 |
| Middlesex - Somerset - Hunterdon, N.J. | 509,475 | 55 |
| Oklahoma City, Okla. | 493,170 | 56 |
| Harrisburg - Lebanon - Carlisle, Pa. | 474,330 | 57 |
| Honolulu, Haw. | 473,322 | 58 |
| Salt Lake City - Ogden, Utah | 471,931 | 59 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 464,766 | 60 |
| Providence - Pawtucket - Woonsocket, R.I. | 457,516 | 61 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | 456,343 | 62 |
| Buffalo, N.Y. | 450,620 | 63 |
| Knoxville, Tenn. | 447,097 | 64 |
| Scranton - Wilkes-Barre, Pa. | 440,367 | 65 |
| Birmingham, Ala. | 437,949 | 66 |
| Rochester, N.Y. | 433,695 | 67 |
| Toledo, Ohio | 424,308 | 68 |
| Greenville - Spartanburg, S.C. | 406,349 | 69 |
| Grand Rapids, Mich. | 401,048 | 70 |
| Oxnard - Ventura, Cal. | 400,472 | 71 |
| Albany - Schenectady - Troy, N.Y. | 398,343 | 72 |
| Akron, Ohio | 397,493 | 73 |
| Austin, Tex. | 384,815 | 74 |
| Wilmington, Del. | 383,831 | 75 |
| Omaha, Neb. | 356,749 | 76 |
| Worcester - Fitchburg - Leominster, Mass. | 356,591 | 77 |
| Bakersfield, Cal. | 353,459 | 78 |
| Flint, Mich. | 346,969 | 79 |
| El Paso, Tex. | 336,352 | 80 |
| Allentown - Bethlehem - Easton, Pa. | 334,880 | 81 |
| Las Vegas, Nev. | 331,018 | 82 |
| Youngstown - Warren, Ohio | 323,008 | 83 |
| Syracuse, N.Y. | 318,077 | 84 |
| Springfield, Mass. | 316,013 | 85 |
| Tucson, Ariz. | 314,625 | 86 |
| Lake County, Ill. | 309,943 | 87 |
| Fresno, Cal. | 306,229 | 88 |
| Raleigh - Durham, N.C. | 295,173 | 89 |
| Tacoma, Wash. | 293,900 | 90 |
| Baton Rouge, La. | 290,550 | 91 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 285,715 | 92 |
| Charleston, S.C. | 285,347 | 93 |
| Mobile, Ala. | 275,316 | 94 |
| Madison, Wisc. | 274,626 | 95 |
| New Bedford - Fall River - Attleboro, Mass. | 272,508 | 96 |
| Joliet, Ill. | 270,558 | 97 |
| Stockton, Cal. | 269,026 | 98 |
| Little Rock - North Little Rock, Ark. | 268,940 | 99 |
| Tulsa, Okla. | 267,544 | 100 |
| **Total Top 100** | **75,295,598** | |
| Chattanooga, Tenn. | 265,418 | 101 |
| Des Moines, Iowa | 264,847 | 102 |
| Melbourne - Titusville - Palm Bay, Fla. | 263,337 | 103 |
| Vallejo - Fairfield - Napa, Cal. | 256,523 | 104 |
| Wichita, Kans. | 254,750 | 105 |
| Columbia, S.C. | 253,954 | 106 |
| Saginaw - Bay City - Midland, Mich. | 253,470 | 107 |
| Lansing - East Lansing, Mich. | 251,240 | 108 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 250,053 | 109 |
| Lexington-Fayette, Ky. | 245,041 | 110 |
| Lakeland - Winter Haven, Fla. | 234,913 | 111 |
| Shreveport, La. | 223,972 | 112 |
| Canton, Ohio | 218,064 | 113 |
| Pensacola, Fla. | 215,726 | 114 |
| Rockford, Ill. | 211,414 | 115 |
| Beaumont - Port Arthur, Tex. | 206,897 | 116 |
| Peoria, Ill. | 206,599 | 117 |
| Santa Rosa - Petaluma, Cal. | 205,963 | 118 |
| Fort Wayne, Ind. | 205,861 | 119 |
| Jersey City, N.J. | 204,097 | 120 |
| Colorado Springs, Colo. | 200,580 | 121 |
| Albuquerque, N.M. | 200,015 | 122 |
| Salinas - Seaside - Monterey, Cal. | 198,133 | 123 |
| Jackson, Miss. | 194,192 | 124 |
| Roanoke, Va. | 193,500 | 125 |
| Fort Myers - Cape Coral, Fla. | 190,139 | 126 |
| Augusta, Ga. | 188,938 | 127 |
| Montgomery, Ala. | 185,197 | 128 |
| Spokane, Wash. | 184,890 | 129 |
| Appleton - Oshkosh - Neenah, Wisc. | 184,533 | 130 |
| Portsmouth - Dover - Rochester, N.H. | 184,217 | 131 |
| Daytona Beach, Fla. | 183,555 | 132 |
| Amarillo, Tex. | 181,902 | 133 |
| Johnson City - Kingsport - Bristol, Tenn. | 179,732 | 134 |
| Benton Harbor, Mich. | 179,239 | 135 |
| Aurora - Elgin, Ill. | 178,244 | 136 |
| Manchester - Nashua, N.H. | 172,813 | 137 |
| Duluth, Minn. | 170,322 | 138 |
| Sarasota, Fla. | 170,140 | 139 |
| Trenton, N.J. | 164,794 | 140 |
| Atlantic City, N.J. | 163,910 | 141 |
| Evansville, Ind. | 160,323 | 142 |
| Ann Arbor, Mich. | 157,812 | 143 |
| Macon - Warner Robins, Ga. | 154,706 | 144 |
| Savannah, Ga. | 154,664 | 145 |
| Huntington - Ashland, W.Va.-Ky. | 153,289 | 146 |
| Lubbock, Tex. | 152,796 | 147 |
| Lorain - Elyria, Ohio | 152,763 | 148 |
| Columbus, Ga. | 150,685 | 149 |
| Johnstown, Pa. | 149,212 | 150 |
| **Total Top 150** | **85,222,464** | |
| Modesto, Cal. | 149,145 | 151 |
| Salem, Ore. | 146,032 | 152 |
| Reading, Pa. | 145,411 | 153 |
| Corpus Christi, Tex. | 144,255 | 154 |
| Reno, Nev. | 142,241 | 155 |
| Hickory - Morganton, N.C. | 142,049 | 156 |
| Ocala, Fla. | 140,850 | 157 |
| Hamilton - Middletown, Ohio | 140,620 | 158 |
| Tallahassee, Fla. | 134,061 | 159 |
| Lancaster, Pa. | 132,774 | 160 |
| Green Bay, Wisc. | 132,408 | 161 |
| Waco, Tex. | 131,761 | 162 |
| Eugene - Springfield, Ore. | 130,928 | 163 |
| Springfield, Ill. | 129,925 | 164 |
| Joplin, Mo. | 128,995 | 165 |
| Cedar Rapids, Iowa | 128,694 | 166 |
| Fayetteville, N.C. | 127,703 | 167 |
| York, Pa. | 127,605 | 168 |
| Erie, Pa. | 127,307 | 169 |
| Athens, Ga. | 126,829 | 170 |
| Springfield, Mo. | 126,739 | 171 |
| Anchorage, Alas. | 126,603 | 172 |
| Provo - Orem, Utah | 125,465 | 173 |
| Orange County, N.Y. | 125,093 | 174 |
| Lafayette, La. | 124,618 | 175 |
| Poughkeepsie, N.Y. | 124,348 | 176 |
| Longview - Marshall, Tex. | 124,115 | 177 |
| Bloomington - Normal, Ill. | 123,933 | 178 |
| Binghamton, N.Y. | 122,933 | 179 |
| Lincoln, Neb. | 121,758 | 180 |
| Eau Claire, Wisc. | 121,246 | 181 |
| Lima, Ohio | 121,010 | 182 |
| Niagara Falls, N.Y. | 120,896 | 183 |
| Racine, Wisc. | 120,683 | 184 |
| Boulder - Longmont, Colo. | 119,452 | 185 |
| Visalia - Tulare - Porterville, Cal. | 117,878 | 186 |
| Merced, Cal. | 116,793 | 187 |
| Kalamazoo, Mich. | 116,720 | 188 |
| Bradenton, Fla. | 116,648 | 189 |
| Portland, Me. | 115,151 | 190 |
| Bangor, Me. | 114,512 | 191 |
| Battle Creek, Mich. | 114,481 | 192 |
| Fargo - Moorhead, N.D.-Minn. | 114,375 | 193 |
| New London - Norwich, Conn. | 113,778 | 194 |
| Bellingham, Wash. | 113,666 | 195 |
| Utica - Rome, N.Y. | 111,842 | 196 |
| Mansfield, Ohio | 110,890 | 197 |
| Fort Collins - Loveland, Colo. | 110,139 | 198 |
| Topeka, Kans. | 109,692 | 199 |
| Fort Pierce, Fla. | 109,419 | 200 |
| **Total Top 200** | **91,486,933** | |
| Janesville - Beloit, Wisc. | 109,209 | 201 |
| Boise, Ida. | 107,492 | 202 |
| Terre Haute, Ind. | 105,344 | 203 |
| Killeen - Temple, Tex. | 105,058 | 204 |
| Lynchburg, Va. | 103,719 | 205 |
| Charleston, W.Va. | 103,162 | 206 |
| Wheeling, W.Va. | 102,933 | 207 |
| Redding, Cal. | 102,044 | 208 |
| Huntsville, Ala. | 100,503 | 209 |
| Sioux Falls, S.D. | 100,097 | 210 |
| Olympia, Wash. | 99,808 | 211 |
| St. Cloud, Minn. | 99,799 | 212 |
| South Bend - Mishawaka, Ind. | 98,374 | 213 |
| Burlington, N.C. | 98,330 | 214 |
| McAllen - Edinburg - Mission, Tex. | 98,308 | 215 |
| Gainesville, Fla. | 96,977 | 216 |
| Champaign - Urbana - Rantoul, Ill. | 96,909 | 217 |
| Santa Cruz, Cal. | 96,849 | 218 |
| Yakima, Wash. | 96,807 | 219 |
| Texarkana, Tex.-Ark. | 96,241 | 220 |
| Fort Walton Beach, Fla. | 94,212 | 221 |
| Tuscaloosa, Ala. | 92,159 | 222 |
| Biloxi - Gulfport, Miss. | 91,962 | 223 |
| Medford, Ore. | 91,763 | 224 |
| Parkersburg - Marietta, W.Va.-Ohio | 89,288 | 225 |
| Fort Smith, Ark. | 88,933 | 226 |
| Elkhart - Goshen, Ind. | 87,301 | 227 |
| Sioux City, Iowa | 86,529 | 228 |
| Kenosha, Wisc. | 86,403 | 229 |
| Anderson, S.C. | 85,760 | 230 |
| Vancouver, Wash. | 85,523 | 231 |
| Abilene, Tex. | 84,840 | 232 |
| Asheville, N.C. | 84,794 | 233 |
| Wichita Falls, Tex. | 84,693 | 234 |
| Burlington, Vt. | 84,498 | 235 |
| Brownsville - Harlingen, Tex. | 83,386 | 236 |
| St. Joseph, Mo. | 83,276 | 237 |
| Bremerton, Wash. | 79,835 | 238 |
| Waterloo - Cedar Falls, Iowa | 79,126 | 239 |
| Florence, S.C. | 77,761 | 240 |
| Rochester, Minn. | 77,418 | 241 |
| Alexandria, La. | 76,204 | 242 |
| Anniston, Ala. | 74,785 | 243 |
| Lafayette - West Lafayette, Ind. | 74,584 | 244 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 73,501 | 245 |
| Jackson, Mich. | 73,264 | 246 |
| Lake Charles, La. | 72,797 | 247 |
| Steubenville - Weirton, Ohio-W.Va. | 72,250 | 248 |
| Richland - Kennewick - Pasco, Wash. | 71,612 | 249 |
| Pittsfield, Mass. | 71,481 | 250 |
| **Total Top 250** | **95,964,839** | |
| Wausau, Wisc. | 71,479 | 251 |
| Tyler, Tex. | 70,785 | 252 |
| Sheboygan, Wisc. | 70,336 | 253 |
| La Crosse, Wisc. | 70,125 | 254 |
| State College, Pa. | 69,313 | 255 |
| Glens Falls, N.Y. | 68,783 | 256 |
| Rapid City, S.D. | 68,758 | 257 |
| Bismarck, N.D. | 68,418 | 258 |
| Galveston - Texas City, Tex. | 68,326 | 259 |
| Danville, Va. | 68,247 | 260 |
| Naples, Fla. | 68,130 | 261 |
| Chico, Cal. | 67,439 | 262 |
| Wilmington, N.C. | 65,156 | 263 |
| Grand Forks, N.D. | 64,252 | 264 |
| Houma - Thibodaux, La. | 64,089 | 265 |
| Muncie, Ind. | 63,955 | 266 |
| Billings, Mont. | 62,701 | 267 |
| Decatur, Ill. | 62,445 | 268 |
| Sherman - Denison, Tex. | 62,440 | 269 |
| Columbia, Mo. | 61,857 | 270 |
| Anderson, Ind. | 61,050 | 271 |
| Midland, Tex. | 60,341 | 272 |
| Hagerstown, Md. | 59,980 | 273 |
| Beaver County, Pa. | 59,807 | 274 |
| San Angelo, Tex. | 59,643 | 275 |
| Jackson, Tenn. | 58,542 | 276 |
| Cheyenne, Wyo. | 58,454 | 277 |
| Muskegon, Mich. | 58,159 | 278 |
| Kankakee, Ill. | 58,047 | 279 |
| Cumberland, Md. | 57,607 | 280 |
| Yuma, Ariz. | 57,445 | 281 |
| Jamestown - Dunkirk, N.Y. | 56,323 | 282 |
| Altoona, Pa. | 55,451 | 283 |
| Brazoria, Tex. | 54,877 | 284 |
| Sharon, Pa. | 54,007 | 285 |
| Charlottesville, Va. | 53,855 | 286 |
| Pascagoula, Miss. | 53,267 | 287 |
| Jacksonville, N.C. | 52,847 | 288 |
| Greeley, Colo. | 52,224 | 289 |
| Yuba City, Cal. | 52,178 | 290 |
| Panama City, Fla. | 49,416 | 291 |
| Kokomo, Ind. | 49,204 | 292 |
| Fayetteville - Springdale, Ark. | 49,094 | 293 |
| Lawton, Okla. | 48,691 | 294 |
| Laredo, Tex. | 48,481 | 295 |
| Lewiston - Auburn, Me. | 48,392 | 296 |
| Elmira, N.Y. | 48,067 | 297 |
| Odessa, Tex. | 47,784 | 298 |
| Vineland - Millville - Bridgeton, N.J. | 47,736 | 299 |
| Gadsden, Ala. | 46,923 | 300 |
| Santa Fe, N.M. | 45,508 | 301 |
| Dothan, Ala. | 45,220 | 302 |
| Bryan - College Station, Tex. | 44,577 | 303 |
| Pueblo, Colo. | 44,091 | 304 |
| Williamsport, Pa. | 42,676 | 305 |
| Monroe, La. | 41,698 | 306 |
| Albany, Ga. | 41,538 | 307 |
| Casper, Wyo. | 41,337 | 308 |
| Bloomington, Ind. | 41,256 | 309 |
| Las Cruces, N.M. | 40,985 | 310 |
| Great Falls, Mont. | 40,004 | 311 |
| Florence, Ala. | 38,857 | 312 |
| Pine Bluff, Ark. | 38,527 | 313 |
| Iowa City, Iowa | 37,917 | 314 |
| Victoria, Tex. | 36,828 | 315 |
| Dubuque, Iowa | 36,366 | 316 |
| Owensboro, Ky. | 35,624 | 317 |
| Decatur, Ala. | 34,858 | 318 |
| Lawrence, Kans. | 34,493 | 319 |
| Enid, Okla. | 26,820 | 320 |
| **Total Above Areas** | **99,706,985** | |
| **Percent of U.S.** | **75.8930** | |
| **U.S. Total** | **131,381,005** | |

# BUILDING MATERIALS & HARDWARE STORE SALES

| Area | ($000) | Rank |
|---|---|---|
| Los Angeles - Long Beach, Cal. | 3,086,447 | 1 |
| Chicago, Ill. | 1,959,994 | 2 |
| Detroit, Mich. | 1,597,786 | 3 |
| Atlanta, Ga. | 1,402,654 | 4 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 1,353,208 | 5 |
| Washington, D.C. | 1,320,175 | 6 |
| Philadelphia, Pa. | 1,296,550 | 7 |
| Nassau - Suffolk, N.Y. | 1,293,737 | 8 |
| New York, N.Y. | 1,291,523 | 9 |
| Minneapolis - St. Paul, Minn. | 1,224,288 | 10 |
| Riverside - San Bernardino, Cal. | 1,182,541 | 11 |
| San Diego, Cal. | 1,078,206 | 12 |
| Anaheim - Santa Ana, Cal. | 1,068,847 | 13 |
| St. Louis, Mo. | 915,594 | 14 |
| Seattle, Wash. | 888,951 | 15 |
| Tampa - St. Petersburg - Clearwater, Fla. | 826,206 | 16 |
| Dallas, Tex. | 790,870 | 17 |
| Baltimore, Md. | 771,576 | 18 |
| Oakland, Cal. | 766,081 | 19 |
| Houston, Tex. | 718,605 | 20 |
| Sacramento, Cal. | 676,863 | 21 |
| Phoenix, Ariz. | 672,824 | 22 |
| Kansas City, Mo.-Kans. | 660,705 | 23 |
| San Francisco, Cal. | 616,570 | 24 |
| San Jose, Cal. | 594,034 | 25 |
| Cincinnati, Ohio | 573,821 | 26 |
| Cleveland, Ohio | 567,690 | 27 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | 561,028 | 28 |
| Indianapolis, Ind. | 547,630 | 29 |
| Milwaukee, Wisc. | 543,309 | 30 |
| Pittsburgh, Pa. | 534,614 | 31 |
| Newark, N.J. | 529,585 | 32 |
| Columbus, Ohio | 524,975 | 33 |
| Portland, Ore. | 517,226 | 34 |
| Denver, Colo. | 510,730 | 35 |
| Norfolk - Virginia Beach - Newport News, Va. | 492,574 | 36 |
| Hartford - New Britain - Middletown - Bristol, Conn. | 483,288 | 37 |
| Miami - Hialeah, Fla. | 475,839 | 38 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 472,585 | 39 |
| Greensboro - Winston-Salem - High Point, N.C. | 460,037 | 40 |
| Orlando, Fla. | 443,145 | 41 |
| Middlesex - Somerset - Hunterdon, N.J. | 432,430 | 42 |
| Monmouth - Ocean, N.J. | 429,294 | 43 |
| Fort Worth - Arlington, Tex. | 426,396 | 44 |
| Raleigh - Durham, N.C. | 423,321 | 45 |
| Grand Rapids, Mich. | 410,000 | 46 |
| Bergen - Passaic, N.J. | 403,528 | 47 |
| Nashville, Tenn. | 400,007 | 48 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | 386,001 | 49 |
| Salt Lake City - Ogden, Utah | 383,457 | 50 |
| **Total Top 50** | **39,987,345** | |
| New Haven - Waterbury - Meriden, Conn. | 373,121 | 51 |
| Jacksonville, Fla. | 358,220 | 52 |
| Louisville, Ky. | 357,469 | 53 |
| Albany - Schenectady - Troy, N.Y. | 338,136 | 54 |
| Rochester, N.Y. | 332,129 | 55 |
| Dayton - Springfield, Ohio | 330,826 | 56 |
| Las Vegas, Nev. | 330,205 | 57 |
| Richmond - Petersburg, Va. | 327,521 | 58 |
| Providence - Pawtucket - Woonsocket, R.I. | 326,892 | 59 |
| New Orleans, La. | 320,941 | 60 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 315,462 | 61 |
| Allentown - Bethlehem - Easton, Pa. | 310,439 | 62 |
| Scranton - Wilkes-Barre, Pa. | 305,711 | 63 |
| Akron, Ohio | 300,947 | 64 |
| Birmingham, Ala. | 293,739 | 65 |
| Greenville - Spartanburg, S.C. | 293,674 | 66 |
| Tucson, Ariz. | 293,362 | 67 |
| Santa Rosa - Petaluma, Cal. | 287,798 | 68 |
| Oxnard - Ventura, Cal. | 287,043 | 69 |
| Lake County, Ill. | 279,387 | 70 |
| Aurora - Elgin, Ill. | 279,191 | 71 |
| Columbia, S.C. | 260,345 | 72 |
| Memphis, Tenn. | 259,037 | 73 |
| Worcester - Fitchburg - Leominster, Mass. | 256,690 | 74 |
| San Antonio, Tex. | 252,265 | 75 |
| Lancaster, Pa. | 249,172 | 76 |
| Tacoma, Wash. | 247,627 | 77 |
| Tulsa, Okla. | 247,056 | 78 |
| Springfield, Mass. | 246,497 | 79 |
| Portsmouth - Dover - Rochester, N.H. | 245,490 | 80 |
| Oklahoma City, Okla. | 241,856 | 81 |
| Little Rock - North Little Rock, Ark. | 240,806 | 82 |
| Knoxville, Tenn. | 236,910 | 83 |
| Honolulu, Haw. | 234,307 | 84 |
| Buffalo, N.Y. | 232,373 | 85 |
| Albuquerque, N.M. | 230,403 | 86 |
| Fort Myers - Cape Coral, Fla. | 229,645 | 87 |
| Flint, Mich. | 229,029 | 88 |
| Syracuse, N.Y. | 228,003 | 89 |
| Wilmington, Del. | 225,016 | 90 |
| Fresno, Cal. | 224,626 | 91 |
| Fort Wayne, Ind. | 224,235 | 92 |
| Lakeland - Winter Haven, Fla. | 223,486 | 93 |
| Austin, Tex. | 218,543 | 94 |
| Harrisburg - Lebanon - Carlisle, Pa. | 217,718 | 95 |
| Charleston, S.C. | 214,421 | 96 |
| Bakersfield, Cal. | 212,786 | 97 |
| Madison, Wisc. | 212,034 | 98 |
| Augusta, Ga. | 205,515 | 99 |
| Wichita, Kans. | 199,871 | 100 |
| **Total Top 100** | **53,375,320** | |
| Sarasota, Fla. | 199,208 | 101 |
| Joliet, Ill. | 197,619 | 102 |
| Omaha, Neb. | 197,324 | 103 |
| Toledo, Ohio | 197,196 | 104 |
| Lansing - East Lansing, Mich. | 192,766 | 105 |
| Modesto, Cal. | 188,306 | 106 |
| Manchester - Nashua, N.H. | 186,070 | 107 |
| Vallejo - Fairfield - Napa, Cal. | 185,862 | 108 |
| Appleton - Oshkosh - Neenah, Wisc. | 183,445 | 109 |
| Daytona Beach, Fla. | 182,391 | 110 |
| Gary - Hammond, Ind. | 180,859 | 111 |
| Baton Rouge, La. | 179,194 | 112 |
| New Bedford - Fall River - Attleboro, Mass. | 176,169 | 113 |
| Stockton, Cal. | 174,130 | 114 |
| Des Moines, Iowa | 172,605 | 115 |
| Rockford, Ill. | 166,238 | 116 |
| Johnson City - Kingsport - Bristol, Tenn. | 166,134 | 117 |
| El Paso, Tex. | 165,141 | 118 |
| Colorado Springs, Colo. | 162,311 | 119 |
| Melbourne - Titusville - Palm Bay, Fla. | 162,127 | 120 |
| Youngstown - Warren, Ohio | 161,843 | 121 |
| Fort Pierce, Fla. | 160,496 | 122 |
| Chattanooga, Tenn. | 159,400 | 123 |
| Mobile, Ala. | 158,696 | 124 |
| Evansville, Ind. | 156,080 | 125 |
| Orange County, N.Y. | 155,635 | 126 |
| Saginaw - Bay City - Midland, Mich. | 152,518 | 127 |
| St. Cloud, Minn. | 148,743 | 128 |
| Reno, Nev. | 144,927 | 129 |
| Jackson, Miss. | 144,555 | 130 |
| Tallahassee, Fla. | 142,944 | 131 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 142,319 | 132 |
| Ann Arbor, Mich. | 140,764 | 133 |
| Canton, Ohio | 138,150 | 134 |
| Portland, Me. | 135,836 | 135 |
| Peoria, Ill. | 134,966 | 136 |
| Springfield, Mo. | 134,675 | 137 |
| York, Pa. | 134,675 | 137 |
| Poughkeepsie, N.Y. | 133,909 | 139 |
| Green Bay, Wisc. | 133,643 | 140 |
| Spokane, Wash. | 131,272 | 141 |
| Lexington-Fayette, Ky. | 129,779 | 142 |
| Roanoke, Va. | 127,391 | 143 |
| Ocala, Fla. | 127,116 | 144 |
| New London - Norwich, Conn. | 126,665 | 145 |
| Macon - Warner Robins, Ga. | 123,313 | 146 |
| Atlantic City, N.J. | 121,448 | 147 |
| Boulder - Longmont, Colo. | 118,977 | 148 |
| South Bend - Mishawaka, Ind. | 118,579 | 149 |
| Fayetteville, N.C. | 118,211 | 150 |
| **Total Top 150** | **61,147,940** | |
| Pensacola, Fla. | 117,505 | 151 |
| Salem, Ore. | 115,779 | 152 |
| Springfield, Ill. | 115,526 | 153 |
| Santa Cruz, Cal. | 115,268 | 154 |
| Elkhart - Goshen, Ind. | 114,736 | 155 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 114,672 | 156 |
| Hickory - Morganton, N.C. | 114,166 | 157 |
| Shreveport, La. | 112,464 | 158 |
| Montgomery, Ala. | 109,863 | 159 |
| Lincoln, Neb. | 107,996 | 160 |
| Utica - Rome, N.Y. | 107,465 | 161 |
| Eugene - Springfield, Ore. | 106,051 | 162 |
| Reading, Pa. | 105,043 | 163 |
| Salinas - Seaside - Monterey, Cal. | 103,437 | 164 |
| Anchorage, Alas. | 101,416 | 165 |
| Visalia - Tulare - Porterville, Cal. | 100,268 | 166 |
| Bremerton, Wash. | 99,796 | 167 |
| Fort Collins - Loveland, Colo. | 99,646 | 168 |
| Kalamazoo, Mich. | 99,235 | 169 |
| Charleston, W.Va. | 97,880 | 170 |
| Huntington - Ashland, W.Va.-Ky. | 97,651 | 171 |
| Duluth, Minn. | 97,522 | 172 |
| Binghamton, N.Y. | 95,498 | 173 |
| Racine, Wisc. | 95,040 | 174 |
| Olympia, Wash. | 93,185 | 175 |
| Beaumont - Port Arthur, Tex. | 93,102 | 176 |
| Fort Smith, Ark. | 91,838 | 177 |
| Huntsville, Ala. | 90,462 | 178 |
| Vancouver, Wash. | 89,577 | 179 |
| Lorain - Elyria, Ohio | 87,990 | 180 |
| Cedar Rapids, Iowa | 87,655 | 181 |
| Florence, S.C. | 86,853 | 182 |
| Columbus, Ga. | 86,829 | 183 |
| Columbia, Mo. | 86,250 | 184 |
| McAllen - Edinburg - Mission, Tex. | 86,111 | 185 |
| Bangor, Me. | 85,890 | 186 |
| Redding, Cal. | 85,656 | 187 |
| Topeka, Kans. | 85,461 | 188 |
| Savannah, Ga. | 85,424 | 189 |
| Gainesville, Fla. | 85,351 | 190 |
| Fargo - Moorhead, N.D.-Minn. | 84,777 | 191 |
| Boise, Ida. | 83,676 | 192 |
| Anderson, S.C. | 81,909 | 193 |
| Bradenton, Fla. | 81,905 | 194 |
| Champaign - Urbana - Rantoul, Ill. | 81,799 | 195 |
| Yakima, Wash. | 81,482 | 196 |
| Asheville, N.C. | 81,117 | 197 |
| Trenton, N.J. | 80,478 | 198 |
| Burlington, Vt. | 80,216 | 199 |
| Hamilton - Middletown, Ohio | 78,939 | 200 |
| **Total Top 200** | **65,915,795** | |
| Janesville - Beloit, Wisc. | 78,717 | 201 |
| Pittsfield, Mass. | 78,320 | 202 |
| Chico, Cal. | 78,277 | 203 |
| Bellingham, Wash. | 76,847 | 204 |
| Naples, Fla. | 75,448 | 205 |
| Eau Claire, Wisc. | 74,464 | 206 |
| Houma - Thibodaux, La. | 74,338 | 207 |
| Fort Walton Beach, Fla. | 74,093 | 208 |
| Killeen - Temple, Tex. | 73,294 | 209 |
| Jersey City, N.J. | 72,854 | 210 |
| Sioux City, Iowa | 72,054 | 211 |
| Athens, Ga. | 71,774 | 212 |
| Wausau, Wisc. | 70,582 | 213 |
| Medford, Ore. | 70,517 | 214 |
| Corpus Christi, Tex. | 70,332 | 215 |
| Benton Harbor, Mich. | 70,114 | 216 |
| Tuscaloosa, Ala. | 69,154 | 217 |
| Lubbock, Tex. | 68,784 | 218 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 67,941 | 219 |
| Erie, Pa. | 67,848 | 220 |
| Joplin, Mo. | 67,144 | 221 |
| Charlottesville, Va. | 66,709 | 222 |
| Longview - Marshall, Tex. | 66,237 | 223 |
| Provo - Orem, Utah | 66,204 | 224 |
| Dothan, Ala. | 66,061 | 225 |
| Bloomington - Normal, Ill. | 65,213 | 226 |
| Panama City, Fla. | 65,043 | 227 |
| Anderson, Ind. | 64,881 | 228 |
| Decatur, Ill. | 64,710 | 229 |
| Santa Fe, N.M. | 63,696 | 230 |
| Mansfield, Ohio | 63,548 | 231 |
| Lima, Ohio | 62,703 | 232 |
| Lynchburg, Va. | 62,482 | 233 |
| Amarillo, Tex. | 62,405 | 234 |
| Rochester, Minn. | 62,114 | 235 |
| Terre Haute, Ind. | 62,094 | 236 |
| Tyler, Tex. | 61,316 | 237 |
| Jackson, Mich. | 61,200 | 238 |
| Sioux Falls, S.D. | 61,159 | 239 |
| Waco, Tex. | 60,263 | 240 |
| Florence, Ala. | 59,962 | 241 |
| Burlington, N.C. | 59,849 | 242 |
| Fayetteville - Springdale, Ark. | 59,485 | 243 |
| Lafayette - West Lafayette, Ind. | 58,906 | 244 |
| Lake Charles, La. | 58,330 | 245 |
| Wilmington, N.C. | 57,640 | 246 |
| Johnstown, Pa. | 56,346 | 247 |
| Richland - Kennewick - Pasco, Wash. | 56,176 | 248 |
| Las Cruces, N.M. | 55,670 | 249 |
| Glens Falls, N.Y. | 54,678 | 250 |
| **Total Top 250** | **69,223,771** | |
| Waterloo - Cedar Falls, Iowa | 54,556 | 251 |
| Alexandria, La. | 54,446 | 252 |
| Parkersburg - Marietta, W.Va.-Ohio | 54,085 | 253 |
| Biloxi - Gulfport, Miss. | 54,047 | 254 |
| Yuma, Ariz. | 53,847 | 255 |
| Yuba City, Cal. | 53,367 | 256 |
| Muskegon, Mich. | 53,285 | 257 |
| Jackson, Tenn. | 51,727 | 258 |
| Brownsville - Harlingen, Tex. | 51,161 | 259 |
| Billings, Mont. | 50,299 | 260 |
| Sheboygan, Wisc. | 50,285 | 261 |
| Monroe, La. | 50,185 | 262 |
| Rapid City, S.D. | 49,949 | 263 |
| Sherman - Denison, Tex. | 49,404 | 264 |
| Hagerstown, Md. | 49,285 | 265 |
| Wichita Falls, Tex. | 48,738 | 266 |
| Jacksonville, N.C. | 47,622 | 267 |
| Albany, Ga. | 47,498 | 268 |
| Texarkana, Tex.-Ark. | 47,300 | 269 |
| Kokomo, Ind. | 47,231 | 270 |
| Galveston - Texas City, Tex. | 46,723 | 271 |
| Lewiston - Auburn, Me. | 46,663 | 272 |
| Altoona, Pa. | 45,953 | 273 |
| State College, Pa. | 45,006 | 274 |
| Wheeling, W.Va. | 44,812 | 275 |
| Pueblo, Colo. | 43,648 | 276 |
| Bloomington, Ind. | 43,150 | 277 |
| Owensboro, Ky. | 42,709 | 278 |
| Battle Creek, Mich. | 42,233 | 279 |
| Lawton, Okla. | 41,592 | 280 |
| Kankakee, Ill. | 41,504 | 281 |
| Merced, Cal. | 40,894 | 282 |
| Vineland - Millville - Bridgeton, N.J. | 40,397 | 283 |
| Brazoria, Tex. | 40,302 | 284 |
| Decatur, Ala. | 39,904 | 285 |
| Pascagoula, Miss. | 39,660 | 286 |
| Lafayette, La. | 39,415 | 287 |
| Williamsport, Pa. | 39,367 | 288 |
| Grand Forks, N.D. | 39,327 | 289 |
| Jamestown - Dunkirk, N.Y. | 39,067 | 290 |
| Muncie, Ind. | 38,705 | 291 |
| Niagara Falls, N.Y. | 38,529 | 292 |
| Danville, Va. | 38,325 | 293 |
| Anniston, Ala. | 37,681 | 294 |
| La Crosse, Wisc. | 37,534 | 295 |
| Abilene, Tex. | 37,518 | 296 |
| Greeley, Colo. | 37,192 | 297 |
| Dubuque, Iowa | 36,246 | 298 |
| Iowa City, Iowa | 35,518 | 299 |
| Cumberland, Md. | 34,616 | 300 |
| Steubenville - Weirton, Ohio-W.Va. | 34,238 | 301 |
| Beaver County, Pa. | 32,677 | 302 |
| Lawrence, Kans. | 31,321 | 303 |
| Great Falls, Mont. | 31,212 | 304 |
| Laredo, Tex. | 30,672 | 305 |
| Bryan - College Station, Tex. | 30,334 | 306 |
| Pine Bluff, Ark. | 30,331 | 307 |
| San Angelo, Tex. | 30,120 | 308 |
| Kenosha, Wisc. | 29,755 | 309 |
| Gadsden, Ala. | 29,748 | 310 |
| Bismarck, N.D. | 29,022 | 311 |
| Cheyenne, Wyo. | 26,747 | 312 |
| Elmira, N.Y. | 24,577 | 313 |
| Sharon, Pa. | 24,133 | 314 |
| St. Joseph, Mo. | 21,645 | 315 |
| Casper, Wyo. | 19,825 | 316 |
| Odessa, Tex. | 18,414 | 317 |
| Victoria, Tex. | 17,778 | 318 |
| Midland, Tex. | 15,422 | 319 |
| Enid, Okla. | 12,124 | 320 |
| **Total Above Areas** | **71,976,373** | |
| **Percent of U.S.** | **77.6193** | |
| **U.S. Total** | **92,730,015** | |

# DRUGSTORE SALES

| Area | ($000) | Rank |
|---|---|---|
| Los Angeles - Long Beach, Cal. | 2,573,327 | 1 |
| Chicago, Ill. | 2,509,915 | 2 |
| New York, N.Y. | 2,123,374 | 3 |
| Detroit, Mich. | 1,422,334 | 4 |
| Philadelphia, Pa. | 1,319,476 | 5 |
| Washington, D.C. | 1,240,552 | 6 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 1,135,949 | 7 |
| Oakland, Cal. | 946,009 | 8 |
| Nassau - Suffolk, N.Y. | 853,003 | 9 |
| Anaheim - Santa Ana, Cal. | 821,996 | 10 |
| San Francisco, Cal. | 814,268 | 11 |
| Atlanta, Ga. | 805,538 | 12 |
| Miami - Hialeah, Fla. | 769,760 | 13 |
| Houston, Tex. | 745,731 | 14 |
| San Diego, Cal. | 738,583 | 15 |
| Seattle, Wash. | 727,741 | 16 |
| San Jose, Cal. | 684,080 | 17 |
| Tampa - St. Petersburg - Clearwater, Fla. | 677,194 | 18 |
| Baltimore, Md. | 640,893 | 19 |
| Cleveland, Ohio | 639,335 | 20 |
| Riverside - San Bernardino, Cal. | 634,282 | 21 |
| Phoenix, Ariz. | 617,921 | 22 |
| Sacramento, Cal. | 617,033 | 23 |
| St. Louis, Mo. | 608,592 | 24 |
| Pittsburgh, Pa. | 558,969 | 25 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 532,473 | 26 |
| Honolulu, Haw. | 510,888 | 27 |
| Dallas, Tex. | 503,557 | 28 |
| Milwaukee, Wisc. | 471,092 | 29 |
| Minneapolis - St. Paul, Minn. | 462,239 | 30 |
| New Orleans, La. | 461,719 | 31 |
| Cincinnati, Ohio | 423,309 | 32 |
| Newark, N.J. | 419,446 | 33 |
| Jacksonville, Fla. | 374,693 | 34 |
| Bergen - Passaic, N.J. | 356,119 | 35 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | 355,505 | 36 |
| Indianapolis, Ind. | 353,093 | 37 |
| Columbus, Ohio | 348,834 | 38 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 346,572 | 39 |
| Norfolk - Virginia Beach - Newport News, Va. | 345,761 | 40 |
| Kansas City, Mo.-Kans. | 345,505 | 41 |
| Louisville, Ky. | 337,436 | 42 |
| Buffalo, N.Y. | 336,787 | 43 |
| Fort Worth - Arlington, Tex. | 321,263 | 44 |
| Hartford - New Britain - Middletown - Bristol, Conn. | 311,850 | 45 |
| Memphis, Tenn. | 310,512 | 46 |
| Providence - Pawtucket - Woonsocket, R.I. | 301,155 | 47 |
| Greensboro - Winston-Salem - High Point, N.C. | 291,387 | 48 |
| Fresno, Cal. | 284,200 | 49 |
| Rochester, N.Y. | 268,596 | 50 |
| **Total Top 50** | **34,596,846** | |
| Birmingham, Ala. | 265,347 | 51 |
| Denver, Colo. | 262,694 | 52 |
| Richmond - Petersburg, Va. | 261,697 | 53 |
| Orlando, Fla. | 259,709 | 54 |
| Nashville, Tenn. | 254,634 | 55 |
| Monmouth - Ocean, N.J. | 252,934 | 56 |
| Albany - Schenectady - Troy, N.Y. | 251,632 | 57 |
| Oxnard - Ventura, Cal. | 225,416 | 58 |
| Raleigh - Durham, N.C. | 224,605 | 59 |
| Dayton - Springfield, Ohio | 223,568 | 60 |
| San Antonio, Tex. | 222,875 | 61 |
| Scranton - Wilkes-Barre, Pa. | 221,406 | 62 |
| Portland, Ore. | 220,611 | 63 |
| Bakersfield, Cal. | 215,699 | 64 |
| Modesto, Cal. | 211,561 | 65 |
| Tucson, Ariz. | 210,704 | 66 |
| Gary - Hammond, Ind. | 208,411 | 67 |
| Middlesex - Somerset - Hunterdon, N.J. | 207,479 | 68 |
| Stockton, Cal. | 204,189 | 69 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | 202,697 | 70 |
| Greenville - Spartanburg, S.C. | 201,948 | 71 |
| Oklahoma City, Okla. | 196,349 | 72 |
| Santa Rosa - Petaluma, Cal. | 193,772 | 73 |
| Worcester - Fitchburg - Leominster, Mass. | 193,689 | 74 |
| Syracuse, N.Y. | 191,962 | 75 |
| Wilmington, Del. | 186,725 | 76 |
| Las Vegas, Nev. | 185,522 | 77 |
| New Haven - Waterbury - Meriden, Conn. | 185,195 | 78 |
| Lake County, Ill. | 181,003 | 79 |
| Allentown - Bethlehem - Easton, Pa. | 178,780 | 80 |
| Vallejo - Fairfield - Napa, Cal. | 174,796 | 81 |
| Knoxville, Tenn. | 165,287 | 82 |
| Mobile, Ala. | 164,163 | 83 |
| Austin, Tex. | 161,089 | 84 |
| Terre Haute, Ind. | 159,012 | 85 |
| Toledo, Ohio | 157,923 | 86 |
| Springfield, Mass. | 157,043 | 87 |
| Tacoma, Wash. | 156,877 | 88 |
| Youngstown - Warren, Ohio | 152,484 | 89 |
| Baton Rouge, La. | 151,715 | 90 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 149,190 | 91 |
| Omaha, Neb. | 147,576 | 92 |
| New Bedford - Fall River - Attleboro, Mass. | 144,581 | 93 |
| Daytona Beach, Fla. | 143,291 | 94 |
| Harrisburg - Lebanon - Carlisle, Pa. | 141,858 | 95 |
| Albuquerque, N.M. | 140,560 | 96 |
| Tulsa, Okla. | 133,866 | 97 |
| Akron, Ohio | 133,816 | 98 |
| Jersey City, N.J. | 131,980 | 99 |
| Sarasota, Fla. | 130,146 | 100 |
| **Total Top 100** | **44,096,912** | |
| Salinas - Seaside - Monterey, Cal. | 129,995 | 101 |
| Grand Rapids, Mich. | 128,769 | 102 |
| Lakeland - Winter Haven, Fla. | 127,127 | 103 |
| Augusta, Ga. | 125,704 | 104 |
| Salt Lake City - Ogden, Utah | 125,631 | 105 |
| Columbia, S.C. | 125,602 | 106 |
| Flint, Mich. | 124,906 | 107 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 121,917 | 108 |
| Visalia - Tulare - Porterville, Cal. | 121,804 | 109 |
| Reno, Nev. | 119,111 | 110 |
| Fort Wayne, Ind. | 116,926 | 111 |
| Charleston, S.C. | 116,636 | 112 |
| Shreveport, La. | 114,359 | 113 |
| Aurora - Elgin, Ill. | 113,110 | 114 |
| Joliet, Ill. | 112,593 | 115 |
| Fort Myers - Cape Coral, Fla. | 111,151 | 116 |
| Lexington-Fayette, Ky. | 108,923 | 117 |
| Utica - Rome, N.Y. | 107,996 | 118 |
| Johnson City - Kingsport - Bristol, Tenn. | 107,747 | 119 |
| Santa Cruz, Cal. | 106,599 | 120 |
| Lancaster, Pa. | 102,871 | 121 |
| Des Moines, Iowa | 102,583 | 122 |
| Jackson, Miss. | 98,913 | 123 |
| Spokane, Wash. | 97,693 | 124 |
| Fort Pierce, Fla. | 97,030 | 125 |
| Saginaw - Bay City - Midland, Mich. | 96,324 | 126 |
| Manchester - Nashua, N.H. | 95,731 | 127 |
| Chattanooga, Tenn. | 94,497 | 128 |
| Little Rock - North Little Rock, Ark. | 94,471 | 129 |
| Atlantic City, N.J. | 92,807 | 130 |
| Peoria, Ill. | 92,372 | 131 |
| Pensacola, Fla. | 90,929 | 132 |
| Binghamton, N.Y. | 89,198 | 133 |
| Beaumont - Port Arthur, Tex. | 88,008 | 134 |
| Portsmouth - Dover - Rochester, N.H. | 87,984 | 135 |
| Redding, Cal. | 86,552 | 136 |
| Madison, Wisc. | 86,529 | 137 |
| Chico, Cal. | 86,520 | 138 |
| St. Cloud, Minn. | 86,326 | 139 |
| El Paso, Tex. | 85,303 | 140 |
| Trenton, N.J. | 84,114 | 141 |
| Huntington - Ashland, W.Va.-Ky. | 84,073 | 142 |
| Lansing - East Lansing, Mich. | 83,997 | 143 |
| Melbourne - Titusville - Palm Bay, Fla. | 83,387 | 144 |
| Lorain - Elyria, Ohio | 83,099 | 145 |
| Erie, Pa. | 83,004 | 146 |
| Salem, Ore. | 82,294 | 147 |
| South Bend - Mishawaka, Ind. | 81,056 | 148 |
| Charleston, W.Va. | 80,995 | 149 |
| York, Pa. | 80,153 | 150 |
| **Total Top 150** | **49,142,331** | |
| Macon - Warner Robins, Ga. | 80,099 | 151 |
| Evansville, Ind. | 79,236 | 152 |
| Portland, Me. | 79,051 | 153 |
| Canton, Ohio | 78,870 | 154 |
| Wichita, Kans. | 76,315 | 155 |
| Savannah, Ga. | 76,164 | 156 |
| Reading, Pa. | 73,916 | 157 |
| Niagara Falls, N.Y. | 73,839 | 158 |
| Ocala, Fla. | 73,630 | 159 |
| Ann Arbor, Mich. | 73,458 | 160 |
| Poughkeepsie, N.Y. | 73,189 | 161 |
| Roanoke, Va. | 72,888 | 162 |
| Eugene - Springfield, Ore. | 72,516 | 163 |
| Orange County, N.Y. | 70,820 | 164 |
| Rockford, Ill. | 69,877 | 165 |
| Johnstown, Pa. | 69,376 | 166 |
| Montgomery, Ala. | 69,030 | 167 |
| Hickory - Morganton, N.C. | 66,743 | 168 |
| Vancouver, Wash. | 65,506 | 169 |
| Bremerton, Wash. | 65,367 | 170 |
| Bradenton, Fla. | 65,220 | 171 |
| Naples, Fla. | 64,526 | 172 |
| Richland - Kennewick - Pasco, Wash. | 63,887 | 173 |
| Springfield, Ill. | 63,540 | 174 |
| Merced, Cal. | 63,359 | 175 |
| Columbus, Ga. | 61,821 | 176 |
| Hamilton - Middletown, Ohio | 61,610 | 177 |
| Houma - Thibodaux, La. | 60,050 | 178 |
| Kalamazoo, Mich. | 58,875 | 179 |
| Colorado Springs, Colo. | 58,314 | 180 |
| Lafayette, La. | 58,168 | 181 |
| Appleton - Oshkosh - Neenah, Wisc. | 57,841 | 182 |
| Duluth, Minn. | 55,356 | 183 |
| Longview - Marshall, Tex. | 53,504 | 184 |
| Topeka, Kans. | 53,115 | 185 |
| Tallahassee, Fla. | 52,882 | 186 |
| Sioux Falls, S.D. | 52,454 | 187 |
| Cedar Rapids, Iowa | 51,381 | 188 |
| Yakima, Wash. | 51,138 | 189 |
| Monroe, La. | 50,531 | 190 |
| Lake Charles, La. | 50,011 | 191 |
| Corpus Christi, Tex. | 49,947 | 192 |
| Elkhart - Goshen, Ind. | 49,854 | 193 |
| Fayetteville, N.C. | 49,604 | 194 |
| Biloxi - Gulfport, Miss. | 49,501 | 195 |
| Lynchburg, Va. | 49,349 | 196 |
| Olympia, Wash. | 48,906 | 197 |
| Asheville, N.C. | 47,853 | 198 |
| New London - Norwich, Conn. | 47,604 | 199 |
| Tuscaloosa, Ala. | 47,278 | 200 |
| **Total Top 200** | **52,249,700** | |
| Muskegon, Mich. | 45,879 | 201 |
| Benton Harbor, Mich. | 45,677 | 202 |
| Lincoln, Neb. | 45,567 | 203 |
| Racine, Wisc. | 45,492 | 204 |
| Anchorage, Alas. | 44,972 | 205 |
| Boulder - Longmont, Colo. | 44,891 | 206 |
| Provo - Orem, Utah | 44,750 | 207 |
| Anderson, S.C. | 44,231 | 208 |
| Beaver County, Pa. | 43,383 | 209 |
| Fort Walton Beach, Fla. | 43,346 | 210 |
| Decatur, Ill. | 42,800 | 211 |
| Bellingham, Wash. | 42,797 | 212 |
| Huntsville, Ala. | 42,556 | 213 |
| Athens, Ga. | 42,306 | 214 |
| Bloomington - Normal, Ill. | 42,009 | 215 |
| Champaign - Urbana - Rantoul, Ill. | 41,895 | 216 |
| Wilmington, N.C. | 41,757 | 217 |
| Wheeling, W.Va. | 41,384 | 218 |
| Gainesville, Fla. | 41,206 | 219 |
| Galveston - Texas City, Tex. | 40,936 | 220 |
| Lima, Ohio | 40,773 | 221 |
| Battle Creek, Mich. | 39,721 | 222 |
| Hagerstown, Md. | 39,517 | 223 |
| Vineland - Millville - Bridgeton, N.J. | 39,356 | 224 |
| Glens Falls, N.Y. | 39,026 | 225 |
| Amarillo, Tex. | 38,969 | 226 |
| Pittsfield, Mass. | 38,443 | 227 |
| Panama City, Fla. | 38,342 | 228 |
| Altoona, Pa. | 38,281 | 229 |
| Janesville - Beloit, Wisc. | 37,995 | 230 |
| Bangor, Me. | 37,956 | 231 |
| Jackson, Mich. | 37,388 | 232 |
| Waterloo - Cedar Falls, Iowa | 37,113 | 233 |
| Charlottesville, Va. | 37,038 | 234 |
| McAllen - Edinburg - Mission, Tex. | 36,720 | 235 |
| Burlington, N.C. | 36,676 | 236 |
| Danville, Va. | 36,559 | 237 |
| Parkersburg - Marietta, W.Va.-Ohio | 36,374 | 238 |
| Brazoria, Tex. | 35,806 | 239 |
| Boise, Ida. | 35,752 | 240 |
| Sherman - Denison, Tex. | 35,331 | 241 |
| Lafayette - West Lafayette, Ind. | 35,299 | 242 |
| Tyler, Tex. | 35,157 | 243 |
| Alexandria, La. | 35,142 | 244 |
| Killeen - Temple, Tex. | 34,977 | 245 |
| Waco, Tex. | 34,396 | 246 |
| Jamestown - Dunkirk, N.Y. | 34,060 | 247 |
| Anderson, Ind. | 33,938 | 248 |
| Yuba City, Cal. | 33,587 | 249 |
| Williamsport, Pa. | 33,036 | 250 |
| **Total Top 250** | **54,220,262** | |
| Steubenville - Weirton, Ohio-W.Va. | 32,954 | 251 |
| Muncie, Ind. | 32,816 | 252 |
| Lubbock, Tex. | 32,732 | 253 |
| Kankakee, Ill. | 32,426 | 254 |
| Wichita Falls, Tex. | 32,280 | 255 |
| Fort Smith, Ark. | 32,232 | 256 |
| Elmira, N.Y. | 32,165 | 257 |
| Cumberland, Md. | 31,808 | 258 |
| Yuma, Ariz. | 30,988 | 259 |
| Burlington, Vt. | 30,632 | 260 |
| Brownsville - Harlingen, Tex. | 30,586 | 261 |
| Fargo - Moorhead, N.D.-Minn. | 30,010 | 262 |
| Sharon, Pa. | 29,963 | 263 |
| Springfield, Mo. | 29,566 | 264 |
| Owensboro, Ky. | 29,536 | 265 |
| Pascagoula, Miss. | 29,470 | 266 |
| Medford, Ore. | 29,411 | 267 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 29,394 | 268 |
| Fort Collins - Loveland, Colo. | 29,208 | 269 |
| Kokomo, Ind. | 29,117 | 270 |
| Anniston, Ala. | 28,893 | 271 |
| Midland, Tex. | 28,085 | 272 |
| State College, Pa. | 27,632 | 273 |
| Florence, S.C. | 26,960 | 274 |
| Dubuque, Iowa | 26,487 | 275 |
| Santa Fe, N.M. | 26,419 | 276 |
| Gadsden, Ala. | 26,345 | 277 |
| Green Bay, Wisc. | 26,240 | 278 |
| Sioux City, Iowa | 26,074 | 279 |
| Dothan, Ala. | 25,461 | 280 |
| Iowa City, Iowa | 25,414 | 281 |
| Odessa, Tex. | 24,395 | 282 |
| Bloomington, Ind. | 24,066 | 283 |
| Lewiston - Auburn, Me. | 24,045 | 284 |
| Florence, Ala. | 24,040 | 285 |
| Abilene, Tex. | 23,988 | 286 |
| Albany, Ga. | 23,341 | 287 |
| Pine Bluff, Ark. | 23,203 | 288 |
| Sheboygan, Wisc. | 23,032 | 289 |
| Decatur, Ala. | 23,014 | 290 |
| Bismarck, N.D. | 22,272 | 291 |
| Eau Claire, Wisc. | 22,003 | 292 |
| Mansfield, Ohio | 21,213 | 293 |
| Texarkana, Tex.-Ark. | 20,776 | 294 |
| Pueblo, Colo. | 20,626 | 295 |
| Kenosha, Wisc. | 19,484 | 296 |
| Jacksonville, N.C. | 19,392 | 297 |
| La Crosse, Wisc. | 19,219 | 298 |
| Jackson, Tenn. | 19,074 | 299 |
| Billings, Mont. | 18,982 | 300 |
| Rapid City, S.D. | 18,412 | 301 |
| Rochester, Minn. | 18,302 | 302 |
| Joplin, Mo. | 17,617 | 303 |
| Great Falls, Mont. | 16,433 | 304 |
| Las Cruces, N.M. | 16,378 | 305 |
| Enid, Okla. | 15,266 | 306 |
| Bryan - College Station, Tex. | 14,757 | 307 |
| Greeley, Colo. | 14,520 | 308 |
| Lawton, Okla. | 14,095 | 309 |
| San Angelo, Tex. | 13,930 | 310 |
| Victoria, Tex. | 13,667 | 311 |
| Columbia, Mo. | 13,038 | 312 |
| St. Joseph, Mo. | 12,723 | 313 |
| Fayetteville - Springdale, Ark. | 12,256 | 314 |
| Laredo, Tex. | 11,583 | 315 |
| Wausau, Wisc. | 11,006 | 316 |
| Grand Forks, N.D. | 10,653 | 317 |
| Lawrence, Kans. | 9,481 | 318 |
| Casper, Wyo. | 6,771 | 319 |
| Cheyenne, Wyo. | 4,807 | 320 |
| **Total Above Areas** | **55,813,426** | |
| **Percent of U.S.** | **81.3286** | |
| **U.S. Total** | **68,627,062** | |

# SECTION 10

## Retail Sales By Store Group For Metropolitan Markets And All Counties

### 1990 Estimates
### 1987 Census of Retail Trade

Total Retail Sales
Food Stores
Supermarkets
Eating And Drinking Places
General Merchandise Stores
Department Stores
Apparel And Accessories Stores
Furniture/Home Furnishings/Appliance Stores
Furniture And Home Furnishings Stores
Automotive Dealers
Gasoline Service Stations
Building Materials And Hardware Dealers
Drug Stores

EXPLANATION OF TERMS

An explanation of terms used in the **Survey of Buying Power Demographics USA 1991** will be found in the Introductory Section starting on page A-5. A detailed listing of the outlets that make up each Store Group, and definitions of the Merchandise Line Sales categories, will be found on pages A-9 and A-10.

**SYMBOLS USED IN TABLES**

☐ Metropolitan county of another state's metropolitan area. For area name, see page facing state map in Section 1.

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| New Jersey | 10–81 |
| New Mexico | 10–83 |
| New York | 10–84 |
| North Carolina | 10–88 |
| North Dakota | 10–93 |
| Ohio | 10–95 |
| Oklahoma | 10–100 |
| Oregon | 10–103 |
| Pennsylvania | 10–104 |
| Rhode Island | 10–108 |
| South Carolina | 10–109 |
| South Dakota | 10–111 |
| Tennessee | 10–114 |
| Texas | 10–118 |
| Utah | 10–129 |
| Vermont | 10–130 |
| Virginia | 10–131 |
| Washington | 10–137 |
| West Virginia | 10–139 |
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# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1990
U.S. CENSUS: 1987

| METRO AREA<br>County | Year |  | Food Stores |  | Eating & Drinking Places | General Merchandise Stores |  | Apparel & Accessories Stores | Furniture/Home Furnishings/Appliance Stores |  | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **ALABAMA** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **ANNISTON** | 1990 | 751,821 | 99,091 | 96,292 | 72,927 | 107,026 | 95,834 | 36,093 | 26,134 | 17,985 | 210,127 | 74,785 | 37,681 | 28,893 |
|  | 1987 | 645,449 | 106,431 | 103,425 | 61,156 | 86,683 | 77,619 | 32,301 | 21,442 | 14,757 | 178,212 | 56,236 | 35,487 | 22,794 |
| Calhoun | 1990 | 751,821 | 99,091 | 96,292 | 72,927 | 107,026 | 95,834 | 36,093 | 26,134 | 17,985 | 210,127 | 74,785 | 37,681 | 28,893 |
|  | 1987 | 645,449 | 106,431 | 103,425 | 61,156 | 86,683 | 77,619 | 32,301 | 21,442 | 14,757 | 178,212 | 56,236 | 35,487 | 22,794 |
| **BIRMINGHAM** | 1990 | 6,764,710 | 1,123,429 | 1,087,199 | 586,523 | 868,491 | 678,574 | 485,902 | 257,415 | 158,098 | 1,882,497 | 437,949 | 293,739 | 265,347 |
|  | 1987 | 5,759,520 | 1,101,073 | 1,065,587 | 500,220 | 688,782 | 537,000 | 386,684 | 255,205 | 156,298 | 1,561,487 | 374,380 | 288,136 | 198,086 |
| Blount | 1990 | 141,633 | 30,473 | 28,700 | 6,746 | 9,799 | 6,465 | 6,230 | 2,001 | 1,698 | 45,463 | 15,904 | 8,781 | 5,454 |
|  | 1987 | 117,768 | 28,334 | 26,685 | 6,010 | 8,578 | 5,660 | 4,712 | 1,582 | 1,343 | 36,523 | 10,858 | 7,498 | 4,023 |
| Jefferson | 1990 | 5,587,052 | 875,916 | 848,240 | 510,042 | 778,388 | 611,566 | 445,254 | 223,354 | 135,369 | 1,565,911 | 322,328 | 171,651 | 216,342 |
|  | 1987 | 4,791,491 | 865,152 | 837,816 | 437,380 | 617,139 | 484,876 | 353,196 | 229,065 | 138,831 | 1,303,090 | 293,315 | 188,989 | 161,945 |
| St. Clair | 1990 | 181,669 | 34,086 | 32,5[illegible] | 13,939 | 4,250 |  | 2,234 | 1,737 | 1,373 | 73,708 | 18,467 | 14,638 | 7,727 |
|  | 1987 | 150,026 | 33,671 | 32,175 | 10,889 | 4,709 |  | 1,970 | 1,530 | 1,210 | 57,292 | 14,923 | 11,198 | 5,537 |
| Shelby | 1990 | 386,065 | 83,536 | 81,161 | 29,898 | 35,762 | 28,387 | 5,567 | 12,532 | 8,879 | 68,277 | 42,666 | 67,863 | 14,044 |
|  | 1987 | 306,691 | 81,291 | 78,980 | 23,273 | 25,514 | 20,253 | 5,138 | 9,358 | 6,631 | 52,832 | 28,132 | 54,019 | 9,913 |
| Walker | 1990 | 468,291 | 99,418 | 96,526 | 25,898 | 40,292 | 32,156 | 26,617 | 17,791 | 10,779 | 129,138 | 38,584 | 30,806 | 21,780 |
|  | 1987 | 393,544 | 92,625 | 89,931 | 22,668 | 32,842 | 26,211 | 21,668 | 13,670 | 8,283 | 111,750 | 27,152 | 26,432 | 16,668 |
| **DECATUR** | 1990 | 757,069 | 113,096 | 109,865 | 62,093 | 87,910 | 81,590 | 37,229 | 42,983 | 28,558 | 246,068 | 34,858 | 39,904 | 23,014 |
|  | 1987 | 634,132 | 114,328 | 111,062 | 51,271 | 71,108 | 65,997 | 30,573 | 32,574 | 21,643 | 197,327 | 32,997 | 35,808 | 18,137 |
| Morgan | 1990 | 757,069 | 113,096 | 109,865 | 62,093 | 87,910 | 81,590 | 37,229 | 42,983 | 28,558 | 246,068 | 34,858 | 39,904 | 23,014 |
|  | 1987 | 634,132 | 114,328 | 111,062 | 51,271 | 71,108 | 65,997 | 30,573 | 32,574 | 21,643 | 197,327 | 32,997 | 35,808 | 18,137 |
| **DOTHAN** | 1990 | 1,045,272 | 177,969 | 171,871 | 99,364 | 156,200 | 137,309 | 55,851 | 60,784 | 35,654 | 273,040 | 45,220 | 66,061 | 25,461 |
|  | 1987 | 869,163 | 164,690 | 159,054 | 80,753 | 125,163 | 110,004 | 43,503 | 46,124 | 27,021 | 227,771 | 42,570 | 56,978 | 20,024 |
| Dale | 1990 | 180,108 | 43,777 | 41,926 | 33,019 | 17,418 | 13,977 | 4,829 | 2,762 | 1,115 | 35,044 | 8,187 | 12,236 | 6,609 |
|  | 1987 | 151,919 | 39,902 | 38,215 | 25,260 | 14,229 | 11,419 | 3,808 | 2,282 | 922 | 28,070 | 11,429 | 10,416 | 5,027 |
| Houston | 1990 | 865,164 | 134,192 | 129,945 | 66,345 | 138,782 | 123,332 | 51,022 | 58,022 | 34,539 | 237,996 | 37,033 | 53,825 | 18,852 |
|  | 1987 | 717,244 | 124,788 | 120,839 | 55,493 | 110,934 | 98,585 | 39,695 | 43,842 | 26,099 | 199,701 | 31,141 | 46,562 | 14,997 |
| **FLORENCE** | 1990 | 898,520 | 185,789 | 178,395 | 71,592 | 153,527 | 136,375 | 38,044 | 36,773 | 18,915 | 213,672 | 38,857 | 59,962 | 24,040 |
|  | 1987 | 751,884 | 167,876 | 161,131 | 60,727 | 121,365 | 107,684 | 32,817 | 27,984 | 14,398 | 179,729 | 37,907 | 49,889 | 18,003 |
| Colbert | 1990 | 345,507 | 86,505 | 83,599 | 33,020 | 43,030 | 40,411 | 7,781 | 8,578 | 3,315 | 81,105 | 18,997 | 39,309 | 7,190 |
|  | 1987 | 289,688 | 72,668 | 70,227 | 27,826 | 32,263 | 30,300 | 7,428 | 6,512 | 2,517 | 69,732 | 17,699 | 32,245 | 5,852 |
| Lauderdale | 1990 | 553,013 | 99,284 | 94,796 | 38,572 | 110,497 | 95,964 | 30,263 | 28,195 | 15,600 | 132,567 | 19,860 | 20,653 | 16,850 |
|  | 1987 | 462,196 | 95,208 | 90,904 | 32,901 | 89,102 | 77,384 | 25,389 | 21,472 | 11,881 | 109,997 | 20,208 | 17,644 | 12,151 |
| **GADSDEN** | 1990 | 652,827 | 132,098 | 128,556 | 51,400 | 88,599 | 83,559 | 34,359 | 37,561 | 18,585 | 156,974 | 46,923 | 29,748 | 26,345 |
|  | 1987 | 566,317 | 130,205 | 126,714 | 46,353 | 74,685 | 70,437 | 29,503 | 28,675 | 14,189 | 132,673 | 36,334 | 28,712 | 20,255 |
| Etowah | 1990 | 652,827 | 132,098 | 128,556 | 51,400 | 88,599 | 83,559 | 34,359 | 37,561 | 18,585 | 156,974 | 46,923 | 29,748 | 26,345 |
|  | 1987 | 566,317 | 130,205 | 126,714 | 46,353 | 74,685 | 70,437 | 29,503 | 28,675 | 14,189 | 132,673 | 36,334 | 28,712 | 20,255 |
| **HUNTSVILLE** | 1990 | 1,935,343 | 324,629 | 316,642 | 188,452 | 301,400 | 237,081 | 138,710 | 116,289 | 57,021 | 471,070 | 100,503 | 90,462 | 42,556 |
|  | 1987 | 1,586,683 | 296,200 | 288,913 | 159,127 | 232,083 | 182,557 | 101,369 | 88,239 | 43,268 | 393,775 | 82,612 | 79,105 | 34,363 |
| Madison | 1990 | 1,935,343 | 324,629 | 316,642 | 188,452 | 301,400 | 237,081 | 138,710 | 116,289 | 57,021 | 471,070 | 100,503 | 90,462 | 42,556 |
|  | 1987 | 1,586,683 | 296,200 | 288,913 | 159,127 | 232,083 | 182,557 | 101,369 | 88,239 | 43,268 | 393,775 | 82,612 | 79,105 | 34,363 |
| **MOBILE** | 1990 | 3,290,987 | 634,204 | 611,645 | 300,902 | 417,590 | 338,441 | 153,529 | 138,928 | 89,266 | 755,313 | 275,316 | 158,696 | 164,163 |
|  | 1987 | 2,793,798 | 606,097 | 584,514 | 259,388 | 349,336 | 283,126 | 118,777 | 107,435 | 69,005 | 651,068 | 225,948 | 147,126 | 120,832 |
| Baldwin | 1990 | 622,225 | 135,863 | 132,724 | 65,240 | 73,277 | 59,375 | 12,103 | 18,364 | 14,419 | 117,714 | 65,517 | 39,792 | 32,739 |
|  | 1987 | 510,331 | 128,336 | 125,371 | 52,609 | 55,384 | 44,877 | 11,194 | 14,037 | 11,022 | 96,471 | 51,146 | 33,683 | 23,723 |
| Mobile | 1990 | 2,668,762 | 498,341 | 478,921 | 235,662 | 344,313 | 279,066 | 141,426 | 120,564 | 74,847 | 637,599 | 209,799 | 118,904 | 131,424 |
|  | 1987 | 2,283,467 | 477,761 | 459,143 | 206,779 | 293,952 | 238,249 | 107,583 | 93,398 | 57,983 | 554,597 | 174,802 | 113,443 | 97,109 |
| **MONTGOMERY** | 1990 | 2,180,197 | 320,271 | 309,700 | 200,670 | 313,841 | 263,137 | 114,610 | 100,591 | 58,836 | 591,390 | 185,197 | 109,863 | 69,030 |
|  | 1987 | 1,827,295 | 312,298 | 301,996 | 168,116 | 248,561 | 207,579 | 88,851 | 86,527 | 50,125 | 488,040 | 152,503 | 103,948 | 54,841 |
| Autauga | 1990 | 213,465 | 44,863 | 43,525 | 16,570 | 30,809 | 29,491 | 3,174 | 6,221 | 5,753 | 63,247 | 19,429 | 12,922 | 7,506 |
|  | 1987 | 171,886 | 40,080 | 38,885 | 13,583 | 21,200 | 20,294 | 3,581 | 4,728 | 4,373 | 50,523 | 16,132 | 10,484 | 5,161 |
| Elmore | 1990 | 179,075 | 58,288 | 56,157 | 12,036 | 8,147 |  | 3,998 | 5,935 | 5,713 | 40,909 | 14,680 | 8,336 | 11,895 |
|  | 1987 | 147,258 | 52,717 | 50,790 | 9,386 | 7,021 |  | 3,455 | 4,534 | 4,365 | 30,237 | 12,262 | 7,480 | 8,939 |
| Montgomery | 1990 | 1,787,657 | 217,120 | 210,018 | 172,064 | 274,885 | 233,646 | 107,438 | 88,435 | 47,370 | 487,234 | 151,088 | 88,605 | 49,629 |
|  | 1987 | 1,508,151 | 219,501 | 212,321 | 145,147 | 220,340 | 187,285 | 81,815 | 77,265 | 41,387 | 407,280 | 124,109 | 85,984 | 40,741 |
| **TUSCALOOSA** | 1990 | 1,062,508 | 174,683 | 167,638 | 94,197 | 150,730 | 128,150 | 58,719 | 50,777 | 30,700 | 245,054 | 92,159 | 69,154 | 47,278 |
|  | 1987 | 881,858 | 170,496 | 163,620 | 77,716 | 118,629 | 100,859 | 46,266 | 43,547 | 26,330 | 196,210 | 71,017 | 69,459 | 32,183 |
| Tuscaloosa | 1990 | 1,062,508 | 174,683 | 167,638 | 94,197 | 150,730 | 128,150 | 58,719 | 50,777 | 30,700 | 245,054 | 92,159 | 69,154 | 47,278 |
|  | 1987 | 881,858 | 170,496 | 163,620 | 77,716 | 118,629 | 100,859 | 46,266 | 43,547 | 26,330 | 196,210 | 71,017 | 69,459 | 32,183 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1990
U.S. CENSUS: 1987

**ALABAMA (continued)**

**ALL COUNTIES**

| METRO AREA County | Year | Total Retail Sales ($000) | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| Autauga | 1990 | 213,465 | 44,863 | 43,525 | 16,570 | 30,809 | 29,491 | 3,174 | 6,221 | 5,753 | 63,247 | 19,429 | 12,922 | 7,506 |
| | 1987 | 171,886 | 40,080 | 38,885 | 13,583 | 21,200 | 20,294 | 3,581 | 4,728 | 4,373 | 50,523 | 16,132 | 10,484 | 5,161 |
| Baldwin | 1990 | 622,225 | 135,863 | 132,724 | 65,240 | 73,277 | 59,375 | 12,103 | 18,364 | 14,419 | 117,714 | 65,517 | 39,792 | 32,739 |
| | 1987 | 510,331 | 128,336 | 125,371 | 52,609 | 55,384 | 44,877 | 11,194 | 14,037 | 11,022 | 96,471 | 51,146 | 33,683 | 23,723 |
| Barbour | 1990 | 122,804 | 40,922 | 37,838 | 10,515 | 8,363 | 6,620 | 4,645 | 2,448 | 2,193 | 34,023 | 3,575 | 2,248 | 7,098 |
| | 1987 | 103,658 | 36,163 | 33,438 | 9,412 | 6,713 | 5,314 | 4,041 | 1,881 | 1,686 | 25,975 | 3,942 | 1,924 | 5,149 |
| Bibb | 1990 | 55,549 | 15,859 | 13,789 | 3,039 | 6,730 | 6,024 | 627 | 1,219 | 1,219 | 11,195 | 10,089 | 3,489 | 1,342 |
| | 1987 | 47,228 | 15,313 | 13,314 | 2,564 | 5,605 | 5,018 | 1,123 | 932 | 932 | 9,281 | 6,803 | 2,700 | 1,350 |
| Blount | 1990 | 141,633 | 30,473 | 28,700 | 6,746 | 9,799 | 6,465 | 6,230 | 2,001 | 1,698 | 45,463 | 15,904 | 8,781 | 5,454 |
| | 1987 | 117,768 | 28,334 | 26,685 | 6,010 | 8,578 | 5,660 | 4,712 | 1,582 | 1,343 | 36,523 | 10,858 | 7,498 | 4,023 |
| Bullock | 1990 | 34,960 | 9,439 | 8,741 | 2,957 | 3,039 | | 1,733 | 1,087 | 1,022 | 1,725 | 6,760 | 2,069 | 2,708 |
| | 1987 | 31,180 | 9,371 | 8,678 | 2,520 | 2,228 | | 1,712 | 1,219 | 1,147 | 1,588 | 5,168 | 1,937 | 1,982 |
| Butler | 1990 | 96,147 | 26,197 | 22,762 | 8,630 | 5,727 | | 4,670 | 2,573 | 1,883 | 18,260 | 6,903 | 5,843 | 6,324 |
| | 1987 | 85,398 | 24,364 | 21,169 | 7,917 | 5,225 | | 4,009 | 2,123 | 1,554 | 15,886 | 6,866 | 5,507 | 4,938 |
| Calhoun | 1990 | 751,821 | 99,091 | 96,292 | 72,927 | 107,026 | 95,834 | 36,093 | 26,134 | 17,985 | 210,127 | 74,785 | 37,681 | 28,893 |
| | 1987 | 645,449 | 106,431 | 103,425 | 61,156 | 86,683 | 77,619 | 32,301 | 21,442 | 14,757 | 178,212 | 56,236 | 35,487 | 22,794 |
| Chambers | 1990 | 150,682 | 39,635 | 35,108 | 9,502 | 6,170 | | 1,860 | 11,370 | 9,535 | 34,301 | 24,712 | 8,935 | 6,335 |
| | 1987 | 131,084 | 37,386 | 33,116 | 8,577 | 5,321 | | 1,884 | 8,633 | 7,241 | 30,759 | 19,029 | 7,281 | 5,206 |
| Cherokee | 1990 | 64,908 | 11,016 | 10,066 | 4,053 | 7,780 | 6,189 | 1,563 | 1,525 | 962 | 16,556 | 8,697 | 1,891 | 5,712 |
| | 1987 | 54,193 | 10,726 | 9,801 | 3,439 | 5,583 | 4,442 | 1,642 | 1,167 | 737 | 13,704 | 6,453 | 2,039 | 3,899 |
| Chilton | 1990 | 157,778 | 42,813 | 39,912 | 8,578 | 19,041 | 15,470 | 1,692 | 6,580 | 4,645 | 46,440 | 9,895 | 11,608 | 4,535 |
| | 1987 | 133,061 | 38,271 | 35,678 | 7,072 | 14,412 | 11,710 | 2,236 | 5,011 | 3,553 | 37,682 | 7,810 | 9,271 | 3,991 |
| Choctaw | 1990 | 61,795 | 21,234 | 19,560 | 3,308 | 3,866 | | 1,959 | 1,515 | 1,430 | 4,443 | 5,835 | 7,019 | 3,649 |
| | 1987 | 52,244 | 19,860 | 18,294 | 3,858 | 3,023 | | 1,488 | 1,153 | 1,089 | 4,017 | 4,003 | 5,510 | 2,500 |
| Clarke | 1990 | 143,816 | 42,712 | 39,778 | 7,544 | 6,940 | | 7,027 | 6,502 | 5,359 | 30,176 | 8,880 | 11,582 | 10,962 |
| | 1987 | 127,934 | 41,074 | 38,253 | 7,004 | 7,174 | | 5,404 | 4,952 | 4,082 | 26,287 | 8,562 | 10,539 | 8,363 |
| Clay | 1990 | 48,828 | 15,283 | 13,718 | 1,762 | 1,285 | | 360 | 265 | 58 | 14,585 | 5,657 | 4,131 | 2,212 |
| | 1987 | 42,869 | 13,976 | 12,545 | 1,731 | 1,412 | | 318 | 472 | 105 | 11,928 | 3,938 | 4,559 | 1,512 |
| Cleburne | 1990 | 47,122 | 6,392 | 5,488 | 904 | 2,760 | | 1,017 | 21 | | 23,169 | 8,587 | 152 | 1,715 |
| | 1987 | 37,905 | 6,694 | 5,747 | 1,191 | 2,625 | | 762 | 26 | | 17,100 | 6,128 | 219 | 1,374 |
| Coffee | 1990 | 284,146 | 61,075 | 55,313 | 17,191 | 28,365 | 23,765 | 15,298 | 18,800 | 14,361 | 91,226 | 10,501 | 16,351 | 9,288 |
| | 1987 | 245,424 | 56,191 | 50,890 | 14,865 | 23,411 | 19,615 | 12,328 | 14,293 | 10,919 | 78,029 | 9,542 | 14,704 | 7,134 |
| Colbert | 1990 | 345,507 | 86,505 | 83,599 | 33,020 | 43,030 | 40,411 | 7,781 | 8,578 | 3,315 | 81,105 | 18,997 | 39,309 | 7,190 |
| | 1987 | 289,688 | 72,668 | 70,227 | 27,826 | 32,263 | 30,300 | 7,428 | 6,512 | 2,517 | 69,732 | 17,699 | 32,245 | 5,852 |
| Conecuh | 1990 | 41,224 | 13,155 | 11,766 | 3,836 | 1,971 | | 1,492 | 906 | 833 | 5,207 | 5,978 | 1,846 | 2,904 |
| | 1987 | 37,648 | 12,454 | 11,139 | 3,233 | 2,167 | | 1,186 | 788 | 725 | 4,420 | 6,227 | 1,709 | 2,283 |
| Coosa | 1990 | 12,503 | 4,790 | 4,063 | 326 | 370 | | 160 | 1,346 | 1,346 | 621 | 3,166 | 177 | 1,279 |
| | 1987 | 10,370 | 3,967 | 3,365 | 421 | 279 | | 150 | 1,006 | 1,006 | 622 | 2,697 | 137 | 894 |
| Covington | 1990 | 223,887 | 66,552 | 56,122 | 13,254 | 6,339 | | 12,554 | 14,023 | 12,524 | 36,862 | 21,168 | 18,804 | 15,870 |
| | 1987 | 187,578 | 59,997 | 50,594 | 11,056 | 5,511 | | 9,777 | 10,643 | 9,506 | 33,970 | 14,837 | 16,513 | 11,062 |
| Crenshaw | 1990 | 40,752 | 13,851 | 12,443 | 2,730 | 1,099 | | 700 | 1,054 | 1,054 | 8,596 | 6,278 | 567 | 2,216 |
| | 1987 | 35,502 | 12,828 | 11,524 | 2,166 | 1,128 | | 613 | 846 | 846 | 7,639 | 4,871 | 623 | 1,715 |
| Cullman | 1990 | 427,626 | 79,664 | 75,845 | 32,020 | 48,557 | 40,979 | 22,960 | 14,156 | 6,424 | 105,133 | 41,094 | 49,509 | 12,905 |
| | 1987 | 348,783 | 76,350 | 72,690 | 25,020 | 35,016 | 29,552 | 17,747 | 10,762 | 4,884 | 84,283 | 32,066 | 40,987 | 10,188 |
| Dale | 1990 | 180,108 | 43,777 | 41,926 | 33,019 | 17,418 | 13,977 | 4,829 | 2,762 | 1,115 | 35,044 | 8,187 | 12,236 | 6,609 |
| | 1987 | 151,919 | 39,902 | 38,215 | 25,260 | 14,229 | 11,419 | 3,808 | 2,282 | 922 | 28,070 | 11,429 | 10,416 | 5,027 |
| Dallas | 1990 | 265,543 | 65,850 | 61,822 | 13,724 | 38,946 | 34,860 | 9,087 | 8,220 | 4,787 | 60,836 | 22,337 | 12,004 | 12,801 |
| | 1987 | 235,779 | 61,686 | 57,913 | 13,481 | 32,918 | 29,465 | 8,831 | 6,414 | 3,736 | 52,838 | 19,493 | 11,621 | 10,023 |
| De Kalb | 1990 | 281,361 | 47,578 | 44,175 | 19,205 | 30,756 | 24,622 | 10,074 | 12,337 | 7,962 | 75,887 | 35,360 | 20,409 | 12,259 |
| | 1987 | 233,289 | 46,968 | 43,609 | 16,468 | 22,876 | 18,314 | 8,730 | 9,405 | 6,070 | 62,148 | 23,955 | 18,316 | 9,821 |
| Elmore | 1990 | 179,075 | 58,288 | 56,157 | 12,036 | 8,147 | | 3,998 | 5,935 | 5,713 | 40,909 | 14,680 | 8,336 | 11,895 |
| | 1987 | 147,258 | 52,717 | 50,790 | 9,386 | 7,021 | | 3,455 | 4,534 | 4,365 | 30,237 | 12,262 | 7,480 | 8,939 |
| Escambia | 1990 | 196,212 | 32,247 | 29,868 | 12,675 | 16,659 | 12,208 | 5,883 | 4,681 | 4,191 | 46,177 | 35,049 | 19,891 | 12,696 |
| | 1987 | 174,624 | 33,014 | 30,578 | 11,326 | 15,058 | 11,036 | 6,516 | 4,190 | 3,752 | 40,107 | 27,090 | 18,124 | 9,399 |
| Etowah | 1990 | 652,827 | 132,098 | 128,556 | 51,400 | 88,599 | 83,559 | 34,359 | 37,561 | 18,585 | 156,974 | 46,923 | 29,748 | 26,345 |
| | 1987 | 566,317 | 130,205 | 126,714 | 46,353 | 74,685 | 70,437 | 29,503 | 28,675 | 14,189 | 132,673 | 36,334 | 28,712 | 20,255 |
| Fayette | 1990 | 75,924 | 22,508 | 20,597 | 4,175 | 7,060 | | 2,891 | 3,512 | 3,177 | 15,832 | 3,641 | 2,988 | 4,946 |
| | 1987 | 68,365 | 22,229 | 20,342 | 3,748 | 6,143 | | 2,664 | 2,686 | 2,430 | 14,914 | 2,912 | 3,499 | 3,746 |
| Franklin | 1990 | 171,755 | 34,662 | 32,132 | 8,749 | 16,381 | 10,837 | 3,491 | 9,475 | 7,101 | 59,758 | 13,654 | 11,529 | 4,700 |
| | 1987 | 146,750 | 31,863 | 29,537 | 7,391 | 13,337 | 8,824 | 3,279 | 7,187 | 5,387 | 50,784 | 10,945 | 10,288 | 4,051 |
| Geneva | 1990 | 81,717 | 24,154 | 20,665 | 1,405 | 7,513 | | 1,736 | 1,789 | 1,221 | 22,740 | 7,651 | 4,002 | 5,274 |
| | 1987 | 71,918 | 23,817 | 20,377 | 1,272 | 6,392 | | 1,722 | 1,423 | 972 | 18,574 | 6,445 | 3,920 | 4,099 |
| Greene | 1990 | 24,554 | 6,627 | 6,153 | 1,992 | 2,351 | | 749 | 1,049 | 442 | 5,973 | 2,316 | | 1,014 |
| | 1987 | 23,662 | 7,300 | 6,778 | 1,846 | 2,123 | | 663 | 1,154 | 487 | 5,646 | 2,201 | | 968 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1990
U.S. CENSUS: 1987

| METRO AREA County | Year | Total Retail Sales ($000) | Food Stores Total ($000) | Food Stores Supermarkets ($000) | Eating & Drinking Places Total ($000) | General Merchandise Stores Total ($000) | General Merchandise Stores Department Stores ($000) | Apparel & Accessories Stores Total ($000) | Furniture/Home Furnishings/Appliance Stores Total ($000) | Furniture/Home Furnishings/Appliance Stores Furniture & Home Furn. ($000) | Automotive Dealers Total ($000) | Gasoline Service Stations Total ($000) | Bldg. Mtls. & Hardware Dealers Total ($000) | Drugstores Total ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ALABAMA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Hale | 1990 | 49,424 | 18,979 | 17,527 | 868 | 1,362 | | 494 | 2,862 | 1,216 | 15,112 | 2,566 | 307 | 2,755 |
| | 1987 | 41,721 | 16,734 | 15,454 | 886 | 1,260 | | 428 | 2,171 | 923 | 12,551 | 1,874 | 501 | 2,154 |
| Henry | 1990 | 52,397 | 19,408 | 16,869 | 3,492 | 1,527 | | 2,264 | 1,902 | 1,067 | 9,638 | 4,684 | 4,253 | 1,468 |
| | 1987 | 46,780 | 17,399 | 15,123 | 2,922 | 1,641 | | 1,598 | 1,669 | 937 | 7,852 | 3,295 | 6,384 | 1,040 |
| Houston | 1990 | 865,164 | 134,192 | 129,945 | 66,345 | 138,782 | 123,332 | 51,022 | 58,022 | 34,539 | 237,996 | 37,033 | 53,825 | 18,852 |
| | 1987 | 717,244 | 124,788 | 120,839 | 55,493 | 110,934 | 98,585 | 39,695 | 43,842 | 26,099 | 199,701 | 31,141 | 46,562 | 14,997 |
| Jackson | 1990 | 248,386 | 51,987 | 47,699 | 17,987 | 28,999 | 19,506 | 12,392 | 7,632 | 6,650 | 72,115 | 14,384 | 12,915 | 7,634 |
| | 1987 | 212,342 | 49,581 | 45,491 | 15,003 | 22,775 | 15,320 | 9,154 | 6,253 | 5,449 | 64,033 | 11,838 | 11,044 | 6,191 |
| Jefferson | 1990 | 5,587,052 | 875,916 | 848,240 | 510,042 | 778,388 | 611,566 | 445,254 | 223,354 | 135,369 | 1,565,911 | 322,328 | 171,651 | 216,342 |
| | 1987 | 4,791,491 | 865,152 | 837,816 | 437,380 | 617,139 | 484,876 | 353,196 | 229,065 | 138,831 | 1,303,090 | 293,315 | 188,989 | 161,945 |
| Lamar | 1990 | 48,746 | 14,193 | 12,742 | 2,247 | 2,200 | | 2,948 | 2,561 | 2,561 | 11,293 | 3,201 | 3,529 | 3,981 |
| | 1987 | 44,395 | 14,409 | 12,936 | 2,014 | 1,996 | | 2,961 | 1,947 | 1,947 | 9,531 | 2,747 | 3,677 | 2,986 |
| Lauderdale | 1990 | 553,013 | 99,284 | 94,796 | 38,572 | 110,497 | 95,964 | 30,263 | 28,195 | 15,600 | 132,567 | 19,860 | 20,653 | 16,850 |
| | 1987 | 462,196 | 95,208 | 90,904 | 32,901 | 89,102 | 77,384 | 25,389 | 21,472 | 11,881 | 109,997 | 20,208 | 17,644 | 12,151 |
| Lawrence | 1990 | 85,291 | 27,047 | 23,886 | 4,427 | 14,575 | 11,248 | 4,266 | 1,371 | 1,371 | 15,675 | 6,484 | 4,335 | 5,266 |
| | 1987 | 73,349 | 24,429 | 21,574 | 4,022 | 10,802 | 8,337 | 3,138 | 1,242 | 1,242 | 12,122 | 7,510 | 3,963 | 3,652 |
| Lee | 1990 | 593,878 | 114,729 | 112,234 | 50,023 | 94,286 | 86,796 | 19,138 | 23,709 | 15,375 | 181,168 | 18,866 | 35,468 | 8,667 |
| | 1987 | 495,754 | 107,939 | 105,592 | 43,190 | 72,919 | 67,127 | 15,049 | 17,976 | 11,658 | 143,303 | 21,027 | 30,961 | 8,296 |
| Limestone | 1990 | 264,248 | 68,019 | 62,667 | 20,340 | 30,933 | 24,465 | 6,784 | 9,062 | 7,050 | 56,738 | 19,646 | 21,418 | 11,852 |
| | 1987 | 218,422 | 61,135 | 56,325 | 17,089 | 22,769 | 18,009 | 6,758 | 6,898 | 5,367 | 47,052 | 15,598 | 18,358 | 8,655 |
| Lowndes | 1990 | 30,308 | 12,802 | 11,997 | 204 | 784 | | 205 | 397 | 397 | 4,717 | 1,636 | 990 | 301 |
| | 1987 | 26,174 | 11,782 | 11,041 | 199 | 677 | | 179 | 401 | 401 | 4,442 | 1,419 | 936 | 281 |
| Macon | 1990 | 88,525 | 17,154 | 15,886 | 9,635 | 11,405 | 11,291 | 3,033 | 366 | 213 | 22,182 | 11,801 | 3,433 | 3,408 |
| | 1987 | 72,732 | 17,035 | 15,776 | 6,976 | 7,784 | 7,707 | 2,621 | 413 | 242 | 16,937 | 9,336 | 3,353 | 2,869 |
| Madison | 1990 | 1,935,343 | 324,629 | 316,642 | 188,452 | 301,400 | 237,081 | 138,710 | 116,289 | 57,021 | 471,070 | 100,503 | 90,462 | 42,556 |
| | 1987 | 1,586,683 | 296,200 | 288,913 | 159,127 | 232,083 | 182,557 | 101,369 | 88,239 | 43,268 | 393,775 | 82,612 | 79,105 | 34,363 |
| Marengo | 1990 | 104,802 | 37,630 | 32,536 | 6,590 | 13,854 | 10,565 | 3,705 | 3,468 | 2,372 | 15,305 | 5,048 | 5,290 | 4,713 |
| | 1987 | 92,081 | 33,044 | 28,571 | 5,724 | 11,415 | 8,706 | 3,289 | 2,885 | 1,974 | 14,792 | 4,540 | 5,250 | 3,547 |
| Marion | 1990 | 123,333 | 32,068 | 29,632 | 7,531 | 16,072 | 13,561 | 3,963 | 5,465 | 5,114 | 23,702 | 9,860 | 14,412 | 5,372 |
| | 1987 | 103,871 | 30,399 | 28,090 | 6,042 | 12,898 | 10,883 | 4,260 | 4,117 | 3,853 | 20,172 | 6,559 | 11,678 | 4,052 |
| Marshall | 1990 | 742,415 | 125,116 | 121,696 | 39,467 | 56,968 | 49,568 | 79,538 | 28,222 | 22,080 | 288,600 | 28,881 | 36,196 | 21,366 |
| | 1987 | 596,657 | 114,820 | 111,681 | 33,986 | 50,545 | 43,980 | 53,616 | 21,384 | 16,731 | 221,418 | 22,897 | 33,914 | 15,651 |
| Mobile | 1990 | 2,668,762 | 498,341 | 478,921 | 235,662 | 344,313 | 279,066 | 141,426 | 120,564 | 74,847 | 637,599 | 209,799 | 118,904 | 131,424 |
| | 1987 | 2,283,467 | 477,761 | 459,143 | 206,779 | 293,952 | 238,249 | 107,583 | 93,398 | 57,983 | 554,597 | 174,802 | 113,443 | 97,109 |
| Monroe | 1990 | 146,489 | 25,831 | 24,204 | 7,406 | 4,619 | | 32,285 | 1,448 | 1,211 | 30,880 | 11,314 | 9,472 | 7,979 |
| | 1987 | 117,644 | 26,093 | 24,449 | 6,419 | 3,965 | | 21,583 | 1,345 | 1,126 | 24,763 | 7,928 | 9,176 | 5,590 |
| Montgomery | 1990 | 1,787,657 | 217,120 | 210,018 | 172,064 | 274,885 | 233,646 | 107,438 | 88,435 | 47,370 | 487,234 | 151,088 | 88,605 | 49,629 |
| | 1987 | 1,508,151 | 219,501 | 212,321 | 145,147 | 220,340 | 187,285 | 81,815 | 77,265 | 41,387 | 407,280 | 124,109 | 85,984 | 40,741 |
| Morgan | 1990 | 757,069 | 113,096 | 109,865 | 62,093 | 87,910 | 81,590 | 37,229 | 42,983 | 28,558 | 246,068 | 34,858 | 39,904 | 23,014 |
| | 1987 | 634,132 | 114,328 | 111,062 | 51,271 | 71,108 | 65,997 | 30,573 | 32,574 | 21,643 | 197,327 | 32,997 | 35,808 | 18,137 |
| Perry | 1990 | 34,172 | 11,349 | 10,405 | 3,292 | 1,723 | | 2,291 | 999 | 999 | 6,671 | 1,253 | 1,160 | 2,911 |
| | 1987 | 30,364 | 10,729 | 9,837 | 2,530 | 1,536 | | 1,899 | 766 | 766 | 5,423 | 1,448 | 1,356 | 2,376 |
| Pickens | 1990 | 72,045 | 23,139 | 21,286 | 3,981 | 4,838 | | 1,486 | 3,205 | 3,060 | 17,596 | 4,732 | 3,432 | 4,182 |
| | 1987 | 59,956 | 20,424 | 18,788 | 3,013 | 3,429 | | 1,172 | 2,444 | 2,334 | 14,623 | 3,540 | 3,124 | 2,877 |
| Pike | 1990 | 159,462 | 43,679 | 40,282 | 15,539 | 16,444 | 12,718 | 5,916 | 2,641 | 1,189 | 32,553 | 8,952 | 14,121 | 6,212 |
| | 1987 | 132,716 | 37,275 | 34,376 | 13,188 | 12,696 | 9,820 | 5,402 | 2,133 | 961 | 27,680 | 6,427 | 11,902 | 4,829 |
| Randolph | 1990 | 83,235 | 21,642 | 18,728 | 4,729 | 11,243 | 8,541 | 1,903 | 2,572 | 1,318 | 11,097 | 7,466 | 7,156 | 3,241 |
| | 1987 | 69,917 | 20,928 | 18,110 | 3,834 | 8,433 | 6,407 | 2,140 | 1,958 | 1,004 | 9,790 | 5,312 | 5,926 | 2,698 |
| ☐ Russell | 1990 | 167,863 | 50,602 | 49,175 | 21,252 | 19,217 | 13,504 | 5,521 | 4,153 | 3,688 | 22,118 | 13,354 | 8,543 | 12,385 |
| | 1987 | 142,524 | 47,488 | 46,149 | 17,279 | 15,352 | 10,789 | 4,419 | 3,174 | 2,819 | 18,449 | 11,311 | 7,453 | 8,727 |
| St. Clair | 1990 | 181,669 | 34,086 | 32,572 | 13,939 | 4,250 | | 2,234 | 1,737 | 1,373 | 73,708 | 18,467 | 14,638 | 7,727 |
| | 1987 | 150,026 | 33,671 | 32,175 | 10,889 | 4,709 | | 1,970 | 1,530 | 1,210 | 57,292 | 14,923 | 11,198 | 5,537 |
| Shelby | 1990 | 386,065 | 83,536 | 81,161 | 29,898 | 35,762 | 28,387 | 5,567 | 12,532 | 8,879 | 68,277 | 42,666 | 67,863 | 14,044 |
| | 1987 | 306,691 | 81,291 | 78,980 | 23,273 | 25,514 | 20,253 | 5,138 | 9,358 | 6,631 | 52,832 | 28,132 | 54,019 | 9,913 |
| Sumter | 1990 | 49,161 | 14,098 | 13,109 | 4,077 | 8,263 | 6,282 | 220 | 609 | 609 | 3,052 | 13,551 | 239 | 1,210 |
| | 1987 | 42,332 | 14,005 | 13,023 | 3,480 | 6,941 | 5,278 | 326 | 539 | 539 | 2,819 | 9,418 | 490 | 1,170 |
| Talladega | 1990 | 402,838 | 93,505 | 86,789 | 26,852 | 43,324 | 37,627 | 19,499 | 13,028 | 5,423 | 106,957 | 37,123 | 18,357 | 18,378 |
| | 1987 | 341,457 | 90,927 | 84,396 | 23,503 | 35,427 | 30,769 | 16,438 | 9,980 | 4,155 | 88,524 | 26,730 | 16,032 | 14,029 |
| Tallapoosa | 1990 | 201,029 | 53,042 | 49,071 | 11,889 | 23,964 | 19,506 | 9,465 | 10,214 | 6,465 | 45,095 | 15,941 | 6,920 | 9,050 |
| | 1987 | 171,977 | 48,097 | 44,496 | 10,929 | 18,634 | 15,168 | 8,611 | 8,305 | 5,257 | 38,226 | 12,164 | 7,331 | 7,480 |
| Tuscaloosa | 1990 | 1,062,508 | 174,683 | 167,638 | 94,197 | 150,730 | 128,150 | 58,719 | 50,777 | 30,700 | 245,054 | 92,139 | 69,154 | 47,278 |
| | 1987 | 881,858 | 170,496 | 163,620 | 77,716 | 118,629 | 100,859 | 46,266 | 43,547 | 26,330 | 196,210 | 71,017 | 69,459 | 32,183 |
| Walker | 1990 | 468,291 | 99,418 | 96,526 | 25,898 | 40,292 | 32,156 | 26,617 | 17,791 | 10,779 | 129,138 | 38,584 | 30,806 | 21,780 |
| | 1987 | 393,544 | 92,625 | 89,931 | 22,668 | 32,842 | 26,211 | 21,668 | 13,670 | 8,283 | 111,750 | 27,152 | 26,432 | 16,668 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1990
U.S. CENSUS: 1987

| METRO AREA County | Year | Total Retail Sales ($000) | Food Stores Total ($000) | Food Stores Supermarkets ($000) | Eating & Drinking Places Total ($000) | General Merchandise Stores Total ($000) | General Merchandise Stores Department Stores ($000) | Apparel & Accessories Stores Total ($000) | Furniture/Home Furnishings/Appliance Stores Total ($000) | Furniture/Home Furnishings/Appliance Stores Furniture & Home Furn ($000) | Automotive Dealers Total ($000) | Gasoline Service Stations Total ($000) | Bldg. Mtls. & Hardware Dealers Total ($000) | Drugstores Total ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ALABAMA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Washington | 1990 | 55,990 | 11,529 | 10,501 | 4,049 | 2,908 | | 340 | 222 | 222 | 15,051 | 10,741 | 4,808 | 2,134 |
| | 1987 | 46,595 | 10,917 | 9,944 | 3,030 | 2,286 | | 473 | 284 | 284 | 12,207 | 8,065 | 4,243 | 1,657 |
| Wilcox | 1990 | 38,386 | 17,070 | 15,792 | 2,042 | 4,881 | | 1,231 | 524 | 366 | 3,641 | 2,574 | 1,838 | 1,560 |
| | 1987 | 33,565 | 15,147 | 14,013 | 1,660 | 3,701 | | 910 | 642 | 450 | 3,328 | 2,260 | 1,698 | 1,179 |
| Winston | 1990 | 79,935 | 29,204 | 26,787 | 4,867 | 10,874 | 9,030 | 756 | 3,936 | 3,936 | 4,374 | 10,565 | 6,694 | 3,755 |
| | 1987 | 72,289 | 27,766 | 25,468 | 4,535 | 9,681 | 8,040 | 682 | 3,152 | 3,152 | 5,503 | 7,809 | 6,005 | 2,883 |
| **TOTAL METRO COUNTIES** | 1990 | 19,507,117 | 3,335,861 | 3,226,978 | 1,749,372 | 2,664,531 | 2,193,554 | 1,158,567 | 872,388 | 517,306 | 5,067,323 | 1,345,121 | 963,813 | 728,512 |
| | 1987 | 16,458,623 | 3,217,182 | 3,112,165 | 1,482,106 | 2,131,747 | 1,753,651 | 915,063 | 740,926 | 439,853 | 4,224,741 | 1,123,815 | 902,101 | 548,245 |
| **TOTAL STATE** | 1990 | 26,373,205 | 4,963,296 | 4,727,027 | 2,192,980 | 3,348,645 | 2,695,832 | 1,486,917 | 1,125,256 | 701,319 | 6,830,256 | 1,904,173 | 1,397,600 | 1,016,651 |
| | 1987 | 22,268,159 | 4,740,058 | 4,516,088 | 1,863,858 | 2,681,637 | 2,152,492 | 1,176,575 | 938,196 | 583,451 | 5,680,013 | 1,565,539 | 1,291,330 | 770,034 |
| **ALASKA** | | | | | | | | | | | | | | |
| **ANCHORAGE** | 1990 | 2,483,915 | 496,448 | 477,420 | 385,747 | 418,969 | 332,848 | 180,108 | 91,751 | 51,531 | 344,859 | 126,603 | 101,416 | 44,972 |
| | 1987 | 1,994,341 | 380,023 | 365,457 | 284,488 | 370,372 | 294,241 | 128,557 | 69,907 | 39,263 | 309,658 | 89,326 | 96,414 | 52,242 |
| Anchorage | 1990 | 2,483,915 | 496,448 | 477,420 | 385,747 | 418,969 | 332,848 | 180,108 | 91,751 | 51,531 | 344,859 | 126,603 | 101,416 | 44,972 |
| | 1987 | 1,994,341 | 380,023 | 365,457 | 284,488 | 370,372 | 294,241 | 128,557 | 69,907 | 39,263 | 309,658 | 89,326 | 96,414 | 52,242 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Aleutians East | 1990 | 5,589 | 2,065 | | 1,593 | 1,791 | | | | | | | | |
| | 1987 | 4,583 | 1,963 | | 1,224 | 1,254 | | | | | | | | |
| Aleutians West | 1990 | 29,707 | 11,261 | 10,991 | 8,477 | 7,485 | | 70 | 203 | 203 | 579 | 75 | 112 | |
| | 1987 | 20,660 | 8,513 | 8,309 | 5,433 | 5,048 | | 53 | 157 | 157 | 432 | 54 | 70 | |
| Anchorage | 1990 | 2,483,915 | 496,448 | 477,420 | 385,747 | 418,969 | 332,848 | 180,108 | 91,751 | 51,531 | 344,859 | 126,603 | 101,416 | 44,972 |
| | 1987 | 1,994,341 | 380,023 | 365,457 | 284,488 | 370,372 | 294,241 | 128,557 | 69,907 | 39,263 | 309,658 | 89,326 | 96,414 | 52,242 |
| Bethel | 1990 | 57,105 | 23,524 | 22,587 | 2,834 | 15,005 | | | 355 | 209 | 1,594 | 629 | | |
| | 1987 | 42,863 | 16,474 | 15,818 | 1,877 | 13,442 | | | 242 | 143 | 1,661 | 690 | | |
| Bristol Bay | 1990 | 9,634 | 3,976 | 3,874 | 1,621 | | | | | | 511 | 352 | 610 | |
| | 1987 | 7,917 | 3,756 | 3,660 | 1,458 | | | | | | 404 | 224 | 439 | |
| Dillingham | 1990 | 13,654 | 1,024 | 944 | 736 | 6,204 | | 59 | 134 | | 195 | 432 | 2,715 | |
| | 1987 | 10,994 | 899 | 829 | 834 | 4,880 | | 68 | 117 | | 299 | 411 | 2,003 | |
| Fairbanks North Star | 1990 | 612,016 | 175,544 | 173,128 | 63,333 | 40,621 | 38,802 | 39,183 | 28,188 | 15,327 | 104,679 | 20,030 | 30,797 | 19,263 |
| | 1987 | 504,816 | 129,388 | 127,607 | 54,626 | 46,543 | 44,460 | 27,114 | 19,605 | 10,661 | 92,712 | 20,122 | 31,644 | 19,784 |
| Haines | 1990 | 15,319 | 5,509 | 5,297 | 1,732 | 151 | | 445 | 150 | | 2,934 | 370 | 1,608 | 823 |
| | 1987 | 12,303 | 3,330 | 3,202 | 1,357 | 225 | | 313 | 107 | | 2,253 | 608 | 1,638 | 821 |
| Juneau | 1990 | 234,675 | 40,085 | 39,077 | 30,419 | 42,212 | 40,823 | 9,171 | 7,115 | 4,388 | 24,462 | 14,582 | 9,126 | 11,479 |
| | 1987 | 188,437 | 40,188 | 39,177 | 21,485 | 32,095 | 31,040 | 8,722 | 7,910 | 4,879 | 20,223 | 9,710 | 9,154 | 7,142 |
| Kenai Peninsula | 1990 | 302,933 | 104,244 | 103,201 | 39,898 | 3,391 | | 14,276 | 7,954 | 3,624 | 31,052 | 13,723 | 45,012 | 14,707 |
| | 1987 | 235,742 | 78,721 | 77,933 | 29,346 | 3,215 | | 11,199 | 5,829 | 2,656 | 28,102 | 13,912 | 27,246 | 13,499 |
| Ketchikan Gateway | 1990 | 131,049 | 45,844 | 45,170 | 9,988 | 4,033 | | 5,028 | 4,021 | 2,324 | 6,563 | 8,634 | 7,317 | 2,147 |
| | 1987 | 103,073 | 32,513 | 32,035 | 9,843 | 6,306 | | 4,121 | 3,227 | 1,866 | 6,517 | 5,846 | 7,689 | 1,672 |
| Kodiak Island | 1990 | 97,684 | 38,334 | 37,509 | 8,559 | | | 368 | 3,657 | 601 | 7,329 | 5,893 | 8,871 | 3,712 |
| | 1987 | 79,290 | 27,595 | 27,001 | 8,311 | | | 459 | 2,716 | 447 | 8,193 | 4,204 | 9,358 | 2,510 |
| Lake and Peninsula | 1990 | 5,135 | 410 | 377 | 381 | 2,123 | | 30 | 50 | | 139 | 193 | 1,110 | |
| | 1987 | 4,711 | 385 | 354 | 357 | 2,091 | | 28 | 49 | | 128 | 175 | 858 | |
| Matanuska - Susitna | 1990 | 246,815 | 88,249 | 86,096 | 19,961 | 1,850 | | 11,572 | 5,846 | 4,921 | 46,572 | 23,955 | 12,009 | 12,590 |
| | 1987 | 179,619 | 68,296 | 66,630 | 13,059 | 1,960 | | 7,615 | 3,985 | 3,355 | 31,400 | 15,364 | 12,829 | 7,545 |
| Nome | 1990 | 53,084 | 23,035 | 22,627 | 4,889 | 1,794 | | 477 | 390 | | 1,300 | 1,137 | 3,046 | 314 |
| | 1987 | 41,156 | 19,427 | 19,083 | 3,861 | 2,506 | | 384 | 334 | | 941 | 1,063 | 1,902 | 192 |
| North Slope | 1990 | 39,285 | 15,398 | 15,031 | 5,161 | 17,083 | | | 56 | | 104 | 1,001 | | 229 |
| | 1987 | 34,144 | 15,106 | 14,746 | 4,392 | 13,065 | | | 47 | | 92 | 977 | | 262 |
| Northwest Arctic | 1990 | 30,092 | 10,897 | 10,645 | 2,664 | 10,704 | | 95 | 107 | | 638 | 1,626 | | |
| | 1987 | 24,554 | 9,602 | 9,380 | 2,704 | 7,442 | | 85 | 144 | | 437 | 1,543 | | |
| Prince of Wales - Outer Ketchikan | 1990 | 28,693 | 14,763 | 14,140 | 1,662 | 1,440 | | 473 | 506 | | 583 | 2,609 | 613 | |
| | 1987 | 20,873 | 10,917 | 10,456 | 1,264 | 1,125 | | 301 | 400 | | 433 | 1,618 | 430 | |
| Sitka | 1990 | 69,094 | 22,403 | 21,874 | 8,695 | 495 | | 6,212 | 1,063 | 398 | 3,478 | 1,265 | 6,848 | 1,103 |
| | 1987 | 53,516 | 18,032 | 17,606 | 6,887 | 777 | | 4,848 | 1,130 | 424 | 2,649 | 993 | 4,947 | 1,055 |
| Skagway - Yakutat - Angoon | 1990 | 25,321 | 11,117 | 10,749 | 5,652 | 676 | | 57 | 104 | | 335 | 1,434 | 745 | |
| | 1987 | 19,017 | 7,680 | 7,426 | 4,096 | 1,035 | | 59 | 99 | | 286 | 939 | 584 | |
| Southeast Fairbanks | 1990 | 19,806 | 4,686 | 4,430 | 3,244 | 427 | | 171 | 171 | | 208 | 5,697 | 934 | |
| | 1987 | 15,768 | 4,558 | 4,309 | 2,532 | 561 | | 195 | 130 | | 241 | 3,605 | 666 | |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1990<br>U.S. CENSUS: 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drugstores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **METRO AREA**<br>County | Year | Total Retail Sales ($000) | Total ($000) | Supermarkets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **ALASKA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Valdez - Cordova | 1990 | 66,585 | 16,896 | 16,451 | 9,032 | 1,952 | | 1,435 | 469 | 469 | 4,211 | 13,286 | 3,508 | 3,367 |
| | 1987 | 53,455 | 16,187 | 15,761 | 8,070 | 1,459 | | 1,729 | 330 | 330 | 2,831 | 8,794 | 3,673 | 2,082 |
| Wade Hampton | 1990 | 18,046 | 9,099 | 8,744 | 126 | 6,145 | | | 26 | | | 897 | | |
| | 1987 | 14,831 | 6,818 | 6,552 | 203 | 6,013 | | | 38 | | | 689 | | |
| Wrangell - Petersburg | 1990 | 49,792 | 26,016 | 25,339 | 6,937 | 1,396 | | 2,199 | 595 | 595 | 1,434 | 1,882 | 5,695 | 810 |
| | 1987 | 40,363 | 21,035 | 20,488 | 5,118 | 1,295 | | 2,010 | 408 | 408 | 1,362 | 1,216 | 4,237 | 828 |
| Yukon - Koyukuk | 1990 | 23,647 | 6,057 | 5,460 | 1,780 | 5,754 | | 205 | 61 | | 29 | 3,290 | 295 | |
| | 1987 | 21,069 | 5,767 | 5,199 | 1,624 | 4,463 | | 171 | 55 | | 34 | 3,269 | 168 | |
| **TOTAL METRO COUNTIES** | 1990 | **2,483,915** | **496,448** | **477,420** | **385,747** | **418,969** | **332,848** | **180,108** | **91,751** | **51,531** | **344,859** | **126,603** | **101,416** | **44,972** |
| | 1987 | 1,994,341 | 380,023 | 365,457 | 284,488 | 370,372 | 294,241 | 128,557 | 69,907 | 39,263 | 309,658 | 89,326 | 96,414 | 52,242 |
| **TOTAL STATE** | 1990 | **4,668,675** | **1,196,884** | **1,161,161** | **625,121** | **591,701** | **412,473** | **271,634** | **152,972** | **84,590** | **583,788** | **249,595** | **242,387** | **115,516** |
| | 1987 | 3,728,095 | 927,173 | 899,018 | 474,449 | 527,172 | 369,741 | 198,031 | 116,966 | 64,589 | 511,288 | 185,352 | 215,949 | 109,634 |

## ARIZONA

| METRO AREA<br>County | Year | Total Retail Sales ($000) | Food Stores Total ($000) | Supermarkets ($000) | Eating & Drinking Places Total ($000) | General Merchandise Total ($000) | Department Stores ($000) | Apparel & Accessories Total ($000) | Furniture/ Home Furnishings/ Appliance Total ($000) | Furniture & Home Furn. ($000) | Automotive Dealers Total ($000) | Gasoline Service Stations Total ($000) | Bldg. Mtls. & Hardware Total ($000) | Drugstores Total ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **PHOENIX** | 1990 | **16,652,405** | **3,700,497** | **3,580,938** | **1,723,990** | **1,841,473** | **1,426,294** | **729,159** | **967,005** | **549,283** | **3,873,516** | **888,839** | **672,824** | **617,921** |
| | 1987 | 14,229,830 | 3,100,266 | 3,000,101 | 1,479,078 | 1,541,428 | 1,193,898 | 559,477 | 823,307 | 467,660 | 3,435,239 | 332,158 | 647,178 | 495,598 |
| Maricopa | 1990 | 16,652,405 | 3,700,497 | 3,580,938 | 1,723,990 | 1,841,473 | 1,426,294 | 729,159 | 967,005 | 549,283 | 3,873,516 | 888,839 | 672,824 | 617,921 |
| | 1987 | 14,229,830 | 3,100,266 | 3,000,101 | 1,479,078 | 1,541,428 | 1,193,898 | 559,477 | 823,307 | 467,660 | 3,435,239 | 832,158 | 647,178 | 495,598 |
| **TUCSON** | 1990 | **4,617,475** | **949,482** | **907,648** | **461,572** | **634,344** | **421,180** | **214,431** | **264,180** | **135,128** | **876,051** | **314,625** | **293,362** | **210,704** |
| | 1987 | 3,980,891 | 845,294 | 808,050 | 407,367 | 529,233 | 351,391 | 169,802 | 208,276 | 106,534 | 842,376 | 270,940 | 212,854 | 166,989 |
| Pima | 1990 | 4,617,475 | 949,482 | 907,648 | 461,572 | 634,344 | 421,180 | 214,431 | 264,180 | 135,128 | 876,051 | 314,625 | 293,362 | 210,704 |
| | 1987 | 3,980,891 | 845,294 | 808,050 | 407,367 | 529,233 | 351,391 | 169,802 | 208,276 | 106,534 | 842,376 | 270,940 | 212,854 | 166,989 |
| **YUMA** | 1990 | **691,353** | **140,869** | **136,304** | **52,846** | **93,049** | **61,766** | **19,869** | **29,458** | **17,331** | **186,287** | **57,445** | **53,847** | **30,988** |
| | 1987 | 596,141 | 126,666 | 122,561 | 50,904 | 75,052 | 49,820 | 17,088 | 22,424 | 13,194 | 165,341 | 49,929 | 38,780 | 24,912 |
| Yuma | 1990 | 691,353 | 140,869 | 136,304 | 52,846 | 93,049 | 61,766 | 19,869 | 29,458 | 17,331 | 186,287 | 57,445 | 53,847 | 30,988 |
| | 1987 | 596,141 | 126,666 | 122,561 | 50,904 | 75,052 | 49,820 | 17,088 | 22,424 | 13,194 | 165,341 | 49,929 | 38,780 | 24,912 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Apache | 1990 | 159,624 | 45,910 | 45,372 | 7,995 | 28,956 | | 2,232 | 2,643 | 2,643 | 10,342 | 31,172 | 5,138 | 5,100 |
| | 1987 | 135,062 | 40,530 | 40,055 | 7,296 | 24,369 | | 1,755 | 1,937 | 1,937 | 8,954 | 27,315 | 3,787 | 4,310 |
| Cochise | 1990 | 485,410 | 114,293 | 111,916 | 33,084 | 51,824 | 29,000 | 25,371 | 17,660 | 8,797 | 96,689 | 64,455 | 24,724 | 19,289 |
| | 1987 | 416,240 | 100,813 | 98,716 | 32,047 | 43,972 | 24,607 | 19,598 | 13,865 | 6,908 | 93,020 | 48,007 | 18,041 | 15,800 |
| Coconino | 1990 | 701,763 | 169,316 | 164,736 | 93,068 | 91,625 | 46,266 | 19,434 | 28,103 | 15,413 | 90,472 | 72,514 | 54,482 | 24,708 |
| | 1987 | 604,016 | 140,226 | 136,433 | 82,994 | 77,023 | 38,893 | 15,928 | 20,745 | 11,378 | 84,520 | 72,288 | 38,946 | 19,783 |
| Gila | 1990 | 206,326 | 62,717 | 61,708 | 20,134 | 10,837 | | 4,172 | 4,561 | 3,763 | 28,731 | 21,944 | 25,491 | 12,182 |
| | 1987 | 180,592 | 59,025 | 58,075 | 18,372 | 9,954 | | 3,873 | 3,514 | 2,900 | 28,309 | 17,756 | 18,067 | 9,098 |
| Graham | 1990 | 111,451 | 34,635 | 34,402 | 10,013 | 4,547 | | 4,976 | 3,452 | 2,679 | 24,566 | 6,928 | 9,920 | 7,120 |
| | 1987 | 100,861 | 31,010 | 30,801 | 8,370 | 5,445 | | 3,983 | 2,898 | 2,250 | 23,071 | 7,636 | 7,198 | 5,898 |
| Greenlee | 1990 | 19,301 | 7,750 | 7,564 | 1,888 | 3,675 | 2,766 | 140 | 570 | 570 | 538 | 1,828 | 44 | 832 |
| | 1987 | 18,538 | 7,833 | 7,645 | 1,636 | 3,002 | 2,260 | 203 | 599 | 599 | 543 | 2,107 | 57 | 869 |
| La Paz | 1990 | 85,818 | 17,635 | 16,986 | 9,251 | 1,504 | | 1,676 | 267 | | 3,157 | 33,560 | 8,329 | 3,967 |
| | 1987 | 67,707 | 15,755 | 15,175 | 7,717 | 1,332 | | 1,180 | 243 | | 3,681 | 24,175 | 5,958 | 2,693 |
| Maricopa | 1990 | 16,652,405 | 3,700,497 | 3,580,938 | 1,723,990 | 1,841,473 | 1,426,294 | 729,159 | 967,005 | 549,283 | 3,873,516 | 888,839 | 672,824 | 617,921 |
| | 1987 | 14,229,830 | 3,100,266 | 3,000,101 | 1,479,078 | 1,541,428 | 1,193,898 | 559,477 | 823,307 | 467,660 | 3,435,239 | 832,158 | 647,178 | 495,598 |
| Mohave | 1990 | 612,233 | 156,884 | 154,531 | 51,782 | 35,073 | 10,307 | 14,669 | 26,105 | 18,089 | 103,158 | 97,073 | 48,933 | 31,626 |
| | 1987 | 510,942 | 133,922 | 131,913 | 45,382 | 28,731 | 8,444 | 10,507 | 17,764 | 12,310 | 94,942 | 84,260 | 34,983 | 22,499 |
| Navajo | 1990 | 361,707 | 110,654 | 109,691 | 29,337 | 27,078 | | 5,411 | 12,434 | 9,517 | 63,137 | 40,090 | 29,178 | 13,872 |
| | 1987 | 317,737 | 95,877 | 95,043 | 26,994 | 23,633 | | 4,890 | 9,240 | 7,073 | 57,574 | 41,163 | 21,139 | 10,841 |
| Pima | 1990 | 4,617,475 | 949,482 | 907,648 | 461,572 | 634,344 | 421,180 | 214,431 | 264,180 | 135,128 | 876,051 | 314,625 | 293,362 | 210,704 |
| | 1987 | 3,980,891 | 845,294 | 808,050 | 407,367 | 529,233 | 351,391 | 169,802 | 208,276 | 106,534 | 842,376 | 270,940 | 212,854 | 166,989 |
| Pinal | 1990 | 523,184 | 177,493 | 174,513 | 40,959 | 38,741 | 18,448 | 11,038 | 10,772 | 5,272 | 79,204 | 64,711 | 41,967 | 35,340 |
| | 1987 | 445,443 | 149,000 | 146,498 | 38,083 | 31,747 | 15,118 | 9,401 | 8,791 | 4,303 | 73,779 | 55,551 | 30,507 | 27,327 |
| Santa Cruz | 1990 | 224,314 | 45,938 | 44,015 | 12,054 | 69,480 | 33,913 | 32,253 | 6,842 | 1,560 | 16,444 | 10,544 | 16,557 | 5,830 |
| | 1987 | 190,211 | 42,431 | 40,655 | 12,214 | 51,731 | 25,250 | 25,969 | 5,592 | 1,276 | 17,009 | 10,402 | 11,929 | 5,824 |
| Yavapai | 1990 | 684,752 | 182,036 | 177,212 | 62,972 | 42,378 | 20,590 | 17,728 | 28,551 | 20,852 | 103,746 | 76,114 | 75,655 | 22,816 |
| | 1987 | 565,653 | 152,344 | 148,307 | 55,764 | 40,944 | 19,894 | 13,348 | 21,656 | 15,817 | 92,639 | 58,328 | 53,704 | 18,881 |
| Yuma | 1990 | 691,353 | 140,869 | 136,304 | 52,846 | 93,049 | 61,766 | 19,869 | 29,458 | 17,331 | 186,287 | 57,445 | 53,847 | 30,988 |
| | 1987 | 596,141 | 126,666 | 122,561 | 50,904 | 75,052 | 49,820 | 17,088 | 22,424 | 13,194 | 165,341 | 49,929 | 38,780 | 24,912 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1990
U.S. CENSUS: 1987

| METRO AREA<br>County | Year | Total Retail Sales ($000) | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **ARIZONA (continued)** | | | | | | | | | | | | | | |
| **TOTAL METRO COUNTIES** | 1990 | 21,961,233 | 4,790,848 | 4,624,890 | 2,238,408 | 2,568,866 | 1,909,240 | 963,459 | 1,260,643 | 701,742 | 4,935,854 | 1,260,909 | 1,020,033 | 859,613 |
| | 1987 | 18,806,862 | 4,072,226 | 3,930,712 | 1,937,349 | 2,145,713 | 1,595,109 | 746,367 | 1,054,007 | 587,388 | 4,442,956 | 1,153,027 | 898,812 | 687,499 |
| **TOTAL STATE** | 1990 | 26,137,116 | 5,916,109 | 5,727,536 | 2,610,945 | 2,974,584 | 2,070,530 | 1,102,559 | 1,402,603 | 790,897 | 5,556,038 | 1,781,842 | 1,360,451 | 1,042,295 |
| | 1987 | 22,359,864 | 5,040,992 | 4,880,028 | 2,274,218 | 2,487,596 | 1,729,575 | 857,002 | 1,160,851 | 654,139 | 5,020,997 | 1,602,045 | 1,143,128 | 831,322 |
| **ARKANSAS** | | | | | | | | | | | | | | |
| **FAYETTEVILLE - SPRINGDALE** | 1990 | 999,758 | 196,480 | 191,452 | 64,810 | 204,449 | 160,944 | 39,781 | 39,199 | 25,497 | 246,080 | 49,094 | 59,485 | 12,256 |
| | 1987 | 776,301 | 146,854 | 143,096 | 57,007 | 157,419 | 123,922 | 29,948 | 30,445 | 19,804 | 186,482 | 39,937 | 54,701 | 10,553 |
| Washington | 1990 | 999,758 | 196,480 | 191,452 | 64,810 | 204,449 | 160,944 | 39,781 | 39,199 | 25,497 | 246,080 | 49,094 | 59,485 | 12,256 |
| | 1987 | 776,301 | 146,854 | 143,096 | 57,007 | 157,419 | 123,922 | 29,948 | 30,445 | 19,804 | 186,482 | 39,937 | 54,701 | 10,553 |
| **FORT SMITH** | 1990 | 1,307,386 | 305,826 | 295,662 | 122,290 | 221,975 | 203,536 | 49,501 | 45,254 | 27,601 | 255,664 | 88,933 | 91,838 | 32,232 |
| | 1987 | 1,048,363 | 227,093 | 219,611 | 101,740 | 169,821 | 155,715 | 41,963 | 39,709 | 24,187 | 211,775 | 79,115 | 84,161 | 24,280 |
| Crawford | 1990 | 201,062 | 65,276 | 62,013 | 15,846 | 25,606 | 23,346 | 1,602 | 6,918 | 6,361 | 36,656 | 23,691 | 9,801 | 4,849 |
| | 1987 | 152,718 | 44,513 | 42,288 | 13,508 | 20,461 | 18,656 | 1,329 | 5,787 | 5,322 | 27,642 | 19,513 | 8,882 | 3,551 |
| Sebastian | 1990 | 956,642 | 194,040 | 189,087 | 91,897 | 177,905 | 163,664 | 42,875 | 35,290 | 18,317 | 199,657 | 39,310 | 72,186 | 25,066 |
| | 1987 | 776,314 | 146,130 | 142,400 | 77,104 | 135,453 | 124,611 | 36,931 | 31,071 | 16,128 | 166,956 | 38,621 | 67,476 | 18,990 |
| *Sequoyah, Okla.* | *1990* | *149,682* | *46,510* | *44,562* | *14,547* | *18,464* | *16,526* | *5,024* | *3,046* | *2,923* | *19,351* | *25,932* | *9,851* | *2,317* |
| | *1987* | *119,331* | *36,450* | *34,923* | *11,128* | *13,907* | *12,448* | *3,703* | *2,851* | *2,737* | *17,177* | *20,981* | *7,803* | *1,739* |
| **LITTLE ROCK - NORTH LITTLE ROCK** | 1990 | 4,147,589 | 731,164 | 703,094 | 346,611 | 629,074 | 540,595 | 236,497 | 177,152 | 117,109 | 1,078,986 | 268,940 | 240,806 | 94,471 |
| | 1987 | 3,298,423 | 578,670 | 556,692 | 286,230 | 486,794 | 418,418 | 188,015 | 145,190 | 95,818 | 849,314 | 232,884 | 222,421 | 69,347 |
| Faulkner | 1990 | 351,112 | 83,463 | 76,022 | 29,706 | 35,442 | 23,413 | 21,145 | 13,601 | 8,821 | 72,627 | 25,198 | 39,901 | 9,897 |
| | 1987 | 270,012 | 59,031 | 53,768 | 24,393 | 27,493 | 18,163 | 15,824 | 10,993 | 7,130 | 53,386 | 21,743 | 36,482 | 6,834 |
| Lonoke | 1990 | 155,491 | 42,646 | 42,042 | 7,254 | 18,974 | 12,038 | 4,441 | 3,636 | 3,435 | 35,454 | 17,632 | 10,348 | 6,535 |
| | 1987 | 123,323 | 33,409 | 32,936 | 5,468 | 14,080 | 8,934 | 3,370 | 2,698 | 2,549 | 30,282 | 12,472 | 9,350 | 4,940 |
| Pulaski | 1990 | 3,378,752 | 533,225 | 513,654 | 290,995 | 549,980 | 484,125 | 202,471 | 148,132 | 95,480 | 901,170 | 209,081 | 172,708 | 68,477 |
| | 1987 | 2,699,913 | 433,423 | 417,515 | 241,965 | 424,503 | 373,674 | 162,507 | 122,362 | 78,870 | 710,110 | 185,233 | 159,968 | 50,619 |
| Saline | 1990 | 262,234 | 71,830 | 71,376 | 18,656 | 24,678 | 21,019 | 8,440 | 11,783 | 9,373 | 69,735 | 17,029 | 17,849 | 9,562 |
| | 1987 | 205,175 | 52,807 | 52,473 | 14,404 | 20,718 | 17,647 | 6,314 | 9,137 | 7,269 | 55,536 | 13,436 | 16,621 | 6,954 |
| **PINE BLUFF** | 1990 | 561,482 | 115,517 | 111,341 | 41,411 | 79,008 | 67,648 | 22,880 | 21,943 | 13,926 | 135,149 | 38,527 | 30,331 | 23,203 |
| | 1987 | 464,446 | 94,183 | 90,778 | 35,761 | 65,841 | 56,375 | 20,956 | 18,437 | 11,701 | 113,308 | 31,892 | 29,780 | 16,869 |
| Jefferson | 1990 | 561,482 | 115,517 | 111,341 | 41,411 | 79,008 | 67,648 | 22,880 | 21,943 | 13,926 | 135,149 | 38,527 | 30,331 | 23,203 |
| | 1987 | 464,446 | 94,183 | 90,778 | 35,761 | 65,841 | 56,375 | 20,956 | 18,437 | 11,701 | 113,308 | 31,892 | 29,780 | 16,869 |
| **TEXARKANA** | 1990 | 894,116 | 162,917 | 157,778 | 66,094 | 170,346 | 134,205 | 36,515 | 36,297 | 20,161 | 191,918 | 96,241 | 47,300 | 20,776 |
| | 1987 | 743,596 | 136,781 | 132,460 | 59,304 | 132,178 | 104,640 | 33,682 | 31,276 | 17,282 | 160,689 | 77,036 | 42,093 | 17,447 |
| Miller | 1990 | 221,690 | 73,204 | 71,797 | 19,805 | 35,640 | 20,402 | 6,807 | 3,779 | 1,792 | 13,900 | 27,626 | 7,784 | 6,164 |
| | 1987 | 185,597 | 61,152 | 59,977 | 17,919 | 25,804 | 14,772 | 6,729 | 4,211 | 1,898 | 11,464 | 23,421 | 7,462 | 5,289 |
| *Bowie, Tex.* | *1990* | *672,426* | *89,713* | *85,981* | *46,289* | *134,706* | *113,803* | *29,708* | *32,318* | *18,369* | *178,018* | *68,615* | *39,516* | *14,612* |
| | *1987* | *557,999* | *75,629* | *72,483* | *41,385* | *105,374* | *89,868* | *26,953* | *27,065* | *15,384* | *149,225* | *53,615* | *34,631* | *12,158* |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Arkansas | 1990 | 127,965 | 31,728 | 31,240 | 10,645 | 16,815 | 9,281 | 8,396 | 4,079 | 828 | 23,141 | 10,812 | 4,609 | 6,038 |
| | 1987 | 104,786 | 25,566 | 25,173 | 8,450 | 13,489 | 7,446 | 6,563 | 3,647 | 741 | 18,896 | 9,023 | 4,928 | 4,323 |
| Ashley | 1990 | 106,867 | 32,308 | 31,501 | 5,195 | 15,034 | 10,751 | 3,912 | 2,251 | 2,057 | 26,617 | 7,022 | 4,803 | 4,151 |
| | 1987 | 89,811 | 25,582 | 24,943 | 4,618 | 12,335 | 8,821 | 3,578 | 2,209 | 2,019 | 23,254 | 5,448 | 4,536 | 3,301 |
| Baxter | 1990 | 219,106 | 61,421 | 59,966 | 14,969 | 32,327 | 25,400 | 5,964 | 14,096 | 7,730 | 34,905 | 7,141 | 15,431 | 3,826 |
| | 1987 | 170,419 | 44,499 | 43,445 | 12,329 | 24,976 | 19,625 | 5,331 | 11,284 | 6,189 | 28,657 | 5,950 | 13,741 | 3,879 |
| Benton | 1990 | 596,968 | 133,488 | 128,767 | 41,844 | 68,101 | 62,518 | 15,059 | 24,389 | 18,753 | 186,867 | 46,642 | 37,414 | 10,457 |
| | 1987 | 479,735 | 104,842 | 101,134 | 35,043 | 57,825 | 53,085 | 12,850 | 20,886 | 16,060 | 140,649 | 39,677 | 36,417 | 8,093 |
| Boone | 1990 | 239,155 | 47,858 | 46,904 | 14,697 | 29,296 | 24,551 | 11,354 | 10,079 | 7,426 | 78,511 | 12,282 | 12,229 | 6,166 |
| | 1987 | 187,019 | 37,016 | 36,278 | 12,666 | 24,244 | 20,318 | 9,481 | 8,094 | 5,964 | 58,080 | 8,559 | 12,533 | 4,952 |
| Bradley | 1990 | 52,258 | 17,371 | 16,609 | 2,327 | 2,116 | | 2,628 | 1,270 | 972 | 9,926 | 7,019 | 2,409 | 2,008 |
| | 1987 | 43,480 | 13,610 | 13,013 | 2,179 | 2,163 | | 2,380 | 1,105 | 847 | 8,377 | 5,280 | 2,640 | 1,699 |
| Calhoun | 1990 | 13,201 | 4,932 | 4,503 | 419 | 217 | | 217 | 228 | 228 | 3,384 | 138 | 365 | 1,386 |
| | 1987 | 11,156 | 4,266 | 3,895 | 411 | 195 | | 160 | 264 | 264 | 2,727 | 166 | 411 | 967 |
| Carroll | 1990 | 135,940 | 32,444 | 31,286 | 13,521 | 12,461 | 11,163 | 1,624 | 3,171 | 2,093 | 30,253 | 6,454 | 9,932 | 3,888 |
| | 1987 | 102,219 | 24,705 | 23,823 | 10,613 | 9,298 | 8,330 | 1,270 | 2,546 | 1,681 | 21,383 | 5,428 | 9,139 | 2,687 |
| Chicot | 1990 | 56,170 | 17,135 | 16,673 | 3,081 | 2,191 | | 3,097 | 1,167 | 478 | 9,463 | 7,828 | 3,771 | 4,359 |
| | 1987 | 46,461 | 13,420 | 13,058 | 2,710 | 1,921 | | 2,139 | 890 | 365 | 8,697 | 6,412 | 3,732 | 3,011 |
| Clark | 1990 | 172,635 | 31,285 | 30,908 | 14,247 | 16,722 | 14,093 | 6,222 | 2,057 | 932 | 49,235 | 30,905 | 8,104 | 6,041 |
| | 1987 | 139,487 | 24,410 | 24,116 | 11,772 | 14,593 | 12,300 | 4,780 | 1,862 | 845 | 40,746 | 23,877 | 7,109 | 4,201 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1990
U.S. CENSUS: 1987

| METRO AREA<br>County | Year | Total Retail Sales ($000) | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drugstores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Total ($000) | Supermarkets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **ARKANSAS (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Clay | 1990 | 77,482 | 20,993 | 20,472 | 2,914 | 7,348 | 6,763 | 1,155 | 1,071 | 932 | 30,195 | 5,524 | 2,745 | 2,727 |
| | 1987 | 60,975 | 16,384 | 15,977 | 2,688 | 6,455 | 5,942 | 968 | 935 | 814 | 21,660 | 4,301 | 2,500 | 2,279 |
| Cleburne | 1990 | 103,382 | 28,431 | 27,290 | 4,601 | 11,486 | 10,606 | 1,819 | 1,654 | 1,496 | 31,199 | 6,398 | 7,436 | 4,163 |
| | 1987 | 82,011 | 19,602 | 18,815 | 3,954 | 10,642 | 9,828 | 1,406 | 1,693 | 1,532 | 24,211 | 5,458 | 7,147 | 2,879 |
| Cleveland | 1990 | 8,811 | 4,448 | 4,068 | 213 | | | 229 | 315 | | 421 | 115 | 375 | 1,011 |
| | 1987 | 7,337 | 3,234 | 2,958 | 233 | | | 180 | 271 | | 438 | 149 | 602 | 788 |
| Columbia | 1990 | 149,969 | 33,149 | 32,240 | 9,895 | 24,857 | 21,352 | 10,898 | 6,443 | 3,385 | 28,733 | 15,240 | 4,614 | 6,019 |
| | 1987 | 123,160 | 26,452 | 25,727 | 8,738 | 20,798 | 17,866 | 9,667 | 6,188 | 3,252 | 23,120 | 11,124 | 4,647 | 4,413 |
| Conway | 1990 | 104,641 | 24,407 | 23,747 | 4,747 | 11,912 | 9,650 | 4,021 | 3,091 | 661 | 31,876 | 6,991 | 2,164 | 2,897 |
| | 1987 | 90,844 | 20,274 | 19,726 | 4,330 | 10,609 | 8,595 | 3,348 | 2,797 | 599 | 29,089 | 5,909 | 2,181 | 2,191 |
| Craighead | 1990 | 573,899 | 101,770 | 99,238 | 32,106 | 104,258 | 92,938 | 37,225 | 33,281 | 12,631 | 114,604 | 40,636 | 57,062 | 9,427 |
| | 1987 | 447,034 | 76,803 | 74,892 | 29,700 | 78,283 | 69,784 | 29,272 | 24,206 | 9,187 | 90,482 | 29,535 | 47,386 | 8,407 |
| Crawford | 1990 | 201,062 | 65,276 | 62,013 | 15,846 | 25,606 | 23,346 | 1,602 | 6,918 | 6,361 | 36,656 | 23,691 | 9,801 | 4,849 |
| | 1987 | 152,718 | 44,513 | 42,288 | 13,508 | 20,461 | 18,656 | 1,329 | 5,787 | 5,322 | 27,642 | 19,513 | 8,882 | 3,551 |
| ☐ Crittenden | 1990 | 407,428 | 78,558 | 77,233 | 28,030 | 32,616 | 23,368 | 9,344 | 6,278 | 2,479 | 75,536 | 124,650 | 25,843 | 15,473 |
| | 1987 | 330,452 | 57,944 | 56,967 | 22,034 | 25,181 | 18,042 | 7,301 | 5,669 | 2,240 | 63,838 | 105,296 | 23,020 | 10,665 |
| Cross | 1990 | 82,511 | 23,846 | 23,388 | 3,797 | 16,915 | 12,893 | 1,492 | 2,936 | 2,936 | 17,202 | 4,897 | 3,006 | 3,534 |
| | 1987 | 69,921 | 20,144 | 19,757 | 3,524 | 13,377 | 10,197 | 1,365 | 2,297 | 2,297 | 14,111 | 4,314 | 3,285 | 2,443 |
| Dallas | 1990 | 59,168 | 14,453 | 13,544 | 1,758 | 7,627 | 6,513 | 2,967 | 2,844 | 2,149 | 15,049 | 6,393 | 2,100 | 2,830 |
| | 1987 | 47,211 | 11,195 | 10,491 | 1,659 | 6,350 | 5,423 | 2,186 | 2,177 | 1,646 | 12,135 | 4,437 | 2,193 | 1,949 |
| Desha | 1990 | 84,695 | 19,785 | 18,843 | 4,303 | 12,338 | 11,043 | 1,828 | 3,600 | 1,506 | 17,966 | 9,242 | 3,268 | 3,496 |
| | 1987 | 78,929 | 17,584 | 16,747 | 3,913 | 11,878 | 10,632 | 1,594 | 3,152 | 1,319 | 19,745 | 7,567 | 3,210 | 2,639 |
| Drew | 1990 | 100,098 | 26,021 | 25,338 | 8,173 | 17,793 | 16,829 | 2,964 | 4,181 | 3,453 | 20,721 | 7,504 | 5,242 | 2,687 |
| | 1987 | 79,062 | 19,137 | 18,635 | 6,483 | 13,463 | 12,734 | 2,262 | 3,216 | 2,657 | 16,987 | 5,997 | 5,230 | 1,940 |
| Faulkner | 1990 | 351,112 | 83,463 | 76,022 | 29,706 | 35,442 | 23,413 | 21,145 | 13,601 | 8,821 | 72,627 | 25,198 | 39,901 | 9,897 |
| | 1987 | 270,012 | 59,031 | 53,768 | 24,393 | 27,493 | 18,163 | 15,824 | 10,993 | 7,130 | 53,386 | 21,743 | 36,482 | 6,834 |
| Franklin | 1990 | 49,684 | 7,515 | 7,080 | 3,927 | 7,794 | 7,171 | 292 | 1,396 | 1,396 | 12,046 | 5,137 | 2,592 | 3,261 |
| | 1987 | 40,076 | 6,914 | 6,514 | 3,457 | 6,136 | 5,646 | 269 | 1,048 | 1,048 | 9,593 | 3,638 | 2,446 | 2,252 |
| Fulton | 1990 | 28,294 | 9,891 | 9,267 | 1,481 | 437 | | 1,074 | 477 | 136 | 5,578 | 1,060 | 909 | 2,676 |
| | 1987 | 22,543 | 7,227 | 6,771 | 1,289 | 793 | | 740 | 685 | 197 | 4,032 | 1,941 | 758 | 1,871 |
| Garland | 1990 | 622,093 | 129,406 | 125,738 | 53,871 | 93,226 | 88,927 | 22,351 | 19,011 | 12,266 | 143,462 | 30,087 | 38,854 | 24,233 |
| | 1987 | 500,127 | 100,332 | 97,488 | 48,463 | 75,923 | 72,423 | 18,751 | 15,743 | 10,158 | 113,760 | 27,497 | 33,959 | 17,528 |
| Grant | 1990 | 45,478 | 14,022 | 13,198 | 2,669 | 8,860 | 8,772 | 221 | 606 | 606 | 8,157 | 4,550 | 2,207 | 626 |
| | 1987 | 35,350 | 9,800 | 9,224 | 2,199 | 6,929 | 6,861 | 201 | 503 | 503 | 6,237 | 3,717 | 2,165 | 961 |
| Greene | 1990 | 171,527 | 30,223 | 28,568 | 13,034 | 21,799 | 18,799 | 11,300 | 4,067 | 1,990 | 46,896 | 7,684 | 13,323 | 8,143 |
| | 1987 | 139,310 | 24,253 | 22,925 | 11,420 | 18,708 | 16,134 | 8,651 | 3,991 | 1,954 | 36,133 | 6,127 | 12,560 | 5,626 |
| Hempstead | 1990 | 102,027 | 37,225 | 35,875 | 8,341 | 3,453 | | 3,591 | 2,643 | 1,702 | 17,562 | 9,979 | 7,510 | 4,248 |
| | 1987 | 83,912 | 28,762 | 27,719 | 7,159 | 3,137 | | 3,298 | 2,369 | 1,526 | 15,333 | 8,130 | 7,187 | 3,081 |
| Hot Spring | 1990 | 113,140 | 30,998 | 29,703 | 9,306 | 5,893 | 11,510 | 1,692 | 2,127 | 1,080 | 31,712 | 9,954 | 2,788 | 3,407 |
| | 1987 | 92,948 | 23,576 | 22,591 | 7,580 | 12,628 | 9,146 | 1,406 | 1,917 | 974 | 26,552 | 9,892 | 2,810 | 2,527 |
| Howard | 1990 | 62,136 | 16,587 | 16,149 | 2,139 | 13,710 | 10,899 | 606 | 1,131 | 984 | 12,790 | 3,129 | 3,363 | 3,137 |
| | 1987 | 53,672 | 13,567 | 13,209 | 2,103 | 10,906 | 8,671 | 951 | 1,197 | 1,043 | 12,204 | 3,227 | 3,135 | 2,333 |
| Independence | 1990 | 194,328 | 40,782 | 39,561 | 14,036 | 30,272 | 23,921 | 5,029 | 4,745 | 2,198 | 56,222 | 9,530 | 15,112 | 4,153 |
| | 1987 | 154,859 | 32,934 | 31,948 | 11,197 | 23,179 | 18,317 | 4,761 | 4,391 | 2,035 | 42,957 | 6,962 | 14,887 | 3,301 |
| Izard | 1990 | 45,498 | 16,863 | 16,267 | 2,145 | 1,643 | | 229 | 473 | | 9,449 | 5,394 | 3,681 | 2,474 |
| | 1987 | 35,322 | 12,075 | 11,648 | 1,639 | 1,483 | | 293 | 411 | | 8,223 | 3,811 | 3,452 | 1,783 |
| Jackson | 1990 | 99,140 | 13,423 | 12,843 | 7,091 | 15,058 | 8,931 | 6,737 | 1,229 | 744 | 26,555 | 10,162 | 2,811 | 5,079 |
| | 1987 | 81,486 | 13,247 | 12,675 | 6,468 | 11,425 | 6,777 | 5,273 | 1,406 | 852 | 21,088 | 7,483 | 3,080 | 3,743 |
| Jefferson | 1990 | 561,482 | 115,517 | 111,341 | 41,411 | 79,008 | 67,648 | 22,880 | 21,943 | 13,926 | 135,149 | 38,527 | 30,331 | 23,303 |
| | 1987 | 464,446 | 94,183 | 90,778 | 35,761 | 65,841 | 56,375 | 20,956 | 18,437 | 11,701 | 113,308 | 31,892 | 29,780 | 16,869 |
| Johnson | 1990 | 107,354 | 24,046 | 22,408 | 4,102 | 9,051 | 8,488 | 3,283 | 3,285 | 2,091 | 38,131 | 8,892 | 8,395 | 3,854 |
| | 1987 | 81,011 | 18,134 | 16,899 | 3,366 | 7,008 | 6,573 | 2,265 | 2,652 | 1,689 | 28,396 | 6,882 | 6,417 | 2,659 |
| Lafayette | 1990 | 26,813 | 11,753 | 11,297 | 1,448 | 1,925 | | 216 | 1,141 | 1,141 | 3,296 | 3,117 | 311 | 1,627 |
| | 1987 | 22,116 | 9,119 | 8,765 | 1,221 | 1,653 | | 221 | 925 | 925 | 2,783 | 2,664 | 549 | 1,252 |
| Lawrence | 1990 | 95,001 | 21,615 | 20,463 | 4,744 | 11,653 | 9,783 | 1,800 | 2,754 | 2,343 | 32,709 | 11,234 | 1,527 | 2,336 |
| | 1987 | 75,957 | 16,777 | 15,883 | 3,975 | 8,797 | 7,386 | 1,466 | 2,362 | 2,010 | 25,419 | 8,883 | 2,093 | 1,942 |
| Lee | 1990 | 33,562 | 12,146 | 11,577 | 700 | 2,189 | | 266 | 145 | 145 | 9,787 | 2,693 | 1,377 | 1,116 |
| | 1987 | 28,189 | 9,695 | 9,241 | 891 | 1,796 | | 485 | 269 | 269 | 7,877 | 2,074 | 1,296 | 990 |
| Lincoln | 1990 | 17,944 | 8,438 | 8,136 | 540 | 1,035 | | 54 | 465 | 226 | 1,759 | 2,801 | 351 | 1,231 |
| | 1987 | 16,809 | 7,548 | 7,278 | 512 | 922 | | 100 | 446 | 218 | 1,841 | 2,473 | 467 | 1,109 |
| Little River | 1990 | 60,647 | 17,538 | 17,113 | 4,132 | 7,882 | 7,617 | 253 | 2,080 | 1,660 | 18,303 | 4,754 | 910 | 1,893 |
| | 1987 | 48,867 | 13,954 | 13,616 | 3,253 | 6,276 | 6,066 | 462 | 1,451 | 1,159 | 15,039 | 3,861 | 1,107 | 1,467 |
| Logan | 1990 | 91,534 | 24,535 | 23,495 | 7,265 | 15,189 | 14,612 | 4,450 | 3,240 | 1,927 | 22,979 | 2,987 | 3,586 | 1,715 |
| | 1987 | 73,065 | 17,786 | 17,032 | 6,009 | 11,705 | 11,261 | 3,329 | 2,481 | 1,476 | 20,679 | 2,075 | 3,652 | 1,546 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

MM ESTIMATES: 1990
U.S. CENSUS: 1987

**ARKANSAS (continued)**

**ALL COUNTIES (continued)**

| METRO AREA County | Year | Total Retail Sales ($000) | Food Stores Total ($000) | Food Stores Super-markets ($000) | Eating & Drinking Places Total ($000) | General Merchandise Stores Total ($000) | General Merchandise Department Stores ($000) | Apparel & Accessories Stores Total ($000) | Furniture/Home Furnishings/Appliance Stores Total ($000) | Furniture & Home Furn. ($000) | Automotive Dealers Total ($000) | Gasoline Service Stations Total ($000) | Bldg. Mtls. & Hardware Dealers Total ($000) | Drug-stores Total ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Lonoke | 1990 | 155,491 | 42,646 | 42,042 | 7,254 | 18,974 | 12,038 | 4,441 | 3,636 | 3,435 | 35,454 | 17,632 | 10,348 | 6,535 |
| | 1987 | 123,323 | 33,409 | 32,936 | 5,468 | 14,080 | 8,934 | 3,370 | 2,698 | 2,549 | 30,282 | 12,472 | 9,350 | 4,940 |
| Madison | 1990 | 38,369 | 4,659 | 4,303 | 2,802 | 10,795 | 8,849 | 316 | 227 | | 9,723 | 2,792 | 2,066 | 1,770 |
| | 1987 | 29,408 | 4,636 | 4,282 | 2,179 | 7,447 | 6,105 | 283 | 208 | | 6,669 | 2,117 | 2,012 | 1,218 |
| Marion | 1990 | 28,402 | 13,409 | 13,209 | 1,810 | 458 | | 207 | 203 | 203 | 3,855 | 3,203 | 1,091 | 1,638 |
| | 1987 | 21,595 | 10,456 | 10,300 | 1,504 | 349 | | 181 | 210 | 210 | 2,749 | 2,230 | 1,056 | 1,131 |
| Miller | 1990 | 221,690 | 73,204 | 71,797 | 19,805 | 35,640 | 20,402 | 6,807 | 3,979 | 1,792 | 13,900 | 27,626 | 7,784 | 6,164 |
| | 1987 | 185,597 | 61,152 | 59,977 | 17,919 | 25,804 | 14,772 | 6,729 | 4,211 | 1,898 | 11,464 | 23,421 | 7,462 | 5,289 |
| Mississippi | 1990 | 286,800 | 69,289 | 67,778 | 21,858 | 40,000 | 32,367 | 8,953 | 6,215 | 3,591 | 61,840 | 32,718 | 13,734 | 9,749 |
| | 1987 | 236,739 | 52,925 | 51,771 | 18,278 | 34,785 | 28,147 | 8,558 | 5,984 | 3,458 | 55,452 | 24,338 | 12,282 | 7,498 |
| Monroe | 1990 | 63,714 | 20,837 | 20,112 | 5,902 | 5,725 | 4,801 | 1,203 | 1,479 | 1,082 | 7,746 | 7,735 | 2,561 | 3,448 |
| | 1987 | 53,320 | 16,061 | 15,502 | 5,267 | 5,448 | 4,569 | 1,138 | 1,304 | 955 | 6,941 | 6,876 | 3,084 | 2,378 |
| Montgomery | 1990 | 23,409 | 8,500 | 8,009 | 1,495 | 1,152 | | 333 | 280 | | 3,275 | 2,604 | 1,201 | 1,292 |
| | 1987 | 18,019 | 5,976 | 5,631 | 1,338 | 968 | | 244 | 323 | | 2,571 | 1,812 | 1,176 | 886 |
| Nevada | 1990 | 34,824 | 9,230 | 8,832 | 1,120 | 571 | | 886 | 1,541 | 257 | 5,668 | 11,791 | 665 | 2,629 |
| | 1987 | 29,784 | 7,915 | 7,574 | 1,067 | 1,058 | | 849 | 1,438 | 241 | 5,649 | 8,411 | 815 | 1,851 |
| Newton | 1990 | 9,745 | 6,386 | 6,034 | 307 | 172 | | 45 | 60 | | 266 | 116 | 109 | 1,236 |
| | 1987 | 7,622 | 4,668 | 4,411 | 396 | 194 | | 55 | 94 | | 271 | 148 | 185 | 851 |
| Ouachita | 1990 | 201,079 | 57,434 | 55,978 | 11,009 | 17,532 | 14,304 | 10,021 | 8,469 | 5,020 | 39,294 | 12,970 | 7,878 | 7,319 |
| | 1987 | 165,286 | 44,781 | 43,646 | 10,092 | 15,590 | 12,720 | 8,562 | 7,344 | 4,354 | 35,090 | 9,753 | 8,424 | 5,738 |
| Perry | 1990 | 26,178 | 9,221 | 8,968 | 526 | | | 70 | 669 | 669 | 1,397 | 1,104 | 10,839 | 170 |
| | 1987 | 19,163 | 6,025 | 5,860 | 466 | | | 88 | 456 | 456 | 978 | 1,277 | 8,153 | 296 |
| Phillips | 1990 | 151,525 | 38,206 | 37,088 | 11,957 | 17,546 | 10,648 | 6,974 | 3,793 | 2,909 | 32,837 | 17,447 | 3,759 | 7,032 |
| | 1987 | 125,362 | 31,346 | 30,429 | 9,798 | 14,406 | 8,743 | 5,806 | 3,307 | 2,537 | 29,788 | 12,366 | 4,096 | 5,270 |
| Pike | 1990 | 46,503 | 11,395 | 10,722 | 1,526 | 3,126 | | 593 | 320 | | 16,367 | 2,415 | 6,820 | 1,767 |
| | 1987 | 37,387 | 9,191 | 8,648 | 1,234 | 2,475 | | 409 | 441 | | 11,908 | 3,192 | 5,598 | 1,335 |
| Poinsett | 1990 | 101,872 | 25,681 | 24,573 | 4,973 | 9,919 | 7,301 | 813 | 2,341 | 1,427 | 25,140 | 13,507 | 3,637 | 3,781 |
| | 1987 | 82,477 | 19,540 | 18,697 | 4,631 | 8,129 | 5,984 | 733 | 2,184 | 1,332 | 19,874 | 9,991 | 3,718 | 3,444 |
| Polk | 1990 | 79,762 | 25,018 | 24,383 | 4,966 | 14,880 | 13,806 | 940 | 1,244 | 1,103 | 15,991 | 5,040 | 5,392 | 3,060 |
| | 1987 | 64,693 | 17,914 | 17,459 | 4,050 | 12,497 | 11,596 | 1,236 | 1,270 | 1,127 | 13,738 | 4,279 | 4,740 | 2,233 |
| Pope | 1990 | 365,003 | 83,930 | 81,162 | 27,427 | 44,455 | 36,769 | 11,703 | 16,766 | 14,370 | 86,787 | 24,795 | 24,638 | 11,081 |
| | 1987 | 285,620 | 60,077 | 58,096 | 22,756 | 35,731 | 29,554 | 10,424 | 13,324 | 11,421 | 71,304 | 19,432 | 22,077 | 7,823 |
| Prairie | 1990 | 39,278 | 8,167 | 7,901 | 2,594 | 1,260 | | 587 | 333 | 333 | 15,575 | 2,860 | 715 | 401 |
| | 1987 | 31,693 | 6,210 | 6,008 | 2,073 | 905 | | 587 | 363 | 363 | 12,583 | 2,302 | 867 | 736 |
| Pulaski | 1990 | 3,378,752 | 533,225 | 513,654 | 290,995 | 549,980 | 484,125 | 202,471 | 148,132 | 95,480 | 901,170 | 209,081 | 172,708 | 68,477 |
| | 1987 | 2,699,913 | 433,423 | 417,515 | 241,965 | 424,503 | 373,674 | 162,507 | 122,362 | 78,870 | 710,110 | 185,233 | 159,968 | 50,619 |
| Randolph | 1990 | 75,533 | 25,676 | 24,472 | 3,136 | 10,911 | 10,229 | 2,225 | 1,623 | 1,165 | 9,792 | 3,544 | 3,267 | 1,909 |
| | 1987 | 59,973 | 19,471 | 18,558 | 2,920 | 8,542 | 8,009 | 1,824 | 1,696 | 1,218 | 8,980 | 3,063 | 2,801 | 1,499 |
| St. Francis | 1990 | 143,762 | 39,581 | 38,693 | 9,538 | 22,927 | 14,993 | 6,269 | 5,280 | 2,546 | 17,045 | 23,476 | 2,370 | 6,001 |
| | 1987 | 121,995 | 31,363 | 30,659 | 8,662 | 18,170 | 11,883 | 5,099 | 4,789 | 2,310 | 15,864 | 21,203 | 2,690 | 4,599 |
| Saline | 1990 | 262,234 | 71,830 | 71,376 | 18,656 | 24,678 | 21,019 | 8,440 | 11,783 | 9,373 | 69,735 | 17,029 | 17,849 | 9,562 |
| | 1987 | 205,175 | 52,807 | 52,473 | 14,404 | 20,718 | 17,647 | 6,314 | 9,137 | 7,269 | 55,536 | 13,436 | 16,621 | 6,954 |
| Scott | 1990 | 39,698 | 12,058 | 11,273 | 2,506 | 8,723 | 8,636 | 399 | 1,243 | 1,243 | 5,126 | 2,268 | 2,316 | 2,701 |
| | 1987 | 30,901 | 7,930 | 7,414 | 1,945 | 7,907 | 7,829 | 481 | 1,101 | 1,101 | 4,432 | 1,572 | 2,185 | 1,795 |
| Searcy | 1990 | 28,769 | 10,178 | 9,375 | 833 | 2,626 | | 303 | 693 | 434 | 5,490 | 4,818 | 1,201 | 1,347 |
| | 1987 | 22,038 | 7,253 | 6,681 | 807 | 1,887 | | 298 | 586 | 368 | 3,940 | 3,293 | 1,359 | 1,195 |
| Sebastian | 1990 | 956,642 | 194,040 | 189,087 | 91,897 | 177,905 | 163,664 | 42,875 | 35,290 | 18,317 | 199,657 | 39,310 | 72,186 | 25,066 |
| | 1987 | 776,314 | 146,130 | 142,400 | 77,104 | 135,453 | 124,611 | 36,931 | 31,071 | 16,128 | 166,956 | 38,621 | 67,476 | 18,990 |
| Sevier | 1990 | 81,439 | 25,749 | 25,209 | 4,795 | 14,260 | 10,712 | 1,648 | 1,018 | 638 | 16,306 | 6,118 | 2,564 | 1,577 |
| | 1987 | 61,516 | 16,770 | 16,418 | 3,983 | 10,888 | 8,180 | 1,297 | 769 | 483 | 12,149 | 6,345 | 2,680 | 1,822 |
| Sharp | 1990 | 71,403 | 36,960 | 35,995 | 2,674 | 10,572 | 7,448 | 366 | 1,860 | 1,273 | 8,835 | 6,797 | 554 | 761 |
| | 1987 | 52,385 | 24,631 | 23,988 | 2,817 | 8,022 | 5,652 | 358 | 2,108 | 1,444 | 6,852 | 4,804 | 485 | 721 |
| Stone | 1990 | 41,541 | 16,035 | 14,993 | 2,382 | 1,387 | | 342 | 823 | | 13,427 | 1,076 | 2,854 | 360 |
| | 1987 | 32,451 | 11,049 | 10,331 | 2,031 | 1,337 | | 330 | 714 | | 10,760 | 1,093 | 2,734 | 341 |
| Union | 1990 | 369,892 | 83,279 | 79,895 | 16,412 | 35,827 | 32,470 | 18,354 | 14,072 | 8,374 | 85,857 | 58,048 | 18,381 | 13,391 |
| | 1987 | 295,612 | 65,354 | 62,698 | 14,956 | 26,660 | 24,163 | 16,396 | 11,901 | 7,083 | 72,485 | 40,375 | 17,336 | 9,977 |
| Van Buren | 1990 | 64,108 | 22,070 | 21,527 | 2,277 | 4,893 | | 5,372 | 5,331 | 1,701 | 8,370 | 3,558 | 4,669 | 2,176 |
| | 1987 | 49,587 | 15,844 | 15,454 | 2,177 | 3,379 | | 3,683 | 3,703 | 1,182 | 8,533 | 2,739 | 4,159 | 1,719 |
| Washington | 1990 | 999,758 | 196,480 | 191,452 | 64,810 | 204,449 | 160,944 | 39,781 | 39,199 | 25,497 | 246,080 | 49,094 | 59,485 | 12,256 |
| | 1987 | 776,301 | 146,854 | 143,096 | 57,007 | 157,419 | 123,922 | 29,948 | 30,445 | 19,804 | 186,482 | 39,937 | 54,701 | 10,553 |
| White | 1990 | 348,384 | 84,438 | 82,336 | 21,829 | 45,447 | 34,796 | 11,342 | 11,231 | 6,549 | 96,404 | 28,269 | 24,302 | 9,821 |
| | 1987 | 274,109 | 61,552 | 60,020 | 18,442 | 33,287 | 25,486 | 9,333 | 8,807 | 5,136 | 80,973 | 20,622 | 20,764 | 7,353 |
| Woodruff | 1990 | 35,462 | 10,798 | 10,261 | 706 | 3,511 | | 275 | 1,120 | 971 | 7,254 | 3,163 | 489 | 2,545 |
| | 1987 | 29,628 | 8,654 | 8,224 | 769 | 2,575 | | 263 | 996 | 864 | 6,575 | 2,595 | 908 | 1,975 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1990<br>U.S. CENSUS 1987 |  |  | Food Stores |  | Eating & Drinking Places | General Merchandise Stores |  | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores |  | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **ARKANSAS (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **ALL COUNTIES (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Yell | 1990 | 62,813 | 19,734 | 18,413 | 3,063 | 11,948 | 10,749 | 781 | 685 | 685 | 15,637 | 3,095 | 2,048 | 4,045 |
|  | 1987 | 49,420 | 13,291 | 12,401 | 2,705 | 8,466 | 7,617 | 881 | 753 | 753 | 12,074 | 152 | 2,979 | 2,957 |
| **TOTAL METRO COUNTIES** | 1990 | **7,495,651** | **1,454,239** | **1,406,017** | **608,410** | **1,184,290** | **999,967** | **359,786** | **290,759** | **185,481** | **1,785,966** | **571,838** | **446,236** | **181,482** |
|  | 1987 | 5,984,251 | 1,129,446 | 1,092,198 | 509,563 | 916,953 | 774,796 | 291,209 | 240,810 | 152,911 | 1,419,004 | 491,564 | 413,742 | 135,264 |
| **TOTAL STATE** | 1990 | **15,386,039** | **3,406,436** | **3,292,774** | **1,113,276** | **2,195,804** | **1,824,619** | **637,621** | **552,896** | **345,205** | **3,858,931** | **1,229,492** | **893,042** | **446,759** |
|  | 1987 | 12,318,710 | 2,624,754 | 2,537,387 | 915,120 | 1,730,353 | 1,437,220 | 524,307 | 460,949 | 287,621 | 2,939,781 | 1,010,892 | 828,682 | 336,917 |
| **CALIFORNIA** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **ANAHEIM - SANTA ANA** | 1990 | **22,166,980** | **3,759,874** | **3,497,514** | **2,805,364** | **2,492,899** | **1,888,710** | **1,462,932** | **1,490,907** | **762,352** | **4,682,842** | **1,270,943** | **1,068,847** | **821,996** |
|  | 1987 | 18,099,062 | 3,205,303 | 2,981,641 | 2,148,848 | 2,226,498 | 1,686,876 | 1,049,986 | 1,204,877 | 616,097 | 4,135,666 | 929,424 | 914,861 | 554,340 |
| Orange | 1990 | 22,166,980 | 3,759,874 | 3,497,514 | 2,805,364 | 2,492,899 | 1,888,710 | 1,462,932 | 1,490,907 | 762,352 | 4,682,842 | 1,270,943 | 1,068,847 | 821,996 |
|  | 1987 | 18,099,062 | 3,205,303 | 2,981,641 | 2,148,848 | 2,226,498 | 1,686,876 | 1,049,986 | 1,204,877 | 616,097 | 4,135,666 | 929,424 | 914,861 | 554,340 |
| **BAKERSFIELD** | 1990 | **3,375,887** | **746,014** | **705,973** | **329,483** | **318,629** | **236,554** | **128,655** | **167,924** | **87,388** | **659,560** | **353,459** | **212,786** | **215,699** |
|  | 1987 | 2,851,022 | 668,748 | 632,854 | 271,640 | 289,779 | 215,136 | 103,079 | 134,312 | 69,897 | 621,813 | 247,412 | 168,651 | 145,196 |
| Kern | 1990 | 3,375,887 | 746,014 | 705,973 | 329,483 | 318,629 | 236,554 | 128,655 | 167,924 | 87,388 | 659,560 | 353,459 | 212,786 | 215,699 |
|  | 1987 | 2,851,022 | 668,748 | 632,854 | 271,640 | 289,779 | 215,136 | 103,079 | 134,312 | 69,897 | 621,813 | 247,412 | 168,651 | 145,196 |
| **CHICO** | 1990 | **1,133,067** | **256,050** | **245,103** | **124,434** | **111,136** | **91,694** | **39,943** | **78,433** | **35,438** | **193,247** | **67,439** | **78,277** | **86,520** |
|  | 1987 | 944,236 | 233,729 | 223,736 | 97,826 | 98,037 | 80,887 | 32,047 | 57,474 | 25,969 | 179,359 | 45,522 | 62,032 | 58,290 |
| Butte | 1990 | 1,133,067 | 256,050 | 245,103 | 124,434 | 111,136 | 91,694 | 39,943 | 78,433 | 35,438 | 193,247 | 67,439 | 78,277 | 86,520 |
|  | 1987 | 944,236 | 233,729 | 223,736 | 97,826 | 98,037 | 80,887 | 32,047 | 57,474 | 25,969 | 179,359 | 45,522 | 62,032 | 58,290 |
| **FRESNO** | 1990 | **4,412,904** | **975,274** | **903,719** | **454,287** | **426,352** | **323,858** | **189,649** | **247,643** | **154,938** | **920,788** | **306,229** | **224,626** | **284,200** |
|  | 1987 | 3,641,346 | 807,523 | 748,276 | 351,795 | 398,348 | 302,587 | 155,383 | 199,884 | 125,058 | 837,743 | 218,747 | 178,343 | 195,298 |
| Fresno | 1990 | 4,412,904 | 975,274 | 903,719 | 454,287 | 426,352 | 323,858 | 189,649 | 247,643 | 154,938 | 920,788 | 306,229 | 224,626 | 284,200 |
|  | 1987 | 3,641,346 | 807,523 | 748,276 | 351,795 | 398,348 | 302,587 | 155,383 | 199,884 | 125,058 | 837,743 | 218,747 | 178,343 | 195,298 |
| **LOS ANGELES - LONG BEACH** | 1990 | **67,141,917** | **12,454,087** | **11,487,463** | **8,036,686** | **6,621,401** | **4,909,583** | **4,729,745** | **4,466,415** | **2,101,957** | **13,521,510** | **4,049,933** | **3,086,447** | **2,570,327** |
|  | 1987 | 56,140,723 | 10,911,033 | 10,064,170 | 6,325,628 | 6,298,432 | 4,670,113 | 3,504,443 | 3,537,622 | 1,664,854 | 12,461,410 | 3,013,754 | 2,344,620 | 1,890,921 |
| Los Angeles | 1990 | 67,141,917 | 12,454,087 | 11,487,463 | 8,036,686 | 6,621,401 | 4,909,583 | 4,729,745 | 4,466,415 | 2,101,957 | 13,521,510 | 4,049,933 | 3,086,447 | 2,570,327 |
|  | 1987 | 56,140,723 | 10,911,033 | 10,064,170 | 6,325,628 | 6,298,432 | 4,670,113 | 3,504,443 | 3,537,622 | 1,664,854 | 12,461,410 | 3,013,754 | 2,344,620 | 1,890,921 |
| ***LOS ANGELES - ANAHEIM - RIVERSIDE CONSOLIDATED AREA*** | 1990 | ***111,466,605*** | ***20,577,934*** | ***19,150,118*** | ***13,052,590*** | ***11,818,733*** | ***8,860,364*** | ***7,087,153*** | ***7,108,853*** | ***3,462,512*** | ***22,853,788*** | ***7,208,696*** | ***5,624,878*** | ***4,252,021*** |
|  | *1987* | *91,937,347* | *17,804,002* | *16,564,989* | *10,175,068* | *10,851,728* | *8,132,233* | *5,235,964* | *5,590,298* | *2,721,222* | *20,683,097* | *5,215,461* | *4,355,941* | *3,025,340* |
| **MERCED** | 1990 | **848,452** | **210,467** | **192,885** | **72,516** | **77,394** | **70,784** | **25,727** | **37,416** | **20,937** | **148,720** | **116,793** | **40,894** | **63,359** |
|  | 1987 | 715,070 | 182,099 | 166,887 | 62,689 | 72,987 | 66,754 | 20,935 | 28,294 | 15,833 | 145,562 | 79,056 | 33,108 | 43,545 |
| Merced | 1990 | 848,452 | 210,467 | 192,885 | 72,516 | 77,394 | 70,784 | 25,727 | 37,416 | 20,937 | 148,720 | 116,793 | 40,894 | 63,359 |
|  | 1987 | 715,070 | 182,099 | 166,887 | 62,689 | 72,987 | 66,754 | 20,935 | 28,294 | 15,833 | 145,562 | 79,056 | 33,108 | 43,545 |
| **MODESTO** | 1990 | **2,519,243** | **540,675** | **510,298** | **240,313** | **280,870** | **247,322** | **87,307** | **161,919** | **101,163** | **449,934** | **149,145** | **188,306** | **211,561** |
|  | 1987 | 2,036,770 | 449,524 | 424,268 | 182,182 | 255,132 | 224,659 | 74,522 | 123,698 | 77,284 | 395,416 | 110,459 | 144,331 | 141,805 |
| Stanislaus | 1990 | 2,519,243 | 540,675 | 510,298 | 240,313 | 280,870 | 247,322 | 87,307 | 161,919 | 101,163 | 449,934 | 149,145 | 188,306 | 211,561 |
|  | 1987 | 2,036,770 | 449,524 | 424,268 | 182,182 | 255,132 | 224,659 | 74,522 | 123,698 | 77,284 | 395,416 | 110,459 | 144,331 | 141,805 |
| **OAKLAND** | 1990 | **16,201,188** | **3,184,993** | **2,961,737** | **1,751,688** | **1,794,237** | **1,373,222** | **852,905** | **1,067,602** | **532,147** | **3,110,610** | **990,252** | **766,081** | **946,009** |
|  | 1987 | 13,457,805 | 2,791,028 | 2,596,135 | 1,370,873 | 1,660,816 | 1,272,187 | 639,044 | 808,152 | 403,344 | 2,873,027 | 715,249 | 615,232 | 643,816 |
| Alameda | 1990 | 10,077,953 | 1,954,639 | 1,785,735 | 1,137,962 | 1,075,963 | 783,188 | 430,500 | 667,675 | 298,033 | 2,050,470 | 558,147 | 452,480 | 564,930 |
|  | 1987 | 8,386,448 | 1,695,149 | 1,548,668 | 904,004 | 984,450 | 716,577 | 330,240 | 501,682 | 223,938 | 1,892,813 | 411,206 | 360,019 | 380,682 |
| Contra Costa | 1990 | 6,123,235 | 1,230,354 | 1,176,002 | 613,726 | 718,274 | 590,034 | 422,405 | 399,927 | 234,114 | 1,060,140 | 432,105 | 313,601 | 381,079 |
|  | 1987 | 5,071,357 | 1,095,879 | 1,047,467 | 466,869 | 676,366 | 555,610 | 308,804 | 306,470 | 179,406 | 980,214 | 304,043 | 255,213 | 263,134 |
| **OXNARD - VENTURA** | 1990 | **5,393,117** | **945,354** | **892,600** | **529,237** | **654,185** | **463,183** | **213,200** | **291,736** | **154,831** | **1,246,193** | **400,472** | **287,043** | **225,416** |
|  | 1987 | 4,376,579 | 834,846 | 788,259 | 397,535 | 587,710 | 416,118 | 162,231 | 217,165 | 115,255 | 1,120,142 | 271,720 | 212,505 | 154,184 |
| Ventura | 1990 | 5,393,117 | 945,354 | 892,600 | 529,237 | 654,185 | 463,183 | 213,200 | 291,736 | 154,831 | 1,246,193 | 400,472 | 287,043 | 225,416 |
|  | 1987 | 4,376,579 | 834,846 | 788,259 | 397,535 | 587,710 | 416,118 | 162,231 | 217,165 | 115,255 | 1,120,142 | 271,720 | 212,505 | 154,184 |
| **REDDING** | 1990 | **1,107,147** | **265,612** | **251,739** | **95,153** | **97,357** | **88,939** | **30,531** | **51,404** | **27,173** | **208,091** | **102,044** | **85,656** | **86,552** |
|  | 1987 | 904,162 | 217,960 | 206,576 | 73,828 | 89,594 | 81,848 | 26,780 | 38,557 | 20,383 | 187,592 | 78,800 | 66,960 | 58,528 |
| Shasta | 1990 | 1,107,147 | 265,612 | 251,739 | 95,153 | 97,357 | 88,939 | 30,531 | 51,404 | 27,173 | 208,091 | 102,044 | 85,656 | 86,552 |
|  | 1987 | 904,162 | 217,960 | 206,576 | 73,828 | 89,594 | 81,848 | 26,780 | 38,557 | 20,383 | 187,592 | 78,800 | 66,960 | 58,528 |
| **RIVERSIDE - SAN BERNARDINO** | 1990 | **16,764,591** | **3,418,619** | **3,272,541** | **1,681,303** | **2,050,248** | **1,598,888** | **681,276** | **859,795** | **443,372** | **3,403,243** | **1,487,348** | **1,182,541** | **634,282** |
|  | 1987 | 13,320,983 | 2,852,820 | 2,730,919 | 1,303,057 | 1,739,088 | 1,359,126 | 519,304 | 630,634 | 325,016 | 2,965,879 | 1,000,563 | 883,955 | 425,895 |
| Riverside | 1990 | 7,584,296 | 1,603,684 | 1,535,104 | 796,533 | 735,115 | 635,088 | 270,889 | 375,498 | 207,568 | 1,621,963 | 621,123 | 508,717 | 295,750 |
|  | 1987 | 6,032,032 | 1,339,963 | 1,282,661 | 610,354 | 645,633 | 557,783 | 220,122 | 272,601 | 150,689 | 1,432,456 | 417,898 | 378,569 | 198,610 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1990<br>U.S. CENSUS: 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **CALIFORNIA (continued)** | | | | | | | | | | | | | | |
| **RIVERSIDE - SAN BERNARDINO (continued)** | | | | | | | | | | | | | | |
| San Bernardino | 1990 | 9,180,295 | 1,814,935 | 1,737,437 | 884,770 | 1,315,133 | 963,800 | 410,387 | 484,297 | 235,804 | 1,781,280 | 866,225 | 673,824 | 338,532 |
| | 1987 | 7,288,951 | 1,512,857 | 1,448,258 | 692,703 | 1,093,455 | 801,343 | 299,182 | 358,033 | 174,327 | 1,533,423 | 582,665 | 505,386 | 227,285 |
| **SACRAMENTO** | **1990** | **11,481,756** | **2,309,094** | **2,201,879** | **1,235,367** | **1,320,318** | **938,138** | **506,286** | **619,863** | **351,377** | **2,473,348** | **807,906** | **676,863** | **617,033** |
| | 1987 | 9,294,960 | 1,916,505 | 1,827,744 | 974,964 | 1,147,625 | 815,127 | 369,715 | 484,205 | 273,989 | 2,190,292 | 579,656 | 509,621 | 419,046 |
| El Dorado | 1990 | 776,608 | 206,765 | 201,801 | 86,575 | 23,517 | 10,145 | 29,212 | 35,765 | 20,356 | 117,438 | 64,974 | 72,757 | 67,051 |
| | 1987 | 632,436 | 174,058 | 169,879 | 73,283 | 21,674 | 9,351 | 22,728 | 26,562 | 15,119 | 103,012 | 49,791 | 55,065 | 46,080 |
| Placer | 1990 | 1,539,316 | 288,356 | 277,581 | 150,550 | 52,034 | 36,964 | 55,627 | 53,382 | 35,673 | 500,483 | 132,086 | 136,149 | 83,828 |
| | 1987 | 1,222,145 | 245,083 | 235,923 | 121,695 | 37,873 | 26,905 | 40,110 | 38,143 | 25,490 | 424,853 | 88,544 | 99,179 | 57,017 |
| Sacramento | 1990 | 8,329,954 | 1,601,684 | 1,517,245 | 903,175 | 1,196,939 | 856,815 | 395,006 | 508,319 | 285,187 | 1,688,457 | 505,728 | 434,149 | 402,345 |
| | 1987 | 6,752,847 | 1,317,674 | 1,248,207 | 699,861 | 1,050,632 | 752,083 | 284,934 | 401,085 | 225,025 | 1,506,236 | 370,768 | 325,313 | 271,336 |
| Yolo | 1990 | 835,878 | 212,287 | 205,252 | 95,067 | 47,828 | 34,214 | 26,441 | 22,397 | 10,161 | 166,970 | 105,118 | 33,808 | 63,809 |
| | 1987 | 687,532 | 179,690 | 173,735 | 80,125 | 37,446 | 26,788 | 21,943 | 18,415 | 8,355 | 156,191 | 70,553 | 30,064 | 44,615 |
| **SALINAS - SEASIDE - MONTEREY** | **1990** | **2,371,488** | **419,467** | **355,699** | **326,116** | **236,224** | **220,131** | **136,833** | **129,134** | **65,860** | **401,701** | **198,133** | **103,437** | **129,995** |
| | 1987 | 1,989,981 | 368,667 | 312,622 | 253,040 | 214,965 | 200,321 | 114,675 | 104,088 | 53,087 | 396,040 | 139,833 | 87,974 | 90,020 |
| Monterey | 1990 | 2,371,488 | 419,467 | 355,699 | 326,116 | 236,224 | 220,131 | 136,833 | 129,134 | 65,860 | 401,701 | 198,133 | 103,437 | 129,995 |
| | 1987 | 1,989,981 | 368,667 | 312,622 | 253,040 | 214,965 | 200,321 | 114,675 | 104,088 | 53,087 | 396,040 | 139,833 | 87,974 | 90,020 |
| **SAN DIEGO** | **1990** | **19,209,425** | **3,415,262** | **3,145,050** | **2,197,424** | **2,276,586** | **1,555,217** | **1,170,334** | **1,302,092** | **753,344** | **3,879,113** | **1,270,915** | **1,078,206** | **738,583** |
| | 1987 | 15,641,639 | 2,880,667 | 2,652,752 | 1,712,486 | 2,053,301 | 1,402,686 | 852,060 | 1,003,095 | 580,356 | 3,531,912 | 918,546 | 805,601 | 499,807 |
| San Diego | 1990 | 19,209,425 | 3,415,262 | 3,145,050 | 2,197,424 | 2,276,586 | 1,555,217 | 1,170,334 | 1,302,092 | 753,344 | 3,879,113 | 1,270,915 | 1,078,206 | 738,583 |
| | 1987 | 15,641,639 | 2,880,667 | 2,652,752 | 1,712,486 | 2,053,301 | 1,402,686 | 852,060 | 1,003,095 | 580,356 | 3,531,912 | 918,546 | 805,601 | 499,807 |
| **SAN FRANCISCO** | **1990** | **15,259,282** | **2,667,400** | **2,231,683** | **2,446,882** | **1,574,221** | **1,182,641** | **1,226,437** | **1,085,550** | **523,323** | **1,984,848** | **788,962** | **616,570** | **814,268** |
| | 1987 | 12,864,205 | 2,405,982 | 2,013,067 | 1,966,824 | 1,482,426 | 1,113,750 | 946,821 | 833,540 | 401,927 | 1,953,666 | 584,060 | 496,436 | 550,221 |
| Marin | 1990 | 2,369,537 | 465,673 | 424,442 | 275,264 | 196,778 | 160,887 | 191,366 | 189,871 | 107,872 | 378,595 | 114,921 | 143,215 | 155,740 |
| | 1987 | 1,999,695 | 411,313 | 374,895 | 222,900 | 178,838 | 146,220 | 138,903 | 145,587 | 82,713 | 369,616 | 94,611 | 116,407 | 104,651 |
| San Francisco | 1990 | 6,773,833 | 1,161,807 | 864,001 | 1,408,463 | 605,615 | 491,785 | 665,217 | 436,404 | 219,489 | 461,000 | 276,813 | 226,774 | 302,594 |
| | 1987 | 5,726,676 | 1,047,096 | 778,694 | 1,148,085 | 577,588 | 469,027 | 517,187 | 336,673 | 169,330 | 530,478 | 206,733 | 189,086 | 205,561 |
| San Mateo | 1990 | 6,115,912 | 1,039,920 | 943,240 | 763,155 | 771,828 | 529,969 | 369,854 | 459,275 | 195,962 | 1,145,253 | 397,228 | 246,581 | 355,934 |
| | 1987 | 5,137,834 | 947,573 | 859,478 | 595,839 | 726,000 | 498,503 | 290,731 | 351,280 | 149,884 | 1,053,572 | 282,716 | 190,943 | 240,009 |
| ***SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA*** | ***1990*** | ***51,794,161*** | ***9,713,714*** | ***8,765,652*** | ***6,454,949*** | ***5,482,607*** | ***4,214,671*** | ***3,242,639*** | ***3,535,797*** | ***1,697,657*** | ***8,899,229*** | ***3,002,818*** | ***2,565,613*** | ***2,919,524*** |
| | *1987* | *43,195,541* | *8,559,539* | *7,719,861* | *5,121,868* | *5,126,091* | *3,937,978* | *2,448,956* | *2,693,719* | *1,293,531* | *8,378,271* | *2,236,346* | *2,048,805* | *1,977,456* |
| **SAN JOSE** | **1990** | **12,499,406** | **2,131,411** | **1,967,770** | **1,416,321** | **1,398,084** | **1,036,441** | **876,321** | **959,016** | **401,384** | **2,331,389** | **664,269** | **594,034** | **684,080** |
| | 1987 | 10,501,905 | 1,905,825 | 1,759,503 | 1,114,372 | 1,337,914 | 991,836 | 639,173 | 731,104 | 305,995 | 2,223,056 | 531,576 | 480,789 | 461,105 |
| Santa Clara | 1990 | 12,499,406 | 2,131,411 | 1,967,770 | 1,416,321 | 1,398,084 | 1,036,441 | 876,321 | 959,016 | 401,384 | 2,331,389 | 664,269 | 594,034 | 684,080 |
| | 1987 | 10,501,905 | 1,905,825 | 1,759,503 | 1,114,372 | 1,337,914 | 991,836 | 639,173 | 731,104 | 305,995 | 2,223,056 | 531,576 | 480,789 | 461,105 |
| **SANTA BARBARA - SANTA MARIA - LOMPOC** | **1990** | **2,769,076** | **664,990** | **614,501** | **349,571** | **190,026** | **170,329** | **170,952** | **164,618** | **89,069** | **431,356** | **250,053** | **142,319** | **149,190** |
| | 1987 | 2,376,635 | 567,317 | 524,244 | 291,954 | 189,403 | 169,772 | 133,726 | 136,186 | 73,686 | 417,790 | 176,303 | 119,957 | 104,168 |
| Santa Barbara | 1990 | 2,769,076 | 664,990 | 614,501 | 349,571 | 190,026 | 170,329 | 170,952 | 164,618 | 89,069 | 431,356 | 250,053 | 142,319 | 149,190 |
| | 1987 | 2,376,635 | 567,317 | 524,244 | 291,954 | 189,403 | 169,772 | 133,726 | 136,186 | 73,686 | 417,790 | 176,303 | 119,957 | 104,168 |
| **SANTA CRUZ** | **1990** | **1,911,040** | **436,156** | **394,514** | **216,282** | **107,250** | **95,758** | **65,230** | **92,993** | **55,994** | **453,439** | **96,849** | **115,268** | **106,599** |
| | 1987 | 1,577,990 | 363,574 | 328,862 | 175,014 | 105,817 | 94,479 | 52,761 | 71,171 | 42,855 | 399,804 | 75,623 | 101,506 | 71,879 |
| Santa Cruz | 1990 | 1,911,040 | 436,156 | 394,514 | 216,282 | 107,250 | 95,758 | 65,230 | 92,993 | 55,994 | 453,439 | 96,849 | 115,268 | 106,599 |
| | 1987 | 1,577,990 | 363,574 | 328,862 | 175,014 | 105,817 | 94,479 | 52,761 | 71,171 | 42,855 | 399,804 | 75,623 | 101,506 | 71,879 |
| **SANTA ROSA - PETALUMA** | **1990** | **3,176,962** | **683,829** | **639,942** | **309,062** | **331,347** | **266,804** | **127,885** | **197,845** | **115,917** | **508,593** | **205,963** | **287,798** | **193,772** |
| | 1987 | 2,562,400 | 578,836 | 541,687 | 242,895 | 294,317 | 236,988 | 98,953 | 145,779 | 85,412 | 464,468 | 155,606 | 213,697 | 132,040 |
| Sonoma | 1990 | 3,176,962 | 683,829 | 639,942 | 309,062 | 331,347 | 266,804 | 127,885 | 197,845 | 115,917 | 508,593 | 205,963 | 287,798 | 193,772 |
| | 1987 | 2,562,400 | 578,836 | 541,687 | 242,895 | 294,317 | 236,988 | 98,953 | 145,779 | 85,412 | 464,468 | 155,606 | 213,697 | 132,040 |
| **STOCKTON** | **1990** | **2,971,609** | **593,840** | **555,923** | **316,491** | **304,510** | **228,702** | **108,645** | **149,971** | **82,776** | **615,551** | **269,026** | **174,130** | **204,189** |
| | 1987 | 2,443,081 | 525,524 | 491,969 | 242,861 | 277,552 | 208,456 | 89,940 | 117,323 | 64,757 | 563,396 | 181,094 | 132,030 | 137,186 |
| San Joaquin | 1990 | 2,971,609 | 593,840 | 555,923 | 315,491 | 304,510 | 228,702 | 108,645 | 149,971 | 82,776 | 615,551 | 269,026 | 174,130 | 204,189 |
| | 1987 | 2,443,081 | 525,524 | 491,969 | 242,861 | 277,552 | 208,456 | 89,940 | 117,323 | 64,757 | 563,396 | 181,094 | 132,030 | 137,186 |
| **VALLEJO - FAIRFIELD - NAPA** | **1990** | **2,746,283** | **609,925** | **570,006** | **314,714** | **277,468** | **259,805** | **93,861** | **132,791** | **68,892** | **510,350** | **256,523** | **185,862** | **174,796** |
| | 1987 | 2,231,236 | 514,294 | 480,607 | 251,890 | 244,801 | 228,738 | 72,204 | 103,973 | 53,998 | 464,250 | 174,232 | 141,145 | 118,395 |
| Napa | 1990 | 739,624 | 165,870 | 154,687 | 105,588 | 46,238 | 38,967 | 24,959 | 33,331 | 18,609 | 111,988 | 65,966 | 69,721 | 51,059 |
| | 1987 | 611,250 | 149,702 | 139,609 | 82,786 | 45,083 | 37,995 | 20,942 | 27,145 | 15,156 | 103,215 | 44,460 | 52,815 | 34,451 |
| Solano | 1990 | 2,006,659 | 444,055 | 415,319 | 209,126 | 231,230 | 220,838 | 68,902 | 99,460 | 50,283 | 398,362 | 190,557 | 116,141 | 123,737 |
| | 1987 | 1,619,986 | 364,592 | 340,998 | 169,104 | 199,718 | 190,743 | 51,262 | 76,828 | 38,842 | 361,035 | 129,772 | 88,330 | 83,944 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1990
U.S. CENSUS: 1987

| METRO AREA County | Year | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **CALIFORNIA (continued)** | | | | | | | | | | | | | | |
| **VISALIA - TULARE - PORTERVILLE** | **1990** | **1,618,380** | **452.413** | **425,396** | **131,767** | **128,388** | **112,231** | **65,960** | **85,574** | **41,613** | **277,452** | **117,878** | **100,268** | **121,804** |
| | 1987 | 1,368,142 | 381,894 | 359,088 | 107,768 | 130,648 | 114,208 | 53,775 | 67,448 | 32,799 | 272,246 | 85,247 | 83,542 | 82,459 |
| Tulare | 1990 | 1,618,380 | 452,413 | 425,396 | 131,767 | 128,388 | 112,231 | 65,960 | 85,574 | 41,613 | 277,452 | 117,878 | 100,268 | 121,804 |
| | 1987 | 1,368,142 | 381,894 | 359,088 | 107,768 | 130,648 | 114,208 | 53,775 | 67,448 | 32,799 | 272,246 | 85,247 | 83,542 | 82,459 |
| **YUBA CITY** | **1990** | **677,006** | **200,884** | **190,670** | **57,251** | **65,830** | **61,754** | **19,476** | **35,872** | **21,152** | **113,917** | **52,178** | **53,367** | **33,587** |
| | 1987 | 566,062 | 162,470 | 153,742 | 48,005 | 66,934 | 62,792 | 16,972 | 27,339 | 16,046 | 106,839 | 36,117 | 43,284 | 23,448 |
| Sutter | 1990 | 410,837 | 140,153 | 136,267 | 36,225 | 35,046 | 32,674 | 14,988 | 27,892 | 17,130 | 56,708 | 24,677 | 33,490 | 18,442 |
| | 1987 | 337,945 | 107,248 | 104,274 | 30,054 | 35,571 | 33,164 | 11,629 | 20,571 | 12,634 | 55,614 | 17,713 | 28,327 | 12,501 |
| Yuba | 1990 | 266,169 | 60,731 | 54,403 | 21,026 | 30,784 | 29,080 | 4,488 | 7,980 | 4,022 | 57,209 | 27,501 | 19,877 | 15,145 |
| | 1987 | 228,117 | 55,222 | 49,468 | 17,951 | 31,363 | 29,628 | 5,343 | 6,768 | 3,412 | 51,225 | 18,404 | 14,957 | 10,947 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Alameda | 1990 | 10,077,953 | 1,954,639 | 1,785,735 | 1,137,962 | 1,075,963 | 783,188 | 430,500 | 667,675 | 298,033 | 2,050,470 | 558,147 | 452,480 | 564,930 |
| | 1987 | 8,386,448 | 1,695,149 | 1,548,668 | 904,004 | 984,450 | 716,577 | 330,240 | 501,682 | 223,938 | 1,892,813 | 411,206 | 360,019 | 380,682 |
| Alpine | 1990 | 1,710 | 59 | 43 | 285 | 91 | | | | | 88 | | | |
| | 1987 | 1,634 | 93 | 67 | 229 | 143 | | | | | 114 | | | |
| Amador | 1990 | 156,721 | 52,010 | 50,809 | 15,856 | 579 | | 4,030 | 9,921 | 6,604 | 8,994 | 10,564 | 19,497 | 16,574 |
| | 1987 | 134,108 | 46,942 | 45,858 | 13,732 | 1,047 | | 3,572 | 7,810 | 5,199 | 10,873 | 8,092 | 15,923 | 11,272 |
| Butte | 1990 | 1,133,067 | 256,050 | 245,103 | 124,434 | 111,136 | 91,694 | 39,943 | 78,433 | 35,438 | 193,247 | 67,439 | 78,277 | 86,520 |
| | 1987 | 944,236 | 233,729 | 223,736 | 97,826 | 98,037 | 80,887 | 32,047 | 57,474 | 25,969 | 179,359 | 45,522 | 62,032 | 58,290 |
| Calaveras | 1990 | 128,006 | 36,243 | 33,938 | 13,796 | 2,753 | | 2,760 | 8,265 | 5,077 | 3,078 | 16,253 | 24,415 | 8,258 |
| | 1987 | 105,135 | 33,586 | 31,450 | 10,895 | 3,192 | | 2,115 | 6,121 | 3,761 | 4,186 | 11,503 | 18,340 | 5,519 |
| Colusa | 1990 | 73,831 | 28,663 | 27,376 | 10,308 | 153 | | 1,487 | 877 | 691 | 6,531 | 15,105 | 2,443 | 4,411 |
| | 1987 | 60,810 | 24,381 | 23,286 | 8,067 | 154 | | 1,311 | 797 | 629 | 7,303 | 10,015 | 2,502 | 3,094 |
| Contra Costa | 1990 | 6,123,235 | 1,230,354 | 1,176,002 | 613,726 | 718,274 | 590,034 | 422,405 | 399,927 | 234,114 | 1,060,140 | 432,105 | 313,601 | 381,079 |
| | 1987 | 5,071,357 | 1,095,879 | 1,047,467 | 466,869 | 676,366 | 555,610 | 308,804 | 306,470 | 179,406 | 980,214 | 304,043 | 255,213 | 263,134 |
| Del Norte | 1990 | 107,884 | 33,114 | 31,760 | 13,296 | 1,622 | | 3,781 | 2,170 | 1,691 | 2,347 | 15,339 | 13,847 | 10,381 |
| | 1987 | 90,416 | 30,444 | 29,199 | 11,721 | 2,457 | | 3,063 | 2,289 | 1,785 | 2,682 | 10,282 | 10,692 | 7,303 |
| El Dorado | 1990 | 776,608 | 206,765 | 201,801 | 86,575 | 23,517 | 10,145 | 29,212 | 35,765 | 20,356 | 117,438 | 64,974 | 72,757 | 67,051 |
| | 1987 | 632,436 | 174,058 | 169,879 | 73,283 | 21,674 | 9,351 | 22,728 | 26,562 | 15,119 | 103,012 | 49,791 | 55,065 | 46,080 |
| Fresno | 1990 | 4,412,904 | 975,274 | 903,719 | 454,287 | 426,352 | 323,858 | 189,649 | 247,643 | 154,938 | 920,788 | 306,229 | 224,626 | 284,200 |
| | 1987 | 3,641,346 | 807,523 | 748,276 | 351,795 | 398,348 | 302,587 | 155,383 | 199,884 | 125,058 | 837,743 | 218,747 | 178,343 | 195,298 |
| Glenn | 1990 | 99,899 | 31,487 | 29,732 | 10,884 | 2,222 | | 3,440 | 1,796 | 1,077 | 10,877 | 16,665 | 9,168 | 7,998 |
| | 1987 | 88,692 | 29,419 | 27,779 | 9,450 | 2,395 | | 3,262 | 1,681 | 1,009 | 11,453 | 12,488 | 8,011 | 5,364 |
| Humboldt | 1990 | 786,430 | 183,715 | 174,346 | 78,863 | 51,191 | 37,483 | 45,316 | 30,789 | 17,712 | 103,910 | 86,288 | 67,414 | 64,949 |
| | 1987 | 668,834 | 170,718 | 162,012 | 66,030 | 46,012 | 33,692 | 36,204 | 25,182 | 14,487 | 103,555 | 57,924 | 56,979 | 45,701 |
| Imperial | 1990 | 566,318 | 161,223 | 159,337 | 49,161 | 65,016 | 47,390 | 36,321 | 12,551 | 7,986 | 69,369 | 69,767 | 24,139 | 33,723 |
| | 1987 | 489,984 | 147,183 | 145,461 | 40,665 | 62,888 | 45,840 | 30,164 | 11,446 | 7,284 | 69,787 | 46,710 | 20,653 | 25,213 |
| Inyo | 1990 | 172,659 | 34,315 | 32,978 | 25,360 | 5,364 | | 6,413 | 4,599 | 3,386 | 20,788 | 33,565 | 13,303 | 9,753 |
| | 1987 | 148,395 | 32,277 | 31,019 | 20,614 | 4,908 | | 5,739 | 3,795 | 2,795 | 21,756 | 25,357 | 11,001 | 6,682 |
| Kern | 1990 | 3,375,887 | 746,014 | 705,973 | 329,483 | 318,629 | 236,554 | 128,655 | 167,924 | 87,388 | 659,560 | 353,459 | 212,786 | 215,699 |
| | 1987 | 2,851,022 | 668,748 | 632,854 | 271,640 | 289,779 | 215,136 | 103,079 | 134,312 | 69,897 | 621,813 | 247,412 | 168,651 | 145,196 |
| Kings | 1990 | 423,638 | 105,121 | 102,384 | 51,360 | 34,389 | 29,791 | 18,424 | 18,573 | 11,834 | 78,313 | 45,286 | 15,700 | 27,904 |
| | 1987 | 352,558 | 90,167 | 87,819 | 40,620 | 31,869 | 27,609 | 14,703 | 15,291 | 9,743 | 75,472 | 30,641 | 12,847 | 20,724 |
| Lake | 1990 | 276,639 | 90,233 | 85,884 | 26,250 | 14,634 | 11,366 | 3,779 | 4,961 | 3,756 | 37,132 | 26,131 | 26,535 | 26,832 |
| | 1987 | 230,391 | 81,078 | 77,170 | 20,939 | 13,148 | 10,213 | 2,876 | 4,168 | 3,156 | 34,831 | 17,360 | 20,894 | 18,599 |
| Lassen | 1990 | 119,318 | 23,006 | 22,293 | 16,802 | 2,678 | | 4,462 | 3,454 | 2,933 | 16,087 | 10,605 | 15,934 | 15,548 |
| | 1987 | 105,326 | 25,714 | 24,917 | 13,887 | 2,913 | | 4,006 | 2,901 | 2,464 | 15,908 | 7,805 | 12,777 | 10,470 |
| Los Angeles | 1990 | 67,141,917 | 12,454,087 | 11,467,463 | 8,036,686 | 6,621,401 | 4,909,583 | 4,729,745 | 4,466,415 | 2,101,957 | 13,521,510 | 4,049,933 | 3,086,447 | 2,570,327 |
| | 1987 | 56,140,723 | 10,911,033 | 10,064,170 | 6,325,628 | 6,298,432 | 4,670,113 | 3,504,443 | 3,537,622 | 1,664,854 | 12,461,410 | 3,013,754 | 2,344,620 | 1,890,921 |
| Madera | 1990 | 375,852 | 117,729 | 113,582 | 42,598 | 12,906 | 7,851 | 13,020 | 7,943 | 4,732 | 62,897 | 34,157 | 24,297 | 33,299 |
| | 1987 | 310,289 | 100,829 | 97,277 | 32,968 | 11,503 | 6,998 | 10,575 | 7,094 | 4,227 | 58,022 | 24,919 | 19,025 | 22,481 |
| Marin | 1990 | 2,369,537 | 465,673 | 424,442 | 275,264 | 196,778 | 160,887 | 191,366 | 189,871 | 107,872 | 378,595 | 114,921 | 143,215 | 155,740 |
| | 1987 | 1,999,695 | 411,313 | 374,895 | 222,900 | 178,838 | 146,220 | 138,903 | 145,587 | 82,713 | 369,616 | 94,611 | 116,407 | 104,651 |
| Mariposa | 1990 | 72,248 | 15,667 | 14,758 | 10,453 | 97 | | 4,075 | 1,216 | 712 | 617 | 10,822 | 6,239 | 1,272 |
| | 1987 | 59,333 | 15,505 | 14,605 | 8,313 | 158 | | 3,270 | 925 | 542 | 602 | 8,093 | 5,403 | 911 |
| Mendocino | 1990 | 568,927 | 161,254 | 152,484 | 65,812 | 24,109 | 16,745 | 18,886 | 24,676 | 13,352 | 68,878 | 57,301 | 50,661 | 48,182 |
| | 1987 | 469,130 | 141,015 | 133,346 | 52,402 | 22,632 | 15,720 | 15,443 | 19,512 | 10,558 | 67,797 | 38,394 | 39,320 | 33,353 |
| Merced | 1990 | 848,452 | 210,467 | 192,885 | 72,516 | 77,394 | 70,784 | 25,727 | 37,416 | 20,937 | 148,720 | 116,793 | 40,894 | 63,359 |
| | 1987 | 715,070 | 182,099 | 165,887 | 62,689 | 72,987 | 66,754 | 20,935 | 28,294 | 15,833 | 145,562 | 79,056 | 33,108 | 43,545 |
| Modoc | 1990 | 41,106 | 10,414 | 9,864 | 5,159 | 444 | | 625 | 1,247 | 740 | 6,496 | 7,118 | 4,565 | 1,777 |
| | 1987 | 34,998 | 9,429 | 8,931 | 4,275 | 516 | | 470 | 936 | 556 | 6,209 | 4,738 | 4,268 | 1,249 |
| Mono | 1990 | 87,547 | 18,192 | 17,987 | 26,136 | 203 | | 3,680 | 603 | 445 | 238 | 17,789 | 2,489 | 2,307 |
| | 1987 | 77,013 | 19,667 | 19,445 | 23,005 | 223 | | 3,216 | 868 | 642 | 433 | 12,057 | 2,773 | 1,560 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1990<br>U.S. CENSUS: 1987<br>METRO AREA<br>County | Year | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **CALIFORNIA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| **Monterey** | 1990 | 2,371,488 | 419,467 | 355,699 | 326,116 | 236,224 | 220,131 | 136,833 | 129,134 | 65,860 | 401,701 | 198,133 | 103,437 | 129,995 |
| | 1987 | 1,909,981 | 368,667 | 312,622 | 253,040 | 214,965 | 200,321 | 114,675 | 104,088 | 53,087 | 396,040 | 139,833 | 87,974 | 90,020 |
| **Napa** | 1990 | 739,624 | 165,870 | 154,687 | 105,588 | 46,238 | 38,967 | 24,959 | 33,331 | 18,609 | 111,988 | 65,966 | 69,721 | 51,059 |
| | 1987 | 611,250 | 149,702 | 139,609 | 82,786 | 45,083 | 37,995 | 20,942 | 27,145 | 15,156 | 103,215 | 44,460 | 52,815 | 34,451 |
| **Nevada** | 1990 | 488,463 | 125,165 | 120,608 | 46,854 | 18,127 | 14,393 | 18,200 | 27,727 | 19,037 | 52,090 | 56,034 | 44,534 | 39,489 |
| | 1987 | 396,218 | 106,533 | 102,654 | 38,487 | 16,331 | 12,968 | 14,775 | 20,713 | 14,222 | 50,485 | 37,353 | 37,894 | 27,863 |
| **Orange** | 1990 | 22,166,980 | 3,759,874 | 3,497,514 | 2,805,364 | 2,492,899 | 1,888,710 | 1,462,932 | 1,490,907 | 762,352 | 4,682,842 | 1,270,943 | 1,068,847 | 821,996 |
| | 1987 | 18,099,062 | 3,205,303 | 2,981,641 | 2,148,848 | 2,226,498 | 1,686,876 | 1,049,986 | 1,204,877 | 616,097 | 4,135,666 | 929,424 | 914,861 | 554,340 |
| **Placer** | 1990 | 1,539,316 | 288,358 | 277,581 | 150,550 | 52,034 | 36,964 | 55,627 | 53,382 | 35,673 | 500,483 | 132,086 | 136,149 | 83,828 |
| | 1987 | 1,222,145 | 245,083 | 235,923 | 121,695 | 37,873 | 26,905 | 40,110 | 38,143 | 25,490 | 424,853 | 88,544 | 99,179 | 57,017 |
| **Plumas** | 1990 | 112,264 | 32,303 | 30,869 | 11,960 | 2,192 | | 2,252 | 2,764 | 1,899 | 15,458 | 16,549 | 9,861 | 8,221 |
| | 1987 | 96,006 | 28,630 | 27,359 | 10,261 | 2,344 | | 2,144 | 2,151 | 1,479 | 15,740 | 11,080 | 8,820 | 5,828 |
| **Riverside** | 1990 | 7,584,296 | 1,603,684 | 1,535,104 | 796,533 | 735,115 | 635,088 | 270,889 | 375,498 | 207,568 | 1,621,963 | 621,123 | 508,717 | 295,750 |
| | 1987 | 6,032,032 | 1,339,963 | 1,282,661 | 610,354 | 645,633 | 557,783 | 220,122 | 272,601 | 150,689 | 1,432,456 | 417,898 | 378,569 | 198,610 |
| **Sacramento** | 1990 | 8,329,954 | 1,601,684 | 1,517,245 | 903,175 | 1,196,939 | 856,815 | 395,006 | 508,319 | 285,187 | 1,688,457 | 505,728 | 434,149 | 402,345 |
| | 1987 | 6,752,847 | 1,317,674 | 1,248,207 | 699,861 | 1,050,632 | 752,083 | 284,934 | 401,085 | 225,025 | 1,506,236 | 370,768 | 325,313 | 271,336 |
| **San Benito** | 1990 | 159,115 | 40,844 | 39,076 | 17,238 | 1,503 | | 8,014 | 4,965 | 4,019 | 28,138 | 19,524 | 15,947 | 13,636 |
| | 1987 | 132,061 | 38,375 | 36,714 | 13,058 | 1,509 | | 6,134 | 4,002 | 3,240 | 25,861 | 13,064 | 11,966 | 9,107 |
| **San Bernardino** | 1990 | 9,180,295 | 1,814,935 | 1,737,437 | 884,770 | 1,315,133 | 963,800 | 410,387 | 484,297 | 235,804 | 1,781,280 | 866,225 | 673,824 | 338,532 |
| | 1987 | 7,288,951 | 1,512,857 | 1,448,258 | 692,703 | 1,093,455 | 801,343 | 299,182 | 358,033 | 174,327 | 1,533,423 | 582,665 | 505,386 | 227,285 |
| **San Diego** | 1990 | 19,209,425 | 3,415,262 | 3,145,050 | 2,197,424 | 2,276,586 | 1,555,217 | 1,170,334 | 1,302,092 | 753,344 | 3,879,113 | 1,270,915 | 1,078,206 | 738,583 |
| | 1987 | 15,641,639 | 2,880,667 | 2,652,752 | 1,712,486 | 2,053,301 | 1,402,686 | 852,060 | 1,003,095 | 580,356 | 3,531,912 | 918,546 | 805,601 | 499,807 |
| **San Francisco** | 1990 | 6,773,833 | 1,161,807 | 864,001 | 1,408,463 | 605,615 | 491,785 | 665,217 | 436,404 | 219,489 | 461,000 | 276,813 | 226,774 | 302,594 |
| | 1987 | 5,726,676 | 1,047,096 | 778,694 | 1,148,085 | 577,588 | 469,027 | 517,187 | 336,673 | 169,330 | 530,478 | 206,733 | 189,086 | 205,561 |
| **San Joaquin** | 1990 | 2,971,609 | 593,840 | 555,923 | 316,491 | 304,510 | 228,702 | 108,645 | 149,971 | 82,776 | 615,551 | 269,026 | 174,130 | 204,189 |
| | 1987 | 2,443,081 | 525,524 | 491,969 | 242,861 | 277,552 | 208,456 | 89,940 | 117,323 | 64,757 | 563,396 | 181,094 | 132,030 | 137,186 |
| **San Luis Obispo** | 1990 | 1,595,451 | 371,734 | 351,411 | 210,367 | 107,586 | 89,618 | 52,181 | 77,002 | 38,129 | 241,913 | 125,711 | 113,765 | 88,930 |
| | 1987 | 1,277,668 | 306,334 | 289,586 | 168,036 | 91,363 | 76,105 | 43,062 | 57,910 | 28,676 | 222,644 | 92,835 | 92,085 | 60,196 |
| **San Mateo** | 1990 | 6,115,912 | 1,039,920 | 943,240 | 763,155 | 771,828 | 529,969 | 369,854 | 459,275 | 195,962 | 1,145,253 | 397,228 | 246,581 | 355,934 |
| | 1987 | 5,137,834 | 947,573 | 859,478 | 595,839 | 726,000 | 498,503 | 290,731 | 351,280 | 149,[illegible]84 | 1,053,572 | 282,716 | 190,943 | 240,009 |
| **Santa Barbara** | 1990 | 2,769,076 | 664,990 | 614,501 | 349,571 | 190,026 | 170,329 | 170,952 | 164,618 | 89,069 | 431,356 | 250,053 | 142,319 | 149,190 |
| | 1987 | 2,376,635 | 567,317 | 524,244 | 291,954 | 189,403 | 169,772 | 133,726 | 136,186 | 73,686 | 417,790 | 176,303 | 119,957 | 104,168 |
| **Santa Clara** | 1990 | 12,499,406 | 2,131,411 | 1,967,770 | 1,416,321 | 1,398,084 | 1,036,441 | 876,321 | 959,016 | 401,384 | 2,331,389 | 664,269 | 594,034 | 684,080 |
| | 1987 | 10,501,905 | 1,905,825 | 1,759,503 | 1,114,372 | 1,337,914 | 991,836 | 639,173 | 731,104 | 305,995 | 2,223,056 | 531,576 | 480,789 | 461,105 |
| **Santa Cruz** | 1990 | 1,911,040 | 436,156 | 394,514 | 216,282 | 107,250 | 95,758 | 65,230 | 92,993 | 55,994 | 453,439 | 96,849 | 115,268 | 106,599 |
| | 1987 | 1,577,990 | 363,574 | 328,862 | 175,014 | 105,817 | 94,479 | 52,761 | 71,171 | 42,855 | 399,804 | 75,623 | 101,506 | 71,879 |
| **Shasta** | 1990 | 1,107,147 | 265,612 | 251,739 | 95,153 | 97,357 | 88,939 | 30,531 | 51,404 | 27,173 | 208,091 | 102,044 | 85,656 | 86,352 |
| | 1987 | 904,162 | 217,960 | 206,576 | 73,828 | 89,594 | 81,848 | 26,780 | 38,557 | 20,383 | 187,592 | 78,800 | 66,960 | 58,528 |
| **Sierra** | 1990 | 9,872 | 3,807 | 3,571 | 1,741 | | | 68 | 382 | 382 | 212 | 1,733 | 482 | 221 |
| | 1987 | 8,213 | 2,982 | 2,797 | 1,435 | | | 77 | 322 | 322 | 378 | 1,154 | 735 | 301 |
| **Siskiyou** | 1990 | 256,807 | 75,700 | 66,542 | 26,274 | 2,631 | | 9,166 | 6,040 | 5,096 | 24,305 | 49,323 | 17,413 | 24,718 |
| | 1987 | 216,421 | 70,184 | 61,693 | 22,996 | 3,008 | | 7,705 | 5,348 | 4,513 | 23,557 | 33,168 | 14,895 | 18,124 |
| **Solano** | 1990 | 2,006,659 | 444,055 | 415,319 | 209,126 | 231,230 | 220,838 | 68,902 | 99,460 | 50,283 | 398,362 | 190,557 | 116,141 | 123,737 |
| | 1987 | 1,619,986 | 364,592 | 340,998 | 169,104 | 199,718 | 190,743 | 51,262 | 76,828 | 38,842 | 361,035 | 129,772 | 88,330 | 83,944 |
| **Sonoma** | 1990 | 3,176,962 | 683,829 | 639,942 | 309,062 | 331,347 | 266,804 | 127,885 | 197,845 | 115,917 | 508,593 | 205,963 | 287,798 | 193,772 |
| | 1987 | 2,562,400 | 578,836 | 541,687 | 242,895 | 294,317 | 236,988 | 98,953 | 145,779 | 85,412 | 464,468 | 155,606 | 213,697 | 132,040 |
| **Stanislaus** | 1990 | 2,519,243 | 540,675 | 510,298 | 240,313 | 280,870 | 247,322 | 87,307 | 161,919 | 101,163 | 449,934 | 149,145 | 188,306 | 211,561 |
| | 1987 | 2,036,770 | 449,524 | 424,268 | 182,182 | 255,132 | 224,659 | 74,522 | 123,698 | 77,284 | 395,416 | 110,459 | 144,331 | 141,805 |
| **Sutter** | 1990 | 410,837 | 140,153 | 136,267 | 36,225 | 35,046 | 32,674 | 14,988 | 27,892 | 17,130 | 56,708 | 24,677 | 33,490 | 18,442 |
| | 1987 | 337,945 | 107,248 | 104,274 | 30,054 | 35,571 | 33,164 | 11,629 | 20,571 | 12,634 | 55,614 | 17,713 | 28,327 | 12,501 |
| **Tehama** | 1990 | 287,783 | 72,586 | 68,726 | 27,273 | 7,177 | 4,873 | 3,635 | 9,571 | 4,944 | 55,536 | 58,979 | 14,948 | 19,522 |
| | 1987 | 240,367 | 63,048 | 59,695 | 21,523 | 8,516 | 5,783 | 4,025 | 7,662 | 3,959 | 51,319 | 42,209 | 13,696 | 13,188 |
| **Trinity** | 1990 | 46,562 | 18,967 | 17,998 | 7,493 | 2,279 | | 1,181 | 547 | 325 | 3,057 | 6,791 | 2,337 | 1,193 |
| | 1987 | 40,041 | 16,543 | 15,698 | 5,803 | 2,163 | | 807 | 821 | 489 | 2,765 | 4,564 | 2,435 | 1,540 |
| **Tulare** | 1990 | 1,618,380 | 452,413 | 425,396 | 131,767 | 128,388 | 112,231 | 65,960 | 85,574 | 41,613 | 277,452 | 117,878 | 100,268 | 121,804 |
| | 1987 | 1,368,142 | 381,894 | 359,088 | 107,768 | 130,648 | 114,208 | 53,775 | 67,448 | 32,799 | 272,246 | 85,247 | 83,542 | 82,459 |
| **Tuolumne** | 1990 | 294,624 | 75,810 | 71,429 | 40,703 | 9,872 | 7,385 | 13,740 | 13,721 | 9,081 | 31,457 | 30,203 | 18,773 | 35,144 |
| | 1987 | 238,202 | 68,192 | 64,251 | 30,902 | 7,436 | 5,563 | 10,817 | 10,237 | 6,776 | 29,734 | 20,286 | 16,395 | 23,561 |
| **Ventura** | 1990 | 5,393,117 | 945,354 | 892,600 | 529,237 | 654,185 | 463,183 | 213,200 | 291,736 | 154,831 | 1,246,193 | 400,472 | 287,043 | 225,416 |
| | 1987 | 4,376,579 | 834,846 | 788,259 | 397,535 | 587,710 | 416,118 | 162,231 | 217,165 | 115,255 | 1,120,142 | 271,720 | 212,505 | 154,184 |
| **Yolo** | 1990 | 835,678 | 212,287 | 205,252 | 95,067 | 47,828 | 34,214 | 26,441 | 22,397 | 10,161 | 166,970 | 105,118 | 33,808 | 63,809 |
| | 1987 | 687,532 | 179,690 | 173,735 | 80,125 | 37,446 | 26,788 | 21,943 | 18,415 | 8,355 | 156,191 | 70,553 | 30,064 | 44,615 |
| **Yuba** | 1990 | 266,169 | 60,731 | 54,403 | 21,026 | 30,784 | 29,080 | 4,488 | 7,980 | 4,022 | 57,209 | 27,501 | 19,877 | 15,145 |
| | 1987 | 228,117 | 55,222 | 49,468 | 17,951 | 31,363 | 29,628 | 5,343 | 6,768 | 3,412 | 51,225 | 18,404 | 14,957 | 10,947 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1990<br>U.S. CENSUS: 1987 |  |  | Food Stores |  | Eating & Drinking Places | General Merchandise Stores |  | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores |  | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **CALIFORNIA (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **TOTAL METRO COUNTIES** | 1990 | 217,756,206 | 41,341,690 | 38,214,605 | 25,437,712 | 23,134,960 | 17,420,688 | 13,010,090 | 13,876,513 | 6,992,397 | 42,525,795 | 14,272,712 | 11,349,626 | 10,113,817 |
|  | 1987 | 179,905,994 | 35,726,168 | 33,009,608 | 19,967,974 | 21,262,124 | 16,015,444 | 9,728,529 | 10,805,920 | 5,443,897 | 38,907,368 | 10,348,599 | 8,840,180 | 7,001,594 |
| **TOTAL STATE** | 1990 | 223,065,880 | 43,261,051 | 40,044,390 | 26,289,994 | 23,504,778 | 17,687,583 | 13,289,026 | 14,152,873 | 7,158,037 | 43,474,601 | 15,110,314 | 11,908,332 | 10,658,059 |
|  | 1987 | 185,978,237 | 37,425,436 | 34,629,696 | 20,658,287 | 21,600,952 | 16,255,935 | 9,958,064 | 11,025,902 | 5,576,410 | 39,820,834 | 10,930,690 | 9,300,514 | 7,380,797 |
| **COLORADO** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **BOULDER - LONGMONT** | 1990 | 1,931,728 | 398,925 | 384,528 | 205,668 | 189,186 | 172,252 | 83,783 | 89,135 | 36,776 | 421,030 | 119,452 | 118,977 | 44,891 |
|  | 1987 | 1,638,077 | 341,282 | 328,965 | 179,971 | 156,156 | 142,179 | 66,089 | 78,725 | 32,482 | 377,734 | 106,980 | 91,520 | 34,955 |
| Boulder | 1990 | 1,931,728 | 398,925 | 384,528 | 205,668 | 189,186 | 172,252 | 83,783 | 89,135 | 36,776 | 421,030 | 119,452 | 118,977 | 44,891 |
|  | 1987 | 1,638,077 | 341,282 | 328,965 | 179,971 | 156,156 | 142,179 | 66,089 | 78,725 | 32,482 | 377,734 | 106,980 | 91,520 | 34,955 |
| **COLORADO SPRINGS** | 1990 | 2,818,439 | 459,992 | 446,095 | 277,095 | 352,942 | 274,277 | 134,710 | 176,000 | 97,680 | 641,279 | 200,580 | 162,311 | 58,314 |
|  | 1987 | 2,423,317 | 401,069 | 388,952 | 244,197 | 308,254 | 239,550 | 103,670 | 141,497 | 78,531 | 588,399 | 174,715 | 124,848 | 43,762 |
| El Paso | 1990 | 2,818,439 | 459,992 | 446,095 | 277,095 | 352,942 | 274,277 | 134,710 | 176,000 | 97,680 | 641,279 | 200,580 | 162,311 | 58,314 |
|  | 1987 | 2,423,317 | 401,069 | 388,952 | 244,197 | 308,254 | 239,550 | 103,670 | 141,497 | 78,531 | 588,399 | 174,715 | 124,848 | 43,762 |
| **DENVER** | 1990 | 12,998,169 | 2,615,970 | 2,520,037 | 1,413,708 | 1,799,977 | 1,404,522 | 651,789 | 782,104 | 403,111 | 2,661,632 | 865,803 | 510,730 | 262,694 |
|  | 1987 | 11,390,715 | 2,269,020 | 2,186,614 | 1,274,150 | 1,530,403 | 1,198,618 | 512,651 | 661,928 | 338,393 | 2,460,895 | 799,872 | 468,095 | 218,737 |
| Adams | 1990 | 2,042,520 | 366,781 | 358,715 | 168,647 | 378,898 | 204,775 | 57,699 | 115,231 | 80,639 | 523,206 | 128,184 | 92,851 | 36,255 |
|  | 1987 | 1,777,932 | 342,565 | 335,032 | 148,265 | 309,224 | 167,120 | 48,469 | 95,530 | 66,853 | 450,230 | 133,055 | 78,059 | 31,489 |
| Arapahoe | 1990 | 3,931,187 | 660,892 | 629,429 | 297,764 | 643,334 | 526,018 | 195,199 | 144,825 | 57,856 | 1,059,907 | 276,189 | 164,328 | 69,791 |
|  | 1987 | 3,347,466 | 540,471 | 514,741 | 265,359 | 536,232 | 438,448 | 154,874 | 139,185 | 55,604 | 949,123 | 233,878 | 149,057 | 53,222 |
| Denver | 1990 | 3,652,308 | 852,139 | 816,948 | 589,723 | 393,445 | 352,410 | 234,278 | 299,000 | 165,947 | 366,582 | 222,980 | 115,197 | 84,573 |
|  | 1987 | 3,300,753 | 733,830 | 703,525 | 546,941 | 344,711 | 308,759 | 185,362 | 244,752 | 135,840 | 378,187 | 212,082 | 129,133 | 72,163 |
| Douglas | 1990 | 196,542 | 60,972 | 59,819 | 17,939 | 8,930 | 8,308 | 7,268 | 19,564 | 13,457 | 17,532 | 20,641 | 18,675 | 2,240 |
|  | 1987 | 156,529 | 49,802 | 48,860 | 14,894 | 5,968 | 5,553 | 4,830 | 13,700 | 9,424 | 16,526 | 17,763 | 15,327 | 2,359 |
| Jefferson | 1990 | 3,175,612 | 675,186 | 655,126 | 339,635 | 375,370 | 313,011 | 157,345 | 203,484 | 85,212 | 694,405 | 217,809 | 119,679 | 69,835 |
|  | 1987 | 2,808,035 | 602,352 | 584,456 | 298,691 | 334,268 | 278,738 | 119,116 | 168,761 | 70,672 | 666,829 | 203,094 | 96,519 | 59,504 |
| ***DENVER - BOULDER CONSOLIDATED AREA*** | *1990* | *14,929,897* | *3,014,895* | *2,904,565* | *1,619,376* | *1,989,163* | *1,576,774* | *735,572* | *871,239* | *439,887* | *3,082,662* | *985,255* | *629,707* | *307,585* |
|  | *1987* | *13,028,792* | *2,610,302* | *2,515,579* | *1,454,121* | *1,686,559* | *1,340,797* | *578,740* | *740,653* | *370,875* | *2,838,629* | *906,852* | *559,615* | *253,692* |
| **FORT COLLINS - LOVELAND** | 1990 | 1,347,464 | 272,045 | 265,740 | 139,419 | 125,395 | 102,843 | 48,155 | 74,496 | 39,948 | 274,543 | 110,139 | 99,646 | 29,208 |
|  | 1987 | 1,136,816 | 230,331 | 224,993 | 119,953 | 110,231 | 90,407 | 39,937 | 60,288 | 32,330 | 248,245 | 91,664 | 78,113 | 22,253 |
| Larimer | 1990 | 1,347,464 | 272,045 | 265,740 | 139,419 | 125,395 | 102,843 | 48,155 | 74,496 | 39,948 | 274,543 | 110,139 | 99,646 | 29,208 |
|  | 1987 | 1,136,816 | 230,331 | 224,993 | 119,953 | 110,231 | 90,407 | 39,937 | 60,288 | 32,330 | 248,245 | 91,664 | 78,113 | 22,253 |
| **GREELEY** | 1990 | 674,935 | 169,303 | 164,461 | 65,435 | 95,657 | 73,317 | 18,108 | 26,938 | 13,315 | 152,073 | 52,224 | 37,192 | 14,520 |
|  | 1987 | 590,989 | 144,088 | 139,967 | 58,217 | 80,513 | 61,711 | 16,296 | 23,165 | 11,451 | 141,197 | 46,441 | 29,589 | 12,201 |
| Weld | 1990 | 674,935 | 169,303 | 164,461 | 65,435 | 95,657 | 73,317 | 18,108 | 26,938 | 13,315 | 152,073 | 52,224 | 37,192 | 14,520 |
|  | 1987 | 590,989 | 144,088 | 139,967 | 58,217 | 80,513 | 61,711 | 16,296 | 23,165 | 11,451 | 141,197 | 46,441 | 29,589 | 12,201 |
| **PUEBLO** | 1990 | 783,126 | 180,077 | 173,207 | 82,136 | 112,516 | 94,948 | 23,352 | 43,304 | 21,896 | 183,889 | 44,091 | 43,648 | 20,626 |
|  | 1987 | 690,939 | 159,761 | 153,666 | 72,798 | 100,210 | 84,564 | 22,059 | 36,862 | 18,640 | 162,305 | 42,780 | 34,343 | 16,882 |
| Pueblo | 1990 | 783,126 | 180,077 | 173,207 | 82,136 | 112,516 | 94,948 | 23,352 | 43,304 | 21,896 | 183,889 | 44,091 | 43,648 | 20,626 |
|  | 1987 | 690,939 | 159,761 | 153,666 | 72,798 | 100,210 | 84,564 | 22,059 | 36,862 | 18,640 | 162,305 | 42,780 | 34,343 | 16,882 |
| **ALL COUNTIES** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Adams | 1990 | 2,042,520 | 366,781 | 358,715 | 168,647 | 378,898 | 204,775 | 57,699 | 115,231 | 80,639 | 523,206 | 128,184 | 92,851 | 36,255 |
|  | 1987 | 1,777,932 | 342,565 | 335,032 | 148,265 | 309,224 | 167,120 | 48,469 | 95,530 | 66,853 | 450,230 | 133,055 | 78,059 | 31,489 |
| Alamosa | 1990 | 96,692 | 20,695 | 20,254 | 11,086 | 25,165 | 24,449 | 3,687 | 2,564 | 1,680 | 13,895 | 2,937 | 10,181 | 289 |
|  | 1987 | 84,671 | 19,234 | 18,824 | 9,499 | 19,049 | 18,508 | 3,560 | 2,495 | 1,636 | 13,667 | 3,162 | 7,790 | 271 |
| Arapahoe | 1990 | 3,931,187 | 660,892 | 629,429 | 297,764 | 643,334 | 526,018 | 195,199 | 144,825 | 57,856 | 1,059,907 | 276,189 | 164,328 | 69,791 |
|  | 1987 | 3,347,466 | 540,471 | 514,741 | 265,359 | 536,232 | 438,448 | 154,874 | 139,185 | 55,604 | 949,123 | 233,878 | 149,057 | 53,222 |
| Archuleta | 1990 | 37,126 | 14,933 | 14,277 | 2,823 |  |  | 1,423 | 1,534 | 1,290 | 971 | 1,348 | 10,922 | 585 |
|  | 1987 | 32,639 | 12,177 | 11,642 | 2,682 |  |  | 1,364 | 1,163 | 979 | 1,555 | 1,688 | 8,963 | 611 |
| Baca | 1990 | 20,987 | 3,846 | 3,688 | 965 | 1,493 |  | 865 | 67 |  | 4,580 | 1,761 | 1,792 | 713 |
|  | 1987 | 20,123 | 3,049 | 2,924 | 864 | 1,354 |  | 627 | 80 |  | 4,256 | 3,393 | 2,323 | 635 |
| Bent | 1990 | 13,511 | 4,347 | 4,215 | 720 | 497 |  | 315 | 75 |  | 2,753 | 779 | 1,101 | 834 |
|  | 1987 | 13,489 | 4,225 | 4,097 | 630 | 632 |  | 284 | 78 |  | 3,008 | 921 | 1,014 | 886 |
| Boulder | 1990 | 1,931,728 | 398,925 | 384,528 | 205,668 | 189,186 | 172,252 | 83,783 | 89,135 | 36,776 | 421,030 | 119,452 | 118,977 | 44,891 |
|  | 1987 | 1,638,077 | 341,282 | 328,965 | 179,971 | 156,156 | 142,179 | 66,089 | 78,725 | 32,482 | 377,734 | 106,980 | 91,520 | 34,955 |
| Chaffee | 1990 | 76,053 | 15,147 | 14,401 | 6,685 | 12,294 | 9,593 | 2,364 | 2,095 | 1,783 | 14,157 | 10,571 | 4,962 | 673 |
|  | 1987 | 71,596 | 15,692 | 14,919 | 6,310 | 10,101 | 7,883 | 1,751 | 1,768 | 1,505 | 13,941 | 8,876 | 4,383 | 772 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1990
U.S. CENSUS: 1987

| METRO AREA County | Year | Total Retail Sales ($000) | Food Stores Total ($000) | Food Stores Super-markets ($000) | Eating & Drinking Places Total ($000) | General Merchandise Stores Total ($000) | General Merchandise Stores Department Stores ($000) | Apparel & Accessories Stores Total ($000) | Furniture/Home Furnishings/Appliance Stores Total ($000) | Furniture/Home Furnishings/Appliance Stores Furniture & Home Furn. ($000) | Automotive Dealers Total ($000) | Gasoline Service Stations Total ($000) | Bldg. Mtls. & Hardware Dealers Total ($000) | Drug-stores Total ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **COLORADO (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Cheyenne | 1990 | 5,640 | 368 | 338 | 786 | | | 41 | 40 | | 1,324 | 2,199 | 346 | 62 |
| | 1987 | 5,467 | 439 | 403 | 796 | | | 45 | 77 | | 1,336 | 1,813 | 420 | 85 |
| Clear Creek | 1990 | 28,216 | 8,790 | 8,268 | 7,221 | 504 | | 758 | 198 | | 1,639 | 3,791 | 409 | 528 |
| | 1987 | 26,830 | 7,604 | 7,152 | 6,892 | 515 | | 539 | 196 | | 1,638 | 4,804 | 633 | 578 |
| Conejos | 1990 | 16,116 | 6,568 | 6,319 | 805 | 185 | | 51 | 149 | | 966 | 3,605 | 1,471 | 914 |
| | 1987 | 14,435 | 5,747 | 5,529 | 662 | 246 | | 56 | 151 | | 833 | 3,190 | 1,296 | 1,153 |
| Costillo | 1990 | 2,010 | 212 | 205 | 268 | 218 | | | | | 63 | 1,080 | 46 | |
| | 1987 | 2,239 | 280 | 271 | 325 | 271 | | | | | 103 | 965 | 95 | |
| Crowley | 1990 | 5,110 | 2,083 | 2,024 | 451 | | | 62 | 31 | | 1,723 | 34 | 92 | 382 |
| | 1987 | 4,577 | 1,727 | 1,678 | 523 | | | 103 | 54 | | 1,087 | 47 | 137 | 483 |
| Custer | 1990 | 5,076 | 1,203 | 1,120 | 450 | 1,339 | | | 38 | | 197 | 220 | 324 | 100 |
| | 1987 | 4,675 | 1,159 | 1,079 | 337 | 1,295 | | | 54 | | 154 | 360 | 308 | 84 |
| Delta | 1990 | 74,583 | 25,269 | 24,906 | 5,265 | 7,477 | 3,457 | 892 | 2,059 | 1,622 | 10,323 | 7,842 | 4,617 | 3,817 |
| | 1987 | 70,916 | 22,934 | 22,605 | 4,919 | 6,420 | 2,969 | 1,607 | 2,185 | 1,722 | 11,639 | 7,316 | 4,340 | 3,093 |
| Denver | 1990 | 3,652,308 | 852,139 | 816,948 | 589,723 | 393,445 | 352,410 | 234,278 | 299,000 | 165,947 | 366,582 | 222,980 | 115,197 | 84,573 |
| | 1987 | 3,300,753 | 733,830 | 703,525 | 546,941 | 344,711 | 308,759 | 185,362 | 244,752 | 135,840 | 378,187 | 212,082 | 129,133 | 72,163 |
| Dolores | 1990 | 4,877 | 783 | 740 | 404 | | | | 33 | | 2,067 | 633 | | |
| | 1987 | 4,364 | 1,219 | 1,152 | 297 | | | | 46 | | 1,480 | 510 | | |
| Douglas | 1990 | 196,542 | 60,972 | 59,819 | 17,939 | 8,930 | 8,308 | 7,268 | 19,564 | 13,457 | 17,532 | 20,641 | 18,675 | 2,240 |
| | 1987 | 156,529 | 49,802 | 48,860 | 14,894 | 5,968 | 5,553 | 4,830 | 13,700 | 9,424 | 16,526 | 17,763 | 15,327 | 2,359 |
| Eagle | 1990 | 258,257 | 45,657 | 45,180 | 58,287 | 1,184 | | 38,767 | 9,350 | 7,652 | 1,364 | 10,976 | 26,548 | 5,606 |
| | 1987 | 219,580 | 42,007 | 41,568 | 51,656 | 887 | | 26,325 | 7,492 | 6,132 | 1,473 | 11,337 | 21,565 | 4,803 |
| Elbert | 1990 | 15,335 | 2,490 | 2,419 | 1,023 | | | 76 | 130 | | 1,544 | 5,326 | 986 | 291 |
| | 1987 | 12,425 | 3,000 | 2,914 | 923 | | | 79 | 134 | | 1,140 | 3,659 | 753 | 252 |
| El Paso | 1990 | 2,818,439 | 459,992 | 446,095 | 277,095 | 352,942 | 274,277 | 134,710 | 176,000 | 97,680 | 641,279 | 200,580 | 162,311 | 58,314 |
| | 1987 | 2,423,317 | 401,069 | 388,952 | 244,197 | 308,254 | 239,550 | 103,670 | 141,497 | 78,531 | 588,399 | 174,715 | 124,848 | 43,762 |
| Fremont | 1990 | 117,474 | 34,131 | 33,067 | 14,778 | 6,837 | 2,072 | 3,445 | 2,619 | 1,678 | 21,235 | 8,657 | 12,543 | 4,576 |
| | 1987 | 105,847 | 30,528 | 29,576 | 13,223 | 7,179 | 2,176 | 3,126 | 2,465 | 1,580 | 20,321 | 7,395 | 9,605 | 4,161 |
| Garfield | 1990 | 246,892 | 55,681 | 53,834 | 23,595 | 13,792 | 5,388 | 5,977 | 8,431 | 4,333 | 71,513 | 24,808 | 12,158 | 10,991 |
| | 1987 | 218,799 | 49,261 | 47,627 | 21,804 | 11,714 | 4,577 | 5,199 | 6,871 | 3,532 | 64,747 | 21,904 | 11,090 | 8,742 |
| Gilpin | 1990 | 5,633 | 138 | 100 | 1,090 | | | 281 | 16 | | 367 | 86 | 226 | 658 |
| | 1987 | 5,170 | 250 | 181 | 1,227 | | | 205 | 19 | | 311 | 93 | 314 | 460 |
| Grand | 1990 | 61,182 | 18,980 | 17,939 | 10,714 | 807 | | 2,449 | 450 | 232 | 4,486 | 3,516 | 3,945 | 2,521 |
| | 1987 | 55,782 | 16,336 | 15,440 | 10,116 | 750 | | 1,785 | 524 | 271 | 4,837 | 4,221 | 3,462 | 2,218 |
| Gunnison | 1990 | 65,380 | 14,966 | 14,888 | 9,912 | 5,137 | 3,225 | 2,356 | 872 | 656 | 8,435 | 6,092 | 5,638 | 842 |
| | 1987 | 60,311 | 13,984 | 13,911 | 9,504 | 3,903 | 2,451 | 2,202 | 901 | 678 | 8,634 | 6,270 | 4,430 | 1,092 |
| Hinsdale | 1990 | 3,052 | 388 | 372 | 1,230 | | | | | | 79 | 154 | 661 | |
| | 1987 | 2,717 | 556 | 533 | 840 | | | | | | 101 | 222 | 639 | |
| Huerfano | 1990 | 23,006 | 8,517 | 8,206 | 2,034 | | | 395 | 113 | | 2,628 | 3,787 | 1,687 | 101 |
| | 1987 | 22,487 | 8,263 | 7,961 | 2,064 | | | 373 | 217 | | 2,648 | 4,270 | 1,457 | 103 |
| Jackson | 1990 | 6,892 | 2,011 | 1,925 | 1,208 | | | 104 | 77 | | 2,318 | 628 | 39 | |
| | 1987 | 6,576 | 2,442 | 2,338 | 826 | | | 189 | 92 | | 1,616 | 751 | 54 | |
| Jefferson | 1990 | 3,175,612 | 675,186 | 655,126 | 339,635 | 375,370 | 313,011 | 157,345 | 203,484 | 85,212 | 694,405 | 217,809 | 119,679 | 67,835 |
| | 1987 | 2,808,035 | 602,352 | 584,456 | 298,691 | 334,268 | 278,728 | 119,116 | 168,761 | 70,672 | 666,829 | 203,094 | 96,519 | 59,504 |
| Kiowa | 1990 | 3,178 | 1,250 | 1,154 | 145 | | | | 48 | | 411 | 323 | 178 | 332 |
| | 1987 | 3,394 | 1,275 | 1,177 | 225 | | | | 65 | | 363 | 367 | 312 | 378 |
| Kit Carson | 1990 | 49,555 | 13,389 | 12,963 | 1,694 | 2,045 | | 1,691 | 1,473 | | 14,950 | 4,696 | 5,273 | 2,668 |
| | 1987 | 43,622 | 11,543 | 11,176 | 1,693 | 1,852 | | 1,317 | 1,053 | | 13,795 | 4,381 | 4,208 | 2,187 |
| Lake | 1990 | 23,176 | 8,357 | 8,111 | 3,580 | 119 | | 221 | 95 | | 885 | 3,384 | 2,918 | 580 |
| | 1987 | 23,469 | 8,028 | 7,792 | 3,367 | 168 | | 199 | 172 | | 1,259 | 3,754 | 2,628 | 1,056 |
| La Plata | 1990 | 247,557 | 70,439 | 66,629 | 29,981 | 12,879 | 7,634 | 7,438 | 11,067 | 7,123 | 44,856 | 10,972 | 22,458 | 10,356 |
| | 1987 | 218,591 | 59,462 | 56,246 | 27,606 | 11,977 | 7,100 | 7,427 | 9,750 | 6,276 | 40,716 | 12,473 | 17,865 | 7,199 |
| Larimer | 1990 | 1,347,464 | 272,045 | 265,740 | 139,419 | 125,395 | 102,843 | 48,155 | 74,496 | 39,948 | 274,543 | 110,139 | 99,646 | 29,208 |
| | 1987 | 1,136,816 | 230,331 | 224,993 | 119,953 | 110,231 | 90,407 | 39,937 | 60,288 | 32,330 | 248,245 | 91,664 | 78,113 | 22,253 |
| Las Animas | 1990 | 61,396 | 18,510 | 17,894 | 3,504 | 8,198 | 5,594 | 461 | 2,379 | 2,172 | 10,616 | 8,447 | 3,282 | 1,719 |
| | 1987 | 53,137 | 16,329 | 15,786 | 3,374 | 6,437 | 4,393 | 620 | 1,916 | 1,750 | 10,226 | 6,090 | 2,681 | 1,504 |
| Lincoln | 1990 | 39,332 | 5,815 | 5,619 | 9,190 | | | 301 | 427 | 83 | 5,223 | 15,356 | 888 | 713 |
| | 1987 | 37,718 | 5,281 | 5,103 | 8,049 | | | 266 | 372 | 73 | 5,701 | 15,209 | 719 | 814 |
| Logan | 1990 | 120,342 | 16,595 | 16,199 | 11,112 | 21,392 | 20,215 | 5,963 | 3,785 | 2,141 | 35,609 | 8,661 | 5,563 | 3,404 |
| | 1987 | 110,814 | 16,252 | 15,864 | 9,892 | 17,360 | 16,406 | 5,469 | 3,476 | 1,967 | 34,445 | 7,819 | 5,309 | 2,655 |
| Mesa | 1990 | 621,825 | 126,995 | 123,856 | 99,756 | 78,344 | 66,279 | 20,888 | 27,883 | 13,799 | 112,361 | 46,787 | 28,626 | 15,248 |
| | 1987 | 571,141 | 114,630 | 111,797 | 82,401 | 70,341 | 59,509 | 18,546 | 25,648 | 12,694 | 114,620 | 45,681 | 29,793 | 12,837 |
| Mineral | 1990 | 3,123 | 414 | 396 | 765 | | | | | | 33 | 113 | 887 | |
| | 1987 | 3,058 | 672 | 642 | 481 | | | | | | 50 | 190 | 1,091 | |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1990
U.S. CENSUS: 1987

| METRO AREA<br>County | Year | Total Retail Sales ($000) | Food Stores Total ($000) | Food Stores Super-markets ($000) | Eating & Drinking Places Total ($000) | General Merchandise Stores Total ($000) | General Merchandise Stores Department Stores ($000) | Apparel & Accessories Stores Total ($000) | Furniture/ Home Furnishings/ Appliance Stores Total ($000) | Furniture/ Home Furnishings/ Appliance Stores Furniture & Home Furn. ($000) | Automotive Dealers Total ($000) | Gasoline Service Stations Total ($000) | Bldg. Mtls. & Hardware Dealers Total ($000) | Drug-stores Total ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **COLORADO (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Moffat | 1990 | 60,837 | 20,632 | 20,187 | 5,325 | 6,139 | 4,342 | 2,920 | 1,158 | 996 | 15,848 | 2,698 | 1,882 | 246 |
| | 1987 | 63,667 | 20,476 | 20,034 | 5,678 | 5,917 | 4,186 | 2,874 | 1,247 | 1,074 | 17,552 | 3,179 | 1,728 | 439 |
| Montezuma | 1990 | 122,242 | 20,046 | 19,416 | 13,217 | 18,809 | 13,145 | 2,644 | 2,721 | 2,384 | 22,060 | 8,559 | 7,941 | 1,846 |
| | 1987 | 109,850 | 19,939 | 19,312 | 11,726 | 14,769 | 10,322 | 2,735 | 2,421 | 2,122 | 21,535 | 9,380 | 6,430 | 1,673 |
| Montrose | 1990 | 154,303 | 45,478 | 44,371 | 14,760 | 11,014 | 4,784 | 5,159 | 5,612 | 3,363 | 28,863 | 14,084 | 12,401 | 4,027 |
| | 1987 | 135,677 | 37,964 | 37,040 | 12,790 | 10,105 | 4,390 | 4,436 | 4,819 | 2,888 | 27,797 | 12,496 | 10,934 | 3,255 |
| Morgan | 1990 | 99,670 | 27,453 | 27,128 | 9,578 | 11,482 | 9,697 | 4,376 | 2,711 | 2,107 | 13,689 | 16,890 | 4,189 | 2,878 |
| | 1987 | 98,100 | 26,184 | 25,874 | 9,489 | 11,186 | 9,448 | 4,013 | 2,595 | 2,018 | 15,680 | 15,846 | 3,986 | 2,415 |
| Otero | 1990 | 86,657 | 23,032 | 22,068 | 7,622 | 8,625 | 3,347 | 3,238 | 2,557 | 2,143 | 9,963 | 7,871 | 7,911 | 10,818 |
| | 1987 | 80,147 | 21,488 | 20,589 | 7,330 | 8,882 | 3,448 | 2,872 | 2,781 | 2,332 | 9,993 | 8,041 | 6,232 | 7,795 |
| Ouray | 1990 | 12,999 | 2,234 | 2,009 | 3,698 | 324 | | 1,119 | 214 | | 649 | 853 | 1,993 | 199 |
| | 1987 | 10,432 | 1,472 | 1,324 | 2,730 | 262 | | 1,428 | 149 | | 431 | 909 | 1,665 | 156 |
| Park | 1990 | 14,227 | 974 | 877 | 1,910 | 200 | | 225 | 179 | 179 | 344 | 3,958 | 3,477 | |
| | 1987 | 12,674 | 1,256 | 1,131 | 2,021 | 234 | | 214 | 159 | 159 | 596 | 3,252 | 2,580 | |
| Phillips | 1990 | 23,827 | 6,088 | 5,870 | 1,054 | 835 | | 57 | 329 | | 10,517 | 2,539 | 1,427 | 707 |
| | 1987 | 21,778 | 5,399 | 5,206 | 978 | 773 | | 52 | 381 | | 9,980 | 1,724 | 1,331 | 674 |
| Pitkin | 1990 | 229,000 | 30,813 | 29,771 | 66,044 | 1,368 | | 35,957 | 10,139 | 6,129 | 3,414 | 3,108 | 13,683 | 7,590 |
| | 1987 | 192,692 | 25,223 | 24,370 | 56,826 | 944 | | 26,228 | 8,708 | 5,265 | 2,402 | 5,671 | 13,814 | 7,158 |
| Prowers | 1990 | 84,325 | 22,858 | 22,039 | 5,389 | 9,641 | 9,048 | 3,687 | 4,013 | 2,647 | 16,113 | 12,079 | 3,604 | 3,356 |
| | 1987 | 78,275 | 20,044 | 19,326 | 5,711 | 7,984 | 7,493 | 3,299 | 3,466 | 2,287 | 15,686 | 11,718 | 3,465 | 2,738 |
| Pueblo | 1990 | 783,126 | 180,077 | 173,207 | 82,136 | 112,516 | 94,948 | 23,352 | 43,304 | 21,896 | 183,889 | 44,091 | 43,648 | 20,626 |
| | 1987 | 690,939 | 159,761 | 153,666 | 72,798 | 100,210 | 84,564 | 22,059 | 36,862 | 18,640 | 162,305 | 42,780 | 34,343 | 16,882 |
| Rio Blanco | 1990 | 18,564 | 9,186 | 8,912 | 2,122 | | | 225 | 86 | | 699 | 1,908 | 2,053 | 1,014 |
| | 1987 | 18,814 | 9,058 | 8,788 | 2,236 | | | 208 | 101 | | 1,014 | 2,165 | 1,958 | 871 |
| Rio Grande | 1990 | 51,579 | 17,356 | 16,859 | 3,812 | 2,040 | | 1,528 | 1,518 | 710 | 8,724 | 4,943 | 4,431 | 2,680 |
| | 1987 | 47,172 | 15,673 | 15,224 | 3,354 | 1,864 | | 1,434 | 1,605 | 751 | 7,983 | 5,113 | 3,564 | 2,365 |
| Routt | 1990 | 142,562 | 30,407 | 29,430 | 23,989 | 3,021 | | 16,559 | 1,640 | 903 | 10,972 | 5,433 | 7,777 | 2,458 |
| | 1987 | 121,577 | 26,294 | 25,449 | 20,892 | 2,081 | | 12,308 | 2,767 | 1,526 | 10,427 | 7,191 | 7,406 | 2,211 |
| Saguache | 1990 | 14,407 | 5,865 | 5,677 | 579 | 178 | | 128 | 80 | | 3,577 | 1,523 | 890 | 363 |
| | 1987 | 11,933 | 4,016 | 3,887 | 517 | 201 | | 130 | 80 | | 3,130 | 1,109 | 1,357 | 413 |
| San Juan | 1990 | 4,566 | 1,290 | 1,244 | 1,160 | | | 233 | 54 | | 163 | 245 | 15 | |
| | 1987 | 4,286 | 1,201 | 1,158 | 1,044 | | | 225 | 75 | | 216 | 349 | 22 | |
| San Miguel | 1990 | 27,579 | 6,572 | 6,129 | 6,975 | | | 2,038 | 647 | 647 | 328 | 494 | 4,329 | 615 |
| | 1987 | 22,311 | 5,672 | 5,290 | 5,829 | | | 1,378 | 516 | 516 | 255 | 887 | 3,303 | 429 |
| Sedgwick | 1990 | 20,787 | 4,062 | 3,938 | 2,269 | 331 | | 349 | 479 | 249 | 6,701 | 3,792 | 1,088 | 1,014 |
| | 1987 | 18,700 | 3,593 | 3,483 | 1,795 | 259 | | 241 | 537 | 280 | 6,448 | 2,978 | 1,027 | 1,054 |
| Summit | 1990 | 191,482 | 33,852 | 32,795 | 43,668 | 8,336 | | 14,903 | 7,518 | 6,729 | 18,566 | 12,710 | 4,348 | 9,340 |
| | 1987 | 160,641 | 29,049 | 28,142 | 37,232 | 6,414 | | 10,466 | 5,617 | 5,028 | 14,857 | 11,963 | 6,804 | 6,439 |
| Teller | 1990 | 53,043 | 17,313 | 16,274 | 8,577 | 7,025 | | 1,142 | 362 | | 1,906 | 5,529 | 2,419 | 2,281 |
| | 1987 | 44,777 | 14,594 | 13,718 | 7,103 | 5,177 | | 771 | 559 | | 1,603 | 4,814 | 1,842 | 1,553 |
| Washington | 1990 | 11,724 | 3,405 | 3,225 | 1,511 | 548 | | 79 | 124 | | 2,070 | 1,032 | 1,621 | 110 |
| | 1987 | 12,227 | 3,411 | 3,231 | 1,483 | 774 | | 140 | 135 | | 2,200 | 1,379 | 1,299 | 115 |
| Weld | 1990 | 674,935 | 169,303 | 164,461 | 65,435 | 95,657 | 73,317 | 18,108 | 26,938 | 13,315 | 152,073 | 52,224 | 37,192 | 14,520 |
| | 1987 | 590,989 | 144,088 | 139,967 | 58,217 | 80,513 | 61,711 | 16,296 | 23,165 | 11,451 | 141,197 | 46,441 | 29,589 | 12,201 |
| Yuma | 1990 | 46,323 | 12,875 | 12,707 | 3,435 | 1,355 | | 1,608 | 820 | 344 | 11,801 | 4,407 | 6,182 | 1,030 |
| | 1987 | 43,790 | 12,248 | 12,088 | 3,129 | 1,499 | | 1,405 | 834 | 351 | 11,823 | 3,571 | 5,522 | 885 |
| **TOTAL METRO COUNTIES** | 1990 | **20,553,861** | **4,096,312** | **3,954,068** | **2,183,461** | **2,675,673** | **2,122,159** | **959,897** | **1,191,977** | **612,726** | **4,334,446** | **1,392,289** | **972,504** | **430,253** |
| | 1987 | 17,870,853 | 3,545,551 | 3,423,157 | 1,949,286 | 2,285,767 | 1,817,029 | 760,702 | 1,002,465 | 511,827 | 3,978,775 | 1,262,452 | 826,508 | 348,790 |
| **TOTAL STATE** | 1990 | **24,383,148** | **4,987,070** | **4,816,500** | **2,731,682** | **2,966,850** | **2,314,428** | **1,159,342** | **1,313,036** | **688,500** | **4,914,984** | **1,706,513** | **1,236,932** | **552,328** |
| | 1987 | 21,311,032 | 4,345,390 | 4,197,728 | 2,433,186 | 2,537,543 | 1,982,288 | 920,822 | 1,111,531 | 579,219 | 4,542,083 | 1,569,318 | 1,062,454 | 450,540 |

## CONNECTICUT

| METRO AREA<br>County | Year | Total Retail Sales ($000) | Food Stores Total ($000) | Food Stores Super-markets ($000) | Eating & Drinking Places Total ($000) | General Merchandise Stores Total ($000) | General Merchandise Stores Department Stores ($000) | Apparel & Accessories Stores Total ($000) | Furniture/ Home Furnishings/ Appliance Stores Total ($000) | Furniture/ Home Furnishings/ Appliance Stores Furniture & Home Furn. ($000) | Automotive Dealers Total ($000) | Gasoline Service Stations Total ($000) | Bldg. Mtls. & Hardware Dealers Total ($000) | Drug-stores Total ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **BRIDGEPORT - STAMFORD - NORWALK - DANBURY** | 1990 | **7,970,787** | **1,584,162** | **1,443,726** | **682,682** | **735,744** | **651,669** | **547,625** | **443,455** | **258,443** | **1,363,977** | **456,343** | **386,001** | **202,697** |
| | 1987 | 7,465,602 | 1,324,730 | 1,207,293 | 566,607 | 767,814 | 680,075 | 535,594 | 389,181 | 226,813 | 1,428,550 | 432,907 | 447,966 | 189,913 |
| Fairfield | 1990 | 7,970,787 | 1,584,162 | 1,443,726 | 682,682 | 735,744 | 651,669 | 547,625 | 443,455 | 258,443 | 1,363,977 | 456,343 | 386,001 | 202,697 |
| | 1987 | 7,465,602 | 1,324,730 | 1,207,293 | 566,607 | 767,814 | 680,075 | 535,594 | 389,181 | 226,813 | 1,428,550 | 432,907 | 447,966 | 189,913 |
| **HARTFORD - NEW BRITAIN - MIDDLETOWN - BRISTOL** | 1990 | **9,371,122** | **1,706,401** | **1,573,582** | **970,796** | **905,371** | **746,260** | **476,044** | **611,610** | **325,262** | **2,093,619** | **599,417** | **483,288** | **311,850** |
| | 1987 | 8,682,811 | 1,437,727 | 1,329,895 | 767,770 | 909,422 | 750,985 | 487,968 | 504,050 | 268,457 | 2,063,739 | 569,544 | 532,943 | 297,338 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1990
U.S. CENSUS: 1987

| METRO AREA | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drugstores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| County | Year | Total Retail Sales ($000) | Total ($000) | Supermarkets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **CONNECTICUT (continued)** | | | | | | | | | | | | | | |
| **HARTFORD - NEW BRITAIN - MIDDLETOWN - BRISTOL (continued)** | | | | | | | | | | | | | | |
| Hartford | 1990 | 7,473,381 | 1,289,443 | 1,177,321 | 782,844 | 779,249 | 631,215 | 414,967 | 527,658 | 272,129 | 1,597,330 | 460,622 | 394,161 | 248,184 |
| | 1987 | 6,926,389 | 1,089,916 | 995,143 | 618,439 | 767,797 | 621,939 | 421,437 | 434,581 | 224,127 | 1,588,462 | 439,379 | 436,679 | 236,910 |
| Middlesex | 1990 | 1,193,177 | 243,496 | 233,718 | 113,054 | 76,576 | 67,413 | 42,910 | 57,911 | 41,634 | 314,858 | 80,873 | 60,773 | 39,817 |
| | 1987 | 1,113,574 | 197,383 | 189,457 | 93,086 | 87,743 | 77,244 | 43,539 | 49,226 | 35,391 | 309,058 | 77,603 | 65,568 | 38,547 |
| Tolland | 1990 | 704,564 | 173,462 | 167,543 | 74,898 | 49,546 | 47,632 | 18,167 | 26,041 | 11,499 | 181,431 | 57,922 | 28,354 | 23,849 |
| | 1987 | 642,848 | 150,428 | 145,295 | 56,245 | 53,882 | 51,802 | 22,992 | 20,243 | 8,939 | 166,219 | 52,562 | 30,696 | 21,881 |
| **NEW HAVEN - WATERBURY - MERIDEN** | 1990 | 6,487,372 | 1,398,664 | 1,296,104 | 624,079 | 603,047 | 546,761 | 355,437 | 377,552 | 224,714 | 1,283,520 | 550,992 | 373,121 | 185,195 |
| | 1987 | 5,981,087 | 1,133,475 | 1,050,361 | 508,233 | 657,992 | 596,578 | 355,084 | 325,487 | 193,726 | 1,289,075 | 452,666 | 395,734 | 172,179 |
| New Haven | 1990 | 6,487,372 | 1,398,664 | 1,296,104 | 624,079 | 603,047 | 546,761 | 355,437 | 377,552 | 224,714 | 1,283,520 | 550,992 | 373,121 | 185,195 |
| | 1987 | 5,981,087 | 1,133,475 | 1,050,361 | 508,233 | 657,992 | 596,578 | 355,084 | 325,487 | 193,726 | 1,289,075 | 452,666 | 395,734 | 172,179 |
| **NEW LONDON - NORWICH** | 1990 | 1,952,266 | 398,712 | 367,976 | 209,761 | 194,459 | 176,874 | 106,455 | 92,333 | 56,267 | 436,610 | 113,778 | 126,665 | 47,604 |
| | 1987 | 1,882,341 | 334,312 | 308,541 | 169,044 | 191,020 | 173,747 | 101,363 | 87,616 | 53,393 | 467,725 | 118,568 | 149,808 | 47,159 |
| New London | 1990 | 1,952,266 | 398,712 | 367,976 | 209,761 | 194,459 | 176,874 | 106,455 | 92,333 | 56,267 | 436,610 | 113,778 | 126,665 | 47,604 |
| | 1987 | 1,882,341 | 334,312 | 308,541 | 169,044 | 191,020 | 173,747 | 101,363 | 87,616 | 53,393 | 467,725 | 118,568 | 149,808 | 47,159 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Fairfield | 1990 | 7,970,787 | 1,584,162 | 1,443,726 | 682,682 | 735,744 | 651,669 | 547,625 | 443,455 | 258,443 | 1,363,977 | 456,343 | 386,001 | 202,697 |
| | 1987 | 7,465,602 | 1,324,730 | 1,207,293 | 566,607 | 767,814 | 680,075 | 535,594 | 389,181 | 226,813 | 1,428,550 | 432,907 | 447,966 | 189,913 |
| Hartford | 1990 | 7,473,381 | 1,289,443 | 1,177,321 | 782,844 | 779,249 | 631,215 | 414,967 | 527,658 | 272,129 | 1,397,330 | 460,622 | 394,161 | 248,184 |
| | 1987 | 6,926,389 | 1,089,916 | 995,143 | 618,439 | 767,797 | 621,939 | 421,437 | 434,581 | 224,127 | 1,588,462 | 439,379 | 436,679 | 236,910 |
| Litchfield | 1990 | 1,270,567 | 277,272 | 260,579 | 107,728 | 74,459 | 64,859 | 37,083 | 50,011 | 36,824 | 370,980 | 71,274 | 99,141 | 48,469 |
| | 1987 | 1,162,473 | 230,637 | 216,752 | 82,934 | 72,512 | 63,164 | 39,982 | 42,712 | 31,450 | 354,415 | 62,522 | 106,468 | 42,025 |
| Middlesex | 1990 | 1,193,177 | 243,496 | 233,718 | 113,054 | 76,576 | 67,413 | 42,910 | 57,911 | 41,634 | 314,858 | 80,873 | 60,773 | 39,817 |
| | 1987 | 1,113,574 | 197,383 | 189,457 | 93,086 | 87,743 | 77,244 | 43,539 | 49,226 | 35,391 | 309,058 | 77,603 | 65,568 | 38,547 |
| New Haven | 1990 | 6,467,372 | 1,398,664 | 1,296,104 | 624,079 | 603,047 | 546,761 | 355,437 | 377,552 | 224,714 | 1,283,520 | 550,992 | 373,121 | 185,195 |
| | 1987 | 5,981,087 | 1,133,475 | 1,050,361 | 508,233 | 657,992 | 596,578 | 355,084 | 325,487 | 193,726 | 1,289,075 | 452,666 | 395,734 | 172,179 |
| New London | 1990 | 1,952,266 | 398,712 | 367,976 | 209,761 | 194,459 | 176,874 | 106,455 | 92,333 | 56,267 | 436,610 | 113,778 | 126,665 | 47,604 |
| | 1987 | 1,882,341 | 334,312 | 308,541 | 169,044 | 191,020 | 173,747 | 101,363 | 87,616 | 53,393 | 467,725 | 118,568 | 149,808 | 47,159 |
| Tolland | 1990 | 704,564 | 173,462 | 167,543 | 74,898 | 49,546 | 47,632 | 18,167 | 26,041 | 11,499 | 181,431 | 57,922 | 28,354 | 23,849 |
| | 1987 | 642,848 | 150,428 | 145,295 | 56,245 | 53,882 | 51,802 | 22,992 | 20,243 | 8,939 | 166,219 | 52,562 | 30,696 | 21,881 |
| Windham | 1990 | 677,139 | 169,558 | 163,009 | 65,208 | 33,804 | 24,222 | 21,475 | 23,839 | 12,304 | 126,977 | 76,882 | 36,690 | 20,462 |
| | 1987 | 610,832 | 136,183 | 130,923 | 51,991 | 32,908 | 23,581 | 21,684 | 21,389 | 11,041 | 133,412 | 60,733 | 42,995 | 20,239 |
| **TOTAL METRO COUNTIES** | 1990 | 25,781,547 | 5,087,939 | 4,686,388 | 2,487,318 | 2,438,621 | 2,121,564 | 1,485,561 | 1,524,950 | 864,686 | 5,177,726 | 1,720,530 | 1,369,075 | 747,346 |
| | 1987 | 24,011,841 | 4,230,244 | 3,896,090 | 2,011,654 | 2,526,248 | 2,201,385 | 1,480,009 | 1,306,334 | 742,389 | 5,249,089 | 1,573,685 | 1,526,451 | 706,589 |
| **TOTAL STATE** | 1990 | 27,729,253 | 5,534,769 | 5,109,976 | 2,660,254 | 2,546,884 | 2,210,645 | 1,544,119 | 1,598,800 | 913,814 | 5,675,683 | 1,868,686 | 1,504,906 | 816,277 |
| | 1987 | 25,785,146 | 4,597,064 | 4,243,765 | 2,146,579 | 2,631,668 | 2,288,130 | 1,541,675 | 1,370,435 | 784,880 | 5,736,916 | 1,696,940 | 1,675,914 | 768,853 |
| **DELAWARE** | | | | | | | | | | | | | | |
| **WILMINGTON** | 1990 | 4,899,791 | 898,233 | 835,877 | 409,147 | 641,512 | 548,991 | 180,707 | 252,277 | 154,002 | 1,036,585 | 383,831 | 225,016 | 186,725 |
| | 1987 | 4,153,178 | 756,131 | 704,033 | 346,141 | 537,420 | 459,487 | 161,559 | 225,221 | 137,513 | 978,958 | 308,777 | 204,834 | 139,534 |
| New Castle | 1990 | 4,053,173 | 761,092 | 704,082 | 344,621 | 600,004 | 523,606 | 164,145 | 228,599 | 134,923 | 791,439 | 230,569 | 184,407 | 159,756 |
| | 1987 | 3,415,297 | 631,075 | 583,804 | 288,417 | 501,129 | 437,321 | 144,487 | 203,708 | 120,233 | 751,663 | 197,730 | 165,686 | 117,819 |
| *Cecil, Md.* | *1990* | *470,232* | *76,696* | *72,367* | *29,496* | *20,809* | *13,257* | *9,233* | *8,869* | *6,225* | *129,764* | *80,469* | *29,883* | *11,316* |
| | *1987* | *410,376* | *68,746* | *64,866* | *26,526* | *17,627* | *11,230* | *8,880* | *8,392* | *5,891* | *122,512* | *60,879* | *28,608* | *8,421* |
| *Salem, N. J.* | *1990* | *376,386* | *60,445* | *59,428* | *35,030* | *20,699* | *12,128* | *7,329* | *14,809* | *12,854* | *115,382* | *72,793* | *10,726* | *15,653* |
| | *1987* | *327,505* | *56,310* | *55,363* | *29,198* | *18,664* | *10,936* | *8,192* | *13,121* | *11,389* | *104,783* | *50,168* | *10,540* | *13,294* |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Kent | 1990 | 1,045,870 | 163,422 | 151,457 | 85,552 | 175,676 | 152,347 | 35,501 | 41,228 | 26,698 | 276,012 | 41,202 | 102,365 | 32,913 |
| | 1987 | 874,629 | 140,862 | 130,549 | 68,320 | 134,453 | 116,599 | 28,785 | 33,161 | 21,475 | 250,049 | 32,291 | 86,726 | 23,446 |
| New Castle | 1990 | 4,053,173 | 761,092 | 704,082 | 344,621 | 600,004 | 523,606 | 164,145 | 228,599 | 134,923 | 791,439 | 230,569 | 184,407 | 159,756 |
| | 1987 | 3,415,297 | 631,075 | 583,804 | 288,417 | 501,129 | 437,321 | 144,487 | 203,708 | 120,233 | 751,663 | 197,730 | 165,686 | 117,819 |
| Sussex | 1990 | 942,048 | 163,129 | 153,501 | 110,225 | 84,051 | 69,538 | 58,437 | 44,672 | 36,399 | 175,032 | 88,649 | 73,330 | 29,519 |
| | 1987 | 786,875 | 143,828 | 135,339 | 92,218 | 62,667 | 51,847 | 48,714 | 38,564 | 31,423 | 156,532 | 61,311 | 71,698 | 23,521 |
| **TOTAL METRO COUNTIES** | 1990 | 4,053,173 | 761,092 | 704,082 | 344,621 | 600,004 | 523,606 | 164,145 | 228,599 | 134,923 | 791,439 | 230,569 | 184,407 | 159,756 |
| | 1987 | 3,415,297 | 631,075 | 583,804 | 288,417 | 501,129 | 437,321 | 144,487 | 203,708 | 120,233 | 751,663 | 197,730 | 165,686 | 117,819 |
| **TOTAL STATE** | 1990 | 6,041,091 | 1,087,643 | 1,009,040 | 540,398 | 859,731 | 745,491 | 258,083 | 314,499 | 198,020 | 1,242,483 | 360,420 | 360,102 | 222,188 |
| | 1987 | 5,076,801 | 915,765 | 849,692 | 448,955 | 698,249 | 605,767 | 221,986 | 275,433 | 173,131 | 1,158,244 | 291,332 | 324,110 | 164,786 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1990
U.S. CENSUS: 1987

| METRO AREA<br>County | Year | Total Retail Sales ($000) | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drugstores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Total ($000) | Supermarkets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **DISTRICT OF COLUMBIA** | | | | | | | | | | | | | | |
| **WASHINGTON** | **1990** | **32,925,657** | **6,102,187** | **5,821,906** | **3,664,904** | **3,697,716** | **3,040,614** | **1,967,692** | **2,010,005** | **1,142,171** | **6,851,498** | **2,070,392** | **1,320,175** | **1,240,552** |
| | 1987 | 28,420,182 | 5,241,869 | 4,995,587 | 3,135,445 | 3,111,954 | 2,567,860 | 1,727,801 | 1,796,986 | 1,012,621 | 6,568,426 | 1,750,771 | 1,208,751 | 971,562 |
| District of Columbia | 1990 | 3,815,320 | 637,028 | 572,600 | 910,465 | 348,255 | 300,738 | 343,432 | 204,978 | 104,501 | 169,587 | 146,677 | 71,484 | 225,821 |
| | 1987 | 3,464,882 | 597,687 | 537,238 | 842,893 | 315,184 | 272,180 | 329,177 | 200,041 | 101,985 | 176,161 | 132,118 | 71,701 | 186,627 |
| *Calvert, Md.* | *1990* | *208,192* | *51,821* | *48,692* | *23,825* | *17,637* | *11,172* | *1,915* | *7,290* | *4,833* | *55,112* | *11,934* | *12,751* | *5,447* |
| | *1987* | *177,197* | *45,086* | *42,364* | *20,035* | *13,454* | *8,523* | *1,782* | *5,958* | *3,951* | *47,325* | *11,894* | *10,961* | *4,520* |
| *Charles, Md.* | *1990* | *641,624* | *116,018* | *112,416* | *54,375* | *41,596* | | *22,960* | *33,549* | *25,249* | *170,861* | *46,536* | *47,493* | *23,400* |
| | *1987* | *534,512* | *104,473* | *101,229* | *43,659* | *28,222* | | *16,466* | *26,848* | *20,207* | *147,305* | *41,311* | *42,343* | *27,113* |
| *Frederick, Md.* | *1990* | *1,096,022* | *227,892* | *216,232* | *102,819* | *144,616* | *132,415* | *34,086* | *52,840* | *38,536* | *226,205* | *74,635* | *85,055* | *28,838* |
| | *1987* | *949,330* | *193,682* | *183,772* | *85,605* | *121,824* | *111,547* | *30,184* | *47,216* | *34,435* | *216,662* | *67,329* | *76,871* | *21,662* |
| *Montgomery, Md.* | *1990* | *6,575,212* | *1,311,485* | *1,252,863* | *560,102* | *762,626* | *678,663* | *452,972* | *473,574* | *234,084* | *1,343,329* | *418,789* | *255,230* | *251,568* |
| | *1987* | *5,872,769* | *1,122,055* | *1,071,900* | *492,168* | *681,707* | *606,654* | *414,526* | *449,465* | *222,168* | *1,359,445* | *360,952* | *253,729* | *190,808* |
| *Prince George's, Md.* | *1990* | *6,260,391* | *1,095,937* | *1,047,098* | *530,894* | *846,218* | *622,595* | *314,108* | *298,477* | *163,116* | *1,516,261* | *463,845* | *222,594* | *228,880* |
| | *1987* | *5,576,965* | *1,001,652* | *957,014* | *463,143* | *729,151* | *536,466* | *284,495* | *277,132* | *151,452* | *1,496,162* | *397,174* | *198,641* | *181,519* |
| *Alexandria city, Va.* | *1990* | *1,461,402* | *191,763* | *184,970* | *182,408* | *180,137* | *167,148* | *59,282* | *61,611* | *43,243* | *269,860* | *80,767* | *28,366* | *39,502* |
| | *1987* | *1,241,851* | *166,250* | *160,361* | *152,520* | *162,852* | *151,110* | *50,498* | *61,170* | *42,936* | *280,829* | *67,375* | *29,328* | *30,249* |
| *Arlington, Va.* | *1990* | *1,376,967* | *211,322* | *194,202* | *237,131* | *109,386* | *83,400* | *50,866* | *41,273* | *18,471* | *414,236* | *80,225* | *33,284* | *56,428* |
| | *1987* | *1,168,498* | *184,622* | *169,665* | *184,551* | *85,136* | *64,911* | *38,282* | *46,929* | *21,003* | *395,541* | *65,689* | *28,830* | *43,989* |
| *Fairfax, Va.* | *1990* | *7,158,930* | *1,424,952* | *1,382,165* | *681,387* | *1,002,930* | *830,246* | *501,684* | *542,181* | *307,179* | *1,384,623* | *450,980* | *249,439* | *237,820* |
| | *1987* | *5,874,164* | *1,154,178* | *1,119,521* | *550,231* | *774,388* | *641,055* | *415,223* | *446,902* | *253,198* | *1,296,335* | *367,309* | *226,133* | *178,953* |
| *Fairfax city, Va.* | *1990* | *844,233* | *82,039* | *79,120* | *74,084* | *40,687* | *37,870* | *19,272* | *60,009* | *39,143* | *373,613* | *31,255* | *41,833* | *41,399* |
| | *1987* | *712,342* | *70,323* | *67,821* | *61,331* | *38,148* | *35,507* | *18,833* | *50,008* | *32,620* | *326,718* | *27,934* | *35,411* | *28,953* |
| *Falls Church city, Va.* | *1990* | *284,742* | *42,814* | *42,620* | *23,102* | *2,273* | | *16,536* | *19,895* | *9,608* | *122,524* | *27,436* | *5,605* | *11,717* |
| | *1987* | *261,290* | *36,022* | *35,859* | *20,018* | *2,235* | | *18,454* | *18,742* | *9,052* | *122,450* | *19,296* | *5,653* | *8,855* |
| *Loudoun, Va.* | *1990* | *689,958* | *156,690* | *149,714* | *68,263* | *29,681* | *21,601* | *15,153* | *25,061* | *13,162* | *176,579* | *46,861* | *86,868* | *20,078* |
| | *1987* | *556,049* | *136,858* | *130,765* | *50,507* | *21,264* | *15,476* | *14,020* | *21,178* | *11,123* | *146,304* | *35,115* | *69,946* | *16,697* |
| *Manassas city, Va.* | *1990* | *647,342* | *152,081* | *149,978* | *27,595* | *38,013* | *35,817* | *8,402* | *31,996* | *17,514* | *258,198* | *22,497* | *58,768* | *21,207* |
| | *1987* | *513,370* | *108,616* | *107,114* | *24,725* | *27,549* | *25,958* | *6,333* | *23,944* | *13,107* | *214,721* | *21,487* | *45,081* | *14,415* |
| *Manassas Park city, Va.* | *1990* | *7,503* | *2,288* | *1,028* | *225* | *1,209* | | | *224* | | *431* | *1,908* | | *756* |
| | *1987* | *7,581* | *2,758* | *1,239* | *197* | *1,198* | | | *230* | | *613* | *1,590* | | *738* |
| *Prince William, Va.* | *1990* | *1,549,532* | *326,530* | *318,809* | *151,377* | *123,786* | *111,125* | *124,226* | *144,255* | *113,900* | *314,764* | *109,171* | *83,177* | *36,966* |
| | *1987* | *1,267,996* | *256,625* | *250,557* | *116,716* | *100,997* | *90,667* | *87,337* | *112,204* | *88,594* | *295,343* | *96,130* | *81,987* | *29,283* |
| *Stafford, Va.* | *1990* | *308,287* | *71,527* | *69,399* | *36,852* | *8,666* | *7,824* | *2,778* | *12,792* | *9,630* | *55,315* | *56,796* | *38,228* | *10,725* |
| | *1987* | *241,386* | *60,982* | *59,168* | *27,146* | *8,645* | *7,806* | *2,211* | *9,019* | *6,790* | *46,512* | *38,068* | *32,136* | *7,181* |
| **TOTAL METRO COUNTIES** | **1990** | **3,815,320** | **637,028** | **572,600** | **910,465** | **348,255** | **300,738** | **343,432** | **204,978** | **104,501** | **169,587** | **146,677** | **71,484** | **225,821** |
| | 1987 | 3,464,882 | 597,687 | 537,238 | 842,893 | 315,184 | 272,180 | 329,177 | 200,041 | 101,985 | 176,161 | 132,118 | 71,701 | 186,627 |
| **TOTAL STATE** | **1990** | **3,815,320** | **637,028** | **572,600** | **910,465** | **348,255** | **300,738** | **343,432** | **204,978** | **104,501** | **169,587** | **146,677** | **71,484** | **225,821** |
| | 1987 | 3,464,882 | 597,687 | 537,238 | 842,893 | 315,184 | 272,180 | 329,177 | 200,041 | 101,985 | 176,161 | 132,118 | 71,701 | 186,627 |
| **FLORIDA** | | | | | | | | | | | | | | |
| **BRADENTON** | **1990** | **1,571,315** | **345,295** | **328,340** | **167,520** | **181,848** | **150,498** | **53,866** | **74,191** | **49,052** | **369,129** | **116,648** | **81,905** | **65,220** |
| | 1987 | 1,367,944 | 289,934 | 275,697 | 147,036 | 149,873 | 124,036 | 46,774 | 68,571 | 45,337 | 360,579 | 89,985 | 74,721 | 50,492 |
| Manatee | 1990 | 1,571,315 | 345,295 | 328,340 | 167,520 | 181,848 | 150,498 | 53,866 | 74,191 | 49,052 | 369,129 | 116,648 | 81,905 | 65,220 |
| | 1987 | 1,367,944 | 289,934 | 275,697 | 147,036 | 149,873 | 124,036 | 46,774 | 68,571 | 45,337 | 360,579 | 89,985 | 74,721 | 50,492 |
| **DAYTONA BEACH** | **1990** | **2,867,877** | **639,098** | **608,823** | **320,017** | **343,299** | **295,728** | **102,469** | **130,406** | **76,193** | **600,038** | **183,555** | **182,391** | **143,291** |
| | 1987 | 2,452,392 | 539,203 | 513,660 | 274,444 | 275,973 | 237,732 | 89,928 | 114,090 | 66,661 | 564,758 | 152,133 | 160,224 | 111,497 |
| Volusia | 1990 | 2,867,877 | 639,098 | 608,823 | 320,017 | 343,299 | 295,728 | 102,469 | 130,406 | 76,193 | 600,038 | 183,555 | 182,391 | 143,291 |
| | 1987 | 2,452,392 | 539,203 | 513,660 | 274,444 | 275,973 | 237,732 | 89,928 | 114,090 | 66,661 | 564,758 | 152,133 | 160,224 | 111,497 |
| **FORT LAUDERDALE - HOLLYWOOD - POMPANO BEACH** | **1990** | **12,064,658** | **2,156,473** | **1,940,407** | **1,272,569** | **1,143,440** | **930,813** | **573,904** | **656,932** | **414,079** | **3,467,564** | **598,672** | **472,585** | **532,473** |
| | 1987 | 10,410,909 | 1,823,657 | 1,640,938 | 1,113,487 | 970,563 | 790,085 | 511,304 | 583,639 | 367,882 | 3,200,349 | 522,135 | 421,315 | 400,156 |
| Broward | 1990 | 12,064,658 | 2,156,473 | 1,940,407 | 1,272,569 | 1,143,440 | 930,813 | 573,904 | 656,932 | 414,079 | 3,467,564 | 598,672 | 472,585 | 532,473 |
| | 1987 | 10,410,909 | 1,823,657 | 1,640,938 | 1,113,487 | 970,563 | 790,085 | 511,304 | 583,639 | 367,882 | 3,200,349 | 522,135 | 421,315 | 400,156 |
| **FORT MYERS - CAPE CORAL** | **1990** | **3,103,309** | **575,943** | **550,346** | **324,702** | **361,368** | **318,274** | **137,430** | **194,339** | **139,032** | **690,738** | **190,139** | **229,645** | **111,151** |
| | 1987 | 2,597,648 | 494,075 | 472,117 | 260,539 | 290,984 | 256,285 | 107,498 | 169,407 | 121,196 | 636,973 | 142,847 | 200,864 | 88,519 |
| Lee | 1990 | 3,103,309 | 575,943 | 550,346 | 324,702 | 361,368 | 318,274 | 137,430 | 194,339 | 139,032 | 690,738 | 190,139 | 229,645 | 111,151 |
| | 1987 | 2,597,648 | 494,075 | 472,117 | 260,539 | 290,984 | 256,285 | 107,498 | 169,407 | 121,196 | 636,973 | 142,847 | 200,864 | 88,519 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1990<br>U.S. CENSUS: 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **FLORIDA (continued)** | | | | | | | | | | | | | | |
| **FORT PIERCE** | 1990 | **2,039,160** | **412,114** | **384,864** | **182,568** | **202,348** | **169,765** | **69,249** | **132,874** | **80,849** | **542,693** | **109,419** | **160,496** | **97,030** |
| | 1987 | 1,713,542 | 346,689 | 323,859 | 145,129 | 156,184 | 130,674 | 60,401 | 110,049 | 66,453 | 489,160 | 96,750 | 141,218 | 68,939 |
| Martin | 1990 | 970,089 | 183,736 | 175,088 | 84,940 | 62,109 | 46,141 | 39,691 | 79,584 | 54,319 | 258,823 | 36,820 | 105,091 | 51,130 |
| | 1987 | 806,234 | 157,289 | 149,886 | 67,556 | 50,552 | 37,556 | 33,630 | 63,154 | 43,106 | 223,477 | 37,822 | 86,574 | 35,402 |
| St. Lucie | 1990 | 1,069,071 | 228,378 | 209,776 | 97,628 | 140,239 | 123,624 | 29,558 | 53,290 | 26,530 | 283,870 | 72,599 | 55,405 | 45,900 |
| | 1987 | 907,308 | 189,400 | 173,973 | 77,573 | 105,632 | 93,118 | 26,771 | 46,895 | 23,347 | 265,683 | 58,928 | 54,644 | 33,537 |
| **FORT WALTON BEACH** | 1990 | **1,124,378** | **190,342** | **178,717** | **146,378** | **161,452** | **147,958** | **37,180** | **54,226** | **32,181** | **226,364** | **94,217** | **74,093** | **43,346** |
| | 1987 | 961,942 | 161,644 | 151,772 | 120,203 | 131,260 | 120,290 | 33,617 | 51,565 | 30,603 | 219,845 | 70,197 | 68,478 | 31,016 |
| Okaloosa | 1990 | 1,124,378 | 190,342 | 178,717 | 146,378 | 161,452 | 147,958 | 37,180 | 54,226 | 32,181 | 226,364 | 94,217 | 74,093 | 43,346 |
| | 1987 | 961,942 | 161,644 | 151,772 | 120,203 | 131,260 | 120,290 | 33,617 | 51,565 | 30,603 | 219,845 | 70,197 | 68,478 | 31,016 |
| **GAINESVILLE** | 1990 | **1,576,875** | **352,038** | **332,826** | **163,803** | **206,437** | **172,953** | **55,426** | **68,446** | **34,420** | **362,811** | **96,977** | **85,351** | **41,206** |
| | 1987 | 1,375,271 | 300,244 | 283,877 | 143,632 | 172,213 | 143,483 | 50,861 | 60,730 | 30,556 | 346,824 | 82,034 | 78,085 | 31,848 |
| Alachua | 1990 | 1,461,438 | 325,339 | 307,399 | 151,887 | 204,201 | 172,953 | 53,945 | 62,549 | 29,381 | 334,469 | 83,669 | 73,021 | 36,574 |
| | 1987 | 1,275,684 | 274,953 | 259,791 | 133,857 | 169,406 | 143,483 | 49,482 | 55,460 | 26,052 | 322,021 | 72,053 | 67,437 | 28,131 |
| Bradford | 1990 | 115,437 | 26,699 | 25,427 | 11,916 | 2,236 | | 1,481 | 5,897 | 5,039 | 28,342 | 13,308 | 12,330 | 4,632 |
| | 1987 | 99,587 | 25,291 | 24,086 | 9,775 | 2,807 | | 1,379 | 5,270 | 4,504 | 24,803 | 9,981 | 10,648 | 3,717 |
| **JACKSONVILLE** | 1990 | **7,337,701** | **1,302,639** | **1,228,580** | **785,491** | **786,219** | **592,043** | **269,309** | **344,096** | **180,756** | **1,820,858** | **605,943** | **358,220** | **374,693** |
| | 1987 | 6,270,977 | 1,090,173 | 1,028,065 | 647,120 | 643,439 | 484,024 | 245,296 | 312,095 | 163,642 | 1,706,820 | 484,521 | 338,490 | 267,747 |
| Clay | 1990 | 760,296 | 144,183 | 138,309 | 65,338 | 153,585 | 151,169 | 46,256 | 44,752 | 25,370 | 141,674 | 46,220 | 31,374 | 23,822 |
| | 1987 | 628,568 | 111,687 | 107,137 | 55,776 | 127,441 | 125,438 | 38,706 | 35,253 | 19,986 | 130,474 | 38,324 | 28,479 | 16,339 |
| Duval | 1990 | 5,735,224 | 963,890 | 908,221 | 616,594 | 547,754 | 366,827 | 203,124 | 279,489 | 143,171 | 1,508,794 | 465,127 | 284,043 | 313,568 |
| | 1987 | 4,933,137 | 819,696 | 772,355 | 504,066 | 451,308 | 302,238 | 189,774 | 259,408 | 132,885 | 1,415,241 | 364,479 | 271,901 | 224,916 |
| Nassau | 1990 | 261,546 | 71,366 | 68,317 | 22,573 | 26,387 | 18,551 | 7,418 | 4,474 | 3,271 | 47,662 | 35,353 | 22,398 | 9,262 |
| | 1987 | 223,158 | 58,172 | 55,687 | 19,458 | 20,465 | 14,388 | 6,354 | 4,227 | 3,091 | 43,378 | 31,126 | 18,894 | 6,699 |
| St. Johns | 1990 | 580,635 | 123,200 | 113,733 | 80,986 | 58,493 | 55,496 | 12,511 | 15,381 | 8,944 | 122,728 | 59,243 | 20,405 | 28,041 |
| | 1987 | 486,114 | 100,618 | 92,886 | 67,820 | 44,225 | 41,960 | 10,462 | 13,207 | 7,680 | 117,727 | 50,592 | 19,216 | 19,793 |
| **LAKELAND - WINTER HAVEN** | 1990 | **2,805,105** | **576,295** | **542,757** | **232,193** | **355,970** | **275,667** | **90,863** | **125,256** | **75,156** | **659,489** | **234,913** | **223,486** | **127,127** |
| | 1987 | 2,431,770 | 503,676 | 474,364 | 204,328 | 294,110 | 227,762 | 84,001 | 105,803 | 63,484 | 632,404 | 179,026 | 197,399 | 94,723 |
| Polk | 1990 | 2,805,105 | 576,295 | 542,757 | 232,193 | 355,970 | 275,667 | 90,863 | 125,256 | 75,156 | 659,489 | 234,913 | 223,486 | 127,127 |
| | 1987 | 2,431,770 | 503,676 | 474,364 | 204,328 | 294,110 | 227,762 | 84,001 | 105,803 | 63,484 | 632,404 | 179,026 | 197,399 | 94,723 |
| **MELBOURNE - TITUSVILLE - PALM BAY** | 1990 | **2,964,038** | **573,527** | **541,066** | **319,046** | **407,973** | **371,904** | **70,221** | **126,964** | **63,752** | **720,703** | **263,337** | **162,127** | **83,387** |
| | 1987 | 2,514,045 | 478,470 | 451,389 | 259,133 | 331,517 | 302,208 | 64,876 | 118,181 | 59,343 | 668,312 | 194,099 | 146,176 | 77,914 |
| Brevard | 1990 | 2,964,038 | 573,527 | 541,066 | 319,046 | 407,973 | 371,904 | 70,221 | 126,964 | 63,752 | 720,703 | 263,337 | 162,127 | 83,387 |
| | 1987 | 2,514,045 | 478,470 | 451,389 | 259,133 | 331,517 | 302,208 | 64,876 | 118,181 | 59,343 | 668,312 | 194,099 | 146,176 | 77,914 |
| **MIAMI - HIALEAH** | 1990 | **15,113,192** | **2,705,413** | **2,455,235** | **1,560,951** | **1,890,433** | **1,492,816** | **1,051,108** | **891,497** | **487,755** | **3,301,462** | **894,277** | **475,839** | **769,760** |
| | 1987 | 13,325,792 | 2,325,759 | 2,110,690 | 1,346,207 | 1,586,530 | 1,252,835 | 954,275 | 789,238 | 431,808 | 3,292,612 | 760,214 | 455,457 | 587,450 |
| Dade | 1990 | 15,113,192 | 2,705,413 | 2,455,235 | 1,560,951 | 1,890,433 | 1,492,816 | 1,051,108 | 891,497 | 487,755 | 3,301,462 | 894,277 | 475,839 | 769,760 |
| | 1987 | 13,325,792 | 2,325,759 | 2,110,690 | 1,346,207 | 1,586,530 | 1,252,835 | 954,275 | 789,238 | 431,808 | 3,292,612 | 760,214 | 455,457 | 587,450 |
| ***MIAMI - FORT LAUDERDALE CONSOLIDATED AREA*** | *1990* | ***27,177,850*** | ***4,861,886*** | ***4,395,642*** | ***2,833,520*** | ***3,033,873*** | ***2,423,629*** | ***1,625,012*** | ***1,548,429*** | ***901,834*** | ***6,769,026*** | ***1,492,949*** | ***948,424*** | ***1,302,233*** |
| | *1987* | *23,736,701* | *4,149,416* | *3,751,628* | *2,459,694* | *2,557,093* | *2,042,920* | *1,465,579* | *1,372,877* | *799,690* | *6,492,961* | *1,282,349* | *876,772* | *987,606* |
| **NAPLES** | 1990 | **1,399,666** | **307,114** | **288,442** | **145,566** | **140,154** | **124,867** | **95,961** | **132,913** | **104,928** | **240,957** | **68,130** | **75,448** | **64,526** |
| | 1987 | 1,174,347 | 251,832 | 236,521 | 120,408 | 110,518 | 98,464 | 77,851 | 111,388 | 87,936 | 234,380 | 57,741 | 67,990 | 46,684 |
| Collier | 1990 | 1,399,666 | 307,114 | 288,442 | 145,566 | 140,154 | 124,867 | 95,961 | 132,913 | 104,928 | 240,957 | 68,130 | 75,448 | 64,526 |
| | 1987 | 1,174,347 | 251,832 | 236,521 | 120,408 | 110,518 | 98,464 | 77,851 | 111,388 | 87,936 | 234,380 | 57,741 | 67,990 | 46,684 |
| **OCALA** | 1990 | **1,408,163** | **295,369** | **281,754** | **129,801** | **171,827** | **147,687** | **38,371** | **64,246** | **34,979** | **277,735** | **140,850** | **127,116** | **73,630** |
| | 1987 | 1,204,116 | 250,469 | 238,924 | 105,159 | 140,337 | 120,622 | 34,574 | 57,898 | 31,524 | 263,308 | 114,395 | 115,137 | 50,904 |
| Marion | 1990 | 1,408,163 | 295,369 | 281,754 | 129,801 | 171,827 | 147,687 | 38,371 | 64,246 | 34,979 | 277,735 | 140,850 | 127,116 | 73,630 |
| | 1987 | 1,204,116 | 250,469 | 238,924 | 105,159 | 140,337 | 120,622 | 34,574 | 57,898 | 31,524 | 263,308 | 114,395 | 115,137 | 50,904 |
| **ORLANDO** | 1990 | **9,895,768** | **1,701,348** | **1,617,822** | **1,240,059** | **1,106,142** | **854,200** | **436,611** | **435,251** | **267,579** | **2,320,382** | **539,279** | **443,145** | **259,709** |
| | 1987 | 8,296,036 | 1,425,961 | 1,355,914 | 986,519 | 890,158 | 688,517 | 354,847 | 397,227 | 242,849 | 2,169,214 | 472,059 | 434,277 | 195,197 |
| Orange | 1990 | 6,803,516 | 1,089,195 | 1,033,977 | 850,487 | 733,943 | 551,449 | 290,572 | 271,208 | 154,955 | 1,627,585 | 376,615 | 259,942 | 161,026 |
| | 1987 | 5,703,280 | 923,193 | 876,391 | 679,404 | 584,210 | 438,948 | 234,389 | 260,537 | 148,859 | 1,528,844 | 321,644 | 278,326 | 124,551 |
| Osceola | 1990 | 866,824 | 178,119 | 169,708 | 160,689 | 91,492 | 68,272 | 22,503 | 17,076 | 12,677 | 211,748 | 35,319 | 43,551 | 29,732 |
| | 1987 | 709,068 | 142,902 | 136,154 | 119,917 | 67,278 | 50,204 | 18,725 | 16,535 | 12,276 | 191,659 | 43,231 | 36,301 | 21,084 |
| Seminole | 1990 | 2,225,428 | 434,034 | 414,137 | 228,883 | 280,707 | 234,479 | 123,536 | 146,967 | 99,947 | 481,049 | 127,345 | 139,652 | 68,951 |
| | 1987 | 1,883,688 | 359,866 | 343,369 | 187,198 | 238,670 | 199,365 | 101,733 | 120,155 | 81,714 | 448,711 | 107,184 | 119,650 | 49,562 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1990<br>U.S. CENSUS: 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **FLORIDA (continued)** | | | | | | | | | | | | | | |
| **PANAMA CITY** | 1990 | **1,089,654** | **264,471** | **253,118** | **154,337** | **149,697** | **140,091** | **42,013** | **43,282** | **29,428** | **209,042** | **49,416** | **65,043** | **38,342** |
| | 1987 | 950,717 | 203,117 | 194,398 | 130,992 | 121,544 | 113,746 | 36,975 | 44,292 | 30,116 | 216,472 | 46,266 | 60,490 | 28,982 |
| Bay | 1990 | 1,089,654 | 264,471 | 253,118 | 154,337 | 149,697 | 140,091 | 42,013 | 43,282 | 29,428 | 209,042 | 49,416 | 65,043 | 38,342 |
| | 1987 | 950,717 | 203,117 | 194,398 | 130,992 | 121,544 | 113,746 | 36,975 | 44,292 | 30,116 | 216,472 | 46,266 | 60,490 | 28,982 |
| **PENSACOLA** | 1990 | **2,399,482** | **454,310** | **440,509** | **236,654** | **323,319** | **273,707** | **96,744** | **105,318** | **47,897** | **558,505** | **215,226** | **117,505** | **90,929** |
| | 1987 | 2,084,792 | 400,949 | 388,769 | 200,009 | 274,743 | 232,562 | 79,197 | 102,109 | 46,445 | 530,469 | 160,451 | 120,228 | 64,649 |
| Escambia | 1990 | 2,065,657 | 361,633 | 350,560 | 210,327 | 282,290 | 238,610 | 92,787 | 96,423 | 43,985 | 490,713 | 171,526 | 104,471 | 71,854 |
| | 1987 | 1,795,021 | 319,284 | 309,508 | 177,132 | 242,313 | 204,820 | 73,972 | 93,860 | 42,816 | 465,396 | 126,229 | 106,383 | 50,909 |
| Santa Rosa | 1990 | 333,825 | 92,677 | 89,949 | 26,327 | 41,029 | 35,097 | 3,957 | 8,895 | 3,912 | 67,792 | 43,700 | 13,034 | 19,075 |
| | 1987 | 289,771 | 81,665 | 79,261 | 22,877 | 32,430 | 27,742 | 5,225 | 8,249 | 3,629 | 65,073 | 34,222 | 13,845 | 13,740 |
| **SARASOTA** | 1990 | **2,865,270** | **485,720** | **444,674** | **302,535** | **326,343** | **288,607** | **119,648** | **198,890** | **151,790** | **671,525** | **170,140** | **199,208** | **130,146** |
| | 1987 | 2,431,490 | 419,045 | 383,633 | 251,193 | 267,632 | 236,686 | 102,210 | 177,948 | 135,808 | 620,641 | 132,418 | 172,417 | 98,550 |
| Sarasota | 1990 | 2,865,270 | 485,720 | 444,674 | 302,535 | 326,343 | 288,607 | 119,648 | 198,890 | 151,790 | 671,525 | 170,140 | 199,208 | 130,146 |
| | 1987 | 2,431,490 | 419,045 | 383,633 | 251,193 | 267,632 | 236,686 | 102,210 | 177,948 | 135,808 | 620,641 | 132,418 | 172,417 | 98,550 |
| **TALLAHASSEE** | 1990 | **1,740,057** | **330,037** | **317,511** | **176,727** | **239,310** | **198,879** | **73,846** | **90,748** | **49,385** | **336,506** | **134,061** | **142,944** | **52,882** |
| | 1987 | 1,485,368 | 284,765 | 273,957 | 149,806 | 200,264 | 166,734 | 64,613 | 79,892 | 43,923 | 311,400 | 105,709 | 124,596 | 39,521 |
| Gadsden | 1990 | 180,861 | 54,628 | 52,501 | 8,215 | 16,941 | | 2,897 | 5,171 | 4,413 | 42,270 | 18,222 | 8,783 | 9,800 |
| | 1987 | 154,506 | 46,891 | 45,065 | 6,937 | 13,838 | | 3,547 | 4,564 | 3,896 | 38,783 | 12,460 | 7,721 | 7,105 |
| Leon | 1990 | 1,559,196 | 275,409 | 265,010 | 168,512 | 222,369 | 198,879 | 70,949 | 85,577 | 45,472 | 294,236 | 115,839 | 134,161 | 43,082 |
| | 1987 | 1,330,862 | 237,874 | 228,892 | 142,869 | 186,426 | 166,734 | 61,066 | 75,328 | 40,027 | 272,617 | 93,249 | 116,875 | 32,416 |
| **TAMPA - ST. PETERSBURG - CLEARWATER** | 1990 | **16,910,792** | **3,264,225** | **3,083,023** | **1,645,567** | **2,011,985** | **1,604,737** | **603,481** | **831,683** | **468,026** | **3,706,927** | **978,021** | **826,206** | **677,194** |
| | 1987 | 14,461,549 | 2,877,816 | 2,717,314 | 1,427,494 | 1,691,113 | 1,346,576 | 525,419 | 733,787 | 411,227 | 3,495,250 | 828,721 | 734,681 | 501,180 |
| Hernando | 1990 | 507,039 | 129,793 | 127,090 | 45,636 | 66,691 | 63,852 | 4,822 | 27,726 | 20,008 | 85,283 | 51,027 | 37,026 | 28,002 |
| | 1987 | 413,030 | 111,204 | 108,888 | 34,939 | 47,174 | 45,166 | 4,751 | 22,466 | 16,213 | 80,018 | 36,528 | 32,750 | 19,971 |
| Hillsborough | 1990 | 6,646,071 | 1,282,957 | 1,219,184 | 719,105 | 871,028 | 644,643 | 270,302 | 368,764 | 210,385 | 1,471,394 | 469,970 | 304,217 | 249,168 |
| | 1987 | 5,728,818 | 1,145,951 | 1,088,988 | 610,994 | 728,427 | 539,106 | 229,346 | 309,891 | 176,797 | 1,409,977 | 374,157 | 262,991 | 182,372 |
| Pasco | 1990 | 1,822,492 | 464,530 | 444,625 | 133,887 | 227,463 | 207,228 | 44,864 | 93,186 | 60,713 | 447,501 | 98,862 | 138,282 | 77,863 |
| | 1987 | 1,527,762 | 375,308 | 359,226 | 111,946 | 178,513 | 162,633 | 42,332 | 78,650 | 51,243 | 393,878 | 87,283 | 122,290 | 59,338 |
| Pinellas | 1990 | 7,935,190 | 1,386,945 | 1,292,124 | 746,939 | 846,803 | 689,014 | 283,493 | 342,007 | 176,920 | 1,702,749 | 358,162 | 346,681 | 322,161 |
| | 1987 | 6,791,939 | 1,245,353 | 1,160,212 | 669,615 | 736,999 | 599,671 | 248,990 | 322,780 | 166,974 | 1,611,377 | 330,753 | 316,650 | 239,499 |
| **WEST PALM BEACH - BOCA RATON - DELRAY BEACH** | 1990 | **8,040,924** | **1,441,802** | **1,327,489** | **844,273** | **917,389** | **760,113** | **510,333** | **507,430** | **361,071** | **1,845,504** | **464,766** | **315,462** | **346,572** |
| | 1987 | 6,801,214 | 1,244,474 | 1,145,806 | 694,207 | 743,752 | 616,245 | 425,351 | 435,790 | 310,095 | 1,736,304 | 375,029 | 285,613 | 256,955 |
| Palm Beach | 1990 | 8,040,924 | 1,441,802 | 1,327,489 | 844,273 | 917,389 | 760,113 | 510,333 | 507,430 | 361,071 | 1,845,504 | 464,766 | 315,462 | 346,572 |
| | 1987 | 6,801,214 | 1,244,474 | 1,145,806 | 694,207 | 743,752 | 616,245 | 425,351 | 435,790 | 310,095 | 1,736,304 | 375,029 | 285,613 | 256,955 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Alachua | 1990 | 1,461,438 | 325,339 | 307,399 | 151,887 | 204,201 | 172,953 | 53,945 | 62,549 | 29,381 | 334,469 | 83,669 | 73,021 | 36,574 |
| | 1987 | 1,275,684 | 274,953 | 259,791 | 133,857 | 169,406 | 143,483 | 49,482 | 55,460 | 26,052 | 322,021 | 72,053 | 67,437 | 28,131 |
| Baker | 1990 | 49,711 | 23,858 | 22,764 | 3,342 | 2,919 | | 611 | 1,332 | 1,149 | 4,306 | 6,326 | 1,514 | 2,169 |
| | 1987 | 43,516 | 19,755 | 18,849 | 3,034 | 2,188 | | 667 | 1,421 | 1,227 | 4,485 | 5,996 | 1,278 | 1,764 |
| Bay | 1990 | 1,089,654 | 264,471 | 253,118 | 154,337 | 149,697 | 140,091 | 42,013 | 43,282 | 29,428 | 209,042 | 49,416 | 65,043 | 38,342 |
| | 1987 | 950,717 | 203,117 | 194,398 | 130,992 | 121,544 | 113,746 | 36,975 | 44,292 | 30,116 | 216,472 | 46,266 | 60,490 | 28,982 |
| Bradford | 1990 | 115,437 | 26,699 | 25,427 | 11,916 | 2,236 | | 1,481 | 5,897 | 5,039 | 28,342 | 13,308 | 12,330 | 4,632 |
| | 1987 | 99,587 | 25,291 | 24,086 | 9,775 | 2,807 | | 1,379 | 5,270 | 4,504 | 24,803 | 9,981 | 10,648 | 3,717 |
| Brevard | 1990 | 2,964,038 | 573,527 | 541,066 | 319,046 | 407,973 | 371,904 | 70,221 | 126,964 | 63,752 | 720,703 | 263,337 | 162,127 | 83,387 |
| | 1987 | 2,514,045 | 478,470 | 451,389 | 259,133 | 331,517 | 302,208 | 64,876 | 118,181 | 59,343 | 668,312 | 194,099 | 146,176 | 77,914 |
| Broward | 1990 | 12,064,658 | 2,156,473 | 1,940,407 | 1,272,569 | 1,143,440 | 930,813 | 573,904 | 656,932 | 414,079 | 3,467,564 | 598,672 | 472,585 | 532,473 |
| | 1987 | 10,410,909 | 1,823,657 | 1,640,938 | 1,113,487 | 970,563 | 790,085 | 511,304 | 583,639 | 367,882 | 3,200,349 | 522,135 | 421,315 | 400,156 |
| Calhoun | 1990 | 43,189 | 11,500 | 11,032 | 3,049 | 2,654 | | 484 | 917 | 917 | 7,393 | 6,168 | 4,077 | 2,807 |
| | 1987 | 38,227 | 10,562 | 10,132 | 2,440 | 2,335 | | 606 | 815 | 815 | 7,751 | 4,605 | 3,726 | 2,254 |
| Charlotte | 1990 | 597,965 | 149,167 | 144,971 | 56,475 | 65,942 | 60,250 | 19,474 | 38,980 | 28,168 | 97,370 | 57,770 | 39,627 | 29,803 |
| | 1987 | 505,234 | 124,278 | 120,782 | 46,843 | 46,625 | 42,601 | 17,000 | 34,251 | 24,751 | 99,275 | 43,601 | 38,177 | 23,814 |
| Citrus | 1990 | 530,020 | 126,055 | 120,559 | 43,049 | 39,687 | 32,870 | 14,182 | 20,804 | 14,985 | 123,677 | 41,971 | 40,647 | 34,230 |
| | 1987 | 445,583 | 108,619 | 103,883 | 34,177 | 30,689 | 25,418 | 11,784 | 17,851 | 12,859 | 107,664 | 36,986 | 40,424 | 23,669 |
| Clay | 1990 | 760,296 | 144,183 | 138,309 | 65,338 | 153,585 | 151,169 | 46,256 | 44,752 | 25,370 | 141,674 | 46,220 | 31,374 | 23,822 |
| | 1987 | 628,568 | 111,687 | 107,137 | 55,776 | 127,441 | 125,438 | 38,706 | 35,253 | 19,986 | 130,474 | 38,324 | 28,479 | 16,339 |
| Collier | 1990 | 1,399,666 | 307,114 | 288,442 | 145,566 | 140,154 | 124,867 | 95,961 | 132,913 | 104,928 | 240,957 | 68,130 | 75,448 | 64,526 |
| | 1987 | 1,174,347 | 251,832 | 236,521 | 120,408 | 110,518 | 98,464 | 77,851 | 111,388 | 87,936 | 234,380 | 57,741 | 67,990 | 46,684 |
| Columbia | 1990 | 341,154 | 79,359 | 78,136 | 35,874 | 48,298 | 38,390 | 5,191 | 14,817 | 9,131 | 64,809 | 47,514 | 19,472 | 8,260 |
| | 1987 | 292,281 | 66,798 | 65,769 | 30,458 | 35,626 | 28,318 | 4,870 | 12,064 | 7,435 | 63,137 | 39,003 | 18,278 | 7,211 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1990
U.S. CENSUS: 1987

**FLORIDA (continued)**

**ALL COUNTIES (continued)**

| METRO AREA County | Year | Total Retail Sales ($000) | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| Dade | 1990 | 15,113,192 | 2,705,413 | 2,455,235 | 1,560,951 | 1,890,433 | 1,492,816 | 1,051,108 | 891,497 | 487,755 | 3,301,462 | 894,277 | 475,839 | 769,760 |
| | 1987 | 13,325,792 | 2,325,759 | 2,110,690 | 1,346,207 | 1,586,530 | 1,252,835 | 954,275 | 789,238 | 431,808 | 3,292,612 | 760,214 | 455,457 | 587,450 |
| De Soto | 1990 | 119,175 | 39,206 | 37,664 | 7,506 | 9,130 | 7,732 | 1,908 | 932 | 479 | 26,241 | 14,721 | 9,215 | 7,247 |
| | 1987 | 105,411 | 32,764 | 31,475 | 6,630 | 9,587 | 8,120 | 1,889 | 1,123 | 603 | 24,102 | 10,626 | 8,746 | 5,799 |
| Dixie | 1990 | 42,031 | 17,104 | 16,656 | 2,740 | 1,462 | | 452 | 1,336 | 697 | 6,537 | 6,230 | 2,312 | 1,549 |
| | 1987 | 36,625 | 13,967 | 13,601 | 2,294 | 1,872 | | 529 | 1,086 | 567 | 6,314 | 4,931 | 2,609 | 1,245 |
| Duval | 1990 | 5,735,224 | 963,890 | 908,221 | 616,594 | 547,754 | 366,827 | 203,124 | 279,489 | 143,171 | 1,508,794 | 465,127 | 284,043 | 313,568 |
| | 1987 | 4,933,137 | 819,696 | 772,355 | 504,066 | 451,308 | 302,238 | 189,774 | 259,408 | 132,885 | 1,415,241 | 364,479 | 271,901 | 224,916 |
| Escambia | 1990 | 2,065,657 | 361,633 | 350,560 | 210,327 | 282,290 | 238,610 | 92,787 | 96,423 | 43,985 | 490,713 | 171,526 | 104,471 | 71,854 |
| | 1987 | 1,795,021 | 319,284 | 309,508 | 177,132 | 242,313 | 204,820 | 73,972 | 93,860 | 42,816 | 465,396 | 126,229 | 106,383 | 50,909 |
| Flagler | 1990 | 132,489 | 37,246 | 35,496 | 10,768 | 262 | | 506 | 893 | 556 | 39,775 | 15,084 | 10,340 | 5,963 |
| | 1987 | 106,087 | 29,874 | 28,470 | 8,641 | 447 | | 678 | 1,367 | 852 | 33,993 | 10,472 | 8,779 | 4,055 |
| Franklin | 1990 | 38,130 | 20,415 | 19,580 | 2,796 | 1,363 | | 468 | 591 | | 4,618 | 3,464 | 1,065 | 1,369 |
| | 1987 | 32,790 | 16,557 | 15,880 | 2,810 | 1,222 | | 325 | 551 | | 4,380 | 3,082 | 1,055 | 1,068 |
| Gadsden | 1990 | 180,861 | 54,628 | 52,501 | 8,215 | 16,941 | | 2,897 | 5,171 | 4,413 | 42,270 | 18,222 | 8,783 | 9,800 |
| | 1987 | 154,506 | 46,891 | 45,065 | 6,937 | 13,838 | | 3,547 | 4,564 | 3,896 | 38,783 | 12,460 | 7,721 | 7,105 |
| Gilchrist | 1990 | 23,674 | 9,443 | 9,204 | 1,495 | 190 | | 87 | 258 | 168 | 234 | 7,513 | 3,328 | 275 |
| | 1987 | 19,596 | 8,259 | 8,050 | 1,466 | 277 | | 154 | 281 | 184 | 220 | 5,056 | 2,760 | 431 |
| Glades | 1990 | 11,635 | 9,002 | 8,803 | 692 | 423 | | | 39 | | 297 | 917 | | |
| | 1987 | 9,995 | 7,153 | 6,995 | 741 | 598 | | | 58 | | 293 | 713 | | |
| Gulf | 1990 | 44,646 | 18,067 | 17,677 | 7,521 | 2,395 | | 260 | 1,545 | 1,545 | 3,771 | 3,856 | 3,726 | 1,399 |
| | 1987 | 38,130 | 15,418 | 15,085 | 5,460 | 2,299 | | 462 | 1,394 | 1,394 | 3,846 | 2,858 | 3,434 | 1,293 |
| Hamilton | 1990 | 54,779 | 13,020 | 12,362 | 3,852 | 1,341 | | 421 | 1,127 | 780 | 11,046 | 17,119 | 2,631 | 2,405 |
| | 1987 | 46,679 | 11,799 | 11,203 | 2,646 | 1,151 | | 440 | 1,066 | 739 | 9,797 | 13,357 | 2,966 | 1,729 |
| Hardee | 1990 | 109,247 | 39,159 | 38,291 | 4,093 | 10,978 | 8,960 | 3,369 | 1,763 | 1,126 | 27,896 | 7,301 | 8,432 | 1,769 |
| | 1987 | 94,467 | 33,132 | 32,398 | 3,387 | 8,000 | 6,530 | 2,749 | 1,665 | 1,064 | 23,443 | 6,277 | 8,581 | 2,443 |
| Hendry | 1990 | 134,734 | 48,428 | 47,744 | 11,011 | 14,267 | 10,653 | 2,596 | 3,138 | 2,879 | 23,339 | 11,011 | 11,185 | 3,172 |
| | 1987 | 122,138 | 43,427 | 42,814 | 9,527 | 11,103 | 8,291 | 2,125 | 2,692 | 2,471 | 24,984 | 9,009 | 10,824 | 2,798 |
| Hernando | 1990 | 507,039 | 129,793 | 127,090 | 45,636 | 66,691 | 63,852 | 4,822 | 27,726 | 20,008 | 85,283 | 51,027 | 37,026 | 28,002 |
| | 1987 | 413,030 | 111,204 | 108,888 | 34,939 | 47,174 | 45,166 | 4,751 | 22,466 | 16,213 | 80,018 | 36,528 | 32,750 | 19,971 |
| Highlands | 1990 | 484,733 | 107,484 | 105,178 | 29,122 | 59,771 | 50,559 | 7,660 | 25,294 | 18,446 | 152,837 | 36,519 | 24,216 | 17,072 |
| | 1987 | 405,445 | 92,208 | 90,230 | 25,982 | 41,989 | 35,518 | 7,658 | 21,814 | 15,909 | 131,051 | 26,377 | 22,787 | 15,132 |
| Hillsborough | 1990 | 6,646,071 | 1,282,957 | 1,219,184 | 719,105 | 871,028 | 644,643 | 270,302 | 368,764 | 210,385 | 1,471,394 | 469,970 | 304,217 | 249,168 |
| | 1987 | 5,728,818 | 1,145,951 | 1,088,988 | 610,994 | 728,427 | 539,106 | 229,346 | 309,891 | 176,797 | 1,409,977 | 374,157 | 262,991 | 182,372 |
| Holmes | 1990 | 50,171 | 12,985 | 12,174 | 7,146 | 1,693 | | 207 | 1,052 | 344 | 10,257 | 8,164 | 907 | 2,928 |
| | 1987 | 44,865 | 12,271 | 11,505 | 6,294 | 1,479 | | 220 | 1,289 | 423 | 10,230 | 5,572 | 1,014 | 2,162 |
| Indian River | 1990 | 720,607 | 182,518 | 175,825 | 61,267 | 68,092 | 50,281 | 26,737 | 40,285 | 26,683 | 133,151 | 60,420 | 44,963 | 40,354 |
| | 1987 | 611,254 | 151,409 | 145,857 | 54,589 | 53,679 | 39,639 | 24,713 | 35,523 | 23,529 | 126,900 | 44,405 | 41,331 | 30,647 |
| Jackson | 1990 | 249,968 | 55,283 | 54,021 | 11,496 | 14,929 | 5,330 | 21,125 | 7,876 | 5,651 | 63,592 | 32,072 | 14,294 | 10,418 |
| | 1987 | 216,558 | 48,637 | 47,527 | 10,412 | 13,177 | 4,705 | 15,152 | 6,752 | 4,845 | 62,366 | 25,552 | 12,262 | 7,771 |
| Jefferson | 1990 | 45,445 | 11,415 | 11,193 | 1,864 | 686 | | 405 | 2,048 | 1,871 | 2,637 | 20,769 | 2,706 | 1,177 |
| | 1987 | 40,363 | 11,712 | 11,484 | 1,597 | 870 | | 377 | 2,190 | 2,002 | 2,491 | 15,525 | 2,574 | 1,305 |
| Lafayette | 1990 | 7,551 | 4,178 | 3,931 | 130 | | | 107 | 100 | 100 | 354 | 142 | 1,267 | 253 |
| | 1987 | 7,003 | 3,415 | 3,213 | 157 | | | 125 | 194 | 194 | 353 | 256 | 1,597 | 221 |
| Lake | 1990 | 1,043,787 | 228,137 | 220,215 | 85,715 | 129,898 | 109,631 | 29,893 | 33,480 | 17,964 | 279,378 | 71,347 | 82,194 | 40,429 |
| | 1987 | 894,444 | 190,903 | 184,274 | 70,466 | 99,493 | 83,971 | 26,645 | 32,234 | 17,296 | 264,044 | 55,182 | 73,557 | 31,424 |
| Lee | 1990 | 3,103,309 | 575,943 | 550,346 | 324,702 | 361,368 | 318,274 | 137,430 | 194,339 | 139,032 | 690,738 | 190,139 | 229,645 | 111,151 |
| | 1987 | 2,597,648 | 494,075 | 472,117 | 260,539 | 290,984 | 256,285 | 107,498 | 169,407 | 121,196 | 636,973 | 142,847 | 200,864 | 88,519 |
| Leon | 1990 | 1,559,196 | 275,409 | 265,010 | 168,512 | 222,369 | 198,879 | 70,949 | 85,577 | 45,472 | 294,236 | 115,839 | 134,161 | 43,082 |
| | 1987 | 1,330,862 | 237,874 | 228,892 | 142,869 | 186,426 | 166,734 | 61,066 | 75,328 | 40,027 | 272,617 | 93,249 | 116,875 | 32,416 |
| Levy | 1990 | 129,778 | 41,091 | 39,883 | 11,679 | 3,624 | | 764 | 888 | 250 | 20,664 | 18,740 | 15,348 | 7,027 |
| | 1987 | 109,412 | 35,450 | 34,408 | 10,048 | 3,286 | | 736 | 1,464 | 413 | 19,509 | 14,717 | 11,527 | 5,465 |
| Liberty | 1990 | 12,166 | 6,206 | 5,958 | 567 | | | 37 | 95 | | 767 | 3,967 | 71 | 310 |
| | 1987 | 10,191 | 4,732 | 4,543 | 493 | | | 60 | 102 | | 882 | 3,281 | 61 | 316 |
| Madison | 1990 | 64,215 | 15,198 | 14,801 | 2,083 | 1,096 | | 1,203 | 2,540 | 2,540 | 5,052 | 22,394 | 2,603 | 7,848 |
| | 1987 | 55,572 | 14,700 | 14,316 | 2,103 | 2,005 | | 1,093 | 2,280 | 2,280 | 5,539 | 15,514 | 2,713 | 6,407 |
| Manatee | 1990 | 1,571,315 | 345,295 | 328,340 | 167,520 | 181,848 | 150,498 | 53,866 | 74,191 | 49,052 | 369,129 | 116,648 | 81,905 | 65,220 |
| | 1987 | 1,367,944 | 289,934 | 275,697 | 147,036 | 149,873 | 124,036 | 46,774 | 68,571 | 45,337 | 360,579 | 89,985 | 74,721 | 50,492 |
| Marion | 1990 | 1,408,163 | 295,369 | 281,754 | 129,801 | 171,827 | 147,687 | 38,371 | 64,246 | 34,979 | 277,735 | 140,850 | 127,116 | 73,630 |
| | 1987 | 1,204,116 | 250,469 | 238,924 | 105,159 | 140,337 | 120,622 | 34,574 | 57,898 | 31,524 | 263,308 | 114,395 | 115,137 | 50,904 |
| Martin | 1990 | 970,089 | 183,736 | 175,088 | 84,940 | 62,109 | 46,141 | 39,691 | 79,584 | 54,319 | 258,823 | 36,820 | 105,091 | 51,130 |
| | 1987 | 806,234 | 157,289 | 149,886 | 67,556 | 50,552 | 37,556 | 33,630 | 63,154 | 43,106 | 223,477 | 37,822 | 86,574 | 35,402 |
| Monroe | 1990 | 762,017 | 178,101 | 167,808 | 150,986 | 61,177 | 48,987 | 35,934 | 22,688 | 10,717 | 85,684 | 42,993 | 49,197 | 35,930 |
| | 1987 | 654,130 | 152,324 | 143,521 | 124,581 | 55,592 | 44,516 | 30,628 | 21,940 | 10,364 | 85,081 | 36,095 | 45,335 | 27,359 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1990
U.S. CENSUS: 1987

| METRO AREA County | Year | Total Retail Sales ($000) | Food Stores Total ($000) | Food Stores Supermarkets ($000) | Eating & Drinking Places Total ($000) | General Merchandise Stores Total ($000) | General Merchandise Stores Department Stores ($000) | Apparel & Accessories Stores Total ($000) | Furniture/Home Furnishings/Appliance Stores Total ($000) | Furniture/Home Furnishings/Appliance Stores Furniture & Home Furn. ($000) | Automotive Dealers Total ($000) | Gasoline Service Stations Total ($000) | Bldg. Mtls. & Hardware Dealers Total ($000) | Drug-stores Total ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **FLORIDA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Nassau | 1990 | 261,546 | 71,366 | 68,317 | 22,573 | 26,387 | 18,551 | 7,418 | 4,474 | 3,271 | 47,662 | 35,353 | 22,398 | 9,262 |
| | 1987 | 223,158 | 58,172 | 55,687 | 19,458 | 20,465 | 14,388 | 6,354 | 4,227 | 3,091 | 43,378 | 31,126 | 18,894 | 6,699 |
| Okaloosa | 1990 | 1,124,378 | 190,342 | 178,717 | 146,378 | 161,452 | 147,958 | 37,180 | 54,226 | 32,181 | 226,364 | 94,217 | 74,093 | 43,346 |
| | 1987 | 961,942 | 161,644 | 151,772 | 120,203 | 131,260 | 120,290 | 33,617 | 51,565 | 30,603 | 219,845 | 70,197 | 68,478 | 31,016 |
| Okeechobee | 1990 | 187,742 | 63,999 | 61,959 | 20,475 | 27,314 | 25,725 | 3,128 | 5,174 | 2,745 | 18,072 | 21,019 | 11,299 | 7,250 |
| | 1987 | 160,361 | 53,719 | 52,007 | 18,292 | 20,660 | 19,459 | 3,181 | 4,865 | 2,582 | 17,376 | 17,935 | 9,859 | 6,048 |
| Orange | 1990 | 6,803,516 | 1,089,195 | 1,033,977 | 850,487 | 733,943 | 551,449 | 290,572 | 271,208 | 154,955 | 1,627,585 | 376,615 | 259,942 | 161,026 |
| | 1987 | 5,703,280 | 923,193 | 876,391 | 679,404 | 584,210 | 438,948 | 234,389 | 260,537 | 148,859 | 1,528,844 | 321,644 | 278,326 | 124,551 |
| Osceola | 1990 | 866,824 | 178,119 | 169,708 | 160,689 | 91,492 | 68,272 | 22,503 | 17,076 | 12,677 | 211,748 | 35,319 | 43,551 | 29,732 |
| | 1987 | 709,068 | 142,902 | 136,154 | 119,917 | 67,278 | 50,204 | 18,725 | 16,535 | 12,276 | 191,659 | 43,231 | 36,301 | 21,084 |
| Palm Beach | 1990 | 8,040,924 | 1,441,802 | 1,327,489 | 844,273 | 917,389 | 760,113 | 510,333 | 507,430 | 361,071 | 1,845,504 | 464,766 | 315,462 | 346,572 |
| | 1987 | 6,801,214 | 1,244,474 | 1,145,806 | 694,207 | 743,752 | 616,245 | 425,351 | 435,790 | 310,095 | 1,736,304 | 375,029 | 285,613 | 256,955 |
| Pasco | 1990 | 1,822,492 | 464,530 | 444,625 | 133,887 | 227,463 | 207,228 | 44,864 | 93,186 | 60,713 | 447,501 | 98,862 | 138,282 | 77,863 |
| | 1987 | 1,527,762 | 375,308 | 359,226 | 111,946 | 178,513 | 162,633 | 42,332 | 78,650 | 51,243 | 393,878 | 87,283 | 122,290 | 59,338 |
| Pinellas | 1990 | 7,935,190 | 1,386,945 | 1,292,124 | 746,939 | 846,803 | 689,014 | 283,493 | 342,007 | 176,920 | 1,702,749 | 358,162 | 346,681 | 322,161 |
| | 1987 | 6,791,939 | 1,245,353 | 1,160,212 | 669,615 | 736,999 | 599,671 | 248,990 | 322,780 | 166,974 | 1,611,377 | 330,753 | 316,650 | 239,499 |
| Polk | 1990 | 2,805,105 | 576,295 | 542,757 | 232,193 | 355,970 | 275,667 | 90,863 | 125,256 | 75,156 | 659,489 | 234,913 | 223,486 | 127,127 |
| | 1987 | 2,431,770 | 503,676 | 474,364 | 204,328 | 294,110 | 227,762 | 84,001 | 105,803 | 63,484 | 632,404 | 179,026 | 197,399 | 94,723 |
| Putnam | 1990 | 329,061 | 97,095 | 93,806 | 24,165 | 47,845 | 30,933 | 7,430 | 9,336 | 5,223 | 53,356 | 18,845 | 38,092 | 13,597 |
| | 1987 | 288,255 | 81,002 | 78,258 | 20,460 | 37,925 | 24,520 | 8,335 | 9,538 | 5,337 | 54,484 | 16,503 | 32,827 | 10,398 |
| St. Johns | 1990 | 580,635 | 123,200 | 113,733 | 80,986 | 58,493 | 55,496 | 12,511 | 15,381 | 8,944 | 122,728 | 59,243 | 20,405 | 28,041 |
| | 1987 | 486,114 | 100,618 | 92,886 | 67,820 | 44,225 | 41,960 | 10,462 | 13,207 | 7,680 | 117,727 | 50,592 | 19,216 | 19,793 |
| St. Lucie | 1990 | 1,069,071 | 228,378 | 209,776 | 97,628 | 140,239 | 123,624 | 29,558 | 53,290 | 26,530 | 283,870 | 72,599 | 55,405 | 45,900 |
| | 1987 | 907,308 | 189,400 | 173,973 | 77,573 | 105,632 | 93,118 | 26,771 | 46,895 | 23,347 | 265,683 | 58,928 | 54,644 | 33,537 |
| Santa Rosa | 1990 | 333,825 | 92,677 | 89,949 | 26,327 | 41,029 | 35,097 | 3,957 | 8,895 | 3,912 | 67,792 | 43,700 | 13,034 | 19,075 |
| | 1987 | 289,771 | 81,665 | 79,261 | 22,877 | 32,430 | 27,742 | 5,225 | 8,249 | 3,629 | 65,073 | 34,222 | 13,845 | 13,740 |
| Sarasota | 1990 | 2,865,270 | 485,720 | 444,674 | 302,535 | 326,343 | 288,607 | 119,648 | 198,890 | 151,790 | 671,525 | 170,140 | 199,208 | 130,146 |
| | 1987 | 2,431,490 | 419,045 | 383,633 | 251,193 | 267,632 | 236,686 | 102,210 | 177,948 | 135,808 | 620,641 | 132,418 | 172,417 | 98,550 |
| Seminole | 1990 | 2,225,428 | 434,034 | 414,137 | 228,883 | 280,707 | 234,479 | 123,536 | 146,967 | 99,947 | 481,049 | 127,345 | 139,652 | 68,951 |
| | 1987 | 1,883,688 | 359,866 | 343,369 | 187,198 | 238,670 | 199,365 | 101,733 | 120,155 | 81,714 | 448,711 | 107,184 | 119,650 | 49,562 |
| Sumter | 1990 | 156,219 | 42,138 | 40,990 | 17,616 | 10,363 | 4,435 | 507 | 2,302 | 963 | 15,149 | 47,593 | 7,471 | 3,322 |
| | 1987 | 135,157 | 37,005 | 35,997 | 14,824 | 8,359 | 3,578 | 591 | 2,138 | 895 | 13,962 | 40,753 | 6,541 | 3,033 |
| Suwannee | 1990 | 128,917 | 41,358 | 39,971 | 10,846 | 7,353 | 5,228 | 2,352 | 995 | 581 | 26,036 | 14,598 | 2,120 | 14,825 |
| | 1987 | 113,764 | 36,091 | 34,881 | 9,052 | 6,505 | 4,626 | 2,649 | 1,615 | 944 | 26,963 | 9,990 | 2,229 | 11,416 |
| Taylor | 1990 | 121,484 | 34,112 | 32,898 | 9,484 | 8,840 | 7,945 | 2,680 | 4,612 | 1,831 | 27,453 | 11,429 | 7,597 | 4,067 |
| | 1987 | 105,438 | 28,301 | 27,294 | 8,797 | 7,488 | 6,731 | 2,801 | 3,974 | 1,579 | 26,728 | 8,310 | 6,703 | 3,294 |
| Union | 1990 | 18,222 | 8,166 | 8,003 | 110 | | | | 455 | 186 | 1,393 | 4,882 | 1,204 | 1,077 |
| | 1987 | 17,046 | 7,001 | 6,861 | 170 | | | | 508 | 209 | 1,566 | 4,646 | 1,198 | 1,154 |
| Volusia | 1990 | 2,867,877 | 639,098 | 608,823 | 320,017 | 343,299 | 295,728 | 102,469 | 130,406 | 76,193 | 600,038 | 183,555 | 182,391 | 143,291 |
| | 1987 | 2,452,392 | 539,203 | 513,660 | 274,444 | 275,973 | 237,732 | 89,928 | 114,090 | 66,661 | 564,758 | 152,133 | 160,224 | 111,497 |
| Wakulla | 1990 | 42,140 | 19,276 | 18,551 | 3,457 | 2,206 | | 189 | 1,856 | 568 | 5,191 | 5,395 | 2,311 | 114 |
| | 1987 | 35,432 | 15,970 | 15,369 | 3,584 | 2,042 | | 155 | 1,706 | 523 | 4,523 | 3,506 | 2,188 | 196 |
| Walton | 1990 | 111,072 | 42,201 | 41,697 | 10,922 | 2,503 | | 2,849 | 2,552 | 2,223 | 14,683 | 15,429 | 5,847 | 4,739 |
| | 1987 | 96,621 | 36,040 | 35,610 | 8,845 | 2,291 | | 2,401 | 2,597 | 2,263 | 14,845 | 12,876 | 5,821 | 3,585 |
| Washington | 1990 | 48,729 | 25,017 | 23,775 | 4,181 | 1,040 | | 271 | 1,126 | 771 | 1,724 | 3,577 | 4,857 | 4,236 |
| | 1987 | 45,086 | 22,119 | 21,021 | 4,159 | 1,905 | | 434 | 1,062 | 728 | 1,652 | 3,046 | 4,802 | 3,376 |
| **TOTAL METRO COUNTIES** | 1990 | 98,317,384 | 18,373,573 | 17,146,303 | 10,350,757 | 11,426,953 | 9,311,307 | 4,325,033 | 5,208,988 | 3,148,408 | 22,928,932 | 6,147,986 | 4,818,215 | 4,122,614 |
| | 1987 | 84,311,861 | 15,711,952 | 14,661,664 | 8,727,045 | 9,442,707 | 7,689,566 | 3,949,868 | 4,623,699 | 2,786,888 | 21,696,074 | 5,066,730 | 4,397,856 | 3,092,923 |
| **TOTAL STATE** | 1990 | 105,303,987 | 20,230,560 | 18,939,879 | 11,008,331 | 12,076,694 | 9,809,216 | 4,721,520 | 5,462,214 | 3,311,065 | 24,287,671 | 6,855,245 | 5,294,350 | 4,442,004 |
| | 1987 | 90,295,017 | 17,289,323 | 16,185,226 | 9,282,504 | 9,955,471 | 8,076,107 | 4,122,100 | 4,855,169 | 2,934,164 | 22,980,303 | 5,623,343 | 4,836,419 | 3,343,205 |
| **GEORGIA** | | | | | | | | | | | | | | |
| **ALBANY** | 1990 | 829,827 | 197,421 | 192,426 | 69,338 | 131,981 | 124,269 | 30,197 | 44,735 | 28,482 | 160,607 | 41,538 | 47,498 | 23,341 |
| | 1987 | 753,726 | 165,350 | 161,167 | 65,102 | 115,498 | 108,750 | 31,683 | 43,389 | 27,670 | 166,092 | 34,273 | 46,179 | 18,423 |
| Dougherty | 1990 | 817,698 | 191,917 | 187,057 | 69,225 | 131,981 | 124,269 | 29,117 | 44,598 | 28,345 | 160,005 | 37,916 | 47,386 | 23,299 |
| | 1987 | 743,216 | 160,422 | 156,360 | 64,918 | 115,498 | 108,750 | 30,732 | 43,135 | 27,416 | 165,519 | 31,651 | 45,972 | 18,361 |
| Lee | 1990 | 12,129 | 5,504 | 5,369 | 113 | | | 1,080 | 137 | 137 | 602 | 3,622 | 112 | 42 |
| | 1987 | 10,510 | 4,928 | 4,807 | 184 | | | 951 | 254 | 254 | 573 | 2,622 | 207 | 62 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1990
U.S. CENSUS: 1987

| METRO AREA County | Year | Total Retail Sales ($000) | Food Stores |  | Eating & Drinking Places | General Merchandise Stores |  | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores |  | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total. ($000) | Total ($000) | Total ($000) | Total ($000) |
| **GEORGIA (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **ATHENS** | **1990** | **1,012,485** | **181,356** | **175,359** | **102,945** | **125,963** | **112,035** | **37,597** | **45,069** | **24,181** | **162,039** | **126,829** | **71,774** | **42,306** |
|  | 1987 | 887,160 | 162,300 | 156,939 | 92,536 | 113,807 | 100,825 | 35,600 | 41,821 | 22,442 | 166,630 | 87,102 | 66,904 | 33,585 |
| Clarke | 1990 | 784,265 | 128,175 | 125,189 | 86,446 | 121,648 | 112,035 | 33,610 | 32,912 | 16,369 | 125,872 | 77,057 | 44,847 | 33,300 |
|  | 1987 | 693,865 | 115,526 | 112,835 | 78,393 | 109,475 | 100,825 | 31,182 | 31,074 | 15,456 | 130,331 | 53,071 | 44,609 | 26,138 |
| Jackson | 1990 | 155,593 | 41,052 | 39,093 | 12,714 | 4,259 |  | 3,200 | 4,682 | 2,867 | 30,599 | 30,649 | 10,512 | 7,763 |
|  | 1987 | 132,657 | 35,424 | 33,734 | 10,658 | 4,249 |  | 3,000 | 4,116 | 2,521 | 30,331 | 21,086 | 9,282 | 6,251 |
| Madison | 1990 | 30,456 | 10,199 | 9,438 | 1,018 | 56 |  | 117 | 734 | 734 | 3,976 | 12,367 | 197 | 273 |
|  | 1987 | 26,203 | 9,597 | 8,881 | 1,102 | 83 |  | 208 | 858 | 858 | 3,990 | 8,344 | 243 | 296 |
| Oconee | 1990 | 42,171 | 1,930 | 1,639 | 2,767 |  |  | 670 | 6,741 | 4,211 | 1,592 | 6.756 | 16,218 | 970 |
|  | 1987 | 34,435 | 1,753 | 1,489 | 2,383 |  |  | 1,210 | 5,773 | 3,607 | 1,978 | 4,601 | 12,770 | 900 |
| **ATLANTA** | **1990** | **24,167,781** | **4,003,312** | **3,855,526** | **2,756,753** | **3,192,931** | **2,597,963** | **1,235,079** | **1,289,431** | **711,033** | **5,262,658** | **1,631,167** | **1,102,654** | **805,538** |
|  | 1987 | 21,131,430 | 3,530,738 | 3,399,804 | 2,354,531 | 2,687,432 | 2,194,617 | 1,053,761 | 1,142,209 | 629,400 | 5,073,053 | 1,439,439 | 1,308,403 | 621,830 |
| Barrow | 1990 | 166,468 | 39,948 | 39,040 | 12,274 | 17,013 | 15,118 | 4,177 | 7,139 | 3,592 | 40.720 | 9,460 | 17,958 | 8,732 |
|  | 1987 | 153,912 | 36,067 | 35,247 | 10,548 | 12,870 | 11,437 | 4,387 | 5,770 | 2,904 | 41,822 | 8,226 | 18,100 | 6,824 |
| Butts | 1990 | 101,084 | 22,345 | 21,004 | 5,249 | 750 |  | 1,763 | 1,153 | 1,153 | 6,995 | 49,977 | 3,994 | 5,425 |
|  | 1987 | 82,005 | 22,363 | 21,021 | 4,408 | 1,287 |  | 1,842 | 1,508 | 1,508 | 7,126 | 32,431 | 4,159 | 3,961 |
| Cherokee | 1990 | 316,103 | 56,979 | 55,565 | 27,155 | 51,334 | 38,211 | 3,[illegible]81 | 9,354 | 8,772 | 63,211 | 31,142 | 37,408 | 12,203 |
|  | 1987 | 270,107 | 57,057 | 55,641 | 22,809 | 35,244 | 26,235 | 3,429 | 7,963 | 7,468 | 58,751 | 21,316 | 33,859 | 9,937 |
| Clayton | 1990 | 1,897,628 | 295,808 | 283,284 | 148,719 | 312,427 | 237,248 | 82,418 | 97,405 | 51,440 | 579,192 | 150,083 | 67,835 | 63.210 |
|  | 1987 | 1,621,528 | 252,462 | 241,773 | 121,666 | 273,356 | 207,580 | 64,817 | 80,591 | 42,561 | 504,851 | 120,933 | 59,631 | 48,704 |
| Cobb | 1990 | 4,401,597 | 655,728 | 634,713 | 441,682 | 697,257 | 566,126 | 227,422 | 268,744 | 136,893 | 873,775 | 278,867 | 306,760 | 152,643 |
|  | 1987 | 3,773,128 | 575,337 | 556,898 | 363,412 | 580,991 | 471,727 | 197,112 | 224,750 | 114,484 | 862,186 | 240,535 | 274,966 | 113,018 |
| Coweta | 1990 | 310,354 | 68,258 | 66,602 | 20,700 | 37,135 | 31,714 | 10,475 | 7,955 | 7,214 | 92,026 | 19,081 | 20,312 | 14,885 |
|  | 1987 | 257,793 | 57,179 | 55,792 | 17,118 | 25,883 | 22,105 | 9,492 | 7,894 | 7,160 | 81,671 | 17,082 | 17,053 | 10,370 |
| De Kalb | 1990 | 5,293,432 | 820,779 | 775,647 | 508,492 | 654,654 | 569,475 | 310,936 | 277,048 | 147,825 | 1,278,417 | 384,970 | 250,930 | 161,106 |
|  | 1987 | 4,780,059 | 733,058 | 692,749 | 460,265 | 585,878 | 509,648 | 262,257 | 259,927 | 138,690 | 1,285,672 | 343,835 | 246,410 | 125,376 |
| Douglas | 1990 | 525,651 | 98,840 | 94,322 | 44,771 | 43,870 | 34,917 | 8,888 | 5,985 | 2,277 | 183,665 | 41,178 | 50,609 | 16,347 |
|  | 1987 | 447,366 | 92,279 | 88,061 | [illegible]6,763 | 31,093 | 24,748 | 9,226 | 8,427 | 3,207 | 159,479 | 35,427 | 40,008 | 13,193 |
| Fayette | 1990 | 277,080 | 95,989 | 93,354 | 23,359 | 33,240 | 30,832 | 8,042 | 8,770 | 7,672 | 24,513 | 16,733 | 24,629 | 12,388 |
|  | 1987 | 225,724 | 77,697 | 75,561 | 19,064 | 22,778 | 21,128 | 7,139 | 7,161 | 6,265 | 23,600 | 11,533 | 20,634 | 10,256 |
| Forsyth | 1990 | 199,598 | 54,987 | 53,187 | 15,772 | 35,737 | 28,452 | 3,611 | 7,181 | 4,708 | 38,880 | 9,800 | 14,648 | 10,651 |
|  | 1987 | 171,047 | 44,508 | 43,051 | 14,636 | 24,614 | 19,597 | 3,812 | 7,474 | 4,901 | 36,796 | 9,953 | 14,095 | 7,456 |
| Fulton | 1990 | 6,042,208 | 876,586 | 842,632 | 1,055,308 | 676,213 | 559,898 | 383,583 | 305,235 | 165,296 | 1,084,467 | 396,454 | 262,220 | 180,160 |
|  | 1987 | 5,511,385 | 789,797 | 759,205 | 933,954 | 644,801 | 533,891 | 345,997 | 281,315 | 152,343 | 1,106,775 | 358,254 | 278,330 | 146,757 |
| Gwinnett | 1990 | 3,012,758 | 550,669 | 536,365 | 310,889 | 459,488 | 323,762 | 144,655 | 245,971 | 145,779 | 541,233 | 146,275 | 231,744 | 96,351 |
|  | 1987 | 2,439,285 | 473,324 | 461,029 | 236,615 | 315,777 | 222,502 | 101,416 | 205,887 | 122,023 | 481,544 | 157,393 | 200,970 | 71,917 |
| Henry | 1990 | 209,950 | 52,300 | 51,705 | 28,810 | 20,675 | 19,025 | 1,666 | 4,289 | 3,338 | 40,939 | 14,637 | 23,403 | 13,936 |
|  | 1987 | 178,077 | 42,639 | 42,154 | 21,234 | 14,179 | 13,048 | 1,354 | 3,527 | 2,746 | 38,958 | 19,109 | 19,489 | 9,658 |
| Newton | 1990 | 221,790 | 53,570 | 51,830 | 20,171 | 34,857 | 33,482 | 10,525 | 6,462 | 4,000 | 47,725 | 17,139 | 3,990 | 7,374 |
|  | 1987 | 191,625 | 49,514 | 47,906 | 16,338 | 26,077 | 25,049 | 10,059 | 5,934 | 3,674 | 44,245 | 12,774 | 4,666 | 6,511 |
| Paulding | 1990 | 193,064 | 55,165 | 54,577 | 10,846 | 19,742 | 18,811 | 1,676 | 2,934 | 2,934 | 67,074 | 6,211 | 16,695 | 6,522 |
|  | 1987 | 159,504 | 42,001 | 41,553 | 8,368 | 13,518 | 12,881 | 1,296 | 2,233 | 2,233 | 62,687 | 5,423 | 12,581 | 5,473 |
| Rockdale | 1990 | 469,157 | 93,004 | 91,157 | 42,053 | 29,541 | 28,272 | 7,841 | 14,435 | 8,404 | 170,926 | 38,785 | 27,528 | 20,754 |
|  | 1987 | 398,620 | 79,509 | 77,930 | 32,481 | 25,356 | 24,268 | 7,276 | 13,072 | 7,611 | 153,083 | 29,779 | 25,652 | 14,456 |
| Spalding | 1990 | 385,617 | 77,171 | 76,243 | 26,356 | 60,048 | 54,063 | 19,293 | 13,178 | 7,679 | 92,996 | 13,417 | 28,608 | 14,934 |
|  | 1987 | 344,129 | 72,405 | 71,534 | 23,621 | 46,611 | 41,966 | 18,589 | 13,503 | 7,870 | 90,132 | 10,657 | 25,502 | 11,636 |
| Walton | 1990 | 144,242 | 35,186 | 34,299 | 14,147 | 8,950 | 8,557 | 4,427 | 6,193 | 2,057 | 35,904 | 6,958 | 13,383 | 7,917 |
|  | 1987 | 126,136 | 33,542 | 32,696 | 11,231 | 7,119 | 6,807 | 4,261 | 5,273 | 1,752 | 33,675 | 4,779 | 12,298 | 6,327 |
| **AUGUSTA** | **1990** | **2,849,440** | **560,235** | **549,745** | **281,145** | **422,896** | **353,518** | **101,075** | **134,547** | **88,034** | **604,863** | **188,938** | **205,515** | **125,704** |
|  | 1987 | 2,452,448 | 475,067 | 466,108 | 235,262 | 343,683 | 286,893 | 97,443 | 121,142 | 79,448 | 574,362 | 160,525 | 181,980 | 92,777 |
| Columbia | 1990 | 321,045 | 85,352 | 84,726 | 25,681 | 18,926 | 15,004 | 2,575 | 15,973 | 7,084 | 74,800 | 28,374 | 38,665 | 7,282 |
|  | 1987 | 261,417 | 70,755 | 70,236 | 19,092 | 19,961 | 15,825 | 2,348 | 14,774 | 6,553 | 56,191 | 20,733 | 35,549 | 6,134 |
| McDuffie | 1990 | 145,826 | 33,283 | 33,002 | 18,170 | 9,443 | 6,033 | 5,551 | 8,604 | 5,014 | 29,606 | 10,633 | 16,793 | 7,778 |
|  | 1987 | 126,048 | 28,770 | 28,527 | 14,153 | 7,973 | 5,095 | 5,037 | 6,171 | 3,597 | 26,572 | 9,629 | 16,712 | 5,889 |
| Richmond | 1990 | 1,663,207 | 259,948 | 253,576 | 168,261 | 298,840 | 250,208 | 72,832 | 87,992 | 61,720 | 353,268 | 86,299 | 107,824 | 84,516 |
|  | 1987 | 1,478,649 | 228,038 | 222,448 | 149,195 | 244,483 | 204,697 | 69,691 | 82,177 | 57,642 | 357,624 | 81,202 | 93,675 | 59,905 |
| *Aiken, S. C.* | *1990* | *719,362* | *181,652* | *178,441* | *69,033* | *95,687* | *82,273* | *20,117* | *21,978* | *14,216* | *147,189* | *63,632* | *42,233* | *26,128* |
|  | *1987* | *586,334* | *147,504* | *144,897* | *52,822* | *71,266* | *61,276* | *20,367* | *18,020* | *11,656* | *133,975* | *48,961* | *36,044* | *20,849* |
| **COLUMBUS** | **1990** | **1,697,470** | **319,872** | **307,949** | **167,434** | **222,667** | **181,211** | **91,533** | **77,097** | **43,176** | **382,685** | **150,685** | **86,829** | **61,821** |
|  | 1987 | 1,506,700 | 277,416 | 267,111 | 143,327 | 191,715 | 156,168 | 78,215 | 77,284 | 42,939 | 385,449 | 121,028 | 76,329 | 46,403 |
| Chattahoochee | 1990 | 3,809 | 1,250 | 1,177 | 23 |  |  |  |  |  | 49 | 352 |  |  |
|  | 1987 | 3,079 | 1,230 | 1,158 | 42 |  |  |  |  |  | 57 | 335 |  |  |
| Muscogee | 1990 | 1,525,798 | 268,020 | 257,597 | 146,159 | 203,450 | 167,707 | 86,012 | 72,944 | 39,488 | 360,518 | 136,979 | 78,286 | 49,436 |
|  | 1987 | 1,361,097 | 228,698 | 219,804 | 126,006 | 176,363 | 145,379 | 73,796 | 74,110 | 40,120 | 366,943 | 109,382 | 68,876 | 37,676 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1990
U.S. CENSUS: 1987

| METRO AREA County | Year | Total Retail Sales ($000) | Food Stores Total ($000) | Food Stores Super-markets ($000) | Eating & Drinking Places Total ($000) | General Merchandise Stores Total ($000) | General Merchandise Stores Department Stores ($000) | Apparel & Accessories Stores Total ($000) | Furniture/ Home Furnishings/ Appliance Stores Total ($000) | Furniture/ Home Furnishings/ Appliance Stores Furniture & Home Furn. ($000) | Automotive Dealers Total ($000) | Gasoline Service Stations Total ($000) | Bldg. Mtls. & Hardware Dealers Total ($000) | Drug-stores Total ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **GEORGIA (continued)** | | | | | | | | | | | | | | |
| **COLUMBUS (continued)** | | | | | | | | | | | | | | |
| *Russell, Ala.* | 1990 | 167,863 | 50,602 | 49,175 | 21,252 | 19,217 | 13,564 | 5,521 | 4,153 | 3,688 | 22,118 | 13,354 | 8,543 | 12,385 |
| | 1987 | 142,524 | 47,488 | 46,149 | 17,279 | 15,352 | 10,789 | 4,419 | 3,174 | 2,819 | 18,449 | 11,311 | 7,453 | 8,727 |
| **MACON - WARNER ROBINS** | 1990 | 2,138,721 | 362,200 | 355,157 | 201,394 | 280,909 | 251,420 | 85,627 | 94,977 | 64,921 | 529,229 | 154,706 | 123,313 | 80,099 |
| | 1987 | 1,913,112 | 336,933 | 330,352 | 173,916 | 245,638 | 218,978 | 78,867 | 90,320 | 61,612 | 517,299 | 129,420 | 110,989 | 60,919 |
| Bibb | 1990 | 1,380,440 | 217,694 | 211,623 | 133,552 | 209,306 | 189,246 | 68,844 | 72,505 | 45,563 | 293,414 | 102,024 | 49,449 | 56,595 |
| | 1987 | 1,243,029 | 203,221 | 197,554 | 117,816 | 183,021 | 165,481 | 63,121 | 69,401 | 43,613 | 297,105 | 86,654 | 48,525 | 43,072 |
| Houston | 1990 | 599,361 | 112,159 | 111,907 | 56,591 | 68,928 | 62,174 | 13,913 | 20,178 | 17,300 | 170,147 | 45,661 | 57,734 | 16,394 |
| | 1987 | 534,561 | 103,691 | 103,458 | 47,100 | 59,308 | 53,497 | 12,834 | 18,902 | 16,206 | 167,344 | 33,617 | 49,461 | 12,805 |
| Jones | 1990 | 28,350 | 9,187 | 8,638 | 1,874 | 179 | | 157 | 245 | 172 | 12,283 | 724 | 1,813 | 522 |
| | 1987 | 24,727 | 8,761 | 8,237 | 1,535 | 184 | | 165 | 299 | 211 | 9,276 | 786 | 1,884 | 503 |
| Peach | 1990 | 130,570 | 23,160 | 22,989 | 9,377 | 2,496 | | 2,713 | 2,049 | 1,886 | 53,385 | 6,297 | 14,317 | 6,588 |
| | 1987 | 110,795 | 21,260 | 21,103 | 7,465 | 3,125 | | 2,747 | 1,718 | 1,582 | 43,574 | 8,363 | 11,119 | 4,539 |
| **SAVANNAH** | 1990 | 1,886,718 | 356,289 | 339,652 | 195,222 | 261,738 | 207,865 | 89,774 | 98,194 | 58,973 | 401,063 | 154,664 | 85,424 | 76,164 |
| | 1987 | 1,670,402 | 315,667 | 300,924 | 175,762 | 221,747 | 175,970 | 87,123 | 90,544 | 54,436 | 390,727 | 122,307 | 82,966 | 56,396 |
| Chatham | 1990 | 1,797,303 | 326,009 | 310,742 | 192,676 | 246,777 | 195,166 | 88,516 | 96,355 | 57,134 | 369,258 | 153,669 | 82,764 | 75,525 |
| | 1987 | 1,597,294 | 290,690 | 277,077 | 173,682 | 211,426 | 167,209 | 86,152 | 88,709 | 52,601 | 363,465 | 121,563 | 80,305 | 55,904 |
| Effingham | 1990 | 89,415 | 30,280 | 28,910 | 2,546 | 14,961 | 12,699 | 1,258 | 1,839 | 1,839 | 31,805 | 995 | 2,660 | 639 |
| | 1987 | 73,108 | 24,977 | 23,847 | 2,080 | 10,321 | 8,761 | 971 | 1,835 | 1,835 | 27,262 | 744 | 2,661 | 492 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Appling | 1990 | 78,276 | 21,368 | 20,548 | 7,468 | 1,114 | | 3,532 | 4,997 | 4,278 | 19,991 | 6,804 | 4,377 | 4,818 |
| | 1987 | 70,399 | 19,183 | 18,447 | 6,381 | 1,751 | | 3,514 | 4,142 | 3,647 | 19,249 | 5,049 | 4,211 | 3,422 |
| Atkinson | 1990 | 16,782 | 9,112 | 8,817 | 500 | 63 | | 156 | 281 | 281 | 500 | 1,040 | 1,688 | 2,448 |
| | 1987 | 14,886 | 7,191 | 6,958 | 520 | 94 | | 152 | 388 | 388 | 554 | 1,342 | 1,834 | 1,972 |
| Bacon | 1990 | 53,136 | 13,813 | 13,047 | 2,983 | 975 | | 2,505 | 224 | 224 | 17,884 | 1,810 | 2,769 | 5,635 |
| | 1987 | 47,916 | 12,123 | 11,451 | 2,643 | 959 | | 2,263 | 263 | 263 | 17,003 | 2,472 | 2,655 | 4,243 |
| Baker | 1990 | 2,361 | 1,073 | 967 | | 54 | | | 183 | 107 | 326 | 245 | | |
| | 1987 | 2,790 | 1,113 | 1,003 | | 89 | | | 306 | 180 | 542 | 229 | | |
| Baldwin | 1990 | 240,350 | 59,613 | 57,703 | 19,304 | 26,767 | 21,668 | 12,435 | 11,881 | 6,066 | 41,633 | 13,994 | 17,732 | 10,268 |
| | 1987 | 213,231 | 52,095 | 50,426 | 17,870 | 25,169 | 20,375 | 10,754 | 10,276 | 5,247 | 40,300 | 13,016 | 15,689 | 7,980 |
| Banks | 1990 | 30,111 | 3,275 | 3,123 | 5,622 | 130 | | 254 | 301 | 301 | 2,178 | 15,898 | 769 | 1,096 |
| | 1987 | 24,136 | 2,067 | 1,971 | 3,558 | 218 | | 426 | 488 | 488 | 1,385 | 12,273 | 1,292 | 1,455 |
| Barrow | 1990 | 166,468 | 39,948 | 39,040 | 12,274 | 17,013 | 15,118 | 4,177 | 7,139 | 3,592 | 40,720 | 9,460 | 17,958 | 8,732 |
| | 1987 | 153,912 | 36,067 | 35,247 | 10,548 | 12,870 | 11,437 | 4,387 | 5,770 | 2,904 | 41,822 | 8,226 | 18,100 | 6,824 |
| Bartow | 1990 | 328,111 | 72,783 | 71,936 | 28,932 | 34,900 | 31,499 | 4,790 | 10,187 | 4,775 | 69,829 | 66,574 | 15,435 | 9,971 |
| | 1987 | 288,636 | 61,974 | 61,253 | 25,103 | 25,853 | 23,334 | 6,899 | 10,663 | 5,000 | 67,697 | 53,992 | 15,010 | 8,171 |
| Ben Hill | 1990 | 88,758 | 32,887 | 31,802 | 5,179 | 8,652 | 6,647 | 3,495 | 4,442 | 3,227 | 10,039 | 2,083 | 3,680 | 4,086 |
| | 1987 | 79,982 | 28,986 | 28,030 | 4,916 | 7,395 | 5,682 | 3,756 | 4,493 | 3,265 | 10,964 | 1,822 | 3,999 | 3,485 |
| Berrien | 1990 | 70,951 | 26,108 | 25,390 | 2,790 | 302 | | 1,546 | 2,190 | 1,104 | 22,688 | 2,873 | 2,973 | 3,709 |
| | 1987 | 62,886 | 20,473 | 19,910 | 2,494 | 318 | | 1,727 | 2,230 | 1,125 | 22,810 | 2,672 | 3,043 | 2,749 |
| Bibb | 1990 | 1,380,440 | 217,694 | 211,623 | 133,552 | 209,306 | 189,246 | 68,844 | 72,505 | 45,563 | 293,414 | 102,024 | 49,449 | 56,595 |
| | 1987 | 1,243,029 | 203,221 | 197,554 | 117,816 | 183,021 | 165,481 | 63,121 | 69,401 | 43,613 | 297,105 | 86,654 | 48,525 | 43,072 |
| Bleckley | 1990 | 42,711 | 13,723 | 13,169 | 3,194 | 534 | | 2,130 | 2,104 | 1,251 | 6,588 | 4,779 | 2,199 | 4,500 |
| | 1987 | 39,224 | 13,106 | 12,577 | 2,831 | 512 | | 2,179 | 2,229 | 1,326 | 6,881 | 3,484 | 1,976 | 3,586 |
| Brantley | 1990 | 14,231 | 6,830 | 6,538 | 949 | | | 47 | 828 | 60 | 488 | 2,967 | 143 | 318 |
| | 1987 | 12,313 | 5,775 | 5,528 | 862 | | | 57 | 893 | 65 | 539 | 2,213 | 241 | 366 |
| Brooks | 1990 | 43,829 | 19,409 | 18,204 | 1,847 | 715 | | 1,021 | 1,301 | 888 | 9,316 | 1,006 | 1,660 | 2,580 |
| | 1987 | 40,598 | 15,819 | 14,837 | 1,553 | 894 | | 1,151 | 1,505 | 1,028 | 11,128 | 1,030 | 1,832 | 1,931 |
| Bryan | 1990 | 61,464 | 24,493 | 23,788 | 4,369 | 98 | | 79 | 547 | 387 | 629 | 23,784 | 1,736 | 2,823 |
| | 1987 | 50,391 | 19,463 | 18,903 | 4,138 | 88 | | 145 | 344 | 344 | 679 | 17,563 | 3,091 | 2,113 |
| Bulloch | 1990 | 242,432 | 55,011 | 52,785 | 25,403 | 46,521 | 37,073 | 8,642 | 13,187 | 8,825 | 43,173 | 7,434 | 11,130 | 10,408 |
| | 1987 | 216,297 | 48,661 | 46,692 | 21,588 | 38,101 | 30,364 | 8,583 | 11,749 | 7,864 | 44,361 | 8,336 | 10,683 | 7,996 |
| Burke | 1990 | 70,673 | 26,292 | 23,935 | 4,728 | 823 | | 2,327 | 2,501 | 2,501 | 15,149 | 7,002 | 846 | 4,923 |
| | 1987 | 66,563 | 25,144 | 22,890 | 4,710 | 1,497 | | 2,715 | 3,179 | 3,179 | 14,883 | 4,814 | 898 | 3,843 |
| Butts | 1990 | 101,084 | 22,345 | 21,004 | 5,249 | 750 | | 1,763 | 1,153 | 1,153 | 6,995 | 49,977 | 3,994 | 5,425 |
| | 1987 | 82,005 | 22,363 | 21,021 | 4,408 | 1,287 | | 1,842 | 1,508 | 1,508 | 7,126 | 32,431 | 4,159 | 3,961 |
| Calhoun | 1990 | 14,745 | 8,217 | 7,963 | 363 | 143 | | 93 | 701 | 537 | 2,727 | 469 | 272 | 1,137 |
| | 1987 | 14,052 | 6,904 | 6,691 | 293 | 134 | | 171 | 762 | 585 | 3,120 | 632 | 502 | 956 |
| Camden | 1990 | 145,928 | 31,993 | 31,543 | 15,046 | 20,653 | 11,586 | 1,995 | 3,023 | 1,497 | 22,549 | 26,519 | 11,482 | 4,211 |
| | 1987 | 120,838 | 28,695 | 28,291 | 11,807 | 15,334 | 8,603 | 1,655 | 2,866 | 1,420 | 21,460 | 19,430 | 10,611 | 3,118 |
| Candler | 1990 | 44,062 | 13,137 | 12,954 | 2,252 | 377 | | 1,495 | 898 | 898 | 9,342 | 6,095 | 1,472 | 3,547 |
| | 1987 | 38,782 | 11,042 | 10,888 | 1,710 | 630 | | 1,542 | 934 | 934 | 10,005 | 4,397 | 1,517 | 2,458 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1990<br>U.S. CENSUS 1987<br>METRO AREA<br>County | Year | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **GEORGIA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Carroll | 1990 | 427,248 | 134,863 | 129,107 | 29,390 | 45,669 | 38,878 | 11,224 | 12,581 | 10,401 | 66,184 | 34,528 | 34,255 | 18,446 |
| | 1987 | 371,185 | 110,609 | 105,888 | 27,233 | 40,305 | 34,312 | 10,669 | 11,427 | 9,447 | 66,478 | 25,052 | 33,413 | 14,766 |
| ☐ Catoosa | 1990 | 217,414 | 62,405 | 61,411 | 21,530 | 35,630 | 32,433 | 6,093 | 10,987 | 7,582 | 20,407 | 22,280 | 20,497 | 8,379 |
| | 1987 | 197,105 | 60,211 | 59,252 | 19,677 | 30,221 | 27,510 | 5,643 | 10,452 | 7,213 | 22,205 | 18,264 | 17,560 | 6,237 |
| Charlton | 1990 | 32,755 | 11,125 | 10,988 | 2,604 | 2,014 | | 541 | 300 | 261 | 7,174 | 2,942 | 355 | 2,341 |
| | 1987 | 29,672 | 9,397 | 9,281 | 2,414 | 1,990 | | 555 | 550 | 478 | 8,113 | 2,029 | 499 | 1,761 |
| Chatham | 1990 | 1,797,303 | 326,009 | 310,742 | 192,676 | 246,777 | 195,166 | 88,516 | 96,355 | 57,134 | 369,258 | 153,669 | 82,764 | 75,525 |
| | 1987 | 1,597,294 | 290,690 | 277,077 | 173,682 | 211,426 | 167,209 | 86,152 | 88,709 | 52,601 | 363,465 | 121,563 | 80,305 | 55,904 |
| Chattahoochee | 1990 | 3,809 | 1,250 | 1,177 | 23 | | | | | | 49 | 352 | | |
| | 1987 | 3,079 | 1,230 | 1,158 | 42 | | | | | | 57 | 335 | | |
| Chattooga | 1990 | 117,238 | 32,952 | 31,765 | 4,960 | 17,043 | 12,351 | 3,635 | 1,114 | 706 | 31,089 | 10,969 | 3,571 | 5,888 |
| | 1987 | 104,152 | 29,800 | 28,727 | 4,940 | 13,029 | 9,443 | 3,705 | 1,223 | 776 | 28,502 | 7,867 | 3,657 | 4,371 |
| Cherokee | 1990 | 316,103 | 56,979 | 55,565 | 27,155 | 51,334 | 38,211 | 3,681 | 9,354 | 8,772 | 63,211 | 31,142 | 37,408 | 12,203 |
| | 1987 | 270,107 | 57,057 | 55,641 | 22,809 | 35,244 | 26,235 | 3,429 | 7,963 | 7,468 | 58,751 | 21,316 | 33,859 | 9,937 |
| Clarke | 1990 | 784,265 | 128,175 | 125,189 | 86,446 | 121,648 | 112,035 | 33,610 | 32,912 | 16,369 | 125,872 | 77,057 | 44,847 | 33,300 |
| | 1987 | 693,865 | 115,526 | 112,835 | 78,393 | 109,475 | 100,825 | 31,182 | 31,074 | 15,456 | 130,331 | 53,071 | 44,609 | 26,138 |
| Clay | 1990 | 8,395 | 3,465 | 3,354 | 424 | 88 | | 108 | 41 | | 359 | 925 | 137 | 1,230 |
| | 1987 | 7,427 | 3,080 | 2,981 | 588 | 110 | | 131 | 50 | | 510 | 653 | 198 | 1,008 |
| Clayton | 1990 | 1,897,628 | 295,808 | 283,284 | 148,719 | 312,427 | 237,248 | 82,418 | 97,405 | 51,440 | 579,192 | 150,083 | 67,835 | 63,210 |
| | 1987 | 1,621,528 | 252,462 | 241,773 | 121,666 | 273,356 | 207,580 | 64,817 | 80,591 | 42,561 | 504,851 | 120,933 | 59,631 | 48,704 |
| Clinch | 1990 | 23,461 | 8,250 | 8,141 | 338 | 1,307 | | 152 | 653 | 653 | 6,383 | 2,014 | 987 | 2,488 |
| | 1987 | 19,978 | 6,991 | 6,899 | 474 | 1,057 | | 143 | 711 | 711 | 5,718 | 1,370 | 873 | 1,976 |
| Cobb | 1990 | 4,401,597 | 655,728 | 634,713 | 441,682 | 697,257 | 566,126 | 227,422 | 268,744 | 136,893 | 873,775 | 278,867 | 306,760 | 152,643 |
| | 1987 | 3,773,128 | 575,337 | 556,898 | 363,412 | 580,991 | 471,727 | 197,112 | 224,750 | 114,484 | 862,186 | 240,535 | 274,966 | 113,018 |
| Coffee | 1990 | 204,996 | 70,524 | 68,215 | 13,581 | 20,040 | 15,347 | 8,158 | 7,922 | 5,244 | 37,941 | 8,619 | 15,043 | 7,750 |
| | 1987 | 173,887 | 53,600 | 51,845 | 11,648 | 15,810 | 12,108 | 8,184 | 7,075 | 4,684 | 35,732 | 6,927 | 16,999 | 6,001 |
| Colquitt | 1990 | 187,643 | 51,635 | 50,189 | 11,864 | 24,544 | 22,119 | 6,572 | 4,903 | 3,886 | 36,837 | 5,480 | 14,091 | 8,735 |
| | 1987 | 170,220 | 44,144 | 42,908 | 11,063 | 20,315 | 18,309 | 7,208 | 4,959 | 3,931 | 36,428 | 6,682 | 14,376 | 7,123 |
| Columbia | 1990 | 321,045 | 85,352 | 84,726 | 25,681 | 18,926 | 15,004 | 2,575 | 15,973 | 7,084 | 74,800 | 28,374 | 38,665 | 7,282 |
| | 1987 | 261,417 | 70,755 | 70,236 | 19,092 | 19,961 | 15,825 | 2,348 | 14,774 | 6,553 | 56,191 | 20,733 | 35,549 | 6,134 |
| Cook | 1990 | 65,773 | 15,275 | 15,139 | 5,519 | 927 | | 4,485 | 2,072 | 1,837 | 12,701 | 9,830 | 6,526 | 3,187 |
| | 1987 | 57,066 | 13,114 | 12,997 | 4,726 | 1,001 | | 3,772 | 1,962 | 1,740 | 11,570 | 8,392 | 5,519 | 2,690 |
| Coweta | 1990 | 310,354 | 68,258 | 66,602 | 20,700 | 37,135 | 31,714 | 10,475 | 7,955 | 7,214 | 92,026 | 19,081 | 20,312 | 14,885 |
| | 1987 | 257,793 | 57,179 | 55,792 | 17,118 | 25,883 | 22,105 | 9,492 | 7,894 | 7,160 | 81,671 | 17,082 | 17,053 | 10,370 |
| Crawford | 1990 | 7,509 | 4,133 | 3,968 | 82 | 127 | | 63 | 45 | | 350 | 846 | 81 | |
| | 1987 | 6,560 | 3,336 | 3,203 | 131 | 140 | | 77 | 83 | | 496 | 815 | 97 | |
| Crisp | 1990 | 162,811 | 37,136 | 35,715 | 15,868 | 19,975 | 12,816 | 8,007 | 4,933 | 3,237 | 19,649 | 24,961 | 7,438 | 8,285 |
| | 1987 | 148,280 | 34,941 | 33,604 | 13,829 | 17,288 | 11,093 | 7,269 | 4,574 | 3,002 | 19,953 | 24,730 | 7,098 | 6,276 |
| ☐ Dade | 1990 | 54,712 | 21,839 | 21,292 | 3,683 | 1,260 | | 806 | 331 | 242 | 5,059 | 13,518 | 3,877 | 1,353 |
| | 1987 | 50,379 | 19,688 | 19,195 | 3,358 | 1,319 | | 881 | 611 | 448 | 5,274 | 11,806 | 4,014 | 1,010 |
| Dawson | 1990 | 13,652 | 4,948 | 4,289 | 600 | | | 341 | 218 | 218 | 1,357 | 1,889 | 2,592 | 1,074 |
| | 1987 | 11,679 | 3,400 | 2,947 | 413 | | | 304 | 311 | 311 | 1,034 | 2,177 | 2,149 | 749 |
| Decatur | 1990 | 134,943 | 32,470 | 31,889 | 8,895 | 8,681 | 6,140 | 7,192 | 6,212 | 4,640 | 29,210 | 11,733 | 9,713 | 7,881 |
| | 1987 | 119,169 | 29,164 | 28,642 | 7,758 | 8,276 | 5,854 | 7,078 | 5,103 | 3,812 | 28,487 | 8,047 | 9,027 | 6,422 |
| De Kalb | 1990 | 5,293,432 | 820,779 | 775,647 | 508,492 | 654,654 | 569,475 | 310,936 | 277,048 | 147,825 | 1,278,417 | 384,970 | 250,930 | 161,106 |
| | 1987 | 4,780,059 | 733,058 | 692,749 | 460,265 | 585,878 | 509,648 | 262,257 | 259,927 | 138,690 | 1,285,672 | 343,835 | 246,410 | 125,376 |
| Dodge | 1990 | 94,520 | 22,520 | 21,126 | 10,420 | 9,251 | | 2,687 | 4,270 | 3,443 | 10,828 | 11,998 | 9,004 | 5,479 |
| | 1987 | 85,457 | 21,037 | 19,735 | 10,262 | 8,200 | | 2,657 | 3,555 | 2,867 | 11,512 | 10,150 | 8,337 | 4,175 |
| Dooly | 1990 | 30,655 | 5,323 | 5,169 | 985 | 225 | | 444 | 338 | 338 | 8,622 | 9,293 | 1,816 | 2,014 |
| | 1987 | 31,299 | 4,938 | 4,795 | 981 | 400 | | 583 | 423 | 423 | 10,143 | 8,683 | 2,163 | 1,670 |
| Dougherty | 1990 | 817,698 | 191,917 | 187,057 | 69,225 | 131,981 | 124,269 | 29,117 | 44,598 | 28,345 | 160,005 | 37,916 | 47,386 | 23,299 |
| | 1987 | 743,216 | 160,422 | 156,360 | 64,918 | 115,498 | 108,750 | 30,732 | 43,135 | 27,416 | 165,519 | 31,651 | 45,972 | 18,361 |
| Douglas | 1990 | 525,651 | 98,840 | 94,322 | 44,771 | 43,870 | 34,917 | 8,888 | 5,985 | 2,277 | 183,665 | 41,178 | 50,609 | 16,347 |
| | 1987 | 447,366 | 92,279 | 88,061 | 36,763 | 31,093 | 24,748 | 9,226 | 8,427 | 3,207 | 159,479 | 35,427 | 40,008 | 13,193 |
| Early | 1990 | 49,973 | 17,000 | 16,343 | 2,388 | 784 | | 2,328 | 603 | 603 | 6,834 | 10,276 | 1,240 | 4,224 |
| | 1987 | 45,582 | 15,366 | 14,772 | 2,117 | 1,416 | | 2,422 | 792 | 792 | 7,652 | 7,025 | 1,512 | 3,371 |
| Echols | 1990 | 852 | 702 | 676 | 31 | | | | | | | | 119 | |
| | 1987 | 672 | 495 | 477 | 38 | | | | | | | | 139 | |
| Effingham | 1990 | 89,415 | 30,280 | 28,910 | 2,546 | 14,961 | 12,699 | 1,258 | 1,839 | 1,839 | 31,805 | 995 | 2,660 | 639 |
| | 1987 | 73,108 | 24,977 | 23,847 | 2,080 | 10,321 | 8,761 | 971 | 1,835 | 1,835 | 27,262 | 744 | 2,661 | 492 |
| Elbert | 1990 | 142,554 | 25,966 | 24,652 | 6,503 | 5,570 | 1,787 | 1,622 | 1,149 | 973 | 69,059 | 9,406 | 7,267 | 7,869 |
| | 1987 | 128,637 | 24,141 | 22,919 | 5,866 | 4,854 | 1,558 | 1,420 | 1,518 | 1,286 | 65,081 | 6,485 | 6,615 | 5,743 |
| Emanuel | 1990 | 109,508 | 31,392 | 30,736 | 6,838 | 1,538 | | 6,748 | 3,714 | 3,714 | 21,995 | 13,536 | 9,234 | 7,461 |
| | 1987 | 101,027 | 27,534 | 26,959 | 6,443 | 2,314 | | 6,664 | 4,050 | 4,050 | 23,591 | 9,302 | 9,387 | 5,778 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1990
U.S. CENSUS: 1987

| METRO AREA County | Year | Total Retail Sales ($000) | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **GEORGIA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Evans | 1990 | 51,907 | 7,924 | 7,547 | 3,089 | 1,150 | | 885 | 2,183 | 1,615 | 20,552 | 1,037 | 4,560 | 3,389 |
| | 1987 | 46,134 | 7,910 | 7,534 | 2,300 | 1,057 | | 823 | 1,750 | 1,295 | 17,998 | 1,887 | 4,568 | 2,562 |
| Fannin | 1990 | 81,182 | 20,317 | 19,443 | 5,980 | 12,920 | 7,508 | 4,107 | 1,628 | 850 | 9,856 | 10,605 | 5,022 | 4,527 |
| | 1987 | 71,644 | 20,356 | 19,480 | 5,562 | 10,654 | 6,192 | 3,447 | 1,478 | 772 | 9,318 | 7,281 | 5,057 | 3,290 |
| Fayette | 1990 | 277,080 | 95,989 | 93,354 | 23,359 | 33,240 | 30,832 | 8,042 | 8,770 | 7,672 | 24,513 | 16,733 | 24,629 | 12,388 |
| | 1987 | 225,724 | 77,697 | 75,564 | 19,064 | 22,778 | 21,128 | 7,139 | 7,161 | 6,265 | 23,600 | 11,533 | 20,634 | 10,256 |
| Floyd | 1990 | 546,729 | 102,835 | 100,886 | 51,548 | 89,016 | 76,707 | 22,997 | 19,875 | 10,659 | 135,047 | 35,059 | 19,722 | 26,700 |
| | 1987 | 499,855 | 95,533 | 93,722 | 45,850 | 76,509 | 65,930 | 23,654 | 21,313 | 11,431 | 131,447 | 29,926 | 19,161 | 21,510 |
| Forsyth | 1990 | 199,598 | 54,987 | 53,187 | 15,772 | 35,737 | 28,452 | 3,611 | 7,181 | 4,708 | 38,880 | 9,800 | 14,648 | 10,651 |
| | 1987 | 171,047 | 44,508 | 43,051 | 14,636 | 24,614 | 19,597 | 3,812 | 7,474 | 4,901 | 36,796 | 9,953 | 14,095 | 7,456 |
| Franklin | 1990 | 139,614 | 34,292 | 33,219 | 6,892 | 3,533 | | 2,444 | 4,315 | 2,033 | 43,151 | 21,328 | 13,483 | 4,051 |
| | 1987 | 122,847 | 27,999 | 27,123 | 5,454 | 3,008 | | 2,250 | 3,865 | 1,822 | 43,672 | 15,011 | 12,579 | 3,397 |
| Fulton | 1990 | 6,042,208 | 876,586 | 842,632 | 1,055,308 | 676,213 | 559,898 | 383,583 | 305,235 | 165,296 | 1,084,467 | 396,454 | 262,220 | 180,160 |
| | 1987 | 5,511,385 | 789,797 | 759,205 | 933,954 | 644,801 | 533,891 | 345,997 | 281,315 | 152,343 | 1,106,775 | 358,254 | 278,330 | 146,757 |
| Gilmer | 1990 | 82,325 | 20,543 | 19,535 | 7,831 | 12,793 | | 1,082 | 2,889 | 1,334 | 21,265 | 4,330 | 6,828 | 2,383 |
| | 1987 | 68,443 | 15,482 | 14,722 | 5,869 | 9,234 | | 1,224 | 2,943 | 1,360 | 18,884 | 3,656 | 6,063 | 2,569 |
| Glascock | 1990 | 3,428 | 1,454 | 1,311 | 642 | 131 | | | | | 106 | 576 | | |
| | 1987 | 2,957 | 1,243 | 1,121 | 546 | 145 | | | | | 128 | 520 | | |
| Glynn | 1990 | 559,500 | 110,609 | 106,455 | 63,647 | 65,483 | 55,276 | 37,992 | 24,486 | 13,744 | 76,843 | 75,037 | 35,556 | 20,986 |
| | 1987 | 491,239 | 94,801 | 91,241 | 57,955 | 55,977 | 47,253 | 35,251 | 23,859 | 13,393 | 77,442 | 59,594 | 33,460 | 16,635 |
| Gordon | 1990 | 244,347 | 52,594 | 50,401 | 23,954 | 14,175 | 11,959 | 7,141 | 24,636 | 15,682 | 39,469 | 19,844 | 27,105 | 12,446 |
| | 1987 | 205,519 | 43,917 | 42,086 | 20,894 | 12,320 | 10,395 | 7,009 | 21,394 | 13,619 | 33,637 | 18,221 | 21,806 | 8,967 |
| Grady | 1990 | 123,930 | 20,354 | 20,212 | 3,939 | 8,100 | 6,369 | 2,155 | 3,384 | 2,267 | 19,338 | 54,130 | 2,006 | 4,216 |
| | 1987 | 113,106 | 24,576 | 23,820 | 4,037 | 7,144 | 5,618 | 2,713 | 3,578 | 2,398 | 22,043 | 36,901 | 3,636 | 3,453 |
| Greene | 1990 | 48,226 | 16,828 | 16,266 | 2,478 | 513 | | 1,970 | 2,114 | 338 | 7,044 | 5,972 | 4,480 | 2,797 |
| | 1987 | 42,128 | 15,872 | 15,342 | 2,165 | 712 | | 1,525 | 1,927 | 309 | 7,198 | 4,103 | 3,436 | 2,059 |
| Gwinnett | 1990 | 3,012,758 | 550,669 | 536,365 | 310,889 | 459,488 | 323,762 | 144,655 | 245,971 | 145,779 | 541,233 | 146,275 | 231,744 | 96,351 |
| | 1987 | 2,439,285 | 473,324 | 461,029 | 236,615 | 315,777 | 222,502 | 101,416 | 205,887 | 122,023 | 481,544 | 157,393 | 200,970 | 71,917 |
| Habersham | 1990 | 174,454 | 35,424 | 34,463 | 13,883 | 14,335 | 11,960 | 8,855 | 8,373 | 4,134 | 35,066 | 15,342 | 20,951 | 9,063 |
| | 1987 | 151,567 | 30,527 | 29,699 | 11,666 | 10,362 | 8,646 | 8,393 | 7,405 | 3,657 | 35,161 | 10,545 | 20,747 | 7,143 |
| Hall | 1990 | 741,459 | 134,287 | 128,924 | 60,126 | 116,578 | 107,687 | 30,789 | 26,753 | 17,880 | 168,979 | 49,383 | 65,076 | 27,830 |
| | 1987 | 647,979 | 120,731 | 115,909 | 55,450 | 99,429 | 91,847 | 27,305 | 24,378 | 16,293 | 160,205 | 33,839 | 58,963 | 22,447 |
| Hancock | 1990 | 12,535 | 5,738 | 5,326 | 370 | 206 | | 308 | 352 | 352 | 693 | 752 | 429 | 2,861 |
| | 1987 | 12,353 | 4,963 | 4,607 | 496 | 282 | | 412 | 403 | 403 | 756 | 1,385 | 570 | 2,443 |
| Haralson | 1990 | 113,035 | 29,025 | 28,213 | 5,453 | 14,647 | 11,395 | 3,675 | 2,492 | 2,269 | 24,075 | 15,676 | 4,149 | 5,557 |
| | 1987 | 96,448 | 25,831 | 25,108 | 4,697 | 10,613 | 8,257 | 3,831 | 2,381 | 2,169 | 22,431 | 10,704 | 4,056 | 4,743 |
| Harris | 1990 | 33,120 | 9,864 | 9,429 | 2,771 | 770 | | 276 | 2,584 | 2,438 | 7,573 | 4,178 | 2,115 | 1,365 |
| | 1987 | 28,177 | 9,145 | 8,742 | 2,239 | 657 | | 316 | 2,098 | 1,980 | 6,480 | 2,821 | 1,776 | 934 |
| Hart | 1990 | 79,812 | 18,909 | 18,036 | 5,532 | 2,131 | 1,167 | 8,807 | 3,249 | 2,602 | 13,937 | 8,745 | 3,834 | 5,332 |
| | 1987 | 71,188 | 17,573 | 16,762 | 5,526 | 2,793 | 1,531 | 6,818 | 3,287 | 2,633 | 14,179 | 6,082 | 3,623 | 4,174 |
| Heard | 1990 | 18,133 | 13,290 | 12,757 | 610 | 499 | | 49 | 71 | | 643 | 335 | 594 | 1,463 |
| | 1987 | 14,884 | 9,915 | 9,517 | 525 | 554 | | 64 | 109 | | 829 | 345 | 644 | 1,233 |
| Henry | 1990 | 209,950 | 52,300 | 51,705 | 28,810 | 20,675 | 19,025 | 1,666 | 4,289 | 3,338 | 40,939 | 14,637 | 23,403 | 13,936 |
| | 1987 | 178,077 | 42,639 | 42,154 | 21,234 | 14,179 | 13,048 | 1,354 | 3,527 | 2,746 | 38,958 | 19,109 | 19,489 | 9,658 |
| Houston | 1990 | 599,361 | 112,159 | 111,907 | 56,591 | 68,928 | 62,174 | 13,913 | 20,178 | 17,300 | 170,147 | 45,661 | 57,734 | 16,394 |
| | 1987 | 534,561 | 103,691 | 103,458 | 47,100 | 59,308 | 53,497 | 12,834 | 18,902 | 16,206 | 167,344 | 33,617 | 49,461 | 12,805 |
| Irwin | 1990 | 26,833 | 5,011 | 4,845 | 1,502 | 771 | | 1,006 | 2,444 | 931 | 10,676 | 446 | 439 | 1,536 |
| | 1987 | 22,872 | 4,683 | 4,528 | 1,213 | 636 | | 1,251 | 1,695 | 646 | 8,724 | 728 | 529 | 1,278 |
| Jackson | 1990 | 155,593 | 41,052 | 39,093 | 12,714 | 4,259 | | 3,200 | 4,682 | 2,867 | 30,599 | 30,649 | 10,512 | 7,763 |
| | 1987 | 132,657 | 35,424 | 33,734 | 10,658 | 4,249 | | 3,000 | 4,116 | 2,521 | 30,331 | 21,086 | 9,282 | 6,251 |
| Jasper | 1990 | 22,858 | 9,641 | 9,376 | 1,040 | 338 | | 276 | 227 | 227 | 6,151 | 2,250 | 117 | 262 |
| | 1987 | 19,825 | 8,189 | 7,964 | 944 | 437 | | 216 | 252 | 252 | 5,397 | 2,036 | 217 | 252 |
| Jeff Davis | 1990 | 58,500 | 17,489 | 16,706 | 1,461 | 5,388 | | 2,963 | 2,827 | 2,685 | 12,403 | 5,834 | 3,274 | 3,223 |
| | 1987 | 53,272 | 16,963 | 16,204 | 1,682 | 4,543 | | 2,854 | 2,586 | 2,457 | 11,742 | 4,010 | 3,160 | 2,691 |
| Jefferson | 1990 | 63,042 | 21,794 | 21,177 | 2,632 | 3,549 | | 2,105 | 2,917 | 2,211 | 14,745 | 3,551 | 790 | 6,642 |
| | 1987 | 58,489 | 18,043 | 17,532 | 2,648 | 3,093 | | 2,078 | 2,611 | 1,980 | 15,640 | 4,526 | 1,115 | 4,824 |
| Jenkins | 1990 | 26,094 | 12,267 | 11,554 | 708 | 1,817 | | 727 | 1,020 | 841 | 3,282 | 2,367 | 825 | 2,506 |
| | 1987 | 24,006 | 10,620 | 10,003 | 609 | 1,366 | | 1,089 | 1,009 | 833 | 3,453 | 2,208 | 1,000 | 1,942 |
| Johnson | 1990 | 20,986 | 8,596 | 8,027 | 1,179 | 459 | | 486 | 1,033 | 390 | 4,020 | 1,682 | 85 | 1,591 |
| | 1987 | 18,814 | 7,462 | 6,968 | 1,072 | 400 | | 858 | 1,142 | 432 | 3,841 | 1,275 | 155 | 1,271 |
| Jones | 1990 | 28,350 | 9,187 | 8,638 | 1,874 | 179 | | 157 | 245 | 172 | 12,283 | 724 | 1,813 | 522 |
| | 1987 | 24,727 | 8,761 | 8,237 | 1,535 | 184 | | 165 | 299 | 211 | 9,276 | 786 | 1,884 | 503 |
| Lamar | 1990 | 44,798 | 12,275 | 11,883 | 4,127 | 975 | | 1,002 | 1,118 | 466 | 13,965 | 426 | 3,324 | 3,846 |
| | 1987 | 42,834 | 12,537 | 12,137 | 3,818 | 1,695 | | 864 | 1,088 | 454 | 13,788 | 327 | 3,073 | 2,993 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1990
U.S. CENSUS 1987

**GEORGIA (continued)**

**ALL COUNTIES (continued)**

| METRO AREA County | Year | Total Retail Sales ($000) | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls & Hardware Dealers | Drugstores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Total ($000) | Supermarkets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| Lanier | 1990 | 22,883 | 6,904 | 6,669 | 755 | 1,052 | | 108 | 2,216 | 2,216 | 2,141 | 1,979 | 1,757 | 4,601 |
| | 1987 | 18,796 | 4,901 | 4,734 | 517 | 928 | | 153 | 2,298 | 2,298 | 1,765 | 1,899 | 1,759 | 3,643 |
| Laurens | 1990 | 286,749 | 58,733 | 56,087 | 19,663 | 38,266 | 35,573 | 12,839 | 9,451 | 5,768 | 62,091 | 26,829 | 21,014 | 12,392 |
| | 1987 | 247,408 | 49,945 | 47,695 | 17,437 | 31,493 | 29,277 | 12,046 | 8,163 | 4,983 | 60,303 | 19,756 | 18,754 | 9,667 |
| Lee | 1990 | 12,129 | 5,504 | 5,369 | 113 | | | 1,080 | 137 | 137 | 602 | 3,622 | 112 | 42 |
| | 1987 | 10,510 | 4,928 | 4,807 | 184 | | | 951 | 254 | 254 | 573 | 2,622 | 207 | 62 |
| Liberty | 1990 | 172,050 | 35,474 | 34,473 | 18,672 | 26,397 | 23,577 | 7,660 | 10,737 | 4,565 | 26,861 | 16,089 | 8,414 | 3,818 |
| | 1987 | 153,445 | 30,788 | 29,919 | 17,436 | 21,353 | 19,073 | 6,865 | 10,780 | 4,584 | 25,990 | 15,235 | 9,472 | 2,999 |
| Lincoln | 1990 | 14,748 | 4,342 | 4,024 | 993 | 398 | | 935 | 178 | | 1,168 | 3,194 | 641 | 1,437 |
| | 1987 | 12,906 | 3,656 | 3,388 | 845 | 337 | | 1,022 | 231 | | 1,380 | 2,512 | 552 | 1,371 |
| Long | 1990 | 2,862 | 1,553 | 1,488 | 233 | | | | 45 | | 268 | 394 | | |
| | 1987 | 2,988 | 1,392 | 1,334 | 281 | | | | 77 | | 470 | 349 | | |
| Lowndes | 1990 | 641,551 | 118,732 | 112,613 | 57,668 | 84,745 | 54,142 | 43,012 | 36,199 | 30,106 | 111,334 | 69,613 | 44,359 | 28,686 |
| | 1987 | 565,161 | 101,406 | 96,180 | 51,705 | 69,373 | 44,322 | 36,736 | 32,776 | 27,260 | 112,051 | 61,426 | 40,571 | 23,116 |
| Lumpkin | 1990 | 68,061 | 12,727 | 12,032 | 7,879 | 898 | | 330 | 1,239 | 936 | 26,556 | 3,872 | 6,457 | 4,406 |
| | 1987 | 57,060 | 11,413 | 10,790 | 6,216 | 872 | | 313 | 1,063 | 804 | 23,262 | 2,650 | 5,398 | 3,346 |
| McDuffie | 1990 | 145,826 | 33,283 | 33,002 | 18,170 | 9,443 | 6,033 | 5,551 | 8,604 | 5,014 | 29,606 | 10,633 | 16,793 | 7,778 |
| | 1987 | 126,048 | 28,770 | 28,527 | 14,153 | 7,973 | 5,095 | 5,037 | 6,171 | 3,597 | 26,572 | 9,629 | 16,712 | 5,889 |
| McIntosh | 1990 | 40,954 | 16,044 | 15,861 | 1,677 | 240 | | 126 | 272 | | 8,062 | 9,501 | 677 | 1,924 |
| | 1987 | 35,462 | 12,778 | 12,632 | 1,509 | 440 | | 150 | 251 | | 8,247 | 7,584 | 759 | 1,451 |
| Macon | 1990 | 47,842 | 17,302 | 16,851 | 3,130 | 930 | | 2,886 | 2,319 | 2,036 | 5,749 | 1,755 | 5,471 | 3,169 |
| | 1987 | 44,779 | 15,015 | 14,624 | 2,598 | 897 | | 2,918 | 2,088 | 1,834 | 6,642 | 1,538 | 5,495 | 2,808 |
| Madison | 1990 | 30,456 | 10,199 | 9,438 | 1,018 | 56 | | 117 | 734 | 734 | 3,976 | 12,367 | 197 | 273 |
| | 1987 | 26,203 | 9,597 | 8,881 | 1,102 | 83 | | 208 | 858 | 858 | 3,990 | 8,344 | 243 | 296 |
| Marion | 1990 | 11,175 | 2,740 | 2,590 | 767 | 663 | | 137 | 49 | | 2,166 | 1,141 | 86 | 2,813 |
| | 1987 | 11,130 | 2,818 | 2,664 | 763 | 604 | | 158 | 59 | | 2,324 | 1,033 | 156 | 2,633 |
| Meriwether | 1990 | 94,499 | 25,943 | 24,386 | 5,213 | 4,741 | | 1,687 | 1,223 | 1,223 | 29,001 | 8,741 | 5,690 | 4,469 |
| | 1987 | 86,568 | 21,976 | 20,657 | 4,550 | 4,424 | | 1,759 | 1,548 | 1,548 | 30,720 | 5,927 | 5,554 | 3,354 |
| Miller | 1990 | 22,730 | 8,144 | 7,825 | 320 | 745 | | 1,292 | 1,430 | 731 | 3,790 | 3,038 | 363 | 1,201 |
| | 1987 | 21,630 | 7,869 | 7,561 | 315 | 611 | | 1,197 | 1,363 | 698 | 4,380 | 2,341 | 670 | 1,023 |
| Mitchell | 1990 | 73,014 | 26,281 | 25,037 | 5,087 | 5,882 | 4,956 | 3,128 | 2,979 | 2,979 | 10,357 | 1,891 | 2,329 | 6,329 |
| | 1987 | 68,179 | 23,606 | 22,489 | 4,428 | 4,986 | 4,202 | 3,212 | 3,183 | 3,183 | 12,150 | 2,531 | 2,624 | 4,505 |
| Monroe | 1990 | 79,068 | 21,858 | 21,185 | 9,286 | 5,233 | | 650 | 5,133 | 3,941 | 21,139 | 5,917 | 2,265 | 3,943 |
| | 1987 | 70,228 | 19,030 | 18,444 | 8,273 | 4,046 | | 630 | 3,561 | 2,735 | 17,760 | 8,931 | 2,262 | 3,244 |
| Montgomery | 1990 | 57,717 | 28,595 | 27,813 | 1,479 | 495 | | 2,028 | 1,345 | 1,345 | 14,542 | 1,260 | 797 | 5,934 |
| | 1987 | 49,627 | 20,246 | 19,692 | 1,894 | 613 | | 2,322 | 1,954 | 1,954 | 15,449 | 1,032 | 1,012 | 4,120 |
| Morgan | 1990 | 71,526 | 19,355 | 18,505 | 7,312 | 1,160 | | 895 | 1,688 | 1,304 | 13,070 | 11,347 | 6,722 | 3,814 |
| | 1987 | 62,842 | 16,664 | 15,932 | 5,825 | 1,475 | | 803 | 1,418 | 1,096 | 12,410 | 10,416 | 6,258 | 2,852 |
| Murray | 1990 | 81,939 | 49,966 | 48,436 | 6,228 | 2,290 | | 973 | 814 | 814 | 9,492 | 3,173 | 3,502 | 2,909 |
| | 1987 | 74,862 | 43,116 | 41,796 | 5,425 | 2,298 | | 1,202 | 1,157 | 1,157 | 9,978 | 2,633 | 3,980 | 2,748 |
| Muscogee | 1990 | 1,525,798 | 268,020 | 257,597 | 146,159 | 203,450 | 167,707 | 86,012 | 72,944 | 39,488 | 360,518 | 136,979 | 78,286 | 49,436 |
| | 1987 | 1,361,097 | 228,698 | 219,804 | 126,006 | 176,363 | 145,379 | 73,796 | 74,110 | 40,120 | 366,943 | 109,382 | 68,876 | 37,676 |
| Newton | 1990 | 221,790 | 53,570 | 51,830 | 20,171 | 34,857 | 33,482 | 10,525 | 6,462 | 4,000 | 47,725 | 17,139 | 3,990 | 7,374 |
| | 1987 | 191,625 | 49,514 | 47,906 | 16,338 | 26,077 | 25,049 | 10,059 | 5,934 | 3,674 | 44,245 | 12,774 | 4,666 | 6,511 |
| Oconee | 1990 | 42,171 | 1,930 | 1,639 | 2,767 | | | 670 | 6,741 | 4,211 | 1,592 | 6,756 | 16,218 | 970 |
| | 1987 | 34,435 | 1,753 | 1,489 | 2,383 | | | 1,210 | 5,773 | 3,607 | 1,978 | 4,601 | 12,770 | 900 |
| Oglethorpe | 1990 | 22,408 | 4,893 | 4,594 | 689 | | | 187 | 121 | | 11,697 | 993 | 812 | 2,183 |
| | 1987 | 20,577 | 5,211 | 4,893 | 502 | | | 343 | 130 | | 10,098 | 684 | 1,236 | 1,641 |
| Paulding | 1990 | 193,064 | 55,165 | 54,577 | 10,846 | 19,742 | 18,811 | 1,676 | 2,934 | 2,934 | 67,074 | 6,211 | 16,695 | 6,522 |
| | 1987 | 159,504 | 42,001 | 41,553 | 8,368 | 13,518 | 12,881 | 1,296 | 2,233 | 2,233 | 62,687 | 5,423 | 12,581 | 5,473 |
| Peach | 1990 | 130,570 | 23,160 | 22,989 | 9,377 | 2,496 | | 2,713 | 2,049 | 1,886 | 53,385 | 6,297 | 14,317 | 6,588 |
| | 1987 | 110,795 | 21,260 | 21,103 | 7,465 | 3,125 | | 2,747 | 1,718 | 1,582 | 43,574 | 8,363 | 11,119 | 4,539 |
| Pickens | 1990 | 147,954 | 19,437 | 18,638 | 5,549 | 1,902 | | 1,313 | 1,102 | 536 | 95,527 | 5,506 | 2,909 | 5,686 |
| | 1987 | 120,911 | 17,477 | 16,759 | 4,305 | 2,361 | | 907 | 1,407 | 686 | 76,478 | 3,980 | 2,647 | 5,200 |
| Pierce | 1990 | 56,088 | 10,524 | 10,063 | 4,181 | 1,666 | | 1,754 | 1,349 | 1,115 | 7,574 | 7,978 | 13,850 | 1,936 |
| | 1987 | 48,251 | 9,887 | 9,454 | 3,402 | 1,138 | | 1,402 | 1,113 | 921 | 8,226 | 5,434 | 11,946 | 1,489 |
| Pike | 1990 | 14,519 | 9,279 | 8,564 | 1,832 | 278 | | 67 | 112 | | 848 | 303 | 209 | 624 |
| | 1987 | 11,738 | 6,303 | 5,817 | 1,321 | 267 | | 74 | 128 | | 723 | 541 | 330 | 760 |
| Polk | 1990 | 160,523 | 46,847 | 45,565 | 9,998 | 16,542 | 15,365 | 3,628 | 5,640 | 3,561 | 32,468 | 11,745 | 7,739 | 14,386 |
| | 1987 | 141,702 | 41,744 | 40,602 | 8,764 | 13,448 | 12,492 | 4,119 | 5,234 | 3,305 | 32,338 | 8,782 | 7,963 | 10,752 |
| Pulaski | 1990 | 38,134 | 13,509 | 13,192 | 2,363 | 435 | | 1,540 | 1,893 | 1,294 | 10,002 | 1,457 | 1,250 | 3,308 |
| | 1987 | 35,335 | 12,345 | 12,055 | 2,034 | 454 | | 1,577 | 1,819 | 1,244 | 9,844 | 1,298 | 1,112 | 2,358 |
| Putnam | 1990 | 42,216 | 18,951 | 18,427 | 2,691 | 1,829 | | 311 | 3,461 | 2,293 | 2,088 | 3,240 | 2,594 | 3,582 |
| | 1987 | 37,050 | 16,527 | 16,070 | 2,367 | 1,607 | | 483 | 2,863 | 1,898 | 2,683 | 2,319 | 3,011 | 2,572 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1990
U.S. CENSUS: 1987

| METRO AREA<br>County | Year | Total Retail Sales ($000) | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg Mtls & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **GEORGIA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Quitman | 1990 | 3,680 | 1,468 | 1,409 | 87 | 112 | | | | | 1,957 | | | |
| | 1987 | 3,562 | 1,603 | 1,539 | 90 | 126 | | | | | 1,654 | | | |
| Rabun | 1990 | 81,129 | 25,207 | 24,020 | 7,067 | 1,421 | | 1,874 | 1,952 | 1,425 | 14,497 | 4,955 | 10,589 | 3,153 |
| | 1987 | 70,174 | 19,562 | 18,641 | 6,224 | 1,512 | | 1,590 | 1,932 | 1,411 | 13,377 | 4,755 | 10,721 | 2,302 |
| Randolph | 1990 | 25,562 | 10,837 | 10,307 | 3,383 | 331 | | 281 | 943 | 790 | 1,493 | 2,672 | 1,258 | 1,816 |
| | 1987 | 24,018 | 9,875 | 9,392 | 2,758 | 605 | | 517 | 1,112 | 933 | 2,038 | 1,931 | 1,323 | 1,568 |
| Richmond | 1990 | 1,663,207 | 259,948 | 253,576 | 168,261 | 298,840 | 250,208 | 72,832 | 87,992 | 61,720 | 353,268 | 86,299 | 107,824 | 84,516 |
| | 1987 | 1,478,649 | 228,038 | 222,448 | 149,195 | 244,483 | 204,697 | 69,691 | 82,177 | 57,642 | 357,624 | 81,202 | 93,675 | 59,905 |
| Rockdale | 1990 | 469,157 | 93,004 | 91,157 | 42,053 | 29,541 | 28,272 | 7,841 | 14,435 | 8,404 | 170,926 | 38,785 | 27,528 | 20,754 |
| | 1987 | 398,620 | 79,509 | 77,930 | 32,481 | 25,356 | 24,268 | 7,276 | 13,072 | 7,611 | 153,083 | 29,779 | 25,652 | 14,456 |
| Schley | 1990 | 11,173 | 5,046 | 4,769 | 138 | 102 | | | 43 | | 1,408 | 1,397 | 712 | 212 |
| | 1987 | 10,394 | 4,183 | 3,953 | 144 | 185 | | | 60 | | 1,826 | 1,217 | 897 | 245 |
| Screven | 1990 | 44,229 | 15,855 | 15,641 | 2,482 | 2,029 | | 1,930 | 1,294 | 722 | 7,539 | 1,343 | 2,954 | 3,386 |
| | 1987 | 42,767 | 15,069 | 14,866 | 2,309 | 1,980 | | 2,025 | 1,366 | 763 | 8,222 | 1,497 | 3,126 | 2,900 |
| Seminole | 1990 | 39,087 | 16,404 | 15,539 | 2,067 | 1,761 | | 432 | 966 | 667 | 6,647 | 3,362 | 1,624 | 2,222 |
| | 1987 | 35,443 | 14,230 | 13,480 | 1,794 | 1,658 | | 608 | 984 | 680 | 6,898 | 2,313 | 2,234 | 1,907 |
| Spalding | 1990 | 385,617 | 77,171 | 76,243 | 26,356 | 60,048 | 54,063 | 19,293 | 13,178 | 7,679 | 92,996 | 13,417 | 28,602 | 14,934 |
| | 1987 | 344,129 | 72,405 | 71,534 | 23,621 | 46,611 | 41,966 | 18,589 | 13,503 | 7,870 | 90,132 | 10,657 | 25,502 | 11,636 |
| Stephens | 1990 | 182,208 | 38,646 | 37,285 | 10,403 | 12,447 | 11,596 | 2,514 | 6,423 | 5,237 | 64,220 | 9,663 | 16,762 | 8,589 |
| | 1987 | 158,571 | 32,687 | 31,536 | 9,602 | 12,467 | 11,615 | 2,580 | 5,369 | 4,378 | 56,107 | 8,097 | 14,785 | 7,020 |
| Stewart | 1990 | 15,677 | 7,843 | 7,368 | 757 | 71 | | 113 | 188 | 188 | 374 | 1,196 | 221 | 1,682 |
| | 1987 | 14,100 | 6,720 | 6,313 | 738 | 93 | | 142 | 218 | 218 | 408 | 1,575 | 291 | 1,364 |
| Sumter | 1990 | 189,872 | 40,341 | 38,661 | 12,086 | 19,659 | 18,088 | 11,723 | 4,512 | 2,172 | 18,221 | 11,015 | 6,852 | 6,732 |
| | 1987 | 177,292 | 37,353 | 35,797 | 12,001 | 16,439 | 15,126 | 12,238 | 4,616 | 2,223 | 20,534 | 9,567 | 9,519 | 6,156 |
| Talbot | 1990 | 9,700 | 5,479 | 5,188 | 46 | 324 | | | 191 | | 226 | 287 | 76 | 1,252 |
| | 1987 | 8,719 | 4,356 | 4,125 | 64 | 508 | | | 170 | | 437 | 552 | 147 | 977 |
| Taliaferro | 1990 | 3,101 | 299 | 247 | 41 | | | 33 | 50 | 50 | 100 | 2,493 | | |
| | 1987 | 2,384 | 344 | 284 | 63 | | | 57 | 81 | 81 | 96 | 1,601 | | |
| Tattnall | 1990 | 62,924 | 22,143 | 21,279 | 2,185 | 2,444 | | 644 | 1,099 | 840 | 9,926 | 11,942 | 3,627 | 6,088 |
| | 1987 | 56,158 | 18,617 | 17,891 | 2,077 | 2,196 | | 676 | 1,779 | 1,362 | 11,658 | 8,496 | 3,457 | 4,562 |
| Taylor | 1990 | 27,809 | 9,249 | 6,143 | 1,312 | 330 | | 314 | 640 | | 5,129 | 1,376 | 5,337 | 2,017 |
| | 1987 | 24,733 | 7,226 | 4,799 | 928 | 607 | | 579 | 708 | | 4,805 | 1,174 | 4,991 | 1,850 |
| Telfair | 1990 | 42,626 | 15,138 | 14,214 | 3,542 | 2,086 | | 1,802 | 4,005 | 3,237 | 2,867 | 3,487 | 1,147 | 4,492 |
| | 1987 | 39,975 | 13,969 | 13,116 | 3,001 | 2,308 | | 2,006 | 3,698 | 2,990 | 3,777 | 2,906 | 1,284 | 3,519 |
| Terrell | 1990 | 39,495 | 14,756 | 14,365 | 1,144 | 444 | | 2,647 | 638 | 366 | 7,356 | 5,022 | 1,460 | 2,976 |
| | 1987 | 37,792 | 13,235 | 12,884 | 1,389 | 517 | | 2,714 | 801 | 461 | 7,425 | 3,860 | 2,673 | 2,238 |
| Thomas | 1990 | 257,572 | 67,307 | 64,004 | 14,322 | 32,159 | 29,352 | 7,984 | 7,716 | 3,576 | 64,204 | 10,672 | 15,312 | 10,461 |
| | 1987 | 231,163 | 54,629 | 51,948 | 14,403 | 27,029 | 24,670 | 9,788 | 7,692 | 3,566 | 63,573 | 9,305 | 14,549 | 8,292 |
| Tift | 1990 | 293,859 | 60,417 | 58,627 | 24,021 | 28,303 | 22,047 | 12,017 | 8,469 | 5,359 | 62,823 | 45,784 | 12,570 | 10,733 |
| | 1987 | 257,223 | 49,524 | 48,057 | 22,234 | 22,571 | 17,583 | 11,156 | 8,198 | 5,188 | 60,234 | 40,546 | 12,108 | 8,669 |
| Toombs | 1990 | 140,034 | 27,192 | 26,732 | 9,275 | 32,754 | 30,038 | 6,261 | 6,423 | 3,541 | 20,578 | 3,709 | 12,935 | 14,044 |
| | 1987 | 127,392 | 28,122 | 27,646 | 8,713 | 25,584 | 23,463 | 6,313 | 5,816 | 3,207 | 20,688 | 4,479 | 12,435 | 9,818 |
| Towns | 1990 | 27,247 | 3,440 | 3,103 | 4,676 | 383 | | 475 | 486 | 486 | 4,502 | 5,446 | 2,898 | 2,154 |
| | 1987 | 23,235 | 3,174 | 2,863 | 3,468 | 514 | | 506 | 441 | 441 | 3,772 | 3,711 | 4,061 | 1,636 |
| Treutlen | 1990 | 13,444 | 7,119 | 6,876 | 1,716 | 101 | | 168 | 167 | 167 | 529 | 452 | 171 | 1,897 |
| | 1987 | 12,258 | 6,248 | 6,035 | 1,438 | 149 | | 312 | 311 | 311 | 617 | 539 | 258 | 1,481 |
| Troup | 1990 | 406,465 | 73,826 | 70,714 | 40,103 | 46,652 | 37,816 | 18,683 | 24,537 | 17,799 | 71,012 | 55,051 | 20,493 | 16,606 |
| | 1987 | 356,480 | 67,875 | 65,014 | 32,866 | 38,255 | 31,010 | 20,695 | 23,249 | 16,866 | 72,745 | 38,861 | 19,145 | 13,361 |
| Turner | 1990 | 35,409 | 13,425 | 13,368 | 2,256 | 2,056 | | 812 | 502 | 187 | 11,863 | 2,077 | 614 | 1,086 |
| | 1987 | 33,770 | 11,993 | 11,942 | 2,081 | 1,939 | | 882 | 698 | 261 | 11,799 | 1,987 | 677 | 914 |
| Twiggs | 1990 | 8,148 | 5,604 | 5,153 | 137 | | | 102 | 65 | | 462 | 195 | 328 | 924 |
| | 1987 | 7,872 | 4,859 | 4,468 | 189 | | | 119 | 118 | | 534 | 224 | 587 | 820 |
| Union | 1990 | 50,304 | 17,037 | 16,381 | 3,135 | 3,299 | 2,733 | 916 | 1,291 | 1,178 | 4,713 | 6,317 | 4,339 | 5,307 |
| | 1987 | 43,178 | 13,169 | 12,662 | 3,287 | 2,487 | 2,061 | 926 | 1,154 | 1,054 | 5,338 | 4,563 | 4,653 | 4,093 |
| Upson | 1990 | 131,328 | 34,580 | 33,532 | 14,698 | 16,919 | 15,318 | 4,207 | 5,960 | 4,148 | 17,246 | 3,168 | 5,421 | 8,966 |
| | 1987 | 121,824 | 31,212 | 30,266 | 13,194 | 14,692 | 13,303 | 4,270 | 6,094 | 4,242 | 18,086 | 5,824 | 5,390 | 7,033 |
| ☐ Walker | 1990 | 225,374 | 53,695 | 52,599 | 9,333 | 10,641 | 4,777 | 12,036 | 7,900 | 4,547 | 38,848 | 31,461 | 9,071 | 7,617 |
| | 1987 | 207,483 | 58,070 | 56,885 | 8,144 | 9,113 | 4,092 | 11,915 | 7,751 | 4,462 | 37,931 | 27,301 | 9,967 | 5,960 |
| Walton | 1990 | 144,242 | 35,186 | 34,299 | 14,147 | 8,950 | 8,557 | 4,427 | 6,193 | 2,057 | 35,904 | 6,958 | 13,383 | 7,917 |
| | 1987 | 126,136 | 33,542 | 32,696 | 11,231 | 7,119 | 6,807 | 4,261 | 5,273 | 1,752 | 33,675 | 4,779 | 12,298 | 6,327 |
| Ware | 1990 | 255,273 | 72,948 | 71,000 | 19,172 | 40,055 | 31,953 | 7,354 | 17,308 | 11,665 | 47,532 | 12,723 | 6,680 | 14,441 |
| | 1987 | 238,735 | 59,724 | 58,129 | 17,201 | 38,007 | 30,320 | 8,746 | 16,120 | 10,865 | 50,549 | 14,200 | 8,175 | 11,299 |
| Warren | 1990 | 11,683 | 5,128 | 4,879 | 463 | 338 | | 130 | 326 | 326 | 1,241 | 1,715 | 438 | 1,344 |
| | 1987 | 11,329 | 4,558 | 4,337 | 72 | 332 | | 161 | 399 | 399 | 1,766 | 1,575 | 446 | 1,054 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1990
U.S. CENSUS: 1987

| METRO AREA County | Year | Total Retail Sales ($000) | Food Stores Total ($000) | Food Stores Supermarkets ($000) | Eating & Drinking Places Total ($000) | General Merchandise Stores Total ($000) | General Merchandise Stores Department Stores ($000) | Apparel & Accessories Stores Total ($000) | Furniture/Home Furnishings/Appliance Stores Total ($000) | Furniture/Home Furnishings/Appliance Stores Furniture & Home Furn. ($000) | Automotive Dealers Total ($000) | Gasoline Service Stations Total ($000) | Bldg. Mtls. & Hardware Dealers Total ($000) | Drug-stores Total ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **GEORGIA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Washington | 1990 | 106,334 | 27,679 | 26,998 | 5,217 | 5,548 | | 3,600 | 4,342 | 3,002 | 25,156 | 13,084 | 7,754 | 4,916 |
| | 1987 | 93,773 | 24,139 | 23,545 | 4,816 | 5,232 | | 3,653 | 3,890 | 2,690 | 24,955 | 8,736 | 7,409 | 4,100 |
| Wayne | 1990 | 132,383 | 28,377 | 26,708 | 9,681 | 8,837 | 6,271 | 4,394 | 13,462 | 8,162 | 26,541 | 8,926 | 5,680 | 12,671 |
| | 1987 | 119,176 | 24,161 | 22,740 | 8,317 | 7,503 | 5,325 | 4,816 | 12,034 | 7,297 | 29,137 | 7,190 | 5,768 | 9,310 |
| Webster | 1990 | 1,461 | | | | 306 | | | | | 259 | 896 | | |
| | 1987 | 1,969 | | | | 606 | | | | | 516 | 847 | | |
| Wheeler | 1990 | 8,696 | 5,459 | 5,256 | 595 | | | 45 | 289 | 289 | 949 | 340 | 228 | |
| | 1987 | 7,959 | 5,013 | 4,827 | 569 | | | 78 | 262 | 262 | 910 | 346 | 241 | |
| White | 1990 | 105,548 | 21,458 | 19,807 | 11,812 | 7,387 | | 7,876 | 570 | 570 | 23,986 | 2,044 | 6,683 | 4,084 |
| | 1987 | 84,668 | 16,862 | 15,565 | 10,080 | 5,082 | | 5,440 | 583 | 583 | 21,757 | 2,698 | 5,426 | 3,301 |
| Whitfield | 1990 | 633,990 | 130,556 | 128,700 | 50,928 | 92,445 | 89,175 | 20,675 | 64,002 | 54,774 | 140,886 | 40,613 | 17,239 | 19,049 |
| | 1987 | 558,122 | 110,710 | 109,136 | 43,621 | 74,438 | 71,806 | 20,839 | 62,357 | 53,367 | 132,660 | 37,539 | 15,779 | 15,096 |
| Wilcox | 1990 | 13,438 | 6,693 | 6,305 | 358 | 1,381 | | 198 | 645 | 214 | 339 | 946 | 62 | 1,251 |
| | 1987 | 11,475 | 5,134 | 4,836 | 302 | 1,237 | | 223 | 645 | 215 | 623 | 898 | 87 | 1,072 |
| Wilkes | 1990 | 62,605 | 14,240 | 13,753 | 2,995 | 3,692 | 2,753 | 2,203 | 1,434 | 1,222 | 15,369 | 7,799 | 5,503 | 4,624 |
| | 1987 | 57,232 | 13,759 | 13,288 | 2,549 | 3,270 | 2,439 | 2,528 | 1,344 | 1,146 | 14,881 | 6,077 | 5,313 | 3,513 |
| Wilkinson | 1990 | 24,292 | 9,704 | 9,311 | 1,240 | 199 | | 56 | 136 | | 4,608 | 5,326 | 421 | 1,053 |
| | 1987 | 22,750 | 8,843 | 8,485 | 1,343 | 366 | | 101 | 170 | | 4,441 | 4,225 | 674 | 1,139 |
| Worth | 1990 | 66,266 | 23,141 | 22,442 | 3,272 | 3,041 | | 151 | 777 | 777 | 18,183 | 9,807 | 347 | 4,893 |
| | 1987 | 57,835 | 19,045 | 18,470 | 2,829 | 3,037 | | 279 | 698 | 698 | 18,480 | 6,865 | 637 | 3,710 |
| **TOTAL METRO COUNTIES** | **1990** | **34,192,717** | **5,886,370** | **5,683,500** | **3,718,492** | **4,571,712** | **3,769,714** | **1,664,179** | **1,777,137** | **1,013,267** | **7,398,151** | **2,438,800** | **2,005,676** | **1,193,809** |
| | 1987 | 30,041,087 | 5,206,448 | 5,026,691 | 3,201,514 | 3,873,555 | 3,201,738 | 1,456,345 | 1,604,329 | 915,595 | 7,186,598 | 2,091,193 | 1,861,794 | 914,014 |
| **TOTAL STATE** | **1990** | **46,748,222** | **9,019,220** | **8,700,166** | **4,682,582** | **5,808,796** | **4,708,406** | **2,127,225** | **2,301,637** | **1,376,475** | **9,961,563** | **3,636,562** | **2,752,914** | **1,827,882** |
| | 1987 | 41,167,671 | 7,924,115 | 7,643,943 | 4,058,518 | 4,920,272 | 3,986,529 | 1,909,074 | 2,102,787 | 1,261,087 | 9,688,545 | 3,061,883 | 2,585,127 | 1,414,469 |
| **HAWAII** | | | | | | | | | | | | | | |
| **HONOLULU** | **1990** | **8,377,087** | **1,380,783** | **1,245,661** | **1,446,405** | **1,364,410** | **1,082,520** | **660,860** | **306,149** | **166,287** | **1,160,872** | **473,322** | **234,307** | **510,888** |
| | 1987 | 6,207,678 | 1,029,473 | 928,730 | 1,044,352 | 1,127,223 | 894,336 | 440,450 | 215,660 | 117,138 | 962,164 | 297,953 | 156,263 | 349,138 |
| Honolulu | 1990 | 8,377,087 | 1,380,783 | 1,245,661 | 1,446,405 | 1,364,410 | 1,082,520 | 660,860 | 306,149 | 166,287 | 1,160,872 | 473,322 | 234,307 | 510,888 |
| | 1987 | 6,207,678 | 1,029,473 | 928,730 | 1,044,352 | 1,127,223 | 894,336 | 440,450 | 215,660 | 117,138 | 962,164 | 297,953 | 156,263 | 349,138 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Hawaii | 1990 | 1,010,849 | 305,296 | 291,446 | 122,083 | 51,412 | 43,565 | 64,224 | 46,195 | 24,491 | 155,920 | 90,764 | 20,315 | 50,690 |
| | 1987 | 746,763 | 223,873 | 213,717 | 84,586 | 47,589 | 40,326 | 42,655 | 32,443 | 17,201 | 132,756 | 57,465 | 22,128 | 33,995 |
| Honolulu | 1990 | 8,377,087 | 1,380,783 | 1,245,661 | 1,446,405 | 1,364,410 | 1,082,520 | 660,860 | 306,149 | 166,287 | 1,160,872 | 473,322 | 234,307 | 510,888 |
| | 1987 | 6,207,678 | 1,029,473 | 928,730 | 1,044,352 | 1,127,223 | 894,336 | 440,450 | 215,660 | 117,138 | 962,164 | 297,953 | 156,263 | 349,138 |
| Kauai | 1990 | 512,842 | 150,237 | 142,669 | 98,073 | 23,971 | 16,236 | 35,729 | 17,715 | 12,127 | 45,784 | 34,385 | 27,544 | 32,601 |
| | 1987 | 372,858 | 113,856 | 108,121 | 67,723 | 20,868 | 14,135 | 23,968 | 12,407 | 8,494 | 39,764 | 21,401 | 19,934 | 21,601 |
| Maui | 1990 | 1,302,735 | 300,636 | 284,397 | 246,825 | 62,182 | 48,271 | 131,537 | 43,260 | 29,773 | 113,003 | 93,040 | 56,437 | 80,958 |
| | 1987 | 940,137 | 231,518 | 219,012 | 169,441 | 62,095 | 48,204 | 87,827 | 32,912 | 22,652 | 96,878 | 57,566 | 36,994 | 48,520 |
| **TOTAL METRO COUNTIES** | **1990** | **8,377,087** | **1,380,783** | **1,245,661** | **1,446,405** | **1,364,410** | **1,082,520** | **660,860** | **306,149** | **166,287** | **1,160,872** | **473,322** | **234,307** | **510,888** |
| | 1987 | 6,207,678 | 1,029,473 | 928,730 | 1,044,352 | 1,127,223 | 894,336 | 440,450 | 215,660 | 117,138 | 962,164 | 297,953 | 156,263 | 349,138 |
| **TOTAL STATE** | **1990** | **11,203,513** | **2,136,952** | **1,964,173** | **1,913,386** | **1,501,975** | **1,190,592** | **892,350** | **413,319** | **232,678** | **1,475,579** | **691,511** | **338,603** | **675,137** |
| | 1987 | 8,267,436 | 1,598,720 | 1,469,580 | 1,366,102 | 1,257,775 | 997,001 | 594,900 | 293,422 | 165,485 | 1,231,562 | 434,385 | 235,319 | 453,254 |
| **IDAHO** | | | | | | | | | | | | | | |
| **BOISE** | **1990** | **1,479,895** | **331,776** | **321,465** | **152,519** | **178,106** | **137,513** | **61,572** | **78,207** | **39,515** | **311,040** | **107,492** | **83,676** | **35,752** |
| | 1987 | 1,217,336 | 266,500 | 258,218 | 132,547 | 133,626 | 103,171 | 51,348 | 71,376 | 36,064 | 269,743 | 93,305 | 63,356 | 30,113 |
| Ada | 1990 | 1,479,895 | 331,776 | 321,465 | 152,519 | 178,106 | 137,513 | 61,572 | 78,207 | 39,515 | 311,040 | 107,492 | 83,676 | 35,752 |
| | 1987 | 1,217,336 | 266,500 | 258,218 | 132,547 | 133,626 | 103,171 | 51,348 | 71,376 | 36,064 | 269,743 | 93,305 | 63,356 | 30,113 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Ada | 1990 | 1,479,895 | 331,776 | 321,465 | 152,519 | 178,106 | 137,513 | 61,572 | 78,207 | 39,515 | 311,040 | 107,492 | 83,676 | 35,752 |
| | 1987 | 1,217,336 | 266,500 | 258,218 | 132,547 | 133,626 | 103,171 | 51,348 | 71,376 | 36,064 | 269,743 | 93,305 | 63,356 | 30,113 |
| Adams | 1990 | 8,257 | 2,741 | 2,640 | 1,464 | | | 210 | 48 | | 725 | 1,033 | 1,445 | 234 |
| | 1987 | 7,089 | 2,328 | 2,242 | 993 | | | 183 | 65 | | 669 | 1,145 | 1,081 | 166 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1990<br>U.S. CENSUS 1987<br>METRO AREA<br>County | Year | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls & Hardware Dealers | Drugstores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Total Retail Sales ($000) | Total ($000) | Supermarkets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **IDAHO (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Bannock | 1990 | 451,236 | 96,877 | 93,066 | 41,036 | 59,065 | 57,177 | 21,414 | 26,132 | 14,732 | 113,718 | 33,232 | 15,235 | 12,557 |
| | 1987 | 388,191 | 80,987 | 77,801 | 36,179 | 50,651 | 49,033 | 15,775 | 19,756 | 11,138 | 101,055 | 29,948 | 15,348 | 10,994 |
| Bear Lake | 1990 | 21,064 | 4,280 | 4,156 | 905 | 1,619 | | 121 | 389 | 109 | 4,178 | 6,330 | 293 | 310 |
| | 1987 | 20,166 | 4,680 | 4,544 | 931 | 1,465 | | 114 | 457 | 129 | 3,979 | 5,636 | 546 | 251 |
| Benewah | 1990 | 38,445 | 13,706 | 13,398 | 2,490 | | | 1,779 | 354 | 354 | 9,030 | 4,720 | 1,314 | 1,681 |
| | 1987 | 31,691 | 11,219 | 10,967 | 2,111 | | | 1,301 | 269 | 269 | 8,134 | 3,759 | 1,156 | 1,390 |
| Bingham | 1990 | 143,136 | 54,334 | 52,758 | 7,442 | 5,833 | | 1,811 | 5,934 | 4,135 | 28,660 | 10,077 | 7,740 | 10,770 |
| | 1987 | 119,032 | 42,857 | 41,614 | 6,632 | 5,080 | | 1,361 | 4,465 | 3,112 | 27,141 | 8,624 | 6,464 | 7,605 |
| Blaine | 1990 | 125,798 | 27,726 | 27,521 | 21,444 | 406 | | 12,857 | 9,566 | 8,842 | 12,594 | 1,468 | 10,500 | 9,621 |
| | 1987 | 104,997 | 24,435 | 24,254 | 18,710 | 345 | | 9,062 | 6,994 | 6,465 | 11,073 | 2,387 | 9,230 | 6,602 |
| Boise | 1990 | 5,349 | 2,005 | 1,918 | 2,374 | 201 | | | 27 | | 132 | 37 | 304 | |
| | 1987 | 4,298 | 1,568 | 1,500 | 1,663 | 163 | | | 54 | | 156 | 47 | 352 | |
| Bonner | 1990 | 147,760 | 36,189 | 34,691 | 21,411 | 5,266 | | 7,436 | 5,373 | 3,456 | 26,863 | 11,925 | 13,693 | 6,729 |
| | 1987 | 123,866 | 31,706 | 30,394 | 16,679 | 4,349 | | 5,427 | 4,220 | 2,715 | 25,198 | 10,627 | 11,067 | 4,856 |
| Bonneville | 1990 | 583,143 | 114,668 | 109,509 | 48,404 | 91,555 | 80,399 | 30,668 | 35,011 | 19,763 | 108,574 | 31,534 | 40,786 | 11,311 |
| | 1987 | 489,587 | 96,647 | 92,299 | 40,667 | 73,638 | 64,666 | 22,257 | 26,356 | 14,878 | 101,080 | 29,173 | 33,369 | 9,530 |
| Boundary | 1990 | 35,515 | 10,303 | 9,794 | 2,372 | 1,025 | | 1,102 | 432 | 432 | 8,365 | 6,472 | 2,618 | 212 |
| | 1987 | 30,680 | 8,697 | 8,267 | 1,962 | 1,275 | | 935 | 331 | 331 | 7,272 | 6,029 | 2,114 | 190 |
| Butte | 1990 | 10,305 | 4,705 | 4,597 | 1,216 | | | 143 | 68 | | 384 | 2,200 | 39 | 247 |
| | 1987 | 9,248 | 3,480 | 3,400 | 1,078 | | | 288 | 96 | | 533 | 2,130 | 46 | 482 |
| Camas | 1990 | 542 | 273 | 248 | 107 | | | | | | 55 | | | |
| | 1987 | 605 | 254 | 231 | 176 | | | | | | 61 | | | |
| Canyon | 1990 | 542,465 | 97,651 | 94,867 | 41,318 | 80,320 | 69,203 | 20,984 | 23,410 | 17,089 | 156,029 | 49,480 | 33,944 | 10,501 |
| | 1987 | 465,939 | 86,763 | 84,289 | 34,287 | 66,778 | 57,536 | 15,322 | 17,730 | 12,943 | 139,781 | 41,615 | 29,972 | 8,778 |
| Caribou | 1990 | 20,340 | 8,922 | 8,724 | 1,237 | 331 | | 246 | 175 | 175 | 4,463 | 2,026 | 969 | 1,345 |
| | 1987 | 20,102 | 7,672 | 7,502 | 1,282 | 439 | | 452 | 355 | 355 | 4,858 | 2,239 | 1,141 | 970 |
| Cassia | 1990 | 122,807 | 34,748 | 34,356 | 8,493 | 7,683 | 5,360 | 8,484 | 7,424 | 4,701 | 29,550 | 7,677 | 7,780 | 3,953 |
| | 1987 | 111,964 | 29,239 | 28,909 | 7,962 | 6,835 | 4,769 | 6,483 | 5,852 | 3,706 | 29,818 | 8,101 | 7,206 | 3,797 |
| Clark | 1990 | 1,300 | | | 232 | 260 | | | | | | 737 | | |
| | 1987 | 1,237 | | | 257 | 201 | | | | | | 654 | | |
| Clearwater | 1990 | 39,294 | 14,195 | 13,874 | 3,121 | 718 | | 875 | 199 | | 9,930 | 1,175 | 2,690 | 2,168 |
| | 1987 | 34,386 | 12,363 | 12,083 | 3,417 | 727 | | 634 | 245 | | 8,923 | 950 | 2,501 | 1,530 |
| Custer | 1990 | 13,798 | 3,167 | 3,034 | 753 | | | 509 | 114 | | 417 | 5,352 | 510 | 267 |
| | 1987 | 13,150 | 3,101 | 2,971 | 812 | | | 476 | 198 | | 406 | 4,870 | 942 | 274 |
| Elmore | 1990 | 79,186 | 7,037 | 6,758 | 6,070 | 1,872 | | 3,571 | 1,881 | 1,660 | 17,111 | 27,708 | 6,214 | 2,001 |
| | 1987 | 68,913 | 9,015 | 8,657 | 5,095 | 1,860 | | 2,591 | 1,416 | 1,250 | 15,275 | 22,462 | 4,620 | 1,521 |
| Franklin | 1990 | 36,002 | 9,612 | 9,320 | 1,810 | 1,169 | | 265 | 563 | 563 | 9,762 | 2,990 | 3,565 | 2,135 |
| | 1987 | 30,605 | 7,625 | 7,393 | 1,626 | 1,354 | | 265 | 1,131 | 1,131 | 8,185 | 2,599 | 3,141 | 1,526 |
| Fremont | 1990 | 27,257 | 5,689 | 5,475 | 2,630 | 256 | | 160 | 93 | | 5,009 | 7,170 | 3,461 | 857 |
| | 1987 | 24,480 | 5,486 | 5,280 | 2,236 | 439 | | 155 | 110 | | 4,561 | 6,314 | 2,813 | 613 |
| Gem | 1990 | 34,992 | 14,104 | 13,827 | 1,393 | 535 | | 176 | 1,428 | 951 | 9,479 | 2,536 | 2,452 | 1,606 |
| | 1987 | 31,306 | 12,086 | 11,849 | 1,389 | 867 | | 167 | 1,156 | 771 | 8,477 | 1,973 | 2,792 | 1,150 |
| Gooding | 1990 | 38,057 | 10,425 | 10,039 | 2,388 | 992 | | 1,108 | 2,408 | 2,408 | 4,491 | 9,255 | 3,854 | 2,001 |
| | 1987 | 34,464 | 8,910 | 8,580 | 2,427 | 1,069 | | 1,116 | 2,014 | 2,014 | 4,622 | 8,523 | 3,166 | 1,488 |
| Idaho | 1990 | 49,988 | 15,030 | 14,578 | 8,391 | 1,230 | | 776 | 1,755 | 1,394 | 4,554 | 4,819 | 3,863 | 2,228 |
| | 1987 | 42,507 | 12,836 | 12,450 | 6,876 | 1,426 | | 811 | 1,452 | 1,154 | 4,379 | 4,315 | 3,248 | 1,794 |
| Jefferson | 1990 | 34,642 | 7,720 | 7,565 | 2,268 | 736 | | 587 | 329 | 329 | 6,718 | 10,171 | 2,591 | 1,727 |
| | 1987 | 31,371 | 9,189 | 9,005 | 1,779 | 633 | | 489 | 446 | 446 | 5,931 | 8,233 | 1,829 | 1,392 |
| Jerome | 1990 | 55,331 | 16,184 | 15,508 | 4,805 | 836 | | 524 | 576 | 263 | 9,421 | 12,124 | 2,333 | 956 |
| | 1987 | 47,921 | 14,095 | 13,506 | 4,010 | 1,525 | | 388 | 762 | 349 | 8,210 | 10,350 | 2,006 | 703 |
| Kootenai | 1990 | 476,425 | 126,015 | 122,177 | 45,652 | 26,688 | 20,189 | 16,452 | 16,351 | 11,423 | 127,952 | 31,529 | 30,457 | 17,700 |
| | 1987 | 385,747 | 98,673 | 95,668 | 37,598 | 22,597 | 17,095 | 12,004 | 12,376 | 8,647 | 106,841 | 28,872 | 25,023 | 12,605 |
| Latah | 1990 | 183,065 | 43,062 | 42,227 | 17,677 | 19,642 | 12,698 | 11,881 | 11,654 | 6,935 | 28,631 | 12,378 | 7,226 | 12,458 |
| | 1987 | 155,292 | 35,798 | 35,104 | 14,793 | 18,036 | 11,660 | 8,595 | 8,745 | 5,205 | 28,150 | 10,314 | 7,066 | 8,776 |
| Lemhi | 1990 | 30,157 | 5,029 | 4,861 | 2,563 | 1,472 | | 1,474 | 799 | 697 | 6,751 | 3,001 | 2,053 | 1,810 |
| | 1987 | 27,289 | 4,577 | 4,424 | 2,367 | 1,389 | | 1,527 | 731 | 639 | 6,246 | 3,069 | 1,928 | 1,282 |
| Lewis | 1990 | 9,388 | 3,902 | 3,836 | 884 | | | 173 | 74 | | 216 | 264 | 1,692 | 99 |
| | 1987 | 9,092 | 3,708 | 3,645 | 875 | | | 337 | 79 | | 236 | 366 | 1,598 | 90 |
| Lincoln | 1990 | 4,612 | 2,315 | 2,119 | 1,022 | | | 48 | 59 | | 264 | 590 | | 93 |
| | 1987 | 4,919 | 2,028 | 1,856 | 889 | | | 51 | 89 | | 301 | 947 | | 188 |
| Madison | 1990 | 111,096 | 27,760 | 27,357 | 6,956 | 9,792 | 8,568 | 5,031 | 4,854 | 1,475 | 31,004 | 9,348 | 7,679 | 1,327 |
| | 1987 | 96,307 | 23,007 | 22,673 | 5,962 | 8,613 | 7,537 | 4,472 | 3,957 | 1,203 | 26,420 | 8,934 | 6,579 | 2,504 |
| Minidoka | 1990 | 73,970 | 12,661 | 12,343 | 6,501 | 1,331 | | 2,132 | 1,132 | 351 | 14,011 | 10,711 | 12,526 | 2,423 |
| | 1987 | 61,387 | 12,439 | 12,127 | 5,136 | 1,278 | | 1,545 | 1,049 | 326 | 13,219 | 9,342 | 8,582 | 1,710 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1990
U.S. CENSUS 1987

| METRO AREA County | Year | Total Retail Sales ($000) | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **IDAHO (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Nez Perce | 1990 | 284,657 | 65,242 | 64,308 | 25,426 | 32,697 | 22,079 | 12,211 | 14,116 | 6,296 | 66,470 | 13,846 | 16,286 | 15,739 |
| | 1987 | 254,544 | 56,807 | 55,994 | 23,601 | 31,034 | 20,957 | 8,988 | 11,164 | 4,980 | 64,384 | 13,439 | 13,360 | 11,903 |
| Oneida | 1990 | 12,146 | 3,438 | 3,352 | 936 | 611 | | 70 | 150 | 150 | 3,917 | 1,391 | 159 | |
| | 1987 | 10,788 | 2,674 | 2,607 | 765 | 587 | | 89 | 193 | 193 | 3,499 | 1,433 | 296 | |
| Owyhee | 1990 | 23,332 | 9,525 | 9,286 | 1,330 | | | 477 | 293 | | 1,264 | 5,365 | 4,260 | |
| | 1987 | 19,823 | 7,879 | 7,681 | 1,090 | | | 351 | 353 | | 1,041 | 4,803 | 3,323 | |
| Payette | 1990 | 41,222 | 15,484 | 15,096 | 3,492 | 152 | | 395 | 1,531 | 903 | 8,684 | 6,414 | 2,422 | 711 |
| | 1987 | 36,324 | 12,905 | 12,582 | 2,985 | 179 | | 401 | 1,741 | 1,028 | 8,305 | 5,116 | 2,319 | 599 |
| Power | 1990 | 25,028 | 8,978 | 8,732 | 1,918 | 3,133 | | 134 | 61 | | 301 | 8,090 | 783 | 942 |
| | 1987 | 19,844 | 6,923 | 6,733 | 1,993 | 2,150 | | 140 | 122 | | 403 | 6,059 | 730 | 670 |
| Shoshone | 1990 | 74,204 | 21,397 | 20,937 | 5,036 | 678 | | 2,198 | 961 | 557 | 14,799 | 16,338 | 6,133 | 3,721 |
| | 1987 | 66,064 | 19,388 | 18,971 | 4,469 | 502 | | 1,819 | 980 | 569 | 12,801 | 15,123 | 5,232 | 2,665 |
| Teton | 1990 | 15,762 | 6,024 | 5,760 | 1,271 | 238 | | 167 | 595 | | 1,192 | 2,399 | 1,592 | 526 |
| | 1987 | 13,145 | 4,063 | 3,885 | 931 | 428 | | 216 | 616 | | 863 | 3,125 | 1,154 | 373 |
| Twin Falls | 1990 | 441,332 | 66,947 | 65,879 | 32,492 | 49,959 | 34,830 | 29,288 | 26,106 | 9,695 | 128,285 | 25,070 | 30,766 | 15,453 |
| | 1987 | 369,436 | 60,152 | 59,192 | 27,943 | 42,154 | 29,389 | 21,246 | 19,645 | 7,296 | 109,592 | 22,713 | 24,711 | 12,098 |
| Valley | 1990 | 36,193 | 9,337 | 8,936 | 5,083 | 1,310 | | 1,105 | 944 | 944 | 2,725 | 2,970 | 5,095 | 2,550 |
| | 1987 | 31,542 | 8,257 | 7,902 | 4,481 | 1,209 | | 786 | 898 | 898 | 2,506 | 2,637 | 4,397 | 1,768 |
| Washington | 1990 | 15,722 | 3,814 | 3,726 | 2,193 | 1,557 | | 572 | 465 | | 3,525 | 1,441 | 1,260 | 250 |
| | 1987 | 15,633 | 3,989 | 3,897 | 2,053 | 1,569 | | 495 | 414 | | 3,590 | 1,276 | 1,303 | 204 |
| **TOTAL METRO COUNTIES** | **1990** | **1,479,895** | **331,776** | **321,465** | **152,519** | **178,106** | **137,513** | **61,572** | **78,207** | **39,515** | **311,040** | **107,492** | **83,676** | **35,752** |
| | 1987 | 1,217,336 | 266,500 | 258,218 | 132,547 | 133,626 | 103,171 | 51,348 | 71,376 | 36,064 | 269,743 | 93,305 | 63,356 | 30,113 |
| **TOTAL STATE** | **1990** | **6,004,215** | **1,374,997** | **1,334,618** | **548,525** | **589,274** | **448,016** | **261,186** | **282,041** | **160,297** | **1,331,243** | **510,885** | **382,258** | **196,971** |
| | 1987 | 5,082,307 | 1,157,005 | 1,123,146 | 471,714 | 486,470 | 365,813 | 200,462 | 230,458 | 130,204 | 1,187,917 | 453,576 | 317,107 | 155,150 |
| **ILLINOIS** | | | | | | | | | | | | | | |
| **AURORA - ELGIN** | **1990** | **2,723,720** | **491,160** | **471,269** | **225,896** | **317,865** | **263,869** | **182,384** | **160,876** | **83,156** | **531,618** | **178,244** | **279,191** | **113,110** |
| | 1987 | 2,231,980 | 419,205 | 402,282 | 203,964 | 261,184 | 217,273 | 137,489 | 122,759 | 63,538 | 440,195 | 142,317 | 206,232 | 97,045 |
| Kane | 1990 | 2,600,479 | 464,620 | 444,784 | 214,142 | 307,771 | 263,869 | 177,694 | 153,693 | 76,856 | 516,757 | 164,930 | 257,336 | 111,740 |
| | 1987 | 2,128,223 | 395,229 | 378,356 | 193,605 | 253,422 | 217,273 | 133,931 | 117,059 | 58,538 | 425,085 | 132,456 | 190,461 | 95,093 |
| Kendall | 1990 | 123,241 | 26,540 | 26,485 | 11,754 | 10,094 | | 4,690 | 7,183 | 6,300 | 14,861 | 13,314 | 21,855 | 1,370 |
| | 1987 | 103,757 | 23,976 | 23,926 | 10,359 | 7,762 | | 3,558 | 5,700 | 5,000 | 15,110 | 9,861 | 15,771 | 1,952 |
| **BLOOMINGTON - NORMAL** | **1990** | **1,036,848** | **146,265** | **138,832** | **111,996** | **147,881** | **116,412** | **39,508** | **52,734** | **24,973** | **216,249** | **123,933** | **65,213** | **42,009** |
| | 1987 | 849,695 | 132,871 | 126,119 | 95,220 | 117,000 | 92,103 | 35,295 | 42,942 | 20,336 | 186,016 | 83,907 | 51,970 | 33,046 |
| McLean | 1990 | 1,036,848 | 146,265 | 138,832 | 111,996 | 147,881 | 116,412 | 39,508 | 52,734 | 24,973 | 216,249 | 123,933 | 65,213 | 42,009 |
| | 1987 | 849,695 | 132,871 | 126,119 | 95,220 | 117,000 | 92,103 | 35,295 | 42,942 | 20,336 | 186,016 | 83,907 | 51,970 | 33,046 |
| **CHAMPAIGN - URBANA - RANTOUL** | **1990** | **1,340,720** | **218,076** | **208,336** | **152,441** | **199,858** | **160,122** | **67,975** | **62,336** | **29,075** | **193,922** | **96,909** | **81,799** | **41,895** |
| | 1987 | 1,137,043 | 191,648 | 183,088 | 140,413 | 161,808 | 129,638 | 54,727 | 51,703 | 24,116 | 183,306 | 75,569 | 66,216 | 36,159 |
| Champaign | 1990 | 1,340,720 | 218,076 | 208,336 | 152,441 | 199,858 | 160,122 | 67,975 | 62,336 | 29,075 | 193,922 | 96,909 | 81,799 | 41,895 |
| | 1987 | 1,137,043 | 191,648 | 183,088 | 140,413 | 161,808 | 129,638 | 54,727 | 51,703 | 24,116 | 183,306 | 75,569 | 66,216 | 36,159 |
| **CHICAGO** | **1990** | **47,560,664** | **7,938,161** | **7,246,682** | **5,008,286** | **5,336,987** | **4,593,932** | **3,605,018** | **2,866,922** | **1,659,863** | **9,012,166** | **2,997,459** | **1,959,994** | **2,509,915** |
| | 1987 | 39,595,066 | 6,843,024 | 6,247,761 | 4,364,268 | 4,368,085 | 3,759,178 | 2,928,911 | 2,321,834 | 1,343,396 | 7,849,163 | 2,163,731 | 1,561,713 | 2,044,340 |
| Cook | 1990 | 37,683,384 | 6,662,875 | 6,050,264 | 4,173,133 | 4,256,715 | 3,631,373 | 2,986,408 | 2,323,181 | 1,317,845 | 7,001,912 | 2,314,023 | 1,430,009 | 2,120,633 |
| | 1987 | 31,572,073 | 5,716,647 | 5,191,035 | 3,675,507 | 3,499,848 | 2,985,701 | 2,436,499 | 1,895,710 | 1,075,359 | 6,095,090 | 1,676,947 | 1,139,305 | 1,732,593 |
| Du Page | 1990 | 8,779,512 | 1,079,266 | 1,012,010 | 741,184 | 989,749 | 879,014 | 591,537 | 501,758 | 316,429 | 1,710,591 | 572,091 | 413,287 | 328,397 |
| | 1987 | 7,131,697 | 950,787 | 891,538 | 608,190 | 799,886 | 710,394 | 468,255 | 393,223 | 247,983 | 1,505,505 | 411,581 | 333,262 | 264,612 |
| McHenry | 1990 | 1,097,768 | 196,020 | 184,408 | 93,969 | 90,523 | 83,545 | 27,073 | 41,983 | 25,589 | 299,663 | 111,345 | 116,698 | 60,885 |
| | 1987 | 891,296 | 175,590 | 165,188 | 80,571 | 68,351 | 63,083 | 24,157 | 32,901 | 20,054 | 248,568 | 75,203 | 89,146 | 47,135 |
| ***CHICAGO - GARY - LAKE COUNTY CONSOLIDATED AREA*** | ***1990*** | ***61,391,241*** | ***10,355,608*** | ***9,525,138*** | ***6,199,892*** | ***6,820,905*** | ***5,846,480*** | ***4,273,559*** | ***3,557,948*** | ***2,019,308*** | ***12,155,273*** | ***4,403,219*** | ***2,926,805*** | ***3,144,516*** |
| | *1987* | *51,322,556* | *8,994,645* | *8,274,620* | *5,467,665* | *5,617,833* | *4,814,535* | *3,486,135* | *2,874,909* | *1,634,662* | *10,628,111* | *3,180,377* | *2,321,995* | *2,584,273* |
| **DAVENPORT - ROCK ISLAND - MOLINE** | **1990** | **2,712,385** | **515,437** | **487,806** | **269,911** | **360,805** | **343,947** | **112,692** | **121,015** | **57,786** | **612,691** | **285,715** | **114,672** | **121,917** |
| | 1987 | 2,271,511 | 437,588 | 414,242 | 242,076 | 294,094 | 281,337 | 93,038 | 110,492 | 53,308 | 514,694 | 208,695 | 96,095 | 104,522 |
| Henry | 1990 | 295,012 | 53,733 | 51,917 | 26,275 | 36,939 | 26,787 | 7,366 | 12,326 | 10,300 | 77,768 | 46,684 | 11,587 | 11,218 |
| | 1987 | 249,529 | 49,218 | 47,555 | 24,480 | 26,101 | 18,928 | 7,838 | 10,601 | 8,859 | 67,472 | 31,422 | 10,688 | 9,775 |
| Rock Island | 1990 | 1,115,457 | 206,634 | 195,431 | 121,355 | 144,074 | 139,725 | 41,289 | 49,062 | 18,140 | 251,893 | 97,485 | 45,763 | 62,829 |
| | 1987 | 960,602 | 184,217 | 174,229 | 111,021 | 121,382 | 117,719 | 36,864 | 38,517 | 14,242 | 226,176 | 67,273 | 39,115 | 52,544 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1990<br>U.S. CENSUS 1987<br>METRO AREA<br>County | Year | Total Retail Sales ($000) | Food Stores |  | Eating & Drinking Places | General Merchandise Stores |  | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores |  | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **ILLINOIS (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **DAVENPORT - ROCK ISLAND - MOLINE (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| *Scott, Iowa* | *1990* | *1,301,916* | *255,070* | *240,458* | *122,281* | *179,792* | *177,435* | *64,037* | *59,627* | *29,346* | *283,030* | *141,546* | *57,322* | *47,870* |
|  | *1987* | *1,061,380* | *204,153* | *192,458* | *106,575* | *146,611* | *144,690* | *48,336* | *61,374* | *30,207* | *221,046* | *110,000* | *46,292* | *42,203* |
| **DECATUR** | **1990** | **900,491** | **144,620** | **138,389** | **85,362** | **150,811** | **128,497** | **33,660** | **35,954** | **16,145** | **208,450** | **62,445** | **64,710** | **42,800** |
|  | 1987 | 783,639 | 134,194 | 128,412 | 75,499 | 121,620 | 103,626 | 32,050 | 33,523 | 15,054 | 186,437 | 50,468 | 51,845 | 34,870 |
| Macon | 1990 | 900,491 | 144,620 | 138,389 | 85,362 | 150,811 | 128,497 | 33,660 | 35,954 | 16,145 | 208,450 | 62,445 | 64,710 | 42,800 |
|  | 1987 | 783,639 | 134,194 | 128,412 | 75,499 | 121,620 | 103,626 | 32,050 | 33,523 | 15,054 | 186,437 | 50,468 | 51,845 | 34,870 |
| **JOLIET** | **1990** | **2,192,790** | **377,172** | **360,307** | **176,264** | **212,270** | **196,599** | **59,938** | **97,219** | **47,046** | **539,900** | **270,558** | **197,619** | **112,593** |
|  | 1987 | 1,820,796 | 335,205 | 320,232 | 161,449 | 173,647 | 160,971 | 56,807 | 73,646 | 35,909 | 458,788 | 198,685 | 147,899 | 91,071 |
| Grundy | 1990 | 184,901 | 32,279 | 31,246 | 19,676 | 20,089 | 14,363 | 3,592 | 4,684 | 4,414 | 38,128 | 29,381 | 10,757 | 6,772 |
|  | 1987 | 155,709 | 29,829 | 28,874 | 17,622 | 15,825 | 11,315 | 3,211 | 4,107 | 3,871 | 34,371 | 19,974 | 9,389 | 6,156 |
| Will | 1990 | 2,007,889 | 344,893 | 329,061 | 156,588 | 192,181 | 182,236 | 56,346 | 92,535 | 42,632 | 501,772 | 241,177 | 186,862 | 105,821 |
|  | 1987 | 1,665,087 | 305,376 | 291,358 | 143,827 | 157,822 | 149,656 | 53,596 | 69,539 | 32,038 | 424,417 | 178,711 | 138,510 | 84,915 |
| **KANKAKEE** | **1990** | **651,968** | **122,182** | **116,624** | **52,600** | **85,701** | **68,978** | **15,491** | **21,690** | **12,089** | **172,156** | **58,047** | **41,504** | **32,426** |
|  | 1987 | 552,349 | 107,605 | 102,710 | 50,124 | 67,406 | 54,253 | 16,614 | 19,871 | 11,076 | 150,521 | 39,330 | 33,446 | 26,677 |
| Kankakee | 1990 | 651,968 | 122,182 | 116,624 | 52,600 | 85,701 | 68,978 | 15,491 | 21,690 | 12,089 | 172,156 | 58,047 | 41,504 | 32,426 |
|  | 1987 | 552,349 | 107,605 | 102,710 | 50,124 | 67,406 | 54,253 | 16,614 | 19,871 | 11,076 | 150,521 | 39,330 | 33,446 | 26,677 |
| **LAKE COUNTY** | **1990** | **4,500,210** | **701,416** | **659,161** | **376,717** | **440,449** | **364,097** | **225,816** | **261,966** | **122,759** | **1,244,137** | **309,943** | **279,387** | **181,003** |
|  | 1987 | 3,681,315 | 583,696 | 548,533 | 327,031 | 342,890 | 283,451 | 183,556 | 201,793 | 94,562 | 1,078,245 | 226,738 | 221,420 | 146,937 |
| Lake | 1990 | 4,500,210 | 701,416 | 659,161 | 376,717 | 440,449 | 364,097 | 225,816 | 261,966 | 122,759 | 1,244,137 | 309,943 | 279,387 | 181,003 |
|  | 1987 | 3,681,315 | 583,696 | 548,533 | 327,031 | 342,890 | 283,451 | 183,556 | 201,793 | 94,562 | 1,078,245 | 226,738 | 221,420 | 146,937 |
| **PEORIA** | **1990** | **2,522,675** | **427,372** | **404,281** | **216,820** | **347,235** | **294,267** | **91,327** | **104,622** | **64,010** | **613,049** | **206,592** | **134,966** | **92,372** |
|  | 1987 | 2,141,084 | 389,681 | 368,646 | 194,648 | 281,987 | 238,834 | 81,603 | 92,896 | 56,812 | 531,389 | 153,591 | 108,119 | 74,478 |
| Peoria | 1990 | 1,490,930 | 229,697 | 216,563 | 138,020 | 231,856 | 193,807 | 74,731 | 70,939 | 43,417 | 256,651 | 103,889 | 95,230 | 61,217 |
|  | 1987 | 1,269,371 | 207,587 | 195,717 | 124,943 | 196,408 | 164,177 | 62,554 | 63,956 | 39,144 | 227,785 | 81,131 | 74,605 | 48,617 |
| Tazewell | 1990 | 874,672 | 176,612 | 167,592 | 67,480 | 112,620 | 100,460 | 16,074 | 28,089 | 16,647 | 283,633 | 74,597 | 31,668 | 27,779 |
|  | 1987 | 738,244 | 161,550 | 153,299 | 59,896 | 83,693 | 74,657 | 18,121 | 24,366 | 14,441 | 241,413 | 53,636 | 26,307 | 23,281 |
| Woodford | 1990 | 157,073 | 21,063 | 20,126 | 11,320 | 2,759 |  | 522 | 5,594 | 3,946 | 72,765 | 28,106 | 8,068 | 3,376 |
|  | 1987 | 133,469 | 20,544 | 19,630 | 9,809 | 1,886 |  | 928 | 4,574 | 3,227 | 62,191 | 18,824 | 7,207 | 2,580 |
| **ROCKFORD** | **1990** | **2,121,169** | **394,230** | **373,239** | **190,341** | **313,019** | **284,925** | **87,143** | **117,155** | **62,124** | **400,684** | **211,414** | **166,238** | **69,877** |
|  | 1987 | 1,779,748 | 351,929 | 333,143 | 171,536 | 248,159 | 225,858 | 72,900 | 99,727 | 53,024 | 363,227 | 148,088 | 126,842 | 57,032 |
| Boone | 1990 | 174,651 | 40,990 | 39,661 | 19,764 | 14,579 | 11,942 | 1,200 | 5,240 | 1,250 | 54,926 | 19,791 | 6,520 | 4,701 |
|  | 1987 | 144,879 | 34,545 | 33,425 | 16,242 | 11,867 | 9,721 | 1,107 | 4,000 | 955 | 47,697 | 14,480 | 5,724 | 3,809 |
| Winnebago | 1990 | 1,946,518 | 353,240 | 333,578 | 170,577 | 298,440 | 272,983 | 85,943 | 111,915 | 60,874 | 345,758 | 191,623 | 159,718 | 65,176 |
|  | 1987 | 1,634,869 | 317,384 | 299,718 | 155,294 | 236,292 | 216,137 | 71,793 | 95,727 | 52,069 | 315,530 | 133,608 | 121,118 | 53,223 |
| **SPRINGFIELD** | **1990** | **1,539,902** | **249,348** | **236,341** | **157,599** | **264,814** | **214,464** | **53,114** | **70,911** | **34,434** | **290,077** | **129,925** | **115,526** | **63,540** |
|  | 1987 | 1,289,997 | 227,486 | 215,617 | 139,437 | 203,633 | 165,122 | 50,439 | 59,835 | 29,022 | 249,613 | 94,455 | 89,954 | 57,078 |
| Menard | 1990 | 37,139 | 12,674 | 12,074 | 1,579 | 3,278 |  | 500 | 939 | 720 | 7,600 | 7,179 | 422 | 1,420 |
|  | 1987 | 31,288 | 11,189 | 10,659 | 1,511 | 2,270 |  | 556 | 669 | 514 | 6,886 | 4,868 | 524 | 1,436 |
| Sangamon | 1990 | 1,502,763 | 236,674 | 224,267 | 156,020 | 261,536 | 214,464 | 52,614 | 69,972 | 33,714 | 282,477 | 122,746 | 115,104 | 62,120 |
|  | 1987 | 1,258,709 | 216,297 | 204,958 | 137,926 | 201,363 | 165,122 | 49,883 | 59,166 | 28,508 | 242,727 | 89,587 | 89,430 | 55,642 |
| **ALL COUNTIES** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Adams | 1990 | 453,294 | 98,264 | 92,412 | 39,406 | 78,985 | 61,337 | 27,404 | 21,929 | 9,832 | 89,946 | 33,443 | 21,357 | 17,309 |
|  | 1987 | 394,773 | 84,127 | 79,117 | 36,378 | 65,226 | 50,653 | 23,622 | 18,678 | 8,375 | 87,642 | 22,563 | 17,952 | 15,105 |
| Alexander | 1990 | 47,839 | 15,288 | 14,767 | 4,380 | 2,264 |  | 357 | 1,413 | 1,413 | 14,040 | 4,689 | 1,347 | 1,515 |
|  | 1987 | 42,830 | 12,505 | 12,079 | 4,228 | 2,450 |  | 346 | 1,257 | 1,257 | 12,129 | 4,199 | 1,468 | 1,375 |
| Bond | 1990 | 56,119 | 11,365 | 10,976 | 5,441 | 1,698 |  | 1,784 | 1,419 | 1,180 | 12,799 | 11,163 | 2,492 | 4,376 |
|  | 1987 | 50,113 | 10,555 | 10,194 | 5,035 | 1,566 |  | 1,746 | 1,244 | 1,035 | 12,209 | 8,940 | 2,503 | 3,483 |
| Boone | 1990 | 174,651 | 40,990 | 39,661 | 19,764 | 14,579 | 11,942 | 1,200 | 5,240 | 1,250 | 54,926 | 19,791 | 6,520 | 4,701 |
|  | 1987 | 144,879 | 34,545 | 33,425 | 16,242 | 11,867 | 9,721 | 1,107 | 4,000 | 955 | 47,697 | 14,480 | 5,724 | 3,809 |
| Brown | 1990 | 12,425 | 3,038 | 2,949 | 1,236 | 124 |  | 69 | 182 | 121 | 1,379 | 4,101 | 1,277 | 547 |
|  | 1987 | 11,103 | 2,996 | 2,908 | 1,148 | 215 |  | 118 | 231 | 155 | 1,534 | 2,645 | 1,157 | 586 |
| Bureau | 1990 | 159,425 | 32,431 | 31,357 | 12,684 | 14,928 | 13,632 | 7,392 | 5,548 | 2,448 | 33,559 | 28,121 | 9,907 | 3,155 |
|  | 1987 | 143,419 | 31,895 | 30,839 | 12,984 | 11,616 | 10,608 | 6,365 | 5,849 | 2,582 | 32,387 | 19,778 | 8,674 | 3,083 |
| Calhoun | 1990 | 19,362 | 2,927 | 2,796 | 3,869 | 96 |  | 90 | 136 |  | 7,424 | 980 | 1,679 | 354 |
|  | 1987 | 17,163 | 2,566 | 2,445 | 3,187 | 176 |  | 165 | 174 |  | 6,609 | 767 | 1,632 | 447 |
| Carroll | 1990 | 66,071 | 18,415 | 17,812 | 8,085 | 1,354 |  | 642 | 1,550 | 878 | 12,821 | 11,719 | 4,470 | 3,009 |
|  | 1987 | 58,003 | 17,094 | 16,536 | 7,557 | 1,231 |  | 633 | 1,453 | 824 | 11,188 | 7,945 | 4,339 | 2,541 |
| Cass | 1990 | 53,055 | 19,046 | 18,465 | 2,971 | 1,595 |  | 317 | 1,939 | 949 | 10,220 | 9,005 | 2,459 | 2,768 |
|  | 1987 | 45,188 | 16,236 | 15,741 | 3,025 | 1,867 |  | 316 | 1,671 | 819 | 9,278 | 6,039 | 2,298 | 2,136 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1990
U.S. CENSUS 1987

**ILLINOIS (continued)**

**ALL COUNTIES (continued)**

| METRO AREA County | Year | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/Home Furnishings/Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls & Hardware Dealers | Drugstores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Total Retail Sales ($000) | Total ($000) | Supermarkets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| Champaign | 1990 | 1,340,720 | 218,076 | 208,336 | 152,441 | 199,858 | 160,122 | 67,975 | 62,336 | 29,075 | 193,922 | 96,909 | 81,799 | 41,895 |
| | 1987 | 1,137,043 | 191,648 | 183,088 | 140,413 | 161,808 | 129,638 | 54,727 | 51,703 | 24,116 | 183,306 | 75,569 | 66,216 | 36,159 |
| Christian | 1990 | 207,229 | 45,107 | 43,773 | 17,460 | 29,536 | 26,979 | 6,772 | 7,795 | 6,033 | 51,529 | 23,847 | 9,268 | 8,422 |
| | 1987 | 177,134 | 42,355 | 41,102 | 14,596 | 22,734 | 20,767 | 6,405 | 6,330 | 4,900 | 44,903 | 16,233 | 8,816 | 6,930 |
| Clark | 1990 | 74,082 | 15,195 | 14,668 | 8,067 | 7,646 | 6,211 | 951 | 661 | 424 | 13,705 | 12,296 | 3,758 | 2,658 |
| | 1987 | 61,883 | 14,296 | 13,800 | 6,616 | 5,284 | 4,293 | 979 | 830 | 534 | 11,746 | 9,287 | 3,326 | 2,242 |
| Clay | 1990 | 62,223 | 12,327 | 11,838 | 3,255 | 9,668 | 8,313 | 838 | 2,147 | 977 | 15,643 | 7,100 | 2,933 | 3,182 |
| | 1987 | 54,361 | 12,087 | 11,608 | 3,007 | 6,759 | 5,812 | 1,005 | 1,958 | 892 | 13,763 | 4,979 | 2,782 | 2,664 |
| ☐ Clinton | 1990 | 154,110 | 32,170 | 31,385 | 10,557 | 13,425 | 11,825 | 2,363 | 8,131 | 3,953 | 30,959 | 16,575 | 27,477 | 3,405 |
| | 1987 | 132,484 | 27,943 | 27,261 | 10,448 | 9,554 | 8,416 | 2,523 | 7,336 | 3,567 | 29,387 | 11,195 | 23,484 | 2,729 |
| Coles | 1990 | 376,934 | 46,552 | 43,931 | 36,678 | 68,545 | 46,435 | 14,068 | 13,502 | 7,302 | 94,194 | 44,424 | 22,923 | 17,849 |
| | 1987 | 321,106 | 47,001 | 44,355 | 33,445 | 52,547 | 35,598 | 12,848 | 12,498 | 6,760 | 82,984 | 30,100 | 17,577 | 15,151 |
| Cook | 1990 | 37,683,384 | 6,662,875 | 6,050,264 | 4,173,133 | 4,256,715 | 3,631,373 | 2,986,408 | 2,323,181 | 1,317,845 | 7,001,912 | 2,314,023 | 1,430,009 | 2,120,633 |
| | 1987 | 31,572,073 | 5,716,647 | 5,191,035 | 3,675,507 | 3,499,848 | 2,985,701 | 2,436,499 | 1,895,710 | 1,075,359 | 6,095,090 | 1,676,947 | 1,139,305 | 1,732,593 |
| Crawford | 1990 | 103,824 | 22,415 | 21,763 | 6,072 | 14,873 | 8,265 | 997 | 2,224 | 1,385 | 24,027 | 14,164 | 7,971 | 4,779 |
| | 1987 | 93,968 | 21,950 | 21,312 | 5,864 | 11,908 | 6,618 | 1,581 | 2,091 | 1,303 | 22,535 | 10,072 | 7,525 | 4,252 |
| Cumberland | 1990 | 35,100 | 9,044 | 8,676 | 1,071 | 395 | | 222 | 1,618 | 1,423 | 6,466 | 11,405 | 2,849 | 495 |
| | 1987 | 29,785 | 7,700 | 7,387 | 1,487 | 331 | | 234 | 1,346 | 1,185 | 6,430 | 7,622 | 2,654 | 566 |
| De Kalb | 1990 | 491,663 | 84,436 | 79,827 | 45,946 | 33,928 | 28,536 | 18,421 | 21,814 | 8,521 | 133,166 | 72,531 | 30,669 | 11,893 |
| | 1987 | 406,971 | 75,397 | 71,281 | 41,300 | 26,170 | 22,011 | 16,891 | 18,653 | 7,287 | 111,903 | 47,974 | 25,613 | 10,399 |
| De Witt | 1990 | 96,390 | 20,227 | 19,598 | 8,200 | 11,318 | 8,361 | 770 | 2,286 | 768 | 37,173 | 2,994 | 4,524 | 2,890 |
| | 1987 | 82,066 | 17,521 | 16,976 | 7,047 | 7,892 | 5,831 | 696 | 1,902 | 640 | 32,174 | 3,885 | 4,245 | 2,206 |
| Douglas | 1990 | 106,617 | 23,365 | 22,571 | 10,527 | 1,928 | | 8,622 | 4,327 | 3,952 | 16,485 | 25,991 | 8,641 | 2,376 |
| | 1987 | 92,206 | 22,197 | 21,443 | 8,987 | 1,751 | | 7,741 | 4,194 | 3,831 | 16,261 | 17,270 | 7,016 | 2,071 |
| Du Page | 1990 | 8,779,512 | 1,079,266 | 1,012,010 | 741,184 | 989,749 | 879,014 | 591,537 | 501,758 | 316,429 | 1,710,591 | 572,091 | 413,287 | 328,397 |
| | 1987 | 7,131,697 | 950,787 | 891,538 | 608,190 | 799,886 | 710,394 | 468,255 | 393,223 | 247,983 | 1,505,505 | 411,581 | 333,262 | 264,612 |
| Edgar | 1990 | 121,319 | 36,182 | 35,014 | 7,225 | 5,917 | 5,045 | 2,326 | 1,631 | 1,400 | 36,022 | 15,435 | 4,848 | 6,128 |
| | 1987 | 104,409 | 29,862 | 28,898 | 7,334 | 5,763 | 4,915 | 2,033 | 1,981 | 1,702 | 31,802 | 10,415 | 5,239 | 5,009 |
| Edwards | 1990 | 28,093 | 9,943 | 9,565 | 977 | 311 | | 304 | 1,245 | 452 | 3,019 | 5,250 | 2,149 | 707 |
| | 1987 | 26,424 | 10,390 | 9,995 | 1,033 | 353 | | 388 | 1,201 | 437 | 2,743 | 3,378 | 2,783 | 791 |
| Effingham | 1990 | 321,914 | 40,415 | 39,252 | 22,732 | 28,444 | 26,326 | 12,405 | 12,885 | 9,156 | 64,601 | 88,425 | 18,536 | 4,926 |
| | 1987 | 270,967 | 37,600 | 36,518 | 22,670 | 22,057 | 20,415 | 12,475 | 11,518 | 8,185 | 59,595 | 62,057 | 16,202 | 4,352 |
| Fayette | 1990 | 89,232 | 16,816 | 15,906 | 5,763 | 11,676 | 10,273 | 621 | 2,455 | 1,235 | 26,488 | 8,248 | 7,407 | 2,502 |
| | 1987 | 79,061 | 15,982 | 15,117 | 5,696 | 9,922 | 8,730 | 1,102 | 1,977 | 995 | 22,412 | 7,086 | 6,504 | 2,024 |
| Ford | 1990 | 76,329 | 14,390 | 13,927 | 7,594 | 4,739 | | 1,832 | 7,035 | 4,669 | 13,228 | 13,604 | 5,894 | 2,365 |
| | 1987 | 64,126 | 13,552 | 13,116 | 6,620 | 3,312 | | 1,696 | 4,803 | 3,188 | 11,775 | 9,129 | 5,821 | 2,036 |
| Franklin | 1990 | 239,544 | 50,700 | 49,438 | 19,630 | 31,063 | 28,467 | 6,670 | 5,886 | 2,090 | 61,148 | 24,206 | 10,447 | 11,516 |
| | 1987 | 204,483 | 46,643 | 45,482 | 18,003 | 23,709 | 21,728 | 6,602 | 5,764 | 2,047 | 52,639 | 17,426 | 9,453 | 9,707 |
| Fulton | 1990 | 199,237 | 71,325 | 69,232 | 13,930 | 15,152 | 8,683 | 6,716 | 5,168 | 3,650 | 32,375 | 25,968 | 8,196 | 9,840 |
| | 1987 | 172,465 | 59,580 | 57,832 | 13,981 | 12,473 | 7,148 | 7,028 | 5,071 | 3,582 | 30,892 | 17,540 | 8,253 | 8,426 |
| Gallatin | 1990 | 17,691 | 4,005 | 3,875 | 1,136 | 493 | | 794 | 850 | 774 | 4,422 | 3,019 | 1,128 | 917 |
| | 1987 | 16,120 | 3,983 | 3,854 | 1,089 | 404 | | 812 | 857 | 781 | 4,020 | 2,005 | 1,167 | 949 |
| Greene | 1990 | 45,532 | 15,102 | 14,964 | 4,068 | 1,180 | | 270 | 759 | 224 | 8,001 | 8,414 | 1,532 | 3,159 |
| | 1987 | 40,831 | 13,936 | 13,809 | 3,811 | 873 | | 439 | 787 | 233 | 7,976 | 5,625 | 1,950 | 2,652 |
| Grundy | 1990 | 184,901 | 32,279 | 31,246 | 19,676 | 20,089 | 14,363 | 3,592 | 4,684 | 4,414 | 38,128 | 29,381 | 10,757 | 6,772 |
| | 1987 | 155,709 | 29,829 | 28,874 | 17,622 | 15,825 | 11,315 | 3,211 | 4,107 | 3,871 | 34,371 | 19,974 | 9,389 | 6,156 |
| Hamilton | 1990 | 39,439 | 8,360 | 8,041 | 1,266 | 618 | | 760 | 770 | 645 | 14,196 | 6,136 | 3,004 | 2,554 |
| | 1987 | 32,671 | 6,812 | 6,552 | 1,140 | 1,102 | | 511 | 928 | 779 | 11,516 | 4,056 | 2,309 | 2,109 |
| Hancock | 1990 | 63,191 | 10,514 | 10,205 | 5,373 | 1,288 | | 1,246 | 1,624 | 1,121 | 23,318 | 5,681 | 5,002 | 2,567 |
| | 1987 | 56,687 | 10,500 | 10,191 | 4,926 | 1,014 | | 1,059 | 1,525 | 1,053 | 20,972 | 4,169 | 4,582 | 2,057 |
| Hardin | 1990 | 13,835 | 4,526 | 4,340 | 798 | 200 | | 178 | 346 | 206 | 3,269 | 2,780 | 901 | 517 |
| | 1987 | 11,249 | 3,789 | 3,633 | 741 | 198 | | 167 | 428 | 256 | 2,704 | 1,799 | 714 | 462 |
| Henderson | 1990 | 14,338 | 3,822 | 3,674 | 3,079 | | | 72 | 218 | | 921 | 2,024 | 2,291 | 256 |
| | 1987 | 13,861 | 3,568 | 3,430 | 3,010 | | | 78 | 270 | | 1,186 | 2,291 | 1,836 | 220 |
| Henry | 1990 | 295,012 | 53,733 | 51,917 | 26,275 | 36,939 | 26,787 | 7,366 | 12,326 | 10,300 | 77,768 | 46,684 | 11,587 | 11,218 |
| | 1987 | 249,529 | 49,218 | 47,555 | 24,480 | 26,101 | 18,928 | 7,838 | 10,601 | 8,859 | 67,472 | 31,422 | 10,688 | 9,775 |
| Iroquois | 1990 | 127,073 | 30,350 | 29,391 | 11,473 | 10,468 | 5,333 | 3,166 | 3,301 | 891 | 23,693 | 26,743 | 7,605 | 3,648 |
| | 1987 | 111,663 | 26,827 | 25,979 | 10,502 | 9,157 | 4,666 | 3,035 | 3,351 | 905 | 23,162 | 19,046 | 7,100 | 3,185 |
| Jackson | 1990 | 454,440 | 87,049 | 84,986 | 47,464 | 79,263 | 75,762 | 33,299 | 16,048 | 7,541 | 55,315 | 24,143 | 25,355 | 10,862 |
| | 1987 | 396,881 | 73,503 | 71,761 | 42,690 | 66,677 | 63,733 | 27,500 | 15,043 | 7,070 | 57,613 | 17,780 | 20,960 | 8,757 |
| Jasper | 1990 | 43,213 | 9,827 | 9,452 | 2,317 | 1,896 | | 1,270 | 1,747 | 601 | 12,870 | 2,571 | 6,467 | |
| | 1987 | 39,171 | 8,861 | 8,523 | 1,920 | 1,581 | | 982 | 1,459 | 503 | 12,182 | 2,974 | 5,656 | |
| Jefferson | 1990 | 291,692 | 39,091 | 37,917 | 24,952 | 52,013 | 41,026 | 9,520 | 13,794 | 7,934 | 56,317 | 49,761 | 14,837 | 11,027 |
| | 1987 | 243,693 | 35,955 | 34,875 | 23,264 | 41,837 | 33,000 | 8,788 | 11,920 | 6,857 | 49,934 | 33,625 | 13,017 | 8,289 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1990 U.S. CENSUS 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **ILLINOIS (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| ☐ Jersey | 1990 | 115,512 | 14,306 | 14,198 | 10,326 | 20,657 | 18,995 | 2,921 | 3,134 | 1,939 | 38,834 | 10,396 | 5,796 | 3,349 |
| | 1987 | 93,044 | 13,458 | 13,356 | 8,620 | 15,492 | 14,246 | 2,585 | 2,614 | 1,618 | 31,810 | 6,938 | 3,930 | 2,682 |
| Jo Daviess | 1990 | 92,387 | 22,200 | 21,539 | 10,436 | 1,577 | | 667 | 1,333 | 1,172 | 17,143 | 11,493 | 6,336 | 4,795 |
| | 1987 | 77,769 | 18,274 | 17,730 | 9,802 | 1,301 | | 514 | 1,210 | 1,064 | 15,484 | 8,240 | 5,357 | 3,871 |
| Johnson | 1990 | 29,258 | 6,964 | 6,702 | 2,394 | 995 | | 335 | 1,659 | 1,490 | 7,941 | 2,560 | 3,754 | 320 |
| | 1987 | 25,063 | 6,580 | 6,332 | 2,100 | 1,062 | | 296 | 1,375 | 1,236 | 6,207 | 1,738 | 2,777 | 475 |
| Kane | 1990 | 2,600,479 | 464,620 | 444,784 | 214,142 | 307,771 | 263,869 | 177,694 | 153,693 | 76,856 | 516,757 | 164,930 | 257,336 | 111,740 |
| | 1987 | 2,128,223 | 395,229 | 378,356 | 193,605 | 253,422 | 217,273 | 133,931 | 117,059 | 58,538 | 425,085 | 132,456 | 190,461 | 95,093 |
| Kankakee | 1990 | 651,968 | 122,182 | 116,624 | 52,600 | 85,701 | 68,978 | 15,491 | 21,690 | 12,089 | 172,156 | 58,047 | 41,504 | 32,426 |
| | 1987 | 552,349 | 107,605 | 102,710 | 50,124 | 67,406 | 54,253 | 16,614 | 19,871 | 11,076 | 150,521 | 39,330 | 33,446 | 26,677 |
| Kendall | 1990 | 123,241 | 26,540 | 26,485 | 11,754 | 10,094 | | 4,690 | 7,183 | 6,300 | 14,861 | 13,314 | 21,855 | 1,370 |
| | 1987 | 103,757 | 23,976 | 23,926 | 10,359 | 7,762 | | 3,558 | 5,700 | 5,000 | 15,110 | 9,861 | 15,771 | 1,952 |
| Knox | 1990 | 385,544 | 73,554 | 70,978 | 26,478 | 68,260 | 64,293 | 15,575 | 18,135 | 7,585 | 81,120 | 45,802 | 16,667 | 13,091 |
| | 1987 | 340,212 | 68,450 | 66,053 | 26,953 | 57,364 | 54,031 | 14,986 | 15,828 | 6,621 | 74,231 | 32,776 | 14,283 | 11,803 |
| Lake | 1990 | 4,500,210 | 701,416 | 659,161 | 376,717 | 440,449 | 364,097 | 225,816 | 261,966 | 122,759 | 1,244,137 | 309,943 | 279,387 | 181,003 |
| | 1987 | 3,681,315 | 583,696 | 548,533 | 327,031 | 342,890 | 283,451 | 183,556 | 201,793 | 94,562 | 1,078,245 | 226,738 | 221,420 | 146,937 |
| La Salle | 1990 | 819,482 | 160,882 | 156,521 | 63,454 | 105,354 | 95,981 | 32,050 | 34,794 | 19,952 | 220,908 | 79,543 | 44,227 | 36,021 |
| | 1987 | 696,995 | 143,580 | 139,688 | 58,554 | 82,608 | 75,259 | 27,814 | 28,848 | 16,543 | 193,567 | 57,182 | 37,072 | 28,163 |
| Lawrence | 1990 | 72,643 | 14,551 | 14,101 | 4,002 | 14,194 | 12,595 | 957 | 1,592 | 1,226 | 13,168 | 5,806 | 9,853 | 3,236 |
| | 1987 | 62,445 | 15,085 | 14,619 | 3,616 | 9,706 | 8,613 | 1,135 | 1,850 | 1,425 | 10,695 | 4,617 | 8,245 | 2,561 |
| Lee | 1990 | 177,204 | 44,830 | 43,285 | 16,056 | 6,919 | 3,428 | 3,854 | 6,316 | 3,118 | 45,588 | 18,300 | 10,215 | 12,103 |
| | 1987 | 148,438 | 34,001 | 32,829 | 14,416 | 5,767 | 2,858 | 4,310 | 5,383 | 2,658 | 41,790 | 12,865 | 9,109 | 9,247 |
| Livingston | 1990 | 203,875 | 48,098 | 46,771 | 15,753 | 18,317 | 16,591 | 4,294 | 9,657 | 5,138 | 57,059 | 20,325 | 6,735 | 6,563 |
| | 1987 | 176,352 | 41,429 | 40,286 | 14,851 | 15,276 | 13,837 | 4,685 | 8,179 | 4,352 | 51,007 | 13,743 | 6,261 | 5,360 |
| Logan | 1990 | 182,293 | 29,766 | 28,246 | 15,197 | 22,184 | 15,695 | 3,987 | 8,402 | 3,130 | 34,143 | 16,594 | 9,821 | 5,321 |
| | 1987 | 155,060 | 28,249 | 26,806 | 14,556 | 17,815 | 12,605 | 3,864 | 6,763 | 2,520 | 32,445 | 12,674 | 8,951 | 4,326 |
| McDonough | 1990 | 196,968 | 31,890 | 31,381 | 27,310 | 32,008 | 23,625 | 11,891 | 6,834 | 3,616 | 36,556 | 19,564 | 9,471 | 8,488 |
| | 1987 | 171,343 | 31,105 | 30,609 | 23,253 | 24,554 | 18,124 | 10,706 | 6,262 | 3,315 | 32,762 | 13,367 | 8,882 | 7,475 |
| McHenry | 1990 | 1,097,768 | 196,020 | 184,408 | 93,969 | 90,523 | 83,545 | 27,073 | 41,983 | 25,589 | 299,663 | 111,345 | 116,698 | 60,885 |
| | 1987 | 891,296 | 175,590 | 165,188 | 80,571 | 68,351 | 63,083 | 24,157 | 32,901 | 20,054 | 248,568 | 75,203 | 89,146 | 47,135 |
| McLean | 1990 | 1,036,848 | 146,265 | 138,832 | 111,996 | 147,881 | 116,412 | 39,508 | 52,734 | 24,973 | 216,249 | 123,933 | 65,213 | 42,009 |
| | 1987 | 849,695 | 132,871 | 126,119 | 95,220 | 117,000 | 92,103 | 35,295 | 42,942 | 20,336 | 186,016 | 83,907 | 51,970 | 33,046 |
| Macon | 1990 | 900,491 | 144,620 | 138,389 | 85,362 | 150,811 | 128,497 | 33,660 | 35,954 | 16,145 | 208,450 | 62,445 | 64,710 | 42,800 |
| | 1987 | 783,639 | 134,194 | 128,412 | 75,499 | 121,620 | 103,626 | 32,050 | 33,523 | 15,054 | 186,437 | 50,468 | 51,845 | 34,870 |
| Macoupin | 1990 | 246,100 | 36,788 | 35,854 | 15,243 | 15,156 | 9,437 | 5,262 | 7,778 | 5,484 | 59,069 | 49,767 | 30,020 | 10,500 |
| | 1987 | 205,386 | 36,831 | 35,896 | 14,123 | 12,227 | 7,614 | 4,719 | 7,151 | 5,042 | 51,400 | 33,036 | 23,872 | 9,194 |
| ☐ Madison | 1990 | 1,714,078 | 393,390 | 373,464 | 149,487 | 221,534 | 202,475 | 34,021 | 48,645 | 27,103 | 384,377 | 200,715 | 114,545 | 53,498 |
| | 1987 | 1,459,520 | 346,072 | 328,543 | 136,236 | 189,585 | 173,276 | 33,560 | 43,020 | 23,970 | 346,713 | 136,923 | 93,077 | 43,881 |
| Marion | 1990 | 287,809 | 59,005 | 56,529 | 23,851 | 42,852 | 31,876 | 5,375 | 11,505 | 5,584 | 73,233 | 33,184 | 6,982 | 14,945 |
| | 1987 | 252,595 | 56,205 | 53,846 | 21,954 | 33,670 | 25,046 | 6,412 | 10,424 | 5,060 | 65,791 | 23,452 | 6,823 | 11,643 |
| Marshall | 1990 | 49,056 | 12,158 | 11,627 | 5,878 | 1,201 | | 258 | 533 | 268 | 12,234 | 7,559 | 3,330 | 2,212 |
| | 1987 | 41,458 | 10,929 | 10,452 | 5,187 | 1,266 | | 411 | 566 | 286 | 9,936 | 5,197 | 3,183 | 1,960 |
| Mason | 1990 | 53,598 | 14,797 | 14,299 | 7,070 | 3,815 | 2,180 | 445 | 1,156 | 884 | 5,655 | 11,995 | 2,268 | 2,289 |
| | 1987 | 51,038 | 14,382 | 13,898 | 6,851 | 3,401 | 1,944 | 512 | 1,289 | 986 | 7,174 | 8,626 | 2,333 | 2,063 |
| Massac | 1990 | 56,231 | 12,105 | 11,645 | 4,662 | 706 | | 776 | 559 | 559 | 13,306 | 10,706 | 6,336 | 3,709 |
| | 1987 | 48,276 | 10,982 | 10,565 | 3,912 | 1,110 | | 900 | 698 | 698 | 11,826 | 7,096 | 5,351 | 3,154 |
| Menard | 1990 | 37,139 | 12,674 | 12,074 | 1,579 | 3,278 | | 500 | 939 | 720 | 7,600 | 7,179 | 422 | 1,420 |
| | 1987 | 31,288 | 11,189 | 10,659 | 1,511 | 2,270 | | 556 | 669 | 514 | 6,886 | 4,868 | 524 | 1,436 |
| Mercer | 1990 | 53,917 | 9,976 | 9,678 | 5,881 | 13,353 | 12,068 | 639 | 1,264 | 983 | 6,525 | 7,386 | 2,138 | 1,629 |
| | 1987 | 46,380 | 9,996 | 9,697 | 5,214 | 9,186 | 8,303 | 901 | 1,326 | 1,032 | 6,625 | 5,761 | 2,144 | 1,463 |
| ☐ Monroe | 1990 | 131,772 | 33,310 | 30,368 | 15,834 | 9,048 | 8,958 | 996 | 3,497 | 2,390 | 29,961 | 12,978 | 9,446 | 3,374 |
| | 1987 | 103,705 | 26,361 | 24,033 | 11,963 | 10,433 | 10,330 | 1,195 | 2,590 | 1,771 | 23,465 | 8,560 | 7,622 | 2,579 |
| Montgomery | 1990 | 167,700 | 37,128 | 35,667 | 18,645 | 21,255 | 17,937 | 4,240 | 4,732 | 2,820 | 35,954 | 18,169 | 12,558 | 7,694 |
| | 1987 | 149,564 | 34,308 | 32,958 | 16,064 | 18,160 | 15,326 | 4,467 | 4,470 | 2,665 | 33,559 | 13,426 | 11,063 | 6,368 |
| Morgan | 1990 | 267,701 | 47,163 | 46,848 | 20,486 | 40,929 | 35,815 | 10,688 | 10,086 | 5,044 | 68,663 | 39,411 | 5,968 | 10,446 |
| | 1987 | 229,686 | 42,643 | 42,358 | 18,790 | 33,851 | 29,622 | 9,737 | 8,439 | 4,221 | 61,036 | 26,390 | 6,918 | 8,853 |
| Moultrie | 1990 | 56,319 | 12,957 | 12,588 | 6,869 | 312 | | 1,169 | 1,200 | 1,200 | 18,543 | 4,189 | 4,709 | 3,665 |
| | 1987 | 47,688 | 10,862 | 10,553 | 5,493 | 572 | | 1,451 | 833 | 833 | 15,058 | 3,140 | 4,297 | 2,946 |
| Ogle | 1990 | 186,282 | 48,199 | 47,267 | 14,126 | 9,656 | 5,747 | 4,195 | 3,476 | 1,824 | 43,177 | 28,677 | 10,179 | 6,015 |
| | 1987 | 160,269 | 41,788 | 40,980 | 13,185 | 6,888 | 4,100 | 4,030 | 2,996 | 1,573 | 41,382 | 19,692 | 8,857 | 5,507 |
| Peoria | 1990 | 1,490,930 | 229,697 | 216,563 | 138,020 | 231,856 | 193,807 | 74,731 | 70,939 | 43,417 | 256,651 | 103,889 | 95,230 | 61,217 |
| | 1987 | 1,269,371 | 207,587 | 195,717 | 124,943 | 196,408 | 164,177 | 62,554 | 63,956 | 39,144 | 227,785 | 81,131 | 74,605 | 48,617 |
| Perry | 1990 | 96,198 | 21,045 | 20,315 | 6,873 | 11,239 | 8,186 | 2,863 | 2,773 | 1,692 | 8,213 | 23,756 | 4,339 | 6,882 |
| | 1987 | 84,479 | 20,456 | 19,746 | 6,797 | 10,022 | 7,300 | 2,716 | 2,649 | 1,617 | 8,951 | 16,788 | 4,221 | 5,748 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1990<br>U.S. CENSUS 1987<br>METRO AREA<br>County | Year | Total Retail Sales ($000) | Food Stores |  | Eating & Drinking Places | General Merchandise Stores |  | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores |  | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **ILLINOIS (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **ALL COUNTIES (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Piatt | 1990 | 77,012 | 16,178 | 15,323 | 6,579 | 4,729 |  | 450 | 2,955 | 1,121 | 32,943 | 6,209 | 1,305 | 1,932 |
|  | 1987 | 63,644 | 13,741 | 13,015 | 5,411 | 3,275 |  | 446 | 2,330 | 884 | 27,621 | 4,755 | 1,240 | 1,844 |
| Pike | 1990 | 72,836 | 15,199 | 14,495 | 5,997 | 10,923 |  | 2,498 | 1,464 | 1,287 | 14,711 | 14,511 | 3,749 | 485 |
|  | 1987 | 61,812 | 13,984 | 13,336 | 5,385 | 7,578 |  | 2,129 | 1,438 | 1,265 | 13,432 | 9,861 | 3,990 | 692 |
| Pope | 1990 | 4,255 | 1,124 | 994 | 274 | 193 |  |  |  |  | 1,811 | 196 | 119 | 184 |
|  | 1987 | 3,884 | 1,064 | 941 | 231 | 134 |  |  |  |  | 1,681 | 191 | 196 | 126 |
| Pulaski | 1990 | 13,999 | 5,349 | 5,049 | 992 | 92 |  | 200 | 685 | 685 | 2,393 | 1,891 | 889 | 534 |
|  | 1987 | 12,506 | 4,907 | 4,632 | 912 | 149 |  | 159 | 568 | 568 | 2,246 | 1,448 | 780 | 529 |
| Putnam | 1990 | 20,240 | 6,829 | 6,597 | 1,585 |  |  | 57 | 96 |  | 5,056 | 2,184 | 573 | 1,431 |
|  | 1987 | 16,612 | 5,152 | 4,977 | 1,347 |  |  | 63 | 107 |  | 4,395 | 1,460 | 715 | 1,446 |
| Randolph | 1990 | 209,397 | 47,305 | 46,129 | 19,278 | 32,171 | 29,217 | 1,421 | 4,989 | 3,109 | 55,504 | 14,810 | 8,632 | 5,635 |
|  | 1987 | 175,854 | 42,756 | 41,693 | 15,909 | 24,207 | 21,985 | 1,542 | 4,920 | 3,067 | 48,612 | 10,826 | 7,989 | 4,624 |
| Richland | 1990 | 97,081 | 14,179 | 13,748 | 7,503 | 18,917 | 12,280 | 4,339 | 3,668 | 1,957 | 17,885 | 12,611 | 6,278 | 3,798 |
|  | 1987 | 88,792 | 13,666 | 13,251 | 7,283 | 15,892 | 10,317 | 3,981 | 3,348 | 1,787 | 17,501 | 9,581 | 6,348 | 3,571 |
| Rock Island | 1990 | 1,115,457 | 206,634 | 195,431 | 121,355 | 144,074 | 139,725 | 41,289 | 49,062 | 18,140 | 251,893 | 97,485 | 45,763 | 62,829 |
|  | 1987 | 960,602 | 184,217 | 174,229 | 111,021 | 121,382 | 117,719 | 36,864 | 38,517 | 14,242 | 226,176 | 67,273 | 39,115 | 52,544 |
| ☐ St. Clair | 1990 | 1,681,488 | 265,752 | 242,156 | 155,888 | 382,589 | 321,897 | 83,464 | 88,969 | 44,580 | 311,165 | 148,892 | 79,432 | 52,361 |
|  | 1987 | 1,419,927 | 240,512 | 219,157 | 139,814 | 294,767 | 248,007 | 70,455 | 73,136 | 36,647 | 282,929 | 110,117 | 66,337 | 42,619 |
| Saline | 1990 | 182,076 | 46,878 | 45,448 | 12,029 | 33,342 | 29,375 | 5,112 | 6,876 | 5,111 | 31,925 | 14,819 | 10,242 | 7,555 |
|  | 1987 | 157,832 | 41,146 | 39,891 | 11,890 | 26,050 | 22,951 | 4,539 | 5,998 | 4,459 | 29,952 | 11,857 | 8,610 | 6,955 |
| Sangamon | 1990 | 1,502,763 | 236,674 | 224,267 | 156,020 | 261,536 | 214,464 | 52,614 | 69,972 | 33,714 | 282,477 | 122,746 | 115,104 | 62,120 |
|  | 1987 | 1,258,709 | 216,297 | 204,958 | 137,926 | 201,363 | 165,122 | 49,883 | 59,166 | 28,508 | 242,727 | 89,587 | 89,430 | 55,642 |
| Schuyler | 1990 | 33,165 | 8,709 | 8,351 | 3,493 | 140 |  | 2,030 | 1,557 | 964 | 4,993 | 2,533 | 1,844 | 3,700 |
|  | 1987 | 30,431 | 8,265 | 7,925 | 3,150 | 257 |  | 1,715 | 1,389 | 861 | 4,821 | 2,230 | 2,114 | 3,251 |
| Scott | 1990 | 15,979 | 3,506 | 3,365 | 1,440 | 135 |  | 637 | 74 |  | 6,009 | 2,765 | 437 | 614 |
|  | 1987 | 14,311 | 3,176 | 3,048 | 1,363 | 154 |  | 500 | 84 |  | 5,679 | 1,781 | 529 | 664 |
| Shelby | 1990 | 66,986 | 18,564 | 18,100 | 3,698 | 1,896 |  | 2,308 | 2,012 | 1,894 | 20,583 | 8,091 | 2,960 | 2,725 |
|  | 1987 | 60,833 | 17,341 | 16,908 | 3,552 | 1,714 |  | 1,817 | 2,275 | 2,142 | 19,081 | 5,821 | 2,654 | 2,298 |
| Stark | 1990 | 14,079 | 3,678 | 3,471 | 769 |  |  | 44 | 160 |  | 6,283 | 1,716 | 1,051 | 57 |
|  | 1987 | 12,928 | 3,564 | 3,363 | 781 |  |  | 76 | 196 |  | 5,627 | 1,116 | 979 | 62 |
| Stephenson | 1990 | 299,946 | 70,237 | 67,790 | 23,204 | 23,826 | 19,032 | 10,526 | 15,149 | 9,168 | 86,000 | 28,099 | 12,954 | 19,532 |
|  | 1987 | 258,349 | 60,164 | 58,068 | 21,703 | 21,180 | 16,919 | 8,930 | 12,013 | 7,271 | 78,039 | 19,036 | 11,592 | 15,370 |
| Tazewell | 1990 | 874,672 | 176,612 | 167,592 | 67,480 | 112,620 | 100,460 | 16,074 | 28,089 | 16,647 | 283,633 | 74,597 | 31,668 | 27,779 |
|  | 1987 | 738,244 | 161,550 | 153,299 | 59,896 | 83,693 | 74,657 | 18,121 | 24,366 | 14,441 | 241,413 | 53,636 | 26,307 | 23,281 |
| Union | 1990 | 79,560 | 15,559 | 14,945 | 6,111 | 13,396 | 12,173 | 1,296 | 2,805 | 2,246 | 22,162 | 7,009 | 5,438 | 2,716 |
|  | 1987 | 68,305 | 15,214 | 14,614 | 5,536 | 10,921 | 9,925 | 1,357 | 2,483 | 1,989 | 18,702 | 4,719 | 4,204 | 2,291 |
| Vermilion | 1990 | 550,485 | 115,532 | 109,557 | 51,860 | 95,680 | 66,963 | 20,811 | 18,264 | 8,253 | 103,646 | 55,390 | 20,133 | 19,417 |
|  | 1987 | 479,217 | 104,585 | 99,176 | 47,122 | 74,720 | 52,294 | 20,584 | 16,358 | 7,392 | 95,697 | 43,075 | 19,920 | 18,038 |
| Wabash | 1990 | 72,053 | 15,614 | 15,183 | 9,291 | 11,001 | 9,590 | 1,060 | 1,670 | 453 | 15,044 | 9,997 | 2,560 | 2,642 |
|  | 1987 | 67,420 | 15,414 | 14,989 | 8,529 | 10,145 | 8,845 | 1,542 | 1,628 | 442 | 15,674 | 6,782 | 2,406 | 2,205 |
| Warren | 1990 | 95,301 | 21,571 | 20,885 | 6,135 | 13,844 | 3,366 | 1,064 | 3,842 | 2,373 | 31,041 | 9,729 | 3,443 | 1,616 |
|  | 1987 | 86,425 | 19,540 | 18,919 | 6,829 | 10,576 | 2,572 | 1,558 | 3,199 | 1,976 | 28,127 | 8,395 | 3,303 | 2,025 |
| Washington | 1990 | 65,188 | 10,918 | 10,399 | 4,922 | 912 |  | 500 | 2,993 | 1,337 | 16,037 | 20,076 | 2,157 | 3,633 |
|  | 1987 | 53,571 | 9,136 | 8,702 | 4,558 | 803 |  | 592 | 2,274 | 1,016 | 15,265 | 12,707 | 2,871 | 2,788 |
| Wayne | 1990 | 67,519 | 20,435 | 19,209 | 3,399 | 7,969 | 7,508 | 4,745 | 2,283 | 1,551 | 10,087 | 3,732 | 5,650 | 2,311 |
|  | 1987 | 67,452 | 20,230 | 19,016 | 3,562 | 7,589 | 7,151 | 4,495 | 2,211 | 1,503 | 11,550 | 3,051 | 5,917 | 2,082 |
| White | 1990 | 89,627 | 27,538 | 26,654 | 5,822 | 16,380 | 14,584 | 562 | 1,317 | 731 | 20,211 | 6,748 | 4,855 | 2,966 |
|  | 1987 | 78,718 | 22,904 | 22,169 | 5,332 | 11,907 | 10,602 | 844 | 1,476 | 820 | 20,217 | 4,864 | 4,636 | 2,051 |
| Whiteside | 1990 | 370,887 | 72,798 | 69,906 | 36,394 | 66,250 | 55,880 | 8,620 | 11,375 | 6,123 | 80,554 | 34,457 | 21,684 | 16,667 |
|  | 1987 | 319,061 | 62,925 | 60,425 | 31,315 | 50,556 | 42,643 | 9,019 | 10,771 | 5,799 | 74,809 | 24,845 | 20,582 | 14,700 |
| Will | 1990 | 2,007,889 | 344,893 | 329,061 | 156,588 | 192,181 | 182,236 | 56,346 | 92,535 | 42,632 | 501,772 | 241,177 | 186,862 | 105,821 |
|  | 1987 | 1,665,087 | 305,376 | 291,358 | 143,827 | 157,822 | 149,656 | 53,596 | 69,539 | 32,038 | 424,417 | 178,711 | 138,510 | 84,915 |
| Williamson | 1990 | 394,340 | 47,467 | 44,281 | 28,802 | 34,862 | 25,729 | 8,342 | 16,064 | 10,252 | 135,287 | 40,891 | 39,384 | 13,231 |
|  | 1987 | 332,843 | 49,934 | 46,582 | 25,289 | 25,578 | 18,878 | 7,965 | 12,693 | 8,102 | 114,216 | 29,341 | 32,838 | 11,089 |
| Winnebago | 1990 | 1,946,518 | 353,240 | 333,578 | 170,577 | 298,440 | 272,983 | 85,943 | 111,915 | 60,874 | 345,758 | 191,623 | 159,718 | 65,176 |
|  | 1987 | 1,634,869 | 317,384 | 299,718 | 155,294 | 236,292 | 216,137 | 71,793 | 95,727 | 52,069 | 315,530 | 133,608 | 121,118 | 53,223 |
| Woodford | 1990 | 157,073 | 21,063 | 20,126 | 11,320 | 2,759 |  | 522 | 5,594 | 3,946 | 72,765 | 28,106 | 8,068 | 3,376 |
|  | 1987 | 133,469 | 20,544 | 19,630 | 9,809 | 1,886 |  | 928 | 4,574 | 3,227 | 62,191 | 18,824 | 7,207 | 2,580 |
| **TOTAL METRO COUNTIES** | **1990** | **72,298,586** | **12,209,297** | **11,292,380** | **7,244,044** | **8,645,156** | **7,416,824** | **4,633,794** | **4,066,149** | **2,264,079** | **14,547,365** | **5,179,194** | **3,680,193** | **3,491,574** |
|  | 1987 | 60,281,523 | 10,604,325 | 9,810,677 | 6,366,171 | 7,014,733 | 6,021,229 | 3,805,411 | 3,298,343 | 1,837,519 | 12,684,852 | 3,749,307 | 2,909,909 | 2,855,542 |
| **TOTAL STATE** | **1990** | **83,478,926** | **14,490,377** | **13,491,458** | **8,189,410** | **9,985,698** | **8,466,959** | **4,991,101** | **4,466,483** | **2,485,658** | **17,139,507** | **6,562,825** | **4,306,559** | **3,925,947** |
|  | 1987 | 69,929,653 | 12,669,083 | 11,800,906 | 7,233,152 | 8,084,079 | 6,857,419 | 4,140,216 | 3,651,883 | 2,033,561 | 15,027,520 | 4,726,554 | 3,467,444 | 3,222,685 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1990<br>U.S. CENSUS 1987<br>METRO AREA<br>County | Year | Total Retail Sales ($000) | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **INDIANA** | | | | | | | | | | | | | | |
| **ANDERSON** | 1990 | 844,241 | 164,014 | 161,472 | 74,976 | 102,201 | 95,388 | 29,138 | 34,311 | 13,746 | 210,305 | 61,050 | 64,881 | 33,938 |
| | 1987 | 768,860 | 153,125 | 150,752 | 70,969 | 91,524 | 85,423 | 27,988 | 30,408 | 12,183 | 196,953 | 52,542 | 53,037 | 31,190 |
| Madison | 1990 | 844,241 | 164,014 | 161,472 | 74,976 | 102,201 | 95,388 | 29,138 | 34,311 | 13,746 | 210,305 | 61,050 | 64,881 | 33,938 |
| | 1987 | 768,860 | 153,125 | 150,752 | 70,969 | 91,524 | 85,423 | 27,988 | 30,408 | 12,183 | 196,953 | 52,542 | 53,037 | 31,190 |
| **BLOOMINGTON** | 1990 | 697,335 | 138,145 | 135,382 | 81,764 | 109,953 | 91,156 | 44,670 | 30,039 | 16,873 | 129,178 | 41,256 | 43,150 | 24,066 |
| | 1987 | 631,961 | 125,323 | 122,816 | 76,295 | 94,130 | 78,039 | 39,656 | 27,501 | 15,448 | 123,794 | 34,555 | 36,157 | 21,278 |
| Monroe | 1990 | 697,335 | 138,145 | 135,382 | 81,764 | 109,953 | 91,156 | 44,670 | 30,039 | 16,873 | 129,178 | 41,256 | 43,150 | 24,066 |
| | 1987 | 631,961 | 125,323 | 122,816 | 76,295 | 94,130 | 78,039 | 39,656 | 27,501 | 15,448 | 123,794 | 34,555 | 36,157 | 21,278 |
| **ELKHART - GOSHEN** | 1990 | 1,196,790 | 195,370 | 180,234 | 101,595 | 117,819 | 88,061 | 44,572 | 37,127 | 22,068 | 378,155 | 87,301 | 114,736 | 49,854 |
| | 1987 | 1,090,438 | 192,295 | 177,397 | 95,039 | 99,526 | 74,389 | 40,089 | 32,231 | 19,159 | 368,509 | 63,717 | 91,404 | 42,647 |
| Elkhart | 1990 | 1,196,790 | 195,370 | 180,234 | 101,595 | 117,819 | 88,061 | 44,572 | 37,127 | 22,068 | 378,155 | 87,301 | 114,736 | 49,854 |
| | 1987 | 1,090,438 | 192,295 | 177,397 | 95,039 | 99,526 | 74,389 | 40,089 | 32,231 | 19,159 | 368,509 | 63,717 | 91,404 | 42,647 |
| **EVANSVILLE** | 1990 | 2,026,723 | 375,407 | 360,190 | 201,747 | 309,464 | 266,284 | 95,882 | 111,632 | 67,901 | 381,227 | 160,323 | 156,080 | 79,236 |
| | 1987 | 1,840,631 | 352,055 | 337,806 | 192,401 | 266,906 | 229,865 | 90,659 | 100,065 | 60,636 | 365,814 | 122,216 | 138,836 | 68,060 |
| Posey | 1990 | 82,636 | 20,653 | 20,371 | 4,852 | 5,403 | 2,300 | 2,105 | 2,724 | 2,110 | 23,961 | 9,338 | 4,311 | 4,466 |
| | 1987 | 78,520 | 18,736 | 18,480 | 5,469 | 5,014 | 2,135 | 1,942 | 2,719 | 2,107 | 24,507 | 7,010 | 4,115 | 4,050 |
| Vanderburgh | 1990 | 1,475,496 | 245,194 | 232,216 | 156,387 | 243,352 | 214,979 | 85,086 | 88,268 | 46,408 | 254,113 | 93,009 | 133,792 | 49,656 |
| | 1987 | 1,356,372 | 229,600 | 217,447 | 151,413 | 214,397 | 189,401 | 79,801 | 79,455 | 41,775 | 250,290 | 71,239 | 115,104 | 45,856 |
| Warrick | 1990 | 152,546 | 42,959 | 41,800 | 13,923 | 24,056 | 21,613 | 1,236 | 6,366 | 5,922 | 26,728 | 13,741 | 7,190 | 9,176 |
| | 1987 | 139,476 | 39,816 | 38,742 | 12,524 | 18,747 | 16,844 | 1,799 | 5,494 | 5,112 | 27,457 | 10,721 | 9,112 | 7,137 |
| *Henderson, Ky.* | *1990* | *316,045* | *66,601* | *65,803* | *26,585* | *36,653* | *27,392* | *7,455* | *14,274* | *13,461* | *76,425* | *44,235* | *10,787* | *15,938* |
| | *1987* | *266,263* | *63,903* | *63,137* | *22,995* | *28,748* | *21,485* | *7,117* | *12,397* | *11,692* | *63,560* | *33,246* | *10,505* | *11,017* |
| **FORT WAYNE** | 1990 | 2,831,781 | 449,419 | 424,945 | 269,899 | 384,837 | 329,118 | 111,172 | 151,779 | 74,510 | 686,806 | 205,861 | 224,235 | 116,926 |
| | 1987 | 2,516,937 | 418,632 | 395,777 | 255,321 | 331,514 | 283,533 | 104,263 | 134,745 | 66,050 | 618,093 | 166,790 | 183,329 | 99,944 |
| Allen | 1990 | 2,513,170 | 367,710 | 345,112 | 239,890 | 368,546 | 329,118 | 103,050 | 140,983 | 68,899 | 618,669 | 152,128 | 204,964 | 102,120 |
| | 1987 | 2,234,466 | 342,532 | 321,481 | 227,361 | 317,499 | 283,533 | 97,096 | 125,623 | 61,393 | 552,971 | 130,602 | 164,778 | 86,573 |
| De Kalb | 1990 | 192,167 | 37,790 | 36,368 | 18,491 | 11,944 | | 6,857 | 7,007 | 4,478 | 48,074 | 35,065 | 9,350 | 8,252 |
| | 1987 | 168,591 | 37,249 | 35,847 | 16,807 | 10,492 | | 5,927 | 5,670 | 3,624 | 44,567 | 22,902 | 9,354 | 7,227 |
| Whitley | 1990 | 126,444 | 43,919 | 43,465 | 11,518 | 4,347 | | 1,265 | 3,789 | 1,133 | 20,063 | 18,668 | 9,921 | 6,554 |
| | 1987 | 113,880 | 38,851 | 38,449 | 11,153 | 3,523 | | 1,240 | 3,452 | 1,033 | 20,555 | 13,286 | 9,197 | 6,144 |
| **GARY - HAMMOND** | 1990 | 3,673,341 | 724,985 | 674,531 | 331,652 | 443,849 | 368,643 | 154,966 | 138,461 | 89,977 | 719,029 | 560,612 | 180,859 | 208,411 |
| | 1987 | 3,406,046 | 701,732 | 652,706 | 340,565 | 413,982 | 344,091 | 147,847 | 130,159 | 84,703 | 711,474 | 390,307 | 161,388 | 188,510 |
| Lake | 1990 | 3,020,647 | 574,895 | 531,861 | 269,979 | 386,308 | 328,789 | 141,895 | 116,534 | 78,510 | 585,266 | 447,578 | 145,317 | 175,219 |
| | 1987 | 2,821,312 | 563,974 | 521,758 | 277,815 | 361,906 | 308,021 | 134,686 | 110,339 | 74,337 | 583,044 | 314,589 | 132,599 | 155,515 |
| Porter | 1990 | 652,694 | 150,090 | 142,670 | 61,673 | 57,541 | 39,854 | 13,071 | 21,927 | 11,467 | 133,763 | 113,034 | 35,542 | 33,192 |
| | 1987 | 584,734 | 137,758 | 130,948 | 62,760 | 52,076 | 36,070 | 13,161 | 19,820 | 10,366 | 128,430 | 75,718 | 28,789 | 32,995 |
| **INDIANAPOLIS** | 1990 | 10,364,320 | 1,471,690 | 1,413,434 | 1,043,422 | 1,364,281 | 1,111,334 | 429,252 | 538,409 | 257,217 | 2,341,851 | 771,706 | 547,630 | 353,093 |
| | 1987 | 9,210,192 | 1,383,745 | 1,329,104 | 957,993 | 1,166,192 | 948,648 | 374,987 | 450,853 | 215,466 | 2,194,310 | 641,691 | 470,461 | 322,910 |
| Boone | 1990 | 205,532 | 29,193 | 28,231 | 19,347 | 10,303 | 4,223 | 5,644 | 35,130 | 15,419 | 29,364 | 41,917 | 10,660 | 9,137 |
| | 1987 | 188,694 | 30,066 | 29,075 | 18,924 | 8,952 | 3,670 | 5,931 | 27,842 | 12,221 | 29,904 | 34,898 | 10,172 | 8,362 |
| Hamilton | 1990 | 636,737 | 96,023 | 93,698 | 69,605 | 53,368 | 45,084 | 12,467 | 34,109 | 25,776 | 163,855 | 67,252 | 50,095 | 21,095 |
| | 1987 | 543,133 | 93,205 | 90,948 | 59,900 | 40,025 | 33,813 | 11,232 | 29,778 | 22,504 | 144,735 | 47,651 | 39,772 | 19,635 |
| Hancock | 1990 | 202,308 | 38,613 | 37,386 | 15,380 | 11,793 | 3,621 | 3,487 | 4,298 | 2,041 | 52,557 | 47,445 | 8,444 | 10,524 |
| | 1987 | 185,198 | 36,982 | 35,807 | 16,105 | 10,725 | 3,294 | 3,577 | 4,214 | 2,002 | 53,040 | 32,874 | 7,523 | 9,755 |
| Hendricks | 1990 | 333,472 | 82,045 | 81,252 | 27,669 | 37,881 | 33,312 | 6,019 | 9,428 | 4,278 | 69,228 | 38,705 | 32,786 | 7,296 |
| | 1987 | 295,338 | 77,447 | 76,698 | 27,299 | 28,054 | 24,671 | 5,389 | 8,453 | 3,837 | 64,575 | 29,518 | 25,823 | 8,107 |
| Johnson | 1990 | 681,053 | 79,029 | 75,992 | 52,704 | 182,202 | 155,117 | 38,456 | 32,052 | 21,404 | 143,666 | 35,773 | 39,105 | 20,869 |
| | 1987 | 596,274 | 69,454 | 66,785 | 47,841 | 156,229 | 133,006 | 36,988 | 26,607 | 17,769 | 125,863 | 35,956 | 32,876 | 18,514 |
| Marion | 1990 | 7,836,125 | 1,039,791 | 992,722 | 809,566 | 1,025,835 | 841,858 | 351,231 | 407,275 | 183,595 | 1,790,076 | 456,885 | 377,780 | 265,934 |
| | 1987 | 6,979,879 | 975,368 | 931,215 | 742,794 | 884,628 | 725,977 | 299,493 | 338,443 | 152,567 | 1,688,674 | 400,900 | 328,702 | 241,184 |
| Morgan | 1990 | 284,575 | 61,167 | 60,134 | 32,071 | 12,990 | 4,963 | 7,806 | 8,050 | 2,682 | 61,253 | 59,415 | 22,091 | 9,651 |
| | 1987 | 251,237 | 59,753 | 58,744 | 28,971 | 12,441 | 4,754 | 7,546 | 8,182 | 2,727 | 54,850 | 41,159 | 18,159 | 9,241 |
| Shelby | 1990 | 184,518 | 45,829 | 44,019 | 17,080 | 29,909 | 23,156 | 4,142 | 8,067 | 2,022 | 31,852 | 24,314 | 6,669 | 8,587 |
| | 1987 | 170,439 | 41,470 | 39,832 | 16,159 | 25,138 | 19,463 | 4,831 | 7,334 | 1,839 | 32,669 | 18,735 | 7,434 | 8,112 |
| **KOKOMO** | 1990 | 789,751 | 124,652 | 119,612 | 72,133 | 104,850 | 89,021 | 1,457 | 37,761 | 23,885 | 242,771 | 49,204 | 47,231 | 29,117 |
| | 1987 | 715,768 | 117,862 | 113,129 | 69,503 | 90,684 | 76,718 | 2,170 | 32,674 | 20,815 | 219,970 | 46,859 | 41,393 | 26,520 |
| Howard | 1990 | 682,804 | 114,512 | 109,787 | 65,017 | 103,184 | 89,021 | 549 | 37,340 | 23,464 | 169,505 | 44,637 | 45,176 | 25,807 |
| | 1987 | 620,099 | 105,168 | 100,829 | 63,060 | 88,923 | 76,718 | 528 | 31,914 | 20,055 | 162,885 | 40,889 | 38,742 | 23,267 |
| Tipton | 1990 | 106,947 | 10,140 | 9,825 | 7,116 | 1,666 | | 908 | 421 | 421 | 73,266 | 4,567 | 2,055 | 3,310 |
| | 1987 | 95,669 | 12,694 | 12,300 | 6,443 | 1,761 | | 1,642 | 760 | 760 | 57,085 | 5,970 | 2,651 | 3,253 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1990<br>U.S. CENSUS: 1987<br>METRO AREA<br>County | Year | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **INDIANA (continued)** | | | | | | | | | | | | | | |
| **LAFAYETTE - WEST LAFAYETTE** | **1990** | **962,867** | **152,662** | **146,620** | **96,588** | **162,938** | **144,947** | **40,685** | **48,206** | **20,795** | **219,546** | **74,584** | **58,906** | **35,299** |
| | 1987 | 864,410 | 140,638 | 135,072 | 91,482 | 141,788 | 126,133 | 34,740 | 40,853 | 17,624 | 205,802 | 57,443 | 50,565 | 32,235 |
| Tippecanoe | 1990 | 962,867 | 152,662 | 146,620 | 96,588 | 162,938 | 144,947 | 40,685 | 48,206 | 20,795 | 219,546 | 74,584 | 58,906 | 35,299 |
| | 1987 | 864,410 | 140,638 | 135,072 | 91,482 | 141,788 | 126,133 | 34,740 | 40,853 | 17,624 | 205,802 | 57,443 | 50,565 | 32,235 |
| **MUNCIE** | **1990** | **762,831** | **142,919** | **135,174** | **78,594** | **105,299** | **99,997** | **35,009** | **36,129** | **16,010** | **167,620** | **63,995** | **38,705** | **32,816** |
| | 1987 | 719,818 | 134,607 | 127,312 | 76,748 | 93,689 | 88,972 | 31,365 | 35,374 | 15,676 | 162,000 | 59,478 | 38,001 | 31,097 |
| Delaware | 1990 | 762,831 | 142,919 | 135,174 | 78,594 | 105,299 | 99,997 | 35,009 | 36,129 | 16,010 | 167,620 | 63,995 | 38,705 | 32,816 |
| | 1987 | 719,818 | 134,607 | 127,312 | 76,748 | 93,689 | 88,972 | 31,365 | 35,374 | 15,676 | 162,000 | 59,478 | 38,001 | 31,097 |
| **SOUTH BEND - MISHAWAKA** | **1990** | **1,892,271** | **338,142** | **322,191** | **176,552** | **292,015** | **252,056** | **77,207** | **117,194** | **64,949** | **427,081** | **98,374** | **118,579** | **81,056** |
| | 1987 | 1,715,104 | 303,886 | 289,551 | 169,986 | 251,050 | 216,697 | 70,771 | 105,488 | 58,462 | 406,379 | 86,717 | 95,190 | 70,739 |
| St. Joseph | 1990 | 1,892,271 | 338,142 | 322,191 | 176,552 | 292,015 | 252,056 | 77,207 | 117,194 | 64,949 | 427,081 | 98,374 | 118,579 | 81,056 |
| | 1987 | 1,715,104 | 303,886 | 289,551 | 169,986 | 251,050 | 216,697 | 70,771 | 105,488 | 58,462 | 406,379 | 86,717 | 95,190 | 70,739 |
| **TERRE HAUTE** | **1990** | **1,453,481** | **143,879** | **134,483** | **82,460** | **115,717** | **97,293** | **157,883** | **42,305** | **16,985** | **165,359** | **105,344** | **62,094** | **159,012** |
| | 1987 | 1,283,435 | 154,335 | 144,289 | 85,323 | 117,461 | 97,851 | 120,510 | 39,084 | 15,680 | 174,294 | 84,104 | 58,099 | 114,761 |
| Clay | 1990 | 114,161 | 17,667 | 15,894 | 9,064 | 3,104 | | 2,665 | 2,010 | 594 | 6,698 | 33,313 | 7,680 | 21,985 |
| | 1987 | 106,279 | 18,138 | 16,318 | 9,249 | 4,203 | | 2,648 | 1,988 | 589 | 11,105 | 24,068 | 7,216 | 18,033 |
| Vigo | 1990 | 1,339,320 | 126,212 | 118,589 | 73,396 | 112,613 | 97,293 | 155,218 | 40,295 | 16,391 | 158,661 | 72,031 | 54,414 | 137,027 |
| | 1987 | 1,177,156 | 136,197 | 127,971 | 76,074 | 113,258 | 97,851 | 117,862 | 37,096 | 15,091 | 163,189 | 60,036 | 50,883 | 96,728 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Adams | 1990 | 207,067 | 37,308 | 33,946 | 16,276 | 11,397 | 5,676 | 3,376 | 8,946 | 6,564 | 87,681 | 9,910 | 11,687 | 5,379 |
| | 1987 | 182,967 | 34,483 | 31,376 | 16,015 | 9,985 | 4,973 | 3,597 | 7,638 | 5,605 | 72,467 | 9,137 | 11,173 | 5,170 |
| Allen | 1990 | 2,513,170 | 367,710 | 345,112 | 239,890 | 368,546 | 329,118 | 103,050 | 140,983 | 68,899 | 618,669 | 152,128 | 204,964 | 102,120 |
| | 1987 | 2,234,466 | 342,532 | 321,481 | 227,361 | 317,499 | 283,533 | 97,096 | 125,623 | 61,393 | 552,971 | 130,602 | 164,778 | 86,573 |
| Bartholomew | 1990 | 458,237 | 88,826 | 87,467 | 47,960 | 60,043 | 52,011 | 18,534 | 28,208 | 16,173 | 88,835 | 49,263 | 32,415 | 19,745 |
| | 1987 | 409,274 | 79,697 | 78,478 | 45,278 | 52,545 | 45,517 | 16,948 | 24,372 | 13,975 | 83,894 | 38,235 | 27,300 | 17,049 |
| Benton | 1990 | 40,287 | 7,572 | 7,222 | 2,104 | | | 1,346 | 455 | 455 | 8,231 | 16,239 | 1,191 | 503 |
| | 1987 | 36,320 | 7,751 | 7,393 | 2,046 | | | 1,001 | 632 | 632 | 8,135 | 10,775 | 1,703 | 909 |
| Blackford | 1990 | 58,689 | 15,663 | 15,346 | 4,797 | 2,536 | | 686 | 2,039 | 1,895 | 18,166 | 6,869 | 2,112 | 3,523 |
| | 1987 | 54,194 | 14,576 | 14,281 | 4,534 | 2,863 | | 834 | 1,849 | 1,719 | 17,031 | 4,610 | 2,532 | 3,192 |
| Boone | 1990 | 205,532 | 29,193 | 28,231 | 19,347 | 10,303 | 4,223 | 5,644 | 35,130 | 15,419 | 29,364 | 41,917 | 10,660 | 9,137 |
| | 1987 | 188,694 | 30,066 | 29,075 | 18,924 | 8,952 | 3,670 | 5,931 | 27,842 | 12,221 | 29,904 | 34,898 | 10,172 | 8,362 |
| Brown | 1990 | 36,685 | 8,829 | 8,595 | 6,171 | 819 | | 1,950 | 376 | 376 | 1,700 | 2,880 | 958 | 2,402 |
| | 1987 | 31,368 | 6,800 | 6,520 | 5,964 | 638 | | 1,366 | 600 | 600 | 1,730 | 2,160 | 1,332 | 2,372 |
| Carroll | 1990 | 56,527 | 13,318 | 12,858 | 3,875 | 2,865 | | 698 | 420 | | 16,844 | 7,126 | 5,635 | 2,384 |
| | 1987 | 53,917 | 12,282 | 11,858 | 3,978 | 2,677 | | 710 | 711 | | 16,875 | 5,142 | 5,548 | 2,404 |
| Cass | 1990 | 215,083 | 42,186 | 40,048 | 18,986 | 27,028 | 25,314 | 3,651 | 9,803 | 4,460 | 48,765 | 21,855 | 19,073 | 12,755 |
| | 1987 | 197,825 | 38,760 | 36,796 | 18,589 | 23,604 | 22,108 | 4,452 | 8,979 | 4,086 | 47,851 | 16,048 | 16,126 | 11,387 |
| ☐ Clark | 1990 | 787,935 | 111,825 | 105,254 | 69,100 | 118,607 | 102,636 | 35,841 | 31,644 | 14,006 | 210,977 | 74,015 | 71,128 | 24,189 |
| | 1987 | 703,352 | 104,427 | 98,291 | 63,970 | 109,188 | 94,486 | 32,192 | 25,230 | 11,168 | 189,812 | 61,457 | 58,092 | 21,390 |
| Clay | 1990 | 114,161 | 17,667 | 15,894 | 9,064 | 3,104 | | 2,665 | 2,010 | 594 | 6,698 | 33,313 | 7,680 | 21,985 |
| | 1987 | 106,279 | 18,138 | 16,318 | 9,249 | 4,203 | | 2,648 | 1,988 | 589 | 11,105 | 24,068 | 7,216 | 18,033 |
| Clinton | 1990 | 148,350 | 20,934 | 20,868 | 15,928 | 23,863 | 15,756 | 4,473 | 5,771 | 2,984 | 28,678 | 30,642 | 4,234 | 7,498 |
| | 1987 | 136,449 | 23,785 | 23,710 | 15,394 | 19,380 | 12,797 | 4,625 | 5,643 | 2,919 | 28,480 | 20,176 | 4,096 | 7,082 |
| Crawford | 1990 | 32,064 | 7,761 | 7,400 | 3,746 | 340 | | 936 | 407 | | 2,348 | 14,975 | 511 | 463 |
| | 1987 | 29,605 | 7,259 | 6,921 | 3,283 | 496 | | 955 | 386 | | 3,089 | 12,379 | 584 | 492 |
| Daviess | 1990 | 132,152 | 25,140 | 24,243 | 8,643 | 18,282 | 10,510 | 2,486 | 3,303 | 1,580 | 23,683 | 10,920 | 20,691 | 6,184 |
| | 1987 | 122,151 | 24,568 | 23,691 | 8,452 | 15,822 | 9,097 | 3,055 | 3,130 | 1,498 | 23,038 | 9,656 | 17,921 | 5,667 |
| ☐ Dearborn | 1990 | 200,038 | 40,544 | 39,650 | 14,351 | 16,111 | 8,680 | 3,428 | 5,920 | 3,550 | 67,269 | 23,917 | 10,464 | 7,819 |
| | 1987 | 172,756 | 37,448 | 36,622 | 13,638 | 13,418 | 7,230 | 2,963 | 5,449 | 3,268 | 56,912 | [illegible] | 8,751 | 7,659 |
| Decatur | 1990 | 112,686 | 22,520 | 20,478 | 9,962 | 7,290 | 4,097 | 2,589 | 2,766 | 1,452 | 34,334 | 19,242 | 3,958 | 5,985 |
| | 1987 | 104,997 | 22,282 | 20,262 | 9,655 | 7,398 | 4,158 | 2,666 | 2,690 | 1,413 | 31,581 | 14,879 | 4,064 | 5,157 |
| De Kalb | 1990 | 192,167 | 37,790 | 36,366 | 18,491 | 11,944 | | 6,857 | 7,007 | 4,478 | 48,074 | 35,065 | 9,350 | 8,252 |
| | 1987 | 168,591 | 37,249 | 35,847 | 16,807 | 10,492 | | 5,927 | 5,670 | 3,624 | 44,567 | 22,902 | 9,354 | 7,227 |
| Delaware | 1990 | 762,831 | 142,919 | 135,174 | 78,594 | 105,299 | 99,997 | 35,009 | 36,129 | 16,010 | 167,620 | 63,995 | 38,705 | 32,816 |
| | 1987 | 719,818 | 134,607 | 127,312 | 76,748 | 93,689 | 88,972 | 31,365 | 35,374 | 15,676 | 162,000 | 59,478 | 38,001 | 31,097 |
| Dubois | 1990 | 312,700 | 48,146 | 46,813 | 20,852 | 44,524 | 41,802 | 6,751 | 16,669 | 9,654 | 92,159 | 24,878 | 7,357 | 9,122 |
| | 1987 | 279,772 | 44,698 | 43,460 | 21,075 | 34,193 | 32,103 | 7,076 | 14,578 | 8,444 | 88,498 | 18,546 | 7,838 | 8,000 |
| Elkhart | 1990 | 1,196,790 | 195,370 | 180,234 | 101,595 | 117,819 | 88,061 | 44,572 | 37,127 | 22,068 | 378,155 | 87,301 | 114,736 | 49,854 |
| | 1987 | 1,090,438 | 192,295 | 177,397 | 95,039 | 99,526 | 74,389 | 40,089 | 32,231 | 19,159 | 368,509 | 63,717 | 91,404 | 42,647 |
| Fayette | 1990 | 127,525 | 28,936 | 27,809 | 14,763 | 12,519 | 8,060 | 5,065 | 3,290 | 2,034 | 27,890 | 13,371 | 3,975 | 9,014 |
| | 1987 | 120,401 | 27,435 | 26,366 | 14,126 | 11,293 | 7,272 | 4,463 | 3,015 | 1,865 | 27,891 | 10,264 | 3,672 | 8,528 |
| ☐ Floyd | 1990 | 299,418 | 83,924 | 82,020 | 25,082 | 35,815 | 32,862 | 6,591 | 20,982 | 12,281 | 46,525 | 22,362 | 19,855 | 21,203 |
| | 1987 | 280,753 | 75,960 | 74,237 | 27,074 | 30,368 | 27,865 | 9,547 | 19,403 | 11,357 | 46,686 | 18,984 | 16,637 | 18,278 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1990
U.S. CENSUS 1987

| METRO AREA County | Year | Total Retail Sales ($000) | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/Home Furnishings/Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg Mtls & Hardware Dealers | Drugstores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Total ($000) | Supermarkets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **INDIANA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Fountain | 1990 | 79,054 | 17,803 | 17,153 | 10,423 | 2,159 | | 1,105 | 1,696 | 389 | 24,798 | 11,026 | 2,929 | 3,943 |
| | 1987 | 75,816 | 17,331 | 16,698 | 10,044 | 2,134 | | 1,135 | 1,651 | 380 | 25,567 | 7,313 | 3,320 | 3,773 |
| Franklin | 1990 | 53,636 | 14,863 | 14,553 | 3,595 | 810 | | 3,447 | 1,584 | 1,584 | 13,128 | 9,773 | 1,024 | 1,779 |
| | 1987 | 48,936 | 15,091 | 14,776 | 3,714 | 895 | | 2,386 | 1,371 | 1,371 | 12,116 | 6,491 | 1,662 | 1,793 |
| Fulton | 1990 | 86,396 | 24,428 | 23,485 | 7,878 | 3,550 | | 904 | 2,449 | 1,728 | 18,024 | 13,458 | 4,620 | 6,767 |
| | 1987 | 81,312 | 23,185 | 22,290 | 8,486 | 3,899 | | 1,106 | 2,128 | 1,502 | 18,454 | 9,295 | 4,102 | 6,277 |
| Gibson | 1990 | 137,793 | 38,642 | 37,375 | 11,562 | 6,982 | 3,579 | 2,322 | 3,229 | 2,337 | 36,182 | 16,291 | 4,847 | 6,288 |
| | 1987 | 134,418 | 37,175 | 35,956 | 11,630 | 7,804 | 4,001 | 2,968 | 3,270 | 2,367 | 36,681 | 11,038 | 5,970 | 6,122 |
| Grant | 1990 | 489,564 | 83,767 | 80,901 | 41,445 | 56,664 | 48,298 | 17,799 | 16,852 | 6,838 | 129,951 | 68,802 | 34,799 | 18,353 |
| | 1987 | 444,926 | 79,695 | 76,968 | 41,582 | 50,216 | 42,803 | 18,744 | 16,045 | 6,511 | 122,369 | 46,025 | 31,272 | 17,623 |
| Greene | 1990 | 127,381 | 32,404 | 31,315 | 8,125 | 22,579 | 7,337 | 1,885 | 2,134 | 1,018 | 23,009 | 15,950 | 10,506 | 4,481 |
| | 1987 | 118,605 | 32,462 | 31,371 | 8,350 | 18,641 | 6,058 | 2,456 | 2,229 | 1,064 | 22,404 | 10,684 | 10,253 | 4,422 |
| Hamilton | 1990 | 636,737 | 96,023 | 93,698 | 69,605 | 53,368 | 45,084 | 12,467 | 34,109 | 25,776 | 163,855 | 67,252 | 50,095 | 21,095 |
| | 1987 | 543,133 | 93,205 | 90,948 | 59,900 | 40,025 | 33,813 | 11,232 | 29,778 | 22,504 | 144,735 | 47,651 | 39,772 | 19,635 |
| Hancock | 1990 | 202,308 | 38,613 | 37,386 | 15,380 | 11,793 | 3,621 | 3,487 | 4,298 | 2,041 | 52,557 | 47,445 | 8,444 | 10,524 |
| | 1987 | 185,198 | 36,982 | 35,807 | 16,105 | 10,725 | 3,294 | 3,577 | 4,214 | 2,002 | 53,040 | 32,874 | 7,523 | 9,755 |
| Harrison | 1990 | 126,359 | 29,157 | 28,344 | 9,171 | 16,377 | 4,058 | 578 | 2,825 | 114 | 30,943 | 15,792 | 9,222 | 5,380 |
| | 1987 | 112,407 | 28,174 | 27,388 | 8,728 | 12,661 | 3,138 | 576 | 3,697 | 150 | 27,124 | 10,717 | 8,755 | 4,688 |
| Hendricks | 1990 | 333,472 | 82,045 | 81,252 | 27,669 | 37,881 | 33,312 | 6,019 | 9,428 | 4,278 | 69,228 | 38,705 | 32,786 | 7,296 |
| | 1987 | 295,338 | 77,447 | 76,698 | 27,299 | 28,054 | 24,671 | 5,389 | 8,453 | 3,837 | 64,575 | 29,518 | 25,823 | 8,107 |
| Henry | 1990 | 262,983 | 46,001 | 43,300 | 21,104 | 22,895 | 16,247 | 5,667 | 8,821 | 7,139 | 61,062 | 56,083 | 9,962 | 9,613 |
| | 1987 | 240,887 | 50,891 | 47,903 | 21,228 | 20,102 | 14,266 | 6,062 | 8,312 | 6,728 | 57,482 | 37,303 | 9,580 | 9,368 |
| Howard | 1990 | 682,804 | 114,512 | 109,787 | 65,017 | 103,184 | 89,021 | 549 | 37,340 | 23,464 | 169,505 | 44,637 | 45,176 | 25,807 |
| | 1987 | 620,099 | 105,168 | 100,829 | 63,060 | 88,923 | 76,718 | 528 | 31,914 | 20,055 | 162,885 | 40,889 | 38,742 | 23,267 |
| Huntington | 1990 | 174,056 | 33,867 | 32,830 | 20,472 | 24,205 | 15,144 | 5,647 | 4,711 | 3,148 | 42,372 | 14,462 | 12,998 | 5,613 |
| | 1987 | 160,566 | 32,003 | 31,023 | 18,255 | 20,047 | 12,543 | 5,234 | 4,456 | 2,978 | 40,294 | 13,776 | 10,657 | 5,677 |
| Jackson | 1990 | 224,097 | 41,144 | 40,891 | 18,393 | 32,739 | 16,852 | 9,100 | 5,378 | 3,228 | 56,653 | 29,460 | 11,841 | 8,548 |
| | 1987 | 202,199 | 40,312 | 40,064 | 17,903 | 24,366 | 12,543 | 8,825 | 5,002 | 3,003 | 52,615 | 22,775 | 12,496 | 7,985 |
| Jasper | 1990 | 123,568 | 21,215 | 20,811 | 10,242 | 3,345 | 1,348 | 4,582 | 3,186 | 3,084 | 23,324 | 20,761 | 16,980 | 7,096 |
| | 1987 | 113,961 | 21,378 | 20,971 | 10,151 | 4,549 | 1,835 | 4,455 | 2,908 | 2,816 | 23,358 | 16,277 | 14,572 | 6,701 |
| Jay | 1990 | 75,800 | 20,099 | 19,413 | 7,787 | 2,630 | | 714 | 6,302 | 3,592 | 17,909 | 7,531 | 2,988 | 4,437 |
| | 1987 | 73,452 | 19,775 | 19,100 | 7,563 | 2,806 | | 931 | 5,655 | 3,224 | 17,502 | 6,555 | 3,010 | 3,945 |
| Jefferson | 1990 | 156,691 | 46,636 | 43,599 | 13,952 | 17,606 | 11,214 | 3,613 | 6,925 | 4,892 | 26,611 | 9,178 | 6,894 | 7,761 |
| | 1987 | 144,406 | 41,030 | 38,358 | 13,277 | 15,473 | 9,856 | 3,768 | 6,457 | 4,562 | 26,604 | 7,178 | 7,498 | 6,943 |
| Jennings | 1990 | 81,243 | 20,687 | 19,958 | 5,754 | 3,507 | | 1,166 | 604 | 467 | 21,573 | 7,929 | 6,478 | 5,419 |
| | 1987 | 73,094 | 19,576 | 18,886 | 5,572 | 3,278 | | 1,032 | 708 | 548 | 18,191 | 6,921 | 5,723 | 4,480 |
| Johnson | 1990 | 681,053 | 79,029 | 75,992 | 52,704 | 182,202 | 155,117 | 38,456 | 32,052 | 21,404 | 143,666 | 35,773 | 39,105 | 20,869 |
| | 1987 | 596,274 | 69,454 | 66,785 | 47,841 | 156,229 | 133,006 | 36,988 | 26,607 | 17,769 | 125,863 | 35,956 | 32,876 | 18,514 |
| Knox | 1990 | 251,642 | 50,903 | 50,046 | 21,457 | 45,485 | 26,061 | 8,585 | 9,626 | 6,059 | 46,551 | 15,234 | 21,277 | 15,359 |
| | 1987 | 233,394 | 46,374 | 45,593 | 21,041 | 38,426 | 22,017 | 9,039 | 9,561 | 6,019 | 46,825 | 13,422 | 19,009 | 13,582 |
| Kosciusko | 1990 | 391,730 | 74,131 | 72,881 | 36,952 | 36,565 | 11,957 | 20,086 | 14,854 | 7,927 | 95,012 | 32,999 | 37,166 | 15,104 |
| | 1987 | 348,853 | 67,023 | 65,893 | 33,507 | 29,912 | 9,782 | 16,550 | 12,984 | 6,930 | 90,099 | 24,496 | 32,482 | 13,825 |
| La Grange | 1990 | 104,257 | 19,769 | 18,961 | 10,016 | 3,992 | | 850 | 5,762 | 3,428 | 19,770 | 11,943 | 17,085 | 3,546 |
| | 1987 | 93,943 | 19,597 | 18,796 | 10,308 | 3,604 | | 829 | 4,547 | 2,706 | 17,746 | 8,267 | 15,671 | 3,172 |
| Lake | 1990 | 3,020,647 | 574,895 | 531,861 | 269,979 | 386,308 | 328,789 | 141,895 | 116,534 | 78,510 | 585,266 | 447,578 | 145,317 | 175,219 |
| | 1987 | 2,821,312 | 563,974 | 521,758 | 277,815 | 361,906 | 308,021 | 134,686 | 110,339 | 74,337 | 583,044 | 314,589 | 132,599 | 155,515 |
| La Porte | 1990 | 625,710 | 124,150 | 119,516 | 51,705 | 77,764 | 61,737 | 36,877 | 30,741 | 16,890 | 144,627 | 48,507 | 38,660 | 33,023 |
| | 1987 | 573,888 | 115,447 | 111,138 | 50,463 | 71,347 | 56,643 | 30,993 | 27,110 | 14,896 | 137,074 | 43,545 | 33,164 | 28,703 |
| Lawrence | 1990 | 225,569 | 54,250 | 53,782 | 18,958 | 39,420 | 9,989 | 4,694 | 9,781 | 4,234 | 46,232 | 18,380 | 12,729 | 10,386 |
| | 1987 | 205,548 | 49,351 | 48,925 | 17,874 | 32,831 | 8,320 | 4,926 | 8,973 | 3,885 | 44,753 | 14,869 | 11,381 | 9,602 |
| Madison | 1990 | 844,241 | 164,014 | 161,472 | 74,976 | 102,201 | 95,388 | 29,138 | 34,311 | 13,746 | 210,305 | 61,050 | 64,881 | 33,938 |
| | 1987 | 768,860 | 153,125 | 150,752 | 70,969 | 91,524 | 85,423 | 27,988 | 30,408 | 12,183 | 196,953 | 52,542 | 53,037 | 31,190 |
| Marion | 1990 | 7,836,125 | 1,039,791 | 992,722 | 809,566 | 1,025,835 | 841,858 | 351,231 | 407,275 | 183,595 | 1,790,076 | 456,885 | 377,780 | 265,934 |
| | 1987 | 6,979,879 | 975,368 | 931,215 | 742,794 | 884,628 | 725,977 | 299,493 | 338,443 | 152,567 | 1,688,674 | 400,900 | 328,702 | 241,184 |
| Marshall | 1990 | 241,952 | 41,014 | 40,651 | 23,781 | 14,780 | 10,305 | 8,014 | 3,901 | 2,378 | 84,050 | 27,323 | 16,482 | 11,293 |
| | 1987 | 215,994 | 38,628 | 38,286 | 21,873 | 11,601 | 8,089 | 7,831 | 4,103 | 2,502 | 73,743 | 20,450 | 15,995 | 10,187 |
| Martin | 1990 | 44,248 | 11,871 | 11,181 | 3,361 | 526 | | 1,978 | 2,350 | 1,952 | 10,085 | 8,074 | 1,590 | 1,725 |
| | 1987 | 41,443 | 11,985 | 11,288 | 3,321 | 536 | | 1,734 | 2,152 | 1,788 | 9,925 | 5,637 | 1,650 | 1,639 |
| Miami | 1990 | 155,054 | 30,042 | 29,495 | 11,988 | 9,805 | 8,427 | 6,426 | 6,803 | 2,950 | 41,796 | 23,440 | 12,179 | 7,732 |
| | 1987 | 144,897 | 28,878 | 28,352 | 11,865 | 9,250 | 7,951 | 5,848 | 6,398 | 2,776 | 42,670 | 15,733 | 10,124 | 7,648 |
| Monroe | 1990 | 697,335 | 138,145 | 135,382 | 81,764 | 109,953 | 91,156 | 44,670 | 30,039 | 16,873 | 129,178 | 41,256 | 43,150 | 24,066 |
| | 1987 | 631,961 | 125,323 | 122,816 | 76,295 | 94,130 | 78,039 | 39,656 | 27,501 | 15,448 | 123,794 | 34,555 | 36,157 | 21,278 |
| Montgomery | 1990 | 219,437 | 52,501 | 52,075 | 18,071 | 21,693 | 11,836 | 4,970 | 5,987 | 5,131 | 52,936 | 31,541 | 9,138 | 7,619 |
| | 1987 | 198,418 | 47,055 | 46,673 | 17,253 | 20,839 | 11,371 | 5,175 | 5,675 | 4,864 | 51,199 | 21,005 | 8,686 | 7,530 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1990<br>U.S. CENSUS: 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **INDIANA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Morgan | 1990 | 284,575 | 61,167 | 60,134 | 32,071 | 12,990 | 4,963 | 7,806 | 8,050 | 2,682 | 61,253 | 59,415 | 22,091 | 9,651 |
| | 1987 | 251,237 | 59,753 | 58,744 | 28,971 | 12,441 | 4,754 | 7,546 | 8,182 | 2,727 | 54,850 | 41,159 | 18,159 | 9,241 |
| Newton | 1990 | 40,655 | 9,637 | 9,245 | 3,099 | 710 | | 1,687 | 471 | 254 | 4,367 | 13,711 | 1,864 | 3,080 |
| | 1987 | 38,861 | 9,859 | 9,458 | 3,418 | 813 | | 1,752 | 819 | 444 | 4,845 | 9,341 | 2,126 | 3,310 |
| Noble | 1990 | 186,805 | 41,776 | 38,713 | 14,587 | 12,641 | 7,191 | 4,321 | 2,920 | 1,951 | 61,855 | 17,079 | 9,695 | 9,400 |
| | 1987 | 166,733 | 38,956 | 36,100 | 13,687 | 11,379 | 6,474 | 4,021 | 3,080 | 2,059 | 54,431 | 12,439 | 8,371 | 8,100 |
| Ohio | 1990 | 11,728 | 3,683 | 3,558 | 2,026 | 117 | | 1,354 | 73 | 73 | 1,113 | 1,020 | 938 | 412 |
| | 1987 | 10,552 | 3,841 | 3,711 | 1,407 | 145 | | 949 | 106 | 106 | 1,143 | 1,042 | 858 | 367 |
| Orange | 1990 | 66,503 | 25,571 | 24,539 | 4,532 | 3,645 | | 1,225 | 943 | 674 | 12,760 | 7,819 | 2,488 | 3,075 |
| | 1987 | 61,914 | 23,509 | 22,560 | 4,601 | 3,277 | | 1,105 | 1,107 | 792 | 12,107 | 6,256 | 2,683 | 2,799 |
| Owen | 1990 | 51,511 | 13,666 | 12,800 | 4,340 | 1,473 | | 111 | 4,515 | 3,925 | 8,003 | 8,713 | 2,929 | 4,006 |
| | 1987 | 48,365 | 12,918 | 12,099 | 4,529 | 1,318 | | 203 | 3,925 | 3,413 | 8,555 | 7,084 | 2,671 | 3,505 |
| Parke | 1990 | 62,457 | 11,400 | 10,892 | 4,190 | 519 | | 1,549 | 258 | 118 | 24,725 | 8,683 | 4,443 | 2,339 |
| | 1987 | 56,463 | 12,475 | 11,919 | 3,933 | 846 | | 1,071 | 276 | 127 | 20,909 | 5,726 | 4,155 | 2,280 |
| Perry | 1990 | 79,615 | 24,863 | 23,724 | 5,020 | 5,748 | | 4,648 | 1,978 | 1,424 | 20,139 | 2,387 | 3,151 | 4,770 |
| | 1987 | 74,059 | 22,586 | 21,551 | 5,294 | 5,994 | | 4,237 | 2,170 | 1,563 | 17,866 | 2,290 | 3,211 | 4,063 |
| Pike | 1990 | 28,531 | 9,532 | 9,187 | 1,509 | 162 | | 406 | 311 | 256 | 4,562 | 6,642 | 891 | 2,533 |
| | 1987 | 28,474 | 10,251 | 9,880 | 1,770 | 195 | | 396 | 567 | 469 | 5,479 | 4,433 | 889 | 2,379 |
| Porter | 1990 | 652,694 | 150,090 | 142,670 | 61,673 | 57,541 | 39,854 | 13,071 | 21,927 | 11,467 | 133,763 | 113,034 | 35,542 | 33,192 |
| | 1987 | 584,734 | 137,758 | 130,948 | 62,750 | 52,076 | 36,070 | 13,161 | 19,820 | 10,366 | 128,430 | 75,718 | 28,789 | 32,995 |
| Posey | 1990 | 82,636 | 20,653 | 20,371 | 4,852 | 5,403 | 2,300 | 2,105 | 2,724 | 2,110 | 23,961 | 9,338 | 4,311 | 4,466 |
| | 1987 | 78,520 | 18,736 | 18,480 | 5,469 | 5,014 | 2,135 | 1,942 | 2,719 | 2,107 | 24,507 | 7,010 | 4,115 | 4,050 |
| Pulaski | 1990 | 51,258 | 9,458 | 9,036 | 3,208 | 168 | | 2,697 | 746 | 425 | 17,442 | 11,252 | 1,440 | 3,525 |
| | 1987 | 47,637 | 8,725 | 8,336 | 3,356 | 185 | | 2,148 | 866 | 494 | 17,060 | 7,419 | 2,076 | 3,426 |
| Putnam | 1990 | 124,568 | 23,661 | 22,831 | 9,316 | 21,228 | 14,790 | 4,940 | 4,921 | 1,924 | 20,174 | 21,113 | 8,632 | 4,716 |
| | 1987 | 111,639 | 25,061 | 24,182 | 9,083 | 16,675 | 11,564 | 4,149 | 4,391 | 1,717 | 19,773 | 14,076 | 7,496 | 4,639 |
| Randolph | 1990 | 99,253 | 24,709 | 23,721 | 10,156 | 5,401 | | 2,358 | 7,383 | 4,176 | 22,224 | 9,300 | 4,978 | 6,044 |
| | 1987 | 94,388 | 23,833 | 22,880 | 9,469 | 4,723 | | 7,328 | 6,662 | 3,769 | 22,436 | 7,837 | 4,742 | 5,415 |
| Ripley | 1990 | 127,873 | 40,720 | 38,363 | 10,275 | 11,572 | 5,356 | 2,612 | 4,819 | 3,856 | 20,353 | 10,799 | 6,944 | 5,757 |
| | 1987 | 112,203 | 35,886 | 33,809 | 9,118 | 9,174 | 4,247 | 2,027 | 4,092 | 3,275 | 19,651 | 7,242 | 7,383 | 5,057 |
| Rush | 1990 | 69,161 | 14,712 | 13,545 | 5,070 | 6,096 | | 339 | 3,292 | 1,705 | 21,737 | 6,143 | 3,723 | 4,344 |
| | 1987 | 64,809 | 14,487 | 13,338 | 4,602 | 4,963 | | 413 | 3,093 | 1,603 | 20,738 | 4,975 | 3,749 | 4,102 |
| St. Joseph | 1990 | 1,892,271 | 338,142 | 322,191 | 176,552 | 292,015 | 252,056 | 77,207 | 117,194 | 64,949 | 427,081 | 98,374 | 118,579 | 81,056 |
| | 1987 | 1,715,104 | 303,886 | 289,551 | 169,986 | 251,050 | 216,697 | 70,771 | 105,488 | 58,462 | 406,379 | 86,717 | 95,190 | 70,739 |
| Scott | 1990 | 99,127 | 25,868 | 24,749 | 10,707 | 3,415 | | 1,252 | 1,992 | 951 | 23,175 | 16,533 | 4,083 | 4,714 |
| | 1987 | 90,949 | 23,225 | 22,220 | 9,911 | 4,529 | | 1,306 | 1,905 | 910 | 21,797 | 12,325 | 4,285 | 4,158 |
| Shelby | 1990 | 184,518 | 45,829 | 44,019 | 17,080 | 29,909 | 23,156 | 4,142 | 8,067 | 2,022 | 31,852 | 24,314 | 6,669 | 8,587 |
| | 1987 | 170,439 | 41,470 | 39,832 | 16,159 | 25,138 | 19,463 | 4,831 | 7,334 | 1,839 | 32,669 | 18,735 | 7,434 | 8,112 |
| Spencer | 1990 | 66,364 | 15,256 | 14,535 | 2,570 | 821 | | 2,430 | 619 | | 16,787 | 15,730 | 4,107 | 2,437 |
| | 1987 | 62,080 | 15,867 | 15,117 | 3,253 | 968 | | 1,724 | 618 | | 17,439 | 10,388 | 4,056 | 2,295 |
| Starke | 1990 | 96,774 | 21,137 | 20,549 | 5,206 | 8,211 | | 5,181 | 2,388 | 1,776 | 20,242 | 17,182 | 10,406 | 3,746 |
| | 1987 | 89,920 | 19,624 | 19,078 | 5,261 | 7,536 | | 3,985 | 2,077 | 1,546 | 20,070 | 14,199 | 9,245 | 4,324 |
| Steuben | 1990 | 178,570 | 30,443 | 29,531 | 20,517 | 10,551 | 7,562 | 13,968 | 7,871 | 3,562 | 39,216 | 26,452 | 16,055 | 5,190 |
| | 1987 | 161,790 | 29,063 | 28,192 | 19,532 | 9,322 | 6,682 | 10,745 | 6,438 | 2,914 | 35,919 | 22,642 | 14,245 | 4,686 |
| Sullivan | 1990 | 98,393 | 7,230 | 7,060 | 4,141 | 8,637 | 4,330 | 824 | 969 | 757 | 12,516 | 55,754 | 1,405 | 3,583 |
| | 1987 | 91,651 | 12,567 | 12,272 | 4,711 | 8,724 | 4,375 | 962 | 1,173 | 917 | 15,747 | 37,129 | 2,041 | 4,234 |
| Switzerland | 1990 | 11,815 | 6,032 | 5,660 | 858 | 63 | | 732 | 225 | 225 | 258 | 701 | 793 | 1,304 |
| | 1987 | 11,246 | 5,317 | 4,989 | 819 | 73 | | 741 | 287 | 287 | 469 | 470 | 1,093 | 1,187 |
| Tippecanoe | 1990 | 962,867 | 152,662 | 146,620 | 96,588 | 162,938 | 144,947 | 40,685 | 48,206 | 20,795 | 219,546 | 74,584 | 58,906 | 35,299 |
| | 1987 | 864,410 | 140,638 | 135,072 | 91,482 | 141,788 | 126,133 | 34,740 | 40,853 | 17,624 | 205,802 | 57,443 | 50,565 | 32,235 |
| Tipton | 1990 | 106,947 | 10,140 | 9,825 | 7,116 | 1,666 | | 908 | 421 | 421 | 73,266 | 4,567 | 2,055 | 3,310 |
| | 1987 | 95,669 | 12,694 | 12,300 | 6,443 | 1,761 | | 1,642 | 760 | 760 | 57,085 | 5,970 | 2,651 | 3,253 |
| Union | 1990 | 22,971 | 5,997 | 5,769 | 1,256 | 153 | | 3,238 | 305 | 305 | 5,062 | 2,362 | 1,587 | 785 |
| | 1987 | 21,645 | 5,999 | 5,771 | 1,261 | 171 | | 2,280 | 422 | 422 | 4,655 | 1,832 | 2,184 | 906 |
| Vanderburgh | 1990 | 1,475,496 | 245,194 | 232,216 | 156,387 | 243,352 | 214,979 | 85,086 | 88,268 | 46,408 | 254,113 | 93,009 | 133,792 | 49,656 |
| | 1987 | 1,356,372 | 229,600 | 217,447 | 151,413 | 214,397 | 189,401 | 79,801 | 79,455 | 41,775 | 250,290 | 71,239 | 115,104 | 45,856 |
| Vermillion | 1990 | 85,006 | 17,288 | 16,590 | 5,504 | 1,162 | | 16,371 | 770 | 247 | 20,341 | 14,068 | 4,024 | 2,260 |
| | 1987 | 76,071 | 16,281 | 15,624 | 5,224 | 1,310 | | 11,373 | 628 | 202 | 21,927 | 9,383 | 4,132 | 2,125 |
| Vigo | 1990 | 1,339,320 | 126,212 | 118,589 | 73,396 | 112,613 | 97,293 | 155,218 | 40,295 | 16,391 | 158,661 | 72,031 | 54,414 | 137,027 |
| | 1987 | 1,177,156 | 136,197 | 127,971 | 76,074 | 113,258 | 97,851 | 117,862 | 37,096 | 15,091 | 163,189 | 60,036 | 50,883 | 96,728 |
| Wabash | 1990 | 192,158 | 41,866 | 40,377 | 15,403 | 22,619 | 5,140 | 3,029 | 7,676 | 3,697 | 40,272 | 23,863 | 15,715 | 10,258 |
| | 1987 | 173,288 | 37,585 | 36,248 | 14,795 | 20,083 | 4,565 | 3,493 | 6,636 | 3,197 | 38,890 | 16,325 | 15,238 | 9,312 |
| Warren | 1990 | 8,228 | 2,829 | 2,728 | 1,057 | | | 53 | 122 | | 408 | 1,085 | 1,292 | 111 |
| | 1987 | 8,001 | 3,657 | 3,526 | 749 | | | 71 | 165 | | 281 | 1,115 | 914 | 172 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| SMM ESTIMATES: 1990<br>U.S. CENSUS: 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **INDIANA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Warrick | 1990 | 152,546 | 42,959 | 41,800 | 13,923 | 24,056 | 21,613 | 1,236 | 6,366 | 5,922 | 26,728 | 13,741 | 7,190 | 9,176 |
| | 1987 | 139,476 | 39,816 | 38,742 | 12,524 | 18,747 | 16,844 | 1,799 | 5,494 | 5,112 | 27,457 | 10,721 | 9,112 | 7,137 |
| Washington | 1990 | 96,271 | 19,478 | 18,561 | 6,659 | 10,501 | 9,673 | 783 | 1,887 | 602 | 34,324 | 11,803 | 3,858 | 4,090 |
| | 1987 | 88,906 | 19,171 | 18,268 | 6,093 | 9,432 | 8,689 | 1,103 | 1,962 | 627 | 32,127 | 7,913 | 4,724 | 3,565 |
| Wayne | 1990 | 519,431 | 90,187 | 85,390 | 49,347 | 86,526 | 70,534 | 13,369 | 19,200 | 10,418 | 122,912 | 25,681 | 55,096 | 16,210 |
| | 1987 | 490,561 | 88,300 | 83,603 | 45,965 | 78,217 | 63,761 | 12,518 | 17,325 | 9,401 | 118,853 | 29,739 | 47,009 | 15,425 |
| Wells | 1990 | 116,772 | 37,823 | 35,654 | 11,465 | 5,007 | 3,908 | 1,713 | 4,916 | 3,555 | 23,932 | 13,598 | 6,475 | 4,610 |
| | 1987 | 103,930 | 29,929 | 28,213 | 10,906 | 4,637 | 3,620 | 2,161 | 4,809 | 3,479 | 26,050 | 9,061 | 5,709 | 3,909 |
| White | 1990 | 121,858 | 30,119 | 29,455 | 12,665 | 16,268 | 15,405 | 1,027 | 2,737 | 2,423 | 29,044 | 11,653 | 7,950 | 4,268 |
| | 1987 | 111,380 | 27,369 | 26,766 | 12,497 | 12,817 | 12,138 | 1,442 | 2,394 | 2,120 | 27,898 | 8,553 | 7,921 | 4,057 |
| Whitley | 1990 | 126,444 | 43,919 | 43,465 | 11,518 | 4,347 | | 1,265 | 3,789 | 1,133 | 20,063 | 18,668 | 9,921 | 6,554 |
| | 1987 | 113,880 | 38,851 | 38,449 | 11,153 | 3,523 | | 1,240 | 3,452 | 1,033 | 20,555 | 13,286 | 9,197 | 6,144 |
| **TOTAL METRO COUNTIES** | 1990 | **28,593,437** | **4,620,133** | **4,397,733** | **2,702,501** | **3,763,480** | **3,154,142** | **1,260,876** | **1,370,450** | **701,406** | **6,348,217** | **2,371,461** | **1,756,968** | **1,245,477** |
| | 1987 | 25,766,605 | 4,360,341 | 4,149,112 | 2,572,040 | 3,295,333 | 2,761,593 | 1,123,206 | 1,200,817 | 616,203 | 6,004,366 | 1,880,371 | 1,499,590 | 1,090,889 |
| **TOTAL STATE** | 1990 | **37,574,006** | **6,492,400** | **6,201,760** | **3,478,268** | **4,668,201** | **3,721,588** | **1,556,065** | **1,690,886** | **888,705** | **8,491,129** | **3,458,902** | **2,348,899** | **1,643,886** |
| | 1987 | 33,992,316 | 6,135,300 | 5,859,342 | 3,320,933 | 4,086,289 | 3,253,811 | 1,395,684 | 1,494,728 | 788,232 | 8,049,712 | 2,692,667 | 2,044,962 | 1,459,092 |
| **IOWA** | | | | | | | | | | | | | | |
| **CEDAR RAPIDS** | 1990 | **1,436,940** | **268,758** | **260,030** | **144,828** | **223,533** | **177,489** | **61,938** | **63,652** | **35,886** | **323,850** | **128,694** | **87,655** | **51,381** |
| | 1987 | 1,162,150 | 221,778 | 214,576 | 116,467 | 186,045 | 147,724 | 47,557 | 63,256 | 35,664 | 250,236 | 88,219 | 70,120 | 43,893 |
| Linn | 1990 | 1,436,940 | 268,758 | 260,030 | 144,828 | 223,533 | 177,489 | 61,938 | 63,652 | 35,886 | 323,850 | 128,694 | 87,655 | 51,381 |
| | 1987 | 1,162,150 | 221,778 | 214,576 | 116,467 | 186,045 | 147,724 | 47,557 | 63,256 | 35,664 | 250,236 | 88,219 | 70,120 | 43,893 |
| **DAVENPORT - ROCK ISLAND - MOLINE** | 1990 | **2,712,385** | **515,437** | **487,806** | **269,911** | **360,805** | **343,947** | **112,692** | **121,015** | **57,786** | **612,691** | **285,715** | **114,672** | **121,917** |
| | 1987 | 2,271,511 | 437,588 | 414,242 | 242,076 | 294,094 | 281,337 | 93,038 | 110,492 | 53,308 | 514,694 | 208,695 | 96,095 | 104,522 |
| Scott | 1990 | 1,301,916 | 255,070 | 240,458 | 122,281 | 179,792 | 177,435 | 64,037 | 59,627 | 29,346 | 283,030 | 141,546 | 57,322 | 47,870 |
| | 1987 | 1,061,380 | 204,153 | 192,458 | 106,575 | 146,611 | 144,690 | 48,336 | 61,374 | 30,207 | 221,046 | 110,000 | 46,292 | 42,203 |
| *Henry, Ill.* | *1990* | *295,012* | *53,733* | *51,917* | *26,275* | *36,939* | *26,787* | *7,366* | *12,326* | *10,300* | *77,768* | *46,684* | *11,587* | *11,218* |
| | *1987* | *249,529* | *49,218* | *47,555* | *24,480* | *26,101* | *18,928* | *7,838* | *10,601* | *8,859* | *67,472* | *31,422* | *10,688* | *9,775* |
| *Rock Island, Ill.* | *1990* | *1,115,457* | *206,634* | *195,431* | *121,355* | *144,074* | *139,725* | *41,289* | *49,062* | *18,140* | *251,893* | *97,485* | *45,763* | *62,829* |
| | *1987* | *960,602* | *184,217* | *174,229* | *111,021* | *121,382* | *117,719* | *36,864* | *38,517* | *14,242* | *226,176* | *67,273* | *39,115* | *52,544* |
| **DES MOINES** | 1990 | **3,466,624** | **724,901** | **699,691** | **325,756** | **468,229** | **403,616** | **176,551** | **146,987** | **72,459** | **768,253** | **264,847** | **172,605** | **102,583** |
| | 1987 | 2,781,481 | 571,192 | 551,319 | 267,227 | 378,125 | 324,234 | 135,249 | 147,171 | 72,633 | 604,722 | 201,425 | 138,826 | 84,868 |
| Dallas | 1990 | 135,694 | 34,994 | 33,564 | 6,240 | 9,148 | | 3,520 | 4,195 | 1,684 | 41,027 | 16,517 | 6,646 | 3,107 |
| | 1987 | 114,688 | 30,285 | 29,047 | 5,564 | 8,467 | | 3,073 | 4,134 | 1,660 | 33,935 | 12,641 | 5,700 | 2,754 |
| Polk | 1990 | 3,140,112 | 641,110 | 622,857 | 309,361 | 454,738 | 403,616 | 168,225 | 141,895 | 70,081 | 642,778 | 222,443 | 163,795 | 95,663 |
| | 1987 | 2,518,371 | 502,761 | 488,447 | 253,341 | 365,300 | 324,234 | 128,628 | 141,870 | 70,069 | 507,080 | 171,002 | 130,372 | 78,646 |
| Warren | 1990 | 190,818 | 48,797 | 43,270 | 10,155 | 4,343 | | 4,806 | 897 | 694 | 84,448 | 25,887 | 2,164 | 3,813 |
| | 1987 | 148,422 | 38,146 | 33,825 | 8,322 | 4,358 | | 3,548 | 1,167 | 904 | 63,707 | 17,782 | 2,754 | 3,468 |
| **DUBUQUE** | 1990 | **702,124** | **137,969** | **116,903** | **68,809** | **137,563** | **122,711** | **24,211** | **27,255** | **13,757** | **146,359** | **36,366** | **36,246** | **26,487** |
| | 1987 | 572,900 | 108,727 | 92,126 | 56,958 | 110,141 | 98,251 | 21,229 | 29,621 | 14,952 | 116,149 | 28,916 | 28,722 | 23,492 |
| Dubuque | 1990 | 702,124 | 137,969 | 116,903 | 68,809 | 137,563 | 122,711 | 24,211 | 27,255 | 13,757 | 146,359 | 36,366 | 36,246 | 26,487 |
| | 1987 | 572,900 | 108,727 | 92,126 | 56,958 | 110,141 | 98,251 | 21,229 | 29,621 | 14,952 | 116,149 | 28,916 | 28,722 | 23,492 |
| **IOWA CITY** | 1990 | **682,260** | **167,322** | **160,697** | **84,885** | **89,216** | **70,912** | **27,811** | **34,635** | **11,544** | **116,003** | **37,917** | **35,518** | **25,414** |
| | 1987 | 540,103 | 122,560 | 117,707 | 66,934 | 68,751 | 54,646 | 22,963 | 33,380 | 11,126 | 89,753 | 32,868 | 29,302 | 21,520 |
| Johnson | 1990 | 682,260 | 167,322 | 160,697 | 84,885 | 89,216 | 70,912 | 27,811 | 34,635 | 11,544 | 116,003 | 37,917 | 35,518 | 25,414 |
| | 1987 | 540,103 | 122,560 | 117,707 | 66,934 | 68,751 | 54,646 | 22,963 | 33,380 | 11,126 | 89,753 | 32,868 | 29,302 | 21,520 |
| **SIOUX CITY** | 1990 | **880,560** | **194,596** | **189,960** | **82,370** | **141,298** | **131,084** | **39,864** | **26,868** | **12,055** | **156,020** | **86,529** | **72,054** | **26,074** |
| | 1987 | 726,521 | 154,654 | 151,191 | 69,759 | 113,241 | 105,103 | 33,451 | 29,545 | 13,284 | 150,539 | 66,737 | 57,138 | 23,434 |
| Woodbury | 1990 | 811,418 | 172,934 | 171,242 | 70,522 | 140,258 | 131,084 | 39,630 | 23,255 | 9,478 | 143,684 | 75,851 | 69,787 | 23,893 |
| | 1987 | 667,599 | 139,193 | 137,831 | 59,722 | 112,458 | 105,103 | 33,235 | 25,485 | 10,387 | 120,389 | 57,219 | 54,963 | 21,456 |
| *Dakota, Neb.* | *1990* | *69,142* | *21,662* | *18,718* | *11,848* | *1,040* | | *234* | *3,613* | *2,577* | *12,336* | *10,678* | *2,267* | *2,181* |
| | *1987* | *58,922* | *15,461* | *13,360* | *10,037* | *783* | | *216* | *4,060* | *2,897* | *10,150* | *9,518* | *2,175* | *1,978* |
| **WATERLOO - CEDAR FALLS** | 1990 | **1,041,812** | **190,879** | **181,946** | **93,094** | **168,181** | **143,136** | **31,915** | **26,626** | **15,043** | **283,586** | **79,126** | **54,556** | **37,113** |
| | 1987 | 865,261 | 159,609 | 152,167 | 78,917 | 133,794 | 113,672 | 30,581 | 31,466 | 17,780 | 221,008 | 61,675 | 45,309 | 34,332 |
| Black Hawk | 1990 | 934,447 | 167,407 | 159,213 | 84,273 | 157,026 | 143,136 | 28,271 | 24,172 | 13,637 | 258,784 | 58,093 | 48,593 | 33,509 |
| | 1987 | 774,010 | 138,420 | 131,645 | 71,167 | 124,702 | 113,672 | 27,045 | 28,512 | 16,087 | 200,919 | 47,287 | 39,406 | 30,844 |
| Bremer | 1990 | 107,365 | 23,472 | 22,733 | 8,821 | 11,155 | | 3,644 | 2,454 | 1,406 | 24,802 | 21,033 | 5,963 | 3,604 |
| | 1987 | 91,251 | 21,189 | 20,522 | 7,750 | 9,092 | | 3,536 | 2,954 | 1,693 | 20,089 | 14,388 | 5,903 | 3,488 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1990 U.S. CENSUS: 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **IOWA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Adair | 1990 | 32,996 | 9,708 | 9,402 | 4,459 | 1,703 | | 761 | 218 | 218 | 4,176 | 6,716 | 2,766 | 1,332 |
| | 1987 | 30,667 | 8,769 | 8,493 | 4,146 | 1,423 | | 529 | 333 | 333 | 4,069 | 6,205 | 2,518 | 1,314 |
| Adams | 1990 | 17,022 | 3,021 | 2,903 | 1,109 | 107 | | 4,374 | 384 | 240 | 3,976 | 1,516 | 973 | 130 |
| | 1987 | 14,925 | 2,983 | 2,866 | 993 | 146 | | 3,223 | 307 | 193 | 3,250 | 1,279 | 1,005 | 238 |
| Allamakee | 1990 | 74,782 | 21,521 | 20,303 | 5,339 | 3,421 | | 2,389 | 1,337 | 177 | 17,385 | 9,448 | 6,372 | 1,718 |
| | 1987 | 64,081 | 18,057 | 17,035 | 4,684 | 2,996 | | 2,074 | 1,473 | 196 | 15,645 | 6,799 | 5,623 | 1,422 |
| Appanoose | 1990 | 75,981 | 26,652 | 25,801 | 4,324 | 6,931 | | 5,049 | 1,421 | 1,016 | 14,688 | 7,804 | 4,500 | 1,549 |
| | 1987 | 65,398 | 21,306 | 20,626 | 4,104 | 6,291 | | 4,045 | 1,720 | 1,231 | 12,542 | 6,095 | 4,147 | 1,512 |
| Audubon | 1990 | 35,536 | 6,693 | 6,585 | 1,940 | 247 | | 530 | 1,719 | 1,719 | 15,123 | 3,473 | 4,347 | 226 |
| | 1987 | 30,799 | 5,976 | 5,880 | 1,770 | 434 | | 583 | 1,878 | 1,878 | 11,989 | 3,114 | 3,116 | 230 |
| Benton | 1990 | 89,081 | 19,232 | 18,619 | 6,359 | 2,367 | | 2,462 | 2,548 | 1,164 | 22,914 | 22,319 | 3,341 | 2,573 |
| | 1987 | 76,020 | 16,566 | 16,038 | 5,872 | 1,912 | | 2,190 | 3,007 | 1,375 | 20,106 | 15,337 | 4,045 | 2,539 |
| Black Hawk | 1990 | 934,447 | 167,407 | 159,213 | 84,273 | 157,026 | 143,136 | 28,271 | 24,172 | 13,637 | 258,784 | 58,093 | 48,593 | 33,509 |
| | 1987 | 774,010 | 138,420 | 131,645 | 71,167 | 124,702 | 113,672 | 27,045 | 28,512 | 16,087 | 200,919 | 47,287 | 39,406 | 30,844 |
| Boone | 1990 | 130,523 | 36,219 | 35,858 | 10,567 | 6,360 | | 5,308 | 5,372 | 3,507 | 34,486 | 16,721 | 7,809 | 4,588 |
| | 1987 | 107,706 | 28,425 | 28,142 | 9,012 | 5,251 | | 4,430 | 5,913 | 3,861 | 27,998 | 12,223 | 6,310 | 4,176 |
| Bremer | 1990 | 107,365 | 23,472 | 22,733 | 8,821 | 11,155 | | 3,644 | 2,454 | 1,406 | 24,802 | 21,033 | 5,963 | 3,604 |
| | 1987 | 91,251 | 21,189 | 20,522 | 7,750 | 9,092 | | 3,536 | 2,954 | 1,693 | 20,089 | 14,388 | 5,903 | 3,488 |
| Buchanan | 1990 | 102,967 | 16,739 | 16,388 | 5,619 | 13,565 | 10,487 | 721 | 1,035 | 888 | 28,134 | 21,291 | 8,264 | 3,402 |
| | 1987 | 85,938 | 15,855 | 15,523 | 5,418 | 9,804 | 7,580 | 656 | 1,111 | 954 | 23,624 | 14,531 | 7,130 | 3,145 |
| Buena Vista | 1990 | 130,097 | 30,966 | 29,807 | 11,160 | 14,639 | 3,625 | 7,480 | 3,272 | 857 | 22,046 | 12,665 | 13,299 | 3,550 |
| | 1987 | 110,899 | 24,830 | 23,901 | 10,033 | 11,595 | 2,872 | 6,059 | 3,912 | 1,025 | 20,248 | 9,777 | 11,061 | 3,296 |
| Butler | 1990 | 44,686 | 6,776 | 6,455 | 2,809 | 1,671 | | 892 | 707 | 266 | 8,494 | 14,523 | 4,061 | 1,720 |
| | 1987 | 38,409 | 6,826 | 6,503 | 2,536 | 1,612 | | 768 | 980 | 370 | 7,646 | 9,793 | 3,893 | 1,460 |
| Calhoun | 1990 | 43,701 | 8,522 | 8,246 | 2,142 | 1,337 | | 941 | 1,106 | 253 | 20,213 | 4,208 | 2,506 | 1,594 |
| | 1987 | 40,146 | 8,495 | 8,220 | 2,069 | 1,287 | | 992 | 1,591 | 366 | 16,255 | 3,689 | 2,504 | 1,608 |
| Carroll | 1990 | 156,533 | 43,790 | 42,476 | 8,145 | 16,261 | 7,166 | 7,603 | 5,208 | 3,996 | 38,512 | 17,186 | 11,540 | 2,912 |
| | 1987 | 134,000 | 31,950 | 30,991 | 7,899 | 13,515 | 5,957 | 6,420 | 5,193 | 3,985 | 32,832 | 15,618 | 9,902 | 2,519 |
| Cass | 1990 | 112,559 | 18,924 | 18,236 | 8,498 | 11,794 | 4,181 | 4,915 | 2,591 | 997 | 29,777 | 14,761 | 5,506 | 5,443 |
| | 1987 | 97,886 | 17,168 | 16,544 | 7,212 | 9,790 | 3,471 | 4,536 | 2,789 | 1,074 | 23,679 | 12,865 | 5,691 | 4,857 |
| Cedar | 1990 | 87,637 | 23,839 | 23,063 | 4,234 | 8,268 | 7,437 | 1,507 | 1,653 | 1,121 | 25,105 | 15,039 | 4,166 | 955 |
| | 1987 | 73,777 | 19,408 | 18,776 | 3,800 | 5,829 | 5,244 | 1,230 | 2,025 | 1,374 | 20,644 | 13,254 | 3,881 | 922 |
| Cerro Gordo | 1990 | 458,041 | 88,998 | 87,531 | 41,088 | 91,902 | 90,364 | 18,968 | 12,604 | 8,193 | 86,899 | 44,741 | 20,841 | 8,009 |
| | 1987 | 376,157 | 73,487 | 72,276 | 33,743 | 70,848 | 69,663 | 17,368 | 13,305 | 8,649 | 69,707 | 34,833 | 18,938 | 8,049 |
| Cherokee | 1990 | 87,697 | 19,740 | 19,014 | 5,735 | 9,504 | 3,883 | 1,846 | 2,225 | 1,158 | 23,380 | 10,801 | 4,766 | 3,480 |
| | 1987 | 77,049 | 17,653 | 17,004 | 5,005 | 7,535 | 3,079 | 2,421 | 2,525 | 1,315 | 20,821 | 8,353 | 4,251 | 3,218 |
| Chickasaw | 1990 | 52,956 | 16,782 | 16,402 | 5,100 | 1,625 | | 565 | 1,695 | 1,496 | 13,566 | 7,029 | 2,164 | 1,731 |
| | 1987 | 45,631 | 13,662 | 13,353 | 4,440 | 1,624 | | 718 | 1,802 | 1,592 | 11,424 | 5,432 | 2,303 | 1,712 |
| Clarke | 1990 | 55,294 | 14,061 | 13,796 | 3,346 | 4,949 | | 281 | 709 | 709 | 10,073 | 13,465 | 2,423 | 698 |
| | 1987 | 45,825 | 12,108 | 11,880 | 3,116 | 4,272 | | 355 | 679 | 679 | 8,318 | 9,751 | 2,186 | 719 |
| Clay | 1990 | 134,147 | 28,928 | 27,529 | 7,308 | 22,086 | 9,220 | 15,287 | 5,702 | 3,923 | 32,275 | 5,048 | 6,053 | 3,732 |
| | 1987 | 115,285 | 23,096 | 21,979 | 7,202 | 17,404 | 7,266 | 11,617 | 5,855 | 4,029 | 27,323 | 5,339 | 5,338 | 3,450 |
| Clayton | 1990 | 78,646 | 12,535 | 11,904 | 5,882 | 860 | | 1,497 | 902 | 902 | 30,798 | 9,262 | 10,375 | 2,531 |
| | 1987 | 68,219 | 11,794 | 11,200 | 5,095 | 799 | | 1,301 | 1,506 | 1,506 | 25,308 | 7,014 | 9,317 | 2,427 |
| Clinton | 1990 | 350,924 | 80,565 | 77,555 | 33,205 | 38,991 | 35,257 | 12,954 | 12,503 | 7,455 | 97,436 | 35,062 | 8,248 | 14,704 |
| | 1987 | 301,378 | 67,595 | 65,070 | 28,306 | 32,301 | 29,208 | 11,701 | 14,176 | 8,453 | 82,874 | 25,631 | 8,306 | 13,139 |
| Crawford | 1990 | 80,582 | 14,198 | 13,745 | 9,429 | 3,367 | | 3,960 | 885 | 96 | 14,332 | 13,509 | 5,572 | 3,250 |
| | 1987 | 69,485 | 13,431 | 13,002 | 8,171 | 3,031 | | 3,797 | 1,226 | 134 | 12,266 | 9,954 | 4,872 | 2,844 |
| Dallas | 1990 | 135,694 | 34,994 | 33,564 | 6,240 | 9,148 | | 3,520 | 4,195 | 1,684 | 41,027 | 16,517 | 6,646 | 3,107 |
| | 1987 | 114,688 | 30,285 | 29,047 | 5,564 | 8,467 | | 3,073 | 4,134 | 1,660 | 33,935 | 12,641 | 5,700 | 2,754 |
| Davis | 1990 | 28,904 | 6,187 | 5,948 | 1,374 | 342 | | 297 | 364 | 289 | 11,246 | 4,651 | 1,807 | 1,398 |
| | 1987 | 25,389 | 5,511 | 5,298 | 1,289 | 382 | | 287 | 567 | 451 | 9,259 | 3,842 | 1,717 | 1,313 |
| Decatur | 1990 | 23,775 | 7,016 | 6,779 | 1,564 | 177 | | 3,741 | 877 | 409 | 2,330 | 4,708 | 1,133 | 1,087 |
| | 1987 | 22,815 | 6,745 | 6,517 | 1,552 | 323 | | 2,798 | 837 | 391 | 2,484 | 4,274 | 1,291 | 1,229 |
| Delaware | 1990 | 68,484 | 14,289 | 13,967 | 7,224 | 6,188 | 2,681 | 1,926 | 1,055 | 1,055 | 18,619 | 7,162 | 6,072 | 2,628 |
| | 1987 | 61,502 | 13,125 | 12,829 | 6,097 | 5,663 | 2,454 | 2,082 | 1,304 | 1,304 | 15,492 | 5,668 | 6,321 | 2,678 |
| Des Moines | 1990 | 331,902 | 70,629 | 68,882 | 35,280 | 70,621 | 58,145 | 14,343 | 11,858 | 6,838 | 52,892 | 21,435 | 20,680 | 11,463 |
| | 1987 | 276,002 | 57,805 | 56,375 | 28,938 | 54,222 | 44,644 | 12,962 | 13,094 | 7,552 | 43,277 | 17,731 | 17,153 | 10,405 |
| Dickinson | 1990 | 129,208 | 27,659 | 26,780 | 12,241 | 6,694 | | 4,197 | 2,350 | 1,784 | 45,335 | 10,357 | 9,951 | 3,142 |
| | 1987 | 102,387 | 20,418 | 19,769 | 10,951 | 4,975 | | 4,473 | 2,560 | 1,945 | 32,691 | 7,842 | 9,265 | 2,900 |
| Dubuque | 1990 | 702,124 | 137,969 | 116,903 | 68,809 | 137,563 | 122,711 | 24,211 | 27,255 | 13,757 | 146,359 | 36,366 | 36,246 | 26,487 |
| | 1987 | 572,900 | 108,727 | 92,126 | 56,958 | 110,141 | 98,251 | 21,229 | 29,621 | 14,952 | 116,149 | 28,916 | 28,722 | 23,492 |
| Emmet | 1990 | 66,230 | 17,166 | 16,533 | 4,940 | 5,414 | | 1,596 | 1,196 | 998 | 18,622 | 8,942 | 3,463 | 2,313 |
| | 1987 | 57,283 | 14,389 | 13,858 | 4,383 | 4,733 | | 1,991 | 1,387 | 1,159 | 15,530 | 6,468 | 3,733 | 2,090 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1990
U.S. CENSUS: 1987

| METRO AREA County | Year | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drugstores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Total Retail Sales ($000) | Total ($000) | Supermarkets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **IOWA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Fayette | 1990 | 122,085 | 34,366 | 33,020 | 6,374 | 10,641 | 6,625 | 4,827 | 3,354 | 1,622 | 32,780 | 12,194 | 2,756 | 4,202 |
| | 1987 | 103,905 | 27,552 | 26,473 | 5,843 | 8,688 | 5,410 | 4,359 | 3,748 | 1,813 | 27,940 | 9,301 | 4,123 | 3,736 |
| Floyd | 1990 | 85,956 | 22,376 | 21,565 | 7,260 | 11,366 | 4,024 | 2,353 | 1,664 | 1,281 | 17,553 | 11,033 | 6,439 | 2,161 |
| | 1987 | 75,157 | 18,787 | 18,106 | 6,416 | 9,726 | 3,444 | 2,686 | 1,966 | 1,515 | 15,102 | 8,602 | 5,692 | 2,121 |
| Franklin | 1990 | 35,714 | 6,474 | 6,264 | 2,720 | 1,807 | | 404 | 876 | 379 | 5,051 | 10,578 | 1,074 | 1,568 |
| | 1987 | 35,176 | 6,798 | 6,577 | 2,565 | 1,915 | | 741 | 1,171 | 508 | 5,394 | 8,903 | 1,344 | 1,574 |
| Fremont | 1990 | 25,282 | 14,818 | 14,357 | 873 | 83 | | 2,776 | 112 | 112 | 480 | 3,669 | 620 | 1,438 |
| | 1987 | 24,349 | 13,748 | 13,320 | 1,097 | 102 | | 2,014 | 185 | 185 | 872 | 3,369 | 659 | 1,549 |
| Greene | 1990 | 56,824 | 13,240 | 12,748 | 2,126 | 2,268 | | 933 | 248 | 155 | 27,942 | 3,693 | 1,846 | 1,505 |
| | 1987 | 48,284 | 10,719 | 10,321 | 2,379 | 2,207 | | 1,314 | 457 | 286 | 21,787 | 3,047 | 1,695 | 1,795 |
| Grundy | 1990 | 37,905 | 10,996 | 10,652 | 3,636 | | | 345 | 1,645 | 1,473 | 9,024 | 6,033 | 2,663 | 1,815 |
| | 1987 | 35,565 | 10,282 | 9,960 | 3,430 | | | 636 | 1,925 | 1,725 | 8,427 | 4,528 | 2,338 | 1,951 |
| Guthrie | 1990 | 33,331 | 5,138 | 4,926 | 3,148 | 573 | | 537 | 1,017 | 644 | 5,216 | 12,192 | 1,936 | 1,737 |
| | 1987 | 27,374 | 4,936 | 4,732 | 2,619 | 753 | | 437 | 1,229 | 779 | 4,513 | 8,190 | 1,697 | 1,499 |
| Hamilton | 1990 | 92,383 | 21,500 | 20,823 | 5,221 | 6,550 | 5,462 | 7,640 | 1,717 | 666 | 18,851 | 13,752 | 10,260 | 3,018 |
| | 1987 | 77,205 | 18,618 | 18,032 | 5,177 | 5,270 | 4,395 | 5,944 | 1,993 | 774 | 14,213 | 11,069 | 7,919 | 2,783 |
| Hancock | 1990 | 39,999 | 9,925 | 9,530 | 3,201 | 376 | | 3,300 | 2,329 | 1,805 | 10,193 | 4,028 | 3,220 | 1,927 |
| | 1987 | 33,798 | 8,627 | 8,284 | 2,836 | 380 | | 2,571 | 2,437 | 1,889 | 7,939 | 2,760 | 2,953 | 1,770 |
| Hardin | 1990 | 100,528 | 29,042 | 28,194 | 6,560 | 9,556 | 5,168 | 3,268 | 881 | 461 | 25,878 | 12,060 | 7,240 | 3,077 |
| | 1987 | 92,144 | 24,734 | 24,012 | 6,057 | 8,239 | 4,456 | 3,139 | 1,378 | 723 | 24,496 | 9,462 | 7,607 | 3,184 |
| Harrison | 1990 | 83,727 | 6,934 | 6,696 | 5,570 | 184 | | 398 | 909 | 104 | 38,656 | 19,462 | 4,026 | 2,336 |
| | 1987 | 72,087 | 7,496 | 7,239 | 5,043 | 198 | | 368 | 1,337 | 154 | 33,662 | 13,349 | 3,798 | 2,551 |
| Henry | 1990 | 108,051 | 26,007 | 25,248 | 9,050 | 16,647 | 9,936 | 2,517 | 2,274 | 896 | 27,215 | 9,125 | 7,047 | 3,667 |
| | 1987 | 89,123 | 21,003 | 20,390 | 7,326 | 11,862 | 7,081 | 2,287 | 2,629 | 1,037 | 23,070 | 7,465 | 6,085 | 3,398 |
| Howard | 1990 | 37,023 | 12,505 | 12,129 | 2,820 | 2,154 | | 980 | 147 | 41 | 6,267 | 2,701 | 4,285 | 31 |
| | 1987 | 32,897 | 10,811 | 10,486 | 2,564 | 1,924 | | 983 | 220 | 63 | 5,492 | 2,062 | 4,080 | 39 |
| Humboldt | 1990 | 52,089 | 17,858 | 17,325 | 4,403 | 6,549 | | 2,237 | 888 | 629 | 8,568 | 3,265 | 1,860 | 2,951 |
| | 1987 | 45,321 | 14,430 | 13,999 | 4,021 | 4,951 | | 2,029 | 1,173 | 832 | 8,192 | 2,893 | 1,931 | 2,684 |
| Ida | 1990 | 44,829 | 10,195 | 10,101 | 2,789 | 3,481 | | 516 | 149 | 149 | 12,779 | 7,149 | 1,832 | 2,023 |
| | 1987 | 37,441 | 8,532 | 8,453 | 2,277 | 2,749 | | 642 | 213 | 213 | 10,017 | 4,954 | 3,364 | 1,857 |
| Iowa | 1990 | 100,097 | 23,252 | 22,514 | 18,357 | 1,403 | | 3,547 | 4,640 | 3,563 | 10,852 | 25,401 | 2,554 | 1,667 |
| | 1987 | 83,135 | 18,692 | 18,099 | 16,566 | 1,227 | | 3,252 | 4,899 | 3,763 | 9,581 | 17,241 | 2,473 | 1,612 |
| Jackson | 1990 | 104,700 | 27,796 | 26,900 | 9,020 | 5,583 | 3,608 | 3,495 | 1,527 | 494 | 31,655 | 15,044 | 1,966 | 3,979 |
| | 1987 | 87,162 | 23,734 | 22,969 | 7,462 | 5,072 | 3,279 | 3,122 | 2,019 | 654 | 23,905 | 10,433 | 3,324 | 3,547 |
| Jasper | 1990 | 197,300 | 47,918 | 46,400 | 16,565 | 21,002 | 14,325 | 7,491 | 4,356 | 2,765 | 43,730 | 27,150 | 13,970 | 6,544 |
| | 1987 | 163,596 | 38,038 | 36,833 | 13,664 | 16,306 | 11,123 | 6,645 | 5,014 | 3,184 | 36,071 | 20,691 | 12,551 | 6,390 |
| Jefferson | 1990 | 103,377 | 25,567 | 25,306 | 6,122 | 18,143 | 4,940 | 6,176 | 2,415 | 976 | 23,056 | 8,673 | 5,768 | 1,356 |
| | 1987 | 86,698 | 20,875 | 20,662 | 5,556 | 13,332 | 3,631 | 4,993 | 2,397 | 970 | 19,650 | 6,525 | 5,019 | 1,838 |
| Johnson | 1990 | 682,260 | 167,322 | 160,697 | 84,885 | 89,216 | 70,912 | 27,811 | 34,635 | 11,544 | 116,003 | 37,917 | 35,518 | 25,414 |
| | 1987 | 540,103 | 122,560 | 117,707 | 66,934 | 68,751 | 54,646 | 22,963 | 33,380 | 11,126 | 89,753 | 32,868 | 29,302 | 21,520 |
| Jones | 1990 | 83,726 | 17,577 | 16,983 | 5,030 | 14,068 | 8,740 | 578 | 1,853 | 704 | 18,219 | 14,243 | 5,689 | 1,947 |
| | 1987 | 71,069 | 15,230 | 14,715 | 4,514 | 10,587 | 6,578 | 535 | 2,104 | 801 | 15,889 | 10,682 | 4,930 | 1,908 |
| Keokuk | 1990 | 43,971 | 8,894 | 8,487 | 2,970 | 1,078 | | 969 | 413 | | 13,320 | 3,292 | 1,166 | 1,374 |
| | 1987 | 37,753 | 6,768 | 6,458 | 2,575 | 749 | | 762 | 657 | | 11,231 | 3,175 | 1,714 | 1,249 |
| Kossuth | 1990 | 96,690 | 22,597 | 21,829 | 9,411 | 9,128 | 3,530 | 3,615 | 1,793 | 473 | 25,747 | 11,179 | 6,506 | 2,646 |
| | 1987 | 84,916 | 18,912 | 18,269 | 8,383 | 7,952 | 3,076 | 3,094 | 2,387 | 631 | 22,659 | 8,147 | 5,527 | 2,497 |
| Lee | 1990 | 267,828 | 72,146 | 70,002 | 17,860 | 34,086 | 16,792 | 5,720 | 7,620 | 6,019 | 79,077 | 20,527 | 10,421 | 9,672 |
| | 1987 | 221,831 | 59,386 | 57,621 | 16,017 | 27,224 | 13,412 | 4,997 | 8,700 | 6,873 | 58,925 | 16,438 | 10,388 | 9,039 |
| Linn | 1990 | 1,436,940 | 268,758 | 260,030 | 144,828 | 223,533 | 177,489 | 61,938 | 63,652 | 35,886 | 323,850 | 128,694 | 87,655 | 51,381 |
| | 1987 | 1,162,150 | 221,778 | 214,576 | 116,467 | 186,045 | 147,724 | 47,557 | 63,256 | 35,664 | 250,236 | 88,219 | 70,120 | 43,893 |
| Louisa | 1990 | 37,920 | 6,586 | 6,318 | 3,289 | 685 | | 513 | 1,073 | 599 | 10,920 | 11,532 | 1,083 | 1,071 |
| | 1987 | 32,874 | 7,040 | 6,754 | 2,951 | 607 | | 402 | 1,155 | 646 | 9,498 | 7,861 | 1,281 | 1,069 |
| Lucas | 1990 | 33,052 | 15,169 | 14,719 | 3,739 | 1,138 | 1,130 | 1,608 | 522 | 522 | 3,929 | 1,803 | 1,105 | 1,274 |
| | 1987 | 31,720 | 12,480 | 12,110 | 3,349 | 1,137 | 1,130 | 1,609 | 755 | 755 | 3,925 | 2,791 | 1,292 | 1,335 |
| Lyon | 1990 | 37,698 | 6,310 | 5,011 | 3,447 | 499 | | 2,117 | 2,343 | 2,080 | 8,773 | 6,663 | 4,486 | 710 |
| | 1987 | 32,740 | 6,031 | 4,789 | 2,863 | 553 | | 1,717 | 2,818 | 2,503 | 7,227 | 4,576 | 4,187 | 653 |
| Madison | 1990 | 63,426 | 13,486 | 13,027 | 7,061 | 807 | | 1,948 | 299 | 188 | 11,704 | 11,492 | 9,002 | 3,398 |
| | 1987 | 52,752 | 11,775 | 11,374 | 5,818 | 841 | | 1,637 | 517 | 326 | 10,500 | 7,771 | 7,592 | 2,982 |
| Mahaska | 1990 | 131,968 | 37,749 | 36,414 | 11,914 | 16,725 | 8,955 | 10,244 | 4,782 | 3,030 | 16,655 | 12,222 | 5,097 | 3,287 |
| | 1987 | 109,576 | 30,273 | 29,202 | 10,249 | 12,766 | 6,836 | 8,085 | 5,433 | 3,444 | 14,451 | 9,856 | 4,856 | 3,043 |
| Marion | 1990 | 149,873 | 35,374 | 34,460 | 12,286 | 16,989 | 8,087 | 5,978 | 3,484 | 2,388 | 28,162 | 25,068 | 11,093 | 5,044 |
| | 1987 | 122,394 | 28,128 | 27,401 | 10,852 | 13,267 | 6,316 | 5,247 | 4,165 | 2,856 | 24,164 | 17,214 | 8,813 | 4,518 |
| Marshall | 1990 | 258,113 | 62,111 | 60,206 | 22,571 | 43,684 | 32,874 | 10,065 | 9,281 | 5,789 | 45,142 | 29,506 | 12,984 | 10,113 |
| | 1987 | 216,977 | 50,941 | 49,379 | 19,676 | 34,089 | 25,654 | 8,615 | 9,308 | 5,807 | 39,517 | 20,209 | 12,274 | 9,898 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1990<br>U.S. CENSUS: 1987<br>METRO AREA<br>County | Year | Total Retail Sales ($000) | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/Home Furnishings/Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drugstores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Total ($000) | Supermarkets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **IOWA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Mills | 1990 | 49,953 | 14,064 | 13,683 | 3,774 | 179 | | 4,115 | 203 | | 11,881 | 8,644 | 298 | 1,532 |
| | 1987 | 42,234 | 11,577 | 11,263 | 3,319 | 200 | | 2,878 | 374 | | 11,005 | 6,346 | 546 | 1,557 |
| Mitchell | 1990 | 45,944 | 11,873 | 11,468 | 5,571 | 736 | | 1,335 | 1,433 | 1,197 | 12,333 | 4,448 | 5,083 | 1,373 |
| | 1987 | 40,202 | 8,993 | 8,686 | 4,575 | 660 | | 1,122 | 1,535 | 1,283 | 10,256 | 4,067 | 5,033 | 1,338 |
| Monona | 1990 | 49,382 | 9,121 | 8,926 | 4,215 | 793 | | 698 | 880 | | 15,417 | 8,090 | 2,322 | 4,051 |
| | 1987 | 43,765 | 8,120 | 7,946 | 3,715 | 930 | | 680 | 1,153 | | 13,987 | 5,874 | 2,102 | 3,681 |
| Monroe | 1990 | 38,453 | 12,166 | 11,691 | 1,163 | 2,054 | | 431 | 197 | 197 | 13,657 | 2,591 | 1,812 | 1,733 |
| | 1987 | 31,975 | 9,837 | 9,453 | 1,114 | 1,627 | | 565 | 244 | 244 | 10,604 | 2,177 | 1,750 | 1,423 |
| Montgomery | 1990 | 68,831 | 19,327 | 18,658 | 5,339 | 10,152 | 2,602 | 1,121 | 436 | 148 | 13,602 | 8,849 | 2,366 | 3,386 |
| | 1987 | 59,404 | 15,611 | 15,071 | 4,562 | 8,631 | 2,213 | 1,390 | 785 | 267 | 11,989 | 7,201 | 2,333 | 3,143 |
| Muscatine | 1990 | 241,125 | 57,701 | 53,300 | 22,622 | 34,075 | 32,851 | 10,867 | 6,727 | 3,233 | 60,462 | 17,321 | 8,947 | 9,159 |
| | 1987 | 203,693 | 47,640 | 44,391 | 18,989 | 25,863 | 24,935 | 9,315 | 7,522 | 3,616 | 46,340 | 16,352 | 9,379 | 8,381 |
| O'Brien | 1990 | 102,426 | 24,628 | 24,025 | 8,022 | 3,340 | | 5,035 | 1,736 | 823 | 25,985 | 16,630 | 5,344 | 4,713 |
| | 1987 | 87,509 | 19,555 | 19,076 | 6,971 | 3,343 | | 4,571 | 1,965 | 933 | 22,395 | 12,214 | 5,088 | 4,257 |
| Osceola | 1990 | 22,708 | 4,727 | 4,552 | 1,596 | 1,194 | | 1,046 | 670 | 492 | 5,72/ | 2,277 | 1,239 | 1,447 |
| | 1987 | 20,048 | 4,268 | 4,110 | 1,446 | 975 | | 901 | 721 | 531 | 4,456 | 2,214 | 1,195 | 1,147 |
| Page | 1990 | 114,562 | 17,466 | 16,854 | 6,936 | 15,199 | 2,369 | 6,255 | 2,008 | 1,055 | 30,224 | 11,327 | 14,449 | 4,521 |
| | 1987 | 97,721 | 13,653 | 13,175 | 5,800 | 13,264 | 2,068 | 5,640 | 2,679 | 1,409 | 23,153 | 9,196 | 11,737 | 4,105 |
| Palo Alto | 1990 | 49,394 | 16,717 | 15,568 | 2,861 | 1,603 | | 749 | 664 | 613 | 10,132 | 4,909 | 7,541 | 2,127 |
| | 1987 | 42,878 | 12,817 | 11,936 | 2,552 | 1,318 | | 804 | 1,108 | 1,025 | 9,130 | 4,713 | 6,480 | 1,877 |
| Plymouth | 1990 | 134,411 | 27,583 | 26,720 | 12,419 | 9,568 | | 5,746 | 1,733 | 1,389 | 40,752 | 13,803 | 9,837 | 2,936 |
| | 1987 | 113,224 | 24,191 | 23,434 | 10,257 | 8,038 | | 4,527 | 1,965 | 1,576 | 32,717 | 12,097 | 8,064 | 2,613 |
| Pocahontas | 1990 | 56,108 | 39,286 | 38,143 | 2,925 | 1,711 | | 769 | 1,116 | 405 | 4,036 | 2,743 | 1,288 | 855 |
| | 1987 | 45,074 | 27,867 | 27,056 | 2,868 | 1,508 | | 729 | 1,394 | 507 | 4,816 | 2,438 | 1,246 | 809 |
| Polk | 1990 | 3,140,112 | 641,110 | 622,857 | 309,361 | 454,738 | 403,616 | 168,225 | 141,895 | 70,081 | 642,778 | 222,443 | 163,795 | 95,663 |
| | 1987 | 2,518,371 | 502,761 | 488,447 | 253,341 | 365,300 | 324,234 | 128,628 | 141,870 | 70,069 | 507,080 | 171,002 | 130,372 | 78,646 |
| ☐ Pottawattamie | 1990 | 633,014 | 83,096 | 79,578 | 54,324 | 67,311 | 66,430 | 18,837 | 9,545 | 3,906 | 237,151 | 68,516 | 27,166 | 27,757 |
| | 1987 | 523,510 | 73,504 | 70,392 | 46,680 | 52,393 | 51,708 | 14,378 | 10,028 | 4,105 | 180,653 | 65,513 | 22,739 | 25,705 |
| Poweshiek | 1990 | 112,612 | 27,967 | 27,197 | 7,764 | 15,751 | 12,271 | 3,476 | 2,712 | 1,689 | 29,361 | 13,394 | 7,132 | 2,753 |
| | 1987 | 95,373 | 22,162 | 21,552 | 6,984 | 11,993 | 9,344 | 2,797 | 2,773 | 1,728 | 24,057 | 13,613 | 6,077 | 2,659 |
| Ringgold | 1990 | 28,019 | 3,946 | 3,746 | 1,898 | 235 | | 4,661 | 441 | | 7,070 | 6,889 | 577 | 136 |
| | 1987 | 23,015 | 4,753 | 4,512 | 1,491 | 320 | | 3,155 | 594 | | 5,574 | 4,600 | 810 | 209 |
| Sac | 1990 | 51,042 | 16,261 | 15,621 | 4,266 | 588 | | 1,125 | 1,678 | 1,234 | 11,780 | 7,242 | 4,863 | 1,050 |
| | 1987 | 44,830 | 12,368 | 11,881 | 3,775 | 664 | | 1,026 | 1,522 | 1,120 | 10,077 | 6,326 | 5,343 | 1,217 |
| Scott | 1990 | 1,301,916 | 255,070 | 240,458 | 122,281 | 179,792 | 177,435 | 64,037 | 59,627 | 29,346 | 283,030 | 141,546 | 57,322 | 47,870 |
| | 1987 | 1,061,380 | 204,153 | 192,458 | 106,575 | 146,611 | 144,690 | 48,336 | 61,374 | 30,207 | 221,046 | 110,000 | 46,292 | 42,203 |
| Shelby | 1990 | 64,576 | 17,487 | 17,013 | 5,840 | 3,282 | 2,293 | 2,262 | 636 | | 9,681 | 12,990 | 4,895 | 2,638 |
| | 1987 | 56,169 | 14,585 | 14,190 | 5,369 | 5,131 | 2,228 | 1,859 | 701 | | 9,568 | 9,355 | 4,209 | 2,446 |
| Sioux | 1990 | 123,512 | 29,476 | 28,714 | 10,188 | 4,035 | | 3,515 | 4,644 | 2,699 | 34,146 | 17,996 | 10,115 | 4,220 |
| | 1987 | 105,627 | 23,484 | 22,877 | 8,295 | 3,281 | | 2,976 | 5,094 | 2,962 | 30,782 | 14,413 | 8,409 | 3,933 |
| Story | 1990 | 509,281 | 109,821 | 105,910 | 60,320 | 77,907 | 67,964 | 22,822 | 14,711 | 7,665 | 112,850 | 53,106 | 16,606 | 11,164 |
| | 1987 | 415,734 | 88,900 | 85,734 | 49,378 | 61,539 | 53,686 | 17,926 | 16,566 | 8,632 | 91,185 | 38,035 | 14,358 | 10,623 |
| Tama | 1990 | 65,272 | 14,616 | 14,038 | 5,300 | 5,380 | | 881 | 1,195 | 834 | 13,451 | 10,503 | 6,755 | 1,840 |
| | 1987 | 56,632 | 13,539 | 13,004 | 4,895 | 4,298 | | 918 | 1,557 | 1,087 | 10,916 | 8,417 | 5,980 | 1,602 |
| Taylor | 1990 | 18,637 | 6,160 | 5,959 | 2,243 | 80 | | 1,039 | 340 | | 2,628 | 4,712 | 343 | 126 |
| | 1987 | 17,332 | 5,571 | 5,389 | 2,133 | 92 | | 963 | 444 | | 2,382 | 3,797 | 518 | 211 |
| Union | 1990 | 86,106 | 25,129 | 24,341 | 13,237 | 11,467 | 10,927 | 1,488 | 1,892 | 429 | 15,037 | 7,032 | 6,770 | 981 |
| | 1987 | 72,542 | 19,841 | 19,219 | 10,286 | 8,557 | 8,155 | 1,997 | 1,866 | 424 | 13,320 | 6,805 | 5,822 | 1,091 |
| Van Buren | 1990 | 19,288 | 6,785 | 6,401 | 1,537 | 435 | | 28 | 343 | 343 | 796 | 4,671 | 1,769 | 929 |
| | 1987 | 16,322 | 5,201 | 4,907 | 1,383 | 392 | | 28 | 470 | 470 | 880 | 3,259 | 1,746 | 775 |
| Wapello | 1990 | 231,432 | 54,733 | 53,083 | 16,988 | 34,266 | 33,141 | 10,173 | 6,555 | 3,421 | 30,862 | 38,615 | 15,695 | 8,441 |
| | 1987 | 193,709 | 46,915 | 45,501 | 14,611 | 26,420 | 25,553 | 8,175 | 6,962 | 3,634 | 27,682 | 27,998 | 13,462 | 7,870 |
| Warren | 1990 | 190,818 | 48,797 | 43,270 | 10,155 | 4,343 | | 4,806 | 897 | 694 | 84,448 | 25,867 | 2,164 | 3,813 |
| | 1987 | 148,422 | 38,146 | 33,825 | 8,322 | 4,358 | | 3,548 | 1,167 | 904 | 63,707 | 17,782 | 2,754 | 3,468 |
| Washington | 1990 | 111,387 | 31,517 | 30,491 | 6,935 | 7,558 | 4,780 | 5,631 | 2,812 | 1,026 | 24,741 | 7,061 | 5,927 | 2,907 |
| | 1987 | 93,381 | 24,760 | 23,954 | 6,530 | 6,638 | 4,199 | 4,759 | 3,134 | 1,144 | 20,600 | 6,761 | 5,396 | 2,769 |
| Wayne | 1990 | 25,882 | 9,806 | 9,329 | 1,251 | 120 | | 798 | 93 | | 2,701 | 5,841 | 3,427 | 212 |
| | 1987 | 22,589 | 8,003 | 7,614 | 1,276 | 218 | | 633 | 171 | | 2,495 | 4,940 | 3,036 | 273 |
| Webster | 1990 | 316.642 | 55,943 | 54,118 | 24,732 | 75,807 | 71,175 | 14,456 | 11,069 | 6,594 | 53,250 | 32,252 | 21,845 | 8,792 |
| | 1987 | 265,211 | 46,447 | 44,932 | 22,050 | 58,112 | 54,562 | 11,602 | 11,800 | 7,031 | 47,521 | 23,109 | 18,564 | 7,895 |
| Winnebago | 1990 | 60,371 | 14,018 | 13,702 | 4,609 | 4,585 | | 1,191 | 1,736 | 1,170 | 14,205 | 11,147 | 2,902 | 2,869 |
| | 1987 | 52,133 | 11,678 | 11,415 | 4,176 | 3,790 | | 955 | 1,841 | 1,242 | 13,507 | 7,929 | 2,854 | 2,649 |
| Winneshiek | 1990 | 114,699 | 26,880 | 26,267 | 9,844 | 20,067 | 16,499 | 7,752 | 4,170 | 2,420 | 16,559 | 13,552 | 7,685 | 1,711 |
| | 1987 | 93,695 | 21,223 | 20,739 | 8,487 | 14,264 | 11,728 | 6,196 | 4,498 | 2,611 | 14,143 | 9,782 | 6,363 | 1,829 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1990<br>U.S. CENSUS: 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **IOWA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Woodbury | 1990 | 811,418 | 172,934 | 171,242 | 70,522 | 140,258 | 131,084 | 39,630 | 23,255 | 9,478 | 143,684 | 75,851 | 69,787 | 23,893 |
| | 1987 | 667,599 | 139,193 | 137,831 | 59,722 | 112,458 | 105,103 | 33,235 | 25,485 | 10,387 | 120,389 | 57,219 | 54,963 | 21,456 |
| Worth | 1990 | 18,639 | 4,488 | 4,383 | 1,967 | | | 770 | 387 | 387 | 3,206 | 5,990 | 512 | 115 |
| | 1987 | 17,941 | 4,608 | 4,500 | 1,998 | | | 626 | 533 | 533 | 3,141 | 4,480 | 621 | 209 |
| Wright | 1990 | 64,726 | 18,878 | 18,421 | 4,792 | 2,713 | | 1,160 | 1,651 | 970 | 16,563 | 9,560 | 3,486 | 2,495 |
| | 1987 | 57,074 | 16,440 | 16,042 | 4,187 | 2,215 | | 1,195 | 1,979 | 1,163 | 14,481 | 7,252 | 3,600 | 2,328 |
| **TOTAL METRO COUNTIES** | 1990 | 10,076,108 | 2,000,929 | 1,910,545 | 964,499 | 1,474,083 | 1,292,813 | 444,930 | 391,582 | 191,419 | 2,301,916 | 832,863 | 540,855 | 342,498 |
| | 1987 | 8,174,384 | 1,600,716 | 1,528,576 | 799,480 | 1,188,318 | 1,040,028 | 353,528 | 401,781 | 196,854 | 1,803,956 | 645,835 | 436,273 | 297,469 |
| **TOTAL STATE** | 1990 | 18,817,884 | 4,084,260 | 3,925,528 | 1,691,466 | 2,429,607 | 1,916,327 | 789,810 | 614,557 | 323,583 | 4,305,237 | 1,917,619 | 1,055,677 | 612,306 |
| | 1987 | 15,581,497 | 3,328,132 | 3,199,102 | 1,430,983 | 1,947,269 | 1,525,958 | 650,904 | 653,175 | 345,109 | 3,482,725 | 1,477,870 | 905,717 | 551,868 |
| **KANSAS** | | | | | | | | | | | | | | |
| **KANSAS CITY** | 1990 | 12,486,466 | 2,346,390 | 2,264,564 | 1,230,352 | 1,801,033 | 1,512,143 | 570,294 | 517,350 | 269,194 | 3,181,436 | 936,887 | 660,705 | 345,505 |
| | 1987 | 10,524,874 | 1,900,381 | 1,833,822 | 1,062,328 | 1,473,495 | 1,237,261 | 469,722 | 529,553 | 274,184 | 2,580,125 | 771,216 | 555,633 | 312,862 |
| Johnson | 1990 | 3,618,601 | 648,262 | 624,931 | 291,775 | 533,816 | 454,519 | 177,702 | 217,576 | 121,334 | 1,011,475 | 203,973 | 165,171 | 86,966 |
| | 1987 | 2,837,428 | 480,943 | 463,634 | 231,426 | 415,183 | 353,510 | 145,437 | 206,192 | 114,986 | 746,913 | 159,964 | 127,385 | 69,773 |
| Leavenworth | 1990 | 285,822 | 60,537 | 59,961 | 22,469 | 46,367 | 45,534 | 5,605 | 8,822 | 6,738 | 77,450 | 21,133 | 18,678 | 2,890 |
| | 1987 | 234,919 | 50,648 | 50,166 | 19,548 | 34,561 | 33,941 | 5,278 | 9,604 | 7,336 | 62,793 | 15,934 | 14,707 | 3,336 |
| Miami | 1990 | 111,240 | 26,454 | 25,882 | 8,031 | 9,296 | 8,945 | 1,009 | 2,687 | 1,980 | 34,879 | 13,095 | 6,646 | 3,361 |
| | 1987 | 91,623 | 22,714 | 22,223 | 6,683 | 9,032 | 8,692 | 933 | 3,091 | 2,279 | 26,792 | 9,076 | 5,492 | 3,072 |
| Wyandotte | 1990 | 907,817 | 189,153 | 178,651 | 96,452 | 104,085 | 87,839 | 25,337 | 23,053 | 9,714 | 230,978 | 80,046 | 43,141 | 33,049 |
| | 1987 | 775,135 | 164,533 | 155,398 | 80,319 | 92,310 | 77,903 | 21,704 | 24,261 | 10,224 | 184,183 | 69,156 | 37,319 | 30,809 |
| *Cass, Mo.* | *1990* | *318,889* | *75,128* | *73,842* | *24,328* | *27,164* | *26,015* | *1,088* | *6,720* | *4,302* | *82,567* | *48,548* | *23,724* | *16,081* |
| | *1987* | *264,033* | *61,121* | *60,075* | *20,920* | *25,701* | *24,615* | *1,110* | *6,924* | *4,433* | *67,644* | *34,934* | *19,415* | *13,508* |
| *Clay, Mo.* | *1990* | *1,381,528* | *233,459* | *224,984* | *117,264* | *236,779* | *213,534* | *55,593* | *61,494* | *32,607* | *348,492* | *103,254* | *96,788* | *36,761* |
| | *1987* | *1,164,542* | *194,311* | *187,257* | *99,559* | *200,439* | *180,762* | *43,511* | *61,918* | *32,832* | *287,001* | *88,651* | *79,943* | *32,378* |
| *Jackson, Mo.* | *1990* | *5,343,897* | *936,063* | *902,795* | *597,298* | *803,765* | *641,348* | *297,981* | *187,068* | *85,012* | *1,344,482* | *383,799* | *263,171* | *152,937* |
| | *1987* | *4,723,882* | *791,410* | *763,283* | *542,015* | *661,890* | *528,142* | *246,001* | *207,045* | *94,091* | *1,157,788* | *329,027* | *234,216* | *146,542* |
| *Lafayette, Mo.* | *1990* | *117,818* | *32,349* | *31,699* | *12,398* | *10,933* | *7,759* | *863* | *1,658* | *1,410* | *19,012* | *27,282* | *3,801* | *4,002* |
| | *1987* | *104,387* | *28,083* | *27,519* | *11,146* | *9,657* | *6,854* | *1,140* | *2,273* | *1,934* | *19,027* | *18,960* | *4,313* | *3,780* |
| *Platte, Mo.* | *1990* | *321,751* | *130,404* | *127,716* | *55,421* | *16,945* | *15,439* | *4,430* | *6,684* | *5,014* | *19,312* | *36,400* | *32,896* | *6,122* |
| | *1987* | *260,883* | *94,023* | *92,085* | *46,165* | *14,949* | *13,621* | *3,888* | *6,521* | *4,893* | *17,266* | *30,544* | *27,028* | *6,651* |
| *Ray, Mo.* | *1990* | *79,103* | *14,581* | *14,103* | *4,916* | *11,883* | *11,211* | *686* | *1,588* | *1,083* | *12,789* | *19,357* | *6,689* | *3,336* |
| | *1987* | *68,042* | *12,595* | *12,182* | *4,547* | *9,773* | *9,221* | *720* | *1,724* | *1,176* | *10,718* | *14,970* | *5,815* | *3,013* |
| **LAWRENCE** | 1990 | 488,765 | 109,372 | 104,067 | 60,979 | 67,117 | 58,078 | 20,681 | 19,241 | 8,527 | 83,875 | 34,493 | 31,321 | 9,481 |
| | 1987 | 392,291 | 83,067 | 79,038 | 50,749 | 46,889 | 40,575 | 16,487 | 19,427 | 8,610 | 69,587 | 27,549 | 25,061 | 8,657 |
| Douglas | 1990 | 488,765 | 109,372 | 104,067 | 60,979 | 67,117 | 58,078 | 20,681 | 19,241 | 8,527 | 83,875 | 34,493 | 31,321 | 9,481 |
| | 1987 | 392,291 | 83,067 | 79,038 | 50,749 | 46,889 | 40,575 | 16,487 | 19,427 | 8,610 | 69,587 | 27,549 | 25,061 | 8,657 |
| **TOPEKA** | 1990 | 1,319,053 | 249,075 | 243,030 | 130,711 | 186,772 | 172,657 | 52,355 | 48,411 | 31,680 | 311,429 | 109,692 | 85,461 | 53,115 |
| | 1987 | 1,088,689 | 207,886 | 202,841 | 111,795 | 152,909 | 141,354 | 41,344 | 49,491 | 32,387 | 244,052 | 82,050 | 72,287 | 45,824 |
| Shawnee | 1990 | 1,319,053 | 249,075 | 243,030 | 130,711 | 186,772 | 172,657 | 52,355 | 48,411 | 31,680 | 311,429 | 109,692 | 85,461 | 53,115 |
| | 1987 | 1,088,689 | 207,886 | 202,841 | 111,795 | 152,909 | 141,354 | 41,344 | 49,491 | 32,387 | 244,052 | 82,050 | 72,287 | 45,824 |
| **WICHITA** | 1990 | 3,460,419 | 684,375 | 663,215 | 373,635 | 514,913 | 398,284 | 161,896 | 115,766 | 54,631 | 744,274 | 254,750 | 199,871 | 76,315 |
| | 1987 | 2,874,668 | 549,926 | 532,931 | 315,415 | 419,061 | 324,192 | 128,447 | 129,204 | 61,046 | 615,514 | 197,584 | 173,769 | 69,525 |
| Butler | 1990 | 217,680 | 45,705 | 44,410 | 21,175 | 29,770 | 22,071 | 4,723 | 6,726 | 5,051 | 48,693 | 26,491 | 11,912 | 5,533 |
| | 1987 | 185,490 | 39,457 | 38,339 | 17,866 | 22,829 | 16,926 | 3,976 | 7,750 | 5,821 | 43,084 | 20,793 | 10,111 | 5,104 |
| Sedgwick | 1990 | 3,242,739 | 638,670 | 618,805 | 352,460 | 485,143 | 376,213 | 157,173 | 109,040 | 49,580 | 695,581 | 228,259 | 187,959 | 70,782 |
| | 1987 | 2,689,178 | 510,469 | 494,592 | 297,549 | 396,232 | 307,266 | 124,471 | 121,454 | 55,225 | 572,430 | 176,791 | 163,658 | 64,421 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Allen | 1990 | 62,137 | 17,079 | 16,426 | 11,196 | 2,082 | | 2,593 | 957 | 586 | 8,734 | 5,990 | 7,079 | 1,917 |
| | 1987 | 53,932 | 14,448 | 13,896 | 9,346 | 2,429 | | 2,208 | 1,135 | 696 | 7,345 | 4,976 | 6,166 | 1,641 |
| Anderson | 1990 | 26,628 | 4,897 | 4,834 | 2,579 | 1,002 | | 339 | 1,042 | 673 | 7,513 | 5,125 | 1,053 | 1,091 |
| | 1987 | 23,018 | 4,902 | 4,839 | 2,288 | 832 | | 516 | 892 | 577 | 5,825 | 3,973 | 1,032 | 963 |
| Atchison | 1990 | 81,998 | 20,542 | 19,894 | 6,077 | 11,084 | | 1,904 | 2,976 | 2,673 | 16,686 | 2,194 | 9,713 | 5,015 |
| | 1987 | 68,345 | 16,643 | 16,118 | 5,089 | 10,709 | | 1,623 | 3,140 | 2,821 | 12,036 | 2,114 | 7,446 | 4,209 |
| Barber | 1990 | 31,586 | 6,636 | 6,425 | 1,886 | 1,383 | | 240 | 938 | | 7,582 | 8,642 | 569 | 1,839 |
| | 1987 | 29,477 | 6,003 | 5,812 | 1,853 | 1,244 | | 354 | 1,030 | | 7,288 | 7,298 | 772 | 1,782 |
| Barton | 1990 | 205,084 | 51,983 | 50,497 | 22,294 | 30,197 | 23,402 | 7,144 | 6,052 | 3,661 | 45,980 | 18,850 | 7,515 | 4,764 |
| | 1987 | 187,881 | 44,403 | 43,134 | 19,529 | 26,670 | 20,669 | 6,651 | 7,870 | 4,762 | 43,006 | 16,083 | 7,906 | 4,728 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1990<br>U.S. CENSUS: 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **KANSAS (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Bourbon | 1990 | 91,539 | 24,357 | 23,705 | 11,054 | 10,689 | 9,876 | 1,809 | 1,692 | 1,226 | 21,460 | 10,349 | 3,952 | 2,265 |
| | 1987 | 77,908 | 19,433 | 18,913 | 9,696 | 9,645 | 8,912 | 1,978 | 2,112 | 1,532 | 17,643 | 7,535 | 3,811 | 2,169 |
| Brown | 1990 | 44,375 | 13,643 | 13,246 | 2,715 | 7,767 | 7,550 | 1,509 | 468 | 281 | 6,287 | 4,440 | 3,768 | 1,520 |
| | 1987 | 38,278 | 11,034 | 10,713 | 2,311 | 6,727 | 6,540 | 1,123 | 534 | 322 | 6,070 | 3,933 | 3,237 | 1,324 |
| Butler | 1990 | 217,680 | 45,705 | 44,410 | 21,175 | 29,770 | 22,071 | 4,723 | 6,726 | 5,051 | 48,693 | 26,491 | 11,912 | 5,533 |
| | 1987 | 185,490 | 39,457 | 38,339 | 17,866 | 22,829 | 16,926 | 3,976 | 7,750 | 5,821 | 43,084 | 20,793 | 10,111 | 5,104 |
| Chase | 1990 | 9,194 | 1,592 | 1,517 | 1,208 | 95 | | 325 | 43 | | 507 | 4,140 | | 833 |
| | 1987 | 8,018 | 1,505 | 1,434 | 1,078 | 102 | | 308 | 56 | | 406 | 3,387 | | 750 |
| Chautauqua | 1990 | 8,645 | 4,002 | 3,898 | 863 | 640 | | 46 | 34 | | 199 | 1,494 | 432 | 557 |
| | 1987 | 8,847 | 3,706 | 3,610 | 747 | 635 | | 66 | 61 | | 169 | 1,867 | 656 | 539 |
| Cherokee | 1990 | 63,984 | 26,760 | 25,851 | 6,377 | 7,144 | 5,234 | 541 | 933 | 422 | 6,956 | 4,186 | 4,212 | 2,820 |
| | 1987 | 57,295 | 22,287 | 21,530 | 5,365 | 6,246 | 4,577 | 549 | 1,319 | 598 | 7,936 | 3,536 | 3,828 | 2,568 |
| Cheyenne | 1990 | 15,931 | 5,497 | 5,337 | 1,194 | 1,125 | | 1,010 | 317 | 234 | 1,973 | 2,316 | 1,293 | 61 |
| | 1987 | 14,141 | 4,743 | 4,605 | 1,076 | 786 | | 731 | 382 | 283 | 2,101 | 1,826 | 1,469 | 77 |
| Clark | 1990 | 11,284 | 3,113 | 2,994 | 1,115 | | | 507 | 340 | 223 | 1,850 | 3,170 | 176 | 690 |
| | 1987 | 9,962 | 2,556 | 2,458 | 864 | | | 432 | 453 | 298 | 1,410 | 2,874 | 328 | 743 |
| Clay | 1990 | 38,767 | 9,752 | 9,418 | 2,117 | 755 | | 2,210 | 565 | 348 | 8,818 | 5,430 | 2,919 | 1,245 |
| | 1987 | 35,637 | 9,130 | 8,817 | 2,008 | 1,403 | | 1,738 | 950 | 586 | 7,537 | 4,554 | 2,585 | 1,210 |
| Cloud | 1990 | 63,608 | 13,986 | 13,409 | 4,588 | 6,336 | | 4,567 | 1,366 | 978 | 17,447 | 6,660 | 3,281 | 2,412 |
| | 1987 | 52,714 | 11,659 | 11,178 | 3,829 | 5,190 | | 3,598 | 1,865 | 1,336 | 13,386 | 5,209 | 3,059 | 2,180 |
| Coffey | 1990 | 35,303 | 9,358 | 9,030 | 2,439 | 317 | | 562 | 690 | 411 | 5,628 | 11,804 | 1,293 | 1,351 |
| | 1987 | 29,885 | 7,682 | 7,413 | 2,299 | 357 | | 402 | 872 | 520 | 5,246 | 8,950 | 1,040 | 1,217 |
| Comanche | 1990 | 7,608 | 1,494 | 1,453 | 510 | | | 115 | 262 | | 1,860 | 1,434 | 1,117 | 463 |
| | 1987 | 6,925 | 1,283 | 1,248 | 568 | | | 106 | 300 | | 1,632 | 1,327 | 931 | 459 |
| Cowley | 1990 | 202,981 | 41,241 | 40,237 | 19,358 | 28,885 | 15,831 | 8,460 | 6,051 | 3,055 | 36,965 | 26,128 | 8,856 | 8,861 |
| | 1987 | 172,866 | 36,120 | 35,241 | 16,917 | 22,921 | 12,563 | 7,466 | 7,177 | 3,625 | 31,258 | 18,092 | 8,390 | 8,450 |
| Crawford | 1990 | 199,886 | 52,281 | 50,867 | 20,727 | 29,406 | 24,418 | 8,057 | 4,910 | 3,129 | 34,950 | 18,999 | 15,339 | 4,037 |
| | 1987 | 168,380 | 44,101 | 42,908 | 17,850 | 24,378 | 20,244 | 6,357 | 5,697 | 3,632 | 29,217 | 12,990 | 13,173 | 3,970 |
| Decatur | 1990 | 14,772 | 2,070 | 1,974 | 1,792 | 100 | | 199 | 214 | | 3,788 | 3,072 | 703 | 306 |
| | 1987 | 14,688 | 2,225 | 2,122 | 1,640 | 112 | | 193 | 364 | | 3,981 | 2,485 | 685 | 420 |
| Dickinson | 1990 | 78,843 | 23,947 | 23,131 | 9,045 | 3,174 | 1,350 | 2,132 | 948 | 743 | 11,655 | 13,888 | 5,192 | 3,192 |
| | 1987 | 68,130 | 18,901 | 18,257 | 7,416 | 3,796 | 1,616 | 1,720 | 1,237 | 971 | 10,322 | 11,953 | 4,411 | 2,897 |
| Doniphan | 1990 | 29,837 | 6,932 | 6,746 | 1,697 | 544 | | 177 | 114 | | 2,678 | 2,012 | 13,238 | 1,150 |
| | 1987 | 25,327 | 6,201 | 6,035 | 1,522 | 480 | | 123 | 211 | | 1,906 | 1,653 | 11,065 | 987 |
| Douglas | 1990 | 488,765 | 109,372 | 104,067 | 60,979 | 67,117 | 58,078 | 20,681 | 19,241 | 8,527 | 83,875 | 34,493 | 31,321 | 9,481 |
| | 1987 | 392,291 | 83,067 | 79,038 | 50,749 | 46,889 | 40,575 | 16,487 | 19,427 | 8,610 | 69,587 | 27,549 | 25,061 | 8,657 |
| Edwards | 1990 | 11,827 | 4,197 | 4,024 | 1,326 | 407 | | 540 | 265 | 265 | 1,542 | 549 | 1,208 | 787 |
| | 1987 | 10,740 | 3,874 | 3,714 | 1,119 | 294 | | 464 | 294 | 294 | 1,385 | 612 | 911 | 647 |
| Elk | 1990 | 7,030 | 2,226 | 2,094 | 399 | | | 37 | 74 | | 444 | 1,594 | 453 | 103 |
| | 1987 | 6,598 | 1,867 | 1,756 | 420 | | | 67 | 112 | | 491 | 1,090 | 415 | 156 |
| Ellis | 1990 | 221,899 | 44,898 | 44,440 | 24,304 | 42,154 | 33,398 | 13,366 | 5,221 | 2,561 | 39,195 | 24,640 | 9,827 | 4,892 |
| | 1987 | 196,359 | 38,425 | 38,033 | 21,363 | 32,483 | 25,736 | 11,209 | 7,114 | 3,491 | 37,847 | 19,218 | 10,487 | 4,983 |
| Ellsworth | 1990 | 25,144 | 8,018 | 7,716 | 1,988 | 315 | | 481 | 722 | 440 | 3,845 | 6,335 | 1,845 | 825 |
| | 1987 | 22,457 | 6,975 | 6,712 | 1,733 | 419 | | 386 | 721 | 440 | 3,590 | 5,201 | 1,554 | 987 |
| Finney | 1990 | 248,512 | 57,706 | 56,064 | 18,096 | 45,118 | 35,150 | 10,439 | 8,406 | 3,711 | 44,314 | 23,364 | 17,533 | 3,948 |
| | 1987 | 208,559 | 47,142 | 45,801 | 14,835 | 34,508 | 26,885 | 9,990 | 9,321 | 4,116 | 41,874 | 15,956 | 15,859 | 2,870 |
| Ford | 1990 | 218,835 | 43,942 | 42,678 | 20,829 | 35,234 | 29,478 | 11,903 | 7,042 | 3,000 | 61,993 | 15,380 | 6,276 | 4,132 |
| | 1987 | 188,144 | 36,698 | 35,642 | 18,184 | 29,320 | 24,531 | 9,851 | 9,039 | 3,852 | 51,363 | 11,988 | 6,210 | 4,226 |
| Franklin | 1990 | 113,606 | 29,818 | 29,124 | 10,262 | 22,404 | 19,478 | 2,901 | 1,241 | 659 | 19,213 | 12,747 | 4,412 | 3,650 |
| | 1987 | 94,293 | 24,573 | 24,001 | 9,354 | 17,215 | 14,967 | 2,457 | 1,656 | 881 | 15,422 | 9,384 | 5,006 | 3,198 |
| Geary | 1990 | 180,156 | 29,298 | 28,540 | 28,825 | 30,956 | 28,597 | 3,429 | 7,335 | 4,430 | 31,375 | 29,944 | 6,654 | 1,507 |
| | 1987 | 155,981 | 26,082 | 25,407 | 26,197 | 25,534 | 23,589 | 3,298 | 8,920 | 5,388 | 28,023 | 20,499 | 5,954 | 1,676 |
| Gove | 1990 | 17,472 | 2,153 | 2,056 | 2,609 | | | | 220 | | 3,903 | 6,718 | 910 | 658 |
| | 1987 | 14,401 | 1,994 | 1,904 | 1,931 | | | | 402 | | 3,743 | 4,595 | 719 | 679 |
| Graham | 1990 | 17,476 | 4,573 | 4,373 | 1,272 | 421 | | 475 | 142 | | 5,236 | 3,160 | 914 | 561 |
| | 1987 | 16,604 | 4,441 | 4,247 | 1,195 | 399 | | 360 | 156 | | 5,197 | 2,403 | 1,145 | 558 |
| Grant | 1990 | 38,109 | 10,475 | 10,258 | 4,471 | 3,290 | 2,535 | 419 | 443 | 322 | 10,206 | 1,112 | 3,074 | 968 |
| | 1987 | 34,353 | 8,708 | 8,528 | 3,628 | 3,292 | 2,538 | 644 | 740 | 539 | 9,040 | 1,612 | 2,508 | 1,057 |
| Gray | 1990 | 11,274 | 1,773 | 1,712 | 1,238 | | | 766 | 335 | 335 | 1,453 | 1,380 | 2,868 | 580 |
| | 1987 | 10,392 | 1,904 | 1,839 | 1,019 | | | 528 | 357 | 357 | 1,550 | 1,004 | 2,573 | 684 |
| Greeley | 1990 | 8,035 | 738 | 711 | 353 | | | 138 | | | 326 | 4,533 | 662 | 937 |
| | 1987 | 6,865 | 1,136 | 1,095 | 380 | | | 183 | | | 366 | 2,671 | 816 | 993 |
| Greenwood | 1990 | 29,129 | 8,898 | 8,558 | 2,280 | 215 | | 461 | 237 | 166 | 3,838 | 6,130 | 3,257 | 2,179 |
| | 1987 | 25,866 | 7,642 | 7,350 | 2,168 | 319 | | 506 | 435 | 307 | 3,872 | 4,738 | 2,825 | 1,835 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

SaMM ESTIMATES: 1990
U.S. CENSUS: 1987

| METRO AREA County | Year | Total Retail Sales ($000) | Food Stores Total ($000) | Supermarkets ($000) | Eating & Drinking Places Total ($000) | General Merchandise Stores Total ($000) | Department Stores ($000) | Apparel & Accessories Stores Total ($000) | Furniture/Home Furnishings/Appliance Stores Total ($000) | Furniture & Home Furn. ($000) | Automotive Dealers Total ($000) | Gasoline Service Stations Total ($000) | Bldg. Mtls. & Hardware Dealers Total ($000) | Drugstores Total ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **KANSAS (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Hamilton | 1990 | 6,657 | 116 | 84 | 601 | 302 | | 110 | 73 | 73 | 391 | 3,176 | 116 | 356 |
| | 1987 | 6,255 | 122 | 88 | 597 | 397 | | 133 | 134 | 134 | 458 | 2,185 | 181 | 336 |
| Harper | 1990 | 35,153 | 10,287 | 9,966 | 2,977 | 2,540 | | 1,592 | 527 | 527 | 9,133 | 3,591 | 1,158 | 1,891 |
| | 1987 | 31,479 | 8,519 | 8,253 | 2,747 | 2,500 | | 1,372 | 605 | 605 | 8,744 | 2,833 | 1,352 | 1,575 |
| Harvey | 1990 | 172,480 | 43,501 | 41,629 | 19,722 | 14,934 | 10,129 | 5,900 | 7,590 | 3,673 | 23,970 | 21,376 | 21,654 | 2,768 |
| | 1987 | 147,040 | 35,655 | 34,121 | 16,361 | 12,347 | 8,375 | 5,463 | 7,556 | 3,657 | 20,549 | 17,641 | 17,358 | 2,534 |
| Haskell | 1990 | 8,111 | 4,067 | 3,918 | 1,017 | | | 246 | 120 | 120 | 972 | 576 | 513 | 491 |
| | 1987 | 7,367 | 3,746 | 3,609 | 714 | | | 237 | 144 | 144 | 689 | 350 | 799 | 577 |
| Hodgeman | 1990 | 5,461 | 1,276 | 1,206 | 278 | | | | 26 | | 2,172 | 1,097 | 141 | |
| | 1987 | 4,307 | 945 | 893 | 186 | | | | 46 | | 1,404 | 1,009 | 242 | |
| Jackson | 1990 | 48,487 | 12,352 | 11,914 | 2,239 | 7,613 | 6,304 | 483 | 904 | 629 | 9,860 | 5,193 | 4,898 | 2,396 |
| | 1987 | 39,766 | 9,779 | 9,432 | 2,318 | 6,272 | 5,194 | 480 | 993 | 692 | 7,901 | 3,956 | 3,704 | 1,755 |
| Jefferson | 1990 | 28,850 | 7,708 | 7,582 | 2,035 | 725 | | 267 | 678 | 534 | 3,820 | 7,702 | 2,065 | 1,195 |
| | 1987 | 24,908 | 6,994 | 6,880 | 1,771 | 547 | | 185 | 848 | 669 | 3,071 | 5,786 | 1,924 | 1,080 |
| Jewell | 1990 | 10,071 | 2,912 | 2,841 | 1,145 | 90 | | 19 | 165 | 55 | 674 | 2,596 | 1,158 | 387 |
| | 1987 | 9,005 | 2,512 | 2,451 | 1,054 | 120 | | 21 | 305 | 103 | 531 | 2,316 | 953 | 424 |
| Johnson | 1990 | 3,618,601 | 648,262 | 624,931 | 291,775 | 533,816 | 454,519 | 177,702 | 217,576 | 121,334 | 1,011,475 | 203,973 | 165,171 | 86,966 |
| | 1987 | 2,837,428 | 480,943 | 463,634 | 231,426 | 415,183 | 353,510 | 145,437 | 206,192 | 114,986 | 746,913 | 159,964 | 127,385 | 69,773 |
| Kearny | 1990 | 9,609 | 4,964 | 4,632 | 238 | | | 558 | 67 | | 1,919 | 967 | 232 | 110 |
| | 1987 | 8,124 | 3,854 | 3,596 | 175 | | | 423 | 123 | | 1,917 | 667 | 337 | 206 |
| Kingman | 1990 | 33,769 | 11,064 | 10,626 | 2,944 | 3,187 | | 695 | 662 | 357 | 5,736 | 4,426 | 1,397 | 871 |
| | 1987 | 28,901 | 9,017 | 8,660 | 2,539 | 2,228 | | 868 | 907 | 490 | 5,091 | 3,256 | 1,434 | 984 |
| Kiowa | 1990 | 16,491 | 4,271 | 4,109 | 1,946 | 160 | | 222 | 397 | 397 | 2,152 | 4,910 | 893 | 479 |
| | 1987 | 14,708 | 3,867 | 3,720 | 1,743 | 297 | | 242 | 483 | 483 | 2,092 | 3,535 | 950 | 552 |
| Labette | 1990 | 119,338 | 32,554 | 32,345 | 10,120 | 18,126 | 13,081 | 4,190 | 3,073 | 1,974 | 22,167 | 10,703 | 5,816 | 4,917 |
| | 1987 | 105,141 | 26,628 | 26,457 | 8,742 | 14,614 | 10,547 | 3,640 | 3,575 | 2,297 | 21,704 | 8,837 | 5,818 | 4,337 |
| Lane | 1990 | 10,710 | 3,462 | 3,294 | 859 | | | | 327 | 182 | 357 | 3,674 | 1,054 | 102 |
| | 1987 | 8,394 | 2,683 | 2,553 | 514 | | | | 283 | 158 | 214 | 2,888 | 875 | 144 |
| Leavenworth | 1990 | 285,822 | 60,537 | 59,961 | 22,469 | 46,367 | 45,534 | 5,605 | 8,822 | 6,738 | 77,450 | 21,133 | 18,678 | 2,890 |
| | 1987 | 234,919 | 50,648 | 50,166 | 19,548 | 34,561 | 33,941 | 5,278 | 9,604 | 7,336 | 62,793 | 15,934 | 14,707 | 3,336 |
| Lincoln | 1990 | 12,902 | 3,896 | 3,701 | 1,402 | 694 | | 63 | 296 | 232 | 2,113 | 2,753 | 454 | 268 |
| | 1987 | 10,792 | 3,055 | 2,902 | 1,038 | 504 | | 61 | 418 | 329 | 1,903 | 2,207 | 449 | 354 |
| Linn | 1990 | 24,285 | 8,460 | 8,126 | 1,293 | 475 | | 49 | 246 | | 3,756 | 5,543 | 1,729 | 907 |
| | 1987 | 20,929 | 7,432 | 7,139 | 1,255 | 346 | | 45 | 317 | | 3,765 | 3,925 | 1,505 | 880 |
| Logan | 1990 | 25,043 | 6,581 | 6,317 | 570 | 2,395 | | 435 | 1,156 | 643 | 9,662 | 1,913 | 1,009 | 460 |
| | 1987 | 23,377 | 5,569 | 5,346 | 785 | 1,827 | | 403 | 1,208 | 673 | 8,722 | 2,603 | 990 | 422 |
| Lyon | 1990 | 229,719 | 47,106 | 45,435 | 22,750 | 34,546 | 30,841 | 7,071 | 8,005 | 4,574 | 52,936 | 20,975 | 8,703 | 5,907 |
| | 1987 | 195,603 | 40,768 | 39,322 | 19,834 | 27,936 | 24,940 | 7,052 | 8,693 | 4,968 | 41,713 | 17,319 | 7,782 | 5,494 |
| McPherson | 1990 | 159,174 | 35,247 | 34,148 | 13,226 | 14,205 | 13,236 | 4,330 | 3,982 | 2,744 | 46,414 | 19,709 | 6,773 | 2,119 |
| | 1987 | 133,286 | 29,930 | 28,997 | 12,605 | 10,712 | 9,982 | 3,867 | 4,654 | 3,208 | 39,552 | 13,430 | 6,334 | 1,876 |
| Marion | 1990 | 50,898 | 9,187 | 8,781 | 3,379 | 687 | | 761 | 1,603 | 1,335 | 13,679 | 15,514 | 2,435 | 1,282 |
| | 1987 | 44,932 | 8,238 | 7,874 | 3,113 | 932 | | 753 | 2,073 | 1,728 | 12,855 | 11,124 | 2,311 | 1,255 |
| Marshall | 1990 | 59,508 | 14,088 | 13,670 | 3,266 | 5,583 | 5,527 | 2,913 | 4,336 | 369 | 13,397 | 7,005 | 3,877 | 1,143 |
| | 1987 | 51,615 | 11,607 | 11,263 | 2,865 | 5,596 | 5,541 | 2,288 | 5,248 | 447 | 11,538 | 4,916 | 3,096 | 1,192 |
| Meade | 1990 | 11,688 | 3,511 | 3,263 | 1,484 | 234 | | 472 | 671 | 319 | 2,377 | 1,592 | 914 | 110 |
| | 1987 | 11,568 | 3,309 | 3,075 | 1,458 | 196 | | 333 | 777 | 371 | 2,645 | 1,452 | 955 | 108 |
| Miami | 1990 | 111,240 | 26,454 | 25,882 | 8,031 | 9,296 | 8,945 | 1,009 | 2,687 | 1,980 | 34,879 | 13,095 | 6,646 | 3,361 |
| | 1987 | 91,623 | 22,714 | 22,223 | 6,683 | 9,032 | 8,692 | 933 | 3,091 | 2,279 | 26,792 | 9,076 | 5,492 | 3,072 |
| Mitchell | 1990 | 52,802 | 11,166 | 10,437 | 2,234 | 1,888 | | 1,031 | 806 | 85 | 18,279 | 11,489 | 2,753 | 666 |
| | 1987 | 45,488 | 9,552 | 8,928 | 2,286 | 2,189 | | 1,096 | 1,026 | 110 | 14,445 | 9,483 | 2,370 | 720 |
| Montgomery | 1990 | 248,950 | 74,783 | 72,930 | 22,245 | 34,041 | 22,332 | 8,476 | 7,096 | 4,279 | 56,233 | 15,704 | 9,881 | 7,605 |
| | 1987 | 217,235 | 60,901 | 59,392 | 19,497 | 28,186 | 18,492 | 8,075 | 8,432 | 5,085 | 48,927 | 13,246 | 9,871 | 6,946 |
| Morris | 1990 | 27,325 | 7,775 | 7,463 | 1,809 | 1,046 | | 783 | 347 | 81 | 8,991 | 1,334 | 2,268 | 891 |
| | 1987 | 22,613 | 5,777 | 5,545 | 1,493 | 762 | | 599 | 478 | 112 | 7,403 | 1,553 | 2,037 | 692 |
| Morton | 1990 | 12,156 | 3,921 | 3,795 | 702 | 438 | | 391 | 112 | | 2,232 | 2,636 | 547 | 493 |
| | 1987 | 11,834 | 3,619 | 3,503 | 674 | 525 | | 410 | 115 | | 2,283 | 2,175 | 664 | 480 |
| Nemaha | 1990 | 46,401 | 12,545 | 12,210 | 4,078 | 776 | | 1,069 | 752 | 752 | 14,064 | 4,513 | 1,989 | 1,976 |
| | 1987 | 41,121 | 10,908 | 10,617 | 3,675 | 944 | | 988 | 1,021 | 1,021 | 12,321 | 3,234 | 2,112 | 1,726 |
| Neosho | 1990 | 104,202 | 22,360 | 21,605 | 7,155 | 15,323 | 15,205 | 3,233 | 2,875 | 1,994 | 22,914 | 17,132 | 4,219 | 2,897 |
| | 1987 | 89,910 | 18,234 | 17,618 | 6,411 | 12,411 | 12,316 | 2,960 | 3,947 | 2,738 | 21,068 | 11,670 | 4,580 | 2,598 |
| Ness | 1990 | 15,190 | 2,224 | 2,085 | 930 | | | 652 | 405 | 405 | 5,148 | 1,758 | 275 | 988 |
| | 1987 | 14,874 | 2,465 | 2,311 | 807 | | | 538 | 426 | 426 | 4,989 | 1,852 | 305 | 834 |
| Norton | 1990 | 34,753 | 9,859 | 9,748 | 2,381 | 3,151 | | 930 | 584 | 173 | 7,298 | 5,211 | 2,396 | 953 |
| | 1987 | 31,577 | 8,563 | 8,467 | 1,989 | 2,969 | | 921 | 757 | 226 | 6,454 | 5,063 | 1,951 | 1,057 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1990
U.S. CENSUS: 1987

| METRO AREA County | Year | Total Retail Sales ($000) | Food Stores |  | Eating & Drinking Places | General Merchandise Stores |  | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores |  | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **KANSAS (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **ALL COUNTIES (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Osage | 1990 | 55,043 | 18,177 | 17,572 | 4,070 | 894 |  | 401 | 1,201 | 749 | 15,043 | 7,212 | 3,243 | 1,510 |
|  | 1987 | 46,980 | 15,026 | 14,526 | 3,516 | 762 |  | 501 | 1,564 | 977 | 12,490 | 5,544 | 3,128 | 1,356 |
| Osborne | 1990 | 22,726 | 6,626 | 6,473 | 1,888 | 119 |  | 476 | 323 | 81 | 2,702 | 6,566 | 1,721 | 779 |
|  | 1987 | 20,242 | 6,055 | 5,915 | 1,678 | 131 |  | 475 | 596 | 151 | 2,302 | 5,131 | 1,763 | 778 |
| Ottawa | 1990 | 24,531 | 3,730 | 3,552 | 1,084 | 348 |  | 537 | 256 | 256 | 7,814 | 8,196 | 732 | 1,021 |
|  | 1987 | 21,467 | 3,378 | 3,217 | 917 | 384 |  | 487 | 333 | 333 | 6,931 | 5,971 | 861 | 1,223 |
| Pawnee | 1990 | 31,997 | 7,076 | 6,819 | 2,652 | 4,602 |  | 839 | 615 | 524 | 9,091 | 2,984 | 1,106 | 1,498 |
|  | 1987 | 29,330 | 6,620 | 6,380 | 2,406 | 4,114 |  | 805 | 834 | 712 | 8,112 | 2,298 | 1,354 | 1,394 |
| Phillips | 1990 | 28,459 | 11,311 | 11,058 | 2,037 | 2,921 |  | 1,533 | 987 | 815 | 3,083 | 3,029 | 1,025 | 536 |
|  | 1987 | 26,331 | 9,435 | 9,224 | 1,850 | 2,493 |  | 1,472 | 1,082 | 894 | 3,505 | 2,536 | 1,180 | 617 |
| Pottawatomie | 1990 | 46,217 | 14,785 | 14,260 | 4,623 | 553 |  | 589 | 4,787 | 4,446 | 5,593 | 7,616 | 4,999 | 803 |
|  | 1987 | 41,757 | 12,216 | 11,782 | 4,016 | 544 |  | 460 | 4,069 | 3,780 | 5,610 | 6,056 | 4,261 | 858 |
| Pratt | 1990 | 72,110 | 18,335 | 17,765 | 8,402 | 13,655 | 7,530 | 2,588 | 682 | 453 | 10,926 | 8,212 | 4,306 | 2,563 |
|  | 1987 | 65,326 | 15,225 | 14,752 | 7,773 | 10,928 | 6,027 | 2,268 | 1,009 | 672 | 11,705 | 6,887 | 4,313 | 2,441 |
| Rawlins | 1990 | 11,083 | 4,047 | 3,905 | 1,032 | 104 |  | 227 | 85 |  | 2,431 | 1,869 | 336 | 210 |
|  | 1987 | 10,289 | 3,790 | 3,657 | 842 | 118 |  | 198 | 158 |  | 2,345 | 1,439 | 438 | 237 |
| Reno | 1990 | 474,117 | 95,645 | 91,122 | 39,291 | 77,458 | 57,458 | 23,601 | 15,915 | 6,297 | 125,968 | 32,258 | 20,571 | 10,374 |
|  | 1987 | 395,322 | 78,838 | 75,110 | 35,905 | 57,829 | 42,898 | 19,928 | 19,187 | 7,592 | 102,498 | 23,112 | 18,434 | 10,489 |
| Republic | 1990 | 23,162 | 5,937 | 5,757 | 1,324 | 638 |  | 388 | 572 | 462 | 3,710 | 5,713 | 2,162 | 781 |
|  | 1987 | 21,087 | 5,303 | 5,142 | 1,193 | 655 |  | 340 | 1,001 | 810 | 3,470 | 4,382 | 1,796 | 1,214 |
| Rice | 1990 | 36,038 | 14,255 | 14,184 | 3,832 | 302 |  | 478 | 1,406 | 902 | 4,769 | 6,499 | 1,134 | 1,297 |
|  | 1987 | 32,719 | 12,030 | 11,970 | 3,409 | 370 |  | 455 | 1,606 | 1,031 | 4,968 | 4,998 | 1,533 | 1,382 |
| Riley | 1990 | 398,700 | 63,403 | 62,162 | 33,172 | 58,617 | 53,174 | 27,119 | 15,321 | 7,931 | 97,377 | 37,070 | 19,911 | 6,430 |
|  | 1987 | 324,110 | 54,562 | 53,494 | 30,504 | 44,661 | 40,515 | 18,907 | 16,300 | 8,439 | 75,949 | 27,221 | 17,147 | 5,859 |
| Rooks | 1990 | 21,250 | 3,726 | 3,597 | 1,114 | 138 |  | 1,110 | 707 | 632 | 3,217 | 5,502 | 2,254 | 870 |
|  | 1987 | 21,419 | 4,127 | 3,984 | 1,134 | 146 |  | 1,009 | 895 | 801 | 3,016 | 5,528 | 2,263 | 921 |
| Rush | 1990 | 8,142 | 3,103 | 2,910 | 603 | 99 |  | 66 | 74 |  | 638 | 1,816 | 676 | 166 |
|  | 1987 | 7,706 | 2,665 | 2,499 | 617 | 187 |  | 69 | 117 |  | 552 | 1,632 | 701 | 199 |
| Russell | 1990 | 43,361 | 11,203 | 10,923 | 4,570 | 1,048 |  | 1,287 | 698 | 217 | 9,870 | 9,872 | 1,699 | 1,625 |
|  | 1987 | 40,433 | 9,803 | 9,558 | 4,105 | 1,322 |  | 1,352 | 916 | 286 | 9,442 | 8,328 | 1,674 | 1,620 |
| Saline | 1990 | 447,220 | 77,574 | 75,822 | 39,952 | 67,987 | 62,219 | 30,206 | 13,060 | 4,746 | 91,156 | 54,238 | 32,747 | 6,322 |
|  | 1987 | 374,817 | 65,073 | 63,603 | 34,108 | 52,146 | 47,722 | 23,795 | 16,011 | 5,819 | 80,940 | 40,494 | 25,738 | 6,411 |
| Scott | 1990 | 27,781 | 6,497 | 6,291 | 2,849 | 3,829 |  | 263 | 984 | 849 | 3,385 | 2,838 | 3,994 | 971 |
|  | 1987 | 26,705 | 6,851 | 6,634 | 2,513 | 2,992 |  | 264 | 1,226 | 1,058 | 3,559 | 3,104 | 3,264 | 835 |
| Sedgwick | 1990 | 3,242,739 | 638,670 | 618,805 | 352,460 | 485,143 | 376,213 | 157,173 | 109,040 | 49,580 | 695,581 | 228,259 | 187,959 | 70,782 |
|  | 1987 | 2,689,178 | 510,469 | 494,592 | 297,549 | 396,232 | 307,266 | 124,471 | 121,454 | 55,225 | 572,430 | 176,791 | 163,658 | 64,421 |
| Seward | 1990 | 170,816 | 31,882 | 31,000 | 13,424 | 32,895 | 32,569 | 7,906 | 6,467 | 3,527 | 38,037 | 15,392 | 10,000 | 3,585 |
|  | 1987 | 145,605 | 26,919 | 26,174 | 11,666 | 25,163 | 24,914 | 7,883 | 7,469 | 4,075 | 32,452 | 11,526 | 8,978 | 3,069 |
| Shawnee | 1990 | 1,319,053 | 249,075 | 243,030 | 130,711 | 186,772 | 172,657 | 52,355 | 48,411 | 31,680 | 311,429 | 109,692 | 85,461 | 53,115 |
|  | 1987 | 1,088,689 | 207,886 | 202,841 | 111,795 | 152,909 | 141,354 | 41,344 | 49,491 | 32,387 | 244,052 | 82,050 | 72,287 | 45,824 |
| Sheridan | 1990 | 9,956 | 3,793 | 3,661 | 244 | 222 |  | 72 | 193 | 125 | 2,928 | 1,032 | 469 | 590 |
|  | 1987 | 8,875 | 2,979 | 2,875 | 306 | 387 |  | 130 | 251 | 164 | 2,338 | 933 | 632 | 512 |
| Sherman | 1990 | 63,284 | 9,815 | 9,554 | 4,941 | 5,802 |  | 3,441 | 1,729 | 1,106 | 14,729 | 12,697 | 4,958 | 2,043 |
|  | 1987 | 54,881 | 8,259 | 8,039 | 4,635 | 5,436 |  | 2,751 | 2,261 | 1,447 | 13,720 | 8,719 | 4,137 | 1,975 |
| Smith | 1990 | 20,277 | 6,029 | 5,849 | 1,216 | 678 |  | 472 | 681 | 420 | 4,366 | 3,619 | 734 | 565 |
|  | 1987 | 18,694 | 5,329 | 5,170 | 1,137 | 702 |  | 379 | 788 | 487 | 4,166 | 2,958 | 683 | 568 |
| Stafford | 1990 | 10,085 | 3,944 | 3,777 | 882 | 190 |  | 92 | 440 | 440 | 362 | 2,538 | 371 | 857 |
|  | 1987 | 11,419 | 4,232 | 4,053 | 983 | 140 |  | 167 | 417 | 417 | 458 | 2,813 | 518 | 998 |
| Stanton | 1990 | 6,159 | 2,205 | 2,155 | 387 |  |  | 156 |  |  | 1,096 |  | 1,725 | 176 |
|  | 1987 | 5,641 | 2,220 | 2,170 | 283 |  |  | 135 |  |  | 945 |  | 1,557 | 164 |
| Stevens | 1990 | 16;375 | 5,727 | 5,501 | 946 | 523 |  | 262 | 331 | 259 | 5,797 | 604 | 399 | 1,046 |
|  | 1987 | 14,789 | 5,048 | 4,849 | 942 | 451 |  | 253 | 510 | 401 | 4,602 | 525 | 555 | 1,086 |
| Sumner | 1990 | 108,668 | 30,214 | 29,382 | 7,707 | 14,044 | 10,879 | 2,566 | 2,554 | 1,264 | 14,791 | 19,310 | 4,395 | 2,316 |
|  | 1987 | 91,706 | 27,724 | 26,961 | 6,761 | 11,426 | 8,852 | 2,133 | 2,871 | 1,422 | 12,480 | 13,621 | 3,965 | 2,340 |
| Thomas | 1990 | 58,914 | 12,751 | 12,192 | 7,361 | 1,133 |  | 784 | 736 | 356 | 10,325 | 14,062 | 3,398 | 656 |
|  | 1987 | 50,198 | 10,698 | 10,229 | 6,171 | 1,968 |  | 1,109 | 978 | 475 | 9,811 | 9,577 | 2,859 | 780 |
| Trego | 1990 | 21,007 | 5,235 | 5,014 | 1,193 |  |  | 210 | 391 | 91 | 4,142 | 7,176 | 741 | 817 |
|  | 1987 | 18,195 | 4,458 | 4,270 | 1,151 |  |  | 385 | 452 | 106 | 3,583 | 5,117 | 945 | 814 |
| Wabaunsee | 1990 | 19,457 | 3,023 | 2,861 | 1,520 | 62 |  | 62 | 116 | 116 | 404 | 11,311 | 2,299 | 216 |
|  | 1987 | 16,328 | 2,601 | 2,462 | 1,676 | 72 |  | 54 | 209 | 209 | 349 | 8,414 | 2,164 | 212 |
| Wallace | 1990 | 4,871 | 2,332 | 2,233 | 152 |  |  | 59 |  |  | 1,848 |  | 222 |  |
|  | 1987 | 4,434 | 2,277 | 2,180 | 154 |  |  | 108 |  |  | 1,267 |  | 404 |  |
| Washington | 1990 | 23,131 | 5,942 | 5,662 | 1,872 | 1,197 |  | 97 | 1,736 | 1,059 | 2,220 | 5,716 | 1,204 | 283 |
|  | 1987 | 21,279 | 5,292 | 5,043 | 1,850 | 841 |  | 177 | 2,081 | 1,270 | 1,997 | 4,724 | 1,424 | 288 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1990<br>U.S. CENSUS: 1987<br>METRO AREA<br>County | Year | Total Retail Sales ($000) | Food Stores Total ($000) | Food Stores Supermarkets ($000) | Eating & Drinking Places Total ($000) | General Merchandise Stores Total ($000) | General Merchandise Stores Department Stores ($000) | Apparel & Accessories Stores Total ($000) | Furniture/Home Furnishings/Appliance Stores Total ($000) | Furniture/Home Furnishings/Appliance Stores Furniture & Home Furn. ($000) | Automotive Dealers Total ($000) | Gasoline Service Stations Total ($000) | Bldg. Mtls. & Hardware Dealers Total ($000) | Drugstores Total ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **KANSAS (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Wichita | 1990 | 6,673 | 1,125 | 1,090 | 343 | | | 99 | | | 3,510 | 789 | 483 | 76 |
| | 1987 | 7,091 | 1,589 | 1,540 | 401 | | | 96 | | | 3,395 | 619 | 648 | 106 |
| Wilson | 1990 | 44,055 | 14,196 | 13,800 | 2,572 | 2,844 | | 784 | 1,354 | 831 | 4,160 | 10,077 | 4,226 | 2,696 |
| | 1987 | 36,160 | 10,906 | 10,602 | 2,147 | 2,157 | | 726 | 1,432 | 880 | 4,208 | 6,886 | 3,690 | 2,413 |
| Woodson | 1990 | 13,756 | 2,855 | 2,665 | 911 | 536 | | 394 | 90 | 90 | 2,540 | 2,723 | 1,038 | |
| | 1987 | 11,847 | 3,144 | 2,935 | 816 | 434 | | 290 | 167 | 167 | 1,938 | 2,170 | 981 | |
| Wyandotte | 1990 | 907,817 | 189,153 | 178,651 | 96,452 | 104,085 | 87,839 | 25,337 | 23,053 | 9,714 | 230,978 | 80,046 | 43,141 | 33,049 |
| | 1987 | 775,135 | 164,533 | 155,398 | 80,319 | 92,310 | 77,903 | 21,704 | 24,261 | 10,224 | 184,183 | 69,156 | 37,319 | 30,809 |
| **TOTAL METRO COUNTIES** | 1990 | 10,191,717 | 1,967,228 | 1,899,737 | 984,052 | 1,462,366 | 1,225,856 | 444,585 | 435,556 | 234,604 | 2,494,360 | 717,182 | 550,289 | 265,177 |
| | 1987 | 8,294,753 | 1,559,717 | 1,506,231 | 815,935 | 1,169,945 | 980,167 | 359,630 | 441,270 | 236,868 | 1,949,834 | 561,313 | 456,020 | 230,996 |
| **TOTAL STATE** | 1990 | 16,655,815 | 3,474,844 | 3,361,402 | 1,566,326 | 2,242,202 | 1,802,637 | 690,491 | 620,523 | 334,686 | 3,841,603 | 1,528,395 | 932,457 | 435,899 |
| | 1987 | 13,863,350 | 2,839,063 | 2,746,552 | 1,329,563 | 1,802,706 | 1,439,849 | 570,829 | 660,576 | 354,841 | 3,119,368 | 1,182,673 | 802,219 | 393,125 |
| **KENTUCKY** | | | | | | | | | | | | | | |
| **CLARKSVILLE - HOPKINSVILLE** | 1990 | 1,026,950 | 142,505 | 139,347 | 95,546 | 138,527 | 122,064 | 47,414 | 50,441 | 25,472 | 309,114 | 73,501 | 67,941 | 29,394 |
| | 1987 | 911,020 | 148,675 | 145,382 | 84,905 | 120,040 | 106,084 | 36,362 | 42,422 | 21,428 | 274,550 | 57,625 | 64,962 | 24,123 |
| Christian | 1990 | 366,485 | 59,006 | 57,685 | 39,952 | 41,122 | 31,225 | 13,967 | 15,864 | 7,912 | 83,636 | 36,209 | 23,161 | 15,243 |
| | 1987 | 312,257 | 57,954 | 56,657 | 32,080 | 33,855 | 25,708 | 11,863 | 12,850 | 6,409 | 75,012 | 26,545 | 20,592 | 11,707 |
| *Montgomery, Tenn.* | *1990* | *660,465* | *83,499* | *81,662* | *55,594* | *97,405* | *90,839* | *33,447* | *34,577* | *17,560* | *225,478* | *37,292* | *44,780* | *14,151* |
| | *1987* | *598,763* | *90,721* | *88,725* | *52,825* | *86,185* | *80,376* | *24,499* | *29,572* | *15,019* | *199,538* | *31,080* | *44,370* | *12,416* |
| **HUNTINGTON - ASHLAND** | 1990 | 1,901,247 | 389,482 | 369,461 | 161,561 | 328,312 | 256,384 | 75,319 | 84,699 | 51,888 | 392,389 | 153,289 | 97,651 | 84,073 |
| | 1987 | 1,699,155 | 367,944 | 348,765 | 147,707 | 283,834 | 219,629 | 72,213 | 74,566 | 45,224 | 356,812 | 130,938 | 91,642 | 66,970 |
| Boyd | 1990 | 471,809 | 74,642 | 67,232 | 36,518 | 90,045 | 73,894 | 16,736 | 13,076 | 10,093 | 117,922 | 35,200 | 22,532 | 23,813 |
| | 1987 | 386,999 | 73,436 | 66,146 | 31,825 | 70,219 | 57,625 | 14,294 | 11,227 | 8,666 | 92,167 | 26,576 | 20,471 | 17,836 |
| Carter | 1990 | 102,001 | 18,058 | 17,075 | 7,463 | 13,846 | 5,664 | 2,945 | 6,731 | 5,450 | 18,277 | 15,984 | 8,580 | 4,871 |
| | 1987 | 88,669 | 20,270 | 19,167 | 6,441 | 11,226 | 4,593 | 2,354 | 5,941 | 4,811 | 14,842 | 11,362 | 7,993 | 3,762 |
| Greenup | 1990 | 107,865 | 36,045 | 34,322 | 7,782 | 4,370 | 2,198 | 1,328 | 6,152 | 4,738 | 25,264 | 10,266 | 4,282 | 5,916 |
| | 1987 | 89,452 | 32,558 | 31,002 | 6,020 | 3,798 | 1,911 | 1,427 | 4,786 | 3,686 | 19,743 | 8,354 | 4,013 | 4,093 |
| *Lawrence, Ohio* | *1990* | *243,027* | *69,758* | *68,798* | *17,998* | *20,020* | *14,900* | *3,788* | *11,916* | *7,881* | *48,978* | *33,509* | *12,269* | *12,574* |
| | *1987* | *215,590* | *63,348* | *62,476* | *17,567* | *17,105* | *12,731* | *5,067* | *9,036* | *5,977* | *44,698* | *26,736* | *9,572* | *11,665* |
| *Cabell, W. Va.* | *1990* | *872,333* | *155,729* | *148,540* | *83,641* | *184,216* | *159,728* | *48,004* | *42,403* | *19,710* | *174,009* | *45,918* | *45,580* | *32,918* |
| | *1987* | *812,908* | *143,979* | *137,332* | *77,758* | *164,656* | *142,769* | *46,099* | *39,458* | *18,342* | *175,050* | *45,689* | *44,547* | *26,393* |
| *Wayne, W. Va.* | *1990* | *104,212* | *35,250* | *33,494* | *8,159* | *15,815* | | *2,518* | *4,421* | *4,016* | *7,939* | *12,412* | *4,408* | *3,981* |
| | *1987* | *105,537* | *34,353* | *32,642* | *8,096* | *16,830* | | *2,972* | *4,118* | *3,742* | *10,312* | *12,221* | *5,046* | *3,221* |
| **LEXINGTON-FAYETTE** | 1990 | 3,039,615 | 479,338 | 460,582 | 331,289 | 451,141 | 378,118 | 158,862 | 172,627 | 81,917 | 658,447 | 245,041 | 129,779 | 108,923 |
| | 1987 | 2,481,096 | 448,265 | 430,807 | 279,297 | 364,131 | 305,775 | 121,981 | 132,591 | 63,257 | 539,132 | 187,634 | 114,358 | 79,984 |
| Bourbon | 1990 | 96,025 | 20,608 | 19,838 | 5,591 | 11,173 | 10,774 | 1,965 | 691 | 552 | 27,307 | 11,953 | 1,918 | 5,009 |
| | 1987 | 79,119 | 20,469 | 19,704 | 5,144 | 7,711 | 7,436 | 1,880 | 844 | 676 | 21,015 | 8,994 | 2,150 | 3,998 |
| Clark | 1990 | 206,765 | 35,106 | 34,462 | 15,073 | 35,411 | 21,824 | 3,456 | 4,551 | 3,184 | 56,768 | 21,012 | 15,240 | 7,908 |
| | 1987 | 174,794 | 35,519 | 34,867 | 13,877 | 26,333 | 16,230 | 3,729 | 4,149 | 2,903 | 47,819 | 15,743 | 13,113 | 5,895 |
| Fayette | 1990 | 2,378,686 | 339,884 | 325,265 | 277,341 | 363,693 | 311,763 | 146,298 | 159,484 | 72,892 | 482,695 | 184,800 | 96,480 | 78,473 |
| | 1987 | 1,939,589 | 314,698 | 301,162 | 233,981 | 301,607 | 258,543 | 110,291 | 121,364 | 55,470 | 402,092 | 138,446 | 84,405 | 57,524 |
| Jessamine | 1990 | 158,024 | 34,784 | 32,979 | 9,382 | 15,244 | 12,963 | 1,456 | 2,810 | 2,400 | 52,031 | 9,832 | 9,782 | 7,301 |
| | 1987 | 124,892 | 31,192 | 29,573 | 8,105 | 10,478 | 8,911 | 1,333 | 2,245 | 1,918 | 39,163 | 9,031 | 7,878 | 5,026 |
| Scott | 1990 | 104,956 | 26,971 | 26,785 | 14,815 | 18,216 | 14,038 | 2,274 | 2,635 | 1,764 | 19,781 | 10,067 | 1,429 | 4,287 |
| | 1987 | 83,355 | 24,953 | 24,781 | 10,913 | 12,498 | 9,632 | 1,871 | 2,184 | 1,463 | 13,976 | 8,046 | 1,640 | 3,355 |
| Woodford | 1990 | 95,159 | 21,985 | 21,253 | 9,087 | 7,404 | 6,756 | 3,413 | 2,456 | 1,125 | 19,865 | 7,377 | 4,930 | 5,945 |
| | 1987 | 79,347 | 21,434 | 20,720 | 7,277 | 5,504 | 5,023 | 2,877 | 1,805 | 827 | 15,067 | 7,374 | 5,172 | 4,186 |
| **LOUISVILLE** | 1990 | 7,146,704 | 1,280,303 | 1,218,764 | 747,612 | 1,003,178 | 808,781 | 315,833 | 372,120 | 212,646 | 1,569,433 | 513,276 | 357,469 | 337,436 |
| | 1987 | 6,043,048 | 1,212,732 | 1,154,429 | 650,969 | 820,806 | 663,470 | 251,450 | 305,996 | 173,916 | 1,327,071 | 426,119 | 317,278 | 254,850 |
| Bullitt | 1990 | 112,631 | 31,720 | 30,908 | 15,542 | 4,946 | | 1,475 | 4,854 | 4,043 | 18,542 | 5,505 | 10,655 | 7,907 |
| | 1987 | 93,653 | 31,528 | 30,721 | 10,668 | 3,472 | | 985 | 3,830 | 3,191 | 14,428 | 6,843 | 7,684 | 5,305 |
| Jefferson | 1990 | 5,541,078 | 963,815 | 916,642 | 612,571 | 792,795 | 643,002 | 266,299 | 301,130 | 174,332 | 1,191,543 | 364,486 | 232,199 | 265,789 |
| | 1987 | 4,625,194 | 915,256 | 870,460 | 526,782 | 640,517 | 519,496 | 204,073 | 245,751 | 142,272 | 991,569 | 305,486 | 212,292 | 195,818 |
| Oldham | 1990 | 149,830 | 31,950 | 28,430 | 8,310 | 16,554 | 15,051 | 2,797 | 8,018 | 7,552 | 45,848 | 13,448 | 9,153 | 6,696 |
| | 1987 | 119,226 | 30,218 | 26,889 | 6,332 | 11,276 | 10,253 | 1,899 | 5,850 | 5,511 | 35,086 | 10,399 | 8,659 | 4,632 |
| Shelby | 1990 | 129,453 | 27,912 | 27,166 | 7,836 | 18,084 | 11,172 | 2,252 | 2,667 | 318 | 25,055 | 17,668 | 5,257 | 6,272 |
| | 1987 | 108,463 | 27,169 | 26,443 | 7,415 | 13,324 | 8,232 | 2,178 | 2,235 | 267 | 22,366 | 12,233 | 5,159 | 4,739 |
| *Clark, Ind.* | *1990* | *787,935* | *111,825* | *105,254* | *69,100* | *118,607* | *102,636* | *35,841* | *31,644* | *14,006* | *210,977* | *74,015* | *71,128* | *24,189* |
| | *1987* | *703,352* | *104,427* | *98,291* | *63,970* | *109,188* | *94,486* | *32,192* | *25,230* | *11,168* | *189,812* | *61,457* | *58,092* | *21,390* |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1990
U.S. CENSUS: 1987

| | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **METRO AREA** County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **KENTUCKY (continued)** | | | | | | | | | | | | | | |
| **LOUISVILLE (continued)** | | | | | | | | | | | | | | |
| *Floyd, Ind.* | *1990* | *299,418* | *83,924* | *82,020* | *25,082* | *35,815* | *32,862* | *6,591* | *20,982* | *12,281* | *46,525* | *22,362* | *19,855* | *21,203* |
| | *1987* | *280,753* | *75,960* | *74,237* | *27,074* | *30,368* | *27,865* | *9,547* | *19,403* | *11,357* | *46,686* | *18,984* | *16,637* | *18,278* |
| *Harrison, Ind.* | *1990* | *126,359* | *29,157* | *28,344* | *9,171* | *16,377* | *4,058* | *578* | *2,825* | *114* | *30,943* | *15,792* | *9,222* | *5,380* |
| | *1987* | *112,407* | *28,174* | *27,388* | *8,728* | *12,661* | *3,138* | *576* | *3,697* | *150* | *27,124* | *10,717* | *8,755* | *4,688* |
| **OWENSBORO** | **1990** | **675,870** | **122,364** | **119,416** | **58,723** | **125,195** | **105,479** | **31,555** | **35,521** | **19,051** | **130,403** | **35,624** | **42,709** | **29,536** |
| | 1987 | 565,186 | 115,752 | 112,963 | 51,937 | 95,569 | 80,519 | 24,016 | 29,239 | 15,682 | 108,905 | 29,890 | 39,876 | 21,893 |
| Daviess | 1990 | 675,870 | 122,364 | 119,416 | 58,723 | 125,195 | 105,479 | 31,555 | 35,521 | 19,051 | 130,403 | 35,624 | 42,709 | 29,536 |
| | 1987 | 565,186 | 115,752 | 112,963 | 51,937 | 95,569 | 80,519 | 24,016 | 29,239 | 15,682 | 108,905 | 29,890 | 39,876 | 21,893 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Adair | 1990 | 61,709 | 16,991 | 15,967 | 4,184 | 10,329 | 8,687 | 1,578 | 3,010 | 2,040 | 8,138 | 8,553 | 3,712 | 3,380 |
| | 1987 | 50,451 | 15,233 | 14,315 | 3,509 | 7,050 | 5,930 | 1,495 | 2,277 | 1,544 | 6,673 | 6,417 | 3,402 | 2,325 |
| Allen | 1990 | 63,057 | 22,218 | 21,509 | 3,610 | 1,961 | | 1,177 | 675 | 335 | 14,998 | 7,377 | 4,362 | 2,826 |
| | 1987 | 52,884 | 19,152 | 18,541 | 2,881 | 1,720 | | 990 | 650 | 324 | 13,008 | 5,103 | 4,476 | 2,261 |
| Anderson | 1990 | 72,129 | 14,111 | 13,570 | 3,810 | 14,773 | 12,427 | 1,385 | 712 | 442 | 19,426 | 6,586 | 1,982 | 2,924 |
| | 1987 | 58,424 | 13,883 | 13,351 | 2,988 | 10,052 | 8,456 | 1,267 | 660 | 411 | 14,213 | 5,974 | 2,204 | 2,175 |
| Ballard | 1990 | 53,141 | 12,638 | 12,401 | 1,439 | 257 | | 3,983 | 1,366 | 686 | 25,598 | 1,044 | 2,119 | 2,072 |
| | 1987 | 42,614 | 11,558 | 11,341 | 1,324 | 230 | | 2,704 | 933 | 469 | 18,422 | 1,357 | 2,783 | 1,414 |
| Barren | 1990 | 226,479 | 48,143 | 47,323 | 21,997 | 39,589 | 37,432 | 5,201 | 9,301 | 4,163 | 37,498 | 23,785 | 17,802 | 10,164 |
| | 1987 | 186,060 | 44,538 | 43,779 | 17,924 | 30,132 | 28,491 | 5,124 | 7,536 | 3,374 | 29,868 | 17,039 | 15,677 | 7,782 |
| Bath | 1990 | 29,292 | 11,730 | 11,279 | 846 | 1,352 | | 201 | 1,350 | 1,230 | 8,047 | 1,598 | 1,267 | 1,965 |
| | 1987 | 23,185 | 9,696 | 9,323 | 721 | 1,003 | | 178 | 1,088 | 992 | 5,745 | 1,807 | 881 | 1,380 |
| Bell | 1990 | 221,901 | 48,004 | 46,424 | 20,095 | 66,507 | 42,425 | 7,385 | 7,544 | 4,431 | 34,056 | 15,619 | 8,684 | 8,105 |
| | 1987 | 189,023 | 46,033 | 44,518 | 16,611 | 47,421 | 30,251 | 6,749 | 6,927 | 4,070 | 29,322 | 12,954 | 9,332 | 6,295 |
| ☐ Boone | 1990 | 772,436 | 79,897 | 72,675 | 65,647 | 126,153 | 120,615 | 45,379 | 35,070 | 14,845 | 192,610 | 72,334 | 37,460 | 31,134 |
| | 1987 | 609,237 | 77,950 | 70,904 | 53,732 | 112,290 | 99,476 | 30,928 | 24,855 | 10,522 | 141,676 | 63,964 | 30,751 | 21,324 |
| Bourbon | 1990 | 96,025 | 20,608 | 19,838 | 5,591 | 11,173 | 10,774 | 1,965 | 691 | 552 | 27,307 | 11,953 | 1,918 | 5,009 |
| | 1987 | 79,119 | 20,469 | 19,704 | 5,144 | 7,711 | 7,436 | 1,880 | 844 | 676 | 21,015 | 8,994 | 2,150 | 3,998 |
| Boyd | 1990 | 471,809 | 74,642 | 67,232 | 36,518 | 90,045 | 73,894 | 16,736 | 13,076 | 10,093 | 117,922 | 35,200 | 22,532 | 23,813 |
| | 1987 | 386,999 | 73,436 | 66,146 | 31,825 | 70,219 | 57,625 | 14,294 | 11,227 | 8,666 | 92,167 | 26,576 | 20,471 | 17,836 |
| Boyle | 1990 | 223,881 | 37,551 | 37,026 | 19,002 | 37,637 | 28,772 | 5,201 | 13,770 | 12,721 | 56,455 | 14,480 | 13,048 | 6,554 |
| | 1987 | 186,121 | 36,640 | 36,128 | 15,572 | 30,786 | 23,535 | 4,525 | 10,512 | 9,712 | 45,863 | 10,643 | 12,012 | 5,282 |
| Bracken | 1990 | 13,996 | 3,667 | 3,329 | 973 | 631 | | 320 | 329 | 329 | 2,872 | 1,401 | 845 | 853 |
| | 1987 | 12,272 | 4,084 | 3,708 | 757 | 452 | | 219 | 288 | 288 | 2,340 | 1,258 | 866 | 586 |
| Breathitt | 1990 | 86,628 | 23,251 | 21,722 | 6,407 | 16,285 | 12,738 | 3,418 | 3,147 | 2,178 | 15,281 | 3,284 | 6,147 | 3,406 |
| | 1987 | 70,613 | 19,483 | 18,202 | 4,713 | 11,773 | 9,209 | 2,344 | 2,558 | 1,771 | 12,913 | 4,821 | 5,262 | 2,347 |
| Breckinridge | 1990 | 70,286 | 15,566 | 15,023 | 3,886 | 11,882 | 8,704 | 1,288 | 664 | | 14,854 | 8,062 | 4,230 | 4,505 |
| | 1987 | 58,684 | 18,176 | 17,542 | 3,124 | 8,138 | 5,962 | 1,091 | 754 | | 11,211 | 5,531 | 3,728 | 3,112 |
| Bullitt | 1990 | 112,631 | 31,720 | 30,908 | 15,542 | 4,946 | | 1,475 | 4,854 | 4,043 | 18,542 | 5,505 | 10,655 | 7,907 |
| | 1987 | 93,653 | 31,528 | 30,721 | 10,668 | 3,472 | | 985 | 3,830 | 3,191 | 14,428 | 6,843 | 7,684 | 5,305 |
| Butler | 1990 | 25,819 | 11,268 | 10,963 | 843 | 1,236 | | 301 | 1,400 | 1,400 | 3,672 | 4,601 | 121 | 1,966 |
| | 1987 | 22,868 | 10,506 | 10,222 | 738 | 1,014 | | 232 | 1,031 | 1,031 | 3,241 | 3,948 | 162 | 1,663 |
| Caldwell | 1990 | 102,590 | 19,670 | 19,327 | 5,999 | 11,368 | 8,752 | 2,654 | 1,545 | 971 | 41,655 | 2,938 | 4,298 | 6,086 |
| | 1987 | 83,700 | 18,267 | 17,948 | 5,012 | 9,487 | 7,305 | 2,537 | 1,777 | 1,118 | 29,894 | 2,707 | 4,371 | 4,191 |
| Calloway | 1990 | 238,157 | 35,858 | 35,230 | 12,562 | 23,048 | 16,734 | 16,504 | 6,735 | 3,045 | 94,056 | 12,184 | 15,689 | 6,889 |
| | 1987 | 201,289 | 34,038 | 33,442 | 11,576 | 17,430 | 12,656 | 12,465 | 6,384 | 2,887 | 79,342 | 10,337 | 13,128 | 5,682 |
| ☐ Campbell | 1990 | 458,240 | 114,890 | 108,660 | 67,134 | 40,684 | 36,227 | 21,296 | 15,086 | 5,732 | 78,712 | 37,631 | 25,121 | 30,384 |
| | 1987 | 383,446 | 105,302 | 99,592 | 53,062 | 32,795 | 29,203 | 17,714 | 13,186 | 5,011 | 63,586 | 30,537 | 21,673 | 22,849 |
| Carlisle | 1990 | 17,229 | 3,305 | 3,207 | 618 | 178 | | 472 | 23 | | 6,665 | 4,662 | 849 | 193 |
| | 1987 | 14,837 | 3,166 | 3,072 | 476 | 216 | | 327 | 28 | | 5,200 | 3,424 | 1,533 | 154 |
| Carroll | 1990 | 59,563 | 14,771 | 14,572 | 5,701 | 3,736 | | 866 | 195 | | 18,023 | 7,765 | 3,883 | 3,192 |
| | 1987 | 48,318 | 14,730 | 14,532 | 4,228 | 2,563 | | 705 | 255 | | 12,988 | 5,975 | 3,384 | 2,375 |
| Carter | 1990 | 102,001 | 18,058 | 17,075 | 7,463 | 13,846 | 5,664 | 2,945 | 6,731 | 5,450 | 18,277 | 15,984 | 8,580 | 4,871 |
| | 1987 | 88,669 | 20,270 | 19,167 | 6,441 | 11,226 | 4,593 | 2,354 | 5,941 | 4,811 | 14,842 | 11,362 | 7,993 | 3,762 |
| Casey | 1990 | 41,550 | 15,422 | 14,417 | 3,570 | 2,816 | | 579 | 1,512 | 1,173 | 9,195 | 4,524 | 2,122 | 462 |
| | 1987 | 36,252 | 12,781 | 11,948 | 2,979 | 2,908 | | 784 | 1,330 | 1,033 | 8,075 | 3,109 | 2,048 | 835 |
| Christian | 1990 | 366,485 | 59,006 | 57,685 | 39,952 | 41,122 | 31,225 | 13,967 | 15,864 | 7,912 | 83,636 | 36,209 | 23,161 | 15,243 |
| | 1987 | 312,257 | 57,954 | 56,657 | 32,080 | 33,855 | 25,708 | 11,863 | 12,850 | 6,409 | 75,012 | 26,545 | 20,592 | 11,707 |
| Clark | 1990 | 206,765 | 35,106 | 34,462 | 15,073 | 35,411 | 21,824 | 3,456 | 4,551 | 3,184 | 56,768 | 21,012 | 15,240 | 7,908 |
| | 1987 | 174,794 | 35,519 | 34,867 | 13,877 | 26,333 | 16,230 | 3,729 | 4,149 | 2,903 | 47,819 | 15,743 | 13,113 | 5,895 |
| Clay | 1990 | 103,325 | 29,677 | 20,518 | 4,100 | 17,670 | 9,452 | 4,136 | 1,822 | 1,822 | 23,375 | 5,725 | 7,584 | 6,497 |
| | 1987 | 85,624 | 27,812 | 19,229 | 3,494 | 12,540 | 6,708 | 3,139 | 2,077 | 2,077 | 18,136 | 4,417 | 7,197 | 4,734 |
| Clinton | 1990 | 39,477 | 17,476 | 16,404 | 1,460 | 856 | | 435 | 339 | 249 | 4,134 | 6,351 | 3,073 | 2,760 |
| | 1987 | 32,106 | 14,017 | 13,157 | 1,229 | 945 | | 476 | 517 | 381 | 3,407 | 4,732 | 2,579 | 1,895 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1990<br>U.S. CENSUS: 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **KENTUCKY (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Crittenden | 1990 | 25,669 | 8,998 | 8,785 | 1,644 | 2,407 | | 911 | 1,539 | 1,298 | 2,559 | 2,789 | 1,232 | 1,730 |
| | 1987 | 23,444 | 9,079 | 8,864 | 1,522 | 2,069 | | 649 | 1,269 | 1,071 | 2,483 | 2,131 | 1,193 | 1,414 |
| Cumberland | 1990 | 26,044 | 9,345 | 9,042 | 2,603 | 1,031 | | 656 | 349 | 349 | 3,950 | 3,632 | 2,190 | 1,854 |
| | 1987 | 22,378 | 8,582 | 8,304 | 2,310 | 919 | | 669 | 587 | 587 | 3,210 | 2,466 | 2,045 | 1,464 |
| Daviess | 1990 | 675,870 | 122,364 | 119,416 | 58,723 | 125,195 | 105,479 | 31,555 | 35,521 | 19,051 | 130,403 | 35,624 | 42,709 | 29,536 |
| | 1987 | 565,186 | 115,752 | 112,963 | 51,937 | 95,569 | 80,519 | 24,016 | 29,239 | 15,682 | 108,905 | 29,890 | 39,876 | 21,893 |
| Edmonson | 1990 | 19,207 | 8,675 | 8,061 | 2,065 | 1,865 | | 124 | 184 | | 2,235 | 2,008 | 268 | 530 |
| | 1987 | 15,769 | 7,413 | 6,888 | 1,578 | 1,267 | | 222 | 225 | | 1,825 | 1,366 | 354 | 583 |
| Elliott | 1990 | 17,515 | 7,225 | 6,645 | 349 | 191 | | | 159 | 159 | 6,424 | 1,059 | 112 | 1,381 |
| | 1987 | 13,704 | 5,032 | 4,628 | 357 | 209 | | | 188 | 188 | 4,776 | 1,216 | 207 | 964 |
| Estill | 1990 | 55,385 | 11,602 | 10,971 | 3,449 | 6,062 | 3,502 | 711 | 1,741 | 1,484 | 19,463 | 6,428 | 1,777 | 3,135 |
| | 1987 | 49,725 | 12,150 | 11,489 | 2,909 | 4,527 | 2,616 | 733 | 1,415 | 1,207 | 18,293 | 4,437 | 1,522 | 2,567 |
| Fayette | 1990 | 2,378,686 | 339,884 | 325,265 | 277,341 | 363,693 | 311,763 | 146,298 | 159,484 | 72,892 | 482,695 | 184,800 | 96,480 | 78,473 |
| | 1987 | 1,939,589 | 314,698 | 301,162 | 233,981 | 301,607 | 258,543 | 110,291 | 121,364 | 55,470 | 402,092 | 138,446 | 84,405 | 57,524 |
| Fleming | 1990 | 75,052 | 15,536 | 14,709 | 3,596 | 4,184 | | 400 | 722 | 722 | 28,728 | 4,385 | 9,596 | 5,339 |
| | 1987 | 62,347 | 13,762 | 13,029 | 2,975 | 3,687 | | 569 | 1,029 | 1,029 | 23,230 | 3,855 | 7,383 | 3,683 |
| Floyd | 1990 | 237,376 | 51,217 | 48,729 | 13,389 | 34,433 | 16,880 | 5,706 | 7,089 | 4,361 | 40,469 | 28,144 | 17,504 | 15,450 |
| | 1987 | 207,527 | 48,482 | 46,127 | 11,821 | 26,876 | 13,176 | 5,510 | 6,480 | 3,987 | 39,486 | 21,301 | 17,782 | 11,591 |
| Franklin | 1990 | 315,071 | 68,016 | 66,035 | 30,180 | 36,555 | 34,981 | 13,199 | 10,401 | 7,177 | 89,920 | 14,365 | 16,557 | 16,791 |
| | 1987 | 258,452 | 60,914 | 59,140 | 25,576 | 27,425 | 26,245 | 10,829 | 8,230 | 5,679 | 68,072 | 16,380 | 15,190 | 12,290 |
| Fulton | 1990 | 59,776 | 15,490 | 15,032 | 3,653 | 7,688 | 6,429 | 1,155 | 1,763 | 497 | 7,739 | 10,924 | 321 | 3,302 |
| | 1987 | 50,812 | 15,410 | 14,954 | 2,773 | 6,633 | 5,548 | 1,056 | 1,592 | 449 | 6,674 | 7,656 | 570 | 2,644 |
| Gallatin | 1990 | 13,142 | 6,694 | 6,517 | 1,046 | 546 | | 251 | 103 | | 323 | 1,210 | 949 | 375 |
| | 1987 | 12,183 | 5,916 | 5,760 | 927 | 569 | | 214 | 90 | | 258 | 1,694 | 1,018 | 350 |
| Garrard | 1990 | 32,148 | 12,794 | 12,554 | 2,444 | 604 | | 996 | 951 | 951 | 4,113 | 2,855 | 3,883 | 2,393 |
| | 1987 | 26,594 | 10,559 | 10,361 | 1,979 | 737 | | 766 | 1,061 | 1,061 | 2,175 | 2,173 | 3,467 | 1,654 |
| Grant | 1990 | 88,476 | 22,559 | 21,989 | 6,842 | 11,873 | 10,198 | 276 | 1,527 | 1,072 | 22,962 | 5,890 | 4,581 | 3,462 |
| | 1987 | 69,612 | 16,716 | 16,294 | 5,068 | 9,792 | 8,411 | 477 | 1,233 | 866 | 17,729 | 6,341 | 4,148 | 2,587 |
| Graves | 1990 | 196,573 | 37,602 | 36,665 | 12,105 | 24,658 | 18,751 | 5,996 | 7,296 | 4,768 | 50,636 | 17,178 | 21,630 | 8,746 |
| | 1987 | 166,323 | 35,990 | 35,093 | 9,838 | 18,520 | 14,084 | 5,510 | 5,733 | 3,747 | 39,758 | 12,854 | 22,828 | 6,733 |
| Grayson | 1990 | 89,882 | 23,278 | 22,329 | 3,773 | 12,942 | 10,665 | 1,091 | 4,247 | 2,114 | 12,625 | 6,783 | 12,268 | 5,804 |
| | 1987 | 75,454 | 20,873 | 20,022 | 3,545 | 9,920 | 8,175 | 1,282 | 3,273 | 1,630 | 10,162 | 5,865 | 10,723 | 4,403 |
| Green | 1990 | 28,231 | 11,713 | 11,251 | 2,148 | 720 | | 611 | 872 | 872 | 2,902 | 2,964 | 3,662 | 1,892 |
| | 1987 | 24,992 | 10,856 | 10,428 | 1,636 | 817 | | 472 | 689 | 689 | 2,629 | 2,326 | 3,456 | 1,357 |
| Greenup | 1990 | 107,865 | 36,045 | 34,322 | 7,782 | 4,370 | 2,198 | 1,328 | 6,152 | 4,738 | 25,264 | 10,266 | 4,282 | 5,916 |
| | 1987 | 89,452 | 32,558 | 31,002 | 6,020 | 3,798 | 1,911 | 1,427 | 4,786 | 3,686 | 19,743 | 8,354 | 4,013 | 4,093 |
| Hancock | 1990 | 18,195 | 9,635 | 9,532 | 567 | | | | 368 | | 805 | 2,019 | 1,415 | 2,453 |
| | 1987 | 14,813 | 8,432 | 8,342 | 463 | | | | 268 | | 689 | 1,377 | 1,147 | 1,677 |
| Hardin | 1990 | 654,599 | 97,862 | 95,281 | 51,187 | 89,733 | 71,943 | 22,275 | 22,443 | 13,592 | 172,536 | 88,305 | 44,439 | 13,534 |
| | 1987 | 539,057 | 93,209 | 90,751 | 44,510 | 66,378 | 53,219 | 18,323 | 19,194 | 11,625 | 145,605 | 66,963 | 38,772 | 10,589 |
| Harlan | 1990 | 171,581 | 49,943 | 48,075 | 9,037 | 24,947 | 17,540 | 5,031 | 7,885 | 5,295 | 28,940 | 13,377 | 7,721 | 9,991 |
| | 1987 | 150,324 | 48,268 | 46,463 | 8,154 | 20,745 | 14,586 | 3,684 | 7,202 | 4,837 | 24,170 | 10,927 | 7,650 | 7,205 |
| Harrison | 1990 | 76,104 | 20,938 | 20,164 | 9,740 | 14,276 | 11,959 | 1,845 | 2,036 | 1,690 | 5,469 | 8,045 | 1,414 | 4,112 |
| | 1987 | 63,954 | 19,652 | 18,926 | 7,491 | 10,270 | 8,604 | 1,724 | 1,882 | 1,563 | 5,948 | 5,956 | 1,752 | 3,397 |
| Hart | 1990 | 54,468 | 16,993 | 16,335 | 2,224 | 2,205 | | 947 | 975 | 975 | 7,080 | 16,225 | 2,429 | 2,325 |
| | 1987 | 45,896 | 15,800 | 15,188 | 1,747 | 1,779 | | 920 | 1,292 | 1,292 | 6,410 | 11,055 | 2,565 | 1,874 |
| ☐ Henderson | 1990 | 316,045 | 66,601 | 65,803 | 26,585 | 36,653 | 27,392 | 7,455 | 14,274 | 13,461 | 76,425 | 44,235 | 10,787 | 15,938 |
| | 1987 | 266,263 | 63,903 | 63,137 | 22,995 | 28,748 | 21,485 | 7,117 | 12,397 | 11,692 | 63,560 | 33,246 | 10,505 | 11,017 |
| Henry | 1990 | 65,446 | 16,654 | 16,201 | 1,294 | 622 | | 133 | 560 | 415 | 18,957 | 19,861 | 961 | 2,921 |
| | 1987 | 52,052 | 12,560 | 12,218 | 1,188 | 531 | | 233 | 517 | 384 | 14,623 | 15,073 | 1,678 | 3,116 |
| Hickman | 1990 | 12,060 | 3,659 | 3,546 | 541 | | | 128 | 100 | | 1,908 | 2,246 | 1,097 | 676 |
| | 1987 | 9,968 | 3,340 | 3,237 | 391 | | | 155 | 100 | | 1,440 | 1,408 | 1,240 | 533 |
| Hopkins | 1990 | 302,097 | 63,336 | 62,778 | 20,552 | 46,561 | 35,726 | 13,196 | 14,019 | 9,333 | 76,175 | 23,661 | 15,027 | 14,523 |
| | 1987 | 261,794 | 62,528 | 61,977 | 17,303 | 36,898 | 28,312 | 11,235 | 11,930 | 7,943 | 63,511 | 21,001 | 14,537 | 11,045 |
| Jackson | 1990 | 21,343 | 9,506 | 8,223 | 612 | 1,588 | | 61 | 194 | | 2,929 | 2,711 | 895 | 1,140 |
| | 1987 | 18,416 | 7,855 | 6,795 | 545 | 1,594 | | 76 | 274 | | 2,383 | 1,935 | 1,073 | 1,292 |
| Jefferson | 1990 | 5,541,078 | 963,815 | 916,642 | 612,571 | 792,795 | 643,002 | 266,299 | 301,130 | 174,332 | 1,191,543 | 364,486 | 232,199 | 265,789 |
| | 1987 | 4,625,194 | 915,256 | 870,460 | 526,782 | 640,517 | 519,496 | 204,073 | 245,751 | 142,272 | 991,569 | 305,486 | 212,292 | 195,818 |
| Jessamine | 1990 | 158,024 | 34,784 | 32,979 | 9,382 | 15,244 | 12,963 | 1,456 | 2,810 | 2,400 | 52,031 | 9,832 | 9,782 | 7,301 |
| | 1987 | 124,892 | 31,192 | 29,573 | 8,105 | 10,478 | 8,911 | 1,333 | 2,245 | 1,918 | 39,163 | 9,031 | 7,878 | 5,026 |
| Johnson | 1990 | 144,721 | 34,735 | 33,220 | 11,898 | 15,442 | 14,097 | 4,650 | 7,267 | 4,084 | 28,159 | 9,679 | 19,048 | 5,261 |
| | 1987 | 122,607 | 29,455 | 28,170 | 9,621 | 12,405 | 11,325 | 3,832 | 6,684 | 3,757 | 23,584 | 8,657 | 17,008 | 4,664 |
| ☐ Kenton | 1990 | 799,629 | 157,261 | 147,461 | 132,693 | 108,087 | 101,315 | 9,857 | 30,789 | 23,132 | 106,458 | 81,217 | 55,174 | 38,162 |
| | 1987 | 673,045 | 157,250 | 147,451 | 105,732 | 85,151 | 79,817 | 8,184 | 26,357 | 19,803 | 89,298 | 70,158 | 44,086 | 30,035 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| SMM ESTIMATES: 1990<br>U.S. CENSUS: 1987<br>METRO AREA<br>County | Year | Total Retail Sales ($000) | Food Stores Total ($000) | Food Stores Supermarkets ($000) | Eating & Drinking Places Total ($000) | General Merchandise Stores Total ($000) | General Merchandise Department Stores ($000) | Apparel & Accessories Stores Total ($000) | Furniture/Home Furnishings/Appliance Stores Total ($000) | Furniture/Home Furnishings/Appliance Furniture & Home Furn. ($000) | Automotive Dealers Total ($000) | Gasoline Service Stations Total ($000) | Bldg. Mtls. & Hardware Dealers Total ($000) | Drug-stores Total ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **KENTUCKY (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Knott | 1990 | 49,462 | 23,202 | 21,375 | 1,670 | 1,271 | 1,173 | 1,911 | 933 | 524 | 3,395 | 7,554 | 4,488 | 2,776 |
| | 1987 | 44,970 | 21,820 | 20,102 | 1,629 | 1,464 | 1,352 | 1,379 | 1,301 | 732 | 3,002 | 6,231 | 4,369 | 1,917 |
| Knox | 1990 | 161,426 | 45,110 | 42,923 | 5,704 | 23,230 | 14,228 | 7,546 | 3,436 | 2,547 | 44,151 | 7,252 | 8,470 | 8,910 |
| | 1987 | 132,727 | 40,935 | 38,950 | 5,461 | 18,112 | 11,094 | 5,491 | 2,715 | 2,013 | 33,608 | 6,469 | 8,127 | 6,362 |
| Larue | 1990 | 36,245 | 11,771 | 11,521 | 2,654 | 5,338 | 3,581 | 385 | 711 | 587 | 5,899 | 2,651 | 1,299 | 2,700 |
| | 1987 | 31,482 | 11,250 | 11,011 | 2,098 | 4,361 | 2,926 | 345 | 696 | 576 | 4,944 | 2,272 | 1,490 | 1,869 |
| Laurel | 1990 | 230,524 | 60,981 | 59,571 | 16,772 | 13,310 | 7,057 | 4,438 | 15,906 | 9,563 | 60,849 | 22,414 | 14,840 | 7,987 |
| | 1987 | 195,870 | 53,992 | 52,744 | 13,696 | 11,022 | 5,845 | 4,085 | 12,168 | 7,316 | 53,728 | 18,426 | 13,263 | 5,986 |
| Lawrence | 1990 | 55,918 | 21,187 | 20,329 | 4,153 | 5,332 | 4,537 | 710 | 649 | 649 | 8,908 | 5,645 | 1,907 | 4,900 |
| | 1987 | 47,211 | 20,572 | 19,739 | 3,267 | 3,653 | 3,109 | 594 | 700 | 700 | 6,533 | 4,536 | 1,918 | 3,606 |
| Lee | 1990 | 29,599 | 10,098 | 9,539 | 1,303 | 1,451 | | 246 | 68 | | 5,785 | 2,501 | 2,050 | 2,671 |
| | 1987 | 25,537 | 9,230 | 8,719 | 1,021 | 1,423 | | 376 | 77 | | 4,902 | 2,459 | 1,649 | 1,825 |
| Leslie | 1990 | 34,272 | 14,225 | 12,633 | 2,080 | 4,403 | | 594 | 2,410 | 2,410 | 1,827 | 6,156 | 1,394 | 556 |
| | 1987 | 28,531 | 12,053 | 10,704 | 1,633 | 3,734 | | 443 | 1,884 | 1,884 | 1,459 | 4,470 | 1,725 | 572 |
| Letcher | 1990 | 113,806 | 39,205 | 37,610 | 3,755 | 22,380 | 8,039 | 3,870 | 1,743 | 1,477 | 6,706 | 14,024 | 7,347 | 8,729 |
| | 1987 | 95,313 | 35,423 | 33,982 | 3,413 | 16,331 | 5,867 | 3,068 | 2,265 | 1,921 | 5,612 | 10,752 | 7,572 | 6,210 |
| Lewis | 1990 | 30,531 | 12,944 | 12,249 | 2,420 | 2,038 | | 298 | 612 | 200 | 3,579 | 1,635 | 3,668 | 1,100 |
| | 1987 | 25,526 | 11,064 | 10,470 | 1,861 | 1,419 | | 281 | 538 | 177 | 2,811 | 2,087 | 2,950 | 767 |
| Lincoln | 1990 | 57,299 | 16,391 | 15,361 | 4,152 | 6,395 | 4,905 | 484 | 1,086 | 1,086 | 17,428 | 2,291 | 2,523 | 2,165 |
| | 1987 | 48,745 | 14,789 | 13,860 | 3,377 | 4,415 | 3,387 | 419 | 1,482 | 1,482 | 14,305 | 2,161 | 2,919 | 1,506 |
| Livingston | 1990 | 28,656 | 10,399 | 9,974 | 1,958 | 125 | | 492 | 94 | | 3,321 | 5,617 | 2,457 | 2,887 |
| | 1987 | 23,626 | 8,874 | 8,511 | 2,236 | 97 | | 383 | 161 | | 2,552 | 4,309 | 1,862 | 2,206 |
| Logan | 1990 | 100,808 | 30,981 | 30,629 | 7,280 | 12,970 | 9,984 | 2,999 | 3,243 | 2,698 | 14,878 | 6,733 | 7,621 | 5,286 |
| | 1987 | 85,891 | 29,045 | 28,715 | 5,873 | 9,672 | 7,446 | 2,358 | 2,863 | 2,383 | 13,564 | 5,357 | 6,870 | 4,287 |
| Lyon | 1990 | 11,960 | 4,882 | 4,774 | 1,754 | | | 187 | 416 | 416 | 1,152 | 1,754 | 47 | 903 |
| | 1987 | 10,664 | 4,913 | 4,804 | 1,298 | | | 129 | 430 | 430 | 1,214 | 1,372 | 60 | 622 |
| McCracken | 1990 | 658,612 | 119,516 | 116,527 | 70,155 | 106,678 | 92,861 | 56,266 | 30,569 | 17,075 | 134,937 | 18,261 | 27,060 | 20,496 |
| | 1987 | 541,393 | 111,201 | 108,420 | 55,094 | 80,634 | 70,191 | 40,207 | 25,172 | 14,061 | 110,037 | 22,488 | 26,630 | 16,796 |
| McCreary | 1990 | 38,376 | 17,189 | 16,342 | 1,349 | 3,054 | | 196 | 866 | 491 | 4,927 | 4,119 | 3,502 | 1,418 |
| | 1987 | 33,309 | 15,294 | 14,540 | 1,211 | 2,444 | | 352 | 837 | 475 | 4,423 | 2,935 | 2,947 | 1,342 |
| McLean | 1990 | 18,361 | 10,337 | 8,666 | 1,521 | 442 | | 125 | 717 | 717 | 971 | 1,671 | 669 | 1,606 |
| | 1987 | 17,742 | 9,588 | 8,038 | 1,350 | 455 | | 86 | 632 | 632 | 1,279 | 1,854 | 838 | 1,266 |
| Madison | 1990 | 352,891 | 79,156 | 76,271 | 45,574 | 42,232 | 32,447 | 16,346 | 4,040 | 2,655 | 64,378 | 36,700 | 27,508 | 10,867 |
| | 1987 | 295,917 | 70,597 | 68,024 | 37,594 | 32,539 | 25,000 | 11,686 | 3,944 | 2,593 | 52,775 | 32,733 | 24,307 | 8,770 |
| Magoffin | 1990 | 35,844 | 12,545 | 11,466 | 2,384 | 3,854 | | 727 | 258 | 258 | 1,741 | 8,888 | 1,400 | 2,794 |
| | 1987 | 32,267 | 12,468 | 11,396 | 1,957 | 3,629 | | 499 | 412 | 412 | 1,609 | 6,576 | 1,422 | 2,291 |
| Marion | 1990 | 60,350 | 23,886 | 23,326 | 4,845 | 2,955 | 1,884 | 2,133 | 1,017 | 458 | 6,609 | 7,766 | 3,353 | 4,448 |
| | 1987 | 54,270 | 22,307 | 21,784 | 4,202 | 3,304 | 2,107 | 2,252 | 1,333 | 602 | 5,379 | 5,675 | 3,158 | 3,241 |
| Marshall | 1990 | 155,759 | 19,503 | 19,170 | 11,019 | 14,831 | 10,161 | 1,820 | 5,543 | 4,604 | 54,096 | 11,534 | 22,169 | 4,319 |
| | 1987 | 129,148 | 20,903 | 20,546 | 9,151 | 11,676 | 8,000 | 1,751 | 4,378 | 3,637 | 40,813 | 10,356 | 19,497 | 3,182 |
| Martin | 1990 | 60,246 | 17,574 | 16,998 | 1,128 | 3,374 | | 511 | 373 | 373 | 18,798 | 6,718 | 6,513 | 3,979 |
| | 1987 | 53,531 | 16,529 | 15,987 | 1,081 | 3,632 | | 519 | 677 | 677 | 17,057 | 4,620 | 5,445 | 2,806 |
| Mason | 1990 | 130,098 | 35,697 | 34,907 | 11,112 | 17,774 | 17,166 | 8,671 | 3,834 | 2,130 | 23,717 | 9,043 | 6,611 | 7,983 |
| | 1987 | 111,616 | 31,406 | 30,711 | 9,122 | 14,197 | 13,712 | 7,416 | 3,342 | 1,857 | 19,652 | 8,141 | 5,864 | 6,038 |
| Meade | 1990 | 82,084 | 12,196 | 11,796 | 7,903 | 458 | | 872 | 755 | 456 | 41,469 | 8,932 | 3,476 | 3,094 |
| | 1987 | 63,715 | 11,404 | 11,030 | 6,025 | 465 | | 790 | 807 | 488 | 30,611 | 6,154 | 2,859 | 2,130 |
| Menifee | 1990 | 12,906 | 3,791 | 3,518 | 486 | 538 | | 75 | 146 | 146 | 1,151 | 447 | 6,036 | 101 |
| | 1987 | 10,969 | 3,364 | 3,122 | 451 | 473 | | 69 | 265 | 265 | 874 | 398 | 4,803 | 148 |
| Mercer | 1990 | 89,577 | 23,930 | 23,141 | 6,475 | 15,791 | 13,722 | 1,161 | 1,965 | 1,456 | 19,151 | 4,903 | 5,718 | 3,491 |
| | 1987 | 75,636 | 23,416 | 22,644 | 5,554 | 10,865 | 9,442 | 1,244 | 1,943 | 1,441 | 14,655 | 4,935 | 5,361 | 2,727 |
| Metcalfe | 1990 | 35,209 | 6,855 | 3,740 | 1,494 | 911 | | 3,575 | 1,244 | 1,244 | 13,301 | 2,873 | 969 | 1,790 |
| | 1987 | 28,682 | 6,550 | 3,574 | 1,169 | 685 | | 3,035 | 975 | 975 | 9,889 | 2,397 | 1,045 | 1,263 |
| Monroe | 1990 | 48,241 | 19,632 | 18,876 | 3,022 | 1,188 | | 2,253 | 1,221 | 1,221 | 5,320 | 3,048 | 6,819 | 3,953 |
| | 1987 | 41,129 | 17,607 | 16,929 | 2,363 | 1,121 | | 1,677 | 1,105 | 1,105 | 5,387 | 2,521 | 5,304 | 3,088 |
| Montgomery | 1990 | 140,727 | 28,565 | 27,893 | 10,149 | 7,059 | 701 | 7,553 | 7,938 | 3,791 | 49,972 | 14,022 | 2,314 | 6,470 |
| | 1987 | 122,820 | 28,159 | 27,497 | 8,978 | 7,189 | 714 | 6,543 | 6,540 | 3,124 | 39,486 | 10,189 | 3,877 | 4,907 |
| Morgan | 1990 | 52,271 | 10,022 | 9,528 | 1,157 | 3,427 | | 871 | 813 | 382 | 15,911 | 3,791 | 6,957 | 2,600 |
| | 1987 | 45,108 | 9,287 | 8,829 | 1,015 | 3,016 | | 798 | 1,080 | 509 | 13,408 | 3,301 | 6,822 | 1,793 |
| Muhlenberg | 1990 | 158,597 | 47,195 | 44,364 | 8,198 | 20,476 | 17,719 | 2,457 | 6,467 | 6,055 | 33,092 | 14,474 | 5,831 | 9,044 |
| | 1987 | 133,359 | 43,888 | 41,255 | 6,537 | 16,559 | 14,330 | 2,993 | 5,409 | 5,065 | 26,135 | 11,617 | 5,365 | 6,935 |
| Nelson | 1990 | 146,852 | 43,822 | 43,662 | 17,449 | 22,912 | 13,796 | 4,382 | 6,305 | 2,630 | 23,278 | 4,080 | 4,350 | 5,584 |
| | 1987 | 121,457 | 38,300 | 38,160 | 13,057 | 16,585 | 9,987 | 3,293 | 4,838 | 2,019 | 18,888 | 6,703 | 4,085 | 4,223 |
| Nicholas | 1990 | 11,798 | 5,595 | 5,316 | 547 | 101 | | 292 | 374 | 374 | 965 | 848 | 510 | 1,882 |
| | 1987 | 11,498 | 5,346 | 5,079 | 497 | 131 | | 383 | 475 | 475 | 850 | 966 | 584 | 1,717 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1990
U.S. CENSUS: 1987

| METRO AREA County | Year | Total Retail Sales ($000) | Food Stores Total ($000) | Food Stores Supermarkets ($000) | Eating & Drinking Places Total ($000) | General Merchandise Stores Total ($000) | General Merchandise Stores Department Stores ($000) | Apparel & Accessories Stores Total ($000) | Furniture/Home Furnishings/Appliance Stores Total ($000) | Furniture/Home Furnishings/Appliance Stores Furniture & Home Furn. ($000) | Automotive Dealers Total ($000) | Gasoline Service Stations Total ($000) | Bldg. Mtls. & Hardware Dealers Total ($000) | Drugstores Total ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **KENTUCKY (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Ohio | 1990 | 98,617 | 27,886 | 21,294 | 4,601 | 14,075 | 11,534 | 1,304 | 2,374 | 1,137 | 21,793 | 11,946 | 1,592 | 8,640 |
| | 1987 | 84,505 | 26,666 | 20,362 | 4,100 | 10,789 | 8,842 | 1,120 | 1,996 | 957 | 19,690 | 8,998 | 1,811 | 6,139 |
| Oldham | 1990 | 149,830 | 31,950 | 28,430 | 8,310 | 16,554 | 15,051 | 2,797 | 8,018 | 7,552 | 45,848 | 13,448 | 9,153 | 6,696 |
| | 1987 | 119,226 | 30,218 | 26,889 | 6,332 | 11,276 | 10,253 | 1,899 | 5,850 | 5,511 | 35,086 | 10,399 | 8,659 | 4,632 |
| Owen | 1990 | 34,477 | 9,315 | 8,928 | 1,722 | 158 | | 1,002 | 179 | | 10,355 | 7,776 | 950 | 2,398 |
| | 1987 | 28,656 | 7,838 | 7,512 | 1,367 | 206 | | 766 | 248 | | 8,159 | 5,894 | 1,623 | 2,121 |
| Owsley | 1990 | 9,822 | 5,402 | 4,921 | 145 | 548 | | 49 | 193 | 114 | 215 | 1,993 | 415 | 240 |
| | 1987 | 9,066 | 4,833 | 4,403 | 263 | 458 | | 83 | 331 | 197 | 215 | 1,393 | 454 | 312 |
| Pendleton | 1990 | 34,978 | 10,434 | 10,177 | 2,046 | 1,389 | | 481 | 831 | 616 | 6,377 | 5,524 | 1,545 | 1,583 |
| | 1987 | 29,066 | 10,264 | 10,011 | 1,701 | 1,066 | | 460 | 645 | 479 | 5,029 | 3,803 | 1,522 | 1,240 |
| Perry | 1990 | 192,971 | 51,313 | 49,520 | 13,093 | 34,011 | 15,671 | 13,080 | 7,192 | 5,817 | 32,837 | 10,780 | 9,923 | 7,445 |
| | 1987 | 164,383 | 47,440 | 45,782 | 11,183 | 23,900 | 11,013 | 10,020 | 6,235 | 5,044 | 28,373 | 9,757 | 9,600 | 5,760 |
| Pike | 1990 | 473,258 | 121,432 | 117,406 | 34,235 | 73,532 | 45,414 | 23,475 | 12,304 | 8,357 | 86,470 | 47,774 | 18,356 | 21,980 |
| | 1987 | 400,744 | 113,737 | 109,966 | 28,009 | 59,770 | 36,915 | 18,337 | 10,251 | 6,963 | 77,133 | 33,871 | 19,796 | 15,593 |
| Powell | 1990 | 37,107 | 14,952 | 14,379 | 3,439 | 3,947 | | 188 | 1,011 | 964 | 2,363 | 4,213 | 796 | 3,344 |
| | 1987 | 30,445 | 12,211 | 11,743 | 2,864 | 3,554 | | 175 | 773 | 738 | 2,040 | 3,423 | 1,255 | 2,299 |
| Pulaski | 1990 | 373,972 | 63,376 | 59,058 | 29,066 | 67,178 | 51,652 | 22,269 | 13,879 | 9,239 | 80,199 | 30,140 | 38,600 | 10,881 |
| | 1987 | 303,682 | 62,274 | 58,031 | 23,601 | 49,402 | 37,985 | 16,049 | 11,489 | 7,649 | 63,191 | 21,298 | 32,877 | 8,340 |
| Robertson | 1990 | 2,753 | 700 | 625 | 148 | 64 | | 50 | 96 | | 296 | 679 | 87 | |
| | 1987 | 2,638 | 679 | 606 | 183 | 104 | | 63 | 107 | | 309 | 543 | 142 | |
| Rockcastle | 1990 | 38,823 | 14,156 | 13,782 | 3,192 | 2,329 | | 126 | 691 | 124 | 2,753 | 6,074 | 3,214 | 2,998 |
| | 1987 | 33,373 | 12,866 | 12,526 | 2,631 | 1,954 | | 121 | 686 | 124 | 2,451 | 4,958 | 2,887 | 2,089 |
| Rowan | 1990 | 119,979 | 27,009 | 26,146 | 11,041 | 15,159 | 3,995 | 7,895 | 2,341 | 1,553 | 20,141 | 9,441 | 7,072 | 6,659 |
| | 1987 | 99,114 | 24,963 | 24,165 | 8,573 | 12,839 | 3,384 | 5,611 | 1,851 | 1,229 | 16,204 | 8,808 | 6,408 | 4,856 |
| Russell | 1990 | 71,760 | 23,906 | 22,472 | 5,555 | 5,087 | | 2,886 | 3,340 | 1,548 | 15,819 | 4,006 | 3,350 | 4,257 |
| | 1987 | 57,916 | 19,765 | 18,579 | 4,225 | 4,143 | | 1,985 | 2,640 | 1,224 | 12,940 | 3,333 | 3,234 | 3,008 |
| Scott | 1990 | 104,956 | 26,971 | 26,785 | 14,815 | 18,216 | 14,038 | 2,274 | 2,635 | 1,764 | 19,781 | 10,067 | 1,429 | 4,287 |
| | 1987 | 83,355 | 24,953 | 24,781 | 10,913 | 12,498 | 9,632 | 1,871 | 2,184 | 1,463 | 13,976 | 8,046 | 1,640 | 3,355 |
| Shelby | 1990 | 129,453 | 27,912 | 27,166 | 7,836 | 18,084 | 11,172 | 2,252 | 2,667 | 318 | 25,055 | 17,668 | 5,257 | 6,272 |
| | 1987 | 108,463 | 27,169 | 26,443 | 7,415 | 13,324 | 8,232 | 2,178 | 2,235 | 267 | 22,366 | 12,233 | 5,159 | 4,739 |
| Simpson | 1990 | 95,482 | 22,148 | 21,606 | 10,171 | 12,676 | 11,137 | 1,560 | 4,825 | 4,825 | 21,040 | 10,152 | 3,920 | 5,004 |
| | 1987 | 80,801 | 21,069 | 20,553 | 8,621 | 9,437 | 8,292 | 1,289 | 3,828 | 3,828 | 16,663 | 9,651 | 3,561 | 3,731 |
| Spencer | 1990 | 15,256 | 8,239 | 8,002 | 432 | | | 140 | 91 | | 1,145 | 1,105 | 1,577 | 472 |
| | 1987 | 12,760 | 6,652 | 6,461 | 338 | | | 135 | 127 | | 832 | 755 | 2,162 | 377 |
| Taylor | 1990 | 131,426 | 24,709 | 24,242 | 15,478 | 17,960 | 15,953 | 6,281 | 1,921 | 1,168 | 26,579 | 7,684 | 10,634 | 5,187 |
| | 1987 | 109,538 | 23,891 | 23,439 | 12,367 | 13,924 | 12,369 | 5,274 | 2,023 | 1,231 | 21,312 | 6,616 | 9,819 | 4,092 |
| Todd | 1990 | 24,100 | 9,678 | 9,377 | 1,148 | 317 | | 142 | 349 | 99 | 6,494 | 2,570 | 343 | 1,704 |
| | 1987 | 20,327 | 9,076 | 8,794 | 938 | 342 | | 135 | 379 | 109 | 4,694 | 1,950 | 517 | 1,223 |
| Trigg | 1990 | 38,593 | 14,237 | 13,733 | 3,247 | 891 | | 885 | 1,751 | 1,751 | 6,176 | 5,057 | 2,181 | 1,115 |
| | 1987 | 31,356 | 11,920 | 11,498 | 2,331 | 821 | | 609 | 1,875 | 1,875 | 5,179 | 3,612 | 1,936 | 903 |
| Trimble | 1990 | 5,805 | 2,180 | 2,078 | 810 | | | | 27 | | 94 | 1,497 | 182 | 763 |
| | 1987 | 4,980 | 1,432 | 1,365 | 530 | | | | 46 | | 117 | 1,341 | 299 | 883 |
| Union | 1990 | 87,442 | 20,001 | 19,631 | 3,968 | 13,959 | 9,202 | 2,027 | 2,359 | 1,528 | 23,046 | 6,892 | 6,021 | 4,076 |
| | 1987 | 74,747 | 20,461 | 20,082 | 3,453 | 11,727 | 7,731 | 1,723 | 1,969 | 1,276 | 17,454 | 4,870 | 5,264 | 3,098 |
| Warren | 1990 | 740,977 | 111,032 | 107,561 | 56,029 | 125,388 | 93,286 | 36,523 | 32,531 | 19,848 | 148,688 | 74,612 | 49,021 | 26,764 |
| | 1987 | 601,806 | 107,265 | 103,912 | 48,573 | 97,549 | 72,575 | 26,277 | 26,230 | 16,004 | 119,486 | 56,995 | 40,855 | 19,357 |
| Washington | 1990 | 29,860 | 12,963 | 12,546 | 2,631 | 711 | | 626 | 355 | | 6,254 | 2,238 | 746 | 1,665 |
| | 1987 | 24,559 | 10,232 | 9,903 | 1,919 | 519 | | 741 | 335 | | 4,414 | 2,166 | 953 | 1,448 |
| Wayne | 1990 | 59,016 | 20,810 | 19,745 | 4,544 | 2,840 | | 2,048 | 1,972 | 941 | 6,075 | 6,250 | 7,966 | 4,908 |
| | 1987 | 49,873 | 18,529 | 17,581 | 3,414 | 3,005 | | 1,810 | 1,686 | 805 | 5,272 | 4,318 | 6,823 | 3,505 |
| Webster | 1990 | 66,963 | 16,897 | 16,588 | 781 | 2,248 | | 518 | 1,560 | 291 | 28,216 | 4,929 | 2,911 | 3,520 |
| | 1987 | 57,409 | 17,080 | 16,768 | 967 | 1,577 | | 638 | 1,176 | 220 | 22,403 | 4,105 | 2,913 | 2,701 |
| Whitley | 1990 | 238,430 | 32,732 | 31,241 | 23,170 | 23,830 | 18,292 | 11,931 | 9,690 | 8,336 | 51,027 | 35,107 | 20,482 | 10,452 |
| | 1987 | 206,145 | 33,406 | 31,884 | 19,509 | 19,082 | 14,648 | 8,814 | 7,891 | 6,789 | 44,959 | 32,241 | 19,004 | 7,673 |
| Wolfe | 1990 | 16,273 | 7,630 | 7,058 | 682 | 1,292 | | 157 | 282 | 282 | 2,509 | 1,186 | 72 | 774 |
| | 1987 | 14,655 | 6,816 | 6,305 | 593 | 893 | | 125 | 280 | 280 | 2,216 | 1,687 | 93 | 711 |
| Woodford | 1990 | 95,159 | 21,985 | 21,253 | 9,087 | 7,404 | 6,756 | 3,413 | 2,456 | 1,125 | 19,865 | 7,377 | 4,930 | 5,945 |
| | 1987 | 79,347 | 21,434 | 20,720 | 7,277 | 5,504 | 5,023 | 2,877 | 1,805 | 827 | 15,067 | 7,374 | 5,172 | 4,186 |
| **TOTAL METRO COUNTIES** | **1990** | **13,042,987** | **2,263,499** | **2,154,057** | **1,418,045** | **1,579,675** | **1,551,352** | **582,203** | **661,859** | **372,576** | **2,769,142** | **1,014,848** | **616,849** | **590,584** |
| | 1987 | 10,802,186 | 2,156,811 | 2,052,339 | 1,194,318 | 1,506,371 | 1,244,093 | 449,013 | 531,095 | 300,780 | 2,271,370 | 823,227 | 548,112 | 434,994 |
| **TOTAL STATE** | **1990** | **23,860,802** | **4,810,340** | **4,593,048** | **2,229,881** | **3,268,806** | **2,520,243** | **989,725** | **1,019,984** | **608,210** | **5,144,769** | **2,000,100** | **1,301,474** | **1,078,823** |
| | 1987 | 19,867,911 | 4,516,376 | 4,312,192 | 1,865,625 | 2,579,161 | 1,985,160 | 772,808 | 837,655 | 502,900 | 4,213,530 | 1,623,039 | 1,183,241 | 805,015 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1990
U.S. CENSUS: 1987

| METRO AREA County | Year | Total Retail Sales ($000) | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/Home Furnishings/Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drugstores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Total ($000) | Supermarkets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **LOUISIANA** | | | | | | | | | | | | | | |
| **ALEXANDRIA** | 1990 | **1,014,850** | **221,639** | **210,124** | **71,504** | **190,902** | **150,769** | **59,239** | **33,016** | **20,449** | **201,812** | **76,204** | **54,446** | **35,142** |
| | 1987 | 775,803 | 166,090 | 157,461 | 57,843 | 142,467 | 112,517 | 48,588 | 27,481 | 17,022 | 156,594 | 56,957 | 44,016 | 26,117 |
| Rapides | 1990 | 1,014,850 | 221,639 | 210,124 | 71,504 | 190,902 | 150,769 | 59,239 | 33,016 | 20,449 | 201,812 | 76,204 | 54,446 | 35,142 |
| | 1987 | 775,803 | 166,090 | 157,461 | 57,843 | 142,467 | 112,517 | 48,588 | 27,481 | 17,022 | 156,594 | 56,957 | 44,016 | 26,117 |
| **BATON ROUGE** | 1990 | **4,099,423** | **1,058,964** | **1,022,105** | **319,999** | **620,074** | **511,719** | **187,566** | **199,752** | **92,570** | **851,046** | **290,550** | **179,194** | **151,715** |
| | 1987 | 3,149,736 | 783,068 | 755,798 | 266,298 | 481,130 | 397,670 | 143,755 | 159,135 | 73,719 | 641,413 | 225,616 | 160,919 | 110,407 |
| Ascension | 1990 | 376,642 | 97,398 | 95,839 | 23,224 | 43,316 | 30,887 | 6,257 | 9,939 | 5,550 | 115,069 | 34,888 | 21,435 | 14,303 |
| | 1987 | 276,945 | 71,102 | 69,964 | 17,288 | 29,220 | 20,836 | 5,249 | 8,361 | 4,669 | 84,314 | 23,586 | 19,697 | 10,267 |
| East Baton Rouge | 1990 | 3,382,152 | 832,947 | 802,925 | 282,954 | 537,244 | 446,942 | 179,768 | 182,501 | 81,607 | 682,531 | 203,518 | 139,734 | 122,360 |
| | 1987 | 2,616,590 | 618,368 | 596,080 | 237,599 | 423,070 | 351,959 | 136,202 | 145,053 | 64,863 | 514,844 | 164,050 | 126,070 | 89,389 |
| Livingston | 1990 | 256,500 | 94,334 | 90,282 | 12,627 | 35,969 | 33,890 | 1,467 | 5,918 | 4,019 | 33,607 | 37,216 | 13,254 | 13,646 |
| | 1987 | 194,919 | 69,081 | 66,114 | 10,015 | 26,400 | 24,875 | 2,173 | 4,781 | 3,247 | 28,920 | 26,448 | 11,280 | 9,623 |
| West Baton Rouge | 1990 | 84,129 | 34,285 | 33,059 | 1,194 | 3,545 | | 74 | 1,394 | 1,394 | 19,839 | 14,928 | 4,771 | 1,406 |
| | 1987 | 61,282 | 24,517 | 23,640 | 1,396 | 2,440 | | 131 | 940 | 940 | 13,335 | 11,532 | 3,872 | 1,128 |
| **HOUMA - THIBODAUX** | 1990 | **1,154,031** | **349,090** | **329,631** | **95,834** | **167,452** | **132,142** | **40,451** | **32,270** | **16,813** | **209,537** | **64,089** | **74,338** | **60,050** |
| | 1987 | 937,158 | 262,926 | 248,284 | 93,898 | 132,848 | 105,212 | 34,678 | 30,323 | 15,650 | 174,439 | 54,046 | 63,702 | 44,547 |
| Lafourche | 1990 | 437,856 | 165,185 | 157,073 | 26,383 | 57,109 | 37,497 | 9,241 | 10,081 | 4,254 | 63,770 | 34,153 | 29,104 | 26,264 |
| | 1987 | 358,278 | 125,538 | 119,373 | 23,059 | 43,443 | 28,525 | 8,859 | 10,515 | 4,438 | 59,038 | 28,064 | 26,293 | 20,451 |
| Terrebonne | 1990 | 716,175 | 183,905 | 172,558 | 69,451 | 110,343 | 94,645 | 31,210 | 22,189 | 12,559 | 145,767 | 29,936 | 45,234 | 33,786 |
| | 1987 | 578,880 | 137,388 | 128,911 | 70,839 | 89,405 | 76,687 | 25,819 | 19,808 | 11,212 | 115,401 | 25,982 | 37,409 | 24,096 |
| **LAFAYETTE** | 1990 | **1,606,519** | **424,742** | **402,895** | **163,726** | **259,065** | **218,016** | **101,864** | **51,342** | **25,121** | **279,553** | **124,618** | **39,415** | **58,168** |
| | 1987 | 1,300,122 | 317,659 | 301,303 | 138,777 | 210,140 | 176,845 | 79,409 | 47,136 | 23,057 | 235,859 | 98,734 | 50,394 | 43,624 |
| Lafayette | 1990 | 1,463,123 | 367,170 | 349,064 | 149,503 | 240,480 | 202,361 | 101,113 | 50,664 | 24,610 | 258,933 | 110,817 | 36,281 | 52,291 |
| | 1987 | 1,186,229 | 273,557 | 260,067 | 127,328 | 195,475 | 164,491 | 78,580 | 46,543 | 22,609 | 218,781 | 88,226 | 46,391 | 39,061 |
| St. Martin | 1990 | 143,396 | 57,572 | 53,831 | 14,223 | 18,585 | 15,655 | 751 | 678 | 511 | 20,620 | 13,801 | 3,134 | 5,877 |
| | 1987 | 113,893 | 44,102 | 41,236 | 11,449 | 14,665 | 12,354 | 829 | 593 | 448 | 17,078 | 10,508 | 4,003 | 4,563 |
| **LAKE CHARLES** | 1990 | **1,189,466** | **340,903** | **333,968** | **94,301** | **191,191** | **161,114** | **57,054** | **36,965** | **16,831** | **209,918** | **72,797** | **58,330** | **50,011** |
| | 1987 | 930,854 | 254,419 | 249,243 | 78,029 | 143,900 | 121,263 | 44,059 | 33,600 | 15,300 | 166,448 | 58,681 | 59,686 | 38,096 |
| Calcasieu | 1990 | 1,189,466 | 340,903 | 333,968 | 94,301 | 191,191 | 161,114 | 57,054 | 36,965 | 16,831 | 209,918 | 72,797 | 58,330 | 50,011 |
| | 1987 | 930,854 | 254,419 | 249,243 | 78,029 | 143,900 | 121,263 | 44,059 | 33,600 | 15,300 | 166,448 | 58,681 | 59,686 | 38,096 |
| **MONROE** | 1990 | **1,257,237** | **269,302** | **259,871** | **110,070** | **180,871** | **143,637** | **71,307** | **57,819** | **29,056** | **317,978** | **41,698** | **50,185** | **50,531** |
| | 1987 | 935,246 | 197,747 | 190,822 | 88,354 | 133,398 | 105,937 | 58,007 | 44,583 | 22,405 | 225,154 | 33,640 | 45,302 | 36,064 |
| Ouachita | 1990 | 1,257,237 | 269,302 | 259,871 | 110,070 | 180,871 | 143,637 | 71,307 | 57,819 | 29,056 | 317,978 | 41,698 | 50,185 | 50,531 |
| | 1987 | 935,246 | 197,747 | 190,822 | 88,354 | 133,398 | 105,937 | 58,007 | 44,583 | 22,405 | 225,154 | 33,640 | 45,302 | 36,064 |
| **NEW ORLEANS** | 1990 | **9,782,747** | **2,359,980** | **2,229,296** | **1,090,640** | **1,147,134** | **899,095** | **541,048** | **458,547** | **236,146** | **1,783,843** | **618,904** | **320,941** | **461,719** |
| | 1987 | 7,537,137 | 1,793,247 | 1,693,413 | 884,953 | 886,658 | 692,506 | 429,467 | 363,834 | 188,157 | 1,370,327 | 517,321 | 278,412 | 337,920 |
| Jefferson | 1990 | 4,511,822 | 1,033,424 | 982,508 | 438,518 | 606,493 | 509,911 | 243,941 | 260,097 | 127,907 | 980,775 | 236,013 | 152,874 | 181,145 |
| | 1987 | 3,486,317 | 788,911 | 750,042 | 354,987 | 471,329 | 396,272 | 190,947 | 204,520 | 100,577 | 752,487 | 207,949 | 129,380 | 130,414 |
| Orleans | 1990 | 3,397,967 | 720,505 | 670,942 | 507,517 | 304,621 | 188,512 | 233,611 | 143,312 | 84,639 | 510,966 | 185,209 | 92,333 | 185,567 |
| | 1987 | 2,674,140 | 564,185 | 525,375 | 416,397 | 245,968 | 152,216 | 191,206 | 117,217 | 69,228 | 407,716 | 164,002 | 81,472 | 139,311 |
| St. Bernard | 1990 | 395,825 | 161,490 | 147,520 | 31,479 | 46,436 | 44,449 | 13,461 | 4,790 | 2,427 | 32,404 | 25,460 | 25,561 | 23,366 |
| | 1987 | 307,696 | 124,591 | 113,813 | 26,172 | 36,139 | 34,593 | 11,353 | 6,189 | 3,137 | 22,896 | 21,931 | 18,346 | 18,465 |
| St. Charles | 1990 | 128,740 | 54,497 | 53,474 | 10,295 | 6,839 | 5,406 | 1,362 | 3,328 | 2,200 | 12,222 | 13,290 | 8,066 | 8,590 |
| | 1987 | 99,712 | 40,208 | 39,453 | 8,410 | 6,761 | 5,345 | 1,515 | 2,786 | 1,842 | 10,449 | 10,328 | 6,433 | 5,914 |
| St. John the Baptist | 1990 | 197,598 | 57,380 | 56,129 | 19,236 | 30,293 | 11,518 | 5,668 | 6,097 | 2,872 | 32,000 | 26,896 | 4,458 | 9,719 |
| | 1987 | 147,008 | 46,281 | 45,272 | 13,076 | 21,502 | 8,176 | 4,291 | 4,383 | 2,065 | 22,642 | 18,550 | 4,502 | 7,322 |
| St. Tammany | 1990 | 1,150,795 | 332,684 | 318,723 | 83,595 | 152,452 | 139,299 | 43,005 | 40,923 | 16,101 | 215,476 | 132,036 | 37,649 | 53,332 |
| | 1987 | 822,264 | 229,071 | 219,458 | 65,911 | 104,959 | 95,904 | 30,155 | 28,739 | 11,308 | 154,137 | 94,561 | 38,279 | 36,494 |
| **SHREVEPORT** | 1990 | **2,631,084** | **513,825** | **493,333** | **228,540** | **398,185** | **284,270** | **137,320** | **149,347** | **81,525** | **556,737** | **223,972** | **112,464** | **114,359** |
| | 1987 | 2,052,376 | 398,206 | 382,255 | 185,948 | 300,424 | 213,965 | 111,092 | 112,907 | 61,605 | 441,573 | 175,226 | 97,957 | 79,977 |
| Bossier | 1990 | 579,623 | 130,432 | 126,349 | 62,812 | 98,444 | 82,642 | 35,496 | 18,770 | 10,671 | 105,695 | 35,409 | 21,670 | 23,006 |
| | 1987 | 438,945 | 94,982 | 92,009 | 49,435 | 71,197 | 59,769 | 24,384 | 13,065 | 7,428 | 82,420 | 30,374 | 23,927 | 15,741 |
| Caddo | 1990 | 2,051,461 | 383,393 | 366,984 | 165,728 | 299,741 | 201,628 | 101,824 | 130,577 | 70,854 | 451,042 | 188,563 | 90,794 | 91,353 |
| | 1987 | 1,613,431 | 303,224 | 290,246 | 136,513 | 229,227 | 154,196 | 86,708 | 99,842 | 54,177 | 359,153 | 144,852 | 74,030 | 64,236 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Acadia | 1990 | 218,189 | 107,288 | 103,674 | 12,612 | 23,868 | 17,089 | 6,193 | 6,194 | 4,350 | 16,357 | 20,283 | 5,001 | 12,577 |
| | 1987 | 179,754 | 76,588 | 74,008 | 11,819 | 19,288 | 13,810 | 5,843 | 5,681 | 3,990 | 19,199 | 17,140 | 6,421 | 10,674 |
| Allen | 1990 | 81,999 | 26,201 | 24,487 | 5,334 | 12,081 | 6,996 | 2,636 | 1,104 | 886 | 14,700 | 5,569 | 6,606 | 4,835 |
| | 1987 | 66,307 | 20,072 | 18,759 | 4,078 | 10,279 | 5,953 | 2,315 | 945 | 759 | 12,804 | 4,687 | 4,965 | 3,533 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1990<br>U.S. CENSUS: 1987 |  |  | Food Stores |  | Eating & Drinking Places | General Merchandise Stores |  | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores |  | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **LOUISIANA (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **ALL COUNTIES (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Ascension | 1990 | 376,642 | 97,398 | 95,839 | 23,224 | 43,316 | 30,867 | 6,257 | 9,939 | 5,550 | 115,069 | 34,888 | 21,435 | 14,303 |
|  | 1987 | 276,945 | 71,102 | 69,964 | 17,288 | 29,220 | 20,836 | 5,249 | 8,361 | 4,669 | 84,314 | 23,586 | 19,697 | 10,267 |
| Assumption | 1990 | 63,446 | 26,892 | 25,193 | 2,641 | 7,237 |  | 265 | 2,104 | 1,944 | 13,971 | 3,305 | 2,223 | 3,756 |
|  | 1987 | 50,383 | 18,996 | 17,796 | 2,339 | 6,556 |  | 480 | 1,918 | 1,773 | 11,427 | 2,754 | 2,197 | 2,676 |
| Avoyelles | 1990 | 161,856 | 59,889 | 55,901 | 7,914 | 15,817 | 7,457 | 1,769 | 5,356 | 4,232 | 29,019 | 13,663 | 5,099 | 14,452 |
|  | 1987 | 125,878 | 43,550 | 40,650 | 6,446 | 13,853 | 6,532 | 1,716 | 4,343 | 3,432 | 24,895 | 9,353 | 4,903 | 10,870 |
| Beauregard | 1990 | 160,817 | 25,311 | 24,067 | 11,652 | 31,141 | 26,468 | 3,586 | 3,744 | 2,101 | 48,551 | 9,250 | 13,395 | 4,629 |
|  | 1987 | 128,078 | 22,755 | 21,637 | 8,796 | 21,321 | 18,122 | 3,477 | 3,776 | 2,120 | 38,356 | 6,824 | 11,384 | 3,386 |
| Bienville | 1990 | 53,053 | 24,198 | 23,003 | 3,208 | 984 |  | 750 | 275 |  | 14,247 | 3,769 | 2,391 | 1,759 |
|  | 1987 | 42,711 | 17,375 | 16,517 | 2,436 | 1,273 |  | 889 | 423 |  | 10,672 | 5,012 | 1,915 | 1,418 |
| Bossier | 1990 | 579,623 | 130,432 | 126,349 | 62,812 | 98,444 | 82,642 | 35,496 | 18,770 | 10,671 | 105,695 | 35,409 | 21,670 | 23,006 |
|  | 1987 | 438,945 | 94,982 | 92,009 | 49,435 | 71,197 | 59,769 | 24,384 | 13,065 | 7,428 | 82,420 | 30,374 | 23,927 | 15,741 |
| Caddo | 1990 | 2,051,461 | 383,393 | 366,984 | 165,728 | 299,741 | 201,628 | 101,824 | 130,577 | 70,854 | 451,042 | 188,563 | 90,794 | 91,353 |
|  | 1987 | 1,613,431 | 303,224 | 290,246 | 136,513 | 229,227 | 154,196 | 86,708 | 99,842 | 54,177 | 359,153 | 144,852 | 74,030 | 64,236 |
| Calcasieu | 1990 | 1,189,466 | 340,903 | 333,968 | 94,301 | 191,191 | 161,114 | 57,054 | 36,965 | 16,831 | 209,918 | 72,797 | 58,330 | 50,011 |
|  | 1987 | 930,854 | 254,419 | 249,243 | 78,029 | 143,900 | 121,263 | 44,059 | 33,600 | 15,300 | 166,448 | 58,681 | 59,686 | 38,096 |
| Caldwell | 1990 | 49,076 | 20,134 | 19,185 | 1,420 | 3,372 |  | 466 | 1,012 | 1,012 | 18,631 | 813 | 485 | 459 |
|  | 1987 | 35,958 | 13,550 | 12,911 | 1,259 | 3,090 |  | 536 | 693 | 693 | 12,551 | 1,441 | 434 | 516 |
| Cameron | 1990 | 29,744 | 18,566 | 18,077 | 805 | 1,369 |  | 199 | 374 | 374 | 214 | 3,804 | 2,706 | 1,151 |
|  | 1987 | 23,635 | 14,305 | 13,928 | 1,023 | 1,204 |  | 138 | 258 | 258 | 200 | 2,882 | 2,212 | 949 |
| Catahoula | 1990 | 37,070 | 10,974 | 10,229 | 931 | 3,106 |  | 696 | 647 | 647 | 8,798 | 2,762 | 963 | 4,212 |
|  | 1987 | 31,156 | 8,605 | 8,021 | 943 | 2,699 |  | 589 | 1,077 | 1,077 | 7,393 | 2,532 | 1,147 | 3,342 |
| Claiborne | 1990 | 65,988 | 24,869 | 24,011 | 3,427 | 11,598 | 10,604 | 1,382 | 733 | 699 | 9,824 | 7,032 | 2,355 | 3,305 |
|  | 1987 | 54,152 | 18,583 | 17,942 | 2,855 | 9,296 | 8,500 | 1,371 | 821 | 784 | 9,254 | 5,137 | 2,156 | 2,526 |
| Concordia | 1990 | 72,004 | 15,349 | 14,926 | 7,393 | 7,680 |  | 3,125 | 2,600 | 2,109 | 16,030 | 6,688 | 4,970 | 3,827 |
|  | 1987 | 62,493 | 14,213 | 13,821 | 6,334 | 6,973 |  | 2,532 | 2,262 | 1,836 | 14,217 | 5,446 | 4,119 | 3,010 |
| De Soto | 1990 | 88,687 | 28,388 | 27,076 | 4,272 | 12,438 | 8,364 | 2,464 | 1,699 | 1,699 | 17,128 | 3,786 | 4,283 | 4,759 |
|  | 1987 | 75,214 | 23,425 | 22,342 | 3,563 | 10,940 | 7,357 | 2,326 | 1,552 | 1,552 | 15,281 | 3,644 | 3,909 | 3,669 |
| East Baton Rouge | 1990 | 3,382,152 | 832,947 | 802,925 | 282,954 | 537,244 | 446,942 | 179,768 | 182 501 | 81,607 | 682,531 | 203,518 | 139,734 | 122,360 |
|  | 1787 | 2,616,590 | 618,368 | 596,080 | 237,599 | 423,070 | 351,959 | 136,202 | 145,053 | 64,863 | 514,844 | 164,050 | 126,070 | 89,389 |
| East Carroll | 1990 | 36,054 | 16,865 | 16,135 | 1,178 | 2,184 |  | 381 | 574 | 574 | 3,549 | 3,050 | 1,720 | 2,712 |
|  | 1987 | 29,304 | 11,917 | 11,401 | 1,006 | 1,877 |  | 570 | 464 | 464 | 3,103 | 3,119 | 2,222 | 2,104 |
| East Feliciana | 1990 | 40,864 | 16,853 | 15,677 | 964 | 1,757 |  | 353 | 129 | 129 | 7,551 | 1,826 | 1,260 | 2,907 |
|  | 1987 | 31,635 | 11,710 | 10,893 | 1,104 | 1,336 |  | 346 | 238 | 238 | 6,213 | 2,428 | 1,308 | 2,017 |
| Evangeline | 1990 | 128,276 | 45,198 | 43,185 | 4,176 | 14,630 | 9,043 | 3,868 | 3,374 | 3,132 | 20,577 | 13,782 | 4,614 | 11,113 |
|  | 1987 | 104,196 | 34,820 | 33,269 | 3,694 | 11,535 | 7,131 | 3,349 | 3,313 | 3,076 | 17,169 | 9,899 | 6,282 | 8,322 |
| Franklin | 1990 | 104,211 | 31,440 | 30,360 | 4,086 | 15,572 | 7,083 | 1,245 | 2,127 | 1,908 | 27,455 | 4,879 | 6,135 | 2,761 |
|  | 1987 | 89,000 | 29,074 | 28,075 | 3,370 | 12,943 | 5,888 | 1,361 | 1,662 | 1,492 | 22,472 | 3,657 | 5,921 | 2,324 |
| Grant | 1990 | 32,760 | 13,438 | 12,642 | 611 | 8,261 |  |  | 7 |  | 2,432 | 2,040 | 234 | 1,855 |
|  | 1987 | 24,315 | 9,468 | 8,907 | 627 | 5,998 |  |  | 10 |  | 2,148 | 1,927 | 187 | 1,346 |
| Iberia | 1990 | 390,004 | 134,057 | 130,619 | 26,975 | 37,304 | 33,515 | 18,438 | 10,927 | 5,351 | 73,508 | 27,287 | 26,532 | 18,209 |
|  | 1987 | 321,919 | 100,517 | 97,939 | 27,135 | 29,342 | 26,362 | 16,898 | 11,467 | 5,616 | 63,762 | 20,945 | 24,141 | 14,408 |
| Iberville | 1990 | 144,701 | 50,811 | 49,374 | 8,679 | 14,637 | 10,046 | 2,588 | 2,750 | 1,385 | 39,917 | 10,820 | 5,827 | 6,255 |
|  | 1987 | 116,578 | 38,650 | 37,557 | 7,370 | 11,286 | 7,747 | 2,312 | 2,469 | 1,244 | 32,799 | 8,873 | 5,349 | 4,859 |
| Jackson | 1990 | 76,509 | 34,577 | 33,547 | 2,861 | 11,442 | 9,074 | 1,979 | 1,783 | 1,783 | 8,474 | 2,529 | 5,504 | 4,014 |
|  | 1987 | 58,308 | 23,397 | 22,700 | 2,446 | 9,256 | 7,341 | 1,944 | 1,750 | 1,750 | 6,285 | 2,622 | 4,261 | 3,118 |
| Jefferson | 1990 | 4,511,822 | 1,033,424 | 982,508 | 438,518 | 606,493 | 509,911 | 243,941 | 260,097 | 127,907 | 980,775 | 236,013 | 152,874 | 181,145 |
|  | 1987 | 3,486,317 | 788,911 | 750,042 | 354,987 | 471,329 | 396,272 | 190,947 | 204,520 | 100,577 | 752,487 | 207,949 | 129,380 | 130,414 |
| Jefferson Davis | 1990 | 173,623 | 42,172 | 40,843 | 16,396 | 21,496 | 16,983 | 3,870 | 1,102 | 546 | 37,146 | 18,981 | 10,597 | 10,415 |
|  | 1987 | 140,007 | 33,866 | 32,799 | 12,204 | 14,958 | 11,818 | 3,643 | 1,381 | 685 | 32,212 | 16,257 | 9,185 | 7,938 |
| Lafayette | 1990 | 1,463,123 | 367,170 | 349,064 | 149,503 | 240,480 | 202,361 | 101,113 | 50,664 | 24,610 | 258,933 | 110,817 | 36,281 | 52,291 |
|  | 1987 | 1,186,229 | 273,557 | 260,067 | 127,328 | 195,475 | 164,491 | 78,580 | 46,543 | 22,609 | 218,781 | 88,226 | 46,391 | 39,061 |
| Lafourche | 1990 | 437,856 | 165,185 | 157,073 | 26,383 | 57,109 | 37,497 | 9,241 | 10,081 | 4,254 | 63,770 | 34,153 | 29,104 | 26,264 |
|  | 1987 | 358,278 | 126,538 | 119,373 | 23,059 | 43,443 | 28,525 | 8,859 | 10,515 | 4,438 | 59,038 | 28,064 | 26,293 | 20,451 |
| La Salle | 1990 | 67,902 | 22,199 | 21,401 | 3,632 | 11,112 | 8,599 | 707 | 577 | 387 | 13,427 | 5,202 | 1,924 | 4,108 |
|  | 1987 | 52,607 | 16,329 | 15,742 | 2,987 | 7,685 | 5,948 | 716 | 537 | 361 | 12,339 | 3,898 | 1,834 | 2,835 |
| Lincoln | 1990 | 250,646 | 61,070 | 58,218 | 16,327 | 37,454 | 35,467 | 15,676 | 6,290 | 3,488 | 68,540 | 18,805 | 5,564 | 9,819 |
|  | 1987 | 195,762 | 46,205 | 44,047 | 15,477 | 26,830 | 25,407 | 13,071 | 5,093 | 2,825 | 51,246 | 14,495 | 5,890 | 7,294 |
| Livingston | 1990 | 256,500 | 94,334 | 90,282 | 12,627 | 35,969 | 33,890 | 1,467 | 5,918 | 4,019 | 33,607 | 37,216 | 13,254 | 13,646 |
|  | 1987 | 194,919 | 69,081 | 66,114 | 10,015 | 26,400 | 24,875 | 2,173 | 4,781 | 3,247 | 28,920 | 26,448 | 11,280 | 9,623 |
| Madison | 1990 | 70,722 | 24,311 | 23,639 | 9,325 | 3,774 |  | 770 | 782 | 782 | 6,347 | 18,233 | 856 | 3,379 |
|  | 1987 | 51,822 | 16,792 | 16,328 | 6,791 | 2,999 |  | 683 | 924 | 924 | 5,697 | 12,420 | 733 | 2,673 |
| Morehouse | 1990 | 161,208 | 39,914 | 37,199 | 7,199 | 21,062 | 16,047 | 5,236 | 2,024 | 1,868 | 50,210 | 6,520 | 12,424 | 10,864 |
|  | 1987 | 127,195 | 29,757 | 27,733 | 5,944 | 16,818 | 12,814 | 4,176 | 1,746 | 1,612 | 40,970 | 5,746 | 9,502 | 7,477 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1990<br>U.S. CENSUS: 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **METRO AREA** County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **LOUISIANA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Natchitoches | 1990 | 209,203 | 70,634 | 68,918 | 14,676 | 25,452 | 20,121 | 7,618 | 7,706 | 5,097 | 39,578 | 8,951 | 13,962 | 11,619 |
| | 1987 | 159,113 | 49,772 | 48,563 | 11,546 | 19,345 | 15,294 | 5,952 | 5,918 | 3,915 | 30,313 | 8,707 | 11,341 | 8,264 |
| Orleans | 1990 | 3,397,967 | 720,505 | 670,942 | 507,517 | 304,621 | 188,512 | 233,611 | 143,312 | 84,639 | 510,966 | 185,209 | 92,333 | 185,567 |
| | 1987 | 2,674,140 | 564,185 | 525,375 | 416,397 | 245,968 | 152,216 | 191,206 | 117,217 | 69,228 | 407,716 | 164,002 | 81,472 | 139,311 |
| Ouachita | 1990 | 1,257,237 | 269,302 | 259,871 | 110,070 | 180,871 | 143,637 | 71,307 | 57,819 | 29,056 | 317,978 | 41,698 | 50,185 | 50,531 |
| | 1987 | 935,246 | 197,747 | 190,822 | 88,354 | 133,398 | 105,937 | 58,007 | 44,583 | 22,405 | 225,154 | 33,640 | 45,302 | 36,064 |
| Plaquemines | 1990 | 177,184 | 56,168 | 54,959 | 12,841 | 58,656 | | 1,087 | 1,520 | 528 | 2,816 | 15,573 | 4,194 | 3,364 |
| | 1987 | 131,991 | 37,721 | 36,909 | 14,031 | 41,148 | | 772 | 1,984 | 691 | 4,136 | 11,665 | 4,184 | 3,054 |
| Pointe Coupee | 1990 | 79,932 | 32,234 | 31,067 | 3,195 | 5,110 | | 684 | 1,061 | 390 | 20,700 | 3,747 | 3,667 | 6,054 |
| | 1987 | 66,680 | 25,184 | 24,272 | 2,734 | 4,119 | | 885 | 1,242 | 458 | 18,360 | 3,411 | 3,529 | 4,471 |
| Rapides | 1990 | 1,014,850 | 221,639 | 210,124 | 71,504 | 190,902 | 150,769 | 59,239 | 33,016 | 20,449 | 201,812 | 76,204 | 54,446 | 35,142 |
| | 1987 | 775,803 | 166,090 | 157,461 | 57,843 | 142,467 | 112,517 | 48,588 | 27,481 | 17,022 | 156,594 | 56,957 | 44,016 | 26,117 |
| Red River | 1990 | 42,930 | 9,073 | 8,614 | 1,740 | 3,203 | | 240 | 307 | 307 | 7,343 | 13,894 | 559 | 2,962 |
| | 1987 | 33,508 | 7,773 | 7,380 | 1,565 | 2,669 | | 434 | 503 | 503 | 5,755 | 9,508 | 618 | 2,248 |
| Richland | 1990 | 95,819 | 27,052 | 25,409 | 10,246 | 10,488 | | 1,408 | 1,366 | 1,303 | 25,495 | 7,110 | 3,760 | 5,717 |
| | 1987 | 81,555 | 20,782 | 19,520 | 7,897 | 8,424 | | 1,466 | 1,582 | 1,510 | 22,110 | 7,153 | 3,473 | 4,487 |
| Sabine | 1990 | 107,845 | 34,272 | 32,508 | 4,645 | 15,935 | | 3,704 | 2,194 | 875 | 18,335 | 13,635 | 2,273 | 4,565 |
| | 1987 | 88,367 | 28,236 | 26,783 | 3,800 | 12,470 | | 2,855 | 1,814 | 724 | 18,818 | 9,274 | 1,852 | 3,335 |
| St. Bernard | 1990 | 395,825 | 161,490 | 147,520 | 31,479 | 46,436 | 44,449 | 13,461 | 4,790 | 2,427 | 32,404 | 25,460 | 25,561 | 23,366 |
| | 1987 | 307,696 | 124,591 | 113,813 | 26,172 | 36,139 | 34,593 | 11,353 | 6,189 | 3,137 | 22,896 | 21,931 | 18,346 | 18,465 |
| St. Charles | 1990 | 128,740 | 54,497 | 53,474 | 10,295 | 6,839 | 5,406 | 1,362 | 3,328 | 2,200 | 12,222 | 13,290 | 8,066 | 8,590 |
| | 1987 | 99,712 | 40,208 | 39,453 | 8,410 | 6,761 | 5,345 | 1,515 | 2,786 | 1,842 | 10,449 | 10,328 | 6,433 | 5,914 |
| St. Helena | 1990 | 7,212 | 3,720 | 3,365 | 176 | 495 | | 71 | 113 | | 412 | 760 | 176 | 533 |
| | 1987 | 6,598 | 3,026 | 2,737 | 172 | 857 | | 70 | 121 | | 370 | 573 | 212 | 548 |
| St. James | 1990 | 69,592 | 34,670 | 33,629 | 4,183 | 2,508 | | 635 | 1,807 | 920 | 8,122 | 1,924 | 5,433 | 2,878 |
| | 1987 | 55,817 | 25,951 | 25,172 | 3,534 | 2,142 | | 536 | 2,606 | 1,327 | 6,896 | 1,978 | 5,003 | 2,201 |
| St. John the Baptist | 1990 | 197,598 | 57,380 | 56,129 | 19,236 | 30,293 | 11,518 | 5,668 | 6,097 | 2,872 | 32,000 | 26,896 | 4,458 | 9,719 |
| | 1987 | 147,008 | 46,281 | 45,272 | 13,076 | 21,502 | 8,176 | 4,291 | 4,383 | 2,065 | 22,642 | 18,550 | 4,502 | 7,322 |
| St. Landry | 1990 | 365,494 | 125,199 | 120,182 | 22,492 | 51,678 | 33,137 | 14,691 | 7,523 | 6,577 | 60,708 | 26,839 | 12,426 | 30,116 |
| | 1987 | 302,731 | 96,974 | 93,088 | 18,463 | 39,676 | 25,442 | 13,122 | 8,354 | 7,305 | 53,352 | 22,288 | 14,903 | 23,382 |
| St. Martin | 1990 | 143,396 | 57,572 | 53,831 | 14,223 | 18,585 | 15,655 | 751 | 678 | 511 | 20,620 | 13,801 | 3,134 | 5,877 |
| | 1987 | 113,893 | 44,102 | 41,236 | 11,449 | 14,665 | 12,354 | 829 | 593 | 448 | 17,078 | 10,508 | 4,003 | 4,563 |
| St. Mary | 1990 | 263,660 | 100,306 | 96,790 | 18,701 | 39,255 | 30,078 | 9,379 | 5,933 | 1,589 | 35,716 | 18,255 | 9,128 | 15,493 |
| | 1987 | 238,706 | 83,240 | 80,322 | 21,382 | 31,922 | 24,460 | 9,014 | 6,214 | 1,665 | 36,275 | 16,644 | 11,557 | 12,350 |
| St. Tammany | 1990 | 1,150,795 | 332,684 | 318,723 | 83,595 | 152,452 | 139,299 | 43,005 | 40,923 | 16,101 | 215,476 | 132,036 | 37,649 | 53,332 |
| | 1987 | 822,264 | 229,071 | 219,458 | 65,911 | 104,959 | 95,904 | 30,155 | 28,739 | 11,308 | 154,137 | 94,561 | 38,279 | 36,494 |
| Tangipahoa | 1990 | 653,431 | 195,944 | 190,936 | 45,713 | 69,391 | 57,257 | 21,474 | 19,508 | 14,185 | 142,531 | 78,728 | 22,478 | 24,559 |
| | 1987 | 503,291 | 138,833 | 135,285 | 37,024 | 55,874 | 46,104 | 16,735 | 15,542 | 11,302 | 113,673 | 59,180 | 23,825 | 18,392 |
| Tensas | 1990 | 16,904 | 9,614 | 9,153 | 325 | 730 | | 96 | 96 | | 697 | 4,855 | | 249 |
| | 1987 | 15,844 | 8,213 | 7,819 | 372 | 846 | | 128 | 111 | | 698 | 4,852 | | 276 |
| Terrebonne | 1990 | 716,175 | 183,905 | 172,558 | 69,451 | 110,343 | 94,645 | 31,270 | 22,189 | 12,559 | 145,767 | 29,936 | 45,234 | 33,786 |
| | 1987 | 578,880 | 137,388 | 128,911 | 70,839 | 89,405 | 76,687 | 25,819 | 19,808 | 11,212 | 115,401 | 25,982 | 37,409 | 24,096 |
| Union | 1990 | 65,697 | 25,732 | 23,559 | 2,283 | 9,351 | | 831 | 301 | 301 | 11,861 | 6,183 | 1,054 | 4,940 |
| | 1987 | 51,372 | 18,019 | 16,497 | 1,795 | 7,282 | | 814 | 312 | 312 | 11,596 | 4,256 | 1,094 | 3,778 |
| Vermilion | 1990 | 213,841 | 72,539 | 70,029 | 12,827 | 20,409 | 15,238 | 9,745 | 3,277 | 2,442 | 41,139 | 16,661 | 12,926 | 14,529 |
| | 1987 | 179,172 | 59,182 | 57,134 | 10,679 | 16,909 | 12,626 | 8,035 | 3,147 | 2,346 | 36,223 | 12,368 | 12,788 | 11,628 |
| Vernon | 1990 | 217,726 | 62,522 | 59,647 | 23,742 | 34,809 | 26,292 | 4,233 | 10,091 | 4,362 | 34,244 | 15,623 | 10,665 | 6,266 |
| | 1987 | 162,406 | 43,819 | 41,804 | 19,526 | 24,299 | 18,354 | 3,474 | 6,950 | 3,005 | 26,622 | 18,705 | 11,289 | 4,416 |
| Washington | 1990 | 201,694 | 66,364 | 63,579 | 12,441 | 22,764 | 14,717 | 8,411 | 5,269 | 3,525 | 28,045 | 14,388 | 19,405 | 14,424 |
| | 1987 | 155,820 | 48,208 | 46,185 | 10,024 | 16,873 | 10,909 | 7,968 | 4,638 | 3,104 | 22,707 | 12,296 | 13,683 | 10,040 |
| Webster | 1990 | 255,967 | 58,460 | 55,777 | 14,337 | 25,369 | 15,702 | 9,940 | 11,619 | 8,640 | 70,224 | 29,488 | 9,279 | 8,084 |
| | 1987 | 201,915 | 50,095 | 47,796 | 11,428 | 20,646 | 12,779 | 8,227 | 9,110 | 6,775 | 52,609 | 21,494 | 8,597 | 6,289 |
| West Baton Rouge | 1990 | 84,129 | 34,285 | 33,059 | 1,194 | 3,545 | | 74 | 1,394 | 1,394 | 19,839 | 14,928 | 4,771 | 1,406 |
| | 1987 | 61,282 | 24,517 | 23,640 | 1,396 | 2,440 | | 131 | 940 | 940 | 13,335 | 11,532 | 3,872 | 1,128 |
| West Carroll | 1990 | 120,875 | 17,881 | 16,857 | 2,348 | 52,094 | | 2,209 | 210 | | 20,138 | 2,955 | 7,626 | 2,615 |
| | 1987 | 84,684 | 11,175 | 10,535 | 1,663 | 37,059 | | 1,538 | 187 | | 14,778 | 2,502 | 6,083 | 1,886 |
| West Feliciana | 1990 | 29,614 | 14,225 | 13,666 | 2,675 | 1,250 | | 126 | 415 | | 2,633 | 4,161 | 2,428 | 912 |
| | 1987 | 22,860 | 9,512 | 9,138 | 2,070 | 1,725 | | 210 | 345 | | 2,745 | 3,133 | 1,632 | 715 |
| Winn | 1990 | 88,614 | 32,024 | 30,530 | 4,085 | 14,655 | 12,458 | 1,846 | 1,093 | 668 | 18,292 | 3,657 | 4,549 | 4,213 |
| | 1987 | 66,584 | 21,563 | 20,557 | 3,107 | 10,595 | 9,007 | 1,645 | 986 | 603 | 14,576 | 4,031 | 3,613 | 2,933 |
| **TOTAL METRO COUNTIES** | 1990 | **22,735,357** | **5,538,445** | **5,281,223** | **2,174,614** | **3,154,874** | **2,500,762** | **1,195,849** | **1,019,058** | **518,511** | **4,410,424** | **1,512,832** | **889,313** | **981,695** |
| | 1987 | 17,618,432 | 4,173,362 | 3,978,579 | 1,794,100 | 2,430,965 | 1,925,915 | 949,055 | 818,999 | 416,915 | 3,411,807 | 1,220,221 | 800,388 | 716,752 |
| **TOTAL STATE** | 1990 | **28,778,000** | **7,508,042** | **7,173,065** | **2,552,303** | **3,949,852** | **2,948,597** | **1,372,919** | **1,158,755** | **611,606** | **5,566,056** | **2,014,897** | **1,168,969** | **1,293,919** |
| | 1987 | 22,445,813 | 5,655,159 | 5,401,797 | 2,118,958 | 3,045,480 | 2,271,620 | 1,104,316 | 945,468 | 501,021 | 4,377,083 | 1,619,377 | 1,062,241 | 954,729 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1990<br>U.S. CENSUS: 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **MAINE** | | | | | | | | | | | | | | |
| **BANGOR** | 1990 | 1,349,536 | 313,574 | 291,194 | 101,580 | 143,298 | 99,170 | 57,515 | 54,850 | 26,579 | 328,991 | 114,512 | 85,890 | 37,956 |
| | 1987 | 1,146,587 | 233,332 | 216,679 | 75,620 | 135,652 | 93,879 | 52,013 | 40,094 | 19,429 | 302,820 | 90,545 | 81,750 | 33,211 |
| Penobscot | 1990 | 1,349,536 | 313,574 | 291,194 | 101,580 | 143,298 | 99,170 | 57,515 | 54,850 | 26,579 | 328,991 | 114,512 | 85,890 | 37,956 |
| | 1987 | 1,146,587 | 233,332 | 216,679 | 75,620 | 135,652 | 93,879 | 52,013 | 40,094 | 19,429 | 302,820 | 90,545 | 81,750 | 33,211 |
| **LEWISTON - AUBURN** | 1990 | 820,621 | 218,826 | 210,288 | 72,710 | 95,031 | 79,565 | 21,820 | 26,219 | 12,005 | 202,253 | 48,392 | 46,663 | 24,045 |
| | 1987 | 723,122 | 168,288 | 161,722 | 54,721 | 90,814 | 76,035 | 23,052 | 19,330 | 8,851 | 190,309 | 45,056 | 44,986 | 20,712 |
| Androscoggin | 1990 | 820,621 | 218,826 | 210,288 | 72,710 | 95,031 | 79,565 | 21,820 | 26,219 | 12,005 | 202,253 | 48,392 | 46,663 | 24,045 |
| | 1987 | 723,122 | 168,288 | 161,722 | 54,721 | 90,814 | 76,035 | 23,052 | 19,330 | 8,851 | 190,309 | 45,056 | 44,986 | 20,712 |
| **PORTLAND** | 1990 | 3,114,787 | 539,210 | 508,856 | 280,617 | 263,153 | 190,101 | 151,011 | 116,546 | 77,632 | 470,952 | 115,151 | 135,836 | 79,051 |
| | 1987 | 2,676,764 | 438,693 | 413,997 | 210,971 | 257,790 | 186,228 | 131,185 | 101,106 | 67,348 | 452,341 | 105,816 | 171,296 | 67,567 |
| Cumberland | 1990 | 3,114,787 | 539,210 | 508,856 | 280,617 | 263,153 | 190,101 | 151,011 | 116,546 | 77,632 | 470,952 | 115,151 | 135,836 | 79,051 |
| | 1987 | 2,676,764 | 438,693 | 413,997 | 210,971 | 257,790 | 186,228 | 131,185 | 101,106 | 67,348 | 452,341 | 105,816 | 171,296 | 67,567 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Androscoggin | 1990 | 820,621 | 218,826 | 210,288 | 72,710 | 95,031 | 79,565 | 21,820 | 26,219 | 12,005 | 202,253 | 48,392 | 46,663 | 24,045 |
| | 1987 | 723,122 | 168,288 | 161,727 | 54,721 | 90,814 | 76,035 | 23,052 | 19,330 | 8,851 | 190,309 | 45,056 | 44,986 | 20,712 |
| Aroostook | 1990 | 554,945 | 149,526 | 145,944 | 37,762 | 51,959 | 33,924 | 16,058 | 21,452 | 12,002 | 130,122 | 44,642 | 29,607 | 19,594 |
| | 1987 | 481,114 | 114,750 | 112,001 | 28,711 | 51,487 | 33,617 | 15,791 | 15,765 | 8,821 | 120,842 | 37,669 | 30,690 | 17,175 |
| Cumberland | 1990 | 3,114,787 | 539,210 | 508,856 | 280,617 | 263,153 | 190,101 | 151,011 | 116,546 | 77,632 | 470,952 | 115,151 | 135,836 | 79,051 |
| | 1987 | 2,676,764 | 438,693 | 413,997 | 210,971 | 257,790 | 186,228 | 131,185 | 101,106 | 67,348 | 452,341 | 105,816 | 171,296 | 67,567 |
| Franklin | 1990 | 210,316 | 63,309 | 58,155 | 18,319 | 13,859 | 8,158 | 4,908 | 6,382 | 3,741 | 50,098 | 11,004 | 20,050 | 6,058 |
| | 1987 | 174,558 | 43,074 | 39,567 | 14,090 | 12,600 | 7,418 | 4,392 | 4,675 | 2,741 | 44,941 | 10,474 | 18,976 | 5,220 |
| Hancock | 1990 | 409,985 | 123,991 | 117,740 | 48,004 | 22,356 | 13,032 | 11,543 | 12,960 | 5,723 | 73,039 | 15,367 | 40,916 | 9,366 |
| | 1987 | 345,725 | 92,031 | 87,391 | 34,210 | 22,856 | 13,324 | 12,742 | 11,206 | 4,949 | 67,886 | 14,594 | 39,542 | 8,711 |
| Kennebec | 1990 | 1,026,722 | 251,479 | 239,611 | 81,337 | 103,198 | 77,001 | 17,277 | 35,935 | 22,993 | 250,051 | 94,634 | 77,628 | 30,792 |
| | 1987 | 883,559 | 182,768 | 174,143 | 61,372 | 98,300 | 73,347 | 24,837 | 32,675 | 20,908 | 231,862 | 72,532 | 73,354 | 25,433 |
| Knox | 1990 | 297,776 | 89,121 | 87,010 | 24,243 | 24,050 | 14,922 | 16,271 | 11,192 | 3,713 | 52,022 | 14,361 | 31,886 | 9,234 |
| | 1987 | 252,104 | 61,936 | 60,469 | 18,354 | 21,475 | 13,325 | 13,926 | 8,184 | 2,716 | 49,448 | 12,767 | 30,165 | 8,278 |
| Lincoln | 1990 | 229,866 | 61,998 | 58,570 | 25,334 | 5,718 | 3,043 | 6,468 | 5,949 | 5,000 | 45,525 | 13,287 | 32,345 | 6,269 |
| | 1987 | 197,477 | 44,403 | 41,948 | 18,519 | 5,172 | 2,753 | 6,273 | 4,361 | 3,666 | 41,658 | 12,938 | 32,983 | 5,355 |
| Oxford | 1990 | 256,826 | 51,883 | 49,969 | 20,185 | 21,010 | 9,607 | 5,089 | 10,884 | 8,960 | 42,691 | 44,111 | 25,248 | 11,951 |
| | 1987 | 227,393 | 45,028 | 43,367 | 15,385 | 20,336 | 9,300 | 4,557 | 7,957 | 6,551 | 43,881 | 32,140 | 25,300 | 10,581 |
| Penobscot | 1990 | 1,349,536 | 313,574 | 291,194 | 101,580 | 143,298 | 99,170 | 57,515 | 54,850 | 26,579 | 328,991 | 114,512 | 85,890 | 37,956 |
| | 1987 | 1,146,587 | 233,332 | 216,679 | 75,620 | 135,652 | 93,879 | 52,013 | 40,094 | 19,429 | 302,820 | 90,545 | 81,750 | 33,211 |
| Piscataquis | 1990 | 103,699 | 31,176 | 29,996 | 7,790 | 15,703 | 4,186 | 447 | 4,773 | 2,133 | 17,294 | 6,198 | 5,606 | 4,583 |
| | 1987 | 90,254 | 24,096 | 23,184 | 5,314 | 13,454 | 3,587 | 588 | 3,610 | 1,614 | 16,785 | 5,741 | 5,355 | 3,907 |
| Sagadahoc | 1990 | 208,602 | 77,220 | 71,856 | 16,161 | 10,907 | 7,753 | 3,093 | 5,774 | 3,729 | 47,829 | 13,398 | 9,905 | 6,129 |
| | 1987 | 174,060 | 55,309 | 51,467 | 12,617 | 9,116 | 6,480 | 2,892 | 4,247 | 2,744 | 45,138 | 10,574 | 9,981 | 5,424 |
| Somerset | 1990 | 279,016 | 84,526 | 78,467 | 12,478 | 14,393 | 7,657 | 4,124 | 11,863 | 8,392 | 69,500 | 26,743 | 23,723 | 9,060 |
| | 1987 | 243,874 | 66,873 | 62,079 | 11,352 | 13,890 | 7,390 | 4,180 | 8,727 | 6,174 | 61,932 | 20,939 | 23,369 | 8,736 |
| Waldo | 1990 | 149,837 | 40,789 | 39,959 | 14,455 | 17,555 | 4,247 | 2,085 | 3,997 | 1,743 | 28,601 | 6,816 | 15,816 | 4,743 |
| | 1987 | 124,178 | 30,602 | 29,979 | 10,893 | 14,422 | 3,490 | 2,650 | 2,937 | 1,281 | 25,222 | 5,541 | 14,566 | 4,056 |
| Washington | 1990 | 208,753 | 70,077 | 67,432 | 13,994 | 14,168 | 5,648 | 3,037 | 6,035 | 3,400 | 22,921 | 28,126 | 15,068 | 6,885 |
| | 1987 | 175,402 | 57,883 | 55,698 | 11,207 | 13,460 | 5,367 | 2,535 | 4,445 | 2,505 | 22,268 | 20,048 | 14,309 | 6,199 |
| York | 1990 | 1,177,896 | 246,908 | 229,286 | 176,047 | 48,830 | 35,779 | 50,254 | 56,023 | 39,522 | 278,705 | 79,976 | 75,376 | 32,111 |
| | 1987 | 1,023,544 | 197,588 | 183,486 | 127,601 | 47,499 | 34,805 | 41,609 | 41,096 | 28,992 | 259,201 | 71,949 | 76,263 | 29,335 |
| **TOTAL METRO COUNTIES** | 1990 | 5,284,944 | 1,071,610 | 1,010,338 | 454,907 | 501,482 | 368,836 | 230,346 | 197,615 | 116,216 | 1,002,196 | 278,055 | 268,389 | 141,052 |
| | 1987 | 4,546,473 | 840,313 | 792,398 | 341,312 | 484,256 | 356,142 | 206,250 | 160,530 | 95,628 | 945,470 | 241,417 | 298,032 | 121,490 |
| **TOTAL STATE** | 1990 | 10,399,183 | 2,413,613 | 2,284,333 | 951,016 | 865,188 | 593,793 | 371,000 | 390,834 | 237,267 | 2,110,594 | 676,718 | 671,563 | 297,827 |
| | 1987 | 8,939,715 | 1,856,654 | 1,757,177 | 710,937 | 828,323 | 570,345 | 343,222 | 310,415 | 189,290 | 1,976,534 | 569,323 | 692,885 | 259,900 |
| **MARYLAND** | | | | | | | | | | | | | | |
| **BALTIMORE** | 1990 | 17,489,333 | 3,314,575 | 3,065,403 | 1,801,338 | 2,104,770 | 1,678,844 | 967,259 | 923,136 | 561,213 | 3,768,160 | 1,103,949 | 771,576 | 640,893 |
| | 1987 | 15,533,888 | 2,960,318 | 2,735,312 | 1,579,517 | 1,783,477 | 1,422,824 | 868,734 | 838,945 | 513,456 | 3,692,336 | 957,567 | 735,859 | 496,821 |
| Anne Arundel | 1990 | 3,892,979 | 717,799 | 672,375 | 366,722 | 619,622 | 484,312 | 175,013 | 195,280 | 111,463 | 931,170 | 234,890 | 151,647 | 95,748 |
| | 1987 | 3,339,613 | 610,424 | 571,795 | 307,428 | 474,383 | 370,790 | 147,530 | 169,514 | 96,757 | 898,704 | 205,261 | 148,974 | 72,652 |
| Baltimore | 1990 | 6,971,038 | 1,201,187 | 1,123,897 | 656,609 | 922,038 | 802,149 | 446,446 | 375,718 | 231,478 | 1,611,091 | 344,815 | 319,357 | 212,254 |
| | 1987 | 6,167,053 | 1,088,283 | 1,018,257 | 550,120 | 832,331 | 724,107 | 390,985 | 342,072 | 210,750 | 1,547,904 | 315,634 | 302,106 | 163,151 |
| Baltimore city | 1990 | 3,312,486 | 698,998 | 611,922 | 500,818 | 235,323 | 112,330 | 220,959 | 137,568 | 99,850 | 513,919 | 211,665 | 124,695 | 233,275 |
| | 1987 | 3,167,233 | 654,089 | 572,607 | 478,633 | 211,063 | 100,750 | 220,167 | 146,892 | 106,619 | 558,682 | 189,907 | 123,037 | 185,138 |

1991 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1990<br>U.S. CENSUS: 1987<br>METRO AREA<br>County | Year | Total Retail Sales ($000) | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **MARYLAND (continued)** | | | | | | | | | | | | | | |
| **BALTIMORE (continued)** | | | | | | | | | | | | | | |
| Carroll | 1990 | 699,121 | 141,444 | 129,192 | 51,545 | 63,088 | 47,799 | 15,664 | 27,076 | 14,302 | 166,325 | 76,000 | 49,422 | 32,717 |
| | 1987 | 634,004 | 134,622 | 122,961 | 50,774 | 49,622 | 37,597 | 15,717 | 24,269 | 12,820 | 171,092 | 58,573 | 46,653 | 25,510 |
| Harford | 1990 | 1,187,696 | 253,922 | 244,526 | 85,110 | 121,544 | 97,453 | 36,148 | 49,473 | 28,613 | 331,347 | 102,158 | 56,456 | 35,720 |
| | 1987 | 1,015,957 | 215,234 | 207,270 | 73,198 | 98,619 | 79,073 | 31,098 | 41,640 | 24,084 | 304,969 | 85,726 | 52,167 | 28,583 |
| Howard | 1990 | 1,266,772 | 256,929 | 243,893 | 118,195 | 140,319 | 134,801 | 68,084 | 122,641 | 62,270 | 200,852 | 122,277 | 56,446 | 28,137 |
| | 1987 | 1,072,386 | 218,433 | 207,350 | 100,128 | 115,030 | 110,507 | 59,825 | 102,493 | 52,041 | 195,855 | 91,589 | 50,249 | 19,324 |
| Queen Anne's | 1990 | 159,239 | 44,296 | 39,598 | 22,339 | 2,836 | | 4,945 | 15,380 | 13,237 | 13,456 | 12,144 | 13,553 | 3,042 |
| | 1987 | 137,642 | 39,233 | 35,072 | 19,236 | 2,429 | | 3,412 | 12,065 | 10,385 | 15,130 | 10,877 | 12,673 | 2,463 |
| **CUMBERLAND** | **1990** | **646,990** | **138,150** | **129,946** | **59,112** | **111,673** | **92,338** | **23,322** | **34,514** | **16,059** | **99,779** | **57,607** | **34,616** | **31,808** |
| | 1987 | 585,755 | 125,614 | 118,190 | 54,326 | 98,426 | 81,119 | 23,208 | 31,643 | 14,732 | 102,475 | 47,296 | 33,830 | 25,134 |
| Allegany | 1990 | 564,072 | 114,682 | 108,317 | 50,159 | 107,148 | 90,133 | 20,922 | 29,483 | 13,810 | 81,914 | 51,351 | 29,990 | 27,441 |
| | 1987 | 512,082 | 105,818 | 99,945 | 46,716 | 93,682 | 78,806 | 21,076 | 27,341 | 12,808 | 85,473 | 41,610 | 29,726 | 21,769 |
| *Mineral, W. Va.* | *1990* | *82,918* | *23,468* | *21,629* | *8,953* | *4,525* | *2,205* | *2,400* | *5,031* | *2,249* | *17,865* | *6,256* | *4,626* | *4,367* |
| | *1987* | *73,673* | *19,796* | *18,245* | *7,610* | *4,744* | *2,313* | *2,132* | *4,302* | *1,924* | *17,002* | *5,686* | *4,104* | *3,365* |
| **HAGERSTOWN** | **1990** | **877,724** | **177,438** | **168,335** | **62,935** | **125,282** | **113,278** | **25,655** | **47,862** | **29,523** | **222,719** | **59,980** | **49,285** | **39,517** |
| | 1987 | 788,687 | 147,090 | 139,544 | 54,429 | 103,446 | 93,535 | 27,079 | 42,710 | 26,346 | 211,102 | 51,387 | 49,635 | 28,749 |
| Washington | 1990 | 877,724 | 177,438 | 168,335 | 62,935 | 125,282 | 113,278 | 25,655 | 47,862 | 29,523 | 222,719 | 59,980 | 49,285 | 39,517 |
| | 1987 | 788,687 | 147,090 | 139,544 | 54,429 | 103,446 | 93,535 | 27,079 | 42,710 | 26,346 | 211,102 | 51,387 | 49,635 | 28,749 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Allegany | 1990 | 564,072 | 114,682 | 108,317 | 50,159 | 107,148 | 90,133 | 20,922 | 29,483 | 13,810 | 81,914 | 51,351 | 29,990 | 27,441 |
| | 1987 | 512,082 | 105,818 | 99,945 | 46,716 | 93,682 | 78,806 | 21,076 | 27,341 | 12,808 | 85,473 | 41,610 | 29,726 | 21,769 |
| Anne Arundel | 1990 | 3,892,979 | 717,799 | 672,375 | 366,722 | 619,622 | 484,312 | 175,013 | 195,280 | 111,463 | 931,170 | 234,890 | 151,647 | 95,748 |
| | 1987 | 3,339,613 | 610,424 | 571,795 | 307,428 | 474,383 | 370,790 | 147,530 | 169,514 | 96,757 | 898,704 | 205,261 | 148,974 | 72,652 |
| Baltimore | 1990 | 6,971,038 | 1,201,187 | 1,123,897 | 656,609 | 922,038 | 802,149 | 446,446 | 375,718 | 231,478 | 1,611,091 | 344,815 | 319,357 | 212,254 |
| | 1987 | 6,167,053 | 1,088,283 | 1,018,257 | 550,120 | 832,331 | 724,107 | 390,985 | 342,072 | 210,750 | 1,547,904 | 315,634 | 302,106 | 163,151 |
| Baltimore city | 1990 | 3,312,488 | 698,998 | 611,922 | 500,818 | 235,323 | 112,330 | 220,959 | 137,568 | 99,850 | 513,919 | 211,665 | 124,695 | 233,275 |
| | 1987 | 3,167,233 | 654,089 | 572,607 | 478,633 | 211,063 | 100,750 | 220,167 | 146,892 | 106,619 | 558,682 | 189,907 | 123,037 | 185,138 |
| ☐ Calvert | 1990 | 208,192 | 51,821 | 48,692 | 23,825 | 17,637 | 11,172 | 1,915 | 7,290 | 4,833 | 55,112 | 11,934 | 12,751 | 5,447 |
| | 1987 | 177,197 | 45,086 | 42,364 | 20,035 | 13,454 | 8,523 | 1,782 | 5,958 | 3,951 | 47,325 | 11,894 | 10,961 | 4,520 |
| Caroline | 1990 | 149,967 | 24,778 | 23,232 | 6,395 | 6,325 | | 979 | 3,595 | 2,167 | 73,441 | 12,050 | 8,546 | 5,839 |
| | 1987 | 125,239 | 25,992 | 24,370 | 5,188 | 4,463 | | 885 | 3,054 | 1,842 | 57,851 | 8,645 | 8,486 | 4,413 |
| Carroll | 1990 | 699,121 | 141,444 | 129,192 | 51,545 | 63,088 | 47,799 | 15,664 | 27,076 | 14,302 | 166,325 | 76,000 | 49,422 | 32,717 |
| | 1987 | 634,004 | 134,622 | 122,961 | 50,774 | 49,622 | 37,597 | 15,717 | 24,269 | 12,820 | 171,092 | 58,573 | 46,653 | 25,510 |
| ☐ Cecil | 1990 | 470,232 | 76,696 | 72,367 | 29,496 | 20,809 | 13,257 | 9,233 | 8,869 | 6,225 | 129,764 | 80,469 | 29,883 | 11,316 |
| | 1987 | 410,376 | 68,746 | 64,866 | 28,526 | 17,627 | 11,230 | 8,880 | 8,392 | 5,891 | 122,512 | 60,879 | 28,608 | 8,421 |
| ☐ Charles | 1990 | 641,624 | 116,018 | 112,416 | 54,375 | 41,596 | | 22,980 | 33,549 | 25,249 | 170,861 | 46,536 | 47,493 | 23,400 |
| | 1987 | 534,512 | 104,473 | 101,229 | 43,659 | 28,222 | | 16,466 | 26,848 | 20,207 | 147,305 | 41,311 | 42,343 | 27,113 |
| Dorchester | 1990 | 174,315 | 40,057 | 38,151 | 17,234 | 10,205 | 3,192 | 7,607 | 5,392 | 3,176 | 20,347 | 24,288 | 7,710 | 8,020 |
| | 1987 | 162,899 | 36,506 | 34,769 | 14,710 | 8,808 | 2,756 | 7,269 | 5,444 | 3,207 | 22,535 | 17,682 | 8,275 | 6,582 |
| ☐ Frederick | 1990 | 1,096,022 | 227,892 | 216,232 | 102,819 | 144,616 | 132,415 | 34,086 | 52,840 | 38,536 | 226,205 | 74,635 | 85,055 | 28,838 |
| | 1987 | 949,330 | 193,682 | 183,772 | 85,605 | 121,824 | 111,547 | 30,164 | 47,216 | 34,435 | 216,662 | 67,329 | 76,871 | 21,662 |
| Garrett | 1990 | 178,514 | 49,023 | 44,855 | 8,890 | 6,114 | 2,630 | 3,866 | 7,454 | 4,012 | 32,554 | 25,106 | 22,604 | 10,358 |
| | 1987 | 157,919 | 40,858 | 37,384 | 8,036 | 6,898 | 2,968 | 3,495 | 6,834 | 3,679 | 36,115 | 17,378 | 21,447 | 7,864 |
| Harford | 1990 | 1,187,696 | 253,922 | 244,526 | 85,110 | 121,544 | 97,453 | 36,148 | 49,473 | 28,613 | 331,347 | 102,158 | 56,456 | 35,720 |
| | 1987 | 1,015,957 | 215,234 | 207,270 | 73,198 | 98,619 | 79,073 | 31,098 | 41,640 | 24,084 | 304,969 | 85,726 | 52,167 | 28,583 |
| Howard | 1990 | 1,266,772 | 256,929 | 243,893 | 118,195 | 140,319 | 134,801 | 68,084 | 122,641 | 62,270 | 200,852 | 122,277 | 56,446 | 28,137 |
| | 1987 | 1,072,386 | 218,433 | 207,350 | 100,128 | 115,030 | 110,507 | 59,825 | 102,493 | 52,041 | 195,855 | 91,589 | 50,249 | 19,324 |
| Kent | 1990 | 127,660 | 31,863 | 30,316 | 14,284 | 8,558 | 4,529 | 4,080 | 3,502 | 2,542 | 33,504 | 9,064 | 4,985 | 6,964 |
| | 1987 | 110,330 | 28,796 | 27,398 | 12,392 | 6,996 | 3,703 | 3,562 | 2,858 | 2,075 | 30,290 | 6,520 | 5,020 | 4,779 |
| ☐ Montgomery | 1990 | 6,575,212 | 1,311,485 | 1,252,063 | 560,102 | 762,626 | 678,663 | 452,972 | 473,574 | 234,084 | 1,343,329 | 418,789 | 255,230 | 251,568 |
| | 1987 | 5,872,769 | 1,122,055 | 1,071,900 | 492,168 | 681,707 | 606,654 | 414,526 | 449,465 | 222,168 | 1,359,445 | 360,952 | 253,729 | 190,808 |
| ☐ Prince George's | 1990 | 6,260,391 | 1,095,937 | 1,047,098 | 530,894 | 846,218 | 622,595 | 314,108 | 298,477 | 163,116 | 1,516,261 | 463,845 | 222,594 | 228,880 |
| | 1987 | 5,576,965 | 1,001,652 | 957,014 | 463,143 | 729,151 | 536,466 | 284,495 | 277,132 | 151,452 | 1,496,162 | 397,174 | 198,641 | 181,519 |
| Queen Anne's | 1990 | 159,239 | 44,296 | 39,598 | 22,339 | 2,836 | | 4,945 | 15,380 | 13,237 | 13,456 | 12,144 | 13,553 | 3,042 |
| | 1987 | 137,642 | 39,233 | 35,072 | 19,236 | 2,429 | | 3,412 | 12,065 | 10,385 | 15,130 | 10,877 | 12,673 | 2,463 |
| St. Mary's | 1990 | 39[illegible],408 | 101,148 | 96,121 | 37,850 | 41,882 | 31,361 | 11,960 | 14,329 | 11,196 | 64,141 | 44,329 | 27,914 | 12,242 |
| | 1987 | 332,463 | 86,533 | 82,232 | 32,538 | 29,275 | 21,922 | 11,958 | 13,813 | 10,794 | 63,582 | 31,074 | 24,695 | 9,630 |
| Somerset | 1990 | 71,148 | 26,668 | 25,007 | 7,755 | 1,804 | | 249 | 1,026 | 1,026 | 8,780 | 11,481 | 2,156 | 3,512 |
| | 1987 | 62,607 | 24,422 | 22,901 | 6,509 | 1,890 | | 405 | 1,093 | 1,093 | 8,877 | 7,841 | 2,356 | 2,872 |
| Talbot | 1990 | 329,647 | 55,566 | 52,631 | 38,311 | 2,453 | | 19,008 | 10,822 | 6,714 | 80,390 | 21,355 | 39,497 | 9,742 |
| | 1987 | 290,294 | 50,358 | 47,698 | 32,749 | 2,854 | | 17,825 | 11,031 | 6,844 | 77,176 | 16,236 | 34,814 | 8,068 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1990<br>U.S. CENSUS: 1987<br>METRO AREA<br>County | Year | Total Retail Sales ($000) | Food Stores |  | Eating & Drinking Places | General Merchandise Stores |  | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores |  | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **MARYLAND (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **ALL COUNTIES (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Washington | 1990 | 877,724 | 177,438 | 168,335 | 62,935 | 125,282 | 113,278 | 25,655 | 47,862 | 29,523 | 222,719 | 59,980 | 49,285 | 39,517 |
|  | 1987 | 788,687 | 147,090 | 139,544 | 54,429 | 103,446 | 93,535 | 27,079 | 42,710 | 26,346 | 211,102 | 51,387 | 49,635 | 28,749 |
| Wicomico | 1990 | 701,281 | 130,318 | 125,309 | 58,638 | 102,553 | 86,840 | 39,304 | 26,473 | 14,474 | 146,188 | 51,616 | 54,703 | 17,832 |
|  | 1987 | 625,542 | 112,512 | 108,187 | 52,230 | 87,797 | 74,346 | 36,184 | 27,036 | 14,783 | 146,765 | 39,986 | 49,965 | 13,809 |
| Worcester | 1990 | 528,244 | 98,965 | 88,668 | 121,414 | 37,184 | 23,725 | 39,614 | 23,799 | 20,829 | 82,272 | 27,829 | 14,924 | 16,893 |
|  | 1987 | 457,076 | 87,622 | 78,505 | 105,388 | 28,302 | 18,058 | 33,825 | 21,832 | 19,108 | 81,848 | 23,934 | 16,445 | 13,173 |
| **TOTAL METRO COUNTIES** | 1990 | 34,182,802 | 6,486,544 | 6,091,723 | 3,215,943 | 4,170,702 | 3,340,357 | 1,849,130 | 1,875,080 | 1,076,589 | 7,514,325 | 2,311,488 | 1,503,857 | 1,257,300 |
|  | 1987 | 30,355,806 | 5,748,920 | 5,395,946 | 2,813,798 | 3,572,590 | 2,869,585 | 1,673,202 | 1,724,007 | 990,714 | 7,378,322 | 1,990,103 | 1,426,373 | 981,382 |
| **TOTAL STATE** | 1990 | 36,836,986 | 7,044,930 | 6,616,013 | 3,526,714 | 4,387,780 | 3,492,634 | 1,975,797 | 1,971,472 | 1,142,725 | 8,055,942 | 2,538,606 | 1,686,896 | 1,348,702 |
|  | 1987 | 32,680,175 | 6,242,519 | 5,859,390 | 3,083,538 | 3,749,873 | 2,993,338 | 1,788,610 | 1,817,002 | 1,054,139 | 7,903,361 | 2,159,399 | 1,597,876 | 1,052,572 |
| **MASSACHUSETTS** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **BOSTON - LAWRENCE - SALEM - LOWELL - BROCKTON** | 1990 | 32,453,768 | 6,407,504 | 5,702,684 | 4,011,876 | 3,111,190 | 2,413,246 | 1,986,253 | 1,644,048 | 996,713 | 6,505,564 | 1,677,271 | 1,353,208 | 1,135,949 |
|  | 1987 | 29,536,721 | 5,176,255 | 4,605,361 | 3,187,133 | 3,180,994 | 2,469,211 | 1,941,727 | 1,400,886 | 847,911 | 6,469,538 | 1,551,018 | 1,488,928 | 1,051,317 |
| Essex | 1990 | 5,683,067 | 1,027,260 | 888,315 | 715,600 | 620,750 | 500,450 | 318,735 | 264,814 | 177,092 | 1,306,889 | 342,888 | 233,256 | 194,168 |
|  | 1987 | 5,241,857 | 831,472 | 719,009 | 568,698 | 637,705 | 514,120 | 319,831 | 225,683 | 150,924 | 1,324,746 | 310,934 | 251,592 | 175,182 |
| Middlesex | 1990 | 12,030,520 | 2,534,890 | 2,300,103 | 1,241,454 | 1,205,531 | 881,491 | 742,608 | 640,878 | 389,315 | 2,568,011 | 628,113 | 577,200 | 435,504 |
|  | 1987 | 10,971,238 | 2,006,993 | 1,821,101 | 992,616 | 1,241,013 | 907,437 | 700,281 | 549,255 | 333,657 | 2,547,340 | 589,329 | 637,398 | 401,471 |
| Norfolk | 1990 | 6,056,065 | 1,234,413 | 1,093,921 | 559,368 | 596,904 | 424,308 | 371,654 | 281,262 | 176,342 | 1,418,325 | 328,251 | 182,621 | 199,911 |
|  | 1987 | 5,457,092 | 988,819 | 876,279 | 437,264 | 575,093 | 408,804 | 368,081 | 239,470 | 150,140 | 1,369,522 | 299,298 | 210,478 | 185,115 |
| Plymouth | 1990 | 3,980,450 | 700,838 | 633,533 | 407,097 | 297,224 | 280,190 | 192,654 | 209,662 | 132,002 | 816,187 | 211,740 | 248,993 | 111,309 |
|  | 1987 | 3,505,642 | 576,788 | 521,396 | 316,832 | 288,628 | 272,088 | 186,676 | 165,994 | 104,510 | 805,020 | 192,227 | 252,905 | 101,730 |
| Suffolk | 1990 | 4,703,666 | 910,103 | 786,812 | 1,088,357 | 390,781 | 326,807 | 360,602 | 247,432 | 121,962 | 396,152 | 166,279 | 111,138 | 195,057 |
|  | 1987 | 4,360,892 | 772,183 | 667,576 | 871,723 | 438,555 | 366,762 | 366,858 | 220,484 | 108,680 | 422,910 | 159,230 | 136,555 | 187,819 |
| **NEW BEDFORD - FALL RIVER - ATTLEBORO** | 1990 | 4,105,077 | 892,965 | 807,864 | 436,850 | 426,362 | 347,527 | 242,598 | 191,805 | 128,690 | 823,363 | 272,508 | 176,169 | 144,581 |
|  | 1987 | 3,679,952 | 746,702 | 675,540 | 331,693 | 403,886 | 329,207 | 225,615 | 162,263 | 108,870 | 817,739 | 219,380 | 182,124 | 129,299 |
| Bristol | 1990 | 4,105,077 | 892,965 | 807,864 | 436,850 | 426,362 | 347,527 | 242,598 | 191,805 | 128,690 | 823,363 | 272,508 | 176,169 | 144,581 |
|  | 1987 | 3,679,952 | 746,702 | 675,540 | 331,693 | 403,886 | 329,207 | 225,615 | 162,263 | 108,870 | 817,739 | 219,380 | 182,124 | 129,299 |
| **PITTSFIELD** | 1990 | 1,203,511 | 254,345 | 235,915 | 138,836 | 114,427 | 84,835 | 55,559 | 54,732 | 30,003 | 216,010 | 71,481 | 78,320 | 38,443 |
|  | 1987 | 1,087,135 | 212,653 | 197,244 | 106,303 | 114,057 | 84,561 | 53,757 | 44,433 | 24,358 | 214,641 | 64,428 | 84,134 | 34,910 |
| Berkshire | 1990 | 1,203,511 | 254,345 | 235,915 | 138,836 | 114,427 | 84,835 | 55,559 | 54,732 | 30,003 | 216,010 | 71,481 | 78,320 | 38,443 |
|  | 1987 | 1,087,135 | 212,653 | 197,244 | 106,303 | 114,057 | 84,561 | 53,757 | 44,433 | 24,358 | 214,641 | 64,428 | 84,134 | 34,910 |
| **SPRINGFIELD** | 1990 | 4,517,126 | 912,159 | 832,230 | 508,124 | 515,366 | 405,821 | 218,159 | 222,223 | 119,811 | 878,582 | 316,013 | 246,497 | 157,043 |
|  | 1987 | 4,074,339 | 753,717 | 687,614 | 395,923 | 506,746 | 399,154 | 214,449 | 183,413 | 98,897 | 860,937 | 264,523 | 267,765 | 145,472 |
| Hampden | 1990 | 3,628,825 | 701,669 | 634,382 | 390,592 | 454,612 | 360,501 | 185,890 | 183,496 | 99,068 | 716,784 | 259,624 | 189,327 | 126,787 |
|  | 1987 | 3,281,988 | 581,388 | 525,635 | 303,031 | 449,545 | 356,483 | 181,596 | 153,517 | 82,883 | 704,531 | 212,147 | 205,908 | 117,095 |
| Hampshire | 1990 | 888,301 | 210,490 | 197,848 | 117,532 | 60,754 | 45,320 | 32,269 | 38,727 | 20,743 | 161,798 | 56,389 | 57,170 | 30,256 |
|  | 1987 | 792,351 | 172,329 | 161,979 | 92,892 | 57,201 | 42,671 | 32,845 | 29,896 | 16,014 | 156,406 | 52,376 | 61,857 | 28,377 |
| **WORCESTER - FITCHBURG - LEOMINSTER** | 1990 | 5,436,267 | 1,034,978 | 954,061 | 554,179 | 556,864 | 464,557 | 222,197 | 303,490 | 189,801 | 1,268,749 | 356,591 | 256,690 | 193,689 |
|  | 1987 | 4,875,918 | 833,269 | 768,122 | 430,215 | 566,580 | 472,663 | 226,087 | 243,418 | 152,233 | 1,211,204 | 304,831 | 271,264 | 175,997 |
| Worcester | 1990 | 5,436,267 | 1,034,978 | 954,061 | 554,179 | 556,864 | 464,557 | 222,197 | 303,490 | 189,801 | 1,268,749 | 356,591 | 256,690 | 193,689 |
|  | 1987 | 4,875,918 | 833,269 | 768,122 | 430,215 | 566,580 | 472,663 | 226,087 | 243,418 | 152,233 | 1,211,204 | 304,831 | 271,264 | 175,997 |
| **ALL COUNTIES** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Barnstable | 1990 | 2,294,339 | 473,098 | 421,318 | 343,449 | 148,269 | 130,900 | 146,005 | 163,790 | 112,169 | 359,766 | 145,172 | 152,344 | 74,740 |
|  | 1987 | 2,079,330 | 381,467 | 339,716 | 276,658 | 155,263 | 137,076 | 141,057 | 129,163 | 88,456 | 363,220 | 125,690 | 174,891 | 68,798 |
| Berkshire | 1990 | 1,203,511 | 254,345 | 235,915 | 138,836 | 114,427 | 84,835 | 55,559 | 54,732 | 30,003 | 216,010 | 71,481 | 78,320 | 38,443 |
|  | 1987 | 1,087,135 | 212,653 | 197,244 | 106,303 | 114,057 | 84,561 | 53,757 | 44,433 | 24,358 | 214,641 | 64,428 | 84,134 | 34,910 |
| Bristol | 1990 | 4,105,077 | 892,965 | 807,864 | 436,850 | 426,362 | 347,527 | 242,598 | 191,805 | 128,690 | 823,363 | 272,508 | 176,169 | 144,581 |
|  | 1987 | 3,679,952 | 746,702 | 675,540 | 331,693 | 403,886 | 329,207 | 225,615 | 162,263 | 108,870 | 817,739 | 219,380 | 182,124 | 129,299 |
| Dukes | 1990 | 158,057 | 41,434 | 34,945 | 26,981 | 3,890 |  | 12,710 | 5,574 | 3,752 | 8,434 | 10,338 | 20,799 | 3,122 |
|  | 1987 | 140,491 | 33,704 | 28,426 | 21,379 | 3,241 |  | 12,140 | 4,457 | 3,001 | 9,953 | 8,318 | 21,934 | 3,205 |
| Essex | 1990 | 5,683,067 | 1,027,260 | 888,315 | 715,600 | 620,750 | 500,450 | 318,735 | 264,814 | 177,092 | 1,306,889 | 342,888 | 233,256 | 194,168 |
|  | 1987 | 5,241,857 | 831,472 | 719,009 | 568,698 | 637,705 | 514,120 | 319,831 | 225,683 | 150,924 | 1,324,746 | 310,934 | 251,592 | 175,182 |
| Franklin | 1990 | 459,686 | 101,356 | 99,243 | 42,608 | 35,312 | 26,856 | 7,604 | 16,036 | 7,173 | 99,496 | 47,965 | 33,835 | 13,330 |
|  | 1987 | 407,761 | 81,527 | 79,827 | 35,756 | 33,467 | 25,454 | 6,245 | 13,259 | 5,931 | 98,775 | 35,582 | 33,176 | 12,708 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1990<br>U.S. CENSUS: 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **MASSACHUSETTS (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Hampden | 1990 | 3,628,825 | 701,669 | 634,382 | 390,592 | 454,612 | 360,501 | 185,890 | 183,496 | 99,068 | 716,784 | 259,624 | 189,327 | 126,787 |
| | 1987 | 3,281,988 | 581,388 | 525,635 | 303,031 | 449,545 | 356,483 | 181,596 | 153,517 | 82,883 | 704,531 | 212,147 | 205,908 | 117,095 |
| Hampshire | 1990 | 888,301 | 210,490 | 197,848 | 117,532 | 60,754 | 45,320 | 32,269 | 38,727 | 20,743 | 161,798 | 56,389 | 57,170 | 30,256 |
| | 1987 | 792,351 | 172,329 | 161,979 | 92,892 | 57,201 | 42,671 | 32,845 | 29,896 | 16,014 | 156,406 | 52,376 | 61,857 | 28,377 |
| Middlesex | 1990 | 12,030,520 | 2,534,890 | 2,300,103 | 1,241,454 | 1,205,531 | 881,491 | 742,608 | 640,878 | 389,315 | 2,568,011 | 628,113 | 577,200 | 435,504 |
| | 1987 | 10,971,238 | 2,006,993 | 1,821,101 | 992,616 | 1,241,013 | 907,437 | 700,281 | 549,255 | 333,657 | 2,547,340 | 589,329 | 637,398 | 401,471 |
| Nantucket | 1990 | 129,130 | 26,326 | 23,850 | 29,780 | 2,153 | | 8,847 | 3,038 | 2,580 | 14,731 | 2,389 | 15,059 | 2,170 |
| | 1987 | 115,602 | 21,528 | 19,503 | 23,375 | 1,903 | | 8,784 | 2,512 | 2,134 | 13,028 | 1,748 | 16,887 | 2,558 |
| Norfolk | 1990 | 6,056,065 | 1,234,413 | 1,093,921 | 559,368 | 596,904 | 424,308 | 371,654 | 281,262 | 176,342 | 1,418,325 | 328,251 | 182,621 | 199,911 |
| | 1987 | 5,457,092 | 988,819 | 876,279 | 437,264 | 575,0[illegible]3 | 408,804 | 368,081 | 239,470 | 150,140 | 1,369,522 | 299,298 | 210,478 | 185,115 |
| Plymouth | 1990 | 3,980,450 | 700,838 | 633,533 | 407,097 | 297,224 | 280,190 | 192,654 | 209,662 | 132,002 | 816,187 | 211,740 | 248,993 | 111,309 |
| | 1987 | 3,505,642 | 576,788 | 521,396 | 316,832 | 288,628 | 272,088 | 186,676 | 165,994 | 104,510 | 805,020 | 192,227 | 252,905 | 101,730 |
| Suffolk | 1990 | 4,703,666 | 910,103 | 786,812 | 1,088,357 | 390,781 | 326,807 | 360,602 | 247,432 | 121,962 | 396,152 | 166,279 | 111,138 | 195,057 |
| | 1987 | 4,360,892 | 772,183 | 667,576 | 871,723 | 438,555 | 366,762 | 366,858 | 220,484 | 108,680 | 422,910 | 159,230 | 136,555 | 187,819 |
| Worcester | 1990 | 5,436,267 | 1,034,978 | 954,061 | 554,179 | 556,864 | 464,557 | 222,197 | 303,490 | 189,801 | 1,268,749 | 356,591 | 256,690 | 193,689 |
| | 1987 | 4,875,918 | 833,269 | 768,122 | 430,215 | 566,580 | 472,663 | 226,087 | 243,418 | 152,233 | 1,211,204 | 304,831 | 271,264 | 175,997 |
| **TOTAL METRO COUNTIES** | 1990 | 47,715,749 | 9,501,951 | 8,532,754 | 5,649,865 | 4,724,209 | 3,715,986 | 2,724,766 | 2,416,298 | 1,465,018 | 9,692,268 | 2,693,864 | 2,110,884 | 1,669,703 |
| | 1987 | 43,254,065 | 7,722,596 | 6,933,881 | 4,451,267 | 4,772,263 | 3,754,796 | 2,661,627 | 2,034,413 | 1,232,269 | 9,574,059 | 2,404,180 | 2,294,215 | 1,536,995 |
| **TOTAL STATE** | 1990 | 50,756,961 | 10,144,165 | 9,112,110 | 6,092,683 | 4,913,833 | 3,873,742 | 2,899,932 | 2,604,736 | 1,590,692 | 10,174,695 | 2,899,728 | 2,332,921 | 1,763,067 |
| | 1987 | 45,997,249 | 8,240,822 | 7,401,353 | 4,808,435 | 4,966,137 | 3,917,326 | 2,831,853 | 2,183,804 | 1,331,791 | 10,059,035 | 2,575,518 | 2,541,103 | 1,624,264 |
| **MICHIGAN** | | | | | | | | | | | | | | |
| **ANN ARBOR** | 1990 | 2,386,795 | 349,873 | 322,588 | 246,499 | 359,618 | 322,939 | 133,315 | 142,293 | 71,357 | 551,968 | 157,812 | 140,764 | 73,458 |
| | 1987 | 2,017,913 | 302,412 | 278,828 | 215,582 | 298,583 | 268,130 | 104,574 | 120,687 | 60,523 | 476,074 | 131,622 | 114,210 | 62,890 |
| Washtenaw | 1990 | 2,386,795 | 349,873 | 322,588 | 246,499 | 359,618 | 322,939 | 133,315 | 142,293 | 71,357 | 551,968 | 157,812 | 140,764 | 73,458 |
| | 1987 | 2,017,913 | 302,412 | 278,828 | 215,582 | 298,583 | 268,130 | 104,574 | 120,687 | 60,523 | 476,074 | 131,622 | 114,210 | 62,890 |
| **BATTLE CREEK** | 1990 | 1,037,626 | 187,251 | 177,042 | 88,164 | 182,880 | 174,471 | 33,909 | 41,654 | 25,661 | 222,194 | 114,481 | 42,233 | 39,721 |
| | 1987 | 883,902 | 158,404 | 149,768 | 84,873 | 152,549 | 145,536 | 30,157 | 33,901 | 20,885 | 199,716 | 84,305 | 36,978 | 34,506 |
| Calhoun | 1990 | 1,037,626 | 187,251 | 177,042 | 88,164 | 182,880 | 174,471 | 33,909 | 41,654 | 25,661 | 222,194 | 114,481 | 42,233 | 39,721 |
| | 1987 | 883,902 | 158,404 | 149,768 | 84,873 | 152,549 | 145,536 | 30,157 | 33,901 | 20,885 | 199,716 | 84,305 | 36,978 | 34,506 |
| **BENTON HARBOR** | 1990 | 1,124,391 | 202,292 | 185,140 | 114,286 | 152,157 | 134,035 | 37,077 | 28,575 | 14,030 | 234,598 | 179,239 | 70,114 | 45,677 |
| | 1987 | 982,406 | 180,978 | 165,633 | 104,549 | 134,376 | 118,373 | 34,750 | 24,932 | 12,242 | 217,965 | 127,052 | 61,243 | 37,407 |
| Berrien | 1990 | 1,124,391 | 202,292 | 185,140 | 114,286 | 152,157 | 134,035 | 37,077 | 28,575 | 14,030 | 234,598 | 179,239 | 70,114 | 45,677 |
| | 1987 | 982,406 | 180,978 | 165,633 | 104,549 | 134,376 | 118,373 | 34,750 | 24,932 | 12,242 | 217,965 | 127,052 | 61,243 | 37,407 |
| **DETROIT** | 1990 | 33,349,904 | 5,296,818 | 4,709,932 | 3,232,075 | 4,507,039 | 3,960,534 | 2,026,741 | 1,939,923 | 1,084,843 | 7,864,938 | 2,682,321 | 1,597,786 | 1,422,334 |
| | 1987 | 28,577,870 | 4,815,332 | 4,280,647 | 2,881,695 | 3,717,270 | 3,265,239 | 1,707,571 | 1,596,730 | 892,165 | 7,047,978 | 1,988,009 | 1,317,609 | 1,206,083 |
| Lapeer | 1990 | 436,769 | 88,165 | 84,139 | 24,320 | 32,843 | 25,769 | 10,006 | 14,501 | 9,380 | 121,975 | 63,331 | 40,186 | 17,514 |
| | 1987 | 362,084 | 72,658 | 69,340 | 22,149 | 25,647 | 20,124 | 9,803 | 11,367 | 7,353 | 107,537 | 47,978 | 32,346 | 15,294 |
| Livingston | 1990 | 552,797 | 89,874 | 84,359 | 50,817 | 105,156 | 88,635 | 7,192 | 20,739 | 9,362 | 123,651 | 56,085 | 34,019 | 21,002 |
| | 1987 | 468,203 | 85,657 | 80,401 | 44,473 | 82,519 | 69,555 | 7,057 | 17,200 | 7,765 | 110,701 | 40,573 | 26,505 | 18,331 |
| Macomb | 1990 | 6,575,856 | 1,034,987 | 906,232 | 599,251 | 955,130 | 849,821 | 336,362 | 425,609 | 255,626 | 1,648,863 | 474,441 | 407,131 | 243,136 |
| | 1987 | 5,536,407 | 924,340 | 809,349 | 520,778 | 760,933 | 677,036 | 262,981 | 342,530 | 205,728 | 1,453,516 | 368,493 | 330,384 | 214,562 |
| Monroe | 1990 | 627,521 | 143,907 | 137,439 | 57,500 | 46,811 | 43,577 | 12,598 | 17,182 | 8,870 | 160,200 | 78,287 | 44,639 | 26,126 |
| | 1987 | 531,454 | 125,573 | 119,929 | 51,936 | 37,080 | 34,519 | 10,959 | 15,072 | 7,782 | 146,054 | 52,945 | 34,298 | 19,940 |
| Oakland | 1990 | 11,163,210 | 1,479,092 | 1,329,503 | 1,034,171 | 1,514,903 | 1,370,925 | 895,423 | 764,367 | 419,133 | 2,717,583 | 820,072 | 469,536 | 416,902 |
| | 1987 | 9,452,139 | 1,342,886 | 1,207,072 | 922,005 | 1,242,136 | 1,124,083 | 754,719 | 608,269 | 333,539 | 2,394,186 | 592,091 | 386,616 | 357,905 |
| St. Clair | 1990 | 827,293 | 176,281 | 166,678 | 70,845 | 81,715 | 72,049 | 29,234 | 38,768 | 26,265 | 181,667 | 66,730 | 54,722 | 47,666 |
| | 1987 | 702,135 | 155,034 | 146,588 | 63,697 | 69,437 | 61,224 | 28,681 | 31,604 | 21,412 | 157,764 | 44,978 | 45,692 | 35,356 |
| Wayne | 1990 | 13,166,458 | 2,284,512 | 2,001,582 | 1,395,171 | 1,770,481 | 1,509,758 | 735,926 | 658,757 | 356,207 | 2,910,999 | 1,123,375 | 547,553 | 649,988 |
| | 1987 | 11,525,448 | 2,109,184 | 1,847,968 | 1,256,657 | 1,499,518 | 1,278,698 | 633,371 | 570,688 | 308,586 | 2,678,220 | 840,951 | 461,768 | 544,695 |
| ***DETROIT - ANN ARBOR CONSOLIDATED AREA*** | *1990* | *35,736,699* | *5,646,691* | *5,032,520* | *3,478,574* | *4,866,657* | *4,283,473* | *2,160,056* | *2,082,216* | *1,156,200* | *8,416,906* | *2,840,133* | *1,738,550* | *1,495,792* |
| | *1987* | *30,595,783* | *5,117,744* | *4,559,475* | *3,097,277* | *4,015,853* | *3,533,369* | *1,812,145* | *1,717,417* | *952,688* | *7,524,052* | *2,119,631* | *1,431,819* | *1,268,973* |
| **FLINT** | 1990 | 3,478,101 | 545,683 | 513,577 | 285,555 | 558,528 | 507,077 | 152,494 | 174,218 | 90,765 | 798,933 | 346,969 | 229,029 | 124,906 |
| | 1987 | 2,977,461 | 483,999 | 455,522 | 270,540 | 480,500 | 436,238 | 125,551 | 149,482 | 77,879 | 726,604 | 234,551 | 179,740 | 109,456 |
| Genesee | 1990 | 3,478,101 | 545,683 | 513,577 | 285,555 | 558,528 | 507,077 | 152,494 | 174,218 | 90,765 | 798,933 | 346,969 | 229,029 | 124,906 |
| | 1987 | 2,977,461 | 483,999 | 455,522 | 270,540 | 480,500 | 436,238 | 125,551 | 149,482 | 77,879 | 726,604 | 234,551 | 179,740 | 109,456 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1990
U.S. CENSUS: 1987

| METRO AREA County | Year |  | Food Stores |  | Eating & Drinking Places | General Merchandise Stores |  | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores |  | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **MICHIGAN (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **GRAND RAPIDS** | 1990 | **5,588,808** | **733,972** | **679,023** | **449,167** | **1,038,531** | **963,175** | **313,577** | **336,177** | **189,344** | **1,271,878** | **401,048** | **410,000** | **128,769** |
|  | 1987 | 4,700,507 | 645,482 | 596,965 | 404,709 | 838,959 | 778,262 | 253,891 | 285,991 | 160,915 | 1,136,547 | 288,667 | 322,674 | 104,645 |
| Kent | 1990 | 4,416,580 | 587,052 | 546,368 | 355,398 | 796,967 | 748,738 | 272,026 | 264,982 | 147,566 | 1,005,421 | 320,807 | 298,954 | 104,664 |
|  | 1987 | 3,722,629 | 509,343 | 474,044 | 323,049 | 647,222 | 608,056 | 217,258 | 230,929 | 128,603 | 901,576 | 225,821 | 241,342 | 85,276 |
| Ottawa | 1990 | 1,172,228 | 146,920 | 132,655 | 93,769 | 241,564 | 214,437 | 41,551 | 71,195 | 41,778 | 266,457 | 80,241 | 111,046 | 24,105 |
|  | 1987 | 977,878 | 136,139 | 122,921 | 81,660 | 191,737 | 170,206 | 36,633 | 55,062 | 32,312 | 234,971 | 62,846 | 81,332 | 19,369 |
| **JACKSON** | 1990 | **983,828** | **143,285** | **137,536** | **84,153** | **257,648** | **250,325** | **17,859** | **43,143** | **24,131** | **180,559** | **73,264** | **61,200** | **37,388** |
|  | 1987 | 843,641 | 126,901 | 121,809 | 77,099 | 208,163 | 202,247 | 20,536 | 35,341 | 19,768 | 158,342 | 59,847 | 51,739 | 30,567 |
| Jackson | 1990 | 983,828 | 143,285 | 137,536 | 84,153 | 257,648 | 250,325 | 17,859 | 43,143 | 24,131 | 180,559 | 73,264 | 61,200 | 37,388 |
|  | 1987 | 843,641 | 126,901 | 121,809 | 77,099 | 208,163 | 202,247 | 20,536 | 35,341 | 19,768 | 158,342 | 59,847 | 51,739 | 30,567 |
| **KALAMAZOO** | 1990 | **1,783,009** | **242,650** | **229,621** | **174,057** | **350,192** | **327,024** | **101,112** | **107,252** | **51,542** | **335,182** | **116,720** | **99,235** | **58,875** |
|  | 1987 | 1,539,020 | 216,247 | 204,636 | 157,204 | 296,982 | 277,335 | 86,738 | 93,942 | 45,147 | 309,115 | 92,809 | 80,952 | 46,856 |
| Kalamazoo | 1990 | 1,783,009 | 242,650 | 229,621 | 174,057 | 350,192 | 327,024 | 101,112 | 107,252 | 51,542 | 335,182 | 116,720 | 99,235 | 58,875 |
|  | 1987 | 1,539,020 | 216,247 | 204,636 | 157,204 | 296,982 | 277,335 | 86,738 | 93,942 | 45,147 | 309,115 | 92,809 | 80,952 | 46,856 |
| **LANSING - EAST LANSING** | 1990 | **3,352,806** | **480,882** | **456,816** | **303,241** | **655,932** | **594,142** | **151,346** | **213,281** | **98,235** | **709,736** | **251,240** | **192,766** | **83,997** |
|  | 1987 | 2,878,215 | 437,621 | 415,655 | 274,131 | 535,495 | 484,825 | 131,671 | 178,484 | 82,164 | 647,387 | 194,764 | 156,587 | 68,497 |
| Clinton | 1990 | 276,387 | 57,656 | 55,923 | 16,564 | 6,015 | 4,046 | 9,553 | 6,651 | 2,476 | 70,792 | 35,684 | 51,210 | 7,686 |
|  | 1987 | 230,297 | 49,651 | 48,159 | 14,425 | 5,700 | 3,835 | 7,070 | 5,701 | 2,123 | 62,828 | 27,295 | 40,845 | 6,304 |
| Eaton | 1990 | 803,308 | 141,349 | 133,899 | 68,149 | 160,545 | 145,378 | 57,763 | 37,122 | 23,815 | 145,291 | 53,937 | 48,211 | 31,395 |
|  | 1987 | 692,260 | 117,710 | 111,506 | 62,557 | 144,170 | 130,551 | 46,429 | 30,888 | 19,816 | 135,050 | 45,280 | 37,301 | 22,990 |
| Ingham | 1990 | 2,273,111 | 281,877 | 266,994 | 218,528 | 489,372 | 444,718 | 84,030 | 169,508 | 71,944 | 493,653 | 161,619 | 93,345 | 44,916 |
|  | 1987 | 1,955,658 | 270,260 | 255,990 | 197,149 | 385,625 | 350,439 | 78,172 | 141,895 | 60,225 | 449,509 | 122,189 | 78,441 | 39,203 |
| **MUSKEGON** | 1990 | **1,000,054** | **175,120** | **168,125** | **100,889** | **206,327** | **182,576** | **27,551** | **45,745** | **23,709** | **228,799** | **58,159** | **53,285** | **45,879** |
|  | 1987 | 860,433 | 158,412 | 152,084 | 89,030 | 172,468 | 152,615 | 25,706 | 38,481 | 19,945 | 196,203 | 50,490 | 45,601 | 35,982 |
| Muskegon | 1990 | 1,000,054 | 175,120 | 168,125 | 100,889 | 206,327 | 182,576 | 27,551 | 45,745 | 23,709 | 228,799 | 58,159 | 53,285 | 45,879 |
|  | 1987 | 860,433 | 158,412 | 152,084 | 89,030 | 172,468 | 152,615 | 25,706 | 38,481 | 19,945 | 196,203 | 50,490 | 45,601 | 35,982 |
| **SAGINAW - BAY CITY - MIDLAND** | 1990 | **2,945,350** | **461,872** | **401,103** | **266,213** | **508,085** | **464,320** | **152,246** | **158,932** | **87,429** | **682,979** | **253,470** | **152,518** | **96,324** |
|  | 1987 | 2,567,150 | 429,492 | 372,695 | 245,898 | 422,237 | 385,458 | 134,377 | 136,282 | 74,904 | 618,081 | 191,477 | 130,784 | 82,735 |
| Bay | 1990 | 822,765 | 125,802 | 103,681 | 67,206 | 151,161 | 140,811 | 25,827 | 31,137 | 15,206 | 223,000 | 84,181 | 48,198 | 23,864 |
|  | 1987 | 708,413 | 120,618 | 99,409 | 62,983 | 116,400 | 108,431 | 27,603 | 27,523 | 13,442 | 196,656 | 58,090 | 39,898 | 21,926 |
| Midland | 1990 | 372,405 | 82,710 | 75,203 | 40,329 | 29,879 | 22,858 | 15,062 | 14,418 | 7,402 | 76,079 | 43,810 | 25,838 | 20,837 |
|  | 1987 | 329,175 | 73,901 | 67,194 | 36,501 | 26,765 | 20,477 | 14,770 | 12,331 | 6,331 | 72,068 | 30,995 | 22,725 | 17,597 |
| Saginaw | 1990 | 1,750,180 | 253,360 | 222,219 | 158,678 | 327,045 | 300,651 | 111,357 | 113,377 | 64,821 | 383,900 | 125,479 | 78,482 | 51,623 |
|  | 1987 | 1,529,562 | 234,973 | 206,092 | 146,414 | 279,072 | 256,550 | 92,004 | 96,428 | 55,131 | 349,357 | 102,392 | 68,161 | 43,212 |
| **ALL COUNTIES** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Alcona | 1990 | 41,929 | 10,465 | 9,786 | 3,755 | 2,202 |  | 2,936 | 417 |  | 10,415 | 3,789 | 3,910 | 2,104 |
|  | 1987 | 34,946 | 7,334 | 6,858 | 3,522 | 1,756 |  | 1,999 | 323 |  | 10,610 | 3,191 | 3,208 | 1,531 |
| Alger | 1990 | 31,853 | 18,790 | 17,892 | 4,047 | 110 |  | 1,299 | 461 | 461 | 93 | 3,718 | 1,895 | 357 |
|  | 1987 | 27,845 | 15,047 | 14,328 | 3,667 | 107 |  | 974 | 525 | 525 | 123 | 4,028 | 1,648 | 507 |
| Allegan | 1990 | 483,064 | 125,464 | 119,126 | 35,635 | 11,186 | 5,689 | 12,119 | 12,887 | 7,998 | 147,071 | 59,991 | 32,808 | 18,828 |
|  | 1987 | 397,989 | 102,954 | 97,753 | 31,856 | 8,909 | 4,532 | 9,212 | 10,493 | 6,513 | 124,272 | 43,216 | 27,761 | 14,830 |
| Alpena | 1990 | 217,636 | 44,522 | 42,596 | 15,312 | 26,761 | 21,047 | 7,815 | 11,624 | 5,914 | 33,169 | 33,869 | 13,698 | 11,908 |
|  | 1987 | 194,277 | 42,925 | 41,068 | 15,283 | 23,432 | 18,430 | 8,215 | 10,201 | 6,191 | 31,966 | 23,358 | 12,463 | 9,424 |
| Antrim | 1990 | 80,981 | 30,502 | 30,105 | 8,329 | 864 |  | 664 | 1,768 | 1,509 | 3,687 | 16,664 | 8,051 | 4,433 |
|  | 1987 | 66,821 | 23,300 | 22,997 | 7,884 | 726 |  | 700 | 1,343 | 1,147 | 4,777 | 12,636 | 7,021 | 3,413 |
| Arenac | 1990 | 91,740 | 21,705 | 20,662 | 10,644 | 2,162 |  | 1,055 | 2,189 | 1,529 | 17,988 | 18,712 | 4,584 | 1,692 |
|  | 1987 | 79,549 | 18,834 | 17,929 | 10,128 | 1,497 |  | 1,043 | 2,428 | 1,697 | 18,208 | 12,912 | 3,954 | 1,423 |
| Baraga | 1990 | 35,666 | 14,409 | 13,911 | 2,923 | 1,579 |  | 333 | 568 | 568 | 5,794 | 2,856 | 1,979 | 1,972 |
|  | 1987 | 32,387 | 12,187 | 11,766 | 2,484 | 2,252 |  | 317 | 497 | 497 | 5,128 | 3,268 | 1,714 | 1,840 |
| Barry | 1990 | 179,554 | 49,411 | 48,803 | 15,924 | 13,229 | 12,559 | 4,039 | 3,726 | 3,073 | 38,866 | 21,757 | 16,764 | 8,623 |
|  | 1987 | 148,705 | 41,965 | 41,449 | 14,711 | 9,117 | 8,656 | 4,109 | 2,977 | 2,456 | 32,736 | 15,148 | 13,970 | 6,575 |
| Bay | 1990 | 822,765 | 125,802 | 103,681 | 67,206 | 151,161 | 140,811 | 25,827 | 31,137 | 15,206 | 223,000 | 84,181 | 48,198 | 23,864 |
|  | 1987 | 708,413 | 120,618 | 99,409 | 62,983 | 116,400 | 108,431 | 27,603 | 27,523 | 13,442 | 196,656 | 58,090 | 39,898 | 21,926 |
| Benzie | 1990 | 61,576 | 18,997 | 18,280 | 7,470 | 1,146 |  | 1,242 | 2,763 | 1,840 | 8,096 | 7,135 | 8,501 | 2,191 |
|  | 1987 | 51,860 | 15,588 | 15,000 | 6,309 | 1,246 |  | 1,070 | 2,196 | 1,463 | 8,132 | 4,790 | 6,896 | 2,030 |
| Berrien | 1990 | 1,124,391 | 202,292 | 185,140 | 114,286 | 152,157 | 134,035 | 37,077 | 28,575 | 14,030 | 234,598 | 179,239 | 70,114 | 45,677 |
|  | 1987 | 982,406 | 180,978 | 165,633 | 104,549 | 134,376 | 118,373 | 34,750 | 24,932 | 12,242 | 217,965 | 127,052 | 61,243 | 37,407 |
| Branch | 1990 | 183,723 | 33,411 | 31,831 | 13,351 | 17,214 | 12,806 | 9,304 | 7,456 | 4,284 | 47,886 | 22,803 | 18,158 | 6,897 |
|  | 1987 | 167,325 | 31,650 | 30,153 | 12,946 | 14,233 | 10,589 | 8,184 | 6,353 | 3,651 | 44,549 | 17,582 | 17,351 | 6,563 |
| Calhoun | 1990 | 1,037,626 | 187,251 | 177,042 | 88,164 | 182,880 | 174,471 | 33,909 | 41,654 | 25,661 | 222,194 | 114,481 | 42,233 | 39,721 |
|  | 1987 | 883,902 | 158,404 | 149,768 | 84,873 | 152,549 | 145,536 | 30,157 | 33,901 | 20,885 | 199,716 | 84,305 | 36,978 | 34,506 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1990<br>U.S. CENSUS: 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drugstores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Supermarkets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **MICHIGAN (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Cass | 1990 | 173,673 | 39,291 | 37,380 | 14,235 | 7,210 | 4,666 | 2,996 | 2,653 | 1,226 | 62,304 | 22,319 | 8,325 | 5,717 |
| | 1987 | 145,938 | 32,503 | 30,922 | 12,941 | 5,636 | 3,598 | 2,786 | 2,470 | 1,143 | 54,910 | 15,058 | 7,368 | 4,932 |
| Charlevoix | 1990 | 127,447 | 43,596 | 42,592 | 14,784 | 2,209 | | 5,702 | 4,271 | 3,505 | 18,209 | 15,265 | 10,064 | 4,924 |
| | 1987 | 107,479 | 34,407 | 33,615 | 13,619 | 2,010 | | 4,559 | 4,064 | 3,336 | 17,713 | 10,541 | 9,152 | 4,489 |
| Cheboygan | 1990 | 170,963 | 37,936 | 35,449 | 20,714 | 10,959 | 7,868 | 7,419 | 4,293 | 3,925 | 32,356 | 22,034 | 14,078 | 4,939 |
| | 1987 | 146,307 | 33,533 | 31,335 | 19,008 | 8,864 | 6,365 | 6,868 | 3,441 | 3,147 | 29,618 | 14,974 | 12,030 | 4,111 |
| Chippewa | 1990 | 215,781 | 61,838 | 60,320 | 18,236 | 24,464 | 14,151 | 8,419 | 6,124 | 1,789 | 28,882 | 29,279 | 14,574 | 10,734 |
| | 1987 | 176,511 | 46,972 | 45,819 | 17,808 | 20,326 | 11,758 | 7,487 | 5,276 | 1,542 | 26,427 | 19,543 | 11,967 | 7,903 |
| Clare | 1990 | 171,883 | 44,691 | 42,728 | 13,158 | 11,804 | 8,935 | 4,790 | 2,371 | 1,627 | 34,263 | 18,824 | 15,414 | 6,514 |
| | 1987 | 143,125 | 37,767 | 36,108 | 12,099 | 8,047 | 6,092 | 4,163 | 2,379 | 1,634 | 29,437 | 14,581 | 12,797 | 5,704 |
| Clinton | 1990 | 276,387 | 57,656 | 55,923 | 16,564 | 6,015 | 4,046 | 9,553 | 6,651 | 2,476 | 70,792 | 35,684 | 51,210 | 7,686 |
| | 1987 | 230,297 | 49,651 | 48,159 | 14,425 | 5,700 | 3,835 | 7,070 | 5,701 | 2,123 | 62,828 | 27,295 | 40,845 | 6,304 |
| Crawford | 1990 | 73,347 | 9,118 | 8,789 | 9,645 | 13,567 | 7,103 | 530 | 978 | 978 | 14,857 | 8,830 | 8,122 | 3,764 |
| | 1987 | 62,213 | 9,690 | 9,340 | 8,349 | 10,275 | 5,380 | 684 | 820 | 820 | 12,835 | 6,508 | 6,456 | 2,703 |
| Delta | 1990 | 279,652 | 82,551 | 78,278 | 23,516 | 28,862 | 18,302 | 14,714 | 11,857 | 7,521 | 51,608 | 22,973 | 19,688 | 4,135 |
| | 1987 | 237,550 | 65,572 | 62,178 | 20,874 | 25,831 | 16,380 | 12,198 | 10,412 | 6,605 | 48,028 | 18,643 | 16,426 | 3,715 |
| Dickinson | 1990 | 207,224 | 58,073 | 57,706 | 15,554 | 30,686 | 20,738 | 7,032 | 13,146 | 6,025 | 37,582 | 16,468 | 16,857 | 6,951 |
| | 1987 | 173,106 | 45,238 | 44,952 | 14,112 | 25,865 | 17,481 | 7,154 | 11,072 | 5,075 | 31,954 | 11,525 | 14,379 | 5,415 |
| Eaton | 1990 | 803,308 | 141,349 | 133,899 | 68,149 | 160,545 | 145,378 | 57,763 | 37,122 | 23,815 | 145,291 | 53,937 | 48,211 | 31,395 |
| | 1987 | 692,260 | 1[illegible],710 | 111,506 | 62,557 | 144,170 | 130,551 | 46,429 | 30,888 | 19,816 | 135,050 | 45,280 | 37,301 | 22,990 |
| Emmet | 1990 | 277,719 | 58,232 | 56,315 | 24,460 | 19,793 | 13,048 | 27,493 | 19,396 | 14,738 | 53,959 | 18,174 | 29,156 | 6,543 |
| | 1987 | 231,122 | 47,256 | 45,700 | 22,723 | 15,475 | 10,202 | 22,551 | 16,706 | 12,695 | 47,190 | 13,523 | 22,813 | 5,538 |
| Genesee | 1990 | 3,478,101 | 545,683 | 513,577 | 285,555 | 558,528 | 507,077 | 152,494 | 174,218 | 90,765 | 798,933 | 346,969 | 229,029 | 124,906 |
| | 1987 | 2,977,461 | 483,999 | 455,522 | 270,540 | 480,500 | 436,238 | 125,551 | 149,482 | 77,879 | 726,604 | 234,551 | 179,740 | 109,456 |
| Gladwin | 1990 | 96,471 | 34,114 | 32,314 | 7,213 | 3,039 | | 958 | 786 | 242 | 24,341 | 15,244 | 3,455 | 3,291 |
| | 1987 | 81,366 | 29,193 | 27,653 | 6,689 | 2,697 | | 900 | 1,295 | 400 | 20,107 | 10,192 | 3,281 | 2,624 |
| Gogebic | 1990 | 104,022 | 20,261 | 19,606 | 7,532 | 15,851 | 6,521 | 5,774 | 2,488 | 1,356 | 21,409 | 16,460 | 5,556 | 3,478 |
| | 1987 | 93,886 | 19,331 | 18,706 | 7,634 | 14,217 | 5,850 | 5,485 | 2,819 | 1,538 | 19,848 | 11,117 | 5,082 | 2,971 |
| Grand Traverse | 1990 | 774,004 | 111,910 | 103,945 | 67,088 | 135,514 | 122,078 | 48,033 | 42,837 | 26,441 | 163,572 | 46,186 | 81,995 | 12,804 |
| | 1987 | 649,061 | 97,724 | 90,769 | 61,168 | 111,515 | 100,459 | 38,962 | 34,047 | 21,016 | 144,966 | 37,340 | 61,402 | 9,514 |
| Gratiot | 1990 | 182,981 | 42,429 | 41,093 | 17,281 | 17,250 | 13,226 | 5,189 | 3,420 | 1,833 | 48,368 | 18,273 | 10,701 | 8,019 |
| | 1987 | 176,660 | 41,167 | 39,871 | 17,136 | 18,031 | 13,826 | 5,180 | 3,480 | 1,866 | 47,215 | 15,119 | 9,695 | 7,090 |
| Hillsdale | 1990 | 213,365 | 72,797 | 69,781 | 12,514 | 6,280 | 3,594 | 5,588 | 7,491 | 6,526 | 45,410 | 19,673 | 15,272 | 8,025 |
| | 1987 | 179,793 | 58,634 | 56,205 | 11,902 | 6,943 | 3,974 | 5,183 | 6,353 | 5,536 | 42,104 | 13,478 | 13,255 | 6,615 |
| Houghton | 1990 | 207,799 | 49,407 | 47,914 | 16,352 | 20,955 | 12,670 | 9,612 | 9,170 | 5,715 | 43,124 | 20,861 | 17,323 | 8,164 |
| | 1987 | 176,230 | 44,473 | 43,129 | 14,702 | 17,141 | 10,365 | 8,459 | 7,342 | 4,576 | 36,710 | 14,026 | 14,562 | 6,580 |
| Huron | 1990 | 214,889 | 54,676 | 50,370 | 15,082 | 15,180 | 11,260 | 7,618 | 5,635 | 3,067 | 50,906 | 30,656 | 9,766 | 8,425 |
| | 1987 | 183,707 | 45,386 | 41,812 | 14,480 | 12,662 | 9,393 | 6,766 | 4,900 | 2,668 | 45,783 | 20,617 | 10,064 | 7,537 |
| Ingham | 1990 | 2,273,111 | 281,877 | 266,994 | 218,528 | 489,372 | 444,718 | 84,030 | 169,508 | 71,944 | 493,653 | 161,619 | 93,345 | 44,916 |
| | 1987 | 1,955,658 | 270,260 | 255,990 | 197,149 | 385,625 | 350,439 | 78,172 | 141,895 | 60,225 | 449,509 | 122,185 | 78,441 | 39,203 |
| Ionia | 1990 | 243,972 | 66,295 | 63,577 | 15,276 | 40,852 | 35,451 | 4,087 | 5,842 | 5,234 | 42,021 | 35,238 | 16,065 | 8,732 |
| | 1987 | 211,935 | 53,730 | 51,527 | 14,841 | 35,730 | 31,007 | 4,384 | 5,215 | 4,673 | 39,045 | 27,176 | 15,057 | 7,105 |
| Iosco | 1990 | 180,746 | 43,797 | 42,939 | 16,627 | 25,580 | 17,451 | 5,089 | 7,352 | 5,323 | 29,694 | 19,604 | 11,495 | 11,458 |
| | 1987 | 154,526 | 37,148 | 36,420 | 16,223 | 17,690 | 12,069 | 4,462 | 6,288 | 4,553 | 29,699 | 14,719 | 10,967 | 8,779 |
| Iron | 1990 | 68,203 | 17,755 | 16,690 | 5,909 | 3,864 | | 2,425 | 2,232 | 1,633 | 14,162 | 9,890 | 3,924 | 3,336 |
| | 1987 | 58,816 | 17,016 | 15,995 | 5,255 | 3,167 | | 2,330 | 1,900 | 1,391 | 11,813 | 6,761 | 3,367 | 3,236 |
| Isabella | 1990 | 334,937 | 72,313 | 65,472 | 42,117 | 16,656 | 12,701 | 20,809 | 12,019 | 7,153 | 57,234 | 21,227 | 50,810 | 14,830 |
| | 1987 | 282,091 | 58,511 | 52,976 | 36,469 | 15,601 | 11,897 | 18,183 | 10,202 | 6,072 | 52,227 | 16,943 | 39,293 | 11,838 |
| Jackson | 1990 | 983,828 | 143,285 | 137,536 | 84,153 | 257,648 | 250,325 | 17,859 | 43,143 | 24,131 | 180,559 | 73,264 | 61,200 | 37,388 |
| | 1987 | 843,641 | 126,901 | 121,809 | 77,099 | 208,163 | 202,247 | 20,536 | 35,341 | 19,768 | 158,342 | 59,847 | 51,739 | 30,567 |
| Kalamazoo | 1990 | 1,783,009 | 242,650 | 229,621 | 174,057 | 350,192 | 327,024 | 101,112 | 107,252 | 51,542 | 335,182 | 116,720 | 99,235 | 58,875 |
| | 1987 | 1,539,020 | 216,247 | 204,636 | 157,204 | 296,982 | 277,335 | 86,738 | 93,942 | 45,147 | 309,115 | 92,809 | 80,952 | 46,856 |
| Kalkaska | 1990 | 80,182 | 13,25[illegible] | 12,778 | 6,946 | | | 1,331 | 763 | 410 | 34,414 | 7,892 | 5,957 | 2,649 |
| | 1987 | 67,021 | 11,533 | 11,117 | 6,199 | | | 912 | 691 | 372 | 28,116 | 7,112 | 4,995 | 1,816 |
| Kent | 1990 | 4,416,580 | 587,052 | 546,368 | 355,398 | 796,967 | 748,738 | 272,026 | 264,982 | 147,566 | 1,005,421 | 320,807 | 298,954 | 104,664 |
| | 1987 | 3,722,629 | 509,343 | 474,044 | 323,049 | 647,222 | 608,056 | 217,258 | 230,929 | 128,603 | 901,576 | 225,821 | 241,342 | 85,276 |
| Keweenaw | 1990 | 6,566 | 1,486 | 1,374 | 1,945 | | | 33 | 396 | 396 | 169 | 961 | 636 | |
| | 1987 | 5,858 | 1,299 | 1,201 | 1,483 | | | 48 | 555 | 555 | 236 | 803 | 649 | |
| Lake | 1990 | 31,290 | 10,645 | 10,135 | 3,836 | 523 | | 308 | 133 | | 3,235 | 5,674 | 2,884 | 2,285 |
| | 1987 | 26,306 | 8,709 | 8,292 | 3,913 | 716 | | 372 | 164 | | 2,774 | 3,786 | 2,404 | 1,699 |
| Lapeer | 1990 | 436,769 | 88,165 | 84,139 | 24,320 | 32,843 | 25,769 | 10,006 | 14,501 | 9,380 | 121,975 | 63,331 | 40,186 | 17,514 |
| | 1987 | 367,084 | 72,658 | 69,340 | 22,149 | 25,647 | 20,124 | 9,803 | 11,367 | 7,353 | 107,537 | 47,978 | 32,346 | 15,294 |
| Leelanau | 1990 | 70,571 | 24,226 | 23,359 | 12,072 | 141 | | 4,024 | 957 | 957 | 429 | 6,087 | 14,887 | 1,337 |
| | 1987 | 58,158 | 21,689 | 20,913 | 9,834 | 153 | | 2,864 | 910 | 910 | 639 | 4,180 | 11,717 | 1,185 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1990<br>U.S. CENSUS: 1987 |  | Total Retail Sales ($000) | Food Stores |  | Eating & Drinking Places | General Merchandise Stores |  | Apparel & Accessories Stores | Furniture/Home Furnishings/Appliance Stores |  | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year |  | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **MICHIGAN (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **ALL COUNTIES (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Lenawee | 1990 | 535,470 | 101,174 | 95,913 | 50,058 | 86,921 | 72,188 | 14,954 | 16,548 | 9,695 | 143,058 | 47,634 | 28,511 | 20,056 |
|  | 1987 | 467,512 | 90,708 | 85,991 | 45,656 | 78,945 | 65,565 | 14,466 | 14,576 | 8,540 | 125,213 | 34,495 | 23,598 | 16,634 |
| Livingston | 1990 | 552,797 | 89,874 | 84,359 | 50,817 | 105,156 | 88,635 | 7,192 | 20,739 | 9,362 | 123,651 | 56,085 | 34,019 | 21,002 |
|  | 1987 | 468,203 | 85,657 | 80,401 | 44,473 | 82,519 | 69,555 | 7,057 | 17,200 | 7,765 | 110,701 | 40,573 | 26,505 | 18,331 |
| Luce | 1990 | 40,718 | 13,207 | 12,463 | 2,418 | 1,694 |  | 589 | 809 | 809 | 8,265 | 6,449 | 1,935 | 1,465 |
|  | 1987 | 34,377 | 11,124 | 10,497 | 2,427 | 1,311 |  | 659 | 610 | 610 | 7,640 | 4,347 | 1,586 | 1,425 |
| Mackinac | 1990 | 82,864 | 25,728 | 24,696 | 12,485 | 789 |  | 4,091 | 1,398 | 1,197 | 5,403 | 13,922 | 6,478 | 2,070 |
|  | 1987 | 69,729 | 20,742 | 19,910 | 11,744 | 741 |  | 3,058 | 1,036 | 888 | 5,010 | 11,476 | 5,437 | 1,570 |
| Macomb | 1990 | 6,575,856 | 1,034,987 | 906,232 | 599,251 | 955,130 | 849,821 | 336,362 | 425,609 | 255,626 | 1,648,863 | 474,441 | 407,131 | 243,136 |
|  | 1987 | 5,536,407 | 924,340 | 809,349 | 520,778 | 760,933 | 677,036 | 262,981 | 342,530 | 205,728 | 1,453,516 | 368,493 | 330,384 | 214,562 |
| Manistee | 1990 | 137,060 | 34,570 | 33,244 | 11,933 | 9,714 | 5,553 | 7,441 | 4,040 | 2,843 | 26,426 | 19,200 | 9,943 | 5,783 |
|  | 1987 | 115,897 | 29,898 | 28,751 | 10,624 | 8,721 | 4,986 | 6,185 | 3,696 | 2,602 | 23,207 | 12,992 | 8,266 | 5,011 |
| Marquette | 1990 | 457,313 | 86,241 | 82,433 | 42,175 | 66,309 | 57,113 | 17,097 | 30,125 | 6,405 | 108,147 | 40,405 | 24,067 | 15,317 |
|  | 1987 | 394,132 | 80,534 | 76,978 | 39,195 | 50,334 | 43,354 | 15,835 | 25,187 | 5,356 | 93,001 | 31,203 | 20,335 | 11,862 |
| Mason | 1990 | 155,005 | 41,112 | 39,975 | 14,035 | 9,170 | 6,736 | 5,736 | 5,285 | 3,388 | 22,641 | 18,541 | 14,675 | 10,648 |
|  | 1987 | 131,550 | 33,372 | 32,449 | 13,774 | 8,057 | 5,919 | 5,541 | 4,588 | 2,942 | 20,417 | 14,424 | 12,030 | 8,259 |
| Mecosta | 1990 | 209,010 | 43,856 | 40,971 | 16,848 | 12,722 | 9,243 | 12,186 | 8,046 | 3,657 | 44,205 | 20,972 | 17,742 | 8,262 |
|  | 1987 | 180,245 | 39,260 | 36,677 | 17,145 | 12,033 | 8,743 | 10,239 | 6,651 | 3,024 | 39,130 | 16,251 | 13,706 | 6,412 |
| Menominee | 1990 | 116,538 | 39,236 | 14,759 | 12,416 | 12,705 | 10,186 | 1,302 | 1,654 | 695 | 10,995 | 15,654 | 2,619 | 3,755 |
|  | 1987 | 99,627 | 31,937 | 12,013 | 12,115 | 13,286 | 10,652 | 1,506 | 1,508 | 634 | 11,193 | 10,478 | 2,610 | 2,573 |
| Midland | 1990 | 372,405 | 82,710 | 75,203 | 40,329 | 29,879 | 22,858 | 15,062 | 14,418 | 7,402 | 76,079 | 43,810 | 25,838 | 20,837 |
|  | 1987 | 329,175 | 73,901 | 67,194 | 36,501 | 26,765 | 20,477 | 14,770 | 12,331 | 6,331 | 72,068 | 30,995 | 22,725 | 17,597 |
| Missaukee | 1990 | 53,739 | 9,877 | 9,153 | 3,196 | 5,858 |  | 95 | 1,220 | 1,220 | 23,650 | 6,155 | 1,841 | 967 |
|  | 1987 | 44,815 | 8,621 | 7,989 | 2,970 | 4,434 |  | 87 | 834 | 834 | 19,149 | 4,786 | 1,464 | 1,745 |
| Monroe | 1990 | 627,521 | 143,907 | 137,439 | 57,500 | 46,811 | 43,577 | 12,598 | 17,182 | 8,870 | 160,200 | 78,287 | 44,639 | 26,126 |
|  | 1987 | 531,454 | 125,573 | 119,929 | 51,936 | 37,080 | 34,519 | 10,959 | 15,072 | 7,782 | 146,054 | 52,945 | 34,298 | 19,940 |
| Montcalm | 1990 | 307,546 | 65,233 | 63,048 | 17,394 | 60,849 | 57,841 | 3,553 | 10,710 | 8,126 | 69,183 | 31,792 | 29,475 | 8,040 |
|  | 1987 | 260,480 | 55,796 | 53,927 | 15,696 | 47,389 | 45,047 | 3,631 | 9,324 | 7,075 | 61,638 | 22,688 | 25,296 | 6,948 |
| Montmorency | 1990 | 38,570 | 16,890 | 16,068 | 4,512 | 425 |  | 354 | 1,495 | 583 | 439 | 3,973 | 4,833 | 2,672 |
|  | 1987 | 32,667 | 13,412 | 12,759 | 4,295 | 376 |  | 302 | 1,065 | 416 | 481 | 2,690 | 4,542 | 2,156 |
| Muskegon | 1990 | 1,000,054 | 175,120 | 168,125 | 100,889 | 206,327 | 182,576 | 27,551 | 45,745 | 23,709 | 228,799 | 58,159 | 53,285 | 45,879 |
|  | 1987 | 860,433 | 158,412 | 152,084 | 89,050 | 172,468 | 152,615 | 25,706 | 38,481 | 19,945 | 196,203 | 50,490 | 45,601 | 35,982 |
| Newaygo | 1990 | 163,968 | 44,880 | 43,007 | 10,086 | 11,084 | 8,845 | 4,456 | 3,784 | 1,874 | 29,639 | 18,679 | 14,637 | 9,296 |
|  | 1987 | 139,312 | 37,358 | 35,799 | 10,156 | 8,394 | 6,699 | 3,750 | 3,528 | 1,748 | 26,413 | 14,146 | 12,324 | 7,351 |
| Oakland | 1990 | 11,163,210 | 1,479,092 | 1,329,503 | 1,034,171 | 1,514,903 | 1,370,925 | 895,423 | 764,367 | 419,133 | 2,717,583 | 820,072 | 469,536 | 416,902 |
|  | 1987 | 9,452,139 | 1,342,886 | 1,207,072 | 922,005 | 1,242,136 | 1,124,083 | 754,719 | 608,269 | 333,539 | 2,394,186 | 592,091 | 386,616 | 357,905 |
| Oceana | 1990 | 99,549 | 37,758 | 36,903 | 6,767 | 1,596 |  | 4,314 | 667 |  | 14,581 | 9,149 | 15,520 | 2,467 |
|  | 1987 | 84,705 | 31,887 | 31,165 | 6,926 | 1,667 |  | 3,023 | 705 |  | 14,256 | 6,103 | 12,481 | 2,104 |
| Ogemaw | 1990 | 104,455 | 24,702 | 23,566 | 10,965 | 10,864 | 9,790 | 2,648 | 1,811 | 1,019 | 13,035 | 18,908 | 9,686 | 4,277 |
|  | 1987 | 100,141 | 25,691 | 24,509 | 11,178 | 9,996 | 9,009 | 2,602 | 1,879 | 1,058 | 13,591 | 13,971 | 9,480 | 3,915 |
| Ontonagon | 1990 | 50,844 | 9,699 | 9,424 | 3,741 | 865 |  | 1,046 | 563 | 563 | 19,379 | 7,075 | 4,420 | 1,494 |
|  | 1987 | 44,930 | 9,429 | 9,162 | 3,498 | 1,033 |  | 891 | 448 | 448 | 16,795 | 5,700 | 3,767 | 1,332 |
| Osceola | 1990 | 80,144 | 28,393 | 27,428 | 5,734 | 825 |  | 459 | 522 |  | 16,261 | 7,959 | 12,278 | 3,943 |
|  | 1987 | 70,257 | 24,303 | 23,477 | 5,438 | 877 |  | 573 | 502 |  | 14,444 | 5,650 | 10,952 | 3,299 |
| Oscoda | 1990 | 33,045 | 13,351 | 12,665 | 2,676 | 212 |  | 210 | 45 |  | 1,053 | 5,634 | 5,326 | 1,196 |
|  | 1987 | 28,513 | 10,897 | 10,337 | 2,652 | 227 |  | 292 | 60 |  | 1,058 | 4,329 | 4,880 | 1,385 |
| Otsego | 1990 | 145,209 | 14,030 | 13,401 | 12,411 | 13,717 | 11,133 | 4,000 | 4,351 | 1,666 | 40,269 | 17,802 | 20,336 | 8,076 |
|  | 1987 | 123,562 | 15,472 | 14,778 | 12,320 | 10,389 | 8,433 | 3,925 | 3,904 | 1,495 | 33,105 | 12,773 | 16,041 | 5,714 |
| Ottawa | 1990 | 1,172,228 | 146,920 | 132,635 | 93,769 | 241,564 | 214,437 | 41,551 | 71,195 | 41,778 | 266,457 | 80,241 | 111,046 | 24,105 |
|  | 1987 | 977,878 | 136,139 | 122,921 | 81,660 | 191,737 | 170,206 | 36,633 | 55,062 | 32,312 | 234,971 | 62,846 | 81,332 | 19,369 |
| Presque Isle | 1990 | 69,269 | 22,578 | 21,362 | 3,946 | 2,454 |  | 724 | 3,232 | 2,980 | 16,596 | 7,314 | 5,600 | 2,789 |
|  | 1987 | 58,226 | 18,232 | 17,250 | 3,788 | 2,010 |  | 611 | 2,824 | 2,604 | 14,250 | 5,670 | 5,049 | 2,491 |
| Roscommon | 1990 | 161,645 | 42,366 | 40,169 | 19,054 | 11,700 | 9,312 | 2,726 | 4,206 | 1,594 | 28,351 | 14,519 | 22,172 | 7,286 |
|  | 1987 | 133,834 | 34,386 | 32,603 | 16,377 | 8,710 | 6,933 | 2,529 | 3,331 | 1,263 | 25,756 | 11,230 | 17,505 | 5,709 |
| Saginaw | 1990 | 1,750,180 | 253,360 | 222,219 | 158,678 | 327,045 | 300,651 | 111,357 | 113,377 | 64,821 | 383,900 | 125,479 | 78,482 | 51,623 |
|  | 1987 | 1,529,562 | 234,973 | 206,092 | 146,114 | 279,072 | 256,550 | 92,004 | 96,428 | 55,131 | 349,357 | 102,392 | 68,161 | 43,212 |
| St. Clair | 1990 | 827,293 | 176,281 | 166,678 | 70,845 | 81,715 | 72,049 | 29,234 | 38,768 | 26,265 | 181,667 | 66,730 | 54,722 | 47,666 |
|  | 1987 | 702,135 | 155,034 | 146,588 | 63,697 | 69,437 | 61,224 | 28,681 | 31,604 | 21,412 | 157,764 | 44,978 | 45,692 | 35,356 |
| St. Joseph | 1990 | 308,541 | 73,240 | 70,232 | 28,250 | 29,877 | 26,933 | 9,861 | 9,863 | 4,210 | 66,805 | 36,522 | 19,846 | 10,133 |
|  | 1987 | 274,769 | 69,292 | 66,446 | 24,850 | 24,036 | 21,668 | 9,300 | 8,731 | 3,728 | 63,553 | 28,719 | 16,500 | 9,179 |
| Sanilac | 1990 | 211,886 | 52,198 | 49,835 | 11,505 | 9,242 | 5,671 | 4,054 | 8,820 | 6,731 | 56,305 | 23,093 | 18,324 | 10,021 |
|  | 1987 | 180,399 | 45,255 | 43,206 | 10,628 | 7,213 | 4,427 | 3,776 | 7,258 | 5,540 | 48,583 | 18,500 | 16,460 | 7,950 |
| Schoolcraft | 1990 | 49,435 | 13,525 | 12,976 | 3,585 | 860 |  | 2,025 | 957 | 957 | 8,689 | 8,653 | 1,826 | 3,768 |
|  | 1987 | 43,886 | 12,209 | 11,713 | 3,832 | 957 |  | 2,016 | 1,055 | 1,055 | 8,249 | 5,825 | 2,040 | 3,003 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1990<br>U.S. CENSUS: 1987<br>METRO AREA<br>County | Year | Total Retail Sales ($000) | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **MICHIGAN (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Shiawassee | 1990 | 386,191 | 88,354 | 86,100 | 26,957 | 31,090 | 25,569 | 6,317 | 13,915 | 9,003 | 101,225 | 41,243 | 40,685 | 15,371 |
| | 1987 | 333,225 | 77,693 | 75,711 | 25,331 | 26,399 | 21,712 | 7,574 | 11,889 | 7,693 | 88,114 | 30,160 | 32,757 | 12,839 |
| Tuscola | 1990 | 245,415 | 74,173 | 71,367 | 14,605 | 12,911 | 8,130 | 6,447 | 4,316 | 2,592 | 57,612 | 24,139 | 20,895 | 13,655 |
| | 1987 | 215,509 | 62,338 | 59,980 | 13,426 | 10,459 | 6,587 | 5,657 | 4,056 | 2,436 | 54,479 | 18,873 | 19,656 | 10,816 |
| Van Buren | 1990 | 352,411 | 90,672 | 84,714 | 30,390 | 16,012 | 10,736 | 5,334 | 7,647 | 5,287 | 96,539 | 49,347 | 27,514 | 10,802 |
| | 1987 | 303,661 | 82,397 | 76,983 | 27,499 | 13,476 | 9,036 | 4,575 | 6,453 | 4,462 | 87,907 | 33,656 | 22,791 | 9,137 |
| Washtenaw | 1990 | 2,386,795 | 349,873 | 322,588 | 246,499 | 359,618 | 322,939 | 133,315 | 142,293 | 71,357 | 551,968 | 157,812 | 140,764 | 73,458 |
| | 1987 | 2,017,913 | 302,412 | 278,828 | 215,582 | 298,583 | 268,130 | 104,574 | 120,687 | 60,523 | 476,074 | 131,622 | 114,210 | 62,890 |
| Wayne | 1990 | 13,166,458 | 2,284,512 | 2,001,582 | 1,395,171 | 1,770,481 | 1,509,758 | 735,926 | 658,757 | 356,207 | 2,910,999 | 1,123,375 | 547,553 | 649,988 |
| | 1987 | 11,525,448 | 2,109,184 | 1,847,968 | 1,256,657 | 1,499,518 | 1,278,698 | 633,371 | 570,688 | 308,586 | 2,678,220 | 840,951 | 461,768 | 544,695 |
| Wexford | 1990 | 243,009 | 55,047 | 52,595 | 17,261 | 13,954 | 9,429 | 10,210 | 13,918 | 10,867 | 51,543 | 33,196 | 18,748 | 9,824 |
| | 1987 | 200,655 | 44,626 | 42,638 | 16,278 | 11,647 | 7,871 | 9,267 | 11,338 | 8,853 | 46,341 | 22,384 | 14,409 | 7,851 |
| **TOTAL METRO COUNTIES** | **1990** | **57,030,672** | **8,819,698** | **7,980,503** | **5,344,299** | **8,776,937** | **7,880,618** | **3,147,227** | **3,231,193** | **1,761,046** | **13,081,764** | **4,634,723** | **3,048,930** | **2,157,328** |
| | 1987 | 48,828,518 | 7,955,280 | 7,194,242 | 4,805,310 | 7,257,582 | 6,514,258 | 2,655,522 | 2,694,253 | 1,466,537 | 11,734,012 | 3,443,593 | 2,498,117 | 1,819,624 |
| **TOTAL STATE** | **1990** | **67,784,930** | **11,420,157** | **10,442,866** | **6,259,184** | **9,739,148** | **8,606,890** | **3,520,235** | **3,601,609** | **1,983,803** | **15,387,631** | **5,022,038** | **3,946,214** | **2,560,820** |
| | 1987 | 58,025,602 | 10,182,414 | 9,303,796 | 5,653,479 | 8,062,566 | 7,119,202 | 2,986,155 | 3,011,426 | 1,657,104 | 13,796,880 | 4,315,506 | 3,249,243 | 2,149,559 |
| **MINNESOTA** | | | | | | | | | | | | | | |
| **DULUTH** | **1990** | **1,688,841** | **337,073** | **319,897** | **146,472** | **245,753** | **220,015** | **66,489** | **58,339** | **28,663** | **331,724** | **170,322** | **97,522** | **55,356** |
| | 1987 | 1,438,898 | 286,491 | 271,875 | 133,566 | 207,358 | 185,323 | 58,557 | 57,008 | 27,943 | 266,304 | 127,686 | 88,133 | 49,526 |
| St. Louis | 1990 | 1,387,845 | 280,203 | 265,702 | 115,043 | 205,947 | 181,990 | 57,636 | 54,029 | 25,750 | 269,163 | 135,285 | 77,257 | 45,536 |
| | 1987 | 1,199,148 | 241,839 | 229,323 | 104,862 | 178,239 | 157,506 | 50,711 | 53,136 | 25,325 | 216,345 | 104,715 | 70,435 | 41,765 |
| *Douglas, Wisc.* | *1990* | *300,996* | *56,870* | *54,195* | *31,429* | *39,806* | *38,025* | *8,853* | *4,310* | *2,913* | *62,561* | *35,037* | *20,265* | *9,820* |
| | *1987* | *239,750* | *44,652* | *42,552* | *29,704* | *29,119* | *27,817* | *7,846* | *3,872* | *2,618* | *49,959* | *22,971* | *17,698* | *7,761* |
| **FARGO - MOORHEAD** | **1990** | **1,296,415** | **232,156** | **226,159** | **127,449** | **198,959** | **176,829** | **55,170** | **52,448** | **23,490** | **272,580** | **114,375** | **84,777** | **30,010** |
| | 1987 | 1,086,966 | 188,360 | 183,515 | 109,586 | 160,584 | 142,604 | 45,144 | 54,205 | 24,712 | 226,864 | 91,738 | 69,108 | 27,364 |
| Clay | 1990 | 285,328 | 60,709 | 59,447 | 27,142 | 25,750 | 24,405 | 5,221 | 25,887 | 5,405 | 37,928 | 43,499 | 18,815 | 12,208 |
| | 1987 | 245,609 | 52,283 | 51,196 | 24,888 | 19,021 | 18,028 | 6,041 | 25,835 | 5,395 | 33,878 | 30,405 | 17,566 | 11,251 |
| *Cass, N. D.* | *1990* | *1,011,087* | *171,447* | *166,712* | *100,307* | *173,209* | *152,424* | *49,949* | *26,561* | *18,085* | *234,652* | *70,876* | *65,962* | *17,802* |
| | *1987* | *841,357* | *136,077* | *132,319* | *84,698* | *141,563* | *124,576* | *39,103* | *28,370* | *19,317* | *192,986* | *61,333* | *51,542* | *16,113* |
| **MINNEAPOLIS - ST. PAUL** | **1990** | **20,446,928** | **3,564,769** | **3,374,057** | **2,098,155** | **2,852,755** | **2,482,182** | **1,020,840** | **940,347** | **513,591** | **4,436,322** | **1,656,307** | **1,224,298** | **462,239** |
| | 1987 | 17,071,313 | 2,887,381 | 2,733,027 | 1,748,327 | 2,378,182 | 2,074,585 | 815,027 | 1,024,136 | 562,037 | 3,579,340 | 1,294,428 | 1,050,968 | 423,728 |
| Anoka | 1990 | 1,655,282 | 328,939 | 313,160 | 133,134 | 244,285 | 207,663 | 46,101 | 101,577 | 69,247 | 348,526 | 153,910 | 144,382 | 30,022 |
| | 1987 | 1,345,240 | 246,029 | 234,227 | 113,852 | 216,465 | 184,015 | 38,724 | 88,305 | 60,200 | 275,824 | 122,572 | 113,180 | 27,749 |
| Carver | 1990 | 180,900 | 49,568 | 47,565 | 31,088 | 1,961 | | 810 | 5,248 | 4,561 | 25,139 | 33,302 | 11,531 | 4,445 |
| | 1987 | 151,034 | 38,709 | 37,145 | 25,381 | 2,004 | | 1,191 | 4,948 | 4,301 | 23,358 | 24,266 | 10,647 | 4,340 |
| Chisago | 1990 | 150,580 | 44,805 | 43,834 | 12,622 | 751 | | 2,009 | 2,106 | 1,960 | 30,116 | 11,999 | 8,924 | 2,881 |
| | 1987 | 126,871 | 34,923 | 34,166 | 10,775 | 752 | | 1,845 | 2,144 | 1,996 | 27,861 | 11,756 | 8,020 | 2,779 |
| Dakota | 1990 | 2,101,441 | 425,649 | 401,014 | 173,112 | 341,751 | 291,681 | 104,866 | 136,529 | 54,562 | 398,116 | 167,613 | 151,766 | 40,176 |
| | 1987 | 1,709,314 | 327,874 | 308,898 | 143,364 | 271,744 | 231,932 | 85,725 | 119,083 | 47,591 | 323,341 | 133,172 | 126,523 | 39,212 |
| Hennepin | 1990 | 10,005,141 | 1,585,565 | 1,496,872 | 1,106,708 | 1,489,265 | 1,328,833 | 593,535 | 433,373 | 243,296 | 2,071,324 | 715,198 | 475,054 | 230,369 |
| | 1987 | 8,436,432 | 1,299,699 | 1,226,996 | 908,286 | 1,230,002 | 1,097,502 | 463,134 | 568,601 | 319,214 | 1,682,522 | 549,828 | 446,433 | 209,145 |
| Isanti | 1990 | 124,079 | 33,666 | 31,277 | 8,687 | 11,356 | 10,524 | 2,187 | 2,707 | 892 | 27,706 | 14,318 | 6,208 | 1,695 |
| | 1987 | 102,132 | 26,524 | 24,642 | 7,469 | 8,634 | 8,002 | 2,187 | 2,975 | 981 | 22,597 | 11,402 | 5,286 | 1,771 |
| Ramsey | 1990 | 4,465,467 | 767,618 | 725,511 | 459,081 | 668,034 | 599,233 | 236,902 | 214,521 | 107,843 | 1,111,160 | 283,468 | 226,917 | 108,605 |
| | 1987 | 3,763,280 | 622,727 | 588,568 | 389,195 | 576,889 | 517,476 | 189,573 | 198,245 | 99,661 | 891,036 | 240,067 | 181,312 | 97,159 |
| Scott | 1990 | 277,729 | 46,807 | 43,044 | 31,151 | 15,314 | 11,977 | 1,697 | 6,767 | 4,971 | 70,844 | 50,854 | 23,072 | 7,004 |
| | 1987 | 231,839 | 40,776 | 37,498 | 27,329 | 12,288 | 9,611 | 2,592 | 6,128 | 4,302 | 56,782 | 40,269 | 19,059 | 6,140 |
| Washington | 1990 | 776,626 | 157,956 | 152,940 | 82,153 | 34,890 | 32,271 | 23,725 | 20,197 | 12,822 | 147,931 | 103,105 | 130,059 | 23,177 |
| | 1987 | 637,292 | 143,752 | 139,187 | 70,849 | 28,160 | 26,047 | 21,788 | 19,028 | 12,081 | 112,319 | 73,485 | 102,362 | 21,379 |
| Wright | 1990 | 395,579 | 64,121 | 60,811 | 30,622 | 12,541 | | 5,361 | 9,307 | 7,714 | 121,957 | 61,811 | 31,499 | 10,630 |
| | 1987 | 327,921 | 59,533 | 56,460 | 27,420 | 9,135 | | 4,976 | 8,954 | 7,422 | 95,556 | 48,451 | 26,056 | 10,284 |
| *St. Croix, Wisc.* | *1990* | *314,104* | *60,075* | *58,029* | *29,797* | *32,607* | | *3,647* | *8,015* | *5,723* | *83,503* | *60,729* | *14,876* | *3,235* |
| | *1987* | *239,958* | *46,835* | *45,240* | *24,407* | *22,109* | | *3,292* | *5,725* | *4,088* | *68,144* | *39,160* | *12,090* | *3,770* |
| **ROCHESTER** | **1990** | **1,009,846** | **172,265** | **166,348** | **82,716** | **181,454** | **144,118** | **45,367** | **49,564** | **21,087** | **253,131** | **77,418** | **62,114** | **18,302** |
| | 1987 | 838,727 | 137,492 | 132,769 | 70,113 | 148,200 | 117,707 | 39,377 | 45,613 | 19,407 | 203,132 | 60,075 | 50,936 | 19,847 |
| Olmsted | 1990 | 1,009,846 | 172,265 | 166,348 | 82,716 | 181,454 | 144,118 | 45,367 | 49,564 | 21,087 | 253,131 | 77,418 | 62,114 | 18,302 |
| | 1987 | 838,727 | 137,492 | 132,769 | 70,113 | 148,200 | 117,707 | 39,377 | 45,613 | 19,407 | 203,132 | 60,075 | 50,936 | 19,847 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1990<br>U.S. CENSUS: 1987<br>METRO AREA<br>County | Year | Total Retail Sales ($000) | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drugstores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Total ($000) | Supermarkets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **MINNESOTA (continued)** | | | | | | | | | | | | | | |
| **ST. CLOUD** | 1990 | **2,385,247** | **221,617** | **207,015** | **109,332** | **738,673** | **203,088** | **44,835** | **57,407** | **28,657** | **274,217** | **99,799** | **148,743** | **86,326** |
| | 1987 | 1,929,819 | 187,718 | 175,113 | 96,182 | 502,162 | 137,792 | 41,085 | 55,029 | 27,612 | 222,670 | 85,415 | 118,224 | 66,169 |
| Benton | 1990 | 102,876 | 24,153 | 22,247 | 10,734 | 13,302 | 1,055 | 3,057 | 696 | 649 | 6,141 | 26,242 | 12,503 | 2,659 |
| | 1987 | 90,325 | 22,210 | 20,457 | 10,621 | 10,416 | 827 | 2,582 | 982 | 917 | 6,277 | 18,715 | 12,212 | 2,558 |
| Sherburne | 1990 | 205,564 | 52,248 | 50,653 | 10,134 | 13,321 | 3,361 | 1,900 | 4,282 | 2,101 | 68,467 | 12,343 | 26,514 | 13,076 |
| | 1987 | 163,047 | 39,209 | 38,012 | 9,359 | 9,025 | 2,278 | 1,432 | 3,992 | 1,960 | 52,861 | 13,154 | 19,767 | 9,251 |
| Stearns | 1990 | 2,076,807 | 145,216 | 134,115 | 88,464 | 712,050 | 198,672 | 39,878 | 52,429 | 25,907 | 199,609 | 61,214 | 109,726 | 70,591 |
| | 1987 | 1,676,447 | 126,299 | 116,644 | 76,202 | 482,721 | 134,687 | 37,071 | 50,055 | 24,735 | 163,532 | 53,546 | 86,245 | 54,360 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Aitkin | 1990 | 60,653 | 12,218 | 11,300 | 7,281 | 1,171 | | 1,707 | 476 | | 14,381 | 9,987 | 3,915 | 2,716 |
| | 1987 | 52,823 | 11,005 | 10,178 | 6,757 | 1,425 | | 1,363 | 583 | | 11,861 | 7,740 | 3,658 | 2,500 |
| Anoka | 1990 | 1,655,282 | 328,939 | 313,160 | 133,134 | 244,285 | 207,663 | 46,101 | 101,577 | 69,247 | 348,526 | 153,910 | 144,382 | 30,022 |
| | 1987 | 1,345,240 | 246,029 | 234,227 | 113,852 | 216,465 | 184,015 | 38,724 | 88,305 | 60,200 | 275,824 | 122,572 | 113,180 | 27,749 |
| Becker | 1990 | 171,942 | 34,648 | 33,824 | 13,863 | 12,841 | | 10,842 | 6,914 | 4,803 | 43,258 | 21,998 | 11,393 | 4,336 |
| | 1987 | 142,694 | 28,771 | 28,087 | 11,811 | 10,799 | | 9,616 | 6,915 | 4,805 | 32,967 | 15,723 | 10,454 | 4,227 |
| Beltrami | 1990 | 263,723 | 53,971 | 50,417 | 22,051 | 25,693 | 18,294 | 17,514 | 8,690 | 2,484 | 54,289 | 27,443 | 15,459 | 5,544 |
| | 1987 | 220,248 | 42,807 | 39,988 | 19,822 | 20,520 | 14,611 | 15,590 | 8,726 | 2,495 | 45,680 | 20,093 | 13,837 | 5,080 |
| Benton | 1990 | 102,876 | 24,153 | 22,247 | 10,734 | 13,302 | 1,055 | 3,057 | 696 | 649 | 6,141 | 26,242 | 12,503 | 2,659 |
| | 1987 | 90,325 | 22,210 | 20,457 | 10,621 | 10,416 | 827 | 2,582 | 982 | 917 | 6,277 | 18,715 | 12,212 | 2,558 |
| Big Stone | 1990 | 35,845 | 8,041 | 7,758 | 3,221 | 3,272 | | 1,838 | 2,641 | 2,641 | 2,565 | 3,264 | 3,273 | 2,125 |
| | 1987 | 32,596 | 6,727 | 6,490 | 2,814 | 2,266 | | 1,771 | 2,843 | 2,843 | 2,702 | 3,153 | 2,781 | 1,859 |
| Blue Earth | 1990 | 498,235 | 129,683 | 126,223 | 45,922 | 58,935 | 54,088 | 24,101 | 15,199 | 5,640 | 74,594 | 27,355 | 46,260 | 15,193 |
| | 1987 | 420,230 | 98,303 | 95,680 | 39,126 | 50,837 | 46,657 | 22,343 | 15,830 | 5,875 | 67,987 | 24,402 | 36,229 | 15,088 |
| Brown | 1990 | 162,317 | 47,740 | 46,751 | 15,477 | 14,259 | 12,914 | 8,726 | 5,085 | 3,471 | 24,068 | 15,585 | 19,367 | 3,702 |
| | 1987 | 140,578 | 38,328 | 37,534 | 13,800 | 11,943 | 10,817 | 8,340 | 5,634 | 3,846 | 22,110 | 11,731 | 16,388 | 3,955 |
| Carlton | 1990 | 174,551 | 35,959 | 34,130 | 17,940 | 8,789 | | 4,476 | 1,986 | 896 | 35,664 | 34,109 | 10,407 | 6,499 |
| | 1987 | 149,700 | 33,406 | 31,707 | 15,359 | 8,030 | | 3,910 | 2,358 | 1,065 | 28,792 | 26,203 | 9,200 | 5,973 |
| Carver | 1990 | 180,900 | 49,568 | 47,565 | 31,088 | 1,961 | | 810 | 5,248 | 4,561 | 25,139 | 33,302 | 11,531 | 4,445 |
| | 1987 | 161,034 | 38,709 | 37,145 | 25,381 | 2,004 | | 1,191 | 4,948 | 4,301 | 23,358 | 24,266 | 10,647 | 4,340 |
| Cass | 1990 | 111,319 | 25,016 | 23,587 | 12,038 | 345 | | 2,788 | 2,568 | 2,402 | 27,452 | 12,694 | 11,361 | 2,168 |
| | 1987 | 92,964 | 21,307 | 20,090 | 10,087 | 519 | | 2,559 | 2,173 | 2,033 | 21,347 | 11,088 | 9,955 | 1,893 |
| Chippewa | 1990 | 88,578 | 15,688 | 14,935 | 6,597 | 6,076 | 3,821 | 3,554 | 2,499 | 1,745 | 23,425 | 9,765 | 14,624 | 2,784 |
| | 1987 | 74,066 | 13,122 | 12,492 | 6,068 | 5,498 | 3,458 | 3,296 | 2,707 | 1,892 | 17,474 | 7,712 | 11,673 | 2,689 |
| Chisago | 1990 | 150,580 | 44,805 | 43,834 | 12,622 | 751 | | 2,009 | 2,106 | 1,960 | 30,116 | 11,999 | 8,924 | 2,881 |
| | 1987 | 126,871 | 34,923 | 34,166 | 10,775 | 752 | | 1,845 | 2,144 | 1,996 | 27,861 | 11,756 | 8,020 | 2,779 |
| Clay | 1990 | 285,328 | 60,709 | 59,447 | 27,142 | 25,750 | 24,405 | 5,221 | 25,887 | 5,405 | 37,928 | 43,499 | 18,815 | 12,208 |
| | 1987 | 245,609 | 52,283 | 51,196 | 24,888 | 19,021 | 18,028 | 6,041 | 25,835 | 5,395 | 33,878 | 30,405 | 17,566 | 11,251 |
| Clearwater | 1990 | 27,622 | 8,032 | 7,551 | 1,832 | 239 | | 427 | 270 | 270 | 3,001 | 4,045 | 3,712 | 3,798 |
| | 1987 | 24,621 | 6,725 | 6,322 | 1,667 | 292 | | 303 | 363 | 363 | 3,014 | 3,596 | 3,281 | 3,083 |
| Cook | 1990 | 32,026 | 7,328 | 6,857 | 6,411 | 489 | | 158 | 136 | 136 | 514 | 7,799 | 2,959 | 1,900 |
| | 1987 | 27,092 | 6,047 | 5,658 | 5,075 | 586 | | 157 | 184 | 184 | 702 | 6,349 | 2,337 | 1,557 |
| Cottonwood | 1990 | 58,859 | 9,368 | 8,873 | 4,868 | 4,648 | 3,502 | 1,525 | 1,921 | 1,076 | 11,846 | 16,081 | 3,224 | 2,280 |
| | 1987 | 54,029 | 9,122 | 8,640 | 4,493 | 4,225 | 3,184 | 1,492 | 2,351 | 1,318 | 11,679 | 11,437 | 3,458 | 2,339 |
| Crow Wing | 1990 | 417,587 | 64,596 | 58,303 | 35,622 | 102,451 | 32,452 | 10,359 | 7,973 | 3,523 | 85,875 | 36,962 | 27,457 | 9,621 |
| | 1987 | 341,567 | 57,501 | 51,899 | 31,356 | 72,722 | 23,036 | 9,455 | 8,659 | 3,827 | 69,269 | 26,564 | 24,001 | 8,607 |
| Dakota | 1990 | 2,101,441 | 425,649 | 401,014 | 173,112 | 341,751 | 291,681 | 104,866 | 136,529 | 54,562 | 398,116 | 167,613 | 151,766 | 40,176 |
| | 1987 | 1,709,314 | 327,874 | 308,898 | 143,364 | 271,744 | 231,932 | 85,725 | 119,083 | 47,591 | 323,341 | 133,172 | 126,523 | 39,212 |
| Dodge | 1990 | 47,071 | 13,910 | 13,268 | 4,135 | 1,352 | | 2,611 | 710 | 421 | 5,123 | 4,144 | 11,135 | 600 |
| | 1987 | 40,015 | 11,332 | 10,809 | 3,695 | 1,390 | | 1,769 | 809 | 481 | 4,804 | 3,293 | 9,043 | 842 |
| Douglas | 1990 | 227,601 | 44,898 | 42,421 | 20,359 | 24,531 | 9,672 | 12,968 | 9,986 | 7,042 | 41,028 | 28,059 | 18,877 | 9,407 |
| | 1987 | 188,606 | 36,973 | 34,933 | 17,473 | 18,234 | 7,190 | 11,331 | 10,550 | 7,441 | 32,325 | 20,350 | 16,451 | 8,126 |
| Faribault | 1990 | 66,629 | 16,773 | 15,877 | 4,141 | 4,972 | | 1,951 | 1,782 | 1,074 | 13,638 | 6,751 | 6,349 | 3,336 |
| | 1987 | 62,578 | 14,351 | 13,584 | 4,213 | 3,364 | | 2,101 | 2,002 | 1,207 | 13,069 | 5,240 | 6,338 | 3,260 |
| Fillmore | 1990 | 95,800 | 20,911 | 20,681 | 5,474 | 1,043 | | 597 | 2,946 | 1,762 | 27,956 | 15,768 | 9,342 | 2,963 |
| | 1987 | 86,102 | 19,912 | 19,693 | 4,935 | 1,005 | | 789 | 3,006 | 1,799 | 24,584 | 11,423 | 8,956 | 2,744 |
| Freeborn | 1990 | 255,999 | 46,467 | 42,982 | 17,172 | 28,956 | 22,794 | 14,613 | 8,591 | 4,783 | 69,769 | 40,649 | 9,481 | 5,399 |
| | 1987 | 218,760 | 39,383 | 36,429 | 15,706 | 23,303 | 18,345 | 11,486 | 9,138 | 5,088 | 59,890 | 30,837 | 8,842 | 5,956 |
| Goodhue | 1990 | 253,550 | 62,524 | 59,807 | 19,055 | 16,592 | 5,742 | 22,086 | 5,682 | 4,655 | 54,650 | 19,077 | 25,100 | 14,515 |
| | 1987 | 216,262 | 52,496 | 50,215 | 17,727 | 13,123 | 4,542 | 17,530 | 5,790 | 4,744 | 46,681 | 15,335 | 21,664 | 12,505 |
| Grant | 1990 | 29,692 | 5,332 | 5,039 | 1,369 | 43 | | 234 | 84 | | 10,617 | 4,783 | 3,032 | 1,607 |
| | 1987 | 25,110 | 4,300 | 4,064 | 1,391 | 48 | | 291 | 158 | | 8,964 | 3,161 | 2,783 | 1,480 |
| Hennepin | 1990 | 10,005,141 | 1,585,565 | 1,496,872 | 1,106,708 | 1,489,265 | 1,328,833 | 593,535 | 433,373 | 243,296 | 2,071,324 | 715,198 | 475,054 | 230,389 |
| | 1987 | 8,436,432 | 1,299,699 | 1,226,996 | 908,286 | 1,230,002 | 1,097,502 | 463,134 | 568,601 | 319,214 | 1,682,522 | 549,828 | 446,433 | 209,145 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1990<br>U.S. CENSUS: 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **MINNESOTA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Houston | 1990 | 56,385 | 9,926 | 9,245 | 3,862 | 187 | | 707 | 820 | 376 | 11,898 | 13,967 | 3,406 | 1,292 |
| | 1987 | 48,974 | 10,858 | 10,113 | 3,846 | 306 | | 602 | 1,058 | 486 | 9,094 | 10,105 | 3,452 | 1,217 |
| Hubbard | 1990 | 89,795 | 24,202 | 23,219 | 5,341 | 1,415 | | 1,904 | 2,000 | 571 | 20,362 | 7,960 | 12,041 | 6,979 |
| | 1987 | 75,652 | 19,335 | 18,550 | 4,765 | 1,351 | | 1,796 | 2,062 | 589 | 16,188 | 6,268 | 10,912 | 5,487 |
| Isanti | 1990 | 124,079 | 33,666 | 31,277 | 8,687 | 11,356 | 10,524 | 2,187 | 2,707 | 892 | 27,706 | 14,318 | 6,208 | 1,695 |
| | 1987 | 102,132 | 26,524 | 24,642 | 7,469 | 8,634 | 8,002 | 2,187 | 2,975 | 981 | 22,597 | 11,402 | 5,286 | 1,771 |
| Itasca | 1990 | 250,827 | 45,667 | 44,892 | 16,750 | 27,686 | 24,079 | 13,435 | 3,038 | 1,872 | 53,935 | 37,447 | 17,405 | 6,848 |
| | 1987 | 214,586 | 40,803 | 40,111 | 15,864 | 21,264 | 18,494 | 10,721 | 3,108 | 1,916 | 45,813 | 28,743 | 15,920 | 7,016 |
| Jackson | 1990 | 70,522 | 2,431 | 2,189 | 3,525 | 1,431 | | 818 | 3,434 | 310 | 28,451 | 14,221 | 2,264 | 12,030 |
| | 1987 | 58,496 | 3,577 | 3,221 | 3,547 | 1,216 | | 968 | 3,288 | 298 | 21,719 | 10,711 | 2,531 | 9,086 |
| Kanabec | 1990 | 67,139 | 11,519 | 10,759 | 5,v18 | 331 | | 903 | 692 | 347 | 15,535 | 16,667 | 4,993 | 6,889 |
| | 1987 | 56,663 | 11,048 | 10,319 | 5,373 | 426 | | 1,175 | 1,144 | 574 | 12,705 | 11,555 | 4,585 | 5,298 |
| Kandiyohi | 1990 | 261,437 | 42,574 | 40,593 | 25,519 | 41,740 | 28,696 | 14,461 | 11,167 | 5,579 | 59,664 | 26,390 | 15,361 | 9,737 |
| | 1987 | 224,192 | 36,671 | 34,965 | 22,072 | 33,810 | 23,245 | 13,229 | 11,883 | 5,938 | 48,675 | 19,844 | 14,019 | 8,325 |
| Kittson | 1990 | 31,357 | 7,826 | 7,379 | 1,574 | 89 | | 1,044 | 437 | 279 | 4,805 | 8,586 | 2,282 | 3,552 |
| | 1987 | 26,966 | 6,414 | 6,048 | 1,406 | 150 | | 813 | 503 | 322 | 3,742 | 7,409 | 1,978 | 3,380 |
| Koochiching | 1990 | 92,223 | 18,298 | 17,463 | 7,631 | 11,084 | 5,978 | 3,324 | 2,348 | 2,093 | 12,410 | 15,557 | 6,035 | 4,514 |
| | 1987 | 79,897 | 16,128 | 15,392 | 7,019 | 9,527 | 5,139 | 3,164 | 2,248 | 2,005 | 11,127 | 10,993 | 5,093 | 4,111 |
| Lac qui Parle | 1990 | 29,483 | 6,254 | 5,877 | 1,566 | 747 | | 208 | 809 | 348 | 4,899 | 6,593 | 3,427 | 1,289 |
| | 1987 | 27,865 | 5,725 | 5,380 | 1,730 | 726 | | 378 | 1,373 | 592 | 4,723 | 4,875 | 3,162 | 1,251 |
| Lake | 1990 | 68,820 | 13,639 | 13,003 | 3,873 | 392 | | 891 | 500 | | 22,823 | 10,278 | 1,995 | 6,454 |
| | 1987 | 58,800 | 11,362 | 10,832 | 3,788 | 482 | | 825 | 602 | | 20,160 | 7,585 | 2,048 | 4,772 |
| Lake of the Woods | 1990 | 21,459 | 5,897 | 5,607 | 1,729 | 572 | | 155 | 144 | | 356 | 7,051 | 1,990 | 1,414 |
| | 1987 | 18,719 | 4,680 | 4,450 | 1,547 | 548 | | 139 | 92 | | 350 | 6,304 | 1,629 | 1,446 |
| Le Sueur | 1990 | 75,741 | 14,339 | 13,687 | 8,839 | 2,081 | | 734 | 3,074 | 2,936 | 16,632 | 16,834 | 5,777 | 3,572 |
| | 1987 | 68,891 | 12,968 | 12,378 | 8,906 | 1,814 | | 1,034 | 3,320 | 3,172 | 14,447 | 12,804 | 5,527 | 3,641 |
| Lincoln | 1990 | 26,369 | 5,109 | 4,749 | 2,125 | 296 | | 108 | 258 | 220 | 4,783 | 3,874 | 4,727 | 1,262 |
| | 1987 | 22,271 | 4,479 | 4,163 | 1,819 | 280 | | 142 | 338 | 290 | 4,345 | 2,705 | 4,329 | 1,161 |
| Lyon | 1990 | 174,258 | 40,877 | 38,913 | 18,760 | 14,975 | 10,125 | 10,964 | 5,197 | 2,918 | 36,419 | 10,810 | 17,799 | 4,011 |
| | 1987 | 148,618 | 33,390 | 31,786 | 15,507 | 12,806 | 8,659 | 10,202 | 5,123 | 2,877 | 30,258 | 8,667 | 15,016 | 3,724 |
| McLeod | 1990 | 244,014 | 94,272 | 89,936 | 15,732 | 20,660 | 11,324 | 12,045 | 4,832 | 2,971 | 47,089 | 18,685 | 12,814 | 4,569 |
| | 1987 | 202,722 | 68,703 | 65,543 | 14,785 | 17,341 | 9,506 | 10,508 | 5,014 | 3,083 | 41,317 | 16,438 | 11,092 | 4,658 |
| Mahnomen | 1990 | 20,369 | 4,931 | 4,462 | 1,722 | 352 | | 214 | 106 | | 3,784 | 610 | 3,337 | 2,998 |
| | 1987 | 17,310 | 4,397 | 3,979 | 1,467 | 631 | | 238 | 206 | | 2,965 | 783 | 2,584 | 2,287 |
| Marshall | 1990 | 46,594 | 8,751 | 8,206 | 3,030 | 213 | | 167 | 263 | | 20,208 | 8,670 | 2,114 | 727 |
| | 1987 | 38,638 | 7,673 | 7,101 | 3,152 | 288 | | 208 | 350 | | 15,882 | 6,100 | 2,286 | 891 |
| Martin | 1990 | 127,230 | 30,449 | 30,020 | 10,466 | 18,887 | 14,884 | 7,555 | 4,082 | 2,336 | 24,501 | 5,646 | 8,027 | 4,357 |
| | 1987 | 114,482 | 26,058 | 25,691 | 9,597 | 15,962 | 12,580 | 6,796 | 4,739 | 2,713 | 22,513 | 4,778 | 7,724 | 4,306 |
| Meeker | 1990 | 91,267 | 17,518 | 16,458 | 7,542 | 4,821 | | 2,257 | 2,474 | 1,920 | 23,317 | 12,844 | 10,799 | 2,858 |
| | 1987 | 79,519 | 14,959 | 14,054 | 7,166 | 4,209 | | 2,124 | 2,650 | 2,058 | 19,195 | 10,274 | 10,215 | 2,609 |
| Mille Lacs | 1990 | 85,024 | 25,858 | 24,430 | 8,013 | 2,324 | | 1,813 | 2,516 | 1,527 | 5,020 | 16,562 | 7,058 | 3,593 |
| | 1987 | 75,379 | 23,023 | 21,752 | 6,805 | 2,424 | | 1,874 | 2,737 | 1,662 | 4,915 | 12,676 | 6,592 | 3,210 |
| Morrison | 1990 | 134,535 | 29,791 | 27,905 | 12,966 | 7,658 | | 4,618 | 2,606 | 2,122 | 24,277 | 26,930 | 9,149 | 5,943 |
| | 1987 | 115,490 | 25,814 | 24,180 | 11,362 | 5,813 | | 4,432 | 2,680 | 2,183 | 19,940 | 19,995 | 8,887 | 5,635 |
| Mower | 1990 | 221,786 | 52,816 | 49,990 | 18,994 | 27,727 | 15,188 | 7,829 | 10,547 | 8,770 | 48,821 | 25,463 | 11,026 | 5,848 |
| | 1987 | 194,527 | 42,636 | 40,355 | 17,631 | 22,755 | 12,465 | 7,259 | 10,652 | 8,858 | 41,890 | 19,984 | 10,785 | 6,452 |
| Murray | 1990 | 33,189 | 6,236 | 5,710 | 3,802 | 815 | | 876 | 743 | 287 | 5,820 | 5,793 | 3,142 | 5,502 |
| | 1987 | 31,237 | 5,502 | 5,038 | 3,394 | 978 | | 898 | 933 | 361 | 5,558 | 4,423 | 2,954 | 6,142 |
| Nicollet | 1990 | 106,925 | 18,980 | 17,789 | 13,955 | 130 | | 6,440 | 1,271 | 812 | 32,391 | 22,959 | 4,778 | 754 |
| | 1987 | 92,234 | 17,430 | 16,336 | 12,835 | 144 | | 5,036 | 2,210 | 1,414 | 27,767 | 15,564 | 5,035 | 1,025 |
| Nobles | 1990 | 130,925 | 23,835 | 22,580 | 12,098 | 19,952 | 18,138 | 10,351 | 5,044 | 1,921 | 24,196 | 9,821 | 9,599 | 6,648 |
| | 1987 | 115,741 | 20,831 | 19,734 | 10,582 | 15,395 | 13,996 | 9,525 | 5,578 | 2,125 | 21,292 | 8,174 | 9,216 | 5,879 |
| Norman | 1990 | 32,523 | 7,596 | 7,121 | 1,542 | 110 | | 201 | 390 | 57 | 12,042 | 3,753 | 2,598 | 1,326 |
| | 1987 | 27,706 | 6,503 | 6,096 | 1,467 | 137 | | 363 | 504 | 75 | 9,761 | 2,516 | 2,566 | 1,276 |
| Olmsted | 1990 | 1,009,846 | 172,265 | 166,348 | 82,716 | 181,454 | 144,118 | 45,367 | 49,564 | 21,087 | 253,131 | 77,418 | 62,114 | 18,302 |
| | 1987 | 838,727 | 137,492 | 132,769 | 70,113 | 148,200 | 117,707 | 39,377 | 45,613 | 19,407 | 203,132 | 60,075 | 50,936 | 19,847 |
| Otter Tail | 1990 | 288,935 | 64,236 | 62,096 | 20,851 | 34,987 | 10,230 | 9,872 | 6,602 | 3,504 | 67,715 | 32,136 | 27,415 | 8,004 |
| | 1987 | 243,138 | 50,761 | 49,070 | 19,228 | 27,464 | 8,031 | 9,257 | 7,500 | 3,982 | 56,366 | 24,343 | 23,081 | 7,829 |
| Pennington | 1990 | 89,066 | 23,911 | 23,331 | 11,400 | 18,281 | 16,327 | 5,495 | 2,584 | 1,315 | 14,116 | 3,074 | 5,312 | 3,371 |
| | 1987 | 79,572 | 19,513 | 19,040 | 9,355 | 14,206 | 12,688 | 5,396 | 2,828 | 1,440 | 12,782 | 4,358 | 5,208 | 3,183 |
| Pine | 1990 | 113,939 | 19,258 | 18,002 | 20,372 | 2,721 | | 1,941 | 2,596 | 2,596 | 34,736 | 17,861 | 6,155 | 2,003 |
| | 1987 | 97,952 | 15,941 | 14,901 | 18,233 | 2,423 | | 1,460 | 2,987 | 2,987 | 27,308 | 15,092 | 5,617 | 2,027 |
| Pipestone | 1990 | 54,007 | 12,017 | 11,251 | 5,444 | 5,799 | | 1,458 | 2,482 | 1,449 | 12,757 | 3,867 | 6,037 | 2,333 |
| | 1987 | 48,035 | 10,332 | 9,673 | 4,668 | 4,452 | | 1,492 | 2,556 | 1,493 | 10,629 | 3,500 | 5,803 | 2,130 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1990<br>U.S. CENSUS 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drugstores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Supermarkets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **MINNESOTA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Polk | 1990 | 163,790 | 59,853 | 57,132 | 12,986 | 7,732 | | 2,737 | 4,728 | 1,736 | 27,576 | 13,137 | 12,665 | 7,027 |
| | 1987 | 143,045 | 47,329 | 45,177 | 13,272 | 5,850 | | 2,786 | 5,002 | 1,838 | 24,684 | 11,526 | 12,976 | 6,728 |
| Pope | 1990 | 47,672 | 11,470 | 10,782 | 4,841 | 2,136 | | 1,231 | 496 | 316 | 11,037 | 7,146 | 3,930 | 1,650 |
| | 1987 | 39,904 | 9,724 | 9,141 | 4,529 | 1,480 | | 984 | 632 | 404 | 8,859 | 4,836 | 3,483 | 1,604 |
| Ramsey | 1990 | 4,465,467 | 767,618 | 725,511 | 459,081 | 668,034 | 599,233 | 236,902 | 214,521 | 107,843 | 1,111,160 | 283,468 | 226,917 | 108,605 |
| | 1987 | 3,763,280 | 622,727 | 588,568 | 389,195 | 576,889 | 517,476 | 189,573 | 198,245 | 99,661 | 891,036 | 240,067 | 181,312 | 97,159 |
| Red Lake | 1990 | 14,815 | 1,355 | 1,296 | 1,484 | 179 | | 49 | 266 | 266 | 7,624 | 761 | 1,174 | 806 |
| | 1987 | 13,249 | 1,531 | 1,464 | 1,359 | 318 | | 54 | 358 | 358 | 6,176 | 547 | 1,112 | 618 |
| Redwood | 1990 | 81,143 | 21,729 | 20,359 | 5,990 | 7,041 | | 875 | 1,725 | 789 | 21,429 | 8,045 | 6,860 | 2,696 |
| | 1987 | 72,587 | 18,198 | 17,051 | 5,720 | 5,523 | | 1,590 | 2,189 | 1,003 | 18,662 | 6,766 | 6,519 | 2,552 |
| Renville | 1990 | 70,378 | 16,713 | 15,901 | 4,615 | 1,441 | | 698 | 617 | 455 | 14,415 | 10,164 | 8,170 | 2,287 |
| | 1987 | 62,960 | 14,495 | 13,791 | 4,352 | 1,267 | | 766 | 1,155 | 854 | 13,871 | 6,870 | 8,228 | 2,260 |
| Rice | 1990 | 286,297 | 60,122 | 53,879 | 33,506 | 14,340 | 8,756 | 14,952 | 8,481 | 4,765 | 80,549 | 25,614 | 17,627 | 8,759 |
| | 1987 | 243,406 | 50,058 | 44,860 | 29,677 | 12,491 | 7,628 | 13,035 | 9,057 | 5,089 | 62,734 | 21,692 | 15,397 | 8,481 |
| Rock | 1990 | 36,382 | 9,262 | 8,779 | 5,360 | 2,953 | | 3,103 | 702 | 599 | 6,669 | 3,070 | 2,069 | 1,985 |
| | 1987 | 34,474 | 8,345 | 7,910 | 4,618 | 2,533 | | 2,813 | 794 | 679 | 7,094 | 2,994 | 1,978 | 1,826 |
| Roseau | 1990 | 70,866 | 16,403 | 15,570 | 6,483 | 3,076 | | 2,331 | 847 | 141 | 22,931 | 7,747 | 4,040 | 3,456 |
| | 1987 | 59,172 | 14,290 | 13,564 | 5,058 | 2,521 | | 2,298 | 1,269 | 212 | 18,275 | 5,486 | 3,488 | 3,081 |
| St. Louis | 1990 | 1,387,845 | 280,203 | 265,702 | 115,043 | 205,947 | 181,990 | 57,636 | 54,029 | 25,750 | 269,163 | 135,285 | 77,257 | 45,536 |
| | 1987 | 1,199,148 | 241,839 | 229,323 | 104,862 | 178,239 | 157,506 | 50,711 | 53,136 | 25,325 | 216,345 | 104,715 | 70,435 | 41,765 |
| Scott | 1990 | 277,729 | 46,807 | 43,044 | 31,151 | 15,314 | 11,977 | 1,697 | 6,767 | 4,971 | 70,844 | 50,854 | 23,072 | 7,004 |
| | 1987 | 231,839 | 40,776 | 37,498 | 27,329 | 12,288 | 9,611 | 2,592 | 6,128 | 4,502 | 56,782 | 40,269 | 19,059 | 6,140 |
| Sherburne | 1990 | 205,564 | 52,248 | 50,653 | 10,134 | 13,321 | 8,361 | 1,900 | 4,282 | 2,101 | 68,467 | 12,343 | 26,514 | 13,076 |
| | 1987 | 163,047 | 39,209 | 38,012 | 9,359 | 9,025 | 9,278 | 1,432 | 3,992 | 1,960 | 52,861 | 13,154 | 19,767 | 9,251 |
| Sibley | 1990 | 40,388 | 9,407 | 8,636 | 3,509 | 991 | | 740 | 796 | 696 | 11,521 | 6,119 | 3,057 | 2,134 |
| | 1987 | 36,700 | 8,823 | 8,100 | 3,255 | 1,048 | | 704 | 1,217 | 1,065 | 10,038 | 4,439 | 2,847 | 1,949 |
| Stearns | 1990 | 2,076,807 | 145,216 | 134,115 | 88,464 | 712,050 | 198,672 | 39,878 | 52,429 | 25,907 | 199,609 | 61,214 | 109,726 | 70,591 |
| | 1987 | 1,676,447 | 126,299 | 116,644 | 76,202 | 482,721 | 134,687 | 37,071 | 50,055 | 24,735 | 163,532 | 53,546 | 86,245 | 54,360 |
| Steele | 1990 | 208,914 | 42,383 | 41,695 | 14,988 | 18,721 | 13,640 | 5,456 | 6,881 | 4,828 | 46,048 | 23,964 | 22,311 | 5,730 |
| | 1987 | 177,313 | 33,305 | 32,764 | 13,763 | 15,856 | 11,553 | 3,698 | 7,480 | 5,249 | 40,274 | 16,128 | 18,146 | 5,586 |
| Stevens | 1990 | 63,869 | 14,628 | 13,956 | 5,818 | 158 | | 2,523 | 1,824 | 1,221 | 15,971 | 6,547 | 3,709 | 8,853 |
| | 1987 | 54,673 | 11,399 | 10,875 | 5,376 | 147 | | 2,344 | 2,021 | 1,354 | 13,601 | 4,976 | 3,404 | 7,854 |
| Swift | 1990 | 40,615 | 12,344 | 11,540 | 2,470 | 3,199 | | 1,692 | 820 | 820 | 7,928 | 3,462 | 2,970 | 2,959 |
| | 1987 | 38,605 | 10,591 | 9,901 | 2,524 | 2,797 | | 1,313 | 997 | 997 | 6,873 | 3,349 | 3,213 | 2,854 |
| Todd | 1990 | 80,729 | 21,558 | 20,053 | 6,114 | 1,277 | | 1,477 | 1,536 | 581 | 20,481 | 15,856 | 4,728 | 2,779 |
| | 1987 | 71,334 | 18,760 | 17,450 | 5,607 | 1,344 | | 1,454 | 1,482 | 562 | 18,027 | 11,255 | 4,991 | 2,878 |
| Traverse | 1990 | 18,810 | 4,193 | 4,014 | 1,420 | 142 | | 388 | 417 | 327 | 2,878 | 2,987 | 1,691 | 2,481 |
| | 1987 | 17,419 | 3,802 | 3,640 | 1,275 | 137 | | 534 | 615 | 484 | 3,218 | 2,120 | 1,636 | 2,158 |
| Wabasha | 1990 | 93,236 | 19,953 | 19,321 | 6,034 | 1,406 | | 721 | 865 | 528 | 19,894 | 10,976 | 11,750 | 2,990 |
| | 1987 | 78,648 | 16,392 | 15,873 | 5,779 | 1,319 | | 958 | 1,084 | 663 | 18,765 | 7,690 | 9,961 | 3,116 |
| Wadena | 1990 | 89,389 | 18,318 | 17,322 | 4,747 | 8,967 | | 2,524 | 1,757 | 1,422 | 13,935 | 13,212 | 18,806 | 3,573 |
| | 1987 | 77,153 | 16,303 | 15,417 | 4,354 | 7,403 | | 2,753 | 2,034 | 1,647 | 11,588 | 9,519 | 15,668 | 3,391 |
| Waseca | 1990 | 83,435 | 16,569 | 15,556 | 6,677 | 564 | | 1,175 | 899 | 472 | 17,838 | 15,689 | 8,849 | 9,208 |
| | 1987 | 69,604 | 15,046 | 14,126 | 5,208 | 489 | | 1,316 | 1,891 | 994 | 14,396 | 12,503 | 6,902 | 7,377 |
| Washington | 1990 | 776,626 | 157,956 | 152,940 | 82,153 | 34,890 | 32,271 | 23,725 | 20,197 | 12,822 | 147,931 | 103,105 | 130,059 | 23,177 |
| | 1987 | 637,292 | 143,752 | 139,187 | 70,849 | 28,160 | 26,047 | 21,788 | 19,028 | 12,081 | 112,319 | 73,485 | 102,362 | 21,379 |
| Watonwan | 1990 | 46,012 | 12,108 | 11,505 | 3,466 | 2,832 | | 2,249 | 1,385 | 1,166 | 12,011 | 5,467 | 2,743 | 2,011 |
| | 1987 | 41,829 | 10,202 | 9,694 | 3,402 | 2,503 | | 2,116 | 1,533 | 1,291 | 11,743 | 3,679 | 2,813 | 1,906 |
| Wilkin | 1990 | 34,459 | 5,114 | 4,818 | 5,477 | 72 | | 242 | 319 | 319 | 8,467 | 5,956 | 1,222 | 2,029 |
| | 1987 | 30,746 | 5,051 | 4,787 | 4,879 | 131 | | 263 | 447 | 447 | 7,279 | 4,047 | 1,209 | 2,007 |
| Winona | 1990 | 272,902 | 62,110 | 59,251 | 29,848 | 30,890 | 17,327 | 9,424 | 5,890 | 2,822 | 57,118 | 34,386 | 17,045 | 5,201 |
| | 1987 | 236,975 | 53,145 | 50,699 | 26,672 | 26,595 | 14,919 | 9,146 | 6,581 | 3,154 | 47,975 | 24,857 | 15,713 | 5,490 |
| Wright | 1990 | 395,579 | 64,121 | 60,811 | 30,622 | 12,541 | | 5,361 | 9,307 | 7,714 | 121,957 | 61,811 | 31,499 | 10,630 |
| | 1987 | 327,921 | 59,533 | 56,460 | 27,420 | 9,135 | | 4,976 | 8,954 | 7,422 | 95,556 | 48,451 | 26,056 | 10,284 |
| Yellow Medicine | 1990 | 54,054 | 11,110 | 10,054 | 2,631 | 1,725 | | 1,110 | 2,270 | 1,086 | 14,199 | 12,109 | 4,438 | 2,962 |
| | 1987 | 46,333 | 9,902 | 8,961 | 2,779 | 1,428 | | 1,365 | 2,334 | 1,118 | 10,995 | 8,530 | 4,320 | 2,731 |
| **TOTAL METRO COUNTIES** | 1990 | **25,201,090** | **4,239,468** | **4,014,540** | **2,402,591** | **3,971,972** | **3,035,783** | **1,170,252** | **1,119,219** | **588,767** | **5,187,258** | **1,951,579** | **1,516,341** | **621,376** |
| | 1987 | 21,044,658 | 3,459,878 | 3,276,188 | 2,019,965 | 3,203,695 | 2,505,618 | 948,949 | 1,198,024 | 635,688 | 4,187,221 | 1,535,878 | 1,296,039 | 558,990 |
| **TOTAL STATE** | 1990 | **33,314,988** | **6,038,306** | **5,723,405** | **3,110,824** | **4,666,974** | **3,393,754** | **1,491,812** | **1,331,935** | **712,382** | **6,945,332** | **2,941,220** | **2,161,786** | **934,122** |
| | 1987 | 28,005,700 | 4,965,931 | 4,706,176 | 2,655,714 | 3,766,532 | 2,796,361 | 1,240,785 | 1,429,241 | 769,949 | 5,671,675 | 2,292,703 | 1,871,218 | 848,645 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1990
U.S. CENSUS 1987

| METRO AREA County | Year | Total Retail Sales ($000) | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg Mtls & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **MISSISSIPPI** | | | | | | | | | | | | | | |
| **BILOXI - GULFPORT** | **1990** | **1,200,606** | **256,890** | **241,465** | **136,725** | **179,623** | **148,724** | **30,502** | **52,132** | **28,194** | **272,875** | **91,962** | **54,047** | **49,501** |
| | 1987 | 1,051,186 | 242,100 | 227,567 | 123,063 | 152,358 | 126,117 | 28,751 | 41,930 | 22,691 | 239,576 | 75,364 | 52,536 | 38,108 |
| Hancock | 1990 | 121,659 | 41,203 | 39,066 | 8,068 | 12,638 | 11,345 | 2,322 | 1,924 | 1,161 | 23,304 | 11,202 | 6,454 | 7,576 |
| | 1987 | 107,088 | 39,292 | 37,254 | 7,408 | 10,279 | 9,228 | 2,165 | 1,756 | 1,060 | 20,558 | 8,912 | 6,011 | 5,332 |
| Harrison | 1990 | 1,078,947 | 215,687 | 202,399 | 128,657 | 166,985 | 137,379 | 28,180 | 50,208 | 27,033 | 249,571 | 80,760 | 47,593 | 41,925 |
| | 1987 | 944,098 | 202,808 | 190,313 | 115,655 | 142,079 | 116,889 | 26,586 | 40,174 | 21,631 | 219,018 | 66,452 | 46,525 | 32,776 |
| **JACKSON** | **1990** | **2,898,573** | **429,672** | **417,137** | **250,436** | **503,089** | **321,750** | **134,601** | **129,734** | **74,443** | **757,970** | **194,192** | **144,555** | **98,913** |
| | 1987 | 2,482,870 | 436,977 | 424,198 | 214,017 | 399,023 | 252,609 | 106,273 | 109,496 | 63,732 | 638,745 | 178,929 | 132,668 | 78,147 |
| Hinds | 1990 | 2,128,825 | 289,787 | 280,813 | 182,147 | 315,095 | 185,609 | 95,852 | 98,575 | 53,394 | 644,604 | 121,939 | 111,387 | 73,283 |
| | 1987 | 1,865,024 | 299,940 | 290,652 | 161,582 | 271,253 | 159,784 | 80,494 | 83,732 | 45,355 | 544,935 | 118,376 | 99,910 | 59,187 |
| Madison | 1990 | 374,859 | 51,304 | 49,286 | 33,315 | 135,739 | 95,264 | 35,363 | 14,937 | 5,617 | 38,641 | 21,129 | 9,393 | 9,020 |
| | 1987 | 291,207 | 50,360 | 48,379 | 23,765 | 88,582 | 62,169 | 22,987 | 10,662 | 4,010 | 37,739 | 21,731 | 9,121 | 6,724 |
| Rankin | 1990 | 394,889 | 88,581 | 87,038 | 34,974 | 52,255 | 40,877 | 3,386 | 16,222 | 15,432 | 74,725 | 51,124 | 23,775 | 16,610 |
| | 1987 | 326,639 | 86,677 | 85,167 | 28,670 | 39,188 | 30,656 | 2,792 | 15,102 | 14,367 | 56,071 | 38,822 | 23,637 | 12,236 |
| **PASCAGOULA** | **1990** | **565,295** | **125,324** | **117,833** | **53,167** | **72,801** | **54,785** | **22,092** | **16,935** | **9,794** | **110,497** | **53,267** | **39,660** | **29,470** |
| | 1987 | 504,395 | 132,463 | 124,545 | 48,249 | 65,277 | 49,124 | 18,320 | 14,507 | 8,390 | 96,988 | 41,014 | 34,068 | 22,027 |
| Jackson | 1990 | 565,295 | 125,324 | 117,833 | 53,167 | 72,801 | 54,785 | 22,092 | 16,935 | 9,794 | 110,497 | 53,267 | 39,660 | 29,470 |
| | 1987 | 504,395 | 132,463 | 124,545 | 48,249 | 65,277 | 49,124 | 18,320 | 14,507 | 8,390 | 96,988 | 41,014 | 34,068 | 22,027 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Adams | 1990 | 258,960 | 60,690 | 58,968 | 15,297 | 40,283 | 32,985 | 17,234 | 8,669 | 7,002 | 53,248 | 19,151 | 12,889 | 12,551 |
| | 1987 | 237,898 | 58,691 | 57,026 | 14,454 | 35,992 | 29,472 | 14,401 | 8,182 | 6,609 | 52,239 | 15,859 | 12,701 | 10,275 |
| Alcorn | 1990 | 211,731 | 42,014 | 40,929 | 17,706 | 25,633 | 16,310 | 18,629 | 8,625 | 6,301 | 39,959 | 11,679 | 17,251 | 9,231 |
| | 1987 | 181,661 | 40,481 | 39,416 | 15,395 | 20,622 | 13,122 | 13,552 | 6,653 | 4,861 | 34,507 | 11,230 | 15,524 | 6,974 |
| Amite | 1990 | 31,770 | 11,210 | 10,611 | 363 | 2,776 | | 447 | 625 | 469 | 4,165 | 5,456 | 1,853 | 2,000 |
| | 1987 | 28,293 | 10,579 | 10,014 | 418 | 2,270 | | 398 | 651 | 489 | 4,099 | 3,945 | 2,115 | 1,471 |
| Attala | 1990 | 86,302 | 21,682 | 20,321 | 5,528 | 9,015 | 6,869 | 4,430 | 1,106 | 871 | 12,341 | 11,257 | 4,360 | 6,489 |
| | 1987 | 74,353 | 20,624 | 19,329 | 4,639 | 8,420 | 6,416 | 3,766 | 1,677 | 1,322 | 10,709 | 8,040 | 4,183 | 4,715 |
| Benton | 1990 | 10,323 | 5,351 | 5,002 | 371 | 136 | | 143 | 204 | 204 | 904 | 3,044 | 94 | |
| | 1987 | 8,735 | 4,458 | 4,167 | 376 | 158 | | 108 | 263 | 263 | 783 | 2,416 | 110 | |
| Bolivar | 1990 | 172,971 | 54,054 | 52,567 | 8,763 | 13,875 | 10,010 | 7,875 | 6,602 | 5,601 | 31,108 | 19,912 | 4,575 | 8,791 |
| | 1987 | 149,968 | 49,871 | 48,499 | 7,772 | 12,451 | 8,983 | 6,722 | 5,757 | 4,885 | 27,311 | 13,829 | 4,819 | 6,725 |
| Calhoun | 1990 | 59,958 | 11,940 | 11,520 | 1,962 | 4,243 | | 2,888 | 938 | 938 | 14,970 | 4,944 | 5,951 | 3,011 |
| | 1987 | 52,246 | 12,626 | 12,182 | 1,852 | 3,903 | | 2,520 | 1,046 | 1,046 | 12,337 | 4,011 | 5,653 | 2,161 |
| Carroll | 1990 | 12,300 | 2,768 | 2,586 | 806 | | | 193 | 64 | | 2,859 | 1,585 | 1,579 | 809 |
| | 1987 | 11,569 | 3,097 | 2,893 | 778 | | | 157 | 89 | | 2,034 | 1,665 | 1,530 | 690 |
| Chickasaw | 1990 | 90,117 | 26,003 | 25,170 | 2,793 | 16,602 | 11,902 | 2,318 | 5,851 | 4,762 | 20,692 | 4,156 | 3,952 | 3,079 |
| | 1987 | 77,121 | 24,259 | 23,482 | 2,360 | 11,989 | 8,596 | 1,821 | 5,747 | 4,678 | 17,479 | 3,472 | 3,245 | 2,549 |
| Choctaw | 1990 | 24,427 | 6,033 | 5,863 | 1,061 | 1,126 | | 260 | 333 | 333 | 5,040 | 4,404 | 1,837 | 1,221 |
| | 1987 | 20,968 | 6,064 | 5,893 | 917 | 1,192 | | 322 | 289 | 289 | 4,188 | 3,409 | 1,443 | 1,025 |
| Claiborne | 1990 | 21,330 | 6,585 | 6,359 | 3,799 | 1,058 | | 238 | 627 | 186 | 661 | 4,444 | 601 | 1,073 |
| | 1987 | 21,030 | 7,616 | 7,355 | 3,434 | 1,098 | | 227 | 659 | 196 | 831 | 3,818 | 646 | 1,030 |
| Clarke | 1990 | 34,137 | 12,636 | 12,012 | 1,782 | 1,839 | | 620 | 2,538 | 2,538 | 1,909 | 5,904 | 1,264 | 1,619 |
| | 1987 | 33,657 | 13,426 | 12,763 | 1,600 | 2,002 | | 792 | 2,162 | 2,162 | 2,409 | 4,414 | 2,366 | 1,399 |
| Clay | 1990 | 92,046 | 22,818 | 19,210 | 5,584 | 11,940 | 8,861 | 1,301 | 2,079 | 1,707 | 23,791 | 5,954 | 6,098 | 3,589 |
| | 1987 | 78,649 | 22,352 | 18,986 | 4,833 | 10,029 | 7,444 | 1,422 | 2,019 | 1,659 | 19,195 | 4,930 | 4,789 | 2,824 |
| Coahoma | 1990 | 164,972 | 39,894 | 38,759 | 10,914 | 19,806 | 14,521 | 11,736 | 7,001 | 5,535 | 27,938 | 13,586 | 7,532 | 8,400 |
| | 1987 | 149,135 | 41,525 | 40,344 | 9,551 | 16,139 | 11,833 | 9,943 | 6,064 | 4,795 | 26,875 | 11,913 | 7,528 | 6,435 |
| Copiah | 1990 | 110,502 | 27,964 | 27,085 | 4,369 | 13,836 | 6,875 | 2,262 | 1,946 | 1,946 | 27,865 | 10,919 | 2,598 | 7,242 |
| | 1987 | 95,883 | 26,919 | 26,073 | 3,833 | 10,769 | 5,352 | 1,778 | 2,044 | 2,044 | 24,421 | 9,752 | 2,556 | 5,655 |
| Covington | 1990 | 55,311 | 15,195 | 14,529 | 1,563 | 3,538 | | 643 | 1,156 | 541 | 23,903 | 2,636 | 955 | 3,050 |
| | 1987 | 48,533 | 14,705 | 14,060 | 1,420 | 3,005 | | 593 | 1,104 | 517 | 19,224 | 2,394 | 1,779 | 2,461 |
| ☐ De Soto | 1990 | 279,696 | 98,023 | 94,870 | 20,908 | 53,778 | 42,421 | 4,203 | 7,378 | 3,283 | 39,701 | 15,052 | 7,272 | 15,036 |
| | 1987 | 228,260 | 88,996 | 86,133 | 15,799 | 37,275 | 29,404 | 4,104 | 5,132 | 2,284 | 33,505 | 10,958 | 9,683 | 10,343 |
| Forrest | 1990 | 586,539 | 110,109 | 105,703 | 60,967 | 102,304 | 77,876 | 31,501 | 26,019 | 11,578 | 122,118 | 19,613 | 42,922 | 20,430 |
| | 1987 | 513,254 | 108,088 | 103,763 | 53,729 | 83,817 | 63,804 | 25,502 | 22,982 | 10,227 | 105,718 | 20,221 | 41,020 | 16,724 |
| Franklin | 1990 | 18,775 | 5,950 | 5,500 | 309 | 1,758 | | 126 | 269 | 151 | 4,385 | 2,453 | 1,260 | 1,297 |
| | 1987 | 17,130 | 5,636 | 5,210 | 284 | 1,441 | | 223 | 493 | 279 | 4,103 | 1,693 | 1,219 | 1,302 |
| George | 1990 | 50,748 | 17,547 | 16,907 | 3,748 | 4,099 | | 705 | 1,420 | 802 | 7,325 | 3,862 | 2,580 | 3,221 |
| | 1987 | 44,440 | 16,787 | 16,175 | 3,265 | 3,756 | | 575 | 1,041 | 589 | 6,983 | 3,024 | 2,440 | 2,318 |
| Greene | 1990 | 25,280 | 9,019 | 8,588 | 735 | 2,038 | | 105 | 56 | 56 | 8,332 | 2,254 | 869 | 1,235 |
| | 1987 | 20,999 | 7,871 | 7,495 | 620 | 1,444 | | 93 | 58 | 58 | 6,424 | 1,601 | 984 | 1,199 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1990<br>U.S. CENSUS 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **MISSISSIPPI (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Grenada | 1990 | 163,999 | 42,493 | 40,948 | 11,381 | 11,989 | 6,538 | 5,868 | 3,028 | 2,750 | 56,540 | 9,384 | 7,688 | 4,882 |
| | 1987 | 141,816 | 37,103 | 35,754 | 9,262 | 11,505 | 6,275 | 4,944 | 2,547 | 2,314 | 50,358 | 8,121 | 6,181 | 3,617 |
| Hancock | 1990 | 121,659 | 41,203 | 39,066 | 8,068 | 12,638 | 11,345 | 2,322 | 1,924 | 1,161 | 23,304 | 11,202 | 6,454 | 7,576 |
| | 1987 | 107,088 | 39,292 | 37,254 | 7,408 | 10,279 | 9,228 | 2,165 | 1,756 | 1,060 | 20,558 | 8,912 | 6,011 | 5,332 |
| Harrison | 1990 | 1,078,947 | 215,687 | 202,399 | 128,657 | 166,985 | 137,379 | 28,180 | 50,208 | 27,033 | 249,571 | 80,760 | 47,593 | 41,925 |
| | 1987 | 944,098 | 202,808 | 190,313 | 115,655 | 142,079 | 116,889 | 26,586 | 40,174 | 21,631 | 219,018 | 66,452 | 46,525 | 32,776 |
| Hinds | 1990 | 2,128,825 | 289,787 | 280,813 | 182,147 | 315,095 | 185,609 | 95,852 | 98,575 | 53,394 | 644,604 | 121,939 | 111,387 | 73,283 |
| | 1987 | 1,865,024 | 299,940 | 290,652 | 161,582 | 271,253 | 159,784 | 80,494 | 83,732 | 45,355 | 544,935 | 118,376 | 99,910 | 59,187 |
| Holmes | 1990 | 48,329 | 16,236 | 15,775 | 1,577 | 3,607 | | 1,358 | 1,112 | 1,112 | 3,521 | 3,978 | 3,107 | 5,265 |
| | 1987 | 47,219 | 18,720 | 18,188 | 1,483 | 3,211 | | 1,206 | 971 | 971 | 4,271 | 4,010 | 3,067 | 4,012 |
| Humphreys | 1990 | 41,741 | 11,611 | 11,330 | 1,091 | 2,560 | | 1,630 | 1,530 | 1,330 | 1,482 | 8,742 | 3,027 | 1,761 |
| | 1987 | 37,366 | 12,568 | 12,264 | 1,182 | 2,227 | | 1,413 | 1,528 | 1,329 | 1,387 | 6,792 | 3,146 | 1,467 |
| Issaquena | 1990 | 1,068 | 946 | 896 | | | | | | | 49 | | | |
| | 1987 | 913 | 777 | 736 | | | | | | | 55 | | | |
| Itawamba | 1990 | 46,002 | 11,607 | 11,192 | 3,556 | 10,545 | 9,020 | 1,243 | 1,008 | 279 | 9,629 | 1,450 | 1,109 | 3,193 |
| | 1987 | 43,684 | 12,009 | 11,580 | 3,025 | 9,105 | 7,789 | 1,126 | 986 | 273 | 9,740 | 1,621 | 1,255 | 2,370 |
| Jackson | 1990 | 565,295 | 125,324 | 117,833 | 53,167 | 72,801 | 54,785 | 22,092 | 16,935 | 9,794 | 110,497 | 53,267 | 39,660 | 29,470 |
| | 1987 | 504,395 | 132,463 | 124,545 | 48,249 | 65,277 | 49,124 | 18,320 | 14,507 | 8,390 | 96,988 | 41,014 | 34,068 | 22,027 |
| Jasper | 1990 | 46,324 | 13,975 | 13,122 | 1,655 | 1,723 | | 307 | 732 | 732 | 10,055 | 3,132 | 4,576 | 3,272 |
| | 1987 | 41,541 | 13,468 | 12,646 | 1,598 | 1,886 | | 263 | 723 | 723 | 9,119 | 2,825 | 4,364 | 2,513 |
| Jefferson | 1990 | 10,606 | 4,838 | 4,491 | 103 | 1,215 | | 261 | 46 | | 509 | 1,897 | 67 | 788 |
| | 1987 | 9,871 | 4,551 | 4,225 | 170 | 999 | | 340 | 70 | | 502 | 1,603 | 121 | 720 |
| Jefferson Davis | 1990 | 50,187 | 14,459 | 13,783 | 1,716 | 7,226 | | 556 | 143 | 143 | 13,331 | 2,612 | 1,879 | 4,028 |
| | 1987 | 43,673 | 14,009 | 13,354 | 1,535 | 5,648 | | 470 | 245 | 245 | 10,976 | 1,962 | 2,057 | 2,767 |
| Jones | 1990 | 342,827 | 80,372 | 74,316 | 24,724 | 57,253 | 50,517 | 20,994 | 14,436 | 7,626 | 70,124 | 11,794 | 15,074 | 16,583 |
| | 1987 | 308,784 | 77,533 | 71,691 | 22,574 | 49,465 | 43,646 | 17,461 | 13,667 | 7,220 | 63,583 | 11,940 | 14,874 | 13,418 |
| Kemper | 1990 | 22,769 | 7,249 | 6,678 | 796 | 396 | | 563 | 660 | 660 | 1,226 | 3,336 | 1,207 | 293 |
| | 1987 | 19,624 | 7,122 | 6,561 | 671 | 533 | | 384 | 590 | 590 | 1,180 | 2,507 | 1,451 | 365 |
| Lafayette | 1990 | 156,939 | 33,558 | 32,427 | 16,958 | 17,456 | 13,153 | 18,228 | 5,405 | 3,252 | 18,564 | 9,964 | 10,595 | 6,537 |
| | 1987 | 131,611 | 32,665 | 31,564 | 13,926 | 14,144 | 10,658 | 12,455 | 4,301 | 2,588 | 17,407 | 8,670 | 9,587 | 4,998 |
| Lamar | 1990 | 71,004 | 21,616 | 20,610 | 1,813 | 2,875 | 1,807 | 197 | 485 | | 19,924 | 3,422 | 6,272 | 5,819 |
| | 1987 | 59,498 | 21,328 | 20,335 | 1,531 | 2,476 | 1,557 | 161 | 335 | | 15,284 | 2,616 | 5,303 | 4,194 |
| Lauderdale | 1990 | 564,593 | 106,536 | 102,834 | 44,600 | 89,091 | 63,841 | 24,954 | 21,648 | 15,436 | 141,325 | 34,030 | 26,661 | 23,926 |
| | 1987 | 493,666 | 102,947 | 99,370 | 40,194 | 75,150 | 53,852 | 19,355 | 18,680 | 13,321 | 122,219 | 29,664 | 27,561 | 19,511 |
| Lawrence | 1990 | 33,311 | 11,442 | 10,807 | 1,824 | 1,061 | | 390 | 1,683 | 82 | 7,101 | 3,470 | 1,405 | 3,285 |
| | 1987 | 31,966 | 11,580 | 10,937 | 1,619 | 859 | | 292 | 1,496 | 73 | 7,476 | 3,031 | 1,631 | 2,569 |
| Leake | 1990 | 79,008 | 18,721 | 17,315 | 3,468 | 12,772 | 7,957 | 2,660 | 2,162 | 1,202 | 22,527 | 2,045 | 6,427 | 4,248 |
| | 1987 | 70,031 | 18,688 | 17,284 | 2,992 | 11,218 | 6,990 | 2,180 | 1,925 | 1,071 | 18,185 | 2,239 | 5,772 | 3,446 |
| Lee | 1990 | 571,677 | 89,280 | 86,522 | 43,969 | 84,238 | 73,673 | 29,237 | 23,757 | 13,744 | 161,826 | 22,350 | 50,549 | 19,022 |
| | 1987 | 481,447 | 87,456 | 84,754 | 35,533 | 68,973 | 60,323 | 22,780 | 19,651 | 11,369 | 133,633 | 19,416 | 43,578 | 14,613 |
| Leflore | 1990 | 221,394 | 51,038 | 49,709 | 27,985 | 21,317 | 14,863 | 10,361 | 12,948 | 8,912 | 39,970 | 15,540 | 4,688 | 10,140 |
| | 1987 | 195,858 | 49,539 | 48,249 | 23,703 | 19,225 | 13,405 | 8,644 | 11,257 | 7,749 | 36,347 | 13,865 | 5,837 | 7,839 |
| Lincoln | 1990 | 178,733 | 33,689 | 32,124 | 10,523 | 31,261 | 16,363 | 8,947 | 5,971 | 3,838 | 47,936 | 16,360 | 3,379 | 9,969 |
| | 1987 | 155,110 | 34,138 | 32,552 | 9,089 | 23,971 | 12,548 | 7,617 | 5,074 | 3,262 | 40,512 | 12,064 | 5,170 | 8,139 |
| Lowndes | 1990 | 408,529 | 67,656 | 64,173 | 35,264 | 79,490 | 67,571 | 26,390 | 17,381 | 11,367 | 119,703 | 8,025 | 17,305 | 14,209 |
| | 1987 | 347,684 | 68,525 | 64,997 | 29,194 | 60,115 | 51,102 | 21,420 | 14,665 | 9,591 | 92,660 | 11,525 | 15,964 | 10,507 |
| Madison | 1990 | 374,859 | 51,304 | 49,286 | 33,315 | 135,739 | 95,264 | 35,363 | 14,937 | 5,617 | 38,641 | 21,129 | 9,393 | 9,020 |
| | 1987 | 291,207 | 50,360 | 48,379 | 23,765 | 88,582 | 62,169 | 22,987 | 10,662 | 4,010 | 37,739 | 21,731 | 9,121 | 6,724 |
| Marion | 1990 | 118,296 | 32,490 | 31,120 | 5,420 | 15,327 | 4,154 | 8,158 | 3,954 | 2,800 | 20,619 | 8,789 | 5,742 | 6,862 |
| | 1987 | 106,855 | 34,699 | 33,236 | 4,984 | 12,761 | 3,459 | 6,701 | 3,652 | 2,587 | 17,483 | 6,813 | 6,066 | 5,419 |
| Marshall | 1990 | 73,150 | 26,120 | 24,520 | 3,036 | 13,432 | 8,569 | 1,110 | 1,016 | 856 | 8,198 | 9,171 | 2,559 | 2,979 |
| | 1987 | 64,212 | 24,001 | 22,531 | 2,771 | 10,770 | 6,871 | 928 | 880 | 742 | 7,946 | 7,156 | 2,519 | 2,211 |
| Monroe | 1990 | 148,369 | 39,565 | 37,849 | 8,545 | 23,468 | 17,650 | 5,100 | 8,986 | 3,288 | 33,521 | 5,784 | 4,000 | 10,083 |
| | 1987 | 129,545 | 38,079 | 36,427 | 7,411 | 18,796 | 14,137 | 4,522 | 6,764 | 2,476 | 29,941 | 4,681 | 5,313 | 7,449 |
| Montgomery | 1990 | 47,189 | 14,824 | 14,442 | 2,170 | 10,353 | 7,941 | 1,025 | 2,497 | 1,433 | 4,768 | 3,499 | 2,038 | 2,636 |
| | 1987 | 43,031 | 14,738 | 14,358 | 1,992 | 8,656 | 6,640 | 919 | 2,008 | 1,153 | 4,728 | 3,041 | 2,045 | 2,138 |
| Neshoba | 1990 | 130,326 | 39,950 | 38,391 | 6,585 | 20,704 | 14,223 | 5,351 | 4,554 | 2,818 | 29,153 | 4,425 | 6,903 | 4,470 |
| | 1987 | 110,294 | 36,969 | 35,526 | 5,266 | 16,333 | 11,221 | 4,613 | 3,225 | 1,996 | 22,666 | 4,764 | 6,824 | 3,486 |
| Newton | 1990 | 81,382 | 18,932 | 18,434 | 3,872 | 7,551 | | 4,613 | 2,313 | 1,261 | 24,427 | 3,501 | 11,908 | 1,995 |
| | 1987 | 68,591 | 18,616 | 18,126 | 3,212 | 5,825 | | 3,133 | 1,733 | 945 | 19,827 | 3,079 | 9,445 | 1,564 |
| Noxubee | 1990 | 29,100 | 10,441 | 9,986 | 841 | 2,862 | | 511 | 1,233 | 733 | 5,544 | 2,802 | 1,216 | 1,673 |
| | 1987 | 26,082 | 10,302 | 9,853 | 667 | 2,454 | | 433 | 1,171 | 697 | 4,538 | 2,330 | 1,360 | 1,473 |
| Oktibbeha | 1990 | 171,316 | 34,622 | 33,792 | 16,166 | 21,276 | 16,957 | 18,498 | 11,526 | 7,807 | 29,374 | 10,865 | 11,838 | 4,355 |
| | 1987 | 147,138 | 34,006 | 33,191 | 14,222 | 17,239 | 13,740 | 13,019 | 9,176 | 6,216 | 25,383 | 10,964 | 10,233 | 3,569 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1990<br>U.S. CENSUS 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **MISSISSIPPI (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Panola | 1990 | 144,318 | 43,796 | 37,467 | 6,709 | 9,297 | 2,866 | 4,252 | 6,379 | 2,148 | 30,935 | 15,903 | 5,856 | 8,515 |
| | 1987 | 119,871 | 39,814 | 34,060 | 5,468 | 8,914 | 2,749 | 3,566 | 4,492 | 1,513 | 26,407 | 10,870 | 5,323 | 6,121 |
| Pearl River | 1990 | 171,501 | 43,554 | 41,859 | 12,435 | 18,896 | 10,461 | 5,105 | 5,177 | 1,875 | 53,076 | 13,624 | 3,705 | 8,378 |
| | 1987 | 151,273 | 41,518 | 39,902 | 10,901 | 15,734 | 8,711 | 4,090 | 5,033 | 1,824 | 44,794 | 9,952 | 5,187 | 7,303 |
| Perry | 1990 | 22,116 | 9,914 | 9,619 | 2,302 | 2,559 | | 339 | 100 | | 1,614 | 263 | 10 | 1,808 |
| | 1987 | 19,997 | 9,975 | 9,678 | 1,727 | 2,411 | | 347 | 182 | | 1,392 | 481 | 12 | 1,268 |
| Pike | 1990 | 234,020 | 48,594 | 47,633 | 17,573 | 27,670 | 11,000 | 17,021 | 6,536 | 4,246 | 61,160 | 14,651 | 11,779 | 13,144 |
| | 1987 | 208,089 | 47,442 | 46,504 | 16,908 | 22,884 | 9,098 | 13,553 | 6,941 | 4,5[illegible]2 | 51,714 | 12,838 | 11,685 | 10,569 |
| Pontotoc | 1990 | 67,433 | 17,570 | 16,612 | 4,593 | 12,140 | 9,629 | 5,693 | 1,977 | 8[illegible] | 12,759 | 2,841 | 2,719 | 2,400 |
| | 1987 | 58,233 | 18,160 | 17,170 | 3,788 | 9,565 | 7,587 | 4,000 | 1,606 | 677 | 10,094 | 2,698 | 2,602 | 1,916 |
| Prentiss | 1990 | 136,991 | 35,178 | 34,014 | 5,555 | 16,496 | 13,278 | 1,481 | 5,597 | 4,361 | 48,650 | 6,287 | 2,827 | 5,401 |
| | 1987 | 112,327 | 33,016 | 31,924 | 4,931 | 12,661 | 10,192 | 1,575 | 4,176 | 3,254 | 36,634 | 4,805 | 3,149 | 4,037 |
| Quitman | 1990 | 25,919 | 7,314 | 6,837 | 333 | 2,459 | | 339 | 240 | | 3,372 | 1,548 | 365 | 2,363 |
| | 1987 | 24,965 | 8,579 | 8,020 | 422 | 2,495 | | 482 | 352 | | 3,364 | 1,259 | 493 | 2,004 |
| Rankin | 1990 | 394,889 | 88,581 | 87,038 | 34,974 | 52,255 | 40,877 | 3,386 | 16,222 | 15,432 | 74,725 | 51,124 | 23,775 | 16,610 |
| | 1987 | 326,639 | 86,677 | 85,167 | 28,670 | 39,188 | 30,656 | 2,792 | 15,102 | 14,367 | 56,071 | 38,822 | 23,637 | 12,236 |
| Scott | 1990 | 114,534 | 37,491 | 36,119 | 6,791 | 6,080 | | 2,320 | 4,264 | 3,975 | 22,001 | 6,535 | 7,974 | 6,807 |
| | 1987 | 99,346 | 34,096 | 32,848 | 5,668 | 6,368 | | 1,920 | 3,475 | 3,240 | 19,773 | 6,090 | 7,278 | 5,018 |
| Sharkey | 1990 | 16,639 | 6,754 | 6,433 | 581 | 1,842 | | 298 | 746 | 746 | 691 | 2,037 | 890 | 841 |
| | 1987 | 15,907 | 7,078 | 6,742 | 571 | 1,690 | | 283 | 552 | 552 | 698 | 1,705 | 994 | 688 |
| Simpson | 1990 | 107,446 | 28,172 | 26,736 | 7,830 | 10,912 | | 4,581 | 2,013 | 1,080 | 26,098 | 9,306 | 4,643 | 7,221 |
| | 1987 | 91,472 | 26,535 | 25,182 | 6,278 | 9,044 | | 3,972 | 1,763 | 947 | 22,539 | 7,161 | 4,192 | 5,285 |
| Smith | 1990 | 33,330 | 16,599 | 15,971 | 617 | 2,120 | | 320 | 325 | 325 | 4,432 | 2,333 | 1,399 | 1,730 |
| | 1987 | 30,889 | 15,021 | 14,453 | 550 | 1,696 | | 270 | 354 | 354 | 5,055 | 2,018 | 1,696 | 1,305 |
| Stone | 1990 | 51,542 | 12,834 | 12,264 | 3,578 | 6,225 | | 732 | 543 | 399 | 15,066 | 3,657 | 2,878 | 2,049 |
| | 1987 | 44,119 | 11,881 | 11,353 | 2,961 | 4,264 | | 598 | 451 | 332 | 12,567 | 3,590 | 3,265 | 1,602 |
| Sunflower | 1990 | 135,382 | 45,420 | 42,695 | 6,904 | 14,813 | 9,377 | 4,579 | 2,789 | 2,332 | 21,018 | 20,620 | 1,198 | 5,550 |
| | 1987 | 113,376 | 40,191 | 37,780 | 5,797 | 12,411 | 7,857 | 3,768 | 2,189 | 1,831 | 19,226 | 14,602 | 1,254 | 4,118 |
| Tallahatchie | 1990 | 35,293 | 14,273 | 13,006 | 1,451 | 979 | | 403 | 213 | | 6,717 | 2,765 | 2,144 | 3,128 |
| | 1987 | 30,571 | 13,103 | 11,940 | 1,224 | 1,247 | | 393 | 396 | | 5,549 | 2,080 | 1,948 | 2,334 |
| Tate | 1990 | 123,999 | 33,459 | 32,583 | 5,554 | 15,133 | 11,477 | 2,236 | 1,383 | 1,383 | 43,568 | 11,602 | 3,082 | 3,042 |
| | 1987 | 105,486 | 33,375 | 32,501 | 5,683 | 11,548 | 8,759 | 2,177 | 1,057 | 1,057 | 32,627 | 10,046 | 2,694 | 2,203 |
| Tippah | 1990 | 93,419 | 24,281 | 23,323 | 4,048 | 12,687 | 8,872 | 1,837 | 6,742 | 5,520 | 22,993 | 7,248 | 6,676 | 4,242 |
| | 1987 | 79,939 | 22,585 | 21,694 | 3,432 | 10,190 | 7,127 | 1,610 | 5,081 | 4,161 | 18,798 | 5,682 | 6,566 | 3,125 |
| Tishomingo | 1990 | 68,051 | 19,331 | 18,769 | 3,321 | 10,457 | 8,230 | 1,311 | 3,712 | 2,370 | 19,055 | 3,308 | 1,855 | 3,533 |
| | 1987 | 59,652 | 20,146 | 19,560 | 2,719 | 8,691 | 6,841 | 1,221 | 3,136 | 2,003 | 14,018 | 2,738 | 2,317 | 2,692 |
| Tunica | 1990 | 27,654 | 7,704 | 7,356 | 1,618 | 1,091 | | 897 | 827 | 149 | 10,672 | 773 | 711 | 965 |
| | 1987 | 25,411 | 7,432 | 7,096 | 1,559 | 1,205 | | 695 | 754 | 137 | 8,857 | 722 | 1,021 | 1,085 |
| Union | 1990 | 99,605 | 26,581 | 25,446 | 5,999 | 15,024 | 10,032 | 5,152 | 3,943 | 2,469 | 17,621 | 4,027 | 12,362 | 5,049 |
| | 1987 | 83,760 | 22,954 | 21,974 | 5,320 | 12,393 | 8,276 | 4,049 | 3,132 | 1,962 | 14,183 | 4,690 | 9,415 | 3,557 |
| Walthall | 1990 | 52,667 | 11,801 | 11,124 | 1,347 | 7,544 | | 1,021 | 1,007 | 1,007 | 13,172 | 9,148 | 3,198 | 2,437 |
| | 1987 | 44,671 | 10,507 | 9,904 | 1,315 | 6,061 | | 1,091 | 924 | 924 | 11,503 | 6,503 | 2,917 | 1,768 |
| Warren | 1990 | 353,429 | 75,282 | 73,922 | 24,239 | 63,098 | 58,983 | 18,689 | 9,385 | 4,442 | 74,698 | 39,908 | 13,293 | 11,723 |
| | 1987 | 304,731 | 75,007 | 73,652 | 23,004 | 50,365 | 47,081 | 14,333 | 8,533 | 4,039 | 63,336 | 28,938 | 12,143 | 10,052 |
| Washington | 1990 | 416,709 | 88,059 | 84,684 | 26,360 | 64,038 | 55,211 | 25,309 | 14,146 | 9,212 | 103,348 | 31,407 | 11,795 | 15,942 |
| | 1987 | 362,451 | 85,835 | 82,545 | 23,196 | 55,397 | 47,762 | 21,044 | 13,188 | 8,589 | 88,165 | 22,566 | 12,254 | 12,168 |
| Wayne | 1990 | 78,747 | 17,635 | 16,987 | 4,270 | 17,313 | 13,161 | 5,956 | 1,891 | 1,097 | 13,077 | 6,598 | 6,427 | 3,228 |
| | 1987 | 68,768 | 18,276 | 17,604 | 3,717 | 11,882 | 9,033 | 4,393 | 2,206 | 1,281 | 11,220 | 5,947 | 5,861 | 2,656 |
| Webster | 1990 | 34,205 | 11,669 | 11,089 | 1,746 | 4,774 | | 548 | 715 | 92 | 6,878 | 2,399 | 2,824 | 1,459 |
| | 1987 | 29,890 | 10,294 | 9,782 | 1,424 | 3,654 | | 576 | 804 | 105 | 6,035 | 2,054 | 2,653 | 1,243 |
| Wilkinson | 1990 | 27,866 | 9,858 | 9,528 | 2,076 | 2,260 | | 430 | 231 | 142 | 5,538 | 3,700 | 2,519 | 651 |
| | 1987 | 25,295 | 9,737 | 9,411 | 1,627 | 2,219 | | 387 | 331 | 205 | 4,617 | 3,094 | 2,133 | 623 |
| Winston | 1990 | 80,384 | 16,414 | 15,617 | 3,745 | 16,319 | 12,265 | 3,684 | 2,415 | 1,033 | 20,868 | 2,428 | 6,461 | 4,310 |
| | 1987 | 67,314 | 15,685 | 14,923 | 3,058 | 12,119 | 9,109 | 2,784 | 2,212 | 947 | 16,912 | 2,415 | 5,487 | 3,470 |
| Yalobusha | 1990 | 40,515 | 10,799 | 10,151 | 1,472 | 3,746 | | 1,584 | 1,287 | 1,085 | 6,257 | 8,349 | 3,502 | 1,689 |
| | 1987 | 39,855 | 14,337 | 13,477 | 1,525 | 3,329 | | 1,079 | 1,297 | 1,094 | 5,558 | 6,356 | 3,340 | 1,334 |
| Yazoo | 1990 | 88,068 | 16,296 | 15,466 | 3,406 | 13,862 | 6,924 | 4,646 | 2,547 | 2,320 | 21,045 | 8,276 | 3,725 | 7,293 |
| | 1987 | 80,914 | 19,153 | 18,178 | 3,267 | 11,672 | 5,831 | 4,358 | 2,475 | 2,255 | 17,988 | 7,079 | 3,678 | 5,432 |
| **TOTAL METRO COUNTIES** | **1990** | **4,944,170** | **909,909** | **871,305** | **461,236** | **809,291** | **567,680** | **191,398** | **206,179** | **115,714** | **1,181,043** | **354,473** | **245,534** | **192,920** |
| | 1987 | 4,266,711 | 900,536 | 862,443 | 401,128 | 653,933 | 457,254 | 157,448 | 171,065 | 97,097 | 1,008,814 | 306,265 | 228,955 | 148,625 |
| **TOTAL STATE** | **1990** | **13,802,619** | **3,010,269** | **2,880,390** | **1,055,747** | **2,016,078** | **1,390,452** | **614,325** | **519,651** | **315,339** | **3,201,881** | **963,594** | **704,590** | **598,429** |
| | 1987 | 11,987,915 | 2,944,259 | 2,817,714 | 920,504 | 1,650,083 | 1,132,502 | 497,756 | 444,457 | 271,361 | 2,731,712 | 814,179 | 667,886 | 465,907 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1990<br>U.S. CENSUS 1987<br>METRO AREA<br>County | Year | Total Retail Sales ($000) | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drugstores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Total ($000) | Supermarkets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **MISSOURI** | | | | | | | | | | | | | | |
| **COLUMBIA** | 1990 | 890,388 | 140,678 | 137,419 | 79,397 | 135,662 | 106,883 | 42,686 | 37,436 | 19,843 | 215,262 | 61,857 | 86,250 | 13,038 |
| | 1987 | 742,606 | 123,618 | 120,754 | 71,445 | 105,969 | 83,490 | 36,484 | 37,222 | 19,730 | 172,091 | 48,088 | 69,349 | 15,022 |
| Boone | 1990 | 890,388 | 140,678 | 137,419 | 79,397 | 135,662 | 106,883 | 42,686 | 37,436 | 19,843 | 215,262 | 61,857 | 86,250 | 13,038 |
| | 1987 | 742,606 | 123,618 | 120,754 | 71,445 | 105,969 | 83,490 | 36,484 | 37,222 | 19,730 | 172,091 | 48,088 | 69,349 | 15,022 |
| **JOPLIN** | 1990 | 1,024,703 | 197,262 | 192,568 | 87,934 | 168,179 | 131,314 | 42,225 | 28,670 | 18,543 | 240,978 | 128,995 | 67,144 | 17,617 |
| | 1987 | 891,952 | 170,246 | 166,223 | 80,476 | 139,665 | 109,102 | 39,240 | 32,311 | 20,608 | 210,769 | 95,553 | 58,530 | 18,191 |
| Jasper | 1990 | 823,772 | 157,765 | 153,595 | 70,694 | 150,763 | 124,891 | 36,466 | 16,977 | 9,803 | 185,947 | 108,544 | 49,275 | 11,512 |
| | 1987 | 717,568 | 134,032 | 130,489 | 65,327 | 125,312 | 103,808 | 34,744 | 20,852 | 12,042 | 164,430 | 77,743 | 44,108 | 13,395 |
| Newton | 1990 | 200,931 | 39,497 | 38,973 | 17,240 | 17,416 | 6,423 | 5,759 | 11,693 | 8,740 | 55,031 | 20,451 | 17,869 | 6,105 |
| | 1987 | 174,384 | 36,214 | 35,734 | 15,149 | 14,353 | 5,294 | 4,496 | 11,459 | 8,566 | 46,339 | 17,810 | 14,422 | 4,796 |
| **KANSAS CITY** | 1990 | 12,486,466 | 2,346,390 | 2,264,564 | 1,230,352 | 1,801,033 | 1,512,143 | 570,294 | 517,350 | 269,194 | 3,181,436 | 936,887 | 660,705 | 345,505 |
| | 1987 | 10,524,874 | 1,900,381 | 1,833,822 | 1,062,328 | 1,473,495 | 1,237,261 | 469,722 | 529,553 | 274,184 | 2,580,125 | 771,216 | 555,633 | 312,862 |
| Cass | 1990 | 318,889 | 75,128 | 73,842 | 24,328 | 27,164 | 26,015 | 1,088 | 6,720 | 4,302 | 82,567 | 48,548 | 23,724 | 16,081 |
| | 1987 | 264,033 | 61,121 | 60,075 | 20,920 | 25,701 | 24,615 | 1,110 | 6,924 | 4,433 | 67,644 | 34,934 | 19,415 | 13,508 |
| Clay | 1990 | 1,381,528 | 233,459 | 224,984 | 117,264 | 236,779 | 213,534 | 55,593 | 61,494 | 32,607 | 348,492 | 103,254 | 96,788 | 36,761 |
| | 1987 | 1,164,542 | 194,311 | 187,257 | 99,559 | 200,439 | 180,762 | 43,511 | 61,918 | 32,832 | 287,001 | 88,651 | 79,943 | 32,378 |
| Jackson | 1990 | 5,343,897 | 936,063 | 902,795 | 597,298 | 803,765 | 641,348 | 297,981 | 187,068 | 85,012 | 1,344,482 | 383,799 | 263,171 | 152,937 |
| | 1987 | 4,723,882 | 791,410 | 763,283 | 542,015 | 661,890 | 528,142 | 246,001 | 207,045 | 94,091 | 1,157,788 | 329,027 | 234,216 | 146,542 |
| Lafayette | 1990 | 117,818 | 32,349 | 31,699 | 12,398 | 10,933 | 7,759 | 863 | 1,658 | 1,410 | 19,012 | 27,282 | 3,801 | 4,002 |
| | 1987 | 104,387 | 28,083 | 27,519 | 11,146 | 9,657 | 6,854 | 1,140 | 2,273 | 1,934 | 19,027 | 18,960 | 4,313 | 3,780 |
| Platte | 1990 | 321,751 | 130,404 | 127,716 | 55,421 | 16,945 | 15,439 | 4,430 | 6,684 | 5,014 | 19,312 | 36,400 | 32,896 | 6,122 |
| | 1987 | 260,883 | 94,023 | 92,085 | 46,165 | 14,949 | 13,621 | 3,888 | 6,521 | 4,893 | 17,266 | 30,544 | 27,028 | 6,651 |
| Ray | 1990 | 79,103 | 14,581 | 14,103 | 4,916 | 11,883 | 11,211 | 686 | 1,588 | 1,083 | 12,789 | 19,357 | 6,689 | 3,336 |
| | 1987 | 68,042 | 12,595 | 12,182 | 4,547 | 9,773 | 9,221 | 720 | 1,724 | 1,176 | 10,718 | 14,970 | 5,815 | 3,013 |
| *Johnson, Kans.* | *1990* | *3,618,601* | *648,262* | *624,931* | *291,775* | *533,816* | *454,519* | *177,702* | *217,576* | *121,334* | *1,011,475* | *203,973* | *165,171* | *86,966* |
| | *1987* | *2,837,428* | *480,943* | *463,634* | *231,426* | *415,183* | *353,510* | *145,437* | *206,192* | *114,986* | *746,913* | *159,964* | *127,385* | *69,773* |
| *Leavenworth, Kans.* | *1990* | *285,822* | *60,537* | *59,961* | *22,469* | *46,367* | *45,534* | *5,605* | *8,822* | *6,738* | *77,450* | *21,133* | *18,678* | *2,890* |
| | *1987* | *234,919* | *50,648* | *50,166* | *19,548* | *34,561* | *33,941* | *5,278* | *9,604* | *7,336* | *62,793* | *15,934* | *14,707* | *3,336* |
| *Miami, Kans.* | *1990* | *111,240* | *26,454* | *25,882* | *8,031* | *9,296* | *8,945* | *1,009* | *2,687* | *1,980* | *34,879* | *13,095* | *6,646* | *3,361* |
| | *1987* | *91,623* | *22,714* | *22,223* | *6,683* | *9,032* | *8,692* | *933* | *3,091* | *2,279* | *26,792* | *9,076* | *5,492* | *3,072* |
| *Wyandotte, Kans.* | *1990* | *907,817* | *189,153* | *178,651* | *96,452* | *104,085* | *87,839* | *25,337* | *23,053* | *9,714* | *230,978* | *80,046* | *43,141* | *33,049* |
| | *1987* | *775,135* | *164,533* | *155,398* | *80,319* | *92,310* | *77,903* | *21,704* | *24,261* | *10,224* | *184,183* | *69,156* | *37,319* | *30,809* |
| **ST. JOSEPH** | 1990 | 619,772 | 119,016 | 113,131 | 58,940 | 125,751 | 102,971 | 10,512 | 18,154 | 10,514 | 139,528 | 83,276 | 21,645 | 12,723 |
| | 1987 | 549,642 | 108,983 | 103,594 | 53,396 | 104,510 | 85,578 | 12,832 | 20,468 | 11,855 | 126,576 | 60,044 | 21,142 | 13,182 |
| Buchanan | 1990 | 619,772 | 119,016 | 113,131 | 58,940 | 125,751 | 102,971 | 10,512 | 18,154 | 10,514 | 139,528 | 83,276 | 21,645 | 12,723 |
| | 1987 | 549,642 | 108,983 | 103,594 | 53,396 | 104,510 | 85,578 | 12,832 | 20,468 | 11,855 | 126,576 | 60,044 | 21,142 | 13,182 |
| **ST. LOUIS** | 1990 | 18,177,891 | 3,439,997 | 3,251,683 | 1,941,579 | 2,609,598 | 2,287,755 | 841,707 | 726,728 | 405,030 | 4,189,976 | 1,591,140 | 915,594 | 608,592 |
| | 1987 | 15,647,454 | 2,938,619 | 2,776,587 | 1,691,562 | 2,185,875 | 1,917,139 | 726,175 | 762,661 | 426,119 | 3,553,415 | 1,286,562 | 804,615 | 534,831 |
| Franklin | 1990 | 500,634 | 108,475 | 106,045 | 36,960 | 48,927 | 40,219 | 12,792 | 13,324 | 7,087 | 118,563 | 81,151 | 35,320 | 14,181 |
| | 1987 | 425,797 | 93,702 | 91,603 | 31,847 | 39,376 | 32,369 | 11,218 | 14,426 | 7,674 | 101,103 | 60,481 | 32,823 | 12,769 |
| Jefferson | 1990 | 835,434 | 219,961 | 213,048 | 62,711 | 123,089 | 115,157 | 8,067 | 14,928 | 10,158 | 146,579 | 146,066 | 65,369 | 13,389 |
| | 1987 | 695,367 | 185,696 | 179,860 | 51,829 | 98,539 | 92,190 | 9,042 | 17,107 | 11,642 | 120,138 | 107,975 | 54,813 | 13,336 |
| St. Charles | 1990 | 1,487,847 | 320,031 | 311,424 | 129,971 | 193,233 | 175,517 | 56,678 | 60,499 | 37,584 | 311,105 | 140,796 | 153,132 | 30,702 |
| | 1987 | 1,223,312 | 246,362 | 239,736 | 108,526 | 153,609 | 139,526 | 46,973 | 58,944 | 36,619 | 257,562 | 126,940 | 122,626 | 26,406 |
| St. Louis | 1990 | 9,161,986 | 1,537,977 | 1,450,924 | 901,494 | 1,358,796 | 1,181,873 | 539,256 | 423,036 | 233,463 | 2,462,155 | 629,493 | 312,891 | 319,652 |
| | 1987 | 7,935,205 | 1,310,635 | 1,236,451 | 783,202 | 1,159,029 | 1,008,119 | 458,382 | 469,030 | 258,847 | 2,032,836 | 535,107 | 296,878 | 283,406 |
| St. Louis city | 1990 | 2,395,030 | 514,625 | 478,671 | 468,351 | 238,300 | 210,839 | 101,149 | 62,565 | 36,773 | 356,278 | 204,078 | 112,186 | 114,681 |
| | 1987 | 2,159,093 | 447,878 | 416,587 | 409,077 | 215,491 | 190,660 | 90,242 | 74,458 | 43,764 | 327,472 | 182,326 | 103,025 | 104,424 |
| *Clinton, Ill.* | *1990* | *154,110* | *32,170* | *31,385* | *10,557* | *13,425* | *11,825* | *2,363* | *8,131* | *3,953* | *30,959* | *16,575* | *27,477* | *3,405* |
| | *1987* | *132,484* | *27,943* | *27,261* | *10,448* | *9,554* | *8,416* | *2,523* | *7,336* | *3,567* | *29,387* | *11,195* | *23,484* | *2,729* |
| *Jersey, Ill.* | *1990* | *115,512* | *14,306* | *14,198* | *10,326* | *20,657* | *18,995* | *2,921* | *3,134* | *1,939* | *38,834* | *10,396* | *5,796* | *3,349* |
| | *1987* | *93,044* | *13,458* | *13,356* | *8,620* | *15,492* | *14,246* | *2,585* | *2,614* | *1,618* | *31,810* | *6,938* | *3,930* | *2,682* |
| *Madison, Ill.* | *1990* | *1,714,078* | *393,390* | *373,464* | *149,487* | *221,534* | *202,475* | *34,021* | *48,645* | *27,103* | *384,377* | *200,715* | *114,545* | *53,498* |
| | *1987* | *1,459,520* | *346,072* | *328,543* | *136,236* | *189,585* | *173,276* | *33,560* | *43,020* | *23,970* | *346,713* | *136,923* | *93,077* | *43,881* |
| *Monroe, Ill.* | *1990* | *131,772* | *33,310* | *30,368* | *15,834* | *9,048* | *8,958* | *996* | *3,497* | *2,390* | *29,961* | *12,978* | *9,446* | *3,374* |
| | *1987* | *103,705* | *26,361* | *24,033* | *11,963* | *10,433* | *10,330* | *1,195* | *2,590* | *1,771* | *23,465* | *8,560* | *7,622* | *2,579* |
| *St. Clair, Ill.* | *1990* | *1,681,488* | *265,752* | *242,156* | *155,888* | *382,589* | *321,897* | *83,464* | *88,969* | *44,580* | *311,165* | *148,892* | *79,432* | *52,361* |
| | *1987* | *1,419,927* | *240,512* | *219,157* | *139,814* | *294,767* | *248,007* | *70,455* | *73,136* | *36,647* | *282,929* | *110,117* | *66,337* | *42,619* |
| **SPRINGFIELD** | 1990 | 2,090,582 | 333,569 | 322,213 | 186,967 | 372,605 | 306,692 | 71,439 | 54,467 | 35,035 | 517,095 | 126,739 | 134,675 | 29,566 |
| | 1987 | 1,759,370 | 286,937 | 277,179 | 163,396 | 298,318 | 245,696 | 63,723 | 66,671 | 42,725 | 423,511 | 99,164 | 115,991 | 32,163 |
| Christian | 1990 | 140,390 | 33,017 | 32,221 | 8,014 | 10,043 | 6,953 | 863 | 2,200 | 2,200 | 53,973 | 14,461 | 11,879 | 1,588 |
| | 1987 | 116,239 | 29,369 | 28,661 | 6,594 | 6,938 | 4,804 | 718 | 2,260 | 2,260 | 44,546 | 10,120 | 9,107 | 1,480 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1990<br>U.S. CENSUS 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **MISSOURI (continued)** | | | | | | | | | | | | | | |
| **SPRINGFIELD (continued)** | | | | | | | | | | | | | | |
| Greene | 1990 | 1,950,192 | 300,552 | 289,992 | 178,953 | 362,562 | 299,739 | 70,576 | 52,267 | 32,835 | 463,122 | 112,278 | 122,796 | 27,978 |
| | 1987 | 1,643,131 | 257,568 | 248,518 | 156,802 | 291,380 | 240,892 | 63,005 | 64,411 | 40,465 | 378,965 | 89,044 | 106,884 | 30,683 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Adair | 1990 | 186,051 | 40,436 | 39,974 | 18,057 | 28,041 | 27,636 | 8,493 | 5,526 | 1,667 | 37,776 | 26,424 | 5,678 | 3,371 |
| | 1987 | 161,893 | 34,723 | 34,326 | 16,582 | 22,584 | 22,259 | 7,812 | 6,242 | 1,884 | 33,254 | 19,770 | 6,311 | 2,938 |
| Andrew | 1990 | 42,076 | 10,222 | 9,781 | 3,039 | 1,568 | | 246 | 417 | 417 | 19,414 | 1,982 | 2,880 | 169 |
| | 1987 | 37,792 | 8,720 | 8,344 | 2,416 | 1,410 | | 284 | 587 | 587 | 16,421 | 3,024 | 2,928 | 161 |
| Atchison | 1990 | 27,219 | 7,011 | 6,801 | 3,308 | 413 | | 732 | 167 | 167 | 2,659 | 7,192 | 1,706 | 2,671 |
| | 1987 | 26,260 | 6,770 | 6,567 | 3,104 | 391 | | 574 | 287 | 287 | 2,787 | 6,971 | 1,802 | 2,265 |
| Audrain | 1990 | 135,407 | 31,449 | 30,613 | 11,200 | 16,304 | 14,478 | 6,375 | 6,669 | 4,294 | 25,015 | 16,532 | 9,524 | 5,549 |
| | 1987 | 120,265 | 28,275 | 27,523 | 9,557 | 13,866 | 12,314 | 5,981 | 7,607 | 4,899 | 21,581 | 12,177 | 9,016 | 5,199 |
| Barry | 1990 | 124,280 | 38,052 | 36,654 | 7,398 | 22,608 | 18,400 | 3,661 | 2,508 | 2,293 | 14,833 | 14,082 | 5,537 | 1,654 |
| | 1987 | 108,991 | 31,566 | 30,406 | 7,253 | 17,905 | 14,573 | 3,260 | 2,693 | 2,463 | 14,692 | 11,880 | 6,216 | 1,867 |
| Barton | 1990 | 45,797 | 10,262 | 9,276 | 3,641 | 6,496 | 5,973 | 520 | 650 | 551 | 9,802 | 5,602 | 4,710 | 294 |
| | 1987 | 39,991 | 8,635 | 7,805 | 3,206 | 6,121 | 5,629 | 518 | 699 | 594 | 8,230 | 4,570 | 4,070 | 341 |
| Bates | 1990 | 62,500 | 19,603 | 19,048 | 4,795 | 9,047 | 6,645 | 651 | 1,053 | 520 | 15,837 | 5,068 | 3,044 | 1,092 |
| | 1987 | 56,965 | 16,304 | 15,842 | 4,392 | 7,431 | 5,459 | 957 | 1,644 | 814 | 15,008 | 3,862 | 3,492 | 1,071 |
| Benton | 1990 | 61,095 | 6,108 | 5,475 | 4,098 | 9,945 | 8,335 | 226 | 992 | 524 | 15,472 | 10,029 | 7,657 | 1,418 |
| | 1987 | 51,247 | 6,811 | 6,105 | 4,054 | 7,850 | 6,580 | 254 | 1,154 | 611 | 12,516 | 6,791 | 5,805 | 1,317 |
| Bollinger | 1990 | 33,618 | 7,737 | 7,411 | 1,006 | 725 | | 236 | 847 | 847 | 15,306 | 2,729 | 2,875 | 520 |
| | 1987 | 27,839 | 6,363 | 6,095 | 928 | 502 | | 254 | 783 | 783 | 11,828 | 2,544 | 2,309 | 536 |
| Boone | 1990 | 890,388 | 140,678 | 137,419 | 79,397 | 135,662 | 106,883 | 42,686 | 37,436 | 19,843 | 215,262 | 61,857 | 86,250 | 13,038 |
| | 1987 | 742,606 | 123,618 | 120,754 | 71,445 | 105,969 | 83,490 | 36,484 | 37,222 | 19,730 | 172,091 | 48,088 | 69,349 | 15,022 |
| Buchanan | 1990 | 619,772 | 119,016 | 113,131 | 58,940 | 125,751 | 102,971 | 10,512 | 18,154 | 10,514 | 139,528 | 83,276 | 21,645 | 12,723 |
| | 1987 | 549,642 | 108,983 | 103,594 | 53,396 | 104,510 | 85,578 | 12,832 | 20,468 | 11,855 | 126,576 | 60,044 | 21,142 | 13,182 |
| Butler | 1990 | 289,460 | 63,910 | 62,061 | 17,780 | 33,205 | 29,377 | 13,187 | 9,461 | 7,505 | 76,588 | 30,069 | 21,905 | 5,424 |
| | 1987 | 248,505 | 53,156 | 51,618 | 15,957 | 27,687 | 24,496 | 11,476 | 10,287 | 8,161 | 66,104 | 21,442 | 19,400 | 5,701 |
| Caldwell | 1990 | 15,587 | 7,293 | 7,082 | 1,136 | 51 | | 135 | 96 | | 2,697 | 1,819 | 727 | 326 |
| | 1987 | 16,085 | 6,523 | 6,334 | 1,245 | 55 | | 126 | 122 | | 3,227 | 1,822 | 886 | 272 |
| Callaway | 1990 | 159,320 | 41,165 | 40,787 | 12,418 | 11,793 | 11,047 | 2,483 | 3,158 | 2,395 | 27,780 | 37,244 | 14,551 | 1,732 |
| | 1987 | 138,223 | 33,447 | 33,140 | 12,493 | 10,975 | 10,282 | 2,618 | 3,822 | 2,900 | 23,061 | 27,892 | 14,790 | 1,955 |
| Camden | 1990 | 255,419 | 51,908 | 50,939 | 24,659 | 37,341 | 34,451 | 9,172 | 11,340 | 10,547 | 45,997 | 13,704 | 20,225 | 1,443 |
| | 1987 | 205,478 | 43,496 | 42,684 | 21,602 | 26,459 | 24,412 | 6,376 | 10,675 | 9,929 | 36,980 | 11,422 | 17,735 | 1,504 |
| Cape Girardeau | 1990 | 619,792 | 91,817 | 87,375 | 49,969 | 122,424 | 115,818 | 30,545 | 27,178 | 15,363 | 132,071 | 71,390 | 33,926 | 10,820 |
| | 1987 | 519,393 | 80,776 | 76,868 | 43,537 | 96,780 | 91,558 | 25,267 | 29,826 | 16,860 | 108,796 | 52,338 | 29,334 | 10,182 |
| Carroll | 1990 | 37,653 | 10,826 | 10,510 | 2,016 | 2,778 | | 1,075 | 937 | 758 | 5,981 | 7,510 | 1,971 | 645 |
| | 1987 | 34,575 | 9,595 | 9,315 | 2,004 | 2,639 | | 1,220 | 1,100 | 891 | 5,470 | 5,692 | 2,192 | 809 |
| Carter | 1990 | 14,935 | 6,173 | 5,680 | 600 | 748 | | 566 | 137 | | 3,189 | 1,798 | 297 | 401 |
| | 1987 | 12,822 | 5,011 | 4,611 | 630 | 636 | | 479 | 176 | | 2,497 | 1,506 | 508 | 376 |
| Cass | 1990 | 318,889 | 75,128 | 73,842 | 24,328 | 27,164 | 26,015 | 1,088 | 6,720 | 4,302 | 82,567 | 48,548 | 23,724 | 16,081 |
| | 1987 | 264,033 | 61,121 | 60,075 | 20,920 | 25,701 | 24,615 | 1,110 | 6,924 | 4,433 | 67,644 | 34,934 | 19,415 | 13,508 |
| Cedar | 1990 | 50,661 | 15,359 | 15,085 | 2,143 | 2,117 | | 292 | 1,278 | 790 | 11,613 | 8,848 | 2,537 | 2,513 |
| | 1987 | 46,621 | 13,519 | 13,278 | 2,131 | 2,439 | | 361 | 1,454 | 900 | 11,332 | 7,067 | 2,460 | 2,244 |
| Chariton | 1990 | 23,930 | 8,190 | 7,793 | 1,389 | 192 | | 671 | 654 | | 4,173 | 5,562 | 383 | 940 |
| | 1987 | 23,052 | 7,624 | 7,254 | 1,571 | 215 | | 612 | 885 | | 4,180 | 4,867 | 596 | 919 |
| Christian | 1990 | 140,390 | 33,017 | 32,221 | 8,014 | 10,043 | 6,953 | 863 | 2,200 | 2,200 | 53,973 | 14,461 | 11,879 | 1,588 |
| | 1987 | 116,239 | 29,369 | 28,661 | 6,594 | 6,938 | 4,804 | 718 | 2,260 | 2,260 | 44,546 | 10,120 | 9,107 | 1,480 |
| Clark | 1990 | 30,178 | 6,167 | 5,788 | 823 | 1,020 | | 60 | 85 | | 4,521 | 14,655 | 1,181 | 277 |
| | 1987 | 26,611 | 5,195 | 4,876 | 995 | 1,349 | | 67 | 109 | | 4,117 | 10,984 | 1,647 | 392 |
| Clay | 1990 | 1,381,528 | 233,459 | 224,984 | 117,264 | 236,779 | 213,534 | 55,593 | 61,494 | 32,607 | 348,492 | 103,254 | 96,788 | 36,761 |
| | 1987 | 1,164,542 | 194,311 | 187,257 | 99,559 | 200,439 | 180,762 | 43,511 | 61,918 | 32,832 | 287,001 | 88,651 | 79,943 | 32,378 |
| Clinton | 1990 | 75,568 | 14,991 | 14,648 | 7,344 | 9,192 | 8,818 | 537 | 543 | 543 | 12,350 | 24,078 | 3,804 | 1,133 |
| | 1987 | 65,061 | 14,375 | 14,046 | 6,275 | 8,239 | 7,905 | 510 | 711 | 711 | 10,814 | 16,394 | 3,695 | 1,267 |
| Cole | 1990 | 714,938 | 88,379 | 86,470 | 43,206 | 91,803 | 88,839 | 17,462 | 16,355 | 8,768 | 135,880 | 46,434 | 28,156 | 11,074 |
| | 1987 | 605,365 | 76,223 | 74,577 | 39,196 | 75,342 | 72,910 | 18,779 | 20,207 | 10,835 | 121,278 | 34,878 | 25,287 | 11,620 |
| Cooper | 1990 | 70,783 | 17,844 | 17,355 | 6,503 | 8,832 | 7,606 | 805 | 1,848 | 745 | 17,460 | 8,259 | 2,771 | 2,042 |
| | 1987 | 64,836 | 15,244 | 14,826 | 5,955 | 7,599 | 6,545 | 783 | 2,227 | 898 | 16,429 | 6,980 | 2,491 | 2,289 |
| Crawford | 1990 | 91,606 | 15,971 | 13,995 | 4,002 | 23,434 | 21,896 | 742 | 795 | 692 | 14,763 | 15,617 | 10,037 | 1,566 |
| | 1987 | 83,770 | 14,765 | 12,938 | 3,647 | 18,510 | 17,296 | 804 | 1,114 | 971 | 13,057 | 16,143 | 9,377 | 1,524 |
| Dade | 1990 | 17,820 | 5,258 | 4,703 | 1,467 | | | 152 | 176 | 176 | 3,888 | 3,437 | 1,343 | 661 |
| | 1987 | 15,755 | 4,510 | 4,034 | 1,296 | | | 159 | 317 | 317 | 3,115 | 2,924 | 1,327 | 685 |
| Dallas | 1990 | 49,995 | 12,635 | 12,073 | 2,510 | 7,967 | 7,506 | 419 | 2,054 | 1,879 | 13,588 | 2,275 | 4,605 | 994 |
| | 1987 | 44,506 | 12,645 | 12,083 | 2,253 | 5,418 | 5,105 | 412 | 2,420 | 2,215 | 10,939 | 2,528 | 4,262 | 1,009 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1990<br>U.S. CENSUS: 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **MISSOURI (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Daviess | 1990 | 30,849 | 5,155 | 4,971 | 1,318 | 2,285 | | 381 | 221 | 221 | 2,549 | 13,227 | 3,246 | 246 |
| | 1987 | 26,151 | 4,550 | 4,388 | 1,236 | 1,862 | | 490 | 367 | 367 | 2,816 | 9,573 | 2,793 | 364 |
| De Kalb | 1990 | 23,430 | 6,633 | 6,447 | 2,001 | 803 | | 87 | 380 | | 8,399 | 1,548 | 924 | 164 |
| | 1987 | 19,831 | 4,951 | 4,812 | 2,160 | 597 | | 72 | 519 | | 6,824 | 1,218 | 1,132 | 175 |
| Dent | 1990 | 61,617 | 16,369 | 15,793 | 3,877 | 12,594 | 11,581 | 387 | 3,013 | 1,997 | 9,022 | 5,663 | 3,893 | 1,743 |
| | 1987 | 54,484 | 14,033 | 13,539 | 3,390 | 10,214 | 9,393 | 358 | 3,348 | 2,220 | 7,913 | 4,361 | 4,128 | 1,645 |
| Douglas | 1990 | 56,122 | 10,560 | 10,102 | 1,800 | 11,438 | 8,809 | 327 | 225 | 225 | 18,003 | 5,506 | 5,603 | 599 |
| | 1987 | 45,175 | 8,236 | 7,879 | 1,883 | 9,911 | 7,634 | 388 | 312 | 312 | 12,320 | 4,255 | 5,073 | 1,100 |
| Dunklin | 1990 | 177,338 | 41,738 | 40,540 | 11,573 | 25,533 | 21,285 | 4,765 | 4,829 | 3,689 | 50,003 | 10,820 | 9,219 | 7,189 |
| | 1987 | 158,421 | 35,911 | 34,880 | 9,882 | 22,194 | 18,502 | 4,283 | 5,846 | 4,466 | 42,559 | 10,020 | 9,205 | 6,369 |
| Franklin | 1990 | 500,634 | 108,475 | 106,045 | 36,960 | 48,927 | 40,219 | 12,792 | 13,324 | 7,087 | 118,563 | 81,151 | 35,320 | 14,181 |
| | 1987 | 425,797 | 93,702 | 91,603 | 31,847 | 39,376 | 32,369 | 11,218 | 14,426 | 7,674 | 101,103 | 60,481 | 32,823 | 12,769 |
| Gasconade | 1990 | 71,193 | 14,733 | 14,087 | 5,470 | 12,605 | 10,668 | 1,448 | 1,353 | 678 | 12,708 | 9,404 | 6,733 | 1,973 |
| | 1987 | 62,431 | 13,241 | 12,660 | 4,783 | 10,170 | 8,608 | 1,169 | 1,809 | 908 | 11,374 | 6,632 | 5,959 | 1,899 |
| Gentry | 1990 | 29,465 | 10,517 | 10,209 | 1,182 | 658 | | 426 | 285 | 179 | 7,237 | 4,653 | 2,902 | 645 |
| | 1987 | 27,908 | 9,097 | 8,831 | 1,163 | 774 | | 394 | 338 | 213 | 7,310 | 3,422 | 3,397 | 695 |
| Greene | 1990 | 1,950,192 | 300,552 | 289,992 | 178,953 | 362,562 | 299,739 | 70,576 | 52,267 | 32,835 | 463,122 | 112,278 | 122,796 | 27,978 |
| | 1987 | 1,643,131 | 257,568 | 248,518 | 156,802 | 291,380 | 240,892 | 63,005 | 64,411 | 40,465 | 378,965 | 89,044 | 106,884 | 30,683 |
| Grundy | 1990 | 50,844 | 16,307 | 15,898 | 2,937 | 5,601 | | 2,440 | 1,324 | 392 | 2,389 | 8,714 | 2,088 | 1,334 |
| | 1987 | 46,831 | 14,609 | 14,243 | 3,391 | 5,538 | | 2,424 | 1,455 | 432 | 2,330 | 6,575 | 2,306 | 1,438 |
| Harrison | 1990 | 82,671 | 6,383 | 5,694 | 2,237 | 12,007 | 5,207 | 830 | 420 | 264 | 16,439 | 28,846 | 4,223 | 625 |
| | 1987 | 72,268 | 7,856 | 7,008 | 2,241 | 9,803 | 4,252 | 1,072 | 655 | 413 | 14,428 | 21,208 | 3,829 | 790 |
| Henry | 1990 | 125,770 | 30,079 | 29,116 | 10,764 | 14,928 | 9,644 | 5,057 | 3,384 | 2,725 | 28,932 | 10,024 | 10,298 | 5,251 |
| | 1987 | 106,786 | 25,591 | 24,772 | 9,688 | 12,540 | 8,102 | 4,589 | 3,980 | 3,206 | 21,717 | 8,236 | 8,574 | 5,292 |
| Hickory | 1990 | 15,260 | 2,220 | 2,037 | 3,259 | 320 | | 75 | 248 | 248 | 1,813 | 2,346 | 3,092 | 608 |
| | 1987 | 12,517 | 2,614 | 2,398 | 2,337 | 220 | | 135 | 357 | 357 | 1,263 | 1,761 | 2,113 | 477 |
| Holt | 1990 | 26,788 | 5,258 | 5,053 | 801 | 612 | | 67 | 52 | | 7,330 | 9,618 | 1,884 | 83 |
| | 1987 | 23,947 | 4,419 | 4,247 | 774 | 491 | | 70 | 94 | | 6,910 | 8,076 | 1,957 | 89 |
| Howard | 1990 | 25,637 | 5,216 | 5,083 | 2,899 | 1,655 | | 622 | 134 | 134 | 3,804 | 5,250 | 1,064 | 1,711 |
| | 1987 | 22,804 | 4,924 | 4,798 | 2,452 | 1,266 | | 519 | 201 | 201 | 3,213 | 4,225 | 1,079 | 1,625 |
| Howell | 1990 | 196,555 | 60,547 | 58,816 | 10,918 | 24,705 | 19,335 | 3,049 | 5,680 | 3,111 | 35,842 | 20,609 | 18,078 | 5,121 |
| | 1987 | 167,513 | 48,580 | 47,191 | 9,756 | 21,229 | 16,615 | 3,405 | 6,385 | 3,498 | 31,295 | 14,969 | 14,802 | 4,991 |
| Iron | 1990 | 42,762 | 14,168 | 13,723 | 1,076 | 1,194 | | 341 | 575 | 575 | 12,558 | 6,844 | 2,260 | 1,447 |
| | 1987 | 38,982 | 12,586 | 12,191 | 1,338 | 1,308 | | 350 | 692 | 692 | 11,302 | 5,172 | 2,313 | 1,524 |
| Jackson | 1990 | 5,343,897 | 936,063 | 902,795 | 597,298 | 803,765 | 641,348 | 297,981 | 187.068 | 85,012 | 1,344,482 | 383,799 | 263,171 | 152,937 |
| | 1987 | 4,723,882 | 791,410 | 763,283 | 542,015 | 661,890 | 528,142 | 246,001 | 20[illegible]45 | 94,091 | 1,157,788 | 329,027 | 234,216 | 146,542 |
| Jasper | 1990 | 823,772 | 157,765 | 153,595 | 70,694 | 150,763 | 124,891 | 36,466 | 16,977 | 9,803 | 185,947 | 108,544 | 49,275 | 11,512 |
| | 1987 | 717,568 | 134,032 | 130,489 | 65,327 | 125,312 | 103,808 | 34,744 | 20,852 | 12,042 | 164,430 | 77,743 | 44,108 | 13,395 |
| Jefferson | 1990 | 835,434 | 219,961 | 213,048 | 62,711 | 123,089 | 115,157 | 8,067 | 14,928 | 10,158 | 146,579 | 146,066 | 65,369 | 13,389 |
| | 1987 | 695,367 | 185,696 | 179,860 | 51,829 | 98,539 | 92,190 | 9,042 | 17,107 | 11,642 | 120,138 | 107,975 | 54,813 | 13,336 |
| Johnson | 1990 | 173,419 | 37,164 | 36,305 | 21,052 | 18,253 | 16,400 | 3,425 | 3,524 | 901 | 46,345 | 20,633 | 8,749 | 4,364 |
| | 1987 | 149,906 | 32,090 | 31,348 | 18,842 | 15,908 | 14,294 | 2,853 | 4,077 | 1,043 | 38,930 | 15,460 | 8,222 | 4,262 |
| Knox | 1990 | 10,224 | 3,986 | 3,871 | 519 | 1,250 | | 291 | 253 | 253 | 1,865 | 1,061 | 342 | 284 |
| | 1987 | 9,989 | 3,374 | 3,277 | 528 | 1,207 | | 245 | 376 | 376 | 1,975 | 956 | 464 | 343 |
| Laclede | 1990 | 204,993 | 32,152 | 31,554 | 13,559 | 26,036 | 24,958 | 21,809 | 5,011 | 3,116 | 52,624 | 21,153 | 19,841 | 1,672 |
| | 1987 | 170,904 | 27,961 | 27,441 | 11,948 | 20,398 | 19,554 | 15,009 | 5,044 | 3,138 | 40,738 | 19,354 | 16,080 | 1,777 |
| Lafayette | 1990 | 117,818 | 32,349 | 31,699 | 12,398 | 10,933 | 7,759 | 863 | 1,658 | 1,410 | 19,012 | 27,282 | 3,801 | 4,002 |
| | 1987 | 104,387 | 28,083 | 27,519 | 11,146 | 9,657 | 6,854 | 1,140 | 2,273 | 1,934 | 19,027 | 18,960 | 4,313 | 3,780 |
| Lawrence | 1990 | 126,002 | 34,163 | 33,245 | 10,128 | 10,788 | 9,598 | 2,540 | 1,825 | 1,321 | 23,478 | 21,428 | 5,173 | 1,938 |
| | 1987 | 109,949 | 30,025 | 29,218 | 8,920 | 9,362 | 8,330 | 2,134 | 2,446 | 1,772 | 22,680 | 14,748 | 5,830 | 2,047 |
| Lewis | 1990 | 32,819 | 8,102 | 7,460 | 1,585 | 1,016 | | 298 | 73 | | 12,656 | 2,742 | 3,045 | 1,349 |
| | 1987 | 32,430 | 7,491 | 6,897 | 1,642 | 839 | | 383 | 104 | | 12,235 | 2,696 | 3,084 | 1,012 |
| Lincoln | 1990 | 128,880 | 38,043 | 34,718 | 12,343 | 10,451 | 9,277 | 1,015 | 2,466 | 2,138 | 29,479 | 15,558 | 8,327 | 3,239 |
| | 1987 | 106,897 | 30,170 | 27,533 | 9,663 | 9,240 | 8,203 | 850 | 2,690 | 2,333 | 25,376 | 11,670 | 7,285 | 3,166 |
| Linn | 1990 | 75,450 | 20,676 | 20,196 | 4,793 | 10,069 | 7,878 | 849 | 2,394 | 704 | 20,409 | 7,121 | 4,375 | 1,267 |
| | 1987 | 67,464 | 17,194 | 16,795 | 4,460 | 8,961 | 7,012 | 906 | 2,857 | 842 | 16,632 | 6,818 | 4,163 | 1,665 |
| Livingston | 1990 | 101,552 | 16,514 | 16,332 | 8,114 | 16,864 | 13,897 | 3,981 | 4,256 | 1,683 | 23,488 | 10,576 | 6,442 | 851 |
| | 1987 | 90,117 | 15,848 | 15,673 | 6,952 | 14,208 | 11,709 | 3,653 | 4,864 | 1,924 | 19,496 | 9,385 | 6,247 | 1,020 |
| McDonald | 1990 | 61,032 | 10,124 | 9,670 | 6,364 | 960 | | 741 | 3,838 | 3,130 | 5,936 | 15,701 | 6,629 | 898 |
| | 1987 | 54,093 | 10,537 | 10,065 | 5,086 | 939 | | 514 | 3,693 | 3,013 | 5,498 | 10,728 | 6,183 | 885 |
| Macon | 1990 | 80,690 | 14,211 | 13,863 | 6,169 | 11,473 | 7,520 | 970 | 1,660 | 896 | 13,641 | 8,442 | 5,482 | 1,819 |
| | 1987 | 67,578 | 13,324 | 12,998 | 5,196 | 8,764 | 5,745 | 878 | 1,879 | 1,015 | 12,011 | 6,388 | 5,151 | 1,717 |
| Madison | 1990 | 51,429 | 11,385 | 11,169 | 3,164 | 7,705 | 7,062 | 205 | 638 | 274 | 11,927 | 7,376 | 4,608 | 774 |
| | 1987 | 43,969 | 9,756 | 9,571 | 2,998 | 6,747 | 6,185 | 284 | 806 | 348 | 8,968 | 6,528 | 3,716 | 864 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1990<br>U.S. CENSUS: 1987<br>METRO AREA<br>County | Year | Total Retail Sales ($000) | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/Home Furnishings/Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls & Hardware Dealers | Drugstores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Total ($000) | Supermarkets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **MISSOURI (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Maries | 1990 | 21,073 | 4,350 | 4,073 | 709 | 1,118 | | 284 | 269 | | 7,774 | 4,013 | 356 | |
| | 1987 | 17,614 | 3,878 | 3,631 | 809 | 879 | | 197 | 280 | | 5,900 | 3,073 | 354 | |
| Marion | 1990 | 196,900 | 32,921 | 31,706 | 17,510 | 32,983 | 30,155 | 4,929 | 7,755 | 6,975 | 44,237 | 35,141 | 11,372 | 4,868 |
| | 1987 | 172,381 | 32,328 | 31,135 | 16,034 | 25,709 | 23,505 | 4,588 | 8,007 | 7,203 | 38,774 | 25,609 | 10,846 | 4,721 |
| Mercer | 1990 | 5,917 | 3,637 | 3,554 | 364 | | | 58 | 27 | | 234 | 567 | 133 | 118 |
| | 1987 | 6,859 | 3,877 | 3,789 | 455 | | | 79 | 47 | | 343 | 852 | 184 | 140 |
| Miller | 1990 | 152,252 | 24,602 | 24,366 | 14,177 | 9,014 | 7,963 | 2,062 | 4,675 | 3,254 | 64,758 | 14,172 | 5,252 | 2,445 |
| | 1987 | 126,876 | 20,853 | 20,653 | 13,009 | 8,636 | 7,630 | 2,016 | 4,712 | 3,281 | 47,407 | 10,450 | 5,477 | 2,026 |
| Mississippi | 1990 | 85,664 | 19,416 | 19,231 | 2,497 | 6,750 | 5,933 | 482 | 691 | 587 | 9,653 | 38,902 | 1,795 | 2,698 |
| | 1987 | 71,856 | 16,204 | 16,050 | 2,182 | 7,012 | 6,164 | 438 | 836 | 711 | 10,304 | 26,560 | 2,414 | 2,551 |
| Moniteau | 1990 | 55,872 | 12,553 | 12,262 | 2,326 | 896 | | 1,369 | 788 | 481 | 23,199 | 6,847 | 3,394 | 1,318 |
| | 1987 | 48,989 | 11,061 | 10,805 | 2,175 | 899 | | 1,256 | 973 | 595 | 19,939 | 4,881 | 3,136 | 1,227 |
| Monroe | 1990 | 35,061 | 10,362 | 10,197 | 3,875 | 1,525 | | 196 | 892 | 334 | 4,398 | 7,126 | 3,324 | 839 |
| | 1987 | 29,686 | 8,891 | 8,749 | 3,094 | 1,542 | | 359 | 988 | 371 | 3,800 | 4,891 | 3,119 | 868 |
| Montgomery | 1990 | 78,208 | 13,998 | 13,417 | 2,050 | 1,028 | | 97 | 271 | 196 | 9,103 | 43,806 | 1,925 | 1,197 |
| | 1987 | 65,616 | 13,320 | 12,767 | 2,826 | 1,274 | | 104 | 592 | 430 | 8,806 | 30,601 | 2,114 | 1,099 |
| Morgan | 1990 | 94,819 | 27,400 | 25,962 | 5,686 | 11,229 | 10,083 | 2,296 | 2,396 | 1,559 | 24,662 | 9,200 | 6,914 | 1,452 |
| | 1987 | 81,788 | 22,736 | 21,543 | 5,294 | 8,955 | 8,042 | 1,824 | 2,681 | 1,745 | 20,331 | 7,807 | 6,873 | 1,406 |
| New Madrid | 1990 | 78,119 | 7,740 | 7,404 | 3,095 | 7,018 | 6,377 | 4,527 | 2,698 | 2,145 | 7,407 | 35,298 | 2,862 | 3,196 |
| | 1987 | 72,772 | 8,651 | 8,276 | 3,172 | 6,765 | 6,148 | 4,527 | 3,163 | 2,515 | 6,721 | 29,152 | 2,920 | 3,318 |
| Newton | 1990 | 200,931 | 39,497 | 38,973 | 17,240 | 17,416 | 6,423 | 5,759 | 11,693 | 8,740 | 55,031 | 20,451 | 17,869 | 6,105 |
| | 1987 | 174,384 | 36,214 | 35,734 | 15,149 | 14,353 | 5,294 | 4,496 | 11,459 | 8,566 | 46,339 | 17,810 | 14,422 | 4,796 |
| Nodaway | 1990 | 100,719 | 24,884 | 24,515 | 11,613 | 19,647 | 16,619 | 4,035 | 1,407 | 409 | 11,490 | 17,736 | 2,629 | 1,190 |
| | 1987 | 87,906 | 21,089 | 20,776 | 10,350 | 15,576 | 13,176 | 3,967 | 1,677 | 489 | 10,882 | 13,452 | 3,225 | 1,343 |
| Oregon | 1990 | 49,833 | 10,622 | 10,134 | 3,106 | 8,308 | 6,972 | 288 | 741 | 463 | 8,194 | 7,812 | 5,533 | 270 |
| | 1987 | 41,843 | 9,260 | 8,835 | 2,394 | 5,762 | 4,836 | 279 | 765 | 479 | 7,712 | 5,581 | 4,776 | 501 |
| Osage | 1990 | 57,119 | 6,137 | 5,915 | 1,410 | 412 | | 249 | 180 | 180 | 25,968 | 7,875 | 7,478 | 615 |
| | 1987 | 49,130 | 5,554 | 5,353 | 1,399 | 567 | | 238 | 262 | 262 | 22,206 | 5,713 | 6,238 | 636 |
| Ozark | 1990 | 29,665 | 10,234 | 9,700 | 992 | 2,680 | | 301 | 137 | | 9,539 | 1,949 | 1,818 | 385 |
| | 1987 | 25,905 | 8,414 | 7,975 | 985 | 1,848 | | 307 | 249 | | 8,261 | 1,593 | 1,858 | 344 |
| Pemiscot | 1990 | 87,798 | 21,186 | 19,915 | 9,054 | 9,907 | 8,383 | 1,244 | 1,364 | 775 | 20,387 | 12,073 | 2,134 | 3,417 |
| | 1987 | 76,420 | 19,656 | 18,477 | 7,230 | 8,794 | 7,442 | 1,236 | 1,783 | 1,015 | 15,602 | 10,330 | 2,268 | 2,954 |
| Perry | 1990 | 100,893 | 9,485 | 8,945 | 8,693 | 38,357 | 25,212 | 160 | 948 | 274 | 14,939 | 17,490 | 2,868 | 3,326 |
| | 1987 | 86,676 | 8,855 | 8,351 | 8,010 | 29,923 | 19,669 | 152 | 1,615 | 468 | 12,915 | 14,030 | 3,447 | 2,955 |
| Pettis | 1990 | 256,594 | 50,384 | 49,940 | 22,442 | 30,298 | 29,191 | 13,687 | 6,088 | 4,175 | 72,324 | 24,576 | 18,283 | 6,255 |
| | 1987 | 218,477 | 42,286 | 41,913 | 20,016 | 25,635 | 24,699 | 10,486 | 7,145 | 4,901 | 60,895 | 18,006 | 16,000 | 5,971 |
| Phelps | 1990 | 254,376 | 43,621 | 42,178 | 21,825 | 37,687 | 35,246 | 6,119 | 7,787 | 4,382 | 72,522 | 22,688 | 18,229 | 4,277 |
| | 1987 | 224,511 | 38,883 | 37,597 | 20,368 | 29,503 | 27,593 | 6,718 | 8,149 | 4,586 | 60,837 | 18,933 | 17,134 | 4,155 |
| Pike | 1990 | 67,585 | 12,792 | 12,304 | 4,157 | 8,973 | 6,916 | 1,121 | 861 | 696 | 12,034 | 13,952 | 3,552 | 5,391 |
| | 1987 | 60,263 | 12,581 | 12,101 | 3,910 | 7,943 | 6,123 | 1,268 | 1,023 | 828 | 10,497 | 10,724 | 3,504 | 4,607 |
| Platte | 1990 | 321,751 | 130,404 | 127,716 | 55,421 | 16,945 | 15,439 | 4,430 | 6,684 | 5,014 | 19,312 | 36,400 | 32,896 | 6,122 |
| | 1987 | 260,883 | 94,023 | 92,085 | 46,165 | 14,949 | 13,621 | 3,888 | 6,521 | 4,893 | 17,266 | 30,544 | 27,028 | 6,651 |
| Polk | 1990 | 100,331 | 29,215 | 28,504 | 8,744 | 14,826 | 13,621 | 3,668 | 1,457 | 1,253 | 20,492 | 5,462 | 6,433 | 1,426 |
| | 1987 | 85,861 | 23,290 | 22,723 | 7,375 | 12,311 | 11,311 | 3,011 | 1,572 | 1,353 | 18,378 | 5,085 | 5,444 | 1,586 |
| Pulaski | 1990 | 157,393 | 24,557 | 24,274 | 11,738 | 11,843 | 10,223 | 5,259 | 4,900 | 3,583 | 64,130 | 11,874 | 5,533 | 1,291 |
| | 1987 | 137,136 | 21,290 | 21,045 | 12,046 | 10,414 | 8,990 | 3,661 | 5,007 | 3,662 | 50,066 | 10,936 | 5,806 | 1,786 |
| Putnam | 1990 | 13,146 | 6,838 | 6,499 | 866 | 547 | | 491 | 123 | | 1,676 | 1,508 | 115 | 186 |
| | 1987 | 12,845 | 6,017 | 5,719 | 872 | 556 | | 471 | 153 | | 1,754 | 1,591 | 146 | 253 |
| Ralls | 1990 | 18,914 | 4,451 | 4,231 | 861 | 809 | | | 146 | 146 | 9,545 | 1,367 | 870 | |
| | 1967 | 15,984 | 4,324 | 4,110 | 720 | 559 | | | 212 | 212 | 7,115 | 1,234 | 1,057 | |
| Randolph | 1990 | 140,428 | 32,500 | 32,308 | 11,333 | 19,134 | 16,396 | 5,944 | 3,720 | 2,731 | 34,902 | 15,281 | 4,563 | 4,070 |
| | 1987 | 126,047 | 27,942 | 27,777 | 9,824 | 16,123 | 13,817 | 5,412 | 4,287 | 3,149 | 31,338 | 12,091 | 5,607 | 3,708 |
| Ray | 1990 | 79,103 | 14,581 | 14,103 | 4,916 | 11,883 | 11,211 | 686 | 1,588 | 1,083 | 12,789 | 19,357 | 6,689 | 3,336 |
| | 1987 | 68,042 | 12,595 | 12,182 | 4,547 | 9,773 | 9,221 | 720 | 1,724 | 1,176 | 10,718 | 14,970 | 5,815 | 3,013 |
| Reynolds | 1990 | 15,908 | 5,737 | 5,648 | 897 | 680 | | 79 | 82 | | 1,078 | 3,117 | 1,609 | 458 |
| | 1987 | 15,708 | 5,674 | 5,586 | 909 | 575 | | 89 | 151 | | 1,467 | 2,624 | 1,445 | 585 |
| Ripley | 1990 | 46,502 | 19,352 | 18,191 | 1,873 | 3,199 | | 193 | 541 | 125 | 14,510 | 1,355 | 620 | 1,724 |
| | 1987 | 42,193 | 16,152 | 15,183 | 1,744 | 2,903 | | 263 | 627 | 146 | 12,660 | 2,016 | 1,027 | 1,742 |
| St. Charles | 1990 | 1,487,847 | 320,031 | 311,424 | 129,971 | 193,233 | 175,517 | 56,678 | 60,499 | 37,584 | 311,105 | 140,796 | 153,132 | 30,702 |
| | 1987 | 1,223,312 | 246,362 | 239,736 | 108,526 | 153,609 | 139,526 | 46,973 | 58,944 | 36,619 | 257,562 | 126,940 | 122,626 | 26,406 |
| St. Clair | 1990 | 35,168 | 9,389 | 8,866 | 2,779 | 454 | | 304 | 424 | 424 | 10,857 | 6,073 | 796 | 69 |
| | 1987 | 30,536 | 7,204 | 6,803 | 2,514 | 384 | | 252 | 496 | 496 | 9,099 | 5,560 | 973 | 83 |
| Ste. Genevieve | 1990 | 54,470 | 10,788 | 10,335 | 7,500 | 1,853 | | 2,340 | 648 | 583 | 11,231 | 11,572 | 3,177 | 2,248 |
| | 1987 | 49,182 | 9,388 | 8,994 | 6,790 | 1,674 | | 2,190 | 1,085 | 977 | 10,459 | 9,680 | 2,732 | 2,023 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1990<br>U.S. CENSUS: 1987<br>METRO AREA<br>County | Year | Total Retail Sales ($000) | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drugstores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Total ($000) | Supermarkets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **MISSOURI (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| St. Francois | 1990 | 266,939 | 57,249 | 56,755 | 17,306 | 45,222 | 34,551 | 11,686 | 8,351 | 6,084 | 52,036 | 37,694 | 12,819 | 8,140 |
| | 1987 | 228,532 | 49,174 | 48,750 | 15,319 | 36,749 | 28,078 | 8,976 | 9,226 | 6,722 | 43,925 | 30,007 | 12,267 | 7,619 |
| St. Louis | 1990 | 9,161,986 | 1,537,977 | 1,450,924 | 901,494 | 1,358,796 | 1,181,873 | 539,256 | 423,036 | 233,463 | 2,462,155 | 629,493 | 312,891 | 319,652 |
| | 1987 | 7,935,205 | 1,310,635 | 1,236,451 | 783,202 | 1,159,029 | 1,008,119 | 458,382 | 469,030 | 258,847 | 2,032,836 | 535,107 | 296,878 | 283,406 |
| St. Louis city | 1990 | 2,395,030 | 514,625 | 478,671 | 468,351 | 238,300 | 210,839 | 101,149 | 62,565 | 36,773 | 356,278 | 204,078 | 112,186 | 114,681 |
| | 1987 | 2,159,093 | 447,878 | 416,587 | 409,077 | 215,491 | 190,660 | 90,242 | 74,458 | 43,764 | 327,472 | 182,326 | 103,025 | 104,424 |
| Saline | 1990 | 115,050 | 29,521 | 28,882 | 7,621 | 13,557 | 12,662 | 7,677 | 2,880 | 1,627 | 23,952 | 16,937 | 5,235 | 3,050 |
| | 1987 | 106,246 | 25,126 | 24,582 | 7,555 | 13,282 | 12,406 | 6,389 | 3,461 | 1,956 | 21,735 | 13,421 | 5,404 | 4,307 |
| Schuyler | 1990 | 16,943 | 3,745 | 3,402 | 633 | | | 180 | 875 | 597 | 8,597 | 1,208 | 52 | 109 |
| | 1987 | 14,839 | 2,951 | 2,681 | 661 | | | 239 | 998 | 682 | 7,003 | 1,495 | 61 | 121 |
| Scotland | 1990 | 20,311 | 5,560 | 5,441 | 1,333 | 2,405 | | 686 | 77 | | 3,494 | 2,255 | 1,584 | 151 |
| | 1987 | 19,404 | 5,255 | 5,143 | 1,326 | 2,002 | | 811 | 120 | | 3,125 | 2,323 | 1,619 | 279 |
| Scott | 1990 | 292,233 | 85,765 | 84,660 | 21,210 | 22,492 | 17,075 | 7,352 | 7,679 | 4,793 | 55,765 | 38,122 | 24,876 | 4,777 |
| | 1987 | 244,705 | 66,180 | 65,327 | 18,999 | 22,922 | 17,402 | 6,000 | 8,792 | 5,489 | 46,584 | 26,288 | 22,988 | 4,859 |
| Shannon | 1990 | 15,074 | 4,025 | 3,930 | 1,213 | 44 | | 109 | 172 | | 2,344 | 5,497 | 461 | 220 |
| | 1987 | 12,873 | 3,922 | 3,829 | 1,118 | 42 | | 195 | 250 | | 1,827 | 3,900 | 396 | 256 |
| Shelby | 1990 | 28,961 | 8,829 | 8,364 | 1,565 | 786 | | 391 | 373 | 234 | 7,344 | 1,948 | 1,909 | 885 |
| | 1987 | 24,152 | 6,946 | 6,580 | 1,451 | 987 | | 536 | 504 | 317 | 5,451 | 1,602 | 1,581 | 1,147 |
| Stoddard | 1990 | 172,820 | 43,472 | 42,361 | 9,385 | 14,2[illegible] | 12,028 | 2,673 | 2,740 | 1,078 | 61,836 | 15,228 | 9,488 | 3,110 |
| | 1987 | 146,690 | 33,104 | 32,258 | 9,203 | 12,711 | 10,763 | 2,520 | 3,406 | 1,341 | 50,900 | 12,511 | 8,385 | 3,359 |
| Stone | 1990 | 71,404 | 17,918 | 17,213 | 4,695 | 2,302 | | 412 | 1,428 | 599 | 16,519 | 8,102 | 8,776 | 1,673 |
| | 1987 | 58,512 | 14,998 | 14,408 | 4,424 | 1,758 | | 509 | 1,553 | 652 | 13,013 | 5,685 | 7,563 | 1,344 |
| Sullivan | 1990 | 16,776 | 5,909 | 5,641 | 573 | 250 | | 449 | 649 | 198 | 2,733 | 1,411 | 1,373 | 292 |
| | 1987 | 14,402 | 4,615 | 4,406 | 528 | 267 | | 319 | 649 | 199 | 2,178 | 1,123 | 1,287 | 205 |
| Taney | 1990 | 190,163 | 36,246 | 34,796 | 34,735 | 11,476 | 8,686 | 3,059 | 2,345 | 893 | 29,848 | 26,721 | 11,917 | 2,578 |
| | 1987 | 157,310 | 29,939 | 28,741 | 29,013 | 11,201 | 8,479 | 2,639 | 2,631 | 1,003 | 23,867 | 18,075 | 10,600 | 2,897 |
| Texas | 1990 | 104,583 | 23,040 | 22,625 | 6,752 | 10,414 | 9,281 | 1,722 | 1,291 | 974 | 31,625 | 11,370 | 7,825 | 1,769 |
| | 1987 | 92,771 | 19,670 | 19,316 | 5,796 | 8,734 | 7,784 | 1,390 | 1,406 | 1,062 | 28,112 | 8,851 | 8,210 | 1,757 |
| Vernon | 1990 | 98,517 | 19,243 | 18,973 | 9,743 | 9,534 | 8,535 | 5,149 | 3,140 | 1,756 | 23,361 | 13,885 | 3,996 | 2,807 |
| | 1987 | 83,294 | 15,412 | 15,196 | 8,709 | 8,998 | 8,056 | 3,838 | 3,920 | 2,193 | 19,801 | 9,500 | 3,704 | 2,471 |
| Warren | 1990 | 77,356 | 17,061 | 16,369 | 8,834 | 7,391 | | 370 | 576 | 478 | 10,811 | 18,159 | 7,103 | 2,570 |
| | 1987 | 63,297 | 14,823 | 14,222 | 7,918 | 5,926 | | 510 | 885 | 736 | 9,223 | 12,318 | 5,583 | 1,810 |
| Washington | 1990 | 60,868 | 16,182 | 15,456 | 1,563 | 8,740 | 7,283 | 130 | | | 15,066 | 9,132 | 5,402 | 1,526 |
| | 1987 | 54,871 | 14,575 | 13,921 | 1,816 | 8,255 | 6,879 | 124 | | | 12,810 | 7,211 | 5,053 | 1,496 |
| Wayne | 1990 | 41,983 | 13,105 | 12,722 | 3,251 | 4,381 | | 337 | 997 | 847 | 7,491 | 3,366 | 5,727 | 988 |
| | 1987 | 36,329 | 11,161 | 10,835 | 2,653 | 3,299 | | 428 | 1,412 | 1,201 | 6,798 | 2,397 | 4,869 | 1,058 |
| Webster | 1990 | 98,434 | 19,491 | 18,888 | 4,247 | 12,343 | 9,366 | 1,358 | 1,242 | 775 | 18,529 | 27,392 | 8,182 | 621 |
| | 1987 | 79,967 | 16,686 | 16,170 | 4,217 | 9,589 | 7,277 | 1,246 | 1,475 | 922 | 14,714 | 19,145 | 6,607 | 740 |
| Worth | 1990 | 9,058 | 3,731 | 3,646 | 312 | | | | 117 | 117 | 584 | 1,842 | 1,583 | 61 |
| | 1987 | 7,878 | 2,776 | 2,713 | 314 | | | | 191 | 191 | 943 | 1,422 | 1,506 | 95 |
| Wright | 1990 | 75,950 | 31,743 | 31,401 | 5,727 | 8,037 | 7,426 | 618 | 1,697 | 1,242 | 16,526 | 3,236 | 2,662 | 858 |
| | 1987 | 61,622 | 23,568 | 23,314 | 4,641 | 7,926 | 7,324 | 709 | 1,685 | 1,234 | 12,052 | 2,343 | 2,377 | 1,269 |
| **TOTAL METRO COUNTIES** | **1990** | **26,569,362** | **4,913,578** | **4,700,582** | **2,824,350** | **3,872,011** | **3,286,771** | **1,245,445** | **978,291** | **538,428** | **6,334,197** | **2,221,091** | **1,415,681** | **784,788** |
| | 1987 | 22,968,113 | 4,155,600 | 3,974,388 | 2,477,546 | 3,236,915 | 2,749,945 | 1,064,506 | 1,077,042 | 592,823 | 5,331,502 | 1,832,764 | 1,245,907 | 724,771 |
| **TOTAL STATE** | **1990** | **36,031,991** | **6,945,733** | **6,670,010** | **3,531,629** | **5,016,613** | **4,232,898** | **1,507,454** | **1,209,921** | **686,745** | **8,461,422** | **3,500,630** | **2,000,768** | **981,625** |
| | 1987 | 31,128,013 | 5,899,378 | 5,663,644 | 3,114,701 | 4,191,376 | 3,534,999 | 1,294,642 | 1,340,485 | 760,196 | 7,135,857 | 2,816,338 | 1,789,112 | 920,122 |
| **MONTANA** | | | | | | | | | | | | | | |
| **BILLINGS** | **1990** | **1,071,678** | **237,429** | **230,596** | **113,170** | **135,662** | **118,694** | **51,525** | **51,917** | **35,041** | **250,977** | **62,701** | **50,299** | **18,982** |
| | 1987 | 906,157 | 193,748 | 188,172 | 95,257 | 119,087 | 104,193 | 37,608 | 42,992 | 29,018 | 218,230 | 56,467 | 48,048 | 16,917 |
| Yellowstone | 1990 | 1,071,678 | 237,429 | 230,596 | 113,170 | 135,662 | 118,694 | 51,525 | 51,917 | 35,041 | 250,977 | 62,701 | 50,299 | 18,982 |
| | 1987 | 906,157 | 193,748 | 188,172 | 95,257 | 119,087 | 104,193 | 37,608 | 42,992 | 29,018 | 218,230 | 56,467 | 48,048 | 16,917 |
| **GREAT FALLS** | **1990** | **614,445** | **122,691** | **118,578** | **66,117** | **95,888** | **87,905** | **26,584** | **33,407** | **17,175** | **138,283** | **40,004** | **31,212** | **16,433** |
| | 1987 | 515,928 | 99,012 | 95,693 | 55,197 | 78,283 | 71,767 | 20,781 | 27,151 | 13,959 | 125,794 | 34,577 | 24,446 | 14,022 |
| Cascade | 1990 | 614,445 | 122,691 | 118,578 | 66,117 | 95,888 | 87,905 | 26,584 | 33,407 | 17,175 | 138,283 | 40,004 | 31,212 | 16,433 |
| | 1987 | 515,928 | 99,012 | 95,693 | 55,197 | 78,283 | 71,767 | 20,781 | 27,151 | 13,959 | 125,794 | 34,577 | 24,446 | 14,022 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Beaverhead | 1990 | 41,820 | 12,865 | 12,508 | 4,859 | 1,874 | | 2,602 | 1,036 | 732 | 6,790 | 4,311 | 3,508 | 1,463 |
| | 1987 | 36,277 | 10,619 | 10,324 | 4,159 | 1,426 | | 1,924 | 1,430 | 1,011 | 6,748 | 3,627 | 2,930 | 1,049 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1990
U.S. CENSUS 1987

| METRO AREA County | Year | Total Retail Sales ($000) | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg Mtls & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **MONTANA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Big Horn | 1990 | 43,377 | 15,576 | 14,529 | 4,037 | 1,527 | | 1,765 | 267 | | 6,644 | 9,629 | 924 | 1,183 |
| | 1987 | 37,740 | 11,674 | 10,889 | 3,572 | 1,270 | | 1,299 | 245 | | 6,902 | 9,660 | 769 | 848 |
| Blaine | 1990 | 25,194 | 7,839 | 7,258 | 1,863 | | | 1,240 | 313 | 313 | 7,277 | 1,440 | 1,852 | 637 |
| | 1987 | 21,892 | 6,670 | 6,176 | 1,784 | | | 940 | 271 | 271 | 6,730 | 1,310 | 1,655 | 488 |
| Broadwater | 1990 | 9,277 | 4,019 | 3,894 | 1,398 | 502 | | | 253 | 253 | 594 | 483 | 922 | 599 |
| | 1987 | 9,247 | 3,872 | 3,752 | 1,400 | 426 | | | 293 | 293 | 535 | 558 | 864 | 637 |
| Carbon | 1990 | 24,728 | 5,062 | 4,906 | 4,114 | 387 | | 882 | 216 | | 3,054 | 1,867 | 3,183 | 3,966 |
| | 1987 | 22,847 | 5,934 | 5,751 | 3,870 | 307 | | 696 | 206 | | 2,893 | 2,082 | 2,280 | 2,799 |
| Carter | 1990 | 3,178 | 939 | 889 | 246 | 237 | | | | | 117 | 206 | 177 | |
| | 1987 | 2,983 | 1,097 | 1,039 | 288 | 152 | | | | | 115 | 294 | 210 | |
| Cascade | 1990 | 614,445 | 122,691 | 118,578 | 66,117 | 95,888 | 87,905 | 26,584 | 33,407 | 17,175 | 138,283 | 40,004 | 31,212 | 16,433 |
| | 1987 | 515,928 | 99,012 | 95,693 | 55,197 | 78,283 | 71,767 | 20,781 | 27,151 | 13,959 | 125,794 | 34,577 | 24,446 | 14,022 |
| Chouteau | 1990 | 18,201 | 5,135 | 5,044 | 1,462 | 330 | | 140 | 621 | 126 | 5,838 | 2,151 | 1,186 | 544 |
| | 1987 | 15,304 | 4,293 | 4,217 | 1,300 | 232 | | 147 | 434 | 89 | 4,646 | 1,906 | 1,143 | 420 |
| Custer | 1990 | 91,312 | 34,342 | 33,413 | 11,050 | 7,501 | 6,178 | 5,801 | 1,858 | 1,318 | 4,100 | 12,613 | 4,391 | 4,898 |
| | 1987 | 78,704 | 27,388 | 26,647 | 9,894 | 6,490 | 5,346 | 4,265 | 1,693 | 1,202 | 4,778 | 11,114 | 5,160 | 3,514 |
| Daniels | 1990 | 7,078 | 1,674 | 1,584 | 932 | 111 | | 285 | 147 | | 2,233 | 27 | 656 | 831 |
| | 1987 | 6,597 | 1,752 | 1,658 | 809 | 144 | | 274 | 126 | | 1,963 | 49 | 454 | 805 |
| Dawson | 1990 | 49,516 | 12,163 | 11,742 | 4,814 | 5,180 | 5,172 | 2,052 | 2,056 | 722 | 7,216 | 8,109 | 1,541 | 3,234 |
| | 1987 | 52,231 | 12,473 | 12,041 | 5,051 | 4,701 | 4,695 | 2,402 | 2,072 | 728 | 8,579 | 8,882 | 2,276 | 2,756 |
| Deer Lodge | 1990 | 46,820 | 15,651 | 15,012 | 5,820 | 914 | | 2,331 | 1,373 | 591 | 10,091 | 1,598 | 2,072 | 5,139 |
| | 1987 | 40,948 | 13,578 | 13,024 | 5,272 | 790 | | 1,718 | 1,040 | 448 | 9,620 | 1,616 | 1,768 | 3,704 |
| Fallon | 1990 | 11,748 | 2,227 | 2,154 | 1,219 | 698 | | 582 | 170 | 170 | 4,059 | 1,080 | 661 | 210 |
| | 1987 | 12,326 | 3,580 | 3,462 | 1,043 | 675 | | 505 | 195 | 195 | 3,326 | 1,071 | 829 | 366 |
| Fergus | 1990 | 58,069 | 11,414 | 11,094 | 5,031 | 3,844 | 1,379 | 4,612 | 2,351 | 1,898 | 11,794 | 6,014 | 5,784 | 2,469 |
| | 1987 | 51,179 | 11,153 | 10,840 | 4,866 | 2,976 | 1,068 | 3,638 | 2,080 | 1,680 | 11,266 | 4,959 | 4,567 | 1,935 |
| Flathead | 1990 | 470,761 | 98,158 | 93,224 | 52,277 | 60,158 | 53,657 | 15,550 | 25,445 | 12,981 | 96,536 | 22,367 | 41,386 | 10,250 |
| | 1987 | 377,433 | 87,278 | 82,891 | 42,286 | 41,571 | 37,079 | 12,432 | 18,626 | 9,503 | 81,491 | 18,328 | 30,153 | 8,074 |
| Gallatin | 1990 | 422,486 | 78,159 | 74,804 | 46,763 | 29,701 | 17,288 | 19,623 | 17,380 | 7,484 | 75,780 | 46,440 | 34,945 | 20,441 |
| | 1987 | 344,721 | 63,179 | 60,467 | 38,788 | 24,351 | 14,175 | 14,390 | 15,268 | 6,575 | 66,615 | 38,819 | 27,289 | 14,626 |
| Garfield | 1990 | 5,327 | 771 | 739 | 517 | 202 | | | | | 97 | 2,416 | 990 | 212 |
| | 1987 | 4,309 | 845 | 810 | 416 | 150 | | | | | 60 | 1,875 | 675 | 182 |
| Glacier | 1990 | 57,114 | 15,150 | 14,704 | 6,010 | 2,594 | | 3,929 | 1,286 | 1,082 | 10,535 | 6,172 | 6,405 | 1,920 |
| | 1987 | 49,229 | 11,967 | 11,615 | 5,242 | 2,447 | | 3,176 | 1,124 | 946 | 9,853 | 5,628 | 5,449 | 1,536 |
| Golden Valley | 1990 | 1,867 | 1,289 | 1,208 | 400 | | | | | | 88 | | | |
| | 1987 | 1,555 | 971 | 910 | 340 | | | | | | 98 | | | |
| Granite | 1990 | 9,142 | 2,511 | 2,373 | 1,157 | | | 220 | 65 | | 1,710 | 2,153 | 184 | 147 |
| | 1987 | 7,742 | 1,714 | 1,620 | 860 | | | 162 | 85 | | 1,354 | 2,317 | 184 | 136 |
| Hill | 1990 | 106,009 | 30,406 | 30,065 | 11,269 | 11,567 | 5,667 | 7,423 | 6,459 | 3,464 | 16,986 | 8,472 | 4,672 | 1,863 |
| | 1987 | 92,339 | 24,954 | 24,674 | 9,795 | 9,805 | 4,804 | 5,766 | 4,607 | 2,471 | 15,946 | 7,528 | 5,478 | 2,160 |
| Jefferson | 1990 | 17,787 | 7,457 | 6,927 | 3,519 | 173 | | 68 | 206 | | 1,675 | 2,343 | 1,720 | 65 |
| | 1987 | 14,716 | 5,853 | 5,437 | 2,829 | 238 | | 58 | 295 | | 1,335 | 2,080 | 1,250 | 62 |
| Judith Basin | 1990 | 3,472 | 627 | 574 | 1,055 | 268 | | | 181 | | 772 | 464 | | |
| | 1987 | 3,392 | 619 | 567 | 882 | 333 | | | 131 | | 712 | 523 | | |
| Lake | 1990 | 102,521 | 30,822 | 29,021 | 9,985 | 2,552 | 834 | 2,279 | 2,670 | 1,505 | 14,821 | 19,492 | 6,849 | 5,257 |
| | 1987 | 82,570 | 24,043 | 22,638 | 8,785 | 2,051 | 671 | 2,068 | 1,968 | 1,110 | 13,702 | 14,366 | 5,451 | 3,751 |
| Lewis and Clark | 1990 | 346,798 | 90,536 | 88,140 | 39,036 | 41,270 | 33,306 | 8,970 | 15,378 | 8,457 | 50,327 | 25,696 | 12,942 | 9,953 |
| | 1987 | 297,274 | 77,608 | 75,554 | 34,965 | 31,868 | 25,719 | 7,410 | 13,260 | 7,293 | 49,120 | 22,790 | 13,164 | 7,758 |
| Liberty | 1990 | 7,953 | 3,388 | 3,237 | 816 | | | 277 | 36 | | 877 | 229 | 896 | 1,087 |
| | 1987 | 7,147 | 2,852 | 2,725 | 697 | | | 216 | 53 | | 926 | 347 | 696 | 917 |
| Lincoln | 1990 | 87,090 | 28,451 | 27,767 | 8,661 | 3,383 | | 3,036 | 2,311 | 1,761 | 16,233 | 10,418 | 4,966 | 2,933 |
| | 1987 | 71,237 | 23,974 | 23,398 | 7,325 | 2,901 | | 2,313 | 1,635 | 1,246 | 13,384 | 8,313 | 3,441 | 2,104 |
| McCone | 1990 | 6,389 | 2,042 | 1,938 | 590 | 133 | | 38 | 65 | | 725 | 2,422 | 199 | 120 |
| | 1987 | 7,199 | 3,389 | 3,216 | 477 | 145 | | 50 | 85 | | 629 | 1,988 | 212 | 162 |
| Madison | 1990 | 18,854 | 5,073 | 4,887 | 3,166 | 196 | | 489 | 136 | | 1,118 | 2,612 | 2,302 | 811 |
| | 1987 | 16,044 | 4,272 | 4,115 | 2,763 | 149 | | 339 | 133 | | 1,124 | 2,350 | 1,906 | 734 |
| Meagher | 1990 | 6,058 | 2,576 | 2,492 | 1,501 | | | | | | 1,225 | 289 | 97 | 228 |
| | 1987 | 5,694 | 2,244 | 2,171 | 1,197 | | | | | | 1,286 | 419 | 128 | 164 |
| Mineral | 1990 | 16,048 | 5,161 | 4,923 | 2,646 | | | 62 | 110 | | 928 | 2,068 | 466 | 686 |
| | 1987 | 13,238 | 3,920 | 3,739 | 2,314 | | | 72 | 123 | | 714 | 2,178 | 389 | 491 |
| Missoula | 1990 | 684,022 | 130,445 | 126,859 | 70,074 | 79,310 | 64,936 | 32,032 | 34,575 | 17,903 | 154,498 | 51,798 | 42,297 | 12,353 |
| | 1987 | 557,606 | 106,991 | 104,050 | 58,468 | 64,800 | 53,056 | 23,885 | 26,657 | 13,804 | 129,726 | 47,957 | 29,872 | 10,398 |
| Musselshell | 1990 | 14,869 | 3,643 | 3,520 | 1,798 | 502 | | 503 | 519 | 519 | 2,672 | 2,979 | 1,318 | |
| | 1987 | 13,872 | 3,818 | 3,689 | 1,705 | 537 | | 350 | 449 | 449 | 2,285 | 2,709 | 1,132 | |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1990<br>U.S. CENSUS 1987<br>METRO AREA<br>County | Year | Total Retail Sales ($000) | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **MONTANA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Park | 1990 | 72,664 | 21,931 | 21,605 | 6,651 | 637 | | 3,209 | 1,512 | 383 | 12,617 | 11,042 | 2,810 | 2,835 |
| | 1987 | 60,965 | 17,366 | 17,108 | 6,691 | 543 | | 2,495 | 1,182 | 300 | 11,035 | 9,356 | 2,416 | 2,176 |
| Petroleum | 1990 | 835 | 595 | 76 | 43 | | | | | | 64 | 69 | | |
| | 1987 | 790 | 469 | 60 | 59 | | | | | | 68 | 93 | | |
| Phillips | 1990 | 22,719 | 6,646 | 6,379 | 2,375 | 991 | | 974 | 422 | 422 | 4,370 | 1,051 | 2,813 | 2,332 |
| | 1987 | 20,898 | 5,864 | 5,628 | 2,256 | 1,008 | | 997 | 312 | 312 | 4,119 | 1,492 | 2,419 | 1,684 |
| Pondera | 1990 | 27,545 | 5,978 | 5,545 | 2,497 | 424 | | 1,409 | 758 | 758 | 10,314 | 2,629 | 1,108 | 1,640 |
| | 1987 | 25,785 | 5,697 | 5,284 | 2,201 | 590 | | 1,203 | 847 | 847 | 10,151 | 2,097 | 997 | 1,278 |
| Powder River | 1990 | 3,861 | 166 | 120 | 810 | | | 89 | 39 | | 718 | 1,355 | 278 | 109 |
| | 1987 | 3,828 | 127 | 92 | 514 | | | 105 | 54 | | 1,071 | 1,303 | 246 | 125 |
| Powell | 1990 | 26,253 | 8,413 | 8,155 | 3,104 | 837 | | 172 | 54 | | 8,083 | 909 | 2,111 | 506 |
| | 1987 | 23,605 | 7,112 | 6,894 | 2,789 | 683 | | 244 | 52 | | 7,059 | 1,515 | 1,671 | 576 |
| Prairie | 1990 | 1,458 | 119 | 106 | 461 | | | | | | 209 | | 358 | 192 |
| | 1987 | 1,796 | 225 | 201 | 437 | | | | | | 398 | | 358 | 198 |
| Ravalli | 1990 | 94,123 | 31,329 | 30,956 | 8,831 | 2,492 | | 3,882 | 3,453 | 2,281 | 12,429 | 9,846 | 9,790 | 4,143 |
| | 1987 | 75,280 | 24,332 | 24,042 | 7,796 | 1,960 | | 3,169 | 2,417 | 1,597 | 11,237 | 7,667 | 7,318 | 2,964 |
| Richland | 1990 | 50,101 | 6,054 | 5,747 | 5,505 | 4,504 | | 3,864 | 2,817 | 2,314 | 12,125 | 2,321 | 3,435 | 3,565 |
| | 1987 | 54,380 | 7,884 | 7,484 | 6,178 | 4,628 | | 3,210 | 2,701 | 2,219 | 14,109 | 3,242 | 4,213 | 2,737 |
| Roosevelt | 1990 | 55,962 | 17,121 | 16,635 | 3,377 | 847 | | 2,834 | 701 | 701 | 7,893 | 14,479 | 5,018 | 1,941 |
| | 1987 | 51,459 | 14,382 | 13,974 | 3,679 | 1,263 | | 2,295 | 605 | 605 | 8,951 | 12,742 | 4,206 | 1,389 |
| Rosebud | 1990 | 40,271 | 14,298 | 13,862 | 2,602 | 621 | | 1,662 | 657 | 504 | 9,420 | 7,204 | 2,034 | 764 |
| | 1987 | 36,738 | 12,619 | 12,234 | 2,898 | 667 | | 1,143 | 457 | 351 | 9,221 | 5,966 | 1,924 | 543 |
| Sanders | 1990 | 26,713 | 9,622 | 9,260 | 3,129 | 174 | | 285 | 248 | | 1,978 | 7,256 | 1,390 | 1,404 |
| | 1987 | 21,835 | 8,273 | 7,962 | 2,689 | 312 | | 228 | 206 | | 1,488 | 5,052 | 1,189 | 1,065 |
| Sheridan | 1990 | 26,015 | 7,409 | 7,142 | 3,728 | 368 | | 2,395 | 1,398 | 1,105 | 2,401 | 1,151 | 3,080 | 1,243 |
| | 1987 | 23,714 | 6,463 | 6,230 | 3,680 | 403 | | 1,867 | 1,584 | 1,253 | 2,102 | 1,941 | 2,790 | 891 |
| Silver Bow | 1990 | 242,906 | 48,095 | 47,453 | 29,519 | 16,380 | 3,207 | 8,559 | 15,280 | 5,327 | 48,113 | 22,841 | 17,318 | 15,820 |
| | 1987 | 206,915 | 43,544 | 42,963 | 26,410 | 14,481 | 2,836 | 6,140 | 12,689 | 4,424 | 42,515 | 19,380 | 12,901 | 11,349 |
| Stillwater | 1990 | 34,877 | 8,151 | 7,797 | 3,322 | 224 | | 727 | 225 | 225 | 5,175 | 12,967 | 2,535 | 471 |
| | 1987 | 27,708 | 5,089 | 4,868 | 2,481 | 386 | | 481 | 274 | 274 | 3,584 | 11,703 | 2,324 | 539 |
| Sweet Grass | 1990 | 16,876 | 2,655 | 2,535 | 2,168 | | | 207 | 514 | | 4,635 | 3,953 | 735 | 589 |
| | 1987 | 13,982 | 2,443 | 2,333 | 1,667 | | | 378 | 361 | | 3,438 | 3,213 | 1,061 | 456 |
| Teton | 1990 | 18,301 | 4,354 | 4,261 | 1,180 | 129 | | 464 | 229 | 229 | 7,484 | 547 | 2,182 | 1,099 |
| | 1987 | 16,011 | 3,903 | 3,820 | 1,115 | 157 | | 361 | 208 | 208 | 6,530 | 624 | 1,772 | 788 |
| Toole | 1990 | 19,433 | 6,934 | 6,715 | 3,075 | | | 1,596 | 382 | 382 | 1,679 | 2,241 | 771 | 2,050 |
| | 1987 | 19,034 | 6,395 | 6,193 | 3,211 | | | 1,270 | 469 | 469 | 1,819 | 2,549 | 930 | 1,554 |
| Treasure | 1990 | 947 | 149 | 140 | 349 | | | | | | | 270 | 179 | |
| | 1987 | 803 | 175 | 165 | 299 | | | | | | | 192 | 137 | |
| Valley | 1990 | 42,891 | 11,253 | 10,466 | 4,485 | 2,805 | | 2,575 | 1,020 | 491 | 7,819 | 5,171 | 2,409 | 2,395 |
| | 1987 | 41,028 | 10,163 | 9,452 | 4,227 | 2,629 | | 1,845 | 959 | 463 | 8,012 | 5,724 | 2,582 | 1,766 |
| Wheatland | 1990 | 5,891 | 2,451 | 2,339 | 800 | | | 564 | 28 | | 686 | 869 | 391 | |
| | 1987 | 5,676 | 2,478 | 2,365 | 546 | | | 558 | 52 | | 776 | 690 | 419 | |
| Wibaux | 1990 | 922 | 94 | 69 | 156 | | | | | | 60 | 599 | | |
| | 1987 | 851 | 59 | 43 | 144 | | | | | | 75 | 555 | | |
| Yellowstone | 1990 | 1,071,678 | 237,429 | 230,596 | 113,170 | 135,662 | 118,694 | 51,525 | 51,917 | 35,041 | 250,977 | 62,701 | 50,299 | 18,982 |
| | 1987 | 906,157 | 193,748 | 188,172 | 95,257 | 119,087 | 104,193 | 37,608 | 42,992 | 29,018 | 218,230 | 56,467 | 48,048 | 16,917 |
| **TOTAL METRO COUNTIES** | 1990 | **1,686,123** | **360,120** | **349,174** | **179,287** | **231,550** | **206,599** | **78,109** | **85,324** | **52,216** | **389,260** | **102,705** | **81,511** | **35,415** |
| | 1987 | 1,422,085 | 292,760 | 283,865 | 150,454 | 197,370 | 175,960 | 58,389 | 70,143 | 42,977 | 344,024 | 91,044 | 77,494 | 30,939 |
| **TOTAL STATE** | 1990 | **5,332,572** | **1,239,508** | **1,197,966** | **575,539** | **518,097** | **398,223** | **230,367** | **232,544** | **128,617** | **1,064,942** | **469,833** | **331,747** | **172,012** |
| | 1987 | 4,510,758 | 1,042,396 | 1,007,366 | 495,863 | 428,015 | 325,409 | 176,873 | 190,156 | 105,613 | 950,243 | 415,783 | 276,141 | 135,593 |
| **NEBRASKA** | | | | | | | | | | | | | | |
| **LINCOLN** | 1990 | **1,529,342** | **293,266** | **167,827** | **159,189** | **209,254** | **193,965** | **93,113** | **49,569** | **23,652** | **338,409** | **121,758** | **107,996** | **45,567** |
| | 1987 | 1,283,529 | 240,537 | 137,652 | 138,594 | 176,182 | 163,310 | 73,740 | 55,160 | 26,321 | 271,997 | 95,229 | 84,186 | 42,865 |
| Lancaster | 1990 | 1,529,342 | 293,266 | 167,827 | 159,189 | 209,254 | 193,965 | 93,113 | 49,569 | 23,652 | 338,409 | 121,758 | 107,996 | 45,567 |
| | 1987 | 1,283,529 | 240,537 | 137,652 | 138,594 | 176,182 | 163,310 | 73,740 | 55,160 | 26,321 | 271,997 | 95,229 | 84,186 | 42,865 |
| **OMAHA** | 1990 | **4,700,401** | **924,338** | **883,387** | **498,540** | **641,518** | **580,852** | **206,017** | **264,812** | **199,238** | **1,123,488** | **356,749** | **197,324** | **147,576** |
| | 1987 | 3,943,609 | 756,267 | 722,700 | 424,944 | 524,951 | 474,528 | 167,847 | 279,787 | 210,367 | 891,498 | 293,553 | 173,731 | 133,040 |
| Douglas | 1990 | 3,567,814 | 733,642 | 699,698 | 392,695 | 480,795 | 427,352 | 175,444 | 249,140 | 192,929 | 782,636 | 223,752 | 146,177 | 105,311 |
| | 1987 | 3,002,966 | 592,588 | 565,170 | 335,565 | 393,779 | 350,010 | 142,818 | 262,774 | 203,487 | 626,460 | 177,931 | 131,051 | 95,055 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1990
U.S. CENSUS 1987

| METRO AREA County | Year | Total Retail Sales ($000) | Food Stores |  | Eating & Drinking Places | General Merchandise Stores |  | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores |  | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **NEBRASKA (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **OMAHA (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Sarpy | 1990 | 427,985 | 101,632 | 98,795 | 43,699 | 90,700 | 87,070 | 9,729 | 5,066 | 1,884 | 72,399 | 57,005 | 18,444 | 12,742 |
|  | 1987 | 357,199 | 83,786 | 81,447 | 36,093 | 75,845 | 72,810 | 8,955 | 5,498 | 2,046 | 61,159 | 44,193 | 15,212 | 10,869 |
| Washington | 1990 | 71,588 | 5,968 | 5,316 | 7,822 | 2,712 |  | 2,007 | 1,061 | 519 | 31,222 | 7,476 | 5,537 | 1,766 |
|  | 1987 | 59,934 | 6,389 | 5,691 | 6,606 | 2,934 |  | 1,696 | 1,487 | 729 | 23,226 | 5,916 | 4,729 | 1,411 |
| *Pottawattamie, Iowa* | *1990* | *633,014* | *83,096* | *79,578* | *54,324* | *67,311* | *66,430* | *18,837* | *9,545* | *3,906* | *237,151* | *68,516* | *27,166* | *27,757* |
|  | *1987* | *523,510* | *73,504* | *70,392* | *46,680* | *52,393* | *51,708* | *14,378* | *10,028* | *4,105* | *180,653* | *65,513* | *22,739* | *25,705* |
| **ALL COUNTIES** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Adams | 1990 | 207,574 | 58,921 | 57,678 | 19,959 | 22,663 | 4,104 | 9,009 | 8,714 | 3,982 | 47,688 | 15,649 | 10,303 | 7,288 |
|  | 1987 | 179,457 | 42,172 | 41,282 | 18,045 | 23,411 | 4,240 | 8,716 | 9,181 | 4,196 | 40,668 | 12,670 | 9,556 | 6,358 |
| Antelope | 1990 | 33,292 | 3,823 | 3,642 | 2,190 | 57 |  | 90 | 393 | 341 | 12,049 | 8,514 | 4,075 | 299 |
|  | 1987 | 29,215 | 3,593 | 3,423 | 1,949 | 62 |  | 167 | 521 | 453 | 11,041 | 6,169 | 3,490 | 395 |
| Arthur | 1990 | 834 |  |  | 182 |  |  |  |  |  |  | 652 |  |  |
|  | 1987 | 751 |  |  | 187 |  |  |  |  |  |  | 564 |  |  |
| Banner | 1990 | 47 |  |  |  |  |  |  |  |  |  |  |  |  |
|  | 1987 | 36 |  |  |  |  |  |  |  |  |  |  |  |  |
| Blaine | 1990 | 1,363 |  |  | 39 |  |  |  |  |  | 202 | 689 |  |  |
|  | 1987 | 1,324 |  |  | 49 |  |  |  |  |  | 217 | 447 |  |  |
| Boone | 1990 | 37,621 | 6,259 | 5,542 | 2,588 | 205 |  | 1,033 | 278 | 278 | 9,640 | 8,862 | 1,215 | 1,138 |
|  | 1987 | 32,887 | 6,114 | 5,414 | 2,433 | 224 |  | 936 | 422 | 422 | 8,752 | 6,074 | 1,627 | 1,093 |
| Box Butte | 1990 | 62,220 | 17,558 | 17,037 | 5,909 | 10,678 | 2,792 | 2,641 | 1,758 | 1,376 | 11,820 | 3,294 | 2,319 | 2,003 |
|  | 1987 | 55,262 | 15,656 | 15,191 | 5,145 | 8,063 | 2,109 | 2,459 | 1,827 | 1,431 | 10,414 | 2,833 | 2,322 | 2,052 |
| Boyd | 1990 | 7,944 | 2,344 | 2,223 | 1,198 | 224 |  | 40 | 196 |  | 354 | 1,632 | 1,040 |  |
|  | 1987 | 7,083 | 2,034 | 1,929 | 960 | 265 |  | 64 | 234 |  | 414 | 1,306 | 954 |  |
| Brown | 1990 | 14,557 | 3,153 | 2,740 | 1,414 | 740 |  | 95 | 364 | 232 | 3,353 | 1,714 | 1,937 | 534 |
|  | 1987 | 13,810 | 3,195 | 2,776 | 1,402 | 581 |  | 177 | 471 | 301 | 3,269 | 1,201 | 1,700 | 523 |
| Buffalo | 1990 | 271,696 | 49,607 | 47,145 | 33,391 | 41,427 | 39,090 | 16,025 | 12,348 | 6,079 | 46,285 | 29,850 | 13,414 | 5,836 |
|  | 1987 | 231,398 | 43,357 | 41,205 | 28,830 | 30,519 | 28,798 | 13,327 | 13,123 | 6,461 | 41,110 | 23,717 | 12,002 | 5,075 |
| Burt | 1990 | 28,402 | 6,954 | 6,611 | 2,452 | 1,039 |  | 758 | 427 |  | 6,917 | 3,570 | 1,718 | 1,737 |
|  | 1987 | 25,992 | 6,144 | 5,841 | 2,232 | 948 |  | 736 | 807 |  | 5,744 | 3,457 | 1,717 | 1,649 |
| Butler | 1990 | 27,212 | 5,767 | 4,956 | 1,586 | 393 |  | 341 | 174 | 174 | 7,826 | 4,510 | 3,276 | 514 |
|  | 1987 | 23,721 | 5,135 | 4,413 | 1,572 | 427 |  | 260 | 326 | 326 | 6,181 | 3,815 | 2,726 | 738 |
| Cass | 1990 | 55,453 | 11,661 | 11,242 | 7,870 | 619 |  | 649 | 551 | 91 | 17,761 | 9,234 | 2,812 | 1,940 |
|  | 1987 | 48,635 | 10,305 | 9,935 | 6,887 | 673 |  | 504 | 617 | 103 | 15,136 | 7,567 | 2,799 | 1,705 |
| Cedar | 1990 | 28,899 | 6,613 | 6,165 | 2,545 | 207 |  | 165 | 223 | 104 | 4,660 | 8,038 | 2,145 | 1,008 |
|  | 1987 | 25,692 | 5,935 | 5,533 | 2,283 | 267 |  | 157 | 418 | 197 | 4,109 | 5,962 | 2,726 | 914 |
| Chase | 1990 | 21,914 | 4,534 | 4,326 | 1,072 | 73 |  | 883 | 613 |  | 3,776 | 9,037 | 195 | 622 |
|  | 1987 | 20,152 | 4,851 | 4,628 | 1,086 | 126 |  | 699 | 765 |  | 4,306 | 6,184 | 352 | 748 |
| Cherry | 1990 | 38,014 | 8,971 | 8,376 | 5,215 | 1,665 | 1,648 | 1,909 | 1,517 | 1,252 | 11,202 | 2,041 | 1,523 | 639 |
|  | 1987 | 33,250 | 7,704 | 7,193 | 4,150 | 2,116 | 2,096 | 1,598 | 1,723 | 1,423 | 8,895 | 1,643 | 1,448 | 647 |
| Cheyenne | 1990 | 217,859 | 10,024 | 9,551 | 4,958 | 7,948 |  | 2,644 | 6,142 | 2,114 | 13,714 | 8,521 | 4,530 | 5,284 |
|  | 1987 | 169,852 | 11,217 | 10,688 | 4,646 | 7,702 |  | 2,486 | 5,105 | 1,758 | 12,008 | 7,134 | 3,606 | 4,741 |
| Clay | 1990 | 26,086 | 8,315 | 7,845 | 3,257 | 243 |  | 269 | 252 |  | 5,029 | 5,124 | 1,807 | 435 |
|  | 1987 | 22,268 | 6,686 | 6,308 | 2,668 | 205 |  | 194 | 359 |  | 4,905 | 3,819 | 1,632 | 325 |
| Colfax | 1990 | 36,869 | 8,806 | 8,072 | 5,222 | 1,720 |  | 673 | 1,374 | 1,374 | 6,379 | 7,265 | 1,271 | 1,672 |
|  | 1987 | 32,062 | 7,656 | 7,018 | 4,507 | 1,776 |  | 581 | 1,304 | 1,304 | 5,949 | 5,277 | 1,524 | 1,231 |
| Cuming | 1990 | 50,776 | 9,241 | 8,201 | 3,623 | 367 |  | 824 | 1,243 | 366 | 14,621 | 12,736 | 3,540 | 906 |
|  | 1987 | 44,510 | 8,522 | 7,563 | 3,199 | 494 |  | 989 | 1,218 | 360 | 12,825 | 9,700 | 2,918 | 989 |
| Custer | 1990 | 57,642 | 16,773 | 15,954 | 3,920 | 2,223 | 1,743 | 999 | 383 | 239 | 13,420 | 8,067 | 4,850 | 1,814 |
|  | 1987 | 53,096 | 14,191 | 13,498 | 3,602 | 2,842 | 2,230 | 1,211 | 716 | 448 | 12,384 | 6,790 | 4,306 | 1,953 |
| ☐ Dakota | 1990 | 69,142 | 21,662 | 18,718 | 11,848 | 1,040 |  | 234 | 3,613 | 2,577 | 12,336 | 10,678 | 2,267 | 2,181 |
|  | 1987 | 58,922 | 15,461 | 13,360 | 10,037 | 783 |  | 216 | 4,060 | 2,897 | 10,150 | 9,518 | 2,175 | 1,978 |
| Dawes | 1990 | 58,237 | 9,569 | 9,058 | 6,152 | 2,652 |  | 1,266 | 398 | 398 | 17,000 | 8,194 | 5,059 | 1,811 |
|  | 1987 | 51,055 | 9,534 | 9,025 | 5,525 | 2,299 |  | 1,436 | 742 | 742 | 14,019 | 5,641 | 4,100 | 1,728 |
| Dawson | 1990 | 117,486 | 32,536 | 31,760 | 7,500 | 12,181 | 4,496 | 3,583 | 2,689 | 2,179 | 14,971 | 17,674 | 2,655 | 4,775 |
|  | 1987 | 105,130 | 26,411 | 25,781 | 7,269 | 9,007 | 3,325 | 3,255 | 3,210 | 2,602 | 15,328 | 15,016 | 3,988 | 4,277 |
| Deuel | 1990 | 16,435 | 1,451 | 1,376 | 2,239 | 145 |  | 89 | 575 | 575 | 3,922 | 6,588 | 619 | 553 |
|  | 1987 | 16,554 | 1,257 | 1,192 | 2,351 | 157 |  | 109 | 697 | 697 | 3,342 | 7,201 | 639 | 489 |
| Dixon | 1990 | 14,021 | 5,322 | 4,976 | 1,390 | 62 |  | 60 | 27 |  | 2,057 | 3,920 | 572 | 266 |
|  | 1987 | 12,053 | 4,180 | 3,908 | 1,367 | 115 |  | 74 | 51 |  | 1,795 | 2,970 | 518 | 421 |
| Dodge | 1990 | 271,523 | 41,608 | 40,596 | 23,121 | 38,067 | 29,848 | 5,138 | 4,938 | 2,225 | 91,835 | 24,134 | 12,700 | 9,568 |
|  | 1987 | 230,785 | 37,815 | 36,895 | 20,794 | 30,100 | 23,602 | 5,206 | 5,805 | 2,616 | 73,233 | 18,628 | 11,306 | 8,505 |
| Douglas | 1990 | 3,567,814 | 733,642 | 699,698 | 392,695 | 480,795 | 427,352 | 175,444 | 249,140 | 192,929 | 782,636 | 223,752 | 146,177 | 105,311 |
|  | 1987 | 3,002,966 | 592,588 | 565,170 | 335,565 | 393,779 | 350,010 | 142,818 | 262,774 | 203,487 | 626,460 | 177,931 | 131,051 | 95,055 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1990
U.S. CENSUS 1987

**NEBRASKA (continued)**

**ALL COUNTIES (continued)**

| METRO AREA County | Year | Total Retail Sales ($000) | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg Mtls & Hardware Dealers | Drugstores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Total ($000) | Supermarkets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| Dundy | 1990 | 6,011 | 3,019 | 2,978 | 718 | | | 83 | | | 1,384 | 175 | 239 | 54 |
| | 1987 | 6,157 | 2,632 | 2,596 | 670 | | | 90 | | | 1,379 | 255 | 437 | 99 |
| Fillmore | 1990 | 19,799 | 4,968 | 4,737 | 2,935 | 657 | | 783 | 1,328 | 517 | 4,691 | 539 | 728 | 880 |
| | 1987 | 19,321 | 4,314 | 4,113 | 2,855 | 727 | | 857 | 1,420 | 553 | 3,949 | 986 | 1,103 | 939 |
| Franklin | 1990 | 12,864 | 3,750 | 3,572 | 1,257 | | | 173 | 290 | 290 | 2,166 | 1,209 | 940 | 330 |
| | 1987 | 11,899 | 3,288 | 3,132 | 1,162 | | | 188 | 352 | 352 | 1,968 | 1,091 | 996 | 356 |
| Frontier | 1990 | 6,666 | 1,315 | 1,206 | 792 | | | 78 | | | 2,721 | 1,197 | 119 | 83 |
| | 1987 | 6,411 | 1,276 | 1,170 | 701 | | | 90 | | | 2,625 | 1,055 | 151 | 120 |
| Furnas | 1990 | 24,594 | 6,421 | 5,806 | 1,031 | 391 | | 226 | 479 | 479 | 7,555 | 5,631 | 1,016 | 1,078 |
| | 1987 | 21,721 | 5,704 | 5,158 | 1,121 | 388 | | 191 | 661 | 661 | 6,891 | 3,907 | 981 | 1,067 |
| Gage | 1990 | 126,911 | 29,060 | 27,966 | 9,303 | 13,994 | 4,813 | 7,717 | 2,906 | 1,233 | 26,179 | 16,920 | 7,270 | 4,803 |
| | 1987 | 112,454 | 25,138 | 24,192 | 8,698 | 11,399 | 3,921 | 6,705 | 3,382 | 1,436 | 23,539 | 13,158 | 6,594 | 4,394 |
| Garden | 1990 | 7,155 | 2,269 | 2,146 | 607 | 66 | | 88 | | | 407 | 2,553 | 669 | 156 |
| | 1987 | 6,540 | 1,925 | 1,821 | 595 | 122 | | 91 | | | 365 | 2,091 | 611 | 258 |
| Garfield | 1990 | 13,330 | 1,913 | 1,810 | 983 | | | 140 | 135 | 135 | 1,335 | 5,614 | 1,985 | 166 |
| | 1987 | 11,717 | 1,962 | 1,856 | 736 | | | 136 | 172 | 172 | 1,124 | 4,534 | 1,697 | 295 |
| Gosper | 1990 | 1,629 | 233 | 212 | 466 | | | | 35 | | 131 | 43 | | 123 |
| | 1987 | 1,852 | 396 | 360 | 334 | | | | 57 | | 165 | 49 | | 154 |
| Grant | 1990 | 1,859 | 286 | 264 | 588 | | | 70 | 98 | | | 344 | 441 | |
| | 1987 | 1,948 | 408 | 376 | 521 | | | 95 | 185 | | | 296 | 394 | |
| Greeley | 1990 | 6,110 | 2,520 | 2,396 | 644 | | | | 52 | | 592 | 1,214 | 351 | 170 |
| | 1987 | 6,368 | 1,978 | 1,881 | 565 | | | | 72 | | 509 | 1,764 | 628 | 279 |
| Hall | 1990 | 435,920 | 45,499 | 43,297 | 43,607 | 104,873 | 100,929 | 25,981 | 13,024 | 7,390 | 87,086 | 63,964 | 21,696 | 7,852 |
| | 1987 | 374,067 | 40,727 | 38,756 | 38,453 | 84,741 | 81,555 | 22,557 | 15,486 | 8,788 | 76,859 | 44,199 | 19,936 | 7,187 |
| Hamilton | 1990 | 29,569 | 4,321 | 4,089 | 1,667 | 1,074 | | 248 | 261 | 162 | 9,035 | 6,116 | 2,102 | 3,214 |
| | 1987 | 26,984 | 4,050 | 3,833 | 1,553 | 1,504 | | 228 | 492 | 307 | 8,132 | 4,567 | 2,064 | 2,966 |
| Harlan | 1990 | 13,275 | 2,869 | 2,414 | 1,431 | 256 | | 575 | 435 | 314 | 2,492 | 2,822 | 515 | 294 |
| | 1987 | 13,047 | 2,744 | 2,309 | 1,313 | 471 | | 503 | 677 | 491 | 2,463 | 2,330 | 763 | 372 |
| Hayes | 1990 | 2,452 | 782 | 662 | 73 | | | | | | | 1,357 | 123 | |
| | 1987 | 2,286 | 789 | 668 | 87 | | | | | | | 1,064 | 131 | |
| Hitchcock | 1990 | 8,693 | 1,821 | 1,704 | 751 | | | | 40 | | 517 | 849 | 2,001 | 54 |
| | 1987 | 7,581 | 1,652 | 1,546 | 647 | | | | 73 | | 600 | 575 | 1,768 | 81 |
| Holt | 1990 | 73,918 | 13,657 | 13,081 | 4,723 | 5,326 | 3,333 | 2,471 | 2,013 | 666 | 17,551 | 14,834 | 3,782 | 1,519 |
| | 1987 | 62,231 | 12,255 | 11,738 | 3,962 | 4,706 | 2,946 | 2,183 | 2,047 | 678 | 14,516 | 10,532 | 3,617 | 1,420 |
| Hooker | 1990 | 4,107 | 1,850 | 1,734 | 144 | 93 | | | | | 412 | 1,269 | | |
| | 1987 | 3,528 | 1,695 | 1,589 | 94 | 100 | | | | | 338 | 984 | | |
| Howard | 1990 | 18,625 | 4,786 | 4,392 | 1,933 | 43 | | 457 | 482 | 482 | 1,746 | 2,250 | 1,795 | 1,235 |
| | 1987 | 16,447 | 3,987 | 3,659 | 1,607 | 46 | | 391 | 871 | 871 | 1,861 | 2,063 | 1,491 | 988 |
| Jefferson | 1990 | 46,861 | 10,231 | 9,259 | 4,588 | 6,716 | 6,549 | 1,072 | 1,635 | 817 | 9,023 | 6,731 | 1,425 | 972 |
| | 1987 | 42,333 | 8,870 | 8,027 | 3,881 | 5,667 | 5,527 | 1,315 | 2,227 | 1,113 | 8,325 | 5,320 | 1,548 | 1,182 |
| Johnson | 1990 | 16,013 | 2,154 | 1,948 | 2,036 | 536 | | 390 | 320 | 320 | 2,693 | 4,531 | 866 | 752 |
| | 1987 | 14,336 | 1,827 | 1,652 | 1,775 | 661 | | 328 | 412 | 412 | 2,233 | 3,882 | 842 | 740 |
| Kearney | 1990 | 21,681 | 5,674 | 5,397 | 2,239 | 524 | | 760 | 320 | 233 | 3,282 | 3,964 | 2,246 | 201 |
| | 1987 | [illegible] | 4,276 | 4,067 | 2,269 | 621 | | 533 | 437 | 318 | 3,096 | 2,957 | 2,586 | 376 |
| Keith | 1990 | 82,082 | 16,403 | 15,645 | 7,409 | 5,249 | 3,547 | 1,371 | 864 | 158 | 19,432 | 21,928 | 4,271 | 877 |
| | 1987 | 72,519 | 13,608 | 12,979 | 6,265 | 4,742 | 3,205 | 1,413 | 1,058 | 195 | 17,708 | 18,501 | 4,247 | 877 |
| Keya Paha | 1990 | 2,753 | 279 | 242 | 219 | | | | | | 41 | 2,058 | | |
| | 1987 | 2,490 | 396 | 344 | 220 | | | | | | 46 | 1,698 | | |
| Kimball | 1990 | 23,274 | 5,050 | 4,675 | 2,161 | 2,314 | | 391 | 186 | | 6,328 | 3,101 | 336 | 933 |
| | 1987 | 21,841 | 4,958 | 4,590 | 2,045 | 1,942 | | 488 | 292 | | 5,752 | 2,532 | 524 | 929 |
| Knox | 1990 | 34,307 | 7,685 | 7,433 | 3,337 | 448 | | 186 | 169 | 90 | 8,284 | 5,507 | 4,370 | 1,309 |
| | 1987 | 30,179 | 6,623 | 6,406 | 3,221 | 491 | | 342 | 318 | [illegible] | 7,084 | 4,226 | 3,771 | 1,115 |
| Lancaster | 1990 | 1,529,342 | 293,266 | 167,827 | 159,189 | 209,254 | 193,965 | 93,113 | 49,569 | 23,652 | 338,409 | 121,758 | 107,996 | 45,567 |
| | 1987 | 1,283,529 | 240,537 | 137,652 | 138,594 | 176,182 | 163,310 | 73,740 | 55,160 | 26,321 | 271,997 | 95,229 | 84,186 | 42,865 |
| Lincoln | 1990 | 214,585 | 40,868 | 37,056 | 23,750 | 33,616 | 31,848 | 8,321 | 6,788 | 3,443 | 42,592 | 21,996 | 11,860 | 9,847 |
| | 1987 | 193,439 | 35,218 | 31,933 | 20,470 | 28,911 | 27,391 | 7,931 | 7,809 | 3,962 | 38,980 | 19,256 | 10,608 | 9,320 |
| Logan | 1990 | 1,977 | 230 | 207 | 42 | 139 | | 88 | | | 47 | 1,069 | | |
| | 1987 | 1,549 | 197 | 177 | 43 | 141 | | 98 | | | 51 | 731 | | |
| Loup | 1990 | 1,136 | 221 | 201 | 367 | | | | 194 | | | 354 | | |
| | 1987 | 973 | 197 | 179 | 246 | | | | 204 | | | 326 | | |
| McPherson | 1990 | 1,038 | 870 | 819 | 51 | | | | | | | 117 | | |
| | 1987 | 974 | 727 | 684 | 54 | | | | | | | 193 | | |
| Madison | 1990 | 256,470 | 57,797 | 56,337 | 21,851 | 60,125 | 53,636 | 15,579 | 13,440 | 6,519 | 39,286 | 14,681 | 14,097 | 4,508 |
| | 1987 | 218,707 | 47,359 | 46,163 | 18,257 | 44,954 | 40,103 | 13,371 | 14,976 | 7,265 | 34,078 | 13,314 | 12,207 | 4,806 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1990<br>U.S. CENSUS 1987<br>METRO AREA<br>County | Year | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **NEBRASKA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Merrick | 1990 | 35,382 | 7,796 | 7,361 | 2,594 | 763 | | 185 | 135 | | 7,752 | 8,657 | 1,336 | 205 |
| | 1987 | 30,670 | 6,871 | 6,488 | 2,353 | 543 | | 174 | 253 | | 6,101 | 7,935 | 1,594 | 246 |
| Morrill | 1990 | 11,844 | 2,207 | 2,090 | 1,185 | 218 | | 64 | 108 | | 5,539 | 1,032 | 87 | 370 |
| | 1987 | 11,595 | 2,261 | 2,141 | 1,184 | 252 | | 65 | 107 | | 5,217 | 1,006 | 91 | 346 |
| Nance | 1990 | 8,302 | 2,838 | 2,703 | 1,101 | 124 | | 154 | 285 | 285 | 720 | 1,371 | 1,209 | 200 |
| | 1987 | 7,265 | 2,489 | 2,371 | 1,011 | 184 | | 152 | 287 | 287 | 578 | 1,049 | 1,036 | 168 |
| Nemaha | 1990 | 28,816 | 3,031 | 2,802 | 3,818 | 2,891 | | 531 | 644 | 348 | 9,234 | 2,956 | 1,850 | 587 |
| | 1987 | 26,440 | 3,297 | 3,048 | 3,511 | 2,735 | | 544 | 687 | 372 | 7,715 | 2,737 | 1,832 | 605 |
| Nuckolls | 1990 | 30,933 | 10,691 | 10,166 | 2,196 | 574 | | 1,176 | 735 | 500 | 3,805 | 5,873 | 1,805 | 2,181 |
| | 1987 | 27,446 | 8,919 | 8,481 | 1,971 | 642 | | 1,147 | 797 | 543 | 3,245 | 4,726 | 1,641 | 1,875 |
| Otoe | 1990 | 78,488 | 16,839 | 15,500 | 9,508 | 8,032 | | 3,582 | 947 | 406 | 15,799 | 10,196 | 4,102 | 3,595 |
| | 1987 | 70,684 | 15,903 | 14,638 | 8,063 | 6,672 | | 2,989 | 1,123 | 483 | 15,581 | 8,252 | 3,512 | 3,275 |
| Pawnee | 1990 | 8,507 | 4,483 | 4,225 | 966 | | | 241 | 154 | 154 | 223 | 814 | 767 | 386 |
| | 1987 | 8,103 | 3,480 | 3,280 | 856 | | | 217 | 287 | 287 | 309 | 1,131 | 775 | 464 |
| Perkins | 1990 | 9,530 | 2,415 | 2,305 | 649 | 116 | | 161 | 241 | 241 | 470 | 705 | 2,708 | 221 |
| | 1987 | 8,814 | 2,318 | 2,212 | 474 | 152 | | 267 | 277 | 277 | 436 | 804 | 2,338 | 278 |
| Phelps | 1990 | 53,529 | 7,351 | 7,177 | 3,279 | 1,725 | | 2,161 | 1,395 | 1,165 | 15,516 | 8,129 | 4,04' | 3,440 |
| | 1987 | 48,709 | 7,335 | 7,161 | 2,876 | 1,811 | | 2,119 | 1,798 | 1,503 | 13,619 | 5,904 | 4,105 | 3,108 |
| Pierce | 1990 | 29,064 | 8,054 | 7,630 | 1,530 | 701 | | 422 | 984 | 789 | 6,132 | 5,770 | 2,773 | 1,252 |
| | 1987 | 26,017 | 6,571 | 6,225 | 1,661 | 487 | | 301 | 1,023 | 821 | 5,718 | 5,489 | 2,383 | 1,095 |
| Platte | 1990 | 199,736 | 43,937 | 41,966 | 17,988 | 31,103 | 19,436 | 11,255 | 4,904 | 1,837 | 35,706 | 26,284 | 12,317 | 6,594 |
| | 1987 | 168,096 | 36,233 | 34,608 | 16,476 | 23,869 | 14,916 | 10,064 | 5,741 | 2,151 | 30,306 | 18,527 | 10,038 | 5,676 |
| Polk | 1990 | 11,536 | 3,616 | 3,165 | 1,632 | 424 | | 109 | 58 | | 1,205 | 2,093 | 934 | 244 |
| | 1987 | 11,415 | 3,286 | 2,876 | 1,545 | 496 | | 115 | 79 | | 1,156 | 2,109 | 874 | 460 |
| Red Willow | 1990 | 103,320 | 22,234 | 21,766 | 5,896 | 17,721 | 8,403 | 6,430 | 2,751 | 1,102 | 28,632 | 4,865 | 5,711 | 3,222 |
| | 1987 | 90,604 | 18,912 | 18,514 | 5,895 | 13,960 | 6,620 | 5,898 | 3,410 | 1,367 | 25,098 | 4,212 | 4,765 | 2,797 |
| Richardson | 1990 | 48,105 | 8,497 | 8,068 | 3,724 | 5,887 | | 758 | 1,252 | 792 | 13,619 | 6,689 | 2,337 | 1,307 |
| | 1987 | 43,970 | 8,246 | 7,830 | 3,380 | 5,103 | | 1,033 | 1,557 | 987 | 11,781 | 5,436 | 2,164 | 1,340 |
| Rock | 1990 | 6,735 | 386 | 363 | 287 | 161 | | 187 | | | 3,237 | 1,071 | 546 | 94 |
| | 1987 | 6,194 | 630 | 593 | 241 | 192 | | 159 | | | 2,356 | 1,163 | 534 | 173 |
| Saline | 1990 | 83,212 | 12,515 | 11,941 | 5,654 | 6,118 | | 984 | 9,281 | 8,694 | 29,771 | 6,252 | 4,521 | 2,655 |
| | 1987 | 67,743 | 10,430 | 9,952 | 5,060 | 5,311 | | 775 | 9,366 | 8,775 | 20,182 | 5,617 | 3,389 | 2,513 |
| Sarpy | 1990 | 427,985 | 101,632 | 98,795 | 43,699 | 90,700 | 87,070 | 9,729 | 5,066 | 1,884 | 72,399 | 57,005 | 18,444 | 12,742 |
| | 1987 | 357,199 | 83,786 | 81,447 | 36,093 | 75,845 | 72,810 | 8,955 | 5,498 | 2,046 | 61,159 | 44,193 | 15,212 | 10,869 |
| Saunders | 1990 | 72,889 | 10,082 | 9,757 | 4,706 | 2,700 | | 505 | 1,761 | 1,652 | 27,252 | 14,229 | 2,293 | 1,027 |
| | 1987 | 63,386 | 10,377 | 10,042 | 4,412 | 2,558 | | 459 | 3,318 | 3,114 | 20,886 | 10,648 | 2,209 | 982 |
| Scotts Bluff | 1990 | 272,806 | 72,068 | 68,917 | 21,397 | 45,510 | 30,152 | 12,627 | 6,596 | 4,149 | 56,211 | 24,784 | 13,189 | 3,471 |
| | 1987 | 237,893 | 61,371 | 58,688 | 19,397 | 35,739 | 23,679 | 11,296 | 7,919 | 4,982 | 48,446 | 20,018 | 12,712 | 3,437 |
| Seward | 1990 | 63,021 | 14,623 | 14,111 | 8,025 | 10,677 | 3,771 | 749 | 906 | 263 | 16,234 | 4,505 | 1,256 | 2,552 |
| | 1987 | 55,162 | 12,129 | 11,704 | 6,906 | 8,317 | 2,938 | 706 | 1,694 | 494 | 13,457 | 5,146 | 1,178 | 2,263 |
| Sheridan | 1990 | 27,205 | 5,505 | 5,104 | 2,585 | 1,052 | | 553 | 917 | 666 | 5,047 | 3,000 | 5,059 | 1,278 |
| | 1987 | 26,698 | 5,688 | 5,274 | 2,593 | 855 | | 852 | 1,023 | 744 | 4,892 | 2,659 | 4,061 | 1,328 |
| Sherman | 1990 | 8,926 | 1,464 | 1,331 | 1,459 | | | 221 | 391 | 391 | 1,254 | 1,784 | 719 | 85 |
| | 1987 | 8,050 | 1,236 | 1,124 | 1,110 | | | 178 | 618 | 618 | 1,106 | 1,685 | 656 | 117 |
| Sioux | 1990 | 2,970 | 146 | 133 | 25 | 137 | | 124 | | | 658 | 461 | 1,129 | |
| | 1987 | 2,653 | 224 | 204 | 47 | 163 | | 113 | | | 626 | 348 | 810 | |
| Stanton | 1990 | 4,674 | 1,520 | 1,447 | 1,269 | 77 | | | | | | 468 | 837 | 124 |
| | 1987 | 4,649 | 1,538 | 1,464 | 958 | 116 | | | | | | 858 | 587 | 106 |
| Thayer | 1990 | 32,314 | 5,457 | 5,111 | 3,476 | 119 | | 255 | 476 | 476 | 6,911 | 10,514 | 1,828 | 449 |
| | 1987 | 29,610 | 5,308 | 4,971 | 2,953 | 130 | | 221 | 429 | 429 | 6,083 | 9,572 | 1,362 | 776 |
| Thomas | 1990 | 2,686 | 1,147 | 1,074 | 141 | | | | | | | 821 | 115 | |
| | 1987 | 2,587 | 1,100 | 1,030 | 125 | | | | | | | 702 | 158 | |
| Thurston | 1990 | 13,131 | 4,158 | 3,952 | 997 | | | | 114 | 114 | 4,367 | 1,774 | 77 | 758 |
| | 1987 | 13,637 | 4,160 | 3,954 | 1,022 | | | | 213 | 213 | 4,371 | 1,789 | 92 | 893 |
| Valley | 1990 | 24,714 | 5,842 | 5,596 | 2,291 | 1,797 | | 976 | 189 | 189 | 2,197 | 6,630 | 872 | 1,068 |
| | 1987 | 21,370 | 5,059 | 4,846 | 1,884 | 1,595 | | 715 | 262 | 262 | 2,131 | 4,520 | 1,229 | 1,024 |
| Washington | 1990 | 71,588 | 5,968 | 5,316 | 7,822 | 2,712 | | 2,007 | 1,061 | 519 | 31,222 | 7,476 | 5,537 | 1,766 |
| | 1987 | 59,934 | 6,389 | 5,691 | 6,606 | 2,934 | | 1,696 | 1,487 | 729 | 23,226 | 5,916 | 4,729 | 1,411 |
| Wayne | 1990 | 45,565 | 5,983 | 5,905 | 5,734 | 5,532 | | 1,037 | 929 | | 11,170 | 2,538 | 6,662 | 2,639 |
| | 1987 | 39,718 | 5,845 | 5,769 | 4,807 | 4,397 | | 934 | 997 | | 9,836 | 2,133 | 5,225 | 2,387 |
| Webster | 1990 | 11,847 | 1,634 | 1,559 | 1,260 | | | 183 | 256 | 156 | 4,223 | 1,616 | 1,524 | 278 |
| | 1987 | 10,739 | 1,327 | 1,266 | 1,145 | | | 181 | 441 | 270 | 3,666 | 1,366 | 1,320 | 487 |
| Wheeler | 1990 | 537 | | | 150 | | | | | | | 387 | | |
| | 1987 | 552 | | | 140 | | | | | | | 412 | | |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1990<br>U.S. CENSUS 1987<br>METRO AREA<br>County | Year | Total Retail Sales ($000) | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **NEBRASKA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| York | 1990 | 96,692 | 20,636 | 19,068 | 12,803 | 15,102 | 5,423 | 4,028 | 1,405 | 197 | 15,341 | 16,051 | 4,383 | 2,143 |
| | 1987 | 83,530 | 18,192 | 16,810 | 10,988 | 11,611 | 4,170 | 3,526 | 1,597 | 225 | 14,307 | 11,014 | 4,948 | 2,019 |
| **TOTAL METRO COUNTIES** | **1990** | **5,665,871** | **1,156,170** | **990,354** | **615,253** | **784,501** | **708,387** | **280,527** | **308,449** | **221,561** | **1,237,002** | **420,669** | **280,421** | **167,567** |
| | 1987 | 4,762,550 | 938,761 | 803,320 | 526,895 | 649,523 | 586,130 | 227,425 | 328,979 | 235,480 | 992,992 | 332,787 | 237,353 | 152,178 |
| **TOTAL STATE** | **1990** | **10,312,527** | **2,071,936** | **1,861,404** | **1,034,273** | **1,325,800** | **1,063,948** | **446,616** | **437,334** | **292,754** | **2,228,716** | **1,027,434** | **536,226** | **302,044** |
| | 1987 | 8,814,076 | 1,734,336 | 1,559,477 | 899,497 | 1,092,126 | 869,501 | 378,089 | 477,604 | 318,270 | 1,852,877 | 815,875 | 472,612 | 279,292 |
| **NEVADA** | | | | | | | | | | | | | | |
| **LAS VEGAS** | **1990** | **5,806,823** | **1,253,589** | **1,199,281** | **665,294** | **643,750** | **573,122** | **324,979** | **281,602** | **151,254** | **1,148,885** | **331,018** | **330,205** | **185,522** |
| | 1987 | 4,460,002 | 951,140 | 909,935 | 514,924 | 494,068 | 439,863 | 226,398 | 212,132 | 113,941 | 945,856 | 270,880 | 249,363 | 135,327 |
| Clark | 1990 | 5,806,823 | 1,253,589 | 1,199,281 | 665,294 | 643,750 | 573,122 | 324,979 | 281,602 | 151,254 | 1,148,885 | 331,018 | 330,205 | 185,522 |
| | 1987 | 4,460,002 | 951,140 | 909,935 | 514,924 | 494,068 | 439,863 | 226,398 | 212,132 | 113,941 | 945,856 | 270,880 | 249,363 | 135,327 |
| **RENO** | **1990** | **2,548,478** | **452,327** | **432,308** | **195,172** | **384,341** | **305,177** | **109,929** | **118,224** | **64,027** | **562,079** | **142,241** | **144,927** | **119,111** |
| | 1987 | 2,027,029 | 365,517 | 349,340 | 166,548 | 292,021 | 231,873 | 79,255 | 89,844 | 48,658 | 470,550 | 120,801 | 117,362 | 83,318 |
| Washoe | 1990 | 2,548,478 | 452,327 | 432,308 | 195,172 | 384,341 | 305,177 | 109,929 | 118,224 | 64,027 | 562,079 | 142,241 | 144,927 | 119,111 |
| | 1987 | 2,027,029 | 365,517 | 349,340 | 166,548 | 292,021 | 231,873 | 79,255 | 89,844 | 48,658 | 470,550 | 120,801 | 117,362 | 83,318 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Carson City | 1990 | 464,678 | 100,818 | 100,292 | 35,554 | 56,783 | 51,550 | 5,996 | 26,408 | 17,071 | 125,401 | 24,876 | 53,451 | 15,394 |
| | 1987 | 352,461 | 76,276 | 75,878 | 28,883 | 40,000 | 36,314 | 4,950 | 18,885 | 12,208 | 93,253 | 19,560 | 37,321 | 13,517 |
| Churchill | 1990 | 111,475 | 25,840 | 25,718 | 15,252 | 1,955 | | 4,691 | 606 | 170 | 24,597 | 10,087 | 11,178 | 9,407 |
| | 1987 | 90,061 | 22,164 | 22,059 | 11,578 | 1,583 | | 3,498 | 1,023 | 289 | 21,271 | 8,180 | 7,942 | 6,501 |
| Clark | 1990 | 5,806,823 | 1,253,589 | 1,199,281 | 665,294 | 643,750 | 573,122 | 324,979 | 281,602 | 151,254 | 1,148,885 | 331,018 | 330,205 | 185,522 |
| | 1987 | 4,460,002 | 951,140 | 909,935 | 514,924 | 494,068 | 439,863 | 226,398 | 212,132 | 113,941 | 945,856 | 270,880 | 249,363 | 135,327 |
| Douglas | 1990 | 144,570 | 35,756 | 34,855 | 26,718 | 331 | | 6,891 | 4,305 | 3,911 | 7,044 | 22,724 | 12,866 | 9,584 |
| | 1987 | 113,298 | 28,070 | 27,363 | 19,564 | 260 | | 6,038 | 3,928 | 3,569 | 6,207 | 17,543 | 9,169 | 6,630 |
| Elko | 1990 | 168,924 | 39,334 | 38,606 | 15,760 | 6,504 | 5,596 | 5,170 | 5,047 | 3,308 | 33,051 | 26,106 | 11,563 | 16,714 |
| | 1987 | 135,120 | 31,018 | 30,444 | 13,365 | 4,831 | 4,157 | 3,662 | 3,783 | 2,480 | 27,962 | 21,333 | 8,642 | 11,662 |
| Esmeralda | 1990 | 3,781 | 324 | 302 | 663 | 135 | | | | | 54 | 2,140 | | |
| | 1987 | 3,224 | 266 | 248 | 447 | 197 | | | | | 63 | 1,859 | | |
| Eureka | 1990 | 4,001 | 1,476 | 1,402 | 1,191 | | | | 143 | | 74 | 1,070 | | |
| | 1987 | 3,291 | 1,084 | 1,030 | 846 | | | | 171 | | 115 | 1,002 | | |
| Humboldt | 1990 | 89,072 | 16,354 | 15,537 | 6,877 | 1,960 | | 4,741 | 1,250 | 651 | 18,656 | 20,961 | 7,356 | 3,465 |
| | 1987 | 74,595 | 14,849 | 14,107 | 6,445 | 1,463 | | 3,281 | 1,081 | 563 | 14,454 | 17,322 | 6,187 | 3,666 |
| Lander | 1990 | 17,183 | 7,013 | 6,828 | 1,769 | | | 283 | 148 | | 1,864 | 2,517 | 1,262 | 1,142 |
| | 1987 | 14,612 | 5,521 | 5,375 | 1,785 | | | 196 | 140 | | 1,556 | 2,295 | 1,303 | 939 |
| Lincoln | 1990 | 7,961 | 2,796 | 2,688 | 439 | 1,800 | | | 46 | | 292 | 2,264 | | 273 |
| | 1987 | 7,284 | 2,361 | 2,270 | 514 | 1,867 | | | 55 | | 368 | 1,769 | | 283 |
| Lyon | 1990 | 75,783 | 25,912 | 25,162 | 6,688 | 944 | | 413 | 1,389 | 295 | 5,934 | 21,971 | 3,798 | 1,143 |
| | 1987 | 60,269 | 20,721 | 20,121 | 5,586 | 912 | | 454 | 1,090 | 232 | 6,033 | 14,575 | 3,429 | 1,020 |
| Mineral | 1990 | 34,146 | 12,394 | 11,706 | 2,344 | 793 | | 1,068 | 108 | | 7,036 | 4,257 | 730 | 1,135 |
| | 1987 | 27,286 | 9,547 | 9,017 | 1,887 | 1,155 | | 734 | 109 | | 5,380 | 3,260 | 953 | 789 |
| Nye | 1990 | 63,305 | 22,648 | 22,099 | 6,611 | 882 | | 221 | 705 | | 8,537 | 8,149 | 8,363 | 1,480 |
| | 1987 | 50,787 | 17,858 | 17,425 | 5,440 | 608 | | 277 | 489 | | 7,199 | 6,674 | 6,503 | 1,209 |
| Pershing | 1990 | 23,932 | 5,561 | 5,449 | 2,305 | 1,562 | | | | | 995 | 11,190 | 832 | 357 |
| | 1987 | 22,221 | 5,055 | 4,953 | 2,236 | 1,342 | | | | | 1,158 | 10,257 | 803 | 261 |
| Storey | 1990 | 8,270 | 287 | 39 | 3,967 | | | | 47 | | 203 | 200 | | |
| | 1987 | 6,538 | 468 | 63 | 3,049 | | | | 66 | | 192 | 226 | | |
| Washoe | 1990 | 2,548,478 | 452,327 | 432,308 | 195,172 | 384,341 | 305,177 | 109,929 | 118,224 | 64,027 | 562,079 | 142,241 | 144,927 | 119,111 |
| | 1987 | 2,027,029 | 365,517 | 349,340 | 166,548 | 292,021 | 231,873 | 79,255 | 89,844 | 48,658 | 470,550 | 120,801 | 117,362 | 83,318 |
| White Pine | 1990 | 57,662 | 4,131 | 4,038 | 5,141 | 981 | | 2,148 | 2,057 | 650 | 10,726 | 14,001 | 3,431 | 1,887 |
| | 1987 | 46,589 | 5,675 | 5,547 | 4,349 | 1,317 | | 1,798 | 1,533 | 485 | 9,183 | 9,413 | 2,936 | 1,454 |
| **TOTAL METRO COUNTIES** | **1990** | **8,355,301** | **1,705,916** | **1,631,589** | **860,466** | **1,028,091** | **878,299** | **434,908** | **399,826** | **215,281** | **1,710,964** | **473,259** | **475,132** | **304,633** |
| | 1987 | 6,487,031 | 1,316,657 | 1,259,275 | 681,472 | 786,089 | 671,736 | 305,653 | 301,976 | 162,599 | 1,416,406 | 391,681 | 366,725 | 218,645 |
| **TOTAL STATE** | **1990** | **9,630,044** | **2,006,560** | **1,926,310** | **991,745** | **1,102,721** | **935,445** | **406,530** | **442,085** | **241,337** | **1,955,428** | **645,772** | **589,962** | **366,614** |
| | 1987 | 7,494,667 | 1,557,590 | 1,495,175 | 787,446 | 841,624 | 712,207 | 330,541 | 334,329 | 182,425 | 1,610,800 | 526,949 | 451,913 | 266,576 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

SAMM ESTIMATES 1990
U.S. CENSUS 1987

| METRO AREA<br>County | Year | Total Retail Sales ($000) | Food Stores |  | Eating & Drinking Places | General Merchandise Stores |  | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores |  | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **NEW HAMPSHIRE** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **MANCHESTER - NASHUA** | 1990 | 3,608,388 | 729,652 | 695,363 | 308,376 | 528,340 | 379,861 | 188,935 | 224,976 | 115,212 | 788,877 | 172,813 | 186,070 | 95,731 |
|  | 1987 | 3,164,986 | 551,138 | 525,238 | 232,971 | 518,751 | 372,968 | 170,137 | 180,538 | 92,456 | 752,585 | 150,449 | 195,752 | 82,112 |
| Hillsborough | 1990 | 3,608,388 | 729,652 | 695,363 | 308,376 | 528,340 | 379,861 | 188,935 | 224,976 | 115,213 | 788,877 | 172,813 | 186,070 | 95,731 |
|  | 1987 | 3,164,986 | 551,138 | 525,238 | 232,971 | 518,751 | 372,968 | 170,137 | 180,538 | 92,456 | 752,585 | 150,449 | 195,752 | 82,112 |
| **PORTSMOUTH - DOVER - ROCHESTER** | 1990 | 3,753,796 | 787,911 | 738,356 | 351,326 | 455,461 | 317,685 | 145,575 | 257,136 | 109,458 | 764,001 | 184,217 | 245,490 | 87,984 |
|  | 1987 | 3,196,436 | 601,117 | 563,222 | 255,172 | 398,631 | 277,864 | 133,841 | 199,939 | 85,224 | 720,398 | 155,622 | 252,726 | 78,864 |
| Rockingham | 1990 | 2,961,841 | 571,641 | 529,812 | 273,313 | 382,288 | 271,361 | 134,669 | 234,243 | 98,901 | 572,921 | 148,948 | 182,094 | 65,776 |
|  | 1987 | 2,494,893 | 438,479 | 406,394 | 198,081 | 332,195 | 235,804 | 117,829 | 179,267 | 75,690 | 535,381 | 121,720 | 188,555 | 59,037 |
| Strafford | 1990 | 791,955 | 216,270 | 208,544 | 78,013 | 73,173 | 46,324 | 10,906 | 22,893 | 10,557 | 191,080 | 35,269 | 63,396 | 22,208 |
|  | 1987 | 701,542 | 162,638 | 156,828 | 57,091 | 66,436 | 42,060 | 16,012 | 20,672 | 9,534 | 185,017 | 33,902 | 64,171 | 19,827 |
| **ALL COUNTIES** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Belknap | 1990 | 632,502 | 144,429 | 139,867 | 47,775 | 32,484 | 16,711 | 20,519 | 40,135 | 26,073 | 188,540 | 31,603 | 53,575 | 13,927 |
|  | 1987 | 553,188 | 110,878 | 107,376 | 37,037 | 32,702 | 16,824 | 18,899 | 31,254 | 20,304 | 175,518 | 25,810 | 54,687 | 11,977 |
| Carroll | 1990 | 495,753 | 100,890 | 96,848 | 62,662 | 25,605 | 18,232 | 31,320 | 30,228 | 24,252 | 69,360 | 14,140 | 48,590 | 9,401 |
|  | 1987 | 420,933 | 78,724 | 75,570 | 46,988 | 24,874 | 17,761 | 27,486 | 23,734 | 19,042 | 63,547 | 15,796 | 49,712 | 8,112 |
| Cheshire | 1990 | 745,510 | 176,013 | 169,907 | 44,022 | 39,900 | 32,029 | 14,856 | 23,532 | 9,294 | 143,993 | 42,791 | 67,903 | 15,553 |
|  | 1987 | 615,156 | 127,706 | 123,276 | 35,543 | 43,077 | 34,580 | 15,214 | 18,499 | 7,307 | 134,397 | 29,342 | 64,775 | 12,773 |
| Coos | 1990 | 309,147 | 75,174 | 72,077 | 26,126 | 21,237 | 11,195 | 8,262 | 11,016 | 9,236 | 93,908 | 14,578 | 15,647 | 10,456 |
|  | 1987 | 269,358 | 57,546 | 55,175 | 18,802 | 21,051 | 11,098 | 8,052 | 8,895 | 7,458 | 84,046 | 13,461 | 16,786 | 8,806 |
| Grafton | 1990 | 816,188 | 163,141 | 157,800 | 89,372 | 53,830 | 39,839 | 35,954 | 48,095 | 29,622 | 141,282 | 62,548 | 66,569 | 17,533 |
|  | 1987 | 701,697 | 141,670 | 137,032 | 62,889 | 54,369 | 40,239 | 33,101 | 38,682 | 23,825 | 132,913 | 46,345 | 67,907 | 14,653 |
| Hillsborough | 1990 | 3,608,388 | 729,652 | 695,363 | 308,376 | 528,340 | 379,861 | 188,935 | 224,976 | 115,213 | 788,877 | 172,813 | 186,070 | 95,731 |
|  | 1987 | 3,164,986 | 551,138 | 525,238 | 232,971 | 518,751 | 372,968 | 170,137 | 180,538 | 92,456 | 752,585 | 150,449 | 195,752 | 82,112 |
| Merrimack | 1990 | 1,201,778 | 286,283 | 275,904 | 90,556 | 65,036 | 56,674 | 28,427 | 38,659 | 25,696 | 410,097 | 57,341 | 79,538 | 32,299 |
|  | 1987 | 1,032,749 | 216,513 | 208,663 | 69,139 | 70,980 | 61,855 | 27,731 | 30,266 | 20,118 | 356,726 | 4[illegible],837 | 82,079 | 26,847 |
| Rockingham | 1990 | 2,961,841 | 571,641 | 529,812 | 273,313 | 382,288 | 271,361 | 134,669 | 234,243 | 98,901 | 572,921 | 148,948 | 182,094 | 65,776 |
|  | 1987 | 2,494,893 | 438,479 | 406,394 | 198,081 | 332,195 | 235,804 | 117,829 | 179,267 | 75,690 | 535,381 | 121,720 | 188,555 | 59,037 |
| Strafford | 1990 | 791,955 | 216,270 | 208,544 | 78,013 | 73,173 | 46,324 | 10,906 | 22,893 | 10,557 | 191,080 | 35,269 | 63,396 | 22,208 |
|  | 1987 | 701,543 | 162,638 | 156,828 | 57,091 | 66,436 | 42,060 | 16,012 | 20,672 | 9,534 | 185,017 | 33,902 | 64,171 | 19,827 |
| Sullivan | 1990 | 296,786 | 68,316 | 66,714 | 17,710 | 27,786 | 15,[illegible]0 | 7,669 | 12,498 | 7,184 | 58,400 | 19,484 | 42,296 | 5,697 |
|  | 1987 | 257,179 | 52,060 | 50,839 | 13,052 | 25,240 | 13,7[illegible]2 | 8,469 | 10,163 | 5,842 | 55,529 | 14,453 | 42,197 | 6,281 |
| **TOTAL METRO COUNTIES** | 1990 | 7,362,184 | 1,517,563 | 1,433,719 | 659,702 | 98[illegible],801 | 697,546 | 334,510 | 482,112 | 224,671 | 1,552,[illegible]78 | 357,030 | 431,560 | 183,715 |
|  | 1987 | 6,361,422 | 1,152,255 | 1,088,460 | 488,143 | 917,382 | 650,832 | 303,978 | 380,477 | 177,680 | 1,472,983 | 306,071 | 448,478 | 160,976 |
| **TOTAL STATE** | 1990 | 11,859,848 | 2,531,809 | 2,412,836 | 1,037,925 | 1,249,679 | 887,426 | 481,517 | 686,275 | 356,028 | 2,658,458 | 599,215 | 805,678 | 288,581 |
|  | 1987 | 10,211,682 | 1,937,352 | 1,846,391 | 771,593 | 1,189,675 | 846,951 | 442,930 | 541,970 | 281,576 | 2,475,659 | 501,117 | 826,621 | 250,425 |
| **NEW JERSEY** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **ATLANTIC CITY** | 1990 | 3,110,249 | 620,032 | 559,857 | 446,852 | 251,403 | 219,175 | 191,887 | 155,1[illegible] | 90,957 | 617,956 | 163,910 | 121,448 | 92,807 |
|  | 1987 | 2,763,497 | 539,178 | 486,636 | 380,250 | 240,670 | 209,857 | 164,646 | 125,491 | 73,553 | 553,340 | 136,091 | 135,485 | 81,521 |
| Atlantic | 1990 | 2,135,828 | 407,907 | 372,141 | 268,384 | 189,313 | 176,767 | 144,757 | 118,579 | 70,215 | 406,160 | 105,713 | 75,758 | 64,443 |
|  | 1987 | 1,887,432 | 346,884 | 316,469 | 226,427 | 181,383 | 169,363 | 123,933 | 95,007 | 56,258 | 357,021 | 91,451 | 85,595 | 55,635 |
| Cape May | 1990 | 974,421 | 212,125 | 187,716 | 178,468 | 62,090 | 42,408 | 47,130 | 36,560 | 20,742 | 211,796 | 58,197 | 45,690 | 28,364 |
|  | 1987 | 876,065 | 192,294 | 170,167 | 153,823 | 59,287 | 40,494 | 40,713 | 30,484 | 17,295 | 196,319 | 44,640 | 49,890 | 25,886 |
| **BERGEN - PASSAIC** | 1990 | 12,423,615 | 2,273,665 | 2,086,761 | 1,035,479 | 1,269,758 | 1,081,210 | 999,109 | 902,067 | 648,843 | 2,678,035 | 640,926 | 403,528 | 356,119 |
|  | 1987 | 11,229,957 | 2,041,379 | 1,874,616 | 903,102 | 1,250,757 | 1,065,140 | 892,310 | 752,434 | 537,006 | 2,446,360 | 571,069 | 445,891 | 315,665 |
| Bergen | 1990 | 8,667,679 | 1,615,508 | 1,494,014 | 735,860 | 833,848 | 693,729 | 708,982 | 550,527 | 356,351 | 1,956,122 | 482,902 | 288,157 | 263,385 |
|  | 1987 | 7,904,454 | 1,493,708 | 1,381,374 | 638,131 | 819,468 | 681,766 | 630,216 | 481,993 | 311,990 | 1,809,716 | 428,405 | 315,807 | 235,991 |
| Passaic | 1990 | 3,755,936 | 658,157 | 592,747 | 299,619 | 435,910 | 387,481 | 290,127 | 351,540 | 292,492 | 721,913 | 158,024 | 115,371 | 92,734 |
|  | 1987 | 3,325,503 | 547,671 | 493,242 | 264,971 | 431,289 | 383,374 | 262,094 | 270,441 | 225,016 | 636,644 | 142,664 | 130,084 | 79,674 |
| **JERSEY CITY** | 1990 | 3,221,623 | 729,565 | 644,506 | 278,088 | 186,835 | 124,420 | 434,877 | 261,679 | 102,066 | 474,883 | 204,097 | 72,854 | 131,980 |
|  | 1987 | 2,805,652 | 656,039 | 579,552 | 230,762 | 161,813 | 107,758 | 355,776 | 205,890 | 80,307 | 443,544 | 169,835 | 84,991 | 112,531 |
| Hudson | 1990 | 3,221,623 | 729,565 | 644,506 | 278,088 | 186,835 | 124,420 | 434,877 | 261,679 | 102,066 | 474,883 | 204,097 | 72,854 | 131,980 |
|  | 1987 | 2,805,662 | 656,039 | 579,552 | 230,762 | 161,813 | 107,758 | 355,776 | 205,890 | 80,307 | 443,544 | 169,835 | 84,991 | 112,531 |
| **MIDDLESEX - SOMERSET - HUNTERDON** | 1990 | 8,568,355 | 1,797,432 | 1,670,804 | 754,754 | 978,976 | 832,770 | 572,875 | 659,745 | 380,287 | 1,785,263 | 509,475 | 432,430 | 207,479 |
|  | 1987 | 7,505,995 | 1,534,182 | 1,425,432 | 614,083 | 890,321 | 756,415 | 516,494 | 535,746 | 306,723 | 1,575,851 | 446,559 | 434,074 | 188,475 |

1991 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1990<br>U.S. CENSUS 1987<br>METRO AREA<br>County | Year | Total Retail Sales ($000) | Food Stores |  | Eating & Drinking Places | General Merchandise Stores |  | Apparel & Accessories Stores | Furniture/Home Furnishings/Appliance Stores |  | Automotive Dealers | Gasoline Service Stations | Bldg Mtls & Hardware Dealers | Drugstores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  | Total ($000) | Supermarkets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **NEW JERSEY (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **MIDDLESEX - SOMERSET - HUNTERDON (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Hunterdon | 1990 | 948,536 | 202,354 | 193,207 | 70,147 | 25,365 | 10,053 | 75,153 | 60,461 | 46,784 | 205,028 | 71,422 | 79,878 | 18,102 |
|  | 1987 | 816,368 | 168,719 | 161,092 | 58,963 | 25,836 | 10,240 | 64,121 | 47,388 | 36,669 | 172,550 | 60,438 | 80,184 | 15,838 |
| Middlesex | 1990 | 5,331,836 | 1,080,865 | 991,833 | 469,532 | 788,029 | 671,510 | 418,757 | 435,542 | 209,575 | 935,422 | 317,383 | 236,419 | 143,384 |
|  | 1987 | 4,719,598 | 945,717 | 867,817 | 383,968 | 708,666 | 603,882 | 377,651 | 361,160 | 173,784 | 831,704 | 280,406 | 241,104 | 131,489 |
| Somerset | 1990 | 2,287,983 | 514,213 | 485,764 | 215,075 | 165,582 | 151,207 | 78,965 | 163,742 | 123,928 | 644,813 | 120,670 | 116,133 | 45,993 |
|  | 1987 | 1,970,029 | 419,746 | 396,523 | 171,152 | 155,819 | 142,293 | 74,722 | 127,198 | 96,270 | 571,597 | 105,715 | 112,786 | 41,148 |
| **MONMOUTH - OCEAN** | **1990** | **8,593,187** | **1,829,555** | **1,719,065** | **728,006** | **831,119** | **729,259** | **464,341** | **472,118** | **329,821** | **2,157,828** | **515,000** | **429,294** | **252,934** |
|  | 1987 | 7,530,888 | 1,549,215 | 1,455,544 | 630,485 | 761,610 | 668,371 | 398,459 | 375,018 | 261,765 | 1,975,406 | 422,630 | 445,124 | 217,972 |
| Monmouth | 1990 | 5,081,931 | 1,034,315 | 968,011 | 454,925 | 503,350 | 450,685 | 320,070 | 311,710 | 225,666 | 1,254,175 | 305,150 | 191,238 | 142,182 |
|  | 1987 | 4,454,974 | 888,835 | 831,857 | 396,412 | 463,474 | 414,982 | 268,585 | 244,609 | 177,088 | 1,138,907 | 256,526 | 210,007 | 125,100 |
| Ocean | 1990 | 3,511,256 | 795,240 | 751,054 | 273,081 | 327,769 | 278,574 | 144,271 | 160,408 | 104,155 | 903,653 | 209,850 | 238,056 | 110,752 |
|  | 1987 | 3,075,914 | 660,380 | 623,687 | 234,073 | 298,136 | 253,389 | 129,874 | 130,409 | 84,677 | 836,499 | 166,104 | 235,117 | 92,872 |
| **NEWARK** | **1990** | **13,633,002** | **3,073,446** | **2,808,376** | **1,296,057** | **1,054,843** | **874,342** | **897,494** | **840,449** | **542,067** | **3,014,388** | **876,244** | **529,585** | **419,446** |
|  | 1987 | 12,262,504 | 2,666,462 | 2,435,121 | 1,106,764 | 1,028,456 | 857,912 | 832,806 | 723,150 | 466,047 | 2,799,246 | 719,114 | 550,888 | 374,137 |
| Essex | 1990 | 4,667,577 | 1,071,283 | 952,688 | 541,019 | 463,836 | 405,594 | 463,878 | 317,521 | 204,092 | 625,400 | 273,884 | 112,316 | 171,995 |
|  | 1987 | 4,361,465 | 957,110 | 851,154 | 462,506 | 483,458 | 422,753 | 430,019 | 279,617 | 179,729 | 648,881 | 230,441 | 133,854 | 157,944 |
| Morris | 1990 | 4,248,388 | 989,135 | 929,007 | 351,423 | 390,661 | 346,922 | 195,800 | 239,524 | 158,541 | 1,045,974 | 256,968 | 226,732 | 92,168 |
|  | 1987 | 3,686,922 | 840,809 | 789,698 | 299,949 | 368,303 | 327,068 | 180,729 | 194,701 | 128,874 | 890,109 | 211,697 | 226,513 | 80,823 |
| Sussex | 1990 | 833,595 | 238,845 | 224,639 | 59,406 | 32,729 | 25,913 | 25,194 | 28,223 | 18,823 | 218,208 | 54,957 | 44,948 | 23,355 |
|  | 1987 | 726,453 | 197,604 | 185,851 | 50,746 | 31,806 | 25,183 | 22,845 | 22,050 | 14,707 | 194,157 | 48,496 | 47,447 | 20,675 |
| Union | 1990 | 3,883,442 | 774,183 | 702,042 | 344,209 | 167,617 | 95,913 | 212,622 | 255,181 | 160,611 | 1,124,806 | 290,435 | 145,589 | 131,928 |
|  | 1987 | 3,487,664 | 670,939 | 608,418 | 293,563 | 144,889 | 82,908 | 199,213 | 226,782 | 142,737 | 1,066,099 | 228,480 | 143,074 | 114,695 |
| **TRENTON** | **1990** | **2,719,776** | **531,588** | **494,813** | **262,481** | **285,351** | **238,542** | **186,958** | **169,882** | **95,496** | **665,937** | **164,794** | **80,478** | **84,114** |
|  | 1987 | 2,399,566 | 459,040 | 427,284 | 218,629 | 283,503 | 236,998 | 159,785 | 135,247 | 76,027 | 577,265 | 138,067 | 89,388 | 73,252 |
| Mercer | 1990 | 2,719,776 | 531,588 | 494,813 | 262,481 | 285,351 | 238,542 | 186,958 | 169,882 | 95,496 | 665,937 | 164,794 | 80,478 | 84,114 |
|  | 1987 | 2,399,566 | 459,040 | 427,284 | 218,629 | 283,503 | 236,998 | 159,785 | 135,247 | 76,027 | 577,265 | 138,067 | 89,388 | 73,252 |
| **VINELAND - MILLVILLE - BRIDGETON** | **1990** | **1,035,984** | **238,721** | **223,532** | **64,080** | **94,380** | **87,437** | **44,318** | **37,430** | **18,961** | **322,830** | **47,736** | **40,397** | **39,356** |
|  | 1987 | 932,333 | 208,889 | 195,598 | 55,369 | 93,275 | 86,414 | 41,038 | 31,504 | 15,960 | 284,239 | 44,484 | 41,757 | 34,628 |
| Cumberland | 1990 | 1,035,984 | 238,721 | 223,532 | 64,080 | 94,380 | 87,437 | 44,318 | 37,430 | 18,961 | 322,830 | 47,736 | 40,397 | 39,356 |
|  | 1987 | 932,333 | 208,889 | 195,598 | 55,369 | 93,275 | 86,414 | 41,038 | 31,504 | 15,960 | 284,239 | 44,484 | 41,757 | 34,628 |
| **ALL COUNTIES** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Atlantic | 1990 | 2,135,828 | 407,907 | 372,141 | 268,384 | 189,313 | 176,767 | 144,757 | 118,579 | 70,215 | 406,160 | 105,713 | 75,758 | 64,443 |
|  | 1987 | 1,887,432 | 346,884 | 316,469 | 226,427 | 181,383 | 169,363 | 123,933 | 95,007 | 56,258 | 357,021 | 91,451 | 85,595 | 55,635 |
| Bergen | 1990 | 8,667,679 | 1,615,508 | 1,494,014 | 735,860 | 833,848 | 693,729 | 708,982 | 550,527 | 356,351 | 1,956,122 | 482,902 | 288,157 | 263,385 |
|  | 1987 | 7,904,454 | 1,493,708 | 1,381,374 | 638,131 | 819,468 | 681,766 | 630,216 | 481,993 | 311,990 | 1,809,716 | 428,405 | 315,807 | 235,991 |
| ☐ Burlington | 1990 | 3,386,918 | 649,715 | 599,425 | 260,068 | 348,118 | 288,291 | 121,763 | 150,477 | 86,947 | 1,126,442 | 188,201 | 99,931 | 94,580 |
|  | 1987 | 2,943,369 | 520,883 | 480,565 | 231,759 | 347,321 | 287,632 | 109,604 | 117,683 | 67,999 | 989,259 | 164,169 | 102,772 | 74,897 |
| ☐ Camden | 1990 | 3,728,767 | 889,088 | 819,806 | 316,565 | 416,525 | 362,919 | 248,340 | 263,072 | 183,886 | 532,438 | 211,644 | 148,793 | 150,683 |
|  | 1987 | 3,353,854 | 732,576 | 675,490 | 276,734 | 391,867 | 346,140 | 228,253 | 222,371 | 155,437 | 548,838 | 181,520 | 165,945 | 129,311 |
| Cape May | 1990 | 974,421 | 212,125 | 187,716 | 178,468 | 62,090 | 42,408 | 47,130 | 36,560 | 20,742 | 211,796 | 58,197 | 45,690 | 28,364 |
|  | 1987 | 876,065 | 192,294 | 170,167 | 153,823 | 59,287 | 40,494 | 40,713 | 30,484 | 17,295 | 196,319 | 44,640 | 49,890 | 25,886 |
| Cumberland | 1990 | 1,035,984 | 238,721 | 223,532 | 64,080 | 94,380 | 87,437 | 44,318 | 37,430 | 18,961 | 322,830 | 47,736 | 40,397 | 39,356 |
|  | 1987 | 932,333 | 208,889 | 195,598 | 55,369 | 93,275 | 86,414 | 41,038 | 31,504 | 15,960 | 284,239 | 44,484 | 41,757 | 34,628 |
| Essex | 1990 | 4,667,577 | 1,071,283 | 952,688 | 541,019 | 463,836 | 405,594 | 463,878 | 317,521 | 204,092 | 625,400 | 273,884 | 112,316 | 171,995 |
|  | 1987 | 4,361,465 | 957,110 | 851,154 | 462,506 | 483,458 | 422,753 | 430,019 | 279,617 | 179,729 | 648,881 | 230,441 | 133,854 | 157,944 |
| ☐ Gloucester | 1990 | 1,889,691 | 367,165 | 343,135 | 127,660 | 257,910 | 228,310 | 97,389 | 84,010 | 35,389 | 516,217 | 148,463 | 71,287 | 52,863 |
|  | 1987 | 1,626,426 | 306,396 | 286,343 | 103,574 | 248,800 | 220,247 | 80,977 | 61,892 | 26,072 | 449,949 | 104,751 | 73,910 | 43,957 |
| Hudson | 1990 | 3,221,623 | 729,565 | 644,506 | 278,088 | 186,835 | 124,420 | 434,877 | 261,679 | 102,066 | 474,883 | 204,097 | 72,854 | 131,980 |
|  | 1987 | 2,805,662 | 656,039 | 579,552 | 230,762 | 161,813 | 107,758 | 355,776 | 205,890 | 80,307 | 443,544 | 169,835 | 84,991 | 112,531 |
| Hunterdon | 1990 | 948,536 | 202,354 | 193,207 | 70,147 | 25,365 | 10,053 | 75,153 | 60,461 | 46,784 | 205,028 | 71,422 | 79,878 | 18,102 |
|  | 1987 | 816,368 | 168,719 | 161,092 | 58,963 | 25,836 | 10,240 | 64,121 | 47,388 | 36,669 | 172,550 | 60,438 | 80,184 | 15,838 |
| Mercer | 1990 | 2,719,776 | 531,588 | 494,813 | 262,481 | 285,351 | 238,542 | 186,958 | 169,882 | 95,496 | 665,937 | 164,794 | 80,478 | 84,114 |
|  | 1987 | 2,399,566 | 459,040 | 427,284 | 218,629 | 283,503 | 236,998 | 159,785 | 135,247 | 76,027 | 577,265 | 138,067 | 89,388 | 73,252 |
| Middlesex | 1990 | 5,331,836 | 1,080,865 | 991,833 | 469,532 | 788,029 | 671,510 | 418,757 | 435,542 | 209,575 | 935,422 | 317,383 | 236,419 | 143,384 |
|  | 1987 | 4,719,598 | 945,717 | 867,817 | 383,968 | 708,666 | 603,882 | 377,651 | 361,160 | 173,784 | 831,704 | 280,406 | 241,104 | 131,489 |
| Monmouth | 1990 | 5,081,931 | 1,034,315 | 968,011 | 454,925 | 503,350 | 450,685 | 320,070 | 311,710 | 225,666 | 1,254,175 | 305,150 | 191,238 | 142,182 |
|  | 1987 | 4,454,974 | 888,835 | 831,857 | 396,412 | 463,474 | 414,982 | 268,585 | 244,609 | 177,088 | 1,138,907 | 256,526 | 210,007 | 125,100 |
| Morris | 1990 | 4,248,388 | 989,135 | 929,007 | 351,423 | 390,661 | 346,922 | 195,800 | 239,524 | 158,541 | 1,045,974 | 256,968 | 226,732 | 92,168 |
|  | 1987 | 3,686,922 | 840,809 | 789,698 | 299,949 | 368,303 | 327,068 | 180,729 | 194,701 | 128,874 | 890,109 | 211,697 | 226,513 | 80,823 |
| Ocean | 1990 | 3,511,256 | 795,240 | 751,054 | 273,081 | 327,769 | 278,574 | 144,271 | 160,408 | 104,155 | 903,653 | 209,850 | 238,056 | 110,752 |
|  | 1987 | 3,075,914 | 660,380 | 623,687 | 234,073 | 298,136 | 253,389 | 129,874 | 130,409 | 84,677 | 836,499 | 166,104 | 235,117 | 92,872 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1990<br>U.S. CENSUS 1987<br>METRO AREA<br>County | Year | Total Retail Sales ($000) | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drugstores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Total ($000) | Supermarkets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **NEW JERSEY (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Passaic | 1990 | 3,755,936 | 658,157 | 592,747 | 299,619 | 435,910 | 387,481 | 290,127 | 351,540 | 292,492 | 721,913 | 158,024 | 115,371 | 92,734 |
| | 1987 | 3,325,503 | 547,671 | 493,242 | 264,971 | 431,289 | 383,374 | 262,094 | 270,441 | 225,016 | 636,644 | 142,664 | 130,084 | 79,674 |
| ☐ Salem | 1990 | 376,386 | 60,445 | 59,428 | 35,030 | 20,699 | 12,128 | 7,329 | 14,809 | 12,854 | 115,382 | 72,793 | 10,726 | 15,653 |
| | 1987 | 327,505 | 56,310 | 55,363 | 29,198 | 18,664 | 10,936 | 8,192 | 13,121 | 11,389 | 104,783 | 50,168 | 10,540 | 13,294 |
| Somerset | 1990 | 2,287,983 | 514,213 | 485,764 | 215,075 | 165,582 | 151,207 | 78,965 | 163,742 | 123,928 | 644,813 | 120,670 | 116,133 | 45,993 |
| | 1987 | 1,970,029 | 419,746 | 396,523 | 171,152 | 155,819 | 142,293 | 74,722 | 127,198 | 96,270 | 571,597 | 105,715 | 112,786 | 41,148 |
| Sussex | 1990 | 833,595 | 238,845 | 224,639 | 59,406 | 32,729 | 25,913 | 25,194 | 28,223 | 18,823 | 218,208 | 54,957 | 44,948 | 23,355 |
| | 1987 | 726,453 | 197,604 | 185,851 | 50,746 | 31,806 | 25,183 | 22,845 | 22,050 | 14,707 | 194,157 | 48,496 | 47,447 | 20,675 |
| Union | 1990 | 3,883,442 | 774,183 | 702,042 | 344,209 | 167,617 | 95,913 | 212,622 | 255,181 | 160,611 | 1,124,806 | 290,435 | 145,589 | 131,928 |
| | 1987 | 3,487,664 | 670,939 | 608,418 | 293,563 | 144,889 | 82,908 | 199,213 | 226,782 | 142,737 | 1,066,099 | 228,480 | 143,074 | 114,695 |
| ☐ Warren | 1990 | 743,417 | 161,242 | 152,598 | 51,330 | 43,373 | 35,716 | 21,521 | 26,568 | 17,159 | 177,571 | 95,846 | 57,819 | 28,247 |
| | 1987 | 644,640 | 138,299 | 130,885 | 43,022 | 36,385 | 30,374 | 18,792 | 20,197 | 13,045 | 157,227 | 79,015 | 56,399 | 23,463 |
| **TOTAL METRO COUNTIES** | **1990** | **63,430,970** | **13,221,659** | **12,182,106** | **5,656,450** | **6,039,290** | **5,119,519** | **4,288,201** | **4,037,445** | **2,544,733** | **14,185,170** | **3,839,129** | **2,498,570** | **1,926,261** |
| | 1987 | 56,326,196 | 11,408,848 | 10,508,429 | 4,823,731 | 5,753,942 | 4,884,194 | 3,807,132 | 3,319,744 | 2,091,330 | 12,905,307 | 3,227,472 | 2,637,164 | 1,683,103 |
| **TOTAL STATE** | **1990** | **63,430,970** | **13,221,659** | **12,182,106** | **5,656,450** | **6,039,290** | **5,119,519** | **4,288,201** | **4,037,445** | **2,544,733** | **14,185,170** | **3,839,129** | **2,498,570** | **1,926,261** |
| | 1987 | 56,326,196 | 11,408,848 | 10,508,429 | 4,823,731 | 5,753,942 | 4,884,194 | 3,807,132 | 3,319,744 | 2,091,330 | 12,905,307 | 3,227,472 | 2,637,164 | 1,683,103 |
| **NEW MEXICO** | | | | | | | | | | | | | | |
| **ALBUQUERQUE** | **1990** | **3,933,194** | **646,779** | **605,921** | **435,928** | **538,603** | **375,315** | **211,236** | **214,965** | **132,190** | **964,265** | **200,015** | **230,403** | **140,560** |
| | 1987 | 3,373,878 | 567,101 | 531,276 | 380,899 | 449,448 | 313,190 | 156,573 | 183,047 | 112,563 | 861,529 | 190,278 | 190,515 | 109,407 |
| Bernalillo | 1990 | 3,933,194 | 646,779 | 605,921 | 435,928 | 538,603 | 375,315 | 211,236 | 214,965 | 132,190 | 964,265 | 200,015 | 230,403 | 140,560 |
| | 1987 | 3,373,878 | 567,101 | 531,276 | 380,899 | 449,448 | 313,190 | 156,573 | 183,047 | 112,563 | 861,529 | 190,278 | 190,515 | 109,407 |
| **LAS CRUCES** | **1990** | **615,412** | **127,974** | **124,305** | **65,216** | **86,891** | **75,098** | **28,912** | **24,202** | **14,058** | **135,244** | **40,985** | **55,670** | **16,378** |
| | 1987 | 532,291 | 106,515 | 103,461 | 57,069 | 72,758 | 62,884 | 22,957 | 21,976 | 12,766 | 118,882 | 43,150 | 42,578 | 13,944 |
| Dona Ana | 1990 | 615,412 | 127,974 | 124,305 | 65,216 | 86,891 | 75,098 | 28,912 | 24,202 | 14,058 | 135,244 | 40,985 | 55,670 | 16,378 |
| | 1987 | 532,291 | 106,515 | 103,461 | 57,069 | 72,758 | 62,884 | 22,957 | 21,976 | 12,766 | 118,882 | 43,150 | 42,578 | 13,944 |
| **SANTA FE** | **1990** | **878,967** | **135,464** | **129,189** | **106,549** | **98,528** | **85,973** | **51,349** | **41,560** | **21,337** | **142,687** | **45,508** | **63,696** | **26,419** |
| | 1987 | 738,788 | 122,347 | 116,450 | 92,146 | 80,016 | 68,520 | 40,315 | 32,040 | 16,434 | 132,941 | 40,642 | 51,918 | 24,337 |
| Los Alamos | 1990 | 84,023 | 39,622 | 39,116 | 8,917 | 1,495 | | 3,828 | 316 | | 1,170 | 5,019 | 7,028 | 3,127 |
| | 1987 | 71,948 | 30,944 | 30,549 | 7,877 | 2,682 | | 3,246 | 275 | | 1,310 | 5,875 | 5,510 | 2,548 |
| Santa Fe | 1990 | 794,944 | 95,842 | 90,073 | 97,632 | 97,033 | 85,972 | 47,521 | 41,244 | 21,337 | 141,517 | 40,489 | 56,668 | 23,292 |
| | 1987 | 666,840 | 91,403 | 85,901 | 84,269 | 77,334 | 68,520 | 37,069 | 31,765 | 16,434 | 131,631 | 34,767 | 46,408 | 21,789 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Bernalillo | 1990 | 3,933,194 | 646,779 | 605,921 | 435,928 | 538,603 | 375,315 | 211,236 | 214,965 | 132,190 | 964,265 | 200,015 | 230,403 | 140,560 |
| | 1987 | 3,373,878 | 567,101 | 531,276 | 380,899 | 449,448 | 313,190 | 156,573 | 183,047 | 112,563 | 861,529 | 190,278 | 190,515 | 109,407 |
| Catron | 1990 | 3,895 | 1,983 | 1,910 | 47 | 186 | | | 47 | | 140 | 892 | 91 | |
| | 1987 | 3,587 | 1,487 | 1,432 | 29 | 145 | | | 65 | | 187 | 1,022 | 94 | |
| Chaves | 1990 | 296,825 | 76,705 | 75,570 | 32,249 | 38,594 | 26,868 | 12,824 | 10,772 | 7,851 | 59,749 | 20,262 | 15,814 | 10,388 |
| | 1987 | 277,491 | 66,796 | 65,808 | 29,677 | 34,052 | 25,471 | 11,174 | 9,867 | 7,192 | 58,705 | 21,592 | 17,674 | 8,703 |
| Cibola | 1990 | 88,942 | 12,025 | 11,440 | 11,951 | 6,086 | | 1,522 | 3,232 | 373 | 14,275 | 26,439 | 3,295 | 2,705 |
| | 1987 | 82,716 | 15,299 | 14,555 | 10,934 | 7,383 | | 1,414 | 2,431 | 281 | 13,316 | 19,905 | 2,856 | 2,626 |
| Colfax | 1990 | 84,138 | 19,570 | 16,656 | 14,453 | 4,901 | 2,373 | 2,816 | 701 | 235 | 12,649 | 12,049 | 8,767 | 5,591 |
| | 1987 | 76,988 | 17,148 | 14,595 | 12,766 | 4,918 | 2,382 | 2,878 | 771 | 259 | 11,898 | 11,391 | 7,336 | 4,489 |
| Curry | 1990 | 298,199 | 71,087 | 67,374 | 26,723 | 39,128 | 34,495 | 13,101 | 13,937 | 8,852 | 58,918 | 27,100 | 17,691 | 9,143 |
| | 1987 | 263,171 | 56,735 | 53,772 | 24,438 | 34,042 | 30,012 | 11,549 | 12,429 | 7,895 | 60,068 | 21,346 | 16,150 | 7,550 |
| De Baca | 1990 | 8,954 | 2,894 | 2,738 | 962 | | | 102 | 101 | 101 | 296 | 1,909 | 97 | 120 |
| | 1987 | 8,065 | 2,740 | 2,592 | 887 | | | 105 | 146 | 146 | 390 | 1,476 | 179 | 224 |
| Dona Ana | 1990 | 615,412 | 127,974 | 124,305 | 65,215 | 86,891 | 75,098 | 28,912 | 24,202 | 14,058 | 135,244 | 40,985 | 55,670 | 16,378 |
| | 1987 | 532,291 | 106,515 | 103,461 | 57,069 | 72,758 | 62,884 | 22,957 | 21,976 | 12,766 | 118,882 | 43,150 | 42,578 | 13,944 |
| Eddy | 1990 | 272,796 | 53,456 | 52,383 | 22,690 | 34,434 | 26,466 | 10,770 | 11,823 | 7,032 | 47,518 | 51,624 | 9,609 | 8,545 |
| | 1987 | 252,014 | 50,880 | 49,859 | 21,306 | 31,452 | 24,175 | 10,117 | 10,316 | 6,137 | 50,388 | 39,389 | 10,624 | 7,463 |
| Grant | 1990 | 154,519 | 44,945 | 42,516 | 16,997 | 9,208 | 3,705 | 7,417 | 3,764 | 1,479 | 27,237 | 21,395 | 7,939 | 10,067 |
| | 1987 | 133,190 | 39,178 | 37,061 | 13,470 | 8,163 | 3,285 | 6,130 | 3,120 | 1,227 | 25,606 | 16,662 | 7,059 | 7,834 |
| Guadalupe | 1990 | 26,946 | 3,803 | 3,663 | 6,253 | 464 | | 351 | 63 | | 441 | 11,259 | 479 | |
| | 1987 | 27,120 | 4,207 | 4,052 | 4,111 | 338 | | 321 | 110 | | 397 | 14,020 | 436 | |
| Harding | 1990 | 3,747 | 381 | 330 | 452 | | | | 45 | | 352 | 1,726 | | |
| | 1987 | 3,488 | 381 | 330 | 286 | | | | 63 | | 481 | 1,890 | | |
| Hidalgo | 1990 | 27,916 | 6,467 | 6,246 | 2,242 | 59 | | 44 | 49 | | 4,388 | 12,178 | 988 | 672 |
| | 1987 | 26,358 | 5,831 | 5,632 | 1,994 | 69 | | 81 | 47 | | 4,040 | 12,189 | 867 | 478 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1990<br>U.S. CENSUS 1987<br>METRO AREA<br>County | Year | Total Retail Sales ($000) | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg Mtls & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **NEW MEXICO (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Lea | 1990 | 278,226 | 96,550 | 95,171 | 19,334 | 27,194 | 20,519 | 18,654 | 6,245 | 4,282 | 61,260 | 15,999 | 11,673 | 5,467 |
| | 1987 | 284,110 | 87,916 | 86,660 | 21,131 | 25,782 | 19,455 | 17,386 | 7,146 | 4,900 | 68,266 | 17,859 | 15,425 | 5,820 |
| Lincoln | 1990 | 97,654 | 18,856 | 18,130 | 12,709 | 13,560 | 11,788 | 7,925 | 2,280 | 1,513 | 17,261 | 7,379 | 5,012 | 1,784 |
| | 1987 | 89,370 | 18,386 | 17,678 | 11,807 | 11,736 | 10,203 | 5,626 | 2,018 | 1,340 | 16,178 | 6,035 | 5,889 | 1,369 |
| Los Alamos | 1990 | 84,023 | 39,622 | 39,116 | 8,917 | 1,495 | | 3,828 | 316 | | 1,170 | 5,019 | 7,028 | 3,127 |
| | 1987 | 71,948 | 30,944 | 30,549 | 7,877 | 2,682 | | 3,246 | 275 | | 1,310 | 5,875 | 5,510 | 2,548 |
| Luna | 1990 | 99,566 | 27,417 | 26,370 | 5,825 | 6,797 | 6,026 | 1,639 | 3,269 | 2,219 | 18,837 | 20,592 | 5,981 | 2,811 |
| | 1987 | 86,582 | 23,558 | 22,658 | 5,195 | 6,142 | 5,446 | 2,037 | 2,380 | 1,616 | 16,245 | 17,750 | 5,121 | 2,648 |
| McKinley | 1990 | 369,155 | 71,369 | 69,364 | 38,835 | 33,523 | 20,668 | 14,009 | 15,067 | 9,440 | 66,781 | 59,379 | 26,194 | 9,832 |
| | 1987 | 332,014 | 67,138 | 65,252 | 36,304 | 31,074 | 19,159 | 11,219 | 12,468 | 7,812 | 59,534 | 55,322 | 21,338 | 8,377 |
| Mora | 1990 | 5,347 | 771 | 704 | 212 | | | 54 | 79 | | 439 | 2,141 | 84 | |
| | 1987 | 4,985 | 964 | 880 | 150 | | | 59 | 101 | | 327 | 2,070 | 81 | |
| Otero | 1990 | 260,186 | 68,766 | 63,135 | 18,211 | 26,109 | 16,528 | 7,718 | 18,093 | 12,071 | 68,458 | 10,694 | 17,390 | 6,099 |
| | 1987 | 232,442 | 54,160 | 49,725 | 18,882 | 22,114 | 14,000 | 7,722 | 14,640 | 9,768 | 64,808 | 11,061 | 15,913 | 5,229 |
| Quay | 1990 | 63,069 | 16,063 | 15,391 | 10,114 | 6,684 | 2,508 | 2,271 | 1,408 | 862 | 8,311 | 11,039 | 1,490 | 1,644 |
| | 1987 | 58,512 | 14,630 | 14,018 | 9,289 | 6,205 | 2,329 | 1,779 | 1,198 | 734 | 8,396 | 10,570 | 1,350 | 1,377 |
| Rio Arriba | 1990 | 122,464 | 38,762 | 36,363 | 11,227 | 4,501 | | 1,616 | 1,661 | 1,228 | 14,564 | 16,657 | 16,302 | 9,237 |
| | 1987 | 109,345 | 33,435 | 31,366 | 10,194 | 5,487 | | 1,904 | 1,491 | 1,103 | 15,085 | 14,083 | 13,554 | 6,504 |
| Roosevelt | 1990 | 87,249 | 29,476 | 28,417 | 5,919 | 3,629 | | 3,636 | 312 | 237 | 21,095 | 2,689 | 3,540 | 3,622 |
| | 1987 | 76,977 | 24,541 | 23,659 | 6,402 | 3,483 | | 3,173 | 279 | 213 | 20,138 | 2,249 | 3,168 | 3,138 |
| Sandoval | 1990 | 106,767 | 28,062 | 25,993 | 16,881 | 2,998 | | 2,112 | 4,567 | 3,313 | 2,580 | 22,827 | 10,690 | 5,501 |
| | 1987 | 87,007 | 24,673 | 22,854 | 13,867 | 3,117 | | 1,496 | 3,320 | 2,409 | 2,313 | 17,916 | 9,053 | 3,854 |
| San Juan | 1990 | 560,523 | 139,856 | 135,615 | 43,078 | 80,389 | 60,136 | 19,793 | 24,560 | 15,705 | 139,082 | 40,348 | 25,103 | 14,266 |
| | 1987 | 497,515 | 115,807 | 112,295 | 40,475 | 67,476 | 50,477 | 17,690 | 19,155 | 12,249 | 130,565 | 37,682 | 25,426 | 11,689 |
| San Miguel | 1990 | 102,490 | 35,816 | 34,854 | 13,487 | 8,205 | 3,772 | 3,577 | 1,913 | 1,206 | 16,885 | 6,312 | 4,457 | 4,622 |
| | 1987 | 90,263 | 29,519 | 28,726 | 11,862 | 7,748 | 3,563 | 2,998 | 1,704 | 1,075 | 15,001 | 6,630 | 4,997 | 3,583 |
| Santa Fe | 1990 | 794,944 | 95,842 | 90,073 | 97,632 | 97,033 | 85,973 | 47,521 | 41,244 | 21,337 | 141,517 | 40,489 | 56,668 | 23,292 |
| | 1987 | 666,840 | 91,403 | 85,901 | 84,269 | 77,334 | 68,520 | 37,069 | 31,765 | 16,434 | 131,631 | 34,767 | 46,408 | 21,789 |
| Sierra | 1990 | 49,030 | 14,219 | 13,463 | 9,081 | 3,382 | | 421 | 761 | 555 | 5,197 | 5,225 | 5,215 | 2,884 |
| | 1987 | 41,671 | 11,720 | 11,097 | 7,992 | 3,181 | | 359 | 591 | 432 | 4,647 | 4,375 | 4,065 | 2,483 |
| Socorro | 1990 | 47,588 | 11,796 | 11,283 | 8,620 | 4,459 | | 2,310 | 157 | 157 | 5,975 | 8,764 | 2,751 | 1,656 |
| | 1987 | 44,482 | 10,912 | 10,437 | 7,657 | 4,068 | | 1,640 | 172 | 172 | 7,524 | 7,416 | 2,448 | 1,353 |
| Taos | 1990 | 157,448 | 45,370 | 44,086 | 16,889 | 16,749 | 9,284 | 11,137 | 1,714 | 868 | 14,571 | 12,197 | 9,215 | 1,691 |
| | 1987 | 131,933 | 37,072 | 36,023 | 15,668 | 14,057 | 7,793 | 7,897 | 1,489 | 755 | 13,843 | 10,234 | 7,990 | 1,715 |
| Torrance | 1990 | 39,966 | 8,247 | 7,907 | 3,104 | | | 530 | 89 | | 9,914 | 10,458 | 1,244 | 2,082 |
| | 1987 | 34,667 | 6,435 | 6,170 | 2,565 | | | 577 | 131 | | 9,816 | 9,194 | 855 | 1,524 |
| Union | 1990 | 16,982 | 4,541 | 4,354 | 2,786 | 885 | | 402 | 560 | 343 | 1,343 | 2,092 | 785 | 1,218 |
| | 1987 | 16,277 | 4,142 | 3,971 | 2,574 | 893 | | 485 | 660 | 405 | 1,359 | 2,554 | 864 | 934 |
| Valencia | 1990 | 219,422 | 84,165 | 83,235 | 15,839 | 7,201 | | 3,064 | 4,272 | 3,086 | 58,030 | 11,717 | 19,320 | 6,258 |
| | 1987 | 186,803 | 70,576 | 69,796 | 13,141 | 7,631 | | 2,857 | 3,383 | 2,444 | 52,941 | 8,818 | 15,175 | 5,073 |
| **TOTAL METRO COUNTIES** | 1990 | **5,427,573** | **910,217** | **859,415** | **607,693** | **724,022** | **536,386** | **291,497** | **280,727** | **167,585** | **1,242,196** | **286,508** | **349,769** | **183,357** |
| | 1987 | 4,644,957 | 795,963 | 751,187 | 530,114 | 602,222 | 444,594 | 219,845 | 237,063 | 141,763 | 1,113,352 | 274,070 | 285,011 | 147,688 |
| **TOTAL STATE** | 1990 | **9,377,582** | **1,943,635** | **1,854,076** | **994,803** | **1,103,357** | **783,522** | **441,312** | **412,268** | **250,593** | **1,998,742** | **739,850** | **580,985** | **311,262** |
| | 1987 | 8,204,100 | 1,692,229 | 1,614,140 | 885,167 | 942,978 | 662,344 | 350,520 | 348,754 | 212,327 | 1,845,814 | 676,390 | 500,998 | 253,725 |
| **NEW YORK** | | | | | | | | | | | | | | |
| **ALBANY - SCHENECTADY - TROY** | 1990 | **7,045,006** | **1,539,547** | **1,457,776** | **663,119** | **842,591** | **656,114** | **326,828** | **372,380** | **201,422** | **1,577,469** | **398,343** | **338,136** | **251,632** |
| | 1987 | 5,976,875 | 1,276,489 | 1,208,716 | 520,806 | 716,564 | 558,067 | 295,251 | 285,129 | 153,820 | 1,345,196 | 339,583 | 344,245 | 212,434 |
| Albany | 1990 | 3,136,897 | 565,279 | 524,395 | 317,651 | 481,435 | 356,667 | 205,228 | 209,586 | 108,858 | 750,590 | 123,321 | 59,921 | 100,707 |
| | 1987 | 2,649,749 | 461,717 | 428,323 | 249,488 | 397,389 | 294,403 | 184,813 | 157,937 | 82,032 | 637,885 | 108,358 | 68,654 | 82,294 |
| Greene | 1990 | 303,378 | 88,449 | 86,436 | 22,738 | 23,063 | 19,133 | 5,739 | 9,567 | 7,527 | 61,049 | 28,046 | 22,362 | 10,211 |
| | 1987 | 261,736 | 72,745 | 71,089 | 18,531 | 19,464 | 16,148 | 5,693 | 7,258 | 5,711 | 53,531 | 24,707 | 22,696 | 8,641 |
| Montgomery | 1990 | 311,405 | 93,803 | 89,216 | 21,413 | 31,959 | 25,161 | 7,312 | 7,145 | 3,535 | 46,619 | 27,222 | 9,878 | 18,130 |
| | 1987 | 264,364 | 72,455 | 68,912 | 17,467 | 28,702 | 22,598 | 7,852 | 6,176 | 3,056 | 41,885 | 27,072 | 10,661 | 15,675 |
| Rensselaer | 1990 | 849,624 | 249,174 | 239,675 | 81,321 | 60,559 | 58,035 | 13,027 | 28,147 | 21,028 | 170,664 | 66,084 | 63,430 | 41,771 |
| | 1987 | 717,087 | 209,142 | 201,169 | 62,650 | 50,643 | 48,533 | 12,790 | 22,328 | 16,681 | 148,887 | 52,013 | 58,798 | 36,236 |
| Saratoga | 1990 | 1,299,958 | 274,885 | 265,518 | 135,461 | 113,225 | 96,629 | 39,334 | 52,127 | 31,544 | 338,321 | 86,835 | 102,092 | 32,873 |
| | 1987 | 1,061,737 | 225,385 | 217,705 | 102,803 | 96,296 | 82,182 | 33,127 | 37,126 | 22,467 | 268,694 | 69,496 | 98,500 | 27,900 |
| Schenectady | 1990 | 1,143,744 | 267,957 | 252,536 | 84,535 | 132,350 | 100,489 | 56,188 | 65,808 | 28,930 | 210,226 | 66,835 | 80,453 | 47,940 |
| | 1987 | 1,022,202 | 235,045 | 221,518 | 69,867 | 124,070 | 94,203 | 50,976 | 54,304 | 23,873 | 194,314 | 57,937 | 84,936 | 41,688 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1990<br>U.S. CENSUS 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls & Hardware Dealers | Drugstores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Supermarkets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **NEW YORK (continued)** | | | | | | | | | | | | | | |
| **BINGHAMTON** | 1990 | **1,968,059** | **402,534** | **387,545** | **184,343** | **263,497** | **224,490** | **83,085** | **96,456** | **63,431** | **418,051** | **122,933** | **95,498** | **89,198** |
| | 1987 | 1,688,530 | 348,583 | 335,591 | 148,458 | 225,987 | 192,368 | 73,801 | 76,644 | 50,400 | 365,208 | 103,767 | 97,664 | 75,245 |
| Broome | 1990 | 1,732,885 | 342,163 | 328,876 | 170,359 | 254,937 | 218,999 | 81,222 | 93,362 | 61,571 | 333,087 | 100,542 | 74,826 | 80,620 |
| | 1987 | 1,490,462 | 297,409 | 285,860 | 138,074 | 217,879 | 187,166 | 72,205 | 74,121 | 48,882 | 298,071 | 85,595 | 78,192 | 68,591 |
| Tioga | 1990 | 235,174 | 60,371 | 58,669 | 13,984 | 8,560 | 5,491 | 1,863 | 3,094 | 1,860 | 84,964 | 22,391 | 20,672 | 8,578 |
| | 1987 | 198,068 | 51,174 | 49,731 | 10,384 | 8,108 | 5,202 | 1,596 | 2,523 | 1,518 | 67,137 | 18,172 | 19,472 | 6,654 |
| **BUFFALO** | 1990 | **6,781,443** | **1,611,814** | **1,482,181** | **710,071** | **758,104** | **628,241** | **330,541** | **369,250** | **194,321** | **1,406,349** | **450,620** | **232,373** | **336,787** |
| | 1987 | 5,772,020 | 1,322,919 | 1,216,520 | 582,401 | 684,047 | 566,870 | 298,574 | 291,172 | 153,232 | 1,242,998 | 348,761 | 243,162 | 286,071 |
| Erie | 1990 | 6,781,443 | 1,611,814 | 1,482,181 | 710,071 | 758,104 | 628,241 | 330,541 | 369,250 | 194,321 | 1,406,349 | 450,620 | 232,373 | 336,787 |
| | 1987 | 5,772,020 | 1,322,919 | 1,216,520 | 582,401 | 684,047 | 566,870 | 298,574 | 291,172 | 153,232 | 1,242,998 | 348,761 | 243,162 | 286,071 |
| ***BUFFALO - NIAGARA FALLS CONSOLIDATED AREA*** | *1990* | ***8,229,693*** | ***1,942,222*** | ***1,792,018*** | ***853,180*** | ***925,435*** | ***773,411*** | ***410,707*** | ***430,256*** | ***228,372*** | ***1,686,840*** | ***571,516*** | ***270,902*** | ***410,626*** |
| | *1987* | *6,985,062* | *1,596,666* | *1,473,224* | *699,192* | *839,549* | *701,778* | *364,547* | *337,133* | *178,886* | *1,490,526* | *431,900* | *284,658* | *347,772* |
| **ELMIRA** | 1990 | **688,040** | **126,888** | **117,425** | **62,043** | **123,266** | **112,201** | **36,982** | **32,397** | **16,469** | **138,732** | **48,067** | **24,577** | **32,165** |
| | 1987 | 600,731 | 108,052 | 99,994 | 50,975 | 115,061 | 104,733 | 33,502 | 25,608 | 13,018 | 122,701 | 38,153 | 26,300 | 27,343 |
| Chemung | 1990 | 688,040 | 126,888 | 117,425 | 62,043 | 123,266 | 112,201 | 36,982 | 32,397 | 16,469 | 138,732 | 48,067 | 24,577 | 32,165 |
| | 1987 | 600,731 | 108,052 | 99,994 | 50,975 | 115,061 | 104,733 | 33,502 | 25,608 | 13,018 | 122,701 | 38,153 | 26,300 | 27,343 |
| **GLENS FALLS** | 1990 | **1,035,026** | **242,752** | **235,918** | **98,913** | **95,542** | **77,482** | **40,702** | **38,080** | **18,571** | **259,115** | **68,783** | **54,678** | **39,026** |
| | 1987 | 857,270 | 197,349 | 191,788 | 77,101 | 84,939 | 69,590 | 36,155 | 27,334 | 13,355 | 210,178 | 55,000 | 54,515 | 32,402 |
| Warren | 1990 | 758,626 | 151,517 | 147,135 | 78,345 | 66,583 | 57,934 | 37,632 | 32,365 | 15,224 | 194,567 | 54,209 | 38,710 | 27,421 |
| | 1987 | 625,633 | 125,548 | 121,917 | 60,338 | 62,813 | 54,654 | 33,122 | 23,029 | 10,833 | 157,309 | 42,710 | 39,882 | 22,339 |
| Washington | 1990 | 276,400 | 91,235 | 88,783 | 20,568 | 28,959 | 19,548 | 3,070 | 5,715 | 3,347 | 64,548 | 14,574 | 15,968 | 11,605 |
| | 1987 | 231,637 | 71,801 | 69,871 | 16,763 | 22,126 | 14,936 | 3,033 | 4,305 | 2,522 | 52,869 | 12,290 | 14,633 | 10,063 |
| **JAMESTOWN - DUNKIRK** | 1990 | **850,402** | **219,395** | **208,592** | **75,222** | **96,722** | **71,342** | **28,668** | **37,483** | **13,825** | **207,302** | **56,323** | **39,067** | **34,060** |
| | 1987 | 744,116 | 181,730 | 172,782 | 64,656 | 89,074 | 65,702 | 26,353 | 30,331 | 11,188 | 184,245 | 46,183 | 42,509 | 29,056 |
| Chautauqua | 1990 | 850,402 | 219,395 | 208,592 | 75,222 | 96,722 | 71,342 | 28,668 | 37,483 | 13,825 | 207,302 | 56,323 | 39,067 | 34,060 |
| | 1987 | 744,116 | 181,730 | 172,782 | 64,656 | 89,074 | 65,702 | 26,353 | 30,331 | 11,188 | 184,245 | 46,183 | 42,509 | 29,056 |
| **NASSAU - SUFFOLK** | 1990 | **26,052,896** | **5,158,812** | **4,589,902** | **2,036,043** | **2,398,199** | **2,007,551** | **1,727,774** | **1,720,528** | **1,045,294** | **5,177,613** | **1,331,198** | **1,293,737** | **853,003** |
| | 1987 | 22,158,597 | 4,260,530 | 3,790,233 | 1,678,046 | 2,208,038 | 1,851,891 | 1,435,874 | 1,368,045 | 832,928 | 4,463,339 | 1,104,505 | 1,312,295 | 698,847 |
| Nassau | 1990 | 14,420,166 | 2,487,623 | 2,204,325 | 1,201,488 | 1,342,633 | 1,191,857 | 1,113,078 | 1,014,863 | 639,499 | 2,620,577 | 733,496 | 503,898 | 472,880 |
| | 1987 | 12,383,273 | 2,118,848 | 1,877,547 | 1,004,011 | 1,266,810 | 1,124,551 | 916,039 | 839,259 | 528,847 | 2,301,269 | 616,065 | 516,932 | 389,366 |
| Suffolk | 1990 | 11,632,730 | 2,671,189 | 2,385,577 | 834,555 | 1,055,566 | 815,694 | 614,696 | 705,665 | 405,795 | 2,557,036 | 597,702 | 789,839 | 380,123 |
| | 1987 | 9,775,324 | 2,141,682 | 1,912,686 | 674,035 | 941,228 | 727,340 | 519,835 | 528,786 | 304,081 | 2,162,070 | 488,440 | 795,363 | 309,481 |
| **NEW YORK** | 1990 | **49,319,353** | **9,858,009** | **8,216,388** | **6,416,483** | **4,899,667** | **3,825,362** | **5,007,905** | **3,495,318** | **1,959,851** | **5,795,601** | **1,710,159** | **1,291,523** | **2,123,374** |
| | 1987 | 42,698,990 | 8,399,492 | 6,995,459 | 5,362,113 | 4,684,352 | 3,654,575 | 4,279,481 | 2,829,077 | 1,586,600 | 5,235,615 | 1,402,508 | 1,375,110 | 1,776,099 |
| Bronx | 1990 | 3,170,270 | 818,598 | 657,101 | 293,801 | 320,822 | 220,643 | 266,604 | 217,845 | 127,859 | 383,235 | 194,858 | 85,144 | 215,211 |
| | 1987 | 2,783,738 | 744,167 | 597,354 | 239,910 | 271,722 | 186,876 | 226,967 | 181,171 | 106,335 | 362,335 | 145,904 | 91,190 | 174,482 |
| Kings | 1990 | 7,500,439 | 2,147,458 | 1,669,438 | 547,847 | 664,756 | 462,883 | 682,855 | 557,148 | 354,678 | 964,557 | 326,134 | 254,563 | 402,983 |
| | 1987 | 6,584,712 | 1,792,095 | 1,393,179 | 460,267 | 642,319 | 447,261 | 583,322 | 458,111 | 291,633 | 875,811 | 262,175 | 270,442 | 335,093 |
| New York (Manhattan) | 1990 | 18,127,873 | 1,987,376 | 1,540,204 | 3,498,135 | 1,994,991 | 1,555,175 | 2,731,471 | 1,462,050 | 742,817 | 635,400 | 125,917 | 211,371 | 643,630 |
| | 1987 | 15,628,209 | 1,750,486 | 1,356,616 | 2,980,190 | 1,980,108 | 1,543,576 | 2,330,442 | 1,193,382 | 606,317 | 605,519 | 107,379 | 232,746 | 559,534 |
| Putnam | 1990 | 486,183 | 124,715 | 120,185 | 38,295 | 31,095 | 28,081 | 6,604 | 17,014 | 13,445 | 121,711 | 44,800 | 34,800 | 14,387 |
| | 1987 | 427,161 | 102,023 | 98,317 | 29,909 | 27,441 | 24,782 | 6,440 | 13,725 | 10,847 | 110,018 | 35,144 | 38,296 | 13,571 |
| Queens | 1990 | 8,122,690 | 2,241,984 | 1,913,063 | 1,052,603 | 584,355 | 411,498 | 513,264 | 517,188 | 292,168 | 1,176,093 | 443,515 | 229,425 | 416,491 |
| | 1987 | 7,038,535 | 1,870,354 | 1,595,955 | 850,735 | 562,549 | 396,143 | 456,702 | 407,445 | 230,173 | 1,093,950 | 358,397 | 249,330 | 343,630 |
| Richmond | 1990 | 2,005,309 | 684,288 | 620,664 | 148,931 | 238,154 | 211,702 | 127,754 | 82,091 | 58,480 | 284,453 | 100,041 | 79,198 | 97,175 |
| | 1987 | 1,699,812 | 525,729 | 476,848 | 121,223 | 213,577 | 189,856 | 109,298 | 69,699 | 49,653 | 263,620 | 77,749 | 81,566 | 76,556 |
| Rockland | 1990 | 1,864,576 | 429,985 | 392,531 | 153,702 | 175,171 | 165,285 | 89,921 | 101,487 | 61,677 | 490,657 | 84,229 | 99,626 | 72,147 |
| | 1987 | 1,600,307 | 351,217 | 320,624 | 131,282 | 161,284 | 152,183 | 77,888 | 78,751 | 47,860 | 418,055 | 78,019 | 99,111 | 60,110 |
| Westchester | 1990 | 8,042,013 | 1,423,605 | 1,303,202 | 683,169 | 890,323 | 770,095 | 589,432 | 540,495 | 308,727 | 1,739,495 | 390,665 | 297,394 | 261,350 |
| | 1987 | 6,936,516 | 1,263,421 | 1,156,566 | 548,497 | 825,352 | 713,898 | 488,422 | 426,793 | 243,782 | 1,506,307 | 337,241 | 312,029 | 213,123 |
| ***NEW YORK - NORTHERN NEW JERSEY - LONG ISLAND CONSOLIDATED AREA*** | *1990* | ***132,199,328*** | ***26,905,076*** | ***23,747,639*** | ***13,429,320*** | ***12,641,416*** | ***10,383,184*** | ***10,779,485*** | ***8,914,242*** | ***5,343,969*** | ***22,964,221*** | ***6,368,535*** | ***4,994,587*** | ***4,617,852*** |
| | *1987* | *115,680,222* | *22,906,000* | *20,211,709* | *11,242,906* | *11,997,318* | *9,860,987* | *9,354,939* | *7,270,940* | *4,338,267* | *20,805,523* | *5,380,388* | *5,254,040* | *3,931,508* |
| **NIAGARA FALLS** | 1990 | **1,448,250** | **330,408** | **309,837** | **143,109** | **167,331** | **145,170** | **80,166** | **61,006** | **34,051** | **280,491** | **120,896** | **38,529** | **73,839** |
| | 1987 | 1,213,042 | 273,747 | 256,704 | 116,791 | 155,502 | 134,908 | 65,973 | 45,961 | 25,654 | 247,528 | 83,139 | 41,496 | 61,701 |
| Niagara | 1990 | 1,448,250 | 330,408 | 309,837 | 143,109 | 167,331 | 145,170 | 80,166 | 61,006 | 34,051 | 280,491 | 120,896 | 38,529 | 73,839 |
| | 1987 | 1,213,042 | 273,747 | 256,704 | 116,791 | 155,502 | 134,908 | 65,973 | 45,961 | 25,654 | 247,528 | 83,139 | 41,496 | 61,701 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

SaMM ESTIMATES 1990
U.S. CENSUS 1987

| METRO AREA County | Year | Total Retail Sales ($000) | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/Home Furnishings/Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drugstores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Total ($000) | Supermarkets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **NEW YORK (continued)** | | | | | | | | | | | | | | |
| **ORANGE COUNTY** | **1990** | **2,416,510** | **600,430** | **568,111** | **201,728** | **286,275** | **256,601** | **127,485** | **118,883** | **77,297** | **516,633** | **125,093** | **155,635** | **70,820** |
| | 1987 | 2,022,027 | 473,971 | 448,459 | 150,944 | 244,157 | 218,850 | 108,145 | 92,399 | 60,078 | 437,612 | 111,261 | 157,701 | 58,069 |
| Orange | 1990 | 2,416,510 | 600,430 | 568,111 | 201,728 | 286,275 | 256,601 | 127,485 | 118,883 | 77,297 | 516,633 | 125,093 | 155,635 | 70,820 |
| | 1987 | 2,022,027 | 473,971 | 448,459 | 150,944 | 244,157 | 218,850 | 108,145 | 92,399 | 60,078 | 437,612 | 111,261 | 157,701 | 58,069 |
| **POUGHKEEPSIE** | **1990** | **2,137,103** | **490,935** | **470,663** | **171,473** | **274,904** | **237,667** | **135,261** | **103,070** | **61,475** | **435,565** | **124,348** | **133,909** | **73,189** |
| | 1987 | 1,793,121 | 398,590 | 382,131 | 132,942 | 234,792 | 202,989 | 111,231 | 78,076 | 46,568 | 369,373 | 99,535 | 132,333 | 59,511 |
| Dutchess | 1990 | 2,137,103 | 490,935 | 470,663 | 171,473 | 274,904 | 237,667 | 135,261 | 103,070 | 61,475 | 435,565 | 124,348 | 133,909 | 73,189 |
| | 1987 | 1,793,121 | 398,590 | 382,131 | 132,942 | 234,792 | 202,989 | 111,231 | 78,076 | 46,568 | 369,373 | 99,535 | 132,333 | 59,511 |
| **ROCHESTER** | **1990** | **7,643,436** | **1,763,839** | **1,679,346** | **716,541** | **748,110** | **571,219** | **362,664** | **454,244** | **217,180** | **1,858,875** | **433,695** | **332,129** | **268,596** |
| | 1987 | 6,468,047 | 1,403,239 | 1,336,020 | 585,842 | 684,417 | 522,182 | 302,954 | 342,959 | 164,049 | 1,622,688 | 366,434 | 342,971 | 238,458 |
| Livingston | 1990 | 338,318 | 85,986 | 85,362 | 32,635 | 22,151 | 18,633 | 3,716 | 6,474 | 2,913 | 94,991 | 43,319 | 22,984 | 13,586 |
| | 1987 | 286,060 | 71,382 | 70,864 | 26,283 | 18,851 | 15,858 | 3,808 | 5,035 | 2,266 | 78,331 | 32,199 | 23,422 | 10,731 |
| Monroe | 1990 | 5,857,492 | 1,315,827 | 1,244,783 | 567,555 | 580,278 | 440,993 | 303,518 | 382,723 | 180,188 | 1,431,225 | 300,226 | 227,230 | 203,173 |
| | 1987 | 4,966,487 | 1,048,300 | 991,700 | 466,142 | 530,564 | 403,213 | 247,371 | 291,392 | 137,190 | 1,261,735 | 262,941 | 234,405 | 181,897 |
| Ontario | 1990 | 854,295 | 171,233 | 164,456 | 72,424 | 106,055 | 90,558 | 43,052 | 50,786 | 24,933 | 193,769 | 46,768 | 40,482 | 23,522 |
| | 1987 | 707,975 | 133,955 | 128,653 | 58,496 | 98,469 | 84,081 | 39,893 | 34,922 | 17,145 | 161,237 | 36,160 | 41,000 | 20,754 |
| Orleans | 1990 | 163,268 | 56,260 | 53,362 | 15,925 | 12,469 | 8,466 | 4,589 | 6,004 | 3,867 | 29,391 | 8,494 | 8,186 | 8,428 |
| | 1987 | 140,582 | 46,149 | 43,772 | 12,715 | 9,808 | 6,660 | 4,285 | 4,903 | 3,159 | 25,820 | 6,683 | 9,283 | 7,518 |
| Wayne | 1990 | 430,063 | 134,533 | 131,383 | 28,002 | 27,157 | 12,569 | 7,789 | 8,257 | 5,279 | 109,499 | 34,888 | 33,247 | 19,887 |
| | 1987 | 366,943 | 103,453 | 101,031 | 22,206 | 26,725 | 12,370 | 7,597 | 6,707 | 4,289 | 95,565 | 28,451 | 34,861 | 17,558 |
| **SYRACUSE** | **1990** | **4,863,427** | **1,091,663** | **1,022,013** | **522,249** | **429,350** | **323,169** | **276,816** | **301,334** | **165,108** | **1,077,923** | **318,077** | **228,003** | **191,962** |
| | 1987 | 4,116,695 | 909,998 | 851,941 | 406,262 | 392,635 | 295,509 | 241,138 | 225,307 | 123,656 | 941,959 | 246,163 | 233,061 | 170,000 |
| Madison | 1990 | 363,424 | 93,737 | 87,913 | 43,261 | 23,194 | 17,785 | 9,209 | 12,049 | 7,162 | 85,110 | 23,591 | 21,955 | 18,098 |
| | 1987 | 306,768 | 78,227 | 73,367 | 35,499 | 19,337 | 14,828 | 7,654 | 8,951 | 5,321 | 73,462 | 17,718 | 22,012 | 16,153 |
| Onondaga | 1990 | 3,864,868 | 847,052 | 792,796 | 404,435 | 361,527 | 271,899 | 257,744 | 271,546 | 145,309 | 836,233 | 219,467 | 164,176 | 143,147 |
| | 1987 | 3,268,648 | 702,199 | 657,221 | 315,298 | 332,602 | 250,146 | 224,247 | 201,928 | 108,056 | 734,590 | 176,912 | 169,043 | 126,145 |
| Oswego | 1990 | 635,135 | 150,874 | 141,304 | 74,553 | 44,629 | 33,485 | 9,863 | 17,739 | 12,637 | 156,580 | 75,019 | 41,872 | 30,717 |
| | 1987 | 541,279 | 129,572 | 121,353 | 55,465 | 40,696 | 30,535 | 9,237 | 14,428 | 10,279 | 133,907 | 51,533 | 42,006 | 27,702 |
| **UTICA - ROME** | **1990** | **2,068,989** | **461,130** | **426,101** | **203,224** | **244,528** | **209,064** | **101,635** | **84,185** | **53,932** | **427,655** | **111,842** | **107,465** | **107,996** |
| | 1987 | 1,788,136 | 387,763 | 358,304 | 164,200 | 215,280 | 184,573 | 93,678 | 69,230 | 44,360 | 376,379 | 97,580 | 108,584 | 92,884 |
| Herkimer | 1990 | 363,899 | 96,645 | 93,201 | 43,034 | 39,508 | 38,186 | 10,302 | 13,762 | 9,346 | 52,859 | 32,855 | 33,222 | 18,583 |
| | 1987 | 319,833 | 81,210 | 78,316 | 32,986 | 38,642 | 37,350 | 9,865 | 11,472 | 7,792 | 48,219 | 25,464 | 33,478 | 16,593 |
| Oneida | 1990 | 1,705,090 | 364,485 | 332,900 | 160,190 | 205,020 | 170,878 | 91,333 | 70,423 | 44,586 | 374,796 | 78,987 | 74,243 | 89,413 |
| | 1987 | 1,468,303 | 306,553 | 279,988 | 131,214 | 176,638 | 147,223 | 83,813 | 57,758 | 36,568 | 328,160 | 72,116 | 75,106 | 76,291 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Albany | 1990 | 3,136,897 | 565,279 | 524,395 | 317,651 | 481,435 | 356,667 | 205,228 | 209,586 | 108,858 | 750,590 | 123,321 | 59,921 | 100,707 |
| | 1987 | 2,649,749 | 461,717 | 428,323 | 249,488 | 397,389 | 294,403 | 184,813 | 157,937 | 82,032 | 637,885 | 108,358 | 68,654 | 82,294 |
| Allegany | 1990 | 188,972 | 60,205 | 58,329 | 23,028 | 13,303 | 7,721 | 1,846 | 9,661 | 5,644 | 25,552 | 17,899 | 9,772 | 10,911 |
| | 1987 | 163,211 | 51,355 | 49,755 | 18,168 | 12,087 | 7,016 | 2,303 | 7,173 | 4,191 | 27,128 | 12,395 | 10,151 | 8,901 |
| Bronx | 1990 | 3,170,270 | 818,598 | 657,101 | 293,801 | 320,822 | 220,643 | 266,604 | 217,845 | 127,859 | 383,235 | 194,858 | 85,144 | 215,211 |
| | 1987 | 2,783,738 | 744,167 | 597,354 | 239,910 | 271,422 | 186,876 | 226,967 | 181,171 | 106,335 | 362,335 | 145,904 | 91,190 | 174,482 |
| Broome | 1990 | 1,732,885 | 342,163 | 328,876 | 170,359 | 254,937 | 218,999 | 81,222 | 93,362 | 61,571 | 333,087 | 100,542 | 74,826 | 80,620 |
| | 1987 | 1,490,462 | 297,409 | 285,860 | 138,074 | 217,879 | 187,166 | 72,205 | 74,121 | 48,882 | 298,071 | 85,595 | 78,192 | 68,591 |
| Cattaraugus | 1990 | 454,633 | 107,798 | 103,466 | 55,980 | 60,273 | 42,412 | 18,980 | 20,111 | 11,251 | 84,065 | 25,552 | 29,157 | 22,302 |
| | 1987 | 350,472 | [illegible] | 86,384 | 44,305 | 54,005 | 38,002 | 18,091 | 15,039 | 8,414 | 76,514 | 19,213 | 29,880 | 18,869 |
| Cayuga | 1990 | 431,131 | 127,251 | 119,892 | 32,530 | 44,709 | 41,355 | 26,980 | 14,478 | 9,084 | 104,497 | 22,620 | 15,348 | 13,416 |
| | 1987 | 369,625 | 100,847 | 95,015 | 26,867 | 39,578 | 36,610 | 23,008 | 10,594 | 6,648 | 90,989 | 22,297 | 17,390 | 12,516 |
| Chautauqua | 1990 | 850,402 | 219,395 | 208,592 | 75,222 | 96,722 | 71,342 | 28,668 | 37,483 | 13,825 | 207,302 | 56,323 | 39,067 | 34,060 |
| | 1987 | 744,116 | 181,730 | 172,782 | 64,656 | 89,074 | 65,702 | 26,353 | 30,331 | 11,188 | 184,245 | 46,183 | 42,509 | 29,056 |
| Chemung | 1990 | 688,040 | 126,888 | 117,425 | 62,043 | 123,266 | 112,201 | 36,982 | 32,397 | 16,469 | 138,732 | 48,067 | 24,577 | 32,165 |
| | 1987 | 600,731 | 108,052 | 99,994 | 50,975 | 115,061 | 104,733 | 33,502 | 25,608 | 13,018 | 122,701 | 38,153 | 26,300 | 27,343 |
| Chenango | 1990 | 277,780 | 81,041 | 79,780 | 17,064 | 13,578 | 6,165 | 7,537 | 5,572 | 2,048 | 65,880 | 19,198 | 25,646 | 15,925 |
| | 1987 | 236,198 | 63,891 | 62,897 | 13,949 | 12,857 | 5,839 | 6,747 | 4,705 | 1,730 | 58,636 | 14,035 | 22,881 | 12,870 |
| Clinton | 1990 | 611,288 | 127,832 | 119,828 | 42,281 | 93,330 | 82,985 | 39,293 | 26,066 | 12,282 | 131,100 | 36,516 | 41,647 | 24,568 |
| | 1987 | 509,906 | 98,952 | 92,756 | 36,771 | 74,854 | 66,557 | 32,400 | 20,014 | 9,431 | 111,242 | 29,320 | 39,130 | 19,843 |
| Columbia | 1990 | 362,317 | 104,492 | 99,717 | 28,859 | 19,393 | 8,235 | 3,580 | 15,730 | 7,421 | 57,651 | 27,401 | 52,758 | 14,171 |
| | 1987 | 307,340 | 83,264 | 79,459 | 22,241 | 17,139 | 7,279 | 3,822 | 11,344 | 5,352 | 50,774 | 23,641 | 50,055 | 10,913 |
| Cortland | 1990 | 354,961 | 80,096 | 76,290 | 40,693 | 28,761 | 28,065 | 14,341 | 13,652 | 7,003 | 72,309 | 28,727 | 32,430 | 17,551 |
| | 1987 | 298,060 | 65,519 | 62,406 | 32,982 | 23,097 | 22,539 | 13,015 | 11,008 | 5,648 | 63,724 | 20,223 | 31,129 | 15,930 |
| Delaware | 1990 | 358,728 | 95,111 | 92,560 | 20,943 | 33,836 | 22,928 | 2,784 | 12,158 | 5,853 | 64,284 | 28,778 | 32,860 | 16,292 |
| | 1987 | 293,058 | 77,353 | 75,278 | 17,151 | 27,172 | 18,413 | 3,529 | 8,696 | 4,187 | 53,412 | 21,087 | 31,482 | 13,592 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1990<br>U.S. CENSUS 1987<br>METRO AREA<br>County | Year | Total Retail Sales ($000) | Food Stores Total ($000) | Food Stores Supermarkets ($000) | Eating & Drinking Places Total ($000) | General Merchandise Stores Total ($000) | General Merchandise Department Stores ($000) | Apparel & Accessories Stores Total ($000) | Furniture/Home Furnishings/Appliance Stores Total ($000) | Furniture & Home Furn ($000) | Automotive Dealers Total ($000) | Gasoline Service Stations Total ($000) | Bldg. Mtls. & Hardware Dealers Total ($000) | Drugstores Total ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **NEW YORK (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Dutchess | 1990 | 2,137,103 | 490,935 | 470,663 | 171,473 | 274,904 | 237,667 | 135,261 | 103,070 | 61,475 | 435,565 | 124,348 | 133,909 | 73,189 |
| | 1987 | 1,793,121 | 398,590 | 382,131 | 132,942 | 234,792 | 202,989 | 111,231 | 78,076 | 46,568 | 369,373 | 99,535 | 132,333 | 59,511 |
| Erie | 1990 | 6,781,443 | 1,611,814 | 1,482,181 | 710,071 | 758,104 | 628,241 | 330,541 | 369,250 | 194,321 | 1,406,349 | 450,620 | 232,373 | 336,787 |
| | 1987 | 5,772,020 | 1,322,919 | 1,216,520 | 582,401 | 684,047 | 566,870 | 298,574 | 291,172 | 153,232 | 1,242,998 | 348,761 | 243,162 | 286,071 |
| Essex | 1990 | 264,915 | 75,398 | 73,115 | 35,173 | 14,902 | 6,808 | 10,017 | 2,986 | 1,665 | 56,649 | 20,614 | 14,000 | 6,159 |
| | 1987 | 219,179 | 60,975 | 59,129 | 26,931 | 13,368 | 6,108 | 8,281 | 2,289 | 1,277 | 45,084 | 15,639 | 14,916 | 5,541 |
| Franklin | 1990 | 272,971 | 71,580 | 68,379 | 19,596 | 22,813 | 13,736 | 5,043 | 9,496 | 6,191 | 51,332 | 30,672 | 19,546 | 15,958 |
| | 1987 | 231,694 | 59,115 | 56,471 | 15,602 | 19,487 | 11,734 | 5,195 | 6,837 | 4,458 | 41,737 | 20,816 | 20,532 | 13,649 |
| Fulton | 1990 | 321,736 | 85,783 | 83,086 | 17,225 | 27,685 | 18,266 | 5,269 | 11,370 | 3,964 | 87,850 | 24,785 | 16,849 | 16,842 |
| | 1987 | 281,920 | 70,362 | 68,150 | 14,921 | 24,591 | 16,225 | 8,326 | 8,960 | 3,124 | 78,324 | 19,777 | 18,060 | 15,818 |
| Genesee | 1990 | 367,201 | 83,491 | 79,839 | 37,885 | 37,264 | 29,581 | 9,774 | 15,650 | 6,179 | 74,406 | 59,982 | 17,270 | 11,901 |
| | 1987 | 314,542 | 70,262 | 67,189 | 31,640 | 31,485 | 24,994 | 10,693 | 13,523 | 5,340 | 67,600 | 41,185 | 19,370 | 11,229 |
| Greene | 1990 | 303,378 | 88,449 | 86,436 | 22,738 | 23,063 | 19,133 | 5,739 | 9,567 | 7,527 | 61,049 | 28,046 | 22,362 | 10,211 |
| | 1987 | 261,736 | 72,745 | 71,089 | 18,531 | 19,464 | 16,148 | 5,693 | 7,258 | 5,711 | 53,531 | 24,707 | 22,696 | 8,641 |
| Hamilton | 1990 | 25,137 | 8,281 | 8,105 | 4,136 | 2,269 | | 251 | 1,111 | 1,111 | 3,051 | 940 | 1,474 | |
| | 1987 | 21,031 | 6,695 | 6,553 | 3,337 | 1,846 | | 326 | 811 | 811 | 2,703 | 769 | 1,838 | |
| Herkimer | 1990 | 363,899 | 96,645 | 93,201 | 43,034 | 39,508 | 38,186 | 10,302 | 13,762 | 9,346 | 52,859 | 32,855 | 33,222 | 18,583 |
| | 1987 | 319,833 | 81,210 | 78,316 | 32,986 | 38,642 | 37,350 | 9,865 | 11,472 | 7,792 | 48,219 | 25,464 | 33,478 | 16,593 |
| Jefferson | 1990 | 839,703 | 153,709 | 148,984 | 87,510 | 89,323 | 69,511 | 43,582 | 46,337 | 27,547 | 212,067 | 26,773 | 71,319 | 33,946 |
| | 1987 | 691,580 | 125,654 | 121,791 | 64,443 | 76,079 | 59,205 | 34,513 | 33,292 | 19,792 | 173,382 | 29,085 | 64,374 | 29,755 |
| Kings | 1990 | 7,500,439 | 2,147,458 | 1,669,438 | 547,847 | 664,756 | 462,883 | 682,855 | 557,148 | 354,678 | 964,557 | 326,134 | 254,565 | 402,983 |
| | 1987 | 6,584,712 | 1,792,095 | 1,393,179 | 460,367 | 642,319 | 447,261 | 583,322 | 458,111 | 291,633 | 875,811 | 262,175 | 270,442 | 335,093 |
| Lewis | 1990 | 90,224 | 30,314 | 28,643 | 8,815 | 9,389 | 3,152 | 1,060 | 1,928 | 1,129 | 16,226 | 2,132 | 2,814 | 6,621 |
| | 1987 | 76,632 | 24,017 | 22,693 | 7,266 | 7,932 | 2,663 | 1,102 | 1,657 | 971 | 14,561 | 3,292 | 2,742 | 5,398 |
| Livingston | 1990 | 338,318 | 85,986 | 85,362 | 32,635 | 22,151 | 18,633 | 3,716 | 6,474 | 2,913 | 94,991 | 43,319 | 22,984 | 13,586 |
| | 1987 | 286,060 | 71,382 | 70,864 | 26,283 | 18,851 | 15,858 | 3,808 | 5,035 | 2,266 | 78,331 | 32,199 | 23,422 | 10,731 |
| Madison | 1990 | 363,424 | 93,737 | 87,913 | 43,261 | 23,194 | 17,785 | 9,209 | 12,049 | 7,162 | 85,110 | 23,591 | 21,955 | 18,098 |
| | 1987 | 306,768 | 78,227 | 73,367 | 35,499 | 19,337 | 14,828 | 7,654 | 8,951 | 5,321 | 73,462 | 17,718 | 22,012 | 16,153 |
| Monroe | 1990 | 5,857,492 | 1,315,827 | 1,244,783 | 567,555 | 580,278 | 440,993 | 303,518 | 382,723 | 180,188 | 1,431,225 | 300,226 | 227,230 | 203,173 |
| | 1987 | 4,966,487 | 1,048,300 | 991,700 | 466,142 | 530,564 | 403,213 | 247,371 | 291,392 | 137,190 | 1,261,735 | 262,941 | 234,405 | 181,897 |
| Montgomery | 1990 | 311,405 | 93,803 | 89,216 | 21,413 | 31,959 | 25,161 | 7,312 | 7,145 | 3,535 | 46,619 | 27,222 | 9,878 | 18,130 |
| | 1987 | 264,364 | 72,455 | 68,912 | 17,467 | 28,702 | 22,598 | 7,852 | 6,176 | 3,056 | 41,885 | 27,072 | 10,661 | 15,675 |
| Nassau | 1990 | 14,420,166 | 2,487,623 | 2,204,325 | 1,201,488 | 1,342,633 | 1,191,857 | 1,113,078 | 1,014,863 | 639,499 | 2,620,577 | 733,496 | 503,898 | 472,880 |
| | 1987 | 12,383,273 | 2,118,848 | 1,877,547 | 1,004,011 | 1,266,810 | 1,124,551 | 916,039 | 839,259 | 528,847 | 2,301,269 | 616,065 | 516,932 | 389,366 |
| New York (Manhattan) | 1990 | 18,127,873 | 1,987,376 | 1,540,204 | 3,498,135 | 1,994,991 | 1,555,175 | 2,731,471 | 1,462,050 | 742,817 | 635,400 | 125,917 | 211,371 | 643,630 |
| | 1987 | 15,628,209 | 1,750,486 | 1,356,616 | 2,980,190 | 1,980,108 | 1,543,576 | 2,330,442 | 1,193,382 | 606,317 | 605,519 | 107,879 | 232,746 | 559,534 |
| Niagara | 1990 | 1,448,250 | 330,408 | 309,837 | 143,109 | 167,331 | 145,170 | 80,166 | 61,006 | 34,051 | 280,491 | 120,896 | 38,529 | 73,839 |
| | 1987 | 1,213,042 | 273,747 | 256,704 | 116,791 | 155,502 | 134,908 | 65,973 | 45,961 | 25,654 | 247,528 | 83,139 | 41,496 | 61,701 |
| Oneida | 1990 | 1,705,090 | 364,485 | 332,900 | 160,190 | 205,020 | 170,878 | 91,333 | 70,423 | 44,586 | 374,796 | 78,987 | 74,243 | 89,413 |
| | 1987 | 1,468,303 | 306,553 | 279,988 | 131,214 | 176,638 | 147,223 | 83,813 | 57,758 | 36,568 | 328,160 | 72,116 | 75,106 | 76,291 |
| Onondaga | 1990 | 3,864,866 | 847,052 | 792,796 | 404,435 | 361,527 | 271,899 | 257,744 | 271,546 | 145,309 | 836,233 | 219,467 | 164,176 | 143,147 |
| | 1987 | 3,268,648 | 702,199 | 657,221 | 315,298 | 332,602 | 250,146 | 224,247 | 201,928 | 108,056 | 734,590 | 176,912 | 169,043 | 126,145 |
| Ontario | 1990 | 854,295 | 171,233 | 164,456 | 72,424 | 106,055 | 90,558 | 43,052 | 50,786 | 24,933 | 193,769 | 46,768 | 40,482 | 23,522 |
| | 1987 | 707,975 | 133,955 | 128,653 | 58,496 | 98,469 | 84,081 | 39,893 | 34,922 | 17,145 | 161,237 | 36,160 | 41,000 | 20,754 |
| Orange | 1990 | 2,416,510 | 600,430 | 568,111 | 201,728 | 286,275 | 256,601 | 127,485 | 118,883 | 77,297 | 516,633 | 125,093 | 155,635 | 70,820 |
| | 1987 | 2,022,027 | 473,971 | 448,459 | 150,944 | 244,157 | 218,850 | 108,145 | 92,399 | 60,078 | 437,612 | 111,261 | 157,701 | 58,069 |
| Orleans | 1990 | 163,268 | 56,260 | 53,362 | 15,925 | 12,469 | 8,466 | 4,589 | 6,004 | 3,867 | 29,391 | 8,494 | 8,186 | 8,428 |
| | 1987 | 140,582 | 46,149 | 43,772 | 12,715 | 9,808 | 6,660 | 4,285 | 4,903 | 3,159 | 25,820 | 6,683 | 9,283 | 7,518 |
| Oswego | 1990 | 635,135 | 150,874 | 141,304 | 74,553 | 44,629 | 33,485 | 7,863 | 17,739 | 12,637 | 156,580 | 75,019 | 41,872 | 30,[illegible]17 |
| | 1987 | 541,279 | 129,572 | 121,353 | 55,465 | 40,696 | 30,535 | 9,237 | 14,428 | 10,279 | 133,907 | 51,533 | 42,006 | 27,702 |
| Otsego | 1990 | 478,694 | 92,995 | 89,599 | 51,673 | 41,205 | 36,752 | 6,027 | 8,036 | 5,411 | 120,444 | 49,901 | 33,861 | 11,804 |
| | 1987 | 395,078 | 78,354 | 75,493 | 38,871 | 34,947 | 31,171 | 6,424 | 6,009 | 4,047 | 101,649 | 33,783 | 35,045 | 11,652 |
| Putnam | 1990 | 486,183 | 124,715 | 120,185 | 38,295 | 31,095 | 28,081 | 6,604 | 17,014 | 13,445 | 121,711 | 44,800 | 34,800 | 14,387 |
| | 1987 | 427,161 | 102,023 | 98,317 | 29,909 | 27,441 | 24,782 | 6,440 | 13,725 | 10,847 | 110,018 | 35,144 | 38,296 | 13,671 |
| Queens | 1990 | 8,122,690 | 2,241,984 | 1,913,063 | 1,052,603 | 584,355 | 411,498 | 513,264 | 517,188 | 292,168 | 1,176,093 | 443,515 | 229,425 | 416,491 |
| | 1987 | 7,038,535 | 1,870,354 | 1,595,955 | 850,735 | 562,549 | 396,143 | 456,702 | 407,445 | 230,173 | 1,093,950 | 358,397 | 249,730 | 343,630 |
| Rensselaer | 1990 | 849,624 | 249,174 | 239,675 | 81,321 | 60,559 | 58,035 | 13,027 | 28,147 | 21,028 | 170,664 | 66,084 | 63,430 | 41,771 |
| | 1987 | 717,087 | 209,142 | 201,169 | 62,650 | 50,643 | 48,533 | 12,790 | 22,328 | 16,681 | 148,887 | 52,013 | 58,798 | 36,236 |
| Richmond | 1990 | 2,005,309 | 684,288 | 620,664 | 148,931 | 238,154 | 211,702 | 127,754 | 82,091 | 58,480 | 284,453 | 100,041 | 79,198 | 97,175 |
| | 1987 | 1,699,812 | 525,729 | 476,848 | 121,223 | 213,577 | 189,856 | 109,298 | 69,699 | 49,653 | 263,620 | 77,749 | 81,566 | 76,556 |
| Rockland | 1990 | 1,864,576 | 429,985 | 392,531 | 153,702 | 175,171 | 165,285 | 89,921 | 101,487 | 61,677 | 490,657 | 84,229 | 99,626 | 72,147 |
| | 1987 | 1,600,307 | 351,217 | 320,624 | 131,282 | 161,284 | 152,183 | 77,888 | 78,751 | 47,860 | 418,055 | 78,019 | 99,111 | 60,110 |
| St. Lawrence | 1990 | 685,965 | 184,442 | 178,376 | 60,631 | 57,186 | 43,746 | 9,752 | 29,262 | 17,482 | 177,413 | 42,373 | 41,871 | 37,645 |
| | 1987 | 572,173 | 144,592 | 139,837 | 48,016 | 48,062 | 36,767 | 11,935 | 22,089 | 13,197 | 147,029 | 29,112 | 42,242 | 33,804 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1990<br>U.S. CENSUS 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **NEW YORK (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Saratoga | 1990 | 1,299,958 | 274,885 | 265,518 | 135,461 | 113,225 | 96,629 | 39,334 | 52,127 | 31,544 | 338,321 | 86,835 | 102,092 | 32,873 |
| | 1987 | 1,061,737 | 225,385 | 217,705 | 102,803 | 96,296 | 82,182 | 33,127 | 37,126 | 22,467 | 268,694 | 69,496 | 98,500 | 27,900 |
| Schenectady | 1990 | 1,143,744 | 267,957 | 252,536 | 84,535 | 132,350 | 100,489 | 56,188 | 65,808 | 28,930 | 210,226 | 66,835 | 80,453 | 47,940 |
| | 1987 | 1,022,202 | 235,045 | 221,518 | 69,867 | 124,070 | 94,203 | 50,976 | 54,304 | 23,873 | 194,314 | 57,937 | 84,936 | 41,688 |
| Schoharie | 1990 | 154,562 | 47,298 | 45,933 | 8,814 | 10,648 | 2,590 | 4,194 | 6,177 | 3,222 | 33,639 | 9,822 | 8,707 | 6,277 |
| | 1987 | 130,948 | 38,010 | 36,913 | 7,409 | 9,324 | 2,269 | 3,502 | 4,517 | 2,357 | 28,904 | 7,741 | 8,841 | 5,137 |
| Schuyler | 1990 | 98,702 | 14,155 | 13,544 | 11,980 | 2,883 | | 1,915 | 1,902 | 1,477 | 43,484 | 7,455 | 2,148 | 1,351 |
| | 1987 | 80,299 | 13,583 | 12,997 | 8,470 | 1,975 | | 1,440 | 1,300 | 1,010 | 34,503 | 5,107 | 2,344 | 2,177 |
| Seneca | 1990 | 178,364 | 42,573 | 41,539 | 14,581 | 9,121 | 7,054 | 1,473 | 5,031 | 4,334 | 53,995 | 16,395 | 15,282 | 10,126 |
| | 1987 | 152,291 | 36,307 | 35,425 | 11,663 | 8,014 | 6,199 | 1,666 | 4,371 | 3,766 | 45,967 | 12,357 | 14,707 | 8,657 |
| Steuben | 1990 | 589,656 | 179,059 | 173,961 | 50,146 | 54,138 | 44,375 | 17,065 | 35,055 | 27,222 | 107,875 | 53,465 | 32,124 | 25,560 |
| | 1987 | 497,536 | 136,777 | 132,883 | 41,857 | 49,251 | 40,370 | 16,369 | 25,189 | 19,561 | 95,907 | 38,899 | 34,781 | 23,489 |
| Suffolk | 1990 | 11,632,730 | 2,671,189 | 2,385,577 | 834,555 | 1,055,566 | 815,694 | 614,696 | 705,665 | 405,795 | 2,557,036 | 597,702 | 789,839 | 380,123 |
| | 1987 | 9,775,324 | 2,141,682 | 1,912,686 | 674,035 | 941,228 | 727,340 | 519,835 | 528,786 | 304,081 | 2,162,070 | 488,440 | 795,363 | 309,481 |
| Sullivan | 1990 | 512,964 | 154,072 | 138,295 | 33,832 | 29,381 | 19,881 | 21,569 | 11,123 | 6,634 | 81,079 | 60,912 | 45,072 | 16,246 |
| | 1987 | 436,695 | 121,191 | 108,781 | 30,749 | 30,345 | 20,534 | 15,308 | 8,640 | 5,154 | 71,785 | 42,049 | 46,311 | 13,574 |
| Tioga | 1990 | 235,174 | 60,371 | 58,669 | 13,984 | 8,560 | 5,491 | 1,863 | 3,094 | 1,860 | 84,964 | 22,391 | 20,672 | 8,578 |
| | 1987 | 198,068 | 51,174 | 49,731 | 10,384 | 8,108 | 5,202 | 1,596 | 2,523 | 1,518 | 67,137 | 18,172 | 19,472 | 6,654 |
| Tompkins | 1990 | 643,548 | 149,374 | 139,067 | 64,711 | 74,636 | 56,228 | 28,161 | 30,665 | 10,196 | 136,108 | 49,257 | 30,955 | 21,437 |
| | 1987 | 537,458 | 122,522 | 114,068 | 52,905 | 61,552 | 46,372 | 24,661 | 23,989 | 7,977 | 117,385 | 35,447 | 32,024 | 18,966 |
| Ulster | 1990 | 1,300,807 | 313,108 | 292,246 | 103,128 | 138,067 | 124,940 | 43,239 | 44,198 | 23,692 | 246,754 | 120,337 | 74,852 | 43,413 |
| | 1987 | 1,093,378 | 250,690 | 233,987 | 88,778 | 118,218 | 106,979 | 38,563 | 33,623 | 18,024 | 214,463 | 87,683 | 73,902 | 35,183 |
| Warren | 1990 | 758,626 | 151,517 | 147,135 | 78,345 | 66,583 | 57,934 | 37,632 | 32,365 | 15,224 | 194,567 | 54,209 | 38,710 | 27,421 |
| | 1987 | 625,633 | 125,548 | 121,917 | 60,338 | 62,813 | 54,654 | 33,122 | 23,029 | 10,833 | 157,309 | 42,710 | 39,882 | 22,339 |
| Washington | 1990 | 276,400 | 91,235 | 88,783 | 20,568 | 28,959 | 19,548 | 3,070 | 5,715 | 3,347 | 64,548 | 14,574 | 15,968 | 11,605 |
| | 1987 | 231,637 | 71,801 | 69,871 | 16,763 | 22,126 | 14,936 | 3,033 | 4,305 | 2,522 | 52,869 | 12,290 | 14,633 | 10,063 |
| Wayne | 1990 | 430,063 | 134,533 | 131,383 | 28,002 | 27,157 | 12,569 | 7,789 | 8,257 | 5,279 | 109,499 | 34,888 | 33,247 | 19,887 |
| | 1987 | 366,943 | 103,453 | 101,031 | 22,206 | 26,725 | 12,370 | 7,597 | 6,707 | 4,289 | 95,565 | 28,451 | 34,861 | 17,558 |
| Westchester | 1990 | 8,042,013 | 1,423,605 | 1,303,202 | 683,169 | 890,323 | 770,095 | 589,432 | 540,495 | 308,727 | 1,739,495 | 390,665 | 297,394 | 261,350 |
| | 1987 | 6,936,516 | 1,263,421 | 1,156,566 | 548,497 | 825,352 | 713,898 | 488,422 | 426,793 | 243,782 | 1,506,307 | 337,241 | 312,029 | 213,123 |
| Wyoming | 1990 | 197,312 | 60,345 | 59,300 | 14,233 | 11,037 | 8,765 | 2,490 | 8,369 | 2,553 | 41,401 | 23,385 | 15,421 | 9,320 |
| | 1987 | 170,038 | 49,754 | 48,892 | 13,041 | 9,409 | 7,473 | 2,789 | 6,634 | 2,024 | 38,269 | 16,174 | 15,584 | 7,720 |
| Yates | 1990 | 98,692 | 29,048 | 28,162 | 8,118 | 4,388 | 1,873 | 1,460 | 1,318 | 384 | 22,288 | 10,375 | 6,217 | 4,404 |
| | 1987 | 84,149 | 22,943 | 22,243 | 7,641 | 4,089 | 1,746 | 1,537 | 1,163 | 340 | 19,182 | 8,003 | 7,066 | 3,943 |
| **TOTAL METRO COUNTIES** | **1990** | **114,317,940** | **23,898,156** | **21,171,798** | **12,204,561** | **11,628,086** | **9,345,673** | **8,666,512** | **7,284,614** | **4,122,227** | **19,577,374** | **5,420,377** | **4,365,259** | **4,545,647** |
| | 1987 | 97,898,197 | 19,942,452 | 17,644,642 | 10,041,537 | 10,734,845 | 8,622,807 | 7,402,110 | 5,787,272 | 3,278,906 | 17,165,019 | 4,442,572 | 4,511,946 | 3,818,120 |
| **TOTAL STATE** | **1990** | **124,478,903** | **26,457,007** | **23,611,833** | **13,098,126** | **12,571,604** | **10,072,797** | **8,994,194** | **7,672,056** | **4,333,306** | **21,748,773** | **6,236,643** | **5,054,659** | **4,959,793** |
| | 1987 | 106,452,688 | 22,005,437 | 19,612,087 | 10,767,511 | 11,545,608 | 9,245,871 | 7,697,655 | 6,080,738 | 3,437,737 | 19,035,872 | 5,051,701 | 5,198,723 | 4,177,246 |
| **NORTH CAROLINA** | | | | | | | | | | | | | | |
| **ASHEVILLE** | **1990** | **1,352,789** | **284,018** | **276,894** | **147,296** | **180,292** | **136,059** | **76,337** | **81,600** | **47,730** | **238,072** | **84,794** | **81,117** | **47,853** |
| | 1987 | 1,215,809 | 244,163 | 238,039 | 129,677 | 154,837 | 116,850 | 66,396 | 74,110 | 43,350 | 249,002 | 81,220 | 81,270 | 39,862 |
| Buncombe | 1990 | 1,352,789 | 284,018 | 276,894 | 147,296 | 180,292 | 136,059 | 76,337 | 81,600 | 47,730 | 238,072 | 84,794 | 81,117 | 47,853 |
| | 1987 | 1,215,809 | 244,163 | 238,039 | 129,677 | 154,837 | 116,850 | 65,396 | 74,110 | 43,350 | 249,002 | 81,220 | 81,270 | 39,862 |
| **BURLINGTON** | **1990** | **924,502** | **173,549** | **166,633** | **73,995** | **84,034** | **65,980** | **58,039** | **50,391** | **37,912** | **204,022** | **98,330** | **59,849** | **36,676** |
| | 1987 | 823,924 | 151,626 | 145,584 | 67,376 | 71,695 | 56,293 | 56,610 | 45,822 | 34,475 | 205,061 | 81,559 | 55,815 | 29,077 |
| Alamance | 1990 | 924,502 | 173,549 | 166,633 | 73,995 | 84,034 | 65,980 | 58,039 | 50,391 | 37,912 | 204,022 | 98,330 | 59,849 | 36,676 |
| | 1987 | 823,924 | 151,626 | 145,584 | 67,376 | 71,695 | 56,293 | 56,610 | 45,822 | 34,475 | 205,061 | 81,559 | 55,815 | 29,077 |
| **CHARLOTTE - GASTONIA - ROCK HILL** | **1990** | **8,769,068** | **1,645,720** | **1,604,117** | **847,554** | **910,682** | **684,741** | **468,902** | **486,042** | **294,421** | **2,100,149** | **566,665** | **561,028** | **355,505** |
| | 1987 | 7,709,311 | 1,480,983 | 1,443,658 | 727,908 | 760,029 | 570,730 | 406,665 | 440,294 | 266,046 | 2,017,175 | 484,236 | 513,733 | 267,802 |
| Cabarrus | 1990 | 686,470 | 134,324 | 132,225 | 48,657 | 81,996 | 65,065 | 32,888 | 40,498 | 34,344 | 177,293 | 53,083 | 34,814 | 28,040 |
| | 1987 | 617,193 | 120,457 | 118,575 | 43,361 | 69,264 | 54,963 | 30,313 | 38,071 | 32,287 | 174,965 | 40,580 | 35,238 | 21,940 |
| Gaston | 1990 | 1,162,560 | 256,938 | 252,410 | 93,859 | 143,743 | 113,022 | 43,297 | 47,773 | 32,744 | 292,302 | 77,016 | 78,114 | 56,850 |
| | 1987 | 1,028,572 | 230,323 | 226,264 | 83,393 | 125,933 | 99,019 | 37,719 | 43,761 | 29,995 | 270,862 | 61,328 | 73,039 | 44,005 |
| Lincoln | 1990 | 263,435 | 54,997 | 51,791 | 20,722 | 12,609 | 1,259 | 10,810 | 10,448 | 7,710 | 51,663 | 40,768 | 33,085 | 13,377 |
| | 1987 | 226,495 | 49,181 | 46,314 | 18,350 | 11,596 | 1,159 | 8,027 | 9,419 | 6,952 | 49,505 | 27,690 | 29,357 | 10,296 |
| Mecklenburg | 1990 | 4,792,442 | 791,511 | 768,571 | 511,665 | 496,473 | 370,323 | 302,504 | 292,075 | 156,503 | 1,164,712 | 252,700 | 278,196 | 172,485 |
| | 1987 | 4,218,683 | 701,237 | 680,913 | 437,950 | 410,711 | 306,353 | 258,018 | 268,601 | 143,926 | 1,132,635 | 241,920 | 256,764 | 128,740 |
| Rowan | 1990 | 545,325 | 123,057 | 120,658 | 53,292 | 49,092 | 34,002 | 24,833 | 21,926 | 12,301 | 111,247 | 37,103 | 36,972 | 27,878 |
| | 1987 | 509,835 | 128,968 | 126,454 | 46,567 | 41,435 | 28,699 | 25,608 | 21,634 | 12,138 | 110,208 | 32,535 | 34,784 | 21,747 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1990
U.S. CENSUS 1987

| METRO AREA<br>County | Year | Total Retail Sales ($000) | Food Stores |  | Eating & Drinking Places | General Merchandise Stores |  | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores |  | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **NORTH CAROLINA (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **CHARLOTTE - GASTONIA - ROCK HILL (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Union | 1990 | 447,109 | 93,210 | 90,581 | 32,961 | 52,131 | 40,486 | 18,241 | 23,455 | 18,236 | 119,923 | 21,869 | 38,396 | 17,817 |
|  | 1987 | 390,681 | 84,104 | 81,732 | 27,453 | 43,306 | 33,633 | 16,840 | 18,704 | 14,543 | 111,630 | 17,842 | 34,781 | 13,422 |
| *York, S. C.* | *1990* | *871,727* | *191,683* | *187,881* | *86,398* | *74,638* | *60,584* | *36,329* | *49,867* | *32,583* | *183,009* | *84,126* | *61,451* | *39,058* |
|  | *1987* | *717,852* | *166,713* | *163,406* | *70,834* | *57,784* | *46,904* | *30,140* | *40,104* | *26,205* | *167,370* | *62,341* | *49,770* | *27,652* |
| **FAYETTEVILLE** | **1990** | **1,720,790** | **297,158** | **287,063** | **155,852** | **266,310** | **202,243** | **67,077** | **125,123** | **64,295** | **373,852** | **127,702** | **118,211** | **49,604** |
|  | 1987 | 1,544,603 | 260,135 | 251,298 | 142,100 | 224,801 | 170,721 | 61,812 | 120,071 | 61,700 | 371,332 | 110,838 | 114,337 | 36,895 |
| Cumberland | 1990 | 1,720,790 | 297,158 | 287,063 | 155,852 | 266,310 | 202,243 | 67,077 | 125,123 | 64,295 | 373,852 | 127,703 | 118,211 | 49,604 |
|  | 1987 | 1,544,603 | 260,135 | 251,298 | 142,100 | 224,801 | 170,721 | 61,812 | 120,071 | 61,700 | 371,332 | 110,838 | 114,337 | 36,895 |
| **GREENSBORO - WINSTON-SALEM - HIGH POINT** | **1990** | **7,251,632** | **1,253,499** | **1,210,480** | **687,445** | **750,933** | **561,118** | **388,222** | **588,951** | **373,272** | **1,503,006** | **512,643** | **460,037** | **291,387** |
|  | 1987 | 6,455,764 | 1,114,045 | 1,075,933 | 620,142 | 664,338 | 496,449 | 343,422 | 510,371 | 323,804 | 1,494,083 | 444,588 | 427,049 | 226,160 |
| Davidson | 1990 | 610,021 | 141,798 | 136,021 | 52,941 | 39,280 | 26,630 | 19,628 | 26,632 | 18,637 | 128,649 | 40,639 | 41,960 | 29,201 |
|  | 1987 | 550,746 | 126,090 | 120,953 | 48,778 | 33,054 | 22,410 | 20,145 | 27,354 | 19,144 | 130,819 | 37,527 | 40,510 | 22,932 |
| Davie | 1990 | 110,635 | 33,731 | 33,015 | 7,743 | 2,150 |  | 1,464 | 8,657 | 6,578 | 19,877 | 12,850 | 11,678 | 7,744 |
|  | 1987 | 95,775 | 26,278 | 25,720 | 6,627 | 2,104 |  | 1,458 | 8,872 | 6,742 | 18,547 | 11,506 | 10,665 | 5,622 |
| Forsyth | 1990 | 2,454,546 | 394,602 | 376,362 | 234,490 | 271,694 | 210,140 | 157,673 | 157,321 | 96,790 | 625,860 | 154,843 | 141,863 | 97,151 |
|  | 1987 | 2,174,024 | 347,281 | 331,228 | 211,357 | 235,308 | 181,998 | 135,456 | 137,653 | 84,690 | 604,417 | 134,935 | 129,061 | 76,050 |
| Guilford | 1990 | 3,333,879 | 505,743 | 494,328 | 342,343 | 388,750 | 295,183 | 179,920 | 358,768 | 222,713 | 581,942 | 225,553 | 205,884 | 120,200 |
|  | 1987 | 2,978,102 | 457,630 | 447,301 | 305,176 | 351,500 | 266,899 | 157,772 | 303,527 | 188,422 | 597,324 | 200,147 | 188,905 | 92,352 |
| Randolph | 1990 | 506,076 | 109,163 | 105,639 | 35,165 | 42,049 | 29,165 | 26,017 | 33,109 | 25,791 | 92,500 | 46,187 | 41,466 | 20,117 |
|  | 1987 | 443,687 | 96,951 | 93,821 | 33,161 | 36,248 | 25,142 | 24,976 | 27,656 | 21,544 | 88,160 | 36,373 | 40,264 | 16,403 |
| Stokes | 1990 | 103,982 | 36,678 | 34,740 | 6,732 | 5,174 |  | 1,898 | 1,904 | 830 | 12,975 | 11,070 | 10,873 | 7,518 |
|  | 1987 | 92,226 | 29,810 | 28,235 | 6,948 | 3,863 |  | 2,043 | 2,345 | 1,023 | 15,089 | 8,651 | 10,507 | 5,826 |
| Yadkin | 1990 | 132,493 | 31,784 | 30,375 | 8,031 | 1,836 |  | 1,622 | 2,560 | 1,933 | 41,203 | 21,501 | 6,313 | 9,456 |
|  | 1987 | 121,204 | 30,005 | 28,675 | 8,095 | 2,261 |  | 1,572 | 2,964 | 2,239 | 39,727 | 15,449 | 7,137 | 6,975 |
| **HICKORY - MORGANTON** | **1990** | **1,601,838** | **324,676** | **312,336** | **144,732** | **156,477** | **122,886** | **69,510** | **100,452** | **73,294** | **369,741** | **142,049** | **114,166** | **66,743** |
|  | 1987 | 1,426,937 | 289,929 | 278,877 | 128,991 | 131,596 | 103,016 | 64,697 | 87,317 | 63,768 | 351,485 | 105,874 | 108,997 | 53,712 |
| Alexander | 1990 | 107,994 | 20,143 | 18,941 | 7,174 | 1,748 |  | 2,491 | 9,122 | 7,988 | 16,153 | 27,403 | 11,307 | 7,580 |
|  | 1987 | 94,191 | 18,552 | 17,445 | 7,105 | 1,724 |  | 2,322 | 7,443 | 6,518 | 16,450 | 18,903 | 11,054 | 5,715 |
| Burke | 1990 | 419,352 | 116,128 | 112,303 | 31,520 | 22,290 | 13,952 | 14,401 | 21,194 | 12,136 | 108,561 | 44,574 | 24,270 | 20,210 |
|  | 1987 | 366,613 | 100,216 | 96,915 | 29,316 | 19,373 | 12,127 | 14,638 | 17,810 | 10,199 | 93,737 | 31,113 | 25,513 | 16,154 |
| Catawba | 1990 | 1,074,492 | 188,405 | 181,092 | 106,038 | 132,439 | 108,934 | 52,618 | 70,136 | 53,170 | 245,027 | 70,072 | 78,589 | 38,953 |
|  | 1987 | 966,133 | 171,161 | 164,517 | 92,570 | 110,499 | 90,889 | 47,737 | 62,064 | 47,051 | 241,298 | 55,858 | 72,430 | 31,843 |
| **JACKSONVILLE** | **1990** | **744,716** | **127,648** | **123,643** | **81,920** | **93,604** | **72,578** | **29,052** | **48,566** | **34,727** | **184,039** | **52,847** | **47,622** | **19,392** |
|  | 1987 | 663,685 | 114,674 | 111,076 | 69,711 | 79,544 | 61,677 | 23,226 | 46,327 | 33,127 | 181,919 | 40,281 | 49,007 | 15,212 |
| Onslow | 1990 | 744,716 | 127,648 | 123,643 | 81,920 | 93,604 | 72,578 | 29,052 | 48,566 | 34,727 | 184,039 | 52,847 | 47,622 | 19,392 |
|  | 1987 | 663,685 | 114,674 | 111,076 | 69,711 | 79,544 | 61,677 | 23,226 | 46,327 | 33,127 | 181,919 | 40,281 | 49,007 | 15,212 |
| **RALEIGH - DURHAM** | **1990** | **6,093,748** | **1,076,394** | **1,048,714** | **985,503** | **652,473** | **521,447** | **288,165** | **325,039** | **184,180** | **1,235,153** | **295,173** | **423,321** | **224,605** |
|  | 1987 | 5,282,140 | 949,639 | 925,258 | 775,227 | 567,756 | 453,222 | 255,309 | 294,972 | 167,212 | 1,193,150 | 275,062 | 373,041 | 172,906 |
| Durham | 1990 | 1,392,829 | 262,700 | 254,112 | 145,000 | 188,486 | 159,162 | 78,651 | 77,256 | 37,140 | 291,801 | 79,810 | 67,045 | 57,433 |
|  | 1987 | 1,225,203 | 229,414 | 221,914 | 124,364 | 161,974 | 136,775 | 67,754 | 70,601 | 33,942 | 288,207 | 74,891 | 60,612 | 45,317 |
| Franklin | 1990 | 121,801 | 32,180 | 31,081 | 10,187 | 4,798 |  | 4,333 | 794 | 535 | 24,404 | 13,636 | 15,748 | 7,598 |
|  | 1987 | 106,520 | 28,970 | 27,981 | 8,742 | 4,659 |  | 3,682 | 1,096 | 740 | 22,436 | 10,315 | 15,011 | 5,882 |
| Orange | 1990 | 606,771 | 161,749 | 156,875 | 63,324 | 29,937 | 21,499 | 19,554 | 17,021 | 10,746 | 99,830 | 27,845 | 56,382 | 24,863 |
|  | 1987 | 525,749 | 140,587 | 136,351 | 61,051 | 26,500 | 19,031 | 18,631 | 17,549 | 11,081 | 90,170 | 26,479 | 49,883 | 19,417 |
| Wake | 1990 | 3,972,347 | 619,765 | 606,646 | 766,992 | 429,252 | 340,786 | 185,627 | 229,968 | 135,759 | 819,118 | 173,882 | 284,146 | 134,711 |
|  | 1987 | 3,424,668 | 550,668 | 539,012 | 581,070 | 374,623 | 297,416 | 165,242 | 205,726 | 121,449 | 792,337 | 163,377 | 247,535 | 102,290 |
| **WILMINGTON** | **1990** | **1,099,893** | **212,836** | **205,377** | **127,685** | **151,497** | **118,370** | **56,462** | **62,712** | **46,676** | **230,448** | **65,156** | **57,640** | **41,757** |
|  | 1987 | 972,150 | 179,780 | 173,479 | 109,131 | 128,116 | 100,102 | 54,800 | 58,894 | 43,835 | 224,528 | 53,313 | 58,799 | 31,998 |
| New Hanover | 1990 | 1,099,893 | 212,836 | 205,377 | 127,685 | 151,497 | 118,370 | 56,462 | 62,712 | 46,676 | 230,448 | 65,156 | 57,640 | 41,757 |
|  | 1987 | 972,150 | 179,780 | 173,479 | 109,131 | 128,116 | 100,102 | 54,800 | 58,894 | 43,835 | 224,528 | 53,313 | 58,799 | 31,998 |
| **ALL COUNTIES** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Alamance | 1990 | 924,502 | 173,549 | 166,633 | 73,995 | 84,034 | 65,980 | 58,039 | 50,391 | 37,912 | 204,022 | 98,330 | 59,849 | 36,676 |
|  | 1987 | 823,924 | 151,626 | 145,584 | 67,376 | 71,695 | 56,293 | 56,610 | 45,822 | 34,475 | 205,061 | 81,559 | 55,815 | 29,077 |
| Alexander | 1990 | 107,994 | 20,143 | 18,941 | 7,174 | 1,748 |  | 2,491 | 9,122 | 7,988 | 16,153 | 27,403 | 11,307 | 7,580 |
|  | 1987 | 94,191 | 18,552 | 17,445 | 7,105 | 1,724 |  | 2,322 | 7,443 | 6,518 | 16,450 | 18,903 | 11,054 | 5,715 |
| Alleghany | 1990 | 49,508 | 12,986 | 11,771 | 3,327 | 654 |  | 547 | 270 | 189 | 9,510 | 1,018 | 10,662 | 2,809 |
|  | 1987 | 43,869 | 10,791 | 9,781 | 2,960 | 1,055 |  | 727 | 254 | 179 | 9,024 | 1,803 | 9,643 | 2,344 |
| Anson | 1990 | 96,787 | 32,341 | 31,355 | 5,697 | 2,654 |  | 2,958 | 3,810 | 3,810 | 22,303 | 4,658 | 10,184 | 6,383 |
|  | 1987 | 87,506 | 27,262 | 26,431 | 5,193 | 2,583 |  | 2,742 | 3,798 | 3,798 | 21,753 | 6,034 | 8,862 | 4,810 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1990<br>U.S. CENSUS 1987<br>METRO AREA<br>County | Year | Total Retail Sales ($000) | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/Home Furnishings/Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drugstores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Total ($000) | Supermarkets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **NORTH CAROLINA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Ashe | 1990 | 130,939 | 27,771 | 26,931 | 8,015 | 9,387 | 5,847 | 5,070 | 4,406 | 3,474 | 41,106 | 4,636 | 12,494 | 6,853 |
| | 1987 | 117,387 | 24,002 | 23,276 | 7,011 | 7,994 | 4,980 | 4,528 | 4,128 | 3,255 | 38,047 | 4,460 | 12,070 | 4,990 |
| Avery | 1990 | 84,909 | 18,790 | 18,019 | 9,490 | 12,473 | 9,312 | 2,835 | 4,039 | 3,021 | 8,120 | 4,007 | 11,239 | 4,864 |
| | 1987 | 75,786 | 18,231 | 17,483 | 8,231 | 9,425 | 7,037 | 2,372 | 3,316 | 2,481 | 8,593 | 3,052 | 11,727 | 3,721 |
| Beaufort | 1990 | 247,327 | 45,400 | 43,481 | 27,020 | 25,828 | 16,368 | 8,123 | 8,444 | 5,185 | 53,119 | 15,046 | 28,807 | 9,707 |
| | 1987 | 227,424 | 46,376 | 44,416 | 22,767 | 22,060 | 13,981 | 7,683 | 8,336 | 5,120 | 54,411 | 12,224 | 26,964 | 8,163 |
| Bertie | 1990 | 57,747 | 17,501 | 16,703 | 1,299 | 1,728 | | 688 | 500 | 384 | 12,489 | 12,630 | 2,140 | 3,107 |
| | 1987 | 53,895 | 16,664 | 15,904 | 1,462 | 1,547 | | 705 | 785 | 604 | 13,938 | 8,950 | 2,430 | 2,339 |
| Bladen | 1990 | 112,061 | 26,006 | 25,066 | 6,638 | 7,123 | | 5,309 | 4,363 | 2,962 | 19,504 | 24,799 | 5,848 | 8,183 |
| | 1987 | 100,767 | 25,246 | 24,333 | 5,626 | 6,249 | | 4,324 | 3,798 | 2,579 | 20,390 | 18,028 | 5,824 | 6,071 |
| Brunswick | 1990 | 239,852 | 67,640 | 65,605 | 26,326 | 18,292 | 6,862 | 6,101 | 5,095 | 4,694 | 23,547 | 34,211 | 24,153 | 15,477 |
| | 1987 | 207,185 | 62,147 | 60,277 | 24,809 | 15,617 | 5,859 | 4,845 | 4,585 | 4,225 | 23,001 | 23,537 | 22,797 | 11,236 |
| Buncombe | 1990 | 1,352,789 | 284,018 | 276,894 | 147,296 | 180,292 | 136,059 | 76,337 | 81,600 | 47,730 | 238,072 | 84,794 | 81,117 | 47,853 |
| | 1987 | 1,215,809 | 244,163 | 238,039 | 129,677 | 154,837 | 116,850 | 66,396 | 74,110 | 43,350 | 249,002 | 81,220 | 81,270 | 39,862 |
| Burke | 1990 | 419,352 | 116,128 | 112,303 | 31,520 | 22,290 | 13,952 | 14,401 | 21,194 | 12,136 | 108,561 | 44,574 | 24,270 | 20,210 |
| | 1987 | 366,613 | 100,216 | 96,915 | 29,316 | 19,373 | 12,127 | 14,638 | 17,810 | 10,199 | 93,737 | 31,113 | 25,513 | 16,154 |
| Cabarrus | 1990 | 686,470 | 134,324 | 132,225 | 48,657 | 81,996 | 65,065 | 32,888 | 40,498 | 34,344 | 177,293 | 53,083 | 34,814 | 28,040 |
| | 1987 | 617,193 | 120,457 | 118,575 | 43,361 | 69,264 | 54,963 | 30,313 | 38,071 | 32,287 | 174,965 | 40,580 | 35,238 | 21,940 |
| Caldwell | 1990 | 423,388 | 95,970 | 93,820 | 28,990 | 37,821 | 22,257 | 11,802 | 53,314 | 47,800 | 89,687 | 19,067 | 28,059 | 22,232 |
| | 1987 | 377,576 | 85,887 | 83,963 | 25,851 | 31,226 | 18,377 | 10,518 | 45,072 | 40,411 | 91,919 | 15,130 | 26,503 | 17,079 |
| Camden | 1990 | 7,943 | 3,203 | 3,075 | 309 | 655 | | 35 | 516 | 516 | 269 | 1,721 | 290 | 99 |
| | 1987 | 8,361 | 2,898 | 2,782 | 506 | 723 | | 45 | 683 | 683 | 323 | 1,650 | 419 | 115 |
| Carteret | 1990 | 391,316 | 116,387 | 106,320 | 41,553 | 40,717 | 31,746 | 16,223 | 20,095 | 14,152 | 68,759 | 15,814 | 35,622 | 15,249 |
| | 1987 | 341,741 | 87,480 | 79,913 | 37,842 | 32,961 | 25,700 | 12,751 | 19,054 | 13,420 | 66,649 | 16,922 | 36,990 | 11,567 |
| Caswell | 1990 | 27,524 | 8,417 | 7,993 | 883 | 1,467 | | 239 | 543 | 543 | 4,846 | 4,733 | 2,051 | 3,192 |
| | 1987 | 25,976 | 8,156 | 7,745 | 743 | 1,560 | | 181 | 656 | 656 | 5,205 | 3,547 | 2,124 | 2,459 |
| Catawba | 1990 | 1,074,492 | 188,405 | 181,092 | 106,038 | 132,439 | 108,934 | 52,618 | 70,136 | 53,170 | 245,027 | 70,072 | 78,589 | 38,953 |
| | 1987 | 966,133 | 171,161 | 164,517 | 92,570 | 110,499 | 90,889 | 47,737 | 67,064 | 47,051 | 241,298 | 55,858 | 72,430 | 31,843 |
| Chatham | 1990 | 147,279 | 43,924 | 42,918 | 13,379 | 4,268 | | 3,840 | 5,013 | 4,472 | 37,071 | 8,735 | 11,171 | 6,219 |
| | 1987 | 131,933 | 36,856 | 36,012 | 11,676 | 4,528 | | 3,752 | 4,619 | 4,122 | 37,059 | 8,418 | 9,969 | 4,544 |
| Cherokee | 1990 | 139,340 | 46,397 | 45,015 | 10,905 | 23,335 | 21,710 | 4,559 | 7,048 | 5,678 | 11,618 | 7,055 | 12,722 | 6,072 |
| | 1987 | 124,824 | 39,719 | 38,536 | 10,049 | 17,873 | 16,629 | 4,705 | 7,488 | 6,033 | 12,080 | 6,540 | 12,645 | 4,947 |
| Chowan | 1990 | 76,019 | 21,863 | 21,430 | 6,918 | 5,783 | | 2,250 | 2,240 | 1,632 | 16,401 | 5,488 | 4,028 | 4,281 |
| | 1987 | 67,557 | 19,115 | 18,736 | 5,712 | 5,690 | | 2,066 | 2,133 | 1,555 | 15,596 | 5,155 | 3,898 | 3,162 |
| Clay | 1990 | 25,898 | 6,802 | 6,501 | 782 | 1,254 | | 149 | 888 | 434 | 6,621 | 1,699 | 3,073 | 3,477 |
| | 1987 | 25,296 | 5,832 | 5,574 | 596 | 1,108 | | 231 | 882 | 432 | 7,305 | 2,220 | 3,474 | 2,693 |
| Cleveland | 1990 | 552,073 | 129,666 | 126,339 | 41,282 | 56,710 | 42,141 | 25,932 | 18,963 | 10,336 | 130,280 | 63,632 | 24,713 | 23,079 |
| | 1987 | 491,230 | 117,345 | 114,334 | 38,549 | 48,663 | 36,162 | 21,965 | 19,013 | 10,364 | 125,557 | 49,917 | 23,076 | 19,017 |
| Columbus | 1990 | 277,629 | 69,789 | 67,823 | 15,775 | 23,595 | 15,074 | 16,124 | 7,961 | 5,291 | 50,308 | 25,388 | 35,591 | 14,565 |
| | 1987 | 253,658 | 61,192 | 59,468 | 14,524 | 20,228 | 12,924 | 15,070 | 8,011 | 5,325 | 52,313 | 19,373 | 34,705 | 11,783 |
| Craven | 1990 | 541,842 | 107,422 | 103,331 | 42,130 | 70,330 | 55,525 | 15,917 | 23,030 | 14,541 | 121,685 | 37,812 | 49,757 | 21,281 |
| | 1987 | 485,834 | 100,153 | 96,339 | 38,270 | 58,139 | 45,901 | 14,865 | 23,909 | 15,097 | 123,449 | 30,096 | 45,028 | 15,293 |
| Cumberland | 1990 | 1,720,790 | 297,158 | 287,063 | 155,852 | 266,310 | 202,243 | 67,077 | 125,123 | 64,295 | 373,852 | 127,703 | 118,211 | 49,604 |
| | 1987 | 1,544,603 | 260,135 | 251,298 | 142,100 | 224,801 | 170,721 | 61,812 | 120,07[illegible] | 61,700 | 371,332 | 110,838 | 114,337 | 36,895 |
| Currituck | 1990 | 73,988 | 10,421 | 10,217 | 1,646 | 2,196 | | 413 | 2,181 | 2,181 | 13,728 | 13,146 | 24,936 | 1,476 |
| | 1987 | 62,321 | 9,078 | 8,900 | 2,177 | 1,802 | | 378 | 1,640 | 1,640 | 11,598 | 11,888 | 19,445 | 1,107 |
| Dare | 1990 | 296,211 | 81,506 | 77,881 | 48,072 | 27,564 | 16,254 | 14,420 | 11,227 | 6,855 | 16,334 | 17,172 | 35,826 | 8,393 |
| | 1987 | 247,128 | 66,284 | 63,336 | 44,249 | 20,166 | 11,892 | 11,516 | 9,841 | 6,010 | 15,638 | 12,980 | 33,677 | 5,757 |
| Davidson | 1990 | 610,021 | 141,798 | 136,021 | 52,941 | 39,280 | 26,630 | 19,628 | 26,632 | 18,637 | 128,649 | 40,639 | 41,960 | 29,201 |
| | 1987 | 550,746 | 126,090 | 120,953 | 48,778 | 33,054 | 22,410 | 20,145 | 27,354 | 19,144 | 130,819 | 37,527 | 40,510 | 22,932 |
| Davie | 1990 | 110,635 | 33,731 | 33,015 | 7,743 | 2,150 | | 1,464 | 8,657 | 6,578 | 19,877 | 12,850 | 11,678 | 7,744 |
| | 1987 | 95,775 | 26,278 | 25,720 | 6,627 | 2,104 | | 1,458 | 8,872 | 6,742 | 18,547 | 11,506 | 10,665 | 5,622 |
| Duplin | 1990 | 182,651 | 55,349 | 53,537 | 10,958 | 12,979 | 7,827 | 6,265 | 8,038 | 6,713 | 33,465 | 21,534 | 12,782 | 9,482 |
| | 1987 | 164,509 | 49,728 | 48,100 | 10,513 | 10,526 | 6,348 | 5,760 | 7,923 | 6,618 | 34,194 | 16,308 | 11,533 | 7,160 |
| Durham | 1990 | 1,392,829 | 262,700 | 254,112 | 145,000 | 188,486 | 159,162 | 78,651 | 77,256 | 37,140 | 291,801 | 79,810 | 67,045 | 57,433 |
| | 1987 | 1,225,203 | 229,414 | 221,914 | 124,364 | 161,974 | 136,775 | 67,754 | 70,601 | 33,942 | 288,207 | 74,891 | 60,612 | 45,317 |
| Edgecombe | 1990 | 208,111 | 65,453 | 63,606 | 13,093 | 15,615 | 13,242 | 3,738 | 10,159 | 8,204 | 38,508 | 17,624 | 11,571 | 12,264 |
| | 1987 | 195,639 | 58,357 | 56,710 | 12,543 | 15,155 | 12,853 | 4,284 | 10,598 | 8,559 | 40,724 | 15,575 | 11,160 | 9,649 |
| Forsyth | 1990 | 2,454,546 | 394,602 | 376,362 | 234,490 | 271,694 | 210,140 | 157,673 | 157,321 | 96,790 | 625,860 | 154,843 | 141,863 | 97,151 |
| | 1987 | 2,174,024 | 347,281 | 331,228 | 211,357 | 235,308 | 181,998 | 135,456 | 137,653 | 84,690 | 604,417 | 134,935 | 129,061 | 76,050 |
| Franklin | 1990 | 121,801 | 32,180 | 31,081 | 10,187 | 4,798 | | 4,333 | 794 | 535 | 24,404 | 13,636 | 15,748 | 7,598 |
| | 1987 | 106,520 | 28,970 | 27,981 | 8,742 | 4,659 | | 3,682 | 1,096 | 740 | 22,436 | 10,315 | 15,011 | 5,882 |
| Gaston | 1990 | 1,162,560 | 256,938 | 252,410 | 93,859 | 143,743 | 113,022 | 43,297 | 47,773 | 32,744 | 292,302 | 77,016 | 78,114 | 56,850 |
| | 1987 | 1,028,572 | 230,323 | 226,264 | 83,393 | 125,933 | 99,019 | 37,719 | 43,761 | 29,995 | 270,862 | 61,328 | 73,039 | 44,005 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1990
U.S. CENSUS 1987

| METRO AREA County | Year | Total Retail Sales ($000) | Food Stores Total ($000) | Food Stores Supermarkets ($000) | Eating & Drinking Places Total ($000) | General Merchandise Stores Total ($000) | General Merchandise Stores Department Stores ($000) | Apparel & Accessories Stores Total ($000) | Furniture/Home Furnishings/Appliance Stores Total ($000) | Furniture/Home Furnishings/Appliance Stores Furniture & Home Furn ($000) | Automotive Dealers Total ($000) | Gasoline Service Stations Total ($000) | Bldg Mtls & Hardware Dealers Total ($000) | Drug stores Total ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **NORTH CAROLINA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Gates | 1990 | 29,429 | 10,757 | 10,641 | 855 | 874 | | 53 | 66 | | 8,172 | 4,502 | 480 | 3,188 |
| | 1987 | 25,730 | 8,926 | 8,832 | 943 | 830 | | 68 | 116 | | 7,720 | 3,573 | 482 | 2,372 |
| Graham | 1990 | 23,357 | 8,261 | 7,682 | 2,183 | 907 | | 523 | 208 | 208 | 2,893 | 2,576 | 3,038 | 2,235 |
| | 1987 | 20,819 | 6,907 | 6,423 | 1,951 | 914 | | 503 | 383 | 383 | 2,566 | 2,012 | 3,124 | 1,707 |
| Granville | 1990 | 167,580 | 51,529 | 49,184 | 12,355 | 9,605 | 5,989 | 6,321 | 3,463 | 2,931 | 36,677 | 21,165 | 6,804 | 10,519 |
| | 1987 | 146,074 | 44,484 | 42,460 | 10,379 | 8,576 | 5,348 | 6,349 | 3,498 | 2,962 | 34,988 | 14,565 | 6,659 | 9,060 |
| Greene | 1990 | 37,221 | 9,122 | 8,034 | 2,942 | 932 | | 313 | 2,690 | 2,251 | 7,247 | 5,053 | 453 | 6,598 |
| | 1987 | 33,225 | 8,124 | 7,155 | 2,617 | 898 | | 327 | 2,425 | 2,030 | 7,384 | 4,384 | 841 | 4,792 |
| Guilford | 1990 | 3,333,879 | 505,743 | 494,328 | 342,343 | 388,750 | 295,183 | 179,920 | 358,768 | 222,713 | 581,942 | 225,553 | 205,884 | 120,200 |
| | 1987 | 2,978,102 | 457,630 | 447,301 | 305,176 | 351,500 | 266,899 | 167,772 | 303,527 | 188,422 | 597,324 | 200,147 | 188,905 | 92,352 |
| Halifax | 1990 | 315,660 | 79,972 | 78,125 | 22,889 | 44,127 | 32,288 | 14,053 | 18,827 | 14,668 | 38,749 | 33,707 | 19,977 | 19,219 |
| | 1987 | 290,119 | 69,289 | 67,689 | 21,888 | 38,495 | 28,168 | 13,042 | 19,932 | 15,530 | 40,998 | 33,012 | 19,998 | 14,724 |
| Harnett | 1990 | 275,858 | 70,498 | 69,288 | 16,953 | 32,901 | 19,136 | 7,736 | 11,075 | 9,809 | 42,493 | 33,751 | 24,722 | 15,920 |
| | 1987 | 251,290 | 62,450 | 61,378 | 17,284 | 27,185 | 15,812 | 6,883 | 10,688 | 9,467 | 42,304 | 29,335 | 26,421 | 13,407 |
| Haywood | 1990 | 338,047 | 72,791 | 71,341 | 24,982 | 25,708 | 23,607 | 11,155 | 11,509 | 6,214 | 86,827 | 31,243 | 30,306 | 16,982 |
| | 1987 | 308,772 | 63,924 | 62,651 | 23,666 | 19,808 | 18,190 | 9,969 | 10,807 | 5,836 | 86,101 | 29,558 | 29,770 | 13,428 |
| Henderson | 1990 | 565,322 | 96,942 | 94,391 | 41,344 | 52,735 | 46,970 | 18,079 | 15,371 | 9,908 | 181,019 | 37,015 | 56,114 | 23,145 |
| | 1987 | 505,399 | 87,245 | 84,949 | 36,584 | 39,270 | 34,978 | 23,202 | 14,973 | 9,653 | 169,330 | 30,599 | 54,697 | 17,839 |
| Hertford | 1990 | 150,429 | 43,120 | 42,080 | 9,346 | 12,909 | 9,010 | 4,546 | 2,537 | 1,458 | 19,773 | 15,180 | 11,244 | 9,087 |
| | 1987 | 134,713 | 38,174 | 37,253 | 9,870 | 12,425 | 8,673 | 3,858 | 3,500 | 2,012 | 21,080 | 11,875 | 11,267 | 7,002 |
| Hoke | 1990 | 54,988 | 29,366 | 28,709 | 2,913 | 4,259 | | 608 | 737 | 737 | 1,992 | 6,509 | 3,510 | 3,876 |
| | 1987 | 48,953 | 24,477 | 23,929 | 2,820 | 4,145 | | 797 | 1,364 | 1,364 | 3,074 | 4,610 | 3,359 | 3,001 |
| Hyde | 1990 | 27,096 | 9,168 | 9,044 | 3,677 | 3,456 | | 318 | 271 | 271 | 4,597 | 1,468 | 2,029 | 237 |
| | 1987 | 22,484 | 7,366 | 7,266 | 3,133 | 2,573 | | 264 | 441 | 441 | 3,713 | 1,565 | 1,644 | 303 |
| Iredell | 1990 | 591,266 | 119,153 | 116,672 | 55,200 | 49,320 | 32,276 | 26,935 | 22,271 | 15,387 | 125,698 | 59,797 | 55,765 | 28,385 |
| | 1987 | 522,675 | 109,582 | 107,300 | 49,334 | 42,542 | 27,841 | 25,089 | 22,037 | 15,226 | 121,345 | 42,835 | 51,094 | 22,241 |
| Jackson | 1990 | 135,741 | 45,888 | 44,909 | 12,342 | 7,569 | | 6,070 | 4,400 | 3,418 | 17,706 | 13,558 | 10,264 | 7,441 |
| | 1987 | 120,685 | 39,152 | 38,317 | 11,832 | 7,688 | | 5,172 | 4,204 | 3,266 | 19,363 | 9,823 | 9,553 | 6,145 |
| Johnston | 1990 | 516,769 | 110,476 | 104,096 | 40,792 | 26,777 | 9,243 | 25,809 | 37,358 | 28,580 | 138,169 | 64,579 | 19,611 | 21,944 |
| | 1987 | 455,720 | 93,726 | 88,313 | 35,901 | 21,483 | 7,416 | 21,000 | 33,339 | 25,506 | 126,032 | 60,556 | 21,459 | 17,136 |
| Jones | 1990 | 23,091 | 9,190 | 8,673 | 569 | 131 | | 55 | 101 | | 7,132 | 2,581 | 532 | 60 |
| | 1987 | 20,570 | 6,974 | 6,582 | 618 | 149 | | 81 | 139 | | 7,037 | 2,124 | 521 | 110 |
| Lee | 1990 | 393,468 | 77,234 | 74,802 | 29,447 | 33,528 | 26,674 | 15,995 | 17,206 | 13,308 | 131,984 | 12,620 | 37,684 | 13,127 |
| | 1987 | 349,710 | 72,662 | 70,374 | 25,521 | 27,561 | 21,928 | 15,661 | 14,839 | 11,478 | 118,818 | 11,346 | 33,797 | 10,218 |
| Lenoir | 1990 | 410,820 | 89,900 | 84,506 | 31,193 | 50,437 | 33,382 | 19,984 | 15,894 | 11,213 | 87,453 | 28,466 | 29,125 | 16,471 |
| | 1987 | 375,893 | 81,668 | 76,768 | 28,578 | 44,600 | 29,520 | 19,258 | 16,558 | 11,683 | 89,447 | 22,470 | 28,455 | 13,259 |
| Lincoln | 1990 | 263,435 | 54,997 | 51,791 | 20,722 | 12,609 | 1,259 | 10,810 | 10,448 | 7,710 | 51,663 | 40,768 | 33,085 | 13,377 |
| | 1987 | 226,495 | 49,181 | 46,314 | 18,350 | 11,596 | 1,159 | 8,027 | 9,419 | 6,952 | 49,505 | 27,690 | 29,357 | 10,296 |
| McDowell | 1990 | 184,710 | 51,711 | 50,126 | 17,146 | 14,942 | 8,996 | 3,738 | 4,229 | 3,050 | 37,913 | 15,396 | 13,007 | 10,897 |
| | 1987 | 166,293 | 44,384 | 43,024 | 15,095 | 12,865 | 7,746 | 4,625 | 4,343 | 3,133 | 38,768 | 14,036 | 12,773 | 8,274 |
| Macon | 1990 | 155,556 | 44,625 | 43,547 | 16,086 | 12,844 | 6,289 | 9,696 | 5,407 | 4,760 | 11,866 | 7,794 | 25,015 | 6,987 |
| | 1987 | 137,188 | 36,487 | 35,606 | 14,334 | 10,969 | 5,371 | 7,686 | 5,096 | 4,487 | 11,251 | 7,322 | 26,165 | 5,691 |
| Madison | 1990 | 43,079 | 13,822 | 13,343 | 3,090 | 3,288 | | 286 | 581 | 503 | 5,498 | 6,711 | 4,175 | 3,744 |
| | 1987 | 38,548 | 11,219 | 10,830 | 2,870 | 2,678 | | 342 | 703 | 610 | 6,278 | 5,890 | 4,018 | 2,808 |
| Martin | 1990 | 136,436 | 28,785 | 27,939 | 12,498 | 13,468 | 10,001 | 4,225 | 4,350 | 3,724 | 21,735 | 13,434 | 10,340 | 8,662 |
| | 1987 | 123,117 | 27,350 | 26,546 | 12,160 | 12,915 | 9,591 | 4,147 | 4,577 | 3,920 | 22,257 | 10,331 | 8,929 | 6,292 |
| Mecklenburg | 1990 | 4,792,442 | 791,511 | 768,571 | 511,665 | 496,473 | 370,323 | 302,504 | 292,075 | 156,503 | 1,164,712 | 252,700 | 278,196 | 172,485 |
| | 1987 | 4,218,683 | 701,237 | 680,913 | 437,950 | 410,711 | 306,353 | 258,018 | 268,601 | 143,926 | 1,132,635 | 241,920 | 256,768 | 128,740 |
| Mitchell | 1990 | 77,701 | 22,846 | 22,139 | 6,450 | 475 | | 2,722 | 2,795 | 2,369 | 17,099 | 15,886 | 2,906 | 4,890 |
| | 1987 | 71,405 | 18,523 | 17,950 | 5,993 | 437 | | 2,762 | 3,298 | 2,796 | 19,441 | 11,657 | 3,406 | 3,844 |
| Montgomery | 1990 | 103,527 | 27,500 | 26,381 | 8,474 | 3,936 | | 2,014 | 3,956 | 3,621 | 19,177 | 15,476 | 7,080 | 5,664 |
| | 1987 | 91,549 | 24,802 | 23,793 | 7,679 | 3,528 | | 2,023 | 3,919 | 3,588 | 19,056 | 10,642 | 6,650 | 4,587 |
| Moore | 1990 | 410,262 | 91,615 | 88,864 | 28,470 | 26,298 | 21,546 | 19,191 | 12,117 | 9,661 | 106,279 | 28,988 | 33,003 | 21,145 |
| | 1987 | 359,703 | 82,334 | 79,862 | 26,963 | 20,772 | 17,019 | 16,889 | 11,451 | 9,131 | 102,079 | 21,755 | 28,989 | 15,770 |
| Nash | 1990 | 666,322 | 114,173 | 110,421 | 61,883 | 97,957 | 86,103 | 23,853 | 26,930 | 17,571 | 172,760 | 50,306 | 44,215 | 21,518 |
| | 1987 | 581,229 | 100,721 | 97,411 | 58,059 | 77,756 | 68,347 | 24,472 | 21,321 | 13,912 | 157,551 | 41,273 | 41,723 | 17,391 |
| New Hanover | 1990 | 1,099,893 | 212,836 | 205,377 | 127,685 | 151,497 | 118,370 | 56,462 | 62,712 | 46,676 | 230,448 | 65,156 | 57,640 | 41,757 |
| | 1987 | 972,150 | 179,780 | 173,479 | 109,131 | 128,116 | 100,102 | 54,800 | 58,894 | 43,835 | 224,528 | 53,313 | 58,799 | 31,998 |
| Northampton | 1990 | 54,165 | 14,290 | 13,433 | 887 | 617 | | 61 | 84 | | 6,096 | 19,733 | 7,315 | 1,923 |
| | 1987 | 49,026 | 13,968 | 13,130 | 1,408 | 681 | | 61 | 157 | | 6,425 | 13,552 | 7,537 | 1,523 |
| Onslow | 1990 | 744,716 | 127,648 | 123,643 | 81,920 | 93,604 | 72,578 | 29,052 | 48,566 | 34,737 | 184,039 | 52,847 | 47,622 | 19,392 |
| | 1987 | 663,685 | 114,674 | 111,076 | 69,711 | 79,544 | 61,677 | 23,276 | 46,327 | 33,127 | 181,919 | 40,281 | 49,007 | 15,212 |
| Orange | 1990 | 606,771 | 161,749 | 156,875 | 63,324 | 29,937 | 21,499 | 19,554 | 17,021 | 10,746 | 99,830 | 27,845 | 56,382 | 24,863 |
| | 1987 | 525,749 | 140,587 | 136,351 | 61,051 | 26,500 | 19,031 | 18,631 | 17,549 | 11,081 | 90,170 | 26,479 | 49,883 | 19,417 |

1991 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

SLMM ESTIMATES 1990
U.S. CENSUS 1987

| METRO AREA County | Year | Total Retail Sales ($000) | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drugstores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **NORTH CAROLINA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Pamlico | 1990 | 32,493 | 16,082 | 15,569 | 2,741 | 1,794 | | 190 | 88 | | 5,686 | 620 | 2,328 | 1,088 |
| | 1987 | 30,672 | 12,952 | 12,539 | 2,605 | 1,482 | | 144 | 112 | | 7,019 | 1,105 | 2,170 | 894 |
| Pasquotank | 1990 | 263,646 | 63,297 | 62,309 | 16,430 | 26,801 | 26,027 | 12,285 | 9,473 | 6,475 | 64,851 | 15,167 | 37,804 | 7,788 |
| | 1987 | 253,615 | 51,469 | 50,666 | 15,771 | 23,770 | 23,084 | 11,095 | 10,005 | 6,840 | 62,525 | 14,265 | 36,564 | 7,169 |
| Pender | 1990 | 75,530 | 26,926 | 25,796 | 3,179 | 3,402 | | 2,052 | 1,289 | 1,164 | 12,586 | 2,988 | 8,779 | 4,397 |
| | 1987 | 68,002 | 24,915 | 23,869 | 3,061 | 2,947 | | 1,565 | 1,201 | 1,085 | 12,091 | 3,571 | 8,278 | 3,395 |
| Perquimans | 1990 | 30,251 | 7,860 | 7,613 | 4,680 | 1,604 | | 488 | 233 | 144 | 9,387 | 1,195 | 1,071 | 1,773 |
| | 1987 | 28,413 | 6,440 | 6,238 | 4,042 | 1,379 | | 595 | 307 | 191 | 9,755 | 1,173 | 1,187 | 1,215 |
| Person | 1990 | 168,430 | 49,911 | 47,758 | 12,897 | 9,901 | | 8,116 | 6,568 | 4,396 | 40,848 | 16,732 | 8,016 | 7,742 |
| | 1987 | 149,757 | 41,634 | 39,838 | 11,208 | 8,282 | | 7,253 | 6,400 | 4,284 | 40,208 | 12,356 | 7,234 | 6,487 |
| Pitt | 1990 | 859,163 | 174,079 | 161,502 | 74,482 | 81,499 | 73,084 | 29,243 | 31,031 | 20,753 | 227,930 | 74,287 | 59,039 | 24,084 |
| | 1987 | 749,782 | 143,718 | 133,335 | 66,273 | 68,013 | 60,991 | 33,031 | 31,544 | 21,097 | 216,277 | 58,058 | 54,818 | 18,691 |
| Polk | 1990 | 54,597 | 16,346 | 15,951 | 4,233 | 2,707 | | 658 | 940 | 737 | 8,161 | 10,302 | 1,017 | 2,410 |
| | 1987 | 48,720 | 14,146 | 13,804 | 3,979 | 2,179 | | 783 | 1,084 | 851 | 8,820 | 8,513 | 1,082 | 2,108 |
| Randolph | 1990 | 506,076 | 109,163 | 105,639 | 35,165 | 42,049 | 29,165 | 26,017 | 33,109 | 25,791 | 92,500 | 46,187 | 41,466 | 20,117 |
| | 1987 | 443,687 | 96,951 | 93,821 | 33,161 | 36,248 | 25,142 | 24,976 | 27,656 | 21,544 | 88,160 | 36,373 | 40,264 | 16,403 |
| Richmond | 1990 | 255,143 | 62,697 | 61,841 | 20,509 | 41,010 | 33,869 | 13,006 | 11,710 | 8,996 | 33,702 | 18,074 | 22,220 | 11,782 |
| | 1987 | 232,284 | 56,238 | 55,470 | 19,132 | 33,368 | 27,558 | 11,492 | 11,519 | 8,850 | 38,150 | 14,749 | 21,240 | 9,746 |
| Robeson | 1990 | 575,131 | 126,978 | 123,270 | 45,314 | 38,751 | 23,832 | 76,254 | 23,169 | 19,318 | 114,901 | 35,844 | 42,608 | 29,761 |
| | 1987 | 520,681 | 113,076 | 109,774 | 39,827 | 31,904 | 19,622 | 58,465 | 23,279 | 19,410 | 110,778 | 37,92[illegible] | 44,318 | 22,073 |
| Rockingham | 1990 | 468,305 | 124,061 | 121,439 | 36,754 | 33,300 | 18,163 | 27,275 | 26,323 | 20,136 | 93,887 | 30,067 | 25,274 | 27,923 |
| | 1987 | 430,302 | 114,317 | 111,901 | 34,776 | 31,629 | 17,253 | 24,919 | 27,803 | 21,269 | 89,682 | 25,833 | 26,444 | 21,932 |
| Rowan | 1990 | 545,325 | 123,057 | 120,658 | 53,292 | 49,092 | 34,002 | 24,833 | 21,926 | 12,301 | 111,247 | 37,103 | 36,972 | 27,878 |
| | 1987 | 509,835 | 128,968 | 126,454 | 46,567 | 41,435 | 28,699 | 25,608 | 21,634 | 12,138 | 110,208 | 32,535 | 34,784 | 21,747 |
| Rutherford | 1990 | 370,423 | 76,104 | 72,865 | 23,758 | 40,376 | 32,003 | 12,233 | 17,090 | 12,637 | 117,927 | 27,443 | 23,255 | 16,247 |
| | 1987 | 331,732 | 67,153 | 64,295 | 21,959 | 31,819 | 25,221 | 10,683 | 15,956 | 11,799 | 110,672 | 20,729 | 23,056 | 13,290 |
| Sampson | 1990 | 209,357 | 50,353 | 48,441 | 15,665 | 26,346 | 15,989 | 4,458 | 5,857 | 3,705 | 41,339 | 23,063 | 11,657 | 12,429 |
| | 1987 | 195,242 | 45,558 | 43,828 | 13,978 | 23,104 | 14,022 | 5,234 | 7,019 | 4,441 | 43,560 | 19,631 | 12,205 | 9,859 |
| Scotland | 1990 | 182,343 | 44,659 | 43,215 | 20,070 | 25,499 | 15,383 | 3,261 | 8,153 | 6,191 | 33,813 | 7,998 | 18,840 | 9,083 |
| | 1987 | 166,771 | 42,461 | 41,088 | 17,656 | 21,072 | 12,713 | 3,347 | 7,779 | 5,908 | 33,593 | 7,958 | 17,905 | 6,816 |
| Stanly | 1990 | 308,858 | 79,535 | 75,726 | 19,853 | 30,216 | 19,695 | 5,713 | 8,597 | 5,771 | 61,807 | 32,406 | 32,423 | 15,318 |
| | 1987 | 274,049 | 66,726 | 63,530 | 18,501 | 24,276 | 15,824 | 7,818 | 8,718 | 5,853 | 61,870 | 25,748 | 29,620 | 12,475 |
| Stokes | 1990 | 103,982 | 36,678 | 34,740 | 6,732 | 5,174 | | 1,898 | 1,904 | 830 | 12,975 | 11,070 | 10,873 | 7,518 |
| | 1987 | 92,226 | 29,810 | 28,235 | 6,948 | 3,863 | | 2,043 | 2,345 | 1,023 | 15,089 | 8,651 | 10,507 | 5,826 |
| Surry | 1990 | 495,848 | 113,180 | 110,168 | 28,663 | 45,125 | 25,354 | 21,404 | 27,896 | 11,661 | 108,196 | 52,610 | 29,551 | 22,356 |
| | 1987 | 447,290 | 95,749 | 93,201 | 26,260 | 37,051 | 20,818 | 22,056 | 26,698 | 11,161 | 106,891 | 40,662 | 31,275 | 18,325 |
| Swain | 1990 | 64,404 | 18,255 | 17,683 | 10,622 | 1,588 | | 647 | 421 | 421 | 6,921 | 6,824 | 1,198 | 3,370 |
| | 1987 | 58,676 | 16,816 | 16,289 | 10,236 | 1,790 | | 1,056 | 780 | 780 | 6,944 | 5,391 | 1,640 | 2,685 |
| Transylvania | 1990 | 125,446 | 39,057 | 37,432 | 8,209 | 8,416 | 4,435 | 3,859 | 2,546 | 1,361 | 22,417 | 12,657 | 10,085 | 7,704 |
| | 1987 | 114,933 | 34,546 | 33,109 | 8,043 | 7,818 | 4,121 | 3,764 | 2,840 | 1,519 | 22,555 | 10,942 | 9,656 | 6,158 |
| Tyrrell | 1990 | 12,640 | 5,012 | 4,915 | 760 | 733 | | 211 | 119 | 119 | 2,056 | 950 | 1,858 | 116 |
| | 1987 | 11,058 | 3,472 | 3,405 | 543 | 531 | | 215 | 118 | 118 | 1,764 | 1,652 | 1,781 | 132 |
| Union | 1990 | 447,109 | 93,210 | 90,581 | 32,961 | 52,131 | 40,486 | 18,241 | 23,455 | 18,236 | 119,923 | 21,869 | 38,396 | 17,817 |
| | 1987 | 390,681 | 84,104 | 81,732 | 27,453 | 43,306 | 33,633 | 16,840 | 18,704 | 14,543 | 111,630 | 17,842 | 34,781 | 13,422 |
| Vance | 1990 | 307,697 | 63,642 | 61,103 | 19,401 | 32,289 | 28,976 | 8,479 | 12,133 | 8,024 | 58,133 | 63,165 | 20,605 | 10,909 |
| | 1987 | 270,086 | 57,575 | 55,278 | 18,390 | 27,616 | 24,783 | 8,914 | 11,748 | 7,770 | 57,890 | 43,126 | 20,515 | 8,605 |
| Wake | 1990 | 3,972,347 | 619,765 | 606,646 | 766,992 | 429,252 | 340,786 | 185,627 | 229,968 | 135,759 | 819,118 | 173,882 | 284,146 | 134,711 |
| | 1987 | 3,424,668 | 550,668 | 539,012 | 581,070 | 374,623 | 297,416 | 165,242 | 205,726 | 121,449 | 792,337 | 163,377 | 247,535 | 102,290 |
| Warren | 1990 | 33,136 | 13,651 | 13,095 | 1,542 | 1,194 | | 285 | 1,305 | 1,305 | 3,288 | 4,274 | 1,222 | 2,539 |
| | 1987 | 32,387 | 12,819 | 12,297 | 1,555 | 1,321 | | 472 | 1,977 | 1,977 | 3,726 | 3,927 | 1,348 | 2,060 |
| Washington | 1990 | 59,864 | 19,142 | 18,516 | 5,558 | 994 | 518 | 3,325 | 2,110 | 1,656 | 9,421 | 6,956 | 2,170 | 3,482 |
| | 1987 | 56,010 | 17,802 | 17,220 | 5,193 | 1,805 | 943 | 2,782 | 2,330 | 1,829 | 10,041 | 5,778 | 2,050 | 2,880 |
| Watauga | 1990 | 298,777 | 60,179 | 58,583 | 32,745 | 39,542 | 15,721 | 9,954 | 14,092 | 10,136 | 59,787 | 7,395 | 27,678 | 10,733 |
| | 1987 | 265,699 | 51,860 | 50,485 | 30,683 | 29,781 | 11,841 | 10,543 | 13,974 | 10,052 | 57,439 | 9,193 | 25,989 | 8,911 |
| Wayne | 1990 | 609,725 | 121,929 | 114,431 | 41,946 | 78,341 | 65,392 | 21,006 | 34,776 | 25,912 | 135,223 | 54,384 | 52,807 | 20,659 |
| | 1987 | 551,006 | 103,332 | 96,978 | 38,613 | 66,907 | 55,849 | 21,008 | 30,982 | 23,086 | 138,139 | 42,198 | 50,199 | 16,705 |
| Wilkes | 1990 | 338,322 | 82,628 | 78,900 | 22,154 | 30,610 | 22,626 | 13,461 | 9,516 | 5,983 | 60,150 | 19,010 | 41,786 | 15,715 |
| | 1987 | 301,460 | 70,653 | 67,465 | 21,017 | 24,987 | 18,470 | 12,625 | 8,479 | 5,332 | 62,180 | 17,504 | 40,071 | 12,554 |
| Wilson | 1990 | 490,091 | 88,621 | 85,355 | 41,503 | 58,012 | 44,746 | 17,572 | 16,865 | 13,032 | 155,810 | 30,011 | 26,267 | 20,028 |
| | 1987 | 445,166 | 79,162 | 76,245 | 37,148 | 50,676 | 39,088 | 16,774 | 16,986 | 13,127 | 145,162 | 26,123 | 27,658 | 15,676 |
| Yadkin | 1990 | 132,493 | 31,784 | 30,375 | 8,031 | 1,836 | | 1,622 | 2,560 | 1,933 | 41,203 | 21,501 | 6,313 | 9,456 |
| | 1987 | 121,204 | 30,005 | 28,675 | 8,095 | 2,261 | | 1,572 | 2,964 | 2,239 | 39,727 | 15,449 | 7,137 | 6,975 |
| Yancey | 1990 | 80,855 | 21,524 | 20,587 | 5,659 | 4,954 | | 1,760 | 449 | 376 | 16,257 | 6,991 | 17,077 | 3,286 |
| | 1987 | 71,585 | 19,099 | 18,268 | 5,024 | 4,296 | | 1,369 | 531 | 446 | 15,236 | 6,032 | 14,355 | 3,017 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1990
U.S. CENSUS: 1987

| METRO AREA<br>County | Year | Total Retail Sales ($000) | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **NORTH CAROLINA (continued)** | | | | | | | | | | | | | | |
| **TOTAL METRO COUNTIES** | 1990 | 28,687,249 | 5,203,815 | 5,047,376 | 3,165,584 | 3,171,664 | 2,424,838 | 1,465,437 | 1,819,009 | 1,123,924 | 6,255,473 | 1,861,234 | 1,861,540 | 1,094,464 |
| | 1987 | 25,376,471 | 4,618,261 | 4,479,796 | 2,699,429 | 2,724,928 | 2,082,156 | 1,302,797 | 1,638,074 | 1,011,112 | 6,120,365 | 1,614,630 | 1,732,278 | 845,972 |
| **TOTAL STATE** | 1990 | 45,755,966 | 9,223,261 | 8,918,546 | 4,514,364 | 4,769,096 | 3,526,326 | 2,140,508 | 2,518,334 | 1,633,020 | 9,926,239 | 3,331,766 | 3,244,608 | 1,879,794 |
| | 1987 | 40,650,140 | 8,145,668 | 7,878,351 | 3,934,241 | 4,063,352 | 2,998,948 | 1,931,342 | 2,312,873 | 1,501,767 | 9,706,504 | 2,823,278 | 3,063,230 | 1,462,700 |
| **NORTH DAKOTA** | | | | | | | | | | | | | | |
| **BISMARCK** | 1990 | 697,011 | 114,373 | 109,415 | 59,186 | 120,612 | 95,810 | 23,989 | 21,443 | 9,796 | 181,478 | 68,418 | 29,022 | 22,272 |
| | 1987 | 590,130 | 96,968 | 92,757 | 52,831 | 100,113 | 79,497 | 21,919 | 22,500 | 10,248 | 146,272 | 54,749 | 26,243 | 20,357 |
| Burleigh | 1990 | 551,372 | 83,055 | 79,119 | 47,516 | 119,234 | 95,810 | 21,947 | 19,008 | 9,144 | 125,237 | 46,951 | 21,515 | 19,751 |
| | 1987 | 464,728 | 70,928 | 67,567 | 41,926 | 98,932 | 79,497 | 19,785 | 19,794 | 9,523 | 100,233 | 36,719 | 17,833 | 18,154 |
| Morton | 1990 | 145,639 | 31,318 | 30,296 | 11,670 | 1,378 | | 2,042 | 2,435 | 652 | 56,241 | 21,467 | 7,507 | 2,521 |
| | 1987 | 125,402 | 26,040 | 25,190 | 10,905 | 1,181 | | 2,134 | 2,706 | 725 | 46,039 | 18,030 | 8,410 | 2,203 |
| **FARGO - MOORHEAD** | 1990 | 1,296,415 | 232,156 | 226,159 | 127,449 | 198,959 | 176,829 | 55,170 | 52,448 | 23,490 | 272,580 | 114,375 | 84,777 | 30,010 |
| | 1987 | 1,086,966 | 188,360 | 183,515 | 109,586 | 160,584 | 142,604 | 45,144 | 54,205 | 24,712 | 226,864 | 91,738 | 69,108 | 27,364 |
| Cass | 1990 | 1,011,087 | 171,447 | 166,712 | 100,307 | 173,209 | 152,424 | 49,949 | 26,561 | 18,085 | 234,652 | 70,876 | 65,962 | 17,802 |
| | 1987 | 841,357 | 136,077 | 132,319 | 84,698 | 141,563 | 124,576 | 39,103 | 28,370 | 19,317 | 192,986 | 61,333 | 51,542 | 16,113 |
| *Clay, Minn.* | *1990* | *285,328* | *60,709* | *59,447* | *27,142* | *25,750* | *24,405* | *5,221* | *25,887* | *5,405* | *37,928* | *43,499* | *18,815* | *12,208* |
| | *1987* | *245,609* | *52,283* | *51,196* | *24,888* | *19,021* | *18,028* | *6,041* | *25,835* | *5,395* | *33,878* | *30,405* | *17,566* | *11,251* |
| **GRAND FORKS** | 1990 | 641,042 | 98,355 | 94,740 | 51,532 | 123,685 | 98,279 | 35,504 | 19,677 | 10,824 | 160,375 | 64,252 | 39,327 | 10,653 |
| | 1987 | 526,422 | 78,160 | 75,287 | 43,824 | 103,037 | 81,873 | 28,120 | 22,697 | 12,486 | 129,493 | 45,788 | 31,496 | 9,230 |
| Grand Forks | 1990 | 641,042 | 98,355 | 94,740 | 51,532 | 123,685 | 98,279 | 35,504 | 19,677 | 10,824 | 160,375 | 64,252 | 39,327 | 10,653 |
| | 1987 | 526,422 | 78,160 | 75,287 | 43,824 | 103,037 | 81,873 | 28,120 | 22,697 | 12,486 | 129,493 | 45,788 | 31,496 | 9,230 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Adams | 1990 | 20,157 | 4,704 | 4,264 | 2,259 | 550 | | 1,501 | 276 | | 2,469 | 1,311 | 2,049 | 1,638 |
| | 1987 | 17,674 | 5,686 | 5,154 | 1,667 | 437 | | 1,053 | 228 | | 1,820 | 983 | 1,439 | 1,721 |
| Barnes | 1990 | 76,710 | 19,744 | 18,998 | 8,920 | 6,279 | | 4,825 | 1,453 | 1,453 | 18,892 | 4,921 | 4,906 | 2,812 |
| | 1987 | 68,044 | 16,155 | 15,545 | 7,723 | 5,363 | | 4,162 | 1,708 | 1,708 | 16,225 | 5,603 | 4,610 | 2,704 |
| Benson | 1990 | 10,619 | 4,527 | 4,253 | 625 | 281 | | 119 | 171 | | 138 | 3,842 | 617 | 200 |
| | 1987 | 9,175 | 3,669 | 3,447 | 760 | 231 | | 122 | 207 | | 249 | 3,040 | 563 | 208 |
| Billings | 1990 | 1,174 | | | 627 | | | | | | 126 | 267 | | |
| | 1987 | 1,152 | | | 571 | | | | | | 161 | 272 | | |
| Bottineau | 1990 | 43,852 | 8,754 | 8,114 | 4,404 | 1,579 | | 3,118 | 900 | 900 | 10,051 | 7,587 | 3,597 | 1,838 |
| | 1987 | 38,757 | 7,513 | 6,964 | 4,094 | 1,334 | | 2,450 | 1,117 | 1,117 | 8,752 | 5,901 | 3,701 | 1,650 |
| Bowman | 1990 | 20,306 | 4,585 | 4,405 | 2,497 | 715 | | 698 | 278 | 167 | 4,999 | 3,598 | 1,561 | 391 |
| | 1987 | 18,850 | 4,344 | 4,173 | 2,486 | 713 | | 559 | 384 | 232 | 4,665 | 2,549 | 1,523 | 463 |
| Burke | 1990 | 7,513 | 2,729 | 2,564 | 1,692 | 213 | | 98 | 74 | 74 | 1,411 | 498 | 545 | |
| | 1987 | 8,126 | 2,305 | 2,166 | 1,409 | 267 | | 113 | 143 | 143 | 1,763 | 956 | 484 | |
| Burleigh | 1990 | 551,372 | 83,055 | 79,119 | 47,516 | 119,234 | 95,810 | 21,947 | 19,008 | 9,144 | 125,237 | 46,951 | 21,515 | 19,751 |
| | 1987 | 464,728 | 70,928 | 67,567 | 41,926 | 98,932 | 79,497 | 19,785 | 19,794 | 9,523 | 100,233 | 36,719 | 17,833 | 18,154 |
| Cass | 1990 | 1,011,087 | 171,447 | 166,712 | 100,307 | 173,209 | 152,424 | 49,949 | 26,561 | 18,085 | 234,652 | 70,876 | 65,962 | 17,802 |
| | 1987 | 841,357 | 136,077 | 132,319 | 84,698 | 141,563 | 124,576 | 39,103 | 28,370 | 19,317 | 192,986 | 61,333 | 51,542 | 16,113 |
| Cavalier | 1990 | 36,299 | 8,590 | 7,843 | 3,221 | 1,027 | | 1,331 | 1,336 | 794 | 9,164 | 2,777 | 957 | 1,533 |
| | 1987 | 31,011 | 7,056 | 6,442 | 2,821 | 818 | | 1,373 | 1,489 | 886 | 6,777 | 2,243 | 1,330 | 1,361 |
| Dickey | 1990 | 27,275 | 5,759 | 5,193 | 3,416 | 3,405 | | 697 | 1,528 | 210 | 7,195 | 1,124 | 1,762 | 1,571 |
| | 1987 | 24,268 | 5,195 | 4,684 | 3,183 | 2,447 | | 713 | 1,415 | 195 | 5,938 | 919 | 1,775 | 1,556 |
| Divide | 1990 | 11,309 | 2,060 | 1,966 | 1,501 | 520 | | 567 | 117 | | 3,274 | 864 | 1,678 | 371 |
| | 1987 | 10,361 | 1,988 | 1,897 | 1,281 | 517 | | 522 | 131 | | 2,586 | 1,009 | 1,591 | 386 |
| Dunn | 1990 | 15,095 | 3,762 | 3,592 | 364 | 498 | | 43 | 90 | | 6,447 | 927 | 202 | 142 |
| | 1987 | 12,976 | 3,283 | 3,135 | 536 | 584 | | 51 | 87 | | 5,307 | 795 | 207 | 186 |
| Eddy | 1990 | 9,608 | 2,794 | 2,628 | 679 | 177 | | | 65 | | 2,725 | 498 | 125 | 269 |
| | 1987 | 9,679 | 2,592 | 2,438 | 655 | 170 | | | 115 | | 2,596 | 817 | 139 | 340 |
| Emmons | 1990 | 17,540 | 4,110 | 3,935 | 1,131 | 497 | | 382 | 184 | 184 | 2,391 | 4,911 | 2,816 | |
| | 1987 | 15,930 | 4,032 | 3,860 | 1,086 | 457 | | 545 | 229 | 229 | 2,528 | 3,524 | 2,507 | |
| Foster | 1990 | 25,894 | 5,500 | 5,418 | 1,489 | 91 | | 197 | 73 | | 5,775 | 4,817 | 4,131 | 2,075 |
| | 1987 | 23,207 | 4,836 | 4,764 | 1,476 | 167 | | 367 | 139 | | 5,318 | 3,696 | 3,819 | 1,756 |
| Golden Valley | 1990 | 15,857 | 1,509 | 1,438 | 1,814 | 186 | | 432 | 232 | 152 | 6,984 | 3,049 | 1,151 | 271 |
| | 1987 | 14,904 | 2,050 | 1,953 | 1,337 | 196 | | 430 | 337 | 222 | 4,835 | 3,426 | 1,379 | 296 |
| Grand Forks | 1990 | 641,042 | 98,355 | 94,740 | 51,532 | 123,685 | 98,279 | 35,504 | 19,677 | 10,824 | 160,375 | 64,252 | 39,327 | 10,653 |
| | 1987 | 526,422 | 78,160 | 75,287 | 43,824 | 103,037 | 81,873 | 28,120 | 22,697 | 12,486 | 129,493 | 45,788 | 31,496 | 9,230 |
| Grant | 1990 | 10,579 | 2,964 | 2,613 | 756 | | | 124 | 222 | 222 | 842 | 1,487 | 2,573 | 609 |
| | 1987 | 9,650 | 2,518 | 2,220 | 688 | | | 107 | 231 | 191 | 1,553 | 1,069 | 1,963 | 449 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1990
U.S. CENSUS 1987

| METRO AREA County | Year | Total Retail Sales ($000) | Food Stores Total ($000) | Food Stores Supermarkets ($000) | Eating & Drinking Places Total ($000) | General Merchandise Stores Total ($000) | General Merchandise Department Stores ($000) | Apparel & Accessories Stores Total ($000) | Furniture/Home Furnishings/Appliance Stores Total ($000) | Furniture & Home Furn. ($000) | Automotive Dealers Total ($000) | Gasoline Service Stations Total ($000) | Bldg. Mtls. & Hardware Dealers Total ($000) | Drugstores Total ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **NORTH DAKOTA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Griggs | 1990 | 11,730 | 3,413 | 3,249 | 1,126 | 133 | | 226 | 46 | | 3,848 | 1,201 | 388 | 985 |
| | 1987 | 10,050 | 3,080 | 2,932 | 948 | 229 | | 265 | 50 | | 2,773 | 885 | 547 | 802 |
| Hettinger | 1990 | 11,121 | 3,553 | 3,406 | 886 | | | 62 | 69 | | 3,606 | 551 | 971 | 327 |
| | 1987 | 10,674 | 3,172 | 3,041 | 900 | | | 85 | 71 | | 3,549 | 796 | 720 | 487 |
| Kidder | 1990 | 6,239 | 2,032 | 1,889 | 317 | 240 | | | 215 | | 179 | 2,836 | 201 | 92 |
| | 1987 | 5,396 | 1,520 | 1,413 | 301 | 270 | | | 178 | | 304 | 2,129 | 349 | 113 |
| La Moure | 1990 | 13,677 | 5,083 | 4,811 | 1,279 | 204 | | 58 | 108 | | 583 | 1,085 | 1,923 | 94 |
| | 1987 | 12,260 | 4,162 | 3,939 | 1,255 | 229 | | 70 | 118 | | 500 | 1,030 | 1,839 | 180 |
| Logan | 1990 | 10,366 | 2,865 | 2,722 | 715 | | | 189 | 39 | | 2,113 | 1,776 | 732 | 1,545 |
| | 1987 | 9,614 | 2,329 | 2,213 | 625 | | | 158 | 58 | | 2,247 | 1,736 | 656 | 1,408 |
| McHenry | 1990 | 16,041 | 4,472 | 4,171 | 1,766 | | | 157 | 74 | | 2,098 | 4,026 | 979 | 1,126 |
| | 1987 | 14,709 | 4,060 | 3,787 | 1,670 | | | 183 | 110 | | 2,027 | 3,191 | 1,197 | 1,067 |
| McIntosh | 1990 | 20,344 | 1,979 | 1,862 | 1,844 | 112 | | 114 | 188 | 188 | 8,540 | 3,618 | 1,948 | 1,116 |
| | 1987 | 17,274 | 1,962 | 1,846 | 1,741 | 116 | | 123 | 264 | 264 | 6,668 | 2,588 | 1,742 | 1,094 |
| McKenzie | 1990 | 15,420 | 4,816 | 4,619 | 1,580 | | | 270 | 154 | 154 | 2,514 | 1,570 | 2,078 | 467 |
| | 1987 | 16,324 | 5,022 | 4,817 | 1,836 | | | 411 | 207 | 207 | 2,490 | 1,693 | 2,034 | 640 |
| McLean | 1990 | 33,420 | 9,672 | 9,176 | 2,872 | 614 | | 385 | 624 | | 3,159 | 6,566 | 3,747 | 1,428 |
| | 1987 | 31,937 | 8,945 | 8,486 | 2,811 | 509 | | 481 | 722 | | 3,147 | 5,750 | 3,525 | 1,366 |
| Mercer | 1990 | 47,445 | 21,076 | 19,640 | 2,521 | 1,198 | | 1,072 | 77 | 77 | 7,091 | 7,335 | 3,345 | 1,712 |
| | 1987 | 41,276 | 16,467 | 15,345 | 2,924 | 1,089 | | 873 | 100 | 100 | 6,731 | 5,288 | 4,117 | 1,888 |
| Morton | 1990 | 145,639 | 31,318 | 30,296 | 11,670 | 1,378 | | 2,042 | 2,435 | 652 | 56,241 | 21,467 | 7,507 | 2,521 |
| | 1987 | 125,402 | 26,040 | 25,190 | 10,905 | 1,181 | | 2,134 | 2,706 | 725 | 46,039 | 18,030 | 8,410 | 2,203 |
| Mountrail | 1990 | 37,114 | 8,840 | 8,444 | 2,540 | 232 | | 362 | 1,500 | 903 | 5,505 | 7,821 | 3,462 | 2,139 |
| | 1987 | 32,302 | 8,006 | 7,647 | 2,506 | 313 | | 481 | 1,356 | 816 | 5,420 | 5,438 | 3,076 | 1,941 |
| Nelson | 1990 | 20,832 | 4,164 | 4,056 | 1,061 | 156 | | 655 | 124 | | 2,876 | 2,033 | 7,308 | 391 |
| | 1987 | 20,281 | 3,982 | 3,879 | 1,174 | 283 | | 320 | 135 | | 2,669 | 1,920 | 6,478 | 479 |
| Oliver | 1990 | 2,053 | 239 | 227 | 900 | | | | | | | 222 | 692 | |
| | 1987 | 1,781 | 369 | 351 | 364 | | | | | | | 199 | 649 | |
| Pembina | 1990 | 59,520 | 7,201 | 6,945 | 6,204 | 871 | | 411 | 549 | 331 | 16,768 | 12,343 | 4,609 | 1,994 |
| | 1987 | 48,942 | 7,349 | 7,088 | 5,115 | 713 | | 551 | 516 | 312 | 13,851 | 8,395 | 3,847 | 1,823 |
| Pierce | 1990 | 27,994 | 5,096 | 4,882 | 1,653 | 1,193 | | 2,109 | 117 | | 9,639 | 4,176 | 2,395 | 654 |
| | 1987 | 25,968 | 4,866 | 4,662 | 1,743 | 1,146 | | 1,817 | 157 | | 8,737 | 3,381 | 2,207 | 767 |
| Ramsey | 1990 | 115,032 | 18,975 | 18,113 | 11,675 | 12,997 | 9,507 | 7,672 | 4,577 | 2,994 | 29,822 | 10,100 | 6,239 | 5,754 |
| | 1987 | 98,718 | 16,185 | 15,450 | 9,983 | 10,081 | 7,375 | 6,569 | 4,635 | 3,033 | 24,418 | 7,779 | 5,808 | 5,284 |
| Ransom | 1990 | 21,992 | 6,069 | 5,710 | 4,704 | 1,353 | | 930 | 1,134 | 820 | 1,558 | 1,665 | 2,179 | 979 |
| | 1987 | 19,470 | 5,076 | 4,775 | 3,855 | 1,058 | | 1,068 | 1,079 | 781 | 1,677 | 1,365 | 2,016 | 993 |
| Renville | 1990 | 14,713 | 2,016 | 1,902 | 1,180 | | | 661 | 75 | | 5,483 | 2,644 | 405 | 660 |
| | 1987 | 12,283 | 2,078 | 1,960 | 900 | | | 479 | 97 | | 3,826 | 2,362 | 678 | 635 |
| Richland | 1990 | 104,800 | 24,764 | 24,250 | 7,551 | 5,586 | 1,903 | 3,940 | 4,785 | 2,416 | 30,967 | 11,536 | 4,559 | 2,276 |
| | 1987 | 87,779 | 19,811 | 19,400 | 6,436 | 5,311 | 1,878 | 3,558 | 5,353 | 2,703 | 22,884 | 8,510 | 4,629 | 2,062 |
| Rolette | 1990 | 40,145 | 11,302 | 10,877 | 3,211 | 848 | | 612 | 642 | 642 | 7,532 | 8,182 | 3,402 | 1,339 |
| | 1987 | 34,890 | 10,115 | 9,735 | 2,756 | 759 | | 718 | 604 | 604 | 6,932 | 6,429 | 2,895 | 1,282 |
| Sargent | 1990 | 12,059 | 4,352 | 4,174 | 1,231 | | | 134 | 78 | | 778 | 1,594 | 966 | 136 |
| | 1987 | 10,437 | 3,369 | 3,231 | 1,198 | | | 183 | 119 | | 769 | 1,263 | 864 | 198 |
| Sheridan | 1990 | 3,011 | 703 | 664 | 549 | | | | | | 1,174 | | 385 | |
| | 1987 | 3,044 | 771 | 728 | 476 | | | | | | 1,035 | | 532 | |
| Sioux | 1990 | 5,567 | 553 | 527 | 812 | 152 | | 985 | | | | 1,891 | 997 | |
| | 1987 | 4,795 | 937 | 893 | 323 | 261 | | 739 | | | | 1,232 | 842 | |
| Slope | 1990 | 437 | 92 | 66 | 58 | | | | | | 99 | | | |
| | 1987 | 384 | 63 | 45 | 87 | | | | | | 79 | | | |
| Stark | 1990 | 178,930 | 29,078 | 28,404 | 15,411 | 21,386 | 13,036 | 9,350 | 6,882 | 4,392 | 46,296 | 25,728 | 7,171 | 5,091 |
| | 1987 | 170,855 | 28,553 | 27,891 | 14,468 | 18,735 | 11,433 | 8,703 | 7,960 | 5,081 | 44,294 | 21,016 | 9,280 | 5,202 |
| Steele | 1990 | 5,758 | 738 | 716 | 889 | 99 | | | | | 1,536 | 1,998 | 248 | |
| | 1987 | 5,515 | 507 | 492 | 610 | 140 | | | | | 2,375 | 1,251 | 324 | |
| Stutsman | 1990 | 166,898 | 24,874 | 23,758 | 13,542 | 13,723 | 5,112 | 10,411 | 4,927 | 3,243 | 40,544 | 30,184 | 11,359 | 6,214 |
| | 1987 | 145,069 | 22,996 | 21,964 | 12,865 | 11,042 | 4,114 | 9,160 | 5,314 | 3,499 | 34,138 | 22,547 | 9,789 | 5,491 |
| Towner | 1990 | 10,238 | 2,897 | 2,779 | 1,323 | 114 | | 336 | 266 | 266 | 1,936 | 1,399 | 356 | 315 |
| | 1987 | 10,250 | 2,796 | 2,682 | 1,325 | 138 | | 300 | 320 | 320 | 2,272 | 1,144 | 429 | 409 |
| Traill | 1990 | 45,799 | 7,411 | 7,072 | 5,801 | 467 | | 407 | 1,400 | 980 | 11,322 | 5,816 | 3,951 | 1,810 |
| | 1987 | 38,955 | 6,240 | 5,974 | 4,898 | 396 | | 500 | 1,273 | 891 | 10,201 | 4,422 | 3,624 | 1,737 |
| Walsh | 1990 | 82,547 | 20,080 | 19,343 | 6,487 | 9,989 | 3,757 | 2,517 | 1,826 | 1,506 | 18,211 | 10,957 | 5,753 | 2,825 |
| | 1987 | 73,002 | 17,057 | 16,431 | 5,721 | 8,369 | 3,148 | 2,527 | 1,984 | 1,637 | 16,599 | 8,858 | 5,595 | 2,608 |
| Ward | 1990 | 471,159 | 82,736 | 80,393 | 41,804 | 83,083 | 81,839 | 20,704 | 18,810 | 12,665 | 108,974 | 40,740 | 22,324 | 16,122 |
| | 1987 | 403,742 | 66,670 | 64,782 | 35,791 | 68,821 | 67,791 | 18,418 | 21,240 | 14,315 | 92,441 | 33,386 | 21,546 | 14,189 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1990
U.S. CENSUS: 1987

| METRO AREA County | Year | Total Retail Sales ($000) | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **NORTH DAKOTA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Wells | 1990 | 35,844 | 8,878 | 8,453 | 2,530 | 1,074 | | 1,651 | 226 | 113 | 5,898 | 3,264 | 4,921 | 1,563 |
| | 1987 | 31,358 | 7,672 | 7,305 | 2,533 | 1,061 | | 1,479 | 283 | 143 | 5,853 | 2,252 | 3,746 | 1,533 |
| Williams | 1990 | 120,217 | 22,388 | 22,282 | 10,845 | 11,721 | 4,254 | 8,602 | 3,925 | 1,754 | 22,588 | 16,792 | 8,557 | 5,481 |
| | 1987 | 127,485 | 23,647 | 23,535 | 11,287 | 11,320 | 4,182 | 8,170 | 5,973 | 2,671 | 24,664 | 16,295 | 9,531 | 6,125 |
| **TOTAL METRO COUNTIES** | 1990 | 2,349,140 | 384,175 | 370,867 | 211,025 | 417,506 | 346,513 | 109,442 | 67,681 | 38,705 | 576,505 | 203,546 | 134,311 | 50,727 |
| | 1987 | 1,957,909 | 311,205 | 300,363 | 181,353 | 344,713 | 285,946 | 89,142 | 73,567 | 42,051 | 468,751 | 161,870 | 109,281 | 45,700 |
| **TOTAL STATE** | 1990 | 4,467,389 | 818,673 | 787,673 | 403,287 | 601,069 | 465,921 | 198,556 | 128,117 | 76,305 | 1,062,625 | 477,673 | 281,531 | 128,882 |
| | 1987 | 3,848,488 | 694,280 | 667,924 | 355,153 | 501,423 | 385,867 | 170,295 | 141,783 | 84,351 | 895,387 | 383,362 | 251,392 | 120,535 |
| **OHIO** | | | | | | | | | | | | | | |
| **AKRON** | 1990 | 4,335,153 | 893,652 | 845,864 | 454,734 | 565,960 | 472,903 | 166,805 | 243,036 | 117,084 | 868,658 | 397,493 | 300,947 | 133,816 |
| | 1987 | 3,904,652 | 844,863 | 799,696 | 437,989 | 497,035 | 415,401 | 148,838 | 182,680 | 88,026 | 834,537 | 308,463 | 240,906 | 121,722 |
| Portage | 1990 | 712,018 | 144,667 | 138,222 | 60,827 | 55,239 | 43,599 | 3,732 | 13,887 | 8,495 | 250,591 | 76,943 | 48,197 | 18,752 |
| | 1987 | 637,232 | 137,944 | 131,798 | 60,855 | 46,787 | 36,929 | 4,516 | 10,568 | 6,465 | 221,540 | 60,225 | 40,424 | 16,863 |
| Summit | 1990 | 3,623,135 | 748,985 | 707,642 | 393,907 | 510,721 | 429,304 | 163,073 | 229,149 | 108,589 | 618,067 | 320,550 | 252,750 | 115,064 |
| | 1987 | 3,267,420 | 706,919 | 667,898 | 377,134 | 450,248 | 378,472 | 144,322 | 172,112 | 81,561 | 612,997 | 248,238 | 200,482 | 104,859 |
| **CANTON** | 1990 | 2,623,640 | 561,956 | 530,652 | 239,105 | 375,388 | 320,849 | 103,507 | 127,900 | 61,070 | 549,731 | 218,064 | 138,150 | 78,870 |
| | 1987 | 2,363,032 | 524,418 | 495,200 | 232,853 | 316,749 | 270,674 | 101,631 | 96,668 | 46,159 | 534,073 | 173,628 | 111,453 | 72,684 |
| Carroll | 1990 | 109,288 | 21,056 | 20,175 | 5,268 | 17,937 | 16,129 | 2,184 | 2,051 | 1,436 | 35,723 | 10,524 | 8,211 | 2,831 |
| | 1987 | 95,907 | 19,292 | 18,485 | 5,187 | 13,924 | 12,521 | 2,092 | 1,553 | 1,088 | 34,559 | 7,518 | 6,397 | 2,105 |
| Stark | 1990 | 2,514,352 | 540,900 | 510,477 | 233,837 | 357,451 | 304,720 | 101,323 | 125,849 | 59,634 | 514,008 | 207,540 | 129,939 | 76,039 |
| | 1987 | 2,267,125 | 505,126 | 476,715 | 227,666 | 302,825 | 258,153 | 99,539 | 95,115 | 45,071 | 499,514 | 166,110 | 105,056 | 70,579 |
| **CINCINNATI** | 1990 | 10,882,833 | 2,190,412 | 2,035,695 | 1,254,553 | 1,548,999 | 1,416,739 | 519,518 | 510,474 | 300,985 | 2,043,028 | 809,966 | 573,821 | 423,309 |
| | 1987 | 9,435,978 | 1,952,247 | 1,814,011 | 1,110,087 | 1,323,069 | 1,211,105 | 421,186 | 471,267 | 276,275 | 1,853,523 | 640,730 | 517,466 | 346,607 |
| Clermont | 1990 | 890,670 | 247,815 | 240,508 | 69,708 | 78,392 | 72,365 | 31,254 | 46,001 | 32,887 | 163,415 | 50,121 | 77,935 | 26,206 |
| | 1987 | 770,353 | 207,616 | 201,494 | 61,750 | 80,638 | 74,439 | 25,325 | 34,353 | 24,560 | 158,254 | 42,484 | 59,680 | 22,458 |
| Hamilton | 1990 | 7,115,023 | 1,386,184 | 1,267,901 | 843,081 | 1,059,285 | 982,304 | 385,058 | 348,074 | 197,211 | 1,368,888 | 471,363 | 315,921 | 274,042 |
| | 1987 | 6,287,764 | 1,223,102 | 1,118,735 | 762,805 | 916,448 | 849,848 | 317,871 | 345,057 | 195,502 | 1,281,226 | 362,474 | 312,649 | 226,688 |
| Warren | 1990 | 646,797 | 163,821 | 158,840 | 61,939 | 110,287 | 95,233 | 23,246 | 29,534 | 23,628 | 65,676 | 73,383 | 51,746 | 15,562 |
| | 1987 | 539,377 | 143,579 | 139,213 | 59,368 | 82,329 | 71,092 | 18,201 | 22,010 | 17,609 | 62,571 | 55,073 | 39,676 | 15,594 |
| *Dearborn, Ind.* | *1990* | *200,038* | *40,544* | *39,650* | *14,351* | *16,111* | *8,680* | *3,428* | *5,920* | *3,550* | *67,269* | *23,917* | *10,464* | *7,819* |
| | *1987* | *172,756* | *37,448* | *36,622* | *13,638* | *13,418* | *7,230* | *2,963* | *5,449* | *3,268* | *56,912* | *16,040* | *8,751* | *7,659* |
| *Boone, Ky.* | *1990* | *772,436* | *79,897* | *72,675* | *65,647* | *136,153* | *120,615* | *45,379* | *35,070* | *14,845* | *192,610* | *72,334* | *37,460* | *31,134* |
| | *1987* | *609,237* | *77,950* | *70,904* | *53,732* | *112,290* | *99,476* | *30,928* | *24,855* | *10,522* | *141,676* | *63,964* | *30,751* | *21,324* |
| *Campbell, Ky.* | *1990* | *458,240* | *114,890* | *108,660* | *67,134* | *40,684* | *36,227* | *21,296* | *15,086* | *5,732* | *78,712* | *37,631* | *25,121* | *30,384* |
| | *1987* | *383,446* | *105,302* | *99,592* | *53,062* | *32,795* | *29,203* | *17,714* | *13,186* | *5,011* | *63,586* | *30,537* | *21,673* | *22,849* |
| *Kenton, Ky.* | *1990* | *799,629* | *157,261* | *147,461* | *132,693* | *108,087* | *101,315* | *9,857* | *30,789* | *23,132* | *106,458* | *81,217* | *55,174* | *38,162* |
| | *1987* | *673,045* | *157,250* | *147,451* | *105,732* | *85,151* | *79,817* | *8,184* | *26,357* | *19,803* | *89,298* | *70,158* | *44,086* | *30,035* |
| ***CINCINNATI - HAMILTON CONSOLIDATED AREA*** | ***1990*** | ***12,453,877*** | ***2,543,903*** | ***2,368,128*** | ***1,414,009*** | ***1,691,034*** | ***1,535,985*** | ***543,709*** | ***575,290*** | ***338,990*** | ***2,481,396*** | ***950,586*** | ***632,760*** | ***484,919*** |
| | *1987* | *10,816,211* | *2,273,964* | *2,116,563* | *1,256,051* | *1,453,220* | *1,320,375* | *444,606* | *520,208* | *304,972* | *2,249,948* | *746,786* | *578,789* | *397,942* |
| **CLEVELAND** | 1990 | 13,073,662 | 2,509,553 | 2,301,194 | 1,328,851 | 1,747,981 | 1,420,187 | 700,774 | 637,188 | 375,709 | 2,687,934 | 1,031,379 | 567,690 | 639,335 |
| | 1987 | 11,632,219 | 2,308,622 | 2,116,235 | 1,215,454 | 1,506,925 | 1,225,118 | 605,917 | 608,493 | 357,661 | 2,467,047 | 793,745 | 516,874 | 555,254 |
| Cuyahoga | 1990 | 10,102,077 | 1,877,733 | 1,708,022 | 1,106,602 | 1,355,386 | 1,125,928 | 611,317 | 508,165 | 295,159 | 1,917,779 | 775,839 | 388,152 | 516,691 |
| | 1987 | 9,051,343 | 1,744,408 | 1,586,746 | 1,005,958 | 1,178,253 | 978,783 | 528,508 | 511,334 | 297,000 | 1,775,700 | 592,097 | 375,401 | 452,410 |
| Geauga | 1990 | 356,131 | 79,429 | 70,644 | 33,015 | 22,379 | 9,290 | 2,628 | 10,734 | 7,650 | 78,874 | 34,760 | 42,483 | 16,822 |
| | 1987 | 314,269 | 75,770 | 67,390 | 29,834 | 18,844 | 7,823 | 2,956 | 8,057 | 5,743 | 72,801 | 25,585 | 32,843 | 14,736 |
| Lake | 1990 | 1,844,697 | 346,649 | 330,185 | 142,378 | 313,940 | 252,094 | 72,165 | 94,708 | 60,300 | 488,965 | 128,815 | 78,457 | 77,734 |
| | 1987 | 1,605,030 | 309,985 | 295,262 | 134,503 | 262,845 | 211,065 | 60,853 | 71,380 | 45,448 | 440,969 | 100,626 | 63,323 | 62,415 |
| Medina | 1990 | 770,757 | 205,742 | 192,343 | 46,856 | 56,276 | 32,875 | 14,664 | 23,581 | 12,600 | 202,316 | 91,965 | 58,598 | 28,088 |
| | 1987 | 661,577 | 178,459 | 166,837 | 45,159 | 46,983 | 27,447 | 13,600 | 17,722 | 9,470 | 177,577 | 75,437 | 45,307 | 25,693 |
| ***CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA*** | ***1990*** | ***19,012,971*** | ***3,708,473*** | ***3,432,330*** | ***1,913,072*** | ***2,512,535*** | ***2,067,962*** | ***908,468*** | ***955,659*** | ***535,407*** | ***3,982,516*** | ***1,581,634*** | ***956,627*** | ***856,250*** |
| | *1987* | *16,970,010* | *3,447,914* | *3,191,074* | *1,778,946* | *2,179,728* | *1,795,293* | *794,196* | *848,038* | *477,811* | *3,695,014* | *1,220,902* | *826,022* | *746,370* |
| **COLUMBUS** | 1990 | 10,567,421 | 1,700,547 | 1,616,128 | 1,094,796 | 1,412,344 | 1,155,624 | 501,352 | 494,376 | 279,081 | 2,506,238 | 853,283 | 524,975 | 348,834 |
| | 1987 | 9,089,811 | 1,572,012 | 1,494,143 | 985,055 | 1,162,057 | 949,769 | 402,654 | 473,608 | 266,464 | 2,190,956 | 647,767 | 464,401 | 288,454 |
| Delaware | 1990 | 307,912 | 56,104 | 54,162 | 36,437 | 13,518 | 5,786 | 6,611 | 7,343 | 5,032 | 77,125 | 50,307 | 26,398 | 8,528 |
| | 1987 | 271,744 | 53,564 | 51,710 | 32,850 | 11,535 | 4,938 | 6,246 | 5,539 | 3,796 | 74,012 | 36,709 | 20,488 | 8,214 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1990<br>U.S. CENSUS: 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **OHIO (continued)** | | | | | | | | | | | | | | |
| **COLUMBUS (continued)** | | | | | | | | | | | | | | |
| Fairfield | 1990 | 504,505 | 117,817 | 113,297 | 42,835 | 54,623 | 37,788 | 25,356 | 21,702 | 14,074 | 97,382 | 62,136 | 30,834 | 15,723 |
| | 1987 | 441,781 | 107,973 | 103,831 | 42,092 | 45,305 | 31,343 | 21,644 | 16,404 | 10,639 | 93,771 | 44,356 | 23,980 | 14,339 |
| Franklin | 1990 | 8,442,967 | 1,293,243 | 1,224,089 | 898,602 | 1,174,822 | 977,077 | 434,348 | 422,900 | 231,745 | 2,033,784 | 555,835 | 363,191 | 280,315 |
| | 1987 | 7,239,910 | 1,185,657 | 1,122,256 | 800,578 | 972,734 | 809,004 | 340,145 | 410,920 | 225,181 | 1,754,864 | 430,693 | 338,637 | 227,486 |
| Licking | 1990 | 788,594 | 126,570 | 120,323 | 68,416 | 137,228 | 120,398 | 25,724 | 27,928 | 17,768 | 176,783 | 102,567 | 51,662 | 23,080 |
| | 1987 | 676,008 | 122,417 | 116,375 | 64,407 | 103,097 | 90,454 | 25,501 | 29,846 | 18,989 | 157,097 | 72,777 | 40,184 | 20,240 |
| Madison | 1990 | 191,156 | 35,385 | 35,080 | 18,154 | 3,153 | 2,074 | 952 | 5,687 | 5,485 | 48,004 | 52,095 | 15,060 | 6,938 |
| | 1987 | 165,189 | 34,445 | 34,148 | 16,409 | 4,468 | 2,941 | 1,096 | 4,270 | 4,119 | 44,603 | 35,660 | 11,632 | 6,165 |
| Pickaway | 1990 | 193,268 | 43,460 | 41,325 | 20,135 | 17,057 | 5,429 | 4,545 | 6,110 | 3,954 | 34,310 | 18,631 | 27,216 | 9,726 |
| | 1987 | 173,273 | 41,163 | 39,141 | 18,955 | 13,394 | 4,264 | 4,355 | 4,582 | 2,966 | 33,430 | 17,634 | 21,217 | 8,170 |
| Union | 1990 | 139,019 | 27,968 | 27,852 | 10,217 | 11,943 | 7,072 | 3,816 | 2,706 | 1,023 | 38,850 | 11,712 | 10,614 | 4,574 |
| | 1987 | 121,906 | 26,793 | 26,682 | 9,764 | 11,524 | 6,825 | 3,667 | 2,047 | 774 | 33,179 | 9,938 | 8,263 | 3,840 |
| **DAYTON - SPRINGFIELD** | 1990 | 6,778,074 | 1,274,032 | 1,215,089 | 680,605 | 1,020,764 | 861,102 | 256,216 | 282,152 | 182,983 | 1,612,544 | 592,627 | 330,826 | 223,568 |
| | 1987 | 5,976,862 | 1,164,501 | 1,110,677 | 623,710 | 842,771 | 711,310 | 227,195 | 278,186 | 179,312 | 1,461,441 | 444,024 | 297,312 | 188,879 |
| Clark | 1990 | 971,052 | 189,697 | 179,357 | 82,518 | 173,402 | 146,711 | 25,665 | 45,507 | 32,515 | 211,683 | 91,180 | 52,825 | 41,760 |
| | 1987 | 840,887 | 175,516 | 165,949 | 76,804 | 140,179 | 118,603 | 24,246 | 34,224 | 24,454 | 193,884 | 67,893 | 40,875 | 34,600 |
| Greene | 1990 | 780,127 | 155,759 | 151,618 | 76,976 | 69,959 | 57,633 | 13,522 | 19,532 | 12,225 | 261,220 | 83,206 | 35,516 | 21,117 |
| | 1987 | 669,629 | 141,671 | 137,905 | 64,885 | 52,827 | 43,520 | 13,094 | 14,736 | 9,224 | 236,255 | 61,911 | 27,568 | 17,254 |
| Miami | 1990 | 628,310 | 107,039 | 103,164 | 54,267 | 72,934 | 53,163 | 18,904 | 31,233 | 20,801 | 208,491 | 65,611 | 22,411 | 18,014 |
| | 1987 | 548,016 | 103,706 | 99,952 | 48,544 | 58,949 | 42,970 | 19,219 | 23,495 | 15,648 | 185,821 | 47,526 | 17,345 | 15,599 |
| Montgomery | 1990 | 4,398,585 | 821,537 | 780,950 | 466,844 | 704,469 | 603,595 | 198,125 | 185,880 | 117,442 | 931,150 | 352,630 | 220,074 | 142,677 |
| | 1987 | 3,918,330 | 743,608 | 706,871 | 433,477 | 590,816 | 506,217 | 170,636 | 205,731 | 129,986 | 845,481 | 266,694 | 211,524 | 121,426 |
| **HAMILTON - MIDDLETOWN** | 1990 | 1,571,044 | 353,491 | 332,433 | 159,456 | 142,035 | 119,246 | 24,191 | 64,816 | 38,005 | 438,368 | 140,620 | 78,939 | 61,610 |
| | 1987 | 1,380,233 | 321,717 | 302,552 | 145,964 | 130,151 | 109,270 | 23,420 | 48,941 | 28,697 | 396,425 | 106,056 | 61,323 | 51,335 |
| Butler | 1990 | 1,571,044 | 353,491 | 332,433 | 159,456 | 142,035 | 119,246 | 24,191 | 64,816 | 38,005 | 438,368 | 140,620 | 78,939 | 61,610 |
| | 1987 | 1,380,233 | 321,717 | 302,552 | 145,964 | 130,151 | 109,270 | 23,420 | 48,941 | 28,697 | 396,425 | 106,056 | 61,323 | 51,335 |
| **LIMA** | 1990 | 1,190,752 | 216,915 | 204,555 | 99,317 | 185,716 | 142,097 | 45,704 | 59,235 | 29,200 | 288,950 | 121,010 | 62,703 | 40,773 |
| | 1987 | 1,041,877 | 195,956 | 184,872 | 96,014 | 157,608 | 120,547 | 40,077 | 44,661 | 22,018 | 262,340 | 96,997 | 49,569 | 35,237 |
| Allen | 1990 | 939,805 | 162,412 | 151,095 | 75,633 | 173,727 | 133,671 | 40,132 | 45,500 | 21,402 | 212,620 | 88,438 | 53,177 | 31,001 |
| | 1987 | 819,205 | 145,100 | 134,989 | 73,568 | 146,746 | 112,912 | 34,756 | 34,293 | 16,131 | 195,309 | 70,254 | 41,982 | 26,894 |
| Auglaize | 1990 | 250,947 | 54,503 | 53,460 | 23,684 | 11,989 | 8,426 | 5,572 | 13,735 | 7,798 | 76,330 | 32,572 | 9,526 | 9,772 |
| | 1987 | 222,672 | 50,856 | 49,883 | 22,446 | 10,862 | 7,635 | 5,321 | 10,368 | 5,887 | 67,031 | 26,743 | 7,587 | 8,343 |
| **LORAIN - ELYRIA** | 1990 | 1,604,156 | 305,268 | 285,272 | 129,487 | 198,594 | 174,872 | 40,889 | 75,435 | 42,614 | 425,924 | 152,762 | 87,990 | 83,099 |
| | 1987 | 1,433,139 | 294,429 | 275,143 | 125,503 | 175,768 | 154,774 | 39,441 | 56,865 | 32,124 | 393,430 | 118,694 | 68,242 | 69,394 |
| Lorain | 1990 | 1,604,156 | 305,268 | 285,272 | 129,487 | 198,594 | 174,872 | 40,889 | 75,435 | 42,614 | 425,924 | 152,762 | 87,990 | 83,099 |
| | 1987 | 1,433,139 | 294,429 | 275,143 | 125,503 | 175,768 | 154,774 | 39,441 | 56,865 | 32,124 | 393,430 | 118,694 | 68,242 | 69,394 |
| **MANSFIELD** | 1990 | 962,922 | 172,704 | 160,378 | 80,611 | 167,227 | 128,244 | 30,191 | 52,431 | 22,760 | 203,925 | 110,890 | 63,548 | 21,213 |
| | 1987 | 851,593 | 156,319 | 145,162 | 77,365 | 145,261 | 111,399 | 29,136 | 39,375 | 17,093 | 198,148 | 80,645 | 49,101 | 20,495 |
| Richland | 1990 | 962,922 | 172,704 | 160,378 | 80,611 | 167,227 | 128,244 | 30,191 | 52,431 | 22,760 | 203,925 | 110,890 | 63,548 | 21,213 |
| | 1987 | 851,593 | 156,319 | 145,162 | 77,365 | 145,261 | 111,399 | 29,136 | 39,375 | 17,093 | 198,148 | 80,645 | 49,101 | 20,495 |
| **PARKERSBURG - MARIETTA** | 1990 | 1,073,448 | 210,287 | 202,756 | 85,950 | 200,429 | 154,444 | 30,904 | 46,600 | 28,095 | 245,343 | 89,288 | 54,085 | 36,374 |
| | 1987 | 981,993 | 194,166 | 187,213 | 83,247 | 173,127 | 132,996 | 31,094 | 39,513 | 23,608 | 241,861 | 75,159 | 50,634 | 32,352 |
| Washington | 1990 | 350,137 | 87,963 | 84,929 | 26,922 | 32,697 | 18,969 | 9,842 | 15,795 | 11,105 | 77,637 | 45,765 | 22,002 | 11,624 |
| | 1987 | 325,594 | 81,517 | 78,705 | 28,964 | 30,053 | 17,436 | 9,395 | 11,974 | 8,419 | 74,609 | 37,766 | 19,243 | 12,926 |
| *Wood, W. Va.* | *1990* | *723,311* | *122,324* | *117,827* | *59,028* | *167,732* | *135,475* | *21,062* | *30,805* | *16,990* | *167,706* | *43,523* | *32,083* | *24,750* |
| | *1987* | *656,399* | *112,649* | *108,508* | *54,283* | *143,074* | *115,560* | *21,699* | *27,539* | *15,189* | *167,252* | *37,393* | *31,391* | *19,426* |
| **STEUBENVILLE - WEIRTON** | 1990 | 752,041 | 174,905 | 166,315 | 60,735 | 123,197 | 95,561 | 23,273 | 28,502 | 17,131 | 136,464 | 72,250 | 34,238 | 32,954 |
| | 1987 | 690,035 | 171,142 | 162,652 | 60,069 | 104,780 | 80,722 | 23,331 | 23,147 | 13,688 | 134,355 | 57,932 | 31,443 | 29,281 |
| Jefferson | 1990 | 494,441 | 92,337 | 85,569 | 35,547 | 91,935 | 81,071 | 18,725 | 17,698 | 10,485 | 95,999 | 49,323 | 25,349 | 17,911 |
| | 1987 | 444,565 | 92,443 | 85,667 | 34,935 | 76,503 | 67,463 | 18,235 | 13,452 | 7,970 | 93,760 | 35,064 | 21,044 | 16,332 |
| *Brooke, W. Va.* | *1990* | *105,167* | *31,100* | *30,103* | *12,719* | *8,279* | *665* | *1,734* | *7,365* | *5,527* | *23,731* | *8,230* | *2,224* | *6,488* |
| | *1987* | *96,904* | *28,220* | *27,315* | *11,917* | *7,198* | *579* | *1,853* | *6,027* | *4,524* | *21,997* | *9,539* | *2,587* | *5,116* |
| *Hancock, W. Va.* | *1990* | *152,433* | *51,468* | *50,643* | *12,469* | *22,983* | *13,825* | *2,814* | *3,439* | *1,119* | *16,734* | *14,697* | *6,665* | *8,553* |
| | *1987* | *148,566* | *50,479* | *49,670* | *13,217* | *21,079* | *12,680* | *3,243* | *3,668* | *1,194* | *18,598* | *13,329* | *7,812* | *7,833* |
| **TOLEDO** | 1990 | 4,551,332 | 856,141 | 811,030 | 455,324 | 772,043 | 608,624 | 185,136 | 242,826 | 117,245 | 932,648 | 424,308 | 197,196 | 157,923 |
| | 1987 | 4,081,027 | 794,780 | 752,973 | 442,266 | 658,965 | 519,181 | 166,857 | 183,344 | 88,562 | 896,422 | 331,427 | 153,963 | 149,579 |
| Fulton | 1990 | 244,355 | 53,878 | 52,735 | 24,385 | 6,275 | 3,690 | 4,016 | 9,167 | 6,545 | 71,066 | 27,643 | 17,447 | 12,631 |
| | 1987 | 216,938 | 47,959 | 46,942 | 21,168 | 6,791 | 3,994 | 3,600 | 6,984 | 4,987 | 68,986 | 19,884 | 14,405 | 10,476 |
| Lucas | 1990 | 3,631,623 | 679,270 | 639,938 | 379,926 | 668,317 | 528,997 | 155,706 | 195,319 | 89,138 | 739,304 | 267,109 | 154,391 | 123,040 |
| | 1987 | 3,256,220 | 625,446 | 589,231 | 366,222 | 568,124 | 449,692 | 139,851 | 147,228 | 67,191 | 707,867 | 217,089 | 119,734 | 116,795 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1990
U.S. CENSUS: 1987

| METRO AREA<br>County | Year | Total Retail Sales ($000) | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **OHIO (continued)** | | | | | | | | | | | | | | |
| **TOLEDO (continued)** | | | | | | | | | | | | | | |
| Wood | 1990 | 675,354 | 122,993 | 118,357 | 51,013 | 97,451 | 75,937 | 25,414 | 38,340 | 21,562 | 122,278 | 129,556 | 25,358 | 22,252 |
| | 1987 | 607,869 | 121,375 | 116,800 | 54,876 | 84,050 | 65,495 | 23,406 | 29,132 | 16,384 | 119,569 | 94,454 | 19,824 | 22,308 |
| **YOUNGSTOWN - WARREN** | 1990 | **3,478,567** | **619,098** | **580,705** | **296,075** | **455,007** | **386,772** | **159,641** | **174,401** | **109,307** | **763,456** | **323,008** | **161,843** | **152,484** |
| | 1987 | 3,052,928 | 574,058 | 538,617 | 283,154 | 404,459 | 343,805 | 138,186 | 131,358 | 82,250 | 701,998 | 250,021 | 127,470 | 125,975 |
| Mahoning | 1990 | 1,903,637 | 368,605 | 342,867 | 169,273 | 245,548 | 208,933 | 84,874 | 111,412 | 80,468 | 422,857 | 164,630 | 84,046 | 90,866 |
| | 1987 | 1,667,641 | 333,578 | 310,286 | 154,877 | 217,728 | 185,262 | 73,661 | 83,608 | 60,387 | 383,885 | 137,296 | 64,892 | 72,522 |
| Trumbull | 1990 | 1,574,930 | 250,493 | 237,838 | 126,802 | 209,459 | 177,839 | 74,767 | 62,989 | 28,839 | 340,599 | 158,378 | 77,797 | 61,618 |
| | 1987 | 1,385,287 | 240,480 | 228,331 | 128,277 | 186,731 | 158,543 | 64,525 | 47,750 | 21,863 | 318,113 | 112,725 | 62,578 | 53,453 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Adams | 1990 | 113,868 | 21,775 | 20,468 | 3,072 | 7,821 | | 508 | 3,452 | 3,061 | 35,010 | 19,168 | 9,040 | 7,171 |
| | 1987 | 97,027 | 20,726 | 19,482 | 3,111 | 6,070 | | 543 | 2,565 | 2,275 | 32,944 | 12,631 | 7,141 | 5,960 |
| Allen | 1990 | 939,805 | 162,412 | 151,095 | 75,633 | 173,727 | 133,671 | 40,132 | 45,500 | 21,402 | 212,620 | 88,438 | 53,177 | 31,001 |
| | 1987 | 819,205 | 145,100 | 134,989 | 73,568 | 146,746 | 112,912 | 34,756 | 34,293 | 16,131 | 195,309 | 70,254 | 41,982 | 26,894 |
| Ashland | 1990 | 231,366 | 49,993 | 48,611 | 20,033 | 15,607 | 11,735 | 4,759 | 12,575 | 5,768 | 48,301 | 47,828 | 10,641 | 9,337 |
| | 1987 | 209,781 | 48,866 | 47,515 | 20,511 | 13,824 | 10,395 | 5,322 | 9,520 | 4,367 | 49,535 | 33,007 | 8,549 | 8,704 |
| Ashtabula | 1990 | 555,309 | 106,829 | 98,716 | 41,578 | 68,399 | 48,633 | 11,812 | 24,990 | 9,377 | 130,169 | 102,235 | 27,772 | 19,097 |
| | 1987 | 506,567 | 110,775 | 102,362 | 41,096 | 61,155 | 43,483 | 12,444 | 18,954 | 7,1[illegible]3 | 129,048 | 72,249 | 21,892 | 16,695 |
| Athens | 1990 | 274,625 | 64,461 | 62,558 | 30,585 | 21,341 | 9,555 | 7,088 | 10,172 | 4,026 | 51,166 | 29,612 | 14,434 | 12,816 |
| | 1987 | 241,603 | 60,527 | 58,740 | 28,680 | 18,557 | 8,309 | 6,524 | 7,699 | 3,048 | 46,908 | 21,067 | 11,242 | 10,476 |
| Auglaize | 1990 | 250,947 | 54,503 | 53,460 | 23,684 | 11,989 | 8,426 | 5,572 | 13,735 | 7,798 | 76,330 | 32,572 | 9,526 | 9,772 |
| | 1987 | 222,672 | 50,856 | 49,883 | 22,446 | 10,862 | 7,635 | 5,321 | 10,368 | 5,887 | 67,031 | 26,743 | 7,587 | 8,343 |
| ☐ Belmont | 1990 | 492,759 | 105,264 | 102,484 | 38,572 | 112,951 | 96,532 | 24,464 | 25,214 | 12,304 | 71,579 | 52,549 | 16,612 | 18,125 |
| | 1987 | 458,445 | 106,803 | 103,982 | 38,079 | 102,375 | 87,494 | 23,667 | 19,086 | 9,314 | 69,431 | 40,070 | 14,030 | 16,846 |
| Brown | 1990 | 96,027 | 29,084 | 27,831 | 10,253 | 9,310 | 5,062 | 778 | 1,972 | 1,112 | 17,055 | 16,332 | 3,538 | 3,843 |
| | 1987 | 87,028 | 27,862 | 26,662 | 10,117 | 6,938 | 3,773 | 827 | 1,506 | 850 | 16,159 | 11,985 | 3,188 | 3,309 |
| Butler | 1990 | 1,571,044 | 353,491 | 332,433 | 159,456 | 142,035 | 119,246 | 24,191 | 64,816 | 38,005 | 438,368 | 140,620 | 78,939 | 61,610 |
| | 1987 | 1,380,253 | 321,717 | 302,552 | 145,964 | 130,151 | 109,270 | 23,420 | 48,941 | 28,697 | 396,425 | 106,056 | 61,323 | 51,335 |
| Carroll | 1990 | 109,288 | 21,056 | 20,175 | 5,268 | 17,937 | 16,129 | 2,1[illegible] | 2,051 | 1,436 | 35,723 | 10,524 | 8,211 | 2,831 |
| | 1987 | 95,907 | 19,292 | 18,485 | 5,187 | 13,924 | 12,521 | 2,092 | 1,553 | 1,088 | 34,559 | 7,518 | 6,397 | 2,105 |
| Champaign | 1990 | 158,392 | 40,063 | 39,047 | 13,852 | 9,167 | 5,430 | 2,268 | 3,852 | 1,799 | 46,779 | 18,036 | 5,912 | 8,908 |
| | 1987 | 136,429 | 38,469 | 37,493 | 11,611 | 7,256 | 4,299 | 2,481 | 2,938 | 1,373 | 38,986 | 13,931 | 5,278 | 7,147 |
| Clark | 1990 | 971,052 | 189,697 | 179,357 | 82,518 | 173,402 | 146,711 | 25,665 | 45,507 | 32,515 | 211,683 | 91,180 | 52,825 | 41,760 |
| | 1987 | 840,887 | 175,516 | 165,949 | 76,804 | 140,179 | 118,603 | 24,246 | 34,224 | 24,454 | 193,884 | 67,893 | 40,875 | 34,600 |
| Clermont | 1990 | 890,670 | 247,815 | 240,508 | 69,708 | 78,392 | 72,365 | 31,254 | 46,001 | 32,887 | 163,415 | 50,121 | 77,935 | 26,206 |
| | 1987 | 770,353 | 207,616 | 201,494 | 61,750 | 80,638 | 74,439 | 25,325 | 34,353 | 24,560 | 158,254 | 42,484 | 59,880 | 22,458 |
| Clinton | 1990 | 240,293 | 67,244 | 63,282 | 17,019 | 13,873 | 11,260 | 4,974 | 5,432 | 2,649 | 52,477 | 38,797 | 17,225 | 9,257 |
| | 1987 | 205,885 | 59,189 | 55,702 | 15,778 | 10,838 | 8,797 | 4,824 | 4,064 | 1,982 | 51,343 | 26,419 | 13,263 | 7,478 |
| Columbiana | 1990 | 539,329 | 139,872 | 134,070 | 45,106 | 46,152 | 37,434 | 12,105 | 18,927 | 13,316 | 122,777 | 67,794 | 28,761 | 22,843 |
| | 1987 | 492,247 | 130,579 | 125,162 | 43,627 | 42,220 | 34,246 | 12,245 | 14,425 | 10,149 | 123,338 | 49,258 | 25,936 | 19,955 |
| Coshocton | 1990 | 153,314 | 50,398 | 48,334 | 11,679 | 11,136 | 8,145 | 7,282 | 6,006 | 2,928 | 21,480 | 11,145 | 13,938 | 5,243 |
| | 1987 | 137,357 | 44,052 | 42,248 | 12,022 | 10,696 | 7,824 | 6,477 | 4,532 | 2,210 | 20,126 | 9,441 | 11,375 | 4,966 |
| Crawford | 1990 | 242,874 | 46,703 | 43,033 | 21,435 | 16,634 | 9,005 | 6,197 | 9,085 | 3,924 | 62,705 | 24,833 | 17,292 | 13,780 |
| | 1987 | 213,281 | 46,770 | 43,095 | 20,462 | 14,373 | 7,782 | 5,926 | 6,833 | 2,952 | 53,621 | 18,423 | 13,382 | 11,764 |
| Cuyahoga | 1990 | 10,102,077 | 1,877,733 | 1,708,022 | 1,106,602 | 1,355,386 | 1,125,928 | 611,317 | 508,165 | 295,159 | 1,917,779 | 775,839 | 388,152 | 516,691 |
| | 1987 | 9,051,343 | 1,744,408 | 1,586,746 | 1,005,958 | 1,178,253 | 978,783 | 528,508 | 511,334 | 297,000 | 1,775,700 | 592,097 | 375,401 | 452,410 |
| Darke | 1990 | 347,368 | 72,578 | 70,839 | 23,352 | 21,664 | 13,473 | 9,273 | 12,916 | 4,972 | 95,419 | 44,446 | 38,020 | 6,358 |
| | 1987 | 300,985 | 63,951 | 62,419 | 22,446 | 19,182 | 11,930 | 9,186 | 9,688 | 3,730 | 91,300 | 30,242 | 29,342 | 6,400 |
| Defiance | 1990 | 265,345 | 65,663 | 60,430 | 20,878 | 34,863 | 11,653 | 9,037 | 13,558 | 4,336 | 61,056 | 19,298 | 17,584 | 8,721 |
| | 1987 | 231,090 | 57,258 | 52,695 | 18,879 | 27,428 | 9,169 | 7,745 | 10,135 | 3,242 | 55,967 | 17,396 | 13,524 | 7,428 |
| Delaware | 1990 | 307,912 | 56,104 | 54,162 | 36,437 | 13,518 | 5,786 | 6,611 | 7,343 | 5,032 | 77,125 | 50,307 | 26,398 | 8,528 |
| | 1987 | 271,744 | 53,564 | 51,710 | 32,850 | 11,535 | 4,938 | 6,246 | 5,539 | 3,796 | 74,012 | 36,709 | 20,488 | 8,214 |
| Erie | 1990 | 584,711 | 92,209 | 88,065 | 63,588 | 127,034 | 101,405 | 23,450 | 28,946 | 13,792 | 112,422 | 50,514 | 28,099 | 22,103 |
| | 1987 | 522,563 | 86,882 | 82,977 | 61,181 | 105,778 | 84,438 | 22,388 | 21,900 | 10,436 | 109,818 | 39,892 | 22,497 | 18,691 |
| Fairfield | 1990 | 504,505 | 117,817 | 113,297 | 42,835 | 54,623 | 37,788 | 25,356 | 21,702 | 14,074 | 97,382 | 62,136 | 30,834 | 15,723 |
| | 1987 | 441,781 | 107,973 | 103,831 | 42,092 | 45,305 | 31,343 | 21,644 | 16,404 | 10,639 | 93,771 | 44,356 | 23,980 | 14,339 |
| Fayette | 1990 | 185,522 | 37,702 | 36,922 | 18,112 | 14,693 | 8,557 | 5,972 | 3,701 | 2,274 | 40,938 | 39,085 | 8,495 | 5,551 |
| | 1987 | 162,983 | 35,936 | 35,193 | 16,601 | 12,420 | 7,234 | 6,133 | 2,826 | 1,737 | 36,535 | 30,799 | 6,923 | 5,191 |
| Franklin | 1990 | 8,442,967 | 1,293,243 | 1,224,089 | 898,602 | 1,174,822 | 977,077 | 434,348 | 422,900 | 231,745 | 2,033,784 | 555,835 | 363,191 | 280,315 |
| | 1987 | 7,239,910 | 1,185,657 | 1,122,256 | 800,578 | 972,734 | 809,004 | 340,145 | 410,920 | 225,181 | 1,754,864 | 430,693 | 338,637 | 227,486 |
| Fulton | 1990 | 244,355 | 53,878 | 52,735 | 24,385 | 6,275 | 3,690 | 4,016 | 9,167 | 6,545 | 71,066 | 27,643 | 17,447 | 12,631 |
| | 1987 | 216,938 | 47,959 | 46,942 | 21,168 | 6,791 | 3,994 | 3,600 | 6,984 | 4,987 | 68,986 | 19,884 | 14,405 | 10,476 |
| Gallia | 1990 | 199,128 | 47,748 | 46,362 | 15,502 | 24,026 | 19,646 | 6,195 | 8,259 | 5,676 | 50,414 | 16,618 | 11,968 | 6,521 |
| | 1987 | 175,236 | 41,796 | 40,583 | 15,121 | 19,053 | 15,580 | 6,339 | 6,265 | 4,306 | 45,986 | 14,160 | 9,339 | 6,206 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1990<br>U.S. CENSUS: 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **OHIO (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Geauga | 1990 | 356,131 | 79,429 | 70,644 | 33,015 | 22,379 | 9,290 | 2,628 | 10,734 | 7,650 | 78,874 | 34,760 | 42,483 | 16,822 |
| | 1987 | 314,269 | 75,770 | 67,390 | 29,834 | 18,844 | 7,823 | 2,956 | 8,057 | 5,743 | 72,801 | 25,585 | 32,843 | 14,736 |
| Greene | 1990 | 780,127 | 155,759 | 151,618 | 76,976 | 69,959 | 57,633 | 13,522 | 19,532 | 12,225 | 261,220 | 83,206 | 35,516 | 21,117 |
| | 1987 | 669,629 | 141,671 | 137,905 | 64,885 | 52,827 | 43,520 | 13,094 | 14,736 | 9,224 | 236,255 | 61,911 | 27,568 | 17,254 |
| Guernsey | 1990 | 223,634 | 46,281 | 41,828 | 23,982 | 23,374 | 15,687 | 5,409 | 7,819 | 5,032 | 39,825 | 43,146 | 13,613 | 6,711 |
| | 1987 | 201,733 | 45,040 | 40,706 | 24,527 | 22,329 | 14,987 | 6,052 | 5,949 | 3,829 | 37,467 | 30,908 | 10,908 | 5,917 |
| Hamilton | 1990 | 7,115,023 | 1,386,184 | 1,267,901 | 843,081 | 1,059,285 | 982,304 | 385,058 | 348,074 | 197,211 | 1,368,888 | 471,363 | 315,921 | 274,042 |
| | 1987 | 6,287,764 | 1,223,102 | 1,118,735 | 762,805 | 916,448 | 849,848 | 317,871 | 345,057 | 195,502 | 1,281,226 | 362,474 | 312,649 | 226,688 |
| Hancock | 1990 | 535,689 | 56,811 | 54,630 | 51,452 | 121,013 | 107,520 | 10,889 | 23,424 | 13,351 | 152,368 | 46,382 | 37,957 | 13,979 |
| | 1987 | 467,398 | 62,794 | 60,383 | 48,475 | 89,990 | 79,957 | 10,478 | 17,630 | 10,049 | 139,358 | 34,331 | 29,394 | 12,589 |
| Hardin | 1990 | 131,914 | 43,311 | 41,586 | 10,432 | 7,901 | 2,049 | 2,651 | 3,289 | 2,227 | 26,487 | 14,669 | 8,420 | 9,319 |
| | 1987 | 118,213 | 40,463 | 38,851 | 10,379 | 7,045 | 1,828 | 2,755 | 2,500 | 1,693 | 24,153 | 10,675 | 6,585 | 8,013 |
| Harrison | 1990 | 44,898 | 14,544 | 13,856 | 1,628 | 473 | | 180 | 515 | | 14,131 | 6,502 | 1,673 | 3,726 |
| | 1987 | 43,155 | 14,370 | 13,690 | 1,863 | 501 | | 239 | 816 | | 14,172 | 4,795 | 1,835 | 3,086 |
| Henry | 1990 | 138,741 | 31,040 | 30,640 | 8,284 | 6,997 | | 2,185 | 5,322 | 3,317 | 42,308 | 17,471 | 7,932 | 8,164 |
| | 1987 | 125,362 | 28,508 | 28,141 | 8,416 | 6,129 | | 2,044 | 4,042 | 2,520 | 39,234 | 12,891 | 7,042 | 5,562 |
| Highland | 1990 | 170,995 | 43,384 | 42,704 | 16,172 | 13,803 | 6,109 | 3,153 | 4,124 | 2,407 | 26,632 | 15,474 | 20,826 | 9,549 |
| | 1987 | 146,642 | 39,631 | 39,010 | 14,661 | 10,765 | 4,765 | 3,171 | 3,070 | 1,793 | 25,623 | 10,879 | 15,950 | 8,746 |
| Hocking | 1990 | 121,581 | 22,469 | 22,125 | 9,770 | 11,186 | 5,584 | 2,161 | 2,337 | 1,391 | 26,075 | 19,158 | 6,747 | 7,635 |
| | 1987 | 108,443 | 21,707 | 21,375 | 8,870 | 9,936 | 4,961 | 2,851 | 2,248 | 1,339 | 24,933 | 13,032 | 5,285 | 6,085 |
| Holmes | 1990 | 135,607 | 22,860 | 18,410 | 16,705 | 7,818 | 3,784 | 788 | 4,181 | 2,356 | 23,682 | 8,622 | 41,936 | 2,348 |
| | 1987 | 115,280 | 21,911 | 17,646 | 14,220 | 5,734 | 2,776 | 821 | 4,271 | 2,408 | 21,354 | 7,010 | 31,957 | 1,947 |
| Huron | 1990 | 370,010 | 81,661 | 78,349 | 23,486 | 23,144 | 12,017 | 4,888 | 27,463 | 19,222 | 118,588 | 38,498 | 23,191 | 14,190 |
| | 1987 | 315,897 | 73,414 | 70,436 | 23,662 | 20,802 | 10,802 | 4,931 | 20,389 | 14,271 | 101,380 | 26,071 | 17,845 | 12,677 |
| Jackson | 1990 | 151,519 | 45,952 | 44,932 | 10,196 | 14,566 | 6,992 | 2,934 | 3,215 | 2,059 | 30,583 | 12,629 | 6,493 | 15,088 |
| | 1987 | 135,587 | 39,560 | 38,682 | 10,014 | 13,074 | 6,276 | 2,581 | 2,454 | 1,572 | 28,771 | 11,664 | 5,151 | 12,735 |
| Jefferson | 1990 | 494,441 | 92,337 | 85,569 | 35,547 | 91,935 | 81,071 | 18,725 | 17,698 | 10,485 | 95,999 | 49,323 | 25,349 | 17,911 |
| | 1987 | 444,565 | 92,443 | 85,667 | 34,935 | 76,503 | 67,463 | 18,235 | 13,452 | 7,970 | 93,760 | 35,064 | 21,044 | 16,332 |
| Knox | 1990 | 216,673 | 49,494 | 48,780 | 24,563 | 26,105 | 13,086 | 5,971 | 7,489 | 3,355 | 52,826 | 24,915 | 7,317 | 7,106 |
| | 1987 | 197,773 | 48,252 | 47,556 | 22,718 | 22,236 | 11,147 | 6,307 | 5,704 | 2,556 | 50,443 | 17,758 | 6,352 | 7,056 |
| Lake | 1990 | 1,844,697 | 346,649 | 330,185 | 142,378 | 313,940 | 252,094 | 72,165 | 94,708 | 60,300 | 488,965 | 128,815 | 78,457 | 77,734 |
| | 1987 | 1,605,030 | 309,985 | 295,262 | 134,503 | 262,845 | 211,065 | 60,853 | 71,380 | 45,448 | 440,969 | 100,626 | 63,323 | 62,415 |
| ☐ Lawrence | 1990 | 243,027 | 69,758 | 68,798 | 17,998 | 20,020 | 14,900 | 3,788 | 11,916 | 7,881 | 48,978 | 33,509 | 12,269 | 2,574 |
| | 1987 | 215,590 | 63,348 | 62,476 | 17,567 | 17,105 | 12,731 | 5,067 | 9,036 | 5,977 | 44,698 | 26,736 | 9,572 | 11,665 |
| Licking | 1990 | 788,594 | 126,570 | 120,323 | 68,416 | 137,228 | 120,398 | 25,724 | 27,928 | 17,768 | 176,783 | 102,567 | 51,662 | 23,080 |
| | 1987 | 676,008 | 122,417 | 116,375 | 64,407 | 103,097 | 90,454 | 25,501 | 29,846 | 18,989 | 157,097 | 72,777 | 40,184 | 20,240 |
| Logan | 1990 | 215,601 | 54,345 | 51,905 | 28,673 | 12,124 | 6,970 | 11,020 | 6,050 | 3,548 | 38,751 | 19,443 | 16,387 | 10,118 |
| | 1987 | 183,842 | 46,460 | 44,374 | 23,800 | 10,239 | 5,887 | 9,385 | 4,559 | 2,674 | 37,508 | 14,017 | 12,704 | 8,743 |
| Lorain | 1990 | 1,604,156 | 303,268 | 285,272 | 129,487 | 198,594 | 174,872 | 40,889 | 75,435 | 42,614 | 425,924 | 152,762 | 87,990 | 83,099 |
| | 1987 | 1,433,139 | 294,429 | 275,143 | 125,503 | 175,768 | 154,774 | 39,441 | 56,865 | 32,124 | 393,430 | 118,694 | 68,242 | 69,394 |
| Lucas | 1990 | 3,631,623 | 679,270 | 639,938 | 379,926 | 668,317 | 528,997 | 155,706 | 195,319 | 89,138 | 739,304 | 267,109 | 154,391 | 123,040 |
| | 1987 | 3,256,220 | 625,446 | 589,231 | 366,222 | 568,124 | 449,692 | 139,851 | 147,228 | 67,191 | 707,867 | 217,089 | 119,734 | 116,795 |
| Madison | 1990 | 191,156 | 35,385 | 35,080 | 18,154 | 3,153 | 2,074 | 952 | 5,687 | 5,485 | 48,004 | 52,095 | 15,060 | 6,938 |
| | 1987 | 165,189 | 34,445 | 34,148 | 16,409 | 4,468 | 2,941 | 1,096 | 4,270 | 4,119 | 44,603 | 35,660 | 11,632 | 6,165 |
| Mahoning | 1990 | 1,903,637 | 368,605 | 342,867 | 169,273 | 245,548 | 208,933 | 84,874 | 111,412 | 80,468 | 422,857 | 164,630 | 84,046 | 90,866 |
| | 1987 | 1,667,641 | 333,578 | 310,286 | 154,877 | 217,728 | 185,262 | 73,661 | 83,608 | 60,387 | 383,885 | 137,296 | 64,892 | 72,522 |
| Marion | 1990 | 409,744 | 75,779 | 72,384 | 38,174 | 76,426 | 68,577 | 13,834 | 15,603 | 11,215 | 82,794 | 43,484 | 19,916 | 12,674 |
| | 1987 | 373,806 | 73,956 | 70,643 | 36,504 | 66,676 | 59,829 | 13,900 | 14,072 | 8,484 | 82,234 | 30,482 | 16,781 | 11,880 |
| Medina | 1990 | 770,757 | 205,742 | 192,343 | 46,856 | 56,276 | 32,875 | 14,664 | 23,581 | 12,600 | 202,316 | 91,965 | 58,598 | 28,088 |
| | 1987 | 661,577 | 178,459 | 166,837 | 45,159 | 46,983 | 27,447 | 13,600 | 17,722 | 9,470 | 177,577 | 75,437 | 45,307 | 25,693 |
| Meigs | 1990 | 87,101 | 23,896 | 22,805 | 5,503 | 6,930 | 3,124 | 1,631 | 5,461 | 5,223 | 17,557 | 10,372 | 6,431 | 6,387 |
| | 1987 | 78,008 | 22,589 | 21,558 | 5,284 | 5,642 | 2,544 | 1,532 | 4,313 | 4,126 | 17,007 | 7,041 | 5,659 | 5,429 |
| Mercer | 1990 | 225,728 | 46,518 | 44,267 | 19,906 | 25,996 | 17,483 | 3,562 | 11,937 | 6,872 | 45,177 | 23,613 | 24,124 | 5,790 |
| | 1987 | 190,571 | 40,602 | 38,637 | 18,857 | 21,083 | 14,180 | 4,154 | 8,883 | 5,114 | 41,218 | 16,583 | 18,468 | 5,305 |
| Miami | 1990 | 628,310 | 107,039 | 103,164 | 54,267 | 72,934 | 53,163 | 18,904 | 31,233 | 20,801 | 208,491 | 65,611 | 22,411 | 18,014 |
| | 1987 | 548,016 | 103,706 | 99,952 | 48,544 | 58,949 | 42,970 | 19,219 | 23,495 | 15,648 | 185,821 | 47,526 | 17,345 | 15,599 |
| Monroe | 1990 | 47,444 | 15,421 | 14,591 | 2,599 | 415 | | 521 | 1,740 | 712 | 11,432 | 7,644 | 3,255 | 1,497 |
| | 1987 | 45,097 | 16,249 | 15,374 | 2,584 | 439 | | 569 | 1,314 | 538 | 11,571 | 5,294 | 2,599 | 1,676 |
| Montgomery | 1990 | 4,398,585 | 821,537 | 780,950 | 466,844 | 704,469 | 603,595 | 198,125 | 185,880 | 117,442 | 931,150 | 352,630 | 220,074 | 142,677 |
| | 1987 | 3,918,330 | 743,608 | 706,871 | 433,477 | 590,816 | 506,217 | 170,636 | 205,731 | 129,986 | 845,481 | 266,694 | 211,524 | 121,426 |
| Morgan | 1990 | 31,026 | 5,548 | 5,201 | 2,324 | 1,084 | | 349 | 963 | | 6,264 | 6,033 | 2,365 | 2,974 |
| | 1987 | 29,385 | 6,440 | 6,037 | 2,453 | 1,101 | | 438 | 1,185 | | 6,416 | 4,192 | 1,908 | 2,505 |
| Morrow | 1990 | 94,234 | 22,064 | 21,942 | 2,276 | 6,259 | 4,764 | 210 | 765 | 366 | 20,930 | 32,036 | 2,216 | 2,085 |
| | 1987 | 79,961 | 20,203 | 20,091 | 3,413 | 4,908 | 3,736 | 239 | 677 | 325 | 20,028 | 21,829 | 1,759 | 2,172 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1990<br>U.S. CENSUS: 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **OHIO (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Muskingum | 1990 | 577,575 | 114,139 | 110,474 | 55,726 | 76,832 | 62,143 | 24,329 | 52,191 | 32,350 | 114,232 | 51,097 | 44,675 | 15,278 |
| | 1987 | 501,013 | 105,306 | 101,925 | 50,210 | 65,687 | 53,130 | 20,274 | 38,303 | 23,742 | 105,802 | 37,165 | 35,213 | 14,186 |
| Noble | 1990 | 39,626 | 10,742 | 10,075 | 1,757 | 408 | | 249 | 1,426 | 193 | 12,328 | 6,723 | 2,392 | 2,277 |
| | 1987 | 36,221 | 10,183 | 9,551 | 1,770 | 393 | | 298 | 1,085 | 147 | 12,446 | 4,607 | 2,371 | 1,814 |
| Ottawa | 1990 | 238,071 | 64,558 | 61,798 | 31,231 | 8,987 | 5,477 | 3,063 | 6,603 | 4,073 | 65,169 | 21,688 | 15,527 | 8,525 |
| | 1987 | 213,804 | 55,476 | 53,104 | 30,573 | 7,325 | 4,465 | 2,602 | 4,992 | 3,080 | 59,723 | 21,107 | 12,074 | 7,029 |
| Paulding | 1990 | 54,514 | 17,976 | 17,126 | 5,637 | 1,612 | | 704 | 3,013 | 3,013 | 13,129 | 3,242 | 3,946 | 2,909 |
| | 1987 | 50,401 | 15,990 | 15,234 | 5,214 | 1,093 | | 645 | 2,320 | 2,320 | 13,298 | 3,756 | 3,317 | 2,682 |
| Perry | 1990 | 90,555 | 23,955 | 22,854 | 7,288 | 1,892 | | 922 | 1,357 | 601 | 27,593 | 10,620 | 6,761 | 4,534 |
| | 1987 | 80,983 | 22,798 | 21,750 | 6,798 | 2,170 | | 911 | 1,409 | 625 | 25,229 | 7,579 | 5,264 | 3,640 |
| Pickaway | 1990 | 193,268 | 43,460 | 41,325 | 20,135 | 17,057 | 5,429 | 4,545 | 6,110 | 3,954 | 34,310 | 18,631 | 27,216 | 9,726 |
| | 1987 | 173,273 | 41,163 | 39,141 | 18,955 | 13,394 | 4,264 | 4,355 | 4,582 | 2,966 | 33,430 | 17,634 | 21,217 | 8,170 |
| Pike | 1990 | 102,690 | 30,017 | 28,071 | 7,754 | 8,070 | 5,934 | 1,021 | 2,301 | 1,248 | 17,566 | 16,258 | 8,737 | 7,154 |
| | 1987 | 94,944 | 28,212 | 26,383 | 7,811 | 6,693 | 4,922 | 1,550 | 1,746 | 948 | 17,727 | 12,592 | 7,788 | 6,478 |
| Portage | 1990 | 712,018 | 144,667 | 138,222 | 60,827 | 55,239 | 43,599 | 3,732 | 13,887 | 8,495 | 250,591 | 76,943 | 48,197 | 18,752 |
| | 1987 | 637,232 | 137,944 | 131,798 | 60,855 | 46,787 | 36,929 | 4,516 | 10,568 | 6,465 | 221,540 | 60,225 | 40,424 | 16,863 |
| Preble | 1990 | 146,863 | 34,347 | 33,328 | 10,728 | 5,891 | | 2,951 | 4,337 | 3,356 | 21,452 | 41,923 | 9,171 | 6,317 |
| | 1987 | 129,730 | 33,852 | 32,848 | 11,875 | 4,546 | | 2,537 | 3,271 | 2,532 | 21,149 | 28,721 | 9,267 | 5,531 |
| Putnam | 1990 | 160,935 | 25,403 | 24,324 | 13,299 | 10,129 | 5,503 | 2,466 | 4,992 | 2,442 | 49,884 | 17,908 | 17,020 | 7,860 |
| | 1987 | 142,351 | 27,240 | 26,083 | 12,996 | 7,001 | 3,804 | 2,303 | 3,774 | 1,847 | 45,983 | 12,209 | 13,447 | 7,191 |
| Richland | 1990 | 962,922 | 172,704 | 160,378 | 80,611 | 167,227 | 128,244 | 30,191 | 52,431 | 22,760 | 203,925 | 110,890 | 63,548 | 21,213 |
| | 1987 | 851,593 | 156,319 | 145,162 | 77,365 | 145,261 | 111,399 | 29,136 | 39,375 | 17,093 | 198,148 | 80,645 | 49,101 | 20,495 |
| Ross | 1990 | 375,531 | 74,430 | 71,155 | 31,835 | 82,351 | 77,571 | 7,387 | 35,009 | 10,766 | 68,160 | 32,241 | 14,929 | 11,364 |
| | 1987 | 337,874 | 71,397 | 68,255 | 31,229 | 66,975 | 63,088 | 8,409 | 25,905 | 7,967 | 61,269 | 26,350 | 16,508 | 10,672 |
| Sandusky | 1990 | 341,493 | 78,925 | 73,070 | 26,165 | 21,906 | 11,970 | 10,177 | 13,535 | 6,208 | 82,172 | 49,153 | 20,142 | 16,533 |
| | 1987 | 302,624 | 73,717 | 68,248 | 25,226 | 18,947 | 10,354 | 9,231 | 10,272 | 4,712 | 78,939 | 35,078 | 16,109 | 14,167 |
| Scioto | 1990 | 448,576 | 102,759 | 97,644 | 50,982 | 45,874 | 29,759 | 14,356 | 22,425 | 14,285 | 104,687 | 39,888 | 27,931 | 17,763 |
| | 1987 | 408,716 | 94,180 | 89,492 | 47,157 | 45,849 | 29,744 | 14,012 | 16,961 | 10,805 | 100,064 | 31,024 | 21,735 | 14,919 |
| Seneca | 1990 | 316,659 | 65,842 | 63,145 | 25,212 | 29,292 | 19,596 | 13,993 | 16,857 | 8,419 | 71,072 | 26,358 | 26,642 | 11,544 |
| | 1987 | 285,495 | 62,856 | 60,281 | 23,960 | 25,286 | 16,917 | 13,005 | 12,665 | 6,326 | 63,343 | 23,930 | 21,398 | 10,571 |
| Shelby | 1990 | 193,703 | 40,879 | 39,127 | 24,814 | 6,657 | 4,250 | 6,368 | 8,762 | 5,998 | 35,931 | 38,194 | 11,549 | 9,871 |
| | 1987 | 170,308 | 40,867 | 39,116 | 23,051 | 6,774 | 4,326 | 5,762 | 6,564 | 4,494 | 34,450 | 26,052 | 9,010 | 8,467 |
| Stark | 1990 | 2,514,352 | 540,900 | 510,477 | 233,837 | 357,451 | 304,720 | 101,323 | 125,849 | 59,634 | 514,008 | 207,540 | 129,939 | 76,039 |
| | 1987 | 2,267,125 | 505,126 | 476,715 | 227,666 | 302,825 | 258,153 | 99,539 | 95,115 | 45,071 | 499,514 | 166,110 | 105,056 | 70,579 |
| Summit | 1990 | 3,623,135 | 748,985 | 707,642 | 393,907 | 510,721 | 429,304 | 163,073 | 229,149 | 108,589 | 618,067 | 320,550 | 252,750 | 115,064 |
| | 1987 | 3,267,420 | 706,919 | 667,898 | 377,134 | 450,248 | 378,472 | 144,322 | 172,112 | 81,561 | 612,997 | 248,238 | 200,482 | 104,859 |
| Trumbull | 1990 | 1,574,930 | 250,493 | 237,838 | 126,802 | 209,459 | 177,839 | 74,767 | 62,989 | 28,839 | 340,599 | 158,378 | 77,797 | 61,618 |
| | 1987 | 1,385,287 | 240,480 | 228,331 | 128,277 | 186,731 | 158,543 | 64,525 | 47,750 | 21,863 | 318,113 | 112,725 | 62,578 | 53,453 |
| Tuscarawas | 1990 | 555,632 | 125,595 | 118,000 | 41,309 | 62,727 | 44,269 | 11,857 | 37,604 | 27,993 | 109,799 | 59,445 | 44,777 | 24,611 |
| | 1987 | 485,026 | 111,243 | 104,516 | 40,027 | 52,283 | 36,899 | 12,525 | 28,107 | 20,924 | 107,556 | 43,321 | 34,434 | 20,665 |
| Union | 1990 | 139,019 | 27,968 | 27,852 | 10,217 | 11,943 | 7,072 | 3,816 | 2,706 | 1,023 | 38,850 | 11,712 | 10,614 | 4,524 |
| | 1987 | 121,906 | 26,793 | 26,682 | 9,764 | 11,524 | 6,825 | 3,667 | 2,047 | 774 | 33,179 | 9,938 | 8,263 | 3,840 |
| Van Wert | 1990 | 150,444 | 32,600 | 31,224 | 12,211 | 9,645 | 4,891 | 4,977 | 3,459 | 1,953 | 35,940 | 9,925 | 9,513 | 8,101 |
| | 1987 | 134,085 | 31,076 | 29,764 | 11,557 | 7,923 | 4,019 | 4,376 | 2,622 | 1,481 | 36,398 | 6,792 | 7,418 | 6,814 |
| Vinton | 1990 | 24,334 | 9,107 | 8,688 | 1,210 | 114 | | 111 | 480 | 334 | 2,702 | 3,308 | 4,824 | 585 |
| | 1987 | 21,915 | 8,090 | 7,718 | 1,293 | 202 | | 119 | 589 | 411 | 2,919 | 2,263 | 4,078 | 633 |
| Warren | 1990 | 646,797 | 163,821 | 158,840 | 61,939 | 110,287 | 95,233 | 23,246 | 29,534 | 23,628 | 65,676 | 73,383 | 51,746 | 15,562 |
| | 1987 | 539,377 | 143,579 | 139,213 | 59,368 | 82,329 | 71,092 | 18,201 | 22,010 | 17,609 | 62,571 | 55,073 | 39,676 | 15,594 |
| Washington | 1990 | 350,137 | 87,963 | 84,929 | 26,922 | 32,697 | 18,969 | 9,842 | 15,795 | 11,105 | 77,637 | 45,765 | 22,002 | 11,624 |
| | 1987 | 325,594 | 81,517 | 78,705 | 28,964 | 30,053 | 17,436 | 9,395 | 11,974 | 8,419 | 74,609 | 37,766 | 19,243 | 12,926 |
| Wayne | 1990 | 568,730 | 133,559 | 125,194 | 42,361 | 41,901 | 26,950 | 8,862 | 29,294 | 19,460 | 166,271 | 45,101 | 50,992 | 14,593 |
| | 1987 | 505,964 | 121,179 | 113,589 | 39,521 | 38,792 | 24,951 | 8,549 | 21,976 | 14,599 | 155,140 | 36,753 | 40,889 | 12,776 |
| Williams | 1990 | 204,106 | 45,815 | 45,200 | 20,333 | 9,310 | 7,420 | 7,081 | 5,956 | 4,497 | 29,742 | 30,427 | 21,692 | 11,001 |
| | 1987 | 182,031 | 41,918 | 41,355 | 19,666 | 9,750 | 7,771 | 6,752 | 4,472 | 3,377 | 30,510 | 23,318 | 16,755 | 9,127 |
| Wood | 1990 | 675,354 | 122,993 | 118,357 | 51,013 | 97,451 | 75,937 | 25,414 | 38,340 | 21,562 | 122,278 | 129,556 | 25,358 | 22,252 |
| | 1987 | 607,869 | 121,375 | 116,800 | 54,876 | 84,050 | 65,495 | 23,406 | 29,132 | 16,384 | 119,569 | 94,454 | 19,824 | 22,308 |
| Wyandot | 1990 | 106,762 | 22,749 | 20,758 | 10,090 | 8,324 | 5,930 | 2,211 | 3,117 | 1,447 | 26,842 | 14,971 | 7,874 | 6,321 |
| | 1987 | 96,403 | 21,644 | 19,750 | 9,715 | 6,660 | 4,745 | 2,194 | 2,622 | 1,218 | 25,587 | 11,526 | 6,874 | 5,081 |
| **TOTAL METRO COUNTIES** | **1990** | **60,969,577** | **11,616,499** | **10,892,329** | **6,112,128** | **8,548,626** | **7,151,894** | **2,710,783** | **2,948,028** | **1,670,559** | **13,170,548** | **5,141,457** | **3,036,641** | **2,317,569** |
| | 1987 | 53,849,061 | 10,670,083 | 10,005,542 | 5,668,795 | 7,303,200 | 6,111,751 | 2,341,113 | 2,599,147 | 1,477,717 | 12,121,366 | 3,951,134 | 2,616,708 | 2,001,517 |
| **TOTAL STATE** | **1990** | **73,205,986** | **14,303,596** | **13,453,087** | **7,184,239** | **9,807,882** | **8,038,296** | **3,017,902** | **3,499,286** | **1,980,858** | **15,949,797** | **6,595,759** | **3,889,253** | **2,803,599** |
| | 1987 | 64,705,164 | 13,183,094 | 12,400,022 | 6,690,387 | 8,371,966 | 6,861,820 | 2,639,018 | 3,016,730 | 1,712,333 | 14,743,382 | 5,025,629 | 3,301,710 | 2,426,453 |

1991 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1990<br>U.S. CENSUS: 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **OKLAHOMA** | | | | | | | | | | | | | | |
| **ENID** | **1990** | **402,420** | **80,599** | **77,436** | **32,988** | **78,578** | **59,854** | **23,507** | **14,050** | **5,118** | **87,693** | **26,820** | **12,124** | **15,266** |
| | 1987 | 351,838 | 70,177 | 67,423 | 32,354 | 60,255 | 45,898 | 21,833 | 14,234 | 5,186 | 77,999 | 23,703 | 13,977 | 13,190 |
| Garfield | 1990 | 402,420 | 80,599 | 77,436 | 32,988 | 78,578 | 59,854 | 23,507 | 14,050 | 5,118 | 87,693 | 26,820 | 12,124 | 15,266 |
| | 1987 | 351,838 | 70,177 | 67,423 | 32,354 | 60,255 | 45,898 | 21,833 | 14,234 | 5,186 | 77,999 | 23,703 | 13,977 | 13,190 |
| **LAWTON** | **1990** | **681,609** | **128,902** | **124,662** | **60,276** | **145,317** | **115,304** | **28,725** | **29,605** | **19,146** | **141,510** | **48,691** | **41,592** | **14,095** |
| | 1987 | 565,759 | 106,408 | 102,908 | 55,080 | 111,903 | 88,792 | 25,046 | 27,340 | 17,682 | 124,463 | 36,839 | 32,489 | 10,938 |
| Comanche | 1990 | 681,609 | 128,902 | 124,662 | 60,276 | 145,317 | 115,304 | 28,725 | 29,605 | 19,146 | 141,510 | 48,691 | 41,592 | 14,095 |
| | 1987 | 565,759 | 106,408 | 102,908 | 55,080 | 111,903 | 88,792 | 25,046 | 27,340 | 17,682 | 124,463 | 36,839 | 32,489 | 10,938 |
| **OKLAHOMA CITY** | **1990** | **7,262,762** | **1,421,974** | **1,378,907** | **753,660** | **891,261** | **666,717** | **416,043** | **329,966** | **181,575** | **1,957,938** | **493,170** | **241,856** | **196,349** |
| | 1987 | 6,097,232 | 1,153,819 | 1,118,810 | 672,588 | 741,697 | 554,802 | 358,221 | 288,112 | 157,883 | 1,635,106 | 412,776 | 254,385 | 151,035 |
| Canadian | 1990 | 358,480 | 94,690 | 92,468 | 33,769 | 38,551 | 34,184 | 13,069 | 14,309 | 12,515 | 97,506 | 35,522 | 4,657 | 10,555 |
| | 1987 | 308,478 | 76,881 | 75,077 | 29,359 | 31,830 | 28,225 | 10,896 | 10,112 | 8,845 | 95,697 | 28,476 | 4,496 | 7,669 |
| Cleveland | 1990 | 970,504 | 193,819 | 188,044 | 97,604 | 121,710 | 89,722 | 53,031 | 29,308 | 15,122 | 316,609 | 50,760 | 23,568 | 24,736 |
| | 1987 | 822,716 | 149,586 | 145,129 | 86,316 | 98,415 | 72,550 | 47,302 | 24,590 | 12,688 | 281,772 | 45,004 | 25,168 | 18,973 |
| Logan | 1990 | 95,833 | 21,307 | 21,017 | 9,682 | 10,335 | 9,113 | 2,029 | 1,087 | 912 | 28,464 | 11,209 | 1,923 | 4,731 |
| | 1987 | 81,479 | 19,477 | 19,212 | 8,114 | 8,168 | 7,203 | 1,980 | 895 | 752 | 24,473 | 8,721 | 2,019 | 3,639 |
| McClain | 1990 | 110,383 | 24,602 | 23,902 | 9,225 | 14,232 | 12,361 | 1,153 | 1,195 | 1,195 | 27,037 | 7,677 | 15,700 | 3,640 |
| | 1987 | 92,160 | 21,608 | 20,993 | 7,867 | 12,588 | 10,934 | 1,084 | 1,288 | 1,288 | 22,455 | 6,546 | 11,895 | 2,750 |
| Oklahoma | 1990 | 5,389,288 | 967,954 | 934,849 | 563,736 | 666,122 | 488,062 | 330,692 | 275,603 | 146,393 | 1,447,088 | 358,226 | 184,491 | 138,192 |
| | 1987 | 4,509,127 | 792,500 | 765,396 | 505,278 | 557,392 | 408,398 | 283,812 | 243,471 | 129,326 | 1,173,485 | 300,806 | 196,634 | 107,067 |
| Pottawatomie | 1990 | 338,274 | 119,602 | 118,627 | 39,644 | 40,311 | 33,275 | 16,069 | 8,464 | 5,438 | 41,234 | 29,776 | 11,517 | 14,495 |
| | 1987 | 263,272 | 93,767 | 93,003 | 35,654 | 33,304 | 27,492 | 13,147 | 7,756 | 4,984 | 37,224 | 23,225 | 14,173 | 10,937 |
| **TULSA** | **1990** | **5,239,853** | **1,190,058** | **1,160,256** | **516,620** | **612,457** | **513,956** | **312,091** | **240,877** | **141,438** | **1,278,907** | **267,544** | **247,056** | **133,866** |
| | 1987 | 4,269,813 | 932,740 | 909,422 | 445,823 | 495,926 | 415,813 | 257,939 | 202,246 | 118,856 | 1,046,298 | 251,731 | 214,538 | 101,395 |
| Creek | 1990 | 210,933 | 83,965 | 83,104 | 22,588 | 14,970 | 10,601 | 7,666 | 4,605 | 1,890 | 27,373 | 18,592 | 6,617 | 8,114 |
| | 1987 | 187,588 | 70,241 | 69,521 | 19,790 | 15,194 | 10,761 | 6,548 | 4,609 | 1,892 | 30,182 | 16,375 | 6,315 | 6,695 |
| Osage | 1990 | 88,147 | 47,944 | 47,138 | 3,930 | 6,304 | 4,512 | 1,202 | 364 | 210 | 9,293 | 7,105 | 2,750 | 4,752 |
| | 1987 | 75,968 | 36,295 | 35,685 | 4,175 | 4,879 | 3,493 | 1,245 | 637 | 370 | 10,537 | 7,404 | 3,432 | 3,988 |
| Rogers | 1990 | 215,688 | 61,032 | 58,521 | 19,805 | 18,022 | 15,287 | 7,737 | 2,931 | 2,302 | 52,118 | 14,943 | 13,229 | 5,660 |
| | 1987 | 174,812 | 48,387 | 46,396 | 16,316 | 14,899 | 12,639 | 6,273 | 2,590 | 2,035 | 42,712 | 13,404 | 12,116 | 3,922 |
| Tulsa | 1990 | 4,633,434 | 960,909 | 936,002 | 462,041 | 557,977 | 468,522 | 294,459 | 230,861 | 134,920 | 1,182,995 | 220,343 | 220,491 | 109,933 |
| | 1987 | 3,760,482 | 750,964 | 731,499 | 398,957 | 448,557 | 376,645 | 242,786 | 192,145 | 112,294 | 957,332 | 209,513 | 188,817 | 83,078 |
| Wagoner | 1990 | 91,651 | 36,208 | 35,491 | 8,256 | 15,184 | 15,034 | 1,027 | 2,116 | 2,116 | 7,128 | 6,561 | 3,969 | 5,407 |
| | 1987 | 70,963 | 26,853 | 26,321 | 6,585 | 12,397 | 12,275 | 1,087 | 2,265 | 2,265 | 5,535 | 5,035 | 3,558 | 3,712 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Adair | 1990 | 44,018 | 21,785 | 20,462 | 2,050 | 6,542 | 6,475 | 394 | 298 | | 4,043 | 2,644 | 1,487 | 784 |
| | 1987 | 36,370 | 16,153 | 15,172 | 1,893 | 5,988 | 5,928 | 481 | 345 | | 4,286 | 2,245 | 1,379 | 520 |
| Alfalfa | 1990 | 20,075 | 5,195 | 4,695 | 1,051 | 825 | | 311 | 153 | | 5,374 | 4,240 | 1,071 | 611 |
| | 1987 | 19,091 | 5,791 | 5,234 | 994 | 721 | | 345 | 215 | | 4,213 | 4,243 | 983 | 633 |
| Atoka | 1990 | 63,057 | 18,585 | 16,981 | 2,546 | 8,010 | 7,439 | 943 | 3,115 | 2,779 | 11,083 | 10,620 | 3,548 | 1,672 |
| | 1987 | 51,706 | 14,737 | 13,465 | 2,245 | 6,883 | 6,393 | 993 | 2,192 | 1,956 | 9,370 | 7,735 | 3,813 | 1,594 |
| Beaver | 1990 | 18,068 | 6,100 | 5,868 | 1,248 | | | 169 | 189 | | 2,208 | 3,972 | 792 | 341 |
| | 1987 | 14,487 | 4,817 | 4,634 | 1,164 | | | 304 | 147 | | 1,789 | 2,778 | 933 | 419 |
| Beckham | 1990 | 110,962 | 29,704 | 28,414 | 9,791 | 15,345 | 14,318 | 7,065 | 2,807 | 1,337 | 26,869 | 8,042 | 2,859 | 2,613 |
| | 1987 | 115,392 | 28,812 | 27,561 | 10,906 | 16,504 | 15,401 | 7,283 | 3,236 | 1,500 | 26,362 | 9,579 | 4,528 | 2,645 |
| Blaine | 1990 | 40,805 | 14,645 | 12,364 | 3,731 | 905 | | 1,145 | 443 | 327 | 3,747 | 8,208 | 1,845 | 1,438 |
| | 1987 | 40,354 | 13,045 | 11,013 | 3,676 | 1,482 | | 1,287 | 595 | 441 | 4,659 | 7,828 | 2,293 | 1,432 |
| Bryan | 1990 | 160,664 | 45,269 | 41,974 | 13,264 | 23,910 | 21,927 | 6,092 | 6,102 | 4,432 | 31,782 | 10,474 | 10,246 | 3,172 |
| | 1987 | 130,751 | 33,614 | 31,167 | 11,723 | 17,686 | 16,220 | 5,703 | 5,156 | 3,746 | 28,400 | 8,090 | 8,145 | 3,066 |
| Caddo | 1990 | 111,211 | 36,375 | 33,754 | 6,600 | 11,330 | 7,887 | 2,682 | 2,271 | 1,050 | 17,277 | 12,725 | 3,645 | 3,968 |
| | 1987 | 102,992 | 30,971 | 28,739 | 6,203 | 10,672 | 7,430 | 2,746 | 2,532 | 1,171 | 20,018 | 11,382 | 3,901 | 3,286 |
| Canadian | 1990 | 358,480 | 94,690 | 92,468 | 33,769 | 38,551 | 34,184 | 13,069 | 14,309 | 12,515 | 97,506 | 35,522 | 4,657 | 10,555 |
| | 1987 | 308,478 | 76,881 | 75,077 | 29,359 | 31,830 | 28,225 | 10,896 | 10,112 | 8,845 | 95,697 | 28,476 | 4,496 | 7,669 |
| Carter | 1990 | 298,805 | 72,593 | 68,476 | 23,524 | 38,943 | 34,916 | 21,707 | 9,788 | 6,720 | 61,400 | 24,921 | 6,774 | 9,911 |
| | 1987 | 248,310 | 58,887 | 55,547 | 21,324 | 30,886 | 27,693 | 18,346 | 8,380 | 5,754 | 51,966 | 20,280 | 7,823 | 7,496 |
| Cherokee | 1990 | 161,039 | 50,467 | 46,923 | 14,367 | 18,423 | 17,581 | 8,266 | 5,172 | 3,781 | 30,942 | 13,096 | 8,446 | 2,434 |
| | 1987 | 125,335 | 38,337 | 35,645 | 11,148 | 16,695 | 15,933 | 6,204 | 3,931 | 2,874 | 22,909 | 10,161 | 7,185 | 2,176 |
| Choctaw | 1990 | 64,260 | 19,361 | 18,000 | 3,775 | 9,585 | 8,794 | 1,940 | 585 | 508 | 14,703 | 4,516 | 3,386 | 1,873 |
| | 1987 | 52,385 | 14,757 | 13,720 | 3,178 | 8,262 | 7,581 | 1,707 | 902 | 785 | 12,277 | 3,801 | 2,521 | 1,487 |
| Cimarron | 1990 | 16,666 | 3,764 | 3,626 | 1,009 | | | 168 | 75 | | 2,763 | 6,648 | 1,361 | 111 |
| | 1987 | 14,230 | 3,392 | 3,268 | 990 | | | 167 | 83 | | 2,560 | 5,306 | 1,010 | 129 |

1991 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1990<br>U.S. CENSUS: 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **OKLAHOMA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Cleveland | 1990 | 970,504 | 193,819 | 188,044 | 97,604 | 121,710 | 89,722 | 53,031 | 29,308 | 15,122 | 316,609 | 50,760 | 23,568 | 24,736 |
| | 1987 | 822,716 | 149,586 | 145,129 | 86,316 | 98,415 | 72,550 | 47,302 | 24,590 | 12,688 | 281,772 | 45,004 | 25,168 | 18,973 |
| Coal | 1990 | 14,912 | 8,078 | 7,730 | 795 | 1,761 | | 71 | 166 | | 416 | 245 | 1,556 | 721 |
| | 1987 | 11,931 | 5,520 | 5,282 | 584 | 1,635 | | 80 | 156 | | 394 | 382 | 1,974 | 491 |
| Comanche | 1990 | 681,609 | 128,902 | 124,662 | 60,276 | 145,317 | 115,304 | 28,725 | 29,605 | 19,146 | 141,510 | 48,691 | 41,592 | 14,095 |
| | 1987 | 565,759 | 106,408 | 102,908 | 55,080 | 111,903 | 88,792 | 25,046 | 27,340 | 17,682 | 124,463 | 36,839 | 32,489 | 10,938 |
| Cotton | 1990 | 19,175 | 6,498 | 6,254 | 1,711 | 1,012 | | 385 | 860 | 572 | 2,407 | 2,362 | 603 | 1,102 |
| | 1987 | 18,591 | 5,372 | 5,170 | 1,481 | 1,110 | | 421 | 795 | 530 | 3,783 | 2,270 | 556 | 998 |
| Craig | 1990 | 82.646 | 21,307 | 20,322 | 8,385 | 7,002 | 6,436 | 2,939 | 2,837 | 2,061 | 16,625 | 12,187 | 3,380 | 2,175 |
| | 1987 | 69,256 | 15,877 | 15,143 | 6,974 | 6,844 | 6,292 | 2,269 | 1,997 | 1,451 | 15,456 | 10,458 | 3,375 | 1,757 |
| Creek | 1990 | 210,933 | 83,965 | 83,104 | 22,588 | 14,970 | 10,601 | 7,666 | 4,605 | 1,890 | 27,373 | 18,592 | 6,617 | 8,114 |
| | 1987 | 187,588 | 70,241 | 69,521 | 19,790 | 15,194 | 10,761 | 6,548 | 4,609 | 1,892 | 30,182 | 16,375 | 6,315 | 6,695 |
| Custer | 1990 | 175,409 | 44,375 | 41,180 | 13,920 | 16,532 | 16,154 | 12,247 | 4,285 | 2,222 | 35,856 | 18,461 | 2,520 | 9,283 |
| | 1987 | 164,011 | 39,980 | 37 101 | 14,510 | 15,485 | 15,132 | 11,145 | 5,040 | 2,615 | 34,841 | 16,362 | 4,723 | 7,713 |
| Delaware | 1990 | 119,673 | 35,680 | 33,705 | 9,689 | 20,568 | 19,778 | 2,502 | 5,736 | 2,754 | 28.633 | 5,826 | 4,653 | 2,404 |
| | 1987 | 93,072 | 26,306 | 24,849 | 7,518 | 15,514 | 14,919 | 2,380 | 4,493 | 2,158 | 20,670 | 5,216 | 5,255 | 1,796 |
| Dewey | 1990 | 16,394 | 5,252 | 5,105 | 862 | | | 317 | 611 | 611 | 1,007 | 5,826 | 796 | 240 |
| | 1987 | 14,427 | 5,009 | 4,869 | 853 | | | 221 | 431 | 431 | 1,194 | 4,501 | 702 | 259 |
| Ellis | 1990 | 16,891 | 5,035 | 4,673 | 1,090 | 292 | | 487 | 91 | 91 | 4,884 | 7,444 | 1,065 | 445 |
| | 1987 | 15,809 | 3,968 | 3,683 | 1,062 | 490 | | 544 | 142 | 142 | 4,554 | 2,195 | 1,202 | 722 |
| Garfield | 1990 | 402,420 | 80,599 | 77,436 | 32,988 | 78,578 | 59,854 | 23,507 | 14,050 | 5,118 | 87,693 | 26,820 | 12,124 | 15,266 |
| | 1987 | 351,838 | 70,177 | 67,423 | 32,354 | 60,255 | 45,898 | 21,833 | 14,234 | 5,186 | 77,999 | 23,703 | 13,977 | 13,190 |
| Garvin | 1990 | 124,792 | 41,976 | 37,815 | 9,431 | 12,301 | | 4,457 | 1,940 | 1,465 | 14,170 | 17,081 | 6,085 | 5,174 |
| | 1987 | 111,498 | 35,392 | 31,884 | 9,024 | 9,890 | | 4,450 | 2,370 | 1,791 | 16,453 | 14,868 | 5,939 | 4,373 |
| Grady | 1990 | 211,761 | 55,532 | 47,474 | 16,766 | 16,426 | 12,982 | 9,189 | 7,960 | 3,158 | 57,018 | 21,315 | 3,741 | 7,060 |
| | 1987 | 174,619 | 44,999 | 38,469 | 14,552 | 14,386 | 11,371 | 7,920 | 6,631 | 2,632 | 46,199 | 16,647 | 4,757 | 6,042 |
| Grant | 1990 | 14,348 | 2,849 | 2,728 | 591 | | | 181 | 114 | 114 | 4,873 | 3,423 | 868 | 816 |
| | 1987 | 14,476 | 2,958 | 2,832 | 733 | | | 151 | 140 | 140 | 5,044 | 3,250 | 878 | 741 |
| Greer | 1990 | 15,695 | 8,567 | 8,276 | 1,057 | 617 | | 220 | 146 | 146 | 433 | 2,281 | 119 | 1,484 |
| | 1987 | 13,959 | 7,089 | 6,848 | 1,000 | 508 | | 202 | 274 | 274 | 691 | 1,861 | 141 | 1,345 |
| Harmon | 1990 | 11,905 | 4,013 | 3,825 | 549 | 398 | | 294 | 340 | 340 | 1,129 | 2,867 | 71 | 711 |
| | 1987 | 10,545 | 3,550 | 3,384 | 505 | 347 | | 241 | 336 | 336 | 1,331 | 2,196 | 81 | 743 |
| Harper | 1990 | 12,834 | 1,589 | 1,525 | 612 | 1,114 | | 59 | 370 | 244 | 4,678 | 1,858 | 592 | 1,044 |
| | 1987 | 11,260 | 1,807 | 1,734 | 653 | 776 | | 108 | 272 | 180 | 3,860 | 1,699 | 535 | 853 |
| Haskell | 1990 | 49,628 | 11,700 | 10,930 | 1,592 | 9,746 | 7,915 | 770 | 307 | 307 | 12,918 | 6,685 | 2,427 | 1,847 |
| | 1987 | 41,189 | 10,017 | 9,358 | 1,407 | 7,891 | 6,409 | 896 | 303 | 303 | 10,844 | 4,573 | 2,451 | 1,421 |
| Hughes | 1990 | 45,806 | 16,802 | 15,134 | 1,767 | 7,591 | 7,107 | 1,210 | 457 | 341 | 7,480 | 6,758 | 1,426 | 1,256 |
| | 1987 | 40,310 | 13,387 | 12,058 | 1,815 | 6,822 | 6,388 | 1,165 | 580 | 434 | 7,624 | 4,916 | 1,376 | 1,143 |
| Jackson | 1990 | 191,058 | 32,763 | 30,045 | 18,356 | 17,502 | 16,655 | 11,212 | 5,050 | 4,272 | 65,105 | 15,100 | 6,099 | 9,500 |
| | 1987 | 157,810 | 26,470 | 24,274 | 15,329 | 13,902 | 13,230 | 9,590 | 4,863 | 4,115 | 52,250 | 11,364 | 7,528 | 7,152 |
| Jefferson | 1990 | 24,918 | 9,158 | 8,317 | 2,057 | 491 | | 217 | 291 | | 3,346 | 2,807 | 3,187 | 1,480 |
| | 1987 | 21,704 | 7,316 | 6,644 | 2,006 | 423 | | 398 | 311 | | 3,428 | 2,380 | 2,704 | 1,210 |
| Johnston | 1990 | 26,177 | 9,237 | 8,282 | 3,441 | 29 | | 799 | 474 | 474 | 4,539 | 3,915 | 584 | 985 |
| | 1987 | 19,746 | 7,508 | 6,732 | 2,339 | 31 | | 549 | 433 | 433 | 3,085 | 2,671 | 749 | 835 |
| Kay | 1990 | 317,692 | 75,814 | 73,068 | 24,835 | 46,360 | 40,295 | 12,454 | 11,962 | 6,487 | 51,834 | 33,334 | 11,544 | 11,947 |
| | 1987 | 272,942 | 63,775 | 61,465 | 22,841 | 36,825 | 32,008 | 12,408 | 10,470 | 5,679 | 48,572 | 29,727 | 11,446 | 10,061 |
| Kingfisher | 1990 | 66,032 | 18,471 | 17,546 | 4,591 | 7,123 | 6,871 | 635 | 457 | 156 | 19,582 | 7,588 | 1,157 | 3,565 |
| | 1987 | 60,611 | 15,856 | 15,062 | 4,335 | 6,800 | 6,560 | 891 | 473 | 163 | 17,984 | 7,425 | 1,234 | 2,864 |
| Kiowa | 1990 | 45,846 | 16,488 | 15,251 | 1,616 | 4,888 | 4,189 | 1,090 | 2,527 | 1,261 | 3,802 | 8,084 | 1,462 | 2,993 |
| | 1987 | 41,273 | 14,412 | 13,331 | 1,595 | 4,348 | 3,727 | 1,279 | 2,176 | 1,086 | 3,979 | 6,576 | 1,706 | 2,636 |
| Latimer | 1990 | 29,378 | 15,425 | 13,957 | 2,228 | 1,803 | | 386 | 648 | | 684 | 3,006 | 2,250 | 1,254 |
| | 1987 | 23,442 | 11,729 | 10,613 | 1,779 | 1,510 | | 444 | 455 | | 836 | 2,060 | 1,993 | 947 |
| Le Flore | 1990 | 157,704 | 54,399 | 50,533 | 9,050 | 23,134 | 18,664 | 3,735 | 3,843 | 2,718 | 23,609 | 13,874 | 12,921 | 5,447 |
| | 1987 | 126,315 | 42,203 | 39,204 | 7,431 | 17,964 | 14,494 | 3,267 | 3,404 | 2,408 | 21,615 | 9,762 | 11,034 | 4,144 |
| Lincoln | 1990 | 88,666 | 23,832 | 22,359 | 9,507 | 8,953 | 7,764 | 2,335 | 1,110 | 827 | 11,782 | 15,964 | 4,518 | 2,017 |
| | 1987 | 76,822 | 20,300 | 19,045 | 8,418 | 7,200 | 6,245 | 2,106 | 1,106 | 825 | 11,116 | 12,927 | 5,345 | 1,693 |
| Logan | 1990 | 95,833 | 21,307 | 21,017 | 9,682 | 10,335 | 9,113 | 2.029 | 1,087 | 912 | 28,464 | 11,209 | 1,923 | 4,731 |
| | 1987 | 81,479 | 19,477 | 19,212 | 8,114 | 8,168 | 7,203 | 1,980 | 895 | 752 | 24,473 | 8,721 | 2,019 | 3,639 |
| Love | 1990 | 36,175 | 14,097 | 8,633 | 1,799 | 1,153 | | 381 | 910 | 910 | 9,512 | 5,605 | 206 | 992 |
| | 1987 | 26,703 | 10,113 | 6,193 | 1,831 | 785 | | 278 | 627 | 627 | 6,375 | 4,545 | 368 | 671 |
| McClain | 1990 | 110,383 | 24,602 | 23,902 | 9,225 | 14,232 | 12,361 | 1,153 | 1,195 | 1,195 | 27,037 | 7,677 | 15,700 | 3,640 |
| | 1987 | 92,160 | 21,608 | 20,993 | 7,867 | 12,588 | 10,934 | 1,084 | 1,288 | 1,288 | 22,455 | 6,546 | 11,895 | 2,750 |
| McCurtain | 1990 | 186,373 | 59,713 | 54,733 | 12,434 | 31,526 | 27,085 | 3,346 | 5,265 | 4,045 | 42,498 | 10,400 | 9,818 | 5,261 |
| | 1987 | 147,429 | 43,983 | 40,315 | 10,672 | 24,072 | 20,682 | 3,316 | 4,423 | 3,399 | 33,018 | 8,834 | 8,760 | 4,436 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1990<br>U.S. CENSUS: 1987<br>METRO AREA<br>County | Year | Total Retail Sales ($000) | Food Stores |  | Eating & Drinking Places | General Merchandise Stores |  | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores |  | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **OKLAHOMA (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **ALL COUNTIES (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| McIntosh | 1990 | 88,198 | 26,265 | 24,548 | 5,759 | 8,657 | 7,661 | 2,085 | 2,419 | 2,036 | 24,989 | 5,405 | 5,425 | 4,576 |
|  | 1987 | 72,655 | 19,645 | 18,361 | 5,070 | 7,344 | 6,500 | 1,726 | 2,044 | 1,721 | 20,843 | 5,190 | 5,163 | 3,250 |
| Major | 1990 | 44,349 | 10,744 | 9,965 | 1,826 | 2,921 |  | 1,806 | 285 |  | 15,858 | 7,626 | 1,850 | 233 |
|  | 1987 | 39,998 | 8,729 | 8,096 | 1,914 | 2,637 |  | 1,529 | 253 |  | 14,397 | 7,109 | 1,975 | 254 |
| Marshall | 1990 | 52,564 | 20,483 | 19,094 | 4,122 | 2,187 |  | 723 | 1,249 | 243 | 12,380 | 2,695 | 3,185 | 3,082 |
|  | 1987 | 43,655 | 15,853 | 14,778 | 3,646 | 1,877 |  | 725 | 921 | 180 | 11,179 | 2,229 | 2,699 | 2,306 |
| Mayes | 1990 | 179,895 | 50,396 | 47,371 | 9,422 | 18,957 | 16,479 | 3,377 | 6,777 | 4,211 | 42,405 | 28,716 | 4,860 | 3,756 |
|  | 1987 | 147,425 | 40,906 | 38,451 | 8,739 | 16,755 | 14,565 | 3,435 | 5,886 | 3,658 | 33,222 | 21,218 | 5,432 | 2,914 |
| Murray | 1990 | 66,032 | 17,252 | 16,481 | 5,192 | 7,287 | 6,931 | 581 | 1,116 | 991 | 17,986 | 5,318 | 808 | 2,498 |
|  | 1987 | 57,417 | 14,334 | 13,693 | 4,451 | 6,525 | 6,207 | 683 | 936 | 832 | 16,692 | 4,191 | 1,271 | 2,084 |
| Muskogee | 1990 | 419,504 | 105,350 | 103,179 | 40,299 | 58,043 | 48,592 | 25,572 | 14,914 | 7,308 | 81,276 | 34,448 | 16,797 | 11,652 |
|  | 1987 | 347,377 | 83,798 | 82,071 | 34,514 | 45,870 | 38,402 | 22,052 | 12,644 | 6,196 | 71,713 | 28,085 | 15,558 | 9,077 |
| Noble | 1990 | 44,483 | 13,826 | 13,168 | 4,577 | 1,807 |  | 269 | 106 |  | 4,071 | 9,228 | 1,536 | 1,936 |
|  | 1987 | 40,727 | 12,129 | 11,552 | 4,412 | 1,702 |  | 493 | 113 |  | 4,470 | 8,238 | 1,859 | 1,636 |
| Nowata | 1990 | 29,553 | 11,486 | 10,647 | 1,985 | 4,768 | 4,710 | 449 | 132 | 132 | 3,599 | 1,364 | 679 | 1,210 |
|  | 1987 | 25,906 | 8,872 | 8,224 | 1,960 | 4,755 | 4,698 | 515 | 161 | 161 | 3,562 | 1,439 | 695 | 1,000 |
| Okfuskee | 1990 | 38,641 | 16,913 | 15,680 | 706 | 645 |  | 597 | 385 | 385 | 5,810 | 3,950 | 4,783 | 3,547 |
|  | 1987 | 30,763 | 12,371 | 11,469 | 783 | 787 |  | 673 | 531 | 531 | 4,670 | 3,233 | 4,040 | 2,457 |
| Oklahoma | 1990 | 5,389,288 | 967,954 | 934,849 | 563,736 | 666,122 | 488,062 | 330,692 | 275,603 | 146,393 | 1,447,088 | 358,226 | 184,491 | 138,192 |
|  | 1987 | 4,509,127 | 792,500 | 765,396 | 505,278 | 557,392 | 408,398 | 283,812 | 243,471 | 129,326 | 1,173,485 | 300,806 | 196,634 | 107,067 |
| Okmulgee | 1990 | 161,453 | 41,839 | 36,906 | 15,400 | 31,655 | 30,469 | 7,644 | 3,970 | 2,772 | 26,475 | 14,342 | 5,872 | 4,939 |
|  | 1987 | 139,656 | 35,425 | 31,248 | 13,181 | 26,540 | 25,546 | 7,028 | 3,736 | 2,609 | 23,977 | 12,060 | 5,749 | 4,025 |
| Osage | 1990 | 88,147 | 47,944 | 47,138 | 3,930 | 6,304 | 4,512 | 1,202 | 364 | 210 | 9,293 | 7,105 | 2,750 | 4,752 |
|  | 1987 | 75,968 | 36,295 | 35,685 | 4,175 | 4,879 | 3,493 | 1,245 | 637 | 370 | 10,537 | 7,404 | 3,432 | 3,988 |
| Ottawa | 1990 | 182,607 | 38,395 | 33,753 | 12,088 | 21,477 | 19,885 | 9,277 | 5,154 | 4,597 | 60,883 | 11,168 | 6,155 | 9,182 |
|  | 1987 | 148,978 | 33,548 | 29,492 | 10,413 | 17,937 | 16,608 | 7,982 | 4,229 | 3,773 | 43,571 | 11,898 | 5,934 | 6,751 |
| Pawnee | 1990 | 90,878 | 29,180 | 28,133 | 7,428 | 9,041 | 8,083 | 1,764 | 2,495 | 2,495 | 29,025 | 4,030 | 1,293 | 3,055 |
|  | 1987 | 70,555 | 20,867 | 20,118 | 5,867 | 7,523 | 6,727 | 1,501 | 1,977 | 1,977 | 21,472 | 4,345 | 1,506 | 2,418 |
| Payne | 1990 | 339,952 | 91,381 | 89,178 | 41,374 | 45,677 | 43,660 | 22,292 | 11,755 | 6,822 | 54,855 | 24,620 | 11,547 | 11,643 |
|  | 1987 | 282,600 | 73,055 | 71,294 | 34,882 | 38,012 | 36,334 | 18,237 | 9,329 | 5,415 | 47,336 | 20,316 | 12,714 | 9,164 |
| Pittsburg | 1990 | 235,288 | 59,490 | 56,274 | 17,732 | 37,268 | 29,773 | 9,016 | 6,348 | 3,908 | 67,136 | 14,610 | 7,198 | 4,324 |
|  | 1987 | 189,513 | 45,880 | 43,400 | 15,295 | 31,995 | 25,561 | 6,737 | 5,363 | 3,302 | 51,397 | 11,693 | 7,339 | 3,660 |
| Pontotoc | 1990 | 191,106 | 45,859 | 39,827 | 16,057 | 27,819 | 25,806 | 14,116 | 6,878 | 3,742 | 37,181 | 13,031 | 9,870 | 6,569 |
|  | 1987 | 161,629 | 37,048 | 32,175 | 14,672 | 22,864 | 21,210 | 12,077 | 6,024 | 3,278 | 32,708 | 10,600 | 8,750 | 5,248 |
| Pottawatomie | 1990 | 338,274 | 119,602 | 118,627 | 39,644 | 40,311 | 33,275 | 16,069 | 8,464 | 5,438 | 41,234 | 29,776 | 11,517 | 14,495 |
|  | 1987 | 283,272 | 93,767 | 93,003 | 35,654 | 33,304 | 27,492 | 13,147 | 7,756 | 4,984 | 37,224 | 23,223 | 14,173 | 10,937 |
| Pushmataha | 1990 | 54,161 | 20,117 | 19,016 | 2,091 | 4,854 |  | 213 | 833 | 686 | 7,760 | 8,114 | 2,093 | 1,358 |
|  | 1987 | 41,750 | 14,816 | 14,005 | 1,979 | 3,348 |  | 227 | 872 | 719 | 7,071 | 5,911 | 1,541 | 1,282 |
| Roger Mills | 1990 | 8,921 | 2,826 | 2,625 | 479 | 419 |  | 252 | 84 |  | 2,191 | 708 | 387 | 939 |
|  | 1987 | 10,060 | 3,105 | 2,884 | 623 | 468 |  | 253 | 98 |  | 2,427 | 1,103 | 336 | 953 |
| Rogers | 1990 | 215,688 | 61,032 | 58,521 | 19,805 | 18,022 | 15,287 | 7,737 | 2,931 | 2,302 | 52,118 | 14,943 | 13,229 | 5,660 |
|  | 1987 | 174,812 | 48,387 | 46,396 | 16,316 | 14,899 | 12,639 | 6,273 | 2,590 | 2,035 | 42,712 | 13,404 | 12,416 | 3,922 |
| Seminole | 1990 | 98,334 | 30,299 | 27,159 | 9,355 | 15,012 | 13,155 | 4,584 | 648 | 318 | 17,927 | 7,563 | 4,377 | 4,124 |
|  | 1987 | 88,992 | 27,955 | 25,058 | 8,283 | 12,204 | 10,695 | 3,878 | 1,146 | 564 | 17,443 | 7,128 | 4,032 | 3,313 |
| ☐ Sequoyah | 1990 | 149,682 | 46,510 | 44,562 | 14,547 | 18,464 | 16,526 | 5,024 | 3,046 | 2,923 | 19,351 | 25,932 | 9,851 | 2,317 |
|  | 1987 | 119,331 | 36,450 | 34,923 | 11,128 | 13,907 | 12,448 | 3,703 | 2,851 | 2,737 | 17,177 | 20,981 | 7,803 | 1,739 |
| Stephens | 1990 | 271,701 | 82,990 | 77,339 | 14,962 | 35,152 | 30,372 | 10,829 | 7,156 | 4,846 | 70,865 | 15,975 | 8,058 | 8,091 |
|  | 1987 | 235,878 | 66,647 | 62,109 | 15,484 | 29,783 | 25,734 | 10,121 | 6,784 | 4,595 | 62,199 | 13,901 | 9,698 | 6,963 |
| Texas | 1990 | 86,276 | 22,701 | 21,051 | 6,041 | 4,425 |  | 4,336 | 3,240 | 2,001 | 20,573 | 12,198 | 3,815 | 3,911 |
|  | 1987 | 74,302 | 18,957 | 17,579 | 5,954 | 5,177 |  | 3,947 | 2,960 | 1,829 | 15,373 | 10,126 | 4,002 | 3,207 |
| Tillman | 1990 | 29,452 | 7,594 | 7,164 | 2,846 | 4,815 |  | 1,578 | 637 | 637 | 4,955 | 1,138 | 917 | 1,597 |
|  | 1987 | 26,487 | 6,668 | 6,290 | 2,448 | 3,992 |  | 1,391 | 666 | 666 | 4,583 | 1,889 | 812 | 1,317 |
| Tulsa | 1990 | 4,633,434 | 960,909 | 936,002 | 462,041 | 557,977 | 468,522 | 294,459 | 230,861 | 134,920 | 1,182,995 | 220,343 | 220,491 | 109,933 |
|  | 1987 | 3,760,482 | 750,964 | 731,499 | 398,957 | 448,557 | 376,645 | 242,786 | 192,145 | 112,294 | 957,332 | 209,513 | 188,817 | 83,078 |
| Wagoner | 1990 | 91,651 | 36,208 | 35,491 | 8,256 | 15,184 | 15,034 | 1,027 | 2,116 | 2,116 | 7,128 | 6,561 | 3,969 | 5,407 |
|  | 1987 | 70,963 | 26,853 | 26,321 | 6,585 | 12,397 | 12,275 | 1,087 | 2,265 | 2,265 | 5,535 | 5,035 | 3,558 | 3,712 |
| Washington | 1990 | 349,950 | 92,615 | 91,238 | 28,389 | 56,756 | 52,312 | 21,422 | 16,908 | 5,778 | 72,585 | 16,495 | 12,549 | 8,440 |
|  | 1987 | 297,226 | 77,229 | 76,081 | 26,951 | 46,520 | 42,878 | 17,967 | 15,149 | 5,178 | 56,252 | 17,517 | 13,532 | 7,041 |
| Washita | 1990 | 19,571 | 7,733 | 7,502 | 738 | 791 |  | 419 | 546 | 546 | 1,619 | 2,503 | 1,106 | 734 |
|  | 1987 | 25,904 | 9,736 | 9,445 | 1,185 | 1,112 |  | 669 | 754 | 754 | 2,922 | 3,337 | 1,800 | 831 |
| Woods | 1990 | 53,979 | 10,715 | 9,530 | 4,314 | 7,019 | 6,769 | 2,984 | 2,192 | 1,213 | 12,909 | 4,579 | 922 | 2,864 |
|  | 1987 | 48,590 | 10,097 | 8,980 | 4,108 | 6,568 | 6,335 | 2,549 | 2,181 | 1,207 | 11,557 | 3,425 | 1,496 | 2,382 |
| Woodward | 1990 | 133,801 | 36,720 | 34,081 | 11,158 | 17,157 | 12,558 | 7,237 | 7,228 | 4,090 | 27,990 | 7,722 | 4,760 | 2,321 |
|  | 1987 | 129,338 | 32,444 | 30,112 | 11,728 | 17,250 | 12,627 | 7,273 | 6,693 | 3,788 | 27,576 | 8,655 | 6,074 | 2,213 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1990<br>U.S. CENSUS: 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **OKLAHOMA (continued)** | | | | | | | | | | | | | | |
| **TOTAL METRO COUNTIES** | 1990 | 13,736,326 | 2,868,043 | 2,785,823 | 1,378,091 | 1,746,077 | 1,372,357 | 785,390 | 617,544 | 350,200 | 3,485,399 | 862,157 | 552,479 | 361,893 |
| | 1987 | 11,403,973 | 2,299,594 | 2,233,486 | 1,216,973 | 1,423,688 | 1,117,753 | 666,742 | 534,783 | 302,344 | 2,901,043 | 746,030 | 523,192 | 278,297 |
| **TOTAL STATE** | 1990 | 20,218,493 | 4,683,705 | 4,477,669 | 1,884,118 | 2,542,826 | 2,040,804 | 1,061,612 | 810,834 | 466,467 | 4,849,713 | 1,459,105 | 802,429 | 578,105 |
| | 1987 | 16,912,507 | 3,777,916 | 3,611,158 | 1,672,206 | 2,094,570 | 1,678,416 | 912,695 | 706,628 | 405,656 | 4,073,660 | 1,253,959 | 778,525 | 455,972 |
| **OREGON** | | | | | | | | | | | | | | |
| **EUGENE - SPRINGFIELD** | 1990 | 2,237,700 | 441,545 | 415,436 | 225,746 | 284,969 | 203,884 | 102,852 | 108,251 | 51,801 | 531,094 | 130,928 | 106,051 | 72,516 |
| | 1987 | 1,719,905 | 345,087 | 324,682 | 166,411 | 239,598 | 171,424 | 69,852 | 79,442 | 38,016 | 447,567 | 90,005 | 77,654 | 47,451 |
| Lane | 1990 | 2,237,700 | 441,545 | 415,436 | 225,746 | 284,969 | 203,884 | 102,852 | 108,251 | 51,801 | 531,094 | 130,928 | 106,051 | 72,516 |
| | 1987 | 1,719,905 | 345,087 | 324,682 | 166,411 | 239,598 | 171,424 | 69,852 | 79,442 | 38,016 | 447,567 | 90,005 | 77,654 | 47,451 |
| **MEDFORD** | 1990 | 1,431,958 | 215,745 | 199,509 | 122,361 | 167,497 | 118,068 | 49,424 | 58,470 | 32,001 | 271,765 | 91,763 | 70,517 | 29,411 |
| | 1987 | 1,080,228 | 174,729 | 161,580 | 86,018 | 145,315 | 102,433 | 35,022 | 42,074 | 23,028 | 234,856 | 58,848 | 49,490 | 19,016 |
| Jackson | 1990 | 1,431,958 | 215,745 | 199,509 | 122,361 | 167,497 | 118,068 | 49,424 | 58,470 | 32,001 | 271,765 | 91,763 | 70,517 | 29,411 |
| | 1987 | 1,080,228 | 174,729 | 161,580 | 86,018 | 145,315 | 102,433 | 35,022 | 42,074 | 23,028 | 234,856 | 58,848 | 49,490 | 19,016 |
| **PORTLAND** | 1990 | 10,811,738 | 1,806,560 | 1,692,509 | 1,189,446 | 1,676,836 | 1,206,570 | 639,351 | 637,744 | 299,776 | 2,292,346 | 656,963 | 517,226 | 220,611 |
| | 1987 | 8,375,199 | 1,429,960 | 1,339,568 | 870,598 | 1,460,153 | 1,056,461 | 440,751 | 459,623 | 215,785 | 1,916,707 | 443,792 | 361,032 | 144,538 |
| Clackamas | 1990 | 2,022,482 | 432,107 | 413,062 | 180,019 | 304,818 | 228,071 | 123,174 | 71,424 | 39,508 | 454,203 | 129,070 | 116,396 | 54,238 |
| | 1987 | 1,521,655 | 352,112 | 336,593 | 123,666 | 257,183 | 192,430 | 80,811 | 49,336 | 27,291 | 356,110 | 84,242 | 80,701 | 32,923 |
| Multnomah | 1990 | 5,203,048 | 804,565 | 741,723 | 716,350 | 695,284 | 524,893 | 294,405 | 367,751 | 167,641 | 967,850 | 357,010 | 233,575 | 98,320 |
| | 1987 | 4,161,322 | 650,196 | 599,411 | 528,789 | 681,415 | 514,424 | 208,181 | 272,414 | 124,182 | 848,690 | 241,195 | 164,206 | 64,460 |
| Washington | 1990 | 3,205,427 | 481,704 | 452,847 | 254,940 | 651,214 | 437,098 | 210,412 | 183,014 | 83,868 | 742,600 | 153,206 | 143,238 | 56,260 |
| | 1987 | 2,401,227 | 359,328 | 337,802 | 191,760 | 502,466 | 337,258 | 143,960 | 127,098 | 58,244 | 607,329 | 105,135 | 99,363 | 38,439 |
| Yamhill | 1990 | 380,781 | 88,184 | 84,877 | 38,137 | 25,520 | 16,508 | 11,360 | 15,555 | 8,759 | 127,693 | 17,677 | 24,017 | 11,793 |
| | 1987 | 290,995 | 68,324 | 65,762 | 26,383 | 19,089 | 12,349 | 7,799 | 10,775 | 6,068 | 104,578 | 13,220 | 16,762 | 8,716 |
| ***PORTLAND - VANCOUVER CONSOLIDATED AREA*** | *1990* | *12,139,866* | *2,125,553* | *1,998,220* | *1,345,637* | *1,850,464* | *1,377,352* | *696,483* | *696,021* | *342,123* | *2,523,811* | *742,486* | *606,803* | *286,117* |
| | *1987* | *9,371,525* | *1,678,339* | *1,577,605* | *981,018* | *1,608,589* | *1,202,465* | *479,328* | *502,168* | *246,701* | *2,105,411* | *498,009* | *422,721* | *187,304* |
| **SALEM** | 1990 | 1,858,309 | 382,473 | 367,101 | 192,332 | 251,670 | 185,936 | 83,807 | 93,979 | 41,023 | 366,729 | 146,032 | 115,779 | 82,294 |
| | 1987 | 1,431,462 | 299,264 | 287,221 | 142,239 | 221,992 | 163,962 | 58,339 | 66,938 | 29,192 | 312,556 | 95,349 | 85,037 | 52,285 |
| Marion | 1990 | 1,699,304 | 316,350 | 302,757 | 173,137 | 247,823 | 185,936 | 82,923 | 90,076 | 40,089 | 345,867 | 128,140 | 110,643 | 70,222 |
| | 1987 | 1,309,924 | 248,491 | 237,814 | 127,678 | 218,534 | 163,962 | 57,651 | 64,020 | 28,493 | 295,247 | 83,199 | 79,417 | 44,175 |
| Polk | 1990 | 159,005 | 66,123 | 64,344 | 19,195 | 3,847 | | 884 | 3,903 | 934 | 20,862 | 17,892 | 5,136 | 12,072 |
| | 1987 | 121,538 | 50,773 | 49,407 | 14,561 | 3,458 | | 688 | 2,918 | 699 | 17,309 | 12,150 | 5,620 | 8,110 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Baker | 1990 | 78,078 | 24,359 | 23,648 | 7,395 | 2,968 | | 3,033 | 2,475 | 1,467 | 16,263 | 8,327 | 2,575 | 2,735 |
| | 1987 | 63,355 | 19,555 | 18,984 | 6,186 | 2,948 | | 2,353 | 1,794 | 1,064 | 15,182 | 5,706 | 2,039 | 1,853 |
| Benton | 1990 | 374,627 | 85,105 | 81,574 | 51,831 | 36,210 | 24,068 | 17,044 | 21,284 | 8,724 | 60,697 | 25,510 | 12,560 | 18,513 |
| | 1987 | 301,506 | 71,611 | 68,640 | 40,267 | 34,103 | 22,668 | 12,378 | 15,670 | 6,424 | 55,341 | 16,356 | 10,299 | 12,466 |
| Clackamas | 1990 | 2,022,482 | 432,107 | 413,062 | 180,019 | 304,818 | 228,071 | 123,174 | 71,424 | 39,508 | 454,203 | 129,070 | 116,396 | 54,238 |
| | 1987 | 1,521,655 | 352,112 | 336,593 | 123,666 | 257,183 | 192,430 | 80,811 | 49,336 | 27,291 | 356,110 | 84,242 | 80,701 | 32,923 |
| Clatsop | 1990 | 274,882 | 76,257 | 71,846 | 47,519 | 5,973 | | 16,762 | 9,150 | 6,963 | 36,183 | 17,026 | 14,701 | 17,930 |
| | 1987 | 210,387 | 62,040 | 53,451 | 35,049 | 5,126 | | 11,673 | 7,239 | 5,509 | 32,098 | 11,450 | 11,525 | 12,164 |
| Columbia | 1990 | 146,790 | 46,541 | 44,820 | 15,572 | 580 | | 4,546 | 6,049 | 4,631 | 15,855 | 19,939 | 7,636 | 15,829 |
| | 1987 | 114,202 | 39,489 | 38,029 | 12,168 | 824 | | 3,465 | 5,180 | 3,966 | 14,514 | 13,603 | 5,756 | 10,062 |
| Coos | 1990 | 456,833 | 88,553 | 83,803 | 43,190 | 69,087 | 46,759 | 16,199 | 12,342 | 7,871 | 103,416 | 29,478 | 27,191 | 21,411 |
| | 1987 | 355,503 | 74,601 | 70,599 | 31,168 | 52,246 | 35,361 | 12,622 | 10,597 | 6,759 | 87,779 | 19,947 | 21,354 | 13,784 |
| Crook | 1990 | 57,862 | 21,005 | 20,094 | 4,162 | 1,017 | | 2,224 | 1,583 | 460 | 8,358 | 960 | 9,967 | 3,417 |
| | 1987 | 44,439 | 17,242 | 16,494 | 3,131 | 1,115 | | 1,960 | 1,079 | 314 | 6,542 | 873 | 6,931 | 2,207 |
| Curry | 1990 | 133,545 | 43,317 | 42,117 | 14,058 | 2,579 | | 2,274 | 6,316 | 2,452 | 16,147 | 12,442 | 13,956 | 12,536 |
| | 1987 | 100,409 | 32,958 | 32,045 | 10,644 | 2,207 | | 1,643 | 4,607 | 1,789 | 14,759 | 8,055 | 10,611 | 8,023 |
| Deschutes | 1990 | 681,612 | 144,059 | 137,749 | 71,086 | 55,871 | 30,154 | 40,083 | 31,575 | 23,366 | 154,542 | 54,949 | 44,328 | 35,496 |
| | 1987 | 505,844 | 111,030 | 106,167 | 49,405 | 45,359 | 24,481 | 27,684 | 21,827 | 16,153 | 122,381 | 36,868 | 32,847 | 24,361 |
| Douglas | 1990 | 632,374 | 132,043 | 126,718 | 71,520 | 86,812 | 67,091 | 15,432 | 20,224 | 10,043 | 95,095 | 76,116 | 53,672 | 33,320 |
| | 1987 | 488,857 | 110,548 | 106,090 | 50,764 | 68,975 | 53,307 | 12,289 | 15,441 | 7,668 | 90,980 | 49,999 | 36,899 | 20,842 |
| Gilliam | 1990 | 7,087 | 1,955 | 1,889 | 1,151 | | | | | | 1,077 | 1,157 | 357 | 158 |
| | 1987 | 5,489 | 1,448 | 1,399 | 793 | | | | | | 879 | 1,086 | 403 | 113 |
| Grant | 1990 | 41,431 | 15,409 | 14,757 | 2,463 | 739 | | 1,942 | 569 | 232 | 7,228 | 2,828 | 2,138 | 2,933 |
| | 1987 | 31,495 | 11,588 | 11,098 | 1,766 | 719 | | 1,457 | 778 | 319 | 6,222 | 1,930 | 1,510 | 1,986 |
| Harney | 1990 | 47,766 | 15,454 | 15,154 | 4,008 | 1,096 | | 909 | 644 | 291 | 7,033 | 7,798 | 3,715 | 623 |
| | 1987 | 37,086 | 12,105 | 11,870 | 3,156 | 1,136 | | 662 | 624 | 283 | 6,437 | 5,081 | 3,089 | 437 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1990<br>U.S. CENSUS: 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drugstores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Supermarkets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **OREGON (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Hood River | 1990 | 117,098 | 36,585 | 36,142 | 15,215 | 4,477 | | 2,105 | 3,274 | 2,463 | 20,535 | 8,611 | 8,368 | 5,265 |
| | 1987 | 91,509 | 29,101 | 28,749 | 10,929 | 4,651 | | 1,632 | 2,599 | 1,956 | 18,063 | 5,602 | 6,762 | 3,356 |
| Jackson | 1990 | 1,431,958 | 215,745 | 199,509 | 122,361 | 167,497 | 118,068 | 49,424 | 58,470 | 32,001 | 271,765 | 91,763 | 70,517 | 29,411 |
| | 1987 | 1,080,228 | 174,729 | 161,580 | 86,018 | 145,315 | 102,433 | 35,022 | 42,074 | 23,028 | 234,856 | 58,848 | 49,490 | 19,016 |
| Jefferson | 1990 | 65,603 | 22,064 | 21,480 | 7,477 | 3,469 | | 2,427 | 187 | | 16,262 | 2,777 | 5,549 | 1,889 |
| | 1987 | 53,643 | 17,827 | 17,355 | 5,545 | 2,778 | | 1,862 | 195 | | 14,574 | 2,519 | 4,220 | 1,442 |
| Josephine | 1990 | 453,729 | 89,809 | 78,806 | 40,024 | 36,665 | 24,905 | 15,435 | 20,898 | 13,857 | 109,787 | 46,274 | 27,403 | 26,245 |
| | 1987 | 354,368 | 70,930 | 62,240 | 29,960 | 30,540 | 20,745 | 12,129 | 14,922 | 9,895 | 97,575 | 31,086 | 21,494 | 17,077 |
| Klamath | 1990 | 404,008 | 88,642 | 85,702 | 36,176 | 57,942 | 38,249 | 15,086 | 24,647 | 17,445 | 69,132 | 36,114 | 20,480 | 19,886 |
| | 1987 | 318,917 | 73,787 | 71,340 | 27,244 | 47,302 | 31,226 | 12,024 | 17,823 | 12,616 | 62,590 | 23,482 | 16,778 | 13,224 |
| Lake | 1990 | 46,906 | 15,584 | 14,980 | 5,079 | 952 | | 746 | 273 | 112 | 10,047 | 1,395 | 5,764 | 3,287 |
| | 1987 | 37,249 | 12,328 | 11,850 | 3,641 | 739 | | 544 | 498 | 206 | 9,366 | 1,234 | 4,389 | 2,110 |
| Lane | 1990 | 2,237,700 | 441,545 | 415,436 | 225,746 | 284,969 | 203,884 | 102,852 | 108,251 | 51,801 | 531,094 | 130,928 | 106,051 | 72,516 |
| | 1987 | 1,719,905 | 345,087 | 324,682 | 166,411 | 239,598 | 171,424 | 69,852 | 79,442 | 38,016 | 447,567 | 90,005 | 77,654 | 47,451 |
| Lincoln | 1990 | 342,523 | 101,940 | 78,073 | 52,801 | 36,312 | 27,279 | 9,779 | 10,058 | 6,801 | 34,937 | 34,231 | 18,618 | 15,049 |
| | 1987 | 256,510 | 74,766 | 57,261 | 40,465 | 25,944 | 19,491 | 6,676 | 7,012 | 4,742 | 31,917 | 23,000 | 16,517 | 10,179 |
| Linn | 1990 | 579,566 | 110,915 | 107,845 | 60,030 | 86,608 | 71,640 | 16,998 | 15,809 | 8,935 | 119,145 | 69,037 | 37,174 | 29,329 |
| | 1987 | 452,563 | 90,759 | 88,247 | 42,803 | 70,583 | 58,385 | 11,760 | 13,024 | 7,362 | 106,987 | 44,962 | 28,023 | 20,169 |
| Malheur | 1990 | 214,840 | 48,005 | 45,931 | 21,630 | 21,835 | 8,248 | 15,124 | 8,216 | 5,203 | 36,031 | 28,877 | 13,205 | 7,004 |
| | 1987 | 166,484 | 38,722 | 37,049 | 16,244 | 19,150 | 7,235 | 10,441 | 5,812 | 3,681 | 33,197 | 19,512 | 10,179 | 4,836 |
| Marion | 1990 | 1,699,304 | 316,350 | 302,757 | 173,137 | 247,823 | 185,936 | 82,923 | 90,076 | 40,089 | 345,867 | 128,140 | 110,643 | 70,222 |
| | 1987 | 1,309,924 | 248,491 | 237,814 | 127,678 | 218,534 | 163,962 | 57,651 | 64,020 | 28,493 | 295,247 | 83,199 | 79,417 | 44,175 |
| Morrow | 1990 | 18,781 | 7,059 | 6,842 | 1,237 | | | 327 | 225 | 124 | 1,072 | 5,615 | 372 | 1,035 |
| | 1987 | 17,358 | 6,635 | 6,431 | 1,380 | | | 336 | 260 | 144 | 1,627 | 4,181 | 556 | 742 |
| Multnomah | 1990 | 5,203,048 | 804,565 | 741,723 | 716,350 | 695,284 | 524,893 | 294,405 | 367,751 | 167,641 | 967,850 | 357,010 | 233,575 | 98,320 |
| | 1987 | 4,161,322 | 650,196 | 599,411 | 528,789 | 681,415 | 514,424 | 208,181 | 272,414 | 124,182 | 848,690 | 241,195 | 164,206 | 64,460 |
| Polk | 1990 | 159,005 | 66,123 | 64,344 | 19,195 | 3,847 | | 884 | 3,903 | 934 | 20,862 | 17,892 | 5,136 | 12,072 |
| | 1987 | 121,538 | 50,773 | 49,407 | 14,561 | 3,458 | | 688 | 2,918 | 699 | 17,309 | 12,150 | 5,620 | 8,110 |
| Sherman | 1990 | 11,170 | 178 | 42 | 2,847 | 63 | | 166 | | | 110 | 7,094 | 101 | |
| | 1987 | 8,901 | 309 | 73 | 2,609 | 122 | | 177 | | | 123 | 4,905 | 192 | |
| Tillamook | 1990 | 114,366 | 37,551 | 36,264 | 17,537 | 3,594 | | 5,326 | 2,599 | 1,052 | 15,980 | 9,730 | 6,021 | 5,221 |
| | 1987 | 91,160 | 30,993 | 29,931 | 12,502 | 3,090 | | 3,699 | 2,241 | 908 | 15,213 | 6,591 | 5,405 | 3,459 |
| Umatilla | 1990 | 404,459 | 91,336 | 89,165 | 41,150 | 24,119 | 8,583 | 16,556 | 19,169 | 13,300 | 100,455 | 40,759 | 16,347 | 23,818 |
| | 1987 | 329,525 | 79,321 | 77,436 | 31,526 | 20,210 | 7,193 | 12,513 | 13,945 | 9,676 | 91,002 | 27,972 | 14,517 | 16,910 |
| Union | 1990 | 130,832 | 29,800 | 28,881 | 17,351 | 2,438 | | 10,364 | 5,501 | 3,255 | 18,941 | 13,802 | 5,428 | 14,644 |
| | 1987 | 105,838 | 26,135 | 25,329 | 13,550 | 2,308 | | 7,140 | 4,507 | 2,667 | 19,040 | 9,549 | 4,906 | 9,946 |
| Wallowa | 1990 | 38,914 | 13,984 | 13,499 | 2,967 | 233 | | 821 | 199 | 199 | 11,833 | 3,127 | 2,092 | 843 |
| | 1987 | 30,911 | 10,641 | 10,272 | 2,144 | 270 | | 684 | 206 | 206 | 10,292 | 2,080 | 1,786 | 818 |
| Wasco | 1990 | 196,862 | 33,548 | 32,759 | 17,331 | 29,854 | 26,225 | 10,084 | 3,587 | 2,079 | 56,467 | 12,952 | 9,836 | 10,070 |
| | 1987 | 153,723 | 25,727 | 25,122 | 13,508 | 23,364 | 20,525 | 6,947 | 3,038 | 1,762 | 46,640 | 8,958 | 7,431 | 8,358 |
| Washington | 1990 | 3,205,427 | 481,704 | 452,847 | 254,940 | 651,214 | 437,098 | 210,412 | 183,014 | 83,868 | 742,600 | 153,206 | 143,238 | 56,260 |
| | 1987 | 2,401,227 | 359,328 | 337,802 | 191,760 | 502,466 | 337,258 | 143,960 | 127,098 | 58,244 | 607,329 | 105,135 | 99,363 | 38,439 |
| Wheeler | 1990 | 4,692 | 416 | 363 | 490 | 108 | | | 48 | | 2,096 | 214 | | |
| | 1987 | 3,732 | 361 | 315 | 345 | 169 | | | 61 | | 1,753 | 144 | | |
| Yamhill | 1990 | 380,781 | 88,184 | 84,877 | 38,137 | 25,520 | 16,508 | 11,360 | 15,555 | 8,759 | 127,693 | 17,677 | 24,017 | 11,793 |
| | 1987 | 290,995 | 68,324 | 65,762 | 26,383 | 19,089 | 12,349 | 7,799 | 10,775 | 6,068 | 104,578 | 13,220 | 16,762 | 8,716 |
| **TOTAL METRO COUNTIES** | 1990 | 16,339,705 | 2,846,323 | 2,674,555 | 1,729,885 | 2,380,072 | 1,714,458 | 875,434 | 898,444 | 424,601 | 3,461,934 | 1,025,686 | 809,573 | 404,832 |
| | 1987 | 12,606,794 | 2,249,040 | 2,113,051 | 1,265,266 | 2,067,058 | 1,494,280 | 603,964 | 648,077 | 306,021 | 2,911,686 | 687,994 | 573,213 | 263,290 |
| **TOTAL STATE** | 1990 | 22,416,935 | 4,267,796 | 4,015,498 | 2,403,182 | 2,952,573 | 2,087,659 | 1,117,226 | 1,125,345 | 565,926 | 4,606,658 | 1,602,825 | 1,179,127 | 733,318 |
| | 1987 | 17,339,757 | 3,401,597 | 3,201,917 | 1,764,158 | 2,533,036 | 1,794,897 | 780,714 | 819,056 | 412,090 | 3,924,759 | 1,074,725 | 859,631 | 484,214 |
| **PENNSYLVANIA** | | | | | | | | | | | | | | |
| **ALLENTOWN - BETHLEHEM - EASTON** | 1990 | 5,190,601 | 1,095,358 | 1,029,023 | 440,006 | 537,794 | 461,628 | 257,086 | 243,540 | 136,316 | 1,156,823 | 334,880 | 310,439 | 178,780 |
| | 1987 | 4,574,758 | 923,581 | 867,660 | 376,499 | 507,482 | 435,827 | 213,885 | 186,856 | 104,550 | 1,049,716 | 282,716 | 302,293 | 152,885 |
| Carbon | 1990 | 251,124 | 65,619 | 62,379 | 23,779 | 8,375 | 5,295 | 4,687 | 8,659 | 4,573 | 66,137 | 15,628 | 20,384 | 13,003 |
| | 1987 | 233,470 | 62,143 | 59,075 | 19,247 | 7,913 | 5,004 | 4,228 | 7,323 | 3,868 | 62,554 | 13,979 | 20,994 | 11,320 |
| Lehigh | 1990 | 2,776,906 | 483,187 | 450,489 | 232,132 | 381,972 | 332,654 | 180,952 | 160,672 | 89,004 | 561,549 | 125,238 | 160,691 | 87,306 |
| | 1987 | 2,464,682 | 411,275 | 383,443 | 204,684 | 365,460 | 318,275 | 143,651 | 122,433 | 67,822 | 516,369 | 111,824 | 154,399 | 73,867 |
| Northampton | 1990 | 1,419,154 | 385,310 | 363,557 | 132,765 | 104,074 | 87,963 | 49,926 | 47,641 | 25,580 | 351,566 | 98,168 | 71,545 | 50,224 |
| | 1987 | 1,231,966 | 311,864 | 294,257 | 109,546 | 97,224 | 82,174 | 47,214 | 36,903 | 19,815 | 313,566 | 77,898 | 70,501 | 44,235 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1990
U.S. CENSUS: 1987

| METRO AREA<br>County | Year | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drugstores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Total Retail Sales ($000) | Total ($000) | Supermarkets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **PENNSYLVANIA (continued)** | | | | | | | | | | | | | | |
| **ALLENTOWN - BETHLEHEM - EASTON (continued)** | | | | | | | | | | | | | | |
| *Warren, N. J.* | 1990 | 743,417 | 161,242 | 152,598 | 51,330 | 43,373 | 35,716 | 21,521 | 26,568 | 17,159 | 177,571 | 95,846 | 57,819 | 28,247 |
| | 1987 | 644,640 | 138,299 | 130,885 | 43,022 | 36,885 | 30,374 | 18,792 | 20,197 | 13,045 | 157,227 | 79,015 | 56,399 | 23,463 |
| **ALTOONA** | 1990 | 994,442 | 243,249 | 232,169 | 83,275 | 142,690 | 120,634 | 43,195 | 60,763 | 35,782 | 219,993 | 55,451 | 45,953 | 38,281 |
| | 1987 | 880,874 | 201,601 | 192,418 | 68,002 | 134,885 | 114,036 | 40,933 | 48,570 | 28,602 | 200,990 | 45,553 | 48,613 | 33,706 |
| Blair | 1990 | 994,442 | 243,249 | 232,169 | 83,275 | 142,690 | 120,634 | 43,195 | 60,763 | 35,782 | 219,993 | 55,451 | 45,953 | 38,281 |
| | 1987 | 880,874 | 201,601 | 192,418 | 68,002 | 134,885 | 114,036 | 40,933 | 48,570 | 28,602 | 200,990 | 45,553 | 48,613 | 33,706 |
| **BEAVER COUNTY** | 1990 | 927,556 | 225,939 | 213,961 | 87,633 | 166,680 | 145,254 | 32,267 | 40,830 | 22,120 | 173,979 | 59,807 | 32,677 | 43,383 |
| | 1987 | 872,479 | 209,699 | 198,582 | 75,370 | 167,327 | 145,819 | 30,954 | 33,078 | 17,921 | 162,444 | 56,457 | 35,896 | 38,897 |
| Beaver | 1990 | 927,556 | 225,939 | 213,961 | 87,633 | 166,680 | 145,254 | 32,267 | 40,830 | 22,120 | 173,979 | 59,807 | 32,677 | 43,383 |
| | 1987 | 872,479 | 209,699 | 196,582 | 75,370 | 167,327 | 145,819 | 30,954 | 33,078 | 17,921 | 162,444 | 56,457 | 35,896 | 38,897 |
| **ERIE** | 1990 | 1,812,577 | 404,625 | 382,087 | 191,226 | 231,088 | 183,702 | 71,722 | 103,993 | 42,596 | 403,586 | 127,307 | 67,848 | 83,004 |
| | 1987 | 1,621,840 | 347,823 | 328,449 | 159,238 | 215,213 | 171,083 | 66,576 | 80,907 | 33,140 | 367,767 | 121,249 | 73,258 | 72,927 |
| Erie | 1990 | 1,812,577 | 434,625 | 382,087 | 191,226 | 231,088 | 183,702 | 71,722 | 103,993 | 42,596 | 403,586 | 127,307 | 67,848 | 83,004 |
| | 1987 | 1,621,840 | 347,823 | 328,449 | 159,238 | 215,213 | 171,083 | 66,576 | 80,907 | 33,140 | 367,767 | 121,249 | 73,258 | 72,927 |
| **HARRISBURG - LEBANON - CARLISLE** | 1990 | 4,938,302 | 795,832 | 754,898 | 395,028 | 542,915 | 474,000 | 165,577 | 235,022 | 128,743 | 1,305,703 | 474,330 | 217,718 | 141,858 |
| | 1987 | 4,434,757 | 748,623 | 710,175 | 337,376 | 514,470 | 449,161 | 150,009 | 197,383 | 109,410 | 1,149,095 | 376,662 | 233,466 | 127,180 |
| Cumberland | 1990 | 1,901,195 | 304,001 | 290,889 | 158,298 | 234,094 | 209,671 | 68,525 | 74,266 | 45,921 | 365,813 | 182,545 | 70,979 | 53,241 |
| | 1987 | 1,708,057 | 282,401 | 270,221 | 134,461 | 212,101 | 189,973 | 60,594 | 74,793 | 46,247 | 325,189 | 150,615 | 85,741 | 48,550 |
| Dauphin | 1990 | 1,941,071 | 301,790 | 287,265 | 165,724 | 210,709 | 174,258 | 76,170 | 106,629 | 50,411 | 574,057 | 164,740 | 91,232 | 62,874 |
| | 1987 | 1,753,429 | 292,370 | 278,298 | 144,129 | 206,326 | 170,634 | 69,622 | 81,262 | 38,419 | 499,920 | 137,320 | 93,173 | 56,176 |
| Lebanon | 1990 | 909,107 | 142,394 | 132,215 | 63,048 | 91,894 | 90,071 | 20,531 | 46,250 | 29,781 | 308,312 | 102,315 | 47,228 | 22,427 |
| | 1987 | 812,157 | 135,424 | 125,743 | 51,494 | 90,345 | 88,554 | 19,346 | 35,301 | 22,731 | 271,314 | 71,795 | 46,773 | 19,280 |
| Perry | 1990 | 186,929 | 47,647 | 44,529 | 7,958 | 6,218 | | 351 | 7,877 | 2,630 | 57,521 | 24,730 | 8,279 | 3,316 |
| | 1987 | 161,114 | 38,428 | 35,913 | 7,292 | 5,698 | | 447 | 6,027 | 2,013 | 52,672 | 16,932 | 7,779 | 3,174 |
| **JOHNSTOWN** | 1990 | 1,324,692 | 319,432 | 304,669 | 110,527 | 128,279 | 108,578 | 43,645 | 55,490 | 27,046 | 301,006 | 149,212 | 56,346 | 69,376 |
| | 1987 | 1,201,040 | 278,813 | 265,932 | 93,462 | 133,164 | 113,009 | 40,190 | 47,169 | 23,018 | 282,368 | 110,259 | 66,275 | 58,987 |
| Cambria | 1990 | 937,758 | 236,492 | 225,418 | 78,240 | 106,016 | 94,377 | 36,407 | 39,336 | 17,559 | 182,858 | 95,466 | 41,370 | 52,879 |
| | 1987 | 857,955 | 204,299 | 194,732 | 65,627 | 111,218 | 99,009 | 33,872 | 33,250 | 14,843 | 174,199 | 72,957 | 48,287 | 45,521 |
| Somerset | 1990 | 386,934 | 82,940 | 79,251 | 32,287 | 22,263 | 14,201 | 7,138 | 16,154 | 9,487 | 118,148 | 53,746 | 14,976 | 16,497 |
| | 1987 | 343,085 | 74,514 | 71,200 | 27,835 | 21,946 | 14,000 | 6,318 | 13,919 | 8,175 | 108,169 | 37,302 | 17,988 | 13,466 |
| **LANCASTER** | 1990 | 3,276,037 | 677,983 | 596,381 | 306,696 | 287,793 | 227,067 | 150,383 | 212,936 | 123,407 | 764,555 | 132,774 | 249,172 | 102,871 |
| | 1987 | 2,806,817 | 567,250 | 498,976 | 249,151 | 267,576 | 211,117 | 126,085 | 161,516 | 93,607 | 657,707 | 118,582 | 237,767 | 86,538 |
| Lancaster | 1990 | 3,276,037 | 677,983 | 596,381 | 306,696 | 287,793 | 227,067 | 150,383 | 212,936 | 123,407 | 764,555 | 132,774 | 249,172 | 102,871 |
| | 1987 | 2,806,817 | 567,250 | 498,976 | 249,151 | 267,576 | 211,117 | 126,085 | 161,516 | 93,607 | 657,707 | 118,582 | 237,767 | 86,538 |
| **PHILADELPHIA** | 1990 | 36,033,312 | 7,596,047 | 6,885,587 | 3,275,217 | 3,913,622 | 3,356,164 | 2,180,724 | 1,808,862 | 1,075,874 | 7,868,028 | 1,964,126 | 1,296,550 | 1,319,476 |
| | 1987 | 31,960,717 | 6,363,089 | 5,763,585 | 2,825,614 | 3,724,247 | 3,195,018 | 1,914,336 | 1,576,384 | 942,669 | 7,123,201 | 1,677,597 | 1,450,353 | 1,138,030 |
| Bucks | 1990 | 4,962,012 | 967,295 | 887,514 | 381,737 | 522,138 | 420,087 | 168,788 | 227,429 | 157,655 | 1,450,941 | 243,233 | 230,902 | 120,711 |
| | 1987 | 4,345,767 | 805,293 | 738,874 | 319,062 | 477,987 | 384,566 | 157,351 | 193,060 | 133,831 | 1,283,680 | 218,252 | 252,173 | 102,303 |
| Chester | 1990 | 2,597,255 | 564,090 | 528,276 | 226,102 | 147,981 | 123,296 | 102,418 | 137,776 | 76,337 | 786,036 | 178,873 | 134,774 | 79,255 |
| | 1987 | 2,211,670 | 449,355 | 420,826 | 185,237 | 135,942 | 113,266 | 80,950 | 104,953 | 58,151 | 675,339 | 143,628 | 140,399 | 68,798 |
| Delaware | 1990 | 4,369,373 | 916,415 | 812,897 | 379,135 | 431,301 | 389,735 | 194,227 | 224,354 | 105,786 | 816,426 | 257,531 | 150,573 | 165,464 |
| | 1987 | 3,830,451 | 780,712 | 692,523 | 318,863 | 444,541 | 401,700 | 181,089 | 171,699 | 80,959 | 765,034 | 215,624 | 163,608 | 144,890 |
| Montgomery | 1990 | 7,357,913 | 1,368,005 | 1,269,848 | 560,114 | 1,011,029 | 920,472 | 527,850 | 410,556 | 242,512 | 1,576,102 | 385,473 | 235,836 | 219,244 |
| | 1987 | 6,441,239 | 1,134,510 | 1,053,107 | 471,332 | 940,148 | 855,941 | 447,945 | 358,676 | 211,868 | 1,410,736 | 323,054 | 277,153 | 190,289 |
| Philadelphia | 1990 | 7,741,383 | 1,874,274 | 1,624,686 | 1,023,836 | 778,620 | 618,054 | 719,949 | 311,188 | 187,362 | 1,063,426 | 350,708 | 224,454 | 436,676 |
| | 1987 | 7,207,941 | 1,633,364 | 1,415,857 | 919,053 | 737,641 | 585,526 | 628,167 | 346,050 | 208,352 | 1,000,366 | 326,599 | 274,393 | 383,585 |
| *Burlington, N. J.* | 1990 | 3,386,918 | 649,715 | 599,425 | 260,068 | 348,118 | 288,291 | 121,763 | 150,477 | 86,947 | 1,126,442 | 188,201 | 99,931 | 94,580 |
| | 1987 | 2,943,369 | 520,883 | 480,565 | 231,759 | 347,321 | 287,632 | 109,604 | 117,683 | 67,999 | 989,259 | 164,169 | 102,772 | 74,897 |
| *Camden, N. J.* | 1990 | 3,728,767 | 889,008 | 819,806 | 316,565 | 416,525 | 367,919 | 248,340 | 263,072 | 183,886 | 532,438 | 211,644 | 148,793 | 150,683 |
| | 1987 | 3,353,854 | 732,576 | 675,490 | 276,734 | 391,867 | 346,140 | 228,253 | 222,371 | 155,437 | 548,838 | 181,520 | 165,945 | 129,311 |
| *Gloucester, N. J.* | 1990 | 1,889,691 | 367,165 | 343,135 | 127,660 | 257,910 | 228,310 | 97,389 | 84,010 | 35,389 | 516,217 | 148,463 | 71,287 | 52,863 |
| | 1987 | 1,626,426 | 306,396 | 286,343 | 103,574 | 248,800 | 220,247 | 80,977 | 61,892 | 26,072 | 449,949 | 104,751 | 73,910 | 43,957 |
| ***PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA*** | 1990 | 44,688,863 | 9,264,589 | 8,439,809 | 4,010,925 | 4,934,865 | 4,231,134 | 2,592,707 | 2,268,451 | 1,344,333 | 9,893,380 | 2,560,487 | 1,642,441 | 1,629,671 |
| | 1987 | 39,445,794 | 7,787,149 | 7,090,500 | 3,445,753 | 4,638,445 | 3,977,917 | 2,276,718 | 1,968,356 | 1,172,169 | 8,963,663 | 2,168,925 | 1,786,332 | 1,385,444 |
| **PITTSBURGH** | 1990 | 14,183,572 | 2,906,148 | 2,718,588 | 1,464,175 | 1,814,435 | 1,531,374 | 761,828 | 757,307 | 448,188 | 3,165,374 | 933,110 | 534,614 | 558,969 |
| | 1987 | 12,816,750 | 2,563,917 | 2,397,900 | 1,258,321 | 1,753,906 | 1,506,086 | 678,075 | 589,039 | 349,748 | 2,937,047 | 812,051 | 565,873 | 490,823 |
| Allegheny | 1990 | 9,786,382 | 1,878,359 | 1,736,979 | 1,084,733 | 1,313,518 | 1,087,676 | 583,073 | 559,869 | 324,992 | 2,120,014 | 534,297 | 337,748 | 397,239 |
| | 1987 | 8,809,950 | 1,673,651 | 1,547,678 | 932,803 | 1,282,966 | 1,062,378 | 513,331 | 427,217 | 247,991 | 1,956,474 | 484,396 | 341,785 | 346,435 |
| Fayette | 1990 | 933,906 | 256,946 | 247,619 | 74,172 | 113,640 | 98,304 | 46,111 | 35,361 | 14,651 | 172,101 | 113,739 | 39,857 | 34,228 |
| | 1987 | 835,210 | 218,936 | 210,989 | 61,859 | 115,509 | 99,922 | 39,949 | 27,567 | 11,422 | 163,707 | 79,753 | 46,197 | 32,393 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1990<br>U.S. CENSUS: 1987<br>METRO AREA<br>County | Year | Total Retail Sales ($000) | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **PENNSYLVANIA (continued)** | | | | | | | | | | | | | | |
| **PITTSBURGH (continued)** | | | | | | | | | | | | | | |
| Washington | 1990 | 1,188,004 | 298,745 | 284,536 | 102,031 | 102,883 | 93,636 | 56,201 | 56,916 | 33,778 | 311,477 | 105,238 | 40,237 | 36,447 |
| | 1987 | 1,083,882 | 255,422 | 243,274 | 88,567 | 103,881 | 94,545 | 50,371 | 43,560 | 25,852 | 295,017 | 90,777 | 47,694 | 33,752 |
| Westmoreland | 1990 | 2,275,280 | 472,098 | 449,454 | 203,239 | 284,394 | 251,758 | 76,443 | 105,161 | 74,767 | 561,782 | 179,836 | 116,772 | 91,055 |
| | 1987 | 2,087,708 | 415,908 | 395,959 | 175,092 | 281,550 | 249,241 | 74,424 | 90,695 | 64,483 | 521,849 | 157,125 | 130,197 | 78,243 |
| ***PITTSBURGH - BEAVER VALLEY CONSOLIDATED AREA*** | *1990* | *15,111,128* | *3,132,087* | *2,932,549* | *1,551,808* | *1,981,115* | *1,676,628* | *794,095* | *798,137* | *470,308* | *3,339,353* | *992,917* | *567,291* | *602,352* |
| | *1987* | *13,689,229* | *2,773,616* | *2,596,482* | *1,333,691* | *1,951,233* | *1,651,905* | *709,029* | *622,117* | *367,669* | *3,099,491* | *868,508* | *601,769* | *529,720* |
| **READING** | 1990 | 2,563,704 | 484,514 | 445,323 | 237,976 | 308,193 | 274,640 | 229,708 | 156,742 | 88,913 | 533,748 | 145,411 | 105,043 | 73,916 |
| | 1987 | 2,242,517 | 418,940 | 385,053 | 197,701 | 275,256 | 245,290 | 213,100 | 119,574 | 67,830 | 483,259 | 121,751 | 102,361 | 61,930 |
| Berks | 1990 | 2,563,704 | 484,514 | 445,323 | 237,976 | 308,193 | 274,640 | 229,708 | 156,742 | 88,913 | 533,748 | 145,411 | 105,043 | 73,916 |
| | 1987 | 2,242,517 | 418,940 | 385,053 | 197,701 | 275,256 | 245,290 | 213,100 | 119,574 | 67,830 | 483,259 | 121,751 | 102,361 | 61,930 |
| **SCRANTON - WILKES-BARRE** | 1990 | 5,316,827 | 1,105,643 | 1,030,357 | 474,215 | 691,152 | 584,841 | 253,430 | 233,627 | 142,058 | 1,018,689 | 440,367 | 305,711 | 221,486 |
| | 1987 | 4,639,755 | 952,107 | 886,764 | 395,603 | 637,005 | 539,074 | 224,696 | 179,541 | 108,960 | 913,083 | 331,108 | 302,622 | 192,749 |
| Columbia | 1990 | 408,322 | 78,974 | 74,213 | 37,878 | 42,577 | 30,765 | 10,500 | 12,208 | 4,115 | 81,975 | 35,565 | 27,910 | 14,370 |
| | 1987 | 350,875 | 70,445 | 66,198 | 31,284 | 37,779 | 27,299 | 10,216 | 10,147 | 3,421 | 72,891 | 26,694 | 28,822 | 12,990 |
| Lackawanna | 1990 | 1,653,292 | 347,396 | 321,886 | 151,711 | 249,341 | 217,323 | 99,181 | 66,317 | 45,528 | 307,893 | 118,205 | 96,007 | 84,449 |
| | 1987 | 1,439,989 | 292,963 | 271,450 | 123,840 | 224,803 | 195,937 | 86,654 | 50,631 | 34,760 | 279,013 | 90,549 | 92,759 | 73,737 |
| Luzerne | 1990 | 2,238,927 | 465,876 | 429,049 | 198,998 | 310,279 | 260,498 | 113,881 | 113,413 | 65,588 | 432,129 | 181,328 | 107,117 | 90,507 |
| | 1987 | 1,985,919 | 413,181 | 380,519 | 169,009 | 290,207 | 243,647 | 101,660 | 86,670 | 50,123 | 390,370 | 136,073 | 107,474 | 78,878 |
| Monroe | 1990 | 877,900 | 184,238 | 178,409 | 73,891 | 79,637 | 68,135 | 25,367 | 37,359 | 24,667 | 161,849 | 88,196 | 66,389 | 27,521 |
| | 1987 | 739,266 | 147,743 | 143,069 | 61,796 | 75,606 | 64,687 | 22,718 | 28,780 | 19,003 | 140,687 | 65,289 | 64,411 | 22,743 |
| Wyoming | 1990 | 138,386 | 29,159 | 26,800 | 11,747 | 9,318 | 8,120 | 4,501 | 4,330 | 2,160 | 34,843 | 17,073 | 8,288 | 4,559 |
| | 1987 | 123,706 | 27,775 | 25,528 | 9,674 | 8,610 | 7,504 | 3,448 | 3,313 | 1,653 | 30,122 | 12,503 | 9,156 | 4,401 |
| **SHARON** | 1990 | 703,350 | 147,059 | 138,804 | 62,799 | 90,125 | 69,064 | 38,313 | 45,431 | 30,221 | 170,681 | 54,007 | 24,133 | 29,963 |
| | 1987 | 639,114 | 130,598 | 123,267 | 55,648 | 88,508 | 67,826 | 33,374 | 35,626 | 23,699 | 159,974 | 44,996 | 28,968 | 25,476 |
| Mercer | 1990 | 703,350 | 147,059 | 138,804 | 62,799 | 90,125 | 69,064 | 38,313 | 45,431 | 30,221 | 170,681 | 54,007 | 24,133 | 29,963 |
| | 1987 | 639,114 | 130,598 | 123,267 | 55,648 | 88,508 | 67,826 | 33,374 | 35,626 | 23,699 | 159,974 | 44,996 | 28,968 | 25,476 |
| **STATE COLLEGE** | 1990 | 822,998 | 156,976 | 149,427 | 95,649 | 89,139 | 67,797 | 40,925 | 46,132 | 22,101 | 162,633 | 69,313 | 45,006 | 27,632 |
| | 1987 | 719,399 | 133,084 | 126,684 | 79,603 | 82,086 | 62,433 | 35,544 | 35,674 | 17,067 | 148,004 | 51,724 | 51,984 | 24,337 |
| Centre | 1990 | 822,998 | 156,976 | 149,427 | 95,649 | 89,139 | 67,797 | 40,925 | 46,132 | 22,101 | 162,633 | 69,313 | 45,006 | 27,632 |
| | 1987 | 719,399 | 133,084 | 126,684 | 79,603 | 82,086 | 62,433 | 35,544 | 35,624 | 17,067 | 148,004 | 51,724 | 51,984 | 24,337 |
| **WILLIAMSPORT** | 1990 | 894,501 | 188,770 | 167,136 | 65,622 | 96,328 | 88,394 | 46,401 | 41,343 | 15,561 | 207,439 | 42,676 | 39,367 | 33,036 |
| | 1987 | 782,964 | 164,642 | 145,773 | 56,388 | 91,526 | 83,988 | 42,081 | 33,165 | 12,483 | 188,917 | 33,935 | 40,724 | 28,109 |
| Lycoming | 1990 | 894,501 | 188,770 | 167,136 | 65,622 | 96,328 | 88,394 | 46,401 | 41,343 | 15,561 | 207,439 | 42,676 | 39,367 | 33,036 |
| | 1987 | 782,964 | 164,642 | 145,773 | 56,388 | 91,526 | 83,988 | 42,081 | 33,165 | 12,483 | 188,917 | 33,935 | 40,724 | 28,109 |
| **YORK** | 1990 | 3,106,979 | 585,727 | 548,139 | 259,394 | 295,396 | 244,433 | 98,062 | 140,467 | 83,185 | 657,098 | 127,605 | 134,675 | 80,153 |
| | 1987 | 2,659,128 | 501,780 | 469,630 | 217,929 | 279,253 | 231,735 | 89,439 | 111,429 | 66,038 | 589,700 | 123,833 | 141,628 | 68,533 |
| Adams | 1990 | 327,287 | 90,032 | 83,231 | 49,341 | 17,180 | 9,046 | 4,790 | 16,743 | 8,515 | 81,572 | 13,670 | 17,547 | 8,865 |
| | 1987 | 283,918 | 73,410 | 67,865 | 41,988 | 14,180 | 7,467 | 4,246 | 12,781 | 6,501 | 69,865 | 16,176 | 18,087 | 7,745 |
| York | 1990 | 2,779,692 | 495,695 | 464,908 | 210,053 | 278,216 | 235,387 | 93,272 | 123,724 | 74,670 | 575,526 | 113,935 | 117,128 | 71,288 |
| | 1987 | 2,375,210 | 428,370 | 401,765 | 175,941 | 265,073 | 224,268 | 85,193 | 98,648 | 59,537 | 519,835 | 107,657 | 123,541 | 60,788 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Adams | 1990 | 327,287 | 90,032 | 83,231 | 49,341 | 17,180 | 9,046 | 4,790 | 16,743 | 8,515 | 81,572 | 13,670 | 17,547 | 8,865 |
| | 1987 | 283,918 | 73,410 | 67,865 | 41,988 | 14,180 | 7,467 | 4,246 | 12,781 | 6,501 | 69,865 | 16,176 | 18,087 | 7,745 |
| Allegheny | 1990 | 9,786,382 | 1,878,359 | 1,736,979 | 1,084,733 | 1,313,518 | 1,087,676 | 583,073 | 559,869 | 324,992 | 2,120,014 | 534,297 | 337,748 | 397,239 |
| | 1987 | 8,809,950 | 1,673,651 | 1,547,678 | 932,803 | 1,282,966 | 1,062,378 | 513,331 | 427,217 | 247,991 | 1,956,474 | 484,396 | 341,785 | 346,435 |
| Armstrong | 1990 | 333,208 | 82,968 | 77,097 | 26,061 | 33,525 | 27,755 | 8,812 | 11,636 | 7,973 | 77,689 | 35,696 | 20,248 | 16,263 |
| | 1987 | 309,608 | 77,083 | 71,628 | 23,591 | 29,163 | 24,145 | 8,474 | 9,889 | 6,777 | 74,472 | 30,426 | 22,509 | 14,661 |
| Beaver | 1990 | 927,556 | 225,939 | 213,961 | 87,633 | 166,680 | 145,254 | 32,267 | 40,830 | 22,120 | 173,979 | 59,807 | 32,677 | 43,383 |
| | 1987 | 872,479 | 209,699 | 198,582 | 75,370 | 167,327 | 145,819 | 30,954 | 33,078 | 17,921 | 162,444 | 56,457 | 35,896 | 38,897 |
| Bedford | 1990 | 325,448 | 45,056 | 43,780 | 36,510 | 12,125 | 8,765 | 3,387 | 10,754 | 5,552 | 74,672 | 82,121 | 10,489 | 10,586 |
| | 1987 | 279,745 | 41,737 | 40,555 | 33,316 | 9,738 | 7,040 | 3,460 | 8,241 | 4,255 | 68,072 | 61,016 | 11,462 | 9,619 |
| Berks | 1990 | 2,563,704 | 484,514 | 445,323 | 237,976 | 308,193 | 274,640 | 229,708 | 156,742 | 88,913 | 533,748 | 145,411 | 105,043 | 73,916 |
| | 1987 | 2,242,517 | 418,940 | 385,053 | 197,701 | 275,256 | 245,290 | 213,100 | 119,574 | 67,830 | 483,259 | 121,751 | 102,361 | 61,930 |
| Blair | 1990 | 994,442 | 243,249 | 232,169 | 83,275 | 142,690 | 120,634 | 43,195 | 60,763 | 35,782 | 219,993 | 55,451 | 45,953 | 38,281 |
| | 1987 | 880,874 | 201,601 | 192,418 | 68,002 | 134,885 | 114,036 | 40,933 | 48,570 | 28,602 | 200,990 | 45,553 | 48,613 | 33,706 |
| Bradford | 1990 | 389,305 | 73,815 | 71,296 | 25,645 | 30,242 | 23,613 | 10,041 | 9,530 | 5,413 | 120,292 | 37,334 | 25,197 | 18,222 |
| | 1987 | 335,289 | 66,087 | 63,832 | 20,410 | 25,514 | 19,922 | 9,674 | 7,673 | 4,359 | 105,354 | 25,833 | 25,042 | 16,204 |
| Bucks | 1990 | 4,962,012 | 967,295 | 887,514 | 381,737 | 522,138 | 420,087 | 168,788 | 227,429 | 157,655 | 1,450,941 | 243,233 | 230,902 | 120,711 |
| | 1987 | 4,345,767 | 805,293 | 738,874 | 319,062 | 477,987 | 384,566 | 157,351 | 193,060 | 133,831 | 1,283,680 | 218,252 | 252,173 | 102,303 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1990<br>U.S. CENSUS 1987<br>METRO AREA<br>County | Year | Total Retail Sales ($000) | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **PENNSYLVANIA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Butler | 1990 | 933,830 | 200,457 | 188,085 | 85,021 | 119,523 | 106,859 | 24,439 | 54,600 | 28,057 | 206,356 | 87,219 | 57,937 | 25,813 |
| | 1987 | 823,341 | 169,018 | 158,586 | 71,945 | 110,405 | 98,708 | 23,881 | 41,593 | 21,374 | 191,477 | 70,614 | 58,583 | 24,205 |
| Cambria | 1990 | 937,758 | 236,492 | 225,418 | 78,240 | 106,016 | 94,377 | 36,407 | 39,336 | 17,559 | 182,858 | 95,466 | 41,370 | 52,879 |
| | 1987 | 857,955 | 204,299 | 194,732 | 65,627 | 111,218 | 99,009 | 33,872 | 33,250 | 14,843 | 174,199 | 72,957 | 48,287 | 45,521 |
| Cameron | 1990 | 29,660 | 9,061 | 8,708 | 2,667 | 541 | | 406 | 744 | 549 | 6,085 | 934 | 374 | 1,260 |
| | 1987 | 26,679 | 7,883 | 7,576 | 2,181 | 988 | | 428 | 628 | 464 | 4,981 | 1,385 | 598 | 1,219 |
| Carbon | 1990 | 251,124 | 65,619 | 62,379 | 23,779 | 8,375 | 5,295 | 4,687 | 8,659 | 4,573 | 66,137 | 15,628 | 20,384 | 13,003 |
| | 1987 | 233,470 | 62,143 | 59,075 | 19,247 | 7,913 | 5,004 | 4,228 | 7,323 | 3,868 | 62,554 | 13,979 | 20,994 | 11,320 |
| Centre | 1990 | 822,998 | 156,976 | 149,427 | 95,649 | 89,139 | 67,797 | 40,925 | 46,132 | 22,101 | 162,633 | 69,313 | 45,006 | 27,632 |
| | 1987 | 719,399 | 133,084 | 126,684 | 79,603 | 82,086 | 62,433 | 35,544 | 35,624 | 17,067 | 148,004 | 51,724 | 51,984 | 24,337 |
| Chester | 1990 | 2,597,255 | 564,090 | 528,276 | 226,102 | 147,981 | 123,296 | 102,418 | 137,776 | 76,337 | 786,036 | 178,873 | 134,774 | 79,255 |
| | 1987 | 2,211,670 | 449,355 | 420,826 | 185,237 | 135,942 | 113,266 | 80,950 | 104,953 | 58,151 | 675,339 | 143,628 | 140,399 | 68,798 |
| Clarion | 1990 | 209,625 | 57,147 | 56,186 | 20,633 | 17,416 | 14,561 | 11,422 | 7,605 | 4,177 | 38,403 | 19,584 | 13,294 | 10,034 |
| | 1987 | 192,188 | 47,640 | 46,839 | 18,816 | 15,974 | 13,356 | 11,053 | 6,020 | 3,307 | 36,187 | 18,966 | 15,116 | 8,825 |
| Clearfield | 1990 | 578,464 | 141,714 | 135,019 | 37,331 | 46,250 | 39,212 | 42,437 | 21,084 | 13,878 | 140,971 | 52,632 | 26,835 | 16,533 |
| | 1987 | 518,961 | 119,567 | 113,918 | 31,342 | 45,993 | 38,995 | 32,876 | 17,683 | 11,640 | 134,555 | 45,300 | 30,389 | 14,705 |
| Clinton | 1990 | 281,247 | 57,930 | 56,309 | 17,135 | 18,779 | 12,522 | 17,244 | 9,817 | 2,619 | 95,295 | 27,715 | 11,091 | 9,167 |
| | 1987 | 248,649 | 47,715 | 46,380 | 14,098 | 16,734 | 11,159 | 15,917 | 7,521 | 2,007 | 80,909 | 26,872 | 11,861 | 7,838 |
| Columbia | 1990 | 408,322 | 78,974 | 74,213 | 37,878 | 42,577 | 30,765 | 10,500 | 12,208 | 4,115 | 81,975 | 35,565 | 27,910 | 14,370 |
| | 1987 | 350,875 | 70,445 | 66,198 | 31,284 | 37,779 | 27,299 | 10,216 | 10,147 | 3,421 | 72,891 | 26,694 | 28,822 | 12,990 |
| Crawford | 1990 | 469,244 | 82,042 | 78,741 | 52,438 | 51,849 | 30,006 | 14,481 | 20,420 | 9,737 | 114,663 | 41,285 | 26,673 | 19,036 |
| | 1987 | 430,063 | 78,978 | 75,800 | 44,321 | 49,047 | 28,385 | 14,560 | 15,614 | 7,446 | 105,104 | 33,937 | 29,790 | 16,496 |
| Cumberland | 1990 | 1,901,195 | 304,001 | 290,889 | 158,298 | 234,094 | 209,671 | 68,525 | 74,266 | 45,921 | 365,813 | 182,545 | 70,979 | 53,241 |
| | 1987 | 1,708,057 | 282,401 | 270,221 | 134,461 | 212,101 | 189,973 | 60,594 | 74,793 | 46,247 | 325,189 | 150,615 | 85,741 | 48,550 |
| Dauphin | 1990 | 1,941,071 | 301,790 | 287,265 | 165,724 | 210,709 | 174,258 | 76,170 | 106,629 | 50,411 | 574,057 | 164,740 | 91,232 | 62,874 |
| | 1987 | 1,753,429 | 292,370 | 278,298 | 144,129 | 206,326 | 170,634 | 69,622 | 81,262 | 38,419 | 499,920 | 137,320 | 93,173 | 56,176 |
| Delaware | 1990 | 4,369,373 | 916,415 | 812,897 | 379,135 | 431,301 | 389,735 | 194,227 | 224,354 | 105,786 | 816,426 | 257,531 | 150,573 | 165,464 |
| | 1987 | 3,830,451 | 780,712 | 692,523 | 318,863 | 444,541 | 401,700 | 181,089 | 171,699 | 80,959 | 765,034 | 215,624 | 163,608 | 144,890 |
| Elk | 1990 | 160,992 | 44,385 | 42,619 | 13,145 | 11,574 | 9,691 | 3,346 | 6,717 | 3,403 | 26,857 | 16,749 | 11,464 | 10,396 |
| | 1987 | 145,801 | 39,362 | 37,796 | 10,626 | 11,423 | 9,565 | 3,410 | 5,675 | 2,876 | 27,101 | 12,030 | 12,204 | 9,074 |
| Erie | 1990 | 1,812,577 | 404,625 | 382,087 | 191,226 | 231,088 | 183,702 | 71,722 | 103,993 | 42,596 | 403,586 | 127,307 | 67,848 | 83,004 |
| | 1987 | 1,621,840 | 347,823 | 328,449 | 159,238 | 215,213 | 171,083 | 66,576 | 80,907 | 33,140 | 367,767 | 121,249 | 73,258 | 72,927 |
| Fayette | 1990 | 933,906 | 256,946 | 247,619 | 74,172 | 113,640 | 98,304 | 46,111 | 35,361 | 14,651 | 172,101 | 113,739 | 39,857 | 34,228 |
| | 1987 | 835,210 | 218,936 | 210,989 | 61,859 | 115,509 | 99,922 | 39,949 | 27,567 | 11,422 | 163,707 | 79,753 | 46,197 | 32,393 |
| Forest | 1990 | 14,190 | 4,429 | 4,244 | 1,752 | 623 | | 40 | 114 | | 2,247 | 1,663 | 1,301 | |
| | 1987 | 13,838 | 4,232 | 4,055 | 1,633 | 593 | | 74 | 126 | | 2,363 | 1,138 | 1,890 | |
| Franklin | 1990 | 752,857 | 147,694 | 136,284 | 65,382 | 89,773 | 83,341 | 32,379 | 35,171 | 17,430 | 175,965 | 72,954 | 35,688 | 28,432 |
| | 1987 | 656,959 | 128,645 | 118,707 | 56,023 | 81,371 | 75,542 | 31,117 | 26,806 | 13,235 | 156,139 | 50,388 | 38,387 | 25,581 |
| Fulton | 1990 | 58,743 | 11,178 | 10,395 | 4,365 | 772 | | 813 | 1,436 | 1,436 | 15,414 | 11,445 | 3,754 | 3,770 |
| | 1987 | 50,836 | 11,046 | 10,272 | 3,808 | 1,307 | | 621 | 1,093 | 1,093 | 13,647 | 7,639 | 3,679 | 3,362 |
| Greene | 1990 | 169,541 | 48,980 | 46,428 | 12,076 | 11,266 | 10,194 | 2,517 | 5,220 | 2,944 | 52,336 | 12,053 | 7,334 | 8,809 |
| | 1987 | 155,311 | 42,750 | 40,523 | 10,243 | 12,290 | 11,121 | 2,629 | 4,155 | 2,344 | 47,468 | 11,413 | 7,861 | 7,381 |
| Huntingdon | 1990 | 185,132 | 57,278 | 54,722 | 15,246 | 12,634 | 8,440 | 5,323 | 4,136 | 3,022 | 33,210 | 16,056 | 11,791 | 6,609 |
| | 1987 | 166,100 | 47,819 | 45,685 | 13,580 | 11,664 | 7,794 | 4,916 | 3,234 | 2,364 | 29,885 | 11,459 | 13,199 | 5,677 |
| Indiana | 1990 | 537,898 | 128,512 | 126,014 | 45,413 | 76,752 | 57,863 | 17,902 | 21,961 | 13,993 | 142,590 | 34,027 | 12,895 | 20,085 |
| | 1987 | 476,736 | 100,230 | 98,282 | 38,586 | 74,324 | 56,033 | 16,993 | 17,550 | 11,183 | 130,770 | 30,768 | 16,759 | 16,984 |
| Jefferson | 1990 | 244,979 | 62,344 | 60,285 | 16,007 | 12,174 | 7,401 | 5,149 | 11,990 | 4,544 | 59,694 | 35,838 | 13,353 | 11,250 |
| | 1987 | 221,236 | 52,927 | 50,772 | 13,446 | 12,473 | 7,584 | 5,221 | 9,435 | 3,576 | 54,305 | 32,913 | 14,244 | 9,812 |
| Juniata | 1990 | 82,739 | 24,036 | 22,736 | 4,625 | 980 | | 795 | 2,421 | 740 | 34,018 | 7,058 | 2,799 | 2,880 |
| | 1987 | 73,809 | 19,778 | 18,708 | 4,090 | 1,654 | | 701 | 1,943 | 594 | 30,088 | 6,412 | 3,455 | 2,527 |
| Lackawanna | 1990 | 1,653,292 | 347,396 | 321,886 | 151,711 | 249,341 | 217,323 | 99,181 | 66,317 | 45,528 | 307,893 | 118,205 | 96,007 | 84,449 |
| | 1987 | 1,439,989 | 292,963 | 271,450 | 123,840 | 224,803 | 195,937 | 86,654 | 50,631 | 34,760 | 279,013 | 90,549 | 92,759 | 73,737 |
| Lancaster | 1990 | 3,276,037 | 677,983 | 596,381 | 306,696 | 287,793 | 227,067 | 150,383 | 212,936 | 123,407 | 764,555 | 132,774 | 249,172 | 102,871 |
| | 1987 | 2,806,817 | 567,250 | 498,976 | 249,151 | 267,576 | 211,117 | 126,085 | 161,516 | 93,607 | 657,707 | 118,582 | 237,767 | 86,538 |
| Lawrence | 1990 | 542,576 | 124,650 | 119,823 | 47,848 | 46,651 | 34,184 | 14,811 | 19,231 | 12,713 | 133,559 | 23,469 | 19,999 | 22,962 |
| | 1987 | 495,214 | 113,269 | 108,883 | 40,341 | 47,228 | 34,607 | 14,666 | 15,911 | 10,519 | 119,167 | 28,881 | 22,252 | 20,338 |
| Lebanon | 1990 | 909,107 | 142,394 | 132,215 | 63,048 | 91,894 | 90,071 | 20,531 | 46,250 | 29,781 | 308,312 | 102,315 | 47,228 | 22,427 |
| | 1987 | 812,157 | 135,424 | 125,743 | 51,494 | 90,345 | 88,554 | 19,346 | 35,301 | 22,731 | 271,314 | 71,795 | 46,773 | 19,280 |
| Lehigh | 1990 | 2,776,906 | 483,187 | 450,489 | 232,132 | 381,972 | 332,654 | 180,952 | 160,672 | 89,004 | 561,549 | 125,238 | 160,691 | 87,306 |
| | 1987 | 2,464,682 | 411,275 | 383,443 | 204,684 | 365,460 | 318,275 | 143,651 | 122,433 | 67,822 | 516,369 | 111,824 | 154,399 | 73,867 |
| Luzerne | 1990 | 2,238,927 | 465,876 | 429,049 | 198,998 | 310,279 | 260,498 | 113,881 | 113,413 | 65,588 | 432,129 | 181,328 | 107,117 | 90,507 |
| | 1987 | 1,985,919 | 413,181 | 380,519 | 169,009 | 290,207 | 243,647 | 101,660 | 86,670 | 50,123 | 390,370 | 136,073 | 107,474 | 78,878 |
| Lycoming | 1990 | 894,501 | 188,770 | 167,136 | 65,622 | 96,328 | 88,394 | 46,401 | 41,343 | 15,561 | 207,439 | 42,676 | 39,367 | 33,036 |
| | 1987 | 782,964 | 164,642 | 145,773 | 56,388 | 91,526 | 83,988 | 42,081 | 33,165 | 12,483 | 188,917 | 33,935 | 40,724 | 28,109 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1990<br>U.S. CENSUS 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **PENNSYLVANIA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| McKean | 1990 | 235,270 | 66,413 | 65,165 | 26,083 | 14,374 | 10,651 | 4,722 | 5,813 | 3,141 | 64,424 | 13,406 | 7,122 | 13,203 |
| | 1987 | 216,416 | 57,095 | 56,022 | 21,631 | 15,795 | 11,705 | 5,089 | 5,247 | 2,836 | 60,618 | 12,441 | 8,541 | 11,882 |
| Mercer | 1990 | 703,350 | 147,059 | 138,804 | 62,799 | 90,125 | 69,064 | 38,313 | 45,431 | 30,221 | 170,681 | 54,007 | 24,133 | 29,963 |
| | 1987 | 639,114 | 130,598 | 123,267 | 55,648 | 86,508 | 67,826 | 33,374 | 35,626 | 23,699 | 159,974 | 44,996 | 28,968 | 25,476 |
| Mifflin | 1990 | 288,330 | 70,210 | 68,522 | 23,025 | 27,406 | 20,078 | 9,401 | 12,096 | 8,825 | 63,273 | 25,550 | 19,116 | 8,256 |
| | 1987 | 251,383 | 57,658 | 56,272 | 19,107 | 25,432 | 18,632 | 8,078 | 9,223 | 6,729 | 54,036 | 19,380 | 20,775 | 9,507 |
| Monroe | 1990 | 877,900 | 184,238 | 178,409 | 73,881 | 79,637 | 68,135 | 25,367 | 37,359 | 24,667 | 161,849 | 88,196 | 66,389 | 27,521 |
| | 1987 | 739,266 | 147,743 | 143,069 | 61,796 | 75,606 | 64,687 | 22,718 | 28,780 | 19,003 | 140,687 | 65,289 | 64,411 | 22,743 |
| Montgomery | 1990 | 7,357,913 | 1,368,005 | 1,269,848 | 560,114 | 1,011,029 | 920,472 | 527,850 | 410,556 | 242,512 | 1,576,102 | 385,473 | 235,836 | 219,244 |
| | 1987 | 6,441,239 | 1,134,510 | 1,053,107 | 471,332 | 940,148 | 855,941 | 447,945 | 358,676 | 211,868 | 1,410,736 | 323,054 | 277,153 | 190,289 |
| Montour | 1990 | 78,637 | 26,107 | 24,563 | 9,796 | 1,133 | | 716 | 4,593 | 4,593 | 11,436 | 4,163 | 3,658 | 6,244 |
| | 1987 | 73,189 | 20,914 | 19,677 | 8,418 | 1,500 | | 867 | 3,555 | 3,555 | 15,646 | 3,370 | 4,219 | 5,528 |
| Northampton | 1990 | 1,419,154 | 385,310 | 363,557 | 132,765 | 104,074 | 87,963 | 49,926 | 47,641 | 25,580 | 351,566 | 98,168 | 71,545 | 50,224 |
| | 1987 | 1,231,966 | 311,864 | 294,257 | 109,546 | 97,224 | 82,174 | 47,214 | 36,903 | 19,815 | 313,566 | 77,898 | 70,501 | 44,235 |
| Northumberland | 1990 | 542,363 | 142,923 | 135,351 | 41,009 | 47,007 | 28,347 | 14,482 | 32,258 | 11,448 | 126,042 | 13,848 | 33,252 | 26,861 |
| | 1987 | 484,397 | 121,217 | 114,795 | 32,452 | 41,342 | 24,932 | 13,232 | 24,786 | 8,797 | 116,381 | 17,543 | 35,583 | 24,362 |
| Perry | 1990 | 186,929 | 47,647 | 44,529 | 7,958 | 6,218 | | 351 | 7,877 | 2,630 | 57,521 | 24,730 | 8,279 | 3,316 |
| | 1987 | 161,114 | 38,428 | 35,913 | 7,292 | 5,698 | | 447 | 6,027 | 2,013 | 52,672 | 16,932 | 7,779 | 3,174 |
| Philadelphia | 1990 | 7,741,383 | 1,874,274 | 1,624,686 | 1,023,836 | 778,620 | 618,054 | 719,949 | 311,188 | 187,362 | 1,063,426 | 350,708 | 224,454 | 436,676 |
| | 1987 | 7,207,941 | 1,633,364 | 1,415,857 | 919,053 | 737,641 | 585,526 | 628,167 | 346,050 | 208,352 | 1,000,366 | 326,599 | 274,393 | 383,585 |
| Pike | 1990 | 99,829 | 26,170 | 24,493 | 11,229 | 1,660 | | 1,395 | 3,068 | 1,281 | 10,827 | 18,332 | 17,099 | 436 |
| | 1987 | 88,805 | 20,953 | 19,610 | 10,397 | 1,611 | | 1,100 | 2,458 | 1,027 | 10,781 | 13,641 | 18,064 | 782 |
| Potter | 1990 | 80,132 | 23,866 | 21,557 | 4,415 | 803 | | 1,118 | 2,129 | 1,927 | 24,711 | 5,446 | 6,020 | 3,407 |
| | 1987 | 70,280 | 20,745 | 18,738 | 3,783 | 761 | | 1,285 | 1,935 | 1,752 | 21,110 | 4,745 | 6,410 | 3,035 |
| Schuylkill | 1990 | 842,642 | 211,341 | 194,548 | 68,326 | 110,225 | 102,890 | 31,643 | 30,739 | 14,197 | 147,854 | 81,817 | 30,837 | 54,296 |
| | 1987 | 757,025 | 189,536 | 174,476 | 57,383 | 107,754 | 100,584 | 28,816 | 26,906 | 12,427 | 135,872 | 59,774 | 32,189 | 45,206 |
| Snyder | 1990 | 308,426 | 45,344 | 42,943 | 31,084 | 63,133 | 61,468 | 11,445 | 11,800 | 7,507 | 71,511 | 12,424 | 8,551 | 9,427 |
| | 1987 | 273,032 | 39,699 | 37,597 | 25,358 | 58,434 | 56,894 | 10,926 | 9,376 | 5,966 | 64,924 | 9,407 | 9,226 | 7,477 |
| Somerset | 1990 | 386,934 | 82,940 | 79,251 | 32,287 | 22,263 | 14,201 | 7,138 | 16,154 | 9,487 | 118,148 | 53,746 | 14,976 | 16,497 |
| | 1987 | 343,085 | 74,514 | 71,200 | 27,835 | 21,946 | 14,000 | 6,318 | 13,919 | 8,175 | 108,169 | 37,302 | 17,988 | 13,466 |
| Sullivan | 1990 | 29,047 | 6,559 | 5,939 | 3,116 | 1,931 | | 85 | 604 | | 10,669 | 1,744 | 1,275 | 1,657 |
| | 1987 | 24,941 | 4,858 | 4,399 | 2,303 | 2,709 | | 95 | 507 | | 8,157 | 1,443 | 2,160 | 1,506 |
| Susquehanna | 1990 | 159,212 | 39,402 | 37,310 | 10,700 | 11,847 | 7,856 | 1,510 | 2,772 | 1,908 | 48,453 | 21,762 | 4,594 | 5,566 |
| | 1987 | 143,124 | 34,500 | 32,668 | 9,304 | 9,107 | 6,040 | 1,290 | 2,416 | 1,664 | 44,444 | 18,275 | 5,118 | 5,076 |
| Tioga | 1990 | 196,335 | 47,618 | 43,113 | 21,764 | 15,681 | 7,044 | 2,633 | 5,433 | 2,733 | 43,928 | 22,945 | 17,355 | 8,733 |
| | 1987 | 170,674 | 40,350 | 36,533 | 17,033 | 14,209 | 6,384 | 2,354 | 4,150 | 2,088 | 40,198 | 17,101 | 18,581 | 7,654 |
| Union | 1990 | 169,066 | 44,168 | 40,507 | 29,658 | 6,964 | 5,016 | 5,023 | 7,499 | 1,857 | 33,302 | 13,132 | 8,737 | 10,713 |
| | 1987 | 154,718 | 39,340 | 36,079 | 25,916 | 7,319 | 5,273 | 4,769 | 5,737 | 1,421 | 30,504 | 9,557 | 9,577 | 9,413 |
| Venango | 1990 | 329,717 | 73,774 | 72,191 | 25,771 | 54,598 | 43,689 | 8,032 | 11,737 | 7,269 | 70,890 | 42,808 | 13,253 | 12,771 |
| | 1987 | 301,917 | 65,254 | 63,854 | 22,763 | 50,629 | 40,514 | 9,329 | 10,050 | 6,225 | 68,015 | 31,828 | 15,286 | 11,264 |
| Warren | 1990 | 658,167 | 60,652 | 58,206 | 22,473 | 22,663 | 20,763 | 14,637 | 8,460 | 2,523 | 62,799 | 14,913 | 8,797 | 9,750 |
| | 1987 | 588,636 | 52,650 | 50,527 | 19,053 | 22,969 | 21,044 | 14,984 | 6,596 | 1,968 | 61,425 | 14,682 | 10,248 | 8,915 |
| Washington | 1990 | 1,188,004 | 298,745 | 284,536 | 102,031 | 102,883 | 93,636 | 56,201 | 56,916 | 33,778 | 311,477 | 105,238 | 40,237 | 36,447 |
| | 1987 | 1,083,882 | 255,422 | 243,274 | 88,567 | 103,881 | 94,545 | 50,371 | 43,560 | 25,852 | 295,017 | 90,777 | 47,694 | 33,752 |
| Wayne | 1990 | 332,467 | 79,483 | 78,095 | 23,621 | 17,192 | 13,174 | 5,998 | 14,074 | 8,796 | 57,313 | 53,798 | 43,452 | 10,837 |
| | 1987 | 283,195 | 63,298 | 62,193 | 18,349 | 15,806 | 12,113 | 5,973 | 11,295 | 7,060 | 50,644 | 36,898 | 42,220 | 9,507 |
| Westmoreland | 1990 | 2,275,280 | 472,098 | 449,454 | 203,239 | 284,394 | 251,758 | 76,443 | 105,161 | 74,767 | 561,782 | 179,836 | 116,772 | 91,055 |
| | 1987 | 2,087,708 | 415,908 | 395,959 | 175,092 | 281,550 | 249,241 | 74,424 | 90,695 | 64,483 | 521,849 | 157,125 | 130,197 | 78,243 |
| Wyoming | 1990 | 138,386 | 29,159 | 26,800 | 11,747 | 9,318 | 8,120 | 4,501 | 4,330 | 2,160 | 34,843 | 17,073 | 8,288 | 4,559 |
| | 1987 | 123,706 | 27,775 | 25,528 | 9,674 | 8,610 | 7,504 | 3,448 | 3,313 | 1,653 | 30,122 | 12,503 | 9,156 | 4,401 |
| York | 1990 | 2,779,692 | 495,695 | 464,908 | 210,053 | 278,216 | 235,387 | 93,272 | 123,724 | 74,670 | 575,526 | 113,935 | 117,128 | 71,288 |
| | 1987 | 2,375,210 | 428,370 | 401,765 | 175,941 | 265,073 | 224,268 | 85,193 | 98,648 | 59,537 | 519,835 | 107,657 | 123,541 | 60,788 |
| **TOTAL METRO COUNTIES** | 1990 | 72,340,657 | 14,866,092 | 13,681,585 | 6,793,815 | 8,269,703 | 7,017,334 | 3,924,153 | 3,658,358 | 2,098,730 | 15,756,667 | 4,466,222 | 3,087,422 | 2,675,731 |
| | 1987 | 64,284,620 | 12,807,393 | 11,787,565 | 5,790,816 | 7,877,031 | 6,687,109 | 3,461,651 | 3,013,718 | 1,736,189 | 14,267,999 | 3,779,018 | 3,283,055 | 2,329,479 |
| **TOTAL STATE** | 1990 | 82,989,975 | 17,234,298 | 15,932,859 | 7,675,185 | 9,259,769 | 7,812,718 | 4,252,737 | 4,066,020 | 2,314,915 | 18,154,415 | 5,428,142 | 3,623,056 | 3,099,995 |
| | 1987 | 73,786,715 | 14,851,226 | 13,729,802 | 6,536,462 | 8,810,291 | 7,435,180 | 3,770,509 | 3,338,745 | 1,909,167 | 16,462,798 | 4,556,693 | 3,860,532 | 2,705,101 |
| **RHODE ISLAND** | | | | | | | | | | | | | | |
| **PROVIDENCE - PAWTUCKET - WOONSOCKET** | 1990 | 6,621,140 | 1,390,972 | 1,211,653 | 740,007 | 750,465 | 587,072 | 351,499 | 291,612 | 203,123 | 1,175,964 | 457,516 | 326,892 | 301,155 |
| | 1987 | 5,897,217 | 1,151,036 | 967,477 | 571,921 | 743,660 | 581,696 | 338,815 | 241,429 | 167,832 | 1,142,110 | 402,173 | 349,738 | 270,626 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1990<br>U.S. CENSUS 1987<br>METRO AREA<br>County | Year | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **RHODE ISLAND (continued)** | | | | | | | | | | | | | | |
| **PROVIDENCE - PAWTUCKET - WOONSOCKET (continued)** | | | | | | | | | | | | | | |
| Bristol | 1990 | 239,949 | 66,787 | 58,458 | 27,747 | 2,630 | | 11,237 | 6,814 | 5,627 | 53,545 | 16,160 | 12,535 | 13,682 |
| | 1987 | 213,750 | 52,268 | 45,750 | 22,411 | 3,320 | | 10,371 | 5,296 | 4,374 | 53,071 | 16,653 | 13,915 | 12,248 |
| Kent | 1990 | 1,687,207 | 275,155 | 227,791 | 168,616 | 307,478 | 257,300 | 125,316 | 55,278 | 32,827 | 301,666 | 97,466 | 74,583 | 58,221 |
| | 1987 | 1,492,016 | 219,893 | 182,042 | 126,706 | 313,066 | 261,977 | 109,831 | 45,546 | 27,048 | 289,883 | 83,070 | 72,386 | 53,544 |
| Providence | 1990 | 3,832,852 | 814,370 | 709,805 | 442,223 | 400,598 | 303,349 | 182,225 | 197,994 | 147,939 | 690,435 | 275,475 | 161,543 | 198,710 |
| | 1987 | 3,413,503 | 657,907 | 573,432 | 340,291 | 385,919 | 292,235 | 185,282 | 162,894 | 121,713 | 665,122 | 241,567 | 175,251 | 176,926 |
| Washington | 1990 | 861,132 | 234,660 | 215,579 | 101,421 | 39,759 | 26,423 | 32,721 | 31,526 | 16,730 | 130,318 | 68,415 | 78,231 | 30,542 |
| | 1987 | 777,948 | 180,968 | 166,253 | 82,513 | 41,355 | 27,484 | 33,331 | 27,693 | 14,697 | 134,034 | 60,883 | 88,186 | 27,908 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Bristol | 1990 | 239,949 | 66,787 | 58,458 | 27,747 | 2,630 | | 11,237 | 6,814 | 5,627 | 53,545 | 16,160 | 12,535 | 13,682 |
| | 1987 | 213,750 | 52,268 | 45,750 | 22,411 | 3,320 | | 10,371 | 5,296 | 4,374 | 53,071 | 16,653 | 13,915 | 12,248 |
| Kent | 1990 | 1,687,207 | 275,155 | 227,791 | 168,616 | 307,478 | 257,300 | 125,316 | 55,278 | 32,827 | 301,666 | 97,466 | 74,583 | 58,221 |
| | 1987 | 1,492,016 | 219,893 | 182,042 | 126,706 | 313,066 | 261,977 | 109,831 | 45,546 | 27,048 | 289,883 | 83,070 | 72,386 | 53,544 |
| Newport | 1990 | 703,842 | 121,062 | 107,706 | 118,031 | 34,174 | 29,004 | 33,326 | 29,726 | 23,635 | 176,816 | 47,736 | 42,199 | 18,994 |
| | 1987 | 623,768 | 94,822 | 84,361 | 92,863 | 34,831 | 29,562 | 30,095 | 23,055 | 18,332 | 170,843 | 38,374 | 44,937 | 18,922 |
| Providence | 1990 | 3,832,852 | 814,370 | 709,805 | 442,223 | 400,598 | 303,349 | 182,225 | 197,994 | 147,939 | 690,435 | 275,475 | 161,543 | 198,710 |
| | 1987 | 3,413,503 | 657,907 | 573,432 | 340,291 | 385,919 | 292,235 | 185,282 | 162,894 | 121,713 | 665,122 | 241,567 | 175,251 | 176,926 |
| Washington | 1990 | 861,132 | 234,660 | 215,579 | 101,421 | 39,759 | 26,423 | 32,721 | 31,526 | 16,730 | 130,318 | 68,415 | 78,231 | 30,542 |
| | 1987 | 777,948 | 180,968 | 166,253 | 82,513 | 41,355 | 27,484 | 33,331 | 27,693 | 14,697 | 134,034 | 60,883 | 88,186 | 27,908 |
| **TOTAL METRO COUNTIES** | **1990** | **6,621,140** | **1,390,972** | **1,211,633** | **740,007** | **750,465** | **587,072** | **351,499** | **291,612** | **203,123** | **1,175,964** | **457,516** | **326,892** | **301,155** |
| | 1987 | 5,897,217 | 1,111,036 | 967,477 | 571,921 | 743,660 | 581,696 | 338,815 | 241,429 | 167,832 | 1,142,110 | 402,173 | 349,738 | 270,626 |
| **TOTAL STATE** | **1990** | **7,324,982** | **1,512,034** | **1,319,339** | **858,038** | **784,639** | **616,076** | **384,825** | **321,338** | **226,758** | **1,352,780** | **505,252** | **369,091** | **320,149** |
| | 1987 | 6,520,985 | 1,205,858 | 1,051,838 | 664,784 | 778,491 | 611,258 | 368,910 | 264,484 | 186,164 | 1,312,953 | 440,547 | 394,675 | 289,548 |
| **SOUTH CAROLINA** | | | | | | | | | | | | | | |
| **ANDERSON** | **1990** | **1,030,588** | **227,535** | **219,940** | **80,999** | **126,550** | **101,986** | **45,429** | **44,032** | **27,234** | **225,994** | **85,760** | **81,909** | **44,231** |
| | 1987 | 862,031 | 192,550 | 186,123 | 67,069 | 99,817 | 80,443 | 39,028 | 38,841 | 24,024 | 201,348 | 66,044 | 73,258 | 32,992 |
| Anderson | 1990 | 1,030,588 | 227,535 | 219,940 | 80,999 | 126,550 | 101,986 | 45,429 | 44,032 | 27,234 | 225,994 | 85,760 | 81,909 | 44,231 |
| | 1987 | 862,031 | 192,550 | 186,123 | 67,069 | 99,817 | 80,443 | 39,028 | 38,841 | 24,024 | 201,348 | 66,044 | 73,258 | 32,992 |
| **CHARLESTON** | **1990** | **3,615,870** | **759,068** | **724,392** | **381,005** | **412,193** | **287,027** | **195,092** | **167,232** | **102,775** | **772,898** | **285,347** | **214,421** | **116,636** |
| | 1987 | 3,017,401 | 625,603 | 597,284 | 313,670 | 328,995 | 229,008 | 162,560 | 158,721 | 97,467 | 709,716 | 220,190 | 201,559 | 84,458 |
| Berkeley | 1990 | 358,337 | 88,367 | 85,529 | 28,244 | 29,905 | 21,048 | 7,103 | 15,735 | 9,384 | 73,035 | 51,893 | 23,052 | 14,924 |
| | 1987 | 291,260 | 77,542 | 75,052 | 22,588 | 22,554 | 15,875 | 6,028 | 12,340 | 7,360 | 66,116 | 36,655 | 18,135 | 11,102 |
| Charleston | 1990 | 2,871,665 | 583,640 | 553,723 | 315,007 | 346,842 | 239,589 | 180,817 | 139,511 | 83,538 | 631,787 | 170,244 | 159,662 | 85,567 |
| | 1987 | 2,407,403 | 470,515 | 446,397 | 261,226 | 279,441 | 193,031 | 149,582 | 135,389 | 81,070 | 577,415 | 140,435 | 157,411 | 60,759 |
| Dorchester | 1990 | 385,868 | 87,061 | 85,140 | 37,754 | 35,446 | 26,390 | 7,172 | 11,986 | 9,853 | 68,076 | 63,210 | 31,707 | 16,145 |
| | 1987 | 318,738 | 77,546 | 75,835 | 29,856 | 27,000 | 20,102 | 6,950 | 10,992 | 9,037 | 66,185 | 43,100 | 26,013 | 12,597 |
| **CHARLOTTE - GASTONIA - ROCK HILL** | **1990** | **8,769,068** | **1,645,720** | **1,604,117** | **847,554** | **910,682** | **684,741** | **468,902** | **486,042** | **294,421** | **2,100,149** | **566,665** | **561,028** | **355,505** |
| | 1987 | 7,709,311 | 1,480,983 | 1,443,658 | 727,908 | 760,029 | 570,730 | 406,665 | 440,294 | 266,046 | 2,017,175 | 484,236 | 513,733 | 267,802 |
| York | 1990 | 871,727 | 191,683 | 187,881 | 86,398 | 74,638 | 60,584 | 36,329 | 49,867 | 32,583 | 183,009 | 84,126 | 61,451 | 39,058 |
| | 1987 | 717,852 | 166,713 | 163,406 | 70,834 | 57,784 | 46,904 | 30,140 | 40,104 | 26,205 | 167,370 | 62,341 | 49,770 | 27,652 |
| *Cabarrus, N. C.* | *1990* | *686,470* | *134,324* | *132,225* | *48,657* | *81,996* | *65,065* | *32,888* | *40,498* | *34,344* | *177,293* | *53,083* | *34,814* | *28,040* |
| | *1987* | *617,193* | *120,457* | *118,575* | *43,361* | *69,264* | *54,963* | *30,313* | *38,071* | *32,287* | *174,965* | *40,580* | *35,238* | *21,940* |
| *Gaston, N. C.* | *1990* | *1,162,560* | *256,938* | *252,410* | *93,859* | *143,743* | *113,022* | *43,297* | *47,773* | *32,744* | *292,302* | *77,016* | *78,114* | *56,850* |
| | *1987* | *1,028,572* | *230,323* | *226,264* | *83,393* | *125,933* | *99,019* | *37,719* | *43,761* | *29,995* | *270,862* | *61,328* | *73,039* | *44,005* |
| *Lincoln, N. C.* | *1990* | *263,435* | *54,997* | *51,791* | *20,722* | *12,609* | *1,259* | *10,810* | *10,448* | *7,710* | *51,663* | *40,768* | *33,085* | *13,377* |
| | *1987* | *226,495* | *49,181* | *46,314* | *18,350* | *11,596* | *1,159* | *8,027* | *9,419* | *6,952* | *49,505* | *27,690* | *29,357* | *10,296* |
| *Mecklenburg, N. C.* | *1990* | *4,792,442* | *791,511* | *768,571* | *511,665* | *496,473* | *370,323* | *302,504* | *292,075* | *156,503* | *1,164,712* | *252,700* | *278,196* | *172,485* |
| | *1987* | *4,218,683* | *701,237* | *680,913* | *437,950* | *410,711* | *306,353* | *258,018* | *268,601* | *143,926* | *1,132,635* | *241,920* | *256,764* | *128,740* |
| *Rowan, N. C.* | *1990* | *545,325* | *123,057* | *120,658* | *53,292* | *49,092* | *34,002* | *24,833* | *21,926* | *12,301* | *111,247* | *37,103* | *36,972* | *27,878* |
| | *1987* | *509,635* | *128,968* | *126,454* | *46,567* | *41,435* | *28,699* | *25,608* | *21,634* | *12,138* | *110,208* | *32,535* | *34,784* | *21,747* |
| *Union, N. C.* | *1990* | *447,109* | *93,210* | *90,581* | *32,961* | *52,131* | *40,486* | *18,241* | *23,455* | *18,236* | *119,923* | *21,869* | *38,396* | *17,817* |
| | *1987* | *390,681* | *84,104* | *81,732* | *27,453* | *43,306* | *33,633* | *16,840* | *18,704* | *14,543* | *111,630* | *17,842* | *34,781* | *13,422* |
| **COLUMBIA** | **1990** | **3,545,143** | **633,248** | **605,840** | **376,838** | **418,716** | **343,968** | **179,441** | **191,594** | **108,636** | **781,581** | **253,954** | **260,345** | **125,602** |
| | 1987 | 2,926,665 | 524,773 | 502,041 | 305,226 | 340,954 | 279,879 | 150,426 | 153,847 | 87,307 | 696,252 | 218,760 | 218,033 | 87,807 |
| Lexington | 1990 | 1,070,647 | 281,902 | 270,139 | 105,673 | 74,241 | 65,140 | 28,994 | 46,215 | 18,390 | 249,802 | 85,772 | 87,351 | 39,324 |
| | 1987 | 869,346 | 226,898 | 217,430 | 85,612 | 57,367 | 50,335 | 25,372 | 36,780 | 14,636 | 210,598 | 72,367 | 72,424 | 28,368 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1990<br>U.S. CENSUS 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **SOUTH CAROLINA (continued)** | | | | | | | | | | | | | | |
| **COLUMBIA (continued)** | | | | | | | | | | | | | | |
| Richland | 1990 | 2,474,496 | 351,346 | 335,701 | 271,165 | 344,475 | 278,828 | 150,447 | 145,379 | 90,246 | 531,779 | 168,182 | 172,994 | 86,278 |
| | 1987 | 2,057,319 | 297,875 | 284,611 | 219,614 | 283,587 | 229,544 | 125,054 | 117,067 | 72,671 | 485,654 | 146,393 | 145,609 | 59,439 |
| **FLORENCE** | **1990** | **973,645** | **188,107** | **180,638** | **66,364** | **131,460** | **110,395** | **37,400** | **34,590** | **22,918** | **235,604** | **77,761** | **86,853** | **26,960** |
| | 1987 | 803,996 | 150,784 | 144,797 | 53,930 | 104,351 | 87,631 | 34,886 | 30,804 | 20,410 | 210,297 | 62,358 | 76,233 | 20,351 |
| Florence | 1990 | 973,645 | 188,107 | 180,638 | 66,364 | 131,460 | 110,395 | 37,400 | 34,590 | 22,918 | 235,604 | 77,761 | 86,853 | 26,960 |
| | 1987 | 803,996 | 150,784 | 144,797 | 53,930 | 104,351 | 87,631 | 34,886 | 30,804 | 20,410 | 210,297 | 62,358 | 76,233 | 20,351 |
| **GREENVILLE - SPARTANBURG** | **1990** | **4,816,106** | **995,919** | **977,308** | **445,680** | **542,697** | **430,902** | **277,613** | **243,119** | **147,521** | **983,835** | **406,349** | **293,674** | **201,948** |
| | 1987 | 4,032,357 | 833,696 | 818,061 | 365,731 | 445,253 | 353,659 | 229,927 | 210,210 | 127,428 | 912,216 | 322,872 | 264,397 | 146,075 |
| Greenville | 1990 | 2,705,032 | 522,463 | 513,863 | 244,797 | 375,945 | 291,052 | 124,020 | 128,557 | 75,916 | 574,530 | 209,546 | 164,945 | 102,350 |
| | 1987 | 2,267,571 | 430,286 | 423,203 | 198,704 | 306,811 | 237,530 | 110,705 | 116,102 | 68,562 | 532,753 | 167,465 | 147,665 | 72,596 |
| Pickens | 1990 | 447,022 | 117,745 | 115,787 | 57,826 | 41,669 | 34,476 | 10,889 | 22,568 | 15,239 | 69,503 | 47,613 | 27,483 | 25,408 |
| | 1987 | 379,756 | 96,742 | 95,133 | 48,131 | 33,262 | 27,521 | 11,494 | 19,247 | 12,997 | 68,882 | 36,504 | 27,717 | 18,596 |
| Spartanburg | 1990 | 1,664,052 | 355,711 | 347,658 | 143,057 | 125,083 | 105,374 | 142,704 | 91,994 | 56,366 | 339,802 | 149,190 | 101,246 | 74,190 |
| | 1987 | 1,385,030 | 306,668 | 299,725 | 118,896 | 105,180 | 88,608 | 107,728 | 74,861 | 45,869 | 310,581 | 118,903 | 89,015 | 54,883 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Abbeville | 1990 | 52,235 | 19,903 | 19,383 | 4,832 | 5,158 | 2,495 | 1,567 | 1,353 | 729 | 3,149 | 5,944 | 3,108 | 5,038 |
| | 1987 | 46,527 | 18,956 | 18,461 | 4,162 | 4,456 | 2,156 | 1,508 | 1,184 | 639 | 3,555 | 4,057 | 2,879 | 3,821 |
| ☐ Aiken | 1990 | 719,362 | 181,652 | 178,441 | 69,033 | 95,687 | 82,273 | 20,117 | 21,978 | 14,216 | 147,189 | 63,632 | 42,233 | 26,128 |
| | 1987 | 586,334 | 147,504 | 144,897 | 52,822 | 71,266 | 61,276 | 20,367 | 18,020 | 11,656 | 133,975 | 48,961 | 36,044 | 20,849 |
| Allendale | 1990 | 30,583 | 12,490 | 12,237 | 1,253 | 229 | | 1,037 | 867 | 867 | 4,829 | 2,383 | 2,050 | 1,306 |
| | 1987 | 28,166 | 11,704 | 11,467 | 1,167 | 195 | | 985 | 925 | 925 | 5,134 | 2,080 | 1,995 | 1,038 |
| Anderson | 1990 | 1,030,588 | 227,535 | 219,940 | 80,999 | 126,550 | 101,986 | 45,429 | 44,032 | 27,234 | 225,994 | 85,760 | 81,909 | 44,231 |
| | 1987 | 862,031 | 192,550 | 186,123 | 67,069 | 99,817 | 80,443 | 39,028 | 38,841 | 24,024 | 201,348 | 66,044 | 73,258 | 32,992 |
| Bamberg | 1990 | 58,794 | 16,711 | 16,295 | 5,207 | 3,917 | 2,188 | 2,218 | 1,881 | 888 | 7,721 | 6,145 | 5,571 | 5,853 |
| | 1987 | 52,057 | 15,428 | 15,044 | 4,470 | 3,484 | 1,947 | 2,538 | 1,957 | 925 | 7,524 | 4,190 | 5,419 | 4,268 |
| Barnwell | 1990 | 96,602 | 37,372 | 35,490 | 5,888 | 9,858 | 8,826 | 3,468 | 1,644 | 1,496 | 12,450 | 8,218 | 5,217 | 6,995 |
| | 1987 | 78,738 | 31,097 | 30,363 | 4,870 | 6,960 | 6,232 | 3,426 | 1,926 | 1,754 | 11,233 | 5,670 | 4,634 | 4,865 |
| Beaufort | 1990 | 729,104 | 160,528 | 149,751 | 121,866 | 55,956 | 47,212 | 56,338 | 33,694 | 27,491 | 118,798 | 38,600 | 43,617 | 16,165 |
| | 1987 | 591,887 | 128,447 | 119,824 | 93,145 | 39,986 | 33,738 | 43,978 | 33,463 | 27,303 | 112,417 | 30,262 | 39,996 | 12,066 |
| Berkeley | 1990 | 358,337 | 88,367 | 85,529 | 28,244 | 29,905 | 21,048 | 7,103 | 15,735 | 9,384 | 73,035 | 51,893 | 23,052 | 14,924 |
| | 1987 | 291,260 | 77,542 | 75,052 | 22,588 | 22,554 | 15,875 | 6,028 | 12,340 | 7,360 | 66,116 | 36,655 | 18,135 | 11,102 |
| Calhoun | 1990 | 23,892 | 6,668 | 6,514 | 258 | 326 | | 863 | 1,830 | 1,508 | 5,806 | 3,177 | 1,566 | 2,238 |
| | 1987 | 20,462 | 5,730 | 5,598 | 289 | 264 | | 897 | 1,522 | 1,255 | 5,632 | 2,270 | 1,374 | 1,526 |
| Charleston | 1990 | 2,871,665 | 583,640 | 553,723 | 315,007 | 346,842 | 239,589 | 180,817 | 139,511 | 83,538 | 631,787 | 170,244 | 159,662 | 85,567 |
| | 1987 | 2,407,403 | 470,515 | 446,397 | 261,226 | 279,441 | 193,031 | 149,582 | 135,389 | 81,070 | 577,415 | 140,435 | 157,411 | 60,759 |
| Cherokee | 1990 | 256,401 | 60,284 | 58,040 | 25,418 | 25,557 | 16,912 | 23,393 | 9,168 | 7,495 | 54,807 | 21,990 | 15,476 | 10,556 |
| | 1987 | 215,465 | 51,992 | 50,057 | 20,150 | 21,347 | 14,127 | 19,535 | 7,850 | 6,418 | 47,408 | 17,250 | 13,962 | 8,215 |
| Chester | 1990 | 116,731 | 41,937 | 40,561 | 12,537 | 8,228 | 3,760 | 4,922 | 4,771 | 4,575 | 8,206 | 12,070 | 2,895 | 9,505 |
| | 1987 | 102,920 | 36,143 | 34,957 | 10,697 | 7,381 | 3,374 | 4,837 | 4,267 | 4,093 | 10,770 | 10,093 | 3,179 | 7,369 |
| Chesterfield | 1990 | 174,783 | 53,798 | 51,268 | 13,039 | 16,024 | 10,591 | 6,293 | 4,048 | 3,705 | 30,138 | 10,452 | 11,071 | 10,486 |
| | 1987 | 148,411 | 43,944 | 41,877 | 10,377 | 13,038 | 8,618 | 6,112 | 4,123 | 3,774 | 27,821 | 9,391 | 11,026 | 7,990 |
| Clarendon | 1990 | 128,553 | 40,112 | 38,295 | 7,094 | 8,210 | | 4,986 | 1,534 | 1,393 | 20,494 | 24,879 | 5,810 | 6,187 |
| | 1987 | 107,471 | 30,153 | 28,787 | 6,405 | 6,482 | | 4,754 | 1,940 | 1,763 | 20,180 | 20,574 | 5,551 | 4,590 |
| Colleton | 1990 | 184,166 | 58,881 | 57,390 | 13,848 | 12,663 | 11,591 | 7,353 | 6,408 | 4,199 | 26,057 | 26,029 | 11,523 | 8,885 |
| | 1987 | 152,316 | 45,307 | 44,160 | 11,605 | 9,609 | 8,796 | 7,160 | 6,283 | 4,118 | 23,289 | 22,551 | 10,029 | 6,883 |
| Darlington | 1990 | 302,168 | 76,515 | 74,493 | 24,745 | 14,751 | 2,526 | 15,787 | 13,328 | 12,016 | 71,967 | 37,676 | 11,416 | 15,924 |
| | 1987 | 254,970 | 61,881 | 60,246 | 19,833 | 13,656 | 2,339 | 13,039 | 11,006 | 9,923 | 67,755 | 27,212 | 11,803 | 12,355 |
| Dillon | 1990 | 146,763 | 40,513 | 38,839 | 15,299 | 15,110 | 12,316 | 7,969 | 4,435 | 2,876 | 13,032 | 20,109 | 4,866 | 7,271 |
| | 1987 | 128,741 | 34,259 | 32,843 | 13,302 | 12,325 | 10,047 | 7,462 | 4,442 | 2,882 | 14,570 | 16,842 | 5,263 | 5,632 |
| Dorchester | 1990 | 385,868 | 87,061 | 85,140 | 37,754 | 35,446 | 26,390 | 7,172 | 11,986 | 9,853 | 68,076 | 63,210 | 31,707 | 16,145 |
| | 1987 | 318,738 | 77,546 | 75,835 | 29,856 | 27,000 | 20,102 | 6,950 | 10,992 | 9,037 | 66,185 | 43,100 | 26,013 | 12,597 |
| Edgefield | 1990 | 95,986 | 22,304 | 21,697 | 2,384 | 4,903 | | 1,035 | 4,501 | 2,661 | 39,829 | 5,876 | 4,065 | 4,488 |
| | 1987 | 79,316 | 17,351 | 16,879 | 1,968 | 3,594 | | 931 | 3,592 | 2,124 | 36,499 | 4,435 | 3,498 | 3,030 |
| Fairfield | 1990 | 77,460 | 31,621 | 30,660 | 3,373 | 2,836 | | 2,064 | 924 | 761 | 9,619 | 14,511 | 3,957 | 5,720 |
| | 1987 | 64,219 | 25,403 | 24,631 | 3,166 | 3,032 | | 1,943 | 1,032 | 851 | 9,670 | 9,998 | 3,782 | 3,925 |
| Florence | 1990 | 973,645 | 188,107 | 180,638 | 66,364 | 131,460 | 110,395 | 37,400 | 34,590 | 22,918 | 235,604 | 77,761 | 86,853 | 26,960 |
| | 1987 | 803,996 | 150,784 | 144,797 | 53,930 | 104,351 | 87,631 | 34,886 | 30,804 | 20,410 | 210,297 | 62,358 | 76,233 | 20,351 |
| Georgetown | 1990 | 316,493 | 78,599 | 73,135 | 41,924 | 24,000 | 19,184 | 15,866 | 13,282 | 10,393 | 63,652 | 27,835 | 16,601 | 13,690 |
| | 1987 | 263,818 | 64,973 | 60,456 | 35,047 | 18,221 | 14,565 | 13,840 | 12,220 | 9,563 | 61,155 | 18,986 | 15,231 | 9,700 |
| Greenville | 1990 | 2,705,032 | 522,463 | 513,863 | 244,797 | 375,945 | 291,052 | 124,020 | 128,557 | 75,916 | 574,530 | 209,546 | 164,945 | 102,350 |
| | 1987 | 2,267,571 | 430,286 | 423,203 | 198,704 | 306,811 | 237,530 | 110,705 | 116,102 | 68,562 | 532,753 | 167,465 | 147,665 | 72,596 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1990
U.S. CENSUS: 1987

| METRO AREA County | Year | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **SOUTH CAROLINA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Greenwood | 1990 | 459,459 | 84,115 | 82,036 | 32,173 | 51,592 | 35,672 | 16,712 | 28,270 | 19,964 | 83,100 | 36,412 | 29,095 | 17,754 |
| | 1987 | 381,187 | 71,601 | 69,831 | 27,528 | 41,005 | 28,353 | 15,929 | 22,911 | 16,180 | 76,887 | 25,888 | 26,284 | 13,412 |
| Hampton | 1990 | 95,559 | 31,336 | 30,330 | 4,388 | 5,736 | | 4,976 | 4,634 | 3,297 | 15,600 | 15,669 | 4,284 | 4,564 |
| | 1987 | 81,470 | 25,479 | 24,661 | 3,488 | 4,663 | | 4,856 | 4,023 | 2,863 | 15,036 | 12,096 | 4,720 | 3,393 |
| Horry | 1990 | 1,695,566 | 311,136 | 299,827 | 240,868 | 182,443 | 127,507 | 144,989 | 155,205 | 121,172 | 235,818 | 75,697 | 117,864 | 53,330 |
| | 1987 | 1,371,521 | 253,455 | 244,243 | 199,930 | 143,727 | 100,449 | 110,536 | 119,715 | 93,465 | 225,315 | 53,979 | 105,284 | 39,227 |
| Jasper | 1990 | 70,437 | 14,699 | 14,108 | 8,676 | 1,608 | | 1,634 | 639 | 639 | 6,688 | 22,691 | 4,562 | 1,141 |
| | 1987 | 63,592 | 13,136 | 12,608 | 7,815 | 1,258 | | 1,729 | 715 | 715 | 6,791 | 20,186 | 4,941 | 1,002 |
| Kershaw | 1990 | 290,521 | 65,958 | 65,031 | 21,447 | 28,629 | 17,970 | 8,291 | 9,708 | 7,053 | 88,010 | 24,471 | 16,835 | 11,438 |
| | 1987 | 240,458 | 54,509 | 53,743 | 16,839 | 22,133 | 13,893 | 6,852 | 8,476 | 6,159 | 77,339 | 20,922 | 14,199 | 8,006 |
| Lancaster | 1990 | 280,928 | 84,522 | 81,412 | 22,329 | 19,973 | 14,307 | 11,800 | 11,951 | 8,226 | 57,320 | 29,871 | 18,619 | 12,082 |
| | 1987 | 239,024 | 69,498 | 66,941 | 18,621 | 18,295 | 13,106 | 10,425 | 12,567 | 8,651 | 50,615 | 23,328 | 16,924 | 9,375 |
| Laurens | 1990 | 236,074 | 65,640 | 63,701 | 17,034 | 22,303 | 16,922 | 8,547 | 6,652 | 5,187 | 63,071 | 14,742 | 9,364 | 13,798 |
| | 1987 | 197,457 | 54,288 | 52,684 | 13,300 | 18,128 | 13,755 | 6,967 | 5,828 | 4,545 | 55,689 | 13,063 | 8,383 | 10,014 |
| Lee | 1990 | 51,489 | 17,713 | 16,596 | 3,531 | 1,926 | | 1,457 | 2,889 | 1,355 | 11,430 | 2,768 | 1,474 | 2,006 |
| | 1987 | 44,927 | 13,695 | 12,831 | 3,069 | 1,795 | | 1,471 | 2,553 | 1,198 | 10,961 | 4,136 | 1,622 | 1,368 |
| Lexington | 1990 | 1,070,647 | 281,902 | 270,139 | 105,673 | 74,241 | 65,140 | 28,994 | 46,215 | 18,390 | 249,802 | 85,772 | 87,351 | 39,324 |
| | 1987 | 869,346 | 226,898 | 217,430 | 85,612 | 57,367 | 50,335 | 25,372 | 36,780 | 14,636 | 210,598 | 72,367 | 72,424 | 28,368 |
| McCormick | 1990 | 15,253 | 6,816 | 6,226 | 1,130 | 297 | | 243 | 259 | 259 | 646 | 3,167 | 834 | 834 |
| | 1987 | 13,249 | 5,652 | 5,163 | 889 | 426 | | 224 | 443 | 443 | 688 | 2,501 | 717 | 849 |
| Marion | 1990 | 157,651 | 37,376 | 35,255 | 9,667 | 11,553 | | 7,436 | 4,692 | 4,403 | 36,161 | 19,372 | 13,831 | 10,410 |
| | 1987 | 135,364 | 32,716 | 30,859 | 8,126 | 9,483 | | 7,206 | 4,559 | 4,279 | 32,980 | 13,757 | 11,007 | 7,830 |
| Marlboro | 1990 | 99,303 | 36,959 | 35,015 | 6,545 | 2,920 | | 5,752 | 3,429 | 3,208 | 22,359 | 8,415 | 1,752 | 6,044 |
| | 1987 | 85,808 | 30,877 | 29,253 | 5,689 | 3,092 | | 5,071 | 3,018 | 2,824 | 20,823 | 5,876 | 2,024 | 4,338 |
| Newberry | 1990 | 173,118 | 38,635 | 38,090 | 12,359 | 25,712 | 21,576 | 5,476 | 7,762 | 6,971 | 40,031 | 15,840 | 8,183 | 8,623 |
| | 1987 | 146,889 | 34,163 | 33,681 | 10,500 | 19,467 | 16,336 | 5,697 | 7,211 | 6,477 | 35,053 | 13,097 | 7,802 | 6,172 |
| Oconee | 1990 | 312,366 | 61,625 | 60,159 | 27,565 | 29,826 | 25,573 | 4,532 | 15,890 | 13,301 | 67,908 | 44,541 | 28,311 | 15,461 |
| | 1987 | 255,210 | 52,917 | 51,658 | 21,051 | 21,942 | 18,814 | 5,383 | 13,256 | 11,097 | 60,217 | 31,963 | 23,237 | 11,349 |
| Orangeburg | 1990 | 522,717 | 110,789 | 107,592 | 36,540 | 60,140 | 49,294 | 23,637 | 25,049 | 17,704 | 98,286 | 49,226 | 42,382 | 23,721 |
| | 1987 | 430,421 | 85,360 | 82,897 | 31,194 | 46,264 | 37,921 | 20,946 | 20,963 | 14,817 | 93,370 | 40,259 | 38,296 | 16,747 |
| Pickens | 1990 | 447,022 | 117,745 | 115,787 | 57,826 | 41,669 | 34,476 | 10,889 | 22,568 | 15,239 | 69,503 | 47,613 | 27,483 | 25,408 |
| | 1987 | 379,756 | 96,742 | 95,133 | 48,131 | 33,262 | 27,521 | 11,494 | 19,247 | 12,997 | 68,882 | 36,504 | 27,717 | 18,596 |
| Richland | 1990 | 2,474,496 | 351,346 | 335,701 | 271,165 | 344,475 | 278,828 | 150,447 | 145,379 | 90,246 | 531,779 | 168,182 | 172,994 | 86,278 |
| | 1987 | 2,057,319 | 297,875 | 284,611 | 219,614 | 283,587 | 229,544 | 125,054 | 117,067 | 72,671 | 485,654 | 146,393 | 145,609 | 59,439 |
| Saluda | 1990 | 57,734 | 17,875 | 17,116 | 2,553 | 3,574 | | 1,370 | 1,871 | 1,063 | 11,869 | 4,123 | 7,070 | 4,228 |
| | 1987 | 48,366 | 14,937 | 14,303 | 2,013 | 2,614 | | 1,357 | 2,005 | 1,140 | 10,247 | 3,645 | 6,223 | 3,037 |
| Spartanburg | 1990 | 1,664,052 | 355,711 | 347,658 | 143,057 | 125,083 | 105,374 | 142,704 | 91,994 | 56,366 | 339,802 | 149,190 | 101,246 | 74,190 |
| | 1987 | 1,385,030 | 306,668 | 299,725 | 118,896 | 105,180 | 88,608 | 107,728 | 74,861 | 45,869 | 310,581 | 118,903 | 89,015 | 54,883 |
| Sumter | 1990 | 619,263 | 121,770 | 119,179 | 45,279 | 68,335 | 53,695 | 26,908 | 28,143 | 19,460 | 140,454 | 24,756 | 99,865 | 16,353 |
| | 1987 | 508,213 | 95,322 | 93,294 | 36,100 | 49,733 | 39,079 | 25,295 | 23,342 | 16,141 | 127,455 | 25,713 | 78,347 | 11,685 |
| Union | 1990 | 127,534 | 44,243 | 43,842 | 9,736 | 9,472 | 7,324 | 4,852 | 5,827 | 3,897 | 17,413 | 9,406 | 5,513 | 9,282 |
| | 1987 | 111,872 | 36,889 | 36,555 | 8,150 | 7,942 | 6,142 | 4,866 | 5,299 | 3,544 | 17,042 | 10,431 | 5,778 | 7,136 |
| Williamsburg | 1990 | 125,838 | 39,843 | 38,448 | 5,802 | 5,011 | | 6,903 | 6,372 | 5,923 | 22,113 | 18,558 | 3,638 | 8,441 |
| | 1987 | 113,259 | 34,856 | 33,636 | 5,134 | 4,789 | | 6,680 | 6,897 | 6,412 | 22,997 | 14,375 | 3,867 | 6,220 |
| York | 1990 | 871,727 | 191,683 | 187,881 | 86,398 | 74,638 | 60,584 | 36,329 | 49,867 | 32,583 | 183,009 | 84,126 | 61,451 | 39,058 |
| | 1987 | 717,852 | 166,713 | 163,406 | 70,834 | 57,784 | 46,904 | 30,140 | 40,104 | 26,205 | 167,370 | 62,341 | 49,770 | 27,652 |
| **TOTAL METRO COUNTIES** | **1990** | **15,572,441** | **3,177,212** | **3,074,440** | **1,506,317** | **1,801,941** | **1,417,135** | **791,421** | **752,412** | **455,883** | **3,330,110** | **1,256,929** | **1,040,886** | **580,563** |
| | 1987 | 12,946,636 | 2,641,623 | 2,556,609 | 1,229,282 | 1,448,420 | 1,138,800 | 667,334 | 650,547 | 394,497 | 3,031,174 | 1,001,526 | 919,294 | 420,184 |
| **TOTAL STATE** | **1990** | **23,753,965** | **5,126,498** | **4,953,451** | **2,312,904** | **2,540,717** | **1,924,576** | **1,232,045** | **1,175,322** | **782,018** | **4,838,941** | **1,942,548** | **1,603,171** | **930,380** |
| | 1987 | 19,750,407 | 4,243,741 | 4,101,100 | 1,889,371 | 2,029,206 | 1,532,587 | 1,041,769 | 1,012,060 | 673,757 | 4,435,291 | 1,542,602 | 1,418,770 | 678,617 |
| **SOUTH DAKOTA** | | | | | | | | | | | | | | |
| **RAPID CITY** | **1990** | **830,083** | **144,875** | **141,721** | **72,282** | **115,578** | **93,384** | **37,263** | **30,001** | **19,035** | **226,621** | **68,758** | **49,949** | **18,412** |
| | 1987 | 668,948 | 114,751 | 112,253 | 60,027 | 92,000 | 74,334 | 28,758 | 31,562 | 20,026 | 176,445 | 51,802 | 40,399 | 16,173 |
| Pennington | 1990 | 830,083 | 144,875 | 141,721 | 72,282 | 115,578 | 93,384 | 37,263 | 30,001 | 19,035 | 226,621 | 68,758 | 49,949 | 18,412 |
| | 1987 | 668,948 | 114,751 | 112,253 | 60,027 | 92,000 | 74,334 | 28,758 | 31,562 | 20,026 | 176,445 | 51,802 | 40,399 | 16,173 |
| **SIOUX FALLS** | **1990** | **1,225,198** | **199,458** | **189,929** | **109,659** | **169,948** | **134,334** | **56,017** | **52,799** | **25,338** | **282,068** | **100,097** | **61,159** | **52,454** |
| | 1987 | 976,956 | 157,295 | 149,780 | 88,035 | 134,227 | 106,099 | 44,698 | 51,615 | 24,771 | 224,286 | 74,954 | 49,277 | 43,868 |
| Minnehaha | 1990 | 1,225,198 | 199,458 | 189,929 | 109,659 | 169,948 | 134,334 | 56,017 | 52,799 | 25,338 | 282,068 | 100,097 | 61,159 | 52,454 |
| | 1987 | 976,956 | 157,295 | 149,780 | 88,035 | 134,227 | 106,099 | 44,698 | 51,615 | 24,771 | 224,286 | 74,954 | 49,277 | 43,868 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1990
U.S. CENSUS 1987

| METRO AREA County | Year | Total Retail Sales ($000) | Food Stores Total ($000) | Food Stores Super-markets ($000) | Eating & Drinking Places Total ($000) | General Merchandise Stores Total ($000) | General Merchandise Stores Department Stores ($000) | Apparel & Accessories Stores Total ($000) | Furniture/Home Furnishings/Appliance Stores Total ($000) | Furniture/Home Furnishings/Appliance Stores Furniture & Home Furn. ($000) | Automotive Dealers Total ($000) | Gasoline Service Stations Total ($000) | Bldg. Mtls. & Hardware Dealers Total ($000) | Drug-stores Total ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **SOUTH DAKOTA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Aurora | 1990 | 8,702 | 1,205 | 1,190 | 933 | 107 | | | 288 | 288 | 30 | 4,977 | 802 | |
| | 1987 | 7,154 | 1,108 | 1,094 | 932 | 120 | | | 335 | 335 | 40 | 3,354 | 755 | |
| Beadle | 1990 | 110,589 | 22,568 | 22,454 | 10,053 | 9,988 | 6,898 | 10,894 | 3,957 | 1,716 | 28,325 | 8,037 | 4,955 | 6,269 |
| | 1987 | 96,231 | 18,765 | 18,670 | 9,216 | 8,553 | 5,908 | 8,719 | 4,648 | 2,017 | 23,220 | 7,509 | 4,484 | 4,966 |
| Bennett | 1990 | 18,142 | 3,325 | 2,682 | 684 | | | 214 | 126 | | 8,761 | 2,661 | 1,342 | 346 |
| | 1987 | 15,495 | 3,053 | 2,463 | 628 | | | 244 | 160 | | 7,081 | 2,323 | 1,081 | 277 |
| Bon Homme | 1990 | 27,278 | 5,277 | 4,901 | 2,406 | 312 | | 453 | 697 | | 6,428 | 4,883 | 1,078 | 891 |
| | 1987 | 23,399 | 4,829 | 4,485 | 2,032 | 243 | | 417 | 724 | | 5,156 | 4,030 | 1,085 | 743 |
| Brookings | 1990 | 125,996 | 17,539 | 15,049 | 15,699 | 13,135 | 8,730 | 9,612 | 4,621 | 2,121 | 26,350 | 11,816 | 10,213 | 6,227 |
| | 1987 | 108,520 | 18,183 | 15,602 | 13,186 | 10,216 | 6,791 | 7,563 | 4,702 | 2,159 | 21,041 | 10,097 | 8,421 | 5,310 |
| Brown | 1990 | 324,391 | 60,425 | 58,412 | 31,363 | 47,332 | 46,070 | 10,501 | 15,852 | 7,418 | 78,298 | 34,175 | 18,946 | 9,583 |
| | 1987 | 268,318 | 48,483 | 46,868 | 27,442 | 37,334 | 36,339 | 9,969 | 16,307 | 7,631 | 62,852 | 24,413 | 16,036 | 8,615 |
| Brule | 1990 | 47,153 | 5,353 | 5,051 | 4,512 | 1,240 | | 383 | 174 | | 16,999 | 11,555 | 3,493 | 2,164 |
| | 1987 | 38,148 | 4,212 | 3,974 | 3,562 | 985 | | 357 | 253 | | 13,297 | 9,063 | 2,747 | 2,165 |
| Buffalo | 1990 | 814 | 814 | 771 | | | | | | | | | | |
| | 1987 | 916 | 916 | 868 | | | | | | | | | | |
| Butte | 1990 | 44,052 | 11,297 | 9,967 | 3,288 | 3,635 | | 1,240 | 92 | 92 | 9,808 | 7,946 | 2,815 | 1,601 |
| | 1987 | 39,121 | 9,625 | 8,492 | 3,186 | 3,013 | | 1,158 | 170 | 170 | 9,470 | 6,039 | 2,638 | 1,421 |
| Campbell | 1990 | 8,660 | 350 | 322 | 1,130 | | | 277 | 27 | | 4,947 | 852 | 820 | |
| | 1987 | 7,181 | 653 | 600 | 857 | | | 206 | 54 | | 3,641 | 644 | 641 | |
| Charles Mix | 1990 | 29,591 | 11,989 | 11,769 | 2,467 | 1,218 | | 272 | 969 | 650 | 1,230 | 5,078 | 1,628 | 975 |
| | 1987 | 25,276 | 9,612 | 9,436 | 2,350 | 894 | | 258 | 1,007 | 677 | 1,222 | 3,784 | 1,664 | 872 |
| Clark | 1990 | 11,220 | 310 | 250 | 1,563 | | | 48 | 108 | 108 | 2,973 | 1,753 | 1,851 | 1,578 |
| | 1987 | 10,328 | 345 | 278 | 1,366 | | | 49 | 199 | 199 | 2,870 | 1,302 | 1,560 | 1,610 |
| Clay | 1990 | 59,806 | 18,029 | 17,856 | 5,899 | 7,331 | | 1,594 | 1,223 | 929 | 10,370 | 5,968 | 2,263 | 1,954 |
| | 1987 | 48,830 | 13,784 | 13,652 | 5,585 | 5,027 | | 1,399 | 1,326 | 1,008 | 8,670 | 4,339 | 1,979 | 2,055 |
| Codington | 1990 | 217,268 | 64,098 | 62,699 | 13,613 | 31,469 | 26,905 | 13,697 | 4,940 | 2,740 | 30,036 | 27,423 | 15,017 | 5,717 |
| | 1987 | 175,766 | 47,235 | 46,204 | 11,444 | 23,399 | 20,006 | 11,267 | 6,008 | 3,333 | 26,345 | 20,142 | 12,093 | 5,339 |
| Corson | 1990 | 7,051 | 1,735 | 1,549 | 1,526 | | | 272 | 223 | | 60 | 1,207 | 751 | 585 |
| | 1987 | 6,228 | 1,424 | 1,271 | 1,156 | | | 246 | 273 | | 91 | 1,002 | 531 | 595 |
| Custer | 1990 | 26,551 | 8,044 | 7,752 | 5,110 | 497 | | 238 | 385 | 232 | 3,724 | 5,460 | 252 | 401 |
| | 1987 | 21,794 | 6,498 | 6,262 | 4,069 | 445 | | 166 | 345 | 209 | 2,955 | 4,107 | 268 | 554 |
| Davison | 1990 | 161,182 | 34,465 | 34,021 | 15,215 | 15,355 | 11,522 | 7,855 | 2,504 | 1,381 | 37,354 | 17,301 | 11,922 | 2,029 |
| | 1987 | 135,697 | 27,350 | 26,998 | 14,131 | 12,643 | 9,488 | 7,257 | 3,465 | 1,912 | 30,381 | 13,368 | 11,003 | 1,750 |
| Day | 1990 | 29,683 | 5,776 | 4,923 | 2,088 | 486 | | 928 | 555 | 338 | 12,668 | 1,632 | 2,154 | 2,138 |
| | 1987 | 24,813 | 4,844 | 4,129 | 1,953 | 517 | | 797 | 649 | 397 | 9,706 | 1,400 | 1,717 | 1,868 |
| Deuel | 1990 | 17,253 | 2,578 | 2,539 | 1,695 | 273 | | 240 | 366 | 366 | 4,227 | 6,308 | 227 | 226 |
| | 1987 | 13,689 | 1,935 | 1,906 | 1,380 | 481 | | 165 | 425 | 425 | 3,232 | 4,272 | 408 | 251 |
| Dewey | 1990 | 19,761 | 6,729 | 6,419 | 2,182 | 380 | | 408 | 156 | 156 | 1,811 | 5,706 | 1,070 | 335 |
| | 1987 | 16,540 | 5,431 | 5,181 | 1,680 | 698 | | 346 | 202 | 202 | 1,333 | 4,514 | 920 | 468 |
| Douglas | 1990 | 10,390 | 2,949 | 2,503 | 911 | 135 | | | 32 | | 3,264 | 1,942 | 365 | 463 |
| | 1987 | 8,875 | 2,455 | 2,084 | 903 | 176 | | | 56 | | 2,770 | 1,398 | 335 | 435 |
| Edmunds | 1990 | 13,127 | 3,693 | 2,993 | 755 | | | 422 | 142 | 142 | 4,725 | 1,205 | 764 | 715 |
| | 1987 | 12,577 | 3,127 | 2,534 | 739 | | | 394 | 265 | 265 | 4,152 | 1,678 | 747 | 670 |
| Fall River | 1990 | 41,293 | 12,067 | 11,879 | 3,922 | 1,284 | | 347 | 286 | 41 | 4,511 | 6,467 | 3,030 | 1,296 |
| | 1987 | 35,319 | 10,062 | 9,905 | 3,430 | 1,116 | | 528 | 404 | 59 | 3,282 | 4,579 | 2,774 | 1,359 |
| Faulk | 1990 | 8,670 | 2,676 | 2,541 | 928 | 202 | | | 45 | | 858 | 1,697 | 262 | 1,301 |
| | 1987 | 7,285 | 2,173 | 2,063 | 648 | 307 | | | 70 | | 901 | 1,164 | 270 | 1,287 |
| Grant | 1990 | 52,095 | 10,951 | 10,849 | 2,681 | 1,832 | | 1,615 | 1,915 | 1,287 | 15,644 | 6,865 | 2,258 | 1,404 |
| | 1987 | 42,608 | 8,249 | 8,172 | 2,355 | 1,426 | | 1,340 | 1,975 | 1,328 | 12,803 | 5,617 | 2,007 | 1,408 |
| Gregory | 1990 | 16,405 | 6,645 | 6,513 | 1,637 | 376 | | 486 | 333 | 56 | 1,057 | 1,264 | 2,317 | 1,268 |
| | 1987 | 15,288 | 5,838 | 5,722 | 1,557 | 361 | | 354 | 521 | 89 | 1,109 | 1,116 | 2,185 | 1,127 |
| Haakon | 1990 | 13,257 | 3,095 | 2,970 | 940 | 153 | | 666 | 309 | 185 | 5,133 | 414 | 1,150 | 583 |
| | 1987 | 11,882 | 2,474 | 2,374 | 911 | 180 | | 505 | 365 | 220 | 4,469 | 375 | 1,121 | 762 |
| Hamlin | 1990 | 8,671 | 903 | 823 | 1,537 | | | 67 | 72 | | 1,238 | 1,092 | 687 | 890 |
| | 1987 | 8,386 | 950 | 866 | 1,327 | | | 53 | 89 | | 997 | 1,368 | 706 | 730 |
| Hand | 1990 | 20,174 | 3,112 | 2,952 | 1,859 | 361 | | 450 | 400 | 400 | 3,907 | 3,719 | 2,196 | 365 |
| | 1987 | 17,161 | 3,025 | 2,869 | 1,551 | 655 | | 392 | 483 | 483 | 2,765 | 2,927 | 2,010 | 541 |
| Hanson | 1990 | 7,894 | 493 | 466 | 587 | | | | 348 | 348 | 1,362 | 3,582 | 101 | |
| | 1987 | 6,522 | 745 | 704 | 450 | | | | 386 | 386 | 1,176 | 2,691 | 136 | |
| Harding | 1990 | 5,715 | 619 | 567 | 255 | | | | | | 1,253 | 3,098 | 211 | 45 |
| | 1987 | 4,409 | 395 | 362 | 292 | | | | | | 842 | 2,187 | 298 | 66 |
| Hughes | 1990 | 128,215 | 33,071 | 32,920 | 9,931 | 9,648 | 7,643 | 11,508 | 4,849 | 2,715 | 33,662 | 10,331 | 5,431 | 1,681 |
| | 1987 | 106,816 | 25,655 | 25,538 | 8,363 | 8,240 | 6,528 | 8,641 | 5,125 | 2,871 | 27,654 | 8,075 | 4,670 | 1,853 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1990<br>U.S. CENSUS 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg Mtls & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **SOUTH DAKOTA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Hutchinson | 1990 | 33,325 | 9,791 | 9,445 | 1,917 | 770 | | 2,475 | 296 | 296 | 3,849 | 2,941 | 3,721 | 5,122 |
| | 1987 | 29,173 | 7,892 | 7,613 | 1,815 | 750 | | 1,709 | 373 | 373 | 3,348 | 2,494 | 3,494 | 5,247 |
| Hyde | 1990 | 8,599 | 1,991 | 1,941 | 105 | | | 1,244 | 277 | 199 | 671 | 3,223 | 342 | 522 |
| | 1987 | 7,177 | 1,710 | 1,667 | 106 | | | 984 | 321 | 232 | 603 | 2,203 | 473 | 473 |
| Jackson | 1990 | 12,425 | 2,602 | 2,491 | 1,486 | | | 339 | | | 3 | 6,836 | 401 | |
| | 1987 | 10,962 | 2,207 | 2,113 | 1,218 | | | 235 | | | 4 | 5,869 | 569 | |
| Jerauld | 1990 | 12,267 | 1,879 | 1,836 | 1,085 | 195 | | 234 | 100 | 62 | 5,525 | | 1,222 | 607 |
| | 1987 | 11,044 | 2,033 | 1,986 | 726 | 293 | | 281 | | | 4,906 | | 909 | 628 |
| Jones | 1990 | 16,775 | 1,369 | 1,104 | 1,144 | 254 | | | 128 | | 5,682 | 7,700 | 197 | |
| | 1987 | 14,717 | 1,562 | 1,260 | 947 | 261 | | | 235 | | 4,943 | 6,141 | 237 | |
| Kingsbury | 1990 | 33,349 | 9,178 | 9,070 | 2,450 | 390 | | 197 | 605 | 477 | 6,928 | 4,709 | 1,811 | 1,063 |
| | 1987 | 26,459 | 7,390 | 7,303 | 2,105 | 330 | | 176 | 1,044 | 824 | 4,772 | 3,286 | 1,577 | 932 |
| Lake | 1990 | 70,010 | 12,540 | 12,086 | 7,984 | 4,420 | | 2,455 | 1,941 | 1,651 | 25,670 | 4,822 | 4,617 | 2,500 |
| | 1987 | 55,976 | 9,446 | 9,104 | 6,474 | 3,241 | | 2,044 | 2,068 | 1,760 | 20,367 | 3,581 | 3,972 | 2,133 |
| Lawrence | 1990 | 128,336 | 31,096 | 30,481 | 18,103 | 5,975 | 5,334 | 2,462 | 1,902 | 717 | 31,068 | 16,026 | 5,600 | 3,585 |
| | 1987 | 101,186 | 25,288 | 24,788 | 14,072 | 4,647 | 4,149 | 2,660 | 2,185 | 825 | 23,919 | 11,444 | 4,534 | 2,950 |
| Lincoln | 1990 | 43,073 | 8,589 | 8,171 | 7,255 | 207 | | 186 | 683 | 637 | 8,322 | 8,729 | 3,252 | 1,546 |
| | 1987 | 35,268 | 7,809 | 7,429 | 5,499 | 305 | | 340 | 1,006 | 939 | 5,757 | 6,018 | 2,824 | 1,416 |
| Lyman | 1990 | 23,161 | 9,839 | 9,366 | 1,086 | 46 | | 106 | 283 | | 759 | 9,280 | 628 | 111 |
| | 1987 | 18,385 | 7,508 | 7,147 | 1,096 | 46 | | 105 | 284 | | 518 | 6,341 | 1,030 | 135 |
| McCook | 1990 | 23,970 | 2,207 | 1,765 | 2,059 | 104 | | 180 | 503 | 304 | 10,895 | 1,629 | 1,814 | 779 |
| | 1987 | 20,180 | 1,844 | 1,475 | 1,703 | 191 | | 199 | 422 | 256 | 8,014 | 2,675 | 1,693 | 589 |
| McPherson | 1990 | 10,188 | 2,103 | 1,917 | 816 | 798 | | 403 | 218 | 218 | 1,285 | 666 | 1,654 | 332 |
| | 1987 | 8,832 | 1,731 | 1,578 | 773 | 556 | | 357 | 273 | 273 | 936 | 782 | 1,331 | 325 |
| Marshall | 1990 | 9,394 | 3,409 | 3,287 | 1,741 | 84 | | 140 | 86 | 86 | 1,124 | 747 | 1,108 | 258 |
| | 1987 | 9,487 | 3,054 | 2,945 | 1,598 | 93 | | 128 | 162 | 162 | 1,282 | 865 | 1,021 | 327 |
| Meade | 1990 | 71,053 | 17,893 | 17,691 | 7,015 | 7,008 | 5,472 | 523 | 883 | 180 | 14,868 | 11,437 | 4,080 | 2,644 |
| | 1987 | 58,530 | 14,610 | 14,445 | 6,088 | 4,964 | 3,877 | 477 | 766 | 157 | 12,757 | 8,422 | 4,082 | 2,360 |
| Mellette | 1990 | 4,553 | 972 | 6 | 256 | 755 | | | 59 | | | 1,640 | | 113 |
| | 1987 | 3,506 | 690 | 4 | 187 | 758 | | | 54 | | | 1,188 | | 109 |
| Miner | 1990 | 12,577 | 1,827 | 1,704 | 1,367 | 226 | | 296 | 103 | | 271 | 4,080 | 2,386 | 773 |
| | 1987 | 10,565 | 1,545 | 1,441 | 1,246 | 233 | | 310 | 107 | | 309 | 2,793 | 1,975 | 638 |
| Minnehaha | 1990 | 1,225,198 | 199,458 | 189,929 | 109,659 | 169,948 | 134,334 | 56,017 | 52,799 | 25,338 | 282,068 | 100,097 | 61,159 | 52,454 |
| | 1987 | 976,956 | 157,295 | 149,780 | 88,035 | 134,227 | 106,099 | 44,698 | 51,615 | 24,771 | 224,286 | 74,954 | 49,277 | 43,868 |
| Moody | 1990 | 16,415 | 4,366 | 3,993 | 882 | 310 | | 105 | 100 | 100 | 3,878 | 5,663 | 188 | 244 |
| | 1987 | 13,616 | 3,674 | 3,360 | 956 | 330 | | 110 | 126 | 126 | 3,338 | 3,887 | 224 | 282 |
| Pennington | 1990 | 830,083 | 144,875 | 141,721 | 72,282 | 115,578 | 93,384 | 37,263 | 30,001 | 19,035 | 226,621 | 68,758 | 49,949 | 18,412 |
| | 1987 | 668,948 | 114,751 | 112,253 | 60,027 | 92,000 | 74,334 | 28,758 | 31,562 | 20,026 | 176,445 | 51,802 | 40,399 | 16,173 |
| Perkins | 1990 | 18,194 | 5,148 | 5,034 | 1,168 | 1,029 | | 593 | 144 | 144 | 1,329 | 2,431 | 1,880 | 160 |
| | 1987 | 16,001 | 4,237 | 4,143 | 982 | 770 | | 543 | 142 | 142 | 1,668 | 2,214 | 1,647 | 214 |
| Potter | 1990 | 12,182 | 4,313 | 4,209 | 1,223 | 620 | | 398 | 79 | | 475 | 3,003 | 212 | 277 |
| | 1987 | 10,791 | 3,693 | 3,604 | 1,069 | 462 | | 308 | 109 | | 466 | 2,523 | 329 | 390 |
| Roberts | 1990 | 32,635 | 3,015 | 2,218 | 4,236 | 4,096 | | 710 | 1,184 | 1,184 | 7,140 | 4,946 | 1,799 | 1,861 |
| | 1987 | 28,177 | 3,095 | 2,277 | 3,624 | 3,501 | | 497 | 1,269 | 1,269 | 5,650 | 3,970 | 2,087 | 1,504 |
| Sanborn | 1990 | 7,450 | 437 | 387 | 991 | | | 30 | 58 | | 2,798 | 1,586 | 484 | |
| | 1987 | 6,215 | 587 | 520 | 717 | | | 52 | 86 | | 1,884 | 1,144 | 370 | |
| Shannon | 1990 | 9,145 | 4,576 | 4,390 | 252 | | | | 29 | | 124 | 3,827 | | |
| | 1987 | 7,857 | 4,462 | 4,281 | 285 | | | | 48 | | 139 | 2,576 | | |
| Spink | 1990 | 27,773 | 4,084 | 3,690 | 2,435 | 573 | | 344 | 763 | 366 | 10,505 | 3,257 | 1,408 | 1,031 |
| | 1987 | 24,902 | 3,958 | 3,576 | 2,336 | 487 | | 314 | 694 | 334 | 8,946 | 3,125 | 1,276 | 974 |
| Stanley | 1990 | 15,647 | 5,821 | 5,809 | 835 | 268 | | | | | 819 | | 5,297 | |
| | 1987 | 13,239 | 4,530 | 4,521 | 648 | 366 | | | | | 1,040 | | 4,177 | |
| Sully | 1990 | 15,955 | 1,513 | 1,448 | 1,293 | | | | | | 11,086 | 970 | 467 | 99 |
| | 1987 | 13,364 | 1,294 | 1,238 | 1,135 | | | | | | 9,115 | 750 | 439 | 128 |
| Todd | 1990 | 10,809 | 5,437 | 5,376 | 176 | 317 | | | 49 | | 437 | 2,523 | 245 | |
| | 1987 | 10,046 | 4,270 | 4,222 | 173 | 396 | | | 63 | | 444 | 3,042 | 267 | |
| Tripp | 1990 | 52,190 | 10,193 | 10,021 | 3,090 | 3,334 | | 2,069 | 1,450 | 731 | 15,463 | 8,006 | 4,443 | 1,090 |
| | 1987 | 41,908 | 8,080 | 7,944 | 2,472 | 3,046 | | 1,656 | 1,674 | 845 | 12,117 | 5,874 | 3,605 | 900 |
| Turner | 1990 | 29,051 | 9,158 | 8,832 | 2,206 | 170 | | 254 | 270 | 270 | 5,073 | 3,670 | 1,777 | 1,131 |
| | 1987 | 23,888 | 6,911 | 6,665 | 1,935 | 201 | | 245 | 304 | 304 | 4,646 | 2,522 | 1,649 | 1,048 |
| Union | 1990 | 18,776 | 2,235 | 2,113 | 1,830 | 205 | | 175 | 182 | | 1,018 | 5,578 | 790 | 557 |
| | 1987 | 16,816 | 2,408 | 2,277 | 1,731 | 153 | | 154 | 334 | | 979 | 5,179 | 727 | 479 |
| Walworth | 1990 | 43,967 | 10,360 | 8,827 | 2,854 | 5,292 | 4,592 | 2,066 | 683 | 139 | 7,874 | 8,293 | 3,354 | 905 |
| | 1987 | 39,000 | 8,399 | 7,156 | 2,850 | 4,181 | 3,629 | 1,957 | 869 | 178 | 7,731 | 6,020 | 3,162 | 1,179 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1990<br>U.S. CENSUS 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **SOUTH DAKOTA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Yankton | 1990 | 143,915 | 34,688 | 34,413 | 11,851 | 23,702 | 20,714 | 6,957 | 4,593 | 2,139 | 27,684 | 6,579 | 10,475 | 2,927 |
| | 1987 | 124,275 | 27,586 | 27,367 | 10,015 | 18,758 | 16,394 | 5,512 | 4,878 | 2,273 | 22,374 | 5,336 | 9,166 | 2,922 |
| Ziebach | 1990 | 5,287 | 635 | 509 | 237 | | | 62 | 99 | | 328 | 2,510 | 506 | |
| | 1987 | 4,291 | 640 | 513 | 210 | | | 54 | 90 | | 263 | 1,931 | 440 | |
| **TOTAL METRO COUNTIES** | **1990** | **2,055,281** | **344,333** | **331,650** | **181,941** | **285,526** | **227,718** | **93,280** | **82,800** | **44,373** | **508,689** | **168,855** | **111,108** | **70,866** |
| | 1987 | 1,645,904 | 272,046 | 262,033 | 148,062 | 226,227 | 180,433 | 73,456 | 83,177 | 44,797 | 400,731 | 126,756 | 89,676 | 60,041 |
| **TOTAL STATE** | **1990** | **4,648,776** | **929,777** | **893,832** | **420,738** | **493,423** | **371,598** | **192,970** | **146,544** | **77,982** | **1,082,653** | **522,576** | **277,637** | **154,133** |
| | 1987 | 3,822,309 | 749,622 | 719,621 | 353,534 | 392,575 | 293,542 | 157,653 | 154,154 | 82,444 | 869,489 | 399,828 | 236,252 | 137,420 |
| **TENNESSEE** | | | | | | | | | | | | | | |
| **CHATTANOOGA** | **1990** | **3,008,397** | **571,689** | **556,937** | **276,848** | **360,598** | **295,788** | **163,925** | **150,236** | **83,699** | **661,059** | **265,418** | **159,400** | **94,497** |
| | 1987 | 2,764,962 | 579,300 | 564,362 | 252,085 | 329,243 | 270,465 | 139,206 | 140,014 | 78,161 | 621,302 | 242,996 | 154,778 | 78,743 |
| Hamilton | 1990 | 2,355,926 | 388,212 | 377,296 | 233,463 | 298,312 | 253,024 | 138,232 | 126,417 | 68,052 | 567,992 | 180,513 | 114,317 | 71,363 |
| | 1987 | 2,167,282 | 395,637 | 384,512 | 213,155 | 276,389 | 234,430 | 115,093 | 116,806 | 62,879 | 529,775 | 169,289 | 112,890 | 60,543 |
| Marion | 1990 | 119,443 | 34,258 | 33,183 | 6,876 | 13,930 | 5,554 | 6,486 | 4,171 | 2,846 | 17,562 | 13,147 | 9,840 | 3,638 |
| | 1987 | 109,251 | 33,006 | 31,970 | 6,058 | 11,117 | 4,433 | 5,390 | 3,891 | 2,656 | 17,184 | 12,467 | 8,740 | 3,377 |
| Sequatchie | 1990 | 35,528 | 11,280 | 11,156 | 1,963 | 825 | | 272 | 430 | 430 | 11,191 | 4,499 | 1,798 | 2,147 |
| | 1987 | 33,462 | 12,688 | 12,548 | 1,693 | 1,084 | | 284 | 503 | 503 | 8,933 | 3,869 | 1,607 | 1,566 |
| *Catoosa, Ga.* | *1990* | *217,414* | *62,405* | *61,411* | *21,530* | *35,630* | *32,433* | *6,093* | *10,987* | *7,582* | *20,407* | *22,280* | *20,497* | *8,379* |
| | *1987* | *197,105* | *60,211* | *59,252* | *19,677* | *30,221* | *27,510* | *5,643* | *10,452* | *7,213* | *22,205* | *18,264* | *17,560* | *6,287* |
| *Dade, Ga.* | *1990* | *54,712* | *21,839* | *21,292* | *3,683* | *1,260* | | *806* | *331* | *242* | *5,059* | *13,518* | *3,877* | *1,353* |
| | *1987* | *50,379* | *19,688* | *19,195* | *3,358* | *1,319* | | *881* | *611* | *448* | *5,274* | *11,806* | *4,014* | *1,010* |
| *Walker, Ga.* | *1990* | *225,374* | *53,695* | *52,599* | *9,333* | *10,641* | *4,777* | *12,036* | *7,900* | *4,547* | *38,848* | *31,461* | *9,071* | *7,617* |
| | *1987* | *207,483* | *58,070* | *56,885* | *8,144* | *9,113* | *4,092* | *11,915* | *7,751* | *4,462* | *37,931* | *27,301* | *9,967* | *5,960* |
| **CLARKSVILLE - HOPKINSVILLE** | **1990** | **1,026,950** | **142,505** | **139,347** | **95,546** | **138,527** | **122,064** | **47,414** | **50,441** | **25,472** | **309,114** | **73,501** | **67,941** | **29,394** |
| | 1987 | 911,020 | 148,675 | 145,382 | 84,905 | 120,040 | 106,084 | 36,362 | 42,422 | 21,428 | 274,550 | 57,625 | 64,962 | 24,123 |
| Montgomery | 1990 | 660,465 | 83,499 | 81,662 | 55,594 | 97,405 | 90,839 | 33,447 | 34,577 | 17,560 | 225,478 | 37,292 | 44,780 | 14,151 |
| | 1987 | 598,763 | 90,721 | 88,725 | 52,825 | 86,185 | 80,376 | 24,499 | 29,572 | 15,019 | 199,538 | 31,080 | 44,370 | 12,416 |
| *Christian, Ky.* | *1990* | *366,485* | *59,006* | *57,685* | *39,952* | *41,122* | *31,225* | *13,967* | *15,864* | *7,912* | *83,636* | *36,209* | *23,161* | *15,243* |
| | *1987* | *312,257* | *57,954* | *56,657* | *32,080* | *33,855* | *25,708* | *11,863* | *12,850* | *6,409* | *75,012* | *26,545* | *20,592* | *11,707* |
| **JACKSON** | **1990** | **652,990** | **114,901** | **110,440** | **44,594** | **127,567** | **104,509** | **30,970** | **28,004** | **17,744** | **128,346** | **58,542** | **51,727** | **19,074** |
| | 1987 | 603,563 | 113,719 | 109,304 | 43,580 | 112,938 | 92,525 | 29,439 | 26,641 | 16,881 | 116,465 | 49,862 | 51,059 | 16,413 |
| Madison | 1990 | 652,990 | 114,901 | 110,440 | 44,594 | 127,567 | 104,509 | 30,970 | 28,004 | 17,744 | 128,346 | 58,542 | 51,727 | 19,074 |
| | 1987 | 603,563 | 113,719 | 109,304 | 43,580 | 112,938 | 92,525 | 29,439 | 26,641 | 16,881 | 116,465 | 49,862 | 51,059 | 16,413 |
| **JOHNSON CITY - KINGSPORT - BRISTOL** | **1990** | **2,574,211** | **504,213** | **484,052** | **233,035** | **393,632** | **319,106** | **105,377** | **107,255** | **66,580** | **615,138** | **179,732** | **166,134** | **107,747** |
| | 1987 | 2,350,811 | 497,517 | 479,194 | 208,581 | 337,946 | 274,391 | 93,346 | 100,182 | 62,306 | 580,229 | 147,843 | 164,910 | 86,098 |
| Carter | 1990 | 179,139 | 40,542 | 39,863 | 17,692 | 28,457 | 13,270 | 2,264 | 6,172 | 4,455 | 32,036 | 19,192 | 15,299 | 7,905 |
| | 1987 | 165,544 | 42,740 | 42,024 | 15,985 | 23,899 | 11,145 | 2,817 | 5,841 | 4,217 | 29,727 | 13,741 | 15,742 | 6,956 |
| Hawkins | 1990 | 136,598 | 46,455 | 45,064 | 12,969 | 9,811 | 5,569 | 1,292 | 5,850 | 4,431 | 20,766 | 10,103 | 10,802 | 9,188 |
| | 1987 | 127,195 | 45,970 | 44,594 | 10,878 | 8,746 | 4,965 | 1,643 | 4,799 | 3,635 | 20,481 | 8,275 | 10,224 | 7,481 |
| Sullivan | 1990 | 1,084,511 | 150,804 | 148,201 | 93,876 | 225,207 | 195,416 | 47,179 | 38,521 | 23,573 | 311,764 | 72,400 | 44,481 | 36,820 |
| | 1987 | 1,000,168 | 160,327 | 157,560 | 85,689 | 186,538 | 161,863 | 42,771 | 37,577 | 22,996 | 294,612 | 60,019 | 46,944 | 31,527 |
| Unicoi | 1990 | 48,182 | 13,636 | 13,214 | 6,516 | 1,761 | | 210 | 1,633 | 743 | 13,385 | 2,039 | 2,211 | 4,495 |
| | 1987 | 44,554 | 13,065 | 12,661 | 6,063 | 2,534 | | 188 | 1,697 | 773 | 11,604 | 1,987 | 2,329 | 3,275 |
| Washington | 1990 | 594,124 | 96,556 | 93,454 | 62,819 | 87,840 | 85,761 | 31,031 | 29,023 | 16,741 | 138,790 | 38,787 | 46,383 | 26,823 |
| | 1987 | 552,537 | 107,995 | 104,525 | 55,937 | 78,620 | 76,760 | 25,136 | 26,593 | 15,340 | 127,347 | 33,653 | 45,318 | 21,433 |
| *Bristol city, Va.* | *1990* | *238,132* | *49,749* | *45,536* | *17,859* | *21,613* | *16,013* | *17,332* | *15,463* | *8,020* | *42,466* | *15,209* | *25,722* | *9,194* |
| | *1987* | *210,378* | *41,320* | *37,821* | *16,074* | *23,421* | *17,354* | *15,557* | *13,190* | *6,842* | *42,032* | *12,302* | *23,190* | *6,297* |
| *Scott, Va.* | *1990* | *112,301* | *50,675* | *43,979* | *6,097* | *2,899* | | *488* | *2,352* | *1,354* | *15,450* | *7,655* | *15,833* | *6,803* |
| | *1987* | *98,003* | *39,415* | *34,207* | *4,821* | *2,178* | | *449* | *2,419* | *1,393* | *18,680* | *6,925* | *14,792* | *4,656* |
| *Washington, Va.* | *1990* | *181,224* | *55,796* | *54,741* | *15,207* | *16,044* | *3,077* | *5,581* | *8,241* | *7,263* | *40,481* | *14,347* | *5,403* | *6,519* |
| | *1987* | *152,432* | *46,685* | *45,802* | *13,134* | *12,010* | *2,304* | *4,785* | *8,066* | *7,110* | *35,746* | *10,941* | *6,371* | *4,473* |
| **KNOXVILLE** | **1990** | **4,776,261** | **770,948** | **743,529** | **465,392** | **614,842** | **492,439** | **270,160** | **235,747** | **136,633** | **1,203,682** | **447,097** | **236,910** | **165,287** |
| | 1987 | 4,337,732 | 817,851 | 788,777 | 449,075 | 526,960 | 422,341 | 221,240 | 212,436 | 123,044 | 1,068,974 | 373,432 | 242,723 | 134,027 |
| Anderson | 1990 | 439,061 | 92,404 | 91,152 | 35,822 | 57,468 | 42,509 | 18,440 | 8,233 | 3,948 | 134,032 | 31,809 | 16,286 | 18,448 |
| | 1987 | 409,956 | 94,436 | 93,156 | 31,554 | 51,727 | 38,263 | 15,113 | 9,361 | 4,490 | 124,673 | 28,051 | 17,856 | 15,247 |
| Blount | 1990 | 681,848 | 109,593 | 106,838 | 42,907 | 77,659 | 68,079 | 14,479 | 27,841 | 23,797 | 295,231 | 34,118 | 36,556 | 21,361 |
| | 1987 | 619,733 | 114,359 | 111,484 | 39,158 | 70,840 | 62,102 | 11,765 | 25,988 | 22,214 | 257,412 | 29,418 | 35,687 | 17,720 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1990<br>U.S. CENSUS 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **TENNESSEE (continued)** | | | | | | | | | | | | | | |
| **KNOXVILLE (continued)** | | | | | | | | | | | | | | |
| Grainger | 1990 | 35,682 | 13,079 | 11,577 | 1,739 | 115 | | 137 | 1,640 | 1,570 | 13,351 | 2,673 | 386 | 1,606 |
| | 1987 | 31,517 | 11,127 | 9,849 | 1,609 | 120 | | 248 | 1,467 | 1,405 | 11,135 | 2,785 | 389 | 1,363 |
| Jefferson | 1990 | 137,131 | 36,587 | 35,991 | 12,993 | 15,131 | 11,794 | 717 | 5,722 | 5,478 | 30,232 | 17,299 | 7,669 | 6,927 |
| | 1987 | 121,556 | 36,792 | 36,193 | 11,322 | 12,261 | 9,558 | 1,201 | 5,053 | 4,838 | 23,922 | 14,525 | 7,368 | 5,986 |
| Knox | 1990 | 3,050,701 | 448,124 | 433,050 | 275,850 | 433,047 | 347,684 | 186,986 | 171,175 | 82,477 | 689,339 | 323,668 | 166,452 | 101,851 |
| | 1987 | 2,771,370 | 484,265 | 467,975 | 278,557 | 367,488 | 295,049 | 158,726 | 152,350 | 73,407 | 614,334 | 265,981 | 168,097 | 82,149 |
| Sevier | 1990 | 414,043 | 64,662 | 58,772 | 95,495 | 31,128 | 22,373 | 48,458 | 19,998 | 18,325 | 36,880 | 37,084 | 9,056 | 13,938 |
| | 1987 | 366,013 | 70,141 | 63,752 | 86,293 | 24,165 | 17,369 | 33,505 | 17,144 | 15,710 | 32,778 | 32,245 | 12,562 | 10,667 |
| Union | 1990 | 17,795 | 6,499 | 6,149 | 586 | 294 | | 943 | 1,138 | 1,038 | 4,617 | 446 | 505 | 1,156 |
| | 1987 | 17,587 | 6,731 | 6,368 | 582 | 359 | | 682 | 1,073 | 980 | 4,720 | 427 | 764 | 895 |
| **MEMPHIS** | **1990** | **7,055,066** | **1,130,045** | **1,067,330** | **605,591** | **987,964** | **729,657** | **389,661** | **361,703** | **219,462** | **1,872,298** | **579,562** | **259,037** | **310,512** |
| | 1987 | 6,429,744 | 1,155,254 | 1,089,827 | 550,805 | 870,354 | 642,348 | 341,837 | 330,425 | 200,777 | 1,695,775 | 531,029 | 264,350 | 248,279 |
| Shelby | 1990 | 6,245,162 | 924,459 | 868,003 | 548,775 | 885,102 | 652,652 | 374,017 | 344,851 | 211,594 | 1,729,960 | 427,556 | 215,083 | 275,287 |
| | 1987 | 5,756,072 | 978,139 | 918,405 | 505,885 | 793,297 | 584,957 | 328,125 | 316,621 | 194,273 | 1,573,479 | 404,777 | 220,428 | 223,480 |
| Tipton | 1990 | 122,780 | 29,005 | 27,224 | 7,878 | 16,468 | 11,216 | 2,097 | 3,196 | 2,106 | 27,099 | 12,304 | 10,839 | 4,716 |
| | 1987 | 114,960 | 30,175 | 28,322 | 7,087 | 14,601 | 9,945 | 2,307 | 3,003 | 1,980 | 24,953 | 9,998 | 11,219 | 3,791 |
| *Crittenden, Ark.* | *1990* | *407,428* | *78,558* | *77,233* | *28,030* | *32,616* | *23,368* | *9,344* | *6,278* | *2,479* | *75,538* | *124,650* | *25,843* | *15,473* |
| | *1987* | *330,452* | *57,944* | *56,967* | *22,034* | *25,181* | *18,042* | *7,301* | *5,669* | *2,240* | *63,838* | *105,296* | *23,020* | *10,665* |
| *De Soto, Miss.* | *1990* | *279,696* | *98,023* | *94,870* | *20,908* | *53,778* | *42,421* | *4,203* | *7,378* | *3,283* | *39,701* | *15,052* | *7,272* | *15,036* |
| | *1987* | *228,260* | *88,996* | *86,133* | *15,799* | *37,275* | *29,404* | *4,104* | *5,132* | *2,284* | *33,505* | *10,958* | *9,683* | *10,343* |
| **NASHVILLE** | **1990** | **7,838,318** | **1,200,315** | **1,171,995** | **812,792** | **1,120,945** | **874,009** | **400,542** | **438,474** | **236,970** | **1,982,461** | **577,829** | **400,007** | **254,634** |
| | 1987 | 7,091,309 | 1,262,593 | 1,232,479 | 732,731 | 954,369 | 743,908 | 328,623 | 377,375 | 204,296 | 1,786,378 | 537,460 | 385,055 | 208,190 |
| Cheatham | 1990 | 61,474 | 25,201 | 24,663 | 4,201 | 1,260 | | 609 | 1,434 | 1,434 | 5,463 | 7,633 | 7,213 | 4,525 |
| | 1987 | 57,306 | 23,577 | 23,074 | 3,601 | 1,045 | | 553 | 1,128 | 1,128 | 6,143 | 8,907 | 6,340 | 3,192 |
| Davidson | 1990 | 5,232,568 | 644,422 | 627,601 | 595,330 | 899,897 | 683,734 | 313,153 | 335,769 | 173,342 | 1,283,680 | 324,451 | 195,609 | 164,915 |
| | 1987 | 4,763,000 | 711,736 | 693,158 | 543,603 | 767,243 | 582,945 | 250,487 | 288,602 | 148,993 | 1,180,218 | 308,270 | 193,848 | 135,012 |
| Dickson | 1990 | 210,073 | 56,474 | 55,294 | 16,250 | 32,690 | 29,785 | 5,519 | 8,892 | 5,733 | 43,086 | 9,851 | 15,510 | 7,968 |
| | 1987 | 187,662 | 51,944 | 50,859 | 13,769 | 26,697 | 24,325 | 5,766 | 8,419 | 5,429 | 39,445 | 10,973 | 14,073 | 6,212 |
| Robertson | 1990 | 196,295 | 50,752 | 50,131 | 9,549 | 17,846 | 16,840 | 2,239 | 4,484 | 3,789 | 67,251 | 14,087 | 12,675 | 7,999 |
| | 1987 | 174,882 | 47,088 | 46,512 | 8,752 | 13,663 | 12,893 | 2,666 | 4,494 | 3,798 | 55,084 | 18,307 | 10,718 | 6,450 |
| Rutherford | 1990 | 708,951 | 126,848 | 124,712 | 66,537 | 69,671 | 61,987 | 25,282 | 37,844 | 29,090 | 194,513 | 61,713 | 62,598 | 20,054 |
| | 1987 | 634,101 | 130,174 | 127,982 | 58,590 | 59,089 | 52,573 | 24,576 | 31,345 | 24,095 | 162,447 | 57,221 | 58,038 | 16,959 |
| Sumner | 1990 | 503,429 | 133,502 | 131,455 | 44,947 | 46,508 | 37,355 | 13,268 | 12,465 | 9,329 | 100,968 | 51,952 | 47,552 | 20,957 |
| | 1987 | 463,025 | 129,606 | 127,619 | 38,743 | 40,761 | 32,740 | 12,612 | 11,638 | 8,711 | 95,644 | 42,130 | 47,859 | 17,352 |
| Williamson | 1990 | 583,297 | 106,537 | 104,095 | 43,112 | 22,665 | 20,168 | 29,397 | 28,010 | 8,974 | 182,957 | 60,889 | 33,130 | 18,277 |
| | 1987 | 507,022 | 107,656 | 105,188 | 38,574 | 21,001 | 18,688 | 22,232 | 23,225 | 7,442 | 161,686 | 47,978 | 29,689 | 14,900 |
| Wilson | 1990 | 342,231 | 56,579 | 54,044 | 32,866 | 30,408 | 24,140 | 11,075 | 9,576 | 5,279 | 104,543 | 47,253 | 25,720 | 9,939 |
| | 1987 | 304,311 | 60,812 | 58,087 | 27,099 | 24,870 | 19,744 | 9,731 | 8,524 | 4,700 | 85,711 | 43,674 | 24,490 | 8,113 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Anderson | 1990 | 439,061 | 92,404 | 91,152 | 35,822 | 57,468 | 42,509 | 18,440 | 8,233 | 3,948 | 134,032 | 31,809 | 16,286 | 18,448 |
| | 1987 | 409,956 | 94,436 | 93,156 | 31,554 | 51,727 | 38,263 | 15,113 | 9,361 | 4,490 | 124,673 | 28,051 | 17,856 | 15,247 |
| Bedford | 1990 | 141,878 | 37,025 | 35,771 | 11,194 | 17,074 | 14,443 | 3,011 | 5,858 | 4,673 | 30,951 | 11,754 | 7,169 | 8,481 |
| | 1987 | 131,058 | 36,463 | 35,228 | 9,974 | 13,984 | 11,830 | 3,013 | 5,503 | 4,391 | 28,654 | 10,921 | 6,942 | 6,615 |
| Benton | 1990 | 63,734 | 13,852 | 9,445 | 4,241 | 9,826 | 8,129 | 872 | 1,373 | 1,373 | 10,359 | 14,337 | 2,740 | 2,734 |
| | 1987 | 59,188 | 15,991 | 10,903 | 4,080 | 8,190 | 6,776 | 1,102 | 1,312 | 1,312 | 9,970 | 10,779 | 3,016 | 2,118 |
| Bledsoe | 1990 | 20,446 | 7,261 | 6,335 | 1,526 | 989 | | 84 | 534 | 534 | 4,722 | 1,794 | 1,290 | 390 |
| | 1987 | 19,898 | 6,314 | 5,509 | 1,238 | 903 | | 154 | 696 | 696 | 4,677 | 1,507 | 2,334 | 720 |
| Blount | 1990 | 681,848 | 109,593 | 106,838 | 42,907 | 77,659 | 68,079 | 14,479 | 27,841 | 23,797 | 295,231 | 34,118 | 36,556 | 21,361 |
| | 1987 | 619,733 | 114,359 | 111,484 | 39,158 | 70,840 | 62,102 | 11,765 | 25,988 | 22,214 | 257,412 | 29,418 | 35,687 | 17,720 |
| Bradley | 1990 | 480,536 | 95,874 | 94,640 | 42,249 | 59,515 | 57,027 | 19,900 | 23,071 | 10,848 | 125,115 | 37,386 | 36,791 | 20,075 |
| | 1987 | 440,834 | 97,780 | 96,522 | 37,682 | 51,705 | 49,544 | 18,751 | 19,302 | 9,077 | 113,833 | 31,655 | 36,660 | 15,719 |
| Campbell | 1990 | 155,475 | 43,751 | 41,478 | 10,183 | 13,119 | 8,835 | 5,236 | 3,894 | 3,563 | 27,487 | 32,570 | 5,913 | 5,693 |
| | 1987 | 149,119 | 43,872 | 41,593 | 11,355 | 11,783 | 7,936 | 5,047 | 3,943 | 3,608 | 28,954 | 25,846 | 6,090 | 5,229 |
| Cannon | 1990 | 25,385 | 8,649 | 7,944 | 902 | 1,196 | | 578 | 366 | 366 | 5,862 | 3,773 | 1,408 | 1,616 |
| | 1987 | 24,396 | 8,944 | 8,215 | 864 | 1,130 | | 574 | 491 | 491 | 5,360 | 2,881 | 1,476 | 1,583 |
| Carroll | 1990 | 118,984 | 27,696 | 25,558 | 5,383 | 10,600 | 7,213 | 4,192 | 5,737 | 4,495 | 35,726 | 14,633 | 5,733 | 6,199 |
| | 1987 | 110,229 | 29,040 | 26,798 | 5,091 | 9,933 | 6,760 | 3,696 | 5,432 | 4,257 | 31,181 | 10,584 | 6,602 | 5,070 |
| Carter | 1990 | 179,139 | 40,542 | 39,863 | 17,692 | 28,457 | 13,270 | 2,264 | 6,172 | 4,455 | 32,036 | 19,192 | 15,299 | 7,905 |
| | 1987 | 165,544 | 42,740 | 42,024 | 15,985 | 23,899 | 11,145 | 2,817 | 5,841 | 4,217 | 29,727 | 13,741 | 15,742 | 6,956 |
| Cheatham | 1990 | 61,474 | 25,201 | 24,663 | 4,201 | 1,260 | | 609 | 1,434 | 1,434 | 5,463 | 7,633 | 7,213 | 4,525 |
| | 1987 | 57,306 | 23,577 | 23,074 | 3,601 | 1,045 | | 553 | 1,128 | 1,128 | 6,143 | 8,907 | 6,340 | 3,192 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1990<br>U.S. CENSUS 1987<br>METRO AREA<br>County | Year | Total Retail Sales ($000) | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **TENNESSEE (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Chester | 1990 | 42,105 | 7,473 | 6,877 | 2,591 | 1,228 | | 1,570 | 2,654 | 2,040 | 18,341 | 4.382 | 728 | 1,238 |
| | 1987 | 39,595 | 8,372 | 7,704 | 2,465 | 1,399 | | 1,476 | 2,571 | 1,977 | 15,877 | 3,442 | 1,180 | 1,084 |
| Claiborne | 1990 | 61,916 | 23,475 | 21,667 | 3,352 | 1,910 | | 1,794 | 1,826 | 1,003 | 6,626 | 4,986 | 5,468 | 3,978 |
| | 1987 | 58,755 | 22,042 | 20,344 | 3,621 | 2,368 | | 1,449 | 2,430 | 1,335 | 6,148 | 4,245 | 5,896 | 3,252 |
| Clay | 1990 | 14,657 | 5,752 | 5,238 | 1,053 | 123 | | 70 | 175 | | 1,446 | 1,006 | 1,211 | 604 |
| | 1987 | 13,522 | 5,303 | 4,829 | 1,013 | 187 | | 127 | 216 | | 1,242 | 1,026 | 1,741 | 460 |
| Cocke | 1990 | 149,030 | 38,816 | 35,166 | 15,263 | 22,854 | 13,448 | 4,039 | 1,755 | 895 | 22,083 | 16,633 | 5,390 | 7,988 |
| | 1987 | 136,987 | 37,965 | 34,395 | 13,549 | 19,107 | 11,244 | 4,745 | 2,748 | 1,403 | 20,895 | 14,685 | 6,494 | 6,260 |
| Coffee | 1990 | 289,717 | 51,409 | 48,570 | 28,941 | 48,791 | 45,781 | 11,468 | 9,261 | 5,360 | 61,518 | 21,326 | 18,723 | 12,819 |
| | 1987 | 266,201 | 52,971 | 50,046 | 26,780 | 42,396 | 39,781 | 9,692 | 9,335 | 5,404 | 56,319 | 19,043 | 18,103 | 10,889 |
| Crockett | 1990 | 58,936 | 13,848 | 11,702 | 1,785 | 545 | | 604 | 1,798 | 1,798 | 23,993 | 7,928 | 1,945 | 3,006 |
| | 1987 | 53,826 | 14,228 | 12,023 | 1,711 | 992 | | 1,027 | 1,766 | 1,766 | 20,987 | 5,469 | 2,035 | 2,296 |
| Cumberland | 1990 | 203,764 | 69,045 | 60,566 | 16,069 | 26,102 | 22,478 | 8,062 | 6,335 | 3,598 | 38,805 | 7,062 | 15,068 | 7,537 |
| | 1987 | 181,828 | 57,835 | 50,733 | 14,661 | 21,334 | 18,373 | 6,393 | 5,330 | 3,028 | 36,044 | 11,431 | 13,798 | 6,306 |
| Davidson | 1990 | 5,232,568 | 644,422 | 627,601 | 595,330 | 899,897 | 683,734 | 313,153 | 335,769 | 173,342 | 1,283,680 | 324,451 | 195,609 | 164,915 |
| | 1987 | 4,763,000 | 711,736 | 693,158 | 543,603 | 767,243 | 582,945 | 250,487 | 288,602 | 148,993 | 1,180,218 | 308,270 | 193,848 | 135,012 |
| Decatur | 1990 | 54,494 | 15,714 | 14,913 | 2,773 | 1,640 | | 841 | 1,121 | 1,121 | 14,202 | 9,942 | 2,397 | 2,949 |
| | 1987 | 48,914 | 14,325 | 13,595 | 2,479 | 2,560 | | 737 | 1,162 | 1,162 | 13,032 | 7,919 | 2,247 | 2,058 |
| De Kalb | 1990 | 49,244 | 15,416 | 13,727 | 2,981 | 2,380 | | 1,469 | 1,230 | 1,230 | 13,798 | 4,675 | 1,416 | 3,488 |
| | 1987 | 46,394 | 15,504 | 13,805 | 2,848 | 2,504 | | 1,290 | 1,335 | 1,335 | 12,162 | 4,396 | 1,466 | 2,695 |
| Dickson | 1990 | 210,073 | 56,474 | 55,294 | 16,250 | 32,690 | 29,785 | 5,519 | 8,892 | 5,733 | 43,086 | 9,851 | 15,510 | 7,968 |
| | 1987 | 187,662 | 51,944 | 50,859 | 13,769 | 26,697 | 24,325 | 5,766 | 8,419 | 5,429 | 39,445 | 10,973 | 14,073 | 6,212 |
| Dyer | 1990 | 291,516 | 49,575 | 44,400 | 21,303 | 43,633 | 39,754 | 12,594 | 12,119 | 5,660 | 88,106 | 20,896 | 17,212 | 7,499 |
| | 1987 | 257,734 | 49,554 | 44,381 | 18,428 | 34,680 | 31,598 | 11,884 | 11,238 | 5,249 | 74,638 | 17,520 | 17,352 | 6,717 |
| Fayette | 1990 | 51,762 | 16,235 | 15,043 | 2,600 | 5,552 | | 271 | 3,069 | 2,753 | 9,187 | 4,319 | 5,388 | 2,248 |
| | 1987 | 48,492 | 16,981 | 15,734 | 2,401 | 5,030 | | 490 | 2,485 | 2,230 | 8,122 | 3,820 | 4,791 | 1,962 |
| Fentress | 1990 | 47,794 | 20,831 | 18,997 | 2,909 | 2,554 | | 3,750 | 1,006 | 601 | 4,089 | 1,613 | 7,460 | 2,107 |
| | 1987 | 45,918 | 18,730 | 17,081 | 2,740 | 2,452 | | 4,301 | 1,011 | 605 | 3,909 | 1,416 | 7,754 | 2,010 |
| Franklin | 1990 | 145,176 | 39,246 | 37,196 | 9,730 | 15,871 | 8,865 | 1,661 | 4,837 | 4,414 | 32,657 | 6,600 | 9,980 | 7,898 |
| | 1987 | 136,717 | 38,918 | 36,885 | 9,108 | 14,507 | 8,104 | 1,759 | 4,436 | 4,049 | 30,696 | 6,608 | 11,669 | 6,326 |
| Gibson | 1990 | 245,549 | 33,377 | 30,665 | 19,906 | 28,693 | 22,983 | 9,714 | 7,743 | 5,560 | 80,907 | 28,580 | 5,803 | 15,409 |
| | 1987 | 227,044 | 40,666 | 37,362 | 16,862 | 26,025 | 20,847 | 8,453 | 7,346 | 5,276 | 72,894 | 23,249 | 7,221 | 12,869 |
| Giles | 1990 | 124,667 | 31,963 | 29,224 | 5,548 | 16,298 | 15,320 | 3,955 | 5,456 | 3,381 | 26,398 | 15,369 | 5,844 | 7,095 |
| | 1987 | 115,730 | 31,158 | 28,488 | 5,759 | 13,260 | 12,465 | 3,864 | 5,164 | 3,201 | 22,719 | 15,052 | 5,611 | 5,834 |
| Grainger | 1990 | 35,682 | 13,079 | 11,577 | 1,739 | 115 | | 137 | 1,640 | 1,570 | 13,351 | 2,673 | 386 | 1,606 |
| | 1987 | 31,517 | 11,127 | 9,849 | 1,609 | 120 | | 248 | 1,467 | 1,405 | 11,135 | 2,785 | 389 | 1,363 |
| Greene | 1990 | 274,061 | 66,485 | 58,304 | 21,554 | 31,407 | 27,437 | 8,364 | 9,032 | 7,322 | 60,050 | 22,783 | 20,218 | 13,423 |
| | 1987 | 261,562 | 66,678 | 58,473 | 19,841 | 27,980 | 24,444 | 8,250 | 8,589 | 6,963 | 56,127 | 23,667 | 20,777 | 11,200 |
| Grundy | 1990 | 44,366 | 11,188 | 10,289 | 4,645 | 1,160 | | 795 | 362 | | 4,204 | 14,991 | 2,961 | 1,411 |
| | 1987 | 41,647 | 11,109 | 10,216 | 3,890 | 1,148 | | 546 | 579 | | 3,940 | 12,520 | 4,269 | 1,353 |
| Hamblen | 1990 | 365,539 | 71,281 | 69,492 | 29,905 | 40,444 | 32,861 | 14,709 | 7,639 | 5,127 | 118,157 | 20,548 | 21,171 | 15,581 |
| | 1987 | 342,872 | 74,272 | 72,408 | 27,121 | 36,655 | 29,783 | 14,141 | 7,558 | 5,073 | 107,173 | 18,260 | 23,802 | 12,293 |
| Hamilton | 1990 | 2,355,926 | 388,212 | 377,296 | 233,463 | 298,312 | 253,024 | 138,232 | 126,417 | 68,052 | 567,992 | 180,513 | 114,317 | 71,363 |
| | 1987 | 2,167,282 | 395,637 | 384,512 | 213,155 | 276,389 | 234,430 | 115,093 | 116,806 | 62,879 | 529,775 | 169,289 | 112,890 | 60,543 |
| Hancock | 1990 | 10,718 | 3,469 | 2,920 | 299 | | | 267 | 507 | 507 | 1,441 | 2,226 | 679 | 1,422 |
| | 1987 | 10,493 | 3,197 | 2,691 | 377 | | | 269 | 666 | 666 | 1,379 | 1,841 | 933 | 1,155 |
| Hardeman | 1990 | 113,697 | 23,306 | 20,980 | 5,527 | 17,944 | 14,021 | 1,174 | 1,964 | 1,301 | 17,014 | 13,107 | 8,987 | 3,305 |
| | 1987 | 103,486 | 25,981 | 23,388 | 5,083 | 13,941 | 10,894 | 1,180 | 2,049 | 1,359 | 16,780 | 10,291 | 10,365 | 2,823 |
| Hardin | 1990 | 104,583 | 19,226 | 18,073 | 8,005 | 10,052 | 7,086 | 1,565 | 5,698 | 4,562 | 30,990 | 6,464 | 4,641 | 5,330 |
| | 1987 | 97,173 | 19,785 | 18,598 | 7,330 | 10,871 | 7,664 | 1,896 | 5,168 | 4,138 | 27,220 | 5,534 | 5,330 | 4,190 |
| Hawkins | 1990 | 136,598 | 46,455 | 45,064 | 12,969 | 9,811 | 5,569 | 1,292 | 5,850 | 4,431 | 20,766 | 10,103 | 10,802 | 9,188 |
| | 1987 | 127,195 | 45,970 | 44,594 | 10,878 | 8,746 | 4,965 | 1,643 | 4,799 | 3,635 | 20,481 | 8,275 | 10,224 | 7,481 |
| Haywood | 1990 | 84,007 | 17,410 | 16,429 | 4,122 | 7,141 | 6,799 | 3,986 | 3,480 | 2,210 | 30,280 | 7,516 | 4,344 | 3,765 |
| | 1987 | 80,013 | 19,392 | 18,299 | 4,428 | 7,214 | 6,870 | 3,438 | 3,336 | 2,119 | 25,185 | 6,536 | 4,983 | 3,333 |
| Henderson | 1990 | 112,027 | 24,235 | 22,605 | 6,258 | 14,077 | 9,658 | 3,240 | 4,628 | 3,368 | 28,854 | 15,091 | 8,103 | 4,068 |
| | 1987 | 100,089 | 22,290 | 20,791 | 5,811 | 11,260 | 7,726 | 3,021 | 4,403 | 3,205 | 25,602 | 11,809 | 8,212 | 3,355 |
| Henry | 1990 | 165,260 | 36,774 | 33,750 | 10,699 | 18,641 | 13,996 | 7,935 | 7,351 | 4,772 | 38,947 | 12,858 | 11,082 | 7,095 |
| | 1987 | 152,404 | 36,292 | 33,308 | 10,674 | 16,443 | 12,347 | 7,337 | 6,605 | 4,288 | 34,960 | 11,658 | 10,994 | 6,195 |
| Hickman | 1990 | 38,254 | 12,968 | 9,429 | 2,125 | 1,028 | | 948 | 1,198 | 945 | 6,596 | 4,353 | 6,417 | 1,903 |
| | 1987 | 35,797 | 12,551 | 9,126 | 1,783 | 936 | | 758 | 1,095 | 864 | 5,513 | 4,166 | 6,171 | 1,767 |
| Houston | 1990 | 14,995 | 7,198 | 6,721 | 1,125 | 370 | | 562 | 135 | | 2,307 | 686 | 430 | 1,102 |
| | 1987 | 14,539 | 6,789 | 6,339 | 920 | 292 | | 446 | 212 | | 1,798 | 896 | 426 | 2,017 |
| Humphreys | 1990 | 75,257 | 18,313 | 15,321 | 4,550 | 12,947 | 9,018 | 2,365 | 1,936 | 1,835 | 10,652 | 9,746 | 8,164 | 3,270 |
| | 1987 | 69,251 | 19,356 | 16,194 | 4,236 | 11,331 | 7,893 | 1,735 | 1,693 | 1,605 | 10,481 | 8,358 | 6,783 | 2,587 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1990<br>U.S. CENSUS 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **TENNESSEE (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Jackson | 1990 | 36,101 | 16,310 | 15,129 | 1,316 | 434 | | 105 | 492 | | 1,949 | 8,068 | 1,241 | 2,072 |
| | 1987 | 31,428 | 13,882 | 12,877 | 1,222 | 426 | | 190 | 713 | | 1,928 | 6,552 | 1,310 | 2,019 |
| Jefferson | 1990 | 137,131 | 36,587 | 35,991 | 12,993 | 15,131 | 11,794 | 717 | 5,722 | 5,478 | 30,232 | 17,299 | 7,669 | 6,927 |
| | 1987 | 121,556 | 36,792 | 36,193 | 11,322 | 12,261 | 9,558 | 1,201 | 5,053 | 4,838 | 23,922 | 14,525 | 7,368 | 5,986 |
| Johnson | 1990 | 38,395 | 11,997 | 11,445 | 1,573 | 1,370 | | 694 | 574 | 574 | 7,788 | 4,785 | 2,245 | 3,413 |
| | 1987 | 35,846 | 12,267 | 11,703 | 1,712 | 1,808 | | 689 | 611 | 611 | 6,413 | 4,073 | 2,533 | 2,905 |
| Knox | 1990 | 3,050,701 | 448,124 | 433,050 | 275,850 | 433,047 | 347,684 | 186,986 | 171,175 | 82,477 | 689,339 | 323,668 | 166,452 | 101,851 |
| | 1987 | 2,771,370 | 484,265 | 467,975 | 278,557 | 367,488 | 295,049 | 158,726 | 152,350 | 73,407 | 614,334 | 265,981 | 168,097 | 82,149 |
| Lake | 1990 | 13,897 | 5,682 | 5,430 | 1,082 | 138 | | 86 | 53 | | 1,926 | 2,149 | 904 | 851 |
| | 1987 | 13,774 | 5,921 | 5,658 | 1,177 | 254 | | 157 | 99 | | 1,884 | 1,668 | 1,020 | 795 |
| Lauderdale | 1990 | 79,359 | 19,834 | 18,637 | 5,208 | 12,034 | 7,405 | 1,228 | 3,580 | 3,065 | 13,698 | 9,437 | 2,817 | 6,394 |
| | 1987 | 74,675 | 19,806 | 18,611 | 4,687 | 10,697 | 6,583 | 1,759 | 3,432 | 2,939 | 13,726 | 7,953 | 3,225 | 4,982 |
| Lawrence | 1990 | 187,831 | 47,586 | 39,978 | 8,505 | 20,917 | 18,710 | 3,191 | 16,034 | 13,196 | 52,248 | 7,675 | 10,107 | 9,870 |
| | 1987 | 171,053 | 43,929 | 36,906 | 7,825 | 17,960 | 16,066 | 3,886 | 13,603 | 11,196 | 46,058 | 9,311 | 10,537 | 7,997 |
| Lewis | 1990 | 26,060 | 8,678 | 8,209 | 2,369 | 1,907 | | 348 | 942 | 141 | 6,113 | 845 | 1,745 | 1,689 |
| | 1987 | 26,495 | 8,847 | 8,369 | 1,992 | 1,955 | | 384 | 886 | 134 | 6,280 | 1,543 | 1,985 | 1,466 |
| Lincoln | 1990 | 135,920 | 27,821 | 25,947 | 10,885 | 9,316 | 8,617 | 2,956 | 4,896 | 4,404 | 43,063 | 9,992 | 8,122 | 7,013 |
| | 1987 | 122,763 | 30,589 | 28,529 | 9,567 | 9,043 | 8,365 | 3,299 | 4,466 | 4,018 | 33,519 | 9,956 | 7,319 | 5,422 |
| Loudon | 1990 | 155,904 | 33,456 | 31,593 | 12,077 | 10,512 | 9,028 | 1,127 | 4,340 | 1,209 | 62,117 | 10,166 | 6,525 | 7,837 |
| | 1987 | 141,282 | 32,743 | 30,920 | 10,948 | 8,926 | 7,667 | 1,012 | 4,681 | 1,305 | 53,562 | 10,492 | 7,287 | 6,084 |
| McMinn | 1990 | 220,989 | 37,232 | 35,392 | 18,508 | 26,290 | 21,870 | 11,807 | 7,995 | 4,146 | 49,924 | 17,898 | 16,946 | 12,698 |
| | 1987 | 214,722 | 50,199 | 47,718 | 17,892 | 22,588 | 18,791 | 11,873 | 7,647 | 3,967 | 44,407 | 15,339 | 16,819 | 10,597 |
| McNairy | 1990 | 81,825 | 24,929 | 22,637 | 3,994 | 9,443 | 8,588 | 1,879 | 3,521 | 2,798 | 16,827 | 7,927 | 4,328 | 3,389 |
| | 1987 | 75,655 | 22,925 | 20,817 | 3,737 | 8,670 | 7,886 | 1,717 | 3,422 | 2,720 | 15,994 | 6,610 | 4,264 | 2,872 |
| Macon | 1990 | 53,174 | 14,206 | 13,254 | 3,346 | 10,016 | 7,568 | 484 | 908 | 804 | 4,194 | 4,903 | 5,843 | 3,813 |
| | 1987 | 50,438 | 15,357 | 14,328 | 2,898 | 7,909 | 5,977 | 882 | 1,142 | 1,013 | 4,441 | 4,351 | 5,962 | 2,950 |
| Madison | 1990 | 652,990 | 114,901 | 110,440 | 44,594 | 127,567 | 104,509 | 30,970 | 28,004 | 17,744 | 128,346 | 58,542 | 51,727 | 19,074 |
| | 1987 | 603,563 | 113,719 | 109,304 | 43,580 | 112,938 | 92,525 | 29,439 | 26,641 | 16,881 | 116,465 | 49,862 | 51,059 | 16,413 |
| Marion | 1990 | 119,443 | 34,258 | 33,183 | 6,876 | 13,930 | 5,554 | 6,486 | 4,171 | 2,846 | 17,562 | 13,147 | 9,840 | 3,638 |
| | 1987 | 109,251 | 33,006 | 31,970 | 6,058 | 11,117 | 4,433 | 5,390 | 3,891 | 2,656 | 17,184 | 12,467 | 8,740 | 3,377 |
| Marshall | 1990 | 117,531 | 32,732 | 31,041 | 5,023 | 9,544 | 9,065 | 1,775 | 4,013 | 2,381 | 34,715 | 11,901 | 4,611 | 6,163 |
| | 1987 | 107,407 | 32,135 | 30,475 | 4,829 | 8,441 | 8,018 | 1,889 | 3,882 | 2,304 | 31,946 | 9,022 | 4,335 | 5,034 |
| Maury | 1990 | 358,188 | 64,709 | 61,483 | 26,101 | 43,966 | 37,408 | 20,073 | 14,218 | 6,540 | 89,840 | 31,762 | 30,155 | 11,975 |
| | 1987 | 316,656 | 66,811 | 63,480 | 23,736 | 37,661 | 32,044 | 17,212 | 13,402 | 6,165 | 72,949 | 25,111 | 27,965 | 10,211 |
| Meigs | 1990 | 10,179 | 5,452 | 4,856 | 1,302 | 96 | | 62 | 228 | 228 | 1,329 | 372 | 145 | 908 |
| | 1987 | 10,905 | 5,424 | 4,831 | 1,166 | 179 | | 97 | 425 | 425 | 1,356 | 696 | 171 | 860 |
| Monroe | 1990 | 139,621 | 42,164 | 39,245 | 11,889 | 18,470 | 12,145 | 3,812 | 3,554 | 3,247 | 24,904 | 11,088 | 13,794 | 6,576 |
| | 1987 | 129,084 | 37,306 | 34,723 | 11,003 | 14,682 | 9,655 | 4,233 | 3,494 | 3,193 | 23,801 | 11,805 | 13,645 | 5,030 |
| Montgomery | 1990 | 660,465 | 83,499 | 81,662 | 55,594 | 97,405 | 90,839 | 33,447 | 34,577 | 17,560 | 225,478 | 37,292 | 44,780 | 14,151 |
| | 1987 | 598,763 | 90,721 | 88,725 | 52,825 | 86,185 | 80,376 | 24,499 | 29,572 | 15,019 | 199,538 | 31,080 | 44,370 | 12,416 |
| Moore | 1990 | 3,668 | 1,836 | 1,686 | 112 | 90 | | | 46 | | 681 | 409 | | 128 |
| | 1987 | 3,941 | 2,260 | 2,075 | 174 | 129 | | | 54 | | 460 | 451 | | 139 |
| Morgan | 1990 | 26,262 | 9,309 | 8,082 | 1,092 | 194 | | 629 | 238 | | 8,952 | 2,737 | 302 | 1,914 |
| | 1987 | 23,705 | 9,208 | 7,994 | 956 | 357 | | 463 | 282 | | 7,205 | 2,174 | 317 | 1,584 |
| Obion | 1990 | 199,059 | 33,664 | 30,551 | 13,838 | 24,549 | 20,777 | 6,937 | 5,646 | 3,557 | 55,779 | 14,566 | 17,645 | 7,699 |
| | 1987 | 182,247 | 34,946 | 31,714 | 13,832 | 20,741 | 17,555 | 7,023 | 5,122 | 3,228 | 49,594 | 12,546 | 17,217 | 6,209 |
| Overton | 1990 | 42,853 | 16,717 | 15,542 | 2,954 | 4,262 | | 827 | 2,782 | 847 | 6,259 | 2,500 | 3,688 | 1,802 |
| | 1987 | 42,312 | 16,292 | 15,147 | 2,767 | 3,809 | | 911 | 2,687 | 819 | 5,582 | 2,601 | 4,499 | 1,725 |
| Perry | 1990 | 16,497 | 8,691 | 8,112 | 1,465 | 260 | | 397 | 311 | 171 | 843 | 1,503 | 809 | 1,983 |
| | 1987 | 15,028 | 7,922 | 7,394 | 1,334 | 199 | | 380 | 577 | 320 | 721 | 1,103 | 822 | 1,538 |
| Pickett | 1990 | 10,036 | 3,010 | 2,794 | 1,332 | 103 | | 306 | 237 | 237 | 2,851 | 1,220 | 223 | 434 |
| | 1987 | 10,366 | 3,212 | 2,982 | 1,188 | 188 | | 274 | 282 | 282 | 2,692 | 1,302 | 308 | 346 |
| Polk | 1990 | 29,372 | 13,231 | 12,136 | 3,152 | 2,250 | | 214 | 265 | 145 | 3,964 | 3,017 | 644 | 1,668 |
| | 1987 | 29,634 | 14,127 | 12,958 | 2,975 | 2,263 | | 337 | 326 | 180 | 3,836 | 2,425 | 811 | 1,546 |
| Putnam | 1990 | 385,046 | 78,214 | 76,340 | 32,514 | 60,210 | 55,395 | 15,433 | 15,904 | 11,396 | 89,923 | 21,110 | 31,813 | 8,612 |
| | 1987 | 343,993 | 78,673 | 76,788 | 30,583 | 47,442 | 43,649 | 16,548 | 13,474 | 9,656 | 70,901 | 23,750 | 29,055 | 8,599 |
| Rhea | 1990 | 105,757 | 33,487 | 31,147 | 6,693 | 12,124 | 6,973 | 2,822 | 1,625 | 1,523 | 27,155 | 6,236 | 2,966 | 5,789 |
| | 1987 | 97,627 | 34,319 | 31,921 | 6,611 | 9,235 | 5,312 | 3,040 | 1,675 | 1,571 | 23,195 | 6,124 | 3,663 | 4,677 |
| Roane | 1990 | 210,630 | 56,662 | 53,255 | 13,391 | 23,677 | 21,695 | 4,356 | 6,677 | 4,525 | 65,687 | 12,410 | 8,630 | 12,445 |
| | 1987 | 202,953 | 57,688 | 54,219 | 13,376 | 19,981 | 18,309 | 4,943 | 6,604 | 4,476 | 63,740 | 10,736 | 9,312 | 10,256 |
| Robertson | 1990 | 196,295 | 50,752 | 50,131 | 9,549 | 17,846 | 16,840 | 2,239 | 4,484 | 3,789 | 67,251 | 14,087 | 12,675 | 7,999 |
| | 1987 | 174,882 | 47,088 | 46,512 | 8,752 | 13,663 | 12,893 | 2,666 | 4,494 | 3,798 | 55,084 | 18,307 | 10,718 | 6,450 |
| Rutherford | 1990 | 708,951 | 126,848 | 124,712 | 66,537 | 69,671 | 61,987 | 25,282 | 37,844 | 29,090 | 194,513 | 61,713 | 62,598 | 20,054 |
| | 1987 | 634,101 | 130,174 | 127,982 | 58,590 | 59,089 | 52,573 | 24,576 | 31,345 | 24,095 | 162,447 | 57,221 | 58,038 | 16,959 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1990
U.S. CENSUS 1987

| METRO AREA<br>County | Year | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **TENNESSEE (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Scott | 1990 | 56,766 | 13,195 | 12,265 | 6,634 | 11,390 | 7,236 | 1,302 | 388 | 388 | 8,827 | 4,405 | 2,309 | 4,999 |
| | 1987 | 55,115 | 15,651 | 14,548 | 5,718 | 10,740 | 6,824 | 1,168 | 533 | 533 | 8,227 | 3,733 | 2,320 | 4,177 |
| Sequatchie | 1990 | 35,528 | 11,280 | 11,156 | 1,963 | 825 | | 272 | 430 | 430 | 11,191 | 4,499 | 1,798 | 2,147 |
| | 1987 | 33,462 | 12,688 | 12,548 | 1,693 | 1,084 | | 284 | 503 | 503 | 8,933 | 3,869 | 1,607 | 1,566 |
| Sevier | 1990 | 414,043 | 64,662 | 58,772 | 95,495 | 31,128 | 22,373 | 48,458 | 19,998 | 18,325 | 36,880 | 37,084 | 9,056 | 13,938 |
| | 1987 | 366,013 | 70,141 | 63,752 | 86,293 | 24,165 | 17,369 | 33,505 | 17,144 | 15,710 | 32,778 | 32,245 | 12,562 | 10,667 |
| Shelby | 1990 | 6,245,162 | 924,459 | 868,003 | 548,775 | 885,102 | 652,652 | 374,017 | 344,851 | 211,594 | 1,729,960 | 427,556 | 215,083 | 275,287 |
| | 1987 | 5,756,072 | 978,139 | 918,405 | 505,885 | 793,297 | 584,957 | 328,125 | 316,621 | 194,273 | 1,573,479 | 404,777 | 220,428 | 223,480 |
| Smith | 1990 | 71,339 | 15,579 | 14,364 | 2,682 | 11,577 | 9,048 | 909 | 7,670 | 7,335 | 12,894 | 13,130 | 1,508 | 3,380 |
| | 1987 | 62,981 | 15,202 | 14,016 | 2,425 | 8,315 | 6,499 | 1,149 | 7,563 | 7,234 | 10,880 | 9,917 | 2,493 | 2,784 |
| Stewart | 1990 | 25,871 | 14,129 | 12,635 | 1,398 | 799 | | 1,188 | 1,342 | 633 | 2,178 | 688 | 2,064 | 280 |
| | 1987 | 23,242 | 11,716 | 10,477 | 1,347 | 1,148 | | 817 | 1,456 | 688 | 2,230 | 723 | 2,183 | 303 |
| Sullivan | 1990 | 1,084,511 | 150,804 | 148,201 | 93,876 | 225,207 | 195,416 | 47,179 | 38,521 | 23,573 | 311,764 | 72,400 | 44,481 | 36,820 |
| | 1987 | 1,000,168 | 160,327 | 157,560 | 85,689 | 186,538 | 161,863 | 42,771 | 37,577 | 22,996 | 294,612 | 60,019 | 46,944 | 31,527 |
| Sumner | 1990 | 503,429 | 133,502 | 131,455 | 44,947 | 46,508 | 37,355 | 13,268 | 12,465 | 9,329 | 100,968 | 51,952 | 47,552 | 20,957 |
| | 1987 | 463,025 | 129,606 | 127,619 | 38,743 | 40,761 | 32,740 | 12,612 | 11,638 | 8,711 | 95,644 | 42,130 | 47,859 | 17,352 |
| Tipton | 1990 | 122,780 | 29,005 | 27,224 | 7,878 | 16,468 | 11,216 | 2,097 | 3,196 | 2,106 | 27,099 | 12,304 | 10,839 | 4,716 |
| | 1987 | 114,960 | 30,175 | 28,322 | 7,087 | 14,601 | 9,945 | 2,307 | 3,003 | 1,980 | 24,953 | 9,998 | 11,219 | 3,791 |
| Trousdale | 1990 | 25,338 | 7,434 | 6,979 | 311 | 166 | | 114 | 289 | 36 | 760 | 10,396 | 341 | 1,576 |
| | 1987 | 23,556 | 8,381 | 7,868 | 270 | 171 | | 208 | 394 | 50 | 736 | 7,424 | 573 | 1,370 |
| Unicoi | 1990 | 48,182 | 13,636 | 13,214 | 6,516 | 1,761 | | 210 | 1,633 | 743 | 13,385 | 2,039 | 2,211 | 4,495 |
| | 1987 | 44,554 | 13,065 | 12,661 | 6,063 | 2,534 | | 188 | 1,697 | 773 | 11,604 | 1,987 | 2,329 | 3,275 |
| Union | 1990 | 17,795 | 6,499 | 6,149 | 586 | 294 | | 943 | 1,138 | 1,038 | 4,617 | 446 | 505 | 1,156 |
| | 1987 | 17,587 | 6,731 | 6,368 | 582 | 359 | | 682 | 1,073 | 980 | 4,720 | 427 | 764 | 895 |
| Van Buren | 1990 | 3,057 | 1,409 | 1,090 | 497 | | | 120 | 158 | | 229 | 337 | 78 | |
| | 1987 | 2,968 | 1,352 | 1,046 | 466 | | | 104 | 176 | | 277 | 283 | 105 | |
| Warren | 1990 | 182,530 | 49,296 | 44,705 | 11,405 | 25,025 | 18,076 | 10,755 | 6,686 | 5,855 | 36,482 | 7,115 | 13,411 | 8,564 |
| | 1987 | 165,561 | 47,623 | 43,188 | 10,507 | 20,124 | 14,537 | 9,674 | 6,193 | 5,424 | 32,612 | 6,816 | 13,242 | 6,667 |
| Washington | 1990 | 594,124 | 96,556 | 93,454 | 62,819 | 87,840 | 85,761 | 31,031 | 29,023 | 16,741 | 138,790 | 38,787 | 46,383 | 26,823 |
| | 1987 | 552,537 | 107,995 | 104,525 | 55,937 | 78,620 | 76,760 | 25,136 | 26,593 | 15,340 | 127,347 | 33,653 | 45,318 | 21,433 |
| Wayne | 1990 | 44,066 | 17,006 | 15,901 | 574 | 3,066 | | 323 | 166 | 108 | 5,601 | 3,599 | 8,714 | 2,482 |
| | 1987 | 40,847 | 17,165 | 16,050 | 771 | 2,140 | | 301 | 185 | 121 | 5,032 | 2,539 | 8,418 | 2,052 |
| Weakley | 1990 | 135,002 | 25,556 | 24,050 | 10,964 | 16,796 | 11,364 | 6,735 | 5,905 | 4,924 | 29,145 | 11,969 | 8,033 | 6,311 |
| | 1987 | 124,929 | 28,231 | 26,567 | 10,222 | 14,630 | 9,899 | 5,443 | 5,860 | 4,887 | 26,344 | 9,917 | 8,521 | 5,399 |
| White | 1990 | 104,924 | 23,387 | 21,108 | 5,133 | 11,553 | 10,010 | 2,919 | 1,437 | 959 | 45,222 | 3,393 | 4,030 | 4,730 |
| | 1987 | 93,498 | 21,920 | 19,784 | 4,527 | 8,987 | 7,787 | 2,351 | 1,489 | 995 | 38,762 | 3,992 | 4,210 | 3,632 |
| Williamson | 1990 | 583,297 | 106,537 | 104,095 | 43,112 | 22,665 | 20,168 | 29,397 | 28,010 | 8,974 | 182,957 | 60,889 | 33,130 | 18,277 |
| | 1987 | 507,022 | 107,656 | 105,188 | 38,574 | 21,001 | 18,688 | 22,232 | 23,225 | 7,442 | 161,686 | 47,978 | 29,689 | 14,900 |
| Wilson | 1990 | 342,231 | 56,579 | 54,044 | 32,866 | 30,408 | 24,140 | 11,075 | 9,576 | 5,279 | 104,543 | 47,253 | 25,720 | 9,939 |
| | 1987 | 304,311 | 60,812 | 58,087 | 27,099 | 24,870 | 19,744 | 9,731 | 8,524 | 4,700 | 85,711 | 43,674 | 24,490 | 8,113 |
| **TOTAL METRO COUNTIES** | 1990 | **24,849,427** | **3,904,870** | **3,764,284** | **2,371,199** | **3,528,472** | **2,784,258** | **1,338,199** | **1,297,066** | **743,878** | **6,410,512** | **1,901,300** | **1,204,477** | **895,528** |
| | 1987 | 22,702,392 | 4,104,626 | 3,956,406 | 2,186,641 | 3,077,277 | 2,427,648 | 1,127,555 | 1,163,355 | 668,492 | 5,809,450 | 1,709,909 | 1,198,648 | 734,475 |
| **TOTAL STATE** | 1990 | **32,422,003** | **5,697,606** | **5,420,737** | **2,911,814** | **4,396,720** | **3,470,388** | **1,585,757** | **1,565,334** | **926,465** | **8,256,449** | **2,562,941** | **1,683,487** | **1,247,711** |
| | 1987 | 29,690,783 | 5,909,303 | 5,625,091 | 2,687,284 | 3,823,575 | 3,011,950 | 1,365,009 | 1,417,397 | 841,078 | 7,455,211 | 2,291,977 | 1,688,717 | 1,027,042 |
| **TEXAS** | | | | | | | | | | | | | | |
| **ABILENE** | 1990 | **888,838** | **128,601** | **124,120** | **87,273** | **142,573** | **128,178** | **42,297** | **38,292** | **21,431** | **218,797** | **84,840** | **37,518** | **23,988** |
| | 1987 | 799,457 | 115,879 | 111,841 | 79,387 | 122,273 | 109,928 | 39,807 | 36,504 | 20,431 | 199,412 | 73,447 | 42,589 | 19,710 |
| Taylor | 1990 | 888,838 | 128,601 | 124,120 | 87,273 | 142,573 | 128,178 | 42,297 | 38,292 | 21,431 | 218,797 | 84,840 | 37,518 | 23,988 |
| | 1987 | 799,457 | 115,879 | 111,841 | 79,387 | 122,273 | 109,928 | 39,807 | 36,504 | 20,431 | 199,412 | 73,447 | 42,589 | 19,710 |
| **AMARILLO** | 1990 | **1,872,807** | **349,138** | **334,055** | **168,996** | **296,439** | **214,870** | **114,544** | **78,179** | **47,461** | **413,299** | **181,902** | **62,405** | **38,969** |
| | 1987 | 1,553,248 | 289,231 | 276,321 | 150,092 | 229,770 | 168,272 | 99,769 | 70,551 | 42,673 | 354,939 | 137,987 | 68,650 | 29,047 |
| Potter | 1990 | 1,112,803 | 237,235 | 230,409 | 104,630 | 183,811 | 150,806 | 87,193 | 46,789 | 22,366 | 161,219 | 110,162 | 41,930 | 24,835 |
| | 1987 | 955,415 | 187,317 | 181,927 | 98,105 | 149,328 | 122,515 | 74,007 | 42,717 | 20,420 | 165,470 | 88,682 | 44,853 | 19,308 |
| Randall | 1990 | 760,004 | 111,903 | 103,646 | 64,366 | 112,628 | 64,064 | 27,351 | 31,390 | 25,095 | 252,080 | 71,740 | 20,475 | 14,134 |
| | 1987 | 597,833 | 101,914 | 94,394 | 51,987 | 80,442 | 45,757 | 25,762 | 27,834 | 22,253 | 189,469 | 49,305 | 23,797 | 9,739 |
| **AUSTIN** | 1990 | **6,132,077** | **1,563,277** | **1,520,989** | **695,355** | **650,408** | **500,528** | **354,552** | **308,298** | **160,502** | **1,162,915** | **384,813** | **218,543** | **161,089** |
| | 1987 | 4,972,583 | 1,176,412 | 1,144,593 | 603,081 | 542,226 | 416,524 | 290,146 | 262,740 | 136,704 | 990,553 | 318,588 | 229,430 | 117,211 |
| Hays | 1990 | 349,164 | 80,053 | 78,430 | 38,439 | 22,214 | 12,798 | 22,363 | 7,609 | 5,001 | 79,858 | 42,239 | 17,359 | 8,395 |
| | 1987 | 280,650 | 63,884 | 62,589 | 35,089 | 17,642 | 10,164 | 16,841 | 6,438 | 4,232 | 61,578 | 34,729 | 17,328 | 5,984 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1990<br>U.S. CENSUS 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **TEXAS (continued)** | | | | | | | | | | | | | | |
| **AUSTIN (continued)** | | | | | | | | | | | | | | |
| Travis | 1990 | 5,090,147 | 1,259,990 | 1,221,882 | 602,465 | 558,867 | 425,310 | 302,457 | 284,661 | 143,867 | 948,997 | 262,346 | 176,333 | 135,708 |
| | 1987 | 4,160,622 | 946,281 | 917,661 | 522,953 | 473,351 | 360,231 | 249,499 | 242,983 | 122,803 | 821,319 | 224,761 | 189,992 | 98,652 |
| Williamson | 1990 | 692,766 | 223,234 | 220,677 | 54,451 | 69,327 | 62,420 | 29,732 | 16,028 | 11,634 | 134,060 | 80,228 | 24,851 | 16,986 |
| | 1987 | 531,311 | 166,247 | 164,343 | 45,039 | 51,233 | 46,129 | 23,806 | 13,319 | 9,669 | 107,656 | 59,098 | 22,110 | 12,575 |
| **BEAUMONT - PORT ARTHUR** | **1990** | **2,578,487** | **514,155** | **499,314** | **216,383** | **421,127** | **332,686** | **132,459** | **90,974** | **41,105** | **597,057** | **206,897** | **93,102** | **88,008** |
| | 1987 | 2,253,105 | 439,860 | 427,188 | 198,604 | 348,332 | 275,527 | 124,762 | 85,310 | 38,461 | 528,566 | 184,259 | 93,907 | 72,344 |
| Hardin | 1990 | 199,939 | 51,819 | 50,653 | 10,957 | 24,928 | 23,552 | 2,053 | 699 | 180 | 74,210 | 16,914 | 5,181 | 3,844 |
| | 1987 | 170,187 | 42,504 | 41,548 | 9,156 | 20,884 | 19,732 | 2,398 | 1,092 | 283 | 62,707 | 13,371 | 6,548 | 4,043 |
| Jefferson | 1990 | 1,948,976 | 350,274 | 338,517 | 174,410 | 337,042 | 255,792 | 116,412 | 79,540 | 36,101 | 452,886 | 121,651 | 65,092 | 68,785 |
| | 1987 | 1,699,067 | 298,800 | 288,771 | 161,300 | 276,438 | 209,798 | 107,656 | 73,813 | 33,502 | 395,047 | 115,762 | 66,022 | 55,189 |
| Orange | 1990 | 429,572 | 112,062 | 110,144 | 31,016 | 59,157 | 53,342 | 13,994 | 10,735 | 4,824 | 69,961 | 68,332 | 22,829 | 15,379 |
| | 1987 | 383,851 | 98,556 | 96,869 | 28,148 | 51,010 | 45,997 | 14,708 | 10,405 | 4,676 | 70,812 | 55,126 | 21,337 | 13,112 |
| **BRAZORIA** | **1990** | **1,085,656** | **313,141** | **303,798** | **84,940** | **155,894** | **139,860** | **42,588** | **27,210** | **16,660** | **258,381** | **54,877** | **40,302** | **35,806** |
| | 1987 | 914,426 | 254,525 | 246,931 | 75,430 | 126,248 | 113,264 | 37,313 | 25,908 | 15,863 | 215,213 | 49,951 | 44,233 | 28,668 |
| Brazoria | 1990 | 1,085,656 | 313,141 | 303,798 | 84,940 | 155,894 | 139,860 | 42,588 | 27,210 | 16,660 | 258,381 | 54,877 | 40,302 | 35,806 |
| | 1987 | 914,426 | 254,525 | 246,931 | 75,430 | 126,248 | 113,264 | 37,313 | 25,908 | 15,863 | 215,213 | 49,951 | 44,233 | 28,668 |
| **BROWNSVILLE - HARLINGEN** | **1990** | **1,351,997** | **346,694** | **327,920** | **122,825** | **205,559** | **169,390** | **105,876** | **51,942** | **29,756** | **247,049** | **83,386** | **51,161** | **30,586** |
| | 1987 | 1,132,784 | 281,820 | 266,559 | 107,788 | 167,433 | 137,973 | 87,875 | 49,233 | 28,205 | 209,327 | 65,996 | 49,564 | 24,735 |
| Cameron | 1990 | 1,351,997 | 346,694 | 327,920 | 122,825 | 205,559 | 169,390 | 105,876 | 51,942 | 29,756 | 247,049 | 83,386 | 51,161 | 30,586 |
| | 1987 | 1,132,784 | 281,820 | 266,559 | 107,788 | 167,433 | 137,973 | 87,875 | 49,233 | 28,205 | 209,327 | 65,996 | 49,564 | 24,735 |
| **BRYAN - COLLEGE STATION** | **1990** | **786,988** | **191,538** | **182,215** | **74,876** | **107,497** | **85,376** | **40,376** | **30,778** | **14,767** | **160,869** | **44,577** | **30,334** | **14,757** |
| | 1987 | 665,386 | 154,606 | 147,081 | 70,956 | 94,258 | 74,862 | 36,628 | 26,072 | 12,510 | 132,742 | 39,797 | 33,335 | 11,429 |
| Brazos | 1990 | 786,988 | 191,538 | 182,215 | 74,876 | 107,497 | 85,376 | 40,376 | 30,778 | 14,767 | 160,869 | 44,577 | 30,334 | 14,757 |
| | 1987 | 665,386 | 154,606 | 147,081 | 70,956 | 94,258 | 74,862 | 36,628 | 26,072 | 12,510 | 132,742 | 39,797 | 33,335 | 11,429 |
| **CORPUS CHRISTI** | **1990** | **2,320,447** | **593,515** | **573,953** | **226,215** | **292,263** | **205,103** | **102,206** | **84,632** | **50,493** | **580,243** | **144,255** | **70,332** | **49,947** |
| | 1987 | 1,989,373 | 477,244 | 461,564 | 206,139 | 245,394 | 172,158 | 91,444 | 80,367 | 47,989 | 492,726 | 143,386 | 72,582 | 40,348 |
| Nueces | 1990 | 2,075,651 | 510,573 | 493,185 | 208,898 | 268,014 | 191,057 | 96,530 | 81,374 | 47,826 | 525,822 | 114,078 | 63,289 | 41,467 |
| | 1987 | 1,767,882 | 404,193 | 390,428 | 190,140 | 224,619 | 160,123 | 85,053 | 77,105 | 45,318 | 441,634 | 115,639 | 65,738 | 33,300 |
| San Patricio | 1990 | 244,796 | 82,942 | 80,768 | 17,317 | 24,249 | 14,046 | 5,676 | 3,258 | 2,667 | 54,421 | 30,177 | 7,043 | 8,480 |
| | 1987 | 221,491 | 73,051 | 71,136 | 15,999 | 20,775 | 12,035 | 6,391 | 3,262 | 2,671 | 51,092 | 27,747 | 6,844 | 7,048 |
| **DALLAS** | **1990** | **23,294,124** | **4,294,361** | **4,156,572** | **2,375,059** | **2,895,068** | **2,259,754** | **1,337,105** | **1,074,351** | **601,622** | **5,851,793** | **1,452,443** | **790,870** | **503,557** |
| | 1987 | 18,891,350 | 3,452,706 | 3,341,557 | 2,042,532 | 2,276,166 | 1,774,505 | 1,099,136 | 915,697 | 513,335 | 4,697,135 | 1,290,993 | 703,138 | 413,406 |
| Collin | 1990 | 2,116,090 | 420,421 | 412,129 | 180,627 | 319,320 | 270,617 | 105,948 | 95,633 | 50,356 | 601,863 | 102,795 | 77,093 | 44,741 |
| | 1987 | 1,591,684 | 327,009 | 320,559 | 140,435 | 236,292 | 200,253 | 84,400 | 79,853 | 42,048 | 413,901 | 91,008 | 67,734 | 35,933 |
| Dallas | 1990 | 18,435,054 | 3,221,858 | 3,108,052 | 1,996,904 | 2,298,814 | 1,765,746 | 1,158,994 | 919,374 | 517,191 | 4,436,506 | 1,063,887 | 571,505 | 397,257 |
| | 1987 | 15,168,982 | 2,616,629 | 2,524,201 | 1,740,100 | 1,821,506 | 1,399,121 | 954,682 | 784,695 | 441,428 | 3,679,528 | 982,376 | 518,045 | 326,780 |
| Denton | 1990 | 1,745,674 | 413,538 | 404,376 | 133,672 | 184,883 | 165,122 | 50,962 | 40,719 | 20,264 | 564,526 | 139,120 | 86,147 | 19,115 |
| | 1987 | 1,347,179 | 324,010 | 316,832 | 106,972 | 145,169 | 129,653 | 41,251 | 33,183 | 16,514 | 410,458 | 106,682 | 68,126 | 20,872 |
| Ellis | 1990 | 457,249 | 119,552 | 116,517 | 36,179 | 37,032 | 14,186 | 11,805 | 9,411 | 6,166 | 117,717 | 61,293 | 19,042 | 21,960 |
| | 1987 | 362,820 | 92,385 | 90,040 | 30,265 | 31,243 | 11,969 | 10,637 | 8,287 | 5,430 | 90,421 | 48,150 | 18,139 | 15,622 |
| Kaufman | 1990 | 375,733 | 91,512 | 90,314 | 19,912 | 38,796 | 28,216 | 6,828 | 7,266 | 6,320 | 97,818 | 50,688 | 20,510 | 14,258 |
| | 1987 | 292,823 | 70,892 | 69,964 | 17,464 | 30,021 | 21,835 | 6,255 | 7,011 | 6,099 | 75,779 | 37,696 | 17,344 | 9,895 |
| Rockwall | 1990 | 164,324 | 27,480 | 25,184 | 7,765 | 16,223 | 15,867 | 2,568 | 1,948 | 1,325 | 33,363 | 34,660 | 16,573 | 6,226 |
| | 1987 | 127,862 | 21,781 | 19,961 | 7,296 | 11,935 | 11,674 | 1,911 | 2,668 | 1,816 | 27,048 | 25,081 | 13,750 | 4,304 |
| ***DALLAS - FORT WORTH CONSOLIDATED AREA*** | ***1990*** | ***34,245,048*** | ***6,577,970*** | ***6,364,522*** | ***3,387,398*** | ***4,265,645*** | ***3,310,061*** | ***1,801,098*** | ***1,564,778*** | ***865,667*** | ***8,732,633*** | ***2,241,577*** | ***1,217,266*** | ***824,820*** |
| | *1987* | *27,644,871* | *5,225,921* | *5,056,081* | *2,911,248* | *3,374,835* | *2,616,460* | *1,493,236* | *1,310,097* | *725,770* | *6,979,462* | *1,931,488* | *1,078,923* | *648,092* |
| **EL PASO** | **1990** | **3,561,693** | **753,184** | **727,044** | **302,210** | **525,222** | **391,409** | **184,132** | **191,519** | **94,976** | **766,459** | **336,352** | **165,141** | **85,303** |
| | 1987 | 2,898,564 | 597,455 | 576,720 | 266,933 | 432,568 | 322,362 | 161,034 | 158,484 | 78,594 | 628,641 | 249,114 | 141,910 | 64,181 |
| El Paso | 1990 | 3,561,693 | 753,184 | 727,044 | 302,210 | 525,222 | 391,409 | 184,132 | 191,519 | 94,976 | 766,459 | 336,352 | 165,141 | 85,303 |
| | 1987 | 2,898,564 | 597,455 | 576,720 | 266,933 | 432,568 | 322,362 | 161,034 | 158,484 | 78,594 | 628,641 | 249,114 | 141,910 | 64,181 |
| **FORT WORTH - ARLINGTON** | **1990** | **10,950,924** | **2,283,609** | **2,207,950** | **1,012,339** | **1,370,577** | **1,050,307** | **463,993** | **490,427** | **264,045** | **2,880,840** | **789,134** | **426,396** | **321,263** |
| | 1987 | 8,753,521 | 1,773,215 | 1,714,524 | 868,716 | 1,098,669 | 841,955 | 394,100 | 394,400 | 212,435 | 2,282,327 | 640,495 | 375,785 | 234,686 |
| Johnson | 1990 | 543,118 | 120,626 | 117,898 | 47,235 | 50,047 | 27,889 | 21,788 | 18,930 | 7,346 | 149,093 | 56,205 | 27,503 | 20,645 |
| | 1987 | 438,812 | 102,750 | 100,426 | 38,426 | 40,877 | 22,780 | 19,026 | 14,643 | 5,683 | 118,143 | 39,078 | 26,745 | 16,170 |
| Parker | 1990 | 372,369 | 85,095 | 79,990 | 24,583 | 24,303 | 10,199 | 10,862 | 7,257 | 4,143 | 123,497 | 45,271 | 14,255 | 14,056 |
| | 1987 | 297,188 | 67,258 | 63,223 | 21,560 | 18,969 | 7,961 | 8,926 | 5,772 | 3,296 | 95,609 | 37,616 | 13,523 | 10,351 |
| Tarrant | 1990 | 10,035,437 | 2,077,888 | 2,010,062 | 940,521 | 1,296,227 | 1,012,219 | 431,343 | 464,240 | 252,556 | 2,608,250 | 687,658 | 384,638 | 286,562 |
| | 1987 | 8,017,521 | 1,603,207 | 1,550,875 | 808,730 | 1,038,823 | 811,214 | 366,148 | 373,985 | 203,456 | 2,068,575 | 563,801 | 335,517 | 208,165 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1990
U.S. CENSUS 1987

| METRO AREA / County | Year | Total Retail Sales ($000) | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **TEXAS (continued)** | | | | | | | | | | | | | | |
| **GALVESTON - TEXAS CITY** | **1990** | **1,488,311** | **436,205** | **416,663** | **148,971** | **218,961** | **207,555** | **84,257** | **41,529** | **21,252** | **281,429** | **68,326** | **46,723** | **40,936** |
| | 1987 | 1,238,377 | 346,095 | 330,590 | 132,072 | 169,756 | 160,914 | 72,390 | 35,495 | 18,165 | 241,269 | 67,708 | 49,308 | 33,820 |
| Galveston | 1990 | 1,488,311 | 436,205 | 416,663 | 148,971 | 218,961 | 207,555 | 84,257 | 41,529 | 21,252 | 281,429 | 68,326 | 46,723 | 40,936 |
| | 1987 | 1,238,377 | 346,095 | 330,590 | 132,072 | 169,756 | 160,914 | 72,390 | 35,495 | 18,165 | 241,269 | 67,708 | 49,308 | 33,820 |
| **HOUSTON** | **1990** | **24,203,143** | **5,389,007** | **5,147,536** | **2,284,932** | **3,045,297** | **2,455,993** | **1,448,739** | **1,186,527** | **617,829** | **5,876,785** | **1,360,455** | **718,605** | **745,731** |
| | 1987 | 20,639,821 | 4,364,427 | 4,168,758 | 2,098,054 | 2,585,630 | 2,085,070 | 1,256,215 | 1,028,522 | 535,826 | 5,015,208 | 1,286,349 | 732,389 | 592,509 |
| Fort Bend | 1990 | 913,062 | 258,620 | 248,573 | 59,530 | 93,648 | 89,925 | 37,106 | 27,537 | 12,185 | 233,056 | 80,516 | 34,309 | 30,604 |
| | 1987 | 723,719 | 198,776 | 191,054 | 47,578 | 64,584 | 62,017 | 30,104 | 22,324 | 9,879 | 192,455 | 61,519 | 42,351 | 22,699 |
| Harris | 1990 | 21,977,408 | 4,803,603 | 4,581,360 | 2,127,413 | 2,837,327 | 2,303,793 | 1,376,599 | 1,141,616 | 595,553 | 5,182,228 | 1,172,935 | 638,971 | 674,619 |
| | 1987 | 18,817,619 | 3,900,817 | 3,720,343 | 1,964,715 | 2,431,261 | 1,974,087 | 1,196,199 | 988,654 | 515,758 | 4,448,530 | 1,135,093 | 630,780 | 536,824 |
| Liberty | 1990 | 262,722 | 92,104 | 88,579 | 22,182 | 25,439 | 16,929 | 6,086 | 3,898 | 2,712 | 58,694 | 14,806 | 10,534 | 10,971 |
| | 1987 | 232,025 | 75,959 | 73,052 | 19,733 | 21,374 | 14,225 | 5,609 | 3,543 | 2,466 | 56,616 | 13,373 | 12,277 | 9,276 |
| Montgomery | 1990 | 837,213 | 200,059 | 195,021 | 63,981 | 76,063 | 42,259 | 28,410 | 10,876 | 6,222 | 295,403 | 58,908 | 32,142 | 26,258 |
| | 1987 | 684,975 | 162,936 | 158,833 | 56,328 | 58,028 | 32,240 | 23,563 | 11,723 | 6,708 | 218,754 | 53,075 | 43,518 | 21,091 |
| Waller | 1990 | 212,738 | 34,621 | 34,003 | 11,826 | 12,820 | 3,087 | 538 | 2,600 | 1,157 | 107,404 | 33,290 | 2,649 | 3,279 |
| | 1987 | 181,483 | 25,939 | 25,476 | 9,700 | 10,383 | 2,501 | 740 | 2,278 | 1,015 | 98,853 | 23,289 | 3,463 | 2,619 |
| ***HOUSTON - GALVESTON - BRAZORIA CONSOLIDATED AREA*** | ***1990*** | ***26,777,110*** | ***6,138,353*** | ***5,867,997*** | ***2,518,843*** | ***3,420,152*** | ***2,803,408*** | ***1,575,584*** | ***1,255,266*** | ***655,741*** | ***6,416,595*** | ***1,483,658*** | ***805,630*** | ***822,473*** |
| | *1987* | *22,792,624* | *4,965,047* | *4,746,279* | *2,305,556* | *2,881,634* | *2,359,248* | *1,365,918* | *1,089,925* | *569,854* | *5,471,690* | *1,404,008* | *825,930* | *654,997* |
| **KILLEEN - TEMPLE** | **1990** | **1,357,002** | **311,490** | **304,682** | **122,303** | **206,967** | **184,027** | **49,091** | **70,498** | **32,970** | **291,193** | **105,058** | **73,294** | **34,977** |
| | 1987 | 1,132,951 | 251,022 | 245,531 | 110,743 | 169,960 | 151,125 | 43,224 | 58,913 | 28,153 | 252,238 | 84,558 | 62,326 | 26,603 |
| Bell | 1990 | 1,202,983 | 259,224 | 253,274 | 109,181 | 179,428 | 159,735 | 48,294 | 63,996 | 27,201 | 269,194 | 91,300 | 68,281 | 29,414 |
| | 1987 | 1,003,084 | 209,496 | 204,687 | 98,921 | 147,564 | 131,369 | 42,241 | 52,182 | 22,180 | 231,258 | 73,992 | 58,082 | 22,408 |
| Coryell | 1990 | 154,019 | 52,266 | 51,408 | 13,122 | 27,539 | 24,292 | 797 | 6,502 | 5,769 | 21,999 | 13,758 | 5,013 | 5,563 |
| | 1987 | 129,867 | 41,526 | 40,844 | 11,822 | 22,396 | 19,756 | 983 | 6,731 | 5,973 | 20,980 | 10,566 | 4,244 | 4,195 |
| **LAREDO** | **1990** | **824,554** | **208,165** | **192,492** | **65,378** | **129,305** | **109,897** | **77,403** | **56,587** | **9,498** | **104,783** | **48,481** | **30,672** | **11,583** |
| | 1987 | 708,241 | 172,197 | 159,232 | 56,458 | 111,780 | 95,003 | 73,425 | 53,632 | 9,003 | 87,888 | 39,110 | 28,787 | 10,615 |
| Webb | 1990 | 824,554 | 208,165 | 192,492 | 65,378 | 129,305 | 109,897 | 77,403 | 56,587 | 9,498 | 104,783 | 48,481 | 30,672 | 11,583 |
| | 1987 | 708,241 | 172,197 | 159,232 | 56,458 | 111,780 | 95,003 | 73,425 | 53,632 | 9,003 | 87,888 | 39,110 | 28,787 | 10,615 |
| **LONGVIEW - MARSHALL** | **1990** | **1,342,747** | **276,750** | **269,309** | **109,608** | **141,788** | **123,757** | **71,243** | **66,573** | **40,237** | **334,110** | **124,115** | **66,237** | **53,504** |
| | 1987 | 1,160,241 | 234,461 | 228,177 | 100,262 | 125,334 | 109,573 | 64,319 | 58,914 | 35,723 | 296,392 | 97,148 | 61,881 | 40,172 |
| Gregg | 1990 | 1,067,163 | 209,635 | 204,289 | 94,308 | 113,481 | 102,122 | 58,531 | 51,519 | 30,352 | 263,326 | 89,626 | 57,981 | 41,613 |
| | 1987 | 921,431 | 181,019 | 176,403 | 85,380 | 101,604 | 91,435 | 52,704 | 43,913 | 25,872 | 234,015 | 67,810 | 53,739 | 31,269 |
| Harrison | 1990 | 275,584 | 67,115 | 65,020 | 15,300 | 28,307 | 21,635 | 12,712 | 15,054 | 9,885 | 70,784 | 34,489 | 8,256 | 11,891 |
| | 1987 | 238,810 | 53,442 | 51,774 | 14,882 | 23,730 | 18,138 | 11,615 | 15,001 | 9,851 | 62,377 | 29,338 | 8,142 | 8,903 |
| **LUBBOCK** | **1990** | **1,975,744** | **375,146** | **356,409** | **197,770** | **267,399** | **194,366** | **104,337** | **77,347** | **46,537** | **502,485** | **152,796** | **68,784** | **32,732** |
| | 1987 | 1,661,066 | 304,012 | 288,828 | 171,405 | 224,942 | 163,506 | 88,649 | 75,375 | 45,351 | 429,319 | 115,100 | 71,339 | 26,855 |
| Lubbock | 1990 | 1,975,744 | 375,146 | 356,409 | 197,770 | 267,399 | 194,366 | 104,337 | 77,347 | 46,537 | 502,485 | 152,796 | 68,784 | 32,732 |
| | 1987 | 1,661,066 | 304,012 | 288,828 | 171,405 | 224,942 | 163,506 | 88,649 | 75,375 | 45,351 | 429,319 | 115,100 | 71,339 | 26,855 |
| **McALLEN - EDINBURG - MISSION** | **1990** | **1,872,253** | **474,141** | **445,141** | **137,963** | **324,485** | **228,252** | **127,345** | **94,332** | **52,017** | **348,164** | **98,308** | **86,111** | **36,720** |
| | 1987 | 1,552,434 | 372,041 | 349,286 | 121,968 | 263,247 | 185,176 | 117,712 | 83,870 | 46,249 | 291,005 | 76,306 | 83,076 | 30,739 |
| Hidalgo | 1990 | 1,872,253 | 474,141 | 445,141 | 137,963 | 324,485 | 228,252 | 127,345 | 94,332 | 52,017 | 348,164 | 98,308 | 86,111 | 36,720 |
| | 1987 | 1,552,434 | 372,041 | 349,286 | 121,968 | 263,247 | 185,176 | 117,712 | 83,870 | 46,249 | 291,005 | 76,306 | 83,076 | 30,739 |
| **MIDLAND** | **1990** | **821,738** | **213,665** | **209,524** | **65,339** | **133,068** | **105,706** | **45,410** | **24,392** | **13,494** | **169,798** | **60,341** | **15,422** | **28,085** |
| | 1987 | 730,324 | 175,383 | 171,984 | 62,784 | 113,699 | 90,321 | 40,595 | 27,620 | 15,281 | 149,865 | 55,743 | 26,623 | 21,416 |
| Midland | 1990 | 821,738 | 213,665 | 209,524 | 65,339 | 133,068 | 105,706 | 45,410 | 24,392 | 13,494 | 169,798 | 60,341 | 15,422 | 28,085 |
| | 1987 | 730,324 | 175,383 | 171,984 | 62,784 | 113,699 | 90,321 | 40,595 | 27,620 | 15,281 | 149,865 | 55,743 | 26,623 | 21,416 |
| **ODESSA** | **1990** | **842,107** | **225,634** | **221,819** | **74,568** | **113,556** | **108,325** | **42,067** | **26,670** | **15,854** | **206,521** | **47,784** | **18,414** | **24,395** |
| | 1987 | 805,282 | 191,411 | 188,175 | 77,511 | 113,911 | 108,665 | 41,342 | 31,035 | 18,449 | 202,118 | 41,970 | 28,790 | 19,744 |
| Ector | 1990 | 842,107 | 225,634 | 221,819 | 74,568 | 113,556 | 108,325 | 42,067 | 26,670 | 15,854 | 206,521 | 47,784 | 18,414 | 24,395 |
| | 1987 | 805,282 | 191,411 | 188,175 | 77,511 | 113,911 | 108,665 | 41,342 | 31,035 | 18,449 | 202,118 | 41,970 | 28,790 | 19,744 |
| **SAN ANGELO** | **1990** | **677,851** | **142,142** | **137,811** | **62,847** | **94,678** | **75,128** | **42,343** | **35,407** | **17,904** | **146,554** | **59,643** | **30,120** | **13,930** |
| | 1987 | 601,408 | 123,438 | 119,677 | 58,174 | 82,400 | 65,386 | 37,350 | 31,616 | 15,988 | 135,419 | 45,056 | 31,639 | 11,683 |
| Tom Green | 1990 | 677,851 | 142,142 | 137,811 | 62,847 | 94,678 | 75,128 | 42,343 | 35,407 | 17,904 | 146,554 | 59,643 | 30,120 | 13,930 |
| | 1987 | 601,408 | 123,438 | 119,677 | 58,174 | 82,400 | 65,386 | 37,350 | 31,616 | 15,988 | 135,419 | 45,056 | 31,639 | 11,683 |
| **SAN ANTONIO** | **1990** | **9,157,490** | **2,069,362** | **1,997,851** | **1,052,806** | **1,040,267** | **808,198** | **584,297** | **406,725** | **217,595** | **2,107,817** | **641,949** | **252,265** | **222,875** |
| | 1987 | 7,514,692 | 1,661,250 | 1,603,758 | 920,488 | 864,201 | 671,311 | 470,922 | 350,841 | 186,885 | 1,702,333 | 548,078 | 258,525 | 166,182 |
| Bexar | 1990 | 8,435,224 | 1,908,402 | 1,844,509 | 990,835 | 987,756 | 765,990 | 557,805 | 374,954 | 191,530 | 1,888,394 | 558,268 | 217,241 | 211,277 |
| | 1987 | 6,956,453 | 1,532,290 | 1,480,989 | 869,967 | 826,151 | 640,669 | 449,515 | 326,852 | 166,960 | 1,542,468 | 486,847 | 224,361 | 156,634 |
| Comal | 1990 | 415,145 | 85,326 | 78,286 | 38,403 | 28,902 | 21,940 | 11,939 | 18,743 | 13,978 | 124,979 | 56,057 | 18,733 | 6,293 |
| | 1987 | 308,999 | 69,534 | 63,797 | 30,206 | 19,705 | 14,959 | 9,311 | 12,818 | 9,560 | 87,663 | 38,326 | 18,343 | 4,913 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1990<br>U.S. CENSUS 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **TEXAS (continued)** | | | | | | | | | | | | | | |
| **SAN ANTONIO (continued)** | | | | | | | | | | | | | | |
| Guadalupe | 1990 | 307,121 | 75,634 | 75,056 | 23,568 | 23,709 | 20,268 | 14,553 | 13,028 | 12,087 | 94,444 | 27,624 | 16,291 | 5,305 |
| | 1987 | 249,240 | 59,426 | 58,972 | 20,315 | 18,345 | 15,683 | 12,096 | 11,171 | 10,365 | 72,202 | 22,905 | 15,821 | 4,635 |
| **SHERMAN - DENISON** | 1990 | 763,484 | 163,850 | 160,278 | 50,770 | 113,142 | 104,326 | 28,051 | 23,716 | 12,365 | 183,764 | 62,440 | 49,404 | 35,331 |
| | 1987 | 632,974 | 129,737 | 126,909 | 45,781 | 92,103 | 84,927 | 26,011 | 21,133 | 11,019 | 155,724 | 47,163 | 44,474 | 27,285 |
| Grayson | 1990 | 763,484 | 163,850 | 160,278 | 50,770 | 113,142 | 104,326 | 28,051 | 23,716 | 12,365 | 183,764 | 62,440 | 49,404 | 35,331 |
| | 1987 | 632,974 | 129,737 | 126,909 | 45,781 | 92,103 | 84,927 | 26,011 | 21,133 | 11,019 | 155,724 | 47,163 | 44,474 | 27,285 |
| **TEXARKANA** | 1990 | 894,116 | 162,917 | 157,778 | 66,094 | 170,346 | 134,205 | 36,515 | 36,297 | 20,161 | 191,918 | 96,241 | 47,300 | 20,776 |
| | 1987 | 743,596 | 136,781 | 132,460 | 59,304 | 132,178 | 104,640 | 33,682 | 31,276 | 17,282 | 160,689 | 77,036 | 42,093 | 17,447 |
| Bowie | 1990 | 672,426 | 89,713 | 85,981 | 46,289 | 134,706 | 113,803 | 29,708 | 32,318 | 18,369 | 178,018 | 68,615 | 39,516 | 14,612 |
| | 1987 | 557,999 | 75,629 | 72,483 | 41,385 | 106,374 | 89,868 | 26,953 | 27,065 | 15,384 | 149,225 | 53,615 | 34,631 | 12,158 |
| *Miller, Ark.* | *1990* | *221,690* | *73,204* | *71,797* | *19,805* | *35,640* | *20,402* | *6,807* | *3,979* | *1,792* | *13,900* | *27,626* | *7,784* | *6,164* |
| | *1987* | *185,597* | *61,152* | *59,977* | *17,919* | *25,804* | *14,772* | *6,729* | *4,211* | *1,898* | *11,464* | *23,421* | *7,462* | *5,289* |
| **TYLER** | 1990 | 1,250,693 | 252,558 | 244,925 | 115,201 | 198,327 | 127,943 | 68,748 | 58,111 | 33,928 | 307,381 | 70,785 | 61,316 | 35,157 |
| | 1987 | 1,036,411 | 198,591 | 192,589 | 95,016 | 160,559 | 103,579 | 59,794 | 50,282 | 29,358 | 256,593 | 66,538 | 56,891 | 27,687 |
| Smith | 1990 | 1,250,693 | 252,558 | 244,925 | 115,201 | 198,327 | 127,943 | 68,748 | 58,111 | 33,928 | 307,381 | 70,785 | 61,316 | 35,157 |
| | 1987 | 1,036,411 | 198,591 | 192,589 | 95,016 | 160,559 | 103,579 | 59,794 | 50,282 | 29,358 | 256,593 | 66,538 | 56,891 | 27,687 |
| **VICTORIA** | 1990 | 566,608 | 143,697 | 136,493 | 44,181 | 76,551 | 67,518 | 32,693 | 26,996 | 13,622 | 143,143 | 36,828 | 17,778 | 13,667 |
| | 1987 | 494,997 | 114,701 | 108,951 | 41,758 | 68,189 | 60,144 | 29,153 | 23,864 | 12,042 | 120,325 | 35,825 | 21,115 | 10,606 |
| Victoria | 1990 | 566,608 | 143,697 | 136,493 | 44,181 | 76,551 | 67,518 | 32,693 | 26,996 | 13,622 | 143,143 | 36,828 | 17,778 | 13,667 |
| | 1987 | 494,997 | 114,701 | 108,951 | 41,758 | 68,189 | 60,144 | 29,153 | 23,864 | 12,042 | 120,325 | 35,825 | 21,115 | 10,606 |
| **WACO** | 1990 | 1,354,869 | 295,881 | 279,684 | 130,577 | 217,783 | 156,288 | 63,941 | 49,650 | 32,124 | 239,738 | 131,761 | 60,263 | 34,396 |
| | 1987 | 1,141,738 | 240,411 | 227,251 | 117,379 | 178,677 | 128,225 | 55,516 | 44,029 | 28,488 | 215,093 | 100,610 | 57,646 | 27,130 |
| McLennan | 1990 | 1,354,869 | 295,881 | 279,684 | 130,577 | 217,783 | 156,288 | 63,941 | 49,650 | 32,124 | 239,738 | 131,761 | 60,263 | 34,396 |
| | 1987 | 1,141,738 | 240,411 | 227,251 | 117,379 | 178,677 | 128,225 | 55,516 | 44,029 | 28,488 | 215,093 | 100,610 | 57,646 | 27,130 |
| **WICHITA FALLS** | 1990 | 944,547 | 140,368 | 135,362 | 111,876 | 179,925 | 149,352 | 43,356 | 38,566 | 21,908 | 202,898 | 84,693 | 48,738 | 32,280 |
| | 1987 | 826,429 | 122,978 | 118,592 | 99,346 | 148,185 | 123,006 | 36,975 | 38,033 | 21,606 | 185,680 | 68,755 | 46,945 | 24,562 |
| Wichita | 1990 | 944,547 | 140,368 | 135,362 | 111,876 | 179,925 | 149,352 | 43,356 | 38,566 | 21,908 | 202,898 | 84,693 | 48,738 | 32,280 |
| | 1987 | 826,429 | 122,978 | 118,592 | 99,346 | 148,185 | 123,006 | 36,975 | 38,033 | 21,606 | 185,680 | 68,755 | 46,945 | 24,562 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Anderson | 1990 | 232,858 | 59,861 | 58,855 | 18,396 | 26,903 | | 12,755 | 5,963 | [illegible],445 | 47,869 | 15,159 | 13,397 | 15,241 |
| | 1987 | 201,633 | 49,845 | 49,007 | 16,511 | 21,852 | | 11,377 | 5,750 | 3,322 | 42,523 | 12,587 | 13,499 | 11,136 |
| Andrews | 1990 | 64,729 | 19,389 | 19,192 | 4,361 | 4,833 | 2,314 | 1,894 | 1,701 | 1,157 | 17,360 | 7,122 | 723 | 3,492 |
| | 1987 | 58,764 | 16,332 | 16,166 | 4,337 | 4,044 | 1,937 | 1,983 | 1,356 | 923 | 17,121 | 6,124 | 1,109 | 2,796 |
| Angelina | 1990 | 458,275 | 103,689 | 101,242 | 34,402 | 70,436 | 57,934 | 24,081 | 19,137 | 12,205 | 103,885 | 25,663 | 25,616 | 19,367 |
| | 1987 | 390,765 | 88,007 | 85,930 | 30,655 | 57,370 | 47,188 | 20,485 | 17,148 | 10,937 | 90,1[illegible]7 | 23,936 | 23,683 | 15,128 |
| Aransas | 1990 | 103,813 | 40,632 | 39,533 | 9,577 | 11,731 | 6,718 | 891 | 2,530 | 2,098 | 15,261 | 5,072 | 7,119 | 1,888 |
| | 1987 | 84,413 | 31,587 | 30,733 | 8,484 | 8,051 | 4,611 | 1,018 | 2,534 | 2,102 | 10,922 | 5,791 | 7,696 | 1,573 |
| Archer | 1990 | 14,800 | 4,897 | 4,707 | 1,037 | 169 | | 230 | 387 | 387 | 2,554 | 3,242 | 109 | 406 |
| | 1987 | 15,181 | 4,758 | 4,573 | 1,135 | 202 | | 261 | 327 | 327 | 3,405 | 2,801 | 101 | 464 |
| Armstrong | 1990 | 3,929 | 744 | 705 | 757 | | | 127 | 53 | | 514 | 708 | | 141 |
| | 1987 | 4,040 | 863 | 818 | 552 | | | 163 | 69 | | 690 | 917 | | 147 |
| Atascosa | 1990 | 126,997 | 44,661 | 43,820 | 9,015 | 17,905 | 7,234 | 3,136 | 1,353 | 1,144 | 19,570 | 12,266 | 8,382 | 1,919 |
| | 1987 | 107,161 | 36,587 | 35,898 | 7,687 | 13,033 | 5,266 | 3,328 | 1,311 | 1,109 | 17,235 | 10,695 | 8,784 | 1,663 |
| Austin | 1990 | 111,342 | 21,513 | 20,488 | 8,432 | 14,402 | 7,411 | 883 | 796 | 387 | 22,141 | 23,083 | 8,002 | 5,735 |
| | 1987 | 93,430 | 19,031 | 18,124 | 7,552 | 11,316 | 5,824 | 1,209 | 1,002 | 489 | 20,352 | 16,955 | 7,155 | 4,418 |
| Bailey | 1990 | 29,432 | 11,099 | 10,725 | 2,123 | 2,309 | | 1,594 | 1,043 | 171 | 4,907 | 2,396 | 923 | 386 |
| | 1987 | 26,693 | 8,571 | 8,282 | 2,077 | 1,970 | | 1,585 | 1,017 | 168 | 5,822 | 1,681 | 1,015 | 361 |
| Bandera | 1990 | 35,066 | 15,963 | 15,865 | 3,227 | 134 | | 477 | 213 | | 6,898 | 3,969 | 2,970 | |
| | 1987 | 27,212 | 11,702 | 11,630 | 2,513 | 158 | | 541 | 251 | | 5,802 | 2,700 | 2,692 | |
| Bastrop | 1990 | 135,469 | 38,965 | 37,074 | 9,488 | 14,773 | | 1,282 | 2,552 | 1,742 | 39,143 | 8,323 | 3,265 | 4,021 |
| | 1987 | 112,157 | 33,622 | 31,990 | 8,716 | 10,604 | | 1,452 | 2,165 | 1,479 | 30,377 | 9,176 | 3,527 | 3,179 |
| Baylor | 1990 | 17,103 | 5,685 | 5,541 | 1,549 | 626 | | 374 | 304 | 85 | 3,433 | 1,663 | 607 | 761 |
| | 1987 | 19,144 | 6,218 | 6,060 | 1,663 | 801 | | 442 | 337 | 95 | 3,875 | 2,483 | 673 | 896 |
| Bee | 1990 | 131,720 | 31,011 | 30,371 | 11,440 | 15,070 | 12,056 | 6,684 | 3,526 | 2,594 | 37,467 | 8,740 | 6,081 | 4,450 |
| | 1987 | 114,516 | 26,798 | 26,245 | 10,321 | 12,047 | 9,638 | 6,637 | 3,607 | 2,654 | 30,810 | 8,360 | 6,155 | 3,502 |
| Bell | 1990 | 1,202,983 | 259,224 | 253,274 | 109,181 | 179,428 | 159,735 | 48,294 | 63,996 | 27,201 | 269,194 | 91,300 | 68,281 | 29,414 |
| | 1987 | 1,003,084 | 209,496 | 204,687 | 98,921 | 147,564 | 131,369 | 42,241 | 52,182 | 22,180 | 231,258 | 73,992 | 58,082 | 22,408 |
| Bexar | 1990 | 8,435,224 | 1,908,402 | 1,844,509 | 990,835 | 987,756 | 765,990 | 557,805 | 374,954 | 191,530 | 1,888,394 | 558,268 | 217,241 | 211,277 |
| | 1987 | 6,956,453 | 1,532,290 | 1,480,989 | 869,967 | 826,151 | 640,669 | 449,515 | 326,852 | 166,960 | 1,542,468 | 486,847 | 224,361 | 156,634 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1990
U.S. CENSUS 1987

**TEXAS (continued)**

**ALL COUNTIES (continued)**

| METRO AREA<br>County | Year | Total Retail Sales ($000) | Food Stores Total ($000) | Food Stores Supermarkets ($000) | Eating & Drinking Places Total ($000) | General Merchandise Stores Total ($000) | General Merchandise Stores Department Stores ($000) | Apparel & Accessories Stores Total ($000) | Furniture/Home Furnishings/Appliance Stores Total ($000) | Furniture/Home Furnishings/Appliance Stores Furniture & Home Furn. ($000) | Automotive Dealers Total ($000) | Gasoline Service Stations Total ($000) | Bldg. Mtls. & Hardware Dealers Total ($000) | Drugstores Total ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Blanco | 1990 | 13,429 | 3,345 | 2,771 | 2,287 | 284 | | 157 | 891 | 291 | 1,900 | 700 | 461 | 484 |
| | 1987 | 12,440 | 3,313 | 2,744 | 2,229 | 330 | | 163 | 738 | 242 | 1,522 | 846 | 672 | 343 |
| Borden | 1990 | 659 | 659 | 631 | | | | | | | | | | |
| | 1987 | 517 | 517 | 495 | | | | | | | | | | |
| Bosque | 1990 | 51,270 | 16,756 | 16,147 | 2,490 | 1,232 | | 801 | 899 | 899 | 5,681 | 7,841 | 4,903 | 2,821 |
| | 1987 | 45,082 | 13,847 | 13,344 | 2,386 | 1,289 | | 776 | 960 | 960 | 6,435 | 6,509 | 4,673 | 2,303 |
| Bowie | 1990 | 672,426 | 89,713 | 85,981 | 46,289 | 134,706 | 113,803 | 29,708 | 32,318 | 18,369 | 178,018 | 68,615 | 39,516 | 14,612 |
| | 1987 | 557,999 | 75,629 | 72,483 | 41,385 | 106,374 | 89,868 | 26,953 | 27,065 | 15,384 | 149,225 | 53,615 | 34,631 | 12,158 |
| Brazoria | 1990 | 1,085,656 | 313,141 | 303,798 | 84,940 | 155,894 | 139,860 | 42,588 | 27,210 | 16,660 | 258,381 | 54,877 | 40,302 | 35,806 |
| | 1987 | 914,426 | 254,525 | 246,931 | 75,430 | 126,248 | 113,264 | 37,313 | 25,908 | 15,863 | 215,213 | 49,951 | 44,233 | 28,668 |
| Brazos | 1990 | 786,988 | 191,538 | 182,215 | 74,876 | 107,497 | 85,376 | 40,376 | 30,778 | 14,767 | 160,869 | 44,577 | 30,334 | 14,757 |
| | 1987 | 665,386 | 154,606 | 147,081 | 70,956 | 94,258 | 74,862 | 36,628 | 26,072 | 12,510 | 132,742 | 39,797 | 33,335 | 11,429 |
| Brewster | 1990 | 49,775 | 11,675 | 11,497 | 5,535 | 3,212 | | 3,069 | 1,385 | 249 | 10,574 | 3,423 | 1,361 | 3,280 |
| | 1987 | 41,724 | 10,150 | 9,992 | 4,610 | 2,906 | | 2,792 | 997 | 180 | 9,202 | 2,775 | 1,555 | 2,461 |
| Briscoe | 1990 | 5,603 | 1,954 | 1,892 | 442 | 62 | | | 59 | | 342 | 1,670 | 509 | |
| | 1987 | 5,074 | 1,886 | 1,826 | 337 | 84 | | | 76 | | 454 | 1,226 | 533 | |
| Brooks | 1990 | 42,337 | 16,153 | 15,577 | 3,096 | 4,764 | | 545 | 1,241 | 423 | 6,997 | 4,775 | 1,568 | 613 |
| | 1987 | 36,951 | 13,125 | 12,657 | 2,943 | 3,531 | | 996 | 1,273 | 435 | 6,707 | 3,669 | 1,686 | 665 |
| Brown | 1990 | 203,463 | 53,997 | 52,341 | 17,304 | 32,196 | 21,666 | 9,458 | 6,738 | 2,997 | 42,729 | 9,474 | 8,660 | 9,513 |
| | 1987 | 175,711 | 45,059 | 43,677 | 15,870 | 26,599 | 17,900 | 8,804 | 5,946 | 2,645 | 35,445 | 8,553 | 8,897 | 7,645 |
| Burleson | 1990 | 37,393 | 8,857 | 8,116 | 2,947 | 8,634 | 6,840 | 524 | 318 | | 10,827 | 1,448 | 1,620 | 1,218 |
| | 1987 | 36,633 | 8,844 | 8,104 | 2,892 | 6,770 | 5,364 | 653 | 336 | | 10,210 | 2,668 | 1,951 | 937 |
| Burnet | 1990 | 156,665 | 35,314 | 33,961 | 14,537 | 34,825 | 15,338 | 2,866 | 3,183 | 1,939 | 23,927 | 8,212 | 13,659 | 2,641 |
| | 1987 | 130,186 | 28,052 | 26,977 | 12,195 | 27,816 | 12,252 | 2,316 | 3,657 | 2,229 | 19,762 | 7,490 | 12,939 | 2,487 |
| Caldwell | 1990 | 103,536 | 39,554 | 39,000 | 8,839 | 8,489 | 5,637 | 2,573 | 2,936 | 1,178 | 17,057 | 10,586 | 4,162 | 2,700 |
| | 1987 | 89,390 | 31,540 | 31,098 | 7,796 | 7,703 | 5,116 | 2,421 | 2,505 | 1,006 | 16,699 | 9,606 | 3,827 | 2,148 |
| Calhoun | 1990 | 86,366 | 32,010 | 31,542 | 8,854 | 3,813 | | 4,302 | 3,087 | 2,524 | 18,173 | 4,577 | 2,427 | 1,766 |
| | 1987 | 78,891 | 27,065 | 26,669 | 7,927 | 4,122 | | 4,014 | 2,807 | 2,296 | 16,272 | 5,106 | 3,330 | 1,768 |
| Callahan | 1990 | 37,713 | 10,982 | 10,610 | 3,504 | 1,402 | | 299 | 135 | | 12,362 | 4,947 | 725 | 1,506 |
| | 1987 | 32,378 | 9,736 | 9,406 | 2,943 | 1,133 | | 545 | 190 | | 10,470 | 3,870 | 502 | 1,197 |
| Cameron | 1990 | 1,351,997 | 346,694 | 327,920 | 122,825 | 205,559 | 169,390 | 105,876 | 51,942 | 29,756 | 247,049 | 83,386 | 51,161 | 30,586 |
| | 1987 | 1,132,784 | 281,820 | 266,559 | 107,788 | 167,433 | 137,973 | 87,875 | 49,233 | 28,205 | 209,327 | 65,996 | 49,564 | 24,735 |
| Camp | 1990 | 71,495 | 21,648 | 21,066 | 1,896 | 1,360 | | 2,313 | 4,847 | 4,588 | 16,253 | 7,376 | 3,821 | 3,341 |
| | 1987 | 56,891 | 15,018 | 14,614 | 2,170 | 1,316 | | 2,196 | 4,148 | 3,927 | 13,756 | 5,463 | 3,923 | 2,547 |
| Carson | 1990 | 23,527 | 7,556 | 7,013 | 2,302 | | | 85 | 129 | | 2,856 | 7,398 | 913 | 170 |
| | 1987 | 19,124 | 5,771 | 5,356 | 1,833 | | | 154 | 132 | | 2,991 | 5,670 | 652 | 229 |
| Cass | 1990 | 143,034 | 53,739 | 51,458 | 8,938 | 8,229 | 5,447 | 3,969 | 4,594 | 2,788 | 22,406 | 20,071 | 6,382 | 4,197 |
| | 1987 | 120,814 | 44,533 | 42,643 | 7,800 | 8,563 | 5,669 | 4,001 | 4,092 | 2,484 | 19,579 | 13,891 | 6,132 | 3,666 |
| Castro | 1990 | 28,450 | 10,189 | 9,883 | 1,654 | 764 | | 1,432 | 272 | 180 | 3,713 | 596 | 2,337 | 1,563 |
| | 1987 | 26,625 | 8,971 | 8,702 | 1,558 | 729 | | 1,398 | 299 | 199 | 4,358 | 1,074 | 2,045 | 1,164 |
| Chambers | 1990 | 73,319 | 23,709 | 23,319 | 8,309 | 1,834 | | 849 | 171 | 101 | 23,747 | 6,029 | 2,015 | 2,171 |
| | 1987 | 64,257 | 19,888 | 19,561 | 6,899 | 1,557 | | 843 | 313 | 186 | 19,878 | 7,340 | 2,200 | 1,873 |
| Cherokee | 1990 | 201,653 | 53,256 | 51,471 | 11,990 | 16,551 | 10,684 | 6,110 | 5,019 | 3,977 | 56,770 | 18,328 | 10,817 | 8,128 |
| | 1987 | 177,107 | 43,760 | 42,293 | 11,011 | 15,661 | 10,110 | 6,144 | 4,303 | 3,411 | 51,274 | 15,504 | 10,812 | 6,349 |
| Childress | 1990 | 37,593 | 10,711 | 10,479 | 3,662 | 619 | | 1,354 | 1,580 | 1,580 | 2,626 | 4,890 | 6,125 | 1,394 |
| | 1987 | 31,678 | 9,514 | 9,308 | 3,294 | 722 | | 1,377 | 1,179 | 1,179 | 3,285 | 3,504 | 4,196 | 1,208 |
| Clay | 1990 | 28,140 | 7,587 | 7,372 | 2,091 | 167 | | 340 | 67 | | 4,850 | 10,714 | 966 | 547 |
| | 1987 | 27,338 | 6,696 | 6,506 | 2,080 | 192 | | 373 | 75 | | 4,560 | 10,631 | 985 | 748 |
| Cochran | 1990 | 9,593 | 1,822 | 1,749 | 728 | | | 455 | 420 | 296 | 4,072 | 680 | 111 | 568 |
| | 1987 | 9,440 | 1,793 | 1,721 | 616 | | | 663 | 439 | 310 | 4,005 | 471 | 167 | 441 |
| Coke | 1990 | 12,635 | 3,609 | 3,423 | 637 | 179 | | 234 | 8 | | 7,034 | 192 | 207 | |
| | 1987 | 11,934 | 3,187 | 3,023 | 578 | 155 | | 263 | 8 | | 6,754 | 254 | 204 | |
| Coleman | 1990 | 38,301 | 12,078 | 11,030 | 2,185 | 1,911 | | 2,449 | 707 | 497 | 8,123 | 3,200 | 2,728 | 1,464 |
| | 1987 | 34,390 | 10,634 | 9,711 | 2,007 | 1,721 | | 2,161 | 568 | 400 | 7,226 | 3,142 | 2,526 | 1,275 |
| Collin | 1990 | 2,116,090 | 420,421 | 412,129 | 180,627 | 319,320 | 270,617 | 105,948 | 95,633 | 50,356 | 601,863 | 102,795 | 77,093 | 44,741 |
| | 1987 | 1,591,684 | 327,009 | 320,559 | 140,435 | 236,292 | 200,253 | 84,400 | 79,853 | 42,048 | 413,901 | 91,008 | 67,734 | 35,933 |
| Collingsworth | 1990 | 10,910 | 3,294 | 3,190 | 1,077 | 1,769 | | 163 | 103 | 103 | 925 | 976 | 154 | 240 |
| | 1987 | 11,489 | 3,406 | 3,298 | 1,139 | 1,760 | | 299 | 189 | 189 | 981 | 995 | 259 | 342 |
| Colorado | 1990 | 119,602 | 34,573 | 33,259 | 16,335 | 9,014 | 5,100 | 1,380 | 2,792 | 1,215 | 23,256 | 13,782 | 9,977 | 2,944 |
| | 1987 | 103,233 | 28,147 | 27,077 | 13,389 | 6,672 | 3,776 | 1,623 | 2,490 | 1,084 | 22,210 | 11,797 | 9,046 | 2,686 |
| Comal | 1990 | 415,145 | 85,326 | 78,286 | 38,403 | 28,902 | 21,940 | 11,939 | 18,743 | 13,978 | 124,979 | 56,057 | 18,733 | 6,293 |
| | 1987 | 308,999 | 69,534 | 63,797 | 30,206 | 19,705 | 14,959 | 9,311 | 12,818 | 9,560 | 87,663 | 38,326 | 18,343 | 4,913 |
| Comanche | 1990 | 62,468 | 23,357 | 23,032 | 3,176 | 2,860 | | 990 | 1,632 | 1,296 | 14,192 | 4,459 | 2,531 | 1,155 |
| | 1987 | 53,365 | 18,732 | 18,471 | 2,852 | 3,074 | | 1,128 | 1,451 | 1,153 | 12,796 | 3,583 | 2,183 | 1,076 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1990<br>U.S. CENSUS: 1987 |  |  | Food Stores |  | Eating & Drinking Places | General Merchandise Stores |  | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores |  | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **TEXAS (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **ALL COUNTIES (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Concho | 1990 | 13,973 | 1,676 | 1,590 | 977 | 1,211 |  | 267 | 64 |  | 7,175 | 963 | 264 | 207 |
|  | 1987 | 12,573 | 1,544 | 1,465 | 807 | 960 |  | 315 | 65 |  | 6,509 | 1,039 | 278 | 198 |
| Cooke | 1990 | 202,510 | 50,520 | 50,001 | 16,857 | 18,625 | 16,779 | 5,812 | 4,721 | 2,847 | 38,268 | 32,920 | 8,509 | 7,233 |
|  | 1987 | 171,906 | 41,496 | 41,070 | 15,322 | 16,276 | 14,664 | 5,712 | 4,408 | 2,659 | 33,031 | 24,725 | 9,593 | 5,679 |
| Coryell | 1990 | 154,019 | 52,266 | 51,408 | 13,122 | 27,539 | 24,292 | 797 | 6,502 | 5,769 | 21,999 | 13,758 | 5,013 | 5,563 |
|  | 1987 | 129,867 | 41,526 | 40,844 | 11,822 | 22,396 | 19,756 | 983 | 6,731 | 5,973 | 20,980 | 10,566 | 4,244 | 4,195 |
| Cottle | 1990 | 15,270 | 6,100 | 5,861 | 745 | 657 |  | 176 | 255 | 255 | 3,618 | 526 | 667 | 1,174 |
|  | 1987 | 12,595 | 4,611 | 4,430 | 716 | 588 |  | 207 | 230 | 230 | 3,079 | 587 | 631 | 828 |
| Crane | 1990 | 18,456 | 7,243 | 7,029 | 1,150 | 1,665 |  | 532 | 201 | 201 | 3,135 | 1,687 | 1,497 | 515 |
|  | 1987 | 17,802 | 6,8[illegible] | 6,636 | 1,129 | 1,402 |  | 731 | 234 | 234 | 3,660 | 1,357 | 1,062 | 686 |
| Crockett | 1990 | 19,062 | 3,432 | 3,050 | 1,353 | 552 |  | 532 | 398 | 398 | 3,628 | 6,868 | 392 | 396 |
|  | 1987 | 20,797 | 3,676 | 3,267 | 1,300 | 534 |  | 545 | 449 | 449 | 3,830 | 7,913 | 720 | 501 |
| Crosby | 1990 | 18,244 | 7,772 | 7,680 | 1,360 | 1,578 |  | 656 | 225 | 225 | 3,183 | 808 | 717 | 1,008 |
|  | 1987 | 16,140 | 6,443 | 6,367 | 1,074 | 1,370 |  | 506 | 256 | 256 | 3,292 | 842 | 660 | 750 |
| Culberson | 1990 | 32,242 | 4,515 | 4,365 | 3,281 | 138 |  | 410 | 157 |  | 5,813 | 16,734 | 169 | 89 |
|  | 1987 | 27,602 | 3,642 | 3,521 | 2,738 | 138 |  | 361 | 257 |  | 4,523 | 14,741 | 180 | 161 |
| Dallam | 1990 | 36,565 | 7,470 | 7,304 | 4,299 | 2,990 | 2,893 | 1,201 | 417 |  | 9,473 | 4,294 | 1,348 | 2,721 |
|  | 1987 | 32,762 | 6,710 | 6,561 | 4,026 | 2,559 | 2,477 | 938 | 307 |  | 9,217 | 3,957 | 1,368 | 1,880 |
| Dallas | 1990 | 18,435,054 | 3,221,858 | 3,108,052 | 1,996,904 | 2,298,814 | 1,765,746 | 1,158,994 | 919,374 | 51[illegible] | 4,436,506 | 1,063,887 | 571,505 | 397,257 |
|  | 1987 | 15,168,982 | 2,616,629 | 2,524,201 | 1,740,100 | 1,821,506 | 1,399,121 | 954,682 | 784,695 | 4[illegible]1,428 | 3,679,528 | 982,376 | 518,045 | 326,780 |
| Dawson | 1990 | 74,239 | 24,243 | 23,709 | 5,042 | 3,838 |  | 4,185 | 599 | 487 | 15,693 | 11,557 | 2,196 | 2,964 |
|  | 1987 | 67,940 | 21,370 | 20,899 | 5,085 | 3,847 |  | 4,083 | 1,058 | 862 | 15,211 | 8,168 | 2,353 | 2,870 |
| Deaf Smith | 1990 | 92,752 | 29,119 | 28,022 | 7,093 | 5,145 |  | 3,275 | 1,624 | 824 | 20,664 | 13,583 | 2,433 | 1,991 |
|  | 1987 | 79,983 | 24,305 | 23,389 | 6,969 | 4,473 |  | 3,621 | 1,914 | 973 | 18,157 | 9,377 | 2,600 | 1,755 |
| Delta | 1990 | 13,623 | 4,410 | 4,088 | 1,026 | 226 |  | 117 | 88 |  | 2,994 | 1,447 | 646 |  |
|  | 1987 | 11,366 | 3,790 | 3,513 | 783 | 199 |  | 92 | 154 |  | 2,624 | 1,351 | 492 |  |
| Denton | 1990 | 1,745,674 | 413,538 | 404,376 | 133,672 | 184,883 | 165,122 | 50,962 | 40,719 | 20,264 | 564,526 | 139,120 | 86,147 | 19,115 |
|  | 1987 | 1,347,179 | 324,010 | 316,832 | 106,972 | 145,169 | 129,653 | 41,251 | 33,183 | 16,514 | 410,458 | 106,682 | 68,126 | 20,872 |
| De Witt | 1990 | 82,089 | 31,742 | 30,585 | 6,444 | 7,414 | 4,918 | 1,627 | 1,479 | 682 | 15,341 | 2,234 | 5,407 | 6,031 |
|  | 1987 | 72,817 | 24,969 | 24,059 | 5,680 | 6,707 | 4,450 | 1,942 | 1,456 | 672 | 14,647 | 3,966 | 5,303 | 4,804 |
| Dickens | 1990 | 9,313 | 5,740 | 5,580 | 822 | 402 |  |  | 39 |  | 649 | 449 | 380 | 179 |
|  | 1987 | 10,201 | 5,704 | 5,545 | 811 | 511 |  |  | 45 |  | 903 | 730 | 491 | 244 |
| Dimmit | 1990 | 34,481 | 13,717 | 13,461 | 3,035 | 7,961 |  | 563 | 212 | 212 | 2,611 | 2,246 | 1,364 | 1,285 |
|  | 1987 | 29,642 | 11,405 | 11,192 | 2,520 | 6,113 |  | 547 | 221 | 221 | 2,161 | 2,121 | 2,493 | 890 |
| Donley | 1990 | 16,745 | 2,308 | 2,196 | 1,442 | 369 |  | 51 | 364 | 364 | 9,448 | 1,072 | 51 | 1,159 |
|  | 1987 | 17,682 | 2,639 | 2,511 | 1,429 | 425 |  | 55 | 492 | 492 | 9,855 | 1,079 | 56 | 1,145 |
| Duval | 1990 | 24,405 | 9,217 | 8,671 | 1,781 | 1,014 |  | 267 | 252 | 148 | 2,168 | 8,544 | 405 | 578 |
|  | 1987 | 22,678 | 9,185 | 8,641 | 1,753 | 1,036 |  | 308 | 280 | 166 | 2,496 | 6,375 | 561 | 507 |
| Eastland | 1990 | 99,710 | 27,050 | 26,529 | 7,255 | 14,221 | 8,809 | 1,623 | 1,407 | 900 | 28,753 | 5,866 | 4,[illegible]16 | 4,698 |
|  | 1987 | 87,200 | 23,766 | 23,308 | 6,917 | 10,352 | 6,413 | 1,467 | 1,401 | 897 | 24,491 | 6,461 | 3,798 | 3,914 |
| Ector | 1990 | 842,107 | 225,634 | 221,819 | 74,568 | 113,556 | 108,225 | 42,067 | 26,670 | 15,854 | 206,521 | 47,784 | 18,414 | 24,395 |
|  | 1987 | 805,282 | 191,411 | 188,175 | 77,511 | 113,911 | 108,605 | 41,342 | 31,035 | 18,449 | 202,118 | 41,970 | 28,790 | 19,744 |
| Edwards | 1990 | 6,611 | 2,401 | 2,314 | 91 | 155 |  | 119 |  |  | 650 | 1,704 | 868 |  |
|  | 1987 | 5,747 | 2,278 | 2,195 | 127 | 150 |  | 163 |  |  | 475 | 1,200 | 867 |  |
| Ellis | 1990 | 457,249 | 119,552 | 116,517 | 36,179 | 37,032 | 14,186 | 11,805 | 9,411 | 6,166 | 117,717 | 61,293 | 19,042 | 21,960 |
|  | 1987 | 362,820 | 92,385 | 90,040 | 30,265 | 31,243 | 11,969 | 10,637 | 8,287 | 5,430 | 90,421 | 48,150 | 18,139 | 15,622 |
| El Paso | 1990 | 3,561,693 | 753,184 | 727,044 | 302,210 | 525,222 | 391,409 | 184,132 | 191,519 | 94,976 | 766,459 | 336,352 | 165,141 | 85,303 |
|  | 1987 | 2,898,564 | 597,455 | 576,720 | 266,933 | 432,568 | 322,362 | 161,034 | 158,484 | 78,594 | 628,641 | 249,114 | 141,910 | 64,181 |
| Erath | 1990 | 180,049 | 41,803 | 40,685 | 16,073 | 15,856 | 13,418 | 11,760 | 3,493 | 1,740 | 42,285 | 12,916 | 11,619 | 6,650 |
|  | 1987 | 147,447 | 34,291 | 33,374 | 13,817 | 12,975 | 10,981 | 9,237 | 2,943 | 1,467 | 35,101 | 9,912 | 10,890 | 5,529 |
| Falls | 1990 | 49,896 | 21,251 | 20,786 | 3,533 | 7,113 | 5,292 | 3,220 | 1,099 | 650 | 3,438 | 3,563 | 2,680 | 1,683 |
|  | 1987 | 47,015 | 18,058 | 17,663 | 3,234 | 6,532 | 4,861 | 3,740 | 1,089 | 645 | 3,677 | 4,172 | 2,609 | 1,873 |
| Fannin | 1990 | 122,910 | 28,368 | 27,163 | 7,366 | 9,069 | 6,072 | 1,704 | 811 | 565 | 40,802 | 16,985 | 5,579 | 3,757 |
|  | 1987 | 105,073 | 24,113 | 23,089 | 6,191 | 7,445 | 4,985 | 1,593 | 1,049 | 732 | 37,051 | 12,310 | 4,895 | 3,476 |
| Fayette | 1990 | 135,961 | 47,493 | 42,490 | 15,113 | 13,977 | 6,740 | 3,881 | 1,532 | 440 | 21,471 | 14,492 | 6,329 | 3,321 |
|  | 1987 | 117,663 | 36,625 | 32,767 | 14,454 | 10,986 | 5,298 | 3,485 | 1,729 | 497 | 19,985 | 13,282 | 6,275 | 2,898 |
| Fisher | 1990 | 12,456 | 5,565 | 5,508 | 764 | 317 |  | 190 | 466 | 466 | 2,301 | 673 | 450 | 1,0[illegible]9 |
|  | 1987 | 11,937 | 4,597 | 4,550 | 792 | 484 |  | 347 | 518 | 518 | 2,474 | 648 | 452 | 1,086 |
| Floyd | 1990 | 33,802 | 10,389 | 10,089 | 1,725 | 238 |  | 521 | 171 | 171 | 8,481 | 5,393 | 272 | 2,065 |
|  | 1987 | 28,835 | 7,831 | 7,605 | 1,556 | 432 |  | 617 | 153 | 153 | 7,935 | 4,706 | 499 | 1,558 |
| Foard | 1990 | 2,613 | 1,406 | 1,311 | 246 |  |  |  |  |  | 407 | 113 | 107 | 98 |
|  | 1987 | 2,944 | 1,605 | 1,496 | 223 |  |  |  |  |  | 461 | 180 | 143 | 116 |
| Fort Bend | 1990 | 913,062 | 258,620 | 248,573 | 59,530 | 93,648 | 89,925 | 37,106 | 27,537 | 12,185 | 233,056 | 80,516 | 34,309 | 30,604 |
|  | 1987 | 723,719 | 198,776 | 191,054 | 47,578 | 64,584 | 62,017 | 30,104 | 22,324 | 9,879 | 192,455 | 61,519 | 42,351 | 22,699 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1990
U.S. CENSUS: 1987

| METRO AREA County | Year | Total Retail Sales ($000) | Food Stores Total ($000) | Food Stores Supermarkets ($000) | Eating & Drinking Places Total ($000) | General Merchandise Stores Total ($000) | General Merchandise Stores Department Stores ($000) | Apparel & Accessories Stores Total ($000) | Furniture/Home Furnishings/Appliance Stores Total ($000) | Furniture/Home Furnishings/Appliance Stores Furniture & Home Furn. ($000) | Automotive Dealers Total ($000) | Gasoline Service Stations Total ($000) | Bldg. Mtls. & Hardware Dealers Total ($000) | Drugstores Total ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **TEXAS (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Franklin | 1990 | 28,663 | 10,367 | 8,650 | 1,791 | 1,186 | | 520 | 976 | 976 | 4,122 | 3,131 | 1,623 | 1,577 |
| | 1987 | 24,551 | 7,998 | 6,673 | 1,475 | 873 | | 564 | 1,214 | 1,214 | 3,566 | 3,100 | 1,777 | 1,525 |
| Freestone | 1990 | 64,574 | 19,477 | 18,611 | 8,002 | 1,360 | | 844 | 706 | 706 | 19,545 | 7,384 | 1,317 | 1,811 |
| | 1987 | 55,243 | 16,441 | 15,710 | 6,733 | 1,565 | | 740 | 843 | 843 | 15,543 | 7,522 | 1,286 | 1,487 |
| Frio | 1990 | 45,783 | 12,094 | 11,155 | 3,326 | 8,823 | 8,706 | 526 | 1,505 | | 3,917 | 7,938 | 2,466 | 1,245 |
| | 1987 | 38,016 | 10,712 | 9,880 | 2,924 | 6,091 | 6,011 | 651 | 1,303 | | 4,144 | 5,787 | 2,468 | 1,057 |
| Gaines | 1990 | 42,569 | 15,246 | 14,812 | 4,208 | 7,828 | 6,606 | 512 | 1,825 | 124 | 6,905 | 1,272 | 207 | 2,847 |
| | 1987 | 40,969 | 13,973 | 13,575 | 4,173 | 6,100 | 5,148 | 678 | 1,928 | 132 | 8,427 | 1,392 | 201 | 2,313 |
| Galveston | 1990 | 1,488,311 | 436,205 | 416,663 | 148,971 | 218,961 | 207,555 | 84,257 | 41,529 | 21,252 | 281,429 | 68,326 | 46,723 | 40,936 |
| | 1987 | 1,238,377 | 346,095 | 330,590 | 132,072 | 169,756 | 160,914 | 72,390 | 35,495 | 18,165 | 241,269 | 67,708 | 49,308 | 33,820 |
| Garza | 1990 | 19,396 | 6,405 | 6,224 | 1,395 | 643 | | 278 | 881 | 881 | 4,009 | 2,952 | 626 | 777 |
| | 1987 | 18,150 | 5,981 | 5,812 | 1,336 | 539 | | 463 | 769 | 769 | 3,313 | 3,066 | 719 | 601 |
| Gillespie | 1990 | 108,090 | 33,066 | 26,801 | 8,651 | 3,931 | | 4,512 | 5,607 | 3,857 | 18,145 | 11,329 | 8,554 | 3,221 |
| | 1987 | 92,041 | 26,594 | 21,555 | 7,775 | 3,617 | | 3,606 | 4,840 | 3,330 | 15,778 | 9,527 | 9,299 | 2,539 |
| Glasscock | 1990 | 1,845 | 1,043 | 970 | 129 | | | | | | 141 | 346 | | |
| | 1987 | 1,384 | 730 | 679 | 125 | | | | | | 101 | 277 | | |
| Goliad | 1990 | 17,222 | 5,166 | 4,987 | 2,117 | 914 | | 48 | 296 | 296 | 3,596 | 1,490 | 1,852 | |
| | 1987 | 15,618 | 5,021 | 4,847 | 1,862 | 766 | | 54 | 255 | 255 | 3,326 | 1,297 | 1,776 | |
| Gonzales | 1990 | 76,723 | 18,365 | 17,736 | 6,408 | 10,093 | 7,786 | 3,751 | 898 | 796 | 16,588 | 5,946 | 6,224 | 2,125 |
| | 1987 | 67,265 | 16,604 | 16,035 | 5,698 | 9,166 | 7,072 | 3,093 | 1,099 | 976 | 14,024 | 5,326 | 5,194 | 1,943 |
| Gray | 1990 | 140,182 | 20,698 | 19,400 | 12,274 | 22,572 | 13,412 | 17,744 | 7,033 | 4,779 | 29,702 | 10,508 | 3,690 | 7,521 |
| | 1987 | 132,365 | 23,095 | 21,647 | 11,773 | 19,898 | 11,824 | 15,686 | 6,813 | 4,630 | 28,134 | 8,717 | 4,183 | 5,706 |
| Grayson | 1990 | 763,484 | 163,850 | 160,278 | 50,770 | 113,142 | 104,326 | 28,051 | 23,716 | 12,365 | 183,764 | 62,440 | 49,404 | 35,331 |
| | 1987 | 632,974 | 129,737 | 126,909 | 45,781 | 92,103 | 84,927 | 26,011 | 21,133 | 11,019 | 155,724 | 47,163 | 44,474 | 27,285 |
| Gregg | 1990 | 1,067,163 | 209,635 | 204,289 | 94,308 | 113,481 | 102,122 | 58,531 | 51,519 | 30,352 | 263,326 | 89,626 | 57,981 | 41,613 |
| | 1987 | 921,431 | 181,019 | 176,403 | 85,380 | 101,604 | 91,435 | 52,704 | 43,913 | 25,872 | 234,015 | 67,810 | 53,739 | 31,269 |
| Grimes | 1990 | 67,539 | 14,827 | 14,144 | 5,270 | 9,919 | 7,881 | 1,136 | 165 | | 21,592 | 6,026 | 3,783 | 1,940 |
| | 1987 | 58,025 | 12,072 | 11,516 | 4,477 | 8,603 | 6,836 | 1,109 | 303 | | 17,861 | 4,887 | 4,620 | 1,523 |
| Guadalupe | 1990 | 307,121 | 75,634 | 75,056 | 23,568 | 23,709 | 20,268 | 14,553 | 13,028 | 12,087 | 94,444 | 27,624 | 16,291 | 5,305 |
| | 1987 | 249,240 | 59,426 | 58,972 | 20,315 | 18,345 | 15,683 | 12,096 | 11,171 | 10,365 | 72,202 | 22,905 | 15,821 | 4,635 |
| Hale | 1990 | 215,263 | 67,597 | 66,954 | 19,451 | 32,358 | 23,636 | 11,348 | 6,063 | 4,103 | 41,662 | 6,923 | 7,218 | 10,146 |
| | 1987 | 174,000 | 49,688 | 49,215 | 16,613 | 25,796 | 18,843 | 9,707 | 5,483 | 3,711 | 37,004 | 5,552 | 6,426 | 7,490 |
| Hall | 1990 | 14,484 | 4,806 | 4,519 | 1,519 | 226 | | 281 | 276 | 276 | 2,878 | 1,245 | 607 | 631 |
| | 1987 | 13,831 | 5,064 | 4,762 | 1,450 | 419 | | 373 | 272 | 272 | 2,489 | 983 | 721 | 574 |
| Hamilton | 1990 | 28,503 | 12,102 | 11,650 | 1,397 | 551 | | 501 | 1,005 | 538 | 4,525 | 2,285 | 2,005 | 1,790 |
| | 1987 | 25,862 | 10,016 | 9,642 | 1,455 | 550 | | 589 | 1,069 | 573 | 4,054 | 2,312 | 1,937 | 1,555 |
| Hansford | 1990 | 27,989 | 7,439 | 7,295 | 1,129 | 1,764 | | 1,760 | 242 | 171 | 8,562 | 3,618 | 322 | 1,262 |
| | 1987 | 26,556 | 6,952 | 6,817 | 1,246 | 1,630 | | 1,710 | 443 | 314 | 8,561 | 2,970 | 352 | 1,168 |
| Hardeman | 1990 | 18,216 | 7,588 | 7,345 | 2,912 | 754 | | 1,054 | 128 | 128 | 3,753 | 491 | 365 | 436 |
| | 1987 | 16,688 | 6,547 | 6,337 | 2,745 | 624 | | 1,034 | 170 | 170 | 2,972 | 874 | 478 | 389 |
| Hardin | 1990 | 199,939 | 51,819 | 50,653 | 10,957 | 24,928 | 23,552 | 2,053 | 699 | 180 | 74,210 | 16,914 | 5,181 | 3,844 |
| | 1987 | 170,187 | 42,504 | 41,548 | 9,156 | 20,884 | 19,732 | 2,398 | 1,092 | 283 | 62,707 | 13,371 | 6,548 | 4,043 |
| Harris | 1990 | 21,977,408 | 4,803,603 | 4,581,360 | 2,127,413 | 2,837,327 | 2,303,793 | 1,376,599 | 1,141,616 | 595,553 | 5,182,228 | 1,172,935 | 638,971 | 674,619 |
| | 1987 | 18,817,619 | 3,900,817 | 3,720,343 | 1,964,715 | 2,431,261 | 1,974,087 | 1,196,199 | 988,654 | 515,758 | 4,448,530 | 1,135,093 | 630,780 | 536,824 |
| Harrison | 1990 | 275,584 | 67,115 | 65,020 | 15,300 | 28,307 | 21,635 | 12,712 | 15,054 | 9,885 | 70,784 | 34,489 | 8,256 | 11,891 |
| | 1987 | 238,810 | 53,442 | 51,774 | 14,882 | 23,730 | 18,138 | 11,615 | 15,001 | 9,851 | 62,377 | 29,338 | 8,142 | 8,903 |
| Hartley | 1990 | 13,137 | 5,046 | 4,886 | 49 | | | 182 | 1,423 | 1,423 | 4,623 | 1,197 | 289 | |
| | 1987 | 11,297 | 4,324 | 4,187 | 91 | | | 190 | 1,199 | 1,199 | 3,981 | 981 | 236 | |
| Haskell | 1990 | 39,106 | 11,136 | 10,645 | 1,748 | 2,563 | | 3,339 | 1,090 | 478 | 14,524 | 972 | 459 | 2,158 |
| | 1987 | 33,396 | 8,851 | 8,461 | 1,699 | 1,986 | | 2,997 | 930 | 408 | 12,436 | 1,061 | 715 | 1,711 |
| Hays | 1990 | 349,164 | 80,053 | 78,430 | 38,439 | 22,214 | 12,798 | 22,363 | 7,609 | 5,001 | 79,858 | 42,239 | 17,359 | 8,395 |
| | 1987 | 280,650 | 63,884 | 62,589 | 35,089 | 17,642 | 10,164 | 16,841 | 6,438 | 4,232 | 61,578 | 34,729 | 17,328 | 5,984 |
| Hemphill | 1990 | 16,172 | 5,274 | 5,220 | 1,929 | 141 | | 276 | 146 | | 2,095 | 496 | 3,636 | 1,430 |
| | 1987 | 17,254 | 4,630 | 4,583 | 2,019 | 176 | | 505 | 269 | | 2,249 | 643 | 4,429 | 1,595 |
| Henderson | 1990 | 277,275 | 45,388 | 44,250 | 20,522 | 37,256 | 31,986 | 12,752 | 6,994 | 6,338 | 50,063 | 38,615 | 22,809 | 13,200 |
| | 1987 | 228,681 | 42,796 | 41,723 | 16,690 | 28,304 | 24,301 | 10,219 | 5,631 | 5,104 | 43,645 | 31,710 | 18,807 | 10,490 |
| Hidalgo | 1990 | 1,872,253 | 474,141 | 445,141 | 137,963 | 324,485 | 228,252 | 127,345 | 94,332 | 52,017 | 348,164 | 98,308 | 86,111 | 36,720 |
| | 1987 | 1,552,434 | 372,041 | 349,286 | 121,968 | 263,247 | 185,176 | 117,712 | 83,870 | 46,249 | 291,005 | 76,306 | 83,076 | 30,739 |
| Hill | 1990 | 162,095 | 36,424 | 34,619 | 14,318 | 12,607 | 8,308 | 4,234 | 2,266 | 1,306 | 43,709 | 22,973 | 9,077 | 5,442 |
| | 1987 | 133,426 | 30,570 | 29,055 | 11,839 | 10,469 | 6,900 | 3,192 | 2,046 | 1,180 | 34,190 | 19,659 | 8,010 | 4,207 |
| Hockley | 1990 | 112,053 | 35,937 | 34,807 | 7,885 | 12,391 | 7,731 | 2,850 | 359 | 273 | 27,988 | 8,339 | 3,208 | 5,197 |
| | 1987 | 99,600 | 30,304 | 29,351 | 7,654 | 10,531 | 6,571 | 2,807 | 583 | 445 | 27,050 | 6,521 | 3,649 | 4,169 |
| Hood | 1990 | 216,154 | 58,473 | 56,412 | 13,579 | 14,070 | 10,964 | 5,765 | 9,490 | 6,043 | 57,236 | 12,959 | 14,590 | 11,589 |
| | 1987 | 168,552 | 41,762 | 40,290 | 12,504 | 12,879 | 10,037 | 4,978 | 6,649 | 4,235 | 46,131 | 9,905 | 12,681 | 8,008 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1990
U.S. CENSUS: 1987

| METRO AREA County | Year | Total Retail Sales ($000) | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **TEXAS (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Hopkins | 1990 | 212,606 | 49,398 | 48,420 | 13,197 | 15,788 | 13,352 | 21,750 | 4,677 | 2,087 | 60,285 | 14,333 | 6,861 | 7,162 |
| | 1987 | 168,994 | 37,567 | 36,823 | 12,608 | 12,846 | 10,865 | 15,144 | 3,886 | 1,735 | 50,011 | 11,851 | 6,377 | 5,302 |
| Houston | 1990 | 89,690 | 26,645 | 25,510 | 3,373 | 8,774 | 6,595 | 2,312 | 2,264 | 2,163 | 22,882 | 8,123 | 1,978 | 5,612 |
| | 1987 | 80,474 | 22,144 | 21,201 | 3,520 | 7,427 | 5,583 | 2,582 | 2,278 | 2,177 | 22,933 | 6,565 | 1,973 | 4,304 |
| Howard | 1990 | 190,370 | 48,705 | 47,197 | 16,240 | 19,481 | 18,622 | 7,111 | 5,640 | 4,317 | 37,133 | 24,040 | 4,941 | 11,223 |
| | 1987 | 185,190 | 44,642 | 43,260 | 16,772 | 19,949 | 19,070 | 7,990 | 5,596 | 4,284 | 38,536 | 22,050 | 5,368 | 9,264 |
| Hudspeth | 1990 | 5,751 | 657 | 625 | 1,563 | 127 | | | 179 | | 223 | 2,049 | 685 | |
| | 1987 | 5,330 | 891 | 847 | 1,300 | 115 | | | 147 | | 408 | 1,659 | 505 | |
| Hunt | 1990 | 395,056 | 98,040 | 95,246 | 32,983 | 37,019 | 31,261 | 19,612 | 14,409 | 6,444 | 69,213 | 40,795 | 21,529 | 13,379 |
| | 1987 | 323,882 | 78,699 | 76,496 | 29,128 | 30,929 | 26,119 | 16,451 | 12,791 | 5,721 | 59,572 | 31,064 | 19,715 | 10,272 |
| Hutchinson | 1990 | 119,191 | 38,746 | 37,520 | 9,505 | 6,220 | 4,984 | 5,335 | 3,353 | 1,588 | 22,906 | 7,728 | 6,000 | 10,901 |
| | 1987 | 111,823 | 34,326 | 33,240 | 9,537 | 6,796 | 5,446 | 6,206 | 3,350 | 1,587 | 22,981 | 6,263 | 6,432 | 8,574 |
| Irion | 1990 | 2,681 | 1,239 | 1,052 | 105 | | | | | | | 1,040 | | |
| | 1987 | 2,330 | 860 | 730 | 144 | | | | | | | 783 | | |
| Jack | 1990 | 22,385 | 9,573 | 8,164 | 2,298 | 281 | | 486 | 92 | | 3,454 | 3,105 | 496 | 1,585 |
| | 1987 | 21,378 | 8,207 | 6,999 | 2,437 | 517 | | 513 | 169 | | 3,490 | 2,706 | 912 | 1,299 |
| Jackson | 1990 | 60,172 | 23,335 | 22,976 | 3,807 | 5,396 | 4,554 | 608 | 1,788 | 768 | 10,860 | 5,035 | 2,975 | 2,020 |
| | 1987 | 52,147 | 19,256 | 18,960 | 3,332 | 4,433 | 3,742 | 589 | 1,571 | 676 | 11,014 | 4,173 | 2,875 | 1,656 |
| Jasper | 1990 | 188,927 | 52,645 | 51,064 | 9,661 | 20,950 | 18,405 | 13,322 | 5,739 | 3,689 | 36,856 | 18,562 | 12,948 | 7,641 |
| | 1987 | 161,803 | 43,848 | 42,531 | 8,575 | 17,737 | 15,583 | 9,825 | 5,200 | 3,343 | 33,291 | 14,973 | 14,324 | 5,794 |
| Jeff Davis | 1990 | 6,365 | 4,523 | 4,366 | 429 | 82 | | | | | 411 | 137 | 86 | 314 |
| | 1987 | 5,164 | 3,321 | 3,206 | 503 | 78 | | | | | 391 | 143 | 112 | 312 |
| Jefferson | 1990 | 1,948,976 | 350,274 | 338,517 | 174,410 | 337,042 | 255,792 | 116,412 | 79,540 | 36,101 | 452,886 | 121,651 | 65,092 | 68,785 |
| | 1987 | 1,699,067 | 298,800 | 288,771 | 161,300 | 276,438 | 209,798 | 107,656 | 73,813 | 33,502 | 395,047 | 115,762 | 66,022 | 55,189 |
| Jim Hogg | 1990 | 18,802 | 9,173 | 8,848 | 1,672 | 803 | | 159 | 194 | 194 | 4,255 | 958 | 682 | 435 |
| | 1987 | 18,940 | 8,052 | 7,767 | 1,713 | 961 | | 233 | 355 | 355 | 4,454 | 1,116 | 806 | 537 |
| Jim Wells | 1990 | 159,990 | 43,883 | 42,489 | 12,628 | 17,143 | 16,507 | 6,673 | 2,993 | 2,057 | 35,097 | 13,650 | 9,194 | 6,360 |
| | 1987 | 153,143 | 41,897 | 40,566 | 12,484 | 15,255 | 14,690 | 6,592 | 3,397 | 2,335 | 35,048 | 12,741 | 9,841 | 5,216 |
| Johnson | 1990 | 543,118 | 120,626 | 117,898 | 47,235 | 50,047 | 27,889 | 21,786 | 18,930 | 7,346 | 149,093 | 56,205 | 27,503 | 20,645 |
| | 1987 | 438,812 | 102,750 | 100,426 | 38,426 | 40,877 | 22,780 | 19,026 | 14,643 | 5,683 | 118,143 | 39,078 | 26,745 | 16,170 |
| Jones | 1990 | 57,642 | 18,374 | 17,800 | 2,880 | 2,653 | | 2,268 | 643 | 570 | 18,772 | 2,641 | 1,490 | 3,281 |
| | 1987 | 54,783 | 16,033 | 15,532 | 2,920 | 2,484 | | 2,461 | 738 | 655 | 18,910 | 2,577 | 1,437 | 2,819 |
| Karnes | 1990 | 42,361 | 12,912 | 12,420 | 3,442 | 8,018 | 4,381 | 1,667 | 984 | 724 | 6,682 | 5,031 | 943 | 1,202 |
| | 1987 | 43,435 | 12,674 | 12,191 | 3,552 | 6,764 | 3,697 | 1,491 | 1,094 | 806 | 8,407 | 4,922 | 1,727 | 1,070 |
| Kaufman | 1990 | 375,733 | 91,512 | 90,314 | 19,912 | 38,796 | 28,216 | 6,828 | 7,266 | 6,320 | 97,818 | 50,688 | 20,510 | 14,258 |
| | 1987 | 292,823 | 70,892 | 69,964 | 17,464 | 30,021 | 21,835 | 6,255 | 7,011 | 6,099 | 75,779 | 37,696 | 17,344 | 9,895 |
| Kendall | 1990 | 137,609 | 44,272 | 43,442 | 6,899 | 1,440 | | 1,155 | 288 | 218 | 53,556 | 12,808 | 9,061 | 2,163 |
| | 1987 | 102,514 | 30,357 | 29,788 | 5,854 | 1,429 | | 1,174 | 519 | 394 | 40,641 | 9,983 | 6,782 | 1,727 |
| Kenedy | 1990 | 1,084 | 585 | 569 | | 229 | | | | | | | | |
| | 1987 | 1,184 | 473 | 460 | | 352 | | | | | | | | |
| Kent | 1990 | 4,366 | 630 | 597 | | 340 | | | | | 2,374 | 822 | | |
| | 1987 | 3,525 | 584 | 553 | | 401 | | | | | 1,691 | 667 | | |
| Kerr | 1990 | 238,798 | 48,326 | 47,319 | 22,460 | 37,913 | 29,431 | 12,290 | 6,661 | 3,927 | 45,349 | 14,568 | 16,970 | 9,657 |
| | 1987 | 198,096 | 42,381 | 41,498 | 19,522 | 29,100 | 22,590 | 10,278 | 6,215 | 3,665 | 35,695 | 13,040 | 16,627 | 6,858 |
| Kimble | 1990 | 22,701 | 5,754 | 5,266 | 3,214 | 414 | | | 172 | 172 | 4,856 | 5,097 | 579 | 679 |
| | 1987 | 21,686 | 4,747 | 4,344 | 2,787 | 712 | | | 226 | 226 | 4,251 | 6,126 | 730 | 536 |
| King | 1990 | 612 | 34 | 25 | 99 | | | | | | 62 | 331 | | |
| | 1987 | 745 | 48 | 35 | 118 | | | | | | 60 | 430 | | |
| Kinney | 1990 | 5,404 | 3,046 | 2,848 | 364 | 170 | | | | | 78 | 763 | 130 | |
| | 1987 | 4,452 | 2,065 | 1,931 | 307 | 172 | | | | | 127 | 690 | 235 | |
| Kleberg | 1990 | 174,469 | 63,449 | 62,351 | 19,614 | 15,294 | | 11,096 | 4,330 | 2,677 | 27,268 | 9,967 | 6,718 | 4,539 |
| | 1987 | 152,258 | 52,678 | 51,766 | 18,415 | 13,046 | | 9,413 | 4,615 | 2,854 | 24,628 | 8,908 | 6,881 | 3,597 |
| Knox | 1990 | 15,283 | 7,363 | 7,105 | 658 | 725 | | 675 | 168 | | 769 | 2,332 | 564 | 1,588 |
| | 1987 | 14,005 | 6,400 | 6,176 | 650 | 649 | | 688 | 159 | | 742 | 2,310 | 578 | 1,467 |
| Lamar | 1990 | 305,493 | 63,268 | 62,127 | 24,841 | 36,103 | 33,768 | 26,308 | 13,559 | 8,052 | 58,482 | 28,143 | 24,354 | 13,269 |
| | 1987 | 254,171 | 51,457 | 50,529 | 22,016 | 31,379 | 29,350 | 20,464 | 11,372 | 6,754 | 49,744 | 19,812 | 22,484 | 10,141 |
| Lamb | 1990 | 49,563 | 22,898 | 22,211 | 3,564 | 3,681 | 1,786 | 2,349 | 1,245 | 214 | 6,077 | 2,832 | 1,847 | 1,109 |
| | 1987 | 48,118 | 19,840 | 19,245 | 3,546 | 3,389 | 1,645 | 2,517 | 1,327 | 229 | 7,306 | 3,112 | 2,054 | 1,335 |
| Lampasas | 1990 | 61,087 | 18,405 | 17,775 | 4,238 | 2,169 | | 820 | 1,656 | 935 | 12,342 | 4,019 | 3,394 | 3,102 |
| | 1987 | 52,227 | 14,518 | 14,021 | 3,863 | 2,747 | | 1,043 | 1,428 | 807 | 11,620 | 4,204 | 3,012 | 2,318 |
| La Salle | 1990 | 20,567 | 6,774 | 6,289 | 945 | 1,742 | | 289 | 15 | | 447 | 5,702 | 371 | 333 |
| | 1987 | 17,206 | 4,879 | 4,530 | 714 | 2,402 | | 466 | 23 | | 373 | 4,674 | 449 | 539 |
| Lavaca | 1990 | 94,910 | 28,978 | 26,126 | 5,863 | 6,843 | | 1,907 | 3,371 | 2,435 | 19,243 | 9,296 | 6,664 | 4,254 |
| | 1987 | 83,114 | 25,401 | 22,901 | 5,099 | 5,327 | | 1,818 | 3,302 | 2,386 | 17,318 | 7,995 | 6,943 | 3,551 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1990<br>U.S. CENSUS: 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **TEXAS (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Lee | 1990 | 60,677 | 23,185 | 22,712 | 4,585 | 9,557 | 8,655 | 521 | 2,823 | 130 | 9,634 | 2,968 | 1,926 | 2,750 |
| | 1987 | 58,528 | 19,463 | 19,066 | 4,911 | 7,448 | 6,746 | 955 | 3,437 | 159 | 9,211 | 5,438 | 2,388 | 2,158 |
| Leon | 1990 | 64,272 | 26,258 | 24,174 | 3,022 | 1,120 | | 814 | 792 | | 6,797 | 16,826 | 1,964 | 2,050 |
| | 1987 | 52,144 | 18,815 | 17,322 | 3,223 | 1,137 | | 1,190 | 1,453 | | 5,706 | 13,047 | 2,440 | 1,529 |
| Liberty | 1990 | 262,722 | 92,104 | 88,579 | 22,182 | 25,439 | 16,929 | 6,086 | 3,898 | 2,712 | 58,694 | 14,806 | 10,534 | 10,971 |
| | 1987 | 232,025 | 75,959 | 73,052 | 19,733 | 21,374 | 14,225 | 5,609 | 3,543 | 2,466 | 56,616 | 13,373 | 12,277 | 9,276 |
| Limestone | 1990 | 115,723 | 32,586 | 31,386 | 7,482 | 13,224 | 10,671 | 4,782 | 2,065 | 1,544 | 21,484 | 14,870 | 7,192 | 4,828 |
| | 1987 | 95,200 | 27,153 | 26,153 | 6,348 | 10,442 | 8,427 | 4,153 | 2,250 | 1,683 | 17,484 | 11,048 | 6,624 | 3,480 |
| Lipscomb | 1990 | 8,552 | 3,482 | 3,368 | 800 | 475 | | | 161 | | 353 | 861 | 1,098 | 152 |
| | 1987 | 8,711 | 2,971 | 2,874 | 886 | 520 | | | 189 | | 526 | 1,579 | 1,002 | 168 |
| Live Oak | 1990 | 63,012 | 34,041 | 33,013 | 2,549 | 1,881 | | 626 | 1,131 | 656 | 4,926 | 10,982 | 2,189 | 1,746 |
| | 1987 | 52,526 | 24,762 | 24,014 | 2,569 | 1,299 | | 673 | 839 | 487 | 6,566 | 9,673 | 2,319 | 1,358 |
| Llano | 1990 | 56,760 | 18,211 | 17,705 | 6,740 | 1,855 | | 1,648 | 1,418 | 1,258 | 8,921 | 7,343 | 3,168 | 1,569 |
| | 1987 | 48,097 | 14,395 | 13,995 | 5,589 | 1,669 | | 1,400 | 1,382 | 1,227 | 8,146 | 5,698 | 3,192 | 1,260 |
| Loving | 1990 | 78 | | | | | | | | | | | | |
| | 1987 | 102 | | | | | | | | | | | | |
| Lubbock | 1990 | 1,975,744 | 375,146 | 356,409 | 197,770 | 267,399 | 194,366 | 104,337 | 77,347 | 46,537 | 502,485 | 152,796 | 68,784 | 32,732 |
| | 1987 | 1,661,066 | 304,012 | 288,828 | 171,405 | 224,942 | 163,506 | 88,649 | 75,375 | 45,351 | 429,319 | 115,100 | 71,339 | 26,855 |
| Lynn | 1990 | 13,505 | 4,485 | 4,314 | 727 | 362 | | 150 | 53 | | 3,110 | 1,491 | 501 | 814 |
| | 1987 | 13,139 | 4,240 | 4,078 | 744 | 423 | | 249 | 96 | | 3,583 | 1,236 | 430 | 713 |
| McCulloch | 1990 | 63,797 | 14,953 | 14,173 | 3,919 | 8,713 | 5,615 | 2,852 | 4,295 | 4,037 | 12,162 | 11,375 | 1,412 | 1,238 |
| | 1987 | 53,260 | 13,016 | 12,337 | 3,486 | 6,560 | 4,228 | 2,577 | 3,608 | 3,392 | 11,062 | 8,079 | 1,469 | 979 |
| McLennan | 1990 | 1,354,869 | 295,881 | 279,684 | 130,577 | 217,783 | 156,288 | 63,941 | 49,650 | 32,124 | 239,738 | 131,761 | 60,263 | 34,396 |
| | 1987 | 1,141,738 | 240,411 | 227,251 | 117,379 | 178,677 | 128,225 | 55,516 | 44,029 | 28,488 | 215,093 | 100,610 | 57,646 | 27,130 |
| McMullen | 1990 | 1,342 | 696 | 668 | 327 | 93 | | | | | | 226 | | |
| | 1987 | 1,211 | 692 | 664 | 216 | 114 | | | | | | 189 | | |
| Madison | 1990 | 50,876 | 14,771 | 14,275 | 5,338 | 7,521 | 5,967 | 902 | 869 | 869 | 5,951 | 4,805 | 3,084 | 3,005 |
| | 1987 | 45,706 | 12,084 | 11,678 | 5,113 | 5,350 | 4,245 | 967 | 1,045 | 1,045 | 6,853 | 5,020 | 2,850 | 2,457 |
| Marion | 1990 | 33,066 | 11,093 | 10,202 | 2,333 | 207 | | 974 | 195 | 195 | 7,142 | 3,796 | 637 | 418 |
| | 1987 | 27,958 | 7,895 | 7,261 | 2,058 | 378 | | 701 | 309 | 309 | 6,423 | 4,454 | 642 | 766 |
| Martin | 1990 | 26,422 | 6,128 | 5,949 | 1,579 | 115 | | 116 | | | 13,532 | 3,595 | 210 | 740 |
| | 1987 | 22,316 | 4,450 | 4,320 | 1,317 | 119 | | 126 | | | 11,422 | 3,564 | 385 | 515 |
| Mason | 1990 | 20,370 | 6,360 | 6,113 | 5,484 | 1,170 | | 311 | 832 | 495 | 3,025 | 654 | 664 | 120 |
| | 1987 | 16,724 | 4,718 | 4,535 | 4,224 | 881 | | 577 | 586 | 349 | 2,389 | 846 | 1,033 | 222 |
| Matagorda | 1990 | 207,537 | 74,273 | 73,432 | 17,308 | 17,277 | 6,267 | 6,161 | 6,995 | 5,198 | 43,097 | 14,106 | 5,540 | 8,105 |
| | 1987 | 183,672 | 60,320 | 59,637 | 17,065 | 13,719 | 4,977 | 7,353 | 6,365 | 4,648 | 39,911 | 12,765 | 6,721 | 6,257 |
| Maverick | 1990 | 145,838 | 37,231 | 35,999 | 8,690 | 25,115 | 14,769 | 14,282 | 6,881 | 4,204 | 13,380 | 13,627 | 6,849 | 970 |
| | 1987 | 128,110 | 31,871 | 30,816 | 7,633 | 20,410 | 12,003 | 15,162 | 6,016 | 3,676 | 12,527 | 11,312 | 6,804 | 1,391 |
| Medina | 1990 | 172,500 | 54,757 | 46,554 | 6,057 | 12,755 | 5,158 | 843 | 1,043 | 953 | 60,542 | 17,623 | 4,424 | 2,935 |
| | 1987 | 140,474 | 41,068 | 34,916 | 5,923 | 9,721 | 3,932 | 1,217 | 1,260 | 1,152 | 54,217 | 12,191 | 4,372 | 2,285 |
| Menard | 1990 | 4,299 | 1,674 | 1,592 | 314 | | | 72 | 50 | | 235 | 44 | 808 | 138 |
| | 1987 | 4,429 | 1,762 | 1,676 | 320 | | | 133 | 52 | | 424 | 45 | 820 | 118 |
| Midland | 1990 | 821,738 | 213,665 | 209,524 | 65,339 | 133,068 | 105,706 | 45,410 | 24,392 | 13,494 | 169,798 | 60,341 | 15,422 | 28,085 |
| | 1987 | 730,324 | 175,383 | 171,984 | 62,784 | 113,699 | 90,321 | 40,595 | 27,620 | 15,281 | 149,865 | 55,743 | 26,623 | 21,416 |
| Milam | 1990 | 105,869 | 45,281 | 44,690 | 6,015 | 8,694 | 5,076 | 2,042 | 1,790 | 1,027 | 21,332 | 6,175 | 4,450 | 4,516 |
| | 1987 | 86,563 | 31,517 | 31,106 | 5,061 | 8,118 | 4,741 | 2,073 | 1,677 | 963 | 18,808 | 6,434 | 4,501 | 3,402 |
| Mills | 1990 | 18,066 | 4,951 | 4,204 | 964 | 670 | | 406 | 791 | 558 | 4,515 | 554 | 2,482 | 1,057 |
| | 1987 | 15,929 | 4,202 | 3,568 | 876 | 547 | | 376 | 692 | 489 | 3,431 | 1,038 | 2,614 | 870 |
| Mitchell | 1990 | 43,184 | 15,406 | 14,217 | 2,771 | 597 | | 3,233 | 1,393 | 743 | 7,356 | 3,473 | 576 | 2,174 |
| | 1987 | 40,373 | 13,257 | 12,234 | 2,775 | 636 | | 3,234 | 1,364 | 728 | 7,329 | 3,985 | 822 | 2,188 |
| Montague | 1990 | 87,046 | 29,057 | 28,049 | 5,418 | 9,816 | 6,628 | 1,609 | 1,914 | 1,283 | 18,061 | 5,113 | 3,123 | 5,013 |
| | 1987 | 76,418 | 22,721 | 21,933 | 4,968 | 9,465 | 6,392 | 1,409 | 1,986 | 1,332 | 17,787 | 4,088 | 3,574 | 4,106 |
| Montgomery | 1990 | 837,213 | 200,059 | 195,021 | 63,981 | 76,063 | 42,259 | 28,410 | 10,876 | 6,222 | 295,403 | 58,908 | 32,142 | 26,258 |
| | 1987 | 684,975 | 162,936 | 158,833 | 56,328 | 58,028 | 32,240 | 23,563 | 11,723 | 6,708 | 218,754 | 53,075 | 43,518 | 21,091 |
| Moore | 1990 | 101,144 | 24,758 | 23,126 | 8,994 | 14,233 | 6,533 | 5,770 | 3,171 | 2,847 | 17,293 | 14,443 | 3,206 | 4,206 |
| | 1987 | 88,403 | 21,435 | 20,022 | 8,106 | 11,570 | 5,311 | 4,866 | 3,126 | 2,808 | 16,055 | 12,534 | 2,993 | 3,349 |
| Morris | 1990 | 34,845 | 14,168 | 13,837 | 2,381 | 1,465 | | 1,351 | 514 | 364 | 7,084 | 2,386 | 866 | 2,397 |
| | 1987 | 35,857 | 13,202 | 12,894 | 2,455 | 1,414 | | 1,457 | 879 | 625 | 7,805 | 3,373 | 926 | 2,187 |
| Motley | 1990 | 5,008 | 2,088 | 1,952 | 438 | | | 111 | 62 | | 553 | 461 | 188 | 295 |
| | 1987 | 4,620 | 1,484 | 1,387 | 362 | | | 139 | 76 | | 855 | 444 | 353 | 323 |
| Nacogdoches | 1990 | 365,931 | 88,645 | 85,699 | 34,948 | 32,324 | 23,532 | 16,326 | 14,104 | 6,796 | 76,959 | 24,682 | 22,527 | 19,096 |
| | 1987 | 301,022 | 69,395 | 67,089 | 29,041 | 25,615 | 18,649 | 15,917 | 11,900 | 5,735 | 65,638 | 19,777 | 21,684 | 13,983 |
| Navarro | 1990 | 257,856 | 62,193 | 61,831 | 17,588 | 23,556 | 18,443 | 14,547 | 7,575 | 5,004 | 39,607 | 18,026 | 15,281 | 7,899 |
| | 1987 | 222,602 | 49,957 | 49,666 | 16,897 | 19,500 | 15,268 | 11,886 | 7,202 | 4,758 | 38,597 | 17,130 | 13,248 | 6,383 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1990<br>U.S. CENSUS: 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **METRO AREA** County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **TEXAS (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Newton | 1990 | 29,593 | 17,461 | 17,094 | 1,334 | 902 | | 2,053 | 315 | 315 | 2,310 | 2,807 | 425 | 564 |
| | 1987 | 26,538 | 13,737 | 13,448 | 1,241 | 850 | | 1,530 | 301 | 301 | 2,966 | 2,953 | 505 | 741 |
| Nolan | 1990 | 85,097 | 21,167 | 20,338 | 6,623 | 7,607 | 2,742 | 4,252 | 1,268 | 809 | 13,731 | 19,876 | 913 | 4,083 |
| | 1987 | 82,309 | 19,511 | 18,747 | 6,697 | 7,280 | 2,625 | 3,943 | 1,468 | 937 | 14,577 | 17,522 | 1,388 | 3,973 |
| Nueces | 1990 | 2,075,651 | 510,573 | 493,185 | 208,898 | 268,014 | 191,057 | 96,530 | 81,374 | 47,826 | 525,822 | 114,078 | 63,289 | 41,467 |
| | 1987 | 1,767,882 | 404,193 | 390,428 | 190,140 | 224,619 | 160,123 | 85,053 | 77,105 | 45,318 | 441,634 | 115,639 | 65,738 | 33,300 |
| Ochiltree | 1990 | 49,342 | 15,180 | 14,221 | 3,635 | 3,791 | | 3,373 | 1,158 | 1,025 | 10,039 | 5,680 | 2,034 | 2,886 |
| | 1987 | 46,181 | 13,595 | 12,736 | 3,713 | 3,478 | | 3,268 | 1,148 | 1,017 | 9,928 | 4,301 | 2,083 | 2,465 |
| Oldham | 1990 | 7,062 | 1,926 | 1,845 | 963 | | | | | | 1,674 | 2,136 | | |
| | 1987 | 6,139 | 1,458 | 1,397 | 721 | | | | | | 1,174 | 2,115 | | |
| Orange | 1990 | 429,572 | 112,062 | 110,144 | 31,016 | 59,157 | 53,342 | 13,994 | 10,735 | 4,824 | 69,961 | 68,332 | 22,829 | 15,379 |
| | 1987 | 383,851 | 98,556 | 96,869 | 28,148 | 51,010 | 45,997 | 14,708 | 10,405 | 4,676 | 70,812 | 55,126 | 21,337 | 13,112 |
| Palo Pinto | 1990 | 152,138 | 43,072 | 41,565 | 15,258 | 16,503 | 10,697 | 4,114 | 3,494 | 1,734 | 36,222 | 11,909 | 6,110 | 6,217 |
| | 1987 | 133,815 | 35,671 | 34,423 | 13,216 | 12,827 | 8,315 | 3,606 | 3,472 | 1,724 | 32,968 | 12,068 | 6,813 | 5,184 |
| Panola | 1990 | 104,719 | 20,104 | 19,166 | 7,480 | 8,420 | 6,750 | 1,358 | 1,433 | 767 | 34,292 | 13,301 | 4,115 | 8,583 |
| | 1987 | 86,604 | 17,669 | 16,845 | 6,219 | 6,539 | 5,243 | 1,658 | 1,329 | 712 | 28,383 | 10,279 | 3,894 | 6,105 |
| Parker | 1990 | 372,369 | 85,095 | 79,990 | 24,583 | 24,303 | 10,199 | 10,862 | 7,257 | 4,143 | 123,497 | 45,271 | 14,255 | 14,056 |
| | 1987 | 297,188 | 67,258 | 63,223 | 21,560 | 18,969 | 7,961 | 8,926 | 5,772 | 3,296 | 95,609 | 37,616 | 13,523 | 10,351 |
| Parmer | 1990 | 34,420 | 12,992 | 12,774 | 1,144 | 1,454 | | 303 | 949 | 629 | 6,738 | 5,831 | 3,253 | 1,195 |
| | 1987 | 27,441 | 10,127 | 9,957 | 1,122 | 991 | | 323 | 648 | 430 | 6,353 | 3,984 | 2,617 | 821 |
| Pecos | 1990 | 72,708 | 24,360 | 23,592 | 4,278 | 13,284 | 10,690 | 2,037 | 1,484 | 1,111 | 7,125 | 13,910 | 1,341 | 2,135 |
| | 1987 | 69,204 | 21,578 | 20,898 | 4,738 | 11,212 | 9,023 | 2,376 | 1,606 | 1,203 | 7,986 | 12,731 | 2,199 | 1,822 |
| Polk | 1990 | 174,958 | 49,325 | 48,193 | 12,787 | 20,630 | 18,278 | 5,185 | 5,769 | 5,052 | 35,391 | 15,050 | 13,742 | 6,163 |
| | 1987 | 143,972 | 39,046 | 38,150 | 10,903 | 17,171 | 15,214 | 3,633 | 4,854 | 4,251 | 30,101 | 10,925 | 14,204 | 4,565 |
| Potter | 1990 | 1,112,803 | 237,235 | 230,409 | 104,630 | 183,811 | 150,806 | 87,193 | 46,789 | 22,366 | 161,219 | 110,162 | 41,930 | 24,835 |
| | 1987 | 955,415 | 187,317 | 181,927 | 98,105 | 149,328 | 122,515 | 74,007 | 42,717 | 20,420 | 165,470 | 88,682 | 44,853 | 19,308 |
| Presidio | 1990 | 28,142 | 10,786 | 10,480 | 982 | 6,977 | | 403 | 1,021 | 651 | 2,237 | 2,739 | 1,398 | 97 |
| | 1987 | 23,715 | 7,429 | 7,218 | 947 | 6,477 | | 735 | 921 | 588 | 2,044 | 2,183 | 1,514 | 176 |
| Rains | 1990 | 20,775 | 6,893 | 6,658 | 1,285 | | | 495 | 3,391 | 3,391 | 1,550 | 594 | 950 | 894 |
| | 1987 | 17,698 | 6,034 | 5,828 | 994 | | | 431 | 3,430 | 3,430 | 1,187 | 526 | 801 | 794 |
| Randall | 1990 | 760.004 | 111,903 | 103,646 | 64,366 | 112,628 | 64,064 | 27,351 | 31,390 | 25,095 | 252,080 | 71,740 | 20,475 | 14,134 |
| | 1987 | 597,833 | 101,914 | 94,394 | 51,987 | 80,442 | 45,757 | 25,762 | 27,834 | 22,253 | 189,469 | 49,305 | 23,797 | 9,739 |
| Reagan | 1990 | 21,735 | 5,912 | 5,696 | 3,557 | 1,011 | | 40 | 66 | | 4,405 | 3,244 | 1,622 | 243 |
| | 1987 | 19,841 | 4,872 | 4,694 | 3,129 | 1,120 | | 46 | 79 | | 4,543 | 3,091 | 1,482 | 282 |
| Real | 1990 | 9,972 | 3,439 | 3,231 | 953 | 318 | | 304 | 91 | | 1,000 | 1,871 | 1,531 | 88 |
| | 1987 | 7,866 | 2,311 | 2,171 | 700 | 411 | | 374 | 118 | | 690 | 1,484 | 1,132 | 156 |
| Red River | 1990 | 49,235 | 24,665 | 24,247 | 1,692 | 5,051 | 3,794 | 565 | 1,223 | 564 | 3,827 | 3,245 | 2,267 | 2,140 |
| | 1987 | 48,496 | 21,060 | 20,703 | 1,865 | 6,287 | 4,724 | 620 | 1,249 | 577 | 4,077 | 2,936 | 2,392 | 1,978 |
| Reeves | 1990 | 64,874 | 17,212 | 16,277 | 3,008 | 9,430 | | 2,741 | 2,337 | 2,337 | 12,432 | 8,011 | 1,297 | 3,558 |
| | 1987 | 59,572 | 16,252 | 15,369 | 3,301 | 8,074 | | 2,876 | 2,136 | 2,136 | 12,522 | 6,321 | 1,472 | 2,846 |
| Refugio | 1990 | 38,894 | 13,190 | 12,244 | 3,646 | 742 | | 1,242 | 761 | 761 | 6,367 | 6,637 | 1,984 | 1,087 |
| | 1987 | 36,948 | 11,457 | 10,635 | 3,537 | 795 | | 1,285 | 591 | 591 | 6,704 | 7,316 | 1,642 | 970 |
| Roberts | 1990 | 1,936 | 1,481 | 1,429 | 25 | | | | | | | 205 | 87 | |
| | 1987 | 1,907 | 1,330 | 1,283 | 48 | | | | | | | 207 | 165 | |
| Robertson | 1990 | 60,137 | 23,834 | 22,816 | 4,396 | 6,663 | 4,599 | 463 | 561 | 561 | 11,763 | 4,983 | 2,789 | 2,795 |
| | 1987 | 52,387 | 18,727 | 17,927 | 3,821 | 6,043 | 4,172 | 836 | 539 | 539 | 11,543 | 4,168 | 2,736 | 2,198 |
| Rockwall | 1990 | 164,324 | 27,480 | 25,184 | 7,765 | 16,223 | 15,867 | 2,568 | 1,948 | 1,325 | 33,363 | 34,660 | 16,573 | 6,226 |
| | 1987 | 127,862 | 21,781 | 19,961 | 7,296 | 11,935 | 11,674 | 1,911 | 2,668 | 1,816 | 27,048 | 25,081 | 13,750 | 4,304 |
| Runnels | 1990 | 33,851 | 9,996 | 9,748 | 2,886 | 1,410 | | 1,467 | 406 | 406 | 6,558 | 3,171 | 2,214 | 1,905 |
| | 1987 | 35,335 | 10,239 | 9,985 | 2,949 | 1,614 | | 1,726 | 549 | 549 | 7,532 | 2,992 | 2,287 | 1,734 |
| Rusk | 1990 | 151,713 | 48,291 | 46,799 | 11,701 | 15,576 | 11,242 | 6,203 | 5,735 | 4,540 | 20,600 | 16,089 | 9,088 | 6,554 |
| | 1987 | 137,507 | 38,993 | 37,788 | 10,837 | 14,810 | 10,690 | 5,967 | 5,821 | 4,609 | 22,433 | 14,525 | 8,668 | 5,479 |
| Sabine | 1990 | 41,968 | 18,462 | 17,209 | 2.556 | 1,511 | | 319 | 3,222 | 1,601 | 5,323 | 1,214 | 3,304 | 1,518 |
| | 1987 | 35,705 | 14,040 | 13,087 | 2,149 | 1,309 | | 360 | 2,595 | 1,290 | 5,415 | 1,532 | 2,776 | 1,295 |
| San Augustine | 1990 | 36,241 | 10,276 | 9,815 | 1,372 | 1,479 | | 901 | 1,512 | 1,135 | 10,581 | 3,334 | 474 | 1,922 |
| | 1987 | 30,069 | 8,065 | 7,703 | 1,300 | 1,317 | | 858 | 1,494 | 1,122 | 9,511 | 2,439 | 490 | 1,581 |
| San Jacinto | 1990 | 37,155 | 19,661 | 18,678 | 1,355 | 57 | | 195 | 48 | | 5,847 | 4,276 | 2,267 | |
| | 1987 | 28,871 | 13,884 | 13,190 | 1,313 | 70 | | 161 | 59 | | 5,237 | 3,881 | 1,912 | |
| San Patricio | 1990 | 244,796 | 82,942 | 80,768 | 17,317 | 24,249 | 14,046 | 5,676 | 3,258 | 2,667 | 54,421 | 30,177 | 7,043 | 8,480 |
| | 1987 | 221,491 | 73,051 | 71,136 | 15,999 | 20,775 | 12,035 | 6,391 | 3,262 | 2,671 | 51,092 | 27,747 | 6,844 | 7,048 |
| San Saba | 1990 | 26,605 | 8,315 | 8,027 | 1,641 | 742 | | 224 | 212 | 124 | 8,050 | 4,510 | 482 | 707 |
| | 1987 | 22,554 | 7,207 | 6,957 | 1,396 | 729 | | 269 | 349 | 205 | 6,813 | 3,139 | 557 | 593 |
| Schleicher | 1990 | 4,870 | 1,649 | 1,567 | 466 | 428 | | 302 | | | 108 | 737 | 230 | |
| | 1987 | 4,769 | 1,733 | 1,647 | 388 | 465 | | 243 | | | 120 | 983 | 193 | |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1990
U.S. CENSUS: 1987

| METRO AREA County | Year | Total Retail Sales ($000) | Food Stores Total ($000) | Food Stores Supermarkets ($000) | Eating & Drinking Places Total ($000) | General Merchandise Stores Total ($000) | General Merchandise Stores Department Stores ($000) | Apparel & Accessories Stores Total ($000) | Furniture/Home Furnishings/Appliance Stores Total ($000) | Furniture/Home Furnishings/Appliance Stores Furniture & Home Furn. ($000) | Automotive Dealers Total ($000) | Gasoline Service Stations Total ($000) | Bldg. Mtls. & Hardware Dealers Total ($000) | Drugstores Total ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **TEXAS (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Scurry | 1990 | 100,465 | 20,053 | 19,851 | 11,012 | 6,699 | 2,539 | 4,848 | 2,706 | 1,959 | 18,479 | 17,126 | 3,829 | 5,287 |
| | 1987 | 88,817 | 18,681 | 18,493 | 10,301 | 5,996 | 2,273 | 4,677 | 2,912 | 2,109 | 17,747 | 12,560 | 3,461 | 4,318 |
| Shackelford | 1990 | 9,967 | 3,775 | 3,662 | 617 | 169 | | 78 | 75 | 75 | 418 | 3,802 | 86 | 670 |
| | 1987 | 10,215 | 3,962 | 3,843 | 719 | 209 | | 141 | 116 | 116 | 493 | 3,527 | 110 | 652 |
| Shelby | 1990 | 107,807 | 33,661 | 32,381 | 3,994 | 8,271 | 6,368 | 2,698 | 6,940 | 4,388 | 14,488 | 9,028 | 7,160 | 6,761 |
| | 1987 | 93,480 | 27,501 | 26,455 | 3,608 | 8,311 | 6,400 | 2,691 | 5,901 | 3,732 | 13,840 | 8,249 | 6,762 | 5,544 |
| Sherman | 1990 | 8,449 | 2,110 | 2,047 | 835 | 150 | | 137 | | | 1,919 | 862 | 838 | 307 |
| | 1987 | 7,418 | 1,479 | 1,435 | 673 | 135 | | 231 | | | 2,125 | 877 | 792 | 224 |
| Smith | 1990 | 1,250,693 | 252,558 | 244,925 | 115,201 | 198,327 | 127,943 | 68,748 | 58,111 | 33,928 | 307,381 | 70,783 | 61,316 | 35,157 |
| | 1987 | 1,036,411 | 198,591 | 192,589 | 95,016 | 160,559 | 103,579 | 59,794 | 50,282 | 29,358 | 256,593 | 66,538 | 56,891 | 27,687 |
| Somervell | 1990 | 20,763 | 11,162 | 10,674 | 2,214 | 476 | | 166 | 306 | 306 | 628 | 4,082 | 997 | 78 |
| | 1987 | 16,268 | 8,160 | 7,803 | 1,867 | 526 | | 199 | 309 | 309 | 589 | 2,785 | 732 | 93 |
| Starr | 1990 | 108,269 | 46,424 | 44,490 | 7,161 | 3,196 | | 6,375 | 6,260 | 4,917 | 10,269 | 10,260 | 8,461 | 1,143 |
| | 1987 | 88,858 | 37,449 | 35,889 | 5,853 | 3,236 | | 5,164 | 5,180 | 4,069 | 9,605 | 7,990 | 7,227 | 901 |
| Stephens | 1990 | 56,644 | 14,477 | 14,042 | 3,366 | 10,936 | 8,643 | 938 | 176 | 176 | 13,526 | 3,697 | 2,707 | 3,347 |
| | 1987 | 51,813 | 13,499 | 13,093 | 3,417 | 8,264 | 6,532 | 1,390 | 187 | 187 | 13,183 | 2,771 | 2,328 | 3,364 |
| Sterling | 1990 | 5,241 | 3,346 | 3,224 | 706 | | | | | | 65 | 718 | | |
| | 1987 | 4,249 | 2,416 | 2,328 | 611 | | | | | | 67 | 886 | | |
| Stonewall | 1990 | 5,774 | 3,307 | 3,154 | 248 | | | 87 | | | 122 | 1,470 | 109 | 331 |
| | 1987 | 5,475 | 2,657 | 2,534 | 408 | | | 153 | | | 127 | 1,378 | 161 | 407 |
| Sutton | 1990 | 15,498 | 5,355 | 5,130 | 1,940 | 751 | | 417 | 448 | 448 | 1,105 | 3,262 | 538 | 486 |
| | 1987 | 16,650 | 5,140 | 4,924 | 2,108 | 855 | | 446 | 467 | 467 | 1,901 | 3,494 | 725 | 483 |
| Swisher | 1990 | 28,529 | 10,462 | 9,834 | 1,713 | 927 | | 946 | 665 | 395 | 6,665 | 2,580 | 1,122 | 3,068 |
| | 1987 | 27,124 | 9,068 | 8,524 | 1,832 | 1,061 | | 918 | 538 | 320 | 6,150 | 2,340 | 1,225 | 2,464 |
| Tarrant | 1990 | 10,035,437 | 2,077,888 | 2,010,062 | 940,521 | 1,296,227 | 1,012,219 | 431,343 | 464,240 | 252,556 | 2,608,250 | 687,658 | 384,638 | 286,562 |
| | 1987 | 8,017,521 | 1,603,207 | 1,550,875 | 808,730 | 1,038,823 | 811,214 | 366,148 | 373,985 | 203,456 | 2,068,575 | 563,801 | 335,517 | 208,165 |
| Taylor | 1990 | 888,838 | 128,601 | 124,120 | 87,273 | 142,573 | 128,178 | 42,297 | 38,292 | 21,431 | 218,797 | 84,840 | 37,518 | 23,988 |
| | 1987 | 799,457 | 115,879 | 111,841 | 79,387 | 122,273 | 109,928 | 39,807 | 36,504 | 20,431 | 199,412 | 73,447 | 42,589 | 19,710 |
| Terrell | 1990 | 4,419 | 563 | 441 | 735 | 612 | | | 42 | | 196 | 1,598 | | |
| | 1987 | 4,800 | 518 | 406 | 538 | 696 | | | 58 | | 170 | 2,170 | | |
| Terry | 1990 | 63,794 | 20,937 | 20,339 | 4,569 | 4,830 | | 2,182 | 332 | 332 | 16,665 | 5,686 | 2,881 | 3,343 |
| | 1987 | 60,577 | 18,567 | 18,037 | 4,499 | 4,879 | | 2,408 | 360 | 360 | 16,760 | 4,877 | 2,932 | 3,028 |
| Throckmorton | 1990 | 4,313 | 1,132 | 1,072 | 429 | | | | 46 | | 376 | 1,309 | | 264 |
| | 1987 | 4,091 | 1,128 | 1,068 | 407 | | | | 54 | | 525 | 1,118 | | 233 |
| Titus | 1990 | 183,270 | 31,059 | 30,584 | 16,491 | 26,269 | 16,884 | 9,787 | 7,186 | 5,868 | 48,771 | 12,563 | 9,454 | 7,309 |
| | 1987 | 157,061 | 25,504 | 25,114 | 14,538 | 21,331 | 13,711 | 8,474 | 6,173 | 5,042 | 40,476 | 13,145 | 9,332 | 6,170 |
| Tom Green | 1990 | 677,851 | 142,142 | 137,811 | 62,847 | 94,678 | 75,128 | 42,343 | 35,407 | 17,904 | 146,554 | 59,643 | 30,120 | 13,930 |
| | 1987 | 601,408 | 123,438 | 119,677 | 58,174 | 82,400 | 65,386 | 37,350 | 31,616 | 15,988 | 135,419 | 45,056 | 31,639 | 11,683 |
| Travis | 1990 | 5,090,147 | 1,259,990 | 1,221,882 | 602,465 | 558,867 | 425,310 | 302,457 | 284,661 | 143,867 | 948,997 | 262,346 | 176,333 | 135,708 |
| | 1987 | 4,160,622 | 946,281 | 917,661 | 522,953 | 473,351 | 360,231 | 249,499 | 242,983 | 122,803 | 821,319 | 224,761 | 189,992 | 98,652 |
| Trinity | 1990 | 50,687 | 18,974 | 18,166 | 2,426 | 484 | | 1,300 | 654 | | 9,804 | 8,239 | 3,152 | 2,717 |
| | 1987 | 43,442 | 15,306 | 14,654 | 2,198 | 731 | | 1,418 | 551 | | 9,524 | 6,477 | 2,661 | 2,054 |
| Tyler | 1990 | 72,092 | 21,241 | 20,004 | 2,817 | 10,821 | 10,153 | 242 | 1,570 | 1,570 | 20,030 | 9,145 | 725 | 2,418 |
| | 1987 | 59,633 | 17,338 | 16,328 | 2,539 | 9,148 | 8,584 | 341 | 1,268 | 1,268 | 16,649 | 6,716 | 986 | 2,074 |
| Upshur | 1990 | 128,391 | 27,721 | 26,297 | 5,782 | 15,470 | 12,292 | 1,370 | 2,862 | 1,827 | 19,563 | 13,683 | 2,938 | 4,318 |
| | 1987 | 106,140 | 21,512 | 20,407 | 5,326 | 11,924 | 9,475 | 1,622 | 2,186 | 1,396 | 19,914 | 10,820 | 3,709 | 3,530 |
| Upton | 1990 | 11,847 | 6,929 | 6,813 | 1,082 | 390 | | 59 | 181 | | 812 | 1,045 | 318 | 266 |
| | 1987 | 11,378 | 5,976 | 5,876 | 1,035 | 587 | | 66 | 183 | | 728 | 1,537 | 386 | 284 |
| Uvalde | 1990 | 158,480 | 45,272 | 44,447 | 10,971 | 17,825 | 14,306 | 4,662 | 2,379 | 1,761 | 21,527 | 29,625 | 13,045 | 2,434 |
| | 1987 | 132,059 | 38,133 | 37,438 | 9,820 | 14,069 | 11,292 | 5,312 | 2,443 | 1,809 | 18,635 | 21,063 | 11,733 | 2,321 |
| Val Verde | 1990 | 198,393 | 56,218 | 53,772 | 22,052 | 29,205 | 22,837 | 8,104 | 11,036 | 8,155 | 32,773 | 13,179 | 10,746 | 2,416 |
| | 1987 | 169,848 | 44,628 | 42,686 | 19,255 | 22,993 | 17,930 | 8,664 | 8,743 | 6,461 | 32,014 | 10,462 | 10,268 | 1,939 |
| Van Zandt | 1990 | 172,438 | 49,696 | 48,627 | 9,131 | 13,634 | 6,757 | 2,394 | 4,029 | 3,082 | 45,048 | 19,303 | 10,977 | 8,393 |
| | 1987 | 140,211 | 36,850 | 36,057 | 7,561 | 9,416 | 4,667 | 3,021 | 2,900 | 2,219 | 38,945 | 15,437 | 10,857 | 7,411 |
| Victoria | 1990 | 566,608 | 143,697 | 136,493 | 44,181 | 76,551 | 67,518 | 32,693 | 26,996 | 13,622 | 143,143 | 36,828 | 17,778 | 13,667 |
| | 1987 | 494,997 | 114,701 | 108,951 | 41,758 | 68,189 | 60,144 | 29,153 | 23,864 | 12,042 | 120,325 | 35,825 | 21,115 | 10,606 |
| Walker | 1990 | 295,030 | 60,872 | 58,697 | 28,755 | 30,369 | 26,401 | 11,734 | 4,995 | 3,096 | 54,175 | 47,867 | 11,191 | 9,411 |
| | 1987 | 247,380 | 51,863 | 50,010 | 27,880 | 24,525 | 21,321 | 10,081 | 4,968 | 3,080 | 47,757 | 35,649 | 12,553 | 7,560 |
| Waller | 1990 | 212,738 | 34,621 | 34,003 | 11,826 | 12,820 | 3,087 | 538 | 2,600 | 1,157 | 107,404 | 33,290 | 2,649 | 3,279 |
| | 1987 | 181,483 | 25,939 | 25,476 | 9,700 | 10,383 | 2,501 | 740 | 2,278 | 1,015 | 98,853 | 23,289 | 3,463 | 2,619 |
| Ward | 1990 | 46,375 | 14,818 | 14,235 | 5,142 | 3,631 | | 2,460 | 1,234 | 997 | 7,608 | 5,188 | 1,766 | 2,606 |
| | 1987 | 46,215 | 13,887 | 13,341 | 5,188 | 3,800 | | 2,472 | 1,494 | 1,208 | 8,419 | 4,938 | 1,961 | 2,234 |
| Washington | 1990 | 170,252 | 50,310 | 46,953 | 11,938 | 9,820 | 5,676 | 14,361 | 6,875 | 5,206 | 38,348 | 8,027 | 9,069 | 7,320 |
| | 1987 | 148,880 | 42,199 | 39,383 | 10,561 | 9,053 | 5,234 | 12,074 | 6,249 | 4,733 | 34,591 | 7,497 | 9,447 | 5,922 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1990
U.S. CENSUS: 1987

| METRO AREA<br>County | Year | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **TEXAS (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Webb | 1990 | 824,554 | 208,165 | 192,492 | 65,378 | 129,305 | 109,897 | 77,403 | 56,587 | 9,498 | 104,783 | 48,481 | 30,672 | 11,583 |
| | 1987 | 708,241 | 172,197 | 159,232 | 56,458 | 111,780 | 95,003 | 73,425 | 53,632 | 9,003 | 87,888 | 39,110 | 28,787 | 10,615 |
| Wharton | 1990 | 220,200 | 68,356 | 67,246 | 16,667 | 13,285 | 4,190 | 9,886 | 7,555 | 3,875 | 51,667 | 21,507 | 7,232 | 8,206 |
| | 1987 | 199,100 | 56,773 | 55,851 | 15,929 | 12,747 | 4,021 | 9,680 | 7,313 | 3,752 | 51,466 | 18,124 | 7,424 | 6,842 |
| Wheeler | 1990 | 31,299 | 10,636 | 10,257 | 2,450 | 618 | | 773 | 968 | 968 | 5,065 | 6,219 | 1,282 | 1,574 |
| | 1987 | 29,461 | 9,634 | 9,291 | 2,547 | 742 | | 801 | 868 | 868 | 5,139 | 5,255 | 1,485 | 1,360 |
| Wichita | 1990 | 944,547 | 140,368 | 135,362 | 111,876 | 179,925 | 149,352 | 43,356 | 38,566 | 21,908 | 202,898 | 84,693 | 48,738 | 32,280 |
| | 1987 | 826,429 | 122,978 | 118,592 | 99,346 | 148,185 | 123,006 | 36,975 | 38,033 | 21,606 | 185,680 | 68,755 | 46,945 | 24,562 |
| Wilbarger | 1990 | 88,007 | 18,075 | 17,652 | 5,892 | 8,333 | 4,018 | 4,452 | 2,341 | 1,245 | 16,966 | 18,542 | 4,421 | 4,993 |
| | 1987 | 78,756 | 16,636 | 16,247 | 6,265 | 7,875 | 3,798 | 4,386 | 2,282 | 1,214 | 15,379 | 14,438 | 4,094 | 4,099 |
| Willacy | 1990 | 56,694 | 22,434 | 21,378 | 2,355 | 5,909 | 4,709 | 694 | 1,711 | 751 | 11,772 | 4,877 | 1,667 | 3,025 |
| | 1987 | 50,062 | 18,627 | 17,750 | 2,280 | 4,452 | 3,548 | 987 | 1,934 | 850 | 11,498 | 4,091 | 1,861 | 2,461 |
| Williamson | 1990 | 692,766 | 223,234 | 220,677 | 54,451 | 69,327 | 62,420 | 29,732 | 16,028 | 11,634 | 134,060 | 80,228 | 24,851 | 16,986 |
| | 1987 | 531,311 | 166,247 | 164,343 | 45,039 | 51,233 | 46,129 | 23,806 | 13,319 | 9,669 | 107,656 | 59,098 | 22,110 | 12,575 |
| Wilson | 1990 | 87,113 | 22,980 | 17,118 | 3,671 | 11,048 | | 447 | 501 | 501 | 26,699 | 11,502 | 4,052 | 3,088 |
| | 1987 | 71,295 | 20,097 | 14,970 | 3,064 | 8,284 | | 459 | 824 | 824 | 21,851 | 8,203 | 3,733 | 2,215 |
| Winkler | 1990 | 30,790 | 14,561 | 14,092 | 1,620 | 2,765 | 1,668 | 1,846 | 947 | 698 | 3,268 | 2,204 | 1,683 | 355 |
| | 1987 | 32,140 | 12,459 | 12,058 | 1,761 | 2,782 | 1,679 | 1,906 | 1,142 | 843 | 4,789 | 2,798 | 2,193 | 650 |
| Wise | 1990 | 249,574 | 50,770 | 49,053 | 16,261 | 14,134 | 9,010 | 3,536 | 1,313 | 732 | 115,229 | 27,813 | 5,079 | 3,477 |
| | 1987 | 191,836 | 39,426 | 38,093 | 11,846 | 11,825 | 7,539 | 3,145 | 1,132 | 632 | 85,101 | 22.903 | 4,553 | 2,797 |
| Wood | 1990 | 155,176 | 41,297 | 39,593 | 8,318 | 16,968 | 12,753 | 5,305 | 4,525 | 2,344 | 29,983 | 18,373 | 9,265 | 6,405 |
| | 1987 | 127,650 | 33,999 | 32,596 | 7,454 | 13,641 | 10,253 | 4,480 | 3,678 | 1,906 | 26,059 | 13,478 | 8,369 | 4,961 |
| Yoakum | 1990 | 37,777 | 19,373 | 19,172 | 2,350 | 1,476 | | 1,438 | 1,054 | 747 | 6,531 | 1,495 | 2,212 | 505 |
| | 1987 | 33,394 | 15,201 | 15,043 | 2,001 | 1,472 | | 1,754 | 885 | 628 | 6,572 | 1,366 | 2,464 | 434 |
| Young | 1990 | 108,556 | 27,262 | 26,453 | 7,008 | 14,200 | 9,226 | 4,788 | 2,731 | 2,436 | 21,831 | 14,306 | 1,986 | 4,026 |
| | 1987 | 97,824 | 24,460 | 23,734 | 7,040 | 13,261 | 8,617 | 4,462 | 2,914 | 2,600 | 20,390 | 10,457 | 2,320 | 3,168 |
| Zapata | 1990 | 18,580 | 8,571 | 7,496 | 2,189 | 1,051 | | 214 | 261 | | 1,917 | 1,185 | 1,188 | 519 |
| | 1987 | 16,054 | 6,960 | 6,087 | 1,875 | 808 | | 391 | 239 | | 1,702 | 1,439 | 978 | 382 |
| Zavala | 1990 | 22,813 | 14,282 | 14,021 | 1,334 | 335 | | 114 | 604 | 553 | 2,546 | 1,707 | 863 | 615 |
| | 1987 | 21,410 | 11,995 | 11,776 | 1,455 | 374 | | 140 | 783 | 718 | 2,487 | 1,938 | 1,031 | 745 |
| **TOTAL METRO COUNTIES** | 1990 | 104,939,605 | 22,538,987 | 21,699,890 | 10,187,850 | 13,698,932 | 10,797,895 | 5,863,157 | 4,782,546 | 2,560,321 | 24,762,283 | 6,985,854 | 3,669,766 | 2,764,184 |
| | 1987 | 87,259,182 | 18,090,737 | 17,415,650 | 9,020,242 | 11,262,284 | 8,883,129 | 5,002,559 | 4,145,505 | 2,220,170 | 20,617,275 | 6,023,645 | 3,551,508 | 2,165,531 |
| **TOTAL STATE** | 1990 | 120,458,993 | 26,994,875 | 25,989,199 | 11,369,928 | 15,170,710 | 11,702,393 | 6,447,202 | 5,192,066 | 2,826,147 | 27,999,013 | 8,548,522 | 4,432,370 | 3,359,715 |
| | 1987 | 100,660,788 | 21,780,861 | 20,967,619 | 10,092,693 | 12,499,541 | 9,635,681 | 5,543,106 | 4,525,906 | 2,466,658 | 23,521,552 | 7,347,134 | 4,300,885 | 2,649,767 |
| **UTAH** | | | | | | | | | | | | | | |
| **PROVO - OREM** | 1990 | 1,217,584 | 280,198 | 270,966 | 90,599 | 166,812 | 138,079 | 61,673 | 60,907 | 32,772 | 217,015 | 125,465 | 66,204 | 44,750 |
| | 1987 | 987,554 | 225,991 | 218,545 | 75,508 | 132,982 | 110,077 | 46,357 | 50,484 | 27,164 | 193,598 | 99,907 | 55,299 | 30,653 |
| Utah | 1990 | 1,217,584 | 280,198 | 270,966 | 90,599 | 166,812 | 138,079 | 61,673 | 60,907 | 32,772 | 217,015 | 125,465 | 66,204 | 44,750 |
| | 1987 | 987,554 | 225,991 | 218,545 | 75,508 | 132,982 | 110,077 | 46,357 | 50,484 | 27,164 | 193,598 | 99,907 | 55,299 | 30,653 |
| **SALT LAKE CITY - OGDEN** | 1990 | 7,558,308 | 1,629,302 | 1,553,900 | 684,283 | 987,487 | 783,805 | 431,388 | 486,029 | 302,587 | 1,633,398 | 471,931 | 383,457 | 125,631 |
| | 1987 | 6,102,301 | 1,310,037 | 1,249,205 | 560,741 | 780,089 | 623,010 | 317,454 | 379,016 | 235,676 | 1,389,991 | 409,393 | 303,583 | 98,693 |
| Davis | 1990 | 971,780 | 224,157 | 219,715 | 62,208 | 97,995 | 90,790 | 8,266 | 72,916 | 51,954 | 278,708 | 85,578 | 58,005 | 16,761 |
| | 1987 | 766,265 | 170,863 | 167,477 | 47,667 | 74,445 | 68,972 | 13,514 | 55,508 | 39,551 | 234,056 | 67,615 | 43,321 | 11,461 |
| Salt Lake | 1990 | 5,383,865 | 1,153,568 | 1,088,139 | 540,599 | 682,981 | 561,915 | 369,958 | 357,058 | 226,578 | 1,054,753 | 307,322 | 269,947 | 77,280 |
| | 1987 | 4,357,294 | 932,821 | 879,912 | 442,505 | 543,605 | 447,246 | 264,579 | 278,895 | 176,979 | 905,285 | 275,976 | 213,270 | 65,088 |
| Weber | 1990 | 1,202,663 | 251,577 | 246,046 | 81,476 | 206,511 | 136,100 | 53,164 | 56,055 | 24,055 | 299,937 | 79,031 | 55,504 | 31,590 |
| | 1987 | 978,742 | 206,353 | 201,816 | 70,569 | 162,039 | 106,792 | 39,361 | 44,613 | 19,146 | 250,650 | 65,802 | 46,992 | 22,144 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Beaver | 1990 | 21,833 | 6,447 | 5,722 | 2,539 | 127 | | 203 | 261 | 261 | 122 | 7,957 | 843 | 1,140 |
| | 1987 | 17,944 | 4,390 | 3,896 | 1,847 | 178 | | 360 | 395 | 395 | 101 | 7,782 | 630 | 773 |
| Box Elder | 1990 | 161,487 | 36,116 | 35,909 | 19,789 | 13,877 | 7,517 | 2,917 | 4,585 | 2,220 | 36,424 | 22,200 | 10,734 | 4,609 |
| | 1987 | 133,864 | 30,866 | 30,689 | 16,725 | 10,146 | 5,497 | 2,616 | 4,141 | 2,006 | 32,977 | 17,437 | 7,762 | 3,733 |
| Cache | 1990 | 328,134 | 81,976 | 76,006 | 26,413 | 41,182 | 39,842 | 18,096 | 17,620 | 10,271 | 49,981 | 24,091 | 24,639 | 13,162 |
| | 1987 | 269,064 | 64,724 | 60,010 | 22,377 | 34,162 | 33,051 | 12,981 | 14,087 | 8,212 | 44,400 | 20,595 | 20,045 | 8,998 |
| Carbon | 1990 | 99,115 | 29,721 | 29,377 | 8,155 | 10,821 | 5,671 | 2,071 | 6,000 | 2,374 | 19,874 | 4,785 | 5,516 | 6,404 |
| | 1987 | 94,610 | 28,612 | 28,281 | 7,962 | 10,004 | 5,243 | 2,035 | 5,210 | 2,062 | 19,871 | 5,977 | 4,869 | 4,514 |
| Daggett | 1990 | 2,169 | 278 | 267 | 84 | 1,135 | | | | | | 277 | | |
| | 1987 | 2,469 | 446 | 429 | 132 | 1,076 | | | | | | 426 | | |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1990
U.S. CENSUS: 1987

| METRO AREA<br>County | Year |  | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **UTAH (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Davis | 1990 | 971,780 | 224,157 | 219,715 | 62,208 | 97,995 | 90,790 | 8,266 | 72,916 | 51,954 | 278,708 | 85,578 | 58,006 | 16,761 |
|  | 1987 | 766,265 | 170,863 | 167,477 | 47,667 | 74,445 | 68,972 | 13,514 | 55,508 | 39,551 | 234,056 | 67,615 | 43,321 | 11,461 |
| Duchesne | 1990 | 50,399 | 14,246 | 14,073 | 1,687 | 6,250 |  | 1,050 | 1,912 | 1,020 | 11,113 | 6,297 | 1,612 | 1,011 |
|  | 1987 | 48,550 | 13,684 | 13,518 | 1,694 | 5,608 |  | 817 | 1,719 | 918 | 11,431 | 6,069 | 1,577 | 1,303 |
| Emery | 1990 | 25,285 | 6,075 | 5,882 | 3,060 | 1,423 |  | 249 | 237 |  | 1,432 | 5,037 | 2,824 | 311 |
|  | 1987 | 22,978 | 5,187 | 5,022 | 2,459 | 1,070 |  | 350 | 262 |  | 1,230 | 6,465 | 2,284 | 230 |
| Garfield | 1990 | 13,298 | 4,039 | 3,849 | 1,637 | 150 |  |  | 32 |  | 1,320 | 2,978 | 1,195 | 493 |
|  | 1987 | 10,710 | 2,889 | 2,753 | 1,382 | 231 |  |  | 58 |  | 1,127 | 2,355 | 1,077 | 378 |
| Grand | 1990 | 28,322 | 9,243 | 9,121 | 2,824 | 1,133 |  | 930 | 793 |  | 2,276 | 5,088 | 741 | 693 |
|  | 1987 | 30,482 | 9,746 | 9,617 | 2,978 | 1,281 |  | 843 | 743 |  | 2,697 | 5,266 | 814 | 743 |
| Iron | 1990 | 129,522 | 21,664 | 21,404 | 17,401 | 9,556 | 6,240 | 7,449 | 4,254 | 3,781 | 31,499 | 12,616 | 11,580 | 2,549 |
|  | 1987 | 113,624 | 19,854 | 19,616 | 14,122 | 8,177 | 5,340 | 5,397 | 3,711 | 3,299 | 28,973 | 12,828 | 9,437 | 1,744 |
| Juab | 1990 | 28,301 | 4,041 | 3,910 | 1,443 |  |  | 115 | 228 | 228 | 4,054 | 16,723 | 1,231 |  |
|  | 1987 | 23,748 | 3,995 | 3,865 | 1,599 |  |  | 175 | 259 | 259 | 4,135 | 12,012 | 1,104 |  |
| Kane | 1990 | 22,908 | 6,021 | 5,706 | 2,263 | 436 |  | 117 | 742 | 600 | 1,640 | 7,871 | 1,406 | 406 |
|  | 1987 | 19,131 | 4,422 | 4,191 | 2,235 | 525 |  | 111 | 570 | 462 | 1,320 | 6,851 | 1,131 | 278 |
| Millard | 1990 | 46,650 | 11,945 | 11,750 | 3,063 | 688 |  | 1,462 | 2,075 | 1,883 | 7,475 | 9,818 | 4,482 | 1,438 |
|  | 1987 | 38,555 | 10,451 | 10,280 | 2,673 | 674 |  | 1,006 | 1,644 | 1,493 | 6,239 | 7,777 | 3,661 | 998 |
| Morgan | 1990 | 10,634 | 5,514 | 5,384 | 1,026 |  |  | 51 | 66 |  | 1,718 | 336 |  | 492 |
|  | 1987 | 8,731 | 3,930 | 3,837 | 920 |  |  | 58 | 98 |  | 1,860 | 434 |  | 338 |
| Piute | 1990 | 2,298 | 807 | 765 | 64 | 498 |  |  |  |  | 87 | 600 |  |  |
|  | 1987 | 1,972 | 730 | 692 | 76 | 388 |  |  |  |  | 86 | 446 |  |  |
| Rich | 1990 | 4,828 | 993 | 934 | 281 | 661 |  |  |  |  | 135 | 1,370 |  |  |
|  | 1987 | 4,508 | 636 | 598 | 294 | 567 |  |  |  |  | 108 | 1,894 |  |  |
| Salt Lake | 1990 | 5,383,865 | 1,153,568 | 1,088,139 | 540,599 | 682,981 | 561,915 | 369,958 | 357,058 | 226,578 | 1,054,753 | 307,322 | 269,947 | 77,280 |
|  | 1987 | 4,357,294 | 932,821 | 879,912 | 442,505 | 543,605 | 447,246 | 264,579 | 278,895 | 176,979 | 905,285 | 275,976 | 213,270 | 65,088 |
| San Juan | 1990 | 21,213 | 6,060 | 5,819 | 2,042 | 3,281 |  | 244 | 359 | 275 | 3,842 | 1,940 | 1,097 | 757 |
|  | 1987 | 20,943 | 5,988 | 5,750 | 1,991 | 3,362 |  | 178 | 369 | 284 | 3,973 | 1,990 | 1,042 | 517 |
| Sanpete | 1990 | 53,504 | 25,822 | 25,520 | 2,489 | 580 |  | 646 | 1,675 | 636 | 7,907 | 7,470 | 1,976 | 1,560 |
|  | 1987 | 42,866 | 18,998 | 18,776 | 2,194 | 560 |  | 751 | 1,601 | 609 | 6,735 | 5,922 | 1,667 | 1,264 |
| Sevier | 1990 | 91,270 | 12,094 | 11,981 | 5,120 | 7,463 | 5,164 | 10,395 | 2,616 | 1,840 | 20,572 | 23,824 | 3,786 | 1,872 |
|  | 1987 | 78,877 | 11,978 | 11,866 | 4,818 | 6,111 | 4,229 | 7,159 | 2,177 | 1,532 | 18,473 | 19,447 | 3,477 | 1,353 |
| Summit | 1990 | 132,906 | 41,559 | 39,990 | 21,696 | 144 |  | 7,235 | 2,268 | 2,195 | 5,499 | 23,650 | 4,837 | 2,563 |
|  | 1987 | 103,578 | 32,896 | 31,654 | 19,062 | 120 |  | 4,944 | 1,642 | 1,590 | 5,586 | 16,442 | 4,709 | 2,112 |
| Tooele | 1990 | 109,647 | 31,769 | 31,542 | 7,681 | 3,968 |  | 949 | 620 | 337 | 22,196 | 27,981 | 8,278 | 550 |
|  | 1987 | 92,142 | 27,912 | 27,713 | 6,749 | 2,902 |  | 1,029 | 1,125 | 613 | 18,444 | 21,423 | 6,418 | 994 |
| Uintah | 1990 | 83,273 | 21,999 | 21,746 | 5,686 | 9,429 | 5,629 | 3,040 | 924 | 655 | 17,509 | 10,081 | 3,852 | 754 |
|  | 1987 | 87,463 | 22,241 | 21,985 | 6,313 | 9,870 | 5,893 | 2,754 | 1,342 | 953 | 19,852 | 10,102 | 4,034 | 1,242 |
| Utah | 1990 | 1,217,584 | 280,198 | 270,966 | 90,599 | 166,812 | 138,079 | 61,673 | 60,907 | 32,772 | 217,015 | 125,465 | 66,204 | 44,750 |
|  | 1987 | 987,554 | 225,991 | 218,545 | 75,508 | 132,982 | 110,077 | 46,357 | 50,484 | 27,164 | 193,598 | 99,907 | 55,299 | 30,653 |
| Wasatch | 1990 | 31,748 | 9,588 | 9,449 | 4,479 | 924 |  | 522 | 707 | 423 | 2,487 | 4,453 | 2,523 | 3,532 |
|  | 1987 | 28,824 | 8,291 | 8,171 | 3,912 | 1,032 |  | 369 | 542 | 325 | 2,710 | 5,665 | 1,998 | 2,392 |
| Washington | 1990 | 301,755 | 66,515 | 66,276 | 23,450 | 20,088 | 9,489 | 11,078 | 22,413 | 20,197 | 84,952 | 22,251 | 27,377 | 7,673 |
|  | 1987 | 230,492 | 49,857 | 49,678 | 18,512 | 14,929 | 7,053 | 8,136 | 15,355 | 13,837 | 64,133 | 20,353 | 19,713 | 5,240 |
| Wayne | 1990 | 5,056 | 2,795 | 2,614 | 570 | 347 |  | 48 | 62 |  | 353 | 68 | 45 |  |
|  | 1987 | 3,954 | 1,935 | 1,810 | 493 | 308 |  | 56 | 96 |  | 275 | 81 | 57 |  |
| Weber | 1990 | 1,202,663 | 251,577 | 246,046 | 81,476 | 206,511 | 136,100 | 53,164 | 56,055 | 24,055 | 299,937 | 79,031 | 55,504 | 31,590 |
|  | 1987 | 978,742 | 206,353 | 201,816 | 70,569 | 162,039 | 106,792 | 39,361 | 44,613 | 19,146 | 250,650 | 65,802 | 46,992 | 22,144 |
| **TOTAL METRO COUNTIES** | **1990** | **8,775,892** | **1,909,500** | **1,824,866** | **774,882** | **1,154,299** | **926,884** | **493,061** | **546,936** | **335,359** | **1,850,413** | **597,396** | **449,661** | **170,381** |
|  | 1987 | 7,089,855 | 1,536,028 | 1,467,750 | 636,249 | 913,071 | 733,087 | 363,811 | 429,500 | 262,840 | 1,583,589 | 509,300 | 358,882 | 129,346 |
| **TOTAL STATE** | **1990** | **10,581,447** | **2,366,827** | **2,269,862** | **939,824** | **1,288,460** | **1,006,436** | **561,928** | **617,385** | **384,555** | **2,184,880** | **847,158** | **570,235** | **222,350** |
|  | 1987 | 8,619,934 | 1,920,686 | 1,842,447 | 779,768 | 1,026,352 | 799,393 | 415,936 | 486,645 | 301,689 | 1,880,325 | 725,339 | 456,388 | 168,490 |
| **VERMONT** | | | | | | | | | | | | | | |
| **BURLINGTON** | **1990** | **1,203,789** | **269,939** | **250,986** | **143,804** | **107,007** | **82,071** | **63,437** | **64,428** | **37,783** | **206,928** | **84,498** | **80,216** | **30,632** |
|  | 1987 | 1,105,674 | 218,629 | 203,253 | 114,013 | 113,537 | 86,957 | 64,322 | 56,780 | 33,268 | 218,497 | 68,624 | 90,982 | 28,409 |
| Chittenden | 1990 | 1,185,990 | 267,526 | 248,951 | 141,496 | 105,954 | 82,071 | 63,368 | 64,321 | 37,783 | 200,596 | 81,101 | 79,887 | 30,468 |
|  | 1987 | 1,089,385 | 216,384 | 201,360 | 112,427 | 112,260 | 86,957 | 64,236 | 56,633 | 33,268 | 212,621 | 66,251 | 90,619 | 28,237 |
| Grand Isle | 1990 | 17,799 | 2,413 | 2,035 | 2,308 | 1,053 |  | 69 | 107 |  | 6,332 | 3,397 | 329 | 164 |
|  | 1987 | 16,289 | 2,245 | 1,893 | 1,586 | 1,277 |  | 86 | 147 |  | 5,876 | 2,373 | 363 | 172 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1990<br>U.S. CENSUS: 1987<br>METRO AREA<br>County | Year | Total Retail Sales ($000) | Food Stores Total ($000) | Food Stores Supermarkets ($000) | Eating & Drinking Places Total ($000) | General Merchandise Stores Total ($000) | General Merchandise Stores Department Stores ($000) | Apparel & Accessories Stores Total ($000) | Furniture/Home Furnishings/Appliance Stores Total ($000) | Furniture/Home Furnishings/Appliance Stores Furniture & Home Furn. ($000) | Automotive Dealers Total ($000) | Gasoline Service Stations Total ($000) | Bldg. Mtls. & Hardware Dealers Total ($000) | Drugstores Total ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **VERMONT (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Addison | 1990 | 198,221 | 41,459 | 40,629 | 17,498 | 11,611 | 6,995 | 5,277 | 3,578 | 2,926 | 51,734 | 14,434 | 20,896 | 7,274 |
| | 1987 | 181,493 | 36,575 | 35,843 | 14,086 | 11,347 | 6,837 | 6,031 | 2,865 | 2,344 | 47,451 | 13,143 | 22,009 | 6,533 |
| Bennington | 1990 | 428,712 | 85,704 | 81,668 | 38,779 | 22,031 | 12,284 | 24,824 | 20,074 | 13,661 | 76,019 | 17,193 | 32,102 | 9,540 |
| | 1987 | 397,604 | 69,415 | 66,146 | 31,034 | 23,192 | 12,932 | 22,485 | 16,754 | 11,403 | 73,915 | 16,116 | 33,681 | 8,870 |
| Caledonia | 1990 | 184,431 | 49,342 | 48,903 | 14,970 | 12,573 | 5,917 | 10,616 | 8,916 | 4,136 | 40,060 | 15,144 | 15,546 | 4,677 |
| | 1987 | 175,326 | 41,284 | 40,917 | 12,099 | 14,066 | 6,620 | 9,838 | 7,380 | 3,424 | 41,652 | 13,104 | 17,262 | 4,462 |
| Chittenden | 1990 | 1,185,990 | 267,526 | 248,951 | 141,496 | 105,954 | 82,071 | 63,368 | 64,321 | 37,783 | 200,596 | 81,101 | 79,887 | 30,468 |
| | 1987 | 1,089,385 | 216,384 | 201,360 | 112,427 | 112,260 | 86,957 | 64,236 | 56,633 | 33,268 | 212,621 | 66,251 | 90,619 | 28,237 |
| Essex | 1990 | 10,824 | 3,894 | 3,618 | 2,860 | | | 231 | 92 | | 867 | 875 | 344 | |
| | 1987 | 9,894 | 2,832 | 2,631 | 2,311 | | | 275 | 116 | | 822 | 1,367 | 392 | |
| Franklin | 1990 | 263,646 | 73,281 | 70,459 | 15,672 | 12,869 | 6,916 | 8,295 | 10,532 | 4,421 | 62,578 | 13,782 | 14,708 | 8,700 |
| | 1987 | 240,516 | 59,959 | 57,650 | 12,576 | 13,915 | 7,479 | 8,642 | 8,630 | 3,623 | 62,379 | 14,967 | 16,724 | 7,920 |
| Grand Isle | 1990 | 17,799 | 2,413 | 2,035 | 2,308 | 1,053 | | 69 | 107 | | 6,332 | 3,397 | 329 | 164 |
| | 1987 | 16,289 | 2,245 | 1,893 | 1,586 | 1,277 | | 86 | 147 | | 5,876 | 2,373 | 363 | 172 |
| Lamoille | 1990 | 142,781 | 37,540 | 31,660 | 20,148 | 7,997 | 3,899 | 3,594 | 3,382 | 2,682 | 12,645 | 7,846 | 16,029 | 5,892 |
| | 1987 | 133,033 | 33,984 | 28,661 | 16,510 | 8,381 | 4,087 | 3,707 | 3,142 | 2,493 | 12,103 | 7,683 | 16,511 | 5,486 |
| Orange | 1990 | 126,575 | 39,828 | 33,609 | 12,373 | 1,418 | | 395 | 2,116 | 1,286 | 15,575 | 16,154 | 20,513 | 3,580 |
| | 1987 | 117,047 | 33,122 | 27,950 | 9,459 | 2,214 | | 541 | 1,805 | 1,098 | 15,312 | 13,461 | 22,379 | 3,568 |
| Orleans | 1990 | 161,966 | 45,444 | 43,233 | 12,007 | 13,931 | 4,900 | 2,909 | 4,867 | 616 | 40,823 | 8,414 | 16,098 | 5,309 |
| | 1987 | 145,204 | 37,506 | 35,681 | 9,100 | 13,056 | 4,593 | 2,493 | 3,809 | 483 | 39,374 | 8,340 | 15,331 | 4,836 |
| Rutland | 1990 | 552,233 | 110,927 | 106,195 | 59,617 | 40,289 | 33,412 | 20,417 | 23,710 | 16,341 | 135,701 | 27,103 | 30,472 | 16,741 |
| | 1987 | 514,016 | 96,937 | 92,802 | 47,724 | 40,304 | 33,425 | 21,516 | 19,976 | 13,768 | 136,852 | 24,702 | 34,764 | 15,251 |
| Washington | 1990 | 452,661 | 102,943 | 97,900 | 36,073 | 35,270 | 31,809 | 14,043 | 20,486 | 11,002 | 95,845 | 32,365 | 34,607 | 10,747 |
| | 1987 | 419,473 | 85,594 | 81,401 | 31,475 | 34,652 | 31,253 | 13,100 | 19,115 | 10,266 | 99,359 | 27,804 | 37,576 | 10,631 |
| Windham | 1990 | 406,048 | 91,638 | 86,867 | 42,627 | 17,305 | 12,007 | 17,036 | 22,748 | 13,370 | 71,954 | 41,586 | 36,854 | 8,823 |
| | 1987 | 375,877 | 77,772 | 73,723 | 35,995 | 16,698 | 11,587 | 17,437 | 18,517 | 10,884 | 69,641 | 40,107 | 40,730 | 8,974 |
| Windsor | 1990 | 380,110 | 87,713 | 81,794 | 42,803 | 13,393 | 5,493 | 8,415 | 14,204 | 8,597 | 119,878 | 25,792 | 29,818 | 6,121 |
| | 1987 | 357,861 | 71,350 | 66,535 | 33,188 | 13,372 | 5,485 | 8,348 | 11,358 | 6,875 | 119,810 | 26,979 | 33,415 | 5,940 |
| **TOTAL METRO COUNTIES** | **1990** | **1,203,789** | **269,939** | **250,986** | **143,804** | **107,007** | **82,071** | **63,437** | **64,428** | **37,783** | **206,928** | **84,498** | **80,216** | **30,632** |
| | 1987 | 1,105,674 | 218,629 | 203,253 | 114,013 | 113,537 | 86,957 | 64,322 | 56,780 | 33,268 | 218,497 | 68,624 | 90,982 | 28,409 |
| **TOTAL STATE** | **1990** | **4,511,997** | **1,039,652** | **977,521** | **459,231** | **295,694** | **205,703** | **179,489** | **199,133** | **116,821** | **930,607** | **305,186** | **348,203** | **118,036** |
| | 1987 | 4,173,018 | 864,959 | 813,193 | 369,570 | 304,734 | 211,255 | 178,735 | 170,247 | 99,929 | 937,167 | 276,397 | 381,756 | 110,880 |
| **VIRGINIA** | | | | | | | | | | | | | | |
| **CHARLOTTESVILLE** | **1990** | **1,125,121** | **245,127** | **238,537** | **99,962** | **120,930** | **94,262** | **65,710** | **55,378** | **35,571** | **189,604** | **53,855** | **66,709** | **37,038** |
| | 1987 | 939,804 | 204,422 | 198,942 | 82,590 | 100,912 | 78,604 | 55,973 | 49,244 | 31,494 | 174,354 | 48,163 | 62,879 | 27,573 |
| Albemarle | 1990 | 224,314 | 38,943 | 37,787 | 16,618 | 51,664 | 33,596 | 22,449 | 6,379 | 2,567 | 12,548 | 16,966 | 17,671 | 2,842 |
| | 1987 | 192,357 | 35,094 | 34,052 | 14,904 | 42,523 | 27,653 | 20,530 | 6,185 | 2,489 | 14,129 | 14,250 | 16,432 | 2,529 |
| Charlottesville city | 1990 | 858,167 | 187,482 | 183,008 | 81,031 | 68,699 | 60,666 | 42,624 | 48,068 | 32,073 | 172,054 | 29,271 | 45,097 | 33,585 |
| | 1987 | 710,155 | 154,229 | 150,549 | 66,016 | 57,697 | 50,951 | 34,743 | 42,238 | 28,184 | 154,909 | 27,341 | 42,160 | 24,604 |
| Fluvanna | 1990 | 18,330 | 9,157 | 8,860 | 799 | 69 | | 151 | 279 | 279 | 2,434 | 3,849 | 897 | 93 |
| | 1987 | 16,922 | 7,860 | 7,605 | 636 | 73 | | 279 | 252 | 252 | 2,527 | 2,973 | 1,670 | 87 |
| Greene | 1990 | 24,310 | 9,545 | 8,882 | 1,514 | 498 | | 486 | 652 | 652 | 2,568 | 3,769 | 3,044 | 518 |
| | 1987 | 20,370 | 7,239 | 6,736 | 1,034 | 619 | | 421 | 569 | 569 | 2,789 | 3,599 | 2,617 | 353 |
| **DANVILLE** | **1990** | **692,645** | **164,433** | **160,425** | **56,582** | **103,038** | **85,594** | **11,969** | **31,922** | **23,191** | **144,099** | **68,247** | **38,325** | **36,559** |
| | 1987 | 588,129 | 140,608 | 137,133 | 49,509 | 75,982 | 62,234 | 19,435 | 27,883 | 20,294 | 137,322 | 46,822 | 34,900 | 25,898 |
| Danville city | 1990 | 583,956 | 122,791 | 120,561 | 48,997 | 98,202 | 85,594 | 10,464 | 29,698 | 21,416 | 130,727 | 48,027 | 32,786 | 30,061 |
| | 1987 | 487,113 | 103,070 | 101,198 | 41,803 | 71,400 | 62,234 | 17,732 | 25,473 | 18,370 | 122,349 | 32,967 | 27,349 | 20,936 |
| Pittsylvania | 1990 | 108,689 | 41,642 | 39,864 | 7,585 | 4,836 | | 1,505 | 2,224 | 1,775 | 13,372 | 20,220 | 5,539 | 6,498 |
| | 1987 | 101,016 | 37,538 | 35,935 | 7,706 | 4,582 | | 1,703 | 2,410 | 1,924 | 14,973 | 13,855 | 7,551 | 4,962 |
| **LYNCHBURG** | **1990** | **1,047,844** | **227,454** | **221,181** | **94,273** | **165,479** | **138,572** | **43,066** | **49,827** | **32,764** | **175,965** | **103,719** | **62,482** | **49,349** |
| | 1987 | 902,772 | 196,255 | 190,902 | 80,776 | 137,354 | 115,836 | 37,824 | 45,671 | 30,087 | 173,132 | 76,244 | 56,825 | 35,271 |
| Amherst | 1990 | 122,483 | 41,129 | 40,866 | 12,387 | 15,803 | 14,435 | 529 | 2,209 | 1,436 | 15,002 | 17,5[illegible] | 7,074 | 5,609 |
| | 1987 | 106,680 | 36,414 | 36,181 | 10,092 | 11,787 | 10,767 | 968 | 2,042 | 1,328 | 16,704 | 13,[illegible]31 | 6,626 | 4,380 |
| Campbell | 1990 | 205,451 | 53,416 | 52,688 | 14,190 | 14,864 | 6,646 | 4,032 | 8,130 | 3,499 | 51,888 | 17,611 | 12,494 | 13,406 |
| | 1987 | 169,008 | 47,180 | 46,537 | 11,444 | 10,288 | 4,601 | 3,272 | 7,253 | 3,122 | 45,607 | 12,456 | 11,589 | 9,717 |
| Lynchburg city | 1990 | 719,910 | 132,909 | 127,627 | 67,696 | 134,812 | 117,491 | 38,505 | 39,488 | 27,829 | 109,075 | 68,559 | 42,914 | 30,334 |
| | 1987 | 627,084 | 112,661 | 108,184 | 59,240 | 115,279 | 100,468 | 33,584 | 36,376 | 25,637 | 110,821 | 50,257 | 38,610 | 21,174 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1990<br>U.S. CENSUS: 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **VIRGINIA (continued)** | | | | | | | | | | | | | | |
| **NORFOLK - VIRGINIA BEACH - NEWPORT NEWS** | **1990** | **10,395,293** | **2,057,299** | **1,977,551** | **1,026,643** | **1,211,872** | **992,112** | **523,682** | **581,037** | **388,652** | **2,290,169** | **704,603** | **492,574** | **345,761** |
| | 1987 | 8,738,629 | 1,701,080 | 1,634,831 | 859,637 | 988,686 | 805,021 | 448,840 | 516,095 | 344,015 | 2,126,320 | 556,627 | 441,207 | 243,535 |
| Chesapeake city | 1990 | 1,004,659 | 196,888 | 196,228 | 76,069 | 116,519 | 108,505 | 25,968 | 23,793 | 16,254 | 296,825 | 80,207 | 79,645 | 36,199 |
| | 1987 | 800,998 | 160,732 | 160,193 | 58,669 | 84,493 | 78,682 | 19,873 | 19,044 | 13,010 | 250,522 | 67,085 | 67,041 | 24,532 |
| Gloucester | 1990 | 163,667 | 44,998 | 43,300 | 19,939 | 18,214 | 15,556 | 1,759 | 5,473 | 4,841 | 27,930 | 17,901 | 12,143 | 4,570 |
| | 1987 | 135,747 | 40,518 | 38,989 | 14,216 | 13,797 | 11,784 | 1,595 | 4,639 | 4,104 | 25,999 | 12,042 | 10,305 | 3,743 |
| Hampton city | 1990 | 1,365,298 | 179,380 | 178,432 | 92,428 | 142,593 | 91,362 | 63,011 | 72,114 | 39,453 | 260,623 | 81,141 | 57,161 | 44,388 |
| | 1987 | 1,165,686 | 169,109 | 168,215 | 82,881 | 132,738 | 85,048 | 58,937 | 63,366 | 34,668 | 249,417 | 60,662 | 46,817 | 30,612 |
| James City | 1990 | 193,296 | 18,303 | 14,010 | 9,617 | | | 35,351 | 84,456 | 79,847 | 12,450 | 19,304 | 2,997 | 240 |
| | 1987 | 159,363 | 16,119 | 12,338 | 9,185 | | | 25,008 | 74,070 | 70,029 | 10,409 | 13,120 | 2,628 | 194 |
| Newport News city | 1990 | 1,250,481 | 225,701 | 211,287 | 92,181 | 169,016 | 159,274 | 43,463 | 47,587 | 33,573 | 367,444 | 104,156 | 68,440 | 32,003 |
| | 1987 | 1,058,258 | 183,608 | 171,882 | 78,695 | 133,998 | 126,275 | 40,363 | 41,265 | 29,113 | 340,909 | 76,688 | 68,786 | 22,479 |
| Norfolk city | 1990 | 2,000,561 | 381,123 | 353,393 | 218,413 | 357,900 | 295,479 | 114,196 | 107,600 | 59,447 | 402,935 | 101,999 | 52,855 | 79,772 |
| | 1987 | 1,739,450 | 323,673 | 300,123 | 189,171 | 275,301 | 227,287 | 103,321 | 99,204 | 54,809 | 404,789 | 88,215 | 50,646 | 54,728 |
| Poquoson city | 1990 | 26,985 | 15,195 | 14,572 | 1,810 | | | 101 | 128 | | 3,053 | 2,919 | 217 | 1,275 |
| | 1987 | 22,898 | 13,115 | 12,577 | 1,482 | | | 130 | 188 | | 3,010 | 1,984 | 396 | 935 |
| Portsmouth city | 1990 | 665,377 | 191,453 | 186,420 | 53,649 | 71,976 | 56,609 | 33,672 | 22,533 | 12,012 | 162,669 | 37,655 | 24,053 | 30,695 |
| | 1987 | 590,243 | 155,129 | 151,051 | 45,942 | 62,664 | 49,286 | 33,356 | 21,002 | 11,197 | 163,155 | 31,613 | 23,634 | 22,698 |
| Suffolk city | 1990 | 277,944 | 59,029 | 56,810 | 17,473 | 16,986 | 10,509 | 15,180 | 7,176 | 6,138 | 54,538 | 29,626 | 21,924 | 11,672 |
| | 1987 | 248,897 | 53,909 | 51,882 | 14,665 | 12,979 | 8,031 | 13,664 | 7,251 | 6,203 | 54,736 | 21,846 | 20,651 | 8,739 |
| Virginia Beach city | 1990 | 2,924,811 | 613,566 | 597,680 | 331,337 | 280,528 | 227,691 | 167,153 | 172,801 | 108,448 | 656,813 | 192,013 | 154,918 | 84,975 |
| | 1987 | 2,385,641 | 475,083 | 462,782 | 272,043 | 243,552 | 197,680 | 131,248 | 155,481 | 97,579 | 577,068 | 152,931 | 134,556 | 60,173 |
| Williamsburg city | 1990 | 376,271 | 76,474 | 72,128 | 96,088 | 19,340 | 15,655 | 21,457 | 32,701 | 25,498 | 36,209 | 27,539 | 12,561 | 10,373 |
| | 1987 | 305,668 | 66,865 | 63,065 | 74,319 | 15,811 | 12,799 | 18,758 | 25,515 | 19,896 | 37,235 | 19,721 | 10,632 | 7,856 |
| York | 1990 | 145,943 | 55,189 | 53,291 | 17,639 | 18,800 | 11,472 | 2,371 | 4,675 | 3,141 | 8,680 | 10,143 | 5,660 | 9,599 |
| | 1987 | 125,780 | 43,220 | 41,734 | 18,369 | 13,353 | 8,149 | 2,587 | 5,070 | 3,407 | 8,871 | 10,720 | 5,115 | 6,846 |
| **RICHMOND - PETERSBURG** | **1990** | **7,095,761** | **1,405,103** | **1,362,575** | **628,719** | **859,147** | **623,901** | **342,058** | **353,205** | **208,798** | **1,563,169** | **551,015** | **327,521** | **261,697** |
| | 1987 | 6,032,841 | 1,196,001 | 1,159,620 | 524,824 | 729,109 | 535,479 | 297,315 | 306,193 | 181,261 | 1,455,861 | 451,779 | 292,495 | 197,079 |
| Charles City | 1990 | 5,294 | 1,013 | 932 | 1,938 | 1,033 | | 60 | 108 | | 247 | 344 | 118 | |
| | 1987 | 4,167 | 888 | 817 | 1,297 | 909 | | 50 | 83 | | 241 | 306 | 99 | |
| Chesterfield | 1990 | 1,584,635 | 238,839 | 234,906 | 127,555 | 195,883 | 168,199 | 87,130 | 68,089 | 29,566 | 468,117 | 84,626 | 93,817 | 39,975 |
| | 1987 | 1,282,318 | 218,846 | 215,242 | 93,794 | 164,127 | 140,932 | 67,365 | 55,487 | 24,095 | 376,874 | 69,622 | 81,290 | 32,574 |
| Colonial Heights city | 1990 | 138,744 | 40,115 | 39,649 | 13,778 | 19,218 | 9,302 | 3,033 | 5,229 | 4,276 | 17,563 | 14,545 | 5,170 | 8,490 |
| | 1987 | 110,035 | 29,240 | 28,900 | 11,238 | 13,960 | 6,758 | 3,646 | 3,950 | 3,231 | 17,617 | 11,861 | 3,990 | 5,829 |
| Dinwiddie | 1990 | 24,496 | 12,116 | 11,542 | 2,930 | 33 | | 593 | 538 | 538 | 2,459 | 4,028 | 504 | 858 |
| | 1987 | 22,646 | 11,276 | 10,742 | 2,715 | 46 | | 603 | 443 | 443 | 2,287 | 3,693 | 611 | 589 |
| Goochland | 1990 | 42,936 | 13,351 | 12,550 | 1,443 | 2,829 | | | 4,152 | 2,786 | 12,006 | 2,996 | 2,381 | 2,014 |
| | 1987 | 35,832 | 10,050 | 9,447 | 1,123 | 2,041 | | | 3,133 | 2,103 | 10,165 | 3,834 | 1,753 | 1,348 |
| Hanover | 1990 | 407,358 | 100,777 | 99,973 | 32,815 | 29,081 | 19,159 | 8,559 | 28,824 | 18,226 | 54,708 | 84,742 | 19,611 | 16,740 |
| | 1987 | 342,679 | 81,871 | 81,218 | 28,002 | 20,348 | 13,406 | 7,049 | 22,164 | 14,015 | 50,151 | 77,707 | 17,560 | 11,934 |
| Henrico | 1990 | 1,901,637 | 389,611 | 379,762 | 155,472 | 434,001 | 282,199 | 121,116 | 103,500 | 51,357 | 273,049 | 147,966 | 32,573 | 69,174 |
| | 1987 | 1,610,213 | 327,391 | 319,115 | 132,728 | 350,857 | 228,137 | 105,764 | 92,555 | 45,927 | 280,269 | 112,604 | 35,349 | 53,007 |
| Hopewell city | 1990 | 170,278 | 42,324 | 41,976 | 20,645 | 26,397 | 12,045 | 6,857 | 2,916 | 1,890 | 18,586 | 20,592 | 18,258 | 8,975 |
| | 1987 | 144,637 | 35,722 | 35,428 | 16,285 | 21,236 | 9,691 | 7,171 | 3,541 | 2,296 | 17,989 | 14,571 | 16,250 | 7,100 |
| New Kent | 1990 | 27,537 | 9,344 | 8,939 | 1,054 | 1,513 | | 64 | 20 | | 4,308 | 7,703 | 91 | 2,366 |
| | 1987 | 24,363 | 8,332 | 7,971 | 1,147 | 1,220 | | 69 | 36 | | 4,922 | 6,052 | 139 | 1,701 |
| Petersburg city | 1990 | 506,656 | 107,022 | 104,378 | 32,605 | 86,643 | 81,051 | 12,723 | 17,189 | 10,417 | 109,968 | 45,055 | 46,618 | 17,511 |
| | 1987 | 445,120 | 83,601 | 81,536 | 28,620 | 78,829 | 73,742 | 14,579 | 17,086 | 10,356 | 109,726 | 35,380 | 39,172 | 13,937 |
| Powhatan | 1990 | 37,016 | 16,303 | 15,893 | 1,484 | 272 | | | 439 | 439 | 12,738 | 973 | 1,113 | 2,352 |
| | 1987 | 30,508 | 12,008 | 11,706 | 1,011 | 272 | | | 395 | 395 | 11,491 | 1,741 | 1,111 | 1,596 |
| Prince George | 1990 | 40,130 | 3,953 | 3,700 | 9,120 | | | 3,915 | 191 | 191 | 15,378 | 6,037 | 347 | |
| | 1987 | 35,319 | 4,004 | 3,748 | 7,049 | | | 2,666 | 305 | 305 | 15,006 | 4,670 | 439 | |
| Richmond city | 1990 | 2,209,044 | 430,335 | 408,375 | 227,880 | 62,244 | 51,946 | 98,008 | 122,110 | 89,112 | 574,042 | 131,408 | 106,920 | 93,242 |
| | 1987 | 1,945,004 | 372,772 | 353,750 | 199,815 | 75,264 | 62,813 | 88,353 | 107,013 | 78,095 | 559,123 | 109,738 | 94,732 | 67,464 |
| **ROANOKE** | **1990** | **2,177,387** | **367,504** | **358,975** | **183,251** | **277,194** | **205,876** | **100,347** | **109,577** | **61,341** | **491,388** | **193,500** | **127,391** | **72,888** |
| | 1987 | 1,814,308 | 328,565 | 320,974 | 156,834 | 222,215 | 164,802 | 88,787 | 98,972 | 55,770 | 429,496 | 161,172 | 109,501 | 54,592 |
| Botetourt | 1990 | 82,577 | 22,823 | 22,370 | 1,886 | 244 | | 516 | 322 | 322 | 9,264 | 35,650 | 8,649 | 730 |
| | 1987 | 69,736 | 17,225 | 16,883 | 2,114 | 447 | | 655 | 593 | 593 | 8,370 | 28,820 | 7,316 | 640 |
| Roanoke | 1990 | 368,113 | 100,868 | 100,493 | 42,556 | 22,683 | 18,070 | 27,700 | 22,891 | 16,830 | 34,394 | 68,835 | 14,928 | 12,260 |
| | 1987 | 328,057 | 96,063 | 95,706 | 36,315 | 25,615 | 20,407 | 25,149 | 21,721 | 15,971 | 31,570 | 50,806 | 14,569 | 10,539 |
| Roanoke city | 1990 | 1,239,507 | 165,609 | 158,981 | 107,179 | 233,933 | 179,987 | 68,873 | 71,596 | 35,960 | 246,511 | 70,524 | 74,869 | 42,763 |
| | 1987 | 1,033,617 | 149,750 | 143,757 | 93,749 | 179,198 | 137,875 | 58,960 | 63,876 | 32,083 | 227,907 | 58,095 | 65,541 | 30,896 |
| Salem city | 1990 | 487,190 | 78,204 | 77,131 | 31,630 | 20,334 | 7,819 | 3,258 | 14,768 | 8,229 | 201,219 | 18,491 | 28,945 | 17,135 |
| | 1987 | 382,898 | 65,527 | 64,628 | 23,656 | 16,955 | 6,520 | 4,023 | 12,782 | 7,123 | 161,649 | 13,451 | 22,075 | 12,517 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1990<br>U.S. CENSUS: 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **VIRGINIA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Accomack | 1990 | 173,233 | 61,440 | 58,493 | 16,840 | 16,551 | 3,583 | 9,402 | 3,938 | 3,276 | 15,582 | 19,862 | 5,598 | 6,323 |
| | 1987 | 148,456 | 51,768 | 49,285 | 14,839 | 13,428 | 2,908 | 7,917 | 4,067 | 3,384 | 15,740 | 13,648 | 5,581 | 4,963 |
| Albemarle | 1990 | 224,314 | 38,943 | 37,787 | 16,618 | 51,664 | 33,596 | 22,449 | 6,379 | 2,567 | 12,548 | 16,966 | 17,671 | 2,842 |
| | 1987 | 192,357 | 35,094 | 34,052 | 14,904 | 42,523 | 27,653 | 20,530 | 6,185 | 2,489 | 14,129 | 14,250 | 16,432 | 2,529 |
| ☐ Alexandria city | 1990 | 1,461,402 | 191,763 | 184,970 | 182,408 | 180,137 | 167,148 | 59,282 | 61,611 | 43,245 | 269,860 | 80,767 | 28,366 | 39,502 |
| | 1987 | 1,241,851 | 166,250 | 160,361 | 152,520 | 162,852 | 151,110 | 50,498 | 61,170 | 42,936 | 280,829 | 67,375 | 29,328 | 30,249 |
| Alleghany | 1990 | 13,689 | 3,015 | 2,754 | 1,478 | 1,297 | 1,223 | 230 | 168 | 88 | 5,465 | 1,142 | | |
| | 1987 | 9,984 | 1,941 | 1,773 | 932 | 839 | 792 | 179 | 132 | 70 | 4,681 | 727 | | |
| Amelia | 1990 | 20,928 | 7,469 | 7,239 | 883 | 1,220 | | 304 | 512 | 512 | 4,093 | 2,330 | 769 | 2,110 |
| | 1987 | 18,388 | 6,139 | 5,975 | 733 | 970 | | 235 | 470 | 470 | 3,876 | 2,866 | 602 | 1,444 |
| Amherst | 1990 | 122,483 | 41,129 | 40,866 | 12,387 | 15,803 | 14,435 | 529 | 2,209 | 1,436 | 15,002 | 17,549 | 7,074 | 5,609 |
| | 1987 | 106,680 | 36,414 | 36,181 | 10,092 | 11,787 | 10,767 | 968 | 2,042 | 1,328 | 16,704 | 13,531 | 6,626 | 4,380 |
| Appomattox | 1990 | 48,420 | 17,025 | 16,785 | 3,650 | 916 | | 938 | 1,556 | 1,199 | 6,326 | 6,902 | 3,810 | 2,725 |
| | 1987 | 42,318 | 13,420 | 13,231 | 3,190 | 703 | | 694 | 1,232 | 950 | 7,761 | 5,428 | 3,913 | 2,376 |
| ☐ Arlington | 1990 | 1,376,967 | 211,322 | 194,202 | 237,131 | 109,386 | 83,400 | 50,866 | 41,273 | 18,471 | 414,236 | 80,225 | 33,284 | 56,428 |
| | 1987 | 1,168,498 | 184,622 | 169,665 | 184,551 | 85,136 | 64,911 | 38,282 | 46,929 | 21,003 | 395,541 | 65,689 | 28,830 | 43,989 |
| Augusta | 1990 | 215,673 | 35,881 | 34,427 | 14,921 | 5,601 | 2,762 | 3,592 | 2,500 | 1,980 | 70,085 | 27,212 | 33,566 | 4,872 |
| | 1987 | 186,609 | 30,874 | 29,623 | 12,287 | 4,577 | 2,258 | 3,068 | 2,075 | 1,643 | 66,076 | 19,811 | 30,779 | 3,331 |
| Bath | 1990 | 16,782 | 3,782 | 3,477 | 1,743 | 1,290 | | 701 | 216 | 168 | 533 | 838 | 68 | 112 |
| | 1987 | 14,137 | 3,548 | 3,262 | 1,382 | 1,089 | | 853 | 312 | 244 | 442 | 1,094 | 92 | 207 |
| Bedford | 1990 | 42,364 | 11,092 | 10,094 | 3,488 | 90 | | 237 | 1,282 | 904 | 6,282 | 4,367 | 9,186 | 1,556 |
| | 1987 | 33,823 | 9,202 | 8,374 | 2,573 | 77 | | 175 | 1,254 | 885 | 5,196 | 2,948 | 8,141 | 1,128 |
| Bedford city | 1990 | 111,661 | 33,649 | 32,922 | 6,910 | 5,504 | | 5,544 | 4,042 | 3,143 | 14,918 | 12,201 | 5,656 | 7,725 |
| | 1987 | 92,618 | 29,889 | 29,243 | 5,527 | 5,422 | | 3,941 | 3,329 | 2,589 | 14,786 | 8,502 | 5,464 | 5,288 |
| Bland | 1990 | 21,026 | 2,914 | 2,446 | 503 | | | 61 | 132 | | 10,495 | 6,391 | 305 | |
| | 1987 | 16,448 | 2,429 | 2,039 | 450 | | | 76 | 129 | | 8,396 | 4,468 | 274 | |
| Botetourt | 1990 | 82,577 | 22,823 | 22,370 | 1,886 | 244 | | 516 | 322 | 322 | 9,264 | 35,650 | 8,649 | 730 |
| | 1987 | 69,736 | 17,225 | 16,883 | 2,114 | 447 | | 655 | 593 | 593 | 8,370 | 28,820 | 7,316 | 640 |
| ☐ Bristol city | 1990 | 238,132 | 49,749 | 45,536 | 17,859 | 21,613 | 16,013 | 17,332 | 15,463 | 8,020 | 42,466 | 15,209 | 25,722 | 9,194 |
| | 1987 | 210,378 | 41,320 | 37,821 | 16,074 | 23,421 | 17,354 | 15,557 | 13,190 | 6,842 | 42,032 | 12,302 | 23,190 | 6,297 |
| Brunswick | 1990 | 45,982 | 15,300 | 14,645 | 3,217 | 2,337 | | 1,844 | 1,768 | 1,553 | 11,808 | 1,534 | 3,012 | 2,474 |
| | 1987 | 41,214 | 13,850 | 13,257 | 2,540 | 1,955 | | 1,843 | 1,364 | 1,199 | 11,241 | 1,617 | 2,685 | 1,735 |
| Buchanan | 1990 | 133,685 | 60,039 | 57,827 | 5,669 | 5,947 | 3,402 | 2,941 | 5,727 | 4,090 | 22,822 | 8,394 | 2,414 | 11,764 |
| | 1987 | 119,729 | 46,474 | 44,762 | 5,913 | 7,630 | 4,366 | 3,341 | 6,397 | 4,570 | 23,331 | 7,487 | 3,479 | 9,020 |
| Buckingham | 1990 | 35,623 | 10,463 | 10,107 | 1,551 | 2,151 | | 241 | 561 | 113 | 12,055 | 1,531 | 3,145 | 837 |
| | 1987 | 29,241 | 8,872 | 8,570 | 1,337 | 2,043 | | 268 | 452 | 92 | 9,942 | 1,131 | 2,283 | 573 |
| Buena Vista city | 1990 | 41,106 | 15,916 | 15,798 | 2,632 | 935 | | 395 | 195 | 195 | 5,387 | 5,281 | 404 | 473 |
| | 1987 | 34,030 | 12,906 | 12,810 | 2,300 | 1,024 | | 391 | 368 | 368 | 4,667 | 4,412 | 636 | 876 |
| Campbell | 1990 | 205,451 | 53,416 | 52,688 | 14,190 | 14,864 | 6,646 | 4,032 | 8,130 | 3,499 | 51,888 | 17,611 | 12,494 | 13,406 |
| | 1987 | 169,008 | 47,180 | 46,537 | 11,444 | 10,288 | 4,601 | 3,272 | 7,253 | 3,122 | 45,607 | 12,456 | 11,589 | 9,717 |
| Caroline | 1990 | 49,776 | 20,513 | 20,037 | 3,450 | 555 | | 120 | 605 | 474 | 5,905 | 13,563 | 1,020 | 1,362 |
| | 1987 | 44,170 | 17,931 | 17,515 | 3,404 | 510 | | 143 | 699 | 548 | 6,559 | 10,513 | 1,016 | 1,121 |
| Carroll | 1990 | 75,210 | 29,173 | 26,531 | 3,787 | 2,194 | | 3,676 | 1,775 | 1,532 | 11,300 | 11,992 | 766 | 3,953 |
| | 1987 | 63,386 | 22,816 | 20,750 | 3,474 | 2,961 | | 3,762 | 1,892 | 1,634 | 10,516 | 8,525 | 1,431 | 3,086 |
| Charles City | 1990 | 5,294 | 1,013 | 932 | 1,938 | 1,033 | | 60 | 108 | | 247 | 344 | 118 | |
| | 1987 | 4,167 | 888 | 817 | 1,297 | 909 | | 50 | 83 | | 241 | 306 | 99 | |
| Charlotte | 1990 | 26,238 | 11,443 | 10,337 | 860 | 167 | | 205 | 195 | 195 | 4,585 | 3,817 | 892 | 2,411 |
| | 1987 | 22,882 | 9,960 | 8,997 | 869 | 153 | | 225 | 357 | 357 | 4,387 | 2,992 | 769 | 1,683 |
| Charlottesville city | 1990 | 858,167 | 187,482 | 183,008 | 81,031 | 68,699 | 60,666 | 42,624 | 48,068 | 32,073 | 172,054 | 29,271 | 45,097 | 33,585 |
| | 1987 | 710,155 | 154,229 | 150,549 | 66,016 | 57,697 | 50,951 | 34,743 | 42,238 | 28,184 | 154,909 | 27,341 | 42,160 | 24,604 |
| Chesapeake city | 1990 | 1,004,659 | 196,888 | 196,228 | 76,069 | 116,519 | 108,505 | 25,968 | 23,793 | 16,254 | 296,825 | 80,207 | 79,645 | 36,199 |
| | 1987 | 800,998 | 160,732 | 160,193 | 58,669 | 84,493 | 78,682 | 19,873 | 19,044 | 13,010 | 250,522 | 67,085 | 67,041 | 24,532 |
| Chesterfield | 1990 | 1,584,635 | 238,839 | 234,906 | 127,555 | 195,883 | 168,199 | 87,130 | 68,089 | 29,566 | 468,117 | 84,626 | 93,817 | 39,975 |
| | 1987 | 1,282,318 | 218,846 | 215,242 | 93,794 | 164,127 | 140,932 | 67,365 | 55,489 | 24,095 | 376,874 | 69,622 | 81,290 | 32,574 |
| Clarke | 1990 | 23,622 | 8,319 | 7,665 | 2,660 | 1,234 | | 395 | 820 | 508 | 1,278 | 3,420 | 318 | 650 |
| | 1987 | 22,591 | 7,741 | 7,132 | 2,732 | 1,079 | | 401 | 876 | 543 | 1,723 | 3,280 | 454 | 465 |
| Clifton Forge city | 1990 | 29,009 | 11,958 | 11,879 | 3,249 | 375 | | 517 | 116 | 24 | 2,793 | 4,708 | 453 | 3,839 |
| | 1987 | 25,402 | 10,604 | 10,534 | 2,572 | 694 | | 423 | 219 | 48 | 3,045 | 3,517 | 518 | 2,879 |
| Colonial Heights city | 1990 | 138,744 | 40,115 | 39,649 | 13,778 | 19,218 | 9,302 | 3,033 | 5,229 | 4,276 | 17,563 | 14,545 | 5,170 | 8,490 |
| | 1987 | 110,035 | 29,240 | 28,900 | 11,238 | 13,960 | 6,758 | 3,646 | 3,950 | 3,231 | 17,617 | 11,861 | 3,990 | 5,829 |
| Covington city | 1990 | 145,770 | 29,627 | 28,819 | 9,298 | 24,685 | | 5,227 | 6,639 | 4,132 | 45,643 | 5,953 | 8,044 | 5,841 |
| | 1987 | 126,231 | 24,567 | 23,897 | 8,155 | 17,581 | | 5,497 | 5,546 | 3,452 | 41,795 | 6,154 | 8,161 | 4,355 |
| Craig | 1990 | 4,162 | 2,880 | 2,671 | 329 | | | | 60 | | 189 | 245 | | 244 |
| | 1987 | 4,169 | 2,721 | 2,524 | 381 | | | | 60 | | 175 | 420 | | 186 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1990
U.S. CENSUS: 1987

| METRO AREA County | Year | Total Retail Sales ($000) | Food Stores Total ($000) | Food Stores Super-markets ($000) | Eating & Drinking Places Total ($000) | General Merchandise Stores Total ($000) | General Merchandise Stores Department Stores ($000) | Apparel & Accessories Stores Total ($000) | Furniture/ Home Furnishings/ Appliance Stores Total ($000) | Furniture/ Home Furnishings/ Appliance Stores Furniture & Home Furn ($000) | Automotive Dealers Total ($000) | Gasoline Service Stations Total ($000) | Bldg. Mtls. & Hardware Dealers Total ($000) | Drug-stores Total ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **VIRGINIA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Culpeper | 1990 | 177,286 | 42,713 | 42,065 | 16,852 | 24,267 | 22,894 | 5,535 | 7,768 | 5,535 | 30,925 | 17,036 | 8,540 | 8,602 |
| | 1987 | 144,984 | 36,778 | 36,220 | 12,548 | 19,707 | 18,593 | 4,756 | 6,958 | 4,959 | 27,302 | 12,340 | 7,823 | 6,421 |
| Cumberland | 1990 | 30,058 | 12,349 | 11,906 | 867 | 209 | | 3,042 | 879 | 113 | 5,195 | 2,269 | 3,521 | 248 |
| | 1987 | 24,731 | 8,751 | 8,437 | 641 | 151 | | 3,084 | 1,242 | 161 | 3,566 | 2,338 | 3,302 | 197 |
| Danville city | 1990 | 583,956 | 122,791 | 120,561 | 48,997 | 98,202 | 85,594 | 10,464 | 29,698 | 21,416 | 130,727 | 48,027 | 32,786 | 30,061 |
| | 1987 | 487,113 | 103,070 | 101,198 | 41,803 | 71,400 | 62,234 | 17,732 | 25,473 | 18,370 | 122,349 | 32,967 | 27,349 | 20,936 |
| Dickenson | 1990 | 60,966 | 21,366 | 20,559 | 3,198 | 9,904 | | 727 | 1,346 | 406 | 9,153 | 6,695 | 1,450 | 5,110 |
| | 1987 | 56,014 | 19,247 | 18,520 | 3,130 | 7,765 | | 684 | 1,479 | 447 | 11,371 | 4,876 | 2,104 | 3,672 |
| Dinwiddie | 1990 | 24,496 | 12,116 | 11,542 | 2,930 | 33 | | 593 | 538 | 538 | 2,459 | 4,028 | 504 | 859 |
| | 1987 | 22,646 | 11,276 | 10,742 | 2,715 | 46 | | 603 | 443 | 443 | 2,287 | 3,693 | 611 | 589 |
| Emporia city | 1990 | 106,576 | 23,795 | 23,214 | 9,637 | 4,515 | | 3,032 | 3,203 | 2,561 | 21,072 | 22,633 | 3,488 | 6,798 |
| | 1987 | 90,253 | 20,734 | 20,228 | 7,978 | 3,921 | | 3,037 | 3,262 | 2,609 | 19,784 | 17,452 | 3,005 | 4 663 |
| Essex | 1990 | 96,592 | 25,749 | 25,105 | 7 829 | 7,328 | | 4,800 | 4,052 | 2,577 | 13,000 | 7,271 | 8,853 | 8,775 |
| | 1987 | 81,478 | 21,463 | 20,926 | 7,093 | 6,529 | | 3,951 | 3,766 | 2,396 | 12,765 | 4,954 | 7,915 | 6,011 |
| ☐ Fairfax | 1990 | 7,158,930 | 1,424,952 | 1,382,165 | 681,387 | 1,002,930 | 830,246 | 501,684 | 542,181 | 307,179 | 1,384,623 | 450,980 | 249,439 | 237,820 |
| | 1987 | 5,874,164 | 1,154,178 | 1,119,521 | 550,231 | 774,388 | 641,055 | 415,223 | 446,902 | 253,198 | 1,296,335 | 367,309 | 226,133 | 178,953 |
| ☐ Fairfax city | 1990 | 844,233 | 82,039 | 79,120 | 74,084 | 40,687 | 37,870 | 19,272 | 60,009 | 39,143 | 373,613 | 31,255 | 41,833 | 41,399 |
| | 1987 | 712,342 | 70,323 | 67,821 | 61,331 | 38,148 | 35,507 | 18,833 | 50,008 | 32,620 | 326,718 | 27,934 | 35,411 | 28,953 |
| ☐ Falls Church city | 1990 | 284,742 | 42,814 | 42,620 | 23,102 | 2,273 | | 16,536 | 19,895 | 9,608 | 122,524 | 27,436 | 5,605 | 11,717 |
| | 1987 | 261,290 | 36,022 | 35,859 | 20,018 | 2,235 | | 18,454 | 18,742 | 9,052 | 122,450 | 19,296 | 5,653 | 8,855 |
| Fauquier | 1990 | 293,359 | 101,452 | 100,798 | 26,298 | 16,897 | 13,847 | 7,400 | 5,269 | 4,089 | 46,905 | 26,199 | 22,517 | 9,508 |
| | 1987 | 240,408 | 79,314 | 78,803 | 21,782 | 11,648 | 9,546 | 6,215 | 4,375 | 3,396 | 43,191 | 22,055 | 19,971 | 7,524 |
| Floyd | 1990 | 39,666 | 10,198 | 9,629 | 1,563 | 1,324 | | 381 | 1,461 | 1,200 | 15,170 | 2,793 | 1,093 | 103 |
| | 1987 | 34,522 | 8,733 | 8,246 | 1,312 | 1,121 | | 263 | 1,685 | 1,385 | 14,209 | 1,911 | 1,323 | 152 |
| Fluvanna | 1990 | 18,330 | 9,157 | 8,860 | 799 | 69 | | 151 | 279 | 279 | 2,434 | 3,849 | 897 | 93 |
| | 1987 | 16,922 | 7,860 | 7,605 | 636 | 73 | | 279 | 252 | 252 | 2,527 | 2,973 | 1,670 | 87 |
| Franklin | 1990 | 146,331 | 39,146 | 37,302 | 9,997 | 12,602 | 7,138 | 4,607 | 6,558 | 4,523 | 25,437 | 12,563 | 16,930 | 7,221 |
| | 1987 | 123,185 | 35,206 | 33,548 | 8,332 | 8,809 | 4,990 | 4,539 | 5,523 | 3,810 | 23,509 | 8,584 | 14,287 | 5,588 |
| Franklin city | 1990 | 95,105 | 28,178 | 27,808 | 5,450 | 11,788 | 6,419 | 2,002 | 5,306 | 3,538 | 19,638 | 5,539 | 3,311 | 5,790 |
| | 1987 | 77,568 | 20,925 | 20,650 | 4,721 | 9,471 | 5,158 | 3,001 | 4,636 | 3,092 | 16,968 | 3,793 | 3,152 | 4,619 |
| Frederick | 1990 | 147,963 | 31,255 | 29,546 | 15,008 | 10,040 | 7,904 | 1,087 | 5,122 | 4,024 | 33,591 | 11,430 | 32,323 | 1,494 |
| | 1987 | 120,490 | 25,837 | 24,424 | 10,294 | 6,977 | 5,493 | 740 | 4,089 | 3,213 | 31,179 | 10,306 | 25,620 | 1,114 |
| Fredericksburg city | 1990 | 553,998 | 109,570 | 100,707 | 77,036 | 80,097 | 71,136 | 8,704 | 18,170 | 13,349 | 92,272 | 33,263 | 53,505 | 13,441 |
| | 1987 | 452,318 | 83,276 | 76,540 | 60,373 | 58,837 | 52,255 | 10,198 | 18,026 | 13,244 | 84,238 | 31,041 | 44,968 | 13,109 |
| Galax city | 1990 | 128,253 | 24,196 | 23,991 | 8,771 | 27,211 | 19,057 | 4,322 | 6,484 | 6,189 | 18,952 | 11,766 | 7,921 | 7,579 |
| | 1987 | 105,791 | 22,055 | 21,868 | 8,067 | 19,088 | 13,369 | 4,099 | 5,844 | 5,579 | 18,200 | 8,484 | 7,103 | 5,180 |
| Giles | 1990 | 95,280 | 32,604 | 31,794 | 7,016 | 5,334 | | 1,084 | 2,826 | 2,406 | 18,275 | 8,850 | 4,677 | 6,588 |
| | 1987 | 84,484 | 28,707 | 27,994 | 5,452 | 4,768 | | 1,164 | 2,699 | 2,299 | 19,707 | 6,054 | 5,612 | 4,683 |
| Gloucester | 1990 | 163,667 | 44,998 | 43,300 | 19,939 | 18,214 | 15,556 | 1,759 | 5,473 | 4,841 | 27,930 | 17,901 | 12,143 | 4,570 |
| | 1987 | 135,747 | 40,518 | 38,989 | 14,216 | 13,797 | 11,784 | 1,595 | 4,639 | 4,104 | 25,999 | 12,042 | 10,305 | 3,743 |
| Goochland | 1990 | 42,936 | 13,351 | 12,550 | 1,443 | 2,829 | | | 4,152 | 2,786 | 12,006 | 2,996 | 2,381 | 2,014 |
| | 1987 | 35,832 | 10,050 | 9,447 | 1,122 | 2,041 | | | 3,133 | 2,103 | 10,165 | 3,834 | 1,753 | 1,348 |
| Grayson | 1990 | 22,428 | 11,082 | 10,416 | 960 | 1,211 | | 169 | 1,747 | 1,217 | 3,460 | 1,620 | 370 | 309 |
| | 1987 | 20,777 | 9,355 | 8,793 | 924 | 1,234 | | 200 | 1,841 | 1,283 | 3,980 | 1,183 | 412 | 443 |
| Greene | 1990 | 24,310 | 9,545 | 8,882 | 1,514 | 498 | | 486 | 652 | 652 | 2,568 | 3,769 | 3,044 | 518 |
| | 1987 | 20,370 | 7,239 | 6,736 | 1,034 | 619 | | 421 | 569 | 569 | 2,789 | 3,599 | 2,617 | 353 |
| Greensville | 1990 | 7,063 | 521 | 450 | 630 | 281 | | | | | 66 | 5,041 | 38 | |
| | 1987 | 5,777 | 542 | 468 | 915 | 311 | | | | | 72 | 3,473 | 42 | |
| Halifax | 1990 | 63,583 | 30,243 | 28,404 | 2,053 | 2,643 | | 150 | 2,300 | 2,300 | 4,534 | 4,582 | 11,622 | 2,507 |
| | 1987 | 49,486 | 20,791 | 19,527 | 1,870 | 2,180 | | 152 | 1,664 | 1,664 | 4,373 | 4,594 | 9,243 | 1,717 |
| Hampton city | 1990 | 1,365,298 | 179,380 | 178,432 | 92,428 | 142,593 | 91,362 | 63,011 | 72,114 | 39,453 | 260,623 | 81,141 | 57,161 | 44,388 |
| | 1987 | 1,165,686 | 169,109 | 168,215 | 82,881 | 132,738 | 85,048 | 58,937 | 63,366 | 34,668 | 249,417 | 60,662 | 46,817 | 30,612 |
| Hanover | 1990 | 407,358 | 100,777 | 99,973 | 32,815 | 29,081 | 19,159 | 8,539 | 28,824 | 18,226 | 54,708 | 84,742 | 19,611 | 16,740 |
| | 1987 | 342,679 | 81,871 | 81,218 | 28,002 | 20,348 | 13,406 | 7,049 | 22,161 | [illegible] | 50,151 | 77,707 | 17,560 | 11,934 |
| Harrisonburg city | 1990 | 449,769 | 71,098 | 68,138 | 37,146 | 87,608 | 74,867 | 12,510 | 37,869 | 26,511 | 83,253 | 26,769 | 35,923 | 18,016 |
| | 1987 | 371,093 | 65,666 | 62,932 | 32,410 | 66,829 | 57,111 | 11,302 | 30,701 | 21,493 | 74,941 | 20,697 | 27,270 | 12,347 |
| Henrico | 1990 | 1,901,637 | 389,611 | 379,762 | 155,472 | 434,001 | 282,199 | 121,116 | 103,500 | 51,357 | 273,049 | 147,966 | 32,573 | 69,174 |
| | 1987 | 1,610,213 | 327,391 | 319,115 | 132,728 | 350,857 | 228,137 | 105,764 | 92,555 | 45,927 | 280,269 | 112,604 | 35,349 | 53,007 |
| Henry | 1990 | 217,352 | 65,882 | 64,211 | 16,533 | 5,102 | | 6,023 | 4,953 | 2,992 | 40,856 | 24,981 | 25,108 | 15,102 |
| | 1987 | 185,342 | 55,609 | 54,199 | 13,986 | 4,434 | | 5,368 | 4,603 | 2,781 | 37,459 | 20,385 | 21,976 | 10,509 |
| Highland | 1990 | 6,816 | 1,741 | 1,514 | 321 | 129 | | | 145 | | 208 | 3,448 | 389 | |
| | 1987 | 6,016 | 1,343 | 1,168 | 454 | 153 | | | 209 | | 276 | 2,501 | 484 | |
| Hopewell city | 1990 | 170,278 | 42,324 | 41,976 | 20,645 | 26,397 | 12,045 | 6,857 | 2,916 | 1,890 | 18,586 | 20,592 | 18,258 | 8,975 |
| | 1987 | 144,637 | 35,722 | 35,428 | 16,285 | 21,236 | 9,691 | 7,171 | 3,641 | 2,296 | 17,989 | 14,571 | 16,250 | 7,100 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1990
U.S. CENSUS: 1987

| METRO AREA County | Year | Total Retail Sales ($000) | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **VIRGINIA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Isle of Wight | 1990 | 92,925 | 35,428 | 34,944 | 6,076 | 4,615 | | 1,259 | 830 | 514 | 11,989 | 14,298 | 4,635 | 5,923 |
| | 1987 | 77,762 | 30,500 | 30,083 | 5,597 | 3,692 | | 1,174 | 910 | 565 | 11,948 | 9,692 | 4,355 | 4,257 |
| James City | 1990 | 193,296 | 18,303 | 14,010 | 9,617 | | | 35,351 | 84,456 | 79,847 | 12,450 | 19,304 | 2,997 | 240 |
| | 1987 | 159,363 | 16,119 | 12,338 | 9,185 | | | 25,008 | 74,070 | 70,029 | 10,409 | 13,120 | 2,628 | 194 |
| King and Queen | 1990 | 5,733 | 1,637 | 1,505 | 631 | 42 | | | | | 2,095 | 207 | | |
| | 1987 | 5,369 | 1,967 | 1,808 | 467 | 51 | | | | | 2,567 | 194 | | |
| King George | 1990 | 36,995 | 15,833 | 15,758 | 4,239 | 231 | | 98 | 281 | 281 | 4,112 | 8,707 | 1,626 | 823 |
| | 1987 | 29,565 | 11,634 | 11,579 | 3,107 | 412 | | 97 | 334 | 334 | 4,474 | 5,844 | 1,516 | 846 |
| King William | 1990 | 74,125 | 16,740 | 16,444 | 2,356 | 1,087 | | 991 | 6,132 | 5,157 | 29,196 | 5,856 | 5,548 | 3,771 |
| | 1987 | 61,236 | 14,708 | 14,448 | 1,690 | 910 | | 1,255 | 4,498 | 3,783 | 23,611 | 5,700 | 4,196 | 2,574 |
| Lancaster | 1990 | 90,569 | 31,045 | 30,646 | 5,425 | 3,144 | | 4,355 | 6,251 | 2,110 | 18,769 | 7,590 | 5,140 | 3,401 |
| | 1987 | 74,884 | 24,846 | 24,527 | 4,010 | 2,580 | | 3,429 | 5,231 | 1,766 | 18,038 | 5,163 | 5,206 | 2,324 |
| Lee | 1990 | 85,817 | 38,309 | 36,011 | 5,115 | 4,665 | 3,110 | 586 | 1,306 | 969 | 12,392 | 9,703 | 5,241 | 5,684 |
| | 1987 | 72,649 | 31,252 | 29,377 | 4,438 | 4,452 | 2,969 | 575 | 1,303 | 967 | 12,419 | 6,678 | 5,519 | 3,898 |
| Lexington city | 1990 | 102,537 | 20,527 | 19,539 | 15,715 | 10,024 | 7,926 | 4,670 | 3,768 | 3,586 | 10,405 | 17,886 | 4,873 | 5,651 |
| | 1987 | 86,345 | 18,839 | 17,932 | 13,221 | 8,435 | 6,670 | 3,667 | 3,638 | 3,463 | 10,440 | 12,433 | 4,900 | 3,974 |
| ☐ Loudoun | 1990 | 689,958 | 156,690 | 149,714 | 68,263 | 29,681 | 21,601 | 15,153 | 25,061 | 13,162 | 176,579 | 46,861 | 86,868 | 20,078 |
| | 1987 | 556,049 | 136,858 | 130,765 | 50,507 | 21,264 | 15,476 | 14,020 | 21,178 | 11,123 | 146,304 | 35,115 | 69,946 | 16,697 |
| Louisa | 1990 | 51,554 | 17,525 | 10,764 | 2,697 | 6,175 | | 402 | 825 | 691 | 6,345 | 10,429 | 2,970 | 1,005 |
| | 1987 | 45,257 | 16,209 | 9,956 | 2,445 | 4,885 | | 340 | 876 | 735 | 6,201 | 8,038 | 3,047 | 1,097 |
| Lunenburg | 1990 | 41,636 | 14,040 | 13,758 | 2,056 | 1,669 | | 772 | 827 | 516 | 5,034 | 3,055 | 4,549 | 3,856 |
| | 1987 | 35,788 | 11,812 | 11,575 | 1,682 | 1,715 | | 743 | 869 | 543 | 5,063 | 2,902 | 4,184 | 2,626 |
| Lynchburg city | 1990 | 719,910 | 132,909 | 127,627 | 67,696 | 134,812 | 117,491 | 38,505 | 39,488 | 27,829 | 109,075 | 68,559 | 42,914 | 30,334 |
| | 1987 | 627,084 | 112,661 | 108,184 | 59,240 | 115,279 | 100,468 | 33,584 | 36,376 | 25,637 | 110,821 | 50,257 | 38,610 | 21,174 |
| Madison | 1990 | 40,023 | 7,935 | 7,637 | 2,076 | 729 | | 109 | 845 | | 5,198 | 6,164 | 4,446 | 1,062 |
| | 1987 | 34,224 | 7,771 | 7,479 | 1,580 | 717 | | 127 | 638 | | 4,736 | 4,336 | 4,705 | 929 |
| ☐ Manassas city | 1990 | 647,342 | 152,081 | 149,978 | 27,595 | 38,013 | 35,817 | 8,402 | 31,996 | 17,514 | 258,190 | 22,497 | 58,768 | 21,207 |
| | 1987 | 513,370 | 108,616 | 107,114 | 24,725 | 27,549 | 25,958 | 6,333 | 23,944 | 13,107 | 214,721 | 21,487 | 45,081 | 14,415 |
| ☐ Manassas Park city | 1990 | 7,503 | 2,288 | 1,028 | 225 | 1,209 | | | 224 | | 431 | 1,988 | | 756 |
| | 1987 | 7,581 | 2,758 | 1,239 | 197 | 1,198 | | | 230 | | 613 | 1,590 | | 738 |
| Martinsville city | 1990 | 284,044 | 40,809 | 39,753 | 17,882 | 55,592 | 48,918 | 10,594 | 14,107 | 9,698 | 45,425 | 24,856 | 18,172 | 12,870 |
| | 1987 | 233,200 | 38,035 | 37,051 | 15,637 | 41,793 | 36,776 | 9,700 | 12,749 | 8,765 | 43,788 | 17,034 | 14,671 | 8,944 |
| Mathews | 1990 | 24,397 | 7,182 | 7,036 | 1,573 | 453 | | 361 | 1,290 | 1,085 | 3,564 | 4,366 | 1,58[illegible] | 1,463 |
| | 1987 | 21,529 | 6,969 | 6,827 | 1,297 | 374 | | 494 | 1,206 | 1,015 | 3,262 | 3,184 | 1,602 | 1,296 |
| Mecklenburg | 1990 | 184,298 | 47,707 | 46,138 | 16,038 | 15,581 | 5,833 | 8,845 | 7,382 | 4,232 | 34,027 | 16,524 | 12,481 | 9,353 |
| | 1987 | 158,550 | 40,436 | 39,106 | 12,647 | 12,389 | 4,639 | 8,025 | 6,657 | 3,817 | 33,648 | 14,191 | 11,267 | 6,810 |
| Middlesex | 1990 | 39,743 | 16,223 | 15,813 | 2,637 | 819 | | 167 | 1,862 | 1,594 | 6,280 | 646 | 4,442 | 2,739 |
| | 1987 | 34,036 | 13,604 | 13,260 | 2,299 | 791 | | 276 | 1,632 | 1,398 | 5,664 | 578 | 3,989 | 1,868 |
| Montgomery | 1990 | 556,019 | 113,332 | 111,789 | 49,655 | 57,313 | 38,756 | 16,594 | 23,259 | 4,865 | 159,687 | 35,176 | 41,612 | 11,755 |
| | 1987 | 452,843 | 91,172 | 89,931 | 39,304 | 44,537 | 30,117 | 13,518 | 19,354 | 12,370 | 138,091 | 30,967 | 33,108 | 8,606 |
| Nelson | 1990 | 66,445 | 15,883 | 13,962 | 947 | 2,435 | | 1,092 | 409 | 240 | 31,361 | 6,768 | 1,037 | 1,547 |
| | 1987 | 55,740 | 12,169 | 10,697 | 897 | 1,683 | | 1,606 | 456 | 269 | 27,837 | 5,355 | 1,065 | 1,060 |
| New Kent | 1990 | 27,537 | 9,344 | 8,939 | 1,054 | 1,513 | | 64 | 20 | | 4,308 | 7,703 | 91 | 2,366 |
| | 1987 | 24,363 | 8,332 | 7,971 | 1,147 | 1,220 | | 69 | 36 | | 4,922 | 6,052 | 139 | 1,701 |
| Newport News city | 1990 | 1,250,481 | 225,701 | 211,287 | 92,181 | 169,016 | 159,274 | 43,463 | 47,587 | 33,573 | 367,444 | 104,156 | 68,440 | 32,003 |
| | 1987 | 1,058,258 | 183,608 | 171,882 | 78,695 | 133,998 | 126,275 | 40,363 | 41,265 | 29,113 | 340,909 | 76,688 | 68,786 | 22,479 |
| Norfolk city | 1990 | 2,000,561 | 381,123 | 353,393 | 218,413 | 357,900 | 295,479 | 114,196 | 107,600 | 59,447 | 402,935 | 101,999 | 52,855 | 79,772 |
| | 1987 | 1,739,450 | 323,673 | 300,123 | 189,171 | 275,301 | 227,287 | 103,321 | 99,204 | 54,809 | 404,989 | 88,215 | 50,646 | 54,728 |
| Northampton | 1990 | 59,437 | 23,445 | 22,751 | 4,903 | 2,690 | | 844 | 998 | 553 | 5,053 | 4,155 | 4,317 | 7,101 |
| | 1987 | 52,194 | 20,553 | 19,945 | 4,153 | 2,515 | | 850 | 999 | 554 | 5,061 | 3,679 | 4,358 | 5,044 |
| Northumberland | 1990 | 36,821 | 13,014 | 12,586 | 1,626 | 1,490 | | 324 | 635 | | 3,447 | 7,234 | 5,363 | 1,115 |
| | 1987 | 32,400 | 11,254 | 10,884 | 1,421 | 1,351 | | 326 | 486 | | 3,232 | 4,973 | 4,699 | 2,016 |
| Norton city | 1990 | 69,968 | 8,099 | 7,957 | 6,650 | 9,375 | 3,370 | 3,436 | 2,002 | 1,347 | 14,907 | 5,178 | 5,803 | 5,536 |
| | 1987 | 64,742 | 8,564 | 8,414 | 5,548 | 7,803 | 2,806 | 3,233 | 1,755 | 1,316 | 16,918 | 3,610 | 6,468 | 4,135 |
| Nottoway | 1990 | 88,928 | 27,335 | 26,615 | 4,929 | 8,819 | 4,952 | 3,350 | 2,885 | 2,284 | 23,780 | 3,363 | 4,340 | 5,682 |
| | 1987 | 75,213 | 21,193 | 20,635 | 4,287 | 6,098 | 3,425 | 2,927 | 3,318 | 2,628 | 21,825 | 3,427 | 3,634 | 3,919 |
| Orange | 1990 | 108,481 | 25,155 | 24,330 | 6,992 | 6,328 | | 2,605 | 4,025 | 3,562 | 27,419 | 4,970 | 7,536 | 8,417 |
| | 1987 | 91,189 | 20,889 | 20,204 | 5,586 | 4,893 | | 2,195 | 3,354 | 2,969 | 25,663 | 6,826 | 6,192 | 5,705 |
| Page | 1990 | 161,959 | 31,432 | 31,003 | 5,708 | 8,427 | 3,845 | 2,720 | 3,358 | 2,406 | 89,790 | 5,564 | 2,689 | 3,982 |
| | 1987 | 131,209 | 26,953 | 26,585 | 8,349 | 6,376 | 2,910 | 1,870 | 3,391 | 2,431 | 68,517 | 3,867 | 2,348 | 3,761 |
| Patrick | 1990 | 61,470 | 18,635 | 17,724 | 3,075 | 7,309 | | 383 | 751 | 378 | 12,626 | 9,549 | 3,119 | 4,474 |
| | 1987 | 51,348 | 15,872 | 15,096 | 2,436 | 6,435 | | 358 | 882 | 445 | 10,972 | 6,382 | 2,876 | 3,072 |
| Petersburg city | 1990 | 506,656 | 107,022 | 104,378 | 32,605 | 86,643 | 81,051 | 12,723 | 17,189 | 10,417 | 109,968 | 45,055 | 46,618 | 17,511 |
| | 1987 | 445,120 | 83,601 | 81,536 | 28,620 | 78,829 | 73,742 | 14,579 | 17,086 | 10,356 | 109,726 | 35,380 | 39,172 | 13,937 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1990<br>U.S. CENSUS 1987<br>METRO AREA<br>County | Year | Total Retail Sales ($000) | Food Stores<br>Total ($000) | Food Stores<br>Supermarkets ($000) | Eating & Drinking Places<br>Total ($000) | General Merchandise Stores<br>Total ($000) | General Merchandise Stores<br>Department Stores ($000) | Apparel & Accessories Stores<br>Total ($000) | Furniture/ Home Furnishings/ Appliance Stores<br>Total ($000) | Furniture/ Home Furnishings/ Appliance Stores<br>Furniture & Home Furn. ($000) | Automotive Dealers<br>Total ($000) | Gasoline Service Stations<br>Total ($000) | Bldg. Mtls. & Hardware Dealers<br>Total ($000) | Drugstores<br>Total ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **VIRGINIA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Pittsylvania | 1990 | 108,689 | 41,642 | 39,864 | 7,585 | 4,836 | | 1,505 | 2,224 | 1,775 | 13,372 | 20,220 | 5,539 | 6,498 |
| | 1987 | 101,016 | 37,538 | 35,935 | 7,706 | 4,582 | | 1,703 | 2,410 | 1,924 | 14,973 | 13,855 | 7,551 | 4,962 |
| Poquoson city | 1990 | 26,985 | 15,195 | 14,572 | 1,810 | | | 101 | 128 | | 3,053 | 2,919 | 217 | 1,275 |
| | 1987 | 22,898 | 13,115 | 12,577 | 1,482 | | | 130 | 188 | | 3,010 | 1,984 | 396 | 935 |
| Portsmouth city | 1990 | 665,377 | 191,453 | 186,420 | 53,649 | 71,976 | 56,609 | 33,672 | 22,533 | 12,012 | 162,669 | 37,655 | 24,053 | 30,695 |
| | 1987 | 590,243 | 155,129 | 151,051 | 45,942 | 62,664 | 49,286 | 33,356 | 21,002 | 11,197 | 163,155 | 31,613 | 23,634 | 22,698 |
| Powhatan | 1990 | 37,016 | 16,303 | 15,893 | 1,484 | 272 | | | 439 | 439 | 12,738 | 973 | 1,113 | 2,352 |
| | 1987 | 30,508 | 12,008 | 11,706 | 1,011 | 272 | | | 395 | 395 | 11,491 | 1,741 | 1,111 | 1,596 |
| Prince Edward | 1990 | 142,032 | 39,490 | 38,525 | 17,986 | 17,072 | 7,606 | 4,844 | 10,907 | 9,431 | 23,977 | 7,550 | 4,808 | 7,250 |
| | 1987 | 117,186 | 30,643 | 29,894 | 14,373 | 13,328 | 5,939 | 3,501 | 9,149 | 7,912 | 23,171 | 5,954 | 5,242 | 5,333 |
| Prince George | 1990 | 40,130 | 3,953 | 3,700 | 9,120 | | | 3,915 | 191 | 191 | 15,378 | 6,037 | 347 | |
| | 1987 | 35,319 | 4,004 | 3,748 | 7,049 | | | 2,666 | 305 | 305 | 15,006 | 4,670 | 439 | |
| ☐ Prince William | 1990 | 1,549,532 | 326,530 | 318,809 | 151,377 | 123,786 | 111,125 | 124,226 | 144,255 | 113,900 | 314,764 | 109,171 | 83,177 | 36,966 |
| | 1987 | 1,267,996 | 256,625 | 250,557 | 116,716 | 100,997 | 90,667 | 87,337 | 112,204 | 88,594 | 295,343 | 96,130 | 81,987 | 29,283 |
| Pulaski | 1990 | 159,337 | 45,802 | 45,151 | 17,079 | 9,581 | 7,876 | 2,396 | 4,002 | 3,244 | 34,499 | 16,814 | 12,056 | 9,019 |
| | 1987 | 136,625 | 39,390 | 38,830 | 12,971 | 8,452 | 6,949 | 2,493 | 3,765 | 3,053 | 32,321 | 13,153 | 10,870 | 6,276 |
| Radford city | 1990 | 123,451 | 24,292 | 24,215 | 11,879 | 11,782 | 11,259 | 3,991 | 8,276 | 5,452 | 29,335 | 4,967 | 4,375 | 5,545 |
| | 1987 | 103,400 | 21,135 | 21,068 | 9,012 | 9,676 | 9,247 | 4,222 | 7,459 | 4,914 | 26,565 | 3,838 | 3,941 | 4,337 |
| Rappahannock | 1990 | 16,397 | 4,822 | 4,566 | 1,996 | 45 | | 46 | 544 | 544 | 272 | 2,128 | | |
| | 1987 | 12,988 | 3,708 | 3,511 | 1,653 | 52 | | 47 | 943 | 943 | 281 | 1,679 | | |
| Richmond | 1990 | 56,272 | 14,932 | 14,546 | 1,998 | 12,417 | 9,568 | 2,013 | 2,625 | 1,545 | 5,024 | 5,642 | 375 | 5,986 |
| | 1987 | 47,608 | 14,362 | 13,991 | 2,170 | 9,039 | 6,966 | 1,823 | 2,778 | 1,636 | 5,144 | 4,239 | 428 | 4,082 |
| Richmond city | 1990 | 2,209,044 | 430,335 | 408,375 | 227,880 | 62,244 | 51,946 | 98,008 | 122,110 | 89,112 | 574,042 | 131,408 | 106,920 | 93,242 |
| | 1987 | 1,945,004 | 372,772 | 353,750 | 199,815 | 75,264 | 62,813 | 88,353 | 107,013 | 78,095 | 559,123 | 109,738 | 94,732 | 67,464 |
| Roanoke | 1990 | 368,113 | 100,868 | 100,493 | 42,556 | 22,683 | 18,070 | 27,700 | 22,891 | 16,830 | 34,394 | 68,835 | 14,928 | 12,260 |
| | 1987 | 328,057 | 96,063 | 95,706 | 36,315 | 25,615 | 20,407 | 25,149 | 21,721 | 15,971 | 31,570 | 50,806 | 14,569 | 10,539 |
| Roanoke city | 1990 | 1,239,507 | 165,609 | 158,981 | 107,179 | 233,933 | 179,987 | 68,873 | 71,596 | 35,960 | 246,511 | 70,524 | 74,869 | 42,763 |
| | 1987 | 1,033,617 | 149,750 | 143,757 | 93,749 | 179,198 | 137,875 | 58,960 | 63,876 | 32,083 | 227,907 | 58,095 | 65,541 | 30,896 |
| Rockbridge | 1990 | 77,169 | 6,046 | 5,563 | 4,044 | 2,320 | | 265 | 592 | 514 | 4,430 | 45,106 | 6,709 | 750 |
| | 1987 | 68,490 | 6,809 | 6,265 | 4,057 | 1,813 | | 248 | 1,089 | 948 | 5,577 | 36,351 | 6,807 | 716 |
| Rockingham | 1990 | 149,411 | 47,439 | 43,199 | 10,362 | 3,034 | 1,341 | 2,276 | 7,251 | 4,380 | 24,881 | 12,457 | 12,891 | 7,674 |
| | 1987 | 129,126 | 38,193 | 34,779 | 9,174 | 3,527 | 1,560 | 2,518 | 6,119 | 3,697 | 24,877 | 9,469 | 15,055 | 5,280 |
| Russell | 1990 | 111,817 | 39,111 | 32,639 | 7,516 | 8,387 | 2,825 | 2,229 | 3,724 | 2,709 | 14,119 | 22,165 | 7,890 | 8,884 |
| | 1987 | 93,339 | 28,918 | 28,506 | 6,311 | 6,533 | 2,201 | 1,972 | 4,005 | 2,914 | 13,864 | 14,938 | 7,678 | 5,980 |
| Salem city | 1990 | 487,190 | 78,204 | 77,131 | 31,630 | 20,334 | 7,819 | 3,258 | 14,768 | 8,229 | 201,219 | 18,491 | 28,945 | 17,135 |
| | 1987 | 382,898 | 65,527 | 64,628 | 23,656 | 16,755 | 6,520 | 4,023 | 12,782 | 7,123 | 161,649 | 13,451 | 22,075 | 12,517 |
| ☐ Scott | 1990 | 112,301 | 50,675 | 43,979 | 6,097 | 2,899 | | 488 | 2,352 | 1,354 | 15,450 | 7,655 | 15,833 | 6,803 |
| | 1987 | 98,003 | 39,415 | 34,207 | 4,821 | 2,178 | | 449 | 2,419 | 1,393 | 18,680 | 6,925 | 14,792 | 4,656 |
| Shenandoah | 1990 | 195,294 | 41,028 | 37,858 | 16,944 | 7,473 | | 2,710 | 4,994 | 3,210 | 41,204 | 39,148 | 11,261 | 7,324 |
| | 1987 | 162,430 | 37,140 | 34,270 | 13,523 | 5,455 | | 3,153 | 4,508 | 2,898 | 36,900 | 30,103 | 10,536 | 5,036 |
| Smyth | 1990 | 178,999 | 48,930 | 47,358 | 8,422 | 18,589 | 11,466 | 5,001 | 4,088 | 2,548 | 32,218 | 18,533 | 21,919 | 10,689 |
| | 1987 | 151,486 | 40,475 | 39,175 | 7,770 | 13,985 | 8,627 | 4,725 | 4,022 | 2,508 | 29,729 | 12,742 | 20,144 | 7,424 |
| Southampton | 1990 | 39,055 | 17,813 | 17,077 | 920 | 456 | | 38 | 786 | 713 | 10,670 | 2,296 | 664 | 1,302 |
| | 1987 | 35,327 | 14,468 | 13,870 | 1,091 | 493 | | 69 | 955 | 867 | 11,299 | 1,861 | 781 | 909 |
| South Boston city | 1990 | 113,431 | 15,908 | 15,558 | 12,299 | 20,081 | 16,597 | 3,073 | 5,379 | 3,707 | 19,033 | 15,209 | 2,246 | 7,763 |
| | 1987 | 99,716 | 17,263 | 16,883 | 9,998 | 16,465 | 13,609 | 3,005 | 5,632 | 3,883 | 18,816 | 10,918 | 3,204 | 5,754 |
| Spotsylvania | 1990 | 234,363 | 16,170 | 14,491 | 4,667 | 64,848 | 58,504 | 25,280 | 19,928 | 18,489 | 70,585 | 23,470 | 265 | 842 |
| | 1987 | 203,556 | 21,394 | 19,173 | 4,225 | 53,388 | 48,166 | 17,910 | 15,892 | 14,745 | 65,544 | 17,026 | 283 | 635 |
| ☐ Stafford | 1990 | 308,287 | 71,527 | 69,399 | 36,852 | 8,666 | 7,824 | 2,778 | 12,792 | 9,630 | 55,315 | 56,796 | 38,228 | 10,725 |
| | 1987 | 241,386 | 60,982 | 59,168 | 27,146 | 8,645 | 7,806 | 2,211 | 9,019 | 6,790 | 46,512 | 38,068 | 32,136 | 7,181 |
| Staunton city | 1990 | 255,385 | 48,119 | 47,081 | 25,966 | 61,304 | 50,317 | 8,423 | 11,168 | 8,780 | 35,982 | 9,977 | 15,228 | 12,369 |
| | 1987 | 214,265 | 44,934 | 43,965 | 21,190 | 45,561 | 37,396 | 7,258 | 10,018 | 7,877 | 33,278 | 10,503 | 13,794 | 9,022 |
| Suffolk city | 1990 | 277,944 | 59,029 | 56,810 | 17,473 | 16,986 | 10,509 | 15,180 | 7,176 | 6,138 | 54,538 | 29,626 | 21,924 | 11,672 |
| | 1987 | 248,897 | 53,909 | 51,882 | 14,665 | 12,979 | 8,031 | 13,664 | 7,251 | 6,203 | 54,736 | 21,846 | 20,651 | 8,739 |
| Surry | 1990 | 12,030 | 7,068 | 6,898 | 1,560 | | | 55 | 306 | 306 | 1,171 | 630 | 109 | 65 |
| | 1987 | 10,252 | 5,598 | 5,463 | 1,274 | | | 63 | 242 | 242 | 1,436 | 710 | 122 | 60 |
| Sussex | 1990 | 54,378 | 18,334 | 17,583 | 4,764 | 635 | | 820 | 3,381 | 2,960 | 7,302 | 1,883 | 3,149 | 2,429 |
| | 1987 | 47,873 | 15,893 | 15,242 | 4,405 | 884 | | 684 | 2,735 | 2,395 | 7,686 | 1,962 | 2,716 | 1,914 |
| Tazewell | 1990 | 399,769 | 139,823 | 138,756 | 17,268 | 36,692 | 25,080 | 4,785 | 8,378 | 4,881 | 99,798 | 9,955 | 40,134 | 18,791 |
| | 1987 | 341,171 | 112,955 | 112,093 | 14,732 | 29,347 | 20,060 | 5,224 | 8,420 | 4,906 | 93,363 | 10,256 | 35,945 | 13,123 |
| Virginia Beach city | 1990 | 2,924,811 | 613,566 | 597,680 | 331,337 | 280,528 | 227,691 | 167,153 | 172,801 | 108,448 | 656,813 | 192,013 | 154,918 | 84,975 |
| | 1987 | 2,385,641 | 475,083 | 462,782 | 272,043 | 243,552 | 197,680 | 131,248 | 155,481 | 97,579 | 577,068 | 152,931 | 134,556 | 60,173 |
| Warren | 1990 | 177,749 | 41,815 | 40,753 | 14,258 | 21,724 | 20,149 | 4,866 | 5,081 | 3,609 | 35,375 | 29,967 | 12,086 | 5,193 |
| | 1987 | 145,152 | 38,109 | 37,141 | 11,335 | 15,564 | 14,436 | 4,735 | 4,601 | 3,269 | 30,298 | 20,381 | 10,230 | 3,708 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1990<br>U S CENSUS 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **VIRGINIA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| ☐ Washington | 1990 | 181,224 | 55,796 | 54,741 | 15,207 | 16,044 | 3,077 | 5,581 | 8,241 | 7,263 | 40,481 | 14,347 | 5,403 | 6,519 |
| | 1987 | 152,432 | 46,685 | 45,802 | 13,134 | 12,010 | 2,304 | 4,785 | 8,066 | 7,110 | 35,746 | 10,941 | 6,371 | 4,473 |
| Waynesboro city | 1990 | 204,679 | 48,574 | 47,410 | 19,126 | 18,144 | 17,964 | 2,012 | 15,476 | 11,873 | 57,459 | 14,519 | 9,310 | 9,626 |
| | 1987 | 167,474 | 38,133 | 37,219 | 15,319 | 15,420 | 15,268 | 1,763 | 12,724 | 9,762 | 49,586 | 11,409 | 8,105 | 7,032 |
| Westmoreland | 1990 | 60,465 | 18,219 | 17,573 | 5,760 | 2,108 | | 164 | 128 | 128 | 17,172 | 7,113 | 6,014 | 2,658 |
| | 1987 | 50,970 | 15,889 | 15,326 | 4,799 | 1,825 | | 166 | 231 | 231 | 15,702 | 4,817 | 4,653 | 1,798 |
| Williamsburg city | 1990 | 376,271 | 76,474 | 72,128 | 96,088 | 19,340 | 15,655 | 21,457 | 32,701 | 25,498 | 36,209 | 27,539 | 12,561 | 10,373 |
| | 1987 | 305,668 | 66,865 | 63,065 | 74,319 | 15,811 | 12,799 | 18,758 | 25,515 | 19,896 | 37,235 | 19,721 | 10,632 | 7,856 |
| Winchester city | 1990 | 519,511 | 96,222 | 95,120 | 48,433 | 107,418 | 97,121 | 28,982 | 28,823 | 21,593 | 112,657 | 8,226 | 28,195 | 21,951 |
| | 1987 | 413,076 | 76,495 | 75,619 | 38,896 | 74,228 | 67,113 | 23,505 | 24,255 | 18,171 | 99,441 | 9,323 | 22,410 | 17,185 |
| Wise | 1990 | 257,359 | 103,296 | 102,487 | 11,527 | 33,534 | 25,170 | 8,112 | 3,360 | 1,874 | 46,531 | 16,070 | 5,974 | 16,703 |
| | 1987 | 223,944 | 86,447 | 85,770 | 10,649 | 25,715 | 19,302 | 6,797 | 3,403 | 1,899 | 45,726 | 13,807 | 8,127 | 11,433 |
| Wythe | 1990 | 162,686 | 31,451 | 30,149 | 12,496 | 9,424 | | 5,883 | 4,218 | 3,634 | 33,260 | 47,625 | 4,634 | 7,483 |
| | 1987 | 140,071 | 27,027 | 25,908 | 11,025 | 7,768 | | 5,203 | 3,970 | 3,421 | 32,200 | 37,175 | 4,537 | 5,472 |
| York | 1990 | 145,943 | 55,189 | 53,291 | 17,639 | 18,800 | 11,472 | 2,371 | 4,675 | 3,141 | 8,680 | 10,143 | 5,660 | 9,599 |
| | 1987 | 125,780 | 43,220 | 41,734 | 18,369 | 13,353 | 8,149 | 2,587 | 5,070 | 3,407 | 8,871 | 10,720 | 5,115 | 6,846 |
| **TOTAL METRO COUNTIES** | 1990 | **37,394,604** | **7,285,146** | **7,035,505** | **3,611,017** | **4,314,984** | **3,454,438** | **1,908,432** | **2,146,399** | **1,338,806** | **8,322,934** | **2,620,126** | **1,787,528** | **1,302,406** |
| | 1987 | 31,321,823 | 6,071,585 | 5,862,302 | 2,975,141 | 3,514,279 | 2,814,124 | 1,620,156 | 1,858,059 | 1,156,689 | 7,718,309 | 2,100,968 | 1,596,665 | 958,687 |
| **TOTAL STATE** | 1990 | **47,471,970** | **9,856,156** | **9,517,064** | **4,391,571** | **5,372,603** | **4,168,223** | **2,193,397** | **2,532,107** | **1,618,614** | **10,383,295** | **3,570,251** | **2,470,551** | **1,756,374** |
| | 1987 | 39,784,763 | 8,236,148 | 7,950,706 | 3,625,063 | 4,334,352 | 3,358,114 | 1,874,210 | 2,203,542 | 1,406,770 | 9,616,513 | 2,845,196 | 2,208,068 | 1,292,622 |
| **WASHINGTON** | | | | | | | | | | | | | | |
| **BELLINGHAM** | 1990 | **1,033,439** | **253,905** | **245,395** | **105,657** | **112,470** | **89,336** | **38,509** | **64,545** | **28,502** | **139,261** | **113,666** | **76,847** | **42,797** |
| | 1987 | 771,915 | 188,375 | 182,061 | 81,948 | 95,920 | 76,191 | 27,235 | 44,034 | 19,445 | 118,456 | 75,444 | 50,910 | 28,604 |
| Whatcom | 1990 | 1,033,439 | 253,905 | 245,395 | 105,657 | 112,470 | 89,336 | 38,509 | 64,545 | 28,502 | 139,261 | 113,666 | 76,847 | 42,797 |
| | 1987 | 771,915 | 188,375 | 182,061 | 81,948 | 95,920 | 76,191 | 27,235 | 44,034 | 19,445 | 118,456 | 75,444 | 50,910 | 28,604 |
| **BREMERTON** | 1990 | **1,108,383** | **264,685** | **254,566** | **101,851** | **121,844** | **83,225** | **45,732** | **64,493** | **26,440** | **172,104** | **79,835** | **99,796** | **65,367** |
| | 1987 | 829,131 | 205,882 | 198,011 | 76,554 | 98,253 | 67,112 | 31,224 | 45,299 | 18,572 | 147,709 | 52,713 | 67,897 | 43,797 |
| Kitsap | 1990 | 1,108,383 | 264,685 | 254,566 | 101,851 | 121,844 | 83,225 | 45,732 | 64,493 | 26,440 | 172,104 | 79,835 | 99,796 | 65,367 |
| | 1987 | 829,131 | 205,882 | 198,011 | 76,554 | 98,253 | 67,112 | 31,224 | 45,299 | 18,572 | 147,709 | 52,713 | 67,897 | 43,797 |
| **OLYMPIA** | 1990 | **1,137,793** | **265,360** | **254,461** | **116,022** | **114,568** | **86,435** | **35,355** | **63,912** | **30,240** | **198,281** | **99,808** | **93,185** | **48,906** |
| | 1987 | 853,829 | 209,265 | 200,670 | 84,390 | 104,851 | 79,105 | 26,034 | 47,313 | 22,387 | 157,843 | 66,287 | 61,241 | 31,427 |
| Thurston | 1990 | 1,137,793 | 265,360 | 254,461 | 116,022 | 114,568 | 86,435 | 35,355 | 63,912 | 30,240 | 198,281 | 99,808 | 93,185 | 48,906 |
| | 1987 | 853,829 | 209,265 | 200,670 | 84,390 | 104,851 | 79,105 | 26,034 | 47,313 | 22,387 | 157,843 | 66,287 | 61,241 | 31,427 |
| **RICHLAND - KENNEWICK - PASCO** | 1990 | **1,077,127** | **260,959** | **253,969** | **104,019** | **134,877** | **110,303** | **22,791** | **39,447** | **21,651** | **237,517** | **71,612** | **56,176** | **63,887** |
| | 1987 | 847,327 | 209,956 | 204,313 | 78,740 | 119,512 | 97,918 | 22,160 | 26,921 | 14,776 | 197,167 | 48,275 | 38,322 | 40,758 |
| Benton | 1990 | 740,303 | 195,115 | 189,432 | 80,863 | 108,857 | 86,686 | 20,076 | 35,011 | 19,102 | 88,092 | 48,273 | 44,069 | 51,481 |
| | 1987 | 584,498 | 159,022 | 154,390 | 60,762 | 94,841 | 75,525 | 19,505 | 23,920 | 13,051 | 81,553 | 32,695 | 30,089 | 32,318 |
| Franklin | 1990 | 336,824 | 65,844 | 64,537 | 23,156 | 26,020 | 23,617 | 2,715 | 4,436 | 2,549 | 149,425 | 23,339 | 12,107 | 12,406 |
| | 1987 | 262,829 | 50,934 | 49,923 | 17,978 | 24,671 | 22,393 | 2,655 | 3,001 | 1,725 | 115,614 | 15,580 | 8,233 | 8,440 |
| **SEATTLE** | 1990 | **17,680,635** | **3,457,251** | **3,271,526** | **2,105,344** | **1,897,298** | **1,399,099** | **1,187,408** | **1,095,020** | **544,141** | **3,023,520** | **1,156,731** | **888,951** | **727,741** |
| | 1987 | 13,269,048 | 2,696,217 | 2,551,151 | 1,506,677 | 1,594,350 | 1,175,547 | 830,401 | 791,997 | 394,461 | 2,518,336 | 757,326 | 655,206 | 469,722 |
| King | 1990 | 14,201,327 | 2,746,856 | 2,587,805 | 1,753,395 | 1,457,681 | 1,069,771 | 1,003,543 | 803,653 | 409,433 | 2,389,207 | 949,326 | 647,737 | 595,455 |
| | 1987 | 10,706,363 | 2,153,234 | 2,028,556 | 1,254,865 | 1,235,039 | 906,378 | 708,148 | 600,288 | 305,827 | 2,001,417 | 620,535 | 496,503 | 383,099 |
| Snohomish | 1990 | 3,479,308 | 710,395 | 683,721 | 351,949 | 439,617 | 329,328 | 183,865 | 291,367 | 134,708 | 634,313 | 207,405 | 241,214 | 132,286 |
| | 1987 | 2,562,685 | 542,983 | 522,595 | 251,812 | 359,311 | 269,169 | 122,253 | 191,709 | 88,634 | 516,919 | 136,791 | 158,703 | 86,623 |
| ***SEATTLE - TACOMA CONSOLIDATED AREA*** | *1990* | ***21,747,359*** | ***4,250,845*** | ***4,029,181*** | ***2,538,950*** | ***2,440,348*** | ***1,798,291*** | ***1,377,337*** | ***1,312,152*** | ***661,166*** | ***3,872,597*** | ***1,450,631*** | ***1,136,578*** | ***884,618*** |
| | *1987* | *16,379,938* | *3,319,970* | *3,146,656* | *1,823,096* | *2,048,337* | *1,509,271* | *959,488* | *939,292* | *473,847* | *3,228,831* | *954,011* | *843,643* | *568,220* |
| **SPOKANE** | 1990 | **2,989,839** | **635,197** | **615,815** | **307,514** | **423,005** | **309,682** | **163,493** | **111,641** | **64,744** | **661,744** | **184,890** | **131,272** | **97,693** |
| | 1987 | 2,317,062 | 497,836 | 482,645 | 225,906 | 356,509 | 261,001 | 111,755 | 96,280 | 55,837 | 547,711 | 128,674 | 102,160 | 63,670 |
| Spokane | 1990 | 2,989,839 | 635,197 | 615,815 | 307,514 | 423,005 | 309,682 | 163,493 | 111,641 | 64,744 | 661,744 | 184,890 | 131,272 | 97,693 |
| | 1987 | 2,317,062 | 497,836 | 482,645 | 225,906 | 356,509 | 261,001 | 111,755 | 96,280 | 55,837 | 547,711 | 128,674 | 102,160 | 63,670 |
| **TACOMA** | 1990 | **4,066,724** | **793,594** | **757,655** | **433,606** | **543,050** | **399,192** | **189,929** | **217,132** | **117,025** | **849,077** | **293,900** | **247,627** | **156,877** |
| | 1987 | 3,110,890 | 623,753 | 595,505 | 316,419 | 453,987 | 333,724 | 129,087 | 147,295 | 79,386 | 710,495 | 196,685 | 188,437 | 98,498 |
| Pierce | 1990 | 4,066,724 | 793,594 | 757,655 | 433,606 | 543,050 | 399,192 | 189,929 | 217,132 | 117,025 | 849,077 | 293,900 | 247,627 | 156,877 |
| | 1987 | 3,110,890 | 623,753 | 595,505 | 316,419 | 453,987 | 333,724 | 129,087 | 147,295 | 79,386 | 710,495 | 196,685 | 188,437 | 98,498 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1990<br>U.S. CENSUS 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **WASHINGTON (continued)** | | | | | | | | | | | | | | |
| **VANCOUVER** | **1990** | **1,328,128** | **318,993** | **305,711** | **156,191** | **173,628** | **170,782** | **57,132** | **58,277** | **42,347** | **231,465** | **85,523** | **89,577** | **65,506** |
| | 1987 | 996,326 | 248,379 | 238,037 | 110,420 | 148,436 | 146,004 | 38,577 | 42,545 | 30,916 | 188,704 | 54,217 | 61,689 | 42,766 |
| Clark | 1990 | 1,328,128 | 318,993 | 305,711 | 156,191 | 173,628 | 170,782 | 57,132 | 58,277 | 42,347 | 231,465 | 85,523 | 89,577 | 65,506 |
| | 1987 | 996,326 | 248,379 | 238,037 | 110,420 | 148,436 | 146,004 | 38,577 | 42,545 | 30,916 | 188,704 | 54,217 | 61,689 | 42,766 |
| **YAKIMA** | **1990** | **1,192,969** | **295,348** | **288,193** | **113,651** | **120,441** | **92,166** | **55,248** | **48,635** | **27,166** | **225,223** | **96,807** | **81,482** | **51,138** |
| | 1987 | 931,767 | 236,894 | 231,155 | 86,797 | 109,149 | 83,526 | 41,878 | 33,599 | 18,768 | 197,998 | 64,358 | 55,794 | 33,571 |
| Yakima | 1990 | 1,192,969 | 295,348 | 288,193 | 113,651 | 120,441 | 92,166 | 55,248 | 48,635 | 27,166 | 225,223 | 96,807 | 81,482 | 51,138 |
| | 1987 | 931,767 | 236,894 | 231,155 | 86,797 | 109,149 | 83,526 | 41,878 | 33,599 | 18,768 | 197,998 | 64,358 | 55,794 | 33,571 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Adams | 1990 | 49,229 | 15,505 | 15,366 | 10,488 | 327 | | 1,537 | 1,133 | 952 | 4,292 | 5,561 | 1,547 | 5,424 |
| | 1987 | 41,895 | 13,515 | 13,394 | 8,124 | 601 | | 1,221 | 1,066 | 897 | 4,498 | 3,774 | 2,437 | 3,409 |
| Asotin | 1990 | 74,359 | 22,676 | 20,572 | 9,757 | | | 1,204 | 6,303 | 4,312 | 5,031 | 5,877 | 8,856 | 12,731 |
| | 1987 | 59,106 | 20,330 | 18,444 | 8,002 | | | 858 | 4,183 | 2,862 | 4,689 | 3,827 | 5,907 | 8,148 |
| Benton | 1990 | 740,303 | 195,115 | 189,432 | 80,863 | 108,857 | 86,686 | 20,076 | 35,011 | 19,102 | 88,092 | 48,273 | 44,069 | 51,481 |
| | 1987 | 584,498 | 159,022 | 154,390 | 60,762 | 94,841 | 75,525 | 19,505 | 23,920 | 13,051 | 81,553 | 32,695 | 30,089 | 32,318 |
| Chelan | 1990 | 444,037 | 91,388 | 88,156 | 48,764 | 34,100 | 21,291 | 14,966 | 16,718 | 12,675 | 86,224 | 33,866 | 48,015 | 24,510 |
| | 1987 | 343,387 | 73,798 | 71,188 | 35,670 | 31,804 | 19,858 | 11,294 | 11,509 | 8,726 | 78,284 | 23,594 | 32,655 | 16,560 |
| Clallam | 1990 | 386,435 | 93,236 | 89,477 | 44,712 | 19,177 | 1,570 | 17,832 | 18,320 | 12,412 | 53,156 | 44,484 | 25,286 | 29,137 |
| | 1987 | 296,149 | 76,189 | 73,117 | 33,427 | 19,800 | 1,622 | 11,991 | 11,957 | 8,102 | 50,011 | 27,133 | 17,901 | 19,339 |
| Clark | 1990 | 1,328,128 | 318,993 | 305,711 | 156,191 | 173,628 | 170,782 | 57,132 | 58,277 | 42,347 | 231,465 | 85,523 | 89,577 | 65,506 |
| | 1987 | 996,326 | 248,379 | 238,037 | 110,420 | 148,436 | 146,004 | 38,577 | 42,545 | 30,916 | 188,704 | 54,217 | 61,689 | 42,766 |
| Columbia | 1990 | 9,879 | 3,926 | 3,802 | 846 | 500 | | 87 | 187 | 187 | 155 | 595 | 1,678 | 1,055 |
| | 1987 | 9,308 | 4,010 | 3,883 | 920 | 633 | | 98 | 220 | 220 | 284 | 498 | 1,154 | 746 |
| Cowlitz | 1990 | 569,985 | 151,565 | 147,429 | 71,658 | 69,730 | 52,661 | 21,804 | 17,140 | 6,833 | 112,782 | 24,750 | 35,412 | 24,666 |
| | 1987 | 452,428 | 119,715 | 116,448 | 53,110 | 64,371 | 48,615 | 14,693 | 11,754 | 4,686 | 99,249 | 21,309 | 24,112 | 16,298 |
| Douglas | 1990 | 157,088 | 66,471 | 66,182 | 20,307 | 10,743 | 10,228 | 9,785 | 4,225 | 2,249 | 12,590 | 5,185 | 9,349 | 2,729 |
| | 1987 | 116,756 | 49,365 | 49,150 | 14,339 | 8,588 | 8,177 | 8,462 | 3,037 | 1,617 | 10,788 | 3,532 | 6,448 | 2,095 |
| Ferry | 1990 | 23,657 | 7,895 | 7,748 | 4,125 | | | 678 | 590 | | 2,349 | 3,709 | 1,833 | 1,034 |
| | 1987 | 17,430 | 6,103 | 5,989 | 2,824 | | | 479 | 461 | | 2,127 | 2,474 | 1,251 | 710 |
| Franklin | 1990 | 336,824 | 65,844 | 64,537 | 23,156 | 26,020 | 23,617 | 2,715 | 4,436 | 2,549 | 149,425 | 23,339 | 12,107 | 12,406 |
| | 1987 | 262,829 | 50,934 | 49,923 | 17,978 | 24,671 | 22,393 | 2,655 | 3,001 | 1,725 | 115,614 | 15,580 | 8,233 | 8,440 |
| Garfield | 1990 | 5,662 | 1,505 | 1,346 | 825 | | | 68 | 310 | 160 | 540 | 1,261 | 166 | 141 |
| | 1987 | 4,455 | 1,025 | 917 | 603 | | | 85 | 264 | 137 | 483 | 819 | 281 | 214 |
| Grant | 1990 | 320,084 | 98,063 | 97,568 | 29,977 | 13,411 | 7,954 | 8,264 | 8,731 | 7,307 | 47,313 | 33,811 | 35,426 | 20,428 |
| | 1987 | 246,918 | 75,327 | 74,947 | 24,260 | 11,361 | 6,739 | 8,553 | 6,011 | 5,031 | 44,339 | 22,647 | 24,102 | 13,750 |
| Grays Harbor | 1990 | 382,190 | 104,527 | 100,398 | 48,633 | 29,478 | 25,566 | 15,001 | 20,959 | 13,373 | 49,044 | 29,376 | 35,152 | 25,457 |
| | 1987 | 312,931 | 92,918 | 89,248 | 38,440 | 26,737 | 23,190 | 11,247 | 14,301 | 9,125 | 47,918 | 20,145 | 24,214 | 17,065 |
| Island | 1990 | 253,315 | 74,931 | 73,939 | 31,576 | 1,738 | | 9,932 | 13,929 | 7,157 | 38,611 | 17,629 | 34,668 | 9,131 |
| | 1987 | 188,269 | 59,206 | 58,422 | 22,632 | 1,857 | | 6,321 | 10,668 | 5,482 | 33,720 | 11,227 | 22,279 | 6,177 |
| Jefferson | 1990 | 93,253 | 31,470 | 31,128 | 12,469 | 3,189 | | 2,523 | 2,668 | 969 | 3,325 | 8,576 | 12,947 | 3,757 |
| | 1987 | 72,844 | 25,297 | 25,022 | 9,657 | 2,902 | | 1,916 | 1,776 | 646 | 3,364 | 6,444 | 8,927 | 2,556 |
| King | 1990 | 14,201,327 | 2,746,856 | 2,587,805 | 1,753,395 | 1,457,681 | 1,069,771 | 1,003,543 | 803,653 | 409,433 | 2,389,207 | 949,326 | 647,737 | 595,455 |
| | 1987 | 10,706,363 | 2,153,234 | 2,028,556 | 1,254,865 | 1,235,039 | 906,378 | 708,148 | 600,288 | 305,827 | 2,001,417 | 620,535 | 496,503 | 383,099 |
| Kitsap | 1990 | 1,108,383 | 264,685 | 254,566 | 101,851 | 121,844 | 83,225 | 45,732 | 64,493 | 26,440 | 172,104 | 79,835 | 99,796 | 65,367 |
| | 1987 | 829,131 | 205,882 | 198,011 | 76,554 | 98,253 | 67,112 | 31,224 | 45,299 | 18,572 | 147,709 | 52,713 | 67,897 | 43,797 |
| Kittitas | 1990 | 180,612 | 48,479 | 47,126 | 26,500 | 8,897 | | 7,661 | 5,210 | 2,328 | 21,329 | 40,453 | 8,378 | 3,409 |
| | 1987 | 141,008 | 39,974 | 38,858 | 20,413 | 9,095 | | 5,486 | 3,521 | 1,574 | 20,462 | 26,306 | 5,691 | 2,302 |
| Klickitat | 1990 | 47,121 | 16,919 | 15,822 | 4,506 | 727 | | 249 | 1,047 | 1,047 | 5,192 | 3,578 | 3,559 | 2,646 |
| | 1987 | 38,573 | 13,478 | 12,604 | 3,535 | 662 | | 440 | 808 | 808 | 5,557 | 3,568 | 2,877 | 1,770 |
| Lewis | 1990 | 413,065 | 110,730 | 107,919 | 50,270 | 36,876 | 33,106 | 10,600 | 12,568 | 5,915 | 66,689 | 51,003 | 26,111 | 25,134 |
| | 1987 | 320,787 | 87,593 | 85,369 | 36,670 | 35,442 | 31,819 | 7,779 | 8,590 | 4,043 | 58,610 | 34,053 | 17,520 | 16,666 |
| Lincoln | 1990 | 29,426 | 11,963 | 11,674 | 2,903 | 631 | | 727 | 589 | 127 | 4,743 | 3,244 | 924 | 2,782 |
| | 1987 | 24,694 | 10,426 | 10,174 | 2,431 | 646 | | 499 | 408 | 89 | 4,632 | 2,223 | 641 | 1,852 |
| Mason | 1990 | 162,045 | 62,619 | 62,525 | 19,671 | 4,468 | | 3,891 | 8,015 | 4,458 | 17,501 | 8,172 | 16,214 | 6,245 |
| | 1987 | 126,503 | 51,413 | 51,336 | 14,175 | 4,558 | | 2,745 | 5,185 | 2,885 | 15,526 | 7,538 | 11,128 | 4,191 |
| Okanogan | 1990 | 195,846 | 70,547 | 69,488 | 12,643 | 5,384 | 3,523 | 6,623 | 2,406 | 1,526 | 20,568 | 30,031 | 15,660 | 9,602 |
| | 1987 | 150,675 | 54,936 | 54,111 | 11,298 | 6,067 | 3,971 | 5,327 | 2,900 | 1,840 | 19,449 | 19,704 | 10,691 | 6,534 |
| Pacific | 1990 | 84,314 | 28,785 | 24,245 | 13,945 | 2,725 | | 682 | 2,575 | 806 | 1,003 | 11,672 | 10,356 | 5,526 |
| | 1987 | 66,395 | 24,205 | 20,387 | 10,992 | 3,564 | | 1,088 | 1,770 | 555 | 1,164 | 7,835 | 7,086 | 3,684 |
| Pend Oreille | 1990 | 34,134 | 17,009 | 16,760 | 1,823 | 94 | | 145 | 395 | 200 | 4,692 | 5,673 | 1,971 | 1,085 |
| | 1987 | 26,987 | 13,815 | 13,613 | 1,467 | 159 | | 111 | 257 | 131 | 3,917 | 3,764 | 1,392 | 987 |
| Pierce | 1990 | 4,066,724 | 793,594 | 757,655 | 433,606 | 543,050 | 399,192 | 189,929 | 217,132 | 117,025 | 849,077 | 293,900 | 247,627 | 156,877 |
| | 1987 | 3,110,890 | 623,753 | 595,505 | 316,419 | 453,987 | 333,724 | 129,087 | 147,295 | 79,386 | 710,495 | 196,685 | 188,437 | 98,498 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1990<br>U.S. CENSUS 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **WASHINGTON (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| San Juan | 1990 | 68,971 | 22,497 | 21,071 | 13,453 | 2,505 | | 2,315 | 1,659 | 950 | 1,875 | 1,356 | 12,479 | 1,548 |
| | 1987 | 50,602 | 17,982 | 16,842 | 9,237 | 2,001 | | 1,806 | 1,124 | 644 | 1,660 | 1,017 | 8,341 | 1,181 |
| Skagit | 1990 | 598,147 | 131,469 | 123,452 | 69,880 | 23,703 | 20,449 | 26,541 | 25,748 | 16,670 | 123,923 | 55,829 | 50,972 | 36,774 |
| | 1987 | 456,786 | 110,580 | 103,837 | 52,828 | 19,420 | 16,755 | 19,504 | 17,518 | 11,342 | 109,060 | 35,394 | 34,211 | 24,463 |
| Skamania | 1990 | 11,412 | 5,455 | 5,390 | 1,265 | 801 | | | | | 209 | 837 | 395 | 393 |
| | 1987 | 9,641 | 4,673 | 4,617 | 1,116 | 743 | | | | | 321 | 720 | 337 | 319 |
| Snohomish | 1990 | 3,479,308 | 710,395 | 683,721 | 351,949 | 439,617 | 329,328 | 183,865 | 291,367 | 134,708 | 634,313 | 207,405 | 241,214 | 132,286 |
| | 1987 | 2,562,685 | 542,983 | 522,595 | 251,812 | 359,311 | 269,169 | 122,253 | 171,709 | 88,634 | 516,919 | 136,791 | 158,703 | 86,623 |
| Spokane | 1990 | 2,989,839 | 635,197 | 615,815 | 307,514 | 423,005 | 309,682 | 163,493 | 111,641 | 64,744 | 661,744 | 184,890 | 131,272 | 97,693 |
| | 1987 | 2,317,062 | 497,836 | 482,645 | 225,906 | 356,509 | 261,001 | 111,755 | 96,280 | 55,837 | 547,711 | 128,674 | 102,160 | 63,670 |
| Stevens | 1990 | 111,891 | 38,010 | 37,441 | 11,304 | 2,945 | | 4,792 | 3,565 | 1,561 | 12,773 | 15,750 | 9,412 | 4,665 |
| | 1987 | 91,441 | 32,075 | 31,595 | 9,632 | 3,041 | | 4,012 | 2,431 | 1,065 | 13,750 | 10,209 | 7,137 | 3,454 |
| Thurston | 1990 | 1,137,793 | 265,360 | 254,461 | 116,022 | 114,568 | 86,435 | 35,355 | 63,912 | 30,240 | 198,281 | 99,808 | 93,185 | 48,906 |
| | 1987 | 853,829 | 209,265 | 200,670 | 84,390 | 104,851 | 79,105 | 26,034 | 47,313 | 22,387 | 157,843 | 66,287 | 61,241 | 31,427 |
| Wahkiakum | 1990 | 6,241 | 4,160 | 4,051 | 581 | 328 | | | | | 629 | 255 | 159 | |
| | 1987 | 5,244 | 3,205 | 3,121 | 490 | 302 | | | | | 499 | 299 | 227 | |
| Walla Walla | 1990 | 278,580 | 83,408 | 83,057 | 29,718 | 29,235 | 21,528 | 11,985 | 14,643 | 9,221 | 42,895 | 10,136 | 10,679 | 20,607 |
| | 1987 | 220,708 | 62,093 | 61,832 | 22,579 | 25,372 | 18,684 | 10,101 | 11,128 | 7,008 | 40,498 | 9,458 | 9,429 | 14,113 |
| Whatcom | 1990 | 1,033,439 | 253,905 | 245,395 | 105,657 | 112,470 | 89,336 | 38,509 | 64,545 | 28,502 | 139,261 | 113,666 | 76,847 | 42,797 |
| | 1987 | 771,915 | 188,375 | 182,061 | 81,948 | 95,920 | 76,191 | 27,235 | 44,034 | 19,445 | 118,456 | 75,444 | 50,910 | 28,604 |
| Whitman | 1990 | 155,604 | 49,088 | 48,364 | 18,761 | 1,621 | | 1,107 | 3,795 | 745 | 25,753 | 14,399 | 7,569 | 11,604 |
| | 1987 | 119,678 | 37,403 | 36,851 | 13,573 | 1,461 | | 917 | 2,629 | 517 | 24,465 | 9,469 | 5,204 | 7,416 |
| Yakima | 1990 | 1,192,969 | 295,348 | 288,193 | 113,651 | 120,441 | 92,166 | 55,248 | 48,635 | 27,166 | 225,223 | 96,807 | 81,482 | 51,138 |
| | 1987 | 931,767 | 236,894 | 231,155 | 86,797 | 109,149 | 83,526 | 41,878 | 33,599 | 18,768 | 197,998 | 64,358 | 55,794 | 33,571 |
| **TOTAL METRO COUNTIES** | 1990 | **31,615,037** | **6,545,292** | **6,247,291** | **3,543,855** | **3,641,181** | **2,740,220** | **1,795,597** | **1,763,102** | **902,256** | **5,738,192** | **2,182,772** | **1,764,913** | **1,319,912** |
| | 1987 | 23,927,295 | 5,116,557 | 4,883,548 | 2,567,851 | 3,080,967 | 2,320,128 | 1,258,351 | 1,275,283 | 654,548 | 4,784,419 | 1,443,979 | 1,281,656 | 852,813 |
| **TOTAL STATE** | 1990 | **36,761,619** | **8,009,588** | **7,668,787** | **4,155,215** | **3,944,514** | **2,938,096** | **1,976,596** | **1,956,530** | **1,016,396** | **6,503,378** | **2,649,840** | **2,190,086** | **1,612,132** |
| | 1987 | 27,938,893 | 6,297,206 | 6,028,864 | 3,030,295 | 3,362,154 | 2,499,558 | 1,395,384 | 1,410,759 | 734,580 | 5,483,743 | 1,762,959 | 1,575,236 | 1,048,812 |
| **WEST VIRGINIA** | | | | | | | | | | | | | | |
| **CHARLESTON** | 1990 | **1,851,453** | **397,314** | **385,706** | **173,755** | **282,848** | **240,708** | **71,848** | **75,468** | **43,234** | **437,061** | **103,162** | **97,880** | **80,995** |
| | 1987 | 1,705,542 | 362,167 | 351,577 | 153,980 | 240,590 | 205,107 | 68,840 | 69,978 | 39,954 | 444,880 | 103,305 | 98,076 | 64,772 |
| Kanawha | 1990 | 1,645,124 | 343,607 | 333,481 | 152,886 | 271,345 | 240,708 | 69,118 | 68,796 | 38,496 | 378,524 | 88,866 | 77,523 | 73,477 |
| | 1987 | 1,524,885 | 317,835 | 308,468 | 136,794 | 231,212 | 205,107 | 66,955 | 64,698 | 36,204 | 390,575 | 85,726 | 80,031 | 59,040 |
| Putnam | 1990 | 206,329 | 53,707 | 52,225 | 20,869 | 11,503 | | 2,730 | 6,672 | 4,738 | 58,537 | 14,296 | 20,357 | 7,518 |
| | 1987 | 180,657 | 44,332 | 43,109 | 17,186 | 9,378 | | 1,885 | 5,280 | 3,750 | 54,305 | 17,579 | 18,045 | 5,732 |
| **HUNTINGTON - ASHLAND** | 1990 | **1,901,247** | **389,482** | **369,461** | **161,561** | **328,312** | **256,384** | **75,319** | **84,699** | **51,888** | **392,389** | **153,289** | **97,651** | **84,073** |
| | 1987 | 1,699,155 | 367,944 | 348,765 | 147,707 | 283,834 | 219,629 | 72,213 | 74,566 | 45,224 | 356,812 | 130,938 | 91,642 | 66,970 |
| Cabell | 1990 | 872,333 | 155,729 | 148,540 | 83,641 | 184,216 | 159,728 | 48,004 | 42,403 | 19,710 | 174,009 | 45,918 | 45,580 | 32,918 |
| | 1987 | 812,908 | 143,979 | 137,332 | 77,758 | 164,656 | 142,769 | 46,099 | 39,458 | 18,342 | 175,050 | 45,689 | 44,547 | 26,393 |
| Wayne | 1990 | 104,212 | 35,250 | 33,494 | 8,159 | 15,815 | | 2,518 | 4,421 | 4,016 | 7,939 | 12,412 | 4,408 | 3,981 |
| | 1987 | 105,537 | 34,353 | 32,642 | 8,096 | 16,830 | | 2,972 | 4,118 | 3,742 | 10,312 | 12,221 | 5,046 | 3,221 |
| *Boyd, Ky.* | *1990* | *471,809* | *74,642* | *67,232* | *36,518* | *90,045* | *73,894* | *16,736* | *13,076* | *10,093* | *117,922* | *35,200* | *22,532* | *23,813* |
| | *1987* | *386,999* | *73,436* | *66,146* | *31,825* | *70,219* | *57,625* | *14,294* | *11,222* | *8,666* | *92,167* | *26,576* | *20,471* | *17,836* |
| *Carter, Ky.* | *1990* | *102,001* | *18,058* | *17,075* | *7,463* | *13,846* | *5,664* | *2,945* | *6,731* | *5,450* | *18,277* | *15,984* | *8,580* | *4,871* |
| | *1987* | *88,669* | *20,270* | *19,167* | *6,441* | *11,226* | *4,593* | *2,354* | *5,941* | *4,811* | *14,842* | *11,362* | *7,993* | *3,762* |
| *Greenup, Ky.* | *1990* | *107,865* | *36,045* | *34,322* | *7,782* | *4,370* | *2,198* | *1,328* | *6,152* | *4,738* | *25,264* | *10,266* | *4,282* | *5,916* |
| | *1987* | *89,452* | *32,558* | *31,002* | *6,020* | *3,798* | *1,911* | *1,427* | *4,786* | *3,686* | *19,743* | *8,354* | *4,013* | *4,093* |
| *Lawrence, Ohio* | *1990* | *243,027* | *69,758* | *68,798* | *17,998* | *20,020* | *14,900* | *3,788* | *11,916* | *7,881* | *48,978* | *33,509* | *12,269* | *12,574* |
| | *1987* | *215,590* | *63,348* | *62,476* | *17,567* | *17,105* | *12,731* | *5,067* | *9,036* | *5,977* | *44,698* | *26,736* | *9,572* | *11,685* |
| **PARKERSBURG - MARIETTA** | 1990 | **1,073,448** | **210,287** | **202,756** | **85,950** | **200,429** | **154,444** | **30,904** | **46,600** | **28,095** | **245,343** | **89,288** | **54,085** | **36,374** |
| | 1987 | 981,993 | 194,166 | 187,213 | 83,247 | 173,127 | 132,996 | 31,094 | 39,513 | 23,608 | 241,861 | 75,159 | 50,634 | 32,352 |
| Wood | 1990 | 723,311 | 122,324 | 117,827 | 59,028 | 167,732 | 135,475 | 21,062 | 30,805 | 16,990 | 167,706 | 43,523 | 32,083 | 24,750 |
| | 1987 | 656,399 | 112,649 | 108,508 | 54,283 | 143,074 | 115,560 | 21,699 | 27,539 | 15,189 | 167,252 | 37,393 | 31,391 | 19,426 |
| *Washington, Ohio* | *1990* | *350,137* | *87,963* | *84,929* | *26,922* | *32,697* | *18,969* | *9,842* | *15,795* | *11,105* | *77,637* | *45,765* | *22,002* | *11,624* |
| | *1987* | *325,594* | *81,517* | *78,705* | *28,964* | *30,053* | *17,436* | *9,395* | *11,974* | *8,419* | *74,609* | *37,766* | *19,243* | *12,926* |
| **STEUBENVILLE - WEIRTON** | 1990 | **752,041** | **174,905** | **166,315** | **60,735** | **123,197** | **95,561** | **23,273** | **28,502** | **17,131** | **136,464** | **72,250** | **34,238** | **32,954** |
| | 1987 | 690,035 | 171,142 | 162,652 | 60,069 | 104,780 | 80,722 | 23,331 | 23,147 | 13,688 | 134,355 | 57,932 | 31,443 | 29,281 |
| Brooke | 1990 | 105,167 | 31,100 | 30,103 | 12,719 | 8,279 | 665 | 1,734 | 7,365 | 5,527 | 23,731 | 8,230 | 2,224 | 6,488 |
| | 1987 | 96,904 | 28,220 | 27,315 | 11,917 | 7,198 | 579 | 1,853 | 6,027 | 4,524 | 21,997 | 9,539 | 2,587 | 5,116 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1990
U.S. CENSUS 1987

| METRO AREA County | Year | Total Retail Sales ($000) | Food Stores Total ($000) | Food Stores Supermarkets ($000) | Eating & Drinking Places Total ($000) | General Merchandise Stores Total ($000) | General Merchandise Stores Department Stores ($000) | Apparel & Accessories Stores Total ($000) | Furniture/ Home Furnishings/ Appliance Stores Total ($000) | Furniture/ Home Furnishings/ Appliance Stores Furniture & Home Furn. ($000) | Automotive Dealers Total ($000) | Gasoline Service Stations Total ($000) | Bldg. Mtls. & Hardware Dealers Total ($000) | Drugstores Total ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **WEST VIRGINIA (continued)** | | | | | | | | | | | | | | |
| **STEUBENVILLE - WEIRTON (continued)** | | | | | | | | | | | | | | |
| Hancock | 1990 | 152,433 | 51,468 | 50,643 | 12,469 | 22,983 | 13,825 | 2,814 | 3,439 | 1,119 | 16,734 | 14,697 | 6,665 | 8,555 |
| | 1987 | 148,566 | 50,479 | 49,670 | 13,217 | 21,079 | 12,680 | 3,243 | 3,668 | 1,194 | 18,598 | 13,329 | 7,812 | 7,833 |
| *Jefferson, Ohio* | *1990* | *494,441* | *92,337* | *85,569* | *35,547* | *91,935* | *81,071* | *18,725* | *17,698* | *10,485* | *95,999* | *49,323* | *25,349* | *17,911* |
| | *1987* | *444,565* | *92,443* | *85,667* | *34,935* | *76,503* | *67,463* | *18,235* | *13,452* | *7,970* | *93,760* | *35,064* | *21,044* | *16,332* |
| **WHEELING** | **1990** | **1,011,542** | **232,785** | **223,667** | **96,667** | **170,437** | **130,262** | **41,865** | **48,242** | **27,385** | **173,180** | **102,933** | **44,812** | **41,384** |
| | 1987 | 950,905 | 223,003 | 214,282 | 91,585 | 155,863 | 118,743 | 39,923 | 43,685 | 25,349 | 177,086 | 84,668 | 41,710 | 36,167 |
| Marshall | 1990 | 189,363 | 63,918 | 62,843 | 16,560 | 31,128 | 21,971 | 4,003 | 6,225 | 4,399 | 31,118 | 10,507 | 8,613 | 8,897 |
| | 1987 | 172,433 | 56,359 | 55,411 | 14,285 | 28,433 | 20,070 | 4,276 | 5,574 | 3,940 | 31,148 | 9,270 | 8,694 | 7,392 |
| Ohio | 1990 | 329,420 | 63,603 | 58,340 | 41,555 | 26,358 | 11,759 | 13,398 | 16,803 | 10,682 | 70,483 | 39,877 | 19,587 | 14,362 |
| | 1987 | 320,027 | 59,841 | 54,889 | 39,221 | 25,055 | 11,179 | 11,980 | 19,025 | 12,095 | 76,507 | 35,328 | 18,986 | 11,929 |
| *Belmont, Ohio* | *1990* | *492,759* | *103,264* | *102,484* | *38,572* | *112,951* | *96,532* | *24,464* | *25,214* | *12,304* | *71,579* | *52,549* | *16,612* | *18,125* |
| | *1987* | *458,445* | *106,803* | *103,982* | *38,079* | *102,375* | *87,494* | *23,667* | *19,086* | *9,314* | *69,431* | *40,070* | *14,030* | *16,846* |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Barbour | 1990 | 51,116 | 18,287 | 17,742 | 4,070 | 3,251 | | 480 | 436 | 268 | 9,581 | 6,636 | 3,932 | 3,080 |
| | 1987 | 48,367 | 16,499 | 16,007 | 3,997 | 2,866 | | 423 | 732 | 451 | 10,186 | 5,185 | 4,685 | 2,447 |
| Berkeley | 1990 | 348,106 | 79,063 | 69,416 | 28,657 | 42,418 | 23,727 | 31,225 | 10,659 | 6,047 | 52,147 | 38,233 | 29,759 | 10,478 |
| | 1987 | 301,246 | 71,940 | 63,162 | 24,307 | 33,814 | 18,915 | 24,509 | 8,763 | 4,972 | 51,810 | 32,546 | 24,652 | 9,301 |
| Boone | 1990 | 112,769 | 41,121 | 36,661 | 4,031 | 12,815 | 1,290 | 1,750 | 2,636 | 2,397 | 18,506 | 6,290 | 12,387 | 8,913 |
| | 1987 | 109,732 | 37,855 | 33,749 | 4,423 | 12,803 | 1,290 | 1,876 | 3,027 | 2,753 | 18,905 | 6,969 | 12,866 | 7,255 |
| Braxton | 1990 | 99,611 | 23,964 | 22,833 | 4,146 | 5,360 | | 698 | 375 | 181 | 18,434 | 25,246 | 9,826 | 5,185 |
| | 1987 | 87,646 | 21,371 | 20,362 | 3,843 | 5,747 | | 650 | 515 | 249 | 18,174 | 18,762 | 10,255 | 3,956 |
| Brooke | 1990 | 105,167 | 31,100 | 30,103 | 12,719 | 8,279 | 665 | 1,734 | 7,365 | 5,527 | 23,731 | 8,230 | 2,224 | 6,488 |
| | 1987 | 96,904 | 28,220 | 27,315 | 11,917 | 7,198 | 579 | 1,853 | 6,027 | 4,524 | 21,997 | 9,539 | 2,587 | 5,116 |
| Cabell | 1990 | 872,333 | 155,729 | 148,540 | 83,641 | 184,216 | 159,728 | 48,004 | 42,403 | 19,710 | 174,009 | 45,918 | 45,580 | 32,918 |
| | 1987 | 812,908 | 143,979 | 137,332 | 77,758 | 164,656 | 142,769 | 46,099 | 39,458 | 18,342 | 175,050 | 45,689 | 44,547 | 26,393 |
| Calhoun | 1990 | 23,984 | 11,272 | 10,411 | 1,281 | 1,364 | | 117 | 838 | 204 | 1,750 | 982 | 3,397 | 2,245 |
| | 1987 | 21,334 | 9,715 | 8,973 | 1,054 | 1,315 | | 159 | 813 | 199 | 1,989 | 828 | 3,158 | 1,795 |
| Clay | 1990 | 20,284 | 9,683 | 9,096 | 587 | 1,078 | | 86 | 794 | 794 | 2,818 | 2,594 | 480 | 1,615 |
| | 1987 | 19,461 | 8,870 | 8,332 | 581 | 1,332 | | 156 | 900 | 900 | 2,803 | 2,246 | 696 | 1,366 |
| Doddridge | 1990 | 7,022 | 2,619 | 2,375 | 184 | | | 328 | 434 | 434 | 599 | 2,258 | 54 | 184 |
| | 1987 | 7,596 | 2,802 | 2,541 | 317 | | | 400 | 527 | 527 | 880 | 1,842 | 81 | 268 |
| Fayette | 1990 | 207,934 | 56,830 | 52,704 | 13,897 | 32,270 | 5,237 | 6,025 | 8,195 | 6,974 | 37,233 | 12,712 | 9,028 | 19,449 |
| | 1987 | 203,248 | 52,421 | 48,615 | 13,182 | 29,195 | 4,739 | 5,948 | 9,037 | 7,691 | 43,828 | 12,544 | 10,272 | 16,100 |
| Gilmer | 1990 | 18,209 | 9,452 | 8,998 | 895 | 339 | | | 310 | 310 | 3,493 | 497 | 923 | 1,616 |
| | 1987 | 18,402 | 8,634 | 8,219 | 995 | 557 | | | 337 | 337 | 3,978 | 573 | 1,065 | 1,485 |
| Grant | 1990 | 41,213 | 11,212 | 9,722 | 2,427 | 1,230 | | 383 | 2,389 | 1,423 | 7,806 | 6,220 | 5,653 | 603 |
| | 1987 | 36,430 | 10,670 | 9,252 | 2,127 | 1,155 | | 265 | 1,749 | 1,042 | 8,172 | 4,391 | 4,986 | 664 |
| Greenbrier | 1990 | 201,642 | 50,820 | 48,766 | 13,810 | 21,092 | 4,939 | 5,724 | 6,966 | 4,560 | 37,931 | 21,537 | 15,561 | 10,689 |
| | 1987 | 188,549 | 50,767 | 48,715 | 12,555 | 19,522 | 4,572 | 5,517 | 5,809 | 3,803 | 40,607 | 18,079 | 13,743 | 8,840 |
| Hampshire | 1990 | 51,302 | 11,409 | 9,616 | 3,889 | 1,909 | | 123 | 381 | 295 | 11,018 | 9,014 | 4,136 | 3,685 |
| | 1987 | 45,909 | 11,064 | 9,325 | 3,140 | 1,749 | | 123 | 657 | 511 | 10,951 | 6,938 | 4,272 | 2,738 |
| Hancock | 1990 | 152,433 | 51,468 | 50,643 | 12,469 | 22,983 | 13,825 | 2,814 | 3,439 | 1,119 | 16,734 | 14,697 | 6,665 | 8,555 |
| | 1987 | 148,566 | 50,479 | 49,670 | 13,217 | 21,079 | 12,680 | 3,243 | 3,668 | 1,194 | 18,598 | 13,329 | 7,812 | 7,833 |
| Hardy | 1990 | 36,491 | 15,619 | 12,750 | 1,814 | 2,805 | 1,384 | 878 | 283 | 283 | 4,519 | 1,470 | 4,776 | 1,950 |
| | 1987 | 34,348 | 13,115 | 10,706 | 1,787 | 3,061 | 1,511 | 606 | 276 | 276 | 4,215 | 2,658 | 5,184 | 1,821 |
| Harrison | 1990 | 558,571 | 108,637 | 104,256 | 41,859 | 104,007 | 80,688 | 25,471 | 21,050 | 11,315 | 108,882 | 56,499 | 31,684 | 22,036 |
| | 1987 | 489,470 | 103,111 | 98,953 | 37,524 | 82,466 | 63,977 | 19,516 | 18,299 | 9,837 | 107,666 | 44,410 | 30,928 | 17,875 |
| Jackson | 1990 | 120,454 | 34,268 | 33,160 | 9,652 | 5,498 | 1,256 | 3,062 | 2,537 | 1,354 | 27,385 | 15,860 | 9,683 | 6,431 |
| | 1987 | 108,994 | 32,473 | 31,423 | 9,134 | 5,667 | 1,295 | 2,796 | 2,406 | 1,285 | 23,094 | 14,601 | 8,532 | 5,042 |
| Jefferson | 1990 | 147,247 | 44,679 | 35,416 | 20,545 | 7,154 | 1,593 | 6,495 | 3,488 | 3,488 | 21,167 | 13,101 | 6,851 | 4,891 |
| | 1987 | 126,275 | 37,992 | 30,115 | 19,533 | 5,773 | 1,286 | 4,967 | 3,556 | 3,556 | 19,293 | 10,510 | 6,658 | 3,831 |
| Kanawha | 1990 | 1,645,124 | 343,607 | 333,481 | 152,886 | 271,345 | 240,708 | 69,118 | 68,796 | 38,496 | 378,524 | 88,866 | 77,523 | 73,477 |
| | 1987 | 1,524,885 | 317,835 | 308,468 | 136,794 | 231,212 | 205,107 | 66,955 | 64,698 | 36,204 | 390,575 | 85,726 | 80,031 | 59,040 |
| Lewis | 1990 | 75,563 | 27,189 | 18,853 | 5,973 | 11,167 | 6,680 | 3,603 | 2,711 | 641 | 8,272 | 5,400 | 3,758 | 4,538 |
| | 1987 | 72,460 | 24,125 | 16,728 | 6,018 | 10,156 | 6,076 | 3,479 | 3,146 | 745 | 10,221 | 5,182 | 3,831 | 3,659 |
| Lincoln | 1990 | 44,541 | 16,699 | 15,257 | 1,166 | 10,110 | 4,145 | | 454 | 92 | 1,438 | 6,949 | 1,893 | 2,881 |
| | 1987 | 39,910 | 15,264 | 13,946 | 1,405 | 7,951 | 3,261 | | 553 | 113 | 2,276 | 6,102 | 2,036 | 2,308 |
| Logan | 1990 | 233,544 | 61,239 | 56,776 | 11,504 | 29,711 | 3,371 | 2,678 | 6,216 | 4,524 | 47,012 | 28,641 | 10,174 | 19,679 |
| | 1987 | 222,953 | 57,538 | 53,345 | 11,709 | 29,847 | 3,387 | 4,282 | 7,100 | 5,168 | 48,951 | 23,521 | 10,760 | 15,610 |
| McDowell | 1990 | 116,816 | 44,427 | 41,761 | 6,087 | 13,211 | 1,254 | 2,001 | 4,487 | 4,083 | 17,287 | 9,728 | 2,943 | 11,806 |
| | 1987 | 116,997 | 43,261 | 40,665 | 6,089 | 11,836 | 1,124 | 2,707 | 5,104 | 4,646 | 20,819 | 9,426 | 3,510 | 9,261 |
| Marion | 1990 | 326,626 | 67,383 | 65,018 | 20,963 | 56,389 | 47,931 | 12,472 | 8,700 | 6,617 | 61,486 | 31,165 | 31,424 | 17,323 |
| | 1987 | 325,687 | 68,846 | 66,430 | 20,559 | 59,390 | 50,483 | 12,971 | 10,294 | 7,830 | 65,924 | 27,096 | 31,234 | 14,456 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1990<br>U.S. CENSUS 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/Home Furnishings/Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **WEST VIRGINIA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Marshall | 1990 | 189,363 | 63,918 | 62,843 | 16,560 | 31,128 | 21,971 | 4,003 | 6,225 | 4,399 | 31,118 | 10,507 | 8,613 | 8,897 |
| | 1987 | 172,433 | 56,359 | 55,411 | 14,285 | 28,433 | 20,070 | 4,276 | 5,574 | 3,940 | 31,148 | 9,270 | 8,694 | 7,392 |
| Mason | 1990 | 77,173 | 26,596 | 24,307 | 5,859 | 3,668 | 1,482 | 523 | 1,353 | 567 | 4,867 | 12,428 | 8,171 | 9,341 |
| | 1987 | 74,271 | 26,962 | 24,642 | 5,674 | 4,225 | 1,708 | 773 | 1,434 | 601 | 5,669 | 9,204 | 8,708 | 7,674 |
| Mercer | 1990 | 438,491 | 80,119 | 78,913 | 31,898 | 101,533 | 78,201 | 17,105 | 13,905 | 8,486 | 95,385 | 30,143 | 23,708 | 17,418 |
| | 1987 | 412,872 | 76,777 | 75,621 | 29,716 | 87,424 | 67,335 | 16,235 | 15,377 | 9,385 | 101,186 | 25,643 | 24,746 | 14,497 |
| ☐ Mineral | 1990 | 82,918 | 23,468 | 21,629 | 8,953 | 4,525 | 2,205 | 2,400 | 5,031 | 2,249 | 17,865 | 6,256 | 4,626 | 4,367 |
| | 1987 | 73,673 | 19,796 | 18,245 | 7,610 | 4,744 | 2,313 | 2,132 | 4,302 | 1,924 | 17,002 | 5,686 | 4,104 | 3,365 |
| Mingo | 1990 | 131,993 | 24,860 | 22,721 | 6,411 | 14,380 | 1,023 | 11,075 | 11,748 | 8,922 | 23,530 | 12,178 | 10,568 | 10,036 |
| | 1987 | 137,762 | 25,485 | 23,292 | 6,378 | 14,613 | 1,040 | 10,885 | 12,563 | 9,542 | 28,300 | 11,680 | 11,949 | 9,107 |
| Monongalia | 1990 | 476,136 | 105,656 | 103,945 | 46,048 | 54,702 | 40,783 | 29,422 | 20,926 | 11,696 | 92,639 | 31,571 | 31,691 | 20,897 |
| | 1987 | 425,396 | 94,905 | 93,368 | 38,726 | 51,060 | 38,068 | 24,481 | 20,600 | 11,515 | 89,220 | 28,469 | 30,630 | 16,259 |
| Monroe | 1990 | 19,128 | 6,981 | 6,623 | 355 | 1,330 | | 76 | 133 | 79 | 4,061 | 1,299 | 616 | 1,913 |
| | 1987 | 17,444 | 5,871 | 5,570 | 356 | 1,163 | | 139 | 244 | 147 | 3,993 | 1,182 | 941 | 1,745 |
| Morgan | 1990 | 34,350 | 9,116 | 6,323 | 1,356 | 1,085 | | | 2,595 | 174 | 3,328 | 7,068 | 4,621 | 2,756 |
| | 1987 | 29,823 | 8,138 | 5,645 | 1,313 | 1,261 | | | 1,943 | 131 | 3,254 | 5,638 | 4,186 | 2,114 |
| Nicholas | 1990 | 154,574 | 36,624 | 35,428 | 11,647 | 16,969 | 3,919 | 2,647 | 3,570 | 3,235 | 40,814 | 12,402 | 13,476 | 9,222 |
| | 1987 | 141,472 | 34,169 | 33,053 | 9,547 | 16,778 | 3,876 | 2,491 | 3,231 | 2,929 | 38,263 | 9,743 | 12,973 | 6,814 |
| Ohio | 1990 | 329,420 | 63,603 | 58,340 | 41,555 | 26,358 | 11,759 | 13,398 | 16,803 | 10,682 | 70,483 | 39,877 | 19,587 | 14,362 |
| | 1987 | 320,027 | 59,841 | 54,889 | 39,221 | 25,055 | 11,179 | 11,980 | 19,025 | 12,095 | 76,507 | 35,328 | 18,986 | 11,929 |
| Pendleton | 1990 | 21,594 | 7,052 | 5,818 | 905 | 855 | | 216 | 426 | 426 | 5,106 | 3,216 | 566 | 548 |
| | 1987 | 20,694 | 6,930 | 5,717 | 861 | 961 | | 237 | 451 | 451 | 5,673 | 2,423 | 600 | 580 |
| Pleasants | 1990 | 31,761 | 11,876 | 11,556 | 1,460 | 383 | | 171 | 52 | | 12,163 | 1,858 | 609 | 1,880 |
| | 1987 | 29,746 | 10,098 | 9,826 | 1,529 | 705 | | 312 | 59 | | 12,070 | 1,602 | 650 | 1,730 |
| Pocahontas | 1990 | 37,327 | 13,783 | 12,729 | 1,177 | 1,849 | | 712 | 837 | 837 | 9,175 | 2,898 | 2,333 | 383 |
| | 1987 | 35,335 | 11,793 | 10,891 | 2,025 | 1,722 | | 502 | 758 | 758 | 9,948 | 2,780 | 2,220 | 714 |
| Preston | 1990 | 108.133 | 29,770 | 28,703 | 6,104 | 13,069 | 4,635 | 654 | 1,823 | 1,367 | 30,227 | 9,950 | 6,217 | 3,653 |
| | 1987 | 100,088 | 27,102 | 26,131 | 5,379 | 10,946 | 3,883 | 629 | 1,820 | 1,365 | 32,312 | 7,758 | 6,003 | 2,801 |
| Putnam | 1990 | 206,329 | 53,707 | 52,225 | 20,869 | 11,503 | | 2,730 | 6,672 | 4,738 | 58,537 | 14,296 | 20,357 | 7,518 |
| | 1987 | 180,657 | 44,332 | 43,109 | 17,186 | 9,378 | | 1,885 | 5,280 | 3,750 | 54,305 | 17,579 | 18,045 | 5,732 |
| Raleigh | 1990 | 503,611 | 104,491 | 102,285 | 39,366 | 96,596 | 84,156 | 9,318 | 19,605 | 12,450 | 115,041 | 34,781 | 43,565 | 26,956 |
| | 1987 | 474,588 | 96,045 | 94,017 | 35,313 | 88,204 | 76,846 | 12,409 | 18,742 | 11,903 | 116,031 | 30,894 | 41,162 | 21,513 |
| Randolph | 1990 | 157,407 | 39,562 | 33,681 | 13,764 | 17,150 | 6,507 | 5,041 | 5,103 | 4,408 | 28,513 | 15,097 | 13,906 | 7,279 |
| | 1987 | 146,286 | 36,865 | 31,385 | 12,480 | 15,894 | 6,031 | 4,939 | 4,806 | 4,152 | 29,782 | 12,436 | 13,567 | 6,134 |
| Ritchie | 1990 | 41,808 | 14,422 | 13,666 | 1,536 | 1,875 | | 90 | 1,088 | 924 | 14,647 | 5,818 | 1,380 | 472 |
| | 1987 | 37,965 | 13,094 | 12,408 | 1,535 | 1,538 | | 81 | 950 | 808 | 14,078 | 4,141 | 1,242 | 706 |
| Roane | 1990 | 60,974 | 20,779 | 19,673 | 2,805 | 4,714 | 1,861 | 643 | 68 | | 17,261 | 5,295 | 3,784 | 3,211 |
| | 1987 | 59,356 | 19,217 | 18,194 | 2,482 | 4,780 | 1,888 | 583 | 128 | | 18,548 | 4,551 | 4,459 | 2,721 |
| Summers | 1990 | 37,646 | 15,650 | 15,115 | 4,232 | 4,671 | 1,662 | 734 | 451 | 262 | 2,838 | 2,273 | 1,093 | 3,831 |
| | 1987 | 37,465 | 15,082 | 14,566 | 3,776 | 4,829 | 1,719 | 1,010 | 465 | 271 | 3,388 | 2,541 | 1,508 | 2,948 |
| Taylor | 1990 | 47,166 | 20,262 | 19,684 | 2,953 | 3,079 | 2,446 | 642 | 2,380 | 1,813 | 6,629 | 2,565 | 4,517 | 2,831 |
| | 1987 | 45,549 | 17,342 | 16,847 | 3,056 | 3,260 | 2,591 | 621 | 2,282 | 1,739 | 7,134 | 2,916 | 4,575 | 2,878 |
| Tucker | 1990 | 26,337 | 7,266 | 6,973 | 2,442 | 1,149 | | 224 | 1,206 | 1,206 | 3,921 | 3,440 | 4,038 | 891 |
| | 1987 | 25,892 | 7,293 | 6,999 | 2,365 | 1,400 | | 220 | 1,096 | 1,096 | 4,016 | 3,169 | 3,888 | 922 |
| Tyler | 1990 | 27,484 | 11,586 | 10,971 | 850 | 190 | | 141 | 593 | 491 | 6,173 | 3,292 | 1,170 | 2,519 |
| | 1987 | 24,679 | 9,099 | 8,616 | 848 | 242 | | 161 | 668 | 554 | 5,780 | 3,124 | 1,795 | 2,229 |
| Upshur | 1990 | 117,225 | 33,776 | 32,020 | 16,455 | 9,645 | 3,690 | 2,423 | 2,355 | 1,977 | 20,562 | 5,732 | 17,755 | 5,677 |
| | 1987 | 108,636 | 29,871 | 28,318 | 13,671 | 9,408 | 3,600 | 2,581 | 2,095 | 1,759 | 21,640 | 5,407 | 16,345 | 4,529 |
| Wayne | 1990 | 104,212 | 35,250 | 33,494 | 8,159 | 15,815 | | 2,518 | 4,421 | 4,016 | 7,939 | 12,412 | 4,408 | 3,981 |
| | 1987 | 105,537 | 34,353 | 32,642 | 8,096 | 16,830 | | 2,972 | 4,118 | 3,742 | 10,312 | 12,221 | 5,046 | 3,221 |
| Webster | 1990 | 30,525 | 13,778 | 13,121 | 744 | 1,771 | | 74 | 810 | 810 | 5,755 | 1,763 | 1,341 | 2,606 |
| | 1987 | 29,672 | 12,882 | 12,268 | 773 | 1,782 | | 79 | 713 | 713 | 6,227 | 1,523 | 1,753 | 2,154 |
| Wetzel | 1990 | 127,884 | 44,446 | 42,979 | 10,589 | 12,348 | 2,667 | 3,460 | 5,075 | 4,841 | 20,962 | 10,236 | 9,627 | 6,178 |
| | 1987 | 115,001 | 39,121 | 37,830 | 9,275 | 10,702 | 2,312 | 3,443 | 4,439 | 4,235 | 21,519 | 8,356 | 8,782 | 4,878 |
| Wirt | 1990 | 8,331 | 4,052 | 3,925 | 207 | 967 | | 53 | 91 | | 1,309 | 1,055 | 72 | 214 |
| | 1987 | 8,021 | 3,098 | 3,001 | 381 | 892 | | 68 | 116 | | 1,308 | 1,415 | 133 | 275 |
| Wood | 1990 | 723,311 | 122,324 | 117,827 | 59,028 | 167,732 | 135,475 | 21,062 | 30,805 | 16,990 | 167,706 | 43,523 | 32,083 | 24,750 |
| | 1987 | 656,399 | 112,649 | 108,508 | 54,283 | 143,074 | 115,560 | 21,699 | 27,539 | 15,189 | 167,252 | 37,393 | 31,391 | 19,426 |
| Wyoming | 1990 | 89,071 | 31,150 | 20,559 | 3,996 | 10,070 | 514 | 872 | 3,399 | 3,399 | 9,798 | 12,506 | 4,753 | 8,594 |
| | 1987 | 94,210 | 32,330 | 21,338 | 3,846 | 10,808 | 553 | 1,024 | 3,554 | 3,554 | 14,005 | 11,549 | 5,662 | 7,368 |
| **TOTAL METRO COUNTIES** | **1990** | **4,410,610** | **944,174** | **909,125** | **416,839** | **743,884** | **586,336** | **167,781** | **191,960** | **107,926** | **946,646** | **284,582** | **221,666** | **185,313** |
| | 1987 | 4,091,989 | 867,843 | 835,589 | 380,367 | 651,659 | 510,257 | 163,094 | 179,689 | 100,904 | 962,746 | 271,760 | 221,243 | 149,447 |
| **TOTAL STATE** | **1990** | **10,059,784** | **2,403,699** | **2,262,430** | **827,435** | **1,481,110** | **1,003,377** | **357,696** | **375,891** | **232,580** | **2,020,114** | **814,478** | **629,565** | **493,896** |
| | 1987 | 9,349,226 | 2,225,745 | 2,094,695 | 755,951 | 1,322,458 | 883,623 | 338,347 | 361,823 | 225,403 | 2,070,832 | 724,313 | 623,124 | 402,815 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1990<br>U.S. CENSUS 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total * ($000) | Total ($000) | Total ($000) | Total ($000) |
| **WISCONSIN** | | | | | | | | | | | | | | |
| **APPLETON - OSHKOSH - NEENAH** | **1990** | **2,498,906** | **412,988** | **392,431** | **233,543** | **375,084** | **307,987** | **99,220** | **150,408** | **58,395** | **568,553** | **184,533** | **183,445** | **57,841** |
| | 1987 | 1,934,168 | 332,018 | 315,298 | 193,924 | 278,081 | 228,179 | 75,726 | 111,948 | 43,429 | 452,847 | 128,997 | 130,125 | 45,164 |
| Calumet | 1990 | 164,039 | 71,870 | 69,159 | 18,725 | 5,253 | 3,002 | 580 | 8,907 | 5,145 | 32,558 | 7,252 | 7,561 | 2,420 |
| | 1987 | 127,300 | 49,657 | 47,784 | 15,653 | 5,548 | 3,172 | 1,059 | 6,397 | 3,696 | 28,045 | 5,540 | 6,441 | 2,330 |
| Outagamie | 1990 | 1,191,818 | 159,132 | 149,664 | 109,066 | 212,337 | 179,735 | 51,272 | 56,118 | 21,210 | 299,563 | 94,250 | 108,405 | 19,659 |
| | 1987 | 927,705 | 137,338 | 129,167 | 88,674 | 161,516 | 136,718 | 36,568 | 45,543 | 17,214 | 239,434 | 61,734 | 75,334 | 15,611 |
| Winnebago | 1990 | 1,143,049 | 181,986 | 173,608 | 105,752 | 157,494 | 125,250 | 47,368 | 85,383 | 32,040 | 236,432 | 83,031 | 67,479 | 35,762 |
| | 1987 | 879,163 | 145,023 | 138,347 | 89,597 | 111,017 | 88,289 | 38,099 | 60,008 | 22,519 | 185,368 | 61,723 | 48,350 | 27,223 |
| **EAU CLAIRE** | **1990** | **1,078,933** | **197,098** | **185,805** | **106,431** | **159,649** | **147,065** | **42,662** | **47,868** | **21,792** | **215,952** | **121,246** | **74,464** | **22,003** |
| | 1987 | 859,842 | 157,198 | 148,216 | 90,500 | 123,979 | 114,296 | 33,349 | 37,881 | 17,272 | 183,960 | 79,026 | 58,969 | 18,073 |
| Chippewa | 1990 | 421,092 | 73,900 | 69,289 | 31,997 | 38,626 | 34,883 | 6,228 | 6,966 | 5,027 | 159,612 | 42,129 | 23,094 | 7,099 |
| | 1987 | 324,639 | 55,917 | 52,428 | 25,957 | 26,279 | 23,733 | 5,083 | 5,595 | 4,038 | 122,929 | 27,257 | 19,375 | 5,648 |
| Eau Claire | 1990 | 657,841 | 123,198 | 116,516 | 74,434 | 121,023 | 112,182 | 36,434 | 40,902 | 16,765 | 56,340 | 79,117 | 51,370 | 14,904 |
| | 1987 | 535,203 | 101,281 | 95,788 | 64,543 | 97,700 | 90,563 | 28,266 | 32,286 | 13,234 | 61,031 | 51,769 | 39,594 | 12,425 |
| **GREEN BAY** | **1990** | **1,749,640** | **274,797** | **259,747** | **160,043** | **332,519** | **272,527** | **70,967** | **120,123** | **69,450** | **364,318** | **132,408** | **133,643** | **26,240** |
| | 1987 | 1,353,464 | 208,150 | 196,750 | 131,957 | 254,215 | 208,351 | 55,739 | 90,209 | 52,156 | 303,278 | 89,874 | 96,371 | 20,844 |
| Brown | 1990 | 1,749,640 | 274,797 | 259,747 | 160,043 | 332,519 | 272,527 | 70,967 | 120,123 | 69,450 | 364,318 | 132,408 | 133,643 | 26,240 |
| | 1987 | 1,353,464 | 208,150 | 196,750 | 131,957 | 254,215 | 208,351 | 55,739 | 90,209 | 52,156 | 303,278 | 89,874 | 96,371 | 20,844 |
| **JANESVILLE - BELOIT** | **1990** | **1,099,829** | **228,760** | **221,827** | **102,317** | **147,869** | **142,448** | **28,967** | **50,102** | **29,040** | **247,023** | **109,209** | **78,717** | **37,995** |
| | 1987 | 866,913 | 180,795 | 175,316 | 87,215 | 118,410 | 114,070 | 26,069 | 37,491 | 21,731 | 199,075 | 74,981 | 56,511 | 28,825 |
| Rock | 1990 | 1,099,829 | 228,760 | 221,827 | 102,317 | 147,869 | 142,448 | 28,967 | 50,102 | 29,040 | 247,023 | 109,209 | 78,717 | 37,995 |
| | 1987 | 866,913 | 180,795 | 175,316 | 87,215 | 118,410 | 114,070 | 26,069 | 37,491 | 21,731 | 199,075 | 74,981 | 56,511 | 28,825 |
| **KENOSHA** | **1990** | **740,516** | **122,714** | **113,188** | **81,077** | **69,485** | **59,340** | **45,437** | **32,504** | **16,507** | **108,423** | **86,403** | **29,755** | **19,484** |
| | 1987 | 587,353 | 111,783 | 103,106 | 70,388 | 58,045 | 49,571 | 31,525 | 24,718 | 12,554 | 90,246 | 58,599 | 23,343 | 16,370 |
| Kenosha | 1990 | 740,516 | 122,714 | 113,188 | 81,077 | 69,485 | 59,340 | 45,437 | 32,504 | 16,507 | 108,423 | 86,403 | 29,755 | 19,484 |
| | 1987 | 587,353 | 111,783 | 103,106 | 70,388 | 58,045 | 49,571 | 31,525 | 24,718 | 12,554 | 90,246 | 58,599 | 23,343 | 16,370 |
| **LA CROSSE** | **1990** | **841,963** | **119,114** | **113,549** | **93,234** | **147,326** | **117,084** | **34,103** | **50,827** | **24,440** | **194,665** | **70,125** | **37,534** | **19,219** |
| | 1987 | 681,975 | 103,718 | 98,872 | 81,266 | 113,086 | 89,873 | 28,828 | 41,160 | 19,792 | 160,157 | 46,161 | 32,528 | 16,817 |
| La Crosse | 1990 | 841,963 | 119,114 | 113,549 | 93,234 | 147,326 | 117,084 | 34,103 | 50,827 | 24,440 | 194,665 | 70,125 | 37,534 | 19,219 |
| | 1987 | 681,975 | 103,718 | 98,872 | 81,266 | 113,086 | 89,873 | 28,828 | 41,160 | 19,792 | 160,157 | 46,161 | 32,528 | 16,817 |
| **MADISON** | **1990** | **3,293,944** | **527,518** | **491,816** | **337,049** | **376,558** | **324,892** | **176,163** | **240,073** | **82,266** | **657,264** | **274,626** | **212,034** | **86,529** |
| | 1987 | 2,566,777 | 412,576 | 384,653 | 281,223 | 294,806 | 254,358 | 130,999 | 198,141 | 67,898 | 550,309 | 184,850 | 152,574 | 67,603 |
| Dane | 1990 | 3,293,944 | 527,518 | 491,816 | 337,049 | 376,558 | 324,892 | 176,163 | 240,073 | 82,266 | 657,264 | 274,626 | 212,034 | 86,529 |
| | 1987 | 2,566,777 | 412,576 | 384,653 | 281,223 | 294,806 | 254,358 | 130,999 | 198,141 | 67,898 | 550,309 | 184,850 | 152,574 | 67,603 |
| **MILWAUKEE** | **1990** | **11,214,996** | **1,976,948** | **1,867,418** | **1,165,879** | **1,389,902** | **1,213,431** | **532,188** | **749,819** | **311,012** | **2,341,837** | **964,072** | **543,309** | **471,092** |
| | 1987 | 8,918,331 | 1,678,967 | 1,585,645 | 965,452 | 1,081,132 | 945,358 | 406,369 | 565,812 | 235,597 | 1,942,968 | 651,475 | 408,189 | 351,394 |
| Milwaukee | 1990 | 7,359,491 | 1,307,627 | 1,226,157 | 836,465 | 952,200 | 876,278 | 406,170 | 513,244 | 216,207 | 1,354,514 | 600,145 | 292,599 | 347,007 |
| | 1987 | 5,941,868 | 1,124,755 | 1,054,678 | 700,459 | 753,110 | 693,063 | 312,424 | 398,204 | 167,746 | 1,134,827 | 412,233 | 222,232 | 257,005 |
| Ozaukee | 1990 | 490,679 | 88,222 | 84,772 | 49,104 | 25,472 | 21,615 | 11,571 | 24,950 | 12,286 | 132,917 | 52,324 | 44,440 | 18,559 |
| | 1987 | 383,171 | 72,615 | 69,775 | 38,426 | 17,582 | 14,920 | 8,584 | 18,156 | 8,941 | 115,905 | 34,541 | 32,380 | 13,946 |
| Washington | 1990 | 554,372 | 116,640 | 110,168 | 60,187 | 56,924 | 37,468 | 11,360 | 20,216 | 12,608 | 117,480 | 65,196 | 46,215 | 16,420 |
| | 1987 | 434,648 | 97,212 | 91,818 | 48,355 | 44,874 | 29,537 | 11,141 | 16,724 | 10,431 | 89,280 | 42,564 | 34,859 | 13,360 |
| Waukesha | 1990 | 2,810,454 | 464,459 | 446,321 | 220,123 | 355,306 | 278,070 | 103,087 | 191,409 | 69,911 | 736,926 | 246,407 | 160,055 | 89,106 |
| | 1987 | 2,158,644 | 384,385 | 369,374 | 178,212 | 265,566 | 207,838 | 74,220 | 132,728 | 48,479 | 602,956 | 162,137 | 118,718 | 67,083 |
| ***MILWAUKEE - RACINE CONSOLIDATED AREA*** | ***1990*** | ***12,560,681*** | ***2,206,159*** | ***2,076,405*** | ***1,287,611*** | ***1,568,446*** | ***1,358,074*** | ***587,061*** | ***824,841*** | ***356,032*** | ***2,683,778*** | ***1,084,755*** | ***638,349*** | ***516,584*** |
| | *1987* | *9,980,699* | *1,872,386* | *1,761,998* | *1,065,438* | *1,220,772* | *1,058,485* | *449,177* | *622,295* | *269,492* | *2,216,853* | *733,082* | *477,220* | *386,494* |
| **RACINE** | **1990** | **1,345,685** | **229,211** | **208,987** | **121,732** | **178,544** | **144,643** | **54,873** | **75,022** | **45,020** | **341,941** | **120,683** | **95,040** | **45,492** |
| | 1987 | 1,062,368 | 193,419 | 176,353 | 99,986 | 139,640 | 113,127 | 42,808 | 56,483 | 33,895 | 273,885 | 81,607 | 69,031 | 35,100 |
| Racine | 1990 | 1,345,685 | 229,211 | 208,987 | 121,732 | 178,544 | 144,643 | 54,873 | 75,022 | 45,020 | 341,941 | 120,683 | 95,040 | 45,492 |
| | 1987 | 1,062,368 | 193,419 | 176,353 | 99,986 | 139,640 | 113,127 | 42,808 | 56,483 | 33,895 | 273,885 | 81,607 | 69,031 | 35,100 |
| **SHEBOYGAN** | **1990** | **685,409** | **142,007** | **134,756** | **63,577** | **117,479** | **84,910** | **14,116** | **18,170** | **8,664** | **140,992** | **70,336** | **50,285** | **23,032** |
| | 1987 | 541,635 | 117,541 | 111,539 | 53,683 | 88,584 | 64,026 | 11,807 | 14,925 | 7,117 | 115,216 | 45,999 | 39,550 | 17,736 |
| Sheboygan | 1990 | 685,409 | 142,007 | 134,756 | 63,577 | 117,479 | 84,910 | 14,116 | 18,170 | 8,664 | 140,992 | 70,336 | 50,285 | 23,032 |
| | 1987 | 541,635 | 117,541 | 111,539 | 53,683 | 88,584 | 64,026 | 11,807 | 14,925 | 7,117 | 115,216 | 45,999 | 39,550 | 17,736 |
| **WAUSAU** | **1990** | **829,767** | **150,134** | **106,157** | **73,245** | **151,511** | **120,388** | **29,943** | **36,868** | **24,321** | **175,810** | **71,479** | **70,582** | **11,006** |
| | 1987 | 653,329 | 121,993 | 86,259 | 58,907 | 113,344 | 90,062 | 25,295 | 29,159 | 19,236 | 144,309 | 48,397 | 53,629 | 8,805 |
| Marathon | 1990 | 829,767 | 150,134 | 106,157 | 73,245 | 151,511 | 120,388 | 29,943 | 36,868 | 24,321 | 175,810 | 71,479 | 70,582 | 11,006 |
| | 1987 | 653,329 | 121,993 | 86,259 | 58,907 | 113,344 | 90,062 | 25,295 | 29,159 | 19,236 | 144,309 | 48,397 | 53,629 | 8,805 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1990<br>U.S. CENSUS 1987<br>METRO AREA<br>County | Year | Total Retail Sales ($000) | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/Home Furnishings/Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg Mtls & Hardware Dealers | Drugstores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Total ($000) | Supermarkets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **WISCONSIN (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Adams | 1990 | 33,495 | 11,848 | 11,026 | 4,639 | 441 | | 576 | 220 | 220 | 4,588 | 5,376 | 742 | 1,346 |
| | 1987 | 27,212 | 9,804 | 9,124 | 3,757 | 485 | | 416 | 404 | 404 | 4,396 | 3,546 | 646 | 1,026 |
| Ashland | 1990 | 119,871 | 26,390 | 25,182 | 13,402 | 11,099 | | 6,673 | 3,774 | 1,955 | 25,220 | 15,082 | 9,623 | 4,379 |
| | 1987 | 100,365 | 21,326 | 20,350 | 11,409 | 8,850 | | 5,695 | 3,090 | 1,601 | 21,699 | 10,400 | 7,858 | 3,508 |
| Barron | 1990 | 265,414 | 35,590 | 32,829 | 25,133 | 22,938 | 18,571 | 8,395 | 7,268 | 4,923 | 70,038 | 42,078 | 21,727 | 8,398 |
| | 1987 | 215,735 | 32,294 | 29,789 | 21,517 | 18,723 | 15,159 | 7,228 | 6,091 | 4,127 | 58,842 | 27,461 | 17,988 | 6,807 |
| Bayfield | 1990 | 50,297 | 11,352 | 10,245 | 10,839 | 119 | | 531 | 648 | 298 | 2,363 | 12.877 | 5,020 | 2,026 |
| | 1987 | 39,673 | 9,627 | 8,688 | 9,184 | 107 | | 462 | 535 | 247 | 2,458 | 8,229 | 4,104 | 1,554 |
| Brown | 1990 | 1,749,640 | 274,797 | 259,747 | 160,043 | 332,519 | 272,527 | 70,967 | 120,123 | 69,450 | 364,318 | 132,408 | 133,643 | 26,240 |
| | 1987 | 1,353,464 | 208,150 | 196,750 | 131,957 | 254,215 | 208,351 | 55,739 | 90,209 | 52,156 | 303,278 | 89,874 | 96,371 | 20,844 |
| Buffalo | 1990 | 40,887 | 7,718 | 6,162 | 6,441 | 45 | | 344 | 761 | | 3,948 | 11,179 | 1,934 | 1,606 |
| | 1987 | 34,845 | 7,612 | 6,077 | 5,821 | 58 | | 330 | 848 | | 4,001 | 7,276 | 1,862 | 1,375 |
| Burnett | 1990 | 64,637 | 16,577 | 15,376 | 7,769 | 3,153 | | 272 | 428 | 428 | 12,496 | 9,736 | 9,184 | 282 |
| | 1987 | 52,845 | 13,785 | 12,786 | 6,591 | 2,488 | | 305 | 469 | 469 | 10,796 | 6,344 | 7,554 | 455 |
| Calumet | 1990 | 164,039 | 71,870 | 69,159 | 18,725 | 5,253 | 3,002 | 580 | 8,907 | 5,145 | 32,558 | 7,252 | 7,561 | 2,420 |
| | 1987 | 127,300 | 49,657 | 47,784 | 15,653 | 5,548 | 3,172 | 1,059 | 6,397 | 3,696 | 28,045 | 5,540 | 6,441 | 2,330 |
| Chippewa | 1990 | 421,092 | 73,900 | 69,289 | 31,997 | 38.626 | 34,883 | 6,228 | 6,966 | 5,027 | 159,612 | 42,129 | 23,094 | 7,099 |
| | 1987 | 324,639 | 55,917 | 52,428 | 25,957 | 26,279 | 23,733 | 5,083 | 5,595 | 4,038 | 122,929 | 27,257 | 19,375 | 5,648 |
| Clark | 1990 | 112,895 | 28,092 | 27,953 | 12,213 | 2,485 | | 413 | 3,300 | 2,759 | 31,567 | 16,801 | 7,976 | 3,844 |
| | 1987 | 92,102 | 24,084 | 23,965 | 10,043 | 2,447 | | 480 | 2,592 | 2,168 | 26,123 | 10,756 | 7,072 | 3,091 |
| Columbia | 1990 | 315,376 | 58,859 | 56,707 | 36,616 | 10,467 | 5,678 | 7,455 | 7,230 | 2,899 | 69,217 | 58,303 | 26,822 | 9,555 |
| | 1987 | 249,530 | 48,914 | 47,126 | 31,566 | 7,693 | 4,174 | 6,786 | 5,939 | 2,382 | 57,719 | 37,865 | 20,499 | 7,324 |
| Crawford | 1990 | 109,199 | 21,539 | 20,660 | 12,408 | 11,719 | 8,231 | 6,283 | 2,178 | 951 | 27,037 | 9,537 | 5,989 | 1,996 |
| | 1987 | 84,722 | 17,467 | 16,754 | 9,740 | 8,387 | 5,891 | 4,526 | 1,829 | 799 | 23,092 | 6,197 | 4,707 | 1,652 |
| Dane | 1990 | 3,293,944 | 527,518 | 491,816 | 337,049 | 376,558 | 324,892 | 176,163 | 240,073 | 82,266 | 657,264 | 274,626 | 212,034 | 86,529 |
| | 1987 | 2,566,777 | 412,576 | 384,653 | 281,223 | 294,806 | 254,358 | 130,999 | 198,141 | 67,898 | 550,309 | 184,850 | 152,574 | 67,603 |
| Dodge | 1990 | 363,634 | 78,230 | 70,605 | 43,829 | 53,160 | 33,951 | 11,073 | 8,500 | 4,156 | 59,676 | 29,813 | 34,566 | 7,928 |
| | 1987 | 291,247 | 64,434 | 58,154 | 34,109 | 41,644 | 26,597 | 10,205 | 7,085 | 3,465 | 51,898 | 20,098 | 27,788 | 6,503 |
| Door | 1990 | 208,044 | 42,999 | 40,618 | 30,029 | 13,160 | | 12,072 | 6,608 | 3,165 | 37,251 | 17,287 | 14,732 | 5,536 |
| | 1987 | 166,481 | 36,170 | 34,167 | 26,220 | 10,919 | | 8,351 | 5,206 | 2,494 | 30,372 | 12,358 | 12,731 | 4,037 |
| ☐ Douglas | 1990 | 300,996 | 56,870 | 54,195 | 31,429 | 39,806 | 38,025 | 8,853 | 4,310 | 2,913 | 62,561 | 35,037 | 20,265 | 9,820 |
| | 1987 | 239,750 | 44,652 | 42,552 | 28,704 | 29,119 | 27,817 | 7,846 | 3,872 | 2,618 | 49,959 | 22,971 | 17,698 | 7,761 |
| Dunn | 1990 | 167,031 | 39,225 | 35,870 | 19,749 | 34,275 | 14,068 | 4,077 | 3,741 | 2,523 | 25,554 | 21,661 | 5,468 | 5,758 |
| | 1987 | 133,617 | 31,852 | 29,128 | 17,031 | 24,330 | 9,987 | 3,602 | 3,114 | 2,101 | 22,508 | 15,013 | 5,085 | 4,619 |
| Eau Claire | 1990 | 657,841 | 123,198 | 116,516 | 74,434 | 121,023 | 112,182 | 36,434 | 40,902 | 16,765 | 56,340 | 79,117 | 51,370 | 14,904 |
| | 1987 | 535,203 | 101,281 | 95,788 | 64,543 | 97,700 | 90,563 | 28,266 | 32,286 | 13,234 | 61,031 | 51,769 | 39,594 | 12,425 |
| Florence | 1990 | 13,785 | 1,242 | 1,114 | 2,089 | 142 | | | 55 | | 2,744 | 446 | 177 | 709 |
| | 1987 | 10,824 | 1,528 | 1,371 | 1,950 | 147 | | | 62 | | 2,171 | 314 | 177 | 498 |
| Fond du Lac | 1990 | 618,272 | 100,577 | 94,789 | 67,059 | 121,774 | 87,191 | 19,739 | 17,917 | 9,875 | 143,942 | 57,699 | 27,258 | 24,757 |
| | 1987 | 493,390 | 88,498 | 83,405 | 55,368 | 87,250 | 62,472 | 17,045 | 15,951 | 8,792 | 117,860 | 37,811 | 21,626 | 18,751 |
| Forest | 1990 | 30,662 | 14,368 | 13,389 | 3,989 | 418 | | 125 | 277 | | 370 | 7,832 | 1,191 | 649 |
| | 1987 | 23,466 | 10,805 | 10,069 | 3,155 | 360 | | 112 | 291 | | 659 | 5,009 | 1,282 | 594 |
| Grant | 1990 | 266,136 | 66,408 | 62,958 | 32,531 | 27,472 | 13,518 | 4,952 | 8,190 | 4,860 | 48,587 | 35,596 | 22,228 | 6,331 |
| | 1987 | 214,098 | 52,006 | 49,304 | 27,085 | 19,872 | 9,779 | 4,657 | 6,900 | 4,095 | 44,495 | 23,338 | 18,726 | 5,276 |
| Green | 1990 | 375,884 | 38,269 | 30,460 | 15,872 | 26,662 | 20,585 | 5,050 | 4,984 | 3,955 | 53,124 | 22,311 | 9,097 | 4,083 |
| | 1987 | 308,648 | 37,301 | 29,690 | 15,610 | 19,352 | 14,942 | 4,955 | 4,645 | 3,687 | 48,713 | 14,630 | 8,118 | 4,041 |
| Green Lake | 1990 | 91,076 | 21,866 | 21,819 | 11,390 | 2,039 | | 5,562 | 2,067 | 1,627 | 24,811 | 11,788 | 4,619 | 2,639 |
| | 1987 | 80,111 | 19,672 | 19,630 | 10,169 | 2,048 | | 4,658 | 1,956 | 1,541 | 22,108 | 8,500 | 4,103 | 2,255 |
| Iowa | 1990 | 529,105 | 16,936 | 16,525 | 10,446 | 7,068 | 4,682 | 1,499 | 4,071 | 2,601 | 13,090 | 8,250 | 6,319 | 3,258 |
| | 1987 | 387,215 | 19,369 | 18,899 | 10,744 | 5,276 | 3,496 | 1,996 | 4,174 | 2,667 | 13,263 | 6,975 | 5,827 | 2,892 |
| Iron | 1990 | 42,771 | 16,145 | 15,728 | 5,468 | 138 | | 87 | 368 | 368 | 3,518 | 3,344 | 3,280 | 1,406 |
| | 1987 | 34,983 | 12,659 | 12,332 | 4,615 | 162 | | 74 | 422 | 422 | 3,288 | 3,190 | 2,990 | 981 |
| Jackson | 1990 | 88,704 | 18,537 | 17,262 | 10,226 | 1,517 | | 2,636 | 644 | 393 | 11,809 | 31,158 | 6,904 | 630 |
| | 1987 | 73,871 | 16,863 | 15,703 | 9,297 | 1,164 | | 2,006 | 652 | 399 | 12,231 | 20,233 | 6,005 | 900 |
| Jefferson | 1990 | 394,156 | 81,642 | 80,439 | 50,318 | 67,510 | 53,435 | 9,641 | 15,931 | 7,273 | 67,448 | 47,356 | 20,538 | 9,041 |
| | 1987 | 309,729 | 68,995 | 67,978 | 41,331 | 48,682 | 38,533 | 8,865 | 12,746 | 5,820 | 52,662 | 32,011 | 16,675 | 7,686 |
| Juneau | 1990 | 111,997 | 17,274 | 16,925 | 10,545 | 3,047 | | 1,006 | 2,776 | 1,085 | 12,056 | 50,307 | 9,223 | 3,360 |
| | 1987 | 92,069 | 16,002 | 15,679 | 10,025 | 2,632 | | 915 | 2,291 | 896 | 13,063 | 32,843 | 8,493 | 2,792 |
| Kenosha | 1990 | 740,516 | 122,714 | 113,188 | 81,077 | 69,485 | 59,340 | 45,437 | 32,504 | 16,507 | 108,423 | 86,403 | 29,755 | 19,484 |
| | 1987 | 587,353 | 111,783 | 103,106 | 70,388 | 58,045 | 49,571 | 31,525 | 24,718 | 12,554 | 90,246 | 58,599 | 23,343 | 16,370 |
| Kewaunee | 1990 | 81,529 | 20,827 | 17,676 | 11,573 | 265 | | 891 | 2,256 | 1,813 | 21,500 | 13,321 | 4,074 | 1,356 |
| | 1987 | 66,809 | 17,087 | 14,502 | 9,276 | 479 | | 847 | 2,692 | 2,165 | 18,110 | 8,691 | 3,836 | 1,171 |
| La Crosse | 1990 | 841,963 | 119,114 | 113,549 | 93,234 | 147,326 | 117,084 | 34,103 | 50,827 | 24,440 | 194,665 | 70,125 | 37,534 | 19,219 |
| | 1987 | 681,975 | 103,718 | 98,872 | 81,266 | 113,086 | 89,873 | 28,828 | 41,160 | 19,792 | 160,157 | 46,161 | 32,528 | 16,817 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1990
U.S. CENSUS 1987

**WISCONSIN (continued)**

**ALL COUNTIES (continued)**

| METRO AREA County | Year | Total Retail Sales ($000) | Food Stores Total ($000) | Food Stores Super-markets ($000) | Eating & Drinking Places Total ($000) | General Merchandise Stores Total ($000) | General Merchandise Stores Department Stores ($000) | Apparel & Accessories Stores Total ($000) | Furniture/Home Furnishings/Appliance Stores Total ($000) | Furniture/Home Furnishings/Appliance Stores Furniture & Home Furn ($000) | Automotive Dealers Total ($000) | Gasoline Service Stations Total ($000) | Bldg. Mtls. & Hardware Dealers Total ($000) | Drug-stores Total ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Lafayette | 1990 | 53,061 | 14,902 | 13,355 | 4,134 | 137 | | 1,370 | 1,382 | 1,053 | 9,478 | 10,046 | 5,807 | 2,679 |
| | 1987 | 42,537 | 11,066 | 9,917 | 3,825 | 242 | | 1,138 | 1,262 | 962 | 8,548 | 6,440 | 4,786 | 1,855 |
| Langlade | 1990 | 133,298 | 29,189 | 26,759 | 12,633 | 19,492 | | 4,172 | 2,574 | 1,910 | 31,275 | 16,602 | 6,306 | 5,153 |
| | 1987 | 111,175 | 25,040 | 22,955 | 10,660 | 13,700 | | 3,488 | 1,981 | 1,471 | 28,025 | 13,522 | 5,571 | 3,848 |
| Lincoln | 1990 | 157,363 | 38,103 | 33,787 | 15,140 | 10,320 | | 2,990 | 3,825 | 646 | 36,569 | 26,832 | 8,088 | 6,323 |
| | 1987 | 123,099 | 33,497 | 29,703 | 13,004 | 7,238 | | 2,653 | 3,114 | 527 | 26,458 | 17,399 | 6,396 | 4,963 |
| Manitowoc | 1990 | 420,658 | 114,905 | 109,299 | 47,922 | 55,143 | 46,887 | 9,111 | 14,884 | 8,436 | 75,652 | 44,409 | 17,328 | 12,541 |
| | 1987 | 341,960 | 88,610 | 84,287 | 40,398 | 48,461 | 41,206 | 7,426 | 12,299 | 6,971 | 66,486 | 30,110 | 15,329 | 9,900 |
| Marathon | 1990 | 829,767 | 150,134 | 106,157 | 73,245 | 151,511 | 120,388 | 29,943 | 36,868 | 24,321 | 175,810 | 71,479 | 70,582 | 11,006 |
| | 1987 | 653,329 | 121,993 | 86,259 | 58,907 | 113,344 | 90,062 | 25,295 | 29,159 | 19,236 | 144,309 | 48,397 | 53,629 | 8,805 |
| Marinette | 1990 | 246,682 | 56,768 | 49,700 | 26,104 | 24,191 | 17,148 | 11,705 | 9,770 | 4,534 | 42,974 | 29,157 | 16,232 | 6,494 |
| | 1987 | 197,253 | 46,984 | 41,134 | 21,425 | 19,042 | 13,499 | 9,375 | 7,198 | 3,341 | 37,016 | 19,009 | 13,312 | 5,540 |
| Marquette | 1990 | 41,633 | 9,988 | 9,772 | 8,564 | 1,366 | | 144 | 178 | 178 | 6,167 | 6,106 | 2,841 | 201 |
| | 1987 | 32,606 | 8,142 | 7,966 | 7,113 | 930 | | 242 | 322 | 322 | 5,113 | 3,956 | 2,320 | 361 |
| Menominee | 1990 | 3,800 | 159 | 144 | 1,296 | 178 | | 339 | | | | 243 | | |
| | 1987 | 3,466 | 193 | 175 | 1,126 | 333 | | 414 | | | | 281 | | |
| Milwaukee | 1990 | 7,359,491 | 1,307,627 | 1,226,157 | 836,465 | 952,200 | 876,278 | 406,170 | 513,244 | 216,207 | 1,354,514 | 600,145 | 292,599 | 347,007 |
| | 1987 | 5,941,868 | 1,124,755 | 1,054,678 | 700,459 | 753,110 | 693,063 | 312,424 | 398,204 | 167,746 | 1,134,827 | 412,233 | 222,232 | 257,005 |
| Monroe | 1990 | 212,440 | 45,182 | 44,681 | 20,370 | 34,002 | 13,199 | 3,636 | 8,218 | 4,863 | 32,653 | 27,999 | 21,541 | 4,756 |
| | 1987 | 176,097 | 39,241 | 38,806 | 19,337 | 24,258 | 9,417 | 3,396 | 6,435 | 3,809 | 28,662 | 22,952 | 17,135 | 4,223 |
| Oconto | 1990 | 126,711 | 36,068 | 34,508 | 19,203 | 1,612 | | 84 | 2,392 | 2,275 | 26,835 | 13,115 | 13,094 | 3,294 |
| | 1987 | 98,923 | 27,978 | 26,768 | 15,122 | 1,578 | | 81 | 1,922 | 1,829 | 21,638 | 10,157 | 10,239 | 2,449 |
| Oneida | 1990 | 276,522 | 45,876 | 43,329 | 30,094 | 28,623 | 17,675 | 14,711 | 10,302 | 7,333 | 61,351 | 24,300 | 18,566 | 5,501 |
| | 1987 | 222,474 | 40,567 | 38,315 | 25,374 | 22,263 | 13,748 | 11,709 | 7,997 | 5,693 | 51,233 | 16,333 | 15,357 | 4,504 |
| Outagamie | 1990 | 1,191,818 | 159,132 | 149,664 | 109,066 | 212,337 | 179,735 | 51,272 | 56,118 | 21,210 | 299,563 | 94,250 | 108,405 | 19,659 |
| | 1987 | 927,705 | 137,338 | 129,167 | 88,674 | 161,516 | 136,718 | 36,568 | 45,543 | 17,214 | 239,434 | 61,734 | 75,334 | 15,611 |
| Ozaukee | 1990 | 490,679 | 88,222 | 84,772 | 49,104 | 25,472 | 21,615 | 11,571 | 24,950 | 12,286 | 132,917 | 52,324 | 44,440 | 18,559 |
| | 1987 | 383,171 | 72,615 | 69,775 | 38,426 | 17,582 | 14,920 | 8,584 | 18,156 | 8,941 | 115,905 | 34,541 | 32,380 | 13,946 |
| Pepin | 1990 | 40,541 | 9,400 | 8,553 | 3,674 | 149 | | 198 | 2,360 | 850 | 15,053 | 5,162 | 1,259 | 661 |
| | 1987 | 31,745 | 7,126 | 6,484 | 3,344 | 264 | | 349 | 1,736 | 626 | 11,204 | 3,292 | 996 | 900 |
| Pierce | 1990 | 162,183 | 32,181 | 30,503 | 20,051 | 1,275 | | 2,557 | 7,799 | 4,510 | 31,278 | 28,261 | 13,345 | 7,175 |
| | 1987 | 129,801 | 26,964 | 25,558 | 18,351 | 878 | | 2,096 | 6,174 | 3,571 | 27,043 | 18,506 | 10,148 | 5,989 |
| Polk | 1990 | 179,223 | 50,510 | 45,585 | 18,575 | 3,081 | | 2,542 | 7,837 | 7,058 | 24,360 | 17,593 | 24,987 | 7,391 |
| | 1987 | 145,295 | 39,320 | 35,486 | 16,973 | 2,773 | | 2,323 | 5,919 | 5,331 | 22,079 | 12,479 | 18,634 | 6,075 |
| Portage | 1990 | 427,724 | 64,676 | 62,998 | 54,324 | 71,741 | 50,659 | 11,997 | 21,275 | 16,130 | 69,661 | 27,257 | 31,300 | 5,112 |
| | 1987 | 337,036 | 55,378 | 53,941 | 43,087 | 50,809 | 35,879 | 11,717 | 15,940 | 12,086 | 57,993 | 17,898 | 22,935 | 4,909 |
| Price | 1990 | 77,878 | 23,799 | 23,244 | 8,071 | 1,353 | | 3,107 | 1,849 | 1,309 | 14,639 | 9,698 | 5,424 | 2,796 |
| | 1987 | 62,335 | 19,675 | 19,216 | 6,321 | 1,196 | | 2,358 | 1,578 | 1,118 | 12,533 | 6,324 | 4,615 | 2,237 |
| Racine | 1990 | 1,345,685 | 229,211 | 208,987 | 121,732 | 178,544 | 144,643 | 54,873 | 75,022 | 45,020 | 341,941 | 120,683 | 95,040 | 45,492 |
| | 1987 | 1,062,368 | 193,419 | 176,353 | 99,986 | 139,640 | 113,127 | 42,808 | 56,483 | 33,895 | 273,885 | 81,607 | 69,031 | 35,100 |
| Richland | 1990 | 96,883 | 24,400 | 23,018 | 6,328 | 968 | | 3,838 | 2,251 | 1,936 | 24,897 | 9,576 | 5,754 | 2,411 |
| | 1987 | 77,525 | 20,043 | 18,908 | 5,375 | 851 | | 3,206 | 1,887 | 1,624 | 20,930 | 6,262 | 5,035 | 2,149 |
| Rock | 1990 | 1,099,829 | 228,760 | 221,827 | 102,317 | 147,869 | 142,448 | 28,967 | 50,102 | 29,040 | 247,023 | 109,209 | 78,717 | 37,995 |
| | 1987 | 866,913 | 180,795 | 175,316 | 87,215 | 118,410 | 114,070 | 26,069 | 37,491 | 21,731 | 199,075 | 74,981 | 56,511 | 28,825 |
| Rusk | 1990 | 59,662 | 17,415 | 16,657 | 7,744 | 1,297 | | 2,955 | 865 | 146 | 5,372 | 9,332 | 6,257 | 3,050 |
| | 1987 | 50,782 | 15,029 | 14,375 | 6,074 | 1,386 | | 2,429 | 807 | 137 | 5,016 | 6,773 | 6,081 | 2,424 |
| ☐ St. Croix | 1990 | 314,104 | 60,075 | 58,029 | 29,797 | 32,607 | | 3,647 | 8,015 | 5,723 | 83,503 | 60,729 | 14,876 | 3,235 |
| | 1987 | 239,958 | 46,835 | 45,240 | 24,407 | 22,109 | | 3,292 | 5,725 | 4,088 | 68,144 | 39,160 | 12,090 | 3,770 |
| Sauk | 1990 | 350,831 | 81,761 | 77,495 | 44,887 | 33,664 | 20,164 | 9,672 | 7,290 | 3,896 | 61,994 | 42,471 | 30,705 | 6,864 |
| | 1987 | 274,940 | 71,717 | 67,975 | 36,243 | 22,906 | 13,721 | 8,325 | 6,199 | 3,314 | 48,586 | 27,484 | 24,363 | 6,226 |
| Sawyer | 1990 | 103,767 | 38,328 | 33,612 | 10,369 | 1,665 | | 3,009 | 1,849 | 1,708 | 11,111 | 14,961 | 11,504 | 1,148 |
| | 1987 | 81,811 | 29,241 | 25,643 | 8,741 | 1,366 | | 2,165 | 1,521 | 1,406 | 9,982 | 9,848 | 9,054 | 1,265 |
| Shawano | 1990 | 180,454 | 49,413 | 41,371 | 24,068 | 12,083 | 2,442 | 4,423 | 6,742 | 4,988 | 27,842 | 22,987 | 21,617 | 6,247 |
| | 1987 | 143,543 | 38,174 | 31,961 | 19,081 | 9,931 | 2,008 | 3,640 | 5,107 | 3,779 | 25,120 | 14,947 | 17,211 | 5,133 |
| Sheboygan | 1990 | 685,409 | 142,007 | 134,756 | 63,577 | 117,479 | 84,910 | 14,116 | 18,170 | 8,664 | 140,992 | 70,336 | 50,285 | 23,032 |
| | 1987 | 541,635 | 117,541 | 111,539 | 53,683 | 88,584 | 64,026 | 11,807 | 14,925 | 7,117 | 115,216 | 45,999 | 39,550 | 17,736 |
| Taylor | 1990 | 83,576 | 23,468 | 22,664 | 9,218 | 1,255 | | 701 | 3,067 | 2,093 | 18,694 | 13,658 | 5,698 | 1,171 |
| | 1987 | 65,175 | 16,868 | 16,290 | 7,284 | 1,040 | | 842 | 2,618 | 1,787 | 16,156 | 8,956 | 4,608 | 1,345 |
| Trempealeau | 1990 | 146,078 | 31,720 | 30,749 | 13,284 | 1,704 | | 1,370 | 982 | 649 | 48,903 | 26,768 | 10,753 | 3,817 |
| | 1987 | 115,555 | 24,903 | 24,141 | 11,237 | 1,671 | | 1,034 | 872 | 577 | 39,623 | 17,076 | 9,021 | 2,670 |
| Vernon | 1990 | 98,564 | 19,757 | 19,350 | 8,719 | 2,434 | 1,614 | 5,992 | 8,203 | 5,763 | 17,304 | 14,178 | 6,468 | 3,280 |
| | 1987 | 79,432 | 19,012 | 18,620 | 7,757 | 1,805 | 1,198 | 5,013 | 6,000 | 4,216 | 13,767 | 9,340 | 5,477 | 2,744 |
| Vilas | 1990 | 153,215 | 35,167 | 33,651 | 21,389 | 3,406 | | 3,468 | 6,710 | 6,227 | 19,112 | 17,226 | 13,030 | 3,217 |
| | 1987 | 122,320 | 32,752 | 31,340 | 17,403 | 2,820 | | 2,915 | 4,810 | 4,464 | 16,237 | 11,333 | 10,324 | 2,807 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1990<br>U.S. CENSUS 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **WISCONSIN (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Walworth | 1990 | 496,322 | 101,465 | 99,664 | 66,371 | 45,100 | 26,590 | 30,924 | 9,991 | 5,427 | 78,353 | 59,424 | 46,250 | 14,999 |
| | 1987 | 402,383 | 86,826 | 85,285 | 58,616 | 31,194 | 18,392 | 21,612 | 8,159 | 4,433 | 72,260 | 39,087 | 34,063 | 11,953 |
| Washburn | 1990 | 127,755 | 35,200 | 33,152 | 9,430 | 4,579 | 2,876 | 2,768 | 3,559 | 3,363 | 37,994 | 12,653 | 6,869 | 6,797 |
| | 1987 | 100,046 | 28,275 | 26,630 | 8,773 | 3,215 | 2,020 | 2,254 | 2,662 | 2,516 | 29,105 | 8,405 | 5,799 | 5,081 |
| Washington | 1990 | 554,372 | 116,640 | 110,168 | 60,187 | 56,924 | 37,468 | 11,360 | 20,216 | 12,608 | 117,480 | 65,196 | 46,215 | 16,420 |
| | 1987 | 434,648 | 97,212 | 91,818 | 48,355 | 44,874 | 29,537 | 11,141 | 16,724 | 10,431 | 89,280 | 42,564 | 34,859 | 13,360 |
| Waukesha | 1990 | 2,810,454 | 464,459 | 446,321 | 220,123 | 355,306 | 278,070 | 103,087 | 191,409 | 69,911 | 736,926 | 246,407 | 160,055 | 89,106 |
| | 1987 | 2,158,644 | 384,385 | 369,374 | 178,212 | 265,566 | 207,838 | 74,220 | 132,728 | 48,479 | 602,956 | 162,137 | 118,718 | 67,083 |
| Waupaca | 1990 | 258,312 | 60,811 | 57,820 | 34,769 | 16,816 | 3,698 | 2,811 | 9,846 | 5,580 | 62,279 | 24,514 | 21,815 | 9,211 |
| | 1987 | 215,516 | 52,308 | 49,735 | 28,776 | 14,929 | 3,284 | 3,252 | 7,963 | 4,513 | 53,723 | 16,586 | 16,768 | 7,108 |
| Waushara | 1990 | 83,726 | 21,709 | 21,388 | 8,492 | 1,067 | | 282 | 1,539 | 479 | 20,455 | 17,100 | 4,252 | 1,007 |
| | 1987 | 69,004 | 17,314 | 17,058 | 6,783 | 1,345 | | 285 | 1,158 | 361 | 17,658 | 11,259 | 3,924 | 919 |
| Winnebago | 1990 | 1,143,049 | 181,986 | 173,608 | 105,752 | 157,494 | 125,250 | 47,368 | 85,383 | 32,040 | 236,432 | 83,031 | 67,479 | 35,762 |
| | 1987 | 879,163 | 145,023 | 138,347 | 89,597 | 111,017 | 88,289 | 38,099 | 60,008 | 22,519 | 185,368 | 61,723 | 48,350 | 27,223 |
| Wood | 1990 | 742,576 | 119,517 | 116,559 | 46,985 | 128,092 | 97,577 | 12,927 | 26,714 | 14,858 | 140,741 | 56,487 | 49,315 | 7,380 |
| | 1987 | 593,877 | 99,644 | 97,178 | 42,267 | 96,383 | 73,423 | 15,041 | 21,054 | 11,711 | 125,307 | 37,077 | 36,690 | 6,833 |
| **TOTAL METRO COUNTIES** | **1990** | **25,994,688** | **4,498,234** | **4,207,905** | **2,599,353** | **3,518,339** | **2,972,740** | **1,141,139** | **1,584,109** | **699,543** | **5,502,842** | **2,300,886** | **1,543,949** | **832,988** |
| | 1987 | 20,505,863 | 3,709,645 | 3,469,799 | 2,167,612 | 2,714,550 | 2,299,088 | 879,652 | 1,217,524 | 537,383 | 4,534,353 | 1,552,097 | 1,150,608 | 638,262 |
| **TOTAL STATE** | **1990** | **36,030,983** | **6,522,581** | **6,113,589** | **3,656,134** | **4,446,245** | **3,533,179** | **1,404,294** | **1,872,554** | **875,868** | **7,327,792** | **3,468,139** | **2,229,045** | **1,084,537** |
| | 1987 | 28,537,161 | 5,409,686 | 5,070,319 | 3,063,295 | 3,412,912 | 2,717,913 | 1,104,946 | 1,452,202 | 680,619 | 6,094,381 | 2,334,276 | 1,702,551 | 844,460 |
| **WYOMING** | | | | | | | | | | | | | | |
| **CASPER** | **1990** | **460,287** | **108,682** | **105,572** | **43,090** | **55,474** | **44,024** | **15,635** | **25,169** | **14,132** | **101,770** | **41,337** | **19,825** | **6,771** |
| | 1987 | 449,103 | 100,830 | 97,945 | 42,488 | 53,674 | 42,597 | 16,754 | 22,328 | 12,537 | 111,139 | 38,238 | 19,636 | 5,488 |
| Natrona | 1990 | 460,287 | 108,682 | 105,572 | 43,090 | 55,474 | 44,024 | 15,635 | 25,169 | 14,132 | 101,770 | 41,337 | 19,825 | 6,771 |
| | 1987 | 449,103 | 100,830 | 97,945 | 42,488 | 53,674 | 42,597 | 16,754 | 22,328 | 12,537 | 111,139 | 38,238 | 19,636 | 5,488 |
| **CHEYENNE** | **1990** | **531,612** | **83,686** | **81,205** | **55,524** | **75,222** | **59,421** | **21,781** | **18,106** | **9,271** | **127,439** | **58,454** | **26,747** | **4,807** |
| | 1987 | 484,561 | 73,176 | 71,007 | 51,863 | 65,827 | 52,000 | 19,008 | 19,670 | 10,073 | 119,435 | 54,074 | 22,392 | 5,914 |
| Laramie | 1990 | 531,612 | 83,686 | 81,205 | 55,524 | 75,222 | 59,421 | 21,781 | 18,106 | 9,271 | 127,439 | 58,454 | 26,747 | 4,807 |
| | 1987 | 484,561 | 73,176 | 71,007 | 51,863 | 65,827 | 52,000 | 19,008 | 19,670 | 10,073 | 119,435 | 54,074 | 22,392 | 5,914 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Albany | 1990 | 176,902 | 39,728 | 39,459 | 19,765 | 13,476 | 12,721 | 8,403 | 7,704 | 5,221 | 31,520 | 24,251 | 5,745 | 6,943 |
| | 1987 | 161,895 | 34,705 | 34,470 | 20,010 | 10,886 | 10,277 | 7,073 | 6,691 | 4,535 | 30,992 | 23,443 | 5,483 | 5,586 |
| Big Horn | 1990 | 24,602 | 9,274 | 9,095 | 3,671 | 738 | | 1,007 | 772 | 607 | 2,183 | 3,075 | 1,551 | 1,251 |
| | 1987 | 24,261 | 8,768 | 8,599 | 3,729 | 915 | | 824 | 830 | 653 | 2,458 | 3,069 | 1,413 | 1,008 |
| Campbell | 1990 | 160,903 | 42,362 | 41,673 | 15,811 | 15,278 | 13,320 | 6,881 | 4,757 | 2,299 | 29,694 | 16,815 | 4,741 | 5,864 |
| | 1987 | 158,054 | 40,828 | 40,164 | 16,048 | 14,831 | 12,931 | 6,206 | 4,590 | 2,219 | 29,872 | 15,529 | 7,397 | 5,363 |
| Carbon | 1990 | 88,063 | 23,463 | 23,074 | 9,297 | 5,730 | 4,953 | 1,876 | 1,665 | 1,226 | 13,306 | 13,685 | 8,650 | 3,721 |
| | 1987 | 91,794 | 23,748 | 23,354 | 9,618 | 5,959 | 5,152 | 2,239 | 1,614 | 1,189 | 14,407 | 17,258 | 7,185 | 3,361 |
| Converse | 1990 | 45,147 | 10,701 | 10,251 | 4,292 | 3,883 | | 1,840 | 1,033 | 850 | 8,551 | 7,782 | 2,772 | 2,177 |
| | 1987 | 48,536 | 11,742 | 11,248 | 5,006 | 3,844 | | 1,583 | 1,051 | 866 | 9,972 | 8,248 | 2,770 | 1,731 |
| Crook | 1990 | 16,062 | 3,771 | 3,658 | 2,069 | 943 | | 602 | 98 | | 639 | 2,873 | 1,716 | 425 |
| | 1987 | 14,820 | 3,482 | 3,378 | 2,151 | 791 | | 408 | 89 | | 588 | 3,207 | 1,311 | 332 |
| Fremont | 1990 | 170,548 | 41,455 | 41,210 | 15,101 | 18,719 | 15,841 | 7,676 | 3,594 | 1,623 | 32,190 | 20,295 | 10,713 | 4,717 |
| | 1987 | 167,242 | 39,442 | 39,209 | 15,347 | 18,110 | 15,327 | 6,934 | 3,526 | 1,593 | 33,969 | 19,402 | 10,593 | 4,526 |
| Goshen | 1990 | 48,978 | 12,563 | 12,419 | 5,288 | 5,079 | | 2,485 | 621 | 554 | 5,818 | 7,238 | 4,770 | 1,775 |
| | 1987 | 46,073 | 11,862 | 11,726 | 4,970 | 5,028 | | 2,125 | 537 | 480 | 5,735 | 7,088 | 4,042 | 1,536 |
| Hot Springs | 1990 | 21,445 | 5,022 | 4,854 | 1,812 | 305 | | 803 | 299 | | 2,396 | 2,820 | 1,972 | 1,220 |
| | 1987 | 23,043 | 7,142 | 6,903 | 1,948 | 467 | | 744 | 374 | | 2,686 | 2,873 | 1,753 | 984 |
| Johnson | 1990 | 24,053 | 3,451 | 3,414 | 2,540 | 676 | | 1,172 | 860 | 365 | 1,029 | 6,567 | 3,197 | 1,154 |
| | 1987 | 25,980 | 3,719 | 3,679 | 2,802 | 963 | | 1,027 | 809 | 344 | 1,214 | 8,442 | 2,765 | 985 |
| Laramie | 1990 | 531,612 | 83,686 | 81,205 | 55,524 | 75,222 | 59,421 | 21,781 | 18,106 | 9,271 | 127,439 | 58,454 | 26,747 | 4,807 |
| | 1987 | 484,561 | 73,176 | 71,007 | 51,863 | 65,827 | 52,000 | 19,008 | 19,670 | 10,073 | 119,435 | 54,074 | 22,392 | 5,914 |
| Lincoln | 1990 | 53,603 | 11,071 | 10,707 | 3,498 | 3,028 | 2,688 | 1,214 | 1,618 | 1,443 | 13,533 | 9,571 | 4,683 | 1,170 |
| | 1987 | 53,496 | 11,259 | 10,889 | 4,228 | 2,626 | 2,332 | 1,267 | 1,285 | 1,147 | 14,223 | 9,930 | 3,740 | 1,094 |
| Natrona | 1990 | 460,287 | 108,682 | 105,572 | 43,090 | 55,474 | 44,024 | 15,635 | 25,169 | 14,132 | 101,770 | 41,337 | 19,825 | 6,771 |
| | 1987 | 449,103 | 100,830 | 97,945 | 42,488 | 53,674 | 42,597 | 16,754 | 22,328 | 12,537 | 111,139 | 38,238 | 19,636 | 5,488 |
| Niobrara | 1990 | 12,451 | 1,546 | 1,500 | 1,306 | 399 | | 109 | 41 | | 2,033 | 5,119 | 1,052 | 203 |
| | 1987 | 12,936 | 2,032 | 1,971 | 1,339 | 434 | | 196 | 50 | | 2,133 | 5,032 | 840 | 163 |

# 1990 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1990
U.S. CENSUS 1987

| METRO AREA County | Year | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drugstores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Total Retail Sales ($000) | Total ($000) | Supermarkets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **WYOMING (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Park | 1990 | 140,897 | 21,258 | 20,734 | 18,160 | 28,864 | 21,140 | 6,161 | 3,397 | 2,305 | 20,561 | 13,102 | 9,169 | 4,456 |
| | 1987 | 131,207 | 21,739 | 21,203 | 15,731 | 25,369 | 18,581 | 5,431 | 2,939 | 1,995 | 22,147 | 12,998 | 7,921 | 3,362 |
| Platte | 1990 | 37,138 | 10,844 | 10,636 | 4,251 | 1,097 | | 951 | 466 | 386 | 6,823 | 6,108 | 2,238 | 910 |
| | 1987 | 36,377 | 10,283 | 10,086 | 4,082 | 1,584 | | 878 | 514 | 427 | 6,984 | 6,292 | 2,067 | 642 |
| Sheridan | 1990 | 162,007 | 40,406 | 39,812 | 20,779 | 13,180 | 10,319 | 9,526 | 5,709 | 4,666 | 35,535 | 12,169 | 6,499 | 3,932 |
| | 1987 | 146,181 | 34,100 | 33,599 | 17,855 | 12,188 | 9,543 | 7,440 | 4,953 | 4,049 | 33,815 | 11,620 | 6,153 | 3,899 |
| Sublette | 1990 | 18,799 | 5,585 | 5,475 | 3,467 | 1,319 | | 913 | 430 | 430 | 574 | 1,879 | 1,729 | 128 |
| | 1987 | 18,819 | 6,981 | 6,843 | 3,070 | 1,121 | | 734 | 408 | 408 | 584 | 2,351 | 1,285 | 226 |
| Sweetwater | 1990 | 239,705 | 45,784 | 44,667 | 21,570 | 23,033 | 19,147 | 13,953 | 11,441 | 7,521 | 62,620 | 27,759 | 9,162 | 4,706 |
| | 1987 | 228,913 | 45,703 | 44,588 | 20,905 | 23,112 | 19,213 | 11,047 | 9,130 | 6,003 | 57,499 | 28,335 | 10,506 | 4,262 |
| Teton | 1990 | 135,399 | 12,939 | 12,588 | 24,770 | 4,461 | | 14,519 | 4,284 | 3,331 | 11,891 | 10,164 | 11,472 | 3,482 |
| | 1987 | 120,418 | 13,842 | 13,466 | 22,804 | 4,435 | | 10,186 | 3,627 | 2,821 | 11,188 | 10,933 | 9,000 | 2,959 |
| Uinta | 1990 | 79,519 | 18,912 | 18,592 | 5,165 | 6,773 | 5,826 | 4,134 | 913 | 628 | 12,790 | 17,657 | 4,122 | 670 |
| | 1987 | 93,328 | 21,540 | 21,176 | 7,961 | 7,098 | 6,107 | 3,786 | 1,016 | 700 | 15,354 | 21,971 | 5,517 | 847 |
| Washakie | 1990 | 45,166 | 14,783 | 14,236 | 4,085 | 4,303 | | 3,220 | 1,119 | 989 | 9,569 | 2,187 | 1,291 | 1,556 |
| | 1987 | 44,782 | 13,048 | 12,565 | 3,881 | 4,427 | | 2,631 | 1,122 | 993 | 11,365 | 2,138 | 1,731 | 1,191 |
| Weston | 1990 | 32,769 | 7,334 | 7,179 | 2,426 | 1,823 | | 1,295 | 641 | 480 | 8,515 | 2,874 | 2,793 | 1,391 |
| | 1987 | 32,411 | 7,537 | 7,378 | 2,406 | 1,696 | | 1,110 | 538 | 404 | 8,886 | 3,030 | 2,257 | 1,116 |
| **TOTAL METRO COUNTIES** | **1990** | **991,899** | **192,368** | **186,777** | **98,614** | **130,696** | **103,445** | **37,416** | **43,275** | **23,403** | **229,209** | **99,791** | **46,572** | **11,578** |
| | 1987 | 933,664 | 174,006 | 168,952 | 94,351 | 119,501 | 94,597 | 35,762 | 41,998 | 22,610 | 230,574 | 92,312 | 42,028 | 11,402 |
| **TOTAL STATE** | **1990** | **2,726,055** | **574,620** | **562,010** | **287,737** | **283,803** | **209,400** | **126,156** | **94,737** | **58,327** | **540,979** | **313,781** | **146,609** | **63,429** |
| | 1987 | 2,614,230 | 547,508 | 535,446 | 280,242 | 265,385 | 194,060 | 109,631 | 87,691 | 53,436 | 546,645 | 315,501 | 137,757 | 56,575 |

# SECTION 11

## Metropolitan Market Rankings Retail Sales By Merchandise Line

### Groceries And Other Foods
### Drugs, Health Aids, And Beauty Aids
### Furniture And Sleep Equipment
### Major Household Appliances
### Televisions And Video Recorders
### Audio Equipment/Musical Instruments
### Home Computers And Calculators
### Men's and Boys' Clothing
### Women's And Girls' Clothing
### Footwear

**EXPLANATION OF TERMS**

An explanation of terms used in the **Survey of Buying Power Demographics USA 1991** will be found in the Introductory Section starting on page A-5. A detailed listing of the outlets that make up each Store Group, and definitions of the Merchandise Line Sales categories, will be found on pages A-9 and A-10.

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# GROCERY & OTHER FOOD SALES

| Area | ($000) | Rank |
|---|---|---|
| Los Angeles - Long Beach, Cal. | 10,432,154 | 1 |
| New York, N.Y. | 8,627,461 | 2 |
| Chicago, Ill. | 6,990,267 | 3 |
| Philadelphia, Pa. | 6,216,909 | 4 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 5,615,482 | 5 |
| Detroit, Mich. | 5,156,115 | 6 |
| Washington, D.C. | 4,805,850 | 7 |
| Nassau - Suffolk, N.Y. | 4,492,211 | 8 |
| Houston, Tex. | 3,802,762 | 9 |
| Atlanta, Ga. | 3,355,758 | 10 |
| Minneapolis - St. Paul, Minn. | 3,194,877 | 11 |
| Anaheim - Santa Ana, Cal. | 3,177,996 | 12 |
| Dallas, Tex. | 3,166,595 | 13 |
| Seattle, Wash. | 2,908,677 | 14 |
| San Diego, Cal. | 2,885,063 | 15 |
| Riverside - San Bernardino, Cal. | 2,789,078 | 16 |
| Baltimore, Md. | 2,722,053 | 17 |
| St. Louis, Mo. | 2,686,413 | 18 |
| Phoenix, Ariz. | 2,667,378 | 19 |
| Tampa - St. Petersburg - Clearwater, Fla. | 2,651,714 | 20 |
| Oakland, Cal. | 2,617,067 | 21 |
| Newark, N.J. | 2,590,562 | 22 |
| Pittsburgh, Pa. | 2,486,861 | 23 |
| Miami - Hialeah, Fla. | 2,203,633 | 24 |
| San Francisco, Cal. | 2,180,468 | 25 |
| Cleveland, Ohio | 2,039,674 | 26 |
| Denver, Colo. | 1,969,478 | 27 |
| Bergen - Passaic, N.J. | 1,906,830 | 28 |
| Sacramento, Cal. | 1,884,007 | 29 |
| Kansas City, Mo.-Kans. | 1,820,690 | 30 |
| San Jose, Cal. | 1,806,009 | 31 |
| Portland, Ore. | 1,776,671 | 32 |
| Milwaukee, Wisc. | 1,759,382 | 33 |
| New Orleans, La. | 1,748,117 | 34 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 1,733,486 | 35 |
| Cincinnati, Ohio | 1,724,981 | 36 |
| Fort Worth - Arlington, Tex. | 1,598,802 | 37 |
| Norfolk - Virginia Beach - Newport News, Va. | 1,522,216 | 38 |
| Middlesex - Somerset - Hunterdon, N.J. | 1,503,851 | 39 |
| Columbus, Ohio | 1,495,275 | 40 |
| Hartford - New Britain - Middletown - Bristol, Conn. | 1,443,762 | 41 |
| Monmouth - Ocean, N.J. | 1,440,605 | 42 |
| San Antonio, Tex. | 1,387,056 | 43 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | 1,354,128 | 44 |
| Rochester, N.Y. | 1,346,838 | 45 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | 1,339,146 | 46 |
| Buffalo, N.Y. | 1,333,022 | 47 |
| Orlando, Fla. | 1,308,588 | 48 |
| Providence - Pawtucket - Woonsocket, R.I. | 1,236,334 | 49 |
| Albany - Schenectady - Troy, N.Y. | 1,227,881 | 50 |
| **Total Top 50** | **140,130,233** | |
| Salt Lake City - Ogden, Utah | 1,225,966 | 51 |
| Indianapolis, Ind. | 1,224,749 | 52 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 1,190,995 | 53 |
| New Haven - Waterbury - Meriden, Conn. | 1,175,163 | 54 |
| Honolulu, Haw. | 1,096,816 | 55 |
| Louisville, Ky. | 1,096,180 | 56 |
| Greensboro - Winston-Salem - High Point, N.C. | 1,091,058 | 57 |
| Richmond - Petersburg, Va. | 1,090,168 | 58 |
| Oklahoma City, Okla. | 1,084,845 | 59 |
| Dayton - Springfield, Ohio | 1,070,171 | 60 |
| Austin, Tex. | 1,067,354 | 61 |
| Jacksonville, Fla. | 995,897 | 62 |
| Nashville, Tenn. | 988,450 | 63 |
| Birmingham, Ala. | 975,575 | 64 |
| Scranton - Wilkes-Barre, Pa. | 946,778 | 65 |
| Memphis, Tenn. | 929,031 | 66 |
| Worcester - Fitchburg - Leominster, Mass. | 907,896 | 67 |
| Grand Rapids, Mich. | 903,712 | 68 |
| Las Vegas, Nev. | 894,156 | 69 |
| Syracuse, N.Y. | 894,012 | 70 |
| Raleigh - Durham, N.C. | 872,751 | 71 |
| Tulsa, Okla. | 870,633 | 72 |
| Allentown - Bethlehem - Easton, Pa. | 858,691 | 73 |
| Greenville - Spartanburg, S.C. | 821,048 | 74 |
| Oxnard - Ventura, Cal. | 800,004 | 75 |
| Springfield, Mass. | 798,803 | 76 |
| Fresno, Cal. | 783,928 | 77 |
| New Bedford - Fall River - Attleboro, Mass. | 777,988 | 78 |
| Baton Rouge, La. | 754,757 | 79 |
| Omaha, Neb. | 752,541 | 80 |
| Tucson, Ariz. | 741,357 | 81 |
| Wilmington, Del. | 739,482 | 82 |
| Akron, Ohio | 713,065 | 83 |
| Toledo, Ohio | 706,032 | 84 |
| Tacoma, Wash. | 699,464 | 85 |
| Harrisburg - Lebanon - Carlisle, Pa. | 677,354 | 86 |
| Portsmouth - Dover - Rochester, N.H. | 644,254 | 87 |
| Knoxville, Tenn. | 642,477 | 88 |
| Jersey City, N.J. | 633,952 | 89 |
| Gary - Hammond, Ind. | 628,905 | 90 |
| Charleston, S.C. | 625,255 | 91 |
| Lake County, Ill. | 614,662 | 92 |
| Bakersfield, Cal. | 602,114 | 93 |
| Manchester - Nashua, N.H. | 598,917 | 94 |
| Little Rock - North Little Rock, Ark. | 582,760 | 95 |
| Lansing - East Lansing, Mich. | 579,612 | 96 |
| Flint, Mich. | 575,420 | 97 |
| Lancaster, Pa. | 561,130 | 98 |
| Madison, Wisc. | 557,713 | 99 |
| Youngstown - Warren, Ohio | 551,676 | 100 |
| **Total Top 100** | **181,745,950** | |
| El Paso, Tex. | 550,020 | 101 |
| Albuquerque, N.M. | 549,490 | 102 |
| Santa Rosa - Petaluma, Cal. | 548,700 | 103 |
| Des Moines, Iowa | 544,326 | 104 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 541,752 | 105 |
| Chattanooga, Tenn. | 521,592 | 106 |
| Atlantic City, N.J. | 513,888 | 107 |
| Mobile, Ala. | 513,843 | 108 |
| Spokane, Wash. | 505,915 | 109 |
| Stockton, Cal. | 503,693 | 110 |
| Columbia, S.C. | 501,886 | 111 |
| York, Pa. | 498,337 | 112 |
| Wichita, Kans. | 492,552 | 113 |
| Daytona Beach, Fla. | 492,128 | 114 |
| Lakeland - Winter Haven, Fla. | 471,796 | 115 |
| Melbourne - Titusville - Palm Bay, Fla. | 470,941 | 116 |
| Canton, Ohio | 470,532 | 117 |
| Fort Myers - Cape Coral, Fla. | 470,275 | 118 |
| Orange County, N.Y. | 462,692 | 119 |
| Vallejo - Fairfield - Napa, Cal. | 460,943 | 120 |
| Saginaw - Bay City - Midland, Mich. | 458,620 | 121 |
| Augusta, Ga. | 455,106 | 122 |
| Modesto, Cal. | 442,241 | 123 |
| Anchorage, Alas. | 436,091 | 124 |
| Lexington-Fayette, Ky. | 432,509 | 125 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 417,990 | 126 |
| Aurora - Elgin, Ill. | 415,311 | 127 |
| Trenton, N.J. | 412,248 | 128 |
| Johnson City - Kingsport - Bristol, Tenn. | 410,908 | 129 |
| Poughkeepsie, N.Y. | 407,390 | 130 |
| Portland, Me. | 403,407 | 131 |
| Sarasota, Fla. | 399,731 | 132 |
| Reading, Pa. | 397,870 | 133 |
| Shreveport, La. | 389,236 | 134 |
| Fort Wayne, Ind. | 385,081 | 135 |
| Beaumont - Port Arthur, Tex. | 381,827 | 136 |
| Utica - Rome, N.Y. | 380,608 | 137 |
| Corpus Christi, Tex. | 377,191 | 138 |
| Peoria, Ill. | 373,604 | 139 |
| Eugene - Springfield, Ore. | 372,707 | 140 |
| McAllen - Edinburg - Mission, Tex. | 371,399 | 141 |
| Jackson, Miss. | 369,308 | 142 |
| Erie, Pa. | 357,993 | 143 |
| Reno, Nev. | 357,524 | 144 |
| Appleton - Oshkosh - Neenah, Wisc. | 357,160 | 145 |
| Visalia - Tulare - Porterville, Cal. | 352,426 | 146 |
| Salinas - Seaside - Monterey, Cal. | 349,971 | 147 |
| Medford, Ore. | 348,171 | 148 |
| Pensacola, Fla. | 347,869 | 149 |
| Ann Arbor, Mich. | 346,844 | 150 |
| **Total Top 150** | **203,539,592** | |
| Colorado Springs, Colo. | 345,082 | 151 |
| Santa Cruz, Cal. | 344,413 | 152 |
| Huntington - Ashland, W.Va.-Ky. | 340,395 | 153 |
| Rockford, Ill. | 338,631 | 154 |
| Joliet, Ill. | 337,152 | 155 |
| New London - Norwich, Conn. | 334,540 | 156 |
| Binghamton, N.Y. | 330,804 | 157 |
| Salem, Ore. | 327,380 | 158 |
| Fort Pierce, Fla. | 320,967 | 159 |
| Evansville, Ind. | 313,493 | 160 |
| Charleston, W.Va. | 309,380 | 161 |
| Duluth, Minn. | 306,253 | 162 |
| Lafayette, La. | 304,429 | 163 |
| Boulder - Longmont, Colo. | 302,724 | 164 |
| Galveston - Texas City, Tex. | 301,490 | 165 |
| Roanoke, Va. | 297,243 | 166 |
| Montgomery, Ala. | 290,208 | 167 |
| Savannah, Ga. | 288,655 | 168 |
| Macon - Warner Robins, Ga. | 288,401 | 169 |
| Johnstown, Pa. | 287,634 | 170 |
| Columbus, Ga. | 286,397 | 171 |
| South Bend - Mishawaka, Ind. | 285,462 | 172 |
| Kalamazoo, Mich. | 285,427 | 173 |
| Hamilton - Middletown, Ohio | 279,204 | 174 |
| Vancouver, Wash. | 278,817 | 175 |
| Lubbock, Tex. | 272,891 | 176 |
| Huntsville, Ala. | 270,546 | 177 |
| Bradenton, Fla. | 267,905 | 178 |
| Amarillo, Tex. | 263,552 | 179 |
| Houma - Thibodaux, La. | 262,960 | 180 |
| Green Bay, Wisc. | 260,467 | 181 |
| Hickory - Morganton, N.C. | 260,315 | 182 |
| Gainesville, Fla. | 258,603 | 183 |
| Niagara Falls, N.Y. | 258,095 | 184 |
| Brownsville - Harlingen, Tex. | 257,467 | 185 |
| Boise, Ida. | 254,136 | 186 |
| Lake Charles, La. | 253,372 | 187 |
| Lorain - Elyria, Ohio | 252,685 | 188 |
| Tallahassee, Fla. | 249,371 | 189 |
| Lincoln, Neb. | 244,672 | 190 |
| Springfield, Mo. | 242,622 | 191 |
| Fort Smith, Ark. | 240,779 | 192 |
| Fayetteville, N.C. | 235,246 | 193 |
| Ocala, Fla. | 234,447 | 194 |
| Bangor, Me. | 231,218 | 195 |
| Provo - Orem, Utah | 230,766 | 196 |
| Naples, Fla. | 230,008 | 197 |
| St. Cloud, Minn. | 229,124 | 198 |
| Yakima, Wash. | 227,778 | 199 |
| Cedar Rapids, Iowa | 226,434 | 200 |
| **Total Top 200** | **217,479,632** | |
| Springfield, Ill. | 225,942 | 201 |
| Burlington, Vt. | 224,216 | 202 |
| Asheville, N.C. | 222,708 | 203 |
| Pittsfield, Mass. | 222,411 | 204 |
| Bremerton, Wash. | 219,385 | 205 |
| Fort Collins - Loveland, Colo. | 217,015 | 206 |
| Altoona, Pa. | 215,270 | 207 |
| Redding, Cal. | 211,853 | 208 |
| Brazoria, Tex. | 210,991 | 209 |
| Monroe, La. | 210,528 | 210 |
| Bellingham, Wash. | 209,930 | 211 |
| Longview - Marshall, Tex. | 207,351 | 212 |
| Waco, Tex. | 205,912 | 213 |
| Biloxi - Gulfport, Miss. | 205,026 | 214 |
| Chico, Cal. | 204,682 | 215 |
| Richland - Kennewick - Pasco, Wash. | 203,514 | 216 |
| Janesville - Beloit, Wisc. | 202,961 | 217 |
| Racine, Wisc. | 202,483 | 218 |
| Panama City, Fla. | 198,518 | 219 |
| Killeen - Temple, Tex. | 197,659 | 220 |
| Vineland - Millville - Bridgeton, N.J. | 196,961 | 221 |
| Benton Harbor, Mich. | 196,873 | 222 |
| Topeka, Kans. | 196,763 | 223 |
| Jackson, Mich. | 196,397 | 224 |
| Beaver County, Pa. | 195,875 | 225 |
| Muskegon, Mich. | 192,826 | 226 |
| Glens Falls, N.Y. | 192,579 | 227 |
| Olympia, Wash. | 191,672 | 228 |
| Charlottesville, Va. | 190,200 | 229 |
| Battle Creek, Mich. | 188,901 | 230 |
| Wheeling, W.Va. | 188,752 | 231 |
| Fargo - Moorhead, N.D.-Minn. | 185,845 | 232 |
| Lynchburg, Va. | 185,086 | 233 |
| Anderson, S.C. | 184,331 | 234 |
| Eau Claire, Wisc. | 184,117 | 235 |
| Tyler, Tex. | 183,586 | 236 |
| Lima, Ohio | 183,168 | 237 |
| Billings, Mont. | 183,099 | 238 |
| Jamestown - Dunkirk, N.Y. | 182,806 | 239 |
| Merced, Cal. | 181,341 | 240 |
| Champaign - Urbana - Rantoul, Ill. | 180,557 | 241 |
| Parkersburg - Marietta, W.Va.-Ohio | 178,027 | 242 |
| Alexandria, La. | 176,450 | 243 |
| Albany, Ga. | 174,977 | 244 |
| Wilmington, N.C. | 172,343 | 245 |
| Elkhart - Goshen, Ind. | 167,414 | 246 |
| Joplin, Mo. | 167,180 | 247 |
| Yuba City, Cal. | 163,795 | 248 |
| Athens, Ga. | 162,253 | 249 |
| Williamsport, Pa. | 161,414 | 250 |
| **Total Top 250** | **227,184,575** | |
| Lewiston - Auburn, Me. | 158,935 | 251 |
| Fort Walton Beach, Fla. | 156,355 | 252 |
| Waterloo - Cedar Falls, Iowa | 155,952 | 253 |
| Fayetteville - Springdale, Ark. | 155,716 | 254 |
| Sioux Falls, S.D. | 155,303 | 255 |
| Rochester, Minn. | 155,082 | 256 |
| Florence, Ala. | 155,073 | 257 |
| Tuscaloosa, Ala. | 154,517 | 258 |
| Florence, S.C. | 153,789 | 259 |
| Hagerstown, Md. | 150,488 | 260 |
| Laredo, Tex. | 149,208 | 261 |
| Dothan, Ala. | 148,655 | 262 |
| Mansfield, Ohio | 147,971 | 263 |
| Sioux City, Iowa | 147,124 | 264 |
| Burlington, N.C. | 143,359 | 265 |
| State College, Pa. | 142,891 | 266 |
| Steubenville - Weirton, Ohio-W.Va. | 141,073 | 267 |
| Midland, Tex. | 139,773 | 268 |
| Terre Haute, Ind. | 138,455 | 269 |
| Danville, Va. | 137,753 | 270 |
| Wausau, Wisc. | 136,723 | 271 |
| Odessa, Tex. | 134,725 | 272 |
| Anderson, Ind. | 134,456 | 273 |
| Pueblo, Colo. | 133,730 | 274 |
| Iowa City, Iowa | 133,667 | 275 |
| Bryan - College Station, Tex. | 133,163 | 276 |
| Sheboygan, Wisc. | 132,610 | 277 |
| Greeley, Colo. | 132,081 | 278 |
| Texarkana, Tex.-Ark. | 131,440 | 279 |
| Bloomington - Normal, Ill. | 129,142 | 280 |
| Lafayette - West Lafayette, Ind. | 129,079 | 281 |
| Sharon, Pa. | 128,082 | 282 |
| Decatur, Ill. | 125,152 | 283 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 119,307 | 284 |
| Sherman - Denison, Tex. | 116,844 | 285 |
| Columbia, Mo. | 116,586 | 286 |
| Dubuque, Iowa | 115,724 | 287 |
| Gadsden, Ala. | 114,172 | 288 |
| Rapid City, S.D. | 113,596 | 289 |
| Cumberland, Md. | 113,121 | 290 |
| Muncie, Ind. | 112,361 | 291 |
| Owensboro, Ky. | 109,606 | 292 |
| La Crosse, Wisc. | 109,502 | 293 |
| Bloomington, Ind. | 109,384 | 294 |
| Santa Fe, N.M. | 109,339 | 295 |
| Kenosha, Wisc. | 108,672 | 296 |
| Elmira, N.Y. | 105,854 | 297 |
| Abilene, Tex. | 105,824 | 298 |
| Yuma, Ariz. | 105,049 | 299 |
| Wichita Falls, Tex. | 105,042 | 300 |
| Bismarck, N.D. | 103,927 | 301 |
| Lawton, Okla. | 103,851 | 302 |
| Kankakee, Ill. | 101,818 | 303 |
| St. Joseph, Mo. | 100,301 | 304 |
| Las Cruces, N.M. | 99,797 | 305 |
| San Angelo, Tex. | 99,588 | 306 |
| Kokomo, Ind. | 99,328 | 307 |
| Pascagoula, Miss. | 98,440 | 308 |
| Decatur, Ala. | 97,264 | 309 |
| Jacksonville, N.C. | 95,914 | 310 |
| Victoria, Tex. | 95,751 | 311 |
| Pine Bluff, Ark. | 95,574 | 312 |
| Anniston, Ala. | 94,937 | 313 |
| Jackson, Tenn. | 94,839 | 314 |
| Lawrence, Kans. | 93,266 | 315 |
| Great Falls, Mont. | 92,253 | 316 |
| Casper, Wyo. | 85,508 | 317 |
| Grand Forks, N.D. | 84,460 | 318 |
| Cheyenne, Wyo. | 67,130 | 319 |
| Enid, Okla. | 57,288 | 320 |
| **Total Above Areas** | **235,637,314** | |
| **Percent of U.S.** | **78.9537** | |
| **U.S. Total** | **298,449,973** | |

# DRUG, HEALTH AID & BEAUTY AID SALES

| Area | ($000) | Rank |
|---|---|---|
| Los Angeles - Long Beach, Cal. | 3,186,824 | 1 |
| New York, N.Y. | 2,762,657 | 2 |
| Chicago, Ill. | 2,238,822 | 3 |
| Philadelphia, Pa. | 1,863,445 | 4 |
| Washington, D.C. | 1,721,276 | 5 |
| Detroit, Mich. | 1,567,279 | 6 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 1,308,966 | 7 |
| Houston, Tex. | 1,142,804 | 8 |
| Nassau - Suffolk, N.Y. | 1,141,100 | 9 |
| Atlanta, Ga. | 1,051,521 | 10 |
| Dallas, Tex. | 1,032,818 | 11 |
| Anaheim - Santa Ana, Cal. | 986,430 | 12 |
| Baltimore, Md. | 911,830 | 13 |
| Miami - Hialeah, Fla. | 900,579 | 14 |
| Oakland, Cal. | 881,655 | 15 |
| San Diego, Cal. | 858,322 | 16 |
| Seattle, Wash. | 821,591 | 17 |
| St. Louis, Mo. | 818,857 | 18 |
| Tampa - St. Petersburg - Clearwater, Fla. | 797,252 | 19 |
| San Francisco, Cal. | 790,189 | 20 |
| Minneapolis - St. Paul, Minn. | 732,793 | 21 |
| Cleveland, Ohio | 731,844 | 22 |
| Phoenix, Ariz. | 724,297 | 23 |
| Riverside - San Bernardino, Cal. | 700,204 | 24 |
| Bergen - Passaic, N.J. | 658,840 | 25 |
| Pittsburgh, Pa. | 639,648 | 26 |
| San Jose, Cal. | 624,332 | 27 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 612,460 | 28 |
| Fort Worth - Arlington, Tex. | 596,538 | 29 |
| Newark, N.J. | 589,546 | 30 |
| Columbus, Ohio | 566,516 | 31 |
| New Orleans, La. | 553,855 | 32 |
| Denver, Colo. | 546,748 | 33 |
| Cincinnati, Ohio | 532,186 | 34 |
| Kansas City, Mo.-Kans. | 530,648 | 35 |
| Milwaukee, Wisc. | 498,973 | 36 |
| Sacramento, Cal. | 498,596 | 37 |
| Honolulu, Haw. | 487,830 | 38 |
| Portland, Ore. | 461,558 | 39 |
| San Antonio, Tex. | 448,098 | 40 |
| Indianapolis, Ind. | 421,340 | 41 |
| Norfolk - Virginia Beach - Newport News, Va. | 411,570 | 42 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | 396,329 | 43 |
| Hartford - New Britain - Middletown - Bristol, Conn. | 391,637 | 44 |
| Louisville, Ky. | 380,556 | 45 |
| Monmouth - Ocean, N.J. | 378,574 | 46 |
| Orlando, Fla. | 373,024 | 47 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 371,552 | 48 |
| Richmond - Petersburg, Va. | 367,844 | 49 |
| Nashville, Tenn. | 367,390 | 50 |
| **Total Top 50** | **42,379,543** | |
| Buffalo, N.Y. | 359,331 | 51 |
| Oklahoma City, Okla. | 358,105 | 52 |
| Jacksonville, Fla. | 340,628 | 53 |
| Rochester, N.Y. | 338,125 | 54 |
| Birmingham, Ala. | 336,213 | 55 |
| Austin, Tex. | 331,407 | 56 |
| Memphis, Tenn. | 323,845 | 57 |
| Greensboro - Winston-Salem - High Point, N.C. | 323,602 | 58 |
| Middlesex - Somerset - Hunterdon, N.J. | 320,087 | 59 |
| Salt Lake City - Ogden, Utah | 319,597 | 60 |
| Providence - Pawtucket - Woonsocket, R.I. | 314,985 | 61 |
| Albany - Schenectady - Troy, N.Y. | 314,196 | 62 |
| Dayton - Springfield, Ohio | 306,029 | 63 |
| Las Vegas, Nev. | 298,681 | 64 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | 294,430 | 65 |
| Tulsa, Okla. | 259,893 | 66 |
| New Haven - Waterbury - Meriden, Conn. | 254,239 | 67 |
| Raleigh - Durham, N.C. | 244,489 | 68 |
| Scranton - Wilkes-Barre, Pa. | 244,398 | 69 |
| Oxnard - Ventura, Cal. | 236,058 | 70 |
| Grand Rapids, Mich. | 233,139 | 71 |
| Greenville - Spartanburg, S.C. | 228,038 | 72 |
| Baton Rouge, La. | 227,484 | 73 |
| Allentown - Bethlehem - Easton, Pa. | 227,431 | 74 |
| Worcester - Fitchburg - Leominster, Mass. | 220,968 | 75 |
| Knoxville, Tenn. | 216,337 | 76 |
| Tucson, Ariz. | 215,551 | 77 |
| Toledo, Ohio | 21[illegible],115 | 78 |
| Wilmington, Del. | 211,[illegible]8 | 79 |
| Tacoma, Wash. | 208,909 | 80 |
| Syracuse, N.Y. | 207,050 | 81 |
| Akron, Ohio | 202,605 | 82 |
| Little Rock - North Little Rock, Ark. | 200,867 | 83 |
| Fresno, Cal. | 200,163 | 84 |
| Omaha, Neb. | 194,079 | 85 |
| Harrisburg - Lebanon - Carlisle, Pa. | 185,799 | 86 |
| Springfield, Mass. | 184,476 | 87 |
| Santa Rosa - Petaluma, Cal. | 178,258 | 88 |
| Mobile, Ala. | 170,673 | 89 |
| New Bedford - Fall River - Attleboro, Mass. | 169,922 | 90 |
| Bakersfield, Cal. | 168,451 | 91 |
| Des Moines, Iowa | 164,950 | 92 |
| Gary - Hammond, Ind. | 164,704 | 93 |
| Wichita, Kans. | 164,249 | 94 |
| Columbia, S.C. | 162,879 | 95 |
| Jersey City, N.J. | 162,731 | 96 |
| Lake County, Ill. | 162,502 | 97 |
| El Paso, Tex. | 162,497 | 98 |
| Stockton, Cal. | 162,158 | 99 |
| Flint, Mich. | 161,539 | 100 |
| **Total Top 100** | **54,229,979** | |
| Youngstown - Warren, Ohio | 161,114 | 101 |
| Beaumont - Port Arthur, Tex. | 149,307 | 102 |
| Charleston, S.C. | 148,610 | 103 |
| Albuquerque, N.M. | 147,938 | 104 |
| Lansing - East Lansing, Mich. | 147,710 | 105 |
| Modesto, Cal. | 146,571 | 106 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 146,541 | 107 |
| Vallejo - Fairfield - Napa, Cal. | 146,497 | 108 |
| Augusta, Ga. | 144,888 | 109 |
| Jackson, Miss. | 143,615 | 110 |
| St. Cloud, Minn. | 139,569 | 111 |
| Johnson City - Kingsport - Bristol, Tenn. | 137,698 | 112 |
| Lakeland - Winter Haven, Fla. | 137,501 | 113 |
| Daytona Beach, Fla. | 137,423 | 114 |
| Spokane, Wash. | 136,684 | 115 |
| Shreveport, La. | 136,588 | 116 |
| Lexington-Fayette, Ky. | 132,760 | 117 |
| Saginaw - Bay City - Midland, Mich. | 131,198 | 118 |
| Terre Haute, Ind. | 125,802 | 119 |
| Atlantic City, N.J. | 124,416 | 120 |
| Chattanooga, Tenn. | 124,162 | 121 |
| Trenton, N.J. | 123,777 | 122 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 123,272 | 123 |
| York, Pa. | 122,834 | 124 |
| Pensacola, Fla. | 122,464 | 125 |
| Corpus Christi, Tex. | 120,737 | 126 |
| Peoria, Ill. | 119,317 | 127 |
| Manchester - Nashua, N.H. | 118,832 | 128 |
| Fort Myers - Cape Coral, Fla. | 117,361 | 129 |
| Lancaster, Pa. | 116,800 | 130 |
| Sarasota, Fla. | 116,044 | 131 |
| Reno, Nev. | 116,033 | 132 |
| Portsmouth - Dover - Rochester, N.H. | 113,222 | 133 |
| Fort Wayne, Ind. | 112,776 | 134 |
| Salinas - Seaside - Monterey, Cal. | 112,574 | 135 |
| Charleston, W.Va. | 112,424 | 136 |
| Orange County, N.Y. | 112,285 | 137 |
| Aurora - Elgin, Ill. | 111,158 | 138 |
| Madison, Wisc. | 110,739 | 139 |
| Reading, Pa. | 110,469 | 140 |
| Canton, Ohio | 109,480 | 141 |
| Huntington - Ashland, W.Va.-Ky. | 106,899 | 142 |
| Melbourne - Titusville - Palm Bay, Fla. | 105,700 | 143 |
| Utica - Rome, N.Y. | 101,560 | 144 |
| Colorado Springs, Colo. | 101,250 | 145 |
| Lafayette, La. | 99,620 | 146 |
| Visalia - Tulare - Porterville, Cal. | 99,544 | 147 |
| Salem, Ore. | 99,515 | 148 |
| Eugene - Springfield, Ore. | 99,168 | 149 |
| Poughkeepsie, N.Y. | 98,934 | 150 |
| **Total Top 150** | **60,411,359** | |
| Binghamton, N.Y. | 98,875 | 151 |
| Savannah, Ga. | 98,251 | 152 |
| Evansville, Ind. | 98,154 | 153 |
| Portland, Me. | 97,448 | 154 |
| Appleton - Oshkosh - Neenah, Wisc. | 97,292 | 155 |
| Ann Arbor, Mich. | 97,005 | 156 |
| Joliet, Ill. | 96,216 | 157 |
| Santa Cruz, Cal. | 95,758 | 158 |
| Macon - Warner Robins, Ga. | 93,468 | 159 |
| Anchorage, Alas. | 93,446 | 160 |
| Roanoke, Va. | 93,228 | 161 |
| Montgomery, Ala. | 92,913 | 162 |
| McAllen - Edinburg - Mission, Tex. | 88,071 | 163 |
| Rockford, Ill. | 87,938 | 164 |
| Kalamazoo, Mich. | 84,882 | 165 |
| Fort Pierce, Fla. | 84,635 | 166 |
| Lubbock, Tex. | 83,189 | 167 |
| Springfield, Mo. | 82,755 | 168 |
| Boulder - Longmont, Colo. | 82,600 | 169 |
| Hickory - Morganton, N.C. | 82,088 | 170 |
| Amarillo, Tex. | 82,083 | 171 |
| South Bend - Mishawaka, Ind. | 80,711 | 172 |
| Erie, Pa. | 80,378 | 173 |
| Vancouver, Wash. | 80,369 | 174 |
| Ocala, Fla. | 77,601 | 175 |
| Houma - Thibodaux, La. | 77,569 | 176 |
| Galveston - Texas City, Tex. | 76,927 | 177 |
| Longview - Marshall, Tex. | 76,472 | 178 |
| Hamilton - Middletown, Ohio | 76,432 | 179 |
| Lorain - Elyria, Ohio | 76,288 | 180 |
| Niagara Falls, N.Y. | 75,651 | 181 |
| Johnstown, Pa. | 74,852 | 182 |
| Waco, Tex. | 74,765 | 163 |
| Columbus, Ga. | 74,034 | 184 |
| Tallahassee, Fla. | 73,911 | 185 |
| Huntsville, Ala. | 73,130 | 186 |
| Lake Charles, La. | 72,984 | 187 |
| Yakima, Wash. | 71,321 | 188 |
| Duluth, Minn. | 71,087 | 189 |
| Bradenton, Fla. | 70,939 | 190 |
| Brownsville - Harlingen, Tex. | 70,822 | 191 |
| Richland - Kennewick - Pasco, Wash. | 69,774 | 192 |
| New London - Norwich, Conn. | 69,460 | 193 |
| Chico, Cal. | 66,661 | 194 |
| Monroe, La. | 66,594 | 195 |
| Springfield, Ill. | 66,405 | 196 |
| Gainesville, Fla. | 64,873 | 197 |
| Naples, Fla. | 64,545 | 198 |
| Topeka, Kans. | 64,279 | 199 |
| Green Bay, Wisc. | 64,113 | 200 |
| **Total Top 200** | **64,424,601** | |
| Fayetteville, N.C. | 64,015 | 201 |
| Killeen - Temple, Tex. | 63,908 | 202 |
| Provo - Orem, Utah | 63,349 | 203 |
| Lincoln, Neb. | 63,049 | 204 |
| Tuscaloosa, Ala. | 60,701 | 205 |
| Brazoria, Tex. | 60,393 | 206 |
| Fort Smith, Ark. | 60,295 | 207 |
| Sherman - Denison, Tex. | 60,181 | 208 |
| Lynchburg, Va. | 59,927 | 209 |
| Racine, Wisc. | 59,722 | 210 |
| Cedar Rapids, Iowa | 59,647 | 211 |
| Biloxi - Gulfport, Miss. | 59,489 | 212 |
| Tyler, Tex. | 58,699 | 213 |
| Midland, Tex. | 58,024 | 214 |
| Boise, Ida. | 58,021 | 215 |
| Panama City, Fla. | 57,877 | 216 |
| Olympia, Wash. | 57,032 | 217 |
| Odessa, Tex. | 56,831 | 218 |
| Medford, Ore. | 55,631 | 219 |
| Asheville, N.C. | 55,623 | 220 |
| Bremerton, Wash. | 55,590 | 221 |
| Redding, Cal. | 55,550 | 222 |
| Anderson, S.C. | 55,438 | 223 |
| Benton Harbor, Mich. | 55,246 | 224 |
| Fargo - Moorhead, N.D.-Minn. | 55,204 | 225 |
| Parkersburg - Marietta, W.Va.-Ohio | 54,703 | 226 |
| Wheeling, W.Va. | 54,310 | 227 |
| Billings, Mont. | 54,043 | 228 |
| Jackson, Mich. | 53,139 | 229 |
| Battle Creek, Mich. | 52,951 | 230 |
| Fort Walton Beach, Fla. | 52,788 | 231 |
| Texarkana, Tex.-Ark. | 52,743 | 232 |
| Beaver County, Pa. | 52,304 | 233 |
| Charlottesville, Va. | 52,042 | 234 |
| Fort Collins - Loveland, Colo. | 51,626 | 235 |
| Sioux Falls, S.D. | 51,600 | 236 |
| Muskegon, Mich. | 51,561 | 237 |
| Alexandria, La. | 51,483 | 238 |
| Lima, Ohio | 50,779 | 239 |
| Wilmington, N.C. | 50,330 | 240 |
| Athens, Ga. | 50,259 | 241 |
| Bellingham, Wash. | 49,977 | 242 |
| Wichita Falls, Tex. | 49,538 | 243 |
| Janesville - Beloit, Wisc. | 49,291 | 244 |
| Bangor, Me. | 49,090 | 245 |
| Hagerstown, Md. | 47,638 | 246 |
| Abilene, Tex. | 46,577 | 247 |
| Steubenville - Weirton, Ohio-W.Va. | 46,541 | 248 |
| Pittsfield, Mass. | 46,264 | 249 |
| Altoona, Pa. | 46,238 | 250 |
| **Total Top 250** | **67,161,858** | |
| Bryan - College Station, Tex. | 46,094 | 251 |
| Dothan, Ala. | 45,942 | 252 |
| Merced, Cal. | 45,534 | 253 |
| Champaign - Urbana - Rantoul, Ill. | 45,246 | 254 |
| Elkhart - Goshen, Ind. | 45,171 | 255 |
| Waterloo - Cedar Falls, Iowa | 45,025 | 256 |
| Florence, Ala. | 44,719 | 257 |
| Vineland - Millville - Bridgeton, N.J. | 44,651 | 258 |
| Decatur, Ill. | 44,234 | 259 |
| Jamestown - Dunkirk, N.Y. | 43,188 | 260 |
| Florence, S.C. | 43,087 | 261 |
| Burlington, Vt. | 42,446 | 262 |
| Glens Falls, N.Y. | 42,362 | 263 |
| Danville, Va. | 42,347 | 264 |
| Bloomington - Normal, Ill. | 42,044 | 265 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 41,706 | 266 |
| Eau Claire, Wisc. | 41,636 | 267 |
| Anderson, Ind. | 41,195 | 268 |
| Burlington, N.C. | 40,989 | 269 |
| Joplin, Mo. | 40,609 | 270 |
| Laredo, Tex. | 39,911 | 271 |
| Cumberland, Md. | 39,332 | 272 |
| Anniston, Ala. | 39,124 | 273 |
| Lafayette - West Lafayette, Ind. | 38,966 | 274 |
| Gadsden, Ala. | 38,578 | 275 |
| Owensboro, Ky. | 38,486 | 276 |
| Sioux City, Iowa | 38,287 | 277 |
| Williamsport, Pa. | 37,847 | 278 |
| Rochester, Minn. | 37,740 | 279 |
| Sharon, Pa. | 37,575 | 280 |
| Pueblo, Colo. | 36,994 | 281 |
| Mansfield, Ohio | 36,123 | 282 |
| Albany, Ga. | 35,750 | 283 |
| Muncie, Ind. | 34,905 | 284 |
| San Angelo, Tex. | 34,816 | 285 |
| Dubuque, Iowa | 34,614 | 286 |
| Kokomo, Ind. | 34,602 | 287 |
| Victoria, Tex. | 34,402 | 288 |
| Pine Bluff, Ark. | 34,289 | 289 |
| Elmira, N.Y. | 34,213 | 290 |
| Fayetteville - Springdale, Ark. | 34,097 | 291 |
| Pascagoula, Miss. | 33,924 | 292 |
| La Crosse, Wisc. | 33,659 | 293 |
| Jackson, Tenn. | 32,523 | 294 |
| Yuba City, Cal. | 32,317 | 295 |
| Lewiston - Auburn, Me. | 32,166 | 296 |
| Decatur, Ala. | 31,929 | 297 |
| Yuma, Ariz. | 31,454 | 298 |
| State College, Pa. | 31,310 | 299 |
| Santa Fe, N.M. | 31,189 | 300 |
| Kankakee, Ill. | 30,493 | 301 |
| Rapid City, S.D. | 30,457 | 302 |
| Sheboygan, Wisc. | 30,285 | 303 |
| Iowa City, Iowa | 30,074 | 304 |
| Bismarck, N.D. | 30,003 | 305 |
| Greeley, Colo. | 29,848 | 306 |
| Bloomington, Ind. | 29,039 | 307 |
| Great Falls, Mont. | 28,462 | 308 |
| Kenosha, Wisc. | 27,944 | 309 |
| Wausau, Wisc. | 27,801 | 310 |
| St. Joseph, Mo. | 27,358 | 311 |
| Columbia, Mo. | 26,811 | 312 |
| Lawton, Okla. | 26,561 | 313 |
| Jacksonville, N.C. | 25,989 | 314 |
| Casper, Wyo. | 25,967 | 315 |
| Enid, Okla. | 25,360 | 316 |
| Grand Forks, N.D. | 24,070 | 317 |
| Cheyenne, Wyo. | 23,272 | 318 |
| Las Cruces, N.M. | 22,507 | 319 |
| Lawrence, Kans. | 22,329 | 320 |
| **Total Above Areas** | **69,635,845** | |
| **Percent of U.S.** | **81.2210** | |
| **U.S. Total** | **85,736,287** | |

S&MM METRO MARKET RANKING

# MAJOR HOUSEHOLD APPLIANCE SALES

| Area | ($000) | Rank |
|---|---|---|
| Los Angeles - Long Beach, Cal. | 884,322 | 1 |
| Chicago, Ill. | 579,510 | 2 |
| New York, N.Y. | 558,253 | 3 |
| Detroit, Mich. | 402,229 | 4 |
| Philadelphia, Pa. | 363,614 | 5 |
| Nassau - Suffolk, N.Y. | 345,587 | 6 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 336,324 | 7 |
| Atlanta, Ga. | 306,286 | 8 |
| Washington, D.C. | 304,385 | 9 |
| Anaheim - Santa Ana, Cal. | 268,980 | 10 |
| Tampa - St. Petersburg - Clearwater, Fla. | 258,066 | 11 |
| Dallas, Tex. | 248,625 | 12 |
| Houston, Tex. | 245,225 | 13 |
| San Diego, Cal. | 239,719 | 14 |
| Phoenix, Ariz. | 228,577 | 15 |
| Miami - Hialeah, Fla. | 215,084 | 16 |
| Riverside - San Bernardino, Cal. | 210,438 | 17 |
| Minneapolis - St. Paul, Minn. | 210,011 | 18 |
| Oakland, Cal. | 209,746 | 19 |
| St. Louis, Mo. | 200,410 | 20 |
| Seattle, Wash. | 200,070 | 21 |
| Baltimore, Md. | 195,794 | 22 |
| Pittsburgh, Pa. | 173,483 | 23 |
| Denver, Colo. | 154,406 | 24 |
| Orlando, Fla. | 152,203 | 25 |
| Bergen - Passaic, N.J. | 149,933 | 26 |
| San Francisco, Cal. | 149,135 | 27 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 148,285 | 28 |
| San Jose, Cal. | 146,249 | 29 |
| Cleveland, Ohio | 145,375 | 30 |
| New Orleans, La. | 145,206 | 31 |
| Sacramento, Cal. | 141,566 | 32 |
| Kansas City, Mo.-Kans. | 140,831 | 33 |
| Milwaukee, Wisc. | 140,383 | 34 |
| Newark, N.J. | 140,282 | 35 |
| Cincinnati, Ohio | 136,248 | 36 |
| Indianapolis, Ind. | 131,268 | 37 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | 123,385 | 38 |
| Greensboro - Winston-Salem - High Point, N.C. | 121,458 | 39 |
| Hartford - New Britain - Middletown - Bristol, Conn. | 120,278 | 40 |
| Norfolk - Virginia Beach - Newport News, Va. | 119,199 | 41 |
| Albany - Schenectady - Troy, N.Y. | 110,094 | 42 |
| Nashville, Tenn. | 106,512 | 43 |
| San Antonio, Tex. | 104,262 | 44 |
| Portland, Ore. | 103,553 | 45 |
| Middlesex - Somerset - Hunterdon, N.J. | 102,181 | 46 |
| Fort Worth - Arlington, Tex. | 101,165 | 47 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | 95,471 | 48 |
| Rochester, N.Y. | 94,640 | 49 |
| Salt Lake City - Ogden, Utah | 92,921 | 50 |
| **Total Top 50** | **10,681,227** | |
| Lake County, Ill. | 91,830 | 51 |
| Columbus, Ohio | 90,592 | 52 |
| Monmouth - Ocean, N.J. | 88,408 | 53 |
| Memphis, Tenn. | 86,283 | 54 |
| Dayton - Springfield, Ohio | 84,498 | 55 |
| Richmond - Petersburg, Va. | 83,609 | 56 |
| Louisville, Ky. | 83,489 | 57 |
| Providence - Pawtucket - Woonsocket, R.I. | 82,809 | 58 |
| Jacksonville, Fla. | 82,496 | 59 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 82,069 | 60 |
| Birmingham, Ala. | 79,710 | 61 |
| Buffalo, N.Y. | 78,674 | 62 |
| Grand Rapids, Mich. | 77,475 | 63 |
| New Haven - Waterbury - Meriden, Conn. | 75,868 | 64 |
| Las Vegas, Nev. | 75,226 | 65 |
| Scranton - Wilkes-Barre, Pa. | 74,214 | 66 |
| Raleigh - Durham, N.C. | 69,773 | 67 |
| Oklahoma City, Okla. | 69,727 | 68 |
| Honolulu, Haw. | 68,981 | 69 |
| Syracuse, N.Y. | 67,477 | 70 |
| Oxnard - Ventura, Cal. | 65,586 | 71 |
| Portsmouth - Dover - Rochester, N.H. | 64,149 | 72 |
| Austin, Tex. | 64,102 | 73 |
| Akron, Ohio | 63,780 | 74 |
| Manchester - Nashua, N.H. | 63,733 | 75 |
| Allentown - Bethlehem - Easton, Pa. | 63,543 | 76 |
| Worcester - Fitchburg - Leominster, Mass. | 60,381 | 77 |
| Harrisburg - Lebanon - Carlisle, Pa. | 59,914 | 78 |
| Toledo, Ohio | 59,621 | 79 |
| Tucson, Ariz. | 58,655 | 80 |
| Greenville - Spartanburg, S.C. | 58,105 | 81 |
| Albuquerque, N.M. | 57,181 | 82 |
| Knoxville, Tenn. | 55,987 | 83 |
| Lansing - East Lansing, Mich. | 51,207 | 84 |
| Tulsa, Okla. | 50,859 | 85 |
| Wilmington, Del. | 50,339 | 86 |
| Springfield, Mass. | 50,160 | 87 |
| Omaha, Neb. | 48,102 | 88 |
| Pensacola, Fla. | 47,308 | 89 |
| El Paso, Tex. | 46,789 | 90 |
| Lancaster, Pa. | 46,493 | 91 |
| Charleston, S.C. | 45,787 | 92 |
| Little Rock - North Little Rock, Ark. | 45,126 | 93 |
| Tacoma, Wash. | 44,473 | 94 |
| Baton Rouge, La. | 44,397 | 95 |
| Chattanooga, Tenn. | 44,340 | 96 |
| Columbia, S.C. | 43,940 | 97 |
| Gary - Hammond, Ind. | 43,850 | 98 |
| Fresno, Cal. | 43,177 | 99 |
| New Bedford - Fall River - Attleboro, Mass. | 42,292 | 100 |
| **Total Top 100** | **13,777,811** | |
| York, Pa. | 41,877 | 101 |
| Trenton, N.J. | 41,525 | 102 |
| Fort Wayne, Ind. | 41,215 | 103 |
| Flint, Mich. | 40,809 | 104 |
| Sarasota, Fla. | 40,363 | 105 |
| Youngstown - Warren, Ohio | 40,360 | 106 |
| Orange County, N.Y. | 40,309 | 107 |
| Jersey City, N.J. | 40,291 | 108 |
| Madison, Wisc. | 40,154 | 109 |
| Canton, Ohio | 39,844 | 110 |
| Saginaw - Bay City - Midland, Mich. | 39,535 | 111 |
| Melbourne - Titusville - Palm Bay, Fla. | 39,338 | 112 |
| Portland, Me. | 39,210 | 113 |
| Lexington-Fayette, Ky. | 38,916 | 114 |
| Shreveport, La. | 38,493 | 115 |
| Atlantic City, N.J. | 38,072 | 116 |
| Green Bay, Wisc. | 37,952 | 117 |
| Bakersfield, Cal. | 36,611 | 118 |
| Huntsville, Ala. | 36,251 | 119 |
| Reading, Pa. | 36,208 | 120 |
| Des Moines, Iowa | 36,172 | 121 |
| Augusta, Ga. | 35,925 | 122 |
| Aurora - Elgin, Ill. | 35,795 | 123 |
| Daytona Beach, Fla. | 35,723 | 124 |
| Mobile, Ala. | 35,236 | 125 |
| Fort Myers - Cape Coral, Fla. | 34,316 | 126 |
| Colorado Springs, Colo. | 34,020 | 127 |
| Vallejo - Fairfield - Napa, Cal. | 33,909 | 128 |
| Beaumont - Port Arthur, Tex. | 33,295 | 129 |
| Wichita, Kans. | 33,263 | 130 |
| Appleton - Oshkosh - Neenah, Wisc. | 32,896 | 131 |
| Rockford, Ill. | 32,290 | 132 |
| Utica - Rome, N.Y. | 32,162 | 133 |
| Jackson, Miss. | 31,651 | 134 |
| Johnson City - Kingsport - Bristol, Tenn. | 31,642 | 135 |
| St. Cloud, Minn. | 31,139 | 136 |
| Santa Rosa - Petaluma, Cal. | 30,567 | 137 |
| Joliet, Ill. | 30,435 | 138 |
| Lakeland - Winter Haven, Fla. | 30,323 | 139 |
| Spokane, Wash. | 30,264 | 140 |
| Peoria, Ill. | 30,169 | 141 |
| Modesto, Cal. | 30,049 | 142 |
| Stockton, Cal. | 29,913 | 143 |
| South Bend - Mishawaka, Ind. | 29,770 | 144 |
| Poughkeepsie, N.Y. | 29,230 | 145 |
| Binghamton, N.Y. | 28,897 | 146 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 28,846 | 147 |
| Fort Pierce, Fla. | 28,743 | 148 |
| Macon - Warner Robins, Ga. | 28,666 | 149 |
| Reno, Nev. | 28,072 | 150 |
| **Total Top 150** | **15,518,522** | |
| Kalamazoo, Mich. | 27,806 | 151 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 27,600 | 152 |
| McAllen - Edinburg - Mission, Tex. | 26,533 | 153 |
| Montgomery, Ala. | 26,264 | 154 |
| Ann Arbor, Mich. | 25,908 | 155 |
| Charleston, W.Va. | 25,067 | 156 |
| Evansville, Ind. | 25,042 | 157 |
| Roanoke, Va. | 24,785 | 158 |
| Tallahassee, Fla. | 24,711 | 159 |
| Salinas - Seaside - Monterey, Cal. | 24,624 | 160 |
| Savannah, Ga. | 24,356 | 161 |
| Fayetteville, N.C. | 24,315 | 162 |
| Springfield, Mo. | 23,239 | 163 |
| Asheville, N.C. | 23,184 | 164 |
| Springfield, Ill. | 23,020 | 165 |
| Erie, Pa. | 22,858 | 166 |
| Anchorage, Alas. | 22,753 | 167 |
| Corpus Christi, Tex. | 22,739 | 168 |
| Huntington - Ashland, W.Va.-Ky. | 22,359 | 169 |
| Naples, Fla. | 22,079 | 170 |
| Amarillo, Tex. | 21,624 | 171 |
| Columbus, Ga. | 21,560 | 172 |
| Hickory - Morganton, N.C. | 21,031 | 173 |
| Salem, Ore. | 20,971 | 174 |
| New London - Norwich, Conn. | 20,809 | 175 |
| Fayetteville - Springdale, Ark. | 20,383 | 176 |
| Eugene - Springfield, Ore. | 20,376 | 177 |
| Ocala, Fla. | 20,257 | 178 |
| Niagara Falls, N.Y. | 20,155 | 179 |
| Monroe, La. | 19,803 | 180 |
| Terre Haute, Ind. | 19,682 | 181 |
| Killeen - Temple, Tex. | 19,223 | 182 |
| Lorain - Elyria, Ohio | 19,194 | 183 |
| Brownsville - Harlingen, Tex. | 19,099 | 184 |
| Gainesville, Fla. | 18,809 | 185 |
| Duluth, Minn. | 18,773 | 186 |
| Lafayette, La. | 18,266 | 187 |
| Boise, Ida. | 18,196 | 188 |
| Chico, Cal. | 17,678 | 189 |
| Lubbock, Tex. | 17,607 | 190 |
| Galveston - Texas City, Tex. | 17,500 | 191 |
| Johnstown, Pa. | 17,424 | 192 |
| Lima, Ohio | 16,908 | 193 |
| Racine, Wisc. | 16,779 | 194 |
| Parkersburg - Marietta, W.Va.-Ohio | 16,716 | 195 |
| Bradenton, Fla. | 16,692 | 196 |
| Champaign - Urbana - Rantoul, Ill. | 16,598 | 197 |
| Tyler, Tex. | 16,423 | 198 |
| Topeka, Kans. | 16,354 | 199 |
| Hagerstown, Md. | 16,345 | 200 |
| **Total Top 200** | **16,568,999** | |
| La Crosse, Wisc. | 16,173 | 201 |
| Olympia, Wash. | 16,095 | 202 |
| Fort Walton Beach, Fla. | 16,089 | 203 |
| Hamilton - Middletown, Ohio | 15,694 | 204 |
| Biloxi - Gulfport, Miss. | 15,679 | 205 |
| Lake Charles, La. | 15,648 | 206 |
| Fargo - Moorhead, N.D.-Minn. | 15,560 | 207 |
| Fort Smith, Ark. | 15,551 | 208 |
| Lafayette - West Lafayette, Ind. | 15,449 | 209 |
| Fort Collins - Loveland, Colo. | 15,226 | 210 |
| Altoona, Pa. | 15,140 | 211 |
| Dothan, Ala. | 15,080 | 212 |
| Bremerton, Wash. | 15,016 | 213 |
| Visalia - Tulare - Porterville, Cal. | 14,960 | 214 |
| Laredo, Tex. | 14,955 | 215 |
| Bangor, Me. | 14,948 | 216 |
| Beaver County, Pa. | 14,933 | 217 |
| Muskegon, Mich. | 14,931 | 218 |
| Cedar Rapids, Iowa | 14,759 | 219 |
| Waco, Tex. | 14,666 | 220 |
| Texarkana, Tex.-Ark. | 14,586 | 221 |
| Lynchburg, Va. | 14,431 | 222 |
| Jackson, Mich. | 14,416 | 223 |
| Sioux Falls, S.D. | 14,410 | 224 |
| Wheeling, W.Va. | 14,389 | 225 |
| Wichita Falls, Tex. | 14,305 | 226 |
| Eau Claire, Wisc. | 14,252 | 227 |
| Longview - Marshall, Tex. | 14,165 | 228 |
| Boulder - Longmont, Colo. | 14,097 | 229 |
| Athens, Ga. | 14,042 | 230 |
| Vineland - Millville - Bridgeton, N.J. | 14,001 | 231 |
| Wilmington, N.C. | 13,933 | 232 |
| Florence, Ala. | 13,808 | 233 |
| Santa Cruz, Cal. | 13,659 | 234 |
| Anderson, S.C. | 13,626 | 235 |
| Janesville - Beloit, Wisc. | 13,625 | 236 |
| Mansfield, Ohio | 13,547 | 237 |
| Medford, Ore. | 13,401 | 238 |
| Provo - Orem, Utah | 13,387 | 239 |
| Lincoln, Neb. | 13,109 | 240 |
| Alexandria, La. | 12,969 | 241 |
| Sharon, Pa. | 12,885 | 242 |
| Tuscaloosa, Ala. | 12,793 | 243 |
| Battle Creek, Mich. | 12,789 | 244 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 12,756 | 245 |
| Houma - Thibodaux, La. | 12,703 | 246 |
| Elmira, N.Y. | 12,482 | 247 |
| Florence, S.C. | 12,279 | 248 |
| Charlottesville, Va. | 12,272 | 249 |
| Redding, Cal. | 12,262 | 250 |
| **Total Top 250** | **17,280,980** | |
| Decatur, Ill. | 12,246 | 251 |
| Brazoria, Tex. | 12,243 | 252 |
| Pittsfield, Mass. | 12,215 | 253 |
| Albany, Ga. | 12,144 | 254 |
| Vancouver, Wash. | 12,129 | 255 |
| Jackson, Tenn. | 12,046 | 256 |
| Burlington, Vt. | 11,992 | 257 |
| Kokomo, Ind. | 11,970 | 258 |
| Joplin, Mo. | 11,951 | 259 |
| Benton Harbor, Mich. | 11,870 | 260 |
| Waterloo - Cedar Falls, Iowa | 11,862 | 261 |
| Rochester, Minn. | 11,853 | 262 |
| State College, Pa. | 11,810 | 263 |
| Richland - Kennewick - Pasco, Wash. | 11,801 | 264 |
| Columbia, Mo. | 11,790 | 265 |
| Panama City, Fla. | 11,564 | 266 |
| Elkhart - Goshen, Ind. | 11,422 | 267 |
| Bloomington - Normal, Ill. | 11,323 | 268 |
| Billings, Mont. | 11,195 | 269 |
| Wausau, Wisc. | 11,176 | 270 |
| Santa Fe, N.M. | 11,105 | 271 |
| Anderson, Ind. | 11,010 | 272 |
| Williamsport, Pa. | 10,855 | 273 |
| Dubuque, Iowa | 10,791 | 274 |
| Great Falls, Mont. | 10,781 | 275 |
| Yakima, Wash. | 10,780 | 276 |
| Kenosha, Wisc. | 10,758 | 277 |
| Abilene, Tex. | 10,679 | 278 |
| Decatur, Ala. | 10,462 | 279 |
| Lawton, Okla. | 10,425 | 280 |
| Bellingham, Wash. | 10,414 | 281 |
| Jacksonville, N.C. | 10,309 | 282 |
| Glens Falls, N.Y. | 10,131 | 283 |
| Steubenville - Weirton, Ohio-W.Va. | 9,984 | 284 |
| Las Cruces, N.M. | 9,838 | 285 |
| Owensboro, Ky. | 9,746 | 286 |
| Rapid City, S.D. | 9,666 | 287 |
| Muncie, Ind. | 9,627 | 288 |
| Burlington, N.C. | 9,588 | 289 |
| Pueblo, Colo. | 9,368 | 290 |
| Sheboygan, Wisc. | 9,284 | 291 |
| Sherman - Denison, Tex. | 9,140 | 292 |
| Bryan - College Station, Tex. | 9,134 | 293 |
| San Angelo, Tex. | 9,066 | 294 |
| Merced, Cal. | 8,938 | 295 |
| Jamestown - Dunkirk, N.Y. | 8,776 | 296 |
| Yuba City, Cal. | 8,695 | 297 |
| Sioux City, Iowa | 8,652 | 298 |
| Anniston, Ala. | 8,566 | 299 |
| Cumberland, Md. | 8,539 | 300 |
| Pascagoula, Miss. | 8,401 | 301 |
| Bismarck, N.D. | 8,377 | 302 |
| Odessa, Tex. | 8,357 | 303 |
| Gadsden, Ala. | 8,351 | 304 |
| Danville, Va. | 8,350 | 305 |
| Lewiston - Auburn, Me. | 8,333 | 306 |
| Yuma, Ariz. | 8,291 | 307 |
| St. Joseph, Mo. | 8,277 | 308 |
| Bloomington, Ind. | 7,941 | 309 |
| Iowa City, Iowa | 7,828 | 310 |
| Kankakee, Ill. | 7,368 | 311 |
| Greeley, Colo. | 7,041 | 312 |
| Pine Bluff, Ark. | 6,846 | 313 |
| Grand Forks, N.D. | 6,580 | 314 |
| Casper, Wyo. | 6,218 | 315 |
| Cheyenne, Wyo. | 6,158 | 316 |
| Midland, Tex. | 5,858 | 317 |
| Victoria, Tex. | 5,714 | 318 |
| Enid, Okla. | 4,865 | 319 |
| Lawrence, Kans. | 4,833 | 320 |
| **Total Above Areas** | **17,956,626** | |
| **Percent of U.S.** | **83.6277** | |
| **U.S. Total** | **21,472,095** | |

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1991 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# TELEVISION, VIDEO RECORDER & TAPE SALES

| Area | ($000) | Rank |
|---|---|---|
| **Los Angeles** - Long Beach, Cal. | 703,597 | 1 |
| **Chicago**, Ill. | 506,918 | 2 |
| **New York**, N.Y. | 499,331 | 3 |
| **Washington**, D.C. | 344,436 | 4 |
| **Detroit**, Mich. | 299,007 | 5 |
| **Houston**, Tex. | 266,377 | 6 |
| **Nassau** - Suffolk, N.Y. | 261,287 | 7 |
| **Philadelphia**, Pa. | 257,265 | 8 |
| **Dallas**, Tex. | 256,412 | 9 |
| **Anaheim** - Santa Ana, Cal. | 238,227 | 10 |
| **Atlanta**, Ga. | 234,254 | 11 |
| **Boston** - Lawrence - Salem - Lowell - Brockton, Mass. | 225,127 | 12 |
| **Oakland**, Cal. | 187,338 | 13 |
| **San Francisco**, Cal. | 179,591 | 14 |
| **Tampa** - St. Petersburg - Clearwater, Fla. | 179,397 | 15 |
| **San Diego**, Cal. | 179,129 | 16 |
| **Minneapolis** - St. Paul, Minn. | 178,446 | 17 |
| **Seattle**, Wash. | 174,060 | 18 |
| **Baltimore**, Md. | 165,731 | 19 |
| **Indianapolis**, Ind. | 163,889 | 20 |
| **Denver**, Colo. | 161,145 | 21 |
| **San Jose**, Cal. | 160,901 | 22 |
| **St. Louis**, Mo. | 157,288 | 23 |
| **Riverside** - San Bernardino, Cal. | 155,012 | 24 |
| **Miami** - Hialeah, Fla. | 154,508 | 25 |
| **Portland**, Ore. | 145,637 | 26 |
| **Milwaukee**, Wisc. | 139,461 | 27 |
| **Kansas City**, Mo.-Kans. | 126,784 | 28 |
| **Fort Worth** - Arlington, Tex. | 121,924 | 29 |
| **Phoenix**, Ariz. | 117,490 | 30 |
| **Pittsburgh**, Pa. | 115,247 | 31 |
| **Cleveland**, Ohio | 108,666 | 32 |
| **Bergen** - Passaic, N.J. | 108,511 | 33 |
| **Newark**, N.J. | 105,971 | 34 |
| **Sacramento**, Cal. | 102,231 | 35 |
| **Salt Lake City** - Ogden, Utah | 100,178 | 36 |
| **San Antonio**, Tex. | 98,458 | 37 |
| **Norfolk** - Virginia Beach - Newport News, Va. | 93,756 | 38 |
| **Charlotte** - Gastonia - Rock Hill, N.C.-S.C. | 91,202 | 39 |
| **Hartford** - New Britain - Middletown - Bristol, Conn. | 87,257 | 40 |
| **Nashville**, Tenn. | 85,006 | 41 |
| **Fort Lauderdale** - Hollywood - Pompano Beach, Fla. | 83,127 | 42 |
| **Cincinnati**, Ohio | 81,246 | 43 |
| **Memphis**, Tenn. | 79,709 | 44 |
| **Oklahoma City**, Okla. | 76,639 | 45 |
| **Orlando**, Fla. | 76,517 | 46 |
| **Louisville**, Ky. | 73,362 | 47 |
| **Jacksonville**, Fla. | 72,849 | 48 |
| **New Orleans**, La. | 72,586 | 49 |
| **Greensboro** - Winston-Salem - High Point, N.C. | 70,742 | 50 |
| **Total Top 50** | **8,723,229** | |
| **Dayton** - Springfield, Ohio | 70,013 | 51 |
| **Rochester**, N.Y. | 69,629 | 52 |
| **Bridgeport** - Stamford - Norwalk - Danbury, Conn. | 68,309 | 53 |
| **Middlesex** - Somerset - Hunterdon, N.J. | 66,503 | 54 |
| **Birmingham**, Ala. | 65,634 | 55 |
| **Austin**, Tex. | 65,494 | 56 |
| **Richmond** - Petersburg, Va. | 63,590 | 57 |
| **Lake County**, Ill. | 60,209 | 58 |
| **West Palm Beach** - Boca Raton - Delray Beach, Fla. | 58,103 | 59 |
| **Raleigh** - Durham, N.C. | 57,442 | 60 |
| **Albany** - Schenectady - Troy, N.Y. | 57,206 | 61 |
| **Buffalo**, N.Y. | 56,965 | 62 |
| **New Haven** - Waterbury - Meriden, Conn. | 55,153 | 63 |
| **Tulsa**, Okla. | 51,824 | 64 |
| **Knoxville**, Tenn. | 50,441 | 65 |
| **Omaha**, Neb. | 49,654 | 66 |
| **Greenville** - Spartanburg, S.C. | 49,630 | 67 |
| **Toledo**, Ohio | 49,373 | 68 |
| **Monmouth** - Ocean, N.J. | 48,920 | 69 |
| **Grand Rapids**, Mich. | 47,821 | 70 |
| **Columbus**, Ohio | 45,744 | 71 |
| **Albuquerque**, N.M. | 45,196 | 72 |
| **Wilmington**, Del. | 44,948 | 73 |
| **El Paso**, Tex. | 44,875 | 74 |
| **Madison**, Wisc. | 44,675 | 75 |
| **Providence** - Pawtucket - Woonsocket, R.I. | 44,076 | 76 |
| Tucson, Ariz. | 44,024 | 77 |
| **Baton Rouge**, La. | 44,014 | 78 |
| Allentown - Bethlehem - Easton, Pa. | 42,193 | 79 |
| Las Vegas, Nev. | 41,929 | 80 |
| Fort Wayne, Ind. | 40,928 | 81 |
| Little Rock - North Little Rock, Ark. | 40,828 | 82 |
| Worcester - Fitchburg - Leominster, Mass. | 40,742 | 83 |
| Harrisburg - Lebanon - Carlisle, Pa. | 40,383 | 84 |
| Scranton - Wilkes-Barre, Pa. | 40,233 | 85 |
| Tacoma, Wash. | 39,885 | 86 |
| Lexington-Fayette, Ky. | 38,343 | 87 |
| Honolulu, Haw. | 37,586 | 88 |
| Shreveport, La. | 37,507 | 89 |
| Manchester - Nashua, N.H. | 37,326 | 90 |
| Fresno, Cal. | 37,164 | 91 |
| Portsmouth - Dover - Rochester, N.H. | 35,965 | 92 |
| Syracuse, N.Y. | 35,872 | 93 |
| McAllen - Edinburg - Mission, Tex. | 35,376 | 94 |
| Flint, Mich. | 34,843 | 95 |
| Wichita, Kans. | 34,666 | 96 |
| Springfield, Mass. | 33,741 | 97 |
| Reno, Nev. | 33,561 | 98 |
| Lansing - East Lansing, Mich. | 33,289 | 99 |
| Des Moines, Iowa | 33,031 | 100 |
| **Total Top 100** | **11,068,105** | |
| South Bend - Mishawaka, Ind. | 32,993 | 101 |
| Jackson, Miss. | 32,506 | 102 |
| Akron, Ohio | 32,115 | 103 |
| Fayetteville, N.C. | 32,054 | 104 |
| Oxnard - Ventura, Cal. | 31,706 | 105 |
| Colorado Springs, Colo. | 31,667 | 106 |
| Gary - Hammond, Ind. | 31,583 | 107 |
| Columbia, S.C. | 31,012 | 108 |
| Bakersfield, Cal. | 30,577 | 109 |
| Charleston, S.C. | 30,534 | 110 |
| Chattanooga, Tenn. | 29,903 | 111 |
| Santa Rosa - Petaluma, Cal. | 29,530 | 112 |
| Canton, Ohio | 28,688 | 113 |
| Saginaw - Bay City - Midland, Mich. | 28,501 | 114 |
| New Bedford - Fall River - Attleboro, Mass. | 28,496 | 115 |
| Fort Myers - Cape Coral, Fla. | 28,436 | 116 |
| Melbourne - Titusville - Palm Bay, Fla. | 27,841 | 117 |
| Sarasota, Fla. | 27,747 | 118 |
| Evansville, Ind. | 27,646 | 119 |
| Beaumont - Port Arthur, Tex. | 27,449 | 120 |
| Augusta, Ga. | 27,314 | 121 |
| Youngstown - Warren, Ohio | 27,305 | 122 |
| Lakeland - Winter Haven, Fla. | 27,049 | 123 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 26,999 | 124 |
| Appleton - Oshkosh - Neenah, Wisc. | 26,827 | 125 |
| Terre Haute, Ind. | 26,003 | 126 |
| Johnson City - Kingsport - Bristol, Tenn. | 25,974 | 127 |
| Aurora - Elgin, Ill. | 25,582 | 128 |
| Modesto, Cal. | 25,517 | 129 |
| Mobile, Ala. | 25,404 | 130 |
| Anchorage, Alas. | 25,082 | 131 |
| Corpus Christi, Tex. | 24,883 | 132 |
| Ann Arbor, Mich. | 24,581 | 133 |
| St. Cloud, Minn. | 24,540 | 134 |
| Jersey City, N.J. | 23,714 | 135 |
| Bellingham, Wash. | 23,554 | 136 |
| Lancaster, Pa. | 23,433 | 137 |
| Daytona Beach, Fla. | 23,411 | 138 |
| York, Pa. | 23,320 | 139 |
| Salinas - Seaside - Monterey, Cal. | 23,227 | 140 |
| Montgomery, Ala. | 23,054 | 141 |
| Eugene - Springfield, Ore. | 22,971 | 142 |
| Laredo, Tex. | 22,631 | 143 |
| Huntsville, Ala. | 22,561 | 144 |
| Trenton, N.J. | 22,222 | 145 |
| Stockton, Cal. | 22,133 | 146 |
| Rockford, Ill. | 21,852 | 147 |
| Spokane, Wash. | 21,700 | 148 |
| Amarillo, Tex. | 21,337 | 149 |
| Lubbock, Tex. | 21,279 | 150 |
| **Total Top 150** | **12,394,548** | |
| Kalamazoo, Mich. | 21,121 | 151 |
| Reading, Pa. | 20,948 | 152 |
| Killeen - Temple, Tex. | 20,881 | 153 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 20,352 | 154 |
| Joliet, Ill. | 20,315 | 155 |
| Savannah, Ga. | 20,089 | 156 |
| Atlantic City, N.J. | 19,976 | 157 |
| Springfield, Mo. | 19,966 | 158 |
| Roanoke, Va. | 19,949 | 159 |
| Springfield, Ill. | 19,829 | 160 |
| Charleston, W.Va. | 19,573 | 161 |
| Pensacola, Fla. | 19,498 | 162 |
| Vallejo - Fairfield - Napa, Cal. | 19,470 | 163 |
| Green Bay, Wisc. | 19,282 | 164 |
| Boulder - Longmont, Colo. | 19,161 | 165 |
| Huntington - Ashland, W.Va.-Ky. | 18,907 | 166 |
| Orange County, N.Y. | 18,752 | 167 |
| Binghamton, N.Y. | 18,626 | 168 |
| Salem, Ore. | 18,290 | 169 |
| Fort Pierce, Fla. | 18,139 | 170 |
| Poughkeepsie, N.Y. | 17,901 | 171 |
| Tyler, Tex. | 17,739 | 172 |
| Peoria, Ill. | 17,536 | 173 |
| Utica - Rome, N.Y. | 17,420 | 174 |
| Macon - Warner Robins, Ga. | 17,262 | 175 |
| Champaign - Urbana - Rantoul, Ill. | 17,171 | 176 |
| Portland, Me. | 16,622 | 177 |
| Cedar Rapids, Iowa | 16,512 | 178 |
| Columbus, Ga. | 16,313 | 179 |
| Hickory - Morganton, N.C. | 16,129 | 180 |
| Brownsville - Harlingen, Tex. | 16,005 | 181 |
| Lafayette, La. | 15,766 | 182 |
| Asheville, N.C. | 15,563 | 183 |
| Tallahassee, Fla. | 15,496 | 184 |
| New London - Norwich, Conn. | 15,075 | 185 |
| Lima, Ohio | 14,675 | 186 |
| Waco, Tex. | 14,554 | 187 |
| Duluth, Minn. | 14,501 | 188 |
| Gainesville, Fla. | 14,199 | 189 |
| Bremerton, Wash. | 14,167 | 190 |
| Longview - Marshall, Tex. | 13,960 | 191 |
| Provo - Orem, Utah | 13,914 | 192 |
| Lafayette - West Lafayette, Ind. | 13,751 | 193 |
| Erie, Pa. | 13,722 | 194 |
| Galveston - Texas City, Tex. | 13,690 | 195 |
| Lorain - Elyria, Ohio | 13,611 | 196 |
| Visalia - Tulare - Porterville, Cal. | 13,243 | 197 |
| Fort Smith, Ark. | 13,050 | 198 |
| Fort Collins - Loveland, Colo. | 13,009 | 199 |
| Wheeling, W.Va. | 12,688 | 200 |
| **Total Top 200** | **13,242,916** | |
| Dothan, Ala. | 12,290 | 201 |
| Sioux Falls, S.D. | 12,265 | 202 |
| Lake Charles, La. | 12,226 | 203 |
| Chico, Cal. | 12,208 | 204 |
| Fargo - Moorhead, N.D.-Minn. | 12,194 | 205 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 12,167 | 206 |
| Boise, Ida. | 12,134 | 207 |
| Ocala, Fla. | 12,127 | 208 |
| Monroe, La. | 12,063 | 209 |
| Kokomo, Ind. | 12,020 | 210 |
| Fayetteville - Springdale, Ark. | 12,016 | 211 |
| Bradenton, Fla. | 11,989 | 212 |
| Topeka, Kans. | 11,919 | 213 |
| Wichita Falls, Tex. | 11,905 | 214 |
| Medford, Ore. | 11,741 | 215 |
| Naples, Fla. | 11,669 | 216 |
| Texarkana, Tex.-Ark. | 11,471 | 217 |
| Lincoln, Neb. | 11,354 | 218 |
| Tuscaloosa, Ala. | 11,210 | 219 |
| Alexandria, La. | 11,184 | 220 |
| Jacksonville, N.C. | 11,163 | 221 |
| Florence, Ala. | 11,147 | 222 |
| Muncie, Ind. | 11,109 | 223 |
| La Crosse, Wisc. | 11,040 | 224 |
| Santa Cruz, Cal. | 10,973 | 225 |
| Rochester, Minn. | 10,923 | 226 |
| Eau Claire, Wisc. | 10,823 | 227 |
| Wilmington, N.C. | 10,789 | 228 |
| Johnstown, Pa. | 10,622 | 229 |
| Parkersburg - Marietta, W.Va.-Ohio | 10,598 | 230 |
| Lynchburg, Va. | 10,531 | 231 |
| Anderson, Ind. | 10,408 | 232 |
| Altoona, Pa. | 10,392 | 233 |
| Racine, Wisc. | 10,312 | 234 |
| Niagara Falls, N.Y. | 10,209 | 235 |
| Joplin, Mo. | 10,175 | 236 |
| Mansfield, Ohio | 10,125 | 237 |
| Charlottesville, Va. | 10,080 | 238 |
| Hamilton - Middletown, Ohio | 9,931 | 239 |
| Biloxi - Gulfport, Miss. | 9,927 | 240 |
| Houma - Thibodaux, La. | 9,694 | 241 |
| Janesville - Beloit, Wisc. | 9,541 | 242 |
| Columbia, Mo. | 9,512 | 243 |
| Olympia, Wash. | 9,356 | 244 |
| Fort Walton Beach, Fla. | 9,237 | 245 |
| Lawton, Okla. | 9,130 | 246 |
| Muskegon, Mich. | 9,042 | 247 |
| Billings, Mont. | 9,041 | 248 |
| Midland, Tex. | 8,941 | 249 |
| Waterloo - Cedar Falls, Iowa | 8,829 | 250 |
| **Total Top 250** | **13,784,668** | |
| Hagerstown, Md. | 8,808 | 251 |
| Abilene, Tex. | 8,769 | 252 |
| Decatur, Ill. | 8,743 | 253 |
| Elkhart - Goshen, Ind. | 8,614 | 254 |
| Sharon, Pa. | 8,553 | 255 |
| Pueblo, Colo. | 8,507 | 256 |
| Bryan - College Station, Tex. | 8,404 | 257 |
| Athens, Ga. | 8,259 | 258 |
| Brazoria, Tex. | 8,231 | 259 |
| Anniston, Ala. | 8,140 | 260 |
| Decatur, Ala. | 8,109 | 261 |
| Bloomington - Normal, Ill. | 8,080 | 262 |
| Bangor, Me. | 8,071 | 263 |
| Panama City, Fla. | 8,036 | 264 |
| Jackson, Mich. | 8,019 | 265 |
| Richland - Kennewick - Pasco, Wash. | 7,989 | 266 |
| Pittsfield, Mass. | 7,938 | 267 |
| San Angelo, Tex. | 7,932 | 268 |
| Anderson, S.C. | 7,868 | 269 |
| Yakima, Wash. | 7,841 | 270 |
| Owensboro, Ky. | 7,783 | 271 |
| Bloomington, Ind. | 7,725 | 272 |
| Redding, Cal. | 7,725 | 272 |
| Burlington, N.C. | 7,689 | 274 |
| Beaver County, Pa. | 7,670 | 275 |
| Sherman - Denison, Tex. | 7,432 | 276 |
| Albany, Ga. | 7,313 | 277 |
| Vancouver, Wash. | 7,264 | 278 |
| Gadsden, Ala. | 7,262 | 279 |
| Williamsport, Pa. | 7,251 | 280 |
| Bismarck, N.D. | 7,214 | 281 |
| Elmira, N.Y. | 7,197 | 282 |
| Wausau, Wisc. | 7,116 | 283 |
| Great Falls, Mont. | 7,022 | 284 |
| Jackson, Tenn. | 6,929 | 285 |
| Florence, S.C. | 6,799 | 286 |
| Steubenville - Weirton, Ohio-W.Va. | 6,794 | 287 |
| St. Joseph, Mo. | 6,710 | 288 |
| State College, Pa. | 6,701 | 289 |
| Glens Falls, N.Y. | 6,668 | 290 |
| Sioux City, Iowa | 6,597 | 291 |
| Kenosha, Wisc. | 6,522 | 292 |
| Rapid City, S.D. | 6,458 | 293 |
| Odessa, Tex. | 6,454 | 294 |
| Las Cruces, N.M. | 6,415 | 295 |
| Iowa City, Iowa | 6,266 | 296 |
| Greeley, Colo. | 6,218 | 297 |
| Jamestown - Dunkirk, N.Y. | 6,183 | 298 |
| Vineland - Millville - Bridgeton, N.J. | 6,141 | 299 |
| Santa Fe, N.M. | 6,101 | 300 |
| Burlington, Vt. | 6,075 | 301 |
| Victoria, Tex. | 5,979 | 302 |
| Battle Creek, Mich. | 5,971 | 303 |
| Benton Harbor, Mich. | 5,866 | 304 |
| Yuba City, Cal. | 5,783 | 305 |
| Sheboygan, Wisc. | 5,591 | 306 |
| Dubuque, Iowa | 5,518 | 307 |
| Grand Forks, N.D. | 5,378 | 308 |
| Kankakee, Ill. | 5,307 | 309 |
| Pine Bluff, Ark. | 5,272 | 310 |
| Cumberland, Md. | 5,196 | 311 |
| Danville, Va. | 5,134 | 312 |
| Merced, Cal. | 5,056 | 313 |
| Cheyenne, Wyo. | 4,944 | 314 |
| Lewiston - Auburn, Me. | 4,667 | 315 |
| Yuma, Ariz. | 4,507 | 316 |
| Casper, Wyo. | 4,441 | 317 |
| Lawrence, Kans. | 4,370 | 318 |
| Pascagoula, Miss. | 4,345 | 319 |
| Enid, Okla. | 4,085 | 320 |
| **Total Above Areas** | **14,260,683** | |
| **Percent of U.S.** | **86.7855** | |
| **U.S. Total** | **16,432,110** | |

# AUDIO EQUIPMENT, MUSICAL INSTRUMENT & SUPPLY SALES

| Area | ($000) | Rank |
|---|---|---|
| Los Angeles - Long Beach, Cal. | 1,244,983 | 1 |
| New York, N.Y. | 910,392 | 2 |
| Chicago, Ill. | 627,720 | 3 |
| Washington, D.C. | 450,105 | 4 |
| Philadelphia, Pa. | 391,486 | 5 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 385,637 | 6 |
| Nassau - Suffolk, N.Y. | 348,502 | 7 |
| Oakland, Cal. | 321,606 | 8 |
| Detroit, Mich. | 316,026 | 9 |
| Atlanta, Ga. | 303,081 | 10 |
| San Francisco, Cal. | 297,766 | 11 |
| Anaheim - Santa Ana, Cal. | 293,733 | 12 |
| Seattle, Wash. | 286,454 | 13 |
| Houston, Tex. | 280,506 | 14 |
| Dallas, Tex. | 257,637 | 15 |
| San Diego, Cal. | 257,214 | 16 |
| San Jose, Cal. | 255,414 | 17 |
| Minneapolis - St. Paul, Minn. | 235,906 | 18 |
| Tampa - St. Petersburg - Clearwater, Fla. | 216,912 | 19 |
| Miami - Hialeah, Fla. | 199,786 | 20 |
| Baltimore, Md. | 197,615 | 21 |
| Portland, Ore. | 195,841 | 22 |
| Riverside - San Bernardino, Cal. | 186,235 | 23 |
| Denver, Colo. | 185,654 | 24 |
| St. Louis, Mo. | 179,858 | 25 |
| Phoenix, Ariz. | 171,263 | 26 |
| Milwaukee, Wisc. | 168,611 | 27 |
| Middlesex - Somerset - Hunterdon, N.J. | 161,659 | 28 |
| Pittsburgh, Pa. | 150,317 | 29 |
| Cleveland, Ohio | 146,817 | 30 |
| Bergen - Passaic, N.J. | 143,651 | 31 |
| Columbus, Ohio | 136,505 | 32 |
| Newark, N.J. | 134,090 | 33 |
| Sacramento, Cal. | 127,437 | 34 |
| Hartford - New Britain - Middletown - Bristol, Conn. | 118,655 | 35 |
| Fort Worth - Arlington, Tex. | 115,460 | 36 |
| Kansas City, Mo.-Kans. | 115,129 | 37 |
| Indianapolis, Ind. | 110,121 | 38 |
| Rochester, N.Y. | 105,492 | 39 |
| Honolulu, Haw. | 104,015 | 40 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 100,488 | 41 |
| Orlando, Fla. | 100,236 | 42 |
| Salt Lake City - Ogden, Utah | 99,773 | 43 |
| Nashville, Tenn. | 99,494 | 44 |
| Cincinnati, Ohio | 98,219 | 45 |
| San Antonio, Tex. | 97,372 | 46 |
| Norfolk - Virginia Beach - Newport News, Va. | 91,208 | 47 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | 90,509 | 48 |
| Monmouth - Ocean, N.J. | 88,653 | 49 |
| Albany - Schenectady - Troy, N.Y. | 88,317 | 50 |
| **Total Top 50** | **11,789,560** | |
| New Orleans, La. | 86,847 | 51 |
| Oklahoma City, Okla. | 86,161 | 52 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | 83,400 | 53 |
| Austin, Tex. | 79,547 | 54 |
| Raleigh - Durham, N.C. | 78,889 | 55 |
| Louisville, Ky. | 78,776 | 56 |
| Oxnard - Ventura, Cal. | 74,617 | 57 |
| Jacksonville, Fla. | 74,499 | 58 |
| New Haven - Waterbury - Meriden, Conn. | 74,159 | 59 |
| Greensboro - Winston-Salem - High Point, N.C. | 72,442 | 60 |
| Buffalo, N.Y. | 71,815 | 61 |
| Memphis, Tenn. | 71,467 | 62 |
| Worcester - Fitchburg - Leominster, Mass. | 70,103 | 63 |
| Madison, Wisc. | 69,877 | 64 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 69,828 | 65 |
| Grand Rapids, Mich. | 69,347 | 66 |
| Dayton - Springfield, Ohio | 65,552 | 67 |
| Tucson, Ariz. | 65,126 | 68 |
| Wilmington, Del. | 64,800 | 69 |
| Providence - Pawtucket - Woonsocket, R.I. | 63,934 | 70 |
| Richmond - Petersburg, Va. | 63,810 | 71 |
| Portsmouth - Dover - Rochester, N.H. | 63,580 | 72 |
| Tacoma, Wash. | 63,017 | 73 |
| Manchester - Nashua, N.H. | 60,655 | 74 |
| Charlottesville, Va. | 60,583 | 75 |
| Syracuse, N.Y. | 59,241 | 76 |
| Akron, Ohio | 58,839 | 77 |
| Lake County, Ill. | 57,157 | 78 |
| Knoxville, Tenn. | 55,318 | 79 |
| Birmingham, Ala. | 55,148 | 80 |
| Springfield, Mass. | 55,012 | 81 |
| Terre Haute, Ind. | 54,338 | 82 |
| Tulsa, Okla. | 53,797 | 83 |
| Las Vegas, Nev. | 52,974 | 84 |
| Baton Rouge, La. | 52,494 | 85 |
| Greenville - Spartanburg, S.C. | 50,417 | 86 |
| Scranton - Wilkes-Barre, Pa. | 49,133 | 87 |
| Harrisburg - Lebanon - Carlisle, Pa. | 48,735 | 88 |
| Toledo, Ohio | 47,511 | 89 |
| Santa Rosa - Petaluma, Cal. | 47,474 | 90 |
| New Bedford - Fall River - Attleboro, Mass. | 46,971 | 91 |
| Omaha, Neb. | 45,388 | 92 |
| Little Rock - North Little Rock, Ark. | 45,105 | 93 |
| Albuquerque, N.M. | 45,029 | 94 |
| El Paso, Tex. | 42,988 | 95 |
| Fayetteville, N.C. | 42,986 | 96 |
| Lansing - East Lansing, Mich. | 42,160 | 97 |
| Fresno, Cal. | 42,071 | 98 |
| Jersey City, N.J. | 40,725 | 99 |
| Colorado Springs, Colo. | 40,463 | 100 |
| **Total Top 100** | **14,803,865** | |
| Allentown - Bethlehem - Easton, Pa. | 40,253 | 101 |
| Bakersfield, Cal. | 39,492 | 102 |
| Spokane, Wash. | 39,395 | 103 |
| Wichita, Kans. | 39,378 | 104 |
| Ann Arbor, Mich. | 38,507 | 105 |
| Columbia, S.C. | 38,378 | 106 |
| Eugene - Springfield, Ore. | 37,102 | 107 |
| Lexington-Fayette, Ky. | 36,282 | 108 |
| Lancaster, Pa. | 36,190 | 109 |
| Charleston, S.C. | 36,123 | 110 |
| Appleton - Oshkosh - Neenah, Wisc. | 35,614 | 111 |
| Mobile, Ala. | 35,585 | 112 |
| Reno, Nev. | 35,513 | 113 |
| Youngstown - Warren, Ohio | 34,670 | 114 |
| Aurora - Elgin, Ill. | 34,194 | 115 |
| Shreveport, La. | 33,386 | 116 |
| Sarasota, Fla. | 32,832 | 117 |
| Des Moines, Iowa | 32,759 | 118 |
| Salinas - Seaside - Monterey, Cal. | 32,732 | 119 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 32,597 | 120 |
| Modesto, Cal. | 32,510 | 121 |
| York, Pa. | 32,247 | 122 |
| Fort Wayne, Ind. | 32,208 | 123 |
| Stockton, Cal. | 31,494 | 124 |
| Kalamazoo, Mich. | 31,154 | 125 |
| Boulder - Longmont, Colo. | 30,948 | 126 |
| Jackson, Miss. | 30,843 | 127 |
| Atlantic City, N.J. | 30,605 | 128 |
| St. Cloud, Minn. | 30,265 | 129 |
| Augusta, Ga. | 30,163 | 130 |
| Flint, Mich. | 29,528 | 131 |
| Trenton, N.J. | 29,014 | 132 |
| Saginaw - Bay City - Midland, Mich. | 28,221 | 133 |
| South Bend - Mishawaka, Ind. | 27,980 | 134 |
| Binghamton, N.Y. | 27,857 | 135 |
| Melbourne - Titusville - Palm Bay, Fla. | 27,816 | 136 |
| Canton, Ohio | 27,793 | 137 |
| McAllen - Edinburg - Mission, Tex. | 27,764 | 138 |
| Chattanooga, Tenn. | 27,737 | 139 |
| Daytona Beach, Fla. | 26,774 | 140 |
| Evansville, Ind. | 26,757 | 141 |
| Huntington - Ashland, W.Va.-Ky. | 26,630 | 142 |
| Roanoke, Va. | 26,616 | 143 |
| Reading, Pa. | 26,468 | 144 |
| Portland, Me. | 26,422 | 145 |
| Poughkeepsie, N.Y. | 26,299 | 146 |
| Montgomery, Ala. | 26,271 | 147 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 26,137 | 148 |
| Vallejo - Fairfield - Napa, Cal. | 25,766 | 149 |
| Johnson City - Kingsport - Bristol, Tenn. | 25,765 | 150 |
| **Total Top 150** | **16,380,099** | |
| Salem, Ore. | 25,639 | 151 |
| Huntsville, Ala. | 25,507 | 152 |
| Gary - Hammond, Ind. | 25,338 | 153 |
| Beaumont - Port Arthur, Tex. | 25,172 | 154 |
| Rockford, Ill. | 25,086 | 155 |
| Anchorage, Alas. | 24,566 | 156 |
| Killeen - Temple, Tex. | 24,480 | 157 |
| Corpus Christi, Tex. | 23,845 | 158 |
| Green Bay, Wisc. | 23,420 | 159 |
| Savannah, Ga. | 23,117 | 160 |
| Lubbock, Tex. | 23,079 | 161 |
| Lakeland - Winter Haven, Fla. | 22,779 | 162 |
| Chico, Cal. | 22,711 | 163 |
| Amarillo, Tex. | 22,354 | 164 |
| Laredo, Tex. | 22,225 | 165 |
| Peoria, Ill. | 21,694 | 166 |
| Champaign - Urbana - Rantoul, Ill. | 21,213 | 167 |
| Visalia - Tulare - Porterville, Cal. | 21,202 | 168 |
| Fort Pierce, Fla. | 21,096 | 169 |
| Orange County, N.Y. | 20,940 | 170 |
| Gainesville, Fla. | 20,911 | 171 |
| Fort Myers - Cape Coral, Fla. | 20,891 | 172 |
| Springfield, Mo. | 20,859 | 173 |
| Santa Cruz, Cal. | 20,637 | 174 |
| Lafayette - West Lafayette, Ind. | 20,335 | 175 |
| Waco, Tex. | 20,304 | 176 |
| Erie, Pa. | 19,390 | 177 |
| New London - Norwich, Conn. | 19,355 | 178 |
| Joliet, Ill. | 19,284 | 179 |
| Macon - Warner Robins, Ga. | 19,183 | 180 |
| Boise, Ida. | 19,026 | 181 |
| Columbus, Ga. | 18,893 | 182 |
| Pensacola, Fla. | 18,822 | 183 |
| Bremerton, Wash. | 18,562 | 184 |
| Springfield, Ill. | 18,412 | 185 |
| Medford, Ore. | 17,836 | 186 |
| Charleston, W.Va. | 17,720 | 187 |
| Tallahassee, Fla. | 17,489 | 188 |
| Provo - Orem, Utah | 17,382 | 189 |
| Bloomington - Normal, Ill. | 17,273 | 190 |
| Fort Collins - Loveland, Colo. | 17,182 | 191 |
| Utica - Rome, N.Y. | 17,167 | 192 |
| Olympia, Wash. | 16,963 | 193 |
| Vancouver, Wash. | 16,844 | 194 |
| Asheville, N.C. | 16,746 | 195 |
| Redding, Cal. | 16,723 | 196 |
| Tyler, Tex. | 16,449 | 197 |
| Anderson, Ind. | 16,394 | 198 |
| Fargo - Moorhead, N.D.-Minn. | 15,534 | 199 |
| Longview - Marshall, Tex. | 15,326 | 200 |
| **Total Top 200** | **17,394,254** | |
| Lorain - Elyria, Ohio | 15,164 | 201 |
| Cedar Rapids, Iowa | 14,932 | 202 |
| Brownsville - Harlingen, Tex. | 14,753 | 203 |
| Sioux Falls, S.D. | 14,685 | 204 |
| Duluth, Minn. | 14,660 | 205 |
| Bellingham, Wash. | 14,504 | 206 |
| Lima, Ohio | 14,330 | 207 |
| Muncie, Ind. | 14,288 | 208 |
| Eau Claire, Wisc. | 14,153 | 209 |
| Bradenton, Fla. | 14,113 | 210 |
| Burlington, Vt. | 14,050 | 211 |
| Fort Smith, Ark. | 14,028 | 212 |
| Rochester, Minn. | 13,725 | 213 |
| Lincoln, Neb. | 13,717 | 214 |
| Abilene, Tex. | 13,499 | 215 |
| Lafayette, La. | 13,486 | 216 |
| Jacksonville, N.C. | 13,436 | 217 |
| Pittsfield, Mass. | 13,280 | 218 |
| Glens Falls, N.Y. | 13,232 | 219 |
| Richland - Kennewick - Pasco, Wash. | 13,182 | 220 |
| Wheeling, W.Va. | 13,122 | 221 |
| Wichita Falls, Tex. | 12,940 | 222 |
| Decatur, Ill. | 12,862 | 223 |
| Hickory - Morganton, N.C. | 12,687 | 224 |
| Yakima, Wash. | 12,683 | 225 |
| Altoona, Pa. | 12,657 | 226 |
| Racine, Wisc. | 12,468 | 227 |
| Billings, Mont. | 12,411 | 228 |
| Bangor, Me. | 12,319 | 229 |
| Galveston - Texas City, Tex. | 12,276 | 230 |
| La Crosse, Wisc. | 12,271 | 231 |
| Mansfield, Ohio | 12,214 | 232 |
| Athens, Ga. | 11,827 | 233 |
| Janesville - Beloit, Wisc. | 11,826 | 234 |
| Monroe, La. | 11,746 | 235 |
| Iowa City, Iowa | 11,542 | 236 |
| Rapid City, S.D. | 11,488 | 237 |
| Bloomington, Ind. | 11,480 | 238 |
| Ocala, Fla. | 11,254 | 239 |
| Topeka, Kans. | 11,252 | 240 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 11,201 | 241 |
| Parkersburg - Marietta, W.Va.-Ohio | 11,142 | 242 |
| Lake Charles, La. | 11,108 | 243 |
| Pueblo, Colo. | 11,039 | 244 |
| Fayetteville - Springdale, Ark. | 10,822 | 245 |
| Williamsport, Pa. | 10,717 | 246 |
| Dothan, Ala. | 10,648 | 247 |
| Niagara Falls, N.Y. | 10,421 | 248 |
| Houma - Thibodaux, La. | 10,384 | 249 |
| Beaver County, Pa. | 10,344 | 250 |
| **Total Top 250** | **18,026,422** | |
| Fort Walton Beach, Fla. | 10,267 | 251 |
| Wilmington, N.C. | 10,220 | 252 |
| Biloxi - Gulfport, Miss. | 10,217 | 253 |
| Alexandria, La. | 10,171 | 254 |
| Johnstown, Pa. | 10,154 | 255 |
| Hamilton - Middletown, Ohio | 10,138 | 256 |
| State College, Pa. | 10,050 | 257 |
| Muskegon, Mich. | 10,013 | 258 |
| Lynchburg, Va. | 10,005 | 259 |
| Anderson, S.C. | 9,994 | 260 |
| Elmira, N.Y. | 9,839 | 261 |
| Santa Fe, N.M. | 9,830 | 262 |
| Merced, Cal. | 9,679 | 263 |
| Bryan - College Station, Tex. | 9,635 | 264 |
| Naples, Fla. | 9,484 | 265 |
| Kokomo, Ind. | 9,408 | 266 |
| Jamestown - Dunkirk, N.Y. | 9,105 | 267 |
| Elkhart - Goshen, Ind. | 9,032 | 268 |
| Tuscaloosa, Ala. | 8,995 | 269 |
| Panama City, Fla. | 8,948 | 270 |
| Florence, Ala. | 8,918 | 271 |
| Columbia, Mo. | 8,794 | 272 |
| Wausau, Wisc. | 8,724 | 273 |
| Albany, Ga. | 8,609 | 274 |
| Yuba City, Cal. | 8,598 | 275 |
| Grand Forks, N.D. | 8,487 | 276 |
| San Angelo, Tex. | 8,438 | 277 |
| Hagerstown, Md. | 8,347 | 278 |
| Battle Creek, Mich. | 8,339 | 279 |
| Texarkana, Tex.-Ark. | 8,265 | 280 |
| Joplin, Mo. | 8,218 | 281 |
| Brazoria, Tex. | 8,103 | 282 |
| Jackson, Mich. | 8,000 | 283 |
| Bismarck, N.D. | 7,905 | 284 |
| Great Falls, Mont. | 7,759 | 285 |
| Cumberland, Md. | 7,757 | 286 |
| Decatur, Ala. | 7,705 | 287 |
| Midland, Tex. | 7,670 | 288 |
| Florence, S.C. | 7,556 | 289 |
| Odessa, Tex. | 7,446 | 290 |
| Steubenville - Weirton, Ohio-W.Va. | 7,303 | 291 |
| Greeley, Colo. | 7,294 | 292 |
| Vineland - Millville - Bridgeton, N.J. | 7,292 | 293 |
| Jackson, Tenn. | 7,166 | 294 |
| Waterloo - Cedar Falls, Iowa | 7,098 | 295 |
| Lawrence, Kans. | 7,073 | 296 |
| Sioux City, Iowa | 6,907 | 297 |
| Lawton, Okla. | 6,895 | 298 |
| Owensboro, Ky. | 6,875 | 299 |
| Gadsden, Ala. | 6,830 | 300 |
| Danville, Va. | 6,803 | 301 |
| Lewiston - Auburn, Me. | 6,704 | 302 |
| Burlington, N.C. | 6,490 | 303 |
| Anniston, Ala. | 6,431 | 304 |
| Kankakee, Ill. | 6,418 | 305 |
| Las Cruces, N.M. | 6,344 | 306 |
| Dubuque, Iowa | 6,255 | 307 |
| Casper, Wyo. | 6,143 | 308 |
| Sharon, Pa. | 6,141 | 309 |
| Sherman - Denison, Tex. | 6,075 | 310 |
| Yuma, Ariz. | 6,005 | 311 |
| Sheboygan, Wisc. | 5,732 | 312 |
| St. Joseph, Mo. | 5,676 | 313 |
| Cheyenne, Wyo. | 5,634 | 314 |
| Benton Harbor, Mich. | 5,629 | 315 |
| Pine Bluff, Ark. | 5,528 | 316 |
| Kenosha, Wisc. | 5,447 | 317 |
| Victoria, Tex. | 4,846 | 318 |
| Pascagoula, Miss. | 4,068 | 319 |
| Enid, Okla. | 3,933 | 320 |
| **Total Above Areas** | **18,572,479** | |
| **Percent of U.S.** | **89.5877** | |
| **U.S. Total** | **20,731,060** | |

1991 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# HOME COMPUTER & CALCULATOR SALES

| Area | ($000) | Rank |
|---|---|---|
| **Los Angeles** - Long Beach, Cal. | 541,053 | 1 |
| **New York**, N.Y. | 279,559 | 2 |
| **San Jose**, Cal. | 242,638 | 3 |
| **Washington**, D.C. | 172,625 | 4 |
| **Chicago**, Ill. | 166,992 | 5 |
| **Anaheim** - Santa Ana, Cal. | 166,300 | 6 |
| **Houston**, Tex. | 151,137 | 7 |
| **Oakland**, Cal. | 146,981 | 8 |
| **Seattle**, Wash. | 145,227 | 9 |
| **Philadelphia**, Pa. | 132,650 | 10 |
| **Boston** - Lawrence - Salem - Lowell - Brockton, Mass. | 132,440 | 11 |
| **San Diego**, Cal. | 127,327 | 12 |
| **Detroit**, Mich. | 125,306 | 13 |
| **San Francisco**, Cal. | 119,056 | 14 |
| **Phoenix**, Ariz. | 118,651 | 15 |
| **Atlanta**, Ga. | 98,986 | 16 |
| **Nassau** - Suffolk, N.Y. | 95,452 | 17 |
| **Dallas**, Tex. | 90,725 | 18 |
| **Tampa** - St. Petersburg - Clearwater, Fla. | 82,866 | 19 |
| **Minneapolis** - St. Paul, Minn. | 78,862 | 20 |
| **Miami** - Hialeah, Fla. | 75,474 | 21 |
| **Riverside** - San Bernardino, Cal. | 74,847 | 22 |
| **Manchester** - Nashua, N.H. | 73,894 | 23 |
| **Milwaukee**, Wisc. | 70,897 | 24 |
| **Portsmouth** - Dover - Rochester, N.H. | 69,886 | 25 |
| **Baltimore**, Md. | 69,409 | 26 |
| **Bergen** - Passaic, N.J. | 67,943 | 27 |
| **Nashville**, Tenn. | 67,859 | 28 |
| **St. Louis**, Mo. | 66,315 | 29 |
| **Columbus**, Ohio | 62,440 | 30 |
| **Denver**, Colo. | 58,074 | 31 |
| **Indianapolis**, Ind. | 57,737 | 32 |
| **Pittsburgh**, Pa. | 55,580 | 33 |
| **Salt Lake City** - Ogden, Utah | 48,405 | 34 |
| **Middlesex** - Somerset - Hunterdon, N.J. | 48,033 | 35 |
| **Hartford** - New Britain - Middletown - Bristol, Conn. | 47,748 | 36 |
| **Sacramento**, Cal. | 46,367 | 37 |
| **Oxnard** - Ventura, Cal. | 46,094 | 38 |
| **Fort Worth** - Arlington, Tex. | 44,720 | 39 |
| **Portland**, Ore. | 43,249 | 40 |
| **Canton**, Ohio | 41,569 | 41 |
| **Rochester**, N.Y. | 41,378 | 42 |
| **Kansas City**, Mo.-Kans. | 40,771 | 43 |
| **Cleveland**, Ohio | 37,853 | 44 |
| **Albany** - Schenectady - Troy, N.Y. | 37,185 | 45 |
| **Norfolk** - Virginia Beach - Newport News, Va. | 35,900 | 46 |
| **Newark**, N.J. | 34,692 | 47 |
| **Tulsa**, Okla. | 34,356 | 48 |
| **Tucson**, Ariz. | 33,583 | 49 |
| **Orlando**, Fla. | 33,249 | 50 |
| **Total Top 50** | **4,780,340** | |
| **New Orleans**, La. | 33,117 | 51 |
| **Bridgeport** - Stamford - Norwalk - Danbury, Conn. | 32,687 | 52 |
| **Charlotte** - Gastonia - Rock Hill, N.C.-S.C. | 30,917 | 53 |
| **Greensboro** - Winston-Salem - High Point, N.C. | 30,296 | 54 |
| **San Antonio**, Tex. | 29,328 | 55 |
| **Raleigh** - Durham, N.C. | 29,289 | 56 |
| **Monmouth** - Ocean, N.J. | 28,545 | 57 |
| **Cincinnati**, Ohio | 27,379 | 58 |
| **Buffalo**, N.Y. | 27,154 | 59 |
| **Baton Rouge**, La. | 26,893 | 60 |
| **Oklahoma City**, Okla. | 26,288 | 61 |
| **Fort Lauderdale** - Hollywood - Pompano Beach, Fla. | 25,248 | 62 |
| **Richmond** - Petersburg, Va. | 25,194 | 63 |
| **New Haven** - Waterbury - Meriden, Conn. | 25,129 | 64 |
| **Austin**, Tex. | 24,974 | 65 |
| **Omaha**, Neb. | 24,681 | 66 |
| **Memphis**, Tenn. | 24,575 | 67 |
| **Dayton** - Springfield, Ohio | 24,521 | 68 |
| **Providence** - Pawtucket - Woonsocket, R.I. | 24,490 | 69 |
| **Jersey City**, N.J. | 24,113 | 70 |
| **Jacksonville**, Fla. | 23,353 | 71 |
| **Worcester** - Fitchburg - Leominster, Mass. | 21,830 | 72 |
| **Honolulu**, Haw. | 21,325 | 73 |
| **Birmingham**, Ala. | 20,004 | 74 |
| **Fresno**, Cal. | 18,431 | 75 |
| Trenton, N.J. | 18,394 | 76 |
| Springfield, Mass. | 18,158 | 77 |
| Lake County, Ill. | 18,006 | 78 |
| Tacoma, Wash. | 17,126 | 79 |
| Lansing - East Lansing, Mich. | 16,877 | 80 |
| Louisville, Ky. | 16,434 | 81 |
| Albuquerque, N.M. | 16,108 | 82 |
| El Paso, Tex. | 15,800 | 83 |
| Allentown - Bethlehem - Easton, Pa. | 15,749 | 84 |
| Santa Rosa - Petaluma, Cal. | 15,570 | 85 |
| Grand Rapids, Mich. | 15,568 | 86 |
| Madison, Wisc. | 15,496 | 87 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 15,261 | 88 |
| Shreveport, La. | 15,197 | 89 |
| New Bedford - Fall River - Attleboro, Mass. | 15,013 | 90 |
| Wilmington, Del. | 14,951 | 91 |
| Columbia, S.C. | 14,504 | 92 |
| Portland, Me. | 14,313 | 93 |
| Jackson, Miss. | 14,297 | 94 |
| Des Moines, Iowa | 14,256 | 95 |
| Syracuse, N.Y. | 14,143 | 96 |
| Huntsville, Ala. | 13,997 | 97 |
| Las Vegas, Nev. | 13,970 | 98 |
| Lexington-Fayette, Ky. | 13,825 | 99 |
| Fort Wayne, Ind. | 13,703 | 100 |
| **Total Top 100** | **5,816,817** | |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 13,695 | 101 |
| Knoxville, Tenn. | 13,549 | 102 |
| Boise, Ida. | 13,494 | 103 |
| Aurora - Elgin, Ill. | 13,354 | 104 |
| Harrisburg - Lebanon - Carlisle, Pa. | 13,223 | 105 |
| Spokane, Wash. | 12,894 | 106 |
| Greenville - Spartanburg, S.C. | 12,749 | 107 |
| Akron, Ohio | 12,701 | 108 |
| South Bend - Mishawaka, Ind. | 12,615 | 109 |
| Lincoln, Neb. | 12,564 | 110 |
| Colorado Springs, Colo. | 12,505 | 111 |
| Stockton, Cal. | 12,442 | 112 |
| Melbourne - Titusville - Palm Bay, Fla. | 11,875 | 113 |
| Scranton - Wilkes-Barre, Pa. | 11,770 | 114 |
| Santa Cruz, Cal. | 11,686 | 115 |
| Sarasota, Fla. | 11,601 | 116 |
| Chattanooga, Tenn. | 11,592 | 117 |
| Vallejo - Fairfield - Napa, Cal. | 11,484 | 118 |
| Roanoke, Va. | 11,402 | 119 |
| Poughkeepsie, N.Y. | 11,186 | 120 |
| St. Cloud, Minn. | 11,116 | 121 |
| Toledo, Ohio | 11,086 | 122 |
| Bloomington - Normul, Ill. | 10,944 | 123 |
| Little Rock - North Little Rock, Ark. | 10,748 | 124 |
| Corpus Christi, Tex. | 10,531 | 125 |
| Beaumont - Port Arthur, Tex. | 10,530 | 126 |
| Modesto, Cal. | 10,238 | 127 |
| Anchorage, Alas. | 10,147 | 128 |
| Wichita, Kans. | 9,970 | 129 |
| McAllen - Edinburg - Mission, Tex. | 9,908 | 130 |
| Reno, Nev. | 9,734 | 131 |
| Salinas - Seaside - Monterey, Cal. | 9,718 | 132 |
| Lancaster, Pa. | 9,644 | 133 |
| Gary - Hammond, Ind. | 9,439 | 134 |
| Charleston, S.C. | 9,414 | 135 |
| Lubbock, Tex. | 9,262 | 136 |
| Visalia - Tulare - Porterville, Cal. | 9,000 | 137 |
| Kalamazoo, Mich. | 8,932 | 138 |
| Amarillo, Tex. | 8,670 | 139 |
| Eugene - Springfield, Ore. | 8,655 | 140 |
| Provo - Orem, Utah | 8,577 | 141 |
| Tallahassee, Fla. | 8,433 | 142 |
| Binghamton, N.Y. | 8,264 | 143 |
| York, Pa. | 8,161 | 144 |
| Erie, Pa. | 8,143 | 145 |
| Fort Myers - Cape Coral, Fla. | 7,991 | 146 |
| Johnson City - Kingsport - Bristol, Tenn. | 7,961 | 147 |
| Atlantic City, N.J. | 7,960 | 148 |
| Lakeland - Winter Haven, Fla. | 7,941 | 149 |
| Flint, Mich. | 7,932 | 150 |
| **Total Top 150** | **6,344,247** | |
| Rockford, Ill. | 7,742 | 151 |
| Salem, Ore. | 7,738 | 152 |
| Augusta, Ga. | 7,721 | 153 |
| Appleton - Oshkosh - Neenah, Wisc. | 7,658 | 154 |
| Springfield, Ill. | 7,568 | 155 |
| Fort Pierce, Fla. | 7,390 | 156 |
| Bakersfield, Cal. | 7,377 | 157 |
| Montgomery, Ala. | 7,268 | 158 |
| Ann Arbor, Mich. | 7,265 | 159 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 7,239 | 160 |
| Daytona Beach, Fla. | 7,108 | 161 |
| Youngstown - Warren, Ohio | 7,106 | 162 |
| Lafayette, La. | 7,092 | 163 |
| Fayetteville, N.C. | 7,020 | 164 |
| Naples, Fla. | 6,963 | 165 |
| New London - Norwich, Conn. | 6,940 | 166 |
| Laredo, Tex. | 6,819 | 167 |
| Saginaw - Bay City - Midland, Mich. | 6,785 | 168 |
| Hamilton - Middletown, Ohio | 6,587 | 169 |
| Janesville - Beloit, Wisc. | 6,561 | 170 |
| Pensacola, Fla. | 6,550 | 171 |
| Reading, Pa. | 6,536 | 172 |
| Peoria, Ill. | 6,486 | 173 |
| Redding, Cal. | 6,411 | 174 |
| Mobile, Ala. | 6,377 | 175 |
| Boulder - Longmont, Colo. | 6,269 | 176 |
| Rochester, Minn. | 6,266 | 177 |
| Savannah, Ga. | 6,247 | 178 |
| Richland - Kennewick - Pasco, Wash. | 6,234 | 179 |
| Springfield, Mo. | 6,031 | 180 |
| Dothan, Ala. | 6,030 | 181 |
| Longview - Marshall, Tex. | 6,000 | 182 |
| Macon - Warner Robins, Ga. | 5,961 | 183 |
| Evansville, Ind. | 5,909 | 184 |
| Green Bay, Wisc. | 5,767 | 185 |
| Mansfield, Ohio | 5,722 | 186 |
| Duluth, Minn. | 5,711 | 187 |
| Joliet, Ill. | 5,628 | 188 |
| Gainesville, Fla. | 5,626 | 189 |
| Killeen - Temple, Tex. | 5,433 | 190 |
| Utica - Rome, N.Y. | 5,316 | 191 |
| Olympia, Wash. | 5,289 | 192 |
| Bangor, Me. | 5,275 | 193 |
| Athens, Ga. | 5,243 | 194 |
| Victoria, Tex. | 5,217 | 195 |
| Brownsville - Harlingen, Tex. | 5,198 | 196 |
| Burlington, Vt. | 5,156 | 197 |
| Biloxi - Gulfport, Miss. | 5,053 | 198 |
| Fort Collins - Loveland, Colo. | 4,953 | 199 |
| Wilmington, N.C. | 4,898 | 200 |
| **Total Top 200** | **6,660,986** | |
| Tyler, Tex. | 4,765 | 201 |
| Anderson, Ind. | 4,686 | 202 |
| Santa Fe, N.M. | 4,665 | 203 |
| Fargo - Moorhead, N.D.-Minn. | 4,638 | 204 |
| Ocala, Fla. | 4,612 | 205 |
| Williamsport, Pa. | 4,612 | 205 |
| Bradenton, Fla. | 4,597 | 207 |
| Columbus, Ga. | 4,597 | 207 |
| Orange County, N.Y. | 4,596 | 209 |
| Altoona, Pa. | 4,591 | 210 |
| Fort Walton Beach, Fla. | 4,588 | 211 |
| Asheville, N.C. | 4,587 | 212 |
| Charleston, W.Va. | 4,583 | 213 |
| Chico, Cal. | 4,555 | 214 |
| Champaign - Urbana - Rantoul, Ill. | 4,533 | 215 |
| Galveston - Texas City, Tex. | 4,479 | 216 |
| Charlottesville, Va. | 4,437 | 217 |
| Yakima, Wash. | 4,424 | 218 |
| Elmira, N.Y. | 4,380 | 219 |
| Pittsfield, Mass. | 4,348 | 220 |
| Bremerton, Wash. | 4,343 | 221 |
| Lima, Ohio | 4,343 | 221 |
| Waco, Tex. | 4,309 | 223 |
| Merced, Cal. | 4,292 | 224 |
| State College, Pa. | 4,289 | 225 |
| Monroe, La. | 4,225 | 226 |
| Fayetteville - Springdale, Ark. | 4,208 | 227 |
| Vancouver, Wash. | 4,166 | 228 |
| Lynchburg, Va. | 4,142 | 229 |
| Huntington - Ashland, W.Va.-Ky. | 4,005 | 230 |
| Yuba City, Cal. | 3,890 | 231 |
| Wichita Falls, Tex. | 3,869 | 232 |
| Abilene, Tex. | 3,636 | 233 |
| Texarkana, Tex.-Ark. | 3,636 | 233 |
| Medford, Ore. | 3,586 | 235 |
| Wausau, Wisc. | 3,571 | 236 |
| Decatur, Ill. | 3,538 | 237 |
| Wheeling, W.Va. | 3,509 | 238 |
| Cedar Rapids, Iowa | 3,501 | 239 |
| Sioux Falls, S.D. | 3,483 | 240 |
| Benton Harbor, Mich. | 3,437 | 241 |
| Lafayette - West Lafayette, Ind. | 3,423 | 242 |
| Hagerstown, Md. | 3,397 | 243 |
| Billings, Mont. | 3,393 | 244 |
| Hickory - Morganton, N.C. | 3,392 | 245 |
| Florence, Ala. | 3,386 | 246 |
| Casper, Wyo. | 3,365 | 247 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 3,283 | 248 |
| Glens Falls, N.Y. | 3,278 | 249 |
| Terre Haute, Ind. | 3,264 | 250 |
| **Total Top 250** | **6,864,418** | |
| Tuscaloosa, Ala. | 3,244 | 251 |
| Lewiston - Auburn, Me. | 3,228 | 252 |
| Waterloo - Cedar Falls, Iowa | 3,228 | 252 |
| Muskegon, Mich. | 3,151 | 254 |
| Jackson, Tenn. | 3,138 | 255 |
| Lorain - Elyria, Ohio | 3,128 | 256 |
| Alexandria, La. | 3,113 | 257 |
| Jackson, Mich. | 3,053 | 258 |
| Pueblo, Colo. | 3,019 | 259 |
| San Angelo, Tex. | 2,967 | 260 |
| Bryan - College Station, Tex. | 2,934 | 261 |
| Lake Charles, La. | 2,925 | 262 |
| Jacksonville, N.C. | 2,868 | 263 |
| Sherman - Denison, Tex. | 2,862 | 264 |
| Gadsden, Ala. | 2,839 | 265 |
| Yuma, Ariz. | 2,831 | 266 |
| Burlington, N.C. | 2,812 | 267 |
| Racine, Wisc. | 2,736 | 268 |
| Johnstown, Pa. | 2,729 | 269 |
| Lawton, Okla. | 2,716 | 270 |
| Great Falls, Mont. | 2,697 | 271 |
| Midland, Tex. | 2,692 | 272 |
| Columbia, Mo. | 2,671 | 273 |
| Grand Forks, N.D. | 2,671 | 273 |
| Jamestown - Dunkirk, N.Y. | 2,628 | 275 |
| Battle Creek, Mich. | 2,611 | 276 |
| Niagara Falls, N.Y. | 2,589 | 277 |
| Greeley, Colo. | 2,571 | 278 |
| Topeka, Kans. | 2,558 | 279 |
| Elkhart - Goshen, Ind. | 2,546 | 280 |
| Fort Smith, Ark. | 2,541 | 281 |
| Albany, Ga. | 2,539 | 282 |
| Las Cruces, N.M. | 2,502 | 283 |
| Houma - Thibodaux, La. | 2,482 | 284 |
| Cumberland, Md. | 2,469 | 285 |
| Vineland - Millville - Bridgeton, N.J. | 2,469 | 285 |
| Decatur, Ala. | 2,430 | 287 |
| Steubenville - Weirton, Ohio-W.Va. | 2,409 | 288 |
| Rapid City, S.D. | 2,395 | 289 |
| Kenosha, Wisc. | 2,389 | 290 |
| Anderson, S.C. | 2,377 | 291 |
| Parkersburg - Marietta, W.Va.-Ohio | 2,373 | 292 |
| Bellingham, Wash. | 2,370 | 293 |
| Eau Claire, Wisc. | 2,364 | 294 |
| Joplin, Mo. | 2,326 | 295 |
| Cheyenne, Wyo. | 2,286 | 296 |
| Odessa, Tex. | 2,284 | 297 |
| Bismarck, N.D. | 2,253 | 298 |
| Kokomo, Ind. | 2,242 | 299 |
| Sioux City, Iowa | 2,230 | 300 |
| Florence, S.C. | 2,229 | 301 |
| Panama City, Fla. | 2,142 | 302 |
| Brazoria, Tex. | 2,117 | 303 |
| Dubuque, Iowa | 2,100 | 304 |
| Bloomington, Ind. | 2,027 | 305 |
| Muncie, Ind. | 1,927 | 306 |
| Owensboro, Ky. | 1,877 | 307 |
| Anniston, Ala. | 1,831 | 308 |
| Danville, Va. | 1,831 | 308 |
| Lawrence, Kans. | 1,755 | 310 |
| Beaver County, Pa. | 1,727 | 311 |
| Sharon, Pa. | 1,706 | 312 |
| La Crosse, Wisc. | 1,700 | 313 |
| Iowa City, Iowa | 1,670 | 314 |
| Kankakee, Ill. | 1,618 | 315 |
| Sheboygan, Wisc. | 1,585 | 316 |
| St. Joseph, Mo. | 1,573 | 317 |
| Enid, Okla. | 1,503 | 318 |
| Pine Bluff, Ark. | 1,490 | 319 |
| Pascagoula, Miss. | 1,430 | 320 |
| **Total Above Areas** | **7,033,741** | |
| **Percent of U.S.** | **89.9425** | |
| **U.S. Total** | **7,820,267** | |

# FURNITURE & SLEEP EQUIPMENT SALES

| Area | ($000) | Rank |
|---|---|---|
| Los Angeles - Long Beach, Cal. | 1,328,561 | 1 |
| New York, N.Y. | 1,294,356 | 2 |
| Chicago, Ill. | 1,249,330 | 3 |
| Philadelphia, Pa. | 803,695 | 4 |
| Detroit, Mich. | 782,172 | 5 |
| Washington, D.C. | 780,972 | 6 |
| Nassau - Suffolk, N.Y. | 649,632 | 7 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 643,485 | 8 |
| Atlanta, Ga. | 547,293 | 9 |
| Anaheim - Santa Ana, Cal. | 519,173 | 10 |
| Dallas, Tex. | 469,469 | 11 |
| San Diego, Cal. | 468,036 | 12 |
| Houston, Tex. | 449,310 | 13 |
| Baltimore, Md. | 442,210 | 14 |
| Bergen - Passaic, N.J. | 419,835 | 15 |
| Seattle, Wash. | 411,324 | 16 |
| Phoenix, Ariz. | 411,321 | 17 |
| Minneapolis - St. Paul, Minn. | 408,262 | 18 |
| Miami - Hialeah, Fla. | 388,599 | 19 |
| Tampa - St. Petersburg - Clearwater, Fla. | 377,421 | 20 |
| Oakland, Cal. | 365,565 | 21 |
| San Francisco, Cal. | 363,585 | 22 |
| Newark, N.J. | 335,546 | 23 |
| Greensboro - Winston-Salem - High Point, N.C. | 330,073 | 24 |
| Denver, Colo. | 323,198 | 25 |
| Pittsburgh, Pa. | 310,255 | 26 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 307,348 | 27 |
| Riverside - San Bernardino, Cal. | 306,504 | 28 |
| St. Louis, Mo. | 299,512 | 29 |
| Cleveland, Ohio | 292,215 | 30 |
| San Jose, Cal. | 290,117 | 31 |
| Sacramento, Cal. | 254,898 | 32 |
| Milwaukee, Wisc. | 247,898 | 33 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 246,019 | 34 |
| Hartford - New Britain - Middletown - Bristol, Conn. | 241,097 | 35 |
| Norfolk - Virginia Beach - Newport News, Va. | 236,644 | 36 |
| Middlesex - Somerset - Hunterdon, N.J. | 234,562 | 37 |
| Portland, Ore. | 218,261 | 38 |
| Columbus, Ohio | 217,186 | 39 |
| Orlando, Fla. | 215,476 | 40 |
| Kansas City, Mo.-Kans. | 210,675 | 41 |
| Indianapolis, Ind. | 208,310 | 42 |
| Monmouth - Ocean, N.J. | 206,224 | 43 |
| Cincinnati, Ohio | 204,619 | 44 |
| Fort Worth - Arlington, Tex. | 200,753 | 45 |
| Salt Lake City - Ogden, Utah | 190,323 | 46 |
| New Orleans, La. | 187,091 | 47 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | 182,640 | 48 |
| San Antonio, Tex. | 177,710 | 49 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | 175,663 | 50 |
| **Total Top 50** | **20,424,423** | |
| Rochester, N.Y. | 169,359 | 51 |
| Louisville, Ky. | 165,322 | 52 |
| Memphis, Tenn. | 156,576 | 53 |
| New Haven - Waterbury - Meriden, Conn. | 150,931 | 54 |
| Albany - Schenectady - Troy, N.Y. | 150,318 | 55 |
| Jacksonville, Fla. | 145,986 | 56 |
| Nashville, Tenn. | 144,475 | 57 |
| Richmond - Petersburg, Va. | 143,661 | 58 |
| Honolulu, Haw. | 143,412 | 59 |
| Buffalo, N.Y. | 142,808 | 60 |
| Oklahoma City, Okla. | 138,966 | 61 |
| Wilmington, Del. | 126,393 | 62 |
| Providence - Pawtucket - Woonsocket, R.I. | 123,755 | 63 |
| Dayton - Springfield, Ohio | 123,611 | 64 |
| Birmingham, Ala. | 121,752 | 65 |
| Raleigh - Durham, N.C. | 121,416 | 66 |
| Las Vegas, Nev. | 118,074 | 67 |
| Worcester - Fitchburg - Leominster, Mass. | 117,179 | 68 |
| Grand Rapids, Mich. | 116,164 | 69 |
| Oxnard - Ventura, Cal. | 115,363 | 70 |
| Lake County, Ill. | 110,933 | 71 |
| Fresno, Cal. | 107,720 | 72 |
| Austin, Tex. | 107,409 | 73 |
| Scranton - Wilkes-Barre, Pa. | 107,199 | 74 |
| Tucson, Ariz. | 105,874 | 75 |
| Omaha, Neb. | 105,343 | 76 |
| Allentown - Bethlehem - Easton, Pa. | 103,130 | 77 |
| Harrisburg - Lebanon - Carlisle, Pa. | 101,626 | 78 |
| Fort Myers - Cape Coral, Fla. | 98,873 | 79 |
| Tulsa, Okla. | 97,956 | 80 |
| Syracuse, N.Y. | 96,524 | 81 |
| Jersey City, N.J. | 96,077 | 82 |
| Knoxville, Tenn. | 91,552 | 83 |
| Springfield, Mass. | 89,777 | 84 |
| Akron, Ohio | 87,734 | 85 |
| Little Rock - North Little Rock, Ark. | 87,699 | 86 |
| Greenville - Spartanburg, S.C. | 87,518 | 87 |
| Sarasota, Fla. | 86,318 | 88 |
| Toledo, Ohio | 86,296 | 89 |
| Youngstown - Warren, Ohio | 85,826 | 90 |
| Santa Rosa - Petaluma, Cal. | 84,778 | 91 |
| Albuquerque, N.M. | 82,410 | 92 |
| Tacoma, Wash. | 81,993 | 93 |
| El Paso, Tex. | 80,467 | 94 |
| Baton Rouge, La. | 79,207 | 95 |
| Portsmouth - Dover - Rochester, N.H. | 78,190 | 96 |
| New Bedford - Fall River - Attleboro, Mass. | 77,025 | 97 |
| Charleston, S.C. | 76,436 | 98 |
| Lancaster, Pa. | 75,399 | 99 |
| Manchester - Nashua, N.H. | 72,680 | 100 |
| **Total Top 100** | **25,889,913** | |
| Modesto, Cal. | 70,559 | 101 |
| Columbia, S.C. | 69,154 | 102 |
| Gary - Hammond, Ind. | 68,410 | 103 |
| Colorado Springs, Colo. | 66,479 | 104 |
| Flint, Mich. | 64,754 | 105 |
| Lansing - East Lansing, Mich. | 63,180 | 106 |
| Mobile, Ala. | 62,738 | 107 |
| Atlantic City, N.J. | 62,730 | 108 |
| Chattanooga, Tenn. | 62,218 | 109 |
| Madison, Wisc. | 62,149 | 110 |
| Bakersfield, Cal. | 60,801 | 111 |
| Des Moines, Iowa | 59,996 | 112 |
| Hickory - Morganton, N.C. | 59,484 | 113 |
| Lexington-Fayette, Ky. | 59,385 | 114 |
| Jackson, Miss. | 58,812 | 115 |
| Naples, Fla. | 57,553 | 116 |
| Shreveport, La. | 57,295 | 117 |
| Reno, Nev. | 57,264 | 118 |
| Fort Wayne, Ind. | 57,225 | 119 |
| York, Pa. | 56,961 | 120 |
| Appleton - Oshkosh - Neenah, Wisc. | 56,492 | 121 |
| Daytona Beach, Fla. | 56,102 | 122 |
| Saginaw - Bay City - Midland, Mich. | 55,724 | 123 |
| Aurora - Elgin, Ill. | 55,710 | 124 |
| Poughkeepsie, N.Y. | 55,552 | 125 |
| Fort Pierce, Fla. | 54,950 | 126 |
| Spokane, Wash. | 54,375 | 127 |
| Stockton, Cal. | 54,171 | 128 |
| Trenton, N.J. | 53,830 | 129 |
| Fayetteville, N.C. | 52,884 | 130 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 52,116 | 131 |
| Evansville, Ind. | 51,795 | 132 |
| Vallejo - Fairfield - Napa, Cal. | 51,788 | 133 |
| Melbourne - Titusville - Palm Bay, Fla. | 51,536 | 134 |
| Peoria, Ill. | 51,508 | 135 |
| Lakeland - Winter Haven, Fla. | 50,599 | 136 |
| Reading, Pa. | 50,581 | 137 |
| Wichita, Kans. | 50,410 | 138 |
| Montgomery, Ala. | 50,391 | 139 |
| Orange County, N.Y. | 50,254 | 140 |
| Augusta, Ga. | 49,501 | 141 |
| South Bend - Mishawaka, Ind. | 48,995 | 142 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 47,095 | 143 |
| Macon - Warner Robins, Ga. | 46,800 | 144 |
| Portland, Me. | 46,657 | 145 |
| Rockford, Ill. | 46,458 | 146 |
| Canton, Ohio | 45,545 | 147 |
| McAllen - Edinburg - Mission, Tex. | 44,478 | 148 |
| Roanoke, Va. | 43,294 | 149 |
| Huntsville, Ala. | 42,622 | 150 |
| **Total Top 150** | **28,649,273** | |
| Savannah, Ga. | 41,812 | 151 |
| Anchorage, Alas. | 41,667 | 152 |
| Green Bay, Wisc. | 40,142 | 153 |
| Ann Arbor, Mich. | 40,116 | 154 |
| New London - Norwich, Conn. | 39,333 | 155 |
| Erie, Pa. | 39,325 | 156 |
| Columbus, Ga. | 39,179 | 157 |
| Tallahassee, Fla. | 38,890 | 158 |
| Beaumont - Port Arthur, Tex. | 38,791 | 159 |
| Johnson City - Kingsport - Bristol, Tenn. | 38,695 | 160 |
| Salinas - Seaside - Monterey, Cal. | 38,527 | 161 |
| Pensacola, Fla. | 38,106 | 162 |
| Lubbock, Tex. | 37,348 | 163 |
| Huntington - Ashland, W.Va.-Ky. | 36,866 | 164 |
| Corpus Christi, Tex. | 36,625 | 165 |
| Lorain - Elyria, Ohio | 36,579 | 166 |
| Asheville, N.C. | 36,560 | 167 |
| Kalamazoo, Mich. | 36,426 | 168 |
| St. Cloud, Minn. | 36,056 | 169 |
| Binghamton, N.Y. | 36,013 | 170 |
| Eugene - Springfield, Ore. | 35,638 | 171 |
| Utica - Rome, N.Y. | 34,558 | 172 |
| Springfield, Mo. | 34,230 | 173 |
| Charleston, W.Va. | 33,896 | 174 |
| Racine, Wisc. | 33,681 | 175 |
| Bradenton, Fla. | 33,330 | 176 |
| Killeen - Temple, Tex. | 32,884 | 177 |
| Amarillo, Tex. | 32,172 | 178 |
| Boise, Ida. | 31,489 | 179 |
| Ocala, Fla. | 31,190 | 180 |
| Tyler, Tex. | 31,050 | 181 |
| Joliet, Ill. | 30,153 | 182 |
| Wilmington, N.C. | 29,952 | 183 |
| Springfield, Ill. | 29,609 | 184 |
| Vancouver, Wash. | 28,974 | 185 |
| Visalia - Tulare - Porterville, Cal. | 28,470 | 186 |
| Lafayette, La. | 28,368 | 187 |
| Santa Cruz, Cal. | 27,969 | 188 |
| Duluth, Minn. | 27,216 | 189 |
| Cedar Rapids, Iowa | 27,146 | 190 |
| Fort Collins - Loveland, Colo. | 26,806 | 191 |
| Biloxi - Gulfport, Miss. | 26,314 | 192 |
| Hamilton - Middletown, Ohio | 26,255 | 193 |
| Billings, Mont. | 26,160 | 194 |
| Waco, Tex. | 25,779 | 195 |
| Altoona, Pa. | 25,636 | 196 |
| Fayetteville - Springdale, Ark. | 25,631 | 197 |
| Topeka, Kans. | 25,393 | 198 |
| Jacksonville, N.C. | 25,294 | 199 |
| Mansfield, Ohio | 24,455 | 200 |
| **Total Top 200** | **30,296,027** | |
| Charlottesville, Va. | 24,405 | 201 |
| Fort Walton Beach, Fla. | 24,237 | 202 |
| Boulder - Longmont, Colo. | 24,211 | 203 |
| Chico, Cal. | 24,157 | 204 |
| Burlington, Vt. | 23,916 | 205 |
| Niagara Falls, N.Y. | 23,688 | 206 |
| Champaign - Urbana - Rantoul, Ill. | 23,493 | 207 |
| Gainesville, Fla. | 23,417 | 208 |
| Brownsville - Harlingen, Tex. | 23,196 | 209 |
| Monroe, La. | 22,814 | 210 |
| Lima, Ohio | 22,592 | 211 |
| Longview - Marshall, Tex. | 22,275 | 212 |
| Panama City, Fla. | 22,271 | 213 |
| Parkersburg - Marietta, W.Va.-Ohio | 22,247 | 214 |
| Tuscaloosa, Ala. | 22,106 | 215 |
| Salem, Ore. | 22,102 | 216 |
| Pittsfield, Mass. | 21,990 | 217 |
| Wheeling, W.Va. | 21,834 | 218 |
| Fort Smith, Ark. | 21,766 | 219 |
| Bangor, Me. | 21,635 | 220 |
| Elkhart - Goshen, Ind. | 21,046 | 221 |
| Provo - Orem, Utah | 20,906 | 222 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 20,566 | 223 |
| Sharon, Pa. | 20,130 | 224 |
| Abilene, Tex. | 20,042 | 225 |
| Medford, Ore. | 20,023 | 226 |
| Eau Claire, Wisc. | 19,691 | 227 |
| Hagerstown, Md. | 19,336 | 228 |
| Redding, Cal. | 19,290 | 229 |
| Fargo - Moorhead, N.D.-Minn. | 19,266 | 230 |
| Bremerton, Wash. | 19,073 | 231 |
| Richland - Kennewick - Pasco, Wash. | 18,939 | 232 |
| Muskegon, Mich. | 18,911 | 233 |
| Johnstown, Pa. | 18,745 | 234 |
| Jackson, Mich. | 18,704 | 235 |
| Vineland - Millville - Bridgeton, N.J. | 18,653 | 236 |
| Yakima, Wash. | 18,636 | 237 |
| Lake Charles, La. | 18,607 | 238 |
| Sioux Falls, S.D. | 18,399 | 239 |
| Decatur, Ala. | 18,023 | 240 |
| Albany, Ga. | 17,766 | 241 |
| Lynchburg, Va. | 17,598 | 242 |
| Dothan, Ala. | 17,213 | 243 |
| Lincoln, Neb. | 16,979 | 244 |
| Battle Creek, Mich. | 16,931 | 245 |
| Williamsport, Pa. | 16,761 | 246 |
| State College, Pa. | 16,752 | 247 |
| Bellingham, Wash. | 16,653 | 248 |
| Anderson, S.C. | 16,652 | 249 |
| Wausau, Wisc. | 16,431 | 250 |
| **Total Top 250** | **31,311,101** | |
| Burlington, N.C. | 16,343 | 251 |
| La Crosse, Wisc. | 16,205 | 252 |
| Galveston - Texas City, Tex. | 16,184 | 253 |
| Florence, S.C. | 16,050 | 254 |
| Kokomo, Ind. | 15,946 | 255 |
| Janesville - Beloit, Wisc. | 15,934 | 256 |
| Alexandria, La. | 15,915 | 257 |
| Gadsden, Ala. | 15,703 | 258 |
| Bloomington - Normal, Ill. | 15,683 | 259 |
| Danville, Va. | 15,668 | 260 |
| Texarkana, Tex.-Ark. | 15,272 | 261 |
| Jamestown - Dunkirk, N.Y. | 15,255 | 262 |
| Beaver County, Pa. | 15,140 | 263 |
| Pueblo, Colo. | 15,124 | 264 |
| Rapid City, S.D. | 15,028 | 265 |
| Wichita Falls, Tex. | 15,027 | 266 |
| Lafayette - West Lafayette, Ind. | 14,871 | 267 |
| Columbia, Mo. | 14,617 | 268 |
| Rochester, Minn. | 14,564 | 269 |
| Merced, Cal. | 14,553 | 270 |
| Midland, Tex. | 14,351 | 271 |
| Waterloo - Cedar Falls, Iowa | 14,295 | 272 |
| Lawton, Okla. | 14,174 | 273 |
| Great Falls, Mont. | 13,788 | 274 |
| Terre Haute, Ind. | 13,787 | 275 |
| Houma - Thibodaux, La. | 13,708 | 276 |
| Odessa, Tex. | 13,394 | 277 |
| Bryan - College Station, Tex. | 13,276 | 278 |
| San Angelo, Tex. | 13,267 | 279 |
| Owensboro, Ky. | 13,176 | 280 |
| Elmira, N.Y. | 13,124 | 281 |
| Joplin, Mo. | 13,045 | 282 |
| Yuba City, Cal. | 12,913 | 283 |
| Florence, Ala. | 12,858 | 284 |
| Yuma, Ariz. | 12,829 | 285 |
| Glens Falls, N.Y. | 12,788 | 286 |
| Santa Fe, N.M. | 12,567 | 287 |
| Decatur, Ill. | 12,516 | 288 |
| Athens, Ga. | 12,301 | 289 |
| Brazoria, Tex. | 12,275 | 290 |
| Las Cruces, N.M. | 11,830 | 291 |
| Steubenville - Weirton, Ohio-W.Va. | 11,759 | 292 |
| Muncie, Ind. | 11,575 | 293 |
| Olympia, Wash. | 11,395 | 294 |
| Lewiston - Auburn, Me. | 11,323 | 295 |
| Bloomington, Ind. | 11,271 | 296 |
| Iowa City, Iowa | 11,260 | 297 |
| Cumberland, Md. | 11,238 | 298 |
| Dubuque, Iowa | 11,138 | 299 |
| Sioux City, Iowa | 11,049 | 300 |
| Pine Bluff, Ark. | 10,986 | 301 |
| Kankakee, Ill. | 10,736 | 302 |
| Anderson, Ind. | 10,581 | 303 |
| Kenosha, Wisc. | 10,497 | 304 |
| Greeley, Colo. | 10,366 | 305 |
| Victoria, Tex. | 10,230 | 306 |
| Jackson, Tenn. | 10,145 | 307 |
| Bismarck, N.D. | 10,085 | 308 |
| Anniston, Ala. | 10,043 | 309 |
| Laredo, Tex. | 9,662 | 310 |
| Sherman - Denison, Tex. | 9,443 | 311 |
| Pascagoula, Miss. | 9,436 | 312 |
| Benton Harbor, Mich. | 9,185 | 313 |
| Grand Forks, N.D. | 9,094 | 314 |
| Sheboygan, Wisc. | 9,028 | 315 |
| St. Joseph, Mo. | 8,797 | 316 |
| Cheyenne, Wyo. | 7,521 | 317 |
| Casper, Wyo. | 7,219 | 318 |
| Enid, Okla. | 6,108 | 319 |
| Lawrence, Kans. | 5,147 | 320 |
| **Total Above Areas** | **32,182,762** | |
| **Percent of U.S.** | **87.6022** | |
| **U.S. Total** | **36,737,373** | |

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1991 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# MEN'S & BOYS' CLOTHING SALES

| Area | ($000) | Rank |
|---|---|---|
| New York, N.Y. | 2,137,470 | 1 |
| Los Angeles - Long Beach, Cal. | 2,018,584 | 2 |
| Chicago, Ill. | 1,735,739 | 3 |
| Philadelphia, Pa. | 1,085,528 | 4 |
| Washington, D.C. | 1,023,500 | 5 |
| Detroit, Mich. | 1,001,948 | 6 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 935,867 | 7 |
| Nassau - Suffolk, N.Y. | 822,966 | 8 |
| Houston, Tex. | 764,998 | 9 |
| Dallas, Tex. | 726,881 | 10 |
| Anaheim - Santa Ana, Cal. | 709,911 | 11 |
| Atlanta, Ga. | 705,875 | 12 |
| Minneapolis - St. Paul, Minn. | 644,109 | 13 |
| San Francisco, Cal. | 570,346 | 14 |
| Seattle, Wash. | 533,024 | 15 |
| San Diego, Cal. | 526,429 | 16 |
| Baltimore, Md. | 516,696 | 17 |
| St. Louis, Mo. | 502,519 | 18 |
| Miami - Hialeah, Fla. | 487,854 | 19 |
| Bergen - Passaic, N.J. | 451,098 | 20 |
| Riverside - San Bernardino, Cal. | 437,804 | 21 |
| Pittsburgh, Pa. | 432,036 | 22 |
| Phoenix, Ariz. | 418,092 | 23 |
| Oakland, Cal. | 413,153 | 24 |
| Cleveland, Ohio | 411,615 | 25 |
| Denver, Colo. | 396,825 | 26 |
| Tampa - St. Petersburg - Clearwater, Fla. | 391,123 | 27 |
| San Jose, Cal. | 368,335 | 28 |
| Kansas City, Mo.-Kans. | 367,205 | 29 |
| Newark, N.J. | 351,065 | 30 |
| Milwaukee, Wisc. | 340,476 | 31 |
| Cincinnati, Ohio | 339,418 | 32 |
| Columbus, Ohio | 324,642 | 33 |
| Honolulu, Haw. | 307,901 | 34 |
| Middlesex - Somerset - Hunterdon, N.J. | 299,276 | 35 |
| Portland, Ore. | 295,001 | 36 |
| Norfolk - Virginia Beach - Newport News, Va. | 289,422 | 37 |
| Fort Worth - Arlington, Tex. | 282,860 | 38 |
| Indianapolis, Ind. | 281,218 | 39 |
| Sacramento, Cal. | 278,743 | 40 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 267,176 | 41 |
| New Orleans, La. | 265,936 | 42 |
| San Antonio, Tex. | 251,748 | 43 |
| Salt Lake City - Ogden, Utah | 238,963 | 44 |
| Hartford - New Britain - Middletown - Bristol, Conn. | 237,565 | 45 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | 236,697 | 46 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | 229,344 | 47 |
| Monmouth - Ocean, N.J. | 228,965 | 48 |
| Nashville, Tenn. | 224,290 | 49 |
| Orlando, Fla. | 223,404 | 50 |
| **Total Top 50** | **27,331,840** | |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 216,229 | 51 |
| Memphis, Tenn. | 208,181 | 52 |
| Portland, Me. | 195,477 | 53 |
| Louisville, Ky. | 193,250 | 54 |
| Birmingham, Ala. | 192,492 | 55 |
| Buffalo, N.Y. | 188,811 | 56 |
| Dayton - Springfield, Ohio | 188,486 | 57 |
| Rochester, N.Y. | 187,857 | 58 |
| Oklahoma City, Okla. | 185,481 | 59 |
| Las Vegas, Nev. | 184,469 | 60 |
| Greensboro - Winston-Salem - High Point, N.C. | 182,568 | 61 |
| Grand Rapids, Mich. | 179,992 | 62 |
| Providence - Pawtucket - Woonsocket, R.I. | 178,326 | 63 |
| Richmond - Petersburg, Va. | 176,958 | 64 |
| Albany - Schenectady - Troy, N.Y. | 170,318 | 65 |
| New Haven - Waterbury - Meriden, Conn. | 166,533 | 66 |
| Austin, Tex. | 158,504 | 67 |
| Toledo, Ohio | 157,036 | 68 |
| Jacksonville, Fla. | 156,263 | 69 |
| Raleigh - Durham, N.C. | 152,193 | 70 |
| Scranton - Wilkes-Barre, Pa. | 144,056 | 71 |
| Oxnard - Ventura, Cal. | 139,205 | 72 |
| Omaha, Neb. | 138,754 | 73 |
| Tulsa, Okla. | 138,158 | 74 |
| Knoxville, Tenn. | 135,929 | 75 |
| Worcester - Fitchburg - Leominster, Mass. | 133,151 | 76 |
| Allentown - Bethlehem - Easton, Pa. | 132,972 | 77 |
| Springfield, Mass. | 124,291 | 78 |
| Wilmington, Del. | 124,013 | 79 |
| St. Cloud, Minn. | 123,008 | 80 |
| Little Rock - North Little Rock, Ark. | 121,718 | 81 |
| Syracuse, N.Y. | 120,858 | 82 |
| Jersey City, N.J. | 120,779 | 83 |
| Baton Rouge, La. | 119,901 | 84 |
| New Bedford - Fall River - Attleboro, Mass. | 118,508 | 85 |
| Albuquerque, N.M. | 117,616 | 86 |
| Tucson, Ariz. | 115,590 | 87 |
| Akron, Ohio | 114,785 | 88 |
| Greenville - Spartanburg, S.C. | 113,967 | 89 |
| Wichita, Kans. | 113,808 | 90 |
| Fresno, Cal. | 113,338 | 91 |
| Lake County, Ill. | 110,544 | 92 |
| El Paso, Tex. | 109,280 | 93 |
| Des Moines, Iowa | 107,729 | 94 |
| Harrisburg - Lebanon - Carlisle, Pa. | 107,473 | 95 |
| Reading, Pa. | 105,393 | 96 |
| Manchester - Nashua, N.H. | 102,545 | 97 |
| Madison, Wisc. | 99,519 | 98 |
| Lansing - East Lansing, Mich. | 96,530 | 99 |
| Flint, Mich. | 96,324 | 100 |
| **Total Top 100** | **34,510,806** | |
| Tacoma, Wash. | 95,303 | 101 |
| Lexington-Fayette, Ky. | 95,143 | 102 |
| Gary - Hammond, Ind. | 95,106 | 103 |
| Youngstown - Warren, Ohio | 94,222 | 104 |
| Saginaw - Bay City - Midland, Mich. | 92,971 | 105 |
| Columbia, S.C. | 91,931 | 106 |
| Spokane, Wash. | 88,891 | 107 |
| Reno, Nev. | 86,503 | 108 |
| Charleston, S.C. | 86,342 | 109 |
| Portsmouth - Dover - Rochester, N.H. | 86,054 | 110 |
| Aurora - Elgin, Ill. | 85,584 | 111 |
| Trenton, N.J. | 85,224 | 112 |
| Atlantic City, N.J. | 83,450 | 113 |
| Bakersfield, Cal. | 80,500 | 114 |
| Chattanooga, Tenn. | 80,472 | 115 |
| Mobile, Ala. | 78,021 | 116 |
| York, Pa. | 77,341 | 117 |
| Fort Wayne, Ind. | 76,350 | 118 |
| Augusta, Ga. | 76,348 | 119 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 76,063 | 120 |
| Jackson, Miss. | 75,797 | 121 |
| Salinas - Seaside - Monterey, Cal. | 73,170 | 122 |
| Santa Rosa - Petaluma, Cal. | 73,071 | 123 |
| Colorado Springs, Colo. | 72,159 | 124 |
| Johnson City - Kingsport - Bristol, Tenn. | 71,998 | 125 |
| Beaumont - Port Arthur, Tex. | 71,429 | 126 |
| Ann Arbor, Mich. | 70,889 | 127 |
| Orange County, N.Y. | 70,758 | 128 |
| Canton, Ohio | 70,649 | 129 |
| Fort Myers - Cape Coral, Fla. | 69,370 | 130 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 68,762 | 131 |
| Shreveport, La. | 68,696 | 132 |
| Appleton - Oshkosh - Neenah, Wisc. | 67,844 | 133 |
| Stockton, Cal. | 67,488 | 134 |
| Lancaster, Pa. | 67,475 | 135 |
| Anchorage, Alas. | 64,644 | 136 |
| Daytona Beach, Fla. | 63,271 | 137 |
| Modesto, Cal. | 62,978 | 138 |
| Montgomery, Ala. | 62,760 | 139 |
| McAllen - Edinburg - Mission, Tex. | 62,423 | 140 |
| Sarasota, Fla. | 62,028 | 141 |
| Peoria, Ill. | 60,801 | 142 |
| Huntington - Ashland, W.Va.-Ky. | 60,298 | 143 |
| Vallejo - Fairfield - Napa, Cal. | 60,040 | 144 |
| Melbourne - Titusville - Palm Bay, Fla. | 59,791 | 145 |
| South Bend - Mishawaka, Ind. | 59,266 | 146 |
| Pensacola, Fla. | 59,235 | 147 |
| Poughkeepsie, N.Y. | 59,093 | 148 |
| Huntsville, Ala. | 59,087 | 149 |
| Roanoke, Va. | 59,047 | 150 |
| **Total Top 150** | **38,196,942** | |
| Rockford, Ill. | 58,733 | 151 |
| Evansville, Ind. | 58,192 | 152 |
| Springfield, Mo. | 57,761 | 153 |
| Amarillo, Tex. | 57,309 | 154 |
| Binghamton, N.Y. | 57,269 | 155 |
| Lakeland - Winter Haven, Fla. | 53,521 | 156 |
| Charleston, W.Va. | 53,240 | 157 |
| Kalamazoo, Mich. | 52,655 | 158 |
| Lubbock, Tex. | 52,564 | 159 |
| Green Bay, Wisc. | 52,299 | 160 |
| New London - Norwich, Conn. | 51,632 | 161 |
| Macon - Warner Robins, Ga. | 50,810 | 162 |
| Boulder - Longmont, Colo. | 50,288 | 163 |
| Eugene - Springfield, Ore. | 49,563 | 164 |
| Corpus Christi, Tex. | 49,474 | 165 |
| Terre Haute, Ind. | 48,492 | 166 |
| Lincoln, Neb. | 48,190 | 167 |
| Springfield, Ill. | 47,114 | 168 |
| Erie, Pa. | 46,579 | 169 |
| Fayetteville, N.C. | 46,452 | 170 |
| Brownsville - Harlingen, Tex. | 46,428 | 171 |
| Duluth, Minn. | 46,208 | 172 |
| Utica - Rome, N.Y. | 45,995 | 173 |
| Tallahassee, Fla. | 45,875 | 174 |
| Columbus, Ga. | 45,592 | 175 |
| Galveston - Texas City, Tex. | 45,061 | 176 |
| Savannah, Ga. | 44,438 | 177 |
| Bangor, Me. | 44,390 | 178 |
| Lafayette, La. | 43,889 | 179 |
| Champaign - Urbana - Rantoul, Ill. | 42,832 | 180 |
| Salem, Ore. | 42,656 | 181 |
| Cedar Rapids, Iowa | 41,917 | 182 |
| Fargo - Moorhead, N.D.-Minn. | 41,799 | 183 |
| Joliet, Ill. | 41,393 | 184 |
| Decatur, Ill. | 40,582 | 185 |
| Laredo, Tex. | 39,539 | 186 |
| Racine, Wisc. | 38,291 | 187 |
| Sioux Falls, S.D. | 38,279 | 188 |
| Niagara Falls, N.Y. | 38,197 | 189 |
| Naples, Fla. | 37,699 | 190 |
| Visalia - Tulare - Porterville, Cal. | 37,579 | 191 |
| Monroe, La. | 37,505 | 192 |
| Waco, Tex. | 37,425 | 193 |
| Lorain - Elyria, Ohio | 37,375 | 194 |
| Gainesville, Fla. | 37,300 | 195 |
| Provo - Orem, Utah | 36,324 | 196 |
| Bradenton, Fla. | 35,433 | 197 |
| Fort Pierce, Fla. | 35,291 | 198 |
| Topeka, Kans. | 35,088 | 199 |
| Asheville, N.C. | 34,838 | 200 |
| **Total Top 200** | **40,454,297** | |
| Alexandria, La. | 34,707 | 201 |
| Lima, Ohio | 34,442 | 202 |
| Fort Smith, Ark. | 33,839 | 203 |
| Boise, Ida. | 33,271 | 204 |
| Burlington, Vt. | 32,931 | 205 |
| Rochester, Minn. | 32,901 | 206 |
| Santa Cruz, Cal. | 32,892 | 207 |
| Tuscaloosa, Ala. | 32,846 | 208 |
| Eau Claire, Wisc. | 32,451 | 209 |
| Lafayette - West Lafayette, Ind. | 32,323 | 210 |
| Tyler, Tex. | 32,241 | 211 |
| Killeen - Temple, Tex. | 32,190 | 212 |
| Charlottesville, Va. | 31,889 | 213 |
| Wichita Falls, Tex. | 31,881 | 214 |
| Longview - Marshall, Tex. | 31,389 | 215 |
| Lynchburg, Va. | 31,211 | 216 |
| Anderson, Ind. | 30,802 | 217 |
| Wheeling, W.Va. | 30,546 | 218 |
| Pittsfield, Mass. | 30,526 | 219 |
| Yakima, Wash. | 30,227 | 220 |
| Sioux City, Iowa | 30,082 | 221 |
| Wilmington, N.C. | 30,068 | 222 |
| Vancouver, Wash. | 29,676 | 223 |
| Altoona, Pa. | 29,598 | 224 |
| Bloomington - Normal, Ill. | 29,510 | 225 |
| Parkersburg - Marietta, W.Va.-Ohio | 29,243 | 226 |
| Hickory - Morganton, N.C. | 29,189 | 227 |
| Ocala, Fla. | 29,021 | 228 |
| Dothan, Ala. | 28,851 | 229 |
| Florence, Ala. | 28,410 | 230 |
| Beaver County, Pa. | 28,282 | 231 |
| Lake Charles, La. | 28,118 | 232 |
| Waterloo - Cedar Falls, Iowa | 27,895 | 233 |
| Fort Walton Beach, Fla. | 27,867 | 234 |
| Biloxi - Gulfport, Miss. | 27,715 | 235 |
| Panama City, Fla. | 27,682 | 236 |
| Medford, Ore. | 27,562 | 237 |
| Fayetteville - Springdale, Ark. | 27,450 | 238 |
| Billings, Mont. | 27,223 | 239 |
| Battle Creek, Mich. | 27,222 | 240 |
| Lawton, Okla. | 27,127 | 241 |
| Fort Collins - Loveland, Colo. | 27,087 | 242 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 27,001 | 243 |
| Texarkana, Tex.-Ark. | 26,758 | 244 |
| Chico, Cal. | 26,280 | 245 |
| Johnstown, Pa. | 26,183 | 246 |
| Mansfield, Ohio | 26,171 | 247 |
| Jackson, Mich. | 25,955 | 248 |
| Bloomington, Ind. | 25,844 | 249 |
| Santa Fe, N.M. | 25,744 | 250 |
| **Total Top 250** | **41,934,566** | |
| Athens, Ga. | 25,372 | 251 |
| Florence, S.C. | 25,333 | 252 |
| Muskegon, Mich. | 25,223 | 253 |
| Grand Forks, N.D. | 25,180 | 254 |
| La Crosse, Wisc. | 24,985 | 255 |
| Joplin, Mo. | 24,016 | 256 |
| Columbia, Mo. | 23,891 | 257 |
| Benton Harbor, Mich. | 23,851 | 258 |
| Janesville - Beloit, Wisc. | 23,833 | 259 |
| Lewiston - Auburn, Me. | 23,771 | 260 |
| Bryan - College Station, Tex. | 23,712 | 261 |
| Houma - Thibodaux, La. | 23,449 | 262 |
| Abilene, Tex. | 23,356 | 263 |
| Brazoria, Tex. | 23,348 | 264 |
| Albany, Ga. | 23,328 | 265 |
| Elmira, N.Y. | 23,014 | 266 |
| Rapid City, S.D. | 22,846 | 267 |
| State College, Pa. | 22,705 | 268 |
| Richland - Kennewick - Pasco, Wash. | 22,658 | 269 |
| Muncie, Ind. | 22,547 | 270 |
| Dubuque, Iowa | 22,418 | 271 |
| Odessa, Tex. | 22,376 | 272 |
| Wausau, Wisc. | 22,339 | 273 |
| Bellingham, Wash. | 22,285 | 274 |
| Burlington, N.C. | 22,258 | 275 |
| Elkhart - Goshen, Ind. | 22,233 | 276 |
| Williamsport, Pa. | 22,211 | 277 |
| Anderson, S.C. | 22,064 | 278 |
| Redding, Cal. | 22,047 | 279 |
| Midland, Tex. | 22,007 | 280 |
| Cumberland, Md. | 21,997 | 281 |
| Olympia, Wash. | 21,884 | 282 |
| Jackson, Tenn. | 21,638 | 283 |
| Vineland - Millville - Bridgeton, N.J. | 21,590 | 284 |
| Hagerstown, Md. | 21,156 | 285 |
| Owensboro, Ky. | 20,960 | 286 |
| Bismarck, N.D. | 20,773 | 287 |
| Jamestown - Dunkirk, N.Y. | 20,742 | 288 |
| Danville, Va. | 20,463 | 289 |
| Steubenville - Weirton, Ohio-W.Va. | 20,409 | 290 |
| Bremerton, Wash. | 20,350 | 291 |
| Hamilton - Middletown, Ohio | 20,203 | 292 |
| San Angelo, Tex. | 20,066 | 293 |
| Jacksonville, N.C. | 19,422 | 294 |
| Merced, Cal. | 19,258 | 295 |
| Sharon, Pa. | 19,162 | 296 |
| Glens Falls, N.Y. | 19,135 | 297 |
| Pueblo, Colo. | 19,021 | 298 |
| Sherman - Denison, Tex. | 18,088 | 299 |
| Kenosha, Wisc. | 17,889 | 300 |
| Decatur, Ala. | 17,499 | 301 |
| Victoria, Tex. | 16,974 | 302 |
| Anniston, Ala. | 16,910 | 303 |
| Greeley, Colo. | 16,768 | 304 |
| Yuma, Ariz. | 16,594 | 305 |
| Iowa City, Iowa | 16,532 | 306 |
| Sheboygan, Wisc. | 16,350 | 307 |
| Gadsden, Ala. | 15,602 | 308 |
| Las Cruces, N.M. | 15,575 | 309 |
| St. Joseph, Mo. | 15,191 | 310 |
| Great Falls, Mont. | 14,752 | 311 |
| Cheyenne, Wyo. | 14,709 | 312 |
| Yuba City, Cal. | 14,350 | 313 |
| Pine Bluff, Ark. | 13,981 | 314 |
| Kokomo, Ind. | 12,957 | 315 |
| Enid, Okla. | 12,772 | 316 |
| Lawrence, Kans. | 12,720 | 317 |
| Pascagoula, Miss. | 12,638 | 318 |
| Kankakee, Ill. | 12,038 | 319 |
| Casper, Wyo. | 10,864 | 320 |
| **Total Above Areas** | **43,333,254** | |
| **Percent of U.S.** | **86.5953** | |
| **U.S. Total** | **50,041,089** | |

# WOMEN'S & GIRLS' CLOTHING SALES

| Area | ($000) | Rank |
|---|---|---|
| New York, N.Y. | 4,284,819 | 1 |
| Los Angeles - Long Beach, Cal. | 4,056,255 | 2 |
| Chicago, Ill. | 3,886,990 | 3 |
| Philadelphia, Pa. | 2,328,925 | 4 |
| Detroit, Mich. | 2,067,564 | 5 |
| Washington, D.C. | 2,065,352 | 6 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 2,023,792 | 7 |
| Nassau - Suffolk, N.Y. | 1,645,433 | 8 |
| Atlanta, Ga. | 1,564,512 | 9 |
| Houston, Tex. | 1,466,425 | 10 |
| Dallas, Tex. | 1,459,005 | 11 |
| Anaheim - Santa Ana, Cal. | 1,381,430 | 12 |
| Minneapolis - St. Paul, Minn. | 1,144,114 | 13 |
| Indianapolis, Ind. | 1,102,852 | 14 |
| St. Louis, Mo. | 1,092,511 | 15 |
| Bergen - Passaic, N.J. | 1,091,621 | 16 |
| San Diego, Cal. | 1,051,027 | 17 |
| San Francisco, Cal. | 1,041,271 | 18 |
| Miami - Hialeah, Fla. | 1,033,592 | 19 |
| Seattle, Wash. | 1,031,866 | 20 |
| Baltimore, Md. | 1,020,620 | 21 |
| Phoenix, Ariz. | 982,285 | 22 |
| Pittsburgh, Pa. | 911,024 | 23 |
| Oakland, Cal. | 875,676 | 24 |
| Cleveland, Ohio | 868,328 | 25 |
| Newark, N.J. | 852,585 | 26 |
| Riverside - San Bernardino, Cal. | 816,204 | 27 |
| Denver, Colo. | 806,823 | 28 |
| Tampa - St. Petersburg - Clearwater, Fla. | 802,990 | 29 |
| San Jose, Cal. | 802,063 | 30 |
| Norfolk - Virginia Beach - Newport News, Va. | 792,236 | 31 |
| Kansas City, Mo.-Kans. | 738,531 | 32 |
| Cincinnati, Ohio | 712,849 | 33 |
| Milwaukee, Wisc. | 675,228 | 34 |
| Columbus, Ohio | 606,174 | 35 |
| Honolulu, Haw. | 604,786 | 36 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 588,936 | 37 |
| Portland, Ore. | 582,730 | 38 |
| Middlesex - Somerset - Hunterdon, N.J. | 571,060 | 39 |
| New Orleans, La. | 564,913 | 40 |
| Sacramento, Cal. | 558,463 | 41 |
| Fort Worth - Arlington, Tex. | 552,223 | 42 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 549,049 | 43 |
| San Antonio, Tex. | 537,304 | 44 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | 496,611 | 45 |
| Hartford - New Britain - Middletown - Bristol, Conn. | 493,346 | 46 |
| Monmouth - Ocean, N.J. | 489,815 | 47 |
| Nashville, Tenn. | 477,363 | 48 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | 472,022 | 49 |
| Orlando, Fla. | 469,109 | 50 |
| **Total Top 50** | **57,090,702** | |
| Salt Lake City - Ogden, Utah | 451,808 | 51 |
| Memphis, Tenn. | 451,734 | 52 |
| Birmingham, Ala. | 444,157 | 53 |
| Louisville, Ky. | 430,212 | 54 |
| Greensboro - Winston-Salem - High Point, N.C. | 422,363 | 55 |
| Richmond - Petersburg, Va. | 394,871 | 56 |
| Rochester, N.Y. | 390,760 | 57 |
| Dayton - Springfield, Ohio | 385,702 | 58 |
| Oklahoma City, Okla. | 375,884 | 59 |
| Jacksonville, Fla. | 373,391 | 60 |
| Buffalo, N.Y. | 361,078 | 61 |
| Albany - Schenectady - Troy, N.Y. | 355,950 | 62 |
| Providence - Pawtucket - Woonsocket, R.I. | 349,759 | 63 |
| New Haven - Waterbury - Meriden, Conn. | 348,041 | 64 |
| Raleigh - Durham, N.C. | 335,282 | 65 |
| Jersey City, N.J. | 327,655 | 66 |
| Austin, Tex. | 325,546 | 67 |
| Las Vegas, Nev. | 317,212 | 68 |
| Grand Rapids, Mich. | 316,488 | 69 |
| Scranton - Wilkes-Barre, Pa. | 314,651 | 70 |
| Greenville - Spartanburg, S.C. | 305,184 | 71 |
| Toledo, Ohio | 301,776 | 72 |
| Tulsa, Okla. | 299,781 | 73 |
| Allentown - Bethlehem - Easton, Pa. | 294,556 | 74 |
| Knoxville, Tenn. | 288,357 | 75 |
| Worcester - Fitchburg - Leominster, Mass. | 281,625 | 76 |
| Omaha, Neb. | 266,333 | 77 |
| Little Rock - North Little Rock, Ark. | 264,523 | 78 |
| Springfield, Mass. | 263,018 | 79 |
| Wilmington, Del. | 260,868 | 80 |
| Oxnard - Ventura, Cal. | 256,933 | 81 |
| New Bedford - Fall River - Attleboro, Mass. | 254,571 | 82 |
| Baton Rouge, La. | 249,287 | 83 |
| Syracuse, N.Y. | 238,607 | 84 |
| Reading, Pa. | 236,374 | 85 |
| Tucson, Ariz. | 234,170 | 86 |
| Harrisburg - Lebanon - Carlisle, Pa. | 228,578 | 87 |
| Lake County, Ill. | 225,997 | 88 |
| Lexington-Fayette, Ky. | 223,230 | 89 |
| Portland, Me. | 222,542 | 90 |
| Akron, Ohio | 217,804 | 91 |
| Columbia, S.C. | 214,698 | 92 |
| El Paso, Tex. | 213,403 | 93 |
| Des Moines, Iowa | 211,976 | 94 |
| St. Cloud, Minn. | 207,584 | 95 |
| Fresno, Cal. | 205,161 | 96 |
| Albuquerque, N.M. | 203,159 | 97 |
| Manchester - Nashua, N.H. | 197,049 | 98 |
| Youngstown - Warren, Ohio | 194,586 | 99 |
| Wichita, Kans. | 192,685 | 100 |
| **Total Top 100** | **71,817,661** | |
| Flint, Mich. | 192,129 | 101 |
| Atlantic City, N.J. | 191,538 | 102 |
| Charleston, S.C. | 190,957 | 103 |
| Madison, Wisc. | 190,153 | 104 |
| Lansing - East Lansing, Mich. | 183,478 | 105 |
| Tacoma, Wash. | 182,547 | 106 |
| Aurora - Elgin, Ill. | 181,139 | 107 |
| Trenton, N.J. | 179,255 | 108 |
| Jackson, Miss. | 177,178 | 109 |
| Saginaw - Bay City - Midland, Mich. | 176,698 | 110 |
| Mobile, Ala. | 176,113 | 111 |
| Spokane, Wash. | 175,455 | 112 |
| Gary - Hammond, Ind. | 173,189 | 113 |
| Fort Myers - Cape Coral, Fla. | 168,515 | 114 |
| Portsmouth - Dover - Rochester, N.H. | 165,814 | 115 |
| Terre Haute, Ind. | 162,140 | 116 |
| Chattanooga, Tenn. | 161,026 | 117 |
| Augusta, Ga. | 160,909 | 118 |
| Colorado Springs, Colo. | 160,551 | 119 |
| York, Pa. | 159,126 | 120 |
| Fort Wayne, Ind. | 158,324 | 121 |
| Sarasota, Fla. | 157,666 | 122 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 157,104 | 123 |
| Reno, Nev. | 156,821 | 124 |
| Canton, Ohio | 155,074 | 125 |
| Beaumont - Port Arthur, Tex. | 152,445 | 126 |
| Shreveport, La. | 152,285 | 127 |
| Santa Rosa - Petaluma, Cal. | 151,280 | 128 |
| Lancaster, Pa. | 148,671 | 129 |
| Salinas - Seaside - Monterey, Cal. | 146,881 | 130 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 144,502 | 131 |
| Ann Arbor, Mich. | 144,107 | 132 |
| Huntsville, Ala. | 142,910 | 133 |
| Roanoke, Va. | 142,848 | 134 |
| Anchorage, Alas. | 140,200 | 135 |
| Poughkeepsie, N.Y. | 139,112 | 136 |
| Bakersfield, Cal. | 136,664 | 137 |
| Montgomery, Ala. | 136,651 | 138 |
| Johnson City - Kingsport - Bristol, Tenn. | 134,522 | 139 |
| Appleton - Oshkosh - Neenah, Wisc. | 132,345 | 140 |
| Orange County, N.Y. | 131,003 | 141 |
| Vallejo - Fairfield - Napa, Cal. | 127,093 | 142 |
| Pensacola, Fla. | 126,525 | 143 |
| Peoria, Ill. | 126,478 | 144 |
| Stockton, Cal. | 125,768 | 145 |
| Daytona Beach, Fla. | 125,255 | 146 |
| Melbourne - Titusville - Palm Bay, Fla. | 123,637 | 147 |
| Evansville, Ind. | 122,867 | 148 |
| Rockford, Ill. | 122,503 | 149 |
| Huntington - Ashland, W.Va.-Ky. | 121,878 | 150 |
| **Total Top 150** | **79,508,990** | |
| McAllen - Edinburg - Mission, Tex. | 121,585 | 151 |
| Modesto, Cal. | 120,814 | 152 |
| Amarillo, Tex. | 120,057 | 153 |
| Binghamton, N.Y. | 117,853 | 154 |
| Macon - Warner Robins, Ga. | 116,851 | 155 |
| Corpus Christi, Tex. | 115,733 | 156 |
| Springfield, Mo. | 115,526 | 157 |
| Utica - Rome, N.Y. | 114,254 | 158 |
| Lakeland - Winter Haven, Fla. | 113,316 | 159 |
| South Bend - Mishawaka, Ind. | 110,663 | 160 |
| Kalamazoo, Mich. | 109,424 | 161 |
| Charleston, W.Va. | 108,968 | 162 |
| New London - Norwich, Conn. | 107,593 | 163 |
| Savannah, Ga. | 107,463 | 164 |
| Lafayette, La. | 106,190 | 165 |
| Lubbock, Tex. | 103,185 | 166 |
| Boulder - Longmont, Colo. | 102,852 | 167 |
| Galveston - Texas City, Tex. | 101,339 | 168 |
| Columbus, Ga. | 100,443 | 169 |
| Brownsville - Harlingen, Tex. | 100,101 | 170 |
| Lincoln, Neb. | 100,053 | 171 |
| Green Bay, Wisc. | 99,671 | 172 |
| Erie, Pa. | 99,208 | 173 |
| Eugene - Springfield, Ore. | 99,146 | 174 |
| Tallahassee, Fla. | 96,908 | 175 |
| Springfield, Ill. | 96,388 | 176 |
| Fayetteville, N.C. | 91,247 | 177 |
| Duluth, Minn. | 90,233 | 178 |
| Naples, Fla. | 89,920 | 179 |
| Cedar Rapids, Iowa | 86,323 | 180 |
| Salem, Ore. | 84,466 | 181 |
| Fort Pierce, Fla. | 83,023 | 182 |
| Monroe, La. | 82,899 | 183 |
| Charlottesville, Va. | 82,707 | 184 |
| Fargo - Moorhead, N.D.-Minn. | 82,212 | 185 |
| Joliet, Ill. | 82,146 | 186 |
| Niagara Falls, N.Y. | 78,911 | 187 |
| Champaign - Urbana - Rantoul, Ill. | 78,081 | 188 |
| Waco, Tex. | 77,666 | 189 |
| Sioux Falls, S.D. | 76,133 | 190 |
| Gainesville, Fla. | 74,515 | 191 |
| Fort Smith, Ark. | 72,192 | 192 |
| Lorain - Elyria, Ohio | 71,643 | 193 |
| Hickory - Morganton, N.C. | 71,127 | 194 |
| Topeka, Kans. | 70,831 | 195 |
| Alexandria, La. | 70,571 | 196 |
| Racine, Wisc. | 70,322 | 197 |
| Tuscaloosa, Ala. | 70,177 | 198 |
| Asheville, N.C. | 69,935 | 199 |
| Tyler, Tex. | 69,235 | 200 |
| **Total Top 200** | **84,191,089** | |
| Visalia - Tulare - Porterville, Cal. | 69,063 | 201 |
| Lynchburg, Va. | 68,106 | 202 |
| Killeen - Temple, Tex. | 57,616 | 203 |
| Laredo, Tex. | 67,434 | 204 |
| Lima, Ohio | 66,714 | 205 |
| Boise, Ida. | 66,435 | 206 |
| Bradenton, Fla. | 66,429 | 207 |
| Provo - Orem, Utah | 66,264 | 208 |
| Bangor, Me. | 66,218 | 209 |
| Dothan, Ala. | 65,808 | 210 |
| Pittsfield, Mass. | 65,225 | 211 |
| Parkersburg - Marietta, W.Va.-Ohio | 64,836 | 212 |
| Santa Cruz, Cal. | 63,029 | 213 |
| Lake Charles, La. | 62,845 | 214 |
| Longview - Marshall, Tex. | 62,383 | 215 |
| Lafayette - West Lafayette, Ind. | 62,178 | 216 |
| Rochester, Minn. | 62,151 | 217 |
| Altoona, Pa. | 62,145 | 218 |
| Wilmington, N.C. | 61,521 | 219 |
| Wheeling, W.Va. | 60,970 | 220 |
| Billings, Mont. | 60,814 | 221 |
| Eau Claire, Wisc. | 60,796 | 222 |
| Fort Walton Beach, Fla. | 59,315 | 223 |
| Vancouver, Wash. | 58,887 | 224 |
| Fort Collins - Loveland, Colo. | 57,648 | 225 |
| Wichita Falls, Tex. | 57,141 | 226 |
| Beaver County, Pa. | 57,091 | 227 |
| Biloxi - Gulfport, Miss. | 56,876 | 228 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 56,709 | 229 |
| Burlington, Vt. | 56,488 | 230 |
| Bloomington - Normal, Ill. | 56,175 | 231 |
| Waterloo - Cedar Falls, Iowa | 56,126 | 232 |
| Midland, Tex. | 56,063 | 233 |
| Anderson, S.C. | 55,969 | 234 |
| Florence, Ala. | 55,149 | 235 |
| Ocala, Fla. | 55,107 | 236 |
| Lawton, Okla. | 54,544 | 237 |
| Columbia, Mo. | 54,413 | 238 |
| Johnstown, Pa. | 54,407 | 239 |
| Texarkana, Tex.-Ark. | 54,396 | 240 |
| Joplin, Mo. | 53,384 | 241 |
| Panama City, Fla. | 53,087 | 242 |
| Athens, Ga. | 52,887 | 243 |
| Mansfield, Ohio | 52,827 | 244 |
| Santa Fe, N.M. | 52,652 | 245 |
| Sioux City, Iowa | 52,641 | 246 |
| Yakima, Wash. | 52,591 | 247 |
| Medford, Ore. | 52,543 | 248 |
| La Crosse, Wisc. | 52,504 | 249 |
| Albany, Ga. | 51,524 | 250 |
| **Total Top 250** | **87,149,213** | |
| Houma - Thibodaux, La. | 51,388 | 251 |
| Abilene, Tex. | 50,537 | 252 |
| Fayetteville - Springdale, Ark. | 50,433 | 253 |
| Dubuque, Iowa | 49,834 | 254 |
| Janesville - Beloit, Wisc. | 48,805 | 255 |
| Decatur, Ill. | 48,752 | 256 |
| Florence, S.C. | 47,988 | 257 |
| Muskegon, Mich. | 47,847 | 258 |
| Chico, Cal. | 47,793 | 259 |
| Burlington, N.C. | 47,751 | 260 |
| Brazoria, Tex. | 47,658 | 261 |
| Owensboro, Ky. | 47,648 | 262 |
| Jackson, Tenn. | 47,569 | 263 |
| Battle Creek, Mich. | 46,567 | 264 |
| Bryan - College Station, Tex. | 46,519 | 265 |
| Olympia, Wash. | 46,504 | 266 |
| Elkhart - Goshen, Ind. | 46,258 | 267 |
| Odessa, Tex. | 46,063 | 268 |
| Cumberland, Md. | 45,468 | 269 |
| Elmira, N.Y. | 45,338 | 270 |
| Bremerton, Wash. | 44,888 | 271 |
| Hamilton - Middletown, Ohio | 44,784 | 272 |
| Jackson, Mich. | 44,613 | 273 |
| Williamsport, Pa. | 44,415 | 274 |
| Grand Forks, N.D. | 44,072 | 275 |
| Benton Harbor, Mich. | 43,567 | 276 |
| Bloomington, Ind. | 43,409 | 277 |
| Glens Falls, N.Y. | 43,345 | 278 |
| Muncie, Ind. | 42,414 | 279 |
| Vineland - Millville - Bridgeton, N.J. | 41,992 | 280 |
| State College, Pa. | 41,979 | 281 |
| Rapid City, S.D. | 41,865 | 282 |
| Jamestown - Dunkirk, N.Y. | 41,723 | 283 |
| Bismarck, N.D. | 41,501 | 284 |
| Richland - Kennewick - Pasco, Wash. | 41,173 | 285 |
| Wausau, Wisc. | 40,787 | 286 |
| San Angelo, Tex. | 40,483 | 287 |
| Sherman - Denison, Tex. | 40,281 | 288 |
| Hagerstown, Md. | 39,619 | 289 |
| Redding, Cal. | 39,373 | 290 |
| Steubenville - Weirton, Ohio-W.Va. | 39,195 | 291 |
| Decatur, Ala. | 39,047 | 292 |
| Bellingham, Wash. | 38,992 | 293 |
| Anderson, Ind. | 37,977 | 294 |
| Great Falls, Mont. | 37,945 | 295 |
| Anniston, Ala. | 37,816 | 296 |
| Greeley, Colo. | 37,555 | 297 |
| Sharon, Pa. | 37,243 | 298 |
| Pueblo, Colo. | 36,634 | 299 |
| Iowa City, Iowa | 36,252 | 300 |
| Gadsden, Ala. | 36,137 | 301 |
| Danville, Va. | 35,929 | 302 |
| Kenosha, Wisc. | 35,275 | 303 |
| Lewiston - Auburn, Me. | 35,036 | 304 |
| Victoria, Tex. | 34,373 | 305 |
| Jacksonville, N.C. | 33,640 | 306 |
| Pine Bluff, Ark. | 32,983 | 307 |
| Yuma, Ariz. | 32,744 | 308 |
| Las Cruces, N.M. | 31,818 | 309 |
| Merced, Cal. | 31,728 | 310 |
| St. Joseph, Mo. | 29,173 | 311 |
| Sheboygan, Wisc. | 29,019 | 312 |
| Cheyenne, Wyo. | 27,311 | 313 |
| Enid, Okla. | 27,000 | 314 |
| Yuba City, Cal. | 26,646 | 315 |
| Kankakee, Ill. | 25,541 | 316 |
| Lawrence, Kans. | 24,750 | 317 |
| Pascagoula, Miss. | 23,100 | 318 |
| Kokomo, Ind. | 20,153 | 319 |
| Casper, Wyo. | 17,742 | 320 |
| **Total Above Areas** | **89,920,970** | |
| **Percent of U.S.** | **87.3311** | |
| **U.S. Total** | **102,965,626** | |

# FOOTWEAR SALES

| Area | ($000) | Rank |
|---|---|---|
| **Los Angeles** - Long Beach, Cal. | 1,204,658 | 1 |
| **New York**, N.Y. | 1,144,992 | 2 |
| **Chicago**, Ill. | 985,982 | 3 |
| **Philadelphia**, Pa. | 569,728 | 4 |
| **Detroit**, Mich. | 539,798 | 5 |
| **Washington**, D.C. | 534,040 | 6 |
| **Boston** - Lawrence - Salem - Lowell - Brockton, Mass. | 447,487 | 7 |
| **Nassau** - Suffolk, N.Y. | 415,168 | 8 |
| **Dallas**, Tex. | 406,907 | 9 |
| **Atlanta**, Ga. | 397,645 | 10 |
| **Houston**, Tex. | 397,210 | 11 |
| **Anaheim** - Santa Ana, Cal. | 386,312 | 12 |
| **San Diego**, Cal. | 332,314 | 13 |
| **Miami** - Hialeah, Fla. | 315,223 | 14 |
| **Seattle**, Wash. | 309,965 | 15 |
| **Minneapolis** - St. Paul, Minn. | 301,821 | 16 |
| **San Francisco**, Cal. | 294,754 | 17 |
| **Baltimore**, Md. | 289,279 | 18 |
| **Oakland**, Cal. | 276,768 | 19 |
| **St. Louis**, Mo. | 274,615 | 20 |
| **San Jose**, Cal. | 254,312 | 21 |
| **Phoenix**, Ariz. | 245,955 | 22 |
| **Bergen** - Passaic, N.J. | 241,716 | 23 |
| **Tampa** - St. Petersburg - Clearwater, Fla. | 240,144 | 24 |
| **Riverside** - San Bernardino, Cal. | 239,835 | 25 |
| **Pittsburgh**, Pa. | 226,660 | 26 |
| **Newark**, N.J. | 224,238 | 27 |
| **Denver**, Colo. | 211,434 | 28 |
| **Cleveland**, Ohio | 208,897 | 29 |
| **New Orleans**, La. | 187,485 | 30 |
| **Kansas City**, Mo.-Kans. | 187,046 | 31 |
| **Indianapolis**, Ind. | 184,722 | 32 |
| **Portland**, Ore. | 182,652 | 33 |
| **Milwaukee**, Wisc. | 179,817 | 34 |
| **Cincinnati**, Ohio | 171,888 | 35 |
| **San Antonio**, Tex. | 171,387 | 36 |
| **Fort Lauderdale** - Hollywood - Pompano Beach, Fla. | 171,122 | 37 |
| **Fort Worth** - Arlington, Tex. | 167,427 | 38 |
| **Norfolk** - Virginia Beach - Newport News, Va. | 161,310 | 39 |
| **Sacramento**, Cal. | 160,511 | 40 |
| **Columbus**, Ohio | 147,897 | 41 |
| **Salt Lake City** - Ogden, Utah | 137,473 | 42 |
| **Honolulu**, Haw. | 135,241 | 43 |
| **Charlotte** - Gastonia - Rock Hill, N.C.-S.C. | 134,541 | 44 |
| **Middlesex** - Somerset - Hunterdon, N.J. | 132,998 | 45 |
| **Orlando**, Fla. | 131,523 | 46 |
| **Bridgeport** - Stamford - Norwalk - Danbury, Conn. | 129,785 | 47 |
| **Las Vegas**, Nev. | 129,153 | 48 |
| **West Palm Beach** - Boca Raton - Delray Beach, Fla. | 124,872 | 49 |
| **Portland**, Me. | 121,388 | 50 |
| **Total Top 50** | **15,169,095** | |
| **Memphis**, Tenn. | 120,246 | 51 |
| **Nashville**, Tenn. | 119,511 | 52 |
| **Birmingham**, Ala. | 118,976 | 53 |
| **Hartford** - New Britain - Middletown - Bristol, Conn. | 118,548 | 54 |
| **Oklahoma City**, Okla. | 115,434 | 55 |
| **Greensboro** - Winston-Salem - High Point, N.C. | 112,325 | 56 |
| **Austin**, Tex. | 106,045 | 57 |
| **Louisville**, Ky. | 104,525 | 58 |
| **Monmouth** - Ocean, N.J. | 104,171 | 59 |
| **Dayton** - Springfield, Ohio | 103,018 | 60 |
| **Buffalo**, N.Y. | 101,643 | 61 |
| **Rochester**, N.Y. | 101,296 | 62 |
| **Richmond** - Petersburg, Va. | 94,915 | 63 |
| **Raleigh** - Durham, N.C. | 89,301 | 64 |
| **Jacksonville**, Fla. | 89,066 | 65 |
| **Albany** - Schenectady - Troy, N.Y. | 86,174 | 66 |
| **Jersey City**, N.J. | 86,020 | 67 |
| **Tulsa**, Okla. | 85,820 | 68 |
| **New Haven** - Waterbury - Meriden, Conn. | 85,455 | 69 |
| **Providence** - Pawtucket - Woonsocket, R.I. | 83,476 | 70 |
| **Grand Rapids**, Mich. | 82,210 | 71 |
| **Greenville** - Spartanburg, S.C. | 82,051 | 72 |
| **Baton Rouge**, La. | 77,850 | 73 |
| **Oxnard** - Ventura, Cal. | 76,907 | 74 |
| **Tucson**, Ariz. | 76,835 | 75 |
| **Albuquerque**, N.M. | 74,730 | 76 |
| Omaha, Neb. | 72,722 | 77 |
| El Paso, Tex. | 71,193 | 78 |
| Toledo, Ohio | 71,105 | 79 |
| Little Rock - North Little Rock, Ark. | 70,665 | 80 |
| Allentown - Bethlehem - Easton, Pa. | 70,515 | 81 |
| Knoxville, Tenn. | 67,623 | 82 |
| Scranton - Wilkes-Barre, Pa. | 67,463 | 83 |
| Wilmington, Del. | 65,468 | 84 |
| Tacoma, Wash. | 65,451 | 85 |
| Wichita, Kans. | 65,166 | 86 |
| Fresno, Cal. | 64,799 | 87 |
| Mobile, Ala. | 61,855 | 88 |
| Harrisburg - Lebanon - Carlisle, Pa. | 61,670 | 89 |
| Syracuse, N.Y. | 58,433 | 90 |
| Akron, Ohio | 58,045 | 91 |
| Charleston, S.C. | 57,686 | 92 |
| Worcester - Fitchburg - Leominster, Mass. | 56,438 | 93 |
| Roanoke, Va. | 56,018 | 94 |
| Jackson, Miss. | 55,958 | 95 |
| New Bedford - Fall River - Attleboro, Mass. | 55,015 | 96 |
| Gary - Hammond, Ind. | 54,444 | 97 |
| Springfield, Mass. | 53,354 | 98 |
| Trenton, N.J. | 53,315 | 99 |
| Columbia, S.C. | 53,213 | 100 |
| **Total Top 100** | **19,153,257** | |
| Spokane, Wash. | 52,789 | 101 |
| Lake County, Ill. | 51,760 | 102 |
| Manchester - Nashua, N.H. | 51,050 | 103 |
| Madison, Wisc. | 49,865 | 104 |
| Terre Haute, Ind. | 49,619 | 105 |
| Bakersfield, Cal. | 49,181 | 106 |
| Saginaw - Bay City - Midland, Mich. | 48,282 | 107 |
| Des Moines, Iowa | 47,673 | 108 |
| Reno, Nev. | 47,376 | 109 |
| Youngstown - Warren, Ohio | 47,243 | 110 |
| Flint, Mich. | 45,011 | 111 |
| Lexington-Fayette, Ky. | 44,886 | 112 |
| Aurora - Elgin, Ill. | 44,719 | 113 |
| Lansing - East Lansing, Mich. | 44,670 | 114 |
| Chattanooga, Tenn. | 44,432 | 115 |
| Shreveport, La. | 44,226 | 116 |
| Augusta, Ga. | 44,102 | 117 |
| Santa Rosa - Petaluma, Cal. | 42,929 | 118 |
| Fort Myers - Cape Coral, Fla. | 42,660 | 119 |
| Colorado Springs, Colo. | 42,498 | 120 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 42,137 | 121 |
| Johnson City - Kingsport - Bristol, Tenn. | 41,357 | 122 |
| Portsmouth - Dover - Rochester, N.H. | 41,335 | 123 |
| Reading, Pa. | 40,050 | 124 |
| Salinas - Seaside - Monterey, Cal. | 39,889 | 125 |
| Beaumont - Port Arthur, Tex. | 39,834 | 126 |
| Stockton, Cal. | 39,390 | 127 |
| Atlantic City, N.J. | 39,175 | 128 |
| Corpus Christi, Tex. | 38,962 | 129 |
| Ann Arbor, Mich. | 38,849 | 130 |
| Montgomery, Ala. | 38,563 | 131 |
| Modesto, Cal. | 38,479 | 132 |
| Lancaster, Pa. | 38,413 | 133 |
| Fort Wayne, Ind. | 38,303 | 134 |
| McAllen - Edinburg - Mission, Tex. | 38,052 | 135 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 37,842 | 136 |
| Sarasota, Fla. | 37,831 | 137 |
| York, Pa. | 37,495 | 138 |
| Anchorage, Alas. | 37,405 | 139 |
| St. Cloud, Minn. | 37,353 | 140 |
| Vallejo - Fairfield - Napa, Cal. | 36,114 | 141 |
| Canton, Ohio | 36,001 | 142 |
| Lubbock, Tex. | 35,998 | 143 |
| Daytona Beach, Fla. | 35,533 | 144 |
| Appleton - Oshkosh - Neenah, Wisc. | 33,106 | 145 |
| Eugene - Springfield, Ore. | 32,687 | 146 |
| Pensacola, Fla. | 32,170 | 147 |
| Macon - Warner Robins, Ga. | 32,156 | 148 |
| Huntsville, Ala. | 32,148 | 149 |
| Lafayette, La. | 31,840 | 150 |
| **Total Top 150** | **21,206,695** | |
| Orange County, N.Y. | 31,585 | 151 |
| Peoria, Ill. | 31,480 | 152 |
| Kalamazoo, Mich. | 31,406 | 153 |
| Huntington - Ashland, W.Va.-Ky. | 31,142 | 154 |
| Rockford, Ill. | 30,859 | 155 |
| Amarillo, Tex. | 30,216 | 156 |
| Savannah, Ga. | 29,448 | 157 |
| Brownsville - Harlingen, Tex. | 29,100 | 158 |
| Evansville, Ind. | 28,871 | 159 |
| Springfield, Mo. | 28,783 | 160 |
| Tallahassee, Fla. | 28,702 | 161 |
| Charleston, W.Va. | 28,361 | 162 |
| Salem, Ore. | 28,211 | 163 |
| Fayetteville, N.C. | 28,178 | 164 |
| Melbourne - Titusville - Palm Bay, Fla. | 28,175 | 165 |
| Boulder - Longmont, Colo. | 27,965 | 166 |
| Lakeland - Winter Haven, Fla. | 27,834 | 167 |
| Poughkeepsie, N.Y. | 27,703 | 168 |
| South Bend - Mishawaka, Ind. | 26,985 | 169 |
| Columbus, Ga. | 26,955 | 170 |
| Galveston - Texas City, Tex. | 26,863 | 171 |
| Waco, Tex. | 26,437 | 172 |
| New London - Norwich, Conn. | 25,971 | 173 |
| Lincoln, Neb. | 25,922 | 174 |
| Green Bay, Wisc. | 25,886 | 175 |
| Niagara Falls, N.Y. | 25,738 | 176 |
| Racine, Wisc. | 24,827 | 177 |
| Binghamton, N.Y. | 24,614 | 178 |
| Monroe, La. | 24,376 | 179 |
| Bangor, Me. | 24,233 | 180 |
| Asheville, N.C. | 23,726 | 181 |
| Tyler, Tex. | 23,537 | 182 |
| Erie, Pa. | 23,273 | 183 |
| Utica - Rome, N.Y. | 22,981 | 184 |
| Provo - Orem, Utah | 22,855 | 185 |
| Sharon, Pa. | 22,258 | 186 |
| Santa Cruz, Cal. | 22,152 | 187 |
| Champaign - Urbana - Rantoul, Ill. | 21,989 | 188 |
| Visalia - Tulare - Porterville, Cal. | 21,879 | 189 |
| Alexandria, La. | 21,366 | 190 |
| Naples, Fla. | 21,281 | 191 |
| Longview - Marshall, Tex. | 21,066 | 192 |
| Gainesville, Fla. | 21,009 | 193 |
| Cedar Rapids, Iowa | 20,748 | 194 |
| Laredo, Tex. | 20,724 | 195 |
| Hickory - Morganton, N.C. | 20,636 | 196 |
| Springfield, Ill. | 20,614 | 197 |
| Dothan, Ala. | 20,497 | 198 |
| Sioux Falls, S.D. | 20,448 | 199 |
| Lake Charles, La. | 20,404 | 200 |
| **Total Top 200** | **22,476,964** | |
| Duluth, Minn. | 20,117 | 201 |
| Fargo - Moorhead, N.D.-Minn. | 19,902 | 202 |
| Bradenton, Fla. | 19,828 | 203 |
| Fort Smith, Ark. | 19,701 | 204 |
| Topeka, Kans. | 19,695 | 205 |
| Joplin, Mo. | 19,611 | 206 |
| Tuscaloosa, Ala. | 19,495 | 207 |
| Wausau, Wisc. | 19,452 | 208 |
| Wilmington, N.C. | 19,435 | 209 |
| Fort Pierce, Fla. | 19,431 | 210 |
| Boise, Ida. | 19,055 | 211 |
| Killeen - Temple, Tex. | 19,002 | 212 |
| Houma - Thibodaux, La. | 18,253 | 213 |
| Fort Collins - Loveland, Colo. | 18,085 | 214 |
| Santa Fe, N.M. | 17,951 | 215 |
| Yakima, Wash. | 17,907 | 216 |
| Charlottesville, Va. | 17,561 | 217 |
| Joliet, Ill. | 17,542 | 218 |
| Odessa, Tex. | 17,247 | 219 |
| Lynchburg, Va. | 17,201 | 220 |
| Vancouver, Wash. | 17,187 | 221 |
| Wichita Falls, Tex. | 17,044 | 222 |
| Athens, Ga. | 16,959 | 223 |
| Medford, Ore. | 16,890 | 224 |
| Panama City, Fla. | 16,656 | 225 |
| Lorain - Elyria, Ohio | 16,466 | 226 |
| Lima, Ohio | 16,286 | 227 |
| Billings, Mont. | 16,189 | 228 |
| Bremerton, Wash. | 16,179 | 229 |
| Fayetteville - Springdale, Ark. | 16,110 | 230 |
| Abilene, Tex. | 16,067 | 231 |
| Biloxi - Gulfport, Miss. | 16,019 | 232 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 15,944 | 233 |
| Burlington, N.C. | 15,752 | 234 |
| Bellingham, Wash. | 15,409 | 235 |
| Parkersburg - Marietta, W.Va.-Ohio | 15,392 | 236 |
| Beaver County, Pa. | 15,286 | 237 |
| Anderson, S.C. | 15,282 | 238 |
| Rochester, Minn. | 15,107 | 239 |
| Chico, Cal. | 15,085 | 240 |
| Midland, Tex. | 14,923 | 241 |
| Florence, S.C. | 14,839 | 242 |
| Lafayette - West Lafayette, Ind. | 14,759 | 243 |
| Wheeling, W.Va. | 14,672 | 244 |
| Florence, Ala. | 14,620 | 245 |
| Ocala, Fla. | 14,548 | 246 |
| Johnstown, Pa. | 14,544 | 247 |
| Olympia, Wash. | 14,345 | 248 |
| Albany, Ga. | 14,265 | 249 |
| Fort Walton Beach, Fla. | 14,263 | 250 |
| **Total Top 250** | **23,320,502** | |
| Bloomington - Normal, Ill. | 14,257 | 251 |
| Benton Harbor, Mich. | 14,040 | 252 |
| Rapid City, S.D. | 14,009 | 253 |
| La Crosse, Wisc. | 13,911 | 254 |
| Columbia, Mo. | 13,798 | 255 |
| Brazoria, Tex. | 13,676 | 256 |
| Pittsfield, Mass. | 13,646 | 257 |
| Bryan - College Station, Tex. | 13,628 | 258 |
| Kenosha, Wisc. | 13,570 | 259 |
| Eau Claire, Wisc. | 13,552 | 260 |
| Texarkana, Tex.-Ark. | 13,477 | 261 |
| Altoona, Pa. | 13,462 | 262 |
| Elkhart - Goshen, Ind. | 13,460 | 263 |
| Battle Creek, Mich. | 13,448 | 264 |
| Williamsport, Pa. | 13,378 | 265 |
| Sioux City, Iowa | 13,317 | 266 |
| Redding, Cal. | 13,217 | 267 |
| Mansfield, Ohio | 13,172 | 268 |
| Lawton, Okla. | 13,168 | 269 |
| Decatur, Ill. | 13,110 | 270 |
| Muskegon, Mich. | 12,978 | 271 |
| Burlington, Vt. | 12,957 | 272 |
| Waterloo - Cedar Falls, Iowa | 12,874 | 273 |
| Elmira, N.Y. | 12,756 | 274 |
| Owensboro, Ky. | 12,643 | 275 |
| Vineland - Millville - Bridgeton, N.J. | 12,418 | 276 |
| San Angelo, Tex. | 12,244 | 277 |
| Jackson, Mich. | 12,155 | 278 |
| Cumberland, Md. | 12,093 | 279 |
| Pueblo, Colo. | 12,032 | 280 |
| Janesville - Beloit, Wisc. | 12,018 | 281 |
| Lewiston - Auburn, Me. | 11,889 | 282 |
| Jackson, Tenn. | 11,883 | 283 |
| Hamilton - Middletown, Ohio | 11,844 | 284 |
| Merced, Cal. | 11,635 | 285 |
| Richland - Kennewick - Pasco, Wash. | 11,518 | 286 |
| Grand Forks, N.D. | 11,201 | 287 |
| Muncie, Ind. | 11,088 | 288 |
| Victoria, Tex. | 11,080 | 289 |
| Anniston, Ala. | 10,995 | 290 |
| Sherman - Denison, Tex. | 10,788 | 291 |
| Bloomington, Ind. | 10,662 | 292 |
| Decatur, Ala. | 10,625 | 293 |
| State College, Pa. | 10,564 | 294 |
| Hagerstown, Md. | 10,476 | 295 |
| Gadsden, Ala. | 10,353 | 296 |
| Dubuque, Iowa | 10,300 | 297 |
| Pine Bluff, Ark. | 10,049 | 298 |
| Las Cruces, N.M. | 9,984 | 299 |
| Jacksonville, N.C. | 9,916 | 300 |
| Bismarck, N.D. | 9,901 | 301 |
| Iowa City, Iowa | 9,851 | 302 |
| Great Falls, Mont. | 9,592 | 303 |
| Anderson, Ind. | 9,486 | 304 |
| Pascagoula, Miss. | 9,480 | 305 |
| Sheboygan, Wisc. | 9,094 | 306 |
| Glens Falls, N.Y. | 9,080 | 307 |
| Greeley, Colo. | 8,943 | 308 |
| Steubenville - Weirton, Ohio-W.Va. | 8,899 | 309 |
| Jamestown - Dunkirk, N.Y. | 8,746 | 310 |
| Cheyenne, Wyo. | 8,508 | 311 |
| St. Joseph, Mo. | 8,399 | 312 |
| Yuma, Ariz. | 7,971 | 313 |
| Danville, Va. | 7,892 | 314 |
| Lawrence, Kans. | 7,594 | 315 |
| Yuba City, Cal. | 7,031 | 316 |
| Casper, Wyo. | 7,000 | 317 |
| Enid, Okla. | 6,527 | 318 |
| Kankakee, Ill. | 6,454 | 319 |
| Kokomo, Ind. | 3,524 | 320 |
| **Total Above Areas** | **24,099,788** | |
| **Percent of U.S.** | **87.0450** | |
| **U.S. Total** | **27,686,580** | |

# SECTION 12

## Retail Sales By Merchandise Line Category For Metropolitan Markets

### 1990 Estimates

Groceries And Other Foods
Drugs, Health Aids, And Beauty Aids
Furniture And Sleep Equipment
Major Household Appliances
Televisions And Video Recorders
Audio Equipment/Musical Instruments
Home Computers And Calculators
Men's and Boys' Clothing
Women's And Girls' Clothing
Footwear

EXPLANATION OF TERMS

An explanation of terms used in the **Survey of Buying Power Demographics USA 1991** will be found in the Introductory Section starting on page A-5. A detailed listing of the outlets that make up each Store Group, and definitions of the Merchandise Line Sales categories, will be found on pages A-9 and A-10.

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**SYMBOLS USED IN TABLES**

**FHA:** Furniture, Home Furnishings, and Appliance Stores

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# 1990 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1990
U.S. CENSUS: 1987

| METRO AREA | Year | Merchandise Line Sales: Groceries & Other Foods | | Drugs & Health & Beauty Aids | | | Major Household Appliances | | | TVs, Video Recorders & Tapes | | | Audio Equipment, Musical Instruments & Supplies | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | in All Stores ($000) | in Food Stores ($000) | in All Stores ($000) | in Drug-stores ($000) | in Food Stores ($000) | in All Stores ($000) | in FHA Stores ($000) | in Department Stores ($000) | in All Stores ($000) | in FHA Stores ($000) | in Department Stores ($000) | in All Stores ($000) | in FHA Stores ($000) |
| **ALABAMA** | | | | | | | | | | | | | | | |
| **ANNISTON** | 1990 | 94,937 | 79,272 | 39,124 | 22,561 | 4,063 | 8,566 | 2,953 | 2,794 | 8,140 | 3,006 | 2,491 | 6,431 | 3,109 |
| | 1987 | 97,203 | 85,144 | 32,283 | 17,799 | 4,364 | 7,036 | 2,423 | 2,263 | 6,631 | 2,466 | 2,018 | 5,239 | 2,551 |
| **BIRMINGHAM** | 1990 | 975,575 | 902,101 | 336,213 | 207,208 | 44,938 | 79,710 | 26,769 | 25,106 | 65,634 | 30,888 | 20,356 | 55,148 | 31,148 |
| | 1987 | 942,723 | 884,151 | 265,100 | 154,685 | 44,043 | 67,936 | 26,539 | 19,868 | 58,106 | 30,623 | 16,110 | 49,799 | 30,877 |
| **DECATUR** | 1990 | 97,264 | 89,340 | 31,929 | 17,968 | 4,636 | 10,462 | 4,856 | 2,294 | 8,109 | 4,943 | 2,121 | 7,708 | 5,118 |
| | 1987 | 96,865 | 90,313 | 26,298 | 14,160 | 4,687 | 8,082 | 3,680 | 1,856 | 6,274 | 3,746 | 1,716 | 5,915 | 3,876 |
| **DOTHAN** | 1990 | 148,655 | 137,919 | 45,942 | 19,871 | 5,338 | 15,080 | 5,591 | 4,530 | 12,290 | 7,232 | 3,570 | 10,648 | 7,720 |
| | 1987 | 136,498 | 127,628 | 36,884 | 15,628 | 4,940 | 11,689 | 4,243 | 3,630 | 9,519 | 5,488 | 2,860 | 8,184 | 5,858 |
| **FLORENCE** | 1990 | 155,073 | 145,086 | 44,719 | 18,773 | 7,430 | 13,808 | 5,294 | 3,178 | 11,147 | 5,846 | 3,546 | 8,918 | 5,517 |
| | 1987 | 139,299 | 131,098 | 35,460 | 14,058 | 6,714 | 10,778 | 4,029 | 2,512 | 8,647 | 4,449 | 2,800 | 6,855 | 4,198 |
| **GADSDEN** | 1990 | 114,172 | 106,731 | 38,578 | 20,570 | 6,473 | 8,351 | 4,244 | 2,312 | 7,262 | 4,319 | 2,172 | 6,830 | 4,469 |
| | 1987 | 111,163 | 105,202 | 31,883 | 15,815 | 6,380 | 6,714 | 3,240 | 1,949 | 5,767 | 3,297 | 1,831 | 5,376 | 3,412 |
| **HUNTSVILLE** | 1990 | 270,546 | 250,939 | 73,130 | 33,233 | 16,231 | 36,251 | 17,906 | 7,823 | 22,561 | 11,744 | 6,163 | 25,507 | 16,278 |
| | 1987 | 244,536 | 228,963 | 59,715 | 26,835 | 14,810 | 27,867 | 13,587 | 6,024 | 17,273 | 8,911 | 4,746 | 19,454 | 12,352 |
| **MOBILE** | 1990 | 513,843 | 478,018 | 170,673 | 105,054 | 27,904 | 35,236 | 11,808 | 12,860 | 25,404 | 12,224 | 7,784 | 35,585 | 23,197 |
| | 1987 | 485,786 | 457,598 | 134,778 | 77,325 | 26,668 | 28,322 | 9,131 | 10,758 | 20,243 | 9,453 | 6,512 | 27,672 | 17,939 |
| **MONTGOMERY** | 1990 | 290,208 | 258,452 | 92,913 | 53,900 | 15,053 | 26,264 | 9,152 | 8,515 | 23,054 | 12,973 | 5,526 | 26,271 | 13,677 |
| | 1987 | 276,978 | 252,019 | 76,326 | 42,822 | 14,678 | 21,340 | 7,873 | 6,734 | 19,121 | 11,160 | 4,359 | 21,331 | 11,765 |
| **TUSCALOOSA** | 1990 | 154,517 | 139,392 | 60,701 | 36,638 | 6,638 | 12,793 | 5,737 | 4,228 | 11,210 | 5,838 | 3,331 | 8,995 | 6,041 |
| | 1987 | 147,448 | 136,051 | 44,680 | 24,940 | 6,479 | 10,655 | 4,920 | 3,328 | 9,172 | 5,007 | 2,622 | 7,448 | 5,181 |
| **NONMETRO PORTION OF STATE** | 1990 | 1,383,719 | 1,293,610 | 379,381 | 244,110 | 65,085 | 84,035 | 38,143 | 15,932 | 57,465 | 29,304 | 13,051 | 37,008 | 16,924 |
| | 1987 | 1,282,183 | 1,210,498 | 305,110 | 187,698 | 60,906 | 67,176 | 29,758 | 12,661 | 45,608 | 22,858 | 10,364 | 29,312 | 13,203 |
| **TOTAL STATE** | 1990 | 4,242,108 | 3,922,641 | 1,325,504 | 788,969 | 205,358 | 332,197 | 132,801 | 90,200 | 253,419 | 128,774 | 70,461 | 230,273 | 133,986 |
| | 1987 | 4,001,269 | 3,747,124 | 1,057,633 | 598,365 | 196,141 | 268,908 | 109,689 | 72,165 | 207,257 | 107,807 | 56,218 | 187,541 | 111,757 |
| **ALASKA** | | | | | | | | | | | | | | | |
| **ANCHORAGE** | 1990 | 436,091 | 348,007 | 93,446 | 31,479 | 36,736 | 22,753 | 5,872 | 9,049 | 23,082 | 12,660 | 8,799 | 24,566 | 13,577 |
| | 1987 | 342,047 | 266,394 | 84,632 | 36,568 | 28,121 | 18,904 | 4,474 | 8,000 | 20,385 | 9,646 | 7,778 | 19,620 | 10,345 |
| **NONMETRO PORTION OF STATE** | 1990 | 546,324 | 480,405 | 124,856 | 49,345 | 59,528 | 12,078 | 2,442 | 448 | 13,519 | 6,846 | 1,740 | 21,120 | 11,612 |
| | 1987 | 432,249 | 375,264 | 99,538 | 40,145 | 46,499 | 9,434 | 1,878 | 425 | 10,906 | 5,260 | 1,652 | 16,805 | 8,925 |
| **TOTAL STATE** | 1990 | 982,415 | 828,412 | 218,302 | 80,824 | 96,264 | 34,831 | 8,314 | 9,497 | 38,601 | 19,506 | 10,539 | 45,686 | 25,189 |
| | 1987 | 774,296 | 641,658 | 184,170 | 76,713 | 74,620 | 28,338 | 6,352 | 8,425 | 31,291 | 14,906 | 9,430 | 36,425 | 19,270 |
| **ARIZONA** | | | | | | | | | | | | | | | |
| **PHOENIX** | 1990 | 2,667,370 | 2,468,224 | 724,297 | 341,087 | 210,925 | 228,577 | 134,413 | 57,052 | 117,490 | 67,609 | 32,803 | 171,263 | 134,413 |
| | 1987 | 2,234,547 | 2,067,873 | 592,174 | 273,566 | 176,715 | 193,195 | 114,439 | 47,756 | 99,111 | 57,631 | 27,459 | 144,852 | 114,439 |
| **TUCSON** | 1990 | 741,357 | 657,039 | 215,551 | 113,563 | 60,767 | 58,655 | 19,569 | 21,059 | 44,024 | 28,794 | 10,107 | 65,126 | 54,430 |
| | 1987 | 655,158 | 584,941 | 178,387 | 90,002 | 54,099 | 48,077 | 15,412 | 17,570 | 35,317 | 22,701 | 8,433 | 51,769 | 42,904 |
| **YUMA** | 1990 | 105,049 | 95,264 | 31,454 | 17,228 | 8,170 | 8,291 | 3,682 | 2,842 | 4,507 | 2,357 | 1,421 | 6,095 | 4,477 |
| | 1987 | 93,810 | 85,749 | 26,187 | 13,850 | 7,346 | 6,559 | 2,803 | 2,292 | 3,534 | 1,794 | 1,146 | 4,658 | 3,408 |
| **NONMETRO PORTION OF STATE** | 1990 | 844,284 | 779,776 | 189,060 | 106,833 | 60,780 | 41,383 | 17,484 | 7,419 | 20,483 | 13,193 | 3,685 | 29,083 | 20,291 |
| | 1987 | 725,661 | 671,330 | 154,456 | 84,106 | 52,313 | 33,092 | 13,136 | 6,185 | 15,998 | 9,930 | 3,073 | 22,473 | 15,270 |
| **TOTAL STATE** | 1990 | 4,358,068 | 4,000,403 | 1,160,362 | 578,711 | 340,637 | 336,906 | 175,098 | 88,372 | 186,504 | 112,033 | 48,016 | 271,397 | 213,401 |
| | 1987 | 3,709,176 | 3,409,893 | 951,204 | 461,524 | 290,473 | 280,923 | 145,790 | 73,803 | 153,960 | 92,056 | 40,111 | 223,752 | 176,021 |

1991 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# 1990 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1990
U.S. CENSUS: 1987

Merchandise Line Sales

| METRO AREA | Year | Home Computers & Calculators | | Furniture & Sleep Equipment | | Men's & Boys' Clothing | | | Women's & Girls' Clothing | | | Footwear | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | In All Stores ($000) | In Radio/TV Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) |
| **ALABAMA** | | | | | | | | | | | | | | |
| **ANNISTON** | 1990 | 1,831 | 864 | 10,043 | 9,172 | 16,910 | 7,544 | 8,049 | 37,816 | 19,201 | 16,003 | 10,995 | 7,002 | 3,353 |
| | 1987 | 1,488 | 709 | 8,235 | 7,525 | 14,332 | 6,751 | 6,519 | 32,257 | 17,184 | 12,961 | 9,483 | 6,266 | 2,716 |
| **BIRMINGHAM** | 1990 | 20,004 | 10,125 | 121,752 | 93,691 | 192,492 | 106,406 | 75,999 | 444,157 | 258,970 | 164,213 | 118,976 | 86,971 | 25,786 |
| | 1987 | 17,830 | 10,101 | 114,844 | 92,889 | 152,716 | 84,678 | 60,143 | 352,563 | 206,089 | 129,953 | 94,364 | 69,212 | 20,406 |
| **DECATUR** | 1990 | 2,430 | 1,409 | 18,023 | 15,085 | 17,499 | 7,780 | 8,148 | 39,047 | 19,804 | 16,478 | 10,625 | 7,222 | 2,774 |
| | 1987 | 1,862 | 1,068 | 13,694 | 11,432 | 14,199 | 6,389 | 6,591 | 31,761 | 16,263 | 13,329 | 8,656 | 5,931 | 2,244 |
| **DOTHAN** | 1990 | 6,030 | 4,892 | 17,213 | 15,317 | 28,851 | 9,771 | 14,965 | 65,808 | 30,094 | 30,479 | 20,497 | 12,451 | 4,118 |
| | 1987 | 4,610 | 3,711 | 13,125 | 11,623 | 22,799 | 7,611 | 11,989 | 51,908 | 23,441 | 24,416 | 16,117 | 9,698 | 3,299 |
| **FLORENCE** | 1950 | 3,386 | 2,044 | 12,858 | 10,222 | 28,410 | 7,568 | 18,138 | 55,149 | 19,166 | 32,047 | 14,620 | 9,202 | 4,637 |
| | 1987 | 2,599 | 1,554 | 9,782 | 7,779 | 22,967 | 6,528 | 14,322 | 44,933 | 16,532 | 25,305 | 12,201 | 7,938 | 3,661 |
| **GADSDEN** | 1990 | 2,839 | 2,188 | 15,703 | 13,181 | 15,602 | 7,250 | 7,353 | 36,137 | 18,449 | 15,958 | 10,253 | 7,456 | 2,289 |
| | 1987 | 2,213 | 1,670 | 12,154 | 10,063 | 13,255 | 6,225 | 6,198 | 30,747 | 15,842 | 13,452 | 8,836 | 6,402 | 2,014 |
| **HUNTSVILLE** | 1990 | 13,997 | 11,450 | 42,622 | 34,186 | 59,087 | 23,856 | 31,294 | 142,910 | 79,751 | 55,711 | 32,148 | 23,162 | 7,587 |
| | 1987 | 10,640 | 8,688 | 32,451 | 25,940 | 44,564 | 17,434 | 24,097 | 106,944 | 58,282 | 42,899 | 23,846 | 16,927 | 5,842 |
| **MOBILE** | 1990 | 6,377 | 3,747 | 62,738 | 50,007 | 78,021 | 27,786 | 43,994 | 176,113 | 72,923 | 90,020 | 61,855 | 43,907 | 12,860 |
| | 1987 | 5,002 | 2,901 | 49,102 | 38,671 | 63,291 | 21,497 | 36,804 | 142,339 | 56,416 | 75,307 | 48,729 | 33,968 | 10,758 |
| **MONTGOMERY** | 1990 | 7,268 | 4,616 | 50,391 | 34,797 | 62,760 | 22,609 | 35,543 | 136,651 | 58,216 | 71,420 | 38,563 | 27,160 | 9,268 |
| | 1987 | 6,103 | 4,031 | 41,592 | 29,932 | 49,143 | 17,690 | 28,116 | 107,079 | 45,131 | 56,488 | 29,984 | 21,055 | 7,332 |
| **TUSCALOOSA** | 1990 | 3,244 | 2,157 | 22,106 | 17,820 | 32,846 | 11,038 | 18,580 | 70,177 | 31,059 | 35,622 | 19,495 | 12,388 | 5,638 |
| | 1987 | 2,694 | 1,850 | 18,569 | 15,283 | 25,855 | 8,697 | 14,623 | 55,256 | 24,472 | 28,036 | 15,338 | 9,761 | 4,437 |
| **NONMETRO PORTION OF STATE** | 1990 | 11,560 | 6,165 | 114,912 | 92,971 | 150,435 | 75,140 | 55,858 | 330,027 | 180,133 | 112,344 | 78,953 | 52,508 | 17,074 |
| | 1987 | 9,121 | 4,782 | 90,176 | 72,524 | 120,365 | 59,839 | 44,405 | 264,088 | 143,454 | 89,303 | 63,042 | 41,810 | 13,558 |
| **TOTAL STATE** | 1990 | 79,257 | 49,688 | 490,791 | 387,980 | 686,366 | 307,919 | 319,730 | 1,541,405 | 790,692 | 643,790 | 418,885 | 290,639 | 95,876 |
| | 1987 | 64,391 | 41,089 | 405,620 | 324,831 | 546,249 | 244,112 | 255,252 | 1,225,809 | 625,448 | 514,243 | 332,040 | 229,943 | 76,580 |
| **ALASKA** | | | | | | | | | | | | | | |
| **ANCHORAGE** | 1990 | 10,147 | 4,661 | 41,667 | 23,945 | 64,644 | 38,541 | 17,721 | 140,200 | 98,514 | 27,451 | 37,408 | 26,473 | 6,197 |
| | 1987 | 7,867 | 3,551 | 33,409 | 18,244 | 49,665 | 27,510 | 15,666 | 105,490 | 70,317 | 24,267 | 28,024 | 18,897 | 5,478 |
| **NONMETRO PORTION OF STATE** | 1990 | 8,939 | 3,804 | 26,327 | 15,454 | 45,020 | 22,670 | 5,665 | 77,218 | 46,260 | 7,161 | 24,748 | 15,088 | 1,892 |
| | 1987 | 6,922 | 2,935 | 20,886 | 11,878 | 35,957 | 17,205 | 5,378 | 60,615 | 35,105 | 6,798 | 19,311 | 11,448 | 1,711 |
| **TOTAL STATE** | 1990 | 19,086 | 8,465 | 67,994 | 39,299 | 109,674 | 61,211 | 23,386 | 217,418 | 144,774 | 34,612 | 62,153 | 41,563 | 7,999 |
| | 1987 | 14,789 | 6,486 | 54,295 | 30,122 | 85,622 | 44,715 | 21,044 | 166,105 | 105,422 | 31,065 | 47,335 | 30,345 | 7,189 |
| **ARIZONA** | | | | | | | | | | | | | | |
| **PHOENIX** | 1990 | 118,651 | 45,341 | 411,321 | 293,000 | 418,092 | 159,684 | 216,794 | 982,285 | 363,846 | 400,786 | 245,955 | 172,079 | 52,771 |
| | 1987 | 98,138 | 38,603 | 347,820 | 249,460 | 338,402 | 122,524 | 181,471 | 791,131 | 279,176 | 335,483 | 193,376 | 132,035 | 44,174 |
| **TUCSON** | 1990 | 33,583 | 17,284 | 105,874 | 78,195 | 115,590 | 42,028 | 63,598 | 234,170 | 108,716 | 109,506 | 76,835 | 57,253 | 12,635 |
| | 1987 | 27,106 | 13,705 | 84,394 | 61,648 | 94,623 | 33,281 | 53,060 | 190,458 | 86,089 | 91,361 | 61,581 | 45,337 | 10,542 |
| **YUMA** | 1990 | 2,831 | 1,395 | 12,829 | 8,740 | 16,594 | 4,449 | 9,203 | 32,744 | 9,672 | 16,738 | 7,971 | 4,846 | 2,038 |
| | 1987 | 2,297 | 1,062 | 9,986 | 6,659 | 13,674 | 3,826 | 7,423 | 27,259 | 8,318 | 13,501 | 6,720 | 4,168 | 1,644 |
| **NONMETRO PORTION OF STATE** | 1990 | 9,250 | 6,138 | 47,873 | 35,899 | 103,055 | 40,041 | 24,029 | 154,813 | 55,891 | 43,702 | 51,956 | 34,201 | 5,323 |
| | 1987 | 7,168 | 4,607 | 36,678 | 27,017 | 84,883 | 31,847 | 20,032 | 127,725 | 44,454 | 36,433 | 42,113 | 27,202 | 4,437 |
| **TOTAL STATE** | 1990 | 164,315 | 70,258 | 577,897 | 415,842 | 653,331 | 346,203 | 313,634 | 1,404,012 | 538,125 | 570,732 | 382,717 | 268,379 | 72,767 |
| | 1987 | 134,709 | 57,977 | 478,878 | 344,784 | 531,582 | 191,478 | 261,986 | 1,136,773 | 418,037 | 476,778 | 303,793 | 208,742 | 60,797 |

# 1990 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1990
U.S. CENSUS 1987

Merchandise Line Sales

| METRO AREA | Year | Groceries & Other Foods | | Drugs & Health & Beauty Aids | | | Major Household Appliances | | | TVs, Video Recorders & Tapes | | | Audio Equipment, Musical Instruments & Supplies | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | In All Stores ($000) | In Food Stores ($000) | In All Stores ($000) | In Drug-stores ($000) | In Food Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) |
| **ARKANSAS** | | | | | | | | | | | | | | |
| **FAYETTEVILLE - SPRINGDALE** | 1990 | 155,716 | 142,640 | 34,097 | 10,660 | 10,413 | 20,383 | 2,038 | 7,725 | 12,016 | 510 | 6,921 | 10,822 | 5,917 |
| | 1987 | 116,901 | 106,613 | 26,943 | 9,179 | 7,783 | 15,758 | 1,583 | 5,948 | 9,243 | 396 | 5,329 | 8,351 | 4,596 |
| **FORT SMITH** | 1990 | 240,779 | 226,306 | 60,295 | 25,712 | 16,514 | 15,551 | 5,113 | 5,697 | 13,050 | 3,756 | 7,327 | 14,028 | 7,557 |
| | 1967 | 179,955 | 168,046 | 45,508 | 19,368 | 12,263 | 12,744 | 4,486 | 4,359 | 10,462 | 3,296 | 5,605 | 11,601 | 6,630 |
| **LITTLE ROCK - NORTH LITTLE ROCK** | 1990 | 582,760 | 544,607 | 200,867 | 80,469 | 59,222 | 45,126 | 13,284 | 20,002 | 40,828 | 11,512 | 21,623 | 45,108 | 29,404 |
| | 1987 | 461,324 | 431,094 | 153,214 | 59,069 | 46,870 | 35,618 | 10,888 | 15,481 | 32,103 | 9,435 | 16,736 | 36,207 | 24,099 |
| **PINE BLUFF** | 1990 | 95,574 | 87,675 | 34,289 | 19,759 | 7,970 | 6,846 | 1,140 | 1,624 | 5,272 | 2,018 | 2,124 | 5,528 | 3,970 |
| | 1987 | 77,649 | 71,483 | 26,315 | 14,365 | 6,498 | 5,596 | 958 | 1,353 | 4,377 | 1,696 | 1,770 | 4,604 | 3,336 |
| **TEXARKANA** | 1990 | 131,440 | 116,151 | 52,743 | 16,136 | 17,268 | 14,586 | 7,258 | 4,553 | 11,471 | 5,588 | 4,697 | 8,265 | 4,682 |
| | 1987 | 109,666 | 97,517 | 43,194 | 13,563 | 14,498 | 12,038 | 6,254 | 3,543 | 9,427 | 4,815 | 3,662 | 6,854 | 4,034 |
| **NONMETRO PORTION OF STATE** | 1990 | 1,721,352 | 1,579,053 | 433,458 | 233,635 | 85,887 | 100,038 | 47,646 | 7,919 | 73,077 | 28,543 | 28,718 | 49,244 | 19,645 |
| | 1987 | 1,321,736 | 1,209,493 | 334,826 | 177,595 | 65,785 | 81,651 | 40,010 | 6,352 | 59,665 | 23,965 | 23,078 | 40,141 | 16,498 |
| **TOTAL STATE** | 1990 | 2,881,789 | 2,656,747 | 789,881 | 383,087 | 188,316 | 192,296 | 70,368 | 44,025 | 147,156 | 47,407 | 67,486 | 126,564 | 67,324 |
| | 1987 | 2,225,035 | 2,046,579 | 607,566 | 289,207 | 145,973 | 155,118 | 59,073 | 34,280 | 118,312 | 39,839 | 53,092 | 102,488 | 55,973 |
| **CALIFORNIA** | | | | | | | | | | | | | | |
| **ANAHEIM - SANTA ANA** | 1990 | 3,177,996 | 2,782,303 | 986,430 | 503,883 | 244,392 | 268,980 | 131,198 | 83,101 | 238,227 | 175,926 | 41,550 | 293,733 | 250,469 |
| | 1987 | 2,687,907 | 2,371,922 | 749,020 | 339,810 | 208,345 | 227,152 | 106,029 | 74,222 | 196,010 | 142,175 | 37,111 | 238,825 | 202,418 |
| **BAKERSFIELD** | 1990 | 602,114 | 548,314 | 168,451 | 109,786 | 41,030 | 36,611 | 20,654 | 10,408 | 20,577 | 22,333 | 4,021 | 39,492 | 30,561 |
| | 1987 | 534,280 | 491,524 | 126,325 | 73,902 | 36,781 | 30,593 | 16,520 | 9,466 | 25,243 | 17,863 | 3,657 | 31,879 | 24,444 |
| **CHICO** | 1990 | 204,682 | 191,262 | 66,461 | 42,309 | 14,850 | 17,678 | 10,901 | 3,575 | 12,208 | 8,157 | 2,568 | 22,711 | 18,274 |
| | 1987 | 184,526 | 174,589 | 50,079 | 28,504 | 13,556 | 13,768 | 7,988 | 3,154 | 9,453 | 5,977 | 2,265 | 16,960 | 13,391 |
| **FRESNO** | 1990 | 783,928 | 730,724 | 200,163 | 144,083 | 31,209 | 43,177 | 22,783 | 12,954 | 37,164 | 22,287 | 7,772 | 42,071 | 28,726 |
| | 1987 | 648,123 | 596,757 | 147,568 | 99,012 | 25,841 | 36,561 | 18,389 | 12,103 | 31,395 | 17,989 | 7,262 | 34,389 | 23,186 |
| **LOS ANGELES - LONG BEACH** | 1990 | 10,432,154 | 9,328,099 | 3,186,824 | 1,573,038 | 772,141 | 884,322 | 451,108 | 235,655 | 703,597 | 495,768 | 147,283 | 1,244,983 | 902,211 |
| | 1987 | 9,095,357 | 8,172,361 | 2,568,443 | 1,157,243 | 676,484 | 750,099 | 357,300 | 224,165 | 580,940 | 392,676 | 140,103 | 989,816 | 714,599 |
| ***LOS ANGELES - ANAHEIM - RIVERSIDE CONSOLIDATED AREA*** | *1990* | *17,199,232* | *15,314,267* | *5,109,512* | *2,556,201* | *1,275,532* | *1,429,326* | *696,812* | *425,727* | *1,128,542* | *781,731* | *243,790* | *1,799,568* | *1,356,820* |
| | *1987* | *14,788,088* | *13,251,991* | *4,023,699* | *1,820,490* | *1,103,584* | *1,198,219* | *547,590* | *390,393* | *921,715* | *615,729* | *224,424* | *1,424,081* | *1,067,334* |
| **MERCED** | 1990 | 181,341 | 166,891 | 45,534 | 31,043 | 10,312 | 8,928 | 3,479 | 4,459 | 5,056 | 2,618 | 1,982 | 9,679 | 8,194 |
| | 1987 | 155,105 | 144,397 | 34,063 | 21,335 | 8,922 | 7,688 | 2,631 | 4,205 | 4,204 | 1,980 | 1,869 | 7,364 | 6,196 |
| **MODESTO** | 1990 | 442,241 | 408,747 | 146,571 | 101,334 | 27,574 | 30,049 | 15,867 | 11,871 | 25,517 | 15,220 | 7,172 | 32,510 | 24,287 |
| | 1987 | 364,719 | 339,837 | 106,179 | 67,922 | 22,926 | 94,732 | 12,122 | 10,783 | 20,631 | 11,627 | 6,515 | 25,147 | 18,554 |
| **OAKLAND** | 1990 | 2,617,067 | 2,401,468 | 881,655 | 503,272 | 229,316 | 209,746 | 114,233 | 60,420 | 187,328 | 105,691 | 46,689 | 321,606 | 217,790 |
| | 1987 | 2,280,409 | 2,104,422 | 669,989 | 342,507 | 200,953 | 172,844 | 86,472 | 55,976 | 151,519 | 80,007 | 43,254 | 249,667 | 164,863 |
| **OXNARD - VENTURA** | 1990 | 880,004 | 701,447 | 226,054 | 129,160 | 53,884 | 66,586 | 25,089 | 22,232 | 31,706 | 15,461 | 10,189 | 74,617 | 53,677 |
| | 1987 | 697,413 | 619,451 | 179,917 | 88,345 | 47,586 | 53,909 | 18,676 | 19,973 | 25,333 | 11,509 | 9,154 | 56,379 | 39,957 |
| **REDDING** | 1990 | 211,803 | 194,694 | 56,550 | 39,635 | 10,092 | 12,262 | 4,420 | 4,179 | 7,725 | 4,009 | 2,491 | 16,723 | 11,204 |
| | 1987 | 172,908 | 159,765 | 40,062 | 26,802 | 8,282 | 10,075 | 3,315 | 3,846 | 6,306 | 3,007 | 2,292 | 12,490 | 8,404 |
| **RIVERSIDE - SAN BERNARDINO** | 1990 | 2,709,078 | 2,502,418 | 700,204 | 350,120 | 205,115 | 210,438 | 89,417 | 84,739 | 155,012 | 94,576 | 44,768 | 186,235 | 150,463 |
| | 1987 | 2,307,411 | 2,088,257 | 526,319 | 235,092 | 171,169 | 167,059 | 65,585 | 72,033 | 119,432 | 69,369 | 38,056 | 139,061 | 110,360 |
| **SACRAMENTO** | 1990 | 1,884,007 | 1,676,287 | 498,596 | 289,378 | 131,616 | 141,566 | 55,164 | 45,029 | 102,231 | 64,464 | 29,081 | 127,437 | 91,737 |
| | 1987 | 1,556,873 | 1,391,371 | 371,796 | 196,526 | 109,240 | 116,284 | 43,092 | 39,125 | 82,662 | 50,356 | 25,268 | 99,909 | 71,661 |
| **SALINAS - SEASIDE - MONTEREY** | 1990 | 349,971 | 324,241 | 112,574 | 69,678 | 24,328 | 24,624 | 12,912 | 9,025 | 23,227 | 15,882 | 5,159 | 32,732 | 25,438 |
| | 1987 | 304,243 | 284,974 | 85,395 | 48,251 | 21,382 | 20,820 | 10,408 | 8,213 | 19,280 | 12,802 | 4,695 | 26,597 | 20,504 |
| **SAN DIEGO** | 1990 | 2,885,063 | 2,520,457 | 868,322 | 440,928 | 218,573 | 239,719 | 88,541 | 76,204 | 179,139 | 122,395 | 46,455 | 257,214 | 221,253 |
| | 1987 | 2,425,235 | 2,125,927 | 651,933 | 298,381 | 184,362 | 202,055 | 68,210 | 68,731 | 144,152 | 94,290 | 42,080 | 200,478 | 170,525 |
| **SAN FRANCISCO** | 1990 | 2,180,468 | 2,003,207 | 790,189 | 445,395 | 160,041 | 149,135 | 70,559 | 40,209 | 179,591 | 131,349 | 32,075 | 297,766 | 252,929 |
| | 1987 | 1,955,626 | 1,806,884 | 605,618 | 300,965 | 144,358 | 126,040 | 54,180 | 37,867 | 144,608 | 100,857 | 30,204 | 232,747 | 194,212 |

# 1990 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1990
U.S. CENSUS 1987

| | | Merchandise Line Sales | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Home Computers & Calculators | | Furniture & Sleep Equipment | | Men's & Boys' Clothing | | | Women's & Girls' Clothing | | | Footwear | | |
| METRO AREA | Year | In All Stores ($000) | In Radio/TV Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) |
| **ARKANSAS** | | | | | | | | | | | | | | |
| **FAYETTEVILLE - SPRINGDALE** | 1990 | 4,208 | 2,881 | 25,631 | 13,522 | 27,450 | 9,585 | 14,903 | 50,433 | 19,448 | 27,719 | 16,110 | 10,182 | 4,446 |
| | 1987 | 3,226 | 2,237 | 19,815 | 10,502 | 20,913 | 7,216 | 11,475 | 38,482 | 14,641 | 21,343 | 12,188 | 7,665 | 3,423 |
| **FORT SMITH** | 1990 | 2,541 | 795 | 21,766 | 17,782 | 33,839 | 9,155 | 22,590 | 72,192 | 27,614 | 40,907 | 19,701 | 11,085 | 7,327 |
| | 1987 | 2,030 | 698 | 18,640 | 15,603 | 26,625 | 7,761 | 17,283 | 57,467 | 23,409 | 31,296 | 15,969 | 9,397 | 5,605 |
| **LITTLE ROCK - NORTH LITTLE ROCK** | 1990 | 10,748 | 6,738 | 87,699 | 68,015 | 121,718 | 42,567 | 69,734 | 264,523 | 128,171 | 125,953 | 70,665 | 49,424 | 16,217 |
| | 1987 | 8,625 | 5,547 | 70,833 | 55,745 | 94,671 | 33,841 | 53,974 | 207,130 | 101,896 | 97,487 | 55,456 | 39,292 | 12,552 |
| **PINE BLUFF** | 1990 | 1,490 | 869 | 10,986 | 9,476 | 13,981 | 3,042 | 6,831 | 32,983 | 12,329 | 13,190 | 10,049 | 6,862 | 2,096 |
| | 1987 | 1,197 | 730 | 9,185 | 7,962 | 11,832 | 2,786 | 5,693 | 28,433 | 11,292 | 10,992 | 8,885 | 6,285 | 1,747 |
| **TEXARKANA** | 1990 | 3,636 | 1,299 | 15,272 | 11,395 | 26,758 | 8,169 | 15,701 | 54,396 | 18,655 | 30,462 | 13,477 | 7,891 | 3,488 |
| | 1987 | 3,014 | 1,130 | 12,870 | 9,819 | 21,957 | 7,515 | 12,242 | 45,002 | 17,225 | 23,751 | 11,639 | 7,279 | 2,720 |
| **NONMETRO PORTION OF STATE** | 1990 | 11,552 | 5,179 | 113,414 | 103,938 | 141,435 | 53,287 | 67,505 | 328,461 | 151,815 | 140,886 | 96,916 | 58,006 | 25,558 |
| | 1987 | 9,327 | 4,388 | 94,852 | 87,276 | 115,127 | 44,704 | 56,181 | 268,628 | 127,362 | 113,102 | 79,556 | 48,663 | 20,528 |
| **TOTAL STATE** | 1990 | 31,404 | 16,991 | 263,353 | 214,859 | 346,760 | 119,910 | 185,389 | 766,223 | 345,435 | 356,299 | 217,592 | 137,871 | 56,514 |
| | 1987 | 25,171 | 14,107 | 216,733 | 179,163 | 275,805 | 98,390 | 145,479 | 614,425 | 284,221 | 279,962 | 175,615 | 113,464 | 44,513 |
| **CALIFORNIA** | | | | | | | | | | | | | | |
| **ANAHEIM - SANTA ANA** | 1990 | 166,300 | 120,127 | 519,173 | 392,106 | 709,911 | 368,656 | 262,529 | 1,381,430 | 732,925 | 547,722 | 386,312 | 282,343 | 67,992 |
| | 1987 | 134,925 | 97,080 | 424,631 | 316,881 | 558,958 | 264,595 | 234,475 | 1,093,350 | 526,040 | 489,192 | 290,803 | 202,646 | 60,727 |
| **BAKERSFIELD** | 1990 | 7,377 | 5,496 | 60,801 | 45,507 | 80,500 | 35,248 | 39,030 | 136,664 | 55,702 | 69,545 | 49,181 | 34,862 | 8,042 |
| | 1987 | 6,081 | 4,396 | 49,774 | 36,398 | 68,955 | 28,241 | 35,496 | 117,673 | 44,629 | 63,248 | 40,412 | 27,932 | 7,314 |
| **CHICO** | 1990 | 4,555 | 1,751 | 24,157 | 16,391 | 26,280 | 8,706 | 12,561 | 47,793 | 19,808 | 20,997 | 15,085 | 10,663 | 2,707 |
| | 1987 | 3,638 | 1,283 | 18,723 | 12,011 | 22,268 | 6,985 | 11,081 | 40,380 | 15,892 | 18,522 | 12,310 | 8,555 | 2,388 |
| **FRESNO** | 1990 | 18,431 | 13,477 | 107,720 | 85,436 | 113,338 | 51,583 | 49,873 | 205,161 | 87,047 | 102,336 | 64,799 | 41,532 | 11,982 |
| | 1987 | 15,067 | 10,878 | 88,672 | [illegible] | 98,692 | 42,263 | 46,597 | 180,354 | 71,319 | 95,615 | 54,218 | 34,028 | 11,195 |
| **LOS ANGELES - LONG BEACH** | 1990 | 541,053 | 341,159 | 1,328,561 | 1,022,805 | 2,018,584 | 1,172,972 | 687,337 | 4,056,255 | 2,412,165 | 1,335,402 | 1,204,658 | 936,485 | 171,835 |
| | 1987 | 434,954 | 270,215 | 1,080,662 | 810,115 | 1,651,886 | 869,101 | 653,815 | 3,314,434 | 1,787,264 | 1,270,270 | 934,882 | 693,879 | 163,454 |
| ***LOS ANGELES - ANAHEIM - RIVERSIDE CONSOLIDATED AREA*** | *1990* | *828,294* | *534,583* | *2,269,601* | *1,719,849* | *3,305,504* | *1,766,139* | *1,222,893* | *6,510,822* | *3,570,691* | *2,403,610* | *1,907,712* | *1,435,715* | *304,361* |
| | *1987* | *661,786* | *421,410* | *1,825,395* | *1,351,548* | *2,678,148* | *1,304,760* | *1,123,387* | *5,280,016* | *2,637,582* | *2,207,573* | *1,473,101* | *1,061,780* | *279,669* |
| **MERCED** | 1990 | 4,292 | 2,357 | 14,553 | 10,213 | 19,258 | 5,709 | 10,404 | 31,728 | 10,905 | 18,049 | 11,635 | 7,973 | 1,952 |
| | 1987 | 3,477 | 1,782 | 11,698 | 7,723 | 17,096 | 4,646 | 9,812 | 28,281 | 8,874 | 17,021 | 9,749 | 6,488 | 1,841 |
| **MODESTO** | 1990 | 10,238 | 4,947 | 70,559 | 55,049 | 62,978 | 21,302 | 37,344 | 120,814 | 39,724 | 73,699 | 38,479 | 24,446 | 10,140 |
| | 1987 | 8,063 | 3,779 | 55,558 | 42,055 | 55,539 | 18,183 | 33,922 | 106,966 | 33,907 | 66,946 | 33,027 | 20,866 | 9,211 |
| **OAKLAND** | 1990 | 146,981 | 72,623 | 365,565 | 261,562 | 413,153 | 184,226 | 183,475 | 875,676 | 430,714 | 373,667 | 276,768 | 189,344 | 55,549 |
| | 1987 | 115,620 | 54,925 | 290,511 | 197,997 | 345,679 | 138,033 | 169,822 | 729,323 | 322,715 | 345,885 | 218,658 | 141,867 | 51,409 |
| **OXNARD - VENTURA** | 1990 | 46,094 | 30,354 | 115,363 | 81,393 | 139,205 | 53,513 | 69,477 | 256,933 | 104,041 | 128,298 | 76,907 | 52,020 | 14,822 |
| | 1987 | 34,638 | 22,595 | 89,039 | 60,588 | 115,341 | 40,720 | 62,417 | 213,448 | 79,168 | 115,262 | 60,349 | 39,584 | 13,316 |
| **REDDING** | 1990 | 6,411 | 3,956 | 19,290 | 12,695 | 22,047 | 7,358 | 12,984 | 39,373 | 13,952 | 22,054 | 13,217 | 8,579 | 2,625 |
| | 1987 | 5,008 | 2,967 | 15,298 | 9,522 | 19,726 | 6,454 | 11,949 | 35,242 | 12,238 | 20,296 | 11,513 | 7,525 | 2,416 |
| **RIVERSIDE - SAN BERNARDINO** | 1990 | 74,847 | 42,943 | 306,504 | 223,545 | 437,804 | 170,998 | 203,550 | 816,204 | 321,560 | 392,188 | 239,835 | 164,867 | 49,712 |
| | 1987 | 57,269 | 31,520 | 231,063 | 163,964 | 351,963 | 130,344 | 172,680 | 658,784 | 245,110 | 332,849 | 187,067 | 125,671 | 42,172 |
| **SACRAMENTO** | 1990 | 46,367 | 31,053 | 254,898 | 188,431 | 278,743 | 120,996 | 136,964 | 558,463 | 256,173 | 268,300 | 160,511 | 105,808 | 40,339 |
| | 1987 | 37,250 | 24,298 | 203,099 | 147,194 | 223,442 | 88,358 | 119,006 | 447,358 | 187,069 | 233,121 | 123,093 | 77,266 | 35,050 |
| **SALINAS - SEASIDE - MONTEREY** | 1990 | 9,718 | 2,862 | 38,527 | 24,920 | 73,170 | 33,522 | 33,680 | 146,881 | 72,245 | 64,718 | 39,889 | 26,544 | 9,686 |
| | 1987 | 7,801 | 2,307 | 31,780 | 20,087 | 62,445 | 28,094 | 30,649 | 127,672 | 60,546 | 58,894 | 33,841 | 22,246 | 8,814 |
| **SAN DIEGO** | 1990 | 127,327 | 69,442 | 468,036 | 378,906 | 526,429 | 268,006 | 216,174 | 1,051,027 | 574,633 | 418,350 | 332,314 | 256,302 | 48,210 |
| | 1987 | 100,284 | 53,496 | 368,025 | 291,899 | 423,020 | 195,122 | 194,973 | 842,462 | 418,361 | 377,321 | 250,768 | 186,601 | 43,483 |
| **SAN FRANCISCO** | 1990 | 119,056 | 72,250 | 363,585 | 261,613 | 570,346 | 342,171 | 165,429 | 1,041,271 | 598,493 | 349,808 | 294,754 | 198,680 | 57,936 |
| | 1987 | 95,497 | 55,465 | 289,742 | 200,880 | 472,859 | 264,160 | 155,787 | 871,421 | 462,043 | 329,419 | 239,219 | 153,383 | 54,558 |

# 1990 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1990
U.S. CENSUS 1987

Merchandise Line Sales

| METRO AREA | Year | Groceries & Other Foods | | Drugs & Health & Beauty Aids | | | Major Household Appliances | | | TVs, Video Recorders & Tapes | | | Audio Equipment, Musical Instruments & Supplies | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | In All Stores ($000) | In Food Stores ($000) | In All Stores ($000) | In Drug-stores ($000) | In Food Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) |
| **CALIFORNIA (continued)** | | | | | | | | | | | | | | |
| ***SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA*** | *1990* | *7,957,600* | *7,306,445* | *2,716,689* | *1,573,058* | *651,028* | *583,265* | *301,090* | *168,882* | *587,803* | *386,060* | *122,883* | *968,663* | *755,820* |
| | *1987* | *6,976,978* | *6,439,972* | *2,061,071* | *1,065,437* | *573,448* | *483,970* | *229,366* | *157,764* | *473,702* | *294,201* | *114,674* | *753,117* | *575,891* |
| **SAN JOSE** | 1990 | 1,806,009 | 1,636,919 | 624,332 | 368,031 | 149,197 | 146,249 | 81,516 | 39,385 | 160,901 | 113,163 | 26,947 | 255,414 | 213,859 |
| | 1987 | 1,607,345 | 1,463,670 | 474,612 | 248,072 | 133,407 | 120,972 | 62,144 | 37,690 | 129,537 | 86,270 | 25,788 | 198,700 | 163,035 |
| **SANTA BARBARA - SANTA MARIA - LOMPOC** | 1990 | 541,752 | 504,056 | 146,541 | 84,285 | 43,223 | 27,600 | 14,321 | 10,390 | 20,352 | 14,979 | 3,577 | 32,597 | 29,629 |
| | 1987 | 462,391 | 430,021 | 113,833 | 58,850 | 36,875 | 24,826 | 11,848 | 10,356 | 17,487 | 12,392 | 3,565 | 27,218 | 24,512 |
| **SANTA CRUZ** | 1990 | 344,413 | 328,422 | 95,758 | 58,835 | 27,477 | 13,659 | 3,998 | 6,702 | 10,973 | 6,975 | 2,162 | 20,637 | 15,065 |
| | 1987 | 285,709 | 273,768 | 70,380 | 39,672 | 22,905 | 11,993 | 3,060 | 6,613 | 8,909 | 5,338 | 2,133 | 15,757 | 11,530 |
| **SANTA ROSA - PETALUMA** | 1990 | 548,700 | 498,506 | 178,258 | 105,412 | 47,183 | 30,567 | 12,859 | 10,437 | 29,530 | 19,190 | 7,470 | 47,474 | 37,588 |
| | 1987 | 461,788 | 421,967 | 132,250 | 71,830 | 39,939 | 24,270 | 9,475 | 9,271 | 23,064 | 14,140 | 6,635 | 35,845 | 27,696 |
| **STOCKTON** | 1990 | 503,693 | 453,096 | 162,158 | 110,257 | 33,849 | 29,913 | 16,946 | 9,605 | 22,133 | 13,197 | 5,946 | 31,494 | 24,145 |
| | 1987 | 440,991 | 400,972 | 120,027 | 74,077 | 29,955 | 24,644 | 13,257 | 8,755 | 18,094 | 10,324 | 5,420 | 24,848 | 18,889 |
| **VALLEJO - FAIRFIELD - NAPA** | 1990 | 460,943 | 437,923 | 146,497 | 92,113 | 37,814 | 33,909 | 17,925 | 11,729 | 19,470 | 9,692 | 7,540 | 25,766 | 18,589 |
| | 1987 | 386,101 | 369,261 | 108,222 | 62,391 | 31,886 | 27,851 | 14,035 | 10,347 | 16,065 | 7,589 | 6,660 | 20,401 | 14,555 |
| **VISALIA - TULARE - PORTERVILLE** | 1990 | 352,426 | 329,805 | 99,544 | 63,452 | 24,430 | 14,960 | 7,958 | 4,938 | 13,243 | 9,155 | 2,918 | 21,202 | 16,258 |
| | 1987 | 295,350 | 278,398 | 74,282 | 42,956 | 20,622 | 12,964 | 6,272 | 5,025 | 11,047 | 7,216 | 2,969 | 16,732 | 12,814 |
| **YUBA CITY** | 1990 | 163,795 | 156,680 | 32,317 | 18,434 | 10,244 | 8,695 | 3,336 | 2,902 | 5,783 | 3,836 | 1,327 | 8,598 | 6,813 |
| | 1987 | 133,068 | 126,719 | 24,475 | 12,869 | 8,285 | 7,524 | 2,542 | 2,951 | 4,807 | 2,924 | 1,350 | 6,728 | 5,192 |
| **NONMETRO PORTION OF STATE** | 1990 | 1,532,136 | 1,422,145 | 430,637 | 294,909 | 107,477 | 77,579 | 37,297 | 12,540 | 38,897 | 27,623 | 4,347 | 58,816 | 38,950 |
| | 1987 | 1,341,350 | 1,259,065 | 324,850 | 205,479 | 95,153 | 64,480 | 29,686 | 11,301 | 31,879 | 21,989 | 3,927 | 46,513 | 31,003 |
| **TOTAL STATE** | 1990 | 35,795,834 | 32,238,211 | 10,849,820 | 5,968,770 | 2,655,367 | 2,725,962 | 1,312,481 | 812,688 | 2,239,587 | 1,513,946 | 491,689 | 3,501,507 | 2,688,209 |
| | 1987 | 30,784,228 | 27,896,279 | 8,355,637 | 4,140,793 | 2,299,214 | 2,279,203 | 1,023,236 | 746,171 | 1,822,057 | 1,180,666 | 452,232 | 2,754,450 | 2,092,500 |
| **COLORADO** | | | | | | | | | | | | | | |
| **BOULDER - LONGMONT** | 1990 | 302,724 | 285,628 | 82,600 | 22,980 | 41,886 | 14,097 | 8,022 | 4,306 | 19,161 | 12,835 | 3,962 | 30,948 | 24,243 |
| | 1987 | 258,925 | 244,356 | 68,214 | 17,894 | 35,834 | 12,069 | 7,085 | 3,554 | 16,503 | 11,336 | 3,270 | 26,856 | 21,412 |
| **COLORADO SPRINGS** | 1990 | 345,082 | 300,827 | 101,250 | 35,394 | 40,938 | 34,020 | 13,200 | 12,068 | 31,667 | 19,182 | 7,679 | 40,463 | 30,799 |
| | 1987 | 300,248 | 262,293 | 83,779 | 26,562 | 35,694 | 28,557 | 10,612 | 10,540 | 26,170 | 15,422 | 6,707 | 33,028 | 24,761 |
| **DENVER** | 1990 | 1,969,478 | 1,765,771 | 546,748 | 141,051 | 274,676 | 154,406 | 68,826 | 46,349 | 161,145 | 100,888 | 35,112 | 185,654 | 136,867 |
| | 1987 | 1,707,383 | 1,531,581 | 466,755 | 117,448 | 238,246 | 130,965 | 58,250 | 39,554 | 136,375 | 85,387 | 29,965 | 157,084 | 115,837 |
| ***DENVER - BOULDER CONSOLIDATED AREA*** | *1990* | *2,272,202* | *2,051,399* | *629,348* | *164,031* | *316,562* | *168,503* | *76,848* | *50,655* | *180,306* | *113,723* | *39,074* | *216,602* | *161,110* |
| | *1987* | *1,966,308* | *1,775,937* | *534,969* | *135,342* | *274,080* | *143,034* | *65,335* | *43,108* | *152,878* | *96,723* | *33,235* | *183,940* | *137,249* |
| **FORT COLLINS - LOVELAND** | 1990 | 217,015 | 198,592 | 51,626 | 16,734 | 23,940 | 15,226 | 8,120 | 3,497 | 13,009 | 7,598 | 2,673 | 17,182 | 12,216 |
| | 1987 | 183,291 | 168,141 | 42,411 | 12,749 | 20,269 | 12,556 | 6,571 | 3,074 | 10,765 | 6,149 | 2,350 | 14,108 | 9,886 |
| **GREELEY** | 1990 | 132,081 | 122,569 | 29,848 | 8,973 | 13,543 | 7,041 | 3,178 | 2,493 | 6,218 | 3,313 | 1,906 | 7,294 | 5,198 |
| | 1987 | 112,541 | 104,314 | 25,275 | 7,540 | 11,526 | 6,015 | 2,733 | 2,098 | 5,309 | 2,849 | 1,604 | 6,252 | 4,470 |
| **PUEBLO** | 1990 | 133,730 | 125,692 | 36,994 | 14,251 | 13,506 | 9,368 | 3,508 | 4,557 | 8,507 | 4,287 | 2,469 | 11,039 | 8,876 |
| | 1987 | 118,789 | 111,512 | 31,870 | 11,664 | 11,982 | 8,169 | 2,986 | 4,059 | 7,388 | 3,649 | 2,199 | 9,467 | 7,556 |
| **NONMETRO PORTION OF STATE** | 1990 | 680,417 | 619,782 | 189,252 | 84,688 | 73,907 | 28,219 | 12,690 | 3,851 | 18,674 | 8,098 | 4,886 | 24,573 | 14,619 |
| | 1987 | 611,531 | 556,512 | 163,436 | 70,575 | 66,366 | 24,990 | 11,427 | 3,334 | 16,493 | 7,292 | 4,213 | 21,766 | 13,168 |
| **TOTAL STATE** | 1990 | 3,780,527 | 3,418,861 | 1,038,318 | 324,071 | 482,396 | 262,377 | 117,544 | 77,121 | 258,381 | 156,201 | 58,687 | 317,153 | 232,818 |
| | 1987 | 3,292,708 | 2,978,709 | 881,740 | 264,432 | 419,917 | 223,321 | 99,664 | 66,213 | 219,003 | 132,084 | 50,308 | 268,561 | 197,090 |
| **CONNECTICUT** | | | | | | | | | | | | | | |
| **BRIDGEPORT - STAMFORD - NORWALK - DANBURY** | 1990 | 1,339,146 | 1,275,250 | 294,430 | 164,385 | 74,454 | 95,471 | 54,101 | 22,156 | 68,309 | 39,911 | 18,246 | 90,509 | 67,849 |
| | 1987 | 1,126,4[illegible] | 1,066,408 | 270,840 | 154,017 | 62,262 | 88,695 | 47,480 | 23,122 | 63,649 | 35,026 | 19,042 | 82,156 | 59,545 |

# 1990 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1990
U.S. CENSUS 1987

Merchandise Line Sales

| METRO AREA | Year | Home Computers & Calculators | | Furniture & Sleep Equipment | | Men's & Boys' Clothing | | | Women's & Girls' Clothing | | | Footwear | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | In All Stores ($000) | In Radio/TV Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) |
| **CALIFORNIA (continued)** | | | | | | | | | | | | | | |
| *SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA* | *1990* | *547,415* | *280,523* | *1,183,802* | *861,653* | *1,517,837* | *776,671* | *589,796* | *3,060,412* | *1,612,138* | *1,217,497* | *927,029* | *642,255* | *183,961* |
| | *1987* | *426,763* | *213,779* | *938,520* | *656,158* | *1,263,852* | *587,925* | *551,088* | *2,550,213* | *1,21[illegible],177* | *1,137,936* | *736,767* | *484,118* | *171,911* |
| **SAN JOSE** | 1990 | 242,638 | 113,412 | 290,117 | 214,818 | 368,335 | 187,531 | 152,356 | 802,063 | 43[illegible]334 | 322,330 | 254,312 | 187,531 | 46,639 |
| | 1987 | 185,785 | 86,459 | 230,482 | 163,766 | 305,169 | 136,782 | 145,799 | 661,958 | 32[illegible]24 | 308,459 | 197,361 | 136,782 | 44,632 |
| **SANTA BARBARA - SANTA MARIA - LOMPOC** | 1990 | 13,695 | 7,933 | 52,116 | 42,305 | 68,762 | 42,736 | 20,950 | 144,502 | 89,233 | 42,582 | 42,137 | 33,505 | 4,258 |
| | 1987 | 12,032 | 6,563 | 44,394 | 34,998 | 59,001 | 33,430 | 20,882 | 124,093 | 69,802 | 42,443 | 34,510 | 26,209 | 4,244 |
| **SANTA CRUZ** | 1990 | 11,686 | 7,002 | 27,969 | 20,923 | 32,892 | 13,894 | 13,500 | 63,029 | 30,396 | 22,597 | 22,152 | 16,502 | 2,239 |
| | 1987 | 8,993 | 5,359 | 22,164 | 16,013 | 28,841 | 11,238 | 13,320 | 55,214 | 24,586 | 22,295 | 18,104 | 13,348 | 2,209 |
| **SANTA ROSA - PETALUMA** | 1990 | 15,570 | 7,550 | 84,778 | 63,702 | 73,071 | 29,796 | 37,885 | 151,280 | 65,730 | 78,171 | 42,929 | 27,110 | 11,205 |
| | 1987 | 11,688 | 5,563 | 64,225 | 46,938 | 60,810 | 23,055 | 33,651 | 126,175 | 50,860 | 69,435 | 34,502 | 20,977 | 9,953 |
| **STOCKTON** | 1990 | 12,442 | 9,209 | 54,171 | 41,390 | 67,488 | 29,334 | 32,932 | 125,768 | 49,867 | 67,008 | 39,390 | 25,314 | 8,462 |
| | 1987 | 10,025 | 7,204 | 43,276 | 32,380 | 58,341 | 24,284 | 30,017 | 109,583 | 41,282 | 61,076 | 33,001 | 20,956 | 7,713 |
| **VALLEJO - FAIRFIELD - NAPA** | 1990 | 11,484 | 7,686 | 51,788 | 39,035 | 60,040 | 19,053 | 37,151 | 127,093 | 47,771 | 70,924 | 36,114 | 23,088 | 10,393 |
| | 1987 | 9,180 | 6,008 | 41,396 | 30,564 | 50,494 | 14,657 | 32,709 | 106,122 | 36,749 | 62,443 | 28,923 | 17,761 | 9,150 |
| **VISALIA - TULARE - PORTERVILLE** | 1990 | 9,000 | 3,181 | 28,470 | 21,733 | 37,579 | 16,224 | 16,048 | 69,063 | 30,801 | 30,637 | 21,879 | 16,027 | 3,143 |
| | 1987 | 7,190 | 2,507 | 23,358 | 17,130 | 33,887 | 13,227 | 16,331 | 62,872 | 25,111 | 31,177 | 18,422 | 13,066 | 3,198 |
| **YUBA CITY** | 1990 | 3,890 | 1,970 | 12,913 | 9,109 | 14,350 | 4,768 | 7,761 | 26,646 | 9,692 | 13,596 | 7,031 | 4,009 | 1,889 |
| | 1987 | 3,144 | 1,511 | 10,580 | 6,942 | 13,661 | 4,155 | 7,891 | 25,194 | 8,446 | 13,825 | 6,351 | 3,494 | 1,921 |
| **NONMETRO PORTION OF STATE** | 1990 | 19,905 | 13,686 | 96,874 | 75,696 | 129,723 | 71,653 | 34,890 | 224,056 | 129,366 | 66,893 | 78,339 | 57,710 | 6,936 |
| | 1987 | 16,117 | 10,804 | 77,972 | 60,251 | 109,543 | 58,962 | 31,520 | 190,[illegible]00 | 106,454 | 60,515 | 64,447 | 47,490 | 6,265 |
| **TOTAL STATE** | 1990 | 1,669,357 | 986,426 | 4,756,488 | 3,589,263 | 6,343,986 | 3,259,955 | 2,474,284 | 12,499,173 | 6,621,977 | 4,899,871 | 3,748,627 | 2,731,244 | 648,693 |
| | 1987 | 1,323,726 | 768,964 | 3,806,122 | 2,795,255 | 5,208,616 | 2,445,089 | 2,274,601 | 10,269,159 | 4,958,689 | 4,505,529 | 2,935,530 | 2,048,620 | 596,633 |
| **COLORADO** | | | | | | | | | | | | | | |
| **BOULDER - LONGMONT** | 1990 | 6,269 | 4,193 | 24,211 | 14,884 | 50,288 | 21,361 | 22,047 | 102,852 | 38,451 | 42,199 | 27,965 | 18,765 | 5,339 |
| | 1987 | 5,398 | 3,703 | 20,625 | 13,146 | 40,502 | 16,850 | 18,198 | 82,666 | 30,331 | 34,832 | 22,253 | 14,802 | 4,407 |
| **COLORADO SPRINGS** | 1990 | 12,505 | 9,287 | 66,479 | 49,806 | 72,159 | 24,921 | 36,479 | 160,551 | 76,112 | 62,535 | 42,498 | 29,232 | 7,679 |
| | 1987 | 10,258 | 7,466 | 54,311 | 40,042 | 59,975 | 19,179 | 31,860 | 131,479 | 58,574 | 54,617 | 33,818 | 22,496 | 6,707 |
| **DENVER** | 1990 | 58,074 | 40,047 | 323,198 | 242,450 | 396,825 | 152,512 | 192,820 | 806,823 | 331,097 | 376,528 | 211,434 | 144,038 | 41,459 |
| | 1987 | 49,364 | 34,225 | 273,742 | 205,196 | 327,387 | 119,956 | 164,224 | 664,061 | 260,417 | 321,069 | 170,248 | 113,291 | 35,346 |
| *DENVER - BOULDER CONSOLIDATED AREA* | *1990* | *64,343* | *44,240* | *347,409* | *257,334* | *447,113* | *173,873* | *214,867* | *909,675* | *369,548* | *418,727* | *239,399* | *182,803* | *46,798* |
| | *1987* | *54,762* | *37,928* | *294,367* | *218,342* | *367,889* | *136,806* | *182,422* | *746,727* | *290,748* | *355,901* | *192,501* | *128,093* | *39,753* |
| **FORT COLLINS - LOVELAND** | 1990 | 4,953 | 3,638 | 26,806 | 20,260 | 27,087 | 9,003 | 12,957 | 57,648 | 24,363 | 23,446 | 18,085 | 12,951 | 2,365 |
| | 1987 | 4,082 | 2,944 | 21,912 | 16,396 | 22,912 | 7,467 | 11,390 | 48,632 | 20,205 | 20,611 | 15,002 | 10,741 | 2,079 |
| **GREELEY** | 1990 | 2,571 | 1,585 | 10,366 | 7,756 | 16,768 | 2,769 | 8,358 | 37,555 | 10,210 | 15,763 | 8,943 | 4,887 | 2,127 |
| | 1987 | 2,201 | 1,363 | 8,886 | 6,670 | 14,289 | 2,492 | 7,035 | 32,297 | 9,188 | 13,268 | 7,865 | 4,398 | 1,790 |
| **PUEBLO** | 1990 | 3,019 | 2,384 | 15,124 | 11,042 | 19,021 | 5,042 | 11,393 | 36,634 | 9,920 | 22,692 | 12,032 | 8,146 | 2,753 |
| | 1987 | 2,593 | 2,029 | 12,996 | 9,399 | 17,178 | 4,763 | 10,147 | 33,097 | 9,371 | 20,210 | 11,136 | 7,695 | 2,452 |
| **NONMETRO PORTION OF STATE** | 1990 | 6,253 | 3,392 | 39,729 | 34,440 | 90,476 | 48,803 | 20,863 | 166,999 | 104,574 | 34,724 | 43,518 | 30,072 | 5,336 |
| | 1987 | 5,626 | 3,118 | 35,577 | 31,018 | 75,177 | 39,172 | 17,986 | 137,855 | 83,944 | 30,014 | 35,734 | 24,141 | 4,604 |
| **TOTAL STATE** | 1990 | 93,644 | 64,526 | 505,913 | 380,638 | 672,624 | 264,411 | 304,917 | 1,369,062 | 594,727 | 577,887 | 364,475 | 248,091 | 67,058 |
| | 1987 | 79,522 | 54,848 | 428,049 | 321,867 | 557,420 | 209,879 | 260,840 | 1,130,087 | 472,030 | 494,621 | 296,056 | 197,564 | 57,385 |
| **CONNECTICUT** | | | | | | | | | | | | | | |
| **BRIDGEPORT - STAMFORD - NORWALK - DANBURY** | 1990 | 32,687 | 16,428 | 182,640 | 139,688 | 236,697 | 130,333 | 82,761 | 496,611 | 291,881 | 168,780 | 129,785 | 100,214 | 16,943 |
| | 1987 | 30,300 | 14,417 | 165,972 | 122,592 | 235,886 | 127,470 | 86,369 | 494,380 | 285,469 | 176,138 | 127,074 | 98,013 | 17,682 |

# 1990 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1990<br>U.S. CENSUS 1987 | | Merchandise Line Sales | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Groceries & Other Foods | | Drugs & Health & Beauty Aids | | | Major Household Appliances | | | TVs, Video Recorders & Tapes | | | Audio Equipment, Musical Instruments & Supplies | |
| METRO AREA | Year | In All Stores ($000) | In Food Stores ($000) | In All Stores ($000) | In Drug-stores ($000) | In Food Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) |
| **CONNECTICUT (continued)** | | | | | | | | | | | | | | |
| **HARTFORD - NEW BRITAIN - MIDDLETOWN - BRISTOL** | 1990 | 1,443,762 | 1,373,635 | 391,637 | 252,904 | 80,200 | 120,278 | 74,614 | 25,372 | 87,257 | 55,045 | 20,894 | 118,655 | 93,576 |
| | 1987 | 1,223,822 | 1,157,357 | 366,126 | 241,135 | 67,573 | 106,557 | 61,493 | 25,533 | 77,315 | 45,364 | 21,027 | 101,872 | 77,119 |
| **NEW HAVEN - WATERBURY - MERIDEN** | 1990 | 1,175,163 | 1,125,919 | 254239 | 150,185 | 65,736 | 75,868 | 46,061 | 18,589 | 55,153 | 33,979 | 15,309 | 74,159 | 57,764 |
| | 1987 | 958,302 | 912,443 | 233016 | 139,630 | 53,273 | 71,178 | 39,709 | 20,283 | 51,880 | 29,293 | 16,704 | 67,211 | 49,798 |
| **NEW LONDON - NORWICH** | 1990 | 334,540 | 320,962 | 69460 | 38,600 | 18,740 | 20,809 | 11,263 | 6,013 | 15,075 | 8,309 | 4,952 | 19,355 | 14,126 |
| | 1987 | 282,523 | 269,120 | 65775 | 38,239 | 15,713 | 20,106 | 10,688 | 5,907 | 14,532 | 7,885 | 4,865 | 18,516 | 13,404 |
| **NONMETRO PORTION OF STATE** | 1990 | 372,613 | 352,987 | 83845 | 52,996 | 20,553 | 18,881 | 10,485 | 2,338 | 7,228 | 3,322 | 2,493 | 14,037 | 9,451 |
| | 1987 | 306,937 | 289,780 | 74548 | 47,870 | 16,873 | 17,047 | 9,101 | 2,277 | 6,656 | 2,884 | 2,428 | 12,615 | 8,204 |
| **TOTAL STATE** | 1990 | 4,665,224 | 4,448,753 | 1,093611 | 659,070 | 259,683 | 331,307 | 196,524 | 74,468 | 233,022 | 140,566 | 61,894 | 316,715 | 242,766 |
| | 1987 | 3,898,043 | 3,695,108 | 1,010,305 | 620,891 | 215,694 | 303,583 | 168,471 | 77,122 | 214,032 | 120,452 | 64,066 | 282,370 | 208,070 |
| **DELAWARE** | | | | | | | | | | | | | | |
| **WILMINGTON** | 1990 | 739,482 | 695,222 | 211578 | 141,711 | 40,419 | 50,339 | 17,912 | 22,507 | 44,948 | 17,912 | 19,215 | 64,800 | 48,940 |
| | 1987 | 619,646 | 585,237 | 164209 | 105,896 | 34,025 | 42,669 | 15,991 | 18,838 | 38,383 | 15,991 | 16,082 | 56,784 | 43,691 |
| **NONMETRO PORTION OF STATE** | 1990 | 260,465 | 240,659 | 79,162 | 50,063 | 12,736 | 27,860 | 8,159 | 8,383 | 11,894 | 2,662 | 7,987 | 16,270 | 9,964 |
| | 1987 | 224,874 | 209,809 | 61213 | 37,662 | 11,103 | 22,336 | 6,813 | 6,360 | 9,276 | 2,223 | 6,063 | 13,112 | 8,320 |
| **TOTAL STATE** | 1990 | 885,086 | 829,739 | 261787 | 171,309 | 46,984 | 73,595 | 24,389 | 29,850 | 53,195 | 18,892 | 26,313 | 75,313 | 54,311 |
| | 1987 | 740,982 | 698,257 | 201325 | 127,080 | 39,501 | 60,922 | 21,276 | 24,290 | 44,425 | 16,686 | 21,369 | 64,718 | 47,838 |
| **DISTRICT OF COLUMBIA** | | | | | | | | | | | | | | |
| **WASHINGTON** | 1990 | 4,805,850 | 4,497,248 | 1,721,276 | 945,223 | 561,389 | 304,385 | 104,515 | 130,406 | 344,436 | 229,129 | 69,932 | 450,105 | 347,714 |
| | 1987 | 4,107,267 | 3,863,206 | 1,398,339 | 740,268 | 482,246 | 259,584 | 93,440 | 110,137 | 300,754 | 204,847 | 59,060 | 391,388 | 310,865 |
| **TOTAL STATE** | 1990 | 513,219 | 469,484 | 255,509 | 172,069 | 58,606 | 31,687 | 10,659 | 12,932 | 35,219 | 23,368 | 6,917 | 50,556 | 35,461 |
| | 1987 | 477,413 | 440,490 | 218,925 | 142,204 | 54,987 | 28,923 | 10,402 | 11,704 | 33,285 | 22,805 | 6,260 | 47,312 | 34,607 |
| **FLORIDA** | | | | | | | | | | | | | | |
| **BRADENTON** | 1990 | 267,905 | 253,098 | 70,939 | 39,391 | 20,027 | 16,692 | 9,125 | 5,400 | 11,989 | 6,455 | 3,913 | 14,113 | 9,571 |
| | 1987 | 224,196 | 212,519 | 56,752 | 30,496 | 16,816 | 14,793 | 8,434 | 4,451 | 10,518 | 5,966 | 3,225 | 12,555 | 8,846 |
| **DAYTONA BEACH** | 1990 | 492,128 | 463,343 | 137,423 | 78,375 | 32,593 | 35,723 | 16,040 | 10,646 | 23,411 | 11,345 | 8,872 | 26,774 | 16,823 |
| | 1987 | 414,250 | 390,920 | 109,756 | 60,985 | 27,499 | 29,721 | 14,033 | 8,558 | 19,597 | 9,926 | 7,132 | 22,643 | 14,718 |
| **FORT LAUDERDALE - HOLLYWOOD - POMPANO BEACH** | 1990 | 1,733,486 | 1,623,816 | 612,460 | 330,660 | 122,917 | 148,285 | 95,910 | 36,301 | 83,127 | 42,700 | 22,339 | 100,488 | 69,633 |
| | 1987 | 1,460,122 | 1,373,208 | 475,166 | 248,493 | 103,948 | 129,102 | 85,210 | 30,813 | 71,774 | 37,936 | 18,962 | 87,411 | 61,865 |
| **FORT MYERS - CAPE CORAL** | 1990 | 470,275 | 422,737 | 117,361 | 62,016 | 29,373 | 34,316 | 17,490 | 11,457 | 28,436 | 15,740 | 9,229 | 20,891 | 12,243 |
| | 1987 | 398,681 | 362,647 | 95,098 | 49,389 | 25,198 | 28,904 | 15,246 | 9,226 | 23,855 | 13,721 | 7,432 | 17,553 | 10,672 |
| **FORT PIERCE** | 1990 | 320,967 | 301,660 | 84,635 | 55,785 | 19,369 | 28,743 | 16,341 | 6,789 | 18,139 | 11,558 | 4,245 | 21,096 | 17,139 |
| | 1987 | 269,333 | 253,770 | 63,304 | 39,635 | 16,294 | 23,223 | 13,534 | 5,226 | 14,649 | 9,573 | 3,267 | 17,225 | 14,195 |
| **FORT WALTON BEACH** | 1990 | 156,355 | 141,230 | 52,788 | 29,773 | 8,374 | 16,089 | 6,669 | 4,941 | 9,237 | 4,717 | 3,847 | 10,267 | 6,994 |
| | 1987 | 131,477 | 119,937 | 40,163 | 21,304 | 7,112 | 13,918 | 6,342 | 4,017 | 8,137 | 4,486 | 3,128 | 9,263 | 6,651 |
| **GAINESVILLE** | 1990 | 258,603 | 242,200 | 64,873 | 30,195 | 18,305 | 18,809 | 7,256 | 7,091 | 14,199 | 7,530 | 4,496 | 20,911 | 14,783 |
| | 1987 | 220,026 | 206,566 | 52,584 | 23,338 | 15,612 | 16,198 | 6,438 | 5,883 | 12,187 | 6,681 | 3,730 | 18,108 | 13,117 |
| **JACKSONVILLE** | 1990 | 995,897 | 915,735 | 340,628 | 216,925 | 67,735 | 82,496 | 36,126 | 23,466 | 72,849 | 48,857 | 9,472 | 74,499 | 53,673 |
| | 1987 | 829,386 | 766,376 | 257,429 | 155,010 | 56,688 | 70,414 | 32,767 | 19,174 | 63,789 | 44,314 | 7,744 | 65,405 | 48,682 |
| **LAKELAND - WINTER HAVEN** | 1990 | 471,796 | 435,674 | 137,501 | 86,825 | 24,204 | 30,323 | 17,911 | 8,270 | 27,049 | 12,274 | 9,649 | 22,779 | 13,903 |
| | 1987 | 408,933 | 380,775 | 107,652 | 64,694 | 21,154 | 25,466 | 15,129 | 6,833 | 22,518 | 10,368 | 7,972 | 19,024 | 11,744 |
| **MELBOURNE - TITUSVILLE - PALM BAY** | 1990 | 470,941 | 431,292 | 105,700 | 50,529 | 28,677 | 39,338 | 17,266 | 17,107 | 27,841 | 15,616 | 10,040 | 27,816 | 18,536 |
| | 1987 | 390,390 | 359,809 | 92,492 | 47,213 | 23,924 | 33,938 | 16,072 | 13,901 | 24,471 | 14,536 | 8,159 | 24,799 | 17,254 |

# 1990 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1990
U.S. CENSUS 1987

| METRO AREA | Year | Merchandise Line Sales | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Home Computers & Calculators | | Furniture & Sleep Equipment | | Men's & Boys' Clothing | | | Women's & Girls' Clothing | | | Footwear | | | |
| | | In All Stores ($000) | In Radio/TV Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) |
| **CONNECTICUT (continued)** | | | | | | | | | | | | | | | |
| **HARTFORD - NEW BRITAIN - MIDDLETOWN - BRISTOL** | 1990 | 47,748 | 29,930 | 241,097 | 192,653 | 237,565 | 113,294 | 94,074 | 493,346 | 253,721 | 191,716 | 118,548 | 87,113 | 19,402 |
| | 1987 | 41,886 | 24,605 | 206,937 | 158,773 | 239,784 | 116,132 | 94,613 | 498,574 | 260,077 | 192,803 | 120,115 | 89,295 | 19,525 |
| **NEW HAVEN - WATERBURY - MERIDEN** | 1990 | 25,129 | 13,210 | 150,931 | 118,926 | 166,533 | 84,593 | 69,437 | 348,041 | 189,446 | 141,609 | 85,455 | 65,044 | 14,215 |
| | 1987 | 23,687 | 11,388 | 136,681 | 102,526 | 172,562 | 84,509 | 75,764 | 359,898 | 189,258 | 154,512 | 86,440 | 64,980 | 15,511 |
| **NEW LONDON - NORWICH** | 1990 | 6,940 | 3,180 | 39,333 | 29,083 | 51,632 | 25,336 | 22,462 | 107,593 | 56,739 | 45,809 | 25,971 | 19,481 | 4,598 |
| | 1987 | 6,675 | 3,017 | 37,702 | 27,597 | 49,956 | 24,124 | 22,065 | 103,815 | 54,025 | 44,999 | 24,882 | 18,549 | 4,517 |
| **NONMETRO PORTION OF STATE** | 1990 | 3,903 | 1,568 | 31,910 | 27,763 | 29,386 | 12,648 | 11,312 | 54,948 | 27,813 | 19,484 | 17,799 | 14,404 | 2,055 |
| | 1987 | 3,574 | 1,374 | 28,163 | 24,098 | 29,521 | 13,319 | 11,016 | 55,341 | 29,289 | 18,973 | 18,419 | 15,168 | 2,001 |
| **TOTAL STATE** | 1990 | 116,407 | 64,316 | 645,911 | 508,113 | 721,813 | 366,204 | 280,046 | 1,500,539 | 819,600 | 567,398 | 377,558 | 286,256 | 57,213 |
| | 1987 | 106,122 | 54,801 | 573,455 | 435,586 | 727,709 | 365,554 | 289,827 | 1,512,008 | 818,118 | 587,425 | 376,930 | 286,005 | 59,236 |
| **DELAWARE** | | | | | | | | | | | | | | | |
| **WILMINGTON** | 1990 | 14,951 | 7,779 | 126,393 | 91,319 | 124,013 | 42,464 | 71,917 | 260,868 | 88,179 | 155,362 | 65,468 | 42,464 | 18,667 |
| | 1987 | 12,665 | 6,939 | 110,441 | 81,525 | 105,723 | 37,965 | 60,192 | 222,531 | 78,836 | 130,033 | 56,882 | 37,965 | 15,623 |
| **NONMETRO PORTION OF STATE** | 1990 | 5,483 | 1,834 | 51,369 | 40,543 | 61,540 | 25,172 | 30,395 | 102,701 | 48,935 | 45,614 | 28,419 | 15,779 | 8,876 |
| | 1987 | 4,386 | 1,514 | 42,267 | 33,852 | 48,443 | 20,767 | 23,075 | 81,330 | 40,372 | 34,619 | 22,639 | 13,018 | 6,738 |
| **TOTAL STATE** | 1990 | 19,062 | 9,384 | 166,225 | 123,292 | 175,975 | 63,744 | 98,987 | 343,567 | 129,033 | 193,794 | 88,265 | 54,351 | 26,679 |
| | 1987 | 15,842 | 8,242 | 142,324 | 107,591 | 145,208 | 54,720 | 80,364 | 285,154 | 110,878 | 158,381 | 74,017 | 46,971 | 21,607 |
| **DISTRICT OF COLUMBIA** | | | | | | | | | | | | | | | |
| **WASHINGTON** | 1990 | 172,625 | 127,593 | 780,972 | 558,756 | 1,023,500 | 507,640 | 423,481 | 2,065,352 | 1,019,225 | 869,583 | 534,040 | 373,846 | 111,326 |
| | 1987 | 151,667 | 115,260 | 684,445 | 499,541 | 875,325 | 445,755 | 356,527 | 1,767,702 | 894,969 | 732,334 | 459,265 | 328,271 | 93,776 |
| **TOTAL STATE** | 1990 | 17,697 | 13,203 | 80,032 | 56,983 | 141,053 | 88,603 | 40,118 | 283,082 | 177,894 | 83,029 | 83,601 | 65,250 | 11,728 |
| | 1987 | 16,745 | 12,885 | 76,022 | 55,611 | 131,661 | 84,926 | 36,309 | 264,498 | 170,510 | 75,145 | 78,537 | 62,542 | 10,615 |
| **FLORIDA** | | | | | | | | | | | | | | | |
| **BRADENTON** | 1990 | 4,597 | 857 | 33,330 | 24,260 | 35,433 | 10,342 | 21,068 | 66,429 | 26,985 | 35,064 | 19,828 | 14,112 | 2,848 |
| | 1987 | 4,036 | 792 | 29,801 | 22,422 | 29,510 | 8,980 | 17,364 | 55,846 | 23,432 | 28,899 | 16,852 | 12,254 | 2,347 |
| **DAYTONA BEACH** | 1990 | 7,108 | 4,273 | 56,102 | 42,642 | 63,271 | 22,643 | 32,529 | 125,255 | 49,693 | 62,989 | 35,533 | 25,102 | 7,689 |
| | 1987 | 6,047 | 3,738 | 48,245 | 37,307 | 52,317 | 19,872 | 26,150 | 104,109 | 43,611 | 50,636 | 30,378 | 22,030 | 6,181 |
| **FORT LAUDERDALE - HOLLYWOOD - POMPANO BEACH** | 1990 | 25,248 | 14,673 | 307,348 | 237,148 | 267,176 | 113,631 | 134,036 | 588,936 | 308,184 | 241,079 | 171,122 | 128,553 | 26,062 |
| | 1987 | 21,582 | 13,036 | 268,839 | 210,690 | 230,080 | 101,237 | 113,772 | 509,616 | 274,568 | 204,631 | 149,146 | 114,531 | 22,122 |
| **FORT MYERS - CAPE CORAL** | 1990 | 7,991 | 5,197 | 98,873 | 77,926 | 69,370 | 23,086 | 38,511 | 168,515 | 82,177 | 77,657 | 42,660 | 28,034 | 11,140 |
| | 1987 | 6,732 | 4,530 | 84,734 | 67,929 | 54,851 | 18,058 | 31,010 | 133,451 | 64,279 | 62,532 | 33,472 | 21,928 | 8,970 |
| **FORT PIERCE** | 1990 | 7,390 | 1,820 | 54,950 | 43,446 | 35,291 | 11,909 | 20,030 | 83,023 | 38,709 | 35,816 | 19,431 | 14,611 | 3,224 |
| | 1987 | 5,973 | 1,521 | 45,006 | 35,983 | 28,426 | 10,388 | 15,418 | 68,058 | 33,763 | 27,569 | 16,443 | 12,744 | 2,482 |
| **FORT WALTON BEACH** | 1990 | 4,588 | 3,104 | 24,237 | 17,730 | 27,867 | 6,654 | 18,791 | 59,315 | 21,151 | 34,031 | 14,263 | 7,880 | 4,734 |
| | 1987 | 4,140 | 2,951 | 22,122 | 16,860 | 23,198 | 6,016 | 15,277 | 50,044 | 19,124 | 27,667 | 12,260 | 7,125 | 3,849 |
| **GAINESVILLE** | 1990 | 5,626 | 3,052 | 23,417 | 17,112 | 37,300 | 9,532 | 23,175 | 74,515 | 28,871 | 41,162 | 21,009 | 15,128 | 3,113 |
| | 1987 | 4,807 | 2,707 | 20,470 | 15,183 | 31,704 | 8,747 | 19,226 | 64,435 | 26,493 | 34,148 | 18,631 | 13,882 | 2,583 |
| **JACKSONVILLE** | 1990 | 23,353 | 14,364 | 145,986 | 107,349 | 156,263 | 50,357 | 77,242 | 373,391 | 147,302 | 141,684 | 89,066 | 62,744 | 14,447 |
| | 1987 | 20,384 | 13,049 | 129,121 | 97,366 | 131,763 | 45,867 | 63,189 | 316,194 | 134,168 | 115,904 | 78,213 | 57,150 | 11,816 |
| **LAKELAND - WINTER HAVEN** | 1990 | 7,941 | 3,099 | 50,599 | 36,698 | 53,521 | 19,626 | 29,771 | 113,316 | 45,613 | 57,890 | 27,834 | 18,445 | 6,891 |
| | 1987 | 6,583 | 2,618 | 42,570 | 30,999 | 46,07[illegible] | 18,144 | 24,598 | 97,835 | 42,168 | 47,830 | 24,751 | 17,052 | 5,694 |
| **MELBOURNE - TITUSVILLE - PALM BAY** | 1990 | 11,875 | 8,163 | 51,536 | 35,804 | 59,791 | 13,060 | 44,255 | 123,637 | 36,442 | 80,700 | 28,175 | 17,834 | 8,181 |
| | 1987 | 10,540 | 7,598 | 46,245 | 33,327 | 50,023 | 12,066 | 35,962 | 104,444 | 33,668 | 65,577 | 24,863 | 16,477 | 6,648 |

# 1990 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1990
U.S. CENSUS 1987

| | | Merchandise Line Sales | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Groceries & Other Foods | | Drugs & Health & Beauty Aids | | | Major Household Appliances | | | TVs, Video Recorders & Tapes | | | Audio Equipment, Musical Instruments & Supplies | |
| METRO AREA | Year | In All Stores ($000) | In Food Stores ($000) | In All Stores ($000) | In Drug-stores ($000) | In Food Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) |
| **FLORIDA (continued)** | | | | | | | | | | | | | | |
| **MIAMI - HIALEAH** | 1990 | 2,203,633 | 2,077,749 | 900,579 | 565,003 | 151,500 | 215,084 | 75,776 | 64,191 | 154,508 | 90,931 | 40,305 | 199,786 | 152,443 |
| | 1987 | 1,888,661 | 1,786,176 | 713,881 | 431,188 | 130,242 | 181,630 | 67,085 | 53,872 | 133,281 | 80,501 | 33,826 | 173,874 | 134,958 |
| ***MIAMI - FORT LAUDERDALE CONSOLIDATED AREA*** | *1990* | *3,937,119* | *3,701,565* | *1,513,039* | *895,663* | *274,417* | *363,369* | *171,686* | *100,492* | *237,635* | *133,631* | *62,644* | *300,274* | *222,076* |
| | *1987* | *3,348,783* | *3,159,384* | *1,189,047* | *679,681* | *234,190* | *310,732* | *152,295* | *84,685* | *205,055* | *118,437* | *52,788* | *261,285* | *196,823* |
| **NAPLES** | 1990 | 230,008 | 216,821 | 64,545 | 36,712 | 16,584 | 22,079 | 11,829 | 4,994 | 11,669 | 7,177 | 2,997 | 9,484 | 6,513 |
| | 1987 | 188,306 | 177,792 | 48,865 | 26,561 | 13,599 | 17,872 | 9,913 | 3,938 | 9,527 | 6,015 | 2,363 | 7,733 | 5,458 |
| **OCALA** | 1990 | 234,447 | 216,497 | 77,601 | 52,199 | 14,177 | 20,257 | 10,792 | 5,907 | 12,127 | 6,424 | 3,840 | 11,254 | 7,002 |
| | 1987 | 197,980 | 183,587 | 57,289 | 36,088 | 12,022 | 17,524 | 9,726 | 4,825 | 10,436 | 5,789 | 3,136 | 9,732 | 6,310 |
| **ORLANDO** | 1990 | 1,308,588 | 1,167,114 | 373,024 | 164,910 | 96,974 | 152,203 | 53,099 | 41,854 | 76,517 | 30,031 | 26,478 | 100,236 | 62,238 |
| | 1987 | 1,091,004 | 978,201 | 289,541 | 123,946 | 81,279 | 123,361 | 48,460 | 33,737 | 64,045 | 27,408 | 21,343 | 86,128 | 56,801 |
| **PANAMA CITY** | 1990 | 198,518 | 189,355 | 57,877 | 30,710 | 13,752 | 11,564 | 3,679 | 4,984 | 8,036 | 3,332 | 3,642 | 8,948 | 5,540 |
| | 1987 | 153,210 | 145,427 | 44,740 | 23,213 | 10,562 | 10,287 | 3,765 | 4,047 | 7,238 | 3,410 | 2,957 | 8,430 | 5,669 |
| **PENSACOLA** | 1990 | 347,869 | 311,650 | 122,464 | 65,552 | 31,347 | 47,308 | 22,852 | 11,769 | 19,498 | 8,951 | 6,295 | 18,822 | 12,636 |
| | 1987 | 302,732 | 275,045 | 95,599 | 46,606 | 27,665 | 43,291 | 22,156 | 10,000 | 17,542 | 8,678 | 5,349 | 17,334 | 12,252 |
| **SARASOTA** | 1990 | 399,731 | 372,057 | 116,044 | 75,354 | 20,886 | 40,363 | 24,463 | 9,235 | 27,747 | 17,303 | 6,638 | 32,832 | 25,655 |
| | 1987 | 342,325 | 320,985 | 91,169 | 57,060 | 18,019 | 34,746 | 21,887 | 7,574 | 23,990 | 15,481 | 5,444 | 28,733 | 22,954 |
| **TALLAHASSEE** | 1990 | 249,371 | 235,972 | 73,911 | 35,739 | 21,122 | 24,711 | 11,160 | 8,353 | 15,496 | 7,895 | 4,375 | 17,489 | 11,704 |
| | 1987 | 214,239 | 203,603 | 59,053 | 26,709 | 18,225 | 21,055 | 9,825 | 7,003 | 13,261 | 6,950 | 3,668 | 15,049 | 10,304 |
| **TAMPA - ST. PETERSBURG - CLEARWATER** | 1990 | 2,651,714 | 2,405,718 | 797,252 | 400,882 | 169,735 | 258,066 | 119,761 | 65,793 | 179,397 | 79,010 | 46,536 | 216,912 | 136,394 |
| | 1987 | 2,318,587 | 2,120,938 | 619,455 | 296,686 | 149,645 | 215,587 | 105,664 | 55,209 | 148,519 | 69,710 | 39,050 | 181,178 | 120,340 |
| **WEST PALM BEACH - BOCA RATON - DELRAY BEACH** | 1990 | 1,190,995 | 1,100,091 | 371,552 | 221,802 | 80,739 | 82,069 | 46,684 | 23,118 | 58,103 | 29,938 | 16,722 | 69,828 | 50,235 |
| | 1987 | 1,021,025 | 949,531 | 289,083 | 164,448 | 69,690 | 68,565 | 40,093 | 18,743 | 48,314 | 25,712 | 13,557 | 58,766 | 43,143 |
| **NONMETRO PORTION OF STATE** | 1990 | 1,471,254 | 1,362,891 | 351,880 | 209,063 | 85,413 | 82,370 | 45,813 | 13,858 | 39,167 | 19,232 | 12,946 | 42,038 | 24,803 |
| | 1987 | 1,243,286 | 1,157,674 | 281,795 | 163,821 | 72,552 | 71,423 | 41,874 | 10,793 | 33,366 | 17,581 | 10,049 | 36,324 | 22,672 |
| **TOTAL STATE** | 1990 | 16,124,481 | 14,886,700 | 5,031,037 | 2,838,400 | 1,073,803 | 1,406,888 | 666,042 | 385,524 | 918,542 | 477,016 | 256,876 | 1,067,263 | 728,461 |
| | 1987 | 13,708,149 | 12,725,486 | 3,940,866 | 2,136,883 | 917,745 | 1,191,018 | 593,653 | 317,823 | 781,014 | 424,742 | 211,493 | 917,267 | 648,605 |
| **GEORGIA** | | | | | | | | | | | | | | |
| **ALBANY** | 1990 | 174,977 | 145,491 | 35,750 | 16,733 | 8,685 | 12,144 | 5,100 | 4,349 | 7,313 | 4,204 | 2,328 | 8,609 | 6,575 |
| | 1987 | 146,125 | 121,856 | 29,500 | 13,207 | 7,274 | 11,161 | 4,946 | 3,806 | 6,821 | 4,078 | 2,037 | 8,126 | 6,377 |
| **ATHENS** | 1990 | 162,253 | 138,177 | 50,259 | 31,083 | 10,155 | 14,042 | 7,117 | 3,831 | 8,259 | 4,414 | 2,465 | 11,827 | 9,324 |
| | 1987 | 141,282 | 123,658 | 41,635 | 24,675 | 9,088 | 12,877 | 6,604 | 3,448 | 7,530 | 4,096 | 2,218 | 10,893 | 8,652 |
| **ATLANTA** | 1990 | 3,355,758 | 3,030,414 | 1,051,521 | 589,566 | 232,184 | 306,286 | 143,119 | 85,725 | 234,254 | 116,041 | 72,737 | 303,081 | 220,478 |
| | 1987 | 2,945,003 | 2,672,688 | 851,071 | 455,112 | 204,778 | 264,180 | 126,779 | 72,418 | 202,178 | 102,792 | 61,446 | 263,059 | 195,305 |
| **AUGUSTA** | 1990 | 455,106 | 411,198 | 144,888 | 89,729 | 26,890 | 35,925 | 15,336 | 13,432 | 27,314 | 12,914 | 9,898 | 30,163 | 20,045 |
| | 1987 | 383,748 | 348,687 | 111,867 | 66,224 | 22,802 | 30,708 | 13,808 | 10,900 | 23,397 | 11,628 | 8,033 | 26,212 | 18,048 |
| **COLUMBUS** | 1990 | 266,397 | 259,082 | 74,034 | 45,363 | 9,916 | 21,560 | 6,475 | 9,784 | 16,313 | 8,481 | 4,878 | 18,893 | 13,259 |
| | 1987 | 246,742 | 224,694 | 58,634 | 34,050 | 8,599 | 19,452 | 6,491 | 8,432 | 15,253 | 8,501 | 4,205 | 18,022 | 13,292 |
| **MACON - WARNER ROBINS** | 1990 | 288,401 | 262,955 | 93,468 | 57,974 | 17,748 | 28,666 | 7,502 | 12,068 | 17,262 | 8,640 | 6,285 | 19,183 | 13,103 |
| | 1987 | 265,516 | 244,612 | 75,936 | 44,092 | 16,510 | 24,936 | 7,134 | 10,511 | 15,767 | 8,217 | 5,474 | 17,616 | 12,461 |
| **SAVANNAH** | 1990 | 288,655 | 263,292 | 98,251 | 55,747 | 20,307 | 24,356 | 11,193 | 7,275 | 20,089 | 9,229 | 5,404 | 23,117 | 14,433 |
| | 1987 | 253,406 | 233,273 | 77,806 | 41,278 | 17,992 | 21,509 | 10,321 | 6,159 | 17,589 | 8,510 | 4,575 | 20,462 | 13,308 |
| **NONMETRO PORTION OF STATE** | 1990 | 2,502,389 | 2,292,805 | 697,024 | 471,974 | 134,683 | 166,700 | 69,694 | 32,845 | 100,604 | 50,303 | 25,337 | 76,087 | 41,390 |
| | 1987 | 2,159,874 | 1,988,953 | 565,769 | 372,511 | 116,839 | 149,219 | 66,228 | 27,462 | 90,733 | 47,803 | 21,185 | 68,510 | 39,333 |
| **TOTAL STATE** | 1990 | 7,449,003 | 6,738,894 | 2,221,610 | 1,343,234 | 454,969 | 607,118 | 265,296 | 166,794 | 428,806 | 214,099 | 127,386 | 487,902 | 336,810 |
| | 1987 | 6,505,104 | 5,921,513 | 1,794,929 | 1,039,647 | 400,020 | 532,684 | 242,549 | 141,363 | 377,817 | 195,934 | 107,778 | 430,931 | 305,691 |

# 1990 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1990<br>U.S. CENSUS 1987 | | Merchandise Line Sales | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Home Computers & Calculators | | Furniture & Sleep Equipment | | Men's & Boys' Clothing | | | Women's & Girls' Clothing | | | Footwear | | |
| METRO AREA | Year | In All Stores ($000) | In Radio/TV Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) |
| **FLORIDA (continued)** | | | | | | | | | | | | | | |
| **MIAMI - HIALEAH** | 1990 | 75,474 | 54,246 | 388,599 | 279,926 | 487,854 | 220,732 | 229,892 | 1,033,592 | 547,624 | 422,464 | 315,223 | 239,652 | 52,247 |
| | 1987 | 65,389 | 48,024 | 337,852 | 247,818 | 423,294 | 200,397 | 192,936 | 902,720 | 497,175 | 354,551 | 280,079 | 217,574 | 43,849 |
| ***MIAMI - FORT LAUDERDALE CONSOLIDATED AREA*** | *1990* | *100,722* | *68,919* | *695,947* | *517,074* | *755,030* | *334,363* | *363,928* | *1,622,528* | *855,808* | *663,543* | *486,345* | *368,205* | *78,309* |
| | *1987* | *86,971* | *61,060* | *606,691* | *458,508* | *653,374* | *301,634* | *306,708* | *1,412,336* | *771,743* | *559,182* | *429,225* | *332,105* | *65,971* |
| **NAPLES** | 1990 | 6,963 | 2,729 | 57,553 | 49,307 | 37,699 | 17,752 | 17,356 | 89,920 | 54,889 | 29,966 | 21,281 | 18,041 | 1,585 |
| | 1987 | 5,704 | 2,287 | 47,757 | 41,322 | 30,046 | 14,402 | 13,686 | 71,997 | 44,530 | 23,630 | 17,122 | 14,636 | 1,250 |
| **OCALA** | 1990 | 4,612 | 3,122 | 31,190 | 23,318 | 29,021 | 8,172 | 18,756 | 55,107 | 18,915 | 33,820 | 14,548 | 10,704 | 3,101 |
| | 1987 | 4,032 | 2,813 | 27,534 | 21,014 | 24,372 | 7,363 | 15,319 | 46,550 | 17,043 | 27,622 | 12,766 | 9,645 | 2,533 |
| **ORLANDO** | 1990 | 33,249 | 18,986 | 215,476 | 133,180 | 223,404 | 95,613 | 98,230 | 469,109 | 231,830 | 183,647 | 131,523 | 91,683 | 19,647 |
| | 1987 | 28,048 | 17,351 | 184,588 | 121,546 | 178,270 | 77,708 | 79,177 | 375,583 | 188,415 | 148,027 | 104,889 | 74,514 | 15,836 |
| **PANAMA CITY** | 1990 | 2,142 | 1,013 | 22,271 | 18,827 | 27,682 | 9,662 | 16,670 | 53,087 | 19,365 | 31,519 | 16,656 | 10,753 | 4,483 |
| | 1987 | 1,963 | 1,037 | 22,151 | 19,266 | 23,154 | 8,503 | 13,535 | 44,425 | 17,043 | 25,592 | 14,273 | 9,464 | 3,640 |
| **PENSACOLA** | 1990 | 6,550 | 4,364 | 38,106 | 25,484 | 59,235 | 20,026 | 34,760 | 126,525 | 52,528 | 67,057 | 32,170 | 20,315 | 8,758 |
| | 1987 | 6,073 | 4,229 | 35,529 | 24,708 | 49,576 | 16,393 | 29,535 | 105,731 | 43,000 | 56,977 | 26,585 | 16,630 | 7,442 |
| **SARASOTA** | 1990 | 11,601 | 4,418 | 86,318 | 65,034 | 62,028 | 21,297 | 34,632 | 157,666 | 68,678 | 77,633 | 37,831 | 25,366 | 8,946 |
| | 1987 | 9,940 | 3,953 | 74,985 | 58,186 | 51,325 | 18,193 | 28,402 | 131,166 | 58,669 | 63,667 | 31,678 | 21,669 | 7,337 |
| **TALLAHASSEE** | 1990 | 8,433 | 5,694 | 38,890 | 29,870 | 45,875 | 14,101 | 22,414 | 96,908 | 40,386 | 44,920 | 28,702 | 18,089 | 7,159 |
| | 1987 | 7,257 | 5,012 | 33,815 | 26,121 | 38,589 | 12,338 | 18,791 | 82,430 | 35,336 | 37,660 | 24,546 | 15,827 | 6,002 |
| **TAMPA - ST. PETERSBURG - CLEARWATER** | 1990 | 82,866 | 32,827 | 377,421 | 239,520 | 391,123 | 118,280 | 202,230 | 802,990 | 315,615 | 393,359 | 240,144 | 144,229 | 43,740 |
| | 1987 | 65,970 | 29,049 | 320,430 | 211,328 | 324,760 | 102,981 | 170,180 | 677,224 | 274,790 | 330,919 | 199,625 | 125,573 | 36,795 |
| **WEST PALM BEACH - BOCA RATON - DELRAY BEACH** | 1990 | 15,261 | 9,730 | 246,019 | 191,809 | 216,229 | 100,535 | 103,375 | 549,049 | 290,889 | 208,269 | 124,872 | 89,308 | 24,324 |
| | 1987 | 12,763 | 8,356 | 207,818 | 164,729 | 176,930 | 83,794 | 83,809 | 448,018 | 242,450 | 168,850 | 102,579 | 74,436 | 19,720 |
| **NONMETRO PORTION OF STATE** | 1990 | 11,345 | 6,785 | 100,982 | 83,771 | 103,824 | 40,216 | 48,945 | 235,657 | 105,955 | 97,238 | 60,392 | 37,507 | 13,938 |
| | 1987 | 9,972 | 6,281 | 90,198 | 76,570 | 86,038 | 35,794 | 38,115 | 196,754 | 94,306 | 75,706 | 51,435 | 33,384 | 10,821 |
| **TOTAL STATE** | 1990 | 364,213 | 202,516 | 2,449,203 | 1,779,961 | 2,489,257 | 947,226 | 1,266,668 | 5,445,942 | 2,531,801 | 2,397,964 | 1,492,263 | 1,038,090 | 276,257 |
| | 1987 | 307,935 | 180,932 | 2,119,810 | 1,580,674 | 2,084,297 | 827,241 | 1,045,451 | 4,586,630 | 2,208,031 | 1,978,594 | 1,270,586 | 908,525 | 227,917 |
| **GEORGIA** | | | | | | | | | | | | | | |
| **ALBANY** | 1990 | 2,539 | 685 | 17,766 | 14,536 | 23,328 | 6,220 | 16,155 | 51,524 | 15,066 | 33,304 | 14,265 | 7,730 | 5,343 |
| | 1987 | 2,298 | 662 | 16,868 | 14,098 | 21,475 | 6,526 | 14,138 | 47,597 | 15,808 | 29,145 | 13,772 | 8,110 | 4,676 |
| **ATHENS** | 1990 | 5,243 | 3,105 | 12,301 | 9,188 | 25,372 | 6,954 | 15,572 | 52,887 | 18,682 | 31,032 | 16,959 | 10,223 | 4,481 |
| | 1987 | 4,713 | 2,883 | 11,325 | 8,526 | 22,964 | 6,584 | 14,014 | 48,422 | 17,687 | 27,927 | 15,462 | 9,680 | 4,033 |
| **ATLANTA** | 1990 | 98,986 | 36,000 | 547,293 | 410,017 | 705,875 | 284,044 | 330,424 | 1,564,512 | 654,533 | 745,310 | 397,645 | 248,221 | 112,749 |
| | 1987 | 82,542 | 31,808 | 475,020 | 363,202 | 592,093 | 242,343 | 279,137 | 1,316,513 | 558,441 | 629,649 | 335,116 | 211,783 | 95,389 |
| **AUGUSTA** | 1990 | 7,721 | 2,634 | 49,501 | 36,189 | 76,348 | 19,401 | 48,780 | 160,909 | 51,536 | 97,563 | 44,102 | 23,646 | 16,614 |
| | 1987 | 6,516 | 2,398 | 43,455 | 32,584 | 64,758 | 18,704 | 39,587 | 138,263 | 49,684 | 79,176 | 39,292 | 22,796 | 13,483 |
| **COLUMBUS** | 1990 | 4,597 | 1,735 | 39,179 | 28,448 | 45,592 | 18,119 | 24,281 | 100,443 | 48,594 | 46,929 | 26,955 | 20,226 | 5,256 |
| | 1987 | 4,167 | 1,755 | 37,543 | 28,517 | 39,043 | 15,483 | 20,925 | 86,066 | 41,524 | 40,443 | 23,015 | 17,283 | 4,529 |
| **MACON - WARNER ROBINS** | 1990 | 5,961 | 1,568 | 46,800 | 37,983 | 50,810 | 15,666 | 31,677 | 116,851 | 46,657 | 64,361 | 32,156 | 18,834 | 9,805 |
| | 1987 | 5,176 | 1,496 | 43,618 | 36,120 | 44,872 | 14,429 | 27,590 | 103,982 | 42,972 | 56,056 | 28,660 | 17,347 | 8,540 |
| **SAVANNAH** | 1990 | 6,247 | 2,808 | 41,812 | 31,909 | 44,438 | 15,620 | 25,586 | 107,463 | 52,067 | 49,767 | 29,448 | 19,929 | 7,067 |
| | 1987 | 5,416 | 2,585 | 37,641 | 29,423 | 39,456 | 15,159 | 21,690 | 97,296 | 50,530 | 42,182 | 27,251 | 19,340 | 5,983 |
| **NONMETRO PORTION OF STATE** | 1990 | 23,251 | 10,210 | 216,018 | 171,343 | 268,218 | 112,399 | 111,809 | 602,566 | 237,291 | 239,732 | 158,267 | 86,954 | 38,466 |
| | 1987 | 20,886 | 9,656 | 199,643 | 162,822 | 240,971 | 109,887 | 93,558 | 537,418 | 231,980 | 200,595 | 143,951 | 85,006 | 32,170 |
| **TOTAL STATE** | 1990 | 154,499 | 59,342 | 967,659 | 738,242 | 1,229,904 | 477,843 | 595,663 | 2,734,830 | 1,120,952 | 1,289,368 | 714,013 | 433,852 | 196,378 |
| | 1987 | 131,916 | 53,883 | 863,900 | 675,219 | 1,058,522 | 428,590 | 504,594 | 2,359,104 | 1,005,354 | 1,091,901 | 621,907 | 389,514 | 166,337 |

# 1990 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1990
U.S. CENSUS 1987

Merchandise Line Sales

| METRO AREA | Year | Groceries & Other Foods | | Drugs & Health & Beauty Aids | | | Major Household Appliances | | | TVs, Video Recorders & Tapes | | | Audio Equipment, Musical Instruments & Supplies | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | In All Stores ($000) | In Food Stores ($000) | In All Stores ($000) | In Drug-stores ($000) | In Food Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) |
| **HAWAII** | | | | | | | | | | | | | | |
| **HONOLULU** | 1990 | 1,096,816 | 965,165 | 487,830 | 246,242 | 86,989 | 68,981 | 23,573 | 23,330 | 37,586 | 17,756 | 14,899 | 104,015 | 71,026 |
| | 1987 | 822,748 | 719,600 | 359,153 | 168,281 | 64,857 | 51,699 | 16,606 | 19,275 | 28,601 | 12,508 | 12,309 | 75,180 | 50,033 |
| **NONMETRO PORTION OF STATE** | 1990 | 529,441 | 505,862 | 138,186 | 83,599 | 43,099 | 28,928 | 13,395 | 4,971 | 13,852 | 9,107 | 2,918 | 18,817 | 10,822 |
| | 1987 | 397,913 | 380,815 | 94,639 | 52,992 | 32,446 | 22,618 | 9,719 | 4,722 | 10,897 | 6,608 | 2,772 | 13,829 | 7,852 |
| **TOTAL STATE** | 1990 | 1,626,257 | 1,471,027 | 626,016 | 329,841 | 130,088 | 97,909 | 36,968 | 28,301 | 51,438 | 26,863 | 17,817 | 122,832 | 81,848 |
| | 1987 | 1,220,661 | 1,100,415 | 453,792 | 221,273 | 97,303 | 74,317 | 26,325 | 23,997 | 39,498 | 19,116 | 15,081 | 89,009 | 57,885 |
| **IDAHO** | | | | | | | | | | | | | | |
| **BOISE** | 1990 | 254,136 | 224,944 | 58,021 | 12,262 | 33,510 | 18,196 | 8,523 | 5,225 | 12,134 | 5,083 | 3,163 | 19,026 | 11,339 |
| | 1987 | 203,549 | 180,687 | 46,463 | 10,328 | 26,917 | 15,127 | 7,779 | 3,920 | 9,936 | 4,639 | 2,373 | 16,201 | 10,349 |
| **NONMETRO PORTION OF STATE** | 1990 | 810,695 | 739,453 | 207,458 | 98,246 | 76,135 | 55,111 | 34,011 | 9,344 | 32,002 | 19,142 | 7,140 | 39,828 | 24,643 |
| | 1987 | 692,432 | 631,200 | 169,344 | 76,194 | 64,989 | 44,483 | 26,536 | 7,937 | 25,932 | 14,939 | 6,039 | 31,852 | 19,227 |
| **TOTAL STATE** | 1990 | 1,064,831 | 964,397 | 265,479 | 110,508 | 109,645 | 73,307 | 42,534 | 14,569 | 44,136 | 24,225 | 10,303 | 58,854 | 35,982 |
| | 1987 | 895,981 | 811,887 | 215,807 | 86,522 | 91,906 | 59,610 | 34,315 | 11,357 | 35,868 | 19,578 | 8,412 | 48,053 | 29,576 |
| **ILLINOIS** | | | | | | | | | | | | | | |
| **AURORA - ELGIN** | 1990 | 415,311 | 386,528 | 111,158 | 67,411 | 18,172 | 35,795 | 17,373 | 12,402 | 25,582 | 16,730 | 4,750 | 34,194 | 26,864 |
| | 1987 | 353,601 | 329,902 | 94,280 | 57,836 | 15,510 | 28,328 | 13,257 | 10,212 | 20,055 | 12,766 | 3,911 | 26,512 | 20,499 |
| **BLOOMINGTON - NORMAL** | 1990 | 129,142 | 116,572 | 42,044 | 25,494 | 7,752 | 11,323 | 4,271 | 4,773 | 8,080 | 1,634 | 3,376 | 17,273 | 10,124 |
| | 1987 | 115,262 | 105,897 | 34,073 | 20,055 | 7,042 | 9,065 | 3,478 | 3,776 | 6,425 | 1,331 | 2,671 | 13,893 | 8,244 |
| **CHAMPAIGN - URBANA - RANTOUL** | 1990 | 180,557 | 168,347 | 45,246 | 21,487 | 10,467 | 16,598 | 7,169 | 6,885 | 17,171 | 8,415 | 3,682 | 21,213 | 14,710 |
| | 1987 | 157,810 | 147,946 | 38,451 | 18,545 | 9,199 | 13,565 | 5,946 | 5,574 | 14,047 | 6,980 | 2,981 | 17,464 | 12,201 |
| **CHICAGO** | 1990 | 6,990,267 | 6,445,772 | 2,238,822 | 1,375,424 | 325,456 | 579,510 | 272,356 | 215,915 | 506,918 | 286,691 | 105,656 | 627,720 | 447,238 |
| | 1987 | 5,990,915 | 5,556,524 | 1,839,695 | 1,120,292 | 280,563 | 472,133 | 220,574 | 176,681 | 412,062 | 232,183 | 86,461 | 509,545 | 362,205 |
| ***CHICAGO - GARY - LAKE COUNTY CONSOLIDATED AREA*** | *1990* | *9,094,969* | *8,376,976* | *2,801,346* | *1,741,724* | *417,792* | *792,178* | *365,799* | *279,593* | *651,129* | *370,200* | *135,402* | *769,140* | *548,953* |
| | *1987* | *7,847,925* | *7,275,390* | *2,319,786* | *1,431,376* | *362,203* | *644,733* | *295,531* | *230,153* | *529,929* | *297,379* | *111,858* | *623,065* | *442,659* |
| **DAVENPORT - ROCK ISLAND - MOLINE** | 1990 | 417,990 | 380,892 | 123,272 | 73,995 | 19,071 | 28,846 | 13,916 | 9,257 | 26,999 | 18,392 | 6,533 | 26,137 | 19,238 |
| | 1987 | 352,857 | 323,364 | 104,517 | 63,437 | 16,191 | 25,058 | 12,706 | 7,563 | 23,878 | 16,793 | 5,344 | 23,255 | 17,566 |
| **DECATUR** | 1990 | 125,152 | 116,416 | 44,234 | 26,750 | 5,785 | 12,246 | 4,457 | 5,396 | 8,743 | 4,063 | 2,442 | 12,862 | 8,520 |
| | 1987 | 115,130 | 108,023 | 36,646 | 21,794 | 5,368 | 10,566 | 4,156 | 4,352 | 7,602 | 3,788 | 1,969 | 11,505 | 7,944 |
| **JOLIET** | 1990 | 337,152 | 305,496 | 96,216 | 68,561 | 13,201 | 30,435 | 16,718 | 8,061 | 20,315 | 12,442 | 4,914 | 19,284 | 14,580 |
| | 1987 | 296,032 | 271,504 | 79,050 | 55,455 | 11,732 | 23,915 | 12,664 | 6,600 | 15,855 | 9,425 | 4,024 | 14,903 | 11,045 |
| **KANKAKEE** | 1990 | 101,818 | 95,053 | 30,493 | 19,223 | 4,399 | 7,368 | 2,429 | 2,828 | 5,307 | 2,342 | 1,655 | 6,418 | 3,232 |
| | 1987 | 88,942 | 83,713 | 25,161 | 15,815 | 3,874 | 6,145 | 2,225 | 2,224 | 4,497 | 2,146 | 1,302 | 5,484 | 2,961 |
| **LAKE COUNTY** | 1990 | 614,662 | 563,231 | 162,302 | 102,985 | 32,264 | 91,830 | 35,103 | 22,574 | 60,209 | 42,175 | 7,645 | 57,157 | 42,175 |
| | 1987 | 508,071 | 468,703 | 131,701 | 83,603 | 26,850 | 71,083 | 27,040 | 17,574 | 46,561 | 32,488 | 5,952 | 44,116 | 32,488 |
| **PEORIA** | 1990 | 373,604 | 340,179 | 119,317 | 68,717 | 22,223 | 30,169 | 17,991 | 8,744 | 17,536 | 6,172 | 7,062 | 21,694 | 11,507 |
| | 1987 | 336,441 | 310,178 | 98,746 | 55,406 | 20,263 | 25,882 | 15,975 | 7,123 | 14,696 | 5,480 | 5,732 | 18,480 | 10,218 |
| **ROCKFORD** | 1990 | 338,631 | 310,645 | 87,938 | 40,031 | 12,614 | 32,290 | 17,572 | 9,013 | 21,852 | 14,526 | 4,273 | 25,086 | 15,814 |
| | 1987 | 298,180 | 277,313 | 72,101 | 32,672 | 11,261 | 26,705 | 14,958 | 7,145 | 18,198 | 12,365 | 3,388 | 20,824 | 13,462 |
| **SPRINGFIELD** | 1990 | 225,942 | 199,464 | 66,405 | 41,360 | 9,973 | 23,020 | 9,924 | 8,364 | 19,829 | 8,720 | 6,004 | 18,412 | 9,854 |
| | 1987 | 203,188 | 181,976 | 57,966 | 37,153 | 9,099 | 18,623 | 8,374 | 6,440 | 16,005 | 7,358 | 4,623 | 14,958 | 8,315 |
| **NONMETRO PORTION OF STATE** | 1990 | 2,012,016 | 1,808,636 | 592,569 | 335,920 | 84,384 | 124,790 | 67,195 | 24,411 | 90,825 | 48,395 | 25,201 | 66,176 | 33,995 |
| | 1987 | 1,796,101 | 1,637,117 | 501,976 | 283,919 | 76,385 | 107,845 | 59,339 | 19,428 | 76,830 | 42,734 | 20,065 | 55,901 | 30,022 |
| **TOTAL STATE** | 1990 | 12,635,881 | 11,582,231 | 3,879,294 | 2,313,090 | 596,963 | 1,055,067 | 496,528 | 347,469 | 851,096 | 476,567 | 193,925 | 980,694 | 670,768 |
| | 1987 | 10,955,477 | 10,123,720 | 3,211,945 | 1,901,294 | 521,772 | 862,992 | 407,917 | 281,767 | 692,705 | 389,120 | 157,030 | 797,364 | 546,329 |

# 1990 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1990
U.S. CENSUS 1987

Merchandise Line Sales

| METRO AREA | Year | Home Computers & Calculators | | Furniture & Sleep Equipment | | Men's & Boys' Clothing | | | Women's & Girls' Clothing | | | Footwear | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | In All Stores ($000) | In Radio/TV Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) |
| **HAWAII** | | | | | | | | | | | | | | |
| **HONOLULU** | 1990 | 21,325 | 17,585 | 143,412 | 106,233 | 307,901 | 146,049 | 142,892 | 604,786 | 342,325 | 214,798 | 135,241 | 109,041 | 9,496 |
| | 1987 | 15,350 | 12,387 | 104,638 | 74,834 | 228,888 | 97,339 | 118,052 | 441,589 | 228,153 | 177,458 | 92,335 | 72,674 | 7,846 |
| **NONMETRO PORTION OF STATE** | 1990 | 5,206 | 3,709 | 43,896 | 36,325 | 94,982 | 70,595 | 14,588 | 149,648 | 115,497 | 24,529 | 31,897 | 27,774 | 1,297 |
| | 1987 | 3,820 | 2,674 | 32,746 | 26,357 | 68,037 | 47,101 | 13,858 | 107,488 | 77,060 | 23,302 | 21,918 | 18,531 | 1,232 |
| **TOTAL STATE** | 1990 | 26,531 | 21,294 | 187,308 | 142,558 | 402,883 | 216,644 | 157,480 | 754,434 | 457,822 | 239,327 | 167,138 | 136,815 | 10,793 |
| | 1987 | 19,170 | 15,061 | 137,384 | 101,191 | 296,925 | 144,440 | 131,910 | 549,077 | 305,213 | 200,760 | 114,253 | 91,205 | 9,078 |
| **IDAHO** | | | | | | | | | | | | | | |
| **BOISE** | 1990 | 13,494 | 3,768 | 31,489 | 21,974 | 33,271 | 15,883 | 14,026 | 66,435 | 29,981 | 31,216 | 19,055 | 11,574 | 4,813 |
| | 1987 | 11,843 | 3,439 | 27,223 | 20,055 | 26,344 | 13,246 | 10,523 | 52,433 | 25,003 | 23,420 | 15,302 | 9,652 | 3,611 |
| **NONMETRO PORTION OF STATE** | 1990 | 13,341 | 6,726 | 70,760 | 60,277 | 107,077 | 47,656 | 37,256 | 179,319 | 91,326 | 61,234 | 59,749 | 46,662 | 6,043 |
| | 1987 | 10,790 | 5,205 | 55,946 | 47,035 | 86,206 | 35,593 | 31,512 | 143,255 | 68,207 | 51,837 | 45,850 | 34,851 | 5,109 |
| **TOTAL STATE** | 1990 | 26,835 | 10,494 | 102,249 | 82,251 | 140,348 | 63,539 | 51,282 | 245,754 | 121,307 | 92,450 | 78,804 | 58,236 | 10,856 |
| | 1987 | 22,633 | 8,644 | 83,169 | 67,090 | 112,550 | 48,839 | 42,035 | 195,688 | 93,210 | 75,257 | 61,152 | 44,503 | 8,720 |
| **ILLINOIS** | | | | | | | | | | | | | | |
| **AURORA - ELGIN** | 1990 | 13,354 | 10,236 | 55,710 | 36,516 | 85,584 | 41,215 | 37,733 | 181,139 | 97,569 | 73,091 | 44,719 | 35,926 | 5,013 |
| | 1987 | 10,352 | 7,801 | 43,423 | 27,864 | 67,536 | 31,070 | 31,070 | 142,287 | 73,552 | 60,184 | 34,337 | 27,083 | 4,128 |
| **BLOOMINGTON - NORMAL** | 1990 | 10,944 | 8,808 | 15,683 | 8,489 | 29,510 | 7,348 | 17,577 | 56,175 | 21,371 | 29,567 | 14,257 | 10,192 | 3,027 |
| | 1987 | 8,862 | 7,172 | 12,596 | 6,913 | 24,115 | 6,564 | 13,907 | 46,650 | 19,092 | 23,393 | 12,316 | 9,105 | 2,395 |
| **CHAMPAIGN - URBANA - RANTOUL** | 1990 | 4,533 | 1,248 | 23,493 | 14,773 | 42,832 | 15,972 | 24,497 | 78,081 | 34,051 | 39,868 | 21,989 | 15,157 | 4,964 |
| | 1987 | 3,674 | 1,035 | 19,298 | 12,253 | 34,628 | 12,859 | 19,833 | 63,042 | 27,415 | 32,278 | 17,697 | 12,203 | 4,019 |
| **CHICAGO** | 1990 | 166,992 | 113,228 | 1,249,330 | 854,341 | 1,735,739 | 857,989 | 655,490 | 3,886,990 | 1,928,668 | 1,178,275 | 985,982 | 652,502 | 174,151 |
| | 1987 | 135,612 | 91,751 | 1,014,200 | 691,906 | 1,415,152 | 697,077 | 536,476 | 3,167,773 | 1,566,956 | 964,325 | 802,444 | 530,129 | 142,533 |
| ***CHICAGO - GARY - LAKE COUNTY CONSOLIDATED AREA*** | *1990* | *215,808* | *144,154* | *1,525,033* | *1,019,667* | *2,086,255* | *1,013,319* | *818,853* | *4,584,736* | *2,282,787* | *1,471,258* | *1,168,017* | *786,097* | *204,650* |
| | *1987* | *174,931* | *116,165* | *1,239,165* | *826,138* | *1,709,416* | *826,378* | *674,577* | *3,751,312* | *1,861,546* | *1,211,356* | *955,878* | *642,275* | *168,452* |
| **DAVENPORT - ROCK ISLAND - MOLINE** | 1990 | 7,239 | 4,025 | 47,095 | 32,187 | 76,063 | 25,802 | 43,339 | 157,104 | 58,252 | 86,491 | 37,842 | 25,916 | 9,630 |
| | 1987 | 6,304 | 3,628 | 41,654 | 29,388 | 62,395 | 21,302 | 35,456 | 128,903 | 48,092 | 70,758 | 31,200 | 21,395 | 7,877 |
| **DECATUR** | 1990 | 3,538 | 1,797 | 12,516 | 6,328 | 40,582 | 8,314 | 17,217 | 48,752 | 15,584 | 30,323 | 13,110 | 9,190 | 3,150 |
| | 1987 | 3,097 | 1,675 | 10,974 | 5,900 | 35,009 | 7,916 | 13,885 | 41,673 | 14,839 | 24,454 | 11,928 | 8,750 | 2,540 |
| **JOLIET** | 1990 | 5,628 | 2,961 | 30,153 | 18,177 | 41,393 | 13,424 | 24,966 | 82,146 | 32,602 | 45,608 | 17,542 | 12,226 | 3,841 |
| | 1987 | 4,385 | 2,229 | 23,503 | 13,769 | 35,631 | 12,723 | 20,442 | 71,479 | 30,899 | 37,343 | 15,942 | 11,587 | 3,143 |
| **KANKAKEE** | 1990 | 1,618 | 519 | 10,736 | 6,138 | 12,038 | 3,067 | 6,632 | 25,541 | 7,217 | 12,710 | 6,454 | 4,166 | 1,193 |
| | 1987 | 1,389 | 475 | 9,271 | 5,623 | 10,409 | 3,289 | 5,216 | 22,286 | 7,740 | 9,997 | 6,292 | 4,468 | 938 |
| **LAKE COUNTY** | 1990 | 18,006 | 12,480 | 110,933 | 59,465 | 110,544 | 52,839 | 44,419 | 225,997 | 123,291 | 78,644 | 51,760 | 38,613 | 9,102 |
| | 1987 | 13,902 | 9,613 | 85,725 | 45,806 | 88,042 | 42,951 | 34,581 | 180,196 | 100,218 | 61,225 | 41,608 | 31,387 | 7,086 |
| **PEORIA** | 1990 | 6,486 | 2,227 | 51,508 | 35,984 | 60,801 | 17,715 | 36,260 | 126,478 | 47,211 | 71,502 | 31,480 | 23,195 | 6,473 |
| | 1987 | 5,454 | 1,991 | 44,525 | 31,951 | 50,871 | 15,828 | 29,525 | 106,633 | 42,182 | 58,033 | 27,444 | 20,724 | 5,254 |
| **ROCKFORD** | 1990 | 7,742 | 3,711 | 46,458 | 31,982 | 58,733 | 16,730 | 34,650 | 122,503 | 44,177 | 74,363 | 30,859 | 23,091 | 5,456 |
| | 1987 | 6,360 | 3,140 | 38,740 | 27,224 | 47,450 | 13,995 | 27,470 | 99,208 | 36,956 | 58,947 | 25,515 | 19,316 | 4,326 |
| **SPRINGFIELD** | 1990 | 7,568 | 3,403 | 29,609 | 18,502 | 47,114 | 11,949 | 29,810 | 96,388 | 27,031 | 57,261 | 20,614 | 13,116 | 6,004 |
| | 1987 | 6,085 | 2,873 | 24,254 | 15,613 | 38,622 | 11,347 | 22,952 | 79,562 | 25,669 | 44,087 | 18,284 | 12,456 | 4,623 |
| **NONMETRO PORTION OF STATE** | 1990 | 22,619 | 11,044 | 128,143 | 110,787 | 223,407 | 79,960 | 104,514 | 431,893 | 186,337 | 198,646 | 106,210 | 66,397 | 28,280 |
| | 1987 | 19,286 | 9,732 | 111,964 | 97,833 | 191,471 | 74,921 | 83,148 | 371,901 | 174,590 | 158,032 | 94,509 | 62,210 | 22,499 |
| **TOTAL STATE** | 1990 | 287,496 | 182,618 | 1,853,956 | 1,262,147 | 2,633,188 | 1,161,791 | 1,128,768 | 5,659,645 | 2,658,565 | 2,068,008 | 1,411,573 | 940,947 | 273,881 |
| | 1987 | 233,740 | 148,601 | 1,512,553 | 1,033,166 | 2,159,384 | 962,282 | 915,147 | 4,641,690 | 2,204,098 | 1,676,082 | 1,165,616 | 782,861 | 222,241 |

# 1990 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1990
U.S. CENSUS 1987

Merchandise Line Sales

| METRO AREA | Year | Groceries & Other Foods |  | Drugs & Health & Beauty Aids |  |  | Major Household Appliances |  |  | TVs, Video Recorders & Tapes |  |  | Audio Equipment, Musical Instruments & Supplies |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  | In All Stores ($000) | In Food Stores ($000) | In All Stores ($000) | In Drug-stores ($000) | In Food Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) |
| **INDIANA** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **ANDERSON** | 1990 | 134,456 | 125,631 | 41,195 | 26,811 | 5,412 | 11,010 | 6,208 | 3,434 | 10,408 | 5,729 | 1,544 | 16,394 | 6,586 |
|  | 1987 | 125,063 | 117,290 | 37,718 | 24,640 | 5,053 | 9,771 | 5,502 | 3,075 | 9,225 | 5,077 | 1,383 | 14,505 | 5,837 |
| **BLOOMINGTON** | 1990 | 109,384 | 103,744 | 29,039 | 14,362 | 5,801 | 7,941 | 2,133 | 3,372 | 7,725 | 2,193 | 2,006 | 11,480 | 6,548 |
|  | 1987 | 99,032 | 94,115 | 25,646 | 12,698 | 5,263 | 6,999 | 1,953 | 2,887 | 6,977 | 2,008 | 1,717 | 10,339 | 5,995 |
| **ELKHART - GOSHEN** | 1990 | 167,414 | 152,579 | 45,171 | 28,461 | 9,182 | 11,422 | 3,415 | 3,258 | 8,614 | 4,083 | 1,937 | 9,032 | 5,309 |
|  | 1987 | 162,161 | 150,178 | 39,843 | 24,347 | 9,038 | 9,818 | 2,965 | 2,752 | 7,386 | 3,545 | 1,636 | 7,767 | 4,609 |
| **EVANSVILLE** | 1990 | 313,493 | 287,549 | 98,154 | 58,140 | 15,767 | 25,042 | 9,710 | 10,651 | 27,646 | 12,388 | 6,921 | 26,757 | 16,296 |
|  | 1987 | 291,213 | 269,662 | 85,775 | 49,941 | 14,786 | 22,130 | 8,704 | 9,194 | 24,699 | 11,104 | 5,975 | 23,722 | 14,607 |
| **FORT WAYNE** | 1990 | 385,081 | 354,132 | 112,776 | 70,615 | 17,977 | 41,215 | 20,337 | 14,152 | 40,928 | 22,463 | 7,241 | 32,208 | 21,248 |
|  | 1987 | 356,076 | 329,873 | 98,022 | 60,358 | 16,745 | 36,155 | 18,055 | 12,192 | 36,043 | 19,942 | 6,238 | 28,305 | 18,864 |
| **GARY - HAMMOND** | 1990 | 628,905 | 579,253 | 164,704 | 111,912 | 24,649 | 43,850 | 19,798 | 18,801 | 31,583 | 7,061 | 11,428 | 25,338 | 14,814 |
|  | 1987 | 602,583 | 560,674 | 151,546 | 101,225 | 23,859 | 41,164 | 18,611 | 17,549 | 30,369 | 6,638 | 10,667 | 23,782 | 13,926 |
| **INDIANAPOLIS** | 1990 | 1,224,749 | 1,125,816 | 421,340 | 235,140 | 55,925 | 131,268 | 78,063 | 31,117 | 163,889 | 71,066 | 21,114 | 110,121 | 70,529 |
|  | 1987 | 1,142,811 | 1,058,539 | 378,039 | 215,040 | 52,582 | 111,031 | 65,369 | 26,562 | 137,490 | 59,509 | 18,024 | 92,910 | 59,059 |
| **KOKOMO** | 1990 | 99,328 | 91,860 | 34,602 | 21,859 | 4,986 | 11,970 | 6,229 | 3,293 | 12,020 | 5,965 | 1,959 | 9,408 | 5,890 |
|  | 1987 | 93,648 | 86,856 | 31,323 | 19,909 | 4,714 | 10,358 | 5,390 | 2,838 | 10,348 | 5,162 | 1,688 | 8,141 | 5,097 |
| **LAFAYETTE - WEST LAFAYETTE** | 1990 | 129,079 | 119,985 | 38,966 | 20,506 | 6,564 | 15,449 | 8,436 | 4,638 | 13,751 | 7,664 | 1,885 | 20,335 | 8,436 |
|  | 1987 | 118,288 | 110,535 | 35,143 | 18,726 | 6,047 | 13,325 | 7,149 | 4,036 | 11,986 | 6,495 | 1,640 | 18,035 | 7,149 |
| **MUNCIE** | 1990 | 112,361 | 105,183 | 34,905 | 21,260 | 4,002 | 9,627 | 4,841 | 3,222 | 11,109 | 5,961 | 2,199 | 14,288 | 4,841 |
|  | 1987 | 105,681 | 99,066 | 32,535 | 20,146 | 3,769 | 9,073 | 4,740 | 2,867 | 10,523 | 5,836 | 1,957 | 13,423 | 4,740 |
| **SOUTH BEND - MISHAWAKA** | 1990 | 285,462 | 264,083 | 80,711 | 45,386 | 14,878 | 29,770 | 13,945 | 11,089 | 32,993 | 17,578 | 5,545 | 27,980 | 12,304 |
|  | 1987 | 256,382 | 237,330 | 70,701 | 39,609 | 13,371 | 26,288 | 12,552 | 9,534 | 29,539 | 15,822 | 4,767 | 25,165 | 11,075 |
| **TERRE HAUTE** | 1990 | 138,455 | 112,646 | 125,802 | 107,005 | 6,330 | 19,682 | 9,684 | 3,599 | 26,003 | 6,937 | 2,141 | 54,338 | 6,767 |
|  | 1987 | 141,337 | 120,833 | 95,233 | 77,227 | 6,790 | 18,104 | 8,947 | 3,620 | 22,139 | 6,408 | 2,153 | 44,781 | 6,251 |
| **NONMETRO PORTION OF STATE** | 1990 | 1,604,928 | 1,478,852 | 419,805 | 286,245 | 63,645 | 99,724 | 57,630 | 17,143 | 79,919 | 37,459 | 11,458 | 113,184 | 26,250 |
|  | 1987 | 1,506,519 | 1,401,988 | 386,709 | 264,536 | 60,341 | 91,004 | 52,857 | 14,871 | 73,864 | 34,359 | 9,961 | 106,181 | 24,076 |
| **TOTAL STATE** | 1990 | 5,500,617 | 5,055,552 | 1,698,716 | 1,077,517 | 246,429 | 469,813 | 246,212 | 130,570 | 475,846 | 212,145 | 79,753 | 480,311 | 211,540 |
|  | 1987 | 5,154,027 | 4,778,218 | 1,517,043 | 957,199 | 232,749 | 415,869 | 217,872 | 114,603 | 418,886 | 186,811 | 70,013 | 425,583 | 186,315 |
| **IOWA** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **CEDAR RAPIDS** | 1990 | 226,434 | 199,143 | 59,647 | 30,570 | 8,331 | 14,759 | 6,683 | 4,969 | 16,512 | 8,529 | 5,147 | 14,932 | 10,183 |
|  | 1987 | 185,794 | 164,332 | 50,407 | 26,115 | 6,875 | 13,409 | 6,641 | 4,136 | 15,146 | 8,476 | 4,284 | 14,100 | 10,120 |
| **DAVENPORT - ROCK ISLAND - MOLINE** | 1990 | 417,990 | 380,892 | 123,272 | 73,995 | 19,071 | 28,846 | 13,916 | 9,257 | 26,999 | 18,392 | 6,533 | 26,137 | 19,238 |
|  | 1987 | 352,857 | 323,364 | 104,517 | 63,437 | 16,191 | 25,058 | 12,706 | 7,563 | 23,878 | 16,793 | 5,344 | 23,255 | 17,566 |
| **DES MOINES** | 1990 | 544,326 | 503,795 | 164,950 | 70,460 | 31,170 | 36,172 | 15,433 | 12,512 | 33,031 | 21,019 | 9,282 | 32,759 | 22,487 |
|  | 1987 | 428,979 | 396,970 | 133,881 | 58,292 | 24,561 | 32,158 | 15,452 | 10,051 | 30,749 | 21,044 | 7,457 | 30,810 | 22,515 |
| **DUBUQUE** | 1990 | 115,724 | 105,678 | 34,614 | 19,440 | 3,174 | 10,791 | 3,434 | 3,436 | 5,518 | 3,107 | 1,841 | 6,255 | 3,598 |
|  | 1987 | 91,416 | 83,280 | 29,369 | 17,242 | 2,501 | 9,628 | 3,732 | 2,751 | 5,318 | 3,377 | 1,474 | 6,042 | 3,910 |
| **IOWA CITY** | 1990 | 133,667 | 119,300 | 30,074 | 15,222 | 5,186 | 7,828 | 4,502 | 1,985 | 6,266 | 4,260 | 1,274 | 11,542 | 10,183 |
|  | 1987 | 99,190 | 87,385 | 24,258 | 12,890 | 3,799 | 6,949 | 4,339 | 1,530 | 5,679 | 4,106 | 982 | 10,891 | 9,814 |
| **SIOUX CITY** | 1990 | 147,124 | 137,965 | 38,287 | 15,609 | 9,147 | 8,652 | 3,377 | 3,283 | 6,597 | 3,424 | 2,120 | 6,907 | 3,552 |
|  | 1987 | 117,157 | 109,647 | 32,207 | 14,029 | 7,269 | 7,994 | 3,713 | 2,632 | 6,335 | 3,764 | 1,700 | 6,629 | 3,903 |
| **WATERLOO - CEDAR FALLS** | 1990 | 155,952 | 139,525 | 45,025 | 22,780 | 5,917 | 11,862 | 2,582 | 4,008 | 8,829 | 3,354 | 3,435 | 7,098 | 3,301 |
|  | 1987 | 130,270 | 116,668 | 39,133 | 21,073 | 4,948 | 10,557 | 3,051 | 3,183 | 8,396 | 3,964 | 2,728 | 6,965 | 3,901 |
| **NONMETRO PORTION OF STATE** | 1990 | 1,699,300 | 1,545,496 | 376,717 | 206,278 | 72,897 | 75,534 | 31,614 | 16,562 | 52,044 | 24,042 | 14,298 | 42,287 | 18,929 |
|  | 1987 | 1,406,307 | 1,281,457 | 334,343 | 193,762 | 60,449 | 72,967 | 35,640 | 12,917 | 50,151 | 27,103 | 11,149 | 40,516 | 21,336 |
| **TOTAL STATE** | 1990 | 3,283,485 | 2,986,856 | 827,449 | 425,236 | 148,645 | 182,563 | 75,016 | 53,042 | 144,313 | 77,618 | 41,897 | 137,068 | 82,353 |
|  | 1987 | 2,675,266 | 2,435,211 | 711,088 | 383,695 | 121,125 | 168,956 | 80,155 | 42,268 | 136,522 | 81,992 | 33,402 | 130,522 | 85,901 |

# 1990 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1990
U.S. CENSUS: 1987

Merchandise Line Sales

| METRO AREA | Year | Home Computers & Calculators | | Furniture & Sleep Equipment | | Men's & Boys' Clothing | | | Women's & Girls' Clothing | | | Footwear | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | In All Stores ($000) | In Radio/TV Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) |
| **INDIANA** | | | | | | | | | | | | | | |
| **ANDERSON** | 1990 | **4,686** | **1,470** | **10,581** | **7,684** | **30,802** | **4,195** | **12,495** | **37,977** | **16,109** | **20,031** | **9,486** | **6,962** | **2,045** |
| | 1987 | 4,148 | 1,303 | 9,373 | 6,810 | 27,646 | 4,029 | 11,190 | 35,061 | 15,473 | 17,938 | 8,945 | 6,687 | 1,831 |
| **BLOOMINGTON** | 1990 | **2,027** | **541** | **11,271** | **7,089** | **25,844** | **11,657** | **12,760** | **43,409** | **22,689** | **18,776** | **10,662** | **8,218** | **1,626** |
| | 1987 | 1,785 | 495 | 10,080 | 6,490 | 22,627 | 10,349 | 10,924 | 38,062 | 20,142 | 16,074 | 9,450 | 7,296 | 1,392 |
| **ELKHART - GOSHEN** | 1990 | **2,546** | **1,036** | **21,046** | **15,259** | **22,233** | **7,441** | **12,239** | **46,258** | **24,554** | **17,346** | **13,460** | **9,760** | **2,377** |
| | 1987 | 2,192 | 899 | 18,138 | 13,247 | 19,217 | 6,693 | 10,339 | 40,510 | 22,084 | 14,653 | 11,933 | 8,778 | 2,008 |
| **EVANSVILLE** | 1990 | **5,909** | **2,337** | **51,795** | **38,170** | **58,192** | **20,515** | **34,082** | **122,867** | **51,096** | **63,903** | **28,871** | **20,419** | **6,391** |
| | 1987 | 5,213 | 2,103 | 46,073 | 34,214 | 51,983 | 19,397 | 29,421 | 110,475 | 48,311 | 55,164 | 26,671 | 19,305 | 5,517 |
| **FORT WAYNE** | 1990 | **13,703** | **8,331** | **57,225** | **39,006** | **76,350** | **20,676** | **50,684** | **158,324** | **61,582** | **85,570** | **38,303** | **25,678** | **9,874** |
| | 1987 | 12,071 | 7,419 | 50,302 | 34,628 | 67,362 | 19,391 | 43,664 | 141,166 | 57,755 | 73,718 | 34,994 | 24,082 | 8,506 |
| **GARY - HAMMOND** | 1990 | **9,439** | **4,348** | **68,410** | **43,890** | **95,106** | **35,950** | **51,242** | **173,189** | **77,170** | **85,525** | **54,444** | **36,881** | **11,060** |
| | 1987 | 8,869 | 4,086 | 64,283 | 41,258 | 89,816 | 34,299 | 47,829 | 163,465 | 73,625 | 79,829 | 51,828 | 35,186 | 10,323 |
| **INDIANAPOLIS** | 1990 | **57,737** | **38,344** | **208,310** | **144,281** | **281,218** | **93,996** | **162,251** | **1,102,852** | **231,775** | **293,597** | **184,722** | **90,564** | **34,448** |
| | 1987 | 48,554 | 32,082 | 175,454 | 120,819 | 241,937 | 82,114 | 138,499 | 933,318 | 202,473 | 250,719 | 158,229 | 79,114 | 29,407 |
| **KOKOMO** | 1990 | **2,242** | **1,203** | **15,946** | **12,383** | **12,957** | **295** | **11,838** | **20,153** | **753** | **16,619** | **3,524** | **345** | **1,526** |
| | 1987 | 1,931 | 1,028 | 13,792 | 10,715 | 11,385 | 441 | 10,202 | 17,908 | 1,123 | 14,322 | 3,240 | 514 | 1,315 |
| **LAFAYETTE - WEST LAFAYETTE** | 1990 | **3,423** | **1,719** | **14,871** | **10,508** | **32,323** | **8,951** | **22,321** | **62,178** | **20,464** | **38,990** | **14,739** | **9,277** | **4,348** |
| | 1987 | 2,954 | 1,457 | 12,712 | 8,905 | 28,031 | 7,643 | 19,424 | 53,915 | 17,474 | 33,929 | 12,745 | 7,921 | 3,784 |
| **MUNCIE** | 1990 | **1,927** | **775** | **11,575** | **8,562** | **22,547** | **7,351** | **14,400** | **42,414** | **18,552** | **22,599** | **11,088** | **7,736** | **2,700** |
| | 1987 | 1,793 | 759 | 11,097 | 8,383 | 20,138 | 6,586 | 12,812 | 37,891 | 16,621 | 20,107 | 9,930 | 6,931 | 2,402 |
| **SOUTH BEND - MISHAWAKA** | 1990 | **12,615** | **8,876** | **48,995** | **33,983** | **59,266** | **15,827** | **39,571** | **110,663** | **41,614** | **63,516** | **26,985** | **17,526** | **7,562** |
| | 1987 | 11,243 | 7,989 | 43,631 | 30,589 | 52,047 | 14,508 | 34,020 | 97,750 | 38,145 | 54,606 | 24,308 | 16,065 | 6,501 |
| **TERRE HAUTE** | 1990 | **3,264** | **836** | **13,787** | **7,232** | **48,492** | **29,206** | **12,972** | **162,140** | **75,147** | **23,569** | **49,619** | **39,626** | **2,156** |
| | 1987 | 2,870 | 770 | 12,680 | 6,681 | 40,911 | 22,292 | 13,046 | 132,659 | 57,358 | 23,704 | 38,762 | 30,246 | 2,168 |
| **NONMETRO PORTION OF STATE** | 1990 | **17,396** | **9,427** | **117,684** | **100,207** | **168,877** | **61,920** | **70,766** | **402,426** | **156,302** | **118,594** | **104,567** | **65,175** | **15,315** |
| | 1987 | 15,826 | 8,637 | 107,627 | 91,906 | 151,382 | 57,163 | 61,398 | 367,612 | 144,272 | 102,873 | 95,565 | 60,156 | 13,286 |
| **TOTAL STATE** | 1990 | **139,500** | **80,514** | **672,549** | **483,968** | **961,517** | **324,264** | **523,350** | **2,544,670** | **821,594** | **897,181** | **564,198** | **346,147** | **105,529** |
| | 1987 | 121,765 | 70,114 | 593,939 | 428,435 | 849,830 | 291,036 | 457,234 | 2,226,006 | 738,155 | 783,907 | 499,698 | 310,093 | 92,191 |
| **IOWA** | | | | | | | | | | | | | | |
| **CEDAR RAPIDS** | 1990 | **3,501** | **1,013** | **27,146** | **19,157** | **41,917** | **12,323** | **23,250** | **86,323** | **32,327** | **43,839** | **20,748** | **15,978** | **3,905** |
| | 1987 | 3,096 | 1,007 | 25,699 | 19,038 | 34,154 | 9,462 | 19,351 | 69,861 | 24,821 | 36,487 | 16,257 | 12,268 | 3,250 |
| **DAVENPORT - ROCK ISLAND - MOLINE** | 1990 | **7,239** | **4,025** | **47,095** | **32,187** | **76,063** | **25,802** | **43,339** | **157,104** | **58,252** | **86,491** | **37,842** | **25,916** | **9,630** |
| | 1987 | 6,304 | 3,628 | 41,654 | 29,388 | 62,395 | 21,302 | 35,456 | 128,903 | 48,092 | 70,758 | 31,200 | 21,395 | 7,877 |
| **DES MOINES** | 1990 | **14,256** | **10,603** | **59,996** | **40,126** | **107,729** | **42,190** | **58,928** | **211,976** | **94,442** | **107,360** | **47,673** | **35,128** | **11,300** |
| | 1987 | 13,602 | 10,608 | 56,155 | 40,175 | 85,197 | 32,320 | 47,338 | 167,262 | 72,348 | 86,245 | 37,039 | 26,910 | 9,078 |
| **DUBUQUE** | 1990 | **2,100** | **903** | **11,138** | **9,130** | **22,418** | **3,630** | **16,075** | **49,834** | **12,996** | **33,623** | **10,300** | **6,698** | **2,823** |
| | 1987 | 1,955 | 981 | 11,536 | 9,923 | 18,228 | 3,183 | 12,871 | 40,906 | 11,395 | 26,921 | 8,776 | 6,048 | 2,260 |
| **IOWA CITY** | 1990 | **1,670** | **848** | **11,260** | **7,134** | **16,532** | **5,311** | **9,289** | **36,252** | **14,043** | **16,946** | **9,851** | **8,091** | **1,398** |
| | 1987 | 1,462 | 817 | 10,125 | 6,876 | 13,062 | 4,385 | 7,158 | 28,750 | 11,595 | 13,059 | 8,045 | 6,681 | 1,077 |
| **SIOUX CITY** | 1990 | **2,230** | **833** | **11,049** | **8,037** | **30,082** | **10,800** | **17,171** | **52,641** | **19,766** | **30,279** | **13,317** | **7,891** | **3,014** |
| | 1987 | 2,130 | 914 | 11,260 | 8,839 | 24,574 | 9,062 | 13,768 | 43,021 | 16,586 | 24,278 | 11,097 | 6,622 | 2,417 |
| **WATERLOO - CEDAR FALLS** | 1990 | **3,228** | **629** | **14,295** | **8,944** | **27,895** | **7,274** | **16,604** | **56,126** | **16,079** | **32,921** | **12,874** | **7,881** | **3,291** |
| | 1987 | 2,919 | 743 | 14,986 | 10,570 | 23,426 | 6,970 | 13,186 | 47,454 | 15,407 | 26,144 | 11,562 | 7,551 | 2,614 |
| **NONMETRO PORTION OF STATE** | 1990 | **15,164** | **5,234** | **99,521** | **75,695** | **195,042** | **80,944** | **71,845** | **393,299** | **176,677** | **137,897** | **100,453** | **73,014** | **14,338** |
| | 1987 | 14,609 | 5,866 | 105,244 | 85,334 | 161,377 | 69,793 | 56,030 | 325,727 | 152,339 | 107,537 | 85,368 | 62,955 | 11,172 |
| **TOTAL STATE** | 1990 | **47,360** | **22,899** | **261,291** | **186,184** | **494,937** | **181,328** | **242,355** | **994,646** | **408,752** | **460,164** | **242,516** | **174,100** | **46,794** |
| | 1987 | 44,565 | 23,870 | 260,719 | 199,205 | 402,036 | 149,434 | 193,211 | 808,146 | 336,573 | 366,849 | 199,158 | 143,572 | 37,287 |

# 1990 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1990
U.S. CENSUS 1987

Merchandise Line Sales

| METRO AREA | Year | Groceries & Other Foods | | Drugs & Health & Beauty Aids | | | Major Household Appliances | | | TVs, Video Recorders & Tapes | | | Audio Equipment, Musical Instruments & Supplies | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | In All Stores ($000) | In Food Stores ($000) | In All Stores ($000) | In Drug-stores ($000) | In Food Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) |
| **KANSAS** | | | | | | | | | | | | | | |
| KANSAS CITY | 1990 | 1,820,690 | 1,701,106 | 530,648 | 245,966 | 107,930 | 140,831 | 56,386 | 62,827 | 126,784 | 64,145 | 39,314 | 115,129 | 77,080 |
| | 1987 | 1,450,964 | 1,377,755 | 462,253 | 222,727 | 87,416 | 127,715 | 57,716 | 51,396 | 117,220 | 65,659 | 32,168 | 110,547 | 78,897 |
| LAWRENCE | 1990 | 93,266 | 85,085 | 22,329 | 7,106 | 8,092 | 4,833 | 1,654 | 1,917 | 4,370 | 2,135 | 1,742 | 7,073 | 5,366 |
| | 1987 | 71,000 | 64,621 | 17,713 | 6,488 | 6,146 | 4,070 | 1,670 | 1,339 | 3,784 | 2,156 | 1,217 | 6,667 | 5,418 |
| TOPEKA | 1990 | 196,763 | 183,065 | 64,279 | 34,044 | 17,683 | 16,354 | 5,132 | 8,068 | 11,919 | 5,035 | 5,180 | 11,252 | 6,632 |
| | 1987 | 163,876 | 152,792 | 54,453 | 29,371 | 14,759 | 14,525 | 5,246 | 6,605 | 10,822 | 5,147 | 4,241 | 10,607 | 6,780 |
| WICHITA | 1990 | 492,552 | 458,518 | 164,249 | 54,638 | 69,119 | 33,263 | 10,188 | 14,736 | 34,666 | 12,618 | 13,143 | 39,378 | 26,509 |
| | 1987 | 395,869 | 368,440 | 138,252 | 49,777 | 55,540 | 30,252 | 11,370 | 11,995 | 32,112 | 14,083 | 10,698 | 40,104 | 29,587 |
| NONMETRO PORTION OF STATE | 1990 | 1,281,916 | 1,140,869 | 320,972 | 137,350 | 108,523 | 58,695 | 23,816 | 9,524 | 56,649 | 21,974 | 17,299 | 46,761 | 25,299 |
| | 1987 | 1,084,665 | 968,117 | 283,822 | 130,651 | 92,086 | 58,560 | 28,235 | 7,603 | 54,922 | 26,051 | 13,786 | 47,798 | 29,990 |
| TOTAL STATE | 1990 | 2,779,428 | 2,537,715 | 774,435 | 323,025 | 245,937 | 174,510 | 68,272 | 58,927 | 163,105 | 73,025 | 52,880 | 157,691 | 101,373 |
| | 1987 | 2,273,495 | 2,075,115 | 661,283 | 292,450 | 201,596 | 160,933 | 73,023 | 47,152 | 151,069 | 77,586 | 42,266 | 153,951 | 108,002 |
| **KENTUCKY** | | | | | | | | | | | | | | |
| CLARKSVILLE - HOPKINSVILLE | 1990 | 119,307 | 107,445 | 41,706 | 21,651 | 6,840 | 12,756 | 4,942 | 4,404 | 12,167 | 7,616 | 3,289 | 11,201 | 8,121 |
| | 1987 | 121,798 | 112,097 | 36,217 | 17,769 | 7,137 | 10,930 | 4,157 | 3,820 | 10,342 | 6,405 | 2,849 | 9,460 | 6,830 |
| HUNTINGTON - ASHLAND | 1990 | 340,395 | 313,503 | 106,899 | 66,482 | 14,798 | 22,359 | 8,635 | 8,459 | 18,907 | 9,990 | 4,358 | 26,630 | 16,592 |
| | 1987 | 318,957 | 296,168 | 88,971 | 52,957 | 13,980 | 19,621 | 7,602 | 7,246 | 16,509 | 8,795 | 3,733 | 23,204 | 14,608 |
| LEXINGTON-FAYETTE | 1990 | 432,509 | 379,126 | 132,760 | 73,928 | 25,883 | 38,916 | 19,159 | 11,342 | 38,343 | 28,304 | 6,427 | 36,282 | 28,304 |
| | 1987 | 395,330 | 354,549 | 104,724 | 54,286 | 24,204 | 30,510 | 14,715 | 9,173 | 29,749 | 21,740 | 5,197 | 28,062 | 21,740 |
| LOUISVILLE | 1990 | 1,096,180 | 998,604 | 380,556 | 237,181 | 67,852 | 83,489 | 42,421 | 21,027 | 73,362 | 45,024 | 16,983 | 78,776 | 47,257 |
| | 1987 | 1,023,803 | 945,900 | 304,304 | 179,131 | 64,272 | 68,226 | 34,883 | 17,249 | 60,040 | 37,023 | 13,932 | 63,951 | 38,859 |
| OWENSBORO | 1990 | 109,606 | 102,540 | 38,486 | 25,545 | 3,059 | 9,746 | 4,439 | 2,426 | 7,783 | 4,509 | 2,426 | 6,875 | 3,942 |
| | 1987 | 102,558 | 96,999 | 29,366 | 18,935 | 2,894 | 7,792 | 3,654 | 1,852 | 6,225 | 3,712 | 1,852 | 5,495 | 3,245 |
| NONMETRO PORTION OF STATE | 1990 | 2,148,685 | 1,991,289 | 678,612 | 431,126 | 117,139 | 116,782 | 59,370 | 13,994 | 74,991 | 35,046 | 22,274 | 75,202 | 37,201 |
| | 1987 | 1,968,776 | 1,844,866 | 535,995 | 326,728 | 108,522 | 96,598 | 50,819 | 10,709 | 61,020 | 30,001 | 17,038 | 61,483 | 31,837 |
| TOTAL STATE | 1990 | 4,097,365 | 3,754,374 | 1,358,232 | 856,719 | 231,545 | 273,986 | 134,138 | 58,204 | 210,234 | 119,687 | 52,925 | 217,583 | 129,823 |
| | 1987 | 3,792,929 | 3,524,524 | 1,068,797 | 640,272 | 217,489 | 222,216 | 110,798 | 46,187 | 168,884 | 97,684 | 41,607 | 174,636 | 106,027 |
| **LOUISIANA** | | | | | | | | | | | | | | |
| ALEXANDRIA | 1990 | 176,450 | 163,347 | 51,483 | 26,314 | 9,530 | 12,969 | 4,820 | 5,125 | 11,184 | 3,235 | 5,880 | 10,171 | 5,513 |
| | 1987 | 132,058 | 122,408 | 38,353 | 19,556 | 7,142 | 10,093 | 4,012 | 3,825 | 8,625 | 2,693 | 4,388 | 8,049 | 4,589 |
| BATON ROUGE | 1990 | 754,757 | 717,961 | 227,484 | 104,507 | 69,891 | 44,397 | 17,378 | 20,310 | 44,014 | 24,369 | 13,814 | 52,494 | 38,750 |
| | 1987 | 558,962 | 530,908 | 168,644 | 76,052 | 51,682 | 34,769 | 13,844 | 15,790 | 34,635 | 19,414 | 10,736 | 41,392 | 30,871 |
| HOUMA - THIBODAUX | 1990 | 262,960 | 249,234 | 77,569 | 46,652 | 15,359 | 12,703 | 4,904 | 5,153 | 9,694 | 2,806 | 5,021 | 10,384 | 5,773 |
| | 1987 | 198,659 | 187,717 | 58,499 | 34,608 | 11,568 | 10,818 | 4,608 | 4,103 | 8,103 | 2,637 | 3,998 | 9,064 | 5,428 |
| LAFAYETTE | 1990 | 304,429 | 287,967 | 99,620 | 44,436 | 31,855 | 18,266 | 7,392 | 7,195 | 15,766 | 5,493 | 6,977 | 13,486 | 6,314 |
| | 1987 | 228,326 | 215,367 | 75,921 | 33,326 | 23,824 | 15,711 | 6,787 | 5,836 | 13,382 | 5,043 | 5,659 | 11,574 | 5,797 |
| LAKE CHARLES | 1990 | 253,372 | 238,964 | 72,984 | 33,452 | 19,430 | 15,648 | 6,765 | 5,317 | 12,226 | 4,104 | 6,767 | 11,108 | 6,469 |
| | 1987 | 189,401 | 178,341 | 54,907 | 25,482 | 14,501 | 12,956 | 6,149 | 4,002 | 9,858 | 3,730 | 5,093 | 9,360 | 5,880 |
| MONROE | 1990 | 210,528 | 195,776 | 66,594 | 37,541 | 10,772 | 19,803 | 9,597 | 5,889 | 12,063 | 5,897 | 4,021 | 11,746 | 8,309 |
| | 1987 | 154,305 | 143,757 | 48,185 | 26,793 | 7,910 | 15,110 | 7,400 | 4,343 | 9,074 | 4,547 | 2,966 | 8,895 | 6,330 |
| NEW ORLEANS | 1990 | 1,748,117 | 1,635,452 | 553,855 | 299,178 | 143,956 | 145,206 | 86,198 | 35,062 | 72,586 | 40,349 | 17,980 | 86,847 | 62,817 |
| | 1987 | 1,325,706 | 1,242,710 | 411,641 | 218,960 | 109,387 | 113,397 | 68,394 | 27,007 | 56,838 | 32,014 | 13,849 | 68,163 | 49,841 |
| SHREVEPORT | 1990 | 389,236 | 357,617 | 136,588 | 76,957 | 33,398 | 38,493 | 20,758 | 9,380 | 37,507 | 20,608 | 8,528 | 33,386 | 20,160 |
| | 1987 | 301,119 | 277,147 | 99,662 | 53,820 | 25,883 | 29,239 | 15,693 | 7,060 | 28,362 | 15,580 | 6,419 | 25,228 | 15,241 |
| NONMETRO PORTION OF STATE | 1990 | 1,532,110 | 1,435,659 | 427,297 | 251,106 | 92,555 | 58,386 | 27,624 | 4,294 | 40,830 | 12,833 | 12,558 | 32,903 | 10,470 |
| | 1987 | 1,155,434 | 1,080,095 | 325,858 | 191,389 | 69,633 | 49,668 | 25,007 | 3,330 | 33,583 | 11,618 | 9,702 | 26,964 | 9,480 |

# 1990 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1990
U.S. CENSUS: 1987

Merchandise Line Sales

| METRO AREA | Year | Home Computers & Calculators | | Furniture & Sleep Equipment | | Men's & Boys' Clothing | | | Women's & Girls' Clothing | | | Footwear | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | In All Stores ($000) | In Radio/TV Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) |
| **KANSAS** | | | | | | | | | | | | | | |
| KANSAS CITY | 1990 | 40,771 | 29,321 | 210,475 | 131,397 | 367,205 | 122,405 | 208,348 | 738,531 | 293,683 | 383,966 | 187,046 | 127,167 | 46,673 |
| | 1987 | 39,755 | 29,889 | 200,871 | 134,498 | 303,160 | 100,984 | 170,457 | 608,936 | 241,891 | 313,960 | 154,584 | 104,741 | 38,204 |
| LAWRENCE | 1990 | 1,755 | 1,302 | 5,147 | 2,904 | 12,720 | 4,507 | 6,039 | 24,750 | 10,626 | 11,419 | 7,594 | 4,631 | 1,742 |
| | 1987 | 1,652 | 1,315 | 4,576 | 2,932 | 9,570 | 3,593 | 4,219 | 18,585 | 8,471 | 7,978 | 5,883 | 3,692 | 1,217 |
| TOPEKA | 1990 | 2,558 | 1,425 | 25,393 | 14,185 | 35,088 | 11,412 | 21,926 | 70,831 | 26,175 | 41,436 | 19,695 | 12,825 | 5,352 |
| | 1987 | 2,399 | 1,457 | 23,945 | 14,501 | 28,433 | 9,012 | 17,951 | 57,298 | 20,670 | 33,924 | 15,816 | 10,128 | 4,382 |
| WICHITA | 1990 | 9,970 | 5,742 | 50,410 | 28,478 | 113,808 | 34,321 | 50,580 | 192,685 | 81,267 | 90,407 | 65,166 | 41,766 | 10,753 |
| | 1987 | 9,939 | 6,400 | 49,716 | 31,784 | 92,208 | 27,230 | 41,171 | 155,352 | 64,477 | 73,589 | 52,316 | 33,137 | 8,753 |
| NONMETRO PORTION OF STATE | 1990 | 13,025 | 8,440 | 63,420 | 55,759 | 124,732 | 59,645 | 48,853 | 252,565 | 121,257 | 99,489 | 75,129 | 50,569 | 16,190 |
| | 1987 | 14,268 | 9,927 | 72,641 | 66,108 | 104,555 | 51,220 | 38,970 | 211,607 | 104,120 | 79,350 | 63,713 | 43,422 | 12,908 |
| TOTAL STATE | 1990 | 46,923 | 32,078 | 239,304 | 165,365 | 426,292 | 154,954 | 209,197 | 821,124 | 347,284 | 395,615 | 237,740 | 156,538 | 52,337 |
| | 1987 | 46,556 | 33,671 | 237,564 | 177,082 | 347,977 | 128,321 | 167,299 | 669,865 | 287,003 | 316,290 | 195,214 | 129,031 | 41,805 |
| **KENTUCKY** | | | | | | | | | | | | | | |
| CLARKSVILLE - HOPKINSVILLE | 1990 | 3,283 | 2,355 | 20,566 | 17,503 | 27,001 | 10,286 | 13,669 | 56,709 | 25,595 | 26,362 | 15,944 | 10,048 | 4,151 |
| | 1987 | 2,782 | 1,984 | 17,355 | 14,720 | 22,300 | 7,888 | 11,879 | 46,510 | 19,629 | 22,911 | 12,770 | 7,706 | 3,607 |
| HUNTINGTON - ASHLAND | 1990 | 4,005 | 1,368 | 36,866 | 26,751 | 60,298 | 16,037 | 36,914 | 121,878 | 35,987 | 70,755 | 31,142 | 21,154 | 5,897 |
| | 1987 | 3,488 | 1,228 | 32,290 | 23,551 | 53,564 | 15,375 | 31,623 | 108,678 | 34,503 | 60,612 | 28,795 | 20,282 | 5,051 |
| LEXINGTON-FAYETTE | 1990 | 13,825 | 10,177 | 59,385 | 46,254 | 95,143 | 30,816 | 57,441 | 223,230 | 96,255 | 109,683 | 44,886 | 27,161 | 12,385 |
| | 1987 | 10,662 | 7,749 | 45,933 | 35,525 | 75,297 | 23,661 | 46,493 | 175,510 | 73,907 | 88,773 | 34,750 | 20,855 | 10,025 |
| LOUISVILLE | 1990 | 16,434 | 6,350 | 165,322 | 127,261 | 193,250 | 52,422 | 115,989 | 430,212 | 190,421 | 208,111 | 104,525 | 65,050 | 26,538 |
| | 1987 | 13,423 | 5,223 | 135,249 | 104,647 | 155,711 | 41,736 | 95,002 | 346,953 | 151,602 | 170,492 | 83,341 | 51,789 | 21,767 |
| OWENSBORO | 1990 | 1,877 | 1,051 | 13,176 | 10,333 | 20,960 | 5,237 | 14,554 | 47,648 | 16,247 | 29,742 | 12,643 | 8,676 | 2,953 |
| | 1987 | 1,495 | 865 | 10,697 | 8,506 | 15,993 | 3,986 | 11,110 | 36,351 | 12,365 | 22,704 | 9,630 | 6,603 | 2,254 |
| NONMETRO PORTION OF STATE | 1990 | 19,526 | 8,025 | 148,281 | 126,617 | 248,122 | 92,380 | 116,209 | 507,440 | 214,479 | 222,822 | 141,787 | 82,609 | 30,993 |
| | 1987 | 16,077 | 6,785 | 125,368 | 108,371 | 193,616 | 73,395 | 88,909 | 396,850 | 170,394 | 170,467 | 111,385 | 65,630 | 23,706 |
| TOTAL STATE | 1990 | 57,178 | 28,631 | 419,673 | 332,421 | 619,131 | 199,109 | 342,685 | 1,331,659 | 553,875 | 646,091 | 333,437 | 200,919 | 81,049 |
| | 1987 | 45,773 | 22,899 | 342,678 | 273,922 | 486,032 | 155,798 | 270,653 | 1,044,892 | 431,923 | 510,028 | 260,268 | 157,025 | 63,899 |
| **LOUISIANA** | | | | | | | | | | | | | | |
| ALEXANDRIA | 1990 | 3,113 | 1,858 | 15,915 | 9,772 | 34,707 | 12,735 | 17,639 | 70,571 | 29,674 | 32,715 | 21,366 | 14,393 | 4,975 |
| | 1987 | 2,472 | 1,546 | 12,713 | 8,134 | 26,809 | 10,445 | 13,164 | 54,818 | 24,339 | 24,415 | 16,979 | 11,805 | 3,713 |
| BATON ROUGE | 1990 | 26,893 | 22,198 | 79,207 | 53,933 | 119,901 | 41,730 | 69,748 | 249,287 | 85,710 | 146,531 | 77,850 | 53,451 | 18,420 |
| | 1987 | 21,333 | 17,676 | 62,608 | 42,966 | 92,655 | 31,976 | 54,301 | 192,500 | 65,689 | 113,932 | 59,821 | 40,965 | 14,315 |
| HOUMA - THIBODAUX | 1990 | 2,482 | 1,116 | 13,708 | 9,097 | 23,449 | 7,480 | 12,949 | 51,388 | 19,893 | 26,425 | 18,253 | 12,453 | 3,964 |
| | 1987 | 2,150 | 1,064 | 12,215 | 8,548 | 19,055 | 6,412 | 10,310 | 41,987 | 17,053 | 21,040 | 15,249 | 10,675 | 3,156 |
| LAFAYETTE | 1990 | 7,092 | 4,753 | 28,368 | 15,556 | 43,889 | 20,473 | 21,364 | 106,190 | 54,085 | 48,179 | 31,840 | 22,816 | 7,629 |
| | 1987 | 6,249 | 4,366 | 24,758 | 14,281 | 34,903 | 15,960 | 17,330 | 84,310 | 42,161 | 39,081 | 25,050 | 17,786 | 6,189 |
| LAKE CHARLES | 1990 | 2,925 | 1,694 | 18,607 | 11,385 | 28,118 | 11,408 | 14,499 | 62,845 | 29,263 | 29,966 | 20,404 | 13,804 | 4,673 |
| | 1987 | 2,472 | 1,540 | 15,864 | 10,349 | 21,390 | 8,810 | 10,913 | 47,861 | 22,598 | 22,554 | 15,590 | 10,660 | 3,517 |
| MONROE | 1990 | 4,225 | 789 | 22,814 | 17,286 | 37,505 | 13,190 | 19,820 | 82,899 | 37,289 | 37,056 | 24,376 | 17,753 | 4,453 |
| | 1987 | 3,188 | 608 | 17,407 | 13,329 | 28,635 | 10,730 | 14,618 | 63,932 | 30,334 | 27,330 | 19,270 | 14,442 | 3,284 |
| NEW ORLEANS | 1990 | 33,117 | 20,151 | 187,091 | 132,967 | 265,936 | 112,530 | 119,117 | 564,913 | 267,803 | 246,046 | 187,485 | 136,877 | 33,954 |
| | 1987 | 25,653 | 16,018 | 146,697 | 105,502 | 206,527 | 89,324 | 91,976 | 440,555 | 212,572 | 189,982 | 146,769 | 108,649 | 26,215 |
| SHREVEPORT | 1990 | 15,197 | 7,614 | 57,295 | 43,158 | 68,696 | 27,324 | 35,070 | 152,285 | 71,811 | 66,618 | 44,226 | 31,993 | 8,244 |
| | 1987 | 11,500 | 5,758 | 43,399 | 32,628 | 53,332 | 22,105 | 26,452 | 118,839 | 58,095 | 50,240 | 35,115 | 25,882 | 6,205 |
| NONMETRO PORTION OF STATE | 1990 | 5,866 | 4,150 | 64,200 | 54,416 | 108,351 | 38,972 | 42,525 | 230,600 | 91,435 | 87,254 | 75,571 | 39,087 | 15,224 |
| | 1987 | 5,076 | 3,618 | 56,988 | 49,257 | 87,924 | 34,162 | 32,946 | 187,752 | 80,165 | 67,569 | 62,484 | 34,269 | 11,752 |

# 1990 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1990
U.S. CENSUS 1987

| | | Merchandise Line Sales | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Groceries & Other Foods | | Drugs & Health & Beauty Aids | | | Major Household Appliances | | | TVs, Video Recorders & Tapes | | | Audio Equipment, Musical Instruments & Supplies | |
| METRO AREA | Year | In All Stores ($000) | In Food Stores ($000) | In All Stores ($000) | In Drug-stores ($000) | In Food Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) |
| **LOUISIANA (continued)** | | | | | | | | | | | | | | | |
| **TOTAL STATE** | 1990 | 5,631,959 | 5,281,977 | 1,713,474 | 920,143 | 426,746 | 365,871 | 185,436 | 97,725 | 255,870 | 119,694 | 81,546 | 262,525 | 164,475 |
| | 1987 | 4,243,970 | 3,978,450 | 1,281,670 | 679,986 | 321,530 | 291,761 | 151,894 | 75,296 | 202,460 | 97,276 | 62,810 | 208,689 | 133,454 |
| **MAINE** | | | | | | | | | | | | | | | |
| **BANGOR** | 1990 | 231,218 | 216,050 | 49,090 | 27,517 | 15,364 | 14,948 | 7,459 | 3,867 | 8,071 | 3,565 | 2,579 | 12,319 | 7,788 |
| | 1987 | 173,695 | 160,764 | 41,352 | 24,077 | 11,433 | 12,482 | 5,452 | 3,661 | 6,857 | 2,606 | 2,441 | 9,963 | 5,693 |
| **LEWISTON - AUBURN** | 1990 | 158,935 | 150,764 | 32,166 | 17,431 | 10,722 | 8,333 | 3,566 | 3,103 | 4,667 | 1,704 | 2,069 | 6,704 | 3,723 |
| | 1987 | 123,545 | 115,945 | 27,115 | 15,015 | 8,246 | 7,235 | 2,629 | 2,965 | 4,083 | 1,256 | 1,977 | 5,593 | 2,745 |
| **PORTLAND** | 1990 | 403,407 | 371,512 | 97,448 | 57,306 | 26,421 | 39,210 | 15,850 | 7,414 | 16,622 | 7,576 | 4,943 | 26,422 | 16,548 |
| | 1987 | 329,976 | 302,257 | 83,251 | 48,981 | 21,496 | 34,198 | 13,750 | 7,263 | 15,229 | 6,572 | 4,842 | 23,582 | 14,356 |
| **NONMETRO PORTION OF STATE** | 1990 | 981,932 | 919,221 | 194,214 | 108,599 | 67,100 | 56,905 | 31,586 | 8,769 | 30,219 | 18,349 | 5,847 | 37,440 | 24,142 |
| | 1987 | 751,578 | 696,154 | 164,169 | 95,878 | 50,817 | 48,555 | 24,530 | 8,351 | 25,438 | 14,233 | 5,568 | 31,258 | 18,728 |
| **TOTAL STATE** | 1990 | 1,775,492 | 1,657,547 | 372,918 | 210,853 | 119,607 | 119,396 | 58,461 | 23,153 | 59,579 | 31,194 | 15,436 | 82,885 | 52,201 |
| | 1987 | 1,378,794 | 1,275,120 | 315,887 | 183,951 | 91,992 | 102,470 | 46,361 | 22,240 | 51,607 | 24,667 | 14,828 | 70,396 | 41,522 |
| **MARYLAND** | | | | | | | | | | | | | | | |
| **BALTIMORE** | 1990 | 2,722,053 | 2,532,311 | 911,830 | 510,770 | 275,105 | 195,794 | 71,079 | 84,804 | 165,731 | 85,851 | 57,930 | 197,615 | 148,621 |
| | 1987 | 2,417,753 | 2,261,663 | 746,864 | 395,950 | 245,704 | 170,148 | 64,597 | 71,896 | 145,085 | 78,021 | 49,120 | 175,768 | 135,066 |
| **CUMBERLAND** | 1990 | 113,121 | 105,397 | 39,332 | 25,337 | 5,662 | 8,539 | 6,591 | 646 | 5,196 | 3,899 | 844 | 7,757 | 5,452 |
| | 1987 | 102,322 | 95,833 | 32,463 | 20,021 | 5,149 | 7,726 | 6,043 | 568 | 4,700 | 3,575 | 744 | 6,943 | 4,999 |
| **HAGERSTOWN** | 1990 | 150,488 | 140,353 | 47,638 | 30,261 | 9,404 | 16,345 | 7,275 | 5,436 | 8,808 | 4,595 | 3,398 | 8,347 | 6,653 |
| | 1987 | 125,484 | 116,348 | 36,597 | 22,015 | 7,796 | 14,413 | 6,492 | 4,489 | 7,633 | 4,100 | 2,806 | 7,438 | 5,937 |
| **NONMETRO PORTION OF STATE** | 1990 | 452,377 | 415,403 | 110,230 | 70,154 | 25,681 | 28,324 | 13,009 | 7,308 | 14,069 | 6,072 | 4,569 | 15,180 | 9,923 |
| | 1987 | 396,272 | 367,207 | 88,960 | 54,642 | 22,703 | 25,325 | 12,549 | 5,938 | 12,379 | 5,857 | 3,713 | 13,815 | 9,573 |
| **TOTAL STATE** | 1990 | 5,690,239 | 5,300,826 | 1,887,542 | 1,051,672 | 576,228 | 390,930 | 142,639 | 160,848 | 347,495 | 199,168 | 100,402 | 426,544 | 321,340 |
| | 1987 | 5,015,155 | 4,697,283 | 1,549,028 | 820,649 | 510,592 | 342,615 | 131,399 | 137,651 | 308,795 | 183,614 | 85,793 | 382,387 | 296,063 |
| **MASSACHUSETTS** | | | | | | | | | | | | | | | |
| **BOSTON - LAWRENCE - SALEM - LOWELL - BROCKTON** | 1990 | 5,615,482 | 5,331,014 | 1,308,966 | 895,113 | 237,075 | 336,324 | 138,097 | 84,460 | 225,127 | 106,859 | 50,676 | 385,637 | 267,975 |
| | 1987 | 4,565,473 | 4,306,624 | 1,194,541 | 828,424 | 191,521 | 317,302 | 117,672 | 86,422 | 211,122 | 91,056 | 51,854 | 346,632 | 228,342 |
| **NEW BEDFORD - FALL RIVER - ATTLEBORO** | 1990 | 777,988 | 742,944 | 169,022 | 113,922 | 33,040 | 42,292 | 16,111 | 12,163 | 28,496 | 12,467 | 7,297 | 46,971 | 31,263 |
| | 1987 | 652,291 | 621,254 | 151,115 | 101,881 | 27,628 | 38,552 | 13,630 | 11,522 | 25,714 | 10,547 | 6,913 | 41,289 | 26,448 |
| **PITTSFIELD** | 1990 | 222,411 | 211,612 | 46,264 | 30,293 | 9,411 | 12,215 | 4,597 | 2,970 | 7,938 | 3,557 | 1,782 | 13,280 | 8,921 |
| | 1987 | 186,543 | 176,925 | 41,698 | 27,509 | 7,868 | 11,244 | 3,732 | 2,960 | 7,227 | 2,888 | 1,776 | 11,514 | 7,242 |
| **SPRINGFIELD** | 1990 | 798,003 | 758,098 | 184,476 | 123,740 | 33,749 | 50,160 | 18,666 | 14,204 | 33,741 | 14,444 | 8,522 | 55,012 | 36,219 |
| | 1987 | 662,684 | 627,078 | 168,527 | 114,623 | 27,887 | 46,302 | 15,406 | 13,970 | 30,842 | 11,921 | 8,382 | 48,207 | 29,894 |
| **WORCESTER - FITCHBURG - LEOMINSTER** | 1990 | 907,896 | 861,091 | 220,968 | 152,621 | 38,294 | 60,381 | 25,492 | 16,259 | 40,742 | 19,727 | 9,756 | 70,103 | 49,467 |
| | 1987 | 735,422 | 693,272 | 199,241 | 138,680 | 30,831 | 55,420 | 20,446 | 16,543 | 37,064 | 15,822 | 9,926 | 60,388 | 39,676 |
| **NONMETRO PORTION OF STATE** | 1990 | 536,619 | 510,535 | 116,741 | 76,347 | 26,971 | 28,857 | 15,026 | 5,521 | 16,749 | 12,245 | 3,311 | 35,416 | 30,711 |
| | 1987 | 435,666 | 411,969 | 106,387 | 71,363 | 21,764 | 25,827 | 12,547 | 5,688 | 14,264 | 9,708 | 3,412 | 29,015 | 24,347 |
| **TOTAL STATE** | 1990 | 8,859,199 | 8,416,094 | 2,047,337 | 1,392,036 | 378,540 | 530,229 | 218,789 | 135,577 | 352,793 | 169,299 | 81,344 | 606,419 | 424,556 |
| | 1987 | 7,238,079 | 6,837,122 | 1,861,509 | 1,282,480 | 307,499 | 494,647 | 183,433 | 137,105 | 326,233 | 141,942 | 82,263 | 537,045 | 355,949 |

# 1990 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1990
U.S. CENSUS 1987

Merchandise Line Sales

| METRO AREA | Year | Home Computers & Calculators | | Furniture & Sleep Equipment | | Men's & Boys' Clothing | | | Women's & Girls' Clothing | | | Footwear | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | In All Stores ($000) | In Radio/TV Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) |
| **LOUISIANA (continued)** | | | | | | | | | | | | | | |
| **TOTAL STATE** | 1990 | 100,910 | 64,323 | 487,205 | 347,570 | 730,552 | 285,842 | 352,731 | 1,570,978 | 686,963 | 720,790 | 501,371 | 342,627 | 101,536 |
| | 1987 | 80,093 | 52,194 | 392,649 | 284,994 | 571,230 | 229,924 | 272,010 | 1,232,554 | 553,006 | 556,143 | 396,327 | 275,133 | 78,346 |
| **MAINE** | | | | | | | | | | | | | | |
| **BANGOR** | 1990 | 5,275 | 3,457 | 21,635 | 16,124 | 44,390 | 15,586 | 11,304 | 66,218 | 27,893 | 22,013 | 24,233 | 11,847 | 1,686 |
| | 1987 | 4,213 | 2,527 | 16,987 | 11,786 | 40,840 | 14,095 | 10,701 | 61,016 | 25,225 | 20,839 | 22,091 | 10,714 | 1,596 |
| **LEWISTON - AUBURN** | 1990 | 3,228 | 2,089 | 11,323 | 7,708 | 23,771 | 5,913 | 9,069 | 35,036 | 10,582 | 15,824 | 11,889 | 4,494 | 1,353 |
| | 1987 | 2,652 | 1,540 | 9,145 | 5,683 | 23,855 | 6,247 | 8,667 | 34,915 | 11,179 | 15,122 | 12,174 | 4,748 | 1,293 |
| **PORTLAND** | 1990 | 14,313 | 5,671 | 46,657 | 34,262 | 195,477 | 40,923 | 21,670 | 222,542 | 73,237 | 42,201 | 121,388 | 31,107 | 3,232 |
| | 1987 | 11,954 | 4,920 | 41,272 | 29,723 | 159,696 | 35,550 | 21,229 | 188,567 | 63,622 | 41,341 | 97,332 | 27,023 | 3,166 |
| **NONMETRO PORTION OF STATE** | 1990 | 17,398 | 8,564 | 67,951 | 56,396 | 82,159 | 42,883 | 25,637 | 132,151 | 59,472 | 49,928 | 40,737 | 31,776 | 3,824 |
| | 1987 | 14,532 | 6,722 | 54,674 | 43,747 | 78,921 | 41,761 | 24,413 | 126,352 | 57,916 | 47,543 | 39,414 | 30,945 | 3,640 |
| **TOTAL STATE** | 1990 | 40,214 | 19,781 | 147,566 | 114,490 | 345,797 | 105,305 | 67,680 | 455,947 | 171,184 | 129,966 | 198,247 | 79,224 | 10,095 |
| | 1987 | 33,351 | 15,709 | 122,078 | 90,939 | 303,312 | 97,653 | 65,010 | 410,850 | 157,942 | 124,845 | 171,011 | 73,430 | 9,695 |
| **MARYLAND** | | | | | | | | | | | | | | |
| **BALTIMORE** | 1990 | 69,409 | 32,464 | 442,210 | 311,090 | 516,696 | 229,229 | 218,381 | 1,020,620 | 485,543 | 433,427 | 289,279 | 218,590 | 54,490 |
| | 1987 | 59,433 | 29,090 | 392,646 | 282,717 | 446,891 | 205,881 | 184,398 | 887,039 | 436,087 | 366,113 | 255,520 | 196,325 | 46,207 |
| **CUMBERLAND** | 1990 | 2,469 | 996 | 11,238 | 9,007 | 21,997 | 3,613 | 15,419 | 45,468 | 13,172 | 28,067 | 12,093 | 6,085 | 3,029 |
| | 1987 | 2,205 | 914 | 10,175 | 8,258 | 19,763 | 3,596 | 13,546 | 41,513 | 13,108 | 24,657 | 11,073 | 6,055 | 2,658 |
| **HAGERSTOWN** | 1990 | 3,397 | 2,287 | 19,336 | 13,688 | 21,156 | 6,642 | 13,479 | 39,619 | 11,874 | 25,373 | 10,476 | 6,797 | 2,725 |
| | 1987 | 3,047 | 2,041 | 16,979 | 12,216 | 19,071 | 7,011 | 11,130 | 35,619 | 12,533 | 20,951 | 10,328 | 7,174 | 2,250 |
| **NONMETRO PORTION OF STATE** | 1990 | 6,270 | 2,291 | 44,717 | 31,218 | 62,055 | 30,515 | 21,617 | 124,455 | 66,476 | 43,083 | 31,851 | 23,042 | 5,023 |
| | 1987 | 5,613 | 2,277 | 41,086 | 30,119 | 53,502 | 27,802 | 17,568 | 107,835 | 60,566 | 35,012 | 28,126 | 20,995 | 4,083 |
| **TOTAL STATE** | 1990 | 161,409 | 98,382 | 868,027 | 607,564 | 1,089,394 | 484,914 | 469,207 | 2,174,343 | 1,008,100 | 941,994 | 579,164 | 413,002 | 117,215 |
| | 1987 | 143,081 | 90,845 | 779,595 | 559,456 | 950,650 | 438,878 | 401,495 | 1,903,681 | 912,582 | 806,458 | 513,436 | 374,087 | 100,545 |
| **MASSACHUSETTS** | | | | | | | | | | | | | | |
| **BOSTON - LAWRENCE - SALEM - LOWELL - BROCKTON** | 1990 | 132,440 | 70,698 | 643,485 | 506,361 | 935,867 | 470,737 | 328,324 | 2,023,792 | 1,104,346 | 612,770 | 447,487 | 331,701 | 56,881 |
| | 1987 | 120,553 | 60,441 | 567,745 | 431,468 | 923,038 | 460,185 | 336,310 | 1,988,168 | 1,079,591 | 627,620 | 436,187 | 324,266 | 58,255 |
| **NEW BEDFORD - FALL RIVER - ATTLEBORO** | 1990 | 15,013 | 5,291 | 77,025 | 59,075 | 118,508 | 57,495 | 48,305 | 254,571 | 134,881 | 90,008 | 55,015 | 40,513 | 8,341 |
| | 1987 | 13,423 | 4,476 | 66,917 | 49,976 | 111,068 | 53,470 | 45,759 | 238,192 | 125,439 | 85,263 | 51,304 | 37,677 | 7,901 |
| **PITTSFIELD** | 1990 | 4,348 | 1,946 | 21,990 | 16,856 | 30,526 | 13,166 | 11,792 | 65,225 | 30,887 | 21,972 | 13,646 | 9,277 | 2,036 |
| | 1987 | 3,847 | 1,580 | 18,663 | 13,684 | 29,586 | 12,739 | 11,754 | 62,984 | 29,885 | 21,901 | 13,098 | 8,976 | 2,029 |
| **SPRINGFIELD** | 1990 | 18,158 | 8,558 | 89,777 | 68,439 | 124,291 | 51,701 | 56,408 | 263,018 | 121,290 | 105,106 | 53,354 | 36,431 | 9,740 |
| | 1987 | 16,145 | 7,023 | 77,163 | 56,487 | 121,163 | 50,820 | 55,482 | 255,927 | 119,223 | 103,380 | 51,917 | 35,810 | 9,580 |
| **WORCESTER - FITCHBURG - LEOMINSTER** | 1990 | 21,830 | 11,345 | 117,179 | 93,471 | 133,151 | 52,659 | 64,573 | 281,625 | 123,537 | 120,319 | 56,438 | 37,105 | 11,149 |
| | 1987 | 19,311 | 9,099 | 98,535 | 74,970 | 133,712 | 53,581 | 65,700 | 282,095 | 125,700 | 122,419 | 56,527 | 37,755 | 11,344 |
| **NONMETRO PORTION OF STATE** | 1990 | 10,016 | 6,523 | 66,904 | 58,032 | 76,045 | 45,715 | 19,079 | 161,270 | 96,858 | 40,856 | 32,547 | 25,046 | 2,875 |
| | 1987 | 8,352 | 5,174 | 54,815 | 46,006 | 74,578 | 44,426 | 19,608 | 157,692 | 94,126 | 42,093 | 31,556 | 24,340 | 2,956 |
| **TOTAL STATE** | 1990 | 201,805 | 104,361 | 1,016,360 | 802,234 | 1,418,388 | 691,473 | 528,481 | 3,049,501 | 1,611,799 | 991,031 | 658,487 | 480,073 | 91,022 |
| | 1987 | 181,631 | 87,793 | 883,838 | 672,591 | 1,393,145 | 675,221 | 534,613 | 2,985,048 | 1,57[illegible],964 | 1,002,676 | 640,589 | 468,824 | 92,06[illegible] |

# 1990 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1990
U.S. CENSUS: 1987

Merchandise Line Sales

| METRO AREA | Year | Groceries & Other Foods | | Drugs & Health & Beauty Aids | | | Major Household Appliances | | | TVs, Video Recorders & Tapes | | | Audio Equipment, Musical Instruments & Supplies | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | In All Stores ($000) | In Food Stores ($000) | In All Stores ($000) | In Drug-stores ($000) | In Food Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) |
| **MICHIGAN** | | | | | | | | | | | | | | |
| **ANN ARBOR** | 1990 | **346,844** | **265,902** | **97,005** | **55,166** | **12,245** | **25,908** | **13,944** | **9,043** | **24,581** | **18,639** | **3,552** | **38,507** | **26,464** |
| | 1987 | 297,137 | 229,832 | 82,346 | 47,230 | 10,584 | 21,773 | 11,827 | 7,508 | 20,740 | 15,809 | 2,949 | 32,427 | 22,446 |
| **BATTLE CREEK** | 1990 | **188,901** | **139,312** | **52,951** | **30,500** | **6,554** | **12,789** | **4,749** | **5,932** | **5,971** | **2,916** | **1,919** | **8,339** | **6,581** |
| | 1987 | 158,798 | 117,850 | 45,254 | 26,496 | 5,544 | 10,552 | [illegible],865 | 4,948 | 4,908 | 2,373 | 1,601 | 6,817 | 5,356 |
| **BENTON HARBOR** | 1990 | **196,873** | **155,353** | **55,246** | **31,968** | **9,103** | **11,870** | **5,286** | **4,959** | **5,866** | **3,257** | **1,474** | **5,629** | **3,229** |
| | 1987 | 174,254 | 138,985 | 46,891 | 26,180 | 8,144 | 10,454 | 4,612 | 4,380 | 5,148 | 2,842 | 1,302 | 4,977 | 2,817 |
| **DETROIT** | 1990 | **5,156,115** | **4,221,533** | **1,567,279** | **1,042,551** | **164,200** | **402,229** | **215,327** | **138,615** | **299,007** | **217,264** | **51,484** | **316,026** | **252,183** |
| | 1987 | 4,604,204 | 3,837,793 | 1,330,808 | 884,043 | 149,275 | 332,026 | 177,234 | 114,282 | 246,311 | 198,829 | 42,448 | 260,284 | 207,571 |
| ***DETROIT - ANN ARBOR CONSOLIDATED AREA*** | *1990* | ***5,502,959*** | ***4,487,435*** | ***1,664,284*** | ***1,097,717*** | ***176,445*** | ***428,137*** | ***229,271*** | ***147,658*** | ***323,588*** | ***235,903*** | ***55,036*** | ***354,533*** | ***278,647*** |
| | *1987* | *4,901,341* | *4,067,625* | *1,413,154* | *931,273* | *159,859* | *353,799* | *189,061* | *121,790* | *267,051* | *194,638* | *45,397* | *292,711* | *230,017* |
| **FLINT** | 1990 | **575,420** | **423,442** | **161,539** | **96,797** | **18,008** | **40,809** | **20,558** | **12,170** | **34,843** | **27,003** | **5,578** | **29,528** | **21,428** |
| | 1987 | 502,922 | 375,576 | 140,828 | 84,824 | 15,972 | 34,887 | 17,639 | 10,470 | 29,875 | 23,169 | 4,799 | 25,300 | 18,386 |
| **GRAND RAPIDS** | 1990 | **903,712** | **573,956** | **233,139** | **109,695** | **28,623** | **77,475** | **51,097** | **17,337** | **47,821** | **33,280** | **8,668** | **69,347** | **45,046** |
| | 1987 | 769,814 | 504,758 | 190,959 | 89,145 | 25,173 | 64,968 | 43,469 | 14,009 | 40,063 | 28,312 | 7,004 | 58,131 | 38,321 |
| **JACKSON** | 1990 | **196,397** | **110,328** | **53,139** | **27,213** | **5,158** | **14,416** | **5,349** | **6,492** | **8,019** | **4,314** | **2,754** | **8,000** | **4,961** |
| | 1987 | 167,696 | 97,713 | 43,700 | 22,248 | 4,568 | 11,817 | 4,382 | 5,245 | 6,548 | 3,534 | 2,225 | 6,569 | 4,064 |
| **KALAMAZOO** | 1990 | **285,427** | **192,952** | **84,882** | **42,562** | **8,250** | **27,806** | **15,444** | **8,175** | **21,121** | **14,371** | **4,579** | **31,154** | **17,052** |
| | 1987 | 249,002 | 163,045 | 70,025 | 33,875 | 7,352 | 23,877 | 13,527 | 6,933 | 18,259 | 12,588 | 3,883 | 26,436 | 14,936 |
| **LANSING - EAST LANSING** | 1990 | **579,612** | **372,683** | **147,710** | **74,497** | **15,388** | **51,207** | **31,136** | **14,258** | **33,289** | **24,525** | **4,752** | **42,160** | **30,710** |
| | 1987 | 507,745 | 339,156 | 121,996 | 60,750 | 14,004 | 42,575 | 26,056 | 11,635 | 27,680 | 20,524 | 3,878 | 35,051 | 25,700 |
| **MUSKEGON** | 1990 | **192,826** | **142,021** | **51,561** | **30,554** | **5,078** | **14,931** | **7,[illegible]14** | **5,477** | **9,042** | **5,626** | **2,009** | **10,013** | **5,855** |
| | 1987 | 170,995 | 128,471 | 41,882 | 23,963 | 4,594 | 12,523 | 6,657 | 4,578 | 7,582 | 4,733 | 1,679 | 8,385 | 4,925 |
| **SAGINAW - BAY CITY - MIDLAND** | 1990 | **458,620** | **344,086** | **131,198** | **72,519** | **12,008** | **39,535** | **22,089** | **13,056** | **28,501** | **20,500** | **5,107** | **28,221** | **19,230** |
| | 1987 | 414,640 | 319,963 | 112,246 | 62,288 | 11,166 | 33,501 | 18,941 | 10,863 | 24,233 | 17,579 | 4,240 | 23,959 | 16,489 |
| **NONMETRO PORTION OF STATE** | 1990 | **2,280,461** | **1,994,296** | **503,579** | **321,344** | **91,010** | **113,496** | **54,040** | **18,078** | **54,256** | **35,901** | **6,273** | **62,470** | **38,126** |
| | 1987 | 1,941,972 | 1,707,994 | 417,459 | 262,756 | 77,945 | 97,393 | 46,269 | 15,082 | 46,501 | 30,742 | 5,233 | 53,062 | 32,642 |
| **TOTAL STATE** | 1990 | **11,361,208** | **8,925,864** | **3,139,628** | **1,935,366** | **375,625** | **832,471** | **446,933** | **253,592** | **572,317** | **407,596** | **98,149** | **649,394** | **470,865** |
| | 1987 | 9,959,179 | 7,961,136 | 2,644,394 | 1,623,796 | 334,321 | 696,346 | 374,478 | 209,933 | 477,848 | 341,034 | 81,241 | 541,398 | 393,653 |
| **MINNESOTA** | | | | | | | | | | | | | | |
| **DULUTH** | 1990 | **306,253** | **276,726** | **71,087** | **37,473** | **10,786** | **18,773** | **6,475** | **7,116** | **14,501** | **6,999** | **6,578** | **14,660** | **8,982** |
| | 1987 | 259,068 | 235,200 | 61,991 | 33,526 | 9,168 | 16,984 | 6,327 | 6,010 | 13,209 | 6,840 | 5,568 | 13,599 | 8,778 |
| **FARGO - MOORHEAD** | 1990 | **185,845** | **172,018** | **55,204** | **16,864** | **9,750** | **15,560** | **5,873** | **4,243** | **12,194** | **6,609** | **3,914** | **15,534** | **10,751** |
| | 1987 | 151,020 | 139,567 | 47,416 | 15,377 | 7,911 | 14,138 | 6,070 | 3,422 | 11,406 | 6,830 | 3,155 | 15,009 | 11,111 |
| **MINNEAPOLIS - ST. PAUL** | 1990 | **3,194,877** | **2,794,720** | **732,793** | **305,969** | **167,535** | **210,011** | **91,207** | **79,266** | **178,446** | **94,027** | **57,088** | **235,906** | **141,980** |
| | 1987 | 2,590,417 | 2,263,660 | 632,436 | 280,477 | 135,703 | 198,944 | 99,336 | 66,257 | 173,109 | 102,408 | 47,715 | 233,591 | 154,635 |
| **ROCHESTER** | 1990 | **155,082** | **135,054** | **37,740** | **11,472** | **6,718** | **11,853** | **5,550** | **3,746** | **10,923** | **6,245** | **3,459** | **13,725** | **9,020** |
| | 1987 | 125,164 | 107,792 | 33,936 | 12,440 | 5,362 | 10,461 | 5,108 | 3,060 | 9,631 | 5,747 | 2,825 | 12,266 | 8,301 |
| **ST. CLOUD** | 1990 | **229,124** | **173,064** | **139,569** | **57,919** | **7,977** | **31,139** | **6,371** | **5,077** | **24,540** | **8,036** | **4,060** | **30,265** | **8,266** |
| | 1987 | 191,624 | 146,593 | 104,006 | 44,394 | 6,757 | 24,986 | 6,108 | 3,445 | 19,821 | 7,703 | 2,755 | 24,52[illegible] | 7,923 |
| **NONMETRO PORTION OF STATE** | 1990 | **1,562,724** | **1,413,612** | **363,762** | **209,626** | **75,532** | **61,331** | **27,621** | **9,001** | **34,313** | **19,340** | **3,899** | **43,001** | **16,784** |
| | 1987 | 1,305,649 | 1,183,534 | 322,595 | 194,149 | 63,242 | 59,246 | 30,023 | 7,292 | 33,825 | 21,017 | 4,768 | 40,669 | 18,242 |
| **TOTAL STATE** | 1990 | **5,388,457** | **4,744,375** | **1,339,128** | **620,530** | **266,455** | **332,929** | **138,867** | **103,681** | **263,293** | **136,592** | **76,708** | **339,742** | **188,465** |
| | 1987 | 4,430,154 | 3,902,145 | 1,151,325 | 563,559 | 218,798 | 311,242 | 148,810 | 85,684 | 250,569 | 145,934 | 63,360 | 327,601 | 201,714 |
| **MISSISSIPPI** | | | | | | | | | | | | | | |
| **BILOXI - GULFPORT** | 1990 | **205,026** | **193,429** | **59,489** | **36,228** | **11,559** | **15,679** | **6,619** | **5,205** | **9,927** | **5,682** | **2,866** | **10,217** | **6,619** |
| | 1987 | 191,855 | 182,293 | 48,696 | 27,890 | 10,894 | 12,996 | 5,324 | 4,414 | 8,139 | 4,570 | 2,431 | 8,344 | 5,324 |

# 1990 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1990<br>U.S. CENSUS: 1987 | | Merchandise Line Sales | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Home Computers & Calculators | | Furniture & Sleep Equipment | | Men's & Boys' Clothing | | | Women's & Girls' Clothing | | | Footwear | | |
| METRO AREA | Year | In All Stores ($000) | In Radio/TV Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) |
| **MICHIGAN** | | | | | | | | | | | | | | | |
| **ANN ARBOR** | **1990** | **7,265** | **3,126** | **40,116** | **26,750** | **70,889** | **31,462** | **35,523** | **144,107** | **69,588** | **69,109** | **38,849** | **27,862** | **7,823** |
| | 1987 | 6,084 | 2,651 | 33,763 | 22,688 | 57,419 | 24,679 | 29,494 | 116,463 | 54,586 | 57,380 | 30,976 | 21,855 | 6,495 |
| **BATTLE CREEK** | **1990** | **2,611** | **1,245** | **16,931** | **13,829** | **27,222** | **8,000** | **16,574** | **46,567** | **16,239** | **28,080** | **13,448** | **8,984** | **2,704** |
| | 1987 | 2,138 | 1,013 | 13,834 | 11,255 | 23,092 | 7,115 | 13,825 | 39,698 | 14,442 | 23,430 | 11,680 | 7,990 | 2,256 |
| **BENTON HARBOR** | **1990** | **3,437** | **2,333** | **9,185** | **6,515** | **23,851** | **7,638** | **13,671** | **43,567** | **18,205** | **21,847** | **14,040** | **9,937** | **3,083** |
| | 1987 | 3,027 | 2,035 | 8,077 | 5,684 | 21,520 | 7,159 | 12,074 | 39,509 | 17,062 | 19,294 | 12,995 | 9,313 | 2,723 |
| **DETROIT** | **1990** | **125,306** | **78,944** | **782,172** | **589,723** | **1,001,948** | **435,742** | **510,208** | **2,067,564** | **1,110,634** | **874,285** | **539,798** | **399,262** | **106,772** |
| | 1987 | 103,427 | 65,247 | 644,304 | 485,396 | 834,673 | 367,122 | 420,662 | 1,725,545 | 935,732 | 720,834 | 452,427 | 336,386 | 88,035 |
| ***DETROIT - ANN ARBOR CONSOLIDATED AREA*** | ***1990*** | ***132,571*** | ***82,070*** | ***822,268*** | ***616,473*** | ***1,072,837*** | ***467,204*** | ***545,731*** | ***2,211,671*** | ***1,180,222*** | ***943,394*** | ***578,647*** | ***427,124*** | ***114,595*** |
| | *1987* | *109,511* | *67,898* | *678,067* | *508,084* | *892,092* | *391,801* | *450,156* | *1,842,008* | *990,318* | *778,214* | *483,403* | *358,241* | *94,530* |
| **FLINT** | **1990** | **7,932** | **3,238** | **64,754** | **49,128** | **96,324** | **31,108** | **58,312** | **192,129** | **86,615** | **96,343** | **45,011** | **31,566** | **9,127** |
| | 1987 | 6,805 | 2,778 | 55,331 | 42,153 | 81,627 | 25,612 | 50,166 | 161,996 | 71,312 | 82,884 | 37,461 | 25,989 | 7,852 |
| **GRAND RAPIDS** | **1990** | **15,568** | **9,002** | **116,164** | **92,446** | **179,992** | **87,797** | **75,822** | **316,488** | **158,664** | **146,400** | **82,210** | **57,696** | **18,299** |
| | 1987 | 13,049 | 7,736 | 97,867 | 78,645 | 145,857 | 71,086 | 61,237 | 256,173 | 128,464 | 118,294 | 66,633 | 46,714 | 14,787 |
| **JACKSON** | **1990** | **3,053** | **1,251** | **18,704** | **13,072** | **25,955** | **2,874** | **21,527** | **44,613** | **8,498** | **33,792** | **12,155** | **6,160** | **5,007** |
| | 1987 | 2,499 | 1,025 | 15,339 | 10,708 | 22,035 | 3,305 | 17,393 | 39,043 | 9,772 | 27,302 | 11,983 | 7,083 | 4,045 |
| **KALAMAZOO** | **1990** | **8,932** | **4,581** | **36,426** | **25,526** | **52,655** | **20,422** | **28,123** | **109,424** | **52,776** | **50,033** | **31,406** | **23,860** | **4,905** |
| | 1987 | 7,580 | 4,012 | 31,496 | 22,358 | 44,726 | 17,519 | 23,850 | 93,163 | 45,273 | 42,431 | 26,757 | 20,468 | 4,160 |
| **LANSING - EAST LANSING** | **1990** | **16,877** | **13,949** | **63,180** | **50,544** | **96,530** | **26,321** | **51,688** | **183,478** | **81,267** | **91,494** | **44,670** | **28,903** | **11,882** |
| | 1987 | 14,077 | 11,667 | 52,620 | 42,298 | 80,802 | 31,599 | 42,178 | 154,199 | 70,702 | 74,661 | 38,021 | 25,146 | 9,697 |
| **MUSKEGON** | **1990** | **3,151** | **1,511** | **18,911** | **13,357** | **25,223** | **5,481** | **17,527** | **47,847** | **13,579** | **30,671** | **12,978** | **8,235** | **3,590** |
| | 1987 | 2,641 | 1,271 | 15,873 | 11,236 | 21,621 | 5,114 | 14,651 | 41,309 | 12,670 | 25,638 | 11,638 | 7,684 | 3,001 |
| **SAGINAW - BAY CITY - MIDLAND** | **1990** | **6,785** | **2,423** | **55,724** | **43,385** | **92,971** | **34,100** | **52,084** | **176,698** | **78,402** | **91,933** | **48,282** | **35,471** | **10,213** |
| | 1987 | ~~5,703~~ | 2,075 | 47,493 | 37,202 | 79,298 | 30,098 | 43,345 | 151,164 | 69,201 | 76,319 | 42,000 | 31,308 | 8,479 |
| **NONMETRO PORTION OF STATE** | **1990** | **22,380** | **11,637** | **129,543** | **115,112** | **190,169** | **89,081** | **67,229** | **361,912** | **183,005** | **128,396** | **102,508** | **77,525** | **14,987** |
| | 1987 | 19,031 | 9,925 | 110,811 | 98,566 | 164,179 | 78,958 | 56,082 | 312,774 | 162,212 | 107,150 | 89,833 | 68,715 | 12,510 |
| **TOTAL STATE** | **1990** | **223,297** | **133,240** | **1,351,810** | **1,039,387** | **1,883,729** | **790,026** | **948,288** | **3,734,394** | **1,877,472** | **1,662,391** | **985,355** | **715,461** | **198,292** |
| | 1987 | 186,061 | 111,435 | 1,126,808 | 868,169 | 1,576,849 | 669,366 | 784,957 | 3,131,036 | 1,591,428 | 1,375,617 | 832,404 | 608,651 | 164,040 |
| **MINNESOTA** | | | | | | | | | | | | | | | |
| **DULUTH** | **1990** | **5,711** | **2,542** | **27,216** | **19,774** | **46,208** | **16,021** | **25,079** | **90,233** | **36,232** | **47,741** | **20,117** | **12,099** | **5,941** |
| | 1987 | 5,230 | 2,486 | 25,671 | 19,323 | 39,735 | 14,110 | 21,125 | 77,632 | 31,910 | 40,213 | 17,508 | 10,656 | 5,004 |
| **FARGO - MOORHEAD** | **1990** | **4,638** | **2,148** | **19,266** | **14,737** | **41,799** | **11,917** | **25,932** | **82,212** | **30,341** | **48,405** | **19,902** | **11,530** | **5,550** |
| | 1987 | 4,325 | 2,191 | 18,911 | 15,230 | 34,047 | 9,751 | 20,941 | 66,847 | 24,827 | 39,099 | 16,388 | 9,434 | 4,483 |
| **MINNEAPOLIS - ST. PAUL** | **1990** | **78,862** | **50,251** | **408,262** | **279,267** | **644,109** | **250,093** | **341,914** | **1,144,114** | **544,081** | **535,194** | **301,821** | **192,930** | **89,355** |
| | 1987 | 78,813 | 54,168 | 412,273 | 304,152 | 529,052 | 199,671 | 285,795 | 935,756 | 434,385 | 447,349 | 245,168 | 154,032 | 74,683 |
| **ROCHESTER** | **1990** | **6,266** | **4,119** | **14,564** | **7,930** | **32,901** | **9,798** | **18,734** | **62,151** | **24,267** | **31,127** | **15,107** | **9,753** | **4,611** |
| | 1987 | 5,610 | 3,790 | 12,819 | 7,298 | 27,446 | 8,504 | 15,301 | 52,096 | 21,063 | 25,423 | 12,897 | 8,465 | 3,766 |
| **ST. CLOUD** | **1990** | **11,116** | **2,319** | **36,056** | **14,694** | **123,008** | **9,906** | **30,459** | **207,584** | **24,073** | **49,545** | **37,353** | **8,876** | **5,889** |
| | 1987 | 9,252 | 2,213 | 30,272 | 14,085 | 88,607 | 9,078 | 20,666 | 151,957 | 22,060 | 33,616 | 29,121 | 8,134 | 3,996 |
| **NONMETRO PORTION OF STATE** | **1990** | **18,417** | **6,413** | **93,778** | **79,247** | **145,233** | **76,459** | **36,610** | **312,108** | **167,365** | **71,403** | **79,072** | **56,225** | **8,945** |
| | 1987 | 18,191 | 6,992 | 98,957 | 86,130 | 126,777 | 69,382 | 29,627 | 272,277 | 151,878 | 57,938 | 70,611 | 51,023 | 7,245 |
| **TOTAL STATE** | **1990** | **120,892** | **66,820** | **581,353** | **404,346** | **984,082** | **360,181** | **481,685** | **1,803,608** | **792,125** | **732,641** | **450,965** | **278,675** | **114,387** |
| | 1987 | 117,867 | 70,879 | 582,864 | 435,235 | 806,450 | 299,355 | 371,724 | 1,481,040 | 658,591 | 602,848 | 373,657 | 231,523 | 94,440 |
| **MISSISSIPPI** | | | | | | | | | | | | | | | |
| **BILOXI - GULFPORT** | **1990** | **5,053** | **3,862** | **26,314** | **20,952** | **27,715** | **5,763** | **19,017** | **56,876** | **14,818** | **36,893** | **16,019** | **9,666** | **4,462** |
| | 1987 | 4,103 | 3,101 | 21,371 | 16,852 | 23,923 | 5,432 | 16,132 | 49,486 | 13,968 | 31,295 | 14,426 | 9,111 | 3,783 |

# 1990 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1990
U.S. CENSUS: 1987

Merchandise Line Sales

| METRO AREA | Year | Groceries & Other Foods | | Drugs & Health & Beauty Aids | | | Major Household Appliances | | | TVs, Video Recorders & Tapes | | | Audio Equipment, Musical Instruments & Supplies | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | In All Stores ($000) | In Food Stores ($000) | In All Stores ($000) | In Drug-stores ($000) | In Food Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) |
| **MISSISSIPPI (continued)** | | | | | | | | | | | | | | |
| **JACKSON** | **1990** | **369,308** | **330,412** | **143,615** | **75,948** | **18,475** | **31,651** | **12,715** | **10,034** | **32,506** | **12,585** | **5,470** | **30,843** | **19,718** |
| | 1987 | 368,086 | 336,030 | 117,721 | 60,004 | 18,789 | 25,975 | 10,731 | 7,963 | 26,372 | 10,621 | 4,294 | 25,474 | 16,642 |
| **PASCAGOULA** | **1990** | **98,440** | **91,735** | **33,924** | **23,009** | **5,640** | **8,401** | **2,150** | **3,341** | **4,245** | **1,846** | **1,532** | **4,068** | **2,150** |
| | 1987 | 102,263 | 96,961 | 27,830 | 17,198 | 5,961 | 7,228 | 1,842 | 2,996 | 3,783 | 1,581 | 1,375 | 3,497 | 1,842 |
| **NONMETRO PORTION OF STATE** | **1990** | **1,786,139** | **1,663,163** | **563,005** | **332,948** | **96,600** | **119,131** | **46,348** | **17,498** | **84,616** | **35,701** | **23,030** | **68,477** | **34,753** |
| | 1987 | 1,718,486 | 1,618,314 | 464,422 | 260,507 | 93,992 | 100,692 | 40,417 | 14,369 | 71,680 | 31,135 | 18,902 | 57,980 | 30,308 |
| **TOTAL STATE** | **1990** | **2,535,369** | **2,351,860** | **817,692** | **477,318** | **136,097** | **177,948** | **68,650** | **37,392** | **134,216** | **56,648** | **34,086** | **115,812** | **64,213** |
| | 1987 | 2,449,406 | 2,299,985 | 671,679 | 371,917 | 133,107 | 149,228 | 58,883 | 30,653 | 111,956 | 48,487 | 27,825 | 96,832 | 54,793 |
| **MISSOURI** | | | | | | | | | | | | | | |
| **COLUMBIA** | **1990** | **116,586** | **95,514** | **26,811** | **9,399** | **4,220** | **11,790** | **4,492** | **4,168** | **9,512** | **3,706** | **4,168** | **8,794** | **5,315** |
| | 1987 | 100,914 | 83,931 | 24,935 | 10,829 | 3,708 | 10,220 | 4,466 | 3,256 | 8,250 | 3,685 | 3,256 | 8,026 | 5,285 |
| **JOPLIN** | **1990** | **167,180** | **144,785** | **40,609** | **11,232** | **13,609** | **11,951** | **3,898** | **4,989** | **10,175** | **2,235** | **5,909** | **8,218** | **4,041** |
| | 1987 | 142,784 | 124,956 | 36,805 | 11,599 | 11,746 | 11,254 | 4,393 | 4,145 | 9,173 | 2,519 | 4,909 | 8,085 | 4,554 |
| **KANSAS CITY** | **1990** | **1,820,690** | **1,701,106** | **530,648** | **245,966** | **107,930** | **140,831** | **56,386** | **62,827** | **126,784** | **64,145** | **39,314** | **115,129** | **77,080** |
| | 1987 | 1,480,964 | 1,377,745 | 462,253 | 222,727 | 87,416 | 127,715 | 57,716 | 51,396 | 117,220 | 65,659 | 32,168 | 110,547 | 78,897 |
| **ST. JOSEPH** | **1990** | **100,301** | **90,331** | **27,358** | **10,101** | **5,355** | **8,277** | **2,177** | **4,839** | **6,710** | **1,797** | **3,089** | **5,676** | **2,577** |
| | 1987 | 90,836 | 82,716 | 25,346 | 10,465 | 4,904 | 7,657 | 2,455 | 4,022 | 6,138 | 2,026 | 2,567 | 5,506 | 2,905 |
| **ST. LOUIS** | **1990** | **2,686,413** | **2,483,644** | **818,857** | **392,494** | **189,199** | **200,410** | **80,662** | **54,905** | **157,288** | **71,217** | **57,193** | **179,858** | **106,824** |
| | 1987 | 2,292,440 | 2,121,655 | 706,721 | 344,927 | 161,624 | 186,486 | 84,650 | 46,011 | 147,275 | 74,737 | 47,928 | 173,777 | 112,106 |
| **SPRINGFIELD** | **1990** | **242,622** | **215,807** | **82,755** | **21,167** | **28,017** | **23,239** | **3,486** | **11,653** | **19,966** | **3,268** | **10,734** | **20,859** | **9,532** |
| | 1987 | 207,229 | 185,637 | 74,006 | 23,027 | 24,101 | 20,182 | 4,267 | 9,336 | 17,407 | 4,001 | 8,599 | 20,745 | 11,668 |
| **NONMETRO PORTION OF STATE** | **1990** | **1,741,047** | **1,562,384** | **358,770** | **169,084** | **79,235** | **79,894** | **34,709** | **9,772** | **68,320** | **23,589** | **28,376** | **55,997** | **21,737** |
| | 1987 | 1,487,942 | 1,340,668 | 327,830 | 167,791 | 67,990 | 78,918 | 39,471 | 8,116 | 64,502 | 26,824 | 23,546 | 53,633 | 24,720 |
| **TOTAL STATE** | **1990** | **5,580,053** | **5,089,899** | **1,510,829** | **694,769** | **344,405** | **370,030** | **141,417** | **114,932** | **308,222** | **123,762** | **119,164** | **301,359** | **167,142** |
| | 1987 | 4,736,935 | 4,323,746 | 1,348,029 | 654,275 | 292,435 | 351,826 | 156,633 | 95,770 | 291,737 | 136,691 | 99,293 | 298,484 | 184,991 |
| **MONTANA** | | | | | | | | | | | | | | |
| **BILLINGS** | **1990** | **183,099** | **169,043** | **54,043** | **11,252** | **32,051** | **11,195** | **3,997** | **4,985** | **9,041** | **3,738** | **2,017** | **12,411** | **7,788** |
| | 1987 | 150,115 | 137,943 | 45,433 | 10,028 | 26,155 | 9,536 | 3,310 | 4,376 | 7,706 | 3,095 | 1,771 | 10,414 | 6,749 |
| **GREAT FALLS** | **1990** | **92,253** | **85,023** | **28,462** | **9,168** | **11,778** | **10,781** | **5,045** | **4,315** | **7,022** | **3,608** | **1,494** | **7,759** | **4,844** |
| | 1987 | 74,732 | 68,614 | 23,482 | 7,823 | 9,505 | 8,802 | 4,100 | 3,523 | 5,726 | 2,932 | 1,220 | 6,332 | 3,937 |
| **NONMETRO PORTION OF STATE** | **1990** | **719,272** | **651,413** | **183,148** | **84,096** | **80,003** | **39,951** | **23,521** | **5,286** | **25,352** | **17,787** | **3,238** | **25,063** | **14,556** |
| | 1987 | 611,667 | 555,293 | 147,973 | 64,422 | 68,197 | 32,459 | 19,170 | 4,149 | 20,564 | 14,500 | 2,523 | 20,255 | 11,865 |
| **TOTAL STATE** | **1990** | **994,624** | **905,479** | **265,653** | **104,516** | **123,832** | **61,927** | **32,563** | **14,586** | **41,415** | **25,133** | **6,749** | **45,233** | **27,188** |
| | 1987 | 836,514 | 761,850 | 216,888 | 82,273 | 103,857 | 50,797 | 26,580 | 12,048 | 33,996 | 20,527 | 5,514 | 37,001 | 22,251 |
| **NEBRASKA** | | | | | | | | | | | | | | |
| **LINCOLN** | **1990** | **244,672** | **236,394** | **63,049** | **26,653** | **17,888** | **13,109** | **4,561** | **6,013** | **11,354** | **4,461** | **4,394** | **13,717** | **8,229** |
| | 1987 | 201,053 | 185,689 | 55,515 | 25,073 | 14,672 | 12,390 | 5,075 | 5,063 | 10,764 | 4,964 | 3,700 | 13,808 | 9,157 |
| **OMAHA** | **1990** | **752,541** | **698,776** | **194,079** | **91,042** | **48,988** | **48,102** | **27,272** | **13,939** | **49,654** | **35,218** | **9,874** | **45,386** | **28,596** |
| | 1987 | 616,757 | 571,717 | 166,701 | 82,074 | 40,081 | 46,018 | 28,814 | 11,388 | 49,196 | 37,208 | 8,067 | 44,122 | 30,214 |
| **NONMETRO PORTION OF STATE** | **1990** | **819,724** | **704,808** | **207,278** | **104,069** | **48,504** | **48,259** | **23,019** | **7,744** | **37,079** | **16,068** | **7,467** | **36,112** | **12,069** |
| | 1987 | 708,364 | 612,286 | 185,333 | 98,346 | 42,140 | 48,271 | 26,541 | 6,170 | 36,303 | 18,544 | 5,951 | 25,594 | 13,939 |
| **TOTAL STATE** | **1990** | **1,762,197** | **1,582,518** | **439,566** | **205,942** | **111,995** | **106,455** | **54,318** | **36,102** | **95,873** | **54,946** | **20,606** | **82,806** | **48,274** |
| | 1987 | 1,475,163 | 1,325,087 | 385,301 | 190,816 | 93,724 | 104,386 | 59,901 | 21,380 | 94,320 | 59,886 | 16,839 | 81,491 | 52,666 |

# 1990 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1990
U.S. CENSUS: 1987

| | | Merchandise Line Sales | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Home Computers & Calculators | | Furniture & Sleep Equipment | | Men's & Boys' Clothing | | | Women's & Girls' Clothing | | | Footwear | | |
| METRO AREA | Year | In All Stores ($000) | In Radio/TV Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) |
| **MISSISSIPPI (continued)** | | | | | | | | | | | | | | |
| **JACKSON** | 1990 | 14,297 | 10,704 | 58,812 | 45,922 | 75,797 | 23,685 | 43,467 | 177,178 | 71,598 | 90,184 | 55,958 | 34,589 | 15,397 |
| | 1987 | 11,831 | 8,822 | 48,893 | 38,759 | 59,857 | 18,701 | 34,475 | 140,065 | 56,530 | 71,530 | 44,090 | 27,309 | 12,102 |
| **PASCAGOULA** | 1990 | 1,430 | 444 | 9,436 | 6,805 | 12,658 | 5,214 | 7,066 | 23,100 | 8,726 | 13,477 | 9,480 | 7,180 | 1,584 |
| | 1987 | 1,250 | 380 | 8,102 | 5,829 | 10,968 | 4,324 | 6,336 | 20,107 | 7,236 | 12,084 | 7,945 | 5,954 | 1,420 |
| **NONMETRO PORTION OF STATE** | 1990 | 14,847 | 10,827 | 157,563 | 135,592 | 206,355 | 94,243 | 81,808 | 445,915 | 222,703 | 168,102 | 138,132 | 86,633 | 29,614 |
| | 1987 | 12,721 | 9,390 | 136,277 | 118,241 | 167,960 | 75,830 | 67,170 | 363,151 | 179,193 | 138,028 | 111,809 | 69,710 | 24,305 |
| **TOTAL STATE** | 1990 | 36,527 | 26,337 | 256,454 | 211,712 | 330,174 | 129,770 | 157,296 | 718,088 | 320,171 | 320,150 | 222,512 | 138,952 | 52,754 |
| | 1987 | 30,529 | 22,041 | 217,667 | 181,379 | 268,256 | 105,132 | 128,229 | 583,896 | 259,198 | 260,904 | 180,544 | 112,945 | 42,786 |
| **MISSOURI** | | | | | | | | | | | | | | |
| **COLUMBIA** | 1990 | 2,671 | 401 | 14,617 | 10,930 | 23,891 | 5,804 | 13,574 | 54,413 | 25,651 | 22,018 | 13,798 | 9,518 | 2,993 |
| | 1987 | 2,469 | 399 | 13,780 | 10,868 | 19,129 | 4,961 | 10,603 | 44,457 | 21,924 | 17,199 | 11,497 | 8,135 | 2,338 |
| **JOPLIN** | 1990 | 2,326 | 1,013 | 13,045 | 9,515 | 24,016 | 6,922 | 13,130 | 53,384 | 19,460 | 25,996 | 19,611 | 13,678 | 4,464 |
| | 1987 | 2,358 | 1,179 | 13,744 | 10,723 | 20,744 | 6,433 | 10,909 | 46,487 | 18,085 | 21,599 | 17,714 | 12,711 | 3,709 |
| **KANSAS CITY** | 1990 | 40,771 | 29,321 | 210,675 | 131,397 | 367,205 | 122,605 | 208,348 | 738,531 | 293,683 | 383,966 | 187,046 | 127,167 | 46,673 |
| | 1987 | 39,735 | 29,889 | 200,871 | 134,498 | 303,160 | 100,984 | 170,457 | 608,936 | 241,891 | 313,960 | 154,584 | 104,741 | 38,204 |
| **ST. JOSEPH** | 1990 | 1,573 | 749 | 8,797 | 5,299 | 15,191 | 2,322 | 10,811 | 29,173 | 3,941 | 20,696 | 8,399 | 4,120 | 3,294 |
| | 1987 | 1,571 | 844 | 8,926 | 5,974 | 13,568 | 2,835 | 8,985 | 25,838 | 4,811 | 17,200 | 8,614 | 5,029 | 2,738 |
| **ST. LOUIS** | 1990 | 66,315 | 43,673 | 299,512 | 211,465 | 502,319 | 164,125 | 303,620 | 1,092,511 | 464,599 | 554,320 | 274,615 | 176,749 | 75,444 |
| | 1987 | 65,539 | 45,824 | 296,361 | 221,924 | 426,021 | 141,597 | 254,416 | 928,746 | 400,828 | 464,658 | 235,277 | 152,490 | 63,205 |
| **SPRINGFIELD** | 1990 | 6,031 | 2,533 | 34,233 | 16,993 | 57,761 | 16,641 | 35,268 | 115,526 | 36,570 | 69,618 | 28,783 | 16,213 | 9,814 |
| | 1987 | 5,945 | 3,122 | 34,639 | 20,801 | 47,790 | 14,844 | 28,254 | 95,880 | 32,620 | 55,772 | 24,523 | 14,462 | 7,862 |
| **NONMETRO PORTION OF STATE** | 1990 | 14,136 | 7,895 | 94,717 | 80,253 | 164,507 | 61,721 | 78,047 | 327,629 | 131,020 | 156,853 | 100,813 | 55,707 | 30,264 |
| | 1987 | 14,750 | 8,994 | 103,947 | 91,262 | 140,547 | 54,202 | 64,827 | 279,976 | 115,054 | 130,268 | 87,138 | 48,920 | 25,113 |
| **TOTAL STATE** | 1990 | 99,659 | 61,577 | 515,004 | 357,476 | 906,802 | 310,941 | 508,138 | 1,908,357 | 798,658 | 946,408 | 513,568 | 330,418 | 136,081 |
| | 1987 | 101,982 | 68,229 | 530,941 | 396,846 | 768,379 | 267,082 | 424,992 | 1,618,259 | 685,063 | 791,493 | 439,858 | 284,672 | 113,693 |
| **MONTANA** | | | | | | | | | | | | | | |
| **BILLINGS** | 1990 | 3,393 | 1,464 | 26,160 | 20,558 | 27,223 | 12,311 | 12,819 | 60,814 | 24,932 | 31,216 | 16,189 | 12,621 | 2,374 |
| | 1987 | 2,841 | 1,212 | 21,862 | 17,024 | 21,917 | 8,986 | 11,253 | 49,362 | 18,198 | 27,402 | 12,245 | 9,212 | 2,084 |
| **GREAT FALLS** | 1990 | 2,697 | 1,607 | 13,788 | 9,488 | 14,752 | 4,678 | 9,141 | 37,945 | 12,840 | 23,117 | 9,592 | 8,214 | 751 |
| | 1987 | 2,202 | 1,306 | 11,229 | 7,711 | 11,898 | 3,657 | 7,463 | 30,566 | 10,037 | 18,873 | 7,557 | 6,421 | 613 |
| **NONMETRO PORTION OF STATE** | 1990 | 12,287 | 5,645 | 45,986 | 40,376 | 79,385 | 39,073 | 22,505 | 149,130 | 70,995 | 49,498 | 46,388 | 33,150 | 3,448 |
| | 1987 | 9,962 | 4,554 | 37,410 | 33,068 | 62,822 | 30,401 | 17,539 | 118,107 | 55,239 | 38,719 | 36,426 | 25,790 | 2,688 |
| **TOTAL STATE** | 1990 | 18,377 | 8,716 | 85,934 | 70,622 | 121,360 | 56,062 | 44,465 | 247,889 | 108,767 | 103,831 | 72,169 | 53,985 | 6,573 |
| | 1987 | 15,005 | 7,072 | 70,501 | 57,803 | 96,637 | 43,044 | 36,255 | 198,035 | 83,474 | 84,994 | 56,228 | 41,423 | 5,385 |
| **NEBRASKA** | | | | | | | | | | | | | | |
| **LINCOLN** | 1990 | 12,564 | 9,006 | 16,979 | 10,509 | 48,190 | 19,926 | 23,858 | 100,053 | 47,767 | 46,551 | 25,92[illegible] | 20,113 | 4,086 |
| | 1987 | 13,286 | 10,021 | 17,171 | 11,694 | 39,788 | 15,780 | 20,087 | 82,213 | 37,829 | 39,194 | 20,888 | 15,928 | 3,372 |
| **OMAHA** | 1990 | 24,681 | 13,084 | 105,343 | 89,763 | 138,754 | 46,553 | 79,881 | 266,333 | 103,199 | 144,480 | 72,722 | 49,641 | 18,226 |
| | 1987 | 23,926 | 13,849 | 107,915 | 94,839 | 113,689 | 37,928 | 65,285 | 218,027 | 84,078 | 118,075 | 59,511 | 40,444 | 14,897 |
| **NONMETRO PORTION OF STATE** | 1990 | 18,503 | 9,720 | 46,861 | 36,270 | 137,709 | 37,619 | 30,555 | 185,857 | 84,846 | 65,838 | 68,680 | 34,470 | 7,917 |
| | 1987 | 19,194 | 10,937 | 51,149 | 41,818 | 120,436 | 34,122 | 24,349 | 160,098 | 76,953 | 52,462 | 60,948 | 31,263 | 6,311 |
| **TOTAL STATE** | 1990 | 53,857 | 30,882 | 165,363 | 134,440 | 310,827 | 99,905 | 126,298 | 526,107 | 226,493 | 242,108 | 160,610 | 99,732 | 28,391 |
| | 1987 | 54,743 | 33,837 | 172,736 | 146,225 | 263,211 | 84,639 | 103,497 | 440,114 | 191,765 | 198,241 | 136,236 | 84,214 | 23,212 |

# 1990 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1990
U.S. CENSUS: 1987

Merchandise Line Sales

| METRO AREA | Year | Groceries & Other Foods | | Drugs & Health & Beauty Aids | | | Major Household Appliances | | | TVs, Video Recorders & Tapes | | | Audio Equipment, Musical Instruments & Supplies | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | In All Stores ($000) | In Food Stores ($000) | In All Stores ($000) | In Drug-stores ($000) | In Food Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) |
| **NEVADA** | | | | | | | | | | | | | | |
| **LAS VEGAS** | 1990 | **894,156** | **836,143** | **298,681** | **96,652** | **94,019** | **75,226** | **42,803** | **25,217** | **41,929** | **19,149** | **16,047** | **52,974** | **40,550** |
| | 1987 | 677,962 | 634,410 | 221,298 | 70,502 | 71,336 | 56,941 | 32,244 | 19,354 | 31,735 | 14,425 | 12,316 | 39,927 | 30,547 |
| **RENO** | 1990 | **357,524** | **306,219** | **116,033** | **55,620** | **19,450** | **28,072** | **7,685** | **14,954** | **33,561** | **13,596** | **13,427** | **35,513** | **22,225** |
| | 1987 | 286,785 | 247,450 | 85,625 | 38,906 | 15,717 | 21,363 | 5,840 | 11,362 | 25,423 | 10,332 | 10,202 | 26,900 | 16,890 |
| **NONMETRO PORTION OF STATE** | 1990 | **228,968** | **214,299** | **45,865** | **26,565** | **15,330** | **14,970** | **9,497** | **2,245** | **4,010** | **1,520** | **426** | **6,268** | **3,588** |
| | 1987 | 183,308 | 173,734 | 35,828 | 20,542 | 12,285 | 11,488 | 7,269 | 1,591 | 3,106 | 1,163 | 302 | 4,851 | 2,746 |
| **TOTAL STATE** | 1990 | **1,480,648** | **1,356,661** | **460,579** | **178,837** | **128,799** | **118,268** | **59,985** | **42,416** | **79,500** | **34,265** | **29,900** | **94,755** | **66,363** |
| | 1987 | 1,148,055 | 1,053,594 | 342,751 | 129,950 | 99,338 | 89,792 | 45,353 | 32,307 | 60,264 | 25,920 | 22,820 | 71,678 | 50,183 |
| **NEW HAMPSHIRE** | | | | | | | | | | | | | | |
| **MANCHESTER - NASHUA** | 1990 | **598,917** | **561,094** | **118,832** | **73,807** | **23,348** | **63,733** | **25,645** | **19,373** | **37,326** | **12,598** | **10,636** | **60,655** | **37,119** |
| | 1987 | 458,338 | 423,819 | 101,705 | 63,307 | 17,636 | 57,478 | 20,580 | 19,021 | 34,309 | 10,110 | 10,443 | 52,602 | 29,787 |
| **PORTSMOUTH - DOVER - ROCHESTER** | 1990 | **644,254** | **605,885** | **113,222** | **67,823** | **25,212** | **64,149** | **29,312** | **16,201** | **35,965** | **14,400** | **8,894** | **63,580** | **42,426** |
| | 1987 | 495,113 | 462,245 | 97,595 | 60,793 | 19,235 | 53,319 | 22,792 | 14,171 | 30,103 | 11,197 | 7,780 | 51,414 | 32,989 |
| **NONMETRO PORTION OF STATE** | 1990 | **792,286** | **743,417** | **134,632** | **80,931** | **33,468** | **41,532** | **20,209** | **8,749** | **18,653** | **12,249** | **4,148** | **36,573** | **26,538** |
| | 1987 | 617,279 | 575,457 | 114,040 | 69,032 | 25,908 | 35,793 | 15,985 | 8,984 | 16,053 | 9,688 | 4,252 | 30,697 | 20,991 |
| **TOTAL STATE** | 1990 | **2,035,457** | **1,910,396** | **366,686** | **222,561** | **82,028** | **169,414** | **75,166** | **44,323** | **91,944** | **39,247** | **23,678** | **160,808** | **106,083** |
| | 1987 | 1,570,730 | 1,461,521 | 313,340 | 193,132 | 62,779 | 146,590 | 59,357 | 42,176 | 80,465 | 30,995 | 22,475 | 134,713 | 83,767 |
| **NEW JERSEY** | | | | | | | | | | | | | | |
| **ATLANTIC CITY** | 1990 | **513,888** | **493,537** | **124,416** | **76,927** | **19,840** | **38,072** | **21,717** | **8,893** | **19,976** | **11,789** | **4,315** | **30,605** | **20,786** |
| | 1987 | 447,571 | 429,179 | 110,551 | 67,572 | 17,253 | 33,085 | 17,567 | 8,515 | 17,249 | 9,536 | 4,131 | 25,930 | 16,814 |
| **BERGEN - PASSAIC** | 1990 | **1,906,830** | **1,837,111** | **658,840** | **304,477** | **125,052** | **149,933** | **65,849** | **41,085** | **108,511** | **48,710** | **25,949** | **143,651** | **103,737** |
| | 1987 | 1,713,649 | 1,649,427 | 588,451 | 269,889 | 112,276 | 134,558 | 54,927 | 40,475 | 95,936 | 40,631 | 25,563 | 123,328 | 86,530 |
| **JERSEY CITY** | 1990 | **633,952** | **607,719** | **162,731** | **114,030** | **36,478** | **40,291** | **26,168** | **4,852** | **23,714** | **18,579** | **3,235** | **40,725** | **35,588** |
| | 1987 | 568,999 | 546,473 | 140,530 | 97,226 | 32,802 | 32,934 | 20,589 | 4,202 | 19,083 | 14,618 | 2,802 | 32,443 | 28,001 |
| **MIDDLESEX - SOMERSET - HUNTERDON** | 1990 | **1,503,851** | **1,459,494** | **320,087** | **168,658** | **93,464** | **102,181** | **52,777** | **34,142** | **66,303** | **35,625** | **21,652** | **161,609** | **134,586** |
| | 1987 | 1,285,192 | 1,245,739 | 285,325 | 153,210 | 79,776 | 87,698 | 42,858 | 31,013 | 57,031 | 28,930 | 19,667 | 133,807 | 109,290 |
| **MONMOUTH - OCEAN** | 1990 | **1,440,605** | **1,405,093** | **378,574** | **200,574** | **126,238** | **88,408** | **46,737** | **27,169** | **48,920** | **16,996** | **21,147** | **88,653** | **47,210** |
| | 1987 | 1,220,252 | 1,189,793 | 326,232 | 172,850 | 106,895 | 74,879 | 37,125 | 26,734 | 42,303 | 13,500 | 19,382 | 73,341 | 37,500 |
| **NEWARK** | 1990 | **2,590,562** | **2,520,204** | **589,546** | **356,093** | **153,671** | **140,282** | **85,725** | **27,104** | **105,971** | **70,596** | **22,732** | **134,090** | **105,086** |
| | 1987 | 2,249,924 | 2,186,481 | 526,849 | 317,628 | 133,323 | 125,632 | 73,760 | 26,595 | 94,851 | 60,744 | 22,306 | 117,989 | 90,393 |
| **TRENTON** | 1990 | **412,248** | **401,248** | **123,777** | **73,841** | **35,085** | **41,525** | **20,895** | **10,257** | **22,232** | **12,910** | **5,486** | **29,014** | **22,922** |
| | 1987 | 356,665 | 346,575 | 109,356 | 63,435 | 30,297 | 36,544 | 16,635 | 10,191 | 19,403 | 10,278 | 5,451 | 24,248 | 18,257 |
| **VINELAND - MILLVILLE - BRIDGETON** | 1990 | **196,961** | **187,866** | **44,651** | **30,180** | **10,303** | **14,001** | **7,972** | **4,372** | **6,141** | **3,593** | **1,982** | **7,292** | **5,282** |
| | 1987 | 172,761 | 164,389 | 39,647 | 26,554 | 9,191 | 12,552 | 6,710 | 4,321 | 5,530 | 3,024 | 1,959 | 6,409 | 4,505 |
| **TOTAL STATE** | 1990 | **10,932,754** | **10,568,143** | **2,887,689** | **1,608,462** | **698,301** | **720,244** | **385,668** | **194,489** | **475,994** | **257,050** | **129,858** | **747,237** | **554,944** |
| | 1987 | 9,448,119 | 9,123,178 | 2,538,627 | 1,405,497 | 602,599 | 629,949 | 316,777 | 185,276 | 416,140 | 212,108 | 123,694 | 631,385 | 455,746 |
| **NEW MEXICO** | | | | | | | | | | | | | | |
| **ALBUQUERQUE** | 1990 | **549,490** | **487,023** | **147,938** | **74,913** | **35,573** | **57,181** | **19,991** | **18,766** | **45,196** | **25,365** | **12,760** | **45,029** | **32,458** |
| | 1987 | 479,836 | 427,026 | 120,620 | 58,310 | 31,191 | 48,278 | 17,023 | 15,660 | 38,209 | 21,599 | 10,648 | 38,082 | 27,639 |
| **LAS CRUCES** | 1990 | **99,797** | **96,360** | **22,507** | **9,529** | **7,038** | **9,838** | **3,557** | **3,380** | **6,415** | **1,863** | **2,403** | **6,344** | **4,065** |
| | 1987 | 83,271 | 80,202 | 18,961 | 8,113 | 5,858 | 8,672 | 3,230 | 2,830 | 5,512 | 1,692 | 2,012 | 5,631 | 3,691 |
| **SANTA FE** | 1990 | **109,339** | **101,998** | **31,189** | **16,525** | **7,450** | **11,105** | **3,448** | **3,866** | **6,101** | **1,662** | **2,752** | **9,830** | **7,146** |
| | 1987 | 98,136 | 92,122 | 27,766 | 15,224 | 6,729 | 8,815 | 2,658 | 3,083 | 4,900 | 1,281 | 2,193 | 7,641 | 5,509 |

# 1990 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1990
U.S. CENSUS: 1987

| METRO AREA | Year | Merchandise Line Sales | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Home Computers & Calculators | | Furniture & Sleep Equipment | | Men's & Boys' Clothing | | | Women's & Girls' Clothing | | | Footwear | | |
| | | In All Stores ($000) | In Radio/TV Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) |
| **NEVADA** | | | | | | | | | | | | | | |
| **LAS VEGAS** | 1990 | 13,970 | 9,372 | 118,074 | 84,198 | 184,469 | 82,541 | 87,687 | 317,212 | 142,986 | 155,315 | 129,153 | 89,366 | 24,644 |
| | 1987 | 10,555 | 7,060 | 89,243 | 63,427 | 135,214 | 57,503 | 67,299 | 232,766 | 99,612 | 119,202 | 92,083 | 62,257 | 18,914 |
| **RENO** | 1990 | 9,734 | 6,116 | 57,264 | 40,312 | 86,503 | 26,491 | 42,419 | 156,821 | 50,234 | 85,143 | 47,376 | 29,789 | 11,291 |
| | 1987 | 7,391 | 4,648 | 43,466 | 30,635 | 64,622 | 19,099 | 32,230 | 117,104 | 36,217 | 64,692 | 34,800 | 21,477 | 8,579 |
| **NONMETRO PORTION OF STATE** | 1990 | 1,583 | 800 | 19,690 | 15,066 | 20,949 | 8,017 | 8,571 | 36,247 | 15,148 | 14,145 | 10,323 | 6,503 | 2,343 |
| | 1987 | 1,236 | 624 | 15,002 | 11,530 | 16,027 | 6,309 | 6,070 | 27,884 | 11,922 | 10,023 | 8,030 | 5,118 | 1,659 |
| **TOTAL STATE** | 1990 | 25,287 | 16,288 | 195,028 | 139,576 | 291,921 | 117,049 | 138,677 | 510,280 | 208,368 | 254,603 | 186,852 | 125,658 | 38,278 |
| | 1987 | 19,182 | 12,332 | 147,711 | 105,592 | 215,863 | 82,911 | 105,599 | 377,754 | 147,751 | 193,917 | 134,913 | 88,852 | 29,152 |
| **NEW HAMPSHIRE** | | | | | | | | | | | | | | |
| **MANCHESTER - NASHUA** | 1990 | 73,894 | 41,184 | 72,680 | 52,416 | 102,545 | 45,342 | 44,442 | 197,049 | 95,220 | 80,149 | 51,050 | 40,242 | 6,077 |
| | 1987 | 62,173 | 33,049 | 61,714 | 42,063 | 96,432 | 40,831 | 43,636 | 184,039 | 85,746 | 78,695 | 46,497 | 36,238 | 5,967 |
| **PORTSMOUTH - DOVER - ROCHESTER** | 1990 | 69,886 | 30,319 | 78,190 | 59,910 | 86,054 | 34,935 | 37,169 | 165,814 | 73,364 | 67,031 | 41,335 | 31,006 | 5,083 |
| | 1987 | 56,976 | 23,452 | 62,549 | 46,584 | 76,716 | 32,119 | 32,510 | 147,781 | 67,450 | 58,629 | 37,443 | 28,506 | 4,446 |
| **NONMETRO PORTION OF STATE** | 1990 | 110,719 | 20,659 | 65,848 | 57,562 | 74,090 | 34,980 | 22,213 | 157,966 | 70,840 | 40,058 | 38,298 | 28,805 | 3,037 |
| | 1987 | 90,748 | 16,379 | 53,441 | 45,532 | 71,091 | 33,063 | 22,943 | 148,630 | 66,959 | 41,374 | 35,842 | 27,228 | 3,137 |
| **TOTAL STATE** | 1990 | 254,499 | 92,162 | 216,718 | 169,888 | 262,689 | 115,257 | 103,824 | 520,829 | 239,424 | 187,238 | 130,683 | 100,053 | 14,197 |
| | 1987 | 209,897 | 72,880 | 177,704 | 134,179 | 244,239 | 106,013 | 99,089 | 480,450 | 220,155 | 178,698 | 119,782 | 91,972 | 13,550 |
| **NEW JERSEY** | | | | | | | | | | | | | | |
| **ATLANTIC CITY** | 1990 | 7,960 | 4,009 | 62,730 | 44,522 | 83,450 | 45,475 | 29,587 | 193,538 | 110,715 | 58,736 | 39,175 | 30,317 | 4,811 |
| | 1987 | 6,841 | 3,229 | 53,392 | 36,013 | 75,089 | 39,019 | 28,330 | 171,443 | 94,998 | 56,239 | 34,318 | 26,013 | 4,605 |
| **BERGEN - PASSAIC** | 1990 | 67,943 | 22,930 | 419,835 | 345,490 | 451,098 | 225,795 | 171,911 | 1,091,621 | 574,481 | 344,902 | 241,716 | 171,843 | 50,816 |
| | 1987 | 59,420 | 19,484 | 358,926 | 288,181 | 418,859 | 201,659 | 169,356 | 1,004,024 | 513,073 | 339,776 | 220,461 | 153,475 | 50,061 |
| **JERSEY CITY** | 1990 | 24,113 | 20,844 | 96,077 | 83,476 | 120,779 | 100,890 | 14,432 | 327,655 | 245,701 | 26,500 | 86,020 | 77,406 | 2,600 |
| | 1987 | 19,213 | 16,400 | 76,788 | 65,679 | 99,769 | 82,539 | 12,499 | 271,724 | 201,010 | 22,951 | 70,755 | 63,327 | 2,252 |
| **MIDDLESEX - SOMERSET - HUNTERDON** | 1990 | 48,033 | 31,036 | 234,562 | 171,528 | 299,276 | 164,414 | 121,606 | 571,060 | 304,194 | 235,773 | 132,998 | 93,232 | 31,621 |
| | 1987 | 40,064 | 25,571 | 196,709 | 139,290 | 270,756 | 148,233 | 110,348 | 516,394 | 274,256 | 213,967 | 120,083 | 83,155 | 28,694 |
| **MONMOUTH - OCEAN** | 1990 | 28,545 | 19,177 | 206,224 | 166,650 | 228,965 | 111,439 | 107,928 | 489,815 | 256,310 | 215,127 | 104,171 | 77,078 | 22,606 |
| | 1987 | 23,501 | 15,187 | 168,649 | 132,375 | 202,875 | 95,628 | 98,917 | 432,990 | 219,944 | 197,166 | 90,712 | 66,142 | 20,719 |
| **NEWARK** | 1990 | 34,692 | 21,394 | 335,546 | 273,981 | 351,065 | 185,773 | 132,895 | 852,565 | 514,248 | 285,028 | 224,238 | 174,199 | 34,971 |
| | 1987 | 30,898 | 18,434 | 294,503 | 235,743 | 332,033 | 172,385 | 130,399 | 804,798 | 477,183 | 279,673 | 209,724 | 161,560 | 34,315 |
| **TRENTON** | 1990 | 18,394 | 14,097 | 53,830 | 42,129 | 85,224 | 43,933 | 34,111 | 179,255 | 97,963 | 71,083 | 53,315 | 41,130 | 8,826 |
| | 1987 | 15,387 | 11,223 | 45,195 | 33,540 | 78,299 | 37,548 | 33,890 | 164,085 | 83,725 | 70,623 | 47,007 | 35,152 | 8,769 |
| **VINELAND - MILLVILLE - BRIDGETON** | 1990 | 2,469 | 1,261 | 18,653 | 13,623 | 21,590 | 11,078 | 9,617 | 41,992 | 20,781 | 19,410 | 12,418 | 10,723 | 1,313 |
| | 1987 | 2,211 | 1,061 | 16,353 | 11,466 | 20,611 | 10,258 | 9,505 | 40,143 | 19,243 | 19,183 | 11,587 | 9,929 | 1,298 |
| **TOTAL STATE** | 1990 | 271,014 | 160,086 | 1,661,515 | 1,316,902 | 1,913,202 | 1,008,865 | 754,060 | 4,329,795 | 2,391,333 | 1,538,351 | 1,030,793 | 770,516 | 189,791 |
| | 1987 | 230,358 | 130,842 | 1,408,275 | 1,084,106 | 1,750,801 | 895,125 | 720,015 | 3,947,816 | 2,123,102 | 1,470,243 | 929,509 | 684,750 | 181,704 |
| **NEW MEXICO** | | | | | | | | | | | | | | |
| **ALBUQUERQUE** | 1990 | 16,108 | 10,209 | 82,410 | 64,702 | 117,616 | 58,511 | 48,416 | 203,159 | 92,942 | 91,953 | 74,730 | 53,019 | 12,010 |
| | 1987 | 13,603 | 8,693 | 69,826 | 55,095 | 92,474 | 43,370 | 40,402 | 160,556 | 68,891 | 76,732 | 57,201 | 39,299 | 10,022 |
| **LAS CRUCES** | 1990 | 2,502 | 1,909 | 11,820 | 8,057 | 15,575 | 6,446 | 8,260 | 31,818 | 13,613 | 16,745 | 9,984 | 7,254 | 2,103 |
| | 1987 | 2,238 | 1,733 | 10,562 | 7,316 | 12,820 | 5,118 | 6,917 | 26,139 | 10,809 | 14,022 | 8,108 | 5,760 | 1,761 |
| **SANTA FE** | 1990 | 4,665 | 2,506 | 12,567 | 7,355 | 25,744 | 10,779 | 11,262 | 52,652 | 26,487 | 20,634 | 17,951 | 12,114 | 2,665 |
| | 1987 | 3,606 | 1,930 | 9,832 | 5,670 | 20,420 | 8,463 | 8,976 | 41,805 | 20,795 | 16,445 | 14,055 | 9,511 | 2,124 |

# 1990 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1990
U.S. CENSUS: 1987

Merchandise Line Sales

| METRO AREA | Year | Groceries & Other Foods | | Drugs & Health & Beauty Aids | | | Major Household Appliances | | | TVs, Video Recorders & Tapes | | | Audio Equipment, Musical Instruments & Supplies | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | in All Stores ($000) | in Food Stores ($000) | in All Stores ($000) | in Drug-stores ($000) | in Food Stores ($000) | in All Stores ($000) | in FHA Stores ($000) | in Department Stores ($000) | in All Stores ($000) | in FHA Stores ($000) | in Department Stores ($000) | in All Stores ($000) | in FHA Stores ($000) |
| **NEW MEXICO (continued)** | | | | | | | | | | | | | | |
| NONMETRO PORTION OF STATE | 1990 | 791,947 | 739,827 | 175,744 | 85,598 | 57,863 | 47,128 | 18,004 | 8,611 | 22,725 | 7,884 | 7,170 | 27,297 | 16,557 |
| | 1987 | 687,852 | 641,639 | 150,112 | 70,961 | 50,183 | 42,240 | 15,285 | 7,598 | 20,273 | 6,695 | 6,309 | 23,740 | 14,059 |
| TOTAL STATE | 1990 | 1,550,573 | 1,425,208 | 377,378 | 186,565 | 107,924 | 125,252 | 45,000 | 34,625 | 80,437 | 36,774 | 25,085 | 88,500 | 60,226 |
| | 1987 | 1,349,095 | 1,240,989 | 317,459 | 152,608 | 93,961 | 108,005 | 38,196 | 29,171 | 68,894 | 31,267 | 21,162 | 75,094 | 50,898 |
| **NEW YORK** | | | | | | | | | | | | | | |
| ALBANY - SCHENECTADY - TROY | 1990 | 1,227,881 | 1,166,950 | 314,196 | 198,265 | 58,501 | 110,094 | 56,220 | 29,524 | 57,206 | 24,202 | 20,993 | 88,317 | 65,531 |
| | 1987 | 1,019,339 | 967,556 | 265,343 | 167,379 | 48,505 | 89,288 | 43,048 | 25,112 | 46,668 | 18,531 | 17,857 | 69,586 | 50,176 |
| BINGHAMTON | 1990 | 330,804 | 309,939 | 98,875 | 70,996 | 12,477 | [illegible] | 10,321 | 9,428 | 18,626 | 8,969 | 4,265 | 27,857 | 20,728 |
| | 1987 | 285,775 | 268,399 | 83,891 | 59,891 | 10,805 | 24,067 | 8,201 | 8,079 | 15,404 | 7,127 | 3,655 | 22,474 | 16,478 |
| BUFFALO | 1990 | 1,333,022 | 1,258,817 | 359,331 | 250,905 | 64,471 | 78,674 | 47,633 | 18,218 | 56,965 | 39,509 | 9,423 | 71,815 | 56,864 |
| | 1987 | 1,095,625 | 1,033,193 | 305,172 | 213,122 | 52,916 | 65,405 | 37,561 | 16,439 | 46,478 | 31,155 | 8,503 | 58,171 | 44,840 |
| *BUFFALO - NIAGARA FALLS CONSOLIDATED AREA* | *1990* | *1,591,117* | *1,507,607* | *434,982* | *306,579* | *75,373* | *98,829* | *58,736* | *24,751* | *67,174* | *44,145* | *12,907* | *82,236* | *63,879* |
| | *1987* | *1,309,298* | *1,239,319* | *368,883* | *259,644* | *61,949* | *82,016* | *45,926* | *22,510* | *54,958* | *34,648* | *11,741* | *66,594* | *50,125* |
| ELMIRA | 1990 | 105,854 | 98,717 | 34,213 | 23,092 | 4,822 | 12,482 | 4,275 | 3,927 | 7,197 | 1,522 | 4,824 | 9,839 | 7,028 |
| | 1987 | 90,084 | 84,063 | 29,490 | 19,630 | 4,106 | 10,989 | 3,379 | 3,666 | 6,450 | 1,203 | 4,503 | 8,148 | 5,555 |
| GLENS FALLS | 1990 | 192,579 | 180,600 | 42,362 | 30,390 | 8,739 | 10,131 | 2,435 | 2,712 | 6,668 | 2,094 | 1,860 | 13,232 | 9,821 |
| | 1987 | 156,634 | 146,821 | 35,200 | 25,232 | 7,104 | 8,484 | 1,748 | 2,436 | 5,513 | 1,503 | 1,670 | 10,123 | 6,475 |
| JAMESTOWN - DUNKIRK | 1990 | 182,806 | 176,832 | 43,188 | 26,936 | 10,093 | 8,776 | 4,235 | 2,497 | 6,183 | 3,186 | 1,712 | 9,108 | 6,560 |
| | 1987 | 151,723 | 146,474 | 36,970 | 22,979 | 8,360 | 7,603 | 3,427 | 2,300 | 5,327 | 2,578 | 1,577 | 7,629 | 5,308 |
| NASSAU - SUFFOLK | 1990 | 4,492,211 | 4,261,166 | 1,141,100 | 667,042 | 242,459 | 345,587 | 192,696 | 78,292 | 261,287 | 144,522 | 52,195 | 348,502 | 239,149 |
| | 1987 | 3,715,004 | 3,519,190 | 948,707 | 546,493 | 200,244 | 290,033 | 153,219 | 72,223 | 217,883 | 114,915 | 48,149 | 285,035 | 190,156 |
| NEW YORK | 1990 | 8,627,461 | 8,339,829 | 2,762,657 | 1,800,599 | 443,604 | 558,253 | 349,526 | 99,460 | 499,331 | 297,096 | 84,157 | 910,392 | 699,886 |
| | 1987 | 7,357,440 | 7,105,934 | 2,356,862 | 1,506,114 | 377,975 | 475,313 | 282,905 | 95,019 | 422,896 | 240,468 | 80,401 | 752,865 | 565,810 |
| *NEW YORK - NORTHERN NEW JERSEY - LONG ISLAND CONSOLIDATED AREA* | *1990* | *22,997,370* | *22,151,384* | *6,420,250* | *3,833,709* | *1,336,850* | *1,560,715* | *893,787* | *350,630* | *1,201,298* | *681,188* | *257,267* | *1,939,121* | *1,445,663* |
| | *1987* | *19,603,448* | *18,861,131* | *5,535,022* | *3,264,862* | *1,138,257* | *1,342,790* | *728,569* | *331,639* | *1,028,965* | *555,946* | *244,096* | *1,617,828* | *1,177,665* |
| NIAGARA FALLS | 1990 | 258,095 | 248,790 | 75,651 | 55,674 | 10,902 | 20,155 | 11,103 | 6,533 | 10,209 | 4,636 | 3,484 | 10,421 | 7,815 |
| | 1987 | 213,673 | 206,126 | 63,711 | 46,522 | 9,033 | 16,611 | 8,365 | 6,071 | 8,480 | 3,493 | 3,238 | 8,423 | 5,285 |
| ORANGE COUNTY | 1990 | 462,692 | 445,518 | 112,285 | 57,851 | 41,430 | 40,309 | 20,208 | 14,370 | 18,752 | 9,153 | 7,954 | 20,940 | 13,422 |
| | 1987 | 366,529 | 351,686 | 91,226 | 47,435 | 32,704 | 33,048 | 15,706 | 12,256 | 15,333 | 7,114 | 6,784 | 16,864 | 10,440 |
| POUGHKEEPSIE | 1990 | 407,390 | 397,657 | 98,934 | 59,575 | 26,310 | 29,230 | 10,203 | 12,358 | 17,901 | 5,772 | 5,704 | 26,299 | 16,490 |
| | 1987 | 331,058 | 322,858 | 80,954 | 48,441 | 21,524 | 24,177 | 7,729 | 10,555 | 14,842 | 4,372 | 4,872 | 20,887 | 12,491 |
| ROCHESTER | 1990 | 1,346,838 | 1,266,417 | 338,125 | 191,754 | 112,884 | 94,640 | 55,869 | 21,136 | 69,629 | 49,963 | 10,383 | 105,492 | 80,396 |
| | 1987 | 1,076,672 | 1,007,512 | 290,193 | 170,239 | 89,806 | 77,073 | 42,182 | 19,320 | 55,466 | 37,723 | 9,399 | 82,719 | 60,700 |
| SYRACUSE | 1990 | 894,012 | 837,288 | 207,050 | 128,224 | 55,673 | 67,477 | 32,541 | 13,895 | 35,872 | 25,009 | 6,463 | 59,241 | 49,416 |
| | 1987 | 747,046 | 697,955 | 180,549 | 113,554 | 46,409 | 55,397 | 24,331 | 12,706 | 28,558 | 18,699 | 5,910 | 45,883 | 36,948 |
| UTICA - ROME | 1990 | 380,608 | 356,450 | 101,560 | 74,083 | 15,217 | 32,162 | 13,889 | 11,081 | 17,420 | 5,724 | 8,155 | 17,167 | 11,699 |
| | 1987 | 320,252 | 299,738 | 87,285 | 63,716 | 12,796 | 27,377 | 11,422 | 9,783 | 14,917 | 4,707 | 7,199 | 14,408 | 9,621 |
| NONMETRO PORTION OF STATE | 1990 | 2,110,312 | 1,977,901 | 450,073 | 293,540 | 104,906 | 119,512 | 56,154 | 25,444 | 64,307 | 32,141 | 17,449 | 82,943 | 58,379 |
| | 1987 | 1,704,155 | 1,594,614 | 383,579 | 254,539 | 84,578 | 97,954 | 42,534 | 21,804 | 52,139 | 24,345 | 14,951 | 65,780 | 41,947 |
| TOTAL STATE | 1990 | 22,352,565 | 21,322,871 | 6,179,600 | 3,920,926 | 1,212,688 | 1,556,379 | 867,308 | 348,874 | 1,147,553 | 653,498 | 238,921 | 1,801,562 | 1,337,774 |
| | 1987 | 18,631,009 | 17,752,119 | 5,239,132 | 3,305,286 | 1,006,865 | 1,302,819 | 685,757 | 317,769 | 956,354 | 517,933 | 218,668 | 1,468,995 | 1,062,230 |
| **NORTH CAROLINA** | | | | | | | | | | | | | | |
| ASHEVILLE | 1990 | 222,708 | 209,319 | 55,623 | 33,782 | 8,521 | 23,184 | 8,894 | 4,899 | 15,563 | 8,731 | 2,994 | 16,746 | 10,608 |
| | 1987 | 191,973 | 179,946 | 46,786 | 28,141 | 7,325 | 20,582 | 8,078 | 4,207 | 13,859 | 7,930 | 2,571 | 14,844 | 9,634 |
| BURLINGTON | 1990 | 143,359 | 132,933 | 40,989 | 26,327 | 6,942 | 9,588 | 3,577 | 2,375 | 7,689 | 4,736 | 1,451 | 6,498 | 2,983 |
| | 1987 | 124,470 | 116,141 | 33,378 | 20,872 | 6,065 | 8,212 | 3,253 | 2,026 | 6,752 | 4,307 | 1,238 | 5,484 | 2,658 |

# 1990 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1990
U.S. CENSUS: 1987

| | | Merchandise Line Sales | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Home Computers & Calculators | | Furniture & Sleep Equipment | | Men's & Boys' Clothing | | | Women's & Girls' Clothing | | | Footwear | | |
| METRO AREA | Year | In All Stores ($000) | In Radio/TV Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) |
| **NEW MEXICO (continued)** | | | | | | | | | | | | | | |
| **NONMETRO PORTION OF STATE** | 1990 | **9,733** | **5,943** | **52,054** | **45,210** | **76,633** | **38,312** | **27,128** | **135,699** | **64,500** | **52,762** | **50,822** | **38,161** | **6,918** |
| | 1987 | 8,363 | 5,029 | 44,651 | 38,384 | 67,789 | 33,417 | 23,911 | 120,106 | 56,259 | 46,505 | 44,628 | 33,286 | 6,096 |
| **TOTAL STATE** | 1990 | **33,008** | **20,567** | **158,861** | **125,324** | **235,568** | **114,048** | **95,066** | **423,328** | **197,542** | **182,094** | **153,487** | **110,548** | **23,696** |
| | 1987 | 27,810 | 17,385 | 134,871 | 106,465 | 193,503 | 90,368 | 80,206 | 348,606 | 156,754 | 153,704 | 123,992 | 87,856 | 20,003 |
| **NEW YORK** | | | | | | | | | | | | | | |
| **ALBANY - SCHENECTADY - TROY** | 1990 | **37,185** | **19,475** | **150,318** | **115,421** | **170,318** | **72,225** | **82,618** | **355,950** | **178,108** | **152,305** | **86,174** | **65,360** | **12,910** |
| | 1987 | 29,999 | 14,972 | 118,271 | 88,378 | 148,886 | 65,246 | 70,300 | 312,302 | 160,900 | 129,596 | 76,855 | 59,046 | 10,984 |
| **BINGHAMTON** | 1990 | **8,264** | **3,250** | **36,013** | **26,427** | **57,269** | **20,435** | **32,998** | **117,853** | **42,699** | **70,936** | **24,614** | **16,698** | **3,816** |
| | 1987 | 6,693 | 2,581 | 29,246 | 20,999 | 49,621 | 18,152 | 28,277 | 102,271 | 37,928 | 60,786 | 21,467 | 14,832 | 3,270 |
| **BUFFALO** | 1990 | **27,154** | **19,877** | **142,808** | **97,851** | **188,811** | **76,354** | **99,890** | **361,078** | **168,574** | **172,137** | **101,643** | **74,701** | **13,192** |
| | 1987 | 22,139 | 15,674 | 116,512 | 77,160 | 169,984 | 68,970 | 90,132 | 325,027 | 152,271 | 155,322 | 90,771 | 67,477 | 11,904 |
| ***BUFFALO - NIAGARA FALLS CONSOLIDATED AREA*** | *1990* | ***29,743*** | ***21,135*** | ***166,496*** | ***115,116*** | ***227,008*** | ***94,631*** | ***117,455*** | ***439,989*** | ***207,773*** | ***207,266*** | ***127,381*** | ***95,383*** | ***15,079*** |
| | *1987* | *24,279* | *16,622* | *135,451* | *90,167* | *203,392* | *84,011* | *106,455* | *393,929* | *184,530* | *187,968* | *112,187* | *84,497* | *13,658* |
| **ELMIRA** | 1990 | **4,380** | **3,012** | **13,124** | **7,675** | **23,014** | **9,319** | **12,454** | **45,338** | **17,122** | **26,815** | **12,756** | **9,209** | **1,716** |
| | 1987 | 3,601 | 2,381 | 11,112 | 6,067 | 21,141 | 8,442 | 11,625 | 41,782 | 15,511 | 25,030 | 11,511 | 8,342 | 1,602 |
| **GLENS FALLS** | 1990 | **3,278** | **1,580** | **12,788** | **7,764** | **19,135** | **8,425** | **9,064** | **43,345** | **24,621** | **15,261** | **9,080** | **6,022** | **1,829** |
| | 1987 | 2,559 | 1,135 | 10,041 | 5,573 | 16,978 | 7,483 | 8,141 | 38,433 | 21,871 | 13,707 | 8,025 | 5,350 | 1,626 |
| **JAMESTOWN - DUNKIRK** | 1990 | **2,628** | **1,377** | **15,255** | **10,944** | **20,742** | **7,510** | **10,773** | **41,723** | **15,135** | **21,759** | **8,746** | **5,246** | **2,497** |
| | 1987 | 2,248 | 1,114 | 12,827 | 8,856 | 19,083 | 6,904 | 9,921 | 38,347 | 13,913 | 20,039 | 8,030 | 4,822 | 2,300 |
| **NASSAU - SUFFOLK** | 1990 | **95,452** | **4,806** | **649,632** | **503,388** | **822,966** | **454,399** | **304,939** | **1,645,433** | **915,711** | **611,273** | **415,168** | **309,268** | **84,315** |
| | 1987 | 79,166 | 35,544 | 532,298 | 399,465 | 714,932 | 377,631 | 280,868 | 1,428,473 | 761,006 | 563,052 | 353,209 | 257,019 | 77,779 |
| **NEW YORK** | 1990 | **279,559** | **100,287** | **1,294,356** | **1,041,594** | **2,137,470** | **1,382,168** | **607,056** | **4,284,819** | **3,659,176** | **1,306,186** | **1,144,992** | **871,368** | **178,573** |
| | 1987 | 234,681 | 81,323 | 1,077,474 | 843,058 | 1,896,251 | 1,181,127 | 580,375 | 3,810,540 | 2,272,389 | 1,249,638 | 999,063 | 744,625 | 170,645 |
| ***NEW YORK - NORTHERN NEW JERSEY - LONG ISLAND CONSOLIDATED AREA*** | *1990* | ***615,620*** | ***278,949*** | ***3,469,126*** | ***2,762,714*** | ***4,719,074*** | ***2,788,100*** | ***1,579,966*** | ***9,890,602*** | ***5,827,737*** | ***3,253,613*** | ***2,510,673*** | ***1,897,739*** | ***438,173*** |
| | *1987* | *520,988* | *227,951* | *2,911,427* | *2,255,855* | *4,231,593* | *2,414,572* | *1,500,208* | *8,874,767* | *5,060,347* | *3,093,572* | *2,217,922* | *1,647,863* | *407,032* |
| **NIAGARA FALLS** | 1990 | **2,509** | **1,258** | **23,688** | **17,265** | **38,197** | **18,277** | **17,565** | **78,911** | **39,199** | **35,129** | **25,738** | **20,682** | **1,887** |
| | 1987 | 2,140 | 948 | 18,939 | 13,007 | 33,408 | 15,041 | 16,323 | 68,902 | 32,259 | 32,646 | 21,416 | 17,020 | 1,754 |
| **ORANGE COUNTY** | 1990 | **4,596** | **2,047** | **50,254** | **37,919** | **70,758** | **32,889** | **36,438** | **131,003** | **66,035** | **60,045** | **31,585** | **24,221** | **5,728** |
| | 1987 | 3,745 | 1,591 | 40,108 | 29,472 | 60,232 | 27,900 | 31,077 | 111,444 | 56,017 | 51,211 | 26,841 | 20,547 | 4,885 |
| **POUGHKEEPSIE** | 1990 | **11,186** | **5,662** | **55,552** | **39,576** | **59,093** | **26,782** | **29,944** | **139,112** | **79,939** | **53,710** | **27,703** | **21,912** | **4,516** |
| | 1987 | 9,113 | 4,289 | 43,704 | 29,979 | 49,752 | 22,024 | 25,575 | 116,475 | 65,737 | 45,873 | 23,013 | 18,019 | 3,857 |
| **ROCHESTER** | 1990 | **41,378** | **30,744** | **169,359** | **123,095** | **187,857** | **81,593** | **85,369** | **390,760** | **187,846** | **161,012** | **101,296** | **77,603** | **14,525** |
| | 1987 | 32,438 | 23,128 | 134,948 | 92,937 | 164,542 | 68,159 | 78,020 | 340,416 | 156,918 | 147,156 | 85,809 | 64,826 | 13,274 |
| **SYRACUSE** | 1990 | **14,143** | **8,436** | **96,524** | **78,944** | **120,858** | **63,387** | **46,533** | **238,607** | **148,640** | **76,908** | **58,433** | **46,501** | **5,493** |
| | 1987 | 11,456 | 6,304 | 74,835 | 59,026 | 107,201 | 55,217 | 42,550 | 210,888 | 129,482 | 70,326 | 50,896 | 40,508 | 5,023 |
| **UTICA - ROME** | 1990 | **5,316** | **2,087** | **34,558** | **20,286** | **45,995** | **20,731** | **21,284** | **114,254** | **59,554** | **46,123** | **22,981** | **16,972** | **4,391** |
| | 1987 | 4,452 | 1,717 | 29,201 | 16,682 | 41,341 | 19,108 | 18,727 | 102,829 | 54,891 | 40,593 | 20,897 | 15,643 | 3,876 |
| **NONMETRO PORTION OF STATE** | 1990 | **20,820** | **10,867** | **141,595** | **108,434** | **192,871** | **81,235** | **88,561** | **354,285** | **152,647** | **165,592** | **95,804** | **76,325** | **10,580** |
| | 1987 | 16,485 | 8,266 | 111,019 | 82,134 | 169,448 | 73,263 | 76,123 | 310,945 | 137,672 | 142,283 | 85,514 | 68,836 | 9,100 |
| **TOTAL STATE** | 1990 | **557,928** | **254,765** | **2,885,824** | **2,235,583** | **4,155,354** | **2,355,729** | **1,485,486** | **8,342,471** | **4,755,006** | **2,975,191** | **2,166,713** | **1,642,080** | **345,968** |
| | 1987 | 460,915 | 200,967 | 2,360,535 | 1,772,793 | 3,662,800 | 2,014,667 | 1,368,034 | 7,359,074 | 4,068,765 | 2,747,258 | 1,883,317 | 1,406,912 | 321,879 |
| **NORTH CAROLINA** | | | | | | | | | | | | | | |
| **ASHEVILLE** | 1990 | **4,587** | **1,124** | **36,560** | **24,643** | **34,838** | **17,022** | **14,831** | **69,935** | **37,783** | **27,348** | **23,726** | **18,777** | **3,764** |
| | 1987 | 3,873 | 1,021 | 31,699 | 22,381 | 30,076 | 14,805 | 12,737 | 60,437 | 32,863 | 23,487 | 20,509 | 16,332 | 3,233 |
| **BURLINGTON** | 1990 | **2,812** | **1,193** | **16,343** | **13,403** | **22,258** | **13,349** | **7,654** | **47,751** | **31,383** | **14,251** | **15,752** | **12,304** | **2,242** |
| | 1987 | 2,371 | 1,085 | 14,606 | 12,188 | 20,555 | 13,020 | 6,530 | 44,475 | 30,513 | 12,159 | 14,815 | 12,001 | 1,914 |

# 1990 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1990
U.S. CENSUS: 1987

Merchandise Line Sales

| METRO AREA | Year | Groceries & Other Foods | | Drugs & Health & Beauty Aids | | | Major Household Appliances | | | TVs, Video Recorders & Tapes | | | Audio Equipment, Musical Instruments & Supplies | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | In All Stores ($000) | In Food Stores ($000) | In All Stores ($000) | In Drug-stores ($000) | In Food Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) |
| **NORTH CAROLINA (continued)** | | | | | | | | | | | | | | |
| **CHARLOTTE - GASTONIA - ROCK HILL** | 1990 | 1,354,128 | 1,235,906 | 396,329 | 251,323 | 78,992 | 123,385 | 57,834 | 26,703 | 91,202 | 62,211 | 11,640 | 83,400 | 59,293 |
| | 1987 | 1,209,327 | 1,112,193 | 314,786 | 189,321 | 71,086 | 106,460 | 52,391 | 22,257 | 80,190 | 56,355 | 9,702 | 73,248 | 53,713 |
| **FAYETTEVILLE** | 1990 | 235,246 | 212,761 | 64,015 | 32,933 | 16,937 | 24,315 | 8,884 | 7,281 | 32,054 | 18,267 | 6,472 | 42,986 | 26,776 |
| | 1987 | 204,903 | 186,253 | 51,148 | 24,495 | 14,827 | 21,457 | 8,525 | 6,146 | 28,881 | 17,530 | 5,463 | 38,275 | 25,695 |
| **GREENSBORO - WINSTON-SALEM - HIGH POINT** | 1990 | 1,091,058 | 967,684 | 323,602 | 215,316 | 45,124 | 121,458 | 78,916 | 21,883 | 70,742 | 45,345 | 12,344 | 72,442 | 51,825 |
| | 1987 | 960,619 | 860,029 | 261,096 | 167,118 | 40,105 | 105,549 | 68,387 | 19,361 | 61,339 | 39,296 | 10,922 | 62,334 | 44,910 |
| **HICKORY - MORGANTON** | 1990 | 260,315 | 238,305 | 82,088 | 53,315 | 16,235 | 21,031 | 7,534 | 4,239 | 16,129 | 9,040 | 3,931 | 12,687 | 7,835 |
| | 1987 | 229,951 | 212,801 | 67,958 | 42,906 | 14,497 | 18,678 | 6,549 | 3,556 | 14,016 | 7,858 | 3,296 | 10,892 | 6,810 |
| **JACKSONVILLE** | 1990 | 95,914 | 87,053 | 25,989 | 13,166 | 7,786 | 10,309 | 5,390 | 2,612 | 11,163 | 5,876 | 1,597 | 13,436 | 8,206 |
| | 1987 | 85,048 | 78,205 | 21,529 | 10,328 | 6,995 | 9,522 | 5,142 | 2,220 | 9,920 | 5,605 | 1,357 | 11,944 | 7,828 |
| **RALEIGH - DURHAM** | 1990 | 872,751 | 820,195 | 244,489 | 147,103 | 48,436 | 69,773 | 30,552 | 20,335 | 57,442 | 34,778 | 8,342 | 78,809 | 54,603 |
| | 1987 | 767,627 | 723,610 | 197,678 | 113,243 | 42,733 | 61,370 | 27,725 | 17,675 | 50,928 | 31,560 | 7,251 | 69,490 | 49,552 |
| **WILMINGTON** | 1990 | 173,343 | 161,542 | 50,330 | 28,805 | 11,706 | 13,933 | 5,393 | 4,262 | 10,789 | 4,265 | 3,078 | 10,220 | 5,895 |
| | 1987 | 145,981 | 136,453 | 40,264 | 22,073 | 9,888 | 12,374 | 5,065 | 3,604 | 9,507 | 4,005 | 2,603 | 9,164 | 5,536 |
| **NONMETRO PORTION OF STATE** | 1990 | 3,275,584 | 3,034,371 | 892,675 | 617,732 | 152,720 | 199,817 | 71,995 | 26,949 | 121,310 | 64,305 | 24,226 | 106,484 | 60,811 |
| | 1987 | 2,860,675 | 2,662,923 | 722,071 | 485,107 | 134,028 | 179,906 | 69,463 | 22,483 | 111,162 | 62,045 | 20,166 | 96,916 | 58,676 |
| **TOTAL STATE** | 1990 | 7,567,131 | 6,956,118 | 2,133,827 | 1,392,189 | 384,199 | 605,285 | 273,025 | 119,176 | 425,276 | 251,171 | 75,046 | 435,497 | 282,692 |
| | 1987 | 6,645,483 | 6,143,355 | 1,724,948 | 1,084,055 | 339,547 | 535,062 | 249,806 | 101,706 | 379,574 | 231,358 | 63,772 | 386,014 | 260,120 |
| **NORTH DAKOTA** | | | | | | | | | | | | | | |
| **BISMARCK** | 1990 | 103,927 | 90,691 | 30,003 | 15,161 | 4,461 | 8,377 | 3,022 | 3,066 | 7,214 | 1,993 | 2,108 | 7,905 | 4,866 |
| | 1987 | 87,938 | 76,890 | 26,298 | 13,858 | 3,782 | 7,663 | 3,171 | 2,544 | 6,432 | 2,091 | 1,749 | 7,637 | 5,105 |
| **FARGO - MOORHEAD** | 1990 | 185,845 | 172,018 | 55,204 | 16,864 | 9,750 | 15,560 | 5,873 | 4,243 | 12,194 | 6,609 | 3,914 | 15,534 | 10,751 |
| | 1987 | 151,020 | 139,567 | 47,416 | 15,377 | 7,911 | 14,138 | 6,070 | 3,422 | 11,406 | 6,830 | 3,155 | 15,009 | 11,111 |
| **GRAND FORKS** | 1990 | 84,460 | 75,931 | 24,070 | 8,363 | 4,721 | 6,580 | 1,632 | 3,145 | 5,378 | 551 | 2,162 | 8,487 | 4,819 |
| | 1987 | 67,059 | 60,340 | 20,277 | 7,246 | 3,752 | 6,055 | 1,883 | 2,620 | 4,655 | 635 | 1,801 | 8,619 | 5,559 |
| **NONMETRO PORTION OF STATE** | 1990 | 382,676 | 347,848 | 104,826 | 58,953 | 23,452 | 18,926 | 7,655 | 3,445 | 13,352 | 5,243 | 2,625 | 12,382 | 6,568 |
| | 1987 | 334,851 | 306,672 | 96,936 | 56,434 | 20,676 | 18,779 | 8,636 | 2,887 | 13,030 | 5,917 | 2,196 | 12,505 | 7,413 |
| **TOTAL STATE** | 1990 | 707,911 | 641,506 | 199,794 | 92,480 | 39,834 | 44,967 | 15,283 | 13,314 | 34,097 | 11,134 | 10,249 | 38,300 | 21,698 |
| | 1987 | 601,093 | 544,730 | 178,417 | 86,592 | 33,925 | 42,460 | 16,867 | 11,041 | 31,658 | 12,218 | 8,487 | 37,934 | 23,893 |
| **OHIO** | | | | | | | | | | | | | | |
| **AKRON** | 1990 | 713,065 | 659,505 | 202,605 | 107,576 | 54,511 | 63,780 | 35,723 | 18,916 | 32,115 | 14,824 | 12,768 | 50,839 | 38,396 |
| | 1987 | 669,076 | 623,500 | 185,289 | 97,854 | 51,536 | 51,472 | 26,852 | 16,616 | 26,329 | 11,143 | 11,216 | 47,118 | 28,861 |
| **CANTON** | 1990 | 470,532 | 438,319 | 109,480 | 59,219 | 24,163 | 39,844 | 20,718 | 11,871 | 28,688 | 16,497 | 8,021 | 27,793 | 18,880 |
| | 1987 | 436,563 | 409,040 | 99,256 | 54,575 | 22,549 | 31,879 | 15,659 | 10,016 | 22,788 | 12,469 | 6,767 | 21,846 | 14,209 |
| **CINCINNATI** | 1990 | 1,724,981 | 1,612,121 | 532,186 | 315,747 | 118,281 | 136,248 | 60,740 | 43,916 | 81,246 | 40,834 | 25,500 | 98,219 | 65,845 |
| | 1987 | 1,529,054 | 1,436,835 | 446,954 | 258,534 | 105,420 | 120,321 | 56,076 | 37,543 | 71,780 | 37,698 | 21,800 | 88,330 | 60,788 |
| ***CINCINNATI - HAMILTON CONSOLIDATED AREA*** | *1990* | *2,004,185* | *1,868,749* | *608,618* | *365,276* | *130,653* | *151,942* | *68,129* | *46,658* | *91,177* | *47,898* | *27,289* | *106,357* | *71,098* |
| | *1987* | *1,781,280* | *1,670,396* | *512,670* | *299,803* | *116,680* | *133,271* | *61,655* | *40,056* | *79,716* | *43,032* | *23,439* | *96,740* | *64,752* |
| **CLEVELAND** | 1990 | 2,039,674 | 1,902,221 | 731,844 | 461,586 | 135,514 | 145,375 | 69,449 | 52,545 | 108,666 | 55,435 | 28,403 | 146,817 | 99,297 |
| | 1987 | 1,866,057 | 1,749,919 | 641,620 | 400,883 | 124,665 | 132,238 | 66,323 | 45,328 | 98,866 | 52,938 | 24,502 | 135,813 | 94,922 |
| ***CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA*** | *1990* | *3,005,424* | *2,788,228* | *1,010,737* | *632,010* | *302,540* | *228,349* | *115,355* | *77,231* | *184,392* | *78,933* | *44,841* | *220,620* | *148,303* |
| | *1987* | *2,775,461* | *2,591,879* | *892,771* | *542,869* | *188,272* | *199,301* | *100,851* | *67,051* | *136,082* | *70,620* | *38,966* | *194,973* | *131,630* |
| **COLUMBUS** | 1990 | 1,495,275 | 1,368,581 | 566,516 | 375,209 | 86,725 | 90,592 | 39,546 | 27,734 | 45,744 | 18,289 | 12,711 | 136,505 | 98,866 |
| | 1987 | 1,356,649 | 1,172,697 | 473,179 | 227,571 | 80,170 | 80,120 | 37,886 | 22,794 | 40,246 | 17,522 | 10,447 | 125,468 | 94,716 |

1991 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# 1990 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1990
U.S. CENSUS: 1987

| METRO AREA | Year | Merchandise Line Sales: Home Computers & Calculators: in All Stores ($000) | Home Computers & Calculators: in Radio/TV Stores ($000) | Furniture & Sleep Equipment: in All Stores ($000) | Furniture & Sleep Equipment: in FHA Stores ($000) | Men's & Boys' Clothing: in All Stores ($000) | Men's & Boys' Clothing: in Apparel Stores ($000) | Men's & Boys' Clothing: in Department Stores ($000) | Women's & Girls' Clothing: in All Stores ($000) | Women's & Girls' Clothing: in Apparel Stores ($000) | Women's & Girls' Clothing: in Department Stores ($000) | Footwear: in All Stores ($000) | Footwear: in Apparel Stores ($000) | Footwear: in Department Stores ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **NORTH CAROLINA (continued)** | | | | | | | | | | | | | | |
| **CHARLOTTE - GASTONIA - ROCK HILL** | 1990 | 30,917 | 16,669 | 175,663 | 139,487 | 229,344 | 97,054 | 106,128 | 473,022 | 252,247 | 188,973 | 134,541 | 100,806 | 22,595 |
| | 1987 | 26,659 | 15,135 | 155,701 | 126,358 | 193,135 | 84,172 | 88,458 | 401,489 | 218,767 | 157,510 | 114,887 | 87,426 | 18,834 |
| **FAYETTEVILLE** | 1990 | 7,020 | 3,327 | 52,884 | 43,542 | 46,452 | 13,818 | 28,718 | 91,247 | 33,605 | 51,370 | 28,178 | 17,373 | 8,696 |
| | 1987 | 6,206 | 3,193 | 49,710 | 41,784 | 40,129 | 12,733 | 24,242 | 79,509 | 30,967 | 43,363 | 24,994 | 16,009 | 7,341 |
| **GREENSBORO - WINSTON-SALEM - HIGH POINT** | 1990 | 30,296 | 15,619 | 330,073 | 241,459 | 182,568 | 83,848 | 78,554 | 422,363 | 208,845 | 154,863 | 112,325 | 82,295 | 20,200 |
| | 1987 | 25,729 | 13,494 | 278,554 | 209,241 | 160,528 | 74,172 | 69,501 | 368,421 | 184,744 | 137,015 | 98,554 | 72,798 | 17,872 |
| **HICKORY - MORGANTON** | 1990 | 3,392 | 825 | 59,484 | 55,344 | 29,189 | 11,049 | 14,990 | 71,127 | 39,540 | 25,434 | 20,636 | 14,801 | 4,792 |
| | 1987 | 2,939 | 718 | 51,724 | 48,107 | 25,630 | 10,284 | 12,566 | 63,484 | 36,802 | 21,321 | 18,696 | 13,776 | 4,017 |
| **JACKSONVILLE** | 1990 | 2,868 | 1,219 | 25,294 | 20,298 | 19,422 | 8,017 | 9,725 | 33,640 | 14,435 | 15,529 | 9,916 | 5,809 | 3,121 |
| | 1987 | 2,515 | 1,163 | 23,399 | 19,362 | 16,029 | 6,409 | 8,264 | 27,715 | 11,540 | 13,197 | 8,082 | 4,644 | 2,652 |
| **RALEIGH - DURHAM** | 1990 | 29,289 | 16,047 | 121,416 | 92,304 | 152,193 | 57,920 | 77,172 | 335,282 | 160,213 | 151,736 | 89,301 | 61,378 | 18,772 |
| | 1987 | 25,535 | 14,568 | 108,163 | 83,765 | 131,998 | 51,316 | 67,075 | 293,106 | 141,946 | 131,884 | 77,854 | 54,379 | 16,316 |
| **WILMINGTON** | 1990 | 4,898 | 2,400 | 29,952 | 20,505 | 30,068 | 11,575 | 16,098 | 61,521 | 31,450 | 27,579 | 19,435 | 12,817 | 4,616 |
| | 1987 | 4,324 | 2,254 | 26,969 | 19,757 | 26,825 | 11,234 | 13,614 | 55,907 | 30,524 | 23,323 | 17,914 | 12,440 | 3,904 |
| **NONMETRO PORTION OF STATE** | 1990 | 30,392 | 13,043 | 334,970 | 262,806 | 360,081 | 153,174 | 145,521 | 717,283 | 346,133 | 265,298 | 214,445 | 130,901 | 41,852 |
| | 1987 | 27,237 | 12,567 | 312,810 | 253,579 | 315,562 | 142,409 | 121,272 | 632,175 | 322,273 | 221,025 | 191,423 | 121,878 | 34,833 |
| **TOTAL STATE** | 1990 | 143,993 | 69,914 | 1,165,294 | 899,480 | 1,088,149 | 459,306 | 490,001 | 2,284,498 | 1,135,989 | 905,662 | 657,680 | 649,450 | 128,652 |
| | 1987 | 125,440 | 63,950 | 1,039,537 | 824,513 | 946,012 | 414,515 | 416,989 | 1,996,509 | 1,024,724 | 771,340 | 579,156 | 605,203 | 109,368 |
| **NORTH DAKOTA** | | | | | | | | | | | | | | |
| **BISMARCK** | 1990 | 2,253 | 1,099 | 10,085 | 5,960 | 20,773 | 5,970 | 11,783 | 41,501 | 11,823 | 24,525 | 9,901 | 5,659 | 3,352 |
| | 1987 | 2,122 | 1,161 | 9,698 | 6,251 | 17,776 | 5,455 | 9,777 | 35,476 | 10,802 | 20,349 | 8,705 | 5,171 | 2,782 |
| **FARGO - MOORHEAD** | 1990 | 4,638 | 2,148 | 19,266 | 14,737 | 41,799 | 11,917 | 25,932 | 82,212 | 30,341 | 48,405 | 19,902 | 11,530 | 5,550 |
| | 1987 | 4,325 | 2,191 | 18,911 | 15,230 | 34,047 | 9,751 | 20,941 | 66,847 | 24,827 | 39,099 | 16,388 | 9,434 | 4,483 |
| **GRAND FORKS** | 1990 | 2,671 | 1,397 | 9,094 | 5,508 | 25,180 | 8,343 | 13,169 | 44,072 | 18,675 | 24,176 | 11,201 | 7,314 | 2,948 |
| | 1987 | 2,676 | 1,611 | 9,343 | 6,351 | 20,662 | 6,608 | 10,971 | 35,974 | 14,791 | 20,140 | 9,077 | 5,793 | 2,456 |
| **NONMETRO PORTION OF STATE** | 1990 | 4,543 | 2,261 | 25,604 | 20,790 | 46,748 | 21,258 | 13,781 | 90,333 | 47,759 | 25,486 | 22,512 | 14,499 | 3,076 |
| | 1987 | 4,607 | 2,566 | 27,673 | 23,466 | 41,460 | 19,356 | 11,550 | 80,092 | 43,491 | 21,360 | 20,286 | 13,203 | 2,578 |
| **TOTAL STATE** | 1990 | 12,190 | 5,433 | 56,123 | 39,722 | 129,272 | 46,360 | 61,443 | 248,276 | 105,727 | 116,711 | 61,089 | 37,911 | 14,254 |
| | 1987 | 11,904 | 6,060 | 57,856 | 44,044 | 109,538 | 39,865 | 50,859 | 209,841 | 90,589 | 96,604 | 52,131 | 32,339 | 11,802 |
| **OHIO** | | | | | | | | | | | | | | |
| **AKRON** | 1990 | 12,701 | 8,460 | 87,734 | 58,324 | 114,785 | 38,865 | 69,041 | 217,804 | 83,900 | 121,060 | 58,045 | 38,865 | 15,131 |
| | 1987 | 10,087 | 6,358 | 69,668 | 43,840 | 101,457 | 34,678 | 60,647 | 192,608 | 74,862 | 106,340 | 51,698 | 34,678 | 13,292 |
| **CANTON** | 1990 | 41,569 | 4,488 | 45,545 | 29,799 | 70,649 | 17,284 | 49,475 | 155,074 | 59,613 | 87,827 | 36,001 | 23,804 | 9,946 |
| | 1987 | 35,270 | 3,392 | 35,821 | 22,522 | 62,002 | 16,971 | 41,755 | 139,149 | 58,533 | 74,120 | 33,698 | 23,373 | 8,391 |
| **CINCINNATI** | 1990 | 27,379 | 16,229 | 204,619 | 140,881 | 339,418 | 110,650 | 206,837 | 712,849 | 277,405 | 398,091 | 171,886 | 107,531 | 49,583 |
| | 1987 | 24,259 | 14,871 | 183,970 | 130,061 | 284,179 | 89,706 | 176,817 | 595,743 | 224,900 | 340,311 | 141,581 | 87,179 | 42,386 |
| ***CINCINNATI - HAMILTON CONSOLIDATED AREA*** | *1990* | *33,966* | *20,596* | *230,874* | *165,436* | *359,621* | *114,158* | *221,266* | *757,633* | *289,041* | *426,113* | *183,732* | *116,191* | *51,491* |
| | *1987* | *29,544* | *18,168* | *204,341* | *147,092* | *302,822* | *93,102* | *190,039* | *637,250* | *236,163* | *365,989* | *152,850* | *95,563* | *44,134* |
| **CLEVELAND** | 1990 | 37,853 | 18,291 | 292,215 | 211,542 | 411,615 | 155,567 | 227,226 | 868,328 | 379,810 | 403,326 | 200,097 | 142,952 | 48,286 |
| | 1987 | 34,496 | 17,725 | 271,709 | 202,016 | 355,275 | 134,510 | 196,016 | 745,744 | 328,398 | 347,929 | 180,458 | 123,603 | 41,654 |
| ***CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA*** | *1990* | *53,682* | *28,119* | *416,528* | *296,567* | *563,775* | *202,650* | *321,797* | *1,157,775* | *484,768* | *569,502* | *283,408* | *192,243* | *68,139* |
| | *1987* | *47,156* | *25,114* | *370,183* | *265,984* | *490,428* | *177,115* | *279,259* | *1,007,403* | *423,572* | *494,200* | *247,547* | *168,338* | *59,125* |
| **COLUMBUS** | 1990 | 62,440 | 22,977 | 217,186 | 159,179 | 324,642 | 103,772 | 157,801 | 606,174 | 202,241 | 273,453 | 147,097 | 93,244 | 40,448 |
| | 1987 | 55,776 | 22,175 | 200,154 | 152,493 | 263,993 | 83,343 | 129,809 | 492,852 | 226,676 | 226,603 | 119,611 | 74,888 | 33,242 |

# 1990 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1990
U.S. CENSUS: 1987

| METRO AREA | Year | Merchandise Line Sales | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Groceries & Other Foods | | Drugs & Health & Beauty Aids | | | Major Household Appliances | | | TVs, Video Recorders & Tapes | | | Audio Equipment, Musical Instruments & Supplies | |
| | | In All Stores ($000) | In Food Stores ($000) | In All Stores ($000) | In Drugstores ($000) | In Food Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) |
| **OHIO (continued)** | | | | | | | | | | | | | | |
| **DAYTON - SPRINGFIELD** | 1990 | 1,070,171 | 974,617 | 306,029 | 173,893 | 55,508 | 84,498 | 36,393 | 31,859 | 70,013 | 43,446 | 18,081 | 65,552 | 40,910 |
| | 1987 | 969,057 | 890,828 | 261,378 | 146,743 | 48,907 | 76,633 | 35,883 | 26,318 | 64,896 | 42,837 | 14,937 | 60,789 | 40,335 |
| **HAMILTON - MIDDLETOWN** | 1990 | 279,204 | 256,628 | 76,432 | 49,529 | 12,372 | 15,694 | 7,389 | 2,742 | 9,931 | 7,064 | 1,789 | 10,138 | 5,250 |
| | 1987 | 252,226 | 233,561 | 65,716 | 41,269 | 11,260 | 12,950 | 5,579 | 2,513 | 7,936 | 5,334 | 1,639 | 8,410 | 3,964 |
| **LIMA** | 1990 | 183,168 | 170,708 | 50,779 | 28,739 | 9,978 | 16,900 | 8,764 | 6,110 | 14,675 | 7,699 | 2,557 | 14,330 | 9,298 |
| | 1987 | 164,624 | 154,213 | 44,147 | 24,837 | 9,014 | 13,564 | 6,608 | 5,183 | 11,760 | 5,805 | 2,169 | 11,309 | 7,011 |
| **LORAIN - ELYRIA** | 1990 | 252,685 | 226,502 | 76,288 | 52,848 | 12,515 | 19,194 | 10,183 | 5,770 | 13,611 | 8,674 | 3,670 | 15,164 | 10,410 |
| | 1987 | 240,328 | 218,460 | 65,862 | 44,132 | 12,071 | 15,591 | 7,676 | 5,107 | 10,887 | 6,539 | 3,248 | 12,042 | 7,847 |
| **MANSFIELD** | 1990 | 147,971 | 135,046 | 36,123 | 18,218 | 8,808 | 13,547 | 6,238 | 4,616 | 10,125 | 4,823 | 2,693 | 12,214 | 7,811 |
| | 1987 | 132,605 | 122,234 | 33,541 | 17,601 | 7,972 | 11,049 | 4,685 | 4,010 | 8,237 | 3,622 | 2,339 | 9,706 | 5,866 |
| **PARKERSBURG - MARIETTA** | 1990 | 178,027 | 161,488 | 54,703 | 28,579 | 9,462 | 16,716 | 5,171 | 9,267 | 10,598 | 5,218 | 4,000 | 11,142 | 5,869 |
| | 1987 | 163,120 | 149,108 | 48,545 | 25,419 | 8,737 | 14,436 | 4,385 | 7,980 | 9,085 | 4,424 | 3,434 | 9,525 | 4,977 |
| **STEUBENVILLE - WEIRTON** | 1990 | 141,073 | 130,645 | 46,541 | 28,362 | 6,121 | 9,984 | 3,589 | 3,298 | 6,794 | 3,731 | 1,849 | 7,303 | 3,848 |
| | 1987 | 136,600 | 127,834 | 41,450 | 25,202 | 5,989 | 8,424 | 2,915 | 2,796 | 5,642 | 3,030 | 1,571 | 6,063 | 3,123 |
| **TOLEDO** | 1990 | 706,032 | 648,082 | 212,115 | 119,058 | 42,807 | 59,621 | 33,992 | 19,475 | 49,373 | 36,178 | 7,912 | 47,511 | 37,393 |
| | 1987 | 650,801 | 601,633 | 195,931 | 112,768 | 39,739 | 47,701 | 25,666 | 16,614 | 38,618 | 27,316 | 6,749 | 36,995 | 28,233 |
| **YOUNGSTOWN - WARREN** | 1990 | 551,676 | 489,080 | 161,114 | 105,972 | 21,668 | 40,360 | 22,147 | 12,764 | 27,305 | 15,172 | 8,121 | 34,670 | 21,276 |
| | 1987 | 505,951 | 453,499 | 137,261 | 87,349 | 20,092 | 32,626 | 16,681 | 11,346 | 22,146 | 11,427 | 7,219 | 27,843 | 16,025 |
| **NONMETRO PORTION OF STATE** | 1990 | 2,276,763 | 2,068,869 | 603,630 | 395,882 | 112,844 | 150,995 | 81,545 | 29,237 | 85,016 | 60,612 | 15,450 | 94,150 | 56,754 |
| | 1987 | 2,107,794 | 1,934,853 | 532,322 | 346,122 | 105,537 | 121,884 | 61,771 | 24,743 | 66,692 | 45,913 | 13,080 | 74,918 | 42,990 |
| **TOTAL STATE** | 1990 | 11,893,960 | 10,835,714 | 3,629,418 | 2,132,836 | 686,124 | 872,652 | 429,861 | 266,774 | 578,058 | 330,665 | 146,859 | 762,412 | 510,704 |
| | 1987 | 10,866,825 | 9,988,627 | 3,165,241 | 1,846,985 | 631,678 | 745,721 | 364,623 | 228,022 | 492,870 | 281,093 | 125,723 | 661,014 | 445,479 |
| **OKLAHOMA** | | | | | | | | | | | | | | |
| **ENID** | 1990 | 57,288 | 51,014 | 25,360 | 11,266 | 7,576 | 4,865 | 1,630 | 1,436 | 4,085 | 1,377 | 1,783 | 3,933 | 2,121 |
| | 1987 | 49,524 | 44,418 | 21,375 | 9,734 | 6,596 | 4,202 | 1,651 | 1,101 | 3,507 | 1,395 | 1,367 | 3,587 | 2,149 |
| **LAWTON** | 1990 | 103,851 | 96,927 | 26,561 | 11,422 | 4,898 | 10,425 | 3,227 | 5,101 | 9,130 | 3,908 | 3,540 | 6,895 | 4,858 |
| | 1987 | 85,389 | 80,013 | 20,858 | 8,864 | 4,043 | 8,636 | 2,980 | 3,928 | 7,704 | 3,609 | 2,726 | 6,084 | 4,484 |
| **OKLAHOMA CITY** | 1990 | 1,084,845 | 1,010,998 | 358,105 | 152,920 | 130,817 | 69,727 | 33,655 | 21,335 | 76,639 | 31,344 | 25,335 | 86,161 | 54,441 |
| | 1987 | 881,242 | 820,345 | 285,148 | 117,629 | 106,148 | 59,395 | 27,386 | 17,753 | 64,692 | 27,369 | 21,082 | 73,741 | 47,535 |
| **TULSA** | 1990 | 870,633 | 828,262 | 259,893 | 106,131 | 96,391 | 50,859 | 24,809 | 13,874 | 51,824 | 25,290 | 15,932 | 53,797 | 34,682 |
| | 1987 | 685,031 | 649,173 | 201,877 | 80,387 | 75,330 | 41,773 | 20,829 | 11,226 | 42,528 | 21,233 | 12,890 | 44,270 | 29,119 |
| **NONMETRO PORTION OF STATE** | 1990 | 1,429,987 | 1,325,153 | 352,535 | 183,547 | 98,028 | 75,581 | 29,149 | 16,037 | 61,957 | 17,566 | 24,057 | 50,369 | 25,676 |
| | 1987 | 1,166,606 | 1,078,945 | 290,408 | 180,824 | 79,813 | 64,768 | 25,912 | 13,453 | 52,767 | 15,618 | 20,176 | 43,599 | 22,827 |
| **TOTAL STATE** | 1990 | 3,583,573 | 3,346,771 | 1,028,361 | 467,126 | 340,221 | 212,646 | 92,814 | 58,245 | 204,652 | 79,738 | 71,242 | 202,109 | 122,284 |
| | 1987 | 2,896,797 | 2,699,865 | 824,191 | 368,819 | 274,120 | 179,755 | 81,080 | 47,809 | 172,019 | 69,461 | 58,689 | 172,128 | 106,590 |
| **OREGON** | | | | | | | | | | | | | | |
| **EUGENE - SPRINGFIELD** | 1990 | 372,707 | 323,646 | 99,168 | 36,329 | 26,492 | 20,376 | 8,985 | 5,504 | 22,971 | 13,207 | 7,136 | 37,102 | 24,348 |
| | 1987 | 291,691 | 252,944 | 78,391 | 23,772 | 20,705 | 15,573 | 6,594 | 4,628 | 17,761 | 9,692 | 6,000 | 28,151 | 17,795 |
| **MEDFORD** | 1990 | 348,171 | 159,859 | 55,631 | 15,024 | 12,297 | 13,401 | 8,477 | 3,188 | 11,741 | 5,261 | 2,033 | 17,836 | 9,412 |
| | 1987 | 258,998 | 129,468 | 41,706 | 9,714 | 9,959 | 10,126 | 6,100 | 2,766 | 8,702 | 3,786 | 2,458 | 13,514 | 6,773 |
| **PORTLAND** | 1990 | 1,776,671 | 1,302,511 | 461,558 | 134,777 | 117,424 | 103,553 | 60,583 | 30,164 | 145,637 | 79,075 | 27,752 | 195,841 | 145,298 |
| | 1987 | 1,431,062 | 1,030,987 | 351,205 | 88,302 | 92,946 | 79,637 | 43,662 | 26,412 | 111,966 | 56,990 | 24,299 | 147,213 | 104,789 |
| ***PORTLAND - VANCOUVER CONSOLIDATED AREA*** | *1990* | *2,055,488* | *1,530,583* | *541,927* | *173,617* | *136,244* | *115,602* | *64,403* | *35,164* | *152,901* | *83,503* | *30,143* | *212,606* | *155,719* |
| | *1987* | *1,650,579* | *1,208,572* | *408,875* | *113,639* | *107,600* | *89,088* | *46,597* | *30,687* | *117,546* | *60,223* | *26,343* | *139,467* | *112,319* |
| **SALEM** | 1990 | 327,380 | 279,384 | 99,515 | 41,555 | 25,242 | 20,971 | 13,343 | 5,020 | 18,290 | 10,806 | 5,020 | 25,639 | 17,384 |
| | 1987 | 257,685 | 218,759 | 72,361 | 26,402 | 19,751 | 15,920 | 9,504 | 4,427 | 14,121 | 7,697 | 4,427 | 19,204 | 12,382 |

# 1990 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1990
U.S. CENSUS: 1987

Merchandise Line Sales

| METRO AREA | Year | Home Computers & Calculators | | Furniture & Sleep Equipment | | Men's & Boys' Clothing | | | Women's & Girls' Clothing | | | Footwear | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | In All Stores ($000) | In Radio/TV Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Storer ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) |
| **OHIO (continued)** | | | | | | | | | | | | | | |
| **DAYTON - SPRINGFIELD** | 1990 | 34,521 | 12,692 | 123,611 | 79,561 | 168,406 | 67,160 | 125,720 | 365,702 | 136,007 | 234,745 | 100,018 | 67,633 | 29,277 |
| | 1987 | 22,631 | 12,884 | 115,281 | 78,444 | 158,914 | 41,800 | 103,851 | 327,431 | 120,628 | 185,650 | 89,482 | 39,972 | 24,184 |
| **HAMILTON - MIDDLETOWN** | 1990 | 6,587 | 4,367 | 26,255 | 22,555 | 20,203 | 3,508 | 14,429 | 44,784 | 11,636 | 28,022 | 11,844 | 8,660 | 1,908 |
| | 1987 | 5,285 | 3,297 | 20,371 | 17,031 | 18,643 | 3,396 | 13,222 | 41,507 | 11,265 | 25,678 | 11,269 | 8,384 | 1,748 |
| **LIMA** | 1990 | 4,343 | 1,787 | 22,092 | 16,344 | 34,442 | 8,590 | 23,202 | 66,714 | 25,408 | 37,653 | 16,286 | 10,511 | 4,485 |
| | 1987 | 3,546 | 1,347 | 17,623 | 12,323 | 29,496 | 7,533 | 19,765 | 57,375 | 22,279 | 31,943 | 14,145 | 9,217 | 3,737 |
| **LORAIN - ELYRIA** | 1990 | 3,126 | 1,368 | 36,579 | 26,701 | 37,375 | 8,218 | 25,530 | 71,643 | 21,058 | 45,116 | 16,466 | 10,436 | 4,722 |
| | 1987 | 2,573 | 1,031 | 28,806 | 20,128 | 33,696 | 7,927 | 22,596 | 65,051 | 20,312 | 39,931 | 15,391 | 10,057 | 4,179 |
| **MANSFIELD** | 1990 | 5,722 | 3,685 | 24,455 | 16,042 | 26,171 | 5,191 | 19,876 | 52,037 | 15,665 | 35,393 | 13,172 | 8,421 | 4,232 |
| | 1987 | 4,570 | 2,767 | 19,350 | 12,047 | 23,268 | 5,010 | 17,265 | 47,439 | 15,118 | 30,744 | 12,279 | 8,127 | 3,676 |
| **PARKERSBURG - MARIETTA** | 1990 | 2,373 | 909 | 22,247 | 15,512 | 29,243 | 5,807 | 18,224 | 64,836 | 14,549 | 33,514 | 15,392 | 9,915 | 3,974 |
| | 1987 | 2,043 | 780 | 18,976 | 13,153 | 26,078 | 5,843 | 15,493 | 57,855 | 14,639 | 28,859 | 14,683 | 9,976 | 3,429 |
| **STEUBENVILLE - WEIRTON** | 1990 | 2,409 | 1,013 | 11,799 | 8,517 | 20,409 | 4,766 | 12,133 | 39,195 | 12,234 | 19,960 | 8,899 | 5,393 | 2,302 |
| | 1987 | 2,013 | 828 | 9,680 | 6,916 | 18,060 | 4,772 | 10,249 | 35,151 | 12,264 | 16,868 | 8,399 | 5,427 | 1,862 |
| **TOLEDO** | 1990 | 11,086 | 5,951 | 86,296 | 59,002 | 157,026 | 36,206 | 107,723 | 301,776 | 97,562 | 192,931 | 71,108 | 45,356 | 20,084 |
| | 1987 | 8,881 | 4,492 | 68,063 | 44,549 | 136,099 | 32,703 | 91,893 | 262,635 | 87,930 | 164,377 | 63,217 | 40,878 | 17,133 |
| **YOUNGSTOWN - WARREN** | 1990 | 7,186 | 3,715 | 85,026 | 70,105 | 94,222 | 31,608 | 57,241 | 194,586 | 86,202 | 99,299 | 47,243 | 36,717 | 8,509 |
| | 1987 | 5,699 | 2,803 | 66,597 | 52,803 | 82,899 | 27,360 | 50,882 | 170,818 | 74,617 | 88,357 | 41,072 | 31,782 | 7,564 |
| **NONMETRO PORTION OF STATE** | 1990 | 39,782 | 20,300 | 209,531 | 184,586 | 224,685 | 63,217 | 116,881 | 417,892 | 146,075 | 207,189 | 116,069 | 84,090 | 19,077 |
| | 1987 | 32,269 | 15,297 | 161,231 | 139,818 | 199,587 | 61,319 | 99,281 | 373,837 | 141,690 | 176,027 | 109,281 | 81,563 | 16,967 |
| **TOTAL STATE** | 1990 | 283,469 | 123,440 | 1,456,680 | 1,073,485 | 2,026,442 | 634,268 | 1,189,511 | 4,067,958 | 1,608,642 | 2,129,834 | 1,010,243 | 676,071 | 282,281 |
| | 1987 | 244,911 | 107,569 | 1,253,702 | 926,114 | 1,741,210 | 544,851 | 1,016,281 | 3,497,776 | 1,403,745 | 1,820,228 | 881,273 | 595,646 | 215,017 |
| **OKLAHOMA** | | | | | | | | | | | | | | |
| **ENID** | 1990 | 1,503 | 560 | 6,108 | 4,496 | 12,772 | 5,571 | 5,804 | 27,080 | 12,809 | 11,610 | 6,527 | 4,249 | 1,796 |
| | 1987 | 1,313 | 467 | 5,817 | 4,554 | 10,708 | 5,174 | 4,451 | 22,806 | 11,897 | 8,903 | 5,715 | 4,039 | 1,377 |
| **LAWTON** | 1990 | 2,716 | 1,176 | 14,174 | 10,608 | 27,127 | 6,548 | 12,107 | 54,546 | 15,020 | 24,674 | 13,168 | 6,519 | 2,113 |
| | 1987 | 2,327 | 1,086 | 12,577 | 9,870 | 21,580 | 5,709 | 9,325 | 43,576 | 13,096 | 19,001 | 10,824 | 5,684 | 2,397 |
| **OKLAHOMA CITY** | 1990 | 26,268 | 16,814 | 138,966 | 105,910 | 186,461 | 100,676 | 70,681 | 375,084 | 213,418 | 126,843 | 115,434 | 86,699 | 21,226 |
| | 1987 | 22,503 | 14,756 | 119,855 | 92,477 | 156,965 | 86,684 | 58,820 | 318,469 | 183,758 | 113,878 | 98,337 | 73,789 | 17,753 |
| **TULSA** | 1990 | 34,256 | 8,286 | 97,956 | 78,279 | 136,156 | 63,411 | 60,911 | 299,781 | 164,328 | 116,081 | 80,820 | 60,240 | 15,418 |
| | 1987 | 26,339 | 6,937 | 81,439 | 65,723 | 112,429 | 51,582 | 49,278 | 245,051 | 137,467 | 93,910 | 70,226 | 52,356 | 12,474 |
| **NONMETRO PORTION OF STATE** | 1990 | 17,756 | 7,231 | 88,404 | 58,296 | 149,406 | 69,810 | 62,910 | 293,262 | 137,987 | 123,926 | 83,453 | 51,328 | 20,080 |
| | 1987 | 15,483 | 6,366 | 70,464 | 51,826 | 129,010 | 62,152 | 52,724 | 253,212 | 122,830 | 103,788 | 72,427 | 45,695 | 16,818 |
| **TOTAL STATE** | 1990 | 82,820 | 34,057 | 339,115 | 258,865 | 515,092 | 245,945 | 214,266 | 1,056,963 | 548,334 | 416,453 | 306,222 | 212,365 | 62,287 |
| | 1987 | 68,129 | 29,712 | 291,507 | 225,570 | 432,899 | 211,986 | 175,977 | 887,962 | 471,113 | 341,980 | 258,882 | 182,392 | 51,267 |
| **OREGON** | | | | | | | | | | | | | | |
| **EUGENE - SPRINGFIELD** | 1990 | 8,606 | 6,020 | 35,630 | 25,320 | 49,563 | 20,570 | 24,262 | 99,146 | 52,556 | 39,349 | 32,687 | 21,496 | 7,339 |
| | 1987 | 6,431 | 4,431 | 26,968 | 18,589 | 37,778 | 13,970 | 20,399 | 73,874 | 35,693 | 33,084 | 23,649 | 14,399 | 6,171 |
| **MEDFORD** | 1990 | 3,566 | 1,846 | 20,023 | 17,267 | 27,563 | 10,674 | 13,223 | 52,543 | 25,007 | 23,849 | 16,890 | 10,477 | 3,069 |
| | 1987 | 2,688 | 1,328 | 14,675 | 12,411 | 21,946 | 7,564 | 11,472 | 41,111 | 17,720 | 20,691 | 12,803 | 7,424 | 2,663 |
| **PORTLAND** | 1990 | 43,249 | 34,541 | 218,261 | 170,908 | 295,001 | 134,901 | 114,621 | 582,730 | 327,570 | 191,840 | 183,602 | 130,832 | 28,956 |
| | 1987 | 32,230 | 24,958 | 162,462 | 123,172 | 227,712 | 92,997 | 100,362 | 440,329 | 232,711 | 167,974 | 135,318 | 83,299 | 25,354 |
| ***PORTLAND - VANCOUVER CONSOLIDATED AREA*** | *1990* | *67,419* | *37,522* | *347,230* | *198,730* | *394,627* | *146,839* | *131,180* | *641,617* | *366,799* | *218,823* | *200,639* | *132,942* | *33,394* |
| | *1987* | *35,326* | *27,135* | *183,981* | *141,294* | *250,697* | *101,058* | *114,574* | *483,023* | *252,420* | *191,042* | *147,724* | *91,476* | *29,150* |
| **SALEM** | 1990 | 7,738 | 4,040 | 22,102 | 11,841 | 42,686 | 16,926 | 20,453 | 84,466 | 42,727 | 35,699 | 28,211 | 18,519 | 5,764 |
| | 1987 | 4,058 | 2,881 | 17,013 | 8,434 | 33,994 | 11,782 | 18,036 | 65,978 | 29,749 | 31,480 | 21,088 | 12,891 | 5,083 |

# 1990 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1990
U.S. CENSUS: 1987

| | | Merchandise Line Sales | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Groceries & Other Foods | | Drugs & Health & Beauty Aids | | | Major Household Appliances | | | TVs, Video Recorders & Tapes | | | Audio Equipment, Musical Instruments & Supplies | |
| METRO AREA | Year | In All Stores ($000) | In Food Stores ($000) | In All Stores ($000) | In Drug-stores ($000) | In Food Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) |
| **OREGON (continued)** | | | | | | | | | | | | | | |
| **NONMETRO PORTION OF STATE** | 1990 | 1,216,277 | 1,061,730 | 306,364 | 148,724 | 88,123 | 67,085 | 32,651 | 9,634 | 39,482 | 25,847 | 6,668 | 58,744 | 26,982 |
| | 1987 | 980,181 | 860,868 | 227,281 | 100,023 | 71,451 | 50,732 | 24,602 | 7,761 | 30,217 | 19,476 | 5,385 | 44,625 | 20,332 |
| **TOTAL STATE** | 1990 | 4,041,206 | 3,127,330 | 1,022,436 | 376,409 | 269,577 | 225,356 | 124,039 | 53,510 | 238,321 | 134,196 | 49,409 | 335,162 | 223,424 |
| | 1987 | 3,219,617 | 2,493,026 | 766,944 | 248,213 | 214,812 | 171,988 | 90,462 | 45,994 | 182,767 | 97,641 | 42,569 | 252,707 | 162,071 |
| **PENNSYLVANIA** | | | | | | | | | | | | | | |
| **ALLENTOWN - BETHLEHEM - EASTON** | 1990 | 858,691 | 818,213 | 227,431 | 145,511 | 51,481 | 63,543 | 37,015 | 18,003 | 42,193 | 26,300 | 10,617 | 40,253 | 29,222 |
| | 1987 | 726,116 | 689,900 | 196,364 | 124,435 | 43,408 | 53,238 | 28,400 | 16,997 | 35,116 | 20,179 | 10,024 | 32,794 | 22,421 |
| **ALTOONA** | 1990 | 215,270 | 203,842 | 46,238 | 30,698 | 8,027 | 15,140 | 8,811 | 4,704 | 10,393 | 7,170 | 2,775 | 13,687 | 9,084 |
| | 1987 | 178,709 | 168,941 | 40,776 | 26,994 | 6,633 | 13,045 | 7,043 | 4,447 | 8,777 | 5,731 | 2,623 | 10,638 | 7,237 |
| **BEAVER COUNTY** | 1990 | 195,875 | 186,166 | 52,304 | 34,310 | 8,811 | 14,933 | 6,205 | 6,536 | 7,670 | 3,960 | 2,908 | 10,344 | 6,134 |
| | 1987 | 182,098 | 172,785 | 48,144 | 30,762 | 8,178 | 13,739 | 5,027 | 6,561 | 6,917 | 3,208 | 2,916 | 9,175 | 4,961 |
| **ERIE** | 1990 | 357,993 | 341,095 | 80,378 | 56,188 | 13,757 | 22,858 | 13,518 | 6,430 | 13,722 | 9,046 | 3,301 | 19,390 | 14,858 |
| | 1987 | 308,879 | 293,212 | 70,904 | 49,367 | 11,826 | 19,239 | 10,517 | 5,988 | 11,384 | 7,038 | 3,074 | 15,820 | 11,326 |
| **HARRISBURG - LEBANON - CARLISLE** | 1990 | 677,354 | 633,469 | 185,799 | 106,528 | 45,361 | 59,914 | 29,845 | 16,084 | 40,383 | 24,440 | 9,953 | 46,736 | 34,779 |
| | 1987 | 633,865 | 595,893 | 170,127 | 93,803 | 42,671 | 53,412 | 25,066 | 15,223 | 35,590 | 20,526 | 9,432 | 42,369 | 29,210 |
| **JOHNSTOWN** | 1990 | 287,634 | 268,310 | 74,852 | 57,089 | 10,541 | 17,424 | 10,154 | 4,017 | 10,622 | 8,101 | 1,751 | 10,154 | 6,880 |
| | 1987 | 250,628 | 234,192 | 65,168 | 48,541 | 9,201 | 16,031 | 8,631 | 4,181 | 9,471 | 6,886 | 1,816 | 9,202 | 5,848 |
| **LANCASTER** | 1990 | 561,130 | 528,827 | 116,800 | 73,855 | 27,119 | 46,493 | 28,320 | 10,899 | 23,433 | 14,692 | 5,223 | 36,190 | 25,125 |
| | 1987 | 470,925 | 442,455 | 99,282 | 62,729 | 22,690 | 38,037 | 21,481 | 10,133 | 19,115 | 11,144 | 4,856 | 28,848 | 19,058 |
| **PHILADELPHIA** | 1990 | 6,216,909 | 5,932,481 | 1,863,445 | 1,175,681 | 349,414 | 363,614 | 191,734 | 124,175 | 257,265 | 124,809 | 83,905 | 391,486 | 267,706 |
| | 1987 | 5,221,257 | 4,969,549 | 1,617,854 | 963,636 | 292,700 | 329,626 | 167,093 | 118,215 | 233,197 | 108,769 | 79,877 | 346,878 | 233,302 |
| ***PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA*** | *1990* | *7,565,630* | *7,216,917* | *2,243,451* | *1,350,413* | *435,421* | *469,479* | *238,512* | *161,311* | *330,570* | *159,224* | *110,568* | *492,592* | [illegible] |
| | *1987* | *6,370,329* | *6,065,760* | *1,931,068* | *1,149,521* | *366,213* | *421,391* | *204,429* | *131,363* | *296,513* | *138,042* | *103,369* | *434,319* | *299,755* |
| **PITTSBURGH** | 1990 | 2,486,861 | 2,324,901 | 639,648 | 416,980 | 122,056 | 173,483 | 89,358 | 58,191 | 115,247 | 65,126 | 35,222 | 150,317 | 109,048 |
| | 1987 | 2,199,129 | 2,051,120 | 571,777 | 366,145 | 107,684 | 161,585 | 69,504 | 57,231 | 99,642 | 50,655 | 34,640 | 124,893 | 84,819 |
| ***PITTSBURGH - BEAVER VALLEY CONSOLIDATED AREA*** | *1990* | *2,682,736* | *2,511,067* | *691,952* | *451,290* | *130,867* | *188,416* | *95,563* | *64,727* | *122,917* | *69,086* | *38,137* | *160,661* | *115,172* |
| | *1987* | *2,381,213* | *2,223,905* | *619,921* | *396,907* | *115,862* | *165,344* | *74,531* | *63,792* | *106,559* | *53,863* | *37,556* | *134,068* | *89,780* |
| **READING** | 1990 | 397,870 | 378,889 | 110,469 | 60,020 | 25,195 | 36,208 | 23,667 | 9,338 | 20,948 | 14,263 | 4,669 | 26,468 | 21,217 |
| | 1987 | 341,879 | 327,611 | 94,534 | 50,287 | 21,785 | 29,265 | 18,055 | 8,340 | 16,834 | 10,881 | 4,170 | 20,830 | 16,262 |
| **SCRANTON - WILKES-BARRE** | 1990 | 946,778 | 890,027 | 244,398 | 166,922 | 37,590 | 74,214 | 34,342 | 29,240 | 40,233 | 15,417 | 17,542 | 49,133 | 33,640 |
| | 1987 | 814,658 | 746,433 | 214,248 | 145,318 | 32,371 | 62,975 | 26,392 | 26,955 | 34,703 | 11,848 | 16,171 | 40,108 | 25,852 |
| **SHARON** | 1990 | 128,082 | 122,052 | 37,575 | 26,600 | 4,852 | 12,685 | 8,948 | 2,271 | 8,553 | 6,314 | 1,795 | 6,141 | 4,088 |
| | 1987 | 113,712 | 108,390 | 32,835 | 22,617 | 4,309 | 10,808 | 7,017 | 2,230 | 7,139 | 4,951 | 1,763 | 5,214 | 3,206 |
| **STATE COLLEGE** | 1990 | 142,891 | 132,326 | 31,320 | 20,773 | 5,808 | 11,810 | 5,997 | 2,644 | 6,701 | 4,013 | 1,559 | 10,050 | 6,458 |
| | 1987 | 120,836 | 112,186 | 27,360 | 18,296 | 4,924 | 10,068 | 4,631 | 2,455 | 5,562 | 3,099 | 1,436 | 8,289 | 4,987 |
| **WILLIAMSPORT** | 1990 | 161,414 | 153,468 | 37,847 | 23,680 | 8,117 | 10,855 | 4,175 | 3,447 | 7,251 | 4,010 | 2,033 | 10,717 | 7,978 |
| | 1987 | 140,303 | 133,862 | 32,847 | 20,148 | 7,080 | 9,377 | 3,349 | 3,275 | 6,199 | 3,217 | 1,932 | 8,812 | 6,400 |
| **YORK** | 1990 | 498,337 | 468,582 | 122,834 | 62,027 | 30,457 | 41,877 | 17,276 | 11,487 | 23,320 | 10,956 | 4,880 | 32,247 | 22,754 |
| | 1987 | 425,796 | 401,424 | 104,753 | 53,036 | 26,092 | 35,187 | 13,705 | 10,891 | 19,770 | 8,691 | 4,634 | 26,406 | 18,050 |
| **NONMETRO PORTION OF STATE** | 1990 | 2,019,411 | 1,873,099 | 501,722 | 340,963 | 101,826 | 134,910 | 67,637 | 30,722 | 72,507 | 47,266 | 16,423 | 69,607 | 45,639 |
| | 1987 | 1,744,577 | 1,616,562 | 445,185 | 301,870 | 87,880 | 116,954 | 53,927 | 28,901 | 61,355 | 37,687 | 15,441 | 58,855 | 36,386 |
| **TOTAL STATE** | 1990 | 14,469,180 | 13,646,760 | 3,903,609 | 2,454,980 | 755,162 | 996,793 | 520,226 | 304,070 | 628,256 | 348,683 | 191,020 | 815,748 | 567,545 |
| | 1987 | 12,488,936 | 11,762,947 | 3,434,214 | 2,142,039 | 651,200 | 872,609 | 424,164 | 289,219 | 547,746 | 284,595 | 172,755 | 698,250 | 467,414 |
| **RHODE ISLAND** | | | | | | | | | | | | | | |
| **PROVIDENCE - PAWTUCKET - WOONSOCKET** | 1990 | 1,236,334 | 1,162,824 | 314,985 | 233,572 | 44,508 | 82,809 | 19,830 | 37,571 | 64,076 | 9,622 | 22,895 | 63,924 | 36,447 |
| | 1987 | 996,446 | 928,804 | 281,270 | 209,448 | 35,552 | 78,144 | 16,417 | 37,228 | 41,957 | 7,967 | 22,686 | 57,182 | 30,176 |

# 1990 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

SMM ESTIMATES 1990
U.S. CENSUS 1987

Merchandise Line Sales

| METRO AREA | Year | Home Computers & Calculators |  | Furniture & Sleep Equipment |  | Men's & Boys' Clothing |  |  | Women's & Girls' Clothing |  |  | Footwear |  |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  | In All Stores ($000) | In Radio/TV Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) |
| **OREGON** (continued) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **NONMETRO PORTION OF STATE** | 1990 | 15,018 | 6,553 | 83,644 | 67,800 | 113,335 | 64,035 | 31,640 | 187,796 | 108,983 | 52,593 | 68,621 | 46,395 | 9,701 |
|  | 1987 | 11,422 | 4,966 | 62,579 | 51,087 | 85,619 | 46,809 | 25,565 | 142,073 | 79,666 | 42,498 | 50,863 | 33,915 | 7,815 |
| **TOTAL STATE** | 1990 | 78,246 | 53,027 | 379,668 | 293,123 | 528,117 | 247,106 | 204,199 | 1,006,681 | 566,852 | 343,330 | 330,061 | 217,719 | 54,829 |
|  | 1987 | 58,829 | 38,564 | 283,697 | 213,693 | 407,049 | 173,122 | 175,834 | 763,365 | 395,539 | 295,727 | 243,721 | 152,128 | 47,086 |
| **PENNSYLVANIA** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **ALLENTOWN - BETHLEHEM - EASTON** | 1990 | 15,749 | 8,666 | 103,130 | 72,812 | 132,972 | 51,157 | 61,857 | 294,556 | 147,300 | 133,866 | 70,515 | 55,783 | 11,078 |
|  | 1987 | 13,219 | 6,635 | 84,278 | 55,866 | 118,451 | 42,560 | 58,399 | 261,103 | 122,547 | 126,384 | 60,195 | 46,410 | 10,459 |
| **ALTOONA** | 1990 | 4,591 | 2,498 | 25,636 | 19,444 | 29,598 | 7,817 | 18,818 | 62,145 | 25,181 | 32,328 | 13,462 | 9,631 | 3,016 |
|  | 1987 | 3,967 | 1,997 | 21,507 | 15,542 | 27,959 | 7,408 | 17,789 | 58,760 | 23,862 | 30,560 | 12,741 | 9,127 | 2,851 |
| **BEAVER COUNTY** | 1990 | 1,727 | 563 | 15,140 | 8,776 | 28,282 | 5,613 | 20,189 | 57,091 | 16,422 | 36,892 | 15,286 | 10,002 | 4,067 |
|  | 1987 | 1,612 | 456 | 13,496 | 7,110 | 28,075 | 5,385 | 20,268 | 56,495 | 15,754 | 37,036 | 14,854 | 9,595 | 4,083 |
| **ERIE** | 1990 | 8,143 | 6,335 | 39,325 | 31,195 | 46,579 | 12,980 | 29,208 | 99,208 | 39,515 | 53,272 | 23,273 | 16,279 | 4,592 |
|  | 1987 | 6,601 | 4,929 | 31,908 | 24,270 | 43,253 | 12,049 | 27,202 | 92,166 | 36,680 | 49,613 | 21,591 | 15,111 | 4,277 |
| **HARRISBURG - LEBANON - CARLISLE** | 1990 | 13,223 | 4,703 | 101,626 | 68,856 | 107,473 | 28,144 | 68,754 | 228,578 | 81,785 | 130,055 | 61,670 | 49,502 | 8,058 |
|  | 1987 | 11,707 | 3,914 | 88,825 | 57,829 | 100,458 | 25,498 | 65,067 | 212,870 | 74,094 | 123,096 | 56,249 | 44,847 | 7,635 |
| **JOHNSTOWN** | 1990 | 2,729 | 1,907 | 18,745 | 12,761 | 26,183 | 8,534 | 14,114 | 54,407 | 22,376 | 25,297 | 14,544 | 10,797 | 2,497 |
|  | 1987 | 2,452 | 1,619 | 16,986 | 10,847 | 26,093 | 7,876 | 14,690 | 53,768 | 20,652 | 26,329 | 13,815 | 9,965 | 2,599 |
| **LANCASTER** | 1990 | 9,644 | 7,119 | 75,399 | 61,749 | 67,475 | 30,526 | 31,788 | 148,671 | 83,459 | 58,581 | 38,413 | 31,279 | 5,677 |
|  | 1987 | 7,699 | 5,400 | 59,416 | 46,838 | 59,760 | 25,594 | 29,555 | 130,326 | 69,974 | 54,466 | 32,753 | 26,225 | 5,278 |
| **PHILADELPHIA** | 1990 | 132,650 | 85,829 | 803,695 | 589,679 | 1,085,528 | 532,084 | 463,241 | 2,328,925 | 1,171,024 | 978,233 | 569,728 | 416,508 | 117,464 |
|  | 1987 | 118,236 | 74,763 | 717,898 | 513,894 | 989,823 | 467,089 | 441,295 | 2,122,030 | 1,027,979 | 931,014 | 509,373 | 365,632 | 111,825 |
| ***PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA*** | *1990* | *168,464* | *108,966* | *1,002,571* | *736,750* | *1,316,355* | *629,559* | *578,896* | *2,811,040* | *1,377,947* | *1,224,088* | *700,929* | *510,825* | *146,270* |
|  | *1987* | *148,499* | *93,986* | *889,887* | *640,425* | *1,194,456* | *552,860* | *544,882* | *2,548,789* | *1,209,783* | *1,150,853* | *624,849* | *448,678* | *137,515* |
| **PITTSBURGH** | 1990 | 55,580 | 39,088 | 310,255 | 215,069 | 432,036 | 161,503 | 229,345 | 911,024 | 399,190 | 419,119 | 226,660 | 170,646 | 44,022 |
|  | 1987 | 45,367 | 30,239 | 258,548 | 167,282 | 406,928 | 143,748 | 225,476 | 851,943 | 355,304 | 412,075 | 206,075 | 151,886 | 43,285 |
| ***PITTSBURGH - BEAVER VALLEY CONSOLIDATED AREA*** | *1990* | *57,307* | *39,651* | *325,395* | *223,845* | *460,318* | *167,116* | *249,534* | *968,115* | *415,612* | *456,011* | *241,946* | *180,648* | *48,089* |
|  | *1987* | *46,979* | *30,695* | *272,044* | *174,392* | *435,003* | *149,133* | *245,744* | *908,438* | *371,058* | *449,111* | *220,929* | *161,481* | *47,368* |
| **READING** | 1990 | 6,536 | 4,920 | 50,581 | 33,228 | 105,393 | 57,427 | 40,647 | 236,374 | 138,974 | 88,434 | 40,050 | 31,470 | 4,827 |
|  | 1987 | 5,176 | 3,753 | 40,783 | 25,349 | 95,941 | 53,275 | 36,303 | 215,699 | 128,926 | 78,983 | 36,760 | 29,195 | 4,311 |
| **SCRANTON - WILKES-BARRE** | 1990 | 11,770 | 5,357 | 107,199 | 80,362 | 144,056 | 51,694 | 80,118 | 314,651 | 141,397 | 154,973 | 67,463 | 55,748 | 7,603 |
|  | 1987 | 9,974 | 4,127 | 86,606 | 61,758 | 130,670 | 45,834 | 73,849 | 284,688 | 125,366 | 142,846 | 60,138 | 49,427 | 7,008 |
| **SHARON** | 1990 | 1,706 | 1,380 | 20,130 | 17,306 | 19,162 | 3,908 | 12,086 | 37,243 | 13,599 | 17,955 | 22,258 | 20,151 | 1,727 |
|  | 1987 | 1,395 | 1,082 | 16,337 | 13,571 | 18,321 | 3,404 | 11,869 | 34,984 | 11,846 | 17,633 | 19,590 | 17,553 | 1,696 |
| **STATE COLLEGE** | 1990 | 4,289 | 3,184 | 16,752 | 13,838 | 22,705 | 10,025 | 8,745 | 41,979 | 21,319 | 15,118 | 10,564 | 8,634 | 1,163 |
|  | 1987 | 3,446 | 2,459 | 13,421 | 10,686 | 20,197 | 8,707 | 8,053 | 37,323 | 18,516 | 13,922 | 9,243 | 7,499 | 1,071 |
| **WILLIAMSPORT** | 1990 | 4,612 | 3,237 | 16,761 | 11,326 | 22,211 | 10,394 | 10,430 | 44,415 | 22,782 | 19,092 | 13,378 | 11,600 | 1,258 |
|  | 1987 | 3,781 | 2,597 | 14,060 | 9,086 | 20,540 | 9,426 | 9,910 | 40,958 | 20,661 | 18,140 | 12,156 | 10,520 | 1,195 |
| **YORK** | 1990 | 8,161 | 2,871 | 56,961 | 40,872 | 77,341 | 18,630 | 36,418 | 159,126 | 45,888 | 68,680 | 37,495 | 28,828 | 3,177 |
|  | 1987 | 6,488 | 2,282 | 46,327 | 32,423 | 68,300 | 16,992 | 34,527 | 140,409 | 41,853 | 65,113 | 33,554 | 26,293 | 3,012 |
| **NONMETRO PORTION OF STATE** | 1990 | 26,426 | 18,050 | 148,153 | 121,836 | 342,191 | 67,327 | 101,346 | 661,656 | 161,917 | 195,725 | 103,850 | 83,097 | 13,721 |
|  | 1987 | 21,993 | 14,289 | 121,944 | 97,138 | 315,772 | 63,284 | 95,272 | 611,569 | 152,195 | 183,997 | 97,448 | 78,105 | 12,890 |
| **TOTAL STATE** | 1990 | 269,348 | 170,459 | 1,682,005 | 1,228,966 | 2,421,706 | 939,417 | 1,096,719 | 5,104,997 | 2,268,764 | 2,149,257 | 1,194,356 | 915,999 | 202,133 |
|  | 1987 | 230,902 | 140,368 | 1,440,445 | 1,012,419 | 2,222,364 | 832,198 | 1,044,185 | 4,671,988 | 2,010,536 | 2,043,635 | 1,074,296 | 813,318 | 192,856 |
| **RHODE ISLAND** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **PROVIDENCE - PAWTUCKET - WOONSOCKET** | 1990 | 24,490 | 9,310 | 123,755 | 96,225 | 178,326 | 83,303 | 78,665 | 349,759 | 192,620 | 132,674 | 83,476 | 61,159 | 16,436 |
|  | 1987 | 22,255 | 7,719 | 106,511 | 79,666 | 173,746 | 80,298 | 77,945 | 339,794 | 185,668 | 131,459 | 80,735 | 58,952 | 16,286 |

# 1990 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1990
U.S. CENSUS 1987

Merchandise Line Sales

| METRO AREA | Year | Groceries & Other Foods |  | Drugs & Health & Beauty Aids |  |  | Major Household Appliances |  |  | TVs, Video Recorders & Tapes |  |  | Audio Equipment, Musical Instruments & Supplies |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  | In All Stores ($000) | In Food Stores ($000) | In All Stores ($000) | In Drug-stores ($000) | In Food Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) |
| **RHODE ISLAND (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **NONMETRO PORTION OF STATE** | 1990 | 106,637 | 101,326 | 21,053 | 14,700 | 4,359 | 5,707 | 2,020 | 1,856 | 2,755 | 981 | 1,131 | 4,443 | 3,715 |
|  | 1987 | 84,204 | 79,364 | 19,977 | 14,644 | 3,414 | 5,255 | 1,567 | 1,892 | 2,553 | 761 | 1,153 | 3,607 | 2,881 |
| **TOTAL STATE** | 1990 | 1,342,971 | 1,264,150 | 336,038 | 247,772 | 48,867 | 88,516 | 21,850 | 39,427 | 46,831 | 10,603 | 24,026 | 68,377 | 40,162 |
|  | 1987 | 1,080,650 | 1,008,768 | 301,247 | 224,089 | 38,966 | 83,399 | 17,984 | 39,120 | 44,510 | 8,728 | 23,839 | 60,789 | 33,057 |
| **SOUTH CAROLINA** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **ANDERSON** | 1990 | 184,331 | 172,244 | 55,438 | 34,896 | 7,736 | 13,626 | 4,756 | 3,569 | 7,868 | 4,006 | 2,244 | 9,994 | 6,252 |
|  | 1987 | 155,129 | 145,760 | 42,526 | 26,029 | 6,547 | 11,343 | 4,195 | 2,815 | 6,624 | 3,534 | 1,770 | 8,465 | 5,515 |
| **CHARLESTON** | 1990 | 625,255 | 591,302 | 148,610 | 82,093 | 32,638 | 45,787 | 19,898 | 16,361 | 30,534 | 15,551 | 6,888 | 36,123 | 22,574 |
|  | 1987 | 513,497 | 487,335 | 112,954 | 59,445 | 26,900 | 39,504 | 18,886 | 13,054 | 26,842 | 14,760 | 5,496 | 32,022 | 21,426 |
| **CHARLOTTE - GASTONIA - ROCK HILL** | 1990 | 1,354,128 | 1,235,906 | 396,329 | 251,323 | 78,992 | 123,385 | 57,834 | 26,703 | 91,202 | 62,211 | 11,640 | 83,400 | 59,293 |
|  | 1987 | 1,209,327 | 1,112,193 | 314,786 | 189,321 | 71,086 | 106,460 | 52,391 | 22,257 | 80,190 | 56,355 | 9,702 | 73,248 | 53,713 |
| **COLUMBIA** | 1990 | 501,886 | 466,691 | 162,879 | 90,290 | 35,461 | 43,940 | 23,373 | 11,350 | 31,012 | 20,116 | 7,567 | 38,378 | 26,629 |
|  | 1987 | 415,400 | 386,748 | 122,005 | 63,121 | 29,387 | 35,546 | 18,768 | 9,236 | 25,076 | 16,153 | 6,157 | 30,777 | 21,383 |
| **FLORENCE** | 1990 | 153,789 | 142,581 | 43,087 | 23,049 | 9,028 | 12,279 | 5,499 | 3,313 | 6,799 | 2,213 | 3,312 | 7,556 | 3,562 |
|  | 1987 | 123,110 | 114,291 | 33,275 | 17,399 | 7,237 | 10,253 | 4,897 | 2,630 | 5,609 | 1,971 | 2,629 | 6,308 | 3,172 |
| **GREENVILLE - SPARTANBURG** | 1990 | 821,048 | 771,823 | 228,038 | 152,051 | 31,868 | 58,105 | 29,172 | 17,236 | 49,650 | 34,520 | 9,049 | 50,417 | 34,035 |
|  | 1987 | 684,545 | 646,103 | 172,469 | 109,983 | 26,678 | 48,856 | 25,224 | 14,146 | 42,304 | 29,848 | 7,427 | 42,667 | 29,428 |
| **NONMETRO PORTION OF STATE** | 1990 | 1,599,072 | 1,481,302 | 405,507 | 270,246 | 74,066 | 101,319 | 54,537 | 7,380 | 66,098 | 35,511 | 11,158 | 48,032 | 23,679 |
|  | 1987 | 1,309,705 | 1,217,481 | 308,677 | 199,648 | 60,875 | 84,573 | 46,618 | 5,758 | 54,890 | 30,357 | 8,661 | 39,336 | 20,241 |
| **TOTAL STATE** | 1990 | 4,187,731 | 3,903,223 | 1,119,633 | 698,886 | 208,716 | 293,704 | 145,674 | 64,697 | 206,138 | 120,410 | 43,551 | 204,350 | 126,089 |
|  | 1987 | 3,453,571 | 3,231,182 | 850,368 | 510,054 | 172,706 | 244,811 | 125,414 | 51,796 | 172,523 | 103,486 | 34,653 | 170,563 | 108,742 |
| **SOUTH DAKOTA** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **RAPID CITY** | 1990 | 113,596 | 101,846 | 30,457 | 10,879 | 11,301 | 9,666 | 2,940 | 3,082 | 6,458 | 2,100 | 1,401 | 11,488 | 6,000 |
|  | 1987 | 90,168 | 80,669 | 25,152 | 9,556 | 8,951 | 8,563 | 3,093 | 2,453 | 5,696 | 2,209 | 1,115 | 10,708 | 6,312 |
| **SIOUX FALLS** | 1990 | 155,303 | 141,611 | 51,600 | 25,121 | 11,767 | 14,410 | 4,962 | 4,433 | 12,265 | 6,494 | 2,014 | 14,685 | 10,031 |
|  | 1987 | 122,376 | 111,676 | 41,856 | 21,009 | 9,280 | 12,277 | 4,851 | 3,501 | 10,924 | 6,348 | 1,591 | 13,500 | 9,806 |
| **NONMETRO PORTION OF STATE** | 1990 | 506,771 | 441,783 | 103,225 | 51,970 | 23,410 | 19,718 | 8,812 | 2,129 | 12,708 | 6,591 | 1,279 | 16,457 | 8,245 |
|  | 1987 | 415,930 | 360,371 | 90,141 | 48,285 | 19,094 | 19,423 | 9,829 | 1,676 | 12,705 | 7,350 | 1,006 | 15,976 | 9,195 |
| **TOTAL STATE** | 1990 | 775,670 | 685,240 | 185,282 | 87,970 | 46,478 | 43,794 | 16,714 | 9,644 | 31,431 | 15,185 | 4,694 | 42,630 | 24,276 |
|  | 1987 | 628,474 | 552,716 | 157,149 | 78,850 | 37,325 | 40,263 | 17,773 | 7,630 | 29,325 | 15,907 | 3,712 | 40,184 | 25,313 |
| **TENNESSEE** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **CHATTANOOGA** | 1990 | 521,592 | 455,038 | 124,162 | 69,717 | 19,435 | 44,340 | 20,430 | 10,646 | 29,903 | 19,079 | 5,620 | 27,737 | 17,126 |
|  | 1987 | 518,103 | 461,098 | 108,774 | 58,095 | 19,694 | 39,972 | 19,040 | 9,735 | 27,488 | 17,780 | 5,139 | 25,207 | 15,960 |
| **CLARKSVILLE - HOPKINSVILLE** | 1990 | 119,307 | 107,445 | 41,706 | 21,651 | 6,840 | 12,756 | 4,942 | 4,404 | 12,167 | 7,616 | 3,289 | 11,201 | 8,121 |
|  | 1987 | 121,798 | 112,097 | 36,217 | 17,769 | 7,137 | 10,930 | 4,157 | 3,820 | 10,342 | 6,405 | 2,869 | 9,460 | 6,830 |
| **JACKSON** | 1990 | 94,839 | 88,123 | 32,523 | 17,240 | 4,021 | 12,046 | 5,293 | 2,718 | 6,929 | 2,913 | 2,718 | 7,166 | 4,340 |
|  | 1987 | 93,080 | 87,216 | 28,787 | 14,835 | 3,980 | 11,100 | 5,035 | 2,406 | 6,333 | 2,771 | 2,406 | 6,628 | 4,129 |
| **JOHNSON CITY - KINGSPORT - BRISTOL** | 1990 | 410,908 | 387,211 | 137,698 | 86,806 | 18,655 | 31,642 | 12,436 | 10,099 | 25,974 | 10,506 | 9,254 | 25,765 | 14,902 |
|  | 1987 | 401,904 | 382,072 | 115,407 | 69,366 | 18,407 | 28,446 | 11,616 | 8,685 | 23,240 | 9,814 | 7,957 | 23,198 | 13,919 |
| **KNOXVILLE** | 1990 | 642,477 | 575,874 | 216,337 | 126,577 | 37,776 | 55,987 | 24,279 | 18,218 | 50,441 | 30,643 | 13,295 | 55,318 | 38,186 |
|  | 1987 | 666,554 | 610,911 | 186,746 | 102,638 | 40,074 | 49,385 | 21,877 | 15,625 | 44,631 | 27,614 | 11,403 | 48,995 | 34,411 |
| **MEMPHIS** | 1990 | 929,031 | 842,995 | 323,845 | 189,715 | 44,071 | 86,283 | 40,145 | 22,616 | 79,709 | 40,872 | 20,429 | 71,467 | 47,741 |
|  | 1987 | 935,363 | 861,802 | 275,196 | 151,693 | 45,055 | 78,165 | 36,675 | 19,911 | 71,081 | 37,337 | 17,985 | 64,084 | 43,614 |

# 1990 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1990
U.S. CENSUS 1987

Merchandise Line Sales

| METRO AREA | Year | Home Computers & Calculators | | Furniture & Sleep Equipment | | Men's & Boys' Clothing | | | Women's & Girls' Clothing | | | Footwear | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | In All Stores ($000) | In Radio/TV Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) |
| **RHODE ISLAND (continued)** | | | | | | | | | | | | | | |
| **NONMETRO PORTION OF STATE** | 1990 | 1,749 | 901 | 11,309 | 9,808 | 12,946 | 7,631 | 3,886 | 26,458 | 18,727 | 6,555 | 6,389 | 5,065 | 812 |
| | 1987 | 1,528 | 699 | 9,105 | 7,607 | 12,252 | 6,891 | 3,961 | 24,654 | 16,911 | 6,681 | 5,898 | 4,574 | 828 |
| **TOTAL STATE** | 1990 | 26,239 | 10,211 | 135,064 | 106,033 | 191,272 | 90,934 | 82,551 | 376,217 | 211,347 | 139,229 | 89,865 | 66,224 | 17,248 |
| | 1987 | 23,783 | 8,418 | 115,616 | 87,273 | 185,998 | 87,189 | 81,906 | 364,448 | 202,579 | 138,140 | 86,633 | 63,526 | 17,114 |
| **SOUTH CAROLINA** | | | | | | | | | | | | | | |
| **ANDERSON** | 1990 | 2,377 | 1,082 | 16,652 | 13,298 | 22,064 | 6,314 | 12,748 | 55,969 | 27,070 | 23,456 | 15,282 | 9,129 | 3,671 |
| | 1987 | 1,966 | 954 | 14,400 | 11,730 | 17,821 | 5,424 | 10,055 | 46,001 | 23,256 | 18,501 | 12,663 | 7,843 | 2,896 |
| **CHARLESTON** | 1990 | 9,414 | 4,205 | 76,436 | 58,694 | 86,342 | 41,160 | 34,730 | 190,957 | 102,025 | 67,161 | 57,686 | 40,186 | 7,749 |
| | 1987 | 8,151 | 4,038 | 69,574 | 55,706 | 70,047 | 34,297 | 27,709 | 155,656 | 85,013 | 53,586 | 46,657 | 33,485 | 6,183 |
| **CHARLOTTE - GASTONIA - ROCK HILL** | 1990 | 30,917 | 16,669 | 175,663 | 139,487 | 229,344 | 97,054 | 106,128 | 472,022 | 252,247 | 188,973 | 134,541 | 100,806 | 22,595 |
| | 1987 | 26,659 | 15,135 | 155,701 | 126,358 | 193,135 | 84,172 | 88,458 | 401,489 | 218,767 | 157,510 | 114,887 | 87,426 | 18,834 |
| **COLUMBIA** | 1990 | 14,504 | 5,404 | 69,154 | 55,559 | 91,931 | 36,066 | 47,810 | 214,698 | 98,508 | 103,010 | 53,213 | 38,040 | 11,350 |
| | 1987 | 11,217 | 4,338 | 55,641 | 44,613 | 75,352 | 30,234 | 38,902 | 176,782 | 82,580 | 83,895 | 44,017 | 31,889 | 9,236 |
| **FLORENCE** | 1990 | 2,229 | 512 | 16,050 | 13,039 | 25,333 | 8,077 | 14,351 | 47,988 | 18,883 | 23,182 | 14,839 | 8,376 | 4,526 |
| | 1987 | 1,795 | 456 | 13,979 | 11,612 | 21,125 | 7,534 | 11,392 | 40,510 | 17,614 | 18,402 | 12,808 | 7,813 | 3,593 |
| **GREENVILLE - SPARTANBURG** | 1990 | 12,749 | 6,750 | 87,518 | 68,069 | 113,967 | 43,860 | 59,463 | 305,184 | 172,662 | 114,617 | 82,051 | 53,297 | 16,374 |
| | 1987 | 10,681 | 5,844 | 74,294 | 58,856 | 93,474 | 36,326 | 48,804 | 251,240 | 143,004 | 94,071 | 66,661 | 44,142 | 13,439 |
| **NONMETRO PORTION OF STATE** | 1990 | 12,664 | 5,735 | 157,989 | 141,202 | 186,497 | 99,979 | 62,658 | 412,549 | 240,042 | 118,081 | 117,551 | 77,953 | 18,262 |
| | 1987 | 10,370 | 4,783 | 133,928 | 120,699 | 154,043 | 84,955 | 48,654 | 338,188 | 203,977 | 91,833 | 96,880 | 66,242 | 14,171 |
| **TOTAL STATE** | 1990 | 57,959 | 25,558 | 450,032 | 370,084 | 563,128 | 246,837 | 252,502 | 1,300,075 | 688,992 | 488,932 | 360,536 | 239,498 | 67,798 |
| | 1987 | 47,309 | 21,922 | 382,723 | 319,572 | 459,778 | 208,918 | 201,241 | 1,067,417 | 582,043 | 390,143 | 296,457 | 202,658 | 53,946 |
| **SOUTH DAKOTA** | | | | | | | | | | | | | | |
| **RAPID CITY** | 1990 | 2,395 | 539 | 15,028 | 11,010 | 22,846 | 8,420 | 12,046 | 41,865 | 16,913 | 21,197 | 14,009 | 10,542 | 2,148 |
| | 1987 | 2,105 | 567 | 14,831 | 11,583 | 18,019 | 6,498 | 9,589 | 32,985 | 13,053 | 16,873 | 10,906 | 8,136 | 1,710 |
| **SIOUX FALLS** | 1990 | 3,483 | 953 | 18,399 | 14,201 | 38,279 | 11,762 | 20,820 | 76,133 | 28,396 | 37,878 | 20,448 | 13,329 | 3,089 |
| | 1987 | 2,910 | 932 | 17,196 | 13,883 | 30,338 | 9,385 | 16,444 | 60,372 | 22,658 | 29,917 | 16,248 | 10,636 | 2,440 |
| **NONMETRO PORTION OF STATE** | 1990 | 4,879 | 1,117 | 22,531 | 19,784 | 46,854 | 24,946 | 12,311 | 91,750 | 50,285 | 26,909 | 24,996 | 18,681 | 2,806 |
| | 1987 | 4,711 | 1,247 | 24,410 | 22,058 | 39,023 | 21,070 | 9,690 | 76,085 | 42,467 | 21,190 | 21,010 | 15,778 | 2,208 |
| **TOTAL STATE** | 1990 | 10,757 | 2,609 | 55,958 | 44,995 | 107,979 | 45,128 | 45,177 | 209,748 | 95,594 | 85,984 | 59,453 | 42,552 | 8,043 |
| | 1987 | 9,726 | 2,746 | 56,437 | 47,524 | 87,380 | 36,953 | 35,723 | 169,442 | 78,178 | 67,980 | 48,164 | 34,550 | 6,358 |
| **TENNESSEE** | | | | | | | | | | | | | | |
| **CHATTANOOGA** | 1990 | 11,592 | 7,867 | 62,218 | 47,470 | 80,472 | 37,863 | 36,085 | 161,026 | 84,085 | 64,716 | 44,432 | 34,749 | 6,804 |
| | 1987 | 10,629 | 7,321 | 57,253 | 44,240 | 70,763 | 32,153 | 32,995 | 141,156 | 71,404 | 59,219 | 38,185 | 29,509 | 6,221 |
| **CLARKSVILLE - HOPKINSVILLE** | 1990 | 3,283 | 2,355 | 20,566 | 17,503 | 27,001 | 10,286 | 13,669 | 56,709 | 25,595 | 26,362 | 15,944 | 10,048 | 4,151 |
| | 1987 | 2,782 | 1,984 | 17,355 | 14,720 | 22,300 | 7,888 | 11,879 | 46,510 | 19,629 | 22,911 | 12,770 | 7,706 | 3,607 |
| **JACKSON** | 1990 | 3,138 | 1,038 | 10,145 | 7,533 | 21,638 | 4,675 | 15,257 | 47,569 | 18,019 | 26,858 | 11,883 | 6,750 | 4,284 |
| | 1987 | 2,847 | 987 | 9,497 | 7,166 | 19,469 | 4,444 | 13,508 | 43,299 | 17,128 | 23,778 | 10,958 | 6,416 | 3,793 |
| **JOHNSON CITY - KINGSPORT - BRISTOL** | 1990 | 7,961 | 4,325 | 38,695 | 31,197 | 71,998 | 24,332 | 39,269 | 134,522 | 53,822 | 65,992 | 41,357 | 25,488 | 9,892 |
| | 1987 | 7,219 | 4,028 | 35,604 | 29,140 | 62,462 | 21,553 | 33,700 | 116,952 | 47,676 | 56,652 | 36,110 | 22,578 | 8,506 |
| **KNOXVILLE** | 1990 | 13,549 | 5,897 | 91,552 | 69,773 | 135,929 | 61,319 | 59,087 | 288,357 | 155,862 | 107,344 | 67,623 | 47,812 | 11,817 |
| | 1987 | 11,888 | 5,296 | 81,519 | 62,874 | 113,797 | 50,214 | 50,677 | 240,957 | 127,637 | 92,064 | 55,897 | 39,153 | 10,135 |
| **MEMPHIS** | 1990 | 24,575 | 16,877 | 156,576 | 119,717 | 208,181 | 80,267 | 102,150 | 451,734 | 215,862 | 197,729 | 120,246 | 81,825 | 29,186 |
| | 1987 | 22,120 | 15,380 | 141,286 | 109,365 | 182,463 | 70,416 | 89,927 | 396,523 | 189,367 | 174,071 | 105,377 | 71,782 | 25,694 |

# 1990 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1990
U.S. CENSUS: 1987

| METRO AREA | Year | Merchandise Line Sales | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Groceries & Other Foods | | Drugs & Health & Beauty Aids | | | Major Household Appliances | | | TVs, Video Recorders & Tapes | | | Audio Equipment, Musical Instruments & Supplies | |
| | | In All Stores ($000) | In Food Stores ($000) | In All Stores ($000) | In Drug-stores ($000) | In Food Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) |
| **TENNESSEE (continued)** | | | | | | | | | | | | | | |
| **NASHVILLE** | 1990 | 988,450 | 905,002 | 367,390 | 188,410 | 64,813 | 106,512 | 62,255 | 16,606 | 85,006 | 53,050 | 16,606 | 99,494 | 58,749 |
| | 1987 | 1,024,351 | 951,962 | 318,076 | 154,045 | 68,177 | 91,813 | 53,580 | 14,134 | 72,932 | 45,658 | 14,134 | 84,587 | 50,562 |
| **NONMETRO PORTION OF STATE** | 1990 | 1,479,014 | 1,367,643 | 459,276 | 305,736 | 68,116 | 105,476 | 62,440 | 4,500 | 55,734 | 22,510 | 17,833 | 40,348 | 14,739 |
| | 1987 | 1,473,184 | 1,376,757 | 404,664 | 253,977 | 68,569 | 97,024 | 59,122 | 3,835 | 50,141 | 21,315 | 15,187 | 35,944 | 13,957 |
| **TOTAL STATE** | 1990 | 4,745,240 | 4,323,366 | 1,611,817 | 945,065 | 243,540 | 432,443 | 223,519 | 84,493 | 328,805 | 178,259 | 84,944 | 322,426 | 193,740 |
| | 1987 | 4,845,988 | 4,482,944 | 1,396,147 | 778,765 | 253,176 | 387,522 | 203,343 | 73,808 | 291,708 | 160,827 | 73,739 | 284,447 | 174,456 |
| **TEXAS** | | | | | | | | | | | | | | |
| **ABILENE** | 1990 | 105,824 | 83,327 | 46,577 | 19,479 | 16,845 | 10,679 | 3,369 | 5,639 | 8,769 | 2,221 | 5,127 | 13,499 | 7,198 |
| | 1987 | 94,171 | 75,084 | 40,014 | 16,005 | 15,179 | 9,511 | 3,212 | 4,836 | 7,744 | 2,117 | 4,397 | 12,187 | 6,862 |
| **AMARILLO** | 1990 | 263,552 | 233,564 | 82,083 | 30,105 | 30,025 | 21,624 | 11,021 | 7,734 | 21,337 | 5,238 | 8,593 | 22,354 | 12,116 |
| | 1987 | 215,942 | 193,488 | 64,331 | 22,440 | 24,873 | 18,247 | 9,946 | 6,057 | 17,251 | 4,727 | 6,730 | 18,850 | 10,934 |
| **AUSTIN** | 1990 | 1,067,354 | 986,416 | 331,407 | 113,073 | 165,705 | 64,102 | 33,292 | 21,522 | 65,494 | 33,910 | 16,517 | 79,547 | 55,798 |
| | 1987 | 802,763 | 742,308 | 249,711 | 82,274 | 124,698 | 53,326 | 28,373 | 17,957 | 55,094 | 28,899 | 13,745 | 66,550 | 47,552 |
| **BEAUMONT - PORT ARTHUR** | 1990 | 381,827 | 343,962 | 149,307 | 66,962 | 44,216 | 33,295 | 14,281 | 11,537 | 27,449 | 9,460 | 11,974 | 25,172 | 13,100 |
| | 1987 | 326,287 | 294,260 | 124,575 | 55,043 | 37,827 | 29,518 | 13,392 | 9,554 | 23,771 | 8,871 | 9,918 | 22,244 | 12,284 |
| **BRAZORIA** | 1990 | 210,991 | 198,528 | 60,393 | 24,591 | 21,606 | 12,243 | 4,842 | 4,755 | 8,231 | 1,442 | 4,895 | 8,103 | 3,291 |
| | 1987 | 171,731 | 161,366 | 48,759 | 19,689 | 17,562 | 10,652 | 4,610 | 3,851 | 6,872 | 1,373 | 3,964 | 7,016 | 3,134 |
| **BROWNSVILLE - HARLINGEN** | 1990 | 257,467 | 232,631 | 70,822 | 20,457 | 33,975 | 19,099 | 6,752 | 10,671 | 16,005 | 6,285 | 6,776 | 14,753 | 7,479 |
| | 1987 | 209,504 | 189,101 | 57,551 | 16,544 | 27,618 | 16,507 | 6,400 | 8,692 | 13,907 | 5,957 | 5,519 | 13,064 | 7,089 |
| **BRYAN - COLLEGE STATION** | 1990 | 133,163 | 124,878 | 46,094 | 11,353 | 24,707 | 9,134 | 2,369 | 4,269 | 8,404 | 3,292 | 3,073 | 9,635 | 6,863 |
| | 1987 | 107,549 | 100,799 | 37,318 | 8,793 | 19,943 | 7,829 | 2,007 | 3,743 | 7,128 | 2,789 | 2,695 | 8,133 | 5,814 |
| **CORPUS CHRISTI** | 1990 | 377,191 | 356,105 | 120,737 | 38,502 | 61,132 | 22,739 | 9,478 | 9,023 | 24,883 | 9,733 | 7,178 | 23,845 | 13,540 |
| | 1987 | 304,861 | 286,344 | 97,955 | 31,102 | 49,156 | 20,088 | 9,000 | 7,574 | 21,903 | 9,242 | 6,025 | 21,439 | 12,858 |
| **DALLAS** | 1990 | 3,166,595 | 2,975,967 | 1,032,818 | 375,134 | 420,841 | 248,625 | 108,506 | 76,772 | 256,412 | 102,062 | 63,270 | 257,637 | 171,893 |
| | 1987 | 2,545,866 | 2,392,708 | 830,899 | 307,976 | 338,362 | 201,235 | 92,483 | 60,291 | 205,927 | 86,990 | 49,685 | 213,066 | 146,508 |
| ***DALLAS - FORT WORTH CONSOLIDATED AREA*** | *1990* | *4,765,397* | *4,485,418* | *1,629,356* | *617,360* | *649,199* | *349,790* | *148,228* | *119,834* | *378,336* | *161,893* | *94,778* | *373,097* | *248,838* |
| | *1987* | *3,788,422* | *3,564,793* | *1,284,419* | *484,925* | *515,682* | *282,142* | *124,428* | *94,811* | *303,401* | *135,106* | *74,943* | *305,401* | *208,427* |
| **EL PASO** | 1990 | 550,020 | 503,876 | 162,497 | 55,019 | 64,773 | 46,789 | 26,238 | 15,656 | 44,875 | 25,662 | 11,742 | 42,988 | 32,749 |
| | 1987 | 435,488 | 399,694 | 127,752 | 41,396 | 51,381 | 38,522 | 21,712 | 12,894 | 36,961 | 21,236 | 9,671 | 35,425 | 27,100 |
| **FORT WORTH - ARLINGTON** | 1990 | 1,598,802 | 1,509,451 | 596,538 | 242,226 | 228,358 | 101,165 | 39,722 | 43,062 | 121,924 | 59,831 | 31,508 | 115,460 | 76,995 |
| | 1987 | 1,242,556 | 1,172,085 | 453,520 | 176,949 | 177,320 | 80,907 | 31,945 | 34,520 | 97,474 | 48,116 | 25,258 | 92,335 | 61,919 |
| **GALVESTON - TEXAS CITY** | 1990 | 301,490 | 287,891 | 76,927 | 26,691 | 31,843 | 17,500 | 5,232 | 9,963 | 13,690 | 5,980 | 5,150 | 12,276 | 7,599 |
| | 1987 | 239,547 | 228,419 | 61,580 | 22,051 | 25,265 | 14,032 | 4,472 | 7,724 | 11,103 | 5,111 | 3,993 | 10,115 | 6,495 |
| **HOUSTON** | 1990 | 3,802,762 | 3,615,989 | 1,142,804 | 503,344 | 361,057 | 245,225 | 116,276 | 88,412 | 266,377 | 142,378 | 76,132 | 280,506 | 192,213 |
| | 1987 | 3,087,433 | 2,928,506 | 927,358 | 399,925 | 292,414 | 209,393 | 100,793 | 75,062 | 228,162 | 123,419 | 64,636 | 240,630 | 166,617 |
| ***HOUSTON - GALVESTON - BRAZORIA CONSOLIDATED AREA*** | *1990* | *4,315,243* | *4,102,408* | *1,280,124* | *554,626* | *414,506* | *274,968* | *126,350* | *103,130* | *288,298* | *149,800* | *86,177* | *300,885* | *203,103* |
| | *1987* | *3,498,711* | *3,318,291* | *1,037,697* | *441,665* | *335,241* | *234,077* | *109,875* | *86,637* | *246,137* | *129,903* | *72,593* | *257,761* | *176,246* |
| **KILLEEN - TEMPLE** | 1990 | 197,659 | 184,393 | 63,908 | 24,855 | 23,672 | 19,223 | 3,594 | 9,752 | 20,881 | 9,940 | 7,359 | 24,480 | 17,201 |
| | 1987 | 159,303 | 148,598 | 50,587 | 18,905 | 19,077 | 15,946 | 3,004 | 8,009 | 17,293 | 8,306 | 6,044 | 20,293 | 14,374 |
| **LAREDO** | 1990 | 149,208 | 139,257 | 39,911 | 9,250 | 17,901 | 14,955 | 4,866 | 4,066 | 22,631 | 16,918 | 3,516 | 22,225 | 17,258 |
| | 1987 | 123,499 | 115,195 | 34,524 | 8,477 | 14,808 | 13,271 | 4,612 | 3,515 | 20,920 | 16,035 | 3,040 | 20,544 | 16,357 |
| **LONGVIEW - MARSHALL** | 1990 | 207,351 | 194,822 | 76,472 | 43,111 | 21,032 | 14,165 | 7,456 | 4,068 | 13,960 | 7,656 | 4,207 | 15,326 | 10,651 |
| | 1987 | 175,313 | 165,053 | 61,009 | 32,369 | 17,818 | 12,466 | 6,598 | 3,597 | 12,292 | 6,775 | 3,725 | 13,509 | 9,426 |
| **LUBBOCK** | 1990 | 272,891 | 250,971 | 83,189 | 26,966 | 32,262 | 17,607 | 6,497 | 5,637 | 21,279 | 6,110 | 6,997 | 23,079 | 12,606 |
| | 1987 | 220,622 | 203,383 | 68,224 | 22,124 | 26,145 | 15,539 | 6,331 | 4,742 | 18,711 | 5,954 | 5,886 | 21,035 | 12,285 |
| **McALLEN - EDINBURG - MISSION** | 1990 | 371,399 | 350,390 | 88,071 | 29,551 | 35,086 | 26,533 | 8,867 | 12,782 | 35,376 | 18,677 | 7,303 | 27,764 | 17,735 |
| | 1987 | 291,603 | 274,938 | 71,250 | 24,738 | 27,531 | 22,207 | 7,884 | 10,370 | 30,132 | 16,606 | 5,925 | 23,877 | 15,768 |

# 1990 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1990
U.S. CENSUS 1987

Merchandise Line Sales

| METRO AREA | Year | Home Computers & Calculators | | Furniture & Sleep Equipment | | Men's & Boys' Clothing | | | Women's & Girls' Clothing | | | Footwear | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | In All Stores ($000) | In Radio/TV Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) |
| **TENNESSEE (continued)** | | | | | | | | | | | | | | |
| **NASHVILLE** | 1990 | 67,859 | 16,385 | 144,475 | 120,568 | 224,290 | 89,312 | 116,365 | 477,363 | 217,476 | 234,668 | 119,511 | 80,900 | 28,940 |
| | 1987 | 57,895 | 14,066 | 124,196 | 103,767 | 187,828 | 73,275 | 99,083 | 399,527 | 178,425 | 199,814 | 98,923 | 66,374 | 24,642 |
| **NONMETRO PORTION OF STATE** | 1990 | 8,877 | 4,539 | 117,412 | 107,196 | 146,111 | 65,023 | 62,246 | 287,275 | 120,415 | 129,986 | 87,711 | 50,443 | 22,631 |
| | 1987 | 8,136 | 4,275 | 110,528 | 101,500 | 132,080 | 62,368 | 53,047 | 258,912 | 115,492 | 110,784 | 80,308 | 48,383 | 19,273 |
| **TOTAL STATE** | 1990 | 135,180 | 56,056 | 610,633 | 497,288 | 872,919 | 357,483 | 424,420 | 1,818,585 | 854,438 | 817,413 | 484,608 | 322,542 | 112,564 |
| | 1987 | 118,710 | 50,535 | 550,544 | 451,914 | 755,378 | 308,333 | 368,906 | 1,571,485 | 733,971 | 710,230 | 417,831 | 278,059 | 97,763 |
| **TEXAS** | | | | | | | | | | | | | | |
| **ABILENE** | 1990 | 3,636 | 2,334 | 20,042 | 14,090 | 23,356 | 8,289 | 13,714 | 50,537 | 21,864 | 26,530 | 16,067 | 11,164 | 3,461 |
| | 1987 | 3,333 | 2,225 | 18,554 | 13,432 | 20,725 | 7,801 | 11,761 | 45,188 | 20,577 | 22,753 | 14,701 | 10,507 | 2,968 |
| **AMARILLO** | 1990 | 8,670 | 4,117 | 32,172 | 19,854 | 57,309 | 27,832 | 23,161 | 120,057 | 61,161 | 47,395 | 30,216 | 21,533 | 6,112 |
| | 1987 | 7,308 | 3,733 | 27,769 | 17,917 | 47,026 | 24,242 | 18,036 | 98,924 | 53,272 | 36,938 | 25,462 | 18,755 | 4,758 |
| **AUSTIN** | 1990 | 24,974 | 13,461 | 107,409 | 77,069 | 158,504 | 77,287 | 66,759 | 325,546 | 176,911 | 122,892 | 106,045 | 73,033 | 15,707 |
| | 1987 | 20,655 | 11,479 | 90,532 | 65,681 | 129,608 | 63,248 | 55,724 | 266,526 | 144,775 | 102,569 | 85,638 | 59,767 | 13,100 |
| **BEAUMONT - PORT ARTHUR** | 1990 | 10,530 | 4,681 | 38,791 | 24,196 | 71,429 | 29,269 | 33,308 | 152,445 | 70,721 | 67,230 | 39,834 | 25,826 | 9,315 |
| | 1987 | 9,458 | 4,357 | 34,843 | 22,689 | 62,418 | 27,568 | 27,561 | 134,224 | 66,611 | 55,622 | 35,902 | 24,325 | 7,714 |
| **BRAZORIA** | 1990 | 2,117 | 811 | 12,275 | 8,786 | 23,348 | 9,880 | 11,049 | 47,658 | 21,462 | 23,076 | 13,676 | 9,198 | 3,497 |
| | 1987 | 1,822 | 772 | 11,253 | 8,366 | 19,555 | 8,656 | 8,948 | 40,001 | 18,804 | 18,686 | 11,674 | 8,059 | 2,832 |
| **BROWNSVILLE - HARLINGEN** | 1990 | 5,198 | 3,608 | 23,196 | 17,035 | 46,428 | 25,515 | 18,972 | 100,101 | 56,323 | 35,402 | 29,100 | 20,539 | 4,573 |
| | 1987 | 4,728 | 3,420 | 21,228 | 16,147 | 38,239 | 21,177 | 15,453 | 82,489 | 46,747 | 28,836 | 24,030 | 17,047 | 3,725 |
| **BRYAN - COLLEGE STATION** | 1990 | 2,934 | 1,722 | 13,276 | 9,294 | 23,712 | 9,567 | 10,928 | 46,519 | 19,457 | 21,514 | 13,628 | 9,971 | 2,476 |
| | 1987 | 2,448 | 1,459 | 11,217 | 7,873 | 20,883 | 8,679 | 9,582 | 41,094 | 17,651 | 18,865 | 12,133 | 9,045 | 2,171 |
| **CORPUS CHRISTI** | 1990 | 10,531 | 6,943 | 36,625 | 24,203 | 49,474 | 17,271 | 24,817 | 115,733 | 55,291 | 45,736 | 38,962 | 26,164 | 6,153 |
| | 1987 | 9,566 | 6,588 | 33,411 | 22,983 | 42,371 | 15,453 | 20,831 | 99,928 | 49,469 | 38,390 | 33,942 | 23,409 | 5,165 |
| **DALLAS** | 1990 | 90,725 | 50,466 | 469,469 | 299,735 | 726,881 | 308,866 | 332,895 | 1,459,005 | 692,611 | 620,793 | 406,907 | 292,823 | 78,179 |
| | 1987 | 73,880 | 42,948 | 386,865 | 255,472 | 580,736 | 253,897 | 261,437 | 1,169,210 | 569,344 | 487,846 | 329,553 | 240,708 | 61,398 |
| ***DALLAS - FORT WORTH CONSOLIDATED AREA*** | *1990* | *135,445* | *79,300* | *670,222* | *435,578* | *1,009,741* | *412,793* | *478,885* | *2,011,228* | *912,067* | *889,671* | *574,334* | *414,847* | *108,637* |
| | *1987* | *109,686* | *66,147* | *548,104* | *364,717* | *811,918* | *342,170* | *378,467* | *1,621,647* | *755,743* | *703,386* | *469,248* | *344,351* | *85,815* |
| **EL PASO** | 1990 | 15,800 | 10,755 | 80,467 | 62,625 | 109,280 | 41,061 | 55,579 | 213,403 | 84,883 | 99,809 | 71,193 | 51,003 | 14,874 |
| | 1987 | 13,008 | 8,900 | 66,437 | 51,823 | 91,950 | 35,910 | 45,775 | 179,805 | 74,235 | 82,202 | 61,121 | 44,605 | 12,250 |
| **FORT WORTH - ARLINGTON** | 1990 | 44,720 | 28,834 | 200,753 | 135,843 | 282,860 | 103,927 | 145,990 | 552,223 | 219,456 | 268,878 | 167,427 | 122,024 | 30,458 |
| | 1987 | 35,806 | 23,199 | 161,239 | 109,245 | 231,182 | 88,273 | 117,030 | 452,437 | 186,399 | 215,540 | 139,695 | 103,643 | 24,417 |
| **GALVESTON - TEXAS CITY** | 1990 | 4,479 | 2,536 | 16,184 | 10,463 | 45,061 | 17,104 | 25,113 | 101,339 | 46,762 | 49,811 | 26,863 | 17,357 | 7,472 |
| | 1987 | 3,660 | 2,167 | 13,440 | 8,943 | 36,346 | 14,695 | 19,470 | 82,474 | 40,176 | 38,618 | 22,273 | 14,912 | 5,793 |
| **HOUSTON** | 1990 | 151,137 | 103,407 | 449,310 | 319,169 | 764,998 | 359,281 | 315,502 | 1,466,425 | 727,250 | 613,223 | 397,210 | 281,048 | 78,157 |
| | 1987 | 128,902 | 89,571 | 387,126 | 276,667 | 654,044 | 311,536 | 268,063 | 1,255,855 | 630,606 | 521,124 | 340,856 | 243,701 | 66,423 |
| ***HOUSTON - GALVESTON - BRAZORIA CONSOLIDATED AREA*** | *1990* | *157,733* | *106,754* | *477,769* | *338,418* | *833,407* | *386,265* | *351,664* | *1,615,422* | *795,474* | *686,110* | *437,749* | *307,603* | *89,126* |
| | *1987* | *134,384* | *92,510* | *411,819* | *293,976* | *709,945* | *334,887* | *296,481* | *1,378,330* | *689,586* | *578,430* | *374,803* | *266,672* | *75,048* |
| **KILLEEN - TEMPLE** | 1990 | 5,433 | 3,638 | 32,884 | 24,955 | 32,190 | 12,075 | 17,849 | 67,616 | 24,200 | 37,723 | 19,002 | 11,683 | 4,784 |
| | 1987 | 4,500 | 2,981 | 27,366 | 20,854 | 27,124 | 10,632 | 14,658 | 56,884 | 21,307 | 30,978 | 16,252 | 10,286 | 3,929 |
| **LAREDO** | 1990 | 6,819 | 5,271 | 9,662 | 3,508 | 39,539 | 20,433 | 16,704 | 67,434 | 35,990 | 26,594 | 20,724 | 16,098 | 2,857 |
| | 1987 | 6,312 | 4,996 | 8,603 | 3,325 | 35,832 | 19,383 | 14,440 | 61,232 | 34,140 | 22,990 | 19,226 | 15,271 | 2,470 |
| **LONGVIEW - MARSHALL** | 1990 | 6,000 | 2,963 | 22,275 | 19,038 | 31,389 | 17,453 | 12,004 | 62,383 | 35,616 | 22,768 | 21,066 | 14,959 | 3,960 |
| | 1987 | 5,249 | 2,652 | 19,689 | 16,848 | 28,011 | 15,756 | 10,628 | 55,714 | 32,155 | 20,159 | 18,807 | 13,505 | 3,506 |
| **LUBBOCK** | 1990 | 9,262 | 4,265 | 37,348 | 26,141 | 52,564 | 24,100 | 24,878 | 103,185 | 49,973 | 50,144 | 35,998 | 27,437 | 6,026 |
| | 1987 | 8,445 | 4,156 | 35,000 | 25,475 | 44,258 | 20,476 | 20,928 | 87,167 | 42,459 | 42,183 | 30,385 | 23,312 | 5,069 |
| **McALLEN - EDINBURG - MISSION** | 1990 | 9,908 | 6,524 | 44,478 | 33,488 | 62,423 | 32,600 | 26,477 | 121,585 | 62,143 | 51,583 | 38,052 | 26,488 | 6,391 |
| | 1987 | 8,526 | 5,800 | 38,730 | 29,774 | 54,282 | 30,134 | 21,480 | 105,562 | 57,442 | 41,848 | 33,787 | 24,484 | 5,185 |

# 1990 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1990
U.S. CENSUS 1987

| METRO AREA | Year | Merchandise Line Sales: Groceries & Other Foods | | Drugs & Health & Beauty Aids | | | Major Household Appliances | | | TVs, Video Recorders & Tapes | | | Audio Equipment, Musical Instruments & Supplies | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | In All Stores ($000) | In Food Stores ($000) | In All Stores ($000) | In Drug-stores ($000) | In Food Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) |
| **TEXAS (continued)** | | | | | | | | | | | | | | |
| **MIDLAND** | 1990 | **139,773** | **126,488** | **58,024** | **20,299** | **28,417** | **5,858** | **1,610** | **3,353** | **8,941** | **3,342** | **3,382** | **7,670** | **3,073** |
| | 1987 | 115,375 | 103,825 | 46,788 | 15,479 | 23,326 | 5,509 | 1,823 | 2,865 | 8,584 | 3,784 | 2,890 | 7,395 | 3,480 |
| **ODESSA** | 1990 | **134,725** | **128,611** | **56,831** | **18,293** | **29,783** | **8,257** | **2,826** | **3,985** | **6,454** | **1,440** | **3,530** | **7,446** | **5,120** |
| | 1987 | 114,804 | 109,104 | 48,746 | 14,805 | 25,266 | 8,796 | 3,289 | 3,998 | 6,659 | 1,676 | 3,541 | 8,226 | 5,958 |
| **SAN ANGELO** | 1990 | **99,588** | **90,823** | **34,816** | **11,727** | **14,498** | **9,066** | **3,964** | **2,779** | **7,932** | **4,071** | **2,404** | **8,438** | **5,664** |
| | 1987 | 85,974 | 78,872 | 29,902 | 9,835 | 12,590 | 8,029 | 3,540 | 2,419 | 7,018 | 3,635 | 2,092 | 7,477 | 5,058 |
| **SAN ANTONIO** | 1990 | **1,387,056** | **1,311,968** | **448,098** | **165,585** | **192,448** | **104,262** | **51,244** | **38,674** | **98,458** | **46,773** | **28,286** | **97,372** | **67,920** |
| | 1987 | 1,115,052 | 1,053,226 | 351,088 | 123,464 | 154,495 | 87,450 | 44,204 | 32,131 | 82,340 | 40,346 | 23,495 | 82,433 | 58,588 |
| **SHERMAN - DENISON** | 1990 | **116,844** | **107,971** | **60,181** | **29,744** | **21,464** | **9,140** | **2,656** | **3,860** | **7,432** | **2,727** | **3,755** | **6,075** | **3,794** |
| | 1987 | 92,525 | 85,492 | 47,329 | 22,970 | 16,995 | 7,672 | 2,367 | 3,142 | 6,273 | 2,430 | 3,057 | 5,232 | 3,381 |
| **TEXARKANA** | 1990 | **131,440** | **116,151** | **52,743** | **16,136** | **17,268** | **14,586** | **7,258** | **4,553** | **11,471** | **5,588** | **4,697** | **8,265** | **4,682** |
| | 1987 | 109,666 | 97,517 | 43,194 | 13,563 | 14,498 | 12,058 | 6,254 | 3,543 | 9,427 | 4,815 | 3,662 | 6,854 | 4,034 |
| **TYLER** | 1990 | **183,586** | **174,517** | **58,699** | **27,943** | **19,446** | **16,423** | **4,939** | **7,164** | **17,739** | **7,554** | **4,093** | **16,449** | **8,716** |
| | 1987 | 145,138 | 137,226 | 46,496 | 22,006 | 15,291 | 13,673 | 4,274 | 5,800 | 14,778 | 6,536 | 3,314 | 13,778 | 7,542 |
| **VICTORIA** | 1990 | **95,751** | **90,528** | **34,402** | **10,805** | **16,666** | **5,714** | **2,592** | **2,498** | **5,979** | **2,970** | **2,160** | **4,846** | **3,184** |
| | 1987 | 77,108 | 72,261 | 27,903 | 8,385 | 13,305 | 5,088 | 2,291 | 2,225 | 5,310 | 2,625 | 1,924 | 4,303 | 2,815 |
| **WACO** | 1990 | **205,912** | **186,404** | **74,765** | **26,037** | **31,659** | **14,666** | **3,325** | **7,189** | **14,554** | **4,766** | **4,220** | **20,304** | **7,694** |
| | 1987 | 166,893 | 151,458 | 60,200 | 20,537 | 25,724 | 12,382 | 2,949 | 5,898 | 12,252 | 4,226 | 3,462 | 17,052 | 6,823 |
| **WICHITA FALLS** | 1990 | **105,042** | **93,900** | **49,538** | **24,079** | **12,070** | **14,305** | **6,671** | **6,870** | **11,905** | **5,553** | **3,883** | **12,940** | **6,787** |
| | 1987 | 91,492 | 82,267 | 39,996 | 18,322 | 10,575 | 12,922 | 6,579 | 5,658 | 10,751 | 5,476 | 3,198 | 11,797 | 6,693 |
| **NONMETRO PORTION OF STATE** | 1990 | **3,343,619** | **3,158,493** | **899,508** | **493,487** | **271,736** | **176,267** | **83,357** | **33,008** | **120,312** | **48,217** | **28,932** | **86,805** | **37,179** |
| | 1987 | 2,770,430 | 2,615,677 | 739,095 | 401,214 | 225,038 | 156,972 | 77,412 | 27,445 | 105,501 | 44,782 | 24,073 | 76,187 | 34,535 |
| **TOTAL STATE** | 1990 | **19,302,759** | **18,106,079** | **6,080,833** | **2,499,561** | **2,282,734** | **1,320,865** | **582,304** | **458,457** | **1,307,366** | **599,184** | **369,945** | **1,294,034** | **829,585** |
| | 1987 | 15,591,697 | 14,614,654 | 4,873,437 | 1,972,881 | 1,837,598 | 1,117,610 | 510,914 | 377,536 | 1,100,036 | 522,206 | 305,047 | 1,099,973 | 721,740 |
| **UTAH** | | | | | | | | | | | | | | |
| **PROVO - OREM** | 1990 | **230,766** | **207,066** | **63,349** | **27,296** | **20,454** | **13,387** | **7,491** | **3,866** | **13,914** | **7,309** | **3,314** | **17,382** | **11,755** |
| | 1987 | 185,189 | 167,007 | 47,496 | 18,697 | 16,497 | 10,882 | 6,209 | 3,082 | 11,217 | 6,058 | 2,642 | 14,185 | 9,743 |
| **SALT LAKE CITY - OGDEN** | 1990 | **1,225,966** | **1,083,478** | **319,597** | **77,882** | **161,299** | **92,921** | **57,349** | **21,750** | **100,178** | **63,181** | **16,565** | **99,773** | **69,499** |
| | 1987 | 985,722 | 871,170 | 253,617 | 61,182 | 129,693 | 72,709 | 44,722 | 17,188 | 78,234 | 49,270 | 13,083 | 77,817 | 54,197 |
| **NONMETRO PORTION OF STATE** | 1990 | **344,462** | **314,096** | **79,714** | **34,484** | **33,833** | **17,981** | **12,946** | **1,525** | **10,579** | **7,458** | **849** | **8,828** | **5,839** |
| | 1987 | 290,031 | 264,186 | 63,957 | 25,974 | 28,457 | 14,737 | 10,499 | 1,269 | 8,633 | 6,047 | 706 | 7,245 | 4,734 |
| **TOTAL STATE** | 1990 | **1,801,194** | **1,604,640** | **462,660** | **139,662** | **215,586** | **124,289** | **77,786** | **27,141** | **124,671** | **77,948** | **20,728** | **125,983** | **87,093** |
| | 1987 | 1,460,942 | 1,302,363 | 365,070 | 105,853 | 174,647 | 98,328 | 61,430 | 21,539 | 98,084 | 61,375 | 16,431 | 99,247 | 68,674 |
| **VERMONT** | | | | | | | | | | | | | | |
| **BURLINGTON** | 1990 | **224,216** | **204,606** | **42,446** | **23,794** | **13,496** | **11,992** | **5,412** | **3,283** | **6,075** | **3,092** | **2,052** | **14,050** | **10,565** |
| | 1987 | 183,559 | 165,714 | 38,369 | 22,067 | 10,931 | 11,254 | 4,769 | 3,478 | 5,831 | 2,725 | 2,174 | 12,912 | 9,310 |
| **NONMETRO PORTION OF STATE** | 1990 | **632,983** | **583,396** | **112,277** | **67,015** | **36,174** | **26,832** | **13,060** | **3,586** | **11,834** | **6,462** | **2,920** | **26,533** | **19,523** |
| | 1987 | 537,039 | 489,880 | 102,748 | 63,233 | 30,376 | 24,317 | 11,002 | 3,627 | 10,805 | 5,442 | 2,939 | 23,411 | 16,445 |
| **TOTAL STATE** | 1990 | **857,199** | **788,002** | **154,723** | **90,809** | **49,670** | **38,824** | **18,472** | **6,869** | **17,909** | **9,554** | **4,972** | **40,583** | **30,088** |
| | 1987 | 720,598 | 655,594 | 141,117 | 85,300 | 41,307 | 35,571 | 15,771 | 7,105 | 16,636 | 8,167 | 5,113 | 36,323 | 25,755 |
| **VIRGINIA** | | | | | | | | | | | | | | |
| **CHARLOTTESVILLE** | 1990 | **190,200** | **183,335** | **52,042** | **26,277** | **17,155** | **12,272** | **4,262** | **3,958** | **10,080** | **5,480** | **2,263** | **60,583** | **7,029** |
| | 1987 | 158,473 | 152,891 | 40,674 | 19,561 | 14,307 | 10,352 | 3,790 | 3,301 | 8,627 | 4,873 | 1,887 | 44,117 | 6,251 |
| **DANVILLE** | 1990 | **137,753** | **128,580** | **42,347** | **28,068** | **6,413** | **8,350** | **3,161** | **3,595** | **5,134** | **3,287** | **1,155** | **6,803** | **4,501** |
| | 1987 | 116,486 | 109,949 | 31,217 | 19,883 | 5,484 | 6,732 | 2,761 | 2,614 | 4,278 | 2,871 | 840 | 5,665 | 3,931 |

yes

# 1990 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1990
U.S. CENSUS: 1987

Merchandise Line Sales

| METRO AREA | Year | Home Computers & Calculators | | Furniture & Sleep Equipment | | Men's & Boys' Clothing | | | Women's & Girls' Clothing | | | Footwear | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | In All Stores ($000) | In Radio/TV Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) |
| **TEXAS (continued)** | | | | | | | | | | | | | | |
| **MIDLAND** | 1990 | **2,692** | **1,282** | **14,351** | **7,708** | **22,007** | **8,173** | **11,256** | **56,063** | **25,880** | **25,669** | **14,923** | **10,397** | **3,277** |
| | 1987 | 2,660 | 1,452 | 14,496 | 8,728 | 19,144 | 7,306 | 9,618 | 48,895 | 23,136 | 21,933 | 13,150 | 9,295 | 2,800 |
| **ODESSA** | 1990 | **2,284** | **1,054** | **13,394** | **10,453** | **22,376** | **9,212** | **12,023** | **46,063** | **19,602** | **25,021** | **17,247** | **12,199** | **3,357** |
| | 1987 | 2,436 | 1,226 | 15,177 | 12,164 | 22,236 | 9,053 | 12,061 | 45,663 | 19,264 | 25,100 | 16,952 | 11,989 | 3,368 |
| **SAN ANGELO** | 1990 | **2,967** | **1,188** | **13,267** | **10,124** | **20,066** | **10,289** | **7,737** | **40,483** | **21,849** | **15,475** | **12,244** | **9,357** | **2,329** |
| | 1987 | 2,633 | 1,061 | 11,824 | 9,040 | 17,605 | 9,076 | 6,734 | 35,493 | 19,273 | 13,468 | 10,772 | 8,254 | 2,027 |
| **SAN ANTONIO** | 1990 | **29,328** | **16,722** | **177,710** | **116,320** | **251,748** | **118,025** | **111,162** | **537,304** | **289,220** | **203,657** | **171,387** | **131,463** | **25,061** |
| | 1987 | 24,640 | 14,525 | 150,722 | 100,338 | 204,876 | 95,124 | 92,356 | 437,955 | 233,100 | 169,164 | 138,552 | 105,955 | 20,809 |
| **SHERMAN - DENISON** | 1990 | **2,862** | **1,676** | **9,443** | **6,782** | **18,088** | **5,358** | **10,641** | **40,281** | **14,978** | **21,385** | **10,788** | **6,675** | **3,026** |
| | 1987 | 2,463 | 1,493 | 8,242 | 6,043 | 15,341 | 4,968 | 8,662 | 34,478 | 13,889 | 17,409 | 9,535 | 6,190 | 2,463 |
| **TEXARKANA** | 1990 | **3,636** | **1,299** | **15,272** | **11,395** | **26,758** | **8,169** | **15,701** | **54,396** | **18,655** | **30,462** | **13,477** | **7,891** | **3,488** |
| | 1987 | 3,014 | 1,130 | 12,870 | 9,819 | 21,957 | 7,515 | 12,242 | 45,002 | 17,225 | 23,751 | 11,639 | 7,279 | 2,720 |
| **TYLER** | 1990 | **4,765** | **1,754** | **31,050** | **22,372** | **32,241** | **13,887** | **14,713** | **69,235** | **34,577** | **29,297** | **23,537** | **16,499** | **3,966** |
| | 1987 | 3,942 | 1,518 | 26,431 | 19,358 | 26,921 | 12,078 | 11,911 | 58,061 | 30,074 | 23,718 | 20,001 | 14,350 | 3,211 |
| **VICTORIA** | 1990 | **5,217** | **4,824** | **10,230** | **7,990** | **16,974** | **7,878** | **8,440** | **34,373** | **15,658** | **16,271** | **11,080** | **7,323** | **2,093** |
| | 1987 | 4,623 | 4,264 | 9,104 | 7,063 | 15,149 | 7,025 | 7,518 | 30,548 | 13,963 | 14,494 | 9,813 | 6,530 | 1,864 |
| **WACO** | 1990 | **4,309** | **1,724** | **25,779** | **18,267** | **37,425** | **14,641** | **20,160** | **77,666** | **29,666** | **40,165** | **26,437** | **17,518** | **5,782** |
| | 1987 | 3,644 | 1,529 | 22,410 | 16,199 | 31,400 | 12,712 | 16,540 | 65,079 | 25,757 | 32,953 | 22,502 | 15,210 | 4,744 |
| **WICHITA FALLS** | 1990 | **3,869** | **1,744** | **15,027** | **10,991** | **31,881** | **11,878** | **18,220** | **57,141** | **19,421** | **32,706** | **17,044** | **11,010** | **4,779** |
| | 1987 | 3,494 | 1,720 | 14,212 | 10,839 | 26,679 | 10,130 | 15,006 | 47,684 | 16,563 | 26,937 | 14,392 | 9,390 | 3,936 |
| **NONMETRO PORTION OF STATE** | 1990 | **35,421** | **13,628** | **193,660** | **130,350** | **333,954** | **150,491** | **110,860** | **648,430** | **300,972** | **212,772** | **164,523** | **102,093** | **27,980** |
| | 1987 | 31,053 | 12,503 | 174,234 | 121,051 | 293,133 | 139,254 | 92,140 | 569,843 | 278,506 | 176,834 | 146,568 | 94,478 | 23,289 |
| **TOTAL STATE** | 1990 | **509,734** | **303,037** | **2,163,717** | **1,480,995** | **3,409,051** | **1,498,533** | **1,514,225** | **6,823,442** | **3,248,868** | **2,879,350** | **1,971,895** | **1,389,298** | **369,050** |
| | 1987 | 431,769 | 263,619 | 1,851,081 | 1,292,834 | 2,854,906 | 1,290,494 | 1,244,865 | 5,724,319 | 2,793,277 | 2,368,557 | 1,666,897 | 1,192,803 | 303,720 |
| **UTAH** | | | | | | | | | | | | | | |
| **PROVO - OREM** | 1990 | **8,577** | **3,332** | **20,906** | **15,286** | **36,324** | **13,135** | **20,987** | **66,264** | **29,599** | **32,308** | **22,855** | **17,205** | **3,314** |
| | 1987 | 6,751 | 2,762 | 17,105 | 12,670 | 28,265 | 9,873 | 16,731 | 51,377 | 22,248 | 25,756 | 17,320 | 12,932 | 2,642 |
| **SALT LAKE CITY - OGDEN** | 1990 | **48,405** | **21,963** | **190,323** | **165,243** | **238,963** | **94,471** | **126,554** | **451,808** | **216,981** | **208,435** | **137,473** | **101,372** | **22,457** |
| | 1987 | 37,593 | 17,168 | 148,632 | 128,860 | 183,430 | 69,520 | 100,039 | 344,914 | 159,673 | 164,762 | 102,856 | 74,599 | 17,750 |
| **NONMETRO PORTION OF STATE** | 1990 | **3,504** | **1,640** | **23,460** | **21,461** | **38,111** | **18,011** | **10,976** | **59,532** | **29,216** | **17,474** | **23,062** | **14,986** | **2,002** |
| | 1987 | 2,933 | 1,380 | 19,044 | 17,401 | 30,606 | 13,630 | 9,155 | 47,684 | 22,110 | 14,576 | 18,124 | 11,341 | 1,669 |
| **TOTAL STATE** | 1990 | **60,486** | **26,935** | **234,689** | **201,990** | **313,398** | **125,617** | **158,517** | **577,604** | **275,796** | **258,217** | **183,390** | **133,564** | **27,773** |
| | 1987 | 47,277 | 21,310 | 184,781 | 158,931 | 242,301 | 93,023 | 125,925 | 443,975 | 204,031 | 205,094 | 138,300 | 98,872 | 22,061 |
| **VERMONT** | | | | | | | | | | | | | | |
| **BURLINGTON** | 1990 | **5,156** | **4,310** | **23,916** | **20,421** | **32,931** | **17,886** | **9,848** | **56,488** | **32,919** | **16,084** | **12,957** | **9,388** | **1,477** |
| | 1987 | 4,655 | 3,795 | 21,653 | 17,996 | 33,281 | 18,136 | 10,434 | 57,178 | 33,377 | 17,042 | 12,977 | 9,518 | 1,565 |
| **NONMETRO PORTION OF STATE** | 1990 | **11,261** | **8,023** | **48,024** | **42,682** | **69,831** | **36,772** | **13,738** | **108,932** | **55,797** | **22,511** | **26,093** | **17,052** | **2,226** |
| | 1987 | 9,642 | 6,721 | 41,323 | 35,952 | 68,504 | 36,253 | 13,829 | 106,728 | 55,008 | 22,660 | 25,491 | 16,811 | 2,237 |
| **TOTAL STATE** | 1990 | **16,417** | **12,333** | **71,940** | **63,103** | **102,762** | **54,658** | **23,586** | **165,420** | **88,716** | **38,595** | **39,050** | **26,440** | **3,703** |
| | 1987 | 14,297 | 10,516 | 62,976 | 53,948 | 101,785 | 54,389 | 24,263 | 163,906 | 88,385 | 39,702 | 38,468 | 26,329 | 3,802 |
| **VIRGINIA** | | | | | | | | | | | | | | |
| **CHARLOTTESVILLE** | 1990 | **4,437** | **2,638** | **24,405** | **18,100** | **31,889** | **15,769** | **12,543** | **82,707** | **35,676** | **23,789** | **17,561** | **12,352** | **3,487** |
| | 1987 | 3,757 | 2,354 | 21,270 | 16,095 | 26,734 | 13,431 | 10,451 | 67,205 | 30,387 | 19,828 | 14,707 | 10,521 | 2,908 |
| **DANVILLE** | 1990 | **1,831** | **820** | **15,668** | **14,076** | **20,463** | **2,620** | **15,748** | **35,929** | **5,180** | **26,619** | **7,892** | **3,792** | **2,825** |
| | 1987 | 1,475 | 709 | 13,562 | 12,295 | 17,427 | 4,255 | 11,450 | 31,113 | 8,413 | 19,354 | 9,211 | 6,159 | 2,054 |

# 1990 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1990
U.S. CENSUS 1987

Merchandise Line Sales

| METRO AREA | Year | Groceries & Other Foods | | Drugs & Health & Beauty Aids | | | Major Household Appliances | | | TVs, Video Recorders & Tapes | | | Audio Equipment, Musical Instruments & Supplies | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | In All Stores ($000) | In Food Stores ($000) | In All Stores ($000) | In Drug-stores ($000) | In Food Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) |
| **VIRGINIA (continued)** | | | | | | | | | | | | | | |
| **LYNCHBURG** | 1990 | 185,086 | 175,136 | 59,927 | 38,185 | 9,325 | 14,431 | 5,281 | 3,938 | 10,531 | 6,227 | 2,355 | 10,005 | 5,928 |
| | 1987 | 158,758 | 151,113 | 45,642 | 27,292 | 8,046 | 12,670 | 4,840 | 3,280 | 9,328 | 5,707 | 1,969 | 8,791 | 5,434 |
| **NORFOLK - VIRGINIA BEACH - NEWPORT NEWS** | 1990 | 1,522,216 | 1,409,194 | 411,570 | 244,042 | 90,518 | 119,199 | 41,832 | 47,617 | 93,756 | 54,033 | 27,778 | 91,208 | 69,718 |
| | 1987 | 1,254,302 | 1,165,192 | 308,877 | 171,889 | 74,844 | 100,032 | 37,156 | 38,638 | 80,441 | 47,994 | 22,540 | 79,069 | 61,926 |
| **RICHMOND - PETERSBURG** | 1990 | 1,090,168 | 1,010,234 | 367,844 | 205,891 | 71,660 | 83,609 | 37,444 | 23,706 | 63,590 | 38,152 | 13,726 | 63,810 | 48,042 |
| | 1987 | 925,022 | 859,896 | 287,467 | 155,055 | 60,995 | 70,994 | 32,450 | 20,347 | 54,448 | 33,063 | 11,780 | 54,568 | 41,635 |
| **ROANOKE** | 1990 | 297,243 | 266,429 | 93,228 | 55,444 | 16,905 | 24,785 | 10,628 | 6,517 | 19,949 | 11,722 | 3,294 | 26,616 | 16,763 |
| | 1987 | 261,723 | 238,200 | 72,779 | 41,527 | 15,114 | 20,759 | 9,599 | 5,211 | 17,190 | 10,688 | 2,636 | 22,941 | 15,140 |
| **NONMETRO PORTION OF STATE** | 1990 | 1,978,971 | 1,868,783 | 561,387 | 374,593 | 110,530 | 118,671 | 45,073 | 19,312 | 68,914 | 33,521 | 17,124 | 61,758 | 37,373 |
| | 1987 | 1,658,915 | 1,573,346 | 427,782 | 275,532 | 93,059 | 98,630 | 40,371 | 14,769 | 57,719 | 30,022 | 13,052 | 52,273 | 33,471 |
| **TOTAL STATE** | 1990 | 7,611,798 | 7,123,517 | 2,311,585 | 1,353,747 | 573,182 | 519,408 | 199,543 | 164,679 | 432,911 | 262,046 | 98,032 | 528,967 | 355,462 |
| | 1987 | 6,332,676 | 5,953,027 | 1,776,748 | 996,916 | 476,864 | 432,360 | 174,807 | 132,985 | 365,419 | 227,528 | 79,021 | 438,806 | 307,795 |
| **WASHINGTON** | | | | | | | | | | | | | | |
| **BELLINGHAM** | 1990 | 209,930 | 182,553 | 49,977 | 26,788 | 14,980 | 10,414 | 5,615 | 2,936 | 23,554 | 20,071 | 2,591 | 14,504 | 8,584 |
| | 1987 | 156,583 | 135,438 | 35,741 | 17,904 | 11,114 | 7,716 | 3,831 | 2,504 | 16,609 | 13,693 | 2,210 | 10,382 | 5,856 |
| **BREMERTON** | 1990 | 219,385 | 194,542 | 55,590 | 28,431 | 20,645 | 15,016 | 9,930 | 3,328 | 14,167 | 9,607 | 2,413 | 18,562 | 10,639 |
| | 1987 | 170,069 | 151,322 | 39,935 | 19,049 | 16,059 | 10,934 | 6,975 | 2,684 | 10,365 | 6,748 | 1,946 | 13,145 | 7,473 |
| **OLYMPIA** | 1990 | 191,672 | 181,502 | 57,032 | 24,594 | 24,677 | 16,095 | 9,650 | 3,457 | 9,356 | 6,199 | 2,507 | 16,963 | 11,184 |
| | 1987 | 150,382 | 143,134 | 41,690 | 15,804 | 19,461 | 12,306 | 7,144 | 3,164 | 7,399 | 4,589 | 2,294 | 12,521 | 8,279 |
| **RICHLAND - KENNEWICK - PASCO** | 1990 | 203,514 | 177,969 | 69,774 | 29,000 | 29,487 | 11,801 | 6,390 | 3,520 | 7,989 | 2,643 | 3,198 | 13,182 | 4,260 |
| | 1987 | 163,402 | 143,186 | 51,660 | 18,501 | 23,724 | 8,965 | 4,361 | 3,119 | 6,477 | 1,804 | 2,839 | 9,709 | 2,907 |
| **SEATTLE** | 1990 | 2,908,677 | 2,527,241 | 821,591 | 398,064 | 252,377 | 200,070 | 111,689 | 51,767 | 174,060 | 102,929 | 41,972 | 286,454 | 174,103 |
| | 1987 | 2,267,004 | 1,970,929 | 584,509 | 256,931 | 196,824 | 150,151 | 80,782 | 43,495 | 133,146 | 74,446 | 35,266 | 207,614 | 125,925 |
| ***SEATTLE - TACOMA CONSOLIDATED AREA*** | *1990* | *3,608,141* | *3,101,800* | *1,030,500* | *500,966* | *318,245* | *244,543* | *135,356* | *66,138* | *213,945* | *120,733* | *54,746* | *349,471* | *211,882* |
| | *1987* | *2,818,132* | *2,422,524* | *732,863* | *321,540* | *248,595* | *183,057* | *96,837* | *55,509* | *163,560* | *86,524* | *45,945* | *252,185* | *151,553* |
| **SPOKANE** | 1990 | 505,915 | 447,808 | 136,684 | 56,759 | 49,545 | 30,264 | 7,703 | 13,316 | 21,700 | 3,908 | 10,839 | 39,395 | 20,654 |
| | 1987 | 396,318 | 350,970 | 100,023 | 36,992 | 38,831 | 24,842 | 6,643 | 11,223 | 18,232 | 3,370 | 9,135 | 32,148 | 17,812 |
| **TACOMA** | 1990 | 699,464 | 574,559 | 208,909 | 102,902 | 65,868 | 44,473 | 23,667 | 14,371 | 39,885 | 17,804 | 12,774 | 63,017 | 37,779 |
| | 1987 | 551,128 | 451,595 | 148,354 | 64,609 | 51,771 | 32,906 | 16,055 | 12,014 | 30,414 | 12,078 | 10,679 | 44,571 | 25,628 |
| **VANCOUVER** | 1990 | 278,817 | 228,072 | 80,369 | 38,840 | 18,820 | 12,129 | 4,020 | 5,000 | 7,264 | 4,428 | 2,391 | 16,844 | 10,314 |
| | 1987 | 219,517 | 177,585 | 57,670 | 25,357 | 14,654 | 9,451 | 2,935 | 4,275 | 5,580 | 3,233 | 2,044 | 12,254 | 7,530 |
| **YAKIMA** | 1990 | 227,778 | 206,444 | 71,321 | 28,944 | 30,125 | 10,780 | 5,542 | 3,687 | 7,841 | 3,939 | 2,672 | 12,683 | 6,224 |
| | 1987 | 180,842 | 165,586 | 53,851 | 19,001 | 24,163 | 8,310 | 3,829 | 3,341 | 6,190 | 2,721 | 2,422 | 9,408 | 4,300 |
| **NONMETRO PORTION OF STATE** | 1990 | 1,121,018 | 1,042,460 | 313,840 | 169,976 | 122,987 | 45,001 | 19,714 | 7,912 | 25,560 | 15,072 | 4,319 | 43,614 | 24,547 |
| | 1987 | 899,940 | 840,529 | 231,984 | 114,003 | 99,163 | 34,677 | 13,808 | 7,175 | 19,476 | 10,557 | 4,107 | 31,524 | 17,193 |
| **TOTAL STATE** | 1990 | 6,566,170 | 5,763,150 | 1,865,087 | 904,298 | 629,511 | 396,043 | 203,920 | 109,294 | 331,376 | 186,600 | 85,876 | 525,218 | 308,288 |
| | 1987 | 5,155,185 | 4,530,274 | 1,345,417 | 588,151 | 495,764 | 300,258 | 146,363 | 92,994 | 253,888 | 133,239 | 72,942 | 383,276 | 222,903 |
| **WEST VIRGINIA** | | | | | | | | | | | | | | |
| **CHARLESTON** | 1990 | 309,380 | 295,993 | 112,424 | 66,738 | 18,674 | 25,067 | 9,507 | 9,767 | 19,573 | 10,565 | 6,018 | 17,720 | 12,074 |
| | 1987 | 282,096 | 269,809 | 93,018 | 53,371 | 17,022 | 22,199 | 8,816 | 8,323 | 17,501 | 9,796 | 5,128 | 15,952 | 11,195 |
| **HUNTINGTON - ASHLAND** | 1990 | 340,395 | 313,503 | 106,899 | 66,482 | 14,798 | 22,359 | 8,635 | 8,459 | 18,907 | 9,990 | 4,358 | 26,630 | 16,592 |
| | 1987 | 318,957 | 296,168 | 88,971 | 52,957 | 13,980 | 19,621 | 7,602 | 7,246 | 16,509 | 8,795 | 3,733 | 23,204 | 14,608 |
| **PARKERSBURG - MARIETTA** | 1990 | 178,027 | 161,488 | 54,703 | 28,579 | 9,462 | 16,716 | 5,171 | 9,267 | 10,598 | 5,218 | 4,000 | 11,142 | 5,869 |
| | 1987 | 163,120 | 149,108 | 48,545 | 25,419 | 8,737 | 14,436 | 4,385 | 7,980 | 9,085 | 4,424 | 3,434 | 9,525 | 4,977 |
| **STEUBENVILLE - WEIRTON** | 1990 | 141,073 | 130,645 | 46,541 | 28,362 | 6,121 | 9,984 | 3,589 | 3,298 | 6,794 | 3,731 | 1,849 | 7,303 | 3,845 |
| | 1987 | 136,600 | 127,834 | 41,450 | 25,202 | 5,989 | 8,424 | 2,915 | 2,796 | 5,642 | 3,030 | 1,571 | 6,063 | 3,123 |

# 1990 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1990
U.S. CENSUS: 1987

Merchandise Line Sales

| METRO AREA | Year | Home Computers & Calculators | | Furniture & Sleep Equipment | | Men's & Boys' Clothing | | | Women's & Girls' Clothing | | | Footwear | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | In All Stores ($000) | In Radio/TV Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) |
| **VIRGINIA (continued)** | | | | | | | | | | | | | | |
| **LYNCHBURG** | 1990 | 4,142 | 2,211 | 17,598 | 13,302 | 31,211 | 8,395 | 20,648 | 68,106 | 22,862 | 40,965 | 17,201 | 10,247 | 4,989 |
| | 1987 | 3,638 | 2,022 | 15,779 | 12,192 | 26,313 | 7,373 | 17,285 | 57,616 | 20,077 | 34,286 | 14,762 | 8,998 | 4,170 |
| **NORFOLK - VIRGINIA BEACH - NEWPORT NEWS** | 1990 | 35,900 | 18,026 | 236,644 | 176,618 | 289,422 | 126,191 | 122,676 | 792,236 | 260,762 | 238,176 | 161,310 | 110,482 | 27,710 |
| | 1987 | 30,540 | 16,124 | 205,857 | 156,879 | 239,140 | 108,156 | 99,827 | 636,267 | 223,493 | 193,748 | 134,718 | 94,692 | 22,533 |
| **RICHMOND - PETERSBURG** | 1990 | 25,194 | 13,494 | 143,661 | 107,032 | 176,958 | 80,370 | 79,329 | 394,871 | 183,312 | 174,697 | 94,915 | 66,690 | 18,447 |
| | 1987 | 21,243 | 11,744 | 122,905 | 92,759 | 151,415 | 69,856 | 67,562 | 338,232 | 159,332 | 148,888 | 81,193 | 57,966 | 15,711 |
| **ROANOKE** | 1990 | 11,402 | 6,717 | 43,294 | 33,527 | 59,047 | 20,868 | 30,395 | 142,848 | 51,371 | 61,336 | 56,018 | 23,278 | 5,764 |
| | 1987 | 9,721 | 6,018 | 38,055 | 30,282 | 48,729 | 18,464 | 24,306 | 115,857 | 45,451 | 48,892 | 43,904 | 20,595 | 4,614 |
| **NONMETRO PORTION OF STATE** | 1990 | 22,461 | 11,114 | 199,316 | 164,906 | 199,523 | 59,193 | 91,031 | 391,971 | 144,001 | 165,252 | 116,025 | 67,737 | 23,548 |
| | 1987 | 18,866 | 9,947 | 174,496 | 147,694 | 161,336 | 52,769 | 69,429 | 320,347 | 128,365 | 126,111 | 97,681 | 60,379 | 17,947 |
| **TOTAL STATE** | 1990 | 182,377 | 109,861 | 1,043,019 | 796,248 | 1,238,115 | 524,728 | 559,253 | 2,775,489 | 1,128,558 | 1,112,530 | 695,748 | 451,886 | 135,407 |
| | 1987 | 153,120 | 95,482 | 892,626 | 694,778 | 1,016,358 | 447,100 | 449,295 | 2,263,731 | 963,433 | 895,272 | 577,287 | 388,058 | 108,684 |
| **WASHINGTON** | | | | | | | | | | | | | | |
| **BELLINGHAM** | 1990 | 2,370 | 585 | 16,653 | 12,069 | 22,285 | 8,663 | 9,819 | 38,992 | 16,286 | 18,582 | 15,409 | 11,320 | 2,250 |
| | 1987 | 1,859 | 399 | 11,883 | 8,234 | 17,357 | 6,127 | 8,374 | 30,403 | 11,518 | 15,848 | 11,274 | 8,006 | 1,919 |
| **BREMERTON** | 1990 | 4,343 | 3,117 | 19,073 | 11,091 | 20,350 | 8,094 | 10,486 | 44,888 | 25,195 | 17,310 | 16,179 | 10,929 | 2,664 |
| | 1987 | 3,100 | 2,189 | 14,104 | 7,790 | 15,232 | 5,526 | 8,456 | 32,767 | 17,202 | 13,959 | 11,427 | 7,462 | 2,148 |
| **OLYMPIA** | 1990 | 5,289 | 4,063 | 11,395 | 6,838 | 21,884 | 5,196 | 14,520 | 46,504 | 19,655 | 24,028 | 14,345 | 9,015 | 2,765 |
| | 1987 | 3,983 | 3,008 | 8,805 | 5,062 | 18,921 | 3,826 | 13,289 | 38,763 | 14,473 | 21,990 | 11,277 | 6,638 | 2,531 |
| **RICHLAND - KENNEWICK - PASCO** | 1990 | 6,234 | 3,485 | 18,939 | 12,109 | 22,658 | 4,351 | 15,843 | 41,173 | 11,278 | 25,303 | 11,518 | 6,721 | 3,385 |
| | 1987 | 4,565 | 2,380 | 14,069 | 8,264 | 20,214 | 4,231 | 14,028 | 37,036 | 10,965 | 22,411 | 10,596 | 6,535 | 2,996 |
| **SEATTLE** | 1990 | 145,227 | 118,465 | 411,324 | 292,363 | 533,024 | 258,852 | 173,486 | 1,031,866 | 626,943 | 282,614 | 309,965 | 213,730 | 44,770 |
| | 1987 | 105,940 | 85,640 | 304,449 | 211,459 | 397,580 | 181,026 | 145,766 | 762,468 | 438,446 | 237,457 | 222,903 | 149,470 | 37,617 |
| ***SEATTLE - TACOMA CONSOLIDATED AREA*** | *1990* | *162,353* | *130,584* | *493,317* | *354,026* | *628,327* | *297,215* | *215,799* | *1,214,413* | *719,433* | *355,665* | *375,416* | *258,551* | *56,347* |
| | *1987* | *118,143* | *93,861* | *362,819* | *253,289* | *470,254* | *207,100* | *181,140* | *899,495* | *501,308* | *298,528* | *269,907* | *179,933* | *47,295* |
| **SPOKANE** | 1990 | 12,894 | 9,320 | 54,375 | 37,958 | 88,891 | 35,149 | 45,833 | 175,455 | 82,561 | 81,136 | 52,789 | 35,803 | 10,839 |
| | 1987 | 10,833 | 8,037 | 46,018 | 32,735 | 68,642 | 24,026 | 38,628 | 133,740 | 56,434 | 68,382 | 38,295 | 24,473 | 9,135 |
| **TACOMA** | 1990 | 17,126 | 12,119 | 81,993 | 61,663 | 95,303 | 38,363 | 42,313 | 182,547 | 92,490 | 73,051 | 65,451 | 44,821 | 11,577 |
| | 1987 | 12,203 | 8,221 | 58,370 | 41,830 | 72,674 | 26,074 | 35,374 | 137,027 | 62,862 | 61,071 | 47,004 | 30,463 | 9,678 |
| **VANCOUVER** | 1990 | 4,166 | 2,982 | 28,974 | 24,823 | 29,626 | 11,938 | 16,565 | 58,887 | 29,189 | 26,983 | 17,187 | 12,110 | 4,440 |
| | 1987 | 3,096 | 2,177 | 21,519 | 18,122 | 22,985 | 8,061 | 14,162 | 44,696 | 19,709 | 23,068 | 12,406 | 8,177 | 3,796 |
| **YAKIMA** | 1990 | 4,424 | 2,952 | 18,636 | 13,323 | 30,227 | 12,760 | 14,838 | 52,591 | 25,575 | 22,303 | 17,907 | 13,091 | 3,410 |
| | 1987 | 3,206 | 2,039 | 13,557 | 9,204 | 25,093 | 9,672 | 13,447 | 43,138 | 19,386 | 20,212 | 14,015 | 9,923 | 3,090 |
| **NONMETRO PORTION OF STATE** | 1990 | 18,156 | 13,180 | 68,599 | 57,012 | 89,487 | 47,017 | 24,223 | 150,144 | 87,709 | 37,514 | 50,296 | 32,733 | 6,329 |
| | 1987 | 13,009 | 9,294 | 49,292 | 39,932 | 73,038 | 35,595 | 21,963 | 121,531 | 66,402 | 34,063 | 39,856 | 24,781 | 5,740 |
| **TOTAL STATE** | 1990 | 220,229 | 170,268 | 729,961 | 529,249 | 953,735 | 430,383 | 367,926 | 1,823,047 | 1,016,881 | 608,824 | 571,046 | 390,273 | 92,429 |
| | 1987 | 161,794 | 123,384 | 542,066 | 382,632 | 731,736 | 304,164 | 313,487 | 1,381,569 | 717,397 | 518,461 | 419,053 | 275,928 | 78,650 |
| **WEST VIRGINIA** | | | | | | | | | | | | | | |
| **CHARLESTON** | 1990 | 4,583 | 1,779 | 33,896 | 24,222 | 53,240 | 15,733 | 31,050 | 108,968 | 36,780 | 58,490 | 28,361 | 18,031 | 6,740 |
| | 1987 | 3,939 | 1,655 | 30,651 | 22,460 | 46,636 | 15,074 | 26,458 | 96,145 | 35,241 | 49,839 | 25,866 | 17,276 | 5,743 |
| **HUNTINGTON - ASHLAND** | 1990 | 4,005 | 1,368 | 36,866 | 26,751 | 60,298 | 16,037 | 36,914 | 121,878 | 35,987 | 70,755 | 31,142 | 21,154 | 5,897 |
| | 1987 | 3,488 | 1,228 | 32,290 | 23,551 | 53,564 | 15,375 | 31,623 | 108,678 | 34,503 | 60,612 | 28,795 | 20,282 | 5,051 |
| **PARKERSBURG - MARIETTA** | 1990 | 2,373 | 909 | 22,247 | 15,512 | 29,243 | 5,807 | 18,224 | 64,836 | 14,549 | 33,514 | 15,392 | 9,915 | 3,974 |
| | 1987 | 2,043 | 780 | 18,976 | 13,153 | 26,078 | 5,843 | 15,693 | 57,855 | 14,639 | 28,859 | 14,683 | 9,976 | 3,429 |
| **STEUBENVILLE - WEIRTON** | 1990 | 2,409 | 1,013 | 11,759 | 8,517 | 20,409 | 4,766 | 12,133 | 39,195 | 12,254 | 19,969 | 8,899 | 5,393 | 2,202 |
| | 1987 | 2,013 | 828 | 9,680 | 6,916 | 18,060 | 4,772 | 10,249 | 35,151 | 12,264 | 16,868 | 8,399 | 5,427 | 1,862 |

# 1990 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1990
U.S. CENSUS: 1987

Merchandise Line Sales

| METRO AREA | Year | Groceries & Other Foods | | Drugs & Health & Beauty Aids | | | Major Household Appliances | | | TVs, Video Recorders & Tapes | | | Audio Equipment, Musical Instruments & Supplies | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | In All Stores ($000) | In Food Stores ($000) | In All Stores ($000) | In Drugstores ($000) | In Food Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) |
| **WEST VIRGINIA (continued)** | | | | | | | | | | | | | | |
| **WHEELING** | 1990 | **188,752** | **180,631** | **54,310** | **34,787** | **8,380** | **14,389** | **4,148** | **4,635** | **12,608** | **4,918** | **2,605** | **13,122** | **9,163** |
| | 1987 | 180,250 | 173,041 | 48,645 | 30,402 | 8,028 | 13,193 | 3,756 | 4,230 | 11,579 | 4,454 | 2,374 | 11,929 | 8,297 |
| **NONMETRO PORTION OF STATE** | 1990 | **1,161,103** | **1,082,828** | **387,342** | **270,105** | **62,753** | **73,354** | **19,838** | **17,926** | **45,953** | **19,662** | **11,256** | **41,970** | **22,598** |
| | 1987 | 1,075,082 | 1,007,439 | 329,267 | 221,766 | 58,383 | 67,529 | 19,645 | 16,049 | 43,447 | 19,470 | 10,079 | 39,833 | 22,378 |
| **TOTAL STATE** | 1990 | **1,926,381** | **1,805,007** | **641,548** | **421,441** | **102,628** | **134,310** | **41,836** | **43,181** | **92,397** | **43,527** | **24,745** | **92,032** | **54,280** |
| | 1987 | 1,777,821 | 1,671,349 | 542,507 | 343,882 | 94,998 | 122,383 | 40,116 | 37,946 | 85,588 | 41,751 | 21,771 | 85,660 | 52,238 |
| **WISCONSIN** | | | | | | | | | | | | | | |
| **APPLETON - OSHKOSH - NEENAH** | 1990 | **357,160** | **324,177** | **97,292** | **40,949** | **17,344** | **32,896** | **20,451** | **7,538** | **26,827** | **21,505** | **4,004** | **35,614** | **25,565** |
| | 1987 | 284,750 | 260,620 | 74,949 | 31,974 | 13,944 | 24,547 | 15,222 | 5,575 | 19,978 | 16,006 | 2,966 | 26,561 | 19,028 |
| **EAU CLAIRE** | 1990 | **184,117** | **156,291** | **41,636** | **17,415** | **6,701** | **14,252** | **6,651** | **5,293** | **10,823** | **6,987** | **3,382** | **14,153** | **9,232** |
| | 1987 | 145,749 | 124,652 | 33,299 | 14,304 | 5,345 | 11,271 | 5,264 | 4,114 | 8,523 | 5,529 | 2,629 | 11,165 | 7,385 |
| **GREEN BAY** | 1990 | **260,467** | **228,631** | **64,113** | **17,656** | **10,992** | **37,952** | **28,106** | **7,182** | **19,282** | **13,813** | **4,190** | **23,420** | **15,014** |
| | 1987 | 196,858 | 173,181 | 49,454 | 14,025 | 8,326 | 28,637 | 21,107 | 5,491 | 14,551 | 10,373 | 3,203 | 17,692 | 11,275 |
| **JANESVILLE - BELOIT** | 1990 | **202,961** | **180,944** | **49,291** | **24,959** | **8,234** | **13,625** | **6,864** | **5,271** | **9,541** | **7,064** | **1,994** | **11,826** | **7,915** |
| | 1987 | 159,665 | 143,005 | 38,325 | 18,935 | 6,508 | 10,543 | 5,136 | 4,221 | 7,260 | 5,286 | 1,597 | 9,044 | 5,923 |
| **KENOSHA** | 1990 | **108,672** | **96,696** | **27,944** | **15,431** | **4,050** | **10,758** | **4,451** | **1,840** | **6,522** | **5,101** | **1,009** | **5,447** | **3,282** |
| | 1987 | 96,723 | 88,083 | 23,514 | 12,965 | 3,689 | 8,110 | 3,385 | 1,537 | 5,027 | 3,879 | 843 | 4,207 | 2,496 |
| **LA CROSSE** | 1990 | **109,302** | **89,447** | **33,659** | **10,451** | **3,812** | **16,173** | **7,319** | **4,097** | **11,040** | **8,488** | **1,991** | **12,271** | **9,403** |
| | 1987 | 92,517 | 77,886 | 27,287 | 9,145 | 3,319 | 12,769 | 5,927 | 3,145 | 8,854 | 6,874 | 1,528 | 9,830 | 7,615 |
| **MADISON** | 1990 | **557,713** | **426,229** | **110,739** | **59,789** | **16,880** | **40,154** | **24,247** | **11,046** | **44,675** | **38,411** | **4,873** | **69,877** | **52,095** |
| | 1987 | 428,342 | 333,357 | 86,350 | 46,712 | 13,202 | 32,270 | 20,012 | 8,648 | 36,544 | 31,702 | 3,815 | 56,429 | 42,996 |
| **MILWAUKEE** | 1990 | **1,759,382** | **1,605,265** | **498,973** | **329,751** | **67,215** | **140,383** | **80,977** | **38,365** | **139,461** | **111,718** | **20,003** | **168,611** | **133,463** |
| | 1987 | 1,476,822 | 1,363,308 | 382,849 | 245,966 | 57,085 | 107,671 | 61,106 | 29,841 | 105,877 | 84,302 | 15,548 | 128,127 | 100,711 |
| ***MILWAUKEE - RACINE CONSOLIDATED AREA*** | *1990* | ***1,961,865*** | ***1,792,293*** | ***558,695*** | ***363,051*** | ***76,383*** | ***157,162*** | ***93,054*** | ***39,955*** | ***149,773*** | ***118,169*** | ***22,751*** | ***181,079*** | ***141,639*** |
| | *1987* | *1,646,356* | *1,521,131* | *429,814* | *271,659* | *64,821* | *120,577* | *70,199* | *31,085* | *113,774* | *89,159* | *17,697* | *137,633* | *106,867* |
| **RACINE** | 1990 | **202,483** | **187,028** | **59,722** | **33,300** | **9,168** | **16,779** | **12,077** | **1,590** | **10,312** | **6,451** | **2,748** | **12,468** | **8,176** |
| | 1987 | 169,534 | 157,823 | 46,965 | 25,693 | 7,736 | 12,906 | 9,093 | 1,244 | 7,897 | 4,857 | 2,149 | 9,506 | 6,156 |
| **SHEBOYGAN** | 1990 | **132,610** | **114,740** | **30,285** | **17,797** | **5,254** | **9,284** | **2,488** | **2,632** | **5,591** | **2,561** | **1,443** | **5,732** | **2,869** |
| | 1987 | 108,199 | 94,972 | 23,527 | 13,705 | 4,349 | 7,221 | 2,044 | 1,985 | 4,396 | 2,104 | 1,088 | 4,532 | 2,357 |
| **WAUSAU** | 1990 | **136,723** | **117,101** | **27,801** | **7,909** | **4,654** | **11,176** | **3,576** | **5,046** | **7,116** | **4,017** | **2,046** | **8,724** | **5,529** |
| | 1987 | 109,872 | 95,152 | 21,558 | 6,327 | 3,782 | 8,643 | 2,828 | 3,775 | 5,509 | 3,177 | 1,531 | 6,793 | 4,373 |
| **NONMETRO PORTION OF STATE** | 1990 | **1,886,403** | **1,544,359** | **373,010** | **203,033** | **74,890** | **108,427** | **55,039** | **17,370** | **52,207** | **34,011** | **9,523** | **49,711** | **19,012** |
| | 1987 | 1,547,635 | 1,296,947 | 300,906 | 166,424 | 62,893 | 85,652 | 44,776 | 12,980 | 41,461 | 27,667 | 7,118 | 38,784 | 15,471 |
| **TOTAL STATE** | 1990 | **6,006,793** | **5,164,691** | **1,434,597** | **787,230** | **233,837** | **456,513** | **253,502** | **108,380** | **346,868** | **261,444** | **58,142** | **421,677** | **293,528** |
| | 1987 | 4,900,209 | 4,282,359 | 1,125,132 | 613,925 | 193,808 | 353,794 | 196,885 | 83,368 | 268,468 | 202,792 | 44,700 | 325,551 | 227,246 |
| **WYOMING** | | | | | | | | | | | | | | |
| **CASPER** | 1990 | **85,508** | **74,664** | **25,967** | **3,664** | **17,063** | **6,218** | **3,170** | **1,761** | **4,441** | **2,718** | **881** | **6,143** | **4,554** |
| | 1987 | 79,271 | 69,270 | 23,842 | 2,970 | 15,830 | 5,742 | 2,812 | 1,704 | 4,059 | 2,411 | 852 | 5,557 | 4,040 |
| **CHEYENNE** | 1990 | **67,130** | **60,500** | **23,272** | **3,089** | **14,309** | **6,158** | **2,009** | **2,377** | **4,944** | **1,358** | **1,188** | **5,634** | **2,969** |
| | 1987 | 58,904 | 52,902 | 21,466 | 3,800 | 12,512 | 5,823 | 2,183 | 2,080 | 4,627 | 1,475 | 1,040 | 5,605 | 3,226 |
| **NONMETRO PORTION OF STATE** | 1990 | **314,056** | **277,832** | **84,739** | **35,081** | **36,306** | **13,049** | **5,188** | **1,844** | **8,161** | **3,336** | **1,962** | **12,755** | **7,395** |
| | 1987 | 306,830 | 271,471 | 78,793 | 30,563 | 35,475 | 11,987 | 4,608 | 1,731 | 7,479 | 2,962 | 1,845 | 11,567 | 6,565 |
| **TOTAL STATE** | 1990 | **466,694** | **412,996** | **133,978** | **41,834** | **67,678** | **25,425** | **10,367** | **5,982** | **17,546** | **7,412** | **4,031** | **24,532** | **14,918** |
| | 1987 | 445,005 | 393,643 | 124,101 | 37,333 | 63,817 | 23,552 | 9,603 | 5,515 | 16,165 | 6,848 | 3,737 | 22,729 | 13,831 |

# 1990 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1990
U.S. CENSUS: 1987

Merchandise Line Sales

| METRO AREA | Year | Home Computers & Calculators | | Furniture & Sleep Equipment | | Men's & Boys' Clothing | | | Women's & Girls' Clothing | | | Footwear | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | In All Stores ($000) | In Radio/TV Stores ($000) | In All Stores ($000) | In FH/A Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) |
| **WEST VIRGINIA (continued)** | | | | | | | | | | | | | | |
| **WHEELING** | 1990 | 3,509 | 1,840 | 21,834 | 16,301 | 30,546 | 8,329 | 17,899 | 60,970 | 21,010 | 32,740 | 14,672 | 10,253 | 3,104 |
| | 1987 | 3,178 | 1,589 | 19,853 | 14,761 | 28,302 | 7,942 | 16,327 | 56,622 | 20,035 | 29,861 | 13,836 | 9,778 | 2,830 |
| **NONMETRO PORTION OF STATE** | 1990 | 10,688 | 4,088 | 86,157 | 62,653 | 129,867 | 35,481 | 56,282 | 273,354 | 95,055 | 103,811 | 72,681 | 48,189 | 10,426 |
| | 1987 | 10,159 | 4,016 | 83,271 | 62,038 | 118,067 | 32,738 | 50,389 | 248,899 | 87,705 | 92,940 | 66,506 | 44,465 | 9,334 |
| **TOTAL STATE** | 1990 | 21,409 | 8,558 | 171,984 | 124,239 | 261,354 | 70,655 | 133,716 | 544,365 | 178,239 | 248,784 | 141,389 | 93,257 | 25,486 |
| | 1987 | 19,756 | 8,248 | 162,126 | 119,758 | 236,247 | 66,902 | 117,919 | 493,266 | 168,503 | 219,351 | 130,737 | 88,369 | 22,419 |
| **WISCONSIN** | | | | | | | | | | | | | | |
| **APPLETON - OSHKOSH - NEENAH** | 1990 | 7,658 | 4,892 | 56,492 | 42,860 | 67,844 | 19,738 | 38,496 | 132,345 | 55,448 | 65,288 | 33,106 | 19,641 | 7,391 |
| | 1987 | 5,728 | 3,633 | 42,260 | 31,900 | 51,038 | 15,064 | 28,520 | 99,701 | 42,316 | 48,370 | 25,169 | 14,989 | 5,476 |
| **EAU CLAIRE** | 1990 | 2,364 | 1,085 | 19,691 | 14,882 | 32,451 | 8,572 | 16,764 | 60,796 | 23,415 | 27,940 | 13,552 | 9,254 | 2,795 |
| | 1987 | 1,876 | 857 | 15,552 | 11,777 | 25,645 | 6,701 | 13,029 | 47,789 | 16,304 | 21,715 | 10,654 | 7,234 | 2,172 |
| **GREEN BAY** | 1990 | 5,767 | 4,493 | 40,142 | 29,427 | 52,299 | 14,120 | 32,157 | 99,671 | 37,890 | 56,958 | 25,886 | 16,816 | 5,996 |
| | 1987 | 4,347 | 3,374 | 30,280 | 22,099 | 40,323 | 11,090 | 24,585 | 77,018 | 29,760 | 43,545 | 20,168 | 13,208 | 4,584 |
| **JANESVILLE - BELOIT** | 1990 | 6,561 | 5,199 | 15,934 | 13,377 | 23,833 | 3,707 | 18,660 | 48,805 | 15,434 | 30,911 | 12,018 | 9,122 | 2,059 |
| | 1987 | 4,988 | 3,890 | 12,043 | 10,010 | 19,465 | 3,336 | 14,943 | 40,628 | 13,890 | 24,753 | 10,534 | 8,209 | 1,649 |
| **KENOSHA** | 1990 | 2,389 | 901 | 10,497 | 7,278 | 17,889 | 11,902 | 5,003 | 35,275 | 23,487 | 10,115 | 13,570 | 9,949 | 1,483 |
| | 1987 | 1,811 | 685 | 8,031 | 5,535 | 13,239 | 8,258 | 4,179 | 26,112 | 16,296 | 8,450 | 9,719 | 6,903 | 1,239 |
| **LA CROSSE** | 1990 | 1,700 | 637 | 16,205 | 12,503 | 24,985 | 4,773 | 15,805 | 52,504 | 19,126 | 25,992 | 13,911 | 9,308 | 2,927 |
| | 1987 | 1,333 | 516 | 12,982 | 10,125 | 19,579 | 4,035 | 12,132 | 41,822 | 16,168 | 19,951 | 11,417 | 7,868 | 2,247 |
| **MADISON** | 1990 | 15,496 | 11,901 | 62,149 | 49,935 | 99,519 | 38,225 | 44,509 | 190,153 | 93,360 | 78,946 | 49,865 | 38,577 | 8,122 |
| | 1987 | 12,570 | 9,822 | 50,626 | 41,213 | 75,912 | 28,425 | 34,846 | 144,497 | 69,425 | 61,807 | 37,462 | 28,687 | 6,359 |
| **MILWAUKEE** | 1990 | 70,897 | 47,068 | 247,898 | 191,197 | 340,476 | 112,289 | 167,638 | 675,228 | 284,715 | 297,155 | 179,817 | 121,867 | 38,828 |
| | 1987 | 54,170 | 35,313 | 188,493 | 144,217 | 264,123 | 85,742 | 130,448 | 522,428 | 217,403 | 231,262 | 138,448 | 93,056 | 30,251 |
| ***MILWAUKEE - RACINE CONSOLIDATED AREA*** | *1990* | *73,633* | *48,036* | *281,579* | *220,229* | *378,767* | *121,835* | *189,911* | *745,550* | *308,855* | *333,458* | *204,644* | *141,179* | *42,877* |
| | *1987* | *56,303* | *36,042* | *213,980* | *166,135* | *294,117* | *93,189* | *147,868* | *577,471* | *236,235* | *259,655* | *157,838* | *108,122* | *33,418* |
| **RACINE** | 1990 | 2,736 | 968 | 33,681 | 29,032 | 38,291 | 9,546 | 22,273 | 70,322 | 24,140 | 36,303 | 24,827 | 19,312 | 4,049 |
| | 1987 | 2,133 | 729 | 25,487 | 21,858 | 29,994 | 7,447 | 17,420 | 55,043 | 18,832 | 28,393 | 19,390 | 15,066 | 3,167 |
| **SHEBOYGAN** | 1990 | 1,585 | 660 | 9,028 | 4,850 | 16,350 | 3,033 | 11,632 | 29,019 | 6,757 | 19,528 | 9,094 | 4,063 | 2,123 |
| | 1987 | 1,260 | 542 | 7,153 | 3,984 | 12,607 | 2,537 | 8,771 | 22,466 | 5,652 | 14,725 | 7,227 | 3,398 | 1,601 |
| **WAUSAU** | 1990 | 3,571 | 2,702 | 16,431 | 13,490 | 22,339 | 5,658 | 14,686 | 40,787 | 14,729 | 24,197 | 19,452 | 7,873 | 3,010 |
| | 1987 | 2,809 | 2,137 | 12,904 | 10,669 | 17,303 | 4,780 | 10,987 | 31,980 | 12,443 | 18,102 | 16,037 | 6,651 | 2,252 |
| **NONMETRO PORTION OF STATE** | 1990 | 18,126 | 6,427 | 124,201 | 90,776 | 274,728 | 60,985 | 73,957 | 443,276 | 135,381 | 128,305 | 96,881 | 50,469 | 14,007 |
| | 1987 | 14,149 | 5,236 | 99,200 | 73,853 | 214,499 | 52,210 | 55,269 | 349,014 | 115,904 | 95,883 | 78,672 | 43,207 | 10,470 |
| **TOTAL STATE** | 1990 | 140,245 | 87,229 | 658,798 | 503,446 | 1,023,609 | 295,572 | 465,913 | 1,900,605 | 740,646 | 809,888 | 496,911 | 318,550 | 93,817 |
| | 1987 | 108,229 | 66,973 | 509,908 | 390,311 | 793,301 | 232,320 | 358,299 | 1,475,724 | 582,420 | 622,991 | 388,860 | 250,525 | 72,218 |
| **WYOMING** | | | | | | | | | | | | | | |
| **CASPER** | 1990 | 3,365 | 1,056 | 7,219 | 5,888 | 10,864 | 3,861 | 5,590 | 17,742 | 5,752 | 8,979 | 7,006 | 5,409 | 704 |
| | 1987 | 3,046 | 937 | 6,502 | 5,223 | 10,910 | 4,137 | 5,409 | 17,708 | 6,164 | 8,688 | 7,304 | 5,796 | 681 |
| **CHEYENNE** | 1990 | 2,286 | 970 | 7,521 | 4,291 | 14,709 | 5,073 | 7,368 | 27,311 | 9,732 | 13,607 | 8,508 | 6,336 | 951 |
| | 1987 | 2,306 | 1,054 | 7,491 | 4,662 | 12,878 | 4,427 | 6,448 | 23,918 | 8,493 | 11,908 | 7,442 | 5,529 | 832 |
| **NONMETRO PORTION OF STATE** | 1990 | 4,131 | 1,868 | 17,127 | 13,761 | 39,638 | 24,902 | 7,374 | 73,501 | 42,101 | 19,434 | 20,999 | 15,687 | 1,693 |
| | 1987 | 3,774 | 1,655 | 15,389 | 12,218 | 34,590 | 20,729 | 6,920 | 64,744 | 35,043 | 18,225 | 18,026 | 13,058 | 1,590 |
| **TOTAL STATE** | 1990 | 9,782 | 3,894 | 31,867 | 23,940 | 65,211 | 33,836 | 20,332 | 118,554 | 57,585 | 42,020 | 36,507 | 27,432 | 3,348 |
| | 1987 | 9,126 | 3,646 | 29,382 | 22,103 | 58,378 | 29,293 | 18,777 | 106,370 | 49,700 | 38,821 | 32,772 | 24,383 | 3,103 |

# SECTION 13

## 1995 Projections
## State And Regional Summaries

### EXPLANATION OF TERMS

An explanation of terms used in the **Survey of Buying Power Demographics USA 1991** will be found in the Introductory Section starting on page A-5.

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# REGIONAL AND STATE SUMMARIES
## 1995 PROJECTIONS

| S&MM ESTIMATES<br>REGION<br>State | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990-1995 | 12/31/95 Households (Thous.) | % Change 1990-1995 | 1995 EBI ($000) | % Change 1990-1995 | Average Household EBI | | 1995 Retail Sales ($000) | % Change 1990-1995 | Retail Sales Per Household | | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 1990 | 1995 | | | 1990 | 1995 | 1990 | 1995 |
| **NEW ENGLAND** | **13,285.7** | **13,760.8** | **3.6** | **5,161.5** | **3.8** | **286,950,934** | **32.5** | **43,553** | **55,594** | **131,643,105** | **16.9** | **22,638** | **25,505** | **6.0233** | **5.7104** |
| Connecticut | 3,301.1 | 3,390.7 | 2.7 | 1,274.5 | 3.1 | 79,288,768 | 31.7 | 48,726 | 62,212 | 31,953,763 | 15.2 | 22,435 | 25,072 | 1.5841 | 1.4914 |
| Maine | 1,238.3 | 1,297.8 | 4.8 | 496.6 | 5.8 | 22,022,598 | 37.4 | 34,145 | 44,347 | 12,709,448 | 22.2 | 22,149 | 25,593 | .5006 | .4890 |
| Massachusetts | 6,042.2 | 6,199.1 | 2.6 | 2,312.3 | 2.4 | 130,986,844 | 30.2 | 44,562 | 56,648 | 58,465,504 | 15.2 | 22,488 | 25,285 | 2.7616 | 2.5802 |
| New Hampshire | 1,127.2 | 1,233.8 | 9.5 | 458.5 | 9.7 | 25,156,937 | 40.3 | 42,911 | 54,868 | 14,638,272 | 23.4 | 28,373 | 31,926 | .5431 | .5413 |
| Rhode Island | 1,008.9 | 1,040.8 | 3.2 | 392.9 | 3.4 | 19,561,762 | 34.2 | 38,358 | 49,788 | 8,776,453 | 19.8 | 19,276 | 22,338 | .4102 | .3968 |
| Vermont | 568.0 | 598.6 | 5.4 | 226.7 | 6.6 | 9,934,025 | 37.1 | 34,092 | 43,820 | 5,099,665 | 13.0 | 21,223 | 22,495 | .2237 | .2137 |
| **MIDDLE ATLANTIC** | **37,746.7** | **38,648.6** | **2.4** | **14,284.2** | **2.1** | **775,767,660** | **29.4** | **42,855** | **54,309** | **338,588,167** | **25.0** | **19,371** | **23,704** | **16.0703** | **15.3320** |
| New Jersey | 7,768.8 | 8,006.1 | 3.1 | 2,883.5 | 2.6 | 192,506,791 | 32.2 | 51,819 | 66,762 | 74,964,853 | 18.2 | 22,579 | 25,998 | 3.7525 | 3.5714 |
| New York | 18,065.5 | 18,547.1 | 2.7 | 6,778.7 | 1.7 | 365,371,759 | 27.3 | 43,047 | 53,900 | 162,170,168 | 30.3 | 18,667 | 23,923 | 7.6084 | 7.2810 |
| Pennsylvania | 11,912.4 | 12,095.4 | 1.5 | 4,622.0 | 2.5 | 217,889,110 | 30.7 | 36,985 | 47,142 | 101,453,146 | 22.2 | 18,413 | 21,950 | 4.7094 | 4.4796 |
| **EAST NORTH CENTRAL** | **42,105.4** | **42,802.0** | **1.7** | **15,941.9** | **2.0** | **763,632,974** | **32.6** | **36,831** | **47,901** | **401,526,926** | **34.7** | **19,069** | **25,187** | **16.5314** | **16.3040** |
| Illinois | 11,449.1 | 11,606.1 | 1.4 | 4,249.5 | 1.0 | 226,259,834 | 31.3 | 40,946 | 53,244 | 118,428,627 | 41.9 | 19,840 | 27,869 | 4.7604 | 4.7424 |
| Indiana | 5,556.7 | 5,641.4 | 1.5 | 2,109.6 | 1.9 | 91,745,517 | 34.5 | 32,950 | 43,490 | 46,943,419 | 24.9 | 18,153 | 22,252 | 2.0413 | 1.9805 |
| Michigan | 9,323.1 | 9,515.8 | 2.1 | 3,519.3 | 2.6 | 167,658,676 | 33.3 | 36,668 | 47,640 | 89,576,642 | 32.1 | 19,765 | 25,453 | 3.6654 | 3.6062 |
| Ohio | 10,864.4 | 10,996.7 | 1.2 | 4,171.3 | 1.9 | 188,544,463 | 32.0 | 34,892 | 45,200 | 92,880,953 | 26.9 | 17,880 | 22,267 | 4.1227 | 3.9801 |
| Wisconsin | 4,912.1 | 5,042.0 | 2.6 | 1,892.2 | 3.4 | 89,424,484 | 34.2 | 36,405 | 47,260 | 53,697,294 | 49.0 | 19,691 | 28,378 | 1.9416 | 1.9948 |
| **WEST NORTH CENTRAL** | **17,731.5** | **18,193.9** | **2.6** | **6,983.2** | **3.5** | **316,794,630** | **34.3** | **34,956** | **45,365** | **174,905,262** | **40.8** | **18,419** | **25,047** | **6.8458** | **6.9011** |
| Iowa | 2,770.3 | 2,746.0 | -.9 | 1,061.9 | .0 | 46,542,495 | 32.2 | 33,163 | 43,829 | 28,416,290 | 51.0 | 17,724 | 26,760 | 1.0364 | 1.0533 |
| Kansas | 2,491.1 | 2,577.5 | 3.5 | 988.8 | 4.1 | 46,671,757 | 34.2 | 36,633 | 47,200 | 24,035,641 | 44.3 | 17,540 | 24,308 | .9721 | .9873 |
| Minnesota | 4,412.0 | 4,629.7 | 4.9 | 1,759.5 | 5.9 | 83,605,573 | 37.2 | 36,679 | 47,517 | 47,404,735 | 42.3 | 20,050 | 26,942 | 1.7759 | 1.8238 |
| Missouri | 5,145.1 | 5,309.0 | 3.2 | 2,050.9 | 4.1 | 90,723,644 | 33.2 | 34,544 | 44,236 | 46,353,818 | 28.6 | 18,281 | 22,602 | 1.9812 | 1.9372 |
| Nebraska | 1,579.4 | 1,594.2 | .9 | 613.9 | 1.9 | 27,766,938 | 34.1 | 34,359 | 45,230 | 14,751,030 | 43.0 | 17,113 | 24,028 | .5929 | .5976 |
| North Dakota | 636.2 | 629.5 | -1.1 | 241.3 | .6 | 10,392,439 | 33.6 | 32,444 | 43,069 | 6,796,546 | 52.1 | 18,630 | 28,166 | .2361 | .2421 |
| South Dakota | 697.4 | 708.0 | 1.5 | 266.9 | 2.9 | 11,091,784 | 33.8 | 31,955 | 41,558 | 7,147,202 | 53.7 | 17,921 | 26,779 | .2512 | .2598 |
| **SOUTH ATLANTIC** | **44,186.1** | **47,656.5** | **7.9** | **18,187.4** | **8.6** | **837,613,632** | **39.6** | **35,834** | **46,055** | **403,905,815** | **24.0** | **19,454** | **22,208** | **17.5057** | **17.4820** |
| Delaware | 673.2 | 714.9 | 6.2 | 267.4 | 6.9 | 13,172,360 | 36.3 | 38,613 | 49,261 | 7,797,929 | 29.1 | 24,145 | 29,162 | .2919 | .2904 |
| District of Columbia | 604.2 | 591.3 | -2.1 | 243.0 | -2.2 | 13,499,462 | 26.6 | 42,939 | 55,553 | 4,731,586 | 24.0 | 15,360 | 19,472 | .2639 | .2462 |
| Florida | 13,218.8 | 14,726.0 | 11.4 | 5,875.1 | 11.9 | 266,065,086 | 44.2 | 35,141 | 45,287 | 132,903,474 | 26.2 | 20,056 | 22,621 | 5.4385 | 5.5792 |
| Georgia | 6,586.6 | 7,171.5 | 8.9 | 2,635.1 | 9.4 | 116,392,801 | 39.2 | 34,722 | 44,170 | 56,371,781 | 20.6 | 19,417 | 21,393 | 2.4956 | 2.4741 |
| Maryland | 4,843.7 | 5,208.9 | 7.5 | 1,909.1 | 7.7 | 106,736,218 | 33.6 | 45,102 | 55,909 | 41,095,368 | 11.6 | 20,790 | 21,526 | 2.1395 | 2.0329 |
| North Carolina | 6,693.1 | 7,076.8 | 5.7 | 2,727.2 | 7.3 | 112,321,360 | 39.2 | 31,725 | 41,186 | 54,682,894 | 19.5 | 17,995 | 20,051 | 2.4459 | 2.4028 |
| South Carolina | 3,521.1 | 3,728.5 | 5.9 | 1,364.5 | 7.3 | 55,942,463 | 40.5 | 31,316 | 40,199 | 31,910,048 | 34.3 | 18,685 | 23,386 | 1.2440 | 1.2704 |
| Virginia | 6,265.1 | 6,718.0 | 7.2 | 2,497.3 | 7.6 | 127,832,872 | 38.2 | 39,861 | 51,188 | 61,179,690 | 28.9 | 20,459 | 24,498 | 2.6093 | 2.6201 |
| West Virginia | 1,780.3 | 1,720.6 | -3.4 | 668.7 | -2.2 | 25,651,010 | 36.6 | 27,469 | 38,360 | 13,233,045 | 31.5 | 14,718 | 19,789 | .5771 | .5659 |
| **EAST SOUTH CENTRAL** | **15,225.0** | **15,542.7** | **2.1** | **5,852.7** | **3.2** | **236,806,683** | **38.8** | **30,092** | **40,461** | **127,082,550** | **31.7** | **17,010** | **21,713** | **5.2534** | **5.2603** |
| Alabama | 4,056.1 | 4,154.5 | 2.4 | 1,566.9 | 3.6 | 61,363,829 | 36.9 | 29,633 | 39,163 | 36,310,385 | 37.7 | 17,435 | 23,173 | 1.4017 | 1.4149 |
| Kentucky | 3,687.3 | 3,707.7 | .6 | 1,401.7 | 1.5 | 57,252,477 | 38.9 | 29,865 | 40,845 | 34,549,556 | 44.8 | 17,283 | 24,648 | 1.2793 | 1.3157 |
| Mississippi | 2,575.3 | 2,597.1 | .8 | 928.3 | 1.8 | 35,391,287 | 39.7 | 27,776 | 38,125 | 18,242,112 | 32.2 | 15,131 | 19,651 | .7964 | .7975 |
| Tennessee | 4,906.3 | 5,083.4 | 3.6 | 1,955.8 | 4.9 | 82,799,090 | 39.8 | 31,764 | 42,335 | 37,980,497 | 17.1 | 17,384 | 19,419 | 1.7760 | 1.7322 |
| **WEST SOUTH CENTRAL** | **26,875.3** | **28,028.7** | **4.3** | **10,141.3** | **4.2** | **447,919,524** | **39.6** | **32,977** | **44,168** | **277,080,204** | **49.9** | **18,998** | **27,322** | **9.7957** | **10.3036** |
| Arkansas | 2,358.0 | 2,403.7 | 1.9 | 917.6 | 2.6 | 35,020,615 | 36.1 | 28,779 | 38,165 | 23,675,424 | 53.9 | 17,205 | 25,801 | .8111 | .8469 |
| Louisiana | 4,206.7 | 4,163.0 | -1.0 | 1,487.7 | -.4 | 64,572,723 | 38.4 | 31,232 | 43,404 | 48,123,459 | 67.2 | 19,260 | 32,348 | 1.4799 | 1.5966 |
| Oklahoma | 3,143.0 | 3,149.5 | .2 | 1,210.0 | .4 | 46,663,210 | 36.0 | 28,472 | 38,565 | 31,825,564 | 57.4 | 16,780 | 26,302 | 1.0765 | 1.1278 |
| Texas | 17,167.6 | 18,312.5 | 6.7 | 6,526.0 | 6.4 | 301,662,976 | 40.9 | 34,899 | 46,225 | 173,455,757 | 44.0 | 19,631 | 26,579 | 6.4282 | 6.7323 |
| **MOUNTAIN** | **13,834.0** | **14,893.6** | **7.7** | **5,536.0** | **8.5** | **243,209,899** | **43.5** | **33,234** | **43,932** | **132,285,918** | **40.5** | **18,465** | **23,896** | **5.0886** | **5.3434** |
| Arizona | 3,740.0 | 4,187.8 | 12.0 | 1,583.7 | 13.3 | 66,440,798 | 44.8 | 32,822 | 41,953 | 35,638,982 | 36.4 | 18,703 | 22,504 | 1.3875 | 1.4625 |
| Colorado | 3,321.1 | 3,496.5 | 5.3 | 1,377.2 | 6.5 | 66,378,994 | 42.9 | 35,927 | 48,199 | 34,435,393 | 41.2 | 18,864 | 25,004 | 1.3332 | 1.3944 |
| Idaho | 1,009.4 | 1,030.8 | 2.1 | 370.6 | 2.4 | 16,229,461 | 39.0 | 32,260 | 43,792 | 7,829,886 | 30.4 | 16,591 | 21,128 | .3470 | .3469 |
| Montana | 797.2 | 793.3 | -.5 | 308.6 | 1.1 | 12,169,781 | 36.2 | 29,286 | 39,435 | 8,142,018 | 52.7 | 17,478 | 26,384 | .2799 | .2901 |
| Nevada | 1,244.1 | 1,447.4 | 16.3 | 560.4 | 16.0 | 25,758,337 | 51.3 | 35,246 | 45,964 | 13,424,800 | 39.4 | 19,938 | 23,956 | .5023 | .5487 |
| New Mexico | 1,534.8 | 1,656.6 | 7.9 | 598.4 | 8.8 | 23,002,084 | 40.5 | 29,756 | 38,439 | 12,668,397 | 35.1 | 17,044 | 21,170 | .5119 | .5261 |
| Utah | 1,738.8 | 1,848.8 | 6.3 | 573.5 | 5.7 | 25,618,210 | 44.0 | 32,792 | 44,670 | 16,202,361 | 52.1 | 19,501 | 28,252 | .5687 | .6125 |
| Wyoming | 448.6 | 432.4 | -3.6 | 163.6 | -2.1 | 7,612,234 | 41.3 | 32,238 | 46,530 | 3,944,081 | 44.7 | 16,314 | 24,108 | .1581 | .1622 |
| **PACIFIC** | **39,822.3** | **43,769.3** | **9.9** | **15,218.4** | **7.5** | **835,877,786** | **36.8** | **43,159** | **54,925** | **419,514,183** | **39.8** | **21,204** | **27,566** | **16.8858** | **17.3632** |
| Alaska | 554.5 | 589.1 | 6.2 | 204.2 | 7.3 | 12,352,883 | 43.7 | 45,160 | 60,494 | 7,372,034 | 57.9 | 24,533 | 36,102 | .2446 | .2668 |
| California | 30,353.0 | 33,680.4 | 11.0 | 11,413.4 | 7.7 | 650,068,244 | 36.1 | 45,101 | 56,957 | 305,919,086 | 35.9 | 21,245 | 26,804 | 12.9833 | 13.2226 |
| Hawaii | 1,120.1 | 1,196.6 | 6.8 | 393.6 | 9.3 | 23,772,668 | 39.0 | 47,522 | 60,398 | 18,061,829 | 61.2 | 31,121 | 45,889 | .5198 | .5666 |
| Oregon | 2,863.5 | 2,989.7 | 4.4 | 1,160.6 | 4.4 | 50,752,243 | 41.6 | 32,232 | 43,729 | 32,672,381 | 45.7 | 20,159 | 28,151 | 1.1126 | 1.1692 |
| Washington | 4,931.2 | 5,313.5 | 7.8 | 2,046.6 | 7.8 | 98,931,748 | 38.3 | 37,692 | 48,340 | 55,488,853 | 50.9 | 19,370 | 27,113 | 2.0255 | 2.1380 |
| **TOTAL UNITED STATES** | **250,812.0** | **263,296.1** | **5.0** | **97,306.6** | **4.9** | **4,744,573,722** | **35.6** | **37,735** | **48,759** | **2,406,532,139** | **33.2** | **19,488** | **24,731** | **100.0000** | **100.0000** |

# SECTION 14

## 1995 Metropolitan Market Rankings

**1995 Population**
**Percent Change In Population 1990-1995**
**1995 Households**
**1995 Effective Buying Income (EBI)**
**1995 Average Household EBI**
**1995 Total Retail Sales**
**1995 Per Household Retail Sales**
**1995 Buying Power Index (BPI)**

EXPLANATION OF TERMS

An explanation of terms used in the **Survey of Buying Power Demographics USA 1991** will be found in the Introductory Section starting on page A-5.

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1995 Buying Power Index (BPI) . . . . . 14–9

# 1995 POPULATION

| Area | (Thous.) | Rank |
|---|---|---|
| Los Angeles - Long Beach, Cal. | 9,654.9 | 1 |
| New York, N.Y. | 8,879.4 | 2 |
| Chicago, Ill. | 6,152.7 | 3 |
| Philadelphia, Pa. | 5,068.6 | 4 |
| Detroit, Mich. | 4,438.2 | 5 |
| Washington, D.C. | 4,369.7 | 6 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 3,844.3 | 7 |
| Houston, Tex. | 3,525.2 | 8 |
| Atlanta, Ga. | 3,334.0 | 9 |
| Riverside - San Bernardino, Cal. | 3,315.4 | 10 |
| San Diego, Cal. | 2,947.3 | 11 |
| Dallas, Tex. | 2,884.7 | 12 |
| Minneapolis - St. Paul, Minn. | 2,715.2 | 13 |
| Anaheim - Santa Ana, Cal. | 2,702.0 | 14 |
| Nassau - Suffolk, N.Y. | 2,665.0 | 15 |
| Baltimore, Md. | 2,537.7 | 16 |
| St. Louis, Mo. | 2,535.7 | 17 |
| Phoenix, Ariz. | 2,455.2 | 18 |
| Tampa - St. Petersburg - Clearwater, Fla. | 2,332.6 | 19 |
| Oakland, Cal. | 2,284.3 | 20 |
| Seattle, Wash. | 2,204.3 | 21 |
| Miami - Hialeah, Fla. | 2,114.2 | 22 |
| Pittsburgh, Pa. | 1,994.4 | 23 |
| Newark, N.J. | 1,821.1 | 24 |
| Cleveland, Ohio | 1,801.3 | 25 |
| Sacramento, Cal. | 1,752.6 | 26 |
| Denver, Colo. | 1,702.0 | 27 |
| Kansas City, Mo.-Kans. | 1,687.9 | 28 |
| San Francisco, Cal. | 1,660.0 | 29 |
| San Jose, Cal. | 1,612.3 | 30 |
| Norfolk - Virginia Beach - Newport News, Va. | 1,557.4 | 31 |
| Fort Worth - Arlington, Tex. | 1,535.0 | 32 |
| Cincinnati, Ohio | 1,493.4 | 33 |
| Milwaukee, Wisc. | 1,468.6 | 34 |
| Columbus, Ohio | 1,465.0 | 35 |
| San Antonio, Tex. | 1,456.3 | 36 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 1,403.4 | 37 |
| Portland, Ore. | 1,324.1 | 38 |
| Indianapolis, Ind. | 1,309.3 | 39 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | 1,294.0 | 40 |
| Orlando, Fla. | 1,279.7 | 41 |
| Bergen - Passaic, N.J. | 1,271.6 | 42 |
| New Orleans, La. | 1,230.5 | 43 |
| Hartford - New Britain - Middletown - Bristol, Conn. | 1,173.7 | 44 |
| Salt Lake City - Ogden, Utah | 1,157.5 | 45 |
| Middlesex - Somerset - Hunterdon, N.J. | 1,100.2 | 46 |
| Monmouth - Ocean, N.J. | 1,081.1 | 47 |
| Nashville, Tenn. | 1,072.0 | 48 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 1,051.4 | 49 |
| Jacksonville, Fla. | 1,044.4 | 50 |
| **Total Top 50** | **122,760.8** | |
| Memphis, Tenn. | 1,043.1 | 51 |
| Rochester, N.Y. | 1,023.5 | 52 |
| Greensboro - Winston Salem - High Point, N.C. | 995.1 | 53 |
| Oklahoma City, Okla. | 985.2 | 54 |
| Dayton - Springfield, Ohio | 970.6 | 55 |
| Louisville, Ky. | 957.6 | 56 |
| Buffalo, N.Y. | 955.5 | 57 |
| Providence - Pawtucket - Woonsocket, R.I. | 951.1 | 58 |
| Richmond - Petersburg, Va. | 934.0 | 59 |
| Birmingham, Ala. | 931.5 | 60 |
| Las Vegas, Nev. | 920.0 | 61 |
| Albany - Schenectady - Troy, N.Y. | 912.2 | 62 |
| Austin, Tex. | 896.5 | 63 |
| Honolulu, Haw. | 886.2 | 64 |
| Raleigh - Durham, N.C. | 837.0 | 65 |
| New Haven - Waterbury - Meriden, Conn. | 830.3 | 66 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | 827.5 | 67 |
| Fresno, Cal. | 775.6 | 68 |
| Worcester - Fitchburg - Leominster, Mass. | 762.2 | 69 |
| Oxnard - Ventura, Cal. | 752.7 | 70 |
| Scranton - Wilkes-Barre, Pa. | 745.7 | 71 |
| Grand Rapids, Mich. | 744.9 | 72 |
| Tucson, Ariz. | 743.4 | 73 |
| Tulsa, Okla. | 726.3 | 74 |
| Allentown - Bethlehem - Easton, Pa. | 724.0 | 75 |
| Greenville - Spartanburg, S.C. | 685.9 | 76 |
| El Paso, Tex. | 673.6 | 77 |
| Syracuse, N.Y. | 670.8 | 78 |
| Akron, Ohio | 665.8 | 79 |
| Bakersfield, Cal. | 646.2 | 80 |
| Tacoma, Wash. | 645.9 | 81 |
| Omaha, Neb. | 642.4 | 82 |
| Knoxville, Tenn. | 628.8 | 83 |
| Springfield, Mass. | 628.3 | 84 |
| Toledo, Ohio | 620.8 | 85 |
| Wilmington, Del. | 619.0 | 86 |
| Harrisburg - Lebanon - Carlisle, Pa. | 611.4 | 87 |
| Gary - Hammond, Ind. | 597.5 | 88 |
| Lake County, Ill. | 581.9 | 89 |
| Charleston, S.C. | 567.9 | 90 |
| Albuquerque, N.M. | 553.9 | 91 |
| Stockton, Cal. | 550.6 | 92 |
| Vallejo - Fairfield - Napa, Cal. | 543.6 | 93 |
| Jersey City, N.J. | 540.3 | 94 |
| Little Rock - North Little Rock, Ark. | 535.0 | 95 |
| Baton Rouge, La. | 531.8 | 96 |
| New Bedford - Fall River - Attleboro, Mass. | 525.2 | 97 |
| Mobile, Ala. | 495.8 | 98 |
| Columbia, S.C. | 488.6 | 99 |
| Wichita, Kans. | 485.9 | 100 |
| **Total Top 100** | **159,329.4** | |
| Youngstown - Warren, Ohio | 477.7 | 101 |
| Lancaster, Pa. | 469.2 | 102 |
| Melbourne - Titusville - Palm Bay, Fla. | 463.7 | 103 |
| Colorado Springs, Colo. | 454.0 | 104 |
| McAllen - Edinburg - Mission, Tex. | 453.6 | 105 |
| Modesto, Cal. | 452.5 | 106 |
| Santa Rosa - Petaluma, Cal. | 451.4 | 107 |
| Lakeland - Winter Haven, Fla. | 449.3 | 108 |
| Chattanooga, Tenn. | 447.7 | 109 |
| Lansing - East Lansing, Mich. | 447.0 | 110 |
| York, Pa. | 443.8 | 111 |
| Johnson City - Kingsport - Bristol, Tenn. | 438.3 | 112 |
| Daytona Beach, Fla. | 427.9 | 113 |
| Flint, Mich. | 423.8 | 114 |
| Augusta, Ga. | 420.0 | 115 |
| Des Moines, Iowa | 415.1 | 116 |
| Joliet, Ill. | 414.6 | 117 |
| Jackson, Miss. | 410.9 | 118 |
| Salinas - Seaside - Monterey, Cal. | 409.0 | 119 |
| Aurora - Elgin, Ill. | 402.2 | 120 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 398.0 | 121 |
| Fort Myers - Cape Coral, Fla. | 397.7 | 122 |
| Saginaw - Bay City - Midland, Mich. | 395.8 | 123 |
| Canton, Ohio | 395.4 | 124 |
| Portsmouth - Dover - Rochester, N.H. | 395.2 | 125 |
| Madison, Wisc. | 390.8 | 126 |
| Fort Wayne, Ind. | 378.7 | 127 |
| Pensacola, Fla. | 375.3 | 128 |
| Manchester - Nashua, N.H. | 373.2 | 129 |
| Spokane, Wash. | 368.2 | 130 |
| Lexington-Fayette, Ky. | 367.8 | 131 |
| Visalia - Tulare - Porterville, Cal. | 359.7 | 132 |
| Corpus Christi, Tex. | 357.0 | 133 |
| Reading, Pa. | 352.0 | 134 |
| Beaumont - Port Arthur, Tex. | 348.4 | 135 |
| Atlantic City, N.J. | 343.2 | 136 |
| Orange County, N.Y. | 342.8 | 137 |
| Trenton, N.J. | 341.6 | 138 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 336.6 | 139 |
| Peoria, Ill. | 332.9 | 140 |
| Appleton - Oshkosh - Neenah, Wisc. | 331.7 | 141 |
| Shreveport, La. | 328.2 | 142 |
| Utica - Rome, N.Y. | 314.5 | 143 |
| Hamilton - Middletown, Ohio | 310.3 | 144 |
| Montgomery, Ala. | 307.8 | 145 |
| Sarasota, Fla. | 307.5 | 146 |
| Huntington - Ashland, W.Va.-Ky. | 301.7 | 147 |
| Macon - Warner Robins, Ga. | 301.1 | 148 |
| Fort Pierce, Fla. | 299.4 | 149 |
| Ann Arbor, Mich. | 296.6 | 150 |
| **Total Top 150** | **178,550.2** | |
| Salem, Ore. | 295.5 | 151 |
| Eugene - Springfield, Ore. | 292.8 | 152 |
| Reno, Nev. | 290.9 | 153 |
| Rockford, Ill. | 288.2 | 154 |
| Provo - Orem, Utah | 286.5 | 155 |
| Fayetteville, N.C. | 286.1 | 156 |
| Brownsville - Harlingen, Tex. | 283.9 | 157 |
| Evansville, Ind. | 280.5 | 158 |
| Killeen - Temple, Tex. | 278.6 | 159 |
| Poughkeepsie, N.Y. | 278.1 | 160 |
| Erie, Pa. | 273.3 | 161 |
| Lorain - Elyria, Ohio | 273.3 | 161 |
| Vancouver, Wash. | 267.3 | 163 |
| Huntsville, Ala. | 265.3 | 164 |
| New London - Norwich, Conn. | 264.9 | 165 |
| Binghamton, N.Y. | 264.4 | 166 |
| Tallahassee, Fla. | 259.3 | 167 |
| Springfield, Mo. | 258.5 | 168 |
| Portland, Me. | 258.3 | 169 |
| Savannah, Ga. | 257.3 | 170 |
| Columbus, Ga. | 253.5 | 171 |
| Santa Cruz, Cal. | 253.4 | 172 |
| South Bend - Mishawaka, Ind. | 252.1 | 173 |
| Charleston, W.Va. | 242.3 | 174 |
| Boulder - Longmont, Colo. | 240.1 | 175 |
| Bradenton, Fla. | 236.4 | 176 |
| Anchorage, Alas. | 233.7 | 177 |
| Lubbock, Tex. | 233.6 | 178 |
| Hickory - Morganton, N.C. | 233.3 | 179 |
| Kalamazoo, Mich. | 231.7 | 180 |
| Johnstown, Pa. | 231.6 | 181 |
| Duluth, Minn. | 230.6 | 182 |
| Ocala, Fla. | 230.6 | 182 |
| Roanoke, Va. | 226.3 | 184 |
| Lincoln, Neb. | 226.2 | 185 |
| Galveston - Texas City, Tex. | 225.0 | 186 |
| Boise, Ida. | 222.2 | 187 |
| Gainesville, Fla. | 221.6 | 188 |
| Niagara Falls, N.Y. | 220.4 | 189 |
| Bremerton, Wash. | 220.1 | 190 |
| Fort Collins - Loveland, Colo. | 217.3 | 191 |
| St. Cloud, Minn. | 206.5 | 192 |
| Green Bay, Wisc. | 206.0 | 193 |
| Lafayette, La. | 206.0 | 193 |
| Merced, Cal. | 203.7 | 195 |
| Chico, Cal. | 202.8 | 196 |
| Biloxi - Gulfport, Miss. | 200.3 | 197 |
| Brazoria, Tex. | 200.1 | 198 |
| Yakima, Wash. | 198.2 | 199 |
| Waco, Tex. | 194.9 | 200 |
| **Total Top 200** | **190,753.7** | |
| Springfield, Ill. | 193.0 | 201 |
| Amarillo, Tex. | 192.2 | 202 |
| Fort Smith, Ark. | 186.0 | 203 |
| Naples, Fla. | 183.6 | 204 |
| Olympia, Wash. | 183.5 | 205 |
| Asheville, N.C. | 182.3 | 206 |
| Houma - Thibodaux, La. | 179.8 | 207 |
| Racine, Wisc. | 179.6 | 208 |
| Beaver County, Pa. | 179.1 | 209 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 178.9 | 210 |
| Champaign - Urbana - Rantoul, Ill. | 176.7 | 211 |
| Redding, Cal. | 175.3 | 212 |
| Cedar Rapids, Iowa | 173.1 | 213 |
| Athens, Ga. | 169.2 | 214 |
| Lake Charles, La. | 168.7 | 215 |
| Topeka, Kans. | 168.0 | 216 |
| Elkhart - Goshen, Ind. | 166.6 | 217 |
| Fort Walton Beach, Fla. | 165.5 | 218 |
| Longview - Marshall, Tex. | 163.9 | 219 |
| Muskegon, Mich. | 163.5 | 220 |
| Jacksonville, N.C. | 163.4 | 221 |
| Tyler, Tex. | 162.5 | 222 |
| Benton Harbor, Mich. | 162.1 | 223 |
| Fargo - Moorhead, N.D.-Minn. | 161.2 | 224 |
| Las Cruces, N.M. | 158.8 | 225 |
| Tuscaloosa, Ala. | 157.7 | 226 |
| Lima, Ohio | 156.8 | 227 |
| Medford, Ore. | 156.8 | 227 |
| Jackson, Mich. | 154.4 | 229 |
| Richland - Kennewick - Pasco, Wash. | 152.9 | 230 |
| Bangor, Me. | 152.8 | 231 |
| Anderson, S.C. | 152.2 | 232 |
| Laredo, Tex. | 151.9 | 233 |
| Wheeling, W.Va. | 150.1 | 234 |
| Burlington, Vt. | 148.7 | 235 |
| Parkersburg - Marietta, W.Va.-Ohio | 144.4 | 236 |
| Lynchburg, Va. | 142.9 | 237 |
| Panama City, Fla. | 142.3 | 238 |
| Eau Claire, Wisc. | 142.0 | 239 |
| Vineland - Millville - Bridgeton, N.J. | 141.6 | 240 |
| Monroe, La. | 141.3 | 241 |
| Charlottesville, Va. | 140.6 | 242 |
| Bellingham, Wash. | 140.0 | 243 |
| Joplin, Mo. | 139.6 | 244 |
| Jamestown - Dunkirk, N.Y. | 139.2 | 245 |
| Waterloo - Cedar Falls, Iowa | 139.1 | 246 |
| Janesville - Beloit, Wisc. | 138.8 | 247 |
| Dothan, Ala. | 137.5 | 248 |
| Battle Creek, Mich. | 137.1 | 249 |
| Pittsfield, Mass. | 136.8 | 250 |
| **Total Top 250** | **198,727.7** | |
| Greeley, Colo. | 136.3 | 251 |
| Bloomington - Normal, Ill. | 135.6 | 252 |
| Yuba City, Cal. | 135.3 | 253 |
| Lafayette - West Lafayette, Ind. | 134.7 | 254 |
| Steubenville - Weirton, Ohio-W.Va. | 134.3 | 255 |
| Kenosha, Wisc. | 133.9 | 256 |
| Sioux Falls, S.D. | 133.0 | 257 |
| Florence, Ala. | 130.3 | 258 |
| Bryan - College Station, Tex. | 130.0 | 259 |
| State College, Pa. | 129.5 | 260 |
| Altoona, Pa. | 129.0 | 261 |
| Santa Fe, N.M. | 128.9 | 262 |
| Alexandria, La. | 128.5 | 263 |
| Wilmington, N.C. | 128.1 | 264 |
| Terre Haute, Ind. | 127.6 | 265 |
| Anderson, Ind. | 127.4 | 266 |
| Hagerstown, Md. | 126.3 | 267 |
| Mansfield, Ohio | 126.0 | 268 |
| Glens Falls, N.Y. | 125.7 | 269 |
| Pueblo, Colo. | 123.6 | 270 |
| Texarkana, Tex.-Ark. | 122.1 | 271 |
| Yuma, Ariz. | 121.7 | 272 |
| Fayetteville - Springdale, Ark. | 121.5 | 273 |
| Williamsport, Pa. | 121.5 | 273 |
| Wichita Falls, Tex. | 120.6 | 275 |
| Abilene, Tex. | 119.6 | 276 |
| Wausau, Wisc. | 118.8 | 277 |
| Florence, S.C. | 117.8 | 278 |
| Columbia, Mo. | 117.6 | 279 |
| Sharon, Pa. | 117.5 | 280 |
| Anniston, Ala. | 117.2 | 281 |
| Muncie, Ind. | 117.2 | 281 |
| Pascagoula, Miss. | 115.3 | 283 |
| Sioux City, Iowa | 115.3 | 283 |
| Rochester, Minn. | 114.9 | 285 |
| Odessa, Tex. | 113.9 | 286 |
| Burlington, N.C. | 113.7 | 287 |
| Bloomington, Ind. | 113.6 | 288 |
| Midland, Tex. | 113.1 | 289 |
| Albany, Ga. | 111.8 | 290 |
| Lawton, Okla. | 111.1 | 291 |
| Billings, Mont. | 111.0 | 292 |
| Decatur, Ill. | 110.9 | 293 |
| Lewiston - Auburn, Me. | 110.8 | 294 |
| Decatur, Ala. | 107.2 | 295 |
| Danville, Va. | 107.0 | 296 |
| Sheboygan, Wisc. | 106.0 | 297 |
| San Angelo, Tex. | 104.2 | 298 |
| Iowa City, Iowa | 102.0 | 299 |
| La Crosse, Wisc. | 101.2 | 300 |
| Cumberland, Md. | 99.4 | 301 |
| Gadsden, Ala. | 99.1 | 302 |
| Elmira, N.Y. | 96.6 | 303 |
| Kankakee, Ill. | 95.1 | 304 |
| Sherman - Denison, Tex. | 94.8 | 305 |
| Kokomo, Ind. | 92.9 | 306 |
| Rapid City, S.D. | 89.6 | 307 |
| Lawrence, Kans. | 89.4 | 308 |
| Owensboro, Ky. | 87.2 | 309 |
| Dubuque, Iowa | 85.0 | 310 |
| Pine Bluff, Ark. | 85.0 | 310 |
| Bismarck, N.D. | 84.4 | 312 |
| St. Joseph, Mo. | 81.0 | 313 |
| Jackson, Tenn. | 79.3 | 314 |
| Great Falls, Mont. | 76.9 | 315 |
| Cheyenne, Wyo. | 75.0 | 316 |
| Victoria, Tex. | 74.2 | 317 |
| Grand Forks, N.D. | 73.5 | 318 |
| Casper, Wyo. | 56.2 | 319 |
| Enid, Okla. | 51.9 | 320 |
| **Total Above Areas** | **206,414.3** | |
| **Percent of U.S.** | **78.3963** | |
| **U.S. Total** | **263,296.1** | |

# PERCENT CHANGE IN POPULATION 1990-1995

| Area | % | Rank |
|---|---|---|
| **Riverside** - San Bernardino, Cal. | 21.7 | 1 |
| **Las Vegas**, Nev. | 19.0 | 2 |
| **Modesto**, Cal. | 17.7 | 3 |
| **West Palm Beach** - Boca Raton - Delray Beach, Fla. | 17.3 | 4 |
| **Naples**, Fla. | 16.6 | 5 |
| **Vallejo** - Fairfield - Napa, Cal. | 16.4 | 6 |
| **Orlando**, Fla. | 15.8 | 7 |
| **Bakersfield**, Cal. | 15.6 | 8 |
| **Fort Pierce**, Fla. | 15.6 | 8 |
| **Redding**, Cal. | 15.6 | 8 |
| **McAllen** - Edinburg - Mission, Tex. | 15.4 | 11 |
| **Fort Myers** - Cape Coral, Fla. | 15.2 | 12 |
| **Sacramento**, Cal. | 15.1 | 13 |
| **Ocala**, Fla. | 15.0 | 14 |
| **San Diego**, Cal. | 15.0 | 14 |
| **Las Cruces**, N.M. | 14.6 | 16 |
| **Atlanta**, Ga. | 14.4 | 17 |
| **Fort Collins** - Loveland, Colo. | 13.9 | 18 |
| **Fresno**, Cal. | 13.6 | 19 |
| **Santa Rosa** - Petaluma, Cal. | 13.5 | 20 |
| **Melbourne** - Titusville - Palm Bay, Fla. | 13.4 | 21 |
| **Bremerton**, Wash. | 13.3 | 22 |
| **Phoenix**, Ariz. | 13.2 | 23 |
| **Visalia** - Tulare - Porterville, Cal. | 12.9 | 24 |
| **Fort Worth** - Arlington, Tex. | 12.8 | 25 |
| **Albuquerque**, N.M. | 12.7 | 26 |
| **Daytona Beach**, Fla. | 12.7 | 26 |
| **Fort Walton Beach**, Fla. | 12.7 | 26 |
| **Jacksonville**, Fla. | 12.7 | 26 |
| **Salinas** - Seaside - Monterey, Cal. | 12.6 | 30 |
| **Austin**, Tex. | 12.3 | 31 |
| **Stockton**, Cal. | 12.2 | 32 |
| **Colorado Springs**, Colo. | 12.1 | 33 |
| **Laredo**, Tex. | 12.0 | 34 |
| **Merced**, Cal. | 12.0 | 34 |
| **Reno**, Nev. | 11.9 | 36 |
| **El Paso**, Tex. | 11.8 | 37 |
| **Yuma**, Ariz. | 11.8 | 37 |
| **Olympia**, Wash. | 11.6 | 39 |
| **Raleigh** - Durham, N.C. | 11.6 | 39 |
| **Dallas**, Tex. | 10.8 | 41 |
| **Portsmouth** - Dover - Rochester, N.H. | 10.8 | 41 |
| **Aurora** - Elgin, Ill. | 10.7 | 43 |
| **Lake County**, Ill. | 10.7 | 43 |
| **Oxnard** - Ventura, Cal. | 10.6 | 45 |
| **Tampa** - St. Petersburg - Clearwater, Fla. | 10.5 | 46 |
| **Vancouver**, Wash. | 10.3 | 47 |
| **Anaheim** - Santa Ana, Cal. | 10.2 | 48 |
| **Charleston**, S.C. | 10.2 | 48 |
| **Panama** City, Fla. | 10.1 | 50 |
| **San Antonio**, Tex. | 10.0 | 51 |
| **Fort Lauderdale** - Hollywood - Pompano Beach, Fla. | 9.8 | 52 |
| **Seattle**, Wash. | 9.8 | 52 |
| **Norfolk** - Virginia Beach - Newport News, Va. | 9.7 | 54 |
| **Tucson**, Ariz. | 9.7 | 54 |
| **Bradenton**, Fla. | 9.6 | 56 |
| **Orange** County, N.Y. | 9.6 | 56 |
| **Washington**, D.C. | 9.6 | 56 |
| **Charlotte** - Gastonia - Rock Hill, N.C.-S.C. | 9.5 | 59 |
| **Chico**, Cal. | 9.4 | 60 |
| **Huntsville**, Ala. | 9.3 | 61 |
| **Manchester** - Nashua, N.H. | 9.3 | 61 |
| **Tallahassee**, Fla. | 9.3 | 61 |
| **Lancaster**, Pa. | 9.2 | 64 |
| **Lakeland** - Winter Haven, Fla. | 9.1 | 65 |
| **Sarasota**, Fla. | 8.8 | 66 |
| **Yuba City**, Cal. | 8.8 | 66 |
| **Rapid City**, S.D. | 8.7 | 68 |
| **Santa Cruz**, Cal. | 8.7 | 68 |
| **Santa Fe**, N.M. | 8.6 | 70 |
| **Tacoma**, Wash. | 8.6 | 70 |
| **Minneapolis** - St. Paul, Minn. | 8.5 | 72 |
| **Oakland**, Cal. | 8.2 | 73 |
| **Bellingham**, Wash. | 8.0 | 74 |
| **Monmouth** - Ocean, N.J. | 8.0 | 74 |
| **Brownsville** - Harlingen, Tex. | 7.9 | 76 |
| **Jacksonville**, N.C. | 7.9 | 76 |
| **Killeen** - Temple, Tex. | 7.9 | 76 |
| **Lawrence**, Kans. | 7.8 | 79 |
| **Los Angeles** - Long Beach, Cal. | 7.7 | 80 |
| Miami - Hialeah, Fla. | 7.7 | 80 |
| Pensacola, Fla. | 7.6 | 82 |
| Nashville, Tenn. | 7.5 | 83 |
| Provo - Orem, Utah | 7.5 | 83 |
| Gainesville, Fla. | 7.3 | 85 |
| Burlington, Vt. | 7.2 | 86 |
| Athens, Ga. | 7.0 | 87 |
| Grand Rapids, Mich. | 7.0 | 87 |
| St. Cloud, Minn. | 6.9 | 89 |
| Salt Lake City - Ogden, Utah | 6.9 | 89 |
| Boise, Ida. | 6.8 | 91 |
| Rochester, Minn. | 6.8 | 91 |
| Middlesex - Somerset - Hunterdon, N.J. | 6.7 | 93 |
| Richmond - Petersburg, Va. | 6.7 | 93 |
| Columbia, S.C. | 6.6 | 95 |
| San Jose, Cal. | 6.6 | 95 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 6.6 | 95 |
| Kansas City, Mo.-Kans. | 6.5 | 98 |
| Atlantic City, N.J. | 6.3 | 99 |
| Sioux Falls, S.D. | 6.3 | 99 |
| Tyler, Tex. | 6.3 | 99 |
| Springfield, Mo. | 6.2 | 102 |
| Worcester - Fitchburg - Leominster, Mass. | 6.2 | 102 |
| Poughkeepsie, N.Y. | 6.1 | 104 |
| Charlottesville, Va. | 6.0 | 105 |
| Decatur, Ala. | 6.0 | 105 |
| Fayetteville - Springdale, Ark. | 6.0 | 105 |
| Macon - Warner Robins, Ga. | 6.0 | 105 |
| Wichita, Kans. | 6.0 | 105 |
| Greenville - Spartanburg, S.C. | 5.9 | 110 |
| Medford, Ore. | 5.9 | 110 |
| Wilmington, Del. | 5.9 | 110 |
| Bryan - College Station, Tex. | 5.8 | 113 |
| Houston, Tex. | 5.8 | 113 |
| Portland, Ore. | 5.8 | 113 |
| Elkhart - Goshen, Ind. | 5.7 | 116 |
| Boulder - Longmont, Colo. | 5.6 | 117 |
| Baltimore, Md. | 5.5 | 118 |
| Hamilton - Middletown, Ohio | 5.5 | 118 |
| Joliet, Ill. | 5.5 | 118 |
| Madison, Wisc. | 5.5 | 118 |
| Wilmington, N.C. | 5.5 | 118 |
| Columbus, Ohio | 5.4 | 123 |
| Iowa City, Iowa | 5.3 | 124 |
| Memphis, Tenn. | 5.3 | 124 |
| Midland, Tex. | 5.3 | 124 |
| Portland, Me. | 5.3 | 124 |
| Salem, Ore. | 5.3 | 124 |
| York, Pa. | 5.3 | 124 |
| Honolulu, Haw. | 5.2 | 130 |
| Savannah, Ga. | 5.2 | 130 |
| Glens Falls, N.Y. | 5.1 | 132 |
| Augusta, Ga. | 5.0 | 133 |
| Green Bay, Wisc. | 5.0 | 133 |
| Lincoln, Neb. | 5.0 | 133 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 4.9 | 136 |
| Fort Smith, Ark. | 4.9 | 136 |
| San Angelo, Tex. | 4.9 | 136 |
| Des Moines, Iowa | 4.8 | 139 |
| Greensboro - Winston-Salem - High Point, N.C. | 4.8 | 139 |
| Lexington-Fayette, Ky. | 4.8 | 139 |
| Allentown - Bethlehem - Easton, Pa. | 4.6 | 142 |
| Appleton - Oshkosh - Neenah, Wisc. | 4.5 | 143 |
| Montgomery, Ala. | 4.5 | 143 |
| Fargo - Moorhead, N.D.-Minn. | 4.4 | 145 |
| Hickory - Morganton, N.C. | 4.4 | 145 |
| Lewiston - Auburn, Me. | 4.4 | 145 |
| Burlington, N.C. | 4.3 | 148 |
| Yakima, Wash. | 4.3 | 143 |
| Bloomington - Normal, Ill. | 4.2 | 150 |
| Denver, Colo. | 4.2 | 150 |
| Dothan, Ala. | 4.2 | 150 |
| Lubbock, Tex. | 4.2 | 150 |
| Anderson, S.C. | 4.1 | 154 |
| Ann Arbor, Mich. | 4.1 | 154 |
| Indianapolis, Ind. | 4.1 | 154 |
| Trenton, N.J. | 4.1 | 154 |
| Columbia, Mo. | 4.0 | 158 |
| Tuscaloosa, Ala. | 4.0 | 158 |
| Reading, Pa. | 3.9 | 160 |
| State College, Pa. | 3.9 | 160 |
| Brazoria, Tex. | 3.8 | 162 |
| Hartford - New Britain - Middletown - Bristol, Conn. | 3.8 | 162 |
| Kenosha, Wisc. | 3.8 | 162 |
| Albany - Schenectady - Troy, N.Y. | 3.7 | 165 |
| Columbus, Ga. | 3.7 | 165 |
| Fayetteville, N.C. | 3.7 | 165 |
| Little Rock - North Little Rock, Ark. | 3.7 | 165 |
| Philadelphia, Pa. | 3.7 | 165 |
| Topeka, Kans. | 3.7 | 165 |
| Asheville, N.C. | 3.6 | 171 |
| Bangor, Me. | 3.6 | 171 |
| Bloomington, Ind. | 3.6 | 171 |
| Springfield, Mass. | 3.6 | 171 |
| Fort Wayne, Ind. | 3.5 | 175 |
| Grand Forks, N.D. | 3.5 | 175 |
| Hagerstown, Md. | 3.4 | 177 |
| Harrisburg - Lebanon - Carlisle, Pa. | 3.4 | 177 |
| Jackson, Miss. | 3.4 | 177 |
| Knoxville, Tenn. | 3.4 | 177 |
| Mobile, Ala. | 3.4 | 177 |
| New London - Norwich, Conn. | 3.4 | 177 |
| Omaha, Neb. | 3.4 | 177 |
| New York, N.Y. | 3.3 | 184 |
| Kalamazoo, Mich. | 3.2 | 185 |
| New Bedford - Fall River - Attleboro, Mass. | 3.2 | 185 |
| Providence - Pawtucket - Woonsocket, R.I. | 3.2 | 185 |
| St. Louis, Mo. | 3.2 | 185 |
| Galveston - Texas City, Tex. | 3.1 | 189 |
| Anchorage, Alas. | 3.0 | 190 |
| Eugene - Springfield, Ore. | 3.0 | 190 |
| Greeley, Colo. | 3.0 | 190 |
| San Francisco, Cal. | 3.0 | 190 |
| Chattanooga, Tenn. | 2.9 | 194 |
| Joplin, Mo. | 2.9 | 194 |
| Lansing - East Lansing, Mich. | 2.9 | 194 |
| La Crosse, Wisc. | 2.8 | 197 |
| New Haven - Waterbury - Meriden, Conn. | 2.8 | 197 |
| Eau Claire, Wisc. | 2.7 | 199 |
| Jackson, Mich. | 2.7 | 199 |
| Lafayette - West Lafayette, Ind. | 2.7 | 199 |
| Florence, S.C. | 2.6 | 202 |
| Waco, Tex. | 2.6 | 202 |
| Wausau, Wisc. | 2.5 | 204 |
| Cincinnati, Ohio | 2.4 | 205 |
| Muskegon, Mich. | 2.4 | 205 |
| Oklahoma City, Okla. | 2.4 | 205 |
| Birmingham, Ala. | 2.3 | 208 |
| Cheyenne, Wyo. | 2.3 | 208 |
| Racine, Wisc. | 2.3 | 208 |
| Amarillo, Tex. | 2.2 | 211 |
| Cedar Rapids, Iowa | 2.2 | 211 |
| Milwaukee, Wisc. | 2.2 | 211 |
| Tulsa, Okla. | 2.2 | 211 |
| Vineland - Millville - Bridgeton, N.J. | 2.2 | 211 |
| Williamsport, Pa. | 2.0 | 216 |
| Champaign - Urbana - Rantoul, Ill. | 1.9 | 217 |
| Corpus Christi, Tex. | 1.9 | 217 |
| Nassau - Suffolk, N.Y. | 1.9 | 217 |
| Rochester, N.Y. | 1.9 | 217 |
| Dayton - Springfield, Ohio | 1.8 | 221 |
| South Bend - Mishawaka, Ind. | 1.8 | 221 |
| Richland - Kennewick - Pasco, Wash. | 1.7 | 223 |
| Sheboygan, Wisc. | 1.7 | 223 |
| Spokane, Wash. | 1.7 | 223 |
| Springfield, Ill. | 1.6 | 226 |
| Jackson, Tenn. | 1.5 | 227 |
| Syracuse, N.Y. | 1.5 | 227 |
| Biloxi - Gulfport, Miss. | 1.4 | 229 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 1.4 | 229 |
| Lima, Ohio | 1.4 | 229 |
| Rockford, Ill. | 1.4 | 229 |
| Texarkana, Tex.-Ark. | 1.4 | 229 |
| Elmira, N.Y. | 1.3 | 234 |
| Scranton - Wilkes-Barre, Pa. | 1.3 | 234 |
| Chicago, Ill. | 1.2 | 236 |
| Akron, Ohio | 1.1 | 237 |
| Detroit, Mich. | 1.1 | 237 |
| Toledo, Ohio | 1.0 | 239 |
| Anniston, Ala. | .9 | 240 |
| Longview - Marshall, Tex. | .8 | 241 |
| Baton Rouge, La. | .7 | 242 |
| Battle Creek, Mich. | .7 | 242 |
| Bismarck, N.D. | .7 | 242 |
| Lorain - Elyria, Ohio | .7 | 242 |
| Roanoke, Va. | .7 | 242 |
| Evansville, Ind. | .5 | 247 |
| Louisville, Ky. | .5 | 247 |
| Benton Harbor, Mich. | .4 | 249 |
| Johnson City - Kingsport - Bristol, Tenn. | .4 | 249 |
| Lake Charles, La. | .4 | 249 |
| Lynchburg, Va. | .4 | 249 |
| Pueblo, Colo. | .4 | 249 |
| Canton, Ohio | .3 | 254 |
| Sioux City, Iowa | .3 | 254 |
| Pascagoula, Miss. | .2 | 256 |
| Abilene, Tex. | .1 | 257 |
| Binghamton, N.Y. | .0 | 258 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | .0 | 258 |
| Mansfield, Ohio | .0 | 258 |
| Owensboro, Ky. | .0 | 258 |
| Lawton, Okla. | –.1 | 262 |
| Newark, N.J. | –.1 | 262 |
| Niagara Falls, N.Y. | –.1 | 262 |
| Victoria, Tex. | –.1 | 262 |
| Sherman - Denison, Tex. | –.2 | 266 |
| Albany, Ga. | –.4 | 267 |
| Bergen - Passaic, N.J. | –.4 | 267 |
| Janesville - Beloit, Wisc. | –.4 | 267 |
| Monroe, La. | –.4 | 267 |
| New Orleans, La. | –.5 | 271 |
| Pine Bluff, Ark. | –.5 | 271 |
| Florence, Ala. | –.6 | 273 |
| Gadsden, Ala. | –.6 | 273 |
| Utica - Rome, N.Y. | –.6 | 273 |
| Erie, Pa. | –.7 | 276 |
| Saginaw - Bay City - Midland, Mich. | –.7 | 276 |
| Great Falls, Mont. | –.8 | 278 |
| Gary - Hammond, Ind. | –.9 | 279 |
| Kankakee, Ill. | –.9 | 279 |
| Altoona, Pa. | –1.0 | 281 |
| Lafayette, La. | –1.0 | 281 |
| Buffalo, N.Y. | –1.1 | 283 |
| Wichita Falls, Tex. | –1.1 | 283 |
| Flint, Mich. | –1.2 | 285 |
| Cleveland, Ohio | –1.3 | 286 |
| Danville, Va. | –1.3 | 286 |
| Houma - Thibodaux, La. | –1.3 | 286 |
| Dubuque, Iowa | –1.4 | 289 |
| Shreveport, La. | –1.4 | 289 |
| Peoria, Ill. | –1.5 | 291 |
| Jamestown - Dunkirk, N.Y. | –1.6 | 292 |
| Pittsfield, Mass. | –1.6 | 292 |
| Billings, Mont. | –1.8 | 294 |
| Muncie, Ind. | –1.8 | 294 |
| Alexandria, La. | –1.9 | 296 |
| Cumberland, Md. | –1.9 | 296 |
| Jersey City, N.J. | –1.9 | 296 |
| Anderson, Ind. | –2.1 | 299 |
| Terre Haute, Ind. | –2.1 | 299 |
| St. Joseph, Mo. | –2.2 | 301 |
| Sharon, Pa. | –2.5 | 302 |
| Youngstown - Warren, Ohio | –2.5 | 302 |
| Pittsburgh, Pa. | –2.6 | 304 |
| Parkersburg - Marietta, W.Va.-Ohio | –2.7 | 305 |
| Charleston, W.Va. | –2.8 | 306 |
| Huntington - Ashland, W.Va.-Ky. | –2.9 | 307 |
| Beaumont - Port Arthur, Tex. | –3.0 | 308 |
| Beaver County, Pa. | –3.2 | 309 |
| Duluth, Minn. | –3.3 | 310 |
| Davenport - Rock Island - Moline, Iowa-Ill. | –3.4 | 311 |
| Johnstown, Pa. | –3.4 | 311 |
| Kokomo, Ind. | –3.5 | 313 |
| Odessa, Tex. | –3.5 | 313 |
| Waterloo - Cedar Falls, Iowa | –4.3 | 315 |
| Decatur, Ill. | –4.6 | 316 |
| Steubenville - Weirton, Ohio-W.Va. | –4.9 | 317 |
| Wheeling, W.Va. | –4.9 | 317 |
| Casper, Wyo. | –6.6 | 319 |
| Enid, Okla. | –6.8 | 320 |
| **Average Above Areas** | **5.9** |  |
| **U.S. Average** | **5.0** |  |

# 1995 HOUSEHOLDS

| Area | (Thous.) | Rank |
|---|---|---|
| New York, N.Y. | 3,306.9 | 1 |
| Los Angeles - Long Beach, Cal. | 3,103.2 | 2 |
| Chicago, Ill. | 2,233.6 | 3 |
| Philadelphia, Pa. | 1,864.1 | 4 |
| Detroit, Mich. | 1,646.7 | 5 |
| Washington, D.C. | 1,605.3 | 6 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 1,427.5 | 7 |
| Houston, Tex. | 1,253.1 | 8 |
| Atlanta, Ga. | 1,244.2 | 9 |
| Riverside - San Bernardino, Cal. | 1,087.4 | 10 |
| Dallas, Tex. | 1,072.6 | 11 |
| Minneapolis - St. Paul, Minn. | 1,035.5 | 12 |
| San Diego, Cal. | 1,026.0 | 13 |
| Tampa - St. Petersburg - Clearwater, Fla. | 987.6 | 14 |
| St. Louis, Mo. | 969.7 | 15 |
| Phoenix, Ariz. | 945.1 | 16 |
| Baltimore, Md. | 943.9 | 17 |
| Anaheim - Santa Ana, Cal. | 893.2 | 18 |
| Seattle, Wash. | 881.3 | 19 |
| Nassau - Suffolk, N.Y. | 863.6 | 20 |
| Oakland, Cal. | 840.6 | 21 |
| Pittsburgh, Pa. | 811.8 | 22 |
| Miami - Hialeah, Fla. | 738.9 | 23 |
| Cleveland, Ohio | 707.7 | 24 |
| Denver, Colo. | 688.5 | 25 |
| Sacramento, Cal. | 653.9 | 26 |
| Kansas City, Mo.-Kans. | 653.5 | 27 |
| San Francisco, Cal. | 648.7 | 28 |
| Newark, N.J. | 644.6 | 29 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 597.3 | 30 |
| Fort Worth - Arlington, Tex. | 572.1 | 31 |
| Cincinnati, Ohio | 568.5 | 32 |
| Columbus, Ohio | 559.3 | 33 |
| Norfolk - Virginia Beach - Newport News, Va. | 554.5 | 34 |
| Milwaukee, Wisc. | 554.0 | 35 |
| San Jose, Cal. | 540.4 | 36 |
| Portland, Ore. | 518.2 | 37 |
| Indianapolis, Ind. | 506.5 | 38 |
| San Antonio, Tex. | 504.9 | 39 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | 495.5 | 40 |
| Orlando, Fla. | 479.0 | 41 |
| Bergen - Passaic, N.J. | 459.1 | 42 |
| New Orleans, La. | 454.2 | 43 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 450.0 | 44 |
| Hartford - New Britain - Middletown - Bristol, Conn. | 445.2 | 45 |
| Nashville, Tenn. | 415.3 | 46 |
| Monmouth - Ocean, N.J. | 400.7 | 47 |
| Greensboro - Winston-Salem - High Point, N.C. | 398.4 | 48 |
| Jacksonville, Fla. | 398.4 | 48 |
| Middlesex - Somerset - Hunterdon, N.J. | 397.7 | 50 |
| **Total Top 50** | **45,047.9** | |
| Rochester, N.Y. | 384.4 | 51 |
| Memphis, Tenn. | 382.5 | 52 |
| Oklahoma City, Okla. | 377.9 | 53 |
| Buffalo, N.Y. | 377.2 | 54 |
| Salt Lake City - Ogden, Utah | 373.8 | 55 |
| Louisville, Ky. | 373.6 | 56 |
| Dayton - Springfield, Ohio | 373.0 | 57 |
| Richmond - Petersburg, Va. | 363.7 | 58 |
| Providence - Pawtucket - Woonsocket, R.I. | 359.3 | 59 |
| Birmingham, Ala. | 358.2 | 60 |
| Las Vegas, Nev. | 354.7 | 61 |
| Austin, Tex. | 352.7 | 62 |
| Albany - Schenectady - Troy, N.Y. | 352.4 | 63 |
| Raleigh - Durham, N.C. | 333.3 | 64 |
| New Haven - Waterbury - Meriden, Conn. | 316.8 | 65 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | 304.3 | 66 |
| Tucson, Ariz. | 297.0 | 67 |
| Scranton - Wilkes-Barre, Pa. | 288.3 | 68 |
| Honolulu, Haw. | 287.9 | 69 |
| Tulsa, Okla. | 285.7 | 70 |
| Worcester - Fitchburg - Leominster, Mass. | 280.3 | 71 |
| Allentown - Bethlehem - Easton, Pa. | 275.4 | 72 |
| Grand Rapids, Mich. | 264.9 | 73 |
| Greenville - Spartanburg, S.C. | 261.0 | 74 |
| Akron, Ohio | 254.6 | 75 |
| Fresno, Cal. | 252.4 | 76 |
| Knoxville, Tenn. | 250.4 | 77 |
| Syracuse, N.Y. | 248.8 | 78 |
| Omaha, Neb. | 242.0 | 79 |
| Harrisburg - Lebanon - Carlisle, Pa. | 237.5 | 80 |
| Oxnard - Ventura, Cal. | 237.1 | 81 |
| Tacoma, Wash. | 235.9 | 82 |
| Toledo, Ohio | 233.6 | 83 |
| Springfield, Mass. | 230.5 | 84 |
| Wilmington, Del. | 229.1 | 85 |
| Albuquerque, N.M. | 216.9 | 86 |
| Gary - Hammond, Ind. | 214.4 | 87 |
| Bakersfield, Cal. | 213.1 | 88 |
| Little Rock - North Little Rock, Ark. | 204.9 | 89 |
| Charleston, S.C. | 201.9 | 90 |
| El Paso, Tex. | 199.7 | 91 |
| Jersey City, N.J. | 198.9 | 92 |
| Lake County, Ill. | 196.4 | 93 |
| New Bedford - Fall River - Attleboro, Mass. | 194.2 | 94 |
| Melbourne - Titusville - Palm Bay, Fla. | 191.5 | 95 |
| Baton Rouge, La. | 190.2 | 96 |
| Wichita, Kans. | 188.7 | 97 |
| Youngstown - Warren, Ohio | 184.7 | 98 |
| Vallejo - Fairfield - Napa, Cal. | 183.6 | 99 |
| Mobile, Ala. | 182.9 | 100 |
| **Total Top 100** | **58,640.1** | |
| Columbia, S.C. | 178.1 | 101 |
| Daytona Beach, Fla. | 177.8 | 102 |
| Stockton, Cal. | 175.1 | 103 |
| Chattanooga, Tenn. | 174.1 | 104 |
| Johnson City - Kingsport - Bristol, Tenn. | 174.0 | 105 |
| Lakeland - Winter Haven, Fla. | 173.9 | 106 |
| Santa Rosa - Petaluma, Cal. | 171.9 | 107 |
| Colorado Springs, Colo. | 169.8 | 108 |
| Lancaster, Pa. | 168.7 | 109 |
| Fort Myers - Cape Coral, Fla. | 167.5 | 110 |
| York, Pa. | 167.2 | 111 |
| Lansing - East Lansing, Mich. | 162.3 | 112 |
| Des Moines, Iowa | 162.0 | 113 |
| Flint, Mich. | 160.4 | 114 |
| Augusta, Ga. | 152.6 | 115 |
| Madison, Wisc. | 151.9 | 116 |
| Canton, Ohio | 151.3 | 117 |
| Modesto, Cal. | 150.2 | 118 |
| Saginaw - Bay City - Midland, Mich. | 148.7 | 119 |
| Jackson, Miss. | 146.6 | 120 |
| Spokane, Wash. | 145.0 | 121 |
| Lexington-Fayette, Ky. | 143.0 | 122 |
| Portsmouth - Dover - Rochester, N.H. | 143.0 | 122 |
| Fort Wayne, Ind. | 142.4 | 124 |
| Pensacola, Fla. | 142.0 | 125 |
| Sarasota, Fla. | 139.9 | 126 |
| Manchester - Nashua, N.H. | 138.8 | 127 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 135.8 | 128 |
| Joliet, Ill. | 135.5 | 129 |
| Aurora - Elgin, Ill. | 134.2 | 130 |
| Reading, Pa. | 133.9 | 131 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 132.5 | 132 |
| Atlantic City, N.J. | 131.5 | 133 |
| Beaumont - Port Arthur, Tex. | 130.5 | 134 |
| Peoria, Ill. | 128.2 | 135 |
| Salinas - Seaside - Monterey, Cal. | 126.9 | 136 |
| Appleton - Oshkosh - Neenah, Wisc. | 123.0 | 137 |
| Shreveport, La. | 122.6 | 138 |
| Trenton, N.J. | 122.5 | 139 |
| Corpus Christi, Tex. | 121.3 | 140 |
| Fort Pierce, Fla. | 121.0 | 141 |
| McAllen - Edinburg - Mission, Tex. | 119.5 | 142 |
| Utica - Rome, N.Y. | 118.1 | 143 |
| Reno, Nev. | 116.7 | 144 |
| Huntington - Ashland, W.Va.-Ky. | 116.3 | 145 |
| Eugene - Springfield, Ore. | 114.8 | 146 |
| Macon - Warner Robins, Ga. | 112.1 | 147 |
| Montgomery, Ala. | 112.1 | 147 |
| Orange County, N.Y. | 112.0 | 149 |
| Hamilton - Middletown, Ohio | 111.3 | 150 |
| **Total Top 150** | **65,750.8** | |
| Visalia - Tulare - Porterville, Cal. | 110.5 | 151 |
| Evansville, Ind. | 110.4 | 152 |
| Rockford, Ill. | 110.1 | 153 |
| Ann Arbor, Mich. | 109.5 | 154 |
| Salem, Ore. | 107.4 | 155 |
| Huntsville, Ala. | 103.3 | 156 |
| Bradenton, Fla. | 102.1 | 157 |
| Erie, Pa. | 101.8 | 158 |
| Binghamton, N.Y. | 101.6 | 159 |
| Portland, Me. | 100.9 | 160 |
| Springfield, Mo. | 100.3 | 161 |
| Tallahassee, Fla. | 99.1 | 162 |
| Charleston, W.Va. | 99.0 | 163 |
| Vancouver, Wash. | 98.8 | 164 |
| New London - Norwich, Conn. | 97.4 | 165 |
| Lorain - Elyria, Ohio | 97.0 | 166 |
| Savannah, Ga. | 96.2 | 167 |
| Poughkeepsie, N.Y. | 96.0 | 168 |
| Boulder - Longmont, Colo. | 95.9 | 169 |
| Fayetteville, N.C. | 95.4 | 170 |
| South Bend - Mishawaka, Ind. | 94.9 | 171 |
| Ocala, Fla. | 93.7 | 172 |
| Duluth, Minn. | 93.3 | 173 |
| Killeen - Temple, Tex. | 92.1 | 174 |
| Roanoke, Va. | 91.4 | 175 |
| Columbus, Ga. | 90.8 | 176 |
| Hickory - Morganton, N.C. | 90.3 | 177 |
| Santa Cruz, Cal. | 89.8 | 178 |
| Johnstown, Pa. | 89.6 | 179 |
| Lincoln, Neb. | 88.1 | 180 |
| Gainesville, Fla. | 87.2 | 181 |
| Kalamazoo, Mich. | 87.0 | 182 |
| Niagara Falls, N.Y. | 86.2 | 183 |
| Lubbock, Tex. | 85.8 | 184 |
| Anchorage, Alas. | 85.6 | 185 |
| Galveston - Texas City, Tex. | 84.9 | 186 |
| Boise, Ida. | 83.7 | 187 |
| Fort Collins - Loveland, Colo. | 83.2 | 188 |
| Bremerton, Wash. | 80.5 | 189 |
| Chico, Cal. | 79.5 | 190 |
| Brownsville - Harlingen, Tex. | 78.5 | 191 |
| Springfield, Ill. | 78.3 | 192 |
| Green Bay, Wisc. | 77.3 | 193 |
| Lafayette, La. | 75.6 | 194 |
| Asheville, N.C. | 75.1 | 195 |
| Provo - Orem, Utah | 74.9 | 196 |
| Naples, Fla. | 74.4 | 197 |
| Amarillo, Tex. | 74.3 | 198 |
| Biloxi - Gulfport, Miss. | 72.9 | 199 |
| Waco, Tex. | 72.4 | 200 |
| **Total Top 200** | **70,294.8** | |
| Beaver County, Pa. | 71.1 | 201 |
| Fort Smith, Ark. | 71.0 | 202 |
| Olympia, Wash. | 70.6 | 203 |
| St. Cloud, Minn. | 70.6 | 203 |
| Yakima, Wash. | 68.4 | 205 |
| Brazoria, Tex. | 67.4 | 206 |
| Redding, Cal. | 67.3 | 207 |
| Cedar Rapids, Iowa | 67.2 | 208 |
| Topeka, Kans. | 66.9 | 209 |
| Racine, Wisc. | 65.6 | 210 |
| Champaign - Urbana - Rantoul, Ill. | 65.3 | 211 |
| Athens, Ga. | 62.5 | 212 |
| Fort Walton Beach, Fla. | 62.4 | 213 |
| Longview - Marshall, Tex. | 61.9 | 214 |
| Benton Harbor, Mich. | 61.6 | 215 |
| Medford, Ore. | 61.6 | 215 |
| Merced, Cal. | 61.6 | 215 |
| Fargo - Moorhead, N.D.-Minn. | 61.4 | 218 |
| Lake Charles, La. | 61.2 | 219 |
| Tyler, Tex. | 61.2 | 219 |
| Elkhart - Goshen, Ind. | 60.4 | 221 |
| Wheeling, W.Va. | 60.2 | 222 |
| Muskegon, Mich. | 60.1 | 223 |
| Houma - Thibodaux, La. | 59.8 | 224 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 59.6 | 225 |
| Anderson, S.C. | 58.7 | 226 |
| Tuscaloosa, Ala. | 58.2 | 227 |
| Bangor, Me. | 57.1 | 228 |
| Lima, Ohio | 56.6 | 229 |
| Parkersburg - Marietta, W.Va.-Ohio | 56.6 | 229 |
| Jackson, Mich. | 55.9 | 231 |
| Richland - Kennewick - Pasco, Wash. | 55.8 | 232 |
| Panama City, Fla. | 55.6 | 233 |
| Burlington, Vt. | 55.4 | 234 |
| Joplin, Mo. | 55.0 | 235 |
| Lynchburg, Va. | 54.4 | 236 |
| Pittsfield, Mass. | 54.1 | 237 |
| Bellingham, Wash. | 53.2 | 238 |
| Jamestown - Dunkirk, N.Y. | 53.2 | 238 |
| Charlottesville, Va. | 53.1 | 240 |
| Waterloo - Cedar Falls, Iowa | 53.1 | 240 |
| Steubenville - Weirton, Ohio-W.Va. | 53.0 | 242 |
| Las Cruces, N.M. | 52.8 | 243 |
| Battle Creek, Mich. | 52.6 | 244 |
| Eau Claire, Wisc. | 52.6 | 244 |
| Janesville - Beloit, Wisc. | 52.2 | 246 |
| Wilmington, N.C. | 51.9 | 247 |
| Sioux Falls, S.D. | 51.7 | 248 |
| Dothan, Ala. | 51.4 | 249 |
| Florence, Ala. | 51.3 | 250 |
| **Total Top 250** | **73,257.2** | |
| Altoona, Pa. | 50.4 | 251 |
| Santa Fe, N.M. | 50.2 | 252 |
| Monroe, La. | 49.9 | 253 |
| Greeley, Colo. | 49.2 | 254 |
| Kenosha, Wisc. | 49.2 | 254 |
| Bloomington - Normal, Ill. | 49.1 | 256 |
| Anderson, Ind. | 48.5 | 257 |
| Mansfield, Ohio | 48.0 | 258 |
| Terre Haute, Ind. | 48.0 | 258 |
| Vineland - Millville - Bridgeton, N.J. | 47.8 | 260 |
| Pueblo, Colo. | 47.7 | 261 |
| Hagerstown, Md. | 47.0 | 262 |
| Yuba City, Cal. | 46.9 | 263 |
| Bryan - College Station, Tex. | 46.8 | 264 |
| Fayetteville - Springdale, Ark. | 46.8 | 264 |
| Lafayette - West Lafayette, Ind. | 46.7 | 266 |
| Williamsport, Pa. | 46.6 | 267 |
| Texarkana, Tex.-Ark. | 45.7 | 268 |
| Burlington, N.C. | 45.5 | 269 |
| Glens Falls, N.Y. | 45.5 | 269 |
| Jacksonville, N.C. | 45.1 | 271 |
| Sharon, Pa. | 45.0 | 272 |
| Alexandria, La. | 44.9 | 273 |
| Wichita Falls, Tex. | 44.6 | 274 |
| State College, Pa. | 44.4 | 275 |
| Billings, Mont. | 44.3 | 276 |
| Columbia, Mo. | 44.3 | 276 |
| Muncie, Ind. | 44.2 | 278 |
| Decatur, Ill. | 43.9 | 279 |
| Rochester, Minn. | 43.8 | 280 |
| Anniston, Ala. | 43.7 | 281 |
| Abilene, Tex. | 43.4 | 282 |
| Sioux City, Iowa | 43.3 | 283 |
| Wausau, Wisc. | 43.0 | 284 |
| Danville, Va. | 42.6 | 285 |
| Lewiston - Auburn, Me. | 42.5 | 286 |
| Florence, S.C. | 42.1 | 287 |
| Midland, Tex. | 41.9 | 288 |
| Decatur, Ala. | 41.0 | 289 |
| Odessa, Tex. | 40.7 | 290 |
| Pascagoula, Miss. | 40.7 | 290 |
| Yuma, Ariz. | 40.7 | 290 |
| Bloomington, Ind. | 40.6 | 293 |
| Sheboygan, Wisc. | 39.7 | 294 |
| Albany, Ga. | 39.4 | 295 |
| Cumberland, Md. | 39.1 | 296 |
| Gadsden, Ala. | 38.7 | 297 |
| La Crosse, Wisc. | 38.5 | 298 |
| Laredo, Tex. | 38.0 | 299 |
| Iowa City, Iowa | 37.9 | 300 |
| San Angelo, Tex. | 37.7 | 301 |
| Lawton, Okla. | 37.3 | 302 |
| Sherman - Denison, Tex. | 36.8 | 303 |
| Kokomo, Ind. | 36.3 | 304 |
| Elmira, N.Y. | 36.2 | 305 |
| Kankakee, Ill. | 34.2 | 306 |
| Rapid City, S.D. | 34.1 | 307 |
| Owensboro, Ky. | 33.5 | 308 |
| Lawrence, Kans. | 33.0 | 309 |
| Bismarck, N.D. | 32.1 | 310 |
| St. Joseph, Mo. | 31.9 | 311 |
| Dubuque, Iowa | 30.6 | 312 |
| Jackson, Tenn. | 30.4 | 313 |
| Great Falls, Mont. | 30.3 | 314 |
| Pine Bluff, Ark. | 30.0 | 315 |
| Cheyenne, Wyo. | 29.0 | 316 |
| Grand Forks, N.D. | 26.5 | 317 |
| Victoria, Tex. | 26.4 | 318 |
| Casper, Wyo. | 22.6 | 319 |
| Enid, Okla. | 20.6 | 320 |
| **Total Above Areas** | **76,104.2** | |
| **Percent of U.S.** | **78.2107** | |
| **U.S. Total** | **97,306.6** | |

# 1995 EFFECTIVE BUYING INCOME (EBI)

| Area | ($000) | Rank |
|---|---|---|
| **Los Angeles** - Long Beach, Cal. | 180,994,455 | 1 |
| **New York**, N.Y. | 175,644,823 | 2 |
| **Chicago**, Ill. | 130,417,954 | 3 |
| **Washington**, D.C. | 110,176,774 | 4 |
| **Philadelphia**, Pa. | 107,468,752 | 5 |
| **Boston** - Lawrence - Salem - Lowell - Brockton, Mass. | 88,695,523 | 6 |
| **Detroit**, Mich. | 84,594,238 | 7 |
| **Nassau** - Suffolk, N.Y. | 70,344,691 | 8 |
| **Atlanta**, Ga. | 65,200,797 | 9 |
| **Houston**, Tex. | 60,974,183 | 10 |
| **Dallas**, Tex. | 60,398,205 | 11 |
| **Anaheim** - Santa Ana, Cal. | 59,220,877 | 12 |
| **San Diego**, Cal. | 59,098,150 | 13 |
| **Minneapolis** - St. Paul, Minn. | 57,653,374 | 14 |
| **Riverside** - San Bernardino, Cal. | 54,683,207 | 15 |
| **Seattle**, Wash. | 53,047,644 | 16 |
| **Oakland**, Cal. | 52,265,671 | 17 |
| **St. Louis**, Mo. | 50,031,205 | 18 |
| **Baltimore**, Md. | 47,097,396 | 19 |
| **Phoenix**, Ariz. | 45,434,851 | 20 |
| **Newark**, N.J. | 44,633,057 | 21 |
| **San Francisco**, Cal. | 44,002,670 | 22 |
| **Tampa** - St. Petersburg - Clearwater, Fla. | 42,986,142 | 23 |
| **San Jose**, Cal. | 39,215,000 | 24 |
| **Denver**, Colo. | 38,262,861 | 25 |
| **Cleveland**, Ohio | 35,608,638 | 26 |
| **Bergen** - Passaic, N.J. | 34,838,246 | 27 |
| **Sacramento**, Cal. | 34,790,966 | 28 |
| **Pittsburgh**, Pa. | 34,570,539 | 29 |
| **Miami** - Hialeah, Fla. | 34,511,934 | 30 |
| **Kansas City**, Mo.-Kans. | 33,558,221 | 31 |
| **Fort Worth** - Arlington, Tex. | 31,883,457 | 32 |
| **Middlesex** - Somerset - Hunterdon, N.J. | 31,550,797 | 33 |
| **Fort Lauderdale** - Hollywood - Pompano Beach, Fla. | 31,413,021 | 34 |
| **Milwaukee**, Wisc. | 31,137,082 | 35 |
| **Cincinnati**, Ohio | 29,801,900 | 36 |
| **Portland**, Ore. | 27,716,622 | 37 |
| **Monmouth** - Ocean, N.J. | 26,182,795 | 38 |
| **Columbus**, Ohio | 25,950,854 | 39 |
| **Hartford** - New Britain - Middletown - Bristol, Conn. | 25,871,369 | 40 |
| **Norfolk** - Virginia Beach - Newport News, Va. | 25,425,176 | 41 |
| **West Palm Beach** - Boca Raton - Delray Beach, Fla. | 25,400,551 | 42 |
| **Indianapolis**, Ind. | 25,095,645 | 43 |
| **Bridgeport** - Stamford - Norwalk - Danbury, Conn. | 23,954,556 | 44 |
| **Orlando**, Fla. | 22,822,069 | 45 |
| **Charlotte** - Gastonia - Rock Hill, N.C.-S.C. | 22,818,510 | 46 |
| **San Antonio**, Tex. | 22,106,334 | 47 |
| **New Orleans**, La. | 21,397,975 | 48 |
| **Nashville**, Tenn. | 21,120,249 | 49 |
| **Rochester**, N.Y. | 18,995,684 | 50 |
| **Total Top 50** | **2,521,065,690** | |
| **Honolulu**, Haw. | 18,690,965 | 51 |
| **Jacksonville**, Fla. | 18,634,462 | 52 |
| **Richmond** - Petersburg, Va. | 18,610,839 | 53 |
| **Greensboro** - Winston-Salem - High Point, N.C. | 18,356,051 | 54 |
| **New Haven** - Waterbury - Meriden, Conn. | 18,071,233 | 55 |
| **Austin**, Tex. | 18,018,108 | 56 |
| **Albany** - Schenectady - Troy, N.Y. | 17,842,265 | 57 |
| **Raleigh** - Durham, N.C. | 17,763,265 | 58 |
| **Providence** - Pawtucket - Woonsocket, R.I. | 17,630,795 | 59 |
| **Salt Lake City** - Ogden, Utah | 17,448,295 | 60 |
| **Dayton** - Springfield, Ohio | 17,292,839 | 61 |
| **Louisville**, Ky. | 17,221,083 | 62 |
| **Memphis**, Tenn. | 17,058,427 | 63 |
| **Oklahoma City**, Okla. | 16,089,479 | 64 |
| **Las Vegas**, Nev. | 16,010,418 | 65 |
| **Buffalo**, N.Y. | 15,848,936 | 66 |
| **Oxnard** - Ventura, Cal. | 15,290,934 | 67 |
| **Birmingham**, Ala. | 15,031,330 | 68 |
| **Worcester** - Fitchburg - Leominster, Mass. | 14,894,210 | 69 |
| **Lake County**, Ill. | 14,674,064 | 70 |
| **Grand Rapids**, Mich. | 13,976,941 | 71 |
| **Omaha**, Neb. | 13,658,814 | 72 |
| **Allentown** - Bethlehem - Easton, Pa. | 13,000,915 | 73 |
| **Wilmington**, Del. | 12,356,891 | 74 |
| Tulsa, Okla. | 12,211,959 | 75 |
| Harrisburg - Lebanon - Carlisle, Pa. | 12,189,849 | 76 |
| Fresno, Cal. | 12,039,630 | 77 |
| Scranton - Wilkes-Barre, Pa. | 11,948,802 | 78 |
| Syracuse, N.Y. | 11,586,317 | 79 |
| Akron, Ohio | 11,141,321 | 80 |
| Greenville - Spartanburg, S.C. | 10,784,165 | 81 |
| Springfield, Mass. | 10,507,435 | 82 |
| Toledo, Ohio | 10,498,437 | 83 |
| Knoxville, Tenn. | 10,459,940 | 84 |
| Bakersfield, Cal. | 10,336,381 | 85 |
| Tucson, Ariz. | 10,080,991 | 86 |
| Wichita, Kans. | 10,039,406 | 87 |
| Little Rock - North Little Rock, Ark. | 9,785,133 | 88 |
| Jersey City, N.J. | 9,562,976 | 89 |
| Baton Rouge, La. | 9,561,798 | 90 |
| Santa Rosa - Petaluma, Cal. | 9,518,847 | 91 |
| Columbia, S.C. | 9,350,654 | 92 |
| Trenton, N.J. | 9,321,328 | 93 |
| Vallejo - Fairfield - Napa, Cal. | 9,115,599 | 94 |
| Tacoma, Wash. | 8,776,804 | 95 |
| Manchester - Nashua, N.H. | 8,767,630 | 96 |
| Gary - Hammond, Ind. | 8,756,842 | 97 |
| Albuquerque, N.M. | 8,718,014 | 98 |
| New Bedford - Fall River - Attleboro, Mass. | 8,670,333 | 99 |
| Charleston, S.C. | 8,398,131 | 100 |
| **Total Top 100** | **3,176,665,971** | |
| Lancaster, Pa. | 8,367,397 | 101 |
| Portsmouth - Dover - Rochester, N.H. | 8,180,314 | 102 |
| Des Moines, Iowa | 8,176,689 | 103 |
| Stockton, Cal. | 7,968,844 | 104 |
| Lansing - East Lansing, Mich. | 7,903,720 | 105 |
| Fort Myers - Cape Coral, Fla. | 7,869,743 | 106 |
| Madison, Wisc. | 7,831,257 | 107 |
| York, Pa. | 7,825,582 | 108 |
| Mobile, Ala. | 7,825,197 | 109 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 7,808,454 | 110 |
| Colorado Springs, Colo. | 7,771,089 | 111 |
| Youngstown - Warren, Ohio | 7,759,484 | 112 |
| Joliet, Ill. | 7,713,669 | 113 |
| Melbourne - Titusville - Palm Bay, Fla. | 7,676,410 | 114 |
| El Paso, Tex. | 7,531,418 | 115 |
| Daytona Beach, Fla. | 7,430,954 | 116 |
| Aurora - Elgin, Ill. | 7,389,998 | 117 |
| Salinas - Seaside - Monterey, Cal. | 7,111,700 | 118 |
| Jackson, Miss. | 7,033,904 | 119 |
| Lakeland - Winter Haven, Fla. | 7,020,354 | 120 |
| Peoria, Ill. | 6,928,547 | 121 |
| Lexington-Fayette, Ky. | 6,910,640 | 122 |
| Johnson City - Kingsport - Bristol, Tenn. | 6,730,041 | 123 |
| Chattanooga, Tenn. | 6,713,110 | 124 |
| Fort Wayne, Ind. | 6,667,358 | 125 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 6,481,857 | 126 |
| Modesto, Cal. | 6,427,283 | 127 |
| Saginaw - Bay City - Midland, Mich. | 6,371,931 | 128 |
| Augusta, Ga. | 6,282,822 | 129 |
| Pensacola, Fla. | 6,243,831 | 130 |
| Sarasota, Fla. | 6,236,385 | 131 |
| Orange County, N.Y. | 6,156,792 | 132 |
| Beaumont - Port Arthur, Tex. | 6,102,635 | 133 |
| Poughkeepsie, N.Y. | 6,101,381 | 134 |
| Flint, Mich. | 6,092,770 | 135 |
| Reading, Pa. | 6,090,473 | 136 |
| Huntsville, Ala. | 6,033,743 | 137 |
| Canton, Ohio | 5,954,694 | 138 |
| Reno, Nev. | 5,770,950 | 139 |
| Appleton - Oshkosh - Neenah, Wisc. | 5,670,879 | 140 |
| Atlantic City, N.J. | 5,570,765 | 141 |
| Santa Cruz, Cal. | 5,355,204 | 142 |
| Portland, Me. | 5,329,374 | 143 |
| Ann Arbor, Mich. | 5,319,516 | 144 |
| Shreveport, La. | 5,303,661 | 145 |
| Rockford, Ill. | 5,256,097 | 146 |
| Spokane, Wash. | 5,186,807 | 147 |
| Fort Pierce, Fla. | 5,160,688 | 148 |
| Anchorage, Alas. | 5,138,155 | 149 |
| Binghamton, N.Y. | 5,133,151 | 150 |
| **Total Top 150** | **3,509,583,688** | |
| New London - Norwich, Conn. | 5,071,087 | 151 |
| Evansville, Ind. | 4,986,329 | 152 |
| Macon - Warner Robins, Ga. | 4,873,373 | 153 |
| Montgomery, Ala. | 4,870,441 | 154 |
| Erie, Pa. | 4,851,791 | 155 |
| Lincoln, Neb. | 4,801,874 | 156 |
| Utica - Rome, N.Y. | 4,793,031 | 157 |
| Corpus Christi, Tex. | 4,731,148 | 158 |
| Kalamazoo, Mich. | 4,690,371 | 159 |
| Hamilton - Middletown, Ohio | 4,564,857 | 160 |
| Charleston, W.Va. | 4,552,842 | 161 |
| Boulder - Longmont, Colo. | 4,512,138 | 162 |
| Lorain - Elyria, Ohio | 4,378,967 | 163 |
| Bradenton, Fla. | 4,370,602 | 164 |
| Tallahassee, Fla. | 4,346,934 | 165 |
| Eugene - Springfield, Ore. | 4,298,357 | 166 |
| South Bend - Mishawaka, Ind. | 4,248,419 | 167 |
| Savannah, Ga. | 4,247,578 | 168 |
| Vancouver, Wash. | 4,240,604 | 169 |
| Huntington - Ashland, W.Va.-Ky. | 4,186,321 | 170 |
| Visalia - Tulare - Porterville, Cal. | 4,107,388 | 171 |
| Killeen - Temple, Tex. | 4,095,765 | 172 |
| Boise, Ida. | 4,081,800 | 173 |
| Galveston - Texas City, Tex. | 3,983,585 | 174 |
| Springfield, Mo. | 3,906,103 | 175 |
| Brazoria, Tex. | 3,906,085 | 176 |
| Hickory - Morganton, N.C. | 3,883,572 | 177 |
| Fayetteville, N.C. | 3,880,542 | 178 |
| Duluth, Minn. | 3,836,316 | 179 |
| Salem, Ore. | 3,755,619 | 180 |
| Roanoke, Va. | 3,671,469 | 181 |
| Cedar Rapids, Iowa | 3,585,787 | 182 |
| McAllen - Edinburg - Mission, Tex. | 3,575,878 | 183 |
| Bremerton, Wash. | 3,559,926 | 184 |
| Gainesville, Fla. | 3,553,657 | 185 |
| Niagara Falls, N.Y. | 3,473,989 | 186 |
| Topeka, Kans. | 3,441,993 | 187 |
| Columbus, Ga. | 3,431,491 | 188 |
| Lafayette, La. | 3,418,995 | 189 |
| Lubbock, Tex. | 3,402,482 | 190 |
| Amarillo, Tex. | 3,377,151 | 191 |
| Green Bay, Wisc. | 3,375,221 | 192 |
| Fort Collins - Loveland, Colo. | 3,278,527 | 193 |
| Biloxi - Gulfport, Miss. | 3,253,083 | 194 |
| Racine, Wisc. | 3,133,540 | 195 |
| Springfield, Ill. | 3,121,484 | 196 |
| Ocala, Fla. | 3,111,411 | 197 |
| Naples, Fla. | 3,095,721 | 198 |
| Burlington, Vt. | 3,056,841 | 199 |
| Asheville, N.C. | 2,993,215 | 200 |
| **Total Top 200** | **3,707,549,388** | |
| Waterloo - Cedar Falls, Iowa | 2,975,989 | 201 |
| Olympia, Wash. | 2,972,556 | 202 |
| Kenosha, Wisc. | 2,969,468 | 203 |
| Provo - Orem, Utah | 2,899,067 | 204 |
| Champaign - Urbana - Rantoul, Ill. | 2,897,454 | 205 |
| Houma - Thibodaux, La. | 2,882,418 | 206 |
| Waco, Tex. | 2,866,613 | 207 |
| Tyler, Tex. | 2,855,455 | 208 |
| Richland - Kennewick - Pasco, Wash. | 2,822,926 | 209 |
| Johnstown, Pa. | 2,817,783 | 210 |
| St. Cloud, Minn. | 2,809,033 | 211 |
| Fort Walton Beach, Fla. | 2,802,930 | 212 |
| Battle Creek, Mich. | 2,791,581 | 213 |
| Sioux Falls, S.D. | 2,742,253 | 214 |
| Beaver County, Pa. | 2,733,194 | 215 |
| Chico, Cal. | 2,731,364 | 216 |
| Lake Charles, La. | 2,688,497 | 217 |
| Bloomington - Normal, Ill. | 2,688,299 | 218 |
| Benton Harbor, Mich. | 2,688,060 | 219 |
| Santa Fe, N.M. | 2,678,018 | 220 |
| Muskegon, Mich. | 2,654,665 | 221 |
| Jackson, Mich. | 2,642,977 | 222 |
| Elkhart - Goshen, Ind. | 2,600,777 | 223 |
| Fort Smith, Ark. | 2,599,319 | 224 |
| Longview - Marshall, Tex. | 2,597,020 | 225 |
| Fargo - Moorhead, N.D.-Minn. | 2,596,008 | 226 |
| Redding, Cal. | 2,554,619 | 227 |
| Charlottesville, Va. | 2,477,642 | 228 |
| Brownsville - Harlingen, Tex. | 2,468,255 | 229 |
| Bangor, Me. | 2,435,386 | 230 |
| Pittsfield, Mass. | 2,416,329 | 231 |
| Rochester, Minn. | 2,413,230 | 232 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 2,407,792 | 233 |
| Lima, Ohio | 2,401,861 | 234 |
| Athens, Ga. | 2,379,116 | 235 |
| Yakima, Wash. | 2,369,601 | 236 |
| Merced, Cal. | 2,368,942 | 237 |
| Wheeling, W.Va. | 2,351,237 | 238 |
| Vineland - Millville - Bridgeton, N.J. | 2,344,714 | 239 |
| Anderson, S.C. | 2,299,217 | 240 |
| Parkersburg - Marietta, W.Va.-Ohio | 2,281,488 | 241 |
| Janesville - Beloit, Wisc. | 2,276,166 | 242 |
| Lafayette - West Lafayette, Ind. | 2,252,973 | 243 |
| Lynchburg, Va. | 2,248,758 | 244 |
| Medford, Ore. | 2,244,033 | 245 |
| Eau Claire, Wisc. | 2,166,368 | 246 |
| Decatur, Ill. | 2,147,793 | 247 |
| Columbia, Mo. | 2,145,346 | 248 |
| Tuscaloosa, Ala. | 2,117,647 | 249 |
| Midland, Tex. | 2,095,830 | 250 |
| **Total Top 250** | **3,835,217,455** | |
| Terre Haute, Ind. | 2,091,686 | 251 |
| Steubenville - Weirton, Ohio-W.Va. | 2,051,848 | 252 |
| Sheboygan, Wisc. | 2,015,262 | 253 |
| Anderson, Ind. | 1,984,620 | 254 |
| Jamestown - Dunkirk, N.Y. | 1,977,188 | 255 |
| Iowa City, Iowa | 1,969,942 | 256 |
| Bellingham, Wash. | 1,964,804 | 257 |
| Mansfield, Ohio | 1,960,515 | 258 |
| Bloomington, Ind. | 1,945,812 | 259 |
| Glens Falls, N.Y. | 1,929,899 | 260 |
| Fayetteville - Springdale, Ark. | 1,927,810 | 261 |
| Williamsport, Pa. | 1,926,210 | 262 |
| Bryan - College Station, Tex. | 1,919,720 | 263 |
| Altoona, Pa. | 1,879,087 | 264 |
| Joplin, Mo. | 1,874,752 | 265 |
| Dothan, Ala. | 1,873,908 | 266 |
| Monroe, La. | 1,872,529 | 267 |
| Yuba City, Cal. | 1,871,573 | 268 |
| Lewiston - Auburn, Me. | 1,861,561 | 269 |
| Wilmington, N.C. | 1,854,209 | 270 |
| Florence, Ala. | 1,854,153 | 271 |
| San Angelo, Tex. | 1,842,823 | 272 |
| Billings, Mont. | 1,836,547 | 273 |
| Greeley, Colo. | 1,835,818 | 274 |
| Wausau, Wisc. | 1,831,609 | 275 |
| Odessa, Tex. | 1,831,364 | 276 |
| Alexandria, La. | 1,828,955 | 277 |
| Sharon, Pa. | 1,813,070 | 278 |
| Hagerstown, Md. | 1,807,288 | 279 |
| La Crosse, Wisc. | 1,786,545 | 280 |
| Muncie, Ind. | 1,755,809 | 281 |
| State College, Pa. | 1,755,088 | 282 |
| Texarkana, Tex.-Ark. | 1,750,367 | 283 |
| Sioux City, Iowa | 1,742,330 | 284 |
| Panama City, Fla. | 1,737,035 | 285 |
| Las Cruces, N.M. | 1,730,694 | 286 |
| Burlington, N.C. | 1,726,855 | 287 |
| Pascagoula, Miss. | 1,712,853 | 288 |
| Kokomo, Ind. | 1,674,982 | 289 |
| Wichita Falls, Tex. | 1,667,316 | 290 |
| Abilene, Tex. | 1,648,921 | 291 |
| Lawton, Okla. | 1,603,260 | 292 |
| Rapid City, S.D. | 1,600,002 | 293 |
| Jacksonville, N.C. | 1,590,704 | 294 |
| Grand Forks, N.D. | 1,583,419 | 295 |
| Sherman - Denison, Tex. | 1,582,578 | 296 |
| Anniston, Ala. | 1,570,598 | 297 |
| Pueblo, Colo. | 1,568,658 | 298 |
| Lawrence, Kans. | 1,551,603 | 299 |
| Danville, Va. | 1,526,038 | 300 |
| Florence, S.C. | 1,466,660 | 301 |
| Albany, Ga. | 1,465,763 | 302 |
| Decatur, Ala. | 1,440,660 | 303 |
| Kankakee, Ill. | 1,435,852 | 304 |
| Bismarck, N.D. | 1,423,250 | 305 |
| Elmira, N.Y. | 1,390,008 | 306 |
| Cumberland, Md. | 1,329,784 | 307 |
| Owensboro, Ky. | 1,308,232 | 308 |
| St. Joseph, Mo. | 1,306,216 | 309 |
| Jackson, Tenn. | 1,304,388 | 310 |
| Great Falls, Mont. | 1,283,550 | 311 |
| Dubuque, Iowa | 1,278,960 | 312 |
| Yuma, Ariz. | 1,244,184 | 313 |
| Cheyenne, Wyo. | 1,204,701 | 314 |
| Gadsden, Ala. | 1,149,375 | 315 |
| Laredo, Tex. | 1,143,207 | 316 |
| Victoria, Tex. | 1,105,211 | 317 |
| Casper, Wyo. | 1,081,265 | 318 |
| Pine Bluff, Ark. | 1,077,462 | 319 |
| Enid, Okla. | 772,909 | 320 |
| **Total Above Areas** | **3,950,529,309** | |
| **Percent of U.S.** | **83.2642** | |
| **U.S. Total** | **4,744,573,722** | |

# 1995 AVERAGE HOUSEHOLD EBI

| Area | ($) | Rank |
|---|---|---|
| Nassau - Suffolk, N.Y. | 81,455 | 1 |
| Middlesex - Somerset - Hunterdon, N.J. | 79,333 | 2 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | 78,720 | 3 |
| Trenton, N.J. | 76,092 | 4 |
| Bergen - Passaic, N.J. | 75,884 | 5 |
| Lake County, Ill. | 74,715 | 6 |
| San Jose, Cal. | 72,567 | 7 |
| Newark, N.J. | 69,241 | 8 |
| Washington, D.C. | 68,633 | 9 |
| San Francisco, Cal. | 67,832 | 10 |
| Anaheim - Santa Ana, Cal. | 66,302 | 11 |
| Monmouth - Ocean, N.J. | 65,343 | 12 |
| Honolulu, Haw. | 64,922 | 13 |
| Oxnard - Ventura, Cal. | 64,491 | 14 |
| Poughkeepsie, N.Y. | 63,556 | 15 |
| Manchester - Nashua, N.H. | 63,167 | 16 |
| Oakland, Cal. | 62,177 | 17 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 62,133 | 18 |
| Kenosha, Wisc. | 60,355 | 19 |
| Seattle, Wash. | 60,192 | 20 |
| Anchorage, Alas. | 60,025 | 21 |
| Grand Forks, N.D. | 59,752 | 22 |
| Santa Cruz, Cal. | 59,635 | 23 |
| Huntsville, Ala. | 58,410 | 24 |
| Chicago, Ill. | 58,389 | 25 |
| Los Angeles - Long Beach, Cal. | 58,325 | 26 |
| Hartford - New Britain - Middletown - Bristol, Conn. | 58,112 | 27 |
| Brazoria, Tex. | 57,954 | 28 |
| Philadelphia, Pa. | 57,652 | 29 |
| San Diego, Cal. | 57,601 | 30 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 57,500 | 31 |
| Portsmouth - Dover - Rochester, N.H. | 57,205 | 32 |
| New Haven - Waterbury - Meriden, Conn. | 57,043 | 33 |
| Joliet, Ill. | 56,927 | 34 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 56,446 | 35 |
| Omaha, Neb. | 56,441 | 36 |
| Dallas, Tex. | 56,310 | 37 |
| Milwaukee, Wisc. | 56,204 | 38 |
| Waterloo - Cedar Falls, Iowa | 56,04[illegible] | 39 |
| Salinas - Seaside - Monterey, Cal. | 56,042 | 40 |
| Fort Worth - Arlington, Tex. | 55,731 | 41 |
| Minneapolis - St. Paul, Minn. | 55,677 | 42 |
| Denver, Colo. | 55,574 | 43 |
| Santa Rosa - Petaluma, Cal. | 55,374 | 44 |
| Burlington, Vt. | 55,178 | 45 |
| Rochester, Minn. | 55,097 | 46 |
| Aurora - Elgin, Ill. | 55,067 | 47 |
| Orange County, N.Y. | 54,971 | 48 |
| Bloomington - Normal, Ill. | 54,752 | 49 |
| Lincoln, Neb. | 54,505 | 50 |
| Peoria, Ill. | 54,045 | 51 |
| Wilmington, Del. | 53,937 | 52 |
| Kalamazoo, Mich. | 53,912 | 53 |
| Portland, Ore. | 53,486 | 54 |
| Cedar Rapids, Iowa | 53,360 | 55 |
| Santa Fe, N.M. | 53,347 | 56 |
| Raleigh - Durham, N.C. | 53,295 | 57 |
| Sacramento, Cal. | 53,205 | 58 |
| Wichita, Kans. | 53,203 | 59 |
| Worcester - Fitchburg - Leominster, Mass. | 53,137 | 60 |
| New York, N.Y. | 53,115 | 61 |
| Battle Creek, Mich. | 53,072 | 62 |
| Sioux Falls, S.D. | 53,042 | 63 |
| Portland, Me. | 52,818 | 64 |
| Grand Rapids, Mich. | 52,763 | 65 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 52,592 | 66 |
| Columbia, S.C. | 52,502 | 67 |
| Cincinnati, Ohio | 52,422 | 68 |
| Atlanta, Ga. | 52,404 | 69 |
| New London - Norwich, Conn. | 52,065 | 70 |
| Iowa City, Iowa | 51,977 | 71 |
| St. Louis, Mo. | 51,595 | 72 |
| Madison, Wisc. | 51,555 | 73 |
| Topeka, Kans. | 51,450 | 74 |
| Detroit, Mich. | 51,372 | 75 |
| Kansas City, Mo.-Kans. | 51,352 | 76 |
| Harrisburg - Lebanon - Carlisle, Pa. | 51,326 | 77 |
| Richmond - Petersburg, Va. | 51,171 | 78 |
| Austin, Tex. | 51,086 | 79 |
| Nashville, Tenn. | 50,855 | 80 |
| Sheboygan, Wisc. | 50,762 | 81 |
| Albany - Schenectady - Troy, N.Y. | 50,631 | 82 |
| Richland - Kennewick - Pasco, Wash. | 50,590 | 83 |
| Binghamton, N.Y. | 50,523 | 84 |
| Des Moines, Iowa | 50,473 | 85 |
| Cleveland, Ohio | 50,316 | 86 |
| Riverside - San Bernardino, Cal. | 50,288 | 87 |
| Baton Rouge, La. | 50,272 | 88 |
| Midland, Tex. | 50,020 | 89 |
| Baltimore, Md. | 49,897 | 90 |
| Vallejo - Fairfield - Napa, Cal. | 49,649 | 91 |
| Lancaster, Pa. | 49,599 | 92 |
| Indianapolis, Ind. | 49,547 | 93 |
| Rochester, N.Y. | 49,416 | 94 |
| Reno, Nev. | 49,367 | 95 |
| Providence - Pawtucket - Woonsocket, R.I. | 49,070 | 96 |
| Vineland - Millville - Bridgeton, N.J. | 49,053 | 97 |
| Decatur, Ill. | 48,925 | 98 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 48,920 | 99 |
| San Angelo, Tex. | 48,881 | 100 |
| Boise, Ida. | 48,767 | 101 |
| Lansing - East Lansing, Mich. | 48,698 | 102 |
| Houston, Tex. | 48,659 | 103 |
| Ann Arbor, Mich. | 48,580 | 104 |
| Bakersfield, Cal. | 48,505 | 105 |
| Columbia, Mo. | 48,428 | 106 |
| Lexington-Fayette, Ky. | 48,326 | 107 |
| Lafayette - West Lafayette, Ind. | 48,244 | 108 |
| Houma - Thibodaux, La. | 48,201 | 109 |
| Jersey City, N.J. | 48,079 | 110 |
| Phoenix, Ariz. | 48,074 | 111 |
| Jackson, Miss. | 47,980 | 112 |
| Bloomington, Ind. | 47,926 | 113 |
| Casper, Wyo. | 47,844 | 114 |
| Racine, Wisc. | 47,767 | 115 |
| Little Rock - North Little Rock, Ark. | 47,756 | 116 |
| Rockford, Ill. | 47,739 | 117 |
| Fresno, Cal. | 47,701 | 118 |
| Erie, Pa. | 47,660 | 119 |
| Orlando, Fla. | 47,645 | 120 |
| Jackson, Mich. | 47,280 | 121 |
| Allentown - Bethlehem - Easton, Pa. | 47,207 | 122 |
| New Orleans, La. | 47,111 | 123 |
| Boulder - Longmont, Colo. | 47,050 | 124 |
| Lawrence, Kans. | 47,018 | 125 |
| Fort Myers - Cape Coral, Fla. | 46,984 | 126 |
| Galveston - Texas City, Tex. | 46,921 | 127 |
| Rapid City, S.D. | 46,921 | 127 |
| Fort Wayne, Ind. | 46,821 | 129 |
| York, Pa. | 46,804 | 130 |
| Jacksonville, Fla. | 46,773 | 131 |
| Beaumont - Port Arthur, Tex. | 46,763 | 132 |
| Miami - Hialeah, Fla. | 46,707 | 133 |
| Salt Lake City - Ogden, Utah | 46,678 | 134 |
| Charlottesville, Va. | 46,660 | 135 |
| Tyler, Tex. | 46,658 | 136 |
| Syracuse, N.Y. | 46,569 | 137 |
| La Crosse, Wisc. | 46,404 | 138 |
| Columbus, Ohio | 46,399 | 139 |
| Dayton - Springfield, Ohio | 46,361 | 140 |
| Kokomo, Ind. | 46,143 | 141 |
| Appleton - Oshkosh - Neenah, Wisc. | 46,105 | 142 |
| Louisville, Ky. | 46,095 | 143 |
| Greensboro - Winston-Salem - High Point, N.C. | 46,074 | 144 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | 46,051 | 145 |
| Charleston, W.Va. | 45,988 | 146 |
| Norfolk - Virginia Beach - Newport News, Va. | 45,852 | 147 |
| Colorado Springs, Colo. | 45,766 | 148 |
| Springfield, Mass. | 45,585 | 149 |
| Stockton, Cal. | 45,510 | 150 |
| Reading, Pa. | 45,485 | 151 |
| Amarillo, Tex. | 45,453 | 152 |
| Lafayette, La. | 45,225 | 153 |
| Evansville, Ind. | 45,166 | 154 |
| Lorain - Elyria, Ohio | 45,144 | 155 |
| Las Vegas, Nev. | 45,138 | 156 |
| Odessa, Tex. | 44,997 | 157 |
| Toledo, Ohio | 44,942 | 158 |
| Fort Walton Beach, Fla. | 44,919 | 159 |
| South Bend - Mishawaka, Ind. | 44,767 | 160 |
| Pittsfield, Mass. | 44,664 | 161 |
| New Bedford - Fall River - Attleboro, Mass. | 44,646 | 162 |
| Biloxi - Gulfport, Miss. | 44,624 | 163 |
| Memphis, Tenn. | 44,597 | 164 |
| Sarasota, Fla. | 44,577 | 165 |
| Killeen - Temple, Tex. | 44,471 | 166 |
| Champaign - Urbana - Rantoul, Ill. | 44,371 | 167 |
| Bismarck, N.D. | 44,338 | 168 |
| Bremerton, Wash. | 44,223 | 169 |
| Muskegon, Mich. | 44,171 | 170 |
| Savannah, Ga. | 44,154 | 171 |
| Pensacola, Fla. | 43,971 | 172 |
| Lake Charles, La. | 43,930 | 173 |
| Tallahassee, Fla. | 43,864 | 174 |
| Lewiston - Auburn, Me. | 43,801 | 175 |
| San Antonio, Tex. | 43,784 | 176 |
| Akron, Ohio | 43,760 | 177 |
| Green Bay, Wisc. | 43,664 | 178 |
| Benton Harbor, Mich. | 43,637 | 179 |
| Janesville - Beloit, Wisc. | 43,605 | 180 |
| Terre Haute, Ind. | 43,577 | 181 |
| Tampa - St. Petersburg - Clearwater, Fla. | 43,526 | 182 |
| Macon - Warner Robins, Ga. | 43,473 | 183 |
| Montgomery, Ala. | 43,447 | 184 |
| Shreveport, La. | 43,260 | 185 |
| Elkhart - Goshen, Ind. | 43,059 | 186 |
| Hickory - Morganton, N.C. | 43,007 | 187 |
| Sherman - Denison, Tex. | 43,005 | 188 |
| Lawton, Okla. | 42,983 | 189 |
| Vancouver, Wash. | 42,921 | 190 |
| Jackson, Tenn. | 42,908 | 191 |
| Saginaw - Bay City - Midland, Mich. | 42,851 | 192 |
| Bradenton, Fla. | 42,807 | 193 |
| Modesto, Cal. | 42,791 | 194 |
| Mobile, Ala. | 42,784 | 195 |
| Tulsa, Okla. | 42,744 | 196 |
| Bangor, Me. | 42,651 | 197 |
| Fort Pierce, Fla. | 42,650 | 198 |
| Wausau, Wisc. | 42,596 | 199 |
| Pittsburgh, Pa. | 42,585 | 200 |
| Oklahoma City, Okla. | 42,576 | 201 |
| Lima, Ohio | 42,436 | 202 |
| Glens Falls, N.Y. | 42,415 | 203 |
| Atlantic City, N.J. | 42,363 | 204 |
| Great Falls, Mont. | 42,361 | 205 |
| Fargo - Moorhead, N.D.-Minn. | 42,280 | 206 |
| Olympia, Wash. | 42,104 | 207 |
| Pascagoula, Miss. | 42,085 | 208 |
| Buffalo, N.Y. | 42,017 | 209 |
| Youngstown - Warren, Ohio | 42,011 | 210 |
| Kankakee, Ill. | 41,984 | 211 |
| Birmingham, Ala. | 41,964 | 212 |
| Longview - Marshall, Tex. | 41,955 | 213 |
| Victoria, Tex. | 41,864 | 214 |
| Dubuque, Iowa | 41,796 | 215 |
| Daytona Beach, Fla. | 41,794 | 216 |
| Knoxville, Tenn. | 41,773 | 217 |
| Naples, Fla. | 41,609 | 218 |
| Charleston, S.C. | 41,595 | 219 |
| Cheyenne, Wyo. | 41,541 | 220 |
| Billings, Mont. | 41,457 | 221 |
| Scranton - Wilkes-Barre, Pa. | 41,446 | 222 |
| Lynchburg, Va. | 41,337 | 223 |
| Williamsport, Pa. | 41,335 | 224 |
| Greenville - Spartanburg, S.C. | 41,319 | 225 |
| Fayetteville - Springdale, Ark. | 41,193 | 226 |
| Eau Claire, Wisc. | 41,186 | 227 |
| Augusta, Ga. | 41,172 | 228 |
| Duluth, Minn. | 41,118 | 229 |
| Bryan - College Station, Tex. | 41,020 | 230 |
| Hamilton - Middletown, Ohio | 41,014 | 231 |
| St. Joseph, Mo. | 40,947 | 232 |
| Anderson, Ind. | 40,920 | 233 |
| Mansfield, Ohio | 40,844 | 234 |
| Gary - Hammond, Ind. | 40,843 | 235 |
| Gainesville, Fla. | 40,753 | 236 |
| Alexandria, La. | 40,734 | 237 |
| Fayetteville, N.C. | 40,677 | 238 |
| Utica - Rome, N.Y. | 40,585 | 239 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 40,399 | 240 |
| Lakeland - Winter Haven, Fla. | 40,370 | 241 |
| Parkersburg - Marietta, W.Va.-Ohio | 40,309 | 242 |
| Niagara Falls, N.Y. | 40,301 | 243 |
| Sharon, Pa. | 40,290 | 244 |
| Sioux City, Iowa | 40,239 | 245 |
| Albuquerque, N.M. | 40,194 | 246 |
| Roanoke, Va. | 40,169 | 247 |
| Melbourne - Titusville - Palm Bay, Fla. | 40,086 | 248 |
| Yuba City, Cal. | 39,906 | 249 |
| Springfield, Ill. | 39,866 | 250 |
| Asheville, N.C. | 39,856 | 251 |
| St. Cloud, Minn. | 39,788 | 252 |
| Muncie, Ind. | 39,724 | 253 |
| Lubbock, Tex. | 39,656 | 254 |
| Waco, Tex. | 39,594 | 255 |
| State College, Pa. | 39,529 | 256 |
| Fort Collins - Loveland, Colo. | 39,405 | 257 |
| Canton, Ohio | 39,357 | 258 |
| Anderson, S.C. | 39,169 | 259 |
| Wheeling, W.Va. | 39,057 | 260 |
| Owensboro, Ky. | 39,052 | 261 |
| Corpus Christi, Tex. | 39,004 | 262 |
| Springfield, Mo. | 38,944 | 263 |
| Steubenville - Weirton, Ohio-W.Va. | 38,714 | 264 |
| Provo - Orem, Utah | 38,706 | 265 |
| Johnson City - Kingsport - Bristol, Tenn. | 38,678 | 266 |
| Chattanooga, Tenn. | 38,559 | 267 |
| Merced, Cal. | 38,457 | 268 |
| Hagerstown, Md. | 38,453 | 269 |
| Beaver County, Pa. | 38,442 | 270 |
| Elmira, N.Y. | 38,398 | 271 |
| Texarkana, Tex.-Ark. | 38,301 | 272 |
| Athens, Ga. | 38,066 | 273 |
| Abilene, Tex. | 37,994 | 274 |
| Flint, Mich. | 37,985 | 275 |
| Redding, Cal. | 37,959 | 276 |
| Burlington, N.C. | 37,953 | 277 |
| Columbus, Ga. | 37,792 | 278 |
| El Paso, Tex. | 37,714 | 279 |
| Monroe, La. | 37,526 | 280 |
| Enid, Okla. | 37,520 | 281 |
| Eugene - Springfield, Ore. | 37,442 | 282 |
| Wichita Falls, Tex. | 37,384 | 283 |
| Greeley, Colo. | 37,313 | 284 |
| Altoona, Pa. | 37,283 | 285 |
| Tacoma, Wash. | 37,206 | 286 |
| Albany, Ga. | 37,202 | 287 |
| Visalia - Tulare - Porterville, Cal. | 37,171 | 288 |
| Jamestown - Dunkirk, N.Y. | 37,165 | 289 |
| Bellingham, Wash. | 36,932 | 290 |
| Fort Smith, Ark. | 36,610 | 291 |
| Dothan, Ala. | 36,457 | 292 |
| Medford, Ore. | 36,429 | 293 |
| Tuscaloosa, Ala. | 36,386 | 294 |
| Florence, Ala. | 36,143 | 295 |
| Huntington - Ashland, W.Va.-Ky. | 35,996 | 296 |
| Anniston, Ala. | 35,940 | 297 |
| Pine Bluff, Ark. | 35,915 | 298 |
| Danville, Va. | 35,822 | 299 |
| Spokane, Wash. | 35,771 | 300 |
| Wilmington, N.C. | 35,727 | 301 |
| Jacksonville, N.C. | 35,271 | 302 |
| Decatur, Ala. | 35,138 | 303 |
| Salem, Ore. | 34,969 | 304 |
| Florence, S.C. | 34,838 | 305 |
| Yakima, Wash. | 34,643 | 306 |
| Chico, Cal. | 34,357 | 307 |
| Joplin, Mo. | 34,086 | 308 |
| Cumberland, Md. | 34,010 | 309 |
| Tucson, Ariz. | 33,943 | 310 |
| Ocala, Fla. | 33,206 | 311 |
| Pueblo, Colo. | 32,886 | 312 |
| Las Cruces, N.M. | 32,778 | 313 |
| Johnstown, Pa. | 31,448 | 314 |
| Brownsville - Harlingen, Tex. | 31,443 | 315 |
| Panama City, Fla. | 31,242 | 316 |
| Yuma, Ariz. | 30,570 | 317 |
| Laredo, Tex. | 30,084 | 318 |
| McAllen - Edinburg - Mission, Tex. | 29,924 | 319 |
| Gadsden, Ala. | 29,700 | 320 |
| **Average Above Areas** | **51,909** | |
| **U.S. Average** | **48,759** | |

1991 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# 1995 TOTAL RETAIL SALES

| Area | ($000) | Rank |
|---|---|---|
| Los Angeles - Long Beach, Cal. | 94,661,700 | 1 |
| Chicago, Ill. | 69,078,097 | 2 |
| New York, N.Y. | 65,714,080 | 3 |
| Philadelphia, Pa. | 44,707,909 | 4 |
| Detroit, Mich. | 43,551,163 | 5 |
| Washington, D.C. | 39,262,025 | 6 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 37,292,450 | 7 |
| Dallas, Tex. | 35,794,710 | 8 |
| Nassau - Suffolk, N.Y. | 35,219,796 | 9 |
| Houston, Tex. | 32,432,519 | 10 |
| Minneapolis - St. Paul, Minn. | 29,939,563 | 11 |
| Atlanta, Ga. | 29,447,972 | 12 |
| Anaheim - Santa Ana, Cal. | 29,014,163 | 13 |
| Seattle, Wash. | 26,916,616 | 14 |
| San Diego, Cal. | 26,509,110 | 15 |
| St. Louis, Mo. | 23,570,667 | 16 |
| Phoenix, Ariz. | 23,168,729 | 17 |
| Tampa - St. Petersburg - Clearwater, Fla. | 21,994,834 | 18 |
| Riverside - San Bernardino, Cal. | 21,955,097 | 19 |
| Oakland, Cal. | 21,911,809 | 20 |
| San Francisco, Cal. | 21,024,138 | 21 |
| Baltimore, Md. | 19,663,380 | 22 |
| Miami - Hialeah, Fla. | 19,208,578 | 23 |
| Denver, Colo. | 18,909,139 | 24 |
| New Orleans, La. | 17,147,864 | 25 |
| Kansas City, Mo.-Kans. | 17,021,542 | 26 |
| Newark, N.J. | 16,538,208 | 27 |
| Pittsburgh, Pa. | 16,393,910 | 28 |
| Fort Worth - Arlington, Tex. | 16,149,405 | 29 |
| Milwaukee, Wisc. | 15,928,568 | 30 |
| Cleveland, Ohio | 15,867,514 | 31 |
| Portland, Ore. | 15,841,091 | 32 |
| San Jose, Cal. | 15,678,101 | 33 |
| Sacramento, Cal. | 15,462,885 | 34 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 15,345,170 | 35 |
| Bergen - Passaic, N.J. | 14,454,636 | 36 |
| Cincinnati, Ohio | 14,201,271 | 37 |
| Honolulu, Haw. | 13,989,320 | 38 |
| Norfolk - Virginia Beach - Newport News, Va. | 13,743,920 | 39 |
| Columbus, Ohio | 13,673,462 | 40 |
| San Antonio, Tex. | 13,435,339 | 41 |
| Indianapolis, Ind. | 13,380,283 | 42 |
| Orlando, Fla. | 12,180,223 | 43 |
| Salt Lake City - Ogden, Utah | 11,880,384 | 44 |
| Oklahoma City, Okla. | 11,462,368 | 45 |
| Hartford - New Britain - Middletown - Bristol, Conn. | 10,867,664 | 46 |
| Monmouth - Ocean, N.J. | 10,804,997 | 47 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 10,619,924 | 48 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | 10,439,575 | 49 |
| Louisville, Ky. | 10,151,790 | 50 |
| **Total Top 50** | **1,193,607,658** | |
| Jacksonville, Fla. | 9,863,900 | 51 |
| Middlesex - Somerset - Hunterdon, N.J. | 9,580,106 | 52 |
| Rochester, N.Y. | 9,505,951 | 53 |
| Nashville, Tenn. | 9,405,703 | 54 |
| Birmingham, Ala. | 9,246,758 | 55 |
| Austin, Tex. | 9,233,693 | 56 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | 9,154,354 | 57 |
| Albany - Schenectady - Troy, N.Y. | 8,775,155 | 58 |
| Richmond - Petersburg, Va. | 8,725,673 | 59 |
| Dayton - Springfield, Ohio | 8,613,676 | 60 |
| Tulsa, Okla. | 8,569,945 | 61 |
| Greensboro - Winston-Salem - High Point, N.C. | 8,328,163 | 62 |
| Memphis, Tenn. | 8,145,661 | 63 |
| Providence - Pawtucket - Woonsocket, R.I. | 7,913,199 | 64 |
| Grand Rapids, Mich. | 7,806,680 | 65 |
| Buffalo, N.Y. | 7,752,516 | 66 |
| Las Vegas, Nev. | 7,628,594 | 67 |
| Oxnard - Ventura, Cal. | 7,561,248 | 68 |
| New Haven - Waterbury - Meriden, Conn. | 7,508,422 | 69 |
| Raleigh - Durham, N.C. | 7,467,790 | 70 |
| Omaha, Neb. | 7,130,794 | 71 |
| Scranton - Wilkes-Barre, Pa. | 6,679,177 | 72 |
| Baton Rouge, La. | 6,644,636 | 73 |
| Little Rock - North Little Rock, Ark. | 6,565,257 | 74 |
| Allentown - Bethlehem - Easton, Pa. | 6,289,501 | 75 |
| Wilmington, Del. | 6,195,439 | 76 |
| Tucson, Ariz. | 6,179,965 | 77 |
| Syracuse, N.Y. | 6,173,429 | 78 |
| Worcester - Fitchburg - Leominster, Mass. | 6,096,180 | 79 |
| Fresno, Cal. | 6,081,036 | 80 |
| Tacoma, Wash. | 6,037,917 | 81 |
| Toledo, Ohio | 6,030,236 | 82 |
| Lake County, Ill. | 5,966,375 | 83 |
| Greenville - Spartanburg, S.C. | 5,959,533 | 84 |
| Harrisburg - Lebanon - Carlisle, Pa. | 5,937,110 | 85 |
| Des Moines, Iowa | 5,623,026 | 86 |
| Knoxville, Tenn. | 5,592,862 | 87 |
| Albuquerque, N.M. | 5,550,157 | 88 |
| Springfield, Mass. | 5,310,755 | 89 |
| Akron, Ohio | 5,260,616 | 90 |
| Columbia, S.C. | 5,144,179 | 91 |
| Wichita, Kans. | 5,107,366 | 92 |
| El Paso, Tex. | 5,084,088 | 93 |
| Madison, Wisc. | 4,952,645 | 94 |
| Portsmouth - Dover - Rochester, N.H. | 4,693,890 | 95 |
| New Bedford - Fall River - Attleboro, Mass. | 4,647,274 | 96 |
| Youngstown - Warren, Ohio | 4,588,060 | 97 |
| Lansing - East Lansing, Mich. | 4,563,724 | 98 |
| Bakersfield, Cal. | 4,558,545 | 99 |
| Mobile, Ala. | 4,549,889 | 100 |
| **Total Top 100** | **1,533,588,506** | |
| Santa Rosa - Petaluma, Cal. | 4,546,987 | 101 |
| Lexington-Fayette, Ky. | 4,512,417 | 102 |
| Shreveport, La. | 4,511,213 | 103 |
| Spokane, Wash. | 4,500,762 | 104 |
| Charleston, S.C. | 4,493,856 | 105 |
| Flint, Mich. | 4,452,039 | 106 |
| Aurora - Elgin, Ill. | 4,351,021 | 107 |
| Manchester - Nashua, N.H. | 4,288,334 | 108 |
| Gary - Hammond, Ind. | 4,155,056 | 109 |
| Colorado Springs, Colo. | 4,134,882 | 110 |
| Lancaster, Pa. | 4,064,476 | 111 |
| Stockton, Cal. | 4,029,702 | 112 |
| Appleton - Oshkosh - Neenah, Wisc. | 4,002,259 | 113 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 3,978,175 | 114 |
| Anchorage, Alas. | 3,961,682 | 115 |
| Reno, Nev. | 3,945,132 | 116 |
| Jackson, Miss. | 3,913,753 | 117 |
| York, Pa. | 3,841,838 | 118 |
| Augusta, Ga. | 3,816,239 | 119 |
| Portland, Me. | 3,735,362 | 120 |
| Fort Myers - Cape Coral, Fla. | 3,709,769 | 121 |
| Jersey City, N.J. | 3,657,201 | 122 |
| Saginaw - Bay City - Midland, Mich. | 3,656,704 | 123 |
| Melbourne - Titusville - Palm Bay, Fla. | 3,617,626 | 124 |
| Vallejo - Fairfield - Napa, Cal. | 3,603,991 | 125 |
| Peoria, Ill. | 3,600,463 | 126 |
| Atlantic City, N.J. | 3,580,471 | 127 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 3,570,733 | 128 |
| Fort Wayne, Ind. | 3,528,889 | 129 |
| Beaumont - Port Arthur, Tex. | 3,516,080 | 130 |
| Daytona Beach, Fla. | 3,445,073 | 131 |
| Chattanooga, Tenn. | 3,418,577 | 132 |
| Sarasota, Fla. | 3,411,903 | 133 |
| Pensacola, Fla. | 3,374,903 | 134 |
| Montgomery, Ala. | 3,346,484 | 135 |
| Corpus Christi, Tex. | 3,315,348 | 136 |
| St. Cloud, Minn. | 3,286,164 | 137 |
| Modesto, Cal. | 3,251,631 | 138 |
| Eugene - Springfield, Ore. | 3,217,637 | 139 |
| Salinas - Seaside - Monterey, Cal. | 3,194,282 | 140 |
| Reading, Pa. | 3,183,078 | 141 |
| Lakeland - Winter Haven, Fla. | 3,169,733 | 142 |
| Trenton, N.J. | 3,156,406 | 143 |
| Canton, Ohio | 3,126,624 | 144 |
| Ann Arbor, Mich. | 3,093,050 | 145 |
| Roanoke, Va. | 3,047,213 | 146 |
| Johnson City - Kingsport - Bristol, Tenn. | 3,025,146 | 147 |
| Amarillo, Tex. | 2,972,532 | 148 |
| Joliet, Ill. | 2,946,796 | 149 |
| Orange County, N.Y. | 2,945,221 | 150 |
| **Total Top 150** | **1,716,793,419** | |
| Poughkeepsie, N.Y. | 2,918,482 | 151 |
| Huntsville, Ala. | 2,887,005 | 152 |
| Rockford, Ill. | 2,867,045 | 153 |
| Salem, Ore. | 2,796,398 | 154 |
| Macon - Warner Robins, Ga. | 2,756,389 | 155 |
| Santa Cruz, Cal. | 2,733,752 | 156 |
| Green Bay, Wisc. | 2,723,585 | 157 |
| Springfield, Mo. | 2,699,973 | 158 |
| Evansville, Ind. | 2,651,083 | 159 |
| Boulder - Longmont, Colo. | 2,637,254 | 160 |
| McAllen - Edinburg - Mission, Tex. | 2,626,121 | 161 |
| Lubbock, Tex. | 2,608,793 | 162 |
| Utica - Rome, N.Y. | 2,549,990 | 163 |
| Huntington - Ashland, W.Va.-Ky. | 2,549,943 | 164 |
| Charleston, W.Va. | 2,529,729 | 165 |
| Lafayette, La. | 2,513,338 | 166 |
| Kalamazoo, Mich. | 2,433,251 | 167 |
| Binghamton, N.Y. | 2,429,281 | 168 |
| Fort Pierce, Fla. | 2,394,788 | 169 |
| Lincoln, Neb. | 2,327,682 | 170 |
| South Bend - Mishawaka, Ind. | 2,311,960 | 171 |
| Savannah, Ga. | 2,285,579 | 172 |
| Duluth, Minn. | 2,278,891 | 173 |
| Erie, Pa. | 2,262,903 | 174 |
| Cedar Rapids, Iowa | 2,254,121 | 175 |
| Columbus, Ga. | 2,202,304 | 176 |
| New London - Norwich, Conn. | 2,170,245 | 177 |
| Springfield, Ill. | 2,131,193 | 178 |
| Tallahassee, Fla. | 2,113,163 | 179 |
| Medford Ore. | 2,111,210 | 180 |
| Sioux Falls, S.D. | 2,108,263 | 181 |
| Fort Smith, Ark. | 2,107,315 | 182 |
| Brownsville - Harlingen, Tex. | 2,100,362 | 183 |
| Racine, Wisc. | 2,087,871 | 184 |
| Monroe, La. | 2,073,827 | 185 |
| Boise, Ida. | 2,062,569 | 186 |
| Lorain - Elyria, Ohio | 2,031,357 | 187 |
| Fort Collins - Loveland, Colo. | 2,021,008 | 188 |
| Gainesville, Fla. | 2,020,546 | 189 |
| Topeka, Kans. | 2,004,228 | 190 |
| Galveston - Texas City, Tex. | 2,001,425 | 191 |
| Hickory - Morganton, N.C. | 1,982,733 | 192 |
| Visalia - Tulare - Porterville, Cal. | 1,978,277 | 193 |
| Tyler, Tex. | 1,966,975 | 194 |
| Terre Haute, Ind. | 1,965,669 | 195 |
| Lake Charles, La. | 1,944,240 | 196 |
| Vancouver, Wash. | 1,931,756 | 197 |
| Fayetteville, N.C. | 1,929,732 | 198 |
| Waco, Tex. | 1,902,771 | 199 |
| Fargo - Moorhead, N.D.-Minn. | 1,895,057 | 200 |
| **Total Top 200** | **1,831,664,851** | |
| Longview - Marshall, Tex. | 1,879,019 | 201 |
| Olympia, Wash. | 1,876,817 | 202 |
| Yakima, Wash. | 1,860,326 | 203 |
| Hamilton - Middletown, Ohio | 1,834,532 | 204 |
| Killeen - Temple, Tex. | 1,822,058 | 205 |
| Niagara Falls, N.Y. | 1,781,938 | 206 |
| Houma - Thibodaux, La. | 1,767,962 | 207 |
| Bradenton, Fla. | 1,767,955 | 208 |
| Provo - Orem, Utah | 1,730,884 | 209 |
| Alexandria, La. | 1,730,605 | 210 |
| Brazoria, Tex. | 1,698,552 | 211 |
| Champaign - Urbana - Rantoul, Ill. | 1,687,754 | 212 |
| Lima, Ohio | 1,686,458 | 213 |
| Eau Claire, Wisc. | 1,682,852 | 214 |
| Bremerton, Wash. | 1,666,704 | 215 |
| Billings, Mont. | 1,663,773 | 216 |
| Janesville - Beloit, Wisc. | 1,635,171 | 217 |
| Biloxi - Gulfport, Miss. | 1,623,091 | 218 |
| Fort Walton Beach, Fla. | 1,622,772 | 219 |
| Charlottesville, Va. | 1,618,680 | 220 |
| Ocala, Fla. | 1,617,223 | 221 |
| Richland - Kennewick - Pasco, Wash. | 1,577,266 | 222 |
| Asheville, N.C. | 1,568,250 | 223 |
| Bangor, Me. | 1,566,495 | 224 |
| Naples, Fla. | 1,550,460 | 225 |
| Johnstown, Pa. | 1,535,828 | 226 |
| Bellingham, Wash. | 1,527,918 | 227 |
| Fayetteville - Springdale, Ark. | 1,519,622 | 228 |
| Chico, Cal. | 1,518,495 | 229 |
| Waterloo - Cedar Falls, Iowa | 1,477,783 | 230 |
| Battle Creek, Mich. | 1,475,143 | 231 |
| Benton Harbor, Mich. | 1,465,205 | 232 |
| Dothan, Ala. | 1,463,329 | 233 |
| Elkhart - Goshen, Ind. | 1,452,959 | 234 |
| Bloomington - Normal, Ill. | 1,450,040 | 235 |
| Lynchburg, Va. | 1,447,624 | 236 |
| Florence, S.C. | 1,436,203 | 237 |
| Pittsfield, Mass. | 1,433,794 | 238 |
| Muskegon, Mich. | 1,382,835 | 239 |
| Tuscaloosa, Ala. | 1,381,432 | 240 |
| Panama City, Fla. | 1,379,877 | 241 |
| Redding, Cal. | 1,374,289 | 242 |
| Rochester, Minn. | 1,371,483 | 243 |
| Parkersburg - Marietta, W.Va.-Ohio | 1,355,690 | 244 |
| Burlington, Vt. | 1,354,643 | 245 |
| Anderson, S.C. | 1,331,279 | 246 |
| Bryan - College Station, Tex. | 1,309,208 | 247 |
| Sioux City, Iowa | 1,306,292 | 248 |
| Mansfield, Ohio | 1,301,793 | 249 |
| Wheeling, W.Va. | 1,301,553 | 250 |
| **Total Top 250** | **1,909,536,765** | |
| Glens Falls, N.Y. | 1,299,641 | 251 |
| Jackson, Mich. | 1,297,219 | 252 |
| Wichita Falls, Tex. | 1,296,079 | 253 |
| Rapid City, S.D. | 1,288,281 | 254 |
| Midland, Tex. | 1,288,062 | 255 |
| Joplin, Mo. | 1,275,839 | 256 |
| Texarkana, Tex.-Ark. | 1,271,076 | 257 |
| Decatur, Ill. | 1,269,542 | 258 |
| Wilmington, N.C. | 1,268,648 | 259 |
| Wausau, Wisc. | 1,265,025 | 260 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 1,248,210 | 261 |
| La Crosse, Wisc. | 1,247,356 | 262 |
| Vineland - Millville - Bridgeton, N.J. | 1,234,541 | 263 |
| Florence, Ala. | 1,227,345 | 264 |
| Columbia, Mo. | 1,220,978 | 265 |
| Odessa, Tex. | 1,217,697 | 266 |
| Abilene, Tex. | 1,205,841 | 267 |
| Altoona, Pa. | 1,202,841 | 268 |
| Merced, Cal. | 1,157,492 | 269 |
| Lafayette - West Lafayette, Ind. | 1,157,481 | 270 |
| Santa Fe, N.M. | 1,150,540 | 271 |
| Sherman - Denison, Tex. | 1,141,599 | 272 |
| Athens, Ga. | 1,120,446 | 273 |
| Kenosha, Wisc. | 1,111,900 | 274 |
| Lawton, Okla. | 1,106,242 | 275 |
| Grand Forks, N.D. | 1,083,543 | 276 |
| Williamsport, Pa. | 1,083,163 | 277 |
| Bismarck, N.D. | 1,078,353 | 278 |
| Jamestown - Dunkirk, N.Y. | 1,076,095 | 279 |
| Kokomo, Ind. | 1,062,251 | 280 |
| Sheboygan, Wisc. | 1,058,076 | 281 |
| Dubuque, Iowa | 1,047,370 | 282 |
| Beaver County, Pa. | 1,038,913 | 283 |
| Anniston, Ala. | 1,038,287 | 284 |
| Pueblo, Colo. | 1,038,060 | 285 |
| Burlington, N.C. | 1,033,806 | 286 |
| Decatur, Ala. | 1,023,472 | 287 |
| Anderson, Ind. | 1,002,539 | 288 |
| Laredo, Tex. | 999,054 | 289 |
| Greeley, Colo. | 994,032 | 290 |
| Owensboro, Ky. | 960,579 | 291 |
| Iowa City, Iowa | 958,299 | 292 |
| Albany, Ga. | 943,743 | 293 |
| Great Falls, Mont. | 942,456 | 294 |
| San Angelo, Tex. | 936,597 | 295 |
| Lewiston - Auburn, Me. | 935,099 | 296 |
| Kankakee, Ill. | 929,107 | 297 |
| Yuba City, Cal. | 906,569 | 298 |
| State College, Pa. | 899,812 | 299 |
| Hagerstown, Md. | 888,827 | 300 |
| Pascagoula, Miss. | 874,865 | 301 |
| Steubenville - Weirton, Ohio-W.Va. | 867,363 | 302 |
| Muncie, Ind. | 858,104 | 303 |
| Yuma, Ariz. | 852,168 | 304 |
| Pine Bluff, Ark. | 849,262 | 305 |
| Gadsden, Ala. | 838,165 | 306 |
| Jacksonville, N.C. | 833,073 | 307 |
| Bloomington, Ind. | 803,175 | 308 |
| Las Cruces, N.M. | 788,362 | 309 |
| Sharon, Pa. | 785,254 | 310 |
| Cheyenne, Wyo. | 779,984 | 311 |
| St. Joseph, Mo. | 774,024 | 312 |
| Jackson, Tenn. | 771,479 | 313 |
| Elmira, N.Y. | 765,643 | 314 |
| Danville, Va. | 762,432 | 315 |
| Victoria, Tex. | 730,495 | 316 |
| Cumberland, Md. | 720,730 | 317 |
| Casper, Wyo. | 642,599 | 318 |
| Lawrence, Kans. | 601,306 | 319 |
| Enid, Okla. | 593,376 | 320 |
| **Total Above Areas** | **1,980,556,647** | |
| **Percent of U.S.** | **82.2992** | |
| **U.S. Total** | **2,406,532,139** | |

# 1995 PER HOUSEHOLD RETAIL SALES

| Area | ($) | Rank |
|---|---|---|
| Honolulu, Haw. | 48,591 | 1 |
| St. Cloud, Minn. | 46,546 | 2 |
| Anchorage, Alas. | 46,281 | 3 |
| Monroe, La. | 41,560 | 4 |
| Terre Haute, Ind. | 40,951 | 5 |
| Grand Forks, N.D. | 40,888 | 6 |
| Nassau - Suffolk, N.Y. | 40,783 | 7 |
| Sioux Falls, S.D. | 40,779 | 8 |
| Amarillo, Tex. | 40,007 | 9 |
| Alexandria, La. | 38,544 | 10 |
| Rapid City, S.D. | 37,780 | 11 |
| New Orleans, La. | 37,754 | 12 |
| Billings, Mont. | 37,557 | 13 |
| Portland, Me. | 37,020 | 14 |
| Shreveport, La. | 36,796 | 15 |
| Green Bay, Wisc. | 35,234 | 16 |
| Baton Rouge, La. | 34,935 | 17 |
| Des Moines, Iowa | 34,710 | 18 |
| Medford, Ore. | 34,273 | 19 |
| Dubuque, Iowa | 34,228 | 20 |
| Florence, S.C. | 34,114 | 21 |
| Reno, Nev. | 33,748 | 22 |
| Bismarck, N.D. | 33,594 | 23 |
| Cedar Rapids, Iowa | 33,543 | 24 |
| Dallas, Tex. | 33,372 | 25 |
| Roanoke, Va. | 33,339 | 26 |
| Lafayette, La. | 33,245 | 27 |
| Portsmouth - Dover - Rochester, N.H. | 32,824 | 28 |
| Madison, Wisc. | 32,605 | 29 |
| Appleton - Oshkosh - Neenah, Wisc. | 32,539 | 30 |
| Anaheim - Santa Ana, Cal. | 32,483 | 31 |
| Fayetteville - Springdale, Ark. | 32,471 | 32 |
| Aurora - Elgin, Ill. | 32,422 | 33 |
| San Francisco, Cal. | 32,410 | 34 |
| La Crosse, Wisc. | 32,399 | 35 |
| Tyler, Tex. | 32,140 | 36 |
| Little Rock - North Little Rock, Ark. | 32,041 | 37 |
| Eau Claire, Wisc. | 31,993 | 38 |
| Oxnard - Ventura, Cal. | 31,891 | 39 |
| Racine, Wisc. | 31,827 | 40 |
| Salt Lake City - Ogden, Utah | 31,783 | 41 |
| Lake Charles, La. | 31,769 | 42 |
| Lexington-Fayette, Ky. | 31,555 | 43 |
| Bergen - Passaic, N.J. | 31,485 | 44 |
| Janesville - Beloit, Wisc. | 31,325 | 45 |
| Rochester, Minn. | 31,312 | 46 |
| Great Falls, Mont. | 31,104 | 47 |
| Spokane, Wash. | 31,040 | 48 |
| Sherman - Denison, Tex. | 31,022 | 49 |
| Chicago, Ill. | 30,927 | 50 |
| Manchester - Nashua, N.H. | 30,896 | 51 |
| Fargo - Moorhead, N.D.-Minn. | 30,864 | 52 |
| Midland, Tex. | 30,741 | 53 |
| Portland, Ore. | 30,569 | 54 |
| Seattle, Wash. | 30,542 | 55 |
| Los Angeles - Long Beach, Cal. | 30,505 | 56 |
| Charlottesville, Va. | 30,484 | 57 |
| Santa Cruz, Cal. | 30,443 | 58 |
| Lubbock, Tex. | 30,406 | 59 |
| Poughkeepsie, N.Y. | 30,401 | 60 |
| Lake County, Ill. | 30,379 | 61 |
| Longview - Marshall, Tex. | 30,356 | 62 |
| Oklahoma City, Okla. | 30,332 | 63 |
| Sioux City, Iowa | 30,168 | 64 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | 30,083 | 65 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 30,024 | 66 |
| Tulsa, Okla. | 29,996 | 67 |
| Topeka, Kans. | 29,959 | 68 |
| Odessa, Tex. | 29,919 | 69 |
| Montgomery, Ala. | 29,853 | 70 |
| Lima, Ohio | 29,796 | 71 |
| Fort Smith, Ark. | 29,680 | 72 |
| Lawton, Okla. | 29,658 | 73 |
| Houma - Thibodaux, La. | 29,565 | 74 |
| Bloomington - Normal, Ill. | 29,532 | 75 |
| Grand Rapids, Mich. | 29,470 | 76 |
| Omaha, Neb. | 29,466 | 77 |
| Wausau, Wisc. | 29,419 | 78 |
| Kokomo, Ind. | 29,263 | 79 |
| Wichita Falls, Tex. | 29,060 | 80 |
| San Jose, Cal. | 29,012 | 81 |
| Decatur, Ill. | 28,919 | 82 |
| Minneapolis - St. Paul, Minn. | 28,913 | 83 |
| Columbia, S.C. | 28,884 | 84 |
| Enid, Okla. | 28,805 | 85 |
| Milwaukee, Wisc. | 28,752 | 86 |
| Bellingham, Wash. | 28,720 | 87 |
| Owensboro, Ky. | 28,674 | 88 |
| Glens Falls, N.Y. | 28,564 | 89 |
| Dothan, Ala. | 28,469 | 90 |
| Casper, Wyo. | 28,434 | 91 |
| Pine Bluff, Ark. | 28,309 | 92 |
| Richland - Kennewick - Pasco, Wash. | 28,266 | 93 |
| Ann Arbor, Mich. | 28,247 | 94 |
| Fort Worth - Arlington, Tex. | 28,228 | 95 |
| Lansing - East Lansing, Mich. | 28,119 | 96 |
| Peoria, Ill. | 28,085 | 97 |
| Battle Creek, Mich. | 28,045 | 98 |
| Eugene - Springfield, Ore. | 28,028 | 99 |
| Bryan - College Station, Tex. | 27,975 | 100 |
| Kalamazoo, Mich. | 27,968 | 101 |
| Huntsville, Ala. | 27,948 | 102 |
| Waterloo - Cedar Falls, Iowa | 27,830 | 103 |
| Texarkana, Tex.-Ark. | 27,813 | 104 |
| Abilene, Tex. | 27,784 | 105 |
| Flint, Mich. | 27,756 | 106 |
| Victoria, Tex. | 27,670 | 107 |
| Columbia, Mo. | 27,562 | 108 |
| Boulder - Longmont, Colo. | 27,500 | 109 |
| Denver, Colo. | 27,464 | 110 |
| Bangor, Me. | 27,434 | 111 |
| Corpus Christi, Tex. | 27,332 | 112 |
| Atlantic City, N.J. | 27,228 | 113 |
| Springfield, Ill. | 27,218 | 114 |
| Yakima, Wash. | 27,198 | 115 |
| Louisville, Ky. | 27,173 | 116 |
| Kankakee, Ill. | 27,167 | 117 |
| Mansfield, Ohio | 27,121 | 118 |
| Wichita, Kans. | 27,066 | 119 |
| Wilmington, Del. | 27,043 | 120 |
| Monmouth - Ocean, N.J. | 26,965 | 121 |
| Beaumont - Port Arthur, Tex. | 26,943 | 122 |
| Springfield, Mo. | 26,919 | 123 |
| Cheyenne, Wyo. | 26,896 | 124 |
| Brownsville - Harlingen, Tex. | 26,756 | 125 |
| Jackson, Miss. | 26,697 | 126 |
| Sheboygan, Wisc. | 26,652 | 127 |
| Lynchburg, Va. | 26,611 | 128 |
| San Antonio, Tex. | 26,610 | 129 |
| Olympia, Wash. | 26,584 | 130 |
| Pittsfield, Mass. | 26,503 | 131 |
| Santa Rosa - Petaluma, Cal. | 26,451 | 132 |
| Detroit, Mich. | 26,448 | 133 |
| Lincoln, Neb. | 26,421 | 134 |
| Indianapolis, Ind. | 26,417 | 135 |
| Orange County, N.Y. | 26,297 | 136 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 26,294 | 137 |
| Laredo, Tex. | 26,291 | 138 |
| Waco, Tex. | 26,281 | 139 |
| Austin, Tex. | 26,180 | 140 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 26,124 | 141 |
| Oakland, Cal. | 26,067 | 142 |
| Kansas City, Mo.-Kans. | 26,047 | 143 |
| Rockford, Ill. | 26,040 | 144 |
| Salem, Ore. | 26,037 | 145 |
| Fort Walton Beach, Fla. | 26,006 | 146 |
| Miami - Hialeah, Fla. | 25,996 | 147 |
| Houston, Tex. | 25,882 | 148 |
| Champaign - Urbana - Rantoul, Ill. | 25,846 | 149 |
| San Diego, Cal. | 25,837 | 150 |
| Vineland - Millville - Bridgeton, N.J. | 25,827 | 151 |
| Birmingham, Ala. | 25,815 | 152 |
| Toledo, Ohio | 25,814 | 153 |
| Trenton, N.J. | 25,767 | 154 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 25,691 | 155 |
| Newark, N.J. | 25,657 | 156 |
| Tacoma, Wash. | 25,595 | 157 |
| Albuquerque, N.M. | 25,589 | 158 |
| Charleston, W.Va. | 25,553 | 159 |
| El Paso, Tex. | 25,459 | 160 |
| Orlando, Fla. | 25,428 | 161 |
| Jackson, Tenn. | 25,378 | 162 |
| Iowa City, Iowa | 25,285 | 163 |
| Brazoria, Tex. | 25,201 | 164 |
| Salinas - Seaside - Monterey, Cal. | 25,172 | 165 |
| Augusta, Ga. | 25,008 | 166 |
| Harrisburg - Lebanon - Carlisle, Pa. | 24,998 | 167 |
| Cincinnati, Ohio | 24,980 | 168 |
| Decatur, Ala. | 24,963 | 169 |
| Albany - Schenectady - Troy, N.Y. | 24,901 | 170 |
| Mobile, Ala. | 24,876 | 171 |
| San Angelo, Tex. | 24,843 | 172 |
| Youngstown - Warren, Ohio | 24,841 | 173 |
| Panama City, Fla. | 24,818 | 174 |
| Syracuse, N.Y. | 24,813 | 175 |
| Norfolk - Virginia Beach - Newport News, Va. | 24,786 | 176 |
| Lafayette - West Lafayette, Ind. | 24,785 | 177 |
| Fort Wayne, Ind. | 24,782 | 178 |
| Jacksonville, Fla. | 24,759 | 179 |
| Rochester, N.Y. | 24,729 | 180 |
| Boise, Ida. | 24,642 | 181 |
| Saginaw - Bay City - Midland, Mich. | 24,591 | 182 |
| Macon - Warner Robins, Ga. | 24,589 | 183 |
| Phoenix, Ariz. | 24,515 | 184 |
| Washington, D.C. | 24,458 | 185 |
| Burlington, Vt. | 24,452 | 186 |
| Columbus, Ohio | 24,447 | 187 |
| Wilmington, N.C. | 24,444 | 188 |
| Duluth, Minn. | 24,425 | 189 |
| Hartford - New Britain - Middletown - Bristol, Conn. | 24,411 | 190 |
| Sarasota, Fla. | 24,388 | 191 |
| South Bend - Mishawaka, Ind. | 24,362 | 192 |
| Colorado Springs, Colo. | 24,351 | 193 |
| St. Louis, Mo. | 24,307 | 194 |
| Fort Collins - Loveland, Colo. | 24,291 | 195 |
| St. Joseph, Mo. | 24,264 | 196 |
| Columbus, Ga. | 24,254 | 197 |
| Fresno, Cal. | 24,093 | 198 |
| Lancaster, Pa. | 24,093 | 198 |
| Middlesex - Somerset - Hunterdon, N.J. | 24,089 | 200 |
| Elkhart - Goshen, Ind. | 24,056 | 201 |
| Evansville, Ind. | 24,013 | 202 |
| Richmond - Petersburg, Va. | 23,991 | 203 |
| Philadelphia, Pa. | 23,984 | 204 |
| Albany, Ga. | 23,953 | 205 |
| Parkersburg - Marietta, W.Va.-Ohio | 23,952 | 206 |
| New Bedford - Fall River - Attleboro, Mass. | 23,930 | 207 |
| Florence, Ala. | 23,925 | 208 |
| Binghamton, N.Y. | 23,910 | 209 |
| Altoona, Pa. | 23,866 | 210 |
| Benton Harbor, Mich. | 23,786 | 211 |
| Reading, Pa. | 23,772 | 212 |
| Pensacola, Fla. | 23,767 | 213 |
| Anniston, Ala. | 23,759 | 214 |
| Savannah, Ga. | 23,759 | 214 |
| Tuscaloosa, Ala. | 23,736 | 216 |
| New Haven - Waterbury - Meriden, Conn. | 23,701 | 217 |
| Atlanta, Ga. | 23,668 | 218 |
| Sacramento, Cal. | 23,647 | 219 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 23,600 | 220 |
| Galveston - Texas City, Tex. | 23,574 | 221 |
| Williamsport, Pa. | 23,244 | 222 |
| Jackson, Mich. | 23,206 | 223 |
| Joplin, Mo. | 23,197 | 224 |
| Gainesville, Fla. | 23,171 | 225 |
| Scranton - Wilkes-Barre, Pa. | 23,167 | 226 |
| Provo - Orem, Utah | 23,109 | 227 |
| Dayton - Springfield, Ohio | 23,093 | 228 |
| Springfield, Mass. | 23,040 | 229 |
| Stockton, Cal. | 23,014 | 230 |
| Muskegon, Mich. | 23,009 | 231 |
| York, Pa. | 22,978 | 232 |
| Santa Fe, N.M. | 22,919 | 233 |
| Allentown - Bethlehem - Easton, Pa. | 22,838 | 234 |
| Greenville - Spartanburg, S.C. | 22,833 | 235 |
| Burlington, N.C. | 22,721 | 236 |
| Anderson, S.C. | 22,679 | 237 |
| Nashville, Tenn. | 22,648 | 238 |
| Kenosha, Wisc. | 22,600 | 239 |
| Cleveland, Ohio | 22,421 | 240 |
| Raleigh - Durham, N.C. | 22,406 | 241 |
| Knoxville, Tenn. | 22,336 | 242 |
| New London - Norwich, Conn. | 22,282 | 243 |
| Tampa - St. Petersburg - Clearwater, Fla. | 22,271 | 244 |
| Biloxi - Gulfport, Miss. | 22,265 | 245 |
| Charleston, S.C. | 22,258 | 246 |
| Erie, Pa. | 22,229 | 247 |
| Fort Myers - Cape Coral, Fla. | 22,148 | 248 |
| Providence - Pawtucket - Woonsocket, R.I. | 22,024 | 249 |
| Lewiston - Auburn, Me. | 22,002 | 250 |
| McAllen - Edinburg - Mission, Tex. | 21,976 | 251 |
| Hickory - Morganton, N.C. | 21,957 | 252 |
| Huntington - Ashland, W.Va.-Ky. | 21,926 | 253 |
| Pueblo, Colo. | 21,762 | 254 |
| Worcester - Fitchburg - Leominster, Mass. | 21,749 | 255 |
| Joliet, Ill. | 21,748 | 256 |
| Gadsden, Ala. | 21,658 | 257 |
| Modesto, Cal. | 21,649 | 258 |
| Wheeling, W.Va. | 21,620 | 259 |
| Utica - Rome, N.Y. | 21,592 | 260 |
| Las Vegas, Nev. | 21,507 | 261 |
| Pascagoula, Miss. | 21,495 | 262 |
| Bakersfield, Cal. | 21,392 | 263 |
| Tallahassee, Fla. | 21,324 | 264 |
| Memphis, Tenn. | 21,296 | 265 |
| Elmira, N.Y. | 21,150 | 266 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | 21,069 | 267 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 20,943 | 268 |
| Lorain - Elyria, Ohio | 20,942 | 269 |
| Yuma, Ariz. | 20,938 | 270 |
| Greensboro - Winston-Salem - High Point, N.C. | 20,904 | 271 |
| Asheville, N.C. | 20,852 | 272 |
| Naples, Fla. | 20,840 | 273 |
| Baltimore, Md. | 20,832 | 274 |
| Tucson, Ariz. | 20,808 | 275 |
| Bremerton, Wash. | 20,704 | 276 |
| Niagara Falls, N.Y. | 20,672 | 277 |
| Anderson, Ind. | 20,671 | 278 |
| Canton, Ohio | 20,665 | 279 |
| Akron, Ohio | 20,662 | 280 |
| Buffalo, N.Y. | 20,553 | 281 |
| Redding, Cal. | 20,420 | 282 |
| State College, Pa. | 20,266 | 283 |
| Fayetteville, N.C. | 20,228 | 284 |
| Jamestown - Dunkirk, N.Y. | 20,227 | 285 |
| Greeley, Colo. | 20,204 | 286 |
| Pittsburgh, Pa. | 20,195 | 287 |
| Riverside - San Bernardino, Cal. | 20,190 | 288 |
| New York, N.Y. | 19,872 | 289 |
| Fort Pierce, Fla. | 19,792 | 290 |
| Bloomington, Ind. | 19,783 | 291 |
| Killeen - Temple, Tex. | 19,783 | 291 |
| Chattanooga, Tenn. | 19,636 | 293 |
| Vallejo - Fairfield - Napa, Cal. | 19,630 | 294 |
| Vancouver, Wash. | 19,552 | 295 |
| Muncie, Ind. | 19,414 | 296 |
| Gary - Hammond, Ind. | 19,380 | 297 |
| Daytona Beach, Fla. | 19,376 | 298 |
| Yuba City, Cal. | 19,330 | 299 |
| Chico, Cal. | 19,101 | 300 |
| Hagerstown, Md. | 18,911 | 301 |
| Melbourne - Titusville - Palm Bay, Fla. | 18,891 | 302 |
| Merced, Cal. | 18,790 | 303 |
| Jacksonville, N.C. | 18,472 | 304 |
| Cumberland, Md. | 18,433 | 305 |
| Jersey City, N.J. | 18,387 | 306 |
| Lakeland - Winter Haven, Fla. | 18,227 | 307 |
| Lawrence, Kans. | 18,221 | 308 |
| Athens, Ga. | 17,927 | 309 |
| Visalia - Tulare - Porterville, Cal. | 17,903 | 310 |
| Danville, Va. | 17,897 | 311 |
| Sharon, Pa. | 17,450 | 312 |
| Johnson City - Kingsport - Bristol, Tenn. | 17,386 | 313 |
| Bradenton, Fla. | 17,316 | 314 |
| Ocala, Fla. | 17,260 | 315 |
| Johnstown, Pa. | 17,141 | 316 |
| Hamilton - Middletown, Ohio | 16,483 | 317 |
| Steubenville - Weirton, Ohio-W.Va. | 16,365 | 318 |
| Las Cruces, N.M. | 14,931 | 319 |
| Beaver County, Pa. | 14,612 | 320 |
| **Average Above Areas** | **26,024** |  |
| **U.S. Average** | **24,731** |  |

# 1995 BUYING POWER INDEX (BPI)

| Area | BPI | Rank |
|---|---|---|
| Los Angeles - Long Beach, Cal. | 3.8208 | 1 |
| New York, N.Y. | 3.3445 | 2 |
| Chicago, Ill. | 2.7028 | 3 |
| Philadelphia, Pa. | 2.0752 | 4 |
| Washington, D.C. | 1.9820 | 5 |
| Detroit, Mich. | 1.7717 | 6 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 1.6916 | 7 |
| Nassau - Suffolk, N.Y. | 1.3828 | 8 |
| Houston, Tex. | 1.3147 | 9 |
| Atlanta, Ga. | 1.3072 | 10 |
| Dallas, Tex. | 1.3019 | 11 |
| Anaheim - Santa Ana, Cal. | 1.1911 | 12 |
| Minneapolis - St. Paul, Minn. | 1.1868 | 13 |
| San Diego, Cal. | 1.1772 | 14 |
| Riverside - San Bernardino, Cal. | 1.1018 | 15 |
| Seattle, Wash. | 1.0619 | 16 |
| St. Louis, Mo. | 1.0136 | 17 |
| Oakland, Cal. | .9975 | 18 |
| Phoenix, Ariz. | .9541 | 19 |
| Baltimore, Md. | .9344 | 20 |
| Tampa - St. Petersburg - Clearwater, Fla. | .9046 | 21 |
| San Francisco, Cal. | .8517 | 22 |
| Newark, N.J. | .8148 | 23 |
| Denver, Colo. | .7683 | 24 |
| Miami - Hialeah, Fla. | .7638 | 25 |
| San Jose, Cal. | .7312 | 26 |
| Pittsburgh, Pa. | .7203 | 27 |
| Cleveland, Ohio | .7098 | 28 |
| Kansas City, Mo.-Kans. | .6941 | 29 |
| Sacramento, Cal. | .6929 | 30 |
| Fort Worth - Arlington, Tex. | .6539 | 31 |
| Bergen - Passaic, N.J. | .6439 | 32 |
| Milwaukee, Wisc. | .6383 | 33 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | .6289 | 34 |
| Cincinnati, Ohio | .6046 | 35 |
| Portland, Ore. | .5902 | 36 |
| Norfolk - Virginia Beach - Newport News, Va. | .5576 | 37 |
| Columbus, Ohio | .5554 | 38 |
| Middlesex - Somerset - Hunterdon, N.J. | .5353 | 39 |
| New Orleans, La. | .5329 | 40 |
| Indianapolis, Ind. | .5310 | 41 |
| San Antonio, Tex. | .5109 | 42 |
| Hartford - New Britain - Middletown - Bristol, Conn. | .4973 | 43 |
| Monmouth - Ocean, N.J. | .4927 | 44 |
| Orlando, Fla. | .4895 | 45 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | .4799 | 46 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | .4687 | 47 |
| Honolulu, Haw. | .4387 | 48 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | .4294 | 49 |
| Nashville, Tenn. | .4210 | 50 |
| **Total Top 50** | **50.6652** | |
| Salt Lake City - Ogden, Utah | .4200 | 51 |
| Jacksonville, Fla. | .3987 | 52 |
| Rochester, N.Y. | .3968 | 53 |
| Oklahoma City, Okla. | .3872 | 54 |
| Louisville, Ky. | .3807 | 55 |
| Richmond - Petersburg, Va. | .3759 | 56 |
| Austin, Tex. | .3732 | 57 |
| Greensboro - Winston-Salem - High Point, N.C. | .3730 | 58 |
| Albany - Schenectady - Troy, N.Y. | .3668 | 59 |
| Dayton - Springfield, Ohio | .3635 | 60 |
| Memphis, Tenn. | .3603 | 61 |
| Providence - Pawtucket - Woonsocket, R.I. | .3569 | 62 |
| New Haven - Waterbury - Meriden, Conn. | .3470 | 63 |
| Birmingham, Ala. | .3445 | 64 |
| Raleigh - Durham, N.C. | .3438 | 65 |
| Buffalo, N.Y. | .3363 | 66 |
| Las Vegas, Nev. | .3337 | 67 |
| Oxnard - Ventura, Cal. | .3125 | 68 |
| Grand Rapids, Mich. | .3012 | 69 |
| Worcester - Fitchburg - Leominster, Mass. | .2909 | 70 |
| Tulsa, Okla. | .2906 | 71 |
| Omaha, Neb. | .2816 | 72 |
| Lake County, Ill. | .2733 | 73 |
| Allentown - Bethlehem - Easton, Pa. | .2705 | 74 |
| Scranton - Wilkes-Barre, Pa. | .2660 | 75 |
| Fresno, Cal. | .2616 | 76 |
| Wilmington, Del. | .2546 | 77 |
| Syracuse, N.Y. | .2500 | 78 |
| Harrisburg - Lebanon - Carlisle, Pa. | .2487 | 79 |
| Greenville - Spartanburg, S.C. | .2400 | 80 |
| Tucson, Ariz. | .2397 | 81 |
| Akron, Ohio | .2334 | 82 |
| Toledo, Ohio | .2327 | 83 |
| Knoxville, Tenn. | .2273 | 84 |
| Little Rock - North Little Rock, Ark. | .2256 | 85 |
| Springfield, Mass. | .2247 | 86 |
| Baton Rouge, La. | .2242 | 87 |
| Tacoma, Wash. | .2168 | 88 |
| Bakersfield, Cal. | .2149 | 89 |
| Wichita, Kans. | .2064 | 90 |
| Albuquerque, N.M. | .2032 | 91 |
| Columbia, S.C. | .1998 | 92 |
| El Paso, Tex. | .1938 | 93 |
| Santa Rosa - Petaluma, Cal. | .1913 | 94 |
| Gary - Hammond, Ind. | .1895 | 95 |
| New Bedford - Fall River - Attleboro, Mass. | .1892 | 96 |
| Des Moines, Iowa | .1878 | 97 |
| Charleston, S.C. | .1877 | 98 |
| Jersey City, N.J. | .1874 | 99 |
| Vallejo - Fairfield - Napa, Cal. | .1822 | 100 |
| **Total Top 100** | **64.6226** | |
| Mobile, Ala. | .1769 | 101 |
| Stockton, Cal. | .1761 | 102 |
| Youngstown - Warren, Ohio | .1755 | 103 |
| Portsmouth - Dover - Rochester, N.H. | .1749 | 104 |
| Lancaster, Pa. | .1745 | 105 |
| Lansing - East Lansing, Mich. | .1742 | 106 |
| Manchester - Nashua, N.H. | .1742 | 106 |
| Madison, Wisc. | .1739 | 108 |
| Colorado Springs, Colo. | .1679 | 109 |
| York, Pa. | .1639 | 110 |
| Trenton, N.J. | .1636 | 111 |
| Aurora - Elgin, Ill. | .1628 | 112 |
| Melbourne - Titusville - Palm Bay, Fla. | .1613 | 113 |
| Fort Myers - Cape Coral, Fla. | .1594 | 114 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | .1570 | 115 |
| Lexington-Fayette, Ky. | .1569 | 116 |
| Jackson, Miss. | .1541 | 117 |
| Daytona Beach, Fla. | .1538 | 118 |
| Flint, Mich. | .1519 | 119 |
| Joliet, Ill. | .1495 | 120 |
| Lakeland - Winter Haven, Fla. | .1476 | 121 |
| Chattanooga, Tenn. | .1473 | 122 |
| Salinas - Seaside - Monterey, Cal. | .1458 | 123 |
| Augusta, Ga. | .1456 | 124 |
| Davenport - Rock Island - Moline, Iowa-Ill. | .1435 | 125 |
| Peoria, Ill. | .1433 | 126 |
| Fort Wayne, Ind. | .1429 | 127 |
| Saginaw - Bay City - Midland, Mich. | .1428 | 128 |
| Modesto, Cal. | .1426 | 129 |
| Johnson City - Kingsport - Bristol, Tenn. | .1419 | 130 |
| Spokane, Wash. | .1388 | 131 |
| Shreveport, La. | .1370 | 132 |
| Pensacola, Fla. | .1363 | 133 |
| Appleton - Oshkosh - Neenah, Wisc. | .1348 | 134 |
| Beaumont - Port Arthur, Tex. | .1346 | 135 |
| Reno, Nev. | .1321 | 136 |
| Canton, Ohio | .1317 | 137 |
| Sarasota, Fla. | .1316 | 138 |
| Reading, Pa. | .1306 | 139 |
| Atlantic City, N.J. | .1295 | 140 |
| Orange County, N.Y. | .1275 | 141 |
| Portland, Me. | .1223 | 142 |
| Poughkeepsie, N.Y. | .1218 | 143 |
| Anchorage, Alas. | .1213 | 144 |
| Huntsville, Ala. | .1197 | 145 |
| Corpus Chrisii, Tex. | .1183 | 146 |
| Ann Arbor, Mich. | .1172 | 147 |
| Montgomery, Ala. | .1165 | 148 |
| Rockford, Ill. | .1130 | 149 |
| Santa Cruz, Cal. | .1097 | 150 |
| **Total Top 150** | **71.8925** | |
| Macon - Warner Robins, Ga. | .1086 | 151 |
| Eugene - Springfield, Ore. | .1077 | 152 |
| Evansville, Ind. | .1070 | 153 |
| Fort Pierce, Fla. | .1070 | 153 |
| Utica - Rome, N.Y. | .1064 | 155 |
| McAllen - Edinburg - Mission, Tex. | .1049 | 156 |
| Binghamton, N.Y. | .1044 | 157 |
| New London - Norwich, Conn. | .1007 | 158 |
| Erie, Pa. | .1002 | 159 |
| Huntington - Ashland, W.Va.-Ky. | .0990 | 160 |
| Boulder - Longmont, Colo. | .0987 | 161 |
| Charleston, W.Va. | .0980 | 162 |
| Kalamazoo, Mich. | .0973 | 163 |
| Salem, Ore. | .0969 | 164 |
| Lincoln, Neb. | .0968 | 165 |
| Visalia - Tulare - Porterville, Cal. | .0953 | 166 |
| Hamilton - Middletown, Ohio | .0945 | 167 |
| Springfield, Mo. | .0943 | 168 |
| Roanoke, Va. | .0939 | 169 |
| Savannah, Ga. | .0928 | 170 |
| South Bend - Mishawaka, Ind. | .0928 | 170 |
| Lorain - Elyria, Ohio | .0923 | 172 |
| Tallahassee, Fla. | .0919 | 173 |
| Vancouver, Wash. | .0890 | 174 |
| Amarillo, Tex. | .0872 | 175 |
| Kilieen - Temple, Tex. | .0870 | 176 |
| Fayetteville, N.C. | .0866 | 177 |
| Duluth, Minn. | .0865 | 178 |
| Lubbock, Tex. | .0862 | 179 |
| St. Cloud, Minn. | .0862 | 179 |
| Bradenton, Fla. | .0860 | 181 |
| Boise, Ida. | .0856 | 182 |
| Green Bay, Wisc. | .0851 | 183 |
| Galveston - Texas City, Tex. | .0841 | 184 |
| Hickory - Morganton, N.C. | .0833 | 185 |
| Columbus, Ga. | .0828 | 186 |
| Lafayette, La. | .0828 | 186 |
| Gainesville, Fla. | .0794 | 188 |
| Cedar Rapids, Iowa | .0791 | 189 |
| Brazoria, Tex. | .0776 | 190 |
| Fort Collins - Loveland, Colo. | .0763 | 191 |
| Niagara Falls, N.Y. | .0755 | 192 |
| Bremerton, Wash. | .0750 | 193 |
| Provo - Orem, Utah | .0740 | 194 |
| Springfield, Ill. | .0740 | 194 |
| Topeka, Kans. | .0740 | 194 |
| Brownsville - Harlingen, Tex. | .0737 | 197 |
| Racine, Wisc. | .0727 | 198 |
| Ocala, Fla. | .0705 | 199 |
| Biloxi - Gulfport, Miss. | .0697 | 200 |
| **Total Top 200** | **76.3438** | |
| Waco, Tex. | .0688 | 201 |
| Olympia, Wash. | .0686 | 202 |
| Fort Smith, Ark. | .0677 | 203 |
| Tyler, Tex. | .0670 | 204 |
| Johnstown, Pa. | .0663 | 205 |
| Houma - Thibodaux, La. | .0662 | 206 |
| Naples, Fla. | .0660 | 207 |
| Lake Charles, La. | .0653 | 208 |
| Sioux Falls, S.D. | .0653 | 208 |
| Asheville, N.C. | .0650 | 210 |
| Champaign - Urbana - Rantoul, Ill. | .0649 | 211 |
| Longview - Marshall, Tex. | .0634 | 212 |
| Yakima, Wash. | .0633 | 213 |
| Chico, Cal. | .0632 | 214 |
| Fargo - Moorhead, N.D.-Minn. | .0631 | 215 |
| Fort Walton Beach, Fla. | .0624 | 216 |
| Medford, Ore. | .0618 | 217 |
| Richland - Kennewick - Pasco, Wash. | .0611 | 218 |
| Burlington, Vt. | .0604 | 219 |
| Waterloo - Cedar Falls, Iowa | .0603 | 220 |
| Benton Harbor, Mich. | .0589 | 221 |
| Battle Creek, Mich. | .0583 | 222 |
| Elkhart - Goshen, Ind. | .0583 | 222 |
| Lima, Ohio | .0583 | 222 |
| Muskegon, Mich. | .0577 | 225 |
| Redding, Cal. | .0575 | 226 |
| Charlottesville, Va. | .0570 | 227 |
| Bangor, Me. | .0568 | 228 |
| Bloomington - Normal, Ill. | .0567 | 229 |
| Monroe, La. | .0563 | 230 |
| Terre Haute, Ind. | .0562 | 231 |
| Jackson, Mich. | .0559 | 232 |
| Beaver County, Pa. | .0554 | 233 |
| Kenosha, Wisc. | .0554 | 233 |
| Merced, Cal. | .0549 | 235 |
| Janesville - Beloit, Wisc. | .0548 | 236 |
| Eau Claire, Wisc. | .0547 | 237 |
| Clarksville - Hopkinsville, Tenn.-Ky. | .0546 | 238 |
| Pittsfield, Mass. | .0537 | 239 |
| Lynchburg, Va. | .0526 | 240 |
| Anderson, S.C. | .0523 | 241 |
| Santa Fe, N.M. | .0523 | 241 |
| Wheeling, W.Va. | .0522 | 243 |
| Parkersburg - Marietta, W.Va.-Ohio | .0520 | 244 |
| Athens, Ga. | .0517 | 245 |
| Tuscaloosa, Ala. | .0515 | 246 |
| Rochester, Minn. | .0513 | 247 |
| Vineland - Millville - Bridgeton, N.J. | .0508 | 248 |
| Alexandria, La. | .0506 | 249 |
| Bellingham, Wash. | .0503 | 250 |
| **Total Top 250** | **79.2729** | |
| Billings, Mont. | .0486 | 251 |
| Dothan, Ala. | .0485 | 252 |
| Lafayette - West Lafayette, Ind. | .0485 | 252 |
| Fayetteville - Springdale, Ark. | .0484 | 254 |
| Decatur, Ill. | .0468 | 255 |
| Midland, Tex. | .0468 | 255 |
| Columbia, Mo. | .0467 | 257 |
| Bryan - College Station, Tex. | .0463 | 258 |
| Joplin, Mo. | .0463 | 258 |
| Mansfield, Ohio | .0463 | 258 |
| Panama City, Fla. | .0463 | 258 |
| Glens Falls, N.Y. | .0460 | 262 |
| Wilmington, N.C. | .0451 | 263 |
| Jamestown - Dunkirk, N.Y. | .0449 | 264 |
| Florence, Ala. | .0447 | 265 |
| Altoona, Pa. | .0446 | 266 |
| Wausau, Wisc. | .0441 | 267 |
| Texarkana, Tex.-Ark. | .0436 | 268 |
| Sioux City, Iowa | .0435 | 269 |
| Odessa, Tex. | .0431 | 270 |
| Anderson, Ind. | .0430 | 271 |
| Williamsport, Pa. | .0430 | 271 |
| Wichita Falls, Tex. | .0429 | 273 |
| Sheboygan, Wisc. | .0426 | 274 |
| Steubenville - Weirton, Ohio-W.Va. | .0426 | 274 |
| Florence, S.C. | .0424 | 276 |
| Greeley, Colo. | .0421 | 277 |
| La Crosse, Wisc. | .0420 | 278 |
| Abilene, Tex. | .0414 | 279 |
| Yuba City, Cal. | .0412 | 280 |
| Iowa City, Iowa | .0404 | 281 |
| Las Cruces, N.M. | .0403 | 282 |
| Hagerstown, Md. | .0398 | 283 |
| Burlington, N.C. | .0397 | 284 |
| Lewiston - Auburn, Me. | .0397 | 284 |
| Rapid City, S.D. | .0397 | 284 |
| Jacksonville, N.C. | .0396 | 287 |
| State College, Pa. | .0396 | 287 |
| Lawton, Okla. | .0392 | 289 |
| Bloomington, Ind. | .0391 | 290 |
| San Angelo, Tex. | .0390 | 291 |
| Pueblo, Colo. | .0389 | 292 |
| Anniston, Ala. | .0383 | 293 |
| Muncie, Ind. | .0381 | 294 |
| Sherman - Denison, Tex. | .0381 | 294 |
| Kokomo, Ind. | .0379 | 296 |
| Pascagoula, Miss. | .0378 | 297 |
| Sharon, Pa. | .0378 | 297 |
| Decatur, Ala. | .0360 | 299 |
| Laredo, Tex. | .0360 | 299 |
| Albany, Ga. | .0357 | 301 |
| Grand Forks, N.D. | .0357 | 301 |
| Bismarck, N.D. | .0348 | 303 |
| Kankakee, Ill. | .0339 | 304 |
| Danville, Va. | .0338 | 305 |
| Dubuque, Iowa | .0330 | 306 |
| Yuma, Ariz. | .0329 | 307 |
| Owensboro, Ky. | .0323 | 308 |
| Elmira, N.Y. | .0314 | 309 |
| Great Falls, Mont. | .0312 | 310 |
| Lawrence, Kans. | .0306 | 311 |
| Cumberland, Md. | .0305 | 312 |
| Gadsden, Ala. | .0300 | 313 |
| St. Joseph, Mo. | .0297 | 314 |
| Jackson, Tenn. | .0293 | 315 |
| Pine Bluff, Ark. | .0285 | 316 |
| Cheyenne, Wyo. | .0281 | 317 |
| Victoria, Tex. | .0264 | 318 |
| Casper, Wyo. | .0237 | 319 |
| Enid, Okla. | .0195 | 320 |
| **Total Above Areas** | **82.0012** | |
| **Percent of U.S.** | **82.0012** | |
| **U.S. Total** | **100.0000** | |

# SECTION 15

## 1995 Projections For Metropolitan Markets And All Counties

**Population**
**Households**
**Effective Buying Income (EBI)**
**Total Retail Sales**
**Buying Power Index (BPI)**

EXPLANATION OF TERMS

An explanation of terms used in the **Survey of Buying Power Demographics USA 1991** will be found in the Introductory Section starting on page A-5.

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**SYMBOLS USED IN TABLES**

☐ Metropolitan county of another state's metropolitan area. For area name, see page facing state map in Section 1.

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# METRO/COUNTY 1995 PROJECTIONS

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990–1995 | 12/31/95 Households (Thous.) | % Change 1990–1995 | 1995 EBI ($000) | % Change 1990–1995 | Average Household EBI 1990 | Average Household EBI 1995 | 1995 Retail Sales ($000) | % Change 1990–1995 | Retail Sales Per Household 1990 | Retail Sales Per Household 1995 | Buying Power Index 1990 | Buying Power Index 1995 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ALABAMA** | | | | | | | | | | | | | | | |
| **ANNISTON** | **116.2** | **117.2** | **.9** | **43.7** | **1.6** | **1,570,598** | **28.7** | **28,389** | **35,940** | **1,038,287** | **38.1** | **17,484** | **23,759** | **.0391** | **.0383** |
| Calhoun | 116.2 | 117.2 | .9 | 43.7 | 1.6 | 1,570,598 | 28.7 | 28,389 | 35,940 | 1,038,287 | 38.1 | 17,484 | 23,759 | .0391 | .0383 |
| **BIRMINGHAM** | **911.0** | **931.5** | **2.3** | **358.2** | **3.3** | **15,031,330** | **35.2** | **32,085** | **41,964** | **9,246,758** | **36.7** | **19,517** | **25,815** | **.3439** | **.3445** |
| Blount | 39.4 | 40.3 | 2.3 | 15.1 | 2.7 | 383,686 | 21.2 | 21,536 | 25,410 | 199,385 | 40.8 | 9,635 | 13,204 | .0100 | .0095 |
| Jefferson | 651.4 | 652.0 | .1 | 255.0 | 1.4 | 11,210,869 | 34.1 | 33,247 | 43,964 | 7,733,065 | 38.4 | 22,224 | 30,326 | .2640 | .2640 |
| St. Clair | 50.8 | 55.5 | 9.3 | 19.7 | 9.4 | 615,270 | 31.8 | 25,925 | 31,232 | 228,514 | 25.8 | 10,093 | 11,600 | .0139 | .0137 |
| Shelby | 101.7 | 115.8 | 13.9 | 42.5 | 15.2 | 1,945,931 | 50.0 | 35,146 | 45,787 | 462,511 | 19.8 | 10,462 | 10,883 | .0330 | .0350 |
| Walker | 67.7 | 67.9 | .3 | 25.9 | 1.2 | 875,574 | 28.3 | 26,654 | 33,806 | 623,283 | 33.1 | 18,293 | 24,065 | .0230 | .0223 |
| **DECATUR** | **101.1** | **107.2** | **6.0** | **41.0** | **7.3** | **1,440,660** | **31.5** | **28,673** | **35,138** | **1,023,472** | **35.2** | **19,819** | **24,963** | **.0363** | **.0360** |
| Morgan | 101.1 | 107.2 | 6.0 | 41.0 | 7.3 | 1,440,660 | 31.5 | 28,673 | 35,138 | 1,023,472 | 35.2 | 19,819 | 24,963 | .0363 | .0360 |
| **DOTHAN** | **131.9** | **137.5** | **4.2** | **51.4** | **5.3** | **1,873,908** | **34.2** | **28,606** | **36,457** | **1,463,329** | **40.0** | **21,420** | **28,469** | **.0478** | **.0485** |
| Dale | 49.9 | 51.7 | 3.6 | 18.4 | 4.0 | 695,883 | 34.6 | 29,208 | 37,820 | 221,913 | 23.2 | 10,176 | 12,060 | .0143 | .0141 |
| Houston | 82.0 | 85.8 | 4.6 | 33.0 | 6.1 | 1,178,025 | 34.0 | 28,263 | 35,698 | 1,241,416 | 43.5 | 27,819 | 37,619 | .0335 | .0344 |
| **FLORENCE** | **131.1** | **130.3** | **–.6** | **51.3** | **.8** | **1,854,153** | **26.1** | **28,894** | **36,143** | **1,227,345** | **36.6** | **17,653** | **23,925** | **.0464** | **.0447** |
| Colbert | 51.5 | 50.5 | –1.9 | 19.9 | –.5 | 646,128 | 19.1 | 27,132 | 32,469 | 445,862 | 29.0 | 17,275 | 22,405 | .0176 | .0162 |
| Lauderdale | 79.6 | 79.8 | .3 | 31.4 | 1.6 | 1,208,025 | 30.2 | 30,035 | 38,472 | 781,483 | 41.3 | 17,897 | 24,888 | .0288 | .0285 |
| **GADSDEN** | **99.7** | **99.1** | **–.6** | **38.7** | **.3** | **1,149,375** | **18.0** | **25,235** | **29,700** | **838,165** | **28.4** | **16,913** | **21,658** | **.0326** | **.0300** |
| Etowah | 99.7 | 99.1 | –.6 | 38.7 | .3 | 1,149,375 | 18.0 | 25,235 | 29,700 | 838,165 | 28.4 | 16,913 | 21,658 | .0326 | .0300 |
| **HUNTSVILLE** | **242.7** | **265.3** | **9.3** | **103.3** | **11.4** | **6,033,743** | **60.5** | **40,552** | **58,410** | **2,887,005** | **49.2** | **20,877** | **27,948** | **.1052** | **.1197** |
| Madison | 242.7 | 265.3 | 9.3 | 103.3 | 11.4 | 6,033,743 | 60.5 | 40,552 | 58,410 | 2,887,005 | 49.2 | 20,877 | 27,948 | .1052 | .1197 |
| **MOBILE** | **479.4** | **495.8** | **3.4** | **182.9** | **4.6** | **7,825,197** | **40.8** | **31,766** | **42,784** | **4,549,889** | **38.3** | **18,816** | **24,876** | **.1722** | **.1769** |
| Baldwin | 99.7 | 108.1 | 8.4 | 41.4 | 10.1 | 1,728,142 | 47.6 | 31,130 | 41,743 | 847,670 | 36.2 | 16,549 | 20,475 | .0350 | .0370 |
| Mobile | 379.7 | 387.7 | 2.1 | 141.5 | 3.1 | 6,097,055 | 39.0 | 31,940 | 43,089 | 3,702,219 | 38.7 | 19,437 | 26,164 | .1372 | .1399 |
| **MONTGOMERY** | **294.6** | **307.8** | **4.5** | **112.1** | **5.5** | **4,870,441** | **40.5** | **32,603** | **43,447** | **3,346,484** | **53.5** | **20,510** | **29,853** | **.1093** | **.1165** |
| Autauga | 34.5 | 36.4 | 5.5 | 12.7 | 6.7 | 558,031 | 43.4 | 32,694 | 43,939 | 360,888 | 69.1 | 17,938 | 28,416 | .0119 | .0132 |
| Elmore | 49.9 | 53.9 | 8.0 | 18.3 | 8.9 | 691,649 | 38.9 | 29,631 | 37,795 | 257,653 | 43.9 | 10,659 | 14,079 | .0140 | .0146 |
| Montgomery | 210.2 | 217.5 | 3.5 | 81.1 | 4.5 | 3,620,761 | 40.4 | 33,232 | 44,646 | 2,727,943 | 52.6 | 23,037 | 33,637 | .0834 | .0887 |
| **TUSCALOOSA** | **151.6** | **157.7** | **4.0** | **58.2** | **4.3** | **2,117,647** | **34.2** | **28,285** | **36,386** | **1,381,432** | **30.0** | **19,041** | **23,736** | **.0522** | **.0515** |
| Tuscaloosa | 151.6 | 157.7 | 4.0 | 58.2 | 4.3 | 2,117,647 | 34.2 | 28,285 | 36,386 | 1,381,432 | 30.0 | 19,041 | 23,736 | .0522 | .0515 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Autauga | 34.5 | 36.4 | 5.5 | 12.7 | 6.7 | 558,031 | 43.4 | 32,694 | 43,939 | 360,888 | 69.1 | 17,938 | 28,416 | .0119 | .0132 |
| Baldwin | 99.7 | 108.1 | 8.4 | 41.4 | 10.1 | 1,728,142 | 47.6 | 31,130 | 41,743 | 847,670 | 36.2 | 16,549 | 20,475 | .0350 | .0370 |
| Barbour | 25.5 | 26.0 | 2.0 | 9.6 | 4.3 | 292,083 | 35.9 | 23,358 | 30,425 | 167,623 | 36.5 | 13,348 | 17,461 | .0071 | .0072 |
| Bibb | 16.7 | 17.3 | 3.6 | 6.0 | 3.4 | 172,452 | 26.6 | 23,484 | 28,742 | 68,779 | 23.8 | 9,577 | 11,463 | .0042 | .0039 |
| Blount | 39.4 | 40.3 | 2.3 | 15.1 | 2.7 | 383,686 | 21.2 | 21,536 | 25,410 | 199,385 | 40.8 | 9,635 | 13,204 | .0100 | .0095 |
| Bullock | 11.2 | 11.8 | 5.4 | 4.3 | 13.2 | 134,784 | 55.7 | 22,784 | 31,345 | 42,120 | 20.5 | 9,200 | 9,795 | .0028 | .0029 |
| Butler | 21.9 | 21.7 | –.9 | 8.0 | 1.3 | 256,132 | 35.0 | 24,024 | 32,017 | 115,211 | 19.8 | 12,171 | 14,401 | .0060 | .0059 |
| Calhoun | 116.2 | 117.2 | .9 | 43.7 | 1.6 | 1,570,598 | 28.7 | 28,389 | 35,940 | 1,038,287 | 38.1 | 17,484 | 23,759 | .0391 | .0383 |
| Chambers | 36.8 | 36.3 | –1.4 | 13.7 | –.7 | 547,725 | 38.7 | 28,625 | 39,980 | 207,649 | 37.8 | 10,919 | 15,157 | .0111 | .0111 |
| Cherokee | 19.7 | 20.3 | 3.0 | 7.9 | 5.3 | 250,611 | 31.9 | 25,331 | 31,723 | 80,061 | 23.3 | 8,654 | 10,134 | .0054 | .0052 |
| Chilton | 32.6 | 33.6 | 3.1 | 12.6 | 3.3 | 440,486 | 37.3 | 26,290 | 34,959 | 240,691 | 52.6 | 12,933 | 19,102 | .0098 | .0102 |
| Choctaw | 16.0 | 15.7 | –1.9 | 5.7 | .0 | 228,219 | 43.2 | 27,965 | 40,038 | 87,644 | 41.8 | 10,841 | 15,376 | .0046 | .0047 |
| Clarke | 27.2 | 27.3 | .4 | 9.5 | .0 | 335,089 | 31.2 | 26,877 | 35,273 | 167,885 | 16.7 | 15,139 | 17,672 | .0083 | .0077 |
| Clay | 13.2 | 12.9 | –2.3 | 4.9 | –2.0 | 138,342 | 21.6 | 22,754 | 28,233 | 49,928 | 2.3 | 9,766 | 10,189 | .0034 | .0031 |
| Cleburne | 12.8 | 13.0 | 1.6 | 4.9 | 2.1 | 179,078 | 39.2 | 26,807 | 36,547 | 78,153 | 65.9 | 9,817 | 15,950 | .0035 | .0038 |
| Coffee | 40.3 | 40.6 | .7 | 15.6 | 2.0 | 506,621 | 25.8 | 26,314 | 32,476 | 338,431 | 19.1 | 18,572 | 21,694 | .0139 | .0126 |
| Colbert | 51.5 | 50.5 | –1.9 | 19.9 | –.5 | 646,128 | 19.1 | 27,132 | 32,469 | 445,862 | 29.0 | 17,275 | 22,405 | .0176 | .0162 |
| Conecuh | 13.9 | 13.2 | –5.0 | 5.0 | –3.8 | 137,238 | 22.1 | 21,618 | 27,448 | 51,648 | 25.3 | 7,928 | 10,330 | .0034 | .0031 |
| Coosa | 11.0 | 10.9 | –.9 | 4.0 | .0 | 151,900 | 39.8 | 27,163 | 37,975 | 20,374 | 63.0 | 3,126 | 5,094 | .0025 | .0026 |
| Covington | 36.5 | 36.4 | –.3 | 14.6 | .7 | 455,210 | 30.5 | 24,059 | 31,179 | 288,963 | 29.1 | 15,440 | 19,792 | .0117 | .0112 |
| Crenshaw | 13.6 | 13.6 | .0 | 5.3 | 1.9 | 112,842 | 20.5 | 18,005 | 21,291 | 50,393 | 23.7 | 7,837 | 9,508 | .0030 | .0029 |
| Cullman | 68.0 | 70.0 | 2.9 | 26.7 | 3.5 | 859,132 | 30.9 | 25,430 | 32,177 | 595,013 | 39.1 | 16,575 | 22,285 | .0220 | .0218 |
| Dale | 49.9 | 51.7 | 3.6 | 18.4 | 4.0 | 695,883 | 34.6 | 29,208 | 37,820 | 221,913 | 23.2 | 10,176 | 12,060 | .0143 | .0141 |
| Dallas | 47.6 | 45.2 | –5.0 | 16.2 | –3.6 | 406,499 | 13.4 | 21,341 | 25,093 | 339,887 | 28.0 | 15,806 | 20,981 | .0133 | .0119 |
| De Kalb | 54.8 | 55.9 | 2.0 | 21.6 | 2.9 | 642,693 | 28.4 | 23,837 | 29,754 | 391,272 | 39.1 | 13,398 | 18,114 | .0163 | .0159 |
| Elmore | 49.9 | 53.9 | 8.0 | 18.3 | 8.9 | 691,649 | 38.9 | 29,631 | 37,795 | 257,653 | 43.9 | 10,659 | 14,079 | .0140 | .0146 |
| Escambia | 35.3 | 34.1 | –3.4 | 12.5 | –2.3 | 401,407 | 24.3 | 25,235 | 32,113 | 222,540 | 13.4 | 15,329 | 17,803 | .0107 | .0096 |
| Etowah | 99.7 | 99.1 | –.6 | 38.7 | .3 | 1,149,375 | 18.0 | 25,235 | 29,700 | 838,165 | 28.4 | 16,913 | 21,658 | .0326 | .0300 |
| Fayette | 17.8 | 17.1 | –3.9 | 6.6 | –2.9 | 255,151 | 34.7 | 27,852 | 38,659 | 95,897 | 26.3 | 11,165 | 14,530 | .0055 | .0052 |
| Franklin | 27.7 | 27.3 | –1.4 | 10.8 | .0 | 369,199 | 30.1 | 26,269 | 34,185 | 226,861 | 32.1 | 15,903 | 21,006 | .0091 | .0088 |
| Geneva | 23.6 | 23.4 | –.8 | 9.3 | 1.1 | 300,120 | 27.8 | 25,530 | 32,271 | 99,749 | 22.1 | 8,882 | 10,726 | .0066 | .0062 |

1991 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# METRO/COUNTY 1995 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990–1995 | 12/31/95 Households (Thous.) | % Change 1990–1995 | 1995 EBI ($000) | % Change 1990–1995 | Average Household EBI 1990 | Average Household EBI 1995 | 1995 Retail Sales ($000) | % Change 1990–1995 | Retail Sales Per Household 1990 | Retail Sales Per Household 1995 | Buying Power Index 1990 | Buying Power Index 1995 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ALABAMA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Greene | 10.1 | 9.8 | -3.0 | 3.5 | .0 | 108,711 | 41.7 | 21,920 | 31,060 | 28,741 | 17.1 | 7,015 | 8,212 | .0023 | .0022 |
| Hale | 15.6 | 15.9 | 1.9 | 5.7 | 5.6 | 155,520 | 37.3 | 20,977 | 27,284 | 62,191 | 25.8 | 9,153 | 10,911 | .0036 | .0036 |
| Henry | 15.4 | 15.4 | .0 | 5.9 | 1.7 | 207,053 | 37.3 | 26,008 | 35,094 | 57,823 | 10.4 | 9,034 | 9,801 | .0043 | .0041 |
| Houston | 82.0 | 85.8 | 4.6 | 33.0 | 6.1 | 1,178,025 | 34.0 | 28,263 | 35,698 | 1,241,416 | 43.5 | 27,819 | 37,619 | .0335 | .0344 |
| Jackson | 47.7 | 47.1 | -1.3 | 17.9 | -.6 | 525,762 | 19.1 | 24,521 | 29,372 | 350,372 | 41.1 | 13,799 | 19,574 | .0143 | .0136 |
| Jefferson | 651.4 | 652.0 | .1 | 255.0 | 1.4 | 11,210,869 | 34.1 | 33,247 | 43,964 | 7,733,065 | 38.4 | 22,224 | 30,326 | .2640 | .2640 |
| Lamar | 15.6 | 15.0 | -3.8 | 5.8 | -3.3 | 203,556 | 29.0 | 26,290 | 35,096 | 56,780 | 16.5 | 8,124 | 9,790 | .0043 | .0040 |
| Lauderdale | 79.6 | 79.8 | .3 | 31.4 | 1.6 | 1,208,025 | 30.2 | 30,035 | 38,472 | 781,483 | 41.3 | 17,897 | 24,888 | .0288 | .0285 |
| Lawrence | 31.6 | 32.1 | 1.6 | 11.7 | 2.6 | 436,437 | 39.7 | 27,411 | 37,302 | 107,819 | 26.4 | 7,482 | 9,215 | .0084 | .0085 |
| Lee | 87.6 | 90.8 | 3.7 | 34.2 | 2.7 | 1,304,527 | 37.7 | 28,446 | 38,144 | 751,113 | 26.5 | 17,834 | 21,962 | .0304 | .0299 |
| Limestone | 54.9 | 59.2 | 7.8 | 21.9 | 9.5 | 1,019,622 | 56.8 | 32,518 | 46,558 | 345,123 | 30.6 | 13,212 | 15,759 | .0181 | .0196 |
| Lowndes | 12.6 | 12.7 | .8 | 4.2 | 5.0 | 143,495 | 50.6 | 23,816 | 34,165 | 37,344 | 23.2 | 7,577 | 8,891 | .0029 | .0029 |
| Macon | 24.9 | 24.8 | -.4 | 8.5 | .0 | 225,887 | 23.8 | 21,466 | 26,575 | 124,801 | 41.0 | 10,415 | 14,682 | .0060 | .0059 |
| Madison | 242.7 | 265.3 | 9.3 | 103.3 | 11.4 | 6,033,743 | 60.5 | 40,552 | 58,410 | 2,887,005 | 49.2 | 20,877 | 27,948 | .1052 | .1197 |
| Marengo | 23.0 | 22.3 | -3.0 | 8.0 | -1.2 | 222,329 | 19.7 | 22,938 | 27,791 | 135,482 | 29.3 | 12,939 | 16,935 | .0062 | .0057 |
| Marion | 29.8 | 29.7 | -.3 | 11.6 | .9 | 415,517 | 36.6 | 26,444 | 35,820 | 181,412 | 47.1 | 10,725 | 15,639 | .0088 | .0089 |
| Marshall | 71.4 | 74.4 | 4.2 | 29.6 | 5.7 | 842,384 | 27.1 | 23,679 | 28,459 | 1,053,698 | 41.9 | 26,515 | 35,598 | .0275 | .0276 |
| Mobile | 379.7 | 387.7 | 2.1 | 141.5 | 3.1 | 6,097,055 | 39.0 | 31,940 | 43,089 | 3,702,219 | 38.7 | 19,437 | 26,164 | .1372 | .1399 |
| Monroe | 24.1 | 24.9 | 3.3 | 8.9 | 4.7 | 340,978 | 43.5 | 27,945 | 38,312 | 189,704 | 29.5 | 17,234 | 21,315 | .0077 | .0079 |
| Montgomery | 210.2 | 217.5 | 3.5 | 81.1 | 4.5 | 3,620,761 | 40.4 | 33,232 | 44,646 | 2,727,943 | 52.6 | 23,037 | 33,637 | .0834 | .0887 |
| Morgan | 101.1 | 107.2 | 6.0 | 41.0 | 7.3 | 1,440,660 | 31.5 | 28,673 | 35,138 | 1,023,472 | 35.2 | 19,819 | 24,963 | .0363 | .0360 |
| Perry | 12.6 | 12.0 | -4.8 | 4.0 | -2.4 | 102,882 | 24.4 | 20,166 | 25,721 | 52,695 | 54.2 | 8,335 | 13,174 | .0027 | .0027 |
| Pickens | 20.6 | 20.0 | -2.9 | 7.5 | .0 | 197,237 | 21.9 | 21,568 | 26,298 | 88,108 | 22.3 | 9,606 | 11,748 | .0051 | .0047 |
| Pike | 27.6 | 27.6 | .0 | 10.5 | 1.9 | 323,494 | 33.8 | 23,475 | 30,809 | 223,785 | 40.3 | 15,482 | 21,313 | .0083 | .0083 |
| Randolph | 19.9 | 19.9 | .0 | 7.6 | .0 | 254,537 | 39.3 | 24,049 | 33,492 | 103,594 | 24.5 | 10,952 | 13,631 | .0056 | .0055 |
| ☐ Russell | 47.0 | 47.7 | 1.5 | 18.0 | 2.3 | 609,258 | 36.4 | 25,384 | 33,848 | 230,284 | 37.2 | 9,538 | 12,794 | .0128 | .0128 |
| St. Clair | 50.8 | 55.5 | 9.3 | 19.7 | 9.4 | 615,270 | 31.8 | 25,925 | 31,232 | 228,514 | 25.8 | 10,093 | 11,600 | .0139 | .0137 |
| Shelby | 101.7 | 115.8 | 13.9 | 42.5 | 15.2 | 1,945,931 | 50.0 | 35,146 | 45,787 | 462,511 | 19.8 | 10,462 | 10,883 | .0330 | .0350 |
| Sumter | 16.0 | 15.3 | -4.4 | 5.4 | -1.8 | 158,710 | 24.3 | 23,221 | 29,391 | 57,882 | 17.7 | 8,938 | 10,719 | .0040 | .0036 |
| Talladega | 74.1 | 74.0 | -.1 | 26.7 | 1.1 | 1,086,431 | 41.4 | 29,107 | 40,690 | 551,188 | 36.8 | 15,259 | 20,644 | .0235 | .0238 |
| Tallapoosa | 38.9 | 39.5 | 1.5 | 15.2 | 3.4 | 531,038 | 35.1 | 26,744 | 34,937 | 262,510 | 30.6 | 13,675 | 17,270 | .0121 | .0119 |
| Tuscaloosa | 151.6 | 157.7 | 4.0 | 58.2 | 4.3 | 2,117,647 | 34.2 | 28,285 | 36,386 | 1,381,432 | 30.0 | 19,041 | 23,736 | .0522 | .0515 |
| Walker | 67.7 | 67.9 | .3 | 25.9 | 1.2 | 875,574 | 28.3 | 26,654 | 33,806 | 623,283 | 33.1 | 18,293 | 24,065 | .0230 | .0223 |
| Washington | 16.7 | 16.8 | .6 | 5.8 | 1.8 | 253,065 | 47.0 | 30,201 | 43,632 | 77,964 | 39.2 | 9,823 | 13,442 | .0046 | .0048 |
| Wilcox | 13.4 | 12.8 | -4.5 | 4.2 | -4.5 | 116,993 | 24.6 | 21,342 | 27,855 | 49,538 | 29.1 | 8,724 | 11,795 | .0032 | .0029 |
| Winston | 22.0 | 21.8 | -.9 | 8.5 | .0 | 238,341 | 20.7 | 23,224 | 28,040 | 101,496 | 27.0 | 9,404 | 11,941 | .0058 | .0054 |
| **TOTAL METRO COUNTIES** | **2,706.3** | **2,797.1** | **3.4** | **1,058.8** | **4.5** | **44,376,310** | **38.3** | **31,659** | **41,912** | **27,232,450** | **39.6** | **19,249** | **25,720** | **.9978** | **1.0194** |
| **TOTAL STATE** | **4,056.1** | **4,154.5** | **2.4** | **1,566.9** | **3.6** | **61,363,829** | **36.9** | **29,633** | **39,163** | **36,310,385** | **37.7** | **17,435** | **23,173** | **1.4017** | **1.4149** |
| **ALASKA** | | | | | | | | | | | | | | | |
| **ANCHORAGE** | **226.8** | **233.7** | **3.0** | **85.6** | **3.3** | **5,138,155** | **35.0** | **45,913** | **60,025** | **3,961,682** | **59.5** | **29,963** | **46,281** | **.1137** | **.1213** |
| Anchorage | 226.8 | 233.7 | 3.0 | 85.6 | 3.3 | 5,138,155 | 35.0 | 45,913 | 60,025 | 3,961,682 | 59.5 | 29,963 | 46,281 | .1137 | .1213 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Aleutians East | 2.5 | 3.0 | 20.0 | .7 | 40.0 | 69,534 | 85.4 | 75,016 | 99,334 | 8,128 | 45.4 | 11,178 | 11,611 | .0008 | .0010 |
| Aleutians West | 9.7 | 10.7 | 10.3 | 2.4 | 20.0 | 324,948 | 80.9 | 89,816 | 135,395 | 40,341 | 35.8 | 14,854 | 16,809 | .0039 | .0048 |
| Anchorage | 226.8 | 233.7 | 3.0 | 85.6 | 3.3 | 5,138,155 | 35.0 | 45,913 | 60,025 | 3,961,682 | 59.5 | 29,963 | 46,281 | .1137 | .1213 |
| Bethel | 13.8 | 15.2 | 10.1 | 4.1 | 13.9 | 191,351 | 60.3 | 33,150 | 46,671 | 105,439 | 84.6 | 15,863 | 25,717 | .0038 | .0045 |
| Bristol Bay | 1.4 | 1.6 | 14.3 | .5 | 25.0 | 61,223 | 65.9 | 92,248 | 122,446 | 12,500 | 29.7 | 24,085 | 25,000 | .0007 | .0008 |
| Dillingham | 4.1 | 4.7 | 14.6 | 1.5 | 25.0 | 61,384 | 50.2 | 34,066 | 40,923 | 26,740 | 95.8 | 11,378 | 17,827 | .0012 | .0014 |
| Fairbanks North Star | 78.8 | 86.3 | 9.5 | 29.7 | 9.6 | 2,060,923 | 57.7 | 48,233 | 69,391 | 865,735 | 41.5 | 22,584 | 29,149 | .0351 | .0391 |
| Haines | 2.1 | 2.1 | .0 | .8 | .0 | 28,747 | 18.0 | 30,444 | 35,934 | 16,034 | 4.7 | 19,149 | 20,043 | .0008 | .0006 |
| Juneau | 26.8 | 27.4 | 2.2 | 10.2 | 3.0 | 693,968 | 38.7 | 50,525 | 68,036 | 349,841 | 49.1 | 23,705 | 34,298 | .0132 | .0138 |
| Kenai Peninsula | 41.3 | 44.7 | 8.2 | 15.9 | 10.4 | 877,156 | 46.6 | 41,557 | 55,167 | 552,254 | 82.3 | 21,037 | 34,733 | .0168 | .0196 |
| Ketchikan Gateway | 13.9 | 14.7 | 5.8 | 5.3 | 3.9 | 330,208 | 40.4 | 46,114 | 62,303 | 186,871 | 42.6 | 25,696 | 35,259 | .0067 | .0068 |
| Kodiak Island | 13.5 | 15.1 | 11.9 | 4.7 | 14.6 | 342,779 | 59.7 | 52,345 | 72,932 | 190,426 | 94.9 | 23,825 | 40,516 | .0057 | .0073 |
| Lake and Peninsula | 1.7 | 1.8 | 5.9 | .6 | 20.0 | 22,799 | 41.9 | 32,124 | 37,998 | 8,888 | 73.1 | 10,270 | 14,813 | .0005 | .0004 |
| Matanuska - Susitna | 40.3 | 44.7 | 10.9 | 15.4 | 13.2 | 584,919 | 32.3 | 32,519 | 37,982 | 434,780 | 76.2 | 18,148 | 28,232 | .0137 | .0150 |
| Nome | 8.4 | 8.9 | 6.0 | 2.6 | 8.3 | 147,218 | 63.9 | 37,423 | 56,622 | 86,992 | 63.9 | 22,118 | 33,458 | .0028 | .0033 |
| North Slope | 6.1 | 6.7 | 9.8 | 2.0 | 17.6 | 158,097 | 49.7 | 62,141 | 79,049 | 46,643 | 18.7 | 23,109 | 23,322 | .0026 | .0028 |
| Northwest Arctic | 6.2 | 6.9 | 11.3 | 1.8 | 20.0 | 103,035 | 77.8 | 38,635 | 57,242 | 58,734 | 95.2 | 20,061 | 32,630 | .0018 | .0023 |
| Prince of Wales - Outer Ketchikan | 6.4 | 7.1 | 10.9 | 2.4 | 14.3 | 202,664 | 80.8 | 53,371 | 84,443 | 38,383 | 33.8 | 13,663 | 15,993 | .0026 | .0031 |
| Sitka | 8.6 | 8.9 | 3.5 | 3.1 | 6.9 | 253,908 | 54.9 | 56,533 | 81,906 | 107,914 | 56.2 | 23,826 | 34,811 | .0042 | .0047 |
| Skagway - Yakutat - Angoon | 4.5 | 4.9 | 8.9 | 1.6 | 6.7 | 90,650 | 46.7 | 41,187 | 56,656 | 34,085 | 34.6 | 16,881 | 21,303 | .0017 | .0018 |

# METRO/COUNTY 1995 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990–1995 | 12/31/95 Households (Thous.) | % Change 1990–1995 | 1995 EBI ($000) | % Change 1990–1995 | Average Household EBI 1990 | Average Household EBI 1995 | 1995 Retail Sales ($000) | % Change 1990–1995 | Retail Sales Per Household 1990 | Retail Sales Per Household 1995 | Buying Power Index 1990 | Buying Power Index 1995 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ALASKA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Southeast Fairbanks | 5.9 | 6.0 | 1.7 | 2.0 | 5.3 | 95,527 | 41.3 | 35,590 | 47,764 | 34,063 | 72.0 | 10,424 | 17,032 | .0017 | .0018 |
| Valdez - Cordova | 10.0 | 10.3 | 3.0 | 3.6 | 5.9 | 230,631 | 37.0 | 49,500 | 64,064 | 98,241 | 47.5 | 19,584 | 27,289 | .0043 | .0045 |
| Wade Hampton | 5.9 | 6.6 | 11.9 | 1.7 | 21.4 | 46,665 | 50.3 | 22,170 | 27,450 | 23,143 | 28.2 | 12,890 | 13,614 | .0013 | .0013 |
| Wrangell - Petersburg | 7.2 | 7.9 | 9.7 | 2.9 | 11.5 | 134,363 | 35.9 | 38,023 | 46,332 | 54,502 | 9.5 | 19,151 | 18,794 | .0028 | .0027 |
| Yukon - Koyukuk | 8.6 | 9.2 | 7.0 | 3.1 | 10.7 | 102,031 | 30.3 | 27,956 | 32,913 | 29,675 | 25.5 | 8,445 | 9,573 | .0022 | .0021 |
| **TOTAL METRO COUNTIES** | **226.8** | **233.7** | **3.0** | **85.6** | **3.3** | **5,138,155** | **35.0** | **45,913** | **60,025** | **3,961,682** | **59.5** | **29,963** | **46,281** | **.1137** | **.1213** |
| **TOTAL STATE** | **554.5** | **589.1** | **6.2** | **204.2** | **7.3** | **12,352,883** | **43.7** | **45,160** | **60,494** | **7,372,034** | **57.9** | **24,533** | **36,102** | **.2446** | **.2668** |
| **ARIZONA** | | | | | | | | | | | | | | | |
| **PHOENIX** | **2,169.7** | **2,455.2** | **13.2** | **945.1** | **14.4** | **45,434,851** | **50.6** | **36,535** | **48,074** | **23,168,729** | **39.1** | **20,160** | **24,515** | **.8806** | **.9541** |
| Maricopa | 2,169.7 | 2,455.2 | 13.2 | 945.1 | 14.4 | 45,434,851 | 50.6 | 36,535 | 48,074 | 23,168,729 | 39.1 | 20,160 | 24,515 | .8806 | .9541 |
| **TUCSON** | **677.9** | **743.4** | **9.7** | **297.0** | **11.6** | **10,080,991** | **31.2** | **28,864** | **33,943** | **6,179,965** | **33.8** | **17,346** | **20,808** | **.2404** | **.2397** |
| Pima | 677.9 | 743.4 | 9.7 | 297.0 | 11.6 | 10,080,991 | 31.2 | 28,864 | 33,943 | 6,179,965 | 33.8 | 17,346 | 20,808 | .2404 | .2397 |
| **YUMA** | **108.9** | **121.7** | **11.8** | **40.7** | **11.5** | **1,244,184** | **37.2** | **24,846** | **30,570** | **852,168** | **23.3** | **18,941** | **20,938** | **.0332** | **.0329** |
| Yuma | 108.9 | 121.7 | 11.8 | 40.7 | 11.5 | 1,244,184 | 37.2 | 24,846 | 30,570 | 852,168 | 23.3 | 18,941 | 20,938 | .0332 | .0329 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Apache | 62.7 | 70.2 | 12.0 | 18.3 | 12.3 | 572,025 | 45.5 | 24,122 | 31,258 | 218,413 | 36.8 | 9,793 | 11,935 | .0133 | .0142 |
| Cochise | 98.8 | 106.1 | 7.4 | 37.9 | 8.3 | 1,178,665 | 28.5 | 26,197 | 31,099 | 682,766 | 40.7 | 13,869 | 18,015 | .0289 | .0289 |
| Coconino | 98.6 | 111.4 | 13.0 | 34.7 | 13.4 | 1,275,351 | 37.3 | 30,353 | 36,754 | 974,591 | 38.9 | 22,933 | 28,086 | .0329 | .0340 |
| Gila | 40.7 | 43.2 | 6.1 | 16.9 | 8.3 | 601,336 | 39.7 | 27,600 | 35,582 | 260,733 | 26.4 | 13,226 | 15,428 | .0127 | .0130 |
| Graham | 26.9 | 28.9 | 7.4 | 8.7 | 8.8 | 239,898 | 28.3 | 23,379 | 27,574 | 123,402 | 10.7 | 13,931 | 14,184 | .0067 | .0062 |
| Greenlee | 7.8 | 7.2 | -7.7 | 2.6 | -3.7 | 99,869 | 15.5 | 32,037 | 38,411 | 24,774 | 28.4 | 7,149 | 9,528 | .0022 | .0019 |
| La Paz | 14.0 | 14.7 | 5.0 | 5.7 | 5.6 | 150,995 | 24.6 | 22,442 | 26,490 | 141,072 | 64.4 | 15,892 | 24,749 | .0043 | .0045 |
| Maricopa | 2,169.7 | 2,455.2 | 13.2 | 945.1 | 14.4 | 45,434,851 | 50.6 | 36,535 | 48,074 | 23,168,729 | 39.1 | 20,160 | 24,515 | .8806 | .9541 |
| Mohave | 96.2 | 110.6 | 15.0 | 44.0 | 16.1 | 1,216,111 | 36.1 | 23,582 | 27,639 | 753,778 | 23.1 | 16,154 | 17,131 | .0306 | .0306 |
| Navajo | 78.4 | 83.8 | 6.9 | 24.0 | 7.1 | 910,690 | 40.2 | 28,998 | 37,945 | 502,366 | 38.9 | 16,148 | 20,932 | .0216 | .0223 |
| Pima | 677.9 | 743.4 | 9.7 | 297.0 | 11.6 | 10,080,991 | 31.2 | 28,864 | 33,943 | 6,179,965 | 33.8 | 17,346 | 20,808 | .2404 | .2397 |
| Pinal | 118.3 | 129.9 | 9.8 | 44.5 | 11.8 | 1,477,211 | 36.5 | 27,183 | 33,196 | 574,869 | 9.9 | 13,145 | 12,918 | .0335 | .0326 |
| Santa Cruz | 30.4 | 35.0 | 15.1 | 10.3 | 14.4 | 410,285 | 46.9 | 31,043 | 39,833 | 296,134 | 32.0 | 24,924 | 28,751 | .0103 | .0107 |
| Yavapai | 110.7 | 126.5 | 14.3 | 53.3 | 15.6 | 1,548,336 | 36.8 | 24,556 | 29,049 | 885,222 | 29.3 | 14,854 | 16,608 | .0363 | .0369 |
| Yuma | 108.9 | 121.7 | 11.8 | 40.7 | 11.5 | 1,244,184 | 37.2 | 24,846 | 30,570 | 852,168 | 23.3 | 18,941 | 20,938 | .0332 | .0329 |
| **TOTAL METRO COUNTIES** | **2,956.5** | **3,320.3** | **12.3** | **1,282.8** | **13.7** | **56,760,026** | **46.4** | **34,328** | **44,247** | **30,200,862** | **37.5** | **19,457** | **23,543** | **1.1542** | **1.2267** |
| **TOTAL STATE** | **3,740.0** | **4,187.8** | **12.0** | **1,583.7** | **13.3** | **66,440,798** | **44.8** | **32,822** | **41,953** | **35,638,982** | **36.4** | **18,703** | **22,504** | **1.3875** | **1.4625** |
| **ARKANSAS** | | | | | | | | | | | | | | | |
| **FAYETTEVILLE - SPRINGDALE** | **114.6** | **121.5** | **6.0** | **46.8** | **6.6** | **1,927,810** | **43.2** | **30,664** | **41,193** | **1,519,622** | **52.0** | **22,774** | **32,471** | **.0451** | **.0484** |
| Washington | 114.6 | 121.5 | 6.0 | 46.8 | 6.6 | 1,927,810 | 43.2 | 30,664 | 41,193 | 1,519,622 | 52.0 | 22,774 | 32,471 | .0451 | .0484 |
| **FORT SMITH** | **177.3** | **186.0** | **4.9** | **71.0** | **5.3** | **2,599,319** | **35.9** | **28,382** | **36,610** | **2,107,315** | **61.2** | **19,397** | **29,680** | **.0632** | **.0677** |
| Crawford | 43.1 | 46.8 | 8.6 | 16.9 | 9.0 | 586,466 | 39.5 | 27,129 | 34,702 | 342,964 | 70.6 | 12,972 | 20,294 | .0127 | .0140 |
| Sebastian | 100.1 | 103.3 | 3.2 | 40.9 | 3.5 | 1,700,311 | 35.5 | 31,778 | 41,572 | 1,526,053 | 59.5 | 24,219 | 37,312 | .0419 | .0448 |
| *Sequoyah, Okla.* | *34.1* | *35.9* | *5.3* | *13.2* | *6.5* | *312,542* | *31.7* | *19,133* | *23,677* | *238,298* | *59.2* | *12,071* | *18,053* | *.0086* | *.0089* |
| **LITTLE ROCK - NORTH LITTLE ROCK** | **516.1** | **535.0** | **3.7** | **204.9** | **4.2** | **9,785,133** | **41.5** | **35,175** | **47,756** | **6,565,257** | **58.3** | **21,097** | **32,041** | **.2087** | **.2256** |
| Faulkner | 61.2 | 67.8 | 10.8 | 24.2 | 11.0 | 1,133,576 | 56.5 | 33,236 | 46,842 | 553,235 | 57.6 | 16,106 | 22,861 | .0210 | .0240 |
| Lonoke | 39.7 | 42.0 | 5.8 | 14.9 | 6.4 | 467,732 | 27.2 | 26,264 | 31,391 | 238,666 | 53.5 | 11,107 | 16,018 | .0110 | .0112 |
| Pulaski | 350.1 | 354.8 | 1.3 | 140.4 | 2.2 | 7,298,397 | 42.2 | 37,361 | 51,983 | 5,440,425 | 61.0 | 24,591 | 38,749 | .1573 | .1717 |
| Saline | 65.1 | 70.4 | 8.1 | 25.4 | 8.5 | 885,428 | 28.4 | 29,471 | 34,859 | 332,931 | 27.0 | 11,207 | 13,108 | .0194 | .0187 |
| **PINE BLUFF** | **85.4** | **85.0** | **–.5** | **30.0** | **.0** | **1,077,462** | **26.7** | **28,340** | **35,915** | **849,262** | **51.3** | **18,716** | **28,309** | **.0283** | **.0285** |
| Jefferson | 85.4 | 85.0 | –.5 | 30.0 | .0 | 1,077,462 | 26.7 | 28,340 | 35,915 | 849,262 | 51.3 | 18,716 | 28,309 | .0283 | .0285 |
| **TEXARKANA** | **120.4** | **122.1** | **1.4** | **45.7** | **1.6** | **1,750,367** | **34.3** | **28,961** | **38,301** | **1,271,076** | **42.2** | **19,869** | **27,813** | **.0430** | **.0436** |
| Miller | 38.5 | 39.0 | 1.3 | 14.5 | 1.4 | 638,522 | 43.9 | 31,032 | 44,036 | 324,715 | 46.5 | 15,503 | 22,394 | .0130 | .0137 |
| *Bowie, Tex.* | *81.9* | *83.1* | *1.5* | *31.2* | *1.6* | *1,111,845* | *29.4* | *27,997* | *35,636* | *946,361* | *40.7* | *21,903* | *30,332* | *.0300* | *.0299* |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Arkansas | 21.5 | 20.5 | –4.7 | 8.1 | –2.4 | 277,945 | 21.5 | 27,553 | 34,314 | 187,079 | 46.2 | 15,417 | 23,096 | .0070 | .0070 |
| Ashley | 24.2 | 23.6 | –2.5 | 8.6 | –2.3 | 321,500 | 29.0 | 28,314 | 37,384 | 164,502 | 53.9 | 12,144 | 19,128 | .0073 | .0071 |
| Baxter | 31.5 | 32.9 | 4.4 | 14.5 | 6.6 | 568,415 | 48.9 | 28,073 | 39,201 | 383,286 | 74.9 | 16,111 | 26,434 | .0116 | .0133 |
| Benton | 99.4 | 110.2 | 10.9 | 42.6 | 11.2 | 2,032,796 | 57.6 | 33,672 | 47,718 | 853,478 | 43.0 | 15,587 | 20,035 | .0363 | .0404 |
| Boone | 28.5 | 29.5 | 3.5 | 11.7 | 4.5 | 361,661 | 30.2 | 24,808 | 30,911 | 386,909 | 61.8 | 21,353 | 33,069 | .0102 | .0109 |
| Bradley | 11.7 | 11.1 | –5.1 | 4.3 | –4.4 | 154,873 | 34.8 | 25,533 | 36,017 | 86,042 | 64.6 | 11,613 | 20,010 | .0035 | .0035 |

# METRO/COUNTY 1995 PROJECTIONS

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990-1995 | 12/31/95 Households (Thous.) | % Change 1990-1995 | 1995 EBI ($000) | % Change 1990-1995 | Average Household EBI 1990 | Average Household EBI 1995 | 1995 Retail Sales ($000) | % Change 1990-1995 | Retail Sales Per Household 1990 | Retail Sales Per Household 1995 | Buying Power Index 1990 | Buying Power Index 1995 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ARKANSAS (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Calhoun | 5.8 | 5.6 | -3.4 | 2.1 | -4.5 | 80,567 | 36.7 | 26,787 | 38,365 | 18,065 | 36.8 | 6,000 | 8,602 | .0014 | .0016 |
| Carroll | 18.8 | 19.7 | 4.8 | 8.0 | 5.3 | 260,488 | 38.5 | 24,753 | 32,561 | 235,904 | 73.5 | 17,887 | 29,488 | .0065 | .0072 |
| Chicot | 15.5 | 14.7 | -5.2 | 5.2 | -5.5 | 139,305 | 19.6 | 21,173 | 26,789 | 78,975 | 40.6 | 10,213 | 15,188 | .0039 | .0036 |
| Clark | 21.2 | 20.1 | -5.2 | 7.4 | -5.1 | 245,061 | 17.9 | 26,641 | 33,116 | 249,614 | 44.6 | 22,133 | 33,732 | .0076 | .0071 |
| Clay | 18.0 | 17.2 | -4.4 | 7.2 | -4.0 | 197,273 | 20.6 | 21,816 | 27,399 | 115,278 | 48.8 | 10,331 | 16,011 | .0049 | .0048 |
| Cleburne | 19.6 | 20.6 | 5.1 | 8.5 | 6.3 | 291,204 | 42.5 | 25,553 | 34,259 | 171,042 | 65.4 | 12,923 | 20,123 | .0063 | .0069 |
| Cleveland | 7.8 | 7.8 | .0 | 2.9 | .0 | 91,412 | 27.4 | 24,740 | 31,521 | 13,358 | 51.6 | 3,038 | 4,606 | .0017 | .0017 |
| Columbia | 25.7 | 25.5 | -.8 | 9.6 | .0 | 423,162 | 41.9 | 31,062 | 44,079 | 243,555 | 62.4 | 15,622 | 25,370 | .0088 | .0094 |
| Conway | 19.1 | 18.8 | -1.6 | 7.1 | -1.4 | 271,228 | 34.0 | 28,113 | 38,201 | 138,043 | 31.9 | 14,533 | 19,443 | .0062 | .0060 |
| Craighead | 69.5 | 72.9 | 4.9 | 28.0 | 5.7 | 1,062,874 | 36.7 | 29,343 | 37,960 | 818,633 | 42.6 | 21,657 | 29,237 | .0262 | .0270 |
| Crawford | 43.1 | 46.8 | 8.6 | 16.9 | 9.0 | 586,466 | 39.5 | 27,129 | 34,702 | 342,964 | 70.6 | 12,972 | 20,294 | .0127 | .0140 |
| ☐ Crittenden | 50.1 | 51.5 | 2.8 | 17.7 | 2.9 | 548,649 | 25.4 | 25,435 | 30,997 | 571,940 | 40.4 | 23,688 | 32,313 | .0171 | .0167 |
| Cross | 19.1 | 18.8 | -1.6 | 6.6 | -1.5 | 193,635 | 16.2 | 24,865 | 29,339 | 112,097 | 35.9 | 12,315 | 16,984 | .0052 | .0050 |
| Dallas | 9.5 | 9.2 | -3.2 | 3.5 | -2.8 | 129,475 | 28.5 | 27,991 | 36,993 | 96,529 | 63.1 | 16,436 | 27,580 | .0032 | .0032 |
| Desha | 16.6 | 15.7 | -5.4 | 5.6 | -5.1 | 174,918 | 18.0 | 25,119 | 31,235 | 111,730 | 31.9 | 14,355 | 19,952 | .0048 | .0045 |
| Drew | 17.3 | 17.0 | -1.7 | 6.2 | -1.6 | 256,745 | 36.3 | 29,900 | 41,410 | 163,074 | 62.9 | 15,889 | 26,302 | .0058 | .0059 |
| Faulkner | 61.2 | 67.8 | 10.8 | 24.2 | 11.0 | 1,133,576 | 56.5 | 33,236 | 46,842 | 553,235 | 57.6 | 16,106 | 22,861 | .0210 | .0240 |
| Franklin | 14.9 | 15.2 | 2.0 | 5.7 | 1.8 | 216,059 | 42.0 | 27,170 | 37,905 | 85,045 | 71.2 | 8,872 | 14,920 | .0042 | .0045 |
| Fulton | 10.1 | 10.1 | .0 | 4.1 | 2.5 | 81,366 | 20.5 | 16,874 | 19,845 | 44,956 | 58.9 | 7,074 | 10,965 | .0023 | .0022 |
| Garland | 73.7 | 75.5 | 2.4 | 31.9 | 2.9 | 1,287,259 | 39.0 | 29,873 | 40,353 | 1,032,683 | 66.0 | 20,068 | 32,373 | .0294 | .0321 |
| Grant | 14.1 | 14.8 | 5.0 | 5.5 | 5.8 | 204,689 | 35.8 | 28,985 | 37,216 | 72,876 | 60.2 | 8,746 | 13,250 | .0041 | .0043 |
| Greene | 31.9 | 32.2 | .9 | 12.5 | .8 | 489,981 | 40.8 | 28,070 | 39,198 | 259,730 | 51.4 | 13,833 | 20,778 | .0102 | .0109 |
| Hempstead | 21.5 | 20.8 | -3.3 | 8.0 | -2.4 | 249,993 | 23.4 | 24,707 | 31,249 | 151,514 | 48.5 | 12,442 | 18,939 | .0063 | .0060 |
| Hot Spring | 26.1 | 25.7 | -1.5 | 10.1 | .0 | 311,075 | 22.0 | 25,236 | 30,800 | 169,669 | 50.0 | 11,202 | 16,799 | .0077 | .0075 |
| Howard | 13.6 | 13.5 | -.7 | 5.0 | .0 | 148,890 | 22.6 | 24,289 | 29,778 | 82,294 | 32.4 | 12,427 | 16,459 | .0038 | .0035 |
| Independence | 31.2 | 31.4 | .6 | 12.0 | 1.7 | 404,271 | 32.1 | 25,933 | 33,689 | 307,065 | 58.0 | 16,468 | 25,589 | .0102 | .0105 |
| Izard | 11.4 | 11.6 | 1.8 | 4.8 | 2.1 | 143,048 | 34.2 | 22,676 | 29,802 | 66,005 | 45.1 | 9,680 | 13,751 | .0031 | .0031 |
| Jackson | 18.8 | 17.9 | -4.8 | 7.0 | -4.1 | 221,027 | 21.2 | 24,975 | 31,575 | 145,127 | 46.4 | 13,581 | 20,732 | .0058 | .0055 |
| Jefferson | 85.4 | 85.0 | -.5 | 30.0 | .0 | 1,077,462 | 26.7 | 28,340 | 35,915 | 849,262 | 51.3 | 18,716 | 28,309 | .0283 | .0285 |
| Johnson | 18.2 | 18.1 | -.5 | 7.1 | .0 | 224,315 | 28.6 | 24,572 | 31,594 | 170,794 | 59.1 | 15,120 | 24,055 | .0058 | .0059 |
| Lafayette | 9.6 | 9.2 | -4.2 | 3.4 | -5.6 | 121,253 | 32.8 | 25,368 | 35,663 | 39,359 | 46.8 | 7,448 | 11,576 | .0024 | .0023 |
| Lawrence | 17.3 | 16.6 | -4.0 | 6.6 | -2.9 | 185,169 | 22.6 | 22,202 | 28,056 | 144,981 | 52.6 | 13,971 | 21,967 | .0051 | .0052 |
| Lee | 12.9 | 12.1 | -6.2 | 4.3 | -4.4 | 105,056 | 20.8 | 19,334 | 24,432 | 51,099 | 52.3 | 7,458 | 11,883 | .0028 | .0026 |
| Lincoln | 13.7 | 14.0 | 2.2 | 4.0 | 5.3 | 115,306 | 27.6 | 23,771 | 28,827 | 19,600 | 9.2 | 4,722 | 4,900 | .0026 | .0025 |
| Little River | 14.0 | 14.0 | .0 | 5.2 | .0 | 190,381 | 26.4 | 28,961 | 36,612 | 86,803 | 43.1 | 11,663 | 16,693 | .0044 | .0041 |
| Logan | 20.6 | 20.5 | -.5 | 7.6 | .0 | 257,865 | 34.6 | 25,212 | 33,930 | 144,766 | 58.2 | 12,044 | 19,048 | .0059 | .0061 |
| Lonoke | 39.7 | 42.0 | 5.8 | 14.9 | 6.4 | 467,732 | 27.2 | 26,264 | 31,391 | 238,666 | 53.5 | 11,107 | 16,018 | .0110 | .0112 |
| Madison | 11.7 | 11.9 | 1.7 | 4.5 | 2.3 | 121,743 | 28.8 | 21,490 | 27,054 | 62,871 | 63.9 | 8,720 | 13,971 | .0029 | .0029 |
| Marion | 12.1 | 12.6 | 4.1 | 5.3 | 6.0 | 177,017 | 42.4 | 24,866 | 33,399 | 49,702 | 75.0 | 5,680 | 9,378 | .0033 | .0034 |
| Miller | 38.5 | 39.0 | 1.3 | 14.5 | 1.4 | 638,522 | 43.9 | 31,032 | 44,036 | 324,715 | 46.5 | 15,503 | 22,394 | .0130 | .0137 |
| Mississippi | 57.3 | 56.2 | -1.9 | 20.1 | -1.0 | 756,347 | 34.4 | 27,715 | 37,629 | 374,945 | 30.7 | 14,128 | 18,654 | .0174 | .0170 |
| Monroe | 11.1 | 10.3 | -7.2 | 4.0 | -7.0 | 97,115 | 11.8 | 20,207 | 24,279 | 84,833 | 33.1 | 14,817 | 21,208 | .0032 | .0029 |
| Montgomery | 7.9 | 7.9 | .0 | 3.1 | .0 | 91,342 | 30.4 | 22,597 | 29,465 | 39,644 | 69.4 | 7,551 | 12,788 | .0019 | .0021 |
| Nevada | 10.0 | 9.6 | -4.0 | 3.6 | -5.3 | 102,887 | 16.8 | 23,188 | 28,580 | 42,753 | 22.8 | 9,164 | 11,876 | .0027 | .0023 |
| Newton | 7.7 | 7.6 | -1.3 | 2.8 | .0 | 55,974 | 18.4 | 16,881 | 19,991 | 15,478 | 58.8 | 3,480 | 5,528 | .0015 | .0014 |
| Ouachita | 30.6 | 30.8 | .7 | 11.9 | 1.7 | 375,760 | 27.5 | 25,188 | 31,576 | 317,542 | 57.9 | 17,186 | 26,684 | .0100 | .0102 |
| Perry | 8.0 | 8.4 | 5.0 | 3.2 | 3.2 | 84,276 | 22.6 | 22,166 | 26,336 | 39,825 | 52.1 | 8,445 | 12,445 | .0021 | .0020 |
| Phillips | 28.4 | 26.5 | -6.7 | 9.5 | -5.0 | 260,593 | 19.1 | 21,882 | 27,431 | 224,346 | 48.1 | 15,153 | 23,615 | .0079 | .0077 |
| Pike | 10.1 | 10.4 | 3.0 | 4.0 | 2.6 | 85,800 | 19.8 | 18,364 | 21,450 | 70,654 | 51.9 | 11,924 | 17,664 | .0025 | .0025 |
| Poinsett | 24.6 | 24.0 | -2.4 | 9.2 | -1.1 | 245,690 | 15.9 | 22,785 | 26,705 | 144,932 | 42.3 | 10,954 | 15,753 | .0066 | .0062 |
| Polk | 17.4 | 17.8 | 2.3 | 7.1 | 4.4 | 219,732 | 32.6 | 24,366 | 30,948 | 111,003 | 39.2 | 11,730 | 15,634 | .0052 | .0050 |
| Pope | 46.4 | 49.6 | 6.9 | 18.3 | 7.6 | 670,322 | 38.5 | 28,461 | 36,630 | 565,140 | 54.8 | 21,471 | 30,882 | .0166 | .0179 |
| Prairie | 9.5 | 9.2 | -3.2 | 3.6 | -2.7 | 94,176 | 16.4 | 21,859 | 26,160 | 53,921 | 37.3 | 10,616 | 14,978 | .0027 | .0023 |
| Pulaski | 350.1 | 354.8 | 1.3 | 140.4 | 2.2 | 7,298,397 | 42.2 | 37,361 | 51,983 | 5,440,425 | 61.0 | 24,591 | 38,749 | .1573 | .1717 |
| Randolph | 16.5 | 16.5 | .0 | 6.5 | 1.6 | 181,565 | 24.9 | 22,716 | 27,933 | 115,706 | 53.2 | 11,802 | 17,801 | .0046 | .0047 |
| St. Francis | 28.3 | 27.2 | -3.9 | 9.6 | -3.0 | 276,301 | 20.4 | 23,186 | 28,781 | 190,866 | 32.8 | 14,521 | 19,882 | .0080 | .0074 |
| Saline | 65.1 | 70.4 | 8.1 | 25.4 | 8.5 | 885,428 | 28.4 | 29,471 | 34,859 | 332,931 | 27.0 | 11,207 | 13,108 | .0194 | .0187 |
| Scott | 10.3 | 10.6 | 2.9 | 4.2 | 5.0 | 128,460 | 40.1 | 22,929 | 30,586 | 67,394 | 69.8 | 9,925 | 16,046 | .0028 | .0031 |
| Searcy | 7.7 | 7.3 | -5.2 | 2.9 | -6.5 | 51,115 | 9.8 | 15,010 | 17,626 | 45,184 | 57.1 | 9,280 | 15,581 | .0017 | .0016 |
| Sebastian | 100.1 | 103.3 | 3.2 | 40.9 | 3.5 | 1,700,311 | 35.5 | 31,778 | 41,572 | 1,526,053 | 59.5 | 24,219 | 37,312 | .0419 | .0448 |
| Sevier | 13.6 | 13.4 | -1.5 | 5.0 | -2.0 | 158,826 | 23.1 | 25,305 | 31,765 | 130,377 | 60.1 | 15,968 | 26,075 | .0042 | .0043 |
| Sharp | 14.1 | 14.1 | .0 | 5.9 | 1.7 | 164,948 | 27.3 | 22,343 | 27,957 | 125,561 | 75.8 | 12,311 | 21,282 | .0041 | .0044 |
| Stone | 9.9 | 10.3 | 4.0 | 4.1 | 5.1 | 95,470 | 28.7 | 19,028 | 23,285 | 59,721 | 43.8 | 10,652 | 14,566 | .0026 | .0025 |
| Union | 46.6 | 46.1 | -1.1 | 17.7 | -.6 | 605,042 | 25.6 | 27,062 | 34,183 | 571,030 | 54.4 | 20,780 | 32,262 | .0167 | .0170 |
| Van Buren | 14.1 | 14.8 | 5.0 | 6.1 | 7.0 | 143,048 | 24.9 | 20,095 | 23,450 | 107,423 | 67.6 | 11,247 | 17,610 | .0038 | .0040 |
| Washington | 114.6 | 121.5 | 6.0 | 46.8 | 6.6 | 1,927,810 | 43.2 | 30,664 | 41,193 | 1,519,622 | 52.0 | 22,774 | 32,471 | .0451 | .0484 |

# METRO/COUNTY 1995 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990–1995 | 12/31/95 Households (Thous.) | % Change 1990–1995 | 1995 EBI ($000) | % Change 1990–1995 | Average Household EBI | | 1995 Retail Sales ($000) | % Change 1990–1995 | Retail Sales Per Household | | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 1990 | 1995 | | | 1990 | 1995 | 1990 | 1995 |
| **ARKANSAS (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| White | 55.0 | 56.7 | 3.1 | 20.6 | 3.5 | 696,770 | 34.6 | 26,012 | 33,824 | 519,084 | 49.0 | 17,507 | 25,198 | .0175 | .0182 |
| Woodruff | 9.4 | 8.8 | –6.4 | 3.4 | –5.6 | 79,168 | 10.6 | 19,879 | 23,285 | 46,022 | 29.8 | 9,851 | 13,536 | .0024 | .0020 |
| Yell | 17.9 | 18.4 | 2.8 | 7.2 | 2.9 | 245,235 | 38.5 | 25,298 | 34,060 | 98,095 | 56.2 | 8,973 | 13,624 | .0049 | .0053 |
| **TOTAL METRO COUNTIES** | **947.9** | **982.1** | **3.6** | **371.7** | **4.1** | **16,264,353** | **39.4** | **32,685** | **43,757** | **11,699,813** | **56.1** | **20,996** | **31,476** | **.3668** | **.3917** |
| **TOTAL STATE** | **2,358.0** | **2,403.7** | **1.9** | **917.6** | **2.6** | **35,020,615** | **36.1** | **28,779** | **38,165** | **23,675,424** | **53.9** | **17,205** | **25,801** | **.8111** | **.8469** |
| **CALIFORNIA** | | | | | | | | | | | | | | | |
| **ANAHEIM - SANTA ANA** | **2,451.1** | **2,702.0** | **10.2** | **893.2** | **6.2** | **59,220,877** | **34.7** | **52,247** | **66,302** | **29,014,163** | **30.9** | **26,352** | **32,483** | **1.1915** | **1.1911** |
| Orange | 2,451.1 | 2,702.0 | 10.2 | 893.2 | 6.2 | 59,220,877 | 34.7 | 52,247 | 66,302 | 29,014,163 | 30.9 | 26,352 | 32,483 | 1.1915 | 1.1911 |
| **BAKERSFIELD** | **558.9** | **646.2** | **15.6** | **213.1** | **14.1** | **10,336,381** | **42.5** | **38,824** | **48,505** | **4,558,545** | **35.0** | **18,072** | **21,392** | **.2043** | **.2149** |
| Kern | 558.9 | 646.2 | 15.6 | 213.1 | 14.1 | 10,336,381 | 42.5 | 38,824 | 48,505 | 4,558,545 | 35.0 | 18,072 | 21,392 | .2043 | .2149 |
| **CHICO** | **185.3** | **202.8** | **9.4** | **79.5** | **8.9** | **2,731,364** | **28.5** | **29,122** | **34,357** | **1,518,495** | **34.0** | **15,521** | **19,101** | **.0640** | **.0632** |
| Butte | 185.3 | 202.8 | 9.4 | 79.5 | 8.9 | 2,731,364 | 28.5 | 29,122 | 34,357 | 1,518,495 | 34.0 | 15,521 | 19,101 | .0640 | .0632 |
| **FRESNO** | **682.9** | **775.6** | **13.6** | **252.4** | **11.6** | **12,039,630** | **39.0** | **38,286** | **47,701** | **6,081,036** | **37.8** | **19,509** | **24,093** | **.2516** | **.2616** |
| Fresno | 682.9 | 775.6 | 13.6 | 252.4 | 11.6 | 12,039,630 | 39.0 | 38,286 | 47,701 | 6,081,036 | 37.8 | 19,509 | 24,093 | .2516 | .2616 |
| **LOS ANGELES - LONG BEACH** | **8,967.9** | **9,654.9** | **7.7** | **3,103.2** | **2.6** | **180,994,455** | **30.9** | **45,688** | **58,325** | **94,661,700** | **41.0** | **22,190** | **30,505** | **3.8050** | **3.8208** |
| Los Angeles | 8,967.9 | 9,654.9 | 7.7 | 3,103.2 | 2.6 | 180,994,455 | 30.9 | 45,688 | 58,325 | 94,661,700 | 41.0 | 22,190 | 30,505 | 3.8050 | 3.8208 |
| ***LOS ANGELES - ANAHEIM - RIVERSIDE CONSOLIDATED AREA*** | ***14,823.7*** | ***16,425.0*** | ***10.8*** | ***5,320.9*** | ***6.4*** | ***310,189,473*** | ***34.9*** | ***45,961*** | ***58,296*** | ***153,192,208*** | ***37.4*** | ***22,285*** | ***28,791*** | ***6.3173*** | ***6.4262*** |
| **MERCED** | **181.8** | **203.7** | **12.0** | **61.6** | **9.2** | **2,368,942** | **29.0** | **32,556** | **38,457** | **1,157,492** | **36.4** | **15,043** | **18,790** | **.0548** | **.0549** |
| Merced | 181.8 | 203.7 | 12.0 | 61.6 | 9.2 | 2,368,942 | 29.0 | 32,556 | 38,457 | 1,157,492 | 36.4 | 15,043 | 18,790 | .0548 | .0549 |
| **MODESTO** | **384.4** | **452.5** | **17.7** | **150.2** | **15.4** | **6,427,283** | **37.4** | **35,920** | **42,791** | **3,251,631** | **29.1** | **19,349** | **21,649** | **.1394** | **.1426** |
| Stanislaus | 384.4 | 452.5 | 17.7 | 150.2 | 15.4 | 6,427,283 | 37.4 | 35,920 | 42,791 | 3,251,631 | 29.1 | 19,349 | 21,649 | .1394 | .1426 |
| **OAKLAND** | **2,111.7** | **2,284.3** | **8.2** | **840.6** | **6.3** | **52,265,671** | **36.2** | **48,502** | **62,177** | **21,911,809** | **35.2** | **20,484** | **26,067** | **.9854** | **.9975** |
| Alameda | 1,291.7 | 1,369.8 | 6.0 | 501.8 | 3.6 | 28,061,085 | 31.4 | 44,087 | 55,921 | 13,752,309 | 36.5 | 20,805 | 27,406 | .5754 | .5712 |
| Contra Costa | 820.0 | 914.5 | 11.5 | 338.8 | 10.5 | 24,204,586 | 42.3 | 55,481 | 71,442 | 8,159,500 | 33.3 | 19,978 | 24,084 | .4100 | .4263 |
| **OXNARD - VENTURA** | **680.7** | **752.7** | **10.6** | **237.1** | **7.2** | **15,290,934** | **37.1** | **50,426** | **64,491** | **7,561,248** | **40.2** | **24,381** | **31,891** | **.3031** | **.3125** |
| Ventura | 680.7 | 752.7 | 10.6 | 237.1 | 7.2 | 15,290,934 | 37.1 | 50,426 | 64,491 | 7,561,248 | 40.2 | 24,381 | 31,891 | .3031 | .3125 |
| **REDDING** | **151.6** | **175.3** | **15.6** | **67.3** | **16.6** | **2,554,619** | **37.9** | **32,104** | **37,959** | **1,374,289** | **24.1** | **19,188** | **20,420** | **.0569** | **.0575** |
| Shasta | 151.6 | 175.3 | 15.6 | 67.3 | 16.6 | 2,554,619 | 37.9 | 32,104 | 37,959 | 1,374,289 | 24.1 | 19,188 | 20,420 | .0569 | .0575 |
| **RIVERSIDE - SAN BERNARDINO** | **2,724.0** | **3,315.4** | **21.7** | **1,087.4** | **19.0** | **54,683,207** | **49.6** | **39,993** | **50,288** | **21,955,097** | **31.0** | **18,348** | **20,190** | **1.0177** | **1.1018** |
| Riverside | 1,242.1 | 1,537.1 | 23.8 | 516.0 | 20.7 | 26,307,186 | 52.9 | 40,250 | 50,983 | 9,215,116 | 21.5 | 17,745 | 17,859 | .4707 | .5088 |
| San Bernardino | 1,481.9 | 1,778.3 | 20.0 | 571.4 | 17.5 | 28,376,021 | 46.7 | 39,767 | 49,661 | 12,739,981 | 38.8 | 18,878 | 22,296 | .5470 | .5930 |
| **SACRAMENTO** | **1,523.3** | **1,752.6** | **15.1** | **653.9** | **14.2** | **34,790,966** | **44.7** | **41,969** | **53,205** | **15,462,885** | **34.7** | **20,045** | **23,647** | **.6556** | **.6929** |
| El Dorado | 129.9 | 150.7 | 16.0 | 55.8 | 15.5 | 2,777,927 | 43.3 | 40,145 | 49,784 | 977,573 | 25.9 | 16,079 | 17,519 | .0510 | .0530 |
| Placer | 179.3 | 210.7 | 17.5 | 78.2 | 17.4 | 4,374,033 | 48.8 | 44,140 | 55,934 | 1,938,234 | 25.9 | 23,113 | 24,786 | .0818 | .0863 |
| Sacramento | 1,070.6 | 1,233.4 | 15.2 | 463.7 | 14.2 | 24,931,859 | 45.3 | 42,273 | 53,767 | 11,464,220 | 37.6 | 20,517 | 24,723 | .4689 | .4995 |
| Yolo | 143.5 | 157.8 | 10.0 | 56.2 | 8.3 | 2,707,147 | 35.5 | 38,507 | 48,170 | 1,082,858 | 29.5 | 16,106 | 19,268 | .0539 | .0541 |
| **SALINAS - SEASIDE - MONTEREY** | **363.1** | **409.0** | **12.6** | **126.9** | **9.9** | **7,111,700** | **38.8** | **44,367** | **56,042** | **3,194,282** | **34.7** | **20,532** | **25,172** | **.1417** | **.1458** |
| Monterey | 363.1 | 409.0 | 12.6 | 126.9 | 9.9 | 7,111,700 | 38.8 | 44,367 | 56,042 | 3,194,282 | 34.7 | 20,532 | 25,172 | .1417 | .1458 |
| **SAN DIEGO** | **2,562.9** | **2,947.3** | **15.0** | **1,026.0** | **12.5** | **59,098,150** | **43.5** | **45,163** | **57,601** | **26,509,110** | **38.0** | **21,068** | **25,837** | **1.1115** | **1.1772** |
| San Diego | 2,562.9 | 2,947.3 | 15.0 | 1,026.0 | 12.5 | 59,098,150 | 43.5 | 45,163 | 57,601 | 26,509,110 | 38.0 | 21,068 | 25,837 | 1.1115 | 1.1772 |
| **SAN FRANCISCO** | **1,611.7** | **1,660.0** | **3.0** | **648.7** | **.5** | **44,002,670** | **30.0** | **52,420** | **67,832** | **21,024,138** | **37.8** | **23,636** | **32,410** | **.8654** | **.8517** |
| Marin | 231.0 | 236.9 | 2.6 | 97.9 | 2.6 | 7,719,493 | 31.8 | 61,377 | 78,851 | 3,178,268 | 34.1 | 24,838 | 32,464 | .1415 | .1388 |
| San Francisco | 724.3 | 725.9 | .2 | 297.0 | -2.8 | 19,390,941 | 28.3 | 49,447 | 65,289 | 9,337,029 | 37.8 | 22,158 | 31,438 | .3862 | .3758 |
| San Mateo | 656.4 | 697.2 | 6.2 | 253.8 | 3.8 | 16,892,236 | 31.2 | 52,642 | 66,557 | 8,508,841 | 39.1 | 25,014 | 33,526 | .3377 | .3371 |
| ***SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA*** | ***6,334.1*** | ***6,805.0*** | ***7.4*** | ***2,475.0*** | ***4.9*** | ***159,472,991*** | ***34.0*** | ***50,419*** | ***64,434*** | ***69,498,778*** | ***34.2*** | ***21,946*** | ***28,080*** | ***3.0650*** | ***3.0636*** |
| **SAN JOSE** | **1,512.9** | **1,612.3** | **6.6** | **540.4** | **2.8** | **39,215,000** | **32.4** | **56,328** | **72,567** | **15,678,101** | **25.4** | **23,777** | **29,012** | **.7511** | **.7312** |
| Santa Clara | 1,512.9 | 1,612.3 | 6.6 | 540.4 | 2.8 | 39,215,000 | 32.4 | 56,328 | 72,567 | 15,678,101 | 25.4 | 23,777 | 29,012 | .7511 | .7312 |
| **SANTA BARBARA - SANTA MARIA - LOMPOC** | **373.5** | **398.0** | **6.6** | **135.8** | **3.5** | **7,808,454** | **31.4** | **45,292** | **57,500** | **3,570,733** | **29.0** | **21,106** | **26,294** | **.1607** | **.1570** |
| Santa Barbara | 373.5 | 398.0 | 6.6 | 135.8 | 3.5 | 7,808,454 | 31.4 | 45,292 | 57,500 | 3,570,733 | 29.0 | 21,106 | 26,294 | .1607 | .1570 |
| **SANTA CRUZ** | **233.1** | **253.4** | **8.7** | **89.8** | **5.9** | **5,355,204** | **36.8** | **46,166** | **59,635** | **2,733,752** | **43.1** | **22,536** | **30,443** | **.1064** | **.1097** |
| Santa Cruz | 233.1 | 253.4 | 8.7 | 89.8 | 5.9 | 5,355,204 | 36.8 | 46,166 | 59,635 | 2,733,752 | 43.1 | 22,536 | 30,443 | .1064 | .1097 |

# METRO/COUNTY 1995 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990-1995 | 12/31/95 Households (Thous.) | % Change 1990-1995 | 1995 EBI ($000) | % Change 1990-1995 | Average Household EBI 1990 | Average Household EBI 1995 | 1995 Retail Sales ($000) | % Change 1990-1995 | Retail Sales Per Household 1990 | Retail Sales Per Household 1995 | Buying Power Index 1990 | Buying Power Index 1995 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **CALIFORNIA (continued)** | | | | | | | | | | | | | | | |
| **SANTA ROSA - PETALUMA** | **397.7** | **451.4** | **13.5** | **171.9** | **12.6** | **9,518,847** | **43.5** | **43,438** | **55,374** | **4,546,987** | **43.1** | **20,805** | **26,451** | **.1792** | **.1913** |
| Sonoma | 397.7 | 451.4 | 13.5 | 171.9 | 12.6 | 9,518,847 | 43.5 | 43,438 | 55,374 | 4,546,987 | 43.1 | 20,805 | 26,451 | .1792 | .1913 |
| **STOCKTON** | **490.6** | **550.6** | **12.2** | **175.1** | **8.4** | **7,968,844** | **33.1** | **37,038** | **45,510** | **4,029,702** | **35.6** | **18,389** | **23,014** | **.1740** | **.1761** |
| San Joaquin | 490.6 | 550.6 | 12.2 | 175.1 | 8.4 | 7,968,844 | 33.1 | 37,038 | 45,510 | 4,029,702 | 35.6 | 18,389 | 23,014 | .1740 | .1761 |
| **VALLEJO - FAIRFIELD - NAPA** | **467.0** | **543.6** | **16.4** | **183.6** | **14.5** | **9,115,599** | **37.5** | **41,344** | **49,649** | **3,603,991** | **31.2** | **17,121** | **19,630** | **.1775** | **.1822** |
| Napa | 112.6 | 122.7 | 9.0 | 45.6 | 8.6 | 2,853,251 | 39.8 | 48,595 | 62,571 | 1,081,803 | 46.3 | 17,610 | 23,724 | .0504 | .0529 |
| Solano | 364.4 | 420.9 | 18.8 | 138.0 | 16.6 | 6,262,348 | 36.4 | 38,771 | 45,379 | 2,522,188 | 25.7 | 16,948 | 18,277 | .1271 | .1293 |
| **VISALIA - TULARE - PORTERVILLE** | **318.7** | **359.7** | **12.9** | **110.5** | **10.5** | **4,107,388** | **30.4** | **31,493** | **37,171** | **1,978,277** | **22.2** | **16,184** | **17,903** | **.0973** | **.0953** |
| Tulare | 318.7 | 359.7 | 12.9 | 110.5 | 10.5 | 4,107,388 | 30.4 | 31,493 | 37,171 | 1,978,277 | 22.2 | 16,184 | 17,903 | .0973 | .0953 |
| **YUBA CITY** | **124.4** | **135.3** | **8.8** | **46.9** | **7.6** | **1,871,573** | **30.8** | **32,811** | **39,906** | **906,569** | **33.9** | **15,528** | **19,330** | **.0415** | **.0412** |
| Sutter | 65.4 | 71.3 | 9.0 | 25.4 | 8.1 | 1,009,234 | 27.6 | 33,667 | 39,734 | 553,754 | 34.8 | 17,482 | 21,801 | .0233 | .0229 |
| Yuba | 59.0 | 64.0 | 8.5 | 21.5 | 7.0 | 862,339 | 34.9 | 31,809 | 40,109 | 352,815 | 32.6 | 13,242 | 16,410 | .0182 | .0183 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Alameda | 1,291.7 | 1,369.8 | 6.0 | 501.8 | 3.6 | 28,061,085 | 31.4 | 44,087 | 55,921 | 13,752,309 | 36.5 | 20,805 | 27,406 | .5754 | .5712 |
| Alpine | 1.1 | 1.1 | .0 | .5 | 25.0 | 18,364 | 45.5 | 31,553 | 36,728 | 2.158 | 26.2 | 4,275 | 4,316 | .0003 | .0002 |
| Amador | 31.6 | 38.1 | 20.6 | 13.9 | 24.1 | 619,482 | 55.1 | 35,667 | 44,567 | 201,890 | 28.8 | 13,993 | 14,524 | .0108 | .0119 |
| Butte | 185.3 | 202.8 | 9.4 | 79.5 | 8.9 | 2,731,364 | 28.5 | 29,122 | 34,357 | 1,518,495 | 34.0 | 15,521 | 19,101 | .0640 | .0632 |
| Calaveras | 33.0 | 38.2 | 15.8 | 15.2 | 16.0 | 572,219 | 36.9 | 31,917 | 37,646 | 163,027 | 27.4 | 9,771 | 10,725 | .0108 | .0109 |
| Colusa | 16.5 | 17.8 | 7.9 | 6.0 | 5.3 | 253,247 | 24.7 | 35,637 | 42,208 | 97,151 | 31.6 | 12,953 | 16,192 | .0054 | .0053 |
| Contra Costa | 820.0 | 914.5 | 11.5 | 338.8 | 10.5 | 24,204,586 | 42.3 | 55,481 | 71,442 | 8,159,500 | 33.3 | 19,978 | 24,084 | .4100 | .4263 |
| Del Norte | 23.9 | 26.1 | 9.2 | 9.0 | 9.8 | 295,129 | 28.8 | 27,939 | 32,792 | 125,707 | 16.5 | 13,157 | 13,967 | .0069 | .0066 |
| El Dorado | 129.9 | 150.7 | 16.0 | 55.8 | 15.5 | 2,777,927 | 43.3 | 40,145 | 49,784 | 977,573 | 25.9 | 16,079 | 17,519 | .0510 | .0530 |
| Fresno | 682.9 | 775.6 | 13.6 | 252.4 | 11.6 | 12,039,630 | 39.0 | 38,286 | 47,701 | 6,081,036 | 37.8 | 19,509 | 24,093 | .2516 | .2616 |
| Glenn | 25.0 | 26.3 | 5.2 | 9.3 | 4.5 | 381,819 | 26.5 | 33,925 | 41,056 | 119,163 | 19.3 | 11,225 | 12,813 | .0078 | .0075 |
| Humboldt | 120.1 | 126.1 | 5.0 | 49.7 | 6.2 | 1,846,107 | 23.0 | 32,082 | 37,145 | 1,011,684 | 28.6 | 16,804 | 20,356 | .0441 | .0416 |
| Imperial | 111.1 | 122.6 | 10.4 | 36.4 | 9.0 | 1,403,038 | 28.7 | 32,629 | 38,545 | 696,959 | 23.1 | 16,956 | 19,147 | .0339 | .0328 |
| Inyo | 18.3 | 18.5 | 1.1 | 7.7 | 1.3 | 342,208 | 28.0 | 35,177 | 44,443 | 207,003 | 19.9 | 22,718 | 26,884 | .0081 | .0076 |
| Kern | 558.9 | 646.2 | 15.6 | 213.1 | 14.1 | 10,336,381 | 42.5 | 38,824 | 48,505 | 4,558,545 | 35.0 | 18,072 | 21,392 | .2043 | .2149 |
| Kings | 103.8 | 118.0 | 13.7 | 34.1 | 14.0 | 1,429,223 | 38.2 | 34,595 | 41,913 | 514,749 | 21.5 | 14,168 | 15,095 | .0300 | .0304 |
| Lake | 51.7 | 57.2 | 10.6 | 23.7 | 11.3 | 803,248 | 33.2 | 28,318 | 33,892 | 421,177 | 52.2 | 12,988 | 17,771 | .0174 | .0181 |
| Lassen | 28.3 | 31.9 | 12.7 | 10.3 | 17.0 | 356,774 | 36.8 | 29,632 | 34,638 | 144,648 | 21.2 | 13,559 | 14,043 | .0080 | .0079 |
| Los Angeles | 8,967.9 | 9,654.9 | 7.7 | 3,103.2 | 2.6 | 180,994,455 | 30.9 | 45,688 | 58,325 | 94,661,700 | 41.0 | 22,190 | 30,505 | 3.8050 | 3.8208 |
| Madera | 92.0 | 109.8 | 19.3 | 34.7 | 16.8 | 1,646,107 | 47.4 | 37,613 | 47,438 | 461,620 | 22.8 | 12,655 | 13,303 | .0294 | .0316 |
| Marin | 231.0 | 236.9 | 2.6 | 97.9 | 2.6 | 7,719,493 | 31.8 | 61,377 | 78,851 | 3,178,268 | 34.1 | 24,838 | 32,464 | .1415 | .1388 |
| Mariposa | 14.6 | 16.2 | 11.0 | 6.4 | 12.3 | 266,234 | 35.9 | 34,366 | 41,599 | 105,073 | 45.4 | 12,675 | 16,418 | .0052 | .0054 |
| Mendocino | 81.2 | 86.5 | 6.5 | 32.8 | 6.5 | 1,224,015 | 25.8 | 31,590 | 37,318 | 770,666 | 35.5 | 18,472 | 23,496 | .0298 | .0290 |
| Merced | 181.8 | 203.7 | 12.0 | 61.6 | 9.2 | 2,368,942 | 29.0 | 32,556 | 38,457 | 1,157,492 | 36.4 | 15,043 | 18,790 | .0548 | .0549 |
| Modoc | 9.7 | 9.8 | 1.0 | 3.8 | 2.7 | 136,641 | 21.2 | 30,461 | 35,958 | 50,393 | 22.6 | 11,110 | 13,261 | .0030 | .0029 |
| Mono | 10.1 | 10.9 | 7.9 | 4.3 | 7.5 | 230,520 | 36.2 | 42,304 | 53,609 | 115,990 | 32.5 | 21,887 | 26,974 | .0046 | .0047 |
| Monterey | 363.1 | 409.0 | 12.6 | 126.9 | 9.9 | 7,111,700 | 38.8 | 44,367 | 56,042 | 3,194,282 | 34.7 | 20,532 | 25,172 | .1417 | .1458 |
| Napa | 112.6 | 122.7 | 9.0 | 45.6 | 8.6 | 2,853,251 | 39.8 | 48,595 | 62,571 | 1,081,803 | 46.3 | 17,610 | 23,724 | .0504 | .0529 |
| Nevada | 80.8 | 92.9 | 15.0 | 36.5 | 15.1 | 1,603,249 | 39.6 | 36,237 | 43,925 | 665,759 | 36.3 | 15,409 | 18,240 | .0309 | .0322 |
| Orange | 2,451.1 | 2,702.0 | 10.2 | 893.2 | 6.2 | 59,220,877 | 34.7 | 52,247 | 66,302 | 29,014,163 | 30.9 | 26,352 | 32,483 | 1.1915 | 1.1911 |
| Placer | 179.3 | 210.7 | 17.5 | 78.2 | 17.4 | 4,374,033 | 48.8 | 44,140 | 55,934 | 1,938,234 | 25.9 | 23,113 | 24,786 | .0818 | .0863 |
| Plumas | 20.0 | 21.3 | 6.5 | 9.0 | 9.8 | 335,065 | 27.3 | 32,091 | 37,229 | 159,590 | 42.2 | 13,691 | 17,732 | .0073 | .0071 |
| Riverside | 1,242.1 | 1,537.1 | 23.8 | 516.0 | 20.7 | 26,307,186 | 52.9 | 40,250 | 50,983 | 9,215,116 | 21.5 | 17,745 | 17,859 | .4707 | .5088 |
| Sacramento | 1,070.6 | 1,233.4 | 15.2 | 463.7 | 14.2 | 24,931,859 | 45.3 | 42,273 | 53,767 | 11,464,220 | 37.6 | 20,517 | 24,723 | .4689 | .4995 |
| San Benito | 37.7 | 43.4 | 15.1 | 13.2 | 12.8 | 651,949 | 42.3 | 39,146 | 49,390 | 221,329 | 39.1 | 13,600 | 16,767 | .0121 | .0127 |
| San Bernardino | 1,481.9 | 1,778.3 | 20.0 | 571.4 | 17.5 | 28,376,021 | 46.7 | 39,767 | 49,661 | 12,739,981 | 38.8 | 18,878 | 22,296 | .5470 | .5930 |
| San Diego | 2,562.9 | 2,947.3 | 15.0 | 1,026.0 | 12.5 | 59,098,150 | 43.5 | 45,163 | 57,601 | 26,509,110 | 38.0 | 21,068 | 25,837 | 1.1115 | 1.1772 |
| San Francisco | 724.3 | 725.9 | .2 | 297.0 | -2.8 | 19,390,941 | 28.3 | 49,447 | 65,289 | 9,337,029 | 37.8 | 22,158 | 31,438 | .3862 | .3758 |
| San Joaquin | 490.6 | 550.6 | 12.2 | 175.1 | 8.4 | 7,968,844 | 33.1 | 37,038 | 45,510 | 4,029,702 | 35.6 | 18.389 | 23,014 | .1740 | .1761 |
| San Luis Obispo | 222.8 | 254.3 | 14.1 | 94.1 | 14.1 | 4,417,540 | 43.9 | 37,217 | 46,945 | 2,222,699 | 39.3 | 19,339 | 23,621 | .0882 | .0935 |
| San Mateo | 656.4 | 697.2 | 6.2 | 253.8 | 3.8 | 16,892,236 | 31.2 | 52,642 | 66,557 | 8,508,841 | 39.1 | 25,014 | 33,526 | .3377 | .3371 |
| Santa Barbara | 373.5 | 398.0 | 6.6 | 135.8 | 3.5 | 7,808,454 | 21.4 | 45,292 | 57,500 | 3,570,733 | 29.0 | 21,106 | 26,294 | .1607 | .1570 |
| Santa Clara | 1,512.9 | 1,612.3 | 6.6 | 540.4 | 2.8 | 39,215,000 | 32.4 | 56,328 | 72,567 | 15,678,101 | 25.4 | 23,777 | 29,012 | .7511 | .7312 |
| Santa Cruz | 233.1 | 253.4 | 8.7 | 89.8 | 5.9 | 5,355,204 | 36.8 | 46,166 | 59,635 | [illegible]733,752 | 43.1 | 22,536 | 30,443 | .1064 | .1097 |
| Shasta | 151.6 | 175.3 | 15.6 | 67.3 | 16.6 | 2,554,619 | 37.9 | 32,104 | 37,959 | 1,374,289 | 24.1 | 19,188 | 20,420 | .0569 | .0575 |
| Sierra | 3.3 | 3.5 | 6.1 | 1.4 | 7.7 | 51,299 | 25.7 | 31,396 | 36,642 | 16,462 | 66.8 | 7,594 | 11,759 | .0010 | .0010 |
| Siskiyou | 43.9 | 45.9 | 4.6 | 18.5 | 5.7 | 641,187 | 24.5 | 29,420 | 34,659 | 336,977 | 31.2 | 14,675 | 18,215 | .0152 | .0145 |
| Solano | 354.4 | 420.9 | 18.8 | 138.0 | 16.6 | 6,262,348 | 36.4 | 38,771 | 45,379 | 2,522,188 | 25.7 | 16,948 | 18,277 | .1271 | .1293 |
| Sonoma | 397.7 | 451.4 | 13.5 | 171.9 | 12.6 | 9,518,847 | 43.5 | 43,438 | 55,374 | 4,546,987 | 43.1 | 20,805 | 26,451 | .1792 | .1913 |
| Stanislaus | 384.4 | 452.5 | 17.7 | 150.2 | 15.4 | 6,427,283 | 37.4 | 35,920 | 42,791 | 3,251,631 | 29.1 | 19,349 | 21,649 | .1394 | .1426 |
| Sutter | 65.4 | 71.3 | 9.0 | 25.4 | 8.1 | 1,009,234 | 27.6 | 33,667 | 39,734 | 553,754 | 34.8 | 17,482 | 21,801 | .0233 | .0229 |
| Tehama | 50.4 | 54.8 | 8.7 | 20.7 | 8.9 | 702,222 | 28.6 | 28.741 | 33,924 | 355,949 | 23.7 | 15,146 | 17,196 | .0165 | .0161 |

# METRO/COUNTY 1995 PROJECTIONS

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990–1995 | 12/31/95 Households (Thous.) | % Change 1990–1995 | 1995 EBI ($000) | % Change 1990–1995 | Average Household EBI | | 1995 Retail Sales ($000) | % Change 1990–1995 | Retail Sales Per Household | | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 1990 | 1995 | | | 1990 | 1995 | 1990 | 1995 |
| **CALIFORNIA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Trinity | 13.2 | 14.0 | 6.1 | 5.6 | 7.7 | 192,783 | 27.1 | 29,169 | 34,426 | 71,745 | 54.1 | 8,954 | 12,812 | .0040 | .0040 |
| Tulare | 318.7 | 359.7 | 12.9 | 110.5 | 10.5 | 4,107,388 | 30.4 | 31,493 | 37,171 | 1,978,277 | 22.2 | 16,184 | 17,903 | .0973 | .0953 |
| Tuolumne | 49.7 | 56.6 | 13.9 | 21.5 | 16.2 | 770,817 | 36.9 | 30,436 | 35,852 | 375,486 | 27.4 | 15,926 | 17,464 | .0170 | .0171 |
| Ventura | 680.7 | 752.7 | 10.6 | 237.1 | 7.2 | 15,290,934 | 37.1 | 50,426 | 64,491 | 7,561,248 | 40.2 | 24,381 | 31,891 | .3031 | .3125 |
| Yolo | 143.5 | 157.8 | 10.0 | 56.2 | 8.3 | 2,707,147 | 35.5 | 38,507 | 48,170 | 1,082,858 | 29.5 | 16,106 | 19,268 | .0539 | .0541 |
| Yuba | 59.0 | 64.0 | 8.5 | 21.5 | 7.0 | 862,339 | 34.9 | 31,809 | 40,109 | 352,815 | 32.6 | 13,242 | 16,410 | .0182 | .0183 |
| **TOTAL METRO COUNTIES** | **29,059.2** | **32,238.6** | **10.9** | **10,895.1** | **7.6** | **628,877,758** | **36.1** | **45,626** | **57,721** | **296,284,032** | **36.1** | **21,499** | **27,194** | **12.5356** | **12.7700** |
| **TOTAL STATE** | **30,353.0** | **33,680.4** | **11.0** | **11,413.4** | **7.7** | **650,068,244** | **36.1** | **45,101** | **56,957** | **305,919,086** | **35.9** | **21,245** | **26,804** | **12.9833** | **13.2226** |
| **COLORADO** | | | | | | | | | | | | | | | |
| **BOULDER - LONGMONT** | **227.3** | **240.1** | **5.6** | **95.9** | **7.5** | **4,512,138** | **38.5** | **36,517** | **47,050** | **2,637,254** | **36.5** | **21,656** | **27,500** | **.0968** | **.0987** |
| Boulder | 227.3 | 240.1 | 5.6 | 95.9 | 7.5 | 4,512,138 | 38.5 | 36,517 | 47,050 | 2,637,254 | 36.5 | 21,656 | 27,500 | .0968 | .0987 |
| **COLORADO SPRINGS** | **405.0** | **454.0** | **12.1** | **169.8** | **13.1** | **7,771,089** | **52.9** | **33,871** | **45,766** | **4,134,882** | **46.7** | **18,777** | **24,351** | **.1517** | **.1679** |
| El Paso | 405.0 | 454.0 | 12.1 | 169.8 | 13.1 | 7,771,089 | 52.9 | 33,871 | 45,766 | 4,134,882 | 46.7 | 18,777 | 24,351 | .1517 | .1679 |
| **DENVER** | **1,633.3** | **1,702.0** | **4.2** | **688.5** | **5.4** | **38,262,861** | **45.3** | **40,340** | **55,574** | **18,909,139** | **45.5** | **19,905** | **27,464** | **.7225** | **.7683** |
| Adams | 266.3 | 276.1 | 3.7 | 100.9 | 4.2 | 4,824,556 | 40.3 | 35,535 | 47,815 | 3,249,601 | 59.1 | 21,100 | 32,206 | .1043 | .1124 |
| Arapahoe | 396.8 | 430.6 | 8.5 | 173.8 | 10.8 | 10,669,313 | 50.3 | 45,264 | 61,388 | 5,747,832 | 46.2 | 25,071 | 33,072 | .1984 | .2168 |
| Denver | 464.8 | 451.6 | -2.8 | 206.5 | -1.5 | 9,480,162 | 34.9 | 33,523 | 45,909 | 5,334,785 | 46.1 | 17,425 | 25,834 | .1981 | .2007 |
| Douglas | 63.0 | 75.6 | 20.0 | 26.7 | 23.0 | 2,007,290 | 70.9 | 54,116 | 75,179 | 258,790 | 31.7 | 9,057 | 9,693 | .0251 | .0302 |
| Jefferson | 442.4 | 468.1 | 5.8 | 180.6 | 7.4 | 11,281,540 | 48.4 | 45,235 | 62,467 | 4,318,131 | 36.0 | 18,891 | 23,910 | .1966 | .2082 |
| ***DENVER - BOULDER CONSOLIDATED AREA*** | ***1,860.6*** | ***1,942.1*** | ***4.4*** | ***784.4*** | ***5.7*** | ***42,774,999*** | ***44.5*** | ***39,880*** | ***54,532*** | ***21,546,393*** | ***44.3*** | ***20,116*** | ***27,469*** | ***.8193*** | ***.8670*** |
| **FORT COLLINS - LOVELAND** | **190.7** | **217.3** | **13.9** | **83.2** | **15.1** | **3,278,527** | **44.6** | **31,355** | **39,405** | **2,021,008** | **50.0** | **18,637** | **24,291** | **.0699** | **.0763** |
| Larimer | 190.7 | 217.3 | 13.9 | 83.2 | 15.1 | 3,278,527 | 44.6 | 31,355 | 39,405 | 2,021,008 | 50.0 | 18,637 | 24,291 | .0699 | .0763 |
| **GREELEY** | **132.3** | **136.3** | **3.0** | **49.2** | **3.1** | **1,835,818** | **31.5** | **29,274** | **37,313** | **994,032** | **47.3** | **14,150** | **20,204** | **.0416** | **.0421** |
| Weld | 132.3 | 136.3 | 3.0 | 49.2 | 3.1 | 1,835,818 | 31.5 | 29,274 | 37,313 | 994,032 | 47.3 | 14,150 | 20,204 | .0416 | .0421 |
| **PUEBLO** | **123.1** | **123.6** | **.4** | **47.7** | **1.3** | **1,568,658** | **22.8** | **27,111** | **32,886** | **1,038,060** | **32.6** | **16,627** | **21,762** | **.0410** | **.0389** |
| Pueblo | 123.1 | 123.6 | .4 | 47.7 | 1.3 | 1,568,658 | 22.8 | 27,111 | 32,886 | 1,038,060 | 32.6 | 16,627 | 21,762 | .0410 | .0389 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Adams | 266.3 | 276.1 | 3.7 | 100.9 | 4.2 | 4,824,556 | 40.3 | 35,535 | 47,815 | 3,249,601 | 59.1 | 21,100 | 32,206 | .1043 | .1124 |
| Alamosa | 13.7 | 14.5 | 5.8 | 5.1 | 6.3 | 164,371 | 32.5 | 25,843 | 32,230 | 119,719 | 23.8 | 20,144 | 23,474 | .0045 | .0043 |
| Arapahoe | 396.8 | 430.6 | 8.5 | 173.8 | 10.8 | 10,669,313 | 50.3 | 45,264 | 61,388 | 5,747,832 | 46.2 | 25,071 | 33,072 | .1984 | .2168 |
| Archuleta | 5.4 | 5.9 | 9.3 | 2.3 | 15.0 | 73,393 | 44.8 | 25,345 | 31,910 | 47,054 | 26.7 | 18,563 | 20,458 | .0017 | .0017 |
| Baca | 4.5 | 4.3 | -4.4 | 1.8 | .0 | 37,299 | 16.9 | 17,730 | 20,722 | 24,266 | 15.6 | 11,659 | 13,481 | .0012 | .0010 |
| Bent | 4.9 | 4.5 | -8.2 | 1.7 | 5.6 | 56,604 | 18.1 | 26,636 | 33,296 | 14,987 | 10.9 | 7,506 | 8,816 | .0012 | .0012 |
| Boulder | 227.3 | 240.1 | 5.6 | 95.9 | 7.5 | 4,512,138 | 38.5 | 36,517 | 47,050 | 2,637,254 | 36.5 | 21,656 | 27,500 | .0968 | .0987 |
| Chaffee | 12.6 | 12.4 | -1.6 | 4.8 | .0 | 165,632 | 26.5 | 27,283 | 34,507 | 92,952 | 22.2 | 15,844 | 19,365 | .0042 | .0038 |
| Cheyenne | 2.4 | 2.5 | 4.2 | 1.0 | 11.1 | 26,278 | 33.3 | 21,909 | 26,278 | 6,859 | 21.6 | 6,267 | 6,859 | .0005 | .0006 |
| Clear Creek | 7.6 | 7.5 | -1.3 | 3.2 | 3.2 | 106,079 | 20.8 | 28,319 | 33,150 | 30,007 | 6.3 | 9,102 | 9,377 | .0024 | .0020 |
| Conejos | 7.4 | 7.4 | .0 | 2.6 | 4.0 | 47,977 | 21.3 | 15,818 | 18,453 | 22,076 | 37.0 | 6,446 | 8,491 | .0014 | .0014 |
| Costilla | 3.2 | 3.3 | 3.1 | 1.3 | 8.3 | 41,342 | 57.2 | 21,911 | 31,802 | 2,400 | 19.4 | 1,675 | 1,846 | .0006 | .0006 |
| Crowley | 4.0 | 4.3 | 7.5 | 1.3 | 8.3 | 35,568 | 41.7 | 20,912 | 27,360 | 6,997 | 36.9 | 4,258 | 5,382 | .0007 | .0009 |
| Custer | 1.9 | 2.0 | 5.3 | .8 | .0 | 19,576 | 17.9 | 20,751 | 24,470 | 4,877 | -3.9 | 6,345 | 6,096 | .0005 | .0004 |
| Delta | 20.8 | 19.7 | -5.3 | 8.0 | -3.6 | 255,946 | 25.7 | 24,523 | 31,993 | 93,545 | 25.4 | 8,986 | 11,693 | .0058 | .0053 |
| Denver | 464.8 | 451.6 | -2.8 | 206.5 | -1.5 | 9,480,162 | 34.9 | 33,523 | 45,909 | 5,334,785 | 46.1 | 17,425 | 25,834 | .1981 | .2007 |
| Dolores | 1.5 | 1.4 | -6.7 | .6 | .0 | 19,908 | 30.9 | 25,353 | 33,180 | 5,507 | 12.9 | 8,128 | 9,178 | .0004 | .0004 |
| Douglas | 63.0 | 75.6 | 20.0 | 26.7 | 23.0 | 2,007,290 | 70.9 | 54,116 | 75,179 | 258,790 | 31.7 | 9,057 | 9,693 | .0251 | .0302 |
| Eagle | 22.3 | 24.9 | 11.7 | 9.6 | 12.9 | 525,828 | 51.9 | 40,726 | 54,774 | 305,424 | 18.3 | 30,383 | 31,815 | .0110 | .0112 |
| Elbert | 9.9 | 11.4 | 15.2 | 4.0 | 14.3 | 161,252 | 44.3 | 31,930 | 40,313 | 19,685 | 28.4 | 4,381 | 4,921 | .0027 | .0028 |
| El Paso | 405.0 | 454.0 | 12.1 | 169.8 | 13.1 | 7,771,089 | 52.9 | 33,871 | 45,766 | 4,134,882 | 46.7 | 18,777 | 24,351 | .1517 | .1679 |
| Fremont | 32.6 | 34.1 | 4.6 | 12.6 | 5.9 | 378,113 | 27.4 | 24,932 | 30,009 | 150,933 | 28.5 | 9,872 | 11,979 | .0087 | .0085 |
| Garfield | 30.5 | 33.8 | 10.8 | 12.9 | 12.2 | 637,974 | 53.3 | 36,181 | 49,455 | 293,158 | 18.7 | 21,469 | 22,725 | .0125 | .0130 |
| Gilpin | 3.1 | 3.3 | 6.5 | 1.4 | 7.7 | 50,964 | 31.7 | 29,773 | 36,403 | 6,833 | 21.3 | 4,333 | 4,881 | .0009 | .0008 |
| Grand | 7.9 | 7.7 | -2.5 | 3.1 | .0 | 102,543 | 18.2 | 27,974 | 33,078 | 91,419 | 49.4 | 19,736 | 29,490 | .0029 | .0029 |
| Gunnison | 10.2 | 10.0 | -2.0 | 3.8 | .0 | 170,277 | 37.3 | 32,625 | 44,810 | 98,890 | 51.3 | 17,205 | 26,024 | .0037 | .0037 |
| Hinsdale | .5 | .5 | .0 | .2 | .0 | 7,631 | 27.9 | 29,840 | 38,155 | 4,002 | 31.1 | 15,260 | 20,010 | .0002 | .0002 |
| Huerfano | 5.9 | 5.6 | -5.1 | 2.3 | -4.2 | 61,913 | 19.5 | 21,592 | 26,919 | 26,114 | 13.5 | 9,586 | 11,354 | .0015 | .0014 |
| Jackson | 1.6 | 1.6 | .0 | .6 | .0 | 16,777 | 17.3 | 23,843 | 27,962 | 9,635 | 39.8 | 11,487 | 16,058 | .0006 | .0004 |
| Jefferson | 442.4 | 468.1 | 5.8 | 180.6 | 7.4 | 11,281,540 | 48.4 | 45,235 | 62,467 | 4,318,131 | 36.0 | 18,891 | 23,910 | .1966 | .2082 |
| Kiowa | 1.7 | 1.6 | -5.9 | .7 | .0 | 27,406 | 33.6 | 29,296 | 39,151 | 3,313 | 4.2 | 4,540 | 4,733 | .0004 | .0005 |
| Kit Carson | 7.1 | 6.8 | -4.2 | 2.7 | -3.6 | 80,493 | 17.8 | 24,410 | 29,812 | 64,103 | 29.4 | 17,698 | 23,742 | .0024 | .0022 |

# METRO/COUNTY 1995 PROJECTIONS

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990–1995 | 12/31/95 Households (Thous.) | % Change 1990–1995 | 1995 EBI ($000) | % Change 1990–1995 | Average Household EBI 1990 | Average Household EBI 1995 | 1995 Retail Sales ($000) | % Change 1990–1995 | Retail Sales Per Household 1990 | Retail Sales Per Household 1995 | Buying Power Index 1990 | Buying Power Index 1995 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **COLORADO (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Lake | 5.8 | 5.0 | −13.8 | 2.0 | −13.0 | 70,214 | 2.6 | 29,764 | 35,107 | 22,967 | −.9 | 10,077 | 11,484 | .0018 | .0014 |
| La Plata | 32.5 | 33.7 | 3.7 | 12.7 | 5.0 | 540,095 | 41.0 | 31,652 | 42,527 | 323,548 | 30.7 | 20,459 | 25,476 | .0122 | .0123 |
| Larimer | 190.7 | 217.3 | 13.9 | 83.2 | 15.1 | 3,278,527 | 44.6 | 31,355 | 39,405 | 2,021,008 | 50.0 | 18,637 | 24,291 | .0699 | .0763 |
| Las Animas | 13.6 | 13.0 | −4.4 | 5.2 | −3.7 | 144,928 | 20.6 | 22,263 | 27,871 | 75,786 | 23.4 | 11,370 | 14,574 | .0039 | .0034 |
| Lincoln | 4.5 | 4.4 | −2.2 | 1.8 | .0 | 53,618 | 22.3 | 24,353 | 29,788 | 41,111 | 4.5 | 21,851 | 22,839 | .0017 | .0014 |
| Logan | 17.3 | 16.3 | −5.8 | 6.6 | −4.3 | 200,205 | 13.0 | 25,676 | 30,334 | 150,222 | 24.8 | 17,441 | 22,761 | .0058 | .0052 |
| Mesa | 93.9 | 98.5 | 4.9 | 39.1 | 6.8 | 1,710,599 | 43.2 | 32,635 | 43,749 | 694,080 | 11.6 | 16,990 | 17,751 | .0349 | .0342 |
| Mineral | .5 | .4 | −20.0 | .2 | .0 | 5,598 | 17.6 | 23,795 | 27,990 | 5,301 | 69.7 | 15,615 | 26,505 | .0003 | .0002 |
| Moffat | 11.2 | 10.5 | −6.3 | 4.0 | −2.4 | 169,547 | 21.0 | 34,178 | 42,387 | 82,355 | 35.4 | 14,838 | 20,589 | .0039 | .0036 |
| Montezuma | 18.6 | 18.6 | .0 | 6.8 | 1.5 | 222,435 | 26.0 | 26,356 | 32,711 | 148,781 | 21.7 | 18,245 | 21,880 | .0059 | .0056 |
| Montrose | 24.4 | 24.6 | .8 | 9.8 | 4.3 | 361,059 | 33.1 | 28,851 | 36,843 | 204,544 | 32.6 | 16,415 | 20,872 | .0085 | .0082 |
| Morgan | 21.9 | 22.0 | .5 | 8.3 | 2.5 | 247,253 | 20.4 | 25,356 | 29,790 | 109,511 | 9.9 | 12,305 | 13,194 | .0062 | .0056 |
| Otero | 20.0 | 19.0 | −5.0 | 7.2 | −4.0 | 183,549 | 14.6 | 21,348 | 25,493 | 110,891 | 28.0 | 11,554 | 15,402 | .0053 | .0047 |
| Ouray | 2.3 | 2.5 | 8.7 | 1.1 | 22.2 | 33,047 | 45.5 | 25,244 | 30,043 | 15,645 | 20.4 | 14,443 | 14,223 | .0008 | .0008 |
| Park | 7.3 | 8.1 | 11.0 | 3.2 | 14.3 | 103,433 | 35.0 | 27,355 | 32,323 | 21,474 | 50.9 | 5,081 | 6,711 | .0019 | .0021 |
| Phillips | 4.2 | 4.0 | −4.8 | 1.7 | .0 | 53,286 | 24.9 | 25,099 | 31,345 | 30,674 | 28.7 | 14,016 | 18,044 | .0013 | .0012 |
| Pitkin | 12.8 | 14.0 | 9.4 | 6.7 | 13.6 | 311,422 | 39.6 | 37,820 | 46,481 | 256,791 | 12.1 | 38,814 | 38,327 | .0080 | .0075 |
| Prowers | 13.3 | 12.9 | −3.0 | 4.9 | −2.0 | 138,955 | 18.8 | 23,389 | 28,358 | 110,950 | 31.6 | 16,865 | 22,643 | .0042 | .0038 |
| Pueblo | 123.1 | 123.6 | .4 | 47.7 | 1.3 | 1,568,658 | 22.8 | 27,111 | 32,886 | 1,038,060 | 32.6 | 16,627 | 21,762 | .0410 | .0389 |
| Rio Blanco | 5.9 | 5.6 | −5.1 | 2.1 | −4.5 | 105,179 | 27.5 | 37,506 | 50,085 | 19,324 | 4.1 | 8,438 | 9,202 | .0020 | .0017 |
| Rio Grande | 10.8 | 10.8 | .0 | 4.0 | 2.6 | 201,532 | 51.1 | 34,204 | 50,383 | 62,822 | 21.8 | 13,225 | 15,706 | .0037 | .0037 |
| Routt | 14.1 | 14.3 | 1.4 | 5.7 | 3.6 | 237,299 | 25.2 | 34,469 | 41,631 | 189,299 | 32.8 | 25,920 | 33,210 | .0061 | .0060 |
| Saguache | 4.7 | 4.9 | 4.3 | 1.8 | 5.9 | 48,707 | 35.7 | 21,118 | 27,059 | 16,955 | 17.7 | 8,475 | 9,419 | .0012 | .0012 |
| San Juan | .8 | .8 | .0 | .3 | .0 | 7,714 | 18.0 | 21,793 | 25,713 | 7,257 | 58.9 | 15,220 | 24,190 | .0001 | .0002 |
| San Miguel | 3.7 | 4.0 | 8.1 | 1.6 | 6.7 | 54,613 | 38.1 | 26,367 | 34,133 | 36,776 | 33.3 | 18,386 | 22,985 | .0014 | .0013 |
| Sedgwick | 2.6 | 2.4 | −7.7 | 1.0 | −9.1 | 29,331 | 12.8 | 23,648 | 29,331 | 30,854 | 48.4 | 18,897 | 30,854 | .0009 | .0008 |
| Summit | 13.0 | 13.9 | 6.9 | 5.7 | 7.5 | 264,440 | 34.8 | 37,006 | 46,393 | 244,995 | 27.9 | 36,129 | 42,982 | .0071 | .0070 |
| Teller | 12.8 | 14.8 | 15.6 | 5.7 | 18.8 | 186,137 | 40.6 | 27,586 | 32,656 | 71,761 | 35.3 | 11,051 | 12,590 | .0037 | .0040 |
| Washington | 4.8 | 4.6 | −4.2 | 1.9 | .0 | 70,871 | 38.4 | 26,955 | 37,301 | 12,513 | 6.7 | 6,171 | 6,586 | .0014 | .0012 |
| Weld | 132.3 | 136.3 | 3.0 | 49.2 | 3.1 | 1,835,818 | 31.5 | 29,274 | 37,313 | 994,032 | 47.3 | 14,150 | 20,204 | .0416 | .0421 |
| Yuma | 8.9 | 8.6 | −3.4 | 3.4 | −2.9 | 123,693 | 30.9 | 26,991 | 36,380 | 59,076 | 27.5 | 13,235 | 17,375 | .0029 | .0027 |
| **TOTAL METRO COUNTIES** | **2,711.7** | **2,873.3** | **6.0** | **1,134.3** | **7.1** | **57,229,091** | **44.4** | **37,402** | **50,453** | **29,734,375** | **44.7** | **19,401** | **26,214** | **1.1235** | **1.1922** |
| **TOTAL STATE** | **3,321.1** | **3,496.5** | **5.3** | **1,377.2** | **6.5** | **66,378,994** | **42.9** | **35,927** | **48,199** | **34,435,393** | **41.2** | **18,864** | **25,004** | **1.3332** | **1.3944** |
| **CONNECTICUT** | | | | | | | | | | | | | | | |
| **BRIDGEPORT - STAMFORD - NORWALK - DANBURY** | **827.1** | **827.5** | **.0** | **304.3** | **−.2** | **23,954,556** | **29.5** | **60,689** | **78,720** | **9,154,354** | **14.8** | **26,151** | **30,083** | **.4626** | **.4294** |
| Fairfield | 827.1 | 827.5 | .0 | 304.3 | −.2 | 23,954,556 | 29.5 | 60,689 | 78,720 | 9,154,354 | 14.8 | 26,151 | 30,083 | .4626 | .4294 |
| **HARTFORD - NEW BRITAIN - MIDDLETOWN - BRISTOL** | **1,130.7** | **1,173.7** | **3.8** | **445.2** | **4.4** | **25,871,369** | **32.1** | **45,935** | **58,112** | **10,867,664** | **16.0** | **21,977** | **24,411** | **.5255** | **.4973** |
| Hartford | 856.0 | 882.2 | 3.1 | 338.2 | 3.6 | 19,528,327 | 31.0 | 45,673 | 57,742 | 8,666,838 | 16.0 | 22,896 | 25,626 | .4053 | .3808 |
| Middlesex | 144.6 | 152.9 | 5.7 | 58.9 | 6.7 | 3,584,022 | 37.5 | 47,235 | 60,849 | 1,356,452 | 13.7 | 21,616 | 23,030 | .0686 | .0663 |
| Tolland | 130.1 | 138.6 | 6.5 | 48.1 | 7.4 | 2,759,020 | 33.2 | 46,237 | 57,360 | 844,374 | 19.8 | 15,727 | 17,555 | .0516 | .0502 |
| **NEW HAVEN - WATERBURY - MERIDEN** | **807.9** | **830.3** | **2.8** | **316.8** | **3.5** | **18,071,233** | **33.2** | **44,320** | **57,043** | **7,508,422** | **15.7** | **21,187** | **23,701** | **.3660** | **.3470** |
| New Haven | 807.9 | 830.3 | 2.8 | 316.8 | 3.5 | 18,071,233 | 33.2 | 44,320 | 57,043 | 7,508,422 | 15.7 | 21,187 | 23,701 | .3660 | .3470 |
| **NEW LONDON - NORWICH** | **256.2** | **264.9** | **3.4** | **97.4** | **3.9** | **5,071,087** | **29.5** | **41,794** | **52,065** | **2,170,245** | **11.2** | **20,835** | **22,282** | **.1089** | **.1007** |
| New London | [illegible] | 264.9 | 3.4 | 97.4 | 3.9 | 5,071,087 | 29.5 | 41,794 | 52,065 | 2,170,245 | 11.2 | 20,835 | 22,282 | .1089 | .1007 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Fairfield | 827.1 | 827.5 | .0 | 304.3 | −.2 | 23,954,556 | 29.5 | 60,689 | 78,720 | 9,154,354 | 14.8 | 26,151 | 30,083 | .4626 | .4294 |
| Hartford | 856.0 | 882.2 | 3.1 | 338.2 | 3.6 | 19,528,327 | 31.0 | 45,673 | 57,742 | 8,666,838 | 16.0 | 22,896 | 25,626 | .4053 | .3808 |
| Litchfield | 175.6 | 184.5 | 5.1 | 70.8 | 5.7 | 4,425,278 | 36.6 | 48,342 | 62,504 | 1,441,822 | 13.5 | 18,964 | 20,365 | .0813 | .0787 |
| Middlesex | 144.6 | 152.9 | 5.7 | 58.9 | 6.7 | 3,584,022 | 37.5 | 47,235 | 60,849 | 1,356,452 | 13.7 | 21,616 | 23,030 | .0686 | .0663 |
| New Haven | 807.9 | 830.3 | 2.8 | 316.8 | 3.5 | 18,071,233 | 33.2 | 44,320 | 57,043 | 7,508,422 | 15.7 | 21,187 | 23,701 | .3660 | .3470 |
| New London | 256.2 | 264.9 | 3.4 | 97.4 | 3.9 | 5,071,087 | 29.5 | 41,794 | 52,065 | 2,170,245 | 11.2 | 20,835 | 22,282 | .1089 | .1007 |
| Tolland | 130.1 | 138.6 | 6.5 | 48.1 | 7.4 | 2,759,020 | 33.2 | 46,237 | 57,360 | 844,374 | 19.8 | 15,727 | 17,555 | .0516 | .0502 |
| Windham | 103.6 | 109.8 | 6.0 | 40.0 | 5.5 | 1,895,245 | 34.0 | 37,324 | 47,381 | 811,256 | 19.8 | 17,866 | 20,281 | .0398 | .0383 |
| **TOTAL METRO COUNTIES** | **3,021.9** | **3,096.4** | **2.5** | **1,163.7** | **2.9** | **72,968,245** | **31.3** | **49,130** | **62,704** | **29,700,685** | **15.2** | **22,793** | **25,523** | **1.4630** | **1.3744** |
| **TOTAL STATE** | **3,301.1** | **3,390.7** | **2.7** | **1,274.5** | **3.1** | **79,288,768** | **31.7** | **48,726** | **62,212** | **31,953,763** | **15.2** | **22,435** | **25,072** | **1.5841** | **1.4914** |

# METRO/COUNTY 1995 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990–1995 | 12/31/95 Households (Thous.) | % Change 1990–1995 | 1995 EBI ($000) | % Change 1990–1995 | Average Household EBI |  | 1995 Retail Sales ($000) | % Change 1990–1995 | Retail Sales Per Household |  | Buying Power Index |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  |  |  |  |  |  | 1990 | 1995 |  |  | 1990 | 1995 | 1990 | 1995 |
| **DELAWARE** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **WILMINGTON** | **584.4** | **619.0** | **5.9** | **229.1** | **6.6** | **12,356,891** | **36.9** | **42,010** | **53,937** | **6,195,439** | **26.4** | **22,800** | **27,043** | **.2569** | **.2546** |
| New Castle | 446.4 | 472.7 | 5.9 | 177.0 | 6.7 | 9,583,534 | 37.7 | 41,952 | 54,144 | 5,128,629 | 26.5 | 24,431 | 28,975 | .2024 | .2008 |
| *Cecil, Md.* | *72.5* | *79.6* | *9.8* | *27.7* | *10.4* | *1,329,050* | *36.0* | *38,931* | *47,980* | *534,252* | *13.6* | *18,734* | *19,287* | *.0275* | *.0268* |
| *Salem, N. J.* | *65.5* | *66.7* | *1.8* | *24.4* | *2.1* | *1,444,307* | *32.4* | *45,646* | *59,193* | *532,558* | *41.5* | *15,748* | *21,826* | *.0270* | *.0270* |
| **ALL COUNTIES** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Kent | 112.0 | 118.6 | 5.9 | 42.4 | 6.0 | 1,793,155 | 33.2 | 33,652 | 42,291 | 1,404,117 | 34.3 | 26,147 | 33,116 | .0454 | .0454 |
| New Castle | 446.4 | 472.7 | 5.9 | 177.0 | 6.7 | 9,583,534 | 37.7 | 41,952 | 54,144 | 5,128,629 | 26.5 | 24,431 | 28,975 | .2024 | .2008 |
| Sussex | 114.8 | 123.6 | 7.7 | 48.0 | 8.4 | 1,795,671 | 32.5 | 30,589 | 37,410 | 1,265,183 | 34.3 | 21,265 | 26,358 | .0441 | .0442 |
| **TOTAL METRO COUNTIES** | **446.4** | **472.7** | **5.9** | **177.0** | **6.7** | **9,583,534** | **37.7** | **41,952** | **54,144** | **5,128,629** | **26.5** | **24,431** | **28,975** | **.2024** | **.2008** |
| **TOTAL STATE** | **673.2** | **714.9** | **6.2** | **267.4** | **6.9** | **13,172,360** | **36.3** | **38,613** | **49,261** | **7,797,929** | **29.1** | **24,145** | **29,162** | **.2919** | **.2904** |
| **DISTRICT OF COLUMBIA** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **WASHINGTON** | **3,988.4** | **4,369.7** | **9.6** | **1,605.3** | **8.3** | **110,176,774** | **39.1** | **53,429** | **68,633** | **39,262,025** | **19.2** | **22,207** | **24,458** | **1.9964** | **1.9820** |
| District of Columbia | 604.2 | 591.3 | -2.1 | 243.0 | -2.2 | 13,499,462 | 26.6 | 42,939 | 55,553 | 4,731,586 | 24.0 | 15,360 | 19,472 | .2639 | .2462 |
| *Calvert, Md.* | *53.0* | *61.6* | *16.2* | *20.3* | *16.0* | *1,135,333* | *43.6* | *45,173* | *55,928* | *239,456* | *15.0* | *11,897* | *11,796* | *.0189* | *.0196* |
| *Charles, Md.* | *103.6* | *118.7* | *14.6* | *38.8* | *14.8* | *2,026,946* | *36.3* | *43,994* | *52,241* | *710,901* | *10.8* | *18,983* | *18,322* | *.0403* | *.0392* |
| *Frederick, Md.* | *153.3* | *171.2* | *11.7* | *60.4* | *12.5* | *3,263,988* | *39.2* | *43,666* | *54,040* | *1,221,999* | *11.5* | *20,410* | *20,232* | *.0639* | *.0626* |
| *Montgomery, Md.* | *777.3* | *893.9* | *15.0* | *332.8* | *14.8* | *26,148,155* | *43.2* | *62,994* | *78,570* | *7,520,370* | *14.4* | *22,681* | *22,597* | *.4320* | *.4372* |
| *Prince George's, Md.* | *736.0* | *779.7* | *5.9* | *271.5* | *4.2* | *17,128,822* | *30.4* | *50,421* | *63,090* | *6,688,530* | *6.8* | *24,032* | *24,635* | *.3504* | *.3231* |
| *Alexandria city, Va.* | *111.4* | *113.1* | *1.5* | *53.4* | *.0* | *3,684,248* | *33.3* | *51,743* | *68,993* | *2,150,793* | *47.2* | *27,367* | *40,277* | *.0727* | *.0743* |
| *Arlington, Va.* | *171.3* | *174.5* | *1.9* | *78.4* | *-.4* | *5,192,432* | *31.0* | *50,378* | *66,230* | *1,829,229* | *32.8* | *17,496* | *23,332* | *.0932* | *.0907* |
| *Fairfax, Va.* | *838.4* | *956.3* | *14.1* | *338.0* | *12.8* | *28,063,873* | *49.1* | *62,839* | *83,029* | *8,973,404* | *25.3* | *23,895* | *26,549* | *.4547* | *.4801* |
| *Fairfax city, Va.* | *19.6* | *19.5* | *-.5* | *7.2* | *-2.7* | *626,433* | *32.3* | *63,991* | *87,005* | *1,040,543* | *23.3* | *114,086* | *144,520* | *.0224* | *.0211* |
| *Falls Church city, Va.* | *9.6* | *9.5* | *-1.0* | *4.1* | *-2.4* | *317,298* | *30.3* | *57,965* | *77,390* | *388,562* | *36.5* | *67,796* | *94,771* | *.0090* | *.0088* |
| *Loudoun, Va.* | *88.6* | *102.8* | *16.0* | *36.3* | *15.6* | *2,151,323* | *44.9* | *47,269* | *59,265* | *797,389* | *15.6* | *21,973* | *21,967* | *.0396* | *.0405* |
| *Manassas city, Va.* | *29.0* | *34.3* | *18.3* | *11.4* | *16.3* | *548,894* | *35.1* | *41,454* | *48,149* | *716,652* | *10.7* | *66,055* | *62,864* | *.0188* | *.0173* |
| *Manassas Park city, Va.* | *6.8* | *7.1* | *4.4* | *2.3* | *4.5* | *104,321* | *27.4* | *37,215* | *45,357* | *7,699* | *2.6* | *3,410* | *3,347* | *.0018* | *.0017* |
| *Prince William, Va.* | *223.0* | *262.0* | *17.5* | *83.9* | *16.4* | *4,993,228* | *46.2* | *47,379* | *59,514* | *1,850,564* | *19.4* | *21,491* | *22,057* | *.0922* | *.0955* |
| *Stafford, Va.* | *63.3* | *74.2* | *17.2* | *23.5* | *16.9* | *1,292,018* | *47.8* | *43,487* | *54,979* | *394,348* | *27.9* | *15,338* | *16,781* | *.0226* | *.0241* |
| **TOTAL METRO COUNTIES** | **604.2** | **591.3** | **-2.1** | **243.0** | **-2.2** | **13,499,462** | **26.6** | **42,939** | **55,553** | **4,731,586** | **24.0** | **15,360** | **19,472** | **.2639** | **.2462** |
| **TOTAL STATE** | **604.2** | **591.3** | **-2.1** | **243.0** | **-2.2** | **13,499,462** | **26.6** | **42,939** | **55,553** | **4,731,586** | **24.0** | **15,360** | **19,472** | **.2639** | **.2462** |
| **FLORIDA** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **BRADENTON** | **215.6** | **236.4** | **9.6** | **102.1** | **10.0** | **4,370,602** | **42.8** | **32,981** | **42,807** | **1,767,955** | **12.5** | **16,932** | **17,316** | **.0870** | **.0860** |
| Manatee | 215.6 | 236.4 | 9.6 | 102.1 | 10.0 | 4,370,602 | 42.8 | 32,981 | 42,807 | 1,767,955 | 12.5 | 16,932 | 17,316 | .0870 | .0860 |
| **DAYTONA BEACH** | **379.8** | **427.9** | **12.7** | **177.8** | **13.0** | **7,430,954** | **47.7** | **31,979** | **41,794** | **3,445,073** | **20.1** | **18,232** | **19,376** | **.1498** | **.1538** |
| Volusia | 379.8 | 427.9 | 12.7 | 177.8 | 13.0 | 7,430,954 | 47.7 | 31,979 | 41,794 | 3,445,073 | 20.1 | 18,232 | 19,376 | .1498 | .1538 |
| **FORT LAUDERDALE - HOLLYWOOD - POMPANO BEACH** | **1,278.4** | **1,403.4** | **9.8** | **597.3** | **11.0** | **31,413,021** | **44.8** | **40,315** | **52,592** | **15,345,170** | **27.2** | **22,417** | **25,691** | **.6122** | **.6289** |
| Broward | 1,278.4 | 1,403.4 | 9.8 | 597.3 | 11.0 | 31,413,021 | 44.8 | 40,315 | 52,592 | 15,345,170 | 27.2 | 22,417 | 25,691 | .6122 | .6289 |
| **FORT MYERS - CAPE CORAL** | **345.2** | **397.7** | **15.2** | **167.5** | **16.0** | **7,869,743** | **51.0** | **36,082** | **46,984** | **3,709,769** | **19.5** | **21,491** | **22,148** | **.1534** | **.1594** |
| Lee | 345.2 | 397.7 | 15.2 | 167.5 | 16.0 | 7,869,743 | 51.0 | 36,082 | 46,984 | 3,709,769 | 19.5 | 21,491 | 22,148 | .1534 | .1594 |
| **FORT PIERCE** | **258.9** | **299.4** | **15.6** | **121.0** | **15.9** | **5,160,688** | **48.1** | **33,379** | **42,650** | **2,394,788** | **17.4** | **19,532** | **19,792** | **.1042** | **.1070** |
| Martin | 103.9 | 119.5 | 15.0 | 51.4 | 16.0 | 2,301,913 | 47.0 | 35,353 | 44,784 | 1,135,937 | 17.1 | 21,898 | 22,100 | .0468 | .0476 |
| St. Lucie | 155.0 | 179.9 | 16.1 | 69.6 | 15.8 | 2,858,775 | 49.0 | 31,924 | 41,074 | 1,258,851 | 17.8 | 17,788 | 18,087 | .0574 | .05[illegible]4 |
| **FORT WALTON BEACH** | **146.9** | **165.5** | **12.7** | **62.4** | **14.5** | **2,802,930** | **47.5** | **34,862** | **44,919** | **1,622,772** | **44.3** | **20,631** | **26,006** | **.0575** | **.0624** |
| Okaloosa | 146.9 | 165.5 | 12.7 | 62.4 | 14.5 | 2,802,930 | 47.5 | 34,862 | 44,919 | 1,622,772 | 44.3 | 20,631 | 26,006 | .0575 | .0624 |
| **GAINESVILLE** | **206.6** | **221.6** | **7.3** | **87.2** | **9.7** | **3,553,657** | **41.6** | **31,557** | **40,753** | **2,020,546** | **28.1** | **19,835** | **23,171** | **.0786** | **.0794** |
| Alachua | 183.9 | 197.8 | 7.6 | 79.5 | 10.1 | 3,300,489 | 42.7 | 32,029 | 41,516 | 1,862,874 | 27.5 | 20,242 | 23,432 | .0721 | .0730 |
| Bradford | 22.7 | 23.8 | 4.8 | 7.7 | 5.5 | 253,168 | 29.0 | 26,882 | 32,879 | 157,672 | 36.6 | 15,813 | 20,477 | .0065 | .0064 |
| **JACKSONVILLE** | **927.1** | **1,044.4** | **12.7** | **398.4** | **13.3** | **18,634,462** | **47.0** | **36,066** | **46,773** | **9,863,900** | **34.4** | **20,875** | **24,759** | **.3768** | **.3987** |
| Clay | 109.0 | 126.0 | 15.6 | 43.4 | 15.1 | 2,192,348 | 48.9 | 39,062 | 50,515 | 905,945 | 19.2 | 20,167 | 20,874 | .0423 | .0439 |
| Duval | 686.7 | 767.4 | 11.8 | 295.6 | 12.5 | 13,899,765 | 46.6 | 36,095 | 47,022 | 7,926,429 | 38.2 | 21,832 | 26,815 | .2855 | .3036 |
| Nassau | 45.0 | 51.3 | 14.0 | 19.0 | 14.5 | 644,654 | 34.6 | 28,845 | 33,929 | 322,124 | 23.2 | 15,756 | 16,954 | .0148 | .0147 |
| St. Johns | 86.4 | 99.7 | 15.4 | 40.4 | 17.1 | 1,897,695 | 52.6 | 36,045 | 46,973 | 709,402 | 22.2 | 16,830 | 17,559 | .0342 | .0365 |

# METRO/COUNTY 1995 PROJECTIONS

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990–1995 | 12/31/95 Households (Thous.) | % Change 1990–1995 | 1995 EBI ($000) | % Change 1990–1995 | Average Household EBI | | 1995 Retail Sales ($000) | % Change 1990–1995 | Retail Sales Per Household | | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 1990 | 1995 | | | 1990 | 1995 | 1990 | 1995 |
| **FLORIDA (continued)** | | | | | | | | | | | | | | | |
| **LAKELAND - WINTER HAVEN** | **411.9** | **449.3** | **9.1** | **173.9** | **9.6** | **7,020,354** | **38.3** | **32,015** | **40,370** | **3,169,733** | **13.0** | **17,687** | **18,227** | **.1520** | **.1476** |
| Polk | 411.9 | 449.3 | 9.1 | 173.9 | 9.6 | 7,020,354 | 38.3 | 32,015 | 40,370 | 3,169,733 | 13.0 | 17,687 | 18,227 | .1520 | .1476 |
| **MELBOURNE - TITUSVILLE - PALM BAY** | **408.8** | **463.7** | **13.4** | **191.5** | **15.8** | **7,676,410** | **39.3** | **33,309** | **40,086** | **3,617,626** | **22.1** | **17,920** | **18,891** | **.1605** | **.1613** |
| Brevard | 408.8 | 463.7 | 13.4 | 191.5 | 15.8 | 7,676,410 | 39.3 | 33,309 | 40,086 | 3,617,626 | 22.1 | 17,920 | 18,891 | .1605 | .1613 |
| **MIAMI - HIALEAH** | **1,963.0** | **2,114.2** | **7.7** | **738.9** | **5.3** | **34,511,934** | **35.2** | **36,382** | **46,707** | **19,208,578** | **27.1** | **21,535** | **25,996** | **.7723** | **.7638** |
| Dade | 1,963.0 | 2,114.2 | 7.7 | 738.9 | 5.3 | 34,511,934 | 35.2 | 36,382 | 46,707 | 19,208,578 | 27.1 | 21,535 | 25,996 | .7723 | .7638 |
| ***MIAMI - FORT LAUDERDALE CONSOLIDATED AREA*** | ***3,241.4*** | ***3,517.6*** | ***8.5*** | ***1,336.2*** | ***7.8*** | ***65,924,955*** | ***39.6*** | ***38,089*** | ***49,338*** | ***34,553,748*** | ***27.1*** | ***21,918*** | ***25,860*** | ***1.3845*** | ***1.3927*** |
| **NAPLES** | **157.4** | **183.6** | **16.6** | **74.4** | **16.4** | **3,095,721** | **35.2** | **35,841** | **41,609** | **1,550,460** | **10.8** | **21,904** | **20,840** | **.0685** | **.0660** |
| Collier | 157.4 | 183.6 | 16.6 | 74.4 | 16.4 | 3,095,721 | 35.2 | 35,841 | 41,609 | 1,550,460 | 10.8 | 21,904 | 20,840 | .0685 | .0660 |
| **OCALA** | **200.5** | **230.6** | **15.0** | **93.7** | **16.4** | **3,111,411** | **43.0** | **27,024** | **33,206** | **1,617,223** | **14.8** | **17,493** | **17,260** | **.0705** | **.0705** |
| Marion | 200.5 | 230.6 | 15.0 | 93.7 | 16.4 | 3,111,411 | 43.0 | 27,024 | 33,206 | 1,617,223 | 14.8 | 17,493 | 17,260 | .0705 | .0705 |
| **ORLANDO** | **1,104.8** | **1,279.7** | **15.8** | **479.0** | **15.7** | **22,822,069** | **49.4** | **36,898** | **47,645** | **12,180,223** | **23.1** | **23,897** | **25,428** | **.4708** | **.4895** |
| Orange | 697.1 | 806.0 | 15.6 | 303.4 | 15.5 | 14,656,609 | 50.4 | 37,116 | 48,308 | 8,488,401 | 24.8 | 25,908 | 27,978 | .3078 | .3215 |
| Osceola | 111.8 | 131.6 | 17.7 | 47.0 | 15.5 | 1,522,730 | 38.3 | 27,051 | 32,399 | 1,059,051 | 22.2 | 21,298 | 22,533 | .0391 | .0392 |
| Seminole | 295.9 | 342.1 | 15.6 | 128.6 | 16.1 | 6,642,730 | 49.9 | 39,997 | 51,654 | 2,632,771 | 18.3 | 20,085 | 20,473 | .1239 | .1288 |
| **PANAMA CITY** | **129.2** | **142.3** | **10.1** | **55.6** | **11.6** | **1,737,035** | **31.8** | **26,456** | **31,242** | **1,379,877** | **26.6** | **21,881** | **24,818** | **.0473** | **.0463** |
| Bay | 129.2 | 142.3 | 10.1 | 55.6 | 11.6 | 1,737,035 | 31.8 | 26,456 | 31,242 | 1,379,877 | 26.6 | 21,881 | 24,818 | .0473 | .0463 |
| **PENSACOLA** | **348.8** | **375.3** | **7.6** | **142.0** | **9.1** | **6,243,831** | **41.1** | **33,988** | **43,971** | **3,374,903** | **40.7** | **18,429** | **23,767** | **.1309** | **.1363** |
| Escambia | 265.4 | 281.7 | 6.1 | 107.2 | 7.6 | 4,713,389 | 39.4 | 33,952 | 43,968 | 2,988,324 | 44.7 | 20,740 | 27,876 | .1037 | .1083 |
| Santa Rosa | 83.4 | 93.6 | 12.2 | 34.8 | 13.7 | 1,530,442 | 46.6 | 34,105 | 43,978 | 386,579 | 15.8 | 10,909 | 11,109 | .0272 | .0280 |
| **SARASOTA** | **282.7** | **307.5** | **8.8** | **139.9** | **9.5** | **6,236,385** | **40.7** | **34,693** | **44,577** | **3,411,903** | **19.1** | **22,420** | **24,388** | **.1334** | **.1316** |
| Sarasota | 282.7 | 307.5 | 8.8 | 139.9 | 9.5 | 6,236,385 | 40.7 | 34,693 | 44,577 | 3,411,903 | 19.1 | 22,420 | 24,388 | .1334 | .1316 |
| **TALLAHASSEE** | **237.3** | **259.3** | **9.3** | **99.1** | **10.4** | **4,346,934** | **42.3** | **34,012** | **43,864** | **2,113,163** | **21.4** | **19,377** | **21,324** | **.0914** | **.0919** |
| Gadsden | 41.3 | 42.5 | 2.9 | 14.2 | 5.2 | 398,899 | 24.0 | 23,835 | 28,091 | 264,569 | 46.3 | 13,397 | 18,632 | .0108 | .0107 |
| Leon | 196.0 | 216.8 | 10.6 | 84.9 | 11.3 | 3,948,035 | 44.5 | 35,812 | 46,502 | 1,848,594 | 18.6 | 20,435 | 21,774 | .0806 | .0812 |
| **TAMPA - ST. PETERSBURG - CLEARWATER** | **2,110.1** | **2,332.6** | **10.5** | **987.6** | **11.3** | **42,986,142** | **44.8** | **33,463** | **43,526** | **21,994,834** | **30.1** | **19,057** | **22,271** | **.8733** | **.9046** |
| Hernando | 105.7 | 125.3 | 18.5 | 52.6 | 19.0 | 1,873,495 | 53.1 | 27,695 | 35,618 | 613,355 | 21.0 | 11,471 | 11,661 | .0343 | .0369 |
| Hillsborough | 853.5 | 965.2 | 13.1 | 378.9 | 13.9 | 17,079,521 | 47.6 | 34,776 | 45,077 | 8,767,077 | 31.9 | 19,976 | 23,138 | .3437 | .3627 |
| Pasco | 287.5 | 319.9 | 11.3 | 140.6 | 12.9 | 5,145,530 | 46.5 | 28,208 | 36,597 | 2,983,671 | 25.3 | 14,638 | 16,242 | .1034 | .1071 |
| Pinellas | 863.4 | 922.2 | 6.8 | 415.5 | 7.6 | 18,887,596 | 41.1 | 34,687 | 45,458 | 10,330,731 | 30.2 | 20,557 | 24,863 | .3919 | .3979 |
| **WEST PALM BEACH - BOCA RATON - DELRAY BEACH** | **896.4** | **1,051.4** | **17.3** | **450.0** | **18.5** | **25,400,551** | **55.8** | **42,934** | **56,446** | **10,619,924** | **32.1** | **21,171** | **23,600** | **.4378** | **.4799** |
| Palm Beach | 896.4 | 1,051.4 | 17.3 | 450.0 | 18.5 | 25,400,551 | 55.8 | 42,934 | 56,446 | 10,619,924 | 32.1 | 21,171 | 23,600 | .4378 | .4799 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Alachua | 183.9 | 197.8 | 7.6 | 79.5 | 10.1 | 3,300,489 | 42.7 | 32,029 | 41,516 | 1,862,874 | 27.5 | 20,242 | 23,432 | .0721 | .0730 |
| Baker | 18.8 | 20.4 | 8.5 | 6.3 | 10.5 | 220,458 | 32.5 | 29,181 | 34,993 | 61,432 | 23.6 | 8,721 | 9,751 | .0046 | .0046 |
| Bay | 129.2 | 142.3 | 10.1 | 55.6 | 11.6 | 1,737,035 | 31.8 | 26,456 | 31,242 | 1,379,877 | 26.6 | 21,881 | 24,818 | .0473 | .0463 |
| Bradford | 22.7 | 23.8 | 4.8 | 7.7 | 5.5 | 253,168 | 29.0 | 26,882 | 32,879 | 157,672 | 36.6 | 15,813 | 20,477 | .0065 | .0064 |
| Brevard | 408.8 | 463.7 | 13.4 | 191.5 | 15.8 | 7,676,410 | 39.3 | 33,309 | 40,086 | 3,617,626 | 22.1 | 17,920 | 18,891 | .1605 | .1613 |
| Broward | 1,278.4 | 1,403.4 | 9.8 | 597.3 | 11.0 | 31,413,021 | 44.8 | 40,315 | 52,592 | 15,345,170 | 27.2 | 22,417 | 25,691 | .6122 | .6289 |
| Calhoun | 11.2 | 12.0 | 7.1 | 4.2 | 7.7 | 118,872 | 29.8 | 23,488 | 28,303 | 45,317 | 4.9 | 11,074 | 10,790 | .0029 | .0028 |
| Charlotte | 114.9 | 133.1 | 15.8 | 58.4 | 16.3 | 2,205,911 | 46.4 | 30,025 | 37,772 | 696,969 | 16.6 | 11,912 | 11,934 | .0407 | .0420 |
| Citrus | 96.7 | 111.6 | 15.4 | 49.0 | 16.7 | 1,641,070 | 48.4 | 26,332 | 33,491 | 632,423 | 19.3 | 12,620 | 12,907 | .0323 | .0337 |
| Clay | 109.0 | 126.0 | 15.6 | 43.4 | 15.1 | 2,192,348 | 48.9 | 39,062 | 50,515 | 905,945 | 19.2 | 20,167 | 20,874 | .0423 | .0439 |
| Collier | 157.4 | 183.6 | 16.6 | 74.4 | 16.4 | 3,095,721 | 35.2 | 35,841 | 41,609 | 1,550,460 | 10.8 | 21,904 | 20,840 | .0685 | .0660 |
| Columbia | 43.1 | 45.9 | 6.5 | 17.0 | 7.6 | 592,764 | 32.0 | 28,422 | 34,868 | 422,083 | 23.7 | 21,592 | 24,828 | .0155 | .0149 |
| Dade | 1,963.0 | 2,114.2 | 7.7 | 738.9 | 5.3 | 34,511,934 | 35.2 | 36,382 | 46,707 | 19,208,578 | 27.1 | 21,535 | 25,996 | .7723 | .7638 |
| De Soto | 24.2 | 26.3 | 8.7 | 9.1 | 8.3 | 318,055 | 38.2 | 27,398 | 34,951 | 143,406 | 20.3 | 14,188 | 15,759 | .0072 | .0071 |
| Dixie | 10.8 | 12.2 | 13.0 | 4.6 | 15.0 | 137,221 | 42.1 | 24,144 | 29,831 | 47,864 | 13.9 | 10,508 | 10,405 | .0029 | .0030 |
| Duval | 686.7 | 767.4 | 11.8 | 295.6 | 12.5 | 13,899,765 | 46.6 | 36,095 | 47,022 | 7,926,429 | 38.2 | 21,832 | 26,815 | .2855 | .3036 |
| Escambia | 265.4 | 281.7 | 6.1 | 107.2 | 7.6 | 4,713,389 | 39.4 | 33,952 | 43,968 | 2,988,324 | 44.7 | 20,740 | 27,876 | .1037 | .1083 |
| Flagler | 30.2 | 36.4 | 20.5 | 15.0 | 20.0 | 462,481 | 41.1 | 26,212 | 30,832 | 152,526 | 15.1 | 10,599 | 10,168 | .0093 | .0095 |
| Franklin | 9.1 | 9.5 | 4.4 | 3.9 | 5.4 | 128,711 | 36.9 | 25,414 | 33,003 | 41,117 | 7.8 | 10,305 | 10,543 | .0028 | .0027 |
| Gadsden | 41.3 | 42.5 | 2.9 | 14.2 | 5.2 | 398,899 | 24.0 | 23,835 | 28,091 | 264,569 | 46.3 | 13,397 | 18,632 | .0108 | .0107 |
| Gilchrist | 9.9 | 11.0 | 11.1 | 3.8 | 11.8 | 113,553 | 37.0 | 24,386 | 29,882 | 26,060 | 10.1 | 6,963 | 6,858 | .0023 | .0023 |
| Glades | 7.7 | 8.2 | 6.5 | 3.1 | 6.9 | 98,661 | 38.4 | 24,583 | 31,826 | 14,332 | 23.2 | 4,012 | 4,623 | .0020 | .0019 |
| Gulf | 11.6 | 12.4 | 6.9 | 4.8 | 9.1 | 167,803 | 40.6 | 27,124 | 34,959 | 51,083 | 14.4 | 10,147 | 10,642 | .0034 | .0033 |
| Hamilton | 11.1 | 12.1 | 9.0 | 3.9 | 8.3 | 134,030 | 41.0 | 26,397 | 34,367 | 61,265 | 11.8 | 15,216 | 15,709 | .0031 | .0031 |
| Hardee | 19.5 | 19.6 | .5 | 6.3 | −1.6 | 170,039 | 15.3 | 23,036 | 26,990 | 155,245 | 42.1 | 17,070 | 24,642 | .0054 | .0052 |

# METRO/COUNTY 1995 PROJECTIONS

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990–1995 | 12/31/95 Households (Thous.) | % Change 1990–1995 | 1995 EBI ($000) | % Change 1990–1995 | Average Household EBI | | 1995 Retail Sales ($000) | % Change 1990–1995 | Retail Sales Per Household | | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 1990 | 1995 | | | 1990 | 1995 | 1990 | 1995 |
| **FLORIDA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Hendry | 26.4 | 29.9 | 13.3 | 9.6 | 11.6 | 333,745 | 32.2 | 29,363 | 34,765 | 150,309 | 11.6 | 15,667 | 15,657 | .0079 | .0077 |
| Hernando | 105.7 | 125.3 | 18.5 | 52.6 | 19.0 | 1,873,495 | 53.1 | 27,695 | 35,618 | 613,355 | 21.0 | 11,471 | 11,661 | .0343 | .0369 |
| Highlands | 70.2 | 79.7 | 13.5 | 34.7 | 14.5 | 1,238,714 | 47.3 | 27,760 | 35,698 | 570,534 | 17.7 | 15,998 | 16,442 | .0258 | .0261 |
| Hillsborough | 853.5 | 965.2 | 13.1 | 378.9 | 13.9 | 17,079,521 | 47.6 | 34,776 | 45,077 | 8,767,077 | 31.9 | 19,976 | 23,138 | .3437 | .3627 |
| Holmes | 15.9 | 16.7 | 5.0 | 6.3 | 8.6 | 197,588 | 39.3 | 24,450 | 31,363 | 69,266 | 38.1 | 8,650 | 10,995 | .0041 | .0042 |
| Indian River | 92.5 | 104.4 | 12.9 | 44.5 | 14.1 | 2,044,490 | 44.9 | 36,185 | 45,944 | 846,707 | 17.5 | 18,477 | 19,027 | .0396 | .0400 |
| Jackson | 41.7 | 43.2 | 3.6 | 15.3 | 4.8 | 514,845 | 34.6 | 26,189 | 33,650 | 332,646 | 33.1 | 17,121 | 21,742 | .0129 | .0128 |
| Jefferson | 11.4 | 11.8 | 3.5 | 4.2 | 5.0 | 138,285 | 34.3 | 25,735 | 32,925 | 57,209 | 25.9 | 11,361 | 13,621 | .0031 | .0031 |
| Lafayette | 5.7 | 6.6 | 15.8 | 2.1 | 16.7 | 73,131 | 50.5 | 26,987 | 34,824 | 8,974 | 18.8 | 4,195 | 4,273 | .0012 | .0014 |
| Lake | 155.9 | 175.9 | 12.8 | 74.2 | 13.8 | 2,908,771 | 46.8 | 30,397 | 39,202 | 1,223,959 | 17.3 | 16,009 | 16,495 | .0582 | .0593 |
| Lee | 345.2 | 397.7 | 15.2 | 167.5 | 16.0 | 7,869,743 | 51.0 | 36,082 | 46,984 | 3,709,769 | 19.5 | 21,491 | 22,148 | .1534 | .1594 |
| Leon | 196.0 | 216.8 | 10.6 | 84.9 | 11.3 | 3,948,035 | 44.5 | 35,812 | 46,502 | 1,848,594 | 18.6 | 20,435 | 21,774 | .0806 | .0812 |
| Levy | 26.4 | 28.7 | 8.7 | 11.3 | 9.7 | 342,255 | 35.9 | 24,447 | 30,288 | 165,794 | 27.8 | 12,600 | 14,672 | .0078 | .0078 |
| Liberty | 5.6 | 5.9 | 5.4 | 1.8 | 5.9 | 70,472 | 40.6 | 29,483 | 39,151 | 14,371 | 18.1 | 7,156 | 7,984 | .0014 | .0013 |
| Madison | 16.7 | 17.2 | 3.0 | 5.8 | 3.6 | 194,663 | 35.4 | 25,671 | 33,563 | 71,569 | 11.5 | 11,467 | 12,339 | .0045 | .0043 |
| Manatee | 215.6 | 236.4 | 9.6 | 102.1 | 10.0 | 4,370,602 | 42.8 | 32,981 | 42,807 | 1,767,955 | 12.5 | 16,932 | 17,316 | .0870 | .0860 |
| Marion | 200.5 | 230.6 | 15.0 | 93.7 | 16.4 | 3,111,411 | 43.0 | 27,024 | 33,206 | 1,617,223 | 14.8 | 17,493 | 17,260 | .0705 | .0705 |
| Martin | 103.9 | 119.5 | 15.0 | 51.4 | 16.0 | 2,301,913 | 47.0 | 35,353 | 44,784 | 1,135,937 | 17.1 | 21,898 | 22,100 | .0468 | .0476 |
| Monroe | 79.3 | 86.4 | 9.0 | 37.5 | 9.6 | 1,638,677 | 41.1 | 33,947 | 43,698 | 1,043,696 | 37.0 | 22,281 | 27,832 | .0354 | .0367 |
| Nassau | 45.0 | 51.3 | 14.0 | 19.0 | 14.5 | 644,654 | 34.6 | 28,845 | 33,929 | 322,124 | 23.2 | 15,756 | 16,954 | .0148 | .0147 |
| Okaloosa | 146.9 | 165.5 | 12.7 | 62.4 | 14.5 | 2,802,930 | 47.5 | 34,862 | 44,919 | 1,622,772 | 44.3 | 20,631 | 26,006 | .0575 | .0624 |
| Okeechobee | 30.4 | 34.6 | 13.8 | 11.8 | 12.4 | 367,519 | 33.6 | 26,191 | 31,146 | 248,616 | 32.4 | 17,880 | 21,069 | .0095 | .0096 |
| Orange | 697.1 | 806.0 | 15.6 | 303.4 | 15.5 | 14,656,609 | 50.4 | 37,116 | 48,308 | 8,488,401 | 24.8 | 25,908 | 27,978 | .3078 | .3215 |
| Osceola | 111.8 | 131.6 | 17.7 | 47.0 | 15.5 | 1,522,730 | 38.3 | 27,051 | 32,399 | 1,059,051 | 22.2 | 21,298 | 22,533 | .0391 | .0392 |
| Palm Beach | 896.4 | 1,051.4 | 17.3 | 450.0 | 18.5 | 25,400,551 | 55.8 | 42,934 | 56,446 | 10,619,924 | 32.1 | 21,171 | 23,600 | .4378 | .4799 |
| Pasco | 287.5 | 319.9 | 11.3 | 140.6 | 12.9 | 5,145,530 | 46.5 | 28,208 | 36,597 | 2,283,671 | 25.3 | 14,638 | 16,242 | .1034 | .1071 |
| Pinellas | 863.4 | 922.2 | 6.8 | 415.5 | 7.6 | 18,887,596 | 41.1 | 34,687 | 45,458 | 10,330,731 | 30.2 | 20,557 | 24,863 | .3919 | .3979 |
| Polk | 411.9 | 449.3 | 9.1 | 173.9 | 9.6 | 7,020,354 | 38.3 | 32,015 | 40,370 | 3,169,733 | 13.0 | 17,687 | 18,227 | .1520 | .1476 |
| Putnam | 66.0 | 71.1 | 7.7 | 27.7 | 9.1 | 1,060,273 | 42.0 | 29,400 | 38,277 | 372,249 | 13.1 | 12,955 | 13,439 | .0215 | .0212 |
| St. Johns | 86.4 | 99.7 | 15.4 | 40.4 | 17.1 | 1,897,695 | 52.6 | 36,045 | 46,973 | 709,402 | 22.2 | 16,830 | 17,559 | .0342 | .0365 |
| St. Lucie | 155.0 | 179.9 | 16.1 | 69.6 | 15.8 | 2,858,775 | 49.0 | 31,924 | 41,074 | 1,258,851 | 17.8 | 17,788 | 18,087 | .0574 | .0594 |
| Santa Rosa | 83.4 | 93.6 | 12.2 | 34.8 | 13.7 | 1,530,442 | 46.6 | 34,105 | 43,978 | 386,579 | 15.8 | 10,909 | 11,109 | .0272 | .0280 |
| Sarasota | 282.7 | 307.5 | 8.8 | 139.9 | 9.5 | 6,236,285 | 40.7 | 34,693 | 44,577 | 3,411,903 | 19.1 | 22,420 | 24,388 | .1334 | .1316 |
| Seminole | 295.9 | 342.1 | 15.6 | 128.6 | 16.1 | 6,642,730 | 49.9 | 39,997 | 51,654 | 2,632,771 | 18.3 | 20,085 | 20,473 | .1239 | .1288 |
| Sumter | 32.1 | 34.9 | 8.7 | 13.6 | 10.6 | 381,814 | 30.8 | 23,737 | 28,075 | 180,507 | 15.5 | 12,701 | 13,273 | .0094 | .0090 |
| Suwannee | 27.1 | 28.9 | 6.6 | 10.9 | 6.9 | 400,229 | 39.3 | 28,169 | 36,718 | 146,217 | 13.4 | 12,639 | 13,414 | .0083 | .0082 |
| Taylor | 17.2 | 18.0 | 4.7 | 6.8 | 6.3 | 256,093 | 35.8 | 29,471 | 37,661 | 175,401 | 44.4 | 18,982 | 25,794 | .0061 | .0063 |
| Union | 10.2 | 10.2 | .0 | 2.6 | .0 | 108,500 | 25.5 | 33,243 | 41,731 | 18,230 | .0 | 7,008 | 7,012 | .0023 | .0021 |
| Volusia | 379.8 | 427.9 | 12.7 | 177.8 | 13.0 | 7,430,954 | 47.7 | 31,979 | 41,794 | 3,445,073 | 20.1 | 18,232 | 19,376 | .1498 | .1538 |
| Wakulla | 14.5 | 16.1 | 11.0 | 5.9 | 11.3 | 214,874 | 43.4 | 28,268 | 36,419 | 49,748 | 18.1 | 7,951 | 8,432 | .0040 | .0041 |
| Walton | 28.3 | 31.0 | 9.5 | 12.8 | 11.3 | 416,185 | 42.1 | 25,477 | 32,514 | 142,745 | 28.5 | 9,658 | 11,152 | .0083 | .0086 |
| Washington | 17.1 | 18.3 | 7.0 | 7.0 | 7.7 | 229,500 | 40.3 | 25,168 | 32,786 | 55,185 | 13.2 | 7,497 | 7,884 | .0046 | .0044 |
| **TOTAL METRO COUNTIES** | **12,009.4** | **13,385.8** | **11.5** | **5,339.3** | **11.9** | **246,424,834** | **44.4** | **35,766** | **46,153** | **124,408,420** | **26.5** | **20,604** | **23,301** | **5.0282** | **5.1649** |
| **TOTAL STATE** | **13,218.8** | **14,726.0** | **11.4** | **5,875.1** | **11.9** | **266,065,086** | **44.2** | **35,141** | **45,287** | **132,903,474** | **26.2** | **20,056** | **22,621** | **5.4385** | **5.5792** |
| **GEORGIA** | | | | | | | | | | | | | | | |
| **ALBANY** | **112.3** | **111.8** | **–.4** | **39.4** | **.3** | **1,465,763** | **20.3** | **31,003** | **37,202** | **943,743** | **13.7** | **21,115** | **23,953** | **.0402** | **.0357** |
| Dougherty | 95.8 | 93.8 | –2.1 | 33.6 | –1.2 | 1,177,953 | 16.1 | 29,848 | 35,058 | 927,985 | 13.5 | 24,050 | 27,619 | .0357 | .0311 |
| Lee | 16.5 | 18.0 | 9.1 | 5.8 | 9.4 | 287,810 | 41.4 | 38,413 | 49,622 | 15,758 | 29.9 | 2,288 | 2,717 | .0045 | .0046 |
| **ATHENS** | **158.1** | **169.2** | **7.0** | **62.5** | **6.8** | **2,379,116** | **33.3** | **30,515** | **38,066** | **1,120,446** | **10.7** | **17,307** | **17,927** | **.0549** | **.0517** |
| Clarke | 88.3 | 92.7 | 5.0 | 35.0 | 4.5 | 1,365,181 | 30.6 | 31,208 | 39,005 | 845,336 | 7.8 | 23,411 | 24,152 | .0350 | .0320 |
| Jackson | 30.5 | 33.0 | 8.2 | 11.9 | 9.2 | 457,848 | 39.6 | 30,090 | 38,475 | 186,645 | 20.0 | 14,275 | 15,684 | .0096 | .0096 |
| Madison | 21.3 | 23.1 | 8.5 | 8.5 | 9.0 | 246,674 | 28.6 | 24,591 | 29,020 | 37,397 | 22.8 | 3,905 | 4,400 | .0049 | .0047 |
| Oconee | 18.0 | 20.4 | 13.3 | 7.1 | 12.7 | 309,413 | 40.7 | 34,895 | 43,579 | 51,068 | 21.1 | 6,694 | 7,193 | .0054 | .0054 |
| **ATLANTA** | **2,914.8** | **3,334.0** | **14.4** | **1,244.2** | **14.5** | **65,200,797** | **46.6** | **40,912** | **52,404** | **29,447,972** | **21.8** | **22,233** | **23,668** | **1.2695** | **1.3072** |
| Barrow | 30.4 | 34.2 | 12.5 | 12.2 | 11.9 | 419,403 | 35.9 | 28,305 | 34,377 | 182,461 | 9.6 | 15,272 | 14,956 | .0096 | .0092 |
| Butts | 15.6 | 16.9 | 8.3 | 5.2 | 8.3 | 234,499 | 38.8 | 35,193 | 45,096 | 159,081 | 57.4 | 21,059 | 30,593 | .0052 | .0058 |
| Cherokee | 95.0 | 116.0 | 22.1 | 40.1 | 21.5 | 1,671,690 | 49.0 | 34,007 | 41,688 | 378,414 | 19.7 | 9,579 | 9,437 | .0288 | .0311 |
| Clayton | 184.5 | 199.9 | 8.3 | 71.8 | 8.1 | 3,540,945 | 36.5 | 39,059 | 49,317 | 2,300,069 | 21.2 | 28,579 | 32,034 | .0834 | .0812 |
| Cobb | 464.9 | 549.2 | 18.1 | 210.9 | 18.5 | 13,691,762 | 55.8 | 49,409 | 64,921 | 5,405,353 | 22.8 | 24,742 | 25,630 | .2358 | .2534 |
| Coweta | 55.2 | 63.0 | 14.1 | 22.1 | 13.9 | 948,100 | 45.2 | 33,653 | 42,900 | 367,516 | 18.4 | 15,998 | 16,630 | .0189 | .0194 |
| De Kalb | 555.7 | 613.8 | 10.5 | 235.4 | 10.7 | 12,832,165 | 41.7 | 42,602 | 54,512 | 6,314,151 | 19.3 | 24,899 | 26,823 | .2617 | .2605 |

# METRO/COUNTY 1995 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990-1995 | 12/31/95 Households (Thous.) | % Change 1990-1995 | 1995 EBI ($000) | % Change 1990-1995 | Average Household EBI |  | 1995 Retail Sales ($000) | % Change 1990-1995 | Retail Sales Per Household |  | Buying Power Index |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  |  |  |  |  |  | 1990 | 1995 |  |  | 1990 | 1995 | 1990 | 1995 |
| **GEORGIA (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **ATLANTA (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Douglas | 72.8 | 82.5 | 13.3 | 28.2 | 13.3 | 1,326,736 | 41.5 | 37,658 | 47,047 | 709,737 | 35.0 | 21,110 | 25,168 | .0280 | .0292 |
| Fayette | 65.3 | 78.1 | 19.6 | 26.4 | 20.0 | 1,341,835 | 40.6 | 43,392 | 50,827 | 325,579 | 17.5 | 12,595 | 12,333 | .0234 | .0240 |
| Forsyth | 45.6 | 53.3 | 16.9 | 19.2 | 16.4 | 816,623 | 43.6 | 34,472 | 42,532 | 229,779 | 15.1 | 12,097 | 11,968 | .0152 | .0154 |
| Fulton | 662.8 | 741.8 | 11.9 | 294.2 | 11.9 | 14,649,968 | 45.4 | 38,315 | 49,796 | 7,464,244 | 23.5 | 22,983 | 25,371 | .2972 | .3038 |
| Gwinnett | 370.6 | 450.1 | 21.5 | 162.8 | 22.0 | 8,784,475 | 52.5 | 43,190 | 53,959 | 3,667,107 | 21.7 | 22,584 | 22,525 | .1619 | .1724 |
| Henry | 60.9 | 71.7 | 17.7 | 24.5 | 17.8 | 1,069,125 | 42.4 | 36,094 | 43,638 | 241,458 | 15.0 | 10,094 | 9,855 | .0191 | .0198 |
| Newton | 42.5 | 47.0 | 10.6 | 16.3 | 11.6 | 640,429 | 37.7 | 31,846 | 39,290 | 281,631 | 27.0 | 15,191 | 17,278 | .0136 | .0139 |
| Paulding | 43.0 | 50.5 | 17.4 | 17.1 | 15.5 | 639,616 | 42.9 | 30,250 | 37,404 | 220,995 | 14.5 | 13,045 | 12,924 | .0130 | .0133 |
| Rockdale | 55.8 | 64.8 | 16.1 | 22.0 | 16.4 | 1,146,362 | 48.5 | 40,856 | 52,107 | 594,109 | 26.6 | 24,823 | 27,005 | .0233 | .0244 |
| Spalding | 55.0 | 58.6 | 6.5 | 21.0 | 7.1 | 853,093 | 37.6 | 31,635 | 40,623 | 447,315 | 16.0 | 19,674 | 21,301 | .0197 | .0189 |
| Walton | 39.2 | 42.6 | 8.7 | 14.8 | 8.8 | 593,971 | 39.2 | 31,381 | 40,133 | 158,973 | 10.2 | 10,606 | 10,741 | .0117 | .0115 |
| **AUGUSTA** | **400.1** | **420.0** | **5.0** | **152.6** | **6.1** | **6,282,822** | **34.2** | **32,550** | **41,172** | **3,816,239** | **33.9** | **19,815** | **25,008** | **.1461** | **.1456** |
| Columbia | 68.1 | 79.2 | 16.3 | 26.3 | 16.9 | 1,244,970 | 47.2 | 37,595 | 47,337 | 429,942 | 33.9 | 14,269 | 16,348 | .0228 | .0246 |
| McDuffie | 20.3 | 21.1 | 3.9 | 7.7 | 5.5 | 217,093 | 24.1 | 23,957 | 28,194 | 194,038 | 33.1 | 19,976 | 25,200 | .0065 | .0063 |
| Richmond | 189.5 | 189.6 | .1 | 69.6 | 1.5 | 2,812,012 | 26.9 | 32,295 | 40,402 | 2,085,331 | 25.4 | 24,245 | 29,962 | .0744 | .0700 |
| *Aiken, S. C.* | *122.2* | *130.1* | *6.5* | *49.0* | *7.9* | *2,008,747* | *39.1* | *31,819* | *40,995* | *1,106,928* | *53.9* | *15,845* | *22,590* | *.0424* | *.0447* |
| **COLUMBUS** | **244.5** | **253.5** | **3.7** | **90.8** | **4.6** | **3,431,491** | **29.5** | **30,524** | **37,792** | **2,202,304** | **29.7** | **19,556** | **24,254** | **.0856** | **.0828** |
| Chattahoochee | 16.7 | 15.9 | -4.8 | 2.4 | -14.3 | 214,870 | 9.8 | 69,905 | 89,529 | 6,024 | 58.2 | 1,360 | 2,510 | .0043 | .0036 |
| Muscogee | 180.8 | 189.9 | 5.0 | 70.4 | 6.0 | 2,607,363 | 29.9 | 30,226 | 37,036 | 1,965,996 | 28.9 | 22,979 | 27,926 | .0685 | .0664 |
| *Russell, Ala.* | *47.0* | *47.7* | *1.5* | *18.0* | *2.3* | *609,258* | *36.4* | *25,384* | *33,848* | *230,284* | *37.2* | *9,538* | *12,794* | *.0128* | *.0128* |
| **MACON - WARNER ROBINS** | **284.0** | **301.1** | **6.0** | **112.1** | **7.6** | **4,873,373** | **36.7** | **34,219** | **43,473** | **2,756,389** | **28.9** | **20,525** | **24,589** | **.1091** | **.1086** |
| Bibb | 151.3 | 158.8 | 5.0 | 60.6 | 6.7 | 2,546,270 | 36.7 | 32,793 | 42,018 | 1,795,296 | 30.1 | 24,304 | 29,625 | .0616 | .0613 |
| Houston | 90.3 | 96.9 | 7.3 | 35.7 | 8.8 | 1,618,147 | 35.4 | 36,432 | 45,326 | 733,061 | 22.3 | 18,273 | 20,534 | .0342 | .0335 |
| Jones | 21.0 | 22.5 | 7.1 | 8.1 | 9.5 | 392,806 | 41.0 | 37,649 | 48,495 | 32,734 | 15.5 | 3,831 | 4,041 | .0061 | .0062 |
| Peach | 21.4 | 22.9 | 7.0 | 7.7 | 6.9 | 316,150 | 37.8 | 31,862 | 41,058 | 195,298 | 49.6 | 18,135 | 25,363 | .0072 | .0076 |
| **SAVANNAH** | **244.6** | **257.3** | **5.2** | **96.2** | **6.2** | **4,247,578** | **36.8** | **34,281** | **44,154** | **2,285,579** | **21.1** | **20,825** | **23,759** | **.0952** | **.0928** |
| Chatham | 218.3 | 227.4 | 4.2 | 85.9 | 5.3 | 3,792,285 | 35.5 | 34,298 | 44,148 | 2,161,327 | 20.3 | 22,026 | 25,161 | .0872 | .0841 |
| Effingham | 26.3 | 29.9 | 13.7 | 10.3 | 14.4 | 455,293 | 48.3 | 34,123 | 44,203 | 124,252 | 39.0 | 9,935 | 12,063 | .0080 | .0087 |
| **ALL COUNTIES** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Appling | 15.8 | 16.2 | 2.5 | 6.1 | 3.4 | 206,856 | 32.7 | 26,417 | 33,911 | 83,352 | 6.5 | 13,267 | 13,664 | .0048 | .0045 |
| Atkinson | 6.2 | 6.2 | .0 | 2.2 | .0 | 53,543 | 17.1 | 20,779 | 24,338 | 16,140 | -3.8 | 7,628 | 7,336 | .0013 | .0011 |
| Bacon | 9.6 | 9.6 | .0 | 3.5 | .0 | 125,438 | 29.4 | 27,692 | 35,839 | 62,468 | 17.6 | 15,182 | 17,848 | .0031 | .0030 |
| Baker | 3.6 | 3.4 | -5.6 | 1.3 | .0 | 34,884 | 18.1 | 22,729 | 26,834 | 2,270 | -3.9 | 1,816 | 1,746 | .0008 | .0005 |
| Baldwin | 39.8 | 41.5 | 4.3 | 13.0 | 5.7 | 621,033 | 35.9 | 37,152 | 47,772 | 303,800 | 26.4 | 19,541 | 23,369 | .0137 | .0136 |
| Banks | 10.5 | 11.5 | 9.5 | 4.2 | 10.5 | 116,757 | 29.7 | 23,682 | 27,799 | 45,071 | 49.7 | 7,924 | 10,731 | .0026 | .0027 |
| Barrow | 30.4 | 34.2 | 12.5 | 12.2 | 11.9 | 419,403 | 35.9 | 28,305 | 34,377 | 182,461 | 9.6 | 15,272 | 14,956 | .0096 | .0092 |
| Bartow | 57.2 | 65.0 | 13.6 | 23.3 | 13.1 | 755,354 | 33.8 | 27,400 | 32,419 | 357,375 | 8.9 | 15,928 | 15,338 | .0180 | .0174 |
| Ben Hill | 16.3 | 16.5 | 1.2 | 6.1 | 1.7 | 170,270 | 18.8 | 23,894 | 27,913 | 114,440 | 28.9 | 14,793 | 18,761 | .0049 | .0044 |
| Berrien | 14.3 | 14.8 | 3.5 | 5.4 | 3.8 | 166,786 | 24.9 | 25,681 | 30,886 | 85,224 | 20.1 | 13,644 | 15,782 | .0042 | .0040 |
| Bibb | 151.3 | 158.8 | 5.0 | 60.6 | 6.7 | 2,546,270 | 36.7 | 32,793 | 42,018 | 1,795,296 | 30.1 | 24,304 | 29,625 | .0616 | .0613 |
| Bleckley | 10.4 | 10.5 | 1.0 | 3.9 | 2.6 | 140,769 | 25.4 | 29,533 | 36,095 | 44,005 | 3.0 | 11,240 | 11,283 | .0031 | .0028 |
| Brantley | 11.3 | 12.3 | 8.8 | 4.2 | 7.7 | 165,857 | 41.0 | 30,170 | 39,490 | 18,238 | 28.2 | 3,649 | 4,342 | .0028 | .0029 |
| Brooks | 15.4 | 15.6 | 1.3 | 5.5 | 1.9 | 155,287 | 25.6 | 22,893 | 28,234 | 47,586 | 8.6 | 8,116 | 8,652 | .0038 | .0033 |
| Bryan | 16.1 | 19.2 | 19.3 | 6.3 | 18.9 | 157,799 | 38.4 | 21,511 | 25,047 | 79,502 | 29.3 | 11,597 | 12,619 | .0039 | .0042 |
| Bulloch | 43.6 | 46.2 | 6.0 | 16.0 | 5.3 | 549,719 | 27.5 | 28,369 | 34,357 | 249,447 | 2.9 | 15,949 | 15,590 | .0137 | .0124 |
| Burke | 20.6 | 20.8 | 1.0 | 7.2 | 2.9 | 257,031 | 32.9 | 27,639 | 35,699 | 83,854 | 18.7 | 10,096 | 11,646 | .0056 | .0054 |
| Butts | 15.6 | 16.9 | 8.3 | 5.2 | 8.3 | 234,499 | 38.8 | 35,193 | 45,096 | 159,081 | 57.4 | 21,059 | 30,593 | .0052 | .0058 |
| Calhoun | 4.9 | 4.6 | -6.1 | 1.7 | -5.6 | 49,943 | 18.0 | 23,517 | 29,378 | 13,888 | -5.8 | 8,192 | 8,169 | .0013 | .0009 |
| Camden | 31.3 | 37.0 | 18.2 | 12.0 | 21.2 | 457,732 | 53.4 | 30,145 | 38,144 | 177,892 | 21.9 | 14,740 | 14,824 | .0092 | .0098 |
| Candler | 7.8 | 7.9 | 1.3 | 2.9 | .0 | 85,832 | 21.5 | 24,352 | 29,597 | 45,205 | 2.6 | 15,194 | 15,588 | .0023 | .0021 |
| Carroll | 72.8 | 80.7 | 10.9 | 28.7 | 10.8 | 1,172,959 | 42.6 | 31,767 | 40,870 | 481,366 | 12.7 | 16,496 | 16,772 | .0247 | .0246 |
| ☐ Catoosa | 43.0 | 46.1 | 7.2 | 17.2 | 8.2 | 576,897 | 26.0 | 28,795 | 33,541 | 235,402 | 8.3 | 13,674 | 13,686 | .0136 | .0125 |
| Charlton | 8.6 | 9.2 | 7.0 | 3.2 | 10.3 | 117,075 | 41.0 | 28,634 | 36,586 | 36,582 | 11.7 | 11,295 | 11,432 | .0024 | .0024 |
| Chatham | 218.3 | 227.4 | 4.2 | 85.9 | 5.3 | 3,792,285 | 35.5 | 34,298 | 44,148 | 2,161,327 | 20.3 | 22,026 | 25,161 | .0872 | .0841 |
| Chattahoochee | 16.7 | 15.9 | -4.8 | 2.4 | -14.3 | 214,870 | 9.8 | 69,905 | 89,529 | 6,024 | 58.2 | 1,360 | 2,510 | .0043 | .0036 |
| Chattooga | 22.3 | 22.6 | 1.3 | 8.7 | 2.4 | 266,788 | 23.3 | 25,461 | 30,665 | 119,123 | 1.6 | 13,793 | 13,692 | .0068 | .0061 |
| Cherokee | 95.0 | 116.0 | 22.1 | 40.1 | 21.5 | 1,671,690 | 49.0 | 34,007 | 41,688 | 378,414 | 19.7 | 9,579 | 9,437 | .0288 | .0311 |
| Clarke | 88.3 | 92.7 | 5.0 | 35.0 | 4.5 | 1,365,181 | 30.6 | 31,208 | 39,005 | 845,336 | 7.8 | 23,411 | 24,152 | .0350 | .0320 |
| Clay | 3.4 | 3.3 | -2.9 | 1.2 | .0 | 29,617 | 18.7 | 20,792 | 24,681 | 10,081 | 20.1 | 6,996 | 8,401 | .0007 | .0007 |
| Clayton | 184.5 | 199.9 | 8.3 | 71.8 | 8.1 | 3,540,945 | 36.5 | 39,059 | 49,317 | 2,300,069 | 21.2 | 28,579 | 32,034 | .0834 | .0812 |
| Clinch | 6.1 | 5.8 | -4.9 | 2.1 | -4.5 | 72,475 | 22.3 | 26,925 | 34,512 | 30,696 | 30.8 | 10,664 | 14,617 | .0016 | .0014 |
| Cobb | 464.9 | 549.2 | 18.1 | 210.9 | 18.5 | 13,691,762 | 55.8 | 49,409 | 64,921 | 5,405,353 | 22.8 | 24,742 | 25,630 | .2358 | .2534 |
| Coffee | 29.8 | 31.0 | 4.0 | 11.2 | 5.7 | 351,110 | 31.4 | 25,209 | 31,349 | 266,740 | 30.1 | 19,339 | 23,816 | .0096 | .0095 |
| Colquitt | 36.7 | 37.4 | 1.9 | 13.4 | 3.1 | 447,278 | 27.8 | 26,931 | 33,379 | 229,018 | 22.0 | 14,434 | 17,091 | .0110 | .0103 |

# METRO/COUNTY 1995 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990-1995 | 12/31/95 Households (Thous.) | % Change 1990-1995 | 1995 EBI ($000) | % Change 1990-1995 | Average Household EBI | | 1995 Retail Sales ($000) | % Change 1990-1995 | Retail Sales Per Household | | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 1990 | 1995 | | | 1990 | 1995 | 1990 | 1995 |
| **GEORGIA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Columbia | 68.1 | 79.2 | 16.3 | 26.3 | 16.9 | 1,244,970 | 47.2 | 37,595 | 47,337 | 429,942 | 33.9 | 14,269 | 16,348 | .0228 | .0246 |
| Cook | 13.5 | 13.7 | 1.5 | 4.9 | 2.1 | 159,585 | 27.2 | 26,133 | 32,568 | 85,406 | 29.8 | 13,703 | 17,430 | .0040 | .0037 |
| Coweta | 55.2 | 63.0 | 14.1 | 22.1 | 13.9 | 948,100 | 45.2 | 33,653 | 42,900 | 367,516 | 18.4 | 15,998 | 16,630 | .0189 | .0194 |
| Crawford | 9.1 | 9.6 | 5.5 | 3.3 | 6.5 | 130,432 | 31.1 | 32,105 | 39,525 | 7,896 | 5.2 | 2,422 | 2,393 | .0022 | .0022 |
| Crisp | 20.0 | 20.3 | 1.5 | 7.5 | 2.7 | 208,019 | 20.9 | 23,578 | 27,736 | 174,751 | 7.3 | 22,303 | 23,300 | .0068 | .0059 |
| ☐ Dade | 13.2 | 13.5 | 2.3 | 4.8 | 2.1 | 143,208 | 18.6 | 25,692 | 29,835 | 53,170 | -2.8 | 11,641 | 11,077 | .0037 | .0032 |
| Dawson | 9.8 | 11.7 | 19.4 | 4.1 | 17.1 | 118,353 | 37.2 | 24,651 | 28,867 | 15,298 | 12.1 | 3,901 | 3,731 | .0023 | .0023 |
| Decatur | 25.5 | 25.9 | 1.6 | 9.3 | 3.3 | 314,291 | 28.8 | 27,122 | 33,795 | 170,504 | 26.4 | 14,994 | 18,334 | .0077 | .0075 |
| De Kalb | 555.7 | 613.8 | 10.5 | 235.4 | 10.7 | 12,832,165 | 41.7 | 42,602 | 54,512 | 6,314,151 | 19.3 | 24,899 | 26,823 | .2617 | .2605 |
| Dodge | 17.6 | 17.8 | 1.1 | 6.5 | 1.6 | 208,018 | 29.7 | 25,068 | 32,003 | 102,624 | 8.6 | 14,769 | 15,788 | .0052 | .0049 |
| Dooly | 9.8 | 9.4 | -4.1 | 3.4 | -2.9 | 76,075 | 13.7 | 19,114 | 22,375 | 29,946 | -2.3 | 8,759 | 8,808 | .0022 | .0018 |
| Dougherty | 95.8 | 93.8 | -2.1 | 33.6 | -1.2 | 1,177,953 | 16.1 | 29,848 | 35,058 | 927,985 | 13.5 | 24,050 | 27,619 | .0357 | .0311 |
| Douglas | 72.8 | 82.5 | 13.3 | 28.2 | 13.3 | 1,326,736 | 41.5 | 37,658 | 47,047 | 709,737 | 35.0 | 21,110 | 25,168 | .0280 | .0292 |
| Early | 11.8 | 11.4 | -3.4 | 4.2 | .0 | 114,149 | 18.0 | 23,026 | 27,178 | 68,424 | 36.9 | 11,898 | 16,291 | .0032 | .0029 |
| Echols | 2.3 | 2.4 | 4.3 | .8 | .0 | 30,082 | 30.9 | 28,735 | 37,603 | 1,287 | 51.1 | 1,065 | 1,609 | .0005 | .0004 |
| Effingham | 26.3 | 29.9 | 13.7 | 10.3 | 14.4 | 455,293 | 48.3 | 34,123 | 44,203 | 124,252 | 39.0 | 9,935 | 12,063 | .0080 | .0087 |
| Elbert | 19.0 | 19.2 | 1.1 | 7.3 | 2.8 | 208,250 | 20.4 | 24,365 | 28,527 | 160,634 | 12.7 | 20,078 | 22,005 | .0063 | .0057 |
| Emanuel | 20.6 | 20.6 | .0 | 7.6 | 2.7 | 206,856 | 19.2 | 23,451 | 27,218 | 122,994 | 12.3 | 14,798 | 16,183 | .0059 | .0052 |
| Evans | 8.8 | 9.2 | 4.5 | 3.4 | 6.3 | 105,344 | 31.6 | 25,014 | 30,984 | 57,427 | 10.6 | 16,221 | 16,890 | .0027 | .0025 |
| Fannin | 16.1 | 16.9 | 5.0 | 6.7 | 4.7 | 170,270 | 23.4 | 21,566 | 25,413 | 92,019 | 13.3 | 12,685 | 13,734 | .0047 | .0043 |
| Fayette | 65.3 | 78.1 | 19.6 | 26.4 | 20.0 | 1,341,835 | 40.6 | 43,392 | 50,827 | 325,579 | 17.5 | 12,595 | 12,333 | .0234 | .0240 |
| Floyd | 81.5 | 83.1 | 2.0 | 31.4 | 2.6 | 1,229,522 | 28.1 | 31,357 | 39,157 | 612,131 | 12.0 | 17,867 | 19,495 | .0292 | .0271 |
| Forsyth | 45.6 | 53.3 | 16.9 | 19.2 | 16.4 | 816,623 | 43.6 | 34,472 | 42,532 | 229,779 | 15.1 | 12,097 | 11,968 | .0152 | .0154 |
| Franklin | 16.8 | 17.3 | 3.0 | 6.7 | 4.7 | 218,006 | 31.3 | 25,942 | 32,538 | 171,471 | 22.8 | 21,815 | 25,593 | .0060 | .0058 |
| Fulton | 662.8 | 741.8 | 11.9 | 294.2 | 11.9 | 14,649,968 | 45.4 | 38,315 | 49,796 | 7,464,244 | 23.5 | 22,983 | 25,371 | .2972 | .3038 |
| Gilmer | 13.6 | 14.7 | 8.1 | 5.6 | 7.7 | 150,385 | 27.2 | 22,735 | 26,854 | 87,101 | 5.8 | 15,832 | 15,554 | .0039 | .0038 |
| Glascock | 2.3 | 2.2 | -4.3 | .8 | .0 | 25,901 | 21.5 | 26,640 | 32,376 | 3,965 | 15.7 | 4,285 | 4,956 | .0006 | .0004 |
| Glynn | 63.1 | 66.9 | 6.0 | 25.8 | 6.6 | 931,375 | 25.3 | 30,705 | 36,100 | 662,400 | 18.4 | 23,120 | 25,674 | .0251 | .0232 |
| Gordon | 35.5 | 38.0 | 7.0 | 13.8 | 7.0 | 469,695 | 28.7 | 28,286 | 34,036 | 286,063 | 17.1 | 18,942 | 20,729 | .0120 | .0114 |
| Grady | 20.3 | 20.3 | .0 | 7.4 | .0 | 184,008 | 17.7 | 21,121 | 24,866 | 152,950 | 23.4 | 16,747 | 20,669 | .0059 | .0054 |
| Greene | 11.9 | 12.3 | 3.4 | 4.3 | 4.9 | 116,959 | 24.9 | 22,835 | 27,200 | 56,462 | 17.1 | 11,762 | 13,131 | .0031 | .0029 |
| Gwinnett | 370.6 | 450.1 | 21.5 | 162.8 | 22.0 | 8,784,475 | 52.5 | 43,190 | 53,959 | 3,667,107 | 21.7 | 22,584 | 22,525 | .1619 | .1724 |
| Habersham | 27.9 | 29.3 | 5.0 | 10.7 | 5.9 | 408,950 | 35.5 | 29,884 | 38,220 | 219,553 | 25.9 | 17,273 | 20,519 | .0094 | .0093 |
| Hall | 96.9 | 106.0 | 9.4 | 38.4 | 8.8 | 1,806,420 | 40.6 | 36,396 | 47,042 | 854,359 | 15.2 | 21,005 | 22,249 | .0384 | .0378 |
| Hancock | 8.9 | 8.6 | -3.4 | 2.9 | -3.3 | 70,891 | 14.1 | 20,705 | 24,445 | 11,652 | -7.1 | 4,178 | 4,018 | .0018 | .0014 |
| Haralson | 22.2 | 23.6 | 6.3 | 8.9 | 7.2 | 256,063 | 26.3 | 24,420 | 28,771 | 128,422 | 13.6 | 13,619 | 14,429 | .0065 | .0061 |
| Harris | 18.0 | 19.2 | 6.7 | 7.0 | 7.7 | 249,598 | 27.3 | 30,160 | 35,657 | 45,404 | 37.1 | 5,095 | 6,486 | .0048 | .0048 |
| Hart | 19.8 | 20.3 | 2.5 | 7.8 | 4.0 | 225,788 | 20.8 | 24,913 | 28,947 | 87,220 | 9.3 | 10,642 | 11,182 | .0056 | .0049 |
| Heard | 8.8 | 9.5 | 8.0 | 3.4 | 6.3 | 137,401 | 37.9 | 31,139 | 40,412 | 19,702 | 8.7 | 5,667 | 5,795 | .0024 | .0024 |
| Henry | 60.9 | 71.7 | 17.7 | 24.5 | 17.8 | 1,069,125 | 42.4 | 36,094 | 43,638 | 241,458 | 15.0 | 10,094 | 9,855 | .0191 | .0198 |
| Houston | 90.3 | 96.9 | 7.3 | 35.7 | 8.8 | 1,618,147 | 35.4 | 36,432 | 45,326 | 733,061 | 22.3 | 18,273 | 20,534 | .0342 | .0335 |
| Irwin | 8.6 | 8.6 | .0 | 3.2 | 3.2 | 92,104 | 21.9 | 24,371 | 28,783 | 35,073 | 30.7 | 8,656 | 10,960 | .0023 | .0021 |
| Jackson | 30.5 | 33.0 | 8.2 | 11.9 | 9.2 | 457,848 | 39.6 | 30,090 | 38,475 | 186,645 | 20.0 | 14,275 | 15,684 | .0096 | .0096 |
| Jasper | 8.6 | 9.2 | 7.0 | 3.3 | 6.5 | 135,659 | 38.1 | 31,691 | 41,109 | 29,777 | 30.3 | 7,374 | 9,023 | .0025 | .0025 |
| Jeff Davis | 12.1 | 12.4 | 2.5 | 4.5 | 2.3 | 114,016 | 19.2 | 21,742 | 25,337 | 68,787 | 17.6 | 13,295 | 15,286 | .0034 | .0030 |
| Jefferson | 17.3 | 17.0 | -1.7 | 6.0 | -1.6 | 169,689 | 20.4 | 23,105 | 28,282 | 77,852 | 23.5 | 10,335 | 12,975 | .0044 | .0040 |
| Jenkins | 8.2 | 7.9 | -3.7 | 2.9 | .0 | 68,105 | 17.2 | 19,952 | 23,484 | 28,798 | 10.4 | 8,998 | 9,930 | .0019 | .0018 |
| Johnson | 8.3 | 8.3 | .0 | 3.0 | .0 | 78,182 | 17.8 | 22,132 | 26,061 | 28,562 | 36.1 | 6,995 | 9,521 | .0019 | .0019 |
| Jones | 21.0 | 22.5 | 7.1 | 8.1 | 9.5 | 392,806 | 41.0 | 37,649 | 48,495 | 32,734 | 15.5 | 3,831 | 4,041 | .0061 | .0062 |
| Lamar | 13.2 | 13.9 | 5.3 | 5.0 | 6.4 | 152,926 | 25.6 | 25,911 | 30,585 | 49,031 | 9.4 | 9,531 | 9,806 | .0036 | .0032 |
| Lanier | 5.5 | 5.5 | .0 | 2.0 | .0 | 65,623 | 29.1 | 25,409 | 32,812 | 33,752 | 47.5 | 11,442 | 16,876 | .0015 | .0015 |
| Laurens | 40.2 | 41.5 | 3.2 | 15.3 | 4.8 | 548,906 | 30.6 | 28,796 | 35,876 | 336,526 | 17.4 | 19,640 | 21,995 | .0140 | .0132 |
| Lee | 16.5 | 18.0 | 9.1 | 5.8 | 9.4 | 287,810 | 41.4 | 38,413 | 49,622 | 15,758 | 29.9 | 2,288 | 2,717 | .0045 | .0046 |
| Liberty | 53.7 | 60.3 | 12.3 | 17.6 | 13.5 | 725,681 | 37.4 | 34,075 | 41,232 | 190,856 | 10.9 | 11,100 | 10,844 | .0146 | .0146 |
| Lincoln | 7.5 | 7.8 | 4.0 | 2.9 | 7.4 | 83,616 | 26.1 | 24,556 | 28,833 | 15,180 | 2.9 | 5,462 | 5,234 | .0018 | .0017 |
| Long | 6.3 | 6.7 | 6.3 | 2.4 | 9.1 | 76,889 | 38.8 | 25,180 | 32,037 | 3,151 | 10.1 | 1,301 | 1,313 | .0013 | .0013 |
| Lowndes | 76.4 | 79.1 | 3.5 | 27.5 | 3.8 | 929,052 | 23.8 | 28,310 | 33,784 | 741,017 | 15.5 | 24,209 | 26,946 | .0275 | .0251 |
| Lumpkin | 14.8 | 16.4 | 10.8 | 5.7 | 11.8 | 238,216 | 43.4 | 32,566 | 41,792 | 77,212 | 13.4 | 13,345 | 13,546 | .0047 | .0047 |
| McDuffie | 20.3 | 21.1 | 3.9 | 7.7 | 5.5 | 217,093 | 24.1 | 23,957 | 28,194 | 194,038 | 33.1 | 19,976 | 25,200 | .0065 | .0063 |
| McIntosh | 8.7 | 9.1 | 4.6 | 3.4 | 6.3 | 86,681 | 25.5 | 21,587 | 25,494 | 49,945 | 22.0 | 12,798 | 14,690 | .0024 | .0022 |
| Macon | 13.1 | 13.0 | -.8 | 4.4 | .0 | 155,171 | 29.3 | 27,278 | 35,266 | 67,933 | 42.0 | 10,873 | 15,439 | .0036 | .0035 |
| Madison | 21.3 | 23.1 | 8.5 | 8.5 | 9.0 | 246,674 | 28.6 | 24,591 | 29,020 | 37,397 | 22.8 | 3,905 | 4,400 | .0049 | .0047 |
| Marion | 5.6 | 5.6 | .0 | 2.0 | .0 | 55,518 | 23.6 | 22,464 | 27,759 | 11,067 | -1.0 | 5,588 | 5,534 | .0013 | .0013 |
| Meriwether | 22.5 | 23.3 | 3.6 | 7.9 | 2.6 | 312,665 | 33.0 | 30,531 | 39,578 | 99,068 | 4.8 | 12,273 | 12,540 | .0067 | .0062 |
| Miller | 6.3 | 6.1 | -3.2 | 2.3 | .0 | 49,053 | 16.3 | 18,342 | 21,327 | 30,516 | 34.3 | 9,883 | 13,288 | .0014 | .0014 |
| Mitchell | 20.2 | 19.8 | -2.0 | 6.7 | -1.5 | 199,539 | 15.3 | 25,447 | 29,782 | 79,278 | 8.6 | 10,737 | 11,833 | .0053 | .0046 |

# METRO/COUNTY 1995 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990-1995 | 12/31/95 Households (Thous.) | % Change 1990-1995 | 1995 EBI ($000) | % Change 1990-1995 | Average Household EBI | | 1995 Retail Sales ($000) | % Change 1990-1995 | Retail Sales Per Household | | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 1990 | 1995 | | | 1990 | 1995 | 1990 | 1995 |
| **GEORGIA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Monroe | 17.3 | 18.4 | 6.4 | 6.4 | 8.5 | 190,296 | 27.2 | 25,358 | 29,734 | 96,191 | 21.7 | 13,401 | 15,030 | .0049 | .0046 |
| Montgomery | 7.2 | 7.1 | -1.4 | 2.5 | .0 | 79,676 | 25.0 | 25,497 | 31,870 | 64,318 | 11.4 | 23,087 | 25,727 | .0025 | .0022 |
| Morgan | 13.0 | 13.9 | 6.9 | 4.7 | 6.8 | 136,211 | 25.6 | 24,644 | 28,981 | 84,955 | 18.8 | 16,256 | 18,076 | .0037 | .0035 |
| Murray | 26.7 | 30.0 | 12.4 | 10.7 | 11.5 | 331,805 | 31.3 | 26,315 | 31,010 | 87,720 | 7.1 | 8,535 | 8,198 | .0071 | .0069 |
| Muscogee | 180.8 | 189.9 | 5.0 | 70.4 | 6.0 | 2,607,363 | 29.9 | 30,226 | 37,036 | 1,965,996 | 28.9 | 22,979 | 27,926 | .0685 | .0664 |
| Newton | 42.5 | 47.0 | 10.6 | 16.3 | 11.6 | 640,429 | 37.7 | 31,846 | 39,290 | 281,631 | 27.0 | 15,191 | 17,278 | .0136 | .0139 |
| Oconee | 18.0 | 20.4 | 13.3 | 7.1 | 12.7 | 309,413 | 40.7 | 34,895 | 43,579 | 51,068 | 21.1 | 6,694 | 7,193 | .0054 | .0054 |
| Oglethorpe | 9.8 | 10.3 | 5.1 | 3.8 | 5.6 | 135,194 | 33.2 | 28,186 | 35,577 | 26,131 | 16.6 | 6,224 | 6,877 | .0025 | .0025 |
| Paulding | 43.0 | 50.5 | 17.4 | 17.1 | 15.5 | 639,616 | 42.9 | 30,250 | 37,404 | 220,995 | 14.5 | 13,045 | 12,924 | .0130 | .0133 |
| Peach | 21.4 | 22.9 | 7.0 | 7.7 | 6.9 | 316,150 | 37.8 | 31,862 | 41,058 | 195,298 | 49.6 | 18,135 | 25,363 | .0072 | .0076 |
| Pickens | 14.7 | 16.4 | 11.6 | 6.1 | 10.9 | 187,692 | 31.7 | 25,905 | 30,769 | 193,307 | 30.7 | 26,901 | 31,690 | .0057 | .0055 |
| Pierce | 13.4 | 14.1 | 5.2 | 5.1 | 6.3 | 155,171 | 29.5 | 24,958 | 30,426 | 70,900 | 26.4 | 11,685 | 13,902 | .0036 | .0037 |
| Pike | 10.4 | 11.2 | 7.7 | 3.9 | 8.3 | 151,106 | 33.5 | 31,435 | 38,745 | 18,925 | 30.3 | 4,033 | 4,853 | .0028 | .0026 |
| Polk | 34.0 | 35.0 | 2.9 | 13.0 | 3.2 | 420,681 | 24.7 | 26,773 | 32,360 | 192,258 | 19.8 | 12,740 | 14,789 | .0102 | .0095 |
| Pulaski | 8.0 | 7.6 | -5.0 | 3.0 | -3.2 | 111,849 | 24.6 | 28,950 | 37,283 | 40,244 | 5.5 | 12,301 | 13,415 | .0025 | .0023 |
| Putnam | 14.4 | 16.0 | 11.1 | 6.1 | 15.1 | 217,890 | 41.5 | 29,044 | 35,720 | 47,969 | 13.6 | 7,965 | 7,864 | .0041 | .0041 |
| Quitman | 2.2 | 2.2 | .0 | .9 | .0 | 26,365 | 29.3 | 22,660 | 29,294 | 3,754 | 2.0 | 4,089 | 4,171 | .0005 | .0006 |
| Rabun | 11.8 | 12.4 | 5.1 | 5.0 | 6.4 | 177,239 | 36.0 | 27,734 | 35,448 | 92,214 | 13.7 | 17,261 | 18,443 | .0041 | .0038 |
| Randolph | 7.9 | 7.5 | -5.1 | 2.7 | -3.6 | 70,533 | 14.1 | 22,086 | 26,123 | 35,775 | 40.0 | 9,129 | 13,250 | .0020 | .0019 |
| Richmond | 189.5 | 189.6 | .1 | 69.6 | 1.5 | 2,812,012 | 26.9 | 32,295 | 40,402 | 2,085,331 | 25.4 | 24,245 | 29,962 | .0744 | .0700 |
| Rockdale | 55.8 | 64.8 | 16.1 | 22.0 | 16.4 | 1,146,362 | 48.5 | 40,856 | 52,107 | 594,109 | 26.6 | 24,823 | 27,005 | .0233 | .0244 |
| Schley | 3.6 | 3.5 | -2.8 | 1.3 | .0 | 36,470 | 18.2 | 23,735 | 28,054 | 10,752 | -3.8 | 8,595 | 8,271 | .0009 | .0008 |
| Screven | 13.8 | 13.4 | -2.9 | 5.0 | .0 | 146,576 | 24.2 | 23,598 | 29,315 | 57,882 | 30.9 | 8,846 | 11,576 | .0035 | .0032 |
| Seminole | 9.0 | 8.9 | -1.1 | 3.1 | .0 | 108,248 | 28.0 | 27,283 | 34,919 | 47,599 | 21.8 | 12,609 | 15,355 | .0025 | .0025 |
| Spalding | 55.0 | 58.6 | 6.5 | 21.0 | 7.1 | 853,093 | 37.6 | 31,635 | 40,623 | 447,315 | 16.0 | 19,674 | 21,301 | .0197 | .0189 |
| Stephens | 23.4 | 24.4 | 4.3 | 9.4 | 4.4 | 303,141 | 25.7 | 26,806 | 32,249 | 197,866 | 8.6 | 20,245 | 21,050 | .0083 | .0076 |
| Stewart | 5.6 | 5.4 | -3.6 | 1.9 | -5.0 | 45,878 | 15.4 | 19,871 | 24,146 | 16,159 | 3.1 | 7,839 | 8,505 | .0013 | .0011 |
| Sumter | 30.1 | 29.9 | -.7 | 10.5 | 1.0 | 399,775 | 29.5 | 29,675 | 38,074 | 206,841 | 8.9 | 18,257 | 19,699 | .0100 | .0090 |
| Talbot | 6.6 | 6.9 | 4.5 | 2.5 | 4.2 | 81,767 | 28.3 | 26,559 | 32,707 | 9,984 | 2.9 | 4,042 | 3,994 | .0015 | .0016 |
| Taliaferro | 1.9 | 1.9 | .0 | .7 | .0 | 13,282 | 16.8 | 16,246 | 18,974 | 5,098 | 64.4 | 4,430 | 7,283 | .0005 | .0002 |
| Tattnall | 17.7 | 17.8 | .6 | 5.9 | 1.7 | 187,576 | 29.6 | 24,946 | 31,793 | 81,394 | 29.4 | 10,849 | 13,796 | .0044 | .0045 |
| Taylor | 7.6 | 7.5 | -1.3 | 2.8 | .0 | 110,919 | 29.3 | 30,626 | 39,614 | 34,585 | 24.4 | 9,932 | 12,352 | .0024 | .0021 |
| Telfair | 11.0 | 10.8 | -1.8 | 4.0 | .0 | 110,571 | 19.4 | 23,155 | 27,643 | 45,925 | 7.7 | 10,657 | 11,481 | .0028 | .0026 |
| Terrell | 10.6 | 10.3 | -2.8 | 3.7 | 0 | 123,347 | 27.5 | 26,149 | 33,337 | 48,242 | 22.1 | 10,674 | 13,038 | .0030 | .0027 |
| Thomas | 39.1 | 39.8 | 1.8 | 14.9 | 3.5 | 546,351 | 31.6 | 28,833 | 36,668 | 278,326 | 8.1 | 17,887 | 18,680 | .0132 | .0122 |
| Tift | 35.2 | 36.4 | 3.4 | 12.8 | 4.1 | 497,337 | 33.2 | 30,355 | 38,854 | 361,479 | 23.0 | 23,891 | 28,241 | .0130 | .0125 |
| Toombs | 24.2 | 25.0 | 3.3 | 9.2 | 3.4 | 272,711 | 25.1 | 24,489 | 29,643 | 171,087 | 22.2 | 15,734 | 18,596 | .0074 | .0069 |
| Towns | 6.8 | 7.2 | 5.9 | 3.1 | 10.7 | 83,509 | 28.2 | 23,267 | 26,938 | 36,496 | 33.9 | 9,731 | 11,773 | .0020 | .0019 |
| Treutlen | 6.0 | 6.0 | .0 | 2.1 | -4.5 | 54,916 | 12.5 | 22,195 | 26,150 | 13,581 | 1.0 | 6,111 | 6,467 | .0014 | .0012 |
| Troup | 55.8 | 57.8 | 3.6 | 21.4 | 4.4 | 854,951 | 34.1 | 31,094 | 39,951 | 494,887 | 21.8 | 19,828 | 23,126 | .0203 | .0196 |
| Turner | 8.6 | 8.2 | -4.7 | 2.9 | -3.3 | 61,232 | 11.9 | 18,247 | 21,114 | 39,150 | 10.6 | 11,803 | 13,500 | .0020 | .0017 |
| Twiggs | 9.8 | 9.8 | .0 | 3.4 | 3.0 | 145,415 | 35.6 | 32,487 | 42,769 | 9,366 | 14.9 | 2,469 | 2,755 | .0025 | .0025 |
| Union | 12.2 | 13.5 | 10.7 | 5.4 | 12.5 | 151,454 | 40.2 | 22,503 | 28,047 | 58,717 | 16.7 | 10,480 | 10,874 | .0034 | .0033 |
| Upson | 26.3 | 26.6 | 1.1 | 10.2 | 3.0 | 383,398 | 31.3 | 29,487 | 37,588 | 154,723 | 17.8 | 13,265 | 15,169 | .0084 | .0079 |
| ☐ Walker | 58.6 | 60.2 | 2.7 | 22.6 | 3.7 | 790,606 | 26.4 | 28,682 | 34,983 | 242,254 | 7.5 | 10,338 | 10,719 | .0173 | .0159 |
| Walton | 39.2 | 42.6 | 8.7 | 14.8 | 8.8 | 593,971 | 39.2 | 31,381 | 40,133 | 158,973 | 10.2 | 10,606 | 10,741 | .0117 | .0115 |
| Ware | 35.3 | 34.6 | -2.0 | 12.9 | -.8 | 449,485 | 23.5 | 27,995 | 34,844 | 282,896 | 10.8 | 19,636 | 21,930 | .0123 | .0110 |
| Warren | 6.0 | 5.8 | -3.3 | 2.1 | .0 | 68,758 | 28.3 | 25,518 | 32,742 | 11,858 | 1.5 | 5,563 | 5,647 | .0013 | .0013 |
| Washington | 19.2 | 19.5 | 1.6 | 7.0 | 2.9 | 253,547 | 31.6 | 28,326 | 36,221 | 123,274 | 15.9 | 15,637 | 17,611 | .0061 | .0056 |
| Wayne | 22.5 | 23.3 | 3.6 | 8.4 | 5.0 | 303,141 | 31.6 | 28,803 | 36,088 | 142,944 | 8.0 | 16,548 | 17,017 | .0073 | .0068 |
| Webster | 2.2 | 2.1 | -4.5 | .7 | -12.5 | 27,643 | 15.5 | 29,920 | 39,490 | 1,322 | -9.5 | 1,826 | 1,889 | .0005 | .0004 |
| Wheeler | 4.9 | 4.7 | -4.1 | 1.7 | -5.6 | 50,291 | 21.6 | 22,984 | 29,583 | 9,767 | 12.3 | 4,831 | 5,745 | .0011 | .0011 |
| White | 13.3 | 14.7 | 10.5 | 5.6 | 12.0 | 161,575 | 31.7 | 24,540 | 28,853 | 124,838 | 18.3 | 21,110 | 22,293 | .0047 | .0044 |
| Whitfield | 73.1 | 77.3 | 5.7 | 28.7 | 5.9 | 1,037,257 | 25.2 | 30,575 | 36,141 | 739,554 | 16.7 | 23,394 | 25,768 | .0281 | .0260 |
| Wilcox | 7.0 | 6.8 | -2.9 | 2.5 | .0 | 60,627 | 17.1 | 20,709 | 24,251 | 18,313 | 36.3 | 5,375 | 7,325 | .0015 | .0014 |
| Wilkes | 10.5 | 10.2 | -2.9 | 3.9 | -2.5 | 126,599 | 20.5 | 26,255 | 32,461 | 66,284 | 5.9 | 15,651 | 16,996 | .0033 | .0030 |
| Wilkinson | 10.2 | 10.4 | 2.0 | 3.7 | 2.8 | 155,403 | 33.4 | 32,363 | 42,001 | 27,725 | 14.1 | 6,748 | 7,493 | .0029 | .0026 |
| Worth | 19.8 | 20.4 | 3.0 | 7.2 | 4.3 | 218,128 | 23.3 | 25,632 | 30,296 | 77,111 | 16.4 | 9,604 | 10,710 | .0052 | .0049 |
| **TOTAL METRO COUNTIES** | **4,304.0** | **4,788.9** | **11.3** | **1,775.4** | **11.7** | **86,773,646** | **42.7** | **38,242** | **48,876** | **41,766,286** | **22.1** | **21,510** | **23,525** | **1.7800** | **1.7985** |
| **TOTAL STATE** | **6,586.6** | **7,171.5** | **8.9** | **2,635.1** | **9.4** | **116,392,801** | **39.2** | **34,722** | **44,170** | **56,371,781** | **20.6** | **19,417** | **21,393** | **2.4956** | **2.4741** |

# METRO/COUNTY 1995 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990–1995 | 12/31/95 Households (Thous.) | % Change 1990–1995 | 1995 EBI ($000) | % Change 1990–1995 | Average Household EBI | | 1995 Retail Sales ($000) | % Change 1990–1995 | Retail Sales Per Household | | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 1990 | 1995 | | | 1990 | 1995 | 1990 | 1995 |
| **HAWAII** | | | | | | | | | | | | | | | |
| **HONOLULU** | **842.6** | **886.2** | **5.2** | **287.9** | **7.7** | **18,690,965** | **39.3** | **50,187** | **64,922** | **13,989,320** | **67.0** | **31,340** | **48,591** | **.3980** | **.4387** |
| Honolulu | 842.6 | 886.2 | 5.2 | 287.9 | 7.7 | 18,690,965 | 39.3 | 50,187 | 64,922 | 13,989,320 | 67.0 | 31,340 | 48,591 | .3980 | .4387 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Hawaii | 122.6 | 135.9 | 10.8 | 48.6 | 15.2 | 2,277,046 | 41.7 | 38,088 | 46,853 | 1,455,968 | 44.0 | 23,954 | 29,958 | .0496 | .0524 |
| Honolulu | 842.6 | 886.2 | 5.2 | 287.9 | 7.7 | 18,690,965 | 39.3 | 50,187 | 64,922 | 13,989,320 | 67.0 | 31,340 | 48,591 | .3980 | .4387 |
| Kauai | 52.2 | 58.4 | 11.9 | 18.6 | 12.0 | 972,470 | 38.8 | 42,208 | 52,283 | 769,727 | 50.1 | 30,894 | 41,383 | .0226 | .0243 |
| Maui | 102.7 | 116.1 | 13.0 | 38.5 | 13.6 | 1,832,187 | 32.3 | 40,856 | 47,589 | 1,846,814 | 41.8 | 38,429 | 47,969 | .0496 | .0512 |
| **TOTAL METRO COUNTIES** | **842.6** | **886.2** | **5.2** | **287.9** | **7.7** | **18,690,965** | **39.3** | **50,187** | **64,922** | **13,989,320** | **67.0** | **31,340** | **48,591** | **.3980** | **.4387** |
| **TOTAL STATE** | **1,120.1** | **1,196.6** | **6.8** | **393.6** | **9.3** | **23,772,668** | **39.0** | **47,522** | **60,398** | **18,061,829** | **61.2** | **31,121** | **45,889** | **.5198** | **.5666** |
| **IDAHO** | | | | | | | | | | | | | | | |
| **BOISE** | **208.1** | **222.2** | **6.8** | **83.7** | **6.8** | **4,081,800** | **43.5** | **36,292** | **48,767** | **2,062,569** | **39.4** | **18,876** | **24,642** | **.0818** | **.0856** |
| Ada | 208.1 | 222.2 | 6.8 | 83.7 | 6.8 | 4,081,800 | 43.5 | 36,292 | 48,767 | 2,062,569 | 39.4 | 18,876 | 24,642 | .0818 | .0856 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Ada | 208.1 | 222.2 | 6.8 | 83.7 | 6.8 | 4,081,800 | 43.5 | 36,292 | 48,767 | 2,062,569 | 39.4 | 18,876 | 24,642 | .0818 | .0856 |
| Adams | 3.2 | 3.0 | -6.3 | 1.2 | .0 | 40,153 | 26.2 | 26,514 | 33,461 | 10,144 | 22.9 | 6,881 | 8,453 | .0009 | .0008 |
| Bannock | 65.8 | 65.4 | -.6 | 23.2 | -.4 | 993,736 | 30.1 | 32,785 | 42,833 | 579,189 | 28.4 | 19,366 | 24,965 | .0236 | .0228 |
| Bear Lake | 6.0 | 5.5 | -8.3 | 1.8 | -10.0 | 62,387 | 12.9 | 27,633 | 34,659 | 26,028 | 23.6 | 10,532 | 14,460 | .0017 | .0014 |
| Benewah | 7.9 | 7.5 | -5.1 | 2.9 | -3.3 | 105,137 | 20.6 | 29,053 | 36,254 | 54,474 | 41.7 | 12,815 | 18,784 | .0024 | .0023 |
| Bingham | 37.7 | 38.4 | 1.9 | 11.8 | 1.7 | 623,923 | 50.6 | 35,705 | 52,875 | 187,848 | 31.2 | 12,339 | 15,919 | .0113 | .0120 |
| Blaine | 13.9 | 15.7 | 12.9 | 6.4 | 12.3 | 307,652 | 55.1 | 34,804 | 48,071 | 169,072 | 34.4 | 22,070 | 26,418 | .0062 | .0065 |
| Boise | 3.5 | 3.6 | 2.9 | 1.4 | .0 | 40,347 | 17.0 | 24,641 | 28,819 | 8,045 | 50.4 | 3,821 | 5,746 | .0008 | .0007 |
| Bonner | 26.6 | 26.7 | .4 | 10.5 | 1.9 | 290,579 | 24.2 | 22,719 | 27,674 | 185,163 | 25.3 | 14,346 | 17,635 | .0079 | .0075 |
| Bonneville | 72.8 | 76.9 | 5.6 | 26.0 | 6.1 | 1,204,577 | 41.0 | 34,867 | 46,330 | 751,495 | 28.9 | 23,802 | 28,904 | .0277 | .0278 |
| Boundary | 8.4 | 8.7 | 3.6 | 3.0 | 3.4 | 104,098 | 38.0 | 26,020 | 34,699 | 38,418 | 8.2 | 12,247 | 12,806 | .0023 | .0023 |
| Butte | 2.9 | 2.7 | -6.9 | .9 | -10.0 | 46,677 | 33.3 | 35,006 | 51,863 | 12,094 | 17.4 | 10,305 | 13,438 | .0010 | .0009 |
| Camas | .7 | .6 | -14.3 | .2 | -33.3 | 10,501 | -.1 | 35,043 | 52,505 | 408 | -24.7 | 1,807 | 2,040 | .0001 | .0001 |
| Canyon | 90.2 | 91.7 | 1.7 | 31.7 | 1.3 | 1,220,288 | 33.7 | 29,161 | 38,495 | 673,287 | 24.1 | 17,331 | 21,239 | .0293 | .0283 |
| Caribou | 6.8 | 6.2 | -8.8 | 2.0 | -9.1 | 100,024 | 28.3 | 35,445 | 50,012 | 29,672 | 45.9 | 9,245 | 14,836 | .0020 | .0017 |
| Cassia | 19.4 | 19.1 | -1.5 | 6.2 | -1.6 | 264,676 | 36.7 | 30,737 | 42,690 | 135,490 | 10.3 | 19,493 | 21,853 | .0063 | .0060 |
| Clark | .8 | .8 | .0 | .3 | .0 | 12,465 | 46.3 | 28,393 | 41,550 | 1,458 | 12.2 | 4,333 | 4,860 | .0003 | .0003 |
| Clearwater | 8.4 | 7.9 | -6.0 | 3.0 | -6.3 | 138,586 | 27.7 | 33,918 | 46,195 | 45,804 | 16.6 | 12,279 | 15,268 | .0027 | .0026 |
| Custer | 4.1 | 3.9 | -4.9 | 1.5 | .0 | 56,204 | 39.3 | 26,890 | 37,469 | 24,035 | 74.2 | 9,199 | 16,023 | .0012 | .0012 |
| Elmore | 21.2 | 21.3 | .5 | 7.1 | .0 | 215,029 | 19.2 | 25,404 | 30,286 | 90,842 | 14.7 | 11,153 | 12,795 | .0056 | .0050 |
| Franklin | 9.2 | 9.3 | 1.1 | 2.8 | .0 | 91,926 | 25.6 | 26,135 | 32,831 | 43,534 | 20.9 | 12,858 | 15,548 | .0024 | .0022 |
| Fremont | 10.9 | 10.7 | -1.8 | 3.4 | .0 | 172,961 | 49.8 | 33,964 | 50,871 | 38,983 | 43.0 | 8,017 | 11,466 | .0030 | .0031 |
| Gem | 11.8 | 11.5 | -2.5 | 4.3 | -2.3 | 140,420 | 21.6 | 26,243 | 32,656 | 35,294 | .9 | 7,953 | 8,208 | .0031 | .0028 |
| Gooding | 11.5 | 11.0 | -4.3 | 4.1 | -4.7 | 149,947 | 27.7 | 27,308 | 36,572 | 43,275 | 13.7 | 8,850 | 10,555 | .0032 | .0030 |
| Idaho | 13.7 | 13.1 | -4.4 | 5.0 | -3.8 | 156,277 | 16.4 | 25,819 | 31,255 | 61,158 | 22.3 | 9,613 | 12,232 | .0039 | .0033 |
| Jefferson | 16.7 | 17.5 | 4.8 | 5.2 | 6.1 | 189,483 | 40.1 | 27,606 | 36,439 | 43,280 | 24.9 | 7,070 | 8,323 | .0038 | .0039 |
| Jerome | 15.1 | 14.7 | -2.6 | 5.2 | -1.9 | 209,624 | 33.6 | 29,597 | 40,312 | 69,663 | 25.9 | 10,440 | 13,397 | .0043 | .0041 |
| Kootenai | 70.2 | 72.7 | 3.6 | 28.3 | 4.4 | 1,286,051 | 45.4 | 32,643 | 45,443 | 647,608 | 35.9 | 17,580 | 22,884 | .0263 | .0273 |
| Latah | 30.7 | 31.3 | 2.0 | 11.5 | 1.8 | 560,805 | 44.8 | 34,275 | 48,766 | 227,095 | 24.1 | 16,200 | 19,747 | .0110 | .0110 |
| Lemhi | 6.9 | 6.8 | -1.4 | 2.8 | .0 | 77,157 | 18.5 | 23,258 | 27,556 | 29,698 | -1.5 | 10,770 | 10,606 | .0019 | .0018 |
| Lewis | 3.5 | 3.3 | -5.7 | 1.3 | -7.1 | 68,084 | 39.6 | 34,826 | 52,372 | 9,861 | 5.0 | 6,706 | 7,585 | .0012 | .0010 |
| Lincoln | 3.3 | 3.2 | -3.0 | 1.2 | .0 | 35,202 | 26.3 | 23,235 | 29,335 | 4,632 | .4 | 3,843 | 3,860 | .0007 | .0008 |
| Madison | 23.9 | 25.4 | 6.3 | 6.0 | 1.7 | 279,883 | 48.8 | 31,879 | 46,647 | 137,349 | 23.6 | 18,830 | 22,892 | .0065 | .0066 |
| Minidoka | 19.2 | 18.7 | -2.6 | 6.3 | -1.6 | 320,977 | 45.2 | 34,532 | 50,949 | 113,603 | 33.6 | 11,558 | 18,032 | .0059 | .0061 |
| Nez Perce | 33.8 | 34.4 | 1.8 | 14.0 | 2.9 | 640,721 | 41.8 | 33,227 | 45,766 | 327,066 | 14.9 | 20,931 | 23,362 | .0138 | .0135 |
| Oneida | 3.5 | 3.6 | 2.9 | 1.2 | 0 | 52,536 | 50.2 | 29,157 | 43,780 | 13,723 | 13.0 | 10,122 | 11,436 | .0010 | .0011 |
| Owyhee | 8.4 | 8.6 | 2.4 | 2.9 | 3.6 | 86,878 | 33.5 | 23,236 | 29,958 | 30,659 | 31.4 | 8,333 | 10,572 | .0020 | .0018 |
| Payette | 16.5 | 16.7 | 1.2 | 6.2 | 1.6 | 238,935 | 43.2 | 27,351 | 38,538 | 50,215 | 21.8 | 6,758 | 8,099 | .0044 | .0045 |
| Power | 7.1 | 7.1 | .0 | 2.4 | .0 | 103,903 | 34.8 | 32,114 | 43,293 | 41,954 | 67.6 | 10,428 | 17,481 | .0020 | .0021 |
| Shoshone | 13.4 | 11.7 | -12.7 | 4.9 | -10.9 | 304,991 | 35.0 | 41,064 | 62,243 | 98,668 | 33.0 | 13,492 | 20,136 | .0056 | .0053 |
| Teton | 3.5 | 3.6 | 2.9 | 1.2 | 9.1 | 43,317 | 50.1 | 26,229 | 36,098 | 18,285 | 16.0 | 14,329 | 15,238 | .0010 | .0010 |
| Twin Falls | 53.6 | 53.8 | .4 | 19.9 | 1.0 | 896,276 | 40.2 | 32,457 | 45,039 | 600,114 | 36.0 | 22,403 | 30,156 | .0207 | .0210 |
| Valley | 6.1 | 6.1 | .0 | 2.5 | 4.2 | 98,304 | 35.1 | 30,313 | 39,322 | 42,304 | 16.9 | 15,080 | 16,922 | .0020 | .0021 |
| Washington | 8.5 | 8.2 | -3.5 | 3.2 | .0 | 105,964 | 32.9 | 24,921 | 33,114 | 16,330 | 3.9 | 4,913 | 5,103 | .0022 | .0019 |
| **TOTAL METRO COUNTIES** | **208.1** | **222.2** | **6.8** | **83.7** | **6.8** | **4,081,800** | **43.5** | **36,292** | **48,767** | **2,062,569** | **39.4** | **18,876** | **24,642** | **.0818** | **.0856** |
| **TOTAL STATE** | **1,009.4** | **1,030.8** | **2.1** | **370.6** | **2.4** | **16,229,461** | **39.0** | **32,260** | **43,792** | **7,829,886** | **30.4** | **16,591** | **21,128** | **.3470** | **.3469** |

# METRO/COUNTY 1995 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990–1995 | 12/31/95 Households (Thous.) | % Change 1990–1995 | 1995 EBI ($000) | % Change 1990–1995 | Average Household EBI | | 1995 Retail Sales ($000) | % Change 1990–1995 | Retail Sales Per Household | | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 1990 | 1995 | | | 1990 | 1995 | 1990 | 1995 |
| **ILLINOIS** | | | | | | | | | | | | | | | |
| **AURORA - ELGIN** | **363.4** | **402.2** | **10.7** | **134.2** | **9.4** | **7,389,998** | **38.0** | **43,643** | **55,067** | **4,351,021** | **59.7** | **22,198** | **32,422** | **.1508** | **.1628** |
| Kane | 323.7 | 360.5 | 11.4 | 120.2 | 10.0 | 6,725,490 | 39.9 | 43,997 | 55,952 | 4,174,903 | 60.5 | 23,792 | 34,733 | .1378 | .1504 |
| Kendall | 39.7 | 41.7 | 5.0 | 14.0 | 4.5 | 664,508 | 21.7 | 40,757 | 47,465 | 176,118 | 42.9 | 9,197 | 12,580 | .0130 | .0124 |
| **BLOOMINGTON - NORMAL** | **130.1** | **135.6** | **4.2** | **49.1** | **4.0** | **2,688,299** | **37.1** | **41,533** | **54,752** | **1,450,040** | **39.9** | **21,967** | **29,532** | **.0556** | **.0567** |
| McLean | 130.1 | 135.6 | 4.2 | 49.1 | 4.0 | 2,688,299 | 37.1 | 41,533 | 54,752 | 1,450,040 | 39.9 | 21,967 | 29,532 | .0556 | .0567 |
| **CHAMPAIGN - URBANA - RANTOUL** | **173.4** | **176.7** | **1.9** | **65.3** | **1.9** | **2,897,454** | **25.4** | **36,060** | **44,371** | **1,687,754** | **25.9** | **20,916** | **25,846** | **.0691** | **.0649** |
| Champaign | 173.4 | 176.7 | 1.9 | 65.3 | 1.9 | 2,897,454 | 25.4 | 36,060 | 44,371 | 1,687,754 | 25.9 | 20,916 | 25,846 | .0691 | .0649 |
| **CHICAGO** | **6,077.3** | **6,152.7** | **1.2** | **2,233.6** | **.4** | **130,417,954** | **33.2** | **44,019** | **58,389** | **69,078,097** | **45.2** | **21,382** | **30,927** | **2.6730** | **2.7028** |
| Cook | 5,096.8 | 5,078.3 | –.4 | 1,851.8 | –1.3 | 101,957,945 | 29.7 | 41,901 | 55,059 | 54,754,883 | 45.3 | 20,083 | 29,568 | 2.1553 | 2.1427 |
| Du Page | 794.2 | 869.8 | 9.5 | 311.7 | 9.8 | 24,481,995 | 49.2 | 57,809 | 78,543 | 12,864,417 | 46.5 | 30,925 | 41,272 | .4435 | .4844 |
| McHenry | 186.3 | 204.6 | 9.8 | 70.1 | 9.5 | 3,978,014 | 38.3 | 44,959 | 56,748 | 1,458,797 | 32.9 | 17,153 | 20,810 | .0742 | .0757 |
| ***CHICAGO - GARY - LAKE COUNTY CONSOLIDATED AREA*** | ***8,091.8*** | ***8,282.8*** | ***2.4*** | ***2,963.3*** | ***1.6*** | ***171,921,995*** | ***34.0*** | ***43,951*** | ***58,017*** | ***87,609,245*** | ***42.7*** | ***21,045*** | ***29,565*** | ***3.4978*** | ***3.5333*** |
| **DAVENPORT - ROCK ISLAND - MOLINE** | **348.4** | **336.6** | **–3.4** | **132.5** | **–2.0** | **6,481,857** | **25.2** | **38,305** | **48,920** | **3,978,175** | **46.7** | **20,062** | **30,024** | **.1468** | **.1435** |
| Henry | 50.7 | 48.3 | –4.7 | 18.6 | –3.6 | 892,636 | 22.6 | 37,737 | 47,991 | 430,384 | 45.9 | 15,286 | 23,139 | .0193 | .0184 |
| Rock Island | 147.3 | 140.2 | –4.8 | 57.0 | –2.9 | 2,807,332 | 22.2 | 39,129 | 49,251 | 1,503,580 | 34.8 | 19,003 | 26,379 | .0631 | .0590 |
| *Scott, Iowa* | *150.4* | *148.1* | *–1.5* | *56.9* | *–.5* | *2,781,889* | *29.2* | *37,650* | *48,891* | *2,044,211* | *57.0* | *22,761* | *35,926* | *.0644* | *.0661* |
| **DECATUR** | **116.2** | **110.9** | **–4.6** | **43.9** | **–3.7** | **2,147,793** | **22.9** | **38,311** | **48,925** | **1,269,542** | **41.0** | **19,748** | **28,919** | **.0492** | **.0468** |
| Macon | 116.2 | 110.9 | –4.6 | 43.9 | –3.7 | 2,147,793 | 22.9 | 38,311 | 48,925 | 1,269,542 | 41.0 | 19,748 | 28,919 | .0492 | .0468 |
| **JOLIET** | **393.1** | **414.6** | **5.5** | **135.5** | **4.2** | **7,713,669** | **33.4** | **44,441** | **56,927** | **2,946,796** | **34.4** | **16,855** | **21,748** | **.1504** | **.1495** |
| Grundy | 32.6 | 33.9 | 4.0 | 12.6 | 4.1 | 723,234 | 38.0 | 43,302 | 57,400 | 274,250 | 48.3 | 15,281 | 21,766 | .0132 | .0136 |
| Will | 360.5 | 380.7 | 5.6 | 122.9 | 4.2 | 6,990,435 | 33.0 | 44,558 | 56,879 | 2,672,546 | 33.1 | 17,016 | 21,746 | .1372 | .1359 |
| **KANKAKEE** | **96.0** | **95.1** | **–.9** | **34.2** | **–.9** | **1,435,852** | **21.6** | **34,231** | **41,984** | **929,107** | **42.5** | **18,898** | **27,167** | **.0353** | **.0339** |
| Kankakee | 96.0 | 95.1 | –.9 | 34.2 | –.9 | 1,435,852 | 21.6 | 34,231 | 41,984 | 929,107 | 42.5 | 18,898 | 27,167 | .0353 | .0339 |
| **LAKE COUNTY** | **525.8** | **581.9** | **10.7** | **196.4** | **10.8** | **14,674,064** | **47.1** | **56,281** | **74,715** | **5,966,375** | **32.6** | **25,382** | **30,379** | **.2593** | **.2733** |
| Lake | 525.8 | 581.9 | 10.7 | 196.4 | 10.8 | 14,674,064 | 47.1 | 56,281 | 74,715 | 5,966,375 | 32.6 | 25,382 | 30,379 | .2593 | .2733 |
| **PEORIA** | **338.1** | **332.9** | **–1.5** | **128.2** | **–.6** | **6,928,547** | **28.9** | **41,683** | **54,045** | **3,600,463** | **42.7** | **19,556** | **28,085** | **.1455** | **.1433** |
| Peoria | 182.0 | 177.9 | –2.3 | 69.5 | –1.4 | 4,027,027 | 32.5 | 43,105 | 57,943 | 2,174,405 | 45.8 | 21,148 | 31,286 | .0826 | .0830 |
| Tazewell | 123.4 | 122.0 | –1.1 | 47.1 | .0 | 2,366,435 | 24.6 | 40,336 | 50,243 | 1,214,608 | 38.9 | 18,571 | 25,788 | .0515 | .0495 |
| Woodford | 32.7 | 33.0 | .9 | 11.6 | 1.8 | 535,085 | 22.1 | 38,450 | 46,128 | 211,450 | 34.6 | 13,778 | 18,228 | .0114 | .0108 |
| **ROCKFORD** | **284.2** | **288.2** | **1.4** | **110.1** | **2.1** | **5,256,097** | **27.6** | **38,222** | **47,739** | **2,867,045** | **35.2** | **19,677** | **26,040** | **.1168** | **.1130** |
| Boone | 31.0 | 32.2 | 3.9 | 11.4 | 3.6 | 440,333 | 22.0 | 32,799 | 38,626 | 243,072 | 39.2 | 15,877 | 21,322 | .0105 | .0101 |
| Winnebago | 253.2 | 256.0 | 1.1 | 98.7 | 2.0 | 4,815,764 | 28.1 | 38,839 | 48,792 | 2,623,973 | 34.8 | 20,109 | 26,585 | .1063 | .1029 |
| **SPRINGFIELD** | **189.9** | **193.0** | **1.6** | **78.3** | **2.4** | **3,121,484** | **21.2** | **33,662** | **39,866** | **2,131,193** | **38.4** | **20,129** | **27,218** | **.0774** | **.0740** |
| Menard | 11.1 | 11.0 | –.9 | 4.2 | .0 | 137,070 | 16.9 | 27,926 | 32,636 | 55,667 | 49.9 | 8,843 | 13,254 | .0032 | .0029 |
| Sangamon | 178.8 | 182.0 | 1.8 | 74.1 | 2.5 | 2,984,414 | 21.4 | 33,996 | 40,275 | 2,075,526 | 38.1 | 20,785 | 28,010 | .0742 | .0711 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Adams | 65.8 | 64.1 | –2.6 | 24.9 | –2.0 | 842,493 | 14.6 | 28,932 | 33,835 | 553,844 | 22.2 | 17,846 | 22,243 | .0233 | .0207 |
| Alexander | 10.5 | 10.1 | –3.8 | 4.1 | –2.4 | 107,514 | 16.8 | 21,913 | 26,223 | 68,143 | 42.4 | 11,390 | 16,620 | .0029 | .0027 |
| Bond | 14.9 | 14.7 | –1.3 | 5.6 | .0 | 217,512 | 24.7 | 31,152 | 38,841 | 79,280 | 41.3 | 10,021 | 14,157 | .0046 | .0044 |
| Boone | 31.0 | 32.2 | 3.9 | 11.4 | 3.6 | 440,333 | 22.0 | 32,799 | 38,626 | 243,072 | 39.2 | 15,877 | 21,322 | .0105 | .0101 |
| Brown | 5.8 | 5.8 | .0 | 2.0 | .0 | 93,962 | 43.0 | 32,843 | 46,981 | 16,581 | 33.4 | 6,213 | 8,291 | .0017 | .0016 |
| Bureau | 35.5 | 34.2 | –3.7 | 13.4 | –2.2 | 673,317 | 29.3 | 37,998 | 50,248 | 204,897 | 28.5 | 11,637 | 15,291 | .0129 | .0123 |
| Calhoun | 5.3 | 5.1 | –3.8 | 2.0 | .0 | 67,083 | 22.5 | 27,391 | 33,542 | 25,078 | 29.5 | 9,681 | 12,539 | .0015 | .0014 |
| Carroll | 16.7 | 16.0 | –4.2 | 6.4 | –3.0 | 275,109 | 24.2 | 33,570 | 42,986 | 92,629 | 40.2 | 10,011 | 14,473 | .0056 | .0053 |
| Cass | 13.3 | 12.7 | –4.5 | 4.9 | –3.9 | 205,767 | 22.5 | 32,929 | 41,993 | 73,544 | 38.6 | 10,403 | 15,009 | .0044 | .0041 |
| Champaign | 173.4 | 176.7 | 1.9 | 65.3 | 1.9 | 2,897,454 | 25.4 | 36,060 | 44,371 | 1,687,754 | 25.9 | 20,916 | 25,846 | .0691 | .0649 |
| Christian | 34.3 | 33.8 | –1.5 | 13.4 | –.7 | 662,249 | 34.4 | 36,499 | 49,422 | 292,622 | 41.2 | 15,350 | 21,837 | .0131 | .0133 |
| Clark | 15.9 | 15.6 | –1.9 | 6.3 | –1.6 | 220,675 | 18.9 | 28,991 | 35,028 | 100,500 | 35.7 | 11,575 | 15,952 | .0052 | .0047 |
| Clay | 14.4 | 13.9 | –3.5 | 5.5 | –3.5 | 231,968 | 34.0 | 30,363 | 42,176 | 91,373 | 46.8 | 10,916 | 16,613 | .0048 | .0046 |
| ☐ Clinton | 34.0 | 34.6 | 1.8 | 11.9 | 2.6 | 510,465 | 29.4 | 33,996 | 42,896 | 201,792 | 30.9 | 13,285 | 16,957 | .0108 | .0105 |
| Coles | 51.6 | 51.5 | –.2 | 18.9 | .0 | 878,181 | 31.0 | 35,463 | 46,465 | 515,461 | 36.8 | 19,944 | 27,273 | .0200 | .0197 |
| Cook | 5,096.8 | 5,078.3 | –.4 | 1,851.8 | –1.3 | 101,957,945 | 29.7 | 41,901 | 55,059 | 54,754,883 | 45.3 | 20,083 | 29,568 | 2.1553 | 2.1427 |
| Crawford | 19.3 | 18.5 | –4.1 | 7.5 | –2.6 | 434,799 | 40.0 | 40,335 | 57,973 | 144,002 | 38.7 | 13,484 | 19,200 | .0077 | .0078 |
| Cumberland | 10.7 | 10.7 | .0 | 4.1 | 2.5 | 124,737 | 20.8 | 25,818 | 30,424 | 52,430 | 49.4 | 8,775 | 12,788 | .0029 | .0027 |
| De Kalb | 78.4 | 81.1 | 3.4 | 27.4 | 3.0 | 1,327,661 | 28.6 | 38,809 | 48,455 | 636,400 | 29.4 | 18,484 | 23,226 | .0292 | .0282 |
| De Witt | 16.4 | 15.8 | –3.7 | 6.2 | –3.1 | 402,951 | 40.1 | 44,940 | 64,992 | 160,346 | 66.4 | 15,061 | 25,862 | .0070 | .0075 |
| Douglas | 19.4 | 19.3 | –.5 | 7.1 | –1.4 | 325,704 | 24.9 | 36,211 | 45,874 | 138,222 | 29.6 | 14,808 | 19,468 | .0071 | .0066 |
| Du Page | 794.2 | 869.8 | 9.5 | 311.7 | 9.8 | 24,481,995 | 49.2 | 57,809 | 78,543 | 12,864,417 | 46.5 | 30,925 | 41,272 | .4435 | .4844 |

# METRO/COUNTY 1995 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990–1995 | 12/31/95 Households (Thous.) | % Change 1990–1995 | 1995 EBI ($000) | % Change 1990–1995 | Average Household EBI | | 1995 Retail Sales ($000) | % Change 1990–1995 | Retail Sales Per Household | | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 1990 | 1995 | | | 1990 | 1995 | 1990 | 1995 |
| **ILLINOIS (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Edgar | 19.4 | 18.5 | -4.6 | 7.5 | -3.8 | 301,762 | 23.4 | 31,341 | 40,235 | 172,231 | 42.0 | 15,554 | 22,964 | .0071 | .0067 |
| Edwards | 7.4 | 7.1 | -4.1 | 2.9 | -3.3 | 143,879 | 37.7 | 34,826 | 49,613 | 45,162 | 60.8 | 9,364 | 15,573 | .0025 | .0027 |
| Effingham | 31.9 | 32.9 | 3.1 | 12.0 | 4.3 | 462,581 | 23.7 | 32,526 | 38,548 | 471,876 | 46.6 | 27,993 | 39,323 | .0132 | .0132 |
| Fayette | 20.8 | 20.4 | -1.9 | 7.5 | -2.6 | 281,659 | 21.9 | 30,019 | 37,555 | 124,101 | 39.1 | 11,589 | 16,547 | .0065 | .0060 |
| Ford | 14.2 | 13.8 | -2.8 | 5.5 | -1.8 | 195,894 | 15.9 | 30,176 | 35,617 | 100,727 | 32.0 | 13,630 | 18,314 | .0048 | .0045 |
| Franklin | 40.0 | 38.3 | -4.3 | 15.8 | -3.7 | 513,853 | 15.2 | 27,188 | 32,522 | 321,275 | 34.1 | 14,606 | 20,334 | .0136 | .0123 |
| Fulton | 37.8 | 36.4 | -3.7 | 14.4 | -2.7 | 489,105 | 15.1 | 28,716 | 33,966 | 252,754 | 26.9 | 13,462 | 17,552 | .0123 | .0110 |
| Gallatin | 6.8 | 6.4 | -5.9 | 2.6 | -3.7 | 86,734 | 19.9 | 26,798 | 33,359 | 23,050 | 30.3 | 6,552 | 8,865 | .0020 | .0017 |
| Greene | 15.3 | 15.0 | -2.0 | 5.8 | -1.7 | 165,788 | 13.6 | 24,740 | 28,584 | 55,105 | 21.0 | 7,717 | 9,501 | .0040 | .0036 |
| Grundy | 32.6 | 33.9 | 4.0 | 12.6 | 4.1 | 723,234 | 38.0 | 43,302 | 57,400 | 274,250 | 48.3 | 15,281 | 21,766 | .0132 | .0136 |
| Hamilton | 8.5 | 8.2 | -3.5 | 3.4 | -2.9 | 177,985 | 42.6 | 35,659 | 52,349 | 67,227 | 70.5 | 11,268 | 19,773 | .0030 | .0033 |
| Hancock | 21.2 | 20.4 | -3.8 | 8.1 | -2.4 | 328,640 | 24.1 | 31,906 | 40,573 | 89,604 | 41.8 | 7,613 | 11,062 | .0065 | .0062 |
| Hardin | 5.2 | 5.1 | 1.9 | 2.0 | -4.8 | 44,330 | 11.7 | 18,900 | 22,165 | 17,531 | 26.7 | 6,588 | 8,766 | .0013 | .0011 |
| Henderson | 8.1 | 8.0 | -1.2 | 3.2 | 0 | 104,578 | 15.4 | 28,311 | 32,681 | 15,746 | 9.8 | 4,481 | 4,921 | .0022 | .0019 |
| Henry | 50.7 | 48.3 | -4.7 | 18.6 | -3.6 | 892,636 | 22.6 | 37,737 | 47,991 | 430,384 | 45.9 | 15,286 | 23,139 | .0193 | .0184 |
| Iroquois | 30.6 | 29.8 | -2.6 | 11.5 | -1.7 | 410,179 | 14.8 | 30,532 | 35,668 | 160,279 | 26.1 | 10,861 | 13,937 | .0097 | .0085 |
| Jackson | 61.0 | 60.5 | -.8 | 23.3 | -.4 | 880,439 | 25.9 | 29,888 | 37,787 | 604,735 | 33.1 | 19,421 | 25,954 | .0223 | .0215 |
| Jasper | 10.6 | 10.3 | -2.8 | 3.9 | -2.5 | 130,327 | 13.5 | 28,707 | 33,417 | 55,289 | 27.9 | 10,803 | 14,177 | .0032 | .0029 |
| Jefferson | 36.9 | 36.4 | -1.4 | 14.4 | -1.4 | 551,122 | 21.6 | 31,030 | 38,272 | 438,490 | 50.3 | 19,979 | 30,451 | .0143 | .0140 |
| ☐ Jersey | 20.6 | 20.9 | 1.5 | 7.5 | 1.4 | 269,462 | 16.8 | 31,163 | 35,928 | 155,824 | 34.9 | 15,610 | 20,777 | .0069 | .0064 |
| Jo Daviess | 21.7 | 21.3 | -1.8 | 8.2 | -1.2 | 268,146 | 16.0 | 27,845 | 32,701 | 134,241 | 45.3 | 11,131 | 16,371 | .0065 | .0060 |
| Johnson | 11.4 | 11.8 | 3.5 | 4.0 | 8.1 | 110,614 | 27.4 | 23,466 | 27,654 | 39,643 | 35.5 | 7,908 | 9,911 | .0026 | .0026 |
| Kane | 323.7 | 360.5 | 11.4 | 120.2 | 10.0 | 6,725,490 | 39.9 | 43,997 | 55,952 | 4,174,903 | 60.5 | 23,792 | 34,733 | .1378 | .1504 |
| Kankakee | 96.0 | 95.1 | -.9 | 34.2 | -.9 | 1,435,852 | 21.6 | 34,231 | 41,984 | 929,107 | 42.5 | 18,898 | 27,167 | .0353 | .0339 |
| Kendall | 39.7 | 41.7 | 5.0 | 14.0 | 4.5 | 664,508 | 21.7 | 40,757 | 47,465 | 176,118 | 42.9 | 9,197 | 12,580 | .0130 | .0124 |
| Knox | 56.1 | 54.7 | -2.5 | 21.5 | -1.4 | 751,232 | 16.2 | 29,651 | 34,941 | 484,694 | 25.7 | 17,686 | 22,544 | .0201 | .0180 |
| Lake | 525.8 | 581.9 | 10.7 | 196.4 | 10.8 | 14,674,064 | 47.1 | 56,281 | 74,715 | 5,966,375 | 32.6 | 25,382 | 30,379 | .2593 | .2733 |
| La Salle | 106.6 | 104.5 | -2.0 | 40.9 | -.7 | 1,642,297 | 17.9 | 33,796 | 40,154 | 1,124,383 | 37.2 | 19,890 | 27,491 | .0420 | .0393 |
| Lawrence | 15.8 | 14.9 | -5.7 | 5.9 | -4.8 | 186,568 | 11.2 | 27,053 | 31,622 | 94,762 | 30.4 | 11,717 | 16,061 | .0048 | .0042 |
| Lee | 34.4 | 34.2 | -.6 | 12.5 | .0 | 618,431 | 29.4 | 38,225 | 49,474 | 248,789 | 40.4 | 14,176 | 19,903 | .0126 | .0122 |
| Livingston | 39.2 | 38.9 | -.8 | 13.7 | .0 | 561,512 | 17.1 | 35,012 | 40,986 | 268,210 | 31.6 | 14,881 | 19,577 | .0133 | .0122 |
| Logan | 30.8 | 30.6 | -.6 | 11.1 | .9 | 482,006 | 24.9 | 35,096 | 43,424 | 224,678 | 23.3 | 16,572 | 20,241 | .0109 | .0102 |
| McDonough | 35.0 | 34.0 | -2.9 | 11.7 | -3.3 | 397,133 | 14.2 | 28,750 | 33,943 | 243,241 | 23.5 | 16,278 | 20,790 | .0111 | .0098 |
| McHenry | 186.3 | 204.6 | 9.8 | 70.1 | 9.5 | 3,978,014 | 38.3 | 44,959 | 56,748 | 1,458,797 | 32.9 | 17,153 | 20,810 | .0742 | .0757 |
| McLean | 130.1 | 135.6 | 4.2 | 49.1 | 4.0 | 2,688,299 | 37.1 | 41,533 | 54,752 | 1,450,040 | 39.9 | 21,967 | 29,532 | .0556 | .0567 |
| Macon | 116.2 | 110.9 | -4.6 | 43.9 | -3.7 | 2,147,793 | 22.9 | 38,311 | 48,925 | 1,269,542 | 41.0 | 19,748 | 28,919 | .0492 | .0468 |
| Macoupin | 47.6 | 46.9 | -1.5 | 17.9 | -1.1 | 722,331 | 25.0 | 31,929 | 40,354 | 380,004 | 54.4 | 13,597 | 21,229 | .0161 | .0160 |
| ☐ Madison | 249.7 | 253.2 | 1.4 | 97.0 | 2.1 | 3,613,234 | 20.8 | 31,493 | 37,250 | 2,201,518 | 28.4 | 18,043 | 22,696 | .0911 | .0847 |
| Marion | 41.4 | 40.4 | -2.4 | 15.9 | -1.9 | 587,035 | 20.5 | 30,076 | 36,920 | 411,871 | 43.1 | 17,766 | 25,904 | .0151 | .0145 |
| Marshall | 12.8 | 12.4 | -3.1 | 4.8 | -2.0 | 177,759 | 13.2 | 32,060 | 37,033 | 66,462 | 35.5 | 10,011 | 13,846 | .0041 | .0036 |
| Mason | 16.1 | 15.3 | -5.0 | 5.9 | -6.3 | 209,833 | 9.7 | 30,358 | 35,565 | 60,766 | 13.4 | 8,508 | 10,299 | .0048 | .0041 |
| Massac | 14.7 | 14.6 | -.7 | 5.9 | .0 | 168,970 | 17.7 | 24,333 | 28,639 | 74,663 | 32.8 | 9,531 | 12,655 | .0042 | .0039 |
| Menard | 11.1 | 11.0 | -.9 | 4.2 | .0 | 137,070 | 16.9 | 27,926 | 32,636 | 55,667 | 49.9 | 8,843 | 13,254 | .0032 | .0029 |
| Mercer | 17.2 | 16.5 | -4.1 | 6.3 | -3.1 | 250,263 | 16.3 | 33,113 | 39,724 | 73,237 | 35.8 | 8,295 | 11,625 | .0053 | .0048 |
| ☐ Monroe | 22.7 | 24.3 | 7.0 | 8.9 | 7.2 | 346,936 | 23.6 | 33,817 | 38,982 | 178,783 | 35.7 | 15,876 | 20,088 | .0080 | .0077 |
| Montgomery | 30.7 | 30.5 | -.7 | 11.4 | -.9 | 436,606 | 22.7 | 30,932 | 38,299 | 217,647 | 29.8 | 14,583 | 19,092 | .0103 | .0096 |
| Morgan | 36.3 | 35.9 | -1.1 | 13.6 | 0 | 570,772 | 23.0 | 34,111 | 41,969 | 377,990 | 41.2 | 19,684 | 27,793 | .0140 | .0135 |
| Moultrie | 13.9 | 13.6 | -2.2 | 5.0 | -2.0 | 176,630 | 13.0 | 30,639 | 35,326 | 77,551 | 37.7 | 11,043 | 15,510 | .0043 | .0039 |
| Ogle | 46.0 | 46.5 | 1.1 | 17.4 | 1.8 | 862,144 | 31.4 | 38,383 | 49,549 | 256,205 | 37.5 | 10,894 | 14,724 | .0162 | .0158 |
| Peoria | 182.0 | 177.9 | -2.3 | 69.5 | -1.4 | 4,027,027 | 32.5 | 43,105 | 57,943 | 2,174,405 | 45.8 | 21,148 | 31,286 | .0826 | .0830 |
| Perry | 21.3 | 20.9 | -1.9 | 8.1 | -2.4 | 362,972 | 25.3 | 34,910 | 44,811 | 136,182 | 41.6 | 11,590 | 16,813 | .0074 | .0071 |
| Piatt | 15.5 | 15.3 | -1.3 | 5.9 | .0 | 231,507 | 18.1 | 33,219 | 39,238 | 112,754 | 46.4 | 13,053 | 19,111 | .0053 | .0051 |
| Pike | 17.5 | 17.1 | -2.3 | 6.9 | -1.4 | 192,150 | 16.1 | 23,653 | 27,848 | 100,742 | 38.3 | 10,405 | 14,600 | .0050 | .0046 |
| Pope | 4.4 | 4.3 | -2.3 | 1.6 | .0 | 44,722 | 17.0 | 23,895 | 27,951 | 6,287 | 47.8 | 2,659 | 3,929 | .0010 | .0008 |
| Pulaski | 7.5 | 7.1 | -5.3 | 2.8 | -3.4 | 77,925 | 19.3 | 22,526 | 27,830 | 21,250 | 51.8 | 4,827 | 7,589 | .0018 | .0017 |
| Putnam | 5.7 | 5.4 | -5.3 | 2.1 | -4.5 | 84,475 | 11.3 | 34,505 | 40,226 | 28,067 | 38.7 | 9,200 | 13,365 | .0019 | .0017 |
| Randolph | 34.5 | 34.3 | -.6 | 11.9 | .0 | 460,096 | 18.4 | 32,648 | 38,664 | 306,827 | 46.5 | 17,596 | 25,784 | .0117 | .0112 |
| Richland | 16.4 | 15.6 | -4.9 | 6.2 | -3.1 | 275,787 | 28.9 | 33,440 | 44,482 | 131,311 | 35.3 | 15,169 | 21,179 | .0060 | .0057 |
| Rock Island | 147.3 | 140.2 | -4.8 | 57.0 | -2.9 | 2,807,332 | 22.2 | 39,129 | 49,251 | 1,503,580 | 34.8 | 19,003 | 26,379 | .0631 | .0590 |
| ☐ St. Clair | 262.6 | 262.2 | -.2 | 95.6 | .4 | 4,078,977 | 26.9 | 33,756 | 42,667 | 2,259,246 | 34.4 | 17,663 | 23,632 | .0948 | .0910 |
| Saline | 26.4 | 25.4 | -3.8 | 10.5 | -2.8 | 320,283 | 13.7 | 26,092 | 30,503 | 255,518 | 40.3 | 16,859 | 24,335 | .0091 | .0086 |
| Sangamon | 178.8 | 182.0 | 1.8 | 74.1 | 2.5 | 2,984,414 | 21.4 | 33,996 | 40,275 | 2,075,526 | 38.1 | 20,785 | 28,010 | .0742 | .0711 |
| Schuyler | 7.5 | 7.3 | -2.7 | 2.9 | -3.3 | 127,842 | 30.0 | 32,786 | 44,083 | 39,633 | 19.5 | 11,055 | 13,667 | .0027 | .0024 |
| Scott | 5.6 | 5.6 | 0 | 2.2 | 0 | 98,931 | 34.4 | 33,447 | 44,969 | 22,016 | 37.8 | 7,263 | 10,007 | .0018 | .0018 |
| Shelby | 22.2 | 21.9 | -1.4 | 8.5 | .0 | 274,548 | 17.9 | 27,407 | 32,300 | 89,170 | 33.1 | 7,881 | 10,491 | .0062 | .0056 |
| Stark | 6.4 | 6.0 | -6.3 | 2.3 | -8.0 | 131,456 | 30.1 | 40,432 | 57,155 | 17,976 | 27.7 | 5,632 | 7,816 | .0022 | .0021 |

# METRO/COUNTY 1995 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990–1995 | 12/31/95 Households (Thous.) | % Change 1990–1995 | 1995 EBI ($000)* | % Change 1990–1995 | Average Household EBI |  | 1995 Retail Sales ($000) | % Change 1990–1995 | Retail Sales Per Household |  | Buying Power Index |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  |  |  |  |  |  | 1990 | 1995 |  |  | 1990 | 1995 | 1990 | 1995 |
| **ILLINOIS (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **ALL COUNTIES (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Stephenson | 48.0 | 47.7 | -.6 | 18.9 | .0 | 724,815 | 18.5 | 32,374 | 38,350 | 388,842 | 29.6 | 15,870 | 20,574 | .0175 | .0160 |
| Tazewell | 123.4 | 122.0 | -1.1 | 47.1 | .0 | 2,366,435 | 24.6 | 40,336 | 50,243 | 1,214,608 | 38.9 | 18,571 | 25,788 | .0515 | .0495 |
| Union | 17.6 | 17.3 | -1.7 | 6.9 | 1.5 | 216,432 | 19.8 | 26,561 | 31,367 | 120,055 | 50.9 | 11,700 | 17,399 | .0052 | .0050 |
| Vermilion | 87.7 | 84.8 | -3.3 | 32.9 | -2.7 | 1,275,259 | 18.7 | 31,798 | 38,762 | 744,582 | 35.3 | 16,287 | 22,632 | .0316 | .0292 |
| Wabash | 13.1 | 12.9 | -1.5 | 4.9 | -2.0 | 173,242 | 13.7 | 30,464 | 35,356 | 88,291 | 22.5 | 14,411 | 18,019 | .0045 | .0039 |
| Warren | 18.9 | 17.9 | -5.3 | 7.0 | -4.1 | 244,165 | 11.0 | 30,123 | 34,881 | 120,518 | 26.5 | 13,055 | 17,217 | .0061 | .0055 |
| Washington | 15.0 | 15.2 | 1.3 | 5.8 | 1.8 | 216,157 | 23.1 | 30,804 | 37,268 | 96,958 | 48.7 | 11,436 | 16,717 | .0048 | .0046 |
| Wayne | 17.1 | 16.4 | -4.1 | 6.6 | -4.3 | 205,541 | 12.7 | 26,423 | 31,143 | 69,805 | 3.4 | 9,785 | 10,577 | .0051 | .0042 |
| White | 16.4 | 15.6 | -4.9 | 6.5 | -4.4 | 297,244 | 28.6 | 34,002 | 45,730 | 125,607 | 40.1 | 13,180 | 19,324 | .0061 | .0059 |
| Whiteside | 59.9 | 58.7 | -2.0 | 22.4 | -.9 | 843,896 | 16.7 | 32,006 | 37,674 | 500,927 | 35.1 | 16,411 | 22,363 | .0213 | .0196 |
| Will | 360.5 | 380.7 | 5.6 | 122.9 | 4.2 | 6,990,435 | 33.0 | 44,558 | 56,879 | 2,672,546 | 33.1 | 17,016 | 21,746 | .1372 | .1359 |
| Williamson | 57.8 | 58.0 | .3 | 23.3 | .9 | 649,317 | 18.2 | 23,788 | 27,868 | 577,178 | 46.4 | 17,071 | 24,772 | .0190 | .0185 |
| Winnebago | 253.2 | 256.0 | 1.1 | 98.7 | 2.0 | 4,815,764 | 28.1 | 38,839 | 48,792 | 2,623,973 | 34.8 | 20,109 | 26,585 | .1063 | .1029 |
| Woodford | 32.7 | 33.0 | .9 | 11.6 | 1.8 | 535,085 | 22.1 | 38,450 | 46,128 | 211,450 | 34.6 | 13,778 | 18,228 | .0114 | .0108 |
| **TOTAL METRO COUNTIES** | **9,475.1** | **9,667.5** | **2.0** | **3,505.3** | **1.5** | **197,190,253** | **32.8** | **42,968** | **56,255** | **103,208,560** | **42.8** | **20,928** | **29,444** | **4.0764** | **4.0987** |
| **TOTAL STATE** | **11,449.1** | **11,606.1** | **1.4** | **4,249.5** | **1.0** | **226,259,834** | **31.3** | **40,946** | **53,244** | **118,428,627** | **41.9** | **19,840** | **27,869** | **4.7604** | **4.7424** |
| **INDIANA** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **ANDERSON** | **130.1** | **127.4** | **-2.1** | **48.5** | **-2.2** | **1,984,620** | **26.1** | **31,721** | **40,920** | **1,002,539** | **18.8** | **17,021** | **20,671** | **.0469** | **.0430** |
| Madison | 130.1 | 127.4 | -2.1 | 48.5 | -2.2 | 1,984,620 | 26.1 | 31,721 | 40,920 | 1,002,539 | 18.8 | 17,021 | 20,671 | .0469 | .0430 |
| **BLOOMINGTON** | **109.6** | **113.6** | **3.6** | **40.6** | **2.5** | **1,945,812** | **46.2** | **33,617** | **47,926** | **803,175** | **15.2** | **17,609** | **19,783** | **.0393** | **.0391** |
| Monroe | 109.6 | 113.6 | 3.6 | 40.6 | 2.5 | 1,945,812 | 46.2 | 33,617 | 47,926 | 803,175 | 15.2 | 17,609 | 19,783 | .0393 | .0391 |
| **ELKHART - GOSHEN** | **157.6** | **166.6** | **5.7** | **60.4** | **5.6** | **2,600,777** | **38.0** | **32,940** | **43,059** | **1,452,959** | **21.4** | **20,923** | **24,056** | **.0595** | **.0583** |
| Elkhart | 157.6 | 166.6 | 5.7 | 60.4 | 5.6 | 2,600,777 | 38.0 | 32,940 | 43,059 | 1,452,959 | 21.4 | 20,923 | 24,056 | .0595 | .0583 |
| **EVANSVILLE** | **279.2** | **280.5** | **.5** | **110.4** | **1.5** | **4,986,329** | **36.9** | **33,465** | **45,166** | **2,651,083** | **30.8** | **18,628** | **24,013** | **.1080** | **.1070** |
| Posey | 25.9 | 25.7 | -.8 | 9.5 | .0 | 401,383 | 30.3 | 32,419 | 42,251 | 96,424 | 16.7 | 8,699 | 10,150 | .0078 | .0073 |
| Vanderburgh | 164.9 | 163.8 | -.7 | 67.2 | .7 | 3,173,447 | 39.8 | 34,031 | 47,224 | 1,924,085 | 30.4 | 22,121 | 28,632 | .0702 | .0700 |
| Warrick | 45.3 | 47.5 | 4.9 | 16.8 | 5.0 | 648,726 | 26.3 | 32,100 | 38,615 | 190,961 | 25.2 | 9,534 | 11,367 | .0134 | .0129 |
| *Henderson, Ky.* | *43.1* | *43.5* | *.9* | *16.9* | *1.8* | *762,773* | *38.8* | *33,104* | *45,134* | *439,613* | *39.1* | *19,039* | *26,013* | *.0166* | *.0168* |
| **FORT WAYNE** | **365.8** | **378.7** | **3.5** | **142.4** | **4.1** | **6,667,358** | **38.4** | **35,224** | **46,821** | **3,528,889** | **24.6** | **20,700** | **24,782** | **.1450** | **.1429** |
| Allen | 302.4 | 312.5 | 3.3 | 118.4 | 4.0 | 5,653,947 | 38.5 | 35,830 | 47,753 | 3,137,702 | 24.9 | 22,065 | 26,501 | .1241 | 1224 |
| De Kalb | 35.6 | 37.2 | 4.5 | 13.4 | 4.7 | 603,037 | 40.6 | 33,518 | 45,003 | 236,810 | 23.2 | 15,013 | 17,672 | .0122 | .0121 |
| Whitley | 27.8 | 29.0 | 4.3 | 10.6 | 5.0 | 410,374 | 33.0 | 30,546 | 38,715 | 154,377 | 22.1 | 12,519 | 14,564 | .0087 | .0084 |
| **GARY - HAMMOND** | **603.2** | **597.5** | **-.9** | **214.4** | **-.5** | **8,756,842** | **21.1** | **33,566** | **40,843** | **4,155,056** | **13.1** | **17,046** | **19,380** | **.2126** | **.1895** |
| Lake | 473.4 | 462.5 | -2.3 | 167.1 | -1.7 | 6,466,896 | 18.0 | 32,229 | 38,701 | 3,394,547 | 12.4 | 17,769 | 20,314 | .1663 | .1457 |
| Porter | 129.8 | 135.0 | 4.0 | 47.3 | 4.0 | 2,289,946 | 30.5 | 38,562 | 48,413 | 760,509 | 16.5 | 14,345 | 16,078 | .0463 | .0438 |
| **INDIANAPOLIS** | **1,258.1** | **1,309.3** | **4.1** | **506.5** | **4.8** | **25,095,645** | **42.5** | **36,452** | **49,547** | **13,380,283** | **29.1** | **21,449** | **26,417** | **.5239** | **.5310** |
| Boone | 38.4 | 40.1 | 4.4 | 14.7 | 5.0 | 687,076 | 36.0 | 36,082 | 46,740 | 270,280 | 31.5 | 14,681 | 18,386 | .0136 | .0137 |
| Hamilton | 111.7 | 127.5 | 14.1 | 45.9 | 15.3 | 2,768,303 | 54.4 | 45,062 | 60,312 | 787,647 | 23.7 | 15,998 | 17,160 | .0452 | .0486 |
| Hancock | 45.8 | 47.7 | 4.1 | 16.6 | 3.1 | 800,288 | 34.6 | 36,917 | 48,210 | 266,356 | 31.7 | 12,566 | 16,046 | .0156 | .0155 |
| Hendricks | 76.5 | 80.8 | 5.6 | 27.9 | 5.7 | 1,396,537 | 37.2 | 38,566 | 50,055 | 406,678 | 22.0 | 12,632 | 14,576 | .0261 | .0259 |
| Johnson | 89.0 | 94.0 | 5.6 | 33.7 | 6.3 | 1,674,523 | 41.1 | 37,443 | 49,689 | 825,598 | 21.2 | 21,484 | 24,498 | .0353 | .0352 |
| Marion | 800.2 | 821.1 | 2.6 | 332.8 | 3.8 | 16,278,893 | 43.1 | 35,482 | 48,915 | 10,290,860 | 31.3 | 24,434 | 30,922 | .3564 | 3623 |
| Morgan | 56.2 | 57.7 | 2.7 | 20.1 | 2.0 | 885,336 | 32.6 | 33,888 | 44,047 | 337,342 | 18.5 | 14,445 | 16,783 | .0187 | .0179 |
| Shelby | 40.3 | 40.4 | .2 | 14.8 | .0 | 604,689 | 29.0 | 31,675 | 40,857 | 195,522 | 6.0 | 12,467 | 13,211 | .0130 | .0119 |
| **KOKOMO** | **96.3** | **92.9** | **-3.5** | **36.3** | **-2.7** | **1,674,982** | **28.8** | **34,869** | **46,143** | **1,062,251** | **34.5** | **21,173** | **29,263** | **.0393** | **.0379** |
| Howard | 80.2 | 77.1 | -3.9 | 30.4 | -2.9 | 1,450,299 | 30.1 | 35,611 | 47,707 | 915,271 | 34.0 | 21,815 | 30,108 | .0336 | .0325 |
| Tipton | 16.1 | 15.8 | -1.9 | 5.9 | -1.7 | 224,683 | 20.8 | 31,000 | 38,082 | 146,980 | 37.4 | 17,825 | 24,912 | .0057 | .0054 |
| **LAFAYETTE - WEST LAFAYETTE** | **131.2** | **134.7** | **2.7** | **46.7** | **1.7** | **2,252,973** | **38.2** | **35,508** | **48,244** | **1,157,481** | **20.2** | **20,977** | **24,785** | **.0498** | **.0485** |
| Tippecanoe | 131.2 | 134.7 | 2.7 | 46.7 | 1.7 | 2,252,973 | 38.2 | 35,508 | 48,244 | 1,157,481 | 20.2 | 20,977 | 24,785 | .0498 | .0485 |
| **MUNCIE** | **119.3** | **117.2** | **-1.8** | **44.2** | **-1.8** | **1,755,809** | **26.8** | **30,779** | **39,724** | **858,104** | **12.5** | **16,952** | **19,414** | **.0419** | **.0381** |
| Delaware | 119.3 | 117.2 | -1.8 | 44.2 | -1.8 | 1,755,809 | 26.8 | 30,779 | 39,724 | 858,104 | 12.5 | 16,952 | 19,414 | .0419 | .0381 |
| **SOUTH BEND - MISHAWAKA** | **247.7** | **252.1** | **1.8** | **94.9** | **2.5** | **4,248,419** | **36.1** | **33,701** | **44,767** | **2,311,960** | **22.2** | **20,435** | **24,362** | **.0957** | **.0928** |
| St. Joseph | 247.7 | 252.1 | 1.8 | 94.9 | 2.5 | 4,248,419 | 36.1 | 33,701 | 44,767 | 2,311,960 | 22.2 | 20,435 | 24,362 | .0957 | .0928 |
| **TERRE HAUTE** | **130.3** | **127.6** | **-2.1** | **48.0** | **-2.0** | **2,091,686** | **34.2** | **31,800** | **43,577** | **1,965,669** | **35.2** | **29,663** | **40,951** | **.0568** | **.0562** |
| Clay | 24.7 | 24.8 | .4 | 9.4 | 0 | 375,327 | 36.5 | 29,250 | 39,928 | 138,877 | 21.7 | 12,145 | 14,774 | .0078 | .0075 |
| Vigo | 105.6 | 102.8 | -2.7 | 38.6 | -2.5 | 1,716,359 | 33.7 | 32,406 | 44,465 | 1,826,792 | 36.4 | 33,821 | 47,326 | .0490 | .0487 |
| **ALL COUNTIES** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Adams | 31.3 | 32.7 | 4.5 | 11.0 | 4.8 | 455,053 | 35.9 | 31,890 | 41,368 | 289,927 | 40.0 | 19,721 | 26,357 | .0107 | .0108 |

# METRO/COUNTY 1995 PROJECTIONS

S&MM ESTIMATES

| METRO AREA County | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990–1995 | 12/31/95 Households (Thous.) | % Change 1990–1995 | 1995 EBI ($000) | % Change 1990–1995 | Average Household EBI | | 1995 Retail Sales ($000) | % Change 1990–1995 | Retail Sales Per Household | | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 1990 | 1995 | | | 1990 | 1995 | 1990 | 1995 |
| **INDIANA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Allen | 302.4 | 312.5 | 3.3 | 118.4 | 4.0 | 5,653,947 | 38.5 | 35,830 | 47,753 | 3,137,702 | 24.9 | 22,065 | 26,501 | .1241 | .1224 |
| Bartholomew | 63.8 | 64.6 | 1.3 | 24.6 | 1.7 | 1,392,408 | 44.0 | 39,945 | 56,602 | 708,340 | 54.6 | 18,935 | 28,794 | .0265 | .0285 |
| Benton | 9.4 | 9.3 | -1.1 | 3.5 | .0 | 129,085 | 25.4 | 29,421 | 36,881 | 49,603 | 23.1 | 11,511 | 14,172 | .0029 | .0027 |
| Blackford | 14.0 | 13.4 | -4.3 | 5.2 | -3.7 | 191,746 | 25.7 | 28,249 | 36,874 | 76,922 | 31.1 | 10,868 | 14,793 | .0044 | .0039 |
| Boone | 38.4 | 40.1 | 4.4 | 14.7 | 5.0 | 687,076 | 36.0 | 36,082 | 46,740 | 270,280 | 31.5 | 14,681 | 18,386 | .0136 | .0137 |
| Brown | 14.2 | 15.0 | 5.6 | 5.7 | 5.6 | 189,361 | 28.3 | 27,342 | 33,221 | 45,217 | 23.3 | 6,794 | 7,933 | .0038 | .0037 |
| Carroll | 18.8 | 18.9 | .5 | 7.1 | .0 | 296,519 | 30.9 | 31,904 | 41,763 | 64,843 | 14.7 | 7,962 | 9,133 | .0057 | .0054 |
| Cass | 38.3 | 37.6 | -1.8 | 14.4 | -1.4 | 510,559 | 21.0 | 28,899 | 35,455 | 262,169 | 21.9 | 14,732 | 18,206 | .0127 | .0115 |
| ☐ Clark | 87.7 | 87.6 | -.1 | 33.4 | .3 | 1,209,286 | 25.9 | 28,853 | 36,206 | 994,986 | 26.3 | 23,662 | 29,790 | .0338 | .0319 |
| Clay | 24.7 | 24.8 | .4 | 9.4 | .0 | 375,327 | 36.5 | 29,250 | 39,928 | 138,877 | 21.7 | 12,145 | 14,774 | .0078 | .0075 |
| Clinton | 31.0 | 31.4 | 1.3 | 11.6 | .9 | 503,770 | 35.7 | 32,284 | 43,428 | 180,189 | 21.5 | 12,900 | 15,534 | .0102 | .0098 |
| Crawford | 9.9 | 9.8 | -1.0 | 3.6 | -2.7 | 105,323 | 23.3 | 23,080 | 29,256 | 35,274 | 10.0 | 8,666 | 9,798 | .0026 | .0024 |
| Daviess | 27.5 | 27.6 | .4 | 10.1 | 1.0 | 431,659 | 46.0 | 29,563 | 42,739 | 184,773 | 39.8 | 13,215 | 18,294 | .0086 | .0090 |
| ☐ Dearborn | 39.2 | 41.5 | 5.9 | 14.6 | 5.8 | 596,799 | 37.4 | 31,480 | 40,877 | 277,826 | 38.9 | 14,496 | 19,029 | .0126 | .0128 |
| Decatur | 23.7 | 24.0 | 1.3 | 8.5 | 1.2 | 320,648 | 31.8 | 28,955 | 37,723 | 134,564 | 19.4 | 13,415 | 15,831 | .0073 | .0070 |
| De Kalb | 35.6 | 37.2 | 4.5 | 13.4 | 4.7 | 603,037 | 40.6 | 33,518 | 45,003 | 236,810 | 23.2 | 15,013 | 17,672 | .0122 | .0121 |
| Delaware | 119.3 | 117.2 | -1.8 | 44.2 | -1.8 | 1,755,809 | 26.8 | 30,779 | 39,724 | 858,104 | 12.5 | 16,952 | 19,414 | .0419 | .0381 |
| Dubois | 36.9 | 38.5 | 4.3 | 13.9 | 6.1 | 542,211 | 32.5 | 31,236 | 39,008 | 415,717 | 32.9 | 23,870 | 29,908 | .0139 | .0137 |
| Elkhart | 157.6 | 166.6 | 5.7 | 60.4 | 5.6 | 2,600,777 | 38.0 | 32,940 | 43,059 | 1,452,959 | 21.4 | 20,923 | 24,056 | .0595 | .0583 |
| Fayette | 25.8 | 24.7 | -4.3 | 9.5 | -4.0 | 380,190 | 29.6 | 29,640 | 40,020 | 153,132 | 20.1 | 12,881 | 16,119 | .0084 | .0078 |
| ☐ Floyd | 64.8 | 67.0 | 3.4 | 25.4 | 5.0 | 1,102,771 | 40.1 | 32,532 | 43,416 | 334,821 | 11.8 | 12,373 | 13,182 | .0213 | .0208 |
| Fountain | 17.7 | 17.1 | -3.4 | 6.6 | -2.9 | 211,655 | 18.7 | 26,223 | 32,069 | 77,699 | -1.7 | 11,626 | 11,773 | .0052 | .0045 |
| Franklin | 19.6 | 19.8 | 1.0 | 6.7 | 1.5 | 277,436 | 35.8 | 30,947 | 41,408 | 62,990 | 17.4 | 8,127 | 9,401 | .0055 | .0052 |
| Fulton | 18.8 | 18.7 | -.5 | 7.3 | .0 | 262,757 | 27.2 | 28,297 | 35,994 | 100,527 | 16.4 | 11,835 | 13,771 | .0058 | .0056 |
| Gibson | 31.8 | 31.5 | -.9 | 12.2 | -.8 | 489,091 | 29.8 | 30,641 | 40,089 | 158,667 | 15.1 | 11,203 | 13,005 | .0102 | .0094 |
| Grant | 73.7 | 71.4 | -3.1 | 26.7 | -2.9 | 1,094,880 | 26.6 | 31,460 | 41,007 | 613,521 | 25.3 | 17,802 | 22,978 | .0264 | .0247 |
| Greene | 30.4 | 30.6 | .7 | 12.0 | .8 | 444,044 | 35.7 | 27,492 | 37,004 | 156,376 | 22.8 | 10,704 | 13,031 | .0091 | .0089 |
| Hamilton | 111.7 | 127.5 | 14.1 | 45.9 | 15.3 | 2,768,303 | 54.4 | 45,062 | 60,312 | 787,647 | 23.7 | 15,998 | 17,160 | .0452 | .0486 |
| Hancock | 45.8 | 47.7 | 4.1 | 16.6 | 3.1 | 800,288 | 34.6 | 36,917 | 48,210 | 266,356 | 31.7 | 12,566 | 16,046 | .0156 | .0155 |
| ☐ Harrison | 30.2 | 31.7 | 5.0 | 11.4 | 6.5 | 440,099 | 39.3 | 29,523 | 38,605 | 166,921 | 32.1 | 11,809 | 14,642 | .0090 | .0090 |
| Hendricks | 76.5 | 80.8 | 5.6 | 27.9 | 5.7 | 1,396,537 | 37.2 | 38,566 | 50,055 | 406,678 | 22.0 | 12,632 | 14,576 | .0261 | .0259 |
| Henry | 47.9 | 46.4 | -3.1 | 18.0 | -2.7 | 687,993 | 26.3 | 29,436 | 38,222 | 314,164 | 19.5 | 14,215 | 17,454 | .0160 | .0148 |
| Howard | 80.2 | 77.1 | -3.9 | 30.4 | -2.9 | 1,450,299 | 30.1 | 35,611 | 47,707 | 915,271 | 34.0 | 21,815 | 30,108 | .0336 | .0325 |
| Huntington | 35.6 | 36.5 | 2.5 | 13.3 | 3.1 | 533,679 | 33.1 | 31,091 | 40,126 | 242,520 | 39.3 | 13,493 | 18,235 | .0115 | .0115 |
| Jackson | 37.8 | 38.2 | 1.1 | 14.2 | .7 | 561,569 | 34.3 | 29,663 | 39,547 | 266,947 | 19.1 | 15,893 | 18,799 | .0127 | .0121 |
| Jasper | 24.9 | 24.6 | -1.2 | 8.5 | .0 | 342,391 | 24.6 | 32,330 | 40,281 | 147,193 | 22.1 | 14,184 | 17,317 | .0079 | .0073 |
| Jay | 21.4 | 21.1 | -1.4 | 8.0 | -1.2 | 227,985 | 18.2 | 23,820 | 28,498 | 86,116 | 13.6 | 9,358 | 10,765 | .0058 | .0051 |
| Jefferson | 29.9 | 30.4 | 1.7 | 11.2 | 2.8 | 510,742 | 44.5 | 32,425 | 45,602 | 190,712 | 21.7 | 14,375 | 17,028 | .0100 | .0101 |
| Jennings | 23.8 | 24.4 | 2.5 | 8.6 | 2.4 | 279,179 | 24.6 | 26,678 | 32,463 | 96,822 | 19.2 | 9,672 | 11,258 | .0064 | .0059 |
| Johnson | 89.0 | 94.0 | 5.6 | 33.7 | 6.3 | 1,674,523 | 41.1 | 37,443 | 49,689 | 825,598 | 21.2 | 21,484 | 24,498 | .0353 | .0352 |
| Knox | 39.7 | 38.6 | -2.8 | 14.7 | -2.6 | 462,393 | 21.1 | 25,296 | 31,455 | 305,593 | 21.4 | 16,665 | 20,789 | .0129 | .0116 |
| Kosciusko | 65.8 | 69.0 | 4.9 | 24.8 | 5.1 | 1,235,158 | 48.6 | 35,228 | 49,805 | 545,791 | 39.3 | 16,599 | 22,008 | .0236 | .0250 |
| La Grange | 29.8 | 32.0 | 7.4 | 9.9 | 6.5 | 345,327 | 32.9 | 27,934 | 34,882 | 139,845 | 34.1 | 11,210 | 14,126 | .0078 | .0078 |
| Lake | 473.4 | 462.5 | -2.3 | 167.1 | -1.7 | 6,466,896 | 18.0 | 32.229 | 38,701 | 3,394,547 | 12.4 | 17,769 | 20,314 | .1663 | .1457 |
| La Porte | 107.0 | 107.1 | .1 | 38.6 | .3 | 1,548,649 | 25.9 | 31,956 | 40,120 | 709,776 | 13.4 | 16,252 | 18,388 | .0364 | .0332 |
| Lawrence | 42.9 | 43.5 | 1.4 | 16.4 | .6 | 552,761 | 26.7 | 26,759 | 33,705 | 292,764 | 29.8 | 13,839 | 17,851 | .0134 | .0128 |
| Madison | 130.1 | 127.4 | -2.1 | 48.5 | -2.2 | 1,984,620 | 26.1 | 31,721 | 40,920 | 1,002,539 | 18.8 | 17,021 | 20,671 | .0469 | .0430 |
| Marion | 800.2 | 821.1 | 2.6 | 332.8 | 3.8 | 16,278,893 | 43.1 | 35,482 | 48,915 | 10,290,860 | 31.3 | 24,434 | 30,922 | .3564 | .3623 |
| Marshall | 42.5 | 44.2 | 4.0 | 15.9 | 3.9 | 628,176 | 34.2 | 30,584 | 39,508 | 317,516 | 31.2 | 15,814 | 19,970 | .0141 | .0140 |
| Martin | 10.4 | 10.5 | 1.0 | 3.9 | 2.6 | 165,783 | 47.6 | 29,552 | 42,508 | 60.496 | 36.7 | 11,644 | 15,512 | .0032 | .0032 |
| Miami | 36.7 | 35.6 | -3.0 | 13.0 | -3.0 | 459,641 | 22.0 | 28,124 | 35,357 | 185,967 | 19.9 | 11,571 | 14,305 | .0109 | .0100 |
| Monroe | 109.6 | 113.6 | 3.6 | 40.6 | 2.5 | 1,945,812 | 46.2 | 33,617 | 47,926 | 803,175 | 15.2 | 17,609 | 19,783 | .0393 | .0391 |
| Montgomery | 34.4 | 34.0 | -1.2 | 13.1 | -.8 | 510,008 | 27.3 | 30.341 | 38,932 | 271,881 | 23.9 | 16,624 | 20,754 | .0122 | .0114 |
| Morgan | 56.2 | 57.7 | 2.7 | 20.1 | 2.0 | 885,336 | 32.6 | 33,888 | 44,047 | 337,342 | 18.5 | 14,445 | 16,783 | .0187 | .0179 |
| Newton | 13.5 | 13.2 | -2.2 | 4.7 | -2.1 | 164,773 | 19.5 | 28,723 | 35,058 | 48,535 | 19.4 | 8,470 | 10,327 | .0038 | .0033 |
| Noble | 38.1 | 39.7 | 4.2 | 14.0 | 3.7 | 526,155 | 33.1 | 29,277 | 37,583 | 252,537 | 35.2 | 13,837 | 18,038 | .0117 | .0117 |
| Ohio | 5.4 | 5,6 | 3.7 | 2.1 | 5.0 | 84,772 | 41.5 | 29,947 | 40,368 | 17,060 | 45.5 | 5,864 | 8,124 | .0015 | .0015 |
| Orange | 18.4 | 18.5 | .5 | 7.0 | 1.4 | 217,710 | 30.8 | 24,121 | 31,101 | 83,461 | 25.5 | 9,638 | 11,923 | .0049 | .0048 |
| Owen | 17.5 | 18.8 | 7.4 | 6.9 | 6.2 | 234,958 | 37.2 | 26,348 | 34,052 | 60,647 | 17.7 | 7,925 | 8,789 | .0047 | .0045 |
| Parke | 15.3 | 14.9 | -2.6 | 5.7 | -1.7 | 184,682 | 22.5 | 25,999 | 32,400 | 75,008 | 20.1 | 10,768 | 13,159 | .0043 | .0042 |
| Perry | 19.1 | 18.8 | -1.6 | 6.8 | .0 | 217,160 | 23.3 | 25,895 | 31,935 | 88,443 | 11.1 | 11,708 | 13,006 | .0056 | .0048 |
| Pike | 12.4 | 12.0 | -3.2 | 4.7 | -4.1 | 179,361 | 26.6 | 28,914 | 38,162 | 30,345 | 6.4 | 5,823 | 6,456 | .0034 | .0032 |
| Porter | 129.8 | 135.0 | 4.0 | 47.3 | 4.0 | 2,289,946 | 30.5 | 38,562 | 48,413 | 760,509 | 16.5 | 14,345 | 16,078 | .0463 | .0438 |
| Posey | 25.9 | 25.7 | -.8 | 9.5 | .0 | 401,383 | 30.3 | 32,419 | 42,251 | 96,424 | 16.7 | 8,699 | 10,150 | .0078 | .0073 |
| Pulaski | 12.6 | 12.3 | -2.4 | 4.6 | -2.1 | 176,975 | 28.4 | 29,326 | 38,473 | 70,985 | 38.5 | 10,906 | 15,432 | .0038 | .0037 |
| Putnam | 30.4 | 30.6 | .7 | 10.1 | 1.0 | 410,282 | 29.0 | 31,797 | 40,622 | 164,649 | 32.2 | 12,457 | 16,302 | .0091 | .0088 |

# METRO/COUNTY 1995 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990–1995 | 12/31/95 Households (Thous.) | % Change 1990–1995 | 1995 EBI ($000) | % Change 1990–1995 | Average Household EBI 1990 | Average Household EBI 1995 | 1995 Retail Sales ($000) | % Change 1990–1995 | Retail Sales Per Household 1990 | Retail Sales Per Household 1995 | Buying Power Index 1990 | Buying Power Index 1995 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **INDIANA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Randolph | 26.9 | 25.6 | −4.8 | 9.9 | −4.8 | 309,730 | 16.2 | 25,639 | 31,286 | 117,409 | 18.3 | 9,544 | 11,859 | .0075 | .0066 |
| Ripley | 24.7 | 25.1 | 1.6 | 9.0 | 2.3 | 370,006 | 40.6 | 29,906 | 41,112 | 180,015 | 40.8 | 14,531 | 20,002 | .0078 | .0081 |
| Rush | 18.0 | 17.5 | −2.8 | 6.3 | −3.1 | 230,096 | 24.5 | 28,438 | 36,523 | 75,227 | 8.8 | 10,640 | 11,941 | .0054 | .0046 |
| St. Joseph | 247.7 | 252.1 | 1.8 | 94.9 | 2.5 | 4,248,419 | 36.1 | 33,701 | 44,767 | 2,311,960 | 22.2 | 20,435 | 24,362 | .0957 | .0928 |
| Scott | 21.1 | 21.4 | 1.4 | 7.8 | 2.6 | 275,234 | 33.8 | 27,059 | 35,286 | 122,893 | 24.0 | 13,043 | 15,756 | .0062 | .0061 |
| Shelby | 40.3 | 40.4 | .2 | 14.8 | .0 | 604,689 | 29.0 | 31,675 | 40,857 | 195,522 | 6.0 | 12,467 | 13,211 | .0130 | .0119 |
| Spencer | 19.5 | 19.8 | 1.5 | 7.2 | 2.9 | 283,491 | 33.3 | 30,381 | 39,374 | 78,893 | 18.9 | 9,481 | 10,957 | .0057 | .0054 |
| Starke | 22.9 | 23.6 | 3.1 | 8.4 | 2.4 | 251,839 | 24.6 | 24,650 | 29,981 | 102,852 | 6.3 | 11,802 | 12,244 | .0063 | .0058 |
| Steuben | 27.8 | 30.0 | 7.9 | 11.1 | 7.8 | 393,584 | 33.2 | 28,683 | 35,458 | 242,150 | 35.6 | 17,337 | 21,815 | .0095 | .0094 |
| Sullivan | 18.9 | 18.2 | −3.7 | 7.0 | −4.1 | 187,302 | 13.4 | 22,625 | 26,757 | 127,002 | 29.1 | 13,478 | 18,143 | .0054 | .0049 |
| Switzerland | 7.8 | 7.9 | 1.3 | 2.9 | .0 | 89,543 | 29.3 | 23,878 | 30,877 | 12,329 | 4.4 | 4,074 | 4,251 | .0018 | .0017 |
| Tippecanoe | 131.2 | 134.7 | 2.7 | 46.7 | 1.7 | 2,252,973 | 38.2 | 35,508 | 48,244 | 1,157,481 | 20.2 | 20,977 | 24,785 | .0498 | .0485 |
| Tipton | 16.1 | 15.8 | −1.9 | 5.9 | −1.7 | 224,683 | 20.8 | 31,000 | 38,082 | 146,980 | 37.4 | 17,825 | 24,912 | .0057 | .0054 |
| Union | 7.0 | 7.0 | .0 | 2.6 | .0 | 101,378 | 34.8 | 28,915 | 38,992 | 26,405 | 14.9 | 8,835 | 10,156 | .0019 | .0018 |
| Vanderburgh | 164.9 | 163.8 | −.7 | 67.2 | .7 | 3,173,447 | 39.8 | 34,031 | 47,224 | 1,924,085 | 30.4 | 22,121 | 28,632 | .0702 | .0700 |
| Vermillion | 16.7 | 16.1 | −3.6 | 6.4 | −3.0 | 264,683 | 36.0 | 29,489 | 41,357 | 127,509 | 50.0 | 12,880 | 19,923 | .0055 | .0056 |
| Vigo | 105.6 | 102.8 | −2.7 | 38.6 | −2.5 | 1,716,359 | 33.7 | 32,406 | 44,465 | 1,826,792 | 36.4 | 33,821 | 47,326 | .0490 | .0487 |
| Wabash | 35.1 | 35.1 | .0 | 12.6 | .0 | 495,513 | 28.1 | 30,704 | 39,326 | 241,478 | 25.7 | 15,251 | 19,165 | .0115 | .0109 |
| Warren | 8.2 | 8.1 | −1.2 | 3.0 | 0 | 148,443 | 42.3 | 34,776 | 49,481 | 10,207 | 24.1 | 2,743 | 3,402 | .0023 | .0022 |
| Warrick | 45.3 | 47.5 | 4.9 | 16.8 | 5.0 | 648,726 | 26.3 | 32,100 | 38,615 | 190,961 | 25.2 | 9,534 | 11,367 | .0134 | .0129 |
| Washington | 23.9 | 24.7 | 3.3 | 9.0 | 3.4 | 300,280 | 34.0 | 25,761 | 33,364 | 114,926 | 19.4 | 11,066 | 12,770 | .0067 | .0064 |
| Wayne | 71.8 | 71.0 | −1.1 | 27.3 | −.7 | 1,013,962 | 27.9 | 28,835 | 37,141 | 573,547 | 10.4 | 18,888 | 21,009 | .0258 | .0232 |
| Wells | 26.1 | 27.3 | 4.6 | 10.0 | 5.3 | 369,089 | 28.8 | 30,168 | 36,909 | 143,465 | 22.9 | 12,292 | 14,347 | .0081 | .0078 |
| White | 23.3 | 23.5 | .9 | 9.0 | 1.1 | 337,253 | 29.3 | 29,304 | 37,473 | 146,499 | 20.2 | 13,692 | 16,278 | .0076 | .0072 |
| Whitley | 27.8 | 29.0 | 4.3 | 10.6 | 5.0 | 410,374 | 33.0 | 30,546 | 38,715 | 154,377 | 22.1 | 12,519 | 14,564 | .0087 | .0084 |
| **TOTAL METRO COUNTIES** | **3,807.2** | **3,882.4** | **2.0** | **1,461.2** | **2.5** | **66,647,434** | **35.9** | **34,391** | **45,611** | **35,664,390** | **24.7** | **20,053** | **24,408** | **1.4788** | **1.4420** |
| **TOTAL STATE** | **5,556.7** | **5,641.4** | **1.5** | **2,109.6** | **1.9** | **91,745,517** | **34.5** | **32,950** | **43,490** | **46,943,419** | **24.9** | **18,153** | **22,252** | **2.0413** | **1.9805** |
| **IOWA** | | | | | | | | | | | | | | | |
| **CEDAR RAPIDS** | **169.3** | **173.1** | **2.2** | **67.2** | **2.3** | **3,585,787** | **39.7** | **39,081** | **53,360** | **2,254,121** | **56.9** | **21,871** | **33,543** | **.0741** | **.0791** |
| Linn | 169.3 | 173.1 | 2.2 | 67.2 | 2.3 | 3,585,787 | 39.7 | 39,081 | 53,360 | 2,254,121 | 56.9 | 21,871 | 33,543 | .0741 | .0791 |
| **DAVENPORT - ROCK ISLAND - MOLINE** | **348.4** | **336.6** | **−3.4** | **132.5** | **−2.0** | **6,481,857** | **25.2** | **38,305** | **48,920** | **3,978,175** | **46.7** | **20,062** | **30,024** | **.1468** | **.1435** |
| Scott | 150.4 | 148.1 | −1.5 | 56.9 | −.5 | 2,781,889 | 29.2 | 37,650 | 48,891 | 2,044,211 | 57.0 | 22,761 | 35,926 | .0644 | .0661 |
| *Henry, Ill.* | *50.7* | *48.3* | *−4.7* | *18.6* | *−3.6* | *892,636* | *22.6* | *37,737* | *47,991* | *430,384* | *45.9* | *15,286* | *23,139* | *.0193* | *.0184* |
| *Rock Island, Ill.* | *147.3* | *140.2* | *−4.8* | *57.0* | *−2.9* | *2,807,332* | *22.2* | *39,129* | *49,251* | *1,503,580* | *34.8* | *19,003* | *26,379* | *.0631* | *.0590* |
| **DES MOINES** | **396.0** | **415.1** | **4.8** | **162.0** | **4.9** | **8,176,689** | **41.5** | **37,429** | **50,473** | **5,623,026** | **62.2** | **22,452** | **34,710** | **.1718** | **.1878** |
| Dallas | 29.9 | 30.7 | 2.7 | 11.6 | 2.7 | 422,722 | 23.3 | 30,329 | 36,442 | 196,525 | 44.8 | 12,008 | 16,942 | .0095 | .0093 |
| Polk | 329.9 | 347.1 | 5.2 | 137.3 | 5.3 | 7,163,059 | 43.5 | 38,282 | 52,171 | 5,110,976 | 62.8 | 24,081 | 37,225 | .1498 | .1655 |
| Warren | 36.2 | 37.3 | 3.0 | 13.1 | 3.1 | 590,908 | 33.0 | 34,987 | 45,107 | 315,525 | 65.4 | 15,025 | 24,086 | .0125 | .0130 |
| **DUBUQUE** | **86.2** | **85.0** | **−1.4** | **30.6** | **−.3** | **1,278,960** | **23.9** | **33,616** | **41,796** | **1,047,370** | **49.2** | **22,870** | **34,228** | **.0333** | **.0330** |
| Dubuque | 86.2 | 85.0 | −1.4 | 30.6 | −.3 | 1,278,960 | 23.9 | 33,616 | 41,796 | 1,047,370 | 49.2 | 22,870 | 34,228 | .0333 | .0330 |
| **IOWA CITY** | **96.9** | **102.0** | **5.3** | **37.9** | **4.1** | **1,969,942** | **44.9** | **37,343** | **51,977** | **958,299** | **40.5** | **18,743** | **25,285** | **.0386** | **.0404** |
| Johnson | 96.9 | 102.0 | 5.3 | 37.9 | 4.1 | 1,969,942 | 44.9 | 37,343 | 51,977 | 958,299 | 40.5 | 18,743 | 25,285 | .0386 | .0404 |
| **SIOUX CITY** | **115.0** | **115.3** | **.3** | **43.3** | **.9** | **1,742,330** | **29.7** | **31,326** | **40,239** | **1,306,292** | **48.3** | **20,526** | **30,168** | **.0431** | **.0435** |
| Woodbury | 98.3 | 98.5 | .2 | 37.2 | .8 | 1,531,263 | 31.3 | 31,609 | 41,163 | 1,204,102 | 48.4 | 21,990 | 32,368 | .0379 | .0387 |
| *Dakota, Neb.* | *16.7* | *16.8* | *.6* | *6.1* | *1.7* | *211,067* | *18.9* | *29,582* | *34,601* | *102,190* | *47.8* | *11,524* | *16,752* | *.0052* | *.0048* |
| **WATERLOO - CEDAR FALLS** | **145.4** | **139.1** | **−4.3** | **53.1** | **−3.1** | **2,975,989** | **35.9** | **39,957** | **56,045** | **1,477,783** | **41.8** | **19,011** | **27,830** | **.0602** | **.0603** |
| Black Hawk | 122.8 | 117.4 | −4.4 | 45.0 | −3.2 | 2,540,566 | 35.6 | 40,295 | 56,457 | 1,315,786 | 40.8 | 20,096 | 29,240 | .0521 | .0521 |
| Bremer | 22.6 | 21.7 | −4.0 | 8.1 | −2.4 | 435,423 | 37.8 | 38,063 | 53,756 | 161,997 | 50.9 | 12,936 | 20,000 | .0081 | .0082 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Adair | 8.3 | 7.9 | −4.8 | 3.3 | −2.9 | 121,336 | 29.5 | 27,548 | 36,768 | 36,607 | 10.9 | 9,705 | 11,093 | .0025 | .0024 |
| Adams | 4.8 | 4.7 | −2.1 | 2.0 | .0 | 62,808 | 26.9 | 24,743 | 31,404 | 22,401 | 31.6 | 8,511 | 11,201 | .0014 | .0012 |
| Allamakee | 13.8 | 13.4 | −2.9 | 5.2 | 0 | 134,921 | 16.8 | 22,212 | 25,946 | 100,352 | 34.2 | 14,381 | 19,298 | .0040 | .0038 |
| Appanoose | 13.7 | 13.3 | −2.9 | 5.5 | −1.8 | 161,580 | 24.1 | 23,259 | 29,378 | 108,666 | 43.0 | 13,568 | 19,757 | .0042 | .0040 |
| Audubon | 7.2 | 6.8 | −5.6 | 2.8 | −3.4 | 75,556 | 11.9 | 23,281 | 26,984 | 43,471 | 22.3 | 12,254 | 15,525 | .0021 | .0019 |
| Benton | 22.4 | 22.1 | −1.3 | 8.4 | −1.2 | 300,921 | 21.8 | 29,067 | 35,824 | 121,160 | 36.0 | 10,480 | 14,424 | .0068 | .0063 |
| Black Hawk | 122.8 | 117.4 | −4.4 | 45.0 | −3.2 | 2,540,566 | 35.6 | 40,295 | 56,457 | 1,315,786 | 40.8 | 20,096 | 29,240 | .0521 | .0521 |
| Boone | 25.1 | 24.8 | −1.2 | 9.8 | 0 | 417,884 | 31.6 | 32,406 | 42,641 | 201,710 | 54.5 | 13,319 | 20,583 | .0088 | .0088 |
| Bremer | 22.6 | 21.7 | −4.0 | 8.1 | −2.4 | 435,423 | 37.8 | 38,063 | 53,756 | 161,997 | 50.9 | 12,936 | 20,000 | .0081 | .0082 |
| Buchanan | 20.8 | 20.4 | −1.9 | 7.5 | .0 | 281,148 | 25.8 | 29,795 | 37,486 | 153,255 | 48.8 | 13,729 | 20,434 | .0065 | .0065 |

# METRO/COUNTY 1995 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990-1995 | 12/31/95 Households (Thous.) | % Change 1990-1995 | 1995 EBI ($000) | % Change 1990-1995 | Average Household EBI | | 1995 Retail Sales ($000) | % Change 1990-1995 | Retail Sales Per Household | | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 1990 | 1995 | | | 1990 | 1995 | 1990 | 1995 |
| **IOWA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Buena Vista | 19.9 | 19.2 | -3.5 | 7.3 | -2.7 | 245,231 | 15.3 | 28,355 | 33,593 | 178,249 | 37.0 | 17,346 | 24,418 | .0068 | .0062 |
| Butler | 15.6 | 14.9 | -4.5 | 5.8 | -3.3 | 196,659 | 19.5 | 27,433 | 33,907 | 58,123 | 30.1 | 7,448 | 10,021 | .0044 | .0040 |
| Calhoun | 11.4 | 10.9 | -4.4 | 4.6 | .0 | 156,276 | 22.1 | 27,820 | 33,973 | 51,702 | 18.3 | 9,500 | 11,240 | .0034 | .0031 |
| Carroll | 21.3 | 21.0 | -1.4 | 8.0 | 1.3 | 267,051 | 20.6 | 28,039 | 33,381 | 227,134 | 45.1 | 19,814 | 28,392 | .0074 | .0073 |
| Cass | 15.0 | 14.2 | -5.3 | 5.9 | -3.3 | 217,595 | 24.6 | 28,623 | 36,881 | 164,512 | 46.2 | 18,452 | 27,883 | .0056 | .0054 |
| Cedar | 17.3 | 16.7 | -3.5 | 6.5 | -3.0 | 199,404 | 12.0 | 26,582 | 30,678 | 124,080 | 41.6 | 13,080 | 19,089 | .0054 | .0049 |
| Cerro Gordo | 46.6 | 45.7 | -1.9 | 19.0 | .0 | 782,683 | 30.0 | 31,694 | 41,194 | 715,466 | 56.2 | 24,107 | 37,656 | .0200 | .0206 |
| Cherokee | 13.9 | 13.2 | -5.0 | 5.2 | -3.7 | 181,027 | 16.5 | 28,779 | 34,813 | 123,706 | 41.1 | 16,240 | 23,790 | .0047 | .0044 |
| Chickasaw | 13.1 | 12.4 | -5.3 | 4.8 | -4.0 | 149,065 | 14.9 | 25,953 | 31,055 | 74,306 | 40.3 | 10,591 | 15,480 | .0038 | .0036 |
| Clarke | 8.3 | 8.4 | 1.2 | 3.4 | 3.0 | 107,518 | 32.0 | 24,675 | 31,623 | 83,411 | 50.9 | 16,756 | 24,533 | .0027 | .0027 |
| Clay | 17.4 | 16.6 | -4.6 | 6.8 | -2.9 | 242,253 | 17.8 | 29,367 | 35,625 | 185,472 | 38.3 | 19,164 | 27,275 | .0066 | .0062 |
| Clayton | 18.9 | 18.3 | -3.2 | 7.1 | -1.4 | 239,229 | 24.8 | 26,628 | 33,694 | 116,507 | 48.1 | 10,923 | 16,409 | .0055 | .0054 |
| Clinton | 50.7 | 49.0 | -3.4 | 19.3 | -1.5 | 828,928 | 27.3 | 33,232 | 42,950 | 501,907 | 43.0 | 17,904 | 26,006 | .0192 | .0186 |
| Crawford | 16.7 | 16.1 | -3.6 | 6.3 | -1.6 | 180,745 | 16.1 | 24,324 | 28,690 | 113,590 | 41.0 | 12,591 | 18,030 | .0049 | .0045 |
| Dallas | 29.9 | 30.7 | 2.7 | 11.6 | 2.7 | 422,722 | 23.3 | 30,329 | 36,442 | 196,525 | 44.8 | 12,008 | 16,942 | .0095 | .0093 |
| Davis | 8.2 | 7.8 | -4.9 | 2.9 | -6.5 | 93,980 | 17.6 | 25,778 | 32,407 | 37,959 | 31.3 | 9,324 | 13,089 | .0023 | .0021 |
| Decatur | 8.2 | 7.7 | -6.1 | 3.0 | -3.2 | 102,307 | 29.0 | 25,591 | 34,102 | 29,328 | 23.4 | 7,669 | 9,776 | .0021 | .0020 |
| Delaware | 18.0 | 17.8 | -1.1 | 6.4 | .0 | 241,742 | 27.8 | 29,565 | 37,772 | 90,091 | 31.6 | 10,701 | 14,077 | .0054 | .0050 |
| Des Moines | 42.5 | 41.9 | -1.4 | 16.7 | -.6 | 800,734 | 35.4 | 35,201 | 47,948 | 517,052 | 55.8 | 19,756 | 30,961 | .0174 | .0181 |
| Dickinson | 14.9 | 14.8 | -.7 | 6.2 | .0 | 279,706 | 35.4 | 33,312 | 45,114 | 201,402 | 55.9 | 20,840 | 32,484 | .0062 | .0066 |
| Dubuque | 86.2 | 85.0 | -1.4 | 30.6 | -.3 | 1,278,960 | 23.9 | 33,616 | 41,796 | 1,047,370 | 49.2 | 22,870 | 34,228 | .0333 | .0330 |
| Emmet | 11.5 | 11.0 | -4.3 | 4.3 | -2.3 | 128,826 | 13.0 | 25,916 | 29,960 | 92,885 | 40.2 | 15,052 | 21,601 | .0036 | .0033 |
| Fayette | 21.6 | 20.4 | -5.6 | 8.1 | -3.6 | 271,750 | 18.9 | 27,207 | 33,549 | 177,337 | 45.3 | 14,534 | 21,893 | .0071 | .0066 |
| Floyd | 16.9 | 16.1 | -4.7 | 6.5 | -3.0 | 214,292 | 17.1 | 27,323 | 32,968 | 115,357 | 34.2 | 12,829 | 17,747 | .0053 | .0050 |
| Franklin | 11.2 | 10.5 | -6.3 | 4.3 | -4.4 | 157,253 | 21.9 | 28,677 | 36,570 | 46,030 | 28.9 | 7,936 | 10,705 | .0033 | .0029 |
| Fremont | 8.2 | 7.8 | -4.9 | 3.1 | -3.1 | 113,008 | 27.3 | 27,744 | 36,454 | 36,171 | 43.1 | 7,901 | 11,668 | .0024 | .0023 |
| Greene | 9.9 | 9.3 | -6.1 | 4.0 | -2.4 | 155,857 | 27.6 | 29,796 | 38,964 | 88,959 | 56.6 | 13,860 | 22,240 | .0035 | .0035 |
| Grundy | 11.9 | 11.2 | -5.9 | 4.6 | -2.1 | 203,312 | 26.8 | 34,125 | 44,198 | 51,347 | 35.5 | 8,065 | 11,162 | .0038 | .0036 |
| Guthrie | 10.8 | 10.3 | -4.6 | 4.2 | -4.5 | 134,456 | 19.1 | 25,667 | 32,013 | 47,182 | 41.6 | 7,575 | 11,234 | .0031 | .0028 |
| Hamilton | 15.9 | 15.3 | -3.8 | 6.1 | -3.2 | 246,301 | 24.6 | 31,380 | 40,377 | 131,015 | 41.8 | 14,664 | 21,478 | .0056 | .0054 |
| Hancock | 12.6 | 12.3 | -2.4 | 4.8 | -2.0 | 183,121 | 24.0 | 30,132 | 38,150 | 61,822 | 54.6 | 8,163 | 12,880 | .0038 | .0036 |
| Hardin | 18.8 | 17.7 | -5.9 | 7.2 | -4.0 | 283,753 | 24.5 | 30,395 | 39,410 | 130,318 | 29.6 | 13,404 | 18,100 | .0063 | .0060 |
| Harrison | 14.7 | 14.3 | -2.7 | 5.5 | -1.8 | 157,067 | 16.8 | 24,014 | 28,558 | 117,195 | 40.0 | 14,951 | 21,308 | .0045 | .0042 |
| Henry | 19.2 | 19.3 | .5 | 7.2 | 1.4 | 341,258 | 39.8 | 34,389 | 47,397 | 151,169 | 39.9 | 15,218 | 20,996 | .0068 | .0070 |
| Howard | 9.7 | 9.3 | -4.1 | 3.8 | .0 | 118,777 | 20.3 | 25,989 | 31,257 | 48,111 | 29.9 | 9,743 | 12,661 | .0028 | .0025 |
| Humboldt | 10.6 | 10.1 | -4.7 | 4.2 | -2.3 | 145,482 | 18.7 | 28,514 | 34,639 | 78,501 | 50.7 | 12,114 | 18,691 | .0036 | .0033 |
| Ida | 8.3 | 8.0 | -3.6 | 3.1 | -3.1 | 98,213 | 17.4 | 26,152 | 31,682 | 65,927 | 47.1 | 14,009 | 21,267 | .0025 | .0024 |
| Iowa | 14.5 | 14.1 | -2.8 | 5.6 | -1.8 | 228,947 | 26.8 | 31,685 | 40,883 | 149,308 | 49.2 | 17,561 | 26,662 | .0055 | .0054 |
| Jackson | 19.8 | 19.1 | -3.5 | 7.3 | -2.7 | 246,301 | 18.3 | 27,771 | 33,740 | 155,290 | 48.3 | 13,960 | 21,273 | .0062 | .0060 |
| Jasper | 34.8 | 34.9 | .3 | 13.8 | 1.5 | 579,929 | 32.8 | 32,117 | 42,024 | 289,031 | 46.5 | 14,507 | 20,944 | .0123 | .0123 |
| Jefferson | 16.3 | 16.6 | 1.8 | 6.6 | 4.8 | 308,132 | 47.3 | 33,215 | 46,687 | 168,991 | 63.5 | 16,409 | 25,605 | .0060 | .0067 |
| Johnson | 96.9 | 102.0 | 5.3 | 37.9 | 4.1 | 1,969,942 | 44.9 | 37,343 | 51,977 | 958,299 | 40.5 | 18,743 | 25,285 | .0386 | .0404 |
| Jones | 19.4 | 19.1 | -1.5 | 6.9 | .0 | 241,928 | 23.1 | 28,476 | 35,062 | 122,162 | 45.9 | 12,134 | 17,705 | .0056 | .0056 |
| Keokuk | 11.5 | 11.1 | -3.5 | 4.4 | -2.2 | 157,346 | 26.8 | 27,572 | 35,760 | 61,610 | 40.1 | 9,771 | 14,002 | .0035 | .0031 |
| Kossuth | 18.4 | 17.4 | -5.4 | 6.9 | -2.8 | 230,064 | 18.0 | 27,471 | 33,343 | 132,604 | 37.1 | 13,618 | 19,218 | .0059 | .0055 |
| Lee | 38.4 | 36.7 | -4.4 | 14.3 | -3.4 | 584,209 | 24.5 | 31,717 | 40,854 | 413,149 | 54.3 | 18,096 | 28,892 | .0141 | .0140 |
| Linn | 169.3 | 173.1 | 2.2 | 67.2 | 2.3 | 3,585,787 | 39.7 | 39,081 | 53,360 | 2,254,121 | 56.9 | 21,871 | 33,543 | .0741 | .0791 |
| Louisa | 11.6 | 11.6 | .0 | 4.3 | .0 | 198,706 | 36.5 | 33,846 | 46,211 | 52,177 | 37.6 | 8,819 | 12,134 | .0036 | .0036 |
| Lucas | 9.0 | 8.6 | -4.4 | 3.6 | -2.7 | 108,077 | 20.9 | 24,162 | 30,021 | 42,709 | 29.2 | 8,933 | 11,864 | .0026 | .0023 |
| Lyon | 11.9 | 11.5 | -3.4 | 4.2 | -2.3 | 112,131 | 14.9 | 22,701 | 26,698 | 48,326 | 28.2 | 8,767 | 11,506 | .0029 | .0027 |
| Madison | 12.5 | 12.7 | 1.6 | 4.8 | 2.1 | 158,556 | 25.4 | 26,903 | 33,033 | 82,220 | 29.6 | 13,495 | 17,129 | .0038 | .0037 |
| Mahaska | 21.5 | 21.3 | -.9 | 8.2 | -1.2 | 269,610 | 22.7 | 26,474 | 32,879 | 202,290 | 53.3 | 15,900 | 24,670 | .0072 | .0070 |
| Marion | 30.1 | 30.7 | 2.0 | 11.2 | 2.8 | 534,660 | 41.9 | 34,556 | 47,738 | 220,410 | 47.1 | 13,750 | 19,679 | .0102 | .0107 |
| Marshall | 38.0 | 36.3 | -4.5 | 14.2 | -4.1 | 704,987 | 31.5 | 36,226 | 49,647 | 403,019 | 56.1 | 17,440 | 28,382 | .0150 | .0152 |
| Mills | 13.2 | 13.4 | 1.5 | 4.7 | .0 | 173,583 | 24.4 | 29,691 | 36,933 | 72,208 | 44.6 | 10,628 | 15,363 | .0038 | .0038 |
| Mitchell | 10.9 | 10.4 | -4.6 | 4.1 | -2.4 | 141,295 | 18.9 | 28,297 | 34,462 | 62,157 | 35.3 | 10,939 | 15,160 | .0034 | .0030 |
| Monona | 9.9 | 9.4 | -5.1 | 3.9 | -2.5 | 108,402 | 15.3 | 23,497 | 27,795 | 64,672 | 31.0 | 12,346 | 16,583 | .0029 | .0027 |
| Monroe | 8.1 | 7.7 | -4.9 | 3.1 | -3.1 | 158,881 | 48.8 | 33,361 | 51,252 | 62,324 | 62.1 | 12,017 | 20,105 | .0029 | .0030 |
| Montgomery | 12.0 | 11.4 | -5.0 | 4.7 | -4.1 | 157,811 | 18.7 | 27,124 | 33,577 | 99,908 | 45.1 | 14,047 | 21,257 | .0040 | .0038 |
| Muscatine | 39.9 | 39.9 | .0 | 14.8 | .0 | 812,551 | 41.7 | 38,748 | 54,902 | 372,838 | 54.6 | 16,292 | 25,192 | .0154 | .0163 |
| O'Brien | 15.3 | 14.7 | -3.9 | 5.8 | -1.7 | 193,961 | 19.8 | 27,452 | 33,442 | 138,136 | 34.9 | 17,360 | 23,817 | .0052 | .0048 |
| Osceola | 7.2 | 6.8 | -5.6 | 2.7 | -3.6 | 84,396 | 14.3 | 26,381 | 31,258 | 30,514 | 34.4 | 8,110 | 11,301 | .0020 | .0018 |
| Page | 16.7 | 15.8 | -5.4 | 6.3 | -4.5 | 259,095 | 30.4 | 30,094 | 41,126 | 180,133 | 57.2 | 17,358 | 28,593 | .0061 | .0062 |
| Palo Alto | 10.5 | 9.9 | -5.7 | 4.0 | -2.4 | 135,200 | 20.5 | 27,358 | 33,800 | 70,892 | 43.5 | 12,047 | 17,723 | .0032 | .0029 |
| Plymouth | 23.4 | 23.2 | -.9 | 8.5 | 1.2 | 294,593 | 22.0 | 28,749 | 34,658 | 198,299 | 47.5 | 16,001 | 23,329 | .0075 | .0074 |
| Pocahontas | 9.4 | 8.8 | -6.4 | 3.6 | -5.3 | 138,783 | 21.9 | 29,966 | 38,551 | 85,388 | 52.2 | 14,765 | 23,719 | .0034 | .0033 |

# METRO/COUNTY 1995 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990–1995 | 12/31/95 Households (Thous.) | % Change 1990–1995 | 1995 EBI ($000) | % Change 1990–1995 | Average Household EBI 1990 | Average Household EBI 1995 | 1995 Retail Sales ($000) | % Change 1990–1995 | Retail Sales Per Household 1990 | Retail Sales Per Household 1995 | Buying Power Index 1990 | Buying Power Index 1995 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **IOWA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Polk | 329.9 | 347.1 | 5.2 | 137.3 | 5.3 | 7,163,059 | 43.5 | 38,282 | 52,171 | 5,110,976 | 62.8 | 24,081 | 37,225 | .1498 | .1655 |
| ☐ Pottawattamie | 82.6 | 82.7 | .1 | 31.5 | .6 | 1,582,300 | 41.8 | 35,652 | 50,232 | 1,037,073 | 63.8 | 20,224 | 32,923 | .0329 | .0359 |
| Poweshiek | 19.1 | 19.2 | .5 | 7.3 | 1.4 | 319,531 | 36.9 | 32,424 | 43,771 | 154,385 | 37.1 | 15,641 | 21,149 | .0068 | .0067 |
| Ringgold | 5.4 | 5.2 | -3.7 | 2.2 | .0 | 52,061 | 18.6 | 19,945 | 23,664 | 41,145 | 46.8 | 12,736 | 18,702 | .0015 | .0015 |
| Sac | 12.2 | 11.6 | -4.9 | 4.7 | -4.1 | 131,416 | 13.2 | 23,694 | 27,961 | 66,032 | 29.4 | 10,417 | 14,049 | .0035 | .0031 |
| Scott | 150.4 | 148.1 | -1.5 | 56.9 | -.5 | 2,781,889 | 29.2 | 37,650 | 48,891 | 2,044,211 | 57.0 | 22,761 | 35,926 | .0644 | .0661 |
| Shelby | 13.1 | 12.5 | -4.6 | 4.8 | -4.0 | 164,092 | 17.8 | 27,870 | 34,186 | 91,564 | 41.8 | 12,915 | 19,076 | .0041 | .0037 |
| Sioux | 29.9 | 29.7 | -.7 | 10.0 | 1.0 | 332,046 | 20.4 | 27,863 | 33,205 | 182,860 | 48.1 | 12,476 | 18,286 | .0083 | .0081 |
| Story | 74.2 | 74.5 | .4 | 25.8 | -.4 | 1,354,469 | 36.5 | 38,306 | 52,499 | 767,277 | 50.7 | 19,663 | 29,739 | .0286 | .0295 |
| Tama | 17.3 | 16.5 | -4.6 | 6.5 | -3.0 | 238,206 | 23.6 | 28,766 | 36,647 | 85,161 | 30.5 | 9,742 | 13,102 | .0052 | .0048 |
| Taylor | 7.0 | 6.6 | -5.7 | 2.7 | -3.6 | 81,278 | 23.2 | 23,564 | 30,103 | 23,685 | 27.1 | 6,656 | 8,772 | .0019 | .0017 |
| Union | 12.7 | 12.2 | -3.9 | 5.0 | -3.8 | 205,545 | 32.6 | 29,801 | 41,109 | 128,297 | 49.0 | 16,559 | 25,659 | .0046 | .0046 |
| Van Buren | 7.6 | 7.4 | -2.6 | 3.0 | .0 | 84,116 | 24.8 | 22,463 | 28,039 | 28,532 | 47.9 | 6,429 | 9,511 | .0019 | .0019 |
| Wapello | 35.3 | 33.4 | -5.4 | 13.8 | -4.2 | 521,028 | 23.4 | 29,314 | 37,756 | 337,285 | 45.7 | 16,072 | 24,441 | .0126 | .0122 |
| Warren | 36.2 | 37.3 | 3.0 | 13.1 | 3.1 | 590,908 | 33.0 | 34,987 | 45,107 | 315,525 | 65.4 | 15,025 | 24,086 | .0125 | .0130 |
| Washington | 19.6 | 19.6 | .0 | 7.6 | 2.7 | 283,055 | 29.6 | 29,515 | 37,244 | 166,483 | 49.5 | 15,052 | 21,906 | .0065 | .0066 |
| Wayne | 7.0 | 6.6 | -5.7 | 2.8 | -3.4 | 73,276 | 18.8 | 21,272 | 26,170 | 32,579 | 25.9 | 8,925 | 11,635 | .0019 | .0017 |
| Webster | 40.0 | 38.3 | -4.3 | 15.5 | -1.9 | 535,358 | 18.0 | 28,705 | 34,539 | 458,290 | 44.7 | 20,041 | 29,567 | .0150 | .0142 |
| Winnebago | 12.0 | 11.6 | -3.3 | 4.6 | -2.1 | 233,693 | 42.3 | 34,951 | 50,803 | 99,797 | 65.3 | 12,845 | 21,695 | .0042 | .0046 |
| Winneshiek | 20.8 | 20.6 | -1.0 | 7.2 | .0 | 286,963 | 31.6 | 30,230 | 39,856 | 182,413 | 59.0 | 15,930 | 25,335 | .0067 | .0068 |
| Woodbury | 98.3 | 98.5 | .2 | 37.2 | .8 | 1,531,263 | 31.3 | 31,609 | 41,163 | 1,204,102 | 48.4 | 21,990 | 32,368 | .0379 | .0387 |
| Worth | 7.9 | 7.5 | -5.1 | 3.1 | -3.1 | 123,290 | 25.3 | 30,752 | 39,771 | 20,944 | 12.4 | 5,825 | 6,756 | .0024 | .0022 |
| Wright | 14.1 | 13.4 | -5.0 | 5.7 | -1.7 | 297,106 | 42.0 | 36,077 | 52,124 | 101,866 | 57.4 | 11,160 | 17,871 | .0052 | .0053 |
| **TOTAL METRO COUNTIES** | **1,225.1** | **1,243.6** | **1.5** | **476.4** | **1.9** | **23,882,819** | **37.5** | **37,149** | **50,132** | **15,645,985** | **55.3** | **21,558** | **32,842** | **.5132** | **.5413** |
| **TOTAL STATE** | **2,770.3** | **2,746.0** | **-.9** | **1,061.9** | **.0** | **46,542,495** | **32.2** | **33,163** | **43,829** | **28,416,290** | **51.0** | **17,724** | **26,760** | **1.0364** | **1.0533** |
| **KANSAS** | | | | | | | | | | | | | | | |
| **KANSAS CITY** | **1,584.7** | **1,687.9** | **6.5** | **653.5** | **7.2** | **33,558,221** | **37.7** | **39,978** | **51,352** | **17,021,542** | **36.3** | **20,490** | **26,047** | **.6817** | **.6941** |
| Johnson | 366.4 | 425.9 | 16.2 | 166.3 | 18.1 | 11,054,564 | 51.1 | 51,971 | 66,474 | 5,467,845 | 51.1 | 25,700 | 32,879 | .1940 | .2170 |
| Leavenworth | 65.4 | 71.3 | 9.0 | 22.3 | 10.9 | 1,274,440 | 48.7 | 42,628 | 57,150 | 424,804 | 48.6 | 14,220 | 19,050 | .0222 | .0241 |
| Miami | 23.8 | 25.4 | 6.7 | 9.1 | 7.1 | 357,683 | 27.3 | 33,064 | 39,306 | 158,934 | 42.9 | 13,087 | 17,465 | .0077 | .0078 |
| Wyandotte | 161.3 | 158.7 | -1.6 | 60.4 | -1.3 | 2,473,992 | 24.9 | 32,371 | 40,960 | 1,355,570 | 49.3 | 14,834 | 22,443 | .0562 | .0550 |
| *Cass, Mo.* | *65.0* | *71.7* | *10.3* | *25.9* | *11.2* | *1,111,800* | *33.9* | *35,637* | *42,927* | *370,692* | *16.2* | *13,686* | *14,312* | *.0222* | *.0218* |
| *Clay, Mo.* | *155.1* | *165.0* | *6.4* | *63.9* | *7.2* | *3,212,379* | *33.6* | *40,331* | *50,272* | *1,831,797* | *32.6* | *23,180* | *28,667* | *.0696* | *.0692* |
| *Jackson, Mo.* | *635.2* | *648.8* | *2.1* | *259.5* | *2.4* | *12,314,915* | *32.2* | *36,748* | *47,456* | *6,790,015* | *27.1* | *21,089* | *26,166* | *.2725* | *.2637* |
| *Lafayette, Mo.* | *31.3* | *32.1* | *2.6* | *12.2* | *3.4* | *413,473* | *19.7* | *29,265* | *33,891* | *142,358* | *20.8* | *9,985* | *11,669* | *.0094* | *.0086* |
| *Platte, Mo.* | *59.1* | *66.1* | *11.8* | *25.5* | *12.8* | *1,054,680* | *32.3* | *35,261* | *41,360* | *377,464* | *17.3* | *14,237* | *14,803* | *.0215* | *.0208* |
| *Ray, Mo.* | *22.1* | *22.9* | *3.6* | *8.4* | *3.7* | *290,295* | *22.1* | *29,343* | *34,559* | *102,063* | *29.0* | *9,766* | *12,150* | *.0064* | *.0061* |
| **LAWRENCE** | **82.9** | **89.4** | **7.8** | **33.0** | **7.8** | **1,551,603** | **41.9** | **35,729** | **47,018** | **601,306** | **23.0** | **15,973** | **18,221** | **.0303** | **.0306** |
| Douglas | 82.9 | 89.4 | 7.8 | 33.0 | 7.8 | 1,551,603 | 41.9 | 35,729 | 47,018 | 601,306 | 23.0 | 15,973 | 18,221 | .0303 | .0306 |
| **TOPEKA** | **162.0** | **168.0** | **3.7** | **66.9** | **4.2** | **3,441,993** | **36.4** | **39,296** | **51,450** | **2,004,228** | **51.9** | **20,546** | **29,959** | **.0709** | **.0740** |
| Shawnee | 162.0 | 168.0 | 3.7 | 66.9 | 4.2 | 3,441,993 | 36.4 | 39,296 | 51,450 | 2,004,228 | 51.9 | 20,546 | 29,959 | .0709 | .0740 |
| **WICHITA** | **458.6** | **485.9** | **6.0** | **188.7** | **6.8** | **10,039,406** | **40.9** | **40,314** | **53,203** | **5,107,366** | **47.6** | **19,584** | **27,066** | **.1957** | **.2064** |
| Butler | 51.2 | 54.7 | 6.8 | 20.1 | 7.5 | 706,281 | 26.1 | 29,959 | 35,138 | 294,119 | 35.1 | 11,641 | 14,633 | .0156 | .0153 |
| Sedgwick | 407.4 | 431.2 | 5.8 | 168.6 | 6.7 | 9,333,125 | 42.2 | 41,539 | 55,357 | 4,813,247 | 48.4 | 20,524 | 28,548 | .1801 | .1911 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Allen | 14.5 | 13.8 | -4.8 | 5.4 | -3.6 | 182,449 | 16.6 | 27,940 | 33,787 | 89,231 | 43.6 | 11,096 | 16,524 | .0043 | .0041 |
| Anderson | 7.7 | 7.4 | -3.9 | 2.9 | -3.3 | 105,932 | 22.8 | 28,763 | 36,528 | 38,775 | 45.6 | 8,876 | 13,371 | .0024 | .0021 |
| Atchison | 16.9 | 16.5 | -2.4 | 6.0 | -1.6 | 203,951 | 15.4 | 28,976 | 33,992 | 117,927 | 43.8 | 13,442 | 19,655 | .0052 | .0050 |
| Barber | 5.8 | 5.3 | -8.6 | 2.1 | -8.7 | 69,296 | 7.6 | 28,013 | 32,998 | 42,880 | 35.8 | 13,733 | 20,419 | .0020 | .0016 |
| Barton | 28.9 | 27.0 | -6.6 | 10.8 | -5.3 | 440,204 | 15.9 | 33,310 | 40,760 | 273,031 | 33.1 | 17,990 | 25,281 | .0111 | .0101 |
| Bourbon | 14.9 | 14.3 | -4.0 | 5.6 | -5.1 | 213,586 | 21.8 | 29,710 | 38,140 | 130,935 | 43.0 | 15,515 | 23,381 | .0052 | .0050 |
| Brown | 11.1 | 10.9 | -1.8 | 4.3 | .0 | 131,903 | 18.0 | 26,000 | 30,675 | 64,728 | 45.9 | 10,320 | 15,053 | .0032 | .0030 |
| Butler | 51.2 | 54.7 | 6.8 | 20.1 | 7.5 | 706,281 | 26.1 | 29,959 | 35,138 | 294,119 | 35.1 | 11,641 | 14,633 | .0156 | .0153 |
| Chase | 3.0 | 3.0 | .0 | 1.2 | .0 | 38,119 | 18.0 | 26,926 | 31,766 | 13,235 | 44.0 | 7,662 | 11,029 | .0010 | .0007 |
| Chautauqua | 4.3 | 4.1 | -4.7 | 1.7 | -5.6 | 72,002 | 31.1 | 30,511 | 42,354 | 12,535 | 45.0 | 4,803 | 7,374 | .0012 | .0013 |
| Cherokee | 21.3 | 20.9 | -1.9 | 8.2 | -2.4 | 249,284 | 16.8 | 25,403 | 30,400 | 79,796 | 24.7 | 7,617 | 9,731 | .0058 | .0052 |
| Cheyenne | 3.2 | 3.0 | -6.3 | 1.3 | -7.1 | 50,546 | 18.4 | 30,481 | 38,882 | 21,320 | 33.8 | 11,379 | 16,400 | .0012 | .0009 |
| Clark | 2.4 | 2.3 | -4.2 | 1.0 | .0 | 33,557 | 15.9 | 28,955 | 33,557 | 12,632 | 11.9 | 11,284 | 12,632 | .0008 | .0008 |
| Clay | 9.1 | 8.7 | -4.4 | 3.5 | -2.8 | 104,582 | 12.8 | 25,744 | 29,881 | 45,803 | 18.1 | 10,769 | 13,087 | .0027 | .0024 |
| Cloud | 10.9 | 10.3 | -5.5 | 4.2 | -4.5 | 121,244 | 10.5 | 24,930 | 28,868 | 85,971 | 35.2 | 14,456 | 20,469 | .0035 | .0031 |
| Coffey | 8.3 | 8.0 | -3.6 | 3.2 | -3.0 | 187,056 | 40.3 | 40,413 | 58,455 | 57,882 | 64.0 | 10,698 | 18,088 | .0030 | .0033 |

# METRO/COUNTY 1995 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990–1995 | 12/31/95 Households (Thous.) | % Change 1990–1995 | 1995 EBI ($000) | % Change 1990–1995 | Average Household EBI |  | 1995 Retail Sales ($000) | % Change 1990–1995 | Retail Sales Per Household |  | Buying Power Index |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  |  |  |  |  |  | 1990 | 1995 |  |  | 1990 | 1995 | 1990 | 1995 |
| **KANSAS (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **ALL COUNTIES (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Comanche | 2.3 | 2.2 | –4.3 | .9 | .0 | 25,446 | 16.8 | 24,213 | 28,273 | 10,759 | 41.4 | 8,453 | 11,954 | .0007 | .0005 |
| Cowley | 36.9 | 37.1 | .5 | 14.2 | 1.4 | 694,933 | 36.6 | 36,335 | 48,939 | 308,718 | 52.1 | 14,499 | 21,741 | .0135 | .0139 |
| Crawford | 35.3 | 34.1 | –3.4 | 14.1 | –2.8 | 451,002 | 18.8 | 26,189 | 31,986 | 285,658 | 42.9 | 13,785 | 20,259 | .0117 | .0110 |
| Decatur | 4.0 | 3.8 | –5.0 | 1.6 | .0 | 47,587 | 17.5 | 25,306 | 29,742 | 15,546 | 5.2 | 9,233 | 9,716 | .0011 | .0010 |
| Dickinson | 19.0 | 18.9 | –.5 | 7.6 | .0 | 277,489 | 23.5 | 29,573 | 36,512 | 113,992 | 44.6 | 10,374 | 14,999 | .0060 | .0058 |
| Doniphan | 8.1 | 7.7 | –4.9 | 2.9 | –6.5 | 92,341 | 11.9 | 26,608 | 31,842 | 40,637 | 36.2 | 9,625 | 14,013 | .0023 | .0020 |
| Douglas | 82.9 | 89.4 | 7.8 | 33.0 | 7.8 | 1,551,603 | 41.9 | 35,729 | 47,018 | 601,306 | 23.0 | 15,973 | 18,221 | .0303 | .0306 |
| Edwards | 3.8 | 3.6 | –5.3 | 1.5 | –6.3 | 39,662 | 9.6 | 22,611 | 26,441 | 13,591 | 14.9 | 7,392 | 9,061 | .0011 | .0010 |
| Elk | 3.3 | 3.1 | –6.1 | 1.3 | –7.1 | 43,657 | 21.3 | 25,709 | 33,582 | 9,811 | 39.6 | 5,021 | 7,547 | .0009 | .0007 |
| Ellis | 25.8 | 24.7 | –4.3 | 9.7 | –3.0 | 454,632 | 26.6 | 35,900 | 46,869 | 293,646 | 32.3 | 22,190 | 30,273 | .0109 | .0104 |
| Ellsworth | 6.6 | 6.4 | –3.0 | 2.5 | .0 | 78,890 | 20.9 | 26,104 | 31,556 | 37,602 | 49.5 | 10,058 | 15,041 | .0018 | .0017 |
| Finney | 33.5 | 36.8 | 9.9 | 11.8 | 7.3 | 466,640 | 25.4 | 33,840 | 39,546 | 348,374 | 40.2 | 22,592 | 29,523 | .0122 | .0122 |
| Ford | 27.5 | 28.2 | 2.5 | 10.0 | 1.0 | 402,364 | 22.1 | 33,289 | 40,236 | 295,723 | 35.1 | 22,105 | 29,572 | .0105 | .0100 |
| Franklin | 22.0 | 22.4 | 1.8 | 8.5 | 2.4 | 366,107 | 32.2 | 33,377 | 43,071 | 172,006 | 51.4 | 13,687 | 20,236 | .0076 | .0077 |
| Geary | 30.2 | 29.6 | –2.0 | 10.3 | –2.8 | 341,207 | 13.0 | 28,484 | 33,127 | 231,274 | 28.4 | 16,996 | 22,454 | .0097 | .0088 |
| Gove | 3.2 | 3.0 | –6.3 | 1.2 | –7.7 | 35,157 | 8.8 | 24,847 | 29,298 | 24,023 | 37.5 | 13,440 | 20,019 | .0011 | .0008 |
| Graham | 3.5 | 3.2 | –8.6 | 1.3 | –7.1 | 48,172 | 15.4 | 29,806 | 37,055 | 20,439 | 17.0 | 12,483 | 15,722 | .0011 | .0011 |
| Grant | 7.2 | 7.4 | 2.8 | 2.5 | 4.2 | 99,323 | 23.1 | 33,608 | 39,729 | 57,404 | 50.6 | 15,879 | 22,962 | .0023 | .0023 |
| Gray | 5.4 | 5.7 | 5.6 | 2.1 | 10.5 | 97,694 | 42.1 | 36,185 | 46,521 | 14,585 | 29.4 | 5,934 | 6,945 | .0017 | .0016 |
| Greeley | 1.8 | 1.7 | –5.6 | .6 | –14.3 | 16,163 | –.6 | 23,221 | 26,938 | 9,186 | 14.3 | 11,479 | 15,310 | .0004 | .0005 |
| Greenwood | 7.7 | 7.2 | –6.5 | 3.0 | –6.3 | 87,268 | 9.1 | 24,993 | 29,089 | 35,536 | 22.0 | 9,103 | 11,845 | .0023 | .0018 |
| Hamilton | 2.3 | 2.1 | –8.7 | .9 | .0 | 39,980 | 35.2 | 32,868 | 44,422 | 9,778 | 46.9 | 7,397 | 10,864 | .0007 | .0007 |
| Harper | 7.0 | 6.6 | –5.7 | 2.8 | –6.7 | 88,059 | 9.3 | 26,865 | 31,450 | 36,955 | 5.1 | 11,718 | 13,198 | .0024 | .0019 |
| Harvey | 31.0 | 31.2 | .6 | 11.7 | .9 | 453,282 | 19.3 | 32,742 | 38,742 | 227,413 | 31.8 | 14,869 | 19,437 | .0106 | .0100 |
| Haskell | 3.9 | 3.9 | .0 | 1.4 | .0 | 52,454 | 18.3 | 31,665 | 37,467 | 8,806 | 8.6 | 5,794 | 6,290 | .0011 | .0010 |
| Hodgeman | 2.2 | 2.1 | –4.5 | .8 | .0 | 22,686 | 16.6 | 24,328 | 28,358 | 8,647 | 58.3 | 6,826 | 10,809 | .0006 | .0004 |
| Jackson | 11.5 | 11.6 | .9 | 4.3 | .0 | 142,561 | 16.4 | 28,478 | 33,154 | 68,774 | 41.8 | 11,276 | 15,994 | .0035 | .0033 |
| Jefferson | 16.1 | 17.0 | 5.6 | 6.2 | 5.1 | 236,718 | 24.9 | 32,116 | 38,180 | 35,816 | 24.1 | 4,890 | 5,777 | .0044 | .0042 |
| Jewell | 4.1 | 3.7 | –9.8 | 1.6 | –5.9 | 46,450 | 12.8 | 24,228 | 29,031 | 11,786 | 17.0 | 5,924 | 7,366 | .0010 | .0010 |
| Johnson | 366.4 | 425.9 | 16.2 | 166.3 | 18.1 | 11,054,564 | 51.1 | 51,971 | 66,474 | 5,467,845 | 51.1 | 25,700 | 32,879 | .1940 | .2170 |
| Kearny | 4.1 | 4.3 | 4.9 | 1.5 | 7.1 | 57,341 | 25.7 | 32,594 | 38,227 | 10,489 | 9.2 | 6,864 | 6,993 | .0011 | .0011 |
| Kingman | 8.2 | 8.0 | –2.4 | 3.1 | .0 | 96,785 | 17.5 | 26,561 | 31,221 | 49,519 | 46.6 | 10,893 | 15,974 | .0023 | .0022 |
| Kiowa | 3.6 | 3.4 | –5.6 | 1.4 | .0 | 56,503 | 26.4 | 31,921 | 40,359 | 20,695 | 25.5 | 11,779 | 14,782 | .0013 | .0011 |
| Labette | 23.5 | 22.6 | –3.8 | 9.0 | –3.2 | 346,513 | 24.1 | 30,032 | 38,501 | 165,274 | 38.5 | 12,832 | 18,364 | .0079 | .0074 |
| Lane | 2.4 | 2.3 | –4.2 | 1.0 | .0 | 32,627 | 15.8 | 28,187 | 32,627 | 15,504 | 44.8 | 10,710 | 15,504 | .0007 | .0007 |
| Leavenworth | 65.4 | 71.3 | 9.0 | 22.3 | 10.9 | 1,274,440 | 48.7 | 42,628 | 57,150 | 424,804 | 48.6 | 14,220 | 19,050 | .0222 | .0241 |
| Lincoln | 3.6 | 3.4 | –5.6 | 1.4 | –6.7 | 37,667 | 9.9 | 22,840 | 26,905 | 17,501 | 35.6 | 8,601 | 12,501 | .0010 | .0009 |
| Linn | 8.3 | 8.4 | 1.2 | 3.3 | 3.1 | 106,677 | 24.7 | 26,736 | 32,326 | 33,582 | 38.3 | 7,589 | 10,176 | .0023 | .0022 |
| Logan | 3.0 | 2.8 | –6.7 | 1.1 | –8.3 | 33,900 | 8.2 | 26,100 | 30,818 | 33,202 | 32.6 | 20,869 | 30,184 | .0011 | .0010 |
| Lyon | 34.7 | 34.7 | .0 | 13.1 | .8 | 569,407 | 27.2 | 34,434 | 43,466 | 340,023 | 48.0 | 17,671 | 25,956 | .0130 | .0129 |
| McPherson | 27.2 | 27.0 | –.7 | 10.2 | .0 | 487,957 | 30.6 | 36,641 | 47,839 | 233,394 | 46.6 | 15,605 | 22,882 | .0101 | .0101 |
| Marion | 12.8 | 12.6 | –1.6 | 4.9 | .0 | 159,363 | 18.3 | 27,486 | 32,523 | 64,777 | 27.3 | 10,387 | 13,220 | .0038 | .0034 |
| Marshall | 11.6 | 11.2 | –3.4 | 4.6 | .0 | 148,332 | 18.3 | 27,258 | 32,246 | 89,884 | 51.0 | 12,937 | 19,540 | .0037 | .0035 |
| Meade | 4.2 | 3.9 | –7.1 | 1.6 | .0 | 47,635 | 17.8 | 25,271 | 29,772 | 15,001 | 28.3 | 7,305 | 9,376 | .0011 | .0010 |
| Miami | 23.8 | 25.4 | 6.7 | 9.1 | 7.1 | 357,683 | 27.3 | 33,064 | 39,306 | 158,934 | 42.9 | 13,087 | 17,465 | .0077 | .0078 |
| Mitchell | 7.1 | 6.7 | –5.6 | 2.7 | –3.6 | 77,220 | 13.4 | 24,324 | 28,600 | 78,349 | 48.4 | 18,858 | 29,018 | .0025 | .0023 |
| Montgomery | 38.6 | 37.5 | –2.8 | 15.3 | –1.9 | 584,114 | 22.6 | 30,544 | 38,177 | 348,066 | 39.8 | 15,958 | 22,749 | .0141 | .0133 |
| Morris | 6.2 | 6.4 | 3.2 | 2.6 | 4.0 | 79,868 | 22.8 | 26,018 | 30,718 | 41,247 | 50.9 | 10,930 | 15,864 | .0018 | .0018 |
| Morton | 3.5 | 3.5 | .0 | 1.3 | .0 | 57,434 | 26.1 | 35,032 | 44,180 | 12,199 | .4 | 9,351 | 9,384 | .0011 | .0011 |
| Nemaha | 10.4 | 10.0 | –3.8 | 3.9 | –2.5 | 119,709 | 14.1 | 26,231 | 30,695 | 59,704 | 28.7 | 11,600 | 15,309 | .0032 | .0027 |
| Neosho | 16.8 | 15.9 | –5.4 | 6.3 | –6.0 | 203,253 | 9.6 | 27,685 | 32,262 | 137,661 | 32.1 | 15,553 | 21,851 | .0056 | .0050 |
| Ness | 4.0 | 3.7 | –7.5 | 1.6 | –5.9 | 54,548 | 11.6 | 28,740 | 34,093 | 14,291 | –5.9 | 8,935 | 8,932 | .0013 | .0011 |
| Norton | 5.8 | 5.4 | –6.9 | 2.1 | –8.7 | 69,582 | 9.5 | 27,618 | 33,134 | 47,416 | 36.4 | 15,110 | 22,579 | .0019 | .0017 |
| Osage | 15.3 | 15.6 | 2.0 | 6.0 | 3.4 | 229,410 | 27.3 | 31,072 | 38,235 | 76,538 | 39.1 | 9,490 | 12,756 | .0048 | .0046 |
| Osborne | 4.8 | 4.5 | –6.3 | 1.9 | –5.0 | 52,941 | 12.3 | 23,568 | 27,864 | 31,943 | 40.6 | 11,363 | 16,812 | .0014 | .0014 |
| Ottawa | 5.6 | 5.4 | –3.6 | 2.2 | –4.3 | 76,749 | 18.9 | 28,070 | 34,886 | 30,061 | 22.5 | 10,666 | 13,664 | .0017 | .0015 |
| Pawnee | 7.5 | 7.2 | –4.0 | 2.8 | –3.4 | 108,678 | 18.4 | 31,660 | 38,814 | 38,394 | 20.0 | 11,033 | 13,712 | .0025 | .0021 |
| Phillips | 6.6 | 6.4 | –3.0 | 2.7 | .0 | 81,574 | 18.2 | 25,557 | 30,213 | 35,009 | 23.0 | 10,540 | 12,956 | .0020 | .0019 |
| Pottawatomie | 16.3 | 17.1 | 4.9 | 6.3 | 5.0 | 247,329 | 32.4 | 31,146 | 39,259 | 63,630 | 32.0 | 8,036 | 10,100 | .0048 | .0047 |
| Pratt | 9.6 | 9.0 | –6.3 | 3.7 | –5.1 | 128,168 | 12.3 | 29,277 | 34,640 | 97,401 | 35.1 | 18,490 | 26,325 | .0035 | .0033 |
| Rawlins | 3.4 | 3.2 | –5.9 | 1.3 | –7.1 | 41,191 | 9.6 | 26,848 | 31,685 | 12,533 | 13.1 | 7,916 | 9,641 | .0010 | .0007 |
| Reno | 62.1 | 60.9 | –1.9 | 23.9 | –.8 | 939,144 | 20.0 | 32,462 | 39,295 | 707,364 | 49.2 | 19,673 | 29,597 | .0240 | .0233 |
| Republic | 6.4 | 6.0 | –6.3 | 2.6 | –3.7 | 73,724 | 12.8 | 24,207 | 28,355 | 28,341 | 22.4 | 8,579 | 10,900 | .0019 | .0017 |
| Rice | 10.5 | 10.0 | –4.8 | 4.0 | –2.4 | 139,629 | 14.3 | 29,800 | 34,907 | 50,210 | 39.3 | 8,790 | 12,553 | .0032 | .0028 |
| Riley | 67.3 | 68.6 | 1.9 | 21.3 | .0 | 823,252 | 18.9 | 32,496 | 38,650 | 550,514 | 38.1 | 18,718 | 25,846 | .0219 | .0208 |
| Rooks | 5.9 | 5.4 | –8.5 | 2.2 | –8.3 | 74,469 | 10.1 | 28,191 | 33,850 | 18,973 | –10.7 | 8,854 | 8,624 | .0016 | .0014 |

# METRO/COUNTY 1995 PROJECTIONS

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990-1995 | 12/31/95 Households (Thous.) | % Change 1990-1995 | 1995 EBI ($000) | % Change 1990-1995 | Average Household EBI 1990 | Average Household EBI 1995 | 1995 Retail Sales ($000) | % Change 1990-1995 | Retail Sales Per Household 1990 | Retail Sales Per Household 1995 | Buying Power Index 1990 | Buying Power Index 1995 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **KANSAS (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Rush | 3.7 | 3.3 | -10.8 | 1.4 | -12.5 | 50,220 | 10.6 | 28,384 | 35,871 | 7,840 | -3.7 | 5,089 | 5,600 | .0012 | .0008 |
| Russell | 7.7 | 7.1 | -7.8 | 3.1 | -6.1 | 136,464 | 21.4 | 34,067 | 44,021 | 49,274 | 13.6 | 13,140 | 15,895 | .0029 | .0027 |
| Saline | 49.4 | 50.0 | 1.2 | 20.3 | 2.0 | 827,302 | 24.4 | 33,413 | 40,754 | 627,372 | 40.3 | 22,473 | 30,905 | .0209 | .0204 |
| Scott | 5.2 | 4.9 | -5.8 | 1.9 | -5.0 | 76,656 | 15.9 | 33,081 | 40,345 | 29,747 | 7.1 | 13,891 | 15,656 | .0018 | .0014 |
| Sedgwick | 407.4 | 431.2 | 5.8 | 168.6 | 6.7 | 9,333,125 | 42.2 | 41,539 | 55,357 | 4,813,247 | 48.4 | 20,524 | 28,548 | .1801 | .1911 |
| Seward | 18.7 | 19.0 | 1.6 | 6.6 | .0 | 257,638 | 18.1 | 33,059 | 39,036 | 241,949 | 41.6 | 25,881 | 36,659 | .0075 | .0072 |
| Shawnee | 162.0 | 168.0 | 3.7 | 66.9 | 4.2 | 3,441,993 | 36.4 | 39,296 | 51,450 | 2,004,228 | 51.9 | 20,546 | 29,959 | .0709 | .0740 |
| Sheridan | 3.0 | 2.8 | -6.7 | 1.1 | -8.3 | 29,970 | 7.5 | 23,223 | 27,245 | 12,911 | 29.7 | 8,297 | 11,737 | .0007 | .0008 |
| Sherman | 6.8 | 6.4 | -5.9 | 2.5 | -7.4 | 82,051 | 9.3 | 27,813 | 32,820 | 77,704 | 22.8 | 23,439 | 31,082 | .0028 | .0023 |
| Smith | 5.0 | 4.7 | -6.0 | 2.0 | -4.8 | 44,876 | 11.3 | 19,191 | 22,438 | 26,091 | 28.7 | 9,656 | 13,046 | .0012 | .0012 |
| Stafford | 5.3 | 5.0 | -5.7 | 2.1 | -4.5 | 78,099 | 20.2 | 29,523 | 37,190 | 9,653 | -4.3 | 4,584 | 4,597 | .0016 | .0012 |
| Stanton | 2.3 | 2.4 | 4.3 | .9 | 12.5 | 28,106 | 32.1 | 26,601 | 31,229 | 8,417 | 36.7 | 7,699 | 9,352 | .0006 | .0006 |
| Stevens | 5.1 | 5.3 | 3.9 | 2.0 | 5.3 | 85,639 | 29.2 | 34,883 | 42,820 | 17,465 | 6.7 | 8,618 | 8,733 | .0015 | .0015 |
| Sumner | 25.9 | 26.4 | 1.9 | 9.9 | 2.1 | 374,811 | 21.1 | 31,905 | 37,860 | 147,631 | 35.9 | 11,203 | 14,912 | .0082 | .0079 |
| Thomas | 8.2 | 7.9 | -3.7 | 3.0 | -3.2 | 107,561 | 13.8 | 30,477 | 35,854 | 74,264 | 26.1 | 19,005 | 24,755 | .0031 | .0026 |
| Trego | 3.7 | 3.5 | -5.4 | 1.4 | -6.7 | 42,710 | 9.9 | 25,920 | 30,507 | 29,199 | 39.0 | 14,005 | 20,856 | .0012 | .0011 |
| Wabaunsee | 6.6 | 6.4 | -3.0 | 2.4 | -4.0 | 75,648 | 13.0 | 26,768 | 31,520 | 25,340 | 30.2 | 7,783 | 10,558 | .0018 | .0016 |
| Wallace | 1.8 | 1.8 | .0 | .7 | .0 | 15,248 | 16.0 | 18,771 | 21,783 | 5,396 | 10.8 | 6,959 | 7,709 | .0005 | .0003 |
| Washington | 7.0 | 6.6 | -5.7 | 2.7 | -3.6 | 58,001 | 11.8 | 18,525 | 21,482 | 29,723 | 28.5 | 8,261 | 11,009 | .0016 | .0015 |
| Wichita | 2.7 | 2.7 | .0 | 1.0 | .0 | 34,814 | 18.8 | 29,299 | 34,814 | 6,443 | -3.5 | 6,673 | 6,443 | .0007 | .0007 |
| Wilson | 10.1 | 9.4 | -6.9 | 3.9 | -4.9 | 131,996 | 19.6 | 26,917 | 33,845 | 69,453 | 57.7 | 10,745 | 17,808 | .0031 | .0030 |
| Woodson | 4.1 | 3.8 | -7.3 | 1.6 | -5.9 | 45,938 | 11.9 | 24,157 | 28,711 | 17,861 | 29.8 | 8,092 | 11,163 | .0012 | .0010 |
| Wyandotte | 161.3 | 158.7 | -1.6 | 60.4 | -1.3 | 2,473,992 | 24.9 | 32,371 | 40,960 | 1,355,570 | 49.3 | 14,834 | 22,443 | .0562 | .0550 |
| **TOTAL METRO COUNTIES** | **1,320.4** | **1,424.6** | **7.9** | **546.7** | **8.9** | **30,193,681** | **42.6** | **42,175** | **55,229** | **15,120,053** | **48.4** | **20,298** | **27,657** | **.5770** | **.6149** |
| **TOTAL STATE** | **2,491.1** | **2,577.5** | **3.5** | **988.8** | **4.1** | **46,671,757** | **34.2** | **36,633** | **47,200** | **24,035,641** | **44.3** | **17,540** | **24,308** | **.9721** | **.9873** |

## KENTUCKY

| METRO AREA<br>County | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990-1995 | 12/31/95 Households (Thous.) | % Change 1990-1995 | 1995 EBI ($000) | % Change 1990-1995 | Average Household EBI 1990 | Average Household EBI 1995 | 1995 Retail Sales ($000) | % Change 1990-1995 | Retail Sales Per Household 1990 | Retail Sales Per Household 1995 | Buying Power Index 1990 | Buying Power Index 1995 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **CLARKSVILLE - HOPKINSVILLE** | **170.6** | **178.9** | **4.9** | **59.6** | **5.7** | **2,407,792** | **38.2** | **30,888** | **40,399** | **1,248,210** | **21.5** | **18,208** | **20,943** | **.0556** | **.0546** |
| Christian | 68.7 | 67.7 | -1.5 | 21.1 | -1.9 | 923,983 | 34.8 | 31,879 | 43,791 | 480,367 | 31.1 | 17,046 | 22,766 | .0214 | .0209 |
| *Montgomery, Tenn.* | *101.9* | *111.2* | *9.1* | *38.5* | *10.3* | *1,483,809* | *40.4* | *30,277* | *38,540* | *767,843* | *16.3* | *18,924* | *19,944* | *.0342* | *.0337* |
| **HUNTINGTON - ASHLAND** | **310.7** | **301.7** | **-2.9** | **116.3** | **-2.3** | **4,186,321** | **28.2** | **27,446** | **35,996** | **2,549,943** | **34.1** | **15,977** | **21,926** | **.1031** | **.0990** |
| Boyd | 50.8 | 49.1 | -3.3 | 19.4 | -1.5 | 707,586 | 23.6 | 29,069 | 36,474 | 704,210 | 49.3 | 23,950 | 36,299 | .0200 | .0200 |
| Carter | 24.3 | 24.1 | -.8 | 8.6 | -1.1 | 236,034 | 25.2 | 21,669 | 27,446 | 137,712 | 35.0 | 11,724 | 16,013 | .0063 | .0060 |
| Greenup | 36.7 | 36.3 | -1.1 | 13.4 | .0 | 425,410 | 18.4 | 26,806 | 31,747 | 152,108 | 41.0 | 8,050 | 11,351 | .0098 | .0092 |
| *Lawrence, Ohio* | *61.8* | *61.6* | *-.3* | *22.9* | *.0* | *835,184* | *27.3* | *28,643* | *36,471* | *329,451* | *35.6* | *10,613* | *14,387* | *.0184* | *.0176* |
| *Cabell, W. Va.* | *95.9* | *91.3* | *-4.8* | *37.1* | *-4.4* | *1,350,998* | *29.1* | *26,977* | *36,415* | *1,103,945* | *26.6* | *22,483* | *29,756* | *.0371* | *.0350* |
| *Wayne, W. Va.* | *41.2* | *39.3* | *-4.6* | *14.9* | *-3.9* | *631,109* | *42.4* | *28,586* | *42,356* | *122,517* | *17.6* | *6,723* | *8,223* | *.0115* | *.0112* |
| **LEXINGTON-FAYETTE** | **351.1** | **367.8** | **4.8** | **143.0** | **5.8** | **6,910,640** | **48.6** | **34,431** | **48,326** | **4,512,417** | **48.5** | **22,499** | **31,555** | **.1449** | **.1569** |
| Bourbon | 19.2 | 19.1 | -.5 | 7.3 | 1.4 | 233,515 | 28.2 | 25,290 | 31,988 | 142,021 | 47.9 | 13,337 | 19,455 | .0057 | .0057 |
| Clark | 29.6 | 30.3 | 2.4 | 11.2 | 1.8 | 524,163 | 43.4 | 33,218 | 46,800 | 308,309 | 49.1 | 18,797 | 27,528 | .0110 | .0116 |
| Fayette | 227.1 | 238.0 | 4.8 | 95.8 | 6.1 | 4,672,757 | 47.6 | 35,060 | 48,776 | 3,508,626 | 47.5 | 26,342 | 36,624 | .1028 | .1110 |
| Jessamine | 30.9 | 33.5 | 8.4 | 11.7 | 9.3 | 628,469 | 64.6 | 35,679 | 53,715 | 275,695 | 74.5 | 14,769 | 23,564 | .0106 | .0125 |
| Scott | 24.1 | 25.3 | 5.0 | 9.1 | 5.8 | 412,472 | 48.5 | 32,293 | 45,327 | 145,911 | 39.0 | 12,204 | 16,034 | .0077 | .0081 |
| Woodford | 20.2 | 21.6 | 6.9 | 7.9 | 8.2 | 439,264 | 57.6 | 38,185 | 55,603 | 131,855 | 38.6 | 13,035 | 16,691 | .0071 | .0080 |
| **LOUISVILLE** | **953.0** | **957.6** | **.5** | **373.6** | **1.6** | **17,221,083** | **38.5** | **33,796** | **46,095** | **10,151,790** | **42.0** | **19,431** | **27,173** | **.3720** | **.3807** |
| Bullitt | 48.0 | 50.8 | 5.8 | 16.9 | 5.0 | 734,492 | 40.8 | 32,408 | 43,461 | 153,182 | 36.0 | 6,996 | 9,064 | .0131 | .0135 |
| Jefferson | 663.4 | 656.3 | -1.1 | 264.5 | .4 | 12,532,684 | 38.2 | 34,411 | 47,383 | 8,108,392 | 46.3 | 21,029 | 30,656 | .2744 | .2831 |
| Oldham | 33.9 | 37.9 | 11.8 | 12.3 | 12.8 | 750,178 | 58.3 | 43,472 | 60,990 | 219,123 | 46.2 | 13,746 | 17,815 | .0120 | .0135 |
| Shelby | 25.0 | 26.3 | 5.2 | 9.7 | 6.6 | 451,573 | 48.9 | 33,324 | 46,554 | 174,365 | 34.7 | 14,226 | 17,976 | .0084 | .0089 |
| *Clark, Ind.* | *87.7* | *87.6* | *-.1* | *33.4* | *.3* | *1,209,286* | *25.9* | *28,853* | *36,206* | *994,986* | *26.3* | *23,662* | *29,790* | *.0338* | *.0319* |
| *Floyd, Ind.* | *64.8* | *67.0* | *3.4* | *25.4* | *5.0* | *1,102,771* | *40.1* | *32,532* | *43,416* | *334,821* | *11.8* | *12,373* | *13,182* | *.0213* | *.0208* |
| *Harrison, Ind.* | *30.2* | *31.7* | *5.0* | *11.4* | *6.5* | *440,099* | *39.3* | *29,523* | *38,605* | *166,921* | *32.1* | *11,809* | *14,642* | *.0090* | *.0090* |
| **OWENSBORO** | **87.2** | **87.2** | **.0** | **33.5** | **1.5** | **1,308,232** | **32.1** | **30,001** | **39,052** | **960,579** | **42.1** | **20,481** | **28,674** | **.0322** | **.0323** |
| Daviess | 87.2 | 87.2 | .0 | 33.5 | 1.5 | 1,308,232 | 32.1 | 30,001 | 39,052 | 960,579 | 42.1 | 20,481 | 28,674 | .0322 | .0323 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Adair | 15.3 | 15.0 | -2.0 | 5.7 | -1.7 | 168,996 | 32.7 | 21,962 | 29,648 | 83,322 | 35.0 | 10,639 | 14,618 | .0041 | .0039 |
| Allen | 14.6 | 14.5 | -.7 | 5.6 | 0 | 216,856 | 45.3 | 26,645 | 38,724 | 93,016 | 47.5 | 11,260 | 16,610 | .0044 | .0046 |
| Anderson | 14.7 | 15.6 | 6.1 | 5.8 | 5.5 | 291,278 | 55.9 | 33,979 | 50,220 | 102,216 | 41.7 | 13,114 | 17,623 | .0050 | .0055 |
| Ballard | 7.8 | 7.4 | -5.1 | 3.0 | -3.2 | 117,301 | 34.3 | 28,169 | 39,100 | 78,029 | 46.8 | 17,142 | 26,010 | .0028 | .0028 |
| Barren | 34.0 | 33.7 | -.9 | 13.2 | .8 | 524,392 | 43.2 | 27,960 | 39,727 | 326,765 | 44.3 | 17,288 | 24,755 | .0116 | .0121 |
| Bath | 9.7 | 9.5 | -2.1 | 3.6 | -2.7 | 117,015 | 35.8 | 23,281 | 32,504 | 45,734 | 56.1 | 7,917 | 12,704 | .0026 | .0026 |

# METRO/COUNTY 1995 PROJECTIONS

S&MM ESTIMATES

| METRO AREA County | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990-1995 | 12/31/95 Households (Thous.) | % Change 1990-1995 | 1995 EBI ($000) | % Change 1990-1995 | Average Household EBI 1990 | Average Household EBI 1995 | 1995 Retail Sales ($000) | % Change 1990-1995 | Retail Sales Per Household 1990 | Retail Sales Per Household 1995 | Buying Power Index 1990 | Buying Power Index 1995 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **KENTUCKY (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Bell | 31.2 | 29.8 | −4.5 | 11.0 | −3.5 | 308,223 | 23.2 | 21,941 | 28,020 | 322,386 | 45.3 | 19,465 | 29,308 | .0097 | .0095 |
| ☐ Boone | 58.7 | 65.3 | 11.2 | 23.0 | 12.2 | 1,128,073 | 49.7 | 36,762 | 49,047 | 1,028,582 | 33.2 | 37,680 | 44,721 | .0283 | .0297 |
| Bourbon | 19.2 | 19.1 | −.5 | 7.3 | 1.4 | 233,515 | 28.2 | 25,290 | 31,988 | 142,021 | 47.9 | 13,337 | 19,455 | .0057 | .0057 |
| Boyd | 50.8 | 49.1 | −3.3 | 19.4 | −1.5 | 707,586 | 23.6 | 29,069 | 36,474 | 704,210 | 49.3 | 23,950 | 36,299 | .0200 | .0200 |
| Boyle | 25.7 | 26.1 | 1.6 | 9.7 | 2.1 | 429,990 | 44.0 | 31,437 | 44,329 | 363,924 | 62.6 | 23,566 | 37,518 | .0101 | .0109 |
| Bracken | 7.8 | 7.8 | .0 | 2.9 | .0 | 107,798 | 40.2 | 26,513 | 37,172 | 16,945 | 21.1 | 4,826 | 5,843 | .0019 | .0020 |
| Breathitt | 15.6 | 15.1 | −3.2 | 5.4 | −1.8 | 119,706 | 14.4 | 19,030 | 22,168 | 111,335 | 28.5 | 15,751 | 20,618 | .0042 | .0038 |
| Breckinridge | 16.3 | 16.2 | −.6 | 6.2 | .0 | 185,942 | 30.1 | 23,045 | 29,991 | 103,655 | 47.5 | 11,336 | 16,719 | .0046 | .0045 |
| Bullitt | 48.0 | 50.8 | 5.8 | 16.9 | 5.0 | 734,492 | 40.8 | 32,408 | 43,461 | 153,182 | 36.0 | 6,996 | 9,064 | .0131 | .0135 |
| Butler | 11.3 | 11.4 | .9 | 4.3 | 2.4 | 131,213 | 36.8 | 22,833 | 30,515 | 29,970 | 16.1 | 6,147 | 6,970 | .0027 | .0026 |
| Caldwell | 13.2 | 12.8 | −3.0 | 5.2 | −1.9 | 164,703 | 24.8 | 24,903 | 31,674 | 134,755 | 31.4 | 19,357 | 25,914 | .0046 | .0044 |
| Calloway | 30.9 | 31.7 | 2.6 | 12.1 | 3.4 | 423,407 | 34.8 | 26,844 | 34,992 | 357,119 | 50.0 | 20,355 | 29,514 | .0109 | .0113 |
| ☐ Campbell | 84.1 | 85.6 | 1.8 | 32.2 | 2.9 | 1,693,397 | 49.9 | 36,096 | 52,590 | 619,163 | 35.1 | 14,640 | 19,229 | .0304 | .0321 |
| Carlisle | 5.2 | 4.9 | −5.8 | 2.0 | −4.8 | 77,342 | 34.0 | 27,490 | 38,671 | 22,584 | 31.1 | 8,204 | 11,292 | .0015 | .0015 |
| Carroll | 9.3 | 9.5 | 2.2 | 3.6 | 2.9 | 135,964 | 40.9 | 27,574 | 37,768 | 97,164 | 63.1 | 17,018 | 26,990 | .0032 | .0033 |
| Carter | 24.3 | 24.1 | −.8 | 8.6 | −1.1 | 236,034 | 25.2 | 21,669 | 27,446 | 137,712 | 35.0 | 11,724 | 16,013 | .0063 | .0060 |
| Casey | 14.2 | 13.8 | −2.8 | 5.4 | .0 | 124,629 | 28.4 | 17,969 | 23,079 | 59,588 | 43.4 | 7,694 | 11,035 | .0032 | .0032 |
| Christian | 68.7 | 67.7 | −1.5 | 21.1 | −1.9 | 923,983 | 34.8 | 31,879 | 43,791 | 480,367 | 31.1 | 17,046 | 22,766 | .0214 | .0209 |
| Clark | 29.6 | 30.3 | 2.4 | 11.2 | 1.8 | 524,163 | 43.4 | 33,218 | 46,800 | 308,309 | 49.1 | 18,797 | 27,528 | .0110 | .0116 |
| Clay | 21.6 | 21.0 | −2.8 | 7.2 | −1.4 | 219,031 | 38.9 | 21,605 | 30,421 | 167,875 | 62.5 | 14,154 | 23,316 | .0057 | .0060 |
| Clinton | 9.1 | 8.9 | −2.2 | 3.6 | .0 | 96,005 | 43.3 | 18,614 | 26,668 | 58,851 | 49.1 | 10,966 | 16,348 | .0023 | .0024 |
| Crittenden | 9.2 | 9.0 | −2.2 | 3.6 | .0 | 150,219 | 46.6 | 28,459 | 41,728 | 28,498 | 11.0 | 7,130 | 7,916 | .0027 | .0027 |
| Cumberland | 6.7 | 6.5 | −3.0 | 2.7 | .0 | 91,711 | 48.9 | 22,814 | 33,967 | 38,129 | 46.4 | 9,646 | 14,122 | .0019 | .0019 |
| Daviess | 87.2 | 87.2 | .0 | 33.5 | 1.5 | 1,308,232 | 32.1 | 30,001 | 39,052 | 960,579 | 42.1 | 20,481 | 28,674 | .0322 | .0323 |
| Edmonson | 10.3 | 10.0 | −2.9 | 3.8 | .0 | 112,435 | 35.4 | 21,856 | 29,588 | 26,580 | 38.4 | 5,054 | 6,995 | .0024 | .0024 |
| Elliott | 6.5 | 6.5 | .0 | 2.4 | 4.3 | 40,877 | 22.1 | 14,554 | 17,032 | 28,382 | 62.0 | 7,615 | 11,826 | .0013 | .0012 |
| Estill | 14.6 | 14.6 | 0 | 5.4 | .0 | 159,779 | 32.1 | 22,404 | 29,589 | 71,143 | 28.5 | 10,256 | 13,175 | .0038 | .0037 |
| Fayette | 227.1 | 238.0 | 4.8 | 95.8 | 6.1 | 4,672,757 | 47.6 | 35,060 | 48,776 | 3,508,626 | 47.5 | 26,342 | 36,624 | .1028 | .1110 |
| Fleming | 12.3 | 12.4 | .8 | 4.7 | 2.2 | 135,563 | 32.2 | 22,286 | 28,843 | 116,777 | 55.6 | 16,316 | 24,846 | .0036 | .0039 |
| Floyd | 43.3 | 41.9 | −3.2 | 15.3 | −1.9 | 451,973 | 22.9 | 23,568 | 29,541 | 366,123 | 54.2 | 15,216 | 23,930 | .0128 | .0126 |
| Franklin | 44.0 | 45.0 | 2.3 | 17.9 | 2.3 | 850,649 | 42.0 | 34,239 | 47,522 | 484,281 | 53.7 | 18,004 | 27,055 | .0172 | .0183 |
| Fulton | 8.2 | 7.7 | −6.1 | 3.2 | −3.0 | 89,937 | 21.9 | 22,365 | 28,105 | 73,591 | 23.1 | 18,114 | 22,997 | .0028 | .0025 |
| Gallatin | 5.5 | 5.9 | 7.3 | 2.1 | 5.0 | 55,359 | 22.8 | 22,532 | 26,361 | 13,194 | .4 | 6,571 | 6,283 | .0012 | .0012 |
| Garrard | 11.6 | 11.9 | 2.6 | 4.6 | 4.5 | 145,754 | 39.7 | 23,704 | 31,686 | 44,039 | 37.0 | 7,306 | 9,574 | .0029 | .0029 |
| Grant | 15.9 | 17.1 | 7.5 | 6.1 | 8.9 | 226,931 | 43.5 | 28,248 | 37,202 | 117,051 | 32.3 | 15,799 | 19,189 | .0051 | .0052 |
| Graves | 33.5 | 32.9 | −1.8 | 13.3 | −.7 | 519,583 | 36.2 | 28,467 | 39,066 | 279,071 | 42.0 | 14,670 | 20,983 | .0114 | .0115 |
| Grayson | 21.1 | 21.6 | 2.4 | 8.3 | 3.8 | 252,578 | 37.9 | 22,897 | 30,431 | 135,285 | 50.5 | 11,235 | 16,299 | .0057 | .0060 |
| Green | 10.3 | 9.9 | −3.9 | 4.0 | −2.4 | 122,339 | 32.0 | 22,611 | 30,585 | 32,438 | 14.9 | 6,886 | 8,110 | .0027 | .0024 |
| Greenup | 36.7 | 36.3 | −1.1 | 13.4 | .0 | 425,410 | 18.4 | 26,806 | 31,747 | 152,108 | 41.0 | 8,050 | 11,351 | .0098 | .0092 |
| Hancock | 7.9 | 7.8 | −1.3 | 2.8 | .0 | 149,074 | 53.1 | 34,770 | 53,241 | 30,681 | 68.6 | 6,498 | 10,958 | .0023 | .0025 |
| Hardin | 89.1 | 89.7 | .7 | 29.5 | .7 | 1,526,004 | 42.3 | 36,612 | 51,729 | 922,879 | 41.0 | 22,341 | 31,284 | .0333 | .0344 |
| Harlan | 36.0 | 33.8 | −6.1 | 12.4 | −5.3 | 395,298 | 23.1 | 24,503 | 31,879 | 234,680 | 36.8 | 13,098 | 18,926 | .0103 | .0096 |
| Harrison | 16.3 | 16.6 | 1.8 | 6.3 | 3.3 | 208,326 | 36.3 | 25,060 | 33,068 | 98,070 | 28.9 | 12,476 | 15,567 | .0048 | .0047 |
| Hart | 14.9 | 14.8 | −.7 | 5.8 | 1.8 | 172,717 | 33.0 | 22,780 | 29,779 | 84,922 | 55.9 | 9,556 | 14,642 | .0039 | .0040 |
| ☐ Henderson | 43.1 | 43.5 | .9 | 16.9 | 1.8 | 762,773 | 38.8 | 33,104 | 45,134 | 439,613 | 39.1 | 19,039 | 26,013 | .0166 | .0168 |
| Henry | 12.8 | 13.0 | 1.6 | 5.0 | 2.0 | 221,378 | 52.0 | 29,721 | 44,276 | 101,076 | 54.4 | 13,356 | 20,215 | .0042 | .0046 |
| Hickman | 5.5 | 5.2 | −5.5 | 2.1 | −4.5 | 61,713 | 16.5 | 24,075 | 29,387 | 13,543 | 12.3 | 5,482 | 6,449 | .0014 | .0013 |
| Hopkins | 46.1 | 45.9 | −.4 | 17.8 | .0 | 724,302 | 33.3 | 30,529 | 40,691 | 405,482 | 34.2 | 16,972 | 22,780 | .0165 | .0161 |
| Jackson | 12.0 | 12.1 | .8 | 4.5 | 2.3 | 94,459 | 28.4 | 16,725 | 20,991 | 29,673 | 39.0 | 4,851 | 6,594 | .0023 | .0023 |
| Jefferson | 663.4 | 656.3 | −1.1 | 264.5 | .4 | 12,532,684 | 38.2 | 34,411 | 47,383 | 8,108,392 | 46.3 | 21,029 | 30,656 | .2744 | .2831 |
| Jessamine | 30.9 | 33.5 | 8.4 | 11.7 | 9.3 | 628,469 | 64.6 | 35,679 | 53,715 | 275,695 | 74.5 | 14,769 | 23,564 | .0106 | .0125 |
| Johnson | 23.1 | 22.1 | −4.3 | 8.1 | −3.6 | 264,600 | 25.2 | 25,155 | 32,667 | 215,173 | 48.7 | 17,229 | 26,565 | .0072 | .0072 |
| ☐ Kenton | 142.5 | 145.8 | 2.3 | 54.3 | 2.6 | 2,596,714 | 42.5 | 34,455 | 47,822 | 1,116,913 | 39.7 | 15,116 | 20,569 | .0507 | .0523 |
| Knott | 17.9 | 17.7 | −1.1 | 6.1 | .0 | 240,098 | 45.3 | 27,096 | 39,360 | 66,762 | 35.0 | 8,109 | 10,945 | .0046 | .0047 |
| Knox | 29.6 | 29.3 | −1.0 | 10.7 | .0 | 270,840 | 28.1 | 19,756 | 25,312 | 242,563 | 50.3 | 15,087 | 22,669 | .0081 | .0081 |
| Larue | 11.7 | 11.8 | .9 | 4.6 | 2.2 | 137,796 | 32.0 | 23,204 | 29,956 | 47,091 | 29.9 | 8,054 | 10,237 | .0030 | .0029 |
| Laurel | 43.8 | 45.6 | 4.1 | 16.5 | 5.1 | 530,976 | 38.0 | 24,501 | 32,180 | 323,324 | 40.3 | 14,683 | 19,595 | .0128 | .0132 |
| Lawrence | 14.0 | 13.9 | −.7 | 5.0 | .0 | 182,907 | 42.1 | 25,735 | 36,581 | 90,982 | 62.7 | 11,184 | 18,196 | .0039 | .0041 |
| Lee | 7.4 | 7.1 | −4.1 | 2.7 | −3.6 | 69,785 | 25.6 | 19,842 | 25,846 | 40,034 | 35.3 | 10,571 | 14,827 | .0019 | .0017 |
| Leslie | 13.6 | 13.5 | −.7 | 4.7 | .0 | 216,148 | 58.2 | 29,070 | 45,989 | 50,151 | 46.3 | 7,292 | 10,670 | .0036 | .0039 |
| Letcher | 26.7 | 25.5 | −4.5 | 9.3 | −3.1 | 346,751 | 37.8 | 26,209 | 37,285 | 189,246 | 66.3 | 11,855 | 20,349 | .0076 | .0081 |
| Lewis | 13.0 | 12.5 | −3.8 | 4.6 | −2.1 | 120,049 | 25.4 | 20,363 | 26,098 | 46,168 | 51.2 | 6,496 | 10,037 | .0029 | .0027 |
| Lincoln | 20.1 | 20.4 | 1.5 | 7.6 | 1.3 | 193,269 | 26.5 | 20,366 | 25,430 | 63,107 | 10.1 | 7,640 | 8,304 | .0048 | .0045 |
| Livingston | 9.0 | 8.8 | −2.2 | 3.5 | −2.8 | 116,557 | 26.5 | 25,596 | 33,302 | 42,931 | 49.8 | 7,960 | 12,266 | .0024 | .0023 |
| Logan | 24.5 | 24.9 | 1.6 | 9.7 | 4.3 | 329,520 | 39.0 | 25,489 | 33,971 | 162,894 | 61.6 | 10,840 | 16,793 | .0070 | .0074 |
| Lyon | 6.6 | 6.8 | 3.0 | 2.5 | 8.7 | 86,273 | 38.2 | 27,151 | 34,509 | 19,003 | 58.9 | 5,200 | 7,601 | .0017 | .0017 |

# METRO/COUNTY 1995 PROJECTIONS

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990-1995 | 12/31/95 Households (Thous.) | % Change 1990-1995 | 1995 EBI ($000) | % Change 1990-1995 | Average Household EBI 1990 | Average Household EBI 1995 | 1995 Retail Sales ($000) | % Change 1990-1995 | Retail Sales Per Household 1990 | Retail Sales Per Household 1995 | Buying Power Index 1990 | Buying Power Index 1995 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **KENTUCKY (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| McCracken | 62.9 | 63.2 | .5 | 26.2 | 2.3 | 1,109,696 | 39.7 | 31,036 | 42,355 | 912,248 | 38.5 | 25,727 | 34,819 | .0273 | .0278 |
| McCreary | 15.5 | 15.3 | -1.3 | 5.4 | .0 | 117,358 | 27.3 | 17,074 | 21,733 | 54,836 | 42.9 | 7,107 | 10,155 | .0032 | .0031 |
| McLean | 9.6 | 9.4 | -2.1 | 3.6 | -2.7 | 122,053 | 27.7 | 25,836 | 33,904 | 20,352 | 10.8 | 4,962 | 5,653 | .0025 | .0023 |
| Madison | 58.0 | 60.7 | 4.7 | 21.2 | 5.0 | 976,423 | 53.3 | 31,525 | 46,058 | 473,312 | 34.1 | 17,470 | 22,326 | .0195 | .0208 |
| Magoffin | 13.0 | 12.4 | -4.6 | 4.2 | -4.5 | 100,986 | 16.9 | 19,630 | 24,044 | 49,736 | 38.8 | 8,146 | 11,842 | .0028 | .0026 |
| Marion | 16.4 | 15.8 | -3.7 | 5.5 | -3.5 | 204,948 | 35.8 | 26,486 | 37,263 | 78,594 | 30.2 | 10,588 | 14,290 | .0044 | .0044 |
| Marshall | 27.3 | 27.8 | 1.8 | 11.2 | 3.7 | 430,963 | 37.8 | 28,953 | 38,479 | 214,213 | 37.5 | 14,422 | 19,126 | .0093 | .0092 |
| Martin | 12.4 | 11.8 | -4.8 | 4.1 | -4.7 | 160,924 | 27.4 | 29,368 | 39,250 | 82,830 | 37.5 | 14,011 | 20,202 | .0038 | .0037 |
| Mason | 16.6 | 16.4 | -1.2 | 6.6 | 1.5 | 252,922 | 41.0 | 27,597 | 38,322 | 176,685 | 35.8 | 20,015 | 26,770 | .0061 | .0061 |
| Meade | 24.4 | 25.4 | 4.1 | 8.5 | 3.7 | 291,564 | 35.1 | 26,317 | 34,302 | 127,455 | 55.3 | 10,010 | 14,995 | .0065 | .0066 |
| Menifee | 5.1 | 5.1 | .0 | 1.9 | 5.6 | 46,657 | 35.9 | 19,076 | 24,556 | 14,741 | 14.2 | 7,170 | 7,758 | .0011 | .0011 |
| Mercer | 19.1 | 19.1 | .0 | 7.4 | .0 | 301,182 | 39.6 | 29,145 | 40,700 | 122,161 | 36.4 | 12,105 | 16,508 | .0060 | .0061 |
| Metcalfe | 9.0 | 8.9 | -1.1 | 3.5 | 2.9 | 76,820 | 21.7 | 18,567 | 21,949 | 53,873 | 53.0 | 10,356 | 15,392 | .0021 | .0022 |
| Monroe | 11.3 | 10.9 | -3.5 | 4.4 | -2.2 | 109,172 | 26.0 | 19,257 | 24,812 | 71,284 | 47.8 | 10,720 | 16,201 | .0030 | .0028 |
| Montgomery | 19.5 | 19.5 | .0 | 7.3 | .0 | 231,912 | 29.8 | 24,468 | 31,769 | 204,696 | 45.5 | 19,278 | 28,041 | .0065 | .0065 |
| Morgan | 11.6 | 11.4 | -1.7 | 4.0 | -2.4 | 95,375 | 22.3 | 19,013 | 23,844 | 69,869 | 33.7 | 12,749 | 17,467 | .0028 | .0028 |
| Muhlenberg | 31.2 | 30.2 | -3.2 | 11.3 | -2.6 | 428,902 | 27.8 | 28,938 | 37,956 | 232,923 | 46.9 | 13,672 | 20,613 | .0100 | .0097 |
| Nelson | 29.9 | 31.0 | 3.7 | 11.1 | 5.7 | 436,631 | 42.8 | 29,127 | 39,336 | 213,377 | 45.3 | 13,986 | 19,223 | .0092 | .0096 |
| Nicholas | 7 | 6.6 | -1.5 | 2.6 | .0 | 85,300 | 35.5 | 24,220 | 32,808 | 14,272 | 21.0 | 4,538 | 5,489 | .0016 | .0016 |
| Ohio | 21.0 | 20.2 | -3.8 | 7.5 | -3.8 | 277,310 | 26.4 | 27,692 | 36,975 | 141,647 | 43.6 | 12,643 | 18,886 | .0064 | .0062 |
| Oldham | 33.9 | 37.9 | 11.8 | 12.3 | 12.8 | 750,178 | 58.3 | 43,472 | 60,990 | 219,123 | 46.2 | 13,746 | 17,815 | .0120 | .0135 |
| Owen | 9.1 | 9.2 | 1.1 | 3.5 | 2.9 | 124,228 | 46.4 | 24,954 | 35,494 | 53,341 | 54.7 | 10,140 | 15,240 | .0025 | .0027 |
| Owsley | 5.0 | 4.7 | -6.0 | 1.8 | .0 | 51,523 | 52.0 | 18,837 | 28,624 | 11,488 | 17.0 | 5,457 | 6,382 | .0011 | .0011 |
| Pendleton | 12.1 | 12.6 | 4.1 | 4.5 | 2.3 | 158,176 | 37.1 | 26,228 | 35,150 | 38,963 | 11.4 | 7,950 | 8,658 | .0032 | .0030 |
| Perry | 30.0 | 28.7 | -4.3 | 10.1 | -3.8 | 458,614 | 42.7 | 30,608 | 45,407 | 325,726 | 68.8 | 18,378 | 32,250 | .0102 | .0111 |
| Pike | 71.9 | 68.8 | -4.3 | 24.9 | -3.9 | 716,974 | 15.7 | 23,928 | 28,794 | 697,701 | 47.4 | 18,273 | 28,020 | .0224 | .0214 |
| Powell | 11.8 | 12.3 | 4.2 | 4.3 | 4.9 | 125,659 | 37.1 | 22,356 | 29,223 | 54,657 | 47.3 | 9,050 | 12,711 | .0028 | .0030 |
| Pulaski | 49.8 | 51.4 | 3.2 | 19.8 | 4.2 | 585,018 | 34.2 | 22,948 | 29,546 | 578,253 | 54.6 | 19,683 | 29,205 | .0164 | .0173 |
| Robertson | 2.1 | 2.1 | .0 | .8 | .0 | 19,464 | 24.6 | 19,531 | 24,330 | 3,219 | 16.9 | 3,441 | 4,024 | .0005 | .0004 |
| Rockcastle | 14.9 | 15.1 | 1.3 | 5.6 | 1.8 | 143,807 | 34.0 | 19,507 | 25,680 | 49,199 | 26.7 | 7,059 | 8,786 | .0034 | .0033 |
| Rowan | 20.4 | 20.6 | 1.0 | 6.8 | .0 | 221,550 | 31.9 | 24,700 | 32,581 | 159,619 | 33.0 | 17,644 | 23,473 | .0060 | .0059 |
| Russell | 14.8 | 15.4 | 4.1 | 6.3 | 6.8 | 211,761 | 54.4 | 23,242 | 33,613 | 109,701 | 52.9 | 12,163 | 17,413 | .0043 | .0047 |
| Scott | 24.1 | 25.3 | 5.0 | 9.1 | 5.8 | 412,472 | 48.5 | 32,293 | 45,327 | 145,911 | 39.0 | 12,204 | 16,034 | .0077 | .0081 |
| Shelby | 25.0 | 26.3 | 5.2 | 9.7 | 6.6 | 451,573 | 48.9 | 33,324 | 46,554 | 174,365 | 34.7 | 14,226 | 17,976 | .0084 | .0089 |
| Simpson | 15.1 | 15.0 | -.7 | 5.8 | .0 | 270,325 | 47.7 | 31,562 | 46,608 | 127,807 | 33.9 | 16,462 | 22,036 | .0054 | .0056 |
| Spencer | 6.9 | 7.3 | 5.8 | 2.6 | 4.0 | 105,394 | 46.6 | 28,748 | 40,536 | 19,384 | 27.1 | 6,102 | 7,455 | .0018 | .0020 |
| Taylor | 21.2 | 21.4 | .9 | 8.4 | 2.4 | 360,949 | 49.4 | 29,469 | 42,970 | 224,219 | 70.6 | 16,028 | 26,693 | .0073 | .0082 |
| Todd | 10.9 | 10.7 | -1.8 | 4.1 | .0 | 151,707 | 40.6 | 26,314 | 37,002 | 36,936 | 53.3 | 5,878 | 9,009 | .0029 | .0029 |
| Trigg | 10.4 | 10.5 | 1.0 | 4.2 | 2.4 | 126,575 | 28.4 | 24,037 | 30,137 | 46,917 | 21.6 | 9,413 | 11,171 | .0029 | .0026 |
| Trimble | 6.1 | 6.1 | .0 | 2.3 | .0 | 111,519 | 52.5 | 31,803 | 48,487 | 7,663 | 32.0 | 2,524 | 3,332 | .0016 | .0018 |
| Union | 16.4 | 15.6 | -4.9 | 5.3 | -3.6 | 193,498 | 19.7 | 29,398 | 36,509 | 119,507 | 36.7 | 15,899 | 22,548 | .0050 | .0047 |
| Warren | 76.8 | 77.8 | 1.3 | 29.4 | 1.7 | 1,114,219 | 33.6 | 28,868 | 37,899 | 1,202,335 | 62.3 | 25,639 | 40,896 | .0304 | .0326 |
| Washington | 10.4 | 10.2 | -1.9 | 3.7 | .0 | 129,552 | 33.4 | 26,255 | 35,014 | 36,691 | 22.9 | 8,070 | 9,916 | .0027 | .0026 |
| Wayne | 17.5 | 17.9 | 2.3 | 6.7 | 3.1 | 159,493 | 35.1 | 18,161 | 23,805 | 86,886 | 47.2 | 9,079 | 12,968 | .0041 | .0041 |
| Webster | 13.8 | 13.3 | -3.6 | 5.1 | -3.8 | 186,342 | 27.6 | 27,559 | 36,538 | 85,059 | 27.0 | 12,635 | 16,678 | .0043 | .0042 |
| Whitley | 33.3 | 33.5 | .6 | 12.3 | 1.7 | 415,392 | 40.3 | 24,460 | 33,772 | 369,784 | 55.1 | 19,705 | 30,064 | .0108 | .0114 |
| Wolfe | 6.5 | 6.3 | -3.1 | 2.4 | -4.0 | 67,553 | 32.4 | 20,408 | 28,147 | 18,421 | 13.2 | 6,509 | 7,675 | .0016 | .0014 |
| Woodford | 20.2 | 21.6 | 6.9 | 7.9 | 8.2 | 439,264 | 57.6 | 38,185 | 55,603 | 131,855 | 38.6 | 13,035 | 16,691 | .0071 | .0080 |
| **TOTAL METRO COUNTIES** | **1,717.5** | **1,743.7** | **1.5** | **668.8** | **2.5** | **31,161,769** | **41.2** | **33,833** | **46,594** | **18,806,726** | **44.2** | **19,995** | **28,120** | **.6685** | **.6952** |
| **TOTAL STATE** | **3,687.3** | **3,707.7** | **.6** | **1,401.7** | **1.5** | **57,252,477** | **38.9** | **29,865** | **40,845** | **34,549,556** | **44.8** | **17,283** | **24,648** | **1.2793** | **1.3157** |
| **LOUISIANA** | | | | | | | | | | | | | | | |
| **ALEXANDRIA** | **131.0** | **128.5** | **-1.9** | **44.9** | **-1.8** | **1,828,955** | **36.4** | **29,348** | **40,734** | **1,730,605** | **70.5** | **22,207** | **38,544** | **.0464** | **.0506** |
| Rapides | 131.0 | 128.5 | -1.9 | 44.9 | -1.8 | 1,828,955 | 36.4 | 29,348 | 40,734 | 1,730,605 | 70.5 | 22,207 | 38,544 | .0464 | .0506 |
| **BATON ROUGE** | **528.2** | **531.8** | **.7** | **190.2** | **1.0** | **9,561,798** | **42.9** | **35,544** | **50,272** | **6,644,636** | **62.1** | **21,771** | **34,935** | **.2057** | **.2242** |
| Ascension | 58.5 | 60.6 | 3.6 | 20.1 | 3.6 | 911,444 | 42.0 | 33,088 | 45,345 | 656,607 | 74.3 | 19,415 | 32,667 | .0200 | .0224 |
| East Baton Rouge | 379.4 | 378.3 | -.3 | 138.7 | .2 | 7,298,843 | 43.2 | 36,832 | 52,623 | 5,397,967 | 59.6 | 24,438 | 38,918 | .1592 | .1730 |
| Livingston | 70.9 | 73.5 | 3.7 | 24.7 | 3.3 | 1,030,417 | 40.6 | 30,656 | 41,717 | 440,584 | 71.8 | 10,732 | 17,837 | .0204 | .0220 |
| West Baton Rouge | 19.4 | 19.4 | .0 | 6.7 | 1.5 | 321,094 | 45.4 | 33,453 | 47,924 | 149,478 | 77.7 | 12,747 | 22,310 | .0061 | .0068 |
| **HOUMA - THIBODAUX** | **182.2** | **179.8** | **-1.3** | **59.8** | **-1.0** | **2,882,418** | **37.4** | **34,743** | **48,201** | **1,767,962** | **53.2** | **19,106** | **29,565** | **.0635** | **.0662** |
| Lafourche | 85.6 | 84.6 | -1.2 | 28.6 | -.3 | 1,330,918 | 37.3 | 33,765 | 46,536 | 630,568 | 44.0 | 15,256 | 22,048 | .0278 | .0284 |
| Terrebonne | 96.6 | 95.2 | -1.4 | 31.2 | -1.6 | 1,551,500 | 37.4 | 35,627 | 49,728 | 1,137,394 | 58.8 | 22,592 | 36,455 | .0357 | .0378 |

# METRO/COUNTY 1995 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990-1995 | 12/31/95 Households (Thous.) | % Change 1990-1995 | 1995 EBI ($000) | % Change 1990-1995 | Average Household EBI | | 1995 Retail Sales ($000) | % Change 1990-1995 | Retail Sales Per Household | | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 1990 | 1995 | | | 1990 | 1995 | 1990 | 1995 |
| **LOUISIANA (continued)** | | | | | | | | | | | | | | | |
| **LAFAYETTE** | **208.0** | **206.0** | **-1.0** | **75.6** | **1.1** | **3,418,995** | **35.4** | **33,766** | **45,225** | **2,513,338** | **56.4** | **21,478** | **33,245** | **.0793** | **.0828** |
| Lafayette | 164.1 | 161.9 | -1.3 | 60.7 | .8 | 2,831,098 | 34.2 | 35,041 | 46,641 | 2,275,227 | 55.5 | 24,304 | 37,483 | .0675 | .0704 |
| St. Martin | 43.9 | 44.1 | .5 | 14.9 | 2.1 | 587,897 | 41.2 | 28,508 | 39,456 | 238,111 | 66.1 | 9,822 | 15,981 | .0118 | .0124 |
| **LAKE CHARLES** | **168.1** | **168.7** | **.4** | **61.2** | **1.5** | **2,688,497** | **36.0** | **32,787** | **43,930** | **1,944,240** | **63.5** | **19,726** | **31,769** | **.0615** | **.0653** |
| Calcasieu | 168.1 | 168.7 | .4 | 61.2 | 1.5 | 2,688,497 | 36.0 | 32,787 | 43,930 | 1,944,240 | 63.5 | 19,726 | 31,769 | .0615 | .0653 |
| **MONROE** | **141.9** | **141.3** | **-.4** | **49.9** | **-1.0** | **1,872,529** | **32.3** | **28,087** | **37,526** | **2,073,827** | **65.0** | **24,945** | **41,560** | **.0525** | **.0563** |
| Ouachita | 141.9 | 141.3 | -.4 | 49.9 | -1.0 | 1,872,529 | 32.3 | 28,087 | 37,526 | 2,073,827 | 65.0 | 24,945 | 41,560 | .0525 | .0563 |
| **NEW ORLEANS** | **1,236.3** | **1,230.5** | **-.5** | **454.2** | **.0** | **21,397,975** | **41.0** | **33,417** | **47,111** | **17,147,864** | **75.3** | **21,548** | **37,754** | **.4778** | **.5329** |
| Jefferson | 447.8 | 447.8 | .0 | 167.6 | .8 | 8,216,807 | 38.1 | 35,790 | 49,026 | 7,676,909 | 70.2 | 27,147 | 45,805 | .1956 | .2163 |
| Orleans | 492.5 | 469.9 | -4.6 | 177.8 | -4.7 | 7,847,749 | 39.3 | 30,211 | 44,138 | 6,010,175 | 76.9 | 18,220 | 33,803 | .1761 | .1933 |
| St. Bernard | 66.6 | 66.9 | .5 | 23.5 | 1.7 | 897,629 | 30.1 | 29,879 | 38,197 | 642,080 | 62.2 | 17,135 | 27,323 | .0218 | .0226 |
| St. Charles | 42.7 | 44.8 | 4.9 | 15.4 | 6.9 | 680,984 | 39.5 | 33,890 | 44,220 | 220,332 | 71.1 | 8,940 | 14,307 | .0125 | .0134 |
| St. John the Baptist | 40.3 | 42.8 | 6.2 | 13.9 | 8.6 | 777,622 | 59.1 | 38,187 | 55,944 | 363,057 | 83.7 | 15,437 | 26,119 | .0136 | .0161 |
| St. Tammany | 146.4 | 158.3 | 8.1 | 56.0 | 9.8 | 2,977,184 | 54.9 | 37,682 | 53,164 | 2,235,311 | 94.2 | 22,565 | 39,916 | .0582 | .0712 |
| **SHREVEPORT** | **333.0** | **328.2** | **-1.4** | **122.6** | **-.7** | **5,303,661** | **36.4** | **31,480** | **43,260** | **4,511,213** | **71.5** | **21,304** | **36,796** | **.1258** | **.1370** |
| Bossier | 86.0 | 86.4 | .5 | 31.1 | 1.3 | 1,113,112 | 28.4 | 28,239 | 35,791 | 955,699 | 64.9 | 18,880 | 30,730 | .0290 | .0301 |
| Caddo | 247.0 | 241.8 | -2.1 | 91.5 | -1.4 | 4,190,549 | 38.7 | 32,553 | 45,798 | 3,555,514 | 73.3 | 22,106 | 38,858 | .0968 | .1069 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Acadia | 55.5 | 53.9 | -2.9 | 18.9 | -1.6 | 708,743 | 33.1 | 27,726 | 37,500 | 330,240 | 51.4 | 11,364 | 17,473 | .0156 | .0156 |
| Allen | 21.4 | 22.1 | 3.3 | 7.4 | 4.2 | 219,550 | 34.6 | 22,980 | 29,669 | 133,107 | 62.3 | 11,549 | 17,987 | .0055 | .0057 |
| Ascension | 58.5 | 60.6 | 3.6 | 20.1 | 3.6 | 911,444 | 42.0 | 33,088 | 45,345 | 656,607 | 74.3 | 19,415 | 32,667 | .0200 | .0224 |
| Assumption | 22.6 | 22.2 | -1.8 | 7.3 | .0 | 311,346 | 41.8 | 30,077 | 42,650 | 83,756 | 32.0 | 8,691 | 11,473 | .0061 | .0060 |
| Avoyelles | 38.9 | 37.3 | -4.1 | 13.0 | -3.0 | 326,581 | 22.1 | 19,954 | 25,122 | 258,134 | 59.5 | 12,079 | 19,856 | .0096 | .0095 |
| Beauregard | 30.0 | 30.1 | .3 | 10.4 | 1.0 | 432,385 | 39.4 | 30,109 | 41,575 | 262,186 | 63.0 | 15,613 | 25,210 | .0094 | .0101 |
| Bienville | 15.9 | 15.5 | -2.5 | 5.7 | -1.7 | 185,271 | 36.2 | 23,456 | 32,504 | 87,274 | 64.5 | 9,147 | 15,311 | .0041 | .0043 |
| Bossier | 86.0 | 86.4 | .5 | 31.1 | 1.3 | 1,113,112 | 28.4 | 28,239 | 35,791 | 955,699 | 64.9 | 18,880 | 30,730 | .0290 | .0301 |
| Caddo | 247.0 | 241.8 | -2.1 | 91.5 | -1.4 | 4,190,549 | 38.7 | 32,553 | 45,798 | 3,555,514 | 73.3 | 22,106 | 38,858 | .0968 | .1069 |
| Calcasieu | 168.1 | 168.7 | .4 | 61.2 | 1.5 | 2,688,497 | 36.0 | 32,787 | 43,930 | 1,944,240 | 63.5 | 19,726 | 31,769 | .0615 | .0653 |
| Caldwell | 9.7 | 9.4 | -3.1 | 3.4 | -2.9 | 107,677 | 31.2 | 23,456 | 31,670 | 102,932 | 109.7 | 14,022 | 30,274 | .0028 | .0032 |
| Cameron | 9.2 | 8.8 | -4.3 | 3.0 | -3.2 | 125,752 | 25.4 | 32,353 | 41,917 | 47,380 | 59.3 | 9,595 | 15,793 | .0026 | .0026 |
| Catahoula | 10.9 | 10.3 | -5.5 | 3.7 | -5.1 | 91,151 | 16.8 | 20,018 | 24,635 | 55,822 | 50.6 | 9,505 | 15,087 | .0026 | .0024 |
| Claiborne | 17.4 | 17.5 | .6 | 6.1 | .0 | 235,882 | 47.2 | 26,279 | 38,669 | 111,031 | 68.3 | 10,818 | 18,202 | .0047 | .0052 |
| Concordia | 20.5 | 19.3 | -5.9 | 6.9 | -4.2 | 241,240 | 30.1 | 25,745 | 34,962 | 107,449 | 49.2 | 10,001 | 15,572 | .0055 | .0054 |
| De Soto | 25.2 | 24.4 | -3.2 | 8.8 | -3.3 | 267,836 | 24.7 | 23,595 | 30,436 | 135,566 | 52.9 | 9,746 | 15,405 | .0065 | .0063 |
| East Baton Rouge | 379.4 | 378.3 | -.3 | 138.7 | .2 | 7,298,843 | 43.2 | 36,832 | 52,623 | 5,397,967 | 59.6 | 24,438 | 38,918 | .1592 | .1730 |
| East Carroll | 9.6 | 9.0 | -6.3 | 2.9 | -6.5 | 55,446 | 10.7 | 16,159 | 19,119 | 55,241 | 53.2 | 11,630 | 19,049 | .0022 | .0020 |
| East Feliciana | 19.2 | 19.0 | -1.0 | 5.6 | .0 | 241,498 | 43.4 | 30,065 | 43,125 | 71,152 | 74.1 | 7,297 | 12,706 | .0046 | .0048 |
| Evangeline | 33.1 | 32.1 | -3.0 | 11.4 | -2.6 | 371,059 | 35.4 | 23,419 | 32,549 | 194,908 | 51.9 | 10,964 | 17,097 | .0087 | .0087 |
| Franklin | 22.2 | 21.1 | -5.0 | 7.3 | -5.2 | 153,188 | 11.9 | 17,779 | 20,985 | 144,938 | 39.1 | 13,534 | 19,855 | .0054 | .0051 |
| Grant | 17.5 | 17.6 | .6 | 6.3 | .0 | 216,322 | 39.0 | 24,695 | 34,337 | 56,721 | 73.1 | 5,200 | 9,003 | .0042 | .0043 |
| Iberia | 68.0 | 66.6 | -2.1 | 22.6 | -.4 | 983,293 | 34.7 | 32,153 | 43,509 | 564,294 | 44.7 | 17,181 | 24,969 | .0223 | .0225 |
| Iberville | 30.9 | 30.4 | -1.6 | 9.8 | .0 | 526,168 | 57.8 | 34,025 | 53,691 | 264,914 | 83.1 | 14,765 | 27,032 | .0096 | .0111 |
| Jackson | 15.5 | 14.7 | -5.2 | 5.5 | -3.5 | 178,170 | 32.3 | 23,622 | 32,395 | 141,472 | 84.9 | 13,423 | 25,722 | .0045 | .0048 |
| Jefferson | 447.8 | 447.8 | .0 | 167.6 | .8 | 8,216,807 | 38.1 | 35,790 | 49,026 | 7,676,909 | 70.2 | 27,147 | 45,805 | .1956 | .2163 |
| Jefferson Davis | 30.5 | 29.2 | -4.3 | 10.2 | -3.8 | 330,970 | 21.7 | 25,666 | 32,448 | 259,247 | 49.3 | 16,380 | 25,416 | .0092 | .0090 |
| Lafayette | 164.1 | 161.9 | -1.3 | 60.7 | .8 | 2,831,098 | 34.2 | 35,041 | 46,641 | 2,275,227 | 55.5 | 24,304 | 37,483 | .0675 | .0704 |
| Lafourche | 85.6 | 84.6 | -1.2 | 28.6 | -.3 | 1,330,918 | 37.3 | 33,765 | 46,536 | 630,568 | 44.0 | 15,256 | 22,048 | .0278 | .0284 |
| La Salle | 13.4 | 12.3 | -8.2 | 4.6 | -8.0 | 180,688 | 32.3 | 27,322 | 39,280 | 123,927 | 82.5 | 13,580 | 26,941 | .0043 | .0044 |
| Lincoln | 41.7 | 41.3 | -1.0 | 13.5 | -1.5 | 666,653 | 49.6 | 32,531 | 49,382 | 430,485 | 71.8 | 18,295 | 31,888 | .0138 | .0155 |
| Livingston | 70.9 | 73.5 | 3.7 | 24.7 | 3.3 | 1,030,417 | 40.6 | 30,656 | 41,717 | 440,584 | 71.8 | 10,732 | 17,837 | .0204 | .0220 |
| Madison | 12.2 | 11.3 | -7.4 | 3.8 | -9.5 | 79,273 | 6.9 | 17,654 | 20,861 | 138,021 | 95.2 | 16,839 | 36,321 | .0032 | .0033 |
| Morehouse | 31.8 | 31.0 | -2.5 | 10.5 | -3.7 | 269,386 | 19.8 | 20,625 | 25,656 | 268,727 | 66.7 | 14,790 | 25,593 | .0084 | .0086 |
| Natchitoches | 36.3 | 34.5 | -5.0 | 11.9 | -4.8 | 339,233 | 21.5 | 22,334 | 28,507 | 348,326 | 66.5 | 16,736 | 29,271 | .0104 | .0105 |
| Orleans | 492.5 | 469.9 | -4.6 | 177.8 | -4.7 | 7,847,749 | 39.3 | 30,211 | 44,138 | 6,010,175 | 76.9 | 18,220 | 33,803 | .1761 | .1933 |
| Ouachita | 141.9 | 141.3 | -.4 | 49.9 | -1.0 | 1,872,529 | 32.3 | 28,087 | 37,526 | 2,073,827 | 65.0 | 24,945 | 41,560 | .0525 | .0563 |
| Plaquemines | 25.5 | 25.0 | -2.0 | 8.0 | -2.4 | 330,002 | 30.2 | 30,908 | 41,250 | 284,310 | 60.5 | 21,608 | 35,539 | .0085 | .0089 |
| Pointe Coupee | 22.4 | 21.5 | -4.0 | 7.5 | -2.6 | 319,286 | 43.6 | 28,886 | 42,571 | 131,152 | 64.1 | 10,381 | 17,487 | .0064 | .0067 |
| Rapides | 131.0 | 128.5 | -1.9 | 44.9 | -1.8 | 1,828,955 | 36.4 | 29,348 | 40,734 | 1,730,605 | 70.5 | 22,207 | 38,544 | .0464 | .0506 |
| Red River | 9.3 | 9.2 | -1.1 | 3.3 | .0 | 117,941 | 48.6 | 24,053 | 35,740 | 81,093 | 88.9 | 13,009 | 24,574 | .0026 | .0029 |
| Richland | 20.4 | 19.5 | -4.4 | 6.7 | -4.3 | 152,994 | 13.5 | 19,259 | 22,835 | 137,276 | 43.3 | 13,688 | 20,489 | .0051 | .0048 |
| Sabine | 22.5 | 21.5 | -4.4 | 8.0 | -3.6 | 287,784 | 37.8 | 25,160 | 35,973 | 197,392 | 83.0 | 12,993 | 24,674 | .0066 | .0071 |
| St. Bernard | 66.6 | 66.9 | .5 | 23.5 | 1.7 | 897,629 | 30.1 | 29,879 | 38,197 | 642,080 | 62.2 | 17,135 | 27,323 | .0218 | .0226 |
| St. Charles | 42.7 | 44.8 | 4.9 | 15.4 | 6.9 | 680,984 | 39.5 | 33,890 | 44,220 | 220,332 | 71.1 | 8,940 | 14,307 | .0125 | .0134 |
| St. Helena | 9.8 | 9.5 | -3.1 | 3.2 | -3.0 | 137,072 | 53.2 | 27,110 | 42,835 | 8,539 | 18.4 | 2,185 | 2,668 | .0021 | .0022 |
| St. James | 20.8 | 20.8 | .0 | 6.5 | 1.6 | 377,385 | 55.6 | 37,894 | 58,059 | 118,414 | 70.2 | 10,874 | 18,218 | .0063 | .0070 |

# METRO/COUNTY 1995 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990-1995 | 12/31/95 Households (Thous.) | % Change 1990-1995 | 1995 EBI ($000) | % Change 1990-1995 | Average Household EBI | | 1995 Retail Sales ($000) | % Change 1990-1995 | Retail Sales Per Household | | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 1990 | 1995 | | | 1990 | 1995 | 1990 | 1995 |
| **LOUISIANA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| St. John the Baptist | 40.3 | 42.8 | 6.2 | 13.9 | 8.6 | 777,622 | 59.1 | 38,187 | 55,944 | 363,057 | 83.7 | 15,437 | 26,119 | .0136 | .0161 |
| St. Landry | 79.7 | 76.4 | -4.1 | 26.5 | -2.9 | 819,583 | 28.8 | 23,314 | 30,928 | 577,895 | 58.1 | 13,388 | 21,807 | .0214 | .0216 |
| St. Martin | 43.9 | 44.1 | .5 | 14.9 | 2.1 | 587,897 | 41.2 | 28,508 | 39,456 | 238,111 | 66.1 | 9,822 | 15,981 | .0118 | .0124 |
| St. Mary | 57.1 | 53.4 | -6.5 | 18.0 | -5.8 | 728,690 | 21.2 | 31,472 | 40,483 | 346,131 | 31.3 | 13,804 | 19,230 | .0176 | .0162 |
| St. Tammany | 146.4 | 158.3 | 8.1 | 56.0 | 9.8 | 2,977,184 | 54.9 | 37,682 | 53,164 | 2,235,311 | 94.2 | 22,565 | 39,916 | .0582 | .0712 |
| Tangipahoa | 85.6 | 85.6 | .0 | 29.9 | 1.0 | 1,167,725 | 42.2 | 27,746 | 39,054 | 1,131,753 | 73.2 | 22,075 | 37,851 | .0294 | .0329 |
| Tensas | 7.0 | 6.6 | -5.7 | 2.3 | -8.0 | 51,192 | 12.0 | 18,276 | 22,257 | 20,674 | 22.3 | 6,762 | 8,989 | .0015 | .0013 |
| Terrebonne | 96.6 | 95.2 | -1.4 | 31.2 | -1.6 | 1,551,500 | 37.4 | 35,627 | 49,728 | 1,137,394 | 58.8 | 22,592 | 36,455 | .0357 | .0378 |
| Union | 20.6 | 20.0 | -2.9 | 7.4 | -1.3 | 307,343 | 49.9 | 27,339 | 41,533 | 117,491 | 78.8 | 8,760 | 15,877 | .0057 | .0062 |
| Vermilion | 49.9 | 49.2 | -1.4 | 17.7 | .0 | 736,759 | 38.9 | 29,977 | 41,625 | 313,304 | 46.5 | 12,081 | 17,701 | .0151 | .0154 |
| Vernon | 62.4 | 65.7 | 5.3 | 20.3 | 5.2 | 666,589 | 34.8 | 25,613 | 32,837 | 348,220 | 59.9 | 11,281 | 17,154 | .0157 | .0164 |
| Washington | 43.0 | 42.2 | -1.9 | 15.3 | -.6 | 508,818 | 36.7 | 24,175 | 33,256 | 348,551 | 72.8 | 13,097 | 22,781 | .0121 | .0129 |
| Webster | 41.8 | 41.1 | -1.7 | 15.6 | -1.3 | 633,989 | 43.1 | 28,040 | 40,640 | 447,371 | 74.8 | 16,200 | 28,678 | .0139 | .0153 |
| West Baton Rouge | 19.4 | 19.4 | .0 | 6.7 | 1.5 | 321,094 | 45.4 | 33,453 | 47,924 | 149,478 | 77.7 | 12,747 | 22,310 | .0061 | .0068 |
| West Carroll | 12.0 | 11.7 | -2.5 | 4.3 | -2.3 | 101,609 | 24.9 | 18,486 | 23,630 | 209,315 | 73.2 | 27,472 | 48,678 | .0041 | .0046 |
| West Feliciana | 12.9 | 12.8 | -.8 | 2.8 | 3.7 | 177,187 | 63.8 | 40,067 | 63,281 | 51,178 | 72.8 | 10,968 | 18,278 | .0031 | .0035 |
| Winn | 16.2 | 15.6 | -3.7 | 5.5 | -5.2 | 151,186 | 24.1 | 21,005 | 27,488 | 142,465 | 60.8 | 15,278 | 25,903 | .0044 | .0045 |
| **TOTAL METRO COUNTIES** | **2,928.7** | **2,914.8** | **-.5** | **1,058.4** | **.1** | **48,954,828** | **39.4** | **33,204** | **46,254** | **30,333,685** | **68.6** | **21,501** | **36,219** | **1.1125** | **1.2153** |
| **TOTAL STATE** | **4,206.7** | **4,163.0** | **-1.0** | **1,487.7** | **-.4** | **64,572,723** | **38.4** | **31,232** | **43,404** | **48,123,459** | **67.2** | **19,260** | **32,348** | **1.4799** | **1.5966** |
| **MAINE** | | | | | | | | | | | | | | | |
| **BANGOR** | **147.5** | **152.8** | **3.6** | **57.1** | **5.0** | **2,435,386** | **34.0** | **33,408** | **42,651** | **1,566,495** | **16.1** | **24,808** | **27,434** | **.0601** | **.0568** |
| Penobscot | 147.5 | 152.8 | 3.6 | 57.1 | 5.0 | 2,435,386 | 34.0 | 33,408 | 42,651 | 1,566,495 | 16.1 | 24,808 | 27,434 | .0601 | .0568 |
| **LEWISTON - AUBURN** | **106.1** | **110.8** | **4.4** | **42.5** | **5.2** | **1,861,561** | **37.9** | **33,422** | **43,801** | **935,099** | **14.0** | **20,312** | **22,002** | **.0415** | **.0397** |
| Androscoggin | 106.1 | 110.8 | 4.4 | 42.5 | 5.2 | 1,861,561 | 37.9 | 33,422 | 43,801 | 935,099 | 14.0 | 20,312 | 22,002 | .0415 | .0397 |
| **PORTLAND** | **245.3** | **258.3** | **5.3** | **100.9** | **5.8** | **5,329,374** | **40.2** | **39,843** | **52,818** | **3,735,362** | **19.9** | **32,650** | **37,020** | **.1255** | **.1223** |
| Cumberland | 245.3 | 258.3 | 5.3 | 100.9 | 5.8 | 5,329,374 | 40.2 | 39,843 | 52,818 | 3,735,362 | 19.9 | 32,650 | 37,020 | .1255 | .1223 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Androscoggin | 106.1 | 110.8 | 4.4 | 42.5 | 5.2 | 1,861,561 | 37.9 | 33,422 | 43,801 | 935,099 | 14.0 | 20,312 | 22,002 | .0415 | .0397 |
| Aroostook | 86.6 | 84.8 | -2.1 | 31.3 | .3 | 1,213,828 | 28.0 | 30,390 | 38,780 | 653,573 | 17.8 | 17,787 | 20,881 | .0297 | .0274 |
| Cumberland | 245.3 | 258.3 | 5.3 | 100.9 | 5.8 | 5,329,374 | 40.2 | 39,843 | 52,818 | 3,735,362 | 19.9 | 32,650 | 37,020 | .1255 | .1223 |
| Franklin | 29.3 | 30.7 | 4.8 | 11.5 | 5.5 | 489,257 | 36.5 | 32,882 | 42,544 | 316,463 | 50.5 | 19,295 | 27,519 | .0110 | .0114 |
| Hancock | 47.4 | 50.1 | 5.7 | 19.8 | 7.0 | 829,641 | 41.0 | 31,796 | 41,901 | 556,098 | 35.6 | 22,161 | 28,086 | .0190 | .0195 |
| Kennebec | 116.8 | 122.1 | 4.5 | 46.7 | 5.7 | 2,056,705 | 36.0 | 34,212 | 44,041 | 1,337,432 | 30.3 | 23,229 | 28,639 | .0479 | .0476 |
| Knox | 36.6 | 38.3 | 4.6 | 15.4 | 6.2 | 544,028 | 29.5 | 28,968 | 35,326 | 364,601 | 22.4 | 20,536 | 23,675 | .0139 | .0131 |
| Lincoln | 30.8 | 33.1 | 7.5 | 13.2 | 9.1 | 623,090 | 46.1 | 35,236 | 47,204 | 281,139 | 22.3 | 18,997 | 21,298 | .0123 | .0128 |
| Oxford | 53.1 | 55.6 | 4.7 | 21.5 | 5.9 | 867,917 | 36.0 | 31,445 | 40,368 | 295,222 | 15.0 | 12,652 | 13,731 | .0176 | .0170 |
| Penobscot | 147.5 | 152.8 | 3.6 | 57.1 | 5.0 | 2,435,386 | 34.0 | 33,408 | 42,651 | 1,566,495 | 16.1 | 24,808 | 27,434 | .0601 | .0568 |
| Piscataquis | 18.8 | 19.3 | 2.7 | 7.6 | 4.1 | 281,649 | 33.9 | 28,814 | 37,059 | 111,847 | 7.9 | 14,205 | 14,717 | .0063 | .0058 |
| Sagadahoc | 34.1 | 37.1 | 8.8 | 14.0 | 9.4 | 538,787 | 32.4 | 31,795 | 38,485 | 277,712 | 33.1 | 16,297 | 19,837 | .0120 | .0120 |
| Somerset | 50.2 | 52.7 | 5.0 | 19.8 | 5.9 | 691,735 | 32.5 | 27,927 | 34,936 | 294,912 | 5.7 | 14,921 | 14,895 | .0162 | .0150 |
| Waldo | 33.4 | 35.7 | 6.9 | 13.6 | 7.9 | 492,935 | 39.5 | 28,039 | 36,245 | 190,655 | 27.2 | 11,892 | 14,019 | .0100 | .0103 |
| Washington | 35.4 | 35.9 | 1.4 | 13.9 | 3.0 | 469,723 | 30.9 | 26,579 | 33,793 | 286,704 | 37.3 | 15,463 | 20,626 | .0115 | .0111 |
| York | 166.9 | 180.5 | 8.1 | 67.8 | 8.1 | 3,296,982 | 42.2 | 36,986 | 48,628 | 1,506,134 | 27.9 | 18,786 | 22,214 | .0661 | .0672 |
| **TOTAL METRO COUNTIES** | **498.9** | **521.9** | **4.6** | **200.5** | **5.4** | **9,626,321** | **38.1** | **36,639** | **48,012** | **6,236,956** | **18.0** | **27,786** | **31,107** | **.2271** | **.2188** |
| **TOTAL STATE** | **1,238.3** | **1,297.8** | **4.8** | **496.6** | **5.8** | **22,022,598** | **37.4** | **34,145** | **44,347** | **12,709,448** | **22.2** | **22,149** | **25,593** | **.5006** | **.4890** |
| **MARYLAND** | | | | | | | | | | | | | | | |
| **BALTIMORE** | **2,404.9** | **2,537.7** | **5.5** | **943.9** | **6.2** | **47,097,396** | **30.2** | **40,715** | **49,897** | **19,663,380** | **12.4** | **19,682** | **20,832** | **.9991** | **.9344** |
| Anne Arundel | 433.1 | 467.9 | 8.0 | 164.1 | 8.5 | 9,285,228 | 32.9 | 46,183 | 56,583 | 4,707,549 | 20.9 | 25,730 | 28,687 | .1990 | .1921 |
| Baltimore | 699.3 | 740.1 | 5.8 | 291.3 | 7.5 | 15,353,592 | 29.7 | 43,677 | 52,707 | 7,924,232 | 13.7 | 25,714 | 27,203 | .3407 | .3168 |
| Baltimore city | 733.4 | 720.1 | -1.8 | 271.7 | -1.4 | 10,614,385 | 21.8 | 31,639 | 39,067 | 3,367,592 | 1.7 | 12,024 | 12,395 | .2380 | .2086 |
| Carroll | 125.8 | 139.6 | 11.0 | 48.1 | 11.6 | 2,254,780 | 30.2 | 40,178 | 46,877 | 744,658 | 6.5 | 16,221 | 15,481 | .0464 | .0437 |
| Harford | 185.9 | 207.7 | 11.7 | 72.4 | 12.2 | 3,623,064 | 33.9 | 41,949 | 50,042 | 1,290,563 | 8.7 | 18,414 | 17,825 | .0732 | .0700 |
| Howard | 192.7 | 223.2 | 15.8 | 81.8 | 16.4 | 5,378,144 | 43.1 | 53,467 | 65,747 | 1,455,075 | 14.9 | 18,020 | 17,788 | .0902 | .0918 |
| Queen Anne's | 34.7 | 39.1 | 12.7 | 14.5 | 13.3 | 588,203 | 34.0 | 34,284 | 40,566 | 173,711 | 9.1 | 12,441 | 11,980 | .0116 | .0114 |
| **CUMBERLAND** | **101.3** | **99.4** | **-1.9** | **39.1** | **-1.0** | **1,329,784** | **19.9** | **28,080** | **34,010** | **720,730** | **11.4** | **16,379** | **18,433** | **.0345** | **.0305** |
| Allegany | 74.6 | 72.7 | -2.5 | 29.1 | -1.4 | 993,323 | 15.6 | 29,121 | 34,135 | 604,453 | 7.2 | 19,121 | 20,772 | .0275 | .0236 |
| *Mineral, W. Va.* | *26.7* | *26.7* | *0* | *10.0* | *0* | *336,461* | *34.5* | *25,010* | *33,646* | *116,277* | *40.2* | *8,292* | *11,628* | *.0070* | *.0069* |

# METRO/COUNTY 1995 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990-1995 | 12/31/95 Households (Thous.) | % Change 1990-1995 | 1995 EBI ($000) | % Change 1990-1995 | Average Household EBI 1990 | Average Household EBI 1995 | 1995 Retail Sales ($000) | % Change 1990-1995 | Retail Sales Per Household 1990 | Retail Sales Per Household 1995 | Buying Power Index 1990 | Buying Power Index 1995 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **MARYLAND (continued)** | | | | | | | | | | | | | | | |
| **HAGERSTOWN** | **122.1** | **126.3** | **3.4** | **47.0** | **4.4** | **1,807,288** | **23.4** | **32,535** | **38,453** | **888,827** | **1.3** | **19,505** | **18,911** | **.0452** | **.0398** |
| Washington | 122.1 | 126.3 | 3.4 | 47.0 | 4.4 | 1,807,288 | 23.4 | 32,535 | 38,453 | 888,827 | 1.3 | 19,505 | 18,911 | .0452 | .0398 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Allegany | 74.6 | 72.7 | -2.5 | 29.1 | -1.4 | 993,323 | 15.6 | 29,121 | 34,135 | 604,453 | 7.2 | 19,121 | 20,772 | .0275 | .0226 |
| Anne Arundel | 433.1 | 467.9 | 8.0 | 164.1 | 8.5 | 9,285,228 | 32.9 | 46,183 | 56,583 | 4,707,549 | 20.9 | 25,730 | 28,687 | .1990 | .1921 |
| Baltimore | 699.3 | 740.1 | 5.8 | 291.3 | 7.5 | 15,353,592 | 29.7 | 43,677 | 52,707 | 7,924,232 | 13.7 | 25,714 | 27,203 | .3407 | .3168 |
| Baltimore city | 733.4 | 720.1 | -1.8 | 271.7 | -1.4 | 10,614,385 | 21.8 | 31,639 | 39,067 | 3,367,592 | 1.7 | 12,024 | 12,395 | .2380 | .2086 |
| ☐ Calvert | 53.0 | 61.6 | 16.2 | 20.3 | 16.0 | 1,135,333 | 43.6 | 45,173 | 55,928 | 239,456 | 15.0 | 11,897 | 11,796 | .0189 | .0196 |
| Caroline | 27.4 | 29.3 | 6.9 | 10.9 | 7.9 | 359,844 | 27.2 | 28,006 | 33,013 | 161,647 | 7.8 | 14,848 | 14,830 | .0087 | .0080 |
| Carroll | 125.8 | 139.6 | 11.0 | 48.1 | 11.6 | 2,254,780 | 30.2 | 40,178 | 46,877 | 744,658 | 6.5 | 16,221 | 15,481 | .0464 | .0437 |
| ☐ Cecil | 72.5 | 79.6 | 9.8 | 27.7 | 10.4 | 1,329,050 | 36.0 | 38,931 | 47,980 | 534,252 | 13.6 | 18,734 | 19,287 | .0275 | .0268 |
| ☐ Charles | 103.6 | 118.7 | 14.6 | 38.8 | 14.8 | 2,026,946 | 36.3 | 43,994 | 52,241 | 710,901 | 10.8 | 18,983 | 18,322 | .0403 | .0392 |
| Dorchester | 30.3 | 30.4 | .3 | 12.4 | 2.5 | 451,510 | 22.9 | 30,358 | 36,412 | 173,531 | -.5 | 14,406 | 13,994 | .0105 | .0092 |
| ☐ Frederick | 153.3 | 171.2 | 11.7 | 60.4 | 12.5 | 3,263,988 | 39.2 | 43,666 | 54,040 | 1,221,999 | 11.5 | 20,410 | 20,232 | .0639 | .0626 |
| Garrett | 28.3 | 28.9 | 2.1 | 10.5 | 2.9 | 431,147 | 29.1 | 32,744 | 41,062 | 202,823 | 13.6 | 17,501 | 19,316 | .0100 | .0093 |
| Harford | 185.9 | 207.7 | 11.7 | 72.4 | 12.2 | 3,623,064 | 33.9 | 41,949 | 50,042 | 1,290,563 | 8.7 | 18,414 | 17,825 | .0732 | .0700 |
| Howard | 192.7 | 223.2 | 15.8 | 81.8 | 16.4 | 5,378,144 | 43.1 | 53,467 | 65,747 | 1,455,075 | 14.9 | 18,020 | 17,788 | .0902 | .0918 |
| Kent | 17.9 | 18.2 | 1.7 | 6.8 | 1.5 | 257,579 | 21.5 | 31,629 | 37,879 | 143,010 | 12.0 | 19,054 | 21,031 | .0065 | .0059 |
| ☐ Montgomery | 777.3 | 893.9 | 15.0 | 332.8 | 14.8 | 26,148,155 | 43.2 | 62,994 | 78,570 | 7,520,370 | 14.4 | 22,681 | 22,597 | .4320 | .4372 |
| ☐ Prince George's | 736.0 | 779.7 | 5.9 | 271.5 | 4.2 | 17,128,822 | 30.4 | 50,421 | 63,090 | 6,688,530 | 6.8 | 24,032 | 24,635 | .3504 | .3231 |
| Queen Anne's | 34.7 | 39.1 | 12.7 | 14.5 | 13.3 | 588,203 | 34.0 | 34,284 | 40,566 | 173,711 | 9.1 | 12,441 | 11,980 | .0116 | .0114 |
| St. Mary's | 77.5 | 86.4 | 11.5 | 29.0 | 11.5 | 1,545,157 | 39.5 | 42,603 | 53,281 | 443,386 | 12.7 | 15,131 | 15,289 | .0285 | .0284 |
| Somerset | 23.6 | 24.5 | 3.8 | 8.6 | 7.5 | 321,441 | 33.3 | 30,150 | 37,377 | 75,901 | 6.7 | 8,894 | 8,826 | .0065 | .0061 |
| Talbot | 30.9 | 32.7 | 5.8 | 13.8 | 7.8 | 706,744 | 34.4 | 41,084 | 51,213 | 353,961 | 7.4 | 25,754 | 25,649 | .0156 | .0143 |
| Washington | 122.1 | 126.3 | 3.4 | 47.0 | 4.4 | 1,807,288 | 23.4 | 32,535 | 38,453 | 888,827 | 1.3 | 19,505 | 18,911 | .0452 | .0398 |
| Wicomico | 75.1 | 79.6 | 6.0 | 30.2 | 7.5 | 1,238,109 | 29.7 | 33,974 | 40,997 | 751,140 | 7.1 | 24,957 | 24,872 | .0312 | .0284 |
| Worcester | 35.4 | 37.5 | 5.9 | 15.4 | 7.7 | 494,386 | 26.2 | 27,387 | 32,103 | 717,801 | 35.9 | 36,940 | 46,610 | .0172 | .0170 |
| **TOTAL METRO COUNTIES** | **4,497.3** | **4,841.4** | **7.7** | **1,771.5** | **7.8** | **100,930,301** | **33.7** | **45,935** | **56,974** | **38,072,168** | **11.4** | **20,798** | **21,491** | **2.0048** | **1.9063** |
| **TOTAL STATE** | **4,843.7** | **5,208.9** | **7.5** | **1,909.1** | **7.7** | **106,736,218** | **33.6** | **45,102** | **55,909** | **41,095,368** | **11.6** | **20,790** | **21,526** | **2.1395** | **2.0329** |
| **MASSACHUSETTS** | | | | | | | | | | | | | | | |
| **BOSTON - LAWRENCE - SALEM - LOWELL - BROCKTON** | **3,791.4** | **3,844.3** | **1.4** | **1,427.5** | **.9** | **88,695,523** | **29.9** | **48,246** | **62,133** | **37,292,450** | **14.9** | **22,936** | **26,124** | **1.8165** | **1.6916** |
| Essex | 672.2 | 685.9 | 2.0 | 256.6 | 1.8 | 14,915,430 | 30.3 | 45,389 | 58,127 | 6,383,703 | 12.3 | 22,543 | 24,878 | .3114 | .2888 |
| Middlesex | 1,401.0 | 1,418.6 | 1.3 | 526.7 | 1.2 | 36,277,155 | 30.9 | 53,244 | 68,876 | 13,380,513 | 11.2 | 23,113 | 25,404 | .7074 | .6569 |
| Norfolk | 616.7 | 621.3 | .7 | 230.9 | 1.3 | 15,791,476 | 29.6 | 53,428 | 68,391 | 7,004,316 | 15.7 | 26,562 | 30,335 | .3239 | .3009 |
| Plymouth | 438.2 | 456.0 | 4.1 | 154.8 | 2.8 | 8,571,045 | 30.2 | 43,713 | 55,369 | 5,112,293 | 28.4 | 26,431 | 33,025 | .1949 | .1887 |
| Suffolk | 663.3 | 652.5 | -.1 | 258.5 | -2.0 | 13,140,417 | 27.0 | 39,225 | 50,833 | 5,411,625 | 15.1 | 17,830 | 20,935 | .2789 | .2563 |
| **NEW BEDFORD - FALL RIVER - ATTLEBORO** | **509.1** | **525.2** | **3.2** | **194.2** | **2.9** | **8,670,333** | **27.9** | **35,918** | **44,646** | **4,647,274** | **13.2** | **21,755** | **23,930** | **.2057** | **.1892** |
| Bristol | 509.1 | 525.2 | 3.2 | 194.2 | 2.9 | 8,670,333 | 27.9 | 35,918 | 44,646 | 4,647,274 | 13.2 | 21,755 | 23,930 | .2057 | .1892 |
| **PITTSFIELD** | **139.0** | **136.8** | **-1.6** | **54.1** | **-.2** | **2,416,329** | **21.1** | **36,806** | **44,664** | **1,433,794** | **19.1** | **22,205** | **26,503** | **.0595** | **.0537** |
| Berkshire | 139.0 | 136.8 | -1.6 | 54.1 | -.2 | 2,416,329 | 21.1 | 36,806 | 44,664 | 1,433,794 | 19.1 | 22,205 | 26,503 | .0595 | .0537 |
| **SPRINGFIELD** | **606.6** | **628.3** | **3.6** | **230.5** | **4.1** | **10,507,435** | **26.8** | **37,438** | **45,585** | **5,310,755** | **17.6** | **20,403** | **23,040** | **.2418** | **.2247** |
| Hampden | 459.2 | 476.1 | 3.7 | 178.4 | 4.3 | 8,125,556 | 28.0 | 37,135 | 45,547 | 4,254,602 | 17.2 | 21,221 | 23,849 | .1875 | .1749 |
| Hampshire | 147.4 | 152.2 | 3.3 | 52.1 | 3.4 | 2,381,879 | 22.9 | 38,466 | 45,717 | 1,056,153 | 18.9 | 17,625 | 20,272 | .0543 | .0498 |
| **WORCESTER - FITCHBURG - LEOMINSTER** | **717.5** | **762.2** | **6.2** | **280.3** | **6.5** | **14,894,210** | **35.5** | **41,778** | **53,137** | **6,096,180** | **12.1** | **20,655** | **21,749** | **.3046** | **.2909** |
| Worcester | 717.5 | 762.2 | 6.2 | 280.3 | 6.5 | 14,894,210 | 35.5 | 41,778 | 53,137 | 6,096,180 | 12.1 | 20,655 | 21,749 | .3046 | .2909 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Barnstable | 189.8 | 207.0 | 9.1 | 86.9 | 10.0 | 4,164,228 | 38.2 | 38,146 | 47,920 | 2,741,922 | 19.5 | 29,042 | 31,553 | .0963 | .0938 |
| Berkshire | 139.0 | 136.8 | -1.6 | 54.1 | -.2 | 2,416,329 | 21.1 | 36,806 | 44,664 | 1,433,794 | 19.1 | 22,205 | 26,503 | .0595 | .0537 |
| Bristol | 509.1 | 525.2 | 3.2 | 194.2 | 2.9 | 8,670,333 | 27.9 | 35,918 | 44,646 | 4,647,274 | 13.2 | 21,755 | 23,930 | .2057 | .1892 |
| Dukes | 11.9 | 13.4 | 12.6 | 5.8 | 13.7 | 252,937 | 42.9 | 34,704 | 43,610 | 219,219 | 38.7 | 30,992 | 37,796 | .0061 | .0064 |
| Essex | 672.2 | 685.9 | 2.0 | 256.6 | 1.8 | 14,915,430 | 30.3 | 45,389 | 58,127 | 6,383,703 | 12.3 | 22,543 | 24,878 | .3114 | .2888 |
| Franklin | 70.8 | 75.0 | 5.9 | 30.0 | 7.5 | 1,213,600 | 28.2 | 33,929 | 40,453 | 542,667 | 18.1 | 16,476 | 18,089 | .0268 | .0253 |
| Hampden | 459.2 | 476.1 | 3.7 | 178.4 | 4.3 | 8,125,556 | 28.0 | 37,135 | 45,547 | 4,254,602 | 17.2 | 21,221 | 23,849 | .1875 | .1749 |
| Hampshire | 147.4 | 152.2 | 3.3 | 52.1 | 3.4 | 2,381,879 | 22.9 | 38,466 | 45,717 | 1,056,153 | 18.9 | 17,625 | 20,272 | .0543 | .0498 |
| Middlesex | 1,401.0 | 1,418.6 | 1.3 | 526.7 | 1.2 | 36,277,155 | 30.9 | 53,244 | 68,876 | 13,380,513 | 11.2 | 23,113 | 25,404 | .7074 | .6569 |
| Nantucket | 6.1 | 6.9 | 13.1 | 3.0 | 15.4 | 172,249 | 44.8 | 45,764 | 57,416 | 181,243 | 40.4 | 49,665 | 60,414 | .0043 | .0046 |
| Norfolk | 616.7 | 621.3 | .7 | 230.9 | 1.3 | 15,791,476 | 29.6 | 53,428 | 68,391 | 7,004,316 | 15.7 | 26,562 | 30,335 | .3239 | .3009 |
| Plymouth | 438.2 | 456.0 | 4.1 | 154.8 | 2.8 | 8,571,045 | 30.2 | 43,713 | 55,369 | 5,112,293 | 28.4 | 26,431 | 33,025 | .1949 | .1887 |

# METRO/COUNTY 1995 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990-1995 | 12/31/95 Households (Thous.) | % Change 1990-1995 | 1995 EBI ($000) | % Change 1990-1995 | Average Household EBI 1990 | Average Household EBI 1995 | 1995 Retail Sales ($000) | % Change 1990-1995 | Retail Sales Per Household 1990 | Retail Sales Per Household 1995 | Buying Power Index 1990 | Buying Power Index 1995 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **MASSACHUSETTS (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Suffolk | 663.3 | 662.5 | –.1 | 258.5 | –2.0 | 13,140,417 | 27.0 | 39,225 | 50,833 | 5,411,625 | 15.1 | 17,830 | 20,935 | .2789 | .2563 |
| Worcester | 717.5 | 762.2 | 6.2 | 280.3 | 6.5 | 14,894,210 | 35.5 | 41,778 | 53,137 | 6,096,180 | 12.1 | 20,655 | 21,749 | .3046 | .2909 |
| **TOTAL METRO COUNTIES** | **5,763.6** | **5,896.8** | **2.3** | **2,186.6** | **2.1** | **125,183,830** | **30.0** | **44,960** | **57,250** | **54,780,453** | **14.8** | **22,271** | **25,053** | **2.6281** | **2.4501** |
| **TOTAL STATE** | **6,042.2** | **6,199.1** | **2.6** | **2,312.3** | **2.4** | **130,986,844** | **30.2** | **44,562** | **56,648** | **58,465,504** | **15.2** | **22,488** | **25,285** | **2.7616** | **2.5802** |
| **MICHIGAN** | | | | | | | | | | | | | | | |
| **ANN ARBOR** | **284.8** | **296.6** | **4.1** | **109.5** | **4.0** | **5,319,516** | **29.6** | **38,987** | **48,580** | **3,093,050** | **29.6** | **22,667** | **28,247** | **.1209** | **.1172** |
| Washtenaw | 284.8 | 296.6 | 4.1 | 109.5 | 4.0 | 5,319,516 | 29.6 | 38,987 | 48,580 | 3,093,050 | 29.6 | 22,667 | 28,247 | .1209 | .1172 |
| **BATTLE CREEK** | **136.1** | **137.1** | **.7** | **52.6** | **1.3** | **2,791,581** | **41.9** | **37,897** | **53,072** | **1,475,143** | **42.2** | **19,993** | **28,045** | **.0561** | **.0583** |
| Calhoun | 136.1 | 137.1 | .7 | 52.6 | 1.3 | 2,791,581 | 41.9 | 37,897 | 53,072 | 1,475,143 | 42.2 | 19,993 | 28,045 | .0561 | .0583 |
| **BENTON HARBOR** | **161.4** | **162.1** | **.4** | **61.6** | **1.0** | **2,688,060** | **32.5** | **33,250** | **43,637** | **1,465,205** | **30.3** | **18,433** | **23,786** | **.0605** | **.0589** |
| Berrien | 161.4 | 162.1 | .4 | 61.6 | 1.0 | 2,688,060 | 32.5 | 33,250 | 43,637 | 1,465,205 | 30.3 | 18,433 | 23,786 | .0605 | .0589 |
| **DETROIT** | **4,387.9** | **4,438.2** | **1.1** | **1,646.7** | **1.6** | **84,594,238** | **32.0** | **39,530** | **51,372** | **43,551,163** | **30.6** | **20,574** | **26,448** | **1.8192** | **1.7717** |
| Lapeer | 75.5 | 79.7 | 5.6 | 26.1 | 4.8 | 1,244,599 | 32.2 | 37,818 | 47,686 | 581,744 | 33.2 | 17,541 | 22,289 | .0267 | .0265 |
| Livingston | 117.7 | 129.7 | 10.2 | 43.3 | 9.3 | 2,496,377 | 42.3 | 44,301 | 57,653 | 692,983 | 25.4 | 13,960 | 16,004 | .0437 | .0448 |
| Macomb | 720.4 | 739.2 | 2.6 | 276.2 | 3.8 | 11,494,848 | 22.4 | 35,294 | 41,618 | 8,060,386 | 22.6 | 24,712 | 29,183 | .3009 | .2778 |
| Monroe | 134.0 | 136.8 | 2.1 | 47.8 | 2.6 | 3,378,817 | 52.5 | 47,541 | 70,687 | 937,943 | 49.5 | 13,466 | 19,622 | .0528 | .0577 |
| Oakland | 1,095.4 | 1,165.7 | 6.4 | 445.4 | 7.3 | 31,947,318 | 47.5 | 52,179 | 71,727 | 14,914,017 | 33.6 | 26,899 | 33,485 | .5820 | .6112 |
| St. Clair | 146.7 | 153.0 | 4.3 | 55.6 | 4.3 | 2,495,375 | 34.4 | 34,845 | 44,881 | 1,127,726 | 36.3 | 15,521 | 20,283 | .0519 | .0521 |
| Wayne | 2,098.2 | 2,034.1 | -3.1 | 752.3 | -3.0 | 31,536,904 | 20.1 | 33,867 | 41,921 | 17,236,364 | 30.9 | 16,978 | 22,912 | .7612 | .7016 |
| ***DETROIT - ANN ARBOR CONSOLIDATED AREA*** | ***4,672.7*** | ***4,734.8*** | ***1.3*** | ***1,756.2*** | ***1.7*** | ***89,913,754*** | ***31.9*** | ***39,497*** | ***51,198*** | ***46,644,213*** | ***30.5*** | ***20,701*** | ***26,560*** | ***1.9401*** | ***1.8889*** |
| **FLINT** | **429.1** | **423.8** | **-1.2** | **160.4** | **–.2** | **6,092,770** | **17.8** | **32,161** | **37,985** | **4,452,039** | **28.0** | **21,630** | **27,756** | **.1658** | **.1519** |
| Genesee | 429.1 | 423.8 | -1.2 | 160.4 | –.2 | 6,092,770 | 17.8 | 32,161 | 37,985 | 4,452,039 | 28.0 | 21,630 | 27,756 | .1658 | .1519 |
| **GRAND RAPIDS** | **696.2** | **744.9** | **7.0** | **264.9** | **7.1** | **13,976,941** | **45.2** | **38,915** | **52,763** | **7,806,680** | **39.7** | **22,599** | **29,470** | **.2858** | **.3012** |
| Kent | 505.5 | 536.6 | 6.2 | 195.1 | 6.3 | 9,840,245 | 41.9 | 37,768 | 50,437 | 6,204,722 | 40.5 | 24,055 | 31,803 | .2126 | .2218 |
| Ottawa | 190.7 | 208.3 | 9.2 | 69.8 | 9.6 | 4,136,696 | 53.8 | 42,222 | 59,265 | 1,601,958 | 36.7 | 18,402 | 22,951 | .0732 | .0794 |
| **JACKSON** | **150.4** | **154.4** | **2.7** | **55.9** | **3.7** | **2,642,977** | **36.0** | **36,042** | **47,280** | **1,297,219** | **31.9** | **18,253** | **23,206** | **.0560** | **.0559** |
| Jackson | 150.4 | 154.4 | 2.7 | 55.9 | 3.7 | 2,642,977 | 36.0 | 36,042 | 47,280 | 1,297,219 | 31.9 | 18,253 | 23,206 | .0560 | .0559 |
| **KALAMAZOO** | **224.5** | **231.7** | **3.2** | **87.0** | **3.4** | **4,690,371** | **41.1** | **39,513** | **53,912** | **2,433,251** | **36.5** | **21,201** | **27,968** | **.0950** | **.0973** |
| Kalamazoo | 224.5 | 231.7 | 3.2 | 87.0 | 3.4 | 4,690,371 | 41.1 | 39,513 | 53,912 | 2,433,251 | 36.5 | 21,201 | 27,968 | .0950 | .0973 |
| **LANSING - EAST LANSING** | **434.5** | **447.0** | **2.9** | **162.3** | **3.0** | **7,903,720** | **33.3** | **37,618** | **48,698** | **4,563,724** | **36.1** | **21,274** | **28,119** | **.1751** | **.1742** |
| Clinton | 58.3 | 60.9 | 4.5 | 21.3 | 4.4 | 937,540 | 27.6 | 36,022 | 44,016 | 338,425 | 22.4 | 13,548 | 15,888 | .0198 | .0187 |
| Eaton | 93.7 | 98.7 | 5.3 | 36.4 | 6.1 | 1,717,793 | 32.5 | 37,801 | 47,192 | 1,072,975 | 33.6 | 23,420 | 29,477 | .0394 | .0390 |
| Ingham | 282.5 | 287.4 | 1.7 | 104.6 | 1.7 | 5,248,387 | 34.7 | 37,873 | 50,176 | 3,152,324 | 38.7 | 22,090 | 30,137 | .1159 | .1165 |
| **MUSKEGON** | **159.6** | **163.5** | **2.4** | **60.1** | **3.6** | **2,654,665** | **38.4** | **33,061** | **44,171** | **1,382,835** | **38.3** | **17,242** | **23,009** | **.0567** | **.0577** |
| Muskegon | 159.6 | 163.5 | 2.4 | 60.1 | 3.6 | 2,654,665 | 38.4 | 33,061 | 44,171 | 1,382,835 | 38.3 | 17,242 | 23,009 | .0567 | .0577 |
| **SAGINAW - BAY CITY - MIDLAND** | **398.5** | **395.8** | **–.7** | **148.7** | **.5** | **6,371,931** | **25.5** | **34,320** | **42,851** | **3,656,704** | **24.2** | **19,914** | **24,591** | **.1532** | **.1428** |
| Bay | 111.3 | 109.5 | -1.6 | 41.8 | –.5 | 1,691,245 | 22.7 | 32,812 | 40,460 | 1,029,699 | 25.2 | 19,590 | 24,634 | .0422 | .0391 |
| Midland | 76.1 | 78.9 | 3.7 | 29.2 | 4.3 | 1,843,856 | 46.8 | 44,865 | 63,146 | 504,768 | 35.5 | 13,300 | 17,287 | .0302 | .0317 |
| Saginaw | 211.1 | 207.4 | -1.8 | 77.7 | –.3 | 2,836,830 | 16.2 | 31,342 | 36,510 | 2,122,237 | 21.3 | 22,467 | 27,313 | .0808 | .0720 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Alcona | 10.2 | 10.4 | 2.0 | 4.4 | 2.3 | 183,501 | 51.0 | 28,258 | 41,705 | 58,452 | 39.4 | 9,751 | 13,285 | .0032 | .0034 |
| Alger | 9.0 | 8.9 | -1.1 | 3.3 | .0 | 138,920 | 39.9 | 30,088 | 42,097 | 37,620 | 18.1 | 9,652 | 11,400 | .0027 | .0026 |
| Allegan | 91.5 | 97.4 | 6.4 | 34.3 | 6.9 | 1,800,611 | 48.7 | 37,715 | 52,496 | 751,569 | 55.6 | 15,049 | 21,912 | .0325 | .0356 |
| Alpena | 30.6 | 30.4 | –.7 | 12.0 | 1.7 | 479,206 | 33.9 | 30,333 | 39,934 | 254,913 | 17.1 | 18,444 | 21,243 | .0113 | .0106 |
| Antrim | 18.4 | 19.5 | 6.0 | 7.6 | 7.0 | 206,025 | 26.0 | 23,027 | 27,109 | 97,551 | 20.5 | 11,406 | 12,836 | .0051 | .0048 |
| Arenac | 15.0 | 15.6 | 4.0 | 6.0 | 5.3 | 160,171 | 24.2 | 22,626 | 26,695 | 125,932 | 37.3 | 16,095 | 20,989 | .0045 | .0045 |
| Baraga | 8.0 | 7.9 | -1.3 | 3.1 | .0 | 98,179 | 25.1 | 25,315 | 31,671 | 38,576 | 8.2 | 11,505 | 12,444 | .0025 | .0022 |
| Barry | 50.5 | 53.1 | 5.1 | 18.8 | 5.0 | 734,170 | 27.8 | 32,086 | 39,052 | 246,128 | 37.1 | 10,031 | 13,092 | .0152 | .0147 |
| Bay | 111.3 | 109.5 | -1.6 | 41.8 | –.5 | 1,691,245 | 22.7 | 32,812 | 40,460 | 1,029,699 | 25.2 | 19,590 | 24,634 | .0422 | .0391 |
| Benzie | 12.3 | 12.8 | 4.1 | 5.1 | 6.3 | 229,251 | 51.8 | 31,469 | 44,951 | 80,977 | 31.5 | 12,828 | 15,878 | .0041 | .0043 |
| Berrien | 161.4 | 162.1 | .4 | 61.6 | 1.0 | 2,688,060 | 32.5 | 33,250 | 43,637 | 1,465,205 | 30.3 | 18,433 | 23,786 | .0605 | .0589 |
| Branch | 41.8 | 43.4 | 3.8 | 15.8 | 5.3 | 625,305 | 34.1 | 31,084 | 39,576 | 221,823 | 20.7 | 12,248 | 14,039 | .0132 | .0127 |
| Calhoun | 136.1 | 137.1 | .7 | 52.6 | 1.3 | 2,791,581 | 41.9 | 37,897 | 53,072 | 1,475,143 | 42.2 | 19,993 | 28,045 | .0561 | .0583 |
| Cass | 49.6 | 50.7 | 2.2 | 18.7 | 2.2 | 826,838 | 36.1 | 33,204 | 44,216 | 241,982 | 39.3 | 9,490 | 12,940 | .0155 | .0155 |
| Charlevoix | 21.7 | 23.2 | 6.9 | 9.0 | 8.4 | 259,472 | 25.6 | 24,882 | 28,830 | 174,738 | 37.1 | 15,355 | 19,415 | .0068 | .0067 |
| Cheboygan | 21.5 | 22.3 | 3.7 | 8.7 | 6.1 | 284,852 | 33.6 | 25,993 | 32,742 | 214,307 | 25.4 | 20,849 | 24,633 | .0075 | .0074 |
| Chippewa | 35.0 | 37.0 | 5.7 | 12.6 | 7.7 | 382,530 | 30.5 | 25,044 | 30,360 | 244,825 | 13.5 | 18,443 | 19,431 | .0106 | .0099 |

# METRO/COUNTY 1995 PROJECTIONS

S&MM ESTIMATES

| METRO AREA County | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990-1995 | 12/31/95 Households (Thous.) | % Change 1990-1995 | 1995 EBI ($000) | % Change 1990-1995 | Average Household EBI 1990 | Average Household EBI 1995 | 1995 Retail Sales ($000) | % Change 1990-1995 | Retail Sales Per Household 1990 | Retail Sales Per Household 1995 | Buying Power Index 1990 | Buying Power Index 1995 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **MICHIGAN (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Clare | 25.2 | 26.6 | 5.6 | 10.5 | 7.1 | 335,444 | 36.7 | 25,031 | 31,947 | 264,794 | 54.1 | 17,539 | 25,218 | .0083 | .0088 |
| Clinton | 58.3 | 60.9 | 4.5 | 21.3 | 4.4 | 937,540 | 27.6 | 36,022 | 44,016 | 338,425 | 22.4 | 13,548 | 15,888 | .0198 | .0187 |
| Crawford | 12.5 | 13.7 | 9.6 | 5.0 | 11.1 | 259,806 | 66.3 | 34,720 | 51,961 | 91,766 | 25.1 | 16,299 | 18,353 | .0046 | .0050 |
| Delta | 37.7 | 37.2 | -1.3 | 14.6 | .7 | 662,038 | 40.7 | 32,462 | 45,345 | 362,886 | 29.8 | 19,286 | 24,855 | .0143 | .0143 |
| Dickinson | 26.9 | 27.1 | .7 | 10.9 | 1.9 | 348,635 | 24.0 | 26,271 | 31,985 | 265,003 | 27.9 | 19,367 | 24,312 | .0095 | .0090 |
| Eaton | 93.7 | 98.7 | 5.3 | 36.4 | 6.1 | 1,717,793 | 32.5 | 37,801 | 47,192 | 1,072,975 | 33.6 | 23,420 | 29,477 | .0394 | .0390 |
| Emmet | 25.3 | 26.7 | 5.5 | 10.3 | 7.3 | 372,678 | 32.9 | 29,211 | 36,182 | 379,507 | 36.7 | 28,929 | 36,845 | .0106 | .0107 |
| Genesee | 429.1 | 423.8 | -1.2 | 160.4 | -.2 | 6,092,770 | 17.8 | 32,161 | 37,985 | 4,452,039 | 28.0 | 21,630 | 27,756 | .1658 | .1519 |
| Gladwin | 22.1 | 23.4 | 5.9 | 9.0 | 7.1 | 368,671 | 48.9 | 29,474 | 40,963 | 144,061 | 49.3 | 11,485 | 16,007 | .0070 | .0074 |
| Gogebic | 17.9 | 17.0 | -5.0 | 7.2 | -2.7 | 194,688 | 19.3 | 22,060 | 27,040 | 117,631 | 13.1 | 14,057 | 16,338 | .0054 | .0048 |
| Grand Traverse | 65.3 | 71.1 | 8.9 | 26.8 | 9.8 | 1,023,363 | 34.5 | 31,189 | 38,185 | 1,018,168 | 31.5 | 31,721 | 37,991 | .0290 | .0289 |
| Gratiot | 39.0 | 39.0 | .0 | 13.8 | .7 | 839,027 | 51.1 | 40,519 | 60,799 | 214,095 | 17.0 | 13,356 | 15,514 | .0140 | .0145 |
| Hillsdale | 43.6 | 44.9 | 3.0 | 16.3 | 3.8 | 587,736 | 28.9 | 29,053 | 36,057 | 262,465 | 23.0 | 13,590 | 16,102 | .0136 | .0129 |
| Houghton | 35.3 | 34.4 | -2.5 | 13.1 | .0 | 444,476 | 30.2 | 26,062 | 33,929 | 292,256 | 40.6 | 15,863 | 22,310 | .0111 | .0109 |
| Huron | 34.9 | 34.5 | -1.1 | 13.3 | .8 | 460,672 | 27.0 | 27,489 | 34,637 | 310,459 | 44.5 | 16,279 | 23,343 | .0116 | .0113 |
| Ingham | 282.5 | 287.4 | 1.7 | 104.6 | 1.7 | 5,248,387 | 34.7 | 37,873 | 50,176 | 3,152,324 | 38.7 | 22,090 | 30,137 | .1159 | .1165 |
| Ionia | 57.6 | 60.9 | 5.7 | 19.8 | 5.9 | 1,011,675 | 47.2 | 36,744 | 51,095 | 311,708 | 27.8 | 13,047 | 15,743 | .0185 | .0192 |
| Iosco | 30.3 | 31.2 | 3.0 | 12.1 | 4.3 | 370,174 | 28.7 | 24,790 | 30,593 | 247,124 | 36.7 | 15,582 | 20,423 | .0095 | .0094 |
| Iron | 13.1 | 12.6 | -3.8 | 5.5 | -1.8 | 204,539 | 35.2 | 27,010 | 37,189 | 80,330 | 17.8 | 12,179 | 14,605 | .0044 | .0040 |
| Isabella | 54.7 | 55.6 | 1.6 | 18.0 | 2.3 | 1,062,100 | 51.7 | 39,780 | 59,006 | 497,814 | 48.6 | 19,031 | 27,656 | .0199 | .0216 |
| Jackson | 150.4 | 154.4 | 2.7 | 55.9 | 3.7 | 2,642,977 | 36.0 | 36,042 | 47,280 | 1,297,219 | 31.9 | 18,253 | 23,206 | .0560 | .0559 |
| Kalamazoo | 224.5 | 231.7 | 3.2 | 87.0 | 3.4 | 4,690,371 | 41.1 | 39,513 | 53,912 | 2,433,251 | 36.5 | 21,201 | 27,968 | .0950 | .0973 |
| Kalkaska | 13.7 | 14.9 | 8.8 | 5.5 | 10.0 | 175,152 | 34.9 | 25,975 | 31,846 | 103,906 | 29.6 | 16,036 | 18,892 | .0043 | .0042 |
| Kent | 505.5 | 536.6 | 6.2 | 195.1 | 6.3 | 9,840,245 | 41.9 | 37,768 | 50,437 | 6,204,722 | 40.5 | 24,055 | 31,803 | .2126 | .2218 |
| Keweenaw | 1.7 | 1.7 | .0 | .8 | .0 | 27,884 | 46.1 | 23,653 | 34,855 | 7,272 | 10.8 | 8,208 | 9,090 | .0007 | .0005 |
| Lake | 8.7 | 9.2 | 5.7 | 3.9 | 8.3 | 80,658 | 28.0 | 17,501 | 20,682 | 46,374 | 48.2 | 8,692 | 11,891 | .0021 | .0022 |
| Lapeer | 75.5 | 79.7 | 5.6 | 26.1 | 4.8 | 1,244,599 | 32.2 | 37,818 | 47,686 | 581,744 | 33.2 | 17,541 | 22,289 | .0267 | .0265 |
| Leelanau | 16.7 | 17.9 | 7.2 | 6.9 | 9.5 | 284,184 | 40.9 | 32,025 | 41,186 | 94,234 | 33.5 | 11,202 | 13,657 | .0053 | .0054 |
| Lenawee | 91.9 | 94.3 | 2.6 | 32.7 | 2.8 | 1,365,319 | 27.9 | 33,557 | 41,753 | 681,509 | 27.3 | 16,839 | 20,841 | .0315 | .0301 |
| Livingston | 117.7 | 129.7 | 10.2 | 43.3 | 9.3 | 2,496,377 | 42.3 | 44,301 | 57,653 | 692,983 | 25.4 | 13,960 | 16,004 | .0437 | .0448 |
| Luce | 5.7 | 5.5 | -3.5 | 2.1 | .0 | 79,812 | 31.9 | 28,816 | 38,006 | 56,621 | 39.1 | 19,390 | 26,962 | .0019 | .0019 |
| Mackinac | 10.7 | 11.0 | 2.8 | 4.5 | 4.7 | 139,921 | 31.4 | 24,758 | 31,094 | 88,760 | 7.1 | 19,271 | 19,724 | .0037 | .0035 |
| Macomb | 720.4 | 739.2 | 2.6 | 276.2 | 3.8 | 11,494,848 | 22.4 | 35,294 | 41,618 | 8,060,386 | 22.6 | 24,712 | 29,183 | .3009 | .2778 |
| Manistee | 21.2 | 20.9 | -1.4 | 8.6 | .0 | 277,171 | 21.6 | 26,515 | 32,229 | 202,713 | 47.9 | 15,937 | 23,571 | .0073 | .0070 |
| Marquette | 70.8 | 70.6 | -.3 | 25.6 | .8 | 1,060,430 | 29.6 | 32,224 | 41,423 | 593,464 | 29.8 | 18,004 | 23,182 | .0248 | .0239 |
| Mason | 25.5 | 25.3 | -.8 | 10.0 | .0 | 360,656 | 27.1 | 28,381 | 36,066 | 222,232 | 43.4 | 15,501 | 22,223 | .0087 | .0085 |
| Mecosta | 37.4 | 38.1 | 1.9 | 12.6 | 2.4 | 384,867 | 19.4 | 26,200 | 30,545 | 285,793 | 36.7 | 16,993 | 22,682 | .0110 | .0105 |
| Menominee | 24.9 | 24.5 | -1.6 | 9.8 | .0 | 285,854 | 19.1 | 24,491 | 29,169 | 136,779 | 17.4 | 11,892 | 13,957 | .0074 | .0066 |
| Midland | 76.1 | 78.9 | 3.7 | 29.2 | 4.3 | 1,843,856 | 46.8 | 44,865 | 63,146 | 504,768 | 35.5 | 13,300 | 17,287 | .0302 | .0317 |
| Missaukee | 12.3 | 13.3 | 8.1 | 4.9 | 11.4 | 145,264 | 36.4 | 24,210 | 29,646 | 59,113 | 10.0 | 12,213 | 12,064 | .0034 | .0034 |
| Monroe | 134.0 | 136.8 | 2.1 | 47.8 | 2.6 | 3,378,817 | 52.5 | 47,541 | 70,687 | 937,943 | 49.5 | 13,466 | 19,622 | .0528 | .0577 |
| Montcalm | 53.7 | 57.5 | 7.1 | 20.2 | 7.4 | 788,435 | 40.5 | 29,851 | 39,031 | 466,607 | 51.7 | 16,359 | 23,099 | .0173 | .0184 |
| Montmorency | 9.0 | 9.6 | 6.7 | 3.9 | 8.3 | 140,255 | 52.7 | 25,509 | 35,963 | 45,635 | 18.3 | 10,714 | 11,701 | .0028 | .0027 |
| Muskegon | 159.6 | 163.5 | 2.4 | 60.1 | 3.6 | 2,654,665 | 38.4 | 33,061 | 44,171 | 1,382,835 | 38.3 | 17,242 | 23,009 | .0567 | .0577 |
| Newaygo | 38.6 | 41.3 | 7.0 | 15.0 | 7.9 | 506,923 | 34.7 | 27,074 | 33,795 | 249,393 | 52.1 | 11,796 | 16,626 | .0112 | .0116 |
| Oakland | 1,095.4 | 1,165.7 | 6.4 | 445.4 | 7.3 | 31,947,318 | 47.5 | 52,179 | 71,727 | 14,914,017 | 33.6 | 26,899 | 33,485 | .5820 | .6112 |
| Oceana | 22.6 | 23.5 | 4.0 | 8.5 | 4.9 | 426,109 | 54.3 | 34,083 | 50,130 | 143,742 | 44.4 | 12,290 | 16,911 | .0075 | .0080 |
| Ogemaw | 19.0 | 20.5 | 7.9 | 8.0 | 9.6 | 240,271 | 39.0 | 23,671 | 30,034 | 115,332 | 10.4 | 14,309 | 14,417 | .0056 | .0055 |
| Ontonagon | 8.8 | 8.6 | -2.3 | 3.6 | .0 | 99,681 | 17.0 | 23,665 | 27,689 | 50,758 | -.2 | 14,123 | 14,099 | .0027 | .0023 |
| Osceola | 20.3 | 21.1 | 3.9 | 7.7 | 4.1 | 342,624 | 50.6 | 30,740 | 44,497 | 120,984 | 51.0 | 10,830 | 15,712 | .0063 | .0068 |
| Oscoda | 8.0 | 8.6 | 7.5 | 3.5 | 9.4 | 77,760 | 28.3 | 18,933 | 22,217 | 37,310 | 12.9 | 10,327 | 10,660 | .0021 | .0019 |
| Otsego | 18.3 | 19.9 | 8.7 | 7.3 | 10.6 | 352,141 | 54.3 | 34,579 | 48,238 | 182,080 | 25.4 | 22,001 | 24,942 | .0070 | .0075 |
| Ottawa | 190.7 | 208.3 | 9.2 | 69.8 | 9.6 | 4,136,696 | 53.8 | 42,222 | 59,265 | 1,601,958 | 36.7 | 18,402 | 22,951 | .0732 | .0794 |
| Presque Isle | 13.8 | 13.9 | .7 | 5.6 | 3.7 | 137,485 | 21.7 | 20,925 | 24,551 | 90,966 | 31.3 | 12,828 | 16,244 | .0039 | .0036 |
| Roscommon | 20.2 | 22.2 | 9.9 | 9.7 | 11.5 | 279,509 | 39.7 | 22,994 | 28,815 | 227,606 | 40.8 | 18,580 | 23,465 | .0071 | .0076 |
| Saginaw | 211.1 | 207.4 | -1.8 | 77.7 | -.3 | 2,836,830 | 16.2 | 31,342 | 36,510 | 2,122,237 | 21.3 | 22,467 | 27,313 | .0808 | .0720 |
| St. Clair | 146.7 | 153.0 | 4.3 | 55.6 | 4.3 | 2,495,375 | 34.4 | 34,845 | 44,881 | 1,127,726 | 36.3 | 15,521 | 20,283 | .0519 | .0521 |
| St. Joseph | 59.2 | 61.2 | 3.4 | 22.5 | 3.7 | 1,187,996 | 50.0 | 36,508 | 52,800 | 449,608 | 45.7 | 14,218 | 19,983 | .0212 | .0227 |
| Sanilac | 40.0 | 40.6 | 1.5 | 15.0 | 2.0 | 479,707 | 22.3 | 26,692 | 31,980 | 307,818 | 45.3 | 14,414 | 20,521 | .0123 | .0119 |
| Schoolcraft | 8.3 | 8.1 | -2.4 | 3.3 | .0 | 148,771 | 46.5 | 30,783 | 45,082 | 58,035 | 17.4 | 14,980 | 17,586 | .0030 | .0029 |
| Shiawassee | 69.9 | 71.0 | 1.6 | 25.3 | 1.6 | 1,141,244 | 29.8 | 35,308 | 45,108 | 485,179 | 25.6 | 15,510 | 19,177 | .0245 | .0235 |
| Tuscola | 55.6 | 56.3 | 1.3 | 19.9 | 2.1 | 815,985 | 27.3 | 32,862 | 41,004 | 299,751 | 22.1 | 12,585 | 15,063 | .0176 | .0166 |
| Van Buren | 70.6 | 73.6 | 4.2 | 26.7 | 4.3 | 835,855 | 22.9 | 26,568 | 31,305 | 473,690 | 34.4 | 13,766 | 17,741 | .0213 | .0203 |
| Washtenaw | 284.8 | 296.6 | 4.1 | 109.5 | 4.0 | 5,319,516 | 29.6 | 38,987 | 48,580 | 3,093,050 | 29.6 | 22,667 | 28,247 | .1209 | .1172 |
| Wayne | 2,098.2 | 2,034.1 | -3.1 | 752.3 | -3.0 | 31,536,904 | 20.1 | 33,867 | 41,921 | 17,236,364 | 30.9 | 16,978 | 22,912 | .7612 | .7016 |
| Wexford | 26.5 | 27.5 | 3.8 | 10.4 | 4.0 | 309,230 | 23.7 | 24,991 | 29,734 | 366,905 | 51.0 | 24,301 | 33,279 | .0096 | .0100 |

# METRO/COUNTY 1995 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990–1995 | 12/31/95 Households (Thous.) | % Change 1990–1995 | 1995 EBI ($000) | % Change 1990–1995 | Average Household EBI | | 1995 Retail Sales ($000) | % Change 1990–1995 | Retail Sales Per Household | | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 1990 | 1995 | | | 1990 | 1995 | 1990 | 1995 |
| **MICHIGAN (continued)** | | | | | | | | | | | | | | | |
| **TOTAL METRO COUNTIES** | **7,463.0** | **7,595.1** | **1.8** | **2,809.7** | **2.2** | **139,726,770** | **32.9** | **38,257** | **49,730** | **75,177,013** | **31.8** | **20,747** | **26,756** | **3.0443** | **2.9871** |
| **TOTAL STATE** | **9,323.1** | **9,515.8** | **2.1** | **3,519.3** | **2.6** | **167,658,676** | **33.3** | **36,668** | **47,640** | **89,576,642** | **32.1** | **19,765** | **25,453** | **3.6654** | **3.6062** |
| **MINNESOTA** | | | | | | | | | | | | | | | |
| **DULUTH** | **238.5** | **230.6** | **-3.3** | **93.3** | **-1.5** | **3,836,316** | **24.0** | **32,678** | **41,118** | **2,278,891** | **34.9** | **17,834** | **24,425** | **.0913** | **.0865** |
| St. Louis | 196.8 | 189.0 | -4.0 | 76.8 | -1.9 | 3,150,256 | 22.4 | 32,880 | 41,019 | 1,828,035 | 31.7 | 17,725 | 23,803 | .0755 | .0704 |
| *Douglas, Wisc.* | *41.7* | *41.6* | *-.2* | *16.5* | *.6* | *686,060* | *31.9* | *31,715* | *41,579* | *450,856* | *49.8* | *18,353* | *27,325* | *.0158* | *.0161* |
| **FARGO - MOORHEAD** | **154.4** | **161.2** | **4.4** | **61.4** | **5.5** | **2,596,008** | **32.3** | **33,705** | **42,280** | **1,895,057** | **46.2** | **22,275** | **30,864** | **.0618** | **.0631** |
| Clay | 50.5 | 51.3 | 1.6 | 17.9 | 2.3 | 657,949 | 20.5 | 31,213 | 36,757 | 365,631 | 28.1 | 16,304 | 20,426 | .0166 | .0153 |
| *Cass, N. D.* | *103.9* | *109.9* | *5.8* | *43.5* | *6.9* | *1,938,059* | *36.9* | *34,777* | *44,553* | *1,529,426* | *51.3* | *24,842* | *35,159* | *.0452* | *.0478* |
| **MINNEAPOLIS - ST. PAUL** | **2,501.4** | **2,715.2** | **8.5** | **1,035.5** | **9.1** | **57,653,374** | **43.6** | **42,292** | **55,677** | **29,939,563** | **46.4** | **21,534** | **28,913** | **1.1126** | **1.1868** |
| Anoka | 248.3 | 276.7 | 11.4 | 93.9 | 11.8 | 4,649,973 | 37.1 | 40,372 | 49,520 | 2,249,401 | 35.9 | 19,706 | 23,955 | .0958 | .0980 |
| Carver | 49.0 | 55.3 | 12.9 | 19.4 | 14.1 | 1,130,163 | 53.2 | 43,401 | 58,256 | 238,009 | 31.6 | 10,641 | 12,269 | .0174 | .0191 |
| Chisago | 30.9 | 33.3 | 7.8 | 11.6 | 8.4 | 482,629 | 33.7 | 33,732 | 41,606 | 183,789 | 22.1 | 14,073 | 15,844 | .0101 | .0099 |
| Dakota | 286.1 | 339.1 | 18.5 | 121.7 | 19.1 | 7,409,177 | 57.3 | 46,077 | 60,881 | 2,683,636 | 27.7 | 20,562 | 22,051 | .1250 | .1373 |
| Hennepin | 1,044.4 | 1,115.6 | 6.8 | 455.6 | 7.4 | 25,529,357 | 41.7 | 42,468 | 56,035 | 15,273,798 | 52.7 | 23,591 | 33,525 | .5067 | .5442 |
| Isanti | 26.2 | 28.0 | 6.9 | 9.6 | 7.9 | 379,554 | 32.4 | 32,209 | 39,537 | 199,234 | 60.6 | 13,941 | 20,754 | .0082 | .0086 |
| Ramsey | 487.4 | 499.6 | 2.5 | 197.9 | 3.5 | 10,516,103 | 36.8 | 40,199 | 53,138 | 6,605,866 | 47.9 | 23,355 | 33,380 | .2229 | .2311 |
| Scott | 59.2 | 67.3 | 13.7 | 22.7 | 14.6 | 1,053,585 | 37.2 | 38,780 | 46,413 | 352,455 | 26.9 | 14,027 | 15,527 | .0203 | .0206 |
| Washington | 149.0 | 167.6 | 12.5 | 57.3 | 13.9 | 4,306,833 | 61.2 | 53,112 | 75,163 | 1,144,210 | 47.3 | 15,440 | 19,969 | .0630 | .0724 |
| Wright | 69.9 | 77.1 | 10.3 | 26.0 | 11.1 | 1,156,494 | 39.5 | 35,421 | 44,481 | 509,465 | 28.8 | 16,905 | 19,595 | .0239 | .0243 |
| *St. Croix, Wisc.* | *51.0* | *55.6* | *9.0* | *19.8* | *10.6* | *1,039,506* | *47.3* | *39,417* | *52,500* | *499,700* | *59.1* | *17,548* | *25,237* | *.0193* | *.0213* |
| **ROCHESTER** | **107.6** | **114.9** | **6.8** | **43.8** | **8.1** | **2,413,230** | **44.0** | **41,392** | **55,097** | **1,371,483** | **35.8** | **24,934** | **31,312** | **.0492** | **.0513** |
| Olmsted | 107.6 | 114.9 | 6.8 | 43.8 | 8.1 | 2,413,230 | 44.0 | 41,392 | 55,097 | 1,371,483 | 35.8 | 24,934 | 31,312 | .0492 | .0513 |
| **ST. CLOUD** | **193.1** | **206.5** | **6.9** | **70.6** | **8.4** | **2,809,033** | **32.9** | **32,472** | **39,788** | **3,286,164** | **37.8** | **36,640** | **46,546** | **.0852** | **.0862** |
| Benton | 30.6 | 32.9 | 7.5 | 12.2 | 9.9 | 492,879 | 40.9 | 31,504 | 40,400 | 126,471 | 22.9 | 9,268 | 10,366 | .0092 | .0092 |
| Sherburne | 42.8 | 47.9 | 11.9 | 15.6 | 12.2 | 669,698 | 37.2 | 35,116 | 42,929 | 272,313 | 32.5 | 14,789 | 17,456 | .0137 | .0141 |
| Stearns | 119.7 | 125.7 | 5.0 | 42.8 | 6.7 | 1,646,456 | 29.0 | 31,824 | 38,469 | 2,887,380 | 39.0 | 51,791 | 67,462 | .0623 | .0629 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Aitkin | 12.4 | 12.0 | -3.2 | 5.1 | .0 | 111,289 | 17.2 | 18,611 | 21,821 | 83,793 | 38.2 | 11,893 | 16,430 | .0034 | .0032 |
| Anoka | 248.3 | 276.7 | 11.4 | 93.9 | 11.8 | 4,649,973 | 37.1 | 40,372 | 49,520 | 2,249,401 | 35.9 | 19,706 | 23,955 | .0958 | .0980 |
| Becker | 27.9 | 28.1 | .7 | 10.8 | 2.9 | 290,217 | 20.8 | 22,883 | 26,872 | 256,528 | 49.2 | 16,375 | 23,753 | .0086 | .0084 |
| Beltrami | 34.6 | 36.0 | 4.0 | 12.6 | 5.0 | 450,548 | 32.4 | 28,356 | 35,758 | 372,647 | 41.3 | 21,977 | 29,575 | .0119 | .0122 |
| Benton | 30.6 | 32.9 | 7.5 | 12.2 | 9.9 | 492,879 | 40.9 | 31,504 | 40,400 | 126,471 | 22.9 | 9,268 | 10,366 | .0092 | .0092 |
| Big Stone | 6.2 | 5.8 | -6.5 | 2.3 | -4.2 | 74,078 | 19.4 | 25,850 | 32,208 | 52,368 | 46.1 | 14,935 | 22,769 | .0018 | .0019 |
| Blue Earth | 54.1 | 54.4 | .6 | 19.2 | -.5 | 722,194 | 19.6 | 31,282 | 37,614 | 652,402 | 30.9 | 25,815 | 33,979 | .0214 | .0199 |
| Brown | 26.9 | 26.3 | -2.2 | 10.3 | .0 | 348,973 | 18.1 | 28,686 | 33,881 | 210,068 | 29.4 | 15,759 | 20,395 | .0090 | .0082 |
| Carlton | 29.3 | 29.5 | .7 | 11.2 | 2.8 | 473,130 | 33.1 | 32,620 | 42,244 | 245,493 | 40.6 | 16,014 | 21,919 | .0103 | .0103 |
| Carver | 49.0 | 55.3 | 12.9 | 19.4 | 14.1 | 1,130,163 | 53.2 | 43,401 | 58,256 | 238,009 | 31.6 | 10,641 | 12,269 | .0174 | .0191 |
| Cass | 21.8 | 21.9 | .5 | 8.5 | 2.4 | 215,733 | 19.1 | 21,833 | 25,380 | 158,803 | 42.7 | 13,412 | 18,683 | .0063 | .0059 |
| Chippewa | 13.1 | 12.4 | -5.3 | 5.0 | -3.8 | 189,985 | 24.4 | 29,360 | 37,997 | 131,378 | 48.3 | 17,034 | 26,276 | .0046 | .0046 |
| Chisago | 30.9 | 33.3 | 7.8 | 11.6 | 8.4 | 482,629 | 33.7 | 33,732 | 41,606 | 183,789 | 22.1 | 14,073 | 15,844 | .0101 | .0099 |
| Clay | 50.5 | 51.3 | 1.6 | 17.9 | 2.3 | 657,949 | 20.5 | 31,213 | 36,757 | 365,631 | 28.1 | 16,304 | 20,426 | .0166 | .0153 |
| Clearwater | 8.3 | 8.2 | -1.2 | 3.1 | .0 | 67,469 | 17.1 | 18,588 | 21,764 | 34,270 | 24.1 | 8,910 | 11,055 | .0020 | .0019 |
| Cook | 3.8 | 3.7 | -2.6 | 1.6 | .0 | 48,724 | 17.8 | 25,845 | 30,453 | 48,300 | 50.8 | 20,016 | 30,188 | .0014 | .0014 |
| Cottonwood | 12.6 | 11.9 | -5.6 | 4.8 | -4.0 | 134,035 | 12.4 | 23,840 | 27,924 | 76,624 | 30.2 | 11,772 | 15,963 | .0037 | .0032 |
| Crow Wing | 44.6 | 46.6 | 4.5 | 18.4 | 6.4 | 579,538 | 29.0 | 25,960 | 31,497 | 651,903 | 56.1 | 24,138 | 35,430 | .0169 | .0178 |
| Dakota | 286.1 | 339.1 | 18.5 | 121.7 | 19.1 | 7,409,177 | 57.3 | 46,077 | 60,881 | 2,683,636 | 27.7 | 20,562 | 22,051 | .1250 | .1373 |
| Dodge | 15.8 | 16.4 | 3.8 | 5.8 | 3.6 | 215,567 | 25.4 | 30,697 | 37,167 | 62,862 | 33.5 | 8,406 | 10,838 | .0044 | .0043 |
| Douglas | 28.8 | 29.3 | 1.7 | 11.5 | 4.5 | 330,474 | 21.5 | 24,732 | 28,737 | 340,636 | 49.7 | 20,691 | 29,621 | .0100 | .0099 |
| Faribault | 16.7 | 15.7 | -6.0 | 6.4 | -4.5 | 185,461 | 12.2 | 24,669 | 28,978 | 81,659 | 22.6 | 9,945 | 12,759 | .0049 | .0042 |
| Fillmore | 20.7 | 20.1 | -2.9 | 7.7 | -1.3 | 206,648 | 15.9 | 22,855 | 26,837 | 119,697 | 24.9 | 12,282 | 15,545 | .0057 | .0051 |
| Freeborn | 32.9 | 31.9 | -3.0 | 12.8 | -1.5 | 417,228 | 16.1 | 27,650 | 32,596 | 349,811 | 36.6 | 19,692 | 27,329 | .0119 | .0113 |
| Goodhue | 40.9 | 41.8 | 2.2 | 15.9 | 3.9 | 719,194 | 34.8 | 34,863 | 45,232 | 326,647 | 28.8 | 16,572 | 20,544 | .0153 | .0148 |
| Grant | 6.2 | 5.8 | -6.5 | 2.3 | -4.2 | 96,159 | 32.6 | 30,220 | 41,808 | 46,497 | 56.6 | 12,372 | 20,216 | .0020 | .0020 |
| Hennepin | 1,044.4 | 1,115.6 | 6.8 | 455.6 | 7.4 | 25,529,357 | 41.7 | 42,468 | 56,035 | 15,273,798 | 52.7 | 23,591 | 33,525 | .5067 | .5442 |
| Houston | 18.5 | 18.8 | 1.6 | 7.1 | 4.4 | 266,979 | 30.8 | 30,019 | 37,603 | 67,452 | 19.6 | 8,292 | 9,500 | .0053 | .0051 |
| Hubbard | 15.0 | 15.4 | 2.7 | 6.1 | 5.2 | 200,484 | 33.4 | 25,919 | 32,866 | 124,995 | 39.2 | 15,482 | 20,491 | .0048 | .0048 |
| Isanti | 26.2 | 28.0 | 6.9 | 9.6 | 7.9 | 379,554 | 32.4 | 32,209 | 39,537 | 199,234 | 60.6 | 13,941 | 20,754 | .0082 | .0086 |
| Itasca | 40.7 | 39.8 | -2.2 | 15.4 | .0 | 499,086 | 18.2 | 27,411 | 32,408 | 358,024 | 42.7 | 16,287 | 23,248 | .0135 | .0129 |
| Jackson | 11.5 | 10.7 | -7.0 | 4.3 | -4.4 | 134,156 | 12.1 | 26,594 | 31,199 | 98,933 | 40.3 | 15,672 | 23,008 | .0039 | .0034 |
| Kanabec | 12.9 | 13.6 | 5.4 | 5.1 | 6.3 | 162,571 | 27.3 | 26,611 | 31,877 | 91,291 | 36.0 | 13,987 | 17,900 | .0039 | .0039 |

# METRO/COUNTY 1995 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990–1995 | 12/31/95 Households (Thous.) | % Change 1990–1995 | 1995 EBI ($000) | % Change 1990–1995 | Average Household EBI |  | 1995 Retail Sales ($000) | % Change 1990–1995 | Retail Sales Per Household |  | Buying Power Index |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  |  |  |  |  |  | 1990 | 1995 |  |  | 1990 | 1995 | 1990 | 1995 |
| **MINNESOTA (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **ALL COUNTIES (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Kandiyohi | 39.0 | 40.2 | 3.1 | 15.2 | 5.6 | 551,124 | 27.8 | 29,938 | 36,258 | 359,500 | 37.5 | 18,155 | 23,651 | .0135 | .0133 |
| Kittson | 5.7 | 5.4 | -5.3 | 2.2 | .0 | 64,745 | 17.1 | 25,126 | 29,430 | 45,559 | 45.3 | 14,253 | 20,709 | .0018 | .0017 |
| Koochiching | 16.1 | 15.3 | -5.0 | 5.7 | -3.4 | 227,566 | 23.6 | 31,203 | 39,924 | 107,331 | 16.4 | 15,631 | 18,830 | .0056 | .0049 |
| Lac qui Parle | 8.8 | 8.2 | -6.8 | 3.3 | -5.7 | 86,396 | 10.6 | 22,324 | 26,181 | 34,004 | 15.3 | 8,424 | 10,304 | .0023 | .0020 |
| Lake | 10.2 | 9.5 | -6.9 | 4.0 | -4.8 | 146,213 | 11.7 | 31,157 | 36,553 | 82,478 | 19.8 | 16,386 | 20,620 | .0037 | .0032 |
| Lake of the Woods | 4.1 | 4.3 | 4.9 | 1.7 | 6.3 | 36,929 | 23.8 | 18,647 | 21,723 | 27,646 | 28.8 | 13,412 | 16,262 | .0012 | .0011 |
| Le Sueur | 23.2 | 23.1 | -.4 | 8.5 | .0 | 266,289 | 17.5 | 26,662 | 31,328 | 94,374 | 24.6 | 8,911 | 11,103 | .0063 | .0057 |
| Lincoln | 6.8 | 6.3 | -7.4 | 2.5 | -7.4 | 62,576 | 9.5 | 21,165 | 25,030 | 34,944 | 32.5 | 9,766 | 13,978 | .0018 | .0016 |
| Lyon | 24.8 | 24.8 | .0 | 9.2 | 1.1 | 323,808 | 22.1 | 29,146 | 35,197 | 237,706 | 36.4 | 19,149 | 25,838 | .0088 | .0082 |
| McLeod | 32.3 | 33.7 | 4.3 | 12.6 | 5.9 | 428,800 | 23.6 | 29,160 | 34,032 | 334,096 | 36.9 | 20,505 | 26,516 | .0116 | .0113 |
| Mahnomen | 5.0 | 4.9 | -2.0 | 1.8 | .0 | 48,163 | 20.8 | 22,156 | 26,757 | 26,313 | 29.2 | 11,316 | 14,618 | .0012 | .0012 |
| Marshall | 10.9 | 10.3 | -5.5 | 4.0 | -4.8 | 108,991 | 12.3 | 23,116 | 27,248 | 65,560 | 40.7 | 11,094 | 16,390 | .0031 | .0027 |
| Martin | 22.7 | 21.5 | -5.3 | 8.7 | -3.3 | 384,970 | 27.4 | 33,585 | 44,249 | 182,465 | 43.4 | 14,137 | 20,973 | .0082 | .0080 |
| Meeker | 20.9 | 21.3 | 1.9 | 7.9 | 2.6 | 286,478 | 27.4 | 29,197 | 36,263 | 124,877 | 36.8 | 11,853 | 15,807 | .0065 | .0062 |
| Mille Lacs | 18.7 | 19.1 | 2.1 | 7.1 | 2.9 | 237,815 | 27.0 | 27,136 | 33,495 | 105,573 | 24.2 | 12,322 | 14,869 | .0055 | .0053 |
| Morrison | 29.7 | 30.4 | 2.4 | 10.8 | 3.8 | 321,308 | 25.3 | 24,663 | 29,751 | 183,958 | 36.7 | 12,936 | 17,033 | .0084 | .0079 |
| Mower | 37.1 | 35.8 | -3.5 | 14.8 | -.7 | 524,459 | 17.6 | 29,921 | 35,436 | 285,286 | 28.6 | 14,885 | 19,276 | .0130 | .0119 |
| Murray | 9.6 | 9.1 | -5.2 | 3.6 | -2.7 | 99,399 | 14.4 | 23,478 | 27,611 | 42,458 | 27.9 | 8,970 | 11,794 | .0025 | .0023 |
| Nicollet | 28.2 | 28.8 | 2.1 | 9.8 | 3.2 | 459,798 | 32.8 | 36,433 | 46,918 | 165,655 | 54.9 | 11,255 | 16,904 | .0090 | .0090 |
| Nobles | 20.0 | 19.3 | -3.5 | 7.5 | -1.3 | 207,160 | 15.3 | 23,633 | 27,621 | 161,510 | 23.4 | 17,227 | 21,535 | .0063 | .0056 |
| Norman | 7.9 | 7.4 | -6.3 | 2.9 | -6.5 | 102,575 | 18.5 | 27,913 | 35,371 | 44,919 | 38.1 | 10,491 | 15,489 | .0025 | .0023 |
| Olmsted | 107.6 | 114.9 | 6.8 | 43.8 | 8.1 | 2,413,230 | 44.0 | 41,392 | 55,097 | 1,371,483 | 35.8 | 24,934 | 31,312 | .0492 | .0513 |
| Otter Tail | 50.7 | 50.7 | .0 | 20.0 | 2.6 | 578,492 | 21.3 | 24,465 | 28,925 | 419,515 | 45.2 | 14,817 | 20,976 | .0157 | .0152 |
| Pennington | 13.2 | 12.5 | -5.3 | 5.0 | -2.0 | 119,042 | 13.6 | 20,542 | 23,808 | 123,385 | 38.5 | 17,464 | 24,677 | .0039 | .0037 |
| Pine | 21.4 | 22.2 | 3.7 | 8.0 | 5.3 | 201,413 | 23.5 | 21,455 | 25,177 | 159,520 | 40.0 | 14,992 | 19,940 | .0060 | .0058 |
| Pipestone | 10.4 | 10.1 | -2.9 | 4.0 | .0 | 101,928 | 17.6 | 21,673 | 25,482 | 76,239 | 41.2 | 13,502 | 19,060 | .0030 | .0028 |
| Polk | 32.3 | 31.5 | -2.5 | 11.8 | -.8 | 355,095 | 16.9 | 25,530 | 30,093 | 222,615 | 35.9 | 13,764 | 18,866 | .0095 | .0088 |
| Pope | 10.7 | 10.5 | -1.9 | 4.1 | .0 | 102,561 | 17.5 | 21,288 | 25,015 | 72,184 | 51.4 | 11,627 | 17,606 | .0030 | .0028 |
| Ramsey | 487.4 | 499.6 | 2.5 | 197.9 | 3.5 | 10,516,103 | 36.8 | 40,199 | 53,138 | 6,605,866 | 47.9 | 23,355 | 33,380 | .2229 | .2311 |
| Red Lake | 4.5 | 4.3 | -4.4 | 1.7 | .0 | 36,254 | 16.4 | 18,316 | 21,326 | 20,517 | 38.5 | 8,715 | 12,069 | .0009 | .0010 |
| Redwood | 17.1 | 16.4 | -4.1 | 6.4 | -1.5 | 188,096 | 16.0 | 24,952 | 29,390 | 108,873 | 34.2 | 12,484 | 17,011 | .0052 | .0046 |
| Renville | 17.5 | 16.6 | -5.1 | 6.5 | -3.0 | 223,066 | 18.0 | 28,207 | 34,318 | 98,628 | 40.1 | 10,504 | 15,174 | .0052 | .0049 |
| Rice | 49.5 | 51.5 | 4.0 | 17.3 | 4.8 | 679,781 | 25.8 | 32,754 | 39,294 | 390,299 | 36.3 | 17,351 | 22,561 | .0164 | .0158 |
| Rock | 9.7 | 9.3 | -4.1 | 3.6 | -2.7 | 95,230 | 13.6 | 22,648 | 26,453 | 42,707 | 17.4 | 9,833 | 11,863 | .0026 | .0023 |
| Roseau | 15.3 | 16.8 | 9.8 | 6.2 | 12.7 | 208,734 | 40.6 | 26,988 | 33,667 | 82,869 | 16.9 | 12,885 | 13,366 | .0045 | .0045 |
| St. Louis | 196.8 | 189.0 | -4.0 | 76.8 | -1.9 | 3,150,256 | 22.4 | 32,880 | 41,019 | 1,828,035 | 31.7 | 17,725 | 23,803 | .0755 | .0704 |
| Scott | 59.2 | 67.3 | 13.7 | 22.7 | 14.6 | 1,053,585 | 37.2 | 38,780 | 46,413 | 352,455 | 26.9 | 14,027 | 15,527 | .0203 | .0206 |
| Sherburne | 42.8 | 47.9 | 11.9 | 15.6 | 12.2 | 669,698 | 37.2 | 35,116 | 42,929 | 272,313 | 32.5 | 14,789 | 17,456 | .0137 | .0141 |
| Sibley | 14.3 | 14.0 | -2.1 | 5.3 | .0 | 172,737 | 18.3 | 27,547 | 32,592 | 54,613 | 35.2 | 7,620 | 10,304 | .0040 | .0036 |
| Stearns | 119.7 | 125.7 | 5.0 | 42.8 | 6.7 | 1,646,456 | 29.0 | 31,824 | 38,469 | 2,887,380 | 39.0 | 51,791 | 67,462 | .0623 | .0629 |
| Steele | 30.8 | 31.1 | 1.0 | 11.6 | 1.8 | 411,801 | 19.7 | 30,190 | 35,500 | 273,182 | 30.8 | 18,326 | 23,550 | .0108 | .0101 |
| Stevens | 10.6 | 10.2 | -3.8 | 3.6 | -5.3 | 107,665 | 12.0 | 25,299 | 29,907 | 73,359 | 14.9 | 16,808 | 20,378 | .0032 | .0028 |
| Swift | 10.5 | 9.8 | -6.7 | 4.0 | -4.8 | 121,074 | 16.9 | 24,669 | 30,269 | 53,169 | 30.9 | 9,670 | 13,292 | .0031 | .0026 |
| Todd | 23.3 | 23.0 | -1.3 | 8.6 | .0 | 221,953 | 18.3 | 21,821 | 25,808 | 113,001 | 40.0 | 9,387 | 13,140 | .0058 | .0055 |
| Traverse | 4.3 | 3.9 | -9.3 | 1.6 | -5.9 | 67,495 | 28.9 | 30,790 | 42,184 | 21,853 | 16.2 | 11,065 | 13,658 | .0015 | .0014 |
| Wabasha | 19.8 | 20.0 | 1.0 | 7.5 | 2.7 | 280,562 | 27.4 | 30,170 | 37,408 | 139,936 | 50.1 | 12,772 | 18,658 | .0062 | .0062 |
| Wadena | 13.1 | 12.8 | -2.3 | 5.0 | .0 | 152,738 | 23.4 | 24,750 | 30,548 | 117,820 | 31.8 | 17,878 | 23,564 | .0044 | .0040 |
| Waseca | 18.1 | 18.4 | 1.7 | 6.9 | 3.0 | 286,728 | 30.9 | 32,694 | 41,555 | 125,901 | 50.9 | 12,453 | 18,247 | .0058 | .0060 |
| Washington | 149.0 | 167.6 | 12.5 | 57.3 | 13.9 | 4,306,833 | 61.2 | 53,112 | 75,163 | 1,144,210 | 47.3 | 15,440 | 19,969 | .0630 | .0724 |
| Watonwan | 11.6 | 11.2 | -3.4 | 4.4 | -2.2 | 121,222 | 14.6 | 23,504 | 27,550 | 60,860 | 32.3 | 10,225 | 13,832 | .0032 | .0028 |
| Wilkin | 7.5 | 7.2 | -4.0 | 2.7 | -3.6 | 108,408 | 22.7 | 31,545 | 40,151 | 46,843 | 35.9 | 12,307 | 17,349 | .0024 | .0024 |
| Winona | 47.9 | 48.6 | 1.5 | 17.3 | 1.8 | 721,861 | 30.3 | 32,597 | 41,726 | 349,530 | 28.1 | 16,053 | 20,204 | .0164 | .0157 |
| Wright | 69.9 | 77.1 | 10.3 | 26.0 | 11.1 | 1,156,494 | 39.5 | 35,421 | 44,481 | 509,465 | 28.8 | 16,905 | 19,595 | .0239 | .0243 |
| Yellow Medicine | 11.6 | 11.0 | -5.2 | 4.5 | -2.2 | 181,819 | 32.7 | 29,775 | 40,404 | 76,848 | 42.2 | 11,751 | 17,077 | .0039 | .0038 |
| **TOTAL METRO COUNTIES** | **2,998.4** | **3,221.3** | **7.4** | **1,224.8** | **8.1** | **65,644,336** | **41.6** | **40,919** | **53,596** | **36,291,176** | **44.0** | **22,243** | **29,630** | **1.3198** | **1.3887** |
| **TOTAL STATE** | **4,412.0** | **4,629.7** | **4.9** | **1,759.5** | **5.9** | **83,605,573** | **37.2** | **36,679** | **47,517** | **47,404,735** | **42.3** | **20,050** | **26,942** | **1.7759** | **1.8238** |
| **MISSISSIPPI** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **BILOXI - GULFPORT** | **197.5** | **200.3** | **1.4** | **72.9** | **2.0** | **3,253,083** | **43.2** | **31,764** | **44,624** | **1,623,091** | **35.2** | **16,792** | **22,265** | **.0681** | **.0697** |
| Hancock | 32.3 | 35.2 | 9.0 | 13.3 | 10.8 | 531,596 | 51.0 | 29,341 | 39,970 | 149,148 | 22.6 | 10,138 | 11,214 | .0095 | .0100 |
| Harrison | 165.2 | 165.1 | -.1 | 59.6 | .2 | 2,721,487 | 41.8 | 32,252 | 45,663 | 1,473,943 | 36.6 | 18,134 | 24,731 | .0586 | .0597 |
| **JACKSON** | **397.4** | **410.9** | **3.4** | **146.6** | **4.0** | **7,033,904** | **45.8** | **34,240** | **47,980** | **3,913,753** | **35.0** | **20,572** | **26,697** | **.1488** | **.1541** |
| Hinds | 253.6 | 250.4 | -1.3 | 89.6 | -1.2 | 4,272,897 | 37.8 | 34,186 | 47,689 | 2,867,427 | 34.7 | 23,471 | 32,003 | .0999 | .0997 |

# METRO/COUNTY 1995 PROJECTIONS

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990-1995 | 12/31/95 Households (Thous.) | % Change 1990-1995 | 1995 EBI ($000) | % Change 1990-1995 | Average Household EBI 1990 | Average Household EBI 1995 | 1995 Retail Sales ($000) | % Change 1990-1995 | Retail Sales Per Household 1990 | Retail Sales Per Household 1995 | Buying Power Index 1990 | Buying Power Index 1995 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **MISSISSIPPI (continued)** | | | | | | | | | | | | | | | |
| **JACKSON (continued)** | | | | | | | | | | | | | | | |
| Madison | 55.1 | 63.1 | 14.5 | 23.4 | 18.2 | 943,569 | 64.4 | 28,987 | 40,323 | 523,676 | 39.7 | 18,932 | 22,379 | .0187 | .0213 |
| Rankin | 88.7 | 97.4 | 9.8 | 33.6 | 10.5 | 1,817,438 | 58.1 | 37,819 | 54,090 | 522,650 | 32.4 | 12,990 | 15,555 | .0302 | .0331 |
| **PASCAGOULA** | **115.1** | **115.3** | **.2** | **40.7** | **.7** | **1,712,853** | **32.6** | **31,966** | **42,085** | **874,865** | **54.8** | **13,992** | **21,495** | **.0370** | **.0378** |
| Jackson | 115.1 | 115.3 | .2 | 40.7 | .7 | 1,712,853 | 32.6 | 31,966 | 42,085 | 874,865 | 54.8 | 13,992 | 21,495 | .0370 | .0378 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Adams | 35.0 | 33.3 | -4.9 | 12.9 | -1.5 | 449,831 | 30.9 | 26,241 | 34,871 | 313,739 | 21.2 | 19,768 | 24,321 | .0119 | .0111 |
| Alcorn | 31.6 | 30.8 | -2.5 | 12.2 | -1.6 | 435,006 | 31.4 | 26,693 | 35,656 | 286,488 | 35.3 | 17,075 | 23,483 | .0108 | .0105 |
| Amite | 13.3 | 13.1 | -1.5 | 4.8 | .0 | 191,587 | 48.5 | 26,878 | 39,914 | 38,869 | 22.3 | 6,619 | 8,098 | .0033 | .0034 |
| Attala | 18.4 | 17.8 | -3.3 | 6.8 | -1.4 | 206,270 | 35.4 | 22,073 | 30,334 | 107,008 | 24.0 | 12,508 | 15,736 | .0051 | .0050 |
| Benton | 8.0 | 8.0 | .0 | 2.9 | 3.6 | 117,393 | 54.2 | 27,194 | 40,480 | 13,473 | 30.5 | 3,687 | 4,646 | .0019 | .0019 |
| Bolivar | 41.5 | 39.5 | -4.8 | 12.5 | -5.3 | 392,302 | 27.2 | 23,365 | 31,384 | 231,069 | 33.6 | 13,104 | 18,486 | .0106 | .0101 |
| Calhoun | 14.9 | 15.1 | 1.3 | 5.8 | 1.8 | 158,612 | 31.6 | 21,137 | 27,347 | 73,223 | 22.1 | 10,519 | 12,625 | .0039 | .0036 |
| Carroll | 9.2 | 9.0 | -2.2 | 3.3 | .0 | 97,262 | 35.1 | 21,808 | 29,473 | 13,762 | 11.9 | 3,727 | 4,170 | .0021 | .0020 |
| Chickasaw | 18.1 | 18.5 | 2.2 | 6.7 | 3.1 | 195,514 | 32.6 | 22,682 | 29,181 | 106,821 | 18.5 | 13,864 | 15,943 | .0050 | .0047 |
| Choctaw | 9.1 | 9.2 | 1.1 | 3.3 | 3.1 | 92,238 | 36.4 | 21,138 | 27,951 | 27,837 | 14.0 | 7,633 | 8,435 | .0020 | .0021 |
| Claiborne | 11.4 | 11.4 | .0 | 3.4 | .0 | 102,109 | 27.9 | 23,481 | 30,032 | 22,755 | 6.7 | 6,274 | 6,693 | .0024 | .0023 |
| Clarke | 17.3 | 17.3 | .0 | 6.4 | 1.6 | 220,988 | 38.1 | 25,406 | 34,529 | 36,568 | 7.1 | 5,419 | 5,714 | .0043 | .0040 |
| Clay | 21.1 | 21.0 | -.5 | 7.3 | 1.4 | 282,374 | 42.3 | 27,566 | 38,681 | 123,581 | 34.3 | 12,784 | 16,929 | .0060 | .0062 |
| Coahoma | 31.2 | 29.4 | -5.8 | 9.8 | -5.8 | 295,217 | 26.3 | 22,467 | 30,124 | 222,215 | 34.7 | 15,863 | 22,675 | .0086 | .0080 |
| Copiah | 27.7 | 28.3 | 2.2 | 9.6 | 3.2 | 315,915 | 39.6 | 24,339 | 32,908 | 138,861 | 25.7 | 11,882 | 14,465 | .0073 | .0073 |
| Covington | 16.6 | 16.8 | 1.2 | 6.0 | 3.4 | 203,404 | 43.1 | 24,507 | 33,901 | 74,523 | 34.7 | 9,536 | 12,421 | .0042 | .0043 |
| ☐ De Soto | 70.8 | 84.1 | 18.8 | 29.0 | 19.3 | 1,363,432 | 63.9 | 34,224 | 47,015 | 365,166 | 30.6 | 11,510 | 12,592 | .0223 | .0252 |
| Forrest | 68.3 | 68.6 | .4 | 25.3 | .8 | 993,951 | 41.0 | 28,085 | 39,287 | 785,138 | 33.9 | 23,368 | 31,033 | .0252 | .0256 |
| Franklin | 8.4 | 8.3 | -1.2 | 3.1 | .0 | 117,818 | 48.7 | 25,560 | 38,006 | 22,377 | 19.2 | 6,056 | 7,218 | .0021 | .0021 |
| George | 16.7 | 17.2 | 3.0 | 6.0 | 3.4 | 245,578 | 46.8 | 28,845 | 40,730 | 63,622 | 25.4 | 8,750 | 10,604 | .0046 | .0047 |
| Greene | 10.2 | 10.2 | .0 | 3.4 | 3.0 | 128,715 | 52.8 | 25,519 | 37,857 | 34,702 | 37.3 | 7,661 | 10,206 | .0024 | .0026 |
| Grenada | 21.6 | 22.2 | 2.8 | 8.0 | 3.9 | 309,192 | 46.8 | 27,362 | 38,649 | 185,791 | 13.3 | 21,299 | 23,224 | .0075 | .0073 |
| Hancock | 32.3 | 35.2 | 9.0 | 13.3 | 10.8 | 531,596 | 51.0 | 29,341 | 39,970 | 149,148 | 22.6 | 10,138 | 11,214 | .0095 | .0100 |
| Harrison | 165.2 | 165.1 | -.1 | 59.6 | .2 | 2,721,487 | 41.8 | 32,252 | 45,663 | 1,473,943 | 36.6 | 18,134 | 24,731 | .0586 | .0597 |
| Hinds | 253.6 | 250.4 | -1.3 | 89.6 | -1.2 | 4,272,897 | 37.8 | 34,186 | 47,689 | 2,867,427 | 34.7 | 23,471 | 32,003 | .0999 | .0997 |
| Holmes | 21.5 | 21.2 | -1.4 | 7.1 | .0 | 139,931 | 20.7 | 16,324 | 19,709 | 48,929 | 1.2 | 6,807 | 6,891 | .0041 | .0037 |
| Humphreys | 12.0 | 11.5 | -4.2 | 3.7 | -5.1 | 75,892 | 12.0 | 17,373 | 20,511 | 50,910 | 22.0 | 10,703 | 13,759 | .0027 | .0024 |
| Issaquena | 1.9 | 1.8 | -5.2 | .6 | .0 | 15,461 | 20.3 | 21,420 | 25,768 | 1,867 | 74.8 | 1,780 | 3,112 | .0003 | .0003 |
| Itawamba | 19.9 | 19.6 | -1.5 | 7.4 | -1.3 | 241,403 | 31.6 | 24,467 | 32,622 | 49,019 | 6.6 | 6,134 | 6,624 | .0049 | .0046 |
| Jackson | 115.1 | 115.3 | .2 | 40.7 | .7 | 1,712,853 | 32.6 | 31,966 | 42,085 | 874,865 | 54.8 | 13,992 | 21,495 | .0370 | .0378 |
| Jasper | 17.1 | 16.9 | -1.2 | 6.0 | .0 | 166,608 | 30.4 | 21,301 | 27,768 | 52,948 | 14.3 | 7,721 | 8,825 | .0041 | .0036 |
| Jefferson | 8.6 | 8.2 | -4.7 | 2.7 | -3.6 | 83,569 | 40.4 | 21,252 | 30,951 | 12,718 | 19.9 | 3,788 | 4,710 | .0017 | .0017 |
| Jefferson Davis | 14.0 | 14.0 | .0 | 4.8 | .0 | 145,627 | 30.2 | 23,308 | 30,339 | 59,342 | 18.2 | 10,456 | 12,363 | .0035 | .0034 |
| Jones | 62.0 | 61.7 | -.5 | 22.5 | .0 | 767,373 | 30.9 | 26,064 | 34,105 | 415,687 | 21.3 | 15,237 | 18,475 | .0190 | .0179 |
| Kemper | 10.4 | 10.6 | 1.9 | 3.8 | 5.6 | 101,755 | 39.5 | 20,255 | 26,778 | 27,456 | 20.6 | 6,325 | 7,225 | .0023 | .0022 |
| Lafayette | 31.8 | 32.0 | .6 | 11.2 | .9 | 467,521 | 39.6 | 30,177 | 41,743 | 223,333 | 42.3 | 14,139 | 19,940 | .0099 | .0102 |
| Lamar | 30.7 | 32.4 | 5.5 | 11.7 | 6.4 | 467,840 | 45.3 | 29,271 | 39,986 | 80,886 | 13.9 | 6,455 | 6,913 | .0082 | .0084 |
| Lauderdale | 75.4 | 74.6 | -1.1 | 28.2 | .0 | 1,174,216 | 39.6 | 29,822 | 41,639 | 783,493 | 38.8 | 20,021 | 27,783 | .0273 | .0278 |
| Lawrence | 12.5 | 12.5 | .0 | 4.6 | 2.2 | 186,527 | 43.8 | 28,819 | 40,549 | 36,991 | 11.0 | 7,402 | 8,042 | .0035 | .0033 |
| Leake | 18.4 | 18.3 | -.5 | 6.9 | 1.5 | 171,349 | 29.4 | 19,477 | 24,833 | 98,096 | 24.2 | 11,619 | 14,217 | .0047 | .0044 |
| Lee | 66.2 | 70.0 | 5.7 | 26.4 | 6.9 | 1,094,220 | 49.3 | 29,672 | 41,448 | 801,478 | 40.2 | 23,145 | 30,359 | .0253 | .0268 |
| Leflore | 36.9 | 35.0 | -5.1 | 12.0 | -4.8 | 371,958 | 25.9 | 23,446 | 30,997 | 303,836 | 37.2 | 17,571 | 25,320 | .0108 | .0105 |
| Lincoln | 30.2 | 30.1 | -.3 | 11.2 | .9 | 339,620 | 27.4 | 24,019 | 30,323 | 216,164 | 20.9 | 16,102 | 19,300 | .0091 | .0085 |
| Lowndes | 59.1 | 58.6 | -.8 | 21.5 | .9 | 860,318 | 39.5 | 28,953 | 40,015 | 517,839 | 26.8 | 19,180 | 24,086 | .0204 | .0200 |
| Madison | 55.1 | 63.1 | 14.5 | 23.4 | 18.2 | 943,569 | 64.4 | 28,987 | 40,323 | 523,676 | 39.7 | 18,932 | 22,379 | .0187 | .0213 |
| Marion | 25.4 | 24.8 | -2.4 | 9.0 | -1.1 | 350,022 | 42.6 | 26,981 | 38,891 | 140,319 | 18.6 | 13,000 | 15,591 | .0076 | .0073 |
| Marshall | 30.4 | 31.0 | 2.0 | 10.5 | 4.0 | 326,812 | 37.3 | 23,563 | 31,125 | 90,977 | 24.4 | 7,243 | 8,664 | .0070 | .0070 |
| Monroe | 36.6 | 36.4 | -.5 | 13.4 | .0 | 448,097 | 35.0 | 24,766 | 33,440 | 163,637 | 10.3 | 11,072 | 12,212 | .0101 | .0094 |
| Montgomery | 12.3 | 12.0 | -2.4 | 4.5 | .0 | 114,315 | 27.9 | 19,870 | 25,403 | 49,687 | 5.3 | 10,486 | 11,042 | .0031 | .0027 |
| Neshoba | 24.8 | 25.0 | .8 | 9.0 | 2.3 | 314,429 | 42.1 | 25,140 | 34,937 | 189,637 | 45.5 | 14,810 | 21,071 | .0073 | .0076 |
| Newton | 20.2 | 20.0 | -1.0 | 7.3 | .0 | 240,801 | 36.2 | 24,226 | 32,986 | 106,932 | 31.4 | 11,148 | 14,648 | .0055 | .0055 |
| Noxubee | 12.5 | 11.9 | -4.8 | 4.0 | -2.4 | 90,822 | 19.1 | 18,606 | 22,706 | 32,748 | 12.5 | 7,098 | 8,187 | .0026 | .0023 |
| Oktibbeha | 38.4 | 38.6 | .5 | 13.1 | 1.6 | 519,849 | 41.2 | 28,542 | 39,683 | 201,457 | 17.6 | 13,280 | 15,378 | .0111 | .0109 |
| Panola | 30.2 | 31.5 | 4.3 | 10.8 | 5.9 | 314,889 | 38.9 | 22,230 | 29,156 | 192,199 | 33.2 | 14,149 | 17,796 | .0081 | .0081 |
| Pearl River | 39.0 | 40.9 | 4.9 | 14.7 | 5.8 | 539,096 | 42.7 | 27,173 | 36,673 | 212,037 | 23.6 | 12,338 | 14,424 | .0113 | .0114 |
| Perry | 10.9 | 10.9 | .0 | 3.9 | 2.6 | 195,549 | 58.1 | 32,554 | 50,141 | 26,072 | 17.9 | 5,820 | 6,685 | .0030 | .0032 |
| Pike | 36.7 | 36.0 | -1.9 | 13.2 | -.8 | 473,642 | 39.7 | 25,498 | 35,882 | 308,834 | 32.0 | 17,595 | 23,397 | .0117 | .0117 |
| Pontotoc | 22.4 | 23.2 | 3.6 | 8.8 | 4.8 | 289,379 | 41.1 | 24,423 | 32,884 | 80,064 | 18.7 | 8,028 | 9,098 | .0057 | .0057 |
| Prentiss | 23.2 | 23.0 | -.9 | 8.6 | .0 | 279,862 | 34.1 | 24,260 | 32,542 | 200,871 | 46.6 | 15,929 | 23,357 | .0072 | .0072 |
| Quitman | 10.3 | 9.7 | -5.8 | 3.3 | -5.7 | 62,737 | 11.0 | 16,150 | 19,011 | 28,044 | 8.2 | 7,405 | 8,498 | .0020 | .0017 |

# METRO/COUNTY 1995 PROJECTIONS

| S&MM ESTIMATES | | | | | | | | Average Household EBI | | | | Retail Sales Per Household | | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990–1995 | 12/31/95 Households (Thous.) | % Change 1990–1995 | 1995 EBI ($000) | % Change 1990–1995 | 1990 | 1995 | 1995 Retail Sales ($000) | % Change 1990–1995 | 1990 | 1995 | 1990 | 1995 |
| **MISSISSIPPI (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Rankin | 88.7 | 97.4 | 9.8 | 33.6 | 10.5 | 1,817,438 | 58.1 | 37,819 | 54,090 | 522,650 | 32.4 | 12,990 | 15,555 | .0302 | .0331 |
| Scott | 24.2 | 24.7 | 2.1 | 8.8 | 3.5 | 276,288 | 36.7 | 23,770 | 31,396 | 177,672 | 55.1 | 13,475 | 20,190 | .0066 | .0071 |
| Sharkey | 7.0 | 6.6 | -5.7 | 1.9 | -9.5 | 50,913 | 13.9 | 21,285 | 26,796 | 16,950 | 1.9 | 7,923 | 8,921 | .0015 | .0012 |
| Simpson | 23.9 | 23.9 | .0 | 8.4 | 1.2 | 318,462 | 43.4 | 26,755 | 37,912 | 160,027 | 48.9 | 12,945 | 19,051 | .0069 | .0072 |
| Smith | 14.8 | 14.6 | -1.4 | 5.3 | .0 | 192,896 | 42.1 | 25,616 | 36,395 | 43,601 | 30.8 | 6,289 | 8,227 | .0037 | .0036 |
| Stone | 10.8 | 11.2 | 3.7 | 3.9 | 5.4 | 155,958 | 47.0 | 28,684 | 39,989 | 66,044 | 28.1 | 13,930 | 16,934 | .0031 | .0033 |
| Sunflower | 32.6 | 31.4 | -3.7 | 9.2 | -4.2 | 254,529 | 19.8 | 22,133 | 27,666 | 196,570 | 45.2 | 14,102 | 21,366 | .0080 | .0075 |
| Tallahatchie | 15.2 | 15.6 | 2.6 | 5.2 | 4.0 | 106,284 | 21.8 | 17,451 | 20,439 | 46,040 | 30.5 | 7,059 | 8,854 | .0030 | .0029 |
| Tate | 21.6 | 22.3 | 3.2 | 7.4 | 4.2 | 198,840 | 24.4 | 22,515 | 26,870 | 144,702 | 16.7 | 17,465 | 19,554 | .0061 | .0056 |
| Tippah | 19.6 | 20.4 | 4.1 | 7.5 | 4.2 | 223,712 | 40.1 | 22,177 | 29,828 | 120,202 | 28.7 | 12,975 | 16,027 | .0054 | .0055 |
| Tishomingo | 17.7 | 17.5 | -1.1 | 7.1 | .0 | 172,818 | 18.3 | 20,576 | 24,341 | 70,410 | 3.5 | 9,585 | 9,917 | .0045 | .0039 |
| Tunica | 8.1 | 7.7 | -4.9 | 2.4 | -4.0 | 42,149 | 13.2 | 14,896 | 17,562 | 39,176 | 41.7 | 11,062 | 16,323 | .0018 | .0016 |
| Union | 22.1 | 22.2 | .5 | 8.4 | .0 | 260,756 | 32.0 | 23,525 | 31,042 | 136,005 | 36.5 | 11,858 | 16,191 | .0061 | .0061 |
| Walthall | 14.4 | 14.6 | 1.4 | 5.1 | 4.1 | 183,661 | 46.2 | 25,629 | 36,012 | 66,782 | 26.8 | 10,748 | 13,095 | .0039 | .0039 |
| Warren | 47.5 | 45.4 | -4.4 | 16.7 | -3.5 | 706,270 | 29.4 | 31,556 | 42,292 | 518,967 | 46.8 | 20,429 | 31,076 | .0175 | .0173 |
| Washington | 67.6 | 66.2 | -2.1 | 21.9 | -2.7 | 735,424 | 30.6 | 25,022 | 33,581 | 518,214 | 24.4 | 18,520 | 23,663 | .0203 | .0193 |
| Wayne | 19.5 | 19.7 | 1.0 | 7.0 | 1.4 | 305,442 | 52.8 | 28,966 | 43,635 | 99,033 | 25.8 | 11,413 | 14,148 | .0057 | .0060 |
| Webster | 10.1 | 9.7 | -4.0 | 3.7 | -2.6 | 100,057 | 21.2 | 21,721 | 27,042 | 37,642 | 10.0 | 9,001 | 10,174 | .0026 | .0022 |
| Wilkinson | 9.6 | 9.2 | -4.2 | 3.3 | .0 | 100,941 | 42.0 | 21,535 | 30,588 | 36,201 | 29.9 | 8,444 | 10,970 | .0022 | .0022 |
| Winston | 19.4 | 19.0 | -2.1 | 7.0 | .0 | 259,447 | 43.7 | 25,798 | 37,064 | 99,927 | 24.3 | 11,483 | 14,275 | .0055 | .0054 |
| Yalobusha | 12.0 | 11.5 | -4.2 | 4.5 | -2.2 | 131,156 | 29.6 | 22,005 | 29,146 | 46,275 | 14.2 | 8,808 | 10,283 | .0030 | .0029 |
| Yazoo | 25.3 | 24.2 | -4.3 | 8.5 | -2.3 | 269,247 | 29.7 | 23,860 | 31,676 | 97,868 | 11.1 | 10,123 | 11,514 | .0065 | .0058 |
| **TOTAL METRO COUNTIES** | **780.8** | **810.6** | **3.8** | **289.2** | **4.4** | **13,363,272** | **45.0** | **33,268** | **46,208** | **6,776,875** | **37.1** | **17,843** | **23,433** | **.2762** | **.2868** |
| **TOTAL STATE** | **2,575.3** | **2,597.1** | **.8** | **928.3** | **1.8** | **35,391,287** | **39.7** | **27,776** | **38,125** | **18,242,112** | **32.2** | **15,131** | **19,651** | **.7964** | **.7975** |
| **MISSOURI** | | | | | | | | | | | | | | | |
| **COLUMBIA** | **113.1** | **117.6** | **4.0** | **44.3** | **5.0** | **2,145,346** | **36.5** | **37,242** | **48,428** | **1,220,978** | **37.1** | **21,099** | **27,562** | **.0463** | **.0467** |
| Boone | 113.1 | 117.6 | 4.0 | 44.3 | 5.0 | 2,145,346 | 36.5 | 37,242 | 48,428 | 1,220,978 | 37.1 | 21,099 | 27,562 | .0463 | .0467 |
| **JOPLIN** | **135.6** | **139.6** | **2.9** | **55.0** | **3.2** | **1,874,752** | **27.1** | **27,679** | **34,086** | **1,275,839** | **24.5** | **19,225** | **23,197** | **.0489** | **.0463** |
| Jasper | 90.9 | 93.1 | 2.4 | 37.3 | 2.8 | 1,325,712 | 28.6 | 28,408 | 35,542 | 1,023,662 | 24.3 | 22,693 | 27,444 | .0356 | .0338 |
| Newton | 44.7 | 46.5 | 4.0 | 17.7 | 4.1 | 549,040 | 23.6 | 26,121 | 31,019 | 252,177 | 25.5 | 11,819 | 14,247 | .0133 | .0125 |
| **KANSAS CITY** | **1,584.7** | **1,687.9** | **6.5** | **653.5** | **7.2** | **33,558,221** | **37.7** | **39,978** | **51,352** | **17,021,542** | **36.3** | **20,490** | **26,047** | **.6817** | **.6941** |
| Cass | 65.0 | 71.7 | 10.3 | 25.9 | 11.2 | 1,111,800 | 33.9 | 35,637 | 42,927 | 370,692 | 16.2 | 13,686 | 14,312 | .0222 | .0218 |
| Clay | 155.1 | 165.0 | 6.4 | 63.9 | 7.2 | 3,212,379 | 33.6 | 40,331 | 50,272 | 1,831,797 | 32.6 | 23,180 | 28,667 | .0696 | .0692 |
| Jackson | 635.2 | 648.8 | 2.1 | 259.5 | 2.4 | 12,314,915 | 32.2 | 36,748 | 47,456 | 6,790,015 | 27.1 | 21,089 | 26,166 | .2725 | .2637 |
| Lafayette | 31.3 | 32.1 | 2.6 | 12.2 | 3.4 | 413,473 | 19.7 | 29,265 | 33,891 | 142,358 | 20.8 | 9,985 | 11,669 | .0094 | .0086 |
| Platte | 59.1 | 66.1 | 11.8 | 25.5 | 12.8 | 1,054,680 | 32.3 | 35,261 | 41,360 | 377,464 | 17.3 | 14,237 | 14,803 | .0215 | .0208 |
| Ray | 22.1 | 22.9 | 3.6 | 8.4 | 3.7 | 290,295 | 22.1 | 29,343 | 34,559 | 102,063 | 29.0 | 9,766 | 12,150 | .0064 | .0061 |
| *Johnson, Kans.* | *366.4* | *425.9* | *16.2* | *166.3* | *18.1* | *11,054,564* | *51.1* | *51,971* | *66,474* | *5,467,845* | *51.1* | *25,700* | *32,879* | *.1940* | *.2170* |
| *Leavenworth, Kans.* | *65.4* | *71.3* | *9.0* | *22.3* | *10.9* | *1,274,440* | *48.7* | *42,628* | *57,150* | *424,804* | *48.6* | *14,220* | *19,050* | *.0222* | *.0241* |
| *Miami, Kans.* | *23.8* | *25.4* | *6.7* | *9.1* | *7.1* | *357,683* | *27.3* | *33,064* | *39,306* | *158,934* | *42.9* | *13,087* | *17,465* | *.0077* | *.0078* |
| *Wyandotte, Kans.* | *161.3* | *158.7* | *-1.6* | *60.4* | *-1.3* | *2,473,992* | *24.9* | *32,371* | *40,960* | *1,355,570* | *49.3* | *14,834* | *22,443* | *.0562* | *.0550* |
| **ST. JOSEPH** | **82.8** | **81.0** | **-2.2** | **31.9** | **-1.5** | **1,306,216** | **25.8** | **32,048** | **40,947** | **774,024** | **24.9** | **19,129** | **24,264** | **.0317** | **.0297** |
| Buchanan | 82.8 | 81.0 | -2.2 | 31.9 | -1.5 | 1,306,216 | 25.8 | 32,048 | 40,947 | 774,024 | 24.9 | 19,129 | 24,264 | .0317 | .0297 |
| **ST. LOUIS** | **2,456.9** | **2,535.7** | **3.2** | **969.7** | **4.4** | **50,031,205** | **35.7** | **39,676** | **51,595** | **23,570,667** | **29.7** | **19,567** | **24,307** | **1.0241** | **1.0136** |
| Franklin | 81.3 | 85.4 | 5.0 | 30.7 | 5.5 | 1,081,723 | 24.7 | 29,808 | 35,235 | 589,905 | 17.8 | 17,204 | 19,215 | .0272 | .0253 |
| Jefferson | 173.9 | 189.5 | 9.0 | 65.9 | 9.7 | 2,878,062 | 33.7 | 35,816 | 43,673 | 1,074,094 | 28.6 | 13,901 | 16,299 | .0585 | .0581 |
| St. Charles | 221.3 | 262.3 | 18.5 | 92.8 | 20.1 | 5,984,929 | 63.8 | 47,274 | 64,493 | 1,888,266 | 26.9 | 19,248 | 20,348 | .0945 | .1065 |
| St. Louis | 999.2 | 1,033.7 | 3.5 | 403.1 | 5.4 | 24,497,061 | 36.5 | 46,928 | 60,772 | 12,070,988 | 31.8 | 23,965 | 29,945 | .4881 | .4873 |
| St. Louis city | 391.6 | 369.6 | -5.6 | 156.3 | -3.9 | 6,770,356 | 31.9 | 31,548 | 43,316 | 2,950,251 | 23.2 | 14,721 | 18,876 | .1442 | .1361 |
| *Clinton, Ill.* | *34.0* | *34.6* | *1.8* | *11.9* | *2.6* | *510,465* | *29.4* | *33,996* | *42,896* | *201,792* | *30.9* | *13,285* | *16,957* | *.0108* | *.0105* |
| *Jersey, Ill.* | *20.6* | *20.9* | *1.5* | *7.5* | *1.4* | *269,462* | *16.8* | *31,163* | *35,928* | *155,824* | *34.9* | *15,610* | *20,777* | *.0069* | *.0064* |
| *Madison, Ill.* | *249.7* | *253.2* | *1.4* | *97.0* | *2.1* | *3,613,234* | *20.8* | *31,493* | *37,250* | *2,201,518* | *28.4* | *18,043* | *22,696* | *.0911* | *.0847* |
| *Monroe, Ill.* | *22.7* | *24.3* | *7.0* | *8.9* | *7.2* | *346,936* | *23.6* | *33,817* | *38,982* | *178,783* | *35.7* | *15,876* | *20,088* | *.0080* | *.0077* |
| *St. Clair, Ill.* | *262.6* | *262.2* | *-.2* | *95.6* | *.4* | *4,078,977* | *26.9* | *33,756* | *42,667* | *2,259,246* | *34.4* | *17,663* | *23,632* | *.0948* | *.0910* |
| **SPRINGFIELD** | **243.3** | **258.5** | **6.2** | **100.3** | **6.1** | **3,906,103** | **31.6** | **31,401** | **38,944** | **2,699,973** | **29.1** | **22,123** | **26,919** | **.0966** | **.0943** |
| Christian | 33.6 | 38.9 | 15.8 | 14.2 | 15.4 | 486,853 | 39.2 | 28,438 | 34,285 | 161,169 | 14.8 | 11,414 | 11,350 | .0101 | .0100 |
| Greene | 209.7 | 219.6 | 4.7 | 86.1 | 4.7 | 3,419,250 | 30.6 | 31,844 | 39,713 | 2,538,804 | 30.2 | 23,725 | 29,487 | .0865 | .0843 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Adair | 24.5 | 24.1 | -1.6 | 8.8 | -2.2 | 277,454 | 14.0 | 27,048 | 31,529 | 234,522 | 26.1 | 20,672 | 26,650 | .0086 | .0078 |
| Andrew | 14.7 | 15.2 | 3.4 | 5.7 | 3.6 | 222,035 | 28.0 | 31,547 | 38,954 | 47,904 | 13.9 | 7,650 | 8,404 | .0042 | .0040 |

# METRO/COUNTY 1995 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990–1995 | 12/31/95 Households (Thous.) | % Change 1990–1995 | 1995 EBI ($000) | % Change 1990–1995 | Average Household EBI | | 1995 Retail Sales ($000) | % Change 1990–1995 | Retail Sales Per Household | | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 1990 | 1995 | | | 1990 | 1995 | 1990 | 1995 |
| **MISSOURI (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Atchison | 7.4 | 7.1 | -4.1 | 2.8 | -3.4 | 86,429 | 14.1 | 26,128 | 30,868 | 29,914 | 9.9 | 9,386 | 10,684 | .0021 | .0019 |
| Audrain | 23.4 | 22.5 | -3.8 | 8.9 | -2.2 | 278,908 | 14.9 | 26,672 | 31,338 | 178,977 | 32.2 | 14,880 | 20,110 | .0077 | .0068 |
| Barry | 27.9 | 29.6 | 6.1 | 11.7 | 6.4 | 339,822 | 27.5 | 24,227 | 29,045 | 144,606 | 16.4 | 11,298 | 12,359 | .0080 | .0076 |
| Barton | 11.4 | 11.5 | .9 | 4.7 | 2.2 | 123,219 | 20.4 | 22,244 | 26,217 | 56,656 | 23.7 | 9,956 | 12,054 | .0032 | .0029 |
| Bates | 15.0 | 15.1 | .7 | 6.0 | 1.7 | 188,279 | 21.0 | 26,365 | 31,380 | 79,788 | 27.7 | 10,593 | 13,298 | .0044 | .0041 |
| Benton | 14.0 | 14.6 | 4.3 | 6.1 | 5.2 | 131,837 | 22.3 | 18,588 | 21,613 | 72,540 | 18.7 | 10,534 | 11,892 | .0037 | .0035 |
| Bollinger | 10.7 | 11.1 | 3.7 | 4.1 | 2.5 | 94,154 | 20.8 | 19,489 | 22,964 | 47,385 | 41.0 | 8,405 | 11,557 | .0025 | .0024 |
| Boone | 113.1 | 117.6 | 4.0 | 44.3 | 5.0 | 2,145,346 | 36.5 | 37,242 | 48,428 | 1,220,978 | 37.1 | 21,099 | 27,562 | .0463 | .0467 |
| Buchanan | 82.8 | 81.0 | -2.2 | 31.9 | -1.5 | 1,306,216 | 25.8 | 32,048 | 40,947 | 774,024 | 24.9 | 19,129 | 24,264 | .0317 | .0297 |
| Butler | 38.8 | 39.1 | .8 | 15.6 | 2.0 | 479,903 | 27.7 | 24,565 | 30,763 | 373,583 | 29.1 | 18,919 | 23,948 | .0133 | .0126 |
| Caldwell | 8.4 | 8.4 | .0 | 3.2 | .0 | 86,408 | 17.7 | 22,945 | 27,003 | 14,958 | -4.0 | 4,871 | 4,674 | .0020 | .0017 |
| Callaway | 33.0 | 34.2 | 3.6 | 12.1 | 4.3 | 520,880 | 30.4 | 34,439 | 43,048 | 201,402 | 26.4 | 13,734 | 16,645 | .0110 | .0106 |
| Camden | 28.0 | 30.9 | 10.4 | 12.8 | 11.3 | 538,480 | 52.3 | 30,741 | 42,069 | 357,572 | 40.0 | 22,210 | 27,935 | .0114 | .0125 |
| Cape Girardeau | 61.9 | 63.5 | 2.6 | 24.4 | 3.8 | 887,509 | 23.3 | 30,639 | 36,373 | 827,448 | 33.5 | 26,374 | 33,912 | .0256 | .0246 |
| Carroll | 10.6 | 10.1 | -4.7 | 4.1 | -4.7 | 113,236 | 12.0 | 23,512 | 27,619 | 43,894 | 16.6 | 8,757 | 10,706 | .0028 | .0023 |
| Carter | 5.5 | 5.6 | 1.8 | 2.2 | 4.8 | 56,502 | 27.0 | 21,188 | 25,683 | 18,265 | 22.3 | 7,112 | 8,302 | .0015 | .0014 |
| Cass | 65.0 | 71.7 | 10.3 | 25.9 | 11.2 | 1,111,800 | 33.9 | 35,637 | 42,927 | 370,692 | 16.2 | 13,686 | 14,312 | .0222 | .0218 |
| Cedar | 12.1 | 12.0 | -.8 | 5.0 | .0 | 126,606 | 18.2 | 21,413 | 25,321 | 55,567 | 9.7 | 10,132 | 11,113 | .0034 | .0029 |
| Chariton | 9.1 | 8.8 | -3.3 | 3.5 | -2.8 | 82,117 | 12.7 | 20,245 | 23,462 | 28,057 | 17.2 | 6,647 | 8,016 | .0021 | .0019 |
| Christian | 33.6 | 38.9 | 15.8 | 14.2 | 15.4 | 486,853 | 39.2 | 28,438 | 34,285 | 161,169 | 14.8 | 11,414 | 11,350 | .0101 | .0100 |
| Clark | 7.5 | 7.2 | -4.0 | 2.7 | -3.6 | 77,953 | 13.6 | 24,497 | 28,871 | 41,078 | 36.1 | 10,778 | 15,214 | .0021 | .0020 |
| Clay | 155.1 | 165.0 | 6.4 | 63.9 | 7.2 | 3,212,379 | 33.6 | 40,331 | 50,272 | 1,831,797 | 32.6 | 23,180 | 28,667 | .0696 | .0692 |
| Clinton | 16.7 | 17.1 | 2.4 | 6.3 | 1.6 | 197,963 | 19.0 | 26,825 | 31,423 | 98,587 | 30.5 | 12,188 | 15,649 | .0049 | .0045 |
| Cole | 63.9 | 65.8 | 3.0 | 24.0 | 3.9 | 1,301,162 | 40.1 | 40,200 | 54,215 | 998,399 | 39.6 | 30,950 | 41,600 | .0303 | .0313 |
| Cooper | 14.8 | 14.7 | -.7 | 5.3 | .0 | 154,472 | 17.6 | 24,788 | 29,146 | 85,458 | 20.7 | 13,355 | 16,124 | .0043 | .0037 |
| Crawford | 19.4 | 20.4 | 5.2 | 7.9 | 6.8 | 263,915 | 33.5 | 26,715 | 33,407 | 108,768 | 18.7 | 12,379 | 13,768 | .0058 | .0058 |
| Dade | 7.5 | 7.8 | 4.0 | 3.2 | 6.7 | 71,781 | 24.2 | 19,269 | 22,432 | 24,516 | 37.6 | 5,940 | 7,661 | .0017 | .0016 |
| Dallas | 12.8 | 13.5 | 5.5 | 5.3 | 6.0 | 134,304 | 23.2 | 21,798 | 25,340 | 62,233 | 24.5 | 9,999 | 11,742 | .0035 | .0032 |
| Daviess | 7.8 | 7.6 | -2.6 | 2.9 | -3.3 | 82,308 | 13.9 | 24,096 | 28,382 | 45,137 | 46.3 | 10,283 | 15,564 | .0021 | .0020 |
| De Kalb | 10.1 | 10.6 | 5.0 | 3.3 | 6.5 | 104,338 | 29.0 | 26,085 | 31,618 | 31,695 | 35.3 | 7,558 | 9,605 | .0024 | .0023 |
| Dent | 13.7 | 13.7 | 0 | 5.4 | 1.9 | 151,453 | 21.4 | 23,537 | 28,047 | 82,113 | 33.3 | 11,626 | 15,206 | .0039 | .0037 |
| Douglas | 11.9 | 12.3 | 3.4 | 4.8 | 4.3 | 131,326 | 28.6 | 22,198 | 27,360 | 85,842 | 53.0 | 12,200 | 17,884 | .0033 | .0034 |
| Dunklin | 32.9 | 31.9 | -3.0 | 12.7 | -2.3 | 371,773 | 21.2 | 23,598 | 29,273 | 216,145 | 21.9 | 13,641 | 17,019 | .0099 | .0090 |
| Franklin | 81.3 | 85.4 | 5.0 | 30.7 | 5.5 | 1,081,723 | 24.7 | 29,808 | 35,235 | 589,905 | 17.8 | 17,204 | 19,215 | .0272 | .0253 |
| Gasconade | 14.1 | 14.4 | 2.1 | 5.8 | 3.6 | 176,726 | 21.4 | 25,992 | 30,470 | 81,096 | 13.9 | 12,713 | 13,982 | .0045 | .0040 |
| Gentry | 6.8 | 6.4 | -5.9 | 2.6 | -3.7 | 68,506 | 11.7 | 22,708 | 26,348 | 39,699 | 34.7 | 10,913 | 15,269 | .0018 | .0016 |
| Greene | 209.7 | 219.6 | 4.7 | 86.1 | 4.7 | 3,419,250 | 30.6 | 31,844 | 39,713 | 2,538,804 | 30.2 | 23,725 | 29,487 | .0865 | .0843 |
| Grundy | 10.4 | 9.9 | -4.8 | 4.1 | -4.7 | 134,936 | 19.8 | 26,183 | 32,911 | 65,711 | 29.2 | 11,824 | 16,027 | .0032 | .0030 |
| Harrison | 8.4 | 7.9 | -6.0 | 3.4 | -2.9 | 95,403 | 16.4 | 23,423 | 28,060 | 123,066 | 48.9 | 23,620 | 36,196 | .0033 | .0032 |
| Henry | 20.1 | 20.0 | -.5 | 8.2 | 0 | 232,564 | 17.6 | 24,117 | 28,361 | 151,608 | 20.5 | 15,338 | 18,489 | .0065 | .0059 |
| Hickory | 7.4 | 7.9 | 6.8 | 3.5 | 9.4 | 71,812 | 28.5 | 17,458 | 20,518 | 22,573 | 47.9 | 4,769 | 6,449 | .0016 | .0017 |
| Holt | 6.0 | 5.7 | -5.0 | 2.3 | -4.2 | 77,532 | 22.7 | 26,337 | 33,710 | 39,349 | 46.9 | 11,162 | 17,108 | .0019 | .0016 |
| Howard | 9.6 | 9.3 | -3.1 | 3.5 | -2.8 | 106,956 | 14.2 | 26,024 | 30,559 | 28,563 | 11.4 | 7,121 | 8,161 | .0026 | .0022 |
| Howell | 31.7 | 32.9 | 3.8 | 13.0 | 4.8 | 381,431 | 32.0 | 23,311 | 29,341 | 245,829 | 25.1 | 15,851 | 18,910 | .0099 | .0096 |
| Iron | 10.8 | 10.9 | .9 | 4.1 | 2.5 | 182,773 | 41.8 | 32,226 | 44,579 | 52,980 | 23.9 | 10,691 | 12,922 | .0033 | .0034 |
| Jackson | 635.2 | 648.8 | 2.1 | 259.5 | 2.4 | 12,314,915 | 32.2 | 36,748 | 47,456 | 6,790,015 | 27.1 | 21,089 | 26,166 | .2725 | .2637 |
| Jasper | 90.9 | 93.1 | 2.4 | 37.3 | 2.8 | 1,325,712 | 28.6 | 28,408 | 35,542 | 1,023,662 | 24.3 | 22,693 | 27,444 | .0356 | .0338 |
| Jefferson | 173.9 | 189.5 | 9.0 | 65.9 | 9.7 | 2,878,062 | 33.7 | 35,816 | 43,673 | 1,074,094 | 28.6 | 13,901 | 16,299 | .0585 | .0581 |
| Johnson | 42.9 | 45.0 | 4.9 | 15.5 | 5.4 | 560,684 | 26.2 | 30,217 | 36,173 | 186,889 | 7.8 | 11,797 | 12,057 | .0126 | .0116 |
| Knox | 4.4 | 4.1 | -6.8 | 1.7 | -5.6 | 37,137 | 9.6 | 18,825 | 21,845 | 12,893 | 26.1 | 5,680 | 7,584 | .0011 | .0009 |
| Laclede | 27.4 | 28.7 | 4.7 | 11.1 | 5.7 | 363,109 | 32.7 | 26,060 | 32,713 | 275,350 | 34.3 | 19,523 | 24,806 | .0095 | .0095 |
| Lafayette | 31.3 | 32.1 | 2.6 | 12.2 | 3.4 | 413,473 | 19.7 | 29,265 | 33,891 | 142,358 | 20.8 | 9,985 | 11,669 | .0094 | .0086 |
| Lawrence | 30.4 | 31.3 | 3.0 | 12.2 | 3.4 | 366,358 | 25.4 | 24,757 | 30,029 | 162,686 | 29.1 | 10,678 | 13,335 | .0086 | .0082 |
| Lewis | 10.1 | 9.6 | -5.0 | 3.5 | -5.4 | 138,907 | 23.5 | 30,390 | 39,688 | 33,481 | 2.0 | 8,870 | 9,566 | .0030 | .0027 |
| Lincoln | 29.5 | 33.2 | 12.5 | 12.0 | 14.3 | 437,481 | 37.0 | 30,413 | 36,457 | 154,783 | 20.1 | 12,274 | 12,899 | .0090 | .0090 |
| Linn | 13.8 | 13.2 | -4.3 | 5.5 | -3.5 | 184,488 | 19.6 | 27,057 | 33,543 | 101,052 | 33.9 | 13,237 | 18,373 | .0046 | .0043 |
| Livingston | 14.6 | 14.4 | -1.4 | 5.6 | .0 | 158,856 | 17.0 | 24,242 | 28,367 | 134,948 | 32.9 | 18,134 | 24,098 | .0049 | .0044 |
| McDonald | 17.1 | 18.1 | 5.8 | 6.8 | 6.3 | 178,892 | 26.0 | 22,191 | 26,308 | 71,788 | 17.6 | 9,536 | 10,557 | .0044 | .0041 |
| Macon | 15.3 | 14.8 | -3.3 | 6.0 | -1.6 | 132,786 | 13.9 | 19,118 | 22,131 | 113,471 | 40.6 | 13,228 | 18,912 | .0041 | .0039 |
| Madison | 11.2 | 11.4 | 1.8 | 4.5 | 2.3 | 128,257 | 26.3 | 23,088 | 28,502 | 77,454 | 50.6 | 11,688 | 17,212 | .0033 | .0032 |
| Maries | 8.0 | 8.3 | 3.8 | 3.2 | 6.7 | 83,584 | 25.8 | 22,142 | 26,120 | 30,311 | 43.8 | 7,024 | 9,472 | .0019 | .0020 |
| Marion | 27.6 | 27.3 | -1.1 | 10.7 | .0 | 455,352 | 31.8 | 32,290 | 42,556 | 253,956 | 29.0 | 18,402 | 23,734 | .0104 | .0101 |
| Mercer | 3.6 | 3.3 | -8.3 | 1.4 | -6.7 | 39,714 | 15.1 | 23,012 | 28,367 | 5,460 | -7.7 | 3,945 | 3,900 | .0009 | .0006 |
| Miller | 20.8 | 21.5 | 3.4 | 8.4 | 5.0 | 316,987 | 39.3 | 28,449 | 37,737 | 220,755 | 45.0 | 19,032 | 26,280 | .0074 | .0077 |
| Mississippi | 14.4 | 14.1 | -2.1 | 5.3 | -1.9 | 141,663 | 15.9 | 22,628 | 26,729 | 114,357 | 33.5 | 15,864 | 21,577 | .0043 | .0040 |
| Moniteau | 12.3 | 12.1 | -1.6 | 4.6 | .0 | 119,842 | 16.8 | 22,304 | 26,053 | 64,986 | 16.3 | 12,146 | 14,127 | .0034 | .0030 |

# METRO/COUNTY 1995 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990–1995 | 12/31/95 Households (Thous.) | % Change 1990–1995 | 1995 EBI ($000) | % Change 1990–1995 | Average Household EBI 1990 | Average Household EBI 1995 | 1995 Retail Sales ($000) | % Change 1990–1995 | Retail Sales Per Household 1990 | Retail Sales Per Household 1995 | Buying Power Index 1990 | Buying Power Index 1995 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **MISSOURI (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Monroe | 9.1 | 8.8 | -3.3 | 3.4 | -2.9 | 93,480 | 14.3 | 23,363 | 27,494 | 46,458 | 32.5 | 10,017 | 13,664 | .0024 | .0023 |
| Montgomery | 11.4 | 11.5 | .9 | 4.4 | .0 | 127,418 | 18.0 | 24,538 | 28,959 | 94,720 | 21.1 | 17,775 | 21,527 | .0038 | .0034 |
| Morgan | 15.7 | 16.4 | 4.5 | 6.6 | 4.8 | 177,177 | 23.7 | 22,731 | 26,845 | 114,295 | 20.5 | 15,051 | 17,317 | .0049 | .0045 |
| New Madrid | 20.7 | 19.8 | -4.3 | 7.4 | -3.9 | 246,044 | 23.5 | 25,874 | 33,249 | 86,714 | 11.0 | 10,145 | 11,718 | .0057 | .0052 |
| Newton | 44.7 | 46.5 | 4.0 | 17.7 | 4.1 | 549,040 | 23.6 | 26,121 | 31,019 | 252,177 | 25.5 | 11,819 | 14,247 | .0133 | .0125 |
| Nodaway | 21.7 | 21.4 | -1.4 | 7.5 | -1.3 | 308,141 | 28.5 | 31,545 | 41,085 | 129,931 | 29.0 | 13,253 | 17,324 | .0068 | .0064 |
| Oregon | 9.4 | 9.1 | -3.2 | 3.7 | -2.6 | 65,001 | 13.3 | 15,092 | 17,568 | 68,524 | 37.5 | 13,114 | 18,520 | .0024 | .0023 |
| Osage | 12.0 | 12.0 | .0 | 4.3 | 0 | 135,962 | 18.3 | 26,730 | 31,619 | 66,082 | 15.7 | 13,283 | 15,368 | .0036 | .0031 |
| Ozark | 8.7 | 8.9 | 2.3 | 3.7 | 5.7 | 83,812 | 24.7 | 19,197 | 22,652 | 37,007 | 24.7 | 8,476 | 10,002 | .0021 | .0021 |
| Pemiscot | 21.8 | 21.1 | -3.2 | 8.0 | -2.4 | 232,866 | 23.1 | 23,073 | 29,108 | 114,354 | 30.2 | 10,707 | 14,294 | .0059 | .0055 |
| Perry | 16.7 | 16.7 | .0 | 6.2 | 1.6 | 156,361 | 18.7 | 21,587 | 25,220 | 130,415 | 29.3 | 16,540 | 21,035 | .0049 | .0044 |
| Pettis | 35.5 | 35.7 | .6 | 14.3 | 1.4 | 532,704 | 25.9 | 30,001 | 37,252 | 335,144 | 30.6 | 18,198 | 23,437 | .0132 | .0125 |
| Phelps | 35.4 | 36.3 | 2.5 | 13.9 | 4.5 | 478,639 | 25.4 | 28,695 | 34,434 | 276,117 | 8.5 | 19,126 | 19,865 | .0125 | .0113 |
| Pike | 15.9 | 15.7 | -1.3 | 6.0 | -1.6 | 173,373 | 15.4 | 24,636 | 28,896 | 74,918 | 10.9 | 11,080 | 12,486 | .0045 | .0040 |
| Platte | 59.1 | 66.1 | 11.8 | 25.5 | 12.8 | 1,054,680 | 32.3 | 35,261 | 41,360 | 377,464 | 17.3 | 14,237 | 14,803 | .0215 | .0208 |
| Polk | 22.1 | 23.5 | 6.3 | 8.6 | 6.2 | 268,338 | 30.4 | 25,403 | 31,202 | 120,220 | 19.8 | 12,387 | 13,979 | .0063 | .0061 |
| Pulaski | 41.0 | 39.9 | -2.7 | 11.8 | -4.1 | 459,508 | 13.4 | 32,948 | 38,941 | 175,971 | 11.8 | 12,796 | 14,913 | .0117 | .0101 |
| Putnam | 5.0 | 4.7 | -6.0 | 2.0 | -4.8 | 75,636 | 30.3 | 27,638 | 37,818 | 14,681 | 11.7 | 6,260 | 7,341 | .0015 | .0014 |
| Ralls | 8.5 | 8.3 | -2.4 | 3.2 | .0 | 105,420 | 18.1 | 27,890 | 32,944 | 26,189 | 38.5 | 5,911 | 8,184 | .0022 | .0020 |
| Randolph | 24.3 | 23.7 | -2.5 | 8.7 | -2.2 | 264,287 | 15.2 | 25,772 | 30,378 | 189,097 | 34.7 | 15,778 | 21,735 | .0076 | .0069 |
| Ray | 22.1 | 22.9 | 3.6 | 8.4 | 3.7 | 290,295 | 22.1 | 29,343 | 34,559 | 102,063 | 29.0 | 9,766 | 12,150 | .0064 | .0061 |
| Reynolds | 6.6 | 6.5 | -1.5 | 2.5 | .0 | 71,575 | 23.2 | 23,235 | 28,630 | 19,097 | 20.0 | 6,363 | 7,639 | .0017 | .0015 |
| Ripley | 12.3 | 12.5 | 1.6 | 5.0 | 4.2 | 118,960 | 27.2 | 19,484 | 23,792 | 64,637 | 39.0 | 9,688 | 12,927 | .0031 | .0030 |
| St. Charles | 221.3 | 262.3 | 18.5 | 92.8 | 20.1 | 5,984,929 | 63.8 | 47,274 | 64,493 | 1,888,266 | 26.9 | 19,248 | 20,348 | .0945 | .1065 |
| St. Clair | 8.5 | 8.4 | -1.2 | 3.5 | .0 | 92,605 | 19.8 | 22,089 | 26,459 | 41,387 | 17.7 | 10,048 | 11,825 | .0023 | .0022 |
| Ste. Genevieve | 16.2 | 17.0 | 4.9 | 6.2 | 6.9 | 220,501 | 26.0 | 30,182 | 35,565 | 65,219 | 19.7 | 9,391 | 10,519 | .0047 | .0043 |
| St. Francois | 49.7 | 53.9 | 8.5 | 19.7 | 9.4 | 739,214 | 40.1 | 29,303 | 37,524 | 326,200 | 22.2 | 14,830 | 16,558 | .0160 | .0160 |
| St. Louis | 999.2 | 1,033.7 | 3.5 | 403.1 | 5.4 | 24,497,061 | 36.5 | 46,928 | 60,772 | 12,070,988 | 31.8 | 23,965 | 29,945 | .4881 | .4873 |
| St. Louis city | 391.6 | 369.6 | -5.6 | 156.3 | -3.9 | 6,770,356 | 31.9 | 31,548 | 43,316 | 2,950,251 | 23.2 | 14,721 | 18,876 | .1442 | .1361 |
| Saline | 23.5 | 23.0 | -2.1 | 8.7 | -2.2 | 252,120 | 15.0 | 24,636 | 28,979 | 135,974 | 18.2 | 12,927 | 15,629 | .0070 | .0060 |
| Schuyler | 4.2 | 3.9 | -7.1 | 1.6 | -5.9 | 30,126 | 8.8 | 16,294 | 18,829 | 23,934 | 41.3 | 9,966 | 14,959 | .0010 | .0009 |
| Scotland | 4.8 | 4.6 | -4.2 | 1.9 | .0 | 43,906 | 16.7 | 19,808 | 23,108 | 24,782 | 22.0 | 10,690 | 13,043 | .0012 | .0012 |
| Scott | 39.5 | 40.0 | 1.3 | 15.1 | 2.0 | 511,764 | 24.3 | 27,808 | 33,892 | 405,576 | 38.8 | 19,745 | 26,859 | .0139 | .0134 |
| Shannon | 7.6 | 7.8 | 2.6 | 3.0 | 3.4 | 74,463 | 24.9 | 20,565 | 24,821 | 20,018 | 32.8 | 5,198 | 6,673 | .0017 | .0017 |
| Shelby | 6.9 | 6.6 | -4.3 | 2.7 | -3.6 | 68,135 | 13.3 | 21,471 | 25,235 | 40,457 | 39.7 | 10,343 | 14,984 | .0019 | .0017 |
| Stoddard | 28.9 | 28.8 | -.3 | 11.5 | .9 | 334,587 | 21.5 | 24,157 | 29,095 | 222,310 | 28.6 | 15,160 | 19,331 | .0090 | .0085 |
| Stone | 19.4 | 21.0 | 8.2 | 8.8 | 10.0 | 430,080 | 56.1 | 34,446 | 48,873 | 113,226 | 58.6 | 8,926 | 12,867 | .0068 | .0076 |
| Sullivan | 6.3 | 6.0 | -4.8 | 2.5 | -3.8 | 41,609 | 10.6 | 14,464 | 16,644 | 22,994 | 37.1 | 6,452 | 9,198 | .0013 | .0011 |
| Taney | 25.9 | 27.8 | 7.3 | 11.3 | 7.6 | 327,637 | 25.7 | 24,820 | 28,994 | 265,987 | 39.9 | 18,111 | 23,539 | .0089 | .0089 |
| Texas | 21.5 | 21.8 | 1.4 | 8.7 | 2.4 | 214,814 | 19.3 | 21,192 | 24,691 | 124,755 | 19.3 | 12,304 | 14,340 | .0060 | .0054 |
| Vernon | 19.0 | 18.8 | -1.1 | 7.2 | -1.4 | 222,667 | 16.6 | 26,155 | 30,926 | 140,489 | 42.6 | 13,495 | 19,512 | .0059 | .0056 |
| Warren | 19.9 | 22.3 | 12.1 | 8.2 | 13.9 | 316,716 | 35.4 | 32,497 | 38,624 | 100,700 | 30.2 | 10,744 | 12,280 | .0062 | .0062 |
| Washington | 20.6 | 21.6 | 4.9 | 7.4 | 4.2 | 191,014 | 22.9 | 21,887 | 25,813 | 64,908 | 6.6 | 8,573 | 8,771 | .0049 | .0045 |
| Wayne | 11.6 | 12.2 | 5.2 | 4.9 | 6.5 | 103,119 | 25.0 | 17,939 | 21,045 | 61,389 | 46.2 | 9,127 | 12,528 | .0028 | .0028 |
| Webster | 24.1 | 26.0 | 7.9 | 9.3 | 9.4 | 257,864 | 28.7 | 23,577 | 27,727 | 136,762 | 38.9 | 11,580 | 14,706 | .0064 | .0064 |
| Worth | 2.4 | 2.2 | -8.3 | 1.0 | .0 | 23,280 | 17.6 | 19,795 | 23,280 | 13,168 | 45.4 | 9,058 | 13,168 | .0006 | .0006 |
| Wright | 16.8 | 17.3 | 3.0 | 6.8 | 4.6 | 161,369 | 23.2 | 20,155 | 23,731 | 102,202 | 34.6 | 11,685 | 15,030 | .0046 | .0043 |
| **TOTAL METRO COUNTIES** | **3,409.9** | **3,543.8** | **3.9** | **1,375.7** | **4.8** | **68,842,090** | **35.7** | **38,643** | **50,041** | **34,158,707** | **28.6** | **20,240** | **24,830** | **1.4376** | **1.4205** |
| **TOTAL STATE** | **5,145.1** | **5,309.0** | **3.2** | **2,050.9** | **4.1** | **90,723,644** | **33.2** | **34,544** | **44,236** | **46,353,818** | **28.6** | **18,281** | **22,602** | **1.9812** | **1.9372** |
| **MONTANA** | | | | | | | | | | | | | | | |
| **BILLINGS** | **113.0** | **111.0** | **-1.8** | **44.3** | **-.4** | **1,836,547** | **31.1** | **31,484** | **41,457** | **1,663,773** | **55.2** | **24,083** | **37,557** | **.0469** | **.0486** |
| Yellowstone | 113.0 | 111.0 | -1.8 | 44.3 | -.4 | 1,836,547 | 31.1 | 31,484 | 41,457 | 1,663,773 | 55.2 | 24,083 | 37,557 | .0469 | .0486 |
| **GREAT FALLS** | **77.5** | **76.9** | **-.8** | **30.3** | **.7** | **1,283,550** | **36.8** | **31,171** | **42,361** | **942,456** | **53.4** | **20,413** | **31,104** | **.0298** | **.0312** |
| Cascade | 77.5 | 76.9 | -.8 | 30.3 | .7 | 1,283,550 | 36.8 | 31,171 | 42,361 | 942,456 | 53.4 | 20,413 | 31,104 | .0298 | .0312 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Beaverhead | 8.4 | 8.4 | .0 | 3.2 | .0 | 109,531 | 32.3 | 25,873 | 34,228 | 55,065 | 31.7 | 13,069 | 17,208 | .0026 | .0026 |
| Big Horn | 11.3 | 11.0 | -2.7 | 3.4 | .0 | 126,015 | 36.3 | 27,184 | 37,063 | 63,708 | 46.9 | 12,758 | 18,738 | .0030 | .0029 |
| Blaine | 6.7 | 6.6 | -1.5 | 2.4 | .0 | 53,363 | 17.7 | 18,893 | 22,235 | 36,296 | 44.1 | 10,498 | 15,123 | .0016 | .0016 |
| Broadwater | 3.3 | 3.3 | .0 | 1.3 | .0 | 35,959 | 21.8 | 22,718 | 27,661 | 10,995 | 18.5 | 7,136 | 8,458 | .0008 | .0006 |
| Carbon | 8.0 | 7.8 | -2.5 | 3.2 | .0 | 88,547 | 24.8 | 22,177 | 27,671 | 37,432 | 51.4 | 7,728 | 11,698 | .0020 | .0021 |
| Carter | 1.5 | 1.4 | -6.7 | .6 | .0 | 12,527 | 18.0 | 17,698 | 20,878 | 3,537 | 11.3 | 5,297 | 5,895 | .0004 | .0002 |

# METRO/COUNTY 1995 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990-1995 | 12/31/95 Households (Thous.) | % Change 1990-1995 | 1995 EBI ($000) | % Change 1990-1995 | Average Household EBI | | 1995 Retail Sales ($000) | % Change 1990-1995 | Retail Sales Per Household | | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 1990 | 1995 | | | 1990 | 1995 | 1990 | 1995 |
| **MONTANA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Cascade | 77.5 | 76.9 | –.8 | 30.3 | .7 | 1,283,550 | 36.8 | 31,171 | 42,361 | 942,456 | 53.4 | 20,413 | 31,104 | .0298 | .0312 |
| Chouteau | 5.4 | 5.2 | –3.7 | 2.0 | .0 | 68,013 | 24.7 | 27,269 | 34,007 | 28,132 | 54.6 | 9,101 | 14,066 | .0014 | .0014 |
| Custer | 11.6 | 11.0 | –5.2 | 4.4 | –4.3 | 130,722 | 16.7 | 24,351 | 29,710 | 139,005 | 52.2 | 19,850 | 31,592 | .0041 | .0039 |
| Daniels | 2.2 | 2.1 | –4.5 | .9 | .0 | 34,888 | 39.4 | 27,800 | 38,764 | 10,665 | 50.7 | 7,864 | 11,850 | .0006 | .0008 |
| Dawson | 9.3 | 8.5 | –8.6 | 3.4 | –5.6 | 131,391 | 23.9 | 29,460 | 38,644 | 68,129 | 37.6 | 13,754 | 20,038 | .0031 | .0028 |
| Deer Lodge | 10.1 | 9.5 | –5.9 | 3.8 | –5.0 | 133,654 | 22.5 | 27,275 | 35,172 | 60,173 | 28.5 | 11,705 | 15,835 | .0032 | .0029 |
| Fallon | 3.0 | 2.7 | –10.0 | 1.0 | –9.1 | 48,331 | 31.2 | 33,486 | 48,331 | 15,716 | 33.8 | 10,680 | 15,716 | .0009 | .0009 |
| Fergus | 12.0 | 11.4 | –5.0 | 4.4 | –4.3 | 120,394 | 17.1 | 22,342 | 27,362 | 81,540 | 40.4 | 12,624 | 18,532 | .0035 | .0032 |
| Flathead | 59.5 | 61.6 | 3.5 | 24.2 | 5.7 | 1,121,285 | 51.0 | 32,431 | 46,334 | 761,111 | 61.7 | 20,557 | 31,451 | .0231 | .0260 |
| Gallatin | 50.7 | 52.3 | 3.2 | 20.0 | 4.7 | 947,219 | 50.4 | 32,980 | 47,361 | 634,919 | 50.3 | 22,120 | 31,746 | .0201 | .0219 |
| Garfield | 1.6 | 1.6 | .0 | .6 | .0 | 19,135 | 30.9 | 24,372 | 31,892 | 8,199 | 53.9 | 8,878 | 13,665 | .0004 | .0004 |
| Glacier | 12.2 | 12.7 | 4.1 | 4.1 | 7.9 | 179,807 | 57.6 | 30,021 | 43,855 | 82,566 | 44.6 | 15,030 | 20,138 | .0035 | .0038 |
| Golden Valley | .9 | .9 | .0 | .3 | .0 | 7,481 | 27.7 | 19,527 | 24,937 | 3,463 | 85.5 | 6,223 | 11,543 | .0002 | .0002 |
| Granite | 2.5 | 2.5 | .0 | 1.1 | 10.0 | 42,260 | 54.4 | 27,372 | 38,418 | 15,204 | 66.3 | 9,142 | 13,822 | .0007 | .0009 |
| Hill | 17.6 | 17.5 | –.6 | 6.5 | 1.6 | 283,682 | 37.8 | 32,176 | 43,643 | 163,754 | 54.5 | 16,564 | 25,193 | .0061 | .0063 |
| Jefferson | 8.0 | 8.7 | 8.8 | 3.2 | 10.3 | 98,547 | 32.6 | 25,634 | 30,796 | 27,129 | 52.5 | 6,133 | 8,478 | .0021 | .0020 |
| Judith Basin | 2.3 | 2.2 | –4.3 | .9 | .0 | 39,913 | 47.9 | 29,986 | 44,348 | 4,341 | 25.0 | 3,858 | 4,823 | .0006 | .0007 |
| Lake | 21.2 | 21.9 | 3.3 | 8.3 | 5.1 | 255,155 | 35.4 | 23,861 | 30,742 | 157,115 | 53.3 | 12,977 | 18,930 | .0060 | .0062 |
| Lewis and Clark | 47.7 | 49.1 | 2.9 | 19.5 | 4.3 | 799,953 | 38.5 | 30,877 | 41,023 | 515,350 | 48.6 | 18,545 | 26,428 | .0178 | .0187 |
| Liberty | 2.3 | 2.3 | .0 | .8 | .0 | 33,745 | 35.9 | 31,029 | 42,181 | 13,577 | 70.7 | 9,941 | 16,971 | .0007 | .0006 |
| Lincoln | 17.4 | 17.1 | –1.7 | 6.7 | 1.5 | 239,232 | 34.3 | 26,990 | 35,706 | 128,548 | 47.6 | 13,195 | 19,186 | .0054 | .0054 |
| McCone | 2.2 | 2.1 | –4.5 | .8 | .0 | 19,962 | 21.8 | 20,481 | 24,953 | 6,303 | –1.4 | 7,986 | 7,879 | .0006 | .0005 |
| Madison | 6.0 | 6.0 | .0 | 2.4 | .0 | 83,474 | 38.7 | 25,073 | 34,781 | 20,682 | 9.7 | 7,856 | 8,618 | .0016 | .0016 |
| Meagher | 1.8 | 1.7 | –5.6 | .7 | .0 | 17,304 | 18.2 | 20,919 | 24,720 | 7,933 | 31.0 | 8,654 | 11,333 | .0004 | .0005 |
| Mineral | 3.3 | 3.1 | –6.1 | 1.2 | –7.7 | 32,285 | 9.9 | 22,592 | 26,904 | 24,703 | 53.9 | 12,345 | 20,586 | .0011 | .0008 |
| Missoula | 78.8 | 79.5 | .9 | 31.6 | 2.6 | 1,324,740 | 37.5 | 31,272 | 41,922 | 1,118,837 | 63.6 | 22,209 | 35,406 | .0313 | .0339 |
| Musselshell | 4.0 | 3.7 | –7.5 | 1.5 | –6.3 | 40,618 | 19.0 | 21,326 | 27,079 | 19,001 | 27.8 | 9,293 | 12,667 | .0011 | .0010 |
| Park | 14.5 | 14.2 | –2.1 | 5.5 | –1.8 | 215,900 | 35.0 | 28,549 | 39,255 | 99,831 | 37.4 | 12,976 | 18,151 | .0046 | .0046 |
| Petroleum | .5 | .5 | .0 | .2 | .0 | 7,275 | 40.7 | 25,845 | 36,375 | 966 | 15.7 | 4,175 | 4,830 | .0002 | .0001 |
| Phillips | 5.1 | 5.0 | –2.0 | 1.9 | .0 | 65,690 | 38.6 | 24,945 | 34,574 | 31,975 | 40.7 | 11,957 | 16,829 | .0014 | .0015 |
| Pondera | 6.4 | 6.4 | .0 | 2.3 | 4.5 | 87,428 | 36.4 | 29,131 | 38,012 | 41,205 | 49.6 | 12,520 | 17,915 | .0019 | .0019 |
| Powder River | 2.0 | 1.8 | –10.0 | .7 | –12.5 | 17,295 | 2.6 | 21,073 | 24,707 | 4,170 | 8.0 | 4,826 | 5,957 | .0005 | .0004 |
| Powell | 6.6 | 6.5 | –1.5 | 2.2 | .0 | 62,697 | 20.5 | 23,656 | 28,499 | 35,567 | 35.5 | 11,933 | 16,167 | .0016 | .0015 |
| Prairie | 1.3 | 1.2 | –7.7 | .5 | .0 | 10,559 | 22.5 | 17,238 | 21,118 | 1,803 | 23.7 | 2,916 | 3,606 | .0003 | .0003 |
| Ravalli | 25.2 | 26.3 | 4.4 | 10.4 | 6.1 | 310,663 | 33.7 | 23,711 | 29,871 | 155,904 | 65.6 | 9,604 | 14,991 | .0069 | .0072 |
| Richland | 10.4 | 9.4 | –9.6 | 3.6 | –5.3 | 198,711 | 42.7 | 36,649 | 55,198 | 70,693 | 41.1 | 13,184 | 19,637 | .0036 | .0037 |
| Roosevelt | 11.0 | 10.9 | –.9 | 3.7 | .0 | 165,659 | 43.5 | 31,193 | 44,773 | 69,541 | 24.3 | 15,125 | 18,795 | .0035 | .0036 |
| Rosebud | 10.5 | 10.3 | –1.9 | 3.4 | –2.9 | 132,170 | 27.2 | 29,676 | 38,874 | 62,681 | 55.6 | 11,506 | 18,436 | .0029 | .0029 |
| Sanders | 8.6 | 8.3 | –3.5 | 3.3 | –2.9 | 89,338 | 20.1 | 21,883 | 27,072 | 41,160 | 54.1 | 7,857 | 12,473 | .0023 | .0020 |
| Sheridan | 4.7 | 4.4 | –6.4 | 1.8 | –5.3 | 86,345 | 38.8 | 32,732 | 47,969 | 39,157 | 50.5 | 13,692 | 21,754 | .0017 | .0017 |
| Silver Bow | 33.6 | 32.1 | –4.5 | 13.2 | –4.3 | 479,412 | 27.2 | 27,311 | 36,319 | 352,250 | 45.0 | 17,602 | 26,686 | .0120 | .0120 |
| Stillwater | 6.6 | 7.1 | 7.6 | 2.8 | 12.0 | 100,943 | 55.5 | 25,964 | 36,051 | 54,346 | 55.8 | 13,951 | 19,409 | .0021 | .0022 |
| Sweet Grass | 3.2 | 3.1 | –3.1 | 1.3 | .0 | 30,594 | 17.7 | 20,003 | 23,534 | 22,944 | 36.0 | 12,982 | 17,649 | .0009 | .0006 |
| Teton | 6.3 | 6.2 | –1.6 | 2.4 | 4.3 | 90,919 | 41.8 | 27,880 | 37,883 | 28,663 | 56.6 | 7,957 | 11,943 | .0018 | .0018 |
| Toole | 5.0 | 4.7 | –6.0 | 1.8 | –5.3 | 68,621 | 26.0 | 28,670 | 38,123 | 28,644 | 47.4 | 10,228 | 15,913 | .0014 | .0015 |
| Treasure | .9 | .8 | –11.1 | .3 | .0 | 8,479 | 27.9 | 22,100 | 28,263 | 1,727 | 82.4 | 3,157 | 5,757 | .0001 | .0001 |
| Valley | 8.1 | 7.5 | –7.4 | 3.0 | –6.3 | 97,440 | 18.4 | 25,708 | 32,480 | 59,995 | 39.9 | 13,403 | 19,998 | .0027 | .0024 |
| Wheatland | 2.2 | 2.2 | .0 | .9 | 12.5 | 30,923 | 53.3 | 25,209 | 34,359 | 8,609 | 46.1 | 7,364 | 9,566 | .0006 | .0007 |
| Wibaux | 1.2 | 1.1 | –8.3 | .4 | –20.0 | 13,491 | 10.8 | 24,354 | 33,728 | 830 | –10.0 | 1,844 | 2,075 | .0002 | .0001 |
| Yellowstone | 113.0 | 111.0 | –1.8 | 44.3 | –.4 | 1,836,547 | 31.1 | 31,484 | 41,457 | 1,663,773 | 55.2 | 24,083 | 37,557 | .0469 | .0486 |
| **TOTAL METRO COUNTIES** | **190.5** | **187.9** | **–1.4** | **74.6** | **.0** | **3,120,097** | **33.4** | **31,358** | **41,824** | **2,606,229** | **54.6** | **22,602** | **34,936** | **.0767** | **.0798** |
| **TOTAL STATE** | **797.2** | **793.3** | **–.5** | **308.6** | **1.1** | **12,169,781** | **36.2** | **29,286** | **39,435** | **8,142,018** | **52.7** | **17,478** | **26,384** | **.2799** | **.2901** |
| **NEBRASKA** | | | | | | | | | | | | | | | |
| **LINCOLN** | **215.4** | **226.2** | **5.0** | **88.1** | **5.5** | **4,801,874** | **44.5** | **39,809** | **54,505** | **2,327,682** | **52.2** | **18,315** | **26,421** | **.0900** | **.0968** |
| Lancaster | 215.4 | 226.2 | 5.0 | 88.1 | 5.5 | 4,801,874 | 44.5 | 39,809 | 54,505 | 2,327,682 | 52.2 | 18,315 | 26,421 | .0900 | .0968 |
| **OMAHA** | **621.3** | **642.4** | **3.4** | **242.0** | **3.6** | **13,658,814** | **43.4** | **40,784** | **56,441** | **7,130,794** | **51.7** | **20,122** | **29,466** | **.2635** | **.2816** |
| Douglas | 418.2 | 430.4 | 2.9 | 167.1 | 3.3 | 9,452,083 | 42.5 | 40,989 | 56,565 | 5,439,891 | 52.5 | 22,051 | 32,555 | .1873 | .2001 |
| Sarpy | 103.8 | 112.0 | 7.9 | 37.1 | 7.8 | 2,289,287 | 48.7 | 44,756 | 61,706 | 563,152 | 31.6 | 12,441 | 15,179 | .0374 | .0397 |
| Washington | 16.7 | 17.3 | 3.6 | 6.3 | 3.3 | 335,144 | 39.8 | 39,290 | 53,197 | 90,678 | 26.7 | 11,736 | 14,393 | .0059 | .0059 |
| *Pottawattamie, Iowa* | *82.6* | *82.7* | *.1* | *31.5* | *.6* | *1,582,300* | *41.8* | *35,652* | *50,232* | *1,037,073* | *63.8* | *20,224* | *32,923* | *.0329* | *.0359* |

# METRO/COUNTY 1995 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990–1995 | 12/31/95 Households (Thous.) | % Change 1990–1995 | 1995 EBI ($000) | % Change 1990–1995 | Average Household EBI | | 1995 Retail Sales ($000) | % Change 1990–1995 | Retail Sales Per Household | | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 1990 | 1995 | | | 1990 | 1995 | 1990 | 1995 |
| **NEBRASKA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Adams | 29.5 | 28.8 | −2.4 | 11.3 | −1.7 | 441,382 | 22.8 | 31,256 | 39,060 | 286,229 | 37.9 | 18,050 | 25,330 | .0108 | .0104 |
| Antelope | 7.9 | 7.7 | −2.5 | 3.0 | .0 | 73,409 | 18.2 | 20,707 | 24,470 | 44,195 | 32.7 | 11,097 | 14,732 | .0021 | .0018 |
| Arthur | .5 | .5 | .0 | .2 | .0 | 6,245 | 18.2 | 26,410 | 31,225 | 992 | 78.9 | 4,170 | 4,960 | .0002 | .0003 |
| Banner | .8 | .8 | .0 | .3 | .0 | 8,596 | 18.0 | 24,280 | 28,653 | 70 | 48.9 | 157 | 233 | .0001 | .0000 |
| Blaine | .7 | .7 | .0 | .3 | .0 | 5,598 | 16.0 | 16,087 | 18,660 | 1,488 | 9.2 | 4,543 | 4,960 | .0002 | .0002 |
| Boone | 6.6 | 6.4 | −3.0 | 2.5 | .0 | 63,665 | 17.3 | 21,706 | 25,466 | 48,674 | 29.4 | 15,048 | 19,470 | .0018 | .0018 |
| Box Butte | 13.0 | 12.4 | −4.6 | 4.7 | −2.1 | 171,219 | 15.5 | 30,874 | 36,430 | 88,858 | 42.8 | 12,963 | 18,906 | .0044 | .0038 |
| Boyd | 2.8 | 2.6 | −7.1 | 1.1 | .0 | 18,789 | 16.0 | 14,723 | 17,081 | 11,834 | 49.0 | 7,222 | 10,758 | .0005 | .0005 |
| Brown | 3.6 | 3.3 | −8.3 | 1.4 | −6.7 | 33,108 | 9.5 | 20,148 | 23,649 | 17,809 | 22.3 | 9,705 | 12,721 | .0009 | .0009 |
| Buffalo | 37.6 | 38.5 | 2.4 | 14.2 | 2.9 | 540,053 | 26.3 | 30,985 | 38,032 | 371,524 | 36.7 | 19,688 | 26,164 | .0136 | .0132 |
| Burt | 7.8 | 7.5 | −3.8 | 3.1 | .0 | 87,105 | 17.9 | 23,838 | 28,098 | 38,339 | 35.0 | 9,162 | 12,367 | .0022 | .0020 |
| Butler | 8.6 | 8.4 | −2.3 | 3.2 | −3.0 | 85,542 | 13.7 | 22,805 | 26,732 | 34,617 | 27.2 | 8,246 | 10,818 | .0023 | .0019 |
| Cass | 21.4 | 21.8 | 1.9 | 8.0 | 2.6 | 339,259 | 30.4 | 33,364 | 42,407 | 82,869 | 49.4 | 7,109 | 10,359 | .0063 | .0063 |
| Cedar | 10.0 | 9.6 | −4.0 | 3.5 | −2.8 | 95,140 | 14.5 | 23,074 | 27,183 | 38,883 | 34.5 | 8,028 | 11,109 | .0025 | .0022 |
| Chase | 4.3 | 4.2 | −2.3 | 1.7 | .0 | 47,601 | 18.3 | 23,676 | 28,001 | 30,404 | 38.7 | 12,891 | 17,885 | .0011 | .0012 |
| Cherry | 6.2 | 5.8 | −6.5 | 2.3 | −4.2 | 61,595 | 11.6 | 22,992 | 26,780 | 46,464 | 22.2 | 15,839 | 20,202 | .0020 | .0018 |
| Cheyenne | 9.5 | 9.3 | −2.1 | 3.8 | −2.6 | 147,357 | 23.1 | 30,697 | 38,778 | 344,097 | 57.9 | 55,861 | 90,552 | .0061 | .0065 |
| Clay | 7.1 | 6.8 | −4.2 | 2.6 | −3.7 | 88,619 | 18.3 | 27,744 | 34,084 | 35,347 | 35.5 | 9,661 | 13,595 | .0020 | .0018 |
| Colfax | 9.0 | 8.5 | −5.6 | 3.4 | −2.9 | 123,000 | 22.8 | 28,626 | 36,176 | 49,206 | 33.5 | 10,534 | 14,472 | .0028 | .0025 |
| Cuming | 10.0 | 9.6 | −4.0 | 3.8 | .0 | 102,145 | 16.7 | 23,031 | 26,880 | 70,066 | 38.0 | 13,362 | 18,438 | .0030 | .0027 |
| Custer | 12.1 | 11.5 | −5.0 | 4.8 | −2.0 | 133,128 | 15.4 | 23,552 | 27,735 | 67,696 | 17.4 | 11,764 | 14,103 | .0034 | .0031 |
| ☐ Dakota | 16.7 | 16.8 | .6 | 6.1 | 1.7 | 211,067 | 18.9 | 29,582 | 34,601 | 102,190 | 47.8 | 11,524 | 16,752 | .0052 | .0048 |
| Dawes | 9.0 | 8.8 | −2.2 | 3.2 | −3.0 | 112,617 | 19.6 | 28,542 | 35,193 | 76,448 | 31.3 | 17,648 | 23,890 | .0029 | .0029 |
| Dawson | 19.8 | 18.9 | −4.5 | 7.5 | −3.8 | 286,927 | 18.3 | 31,096 | 38,257 | 150,653 | 28.2 | 15,062 | 20,087 | .0071 | .0063 |
| Deuel | 2.2 | 2.1 | −4.5 | .9 | .0 | 35,514 | 28.9 | 30,623 | 39,460 | 19,812 | 20.5 | 18,261 | 22,013 | .0008 | .0008 |
| Dixon | 6.1 | 5.8 | −4.9 | 2.3 | .0 | 62,688 | 16.0 | 23,499 | 27,256 | 20,021 | 42.8 | 6,096 | 8,705 | .0014 | .0013 |
| Dodge | 34.5 | 34.3 | −.6 | 13.5 | .7 | 465,659 | 19.1 | 29,173 | 34,493 | 390,000 | 43.6 | 20,263 | 28,889 | .0129 | .0124 |
| Douglas | 418.2 | 430.4 | 2.9 | 167.1 | 3.3 | 9,452,083 | 42.5 | 40,989 | 56,565 | 5,439,891 | 52.5 | 22,051 | 32,555 | .1873 | .2001 |
| Dundy | 2.6 | 2.5 | −3.8 | 1.1 | .0 | 36,011 | 24.3 | 26,336 | 32,737 | 6,364 | 5.9 | 5,465 | 5,785 | .0007 | .0007 |
| Fillmore | 7.1 | 6.9 | −2.8 | 2.8 | .0 | 81,397 | 17.7 | 24,696 | 29,070 | 20,938 | 5.8 | 7,071 | 7,478 | .0019 | .0016 |
| Franklin | 3.9 | 3.8 | −2.6 | 1.6 | .0 | 45,980 | 19.3 | 24,097 | 28,738 | 14,441 | 12.3 | 8,040 | 9,026 | .0011 | .0009 |
| Frontier | 3.1 | 2.9 | −6.5 | 1.2 | .0 | 44,710 | 26.7 | 29,408 | 37,258 | 9,706 | 45.6 | 5,555 | 8,088 | .0009 | .0009 |
| Furnas | 5.5 | 5.1 | −7.3 | 2.2 | −4.3 | 56,585 | 12.0 | 21,975 | 25,720 | 34,374 | 39.8 | 10,693 | 15,625 | .0016 | .0014 |
| Gage | 22.7 | 22.1 | −2.6 | 8.9 | −1.1 | 349,753 | 26.9 | 30,613 | 39,298 | 158,330 | 24.8 | 14,101 | 17,790 | .0078 | .0074 |
| Garden | 2.4 | 2.3 | −4.2 | 1.0 | .0 | 32,559 | 20.7 | 26,985 | 32,559 | 8,072 | 12.8 | 7,155 | 8,072 | .0007 | .0006 |
| Garfield | 2.1 | 2.0 | −4.8 | .8 | .0 | 14,205 | 15.7 | 15,349 | 17,756 | 19,332 | 45.0 | 16,663 | 24,165 | .0006 | .0005 |
| Gosper | 1.9 | 1.8 | −5.3 | .7 | −12.5 | 27,809 | 15.4 | 30,129 | 39,727 | 1,473 | −9.6 | 2,036 | 2,104 | .0005 | .0005 |
| Grant | .8 | .8 | .0 | .3 | .0 | 7,807 | 17.5 | 22,147 | 26,023 | 1,783 | −4.1 | 6,197 | 5,943 | .0002 | .0001 |
| Greeley | 3.0 | 2.8 | −6.7 | 1.1 | .0 | 26,728 | 18.3 | 20,536 | 24,298 | 6,378 | 4.4 | 5,555 | 5,798 | .0006 | .0005 |
| Hall | 48.9 | 49.0 | .2 | 18.8 | .5 | 738,361 | 22.3 | 32,272 | 39,275 | 543,362 | 24.6 | 23,311 | 28,902 | .0198 | .0185 |
| Hamilton | 8.8 | 8.7 | −1.1 | 3.2 | .0 | 108,106 | 18.3 | 28,557 | 33,783 | 36,012 | 21.8 | 9,240 | 11,254 | .0025 | .0023 |
| Harlan | 3.8 | 3.6 | −5.3 | 1.5 | −6.3 | 45,290 | 14.3 | 24,769 | 30,193 | 14,536 | 9.5 | 8,297 | 9,691 | .0010 | .0009 |
| Hayes | 1.2 | 1.1 | −8.3 | .5 | .0 | 23,722 | 45.6 | 32,584 | 47,444 | 2,889 | 17.8 | 4,904 | 5,778 | .0005 | .0005 |
| Hitchcock | 3.7 | 3.7 | .0 | 1.5 | 7.1 | 49,266 | 33.6 | 26,332 | 32,844 | 13,649 | 57.0 | 6,209 | 9,099 | .0009 | .0008 |
| Holt | 12.5 | 11.9 | −4.8 | 4.6 | −2.1 | 112,114 | 14.8 | 20,772 | 24,373 | 104,965 | 42.0 | 15,727 | 22,818 | .0036 | .0035 |
| Hooker | .8 | .8 | .0 | .4 | 33.3 | 8,076 | 55.3 | 17,333 | 20,190 | 9,361 | 127.9 | 13,690 | 23,403 | .0003 | .0003 |
| Howard | 6.0 | 5.8 | −3.3 | 2.3 | .0 | 51,959 | 16.0 | 19,477 | 22,591 | 24,921 | 33.8 | 8,098 | 10,835 | .0013 | .0013 |
| Jefferson | 8.7 | 8.2 | −5.7 | 3.5 | −2.8 | 118,057 | 20.8 | 27,145 | 33,731 | 58,491 | 24.8 | 13,017 | 16,712 | .0029 | .0026 |
| Johnson | 4.6 | 4.4 | −4.3 | 1.9 | .0 | 60,451 | 25.0 | 25,460 | 31,816 | 21,056 | 31.5 | 8,428 | 11,082 | .0014 | .0012 |
| Kearney | 6.6 | 6.6 | .0 | 2.5 | .0 | 102,592 | 26.0 | 32,560 | 41,037 | 26,984 | 24.5 | 8,672 | 10,794 | .0019 | .0019 |
| Keith | 8.5 | 8.1 | −4.7 | 3.3 | −2.9 | 132,031 | 22.4 | 31,720 | 40,009 | 119,312 | 45.4 | 24,142 | 36,155 | .0037 | .0035 |
| Keya Paha | 1.0 | .9 | −10.0 | .4 | .0 | 10,650 | 17.3 | 22,690 | 26,625 | 4,264 | 54.9 | 6,883 | 10,660 | .0002 | .0002 |
| Kimball | 4.0 | 3.8 | −5.0 | 1.6 | .0 | 60,092 | 23.3 | 30,451 | 37,558 | 34,927 | 50.1 | 14,546 | 21,829 | .0014 | .0014 |
| Knox | 9.4 | 8.8 | −6.4 | 3.6 | −5.3 | 108,088 | 17.7 | 24,163 | 30,024 | 45,133 | 31.6 | 9,028 | 12,537 | .0027 | .0024 |
| Lancaster | 215.4 | 226.2 | 5.0 | 88.1 | 5.5 | 4,801,874 | 44.5 | 39,809 | 54,505 | 2,327,682 | 52.2 | 18,315 | 26,421 | .0900 | .0968 |
| Lincoln | 32.3 | 31.5 | −2.5 | 12.6 | .0 | 495,895 | 18.4 | 33,229 | 39,357 | 260,705 | 21.5 | 17,031 | 20,691 | .0121 | .0108 |
| Logan | .9 | .9 | .0 | .3 | .0 | 6,092 | 17.0 | 17,360 | 20,307 | 3,735 | 88.9 | 6,590 | 12,450 | .0003 | .0002 |
| Loup | .7 | .7 | .0 | .3 | .0 | 9,030 | 21.6 | 24,760 | 30,100 | 1,491 | 31.3 | 3,787 | 4,970 | .0001 | .0001 |
| McPherson | .5 | .5 | .0 | .2 | .0 | 4,686 | 15.9 | 20,215 | 23,430 | 1,189 | 14.5 | 5,190 | 5,945 | .0001 | .0002 |
| Madison | 32.7 | 33.0 | .9 | 12.6 | 2.4 | 456,405 | 22.1 | 30,379 | 36,223 | 364,530 | 42.1 | 20,851 | 28,931 | .0123 | .0118 |
| Merrick | 8.0 | 7.7 | −3.8 | 3.0 | .0 | 86,921 | 17.4 | 24,678 | 28,974 | 48,852 | 38.1 | 11,794 | 16,284 | .0022 | .0021 |
| Morrill | 5.4 | 5.2 | −3.7 | 2.0 | −4.8 | 37,898 | 10.3 | 16,355 | 18,949 | 15,441 | 30.4 | 5,640 | 7,721 | .0011 | .0010 |
| Nance | 4.2 | 4.0 | −4.8 | 1.5 | −6.3 | 42,114 | 13.7 | 23,146 | 28,076 | 10,855 | 30.8 | 5,189 | 7,237 | .0011 | .0010 |
| Nemaha | 7.9 | 7.7 | −2.5 | 3.0 | .0 | 159,895 | 45.7 | 36,582 | 53,298 | 40,427 | 40.3 | 9,605 | 13,476 | .0026 | .0027 |
| Nuckolls | 5.7 | 5.3 | −7.0 | 2.2 | −4.3 | 54,647 | 11.8 | 21,243 | 24,840 | 43,067 | 39.2 | 13,449 | 19,576 | .0017 | .0015 |

# METRO/COUNTY 1995 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990–1995 | 12/31/95 Households (Thous.) | % Change 1990–1995 | 1995 EBI ($000) | % Change 1990–1995 | Average Household EBI |  | 1995 Retail Sales ($000) | % Change 1990–1995 | Retail Sales Per Household |  | Buying Power Index |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  |  |  |  |  |  | 1990 | 1995 |  |  | 1990 | 1995 | 1990 | 1995 |
| **NEBRASKA (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **ALL COUNTIES (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Otoe | 14.2 | 13.7 | -3.5 | 5.5 | -1.8 | 177,873 | 15.3 | 27,542 | 32,341 | 105,203 | 34.0 | 14,016 | 19,128 | .0046 | .0042 |
| Pawnee | 3.3 | 3.0 | -9.1 | 1.3 | -7.1 | 37,695 | 17.9 | 22,838 | 28,996 | 9,904 | 16.4 | 6,076 | 7,618 | .0009 | .0007 |
| Perkins | 3.3 | 3.2 | -3.0 | 1.2 | -7.7 | 50,233 | 24.5 | 31,032 | 41,861 | 13,901 | 45.9 | 7,331 | 11,584 | .0010 | .0010 |
| Phelps | 9.7 | 9.4 | -3.1 | 3.7 | -2.6 | 149,014 | 21.7 | 32,232 | 40,274 | 62,784 | 17.3 | 14,087 | 16,969 | .0034 | .0031 |
| Pierce | 7.8 | 7.6 | -2.6 | 2.9 | .0 | 71,388 | 16.9 | 21,066 | 24,617 | 39,217 | 34.9 | 10,022 | 13,523 | .0020 | .0018 |
| Platte | 30.0 | 31.3 | 4.3 | 11.8 | 7.3 | 423,487 | 25.8 | 30,592 | 35,889 | 263,906 | 32.1 | 18,158 | 22,365 | .0105 | .0101 |
| Polk | 5.6 | 5.4 | -3.6 | 2.2 | .0 | 57,352 | 16.9 | 22,297 | 26,069 | 12,418 | 7.6 | 5,244 | 5,645 | .0014 | .0012 |
| Red Willow | 11.6 | 11.1 | -4.3 | 4.6 | -2.1 | 152,604 | 13.7 | 28,567 | 33,175 | 141,367 | 36.8 | 21,983 | 30,732 | .0045 | .0042 |
| Richardson | 9.8 | 9.3 | -5.1 | 3.9 | -4.9 | 90,139 | 11.1 | 19,788 | 23,113 | 59,711 | 24.1 | 11,733 | 15,311 | .0028 | .0024 |
| Rock | 2.0 | 1.9 | -5.0 | .8 | .0 | 23,503 | 18.3 | 24,843 | 29,379 | 9,565 | 42.0 | 8,419 | 11,956 | .0005 | .0005 |
| Saline | 12.7 | 12.4 | -2.4 | 4.7 | -2.1 | 164,755 | 16.9 | 29,359 | 35,054 | 118,955 | 43.0 | 17,336 | 25,310 | .0044 | .0042 |
| Sarpy | 103.8 | 112.0 | 7.9 | 37.1 | 7.8 | 2,289,287 | 48.7 | 44,756 | 61,706 | 563,152 | 31.6 | 12,441 | 15,179 | .0374 | .0397 |
| Saunders | 18.3 | 18.2 | -.5 | 6.9 | 1.5 | 242,991 | 21.2 | 29,481 | 35,216 | 95,079 | 30.4 | 10,719 | 13,780 | .0055 | .0050 |
| Scotts Bluff | 35.8 | 34.5 | -3.6 | 13.7 | -2.1 | 485,125 | 18.9 | 29,153 | 35,411 | 358,904 | 31.6 | 19,486 | 26,197 | .0132 | .0123 |
| Seward | 15.5 | 15.8 | 1.9 | 5.6 | 1.8 | 295,433 | 41.7 | 37,895 | 52,756 | 92,005 | 46.0 | 11,458 | 16,429 | .0053 | .0055 |
| Sheridan | 6.7 | 6.4 | -4.5 | 2.5 | -3.8 | 67,347 | 12.3 | 23,074 | 26,939 | 28,611 | 5.2 | 10,463 | 11,444 | .0018 | .0015 |
| Sherman | 3.7 | 3.5 | -5.4 | 1.4 | .0 | 27,797 | 16.8 | 16,999 | 19,855 | 11,871 | 33.0 | 6,376 | 8,479 | .0008 | .0008 |
| Sioux | 1.5 | 1.4 | -6.7 | .6 | .0 | 18,145 | 17.6 | 25,718 | 30,242 | 4,414 | 48.6 | 4,950 | 7,357 | .0004 | .0003 |
| Stanton | 6.3 | 6.5 | 3.2 | 2.3 | 4.5 | 68,205 | 22.6 | 25,284 | 29,654 | 5,004 | 7.1 | 2,125 | 2,176 | .0014 | .0013 |
| Thayer | 6.6 | 6.2 | -6.1 | 2.5 | -7.4 | 75,695 | 9.1 | 25,707 | 30,278 | 32,837 | 1.6 | 11,968 | 13,135 | .0019 | .0016 |
| Thomas | .8 | .7 | -12.5 | .3 | .0 | 8,426 | 17.6 | 23,877 | 28,087 | 4,173 | 55.4 | 8,953 | 13,910 | .0003 | .0002 |
| Thurston | 6.9 | 6.9 | .0 | 2.3 | .0 | 74,949 | 23.1 | 26,475 | 32,587 | 13,314 | 1.4 | 5,709 | 5,789 | .0017 | .0015 |
| Valley | 5.1 | 4.8 | -5.9 | 2.0 | -4.8 | 65,974 | 20.7 | 26,025 | 32,987 | 30,528 | 23.5 | 11,769 | 15,264 | .0016 | .0015 |
| Washington | 16.7 | 17.3 | 3.6 | 6.3 | 3.3 | 335,144 | 39.8 | 39,290 | 53,197 | 90,678 | 26.7 | 11,736 | 14,393 | .0059 | .0059 |
| Wayne | 9.4 | 9.4 | .0 | 3.3 | 3.1 | 139,017 | 33.7 | 32,498 | 42,126 | 60,567 | 32.9 | 14,239 | 18,354 | .0029 | .0029 |
| Webster | 4.2 | 4.0 | -4.8 | 1.7 | .0 | 42,912 | 17.6 | 21,469 | 25,242 | 17,531 | 48.0 | 6,969 | 10,312 | .0011 | .0010 |
| Wheeler | .9 | .9 | .0 | .3 | .0 | 16,680 | 51.5 | 36,710 | 55,600 | 735 | 36.9 | 1,790 | 2,450 | .0003 | .0003 |
| York | 14.4 | 14.5 | .7 | 5.6 | 1.8 | 208,802 | 22.4 | 31,006 | 37,286 | 136,993 | 41.7 | 17,580 | 24,463 | .0052 | .0050 |
| **TOTAL METRO COUNTIES** | **770.8** | **802.7** | **4.1** | **304.7** | **4.4** | **17,089,455** | **43.5** | **40,825** | **56,086** | **8,523,593** | **50.4** | **19,417** | **27,974** | **.3258** | **.3473** |
| **TOTAL STATE** | **1,579.4** | **1,594.2** | **.9** | **613.9** | **1.9** | **27,766,938** | **34.1** | **34,359** | **45,230** | **14,751,030** | **43.0** | **17,113** | **24,028** | **.5929** | **.5976** |
| **NEVADA** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **LAS VEGAS** | **773.4** | **920.0** | **19.0** | **354.7** | **18.4** | **16,010,418** | **53.8** | **34,743** | **45,138** | **7,628,594** | **31.4** | **19,382** | **21,507** | **.3068** | **.3337** |
| Clark | 773.4 | 920.0 | 19.0 | 354.7 | 18.4 | 16,010,418 | 53.8 | 34,743 | 45,138 | 7,628,594 | 31.4 | 19,382 | 21,507 | .3068 | .3337 |
| **RENO** | **260.0** | **290.9** | **11.9** | **116.9** | **11.9** | **5,770,950** | **46.4** | **37,717** | **49,367** | **3,945,132** | **54.8** | **24,387** | **33,748** | **.1193** | **.1321** |
| Washoe | 260.0 | 290.9 | 11.9 | 116.9 | 11.9 | 5,770,950 | 46.4 | 37,717 | 49,367 | 3,945,132 | 54.8 | 24,387 | 33,748 | .1193 | .1321 |
| **ALL COUNTIES** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Carson City | 41.0 | 44.1 | 7.6 | 17.5 | 8.7 | 763,973 | 39.5 | 34,011 | 43,656 | 763,691 | 64.3 | 28,862 | 43,639 | .0189 | .0208 |
| Churchill | 18.3 | 20.4 | 11.5 | 7.6 | 11.8 | 285,920 | 45.8 | 28,838 | 37,621 | 145,703 | 30.7 | 16,393 | 19,171 | .0061 | .0063 |
| Clark | 773.4 | 920.0 | 19.0 | 354.7 | 18.4 | 16,010,418 | 53.8 | 34,743 | 45,138 | 7,628,594 | 31.4 | 19,382 | 21,507 | .3068 | .3337 |
| Douglas | 28.3 | 32.0 | 13.1 | 12.3 | 13.9 | 702,359 | 51.8 | 42,828 | 57,102 | 222,593 | 54.0 | 13,386 | 18,097 | .0113 | .0126 |
| Elko | 34.9 | 41.2 | 18.1 | 14.3 | 16.3 | 675,802 | 60.5 | 34,241 | 47,259 | 209,244 | 23.9 | 13,734 | 14,632 | .0116 | .0129 |
| Esmeralda | 1.3 | 1.4 | 7.7 | .6 | .0 | 40,699 | 50.2 | 45,163 | 67,832 | 4,269 | 12.9 | 6,302 | 7,115 | .0006 | .0007 |
| Eureka | 1.6 | 1.9 | 18.8 | .8 | 33.3 | 38,406 | 92.5 | 33,255 | 48,008 | 5,859 | 46.4 | 6,668 | 7,324 | .0004 | .0005 |
| Humboldt | 13.3 | 15.5 | 16.5 | 5.4 | 14.9 | 207,279 | 44.2 | 30,584 | 38,385 | 106,192 | 19.2 | 18,951 | 19,665 | .0046 | .0048 |
| Lander | 6.4 | 7.4 | 15.6 | 2.7 | 17.4 | 142,934 | 63.8 | 37,938 | 52,939 | 21,652 | 26.0 | 7,471 | 8,019 | .0021 | .0023 |
| Lincoln | 3.8 | 3.9 | 2.6 | 1.4 | 7.7 | 49,869 | 40.9 | 27,226 | 35,621 | 10,355 | 30.1 | 6,124 | 7,396 | .0009 | .0009 |
| Lyon | 20.5 | 23.3 | 13.7 | 9.0 | 13.9 | 315,903 | 40.3 | 28,494 | 35,100 | 104,078 | 37.3 | 9,593 | 11,564 | .0061 | .0064 |
| Mineral | 6.5 | 6.4 | -1.5 | 2.5 | .0 | 116,300 | 41.0 | 32,995 | 46,520 | 57,082 | 67.2 | 13,658 | 22,833 | .0023 | .0024 |
| Nye | 18.3 | 21.1 | 15.3 | 8.0 | 15.9 | 287,569 | 44.0 | 28,937 | 35,946 | 88,429 | 39.7 | 9,175 | 11,054 | .0053 | .0058 |
| Pershing | 4.5 | 5.2 | 15.6 | 2.0 | 17.6 | 101,102 | 67.3 | 35,554 | 50,551 | 30,608 | 27.9 | 14,078 | 15,304 | .0016 | .0018 |
| Storey | 2.6 | 2.8 | 7.7 | 1.1 | 10.0 | 55,922 | 52.5 | 36,680 | 50,838 | 9,720 | 17.5 | 8,270 | 8,836 | .0009 | .0009 |
| Washoe | 260.0 | 290.9 | 11.9 | 116.9 | 11.9 | 5,770,950 | 46.4 | 37,717 | 49,367 | 3,945,132 | 54.8 | 24,387 | 33,748 | .1193 | .1321 |
| White Pine | 9.4 | 9.9 | 5.3 | 3.6 | 5.9 | 192,932 | 50.3 | 37,763 | 53,592 | 71,599 | 24.2 | 16,959 | 19,889 | .0035 | .0038 |
| **TOTAL METRO COUNTIES** | **1,033.4** | **1,210.9** | **17.2** | **471.6** | **16.7** | **21,781,368** | **51.8** | **35,512** | **46,186** | **11,573,726** | **38.5** | **20,676** | **24,541** | **.4261** | **.4658** |
| **TOTAL STATE** | **1,244.1** | **1,447.4** | **16.3** | **560.4** | **16.0** | **25,758,327** | **51.3** | **35,246** | **45,964** | **13,424,800** | **39.4** | **19,938** | **23,956** | **.5023** | **.5487** |
| **NEW HAMPSHIRE** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **MANCHESTER - NASHUA** | **341.3** | **373.2** | **9.3** | **138.8** | **9.6** | **8,767,630** | **42.2** | **48,695** | **63,167** | **4,288,334** | **18.8** | **28,502** | **30,896** | **.1752** | **.1742** |
| Hillsborough | 341.3 | 373.2 | 9.3 | 138.8 | 9.6 | 8,767,630 | 42.2 | 48,695 | 63,167 | 4,288,334 | 18.8 | 28,502 | 30,896 | .1752 | .1742 |

# METRO/COUNTY 1995 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990–1995 | 12/31/95 Households (Thous.) | % Change 1990–1995 | 1995 EBI ($000) | % Change 1990–1995 | Average Household EBI 1990 | Average Household EBI 1995 | 1995 Retail Sales ($000) | % Change 1990–1995 | Retail Sales Per Household 1990 | Retail Sales Per Household 1995 | Buying Power Index 1990 | Buying Power Index 1995 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **NEW HAMPSHIRE (continued)** | | | | | | | | | | | | | | | |
| **PORTSMOUTH - DOVER - ROCHESTER** | **356.6** | **395.2** | **10.8** | **143.0** | **10.6** | **8,180,314** | **41.6** | **44,672** | **57,205** | **4,693,890** | **25.0** | **29,032** | **32,824** | **.1734** | **.1749** |
| Rockingham | 250.8 | 280.0 | 11.6 | 101.0 | 11.1 | 5,925,816 | 41.9 | 45,935 | 58,671 | 3,812,629 | 28.7 | 32,584 | 37,749 | .1288 | .1313 |
| Strafford | 105.8 | 115.2 | 8.9 | 42.0 | 9.4 | 2,254,498 | 40.9 | 41,683 | 53,679 | 881,261 | 11.3 | 20,624 | 20,982 | .0446 | .0436 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Belknap | 49.9 | 54.0 | 8.2 | 20.7 | 8.4 | 833,956 | 30.3 | 33,499 | 40,288 | 792,812 | 25.3 | 33,115 | 38,300 | .0236 | .0228 |
| Carroll | 36.3 | 41.5 | 14.3 | 16.8 | 15.1 | 719,617 | 44.8 | 34,031 | 42,834 | 676,068 | 36.4 | 33,956 | 40,242 | .0182 | .0192 |
| Cheshire | 71.1 | 76.4 | 7.5 | 28.4 | 8.4 | 1,374,329 | 36.8 | 38,340 | 48,392 | 982,710 | 31.8 | 28,455 | 34,602 | .0325 | .0325 |
| Coos | 34.9 | 35.5 | 1.7 | 14.2 | 2.9 | 543,342 | 28.2 | 30,707 | 38,264 | 360,321 | 16.6 | 22,402 | 25,375 | .0139 | .0129 |
| Grafton | 75.9 | 81.3 | 7.1 | 30.0 | 7.5 | 1,400,668 | 35.5 | 37,059 | 46,689 | 959,705 | 17.6 | 29,254 | 31,990 | .0344 | .0329 |
| Hillsborough | 341.3 | 373.2 | 9.3 | 138.8 | 9.6 | 8,767,630 | 42.2 | 48,695 | 63,167 | 4,288,334 | 18.8 | 28,502 | 30,896 | .1752 | .1742 |
| Merrimack | 122.2 | 135.2 | 10.6 | 50.6 | 11.2 | 2,692,935 | 41.7 | 41,782 | 53,220 | 1,500,259 | 24.8 | 26,413 | 29,649 | .0568 | .0573 |
| Rockingham | 250.8 | 280.0 | 11.6 | 101.0 | 11.1 | 5,925,816 | 41.9 | 45,935 | 58,671 | 3,812,629 | 28.7 | 32,584 | 37,749 | .1288 | .1313 |
| Strafford | 105.8 | 115.2 | 8.9 | 42.0 | 9.4 | 2,254,498 | 40.9 | 41,683 | 53,679 | 881,261 | 11.3 | 20,624 | 20,982 | .0446 | .0436 |
| Sullivan | 39.0 | 41.5 | 6.4 | 16.0 | 6.7 | 644,146 | 29.8 | 33,075 | 40,259 | 384,173 | 29.4 | 19,786 | 24,011 | .0151 | .0146 |
| **TOTAL METRO COUNTIES** | **697.9** | **768.4** | **10.1** | **281.8** | **10.1** | **16,947,944** | **41.9** | **46,662** | **60,142** | **8,982,224** | **22.0** | **28,770** | **31,874** | **.3486** | **.3491** |
| **TOTAL STATE** | **1,127.2** | **1,233.8** | **9.5** | **458.5** | **9.7** | **25,156,937** | **40.3** | **42,911** | **54,868** | **14,638,272** | **23.4** | **28,373** | **31,926** | **.5431** | **.5413** |
| **NEW JERSEY** | | | | | | | | | | | | | | | |
| **ATLANTIC CITY** | **323.0** | **343.2** | **6.3** | **131.5** | **5.6** | **5,570,765** | **25.6** | **35,633** | **42,363** | **3,580,471** | **15.1** | **24,982** | **27,228** | **.1406** | **.1295** |
| Atlantic | 226.7 | 240.5 | 6.1 | 90.8 | 5.5 | 3,829,978 | 24.7 | 35,671 | 42,180 | 2,354,136 | 10.2 | 24,806 | 25,927 | .0973 | .0880 |
| Cape May | 96.3 | 102.7 | 6.6 | 40.7 | 6.0 | 1,740,787 | 27.5 | 35,549 | 42,771 | 1,226,335 | 25.9 | 25,376 | 30,131 | .0433 | .0415 |
| **BERGEN - PASSAIC** | **1,276.9** | **1,271.6** | **–.4** | **459.1** | **–.9** | **34,838,246** | **28.7** | **58,422** | **75,884** | **14,454,636** | **16.3** | **26,804** | **31,485** | **.6952** | **.6439** |
| Bergen | 823.7 | 815.2 | –1.0 | 306.3 | –.6 | 25,732,207 | 29.5 | 64,482 | 84,010 | 9,708,005 | 12.0 | 28,124 | 31,694 | .4936 | .4541 |
| Passaic | 453.2 | 456.4 | .7 | 152.8 | –1.6 | 9,106,039 | 26.4 | 46,395 | 59,594 | 4,746,631 | 26.4 | 24,185 | 31,064 | .2016 | .1898 |
| **JERSEY CITY** | **550.9** | **540.3** | **–1.9** | **198.9** | **–4.3** | **9,562,976** | **21.9** | **37,722** | **48,079** | **3,657,201** | **13.5** | **15,496** | **18,387** | **.2095** | **.1874** |
| Hudson | 550.9 | 540.3 | –1.9 | 198.9 | –4.3 | 9,562,976 | 21.9 | 37,722 | 48,079 | 3,657,201 | 13.5 | 15,496 | 18,387 | .2095 | .1874 |
| **MIDDLESEX - SOMERSET - HUNTERDON** | **1,031.4** | **1,100.2** | **6.7** | **397.7** | **7.7** | **31,550,797** | **40.3** | **60,890** | **79,333** | **9,580,106** | **11.8** | **23,195** | **24,089** | **.5459** | **.5353** |
| Hunterdon | 109.3 | 118.2 | 8.1 | 41.9 | 8.8 | 3,605,283 | 42.8 | 65,564 | 86,045 | 1,063,458 | 12.1 | 24,637 | 25,381 | .0606 | .0602 |
| Middlesex | 677.4 | 711.5 | 5.0 | 254.5 | 5.6 | 18,442,758 | 36.1 | 56,235 | 72,467 | 5,860,487 | 9.9 | 22,133 | 23,027 | .3361 | .3213 |
| Somerset | 244.7 | 270.5 | 10.5 | 101.3 | 12.6 | 9,502,756 | 48.0 | 71,350 | 93,808 | 2,656,161 | 16.1 | 25,422 | 26,221 | .1492 | .1538 |
| **MONMOUTH - OCEAN** | **1,000.9** | **1,081.1** | **8.0** | **400.7** | **7.9** | **26,182,795** | **39.5** | **50,549** | **65,343** | **10,804,997** | **25.7** | **23,144** | **26,965** | **.4904** | **.4927** |
| Monmouth | 560.1 | 599.8 | 7.1 | 213.8 | 6.8 | 15,515,666 | 38.2 | 56,110 | 72,571 | 6,452,758 | 27.0 | 25,397 | 30,181 | .2894 | .2895 |
| Ocean | 440.8 | 481.3 | 9.2 | 186.9 | 9.2 | 10,667,129 | 41.5 | 44,048 | 57,074 | 4,352,239 | 24.0 | 20,510 | 23,286 | .2010 | .2032 |
| **NEWARK** | **1,822.7** | **1,821.1** | **–.1** | **644.6** | **–1.0** | **44,633,057** | **27.6** | **53,691** | **69,241** | **16,538,208** | **21.3** | **20,929** | **25,657** | **.8715** | **.8148** |
| Essex | 774.3 | 756.1 | –2.4 | 265.3 | –4.3 | 16,342,001 | 23.7 | 47,648 | 61,598 | 5,517,844 | 18.2 | 16,832 | 20,799 | .3280 | .2984 |
| Morris | 422.2 | 428.9 | 1.6 | 151.6 | 1.7 | 13,056,863 | 31.3 | 66,683 | 86,127 | 5,241,352 | 23.4 | 28,494 | 34,574 | .2464 | .2356 |
| Sussex | 132.3 | 140.7 | 6.3 | 47.6 | 6.0 | 3,514,858 | 38.2 | 56,653 | 73,842 | 1,022,514 | 22.7 | 18,566 | 21,481 | .0608 | .0604 |
| Union | 493.9 | 495.4 | .3 | 180.1 | .0 | 11,719,335 | 26.4 | 51,500 | 65,071 | 4,756,498 | 22.5 | 21,563 | 26,410 | .2363 | .2204 |
| **TRENTON** | **328.1** | **341.6** | **4.1** | **122.5** | **4.0** | **9,321,328** | **37.2** | **57,665** | **76,092** | **3,156,406** | **16.1** | **23,088** | **25,767** | **.1683** | **.1636** |
| Mercer | 328.1 | 341.6 | 4.1 | 122.5 | 4.0 | 9,321,328 | 37.2 | 57,665 | 76,092 | 3,156,406 | 16.1 | 23,088 | 25,767 | .1683 | .1636 |
| **VINELAND - MILLVILLE - BRIDGETON** | **138.5** | **141.6** | **2.2** | **47.8** | **1.1** | **2,344,714** | **28.3** | **38,628** | **49,053** | **1,234,541** | **19.2** | **21,902** | **25,827** | **.0543** | **.0508** |
| Cumberland | 138.5 | 141.6 | 2.2 | 47.8 | 1.1 | 2,344,714 | 28.3 | 38,628 | 49,053 | 1,234,541 | 19.2 | 21,902 | 25,827 | .0543 | .0508 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Atlantic | 226.7 | 240.5 | 6.1 | 90.8 | 5.5 | 3,829,978 | 24.7 | 35,671 | 42,180 | 2,354,136 | 10.2 | 24,806 | 25,927 | .0973 | .0880 |
| Bergen | 823.7 | 815.2 | –1.0 | 306.3 | –.6 | 25,732,207 | 29.5 | 64,482 | 84,010 | 9,708,005 | 12.0 | 28,124 | 31,694 | .4936 | .4541 |
| ☐ Burlington | 399.1 | 423.1 | 6.0 | 146.6 | 6.2 | 10,183,064 | 36.8 | 53,952 | 69,462 | 4,006,306 | 18.3 | 24,543 | 27,328 | .1945 | .1895 |
| ☐ Camden | 506.7 | 530.5 | 4.7 | 188.3 | 4.5 | 10,574,010 | 32.7 | 44,221 | 56,155 | 4,397,748 | 17.9 | 20,692 | 23,355 | .2161 | .2065 |
| Cape May | 96.3 | 102.7 | 6.6 | 40.7 | 6.0 | 1,740,787 | 27.5 | 35,549 | 42,771 | 1,226,335 | 25.9 | 25,376 | 30,131 | .0433 | .0415 |
| Cumberland | 138.5 | 141.6 | 2.2 | 47.8 | 1.1 | 2,344,714 | 28.3 | 38,628 | 49,053 | 1,234,541 | 19.2 | 21,902 | 25,827 | .0543 | .0508 |
| Essex | 774.3 | 756.1 | –2.4 | 265.3 | –4.3 | 16,342,001 | 23.7 | 47,648 | 61,598 | 5,517,844 | 18.2 | 16,832 | 20,799 | .3280 | .2984 |
| ☐ Gloucester | 232.8 | 248.6 | 6.8 | 85.4 | 7.0 | 4,476,831 | 31.0 | 42,809 | 52,422 | 2,166,347 | 14.6 | 23,680 | 25,367 | .0988 | .0931 |
| Hudson | 550.9 | 540.3 | –1.9 | 198.9 | –4.3 | 9,562,976 | 21.9 | 37,722 | 48,079 | 3,657,201 | 13.5 | 15,496 | 18,387 | .2095 | .1874 |
| Hunterdon | 109.3 | 118.2 | 8.1 | 41.9 | 8.8 | 3,605,283 | 42.8 | 65,564 | 86,045 | 1,063,458 | 12.1 | 24,637 | 25,381 | .0606 | .0602 |
| Mercer | 328.1 | 341.6 | 4.1 | 122.5 | 4.0 | 9,321,328 | 37.2 | 57,665 | 76,092 | 3,156,406 | 16.1 | 23,088 | 25,767 | .1683 | .1636 |
| Middlesex | 677.4 | 711.5 | 5.0 | 254.5 | 5.6 | 18,442,758 | 36.1 | 56,235 | 72,467 | 5,860,487 | 9.9 | 22,133 | 23,027 | .3361 | .3213 |
| Monmouth | 560.1 | 599.8 | 7.1 | 213.8 | 6.8 | 15,515,666 | 38.2 | 56,110 | 72,571 | 6,452,758 | 27.0 | 25,397 | 30,181 | .2894 | .2895 |
| Morris | 422.2 | 428.9 | 1.6 | 151.6 | 1.7 | 13,056,863 | 31.3 | 66,683 | 86,127 | 5,241,352 | 23.4 | 28,494 | 34,574 | .2464 | .2356 |
| Ocean | 440.8 | 481.3 | 9.2 | 186.9 | 9.2 | 10,667,129 | 41.5 | 44,048 | 57,074 | 4,352,239 | 24.0 | 20,510 | 23,286 | .2010 | .2032 |
| Passaic | 453.2 | 456.4 | .7 | 152.8 | –1.6 | 9,106,039 | 26.4 | 46,395 | 59,594 | 4,746,631 | 26.4 | 24,185 | 31,064 | .2016 | .1898 |

# METRO/COUNTY 1995 PROJECTIONS

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990-1995 | 12/31/95 Households (Thous.) | % Change 1990-1995 | 1995 EBI ($000) | % Change 1990-1995 | Average Household EBI 1990 | Average Household EBI 1995 | 1995 Retail Sales ($000) | % Change 1990-1995 | Retail Sales Per Household 1990 | Retail Sales Per Household 1995 | Buying Power Index 1990 | Buying Power Index 1995 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **NEW JERSEY (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| ☐ Salem | 65.5 | 66.7 | 1.8 | 24.4 | 2.1 | 1,444,307 | 32.4 | 45,646 | 59,193 | 532,558 | 41.5 | 15,748 | 21,826 | .0270 | .0270 |
| Somerset | 244.7 | 270.5 | 10.5 | 101.3 | 12.6 | 9,502,756 | 48.0 | 71,350 | 93,808 | 2,656,161 | 16.1 | 25,422 | 26,221 | .1492 | .1538 |
| Sussex | 132.3 | 140.7 | 6.3 | 47.6 | 6.0 | 3,514,858 | 38.2 | 56,653 | 73,842 | 1,022,514 | 22.7 | 18,566 | 21,481 | .0608 | .0604 |
| Union | 493.9 | 495.4 | .3 | 180.1 | .0 | 11,719,335 | 26.4 | 51,500 | 65,071 | 4,756,498 | 22.5 | 21,563 | 26,410 | .2363 | .2204 |
| ☐ Warren | 92.3 | 96.5 | 4.6 | 36.0 | 5.0 | 1,823,901 | 26.6 | 42,010 | 50,664 | 855,328 | 15.1 | 21,674 | 23,759 | .0404 | .0373 |
| **TOTAL METRO COUNTIES** | **7,768.8** | **8,006.1** | **3.1** | **2,883.5** | **2.6** | **192,506,791** | **32.2** | **51,819** | **66,762** | **74,964,853** | **18.2** | **22,579** | **25,998** | **3.7525** | **3.5714** |
| **TOTAL STATE** | **7,768.8** | **8,006.1** | **3.1** | **2,883.5** | **2.6** | **192,506,791** | **32.2** | **51,819** | **66,762** | **74,964,853** | **18.2** | **22,579** | **25,998** | **3.7525** | **3.5714** |
| **NEW MEXICO** | | | | | | | | | | | | | | | |
| **ALBUQUERQUE** | **491.3** | **553.9** | **12.7** | **216.9** | **14.3** | **8,718,014** | **44.2** | **31,860** | **40,194** | **5,550,157** | **41.1** | **20,723** | **25,589** | **.1909** | **.2032** |
| Bernalillo | 491.3 | 553.9 | 12.7 | 216.9 | 14.3 | 8,718,014 | 44.2 | 31,860 | 40,194 | 5,550,157 | 41.1 | 20,723 | 25,589 | .1909 | .2032 |
| **LAS CRUCES** | **138.6** | **158.8** | **14.6** | **52.8** | **14.5** | **1,730,694** | **41.5** | **26,540** | **32,778** | **788,362** | **28.1** | **13,350** | **14,931** | **.0388** | **.0403** |
| Dona Ana | 138.6 | 158.8 | 14.6 | 52.8 | 14.5 | 1,730,694 | 41.5 | 26,540 | 32,778 | 788,362 | 28.1 | 13,350 | 14,931 | .0388 | .0403 |
| **SANTA FE** | **118.7** | **128.9** | **8.6** | **50.2** | **9.8** | **2,678,018** | **51.8** | **38,596** | **53,347** | **1,150,540** | **30.9** | **19,233** | **22,919** | **.0492** | **.0523** |
| Los Alamos | 18.1 | 18.2 | .6 | 7.4 | 2.8 | 600,814 | 49.1 | 55,956 | 81,191 | 129,250 | 53.8 | 11,670 | 17,466 | .0085 | .0093 |
| Santa Fe | 100.6 | 110.7 | 10.0 | 42.8 | 11.2 | 2,077,204 | 52.6 | 35,350 | 48,533 | 1,021,290 | 28.5 | 20,648 | 23,862 | .0407 | .0430 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Bernalillo | 491.3 | 553.9 | 12.7 | 216.9 | 14.3 | 8,718,014 | 44.2 | 31,860 | 40,194 | 5,550,157 | 41.1 | 20,723 | 25,589 | .1909 | .2032 |
| Catron | 2.6 | 2.6 | .0 | 1.0 | .0 | 25,116 | 21.3 | 20,711 | 25,116 | 3,810 | -2.2 | 3,895 | 3,810 | .0005 | .0004 |
| Chaves | 58.0 | 59.2 | 2.1 | 21.0 | 1.9 | 822,202 | 37.1 | 29,120 | 39,152 | 371,880 | 25.3 | 14,409 | 17,709 | .0181 | .0177 |
| Cibola | 23.5 | 22.4 | -4.7 | 6.8 | -5.6 | 227,584 | 11.3 | 28,402 | 33,468 | 141,938 | 59.6 | 12,353 | 20,873 | .0063 | .0059 |
| Colfax | 12.8 | 12.2 | -4.7 | 4.7 | -4.1 | 147,944 | 20.0 | 25,164 | 31,477 | 97,550 | 15.9 | 17,171 | 20,755 | .0041 | .0038 |
| Curry | 42.1 | 41.9 | -.5 | 14.9 | -1.3 | 531,773 | 24.4 | 28,303 | 35,689 | 379,548 | 27.3 | 19,748 | 25,473 | .0144 | .0136 |
| De Baca | 2.2 | 2.1 | -4.5 | .9 | .0 | 22,662 | 22.3 | 20,584 | 25,180 | 14,036 | 56.8 | 9,949 | 15,596 | .0006 | .0004 |
| Dona Ana | 138.6 | 158.8 | 14.6 | 52.8 | 14.5 | 1,730,694 | 41.5 | 26,540 | 32,778 | 788,362 | 28.1 | 13,350 | 14,931 | .0388 | .0403 |
| Eddy | 48.5 | 48.0 | -1.0 | 17.3 | -.6 | 648,683 | 28.1 | 29,100 | 37,496 | 358,571 | 31.4 | 15,678 | 20,727 | .0156 | .0148 |
| Grant | 27.8 | 28.6 | 2.9 | 10.2 | 4.1 | 432,777 | 40.7 | 31,395 | 42,429 | 202,729 | 31.2 | 15,767 | 19,875 | .0092 | .0094 |
| Guadalupe | 4.1 | 3.9 | -4.9 | 1.4 | -6.7 | 29,176 | 10.3 | 17,637 | 20,840 | 24,197 | -10.2 | 17,964 | 17,284 | .0012 | .0009 |
| Harding | 1.0 | 1.0 | .0 | .4 | .0 | 8,559 | 17.1 | 18,270 | 21,398 | 3,821 | 2.0 | 9,368 | 9,553 | .0003 | .0002 |
| Hidalgo | 5.9 | 5.9 | .0 | 2.0 | .0 | 50,868 | 17.2 | 21,707 | 25,434 | 28,784 | 3.1 | 13,958 | 14,392 | .0014 | .0013 |
| Lea | 55.1 | 52.1 | -5.4 | 18.0 | -5.8 | 767,084 | 20.3 | 33,385 | 42,616 | 353,921 | 27.2 | 14,567 | 19,662 | .0181 | .0165 |
| Lincoln | 12.2 | 12.2 | .0 | 4.8 | .0 | 168,725 | 26.5 | 27,785 | 35,151 | 155,210 | 58.9 | 20,345 | 32,335 | .0046 | .0046 |
| Los Alamos | 18.1 | 18.2 | .6 | 7.4 | 2.8 | 600,814 | 49.1 | 55,956 | 81,191 | 129,250 | 53.8 | 11,670 | 17,466 | .0085 | .0093 |
| Luna | 18.3 | 19.2 | 4.9 | 7.3 | 5.8 | 170,250 | 25.1 | 19,717 | 23,322 | 113,489 | 14.0 | 14,430 | 15,546 | .0051 | .0046 |
| McKinley | 61.3 | 66.1 | 7.8 | 17.8 | 6.0 | 401,016 | 23.7 | 19,297 | 22,529 | 586,572 | 58.9 | 21,974 | 32,953 | .0157 | .0167 |
| Mora | 4.2 | 4.1 | -2.4 | 1.5 | .0 | 30,667 | 22.5 | 16,689 | 20,445 | 5,934 | 11.0 | 3,565 | 3,956 | .0007 | .0007 |
| Otero | 52.2 | 54.4 | 4.2 | 19.1 | 4.4 | 823,166 | 44.9 | 31,044 | 43,098 | 308,753 | 18.7 | 14,218 | 16,165 | .0166 | .0166 |
| Quay | 10.8 | 10.6 | -1.9 | 4.2 | .0 | 145,559 | 32.1 | 26,239 | 34,657 | 83,069 | 31.7 | 15,016 | 19,778 | .0035 | .0034 |
| Rio Arriba | 34.7 | 36.8 | 6.1 | 12.3 | 6.0 | 272,648 | 25.3 | 18,752 | 22,167 | 137,076 | 11.9 | 10,557 | 11,144 | .0079 | .0073 |
| Roosevelt | 16.7 | 16.7 | .0 | 5.9 | -1.7 | 170,996 | 22.1 | 23,345 | 28,982 | 105,218 | 20.6 | 14,542 | 17,834 | .0048 | .0044 |
| Sandoval | 66.0 | 78.8 | 19.4 | 26.6 | 22.0 | 1,424,576 | 79.6 | 36,389 | 53,555 | 145,004 | 35.8 | 4,898 | 5,451 | .0184 | .0229 |
| San Juan | 91.6 | 92.5 | 1.0 | 28.9 | .7 | 1,044,531 | 23.4 | 29,487 | 36,143 | 820,833 | 46.4 | 19,530 | 28,403 | .0287 | .0283 |
| San Miguel | 25.8 | 26.5 | 2.7 | 8.9 | 2.3 | 222,398 | 27.5 | 20,054 | 24,989 | 121,710 | 18.8 | 11,780 | 13,675 | .0062 | .0058 |
| Santa Fe | 100.6 | 110.7 | 10.0 | 42.8 | 11.2 | 2,077,204 | 52.6 | 35,350 | 48,533 | 1,021,290 | 28.5 | 20,648 | 23,862 | .0407 | .0430 |
| Sierra | 10.0 | 10.4 | 4.0 | 4.7 | 4.4 | 124,021 | 40.9 | 19,563 | 26,387 | 60,946 | 24.3 | 10,896 | 12,967 | .0029 | .0029 |
| Socorro | 14.8 | 15.4 | 4.1 | 5.5 | 5.8 | 132,823 | 25.1 | 20,419 | 24,150 | 48,457 | 1.8 | 9,152 | 8,810 | .0035 | .0032 |
| Taos | 23.2 | 23.8 | 2.6 | 9.2 | 4.5 | 258,042 | 30.1 | 22,539 | 28,048 | 166,057 | 5.5 | 17,892 | 18,050 | .0073 | .0066 |
| Torrance | 10.6 | 12.1 | 14.2 | 4.3 | 13.2 | 103,561 | 34.2 | 20,306 | 24,084 | 43,975 | 10.0 | 10,517 | 10,227 | .0026 | .0025 |
| Union | 4.0 | 3.7 | -7.5 | 1.5 | -6.3 | 32,572 | 21.4 | 27,074 | 35,048 | 20,899 | 23.1 | 10,614 | 13,933 | .0012 | .0012 |
| Valencia | 46.2 | 51.8 | 12.1 | 17.4 | 12.3 | 615,379 | 42.2 | 27,929 | 35,367 | 275,351 | 25.5 | 14,156 | 15,825 | .0135 | .0137 |
| **TOTAL METRO COUNTIES** | **748.6** | **841.6** | **12.4** | **319.9** | **13.6** | **13,126,726** | **45.3** | **32,082** | **41,034** | **7,489,059** | **38.0** | **19,274** | **23,411** | **.2789** | **.2958** |
| **TOTAL STATE** | **1,534.8** | **1,656.6** | **7.9** | **598.4** | **8.8** | **23,002,084** | **40.5** | **29,756** | **38,439** | **12,668,397** | **35.1** | **17,044** | **21,170** | **.5119** | **.5261** |
| **NEW YORK** | | | | | | | | | | | | | | | |
| **ALBANY - SCHENECTADY - TROY** | **879.9** | **912.2** | **3.7** | **352.4** | **4.3** | **17,842,265** | **31.1** | **40,273** | **50,631** | **8,775,155** | **24.6** | **20,843** | **24,901** | **.3816** | **.3660** |
| Albany | 293.1 | 296.1 | 1.0 | 118.1 | 1.8 | 6,270,165 | 28.6 | 42,027 | 53,092 | 4,000,563 | 27.5 | 27,042 | 33,874 | .1451 | .1385 |
| Greene | 45.1 | 46.8 | 3.8 | 17.5 | 4.8 | 689,354 | 25.9 | 32,781 | 39,392 | 390,479 | 28.7 | 18,166 | 22,313 | .0165 | .0157 |
| Montgomery | 51.9 | 51.5 | -.8 | 20.3 | .5 | 824,235 | 23.1 | 33,149 | 40,603 | 402,922 | 29.4 | 15,416 | 19,848 | .0188 | .0176 |
| Rensselaer | 154.6 | 156.0 | .9 | 58.5 | 1.4 | 2,800,431 | 27.2 | 38,156 | 47,871 | 1,075,097 | 26.5 | 14,725 | 18,378 | .0579 | .0548 |

# METRO/COUNTY 1995 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990-1995 | 12/31/95 Households (Thous.) | % Change 1990-1995 | 1995 EBI ($000) | % Change 1990-1995 | Average Household EBI |  | 1995 Retail Sales ($000) | % Change 1990-1995 | Retail Sales Per Household |  | Buying Power Index |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  |  |  |  |  |  | 1990 | 1995 |  |  | 1990 | 1995 | 1990 | 1995 |
| **NEW YORK (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **ALBANY - SCHENECTADY - TROY (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Saratoga | 185.9 | 212.4 | 14.3 | 78.2 | 14.7 | 4,251,682 | 45.5 | 42,842 | 54,369 | 1,607,208 | 23.6 | 19,061 | 20,553 | .0782 | .0809 |
| Schenectady | 149.3 | 149.4 | .1 | 59.8 | 1.0 | 3,006,398 | 25.4 | 40,483 | 50,274 | 1,298,886 | 13.6 | 19,320 | 21,721 | .0651 | .0593 |
| **BINGHAMTON** | **264.4** | **264.4** | **.0** | **101.6** | **1.8** | **5,133,151** | **27.0** | **40,177** | **50,523** | **2,429,281** | **23.4** | **19,563** | **23,910** | **.1116** | **.1044** |
| Broome | 211.8 | 210.2 | -.8 | 81.9 | .2 | 4,041,705 | 25.4 | 39,444 | 49,349 | 2,105,914 | 21.5 | 21,210 | 25,713 | .0918 | .0848 |
| Tioga | 52.6 | 54.2 | 3.0 | 19.7 | 4.2 | 1,091,446 | 33.2 | 43,347 | 55,403 | 323,367 | 37.5 | 12,443 | 16,415 | .0198 | .0196 |
| **BUFFALO** | **966.3** | **955.5** | **-1.1** | **377.2** | **.3** | **15,848,936** | **15.7** | **36,421** | **42,017** | **7,752,516** | **14.3** | **18,031** | **20,553** | **.3854** | **.3363** |
| Erie | 966.3 | 955.5 | -1.1 | 377.2 | .3 | 15,848,936 | 15.7 | 36,421 | 42,017 | 7,752,516 | 14.3 | 18,031 | 20,553 | .3854 | .3363 |
| ***BUFFALO - NIAGARA FALLS CONSOLIDATED AREA*** | ***1,186.9*** | ***1,175.9*** | ***-.9*** | ***463.4*** | ***.6*** | ***19,322,925*** | ***16.4*** | ***36,030*** | ***41,698*** | ***9,534,454*** | ***15.9*** | ***17,860*** | ***20,575*** | ***.4686*** | ***.4118*** |
| **ELMIRA** | **95.4** | **96.6** | **1.3** | **36.2** | **2.3** | **1,390,008** | **18.2** | **33,222** | **38,398** | **765,643** | **11.3** | **19,436** | **21,150** | **.0358** | **.0314** |
| Chemung | 95.4 | 96.6 | 1.3 | 36.2 | 2.3 | 1,390,008 | 18.2 | 33,222 | 38,398 | 765,643 | 11.3 | 19,436 | 21,150 | .0358 | .0314 |
| **GLENS FALLS** | **119.6** | **125.7** | **5.1** | **45.5** | **5.1** | **1,929,899** | **28.4** | **34,707** | **42,415** | **1,299,641** | **25.6** | **23,904** | **28,564** | **.0483** | **.0460** |
| Warren | 59.7 | 62.6 | 4.9 | 23.9 | 4.8 | 1,050,982 | 29.3 | 35,663 | 43,974 | 944,445 | 24.5 | 33,273 | 39,517 | .0290 | .0275 |
| Washington | 59.9 | 63.1 | 5.3 | 21.6 | 5.4 | 878,917 | 27.4 | 33,643 | 40,691 | 355,196 | 28.5 | 13,483 | 16,444 | .0193 | .0185 |
| **JAMESTOWN - DUNKIRK** | **141.4** | **139.2** | **-1.6** | **53.2** | **-.6** | **1,977,188** | **17.3** | **31,505** | **37,165** | **1,076,095** | **26.5** | **15,895** | **20,227** | **.0495** | **.0449** |
| Chautauqua | 141.4 | 139.2 | -1.6 | 53.2 | -.6 | 1,977,188 | 17.3 | 31,505 | 37,165 | 1,076,095 | 26.5 | 15,895 | 20,227 | .0495 | .0449 |
| **NASSAU - SUFFOLK** | **2,616.2** | **2,665.0** | **1.9** | **863.6** | **.6** | **70,344,691** | **30.8** | **62,636** | **81,455** | **35,219,796** | **35.2** | **30,347** | **40,783** | **1.4095** | **1.3828** |
| Nassau | 1,285.6 | 1,279.5 | -.5 | 426.9 | -.9 | 37,500,691 | 28.9 | 67,497 | 87,844 | 19,962,758 | 38.4 | 33,465 | 46,762 | .7576 | .7413 |
| Suffolk | 1,330.6 | 1,385.5 | 4.1 | 436.7 | 2.1 | 32,844,000 | 33.0 | 57,737 | 75,210 | 15,257,038 | 31.2 | 27,205 | 34,937 | .6519 | .6415 |
| **NEW YORK** | **8,592.1** | **8,879.4** | **3.3** | **3,306.9** | **1.1** | **175,644,823** | **28.0** | **41,947** | **53,115** | **65,714,080** | **33.2** | **15,080** | **19,872** | **3.4639** | **3.3445** |
| Bronx | 1,210.7 | 1,258.0 | 3.9 | 430.2 | .8 | 14,692,601 | 19.8 | 28,734 | 34,153 | 4,111,344 | 29.7 | 7,430 | 9,557 | .3243 | .3016 |
| Kings | 2,311.6 | 2,386.8 | 3.3 | 833.6 | .2 | 33,852,330 | 25.5 | 32,413 | 40,610 | 10,275,354 | 37.0 | 9,013 | 12,326 | .6943 | .6661 |
| New York (Manhattan) | 1,497.7 | 1,555.8 | 3.9 | 737.6 | 2.2 | 47,418,124 | 34.1 | 49,015 | 64,287 | 25,173,871 | 38.9 | 25,122 | 34,129 | .9256 | .9317 |
| Putnam | 84.7 | 89.2 | 5.3 | 29.5 | 3.9 | 2,131,856 | 33.5 | 56,245 | 72,266 | 603,045 | 24.0 | 17,119 | 20,442 | .0376 | .0368 |
| Queens | 1,962.4 | 2,027.7 | 3.3 | 729.8 | .8 | 35,028,715 | 22.4 | 39,512 | 47,998 | 10,687,633 | 31.6 | 11,216 | 14,645 | .7003 | .6564 |
| Richmond | 383.0 | 407.1 | 6.3 | 139.2 | 5.5 | 8,730,840 | 34.7 | 49,152 | 62,722 | 2,566,457 | 28.0 | 15,203 | 18,437 | .1564 | .1549 |
| Rockland | 265.7 | 268.4 | 1.0 | 85.0 | .1 | 7,163,299 | 30.5 | 64,667 | 84,274 | 2,497,292 | 33.9 | 21,962 | 29,380 | .1306 | .1270 |
| Westchester | 876.3 | 886.4 | 1.2 | 322.0 | .4 | 26,627,058 | 30.5 | 63,626 | 82,693 | 9,799,084 | 21.8 | 25,084 | 30,432 | .4948 | .4700 |
| ***NEW YORK - NORTHERN NEW JERSEY - LONG ISLAND CONSOLIDATED AREA*** | ***18,030.9*** | ***18,529.0*** | ***2.8*** | ***6,687.8*** | ***1.3*** | ***422,868,733*** | ***30.1*** | ***49,252*** | ***63,230*** | ***168,068,599*** | ***27.1*** | ***20,028*** | ***25,131*** | ***8.2775*** | ***7.9583*** |
| **NIAGARA FALLS** | **220.6** | **220.4** | **-.1** | **86.2** | **1.8** | **3,473,989** | **19.6** | **34,296** | **40,301** | **1,781,938** | **23.0** | **17,099** | **20,672** | **.0832** | **.0755** |
| Niagara | 220.6 | 220.4 | -.1 | 86.2 | 1.8 | 3,473,989 | 19.6 | 34,296 | 40,301 | 1,781,938 | 23.0 | 17,099 | 20,672 | .0832 | .0755 |
| **ORANGE COUNTY** | **312.7** | **342.8** | **9.6** | **112.0** | **8.4** | **6,156,792** | **37.6** | **43,315** | **54,971** | **2,945,221** | **21.9** | **23,393** | **26,297** | **.1290** | **.1275** |
| Orange | 312.7 | 342.8 | 9.6 | 112.0 | 8.4 | 6,156,792 | 37.6 | 43,315 | 54,971 | 2,945,221 | 21.9 | 23,393 | 26,297 | .1290 | .1275 |
| **POUGHKEEPSIE** | **262.2** | **278.1** | **6.1** | **96.0** | **6.0** | **6,101,381** | **35.7** | **49,624** | **63,556** | **2,918,482** | **36.6** | **23,588** | **30,401** | **.1206** | **.1218** |
| Dutchess | 262.2 | 278.1 | 6.1 | 96.0 | 6.0 | 6,101,381 | 35.7 | 49,624 | 63,556 | 2,918,482 | 36.6 | 23,588 | 30,401 | .1206 | .1218 |
| **ROCHESTER** | **1,004.9** | **1,023.5** | **1.9** | **384.4** | **2.4** | **18,995,684** | **21.0** | **41,819** | **49,416** | **9,505,951** | **24.4** | **20,355** | **24,729** | **.4314** | **.3968** |
| Livingston | 62.8 | 65.1 | 3.7 | 22.3 | 4.2 | 965,678 | 21.8 | 37,053 | 43,304 | 391,560 | 15.7 | 15,809 | 17,559 | .0219 | .0201 |
| Monroe | 715.0 | 724.1 | 1.3 | 277.5 | 1.9 | 14,112,975 | 20.2 | 43,108 | 50,858 | 7,304,979 | 24.7 | 21,503 | 26,324 | .3221 | .2948 |
| Ontario | 95.5 | 98.0 | 2.6 | 36.2 | 3.1 | 1,755,282 | 25.0 | 40,016 | 48,488 | 1,003,317 | 17.4 | 24,339 | 27,716 | .0418 | .0385 |
| Orleans | 42.1 | 43.9 | 4.3 | 15.2 | 4.8 | 714,507 | 27.3 | 38,710 | 47,007 | 199,293 | 22.1 | 11,260 | 13,111 | .0142 | .0134 |
| Wayne | 89.5 | 92.4 | 3.2 | 33.2 | 3.4 | 1,447,242 | 20.4 | 37,438 | 43,592 | 606,802 | 41.1 | 13,398 | 18,277 | .0314 | .0300 |
| **SYRACUSE** | **661.0** | **670.8** | **1.5** | **248.8** | **1.8** | **11,586,317** | **22.4** | **38,734** | **46,569** | **6,173,429** | **26.9** | **19,908** | **24,813** | **.2686** | **.2500** |
| Madison | 69.4 | 71.4 | 2.9 | 24.4 | 3.0 | 1,058,637 | 22.8 | 36,386 | 43,387 | 419,193 | 15.3 | 15,334 | 17,180 | .0238 | .0218 |
| Onondaga | 469.1 | 472.2 | .7 | 180.1 | 1.2 | 8,464,723 | 20.9 | 39,343 | 47,000 | 4,824,706 | 24.8 | 21,725 | 26,789 | .2016 | .1852 |
| Oswego | 122.5 | 127.2 | 3.8 | 44.3 | 3.7 | 2,062,957 | 28.8 | 37,498 | 46,568 | 929,530 | 46.4 | 14,874 | 20,983 | .0431 | .0430 |
| **UTICA - ROME** | **316.3** | **314.5** | **-.6** | **118.1** | **.7** | **4,793,031** | **19.9** | **34,083** | **40,585** | **2,549,990** | **23.2** | **17,638** | **21,592** | **.1166** | **.1064** |
| Herkimer | 65.8 | 65.6 | -.3 | 25.2 | 1.2 | 973,698 | 21.9 | 32,079 | 38,639 | 451,048 | 23.9 | 14,614 | 17,899 | .0226 | .0210 |
| Oneida | 250.5 | 248.9 | -.6 | 92.9 | .5 | 3,819,333 | 19.4 | 34,622 | 41,112 | 2,098,942 | 23.1 | 18,453 | 22,594 | .0940 | .0854 |
| **ALL COUNTIES** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Albany | 293.1 | 296.1 | 1.0 | 118.1 | 1.8 | 6,270,165 | 28.6 | 42,027 | 53,092 | 4,000,563 | 27.5 | 27,042 | 33,874 | .1451 | .1385 |
| Allegany | 50.5 | 50.9 | .8 | 17.2 | 1.2 | 535,579 | 18.0 | 26,690 | 31,138 | 238,592 | 26.3 | 11,116 | 13,872 | .0137 | .0125 |
| Bronx | 1,210.7 | 1,258.0 | 3.9 | 430.2 | .8 | 14,692,601 | 19.8 | 28,734 | 34,153 | 4,111,344 | 29.7 | 7,430 | 9,557 | .3243 | .3016 |
| Broome | 211.8 | 210.2 | -.8 | 81.9 | .2 | 4,041,705 | 25.4 | 39,444 | 49,349 | 2,105,914 | 21.5 | 21,210 | 25,713 | .0918 | .0848 |
| Cattaraugus | 84.0 | 83.0 | -1.2 | 30.2 | -.7 | 1,106,257 | 17.5 | 30,978 | 36,631 | 579,024 | 27.4 | 14,955 | 19,173 | .0276 | .0253 |
| Cayuga | 82.5 | 83.4 | 1.1 | 29.6 | 1.7 | 1,129,758 | 20.0 | 32,343 | 38,168 | 527,789 | 22.4 | 14,815 | 17,831 | .0273 | .0247 |
| Chautauqua | 141.4 | 139.2 | -1.6 | 53.2 | -.6 | 1,977,188 | 17.3 | 31,505 | 37,165 | 1,076,095 | 26.5 | 15,895 | 20,227 | .0495 | .0449 |
| Chemung | 95.4 | 96.6 | 1.3 | 36.2 | 2.3 | 1,390,008 | 18.2 | 33,222 | 38,398 | 765,643 | 11.3 | 19,436 | 21,150 | .0358 | .0314 |
| Chenango | 52.1 | 54.0 | 3.6 | 20.2 | 4.7 | 773,199 | 23.5 | 32,451 | 38,277 | 353,012 | 27.1 | 14,393 | 17,476 | .0176 | .0167 |
| Clinton | 86.3 | 88.5 | 2.5 | 30.4 | 3.8 | 1,165,889 | 22.6 | 32,457 | 38,352 | 735,803 | 20.4 | 20,863 | 24,204 | .0307 | .0283 |

# METRO/COUNTY 1995 PROJECTIONS

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990-1995 | 12/31/95 Households (Thous.) | % Change 1990-1995 | 1995 EBI ($000) | % Change 1990-1995 | Average Household EBI 1990 | Average Household EBI 1995 | 1995 Retail Sales ($000) | % Change 1990-1995 | Retail Sales Per Household 1990 | Retail Sales Per Household 1995 | Buying Power Index 1990 | Buying Power Index 1995 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **NEW YORK (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Columbia | 63.2 | 64.3 | 1.7 | 24.4 | 2.5 | 1,043,691 | 23.8 | 35,414 | 42,774 | 460,070 | 27.0 | 15,223 | 18,855 | .0231 | .0216 |
| Cortland | 49.0 | 49.5 | 1.0 | 17.4 | .6 | 649,254 | 16.8 | 32,135 | 37,313 | 430,237 | 21.2 | 20,518 | 24,726 | .0177 | .0159 |
| Delaware | 47.4 | 48.6 | 2.5 | 18.4 | 4.0 | 655,816 | 20.4 | 30,761 | 35,642 | 499,247 | 39.2 | 20,267 | 27,133 | .0175 | .0168 |
| Dutchess | 262.2 | 278.1 | 6.1 | 96.0 | 6.0 | 6,101,381 | 35.7 | 49,624 | 63,556 | 2,918,482 | 36.6 | 23,588 | 30,401 | .1206 | .1218 |
| Erie | 966.3 | 955.5 | -1.1 | 377.2 | .3 | 15,848,936 | 15.7 | 36,421 | 42,017 | 7,752,516 | 14.3 | 18,031 | 20,553 | .3854 | .3363 |
| Essex | 37.2 | 37.5 | .8 | 14.1 | 2.9 | 512,914 | 19.9 | 31,235 | 36,377 | 378,274 | 42.8 | 19,337 | 26,828 | .0135 | .0130 |
| Franklin | 46.7 | 47.3 | 1.3 | 16.8 | 3.1 | 602,227 | 21.4 | 30,426 | 35,847 | 326,082 | 19.5 | 16,747 | 19,410 | .0153 | .0140 |
| Fulton | 54.1 | 53.7 | -.7 | 20.9 | -.5 | 754,972 | 16.1 | 30,956 | 36,123 | 386,124 | 20.0 | 15,321 | 18,475 | .0189 | .0168 |
| Genesee | 60.1 | 60.7 | 1.0 | 21.9 | 1.4 | 828,465 | 18.5 | 32,357 | 37,829 | 445,910 | 21.4 | 17,000 | 20,361 | .0209 | .0189 |
| Greene | 45.1 | 46.8 | 3.8 | 17.5 | 4.8 | 689,354 | 25.9 | 32,781 | 39,392 | 390,479 | 28.7 | 18,166 | 22,313 | .0165 | .0157 |
| Hamilton | 5.3 | 5.3 | .0 | 2.2 | .0 | 70,722 | 15.6 | 27,797 | 32,146 | 23,887 | -5.0 | 11,426 | 10,858 | .0017 | .0014 |
| Herkimer | 65.8 | 65.6 | -.3 | 25.2 | 1.2 | 973,698 | 21.9 | 32,079 | 38,639 | 451,048 | 23.9 | 14,614 | 17,899 | .0226 | .0210 |
| Jefferson | 114.3 | 132.2 | 15.7 | 45.5 | 16.4 | 1,577,525 | 37.2 | 29,398 | 34,671 | 981,582 | 16.9 | 21,476 | 21,573 | .0396 | .0388 |
| Kings | 2,311.6 | 2,386.8 | 3.3 | 833.6 | .2 | 33,852,330 | 25.5 | 32,413 | 40,610 | 10,275,354 | 37.0 | 9,013 | 12,326 | .6943 | .6661 |
| Lewis | 27.1 | 29.1 | 7.4 | 10.2 | 8.5 | 361,724 | 27.9 | 30,090 | 35,463 | 114,510 | 26.9 | 9,598 | 11,226 | .0077 | .0074 |
| Livingston | 62.8 | 65.1 | 3.7 | 22.3 | 4.2 | 965,678 | 21.8 | 37,053 | 43,304 | 391,560 | 15.7 | 15,809 | 17,559 | .0219 | .0201 |
| Madison | 69.4 | 71.4 | 2.9 | 24.4 | 3.0 | 1,058,637 | 22.8 | 36,386 | 43,387 | 419,193 | 15.3 | 15,334 | 17,180 | .0238 | .0218 |
| Monroe | 715.0 | 724.1 | 1.3 | 277.5 | 1.9 | 14,112,975 | 20.2 | 43,108 | 50,858 | 7,304,979 | 24.7 | 21,503 | 26,324 | .3221 | .2948 |
| Montgomery | 51.9 | 51.5 | -.8 | 20.3 | .5 | 824,235 | 23.1 | 33,149 | 40,603 | 402,922 | 29.4 | 15,416 | 19,848 | .0188 | .0176 |
| Nassau | 1,285.6 | 1,279.5 | -.5 | 426.9 | -.9 | 37,500,691 | 28.9 | 67,497 | 87,844 | 19,962,758 | 38.4 | 33,465 | 46,762 | .7576 | .7413 |
| New York (Manhattan) | 1,497.7 | 1,555.8 | 3.9 | 737.6 | 2.2 | 47,418,124 | 34.1 | 49,015 | 64,287 | 25,173,871 | 38.9 | 25,122 | 34,129 | .9256 | .9317 |
| Niagara | 220.6 | 220.4 | -.1 | 86.2 | 1.8 | 3,473,989 | 19.6 | 34,296 | 40,301 | 1,781,938 | 23.0 | 17,099 | 20,672 | .0832 | .0755 |
| Oneida | 250.5 | 248.9 | -.6 | 92.9 | .5 | 3,819,333 | 19.4 | 34,622 | 41,112 | 2,098,942 | 23.1 | 18,453 | 22,594 | .0940 | .0854 |
| Onondaga | 469.1 | 472.2 | .7 | 180.1 | 1.2 | 8,464,723 | 20.9 | 39,343 | 47,000 | 4,824,706 | 24.8 | 21,725 | 26,789 | .2016 | .1852 |
| Ontario | 95.5 | 98.0 | 2.6 | 36.2 | 3.1 | 1,755,282 | 25.0 | 40,016 | 48,488 | 1,003,317 | 17.4 | 24,339 | 27,716 | .0418 | .0385 |
| Orange | 312.7 | 342.8 | 9.6 | 112.0 | 8.4 | 6,156,792 | 37.6 | 43,315 | 54,971 | 2,945,221 | 21.9 | 23,393 | 26,297 | .1290 | .1275 |
| Orleans | 42.1 | 43.9 | 4.3 | 15.2 | 4.8 | 714,507 | 27.3 | 38,710 | 47,007 | 199,293 | 22.1 | 11,260 | 13,111 | .0142 | .0134 |
| Oswego | 122.5 | 127.2 | 3.8 | 44.3 | 3.7 | 2,062,957 | 28.8 | 37,498 | 46,568 | 929,530 | 46.4 | 14,874 | 20,983 | .0431 | .0430 |
| Otsego | 60.8 | 62.2 | 2.3 | 22.4 | 2.8 | 1,033,119 | 31.3 | 36,088 | 46,121 | 674,687 | 40.9 | 21,958 | 30,120 | .0240 | .0240 |
| Putnam | 84.7 | 89.2 | 5.3 | 29.5 | 3.9 | 2,131,856 | 33.5 | 56,245 | 72,266 | 603,045 | 24.0 | 17,119 | 20,442 | .0376 | .0368 |
| Queens | 1,962.4 | 2,027.7 | 3.3 | 729.8 | .8 | 35,028,715 | 22.4 | 39,512 | 47,998 | 10,687,633 | 31.6 | 11,216 | 14,645 | .7003 | .6564 |
| Rensselaer | 154.6 | 156.0 | .9 | 58.5 | 1.4 | 2,800,431 | 27.2 | 38,156 | 47,871 | 1,075,097 | 26.5 | 14,725 | 18,378 | .0579 | .0548 |
| Richmond | 383.0 | 407.1 | 6.3 | 139.2 | 5.5 | 8,730,840 | 34.7 | 49,152 | 62,722 | 2,566,457 | 28.0 | 15,203 | 18,437 | .1564 | .1549 |
| Rockland | 265.7 | 268.4 | 1.0 | 85.0 | .1 | 7,163,299 | 30.5 | 64,667 | 84,274 | 2,497,292 | 33.9 | 21,962 | 29,380 | .1306 | .1270 |
| St. Lawrence | 111.7 | 110.6 | -1.0 | 37.7 | -.5 | 1,372,832 | 17.3 | 30,874 | 36,415 | 929,950 | 35.6 | 18,099 | 24,667 | .0370 | .0345 |
| Saratoga | 185.9 | 212.4 | 14.3 | 78.2 | 14.7 | 4,251,682 | 45.5 | 42,842 | 54,369 | 1,607,208 | 23.6 | 19,061 | 20,553 | .0782 | .0809 |
| Schenectady | 149.3 | 149.4 | .1 | 59.8 | 1.0 | 3,006,398 | 25.4 | 40,483 | 50,274 | 1,298,886 | 13.6 | 19,320 | 21,721 | .0651 | .0593 |
| Schoharie | 32.1 | 33.4 | 4.0 | 11.9 | 4.4 | 449,483 | 23.0 | 32,050 | 37,772 | 191,100 | 23.6 | 13,558 | 16,059 | .0103 | .0096 |
| Schuyler | 18.7 | 19.1 | 2.1 | 7.1 | 4.4 | 325,903 | 32.9 | 36,064 | 45,902 | 130,123 | 31.8 | 14,515 | 18,327 | .0067 | .0065 |
| Seneca | 33.6 | 33.4 | -.6 | 12.3 | .0 | 561,399 | 20.7 | 37,820 | 45,642 | 227,060 | 27.3 | 14,501 | 18,460 | .0122 | .0114 |
| Steuben | 99.3 | 101.0 | 1.7 | 38.4 | 2.7 | 1,413,032 | 20.8 | 31,278 | 36,798 | 794,565 | 34.8 | 15,766 | 20,692 | .0345 | .0325 |
| Suffolk | 1,330.6 | 1,385.5 | 4.1 | 436.7 | 2.1 | 32,844,000 | 33.0 | 57,737 | 75,210 | 15,257,038 | 31.2 | 27,205 | 34,937 | .6519 | .6415 |
| Sullivan | 69.9 | 73.6 | 5.3 | 26.1 | 5.2 | 1,247,107 | 34.8 | 37,317 | 47,782 | 681,731 | 32.9 | 20,684 | 26,120 | .0273 | .0272 |
| Tioga | 52.6 | 54.2 | 3.0 | 19.7 | 4.2 | 1,091,446 | 33.2 | 43,347 | 55,403 | 323,367 | 37.5 | 12,443 | 16,415 | .0198 | .0196 |
| Tompkins | 94.6 | 97.8 | 3.4 | 34.5 | 3.0 | 1,894,173 | 33.0 | 42,523 | 54,904 | 842,169 | 30.9 | 19,210 | 24,411 | .0386 | .0379 |
| Ulster | 166.2 | 171.9 | 3.4 | 63.4 | 3.6 | 3,234,603 | 31.8 | 40,112 | 51,019 | 1,917,969 | 47.4 | 21,255 | 30,252 | .0699 | .0711 |
| Warren | 59.7 | 62.6 | 4.9 | 23.9 | 4.8 | 1,050,982 | 29.3 | 35,663 | 43,974 | 944,445 | 24.5 | 33,273 | 39,517 | .0290 | .0275 |
| Washington | 59.9 | 63.1 | 5.3 | 21.6 | 5.4 | 878,917 | 27.4 | 33,643 | 40,691 | 355,196 | 28.5 | 13,483 | 16,444 | .0193 | .0185 |
| Wayne | 89.5 | 92.4 | 3.2 | 33.2 | 3.4 | 1,447,242 | 20.4 | 37,438 | 43,592 | 606,802 | 41.1 | 13,398 | 18,277 | .0314 | .0300 |
| Westchester | 876.3 | 886.4 | 1.2 | 322.0 | .4 | 26,627,058 | 30.5 | 63,626 | 82,693 | 9,799,084 | 21.8 | 25,084 | 30,432 | .4948 | .4700 |
| Wyoming | 42.8 | 44.2 | 3.3 | 14.6 | 4.3 | 574,887 | 20.9 | 33,963 | 39,376 | 257,125 | 30.3 | 14,094 | 17,611 | .0135 | .0125 |
| Yates | 23.0 | 23.8 | 3.5 | 8.8 | 3.5 | 279,074 | 20.9 | 27,167 | 31,713 | 136,328 | 38.1 | 11,611 | 15,492 | .0067 | .0066 |
| **TOTAL METRO COUNTIES** | **16,453.0** | **16,888.1** | **2.6** | **6,182.1** | **1.5** | **341,218,155** | **27.5** | **43,948** | **55,195** | **148,907,218** | **30.3** | **18,766** | **24,087** | **7.0349** | **6.7351** |
| **TOTAL STATE** | **18,065.5** | **18,547.1** | **2.7** | **6,778.7** | **1.7** | **365,371,759** | **27.3** | **43,047** | **53,900** | **162,170,168** | **30.3** | **18,667** | **23,923** | **7.6084** | **7.3810** |
| **NORTH CAROLINA** | | | | | | | | | | | | | | | |
| **ASHEVILLE** | **175.9** | **182.3** | **3.6** | **75.1** | **5.3** | **2,993,215** | **36.7** | **30,711** | **39,856** | **1,568,250** | **15.9** | **18,973** | **20,882** | **.0678** | **.0650** |
| Buncombe | 175.9 | 182.3 | 3.6 | 75.1 | 5.3 | 2,993,215 | 36.7 | 30,711 | 39,856 | 1,568,250 | 15.9 | 18,973 | 20,882 | .0678 | .0650 |
| **BURLINGTON** | **109.0** | **113.7** | **4.3** | **45.5** | **5.8** | **1,726,855** | **31.0** | **30,660** | **37,953** | **1,033,806** | **11.8** | **21,500** | **22,721** | **.0429** | **.0397** |
| Alamance | 109.0 | 113.7 | 4.3 | 45.5 | 5.8 | 1,726,855 | 31.0 | 30,660 | 37,953 | 1,033,806 | 11.8 | 21,500 | 22,721 | .0429 | .0397 |
| **CHARLOTTE - GASTONIA - ROCK HILL** | **1,181.4** | **1,294.0** | **9.5** | **495.5** | **10.5** | **22,818,510** | **44.1** | **35,313** | **46,051** | **10,439,375** | **19.0** | **19,561** | **21,069** | **.4657** | **.4687** |

# METRO/COUNTY 1995 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990-1995 | 12/31/95 Households (Thous.) | % Change 1990-1995 | 1995 EBI ($000) | % Change 1990-1995 | Average Household EBI | | 1995 Retail Sales ($000) | % Change 1990-1995 | Retail Sales Per Household | | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 1990 | 1995 | | | 1990 | 1995 | 1990 | 1995 |
| **NORTH CAROLINA (continued)** | | | | | | | | | | | | | | | |
| **CHARLOTTE - GASTONIA - ROCK HILL (continued)** | | | | | | | | | | | | | | | |
| Cabarrus | 99.9 | 105.7 | 5.8 | 40.3 | 6.3 | 1,717,093 | 38.3 | 32,770 | 42,608 | 781,502 | 13.8 | 18,113 | 19,392 | .0370 | .0360 |
| Gaston | 176.0 | 181.8 | 3.3 | 68.2 | 3.8 | 2,942,049 | 35.5 | 33,040 | 43,139 | 1,424,943 | 22.6 | 17,695 | 20,894 | .0643 | .0626 |
| Lincoln | 51.1 | 55.4 | 8.4 | 20.7 | 8.4 | 966,769 | 48.3 | 34,138 | 46,704 | 330,555 | 25.5 | 13,792 | 15,969 | .0178 | .0185 |
| Mecklenburg | 523.9 | 596.2 | 13.8 | 236.0 | 15.0 | 11,729,260 | 49.8 | 38,153 | 49,700 | 5,650,206 | 17.9 | 23,355 | 23,942 | .2332 | .2393 |
| Rowan | 111.4 | 116.0 | 4.1 | 45.2 | 5.6 | 1,734,709 | 33.0 | 30,484 | 38,379 | 584,261 | 7.1 | 12,741 | 12,926 | .0365 | .0343 |
| Union | 85.5 | 93.4 | 9.2 | 32.5 | 9.1 | 1,418,848 | 39.6 | 34,097 | 43,657 | 541,529 | 21.1 | 15,004 | 16,662 | .0287 | .0287 |
| *York, S. C.* | *133.6* | *145.5* | *8.9* | *52.6* | *10.0* | *2,309,782* | *42.9* | *33,814* | *43,912* | *1,126,579* | *29.2* | *18,237* | *21,418* | *.0482* | *.0493* |
| **FAYETTEVILLE** | **275.8** | **286.1** | **3.7** | **95.4** | **3.7** | **3,880,542** | **31.6** | **32,053** | **40,677** | **1,929,732** | **12.1** | **18,704** | **20,228** | **.0927** | **.0866** |
| Cumberland | 275.8 | 286.1 | 3.7 | 95.4 | 3.7 | 3,880,542 | 31.6 | 32,053 | 40,677 | 1,929,732 | 12.1 | 18,704 | 20,228 | .0927 | .0866 |
| **GREENSBORO - WINSTON-SALEM - HIGH POINT** | **949.6** | **995.1** | **4.8** | **398.4** | **6.2** | **18,356,051** | **39.7** | **35,009** | **46,074** | **8,328,163** | **14.8** | **19,327** | **20,904** | **.3838** | **.3730** |
| Davidson | 127.8 | 134.5 | 5.2 | 52.5 | 6.3 | 2,077,724 | 35.5 | 31,040 | 39,576 | 674,461 | 10.6 | 12,349 | 12,847 | .0422 | .0405 |
| Davie | 28.1 | 29.6 | 5.3 | 11.6 | 6.4 | 504,143 | 39.3 | 33,208 | 43,461 | 154,019 | 39.2 | 10,150 | 13,278 | .0093 | .0095 |
| Forsyth | 267.8 | 279.4 | 4.3 | 114.9 | 6.2 | 5,470,169 | 39.8 | 36,159 | 47,608 | 2,979,551 | 21.4 | 22,685 | 25,932 | .1179 | .1161 |
| Guilford | 349.9 | 365.0 | 4.3 | 146.5 | 5.6 | 7,339,974 | 41.0 | 37,528 | 50,102 | 3,669,199 | 10.1 | 24,037 | 25,046 | .1577 | .1508 |
| Randolph | 107.8 | 115.4 | 7.1 | 44.9 | 7.9 | 1,743,125 | 36.5 | 30,707 | 38,822 | 578,062 | 14.2 | 12,165 | 12,874 | .0353 | .0344 |
| Stokes | 37.5 | 39.4 | 5.1 | 15.2 | 7.0 | 750,323 | 51.1 | 3-,975 | 49,363 | 126,822 | 22.0 | 7,323 | 8,344 | .0118 | .0125 |
| Yadkin | 30.7 | 31.8 | 3.6 | 12.8 | 4.9 | 470,593 | 35.1 | 28,557 | 36,765 | 146,049 | 10.2 | 10,860 | 11,410 | .0096 | .0092 |
| **HICKORY - MORGANTON** | **223.4** | **233.3** | **4.4** | **90.3** | **5.2** | **3,883,572** | **38.4** | **32,710** | **43,007** | **1,982,733** | **23.8** | **18,669** | **21,957** | **.0846** | **.0833** |
| Alexander | 27.8 | 29.1 | 4.7 | 11.0 | 5.8 | 383,745 | 29.8 | 28,436 | 34,886 | 135,861 | 25.8 | 10,384 | 12,351 | .0083 | .0079 |
| Burke | 76.1 | 78.2 | 2.8 | 30.3 | 3.4 | 1,157,857 | 31.9 | 29,959 | 38,213 | 522,526 | 24.6 | 14,312 | 17,245 | .0256 | .0246 |
| Catawba | 119.5 | 126.0 | 5.4 | 49.0 | 6.3 | 2,341,970 | 43.4 | 35,422 | 47,795 | 1,324,346 | 23.3 | 23,308 | 27,027 | .0507 | .0508 |
| **JACKSONVILLE** | **151.5** | **163.4** | **7.9** | **45.1** | **9.2** | **1,590,704** | **28.9** | **29,886** | **35,271** | **833,073** | **11.9** | **18,032** | **18,472** | **.0422** | **.0396** |
| Onslow | 151.5 | 163.4 | 7.9 | 45.1 | 9.2 | 1,590,704 | 28.9 | 29,886 | 35,271 | 833,073 | 11.9 | 18,032 | 18,472 | .0422 | .0396 |
| **RALEIGH - DURHAM** | **750.2** | **837.0** | **11.6** | **333.3** | **13.5** | **17,763,265** | **55.0** | **39,020** | **53,295** | **7,467,790** | **22.5** | **20,748** | **22,406** | **.3247** | **.3438** |
| Durham | 184.0 | 197.1 | 7.1 | 80.0 | 9.3 | 4,367,069 | 54.1 | 38,727 | 54,588 | 1,710,964 | 22.8 | 19,028 | 21,387 | .0783 | .0822 |
| Franklin | 36.9 | 39.6 | 7.3 | 15.1 | 10.2 | 585,380 | 49.7 | 28,550 | 38,767 | 146,716 | 20.5 | 8,891 | 9,716 | .0106 | .0111 |
| Orange | 95.2 | 102.9 | 8.1 | 40.3 | 9.8 | 1,770,727 | 40.2 | 34,413 | 43,939 | 731,638 | 20.6 | 16,533 | 18,155 | .0356 | .0356 |
| Wake | 434.1 | 497.4 | 14.6 | 197.9 | 16.3 | 11,040,089 | 58.4 | 40,983 | 55,786 | 4,878,472 | 22.8 | 23,353 | 24,651 | .2002 | .2149 |
| **WILMINGTON** | **121.4** | **128.1** | **5.5** | **51.9** | **6.8** | **1,854,209** | **28.3** | **29,744** | **35,727** | **1,268,648** | **15.3** | **22,632** | **24,444** | **.0486** | **.0451** |
| New Hanover | 121.4 | 128.1 | 5.5 | 51.9 | 6.8 | 1,854,209 | 28.3 | 29,744 | 35,727 | 1,268,648 | 15.3 | 22,632 | 24,444 | .0486 | .0451 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Alamance | 109.0 | 113.7 | 4.3 | 45.5 | 5.8 | 1,726,855 | 31.0 | 30,660 | 37,953 | 1,033,806 | 11.8 | 21,500 | 22,721 | .0429 | .0397 |
| Alexander | 27.8 | 29.1 | 4.7 | 11.0 | 5.8 | 383,745 | 29.8 | 28,436 | 34,886 | 135,861 | 25.8 | 10,384 | 12,351 | .0083 | .0079 |
| Alleghany | 9.6 | 9.7 | 1.0 | 4.0 | 2.6 | 107,606 | 24.3 | 22,191 | 26,902 | 62,229 | 25.7 | 12,694 | 15,557 | .0028 | .0026 |
| Anson | 23.4 | 22.9 | -2.1 | 8.5 | 0 | 238,326 | 18.0 | 23,760 | 28,038 | 126,391 | 30.6 | 11,387 | 14,870 | .0064 | .0060 |
| Ashe | 22.3 | 22.5 | .9 | 9.1 | 2.2 | 270,193 | 30.6 | 23,253 | 29,692 | 172,276 | 31.6 | 14,712 | 18,931 | .0068 | .0066 |
| Avery | 14.9 | 15.2 | 2.0 | 5.7 | 3.6 | 177,062 | 30.8 | 24,617 | 31,064 | 99,527 | 17.2 | 15,438 | 17,461 | .0046 | .0042 |
| Beaufort | 42.4 | 43.0 | 1.4 | 16.7 | 3.1 | 532,531 | 28.7 | 25,533 | 31,888 | 318,927 | 28.9 | 15,267 | 19,097 | .0134 | .0129 |
| Bertie | 20.3 | 20.0 | -1.5 | 7.5 | 1.4 | 237,765 | 32.0 | 24,342 | 31,702 | 71,021 | 23.0 | 7,804 | 9,469 | .0052 | .0049 |
| Bladen | 28.6 | 28.4 | -.7 | 11.0 | 2.8 | 288,146 | 21.7 | 22,134 | 26,195 | 154,478 | 37.9 | 10,473 | 14,043 | .0075 | .0071 |
| Brunswick | 52.1 | 58.6 | 12.5 | 23.5 | 14.6 | 761,544 | 41.6 | 26,239 | 32,406 | 284,693 | 18.7 | 11,700 | 12,115 | .0158 | .0160 |
| Buncombe | 175.9 | 182.3 | 3.6 | 75.1 | 5.3 | 2,993,215 | 36.7 | 30,711 | 39,856 | 1,568,250 | 15.9 | 18,973 | 20,882 | .0678 | .0650 |
| Burke | 76.1 | 78.2 | 2.8 | 30.3 | 3.4 | 1,157,857 | 31.9 | 29,959 | 38,213 | 522,526 | 24.6 | 14,312 | 17,245 | .0256 | .0246 |
| Cabarrus | 99.9 | 105.7 | 5.8 | 40.3 | 6.3 | 1,717,093 | 38.3 | 32,770 | 42,608 | 781,502 | 13.8 | 18,113 | 19,392 | .0370 | .0360 |
| Caldwell | 71.0 | 73.1 | 3.0 | 28.5 | 4.4 | 1,107,925 | 35.5 | 29,956 | 38,875 | 513,534 | 21.3 | 15,509 | 18,019 | .0244 | .0236 |
| Camden | 6.0 | 6.3 | 5.0 | 2.4 | 9.1 | 80,003 | 31.6 | 27,633 | 33,335 | 8,448 | 6.4 | 3,610 | 3,520 | .0016 | .0014 |
| Carteret | 53.2 | 57.1 | 7.3 | 23.4 | 8.8 | 757,505 | 29.9 | 27,132 | 32,372 | 499,259 | 27.6 | 18,201 | 21,336 | .0190 | .0185 |
| Caswell | 20.7 | 20.6 | -.5 | 7.7 | 2.7 | 200,950 | 20.4 | 22,257 | 26,097 | 28,706 | 4.3 | 3,670 | 3,728 | .0045 | .0041 |
| Catawba | 119.5 | 126.0 | 5.4 | 49.0 | 6.3 | 2,341,970 | 43.4 | 35,422 | 47,795 | 1,324,346 | 23.3 | 23,308 | 27,027 | .0507 | .0508 |
| Chatham | 39.1 | 41.1 | 5.1 | 16.5 | 7.1 | 575,506 | 30.3 | 28,672 | 34,879 | 160,848 | 9.2 | 9,564 | 9,748 | .0118 | .0112 |
| Cherokee | 20.4 | 21.4 | 4.9 | 8.5 | 4.9 | 308,679 | 47.2 | 25,884 | 36,315 | 176,557 | 26.7 | 17,202 | 20,771 | .0069 | .0070 |
| Chowan | 13.6 | 14.1 | 3.7 | 5.5 | 7.8 | 194,790 | 40.6 | 27,160 | 35,416 | 102,803 | 35.2 | 14,906 | 18,691 | .0044 | .0045 |
| Clay | 7.2 | 7.4 | 2.8 | 3.1 | 6.9 | 101,659 | 43.4 | 24,450 | 32,793 | 28,936 | 11.7 | 8,930 | 9,334 | .0020 | .0018 |
| Cleveland | 85.0 | 86.7 | 2.0 | 33.2 | 3.4 | 1,448,920 | 38.8 | 32,524 | 43,642 | 706,673 | 28.0 | 17,199 | 21,285 | .0309 | .0307 |
| Columbus | 49.6 | 49.7 | .2 | 18.9 | 2.2 | 587,737 | 28.6 | 24,700 | 31,097 | 351,998 | 26.8 | 15,007 | 18,624 | .0151 | .0144 |
| Craven | 82.2 | 86.4 | 5.1 | 31.5 | 5.7 | 1,202,739 | 33.7 | 30,186 | 38,182 | 691,885 | 27.7 | 18,183 | 21,965 | .0284 | .0280 |
| Cumberland | 275.8 | 286.1 | 3.7 | 95.4 | 3.7 | 3,880,542 | 31.6 | 32,053 | 40,677 | 1,929,732 | 12.1 | 18,704 | 20,228 | .0927 | .0866 |
| Currituck | 13.9 | 15.2 | 9.4 | 5.6 | 9.8 | 189,068 | 38.8 | 26,705 | 33,762 | 121,986 | 64.9 | 14,507 | 21,783 | .0043 | .0046 |
| Dare | 23.6 | 27.8 | 17.8 | 11.5 | 18.6 | 426,384 | 48.2 | 29,659 | 37,077 | 371,661 | 25.5 | 30,537 | 32,318 | .0109 | .0113 |
| Davidson | 127.8 | 134.5 | 5.2 | 52.5 | 6.3 | 2,077,724 | 35.5 | 31,040 | 39,576 | 674,461 | 10.6 | 12,349 | 12,847 | .0422 | .0405 |
| Davie | 28.1 | 29.6 | 5.3 | 11.6 | 6.4 | 504,143 | 39.3 | 33,208 | 43,461 | 154,019 | 39.2 | 10,150 | 13,278 | .0093 | .0095 |
| Duplin | 40.0 | 39.9 | -.3 | 15.2 | 2.0 | 438,614 | 25.6 | 23,434 | 28,856 | 226,353 | 23.9 | 12,258 | 14,892 | .0112 | .0105 |

# METRO/COUNTY 1995 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990–1995 | 12/31/95 Households (Thous.) | % Change 1990–1995 | 1995 EBI ($000) | % Change 1990–1995 | Average Household EBI | | 1995 Retail Sales ($000) | % Change 1990–1995 | Retail Sales Per Household | | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 1990 | 1995 | | | 1990 | 1995 | 1990 | 1995 |
| **NORTH CAROLINA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Durham | 184.0 | 197.1 | 7.1 | 80.0 | 9.3 | 4,367,069 | 54.1 | 38,727 | 54,588 | 1,710,964 | 22.8 | 19,028 | 21,387 | .0783 | .0822 |
| Edgecombe | 56.7 | 57.9 | 2.1 | 21.2 | 3.9 | 771,979 | 34.7 | 28,084 | 36,414 | 256,091 | 23.1 | 10,202 | 12,080 | .0162 | .0157 |
| Forsyth | 267.8 | 279.4 | 4.3 | 114.9 | 6.2 | 5,470,169 | 39.8 | 36,159 | 47,608 | 2,979,551 | 21.4 | 22,685 | 25,932 | .1179 | .1161 |
| Franklin | 36.9 | 39.6 | 7.3 | 15.1 | 10.2 | 585,380 | 49.7 | 28,550 | 38,767 | 146,716 | 20.5 | 8,891 | 9,716 | .0106 | .0111 |
| Gaston | 176.0 | 181.8 | 3.3 | 68.2 | 3.8 | 2,942,049 | 35.5 | 33,040 | 43,139 | 1,424,943 | 22.6 | 17,695 | 20,894 | .0643 | .0626 |
| Gates | 9.4 | 9.7 | 3.2 | 3.6 | 5.9 | 101,725 | 24.8 | 23,975 | 28,257 | 36,308 | 23.4 | 8,656 | 10,086 | .0024 | .0021 |
| Graham | 7.2 | 7.0 | -2.8 | 2.7 | -3.6 | 66,987 | 12.3 | 21,305 | 24,810 | 21,470 | -8.1 | 8,342 | 7,952 | .0018 | .0015 |
| Granville | 38.8 | 41.0 | 5.7 | 14.4 | 8.3 | 470,593 | 30.8 | 27,056 | 32,680 | 203,771 | 21.6 | 12,600 | 14,151 | .0110 | .0106 |
| Greene | 15.3 | 15.1 | -1.3 | 5.5 | 1.9 | 213,080 | 34.5 | 29,344 | 38,742 | 45,143 | 21.3 | 6,893 | 8,208 | .0042 | .0040 |
| Guilford | 349.9 | 365.0 | 4.3 | 146.5 | 5.6 | 7,339,974 | 41.0 | 37,528 | 50,102 | 3,669,199 | 10.1 | 24,037 | 25,046 | .1577 | .1508 |
| Halifax | 55.7 | 56.6 | 1.6 | 21.3 | 4.4 | 668,188 | 33.4 | 24,548 | 31,370 | 365,097 | 15.7 | 15,474 | 17,141 | .0167 | .0159 |
| Harnett | 68.6 | 73.1 | 6.6 | 27.5 | 7.8 | 945,226 | 37.9 | 26,885 | 34,372 | 308,916 | 12.0 | 10,818 | 11,233 | .0199 | .0194 |
| Haywood | 46.9 | 46.8 | -.2 | 19.6 | 2.1 | 774,560 | 35.7 | 29,727 | 39,518 | 431,269 | 27.6 | 17,607 | 22,004 | .0175 | .0171 |
| Henderson | 70.1 | 74.5 | 6.3 | 31.2 | 7.2 | 1,247,397 | 39.7 | 30,678 | 39,981 | 732,893 | 29.6 | 19,427 | 23,490 | .0277 | .0279 |
| Hertford | 22.4 | 21.8 | -2.7 | 8.2 | 1.2 | 255,606 | 24.4 | 25,366 | 31,171 | 193,705 | 28.8 | 18,571 | 23,623 | .0073 | .0068 |
| Hoke | 23.1 | 24.8 | 7.4 | 8.3 | 10.7 | 268,734 | 36.7 | 26,217 | 32,378 | 71,036 | 29.2 | 7,332 | 8,559 | .0055 | .0055 |
| Hyde | 5.4 | 5.1 | -5.6 | 2.0 | -4.8 | 48,698 | 12.8 | 20,553 | 24,349 | 35,768 | 32.0 | 12,903 | 17,884 | .0015 | .0014 |
| Iredell | 93.9 | 99.6 | 6.1 | 38.4 | 7.0 | 1,517,478 | 36.8 | 30,895 | 39,518 | 711,762 | 20.4 | 16,470 | 18,535 | .0331 | .0325 |
| Jackson | 27.0 | 27.7 | 2.6 | 10.1 | 4.1 | 343,239 | 31.9 | 26,819 | 33,984 | 175,021 | 28.9 | 13,994 | 17,329 | .0082 | .0078 |
| Johnston | 82.1 | 87.0 | 6.0 | 34.2 | 7.2 | 1,117,911 | 34.2 | 26,109 | 32,687 | 603,106 | 16.7 | 16,200 | 17,635 | .0270 | .0260 |
| Jones | 9.4 | 9.3 | -1.1 | 3.5 | .0 | 107,718 | 27.2 | 24,205 | 30,777 | 24,256 | 5.0 | 6,597 | 6,930 | .0024 | .0022 |
| Lee | 41.7 | 43.6 | 4.6 | 16.8 | 6.3 | 622,857 | 31.4 | 30,007 | 37,075 | 501,959 | 27.6 | 24,903 | 29,879 | .0165 | .0160 |
| Lenoir | 57.2 | 56.9 | -.5 | 22.3 | 1.8 | 677,838 | 21.5 | 25,476 | 30,396 | 504,230 | 22.7 | 18,759 | 22,611 | .0194 | .0178 |
| Lincoln | 51.1 | 55.4 | 8.4 | 20.7 | 8.4 | 966,769 | 48.3 | 34,138 | 46,704 | 330,555 | 25.5 | 13,792 | 15,969 | .0178 | .0185 |
| McDowell | 35.7 | 36.0 | .8 | 13.9 | 1.5 | 545,210 | 36.0 | 29,261 | 39,224 | 219,464 | 18.8 | 13,482 | 15,790 | .0117 | .0113 |
| Macon | 23.7 | 24.7 | 4.2 | 10.6 | 7.1 | 306,772 | 29.2 | 23,988 | 28,941 | 189,215 | 21.6 | 15,713 | 17,850 | .0078 | .0074 |
| Madison | 16.9 | 16.8 | -.6 | 6.5 | .0 | 183,682 | 24.2 | 22,754 | 28,259 | 55,339 | 28.5 | 6,628 | 8,514 | .0042 | .0039 |
| Martin | 25.0 | 24.9 | -.4 | 9.5 | 2.2 | 264,695 | 21.2 | 23,437 | 27,863 | 172,216 | 26.2 | 14,671 | 18,128 | .0073 | .0069 |
| Mecklenburg | 523.9 | 596.2 | 13.8 | 236.0 | 15.0 | 11,729,260 | 49.8 | 38,153 | 49,700 | 5,650,206 | 17.9 | 23,355 | 23,942 | .2332 | .2393 |
| Mitchell | 14.5 | 14.7 | 1.4 | 6.0 | 3.4 | 168,085 | 25.0 | 23,183 | 28,014 | 83,801 | 7.9 | 13,397 | 13,967 | .0045 | .0038 |
| Montgomery | 23.5 | 24.2 | 3.0 | 8.6 | 3.6 | 307,109 | 34.5 | 27,504 | 35,710 | 142,324 | 37.5 | 12,473 | 16,549 | .0067 | .0070 |
| Moore | 59.9 | 65.0 | 8.5 | 26.7 | 10.3 | 1,086,942 | 41.6 | 31,724 | 40,709 | 548,728 | 33.8 | 16,953 | 20,552 | .0226 | .0232 |
| Nash | 77.3 | 80.9 | 4.7 | 31.1 | 6.1 | 1,238,309 | 37.7 | 30,682 | 39,817 | 767,763 | 15.2 | 22,741 | 24,687 | .0301 | .0287 |
| New Hanover | 121.4 | 128.1 | 5.5 | 51.9 | 6.8 | 1,854,209 | 28.3 | 29,744 | 35,727 | 1,268,648 | 15.3 | 22,632 | 24,444 | .0486 | .0451 |
| Northampton | 20.6 | 19.8 | -3.9 | 7.5 | .0 | 229,686 | 23.9 | 24,720 | 30,625 | 63,509 | 17.3 | 7,222 | 8,468 | .0051 | .0047 |
| Onslow | 151.5 | 163.4 | 7.9 | 45.1 | 9.2 | 1,590,704 | 28.9 | 29,886 | 35,271 | 833,073 | 11.9 | 18,032 | 18,472 | .0422 | .0396 |
| Orange | 95.2 | 102.9 | 8.1 | 40.3 | 9.8 | 1,770,727 | 40.2 | 34,413 | 43,939 | 731,638 | 20.6 | 16,533 | 18,155 | .0356 | .0356 |
| Pamlico | 11.4 | 11.6 | 1.8 | 4.8 | 6.7 | 133,189 | 26.7 | 23,369 | 27,748 | 34,440 | 6.0 | 7,221 | 7,175 | .0030 | .0028 |
| Pasquotank | 31.5 | 32.7 | 3.8 | 12.1 | 5.2 | 329,533 | 23.9 | 23,130 | 27,234 | 320,751 | 13.1 | 24,665 | 26,508 | .0110 | .0099 |
| Pender | 29.4 | 32.7 | 11.2 | 12.9 | 14.2 | 331,365 | 34.3 | 21,835 | 25,687 | 82,729 | 9.5 | 6,684 | 6,413 | .0072 | .0070 |
| Perquimans | 10.6 | 11.3 | 6.6 | 4.4 | 10.0 | 95,164 | 28.8 | 18,472 | 21,628 | 37,173 | 22.9 | 7,563 | 8,448 | .0024 | .0023 |
| Person | 30.4 | 31.5 | 3.6 | 12.2 | 6.1 | 392,498 | 28.4 | 26,589 | 32,172 | 207,868 | 23.4 | 14,646 | 17,038 | .0095 | .0092 |
| Pitt | 109.4 | 117.9 | 7.8 | 45.3 | 10.2 | 1,423,898 | 30.4 | 26,569 | 31,433 | 1,031,363 | 20.0 | 20,904 | 22,767 | .0386 | .0368 |
| Polk | 14.5 | 14.9 | 2.8 | 6.4 | 4.9 | 289,492 | 45.1 | 32,716 | 45,233 | 64,900 | 18.9 | 8,950 | 10,141 | .0049 | .0049 |
| Randolph | 107.8 | 115.4 | 7.1 | 44.9 | 7.9 | 1,743,125 | 36.5 | 30,707 | 38,822 | 578,062 | 14.2 | 12,165 | 12,874 | .0353 | .0344 |
| Richmond | 44.5 | 44.3 | -.4 | 17.0 | 1.2 | 537,580 | 22.1 | 26,203 | 31,622 | 323,881 | 26.9 | 15,187 | 19,052 | .0141 | .0131 |
| Robeson | 105.7 | 109.0 | 3.1 | 38.2 | 5.2 | 1,353,769 | 38.7 | 26,880 | 35,439 | 693,599 | 20.6 | 15,844 | 18,157 | .0319 | .0311 |
| Rockingham | 86.4 | 88.2 | 2.1 | 34.7 | 3.3 | 1,507,491 | 38.8 | 32,316 | 43,444 | 556,515 | 18.8 | 13,938 | 16,038 | .0302 | .0296 |
| Rowan | 111.4 | 116.0 | 4.1 | 45.2 | 5.6 | 1,734,709 | 33.0 | 30,484 | 38,379 | 584,261 | 7.1 | 12,741 | 12,926 | .0365 | .0343 |
| Rutherford | 57.2 | 58.7 | 2.6 | 23.2 | 4.0 | 876,780 | 36.6 | 28,784 | 37,792 | 450,544 | 21.6 | 16,611 | 19,420 | .0200 | .0194 |
| Sampson | 47.3 | 47.6 | .6 | 18.0 | 2.9 | 480,018 | 20.7 | 22,728 | 26,668 | 268,449 | 28.2 | 11,963 | 14,914 | .0129 | .0120 |
| Scotland | 34.0 | 35.3 | 3.8 | 12.6 | 5.9 | 499,655 | 38.0 | 30,430 | 39,655 | 232,245 | 27.4 | 15,323 | 18,432 | .0109 | .0109 |
| Stanly | 52.0 | 53.7 | 3.3 | 20.7 | 4.5 | 781,517 | 33.5 | 29,571 | 37,754 | 411,543 | 33.2 | 15,599 | 19,881 | .0176 | .0173 |
| Stokes | 37.5 | 39.4 | 5.1 | 15.2 | 7.0 | 750,323 | 51.1 | 34,975 | 49,363 | 126,822 | 22.0 | 7,323 | 8,344 | .0118 | .0125 |
| Surry | 61.9 | 63.3 | 2.3 | 25.2 | 3.7 | 900,119 | 31.6 | 23,147 | 35,719 | 611,798 | 23.4 | 20,405 | 24,278 | .0230 | .0220 |
| Swain | 11.3 | 11.3 | .0 | 4.3 | 2.4 | 88,452 | 20.2 | 17,527 | 20,570 | 71,396 | 10.9 | 15,334 | 16,604 | .0030 | .0026 |
| Transylvania | 25.7 | 26.4 | 2.7 | 10.4 | 4.0 | 418,081 | 32.1 | 31,652 | 40,200 | 158,057 | 26.0 | 12,545 | 15,198 | .0086 | .0084 |
| Tyrrell | 3.9 | 3.8 | -2.6 | 1.5 | .0 | 39,945 | 24.6 | 21,371 | 26,630 | 15,058 | 19.1 | 8,427 | 10,039 | .0010 | .0010 |
| Union | 85.5 | 93.4 | 9.2 | 32.5 | 9.1 | 1,418,848 | 39.6 | 34,097 | 43,657 | 541,529 | 21.1 | 15,004 | 16,662 | .0287 | .0287 |
| Vance | 39.1 | 40.1 | 2.6 | 14.8 | 4.2 | 510,987 | 34.0 | 26,857 | 34,526 | 391,771 | 27.3 | 21,669 | 26,471 | .0137 | .0133 |
| Wake | 434.1 | 497.4 | 14.6 | 197.9 | 16.3 | 11,040,089 | 58.4 | 40,983 | 55,786 | 4,878,472 | 22.8 | 23,353 | 24,651 | .2002 | .2149 |
| Warren | 17.3 | 17.8 | 2.9 | 6.7 | 6.3 | 188,619 | 31.0 | 22,859 | 28,152 | 34,822 | 5.1 | 5,260 | 5,197 | .0039 | .0039 |
| Washington | 14.0 | 14.0 | .0 | 5.2 | 2.0 | 182,672 | 27.2 | 28,155 | 35,129 | 71,368 | 19.2 | 11,738 | 13,725 | .0043 | .0038 |
| Watauga | 37.2 | 38.7 | 4.0 | 14.4 | 4.3 | 497,074 | 33.2 | 27,039 | 34,519 | 334,654 | 12.0 | 21,651 | 23,240 | .0132 | .0124 |
| Wayne | 105.2 | 108.5 | 3.1 | 38.9 | 4.9 | 1,194,324 | 24.3 | 25,903 | 30,702 | 712,437 | 16.8 | 16,435 | 18,315 | .0322 | .0297 |
| Wilkes | 59.6 | 60.5 | 1.5 | 23.8 | 3.0 | 828,419 | 28.4 | 27,936 | 34,808 | 447,172 | 32.2 | 14,646 | 18,789 | .0196 | .0189 |

# METRO/COUNTY 1995 PROJECTIONS

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990–1995 | 12/31/95 Households (Thous.) | % Change 1990–1995 | 1995 EBI ($000) | % Change 1990–1995 | Average Household EBI | | 1995 Retail Sales ($000) | % Change 1990–1995 | Retail Sales Per Household | | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 1990 | 1995 | | | 1990 | 1995 | 1990 | 1995 |
| **NORTH CAROLINA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Wilson | 66.4 | 68.1 | 2.6 | 26.5 | 5.2 | 915,379 | 29.0 | 28,155 | 34,543 | 554,322 | 13.1 | 19,448 | 20,918 | .0237 | .0217 |
| Yodkin | 30.7 | 31.8 | 3.6 | 12.8 | 4.9 | 470,593 | 35.1 | 28,557 | 36,765 | 146,049 | 10.2 | 10,860 | 11,410 | .0096 | .0092 |
| Yancey | 15.5 | 15.8 | 1.9 | 6.4 | 3.2 | 184,243 | 29.6 | 22,923 | 28,788 | 95,479 | 18.1 | 13,041 | 14,919 | .0045 | .0043 |
| **TOTAL METRO COUNTIES** | **3,804.6** | **4,087.5** | **7.4** | **1,577.9** | **8.7** | **72,557,141** | **43.0** | **34,969** | **45,983** | **33,725,191** | **17.6** | **19,765** | **21,373** | **1.5048** | **1.4955** |
| **TOTAL STATE** | **6,693.1** | **7,076.8** | **5.7** | **2,727.2** | **7.3** | **112,321,360** | **39.2** | **31,725** | **41,186** | **54,682,894** | **19.5** | **17,995** | **20,051** | **2.4459** | **2.4028** |
| **NORTH DAKOTA** | | | | | | | | | | | | | | | |
| **BISMARCK** | **83.8** | **84.4** | **.7** | **32.1** | **2.2** | **1,423,250** | **31.8** | **34,386** | **44,338** | **1,078,353** | **54.7** | **22,198** | **33,594** | **.0336** | **.0348** |
| Burleigh | 60.3 | 61.9 | 2.7 | 23.7 | 3.9 | 1,168,444 | 36.1 | 37,655 | 49,301 | 866,042 | 57.1 | 24,183 | 36,542 | .0263 | .0278 |
| Morton | 23.5 | 22.5 | -4.3 | 8.4 | -2.3 | 254,806 | 15.2 | 25,719 | 30,334 | 212,311 | 45.8 | 16,935 | 25,275 | .0073 | .0070 |
| **FARGO - MOORHEAD** | **154.4** | **161.2** | **4.4** | **61.4** | **5.5** | **2,596,008** | **32.3** | **33,705** | **42,280** | **1,895,057** | **46.2** | **22,275** | **30,864** | **.0618** | **.0631** |
| Cass | 103.9 | 109.9 | 5.8 | 43.5 | 6.9 | 1,938,059 | 36.9 | 34,777 | 44,553 | 1,529,426 | 51.3 | 24,842 | 35,159 | .0452 | .0478 |
| *Clay, Minn.* | *50.5* | *51.3* | *1.6* | *17.9* | *2.3* | *657,949* | *20.5* | *31,213* | *36,757* | *365,631* | *28.1* | *16,304* | *20,426* | *.0166* | *.0153* |
| **GRAND FORKS** | **71.0** | **73.5** | **3.5** | **26.5** | **3.9** | **1,583,419** | **54.6** | **40,167** | **59,752** | **1,083,543** | **69.0** | **25,139** | **40,888** | **.0309** | **.0357** |
| Grand Forks | 71.0 | 73.5 | 3.5 | 26.5 | 3.9 | 1,583,419 | 54.6 | 40,167 | 59,752 | 1,083,543 | 69.0 | 25,139 | 40,888 | .0309 | .0357 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Adams | 3.1 | 2.9 | -6.5 | 1.2 | .0 | 45,018 | 32.4 | 28,345 | 37,515 | 27,793 | 37.9 | 16,798 | 23,161 | .0012 | .0010 |
| Barnes | 12.5 | 12.0 | -4.0 | 4.9 | -2.0 | 163,325 | 20.0 | 27,223 | 33,332 | 104,885 | 36.7 | 15,342 | 21,405 | .0041 | .0040 |
| Benson | 7.1 | 6.8 | -4.2 | 2.3 | -4.2 | 79,407 | 23.2 | 26,862 | 34,525 | 15,219 | 43.3 | 4,425 | 6,617 | .0017 | .0016 |
| Billings | 1.1 | 1.1 | .0 | .4 | .0 | 18,895 | 23.5 | 38,255 | 47,238 | 1,273 | 8.4 | 2,935 | 3,183 | .0003 | .0003 |
| Bottineau | 7.9 | 7.4 | -6.3 | 2.9 | -6.5 | 108,880 | 22.1 | 28,758 | 37,545 | 61,040 | 39.2 | 14,146 | 21,048 | .0026 | .0024 |
| Bowman | 3.5 | 3.3 | -5.7 | 1.3 | -7.1 | 59,205 | 28.5 | 32,911 | 45,542 | 30,094 | 48.2 | 14,504 | 23,149 | .0014 | .0014 |
| Burke | 2.9 | 2.7 | -6.9 | 1.2 | .0 | 42,073 | 33.8 | 26,208 | 35,061 | 9,493 | 26.4 | 6,261 | 7,911 | .0007 | .0007 |
| Burleigh | 60.3 | 61.9 | 2.7 | 23.7 | 3.9 | 1,168,444 | 36.1 | 37,655 | 49,301 | 866,042 | 57.1 | 24,183 | 36,542 | .0263 | .0278 |
| Cass | 103.9 | 109.9 | 5.8 | 43.5 | 6.9 | 1,938,059 | 36.9 | 34,777 | 44,553 | 1,529,426 | 51.3 | 24,842 | 35,159 | .0452 | .0478 |
| Cavalier | 6.0 | 5.6 | -6.7 | 2.3 | .0 | 85,370 | 27.1 | 29,209 | 37,117 | 57,246 | 57.7 | 15,782 | 24,890 | .0022 | .0020 |
| Dickey | 6.0 | 5.6 | -6.7 | 2.1 | -8.7 | 60,574 | 9.5 | 24,050 | 28,845 | 35,868 | 31.5 | 11,859 | 17,080 | .0016 | .0016 |
| Divide | 2.9 | 2.7 | -6.9 | 1.2 | .0 | 53,927 | 40.0 | 32,103 | 44,939 | 15,482 | 36.9 | 9,424 | 12,902 | .0010 | .0009 |
| Dunn | 3.9 | 3.7 | -5.1 | 1.4 | .0 | 38,517 | 17.8 | 23,356 | 27,512 | 22,753 | 50.7 | 10,782 | 16,252 | .0010 | .0009 |
| Eddy | 2.9 | 2.7 | -6.9 | 1.1 | -8.3 | 31,671 | 9.9 | 24,019 | 28,792 | 10,023 | 4.3 | 8,007 | 9,112 | .0008 | .0007 |
| Emmons | 4.7 | 4.3 | -8.5 | 1.7 | -5.6 | 41,057 | 9.1 | 20,908 | 24,151 | 23,289 | 32.8 | 9,744 | 13,699 | .0012 | .0011 |
| Foster | 3.9 | 3.7 | -5.1 | 1.5 | .0 | 61,248 | 30.8 | 31,217 | 40,832 | 38,980 | 50.5 | 17,263 | 25,987 | .0014 | .0015 |
| Golden Valley | 2.1 | 2.0 | -4.8 | .8 | .0 | 28,571 | 24.5 | 28,690 | 35,714 | 23,136 | 45.9 | 19,821 | 28,920 | .0008 | .0007 |
| Grand Forks | 71.0 | 73.5 | 3.5 | 26.5 | 3.9 | 1,583,419 | 54.6 | 40,167 | 59,752 | 1,083,543 | 69.0 | 25,139 | 40,888 | .0309 | .0357 |
| Grant | 3.5 | 3.2 | -8.6 | 1.3 | -7.1 | 24,006 | 8.7 | 15,769 | 18,466 | 13,594 | 28.5 | 7,556 | 10,457 | .0008 | .0007 |
| Griggs | 3.3 | 3.1 | -6.1 | 1.2 | -7.7 | 45,599 | 23.6 | 28,388 | 37,999 | 17,096 | 45.7 | 9,023 | 14,247 | .0010 | .0010 |
| Hettinger | 3.4 | 3.1 | -8.8 | 1.2 | -7.7 | 34,627 | 13.2 | 23,532 | 28,856 | 14,863 | 33.6 | 8,555 | 12,386 | .0009 | .0007 |
| Kidder | 3.3 | 3.2 | -3.0 | 1.2 | .0 | 24,820 | 17.6 | 17,590 | 20,683 | 9,498 | 52.2 | 5,199 | 7,915 | .0007 | .0006 |
| La Moure | 5.3 | 4.9 | -7.5 | 1.9 | -5.0 | 57,753 | 17.7 | 24,544 | 30,396 | 19,729 | 44.2 | 6,839 | 10,384 | .0013 | .0012 |
| Logan | 2.8 | 2.6 | -7.1 | 1.0 | -9.1 | 23,061 | 7.4 | 19,522 | 23,061 | 13,129 | 26.7 | 9,424 | 13,129 | .0007 | .0007 |
| McHenry | 6.4 | 6.0 | -6.3 | 2.4 | -4.0 | 62,721 | 15.6 | 21,695 | 26,134 | 22,241 | 38.7 | 6,416 | 9,267 | .0016 | .0014 |
| McIntosh | 4.0 | 3.8 | -5.0 | 1.6 | -5.9 | 32,519 | 10.3 | 17,347 | 20,324 | 28,556 | 40.4 | 11,967 | 17,848 | .0011 | .0010 |
| McKenzie | 6.2 | 5.7 | -8.1 | 2.1 | -4.5 | 116,502 | 40.8 | 37,622 | 55,477 | 22,845 | 48.2 | 7,009 | 10,879 | .0018 | .0019 |
| McLean | 10.3 | 9.7 | -5.8 | 3.7 | -5.1 | 158,752 | 27.1 | 32,038 | 42,906 | 48,315 | 44.6 | 8,569 | 13,058 | .0032 | .0030 |
| Mercer | 9.7 | 9.5 | -2.1 | 3.5 | .0 | 156,252 | 28.6 | 34,718 | 44,643 | 90,607 | 91.0 | 13,556 | 25,888 | .0034 | .0036 |
| Morton | 23.5 | 22.5 | -4.3 | 8.4 | -2.3 | 254,806 | 15.2 | 25,719 | 30,334 | 212,311 | 45.8 | 16,935 | 25,275 | .0073 | .0070 |
| Mountrail | 6.9 | 6.5 | -5.8 | 2.4 | -4.0 | 96,166 | 30.6 | 29,448 | 40,069 | 59,062 | 59.1 | 14,846 | 24,609 | .0023 | .0022 |
| Nelson | 4.4 | 4.1 | -6.8 | 1.8 | .0 | 56,270 | 26.2 | 24,767 | 31,261 | 29,547 | 41.8 | 11,573 | 16,415 | .0013 | .0013 |
| Oliver | 2.4 | 2.3 | -4.2 | .8 | .0 | 21,570 | 16.9 | 23,059 | 26,963 | 2,807 | 36.7 | 2,566 | 3,509 | .0005 | .0003 |
| Pembina | 9.2 | 8.9 | -3.3 | 3.5 | .0 | 147,697 | 35.4 | 31,173 | 42,199 | 96,042 | 61.4 | 17,006 | 27,441 | .0033 | .0035 |
| Pierce | 5.0 | 4.6 | -8.0 | 1.8 | -10.0 | 53,066 | 9.0 | 24,348 | 29,481 | 30,912 | 10.4 | 13,997 | 17,173 | .0016 | .0013 |
| Ramsey | 12.6 | 12.5 | -.8 | 5.1 | 4.1 | 203,241 | 34.2 | 30,901 | 39,851 | 178,353 | 55.0 | 23,476 | 34,971 | .0051 | .0053 |
| Ransom | 5.9 | 5.6 | -5.1 | 2.2 | -4.3 | 91,032 | 31.6 | 30,070 | 41,378 | 32,650 | 48.5 | 9,562 | 14,841 | .0017 | .0018 |
| Renville | 3.1 | 2.9 | -6.5 | 1.1 | -8.3 | 41,264 | 20.2 | 28,603 | 37,513 | 21,433 | 45.7 | 12,261 | 19,485 | .0011 | .0010 |
| Richland | 18.1 | 17.7 | -2.2 | 6.5 | .0 | 304,924 | 35.5 | 34,621 | 46,911 | 167,711 | 60.0 | 16,123 | 25,802 | .0063 | .0066 |
| Rolette | 12.8 | 13.1 | 2.3 | 4.4 | 4.8 | 155,568 | 38.8 | 26,689 | 35,356 | 49,138 | 22.4 | 9,558 | 11,168 | .0033 | .0032 |
| Sargent | 4.5 | 4.2 | -6.7 | 1.7 | .0 | 57,556 | 25.3 | 27,012 | 33,856 | 19,221 | 59.4 | 7,094 | 11,306 | .0013 | .0012 |
| Sheridan | 2.1 | 2.0 | -4.8 | .8 | .0 | 35,581 | 50.1 | 29,633 | 44,476 | 5,100 | 69.4 | 3,764 | 6,375 | .0005 | .0006 |
| Sioux | 3.8 | 4.2 | 10.5 | 1.1 | 10.0 | 31,568 | 35.3 | 23,327 | 28,698 | 7,488 | 34.5 | 5,567 | 6,807 | .0007 | .0007 |
| Slope | .9 | .8 | -11.1 | .3 | .0 | 10,339 | 31.1 | 26,287 | 34,463 | 781 | 78.7 | 1,457 | 2,603 | .0001 | .0003 |
| Stark | 22.6 | 21.4 | -5.3 | 8.2 | -2.4 | 380,753 | 30.0 | 34,868 | 46,433 | 235,004 | 31.3 | 21,301 | 28,659 | .0091 | .0086 |
| Steele | 2.4 | 2.3 | -4.2 | 1.0 | .0 | 32,034 | 16.6 | 27,478 | 32,034 | 7,574 | 31.5 | 5,758 | 7,574 | .0006 | .0006 |

# METRO/COUNTY 1995 PROJECTIONS

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990-1995 | 12/31/95 Households (Thous.) | % Change 1990-1995 | 1995 EBI ($000) | % Change 1990-1995 | Average Household EBI |  | 1995 Retail Sales ($000) | % Change 1990-1995 | Retail Sales Per Household |  | Buying Power Index |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  |  |  |  |  |  | 1990 | 1995 |  |  | 1990 | 1995 | 1990 | 1995 |
| **NORTH DAKOTA (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **ALL COUNTIES (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Stutsman | 22.1 | 21.6 | -2.3 | 8.6 | .0 | 354,858 | 30.6 | 31,605 | 41,263 | 254,139 | 52.3 | 19,407 | 29,551 | .0085 | .0084 |
| Towner | 3.6 | 3.4 | -5.6 | 1.4 | .0 | 55,700 | 32.2 | 30,089 | 39,786 | 13,365 | 30.5 | 7,313 | 9,546 | .0010 | .0011 |
| Traill | 8.7 | 8.3 | -4.6 | 3.2 | -3.0 | 118,701 | 20.7 | 29,792 | 37,094 | 66,438 | 45.1 | 13,878 | 20,762 | .0029 | .0027 |
| Walsh | 13.7 | 13.0 | -5.1 | 5.0 | -3.8 | 211,610 | 35.4 | 30,047 | 42,322 | 127,493 | 54.4 | 15,874 | 25,499 | .0047 | .0048 |
| Ward | 57.7 | 56.9 | -1.4 | 21.3 | -.5 | 917,675 | 30.3 | 32,906 | 43,083 | 698,906 | 48.3 | 22,017 | 32,812 | .0225 | .0227 |
| Wells | 5.7 | 5.3 | -7.0 | 2.2 | -4.3 | 80,371 | 27.4 | 27,434 | 36,532 | 56,291 | 57.0 | 15,584 | 25,587 | .0019 | .0019 |
| Williams | 20.6 | 18.8 | -8.7 | 7.4 | -5.1 | 335,817 | 21.5 | 35,440 | 45,381 | 168,722 | 40.3 | 15,412 | 22,800 | .0076 | .0071 |
| **TOTAL METRO COUNTIES** | **258.7** | **267.8** | **3.5** | **102.1** | **4.6** | **4,944,728** | **40.5** | **36,059** | **48,430** | **3,691,322** | **57.1** | **24,069** | **36,154** | **.1097** | **.1183** |
| **TOTAL STATE** | **636.2** | **629.5** | **-1.1** | **241.3** | **.6** | **10,392,439** | **33.6** | **32,444** | **43,069** | **6,796,546** | **52.1** | **18,630** | **28,166** | **.2361** | **.2421** |
| **OHIO** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **AKRON** | **658.6** | **665.8** | **1.1** | **254.6** | **2.0** | **11,141,321** | **28.7** | **34,668** | **43,760** | **5,260,616** | **21.3** | **17,361** | **20,662** | **.2482** | **.2334** |
| Portage | 143.2 | 147.0 | 2.7 | 50.8 | 2.6 | 2,679,754 | 39.4 | 38,829 | 52,751 | 899,865 | 26.4 | 14,384 | 17,714 | .0507 | .0506 |
| Summit | 515.4 | 518.8 | .7 | 203.8 | 1.8 | 8,461,567 | 25.6 | 33,640 | 41,519 | 4,360,751 | 20.4 | 18,098 | 21,397 | .1975 | .1828 |
| **CANTON** | **394.2** | **395.4** | **.3** | **151.3** | **1.3** | **5,954,694** | **23.8** | **32,229** | **39,357** | **3,126,624** | **19.2** | **17,573** | **20,665** | **.1436** | **.1317** |
| Carroll | 26.6 | 27.1 | 1.9 | 10.0 | 3.1 | 351,795 | 25.8 | 28,821 | 35,180 | 151,265 | 38.4 | 11,267 | 15,127 | .0079 | .0076 |
| Stark | 367.6 | 368.3 | .2 | 141.3 | 1.2 | 5,602,899 | 23.6 | 32,466 | 39,653 | 2,975,359 | 18.3 | 18,011 | 21,057 | .1357 | .1241 |
| **CINCINNATI** | **1,457.8** | **1,493.4** | **2.4** | **568.5** | **3.3** | **29,801,900** | **41.8** | **38,191** | **52,422** | **14,201,271** | **30.5** | **19,776** | **24,980** | **.5971** | **.6046** |
| Clermont | 152.1 | 164.0 | 7.8 | 58.0 | 8.6 | 2,400,354 | 32.4 | 33,950 | 41,385 | 1,124,693 | 26.3 | 16,679 | 19,391 | .0529 | .0519 |
| Hamilton | 865.7 | 866.1 | .0 | 342.9 | 1.2 | 19,063,883 | 41.5 | 39,779 | 55,596 | 9,117,231 | 28.1 | 21,007 | 26,589 | .3796 | .3804 |
| Warren | 115.5 | 125.1 | 8.3 | 43.5 | 9.6 | 2,322,680 | 46.1 | 40,046 | 53,395 | 916,863 | 41.8 | 16,292 | 21,077 | .0426 | .0454 |
| *Dearborn, Ind.* | *39.2* | *41.5* | *5.9* | *14.6* | *5.8* | *596,799* | *37.4* | *31,480* | *40,877* | *277,826* | *38.9* | *14,496* | *19,029* | *.0126* | *.0128* |
| *Boone, Ky.* | *58.7* | *65.3* | *11.2* | *23.0* | *12.2* | *1,128,073* | *49.7* | *36,762* | *49,047* | *1,028,582* | *33.2* | *37,680* | *44,721* | *.0283* | *.0297* |
| *Campbell, Ky.* | *84.1* | *85.6* | *1.8* | *32.2* | *2.9* | *1,693,397* | *49.9* | *36,096* | *52,590* | *619,163* | *35.1* | *14,640* | *19,229* | *.0304* | *.0321* |
| *Kenton, Ky.* | *142.5* | *145.8* | *2.3* | *54.3* | *2.6* | *2,596,714* | *42.5* | *34,455* | *47,822* | *1,116,913* | *39.7* | *15,116* | *20,569* | *.0507* | *.0523* |
| ***CINCINNATI - HAMILTON CONSOLIDATED AREA*** | ***1,752.0*** | ***1,803.7*** | ***3.0*** | ***679.8*** | ***3.6*** | ***34,366,757*** | ***39.8*** | ***37,474*** | ***50,554*** | ***16,035,803*** | ***28.8*** | ***18,987*** | ***23,589*** | ***.6976*** | ***.6991*** |
| **CLEVELAND** | **1,825.8** | **1,801.3** | **-1.3** | **707.7** | **-.3** | **35,608,638** | **30.9** | **38,296** | **50,316** | **15,867,514** | **21.4** | **18,411** | **22,421** | **.7509** | **.7098** |
| Cuyahoga | 1,404.6 | 1,366.4 | -2.7 | 551.9 | -1.5 | 27,205,327 | 30.1 | 37,333 | 49,294 | 12,239,873 | 21.2 | 18,033 | 22,178 | .5785 | .5431 |
| Geauga | 81.9 | 86.6 | 5.7 | 28.9 | 6.3 | 1,803,470 | 39.4 | 47,573 | 62,404 | 424,135 | 19.1 | 13,093 | 14,676 | .0308 | .0309 |
| Lake | 215.8 | 218.0 | 1.0 | 82.4 | 2.4 | 4,024,344 | 27.7 | 39,141 | 48,839 | 2,216,633 | 20.2 | 22,915 | 26,901 | .0928 | .0866 |
| Medina | 123.5 | 130.3 | 5.5 | 44.5 | 5.5 | 2,575,497 | 40.3 | 43,488 | 57,876 | 986,873 | 28.0 | 18,264 | 22,177 | .0488 | .0492 |
| ***CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA*** | ***2,755.7*** | ***2,740.4*** | ***-.6*** | ***1,059.3*** | ***.3*** | ***51,128,926*** | ***30.1*** | ***37,221*** | ***48,267*** | ***23,159,487*** | ***21.8*** | ***18,006*** | ***21,863*** | ***1.0967*** | ***1.0355*** |
| **COLUMBUS** | **1,389.7** | **1,465.0** | **5.4** | **559.3** | **5.6** | **25,950,854** | **38.4** | **35,412** | **46,399** | **13,673,462** | **29.4** | **19,961** | **24,447** | **.5542** | **.5554** |
| Delaware | 68.1 | 75.0 | 10.1 | 26.0 | 10.6 | 1,347,230 | 45.9 | 39,280 | 51,817 | 372,756 | 21.1 | 13,103 | 14,337 | .0238 | .0245 |
| Fairfield | 104.5 | 110.4 | 5.6 | 39.3 | 5.6 | 1,575,161 | 29.3 | 32,740 | 40,080 | 595,224 | 18.0 | 13,562 | 15,146 | .0341 | .0324 |
| Franklin | 970.0 | 1,023.6 | 5.5 | 404.1 | 5.7 | 19,027,497 | 39.4 | 35,711 | 47,086 | 10,976,185 | 30.0 | 22,090 | 27,162 | .4125 | .4151 |
| Licking | 128.9 | 132.6 | 2.9 | 49.0 | 3.2 | 2,087,018 | 31.1 | 33,527 | 42,592 | 1,094,681 | 38.8 | 16,602 | 22,340 | .0461 | .0458 |
| Madison | 37.3 | 38.9 | 4.3 | 12.7 | 5.0 | 514,119 | 31.6 | 32,278 | 40,482 | 209,918 | 9.8 | 15,798 | 16,529 | .0117 | .0111 |
| Pickaway | 48.6 | 50.4 | 3.7 | 16.4 | 4.5 | 689,828 | 33.5 | 32,915 | 42,063 | 240,597 | 24.5 | 12,310 | 14,671 | .0145 | .0141 |
| Union | 32.3 | 34.1 | 5.6 | 11.8 | 5.4 | 710,001 | 55.2 | 40,850 | 60,170 | 184,101 | 32.4 | 12,412 | 15,602 | .0115 | .0124 |
| **DAYTON - SPRINGFIELD** | **953.8** | **970.6** | **1.8** | **373.0** | **2.1** | **17,292,839** | **33.2** | **35,540** | **46,361** | **8,613,676** | **27.1** | **18,560** | **23,093** | **.3741** | **.3635** |
| Clark | 147.6 | 148.2 | .4 | 55.5 | .5 | 2,427,879 | 31.5 | 33,445 | 43,746 | 1,277,625 | 31.6 | 17,592 | 23,020 | .0542 | .0527 |
| Greene | 137.5 | 142.1 | 3.3 | 50.5 | 3.9 | 2,891,849 | 42.5 | 41,742 | 57,264 | 1,030,277 | 32.1 | 16,052 | 20,402 | .0530 | .0542 |
| Miami | 93.6 | 96.0 | 2.6 | 35.6 | 2.6 | 1,643,597 | 34.6 | 35,180 | 46,168 | 801,397 | 27.5 | 18,107 | 22,511 | .0354 | .0347 |
| Montgomery | 575.1 | 584.3 | 1.6 | 231.4 | 2.1 | 10,329,514 | 31.0 | 34,775 | 44,639 | 5,504,377 | 25.1 | 19,403 | 23,787 | .2315 | .2219 |
| **HAMILTON - MIDDLETOWN** | **294.2** | **310.3** | **5.5** | **111.3** | **5.4** | **4,564,857** | **28.1** | **33,741** | **41,014** | **1,834,532** | **16.8** | **14,877** | **16,483** | **.1005** | **.0945** |
| Butler | 294.2 | 310.3 | 5.5 | 111.3 | 5.4 | 4,564,857 | 28.1 | 33,741 | 41,014 | 1,834,532 | 16.8 | 14,877 | 16,483 | .1005 | .0945 |
| **LIMA** | **154.6** | **156.8** | **1.4** | **56.6** | **2.0** | **2,401,861** | **30.2** | **33,234** | **42,436** | **1,686,458** | **41.6** | **21,455** | **29,796** | **.0585** | **.0583** |
| Allen | 109.8 | 110.5 | .6 | 39.8 | 1.0 | 1,681,680 | 28.6 | 33,199 | 42,253 | 1,357,561 | 44.5 | 23,853 | 34,110 | .0431 | .0430 |
| Auglaize | 44.8 | 46.3 | 3.3 | 16.8 | 4.3 | 720,181 | 34.3 | 33,320 | 42,868 | 328,897 | 31.1 | 15,587 | 19,577 | .0154 | .0153 |
| **LORAIN - ELYRIA** | **271.3** | **273.3** | **.7** | **97.0** | **.9** | **4,378,967** | **26.9** | **35,906** | **45,144** | **2,031,357** | **26.6** | **16,693** | **20,942** | **.0976** | **.0923** |
| Lorain | 271.3 | 273.3 | .7 | 97.0 | .9 | 4,378,967 | 26.9 | 35,906 | 45,144 | 2,031,357 | 26.6 | 16,693 | 20,942 | .0976 | .0923 |
| **MANSFIELD** | **126.0** | **126.0** | **.0** | **48.0** | **1.1** | **1,960,515** | **28.1** | **32,227** | **40,844** | **1,301,793** | **35.2** | **20,272** | **27,121** | **.0479** | **.0463** |
| Richland | 126.0 | 126.0 | .0 | 48.0 | 1.1 | 1,960,515 | 28.1 | 32,227 | 40,844 | 1,301,793 | 35.2 | 20,272 | 27,121 | .0479 | .0463 |
| **PARKERSBURG - MARIETTA** | **148.4** | **144.4** | **-2.7** | **56.6** | **-1.6** | **2,281,488** | **31.9** | **30,084** | **40,309** | **1,355,690** | **26.3** | **18,669** | **23,952** | **.0544** | **.0520** |
| Washington | 62.1 | 61.2 | -1.4 | 23.6 | .0 | 882,317 | 24.4 | 30,049 | 37,386 | 393,407 | 12.4 | 14,836 | 16,670 | .0210 | .0188 |
| *Wood, W. Va.* | *86.3* | *83.2* | *-3.6* | *33.0* | *-2.7* | *1,399,171* | *37.1* | *30,109* | *42,399* | *962,283* | *33.0* | *21,337* | *29,160* | *.0334* | *.0332* |

# METRO/COUNTY 1995 PROJECTIONS

S&MM ESTIMATES

| METRO AREA County | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990-1995 | 12/31/95 Households (Thous.) | % Change 1990-1995 | 1995 EBI ($000) | % Change 1990-1995 | Average Household EBI | | 1995 Retail Sales ($000) | % Change 1990-1995 | Retail Sales Per Household | | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 1990 | 1995 | | | 1990 | 1995 | 1990 | 1995 |
| **OHIO (continued)** | | | | | | | | | | | | | | | |
| **STEUBENVILLE - WEIRTON** | **141.2** | **134.3** | **-4.9** | **53.0** | **-2.9** | **2,051,848** | **21.4** | **30,965** | **38,714** | **867,363** | **15.3** | **13,774** | **16,365** | **.0478** | **.0426** |
| Jefferson | 79.6 | 75.3 | -4.8 | 30.2 | -2.6 | 1,134,757 | 17.5 | 31,165 | 37,575 | 566,238 | 14.5 | 15,950 | 18,750 | .0283 | .0249 |
| *Brooke, W. Va.* | *26.7* | *25.3* | *-5.2* | *9.6* | *-4.0* | *345,537* | *22.1* | *28,288* | *35,993* | *123,011* | *17.0* | *10,517* | *12,814* | *.0079* | *.0070* |
| *Hancock, W. Va.* | *34.9* | *33.2* | *-4.9* | *13.2* | *-2.9* | *571,554* | *29.4* | *32,479* | *43,300* | *178,114* | *16.8* | *11,208* | *13,493* | *.0116* | *.0107* |
| **TOLEDO** | **614.8** | **620.8** | **1.0** | **233.6** | **1.1** | **10,498,437** | **29.5** | **35,087** | **44,942** | **6,030,236** | **32.5** | **19,703** | **25,814** | **.2404** | **.2327** |
| Fulton | 38.7 | 39.7 | 2.6 | 14.0 | 2.9 | 710,944 | 38.9 | 37,624 | 50,782 | 369,574 | 51.2 | 17,967 | 26,398 | .0145 | .0151 |
| Lucas | 462.3 | 464.0 | .4 | 178.5 | .6 | 7,704,057 | 27.1 | 34,150 | 43,160 | 4,815,951 | 32.6 | 20,460 | 26,980 | .1837 | .1763 |
| Wood | 113.8 | 117.1 | 2.9 | 41.1 | 3.0 | 2,083,436 | 36.0 | 38,392 | 50,692 | 844,711 | 25.1 | 16,926 | 20,553 | .0422 | .0413 |
| **YOUNGSTOWN - WARREN** | **490.2** | **477.7** | **-2.5** | **184.7** | **-.8** | **7,759,484** | **24.6** | **33,438** | **42,011** | **4,588,060** | **31.9** | **18,682** | **24,841** | **.1858** | **.1755** |
| Mahoning | 263.3 | 254.9 | -3.2 | 99.4 | -1.1 | 3,464,601 | 16.9 | 29,479 | 34,855 | 2,483,348 | 30.5 | 18,942 | 24,983 | .0949 | .0869 |
| Trumbull | 226.9 | 222.8 | -1.8 | 85.3 | -.5 | 4,294,883 | 31.6 | 38,079 | 50,350 | 2,104,712 | 33.6 | 18,377 | 24,674 | .0909 | .0886 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Adams | 25.6 | 26.6 | 3.9 | 9.7 | 4.3 | 248,859 | 24.9 | 21,424 | 25,656 | 148,990 | 30.8 | 12,244 | 15,360 | .0068 | .0065 |
| Allen | 109.8 | 110.5 | .6 | 39.8 | 1.0 | 1,681,680 | 28.6 | 33,199 | 42,253 | 1,357,561 | 44.5 | 23,853 | 34,110 | .0431 | .0430 |
| Ashland | 47.7 | 48.6 | 1.9 | 17.6 | 2.3 | 697,935 | 28.6 | 31,542 | 39,655 | 266,649 | 15.2 | 13,452 | 15,151 | .0153 | .0144 |
| Ashtabula | 99.7 | 99.1 | -.6 | 36.8 | .3 | 1,482,971 | 26.8 | 31,859 | 40,298 | 681,604 | 22.7 | 15,131 | 18,522 | .0338 | .0317 |
| Athens | 59.9 | 61.6 | 2.8 | 20.7 | 2.0 | 962,064 | 47.3 | 32,168 | 46,477 | 338,238 | 23.2 | 13,528 | 16,340 | .0188 | .0189 |
| Auglaize | 44.8 | 46.3 | 3.3 | 16.8 | 4.3 | 720,181 | 34.3 | 33,320 | 42,868 | 328,897 | 31.1 | 15,587 | 19,577 | .0154 | .0153 |
| ☐ Belmont | 70.4 | 66.9 | -5.0 | 27.0 | -3.2 | 949,810 | 17.7 | 28,915 | 35,178 | 641,861 | 30.3 | 17,662 | 23,773 | .0253 | .0230 |
| Brown | 35.3 | 37.4 | 5.9 | 13.2 | 5.6 | 449,077 | 30.6 | 27,512 | 34,021 | 123,173 | 28.3 | 7,682 | 9,331 | .0093 | .0093 |
| Butler | 294.2 | 310.3 | 5.5 | 111.3 | 5.4 | 4,564,857 | 28.1 | 33,741 | 41,014 | 1,834,532 | 16.8 | 14,877 | 16,483 | .1005 | .0945 |
| Carroll | 26.6 | 27.1 | 1.9 | 10.0 | 3.1 | 351,795 | 25.8 | 28,821 | 35,180 | 151,265 | 38.4 | 11,267 | 15,127 | .0079 | .0076 |
| Champaign | 36.3 | 37.9 | 4.4 | 14.0 | 4.5 | 619,695 | 38.7 | 33,352 | 44,264 | 199,283 | 25.8 | 11,820 | 14,235 | .0120 | .0119 |
| Clark | 147.6 | 148.2 | .4 | 55.5 | .5 | 2,427,879 | 31.5 | 33,445 | 43,746 | 1,277,625 | 31.6 | 17,592 | 23,020 | .0542 | .0527 |
| Clermont | 152.1 | 164.0 | 7.8 | 58.0 | 8.6 | 2,400,354 | 32.4 | 33,950 | 41,385 | 1,124,693 | 26.3 | 16,679 | 19,391 | .0529 | .0519 |
| Clinton | 35.6 | 36.7 | 3.1 | 13.6 | 3.8 | 542,021 | 33.8 | 30,926 | 39,854 | 347,717 | 44.7 | 18,343 | 25,567 | .0124 | .0128 |
| Columbiana | 108.1 | 107.2 | -.8 | 40.9 | .5 | 1,469,396 | 22.3 | 29,515 | 35,927 | 625,207 | 15.9 | 13,251 | 15,286 | .0348 | .0314 |
| Coshocton | 35.4 | 35.6 | .6 | 13.6 | 1.5 | 499,225 | 26.1 | 29,536 | 36,708 | 209,876 | 36.9 | 11,441 | 15,432 | .0111 | .0106 |
| Crawford | 47.8 | 47.3 | -1.0 | 18.3 | -.5 | 635,532 | 20.4 | 28,679 | 34,729 | 309,597 | 27.5 | 13,200 | 16,918 | .0154 | .0141 |
| Cuyahoga | 1,404.6 | 1,366.4 | -2.7 | 551.9 | -1.5 | 27,205,327 | 30.1 | 37,333 | 49,294 | 12,239,873 | 21.2 | 18,033 | 22,178 | .5785 | .5431 |
| Darke | 53.7 | 54.2 | .9 | 19.7 | 1.0 | 730,362 | 24.9 | 29,982 | 37,074 | 500,402 | 44.1 | 17,814 | 25,401 | .0184 | .0180 |
| Defiance | 39.4 | 40.0 | 1.5 | 14.3 | 1.4 | 576,145 | 22.5 | 33,345 | 40,290 | 350,371 | 32.0 | 18,819 | 24,501 | .0142 | .0136 |
| Delaware | 68.1 | 75.0 | 10.1 | 26.0 | 10.6 | 1,347,230 | 45.9 | 39,280 | 51,817 | 372,756 | 21.1 | 13,103 | 14,337 | .0238 | .0245 |
| Erie | 76.7 | 76.7 | .0 | 29.1 | .7 | 1,143,618 | 20.4 | 32,859 | 39,300 | 751,630 | 28.5 | 20,232 | 25,829 | .0294 | .0273 |
| Fairfield | 104.5 | 110.4 | 5.6 | 39.3 | 5.6 | 1,575,161 | 29.3 | 32,740 | 40,080 | 595,224 | 18.0 | 13,562 | 15,146 | .0341 | .0324 |
| Fayette | 27.4 | 27.3 | -.4 | 10.2 | .0 | 287,263 | 18.2 | 23,828 | 28,163 | 212,372 | 14.5 | 18,188 | 20,821 | .0087 | .0077 |
| Franklin | 970.0 | 1,023.6 | 5.5 | 404.1 | 5.7 | 19,027,497 | 39.4 | 35,711 | 47,086 | 10,976,185 | 30.0 | 22,090 | 27,162 | .4125 | .4151 |
| Fulton | 38.7 | 39.7 | 2.6 | 14.0 | 2.9 | 710,944 | 38.9 | 37,624 | 50,782 | 369,574 | 51.2 | 17,967 | 26,398 | .0145 | .0151 |
| Gallia | 31.0 | 31.5 | 1.6 | 11.7 | 2.6 | 406,469 | 26.4 | 28,210 | 34,741 | 245,948 | 23.5 | 17,467 | 21,021 | .0104 | .0097 |
| Geauga | 81.9 | 86.6 | 5.7 | 28.9 | 6.3 | 1,803,470 | 39.4 | 47,573 | 62,404 | 424,135 | 19.1 | 13,093 | 14,676 | .0308 | .0309 |
| Greene | 137.5 | 142.1 | 3.3 | 50.5 | 3.9 | 2,891,849 | 42.5 | 41,742 | 57,264 | 1,030,277 | 32.1 | 16,052 | 20,402 | .0530 | .0542 |
| Guernsey | 38.9 | 38.3 | -1.5 | 14.7 | -.7 | 526,373 | 25.9 | 28,247 | 35,808 | 284,526 | 27.2 | 15,110 | 19,356 | .0128 | .0119 |
| Hamilton | 865.7 | 866.1 | .0 | 342.9 | 1.2 | 19,063,883 | 41.5 | 39,779 | 55,596 | 9,117,231 | 28.1 | 21,007 | 26,589 | .3796 | .3804 |
| Hancock | 65.6 | 66.4 | 1.2 | 25.0 | 1.2 | 1,364,763 | 40.9 | 39,207 | 54,591 | 764,184 | 42.7 | 21,688 | 30,567 | .0279 | .0289 |
| Hardin | 31.1 | 30.8 | -1.0 | 11.2 | .0 | 348,213 | 15.9 | 26,830 | 31,090 | 166,641 | 26.3 | 11,778 | 14,879 | .0090 | .0082 |
| Harrison | 15.9 | 15.1 | -5.0 | 5.8 | -3.3 | 193,808 | 17.2 | 27,560 | 33,415 | 48,874 | 8.9 | 7,483 | 8,427 | .0045 | .0037 |
| Henry | 29.1 | 29.4 | 1.0 | 10.6 | 1.9 | 478,676 | 31.6 | 34,965 | 45,158 | 170,314 | 22.8 | 13,340 | 16,067 | .0098 | .0095 |
| Highland | 36.0 | 37.7 | 4.7 | 14.0 | 5.3 | 463,028 | 32.5 | 26,275 | 33,073 | 229,863 | 34.4 | 12,857 | 16,419 | .0107 | .0105 |
| Hocking | 25.7 | 26.4 | 2.7 | 9.7 | 3.2 | 283,548 | 22.2 | 24,685 | 29,232 | 157,397 | 29.5 | 12,934 | 16,226 | .0073 | .0069 |
| Holmes | 33.1 | 34.6 | 4.5 | 9.7 | 3.2 | 385,165 | 32.9 | 30,822 | 39,708 | 169,877 | 25.3 | 14,426 | 17,513 | .0091 | .0089 |
| Huron | 56.4 | 57.8 | 2.5 | 20.8 | 2.5 | 819,913 | 26.6 | 31,911 | 39,419 | 491,006 | 32.7 | 18,227 | 23,606 | .0199 | .0191 |
| Jackson | 30.2 | 30.0 | -.7 | 11.3 | .9 | 341,238 | 24.0 | 24,574 | 30,198 | 177,935 | 17.4 | 13,528 | 15,746 | .0088 | .0081 |
| Jefferson | 79.6 | 75.8 | -4.8 | 30.2 | -2.6 | 1,134,757 | 17.5 | 31,165 | 37,575 | 566,238 | 14.5 | 15,950 | 18,750 | .0283 | .0249 |
| Knox | 47.6 | 48.3 | 1.5 | 17.6 | 1.7 | 654,008 | 28.7 | 29,376 | 37,160 | 259,801 | 19.9 | 12,524 | 14,761 | .0147 | .0137 |
| Lake | 215.8 | 218.0 | 1.0 | 82.4 | 2.4 | 4,024,344 | 27.7 | 39,141 | 48,839 | 2,216,633 | 20.2 | 22,915 | 26,901 | .0928 | .0866 |
| ☐ Lawrence | 61.8 | 61.6 | -.3 | 22.9 | .0 | 835,184 | 27.3 | 28,643 | 36,471 | 329,451 | 35.6 | 10,613 | 14,387 | .0184 | .0176 |
| Licking | 128.9 | 132.6 | 2.9 | 49.0 | 3.2 | 2,087,018 | 31.1 | 33,527 | 42,592 | 1,094,681 | 38.8 | 16,602 | 22,340 | .0461 | .0458 |
| Logan | 42.6 | 44.5 | 4.5 | 16.8 | 4.3 | 667,770 | 37.1 | 30,253 | 39,748 | 270,856 | 25.6 | 13,391 | 16,122 | .0140 | .0137 |
| Lorain | 271.3 | 273.3 | .7 | 97.0 | .9 | 4,378,967 | 26.9 | 35,906 | 45,144 | 2,031,357 | 26.6 | 16,693 | 20,942 | .0976 | .0923 |
| Lucas | 462.3 | 464.0 | .4 | 178.5 | .6 | 7,704,057 | 27.1 | 34,150 | 43,160 | 4,815,951 | 32.6 | 20,460 | 26,980 | .1837 | .1763 |
| Madison | 37.3 | 38.9 | 4.3 | 12.7 | 5.0 | 514,119 | 31.6 | 32,278 | 40,482 | 209,918 | 9.8 | 15,798 | 16,529 | .0117 | .0111 |
| Mahoning | 263.3 | 254.9 | -3.2 | 99.4 | -1.1 | 3,464,601 | 16.9 | 29,479 | 34,855 | 2,483,348 | 30.5 | 18,942 | 24,983 | .0949 | .0869 |
| Marion | 64.1 | 63.1 | -1.6 | 23.1 | -1.3 | 883,825 | 22.2 | 30,912 | 38,261 | 473,132 | 15.5 | 17,510 | 20,482 | .0223 | .0200 |
| Medina | 123.5 | 130.3 | 5.5 | 44.5 | 5.5 | 2,575,497 | 40.3 | 43,488 | 57,876 | 986,873 | 28.0 | 18,264 | 22,177 | .0488 | .0492 |
| Meigs | 22.9 | 22.7 | -.9 | 8.6 | .0 | 228,497 | 16.6 | 22,788 | 26,569 | 105,176 | 20.8 | 10,128 | 12,230 | .0062 | .0055 |

# METRO/COUNTY 1995 PROJECTIONS

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990-1995 | 12/31/95 Households (Thous.) | % Change 1990-1995 | 1995 EBI ($000) | % Change 1990-1995 | Average Household EBI |  | 1995 Retail Sales ($000) | % Change 1990-1995 | Retail Sales Per Household |  | Buying Power Index |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  |  |  |  |  |  | 1990 | 1995 |  |  | 1990 | 1995 | 1990 | 1995 |
| **OHIO (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **ALL COUNTIES (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Mercer | 39.6 | 40.7 | 2.8 | 14.0 | 3.7 | 768,822 | 44.7 | 39,349 | 54,916 | 321,411 | 42.4 | 16,721 | 22,958 | .0144 | .0152 |
| Miami | 93.6 | 96.0 | 2.6 | 35.6 | 2.6 | 1,643,597 | 34.6 | 35,180 | 46,168 | 801,397 | 27.5 | 18,107 | 22,511 | .0354 | .0347 |
| Monroe | 15.4 | 14.7 | -4.5 | 5.5 | -3.5 | 186,832 | 17.5 | 27,885 | 33,969 | 52,091 | 9.8 | 8,324 | 9,471 | .0043 | .0037 |
| Montgomery | 575.1 | 584.3 | 1.6 | 231.4 | 2.1 | 10,329,514 | 31.0 | 34,775 | 44,639 | 5,504,377 | 25.1 | 19,403 | 23,787 | .2315 | .2219 |
| Morgan | 14.2 | 14.3 | .7 | 5.3 | 1.9 | 169,865 | 26.1 | 25,908 | 32,050 | 33,376 | 7.6 | 5,967 | 6,297 | .0036 | .0032 |
| Morrow | 27.9 | 28.8 | 3.2 | 10.0 | 3.1 | 314,278 | 20.2 | 26,955 | 31,428 | 120,631 | 28.0 | 9,715 | 12,063 | .0074 | .0070 |
| Muskingum | 82.1 | 82.7 | .7 | 31.1 | 1.0 | 1,000,336 | 20.9 | 26,872 | 32,165 | 808,815 | 40.0 | 18,752 | 26,007 | .0280 | .0269 |
| Noble | 11.3 | 11.1 | -1.8 | 4.1 | .0 | 141,020 | 25.2 | 27,475 | 34,395 | 52,602 | 32.7 | 9,665 | 12,830 | .0032 | .0030 |
| Ottawa | 40.0 | 40.2 | .5 | 15.3 | .7 | 929,826 | 46.9 | 41,642 | 60,773 | 316,721 | 33.0 | 15,663 | 20,701 | .0162 | .0168 |
| Paulding | 20.5 | 20.7 | 1.0 | 7.4 | 1.4 | 308,622 | 27.6 | 33,144 | 41,706 | 64,166 | 17.7 | 7,468 | 8,671 | .0060 | .0057 |
| Perry | 31.6 | 32.2 | 1.9 | 11.5 | 1.8 | 416,650 | 31.2 | 28,107 | 36,230 | 110,933 | 22.5 | 8,014 | 9,646 | .0086 | .0082 |
| Pickaway | 48.6 | 50.4 | 3.7 | 16.4 | 4.5 | 689,828 | 33.5 | 32,915 | 42,063 | 240,597 | 24.5 | 12,310 | 14,671 | .0145 | .0141 |
| Pike | 24.4 | 25.4 | 4.1 | 9.4 | 5.6 | 339,541 | 40.4 | 27,178 | 36,121 | 125,551 | 22.3 | 11,538 | 13,356 | .0071 | .0070 |
| Portage | 143.2 | 147.0 | 2.7 | 50.8 | 2.6 | 2,679,754 | 39.4 | 38,829 | 52,751 | 899,865 | 26.4 | 14,384 | 17,714 | .0507 | .0506 |
| Preble | 40.3 | 41.6 | 3.2 | 14.8 | 2.8 | 877,980 | 51.9 | 40,133 | 59,323 | 193,250 | 31.6 | 10,199 | 13,057 | .0138 | .0149 |
| Putnam | 33.9 | 34.8 | 2.7 | 11.5 | 3.6 | 403,517 | 22.4 | 29,696 | 35,088 | 194,800 | 21.0 | 14,499 | 16,939 | .0101 | .0094 |
| Richland | 126.0 | 126.0 | .0 | 48.0 | 1.1 | 1,960,515 | 28.1 | 32,227 | 40,844 | 1,301,793 | 35.2 | 20,272 | 27,121 | .0479 | .0463 |
| Ross | 69.7 | 72.1 | 3.4 | 25.6 | 4.5 | 1,134,192 | 39.1 | 33,275 | 44,304 | 487;282 | 29.8 | 15,328 | 19,034 | .0235 | .0236 |
| Sandusky | 62.0 | 62.2 | .3 | 22.7 | .9 | 913,989 | 24.1 | 32,735 | 40,264 | 472,336 | 38.3 | 15,177 | 20,808 | .0211 | .0202 |
| Scioto | 80.1 | 79.1 | -1.2 | 29.7 | .0 | 1,037,853 | 28.8 | 27,121 | 34,945 | 541,006 | 20.6 | 15,104 | 18,216 | .0253 | .0236 |
| Seneca | 59.7 | 59.5 | -.3 | 21.3 | .0 | 802,757 | 22.8 | 30,688 | 37,688 | 396,854 | 25.3 | 14,867 | 18,632 | .0194 | .0181 |
| Shelby | 45.1 | 46.1 | 2.2 | 16.1 | 2.5 | 857,054 | 43.8 | 37,966 | 53,233 | 240,618 | 24.2 | 12,338 | 14,945 | .0154 | .0155 |
| Stark | 367.6 | 368.3 | .2 | 141.3 | 1.2 | 5,602,899 | 23.6 | 32,466 | 39,653 | 2,975,359 | 18.3 | 18,011 | 21,057 | .1357 | .1241 |
| Summit | 515.4 | 518.8 | .7 | 203.8 | 1.8 | 8,461,567 | 25.6 | 33,640 | 41,519 | 4,360,751 | 20.4 | 18,098 | 21,397 | .1975 | .1828 |
| Trumbull | 226.9 | 222.8 | -1.8 | 85.3 | -.5 | 4,294,883 | 31.6 | 38,079 | 50,350 | 2,104,712 | 33.6 | 18,377 | 24,674 | .0909 | .0886 |
| Tuscarawas | 84.2 | 84.8 | .7 | 32.6 | 1.9 | 1,135,511 | 24.1 | 28,588 | 34,832 | 738,954 | 33.0 | 17,364 | 22,667 | .0290 | .0276 |
| Union | 32.3 | 34.1 | 5.6 | 11.8 | 5.4 | 710,001 | 55.2 | 40,850 | 60,170 | 184,101 | 32.4 | 12,412 | 15,602 | .0115 | .0124 |
| Van Wert | 30.5 | 30.9 | 1.3 | 11.4 | .9 | 511,103 | 32.3 | 34,198 | 44,834 | 209,470 | 39.2 | 13,314 | 18,375 | .0104 | .0102 |
| Vinton | 11.1 | 11.0 | -.9 | 4.1 | .0 | 141,774 | 32.6 | 26,080 | 34,579 | 33,379 | 37.2 | 5,935 | 8,141 | .0028 | .0028 |
| Warren | 115.5 | 125.1 | 8.3 | 43.5 | 9.6 | 2,322,680 | 46.1 | 40,046 | 53,395 | 916,863 | 41.8 | 16,292 | 21,077 | .0426 | .0454 |
| Washington | 62.1 | 61.2 | -1.4 | 23.6 | .0 | 882,317 | 24.4 | 30,049 | 37,386 | 393,407 | 12.4 | 14,836 | 16,670 | .0210 | .0188 |
| Wayne | 102.3 | 107.3 | 4.9 | 38.0 | 5.8 | 1,824,208 | 40.2 | 36,241 | 48,005 | 791,684 | 39.2 | 15,842 | 20,834 | .0362 | .0373 |
| Williams | 37.1 | 38.0 | 2.4 | 14.3 | 2.9 | 553,145 | 27.3 | 31,268 | 38,681 | 261,669 | 28.2 | 14,684 | 18,299 | .0125 | .0121 |
| Wood | 113.8 | 117.1 | 2.9 | 41.1 | 3.0 | 2,083,436 | 36.0 | 38,392 | 50,692 | 844,711 | 25.1 | 16,926 | 20,553 | .0422 | .0413 |
| Wyandot | 22.2 | 22.0 | -.9 | 8.1 | .0 | 284,679 | 21.5 | 28,934 | 35,146 | 128,643 | 20.5 | 13,180 | 15,882 | .0068 | .0062 |
| **TOTAL METRO COUNTIES** | **8,580.4** | **8,683.7** | **1.2** | **3,325.2** | **1.9** | **155,101,452** | **32.4** | **35,896** | **46,644** | **77,104,072** | **26.5** | **18,686** | **23,188** | **3.3698** | **3.2554** |
| **TOTAL STATE** | **10,864.4** | **10,996.7** | **1.2** | **4,171.3** | **1.9** | **188,544,463** | **32.0** | **34,892** | **45,200** | **92,880,953** | **26.9** | **17,880** | **22,267** | **4.1227** | **3.9801** |
| **OKLAHOMA** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **ENID** | **55.7** | **51.9** | **-6.8** | **20.6** | **-6.4** | **772,909** | **21.4** | **28,936** | **37,520** | **593,376** | **47.5** | **18,292** | **28,805** | **.0202** | **.0195** |
| Garfield | 55.7 | 51.9 | -6.8 | 20.6 | -6.4 | 772,909 | 21.4 | 28,936 | 37,520 | 593,376 | 47.5 | 18,292 | 28,805 | .0202 | .0195 |
| **LAWTON** | **111.2** | **111.1** | **-.1** | **37.3** | **-.5** | **1,603,260** | **40.6** | **30,408** | **42,983** | **1,106,242** | **62.3** | **18,176** | **29,658** | **.0365** | **.0392** |
| Comanche | 111.2 | 111.1 | -.1 | 37.3 | -.5 | 1,603,260 | 40.6 | 30,408 | 42,983 | 1,106,242 | 62.3 | 18,176 | 29,658 | .0365 | .0392 |
| **OKLAHOMA CITY** | **962.1** | **985.2** | **2.4** | **377.9** | **2.4** | **16,089,479** | **39.2** | **31,330** | **42,576** | **11,462,368** | **57.8** | **19,682** | **30,332** | **.3623** | **.3872** |
| Canadian | 75.2 | 80.1 | 6.5 | 27.7 | 6.9 | 1,256,748 | 42.7 | 34,002 | 45,370 | 516,083 | 44.0 | 13,841 | 18,631 | .0245 | .0257 |
| Cleveland | 176.9 | 192.8 | 9.0 | 71.1 | 9.4 | 2,989,401 | 44.7 | 31,781 | 42,045 | 1,365,238 | 40.7 | 14,931 | 19,202 | .0597 | .0632 |
| Logan | 28.9 | 28.6 | -1.0 | 10.0 | -1.0 | 400,920 | 39.0 | 28,565 | 40,092 | 157,443 | 64.3 | 9,488 | 15,744 | .0080 | .0082 |
| McClain | 22.8 | 22.7 | -.4 | 8.3 | .0 | 309,836 | 35.3 | 27,583 | 37,330 | 180,540 | 63.6 | 13,299 | 21,752 | .0069 | .0071 |
| Oklahoma | 599.8 | 603.9 | .7 | 239.7 | .7 | 10,346,366 | 37.7 | 31,576 | 43,164 | 8,716,002 | 61.7 | 22,644 | 36,362 | .2446 | .2637 |
| Pottawatomie | 58.5 | 57.1 | -2.4 | 21.1 | -2.8 | 786,208 | 35.1 | 26,811 | 37,261 | 527,062 | 55.8 | 15,589 | 24,979 | .0185 | .0193 |
| **TULSA** | **711.0** | **726.3** | **2.2** | **285.7** | **2.7** | **12,211,959** | **38.7** | **31,662** | **42,744** | **8,569,945** | **63.6** | **18,842** | **29,996** | **.2695** | **.2906** |
| Creek | 60.7 | 59.8 | -1.5 | 22.0 | -1.8 | 960,257 | 42.4 | 30,108 | 43,648 | 340,733 | 61.5 | 9,417 | 15,488 | .0180 | .0188 |
| Osage | 41.3 | 39.6 | -4.1 | 14.6 | -4.6 | 515,755 | 24.6 | 27,050 | 35,326 | 119,249 | 35.3 | 5,761 | 8,168 | .0106 | .0099 |
| Rogers | 55.5 | 57.5 | 3.6 | 20.8 | 4.0 | 810,846 | 35.4 | 29,949 | 38,983 | 344,644 | 59.8 | 10,784 | 16,569 | .0166 | .0173 |
| Tulsa | 505.3 | 519.0 | 2.7 | 210.5 | 3.5 | 9,198,014 | 39.3 | 32,469 | 43,696 | 7,607,596 | 64.2 | 22,791 | 36,141 | .2115 | .2313 |
| Wagoner | 48.2 | 50.4 | 4.6 | 17.8 | 4.1 | 727,087 | 40.6 | 30,239 | 40,848 | 157,723 | 72.1 | 5,360 | 8,861 | .0128 | .0133 |
| **ALL COUNTIES** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Adair | 18.5 | 19.1 | 3.2 | 6.6 | 3.1 | 173,303 | 40.2 | 19,309 | 26,258 | 74,876 | 70.1 | 6,878 | 11,345 | .0041 | .0042 |
| Alfalfa | 6.3 | 5.8 | -7.9 | 2.2 | -8.3 | 118,125 | 45.3 | 33,863 | 53,693 | 23,959 | 19.3 | 8,365 | 10,890 | .0019 | .0020 |
| Atoka | 12.8 | 12.8 | .0 | 4.5 | .0 | 131,354 | 38.0 | 21,154 | 29,190 | 102,483 | 62.5 | 14,013 | 22,774 | .0034 | .0037 |
| Beaver | 5.9 | 5.5 | -6.8 | 2.1 | -8.7 | 78,625 | 20.0 | 28,478 | 37,440 | 31,589 | 74.8 | 7,856 | 15,042 | .0017 | .0016 |
| Beckham | 18.5 | 17.1 | -7.6 | 6.7 | -6.9 | 215,112 | 20.9 | 24,705 | 32,106 | 137,152 | 23.6 | 15,411 | 20,470 | .0060 | .0053 |

# METRO/COUNTY 1995 PROJECTIONS

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990–1995 | 12/31/95 Households (Thous.) | % Change 1990–1995 | 1995 EBI ($000) | % Change 1990–1995 | Average Household EBI 1990 | Average Household EBI 1995 | 1995 Retail Sales ($000) | % Change 1990–1995 | Retail Sales Per Household 1990 | Retail Sales Per Household 1995 | Buying Power Index 1990 | Buying Power Index 1995 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **OKLAHOMA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Blaine | 11.3 | 10.5 | -7.1 | 4.0 | -9.1 | 169,990 | 31.3 | 29,431 | 42,498 | 55,959 | 37.1 | 9,274 | 13,990 | .0034 | .0033 |
| Bryan | 32.2 | 33.0 | 2.5 | 12.8 | 1.6 | 278,759 | 23.4 | 17,932 | 21,778 | 243,980 | 51.9 | 12,751 | 19,061 | .0083 | .0084 |
| Caddo | 29.3 | 28.2 | -3.8 | 10.3 | -4.6 | 350,665 | 31.0 | 24,790 | 34,045 | 169,070 | 52.0 | 10,297 | 16,415 | .0082 | .0080 |
| Canadian | 75.2 | 80.1 | 6.5 | 27.7 | 6.9 | 1,256,748 | 42.7 | 34,002 | 45,370 | 516,083 | 44.0 | 13,841 | 18,631 | .0245 | .0257 |
| Carter | 42.5 | 40.6 | -4.5 | 15.8 | -3.7 | 519,955 | 25.5 | 25,258 | 32,909 | 459,187 | 53.7 | 18,220 | 29,062 | .0142 | .0143 |
| Cherokee | 34.3 | 35.7 | 4.1 | 13.3 | 3.9 | 356,124 | 34.7 | 20,651 | 26,776 | 257,010 | 59.6 | 12,581 | 19,324 | .0093 | .0097 |
| Choctaw | 15.3 | 15.1 | -1.3 | 5.9 | -1.7 | 154,451 | 31.4 | 19,595 | 26,178 | 99,178 | 54.3 | 10,710 | 16,810 | .0038 | .0040 |
| Cimarron | 3.3 | 3.4 | 3.0 | 1.3 | .0 | 38,449 | 27.6 | 23,187 | 29,576 | 28,102 | 68.6 | 12,820 | 21,617 | .0011 | .0010 |
| Cleveland | 176.9 | 192.8 | 9.0 | 71.1 | 9.4 | 2,989,401 | 44.7 | 31,781 | 42,045 | 1,365,238 | 40.7 | 14,931 | 19,202 | .0597 | .0632 |
| Coal | 5.8 | 5.6 | -3.4 | 2.2 | -4.3 | 47,455 | 20.3 | 17,149 | 21,570 | 20,948 | 40.5 | 6,483 | 9,522 | .0012 | .0012 |
| Comanche | 111.2 | 111.1 | -.1 | 37.3 | -.5 | 1,603,260 | 40.6 | 30,408 | 42,983 | 1,106,242 | 62.3 | 18,176 | 29,658 | .0365 | .0392 |
| Cotton | 6.6 | 6.3 | -4.5 | 2.5 | -3.8 | 67,893 | 26.3 | 20,669 | 27,157 | 22,430 | 17.0 | 7,375 | 8,972 | .0016 | .0013 |
| Craig | 14.0 | 13.6 | -2.9 | 5.1 | -1.9 | 130,840 | 20.9 | 20,809 | 25,655 | 122,851 | 48.6 | 15,893 | 24,088 | .0041 | .0041 |
| Creek | 60.7 | 59.8 | -1.5 | 22.0 | -1.8 | 960,257 | 42.4 | 30,108 | 43,648 | 340,733 | 61.5 | 9,417 | 15,488 | .0180 | .0188 |
| Custer | 26.6 | 25.4 | -4.5 | 9.3 | -5.1 | 415,292 | 36.1 | 31,138 | 44,655 | 281,118 | 60.3 | 17,899 | 30,228 | .0093 | .0098 |
| Delaware | 28.4 | 30.0 | 5.6 | 11.9 | 7.2 | 289,304 | 37.0 | 19,022 | 24,311 | 198,035 | 65.5 | 10,781 | 16,642 | .0074 | .0078 |
| Dewey | 5.5 | 5.1 | -7.3 | 2.1 | -4.5 | 95,564 | 42.7 | 30,440 | 45,507 | 24,863 | 51.7 | 7,452 | 11,840 | .0015 | .0017 |
| Ellis | 4.4 | 3.9 | -11.4 | 1.6 | -11.1 | 55,248 | 18.5 | 25,893 | 34,530 | 23,529 | 39.3 | 9,384 | 14,706 | .0014 | .0012 |
| Garfield | 55.7 | 51.9 | -6.8 | 20.6 | -6.4 | 772,909 | 21.4 | 28,936 | 37,520 | 593,376 | [illegible] | 18,292 | 28,805 | .0202 | .0195 |
| Garvin | 26.3 | 24.8 | -5.7 | 9.7 | -5.8 | 333,400 | 29.7 | 24,956 | 34,371 | 186,688 | 49.6 | 12,116 | 19,246 | .0079 | .0077 |
| Grady | 41.6 | 40.7 | -2.2 | 15.1 | -2.6 | 471,986 | 24.2 | 24,525 | 31,257 | 318,031 | 50.2 | 13,662 | 21,062 | .0122 | .0121 |
| Grant | 5.6 | 5.1 | -8.9 | 2.1 | -8.7 | 84,365 | 28.4 | 28,557 | 40,174 | 15,933 | 11.0 | 6,238 | 7,587 | .0016 | .0015 |
| Greer | 6.5 | 6.2 | -4.6 | 2.4 | -4.0 | 66,307 | 27.0 | 20,886 | 27,628 | 24,011 | 53.0 | 6,278 | 10,005 | .0016 | .0014 |
| Harmon | 3.7 | 3.4 | -8.1 | 1.3 | -7.1 | 24,008 | 9.3 | 15,683 | 18,468 | 17,052 | 43.2 | 8,504 | 13,117 | .0008 | .0007 |
| Harper | 4.0 | 3.7 | -7.5 | 1.5 | -6.3 | 47,269 | 16.0 | 25,459 | [illegible] | 18,257 | 42.3 | 8,021 | 12,171 | .0011 | .0010 |
| Haskell | 10.9 | 10.5 | -3.7 | 4.1 | -4.7 | 112,969 | 28.4 | 20,467 | 27,553 | 77,263 | 55.7 | 11,541 | 18,845 | .0029 | .0030 |
| Hughes | 12.9 | 12.4 | -3.9 | 5.0 | -3.8 | 125,194 | 28.1 | 18,793 | 25,039 | 67,013 | 46.3 | 8,809 | 13,403 | .0032 | .0031 |
| Jackson | 28.5 | 27.5 | -3.5 | 10.0 | -3.8 | 322,154 | 28.3 | 24,145 | 32,215 | 292,805 | 53.3 | 18,371 | 29,281 | .0090 | .0091 |
| Jefferson | 6.9 | 6.4 | -7.2 | 2.6 | -7.1 | 52,868 | 8.7 | 17,369 | 20,334 | 34,409 | 38.1 | 8,899 | 13,234 | .0017 | .0015 |
| Johnston | 10.0 | 9.9 | -1.0 | 3.7 | -2.6 | 81,379 | 25.2 | 17,110 | 21,994 | 42,096 | 60.8 | 6,889 | 11,377 | .0021 | .0021 |
| Kay | 47.7 | 46.2 | -3.1 | 18.5 | -2.1 | 774,589 | 36.4 | 30,056 | 41,870 | 504,533 | 58.8 | 16,809 | 27,272 | .0172 | .0180 |
| Kingfisher | 13.0 | 12.0 | -7.7 | 4.5 | -8.2 | 166,910 | 19.8 | 28,431 | 37,091 | 94,578 | 43.2 | 13,476 | 21,017 | .0042 | .0038 |
| Kiowa | 11.3 | 10.9 | -3.5 | 4.4 | -2.2 | 110,262 | 24.4 | 19,694 | 25,060 | 69,319 | 51.2 | 10,188 | 15,754 | .0029 | .0029 |
| Latimer | 10.4 | 10.8 | 3.8 | 3.9 | 5.4 | 106,249 | 40.7 | 20,415 | 27,243 | 47,312 | 61.0 | 7,940 | 12,131 | .0024 | .0026 |
| Le Flore | 43.7 | 45.9 | 5.0 | 16.9 | 5.0 | 478,472 | 40.3 | 21,179 | 28,312 | 268,176 | 70.1 | 9,795 | 15,868 | .0110 | .0118 |
| Lincoln | 29.2 | 29.3 | .3 | 10.8 | .0 | 371,523 | 37.7 | 24,990 | 34,400 | 143,331 | 61.7 | 8,210 | 13,271 | .0076 | .0080 |
| Logan | 28.9 | 28.6 | -1.0 | 10.0 | -1.0 | 400,920 | 39.0 | 28,565 | 40,092 | 157,443 | 64.3 | 9,488 | 15,744 | .0080 | .0082 |
| Love | 8.2 | 8.5 | 3.7 | 3.1 | 3.3 | 90,571 | 32.5 | 22,783 | 29,216 | 65,033 | 79.8 | 12,058 | 20,978 | .0023 | .0026 |
| McClain | 22.8 | 22.7 | -.4 | 8.3 | .0 | 309,836 | 35.3 | 27,583 | 37,330 | 180,540 | 63.6 | 13,299 | 21,752 | .0069 | .0071 |
| McCurtain | 33.4 | 33.4 | .0 | 12.3 | .8 | 292,431 | 26.7 | 18,916 | 23,775 | 294,744 | 58.1 | 15,276 | 23,963 | .0090 | .0093 |
| McIntosh | 16.8 | 16.8 | .0 | 6.9 | 1.5 | 189,448 | 37.4 | 20,281 | 27,456 | 143,152 | 62.3 | 12,970 | 20,747 | .0049 | .0051 |
| Major | 8.0 | 7.6 | -5.0 | 3.0 | -3.2 | 98,224 | 21.5 | 26,076 | 32,741 | 60,853 | 37.2 | 14,306 | 20,284 | .0024 | .0023 |
| Marshall | 10.8 | 10.7 | -.9 | 4.3 | .0 | 114,835 | 28.4 | 20,796 | 26,706 | 88,344 | 68.1 | 12,224 | 20,545 | .0031 | .0031 |
| Mayes | 33.4 | 33.5 | .3 | 12.8 | .8 | 406,239 | 34.0 | 23,865 | 31,737 | 283,932 | 57.8 | 14,165 | 22,182 | .0099 | .0105 |
| Murray | 11.9 | 11.4 | -4.2 | 4.4 | -4.3 | 121,788 | 21.1 | 21,861 | 27,679 | 95,704 | 44.9 | 14,355 | 21,751 | .0036 | .0033 |
| Muskogee | 68.0 | 67.4 | -.9 | 24.9 | -.8 | 768,523 | 29.8 | 23,588 | 30,864 | 652,877 | 55.6 | 16,713 | 26,220 | .0207 | .0213 |
| Noble | 10.9 | 10.4 | -4.6 | 4.0 | -4.8 | 162,944 | 34.7 | 28,793 | 40,736 | 69,218 | 55.6 | 10,591 | 17,305 | .0034 | .0034 |
| Nowata | 9.9 | 9.3 | -6.1 | 3.8 | -5.0 | 134,247 | 30.7 | 25,669 | 35,328 | 44,540 | 50.7 | 7,388 | 11,721 | .0028 | .0026 |
| Okfuskee | 11.5 | 11.3 | -1.7 | 4.1 | .0 | 149,281 | 57.8 | 23,073 | 36,410 | 71,332 | 84.6 | 9,425 | 17,398 | .0029 | .0034 |
| Oklahoma | 599.8 | 603.9 | .7 | 239.7 | .7 | 10,346,366 | 37.7 | 31,578 | 43,164 | 8,716,002 | 61.7 | 22,644 | 36,362 | .2446 | .2637 |
| Okmulgee | 36.2 | 34.7 | -4.1 | 13.4 | -3.6 | 437,596 | 33.2 | 23,632 | 32,656 | 252,097 | 56.1 | 11,615 | 18,813 | .0103 | .0103 |
| Osage | 41.3 | 39.6 | -4.1 | 14.6 | -4.6 | 515,755 | 24.6 | 27,050 | 35,326 | 119,249 | 35.3 | 5,761 | 8,168 | .0106 | .0099 |
| Ottawa | 30.3 | 29.0 | -4.3 | 11.5 | -4.2 | 326,261 | 23.6 | 21,995 | 28,371 | 277,900 | 52.2 | 15,217 | 24,165 | .0093 | .0091 |
| Pawnee | 15.5 | 15.2 | -1.9 | 5.9 | -1.7 | 208,159 | 31.6 | 26,358 | 35,281 | 158,711 | 74.6 | 15,146 | 26,900 | .0050 | .0053 |
| Payne | 61.2 | 59.9 | -2.1 | 23.0 | -3.0 | 823,864 | 30.8 | 26,567 | 35,820 | 518,933 | 52.6 | 14,344 | 22,562 | .0195 | .0197 |
| Pittsburg | 40.5 | 39.7 | -2.0 | 15.6 | -1.9 | 396,767 | 23.0 | 20,294 | 25,434 | 361,610 | 53.7 | 14,798 | 23,180 | .0118 | .0117 |
| Pontotoc | 34.1 | 34.3 | .6 | 13.4 | .8 | 448,189 | 37.8 | 24,458 | 33,447 | 274,077 | 43.4 | 14,369 | 20,454 | .0105 | .0107 |
| Pottawatomie | 58.5 | 57.1 | -2.4 | 21.1 | -2.8 | 786,208 | 35.1 | 26,811 | 37,261 | 527,062 | 55.8 | 15,589 | 24,979 | .0185 | .0193 |
| Pushmataha | 10.9 | 10.4 | -4.6 | 4.2 | -2.3 | 98,597 | 26.8 | 18,079 | 23,475 | 93,708 | 73.0 | 12,596 | 22,311 | .0030 | .0030 |
| Roger Mills | 4.0 | 3.6 | -10.0 | 1.4 | -6.7 | 83,883 | 48.6 | 37,624 | 59,916 | 13,967 | 56.6 | 5,947 | 9,976 | .0012 | .0012 |
| Rogers | 55.5 | 57.5 | 3.6 | 20.8 | 4.0 | 810,846 | 35.4 | 29,949 | 38,983 | 344,644 | 59.8 | 10,784 | 16,569 | .0166 | .0173 |
| Seminole | 25.0 | 23.4 | -6.4 | 8.9 | -6.3 | 302,230 | 30.7 | 24,332 | 33,958 | 149,657 | 52.2 | 10,351 | 16,815 | .0069 | .0069 |
| ☐ Sequoyah | 34.1 | 35.9 | 5.3 | 13.2 | 6.5 | 312,542 | 31.7 | 19,133 | 23,677 | 238,298 | 59.2 | 12,071 | 18,053 | .0086 | .0089 |
| Stephens | 42.0 | 40.3 | -4.0 | 16.1 | -3.0 | 595,267 | 30.3 | 27,514 | 36,973 | 402,223 | 48.0 | 16,368 | 24,983 | .0144 | .0144 |
| Texas | 16.2 | 15.3 | -5.6 | 5.8 | -4.9 | 232,937 | 27.6 | 29,916 | 40,162 | 117,668 | 36.4 | 14,144 | 20,288 | .0053 | .0051 |
| Tillman | 10.3 | 9.8 | -4.9 | 3.7 | -5.1 | 80,165 | 10.6 | 18,582 | 21,666 | 37,618 | 27.7 | 7,552 | 10,167 | .0024 | .0020 |

# METRO/COUNTY 1995 PROJECTIONS

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990-1995 | 12/31/95 Households (Thous.) | % Change 1990-1995 | 1995 EBI ($000) | % Change 1990-1995 | Average Household EBI 1990 | Average Household EBI 1995 | 1995 Retail Sales ($000) | % Change 1990-1995 | Retail Sales •Per Household 1990 | Retail Sales •Per Household 1995 | Buying Power Index 1990 | Buying Power Index 1995 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **OKLAHOMA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Tulsa | 505.3 | 519.0 | 2.7 | 210.5 | 3.5 | 9,198,014 | 39.3 | 32,469 | 43,696 | 7,607,596 | 64.2 | 22,791 | 36,141 | .2115 | .2313 |
| Wagoner | 48.2 | 50.4 | 4.6 | 17.8 | 4.1 | 727,087 | 40.6 | 30,239 | 40,848 | 157,723 | 72.1 | 5,360 | 8,861 | .0128 | .0133 |
| Washington | 47.6 | 45.3 | -4.8 | 18.2 | -4.7 | 1,096,370 | 43.9 | 39,903 | 60,240 | 438,117 | 25.2 | 18,322 | 24,072 | .0205 | .0206 |
| Washita | 11.1 | 10.0 | -9.9 | 3.9 | -9.3 | 165,650 | 28.3 | 30,022 | 42,474 | 19,231 | -1.7 | 4,551 | 4,931 | .0029 | .0026 |
| Woods | 8.9 | 8.3 | -6.7 | 3.5 | -5.4 | 133,733 | 28.3 | 28,171 | 38,209 | 80,363 | 48.9 | 14,589 | 22,961 | .0032 | .0031 |
| Woodward | 18.6 | 17.2 | -7.5 | 6.5 | -5.8 | 298,450 | 30.2 | 33,226 | 45,915 | 192,600 | 43.9 | 19,391 | 29,631 | .0070 | .0069 |
| **TOTAL METRO COUNTIES** | **1,874.1** | **1,910.4** | **1.9** | **734.7** | **2.2** | **30,990,149** | **38.5** | **31,127** | **42,181** | **21,970,229** | **59.9** | **19,105** | **29,904** | **.6970** | **.7454** |
| **TOTAL STATE** | **3,143.0** | **3,149.5** | **.2** | **1,210.0** | **.4** | **46,663,210** | **36.0** | **28,472** | **38,565** | **31,825,564** | **57.4** | **16,780** | **26,302** | **1.0765** | **1.1278** |
| **OREGON** | | | | | | | | | | | | | | | |
| **EUGENE - SPRINGFIELD** | **284.3** | **292.8** | **3.0** | **114.8** | **3.1** | **4,298,357** | **32.0** | **29,237** | **37,442** | **3,217,637** | **43.8** | **20,087** | **28,028** | **.1064** | **.1077** |
| Lane | 284.3 | 292.8 | 3.0 | 114.8 | 3.1 | 4,298,357 | 32.0 | 29,237 | 37,442 | 3,217,637 | 43.8 | 20,087 | 28,028 | .1064 | .1077 |
| **MEDFORD** | **148.0** | **156.8** | **5.9** | **61.6** | **6.4** | **2,244,033** | **36.4** | **28,405** | **36,429** | **2,111,210** | **47.4** | **24,732** | **34,273** | **.0590** | **.0618** |
| Jackson | 148.0 | 156.8 | 5.9 | 61.6 | 6.4 | 2,244,033 | 36.4 | 28,405 | 36,429 | 2,111,210 | 47.4 | 24,732 | 34,273 | .0590 | .0618 |
| **PORTLAND** | **1,252.0** | **1,324.1** | **5.8** | **518.2** | **5.4** | **27,716,622** | **50.8** | **37,362** | **53,486** | **15,841,091** | **46.5** | **21,984** | **30,569** | **.5418** | **.5902** |
| Clackamas | 282.8 | 305.2 | 7.9 | 113.6 | 8.2 | 5,859,070 | 45.7 | 38,297 | 51,576 | 2,851,999 | 41.0 | 19,262 | 25,106 | .1136 | .1205 |
| Multnomah | 585.7 | 597.3 | 2.0 | 246.6 | 1.5 | 12,190,435 | 46.3 | 34,316 | 49,434 | 7,482,231 | 43.8 | 21,421 | 30,342 | .2521 | .2671 |
| Washington | 317.2 | 350.9 | 10.6 | 133.9 | 10.5 | 8,656,043 | 63.3 | 43,733 | 64,646 | 4,984,649 | 55.5 | 26,447 | 37,227 | .1542 | .1801 |
| Yamhill | 66.3 | 70.7 | 6.6 | 24.1 | 6.2 | 1,011,074 | 40.8 | 31,623 | 41,953 | 522,212 | 37.1 | 16,774 | 21,669 | .0219 | .0225 |
| ***PORTLAND - VANCOUVER CONSOLIDATED AREA*** | ***1,494.3*** | ***1,591.4*** | ***6.5*** | ***617.0*** | ***6.1*** | ***31,957,226*** | ***48.5*** | ***36,989*** | ***51,795*** | ***17,772,847*** | ***46.4*** | ***20,866*** | ***28,805*** | ***.6281*** | ***.6792*** |
| **SALEM** | **280.5** | **295.5** | **5.3** | **107.4** | **4.7** | **3,755,619** | **30.0** | **28,148** | **34,969** | **2,796,398** | **50.5** | **18,112** | **26,037** | **.0946** | **.0969** |
| Marion | 230.5 | 242.7 | 5.3 | 88.2 | 4.6 | 3,136,196 | 30.8 | 28,444 | 35,558 | 2,553,579 | 50.3 | 20,158 | 28,952 | .0809 | .0833 |
| Polk | 50.0 | 52.8 | 5.6 | 19.2 | 4.9 | 619,423 | 26.4 | 26,734 | 32,262 | 242,819 | 52.7 | 8,689 | 12,647 | .0137 | .0136 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Baker | 15.2 | 14.6 | -3.9 | 5.9 | -3.3 | 161,492 | 16.0 | 22,824 | 27,372 | 94,971 | 21.6 | 12,800 | 16,097 | .0046 | .0040 |
| Benton | 71.0 | 72.1 | 1.5 | 26.6 | 1.5 | 1,420,538 | 48.2 | 36,596 | 53,404 | 481,930 | 28.6 | 14,299 | 18,118 | .0255 | .0264 |
| Clackamas | 282.8 | 305.2 | 7.9 | 113.6 | 8.2 | 5,859,070 | 45.7 | 38,297 | 51,576 | 2,851,999 | 41.0 | 19,262 | 25,106 | .1136 | .1205 |
| Clatsop | 33.4 | 33.8 | 1.2 | 13.5 | .7 | 446,411 | 23.6 | 26,949 | 33,067 | 394,922 | 43.7 | 20,514 | 29,253 | .0123 | .0122 |
| Columbia | 37.8 | 39.5 | 4.5 | 14.6 | 4.3 | 534,668 | 29.6 | 29,463 | 36,621 | 202,785 | 38.1 | 10,485 | 13,889 | .0114 | .0111 |
| Coos | 60.4 | 60.9 | .8 | 24.8 | 2.5 | 811,417 | 25.9 | 26,625 | 32,718 | 623,554 | 36.5 | 18,877 | 25,143 | .0216 | .0210 |
| Crook | 14.2 | 14.9 | 4.9 | 5.8 | 5.5 | 164,334 | 22.5 | 24,386 | 28,333 | 84,842 | 46.6 | 10,520 | 14,628 | .0040 | .0040 |
| Curry | 19.8 | 22.0 | 11.1 | 9.6 | 12.9 | 274,769 | 33.6 | 24,190 | 28,622 | 177,513 | 32.9 | 15,711 | 18,491 | .0067 | .0067 |
| Deschutes | 75.8 | 80.7 | 6.5 | 31.6 | 6.8 | 1,148,255 | 34.4 | 28,861 | 36,337 | 921,376 | 35.2 | 23,027 | 29,157 | .0295 | .0298 |
| Douglas | 95.1 | 98.0 | 3.0 | 37.3 | 3.6 | 1,202,458 | 26.0 | 26,510 | 32,237 | 898,852 | 42.1 | 17,566 | 24,098 | .0318 | .0313 |
| Gilliam | 1.7 | 1.6 | -5.9 | .7 | .0 | 31,161 | 40.3 | 31,724 | 44,516 | 12,916 | 82.2 | 10,124 | 18,451 | .0005 | .0005 |
| Grant | 7.8 | 7.7 | -1.3 | 3.1 | .0 | 93,535 | 21.3 | 24,865 | 30,173 | 62,988 | 52.0 | 13,365 | 20,319 | .0025 | .0024 |
| Harney | 7.1 | 7.0 | -1.4 | 2.8 | .0 | 93,281 | 21.3 | 27,461 | 33,315 | 63,931 | 33.8 | 17,059 | 22,833 | .0024 | .0023 |
| Hood River | 17.0 | 17.4 | 2.4 | 6.6 | 1.5 | 217,572 | 22.6 | 27,293 | 32,965 | 152,598 | 30.3 | 18,015 | 23,121 | .0059 | .0056 |
| Jackson | 148.0 | 156.8 | 5.9 | 61.6 | 6.4 | 2,244,033 | 36.4 | 28,405 | 36,429 | 2,111,210 | 47.4 | 24,732 | 34,273 | .0590 | .0618 |
| Jefferson | 13.8 | 14.7 | 6.5 | 5.1 | 6.3 | 215,542 | 46.7 | 30,608 | 42,263 | 83,710 | 27.6 | 13,667 | 16,414 | .0043 | .0045 |
| Josephine | 63.5 | 68.2 | 7.4 | 27.7 | 9.1 | 806,646 | 35.6 | 23,429 | 29,121 | 814,473 | 79.5 | 17,863 | 29,403 | .0211 | .0238 |
| Klamath | 57.7 | 57.9 | .3 | 22.4 | .4 | 710,472 | 23.4 | 25,811 | 31,718 | 571,619 | 41.5 | 18,117 | 25,519 | .0196 | .0190 |
| Lake | 7.2 | 7.1 | -1.4 | 2.8 | .0 | 88,257 | 24.6 | 25,305 | 31,520 | 70,945 | 51.2 | 16,752 | 25,338 | .0023 | .0023 |
| Lane | 284.3 | 292.8 | 3.0 | 114.8 | 3.1 | 4,298,357 | 32.0 | 29,237 | 37,442 | 3,217,637 | 43.8 | 20,087 | 28,028 | .1064 | .1077 |
| Lincoln | 39.3 | 41.5 | 5.6 | 17.7 | 6.6 | 699,357 | 43.2 | 29,423 | 39,512 | 579,625 | 69.2 | 20,634 | 32,747 | .0158 | .0178 |
| Lign | 91.6 | 94.0 | 2.6 | 35.6 | 2.0 | 1,258,234 | 30.4 | 27,651 | 35,344 | 844,367 | 45.7 | 16,606 | 23,718 | .0307 | .0308 |
| Malheur | 25.8 | 24.7 | -4.3 | 9.1 | -3.2 | 324,709 | 30.7 | 26,435 | 35,682 | 329,840 | 53.5 | 22,855 | 36,246 | .0092 | .0095 |
| Marion | 230.5 | 242.7 | 5.3 | 88.2 | 4.6 | 3,136,196 | 30.8 | 28,444 | 35,558 | 2,553,579 | 50.3 | 20,158 | 28,952 | .0809 | .0833 |
| Morrow | 7.5 | 7.1 | -5.3 | 2.6 | -7.1 | 139,059 | 35.8 | 36,559 | 53,484 | 20,293 | 8.1 | 6,708 | 7,805 | .0024 | .0023 |
| Multnomah | 585.7 | 597.3 | 2.0 | 246.6 | 1.5 | 12,190,435 | 46.3 | 34,316 | 49,434 | 7,482,231 | 43.8 | 21,421 | 30,342 | .2521 | .2671 |
| Polk | 50.0 | 52.8 | 5.6 | 19.2 | 4.9 | 619,423 | 26.4 | 26,784 | 32,262 | 242,819 | 52.7 | 8,689 | 12,647 | .0137 | .0136 |
| Sherman | 1.9 | 1.8 | -5.3 | .8 | .0 | 34,714 | 44.2 | 30,083 | 43,393 | 18,558 | 66.1 | 13,963 | 23,198 | .0006 | .0006 |
| Tillamook | 21.6 | 22.0 | 1.9 | 9.0 | 1.1 | 270,151 | 22.6 | 24,758 | 30,017 | 146,155 | 27.8 | 12,850 | 16,239 | .0067 | .0064 |
| Umatilla | 59.1 | 58.8 | -.5 | 22.0 | .0 | 901,704 | 34.8 | 30,406 | 40,987 | 535,335 | 32.4 | 18,385 | 24,333 | .0210 | .0207 |
| Union | 23.5 | 23.3 | -.9 | 9.0 | .0 | 330,901 | 31.4 | 27,977 | 36,767 | 175,579 | 34.2 | 14,537 | 19,509 | .0077 | .0074 |
| Wallowa | 6.9 | 6.7 | -2.9 | 2.8 | .0 | 74,097 | 18.5 | 22,333 | 26,463 | 59,522 | 53.0 | 13,898 | 21,258 | .0021 | .0019 |
| Wasco | 21.6 | 21.2 | -1.9 | 8.5 | -1.2 | 274,160 | 18.8 | 26,845 | 32,254 | 275,260 | 39.8 | 22,891 | 32,384 | .0083 | .0080 |
| Washington | 317.2 | 350.9 | 10.6 | 133.9 | 10.5 | 8,656,043 | 63.3 | 43,733 | 64,646 | 4,984,649 | 55.5 | 26,447 | 37,227 | .1542 | .1801 |
| Wheeler | 1.4 | 1.3 | -7.1 | .6 | .0 | 9,718 | 15.9 | 13,978 | 16,197 | 7,586 | 61.7 | 7,820 | 12,643 | .0003 | .0003 |
| Yamhill | 66.3 | 70.7 | 6.6 | 24.1 | 6.2 | 1,011,074 | 40.8 | 31,623 | 41,953 | 522,212 | 37.1 | 16,774 | 21,669 | .0219 | .0225 |

# METRO/COUNTY 1995 PROJECTIONS

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990–1995 | 12/31/95 Households (Thous.) | % Change 1990–1995 | 1995 EBI ($000) | % Change 1990–1995 | Average Household EBI 1990 | Average Household EBI 1995 | 1995 Retail Sales ($000) | % Change 1990–1995 | Retail Sales Per Household 1990 | Retail Sales Per Household 1995 | Buying Power Index 1990 | Buying Power Index 1995 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **OREGON (continued)** | | | | | | | | | | | | | | | |
| **TOTAL METRO COUNTIES** | 1,964.8 | 2,069.2 | 5.3 | 802.0 | 5.0 | 38,014,631 | 45.3 | 34,260 | 47,400 | 23,966,336 | 46.7 | 21,395 | 29,883 | .8018 | .8566 |
| **TOTAL STATE** | 2,863.5 | 2,989.7 | 4.4 | 1,160.6 | 4.4 | 50,752,243 | 41.6 | 32,232 | 43,729 | 32,672,381 | 45.7 | 20,159 | 28,151 | 1.1126 | 1.1692 |
| **PENNSYLVANIA** | | | | | | | | | | | | | | | |
| **ALLENTOWN - BETHLEHEM - EASTON** | 692.3 | 724.0 | 4.6 | 275.4 | 5.1 | 13,000,915 | 30.4 | 38,051 | 47,207 | 6,289,501 | 21.2 | 19,804 | 22,838 | .2840 | .2708 |
| Carbon | 57.3 | 59.5 | 3.8 | 23.2 | 4.5 | 820,431 | 23.6 | 29,902 | 35,363 | 265,415 | 5.7 | 11,312 | 11,440 | .0182 | .0165 |
| Lehigh | 293.1 | 304.3 | 3.8 | 118.8 | 4.5 | 6,345,853 | 36.5 | 40,890 | 53,416 | 3,489,263 | 25.7 | 24,423 | 29,371 | .1359 | .1335 |
| Northampton | 249.6 | 263.7 | 5.6 | 97.4 | 6.0 | 4,010,730 | 24.6 | 35,029 | 41,178 | 1,679,495 | 18.3 | 15,442 | 17,243 | .0895 | .0832 |
| *Warren, N. J.* | *92.3* | *96.5* | *4.6* | *36.0* | *5.0* | *1,823,901* | *26.6* | *42,010* | *50,664* | *855,328* | *15.1* | *21,674* | *23,759* | *.0404* | *.0373* |
| **ALTOONA** | 130.3 | 129.0 | –1.0 | 50.4 | .4 | 1,879,087 | 22.6 | 30,533 | 37,283 | 1,202,841 | 21.0 | 19,810 | 23,866 | .0488 | .0446 |
| Blair | 130.3 | 129.0 | –1.0 | 50.4 | .4 | 1,879,087 | 22.6 | 30,533 | 37,283 | 1,202,841 | 21.0 | 19,810 | 23,866 | .0488 | .0446 |
| **BEAVER COUNTY** | 185.0 | 179.1 | –3.2 | 71.1 | –.6 | 2,733,194 | 16.9 | 32,701 | 38,442 | 1,038,913 | 12.0 | 12,973 | 14,612 | .0635 | .0554 |
| Beaver | 185.0 | 179.1 | –3.2 | 71.1 | –.6 | 2,733,194 | 16.9 | 32,701 | 38,442 | 1,038,913 | 12.0 | 12,973 | 14,612 | .0635 | .0554 |
| **ERIE** | 275.1 | 273.3 | –.7 | 101.8 | .4 | 4,851,791 | 29.6 | 36,925 | 47,660 | 2,262,903 | 24.8 | 17,876 | 22,229 | .1056 | .1002 |
| Erie | 275.1 | 273.3 | –.7 | 101.8 | .4 | 4,851,791 | 29.6 | 36,925 | 47,660 | 2,262,903 | 24.8 | 17,876 | 22,229 | .1056 | .1002 |
| **HARRISBURG - LEBANON - CARLISLE** | 591.5 | 611.4 | 3.4 | 237.5 | 4.3 | 12,189,849 | 36.0 | 39,388 | 51,326 | 5,937,110 | 20.2 | 21,697 | 24,998 | .2573 | .2487 |
| Cumberland | 196.9 | 205.9 | 4.6 | 78.5 | 5.9 | 4,422,683 | 39.2 | 42,871 | 56,340 | 2,312,237 | 21.6 | 25,657 | 29,455 | .0927 | .0910 |
| Dauphin | 238.5 | 242.9 | 1.8 | 98.0 | 2.6 | 5,220,312 | 37.5 | 39,757 | 53,268 | 2,392,737 | 23.3 | 20,325 | 24,416 | .1055 | .1033 |
| Lebanon | 114.4 | 117.9 | 3.1 | 44.8 | 4.4 | 1,869,314 | 25.6 | 34,687 | 41,726 | 989,305 | 8.8 | 21,191 | 22,083 | .0455 | .0409 |
| Perry | 41.7 | 44.7 | 7.2 | 16.2 | 7.3 | 677,540 | 34.6 | 33,326 | 41,823 | 242,831 | 29.9 | 12,379 | 14,990 | .0136 | .0135 |
| **JOHNSTOWN** | 239.7 | 231.6 | –3.4 | 89.6 | –1.5 | 2,817,783 | 15.4 | 26,836 | 31,448 | 1,535,828 | 15.9 | 14,557 | 17,141 | .0760 | .0663 |
| Cambria | 161.7 | 154.6 | –4.4 | 60.1 | –2.3 | 1,897,047 | 14.4 | 26,965 | 31,565 | 1,070,643 | 14.2 | 15,248 | 17,814 | .0522 | .0450 |
| Somerset | 78.0 | 77.0 | –1.3 | 29.5 | .0 | 920,736 | 17.5 | 26,566 | 31,211 | 465,185 | 20.2 | 13,116 | 15,769 | .0238 | .0213 |
| **LANCASTER** | 429.6 | 469.2 | 9.2 | 168.7 | 9.9 | 8,367,397 | 40.0 | 38,929 | 49,599 | 4,064,476 | 24.1 | 21,342 | 24,093 | .1740 | .1745 |
| Lancaster | 429.6 | 469.2 | 9.2 | 168.7 | 9.9 | 8,367,397 | 40.0 | 38,929 | 49,599 | 4,064,476 | 24.1 | 21,342 | 24,093 | .1740 | .1745 |
| **PHILADELPHIA** | 4,886.9 | 5,068.6 | 3.7 | 1,864.1 | 4.2 | 107,468,752 | 37.7 | 43,638 | 57,652 | 44,707,909 | 24.1 | 20,148 | 23,984 | 2.1031 | 2.0752 |
| Bucks | 548.7 | 592.6 | 8.0 | 210.2 | 8.8 | 12,436,109 | 40.0 | 45,985 | 59,163 | 6,153,924 | 24.0 | 25,683 | 29,277 | .2531 | .2527 |
| Chester | 383.6 | 425.4 | 10.9 | 151.6 | 11.6 | 10,654,310 | 50.8 | 51,972 | 70,279 | 3,225,610 | 24.2 | 19,112 | 21,277 | .1746 | .1849 |
| Delaware | 548.9 | 557.2 | 1.5 | 207.5 | 2.8 | 12,791,817 | 38.2 | 45,841 | 61,647 | 5,812,766 | 33.0 | 21,641 | 28,013 | .2486 | .2496 |
| Montgomery | 682.3 | 707.3 | 3.7 | 271.0 | 5.6 | 17,911,150 | 36.8 | 51,040 | 66,093 | 9,267,426 | 26.0 | 28,675 | 34,197 | .3637 | .3581 |
| Philadelphia | 1,584.8 | 1,583.9 | –.1 | 603.5 | .1 | 28,441,461 | 36.0 | 34,692 | 47,128 | 9,677,782 | 25.0 | 12,842 | 16,036 | .5537 | .5408 |
| *Burlington, N. J.* | *399.1* | *423.1* | *6.0* | *146.6* | *6.2* | *10,183,064* | *36.8* | *53,952* | *69,462* | *4,006,306* | *18.3* | *24,543* | *27,328* | *.1945* | *.1895* |
| *Camden, N. J.* | *506.7* | *530.5* | *4.7* | *188.3* | *4.5* | *10,574,010* | *32.7* | *44,221* | *56,155* | *4,397,748* | *17.9* | *20,692* | *23,355* | *.2161* | *.2065* |
| *Gloucester, N. J.* | *232.8* | *248.6* | *6.8* | *85.4* | *7.0* | *4,476,831* | *31.0* | *42,809* | *52,422* | *2,166,347* | *14.6* | *23,680* | *25,367* | *.0988* | *.0931* |
| ***PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA*** | *5,937.9* | *6,170.8* | *3.9* | *2,263.5* | *4.4* | *131,491,685* | *37.4* | *44,129* | *58,092* | *55,294,295* | *23.7* | *20,609* | *24,429* | *2.5826* | *2.5442* |
| **PITTSBURGH** | 2,047.2 | 1,994.4 | –2.6 | 811.8 | –.5 | 34,570,539 | 19.5 | 35,437 | 42,585 | 16,393,910 | 15.6 | 17,380 | 20,195 | .8118 | .7203 |
| Allegheny | 1,330.0 | 1,294.2 | –2.7 | 536.0 | –.5 | 23,741,030 | 19.9 | 36,750 | 44,293 | 11,364,201 | 16.1 | 18,170 | 21,202 | .5513 | .4903 |
| Fayette | 144.5 | 139.5 | –3.5 | 54.7 | –2.0 | 1,682,942 | 15.3 | 26,155 | 30,767 | 1,182,809 | 26.7 | 16,737 | 21,624 | .0479 | .0430 |
| Washington | 203.6 | 198.3 | –2.6 | 77.4 | –.9 | 3,205,935 | 18.7 | 34,594 | 41,420 | 1,367,182 | 15.1 | 15,211 | 17,664 | .0746 | .0659 |
| Westmoreland | 369.1 | 362.4 | –1.8 | 143.7 | .1 | 5,940,632 | 19.7 | 34,575 | 41,341 | 2,479,718 | 9.0 | 15,845 | 17,256 | .1380 | .1211 |
| ***PITTSBURGH - BEAVER VALLEY CONSOLIDATED AREA*** | *2,232.2* | *2,173.5* | *–2.6* | *882.9* | *–.5* | *37,303,733* | *19.3* | *35,216* | *42,251* | *17,432,823* | *15.4* | *17,025* | *19,745* | *.8753* | *.7757* |
| **READING** | 338.8 | 352.0 | 3.9 | 133.9 | 4.2 | 6,090,473 | 29.6 | 36,575 | 45,485 | 3,183,078 | 24.2 | 19,951 | 23,772 | .1368 | .1306 |
| Berks | 338.8 | 352.0 | 3.9 | 133.9 | 4.2 | 6,090,473 | 29.6 | 36,575 | 45,485 | 3,183,078 | 24.2 | 19,951 | 23,772 | .1368 | .1306 |
| **SCRANTON - WILKES-BARRE** | 736.3 | 745.7 | 1.3 | 288.3 | 2.5 | 11,948,802 | 30.9 | 32,445 | 41,446 | 6,679,177 | 25.6 | 18,894 | 23,167 | .2773 | .2660 |
| Columbia | 63.3 | 63.7 | .6 | 23.8 | 1.3 | 910,552 | 26.2 | 30,709 | 38,258 | 512,509 | 25.5 | 17,375 | 21,534 | .0221 | .0209 |
| Lackawanna | 218.5 | 215.1 | –1.6 | 84.5 | .2 | 3,634,392 | 30.0 | 33,154 | 43,011 | 2,104,694 | 27.3 | 19,612 | 24,908 | .0847 | .0809 |
| Luzerne | 327.5 | 323.1 | –1.3 | 128.8 | .5 | 5,247,023 | 28.7 | 31,797 | 40,738 | 2,715,675 | 21.3 | 17,464 | 21,084 | .1215 | .1138 |
| Monroe | 98.7 | 114.1 | 15.6 | 40.6 | 15.0 | 1,708,399 | 42.2 | 34,029 | 42,079 | 1,168,455 | 33.1 | 24,870 | 28,780 | .0396 | .0412 |
| Wyoming | 28.3 | 29.7 | 4.9 | 10.6 | 5.0 | 448,436 | 33.5 | 33,248 | 42,305 | 177,844 | 28.5 | 13,702 | 16,778 | .0094 | .0092 |
| **SHARON** | 120.5 | 117.5 | –2.5 | 45.0 | –.9 | 1,813,070 | 18.4 | 33,732 | 40,290 | 785,254 | 11.6 | 15,492 | 17,450 | .0432 | .0378 |
| Mercer | 120.5 | 117.5 | –2.5 | 45.0 | –.9 | 1,813,070 | 18.4 | 33,732 | 40,290 | 785,254 | 11.6 | 15,492 | 17,450 | .0432 | .0378 |
| **STATE COLLEGE** | 124.6 | 129.5 | 3.9 | 44.4 | 3.3 | 1,755,088 | 24.5 | 32,782 | 39,529 | 899,812 | 9.3 | 19,139 | 20,266 | .0438 | .0396 |
| Centre | 124.6 | 129.5 | 3.9 | 44.4 | 3.3 | 1,755,088 | 24.5 | 32,782 | 39,529 | 899,812 | 9.3 | 19,139 | 20,266 | .0438 | .0396 |
| **WILLIAMSPORT** | 119.1 | 121.5 | 2.0 | 46.6 | 3.3 | 1,926,210 | 30.3 | 32,779 | 41,335 | 1,083,163 | 21.1 | 19,834 | 23,244 | .0455 | .0430 |
| Lycoming | 119.1 | 121.5 | 2.0 | 46.6 | 3.3 | 1,926,210 | 30.3 | 32,779 | 41,335 | 1,083,163 | 21.1 | 19,834 | 23,244 | .0455 | .0430 |
| **YORK** | 421.6 | 443.8 | 5.3 | 167.2 | 5.7 | 7,825,582 | 32.8 | 37,237 | 46,804 | 3,841,838 | 23.7 | 19,640 | 22,978 | .1694 | .1639 |
| Adams | 79.1 | 84.0 | 6.2 | 30.3 | 6.7 | 1,444,115 | 38.3 | 36,755 | 47,661 | 368,209 | 12.5 | 11,524 | 12,152 | .0266 | .0261 |

# METRO/COUNTY 1995 PROJECTIONS

S&MM ESTIMATES

| METRO AREA County | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990-1995 | 12/31/95 Households (Thous.) | % Change 1990-1995 | 1995 EBI ($000) | % Change 1990-1995 | Average Household EBI | | 1995 Retail Sales ($000) | % Change 1990-1995 | Retail Sales Per Household | | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 1990 | 1995 | | | 1990 | 1995 | 1990 | 1995 |
| **PENNSYLVANIA (continued)** | | | | | | | | | | | | | | | |
| **YORK (continued)** | | | | | | | | | | | | | | | |
| York | 342.5 | 359.8 | 5.1 | 136.9 | 5.5 | 6,381,467 | 31.7 | 37,343 | 46,614 | 3,473,629 | 25.0 | 21,415 | 25,373 | .1428 | .1378 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Adams | 79.1 | 84.0 | 6.2 | 30.3 | 6.7 | 1,444,115 | 38.3 | 36,755 | 47,661 | 368,209 | 12.5 | 11,524 | 12,152 | .0266 | .0261 |
| Allegheny | 1,330.0 | 1,294.2 | -2.7 | 536.0 | -.5 | 23,741,030 | 19.9 | 36,750 | 44,293 | 11,364,201 | 16.1 | 18,170 | 21,202 | .5513 | .4903 |
| Armstrong | 73.2 | 71.5 | -2.3 | 27.9 | -1.1 | 1,031,728 | 19.0 | 30,755 | 36,979 | 404,339 | 21.3 | 11,816 | 14,492 | .0238 | .0213 |
| Beaver | 185.0 | 179.1 | -3.2 | 71.1 | -.6 | 2,733,194 | 16.9 | 32,701 | 38,442 | 1,038,913 | 12.0 | 12,973 | 14,612 | .0635 | .0554 |
| Bedford | 48.0 | 48.6 | 1.3 | 18.4 | 1.7 | 662,556 | 26.5 | 28,947 | 36,008 | 398,247 | 22.4 | 17,981 | 21,644 | .0168 | .0156 |
| Berks | 338.8 | 352.0 | 3.9 | 133.9 | 4.2 | 6,090,473 | 29.6 | 36,575 | 45,485 | 3,183,078 | 24.2 | 19,951 | 23,772 | .1368 | .1306 |
| Blair | 130.3 | 129.0 | -1.0 | 50.4 | .4 | 1,879,087 | 22.6 | 30,533 | 37,283 | 1,202,841 | 21.0 | 19,810 | 23,866 | .0488 | .0446 |
| Bradford | 61.0 | 61.3 | .5 | 22.8 | 1.3 | 929,662 | 29.9 | 31,802 | 40,775 | 559,532 | 43.7 | 17,302 | 24,541 | .0214 | .0215 |
| Bucks | 548.7 | 592.6 | 8.0 | 210.2 | 8.8 | 12,436,109 | 40.0 | 45,985 | 59,163 | 6,153,924 | 24.0 | 25,683 | 29,277 | .2531 | .2527 |
| Butler | 152.5 | 155.5 | 2.0 | 57.3 | 3.2 | 2,221,458 | 21.8 | 32,868 | 38,769 | 1,135,501 | 21.6 | 16,826 | 19,817 | .0537 | .0494 |
| Cambria | 161.7 | 154.6 | -4.4 | 60.1 | -2.3 | 1,897,047 | 14.4 | 26,965 | 31,565 | 1,070,643 | 14.2 | 15,248 | 17,814 | .0522 | .0450 |
| Cameron | 5.9 | 5.9 | 0 | 2.4 | .0 | 76,658 | 16.6 | 27,387 | 31,941 | 41,240 | 39.0 | 12,358 | 17,183 | .0019 | .0018 |
| Carbon | 57.3 | 59.5 | 3.8 | 23.2 | 4.5 | 820,431 | 23.6 | 29,902 | 35,363 | 265,415 | 5.7 | 11,312 | 11,440 | .0182 | .0165 |
| Centre | 124.6 | 129.5 | 3.9 | 44.4 | 3.3 | 1,755,088 | 24.5 | 32,782 | 39,529 | 899,812 | 9.3 | 19,139 | 20,266 | .0438 | .0396 |
| Chester | 383.6 | 425.4 | 10.9 | 151.6 | 11.6 | 10,654,310 | 50.8 | 51,972 | 70,279 | 3,225,610 | 24.2 | 19,112 | 21,277 | .1746 | .1849 |
| Clarion | 41.6 | 40.9 | -1.7 | 14.9 | -.7 | 536,334 | 17.4 | 30,454 | 35,996 | 226,917 | 8.2 | 13,975 | 15,229 | .0133 | .0115 |
| Clearfield | 77.8 | 76.1 | -2.2 | 29.4 | -1.0 | 985,473 | 14.6 | 28,952 | 33,519 | 673,127 | 16.4 | 19,477 | 22,895 | .0281 | .0246 |
| Clinton | 37.1 | 36.7 | -1.1 | 13.8 | .0 | 430,648 | 17.6 | 26,538 | 31,206 | 334,814 | 19.0 | 20,380 | 24,262 | .0129 | .0113 |
| Columbia | 63.3 | 63.7 | .6 | 23.8 | 1.3 | 910,552 | 26.2 | 30,709 | 38,258 | 512,509 | 25.5 | 17,375 | 21,534 | .0221 | .0209 |
| Crawford | 85.9 | 84.4 | -1.7 | 31.7 | -1.2 | 1,210,885 | 19.3 | 31,609 | 38,198 | 524,827 | 11.8 | 14,618 | 16,556 | .0291 | .0258 |
| Cumberland | 196.9 | 205.9 | 4.6 | 78.5 | 5.9 | 4,422,683 | 39.2 | 42,871 | 56,340 | 2,312,237 | 21.6 | 25,657 | 29,455 | .0927 | .0910 |
| Dauphin | 238.5 | 242.9 | 1.8 | 98.0 | 2.6 | 5,220,312 | 37.5 | 39,757 | 53,268 | 2,392,737 | 23.3 | 20,325 | 24,416 | .1055 | .1033 |
| Delaware | 548.9 | 557.2 | 1.5 | 207.5 | 2.8 | 12,791,817 | 38.2 | 45,841 | 61,647 | 5,812,766 | 33.0 | 21,641 | 28,013 | .2486 | .2496 |
| Elk | 34.6 | 33.2 | -4.0 | 12.8 | -1.5 | 532,477 | 20.5 | 33,997 | 41,600 | 206,074 | 28.0 | 12,384 | 16,100 | .0116 | .0107 |
| Erie | 275.1 | 273.3 | -.7 | 101.8 | .4 | 4,851,791 | 29.6 | 36,925 | 47,660 | 2,262,903 | 24.8 | 17,876 | 22,229 | .1056 | .1002 |
| Fayette | 144.5 | 139.5 | -3.5 | 54.7 | -2.0 | 1,682,942 | 15.3 | 26,155 | 30,767 | 1,182,809 | 26.7 | 16,737 | 21,624 | .0479 | .0430 |
| Forest | 4.8 | 4.7 | -2.1 | 1.9 | .0 | 62,325 | 20.3 | 27,276 | 32,803 | 14,261 | .5 | 7,468 | 7,506 | .0014 | .0011 |
| Franklin | 121.8 | 125.7 | 3.2 | 47.7 | 3.7 | 2,040,219 | 28.0 | 34,651 | 42,772 | 939,007 | 24.7 | 16,366 | 19,686 | .0450 | .0428 |
| Fulton | 14.0 | 14.7 | 5.0 | 5.5 | 5.8 | 194,141 | 30.3 | 28,649 | 35,298 | 83,270 | 41.8 | 11,297 | 15,140 | .0041 | .0042 |
| Greene | 39.4 | 38.5 | -2.3 | 14.4 | -1.4 | 512,498 | 17.2 | 29,943 | 35,590 | 195,806 | 15.5 | 11,612 | 13,598 | .0123 | .0108 |
| Huntingdon | 44.3 | 44.9 | 1.4 | 15.9 | 1.9 | 570,480 | 26.8 | 28,833 | 35,879 | 208,488 | 12.6 | 11,867 | 13,112 | .0130 | .0120 |
| Indiana | 89.8 | 88.9 | -1.0 | 31.5 | -.3 | 1,130,683 | 17.7 | 30,408 | 35,895 | 660,790 | 22.8 | 17,022 | 20,977 | .0298 | .0269 |
| Jefferson | 45.9 | 44.9 | -2.2 | 17.4 | -.6 | 725,098 | 25.9 | 32,921 | 41,672 | 341,099 | 39.2 | 13,999 | 19,603 | .0160 | .0154 |
| Juniata | 20.8 | 21.5 | 3.4 | 8.0 | 3.9 | 297,075 | 28.6 | 30,001 | 37,134 | 95,481 | 15.4 | 10,745 | 11,935 | .0064 | .0059 |
| Lackawanna | 218.5 | 215.1 | -1.6 | 84.5 | .2 | 3,634,392 | 30.0 | 33,154 | 43,011 | 2,104,694 | 27.3 | 19,612 | 24,908 | .0847 | .0809 |
| Lancaster | 429.6 | 469.2 | 9.2 | 168.7 | 9.9 | 8,367,397 | 40.0 | 38,929 | 49,599 | 4,064,476 | 24.1 | 21,342 | 24,093 | .1740 | .1745 |
| Lawrence | 95.7 | 92.7 | -3.1 | 35.7 | -1.1 | 1,464,311 | 20.7 | 33,605 | 41,017 | 661,420 | 21.9 | 15,030 | 18,527 | .0340 | .0307 |
| Lebanon | 114.4 | 117.9 | 3.1 | 44.8 | 4.4 | 1,869,314 | 25.6 | 34,687 | 41,726 | 989,305 | 8.8 | 21,191 | 22,083 | .0455 | .0409 |
| Lehigh | 293.1 | 304.3 | 3.8 | 118.8 | 4.5 | 6,345,853 | 36.5 | 40,890 | 53,416 | 3,489,263 | 25.7 | 24,423 | 29,371 | .1359 | .1335 |
| Luzerne | 327.5 | 323.1 | -1.3 | 128.8 | .5 | 5,247,023 | 28.7 | 31,797 | 40,738 | 2,715,675 | 21.3 | 17,464 | 21,084 | .1215 | .1138 |
| Lycoming | 119.1 | 121.5 | 2.0 | 46.6 | 3.3 | 1,926,210 | 30.3 | 32,779 | 41,335 | 1,083,163 | 21.1 | 19,834 | 23,244 | .0455 | .0430 |
| McKean | 46.8 | 44.9 | -4.1 | 17.2 | -2.8 | 667,767 | 20.3 | 31,355 | 38,824 | 268,891 | 14.3 | 13,292 | 15,633 | .0155 | .0137 |
| Mercer | 120.5 | 117.5 | -2.5 | 45.0 | -.9 | 1,813,070 | 18.4 | 33,732 | 40,290 | 785,254 | 11.6 | 15,492 | 17,450 | .0432 | .0378 |
| Mifflin | 46.2 | 46.5 | .6 | 17.9 | 1.1 | 577,212 | 18.0 | 27,644 | 32,246 | 349,717 | 21.3 | 16,290 | 19,537 | .0155 | .0141 |
| Monroe | 98.7 | 114.1 | 15.6 | 40.6 | 15.0 | 1,708,399 | 42.2 | 34,029 | 42,079 | 1,168,455 | 33.1 | 24,870 | 28,780 | .0396 | .0412 |
| Montgomery | 682.3 | 707.3 | 3.7 | 271.0 | 5.6 | 17,911,150 | 36.8 | 51,040 | 66,093 | 9,267,426 | 26.0 | 28,675 | 34,197 | .3637 | .3581 |
| Montour | 17.7 | 17.8 | .6 | 6.7 | 3.1 | 358,966 | 39.5 | 39,581 | 53,577 | 85,241 | 8.4 | 12,098 | 12,723 | .0063 | .0061 |
| Northampton | 249.6 | 263.7 | 5.6 | 97.4 | 6.0 | 4,010,730 | 24.6 | 35,029 | 41,178 | 1,679,495 | 18.3 | 15,442 | 17,243 | .0895 | .0832 |
| Northumberland | 96.6 | 95.5 | -1.1 | 38.7 | .0 | 1,148,502 | 18.1 | 25,128 | 29,677 | 651,667 | 20.2 | 14,015 | 16,839 | .0306 | .0275 |
| Perry | 41.7 | 44.7 | 7.2 | 16.2 | 7.3 | 677,540 | 34.6 | 33,326 | 41,523 | 242,831 | 29.9 | 12,379 | 14,990 | .0136 | .0135 |
| Philadelphia | 1,584.8 | 1,583.9 | -.1 | 603.5 | .1 | 28,441,461 | 36.0 | 34,692 | 47,128 | 9,677,782 | 25.0 | 12,842 | 16,036 | .5537 | .5408 |
| Pike | 29.2 | 34.6 | 18.5 | 13.0 | 18.2 | 537,254 | 48.6 | 32,858 | 41,327 | 118,186 | 18.4 | 9,075 | 9,091 | .0092 | .0097 |
| Potter | 16.7 | 16.6 | -.6 | 6.3 | 1.6 | 260,375 | 36.7 | 30,711 | 41,329 | 124,155 | 54.9 | 12,925 | 19,707 | .0053 | .0056 |
| Schuylkill | 152.0 | 148.3 | -2.4 | 59.9 | -1.0 | 2,211,342 | 23.8 | 29,520 | 36,917 | 1,027,902 | 22.0 | 13,928 | 17,160 | .0517 | .0474 |
| Snyder | 36.9 | 38.6 | 4.6 | 13.6 | 6.3 | 546,592 | 30.4 | 32,751 | 40,191 | 387,147 | 25.5 | 24,096 | 28,467 | .0140 | .0134 |
| Somerset | 78.0 | 77.0 | -1.3 | 29.5 | .0 | 920,736 | 17.5 | 26,566 | 31,211 | 465,185 | 20.2 | 13,116 | 15,769 | .0238 | .0213 |
| Sullivan | 6.1 | 6.0 | -1.6 | 2.3 | .0 | 88,601 | 29.6 | 29,717 | 38,522 | 36,029 | 24.0 | 12,629 | 15,665 | .0020 | .0020 |
| Susquehanna | 40.7 | 42.2 | 3.7 | 15.8 | 5.3 | 654,303 | 36.2 | 32,019 | 41,412 | 195,905 | 23.0 | 10,614 | 12,399 | .0128 | .0125 |
| Tioga | 41.1 | 40.8 | -.7 | 14.9 | -.7 | 515,538 | 19.4 | 28,782 | 34,600 | 235,730 | 20.1 | 13,089 | 15,821 | .0126 | .0115 |
| Union | 36.4 | 37.7 | 3.6 | 12.3 | 4.2 | 564,399 | 32.2 | 36,188 | 45,886 | 181,269 | 7.2 | 14,328 | 14,737 | .0118 | .0111 |
| Venango | 58.9 | 56.2 | -4.6 | 21.4 | -3.6 | 846,490 | 15.5 | 33,020 | 39,556 | 393,649 | 19.4 | 14,852 | 18,395 | .0207 | .0180 |
| Warren | 44.9 | 43.9 | -2.2 | 17.1 | -.6 | 587,983 | 17.0 | 29,228 | 34,385 | 767,426 | 16.6 | 38,266 | 44,879 | .0217 | .0192 |
| Washington | 203.6 | 198.3 | -2.6 | 77.4 | -.9 | 3,205,935 | 18.7 | 34,594 | 41,420 | 1,367,182 | 15.1 | 15,211 | 17,664 | .0746 | .0659 |

# METRO/COUNTY 1995 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990-1995 | 12/31/95 Households (Thous.) | % Change 1990-1995 | 1995 EBI ($000) | % Change 1990-1995 | Average Household EBI 1990 | Average Household EBI 1995 | 1995 Retail Sales ($000) | % Change 1990-1995 | Retail Sales Per Household 1990 | Retail Sales Per Household 1995 | Buying Power Index 1990 | Buying Power Index 1995 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **PENNSYLVANIA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Wayne | 40.5 | 43.3 | 6.9 | 16.0 | 7.4 | 528,351 | 26.4 | 28,059 | 33,022 | 446,008 | 34.2 | 22,313 | 27,876 | .0148 | .0143 |
| Westmoreland | 369.1 | 362.4 | -1.8 | 143.7 | .1 | 5,940,632 | 19.7 | 34,575 | 41,341 | 2,479,718 | 9.0 | 15,845 | 17,256 | .1380 | .1211 |
| Wyoming | 28.3 | 29.7 | 4.9 | 10.6 | 5.0 | 448,436 | 33.5 | 33,248 | 42,305 | 177,844 | 28.5 | 13,702 | 16,778 | .0094 | .0092 |
| York | 342.5 | 359.8 | 5.1 | 136.9 | 5.5 | 6,381,467 | 31.7 | 37,343 | 46,614 | 3,473,629 | 25.0 | 21,415 | 25,373 | .1428 | .1378 |
| **TOTAL METRO COUNTIES** | **10,107.6** | **10,291.9** | **1.8** | **3,939.5** | **2.8** | **192,180,726** | **31.8** | **38,057** | **48,783** | **88,479,984** | **22.3** | **18,882** | **22,460** | **4.0903** | **3.9102** |
| **TOTAL STATE** | **11,912.4** | **12,095.4** | **1.5** | **4,622.0** | **2.5** | **217,889,110** | **30.7** | **36,985** | **47,142** | **101,453,146** | **22.2** | **18,413** | **21,950** | **4.7094** | **4.4796** |
| **RHODE ISLAND** | | | | | | | | | | | | | | | |
| **PROVIDENCE - PAWTUCKET - WOONSOCKET** | **921.4** | **951.1** | **3.2** | **359.3** | **3.5** | **17,630,795** | **34.0** | **37,906** | **49,070** | **7,913,199** | **19.5** | **19,070** | **22,024** | **.3714** | **.3569** |
| Bristol | 49.0 | 50.1 | 2.2 | 18.3 | 4.0 | 929,734 | 27.8 | 41,327 | 50,805 | 260,434 | 8.5 | 13,633 | 14,231 | .0182 | .0169 |
| Kent | 162.1 | 167.6 | 3.4 | 65.3 | 4.6 | 3,142,880 | 29.7 | 38,825 | 48,130 | 2,036,707 | 20.7 | 27,039 | 31,190 | .0756 | .0713 |
| Providence | 598.5 | 614.1 | 2.5 | 232.9 | 2.4 | 11,435,293 | 35.7 | 37,060 | 49,100 | 4,607,438 | 20.2 | 16,855 | 19,783 | .2319 | .2246 |
| Washington | 111.4 | 119.3 | 7.1 | 42.8 | 7.5 | 2,122,888 | 34.1 | 39,788 | 49,600 | 1,008,620 | 17.1 | 21,636 | 23,566 | .0457 | .0441 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Bristol | 49.0 | 50.1 | 2.2 | 18.3 | 4.0 | 929,734 | 27.8 | 41,327 | 50,805 | 260,434 | 8.5 | 13,633 | 14,231 | .0182 | .0169 |
| Kent | 162.1 | 167.6 | 3.4 | 65.3 | 4.6 | 3,142,880 | 29.7 | 38,825 | 48,130 | 2,036,707 | 20.7 | 27,039 | 31,190 | .0756 | .0713 |
| Newport | 87.5 | 89.7 | 2.5 | 33.6 | 2.4 | 1,930,967 | 36.5 | 43,140 | 57,469 | 863,254 | 22.6 | 21,459 | 25,692 | .0388 | .0379 |
| Providence | 598.9 | 614.1 | 2.5 | 232.9 | 2.4 | 11,435,293 | 35.7 | 37,060 | 49,100 | 4,607,438 | 20.2 | 16,855 | 19,783 | .2319 | .2246 |
| Washington | 111.4 | 119.3 | 7.1 | 42.8 | 7.5 | 2,122,888 | 34.1 | 39,788 | 49,600 | 1,008,620 | 17.1 | 21,636 | 23,566 | .0457 | .0441 |
| **TOTAL METRO COUNTIES** | **921.4** | **951.1** | **3.2** | **359.3** | **3.5** | **17,630,795** | **34.0** | **37,906** | **49,070** | **7,913,199** | **19.5** | **19,070** | **22,024** | **.3714** | **.3569** |
| **TOTAL STATE** | **1,008.9** | **1,040.8** | **3.2** | **392.9** | **3.4** | **19,561,762** | **34.2** | **38,358** | **49,788** | **8,776,453** | **19.8** | **19,276** | **22,338** | **.4102** | **.3948** |
| **SOUTH CAROLINA** | | | | | | | | | | | | | | | |
| **ANDERSON** | **146.2** | **152.2** | **4.1** | **58.7** | **5.0** | **2,299,217** | **35.5** | **30,344** | **39,169** | **1,331,279** | **29.2** | **18,436** | **22,679** | **.0530** | **.0523** |
| Anderson | 146.2 | 152.2 | 4.1 | 58.7 | 5.0 | 2,299,217 | 35.5 | 30,344 | 39,169 | 1,331,279 | 29.2 | 18,436 | 22,679 | .0530 | .0523 |
| **CHARLESTON** | **515.5** | **567.9** | **10.2** | **201.9** | **11.7** | **8,398,131** | **42.6** | **32,566** | **41,595** | **4,493,856** | **24.3** | **19,999** | **22,258** | **.1851** | **.1877** |
| Berkeley | 131.5 | 148.5 | 12.9 | 49.2 | 13.6 | 1,895,544 | 43.1 | 30,582 | 38,527 | 526,011 | 46.8 | 8,276 | 10,691 | .0352 | .0378 |
| Charleston | 298.8 | 321.4 | 7.6 | 118.9 | 9.6 | 5,169,590 | 41.8 | 33,605 | 43,478 | 3,469,879 | 20.8 | 26,467 | 29,183 | .1236 | .1222 |
| Dorchester | 85.2 | 98.0 | 15.0 | 33.8 | 16.6 | 1,332,997 | 45.3 | 31,645 | 39,438 | 497,966 | 29.1 | 13,306 | 14,733 | .0263 | .0277 |
| **CHARLOTTE - GASTONIA - ROCK HILL** | **1,181.4** | **1,294.0** | **9.5** | **495.5** | **10.5** | **22,818,510** | **44.1** | **35,313** | **46,051** | **10,439,575** | **19.0** | **19,561** | **21,069** | **.4657** | **.4687** |
| York | 133.6 | 145.5 | 8.9 | 52.6 | 10.0 | 2,309,782 | 42.9 | 33,814 | 43,912 | 1,126,579 | 29.2 | 18,237 | 21,418 | .0482 | .0493 |
| *Cabarrus, N. C.* | *99.9* | *105.7* | *5.8* | *40.3* | *6.3* | *1,717,093* | *38.3* | *32,770* | *42,608* | *781,502* | *13.8* | *18,113* | *19,392* | *.0370* | *.0360* |
| *Gaston, N. C.* | *176.0* | *181.8* | *3.3* | *68.2* | *3.8* | *2,942,049* | *35.5* | *33,040* | *43,139* | *1,424,943* | *22.6* | *17,695* | *20,894* | *.0643* | *.0626* |
| *Lincoln, N. C.* | *51.1* | *55.4* | *8.4* | *20.7* | *8.4* | *966,769* | *48.3* | *34,138* | *46,704* | *330,555* | *25.5* | *13,792* | *15,969* | *.0178* | *.0185* |
| *Mecklenburg, N. C.* | *523.9* | *596.2* | *13.8* | *236.0* | *15.0* | *11,729,260* | *49.8* | *38,153* | *49,700* | *5,650,206* | *17.9* | *23,355* | *23,942* | *.2332* | *.2393* |
| *Rowan, N. C.* | *111.4* | *116.0* | *4.1* | *45.2* | *5.6* | *1,734,709* | *33.0* | *30,484* | *38,379* | *584,261* | *7.1* | *12,741* | *12,926* | *.0365* | *.0343* |
| *Union, N. C.* | *85.5* | *93.4* | *9.2* | *32.5* | *9.1* | *1,418,848* | *39.6* | *34,097* | *43,657* | *541,529* | *21.1* | *15,004* | *16,662* | *.0287* | *.0287* |
| **COLUMBIA** | **458.3** | **488.6** | **6.6** | **178.1** | **7.9** | **9,350,654** | **48.8** | **38,058** | **52,502** | **5,144,179** | **45.1** | **21,473** | **28,884** | **.1851** | **.1998** |
| Lexington | 171.2 | 192.4 | 12.4 | 71.2 | 13.0 | 3,664,469 | 54.4 | 37,662 | 51,467 | 1,703,425 | 59.1 | 16,994 | 23,925 | .0653 | .0745 |
| Richland | 287.1 | 296.2 | 3.2 | 106.9 | 4.7 | 5,686,185 | 45.4 | 38,302 | 53,192 | 3,440,754 | 39.0 | 24,236 | 32,187 | .1198 | .1253 |
| **FLORENCE** | **114.8** | **117.8** | **2.6** | **42.1** | **4.2** | **1,466,660** | **29.9** | **27,953** | **34,838** | **1,436,203** | **47.5** | **24,100** | **34,114** | **.0414** | **.0424** |
| Florence | 114.8 | 117.8 | 2.6 | 42.1 | 4.2 | 1,466,660 | 29.9 | 27,953 | 34,838 | 1,436,203 | 47.5 | 24,100 | 34,114 | .0414 | .0424 |
| **GREENVILLE - SPARTANBURG** | **647.5** | **685.9** | **5.9** | **261.0** | **7.2** | **10,784,165** | **38.3** | **32,028** | **41,319** | **5,959,533** | **23.7** | **19,779** | **22,833** | **.2431** | **.2400** |
| Greenville | 324.0 | 346.5 | 6.9 | 135.0 | 8.5 | 5,561,523 | 38.5 | 32,274 | 41,196 | 3,306,059 | 22.2 | 21,745 | 24,489 | .1281 | .1261 |
| Pickens | 95.0 | 101.1 | 6.4 | 36.3 | 7.1 | 1,678,419 | 45.5 | 34,039 | 46,237 | 532,635 | 19.2 | 13,186 | 14,673 | .0315 | .0321 |
| Spartanburg | 228.5 | 238.3 | 4.3 | 89.7 | 5.3 | 3,544,223 | 34.8 | 30,868 | 39,512 | 2,120,839 | 27.5 | 19,531 | 23,644 | .0835 | .0818 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Abbeville | 23.9 | 24.5 | 2.5 | 9.1 | 3.4 | 305,116 | 29.5 | 26,768 | 33,529 | 59,804 | 14.5 | 5,936 | 6,572 | .0061 | .0058 |
| ☐ Aiken | 122.2 | 130.1 | 6.5 | 49.0 | 7.9 | 2,008,747 | 39.1 | 31,819 | 40,995 | 1,106,928 | 53.9 | 15,845 | 22,590 | .0424 | .0447 |
| Allendale | 11.8 | 12.0 | 1.7 | 4.0 | 5.3 | 129,582 | 39.9 | 24,377 | 32,396 | 34,510 | 12.8 | 8,048 | 8,628 | .0028 | .0028 |
| Anderson | 146.2 | 152.2 | 4.1 | 58.7 | 5.0 | 2,299,217 | 35.5 | 30,344 | 39,169 | 1,331,279 | 29.2 | 18,436 | 22,679 | .0530 | .0523 |
| Bamberg | 16.8 | 16.1 | -4.2 | 5.3 | -5.4 | 195,044 | 30.4 | 26,713 | 36,801 | 79,398 | 35.0 | 10,499 | 14,981 | .0044 | .0043 |
| Barnwell | 20.3 | 20.5 | 1.0 | 7.2 | 1.4 | 248,487 | 29.0 | 27,130 | 34,512 | 141,794 | 46.8 | 13,606 | 19,694 | .0060 | .0060 |
| Beaufort | 87.9 | 97.2 | 10.6 | 35.4 | 13.1 | 1,969,447 | 54.7 | 40,675 | 55,634 | 1,172,454 | 60.8 | 23,294 | 33,120 | .0374 | .0428 |
| Berkeley | 131.5 | 148.5 | 12.9 | 49.2 | 13.6 | 1,895,544 | 43.1 | 30,582 | 38,527 | 526,011 | 46.8 | 8,276 | 10,691 | .0352 | .0378 |
| Calhoun | 12.8 | 12.8 | .0 | 4.6 | 2.2 | 130,365 | 23.0 | 23,549 | 28,340 | 29,037 | 21.5 | 5,309 | 6,312 | .0030 | .0026 |

# METRO/COUNTY 1995 PROJECTIONS

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990-1995 | 12/31/95 Households (Thous.) | % Change 1990-1995 | 1995 EBI ($000) | % Change 1990-1995 | Average Household EBI | | 1995 Retail Sales ($000) | % Change 1990-1995 | Retail Sales Per Household | | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 1990 | 1995 | | | 1990 | 1995 | 1990 | 1995 |
| **SOUTH CAROLINA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Charleston | 298.8 | 321.4 | 7.6 | 118.9 | 9.6 | 5,169,590 | 41.8 | 33,605 | 43,478 | 3,469,879 | 20.8 | 26,467 | 29,183 | .1236 | .1222 |
| Cherokee | 44.8 | 46.4 | 3.6 | 17.4 | 4.8 | 578,759 | 28.6 | 27,119 | 33,262 | 287,503 | 12.1 | 15,446 | 16,523 | .0142 | .0133 |
| Chester | 32.3 | 33.2 | 2.8 | 11.9 | 3.5 | 392,268 | 28.1 | 26,624 | 32,964 | 129,558 | 11.0 | 10,151 | 10,887 | .0089 | .0082 |
| Chesterfield | 38.6 | 39.1 | 1.3 | 14.3 | 1.4 | 436,152 | 25.4 | 24,671 | 30,500 | 240,260 | 37.5 | 12,396 | 16,801 | .0110 | .0106 |
| Clarendon | 28.6 | 29.3 | 2.4 | 10.0 | 4.2 | 281,414 | 28.5 | 22,815 | 28,141 | 176,180 | 37.0 | 13,391 | 17,618 | .0075 | .0074 |
| Colleton | 34.6 | 35.8 | 3.5 | 12.7 | 5.0 | 409,039 | 35.2 | 25,013 | 32,208 | 252,282 | 37.0 | 15,220 | 19,865 | .0102 | .0101 |
| Darlington | 61.9 | 62.0 | .2 | 22.4 | 1.8 | 738,864 | 26.3 | 26,591 | 32,985 | 434,232 | 43.7 | 13,735 | 19,385 | .0183 | .0179 |
| Dillon | 29.1 | 29.4 | 1.0 | 10.2 | 3.0 | 311,321 | 31.3 | 23,946 | 30,522 | 201,435 | 37.3 | 14,825 | 19,749 | .0081 | .0080 |
| Dorchester | 85.2 | 98.0 | 15.0 | 33.8 | 16.6 | 1,332,997 | 45.3 | 31,645 | 39,438 | 497,966 | 29.1 | 13,306 | 14,733 | .0263 | .0277 |
| Edgefield | 18.5 | 19.3 | 4.3 | 6.9 | 6.2 | 211,983 | 31.5 | 24,804 | 30,722 | 111,477 | 16.1 | 14,767 | 16,156 | .0054 | .0051 |
| Fairfield | 22.4 | 23.3 | 4.0 | 7.9 | 5.3 | 318,701 | 47.5 | 28,814 | 40,342 | 91,712 | 18.4 | 10,328 | 11,609 | .0062 | .0063 |
| Florence | 114.8 | 117.8 | 2.6 | 42.1 | 4.2 | 1,466,660 | 29.9 | 27,953 | 34,838 | 1,436,203 | 47.5 | 24,100 | 34,114 | .0414 | .0424 |
| Georgetown | 46.8 | 50.0 | 6.8 | 17.9 | 8.5 | 487,143 | 27.2 | 23,212 | 27,215 | 453,687 | 43.3 | 19,181 | 25,346 | .0145 | .0145 |
| Greenville | 324.0 | 346.5 | 6.9 | 135.0 | 8.5 | 5,561,523 | 38.5 | 32,274 | 41,196 | 3,306,059 | 22.2 | 21,745 | 24,489 | .1281 | .1261 |
| Greenwood | 59.8 | 61.1 | 2.2 | 23.8 | 4.4 | 881,639 | 31.8 | 29,336 | 37,044 | 618,487 | 34.6 | 20,152 | 25,987 | .0220 | .0217 |
| Hampton | 18.2 | 18.4 | 1.1 | 6.5 | 3.2 | 164,047 | 21.8 | 21,381 | 25,238 | 145,225 | 52.0 | 15,168 | 22,342 | .0048 | .0049 |
| Horry | 146.9 | 163.6 | 11.4 | 64.8 | 13.9 | 2,878,703 | 57.9 | 32,048 | 44,424 | 2,294,362 | 35.3 | 29,799 | 35,407 | .0660 | .0715 |
| Jasper | 15.6 | 16.1 | 3.2 | 5.6 | 5.7 | 173,633 | 36.0 | 24,095 | 31,006 | 91,082 | 29.3 | 13,290 | 16,265 | .0043 | .0041 |
| Kershaw | 44.2 | 47.5 | 7.5 | 17.3 | 8.1 | 637,625 | 35.5 | 29,407 | 36,857 | 412,312 | 41.9 | 18,158 | 23,833 | .0150 | .0154 |
| Lancaster | 54.7 | 56.3 | 2.9 | 20.6 | 4.0 | 868,558 | 38.7 | 31,634 | 42,163 | 392,094 | 39.6 | 14,188 | 19,034 | .0180 | .0184 |
| Laurens | 58.4 | 60.3 | 3.3 | 21.7 | 4.3 | 829,259 | 34.7 | 29,606 | 38,215 | 283,219 | 20.0 | 11,350 | 13,052 | .0174 | .0168 |
| Lee | 18.4 | 18.3 | -.5 | 6.1 | 1.7 | 181,795 | 26.6 | 23,931 | 29,802 | 63,292 | 22.9 | 8,582 | 10,376 | .0043 | .0041 |
| Lexington | 171.2 | 192.4 | 12.4 | 71.2 | 13.0 | 3,664,469 | 54.4 | 37,662 | 51,467 | 1,703,475 | 59.1 | 16,994 | 23,925 | .0653 | .0745 |
| McCormick | 8.9 | 9.3 | 4.5 | 2.9 | 7.4 | 116,613 | 51.4 | 28,527 | 40,211 | 17,705 | 16.1 | 5,649 | 6,105 | .0020 | .0022 |
| Marion | 33.9 | 34.0 | .3 | 12.1 | 2.5 | 344,304 | 26.0 | 23,157 | 28,455 | 205,073 | 30.1 | 13,360 | 16,948 | .0094 | .0087 |
| Marlboro | 29.3 | 28.9 | -1.4 | 10.2 | 1.0 | 313,334 | 27.2 | 24,388 | 30,719 | 128,282 | 29.2 | 9,832 | 12,577 | .0075 | .0071 |
| Newberry | 33.3 | 34.3 | 3.0 | 12.9 | 4.0 | 534,652 | 40.1 | 30,766 | 41,446 | 236,832 | 36.8 | 13,961 | 18,359 | .0109 | .0111 |
| Oconee | 58.3 | 62.5 | 7.2 | 24.5 | 7.9 | 930,386 | 41.9 | 28,890 | 37,975 | 421,552 | 35.0 | 13,761 | 17,206 | .0193 | .0199 |
| Orangeburg | 85.2 | 87.3 | 2.5 | 30.2 | 3.8 | 986,401 | 31.7 | 25,733 | 32,662 | 823,120 | 57.5 | 17,963 | 27,256 | .0261 | .0272 |
| Pickens | 95.0 | 101.1 | 6.4 | 36.3 | 7.1 | 1,678,419 | 45.5 | 34,039 | 46,237 | 532,635 | 19.2 | 13,186 | 14,673 | .0315 | .0321 |
| Richland | 287.1 | 296.2 | 3.2 | 106.9 | 4.7 | 5,686,185 | 45.4 | 38,302 | 53,192 | 3,440,754 | 39.0 | 24,236 | 32,187 | .1198 | .1253 |
| Saluda | 16.3 | 16.3 | .0 | 5.9 | 1.7 | 221,039 | 38.9 | 27,444 | 37,464 | 82,102 | 42.2 | 9,954 | 13,916 | .0045 | .0046 |
| Spartanburg | 228.5 | 238.3 | 4.3 | 89.7 | 5.3 | 3,544,223 | 34.8 | 30,868 | 39,512 | 2,120,839 | 27.5 | 19,531 | 23,644 | .0835 | .0818 |
| Sumter | 103.4 | 108.4 | 4.8 | 34.9 | 5.8 | 1,341,438 | 42.0 | 28,625 | 38,437 | 887,726 | 43.4 | 18,766 | 25,436 | .0320 | .0336 |
| Union | 30.3 | 30.3 | .0 | 11.6 | 1.8 | 370,969 | 25.6 | 25,902 | 31,980 | 151,532 | 18.8 | 11,187 | 13,063 | .0087 | .0081 |
| Williamsburg | 36.8 | 36.7 | -.3 | 12.3 | 1.7 | 407,027 | 33.6 | 25,187 | 33,092 | 162,171 | 28.9 | 10,400 | 13,185 | .0095 | .0091 |
| York | 133.6 | 145.5 | 8.9 | 52.6 | 10.0 | 2,309,782 | 42.9 | 33,814 | 43,912 | 1,126,579 | 29.2 | 18,237 | 21,418 | .0482 | .0493 |
| **TOTAL METRO COUNTIES** | **2,138.1** | **2,288.0** | **7.0** | **843.4** | **8.3** | **36,617,356** | **41.6** | **33,196** | **43,416** | **20,598,557** | **32.3** | **19,993** | **24,423** | **.7983** | **.8162** |
| **TOTAL STATE** | **3,521.1** | **3,728.5** | **5.9** | **1,364.5** | **7.3** | **55,942,463** | **40.5** | **31,316** | **40,999** | **31,910,048** | **34.3** | **18,685** | **23,386** | **1.2440** | **1.2704** |
| **SOUTH DAKOTA** | | | | | | | | | | | | | | | |
| **RAPID CITY** | **82.4** | **89.6** | **8.7** | **34.1** | **10.0** | **1,600,002** | **42.9** | **36,128** | **46,921** | **1,288,281** | **55.2** | **26,777** | **37,780** | **.0364** | **.0397** |
| Pennington | 82.4 | 89.6 | 8.7 | 34.1 | 10.0 | 1,600,002 | 42.9 | 36,128 | 46,921 | 1,288,281 | 55.2 | 26,777 | 37,780 | .0364 | .0397 |
| **SIOUX FALLS** | **125.1** | **133.0** | **6.3** | **51.7** | **7.3** | **2,742,253** | **42.9** | **39,820** | **53,042** | **2,108,263** | **72.1** | **25,419** | **40,779** | **.0578** | **.0653** |
| Minnehaha | 125.1 | 133.0 | 6.3 | 51.7 | 7.3 | 2,742,253 | 42.9 | 39,820 | 53,042 | 2,108,263 | 72.1 | 25,419 | 40,779 | .0578 | .0653 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Aurora | 3.1 | 3.0 | -3.2 | 1.1 | .0 | 23,058 | 16.6 | 17,978 | 20,962 | 11,584 | 33.1 | 7,911 | 10,531 | .0007 | .0006 |
| Beadle | 18.2 | 18.0 | -1.1 | 7.4 | 1.4 | 264,237 | 23.0 | 29,434 | 35,708 | 138,409 | 25.2 | 15,149 | 18,704 | .0063 | .0059 |
| Bennett | 3.2 | 3.4 | 6.3 | 1.1 | 10.0 | 22,269 | 28.1 | 17,380 | 20,245 | 25,119 | 38.5 | 18,142 | 22,835 | .0009 | .0009 |
| Bon Homme | 7.0 | 6.7 | -4.3 | 2.5 | -3.8 | 74,414 | 17.8 | 24,305 | 29,766 | 38,732 | 42.0 | 10,492 | 15,493 | .0018 | .0017 |
| Brookings | 25.2 | 25.1 | -.4 | 9.0 | 1.1 | 408,411 | 34.1 | 34,228 | 45,379 | 164,973 | 30.9 | 14,157 | 18,320 | .0084 | .0083 |
| Brown | 35.5 | 35.4 | -.3 | 14.0 | 1.4 | 601,196 | 30.3 | 33,424 | 42,943 | 500,526 | 54.3 | 23,507 | 35,752 | .0149 | .0153 |
| Brule | 5.5 | 5.3 | -3.6 | 2.0 | .0 | 54,382 | 18.2 | 22,999 | 27,191 | 65,743 | 39.4 | 23,577 | 32,872 | .0019 | .0018 |
| Buffalo | 1.8 | 1.9 | 5.6 | .5 | .0 | 10,341 | 17.8 | 17,564 | 20,682 | 781 | -4.1 | 1,628 | 1,562 | .0002 | .0002 |
| Butte | 7.9 | 7.8 | -1.3 | 3.0 | .0 | 106,895 | 23.9 | 28,750 | 35,632 | 61,089 | 38.7 | 14,684 | 20,363 | .0026 | .0025 |
| Campbell | 2.0 | 1.9 | -5.0 | .8 | .0 | 17,573 | 17.9 | 18,630 | 21,966 | 10,117 | 16.8 | 10,825 | 12,646 | .0005 | .0005 |
| Charles Mix | 9.1 | 9.0 | -1.1 | 3.2 | .0 | 72,832 | 17.4 | 19,379 | 22,760 | 39,118 | 32.2 | 9,247 | 12,224 | .0022 | .0018 |
| Clark | 4.4 | 4.2 | -4.5 | 1.6 | -5.9 | 43,525 | 14.2 | 22,428 | 27,203 | 14,084 | 25.5 | 6,600 | 8,903 | .0010 | .0011 |
| Clay | 13.2 | 13.1 | -.8 | 4.4 | .0 | 195,295 | 30.3 | 34,063 | 44,385 | 96,521 | 61.4 | 13,592 | 21,937 | .0042 | .0043 |
| Codington | 22.8 | 23.3 | 2.2 | 9.1 | 3.4 | 393,995 | 35.8 | 32,964 | 43,296 | 320,939 | 47.7 | 24,690 | 35,268 | .0096 | .0098 |
| Corson | 4.1 | 3.8 | -7.3 | 1.2 | -7.7 | 30,767 | 8.2 | 21,877 | 25,639 | 9,529 | 35.1 | 5,424 | 7,941 | .0009 | .0007 |
| Custer | 6.2 | 6.1 | -1.6 | 2.4 | .0 | 117,453 | 35.7 | 36,063 | 48,939 | 44,796 | 68.7 | 11,063 | 18,665 | .0021 | .0024 |

# METRO/COUNTY 1995 PROJECTIONS

S&MM ESTIMATES

| METRO AREA County | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990-1995 | 12/31/95 Households (Thous.) | % Change 1990-1995 | 1995 EBI ($000) | % Change 1990-1995 | Average Household EBI 1990 | Average Household EBI 1995 | 1995 Retail Sales ($000) | % Change 1990-1995 | Retail Sales Per Household 1990 | Retail Sales Per Household 1995 | Buying Power Index 1990 | Buying Power Index 1995 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **SOUTH DAKOTA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Davison | 17.5 | 17.3 | -1.1 | 7.0 | 1.4 | 264,358 | 29.5 | 29,576 | 37,765 | 200,234 | 24.2 | 23,360 | 28,605 | .0070 | .0066 |
| Day | 6.9 | 6.5 | -5.8 | 2.6 | -3.7 | 78,958 | 18.5 | 24,669 | 30,368 | 44,304 | 49.3 | 10,994 | 17,040 | .0021 | .0018 |
| Deuel | 4.5 | 4.3 | -4.4 | 1.7 | -5.6 | 50,910 | 17.7 | 24,027 | 29,947 | 25,475 | 47.7 | 9,585 | 14,985 | .0012 | .0011 |
| Dewey | 5.5 | 5.5 | .0 | 1.8 | 5.9 | 60,352 | 33.8 | 26,534 | 33,529 | 22,654 | 14.6 | 11,624 | 12,586 | .0013 | .0014 |
| Douglas | 3.7 | 3.5 | -5.4 | 1.3 | .0 | 30,314 | 18.1 | 19,745 | 23,318 | 14,197 | 36.6 | 7,992 | 10,921 | .0009 | .0008 |
| Edmunds | 4.3 | 4.1 | -4.7 | 1.6 | .0 | 36,106 | 17.1 | 19,279 | 22,566 | 16,634 | 26.7 | 8,204 | 10,396 | .0010 | .0009 |
| Fall River | 7.3 | 6.9 | -5.5 | 2.7 | -3.6 | 128,840 | 28.8 | 35,724 | 47,719 | 66,758 | 61.7 | 14,748 | 24,725 | .0028 | .0026 |
| Faulk | 2.7 | 2.5 | -7.4 | 1.0 | .0 | 25,494 | 19.3 | 21,371 | 25,494 | 13,934 | 60.7 | 8,670 | 13,934 | .0006 | .0007 |
| Grant | 8.3 | 8.2 | -1.2 | 3.1 | .0 | 136,502 | 37.4 | 32,055 | 44,033 | 77,749 | 49.2 | 16,805 | 25,080 | .0029 | .0030 |
| Gregory | 5.3 | 5.1 | -3.8 | 2.1 | .0 | 43,510 | 17.0 | 17,703 | 20,719 | 17,435 | 6.3 | 7,812 | 8,302 | .0012 | .0011 |
| Haakon | 2.6 | 2.5 | -3.8 | .9 | .0 | 25,759 | 16.9 | 24,490 | 28,621 | 17,709 | 33.6 | 14,730 | 19,677 | .0008 | .0007 |
| Hamlin | 5.0 | 4.9 | -2.0 | 1.9 | .0 | 82,253 | 46.6 | 29,528 | 43,291 | 9,912 | 14.3 | 4,564 | 5,217 | .0013 | .0013 |
| Hand | 4.2 | 4.1 | -2.4 | 1.6 | .0 | 42,382 | 18.0 | 22,440 | 26,489 | 30,334 | 50.4 | 12,609 | 18,959 | .0012 | .0012 |
| Hanson | 3.0 | 2.9 | -3.3 | 1.0 | -9.1 | 28,446 | 12.9 | 22,903 | 28,446 | 9,542 | 20.9 | 7,176 | 9,542 | .0007 | .0006 |
| Harding | 1.6 | 1.5 | -6.3 | .5 | -16.7 | 12,412 | -2.7 | 21,268 | 24,824 | 6,838 | 19.7 | 9,525 | 13,676 | .0005 | .0003 |
| Hughes | 14.9 | 15.3 | 2.7 | 6.1 | 5.2 | 286,602 | 32.4 | 37,320 | 46,984 | 207,020 | 61.5 | 22,106 | 33,938 | .0064 | .0068 |
| Hutchinson | 8.2 | 7.8 | -4.9 | 3.1 | -3.1 | 78,902 | 14.3 | 21,578 | 25,452 | 41,104 | 23.3 | 10,414 | 13,259 | .0022 | .0020 |
| Hyde | 1.7 | 1.6 | -5.9 | .7 | .0 | 23,449 | 28.3 | 26,106 | 33,499 | 13,986 | 62.6 | 12,284 | 19,980 | .0005 | .0005 |
| Jackson | 2.8 | 2.6 | -7.1 | .8 | -11.1 | 24,444 | 3.3 | 26,294 | 30,555 | 18,378 | 47.9 | 13,806 | 22,973 | .0008 | .0007 |
| Jerauld | 2.4 | 2.3 | -4.2 | .9 | -10.0 | 22,542 | 6.2 | 21,233 | 25,047 | 14,667 | 19.6 | 12,267 | 16,297 | .0007 | .0006 |
| Jones | 1.3 | 1.2 | -7.7 | .5 | .0 | 17,921 | 30.0 | 27,568 | 35,842 | 27,493 | 63.9 | 33,550 | 54,986 | .0006 | .0006 |
| Kingsbury | 5.9 | 5.6 | -5.1 | 2.3 | .0 | 78,936 | 30.3 | 26,340 | 34,320 | 56,451 | 69.3 | 14,500 | 24,544 | .0017 | .0019 |
| Lake | 10.5 | 10.3 | -1.9 | 4.0 | .0 | 177,086 | 38.3 | 32,020 | 44,272 | 117,985 | 68.5 | 17,503 | 29,496 | .0040 | .0042 |
| Lawrence | 20.8 | 21.4 | 2.9 | 8.3 | 3.8 | 368,722 | 39.0 | 33,164 | 44,424 | 211,507 | 64.8 | 16,042 | 25,483 | .0075 | .0082 |
| Lincoln | 15.5 | 16.1 | 3.9 | 5.2 | 3.6 | 282,578 | 39.8 | 36,751 | 49,575 | 58,246 | 35.2 | 7,831 | 10,219 | .0049 | .0049 |
| Lyman | 3.6 | 3.6 | .0 | 1.3 | .0 | 50,413 | 31.9 | 29,403 | 38,779 | 34,477 | 48.9 | 17,816 | 26,521 | .0012 | .0012 |
| McCook | 5.6 | 5.4 | -3.6 | 2.1 | .0 | 68,511 | 24.6 | 26,186 | 32,624 | 36,650 | 52.9 | 11,414 | 17,452 | .0016 | .0016 |
| McPherson | 3.2 | 3.0 | -6.3 | 1.3 | .0 | 26,070 | 17.1 | 17,122 | 20,054 | 15,314 | 50.3 | 7,837 | 11,780 | .0008 | .0007 |
| Marshall | 4.8 | 4.7 | -2.1 | 1.9 | .0 | 60,053 | 24.5 | 25,396 | 31,607 | 9,762 | 3.9 | 4,944 | 5,138 | .0012 | .0011 |
| Meade | 22.0 | 23.1 | 5.0 | 7.5 | 5.6 | 284,734 | 25.6 | 31,928 | 37,965 | 116,279 | 63.7 | 10,007 | 15,504 | .0061 | .0062 |
| Mellette | 2.1 | 2.1 | .0 | .7 | .0 | 12,990 | 16.3 | 15,957 | 18,557 | 6,692 | 47.0 | 6,504 | 9,560 | .0005 | .0003 |
| Miner | 3.3 | 3.1 | -6.1 | 1.2 | -7.7 | 29,131 | 10.3 | 20,310 | 24,276 | 16,727 | 33.0 | 9,675 | 13,939 | .0008 | .0009 |
| Minnehaha | 125.1 | 133.0 | 6.3 | 51.7 | 7.3 | 2,742,253 | 42.9 | 39,820 | 53,042 | 2,108,263 | 72.1 | 25,419 | 40,779 | .0578 | .0653 |
| Moody | 6.5 | 6.3 | -3.1 | 2.3 | -4.2 | 89,549 | 22.8 | 30,394 | 38,934 | 21,218 | 29.3 | 6,840 | 9,225 | .0017 | .0016 |
| Pennington | 82.4 | 89.6 | 8.7 | 34.1 | 10.0 | 1,600,002 | 42.9 | 36,128 | 46,921 | 1,288,281 | 55.2 | 26,777 | 37,780 | .0364 | .0397 |
| Perkins | 3.9 | 3.7 | -5.1 | 1.5 | -6.3 | 43,491 | 10.4 | 24,628 | 28,994 | 24,791 | 36.3 | 11,371 | 16,527 | .0012 | .0010 |
| Potter | 3.2 | 3.1 | -3.1 | 1.2 | -7.7 | 31,674 | 7.2 | 22,738 | 26,395 | 12,867 | 5.6 | 9,371 | 10,723 | .0009 | .0009 |
| Roberts | 9.9 | 9.6 | -3.0 | 3.6 | .0 | 116,580 | 26.4 | 25,627 | 32,383 | 46,304 | 41.9 | 9,065 | 12,862 | .0027 | .0025 |
| Sanborn | 2.8 | 2.7 | -3.6 | 1.0 | .0 | 23,095 | 18.7 | 19,462 | 23,095 | 12,007 | 61.2 | 7,450 | 12,007 | .0006 | .0005 |
| Shannon | 9.9 | 9.9 | .0 | 2.2 | .0 | 57,555 | 17.6 | 22,246 | 26,161 | 14,133 | 54.5 | 4,157 | 6,424 | .0016 | .0015 |
| Spink | 7.9 | 7.5 | -5.1 | 2.9 | -3.3 | 92,943 | 16.9 | 26,494 | 32,049 | 36,746 | 32.3 | 9,258 | 12,671 | .0023 | .0021 |
| Stanley | 2.5 | 2.5 | .0 | 1.0 | 11.1 | 44,576 | 42.7 | 34,718 | 44,576 | 22,943 | 46.6 | 17,386 | 22,943 | .0008 | .0009 |
| Sully | 1.6 | 1.5 | -6.3 | .6 | .0 | 19,911 | 25.8 | 26,388 | 33,185 | 25,953 | 62.7 | 26,592 | 43,255 | .0006 | .0007 |
| Todd | 8.4 | 9.1 | 8.3 | 2.4 | 9.1 | 71,540 | 36.7 | 23,790 | 29,808 | 11,782 | 9.0 | 4,913 | 4,909 | .0017 | .0015 |
| Tripp | 6.9 | 6.7 | -2.9 | 2.5 | -3.8 | 73,486 | 13.1 | 24,982 | 29,394 | 74,102 | 42.0 | 20,073 | 29,641 | .0023 | .0022 |
| Turner | 8.5 | 8.3 | -2.4 | 3.3 | .0 | 92,317 | 18.1 | 23,686 | 27,975 | 39,742 | 36.8 | 8,803 | 12,043 | .0022 | .0021 |
| Union | 10.2 | 10.1 | -1.0 | 3.9 | .0 | 180,105 | 36.9 | 33,729 | 46,181 | 25,855 | 37.7 | 4,814 | 6,629 | .0031 | .0031 |
| Walworth | 6.0 | 5.7 | -5.0 | 2.3 | -4.2 | 67,906 | 13.4 | 24,958 | 29,524 | 61,232 | 39.3 | 18,320 | 26,623 | .0021 | .0018 |
| Yankton | 19.3 | 19.5 | 1.0 | 7.3 | 2.8 | 354,969 | 37.5 | 36,351 | 48,626 | 195,038 | 35.5 | 20,270 | 26,718 | .0075 | .0077 |
| Ziebach | 2.2 | 2.2 | .0 | .6 | .0 | 13,509 | 17.9 | 19,102 | 22,515 | 7,438 | 40.7 | 8,812 | 12,397 | .0005 | .0004 |
| **TOTAL METRO COUNTIES** | **207.5** | **222.6** | **7.3** | **85.8** | **8.3** | **4,342,255** | **42.9** | **38,375** | **50,609** | **3,396,544** | **65.3** | **25,951** | **39,587** | **.0942** | **.1080** |
| **TOTAL STATE** | **697.4** | **708.0** | **1.5** | **266.9** | **2.9** | **11,091,784** | **33.8** | **31,955** | **41,558** | **7,147,202** | **53.7** | **17,921** | **26,779** | **.2512** | **.2598** |
| **TENNESSEE** | | | | | | | | | | | | | | | |
| **CHATTANOOGA** | **435.2** | **447.7** | **2.9** | **174.1** | **4.2** | **6,713,110** | **30.4** | **30,807** | **38,559** | **3,418,577** | **13.6** | **18,004** | **19,636** | **.1583** | **.1473** |
| Hamilton | 286.6 | 293.5 | 2.4 | 116.7 | 4.0 | 4,806,297 | 32.3 | 32,369 | 41,185 | 2,703,793 | 14.8 | 20,998 | 23,169 | .1139 | .1066 |
| Marion | 24.9 | 25.4 | 2.0 | 9.5 | 3.3 | 273,148 | 22.1 | 24,326 | 28,752 | 144,110 | 20.7 | 12,983 | 15,169 | .0072 | .0066 |
| Sequatchie | 8.9 | 9.0 | 1.1 | 3.3 | .0 | 122,954 | 39.2 | 26,773 | 37,259 | 39,848 | 12.2 | 10,766 | 12,075 | .0026 | .0025 |
| *Catoosa, Ga.* | *43.0* | *46.1* | *7.2* | *17.2* | *8.2* | *576,897* | *26.0* | *28,795* | *33,541* | *235,402* | *8.3* | *13,674* | *13,686* | *.0136* | *.0125* |
| *Dade, Ga.* | *13.2* | *13.5* | *2.3* | *4.8* | *2.1* | *143,208* | *18.6* | *25,692* | *29,835* | *53,170* | *-2.8* | *11,641* | *11,077* | *.0037* | *.0032* |
| *Walker, Ga.* | *58.6* | *60.2* | *2.7* | *22.6* | *3.7* | *790,606* | *26.4* | *28,682* | *34,983* | *242,254* | *7.5* | *10,338* | *10,719* | *.0173* | *.0159* |
| **CLARKSVILLE - HOPKINSVILLE** | **170.6** | **178.9** | **4.9** | **59.6** | **5.7** | **2,407,792** | **38.2** | **30,888** | **40,399** | **1,248,210** | **21.5** | **18,208** | **20,943** | **.0556** | **.0546** |
| Montgomery | 101.9 | 111.2 | 9.1 | 38.5 | 10.3 | 1,483,809 | 40.4 | 30,277 | 38,540 | 767,843 | 16.3 | 18,924 | 19,944 | .0342 | .0337 |

# METRO/COUNTY 1995 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990-1995 | 12/31/95 Households (Thous.) | % Change 1990-1995 | 1995 EBI ($000) | % Change 1990-1995 | Average Household EBI | | 1995 Retail Sales ($000) | % Change 1990-1995 | Retail Sales Per Household | | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 1990 | 1995 | | | 1990 | 1995 | 1990 | 1995 |
| **TENNESSEE (continued)** | | | | | | | | | | | | | | | |
| **CLARKSVILLE - HOPKINSVILLE (continued)** | | | | | | | | | | | | | | | |
| *Christian, Ky.* | 68.7 | 67.7 | −1.5 | 21.1 | −1.9 | 923,983 | 34.8 | 31,879 | 43,791 | 480,367 | 31.1 | 17,046 | 22,766 | .0214 | .0209 |
| **JACKSON** | **78.1** | **79.3** | **1.5** | **30.4** | **2.4** | **1,304,388** | **39.6** | **31,458** | **42,908** | **771,479** | **18.1** | **21,986** | **25,378** | **.0304** | **.0293** |
| Madison | 78.1 | 79.3 | 1.5 | 30.4 | 2.4 | 1,304,388 | 39.6 | 31,458 | 42,908 | 771,479 | 18.1 | 21,986 | 25,378 | .0304 | .0293 |
| **JOHNSON CITY - KINGSPORT - BRISTOL** | **436.4** | **438.3** | **.4** | **174.0** | **2.0** | **6,730,041** | **32.5** | **29,764** | **38,678** | **3,025,146** | **17.5** | **15,089** | **17,386** | **.1501** | **.1419** |
| Carter | 51.5 | 51.7 | .4 | 20.6 | 2.0 | 647,474 | 30.9 | 24,488 | 31,431 | 209,493 | 16.9 | 8,868 | 10,170 | .0140 | .0134 |
| Hawkins | 44.7 | 45.2 | 1.1 | 17.6 | 2.3 | 726,794 | 43.1 | 29,519 | 41,295 | 181,218 | 32.7 | 7,942 | 10,296 | .0131 | .0133 |
| Sullivan | 143.8 | 144.8 | .7 | 58.0 | 2.1 | 2,431,838 | 34.0 | 31,956 | 41,928 | 1,257,966 | 16.0 | 19,094 | 21,689 | .0554 | .0523 |
| Unicoi | 16.5 | 16.4 | −.6 | 6.7 | 1.5 | 274,638 | 42.4 | 29,212 | 40,991 | 53,227 | 10.5 | 7,300 | 7,944 | .0048 | .0048 |
| Washington | 92.5 | 93.7 | 1.3 | 36.9 | 2.8 | 1,392,732 | 29.3 | 30,013 | 37,743 | 650,140 | 9.4 | 16,549 | 17,619 | .0327 | .0299 |
| *Bristol city, Va.* | 18.3 | 17.6 | −3.8 | 7.4 | −1.3 | 245,370 | 18.0 | 27,735 | 33,158 | 285,816 | 20.0 | 31,751 | 38,624 | .0085 | .0075 |
| *Scott, Va.* | 23.1 | 22.4 | −3.0 | 8.8 | −1.1 | 354,154 | 33.0 | 29,929 | 40,245 | 147,797 | 31.6 | 12,618 | 16,795 | .0075 | .0073 |
| *Washington, Va.* | 46.0 | 46.5 | 1.1 | 18.0 | 2.9 | 657,041 | 27.4 | 29,466 | 36,502 | 239,489 | 32.2 | 10,356 | 13,305 | .0141 | .0134 |
| **KNOXVILLE** | **608.4** | **628.8** | **3.4** | **250.4** | **4.6** | **10,459,940** | **37.6** | **31,765** | **41,773** | **5,592,862** | **17.1** | **19,959** | **22,336** | **.2362** | **.2273** |
| Anderson | 68.6 | 70.4 | 2.6 | 28.7 | 4.4 | 1,476,689 | 45.7 | 36,848 | 51,453 | 501,006 | 14.1 | 15,966 | 17,457 | .0272 | .0271 |
| Blount | 86.7 | 90.8 | 4.7 | 35.9 | 5.9 | 1,269,613 | 29.3 | 28,955 | 35,365 | 766,664 | 12.4 | 20,114 | 21,356 | .0322 | .0297 |
| Grainger | 17.1 | 17.2 | .6 | 6.5 | 1.6 | 179,504 | 26.8 | 22,114 | 27,616 | 42,587 | 19.4 | 5,575 | 6,552 | .0039 | .0036 |
| Jefferson | 33.1 | 33.7 | 1.8 | 12.7 | 2.4 | 540,252 | 43.9 | 30,271 | 42,540 | 197,655 | 44.1 | 11,059 | 15,563 | .0103 | .0107 |
| Knox | 337.2 | 345.6 | 2.5 | 139.6 | 4.0 | 6,136,434 | 37.8 | 33,177 | 43,957 | 3,609,947 | 18.3 | 22,732 | 25,859 | .1411 | .1359 |
| Sevier | 51.9 | 56.4 | 8.7 | 21.7 | 9.0 | 719,342 | 35.8 | 26,622 | 33,149 | 456,541 | 10.3 | 20,806 | 21,039 | .0185 | .0175 |
| Union | 13.8 | 14.7 | 6.5 | 5.3 | 6.0 | 138,106 | 28.6 | 21,473 | 26,058 | 18,462 | 3.7 | 3,559 | 3,483 | .0030 | .0028 |
| **MEMPHIS** | **990.6** | **1,043.1** | **5.3** | **382.5** | **6.2** | **17,058,427** | **40.9** | **33,601** | **44,597** | **8,145,661** | **15.5** | **19,581** | **21,296** | **.3692** | **.3603** |
| Shelby | 831.6 | 866.2 | 4.2 | 321.3 | 5.1 | 14,651,467 | 39.8 | 34,290 | 45,601 | 7,072,700 | 13.3 | 20,436 | 22,013 | .3197 | .3084 |
| Tipton | 38.1 | 41.3 | 8.4 | 14.5 | 9.8 | 494,879 | 38.1 | 27,142 | 34,130 | 135,855 | 10.6 | 9,302 | 9,369 | .0101 | .0100 |
| *Crittenden, Ark.* | 50.1 | 51.5 | 2.8 | 17.7 | 2.9 | 548,649 | 25.4 | 25,435 | 30,997 | 571,940 | 40.4 | 23,688 | 32,313 | .0171 | .0167 |
| *De Soto, Miss.* | 70.8 | 84.1 | 18.8 | 29.0 | 19.3 | 1,363,432 | 63.9 | 34,224 | 47,015 | 365,166 | 30.6 | 11,510 | 12,592 | .0223 | .0252 |
| **NASHVILLE** | **997.5** | **1,072.0** | **7.5** | **415.3** | **9.1** | **21,120,249** | **48.5** | **37,369** | **50,855** | **9,405,703** | **20.0** | **20,600** | **22,648** | **.4131** | **.4210** |
| Cheatham | 27.7 | 31.0 | 11.9 | 10.9 | 12.4 | 453,232 | 43.8 | 32,498 | 41,581 | 70,358 | 14.5 | 6,338 | 6,455 | .0078 | .0080 |
| Davidson | 513.6 | 531.9 | 3.6 | 221.7 | 6.2 | 11,315,235 | 45.2 | 37,348 | 51,038 | 6,178,450 | 18.1 | 25,072 | 27,869 | .2391 | .2366 |
| Dickson | 35.6 | 38.6 | 8.4 | 14.6 | 10.6 | 613,031 | 48.4 | 31,298 | 41,988 | 258,520 | 23.1 | 15,915 | 17,707 | .0122 | .0125 |
| Robertson | 42.1 | 45.5 | 8.1 | 16.4 | 9.3 | 740,373 | 50.6 | 32,764 | 45,145 | 254,982 | 29.9 | 13,086 | 15,548 | .0137 | .0144 |
| Rutherford | 121.6 | 139.3 | 14.6 | 50.1 | 15.7 | 2,680,809 | 62.7 | 38,057 | 53,509 | 895,793 | 26.4 | 16,373 | 17,880 | .0450 | .0500 |
| Sumner | 105.0 | 115.0 | 9.5 | 41.3 | 10.1 | 1,888,770 | 42.4 | 35,363 | 45,733 | 572,368 | 13.7 | 13,425 | 13,859 | .0358 | .0358 |
| Williamson | 82.9 | 94.0 | 13.4 | 33.0 | 15.4 | 2,132,360 | 58.0 | 47,198 | 64,617 | 716,219 | 22.8 | 20,395 | 21,704 | .0357 | .0385 |
| Wilson | 69.0 | 76.7 | 11.2 | 27.3 | 11.4 | 1,296,439 | 47.2 | 35,944 | 47,489 | 459,013 | 34.1 | 13,969 | 16,814 | .0238 | .0252 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Anderson | 68.6 | 70.4 | 2.6 | 28.7 | 4.4 | 1,476,689 | 45.7 | 36,848 | 51,453 | 501,006 | 14.1 | 15,966 | 17,457 | .0272 | .0271 |
| Bedford | 30.6 | 31.4 | 2.6 | 12.1 | 3.4 | 517,731 | 39.3 | 31,763 | 42,788 | 156,082 | 10.0 | 12,126 | 12,899 | .0101 | .0098 |
| Benton | 14.5 | 14.3 | −1.4 | 5.7 | −1.7 | 180,581 | 24.2 | 25,064 | 31,681 | 77,812 | 22.1 | 10,989 | 13,651 | .0044 | .0040 |
| Bledsoe | 9.7 | 9.8 | 1.0 | 3.3 | .0 | 108,464 | 29.0 | 25,486 | 32,868 | 22,181 | 8.5 | 6,196 | 6,722 | .0023 | .0023 |
| Blount | 86.7 | 90.8 | 4.7 | 35.9 | 5.9 | 1,269,613 | 29.3 | 28,955 | 35,365 | 766,664 | 12.4 | 20,114 | 21,356 | .0322 | .0297 |
| Bradley | 74.3 | 77.9 | 4.8 | 29.4 | 5.8 | 1,203,292 | 38.9 | 31,151 | 40,928 | 553,461 | 15.2 | 17,285 | 18,825 | .0263 | .0255 |
| Campbell | 35.0 | 34.4 | −1.7 | 13.0 | −.8 | 346,838 | 21.7 | 21,752 | 26,680 | 175,111 | 12.6 | 11,868 | 13,470 | .0094 | .0085 |
| Cannon | 10.5 | 10.6 | 1.0 | 4.1 | 2.5 | 112,853 | 23.0 | 22,939 | 27,525 | 27,247 | 7.3 | 6,346 | 6,646 | .0026 | .0024 |
| Carroll | 27.5 | 27.4 | −.4 | 10.8 | .9 | 339,634 | 27.4 | 24,915 | 31,448 | 133,832 | 12.5 | 11,120 | 12,392 | .0080 | .0072 |
| Carter | 51.5 | 51.7 | .4 | 20.6 | 2.0 | 647,474 | 30.9 | 24,488 | 31,431 | 209,493 | 16.9 | 8,868 | 10,170 | .0140 | .0134 |
| Cheatham | 27.7 | 31.0 | 11.9 | 10.9 | 12.4 | 453,232 | 43.8 | 32,498 | 41,581 | 70,358 | 14.5 | 6,338 | 6,455 | .0078 | .0080 |
| Chester | 12.8 | 13.0 | 1.6 | 4.6 | .0 | 148,787 | 26.2 | 25,625 | 32,345 | 51,249 | 21.7 | 9,153 | 11,141 | .0035 | .0032 |
| Claiborne | 26.3 | 27.0 | 2.7 | 10.1 | 4.1 | 266,359 | 29.2 | 21,251 | 26,372 | 67,943 | 9.7 | 6,383 | 6,727 | .0061 | .0057 |
| Clay | 7.2 | 7.1 | −1.4 | 2.8 | .0 | 92,733 | 40.1 | 23,645 | 33,119 | 21,150 | 44.3 | 5,235 | 7,554 | .0016 | .0018 |
| Cocke | 29.2 | 29.3 | .3 | 11.3 | .9 | 345,927 | 33.8 | 22,089 | 30,613 | 176,958 | 18.7 | 13,306 | 15,660 | .0086 | .0081 |
| Coffee | 40.6 | 42.0 | 3.4 | 16.4 | 5.1 | 697,484 | 41.1 | 31,687 | 42,530 | 369,778 | 27.6 | 18,572 | 22,547 | .0151 | .0151 |
| Crockett | 13.3 | 12.7 | −4.5 | 5.0 | −3.8 | 150,774 | 21.7 | 23,833 | 30,155 | 62,594 | 6.2 | 11,334 | 12,519 | .0038 | .0034 |
| Cumberland | 35.3 | 38.4 | 8.8 | 15.1 | 11.0 | 531,393 | 47.7 | 26,451 | 35,192 | 239,715 | 17.6 | 14,983 | 15,875 | .0114 | .0115 |
| Davidson | 513.6 | 531.9 | 3.6 | 221.7 | 6.2 | 11,315,235 | 45.2 | 37,348 | 51,038 | 6,178,450 | 18.1 | 25,072 | 27,869 | .2391 | .2366 |
| Decatur | 10.4 | 10.1 | −2.9 | 4.1 | −2.4 | 137,692 | 30.9 | 25,047 | 33,583 | 76,082 | 39.6 | 12,975 | 18,557 | .0034 | .0032 |
| De Kalb | 14.4 | 14.6 | 1.4 | 5.9 | 3.5 | 180,829 | 28.9 | 24,614 | 30,649 | 53,073 | 7.8 | 8,639 | 8,995 | .0039 | .0037 |
| Dickson | 35.6 | 38.6 | 8.4 | 14.6 | 10.6 | 613,031 | 48.4 | 31,298 | 41,988 | 258,520 | 23.1 | 15,915 | 17,707 | .0122 | .0125 |
| Dyer | 35.0 | 35.8 | 2.3 | 14.1 | 2.9 | 537,685 | 39.0 | 28,241 | 38,134 | 357,309 | 22.6 | 21,279 | 25,341 | .0131 | .0130 |
| Fayette | 25.7 | 26.4 | 2.7 | 8.9 | 4.7 | 278,033 | 31.7 | 24,846 | 31,240 | 56,837 | 9.8 | 6,090 | 6,386 | .0060 | .0056 |
| Fentress | 14.7 | 14.6 | −.7 | 5.6 | 1.8 | 125,107 | 26.2 | 18,020 | 22,341 | 52,095 | 9.0 | 8,690 | 9,303 | .0033 | .0030 |
| Franklin | 34.9 | 36.0 | 3.2 | 13.3 | 4.7 | 540,583 | 41.1 | 30,172 | 40,645 | 160,625 | 10.6 | 11,431 | 12,077 | .0107 | .0104 |
| Gibson | 46.1 | 44.9 | −2.6 | 18.0 | −1.6 | 714,292 | 36.4 | 28,616 | 39,683 | 301,709 | 22.9 | 13,418 | 16,762 | .0152 | .0148 |
| Giles | 25.8 | 26.4 | 2.3 | 10.2 | 3.0 | 425,164 | 43.9 | 29,839 | 41,683 | 137,970 | 10.7 | 12,593 | 13,526 | .0084 | .0082 |

# METRO/COUNTY 1995 PROJECTIONS

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990-1995 | 12/31/95 Households (Thous.) | % Change 1990-1995 | 1995 EBI ($000) | % Change 1990-1995 | Average Household EBI 1990 | Average Household EBI 1995 | 1995 Retail Sales ($000) | % Change 1990-1995 | Retail Sales Per Household 1990 | Retail Sales Per Household 1995 | Buying Power Index 1990 | Buying Power Index 1995 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **TENNESSEE (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Grainger | 17.1 | 17.2 | .6 | 6.5 | 1.6 | 179,504 | 26.8 | 22,114 | 27,616 | 42,587 | 19.4 | 5,575 | 6,552 | .0039 | .0036 |
| Greene | 55.9 | 55.9 | .0 | 21.7 | .9 | 969,887 | 43.3 | 31,472 | 44,695 | 301,509 | 10.0 | 12,747 | 13,894 | .0187 | .0184 |
| Grundy | 13.3 | 13.3 | .0 | 4.8 | .0 | 160,775 | 30.6 | 25,577 | 33,395 | 53,152 | 19.8 | 9,243 | 11,073 | .0036 | .0034 |
| Hamblen | 50.5 | 50.9 | .8 | 19.8 | 2.1 | 727,374 | 32.4 | 28,328 | 36,736 | 478,416 | 30.9 | 18,842 | 24,162 | .0179 | .0174 |
| Hamilton | 286.6 | 293.5 | 2.4 | 116.7 | 4.0 | 4,801,297 | 32.3 | 32,369 | 41,185 | 2,703,793 | 14.8 | 20,998 | 23,169 | .1139 | .1066 |
| Hancock | 6.7 | 6.7 | .0 | 2.5 | .0 | 65,569 | 40.9 | 18,900 | 26,628 | 11,579 | 8.0 | 4,287 | 4,632 | .0014 | .0015 |
| Hardeman | 23.4 | 23.7 | 1.3 | 8.5 | 2.4 | 318,190 | 42.7 | 26,870 | 37,434 | 140,305 | 23.4 | 13,698 | 16,506 | .0069 | .0068 |
| Hardin | 22.7 | 22.8 | .4 | 8.9 | 1.1 | 248,723 | 23.2 | 22,944 | 27,946 | 109,284 | 4.5 | 11,884 | 12,279 | .0064 | .0057 |
| Hawkins | 44.7 | 45.2 | 1.1 | 17.6 | 2.3 | 726,794 | 43.1 | 29,519 | 41,295 | 181,218 | 32.7 | 7,942 | 10,296 | .0131 | .0133 |
| Haywood | 19.4 | 19.4 | .0 | 7.2 | 2.9 | 243,341 | 37.8 | 25,219 | 33,797 | 92,027 | 9.5 | 12,001 | 12,782 | .0055 | .0053 |
| Henderson | 21.9 | 22.2 | 1.4 | 8.8 | 3.5 | 339,386 | 44.4 | 27,648 | 38,567 | 161,191 | 43.9 | 13,180 | 18,317 | .0070 | .0072 |
| Henry | 27.9 | 27.6 | -1.1 | 11.4 | .0 | 362,155 | 25.9 | 25,241 | 31,768 | 193,621 | 17.2 | 14,496 | 16,984 | .0090 | .0084 |
| Hickman | 16.9 | 17.6 | 4.1 | 6.4 | 6.7 | 217,508 | 37.9 | 26,292 | 33,986 | 43,841 | 14.6 | 6,376 | 6,850 | .0043 | .0042 |
| Houston | 7.1 | 7.3 | 2.8 | 2.9 | 7.4 | 92,898 | 36.4 | 25,223 | 32,034 | 16,237 | 8.3 | 5,554 | 5,599 | .0017 | .0017 |
| Humphreys | 15.8 | 15.8 | .0 | 6.1 | .0 | 197,968 | 19.8 | 27,093 | 32,454 | 83,618 | 11.1 | 12,337 | 13,708 | .0050 | .0043 |
| Jackson | 9.3 | 9.4 | 1.1 | 3.7 | 2.8 | 137,112 | 44.1 | 26,422 | 37,057 | 40,462 | 12.1 | 10,028 | 10,936 | .0026 | .0027 |
| Jefferson | 33.1 | 33.7 | 1.8 | 12.7 | 2.4 | 540,252 | 43.9 | 30,271 | 42,540 | 197,655 | 44.1 | 11,059 | 15,563 | .0103 | .0107 |
| Johnson | 13.7 | 13.5 | -1.5 | 5.4 | .0 | 156,487 | 33.1 | 21,772 | 28,979 | 45,151 | 17.6 | 7,110 | 8,301 | .0035 | .0032 |
| Knox | 337.2 | 345.6 | 2.5 | 139.6 | 4.0 | 6,136,434 | 37.8 | 33,177 | 43,957 | 3,609,947 | 18.3 | 22,732 | 25,859 | .1411 | .1359 |
| Lake | 7.1 | 6.8 | -4.2 | 2.3 | -4.2 | 64,251 | 18.5 | 22,588 | 27,935 | 15,311 | 10.2 | 5,790 | 6,657 | .0015 | .0014 |
| Lauderdale | 23.5 | 23.3 | -.9 | 8.4 | .0 | 288,631 | 35.7 | 25,312 | 34,361 | 107,539 | 35.5 | 9,448 | 12,802 | .0063 | .0062 |
| Lawrence | 35.4 | 35.0 | 1.4 | 13.7 | 2.2 | 582,479 | 43.1 | 30,380 | 42,517 | 214,197 | 14.0 | 14,017 | 15,635 | .0117 | .0114 |
| Lewis | 9.3 | 9.4 | 1.1 | 3.7 | 2.8 | 123,451 | 34.8 | 25,444 | 33,365 | 28,393 | 9.0 | 7,239 | 7,674 | .0025 | .0024 |
| Lincoln | 28.3 | 29.2 | 3.2 | 11.4 | 4.6 | 370,269 | 32.6 | 25,616 | 32,480 | 158,253 | 16.4 | 12,470 | 13,882 | .0085 | .0082 |
| Loudon | 31.5 | 32.8 | 4.1 | 12.9 | 4.9 | 651,945 | 49.3 | 35,504 | 50,538 | 211,602 | 35.7 | 12,675 | 16,403 | .0114 | .0120 |
| McMinn | 42.5 | 42.9 | .9 | 16.8 | 2.4 | 682,746 | 37.9 | 30,198 | 40,640 | 237,144 | 7.3 | 13,475 | 14,116 | .0140 | .0134 |
| McNairy | 22.5 | 22.8 | 1.3 | 9.1 | 2.2 | 265,862 | 27.9 | 23,347 | 29,216 | 105,258 | 28.6 | 9,194 | 11,567 | .0062 | .0058 |
| Macon | 15.9 | 16.1 | 1.3 | 6.3 | 1.6 | 206,165 | 27.9 | 26,005 | 32,725 | 57,122 | 7.4 | 8,576 | 9,067 | .0045 | .0042 |
| Madison | 78.1 | 79.3 | 1.5 | 30.4 | 2.4 | 1,304,388 | 39.6 | 31,458 | 42,908 | 771,479 | 18.1 | 21,986 | 25,378 | .0304 | .0293 |
| Marion | 24.9 | 25.4 | 2.0 | 9.5 | 3.3 | 273,148 | 22.1 | 24,326 | 28,752 | 144,110 | 20.7 | 12,983 | 15,169 | .0072 | .0066 |
| Marshall | 21.7 | 22.6 | 4.1 | 8.8 | 6.0 | 403,802 | 48.8 | 32,701 | 45,887 | 136,464 | 16.1 | 14,160 | 15,507 | .0074 | .0077 |
| Maury | 55.2 | 57.3 | 3.8 | 21.7 | 4.3 | 942,646 | 41.5 | 32,023 | 43,440 | 453,437 | 26.6 | 17,221 | 20,896 | .0200 | .0199 |
| Meigs | 8.1 | 8.7 | 7.4 | 3.3 | 10.0 | 116,165 | 39.1 | 27,841 | 35,202 | 11,255 | 10.6 | 3,393 | 3,411 | .0020 | .0021 |
| Monroe | 30.7 | 31.5 | 2.6 | 11.9 | 4.4 | 449,920 | 42.0 | [illegible] | 37,808 | 162,138 | 16.1 | 12,247 | 13,625 | .0093 | .0091 |
| Montgomery | 101.9 | 111.2 | 9.1 | 38.5 | 10.3 | 1,483,809 | 40.4 | 30,277 | 38,540 | 767,843 | 16.3 | 18,924 | 19,944 | .0342 | .0337 |
| Moore | 4.7 | 4.9 | 4.3 | 1.8 | 5.9 | 86,358 | 49.8 | 33,918 | 47,977 | 4,208 | 14.7 | 2,158 | 2,338 | .0012 | .0013 |
| Morgan | 17.4 | 18.0 | 3.4 | 6.2 | 5.1 | 233,654 | 44.2 | 27,468 | 37,686 | 32,872 | 25.2 | 4,451 | 5,302 | .0041 | .0042 |
| Obion | 31.6 | 31.1 | -1.6 | 12.2 | -1.6 | 530,068 | 36.8 | 31,245 | 43,448 | 250,769 | 26.0 | 16,053 | 20,555 | .0113 | .0112 |
| Overton | 17.7 | 17.9 | 1.1 | 6.9 | 1.5 | 190,185 | 26.4 | 22,123 | 27,563 | 43,291 | 1.0 | 6,302 | 6,274 | .0044 | .0039 |
| Perry | 6.7 | 6.9 | 3.0 | 2.6 | 4.0 | 82,549 | 34.9 | 24,478 | 31,750 | 19,829 | 20.2 | 6,599 | 7,627 | .0017 | .0016 |
| Pickett | 4.5 | 4.5 | .0 | 1.8 | .0 | 56,551 | 40.0 | 22,447 | 31,417 | 10,793 | 7.5 | 5,576 | 5,996 | .0010 | .0010 |
| Polk | 13.7 | 13.8 | .7 | 5.2 | 2.0 | 123,814 | 20.1 | 20,209 | 23,810 | 28,762 | -2.1 | 5,759 | 5,531 | .0031 | .0027 |
| Putnam | 51.8 | 53.9 | 4.1 | 21.0 | 5.5 | 769,352 | 37.2 | 28,184 | 36,636 | 444,139 | 15.3 | 19,349 | 21,149 | .0186 | .0178 |
| Rhea | 24.4 | 24.8 | 1.6 | 9.5 | 3.3 | 388,816 | 44.0 | 29,342 | 40,928 | 127,810 | 20.9 | 11,495 | 13,454 | .0075 | .0075 |
| Roane | 47.2 | 47.0 | -.4 | 18.6 | 1.1 | 764,467 | 32.6 | 31,341 | 41,100 | 223,284 | 6.0 | 11,447 | 12,005 | .0155 | .0145 |
| Robertson | 42.1 | 45.5 | 8.1 | 16.4 | 9.3 | 740,373 | 50.6 | 32,764 | 45,145 | 254,982 | 29.9 | 13,086 | 15,548 | .0137 | .0144 |
| Rutherford | 121.6 | 139.3 | 14.6 | 50.1 | 15.7 | 2,680,809 | 62.7 | 38,057 | 53,509 | 895,793 | 26.6 | 16,373 | 17,880 | .0450 | .0500 |
| Scott | 18.3 | 18.0 | -1.6 | 6.5 | .0 | 164,187 | 17.5 | 21,499 | 25,260 | 65,698 | 15.7 | 8,733 | 10,107 | .0044 | .0039 |
| Sequatchie | 8.9 | 9.0 | 1.1 | 3.3 | .0 | 122,954 | 39.2 | 26,773 | 37,259 | 39,848 | 12.2 | 10,766 | 12,075 | .0026 | .0025 |
| Sevier | 51.9 | 56.4 | 8.7 | 21.7 | 9.0 | 719,342 | 35.8 | 26,622 | 33,149 | 456,541 | 10.3 | 20,806 | 21,039 | .0185 | .0175 |
| Shelby | 831.6 | 866.2 | 4.2 | 321.3 | 5.1 | 14,651,467 | 39.8 | 34,290 | 45,601 | 7,072,700 | 13.3 | 20,436 | 22,013 | .3197 | .3084 |
| Smith | 14.1 | 14.1 | .0 | 5.4 | 1.9 | 190,020 | 29.5 | 27,694 | 35,189 | 98,828 | 38.5 | 13,460 | 18,301 | .0045 | .0044 |
| Stewart | 9.5 | 9.8 | 3.2 | 3.9 | 5.4 | 134,049 | 43.4 | 25,258 | 34,372 | 33,775 | 30.6 | 6,992 | 8,660 | .0024 | .0025 |
| Sullivan | 143.8 | 144.8 | .7 | 58.0 | 2.1 | 2,431,838 | 34.0 | 31,956 | 41,928 | 1,257,966 | 16.0 | 19,094 | 21,689 | .0554 | .0523 |
| Sumner | 105.0 | 115.0 | 9.5 | 41.3 | 10.1 | 1,888,770 | 42.4 | 35,363 | 45,733 | 572,368 | 13.7 | 13,425 | 13,859 | .0358 | .0358 |
| Tipton | 38.1 | 41.3 | 8.4 | 14.5 | 9.8 | 494,879 | 38.1 | 27,142 | 34,130 | 135,855 | 10.6 | 9,302 | 9,369 | .0101 | .0100 |
| Trousdale | 5.9 | 6.1 | 3.4 | 2.4 | 4.3 | 91,491 | 33.6 | 29,785 | 38,121 | 34,044 | 34.4 | 11,017 | 14,185 | .0020 | .0019 |
| Unicoi | 16.5 | 16.4 | -.6 | 6.7 | 1.5 | 274,638 | 42.4 | 29,212 | 40,991 | 53,227 | 10.5 | 7,300 | 7,944 | .0048 | .0048 |
| Union | 13.8 | 14.7 | 6.5 | 5.3 | 6.0 | 138,106 | 28.6 | 21,473 | 26,058 | 18,462 | 3.7 | 3,559 | 3,483 | .0030 | .0028 |
| Van Buren | 4.8 | 4.8 | .0 | 1.8 | .0 | 64,476 | 33.7 | 26,771 | 35,787 | 3,188 | 4.3 | 1,698 | 1,771 | .0010 | .0011 |
| Warren | 33.1 | 33.8 | 2.1 | 13.0 | 2.4 | 514,254 | 42.9 | 28,329 | 39,558 | 228,439 | 25.2 | 14,372 | 17,572 | .0108 | .0108 |
| Washington | 92.5 | 93.7 | 1.3 | 36.9 | 2.8 | 1,392,732 | 29.3 | 30,013 | 37,743 | 650,140 | 9.4 | 16,549 | 17,619 | .0327 | .0299 |
| Wayne | 13.9 | 14.0 | .7 | 5.2 | .0 | 181,906 | 36.1 | 25,696 | 34,982 | 55,084 | 25.0 | 8,474 | 10,593 | .0037 | .0036 |
| Weakley | 31.9 | 31.5 | -1.3 | 11.9 | -.8 | 423,673 | 31.1 | 26,927 | 35,603 | 155,741 | 15.4 | 11,250 | 13,087 | .0094 | .0089 |
| White | 20.1 | 20.5 | 2.0 | 8.0 | 3.9 | 250,213 | 31.8 | 24,655 | 31,277 | 134,387 | 28.1 | 13,626 | 16,798 | .0060 | .0059 |
| Williamson | 82.9 | 94.0 | 13.4 | 33.0 | 15.4 | 2,132,360 | 58.0 | 47,198 | 64,617 | 716,219 | 22.8 | 20,395 | 21,704 | .0357 | .0385 |

# METRO/COUNTY 1995 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990-1995 | 12/31/95 Households (Thous.) | % Change 1990-1995 | 1995 EBI ($000) | % Change 1990-1995 | Average Household EBI 1990 | Average Household EBI 1995 | 1995 Retail Sales ($000) | % Change 1990-1995 | Retail Sales Per Household 1990 | Retail Sales Per Household 1995 | Buying Power Index 1990 | Buying Power Index 1995 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **TENNESSEE (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Wilson | 69.0 | 76.7 | 11.2 | 27.3 | 11.4 | 1,296,439 | 47.2 | 35,944 | 47,489 | 459,013 | 34.1 | 13,969 | 16,814 | .0238 | .0252 |
| **TOTAL METRO COUNTIES** | **3,325.0** | **3,478.5** | **4.6** | **1,339.7** | **5.9** | **60,190,607** | **41.0** | **33,750** | **44,928** | **28,986,237** | **16.6** | **19,650** | **21,636** | **1.2874** | **1.2591** |
| **TOTAL STATE** | **4,906.3** | **5,082.4** | **3.6** | **1,955.8** | **4.9** | **82,799,090** | **39.8** | **31,764** | **42,335** | **37,980,497** | **17.1** | **17,384** | **19,419** | **1.7760** | **1.7322** |
| **TEXAS** | | | | | | | | | | | | | | | |
| **ABILENE** | **119.5** | **119.6** | **.1** | **43.4** | **.5** | **1,648,921** | **25.0** | **30,530** | **37,994** | **1,205,841** | **35.7** | **20,575** | **27,784** | **.0431** | **.0414** |
| Taylor | 119.5 | 119.6 | .1 | 43.4 | .5 | 1,648,921 | 25.0 | 30,530 | 37,994 | 1,205,841 | 35.7 | 20,575 | 27,784 | .0431 | .0414 |
| **AMARILLO** | **188.0** | **192.2** | **2.2** | **74.3** | **3.1** | **3,377,151** | **34.5** | **34,828** | **45,453** | **2,972,532** | **58.7** | **25,975** | **40,007** | **.0821** | **.0872** |
| Potter | 97.3 | 95.0 | -2.4 | 36.1 | -2.7 | 1,433,005 | 28.7 | 30,021 | 39,695 | 1,710,245 | 53.7 | 29,995 | 47,375 | .0422 | .0437 |
| Randall | 90.7 | 97.2 | 7.2 | 38.2 | 9.1 | 1,944,146 | 39.1 | 39,923 | 50,894 | 1,262,287 | 66.1 | 21,714 | 33,044 | .0399 | .0435 |
| **AUSTIN** | **798.0** | **896.5** | **12.3** | **352.7** | **13.6** | **18,018,108** | **56.7** | **36,574** | **51,086** | **9,233,693** | **50.6** | **19,755** | **26,180** | **.3274** | **.3732** |
| Hays | 67.0 | 75.2 | 12.2 | 26.2 | 15.4 | 1,221,311 | 62.8 | 33,044 | 46,615 | 480,843 | 37.7 | 15,382 | 18,353 | .0218 | .0246 |
| Travis | 587.4 | 654.7 | 11.5 | 267.5 | 12.6 | 14,096,946 | 59.8 | 37,144 | 52,699 | 7,860,118 | 54.4 | 21,432 | 29,384 | .2573 | .2963 |
| Williamson | 143.6 | 166.6 | 16.0 | 59.0 | 17.5 | 2,699,851 | 51.6 | 35,476 | 45,760 | 892,732 | 28.9 | 13,800 | 15,131 | .0483 | .0523 |
| **BEAUMONT - PORT ARTHUR** | **359.1** | **348.4** | **-3.0** | **130.5** | **-2.2** | **6,102,635** | **28.5** | **35,568** | **46,763** | **3,516,080** | **36.4** | **19,315** | **26,943** | **.1392** | **.1346** |
| Hardin | 41.2 | 40.4 | -1.9 | 14.4 | -2.0 | 566,326 | 21.4 | 31,738 | 39,328 | 286,691 | 43.4 | 13,601 | 19,909 | .0132 | .0126 |
| Jefferson | 237.8 | 229.9 | -3.3 | 87.8 | -2.3 | 4,045,405 | 27.7 | 35,252 | 46,075 | 2,669,668 | 37.0 | 21,679 | 30,406 | .0966 | .0933 |
| Orange | 80.1 | 78.1 | -2.5 | 28.3 | -2.1 | 1,490,904 | 34.0 | 38,501 | 52,682 | 559,721 | 30.3 | 14,864 | 19,778 | .0294 | .0287 |
| **BRAZORIA** | **192.7** | **200.1** | **3.8** | **67.4** | **4.7** | **3,906,085** | **40.2** | **43,271** | **57,954** | **1,698,552** | **56.5** | **16,858** | **25,201** | **.0732** | **.0776** |
| Brazoria | 192.7 | 200.1 | 3.8 | 67.4 | 4.7 | 3,906,085 | 40.2 | 43,271 | 57,954 | 1,698,552 | 56.5 | 16,858 | 25,201 | .0732 | .0776 |
| **BROWNSVILLE - HARLINGEN** | **263.0** | **283.9** | **7.9** | **78.5** | **5.9** | **2,468,255** | **33.2** | **25,016** | **31,443** | **2,100,362** | **55.4** | **18,246** | **26,756** | **.0699** | **.0737** |
| Cameron | 263.0 | 283.9 | 7.9 | 78.5 | 5.9 | 2,468,255 | 33.2 | 25,016 | 31,443 | 2,100,362 | 55.4 | 18,246 | 26,756 | .0699 | .0737 |
| **BRYAN - COLLEGE STATION** | **122.9** | **130.0** | **5.8** | **46.8** | **5.9** | **1,919,720** | **43.0** | **30,374** | **41,020** | **1,309,208** | **66.4** | **17,805** | **27,975** | **.0420** | **.0463** |
| Brazos | 122.9 | 130.0 | 5.8 | 46.8 | 5.9 | 1,919,720 | 43.0 | 30,374 | 41,020 | 1,309,208 | 66.4 | 17,805 | 27,975 | .0420 | .0463 |
| **CORPUS CHRISTI** | **350.5** | **357.0** | **1.9** | **121.3** | **2.2** | **4,731,148** | **26.8** | **31,431** | **39,004** | **3,315,348** | **42.9** | **19,549** | **27,332** | **.1198** | **.1183** |
| Nueces | 292.0 | 299.4 | 2.5 | 103.0 | 3.0 | 4,042,690 | 28.0 | 31,584 | 39,249 | 3,013,049 | 45.2 | 20,757 | 29,253 | .1029 | .1029 |
| San Patricio | 58.5 | 57.6 | -1.5 | 18.3 | -2.1 | 688,458 | 20.3 | 30,614 | 37,621 | 302,299 | 23.5 | 13,091 | 16,519 | .0169 | .0154 |
| **DALLAS** | **2,602.9** | **2,884.7** | **10.8** | **1,072.6** | **10.2** | **60,398,205** | **51.3** | **41,015** | **56,310** | **35,794,710** | **53.7** | **23,928** | **33,372** | **1.1648** | **1.3019** |
| Collin | 274.9 | 327.0 | 19.0 | 120.0 | 20.2 | 9,294,931 | 78.1 | 52,285 | 77,458 | 2,844,951 | 34.4 | 21,203 | 23,708 | .1317 | .1582 |
| Dallas | 1,877.4 | 2,033.5 | 8.3 | 762.7 | 7.2 | 40,552,051 | 44.0 | 39,605 | 53,169 | 29,089,698 | 57.8 | 25,921 | 38,140 | .8582 | .9444 |
| Denton | 283.5 | 334.3 | 17.9 | 125.8 | 18.9 | 7,646,915 | 67.1 | 43,244 | 60,786 | 2,239,032 | 28.3 | 16,500 | 17,798 | .1170 | .1338 |
| Ellis | 87.1 | 98.4 | 13.0 | 32.9 | 12.3 | 1,478,239 | 49.5 | 33,738 | 44,931 | 677,373 | 48.1 | 15,606 | 20,589 | .0287 | .0316 |
| Kaufman | 53.4 | 60.1 | 12.5 | 20.4 | 12.1 | 837,427 | 44.7 | 31,803 | 41,050 | 650,374 | 73.1 | 20,645 | 31,881 | .0187 | .0217 |
| Rockwall | 26.6 | 31.4 | 18.0 | 10.8 | 17.4 | 588,642 | 47.0 | 43,526 | 54,504 | 293,282 | 78.5 | 17,861 | 27,156 | .0105 | .0122 |
| ***DALLAS - FORT WORTH CONSOLIDATED AREA*** | ***3,963.9*** | ***4,419.7*** | ***11.5*** | ***1,644.7*** | ***11.2*** | ***92,281,662*** | ***53.6*** | ***40,608*** | ***56,109*** | ***51,944,115*** | ***51.7*** | ***23,145*** | ***31,583*** | ***1.7431*** | ***1.9558*** |
| **EL PASO** | **602.6** | **673.6** | **11.8** | **199.7** | **9.8** | **7,531,418** | **40.2** | **29,554** | **37,714** | **5,084,088** | **42.7** | **19,591** | **25,459** | **.1839** | **.1938** |
| El Paso | 602.6 | 673.6 | 11.8 | 199.7 | 9.8 | 7,531,418 | 40.2 | 29,554 | 37,714 | 5,084,088 | 42.7 | 19,591 | 25,459 | .1839 | .1938 |
| **FORT WORTH - ARLINGTON** | **1,361.0** | **1,535.0** | **12.8** | **572.1** | **13.0** | **31,883,457** | **58.2** | **39,824** | **55,731** | **16,149,405** | **47.5** | **21,638** | **28,228** | **.5783** | **.6539** |
| Johnson | 99.2 | 111.3 | 12.2 | 38.1 | 11.4 | 1,834,681 | 49.9 | 35,788 | 48,154 | 805,595 | 48.3 | 15,881 | 21,144 | .0344 | .0379 |
| Parker | 66.4 | 75.5 | 13.7 | 26.9 | 14.0 | 1,254,482 | 52.5 | 34,852 | 46,635 | 527,830 | 41.7 | 15,778 | 19,622 | .0232 | .0254 |
| Tarrant | 1,195.4 | 1,348.2 | 12.8 | 507.1 | 13.1 | 28,794,294 | 59.0 | 40,394 | 56,782 | 14,815,980 | 47.6 | 22,386 | 29,217 | .5207 | .5906 |
| **GALVESTON - TEXAS CITY** | **218.3** | **225.0** | **3.1** | **84.9** | **3.8** | **3,983,585** | **33.7** | **36,424** | **46,921** | **2,001,425** | **34.5** | **18,195** | **23,574** | **.0846** | **.0841** |
| Galveston | 218.3 | 225.0 | 3.1 | 84.9 | 3.8 | 3,983,585 | 33.7 | 36,424 | 46,921 | 2,001,425 | 34.5 | 18,195 | 23,574 | .0846 | .0841 |
| **HOUSTON** | **3,331.2** | **3,525.2** | **5.8** | **1,253.1** | **4.7** | **60,974,183** | **31.4** | **38,789** | **48,659** | **32,432,519** | **34.0** | **20,225** | **25,882** | **1.3305** | **1.3147** |
| Fort Bend | 233.2 | 274.0 | 17.5 | 85.3 | 17.0 | 4,923,241 | 48.5 | 45,487 | 57,717 | 1,293,155 | 41.6 | 12,525 | 15,160 | .0810 | .0889 |
| Harris | 2,836.1 | 2,967.1 | 4.6 | 1,068.8 | 3.5 | 51,551,692 | 29.5 | 38,519 | 48,233 | 29,402,408 | 33.8 | 21,273 | 27,510 | 1.1597 | 1.1351 |
| Liberty | 52.6 | 52.1 | -1.0 | 18.2 | -1.6 | 736,104 | 25.9 | 31,603 | 40,445 | 371,822 | 41.5 | 14,201 | 20,430 | .0168 | .0163 |
| Montgomery | 185.8 | 207.6 | 11.7 | 73.0 | 12.7 | 3,428,718 | 38.5 | 38,194 | 46,969 | 1,105,835 | 32.1 | 12,920 | 15,148 | .0641 | .0658 |
| Waller | 23.5 | 24.4 | 3.8 | 7.8 | 5.4 | 334,428 | 34.2 | 33,682 | 42,875 | 259,299 | 21.9 | 28,748 | 33,243 | .0089 | .0086 |
| ***HOUSTON - GALVESTON - BRAZORIA CONSOLIDATED AREA*** | ***3,742.2*** | ***3,950.3*** | ***5.6*** | ***1,405.4*** | ***4.7*** | ***68,863,853*** | ***32.0*** | ***38,860*** | ***48,999*** | ***36,132,496*** | ***34.9*** | ***19,940*** | ***25,710*** | ***1.4883*** | ***1.4764*** |
| **KILLEEN - TEMPLE** | **258.2** | **278.6** | **7.9** | **92.1** | **8.4** | **4,095,765** | **47.5** | **32,674** | **44,471** | **1,822,058** | **34.3** | **15,965** | **19,783** | **.0828** | **.0870** |
| Bell | 193.1 | 207.7 | 7.6 | 73.2 | 7.6 | 2,911,847 | 41.6 | 30,251 | 39,779 | 1,542,407 | 28.2 | 17,691 | 21,071 | .0648 | .0657 |
| Coryell | 65.1 | 70.9 | 8.9 | 18.9 | 11.2 | 1,183,918 | 64.4 | 42,366 | 62,641 | 279,651 | 81.6 | 9,060 | 14,796 | .0180 | .0213 |
| **LAREDO** | **135.6** | **151.9** | **12.0** | **38.0** | **8.3** | **1,143,207** | **34.7** | **24,177** | **30,084** | **999,054** | **21.2** | **23,492** | **26,291** | **.0367** | **.0360** |
| Webb | 135.6 | 151.9 | 12.0 | 38.0 | 8.3 | 1,143,207 | 34.7 | 24,177 | 30,084 | 999,054 | 21.2 | 23,492 | 26,291 | .0367 | .0360 |

# METRO/COUNTY 1995 PROJECTIONS

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990-1995 | 12/31/95 Households (Thous.) | % Change 1990-1995 | 1995 EBI ($000) | % Change 1990-1995 | Average Household EBI 1990 | Average Household EBI 1995 | 1995 Retail Sales ($000) | % Change 1990-1995 | Retail Sales Per Household 1990 | Retail Sales Per Household 1995 | Buying Power Index 1990 | Buying Power Index 1995 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **TEXAS (continued)** | | | | | | | | | | | | | | | |
| **LONGVIEW - MARSHALL** | **162.6** | **163.9** | **.8** | **61.9** | **1.8** | **2,597,020** | **33.4** | **32,016** | **41,955** | **1,879,019** | **39.9** | **22,085** | **30,356** | **.0630** | **.0634** |
| Gregg | 104.9 | 105.2 | .3 | 40.6 | 1.5 | 1,634,446 | 28.4 | 31,818 | 40,257 | 1,532,923 | 43.6 | 26,679 | 37,757 | .0443 | .0444 |
| Harrison | 57.7 | 58.7 | 1.7 | 21.3 | 2.4 | 962,574 | 42.8 | 32,396 | 45,191 | 346,096 | 25.6 | 13,249 | 16,249 | .0187 | .0190 |
| **LUBBOCK** | **224.1** | **233.6** | **4.2** | **85.8** | **4.5** | **3,402,482** | **31.0** | **31,641** | **39,656** | **2,608,793** | **32.0** | **24,065** | **30,406** | **.0878** | **.0862** |
| Lubbock | 224.1 | 233.6 | 4.2 | 85.8 | 4.5 | 3,402,482 | 31.0 | 31,641 | 39,656 | 2,608,793 | 32.0 | 24,065 | 30,406 | .0878 | .0862 |
| **McALLEN - EDINBURG - MISSION** | **393.0** | **453.6** | **15.4** | **119.5** | **12.6** | **3,575,878** | **40.4** | **23,999** | **29,924** | **2,626,121** | **40.3** | **17,646** | **21,976** | **.0988** | **.1049** |
| Hidalgo | 393.0 | 453.6 | 15.4 | 119.5 | 12.6 | 3,575,878 | 40.4 | 23,999 | 29,924 | 2,626,121 | 40.3 | 17,646 | 21,976 | .0988 | .1049 |
| **MIDLAND** | **107.4** | **113.1** | **5.3** | **41.9** | **6.9** | **2,095,830** | **32.1** | **40,464** | **50,020** | **1,288,062** | **56.7** | **20,963** | **30,741** | **.0449** | **.0468** |
| Midland | 107.4 | 113.1 | 5.3 | 41.9 | 6.9 | 2,095,830 | 32.1 | 40,464 | 50,020 | 1,288,062 | 56.7 | 20,963 | 30,741 | .0449 | .0468 |
| **ODESSA** | **118.0** | **113.9** | **-3.5** | **40.7** | **-3.1** | **1,831,364** | **23.5** | **35,313** | **44,997** | **1,217,697** | **44.6** | **20,050** | **29,919** | **.0446** | **.0431** |
| Ector | 118.0 | 113.9 | -3.5 | 40.7 | -3.1 | 1,831,364 | 23.5 | 35,313 | 44,997 | 1,217,697 | 44.6 | 20,050 | 29,919 | .0446 | .0431 |
| **SAN ANGELO** | **99.3** | **104.2** | **4.9** | **37.7** | **5.6** | **1,842,823** | **48.4** | **34,791** | **48,881** | **936,597** | **38.2** | **18,987** | **24,843** | **.0369** | **.0390** |
| Tom Green | 99.3 | 104.2 | 4.9 | 37.7 | 5.6 | 1,842,823 | 48.4 | 34,791 | 48,881 | 936,597 | 38.2 | 18,987 | 24,843 | .0369 | .0390 |
| **SAN ANTONIO** | **1,324.0** | **1,456.3** | **10.0** | **504.9** | **10.0** | **22,106,334** | **47.0** | **32,779** | **43,784** | **13,435,339** | **46.7** | **19,960** | **26,610** | **.4723** | **.5109** |
| Bexar | 1,204.9 | 1,323.3 | 9.8 | 456.7 | 9.8 | 19,864,248 | 46.2 | 32,658 | 43,495 | 12,282,497 | 45.6 | 20,277 | 26,894 | .4301 | .4630 |
| Comal | 52.9 | 58.8 | 11.2 | 22.2 | 12.7 | 1,115,766 | 56.0 | 36,297 | 50,260 | 730,780 | 76.0 | 21,073 | 32,918 | .0213 | .0252 |
| Guadalupe | 66.2 | 74.2 | 12.1 | 26.0 | 12.6 | 1,126,320 | 52.6 | 31,960 | 43,320 | 422,062 | 37.4 | 13,295 | 16,233 | .0209 | .0227 |
| **SHERMAN - DENISON** | **95.0** | **94.8** | **-.2** | **36.8** | **.0** | **1,582,578** | **34.1** | **32,080** | **43,005** | **1,141,599** | **49.5** | **20,747** | **31,022** | **.0370** | **.0381** |
| Grayson | 95.0 | 94.8 | -.2 | 36.8 | .0 | 1,582,578 | 34.1 | 32,080 | 43,005 | 1,141,599 | 49.5 | 20,747 | 31,022 | .0370 | .0381 |
| **TEXARKANA** | **120.4** | **122.1** | **1.4** | **45.7** | **1.6** | **1,750,367** | **34.3** | **28,961** | **38,301** | **1,271,076** | **42.2** | **19,869** | **27,813** | **.0430** | **.0436** |
| Bowie | 81.9 | 83.1 | 1.5 | 31.2 | 1.6 | 1,111,845 | 29.4 | 27,997 | 35,636 | 946,361 | 40.7 | 21,903 | 30,332 | .0300 | .0299 |
| *Miller, Ark* | *38.5* | *39.0* | *1.3* | *14.5* | *1.4* | *638,522* | *43.9* | *31,032* | *44,036* | *324,715* | *46.5* | *15,503* | *22,394* | *.0130* | *.0137* |
| **TYLER** | **152.9** | **162.5** | **6.3** | **61.2** | **6.6** | **2,855,455** | **43.9** | **34,578** | **46,658** | **1,966,975** | **57.3** | **21,789** | **32,140** | **.0614** | **.0670** |
| Smith | 152.9 | 162.5 | 6.3 | 61.2 | 6.6 | 2,855,455 | 43.9 | 34,578 | 46,658 | 1,966,975 | 57.3 | 21,789 | 32,140 | .0614 | .0670 |
| **VICTORIA** | **74.3** | **74.2** | **-.1** | **26.4** | **.8** | **1,105,211** | **26.4** | **33,374** | **41,864** | **730,495** | **28.9** | **21,626** | **27,670** | **.0278** | **.0264** |
| Victoria | 74.3 | 74.2 | -.1 | 26.4 | .8 | 1,105,211 | 26.4 | 33,374 | 41,864 | 730,495 | 28.9 | 21,626 | 27,670 | .0278 | .0264 |
| **WACO** | **189.9** | **194.9** | **2.6** | **72.4** | **2.7** | **2,866,613** | **36.1** | **29,884** | **39,594** | **1,902,771** | **40.4** | **19,218** | **26,281** | **.0676** | **.0688** |
| McLennan | 189.9 | 194.9 | 2.6 | 72.4 | 2.7 | 2,866,613 | 36.1 | 29,884 | 39,594 | 1,902,771 | 40.4 | 19,218 | 26,281 | .0676 | .0688 |
| **WICHITA FALLS** | **122.0** | **120.6** | **-1.1** | **44.6** | **-1.1** | **1,667,316** | **21.5** | **30,429** | **37,384** | **1,296,079** | **37.2** | **20,943** | **29,060** | **.0451** | **.0429** |
| Wichita | 122.0 | 120.6 | -1.1 | 44.6 | -1.1 | 1,667,316 | 21.5 | 30,429 | 37,384 | 1,296,079 | 37.2 | 20,943 | 29,060 | .0451 | .0429 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Anderson | 48.5 | 50.9 | 4.9 | 15.3 | 6.3 | 601,006 | 37.7 | 30,318 | 39,281 | 333,920 | 43.4 | 16,171 | 21,825 | .0138 | .0144 |
| Andrews | 14.1 | 13.3 | -5.7 | 4.4 | -6.4 | 212,900 | 24.7 | 36,313 | 48,386 | 94,706 | 46.3 | 13,772 | 21,524 | .0047 | .0044 |
| Angelina | 70.0 | 71.1 | 1.6 | 25.4 | 1.6 | 1,132,050 | 38.4 | 32,725 | 44,569 | 574,123 | 25.3 | 18,331 | 22,603 | .0249 | .0245 |
| Aransas | 18.0 | 18.6 | 3.3 | 7.3 | 4.3 | 321,763 | 41.6 | 32,462 | 44,077 | 149,590 | 44.1 | 14,830 | 20,492 | .0064 | .0067 |
| Archer | 8.0 | 7.9 | -1.3 | 2.9 | -3.3 | 91,318 | 14.1 | 26,671 | 31,489 | 13,797 | -6.8 | 4,933 | 4,758 | .0020 | .0016 |
| Armstrong | 2.0 | 1.9 | -5.0 | .7 | -12.5 | 40,409 | 29.2 | 39,105 | 57,727 | 3,965 | .9 | 4,911 | 5,664 | .0008 | .0007 |
| Atascosa | 30.9 | 33.1 | 7.1 | 10.7 | 5.9 | 360,362 | 37.1 | 26,017 | 33,679 | 190,565 | 50.1 | 12,574 | 17,810 | .0082 | .0087 |
| Austin | 19.7 | 19.2 | -2.5 | 7.3 | -1.4 | 422,182 | 46.5 | 38,936 | 57,833 | 163,742 | 47.1 | 15,046 | 22,430 | .0076 | .0079 |
| Bailey | 6.9 | 6.5 | -5.8 | 2.3 | -4.2 | 59,333 | 12.3 | 22,011 | 25,797 | 40,391 | 37.2 | 12,263 | 17,561 | .0017 | .0016 |
| Bandera | 10.8 | 12.3 | 13.9 | 4.9 | 14.0 | 201,441 | 56.7 | 29,894 | 41,110 | 50,466 | 43.9 | 8,155 | 10,299 | .0034 | .0037 |
| Bastrop | 39.0 | 43.5 | 11.5 | 15.3 | 12.5 | 625,733 | 54.6 | 29,751 | 40,898 | 211,678 | 56.3 | 9,961 | 13,835 | .0110 | .0126 |
| Baylor | 4.3 | 4.1 | -4.7 | 1.8 | -5.3 | 60,613 | 23.1 | 25,916 | 33,674 | 16,582 | -3.1 | 9,002 | 9,212 | .0014 | .0012 |
| Bee | 25.1 | 25.1 | .0 | 8.7 | 1.2 | 336,539 | 33.0 | 29,423 | 38,683 | 178,756 | 35.7 | 15,316 | 20,547 | .0079 | .0076 |
| Bell | 193.1 | 207.7 | 7.6 | 73.2 | 7.6 | 2,911,847 | 41.6 | 30,251 | 39,779 | 1,542,407 | 28.2 | 17,691 | 21,071 | .0648 | .0657 |
| Bexar | 1,204.9 | 1,323.3 | 9.8 | 456.7 | 9.8 | 19,864,248 | 46.2 | 32,658 | 43,495 | 12,282,497 | 45.6 | 20,277 | 26,894 | .4301 | .4630 |
| Blanco | 6.1 | 6.6 | 8.2 | 2.6 | 8.3 | 107,656 | 46.9 | 30,541 | 41,406 | 18,384 | 36.9 | 5,595 | 7,071 | .0017 | .0019 |
| Borden | .8 | .8 | .0 | .3 | .0 | 6,768 | 15.2 | 19,577 | 22,560 | 950 | 44.2 | 2,197 | 3,167 | .0002 | .0000 |
| Bosque | 15.2 | 15.8 | 3.9 | 6.2 | 3.3 | 268,688 | 51.9 | 29,480 | 43,337 | 71,485 | 39.4 | 8,545 | 11,530 | .0046 | .0050 |
| Bowie | 81.9 | 83.1 | 1.5 | 31.2 | 1.6 | 1,111,845 | 29.4 | 27,997 | 35,636 | 946,361 | 40.7 | 21,903 | 30,332 | .0300 | .0299 |
| Brazoria | 192.7 | 200.1 | 3.8 | 67.4 | 4.7 | 3,906,085 | 40.2 | 43,271 | 57,954 | 1,698,552 | 56.5 | 16,858 | 25,201 | .0732 | .0776 |
| Brazos | 122.9 | 130.0 | 5.8 | 46.8 | 5.9 | 1,919,720 | 43.0 | 30,374 | 41,020 | 1,309,208 | 66.4 | 17,805 | 27,975 | .0420 | .0463 |
| Brewster | 8.8 | 9.2 | 4.5 | 3.6 | 5.9 | 109,164 | 36.8 | 23,464 | 30,323 | 57,744 | 16.0 | 14,640 | 16,040 | .0027 | .0025 |
| Briscoe | 1.9 | 1.8 | -5.3 | .7 | -12.5 | 15,828 | 2.7 | 19,271 | 22,611 | 7,587 | 35.4 | 7,004 | 10,839 | .0006 | .0005 |
| Brooks | 8.2 | 8.4 | 2.4 | 2.8 | 3.7 | 72,676 | 24.7 | 21,589 | 25,956 | 52,806 | 24.7 | 15,680 | 18,859 | .0021 | .0021 |
| Brown | 34.3 | 34.2 | -.3 | 13.0 | .8 | 471,034 | 30.3 | 27,604 | 36,233 | 308,992 | 51.9 | 15,532 | 23,769 | .0112 | .0113 |
| Burleson | 13.6 | 13.4 | -1.5 | 5.2 | .0 | 172,793 | 27.9 | 25,988 | 33,229 | 38,798 | 3.8 | 7,191 | 7,461 | .0037 | .0034 |
| Burnet | 22.9 | 24.1 | 5.2 | 9.7 | 6.6 | 368,504 | 45.2 | 27,884 | 37,990 | 281,251 | 79.5 | 17,216 | 28,995 | .0081 | .0092 |
| Caldwell | 26.5 | 26.9 | 1.5 | 8.9 | 1.1 | 261,149 | 22.2 | 24,277 | 29,343 | 151,408 | 46.2 | 11,765 | 17,012 | .0069 | .0067 |
| Calhoun | 18.9 | 18.1 | -4.2 | 5.5 | -3.0 | 302,765 | 28.4 | 35,182 | 46,579 | 113,687 | 31.6 | 12,890 | 17,490 | .0062 | .0060 |
| Callahan | 11.9 | 11.9 | .0 | 4.6 | .0 | 136,003 | 20.1 | 24,610 | 29,566 | 50,771 | 34.6 | 8,198 | 11,037 | .0032 | .0029 |
| Cameron | 263.0 | 283.9 | 7.9 | 78.5 | 5.9 | 2,468,[illegible] | 33.2 | 25,016 | 31,443 | 2,100,362 | 55.4 | 18,246 | 26,756 | .0699 | .0737 |

# METRO/COUNTY 1995 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990-1995 | 12/31/95 Households (Thous.) | % Change 1990-1995 | 1995 EBI ($000) | % Change 1990-1995 | Average Household EBI | | 1995 Retail Sales ($000) | % Change 1990-1995 | Retail Sales Per Household | | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 1990 | 1995 | | | 1990 | 1995 | 1990 | 1995 |
| **TEXAS (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Camp | 9.9 | 10.1 | 2.0 | 3.8 | .0 | 148,367 | 33.0 | 29,367 | 39,044 | 116,125 | 62.4 | 18,814 | 30,559 | .0036 | .0039 |
| Carson | 6.5 | 6.2 | -4.6 | 2.3 | -4.2 | 119,719 | 34.0 | 37,234 | 52,052 | 35,991 | 53.0 | 9,803 | 15,648 | .0022 | .0021 |
| Cass | 30.0 | 29.9 | -.3 | 11.4 | .9 | 444,798 | 35.8 | 28,984 | 39,017 | 194,045 | 35.7 | 12,658 | 17,021 | .0094 | .0093 |
| Castro | 9.0 | 8.8 | -2.2 | 2.8 | -3.4 | 70,838 | 13.4 | 21,542 | 25,299 | 35,992 | 26.5 | 9,810 | 12,854 | .0021 | .0020 |
| Chambers | 19.9 | 19.2 | -3.5 | 6.5 | -5.8 | 248,484 | 12.7 | 31,942 | 38,228 | 102,034 | 39.2 | 10,626 | 15,698 | .0059 | .0054 |
| Cherokee | 41.2 | 41.9 | 1.7 | 15.3 | 2.0 | 516,871 | 29.3 | 26,650 | 33,782 | 265,751 | 31.8 | 13,444 | 17,369 | .0124 | .0119 |
| Childress | 5.9 | 5.6 | -5.1 | 2.3 | -4.2 | 57,899 | 12.6 | 21,425 | 25,173 | 50,475 | 34.3 | 15,664 | 21,946 | .0019 | .0017 |
| Clay | 10.0 | 9.8 | -2.0 | 3.7 | -2.6 | 139,320 | 24.0 | 29,577 | 37,654 | 32,935 | 17.0 | 7,405 | 8,901 | .0029 | .0025 |
| Cochran | 4.3 | 4.2 | -2.3 | 1.4 | .0 | 42,821 | 18.4 | 25,829 | 30,586 | 11,340 | 18.2 | 6,852 | 8,100 | .0009 | .0010 |
| Coke | 3.4 | 3.3 | -2.9 | 1.3 | -7.1 | 49,154 | 20.3 | 29,179 | 37,811 | 11,986 | -5.1 | 9,025 | 9,220 | .0011 | .0009 |
| Coleman | 9.6 | 9.1 | -5.2 | 3.8 | -5.0 | 132,083 | 30.7 | 25,260 | 34,759 | 49,782 | 28.3 | 9,700 | 13,101 | .0028 | .0027 |
| Collin | 274.9 | 327.0 | 19.0 | 120.0 | 20.2 | 9,294,931 | 78.1 | 52,285 | 77,458 | 2,844,951 | 34.4 | 21,203 | 23,708 | .1317 | .1582 |
| Collingsworth | 3.5 | 3.3 | -5.7 | 1.4 | .0 | 58,201 | 44.6 | 28,754 | 41,572 | 14,180 | 30.0 | 7,793 | 10,129 | .0010 | .0012 |
| Colorado | 18.2 | 17.2 | -5.5 | 6.6 | -5.7 | 237,929 | 19.5 | 28,437 | 36,050 | 145,089 | 21.3 | 17,086 | 21,983 | .0063 | .0056 |
| Comal | 52.9 | 58.8 | 11.2 | 22.2 | 12.7 | 1,115,766 | 56.0 | 36,297 | 50,260 | 730,780 | 76.0 | 21,073 | 32,918 | .0213 | .0252 |
| Comanche | 13.3 | 13.0 | -2.3 | 5.1 | -3.8 | 182,141 | 29.6 | 26,521 | 35,714 | 69,543 | 11.3 | 11,786 | 13,636 | .0041 | .0038 |
| Concho | 3.0 | 2.9 | -3.3 | 1.0 | .0 | 31,965 | 26.0 | 25,361 | 31,965 | 19,059 | 36.4 | 13,973 | 19,059 | .0008 | .0009 |
| Cooke | 31.1 | 32.9 | 5.8 | 12.5 | 6.8 | 430,625 | 30.9 | 28,122 | 34,450 | 264,892 | 30.8 | 17,309 | 21,191 | .0106 | .0103 |
| Coryell | 65.1 | 70.9 | 8.9 | 18.9 | 11.2 | 1,183,918 | 64.4 | 42,366 | 62,641 | 279,651 | 81.6 | 9,060 | 14,796 | .0180 | .0213 |
| Cottle | 2.2 | 2.0 | -9.1 | .8 | -11.1 | 24,426 | 4.7 | 25,917 | 30,533 | 20,666 | 35.3 | 16,967 | 25,833 | .0007 | .0006 |
| Crane | 4.6 | 4.3 | -6.5 | 1.4 | -6.7 | 65,137 | 28.7 | 33,748 | 46,526 | 24,188 | 31.1 | 12,304 | 17,277 | .0014 | .0013 |
| Crockett | 4.0 | 3.8 | -5.0 | 1.4 | .0 | 56,090 | 25.9 | 31,818 | 40,064 | 19,742 | 3.6 | 13,616 | 14,101 | .0013 | .0012 |
| Crosby | 7.2 | 6.8 | -5.6 | 2.3 | -8.0 | 50,947 | 7.4 | 18,977 | 22,151 | 24,301 | 33.2 | 7,298 | 10,566 | .0016 | .0014 |
| Culberson | 3.4 | 3.3 | -2.9 | 1.0 | -9.1 | 24,728 | 5.3 | 21,345 | 24,728 | 30,687 | -4.8 | 29,311 | 30,687 | .0012 | .0009 |
| Dallam | 5.3 | 4.7 | -11.3 | 1.8 | -14.3 | 52,471 | 6.7 | 23,407 | 29,151 | 48,184 | 31.8 | 17,412 | 26,769 | .0017 | .0015 |
| Dallas | 1,877.4 | 2,033.5 | 8.3 | 762.7 | 7.2 | 40,552,051 | 44.0 | 39,605 | 53,169 | 29,089,698 | 57.8 | 25,921 | 38,140 | .8582 | .9444 |
| Dawson | 14.0 | 12.9 | -7.9 | 4.6 | -8.0 | 148,367 | 11.3 | 26,654 | 32,254 | 90,462 | 21.9 | 14,848 | 19,666 | .0042 | .0037 |
| Deaf Smith | 19.0 | 18.5 | -2.6 | 6.0 | -1.6 | 187,268 | 15.6 | 26,559 | 31,211 | 116,339 | 25.4 | 15,205 | 19,390 | .0054 | .0049 |
| Delta | 4.9 | 4.9 | .0 | 1.9 | .0 | 78,405 | 48.2 | 27,844 | 41,266 | 15,722 | 15.4 | 7,170 | 8,275 | .0013 | .0014 |
| Denton | 283.5 | 334.3 | 17.9 | 125.8 | 18.9 | 7,646,915 | 67.1 | 43,244 | 60,786 | 2,239,032 | 28.3 | 16,500 | 17,798 | .1170 | .1338 |
| De Witt | 18.7 | 17.8 | -4.8 | 6.8 | -4.2 | 247,579 | 29.8 | 26,868 | 36,409 | 107,731 | 31.2 | 11,562 | 15,843 | .0055 | .0053 |
| Dickens | 2.5 | 2.3 | -8.0 | 1.0 | .0 | 22,617 | 19.2 | 18,979 | 22,617 | 11,642 | 25.0 | 9,313 | 11,642 | .0007 | .0006 |
| Dimmit | 10.3 | 9.8 | -4.9 | 2.9 | -3.3 | 73,279 | 15.0 | 21,235 | 25,269 | 50,261 | 45.8 | 11,494 | 17,331 | .0023 | .0021 |
| Donley | 3.7 | 3.5 | -5.4 | 1.4 | -6.7 | 35,310 | 9.9 | 21,427 | 25,221 | 16,340 | -2.4 | 11,163 | 11,671 | .0010 | .0009 |
| Duval | 12.8 | 12.5 | -2.3 | 4.1 | .0 | 131,479 | 30.0 | 24,670 | 32,068 | 27,158 | 11.3 | 5,952 | 6,624 | .0030 | .0026 |
| Eastland | 18.3 | 17.3 | -5.5 | 6.8 | -6.8 | 184,554 | 13.9 | 22,195 | 27,140 | 136,604 | 37.0 | 13,659 | 20,089 | .0053 | .0050 |
| Ector | 118.0 | 113.9 | -3.5 | 40.7 | -3.1 | 1,831,364 | 23.5 | 35,313 | 44,997 | 1,217,697 | 44.6 | 20,050 | 29,919 | .0446 | .0431 |
| Edwards | 2.3 | 2.3 | .0 | .8 | .0 | 23,522 | 25.1 | 23,511 | 29,403 | 7,010 | 6.0 | 8,264 | 8,763 | .0006 | .0005 |
| Ellis | 87.1 | 98.4 | 13.0 | 32.9 | 12.3 | 1,478,239 | 49.5 | 33,738 | 44,931 | 677,373 | 48.1 | 15,606 | 20,589 | .0287 | .0316 |
| El Paso | 602.6 | 673.6 | 11.8 | 199.7 | 9.8 | 7,531,418 | 40.2 | 29,554 | 37,714 | 5,084,088 | 42.7 | 19,591 | 25,459 | .1839 | .1938 |
| Erath | 28.4 | 30.5 | 7.4 | 11.9 | 8.2 | 482,493 | 44.7 | 30,319 | 40,546 | 232,259 | 29.0 | 16,368 | 19,518 | .0101 | .0103 |
| Falls | 17.6 | 16.8 | -4.5 | 6.1 | -4.7 | 208,075 | 31.7 | 24,684 | 34,111 | 67,405 | 35.1 | 7,796 | 11,050 | .0044 | .0044 |
| Fannin | 24.8 | 24.6 | -.8 | 9.6 | -1.0 | 324,175 | 28.2 | 26,059 | 33,768 | 157,534 | 28.2 | 12,671 | 16,410 | .0077 | .0072 |
| Fayette | 20.0 | 19.4 | -3.0 | 7.9 | -2.5 | 330,809 | 38.9 | 29,407 | 41,875 | 194,650 | 43.2 | 16,785 | 24,639 | .0072 | .0075 |
| Fisher | 4.8 | 4.6 | -4.2 | 1.8 | -5.3 | 52,034 | 11.5 | 24,563 | 28,908 | 15,177 | 21.8 | 6,556 | 8,432 | .0012 | .0010 |
| Floyd | 8.4 | 8.2 | -2.4 | 2.9 | .0 | 70,428 | 17.3 | 20,706 | 24,286 | 44,309 | 31.1 | 11,656 | 15,279 | .0022 | .0019 |
| Foard | 1.8 | 1.7 | -5.6 | .7 | .0 | 17,109 | 17.7 | 20,771 | 24,441 | 2,962 | 13.4 | 3,733 | 4,231 | .0004 | .0003 |
| Fort Bend | 233.2 | 274.0 | 17.5 | 85.3 | 17.0 | 4,923,241 | 48.5 | 45,487 | 57,717 | 1,293,155 | 41.6 | 12,525 | 15,160 | .0810 | .0889 |
| Franklin | 7.8 | 7.9 | 1.3 | 3.1 | 3.3 | 120,925 | 36.0 | 29,634 | 39,008 | 40,074 | 39.8 | 9,554 | 12,927 | .0025 | .0024 |
| Freestone | 15.7 | 15.3 | -2.5 | 5.9 | -1.7 | 242,754 | 37.0 | 29,530 | 41,145 | 101,329 | 56.9 | 10,762 | 17,174 | .0047 | .0049 |
| Frio | 13.5 | 13.5 | .0 | 4.1 | .0 | 111,275 | 23.0 | 22,063 | 27,140 | 64,806 | 41.6 | 11,167 | 15,806 | .0032 | .0030 |
| Gaines | 14.0 | 13.6 | -2.9 | 4.3 | -4.4 | 137,209 | 12.9 | 27,018 | 31,909 | 45,995 | 8.0 | 9,460 | 10,697 | .0036 | .0031 |
| Galveston | 218.3 | 225.0 | 3.1 | 84.9 | 3.8 | 3,983,585 | 33.7 | 36,424 | 46,921 | 2,001,425 | 34.5 | 18,195 | 23,574 | .0846 | .0841 |
| Garza | 5.1 | 4.8 | -5.9 | 1.7 | -5.6 | 62,423 | 19.3 | 29,063 | 36,719 | 20,323 | 4.8 | 10,776 | 11,955 | .0015 | .0011 |
| Gillespie | 17.4 | 18.4 | 5.7 | 7.2 | 5.9 | 240,040 | 35.6 | 26,038 | 33,339 | 140,749 | 30.2 | 15,896 | 19,548 | .0057 | .0057 |
| Glasscock | 1.5 | 1.5 | .0 | .5 | .0 | 13,168 | 15.8 | 22,740 | 26,336 | 2,000 | 8.4 | 3,690 | 4,000 | .0004 | .0004 |
| Goliad | 6.0 | 6.4 | 6.7 | 2.4 | 9.1 | 108,561 | 57.2 | 31,398 | 45,234 | 20,608 | 19.7 | 7,828 | 8,587 | .0017 | .0017 |
| Gonzales | 17.2 | 16.9 | -1.7 | 6.1 | -1.6 | 212,900 | 31.8 | 26,059 | 34,902 | 102,149 | 33.1 | 12,375 | 16,746 | .0050 | .0049 |
| Gray | 23.5 | 21.8 | -7.2 | 8.7 | -7.4 | 321,160 | 12.7 | 30,313 | 36,915 | 161,365 | 15.1 | 14,913 | 18,548 | .0083 | .0071 |
| Grayson | 95.0 | 94.8 | -.2 | 36.8 | .0 | 1,582,578 | 34.1 | 32,080 | 43,005 | 1,141,599 | 49.5 | 20,747 | 31,022 | .0370 | .0381 |
| Gregg | 104.9 | 105.2 | .3 | 40.6 | 1.5 | 1,634,446 | 28.4 | 31,818 | 40,257 | 1,532,923 | 43.6 | 26,679 | 37,757 | .0443 | .0444 |
| Grimes | 19.0 | 19.9 | 4.7 | 6.5 | 6.6 | 228,883 | 39.1 | 26,974 | 35,213 | 83,121 | 23.1 | 11,072 | 12,788 | .0051 | .0049 |
| Guadalupe | 66.2 | 74.2 | 12.1 | 26.0 | 12.6 | 1,126,320 | 52.6 | 31,960 | 43,320 | 422,062 | 37.4 | 13,295 | 16,233 | .0209 | .0227 |
| Hale | 34.5 | 33.6 | -2.6 | 11.3 | -2.6 | 323,874 | 13.5 | 24,595 | 28,661 | 310,892 | 44.4 | 18,557 | 27,513 | .0103 | .0099 |
| Hall | 3.7 | 3.2 | -13.5 | 1.4 | -12.5 | 30,162 | 2.6 | 18,380 | 21,544 | 15,930 | 10.0 | 9,053 | 11,379 | .0010 | .0007 |
| Hamilton | 7.7 | 7.4 | -3.9 | 3.1 | -3.1 | 102,831 | 29.6 | 24,787 | 33,171 | 43,004 | 50.9 | 8,907 | 13,872 | .0022 | .0023 |

# METRO/COUNTY 1995 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990-1995 | 12/31/95 Households (Thous.) | % Change 1990-1995 | 1995 EBI ($000) | % Change 1990-1995 | Average Household EBI | | 1995 Retail Sales ($000) | % Change 1990-1995 | Retail Sales Per Household | | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 1990 | 1995 | | | 1990 | 1995 | 1990 | 1995 |
| **TEXAS (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Hansford | 5.8 | 5.5 | -5.2 | 2.0 | -4.8 | 66,511 | 11.9 | 28,303 | 33,256 | 35,230 | 25.9 | 13,328 | 17,615 | .0018 | .0015 |
| Hardeman | 5.2 | 4.8 | -7.7 | 1.9 | -9.5 | 59,407 | 9.2 | 25,901 | 31,267 | 24,158 | 32.6 | 8,674 | 12,715 | .0015 | .0013 |
| Hardin | 41.2 | 40.4 | -1.9 | 14.4 | -2.0 | 566,326 | 21.4 | 31,738 | 39,328 | 286,691 | 43.4 | 13,601 | 19,909 | .0132 | .0126 |
| Harris | 2,836.1 | 2,967.1 | 4.6 | 1,068.8 | 3.5 | 51,551,692 | 29.5 | 38,519 | 48,233 | 29,402,408 | 33.8 | 21,273 | 27,510 | 1.1597 | 1.1351 |
| Harrison | 57.7 | 58.7 | 1.7 | 21.3 | 2.4 | 962,574 | 42.8 | 32,396 | 45,191 | 346,096 | 25.6 | 13,249 | 16,249 | .0187 | .0190 |
| Hartley | 3.6 | 3.3 | -8.3 | 1.2 | -7.7 | 44,796 | 8.8 | 31,666 | 37,330 | 16,289 | 24.0 | 10,105 | 13,574 | .0012 | .0008 |
| Haskell | 6.7 | 6.3 | -6.0 | 2.6 | -3.7 | 75,691 | 14.3 | 24,527 | 29,112 | 40,144 | 2.7 | 14,484 | 15,440 | .0021 | .0018 |
| Hays | 67.0 | 75.2 | 12.2 | 26.2 | 15.4 | 1,221,311 | 62.8 | 33,044 | 46,615 | 480,843 | 37.7 | 15,382 | 18,353 | .0218 | .0246 |
| Hemphill | 3.5 | 3.0 | -14.3 | 1.1 | -15.4 | 35,290 | -.9 | 27,403 | 32,082 | 21,022 | 30.0 | 12,440 | 19,111 | .0011 | .0009 |
| Henderson | 59.5 | 64.4 | 8.2 | 25.3 | 8.6 | 863,663 | 35.8 | 27,293 | 34,137 | 445,271 | 60.6 | 11,900 | 17,600 | .0185 | .0196 |
| Hidalgo | 393.0 | 453.6 | 15.4 | 119.5 | 12.6 | 3,575,878 | 40.4 | 23,999 | 29,924 | 2,626,121 | 40.3 | 17,646 | 21,976 | .0988 | .1049 |
| Hill | 27.3 | 27.9 | 2.2 | 10.5 | 1.9 | 341,364 | 31.5 | 25,208 | 32,511 | 236,865 | 46.1 | 15,737 | 22,559 | .0085 | .0086 |
| Hockley | 24.0 | 23.4 | -2.5 | 7.6 | -3.8 | 240,342 | 14.3 | 26,617 | 31,624 | 134,742 | 20.2 | 14,184 | 17,729 | .0068 | .0060 |
| Hood | 30.1 | 35.4 | 17.6 | 13.7 | 18.1 | 707,456 | 61.7 | 37,709 | 51,639 | 406,602 | 88.1 | 18,634 | 29,679 | .0122 | .0152 |
| Hopkins | 29.0 | 29.7 | 2.4 | 11.2 | 1.8 | 367,901 | 27.3 | 26,265 | 32,848 | 330,475 | 55.4 | 19,328 | 29,507 | .0100 | .0102 |
| Houston | 21.4 | 21.4 | .0 | 7.9 | 1.3 | 272,910 | 34.9 | 25,939 | 34,546 | 140,068 | 56.2 | 11,499 | 17,730 | .0061 | .0064 |
| Howard | 31.9 | 30.2 | -5.3 | 10.7 | -5.3 | 368,504 | 14.6 | 28,464 | 34,440 | 244,039 | 28.2 | 16,847 | 22,807 | .0103 | .0091 |
| Hudspeth | 2.9 | 3.0 | 3.4 | 1.0 | 11.1 | 26,839 | 33.3 | 22,363 | 26,839 | 7,749 | 34.7 | 6,390 | 7,749 | .0006 | .0007 |
| Hunt | 64.8 | 67.4 | 4.0 | 25.0 | 2.9 | 1,128,733 | 45.0 | 31,813 | 45,149 | 659,303 | 66.9 | 16,257 | 26,372 | .0227 | .0252 |
| Hutchinson | 25.3 | 23.7 | -6.3 | 8.9 | -6.3 | 446,909 | 27.7 | 36,835 | 50,214 | 153,691 | 28.9 | 12,546 | 17,269 | .0091 | .0084 |
| Irion | 1.6 | 1.7 | 6.3 | .6 | .0 | 28,648 | 37.5 | 34,733 | 47,747 | 2,848 | 6.2 | 4,468 | 4,747 | .0004 | .0005 |
| Jack | 6.9 | 6.6 | -4.3 | 2.6 | -3.7 | 84,135 | 18.2 | 26,361 | 32,360 | 25,005 | 11.7 | 8,291 | 9,617 | .0019 | .0017 |
| Jackson | 12.9 | 12.3 | -4.7 | 4.6 | -4.2 | 166,762 | 21.1 | 28,677 | 36,253 | 70,870 | 17.8 | 12,536 | 15,407 | .0041 | .0036 |
| Jasper | 31.1 | 31.0 | -.3 | 11.4 | .0 | 430,324 | 30.7 | 28,888 | 37,748 | 289,007 | 53.0 | 16,573 | 25,351 | .0104 | .0105 |
| Jeff Davis | 2.0 | 2.0 | .0 | .8 | .0 | 22,918 | 21.2 | 23,643 | 28,648 | 6,224 | -2.2 | 7,956 | 7,780 | .0004 | .0004 |
| Jefferson | 237.8 | 229.9 | -3.3 | 87.8 | -2.3 | 4,045,405 | 27.7 | 35,252 | 46,075 | 2,669,668 | 37.0 | 21,679 | 30,406 | .0966 | .0933 |
| Jim Hogg | 5.1 | 4.8 | -5.9 | 1.6 | -5.9 | 40,546 | 10.9 | 21,512 | 25,341 | 17,699 | -5.9 | 11,060 | 11,062 | .0012 | .0011 |
| Jim Wells | 37.4 | 35.9 | -4.0 | 11.4 | -4.2 | 308,578 | 12.3 | 23,082 | 27,068 | 173,722 | 8.6 | 13,445 | 15,239 | .0097 | .0081 |
| Johnson | 99.2 | 111.3 | 12.2 | 38.1 | 11.4 | 1,834,681 | 49.9 | 35,788 | 48,154 | 805,595 | 48.3 | 15,881 | 21,144 | .0344 | .0379 |
| Jones | 16.3 | 15.5 | -4.9 | 5.8 | -4.9 | 177,015 | 14.6 | 25,313 | 30,520 | 70,322 | 22.0 | 9,450 | 12,124 | .0045 | .0039 |
| Karnes | 12.3 | 11.7 | -4.9 | 4.1 | -4.7 | 125,147 | 16.7 | 24,935 | 30,524 | 41,757 | -1.4 | 9,851 | 10,185 | .0032 | .0026 |
| Kaufman | 53.4 | 60.1 | 12.5 | 20.4 | 12.1 | 837,427 | 44.7 | 31,803 | 41,050 | 650,374 | 73.1 | 20,645 | 31,881 | .0187 | .0217 |
| Kendall | 14.9 | 17.0 | 14.1 | 6.2 | 12.7 | 247,881 | 42.1 | 31,724 | 39,981 | 242,675 | 76.4 | 25,020 | 39,141 | .0060 | .0069 |
| Kenedy | .4 | .3 | -25.0 | .1 | .0 | 4,928 | 17.6 | 41,910 | 49,280 | 2,245 | 107.1 | 10,840 | 22,450 | .0000 | .0000 |
| Kent | 1.0 | 1.0 | .0 | .4 | .0 | 10,619 | 17.7 | 22,558 | 26,548 | 5,973 | 36.8 | 10,915 | 14,933 | .0004 | .0003 |
| Kerr | 36.5 | 37.8 | 3.6 | 15.2 | 4.8 | 703,535 | 44.1 | 33,669 | 46,285 | 388,805 | 62.8 | 16,469 | 25,579 | .0137 | .0151 |
| Kimble | 4.1 | 4.0 | -2.4 | 1.6 | .0 | 44,932 | 22.5 | 22,924 | 28,083 | 24,339 | 7.2 | 14,188 | 15,212 | .0013 | .0011 |
| King | .4 | .4 | .0 | .1 | .0 | 2,663 | 17.7 | 22,630 | 26,630 | 1,115 | 82.2 | 6,120 | 11,150 | .0001 | .0000 |
| Kinney | 3.2 | 3.4 | 6.3 | 1.3 | 8.3 | 31,664 | 33.5 | 19,763 | 24,357 | 5,787 | 7.1 | 4,503 | 4,452 | .0006 | .0008 |
| Kleberg | 29.9 | 28.3 | -5.4 | 9.3 | -6.1 | 324,175 | 15.8 | 28,282 | 34,858 | 220,949 | 26.6 | 17,623 | 23,758 | .0093 | .0083 |
| Knox | 4.8 | 4.5 | -6.3 | 1.8 | -5.3 | 49,048 | 11.5 | 23,146 | 27,249 | 14,748 | -3.5 | 8,044 | 8,193 | .0014 | .0011 |
| Lamar | 44.0 | 44.4 | .9 | 16.9 | .6 | 651,366 | 39.5 | 27,784 | 38,542 | 476,428 | 56.0 | 18,184 | 28,191 | .0151 | .0161 |
| Lamb | 14.8 | 13.8 | -6.8 | 5.1 | -5.6 | 132,371 | 11.0 | 22,078 | 25,955 | 54,964 | 10.9 | 9,178 | 10,777 | .0038 | .0032 |
| Lampasas | 13.6 | 14.2 | 4.4 | 5.3 | 3.9 | 159,826 | 27.8 | 24,518 | 30,156 | 94,890 | 55.3 | 11,978 | 17,904 | .0039 | .0040 |
| La Salle | 5.2 | 4.9 | -5.8 | 1.6 | -5.9 | 42,821 | 18.2 | 21,307 | 26,763 | 29,404 | 43.0 | 12,098 | 18,378 | .0012 | .0010 |
| Lavaca | 18.5 | 17.6 | -4.9 | 7.0 | -4.1 | 234,009 | 25.0 | 25,647 | 33,430 | 126,241 | 33.0 | 13,001 | 18,034 | .0058 | .0055 |
| Lee | 12.8 | 12.6 | -1.6 | 4.7 | .0 | 130,242 | 18.2 | 23,444 | 27,711 | 64,310 | 6.0 | 12,910 | 13,683 | .0036 | .0030 |
| Leon | 12.7 | 12.9 | 1.6 | 5.1 | 2.0 | 184,252 | 40.4 | 26,248 | 36,128 | 101,249 | 57.5 | 12,854 | 19,853 | .0040 | .0043 |
| Liberty | 52.6 | 52.1 | -1.0 | 18.2 | -1.6 | 736,104 | 25.9 | 31,603 | 40,445 | 371,822 | 41.5 | 14,201 | 20,430 | .0168 | .0163 |
| Limestone | 21.0 | 21.5 | 2.4 | 7.9 | 2.6 | 249,992 | 33.7 | 24,276 | 31,645 | 190,682 | 64.8 | 15,029 | 24,137 | .0063 | .0067 |
| Lipscomb | 3.0 | 2.7 | -10.0 | 1.1 | -8.3 | 41,917 | 15.5 | 30,243 | 38,106 | 9,323 | 9.0 | 7,127 | 8,475 | .0009 | .0007 |
| Live Oak | 9.5 | 9.0 | -5.3 | 3.4 | -2.9 | 99,895 | 14.0 | 25,028 | 29,381 | 73,320 | 16.4 | 18,003 | 21,565 | .0030 | .0027 |
| Llano | 11.7 | 12.2 | 4.3 | 5.6 | 5.7 | 183,951 | 29.9 | 26,709 | 32,848 | 84,246 | 48.4 | 10,709 | 15,044 | .0040 | .0039 |
| Loving | .1 | .1 | .0 | .1 | .0 | 2,718 | 14.0 | 23,840 | 27,180 | 72 | -7.7 | 780 | 720 | .0000 | .0000 |
| Lubbock | 224.1 | 233.6 | 4.2 | 85.8 | 4.5 | 3,402,482 | 31.0 | 31,641 | 39,656 | 2,608,793 | 32.0 | 24,065 | 30,406 | .0878 | .0862 |
| Lynn | 6.6 | 6.1 | -7.6 | 2.1 | -8.7 | 50,550 | 7.5 | 20,451 | 24,071 | 14,152 | 4.8 | 5,872 | 6,739 | .0014 | .0011 |
| McCulloch | 8.8 | 9.1 | 3.4 | 3.5 | 2.9 | 98,308 | 28.3 | 22,539 | 28,088 | 94,983 | 48.9 | 18,764 | 27,138 | .0029 | .0029 |
| McLennan | 189.9 | 194.9 | 2.6 | 72.4 | 2.7 | 2,866,613 | 36.1 | 29,884 | 39,594 | 1,902,771 | 40.4 | 19,218 | 26,281 | .0676 | .0688 |
| McMullen | .8 | .9 | 12.5 | .4 | 33.3 | 19,903 | 79.5 | 36,957 | 49,758 | 2,011 | 49.9 | 4,473 | 5,028 | .0004 | .0003 |
| Madison | 10.9 | 10.8 | -.9 | 3.3 | .0 | 152,588 | 43.6 | 32,207 | 46,239 | 81,122 | 59.5 | 15,417 | 24,582 | .0032 | .0034 |
| Marion | 9.9 | 9.6 | -3.0 | 3.9 | -2.5 | 114,592 | 26.2 | 22,699 | 29,383 | 45,505 | 37.6 | 8,267 | 11,668 | .0027 | .0025 |
| Martin | 4.9 | 4.9 | .0 | 1.6 | .0 | 62,724 | 22.9 | 31,901 | 39,203 | 32,433 | 22.7 | 16,514 | 20,271 | .0015 | .0015 |
| Mason | 3.4 | 3.2 | -5.9 | 1.4 | .0 | 33,446 | 17.8 | 20,284 | 23,890 | 31,812 | 56.2 | 14,550 | 22,723 | .0009 | .0009 |
| Matagorda | 36.6 | 35.3 | -3.6 | 12.7 | -2.3 | 670,063 | 36.3 | 37,828 | 52,761 | 348,722 | 68.0 | 15,964 | 27,458 | .0134 | .0141 |
| Maverick | 36.9 | 40.5 | 9.8 | 10.8 | 9.1 | 238,742 | 29.0 | 18,692 | 22,106 | 189,305 | 29.8 | 14,731 | 17,528 | .0081 | .0080 |
| Medina | 27.6 | 29.5 | 6.9 | 9.8 | 6.5 | 356,743 | 40.6 | 27,584 | 36,402 | 254,990 | 47.8 | 18,750 | 26,019 | .0087 | .0091 |

# METRO/COUNTY 1995 PROJECTIONS

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990-1995 | 12/31/95 Households (Thous.) | % Change 1990-1995 | 1995 EBI ($000) | % Change 1990-1995 | Average Household EBI 1990 | Average Household EBI 1995 | 1995 Retail Sales ($000) | % Change 1990-1995 | Retail Sales Per Household 1990 | Retail Sales Per Household 1995 | Buying Power Index 1990 | Buying Power Index 1995 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **TEXAS (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Menard | 2.2 | 2.2 | .0 | .9 | .0 | 18,569 | 17.9 | 17,504 | 20,632 | 4,130 | -3.9 | 4,777 | 4,589 | .0004 | .0004 |
| Midland | 107.4 | 113.1 | 5.3 | 41.9 | 6.9 | 2,095,830 | 32.1 | 40,464 | 50,020 | 1,288,062 | 56.7 | 20,963 | 30,741 | .0449 | .0468 |
| Milam | 22.7 | 21.7 | -4.4 | 8.3 | -3.5 | 294,924 | 28.5 | 26,697 | 35,533 | 160,286 | 51.4 | 12,310 | 19,312 | .0068 | .0068 |
| Mills | 4.5 | 4.4 | -2.2 | 1.7 | -5.6 | 62,121 | 34.1 | 25,731 | 36,542 | 21,800 | 20.7 | 10,037 | 12,824 | .0013 | .0012 |
| Mitchell | 7.9 | 7.4 | -6.3 | 2.8 | -6.7 | 92,578 | 16.6 | 26,464 | 33,064 | 51,092 | 18.3 | 14,395 | 18,247 | .0026 | .0023 |
| Montague | 17.2 | 16.4 | -4.7 | 6.5 | -4.4 | 168,790 | 13.1 | 21,948 | 25,968 | 113,704 | 30.6 | 12,801 | 17,493 | .0049 | .0043 |
| Montgomery | 185.8 | 207.6 | 11.7 | 73.0 | 12.7 | 3,428,718 | 38.5 | 38,194 | 46,969 | 1,105,835 | 32.1 | 12,920 | 15,148 | .0641 | .0658 |
| Moore | 17.8 | 17.6 | -1.1 | 6.0 | -1.6 | 206,194 | 16.2 | 29,080 | 34,366 | 129,593 | 28.1 | 16,581 | 21,599 | .0056 | .0051 |
| Morris | 13.1 | 12.4 | -5.3 | 4.8 | -2.0 | 143,240 | 13.8 | 25,695 | 29,842 | 35,738 | 2.6 | 7,111 | 7,445 | .0035 | .0028 |
| Motley | 1.5 | 1.5 | .0 | .6 | .0 | 12,825 | 17.2 | 18,238 | 21,375 | 8,043 | 60.6 | 8,347 | 13,405 | .0003 | .0004 |
| Nacogdoches | 55.2 | 57.6 | 4.3 | 21.2 | 4.4 | 749,372 | 33.9 | 27,573 | 35,348 | 488,418 | 33.5 | 18,026 | 23,039 | .0184 | .0183 |
| Navarro | 40.1 | 40.9 | 2.0 | 15.1 | 1.3 | 521,997 | 31.3 | 26,685 | 34,569 | 356,382 | 38.2 | 17,306 | 23,601 | .0132 | .0131 |
| Newton | 13.6 | 13.5 | -.7 | 4.9 | .0 | 220,138 | 46.9 | 30,576 | 44,926 | 35,512 | 20.0 | 6,039 | 7,247 | .0038 | .0038 |
| Nolan | 16.5 | 16.2 | -1.8 | 6.0 | -1.6 | 217,122 | 26.6 | 28,111 | 36,187 | 96,309 | 13.2 | 13,950 | 16,052 | .0051 | .0047 |
| Nueces | 292.0 | 299.4 | 2.5 | 103.0 | 3.0 | 4,042,690 | 28.0 | 31,584 | 39,249 | 3,013,049 | 45.2 | 20,757 | 29,253 | .1029 | .1029 |
| Ochiltree | 8.9 | 8.2 | -7.9 | 3.0 | -6.3 | 113,198 | 10.8 | 31,926 | 37,733 | 60,719 | 23.1 | 15,419 | 20,240 | .0030 | .0026 |
| Oldham | 2.3 | 2.3 | .0 | .7 | .0 | 18,763 | 17.4 | 22,823 | 26,804 | 8,819 | 24.9 | 10,089 | 12,599 | .0005 | .0004 |
| Orange | 80.1 | 78.1 | -2.5 | 28.3 | -2.1 | 1,490,904 | 34.0 | 38,501 | 52,682 | 559,721 | 30.3 | 14,864 | 19,778 | .0294 | .0287 |
| Palo Pinto | 24.9 | 24.0 | -3.6 | 9.1 | -4.2 | 299,749 | 17.0 | 26,960 | 32,939 | 191,509 | 25.9 | 16,015 | 21,045 | .0083 | .0074 |
| Panola | 22.1 | 22.3 | .9 | 8.5 | 2.4 | 325,985 | 33.5 | 29,427 | 38,351 | 148,463 | 41.8 | 12,617 | 17,466 | .0069 | .0070 |
| Parker | 66.4 | 75.5 | 13.7 | 26.9 | 14.0 | 1,254,482 | 52.5 | 34,852 | 46,635 | 527,830 | 41.7 | 15,778 | 19,622 | .0232 | .0254 |
| Parmer | 9.7 | 9.1 | -6.2 | 3.0 | -6.3 | 69,608 | 9.4 | 19,891 | 23,203 | 47,393 | 37.7 | 10,756 | 15,798 | .0022 | .0021 |
| Pecos | 14.5 | 13.8 | -4.8 | 4.4 | -6.4 | 153,192 | 14.7 | 28,406 | 34,816 | 82,022 | 12.8 | 15,470 | 18,641 | .0043 | .0037 |
| Polk | 31.1 | 33.4 | 7.4 | 13.0 | 8.3 | 400,168 | 36.3 | 24,470 | 30,782 | 279,475 | 59.7 | 14,580 | 21,498 | .0096 | .0102 |
| Potter | 97.3 | 95.0 | -2.4 | 36.1 | -2.7 | 1,433,005 | 28.7 | 30,021 | 39,695 | 1,710,245 | 53.7 | 29,995 | 47,375 | .0422 | .0437 |
| Presidio | 6.8 | 7.5 | 10.3 | 2.5 | 8.7 | 46,400 | 27.8 | 15,783 | 18,560 | 29,342 | 4.3 | 12,236 | 11,737 | .0015 | .0014 |
| Rains | 6.9 | 7.7 | 11.6 | 3.0 | 11.1 | 102,228 | 43.0 | 26,478 | 34,076 | 28,179 | 35.6 | 7,694 | 9,393 | .0019 | .0021 |
| Randall | 90.7 | 97.2 | 7.2 | 38.2 | 9.1 | 1,944,146 | 39.1 | 39,923 | 50,894 | 1,262,287 | 66.1 | 21,714 | 33,044 | .0399 | .0435 |
| Reagan | 4.4 | 4.1 | -6.8 | 1.2 | -7.7 | 41,313 | 7.8 | 29,487 | 34,428 | 29,020 | 33.5 | 16,719 | 24,183 | .0012 | .0012 |
| Real | 2.4 | 2.5 | 4.2 | 1.0 | 11.1 | 20,432 | 30.7 | 17,364 | 20,432 | 17,459 | 75.1 | 11,080 | 17,459 | .0005 | .0006 |
| Red River | 14.2 | 13.6 | -4.2 | 5.4 | -3.6 | 132,083 | 15.7 | 20,379 | 24,460 | 55,286 | 12.3 | 8,792 | 10,238 | .0037 | .0031 |
| Reeves | 15.7 | 15.0 | -4.5 | 4.5 | -6.3 | 139,018 | 14.8 | 25,218 | 30,893 | 71,483 | 10.2 | 13,515 | 15,885 | .0040 | .0035 |
| Refugio | 7.9 | 7.4 | -6.3 | 2.8 | -3.4 | 110,672 | 26.0 | 30,285 | 39,526 | 47,071 | 21.0 | 13,412 | 16,811 | .0026 | .0022 |
| Roberts | 1.0 | .9 | -10.0 | .3 | -25.0 | 12,665 | -8.3 | 34,508 | 42,217 | 1,429 | -26.2 | 4,840 | 4,763 | .0003 | .0004 |
| Robertson | 15.5 | 15.3 | -1.3 | 5.6 | -3.4 | 196,314 | 31.1 | 25,821 | 35,056 | 72,344 | 20.3 | 10,368 | 12,919 | .0044 | .0040 |
| Rockwall | 26.6 | 31.4 | 18.0 | 10.8 | 17.4 | 588,642 | 47.0 | 43,526 | 54,504 | 293,282 | 78.5 | 17,861 | 27,156 | .0105 | .0122 |
| Runnels | 11.2 | 10.6 | -5.4 | 4.1 | -4.7 | 125,750 | 18.3 | 24,713 | 30,671 | 33,725 | -.4 | 7,872 | 8,226 | .0029 | .0026 |
| Rusk | 43.8 | 44.0 | .5 | 16.6 | 1.2 | 740,929 | 42.0 | 31,813 | 44,634 | 198,165 | 30.6 | 9,251 | 11,938 | .0136 | .0137 |
| Sabine | 9.6 | 9.9 | 3.1 | 4.2 | 5.0 | 123,337 | 36.5 | 22,593 | 29,366 | 68,424 | 63.0 | 10,492 | 16,291 | .0027 | .0029 |
| San Augustine | 8.0 | 7.7 | -3.8 | 3.0 | -3.2 | 90,467 | 23.0 | 23,718 | 30,156 | 54,189 | 49.5 | 11,691 | 18,063 | .0023 | .0021 |
| San Jacinto | 16.6 | 17.8 | 7.2 | 6.8 | 7.9 | 232,803 | 41.2 | 26,174 | 34,236 | 52,512 | 41.3 | 5,898 | 7,722 | .0043 | .0045 |
| San Patricio | 58.5 | 57.6 | -1.5 | 18.3 | -2.1 | 688,458 | 20.3 | 30,614 | 37,621 | 302,299 | 23.5 | 13,091 | 16,519 | .0169 | .0154 |
| San Saba | 5.4 | 5.4 | .0 | 2.1 | .0 | 65,740 | 31.2 | 23,859 | 31,305 | 43,403 | 63.1 | 12,669 | 20,668 | .0016 | .0016 |
| Schleicher | 2.9 | 2.7 | -6.9 | 1.0 | .0 | 32,870 | 18.8 | 27,660 | 32,870 | 5,134 | 5.4 | 4,870 | 5,134 | .0007 | .0007 |
| Scurry | 18.4 | 17.3 | -6.0 | 5.9 | -6.3 | 235,215 | 17.5 | 31,784 | 39,867 | 142,159 | 41.5 | 15,947 | 24,095 | .0059 | .0054 |
| Shackelford | 3.2 | 2.8 | -12.5 | 1.1 | -15.4 | 54,280 | 20.5 | 34,648 | 49,345 | 9,672 | -3.0 | 7,667 | 8,793 | .0012 | .0011 |
| Shelby | 22.1 | 22.1 | .0 | 8.5 | .0 | 242,151 | 22.6 | 23,239 | 28,488 | 160,838 | 49.2 | 12,683 | 18,922 | .0063 | .0062 |
| Sherman | 2.8 | 2.7 | -3.6 | 1.0 | .0 | 56,995 | 28.2 | 44,466 | 56,995 | 12,273 | 45.3 | 8,449 | 12,273 | .0009 | .0009 |
| Smith | 152.9 | 162.5 | 6.3 | 61.2 | 6.6 | 2,855,455 | 43.9 | 34,578 | 46,658 | 1,966,975 | 57.3 | 21,789 | 32,140 | .0614 | .0670 |
| Somervell | 5.5 | 6.3 | 14.5 | 2.2 | 10.0 | 100,720 | 49.7 | 33,646 | 45,782 | 31,275 | 50.6 | 10,382 | 14,216 | .0018 | .0019 |
| Starr | 41.4 | 47.5 | 14.7 | 11.8 | 11.3 | 249,389 | 37.2 | 17,153 | 21,135 | 142,712 | 31.8 | 10,214 | 12,094 | .0077 | .0080 |
| Stephens | 8.8 | 8.1 | -8.0 | 3.2 | -8.6 | 98,006 | 11.8 | 25,043 | 30,627 | 80,551 | 42.2 | 16,184 | 25,172 | .0029 | .0027 |
| Sterling | 1.4 | 1.4 | .0 | .5 | .0 | 16,284 | 16.2 | 28,038 | 32,568 | 4,988 | -4.8 | 10,482 | 9,976 | .0004 | .0003 |
| Stonewall | 2.0 | 1.9 | -5.0 | .8 | .0 | 29,854 | 35.1 | 27,631 | 37,318 | 9,195 | 59.2 | 7,218 | 11,494 | .0005 | .0006 |
| Sutton | 4.0 | 3.5 | -12.5 | 1.3 | -7.1 | 42,600 | 8.5 | 28,052 | 32,769 | 18,161 | 17.2 | 11,070 | 13,970 | .0012 | .0009 |
| Swisher | 8.0 | 7.6 | -5.0 | 2.8 | -3.4 | 67,686 | 13.3 | 20,604 | 24,174 | 35,412 | 24.1 | 9,838 | 12,647 | .0019 | .0018 |
| Tarrant | 1,195.4 | 1,348.2 | 12.8 | 507.1 | 13.1 | 28,794,294 | 59.0 | 40,394 | 56,782 | 14,815,980 | 47.6 | 22,386 | 29,217 | .5207 | .5906 |
| Taylor | 119.5 | 119.6 | .1 | 43.4 | .5 | 1,648,921 | 25.0 | 30,530 | 37,994 | 1,205,841 | 35.7 | 20,575 | 27,784 | .0431 | .0414 |
| Terrell | 1.4 | 1.4 | .0 | .5 | .0 | 23,220 | 34.9 | 34,434 | 46,440 | 5,305 | 20.0 | 8,838 | 10,610 | .0005 | .0005 |
| Terry | 13.1 | 12.4 | -5.3 | 4.2 | -4.5 | 163,445 | 25.3 | 29,654 | 38,915 | 81,990 | 28.5 | 14,499 | 19,521 | .0039 | .0036 |
| Throckmorton | 1.8 | 1.6 | -11.1 | .7 | -12.5 | 13,040 | 1.2 | 16,110 | 18,629 | 5,022 | 16.4 | 5,391 | 7,174 | .0004 | .0003 |
| Titus | 24.1 | 24.6 | 2.1 | 8.6 | 1.2 | 361,870 | 35.7 | 31,368 | 42,078 | 270,259 | 47.5 | 21,561 | 31,425 | .0088 | .0091 |
| Tom Green | 99.3 | 104.2 | 4.9 | 37.7 | 5.6 | 1,842,823 | 48.4 | 34,791 | 48,881 | 936,597 | 38.2 | 18,987 | 24,843 | .0369 | .0390 |
| Travis | 587.4 | 654.7 | 11.5 | 267.5 | 12.6 | 14,096,946 | 59.8 | 37,144 | 52,699 | 7,860,118 | 54.4 | 21,432 | 29,384 | .2573 | .2963 |
| Trinity | 11.5 | 12.0 | 4.3 | 4.9 | 4.3 | 160,127 | 38.2 | 24,658 | 32,679 | 65,388 | 29.0 | 10,784 | 13,344 | .0036 | .0034 |
| Tyler | 16.6 | 16.3 | -1.8 | 6.4 | .0 | 201,742 | 23.8 | 25,461 | 31,522 | 120,295 | 66.9 | 11,264 | 18,796 | .0048 | .0049 |

# METRO/COUNTY 1995 PROJECTIONS

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990-1995 | 12/31/95 Households (Thous.) | % Change 1990-1995 | 1995 EBI ($000) | % Change 1990-1995 | Average Household EBI | | 1995 Retail Sales ($000) | % Change 1990-1995 | Retail Sales Per Household | | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 1990 | 1995 | | | 1990 | 1995 | 1990 | 1995 |
| **TEXAS (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Upshur | 31.4 | 31.5 | .3 | 11.5 | .9 | 456,861 | 34.0 | 29,905 | 39,727 | 199,935 | 55.7 | 11,262 | 17,386 | .0095 | .0097 |
| Upton | 4.4 | 4.1 | -6.8 | 1.4 | -6.7 | 54,884 | 21.8 | 30,035 | 39,203 | 13,493 | 13.9 | 7,898 | 9,638 | .0011 | .0010 |
| Uvalde | 23.4 | 23.7 | 1.3 | 7.6 | .0 | 223,455 | 23.5 | 23,800 | 29,402 | 227,560 | 43.6 | 20,853 | 29,942 | .0071 | .0070 |
| Val Verde | 38.9 | 40.3 | 3.6 | 12.1 | 1.7 | 408,611 | 31.0 | 26,215 | 33,770 | 301,967 | 52.2 | 16,672 | 24,956 | .0109 | .0111 |
| Van Zandt | 38.4 | 40.6 | 5.7 | 15.4 | 6.2 | 514,157 | 34.0 | 26,460 | 33,387 | 282,453 | 63.8 | 11,892 | 18,341 | .0114 | .0121 |
| Victoria | 74.3 | 74.2 | -.1 | 26.4 | .8 | 1,105,211 | 26.4 | 33,374 | 41,864 | 730,495 | 28.9 | 21,626 | 27,670 | .0278 | .0264 |
| Walker | 51.5 | 54.8 | 6.4 | 16.6 | 9.2 | 833,507 | 51.9 | 36,106 | 50,211 | 533,859 | 81.0 | 19,410 | 32,160 | .0169 | .0196 |
| Waller | 23.5 | 24.4 | 3.8 | 7.8 | 5.4 | 334,428 | 34.2 | 33,682 | 42,875 | 259,299 | 21.9 | 28,748 | 33,243 | .0089 | .0086 |
| Ward | 12.8 | 11.8 | -7.8 | 3.9 | -9.3 | 150,779 | 16.8 | 30,012 | 38,661 | 54,098 | 16.7 | 10,785 | 13,871 | .0037 | .0031 |
| Washington | 26.3 | 27.3 | 3.8 | 10.2 | 5.2 | 471,034 | 44.9 | 33,517 | 46,180 | 212,371 | 24.7 | 17,552 | 20,821 | .0095 | .0097 |
| Webb | 135.6 | 151.9 | 12.0 | 38.0 | 8.3 | 1,143,207 | 34.7 | 24,177 | 30,084 | 999,054 | 21.2 | 23,492 | 26,291 | .0367 | .0360 |
| Wharton | 39.7 | 38.7 | -2.5 | 13.9 | -1.4 | 453,544 | 18.4 | 27,172 | 32,629 | 288,917 | 31.2 | 15,617 | 20,785 | .0123 | .0118 |
| Wheeler | 5.8 | 5.3 | -8.6 | 2.2 | -4.3 | 68,090 | 12.9 | 26,212 | 30,950 | 46,656 | 49.1 | 13,608 | 21,207 | .0018 | .0017 |
| Wichita | 122.0 | 120.6 | -1.1 | 44.6 | -1.1 | 1,667,316 | 21.5 | 30,429 | 37,384 | 1,296,079 | 37.2 | 20,943 | 29,060 | .0451 | .0429 |
| Wilbarger | 14.9 | 13.9 | -6.7 | 5.3 | -7.0 | 187,569 | 18.1 | 27,865 | 35,390 | 116,585 | 32.5 | 15,440 | 21,997 | .0048 | .0044 |
| Willacy | 17.7 | 17.8 | .6 | 5.1 | 2.0 | 125,226 | 20.5 | 20,786 | 24,554 | 66,629 | 17.5 | 11,339 | 13,065 | .0040 | .0035 |
| Williamson | 143.6 | 166.6 | 16.0 | 59.0 | 17.5 | 2,699,851 | 51.6 | 35,476 | 45,760 | 892,732 | 28.9 | 13,800 | 15,131 | .0483 | .0523 |
| Wilson | 23.1 | 25.6 | 10.8 | 8.4 | 10.5 | 265,673 | 36.7 | 25,571 | 31,628 | 109,824 | 26.1 | 11,462 | 13,074 | .0060 | .0061 |
| Winkler | 8.3 | 7.4 | -10.8 | 2.5 | -10.7 | 90,467 | 12.0 | 28,841 | 36,187 | 33,536 | 8.9 | 10,996 | 13,414 | .0023 | .0020 |
| Wise | 35.1 | 37.5 | 6.8 | 13.2 | 7.3 | 535,560 | 38.8 | 31,372 | 40,573 | 431,783 | 73.0 | 20,291 | 32,71[illegible] | .0125 | .0138 |
| Wood | 29.6 | 31.0 | 4.7 | 12.1 | 5.2 | 439,069 | 37.2 | 27,824 | 36,287 | 228,847 | 47.5 | 13,494 | 18,913 | .0095 | .0098 |
| Yoakum | 8.7 | 8.5 | -2.3 | 2.7 | -3.6 | 133,892 | 34.2 | 35,632 | 49,590 | 63,908 | 69.2 | 13,492 | 23,670 | .0028 | .0028 |
| Young | 17.9 | 16.8 | -6.1 | 6.6 | -5.7 | 252,404 | 16.6 | 30,913 | 38,243 | 154,126 | 42.0 | 15,508 | 23,352 | .0063 | .0059 |
| Zapata | 9.5 | 10.5 | 10.5 | 3.2 | 10.3 | 70,643 | 29.5 | 18,805 | 22,076 | 23,061 | 24.1 | 6,407 | 7,207 | .0018 | .0018 |
| Zavala | 12.2 | 12.3 | .8 | 3.4 | 0 | 108,561 | 38.4 | 23,064 | 31,930 | 24,356 | 6.8 | 6,710 | 7,164 | .0024 | .0024 |
| **TOTAL METRO COUNTIES** | **14,047.9** | **15,170.4** | **8.0** | **5,392.4** | **7.6** | **260,822,592** | **42.6** | **36,501** | **48,369** | **151,610,783** | **44.5** | **20,938** | **28,116** | **5.4755** | **5.7911** |
| **TOTAL STATE** | **17,167.6** | **18,312.5** | **6.7** | **6,526.0** | **6.4** | **301,662,976** | **40.9** | **34,899** | **46,225** | **173,455,757** | **44.0** | **19,631** | **26,579** | **6.4282** | **6.7323** |
| **UTAH** | | | | | | | | | | | | | | | |
| **PROVO - OREM** | **266.4** | **286.5** | **7.5** | **74.9** | **5.5** | **2,899,067** | **37.8** | **29,638** | **38,706** | **1,730,884** | **42.2** | **17,149** | **23,109** | **.0715** | **.0740** |
| Utah | 266.4 | 286.5 | 7.5 | 74.9 | 5.5 | 2,899,067 | 37.8 | 29,638 | 38,706 | 1,730,884 | 42.2 | 17,149 | 23,109 | .0715 | .0740 |
| **SALT LAKE CITY - OGDEN** | **1,083.2** | **1,157.5** | **6.9** | **373.8** | **6.5** | **17,448,295** | **45.2** | **34,235** | **46,678** | **11,880,384** | **57.2** | **21,528** | **31,783** | **.3838** | **.4200** |
| Davis | 191.3 | 212.9 | 11.3 | 60.8 | 11.4 | 2,639,157 | 42.8 | 33,839 | 43,407 | 1,506,223 | 55.0 | 17,798 | 24,773 | .0579 | .0628 |
| Salt Lake | 732.9 | 780.3 | 6.5 | 257.8 | 6.1 | 12,395,080 | 46.6 | 34,786 | 48,080 | 8,445,763 | 56.9 | 22,156 | 32,761 | .2686 | .2952 |
| Weber | 159.0 | 164.3 | 3.3 | 55.2 | 3.2 | 2,414,058 | 40.4 | 32,132 | 43,733 | 1,928,398 | 60.3 | 22,480 | 34,935 | .0573 | .0620 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Beaver | 4.7 | 4.5 | -4.3 | 1.5 | -6.3 | 41,444 | 16.9 | 22,151 | 27,629 | 28,205 | 29.2 | 13,646 | 18,803 | .0013 | .0012 |
| Box Elder | 36.8 | 38.9 | 5.7 | 11.7 | 6.4 | 726,963 | 63.3 | 40,469 | 62,134 | 276,709 | 71.4 | 14,681 | 23,650 | .0120 | .0140 |
| Cache | 71.0 | 76.4 | 7.6 | 22.4 | 5.2 | 1,040,458 | 54.4 | 31,628 | 46,449 | 517,032 | 57.6 | 15,405 | 23,082 | .0207 | .0232 |
| Carbon | 19.9 | 18.8 | -5.5 | 6.5 | -4.4 | 299,330 | 29.9 | 33,899 | 46,051 | -147,535 | 48.9 | 14,576 | 22,698 | .0066 | .0065 |
| Daggett | .7 | .7 | 0 | .3 | 0 | 11,680 | 35.3 | 28,777 | 38,933 | 2,280 | 5.1 | 7,230 | 7,600 | .0001 | .0001 |
| Davis | 191.3 | 212.9 | 11.3 | 60.8 | 11.4 | 2,639,157 | 42.8 | 33,839 | 43,407 | 1,506,223 | 55.0 | 17,798 | 24,773 | .0579 | .0628 |
| Duchesne | 12.3 | 11.3 | -8.1 | 3.4 | -5.6 | 155,428 | 31.1 | 32,941 | 45,714 | 74,610 | 48.0 | 14,000 | 21,944 | .0035 | .0035 |
| Emery | 10.2 | 9.6 | -5.9 | 2.8 | -6.7 | 117,980 | 23.[illegible] | 31,99[illegible] | 42,136 | 38,057 | 50.5 | 8,428 | 13,592 | .0026 | .0024 |
| Garfield | 4.0 | 4.1 | 2.5 | 1.4 | 7.7 | 30,211 | 26.5 | 18,371 | 21,579 | 18,139 | 36.4 | 10,229 | 12,956 | .0008 | .0008 |
| Grand | 6.5 | 6.0 | -7.7 | 2.3 | -4.2 | 74,179 | 16.1 | 26,623 | 32,252 | 32,101 | 13.3 | 11,801 | 13,957 | .0020 | .0017 |
| Iron | 20.9 | 21.5 | 2.7 | 6.4 | 1.6 | 211,934 | 29.6 | 25,963 | 33,115 | 153,423 | 18.5 | 20,559 | 23,972 | .0061 | .0059 |
| Juab | 5.8 | 5.5 | -5.2 | 1.7 | -5.6 | 42,368 | 11.4 | 21,133 | 24,922 | 33,031 | 16.7 | 15,723 | 19,430 | .0014 | .0012 |
| Kane | 5.3 | 5.8 | 9.4 | 1.9 | 5.6 | 67,135 | 49.6 | 24,227 | 35,334 | 29,532 | 28.9 | 12,727 | 15,543 | .0016 | .0014 |
| Millard | 11.1 | 10.4 | -6.3 | 3.1 | -6.1 | 105,864 | 25.9 | 25,486 | 34,150 | 82,292 | 76.4 | 14,136 | 26,546 | .0029 | .0030 |
| Morgan | 5.6 | 5.9 | 5.4 | 1.7 | 6.3 | 95,209 | 53.4 | 38,791 | 56,005 | 13,775 | 29.5 | 6,646 | 8,103 | .0015 | .0016 |
| Piute | 1.3 | 1.2 | -7.7 | .4 | -20.0 | 10,143 | -2.3 | 20,760 | 25,358 | 1,807 | -21.4 | 4,596 | 4,518 | .0002 | .0003 |
| Rich | 1.7 | 1.5 | -11.8 | .5 | 0 | 22,336 | 41.2 | 31,630 | 44,672 | 8,951 | 85.4 | 9,656 | 17,902 | .0004 | .0005 |
| Salt Lake | 732.9 | 780.3 | 6.5 | 257.8 | 6.1 | 12,395,080 | 46.6 | 34,786 | 48,080 | 8,445,763 | 56.9 | 22,156 | 32,761 | .2686 | .2952 |
| San Juan | 12.6 | 12.9 | 2.4 | 3.4 | .0 | 77,919 | 16.1 | 19,735 | 22,917 | 20,185 | -4.9 | 6,239 | 5,937 | .0024 | .0019 |
| Sanpete | 16.3 | 16.6 | 1.8 | 4.9 | 0 | 145,900 | 29.4 | 23,007 | 29,776 | 83,665 | 56.4 | 10,919 | 17,074 | .0038 | .0039 |
| Sevier | 15.4 | 15.2 | -1.3 | 4.8 | -2.0 | 166,724 | 27.0 | 26,802 | 34,734 | 127,543 | 39.7 | 18,627 | 26,571 | .0046 | .0045 |
| Summit | 15.9 | 18.0 | 13.2 | 6.1 | 13.0 | 267,184 | 43.5 | 34,471 | 43,801 | 194,322 | 46.2 | 24,612 | 31,806 | .0061 | .0066 |
| Tooele | 26.6 | 26.9 | 1.1 | 8.6 | .0 | 445,691 | 42.8 | 36,296 | 51,825 | 180,075 | 64.2 | 12,750 | 20,939 | .0084 | .0090 |
| Uintah | 21.9 | 20.7 | -5.5 | 6.3 | -4.5 | 340,493 | 42.8 | 36,133 | 54,047 | 108,322 | 27.7 | 12,617 | 16,877 | .0066 | .0064 |
| Utah | 266.4 | 286.5 | 7.5 | 74.9 | 5.5 | 2,899,067 | 37.8 | 29,638 | 38,706 | 1,730,884 | 42.2 | 17,149 | 23,109 | .0715 | .0740 |
| Wasatch | 10.2 | 11.1 | 8.8 | 3.4 | 9.7 | 95,670 | 29.5 | 23,825 | 28,138 | 39,085 | 23.1 | 10,241 | 11,496 | .0023 | .0023 |

# METRO/COUNTY 1995 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990-1995 | 12/31/95 Households (Thous.) | % Change 1990-1995 | 1995 EBI ($000) | % Change 1990-1995 | Average Household EBI 1990 | Average Household EBI 1995 | 1995 Retail Sales ($000) | % Change 1990-1995 | Retail Sales Per Household 1990 | Retail Sales Per Household 1995 | Buying Power Index 1990 | Buying Power Index 1995 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **UTAH (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Washington | 50.3 | 59.1 | 17.5 | 18.6 | 17.7 | 644,459 | 56.8 | 26,012 | 34,648 | 376,311 | 24.7 | 19,098 | 20,232 | .0150 | .0160 |
| Wayne | 2.2 | 2.2 | 0 | .7 | 0 | 34,146 | 57.8 | 30,919 | 48,780 | 6,106 | 20.8 | 7,223 | 8,723 | .0005 | .0006 |
| Weber | 159.0 | 164.3 | 3.3 | 55.2 | 3.2 | 2,414,058 | 40.4 | 32,132 | 43,733 | 1,928,398 | 60.3 | 22,480 | 34,935 | .0573 | .0620 |
| **TOTAL METRO COUNTIES** | **1,349.6** | **1,444.0** | **7.0** | **448.7** | **6.3** | **20,347,362** | **44.1** | **33,461** | **45,347** | **13,611,268** | **55.1** | **20,791** | **30,335** | **.4553** | **.4940** |
| **TOTAL STATE** | **1,738.8** | **1,848.8** | **6.3** | **573.5** | **5.7** | **25,618,210** | **44.0** | **32,792** | **44,670** | **16,[illegible]02,361** | **53.1** | **19,501** | **28,252** | **.5687** | **.6125** |
| **VERMONT** | | | | | | | | | | | | | | | |
| **BURLINGTON** | **138.7** | **148.7** | **7.2** | **55.4** | **8.4** | **3,056,841** | **43.7** | **41,616** | **55,178** | **1,354,643** | **12.5** | **23,558** | **24,452** | **.0614** | **.0604** |
| Chittenden | 133.4 | 143.2 | 7.3 | 53.3 | 8.6 | 2,960,629 | 43.9 | 41,901 | 55,547 | 1,335,198 | 12.6 | 24,155 | 25,051 | .0597 | .0588 |
| Grand Isle | 5.3 | 5.5 | 3.8 | 2.1 | 5.0 | 96,212 | 38.9 | 34,626 | 45,815 | 19,445 | 9.2 | 8,900 | 9,260 | .0017 | .0016 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Addison | 33.3 | 35.1 | 5.4 | 12.4 | 7.8 | 557,094 | 41.1 | 34,328 | 44,927 | 248,505 | 25.4 | 17,237 | 20,041 | .0115 | .0115 |
| Bennington | 36.1 | 37.5 | 3.9 | 14.4 | 5.1 | 671,207 | 38.4 | 35,404 | 46,612 | 488,135 | 13.9 | 31,293 | 33,898 | .0169 | .0161 |
| Caledonia | 28.1 | 29.5 | 5.0 | 11.1 | 5.7 | 385,741 | 30.7 | 28,118 | 34,751 | 202,182 | 9.6 | 17,565 | 18,215 | .0096 | .0088 |
| Chittenden | 133.4 | 143.2 | 7.3 | 53.3 | 8.6 | 2,960,629 | 43.9 | 41,901 | 55,547 | 1,335,198 | 12.6 | 24,155 | 25,051 | .0597 | .0588 |
| Essex | 6.5 | 6.8 | 4.6 | 2.5 | 4.2 | 79,165 | 26.8 | 26,018 | 31,666 | 14,791 | 36.7 | 4,510 | 5,916 | .0015 | .0014 |
| Franklin | 40.3 | 42.5 | 5.5 | 15.4 | 6.9 | 594,397 | 33.8 | 30,841 | 38,597 | 283,984 | 7.7 | 18,309 | 18,441 | .0140 | .0132 |
| Grand Isle | 5.3 | 5.5 | 3.8 | 2.1 | 5.0 | 96,212 | 38.9 | 34,626 | 45,815 | 19,445 | 9.2 | 8,900 | 9,260 | .0017 | .0016 |
| Lamoille | 20.0 | 21.5 | 7.5 | 8.1 | 8.0 | 322,818 | 39.8 | 30,790 | 39,854 | 157,414 | 10.2 | 19,037 | 19,434 | .0073 | .0070 |
| Orange | 26.4 | 27.8 | 5.3 | 10.1 | 6.3 | 438,044 | 41.5 | 32,582 | 43,371 | 142,471 | 12.6 | 13,324 | 14,106 | .0086 | .0085 |
| Orleans | 24.1 | 24.6 | 2.1 | 9.2 | 3.4 | 301,549 | 25.3 | 27,031 | 32,777 | 190,571 | 17.7 | 18,198 | 20,714 | .0081 | .0074 |
| Rutland | 62.6 | 65.2 | 4.2 | 25.2 | 5.4 | 1,017,996 | 32.5 | 32,144 | 40,397 | 611,530 | 10.7 | 23,106 | 24,267 | .0251 | .0233 |
| Washington | 55.4 | 57.9 | 4.5 | 22.3 | 5.7 | 923,642 | 34.6 | 32,519 | 41,419 | 497,608 | 9.9 | 21,453 | 22,314 | .0218 | .0203 |
| Windham | 42.0 | 44.4 | 5.7 | 17.5 | 6.7 | 740,785 | 38.5 | 32,613 | 42,331 | 483,844 | 19.2 | 24,759 | 27,648 | .0177 | .0172 |
| Windsor | 54.5 | 57.1 | 4.8 | 23.1 | 6.5 | 844,746 | 26.2 | 30,856 | 36,569 | 423,987 | 11.5 | 17,517 | 18,354 | .0202 | .0186 |
| **TOTAL METRO COUNTIES** | **138.7** | **148.7** | **7.2** | **55.4** | **8.4** | **3,056,841** | **43.7** | **41,616** | **55,178** | **1,354,643** | **12.5** | **23,558** | **24,452** | **.0614** | **.0604** |
| **TOTAL STATE** | **568.0** | **598.6** | **5.4** | **226.7** | **6.6** | **9,934,025** | **37.1** | **34,092** | **43,820** | **5,099,665** | **13.0** | **21,223** | **22,495** | **.2237** | **.2137** |
| **VIRGINIA** | | | | | | | | | | | | | | | |
| **CHARLOTTESVILLE** | **132.6** | **140.6** | **6.0** | **53.1** | **7.7** | **2,477,642** | **38.1** | **36,383** | **46,660** | **1,618,680** | **43.9** | **22,822** | **30,484** | **.0547** | **.0570** |
| Albemarle | 68.9 | 73.9 | 7.3 | 27.2 | 9.7 | 1,547,718 | 43.9 | 43,364 | 56,901 | 298,275 | 33.0 | 9,045 | 10,966 | .0246 | .0256 |
| Charlottesville city | 40.5 | 41.3 | 2.0 | 16.6 | 3.1 | 545,801 | 21.6 | 27,886 | 32,880 | 1,270,928 | 48.1 | 53,302 | 76,562 | .0238 | .0249 |
| Fluvanna | 12.7 | 14.0 | 10.2 | 5.1 | 10.9 | 196,270 | 40.5 | 30,360 | 38,484 | 20,462 | 11.6 | 3,985 | 4,012 | .0033 | .0033 |
| Greene | 10.5 | 11.4 | 8.6 | 4.2 | 10.5 | 187,853 | 44.9 | 34,118 | 44,727 | 29,015 | 19.4 | 6,397 | 6,908 | .0030 | .0032 |
| **DANVILLE** | **108.4** | **107.0** | **-1.3** | **42.6** | **.9** | **1,526,038** | **23.3** | **29,336** | **35,822** | **762,432** | **10.1** | **16,413** | **17,897** | **.0378** | **.0338** |
| Danville city | 53.2 | 54.2 | 1.9 | 22.7 | 4.1 | 806,252 | 26.5 | 29,235 | 35,518 | 608,302 | 4.2 | 26,787 | 26,797 | .0230 | .0203 |
| Pittsylvania | 55.2 | 52.8 | -4.3 | 19.9 | -2.5 | 719,786 | 19.8 | 29,444 | 36,170 | 154,130 | 41.8 | 5,328 | 7,745 | .0148 | .0135 |
| **LYNCHBURG** | **142.3** | **142.9** | **.4** | **54.6** | **2.8** | **2,248,758** | **27.1** | **33,441** | **41,337** | **1,447,624** | **38.2** | **19,808** | **26,611** | **.0541** | **.0526** |
| Amherst | 28.6 | 28.6 | 0 | 10.0 | 2.0 | 386,292 | 23.1 | 32,021 | 38,629 | 175,042 | 42.9 | 12,498 | 17,504 | .0088 | .0084 |
| Campbell | 47.8 | 49.0 | 2.5 | 18.9 | 5.0 | 784,317 | 30.0 | 33,516 | 41,498 | 267,756 | 30.3 | 11,414 | 14,167 | .0158 | .0153 |
| Lynchburg city | 65.9 | 65.3 | -.9 | 25.5 | 1.6 | 1,078,149 | 26.6 | 33,941 | 42,280 | 1,004,826 | 39.6 | 28,682 | 39,405 | .0295 | .0289 |
| **NORFOLK - VIRGINIA BEACH - NEWPORT NEWS** | **1,419.4** | **1,557.4** | **9.7** | **554.5** | **10.6** | **25,425,176** | **38.5** | **36,551** | **45,852** | **13,743,920** | **32.2** | **20,700** | **24,786** | **.5479** | **.5576** |
| Chesapeake city | 156.7 | 181.8 | 16.0 | 63.2 | 17.9 | 2,742,813 | 43.2 | 35,739 | 43,399 | 1,363,817 | 35.7 | 18,744 | 21,579 | .0566 | .0597 |
| Gloucester | 31.0 | 35.7 | 15.2 | 13.2 | 16.8 | 430,033 | 37.2 | 27,747 | 32,578 | 236,294 | 44.4 | 14,484 | 17,901 | .0096 | .0102 |
| Hampton city | 135.0 | 142.5 | 5.6 | 53.6 | 7.0 | 2,448,599 | 35.2 | 36,151 | 45,683 | 1,641,352 | 20.2 | 27,251 | 30,622 | .0594 | .0570 |
| James City | 36.2 | 42.5 | 17.4 | 16.0 | 18.5 | 663,853 | 40.2 | 35,082 | 41,491 | 220,551 | 14.1 | 14,318 | 13,784 | .0128 | .0131 |
| Newport News city | 171.6 | 181.7 | 5.9 | 69.1 | 7.0 | 2,594,239 | 26.0 | 31,883 | 37,543 | 1,491,830 | 19.3 | 19,357 | 21,589 | .0638 | .0597 |
| Norfolk city | 262.7 | 272.8 | 3.8 | 93.5 | 3.8 | 3,964,434 | 30.2 | 33,801 | 42,400 | 2,853,205 | 42.6 | 22,204 | 30,516 | .0978 | .0980 |
| Poquoson city | 11.2 | 12.5 | 11.6 | 4.3 | 13.2 | 203,667 | 33.9 | 40,039 | 47,364 | 34,379 | 27.4 | 7,101 | 7,995 | .0035 | .0036 |
| Portsmouth city | 104.0 | 105.3 | 1.3 | 39.8 | 2.6 | 1,601,281 | 30.0 | 31,737 | 40,233 | 985,194 | 48.1 | 17,149 | 24,754 | .0368 | .0372 |
| Suffolk city | 52.6 | 55.6 | 5.7 | 20.1 | 7.5 | 876,267 | 39.0 | 33,701 | 43,595 | 344,825 | 24.1 | 14,863 | 17,155 | .0178 | .0177 |
| Virginia Beach city | 403.4 | 465.6 | 15.4 | 160.8 | 15.4 | 8,735,631 | 47.4 | 42,556 | 54,326 | 3,768,483 | 28.8 | 20,996 | 23,436 | .1655 | .1745 |
| Williamsburg city | 11.7 | 13.0 | 11.1 | 4.1 | 13.9 | 197,163 | 39.8 | 39,184 | 48,089 | 619,164 | 64.6 | 104,520 | 151,016 | .0092 | .0108 |
| York | 43.3 | 48.4 | 11.8 | 16.8 | 13.5 | 967,196 | 47.9 | 44,180 | 57,571 | 184,826 | 26.6 | 9,861 | 11,002 | .0151 | .0161 |
| **RICHMOND - PETERSBURG** | **875.4** | **934.0** | **6.7** | **363.7** | **8.4** | **18,610,839** | **39.9** | **39,653** | **51,171** | **8,725,673** | **23.0** | **21,144** | **23,991** | **.3778** | **.3759** |
| Charles City | 6.3 | 6.2 | -1.6 | 2.2 | 0 | 85,446 | 19.3 | 32,555 | 38,839 | 7,076 | 33.7 | 2,406 | 3,216 | .0016 | .0014 |
| Chesterfield | 214.7 | 246.9 | 15.0 | 87.7 | 16.3 | 4,871,436 | 44.5 | 44,714 | 55,547 | 1,856,656 | 17.2 | 21,016 | 21,171 | .0917 | .0934 |
| Colonial Heights city | 16.1 | 16.6 | 3.1 | 6.7 | 4.7 | 275,764 | 23.5 | 34,897 | 41,159 | 188,202 | 35.6 | 21,679 | 28,090 | .0067 | .0065 |

# METRO/COUNTY 1995 PROJECTIONS

| S&MM ESTIMATES | | | | | | | | Average Household EBI | | | | Retail Sales Per Household | | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990-1995 | 12/31/95 Households (Thous.) | % Change 1990-1995 | 1995 EBI ($000) | % Change 1990-1995 | 1990 | 1995 | 1995 Retail Sales ($000) | % Change 1990-1995 | 1990 | 1995 | 1990 | 1995 |
| **VIRGINIA (continued)** | | | | | | | | | | | | | | | |
| **RICHMOND - PETERSBURG (continued)** | | | | | | | | | | | | | | | |
| Dinwiddie | 20.9 | 20.7 | -1.0 | 7.6 | 1.3 | 368,948 | 32.5 | 37,118 | 48,546 | 25,513 | 4.2 | 3,266 | 3,357 | .0060 | .0057 |
| Goochland | 14.4 | 15.8 | 9.7 | 5.6 | 12.0 | 290,771 | 43.8 | 40,454 | 51,923 | 51,403 | 19.7 | 8,587 | 9,179 | .0048 | .0049 |
| Hanover | 64.7 | 72.8 | 12.5 | 26.7 | 15.6 | 1,479,107 | 49.5 | 42,843 | 55,397 | 480,312 | 17.9 | 17,635 | 17,989 | .0262 | .0271 |
| Henrico | 221.1 | 240.0 | 8.5 | 100.9 | 11.5 | 5,615,325 | 45.4 | 42,683 | 55,652 | 2,202,840 | 15.8 | 21,013 | 21,832 | .1043 | .1049 |
| Hopewell city | 23.1 | 23.1 | .0 | 9.1 | 1.1 | 433,734 | 33.3 | 36,144 | 47,663 | 225,566 | 32.5 | 18,920 | 24,787 | .0093 | .0091 |
| New Kent | 10.7 | 12.2 | 14.0 | 4.3 | 13.2 | 218,716 | 47.9 | 38,906 | 50,864 | 39,920 | 45.0 | 7,247 | 9,284 | .0034 | .0037 |
| Petersburg city | 38.3 | 38.0 | -.8 | 14.9 | 1.4 | 456,988 | 19.2 | 26,079 | 30,670 | 697,901 | 37.7 | 34,466 | 46,839 | .0170 | .0164 |
| Powhatan | 15.6 | 16.9 | 8.3 | 5.2 | 8.3 | 274,957 | 41.6 | 40,451 | 52,876 | 41,202 | 11.3 | 7,712 | 7,923 | .0046 | .0047 |
| Prince George | 27.5 | 28.5 | 3.6 | 8.7 | 4.8 | 480,155 | 35.4 | 42,720 | 55,190 | 42,884 | 6.9 | 4,835 | 4,929 | .0080 | .0079 |
| Richmond city | 202.0 | 196.3 | -2.8 | 84.1 | -.9 | 3,759,492 | 29.5 | 34,191 | 44,703 | 2,866,198 | 29.7 | 26,019 | 34,081 | .0942 | .0902 |
| **ROANOKE** | **224.8** | **226.3** | **.7** | **91.4** | **1.8** | **3,671,469** | **23.1** | **33,217** | **40,169** | **3,047,213** | **39.9** | **24,247** | **33,339** | **.0968** | **.0939** |
| Botetourt | 25.2 | 26.6 | 5.6 | 9.8 | 6.5 | 355,785 | 25.7 | 30,772 | 36,305 | 112,325 | 36.0 | 8,976 | 11,462 | .0074 | .0071 |
| Roanoke | 79.7 | 81.5 | 2.3 | 31.6 | 3.6 | 1,505,506 | 25.9 | 39,217 | 47,643 | 402,649 | 9.4 | 12,069 | 12,742 | .0297 | .0271 |
| Roanoke city | 96.0 | 93.8 | -2.3 | 40.5 | -1.0 | 1,425,799 | 19.9 | 29,086 | 35,205 | 1,820,342 | 46.9 | 30,306 | 44,947 | .0452 | .0449 |
| Salem city | 23.9 | 24.4 | 2.1 | 9.5 | 3.3 | 384,379 | 22.4 | 34,132 | 40,461 | 711,897 | 46.1 | 52,955 | 74,937 | .0145 | .0148 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Accomack | 31.8 | 32.4 | 1.9 | 13.2 | 3.9 | 457,199 | 32.9 | 27,087 | 34,636 | 216,464 | 25.0 | 13,640 | 16,399 | .0103 | .0100 |
| Albemarle | 68.9 | 73.9 | 7.3 | 27.2 | 9.7 | 1,547,718 | 43.9 | 43,364 | 56,901 | 298,275 | 33.0 | 9,045 | 10,966 | .0246 | .0256 |
| ☐ Alexandria city | 111.4 | 113.1 | 1.5 | 53.4 | .0 | 3,684,248 | 33.3 | 51,743 | 68,993 | 2,150,793 | 47.2 | 27,367 | 40,277 | .0727 | .0743 |
| Alleghany | 13.0 | 12.4 | -4.6 | 4.7 | -4.1 | 235,295 | 27.6 | 37,643 | 50,063 | 20,950 | 53.0 | 2,794 | 4,457 | .0038 | .0038 |
| Amelia | 8.8 | 9.0 | 2.3 | 3.3 | 6.5 | 118,349 | 31.1 | 29,128 | 35,863 | 22,009 | 5.2 | 6,751 | 6,669 | .0024 | .0021 |
| Amherst | 28.6 | 28.6 | .0 | 10.0 | 2.0 | 386,292 | 23.1 | 32,021 | 38,629 | 175,042 | 42.9 | 12,498 | 17,504 | .0088 | .0084 |
| Appomattox | 12.3 | 12.7 | 3.3 | 4.7 | 4.4 | 162,674 | 23.4 | 29,290 | 34,611 | 67,345 | 39.1 | 10,760 | 14,329 | .0037 | .0036 |
| ☐ Arlington | 171.3 | 174.5 | 1.9 | 78.4 | -.4 | 5,192,432 | 31.0 | 50,378 | 66,230 | 1,829,229 | 32.8 | 17,496 | 23,332 | .0932 | .0907 |
| Augusta | 55.2 | 58.0 | 5.1 | 21.2 | 6.0 | 974,976 | 37.3 | 35,499 | 45,989 | 266,973 | 23.8 | 10,784 | 12,593 | .0182 | .0181 |
| Bath | 4.7 | 4.4 | -6.4 | 1.8 | -5.3 | 61,604 | 11.6 | 29,055 | 34,224 | 21,021 | 25.3 | 8,833 | 11,678 | .0013 | .0011 |
| Bedford | 46.5 | 51.2 | 10.1 | 19.7 | 11.9 | 770,033 | 37.8 | 31,761 | 39,088 | 46,834 | 10.6 | 2,407 | 2,377 | .0124 | .0126 |
| Bedford city | 6.1 | 6.0 | -1.6 | 2.5 | .0 | 88,252 | 23.2 | 28,655 | 35,301 | 142,935 | 28.0 | 44,664 | 57,174 | .0033 | .0031 |
| Bland | 6.5 | 6.6 | 1.5 | 2.3 | 4.5 | 68,612 | 22.5 | 25,456 | 29,831 | 32,120 | 52.8 | 9,557 | 13,965 | .0018 | .0017 |
| Botetourt | 25.2 | 26.6 | 5.6 | 9.8 | 6.5 | 355,785 | 25.7 | 30,772 | 36,305 | 112,325 | 36.0 | 8,976 | 11,462 | .0074 | .0071 |
| ☐ Bristol city | 18.3 | 17.6 | -3.8 | 7.4 | -1.3 | 245,370 | 18.0 | 27,735 | 33,158 | 285,816 | 20.0 | 31,751 | 38,624 | .0085 | .0075 |
| Brunswick | 16.0 | 16.0 | .0 | 5.7 | 3.6 | 173,570 | 26.5 | 24,952 | 30,451 | 49,003 | 6.6 | 8,360 | 8,597 | .0039 | .0036 |
| Buchanan | 30.8 | 28.7 | -6.8 | 10.2 | -6.4 | 368,055 | 13.2 | 29,821 | 36,084 | 182,899 | 36.8 | 12,265 | 17,931 | .0093 | .0084 |
| Buckingham | 13.0 | 13.4 | 3.1 | 4.6 | 4.5 | 127,276 | 22.7 | 23,572 | 27,669 | 40,928 | 14.9 | 8,096 | 8,897 | .0031 | .0029 |
| Buena Vista city | 6.4 | 6.2 | -3.1 | 2.4 | .0 | 80,855 | 21.1 | 27,826 | 33,690 | 50,530 | 22.9 | 17,128 | 21,054 | .0021 | .0019 |
| Campbell | 47.8 | 49.0 | 2.5 | 18.9 | 5.0 | 784,317 | 30.0 | 33,516 | 41,498 | 267,756 | 30.3 | 11,414 | 14,167 | .0158 | .0153 |
| Caroline | 19.4 | 20.3 | 4.6 | 7.0 | 4.5 | 292,557 | 35.6 | 32,197 | 41,794 | 58,660 | 17.8 | 7,429 | 8,380 | .0056 | .0054 |
| Carroll | 26.5 | 26.2 | -1.1 | 10.5 | 1.0 | 337,447 | 26.3 | 25,698 | 32,138 | 94,251 | 25.3 | 7,232 | 8,976 | .0071 | .0068 |
| Charles City | 6.3 | 6.2 | -1.6 | 2.2 | .0 | 85,446 | 19.3 | 32,555 | 38,839 | 7,076 | 33.7 | 2,406 | 3,216 | .0016 | .0014 |
| Charlotte | 11.7 | 11.7 | .0 | 4.4 | 2.3 | 139,774 | 28.4 | 25,314 | 31,767 | 29,402 | 12.1 | 6,102 | 6,682 | .0029 | .0026 |
| Charlottesville city | 40.5 | 41.3 | 2.0 | 16.6 | 3.1 | 545,801 | 21.6 | 27,886 | 32,880 | 1,270,928 | 48.1 | 53,302 | 76,562 | .0238 | .0249 |
| Chesapeake city | 156.7 | 181.8 | 16.0 | 63.2 | 17.9 | 2,742,813 | 43.2 | 35,739 | 43,399 | 1,363,817 | 35.7 | 18,744 | 21,579 | .0566 | .0597 |
| Chesterfield | 214.7 | 246.9 | 15.0 | 87.7 | 16.3 | 4,871,436 | 44.5 | 44,714 | 55,547 | 1,856,656 | 17.2 | 21,016 | 21,171 | .0917 | .0934 |
| Clarke | 12.3 | 13.2 | 7.3 | 4.5 | 4.7 | 244,987 | 38.6 | 41,121 | 54,442 | 25,615 | 8.4 | 5,493 | 5,692 | .0038 | .0039 |
| Clifton Forge city | 4.6 | 4.4 | -4.3 | 1.9 | .0 | 63,638 | 20.0 | 27,921 | 33,494 | 41,378 | 42.6 | 15,268 | 21,778 | .0017 | .0015 |
| Colonial Heights city | 16.1 | 16.6 | 3.1 | 6.7 | 4.7 | 275,764 | 23.5 | 34,897 | 41,159 | 188,202 | 35.6 | 21,679 | 28,090 | .0067 | .0065 |
| Covington city | 6.9 | 6.4 | -7.2 | 2.8 | -6.7 | 78,732 | 9.7 | 23,928 | 28,119 | 176,456 | 21.1 | 48,590 | 63,020 | .0040 | .0034 |
| Craig | 4.4 | 4.6 | 4.5 | 1.8 | 5.9 | 74,351 | 40.0 | 31,241 | 41,306 | 4,562 | 9.6 | 2,448 | 2,534 | .0013 | .0010 |
| Culpeper | 28.3 | 31.0 | 9.5 | 10.9 | 10.1 | 588,556 | 48.1 | 40,133 | 53,996 | 208,109 | 17.4 | 17,908 | 19,093 | .0109 | .0113 |
| Cumberland | 7.8 | 8.0 | 2.6 | 2.9 | 3.6 | 79,418 | 22.3 | 23,184 | 27,386 | 44,239 | 47.2 | 10,735 | 15,255 | .0020 | .0020 |
| Danville city | 53.2 | 54.2 | 1.9 | 22.7 | 4.1 | 806,252 | 26.5 | 29,235 | 35,518 | 608,302 | 4.2 | 26,787 | 26,797 | .0230 | .0203 |
| Dickenson | 17.4 | 16.5 | -5.2 | 6.2 | -3.1 | 176,948 | 13.8 | 24,294 | 28,540 | 81,865 | 34.3 | 9,526 | 13,204 | .0047 | .0041 |
| Dinwiddie | 20.9 | 20.7 | -1.0 | 7.6 | 1.3 | 368,948 | 32.5 | 37,118 | 48,546 | 25,513 | 4.2 | 3,266 | 3,357 | .0060 | .0057 |
| Emporia city | 5.3 | 5.4 | 1.9 | 2.1 | 5.0 | 65,551 | 23.9 | 26,450 | 31,215 | 134,153 | 25.9 | 53,288 | 63,882 | .0029 | .0028 |
| Essex | 8.7 | 8.7 | .0 | 3.3 | .0 | 100,146 | 17.4 | 25,855 | 30,347 | 107,173 | 11.0 | 29,270 | 32,477 | .0035 | .0032 |
| ☐ Fairfax | 838.4 | 956.3 | 14.1 | 338.0 | 12.8 | 28,063,873 | 49.1 | 62,839 | 83,029 | 8,973,404 | 25.3 | 23,895 | 26,549 | .4547 | .4801 |
| ☐ Fairfax city | 19.6 | 19.5 | -.5 | 7.2 | -2.7 | 626,433 | 32.3 | 63,991 | 87,005 | 1,040,543 | 23.3 | 114,086 | 144,520 | .0224 | .0211 |
| ☐ Falls Church city | 9.6 | 9.5 | -1.0 | 4.1 | -2.4 | 317,298 | 30.3 | 57,965 | 77,390 | 388,562 | 36.5 | 67,796 | 94,771 | .0090 | .0088 |
| Fauquier | 50.0 | 57.0 | 14.0 | 19.5 | 15.4 | 1,019,484 | 47.0 | 41,032 | 52,281 | 388,475 | 32.4 | 17,359 | 19,922 | .0188 | .0200 |
| Floyd | 12.1 | 12.3 | 1.7 | 5.0 | 4.2 | 174,080 | 33.0 | 27,275 | 34,816 | 46,689 | 17.7 | 8,264 | 9,338 | .0034 | .0034 |
| Fluvanna | 12.7 | 14.0 | 10.2 | 5.1 | 10.9 | 196,270 | 40.5 | 30,360 | 38,484 | 20,462 | 11.6 | 3,985 | 4,012 | .0033 | .0033 |
| Franklin | 39.9 | 41.9 | 5.0 | 15.9 | 7.4 | 563,178 | 29.2 | 29,447 | 35,420 | 166,575 | 13.8 | 9,887 | 10,476 | .0119 | .0112 |
| Franklin city | 7.9 | 8.0 | 1.3 | 3.1 | 3.3 | 111,080 | 26.5 | 29,263 | 35,832 | 113,282 | 19.1 | 31,702 | 36,543 | .0034 | .0032 |
| Frederick | 46.7 | 52.1 | 11.6 | 18.8 | 11.9 | 835,584 | 41.6 | 35,127 | 44,446 | 166,516 | 12.5 | 8,807 | 8,857 | .0145 | .0149 |
| Fredericksburg city | 19.5 | 22.5 | 15.4 | 9.0 | 16.9 | 368,820 | 45.8 | 32,844 | 40,980 | 887,499 | 60.2 | 71,948 | 98,611 | .0145 | .0167 |

# METRO/COUNTY 1995 PROJECTIONS

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990-1995 | 12/31/95 Households (Thous.) | % Change 1990-1995 | 1995 EBI ($000) | % Change 1990-1995 | Average Household EBI |  | 1995 Retail Sales ($000) | % Change 1990-1995 | Retail Sales Per Household |  | Buying Power Index |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  |  |  |  |  |  | 1990 | 1995 |  |  | 1990 | 1995 | 1990 | 1995 |
| **VIRGINIA (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **ALL COUNTIES (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Galax city | 6.7 | 6.7 | .0 | 2.8 | .0 | 90,420 | 19.8 | 26,963 | 32,293 | 192,151 | 49.8 | 45,805 | 68,625 | .0036 | .0038 |
| Giles | 16.3 | 15.9 | -2.5 | 6.4 | .0 | 259,909 | 30.7 | 31,080 | 40,611 | 108,918 | 14.3 | 14,888 | 17,018 | .0058 | .0053 |
| Gloucester | 31.0 | 35.7 | 15.2 | 13.2 | 16.8 | 430,033 | 37.2 | 27,747 | 32,578 | 236,294 | 44.4 | 14,484 | 17,901 | .0096 | .0102 |
| Goochland | 14.4 | 15.8 | 9.7 | 5.6 | 12.0 | 290,771 | 43.8 | 40,454 | 51,923 | 51,403 | 19.7 | 8,587 | 9,179 | .0048 | .0049 |
| Grayson | 16.3 | 16.2 | -.6 | 6.6 | 1.5 | 256,083 | 34.0 | 29,399 | 38,800 | 23,857 | 6.4 | 3,450 | 3,615 | .0045 | .0042 |
| Greene | 10.5 | 11.4 | 8.6 | 4.2 | 10.5 | 187,853 | 44.9 | 34,118 | 44,727 | 29,015 | 19.4 | 6,397 | 6,908 | .0030 | .0032 |
| Greensville | 8.8 | 8.3 | -5.7 | 3.0 | -3.2 | 87,104 | 14.2 | 24,614 | 29,035 | 9,512 | 34.7 | 2,278 | 3,171 | .0019 | .0017 |
| Halifax | 29.0 | 28.6 | -1.4 | 10.8 | .9 | 409,885 | 32.5 | 28,916 | 37,952 | 90,311 | 42.0 | 5,942 | 8,362 | .0078 | .0076 |
| Hampton city | 135.0 | 142.5 | 5.6 | 53.6 | 7.0 | 2,448,599 | 35.2 | 36,151 | 45,683 | 1,641,352 | 20.2 | 27,251 | 30,622 | .0594 | .0570 |
| Hanover | 64.7 | 72.8 | 12.5 | 26.7 | 15.6 | 1,479,107 | 49.5 | 42,843 | 55,397 | 480,312 | 17.9 | 17,635 | 17,989 | .0262 | .0271 |
| Harrisonburg city | 31.0 | 33.0 | 6.5 | 11.1 | 6.7 | 418,899 | 26.3 | 31,898 | 37,739 | 555,524 | 23.5 | 43,247 | 50,047 | .0146 | .0140 |
| Henrico | 221.1 | 240.0 | 8.5 | 100.9 | 11.5 | 5,615,325 | 45.4 | 42,683 | 55,652 | 2,202,840 | 15.8 | 21,013 | 21,832 | .1043 | .1049 |
| Henry | 57.2 | 58.8 | 2.8 | 22.9 | 4.6 | 888,765 | 29.2 | 31,416 | 38,811 | 270,405 | 24.4 | 9,925 | 11,808 | .0180 | .0171 |
| Highland | 2.6 | 2.5 | -3.8 | 1.1 | .0 | 32,454 | 17.7 | 25,063 | 29,504 | 7,914 | 16.1 | 6,196 | 7,195 | .0007 | .0007 |
| Hopewell city | 23.1 | 23.1 | .0 | 9.1 | 1.1 | 433,734 | 33.3 | 36,144 | 47,663 | 225,566 | 32.5 | 18,920 | 24,787 | .0093 | .0091 |
| Isle of Wight | 25.4 | 27.8 | 9.4 | 10.3 | 12.0 | 370,491 | 32.4 | 30,420 | 35,970 | 129,407 | 39.3 | 10,101 | 12,564 | .0076 | .0076 |
| James City | 36.2 | 42.5 | 17.4 | 16.0 | 18.5 | 663,853 | 40.2 | 35,082 | 41,491 | 220,551 | 14.1 | 14,318 | 13,784 | .0128 | .0131 |
| King and Queen | 6.3 | 6.4 | 1.6 | 2.4 | 4.3 | 73,968 | 20.9 | 26,594 | 30,820 | 6,392 | 11.5 | 2,493 | 2,663 | .0015 | .0012 |
| King George | 13.7 | 14.9 | 8.8 | 5.2 | 8.3 | 228,918 | 34.4 | 35,494 | 44,023 | 48,788 | 31.9 | 7,707 | 9,382 | .0042 | .0042 |
| King William | 11.0 | 11.8 | 7.3 | 4.2 | 7.7 | 158,011 | 25.9 | 32,172 | 37,622 | 92,516 | 24.8 | 19,006 | 22,028 | .0038 | .0037 |
| Lancaster | 11.0 | 11.3 | 2.7 | 4.9 | 6.5 | 189,129 | 33.3 | 30,845 | 38,598 | 119,811 | 32.3 | 19,689 | 24,451 | .0044 | .0043 |
| Lee | 24.4 | 23.8 | -2.5 | 9.1 | -1.1 | 249,579 | 18.7 | 22,862 | 27,426 | 122,165 | 42.4 | 9,328 | 13,425 | .0065 | .0060 |
| Lexington city | 6.9 | 6.9 | .0 | 2.1 | .0 | 111,335 | 33.3 | 39,779 | 53,017 | 152,728 | 48.9 | 48,827 | 72,728 | .0034 | .0036 |
| ☐ Loudoun | 88.6 | 102.8 | 16.0 | 36.3 | 15.6 | 2,151,323 | 44.9 | 47,269 | 59,265 | 797,389 | 15.6 | 21,973 | 21,967 | .0396 | .0405 |
| Louisa | 20.5 | 21.7 | 5.9 | 8.1 | 8.0 | 213,214 | 25.9 | 22,589 | 26,323 | 59,558 | 15.5 | 6,874 | 7,353 | .0050 | .0046 |
| Lunenburg | 11.4 | 11.1 | -2.6 | 4.4 | .0 | 163,240 | 30.4 | 28,441 | 37,100 | 50,265 | 20.7 | 9,463 | 11,424 | .0034 | .0032 |
| Lynchburg city | 65.9 | 65.3 | -.9 | 25.5 | 1.6 | 1,078,149 | 26.6 | 33,941 | 42,280 | 1,004,826 | 39.6 | 28,682 | 39,405 | .0295 | .0289 |
| Madison | 12.1 | 12.6 | 4.1 | 4.4 | 4.8 | 155,078 | 30.2 | 28,362 | 35,245 | 45,622 | 14.0 | 9,529 | 10,369 | .0033 | .0031 |
| ☐ Manassas city | 29.0 | 34.3 | 18.3 | 11.4 | 16.3 | 548,894 | 35.1 | 41,454 | 48,149 | 716,652 | 10.7 | 66,055 | 62,864 | .0188 | .0173 |
| ☐ Manassas Park city | 6.8 | 7.1 | 4.4 | 2.3 | 4.5 | 104,321 | 27.4 | 37,215 | 45,357 | 7,699 | 2.6 | 3,410 | 3,347 | .0018 | .0017 |
| Martinsville city | 16.1 | 15.5 | -3.7 | 6.8 | .0 | 297,275 | 28.6 | 34,008 | 43,717 | 443,579 | 56.2 | 41,771 | 65,232 | .0094 | .0099 |
| Mathews | 8.4 | 8.5 | 1.2 | 3.7 | 2.8 | 165,535 | 33.7 | 34,381 | 44,739 | 34,796 | 42.6 | 6,777 | 9,404 | .0028 | .0029 |
| Mecklenburg | 29.3 | 29.3 | .0 | 11.6 | 2.7 | 389,480 | 26.6 | 27,218 | 33,576 | 243,315 | 32.0 | 16,310 | 20,975 | .0099 | .0094 |
| Middlesex | 8.7 | 9.1 | 4.6 | 3.8 | 8.6 | 158,521 | 43.3 | 31,597 | 41,716 | 54,891 | 38.1 | 11,355 | 14,445 | .0029 | .0030 |
| Montgomery | 74.5 | 78.0 | 4.7 | 27.8 | 4.9 | 1,344,051 | 39.5 | 36,360 | 48,347 | 661,594 | 19.0 | 20,982 | 23,798 | .0289 | .0283 |
| Nelson | 12.8 | 13.0 | 1.6 | 5.0 | 4.2 | 226,368 | 39.7 | 33,751 | 45,274 | 75,358 | 13.4 | 13,843 | 15,072 | .0044 | .0044 |
| New Kent | 10.7 | 12.2 | 14.0 | 4.3 | 13.2 | 218,716 | 47.9 | 38,906 | 50,864 | 39,920 | 45.0 | 7,247 | 9,284 | .0034 | .0037 |
| Newport News city | 171.6 | 181.7 | 5.9 | 69.1 | 7.0 | 2,594,239 | 26.0 | 31,883 | 37,543 | 1,491,830 | 19.3 | 19,357 | 21,589 | .0638 | .0597 |
| Norfolk city | 262.7 | 272.8 | 3.8 | 93.5 | 3.8 | 3,964,434 | 30.2 | 33,801 | 42,400 | 2,853,205 | 42.6 | 22,204 | 30,516 | .0978 | .0980 |
| Northampton | 13.0 | 12.6 | -3.1 | 5.1 | .0 | 173,187 | 31.9 | 25,750 | 33,958 | 88,567 | 49.0 | 11,654 | 17,366 | .0039 | .0039 |
| Northumberland | 10.6 | 10.7 | .9 | 4.7 | 4.4 | 217,951 | 37.5 | 35,227 | 46,373 | 39,817 | 8.1 | 8,182 | 8,472 | .0038 | .0036 |
| Norton city | 4.2 | 4.0 | -4.8 | 1.7 | .0 | 58,294 | 18.3 | 28,988 | 34,291 | 79,397 | 13.5 | 41,158 | 46,704 | .0021 | .0019 |
| Nottoway | 15.0 | 14.9 | -.7 | 5.3 | 1.9 | 192,700 | 27.2 | 29,137 | 36,358 | 129,812 | 46.0 | 17,102 | 24,493 | .0047 | .0047 |
| Orange | 21.8 | 23.6 | 8.3 | 8.8 | 8.6 | 377,237 | 42.0 | 32,796 | 42,868 | 136,368 | 25.7 | 13,393 | 15,496 | .0074 | .0075 |
| Page | 21.9 | 23.1 | 5.5 | 8.5 | 4.9 | 284,522 | 29.6 | 27,110 | 33,473 | 227,877 | 40.7 | 19,995 | 26,809 | .0076 | .0076 |
| Patrick | 17.5 | 17.4 | -.6 | 7.0 | 1.4 | 277,253 | 32.2 | 30,399 | 39,608 | 77,605 | 26.2 | 8,909 | 11,086 | .0054 | .0052 |
| Petersburg city | 38.3 | 38.0 | -.8 | 14.9 | 1.4 | 456,988 | 19.2 | 26,079 | 30,670 | 697,901 | 37.7* | 34,466 | 46,839 | .0170 | .0164 |
| Pittsylvania | 55.2 | 52.8 | -4.3 | 19.9 | -2.5 | 719,786 | 19.8 | 29,444 | 36,170 | 154,130 | 41.8 | 5,328 | 7,745 | .0148 | .0135 |
| Poquoson city | 11.2 | 12.5 | 11.6 | 4.3 | 13.2 | 203,667 | 33.9 | 40,039 | 47,364 | 34,379 | 27.4 | 7,101 | 7,995 | .0035 | .0036 |
| Portsmouth city | 104.0 | 105.3 | 1.3 | 39.8 | 2.6 | 1,601,281 | 30.0 | 31,737 | 40,233 | 985,194 | 48.1 | 17,149 | 24,754 | .0368 | .0372 |
| Powhatan | 15.6 | 16.9 | 8.3 | 5.2 | 8.3 | 274,957 | 41.6 | 40,451 | 52,876 | 41,202 | 11.3 | 7,712 | 7,923 | .0046 | .0047 |
| Prince Edward | 17.4 | 17.8 | 2.3 | 5.6 | 3.7 | 192,062 | 26.1 | 28,201 | 34,297 | 184,354 | 29.8 | 26,302 | 32,920 | .0060 | .0056 |
| Prince George | 27.5 | 28.5 | 3.6 | 8.7 | 4.8 | 480,155 | 35.4 | 42,720 | 55,190 | 42,884 | 6.9 | 4,835 | 4,929 | .0080 | .0079 |
| ☐ Prince William | 223.0 | 262.0 | 17.5 | 83.9 | 16.4 | 4,993,228 | 46.2 | 47,379 | 59,514 | 1,850,564 | 19.4 | 21,491 | 22,057 | .0922 | .0955 |
| Pulaski | 34.5 | 34.3 | -.6 | 13.4 | .0 | 506,171 | 25.4 | 30,116 | 37,774 | 196,358 | 23.2 | 11,891 | 14,654 | .0111 | .0105 |
| Radford city | 16.0 | 16.3 | 1.9 | 5.1 | -1.9 | 243,967 | 27.8 | 36,708 | 47,837 | 124,152 | .6 | 23,741 | 24,344 | .0062 | .0053 |
| Rappahannock | 6.7 | 7.0 | 4.5 | 2.7 | 8.0 | 114,395 | 39.7 | 32,746 | 42,369 | 26,001 | 58.6 | 6,559 | 9,630 | .0020 | .0020 |
| Richmond | 7.3 | 7.6 | 4.1 | 2.8 | 3.7 | 100,240 | 27.7 | 29,084 | 35,800 | 71,125 | 26.4 | 20,841 | 25,402 | .0026 | .0025 |
| Richmond city | 202.0 | 196.3 | -2.8 | 84.1 | -.9 | 3,759,492 | 29.5 | 34,191 | 44,703 | 2,866,198 | 29.7 | 26,019 | 34,081 | .0942 | .0902 |
| Roanoke | 79.7 | 81.5 | 2.3 | 31.6 | 3.6 | 1,505,506 | 25.9 | 39,217 | 47,643 | 402,649 | 9.4 | 12,069 | 12,742 | .0297 | .0271 |
| Roanoke city | 96.0 | 93.8 | -2.3 | 40.5 | -1.0 | 1,425,799 | 19.9 | 29,086 | 35,205 | 1,820,342 | 46.9 | 30,306 | 44,947 | .0452 | .0449 |
| Rockbridge | 18.4 | 18.6 | 1.1 | 7.5 | 4.2 | 252,767 | 27.2 | 27,603 | 33,702 | 78,988 | 2.4 | 10,718 | 10,532 | .0055 | .0050 |
| Rockingham | 58.0 | 61.0 | 5.2 | 22.4 | 7.2 | 773,637 | 26.6 | 29,228 | 34,537 | 174,998 | 17.1 | 7,149 | 7,812 | .0159 | .0150 |
| Russell | 28.4 | 27.0 | -4.9 | 10.2 | -2.9 | 292,073 | 14.1 | 24,380 | 28,635 | 163,927 | 46.6 | 10,649 | 16,071 | .0078 | .0072 |
| Salem city | 23.9 | 24.4 | 2.1 | 9.5 | 3.3 | 384,379 | 22.4 | 34,132 | 40,461 | 711,897 | 46.1 | 52,955 | 74,937 | .0145 | .0148 |
| ☐ Scott | 23.1 | 22.4 | -3.0 | 8.8 | -1.1 | 354,154 | 33.0 | 29,929 | 40,245 | 147,797 | 31.6 | 12,618 | 16,795 | .0075 | .0073* |

# METRO/COUNTY 1995 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990-1995 | 12/31/95 Households (Thous.) | % Change 1990-1995 | 1995 EBI ($000) | % Change 1990-1995 | Average Household EBI 1990 | Average Household EBI 1995 | 1995 Retail Sales ($000) | % Change 1990-1995 | Retail Sales Per Household 1990 | Retail Sales Per Household 1995 | Buying Power Index 1990 | Buying Power Index 1995 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **VIRGINIA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Shenandoah | 32.0 | 33.7 | 5.3 | 13.5 | 7.1 | 519,690 | 37.2 | 30,063 | 38,496 | 241,794 | 23.8 | 15,500 | 17,911 | .0112 | .0111 |
| Smyth | 32.3 | 31.8 | -1.5 | 12.3 | .8 | 522,240 | 34.0 | 31,948 | 42,459 | 229,844 | 28.4 | 14,672 | 18,687 | .0110 | .0107 |
| Southampton | 17.5 | 17.2 | -1.7 | 6.1 | 1.7 | 211,064 | 23.9 | 28,388 | 34,601 | 38,972 | -.2 | 6,509 | 6,389 | .0046 | .0040 |
| South Boston city | 6.9 | 6.6 | -4.3 | 2.7 | -3.6 | 100,877 | 21.4 | 29,668 | 37,362 | 122,515 | 8.0 | 40,511 | 45,376 | .0036 | .0031 |
| Spotsylvania | 59.1 | 68.5 | 15.9 | 22.3 | 14.4 | 1,053,535 | 43.8 | 37,560 | 47,244 | 268,494 | 14.6 | 12,019 | 12,040 | .0190 | .0197 |
| ☐ Stafford | 63.3 | 74.2 | 17.2 | 23.5 | 16.9 | 1,292,018 | 47.8 | 43,487 | 54,979 | 394,348 | 27.9 | 15,338 | 16,781 | .0226 | .0241 |
| Staunton city | 24.6 | 25.2 | 2.4 | 10.1 | 6.3 | 391,521 | 27.2 | 32,409 | 38,764 | 263,286 | 3.1 | 26,883 | 26,068 | .0106 | .0092 |
| Suffolk city | 52.6 | 55.6 | 5.7 | 20.1 | 7.5 | 876,267 | 39.0 | 33,701 | 43,595 | 344,825 | 24.1 | 14,863 | 17,155 | .0178 | .0177 |
| Surry | 6.2 | 6.3 | 1.6 | 2.4 | 4.3 | 77,794 | 23.7 | 27,339 | 32,414 | 14,092 | 17.1 | 5,230 | 5,872 | .0016 | .0015 |
| Sussex | 10.2 | 10.2 | .0 | 3.9 | 2.6 | 147,299 | 31.9 | 29,378 | 37,769 | 60,251 | 10.8 | 14,310 | 15,449 | .0033 | .0031 |
| Tazewell | 45.6 | 43.6 | -4.4 | 16.7 | -2.9 | 492,467 | 13.8 | 25,167 | 29,489 | 493,947 | 23.6 | 23,242 | 29,578 | .0165 | .0147 |
| Virginia Beach city | 403.4 | 465.6 | 15.4 | 160.8 | 15.4 | 8,735,631 | 47.4 | 42,556 | 54,326 | 3,768,483 | 28.8 | 20,996 | 23,436 | .1655 | .1745 |
| Warren | 26.6 | 29.5 | 10.9 | 11.1 | 9.9 | 332,427 | 28.7 | 25,567 | 29,948 | 233,042 | 31.1 | 17,599 | 20,995 | .0088 | .0086 |
| ☐ Washington | 46.0 | 46.5 | 1.1 | 18.0 | 2.9 | 657,041 | 27.4 | 29,466 | 36,502 | 239,489 | 32.2 | 10,356 | 13,305 | .0141 | .0134 |
| Waynesboro city | 18.6 | 19.1 | 2.7 | 8.0 | 5.3 | 320,868 | 27.6 | 33,082 | 40,109 | 282,538 | 38.0 | 26,931 | 35,317 | .0084 | .0083 |
| Westmoreland | 15.6 | 16.3 | 4.5 | 6.5 | 6.6 | 201,974 | 26.0 | 26,280 | 31,073 | 72,939 | 20.6 | 9,912 | 11,221 | .0045 | .0043 |
| Williamsburg city | 11.7 | 13.0 | 11.1 | 4.1 | 13.9 | 197,163 | 39.8 | 39,184 | 48,089 | 619,164 | 64.6 | 104,520 | 151,016 | .0092 | .0108 |
| Winchester city | 22.3 | 24.0 | 7.6 | 10.1 | 9.8 | 449,165 | 42.1 | 34,348 | 44,472 | 798,418 | 53.7 | 56,469 | 79,051 | .0151 | .0165 |
| Wise | 39.2 | 37.4 | -4.6 | 13.9 | -3.5 | 504,896 | 18.0 | 29,723 | 36,323 | 361,846 | 40.6 | 17,872 | 26,032 | .0135 | .0127 |
| Wythe | 25.5 | 25.8 | 1.2 | 10.1 | 2.0 | 321,251 | 21.4 | 26,733 | 31,807 | 196,252 | 20.6 | 16,433 | 19,431 | .0086 | .0078 |
| York | 43.3 | 48.4 | 11.8 | 16.8 | 13.5 | 967,196 | 47.9 | 44,180 | 57,571 | 184,826 | 26.6 | 9,861 | 11,002 | .0151 | .0161 |
| **TOTAL METRO COUNTIES** | **4,551.3** | **4,948.0** | **8.7** | **1,832.4** | **8.8** | **102,190,555** | **40.0** | **43,311** | **55,769** | **48,167,827** | **28.8** | **22,195** | **26,287** | **2.0262** | **2.0531** |
| **TOTAL STATE** | **6,265.1** | **6,718.0** | **7.2** | **2,497.3** | **7.6** | **127,832,872** | **38.2** | **39,861** | **51,188** | **61,179,690** | **28.9** | **20,459** | **24,498** | **2.6093** | **2.6201** |
| **WASHINGTON** | | | | | | | | | | | | | | | |
| **BELLINGHAM** | **129.6** | **140.0** | **8.0** | **53.2** | **7.9** | **1,964,804** | **28.2** | **31,090** | **36,932** | **1,527,918** | **47.8** | **20,962** | **28,720** | **.0493** | **.0503** |
| Whatcom | 129.6 | 140.0 | 8.0 | 53.2 | 7.9 | 1,964,804 | 28.2 | 31,090 | 36,932 | 1,527,918 | 47.8 | 20,962 | 28,720 | .0493 | .0503 |
| **BREMERTON** | **194.2** | **220.1** | **13.3** | **80.5** | **13.4** | **3,559,926** | **38.8** | **36,126** | **44,223** | **1,666,704** | **50.4** | **15,611** | **20,704** | **.0705** | **.0750** |
| Kitsap | 194.2 | 220.1 | 13.3 | 80.5 | 13.4 | 3,559,926 | 38.8 | 36,126 | 44,223 | 1,666,704 | 50.4 | 15,611 | 20,704 | .0705 | .0750 |
| **OLYMPIA** | **164.5** | **183.5** | **11.6** | **70.6** | **11.4** | **2,972,556** | **36.2** | **34,412** | **42,104** | **1,876,817** | **65.0** | **17,946** | **26,584** | **.0631** | **.0686** |
| Thurston | 164.5 | 183.5 | 11.6 | 70.6 | 11.4 | 2,972,556 | 36.2 | 34,412 | 42,104 | 1,876,817 | 65.0 | 17,946 | 26,584 | .0631 | .0686 |
| **RICHLAND - KENNEWICK - PASCO** | **150.3** | **152.9** | **1.7** | **55.8** | **2.4** | **2,822,926** | **28.7** | **40,256** | **50,590** | **1,577,266** | **46.4** | **19,764** | **28,266** | **.0612** | **.0611** |
| Benton | 112.8 | 114.8 | 1.8 | 43.7 | 3.3 | 2,272,150 | 29.3 | 41,534 | 51,994 | 1,035,376 | 39.9 | 17,501 | 23,693 | .0464 | .0456 |
| Franklin | 37.5 | 38.1 | 1.6 | 12.1 | -.8 | 550,776 | 26.0 | 35,826 | 45,519 | 541,890 | 60.9 | 27,609 | 44,784 | .0148 | .0155 |
| **SEATTLE** | **2,006.7** | **2,204.3** | **9.8** | **881.3** | **10.0** | **53,047,644** | **47.3** | **44,936** | **60,192** | **26,916,616** | **52.2** | **22,068** | **30,542** | **.9681** | **1.0619** |
| King | 1,529.2 | 1,657.2 | 8.4 | 679.5 | 8.7 | 42,617,611 | 47.4 | 46,254 | 62,719 | 21,506,662 | 51.4 | 22,722 | 31,651 | .7708 | .8431 |
| Snohomish | 477.5 | 547.1 | 14.6 | 201.8 | 14.5 | 10,430,033 | 47.0 | 40,264 | 51,685 | 5,409,954 | 55.5 | 19,746 | 26,808 | .1973 | .2188 |
| ***SEATTLE - TACOMA CONSOLIDATED AREA*** | ***2,601.4*** | ***2,850.2*** | ***9.6*** | ***1,117.2*** | ***9.6*** | ***61,824,448*** | ***44.2*** | ***42,057*** | ***55,339*** | ***32,954,533*** | ***51.5*** | ***21,360*** | ***29,407*** | ***1.1810*** | ***1.2787*** |
| **SPOKANE** | **362.2** | **368.2** | **1.7** | **145.0** | **2.1** | **5,186,807** | **20.7** | **30,268** | **35,771** | **4,500,762** | **50.5** | **21,055** | **31,040** | **.1399** | **.1388** |
| Spokane | 362.2 | 368.2 | 1.7 | 145.0 | 2.1 | 5,186,807 | 20.7 | 30,268 | 35,771 | 4,500,762 | 50.5 | 21,055 | 31,040 | .1399 | .1388 |
| **TACOMA** | **594.7** | **645.9** | **8.6** | **235.9** | **8.3** | **8,776,804** | **28.0** | **31,472** | **37,206** | **6,037,917** | **48.5** | **18,663** | **25,595** | **.2129** | **.2168** |
| Pierce | 594.7 | 645.9 | 8.6 | 235.9 | 8.3 | 8,776,804 | 28.0 | 31,472 | 37,206 | 6,037,917 | 48.5 | 18,663 | 25,595 | .2129 | .2168 |
| **VANCOUVER** | **242.3** | **267.3** | **10.3** | **98.8** | **9.8** | **4,240,604** | **34.8** | **34,948** | **42,921** | **1,931,756** | **45.4** | **14,757** | **19,552** | **.0863** | **.0890** |
| Clark | 242.3 | 267.3 | 10.3 | 98.8 | 9.8 | 4,240,604 | 34.8 | 34,948 | 42,921 | 1,931,756 | 45.4 | 14,757 | 19,552 | .0863 | .0890 |
| **YAKIMA** | **190.0** | **198.2** | **4.3** | **68.4** | **3.0** | **2,369,601** | **22.3** | **29,190** | **34,643** | **1,860,326** | **55.9** | **17,966** | **27,198** | **.0627** | **.0633** |
| Yakima | 190.0 | 198.2 | 4.3 | 68.4 | 3.0 | 2,369,601 | 22.3 | 29,190 | 34,643 | 1,860,326 | 55.9 | 17,966 | 27,198 | .0627 | .0633 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Adams | 13.6 | 13.8 | 1.5 | 4.6 | 0 | 207,429 | 29.1 | 34,932 | 45,093 | 78,646 | 59.8 | 10,702 | 17,097 | .0040 | .0042 |
| Asotin | 17.6 | 17.5 | -.6 | 7.0 | 0 | 284,364 | 28.0 | 31,736 | 40,623 | 112,753 | 51.6 | 10,623 | 16,108 | .0058 | .0057 |
| Benton | 112.8 | 114.8 | 1.8 | 43.7 | 3.3 | 2,272,150 | 29.3 | 41,534 | 51,994 | 1,035,376 | 39.9 | 17,501 | 23,693 | .0464 | .0456 |
| Chelan | 52.6 | 54.5 | 3.6 | 21.6 | 3.8 | 791,938 | 24.2 | 30,662 | 36,664 | 685,700 | 54.4 | 21,348 | 31,745 | .0207 | .0211 |
| Clallam | 57.1 | 60.4 | 5.8 | 24.7 | 6.9 | 854,037 | 26.0 | 29,332 | 34,576 | 574,560 | 48.7 | 16,729 | 23,262 | .0207 | .0208 |
| Clark | 242.3 | 267.3 | 10.3 | 98.8 | 9.8 | 4,240,604 | 34.8 | 34,948 | 42,921 | 1,931,756 | 45.4 | 14,757 | 19,552 | .0863 | .0890 |
| Columbia | 4.0 | 4.0 | 0 | 1.6 | 0 | 67,861 | 35.0 | 31,421 | 42,413 | 11,544 | 16.9 | 6,174 | 7,215 | .0012 | .0012 |
| Cowlitz | 82.6 | 85.9 | 4.0 | 33.1 | 4.1 | 1,288,367 | 23.9 | 32,705 | 38,923 | 851,138 | 49.3 | 17,924 | 25,714 | .0309 | .0307 |
| Douglas | 26.5 | 28.0 | 5.7 | 10.4 | 6.1 | 398,189 | 29.5 | 31,386 | 38,287 | 253,475 | 51.4 | 16,029 | 24,373 | .0091 | .0093 |
| Ferry | 6.3 | 6.6 | 4.8 | 2.4 | 9.1 | 107,413 | 48.0 | 32,992 | 44,755 | 40,206 | 70.0 | 10,753 | 16,753 | .0020 | .0022 |
| Franklin | 37.5 | 38.1 | 1.6 | 12.1 | -.8 | 550,776 | 26.0 | 35,826 | 45,519 | 541,890 | 60.9 | 27,609 | 44,784 | .0148 | .0155 |
| Garfield | 2.2 | 2.1 | -4.5 | .9 | 0 | 37,481 | 27.3 | 32,717 | 41,646 | 9,380 | 65.7 | 6,291 | 10,422 | .0006 | .0007 |

# METRO/COUNTY 1995 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990-1995 | 12/31/95 Households (Thous.) | % Change 1990-1995 | 1995 EBI ($000) | % Change 1990-1995 | Average Household EBI 1990 | Average Household EBI 1995 | 1995 Retail Sales ($000) | % Change 1990-1995 | Retail Sales Per Household 1990 | Retail Sales Per Household 1995 | Buying Power Index 1990 | Buying Power Index 1995 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **WASHINGTON (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Grant | 55.0 | 56.6 | 2.9 | 20.4 | 3.0 | 737,591 | 26.6 | 29,415 | 36,156 | 507,059 | 58.4 | 16,166 | 24,856 | .0182 | .0184 |
| Grays Harbor | 64.2 | 64.5 | .5 | 25.9 | 1.6 | 1,188,549 | 32.3 | 35,243 | 45,890 | 549,708 | 43.8 | 14,988 | 21,224 | .0242 | .0243 |
| Island | 61.6 | 69.8 | 13.3 | 25.2 | 13.0 | 1,200,385 | 49.2 | 36,080 | 47,634 | 372,816 | 47.2 | 11,359 | 14,794 | .0206 | .0225 |
| Jefferson | 20.5 | 22.2 | 8.3 | 9.7 | 10.2 | 377,081 | 34.4 | 31,894 | 38,874 | 123,738 | 32.7 | 10,597 | 12,756 | .0072 | .0073 |
| King | 1,529.2 | 1,657.2 | 8.4 | 679.5 | 8.7 | 42,617,611 | 47.4 | 46,254 | 62,719 | 21,506,662 | 51.4 | 22,722 | 31,651 | .7708 | .8431 |
| Kitsap | 194.2 | 220.1 | 13.3 | 80.5 | 13.4 | 3,559,926 | 38.8 | 36,126 | 44,223 | 1,666,704 | 50.4 | 15,611 | 20,704 | .0705 | .0750 |
| Kittitas | 26.9 | 27.7 | 3.0 | 10.8 | 2.9 | 310,902 | 21.0 | 24,465 | 28,787 | 246,705 | 36.6 | 17,201 | 22,843 | .0088 | .0084 |
| Klickitat | 16.6 | 16.6 | .0 | 6.2 | .0 | 294,523 | 34.7 | 35,265 | 47,504 | 60,529 | 28.5 | 7,600 | 9,763 | .0052 | .0051 |
| Lewis | 59.7 | 61.8 | 3.5 | 23.4 | 3.5 | 887,516 | 28.1 | 30,653 | 37,928 | 642,826 | 55.6 | 18,277 | 27,471 | .0215 | .0221 |
| Lincoln | 8.8 | 8.4 | -4.5 | 3.5 | -2.8 | 189,971 | 32.6 | 39,795 | 54,277 | 45,733 | 55.4 | 8,174 | 13,067 | .0032 | .0033 |
| Mason | 39.0 | 42.4 | 8.7 | 16.1 | 8.8 | 631,460 | 34.0 | 31,847 | 39,221 | 236,402 | 45.9 | 10,949 | 14,683 | .0126 | .0127 |
| Okanogan | 33.5 | 34.2 | 2.1 | 13.0 | 2.4 | 507,476 | 31.7 | 30,346 | 39,037 | 242,508 | 23.8 | 15,421 | 18,654 | .0115 | .0110 |
| Pacific | 19.0 | 19.7 | 3.7 | 8.3 | 5.1 | 279,432 | 24.1 | 28,507 | 33,667 | 107,244 | 27.2 | 10,673 | 12,921 | .0061 | .0058 |
| Pend Oreille | 8.9 | 9.0 | 1.1 | 3.5 | 2.9 | 105,243 | 23.2 | 25,126 | 30,069 | 44,613 | 30.7 | 10,039 | 12,747 | .0024 | .0023 |
| Pierce | 594.7 | 645.9 | 8.6 | 235.9 | 8.3 | 8,776,804 | 28.0 | 31,472 | 37,206 | 6,037,917 | 48.5 | 18,663 | 25,595 | .2129 | .2168 |
| San Juan | 10.3 | 11.5 | 11.7 | 5.1 | 13.3 | 225,775 | 44.2 | 34,785 | 44,270 | 115,856 | 68.0 | 15,327 | 22,717 | .0042 | .0048 |
| Skagit | 80.6 | 86.8 | 7.7 | 33.2 | 7.1 | 1,210,643 | 26.6 | 30,842 | 36,465 | 830,997 | 38.9 | 19,295 | 25,030 | .0301 | .0297 |
| Skamania | 8.3 | 8.5 | 2.4 | 3.2 | 3.2 | 76,734 | 18.4 | 20,906 | 23,979 | 15,227 | 33.4 | 3,681 | 4,738 | .0017 | .0017 |
| Snohomish | 477.5 | 547.1 | 14.6 | 201.8 | 14.5 | 10,430,033 | 47.0 | 40,264 | 51,685 | 5,409,954 | 55.5 | 19,746 | 26,808 | .1973 | .2188 |
| Spokane | 362.2 | 368.2 | 1.7 | 145.0 | 2.1 | 5,186,807 | 20.7 | 30,268 | 35,771 | 4,500,762 | 50.5 | 21,055 | 31,040 | .1399 | .1388 |
| Stevens | 31.1 | 32.0 | 2.9 | 11.8 | 4.4 | 421,466 | 27.9 | 29,168 | 35,717 | 152,687 | 36.5 | 9,902 | 12,940 | .0091 | .0088 |
| Thurston | 164.5 | 183.5 | 11.6 | 70.6 | 11.4 | 2,972,556 | 36.2 | 34,412 | 42,104 | 1,876,817 | 65.0 | 17,946 | 26,584 | .0631 | .0686 |
| Wahkiakum | 3.3 | 3.3 | .0 | 1.3 | .0 | 40,695 | 16.1 | 26,962 | 31,304 | 9,080 | 45.5 | 4,801 | 6,985 | .0010 | .0008 |
| Walla Walla | 48.3 | 47.5 | -1.7 | 17.2 | -2.3 | 669,237 | 19.2 | 31,908 | 38,909 | 410,963 | 47.5 | 15,828 | 23,893 | .0164 | .0158 |
| Whatcom | 129.6 | 140.0 | 8.0 | 53.2 | 7.9 | 1,964,804 | 28.2 | 31,090 | 36,932 | 1,527,918 | 47.8 | 20,962 | 28,720 | .0493 | .0503 |
| Whitman | 38.6 | 37.8 | -2.1 | 13.0 | -3.7 | 598,318 | 26.6 | 35,003 | 46,024 | 260,678 | 67.5 | 11,526 | 20,052 | .0125 | .0123 |
| Yakima | 190.0 | 198.2 | 4.3 | 68.4 | 3.0 | 2,369,601 | 22.3 | 29,190 | 34,643 | 1,860,326 | 55.9 | 17,966 | 27,198 | .0627 | .0633 |
| **TOTAL METRO COUNTIES** | **4,024.5** | **4,380.4** | **8.6** | **1,689.5** | **8.6** | **84,941,672** | **39.9** | **39,028** | **50,276** | **47,896,082** | **51.5** | **20,322** | **28,349** | **1.7140** | **1.8248** |
| **TOTAL STATE** | **4,931.2** | **5,313.5** | **7.8** | **2,046.6** | **7.5** | **98,931,748** | **28.3** | **37,692** | **48,340** | **55,488,853** | **50.9** | **19,370** | **27,113** | **2.0255** | **2.1380** |
| **WEST VIRGINIA** | | | | | | | | | | | | | | | |
| **CHARLESTON** | **249.2** | **242.3** | **-2.8** | **99.0** | **-.8** | **4,552,842** | **41.2** | **32,312** | **45,988** | **2,529,729** | **36.6** | **18,552** | **25,553** | **.0968** | **.0980** |
| Kanawha | 206.0 | 197.0 | -4.4 | 82.2 | -2.1 | 3,823,902 | 39.8 | 32,569 | 46,519 | 2,227,798 | 35.4 | 19,585 | 27,102 | .0829 | .0830 |
| Putnam | 43.2 | 45.3 | 4.9 | 16.8 | 6.3 | 728,940 | 49.1 | 30,944 | 43,389 | 301,931 | 46.3 | 13,059 | 17,972 | .0139 | .0150 |
| **HUNTINGTON - ASHLAND** | **310.7** | **301.7** | **-2.9** | **116.2** | **-2.3** | **4,186,321** | **28.2** | **27,446** | **35,996** | **2,549,943** | **34.1** | **15,977** | **21,926** | **.1031** | **.0990** |
| Cabell | 95.9 | 91.3 | -4.8 | 37.1 | -4.4 | 1,350,998 | 29.1 | 26,977 | 36,415 | 1,103,945 | 26.6 | 22,483 | 29,756 | .0371 | .0350 |
| Wayne | 41.2 | 39.3 | -4.6 | 14.9 | -3.9 | 631,109 | 42.4 | 28,586 | 42,356 | 122,517 | 17.6 | 6,723 | 8,223 | .0115 | .0112 |
| *Boyd, Ky.* | 50.8 | 49.1 | -3.3 | 19.4 | -1.5 | 707,586 | 23.6 | 29,069 | 36,474 | 704,210 | 49.3 | 23,950 | 36,299 | .0200 | .0200 |
| *Carter, Ky.* | 24.3 | 24.1 | -.8 | 8.6 | -1.1 | 238,034 | 25.2 | 21,669 | 27,446 | 137,712 | 35.0 | 11,724 | 16,013 | .0063 | .0060 |
| *Greenup, Ky.* | 36.7 | 36.3 | -1.1 | 13.4 | .0 | 425,410 | 18.4 | 26,806 | 31,747 | 152,108 | 41.0 | 8,030 | 11,351 | .0098 | .0092 |
| *Lawrence, Ohio* | 61.8 | 61.6 | -.3 | 22.9 | .0 | 835,184 | 27.3 | 28,643 | 36,471 | 329,431 | 35.8 | 10,613 | 14,387 | .0184 | .0176 |
| **PARKERSBURG - MARIETTA** | **148.4** | **144.4** | **-2.7** | **56.6** | **-1.6** | **2,281,488** | **31.9** | **30,084** | **40,309** | **1,355,690** | **26.3** | **18,669** | **23,952** | **.0544** | **.0520** |
| Wood | 86.3 | 83.2 | -3.6 | 33.0 | -2.7 | 1,399,171 | 37.1 | 30,109 | 42,399 | 962,283 | 33.0 | 21,337 | 29,160 | .0334 | .0332 |
| *Washington, Ohio* | 62.1 | 61.2 | -1.4 | 23.6 | .0 | 882,317 | 24.4 | 30,049 | 37,386 | 393,407 | 12.4 | 14,836 | 16,670 | .0210 | .0188 |
| **STEUBENVILLE - WEIRTON** | **141.2** | **134.5** | **-4.9** | **53.0** | **-2.9** | **2,051,848** | **21.4** | **30,965** | **38,714** | **867,363** | **15.3** | **13,774** | **16,365** | **.0478** | **.0426** |
| Brooke | 26.7 | 25.3 | -5.2 | 9.6 | -4.0 | 345,537 | 22.1 | 28,288 | 35,993 | 123,011 | 17.0 | 10,517 | 12,814 | .0079 | .0070 |
| Hancock | 34.9 | 33.2 | -4.9 | 13.2 | -2.9 | 571,554 | 29.4 | 32,479 | 43,300 | 178,114 | 16.8 | 11,208 | 13,493 | .0116 | .0107 |
| *Jefferson, Ohio* | 79.6 | 75.8 | -4.8 | 30.2 | -2.6 | 1,134,757 | 17.5 | 31,165 | 37,575 | 566,238 | 14.5 | 15,950 | 18,750 | .0283 | .0249 |
| **WHEELING** | **157.8** | **150.1** | **-4.9** | **60.2** | **-3.4** | **2,351,237** | **27.9** | **29,516** | **39,057** | **1,301,553** | **28.7** | **16,237** | **21,620** | **.0556** | **.0522** |
| Marshall | 37.1 | 35.7 | -3.8 | 13.6 | -2.9 | 615,829 | 40.1 | 31,391 | 45,282 | 242,741 | 28.2 | 13,526 | 17,849 | .0123 | .0122 |
| Ohio | 50.3 | 47.5 | -5.6 | 19.6 | -3.9 | 785,598 | 32.6 | 29,050 | 40,082 | 416,951 | 26.6 | 16,148 | 21,273 | .0180 | .0170 |
| *Belmont, Ohio* | 70.4 | 66.9 | -5.0 | 27.0 | -3.2 | 949,810 | 17.7 | 28,915 | 35,178 | 641,861 | 30.3 | 17,662 | 23,773 | .0253 | .0230 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Barbour | 15.6 | 14.9 | -4.5 | 5.6 | -3.4 | 152,156 | 25.4 | 20,917 | 27,171 | 63,025 | 23.3 | 8,813 | 11,254 | .0038 | .0035 |
| Berkeley | 60.3 | 66.2 | 9.8 | 25.1 | 10.1 | 970,108 | 51.5 | 28,092 | 38,650 | 437,043 | 25.5 | 15,268 | 17,412 | .0196 | .0206 |
| Boone | 25.4 | 23.6 | -7.1 | 8.9 | -6.3 | 348,716 | 30.9 | 28,050 | 39,182 | 148,470 | 31.7 | 11,870 | 16,682 | .0078 | .0074 |
| Braxton | 12.9 | 12.3 | -4.7 | 4.8 | -2.0 | 181,519 | 54.7 | 23,953 | 37,816 | 161,668 | 62.3 | 20,329 | 33,681 | .0044 | .0049 |
| Brooke | 26.7 | 25.3 | -5.2 | 9.6 | -4.0 | 345,537 | 22.1 | 28,288 | 35,993 | 123,011 | 17.0 | 10,517 | 12,814 | .0079 | .0070 |
| Cabell | 95.9 | 91.3 | -4.8 | 37.1 | -4.4 | 1,350,998 | 29.1 | 26,977 | 36,415 | 1,103,945 | 26.6 | 22,483 | 29,756 | .0371 | .0350 |
| Calhoun | 7.8 | 7.4 | -5.1 | 2.8 | -3.4 | 79,619 | 33.2 | 20,613 | 28,439 | 37,736 | 57.3 | 8,270 | 13,477 | .0019 | .0018 |
| Clay | 9.9 | 9.5 | -4.0 | 3.5 | -2.8 | 123,408 | 53.4 | 22,348 | 35,259 | 31,188 | 53.8 | 5,634 | 8,911 | .0022 | .0024 |

# METRO/COUNTY 1995 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990-1995 | 12/31/95 Households (Thous.) | % Change 1990-1995 | 1995 EBI ($000) | % Change 1990-1995 | Average Household EBI 1990 | Average Household EBI 1995 | 1995 Retail Sales ($000) | % Change 1990-1995 | Retail Sales Per Household 1990 | Retail Sales Per Household 1995 | Buying Power Index 1990 | Buying Power Index 1995 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **WEST VIRGINIA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Doddridge | 6.9 | 6.6 | -4.3 | 2.5 | -3.8 | 63,221 | 26.4 | 19,230 | 25,288 | 6,964 | -.8 | 2,701 | 2,786 | .0014 | .0013 |
| Fayette | 47.1 | 43.7 | -7.2 | 17.0 | -5.6 | 565,529 | 29.3 | 24,295 | 33,266 | 277,842 | 33.6 | 11,552 | 16,344 | .0135 | .0127 |
| Gilmer | 7.6 | 7.3 | -3.9 | 2.6 | -3.7 | 70,348 | 28.9 | 20,213 | 27,057 | 21,452 | 17.8 | 6,744 | 8,251 | .0017 | .0016 |
| Grant | 10.4 | 10.5 | 1.0 | 4.0 | 2.6 | 141,542 | 49.5 | 24,278 | 35,386 | 48,116 | 16.7 | 10,567 | 12,029 | .0028 | .0029 |
| Greenbrier | 34.4 | 32.8 | -4.7 | 13.3 | -2.9 | 444,778 | 33.4 | 24,341 | 33,442 | 261,945 | 29.9 | 14,718 | 19,695 | .0108 | .0105 |
| Hampshire | 16.7 | 17.8 | 6.6 | 6.7 | 6.3 | 193,919 | 40.2 | 21,961 | 28,943 | 61,380 | 19.6 | 8,143 | 9,161 | .0043 | .0041 |
| Hancock | 34.9 | 33.2 | -4.9 | 13.2 | -2.9 | 571,554 | 29.4 | 32,479 | 43,300 | 178,114 | 16.8 | 11,208 | 13,493 | .0116 | .0107 |
| Hardy | 11.1 | 11.6 | 4.5 | 4.6 | 7.0 | 141,876 | 49.4 | 22,080 | 30,843 | 41,932 | 14.9 | 8,486 | 9,116 | .0027 | .0029 |
| Harrison | 68.8 | 65.6 | -4.7 | 25.7 | -4.1 | 907,271 | 30.7 | 25,892 | 35,302 | 854,544 | 53.0 | 20,842 | 33,251 | .0248 | .0253 |
| Jackson | 25.9 | 25.7 | -.8 | 9.7 | 1.0 | 359,842 | 34.8 | 27,800 | 37,097 | 132,278 | 9.8 | 12,547 | 13,637 | .0079 | .0073 |
| Jefferson | 36.5 | 39.6 | 8.5 | 14.4 | 9.9 | 552,915 | 48.9 | 28,352 | 38,397 | 206,950 | 40.5 | 11,240 | 14,372 | .0106 | .0115 |
| Kanawha | 206.0 | 197.0 | -4.4 | 82.2 | -2.1 | 3,823,902 | 39.8 | 32,569 | 46,519 | 2,227,798 | 35.4 | 19,585 | 27,102 | .0829 | .0830 |
| Lewis | 17.0 | 16.0 | -5.9 | 6.2 | -4.6 | 206,174 | 32.7 | 23,910 | 33,254 | 96,125 | 27.2 | 11,625 | 15,504 | .0048 | .0046 |
| Lincoln | 21.2 | 20.2 | -4.7 | 7.3 | -3.9 | 251,782 | 39.1 | 23,821 | 34,491 | 60,502 | 35.8 | 5,861 | 8,288 | .0050 | .0049 |
| Logan | 42.4 | 39.8 | -6.1 | 14.4 | -5.3 | 585,526 | 35.1 | 28,509 | 40,662 | 337,899 | 44.7 | 15,365 | 23,465 | .0135 | .0134 |
| McDowell | 33.9 | 29.5 | -13.0 | 11.0 | -11.3 | 330,437 | 18.4 | 22,501 | 30,040 | 152,262 | 30.3 | 9,421 | 13,842 | .0087 | .0076 |
| Marion | 56.6 | 53.4 | -5.7 | 21.3 | -4.9 | 916,578 | 40.4 | 29,138 | 43,032 | 382,389 | 17.1 | 14,582 | 17,953 | .0192 | .0185 |
| Marshall | 37.1 | 35.7 | -3.8 | 13.6 | -2.9 | 615,829 | 40.1 | 31,391 | 45,282 | 242,741 | 28.2 | 13,526 | 17,849 | .0123 | .0122 |
| Mason | 25.1 | 24.3 | -3.2 | 9.4 | -2.1 | 297,390 | 26.6 | 24,460 | 31,637 | 83,566 | 8.3 | 8,039 | 8,890 | .0066 | .0061 |
| Mercer | 64.2 | 60.6 | -5.6 | 23.9 | -4.8 | 800,313 | 26.3 | 25,238 | 33,486 | 563,443 | 28.5 | 17,470 | 23,575 | .0216 | .0201 |
| ☐ Mineral | 26.7 | 26.7 | .0 | 10.0 | .0 | 336,461 | 34.5 | 25,010 | 33,646 | 116,277 | 40.2 | 8,292 | 11,628 | .0070 | .0069 |
| Mingo | 33.3 | 31.6 | -5.1 | 11.2 | -4.3 | 332,641 | 25.1 | 22,732 | 29,700 | 137,952 | 4.5 | 11,281 | 12,317 | .0086 | .0077 |
| Monongalia | 75.5 | 75.9 | .5 | 29.5 | 1.4 | 1,315,491 | 49.4 | 30,251 | 44,593 | 628,877 | 32.1 | 16,362 | 21,318 | .0266 | .0274 |
| Monroe | 12.4 | 12.0 | -3.2 | 4.7 | .0 | 196,105 | 58.2 | 26,366 | 41,724 | 26,149 | 36.7 | 4,070 | 5,564 | .0031 | .0034 |
| Morgan | 12.3 | 13.2 | 7.3 | 5.2 | 8.3 | 172,076 | 43.1 | 25,051 | 33,092 | 43,091 | 25.4 | 7,156 | 8,287 | .0031 | .0034 |
| Nicholas | 26.6 | 25.7 | -3.4 | 9.7 | -2.0 | 459,396 | 55.0 | 29,943 | 47,360 | 223,218 | 44.4 | 15,614 | 23,012 | .0090 | .0095 |
| Ohio | 50.3 | 47.5 | -5.6 | 19.6 | -3.9 | 785,598 | 32.6 | 29,050 | 40,082 | 416,951 | 26.6 | 16,148 | 21,273 | .0180 | .0170 |
| Pendleton | 8.1 | 8.1 | .0 | 3.1 | .0 | 84,551 | 34.7 | 20,250 | 27,275 | 22,634 | 4.8 | 6,966 | 7,301 | .0018 | .0018 |
| Pleasants | 7.5 | 7.2 | -4.0 | 2.7 | -3.6 | 91,396 | 26.0 | 25,898 | 33,850 | 35,012 | 10.2 | 11,343 | 12,967 | .0022 | .0021 |
| Pocahontas | 8.9 | 8.5 | -4.5 | 3.5 | -2.8 | 78,783 | 15.9 | 18,886 | 22,509 | 42,062 | 12.7 | 10,369 | 12,018 | .0023 | .0019 |
| Preston | 28.9 | 27.9 | -3.5 | 10.3 | -2.8 | 323,874 | 29.3 | 23,631 | 31,444 | 147,105 | 36.0 | 10,201 | 14,282 | .0077 | .0073 |
| Putnam | 43.2 | 45.3 | 4.9 | 16.8 | 6.3 | 728,940 | 49.1 | 30,944 | 43,389 | 301,931 | 46.3 | 13,059 | 17,972 | .0139 | .0150 |
| Raleigh | 75.6 | 70.6 | -6.6 | 27.6 | -4.8 | 1,031,688 | 29.5 | 27,468 | 37,380 | 691,119 | 37.2 | 17,366 | 25,041 | .0258 | .0249 |
| Randolph | 27.7 | 27.0 | -2.5 | 10.2 | -1.0 | 337,974 | 33.2 | 24,642 | 33,135 | 191,133 | 21.4 | 15,282 | 18,739 | .0084 | .0079 |
| Ritchie | 10.1 | 9.5 | -5.9 | 3.7 | -5.1 | 92,012 | 20.7 | 19,555 | 24,868 | 60,910 | 45.7 | 10,720 | 16,462 | .0026 | .0024 |
| Roane | 15.1 | 14.8 | -2.0 | 5.7 | .0 | 185,895 | 40.5 | 23,216 | 32,613 | 66,824 | 9.6 | 10,697 | 11,724 | .0041 | .0039 |
| Summers | 14.1 | 13.5 | -4.3 | 5.0 | -3.8 | 171,999 | 37.7 | 24,028 | 34,400 | 42,521 | 12.9 | 7,240 | 8,504 | .0034 | .0035 |
| Taylor | 15.0 | 14.3 | -4.7 | 5.5 | -3.5 | 223,504 | 45.9 | 26,880 | 40,637 | 64,540 | 36.8 | 8,275 | 11,735 | .0042 | .0042 |
| Tucker | 7.7 | 7.3 | -5.2 | 2.9 | -3.3 | 67,938 | 19.0 | 19,034 | 23,427 | 32,878 | 24.8 | 8,779 | 11,337 | .0020 | .0016 |
| Tyler | 9.7 | 9.2 | -5.2 | 3.5 | -5.4 | 184,049 | 50.5 | 33,052 | 52,585 | 39,754 | 44.6 | 7,428 | 11,358 | .0029 | .0032 |
| Upshur | 22.6 | 21.5 | -4.9 | 7.7 | -4.9 | 259,371 | 30.3 | 24,566 | 33,685 | 156,325 | 33.4 | 14,472 | 20,302 | .0065 | .0063 |
| Wayne | 41.2 | 39.3 | -4.6 | 14.9 | -3.9 | 631,109 | 42.4 | 28,586 | 42,356 | 122,517 | 17.6 | 6,723 | 8,223 | .0115 | .0112 |
| Webster | 10.6 | 10.1 | -4.7 | 3.8 | -2.6 | 138,415 | 54.2 | 23,009 | 36,425 | 45,082 | 47.7 | 7,827 | 11,864 | .0027 | .0028 |
| Wetzel | 19.0 | 17.9 | -5.8 | 6.9 | -4.2 | 216,403 | 21.5 | 24,733 | 31,363 | 159,771 | 24.9 | 17,762 | 23,155 | .0061 | .0056 |
| Wirt | 5.2 | 5.1 | -1.9 | 1.9 | .0 | 49,326 | 28.2 | 20,246 | 25,961 | 8,936 | 7.3 | 4,305 | 4,703 | .0011 | .0010 |
| Wood | 86.3 | 83.2 | -3.6 | 33.0 | -2.7 | 1,399,171 | 37.1 | 30,109 | 42,399 | 962,283 | 33.0 | 21,337 | 29,160 | .0334 | .0332 |
| Wyoming | 28.4 | 26.3 | -7.4 | 9.7 | -5.8 | 364,047 | 30.3 | 27,125 | 37,531 | 102,865 | 15.5 | 8,648 | 10,605 | .0077 | .0070 |
| **TOTAL METRO COUNTIES** | **648.3** | **624.5** | **-3.7** | **250.0** | **-2.3** | **10,589,099** | **36.8** | **30,242** | **42,356** | **5,795,568** | **31.4** | **17,229** | **23,182** | **.2356** | **.2312** |
| **TOTAL STATE** | **1,780.3** | **1,720.6** | **-3.4** | **668.7** | **-2.2** | **25,651,010** | **36.6** | **27,469** | **38,360** | **13,233,045** | **31.5** | **14,718** | **19,789** | **.5771** | **.5659** |
| **WISCONSIN** | | | | | | | | | | | | | | | |
| **APPLETON - OSHKOSH - NEENAH** | **317.5** | **331.7** | **4.5** | **123.0** | **5.7** | **5,670,879** | **33.6** | **36,462** | **46,105** | **4,002,259** | **60.2** | **21,468** | **32,539** | **.1273** | **.1348** |
| Calumet | 34.6 | 36.5 | 5.5 | 12.7 | 6.7 | 570,450 | 30.4 | 36,758 | 44,917 | 265,803 | 62.0 | 13,785 | 20,929 | .0116 | .0121 |
| Outagamie | 141.8 | 149.5 | 5.4 | 54.4 | 6.7 | 2,603,057 | 35.9 | 37,568 | 47,850 | 1,897,896 | 59.2 | 23,369 | 34,888 | .0584 | .0624 |
| Winnebago | 141.1 | 145.7 | 3.3 | 55.9 | 4.5 | 2,497,372 | 32.1 | 35,341 | 44,676 | 1,838,560 | 60.8 | 21,365 | 32,890 | .0573 | .0603 |
| **EAU CLAIRE** | **138.2** | **142.0** | **2.7** | **52.6** | **4.0** | **2,166,368** | **33.0** | **32,191** | **41,186** | **1,682,852** | **56.0** | **21,323** | **31,993** | **.0523** | **.0547** |
| Chippewa | 52.5 | 53.3 | 1.5 | 19.7 | 3.1 | 927,473 | 40.9 | 34,462 | 47,080 | 702,097 | 66.7 | 22,047 | 35,639 | .0206 | .0226 |
| Eau Claire | 85.7 | 88.7 | 3.5 | 32.9 | 4.4 | 1,238,895 | 27.6 | 30,815 | 37,656 | 980,755 | 49.1 | 20,884 | 29,810 | .0317 | .0321 |
| **GREEN BAY** | **196.2** | **206.0** | **5.0** | **77.3** | **6.0** | **3,375,221** | **31.9** | **35,112** | **43,664** | **2,723,585** | **55.7** | **24,001** | **35,234** | **.0812** | **.0851** |
| Brown | 196.2 | 206.0 | 5.0 | 77.3 | 6.0 | 3,375,221 | 31.9 | 35,112 | 43,664 | 2,723,585 | 55.7 | 24,001 | 35,234 | .0812 | .0851 |
| **JANESVILLE - BELOIT** | **139.3** | **138.8** | **-.4** | **52.2** | **.0** | **2,276,166** | **24.4** | **35,048** | **43,605** | **1,635,171** | **48.7** | **21,070** | **31,325** | **.0556** | **.0548** |
| Rock | 139.3 | 138.8 | -.4 | 52.2 | .0 | 2,276,166 | 24.4 | 35,048 | 43,605 | 1,635,171 | 48.7 | 21,070 | 31,325 | .0556 | .0548 |

# METRO/COUNTY 1995 PROJECTIONS

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990-1995 | 12/31/95 Households (Thous.) | % Change 1990-1995 | 1995 EBI ($000) | % Change 1990-1995 | Average Household EBI 1990 | Average Household EBI 1995 | 1995 Retail Sales ($000) | % Change 1990-1995 | Retail Sales Per Household 1990 | Retail Sales Per Household 1995 | Buying Power Index 1990 | Buying Power Index 1995 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **WISCONSIN (continued)** | | | | | | | | | | | | | | | |
| **KENOSHA** | **129.0** | **133.9** | **3.8** | **49.2** | **4.0** | **2,969,468** | **45.6** | **43,112** | **60,355** | **1,111,900** | **50.2** | **15,656** | **22,600** | **.0517** | **.0554** |
| Kenosha | 129.0 | 133.9 | 3.8 | 49.2 | 4.0 | 2,969,468 | 45.6 | 43,112 | 60,355 | 1,111,900 | 50.2 | 15,656 | 22,600 | .0517 | .0554 |
| **LA CROSSE** | **98.4** | **101.2** | **2.8** | **38.5** | **4.3** | **1,786,545** | **37.8** | **35,132** | **46,404** | **1,247,356** | **48.1** | **22,817** | **32,399** | **.0404** | **.0420** |
| La Crosse | 98.4 | 101.2 | 2.8 | 38.5 | 4.3 | 1,786,545 | 37.8 | 35,132 | 46,404 | 1,247,356 | 48.1 | 22,817 | 32,399 | .0404 | .0420 |
| **MADISON** | **370.4** | **390.8** | **5.5** | **151.9** | **5.4** | **7,831,257** | **39.2** | **39,050** | **51,555** | **4,952,645** | **50.4** | **22,859** | **32,605** | **.1646** | **.1739** |
| Dane | 370.4 | 390.8 | 5.5 | 151.9 | 5.4 | 7,831,257 | 39.2 | 39,050 | 51,555 | 4,952,645 | 50.4 | 22,859 | 32,605 | .1646 | .1739 |
| **MILWAUKEE** | **1,436.8** | **1,468.6** | **2.2** | **554.0** | **2.7** | **31,137,082** | **37.6** | **41,939** | **56,204** | **15,928,568** | **42.0** | **20,792** | **28,752** | **.6239** | **.6383** |
| Milwaukee | 958.7 | 959.6 | .1 | 374.9 | .6 | 18,959,946 | 33.1 | 38,200 | 50,573 | 10,215,266 | 38.8 | 19,741 | 27,248 | .4019 | .4000 |
| Ozaukee | 73.6 | 78.1 | 6.1 | 28.0 | 7.7 | 1,785,919 | 39.1 | 49,381 | 63,783 | 783,891 | 59.8 | 18,872 | 27,996 | .0324 | .0345 |
| Washington | 96.5 | 103.5 | 7.3 | 36.0 | 7.8 | 1,803,891 | 34.4 | 40,181 | 50,108 | 796,474 | 43.7 | 16,598 | 22,124 | .0361 | .0369 |
| Waukesha | 308.0 | 327.4 | 6.3 | 115.1 | 7.4 | 8,587,326 | 49.2 | 53,685 | 74,608 | 4,132,937 | 47.1 | 26,217 | 35,907 | .1535 | .1669 |
| ***MILWAUKEE - RACINE CONSOLIDATED AREA*** | ***1,612.4*** | ***1,648.2*** | ***2.2*** | ***619.6*** | ***2.7*** | ***34,270,622*** | ***36.7*** | ***41,559*** | ***55,311*** | ***18,016,439*** | ***43.4*** | ***20,820*** | ***29,078*** | ***.6953*** | ***.7110*** |
| **RACINE** | **175.6** | **179.6** | **2.3** | **65.6** | **2.7** | **3,133,540** | **27.8** | **38,357** | **47,767** | **2,087,871** | **55.2** | **21,059** | **31,827** | **.0714** | **.0727** |
| Racine | 175.6 | 179.6 | 2.3 | 65.6 | 2.7 | 3,133,540 | 27.8 | 38,357 | 47,767 | 2,087,871 | 55.2 | 21,059 | 31,827 | .0714 | .0727 |
| **SHEBOYGAN** | **104.2** | **106.0** | **1.7** | **39.7** | **2.6** | **2,015,262** | **36.2** | **38,236** | **50,762** | **1,058,076** | **54.4** | **17,711** | **26,652** | **.0409** | **.0426** |
| Sheboygan | 104.2 | 106.0 | 1.7 | 39.7 | 2.6 | 2,015,262 | 36.2 | 38,236 | 50,762 | 1,058,076 | 54.4 | 17,711 | 26,652 | .0409 | .0426 |
| **WAUSAU** | **115.9** | **118.8** | **2.5** | **43.0** | **3.1** | **1,831,609** | **29.9** | **33,821** | **42,596** | **1,265,025** | **52.5** | **19,898** | **29,419** | **.0431** | **.0441** |
| Marathon | 115.9 | 118.8 | 2.5 | 43.0 | 3.1 | 1,831,609 | 29.9 | 33,821 | 42,596 | 1,265,025 | 52.5 | 19,898 | 29,419 | .0431 | .0441 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Adams | 15.8 | 16.4 | 3.8 | 6.3 | 5.0 | 260,726 | 42.4 | 30,522 | 41,385 | 41,330 | 23.4 | 5,583 | 6,560 | .0045 | .0045 |
| Ashland | 16.3 | 16.2 | −.6 | 6.3 | .0 | 223,799 | 31.3 | 27,054 | 35,524 | 161,453 | 37.2 | 19,027 | 26,104 | .0058 | .0056 |
| Barron | 41.0 | 42.5 | 3.7 | 16.4 | 5.8 | 560,614 | 31.4 | 27,530 | 34,184 | 393,101 | 48.1 | 17,123 | 23,970 | .0138 | .0141 |
| Bayfield | 14.1 | 14.3 | 1.4 | 5.7 | 1.8 | 197,243 | 32.8 | 26,521 | 34,604 | 77,562 | 54.2 | 8,982 | 13,607 | .0040 | .0042 |
| Brown | 196.2 | 206.0 | 5.0 | 77.3 | 6.0 | 3,375,221 | 31.9 | 35,112 | 43,664 | 2,723,585 | 55.7 | 24,001 | 35,234 | .0812 | .0851 |
| Buffalo | 13.6 | 13.5 | −.7 | 5.2 | 2.0 | 210,476 | 34.1 | 30,779 | 40,476 | 60,303 | 47.5 | 8,017 | 11,597 | .0040 | .0040 |
| Burnett | 13.1 | 13.5 | 3.1 | 5.5 | 5.8 | 215,930 | 48.6 | 27,950 | 39,260 | 106,123 | 64.2 | 12,430 | 19,295 | .0043 | .0046 |
| Calumet | 34.6 | 36.5 | 5.5 | 12.7 | 6.7 | 570,450 | 30.4 | 36,758 | 44,917 | 265,803 | 62.0 | 13,785 | 20,929 | .0116 | .0121 |
| Chippewa | 52.5 | 53.3 | 1.5 | 19.7 | 3.1 | 927,473 | 40.9 | 34,462 | 47,080 | 702,097 | 66.7 | 22,047 | 35,639 | .0206 | .0226 |
| Clark | 31.6 | 31.4 | −.6 | 11.2 | .0 | 360,778 | 22.1 | 26,374 | 32,212 | 172,618 | 52.9 | 10,080 | 15,412 | .0087 | .0083 |
| Columbia | 45.4 | 47.4 | 4.4 | 17.9 | 5.3 | 687,490 | 30.1 | 31,091 | 38,407 | 512,222 | 62.4 | 18,552 | 28,616 | .0163 | .0173 |
| Crawford | 15.9 | 15.9 | 0 | 6.0 | 1.7 | 189,912 | 22.1 | 26,363 | 31,652 | 167,721 | 53.6 | 18,508 | 27,954 | .0053 | .0053 |
| Dane | 370.4 | 390.8 | 5.5 | 151.9 | 5.4 | 7,831,257 | 39.2 | 39,050 | 51,555 | 4,952,645 | 50.4 | 22,859 | 32,605 | .1646 | .1739 |
| Dodge | 76.8 | 78.2 | 1.8 | 27.8 | 3.3 | 1,162,716 | 26.3 | 34,224 | 41,824 | 550,474 | 51.4 | 13,518 | 19,801 | .0255 | .0251 |
| Door | 25.8 | 26.2 | 1.6 | 10.4 | 3.0 | 406,468 | 27.2 | 31,628 | 39,083 | 331,950 | 59.6 | 20,598 | 31,918 | .0100 | .0103 |
| ☐ Douglas | 41.7 | 41.6 | −.2 | 16.5 | .6 | 686,060 | 31.9 | 31,715 | 41,579 | 450,856 | 49.8 | 18,353 | 27,325 | .0158 | .0161 |
| Dunn | 36.0 | 36.9 | 2.5 | 12.7 | 3.3 | 415,409 | 21.2 | 27,857 | 32,709 | 231,633 | 38.7 | 13,580 | 18,239 | .0105 | .0100 |
| Eau Claire | 85.7 | 88.7 | 3.5 | 32.9 | 4.4 | 1,238,895 | 27.6 | 30,815 | 37,656 | 980,755 | 49.1 | 20,884 | 29,810 | .0317 | .0321 |
| Florence | 4.6 | 4.8 | 4.3 | 1.8 | .0 | 86,819 | 43.9 | 33,528 | 48,233 | 15,105 | 9.6 | 7,658 | 8,392 | .0013 | .0014 |
| Fond du Lac | 90.3 | 91.5 | 1.3 | 33.6 | 2.8 | 1,468,059 | 29.3 | 34,724 | 43,692 | 897,378 | 45.1 | 18,907 | 26,708 | .0337 | .0336 |
| Forest | 8.8 | 8.7 | −1.1 | 3.3 | .0 | 110,513 | 31.4 | 25,480 | 33,489 | 50,030 | 63.2 | 9,292 | 15,161 | .0024 | .0026 |
| Grant | 49.1 | 48.5 | −1.2 | 17.0 | −.6 | 663,081 | 23.7 | 31,338 | 39,005 | 400,614 | 50.5 | 15,564 | 23,566 | .0160 | .0155 |
| Green | 30.4 | 30.6 | .7 | 11.7 | .9 | 479,786 | 24.1 | 33,318 | 41,007 | 569,582 | 51.5 | 32,404 | 48,682 | .0143 | .0146 |
| Green Lake | 18.7 | 18.7 | −.0 | 7.3 | 1.4 | 254,109 | 22.3 | 28,851 | 34,809 | 123,906 | 36.0 | 12,649 | 16,973 | .0060 | .0056 |
| Iowa | 20.2 | 20.5 | 1.5 | 7.6 | 2.7 | 227,738 | 21.0 | 25,435 | 29,966 | 854,254 | 61.5 | 71,501 | 112,402 | .0131 | .0146 |
| Iron | 6.1 | 6.0 | −1.6 | 2.6 | .0 | 61,605 | 17.7 | 20,123 | 23,694 | 62,399 | 45.9 | 16,450 | 24,000 | .0019 | .0018 |
| Jackson | 16.6 | 16.6 | 0 | 6.3 | .0 | 191,610 | 20.0 | 25,338 | 30,414 | 123,630 | 39.4 | 14,080 | 19,624 | .0050 | .0050 |
| Jefferson | 68.1 | 70.1 | 2.9 | 24.8 | 2.9 | 1,086,448 | 28.3 | 35,147 | 43,808 | 625,415 | 58.7 | 16,355 | 25,218 | .0241 | .0245 |
| Juneau | 21.8 | 22.4 | 2.8 | 8.6 | 3.6 | 317,234 | 34.6 | 28,393 | 36,888 | 166,344 | 48.5 | 13,494 | 19,342 | .0069 | .0070 |
| Kenosha | 129.0 | 133.9 | 3.8 | 49.2 | 4.0 | 2,969,468 | 45.6 | 43,112 | 60,355 | 1,111,900 | 50.2 | 15,656 | 22,600 | .0517 | .0554 |
| Kewaunee | 18.9 | 18.9 | .0 | 6.8 | .0 | 271,277 | 23.7 | 32,263 | 39,894 | 117,822 | 44.5 | 11,990 | 17,327 | .0061 | .0058 |
| La Crosse | 98.4 | 101.2 | 2.8 | 38.5 | 4.3 | 1,786,545 | 37.8 | 35,132 | 46,404 | 1,247,356 | 48.1 | 22,817 | 32,399 | .0404 | .0420 |
| Lafayette | 16.0 | 15.7 | −1.9 | 5.8 | .0 | 209,403 | 22.5 | 29,483 | 36,104 | 82,154 | 54.8 | 9,148 | 14,164 | .0043 | .0044 |
| Langlade | 19.5 | 19.4 | −.5 | 7.7 | 1.3 | 282,990 | 32.3 | 28,154 | 36,752 | 186,376 | 39.8 | 17,539 | 24,205 | .0069 | .0068 |
| Lincoln | 27.1 | 27.7 | 2.2 | 10.5 | 2.9 | 360,778 | 25.3 | 28,235 | 34,360 | 254,348 | 61.6 | 15,428 | 24,224 | .0089 | .0091 |
| Manitowoc | 80.2 | 79.3 | −1.1 | 30.1 | .3 | 1,224,321 | 23.4 | 33,066 | 40,675 | 567,634 | 34.9 | 14,022 | 18,858 | .0275 | .0260 |
| Marathon | 115.9 | 118.8 | 2.5 | 43.0 | 3.1 | 1,831,609 | 29.9 | 33,821 | 42,596 | 1,265,025 | 52.5 | 19,898 | 29,419 | .0431 | .0441 |
| Marinette | 40.7 | 41.5 | 2.0 | 16.2 | 3.8 | 535,668 | 26.6 | 27,121 | 33,066 | 381,754 | 54.8 | 15,813 | 23,565 | .0135 | .0136 |
| Marquette | 12.4 | 13.0 | 4.8 | 5.1 | 4.1 | 140,413 | 23.0 | 23,302 | 27,532 | 69,446 | 66.8 | 8,497 | 13,617 | .0033 | .0032 |
| Menominee | 3.9 | 4.3 | 10.3 | 1.3 | 18.2 | 51,591 | 59.5 | 29,404 | 39,685 | 4,713 | 24.0 | 3,455 | 3,625 | .0009 | .0011 |
| Milwaukee | 958.7 | 959.6 | .1 | 374.9 | .6 | 18,959,946 | 33.1 | 38,200 | 50,573 | 10,215,266 | 38.8 | 19,741 | 27,248 | .4019 | .4000 |
| Monroe | 36.9 | 38.3 | 3.8 | 13.9 | 5.3 | 592,177 | 36.8 | 32,788 | 42,603 | 325,420 | 53.2 | 16,094 | 23,412 | .0128 | .0132 |
| Oconto | 30.4 | 31.6 | 3.9 | 12.0 | 6.2 | 417,466 | 33.2 | 27,730 | 34,789 | 210,786 | 66.4 | 11,213 | 17,566 | .0090 | .0094 |
| Oneida | 31.8 | 32.2 | 1.3 | 15.1 | 3.1 | 450,906 | 25.6 | 28,260 | 34,420 | 423,858 | 53.3 | 21,773 | 32,356 | .0122 | .0125 |

1991 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# METRO/COUNTY 1995 PROJECTIONS

| S&MM ESTIMATES |  |  |  |  |  |  |  | Average Household EBI |  |  |  | Retail Sales Per Household |  | Buying Power Index |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990-1995 | 12/31/95 Households (Thous.) | % Change 1990-1995 | 1995 EBI ($000) | % Change 1990-1995 | 1990 | 1995 | 1995 Retail Sales ($000) | % Change 1990-1995 | 1990 | 1995 | 1990 | 1995 |
| **WISCONSIN (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **ALL COUNTIES (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Outagamie | 141.8 | 149.5 | 5.4 | 54.4 | 6.7 | 2,603,057 | 35.9 | 37,568 | 47,850 | 1,897,896 | 59.2 | 23,369 | 34,888 | .0584 | .0624 |
| Ozaukee | 73.6 | 78.1 | 6.1 | 28.0 | 7.7 | 1,785,919 | 39.1 | 49,381 | 63,783 | 783,891 | 59.8 | 18,872 | 27,996 | .0324 | .0345 |
| Pepin | 7.1 | 7.1 | .0 | 2.7 | 3.8 | 119,097 | 43.0 | 32,039 | 44,110 | 70,102 | 72.9 | 15,593 | 25,964 | .0025 | .0027 |
| Pierce | 33.0 | 34.6 | 4.8 | 11.7 | 5.4 | 546,219 | 36.8 | 35,960 | 46,685 | 267,867 | 65.2 | 14,611 | 22,895 | .0110 | .0117 |
| Polk | 35.0 | 36.4 | 4.0 | 13.9 | 6.1 | 476,388 | 30.1 | 27,955 | 34,273 | 279,675 | 56.0 | 13,681 | 20,121 | .0110 | .0113 |
| Portage | 61.8 | 64.2 | 3.9 | 22.5 | 4.7 | 1,071,784 | 38.4 | 36,031 | 47,635 | 615,551 | 43.9 | 19,894 | 27,358 | .0230 | .0239 |
| Price | 15.6 | 15.5 | -.6 | 6.1 | .0 | 215,036 | 30.3 | 27,059 | 35,252 | 122,760 | 57.6 | 12,767 | 20,125 | .0050 | .0049 |
| Racine | 175.6 | 179.6 | 2.3 | 65.6 | 2.7 | 3,133,540 | 27.6 | 38,357 | 47,767 | 2,087,871 | 55.2 | 21,059 | 31,827 | .0714 | .0727 |
| Richland | 17.5 | 17.7 | 1.1 | 6.7 | 1.5 | 262,604 | 33.1 | 29,905 | 39,195 | 137,178 | 41.6 | 14,679 | 20,474 | .0057 | .0059 |
| Rock | 139.3 | 138.8 | -.4 | 52.2 | .0 | 2,276,166 | 24.4 | 35,048 | 43,605 | 1,635,171 | 48.7 | 21,070 | 31,325 | .0556 | .0548 |
| Rusk | 15.0 | 14.9 | -.7 | 5.7 | .0 | 165,770 | 20.0 | 24,227 | 29,082 | 81,792 | 37.1 | 10,467 | 14,349 | .0041 | .0041 |
| ☐ St. Croix | 51.0 | 55.6 | 9.0 | 19.8 | 10.6 | 1,039,506 | 47.3 | 39,417 | 52,500 | 499,700 | 59.1 | 17,548 | 25,237 | .0193 | .0213 |
| Sauk | 47.2 | 48.7 | 3.2 | 18.5 | 3.9 | 749,453 | 31.4 | 32,047 | 40,511 | 539,600 | 53.8 | 19,710 | 29,168 | .0179 | .0183 |
| Sawyer | 14.3 | 15.1 | 5.6 | 6.1 | 8.9 | 188,839 | 36.4 | 24,731 | 30,957 | 165,548 | 59.5 | 18,530 | 27,139 | .0048 | .0052 |
| Shawano | 37.3 | 38.2 | 2.4 | 14.3 | 3.6 | 478,176 | 25.1 | 27,700 | 33,439 | 278,111 | 54.1 | 13,076 | 19,448 | .0114 | .0113 |
| Sheboygan | 104.2 | 106.0 | 1.7 | 39.7 | 2.6 | 2,015,262 | 36.2 | 38,236 | 50,762 | 1,058,076 | 54.4 | 17,711 | 26,652 | .0409 | .0426 |
| Taylor | 18.9 | 19.2 | 1.6 | 6.9 | 3.0 | 240,966 | 25.3 | 28,700 | 34,923 | 119,615 | 43.1 | 12,474 | 17,336 | .0055 | .0054 |
| Trempealeau | 25.2 | 25.1 | -.4 | 9.5 | .0 | 305,790 | 20.4 | 26,728 | 32,188 | 217,159 | 48.7 | 15,377 | 22,859 | .0081 | .0078 |
| Vernon | 25.6 | 25.6 | .0 | 9.9 | 2.1 | 334,133 | 26.5 | 27,236 | 33,751 | 152,524 | 54.7 | 10,161 | 15,406 | .0075 | .0075 |
| Vilas | 17.8 | 18.5 | 3.9 | 7.8 | 6.8 | 292,020 | 40.6 | 28,458 | 37,438 | 245,307 | 60.1 | 20,988 | 31,450 | .0069 | .0075 |
| Walworth | 75.4 | 77.4 | 2.7 | 28.5 | 2.5 | 1,326,698 | 31.9 | 36,176 | 46,551 | 576,985 | 16.3 | 17,853 | 20,245 | .0287 | .0271 |
| Washburn | 13.8 | 14.0 | 1.4 | 5.6 | 1.8 | 158,260 | 20.3 | 23,929 | 28,261 | 195,755 | 53.2 | 23,228 | 34,956 | .0050 | .0051 |
| Washington | 96.5 | 103.5 | 7.3 | 36.0 | 7.8 | 1,803,891 | 34.4 | 40,181 | 50,108 | 796,474 | 43.7 | 16,598 | 22,124 | .0361 | .0369 |
| Waukesha | 308.0 | 327.4 | 6.3 | 115.1 | 7.4 | 8,587,326 | 49.2 | 53,685 | 74,608 | 4,132,937 | 47.1 | 26,217 | 35,907 | .1535 | .1669 |
| Waupaca | 46.3 | 47.5 | 2.6 | 17.7 | 3.5 | 674,257 | 29.0 | 30,576 | 38,094 | 329,837 | 27.7 | 15,106 | 18,635 | .0154 | .0148 |
| Waushara | 19.5 | 20.2 | 3.6 | 8.0 | 3.9 | 237,479 | 22.2 | 25,233 | 29,685 | 129,469 | 54.6 | 10,874 | 16,184 | .0057 | .0056 |
| Winnebago | 141.1 | 145.7 | 3.3 | 55.9 | 4.5 | 2,497,372 | 32.1 | 35,341 | 44,676 | 1,838,560 | 60.8 | 21,365 | 32,890 | .0573 | .0603 |
| Wood | 73.7 | 74.8 | 1.5 | 28.3 | 2.9 | 1,286,999 | 33.0 | 35,193 | 45,477 | 1,204,137 | 62.2 | 27,003 | 42,549 | .0319 | .0343 |
| **TOTAL METRO COUNTIES** | **3,314.2** | **3,414.6** | **3.0** | **1,283.3** | **3.6** | **65,918,963** | **36.2** | **39,093** | **51,367** | **38,645,864** | **48.7** | **20,991** | **30,114** | **1.3875** | **1.4358** |
| **TOTAL STATE** | **4,912.1** | **5,042.0** | **2.6** | **1,892.2** | **3.4** | **89,424,484** | **34.2** | **36,405** | **47,260** | **53,697,294** | **49.0** | **19,691** | **28,378** | **1.9416** | **1.9948** |

## WYOMING

| METRO AREA County | 12/31/90 Population (Thous.) | 12/31/95 Population (Thous.) | % Change 1990-1995 | 12/31/95 Households (Thous.) | % Change 1990-1995 | 1995 EBI ($000) | % Change 1990-1995 | Average Household EBI 1990 | Average Household EBI 1995 | 1995 Retail Sales ($000) | % Change 1990-1995 | Retail Sales Per Household 1990 | Retail Sales Per Household 1995 | Buying Power Index 1990 | Buying Power Index 1995 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **CASPER** | **60.2** | **56.2** | **-6.6** | **22.6** | **-3.4** | **1,081,265** | **33.6** | **34,592** | **47,844** | **642,599** | **39.6** | **19,670** | **28,434** | **.0239** | **.0237** |
| Natrona | 60.2 | 56.2 | -6.6 | 22.6 | -3.4 | 1,081,265 | 33.6 | 34,592 | 47,844 | 642,599 | 39.6 | 19,670 | 28,434 | .0239 | .0237 |
| **CHEYENNE** | **73.3** | **75.0** | **2.3** | **29.0** | **2.8** | **1,204,701** | **45.0** | **29,463** | **41,541** | **779,984** | **46.7** | **18,851** | **26,896** | **.0266** | **.0281** |
| Laramie | 73.3 | 75.0 | 2.3 | 29.0 | 2.8 | 1,204,701 | 45.0 | 29,463 | 41,541 | 779,984 | 46.7 | 18,851 | 26,896 | .0266 | .0281 |
| **ALL COUNTIES** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Albany | 30.8 | 30.7 | -.3 | 11.9 | -.8 | 514,874 | 49.3 | 28,734 | 43,267 | 236,776 | 33.8 | 14,742 | 19,897 | .0105 | .0107 |
| Big Horn | 10.3 | 9.6 | -6.8 | 3.6 | -5.3 | 142,824 | 40.6 | 26,725 | 39,673 | 35,859 | 45.8 | 6,474 | 9,961 | .0026 | .0026 |
| Campbell | 29.3 | 29.4 | .3 | 10.2 | 3.0 | 643,390 | 53.9 | 42,229 | 63,077 | 251,961 | 56.6 | 16,253 | 24,702 | .0110 | .0122 |
| Carbon | 16.3 | 15.0 | -8.0 | 5.5 | -6.8 | 266,602 | 32.6 | 34,085 | 48,473 | 101,546 | 15.3 | 14,926 | 18,463 | .0056 | .0052 |
| Converse | 10.7 | 9.4 | -12.1 | 3.5 | -10.3 | 173,371 | 28.1 | 34,715 | 49,535 | 56,550 | 25.3 | 11,576 | 16,157 | .0036 | .0032 |
| Crook | 5.3 | 5.1 | -3.8 | 1.8 | -5.3 | 62,798 | 27.8 | 25,854 | 34,888 | 24,824 | 54.6 | 8,454 | 13,791 | .0013 | .0015 |
| Fremont | 33.1 | 31.0 | -6.3 | 11.3 | -4.2 | 442,568 | 29.5 | 28,953 | 39,165 | 208,803 | 22.4 | 14,453 | 18,478 | .0105 | .0096 |
| Goshen | 12.3 | 12.2 | -.8 | 4.8 | .0 | 175,212 | 45.0 | 25,182 | 36,503 | 69,834 | 42.6 | 10,204 | 14,549 | .0034 | .0036 |
| Hot Springs | 4.7 | 4.2 | -10.6 | 1.7 | -10.5 | 84,475 | 41.9 | 31,332 | 49,691 | 27,140 | 26.6 | 11,287 | 15,965 | .0015 | .0016 |
| Johnson | 6.0 | 5.6 | -6.7 | 2.2 | -4.3 | 75,021 | 24.8 | 26,130 | 34,100 | 26,865 | 11.7 | 10,458 | 12,211 | .0018 | .0015 |
| Laramie | 73.3 | 75.0 | 2.3 | 29.0 | 2.8 | 1,204,701 | 45.0 | 29,463 | 41,541 | 779,984 | 46.7 | 18,851 | 26,896 | .0266 | .0281 |
| Lincoln | 12.4 | 11.7 | -5.6 | 3.9 | -4.9 | 158,509 | 34.3 | 28,786 | 40,643 | 86,082 | 60.6 | 13,074 | 22,072 | .0036 | .0036 |
| Natrona | 60.2 | 56.2 | -6.6 | 22.6 | -3.4 | 1,081,265 | 33.6 | 34,592 | 47,844 | 642,599 | 39.6 | 19,670 | 28,434 | .0239 | .0237 |
| Niobrara | 2.4 | 2.2 | -8.3 | .9 | -10.0 | 29,011 | 25.9 | 23,051 | 32,234 | 16,233 | 30.4 | 12,451 | 18,037 | .0008 | .0006 |
| Park | 23.1 | 22.7 | -1.7 | 8.7 | .0 | 392,906 | 47.8 | 30,553 | 45,162 | 200,571 | 42.4 | 16,195 | 23,054 | .0080 | .0085 |
| Platte | 7.9 | 7.2 | -8.9 | 2.9 | -6.5 | 98,031 | 22.2 | 25,878 | 33,804 | 57,579 | 55.0 | 11,980 | 19,855 | .0024 | .0022 |
| Sheridan | 23.3 | 22.1 | -5.2 | 9.0 | -3.2 | 484,364 | 53.0 | 34,044 | 53,818 | 272,432 | 68.2 | 17,420 | 30,270 | .0089 | .0102 |
| Sublette | 4.7 | 4.1 | -12.8 | 1.6 | -11.1 | 67,864 | 28.2 | 29,416 | 42,415 | 24,913 | 32.5 | 10,444 | 15,571 | .0016 | .0013 |
| Sweetwater | 38.0 | 35.2 | -7.4 | 12.5 | -6.0 | 686,047 | 35.9 | 37,970 | 54,884 | 372,946 | 55.6 | 18,023 | 29,836 | .0142 | .0147 |
| Teton | 11.4 | 12.8 | 12.3 | 5.3 | 12.8 | 242,863 | 61.8 | 31,945 | 45,823 | 239,881 | 77.2 | 28,808 | 45,261 | .0053 | .0064 |
| Uinta | 18.5 | 17.6 | -4.9 | 5.6 | -3.4 | 305,304 | 43.9 | 36,586 | 54,519 | 100,446 | 26.3 | 13,710 | 17,937 | .0058 | .0058 |
| Washakie | 8.2 | 7.5 | -8.5 | 2.9 | -6.5 | 152,282 | 47.8 | 33,236 | 52,511 | 61,336 | 35.8 | 14,570 | 21,150 | .0030 | .0031 |
| Weston | 6.4 | 5.9 | -7.8 | 2.2 | -8.3 | 127,952 | 46.3 | 36,448 | 58,160 | 48,921 | 49.3 | 13,654 | 22,237 | .0022 | .0023 |
| **TOTAL METRO COUNTIES** | **133.5** | **131.2** | **-1.7** | **51.6** | **.0** | **2,285,966** | **39.4** | **31,789** | **44,302** | **1,422,583** | **43.4** | **19,223** | **27,569** | **.0505** | **.0518** |
| **TOTAL STATE** | **448.6** | **432.4** | **-3.6** | **163.6** | **-2.1** | **7,612,234** | **41.3** | **32,238** | **46,530** | **3,944,081** | **44.7** | **16,314** | **24,108** | **.1581** | **.1622** |

# SECTION 16

# Television Market (ADI) Rankings

## Population
## Households
## Effective Buying Income (EBI)
## Total Retail Sales
## Buying Power Index (BPI)

### EXPLANATION OF TERMS

An explanation of terms used in the **Survey of Buying Power Demographics USA 1991** will be found in the Introductory Section starting on page A-5. A listing of the county makeup of each Television Market will be found starting on page A-11.

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## S&MM/ARBITRON TV MARKET (ADI) RANKING

# POPULATION

| ADI | (Thous.) | Rank |
|---|---|---|
| New York, N.Y. | 18,650.7 | 1 |
| Los Angeles, Calif. | 14,634.4 | 2 |
| Chicago, Ill. | 8,389.2 | 3 |
| Philadelphia, Pa. | 7,181.9 | 4 |
| San Francisco - Oakland - San Jose, Calif. | 6,023.4 | 5 |
| Boston, Mass. | 5,726.9 | 6 |
| Washington, D.C. | 4,747.6 | 7 |
| Detroit, Mich. | 4,672.7 | 8 |
| Dallas - Ft. Worth, Tex. | 4,661.0 | 9 |
| Houston, Tex. | 4,052.6 | 10 |
| Atlanta, Ga. | 3,850.9 | 11 |
| Cleveland, Ohio | 3,776.0 | 12 |
| Minneapolis - St. Paul, Minn. | 3,667.3 | 13 |
| Seattle - Tacoma, Wash. | 3,586.6 | 14 |
| Miami - Ft. Louderdale, Fla. | 3,320.7 | 15 |
| St. Louis, Mo. | 2,954.7 | 16 |
| Pittsburgh, Pa. | 2,950.9 | 17 |
| Tampa - St. Petersburg, Fla. | 2,948.2 | 18 |
| Sacramento - Stockton, Calif. | 2,922.9 | 19 |
| Phoenix, Ariz. | 2,703.3 | 20 |
| Baltimore, Md. | 2,583.9 | 21 |
| Denver, Colo. | 2,576.1 | 22 |
| San Diego, Calif. | 2,562.9 | 23 |
| Hartford - New Haven, Conn. | 2,474.0 | 24 |
| Orlando - Daytona Beach - Melbourne, Fla. | 2,312.1 | 25 |
| Indianapolis, Ind. | 2,261.3 | 26 |
| Portland, Ore. | 2,226.7 | 27 |
| Milwaukee, Wisc. | 2,065.9 | 28 |
| Cincinnati, Ohio | 2,041.8 | 29 |
| Kansas City, Mo. | 1,985.8 | 30 |
| Charlotte, N.C. | 1,937.4 | 31 |
| Nashville, Tenn. | 1,894.9 | 32 |
| Raleigh - Durham, N.C. | 1,881.3 | 33 |
| Salt Lake City, Utah | 1,872.7 | 34 |
| Columbus, Ohio | 1,836.6 | 35 |
| Greenville - Spartanburg - Asheville, S.C.-N.C. | 1,711.6 | 36 |
| Grand Rapids - Kalamazoo - Battle Creek, Mich. | 1,702.5 | 37 |
| San Antonio, Tex. | 1,689.6 | 38 |
| Norfolk - Portsmouth - Newport News - Hampton, Va. | 1,681.2 | 39 |
| Buffalo, N.Y. | 1,671.3 | 40 |
| New Orleans, La. | 1,664.7 | 41 |
| Memphis, Tenn. | 1,649.6 | 42 |
| Providence - New Bedford, R.I.-Mass. | 1,529.9 | 43 |
| Oklahoma City, Okla. | 1,481.1 | 44 |
| Harrisburg - York - Lancaster - Lebanon, Pa. | 1,463.5 | 45 |
| Louisville, Ky. | 1,461.5 | 46 |
| Albuquerque, N.M. | 1,423.0 | 47 |
| Fresno - Visalia, Calif. | 1,393.8 | 48 |
| Wilkes-Barre - Scranton, Pa. | 1,376.7 | 49 |
| Greensboro - Winston-Salem - High Point, N.C. | 1,337.8 | 50 |
| Birmingham, Ala. | 1,334.4 | 51 |
| Albany - Schenectady - Troy, N.Y. | 1,329.3 | 52 |
| Dayton, Ohio | 1,328.0 | 53 |
| West Palm Beach - Ft. Pierce - Vero Beach, Fla. | 1,278.2 | 54 |
| Charleston - Huntington, W.Va. | 1,249.3 | 55 |
| Jacksonville, Fla. | 1,243.6 | 56 |
| Flint - Saginaw - Bay City, Mich. | 1,233.3 | 57 |
| Little Rock, Ark. | 1,193.6 | 58 |
| Tulsa, Okla. | 1,149.8 | 59 |
| Richmond, Va. | 1,149.7 | 60 |
| Mobile - Pensacola, Ala.-Fla. | 1,109.0 | 61 |
| Wichita - Hutchinson, Kans. | 1,103.3 | 62 |
| Knoxville, Tenn. | 1,096.8 | 63 |
| Toledo, Ohio | 1,095.7 | 64 |
| Syracuse, N.Y. | 1,054.2 | 65 |
| Green Bay - Appleton, Wisc. | 1,023.5 | 66 |
| Roanoke - Lynchburg, Va. | 1,019.2 | 67 |
| Shreveport - Texarkana, La.-Tex.-Ark. | 995.5 | 68 |
| Portland - Poland Spring, Maine | 966.1 | 69 |
| Rochester, N.Y. | 962.8 | 70 |
| Austin, Tex. | 957.8 | 71 |
| Des Moines, Iowa | 951.5 | 72 |
| Omaha, Neb. | 945.0 | 73 |
| Lexington, Ky. | 915.9 | 74 |
| Springfield - Decatur - Champaign, Ill. | 884.3 | 75 |
| Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill. | 866.8 | 76 |
| Spokane, Wash. | 831.3 | 77 |
| Springfield, Mo. | 828.6 | 78 |
| Columbia, S.C. | 822.9 | 79 |
| Johnstown - Altoona, Pa. | 811.3 | 80 |
| South Bend - Elkhart, Ind. | 808.7 | 81 |
| Tucson, Ariz. | 807.1 | 82 |
| Cedar Rapids - Waterloo - Dubuque, Iowa | 806.1 | 83 |
| Chattanooga, Tenn. | 805.2 | 84 |
| Las Vegas, Nev. | 787.6 | 85 |
| Jackson, Miss. | 784.8 | 86 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 783.5 | 87 |
| Bristol - Kingsport - Johnson City, Tenn. | 778.1 | 88 |
| El Paso, Tex. | 762.4 | 89 |
| Huntsville - Decatur - Florence, Ala. | 743.6 | 90 |
| Baton Rouge, La. | 726.0 | 91 |
| Youngstown, Ohio | 718.8 | 92 |
| McAllen - Brownsville, Tex. | 715.1 | 93 |
| Waco - Temple - Bryan, Tex. | 708.5 | 94 |
| Madison, Wisc. | 698.8 | 95 |
| Greenville - New Bern - Washington, N.C. | 697.3 | 96 |
| Evansville, Ind. | 686.1 | 97 |
| Springfield, Mass. | 677.4 | 98 |
| Burlington - Plattsburgh, Vt.-N.Y. | 660.1 | 99 |
| Savannah, Ga. | 653.6 | 100 |
| Ft. Myers - Naples, Fla. | 651.6 | 101 |
| Colorado Springs - Pueblo, Colo. | 637.4 | 102 |
| Salinas - Monterey, Calif. | 633.9 | 103 |
| Charleston, S.C. | 633.7 | 104 |
| Ft. Wayne, Ind. | 632.2 | 105 |
| Lansing, Mich. | 628.5 | 106 |
| Lincoln - Hastings - Kearney, Neb. | 616.4 | 107 |
| Santa Barbara - Santa Maria - San Luis Obispo, Calif. | 596.3 | 108 |
| Peoria - Bloomington, Ill. | 586.2 | 109 |
| Sioux Falls - Mitchell, S.D. | 580.7 | 110 |
| Montgomery - Selma, Ala. | 578.4 | 111 |
| Augusta, Ga. | 571.3 | 112 |
| Fargo, N.D. | 570.9 | 113 |
| Tyler - Longview - Jacksonville, Tex. | 538.5 | 114 |
| Tallahassee - Thomasville, Fla.-Ga. | 535.3 | 115 |
| Lafayette, La. | 524.7 | 116 |
| Eugene, Ore. | 510.8 | 117 |
| Corpus Christi, Tex. | 504.8 | 118 |
| Macon, Ga. | 504.5 | 119 |
| Columbus, Ga. | 500.3 | 120 |
| Reno, Nev. | 496.9 | 121 |
| Ft. Smith, Ark. | 492.5 | 122 |
| Bakersfield, Calif. | 482.4 | 123 |
| Traverse City - Cadillac, Mich. | 480.0 | 124 |
| Monroe - El Dorado, La.-Ark. | 476.4 | 125 |
| Yakima - Pasco - Richland - Kennewick, Wash. | 476.3 | 126 |
| La Crosse - Eau Claire, Wisc. | 473.6 | 127 |
| Columbus - Tupelo, Miss. | 470.8 | 128 |
| Amarillo, Tex. | 448.1 | 129 |
| Wausau - Rhinelander, Wisc. | 438.3 | 130 |
| Duluth - Superior, Minn.-Wisc. | 433.5 | 131 |
| Beaumont - Port Arthur, Tex. | 430.0 | 132 |
| Chico - Redding, Calif. | 425.5 | 133 |
| Binghamton, N.Y. | 424.9 | 134 |
| Florence - Myrtle Beach, S.C. | 415.9 | 135 |
| Wichita Falls - Lawton, Tex.-Okla. | 413.4 | 136 |
| Rockford, Ill. | 412.6 | 137 |
| Boise, Ida. | 411.8 | 138 |
| Terre Haute, Ind. | 411.7 | 139 |
| Sioux City, Iowa | 411.4 | 140 |
| Erie, Pa. | 410.7 | 141 |
| Topeka, Kans. | 405.6 | 142 |
| Wilmington, N.C. | 386.8 | 143 |
| Odessa - Midland, Tex. | 384.5 | 144 |
| Lubbock, Tex. | 377.9 | 145 |
| Albany, Ga. | 377.1 | 146 |
| Wheeling - Steubenville, W.Va.-Ohio | 374.3 | 147 |
| Minot - Bismarck - Dickinson - Glendive, N.D.-Mont. | 363.1 | 148 |
| Bluefield - Beckley - Oak Hill, W.Va. | 362.2 | 149 |
| Columbia - Jefferson City, Mo. | 360.0 | 150 |
| Joplin - Pittsburg, Mo.-Kans. | 353.9 | 151 |
| Medford, Ore. | 349.8 | 152 |
| Rochester - Mason City - Austin, Minn.-Iowa | 349.1 | 153 |
| Bangor, Maine | 332.7 | 154 |
| Idaho Falls - Pocatello, Ida. | 322.3 | 155 |
| Biloxi - Gulfport - Pascagoula, Miss. | 301.3 | 156 |
| Abilene - Sweetwater, Tex. | 289.4 | 157 |
| Quincy - Hannibal, Ill.-Mo. | 289.0 | 158 |
| Utica, N.Y. | 285.3 | 159 |
| Sarasota, Fla. | 282.7 | 160 |
| Clarksburg - Weston, W.Va. | 279.1 | 161 |
| Laurel - Hattiesburg, Miss. | 264.9 | 162 |
| Palm Springs, Calif. | 259.3 | 163 |
| Panama City, Fla. | 253.8 | 164 |
| Watertown - Carthage, N.Y. | 253.1 | 165 |
| Alexandria, La. | 249.8 | 166 |
| Salisbury, Md. | 248.9 | 167 |
| Dothan, Ala. | 238.9 | 168 |
| Harrisonburg, Va. | 238.9 | 168 |
| Elmira, N.Y. | 235.8 | 170 |
| Rapid City, S.D. | 233.6 | 171 |
| Gainesville, Fla. | 231.0 | 172 |
| Greenwood - Greenville, Miss. | 230.5 | 173 |
| Lake Charles, La. | 228.7 | 174 |
| Billings - Hardin, Mont. | 225.5 | 175 |
| El Centro - Yuma, Calif.-Ariz. | 220.0 | 176 |
| Missoula, Mont. | 188.0 | 177 |
| Jonesboro, Ark. | 186.1 | 178 |
| Ardmore - Ada, Okla. | 182.6 | 179 |
| Meridian, Miss. | 180.1 | 180 |
| Grand Junction - Durango, Colo. | 177.6 | 181 |
| Great Falls, Mont. | 168.7 | 182 |
| Tuscaloosa, Ala. | 151.6 | 183 |
| Marquette, Mich. | 151.3 | 184 |
| Jackson, Tenn. | 150.2 | 185 |
| Parkersburg, W.Va. | 148.4 | 186 |
| Laredo, Tex. | 145.1 | 187 |
| Eureka, Calif. | 144.0 | 188 |
| San Angelo, Tex. | 134.7 | 189 |
| Lafayette, Ind. | 131.2 | 190 |
| Butte, Mont. | 129.2 | 191 |
| St. Joseph, Mo. | 128.1 | 192 |
| Bowling Green, Ky. | 122.7 | 193 |
| Hagerstown, Md. | 122.1 | 194 |
| Anniston, Ala. | 116.2 | 195 |
| Lima, Ohio | 109.8 | 196 |
| Charlottesville, Va. | 109.4 | 197 |
| Cheyenne - Scottsbluff (Sterling), Wyo.-Neb. | 109.1 | 198 |
| Casper - Riverton, Wyo. | 108.7 | 199 |
| Flagstaff, Ariz. | 98.6 | 200 |
| Twin Falls, Ida. | 97.4 | 201 |
| Ottumwa - Kirksville, Iowa-Mo. | 87.4 | 202 |
| Presque Isle, Maine | 86.6 | 203 |
| Mankato, Minn. | 82.3 | 204 |
| Zanesville, Ohio | 82.1 | 205 |
| Bend, Ore. | 75.8 | 206 |
| Victoria, Tex. | 74.3 | 207 |
| Helena, Mont. | 47.7 | 208 |
| North Platte, Neb. | 45.0 | 209 |
| Alpena, Mich. | 40.8 | 210 |

# HOUSEHOLDS

| ADI | (Thous.) | Rank |
|---|---|---|
| New York, N.Y. | 6,822.5 | 1 |
| Los Angeles, Calif. | 4,937.3 | 2 |
| Chicago, Ill. | 3,024.0 | 3 |
| Philadelphia, Pa. | 2,641.9 | 4 |
| San Francisco - Oakland - San Jose, Calif. | 2,257.1 | 5 |
| Boston, Mass. | 2,137.9 | 6 |
| Washington, D.C. | 1,761.6 | 7 |
| Dallas - Ft. Worth, Tex. | 1,741.5 | 8 |
| Detroit, Mich. | 1,726.3 | 9 |
| Houston, Tex. | 1,452.1 | 10 |
| Cleveland, Ohio | 1,433.1 | 11 |
| Atlanta, Ga. | 1,431.0 | 12 |
| Seattle - Tacoma, Wash. | 1,396.2 | 13 |
| Minneapolis - St. Paul, Minn. | 1,374.1 | 14 |
| Miami - Ft. Lauderdale, Fla. | 1,274.2 | 15 |
| Tampa - St. Petersburg, Fla. | 1,225.9 | 16 |
| Pittsburgh, Pa. | 1,154.3 | 17 |
| St. Louis, Mo. | 1,114.8 | 18 |
| Sacramento - Stockton, Calif. | 1,051.4 | 19 |
| Phoenix, Ariz. | 1,016.6 | 20 |
| Denver, Colo. | 1,012.9 | 21 |
| Baltimore, Md. | 955.4 | 22 |
| Hartford - New Haven, Conn. | 931.2 | 23 |
| San Diego, Calif. | 911.8 | 24 |
| Orlando - Daytona Beach - Melbourne, Fla. | 907.3 | 25 |
| Portland, Ore. | 860.0 | 26 |
| Indianapolis, Ind. | 859.5 | 27 |
| Milwaukee, Wisc. | 768.1 | 28 |
| Cincinnati, Ohio | 761.7 | 29 |
| Kansas City, Mo. | 760.7 | 30 |
| Charlotte, N.C. | 733.7 | 31 |
| Nashville, Tenn. | 715.6 | 32 |
| Raleigh - Durham, N.C. | 704.0 | 33 |
| Columbus, Ohio | 692.3 | 34 |
| Greenville - Spartanburg - Asheville, S.C.-N.C. | 657.1 | 35 |
| Buffalo, N.Y. | 635.7 | 36 |
| Grand Rapids - Kalamazoo - Battle Creek, Mich. | 613.1 | 37 |
| Norfolk - Portsmouth - Newport News - Hampton, Va. | 600.7 | 38 |
| New Orleans, La. | 599.9 | 39 |
| Memphis, Tenn. | 597.8 | 40 |
| Salt Lake City, Utah | 588.9 | 41 |
| San Antonio, Tex. | 581.9 | 42 |
| Providence - New Bedford, R.I.-Mass. | 573.8 | 43 |
| Oklahoma City, Okla. | 569.0 | 44 |
| Louisville, Ky. | 551.7 | 45 |
| Harrisburg - York - Lancaster - Lebanon, Pa. | 547.0 | 46 |
| West Palm Beach - Ft. Pierce - Vero Beach, Fla. | 533.7 | 47 |
| Greensboro - Winston-Salem - High Point, N.C. | 525.8 | 48 |
| Wilkes-Barre - Scranton, Pa. | 525.0 | 49 |
| Albuquerque, N.M. | 508.2 | 50 |
| Albany - Schenectady - Troy, N.Y. | 507.6 | 51 |
| Birmingham, Ala. | 504.9 | 52 |
| Dayton, Ohio | 501.4 | 53 |
| Charleston - Huntington, W.Va. | 468.8 | 54 |
| Jacksonville, Fla. | 464.4 | 55 |
| Flint - Saginaw - Bay City, Mich. | 455.1 | 56 |
| Little Rock, Ark. | 452.9 | 57 |
| Fresno - Visalia, Calif. | 447.9 | 58 |
| Tulsa, Okla. | 446.6 | 59 |
| Richmond, Va. | 435.0 | 60 |
| Wichita - Hutchinson, Kans. | 424.9 | 61 |
| Knoxville, Tenn. | 421.5 | 62 |
| Mobile - Pensacola, Ala.-Fla. | 407.1 | 63 |
| Toledo, Ohio | 404.1 | 64 |
| Roanoke - Lynchburg, Va. | 391.3 | 65 |
| Syracuse, N.Y. | 385.7 | 66 |
| Green Bay - Appleton, Wisc. | 381.0 | 67 |
| Austin, Tex. | 370.6 | 68 |
| Des Moines, Iowa | 370.0 | 69 |
| Portland - Poland Spring, Maine | 369.6 | 70 |
| Shreveport - Texarkana, La.-Tex.-Ark. | 368.4 | 71 |
| Rochester, N.Y. | 361.0 | 72 |
| Omaha, Neb. | 358.0 | 73 |
| Lexington, Ky. | 343.1 | 74 |
| Springfield - Decatur - Champaign, Ill. | 338.9 | 75 |
| Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill. | 338.3 | 76 |
| Springfield, Mo. | 321.9 | 77 |
| Spokane, Wash. | 318.9 | 78 |
| Tucson, Ariz. | 310.2 | 79 |
| Chattanooga, Tenn. | 305.9 | 80 |
| Las Vegas, Nev. | 304.8 | 81 |
| Johnstown - Altoona, Pa. | 303.4 | 82 |
| Cedar Rapids - Waterloo - Dubuque, Iowa | 302.0 | 83 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 302.0 | 83 |
| Bristol - Kingsport - Johnson City, Tenn. | 297.6 | 85 |
| South Bend - Elkhart, Ind. | 297.5 | 86 |
| Columbia, S.C. | 289.0 | 87 |
| Huntsville - Decatur - Florence, Ala. | 283.9 | 88 |
| Jackson, Miss. | 277.9 | 89 |
| Youngstown, Ohio | 272.3 | 90 |
| Ft. Myers - Naples, Fla. | 270.0 | 91 |
| Madison, Wisc. | 267.4 | 92 |
| Evansville, Ind. | 262.1 | 93 |
| Baton Rouge, La. | 251.9 | 94 |
| Waco - Temple - Bryan, Tex. | 250.7 | 95 |
| Springfield, Mass. | 249.3 | 96 |
| Greenville - New Bern - Washington, N.C. | 245.9 | 97 |
| Burlington - Plattsburgh, Vt.-N.Y. | 241.8 | 98 |
| Lincoln - Hastings - Kearney, Neb. | 239.9 | 99 |
| Colorado Springs - Pueblo, Colo. | 238.4 | 100 |
| El Paso, Tex. | 235.7 | 101 |
| Ft. Wayne, Ind. | 232.8 | 102 |
| Savannah, Ga. | 232.0 | 103 |
| Lansing, Mich. | 227.2 | 104 |
| Charleston, S.C. | 221.5 | 105 |
| Peoria - Bloomington, Ill. | 220.6 | 105 |
| Sioux Falls - Mitchell, S.D. | 219.6 | 107 |
| Fargo, N.D. | 214.9 | 108 |
| Santa Barbara - Santa Maria - San Luis Obispo, Calif. | 213.7 | 109 |
| Salinas - Monterey, Calif. | 212.0 | 110 |
| Montgomery - Selma, Ala. | 208.6 | 111 |
| Augusta, Ga. | 203.2 | 112 |
| Tyler - Longview - Jacksonville, Tex. | 201.2 | 113 |
| Eugene, Ore. | 197.8 | 114 |
| McAllen - Brownsville, Tex. | 195.8 | 115 |
| Tallahassee - Thomasville, Fla.-Ga. | 195.6 | 116 |
| Reno, Nev. | 192.5 | 117 |
| Ft. Smith, Ark. | 187.3 | 118 |
| Lafayette, La. | 184.0 | 119 |
| Macon, Ga. | 180.9 | 120 |
| Columbus, Ga. | 180.6 | 121 |
| Traverse City - Cadillac, Mich. | 180.1 | 122 |
| La Crosse - Eau Claire, Wisc. | 175.0 | 123 |
| Columbus - Tupelo, Miss. | 171.7 | 124 |
| Yakima - Pasco - Richland - Kennewick, Wash. | 171.5 | 125 |
| Corpus Christi, Tex. | 171.1 | 126 |
| Duluth - Superior, Minn.-Wisc. | 170.8 | 127 |
| Monroe - El Dorado, La.-Ark. | 169.1 | 128 |
| Amarillo, Tex. | 167.9 | 129 |
| Chico - Redding, Calif. | 163.8 | 130 |
| Wausau - Rhinelander, Wisc. | 161.8 | 131 |
| Bakersfield, Calif. | 161.2 | 132 |
| Beaumont - Port Arthur, Tex. | 160.2 | 133 |
| Binghamton, N.Y. | 160.1 | 134 |
| Terre Haute, Ind. | 157.7 | 135 |
| Rockford, Ill. | 156.3 | 136 |
| Sioux City, Iowa | 153.6 | 137 |
| Erie, Pa. | 152.6 | 138 |
| Wichita Falls - Lawton, Tex.-Okla. | 152.6 | 138 |
| Topeka, Kans. | 151.6 | 140 |
| Boise, Ida. | 151.1 | 141 |
| Florence - Myrtle Beach, S.C. | 151.1 | 141 |
| Wilmington, N.C. | 145.9 | 143 |
| Wheeling - Steubenville, W.Va.-Ohio | 144.8 | 144 |
| Joplin - Pittsburg, Mo.-Kans. | 139.8 | 145 |
| Medford, Ore. | 138.1 | 146 |
| Bluefield - Beckley - Oak Hill, W.Va. | 137.8 | 147 |
| Minot - Bismarck - Dickinson - Glendive, N.D.-Mont. | 135.4 | 148 |
| Rochester - Mason City - Austin, Minn.-Iowa | 135.4 | 148 |
| Lubbock, Tex. | 134.9 | 150 |
| Odessa - Midland, Tex. | 134.8 | 151 |
| Columbia - Jefferson City, Mo. | 133.6 | 152 |
| Albany, Ga. | 133.3 | 153 |
| Sarasota, Fla. | 127.8 | 154 |
| Bangor, Maine | 125.0 | 155 |
| Quincy - Hannibal, Ill.-Mo. | 110.3 | 156 |
| Abilene - Sweetwater, Tex. | 108.2 | 157 |
| Biloxi - Gulfport - Pascagoula, Miss. | 106.9 | 158 |
| Clarksburg - Weston, W.Va. | 106.6 | 159 |
| Idaho Falls - Pocatello, Ida. | 106.4 | 160 |
| Utica, N.Y. | 105.2 | 161 |
| Panama City, Fla. | 96.1 | 162 |
| Laurel - Hattiesburg, Miss. | 95.1 | 163 |
| Salisbury, Md. | 94.7 | 164 |
| Gainesville, Fla. | 89.9 | 165 |
| Palm Springs, Calif. | 89.2 | 166 |
| Dothan, Ala. | 89.1 | 167 |
| Elmira, N.Y. | 87.8 | 168 |
| Harrisonburg, Va. | 87.8 | 168 |
| Watertown - Carthage, N.Y. | 86.4 | 170 |
| Billings - Hardin, Mont. | 86.2 | 171 |
| Rapid City, S.D. | 85.4 | 172 |
| Alexandria, La. | 84.7 | 173 |
| Lake Charles, La. | 80.8 | 174 |
| Greenwood - Greenville, Miss. | 75.6 | 175 |
| Jonesboro, Ark. | 72.7 | 176 |
| Missoula, Mont. | 72.7 | 176 |
| Ardmore - Ada, Okla. | 70.5 | 178 |
| El Centro - Yuma, Calif.-Ariz. | 69.9 | 179 |
| Grand Junction - Durango, Colo. | 68.8 | 180 |
| Meridian, Miss. | 65.4 | 181 |
| Great Falls, Mont. | 63.2 | 182 |
| Jackson, Tenn. | 57.7 | 183 |
| Parkersburg, W.Va. | 57.5 | 184 |
| Marquette, Mich. | 56.7 | 185 |
| Tuscaloosa, Ala. | 55.8 | 186 |
| Eureka, Calif. | 55.0 | 187 |
| Butte, Mont. | 49.9 | 188 |
| St. Joseph, Mo. | 49.6 | 189 |
| San Angelo, Tex. | 48.9 | 190 |
| Bowling Green, Ky. | 46.1 | 191 |
| Lafayette, Ind. | 45.9 | 192 |
| Hagerstown, Md. | 45.0 | 193 |
| Anniston, Ala. | 43.0 | 194 |
| Cheyenne - Scottsbluff (Sterling), Wyo.-Neb. | 42.2 | 195 |
| Casper - Riverton, Wyo. | 41.0 | 196 |
| Charlottesville, Va. | 40.9 | 197 |
| Lima, Ohio | 39.4 | 198 |
| Laredo, Tex. | 38.0 | 199 |
| Twin Falls, Ida. | 36.2 | 200 |
| Ottumwa - Kirksville, Iowa-Mo. | 33.9 | 201 |
| Presque Isle, Maine | 31.2 | 202 |
| Zanesville, Ohio | 30.8 | 203 |
| Flagstaff, Ariz. | 30.6 | 204 |
| Mankato, Minn. | 30.4 | 205 |
| Bend, Ore. | 29.6 | 206 |
| Victoria, Tex. | 26.2 | 207 |
| Helena, Mont. | 18.7 | 208 |
| North Platte, Neb. | 17.6 | 209 |
| Alpena, Mich. | 16.1 | 210 |

S&MM/ARBITRON TV MARKET (ADI) RANKING

# EFFECTIVE BUYING INCOME (EBI)

| ADI | ($000) | Rank |
|---|---|---|
| New York, N.Y. | 334,768,128 | 1 |
| Los Angeles, Calif. | 227,215,630 | 2 |
| Chicago, Ill. | 131,509,938 | 3 |
| San Francisco - Oakland - San Jose, Calif. | 113,928,247 | 4 |
| Philadelphia, Pa. | 113,063,668 | 5 |
| Boston, Mass. | 98,914,171 | 6 |
| Washington, D.C. | 88,508,825 | 7 |
| Detroit, Mich. | 68,183,682 | 8 |
| Dallas - Ft. Worth, Tex. | 67,737,639 | 9 |
| Houston, Tex. | 55,638,038 | 10 |
| Seattle - Tacoma, Wash. | 55,303,946 | 11 |
| Atlanta, Ga. | 54,647,019 | 12 |
| Minneapolis - St. Paul, Minn. | 52,452,004 | 13 |
| Cleveland, Ohio | 51,458,596 | 14 |
| Miami - Ft. Lauderdale, Fla. | 48,391,395 | 15 |
| St. Louis, Mo. | 42,278,046 | 16 |
| Hartford - New Haven, Conn. | 41,727,044 | 17 |
| Sacramento - Stockton, Calif. | 41,202,407 | 18 |
| San Diego, Calif. | 41,179,182 | 19 |
| Tampa - St. Petersburg, Fla. | 40,158,165 | 20 |
| Pittsburgh, Pa. | 39,656,855 | 21 |
| Baltimore, Md. | 38,544,766 | 22 |
| Denver, Colo. | 38,002,238 | 23 |
| Phoenix, Ariz. | 35,203,419 | 24 |
| Milwaukee, Wisc. | 31,365,070 | 25 |
| Orlando - Daytona Beach - Melbourne, Fla. | 30,595,972 | 26 |
| Indianapolis, Ind. | 29,507,641 | 27 |
| Portland, Ore. | 29,425,836 | 28 |
| Kansas City, Mo. | 28,785,401 | 29 |
| Cincinnati, Ohio | 27,502,007 | 30 |
| Charlotte, N.C. | 24,489,597 | 31 |
| Nashville, Tenn. | 23,693,652 | 32 |
| Columbus, Ohio | 23,448,749 | 33 |
| Raleigh - Durham, N.C. | 23,136,008 | 34 |
| Grand Rapids - Kalamazoo - Battle Creek, Mich. | 22,455,462 | 35 |
| Buffalo, N.Y. | 22,164,783 | 36 |
| Providence - New Bedford, R.I.-Mass. | 21,530,728 | 37 |
| West Palm Beach - Ft. Pierce - Vero Beach, Fla. | 21,477,379 | 38 |
| Harrisburg - York - Lancaster - Lebanon, Pa. | 21,062,352 | 39 |
| Norfolk - Portsmouth - Newport News - Hampton, Va. | 20,991,289 | 40 |
| New Orleans, La. | 19,689,242 | 41 |
| Greenville - Spartanburg - Asheville, S.C.-N.C. | 19,642,987 | 42 |
| Albany - Schenectady - Troy, N.Y. | 19,514,342 | 43 |
| Salt Lake City, Utah | 19,394,385 | 44 |
| San Antonio, Tex. | 18,272,872 | 45 |
| Memphis, Tenn. | 18,007,109 | 46 |
| Louisville, Ky. | 17,668,052 | 47 |
| Greensboro - Winston-Salem - High Point, N.C. | 17,560,339 | 48 |
| Dayton, Ohio | 17,532,266 | 49 |
| Oklahoma City, Okla. | 16,935,925 | 50 |
| Wilkes-Barre - Scranton, Pa. | 16,466,947 | 51 |
| Richmond, Va. | 16,174,281 | 52 |
| Fresno - Visalia, Calif. | 15,993,001 | 53 |
| Jacksonville, Fla. | 15,987,425 | 54 |
| Albuquerque, N.M. | 15,222,348 | 55 |
| Birmingham, Ala. | 15,208,283 | 56 |
| Rochester, N.Y. | 15,141,815 | 57 |
| Wichita - Hutchinson, Kans. | 14,919,050 | 58 |
| Flint - Saginaw - Bay City, Mich. | 14,860,002 | 59 |
| Syracuse, N.Y. | 14,498,106 | 60 |
| Toledo, Ohio | 13,996,283 | 61 |
| Little Rock, Ark. | 13,606,277 | 62 |
| Portland - Poland Spring, Maine | 13,187,085 | 63 |
| Mobile - Pensacola, Ala.-Fla. | 13,148,741 | 64 |
| Omaha, Neb. | 13,041,318 | 65 |
| Tulsa, Okla. | 13,009,244 | 66 |
| Austin, Tex. | 12,993,316 | 67 |
| Charleston - Huntington, W.Va. | 12,924,699 | 68 |
| Green Bay - Appleton, Wisc. | 12,639,354 | 69 |
| Des Moines, Iowa | 12,422,057 | 70 |
| Roanoke - Lynchburg, Va. | 12,319,204 | 71 |
| Knoxville, Tenn. | 12,209,402 | 72 |
| Springfield - Decatur - Champaign, Ill. | 11,755,129 | 73 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 10,639,771 | 74 |
| Las Vegas, Nev. | 10,557,430 | 75 |
| Shreveport - Texarkana, La.-Tex.-Ark. | 10,518,501 | 76 |
| Cedar Rapids - Waterloo - Dubuque, Iowa | 10,464,662 | 77 |
| Lexington, Ky. | 9,937,538 | 78 |
| Spokane, Wash. | 9,784,737 | 79 |
| South Bend - Elkhart, Ind. | 9,746,360 | 80 |
| Columbia, S.C. | 9,672,663 | 81 |
| Madison, Wisc. | 9,612,860 | 82 |
| Salinas - Monterey, Calif. | 9,497,315 | 83 |
| Ft. Myers - Naples, Fla. | 9,331,559 | 84 |
| Springfield, Mass. | 9,235,487 | 85 |
| Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill. | 9,105,750 | 86 |
| Chattanooga, Tenn. | 9,042,747 | 87 |
| Huntsville - Decatur - Florence, Ala. | 9,014,542 | 88 |
| Santa Barbara - Santa Maria - San Luis Obispo, Calif. | 9,012,717 | 89 |
| Youngstown, Ohio | 8,958,779 | 90 |
| Johnstown - Altoona, Pa. | 8,940,132 | 91 |
| Tucson, Ariz. | 8,879,812 | 92 |
| Peoria - Bloomington, Ill. | 8,767,415 | 93 |
| Baton Rouge, La. | 8,635,514 | 94 |
| Springfield, Mo. | 8,601,917 | 95 |
| Bristol - Kingsport - Johnson City, Tenn. | 8,581,768 | 96 |
| Lansing, Mich. | 8,327,369 | 97 |
| Jackson, Miss. | 8,231,894 | 98 |
| Evansville, Ind. | 8,213,658 | 99 |
| Burlington - Plattsburgh, Vt.-N.Y. | 8,102,970 | 100 |
| Ft. Wayne, Ind. | 7,739,977 | 101 |
| Lincoln - Hastings - Kearney, Neb. | 7,643,488 | 102 |
| Waco - Temple - Bryan, Tex. | 7,544,992 | 103 |
| Colorado Springs - Pueblo, Colo. | 7,312,321 | 104 |
| Savannah, Ga. | 7,281,763 | 105 |
| Reno, Nev. | 7,052,930 | 106 |
| Charleston, S.C. | 6,878,400 | 107 |
| El Paso, Tex. | 6,752,595 | 108 |
| Greenville - New Bern - Washington, N.C. | 6,668,532 | 109 |
| Sioux Falls - Mitchell, S.D. | 6,649,857 | 110 |
| Fargo, N.D. | 6,471,852 | 111 |
| Tyler - Longview - Jacksonville, Tex. | 6,268,521 | 112 |
| Bakersfield, Calif. | 6,259,679 | 113 |
| Augusta, Ga. | 6,177,254 | 114 |
| Binghamton, N.Y. | 5,928,109 | 115 |
| Tallahassee - Thomasville, Fla.-Ga. | 5,909,478 | 116 |
| Rockford, Ill. | 5,866,407 | 117 |
| Montgomery - Selma, Ala. | 5,818,100 | 118 |
| Eugene, Ore. | 5,814,461 | 119 |
| Macon, Ga. | 5,759,419 | 120 |
| Yakima - Pasco - Richland - Kennewick, Wash. | 5,666,721 | 121 |
| Lafayette, La. | 5,501,058 | 122 |
| Beaumont - Port Arthur, Tex. | 5,480,829 | 123 |
| La Crosse - Eau Claire, Wisc. | 5,480,341 | 124 |
| Ft. Smith, Ark. | 5,419,746 | 125 |
| Erie, Pa. | 5,313,412 | 126 |
| Amarillo, Tex. | 5,235,737 | 127 |
| Topeka, Kans. | 5,231,889 | 128 |
| Columbus, Ga. | 5,227,494 | 129 |
| Corpus Christi, Tex. | 5,141,440 | 130 |
| Wausau - Rhinelander, Wisc. | 5,141,382 | 131 |
| Duluth - Superior, Minn.-Wisc. | 5,128,170 | 132 |
| Chico - Redding, Calif. | 4,978,029 | 133 |
| Traverse City - Cadillac, Mich. | 4,898,184 | 134 |
| Boise, Ida. | 4,840,648 | 135 |
| Terre Haute, Ind. | 4,699,336 | 136 |
| McAllen - Brownsville, Tex. | 4,685,762 | 137 |
| Odessa - Midland, Tex. | 4,585,277 | 138 |
| Sioux City, Iowa | 4,448,042 | 139 |
| Rochester - Mason City - Austin, Minn.-Iowa | 4,440,024 | 140 |
| Sarasota, Fla. | 4,433,741 | 141 |
| Columbus - Tupelo, Miss. | 4,387,301 | 142 |
| Columbia - Jefferson City, Mo. | 4,324,528 | 143 |
| Florence - Myrtle Beach, S.C. | 4,294,460 | 144 |
| Wichita Falls - Lawton, Tex.-Okla. | 4,287,258 | 145 |
| Monroe - El Dorado, La.-Ark. | 4,283,546 | 146 |
| Wheeling - Steubenville, W.Va.-Ohio | 4,243,200 | 147 |
| Minot - Bismarck - Dickinson - Glendive, N.D.-Mont. | 4,210,527 | 148 |
| Lubbock, Tex. | 3,918,966 | 149 |
| Wilmington, N.C. | 3,899,732 | 150 |
| Bangor, Maine | 3,850,306 | 151 |
| Medford, Ore. | 3,719,364 | 152 |
| Joplin - Pittsburg, Mo.-Kans. | 3,715,569 | 153 |
| Albany, Ga. | 3,621,529 | 154 |
| Utica, N.Y. | 3,612,081 | 155 |
| Palm Springs, Calif. | 3,591,058 | 156 |
| Bluefield - Beckley - Oak Hill, W.Va. | 3,496,970 | 157 |
| Idaho Falls - Pocatello, Ida. | 3,486,848 | 158 |
| Biloxi - Gulfport - Pascagoula, Miss. | 3,400,772 | 159 |
| Quincy - Hannibal, Ill.-Mo. | 3,217,320 | 160 |
| Abilene - Sweetwater, Tex. | 3,036,239 | 161 |
| Salisbury, Md. | 2,942,575 | 162 |
| Elmira, N.Y. | 2,777,589 | 163 |
| Rapid City, S.D. | 2,756,759 | 164 |
| Gainesville, Fla. | 2,713,809 | 165 |
| Harrisonburg, Va. | 2,683,895 | 166 |
| Clarksburg - Weston, W.Va. | 2,674,377 | 167 |
| Watertown - Carthage, N.Y. | 2,602,431 | 168 |
| Laurel - Hattiesburg, Miss. | 2,578,000 | 169 |
| Lake Charles, La. | 2,550,634 | 170 |
| Panama City, Fla. | 2,511,539 | 171 |
| Billings - Hardin, Mont. | 2,510,525 | 172 |
| Dothan, Ala. | 2,422,825 | 173 |
| Alexandria, La. | 2,258,504 | 174 |
| Missoula, Mont. | 2,156,069 | 175 |
| Grand Junction - Durango, Colo. | 2,114,466 | 176 |
| El Centro - Yuma, Calif.-Ariz. | 1,996,664 | 177 |
| Jonesboro, Ark. | 1,897,540 | 178 |
| Great Falls, Mont. | 1,839,714 | 179 |
| Meridian, Miss. | 1,759,159 | 180 |
| Eureka, Calif. | 1,730,515 | 181 |
| Parkersburg, W.Va. | 1,729,846 | 182 |
| Greenwood - Greenville, Miss. | 1,722,735 | 183 |
| Marquette, Mich. | 1,653,543 | 184 |
| Jackson, Tenn. | 1,637,801 | 185 |
| Lafayette, Ind. | 1,629,803 | 186 |
| San Angelo, Tex. | 1,583,649 | 187 |
| Tuscaloosa, Ala. | 1,578,330 | 188 |
| Charlottesville, Va. | 1,524,398 | 189 |
| Ardmore - Ada, Okla. | 1,518,189 | 190 |
| St. Joseph, Mo. | 1,504,399 | 191 |
| Hagerstown, Md. | 1,464,057 | 192 |
| Butte, Mont. | 1,442,167 | 193 |
| Casper - Riverton, Wyo. | 1,346,007 | 194 |
| Lima, Ohio | 1,308,038 | 195 |
| Cheyenne - Scottsbluff (Sterling), Wyo.-Neb. | 1,238,999 | 196 |
| Anniston, Ala. | 1,220,726 | 197 |
| Bowling Green, Ky. | 1,203,738 | 198 |
| Twin Falls, Ida. | 1,139,963 | 199 |
| Presque Isle, Maine | 948,166 | 200 |
| Flagstaff, Ariz. | 928,790 | 201 |
| Laredo, Tex. | 903,164 | 202 |
| Mankato, Minn. | 883,047 | 203 |
| Victoria, Tex. | 874,397 | 204 |
| Bend, Ore. | 854,292 | 205 |
| Ottumwa - Kirksville, Iowa-Mo. | 839,950 | 206 |
| Zanesville, Ohio | 827,658 | 207 |
| Helena, Mont. | 577,398 | 208 |
| North Platte, Neb. | 558,262 | 209 |
| Alpena, Mich. | 479,444 | 210 |

# TOTAL RETAIL SALES

| ADI | ($000) | Rank |
|---|---|---|
| New York, N.Y. | 136,993,448 | 1 |
| Los Angeles, Calif. | 110,366,599 | 2 |
| Chicago, Ill. | 63,400,771 | 3 |
| Philadelphia, Pa. | 55,134,514 | 4 |
| Boston, Mass. | 50,958,312 | 5 |
| San Francisco - Oakland - San Jose, Calif. | 49,536,812 | 6 |
| Dallas - Ft. Worth, Tex. | 38,431,905 | 7 |
| Washington, D.C. | 37,736,919 | 8 |
| Detroit, Mich. | 35,736,699 | 9 |
| Atlanta, Ga. | 29,700,302 | 10 |
| Houston, Tex. | 28,400,582 | 11 |
| Minneapolis - St. Paul, Minn | 28,336,525 | 12 |
| Seattle - Tacoma, Wash. | 28,108,631 | 13 |
| Miami - Ft. Lauderdale, Fla. | 27,939,867 | 14 |
| Cleveland, Ohio | 25,600,898 | 15 |
| Tampa - St. Petersburg, Fla. | 22,530,387 | 16 |
| St. Louis, Mo. | 20,748,211 | 17 |
| Sacramento - Stockton, Calif. | 19,802,038 | 18 |
| Hartford - New Haven, Conn. | 19,758,466 | 19 |
| Denver, Colo. | 19,705,454 | 20 |
| Phoenix, Ariz. | 19,449,053 | 21 |
| San Diego, Calif. | 19,209,425 | 22 |
| Pittsburgh, Pa. | 19,082,739 | 23 |
| Baltimore, Md. | 18,741,154 | 24 |
| Orlando - Daytona Beach - Melbourne, Fla. | 18,468,341 | 25 |
| Portland, Ore. | 16,808,105 | 26 |
| Indianapolis, Ind. | 16,265,693 | 27 |
| Milwaukee, Wisc. | 15,240,718 | 28 |
| Kansas City, Mo. | 14,482,302 | 29 |
| Cincinnati, Ohio | 13,745,775 | 30 |
| Charlotte, N.C. | 13,469,640 | 31 |
| Raleigh - Durham, N.C. | 12,947,801 | 32 |
| Columbus, Ohio | 12,723,079 | 33 |
| Nashville, Tenn. | 12,424,377 | 34 |
| New Orleans, La. | 12,331,839 | 35 |
| Norfolk - Portsmouth - Newport News - Hampton, Va. | 11,893,556 | 36 |
| Grand Rapids - Kalamazoo - Battle Creek, Mich. | 11,731,825 | 37 |
| Providence - New Bedford, R.I.-Mass. | 11,588,116 | 38 |
| Greenville - Spartanburg - Asheville, S.C.-N.C. | 11,437,434 | 39 |
| Harrisburg - York - Lancaster - Lebanon, Pa. | 11,404,057 | 40 |
| Salt Lake City, Utah | 11,265,311 | 41 |
| West Palm Beach - Ft. Pierce - Vero Beach, Fla. | 10,988,433 | 42 |
| San Antonio, Tex. | 10,918,562 | 43 |
| Buffalo, N.Y. | 10,766,883 | 44 |
| Albany - Schenectady - Troy, N.Y. | 10,576,007 | 45 |
| Memphis, Tenn. | 10,123,681 | 46 |
| Oklahoma City, Okla. | 9,921,728 | 47 |
| Greensboro - Winston-Salem - High Point, N.C. | 9,720,638 | 48 |
| Louisville, Ky. | 9,658,622 | 49 |
| Jacksonville, Fla. | 9,222,434 | 50 |
| Wilkes-Barre - Scranton, Pa. | 9,205,559 | 51 |
| Portland - Poland Spring, Maine | 8,964,500 | 52 |
| Birmingham, Ala. | 8,922,951 | 53 |
| Dayton, Ohio | 8,836,107 | 54 |
| Albuquerque, N.M. | 8,714,231 | 55 |
| Flint - Saginaw - Bay City, Mich. | 8,645,045 | 56 |
| Richmond, Va. | 8,361,294 | 57 |
| Little Rock, Ark. | 8,097,089 | 58 |
| Fresno - Visalia, Calif. | 7,751,474 | 59 |
| Tulsa, Okla. | 7,577,190 | 60 |
| Rochester, N.Y. | 7,480,168 | 61 |
| Mobile - Pensacola, Ala.-Fla. | 7,449,326 | 62 |
| Toledo, Ohio | 7,394,603 | 63 |
| Wichita - Hutchinson, Kans. | 7,315,193 | 64 |
| Syracuse, N.Y. | 7,293,758 | 65 |
| Green Bay - Appleton, Wisc. | 7,220,659 | 66 |
| Knoxville, Tenn. | 7,191,394 | 67 |
| Charleston - Huntington, W.Va. | 7,066,045 | 68 |
| Austin, Tex. | 6,923,034 | 69 |
| Roanoke - Lynchburg, Va. | 6,874,442 | 70 |
| Des Moines, Iowa | 6,700,742 | 71 |
| Omaha, Neb. | 6,349,161 | 72 |
| Springfield - Decatur - Champaign, Ill. | 6,294,395 | 73 |
| Shreveport - Texarkana, La.-Tex.-Ark. | 6,178,386 | 74 |
| Madison, Wisc. | 6,156,546 | 75 |
| Lexington, Ky. | 6,019,320 | 76 |
| Las Vegas, Nev. | 5,850,623 | 77 |
| Spokane, Wash. | 5,491,068 | 78 |
| Columbia, S.C. | 5,489,890 | 79 |
| Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill. | 5,445,217 | 80 |
| South Bend - Elkhart, Ind. | 5,359,492 | 81 |
| Tucson, Ariz. | 5,327,199 | 82 |
| Cedar Rapids - Waterloo - Dubuque, Iowa | 5,320,016 | 83 |
| Huntsville - Decatur - Florence, Ala. | 5,271,922 | 84 |
| Ft. Myers - Naples, Fla. | 5,247,309 | 85 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 5,212,514 | 86 |
| Springfield, Mo. | 5,198,915 | 87 |
| Chattanooga, Tenn. | 5,104,879 | 88 |
| Johnstown - Altoona, Pa. | 5,013,880 | 89 |
| Springfield, Mass. | 4,976,812 | 90 |
| Burlington - Plattsburgh, Vt.-N.Y. | 4,826,411 | 91 |
| Baton Rouge, La. | 4,788,488 | 92 |
| Jackson, Miss. | 4,743,150 | 93 |
| Youngstown, Ohio | 4,721,246 | 94 |
| Lansing, Mich. | 4,549,999 | 95 |
| Salinas - Monterey, Calif. | 4,441,643 | 96 |
| Santa Barbara - Santa Maria - San Luis Obispo, Calif. | 4,364,527 | 97 |
| Evansville, Ind. | 4,335,160 | 98 |
| El Paso, Tex. | 4,282,422 | 99 |
| Charleston, S.C. | 4,242,367 | 100 |
| Bristol - Kingsport - Johnson City, Tenn. | 4,198,666 | 101 |
| Ft. Wayne, Ind. | 4,167,967 | 102 |
| Peoria - Bloomington, Ill. | 4,099,608 | 103 |
| Savannah, Ga. | 4,094,280 | 104 |
| Waco - Temple - Bryan, Tex. | 4,088,783 | 105 |
| Colorado Springs - Pueblo, Colo. | 4,067,257 | 106 |
| Reno, Nev. | 4,064,642 | 107 |
| Greenville - New Bern - Washington, N.C. | 3,972,534 | 108 |
| Tyler - Longview - Jacksonville, Tex. | 3,827,222 | 109 |
| Fargo, N.D. | 3,808,541 | 110 |
| Lincoln - Hastings - Kearney, Neb. | 3,805,172 | 111 |
| Sioux Falls - Mitchell, S.D. | 3,720,939 | 112 |
| Eugene, Ore. | 3,701,534 | 113 |
| Augusta, Ga. | 3,511,540 | 114 |
| Montgomery - Selma, Ala. | 3,498,170 | 115 |
| Tallahassee - Thomasville, Fla.-Ga. | 3,469,082 | 116 |
| Traverse City - Cadillac, Mich. | 3,413,148 | 117 |
| McAllen - Brownsville, Tex. | 3,389,213 | 118 |
| Florence - Myrtle Beach, S.C. | 3,375,096 | 119 |
| Ft. Smith, Ark. | 3,281,101 | 120 |
| Amarillo, Tex. | 3,227,231 | 121 |
| Macon, Ga. | 3,152,846 | 122 |
| La Crosse - Eau Claire, Wisc. | 3,117,715 | 123 |
| Yakima - Pasco - Richland - Kennewick, Wash. | 3,113,731 | 124 |
| Lafayette, La. | 3,095,946 | 125 |
| Corpus Christi, Tex. | 3,078,973 | 126 |
| Wausau - Rhinelander, Wisc. | 3,058,971 | 127 |
| Monroe - El Dorado, La.-Ark. | 3,047,307 | 128 |
| Binghamton, N.Y. | 2,993,872 | 129 |
| Erie, Pa. | 2,954,178 | 130 |
| Columbus, Ga. | 2,950,300 | 131 |
| Duluth - Superior, Minn.-Wisc. | 2,916,424 | 132 |
| Bakersfield, Calif. | 2,913,796 | 133 |
| Beaumont - Port Arthur, Tex. | 2,911,067 | 134 |
| Sarasota, Fla. | 2,865,270 | 135 |
| Terre Haute, Ind. | 2,864,245 | 136 |
| Rockford, Ill. | 2,784,601 | 137 |
| Medford, Ore. | 2,768,059 | 138 |
| Chico - Redding, Calif. | 2,674,458 | 139 |
| Lubbock, Tex. | 2,672,363 | 140 |
| Wichita Falls - Lawton, Tex.-Okla. | 2,546,537 | 141 |
| Columbia - Jefferson City, Mo. | 2,541,966 | 142 |
| Topeka, Kans. | 2,534,986 | 143 |
| Boise, Ida. | 2,523,426 | 144 |
| Bangor, Maine | 2,500,826 | 145 |
| Rochester - Mason City - Austin, Minn.-Iowa | 2,473,165 | 146 |
| Sioux City, Iowa | 2,455,247 | 147 |
| Odessa - Midland, Tex. | 2,405,153 | 148 |
| Columbus - Tupelo, Miss. | 2,401,099 | 149 |
| Wilmington, N.C. | 2,380,096 | 150 |
| Albany, Ga. | 2,245,032 | 151 |
| Salisbury, Md. | 2,242,721 | 152 |
| Minot - Bismarck - Dickinson - Glendive, N.D.-Mont. | 2,199,609 | 153 |
| Wheeling - Steubenville, W.Va.-Ohio | 2,122,120 | 154 |
| Joplin - Pittsburg, Mo.-Kans. | 2,111,553 | 155 |
| Bluefield - Beckley - Oak Hill, W.Va. | 2,035,134 | 156 |
| Utica, N.Y. | 1,922,750 | 157 |
| Idaho Falls - Pocatello, Ida. | 1,852,979 | 158 |
| Biloxi - Gulfport - Pascagoula, Miss. | 1,721,064 | 159 |
| Abilene - Sweetwater, Tex. | 1,712,711 | 160 |
| Gainesville, Fla. | 1,656,921 | 161 |
| Panama City, Fla. | 1,637,554 | 162 |
| Watertown - Carthage, N.Y. | 1,615,892 | 163 |
| Billings - Hardin, Mont. | 1,596,337 | 164 |
| Palm Springs, Calif. | 1,583,222 | 165 |
| Dothan, Ala. | 1,563,676 | 166 |
| Clarksburg - Weston, W.Va. | 1,557,186 | 167 |
| Quincy - Hannibal, Ill.-Mo. | 1,542,109 | 168 |
| Harrisonburg, Va. | 1,536,174 | 169 |
| Rapid City, S.D. | 1,525,500 | 170 |
| Elmira, N.Y. | 1,474,031 | 171 |
| Lake Charles, La. | 1,462,026 | 172 |
| Alexandria, La. | 1,427,192 | 173 |
| Laurel - Hattiesburg, Miss. | 1,373,831 | 174 |
| Missoula, Mont. | 1,367,475 | 175 |
| El Centro - Yuma, Calif.-Ariz. | 1,257,671 | 176 |
| Jonesboro, Ark. | 1,163,985 | 177 |
| Grand Junction - Durango, Colo. | 1,138,846 | 178 |
| Greenwood - Greenville, Miss. | 1,091,960 | 179 |
| Charlottesville, Va. | 1,082,481 | 180 |
| Parkersburg, W.Va. | 1,073,448 | 181 |
| Tuscaloosa, Ala. | 1,062,508 | 182 |
| Great Falls, Mont. | 1,027,404 | 183 |
| Jackson, Tenn. | 988,584 | 184 |
| Lafayette, Ind. | 962,867 | 185 |
| Ardmore - Ada, Okla. | 961,881 | 186 |
| Meridian, Miss. | 944,163 | 187 |
| Lima, Ohio | 939,805 | 188 |
| Eureka, Calif. | 894,314 | 189 |
| Bowling Green, Ky. | 882,921 | 190 |
| Hagerstown, Md. | 877,724 | 191 |
| Marquette, Mich. | 872,029 | 192 |
| St. Joseph, Mo. | 868,473 | 193 |
| Laredo, Tex. | 843,134 | 194 |
| San Angelo, Tex. | 842,608 | 195 |
| Butte, Mont. | 835,345 | 196 |
| Cheyenne - Scottsbluff (Sterling), Wyo.-Neb. | 804,418 | 197 |
| Anniston, Ala. | 751,821 | 198 |
| Flagstaff, Ariz. | 701,763 | 199 |
| Casper - Riverton, Wyo. | 697,427 | 200 |
| Bend, Ore. | 681,612 | 201 |
| Twin Falls, Ida. | 665,130 | 202 |
| Mankato, Minn. | 631,094 | 203 |
| Zanesville, Ohio | 577,575 | 204 |
| Victoria, Tex. | 566,608 | 205 |
| Presque Isle, Maine | 554,945 | 206 |
| Ottumwa - Kirksville, Iowa-Mo. | 465,175 | 207 |
| Helena, Mont. | 346,798 | 208 |
| North Platte, Neb. | 308,672 | 209 |
| Alpena, Mich. | 259,565 | 210 |

# BUYING POWER INDEX (BPI)

| ADI | BPI | Rank |
|---|---|---|
| New York, N.Y. | 8.5449 | 1 |
| Los Angeles, Calif. | 6.2457 | 2 |
| Chicago, Ill. | 3.6007 | 3 |
| Philadelphia, Pa. | 3.1033 | 4 |
| San Francisco - Oakland - San Jose, Calif. | 2.9303 | 5 |
| Boston, Mass. | 2.7160 | 6 |
| Washington, D.C. | 2.2693 | 7 |
| Dallas - Ft. Worth, Tex. | 1.9772 | 8 |
| Detroit, Mich. | 1.9401 | 9 |
| Houston, Tex. | 1.5895 | 10 |
| Atlanta, Ga. | 1.5812 | 11 |
| Seattle - Tacoma, Wash. | 1.5428 | 12 |
| Minneapolis - St. Paul, Minn. | 1.5126 | 13 |
| Cleveland, Ohio | 1.4609 | 14 |
| Miami - Ft. Lauderdale, Fla. | 1.4199 | 15 |
| St. Louis, Mo. | 1.1839 | 16 |
| Tampa - St. Petersburg, Fla. | 1.1830 | 17 |
| Sacramento - Stockton, Calif. | 1.1506 | 18 |
| Hartford - New Haven, Conn. | 1.1215 | 19 |
| Pittsburgh, Pa. | 1.1188 | 20 |
| San Diego, Calif. | 1.1115 | 21 |
| Denver, Colo. | 1.0757 | 22 |
| Baltimore, Md. | 1.0679 | 23 |
| Phoenix, Ariz. | 1.0413 | 24 |
| Orlando - Daytona Beach - Melbourne, Fla. | .9285 | 25 |
| Portland, Ore. | .8770 | 26 |
| Indianapolis, Ind. | .8721 | 27 |
| Milwaukee, Wisc. | .8662 | 28 |
| Kansas City, Mo. | .8098 | 29 |
| Cincinnati, Ohio | .7837 | 30 |
| Charlotte, N.C. | .7279 | 31 |
| Nashville, Tenn. | .6963 | 32 |
| Raleigh - Durham, N.C. | .6952 | 33 |
| Columbus, Ohio | .6929 | 34 |
| Grand Rapids - Kalamazoo - Battle Creek, Mich. | .6515 | 35 |
| Norfolk - Portsmouth - Newport News - Hampton, Va. | .6315 | 36 |
| Buffalo, N.Y. | .6288 | 37 |
| Providence - New Bedford, R.I.-Mass. | .6220 | 38 |
| New Orleans, La. | .6184 | 39 |
| Salt Lake City, Utah | .6139 | 40 |
| Greenville - Spartanburg - Asheville, S.C.-N.C. | .6071 | 41 |
| Harrisburg - York - Lancaster - Lebanon, Pa. | .6071 | 41 |
| West Palm Beach - Ft. Pierce - Vero Beach, Fla. | .5911 | 43 |
| San Antonio, Tex. | .5768 | 44 |
| Albany - Schenectady - Troy, N.Y. | .5603 | 45 |
| Memphis, Tenn. | .5572 | 46 |
| Louisville, Ky. | .5290 | 47 |
| Oklahoma City, Okla. | .5245 | 48 |
| Greensboro - Winston-Salem - High Point, N.C. | .5189 | 49 |
| Dayton, Ohio | .5033 | 50 |
| Wilkes-Barre - Scranton, Pa. | .4979 | 51 |
| Jacksonville, Fla. | .4806 | 52 |
| Albuquerque, N.M. | .4754 | 53 |
| Birmingham, Ala. | .4714 | 54 |
| Fresno - Visalia, Calif. | .4683 | 55 |
| Richmond, Va. | .4615 | 56 |
| Flint - Saginaw - Bay City, Mich. | .4538 | 57 |
| Little Rock, Ark. | .4241 | 58 |
| Wichita - Hutchinson, Kans. | .4226 | 59 |
| Rochester, N.Y. | .4172 | 60 |
| Portland - Poland Spring, Maine | .4143 | 61 |
| Syracuse, N.Y. | .4122 | 62 |
| Toledo, Ohio | .4099 | 63 |
| Tulsa, Okla. | .4038 | 64 |
| Charleston - Huntington, W.Va. | .4020 | 65 |
| Mobile - Pensacola, Ala.-Fla. | .3999 | 66 |
| Green Bay - Appleton, Wisc. | .3819 | 67 |
| Knoxville, Tenn. | .3811 | 68 |
| Austin, Tex. | .3765 | 69 |
| Roanoke - Lynchburg, Va. | .3714 | 70 |
| Omaha, Neb. | .3674 | 71 |
| Des Moines, Iowa | .3649 | 72 |
| Springfield - Decatur - Champaign, Ill. | .3429 | 73 |
| Shreveport - Texarkana, La.-Tex.-Ark. | .3321 | 74 |
| Lexington, Ky. | .3149 | 75 |
| Las Vegas, Nev. | .3107 | 76 |
| Cedar Rapids - Waterloo - Dubuque, Iowa | .3025 | 77 |
| Davenport - Rock Island - Moline, Iowa-Ill. | .3008 | 78 |
| Spokane, Wash. | .2973 | 79 |
| Madison, Wisc. | .2953 | 80 |
| Columbia, S.C. | .2946 | 81 |
| South Bend - Elkhart, Ind. | .2926 | 82 |
| Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill. | .2897 | 83 |
| Tucson, Ariz. | .2796 | 84 |
| Chattanooga, Tenn. | .2782 | 85 |
| Huntsville - Decatur - Florence, Ala. | .2758 | 86 |
| Johnstown - Altoona, Pa. | .2756 | 87 |
| Springfield, Mo. | .2753 | 88 |
| Ft. Myers - Naples, Fla. | .2725 | 89 |
| Springfield, Mass. | .2686 | 90 |
| Youngstown, Ohio | .2638 | 91 |
| Baton Rouge, La. | .2607 | 92 |
| Salinas - Monterey, Calif. | .2602 | 93 |
| Jackson, Miss. | .2589 | 94 |
| Bristol - Kingsport - Johnson City, Tenn. | .2544 | 95 |
| Santa Barbara - Santa Maria - San Luis Obispo, Calif. | .2489 | 96 |
| Burlington - Plattsburgh, Vt.-N.Y. | .2486 | 97 |
| Lansing, Mich. | .2447 | 98 |
| Evansville, Ind. | .2442 | 99 |
| Peoria - Bloomington, Ill. | .2397 | 100 |
| Waco - Temple - Bryan, Tex. | .2320 | 101 |
| Ft. Wayne, Ind. | .2302 | 102 |
| El Paso, Tex. | .2284 | 103 |
| Savannah, Ga. | .2240 | 104 |
| Colorado Springs - Pueblo, Colo. | .2225 | 105 |
| Lincoln - Hastings - Kearney, Neb. | .2202 | 106 |
| Charleston, S.C. | .2193 | 107 |
| Greenville - New Bern - Washington, N.C. | .2173 | 108 |
| Reno, Nev. | .2080 | 109 |
| Sioux Falls - Mitchell, S.D. | .2025 | 110 |
| Fargo, N.D. | .2008 | 111 |
| Tyler - Longview - Jacksonville, Tex. | .1965 | 112 |
| Augusta, Ga. | .1920 | 113 |
| Montgomery - Selma, Ala. | .1875 | 114 |
| Eugene, Ore. | .1853 | 115 |
| Tallahassee - Thomasville, Fla.-Ga. | .1842 | 116 |
| McAllen - Brownsville, Tex. | .1804 | 117 |
| Bakersfield, Calif. | .1763 | 118 |
| Macon, Ga. | .1747 | 119 |
| Lafayette, La. | .1716 | 120 |
| Ft. Smith, Ark. | .1714 | 121 |
| Yakima - Pasco - Richland - Kennewick, Wash. | .1706 | 122 |
| Binghamton, N.Y. | .1681 | 123 |
| La Crosse - Eau Claire, Wisc. | .1681 | 123 |
| Corpus Christi, Tex. | .1650 | 125 |
| Traverse City - Cadillac, Mich. | .1648 | 126 |
| Amarillo, Tex. | .1646 | 127 |
| Columbus, Ga. | .1637 | 128 |
| Rockford, Ill. | .1631 | 129 |
| Beaumont - Port Arthur, Tex. | .1609 | 130 |
| Wausau - Rhinelander, Wisc. | .1590 | 131 |
| Erie, Pa. | .1578 | 132 |
| Duluth - Superior, Minn.-Wisc. | .1561 | 133 |
| Florence - Myrtle Beach, S.C. | .1507 | 134 |
| Monroe - El Dorado, La.-Ark. | .1500 | 135 |
| Chico - Redding, Calif. | .1492 | 136 |
| Topeka, Kans. | .1492 | 136 |
| Terre Haute, Ind. | .1475 | 138 |
| Boise, Ida. | .1439 | 139 |
| Columbus - Tupelo, Miss. | .1398 | 140 |
| Sioux City, Iowa | .1371 | 141 |
| Wichita Falls - Lawton, Tex.-Okla. | .1367 | 142 |
| Odessa - Midland, Tex. | .1361 | 143 |
| Sarasota, Fla. | .1334 | 144 |
| Columbia - Jefferson City, Mo. | .1331 | 145 |
| Rochester - Mason City - Austin, Minn.-Iowa | .1320 | 146 |
| Lubbock, Tex. | .1306 | 147 |
| Medford, Ore. | .1269 | 148 |
| Wilmington, N.C. | .1261 | 149 |
| Minot - Bismarck - Dickinson - Glendive, N.D.-Mont. | .1260 | 150 |
| Wheeling - Steubenville, W.Va.-Ohio | .1256 | 151 |
| Bangor, Maine | .1231 | 152 |
| Albany, Ga. | .1192 | 153 |
| Joplin - Pittsburg, Mo.-Kans. | .1165 | 154 |
| Bluefield - Beckley - Oak Hill, W.Va. | .1129 | 155 |
| Idaho Falls - Pocatello, Ida. | .1064 | 156 |
| Utica, N.Y. | .1061 | 157 |
| Biloxi - Gulfport - Pascagoula, Miss. | .1011 | 158 |
| Salisbury, Md. | .0990 | 159 |
| Palm Springs, Calif. | .0983 | 160 |
| Quincy - Hannibal, Ill.-Mo. | .0949 | 161 |
| Abilene - Sweetwater, Tex. | .0945 | 162 |
| Clarksburg - Weston, W.Va. | .0865 | 163 |
| Gainesville, Fla. | .0851 | 164 |
| Watertown - Carthage, N.Y. | .0843 | 165 |
| Panama City, Fla. | .0836 | 166 |
| Rapid City, S.D. | .0834 | 167 |
| Elmira, N.Y. | .0829 | 168 |
| Harrisonburg, Va. | .0826 | 169 |
| Laurel - Hattiesburg, Miss. | .0809 | 170 |
| Billings - Hardin, Mont. | .0805 | 171 |
| Dothan, Ala. | .0799 | 172 |
| Lake Charles, La. | .0790 | 173 |
| Alexandria, La. | .0759 | 174 |
| Missoula, Mont. | .0684 | 175 |
| El Centro - Yuma, Calif.-Ariz. | .0671 | 176 |
| Grand Junction - Durango, Colo. | .0636 | 177 |
| Greenwood - Greenville, Miss. | .0614 | 178 |
| Jonesboro, Ark. | .0609 | 179 |
| Great Falls, Mont. | .0568 | 180 |
| Meridian, Miss. | .0553 | 181 |
| Parkersburg, W.Va. | .0544 | 182 |
| Tuscaloosa, Ala. | .0522 | 183 |
| Ardmore - Ada, Okla. | .0519 | 184 |
| Jackson, Tenn. | .0518 | 185 |
| Eureka, Calif. | .0510 | 186 |
| Marquette, Mich. | .0502 | 187 |
| Lafayette, Ind. | .0498 | 188 |
| Charlottesville, Va. | .0484 | 189 |
| San Angelo, Tex. | .0474 | 190 |
| St. Joseph, Mo. | .0461 | 191 |
| Hagerstown, Md. | .0452 | 192 |
| Butte, Mont. | .0447 | 193 |
| Lima, Ohio | .0431 | 194 |
| Bowling Green, Ky. | .0417 | 195 |
| Cheyenne - Scottsbluff (Sterling), Wyo.-Neb. | .0398 | 196 |
| Casper - Riverton, Wyo. | .0395 | 197 |
| Anniston, Ala. | .0391 | 198 |
| Laredo, Tex. | .0385 | 199 |
| Twin Falls, Ida. | .0351 | 200 |
| Flagstaff, Ariz. | .0329 | 201 |
| Mankato, Minn. | .0299 | 202 |
| Presque Isle, Maine | .0297 | 203 |
| Bend, Ore. | .0295 | 204 |
| Zanesville, Ohio | .0280 | 205 |
| Victoria, Tex. | .0278 | 206 |
| Ottumwa - Kirksville, Iowa-Mo. | .0267 | 207 |
| Helena, Mont. | .0178 | 208 |
| North Platte, Neb. | .0172 | 209 |
| Alpena, Mich. | .0145 | 210 |

# SECTION 17

# 1990 Totals And 1995 Projections For Television Markets (ADIs)

## Population
## Households
## Effective Buying Income (EBI)
## Total Retail Sales
## Buying Power Index (BPI)

### EXPLANATION OF TERMS

An explanation of terms used in the **Survey of Buying Power Demographics USA 1991** will be found in the Introductory Section starting on page A-5. A listing of the county makeup of each Television Market will be found starting on page A-11.

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TV MARKETS (ADIs)
TOTALS & PROJECTIONS
17

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# TELEVISION MARKETS [ADIs]: TOTALS AND 1995 PROJECTIONS

S&MM ESTIMATES

| S&MM/ARBITRON TV MARKET (ADI) | 12/31/90 Population (Thous.) | % Of U.S. | Projected 12/31/95 Population (Thous.) | % Change 1990-1995 | 12/31/90 Households (Thous.) | Projected 12/31/95 Households (Thous.) | 1990 EBI ($000) | % Of U.S. | Projected 1995 EBI ($000) | 1990 Retail Sales ($000) | Projected 1995 Retail Sales ($000) | Buying Power Index 1990 | Buying Power Index 1995 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ALABAMA** | | | | | | | | | | | | | |
| ANNISTON | 116.2 | .0463 | 117.2 | .9 | 43.0 | 43.7 | 1,220,726 | .0349 | 1,570,598 | 751,821 | 1,038,287 | .0391 | .0383 |
| BIRMINGHAM | 1,334.4 | .5320 | 1,356.6 | 1.7 | 504.9 | 518.6 | 15,208,283 | .4346 | 20,381,766 | 8,922,951 | 12,158,786 | .4714 | .4690 |
| DOTHAN | 238.9 | .0953 | 245.0 | 2.6 | 89.1 | 92.7 | 2,422,835 | .0692 | 3,199,439 | 1,563,676 | 2,097,022 | .0799 | .0785 |
| HUNTSVILLE - DECATUR - FLORENCE | 743.6 | .2965 | 780.9 | 5.0 | 283.9 | 302.6 | 9,014,542 | .2576 | 13,009,160 | 5,271,922 | 7,420,848 | .2758 | .2890 |
| MOBILE - PENSACOLA | 1,109.0 | .4422 | 1,170.1 | 5.5 | 407.1 | 435.0 | 13,148,741 | .3757 | 18,585,313 | 7,449,326 | 10,330,927 | .3999 | .4134 |
| MONTGOMERY - SELMA | 578.4 | .2306 | 588.2 | 1.7 | 208.6 | 215.1 | 5,818,100 | .1663 | 7,902,026 | 3,498,170 | 5,369,213 | .1875 | .1916 |
| TUSCALOOSA | 151.6 | .0604 | 157.7 | 4.0 | 55.8 | 58.2 | 1,578,330 | .0451 | 2,117,647 | 1,062,508 | 1,381,432 | .0522 | .0515 |
| **ARIZONA** | | | | | | | | | | | | | |
| FLAGSTAFF | 98.6 | .0393 | 111.4 | 13.0 | 30.6 | 34.7 | 928,790 | .0265 | 1,275,351 | 701,763 | 974,591 | .0329 | .0340 |
| PHOENIX | 2,703.3 | 1.0778 | 3,048.4 | 12.8 | 1,016.6 | 1,159.7 | 35,203,419 | 1.0060 | 52,349,483 | 19,449,053 | 26,674,263 | 1.0413 | 1.1159 |
| TUCSON | 807.1 | .3218 | 884.5 | 9.6 | 310.2 | 345.2 | 8,879,812 | .2538 | 11,669,941 | 5,327,199 | 7,158,865 | .2796 | .2793 |
| **ARKANSAS** | | | | | | | | | | | | | |
| FT. SMITH | 492.5 | .1964 | 521.8 | 5.9 | 187.3 | 199.3 | 5,419,746 | .1549 | 7,762,524 | 3,281,101 | 5,108,667 | .1714 | .1849 |
| JONESBORO | 186.1 | .0742 | 187.4 | .7 | 72.7 | 73.7 | 1,897,540 | .0542 | 2,502,837 | 1,163,985 | 1,725,016 | .0609 | .0625 |
| LITTLE ROCK | 1,193.6 | .4759 | 1,216.2 | 1.9 | 452.9 | 464.3 | 13,606,277 | .3888 | 18,515,154 | 8,097,089 | 12,622,626 | .4241 | .4451 |
| **CALIFORNIA** | | | | | | | | | | | | | |
| BAKERSFIELD | 482.4 | .1923 | 557.7 | 15.6 | 161.2 | 183.9 | 6,259,679 | .1789 | 8,921,537 | 2,913,796 | 3,534,571 | .1763 | .1855 |
| CHICO - REDDING | 425.5 | .1696 | 473.2 | 11.2 | 163.8 | 182.4 | 4,978,029 | .1423 | 6,562,807 | 2,674,458 | 3,439,641 | .1492 | .1483 |
| EL CENTRO - YUMA | 220.0 | .0877 | 244.3 | 11.0 | 69.0 | 77.1 | 1,996,664 | .0571 | 2,647,222 | 1,257,671 | 1,549,127 | .0671 | .0657 |
| EUREKA | 144.0 | .0574 | 152.2 | 5.7 | 55.0 | 58.7 | 1,730,515 | .0495 | 2,141,236 | 894,314 | 1,137,291 | .0510 | .0482 |
| FRESNO - VISALIA | 1,393.8 | .5557 | 1,583.0 | 13.6 | 447.9 | 499.7 | 15,993,001 | .4570 | 21,857,524 | 7,751,474 | 10,298,247 | .4683 | .4792 |
| LOS ANGELES | 14,634.4 | 5.8348 | 16,180.4 | 10.6 | 4,937.3 | 5,239.8 | 227,215,630 | 6.4931 | 305,929,282 | 110,366,599 | 151,915,412 | 6.2457 | 6.3468 |
| PALM SPRINGS | 259.3 | .1034 | 320.9 | 23.8 | 89.2 | 107.7 | 3,591,058 | .1026 | 5,491,625 | 1,583,222 | 1,923,655 | .0983 | .1062 |
| SACRAMENTO - STOCKTON | 2,922.9 | 1.1654 | 3,356.7 | 14.8 | 1,051.4 | 1,192.1 | 41,202,407 | 1.1774 | 57,978,872 | 19,802,038 | 26,446,489 | 1.1506 | 1.1987 |
| SALINAS - MONTEREY | 633.9 | .2527 | 705.8 | 11.3 | 212.0 | 229.9 | 9,497,315 | .2714 | 13,118,853 | 4,441,643 | 6,149,363 | .2602 | .2682 |
| SAN DIEGO | 2,562.9 | 1.0218 | 2,947.3 | 15.0 | 911.8 | 1,026.0 | 41,179,182 | 1.1768 | 59,098,150 | 19,209,425 | 26,309,110 | 1.1115 | 1.1772 |
| SAN FRANCISCO - OAKLAND - SAN JOSE | 6,023.4 | 2.4016 | 6,445.3 | 7.0 | 2,257.1 | 2,359.7 | 113,928,247 | 3.2557 | 152,425,466 | 49,536,812 | 66,458,790 | 2.9303 | 2.9242 |
| SANTA BARBARA - SANTA MARIA - SAN LUIS OBISPO | 596.3 | .2377 | 652.3 | 9.4 | 213.7 | 229.9 | 9,012,717 | .2576 | 12,225,994 | 4,364,527 | 5,793,432 | .2489 | .2505 |
| **COLORADO** | | | | | | | | | | | | | |
| COLORADO SPRINGS - PUEBLO | 637.4 | .2541 | 685.8 | 7.6 | 238.4 | 258.8 | 7,312,321 | .2090 | 10,503,554 | 4,067,257 | 5,750,026 | .2225 | .2346 |
| DENVER | 2,576.1 | 1.0271 | 2,692.8 | 4.5 | 1,012.9 | 1,071.8 | 38,002,238 | 1.0860 | 54,332,038 | 19,705,454 | 28,138,465 | 1.0757 | 1.1276 |
| GRAND JUNCTION - DURANGO | 177.6 | .0708 | 183.0 | 3.0 | 68.8 | 72.3 | 2,114,466 | .0604 | 2,955,359 | 1,138,846 | 1,368,138 | .0636 | .0621 |
| **CONNECTICUT** | | | | | | | | | | | | | |
| HARTFORD - NEW HAVEN | 2,474.0 | .9864 | 2,563.2 | 3.6 | 931.2 | 970.2 | 41,727,044 | 1.1924 | 55,334,212 | 19,758,466 | 22,799,409 | 1.1215 | 1.0620 |

# TELEVISION MARKETS [ADIs]: TOTALS AND 1995 PROJECTIONS

| S&MM ESTIMATES<br>S&MM/ARBITRON TV MARKET (ADI) | 12/31/90 Population (Thous.) | % Of U.S. | Projected 12/31/95 Population (Thous.) | % Change 1990–1995 | 12/31/90 Households (Thous.) | Projected 12/31/95 Households (Thous.) | 1990 EBI ($000) | % Of U.S. | Projected 1995 EBI ($000) | 1990 Retail Sales ($000) | Projected 1995 Retail Sales ($000) | Buying Power Index 1990 | Buying Power Index 1995 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **DISTRICT OF COLUMBIA** | | | | | | | | | | | | | |
| **WASHINGTON** | 4,747.6 | 1.8929 | 5,187.7 | 9.3 | 1,761.6 | 1,906.6 | 88,508,825 | 2.5293 | 122,938,487 | 37,736,919 | 45,479,302 | 2.2693 | 2.2565 |
| **FLORIDA** | | | | | | | | | | | | | |
| **FT. MYERS - NAPLES** | 651.6 | .2598 | 752.5 | 15.5 | 270.0 | 313.0 | 9,331,559 | .2667 | 13,603,781 | 5,247,309 | 6,121,839 | .2725 | .2770 |
| **GAINESVILLE** | 231.0 | .0921 | 249.7 | 8.1 | 89.9 | 99.2 | 2,743,809 | .0784 | 3,893,518 | 1,656,921 | 2,102,592 | .0851 | .0861 |
| **JACKSONVILLE** | 1,243.6 | .4958 | 1,381.6 | 11.1 | 464.4 | 519.9 | 15,987,425 | .4569 | 23,063,624 | 9,222,434 | 12,104,270 | .4806 | .4986 |
| **MIAMI - FT. LAUDERDALE** | 3,320.7 | 1.3240 | 3,604.0 | 8.5 | 1,274.2 | 1,373.7 | 48,391,395 | 1.3829 | 67,563,632 | 27,939,867 | 35,597,444 | 1.4199 | 1.4294 |
| **ORLANDO - DAYTONA BEACH - MELBOURNE** | 2,312.1 | .9218 | 2,649.1 | 14.6 | 907.3 | 1,044.8 | 30,595,972 | .8743 | 44,793,910 | 18,468,341 | 22,417,137 | .9285 | .9529 |
| **PANAMA CITY** | 253.8 | .1012 | 274.6 | 8.2 | 96.1 | 105.4 | 2,511,539 | .0718 | 3,383,423 | 1,637,554 | 2,062,341 | .0836 | .0822 |
| **SARASOTA** | 282.7 | .1127 | 307.5 | 8.8 | 127.8 | 139.9 | 4,433,741 | .1267 | 6,236,385 | 2,865,270 | 3,411,903 | .1334 | .1316 |
| **TALLAHASSEE - THOMASVILLE** | 535.3 | .2134 | 568.1 | 6.1 | 195.6 | 209.5 | 5,909,478 | .1689 | 8,074,611 | 3,469,082 | 4,153,331 | .1842 | .1802 |
| **TAMPA - ST. PETERSBURG** | 2,948.2 | 1.1755 | 3,255.5 | 10.4 | 1,225.9 | 1,362.7 | 40,158,165 | 1.1476 | 57,744,976 | 22,530,387 | 28,434,130 | 1.1830 | 1.2103 |
| **WEST PALM BEACH - FT. PIERCE - VERO BEACH** | 1,278.2 | .5096 | 1,489.8 | 16.6 | 533.7 | 627.3 | 21,477,379 | .6138 | 32,973,248 | 10,988,433 | 14,110,035 | .5911 | .6365 |
| **GEORGIA** | | | | | | | | | | | | | |
| **ALBANY** | 377.1 | .1504 | 379.7 | .7 | 133.3 | 135.6 | 3,621,529 | .1035 | 4,475,062 | 2,245,032 | 2,651,630 | .1192 | .1086 |
| **ATLANTA** | 3,850.9 | 1.5354 | 4,333.5 | 12.5 | 1,431.0 | 1,612.5 | 54,647,019 | 1.5616 | 78,846,018 | 29,700,302 | 35,806,146 | 1.5812 | 1.6058 |
| **AUGUSTA** | 571.3 | .2278 | 591.4 | 3.5 | 203.2 | 213.0 | 6,177,254 | .1765 | 8,204,368 | 3,511,540 | 4,617,006 | .1920 | .1890 |
| **COLUMBUS** | 500.3 | .1995 | 512.7 | 2.5 | 180.6 | 186.2 | 5,227,494 | .1494 | 6,865,080 | 2,950,300 | 3,782,346 | .1637 | .1588 |
| **MACON** | 504.5 | .2011 | 525.5 | 4.2 | 180.9 | 191.1 | 5,759,419 | .1646 | 7,715,107 | 3,152,846 | 3,946,280 | .1747 | .1708 |
| **SAVANNAH** | 653.6 | .2606 | 692.5 | 6.0 | 232.0 | 248.0 | 7,281,763 | .2081 | 9,988,727 | 4,094,280 | 5,186,586 | .2240 | .2229 |
| **IDAHO** | | | | | | | | | | | | | |
| **BOISE** | 411.8 | .1642 | 425.9 | 3.4 | 151.1 | 156.6 | 4,840,648 | .1383 | 6,696,863 | 2,523,426 | 3,412,925 | .1439 | .1488 |
| **IDAHO FALLS - POCATELLO** | 322.3 | .1285 | 327.7 | 1.7 | 106.4 | 108.4 | 3,486,848 | .0996 | 4,891,335 | 1,852,979 | 2,470,396 | .1064 | .1071 |
| **TWIN FALLS** | 97.4 | .0388 | 98.4 | 1.0 | 36.2 | 36.8 | 1,139,963 | .0326 | 1,598,701 | 665,130 | 886,756 | .0351 | .0354 |
| **ILLINOIS** | | | | | | | | | | | | | |
| **CHICAGO** | 8,389.2 | 3.3448 | 8,574.5 | 2.2 | 3,024.0 | 3,068.4 | 131,509,938 | 3.7581 | 175,414,150 | 63,400,771 | 90,092,739 | 3.6007 | 3.6231 |
| **PEORIA - BLOOMINGTON** | 586.2 | .2337 | 582.9 | –.6 | 220.6 | 220.5 | 8,767,415 | .2505 | 11,270,986 | 4,099,608 | 5,744,738 | .2397 | .2347 |
| **QUINCY - HANNIBAL** | 289.0 | .1152 | 280.2 | –3.0 | 110.3 | 107.7 | 3,217,320 | .0919 | 3,891,417 | 1,542,109 | 2,031,648 | .0949 | .0881 |
| **ROCKFORD** | 412.6 | .1645 | 416.6 | 1.0 | 156.3 | 158.9 | 5,866,407 | .1676 | 7,461,487 | 2,784,601 | 3,760,881 | .1631 | .1570 |
| **SPRINGFIELD - DECATUR - CHAMPAIGN** | 884.3 | .3526 | 879.6 | –.5 | 338.9 | 339.1 | 11,755,129 | .3359 | 14,515,192 | 6,294,395 | 8,554,747 | .3429 | .3265 |
| **INDIANA** | | | | | | | | | | | | | |
| **EVANSVILLE** | 686.1 | .2736 | 682.7 | –.5 | 262.1 | 263.0 | 8,213,658 | .2347 | 10,907,262 | 4,335,160 | 5,748,243 | .2442 | .2382 |
| **FT. WAYNE** | 632.2 | .2521 | 652.7 | 3.2 | 232.8 | 241.2 | 7,739,977 | .2212 | 10,488,141 | 4,167,967 | 5,300,718 | .2302 | .2260 |
| **INDIANAPOLIS** | 2,261.3 | .9016 | 2,303.2 | 1.9 | 859.5 | 879.3 | 29,507,641 | .8432 | 40,625,903 | 16,265,693 | 20,666,069 | .8721 | .8609 |
| **LAFAYETTE** | 131.2 | .0523 | 134.7 | 2.7 | 45.9 | 46.7 | 1,629,803 | .0466 | 2,252,973 | 962,867 | 1,157,481 | .0498 | .0485 |
| **SOUTH BEND - ELKHART** | 808.7 | .3224 | 831.3 | 2.8 | 297.5 | 306.5 | 9,746,360 | .2785 | 13,264,326 | 5,359,492 | 6,749,622 | .2926 | .2874 |
| **TERRE HAUTE** | 411.7 | .1641 | 402.1 | –2.2 | 157.7 | 154.7 | 4,699,336 | .1343 | 6,138,855 | 2,864,245 | 3,844,324 | .1475 | .1429 |

# TELEVISION MARKETS [ADIs]: TOTALS AND 1995 PROJECTIONS

| S&MM ESTIMATES S&MM/ARBITRON TV MARKET (ADI) | 12/31/90 Population (Thous.) | % Of U.S. | Projected 12/31/95 Population (Thous.) | % Change 1990-1995 | 12/31/90 Households (Thous.) | Projected 12/31/95 Households (Thous.) | 1990 EBI ($000) | % Of U.S. | Projected 1995 EBI ($000) | 1990 Retail Sales ($000) | Projected 1995 Retail Sales ($000) | Buying Power Index 1990 | Buying Power Index 1995 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **IOWA** | | | | | | | | | | | | | |
| CEDAR RAPIDS - WATERLOO - DUBUQUE | 806.1 | .3214 | 799.6 | -.8 | 302.0 | 301.9 | 10,464,662 | .2990 | 13,928,951 | 5,320,016 | 7,847,802 | .3025 | .3054 |
| DAVENPORT - ROCK ISLAND - MOLINE | 783.5 | .3124 | 761.4 | -2.8 | 302.0 | 297.0 | 10,639,771 | .3040 | 13,320,445 | 5,212,514 | 7,479,577 | .3006 | .2914 |
| DES MOINES | 951.5 | .3794 | 956.2 | .5 | 370.0 | 374.4 | 12,422,057 | .3550 | 16,760,870 | 6,700,742 | 10,341,035 | .3649 | .3777 |
| OTTUMWA - KIRKSVILLE | 87.4 | .0348 | 85.3 | -2.4 | 33.9 | 33.4 | 839,950 | .0240 | 1,043,839 | 465,175 | 645,084 | .0267 | .0258 |
| SIOUX CITY | 411.4 | .1640 | 405.0 | -1.6 | 153.6 | 153.2 | 4,448,043 | .1271 | 5,525,747 | 2,455,247 | 3,535,914 | .1371 | .1330 |
| **KANSAS** | | | | | | | | | | | | | |
| TOPEKA | 405.6 | .1617 | 412.9 | 1.8 | 151.6 | 154.6 | 5,231,889 | .1495 | 6,747,072 | 2,534,986 | 3,690,657 | .1492 | .1486 |
| WICHITA - HUTCHINSON | 1,103.3 | .4399 | 1,120.9 | 1.6 | 424.9 | 434.2 | 14,919,050 | .4263 | 19,495,696 | 7,315,193 | 10,388,441 | .4226 | .4197 |
| **KENTUCKY** | | | | | | | | | | | | | |
| BOWLING GREEN | 122.7 | .0489 | 123.1 | .3 | 46.1 | 46.7 | 1,203,738 | .0344 | 1,603,683 | 882,921 | 1,396,080 | .0417 | .0437 |
| LEXINGTON | 915.9 | .3652 | 940.1 | 2.6 | 343.1 | 355.3 | 9,937,538 | .2840 | 14,286,765 | 6,019,320 | 8,859,888 | .3149 | .3325 |
| LOUISVILLE | 1,461.5 | .5827 | 1,472.2 | .7 | 551.7 | 560.5 | 17,668,052 | .5049 | 24,419,156 | 9,658,622 | 13,587,482 | .5290 | .5386 |
| PADUCAH - CAPE GIRARDEAU - HARRISBURG - MARION | 866.8 | .3456 | 860.7 | -.7 | 338.3 | 339.3 | 9,105,750 | .2602 | 11,545,329 | 5,445,217 | 7,387,049 | .2897 | .2797 |
| **LOUISIANA** | | | | | | | | | | | | | |
| ALEXANDRIA | 249.8 | .0996 | 249.1 | -.3 | 84.7 | 84.5 | 2,258,504 | .0645 | 3,038,447 | 1,427,192 | 2,393,680 | .0759 | .0808 |
| BATON ROUGE | 726.0 | .2895 | 722.9 | -.4 | 251.9 | 252.5 | 8,635,514 | .2468 | 12,295,573 | 4,788,488 | 7,676,528 | .2607 | .2803 |
| LAFAYETTE | 524.7 | .2092 | 513.4 | -2.2 | 184.0 | 182.9 | 5,501,058 | .1572 | 7,369,402 | 3,095,946 | 4,753,226 | .1716 | .1756 |
| LAKE CHARLES | 228.7 | .0912 | 229.7 | .4 | 80.8 | 82.0 | 2,550,634 | .0729 | 3,466,184 | 1,462,026 | 2,386,913 | .0790 | .0837 |
| MONROE - EL DORADO | 476.4 | .1899 | 464.1 | -2.6 | 169.1 | 164.5 | 4,283,546 | .1224 | 5,586,267 | 3,047,307 | 5,005,594 | .1500 | .1565 |
| NEW ORLEANS | 1,664.7 | .6637 | 1,660.0 | -.3 | 599.9 | 601.7 | 19,689,242 | .5627 | 27,735,015 | 12,331,839 | 21,160,039 | .6184 | .6822 |
| SHREVEPORT - TEXARKANA | 995.5 | .3969 | 986.5 | -.9 | 368.4 | 367.0 | 10,518,501 | .3006 | 14,160,346 | 6,178,386 | 9,831,352 | .3321 | .3461 |
| **MAINE** | | | | | | | | | | | | | |
| BANGOR | 332.7 | .1326 | 346.5 | 4.1 | 125.0 | 131.8 | 3,850,306 | .1100 | 5,201,069 | 2,500,826 | 3,006,711 | .1231 | .1185 |
| PORTLAND - POLAND SPRING | 966.1 | .3852 | 1,024.8 | 6.1 | 369.6 | 394.5 | 13,187,085 | .3768 | 18,271,328 | 8,964,500 | 11,045,258 | .4143 | .4081 |
| PRESQUE ISLE | 86.6 | .0345 | 84.8 | -2.1 | 31.2 | 31.3 | 948,166 | .0271 | 1,213,828 | 554,945 | 653,573 | .0297 | .0274 |
| **MARYLAND** | | | | | | | | | | | | | |
| BALTIMORE | 2,583.9 | 1.0302 | 2,727.9 | 5.6 | 955.4 | 1,015.5 | 38,544,766 | 1.1015 | 50,202,153 | 18,741,154 | 21,029,781 | 1.0679 | .9986 |
| HAGERSTOWN | 122.1 | .0487 | 126.3 | 3.4 | 45.0 | 47.0 | 1,464,057 | .0418 | 1,807,288 | 877,724 | 888,827 | .0452 | .0398 |
| SALISBURY | 248.9 | .0992 | 265.2 | 6.5 | 94.7 | 102.2 | 2,942,575 | .0841 | 3,849,607 | 2,242,721 | 2,810,025 | .0990 | .0957 |
| **MASSACHUSETTS** | | | | | | | | | | | | | |
| BOSTON | 5,726.9 | 2.2833 | 5,940.3 | 3.7 | 2,137.9 | 2,212.7 | 98,914,171 | 2.8266 | 131,160,305 | 50,958,312 | 59,437,817 | 2.7160 | 2.5744 |
| SPRINGFIELD | 677.4 | .2701 | 703.3 | 3.8 | 249.3 | 260.5 | 9,235,487 | .2639 | 11,721,035 | 4,976,812 | 5,853,422 | .2686 | .2500 |

# TELEVISION MARKETS [ADIs]: TOTALS AND 1995 PROJECTIONS

S&MM ESTIMATES

| S&MM/ARBITRON TV MARKET (ADI) | 12/31/90 Population (Thous.) | % Of U.S. | Projected 12/31/95 Population (Thous.) | % Change 1990-1995 | 12/31/90 Households (Thous.) | Projected 12/31/95 Households (Thous.) | 1990 EBI ($000) | % Of U.S. | Projected 1995 EBI ($000) | 1990 Retail Sales ($000) | Projected 1995 Retail Sales ($000) | Buying Power Index 1990 | Buying Power Index 1995 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **MICHIGAN** | | | | | | | | | | | | | |
| **ALPENA** | 40.8 | .0163 | 40.8 | .0 | 16.1 | 16.4 | 479,444 | .0137 | 662,707 | 259,565 | 313,365 | .0145 | .0140 |
| **DETROIT** | 4,672.7 | 1.8630 | 4,734.8 | 1.3 | 1,726.3 | 1,756.2 | 68,183,682 | 1.9485 | 89,913,754 | 35,736,699 | 46,644,213 | 1.9401 | 1.8889 |
| **FLINT - SAGINAW - BAY CITY** | 1,233.3 | .4917 | 1,233.9 | .0 | 455.1 | 460.0 | 14,860,002 | .4246 | 18,738,167 | 8,645,045 | 11,121,102 | .4538 | .4297 |
| **GRAND RAPIDS - KALAMAZOO - BATTLE CREEK** | 1,702.5 | .6788 | 1,789.1 | 5.1 | 613.1 | 646.2 | 22,455,462 | .6417 | 32,030,637 | 11,731,825 | 16,412,177 | .6515 | .6777 |
| **LANSING** | 628.5 | .2506 | 646.3 | 2.8 | 227.2 | 234.5 | 8,327,369 | .2380 | 11,134,433 | 4,549,999 | 6,123,408 | .2447 | .2430 |
| **MARQUETTE** | 151.3 | .0603 | 149.5 | −1.2 | 56.7 | 56.8 | 1,653,543 | .0473 | 2,160,928 | 872,029 | 1,115,381 | .0502 | .0478 |
| **TRAVERSE CITY - CADILLAC** | 480.0 | .1914 | 505.2 | 5.3 | 180.1 | 192.2 | 4,898,184 | .1400 | 6,584,666 | 3,413,148 | 4,533,071 | .1648 | .1644 |
| **MINNESOTA** | | | | | | | | | | | | | |
| **DULUTH - SUPERIOR** | 433.5 | .1728 | 423.0 | −2.4 | 170.8 | 169.8 | 5,128,170 | .1465 | 6,366,758 | 2,916,424 | 3,987,658 | .1561 | .1491 |
| **MANKATO** | 82.3 | .0328 | 81.1 | −1.5 | 30.4 | 29.9 | 883,047 | .0252 | 1,036,481 | 631,094 | 826,946 | .0299 | .0274 |
| **MINNEAPOLIS - ST. PAUL** | 3,667.3 | 1.4622 | 3,903.9 | 6.5 | 1,374.1 | 1,474.5 | 52,452,004 | 1.4989 | 73,299,489 | 28,336,525 | 41,019,272 | 1.5126 | 1.5796 |
| **ROCHESTER - MASON CITY - AUSTIN** | 349.1 | .1392 | 349.4 | .1 | 135.4 | 137.7 | 4,440,024 | .1269 | 5,804,347 | 2,473,165 | 3,445,397 | .1320 | .1309 |
| **MISSISSIPPI** | | | | | | | | | | | | | |
| **BILOXI - GULFPORT - PASCAGOULA** | 301.3 | .1201 | 301.8 | .2 | 106.9 | 107.6 | 3,400,772 | .0972 | 4,719,013 | 1,721,064 | 2,449,554 | .1011 | .1034 |
| **COLUMBUS - TUPELO** | 470.8 | .1877 | 472.0 | .3 | 171.7 | 174.4 | 4,387,301 | .1254 | 6,040,466 | 2,401,099 | 3,013,195 | .1398 | .1366 |
| **GREENWOOD - GREENVILLE** | 230.5 | .0919 | 222.9 | −3.3 | 75.6 | 73.0 | 1,722,735 | .0492 | 2,172,956 | 1,091,960 | 1,439,376 | .0614 | .0583 |
| **JACKSON** | 784.8 | .3129 | 791.5 | .9 | 277.9 | 283.1 | 8,231,894 | .2352 | 11,595,649 | 4,743,150 | 6,316,519 | .2589 | .2611 |
| **LAUREL - HATTIESBURG** | 264.9 | .1056 | 266.4 | .6 | 95.1 | 96.5 | 2,578,000 | .0737 | 3,633,850 | 1,373,831 | 1,741,388 | .0809 | .0802 |
| **MERIDIAN** | 180.1 | .0718 | 178.5 | −.9 | 65.4 | 65.8 | 1,759,159 | .0503 | 2,439,118 | 944,163 | 1,289,612 | .0553 | .0554 |
| **MISSOURI** | | | | | | | | | | | | | |
| **COLUMBIA - JEFFERSON CITY** | 360.0 | .1435 | 366.9 | 1.9 | 133.6 | 137.4 | 4,324,528 | .1236 | 5,687,680 | 2,541,966 | 3,427,360 | .1331 | .1304 |
| **JOPLIN - PITTSBURG** | 353.9 | .1411 | 351.8 | −.6 | 139.8 | 139.3 | 3,715,569 | .1062 | 4,549,812 | 2,111,553 | 2,798,541 | .1165 | .1097 |
| **KANSAS CITY** | 1,985.8 | .7917 | 2,095.9 | 5.5 | 760.7 | 807.8 | 28,785,401 | .8226 | 39,167,654 | 14,482,302 | 19,563,792 | .8098 | .8153 |
| **ST. JOSEPH** | 128.1 | .0511 | 124.6 | −2.7 | 49.6 | 48.7 | 1,504,399 | .0430 | 1,879,078 | 868,473 | 1,119,237 | .0461 | .0431 |
| **ST. LOUIS** | 2,954.7 | 1.1781 | 3,043.6 | 3.0 | 1,114.3 | 1,160.3 | 42,278,046 | 1.2082 | 56,850,343 | 20,748,211 | 27,038,189 | 1.1839 | 1.1671 |
| **SPRINGFIELD** | 828.6 | .3304 | 865.5 | 4.5 | 321.9 | 338.7 | 8,601,917 | .2458 | 11,276,521 | 5,198,915 | 6,955,816 | .2753 | .2716 |
| **MONTANA** | | | | | | | | | | | | | |
| **BILLINGS - HARDIN** | 225.5 | .0899 | 220.5 | −2.2 | 86.2 | 85.6 | 2,510,525 | .0717 | 3,338,933 | 1,596,337 | 2,428,088 | .0805 | .0823 |
| **BUTTE** | 129.2 | .0515 | 129.3 | .1 | 49.9 | 50.4 | 1,442,167 | .0412 | 1,992,753 | 835,345 | 1,211,984 | .0447 | .0460 |
| **GREAT FALLS** | 168.7 | .0673 | 166.3 | −1.4 | 63.2 | 63.5 | 1,839,714 | .0526 | 2,489,869 | 1,027,404 | 1,551,077 | .0568 | .0584 |
| **HELENA** | 47.7 | .0190 | 49.1 | 2.9 | 18.7 | 19.5 | 577,398 | .0165 | 799,953 | 346,798 | 515,350 | .0178 | .0187 |
| **MISSOULA** | 188.0 | .0750 | 192.4 | 2.3 | 72.7 | 75.7 | 2,156,069 | .0616 | 3,044,128 | 1,367,475 | 2,217,670 | .0684 | .0741 |
| **NEBRASKA** | | | | | | | | | | | | | |
| **LINCOLN - HASTINGS - KEARNEY** | 616.4 | .2458 | 616.0 | −.1 | 239.9 | 242.3 | 7,643,488 | .2184 | 9,988,639 | 3,805,172 | 5,301,726 | .2202 | .2186 |
| **NORTH PLATTE** | 45.0 | .0179 | 43.7 | −2.9 | 17.6 | 17.6 | 558,262 | .0160 | 667,049 | 308,672 | 400,955 | .0172 | .0157 |
| **OMAHA** | 945.0 | .3768 | 959.8 | 1.6 | 358.0 | 365.7 | 13,041,318 | .3727 | 18,002,999 | 6,349,161 | 9,434,463 | .3674 | .3799 |

# TELEVISION MARKETS [ADIs]: TOTALS AND 1995 PROJECTIONS

S&MM ESTIMATES

| S&MM/ARBITRON TV MARKET (ADI) | 12/31/90 Population (Thous.) | % Of U.S. | Projected 12/31/95 Population (Thous.) | % Change 1990–1995 | 12/31/90 Households (Thous.) | Projected 12/31/95 Households (Thous.) | 1990 EBI ($000) | % Of U.S. | Projected 1995 EBI ($000) | 1990 Retail Sales ($000) | Projected 1995 Retail Sales ($000) | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | 1990 | 1995 |
| **NEVADA** | | | | | | | | | | | | | |
| LAS VEGAS | 787.6 | .3140 | 935.8 | 18.8 | 304.8 | 360.6 | 10,557,430 | .3017 | 16,223,091 | 5,850,623 | 7,689,012 | .3107 | .3379 |
| RENO | 496.9 | .1981 | 557.1 | 12.1 | 192.5 | 216.5 | 7,052,930 | .2015 | 10,276,926 | 4,064,642 | 6,099,483 | .2080 | .2263 |
| **NEW MEXICO** | | | | | | | | | | | | | |
| ALBUQUERQUE | 1,423.0 | .5674 | 1,531.8 | 7.6 | 508.2 | 552.2 | 15,222,348 | .4350 | 21,481,105 | 8,714,231 | 11,828,584 | .4754 | .4899 |
| **NEW YORK** | | | | | | | | | | | | | |
| ALBANY - SCHENECTADY - TROY | 1,329.3 | .5300 | 1,368.9 | 3.0 | 507.6 | 525.8 | 19,514,342 | .5577 | 25,178,568 | 10,576,007 | 13,057,906 | .5603 | .5320 |
| BINGHAMTON | 424.9 | .1694 | 428.3 | .8 | 160.1 | 163.0 | 5,928,109 | .1694 | 7,491,828 | 2,993,872 | 3,841,072 | .1681 | .1594 |
| BUFFALO | 1,671.3 | .6664 | 1,659.3 | –.7 | 635.7 | 639.2 | 22,164,783 | .6334 | 25,987,950 | 10,766,883 | 12,723,539 | .6288 | .5586 |
| ELMIRA | 235.8 | .0940 | 238.4 | 1.1 | 87.8 | 89.5 | 2,777,589 | .0794 | 3,318,578 | 1,474,031 | 1,795,938 | .0829 | .0754 |
| NEW YORK | 18,[illegible]0.7 | 7.4361 | 19,183.7 | 2.9 | 6,822.5 | 6,922.3 | 334,768,128 | 9.5665 | 435,812,979 | 136,993,448 | 174,560,295 | 8.5449 | 8.2254 |
| ROCHESTER | 962.8 | .3839 | 979.6 | 1.7 | 361.0 | 369.2 | 15,141,815 | .4327 | 18,281,177 | 7,480,168 | 9,306,658 | .4172 | .3834 |
| SYRACUSE | 1,054.2 | .4203 | 1,069.0 | 1.4 | 385.7 | 392.5 | 14,498,106 | .4143 | 17,825,702 | 7,293,758 | 9,236,418 | .4122 | .3943 |
| UTICA | 285.3 | .1138 | 285.5 | .1 | 105.2 | 106.5 | 3,612,081 | .1032 | 4,426,326 | 1,922,750 | 2,455,394 | .1061 | .0991 |
| WATERTOWN - CARTHAGE | 253.1 | .1009 | 271.9 | 7.4 | 86.4 | 93.4 | 2,602,431 | .0744 | 3,312,081 | 1,615,892 | 2,026,042 | .0843 | .0807 |
| **NORTH CAROLINA** | | | | | | | | | | | | | |
| CHARLOTTE | 1,937.4 | .7725 | 2,074.9 | 7.1 | 733.7 | 793.3 | 24,489,597 | .6998 | 34,527,880 | 13,469,640 | 16,312,658 | .7279 | .7248 |
| GREENSBORO - WINSTON-SALEM - HIGH POINT | 1,337.8 | .5334 | 1,392.7 | 4.1 | 525.8 | 554.9 | 17,560,339 | .5018 | 24,211,853 | 9,720,638 | 11,288,318 | .5189 | .5021 |
| GREENVILLE - NEW BERN - WASHINGTON | 697.3 | .2780 | 726.3 | 4.2 | 245.9 | 260.2 | 6,668,532 | .1906 | 8,623,570 | 3,972,534 | 4,830.451 | .2173 | .2068 |
| RALEIGH - DURHAM | 1,881.3 | .7501 | 2,014.4 | 7.1 | 704.0 | 766.8 | 23,136,008 | .6611 | 33,209,033 | 12,947,801 | 15,573,975 | .6952 | .6970 |
| WILMINGTON | 386.8 | .1542 | 406.5 | 5.1 | 145.9 | 156.4 | 3,899,732 | .1114 | 5,176,770 | 2,380,096 | 2,836,145 | .1261 | .1207 |
| **NORTH DAKOTA** | | | | | | | | | | | | | |
| FARGO | 570.9 | .2276 | 572.3 | .2 | 214.9 | 219.1 | 6,471,852 | .1849 | 8,523,111 | 3,808,541 | 5,686,718 | .2008 | .2046 |
| MINOT - BISMARCK - DICKINSON - GLENDIVE | 363.1 | .1448 | 350.7 | –3.4 | 135.4 | 133.1 | 4,210,527 | .1203 | 5,443,000 | 2,199,609 | 3,217,469 | .1260 | .1240 |
| **OHIO** | | | | | | | | | | | | | |
| CINCINNATI | 2,041.8 | .8141 | 2,101.2 | 2.9 | 761.7 | 788.8 | 27,502,007 | .7859 | 38,298,481 | 13,745,775 | 17,753,656 | .7837 | .7845 |
| CLEVELAND | 3,776.0 | 1.5055 | 3,770.7 | –.1 | 1,433.1 | 1,443.2 | 51,458,596 | 1.4705 | 66,533,456 | 25,600,898 | 31,479,308 | 1.4609 | 1.3798 |
| COLUMBUS | 1,836.6 | .7323 | 1,916.6 | 4.4 | 692.3 | 724.8 | 23,448,749 | .6701 | 31,916,994 | 12,723,079 | 16,340,051 | .6929 | .6856 |
| DAYTON | 1,328.0 | .5295 | 1,352.9 | 1.9 | 501.4 | 512.5 | 17,532,266 | .5010 | 23,548,665 | 8,836,107 | 11,241,940 | .5033 | .4912 |
| LIMA | 109.8 | .0438 | 110.5 | .6 | 39.4 | 39.8 | 1,308,038 | .0374 | 1,681,680 | 939,805 | 1,357,561 | .0431 | .0430 |
| TOLEDO | 1,095.7 | .4369 | 1,107.6 | 1.1 | 404.1 | 409.4 | 13,996,283 | .4000 | 18,171,253 | 7,394,603 | 9,767,637 | .4099 | .3976 |
| YOUNGSTOWN | 718.8 | .2866 | 702.4 | –2.3 | 272.3 | 270.6 | 8,958,779 | .2560 | 11,041,950 | 4,721,246 | 5,998,521 | .2638 | .2447 |
| ZANESVILLE | 82.1 | .0327 | 82.7 | .7 | 30.8 | 31.1 | 827,658 | .0237 | 1,000,336 | 577,575 | 808,815 | .0280 | .0269 |
| **OKLAHOMA** | | | | | | | | | | | | | |
| ARDMORE - ADA | 182.6 | .0728 | 180.9 | –.9 | 70.5 | 69.9 | 1,518,189 | .0434 | 1,965,545 | 961,881 | 1,489,034 | .0519 | .0531 |

# TELEVISION MARKETS [ADIs]: TOTALS AND 1995 PROJECTIONS

| S&MM ESTIMATES<br>S&MM/ARBITRON TV MARKET (ADI) | 12/31/90 Population (Thous.) | % Of U.S. | Projected 12/31/95 Population (Thous.) | % Change 1990-1995 | 12/31/90 Households (Thous.) | Projected 12/31/95 Households (Thous.) | 1990 EBI ($000) | % Of U.S. | Projected 1995 EBI ($000) | 1990 Retail Sales ($000) | Projected 1995 Retail Sales ($000) | Buying Power Index 1990 | Buying Power Index 1995 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **OKLAHOMA (continued)** | | | | | | | | | | | | | |
| **OKLAHOMA CITY** | 1,481.1 | .5905 | 1,479.6 | –.1 | 569.0 | 568.6 | 16,935,925 | .4840 | 23,048,963 | 9,921,728 | 15,430,666 | .5245 | .5476 |
| **TULSA** | 1,149.8 | .4584 | 1,160.8 | 1.0 | 446.6 | 453.2 | 13,009,244 | .3718 | 17,823,494 | 7,577,190 | 12,114,261 | .4038 | .4274 |
| **OREGON** | | | | | | | | | | | | | |
| **BEND** | 75.8 | .0302 | 80.7 | 6.5 | 29.6 | 31.6 | 854,292 | .0244 | 1,148,255 | 681,612 | 921,376 | .0295 | .0298 |
| **EUGENE** | 510.8 | .2037 | 523.8 | 2.5 | 197.8 | 203.5 | 5,814,461 | .1662 | 7,732,770 | 3,701,534 | 5,221,973 | .1853 | .1864 |
| **MEDFORD** | 349.8 | .1395 | 367.7 | 5.1 | 138.1 | 146.4 | 3,719,364 | .1063 | 4,902,005 | 2,768,059 | 4,133,130 | .1269 | .1310 |
| **PORTLAND** | 2,226.7 | .8878 | 2,349.8 | 5.5 | 860.0 | 904.4 | 29,425,836 | .8409 | 42,154,860 | 16,808,105 | 24,643,024 | .8770 | .9299 |
| **PENNSYLVANIA** | | | | | | | | | | | | | |
| **ERIE** | 410.7 | .1637 | 406.3 | –1.1 | 152.6 | 152.5 | 5,313,412 | .1518 | 6,712,984 | 2,954,178 | 3,569,417 | .1578 | .1463 |
| **HARRISBURG - YORK - LANCASTER - LEBANON** | 1,463.5 | .5835 | 1,545.9 | 5.6 | 547.0 | 581.4 | 21,062,352 | .6019 | 28,679,903 | 11,404,057 | 13,938,905 | .6071 | .5930 |
| **JOHNSTOWN - ALTOONA** | 811.3 | .3235 | 804.9 | –.8 | 303.4 | 304.1 | 8,940,132 | .2555 | 10,776,053 | 5,013,880 | 5,939,743 | .2756 | .2489 |
| **PHILADELPHIA** | 7,181.9 | 2.8635 | 7,473.0 | 4.1 | 2,641.9 | 2,759.8 | 113,063,668 | 3.2310 | 153,973,611 | 55,134,514 | 68,096,467 | 3.1033 | 3.0396 |
| **PITTSBURGH** | 2,950.9 | 1.1765 | 2,883.6 | –2.3 | 1,154.3 | 1,149.5 | 39,656,855 | 1.1333 | 47,689,301 | 19,082,739 | 22,268,164 | 1.1188 | .9990 |
| **WILKES-BARRE - SCRANTON** | 1,376.7 | .5489 | 1,392.8 | 1.2 | 525.0 | 537.2 | 16,466,947 | .4706 | 21,227,147 | 9,205,559 | 11,373,737 | .4979 | .4711 |
| **RHODE ISLAND** | | | | | | | | | | | | | |
| **PROVIDENCE - NEW BEDFORD** | 1,529.9 | .6100 | 1,579.4 | 3.2 | 573.8 | 592.9 | 21,530,728 | .6153 | 28,485,032 | 11,588,116 | 13,642,946 | .6220 | .5904 |
| **SOUTH CAROLINA** | | | | | | | | | | | | | |
| **CHARLESTON** | 633.7 | .2527 | 690.4 | 8.9 | 221.5 | 244.8 | 6,878,400 | .1966 | 9,701,340 | 4,242,367 | 5,361,996 | .2193 | .2214 |
| **COLUMBIA** | 822.9 | .3281 | 866.1 | 5.2 | 289.0 | 307.9 | 9,672,663 | .2764 | 13,984,084 | 5,489,890 | 7,946,492 | .2946 | .3121 |
| **FLORENCE - MYRTLE BEACH** | 415.9 | .1658 | 435.7 | 4.8 | 151.1 | 161.8 | 4,294,460 | .1227 | 6,053,186 | 3,375,096 | 4,699,587 | .1507 | .1556 |
| **GREENVILLE - SPARTANBURG - ASHEVILLE** | 1,711.6 | .6824 | 1,785.1 | 4.3 | 657.1 | 693.9 | 19,642,987 | .5613 | 26,667,564 | 11,437,434 | 14,084,615 | .6071 | .5919 |
| **SOUTH DAKOTA** | | | | | | | | | | | | | |
| **RAPID CITY** | 233.6 | .0931 | 238.5 | 2.1 | 85.4 | 88.1 | 2,756,759 | .0788 | 3,761,247 | 1,525,500 | 2,367,216 | .0834 | .0870 |
| **SIOUX FALLS - MITCHELL** | 580.7 | .2315 | 580.1 | –.1 | 219.6 | 222.9 | 6,649,857 | .1900 | 8,715,813 | 3,720,939 | 5,601,324 | .2025 | .2057 |
| **TENNESSEE** | | | | | | | | | | | | | |
| **BRISTOL - KINGSPORT - JOHNSON CITY** | 778.1 | .3102 | 771.3 | –.9 | 297.6 | 299.6 | 8,581,768 | .2452 | 11,278,752 | 4,198,666 | 5,171,711 | .2544 | .2420 |
| **CHATTANOOGA** | 805.2 | .3210 | 831.6 | 3.3 | 305.9 | 318.9 | 9,042,747 | .2584 | 11,870,475 | 5,104,879 | 5,898,564 | .2782 | .2620 |
| **JACKSON** | 150.2 | .0599 | 151.7 | 1.0 | 57.7 | 58.9 | 1,637,801 | .0468 | 2,232,131 | 988,584 | 1,175,786 | .0518 | .0494 |
| **KNOXVILLE** | 1,096.8 | .4373 | 1,119.1 | 2.0 | 421.5 | 435.7 | 12,209,402 | .3489 | 16,640,791 | 7,191,394 | 8,714,522 | .3811 | .3684 |
| **MEMPHIS** | 1,649.6 | .6577 | 1,696.0 | 2.8 | 597.8 | 620.0 | 18,007,109 | .5146 | 24,819,542 | 10,123,681 | 12,129,941 | .5572 | .5420 |
| **NASHVILLE** | 1,894.9 | .7555 | 1,989.2 | 5.0 | 715.6 | 761.3 | 23,693,652 | .6771 | 34,207,482 | 12,424,377 | 15,073,728 | .6963 | .6992 |
| **TEXAS** | | | | | | | | | | | | | |
| **ABILENE - SWEETWATER** | 289.4 | .1154 | 282.8 | –2.3 | 108.2 | 105.7 | 3,036,239 | .0868 | 3,730,140 | 1,712,711 | 2,300,336 | .0945 | .0894 |
| **AMARILLO** | 448.1 | .1787 | 440.3 | –1.7 | 167.9 | 165.6 | 5,235,737 | .1496 | 6,640,754 | 3,227,231 | 4,706,681 | .1646 | .1627 |

# TELEVISION MARKETS [ADIs]: TOTALS AND 1995 PROJECTIONS

| S&MM ESTIMATES<br>S&MM/ARBITRON TV MARKET (ADI) | 12/31/90 Population (Thous.) | % Of U.S. | Projected 12/31/95 Population (Thous.) | % Change 1990–1995 | 12/31/90 Households (Thous.) | Projected 12/31/95 Households (Thous.) | 1990 EBI ($000) | % Of U.S. | Projected 1995 EBI ($000) | 1990 Retail Sales ($000) | Projected 1995 Retail Sales ($000) | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | 1990 | 1995 |
| **TEXAS (continued)** | | | | | | | | | | | | | |
| **AUSTIN** | 957.8 | .3819 | 1,063.4 | 11.0 | 370.6 | 416.0 | 12,993,316 | .3713 | 20,299,638 | 6,923,034 | 10,412,181 | .3765 | .4246 |
| **BEAUMONT - PORT ARTHUR** | 430.0 | .1714 | 419.1 | –2.5 | 160.2 | 157.4 | 5,480,829 | .1566 | 7,078,176 | 2,911,067 | 4,029,318 | .1609 | .1567 |
| **CORPUS CHRISTI** | 504.8 | .2013 | 507.3 | .5 | 171.1 | 172.8 | 5,141,440 | .1469 | 6,482,399 | 3,078,973 | 4,258,664 | .1650 | .1597 |
| **DALLAS - FT. WORTH** | 4,661.0 | 1.8584 | 5,142.6 | 10.3 | 1,741.5 | 1,916.2 | 67,737,639 | 1.9357 | 102,796,395 | 38,431,905 | 58,276,932 | 1.9772 | 2.2005 |
| **EL PASO** | 762.4 | .3040 | 854.6 | 12.1 | 235.7 | 260.8 | 6,752,595 | .1930 | 9,459,201 | 4,282,422 | 5,993,688 | .2284 | .2394 |
| **HOUSTON** | 4,052.6 | 1.6158 | 4,263.5 | 5.2 | 1,452.1 | 1,516.6 | 55,638,038 | 1.5899 | 73,531,977 | 28,400,582 | 38,526,895 | 1.5895 | 1.5793 |
| **LAREDO** | 145.1 | .0579 | 162.4 | 11.9 | 38.0 | 41.2 | 903,164 | .0258 | 1,213,850 | 843,134 | 1,022,115 | .0385 | .0378 |
| **LUBBOCK** | 377.9 | .1507 | 380.8 | .8 | 134.9 | 136.4 | 3,918,966 | .1120 | 4,936,767 | 2,672,363 | 3,528,290 | .1306 | .1248 |
| **MCALLEN - BROWNSVILLE** | 715.1 | .2851 | 802.8 | 12.3 | 195.8 | 214.9 | 4,685,762 | .1339 | 6,418,748 | 3,389,213 | 4,935,824 | .1804 | .1901 |
| **ODESSA - MIDLAND** | 384.5 | .1533 | 379.7 | –1.2 | 134.8 | 133.7 | 4,585,277 | .1310 | 5,721,640 | 2,405,153 | 3,397,212 | .1361 | .1315 |
| **SAN ANGELO** | 134.7 | .0537 | 138.8 | 3.0 | 48.9 | 50.8 | 1,583,649 | .0453 | 2,262,243 | 842,608 | 1,141,967 | .0474 | .0488 |
| **SAN ANTONIO** | 1,689.6 | .6737 | 1,836.1 | 8.7 | 581.9 | 632.5 | 18,272,872 | .5222 | 26,472,430 | 10,918,562 | 15,991,076 | .5768 | .6173 |
| **TYLER - LONGVIEW - JACKSONVILLE** | 538.5 | .2147 | 554.4 | 3.0 | 201.2 | 208.2 | 6,268,521 | .1791 | 8,591,696 | 3,827,222 | 5,514,847 | .1965 | .2015 |
| **VICTORIA** | 74.3 | .0296 | 74.2 | –.1 | 26.2 | 26.4 | 874,397 | .0250 | 1,105,211 | 566,608 | 730,495 | .0278 | .0264 |
| **WACO - TEMPLE - BRYAN** | 708.5 | .2825 | 739.9 | 4.4 | 250.7 | 261.9 | 7,544,992 | .2156 | 10,628,723 | 4,089,783 | 5,906,016 | .2320 | .2419 |
| **WICHITA FALLS - LAWTON** | 413.4 | .1648 | 403.5 | –2.4 | 152.6 | 148.7 | 4,287,258 | .1225 | 5,427,541 | 2,546,537 | 3,686,425 | .1367 | .1333 |
| **UTAH** | | | | | | | | | | | | | |
| **SALT LAKE CITY** | 1,872.7 | .7467 | 1,984.1 | 5.9 | 588.9 | 620.4 | 19,394,385 | .5542 | 27,925,198 | 11,265,311 | 17,131,637 | .6139 | .6592 |
| **VERMONT** | | | | | | | | | | | | | |
| **BURLINGTON - PLATTSBURGH** | 660.1 | .2632 | 690.0 | 4.5 | 241.8 | 256.1 | 8,102,970 | .2316 | 10,803,063 | 4,826,411 | 5,567,845 | .2406 | .2357 |
| **VIRGINIA** | | | | | | | | | | | | | |
| **CHARLOTTESVILLE** | 109.4 | .0436 | 115.2 | 5.3 | 40.9 | 43.8 | 1,524,398 | .0436 | 2,093,519 | 1,082,481 | 1,569,203 | .0484 | .0505 |
| **HARRISONBURG** | 238.9 | .0953 | 249.6 | 4.5 | 87.8 | 93.0 | 2,683,895 | .0767 | 3,532,392 | 1,536,174 | 1,883,878 | .0826 | .0799 |
| **NORFOLK - PORTSMOUTH - NEWPORT NEWS - HAMPTON** | 1,681.2 | .6703 | 1,828.9 | 8.8 | 600.7 | 659.2 | 20,991,289 | .5999 | 28,893,485 | 11,893,556 | 15,635,844 | .6315 | .6383 |
| **RICHMOND** | 1,149.7 | .4584 | 1,217.3 | 5.9 | 435.0 | 468.2 | 16,174,281 | .4622 | 22,377,583 | 8,361,294 | 10,291,609 | .4615 | .4562 |
| **ROANOKE - LYNCHBURG** | 1,019.2 | .4064 | 1,028.8 | .9 | 391.3 | 401.1 | 12,319,204 | .3520 | 15,696,539 | 6,874,442 | 8,953,339 | .3714 | .3548 |
| **WASHINGTON** | | | | | | | | | | | | | |
| **SEATTLE - TACOMA** | 3,586.6 | 1.4300 | 3,921.4 | 9.3 | 1,396.2 | 1,527.4 | 55,303,946 | 1.5804 | 78,433,524 | 28,108,631 | 42,572,289 | 1.5428 | 1.6548 |
| **SPOKANE** | 831.3 | .3314 | 839.6 | 1.0 | 318.9 | 323.9 | 9,784,737 | .2796 | 12,509,416 | 5,491,068 | 7,931,114 | .2973 | .2945 |
| **YAKIMA - PASCO - RICHLAND - KENNEWICK** | 476.3 | .1899 | 486.2 | 2.1 | 171.5 | 174.5 | 5,666,721 | .1619 | 7,146,644 | 3,113,731 | 4,597,893 | .1706 | .1698 |
| **WEST VIRGINIA** | | | | | | | | | | | | | |
| **BLUEFIELD - BECKLEY - OAK HILL** | 362.2 | .1444 | 339.2 | –6.4 | 137.8 | 131.2 | 3,496,970 | .0999 | 4,465,975 | 2,035,134 | 2,644,213 | .1129 | .1061 |
| **CHARLESTON - HUNTINGTON** | 1,249.3 | .4981 | 1,216.1 | –2.7 | 468.8 | 461.2 | 12,924,699 | .3693 | 17,156,670 | 7,066,045 | 9,471,899 | .4020 | .3914 |
| **CLARKSBURG - WESTON** | 279.1 | .1113 | 265.8 | –4.8 | 106.6 | 102.5 | 2,674,377 | .0764 | 3,616,481 | 1,557,186 | 2,137,035 | .0865 | .0849 |
| **PARKERSBURG** | 148.4 | .0592 | 144.4 | –2.7 | 57.5 | 56.6 | 1,729,846 | .0494 | 2,281,488 | 1,073,448 | 1,355,690 | .0544 | .0520 |
| **WHEELING - STEUBENVILLE** | 374.3 | .1492 | 357.5 | –4.5 | 144.8 | 140.5 | 4,243,200 | .1213 | 5,280,016 | 2,122,120 | 2,628,420 | .1256 | .1152 |

# TELEVISION MARKETS [ADIs]: TOTALS AND 1995 PROJECTIONS

| S&MM ESTIMATES<br>S&MM/ARBITRON TV MARKET (ADI) | 12/31/90 Population (Thous.) | % Of U.S. | Projected 12/31/95 Population (Thous.) | % Change 1990–1995 | 12/31/90 Households (Thous.) | Projected 12/31/95 Households (Thous.) | 1990 EBI ($000) | % Of U.S. | Projected 1995 EBI ($000) | 1990 Retail Sales ($000) | Projected 1995 Retail Sales ($000) | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | 1990 | 1995 |
| **WISCONSIN** | | | | | | | | | | | | | |
| **GREEN BAY - APPLETON** | 1,023.5 | .4081 | 1,052.5 | 2.8 | 381.0 | 396.6 | 12,639,354 | .3612 | 16,510,269 | 7,220,659 | 10,921,907 | .3819 | .3898 |
| **LA CROSSE - EAU CLAIRE** | 473.6 | .1888 | 482.9 | 2.0 | 175.0 | 180.6 | 5,480,341 | .1566 | 7,248,855 | 3,117,715 | 4,642,083 | .1681 | .1714 |
| **MADISON** | 698.8 | .2786 | 723.2 | 3.5 | 267.4 | 277.4 | 9,612,860 | .2747 | 12,864,310 | 6,156,546 | 9,352,252 | .2953 | .3070 |
| **MILWAUKEE** | 2,065.9 | .8237 | 2,113.8 | 2.3 | 768.1 | 789.6 | 31,365,070 | .8963 | 42,831,214 | 15,240,718 | 21,939,289 | .8662 | .8857 |
| **WAUSAU - RHINELANDER** | 438.3 | .1748 | 446.8 | 1.9 | 161.8 | 166.7 | 5,141,382 | .1469 | 6,765,105 | 3,058,971 | 4,700,955 | .1590 | .1639 |
| **WYOMING** | | | | | | | | | | | | | |
| **CASPER - RIVERTON** | 108.7 | .0433 | 100.8 | -7.3 | 41.0 | 39.1 | 1,346,007 | .0385 | 1,781,679 | 697,427 | 935,092 | .0395 | .0381 |
| **CHEYENNE - SCOTTSBLUFF (STERLING)** | 109.1 | .0435 | 109.5 | .4 | 42.2 | 42.7 | 1,238,999 | .0354 | 1,689,826 | 804,418 | 1,138,888 | .0398 | .0404 |
| **TOTAL UNITED STATES ADIs** | 249,137.4 | 99.3323 | 261,510.4 | 5.0 | 92,184.6 | 96,708.8 | 3,473,663,243 | 99.2656 | 4,708,448,171 | 1,791,310,331 | 2,381,098,276 | 99.2356 | 99.1666 |

# SECTION 18

## Television Market (ADI) Rankings
## Retail Sales By Store Group

Total Retail Sales
Food Stores
Supermarkets
Eating And Drinking Places
General Merchandise Stores
Department Stores
Apparel And Accessories Stores
Furniture/Home Furnishings/Appliance Stores
Furniture And Home Furnishings Stores
Automotive Dealers
Gasoline Service Stations
Building Materials And Hardware Dealers
Drug Stores

### EXPLANATION OF TERMS

An explanation of terms used in the **Survey of Buying Power Demographics USA 1991** will be found in the Introductory Section starting on page A-5. A detailed listing of the outlets that make up each Store Group, and definitions of the Merchandise Line Sales categories, will be found on pages A-9 and A-10. A listing of the county makeup of each Television Market will be found starting on page A-11.

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Building Materials & Hardware Store Sales . . . . . . . . . . . . 18–13
Drugstore Sales . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . 18–14

S&MM/ARBITRON TV MARKET (ADI) RANKING

# TOTAL RETAIL SALES

| ADI | ($000) | Rank |
|---|---|---|
| New York, N.Y. | 136,993,448 | 1 |
| Los Angeles, Calif. | 110,366,599 | 2 |
| Chicago, Ill. | 63,400,771 | 3 |
| Philadelphia, Pa. | 55,134,514 | 4 |
| Boston, Mass. | 50,958,312 | 5 |
| San Francisco - Oakland - San Jose, Calif. | 49,536,812 | 6 |
| Dallas - Ft. Worth, Tex. | 38,431,905 | 7 |
| Washington, D.C. | 37,736,919 | 8 |
| Detroit, Mich. | 35,736,699 | 9 |
| Atlanta, Ga. | 29,700,302 | 10 |
| Houston, Tex. | 28,400,582 | 11 |
| Minneapolis - St. Paul, Minn. | 28,336,525 | 12 |
| Seattle - Tacoma, Wash. | 28,108,631 | 13 |
| Miami - Ft. Lauderdale, Fla. | 27,939,867 | 14 |
| Cleveland, Ohio | 25,600,898 | 15 |
| Tampa - St. Petersburg, Fla. | 22,530,387 | 16 |
| St. Louis, Mo. | 20,748,211 | 17 |
| Sacramento - Stockton, Calif. | 19,802,038 | 18 |
| Hartford - New Haven, Conn. | 19,753,466 | 19 |
| Denver, Colo. | 19,705,454 | 20 |
| Phoenix, Ariz. | 19,449,053 | 21 |
| San Diego, Calif. | 19,209,425 | 22 |
| Pittsburgh, Pa. | 19,082,739 | 23 |
| Baltimore, Md. | 18,741,154 | 24 |
| Orlando - Daytona Beach - Melbourne, Fla. | 18,468,341 | 25 |
| Portland, Ore. | 16,808,105 | 26 |
| Indianapolis, Ind. | 16,265,693 | 27 |
| Milwaukee, Wisc. | 15,240,718 | 28 |
| Kansas City, Mo. | 14,482,302 | 29 |
| Cincinnati, Ohio | 13,745,775 | 30 |
| Charlotte, N.C. | 13,469,640 | 31 |
| Raleigh - Durham, N.C. | 12,947,801 | 32 |
| Columbus, Ohio | 12,723,079 | 33 |
| Nashville, Tenn. | 12,424,377 | 34 |
| New Orleans, La. | 12,331,839 | 35 |
| Norfolk - Portsmouth - Newport News - Hampton, Va. | 11,893,556 | 36 |
| Grand Rapids - Kalamazoo - Battle Creek, Mich. | 11,731,825 | 37 |
| Providence - New Bedford, R.I.-Mass. | 11,588,116 | 38 |
| Greenville - Spartanburg - Asheville, S.C.-N.C. | 11,437,434 | 39 |
| Harrisburg - York - Lancaster - Lebanon, Pa. | 11,404,057 | 40 |
| Salt Lake City, Utah | 11,265,311 | 41 |
| West Palm Beach - Ft. Pierce - Vero Beach, Fla. | 10,988,433 | 42 |
| San Antonio, Tex. | 10,918,562 | 43 |
| Buffalo, N.Y. | 10,766,883 | 44 |
| Albany - Schenectady - Troy, N.Y. | 10,576,007 | 45 |
| Memphis, Tenn. | 10,123,681 | 46 |
| Oklahoma City, Okla. | 9,921,728 | 47 |
| Greensboro - Winston-Salem - High Point, N.C. | 9,720,638 | 48 |
| Louisville, Ky. | 9,658,622 | 49 |
| Jacksonville, Fla. | 9,222,434 | 50 |
| Wilkes-Barre - Scranton, Pa. | 9,205,559 | 51 |
| Portland - Poland Spring, Maine | 8,964,500 | 52 |
| Birmingham, Ala. | 8,922,951 | 53 |
| Dayton, Ohio | 8,836,107 | 54 |
| Albuquerque, N.M. | 8,714,231 | 55 |
| Flint - Saginaw - Bay City, Mich. | 8,645,045 | 56 |
| Richmond, Va. | 8,361,294 | 57 |
| Little Rock, Ark. | 8,097,089 | 58 |
| Fresno - Visalia, Calif. | 7,751,474 | 59 |
| Tulsa, Okla. | 7,577,190 | 60 |
| Rochester, N.Y. | 7,480,168 | 61 |
| Mobile - Pensacola, Ala.-Fla. | 7,449,326 | 62 |
| Toledo, Ohio | 7,394,603 | 63 |
| Wichita - Hutchinson, Kans. | 7,315,193 | 64 |
| Syracuse, N.Y. | 7,293,758 | 65 |
| Green Bay - Appleton, Wisc. | 7,220,659 | 66 |
| Knoxville, Tenn. | 7,191,394 | 67 |
| Charleston - Huntington, W.Va. | 7,066,045 | 68 |
| Austin, Tex. | 6,923,034 | 69 |
| Roanoke - Lynchburg, Va. | 6,874,442 | 70 |
| Des Moines, Iowa | 6,700,742 | 71 |
| Omaha, Neb. | 6,349,161 | 72 |
| Springfield - Decatur - Champaign, Ill. | 6,294,395 | 73 |
| Shreveport - Texarkana, La.-Tex.-Ark. | 6,178,386 | 74 |
| Madison, Wisc. | 6,156,546 | 75 |
| Lexington, Ky. | 6,019,320 | 76 |
| Las Vegas, Nev. | 5,850,623 | 77 |
| Spokane, Wash. | 5,491,068 | 78 |
| Columbia, S.C. | 5,489,890 | 79 |
| Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill. | 5,445,217 | 80 |
| South Bend - Elkhart, Ind. | 5,359,492 | 81 |
| Tucson, Ariz. | 5,327,199 | 82 |
| Cedar Rapids - Waterloo - Dubuque, Iowa | 5,320,016 | 83 |
| Huntsville - Decatur - Florence, Ala. | 5,271,922 | 84 |
| Ft. Myers - Naples, Fla. | 5,247,309 | 85 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 5,212,514 | 86 |
| Springfield, Mo. | 5,198,915 | 87 |
| Chattanooga, Tenn. | 5,104,879 | 88 |
| Johnstown - Altoona, Pa. | 5,013,880 | 89 |
| Springfield, Mass. | 4,976,812 | 90 |
| Burlington - Plattsburgh, Vt.-N.Y. | 4,826,411 | 91 |
| Baton Rouge, La. | 4,788,488 | 92 |
| Jackson, Miss. | 4,743,150 | 93 |
| Youngstown, Ohio | 4,721,246 | 94 |
| Lansing, Mich. | 4,549,999 | 95 |
| Salinas - Monterey, Calif. | 4,441,643 | 96 |
| Santa Barbara - Santa Maria - San Luis Obispo, Calif. | 4,364,527 | 97 |
| Evansville, Ind. | 4,335,160 | 98 |
| El Paso, Tex. | 4,282,422 | 99 |
| Charleston, S.C. | 4,242,367 | 100 |
| Bristol - Kingsport - Johnson City, Tenn. | 4,198,666 | 101 |
| Ft. Wayne, Ind. | 4,167,967 | 102 |
| Peoria - Bloomington, Ill. | 4,099,608 | 103 |
| Savannah, Ga. | 4,094,280 | 104 |
| Waco - Temple - Bryan, Tex. | 4,088,783 | 105 |
| Colorado Springs - Pueblo, Colo. | 4,067,257 | 106 |
| Reno, Nev. | 4,064,642 | 107 |
| Greenville - New Bern - Washington, N.C. | 3,972,534 | 108 |
| Tyler - Longview - Jacksonville, Tex. | 3,827,222 | 109 |
| Fargo, N.D. | 3,808,541 | 110 |
| Lincoln - Hastings - Kearney, Neb. | 3,805,172 | 111 |
| Sioux Falls - Mitchell, S.D. | 3,720,939 | 112 |
| Eugene, Ore. | 3,701,534 | 113 |
| Augusta, Ga. | 3,511,540 | 114 |
| Montgomery - Selma, Ala. | 3,498,170 | 115 |
| Tallahassee - Thomasville, Fla.-Ga. | 3,469,082 | 116 |
| Traverse City - Cadillac, Mich. | 3,413,148 | 117 |
| McAllen - Brownsville, Tex. | 3,389,213 | 118 |
| Florence - Myrtle Beach, S.C. | 3,375,096 | 119 |
| Ft. Smith, Ark. | 3,281,101 | 120 |
| Amarillo, Tex. | 3,227,231 | 121 |
| Macon, Ga. | 3,152,846 | 122 |
| La Crosse - Eau Claire, Wisc. | 3,117,715 | 123 |
| Yakima - Pasco - Richland - Kennewick, Wash. | 3,113,731 | 124 |
| Lafayette, La. | 3,095,946 | 125 |
| Corpus Christi, Tex. | 3,078,973 | 126 |
| Wausau - Rhinelander, Wisc. | 3,058,971 | 127 |
| Monroe - El Dorado, La.-Ark. | 3,047,307 | 128 |
| Binghamton, N.Y. | 2,993,872 | 129 |
| Erie, Pa. | 2,954,178 | 130 |
| Columbus, Ga. | 2,950,300 | 131 |
| Duluth - Superior, Minn.-Wisc. | 2,916,424 | 132 |
| Bakersfield, Calif. | 2,913,796 | 133 |
| Beaumont - Port Arthur, Tex. | 2,911,067 | 134 |
| Sarasota, Fla. | 2,865,270 | 135 |
| Terre Haute, Ind. | 2,864,245 | 136 |
| Rockford, Ill. | 2,784,601 | 137 |
| Medford, Ore. | 2,768,059 | 138 |
| Chico - Redding, Calif. | 2,674,458 | 139 |
| Lubbock, Tex. | 2,672,363 | 140 |
| Wichita Falls - Lawton, Tex.-Okla. | 2,546,537 | 141 |
| Columbia - Jefferson City, Mo. | 2,541,966 | 142 |
| Topeka, Kans. | 2,534,986 | 143 |
| Boise, Ida. | 2,523,426 | 144 |
| Bangor, Maine | 2,500,826 | 145 |
| Rochester - Mason City - Austin, Minn.-Iowa | 2,473,165 | 146 |
| Sioux City, Iowa | 2,455,247 | 147 |
| Odessa - Midland, Tex. | 2,405,153 | 148 |
| Columbus - Tupelo, Miss. | 2,401,099 | 149 |
| Wilmington, N.C. | 2,380,096 | 150 |
| Albany, Ga. | 2,245,032 | 151 |
| Salisbury, Md. | 2,242,721 | 152 |
| Minot - Bismarck - Dickinson - Glendive, N.D.-Mont. | 2,199,609 | 153 |
| Wheeling - Steubenville, W.Va.-Ohio | 2,122,120 | 154 |
| Joplin - Pittsburg, Mo.-Kans. | 2,111,553 | 155 |
| Bluefield - Beckley - Oak Hill, W.Va. | 2,035,134 | 156 |
| Utica, N.Y. | 1,922,750 | 157 |
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| Abilene - Sweetwater, Tex. | 1,712,711 | 160 |
| Gainesville, Fla. | 1,656,921 | 161 |
| Panama City, Fla. | 1,637,554 | 162 |
| Watertown - Carthage, N.Y. | 1,615,892 | 163 |
| Billings - Hardin, Mont. | 1,596,337 | 164 |
| Palm Springs, Calif. | 1,583,222 | 165 |
| Dothan, Ala. | 1,563,676 | 166 |
| Clarksburg - Weston, W.Va. | 1,557,186 | 167 |
| Quincy - Hannibal, Ill.-Mo. | 1,542,109 | 168 |
| Harrisonburg, Va. | 1,536,174 | 169 |
| Rapid City, S.D. | 1,525,500 | 170 |
| Elmira, N.Y. | 1,474,031 | 171 |
| Lake Charles, La. | 1,462,026 | 172 |
| Alexandria, La. | 1,427,192 | 173 |
| Laurel - Hattiesburg, Miss. | 1,373,831 | 174 |
| Missoula, Mont. | 1,367,475 | 175 |
| El Centro - Yuma, Calif.-Ariz. | 1,257,671 | 176 |
| Jonesboro, Ark. | 1,163,985 | 177 |
| Grand Junction - Durango, Colo. | 1,138,846 | 178 |
| Greenwood - Greenville, Miss. | 1,091,960 | 179 |
| Charlottesville, Va. | 1,082,481 | 180 |
| Parkersburg, W.Va. | 1,073,448 | 181 |
| Tuscaloosa, Ala. | 1,062,508 | 182 |
| Great Falls, Mont. | 1,027,404 | 183 |
| Jackson, Tenn. | 988,584 | 184 |
| Lafayette, Ind. | 962,867 | 185 |
| Ardmore - Ada, Okla. | 961,881 | 186 |
| Meridian, Miss. | 944,163 | 187 |
| Lima, Ohio | 939,805 | 188 |
| Eureka, Calif. | 894,314 | 189 |
| Bowling Green, Ky. | 882,921 | 190 |
| Hagerstown, Md. | 877,724 | 191 |
| Marquette, Mich. | 872,029 | 192 |
| St. Joseph, Mo. | 868,473 | 193 |
| Laredo, Tex. | 843,134 | 194 |
| San Angelo, Tex. | 842,608 | 195 |
| Butte, Mont. | 835,345 | 196 |
| Cheyenne - Scottsbluff (Sterling), Wyo.-Neb. | 804,418 | 197 |
| Anniston, Ala. | 751,821 | 198 |
| Flagstaff, Ariz. | 701,763 | 199 |
| Casper - Riverton, Wyo. | 697,427 | 200 |
| Bend, Ore. | 681,612 | 201 |
| Twin Falls, Ida. | 665,130 | 202 |
| Mankato, Minn. | 631,094 | 203 |
| Zanesville, Ohio | 577,575 | 204 |
| Victoria, Tex. | 566,608 | 205 |
| Presque Isle, Maine | 554,945 | 206 |
| Ottumwa - Kirksville, Iowa-Mo. | 465,175 | 207 |
| Helena, Mont. | 346,798 | 208 |
| North Platte, Neb. | 308,672 | 209 |
| Alpena, Mich. | 259,565 | 210 |

1991 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# FOOD STORE SALES

| ADI | ($000) | Rank |
|---|---|---|
| New York, N.Y. | 28,050,603 | 1 |
| Los Angeles, Calif. | 20,347,552 | 2 |
| Philadelphia, Pa. | 11,324,358 | 3 |
| Chicago, Ill. | 10,755,396 | 4 |
| Boston, Mass. | 10,226,148 | 5 |
| San Francisco - Oakland - San Jose, Calif. | 9,265,294 | 6 |
| Dallas - Ft. Worth, Tex. | 7,582,824 | 7 |
| Washington, D.C. | 7,160,864 | 8 |
| Houston, Tex. | 6,611,117 | 9 |
| Seattle - Tacoma, Wash. | 5,863,332 | 10 |
| Detroit, Mich. | 5,646,691 | 11 |
| Atlanta, Ga. | 5,222,472 | 12 |
| Cleveland, Ohio | 5,055,839 | 13 |
| Miami - Ft. Lauderdale, Fla. | 5,039,987 | 14 |
| Minneapolis - St. Paul, Minn. | 4,977,970 | 15 |
| Tampa - St. Petersburg, Fla. | 4,497,719 | 16 |
| Phoenix, Ariz. | 4,493,946 | 17 |
| Sacramento - Stockton, Calif. | 4,190,086 | 18 |
| Pittsburgh, Pa. | 4,084,492 | 19 |
| Denver, Colo. | 4,020,128 | 20 |
| Hartford - New Haven, Conn. | 3,950,607 | 21 |
| St. Louis, Mo. | 3,948,297 | 22 |
| Baltimore, Md. | 3,543,535 | 23 |
| Orlando - Daytona Beach - Melbourne, Fla. | 3,516,863 | 24 |
| San Diego, Calif. | 3,415,262 | 25 |
| Portland, Ore. | 3,244,693 | 26 |
| New Orleans, La. | 3,146,973 | 27 |
| Cincinnati, Ohio | 2,893,987 | 28 |
| Kansas City, Mo. | 2,815,422 | 29 |
| Milwaukee, Wisc. | 2,732,217 | 30 |
| Charlotte, N.C. | 2,730,194 | 31 |
| Buffalo, N.Y. | 2,619,995 | 32 |
| Indianapolis, Ind. | 2,601,078 | 33 |
| San Antonio, Tex. | 2,592,654 | 34 |
| Raleigh - Durham, N.C. | 2,522,812 | 35 |
| Salt Lake City, Utah | 2,513,469 | 36 |
| Greenville - Spartanburg - Asheville, S.C.-N.C. | 2,499,466 | 37 |
| Norfolk - Portsmouth - Newport News - Hampton, Va. | 2,494,170 | 38 |
| Providence - New Bedford, R.I.-Mass. | 2,446,433 | 39 |
| Albany - Schenectady - Troy, N.Y. | 2,368,202 | 40 |
| Nashville, Tenn. | 2,251,886 | 41 |
| Columbus, Ohio | 2,182,417 | 42 |
| Oklahoma City, Okla. | 2,130,583 | 43 |
| West Palm Beach - Ft. Pierce - Vero Beach, Fla. | 2,100,433 | 44 |
| Harrisburg - York - Lancaster - Lebanon, Pa. | 2,083,578 | 45 |
| Wilkes-Barre - Scranton, Pa. | 2,013,289 | 46 |
| Portland - Poland Spring, Maine | 1,939,159 | 47 |
| Grand Rapids - Kalamazoo - Battle Creek, Mich. | 1,925,357 | 48 |
| Fresno - Visalia, Calif. | 1,876,671 | 49 |
| Tulsa, Okla. | 1,858,741 | 50 |
| Louisville, Ky. | 1,858,301 | 51 |
| Memphis, Tenn. | 1,856,039 | 52 |
| Greensboro - Winston-Salem - High Point, N.C. | 1,814,455 | 53 |
| Austin, Tex. | 1,808,770 | 54 |
| Albuquerque, N.M. | 1,806,757 | 55 |
| Richmond, Va. | 1,783,369 | 56 |
| Jacksonville, Fla. | 1,779,571 | 57 |
| Rochester, N.Y. | 1,707,579 | 58 |
| Dayton, Ohio | 1,707,452 | 59 |
| Little Rock, Ark. | 1,694,219 | 60 |
| Charleston - Huntington, W.Va. | 1,668,669 | 61 |
| Syracuse, N.Y. | 1,867,747 | 62 |
| Birmingham, Ala. | 1,623,219 | 63 |
| Wichita - Hutchinson, Kans. | 1,561,415 | 64 |
| Flint - Saginaw - Bay City, Mich. | 1,560,707 | 65 |
| Des Moines, Iowa | 1,543,933 | 66 |
| Roanoke - Lynchburg, Va. | 1,471,876 | 67 |
| Shreveport - Texarkana, La.-Tex.-Ark. | 1,443,690 | 68 |
| Mobile - Pensacola, Ala.-Fla. | 1,421,877 | 69 |
| Toledo, Ohio | 1,414,121 | 70 |
| Green Bay - Appleton, Wisc. | 1,407,272 | 71 |
| Knoxville, Tenn. | 1,389,380 | 72 |
| Spokane, Wash. | 1,372,482 | 73 |
| Baton Rouge, La. | 1,325,073 | 74 |
| Las Vegas, Nev. | 1,269,207 | 75 |
| Omaha, Neb. | 1,251,431 | 76 |
| Lexington, Ky. | 1,207,233 | 77 |
| Johnstown - Altoona, Pa. | 1,161,383 | 78 |
| Burlington - Plattsburgh, Vt.-N.Y. | 1,137,120 | 79 |
| Tucson, Ariz. | 1,109,713 | 80 |
| Cedar Rapids - Waterloo - Dubuque, Iowa | 1,107,308 | 81 |
| Ft. Myers - Naples, Fla. | 1,089,654 | 82 |
| Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill. | 1,088,803 | 83 |
| Columbia, S.C. | 1,084,389 | 84 |
| Chattanooga, Tenn. | 1,074,637 | 85 |
| Springfield - Decatur - Champaign, Ill. | 1,072,610 | 86 |
| Springfield, Mo. | 1,067,273 | 87 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 1,062,825 | 88 |
| Santa Barbara - Santa Maria - San Luis Obispo, Calif. | 1,036,724 | 89 |
| Bristol - Kingsport - Johnson City, Tenn. | 1,019,038 | 90 |
| Springfield, Mass. | 1,013,515 | 91 |
| Waco - Temple - Bryan, Tex. | 1,003,418 | 92 |
| Madison, Wisc. | 1,001,393 | 93 |
| South Bend - Elkhart, Ind. | 965,032 | 94 |
| Huntsville - Decatur - Florence, Ala. | 953,757 | 95 |
| Lafayette, La. | 951,195 | 96 |
| Charleston, S.C. | 936,391 | 97 |
| El Paso, Tex. | 909,232 | 98 |
| Savannah, Ga. | 908,963 | 99 |
| Youngstown, Ohio | 906,029 | 100 |
| Evansville, Ind. | 903,027 | 101 |
| Salinas - Monterey, Calif. | 896,467 | 102 |
| Greenville - New Bern - Washington, N.C. | 895,640 | 103 |
| McAllen - Brownsville, Tex. | 889,693 | 104 |
| Jackson, Miss. | 882,062 | 105 |
| Corpus Christi, Tex. | 854,849 | 106 |
| Tyler - Longview - Jacksonville, Tex. | 853,266 | 107 |
| Reno, Nev. | 807,304 | 108 |
| Traverse City - Cadillac, Mich. | 781,261 | 109 |
| Yakima - Pasco - Richland - Kennewick, Wash. | 776,175 | 110 |
| Monroe - El Dorado, La.-Ark. | 774,025 | 111 |
| Augusta, Ga. | 773,136 | 112 |
| Colorado Springs - Pueblo, Colo. | 766,029 | 113 |
| Fargo, N.D. | 755,999 | 114 |
| Lincoln - Hastings - Kearney, Neb. | 753,086 | 115 |
| Tallahassee - Thomasville, Fla.-Ga. | 752,616 | 116 |
| Eugene, Ore. | 747,246 | 117 |
| Ft. Wayne, Ind. | 743,177 | 118 |
| Sioux Falls - Mitchell, S.D. | 741,246 | 119 |
| Ft. Smith, Ark. | 738,960 | 120 |
| Peoria - Bloomington, Ill. | 730,522 | 121 |
| Amarillo, Tex. | 711,775 | 122 |
| Lansing, Mich. | 696,964 | 123 |
| Montgomery - Selma, Ala. | 694,886 | 124 |
| Florence - Myrtle Beach, S.C. | 690,606 | 125 |
| Bangor, Maine | 664,133 | 126 |
| Odessa - Midland, Tex. | 662,473 | 127 |
| Binghamton, N.Y. | 652,501 | 128 |
| Chico - Redding, Calif. | 644,702 | 129 |
| Bakersfield, Calif. | 643,900 | 130 |
| Macon, Ga. | 631,085 | 131 |
| Columbus, Ga. | 628,792 | 132 |
| Beaumont - Port Arthur, Tex. | 623,964 | 133 |
| Duluth - Superior, Minn.-Wisc. | 617,858 | 134 |
| Lubbock, Tex. | 617,254 | 135 |
| Albany, Ga. | 614,461 | 136 |
| Wausau - Rhinelander, Wisc. | 584,237 | 137 |
| La Crosse - Eau Claire, Wisc. | 567,390 | 138 |
| Rockford, Ill. | 557,496 | 139 |
| Boise, Ida. | 557,161 | 140 |
| Sioux City, Iowa | 557,089 | 141 |
| Erie, Pa. | 551,748 | 142 |
| Medford, Ore. | 539,211 | 143 |
| Bluefield - Beckley - Oak Hill, W.Va. | 533,205 | 144 |
| Wilmington, N.C. | 530,175 | 145 |
| Columbus - Tupelo, Miss. | 525,575 | 146 |
| Wichita Falls - Lawton, Tex.-Okla. | 518,325 | 147 |
| Wheeling - Steubenville, W.Va.-Ohio | 499,242 | 148 |
| Topeka, Kans. | 498,445 | 149 |
| Rochester - Mason City - Austin, Minn.-Iowa | 493,149 | 150 |
| Sarasota, Fla. | 485,720 | 151 |
| Joplin - Pittsburg, Mo.-Kans. | 467,728 | 152 |
| Panama City, Fla. | 443,160 | 153 |
| Columbia - Jefferson City, Mo. | 440,463 | 154 |
| Terre Haute, Ind. | 433,835 | 155 |
| Minot - Bismarck - Dickinson - Glendive, N.D.-Mont. | 427,953 | 156 |
| Utica, N.Y. | 420,538 | 157 |
| Salisbury, Md. | 419,080 | 158 |
| Idaho Falls - Pocatello, Ida. | 415,292 | 159 |
| Lake Charles, La. | 410,981 | 160 |
| Gainesville, Fla. | 392,977 | 161 |
| Clarksburg - Weston, W.Va. | 386,597 | 162 |
| Billings - Hardin, Mont. | 379,159 | 163 |
| Watertown - Carthage, N.Y. | 368,465 | 164 |
| Biloxi - Gulfport - Pascagoula, Miss. | 362,864 | 165 |
| Alexandria, La. | 357,488 | 166 |
| Abilene - Sweetwater, Tex. | 355,964 | 167 |
| Elmira, N.Y. | 353,565 | 168 |
| Quincy - Hannibal, Ill.-Mo. | 342,690 | 169 |
| Palm Springs, Calif. | 334,769 | 170 |
| Rapid City, S.D. | 318,276 | 171 |
| Harrisonburg, Va. | 316,426 | 172 |
| Laurel - Hattiesburg, Miss. | 313,107 | 173 |
| Dothan, Ala. | 312,591 | 174 |
| El Centro - Yuma, Calif.-Ariz. | 302,092 | 175 |
| Missoula, Mont. | 295,915 | 176 |
| Greenwood - Greenville, Miss. | 284,358 | 177 |
| Grand Junction - Durango, Colo. | 276,987 | 178 |
| Ardmore - Ada, Okla. | 273,679 | 179 |
| Jonesboro, Ark. | 250,660 | 180 |
| Great Falls, Mont. | 234,391 | 181 |
| Charlottesville, Va. | 226,425 | 182 |
| Meridian, Miss. | 220,635 | 183 |
| Eureka, Calif. | 216,829 | 184 |
| Laredo, Tex. | 216,736 | 185 |
| Parkersburg, W.Va. | 210,287 | 186 |
| Marquette, Mich. | 199,029 | 187 |
| Jackson, Tenn. | 186,058 | 188 |
| San Angelo, Tex. | 184,829 | 189 |
| Butte, Mont. | 182,243 | 190 |
| Hagerstown, Md. | 177,438 | 191 |
| Tuscaloosa, Ala. | 174,683 | 192 |
| St. Joseph, Mo. | 169,789 | 193 |
| Flagstaff, Ariz. | 169,316 | 194 |
| Casper - Riverton, Wyo. | 165,860 | 195 |
| Mankato, Minn. | 163,622 | 196 |
| Lima, Ohio | 162,412 | 197 |
| Cheyenne - Scottsbluff (Sterling), Wyo.-Neb. | 155,754 | 198 |
| Bowling Green, Ky. | 154,821 | 199 |
| Lafayette, Ind. | 152,662 | 200 |
| Presque Isle, Maine | 149,526 | 201 |
| Bend, Ore. | 144,059 | 202 |
| Victoria, Tex. | 143,697 | 203 |
| Twin Falls, Ida. | 123,597 | 204 |
| Zanesville, Ohio | 114,139 | 205 |
| Ottumwa - Kirksville, Iowa-Mo. | 109,678 | 206 |
| Anniston, Ala. | 99,091 | 207 |
| Helena, Mont. | 90,536 | 208 |
| North Platte, Neb. | 61,368 | 209 |
| Alpena, Mich. | 54,987 | 210 |

# SUPERMARKET SALES

| ADI | ($000) | Rank |
|---|---|---|
| New York, N.Y. | 24,825,934 | 1 |
| Los Angeles, Calif. | 18,928,606 | 2 |
| Philadelphia, Pa. | 10,338,125 | 3 |
| Chicago, Ill. | 9,914,494 | 4 |
| Boston, Mass. | 9,274,891 | 5 |
| San Francisco - Oakland - San Jose, Calif. | 8,362,823 | 6 |
| Dallas - Ft. Worth, Tex. | 7,342,728 | 7 |
| Washington, D.C. | 6,811,928 | 8 |
| Houston, Tex. | 6,326,924 | 9 |
| Seattle - Tacoma, Wash. | 5,582,218 | 10 |
| Detroit, Mich. | 5,032,520 | 11 |
| Atlanta, Ga. | 5,027,934 | 12 |
| Minneapolis - St. Paul, Minn. | 4,702,029 | 13 |
| Cleveland, Ohio | 4,696,705 | 14 |
| Miami - Ft. Lauderdale, Fla. | 4,563,450 | 15 |
| Phoenix, Ariz. | 4,359,683 | 16 |
| Tampa - St. Petersburg, Fla. | 4,255,812 | 17 |
| Sacramento - Stockton, Calif. | 3,973,898 | 18 |
| Denver, Colo. | 3,883,305 | 19 |
| Pittsburgh, Pa. | 3,846,519 | 20 |
| St. Louis, Mo. | 3,740,093 | 21 |
| Hartford - New Haven, Conn | 3,666,250 | 22 |
| Orlando - Daytona Beach - Melbourne, Fla. | 3,346,166 | 23 |
| Baltimore, Md. | 3,282,100 | 24 |
| San Diego, Calif. | 3,145,050 | 25 |
| Portland, Ore. | 3,057,313 | 26 |
| New Orleans, La. | 2,982,955 | 27 |
| Kansas City, Mo. | 2,719,737 | 28 |
| Cincinnati, Ohio | 2,703,972 | 29 |
| Charlotte, N.C. | 2,654,030 | 30 |
| Milwaukee, Wisc. | 2,575,057 | 31 |
| Indianapolis, Ind. | 2,505,960 | 32 |
| San Antonio, Tex. | 2,492,028 | 33 |
| Raleigh - Durham, N.C. | 2,441,720 | 34 |
| Buffalo, N.Y. | 2,441,628 | 35 |
| Greenville - Spartanburg - Asheville, S.C.-N.C. | 2,435,929 | 36 |
| Salt Lake City, Utah | 2,413,044 | 37 |
| Norfolk - Portsmouth - Newport News - Hampton, Va. | 2,401,237 | 38 |
| Albany - Schenectady - Troy, N.Y. | 2,248,118 | 39 |
| Providence - New Bedford, R.I.-Mass. | 2,162,148 | 40 |
| Nashville, Tenn. | 2,157,440 | 41 |
| Columbus, Ohio | 2,078,515 | 42 |
| Oklahoma City, Okla. | 2,041,218 | 43 |
| West Palm Beach - Ft. Pierce - Vero Beach, Fla. | 1,950,137 | 44 |
| Harrisburg - York - Lancaster - Lebanon, Pa. | 1,922,154 | 45 |
| Wilkes-Barre - Scranton, Pa. | 1,875,437 | 46 |
| Portland - Poland Spring, Maine | 1,840,326 | 47 |
| Grand Rapids - Kalamazoo - Battle Creek, Mich. | 1,815,052 | 48 |
| Tulsa, Okla. | 1,797,359 | 49 |
| Louisville, Ky. | 1,780,408 | 50 |
| Fresno - Visalia, Calif. | 1,752,724 | 51 |
| Memphis, Tenn. | 1,752,361 | 52 |
| Greensboro - Winston-Salem - High Point, N.C. | 1,751,489 | 53 |
| Austin, Tex. | 1,749,616 | 54 |
| Richmond, Va. | 1,723,802 | 55 |
| Albuquerque, N.M. | 1,723,559 | 56 |
| Jacksonville, Fla. | 1,691,381 | 57 |
| Dayton, Ohio | 1,632,452 | 58 |
| Little Rock, Ark. | 1,632,241 | 59 |
| Rochester, N.Y. | 1,625,984 | 60 |
| Charleston - Huntington, W.Va. | 1,593,697 | 61 |
| Syracuse, N.Y. | 1,562,518 | 62 |
| Birmingham, Ala. | 1,556,055 | 63 |
| Wichita - Hutchinson, Kans. | 1,512,029 | 64 |
| Des Moines, Iowa | 1,493,673 | 65 |
| Flint - Saginaw - Bay City, Mich. | 1,441,126 | 66 |
| Roanoke - Lynchburg, Va. | 1,428,317 | 67 |
| Shreveport - Texarkana, La.-Tex.-Ark. | 1,386,542 | 68 |
| Mobile - Pensacola, Ala.-Fla. | 1,363,895 | 69 |
| Toledo, Ohio | 1,340,938 | 70 |
| Spokane, Wash. | 1,336,290 | 71 |
| Knoxville, Tenn. | 1,323,260 | 72 |
| Green Bay - Appleton, Wisc. | 1,305,029 | 73 |
| Baton Rouge, La. | 1,277,376 | 74 |
| Las Vegas, Nev. | 1,214,480 | 75 |
| Omaha, Neb. | 1,196,347 | 76 |
| Lexington, Ky. | 1,150,086 | 77 |
| Johnstown - Altoona, Pa. | 1,110,315 | 78 |
| Burlington - Plattsburgh, Vt.-N.Y. | 1,070,308 | 79 |
| Tucson, Ariz. | 1,063,579 | 80 |
| Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill. | 1,052,779 | 81 |
| Cedar Rapids - Waterloo - Dubuque, Iowa | 1,049,024 | 82 |
| Columbia, S.C. | 1,044,913 | 83 |
| Chattanooga, Tenn. | 1,041,025 | 84 |
| Ft. Myers - Naples, Fla. | 1,040,306 | 85 |
| Springfield, Mo. | 1,034,131 | 86 |
| Springfield - Decatur - Champaign, Ill. | 1,026,171 | 87 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 1,014,901 | 88 |
| Bristol - Kingsport - Johnson City, Tenn. | 975,207 | 89 |
| Santa Barbara - Santa Maria - San Luis Obispo, Calif. | 965,912 | 90 |
| Waco - Temple - Bryan, Tex. | 962,830 | 91 |
| Madison, Wisc. | 940,975 | 92 |
| Springfield, Mass. | 931,473 | 93 |
| Huntsville - Decatur - Florence, Ala. | 915,405 | 94 |
| Lafayette, La. | 911,427 | 95 |
| South Bend - Elkhart, Ind. | 910,508 | 96 |
| Charleston, S.C. | 893,365 | 97 |
| El Paso, Tex. | 878,344 | 98 |
| Savannah, Ga. | 868,150 | 99 |
| Evansville, Ind. | 864,704 | 100 |
| Youngstown, Ohio | 853,579 | 101 |
| Jackson, Miss. | 852,841 | 102 |
| Greenville - New Bern - Washington, N.C. | 849,319 | 103 |
| McAllen - Brownsville, Tex. | 838,929 | 104 |
| Corpus Christi, Tex. | 827,619 | 105 |
| Tyler - Longview - Jacksonville, Tex. | 827,509 | 106 |
| Salinas - Monterey, Calif. | 789,289 | 107 |
| Reno, Nev. | 779,664 | 108 |
| Yakima - Pasco - Richland - Kennewick, Wash. | 758,229 | 109 |
| Augusta, Ga. | 754,306 | 110 |
| Traverse City - Cadillac, Mich. | 746,257 | 111 |
| Monroe - El Dorado, La.-Ark. | 741,614 | 112 |
| Colorado Springs - Pueblo, Colo. | 740,734 | 113 |
| Fargo, N.D. | 728,601 | 114 |
| Tallahassee - Thomasville, Fla.-Ga. | 722,180 | 115 |
| Ft. Smith, Ark. | 712,565 | 116 |
| Eugene, Ore. | 707,531 | 117 |
| Sioux Falls - Mitchell, S.D. | 707,331 | 118 |
| Ft. Wayne, Ind. | 703,759 | 119 |
| Peoria - Bloomington, Ill. | 695,110 | 120 |
| Amarillo, Tex. | 680,137 | 121 |
| Lansing, Mich. | 664,133 | 122 |
| Florence - Myrtle Beach, S.C. | 664,067 | 123 |
| Odessa - Midland, Tex. | 647,772 | 124 |
| Montgomery - Selma, Ala. | 647,559 | 125 |
| Binghamton, N.Y. | 631,181 | 126 |
| Bangor, Maine | 624,788 | 127 |
| Chico - Redding, Calif. | 613,298 | 128 |
| Macon, Ga. | 613,132 | 129 |
| Bakersfield, Calif. | 609,339 | 130 |
| Lincoln - Hastings - Kearney, Neb. | 606,148 | 131 |
| Beaumont - Port Arthur, Tex. | 604,685 | 132 |
| Columbus, Ga. | 599,198 | 133 |
| Albany, Ga. | 596,190 | 134 |
| Lubbock, Tex. | 593,167 | 135 |
| Duluth - Superior, Minn.-Wisc. | 585,067 | 136 |
| La Crosse - Eau Claire, Wisc. | 540,296 | 137 |
| Sioux City, Iowa | 540,221 | 138 |
| Boise, Ida. | 539,455 | 139 |
| Rockford, Ill. | 531,581 | 140 |
| Erie, Pa. | 523,278 | 141 |
| Wausau - Rhinelander, Wisc. | 521,516 | 142 |
| Wilmington, N.C. | 512,937 | 143 |
| Bluefield - Beckley - Oak Hill, W.Va. | 507,928 | 144 |
| Columbus - Tupelo, Miss. | 500,947 | 145 |
| Medford, Ore. | 497,520 | 146 |
| Wichita Falls - Lawton, Tex.-Okla. | 495,750 | 147 |
| Topeka, Kans. | 485,147 | 148 |
| Rochester - Mason City - Austin, Minn.-Iowa | 475,406 | 149 |
| Wheeling - Steubenville, W.Va.-Ohio | 473,639 | 150 |
| Joplin - Pittsburg, Mo.-Kans. | 451,504 | 151 |
| Sarasota, Fla. | 444,674 | 152 |
| Columbia - Jefferson City, Mo. | 430,406 | 153 |
| Panama City, Fla. | 426,858 | 154 |
| Terre Haute, Ind. | 415,070 | 155 |
| Minot - Bismarck - Dickinson - Glendive, N.D.-Mont. | 410,828 | 156 |
| Idaho Falls - Pocatello, Ida. | 401,432 | 157 |
| Lake Charles, La. | 400,599 | 158 |
| Utica, N.Y. | 393,689 | 159 |
| Salisbury, Md. | 392,485 | 160 |
| Gainesville, Fla. | 373,142 | 161 |
| Billings - Hardin, Mont. | 367,320 | 162 |
| Clarksburg - Weston, W.Va. | 359,220 | 163 |
| Watertown - Carthage, N.Y. | 356,003 | 164 |
| Abilene - Sweetwater, Tex. | 343,595 | 165 |
| Biloxi - Gulfport - Pascagoula, Miss. | 341,084 | 166 |
| Alexandria, La. | 338,214 | 167 |
| Elmira, N.Y. | 334,499 | 168 |
| Quincy - Hannibal, Ill.-Mo. | 328,683 | 169 |
| Palm Springs, Calif. | 320,453 | 170 |
| Rapid City, S.D. | 309,266 | 171 |
| Harrisonburg, Va. | 299,548 | 172 |
| Laurel - Hattiesburg, Miss. | 297,130 | 173 |
| El Centro - Yuma, Calif.-Ariz. | 295,641 | 174 |
| Dothan, Ala. | 293,235 | 175 |
| Missoula, Mont. | 284,983 | 176 |
| Greenwood - Greenville, Miss. | 273,250 | 177 |
| Grand Junction - Durango, Colo. | 267,900 | 178 |
| Ardmore - Ada, Okla. | 248,013 | 179 |
| Jonesboro, Ark. | 242,051 | 180 |
| Great Falls, Mont. | 226,412 | 181 |
| Charlottesville, Va. | 220,795 | 182 |
| Meridian, Miss. | 211,018 | 183 |
| Eureka, Calif. | 206,106 | 184 |
| Parkersburg, W.Va. | 202,756 | 185 |
| Laredo, Tex. | 199,988 | 186 |
| Marquette, Mich. | 190,752 | 187 |
| San Angelo, Tex. | 177,878 | 188 |
| Jackson, Tenn. | 176,676 | 189 |
| Butte, Mont. | 176,013 | 190 |
| Hagerstown, Md. | 168,335 | 191 |
| Tuscaloosa, Ala. | 167,638 | 192 |
| Flagstaff, Ariz. | 164,736 | 193 |
| St. Joseph, Mo. | 162,348 | 194 |
| Casper - Riverton, Wyo. | 161,887 | 195 |
| Mankato, Minn. | 158,633 | 196 |
| Lima, Ohio | 151,095 | 197 |
| Cheyenne - Scottsbluff (Sterling), Wyo.-Neb. | 150,122 | 198 |
| Lafayette, Ind. | 146,620 | 199 |
| Bowling Green, Ky. | 146,292 | 200 |
| Presque Isle, Maine | 145,944 | 201 |
| Bend, Ore. | 137,749 | 202 |
| Victoria, Tex. | 136,493 | 203 |
| Twin Falls, Ida. | 121,066 | 204 |
| Zanesville, Ohio | 110,474 | 205 |
| Ottumwa - Kirksville, Iowa-Mo. | 107,034 | 206 |
| Anniston, Ala. | 96,292 | 207 |
| Helena, Mont. | 88,140 | 208 |
| North Platte, Neb. | 56,535 | 209 |
| Alpena, Mich. | 52,382 | 210 |

# EATING & DRINKING PLACE SALES

| ADI | ($000) | Rank | ADI | ($000) | Rank | ADI | ($000) | Rank |
|---|---|---|---|---|---|---|---|---|
| New York, N.Y. | 13,800,312 | 1 | Little Rock, Ark. | 611,634 | 71 | Boise, Ida. | 241,436 | 140 |
| Los Angeles, Calif. | 12,940,859 | 2 | Des Moines, Iowa | 595,991 | 72 | Wichita Falls - Lawton, Tex.-Okla. | 239,324 | 141 |
| Chicago, Ill. | 6,345,861 | 3 | Charleston - Huntington, W.Va. | 577,017 | 73 | Beaumont - Port Arthur, Tex. | 232,751 | 142 |
| San Francisco - Oakland - San Jose, Calif. | 6,206,517 | 4 | Lexington, Ky. | 575,408 | 74 | Wilmington, N.C. | 224,917 | 143 |
| Boston, Mass. | 5,841,676 | 5 | Madison, Wisc. | 566,213 | 75 | Sioux City, Iowa | 212,296 | 144 |
| Philadelphia, Pa. | 5,116,706 | 6 | Roanoke - Lynchburg, Va. | 561,917 | 76 | Monroe - El Dorado, La.-Ark. | 205,316 | 145 |
| Washington, D.C. | 4,115,846 | 7 | Santa Barbara - Santa Maria - San Luis Obispo, Calif. | 559,938 | 77 | Rochester - Mason City - Austin, Minn.-Iowa | 204,418 | 146 |
| Dallas - Ft. Worth, Tex. | 3,696,426 | 8 | Salinas - Monterey, Calif. | 559,636 | 78 | Odessa - Midland, Tex. | 199,139 | 147 |
| Detroit, Mich. | 3,478,574 | 9 | Spokane, Wash. | 558,183 | 79 | Bangor, Maine | 198,301 | 148 |
| Seattle - Tacoma, Wash. | 3,241,852 | 10 | Springfield, Mass. | 550,732 | 80 | Utica, N.Y. | 196,186 | 149 |
| Atlanta, Ga. | 3,231,452 | 11 | Ft. Myers - Naples, Fla. | 538,446 | 81 | Panama City, Fla. | 194,869 | 150 |
| Miami - Ft. Lauderdale, Fla. | 2,984,506 | 12 | Cedar Rapids - Waterloo - Dubuque, Iowa | 520,925 | 82 | Minot - Bismarck - Dickinson - Glendive, N.D.-Mont. | 194,370 | 151 |
| Minneapolis - St. Paul, Minn. | 2,708,435 | 13 | Columbia, S.C. | 509,272 | 83 | Columbia - Jefferson City, Mo. | 192,653 | 152 |
| Houston, Tex. | 2,658,660 | 14 | Tucson, Ariz. | 506,710 | 84 | Joplin - Pittsburg, Mo.-Kans. | 189,882 | 153 |
| Cleveland, Ohio | 2,481,848 | 15 | Davenport - Rock Island - Moline, Iowa-Ill. | 495,783 | 85 | Wheeling - Steubenville, W.Va.-Ohio | 186,358 | 154 |
| Denver, Colo. | 2,207,631 | 16 | South Bend - Elkhart, Ind. | 493,709 | 86 | Biloxi - Gulfport - Pascagoula, Miss. | 186,137 | 155 |
| San Diego, Calif. | 2,197,424 | 17 | Burlington - Plattsburgh, Vt.-N.Y. | 474,875 | 87 | Terre Haute, Ind. | 177,393 | 156 |
| St. Louis, Mo. | 2,143,769 | 18 | Shreveport - Texarkana, La.-Tex.-Ark. | 452,221 | 88 | Billings - Hardin, Mont. | 174,123 | 157 |
| Tampa - St. Petersburg, Fla. | 2,129,050 | 19 | Chattanooga, Tenn. | 446,951 | 89 | Gainesville, Fla. | 167,801 | 158 |
| Orlando - Daytona Beach - Melbourne, Fla. | 2,123,022 | 20 | Charleston, S.C. | 442,579 | 90 | Albany, Ga. | 166,581 | 159 |
| Sacramento - Stockton, Calif. | 2,082,534 | 21 | Johnstown - Altoona, Pa. | 437,747 | 91 | Palm Springs, Calif. | 166,276 | 160 |
| Hartford - New Haven, Conn. | 1,977,572 | 22 | Savannah, Ga. | 428,758 | 92 | Idaho Falls - Pocatello, Ida. | 161,185 | 161 |
| Phoenix, Ariz. | 1,968,262 | 23 | Springfield, Mo. | 428,266 | 93 | Grand Junction - Durango, Colo. | 160,435 | 162 |
| Baltimore, Md. | 1,907,058 | 24 | Huntsville - Decatur - Florence, Ala. | 425,210 | 94 | Columbus - Tupelo, Miss. | 159,952 | 163 |
| Pittsburgh, Pa. | 1,888,142 | 25 | Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill. | 409,278 | 95 | Watertown - Carthage, N.Y. | 156,956 | 164 |
| Portland, Ore. | 1,886,865 | 26 | Colorado Springs - Pueblo, Colo. | 405,265 | 96 | Abilene - Sweetwater, Tex. | 150,436 | 165 |
| Indianapolis, Ind. | 1,606,307 | 27 | Youngstown, Ohio | 403,980 | 97 | Rapid City, S.D. | 149,386 | 166 |
| Milwaukee, Wisc. | 1,592,783 | 28 | Lansing, Mich. | 399,908 | 98 | Missoula, Mont. | 143,813 | 167 |
| Raleigh - Durham, N.C. | 1,539,498 | 29 | Ft. Wayne, Ind. | 394,254 | 99 | Elmira, N.Y. | 133,953 | 168 |
| Cincinnati, Ohio | 1,517,039 | 30 | Eugene, Ore. | 392,287 | 100 | Quincy - Hannibal, Ill.-Mo. | 133,157 | 169 |
| Kansas City, Mo. | 1,415,326 | 31 | Reno, Nev. | 376,909 | 101 | Bluefield - Beckley - Oak Hill, W.Va. | 131,412 | 170 |
| Providence - New Bedford, R.I.-Mass. | 1,321,869 | 32 | El Paso, Tex. | 374,814 | 102 | Dothan, Ala. | 130,986 | 171 |
| New Orleans, La. | 1,282,155 | 33 | Peoria - Bloomington, Ill. | 373,801 | 103 | Harrisonburg, Va. | 118,375 | 172 |
| Columbus, Ohio | 1,280,438 | 34 | Waco - Temple - Bryan, Tex. | 367,332 | 104 | Clarksburg - Weston, W.Va. | 115,984 | 173 |
| Charlotte, N.C. | 1,244,467 | 35 | Lincoln - Hastings - Kearney, Neb. | 365,802 | 105 | Lake Charles, La. | 112,092 | 174 |
| San Antonio, Tex. | 1,180,497 | 36 | Florence - Myrtle Beach, S.C. | 363,488 | 106 | Great Falls, Mont. | 108,736 | 175 |
| Nashville, Tenn. | 1,155,775 | 37 | Evansville, Ind. | 361,660 | 107 | Laurel - Hattiesburg, Miss. | 104,061 | 176 |
| Norfolk - Portsmouth - Newport News - Hampton, Va. | 1,153,108 | 38 | Jackson, Miss. | 359,986 | 108 | Alexandria, La. | 103,771 | 177 |
| West Palm Beach - Ft. Pierce - Vero Beach, Fla. | 1,108,583 | 39 | Baton Rouge, La. | 359,469 | 109 | El Centro - Yuma, Calif.-Ariz. | 102,007 | 178 |
| Buffalo, N.Y. | 1,105,951 | 40 | Greenville - New Bern - Washington, N.C. | 352,393 | 110 | Butte, Mont. | 99,303 | 179 |
| Salt Lake City, Utah | 999,067 | 41 | Fargo, N.D. | 344,177 | 111 | Charlottesville, Va. | 97,649 | 180 |
| Albany - Schenectady - Troy, N.Y. | 998,681 | 42 | Sioux Falls - Mitchell, S.D. | 336,115 | 112 | Lafayette, Ind. | 96,588 | 181 |
| Greenville - Spartanburg - Asheville, S.C.-N.C. | 997,185 | 43 | Bristol - Kingsport - Johnson City, Tenn. | 329,269 | 113 | Tuscaloosa, Ala. | 94,197 | 182 |
| Grand Rapids - Kalamazoo - Battle Creek, Mich. | 985,350 | 44 | La Crosse - Eau Claire, Wisc. | 323,112 | 114 | Flagstaff, Ariz. | 93,068 | 183 |
| Oklahoma City, Okla. | 974,028 | 45 | Traverse City - Cadillac, Mich. | 320,089 | 115 | Eureka, Calif. | 92,159 | 184 |
| Harrisburg - York - Lancaster - Lebanon, Pa. | 965,743 | 46 | Tyler - Longview - Jacksonville, Tex. | 318,039 | 116 | Parkersburg, W.Va. | 85,950 | 185 |
| Jacksonville, Fla. | 962,654 | 47 | Augusta, Ga. | 317,047 | 117 | Marquette, Mich. | 79,181 | 186 |
| Louisville, Ky. | 952,728 | 48 | Yakima - Pasco - Richland - Kennewick, Wash. | 310,583 | 118 | Cheyenne - Scottsbluff (Sterling), Wyo.-Neb. | 76,921 | 187 |
| Albuquerque, N.M. | 920,519 | 49 | Sarasota, Fla. | 302,535 | 119 | San Angelo, Tex. | 76,478 | 188 |
| Portland - Poland Spring, Maine | 893,113 | 50 | Salisbury, Md. | 298,032 | 120 | Greenwood - Greenville, Miss. | 76,441 | 189 |
| Dayton, Ohio | 874,961 | 51 | Tallahassee - Thomasville, Fla.-Ga. | 297,532 | 121 | Lima, Ohio | 75,633 | 190 |
| Greensboro - Winston-Salem - High Point, N.C. | 864,770 | 52 | Corpus Christi, Tex. | 292,218 | 122 | St. Joseph, Mo. | 75,085 | 191 |
| Memphis, Tenn. | 807,750 | 53 | Wausau - Rhinelander, Wisc. | 291,940 | 123 | Anniston, Ala. | 72,927 | 192 |
| Wilkes-Barre - Scranton, Pa. | 798,061 | 54 | Montgomery - Selma, Ala. | 291,156 | 124 | Ardmore - Ada, Okla. | 71,414 | 193 |
| Austin, Tex. | 771,079 | 55 | Amarillo, Tex. | 286,106 | 125 | Bend, Ore. | 71,086 | 194 |
| Fresno - Visalia, Calif. | 762,981 | 56 | Bakersfield, Calif. | 284,383 | 126 | Laredo, Tex. | 67,567 | 195 |
| Syracuse, N.Y. | 753,573 | 57 | Macon, Ga. | 275,787 | 127 | Jonesboro, Ark. | 65,699 | 196 |
| Flint - Saginaw - Bay City, Mich. | 737,922 | 58 | McAllen - Brownsville, Tex. | 270,304 | 128 | Meridian, Miss. | 65,020 | 197 |
| Birmingham, Ala. | 730,837 | 59 | Erie, Pa. | 267,889 | 129 | Bowling Green, Ky. | 64,615 | 198 |
| Green Bay - Appleton, Wisc. | 730,562 | 60 | Chico - Redding, Calif. | 265,237 | 130 | Casper - Riverton, Wyo. | 64,295 | 199 |
| Mobile - Pensacola, Ala.-Fla. | 723,192 | 61 | Duluth - Superior, Minn.-Wisc. | 263,398 | 131 | Jackson, Tenn. | 64,240 | 200 |
| Wichita - Hutchinson, Kans. | 716,944 | 62 | Columbus, Ga. | 262,375 | 132 | Hagerstown, Md. | 62,935 | 201 |
| Richmond, Va. | 715,269 | 63 | Lafayette, La. | 259,204 | 133 | Twin Falls, Ida. | 62,151 | 202 |
| Toledo, Ohio | 712,326 | 64 | Ft. Smith, Ark. | 254,494 | 134 | Zanesville, Ohio | 55,726 | 203 |
| Tulsa, Okla. | 705,159 | 65 | Lubbock, Tex. | 250,048 | 135 | Mankato, Minn. | 55,003 | 204 |
| Rochester, N.Y. | 700,616 | 66 | Medford, Ore. | 249,131 | 136 | Victoria, Tex. | 44,181 | 205 |
| Las Vegas, Nev. | 669,476 | 67 | Binghamton, N.Y. | 247,995 | 137 | Helena, Mont. | 39,036 | 206 |
| Knoxville, Tenn. | 648,610 | 68 | Rockford, Ill. | 243,727 | 138 | Presque Isle, Maine | 37,762 | 207 |
| Omaha, Neb. | 646,104 | 69 | Topeka, Kans. | 243,654 | 139 | Ottumwa - Kirksville, Iowa-Mo. | 35,331 | 208 |
| Springfield - Decatur - Champaign, Ill. | 614,755 | 70 | | | | North Platte, Neb. | 31,758 | 209 |
| | | | | | | Alpena, Mich. | 19,067 | 210 |

# GENERAL MERCHANDISE STORE SALES

| ADI | ($000) | Rank |
|---|---|---|
| New York, N.Y. | 13,128,801 | 1 |
| Los Angeles, Calif. | 11,699,568 | 2 |
| Chicago, Ill. | 7,058,222 | 3 |
| Philadelphia, Pa. | 6,135,374 | 4 |
| San Francisco - Oakland - San Jose, Calif. | 5,276,759 | 5 |
| Boston, Mass. | 4,984,788 | 6 |
| Detroit, Mich. | 4,866,657 | 7 |
| Dallas - Ft. Worth, Tex. | 4,676,896 | 8 |
| Washington, D.C. | 4,329,992 | 9 |
| Minneapolis - St. Paul, Minn. | 4,039,070 | 10 |
| Atlanta, Ga. | 3,804,137 | 11 |
| Houston, Tex. | 3,555,968 | 12 |
| Cleveland, Ohio | 3,401,780 | 13 |
| Miami - Ft. Lauderdale, Fla. | 3,095,050 | 14 |
| Seattle - Tacoma, Wash. | 2,959,843 | 15 |
| St. Louis, Mo. | 2,955,560 | 16 |
| Tampa - St. Petersburg, Fla. | 2,669,369 | 17 |
| Pittsburgh, Pa. | 2,437,714 | 18 |
| Denver, Colo. | 2,363,207 | 19 |
| Portland, Ore. | 2,352,277 | 20 |
| San Diego, Calif. | 2,276,586 | 21 |
| Orlando - Daytona Beach - Melbourne, Fla. | 2,169,764 | 22 |
| Baltimore, Md. | 2,153,120 | 23 |
| Sacramento - Stockton, Calif. | 2,132,980 | 24 |
| Indianapolis, Ind. | 2,074,810 | 25 |
| Kansas City, Mo. | 2,046,720 | 26 |
| Phoenix, Ariz. | 2,027,312 | 27 |
| Grand Rapids - Kalamazoo - Battle Creek, Mich. | 1,979,829 | 28 |
| Milwaukee, Wisc. | 1,921,180 | 29 |
| Hartford - New Haven, Conn. | 1,811,140 | 30 |
| Cincinnati, Ohio | 1,793,446 | 31 |
| Nashville, Tenn. | 1,681,031 | 32 |
| Columbus, Ohio | 1,676,081 | 33 |
| New Orleans, La. | 1,499,439 | 34 |
| Raleigh - Durham, N.C. | 1,445,666 | 35 |
| Charlotte, N.C. | 1,368,657 | 36 |
| Memphis, Tenn. | 1,365,734 | 37 |
| Salt Lake City, Utah | 1,334,772 | 38 |
| Norfolk - Portsmouth - Newport News - Hampton, Va. | 1,327,428 | 39 |
| Louisville, Ky. | 1,286,525 | 40 |
| San Antonio, Tex. | 1,246,586 | 41 |
| Flint - Saginaw - Bay City, Mich. | 1,222,391 | 42 |
| Oklahoma City, Okla. | 1,218,929 | 43 |
| West Palm Beach - Ft. Pierce - Vero Beach, Fla. | 1,215,143 | 44 |
| Providence - New Bedford, R.I.-Mass. | 1,214,891 | 45 |
| Dayton, Ohio | 1,200,778 | 46 |
| Greenville - Spartanburg - Asheville, S.C.-N.C. | 1,193,693 | 47 |
| Buffalo, N.Y. | 1,171,680 | 48 |
| Albany - Schenectady - Troy, N.Y. | 1,134,586 | 49 |
| Harrisburg - York - Lancaster - Lebanon, Pa. | 1,127,084 | 50 |
| Little Rock, Ark. | 1,121,958 | 51 |
| Birmingham, Ala. | 1,116,876 | 52 |
| Toledo, Ohio | 1,109,785 | 53 |
| Wilkes-Barre - Scranton, Pa. | 1,074,066 | 54 |
| Green Bay - Appleton, Wisc. | 1,029,044 | 55 |
| Albuquerque, N.M. | 1,028,293 | 56 |
| Jacksonville, Fla. | 1,017,029 | 57 |
| Wichita - Hutchinson, Kans. | 979,260 | 58 |
| Charleston - Huntington, W.Va. | 967,291 | 59 |
| Greensboro - Winston-Salem - High Point, N.C. | 957,368 | 60 |
| Mobile - Pensacola, Ala.-Fla. | 939,557 | 61 |
| Richmond, Va. | 938,736 | 62 |
| Tulsa, Okla. | 937,012 | 63 |
| Springfield - Decatur - Champaign, Ill. | 936,191 | 64 |
| Knoxville, Tenn. | 927,636 | 65 |
| Lansing, Mich. | 919,860 | 66 |
| Shreveport - Texarkana, La.-Tex.-Ark. | 865,358 | 67 |
| Des Moines, Iowa | 855,873 | 68 |
| Lexington, Ky. | 824,275 | 69 |
| Roanoke - Lynchburg, Va. | 819,121 | 70 |
| Omaha, Neb. | 792,389 | 71 |
| Tucson, Ariz. | 755,648 | 72 |
| Jackson, Miss. | 751,765 | 73 |
| Austin, Tex. | 739,269 | 74 |
| Cedar Rapids - Waterloo - Dubuque, Iowa | 735,857 | 75 |
| Springfield, Mo. | 735,672 | 76 |
| Rochester, N.Y. | 735,641 | 77 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 715,241 | 78 |
| Huntsville - Decatur - Florence, Ala. | 701,766 | 79 |
| Baton Rouge, La. | 694,851 | 80 |
| Portland - Poland Spring, Maine | 686,428 | 81 |
| Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill. | 682,808 | 82 |
| Fresno - Visalia, Calif. | 679,526 | 83 |
| Syracuse, N.Y. | 668,990 | 84 |
| Las Vegas, Nev. | 646,049 | 85 |
| South Bend - Elkhart, Ind. | 636,567 | 86 |
| Evansville, Ind. | 626,318 | 87 |
| Chattanooga, Tenn. | 623,011 | 88 |
| El Paso, Tex. | 619,037 | 89 |
| Columbia, S.C. | 618,404 | 90 |
| Madison, Wisc. | 604,759 | 91 |
| Youngstown, Ohio | 591,284 | 92 |
| Waco - Temple - Bryan, Tex. | 588,797 | 93 |
| Ft. Myers - Naples, Fla. | 582,154 | 94 |
| Bristol - Kingsport - Johnson City, Tenn. | 566,724 | 95 |
| Ft. Smith, Ark. | 560,160 | 96 |
| Springfield, Mass. | 550,678 | 97 |
| Spokane, Wash. | 539,652 | 98 |
| McAllen - Brownsville, Tex. | 539,149 | 99 |
| Peoria - Bloomington, Ill. | 533,601 | 100 |
| Colorado Springs - Pueblo, Colo. | 502,088 | 101 |
| Ft. Wayne, Ind. | 485,144 | 102 |
| Johnstown - Altoona, Pa. | 483,584 | 103 |
| Eugene, Ore. | 477,078 | 104 |
| Lincoln - Hastings - Kearney, Neb. | 476,546 | 105 |
| Tyler - Longview - Jacksonville, Tex. | 474,400 | 106 |
| Reno, Nev. | 461,724 | 107 |
| Fargo, N.D. | 458,339 | 108 |
| Savannah, Ga. | 455,624 | 109 |
| Beaumont - Port Arthur, Tex. | 455,311 | 110 |
| Augusta, Ga. | 454,386 | 111 |
| Charleston, S.C. | 453,867 | 112 |
| Montgomery - Selma, Ala. | 442,046 | 113 |
| Monroe - El Dorado, La.-Ark. | 435,808 | 114 |
| Lafayette, La. | 428,450 | 115 |
| Wausau - Rhinelander, Wisc. | 419,137 | 116 |
| Wichita Falls - Lawton, Tex.-Okla. | 419,004 | 117 |
| Greenville - New Bern - Washington, N.C. | 414,245 | 118 |
| Amarillo, Tex. | 412,507 | 119 |
| Tallahassee - Thomasville, Fla.-Ga. | 397,738 | 120 |
| La Crosse - Eau Claire, Wisc. | 393,817 | 121 |
| Burlington - Plattsburgh, Vt.-N.Y. | 387,403 | 122 |
| Sioux Falls - Mitchell, S.D. | 384,125 | 123 |
| Macon, Ga. | 369,540 | 124 |
| Corpus Christi, Tex. | 360,934 | 125 |
| Rochester - Mason City - Austin, Minn.-Iowa | 360,779 | 126 |
| Florence - Myrtle Beach, S.C. | 358,237 | 127 |
| Columbus, Ga. | 355,172 | 128 |
| Rockford, Ill. | 353,420 | 129 |
| Columbus - Tupelo, Miss. | 349,102 | 130 |
| Salinas - Monterey, Calif. | 344,977 | 131 |
| Binghamton, N.Y. | 341,153 | 132 |
| Lubbock, Tex. | 331,845 | 133 |
| Topeka, Kans. | 329,215 | 134 |
| Duluth - Superior, Minn.-Wisc. | 328,815 | 135 |
| Sarasota, Fla. | 326,343 | 136 |
| Odessa - Midland, Tex. | 324,772 | 137 |
| Bluefield - Beckley - Oak Hill, W.Va. | 317,465 | 138 |
| Yakima - Pasco - Richland - Kennewick, Wash. | 315,658 | 139 |
| Columbia - Jefferson City, Mo. | 308,044 | 140 |
| Wheeling - Steubenville, W.Va.-Ohio | 307,859 | 141 |
| Erie, Pa. | 306,223 | 142 |
| Santa Barbara - Santa Maria - San Luis Obispo, Calif. | 297,612 | 143 |
| Joplin - Pittsburg, Mo.-Kans. | 292,796 | 144 |
| Traverse City - Cadillac, Mich. | 292,414 | 145 |
| Sioux City, Iowa | 292,374 | 146 |
| Boise, Ida. | 286,627 | 147 |
| Terre Haute, Ind. | 286,413 | 148 |
| Bakersfield, Calif. | 275,015 | 149 |
| Medford, Ore. | 268,710 | 150 |
| Minot - Bismarck - Dickinson - Glendive, N.D.-Mont. | 260,093 | 151 |
| Albany, Ga. | 250,316 | 152 |
| Alexandria, La. | 249,789 | 153 |
| Biloxi - Gulfport - Pascagoula, Miss. | 248,049 | 154 |
| Wilmington, N.C. | 242,660 | 155 |
| Lake Charles, La. | 235,782 | 156 |
| Bangor, Maine | 227,473 | 157 |
| Salisbury, Md. | 225,392 | 158 |
| Abilene - Sweetwater, Tex. | 225,254 | 159 |
| Chico - Redding, Calif. | 220,171 | 160 |
| Clarksburg - Weston, W.Va. | 215,182 | 161 |
| Utica, N.Y. | 210,591 | 162 |
| Laurel - Hattiesburg, Miss. | 210,436 | 163 |
| Gainesville, Fla. | 209,477 | 164 |
| Quincy - Hannibal, Ill.-Mo. | 201,078 | 165 |
| Parkersburg, W.Va. | 200,439 | 166 |
| Dothan, Ala. | 196,082 | 167 |
| Elmira, N.Y. | 193,085 | 168 |
| Idaho Falls - Pocatello, Ida. | 189,174 | 169 |
| Harrisonburg, Va. | 189,008 | 170 |
| Jonesboro, Ark. | 181,599 | 171 |
| Billings - Hardin, Mont. | 176,865 | 172 |
| Panama City, Fla. | 174,581 | 173 |
| Lima, Ohio | 173,727 | 174 |
| Lafayette, Ind. | 162,938 | 175 |
| Rapid City, S.D. | 162,398 | 176 |
| Jackson, Tenn. | 162,296 | 177 |
| St. Joseph, Mo. | 158,675 | 178 |
| El Centro - Yuma, Calif.-Ariz. | 158,065 | 179 |
| Watertown - Carthage, N.Y. | 155,898 | 180 |
| Palm Springs, Calif. | 153,455 | 181 |
| Tuscaloosa, Ala. | 150,730 | 182 |
| Missoula, Mont. | 144,512 | 183 |
| Bowling Green, Ky. | 139,729 | 184 |
| Meridian, Miss. | 131,710 | 185 |
| Laredo, Tex. | 130,356 | 186 |
| Hagerstown, Md. | 125,282 | 187 |
| Cheyenne - Scottsbluff (Sterling), Wyo.-Neb. | 120,732 | 188 |
| Charlottesville, Va. | 120,363 | 189 |
| Greenwood - Greenville, Miss. | 119,773 | 190 |
| Great Falls, Mont. | 118,840 | 191 |
| Ardmore - Ada, Okla. | 118,251 | 192 |
| Grand Junction - Durango, Colo. | 110,038 | 193 |
| Anniston, Ala. | 107,026 | 194 |
| San Angelo, Tex. | 106,926 | 195 |
| Marquette, Mich. | 93,824 | 196 |
| Flagstaff, Ariz. | 91,625 | 197 |
| Casper - Riverton, Wyo. | 78,381 | 198 |
| Zanesville, Ohio | 76,832 | 199 |
| Victoria, Tex. | 76,551 | 200 |
| Mankato, Minn. | 69,321 | 201 |
| Ottumwa - Kirksville, Iowa-Mo. | 59,231 | 202 |
| Bend, Ore. | 55,871 | 203 |
| Eureka, Calif. | 52,813 | 204 |
| Twin Falls, Ida. | 52,193 | 205 |
| Presque Isle, Maine | 51,959 | 206 |
| Butte, Mont. | 50,577 | 207 |
| Helena, Mont. | 41,270 | 208 |
| North Platte, Neb. | 39,097 | 209 |
| Alpena, Mich. | 28,963 | 210 |

# DEPARTMENT STORE SALES

| ADI | ($000) | Rank |
|---|---|---|
| New York, N.Y. | 10,801,388 | 1 |
| Los Angeles, Calif. | 8,747,480 | 2 |
| Chicago, Ill. | 6,043,720 | 3 |
| Philadelphia, Pa. | 5,284,656 | 4 |
| Detroit, Mich. | 4,283,473 | 5 |
| San Francisco - Oakland - San Jose, Calif. | 4,015,855 | 6 |
| Boston, Mass. | 3,838,820 | 7 |
| Dallas - Ft. Worth, Tex. | 3,625,202 | 8 |
| Washington, D.C. | 3,564,529 | 9 |
| Atlanta, Ga. | 3,098,396 | 10 |
| Minneapolis - St. Paul, Minn. | 2,891,731 | 11 |
| Houston, Tex. | 2,889,166 | 12 |
| Cleveland, Ohio | 2,765,848 | 13 |
| St. Louis, Mo. | 2,550,386 | 14 |
| Miami - Ft. Lauderdale, Fla. | 2,472,616 | 15 |
| Seattle - Tacoma, Wash. | 2,169,497 | 16 |
| Tampa - St. Petersburg, Fla. | 2,131,023 | 17 |
| Pittsburgh, Pa. | 2,033,606 | 18 |
| Denver, Colo. | 1,836,388 | 19 |
| Grand Rapids - Kalamazoo - Battle Creek, Mich. | 1,818,106 | 20 |
| Orlando - Daytona Beach - Melbourne, Fla. | 1,783,585 | 21 |
| Portland, Ore. | 1,741,093 | 22 |
| Kansas City, Mo. | 1,702,384 | 23 |
| Baltimore, Md. | 1,699,822 | 24 |
| Indianapolis, Ind. | 1,699,077 | 25 |
| Sacramento - Stockton, Calif. | 1,623,712 | 26 |
| Milwaukee, Wisc. | 1,616,300 | 27 |
| Cincinnati, Ohio | 1,599,196 | 28 |
| Hartford - New Haven, Conn. | 1,558,976 | 29 |
| San Diego, Calif. | 1,555,217 | 30 |
| Phoenix, Ariz. | 1,491,094 | 31 |
| Columbus, Ohio | 1,358,896 | 32 |
| Nashville, Tenn. | 1,335,458 | 33 |
| New Orleans, La. | 1,125,017 | 34 |
| Raleigh - Durham, N.C. | 1,100,988 | 35 |
| Flint - Saginaw - Bay City, Mich. | 1,084,130 | 36 |
| Norfolk - Portsmouth - Newport News - Hampton, Va. | 1,053,405 | 37 |
| Salt Lake City, Utah | 1,037,005 | 38 |
| West Palm Beach - Ft. Pierce - Vero Beach, Fla. | 1,005,884 | 39 |
| Charlotte, N.C. | 1,002,244 | 40 |
| Memphis, Tenn. | 1,001,592 | 41 |
| Dayton, Ohio | 987,668 | 42 |
| Louisville, Ky. | 983,035 | 43 |
| Providence - New Bedford, R.I.-Mass. | 963,603 | 44 |
| Buffalo, N.Y. | 952,349 | 45 |
| Harrisburg - York - Lancaster - Lebanon, Pa. | 945,500 | 46 |
| Little Rock, Ark. | 943,101 | 47 |
| San Antonio, Tex. | 927,724 | 48 |
| Oklahoma City, Okla. | 927,211 | 49 |
| Greenville - Spartanburg - Asheville, S.C.-N.C. | 910,695 | 50 |
| Wilkes-Barre - Scranton, Pa. | 909,803 | 51 |
| Birmingham, Ala. | 884,824 | 52 |
| Albany - Schenectady - Troy, N.Y. | 859,806 | 53 |
| Toledo, Ohio | 855,881 | 54 |
| Lansing, Mich. | 848,061 | 55 |
| Tulsa, Okla. | 792,552 | 56 |
| Green Bay - Appleton, Wisc. | 787,106 | 57 |
| Mobile - Pensacola, Ala.-Fla. | 772,314 | 58 |
| Jacksonville, Fla. | 760,181 | 59 |
| Springfield - Decatur - Champaign, Ill. | 734,990 | 60 |
| Wichita - Hutchinson, Kans. | 733,448 | 61 |
| Knoxville, Tenn. | 712,650 | 62 |
| Albuquerque, N.M. | 700,956 | 63 |
| Greensboro - Winston-Salem - High Point, N.C. | 693,241 | 64 |
| Des Moines, Iowa | 682,261 | 65 |
| Charleston - Huntington, W.Va. | 665,443 | 66 |
| Richmond, Va. | 646,027 | 67 |
| Omaha, Neb. | 645,352 | 68 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 640,420 | 69 |
| Shreveport - Texarkana, La.-Tex.-Ark. | 624,101 | 70 |
| Lexington, Ky. | 622,099 | 71 |
| Springfield, Mo. | 611,600 | 72 |
| Roanoke - Lynchburg, Va. | 588,792 | 73 |
| Huntsville - Decatur - Florence, Ala. | 584,403 | 74 |
| Cedar Rapids - Waterloo - Dubuque, Iowa | 577,578 | 75 |
| Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill. | 573,414 | 76 |
| Las Vegas, Nev. | 573,122 | 77 |
| Rochester, N.Y. | 562,753 | 78 |
| Baton Rouge, La. | 551,843 | 79 |
| Fresno - Visalia, Calif. | 544,515 | 80 |
| Austin, Tex. | 536,898 | 81 |
| Evansville, Ind. | 523,007 | 82 |
| Syracuse, N.Y. | 520,372 | 83 |
| Chattanooga, Tenn. | 519,557 | 84 |
| Madison, Wisc. | 518,449 | 85 |
| Ft. Myers - Naples, Fla. | 514,044 | 86 |
| South Bend - Elkhart, Ind. | 501,080 | 87 |
| Portland - Poland Spring, Maine | 495,245 | 88 |
| Youngstown, Ohio | 493,270 | 89 |
| Columbia, S.C. | 486,503 | 90 |
| Ft. Smith, Ark. | 484,930 | 91 |
| Tucson, Ariz. | 484,093 | 92 |
| El Paso, Tex. | 472,533 | 93 |
| Jackson, Miss. | 469,706 | 94 |
| Waco - Temple - Bryun, Tex. | 464,136 | 95 |
| Peoria - Bloomington, Ill. | 438,133 | 96 |
| Springfield, Mass. | 432,677 | 97 |
| Bristol - Kingsport - Johnson City, Tenn. | 420,257 | 98 |
| McAllen - Brownsville, Tex. | 402,351 | 99 |
| Johnstown - Altoona, Pa. | 390,597 | 100 |
| Colorado Springs - Pueblo, Colo. | 389,286 | 101 |
| Ft. Wayne, Ind. | 378,630 | 102 |
| Spokane, Wash. | 376,125 | 103 |
| Lincoln - Hastings - Kearney, Neb. | 372,848 | 104 |
| Augusta, Ga. | 367,285 | 105 |
| Reno, Nev. | 361,878 | 106 |
| Beaumont - Port Arthur, Tex. | 361,244 | 107 |
| Tyler - Longview - Jacksonville, Tex. | 352,805 | 108 |
| Montgomery - Selma, Ala. | 352,077 | 109 |
| Savannah, Ga. | 352,036 | 110 |
| Lafayette, La. | 343,021 | 111 |
| Eugene, Ore. | 341,802 | 112 |
| Wichita Falls - Lawton, Tex.-Okla. | 331,555 | 113 |
| Fargo, N.D. | 321,944 | 114 |
| Charleston, S.C. | 317,802 | 115 |
| Salinas - Monterey, Calif. | 315,889 | 116 |
| Greenville - New Bern - Washington, N.C. | 314,271 | 117 |
| Rockford, Ill. | 313,132 | 118 |
| Macon, Ga. | 308,661 | 119 |
| Tallahassee - Thomasville, Fla.-Ga. | 308,055 | 120 |
| La Crosse - Eau Claire, Wisc. | 304,520 | 121 |
| Topeka, Kans. | 297,100 | 122 |
| Columbus, Ga. | 292,715 | 123 |
| Sarasota, Fla. | 288,607 | 124 |
| Sioux Falls - Mitchell, S.D. | 287,194 | 125 |
| Wausau - Rhinelander, Wisc. | 286,299 | 126 |
| Burlington - Plattsburgh, Vt.-N.Y. | 284,941 | 127 |
| Rochester - Mason City - Austin, Minn.-Iowa | 280,018 | 128 |
| Amarillo, Tex. | 279,695 | 129 |
| Binghamton, N.Y. | 277,196 | 130 |
| Monroe - El Dorado, La.-Ark. | 275,586 | 131 |
| Columbus - Tupelo, Miss. | 263,515 | 132 |
| Columbia - Jefferson City, Mo. | 263,295 | 133 |
| Santa Barbara - Santa Maria - San Luis Obispo, Calif. | 259,947 | 134 |
| Duluth - Superior, Minn.-Wisc. | 259,469 | 135 |
| Odessa - Midland, Tex. | 255,964 | 136 |
| Florence - Myrtle Beach, S.C. | 252,744 | 137 |
| Corpus Christi, Tex. | 240,384 | 138 |
| Erie, Pa. | 234,471 | 139 |
| Joplin - Pittsburg, Mo.-Kans. | 233,521 | 140 |
| Yakima - Pasco - Richland - Kennewick, Wash. | 232,380 | 141 |
| Wheeling - Steubenville, W.Va.-Ohio | 230,352 | 142 |
| Lubbock, Tex. | 227,519 | 143 |
| Traverse City - Cadillac, Mich. | 215,654 | 144 |
| Boise, Ida. | 214,964 | 145 |
| Albany, Ga. | 208,201 | 146 |
| Bakersfield, Calif. | 204,174 | 147 |
| Sioux City, Iowa | 201,448 | 148 |
| Bluefield - Beckley - Oak Hill, W.Va. | 201,043 | 149 |
| Minot - Bismarck - Dickinson - Glendive, N.D.-Mont. | 200,111 | 150 |
| Terre Haute, Ind. | 198,240 | 151 |
| Lake Charles, La. | 194,578 | 152 |
| Biloxi - Gulfport - Pascagoula, Miss. | 192,164 | 153 |
| Chico - Redding, Calif. | 185,506 | 154 |
| Alexandria, La. | 184,518 | 155 |
| Utica, N.Y. | 183,188 | 156 |
| Medford, Ore. | 181,222 | 157 |
| Salisbury, Md. | 180,103 | 158 |
| Gainesville, Fla. | 172,953 | 159 |
| Abilene - Sweetwater, Tex. | 172,577 | 160 |
| Wilmington, N.C. | 164,138 | 161 |
| Elmira, N.Y. | 163,620 | 162 |
| Dothan, Ala. | 161,074 | 163 |
| Jonesboro, Ark. | 154,891 | 164 |
| Parkersburg, W.Va. | 154,444 | 165 |
| Idaho Falls - Pocatello, Ida. | 154,192 | 166 |
| Harrisonburg, Va. | 152,480 | 167 |
| Clarksburg - Weston, W.Va. | 147,942 | 168 |
| Laurel - Hattiesburg, Miss. | 147,515 | 169 |
| Billings - Hardin, Mont. | 146,012 | 170 |
| Panama City, Fla. | 145,421 | 171 |
| Lafayette, Ind. | 144,947 | 172 |
| Bangor, Maine | 133,940 | 173 |
| Lima, Ohio | 133,671 | 174 |
| Palm Springs, Calif. | 132,575 | 175 |
| Quincy - Hannibal, Ill.-Mo. | 131,909 | 176 |
| Jackson, Tenn. | 128,466 | 177 |
| Tuscaloosa, Ala. | 128,150 | 178 |
| St. Joseph, Mo. | 124,797 | 179 |
| Missoula, Mont. | 119,427 | 180 |
| Rapid City, S.D. | 117,301 | 181 |
| Watertown - Carthage, N.Y. | 116,409 | 182 |
| Hagerstown, Md. | 113,278 | 183 |
| Laredo, Tex. | 109,897 | 184 |
| El Centro - Yuma, Calif.-Ariz. | 109,156 | 185 |
| Bowling Green, Ky. | 101,973 | 186 |
| Ardmore - Ada, Okla. | 98,982 | 187 |
| Anniston, Ala. | 95,834 | 188 |
| Great Falls, Mont. | 94,951 | 189 |
| Charlottesville, Va. | 94,262 | 190 |
| Cheyenne - Scottsbluff (Sterling), Wyo.-Neb. | 89,573 | 191 |
| Greenwood - Greenville, Miss. | 89,461 | 192 |
| Meridian, Miss. | 84,365 | 193 |
| Grand Junction - Durango, Colo. | 82,154 | 194 |
| San Angelo, Tex. | 80,743 | 195 |
| Marquette, Mich. | 69,783 | 196 |
| Victoria, Tex. | 67,518 | 197 |
| Zanesville, Ohio | 62,143 | 198 |
| Casper - Riverton, Wyo. | 59,865 | 199 |
| Mankato, Minn. | 54,088 | 200 |
| Flagstaff, Ariz. | 46,266 | 201 |
| Ottumwa - Kirksville, Iowa-Mo. | 40,096 | 202 |
| Eureka, Calif. | 37,483 | 203 |
| North Platte, Neb. | 35,395 | 204 |
| Twin Falls, Ida. | 34,830 | 205 |
| Presque Isle, Maine | 33,924 | 206 |
| Helena, Mont. | 33,306 | 207 |
| Bend, Ore. | 30,154 | 208 |
| Alpena, Mich. | 21,047 | 209 |
| Butte, Mont. | 20,495 | 210 |

# APPAREL & ACCESSORIES STORE SALES

| ADI | ($000) | Rank |
|---|---|---|
| New York, N.Y. | 11,002,470 | 1 |
| Los Angeles, Calif. | 7,049,216 | 2 |
| Chicago, Ill. | 4,337,230 | 3 |
| Philadelphia, Pa. | 3,271,448 | 4 |
| San Francisco - Oakland - San Jose, Calif. | 3,159,149 | 5 |
| Boston, Mass. | 2,786,319 | 6 |
| Detroit, Mich. | 2,160,056 | 7 |
| Washington, D.C. | 2,158,463 | 8 |
| Dallas - Ft. Worth, Tex. | 1,980,592 | 9 |
| Miami - Ft. Louderdale, Fla. | 1,660,946 | 10 |
| Houston, Tex. | 1,632,264 | 11 |
| Seattle - Tacoma, Wash. | 1,612,647 | 12 |
| Atlanta, Ga. | 1,416,703 | 13 |
| Minneapolis - St. Paul, Minn. | 1,269,780 | 14 |
| San Diego, Calif. | 1,170,334 | 15 |
| Cleveland, Ohio | 1,108,582 | 16 |
| Baltimore, Md. | 1,008,166 | 17 |
| Hartford - New Haven, Conn. | 996,494 | 18 |
| Denver, Colo. | 967,830 | 19 |
| Pittsburgh, Pa. | 918,786 | 20 |
| St. Louis, Mo. | 890,445 | 21 |
| Portland, Ore. | 887,066 | 22 |
| Phoenix, Ariz. | 794,945 | 23 |
| Sacramento - Stockton, Calif. | 793,931 | 24 |
| Tampa - St. Petersburg, Fla. | 775,329 | 25 |
| Milwaukee, Wisc. | 698,252 | 26 |
| Orlando - Daytona Beach - Melbourne, Fla. | 678,578 | 27 |
| Charlotte, N.C. | 657,727 | 28 |
| San Antonio, Tex. | 640,608 | 29 |
| Providence - New Bedford, R.I.-Mass. | 640,133 | 30 |
| Kansas City, Mo. | 638,082 | 31 |
| New Orleans, La. | 620,533 | 32 |
| Indianapolis, Ind. | 618,248 | 33 |
| West Palm Beach - Ft. Pierce - Vero Beach, Fla. | 609,447 | 34 |
| Salt Lake City, Utah | 591,922 | 35 |
| Cincinnati, Ohio | 580,571 | 36 |
| Birmingham, Ala. | 575,429 | 37 |
| Norfolk - Portsmouth - Newport News - Hampton, Va. | 572,194 | 38 |
| Nashville, Tenn. | 558,266 | 39 |
| Columbus, Ohio | 555,309 | 40 |
| Greenville - Spartanburg - Asheville, S.C.-N.C. | 545,912 | 41 |
| Raleigh - Durham, N.C. | 544,670 | 42 |
| Oklahoma City, Okla. | 536,352 | 43 |
| Grand Rapids - Kalamazoo - Battle Creek, Mich. | 533,216 | 44 |
| Memphis, Tenn. | 513,251 | 45 |
| Greensboro - Winston-Salem - High Point, N.C. | 511,583 | 46 |
| Buffalo, N.Y. | 482,894 | 47 |
| Albany - Schenectady - Troy, N.Y. | 461,207 | 48 |
| Harrisburg - York - Lancaster - Lebanon, Pa. | 414,817 | 49 |
| Tulsa, Okla. | 407,796 | 50 |
| Albuquerque, N.M. | 404,268 | 51 |
| Wilkes-Barre - Scranton, Pa. | 392,664 | 52 |
| Syracuse, N.Y. | 384,620 | 53 |
| Louisville, Ky. | 380,632 | 54 |
| Richmond, Va. | 376,830 | 55 |
| Austin, Tex. | 372,303 | 56 |
| Flint - Saginaw - Bay City, Mich. | 369,714 | 57 |
| Little Rock, Ark. | 368,049 | 58 |
| Rochester, N.Y. | 358,075 | 59 |
| Portland - Poland Spring, Maine | 351,727 | 60 |
| Knoxville, Tenn. | 351,332 | 61 |
| Mobile - Pensacola, Ala.-Fla. | 335,185 | 62 |
| Jacksonville, Fla. | 332,103 | 63 |
| Las Vegas, Nev. | 325,104 | 64 |
| Huntsville - Decatur - Florence, Ala. | 321,092 | 65 |
| Wichita - Hutchinson, Kans. | 318,551 | 66 |
| Fresno - Visalia, Calif. | 316,855 | 67 |
| Des Moines, Iowa | 313,410 | 68 |
| Dayton, Ohio | 310,599 | 69 |
| Tucson, Ariz. | 272,055 | 70 |
| Lexington, Ky. | 270,337 | 71 |
| Omaha, Neb. | 264,358 | 72 |
| Green Bay - Appleton, Wisc. | 262,279 | 73 |
| Toledo, Ohio | 261,192 | 74 |
| Shreveport - Texarkana, La.-Tex.-Ark. | 258,108 | 75 |
| Ft. Myers - Naples, Fla. | 255,461 | 76 |
| Columbia, S.C. | 254,443 | 77 |
| Spokane, Wash. | 247,750 | 78 |
| Chattanooga, Tenn. | 242,315 | 79 |
| Springfield - Decatur - Champaign, Ill. | 241,797 | 80 |
| McAllen - Brownsville, Tex. | 240,290 | 81 |
| Charleston - Huntington, W.Va. | 239,235 | 82 |
| Roanoke - Lynchburg, Va. | 239,058 | 83 |
| Madison, Wisc. | 234,158 | 84 |
| Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill. | 230,250 | 85 |
| Springfield, Mass. | 225,763 | 86 |
| Charleston, S.C. | 225,214 | 87 |
| Santa Barbara - Santa Maria - San Luis Obispo, Calif. | 223,133 | 88 |
| Jackson, Miss. | 220,938 | 89 |
| Florence - Myrtle Beach, S.C. | 219,333 | 90 |
| El Paso, Tex. | 214,683 | 91 |
| Salinas - Monterey, Calif. | 210,077 | 92 |
| Youngstown, Ohio | 210,059 | 93 |
| Terre Haute, Ind. | 203,461 | 94 |
| Baton Rouge, La. | 201,909 | 95 |
| South Bend - Elkhart, Ind. | 199,584 | 96 |
| Johnstown - Altoona, Pa. | 197,927 | 97 |
| Savannah, Ga. | 197,788 | 98 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 193,559 | 99 |
| Burlington - Plattsburgh, Vt.-N.Y. | 191,982 | 100 |
| Tyler - Longview - Jacksonville, Tex. | 189,817 | 101 |
| Lincoln - Hastings - Kearney, Neb. | 188,443 | 102 |
| Cedar Rapids - Waterloo - Dubuque, Iowa | 185,809 | 103 |
| Amarillo, Tex. | 179,566 | 104 |
| Lansing, Mich. | 174,793 | 105 |
| Colorado Springs - Pueblo, Colo. | 170,872 | 106 |
| Evansville, Ind. | 170,292 | 107 |
| Montgomery - Selma, Ala. | 169,200 | 108 |
| Sioux Falls - Mitchell, S.D. | 167,713 | 109 |
| Waco - Temple - Bryan, Tex. | 167,605 | 110 |
| Wilmington, N.C. | 162,302 | 111 |
| Fargo, N.D. | 159,316 | 112 |
| Lafayette, La. | 158,669 | 113 |
| Springfield, Mo. | 157,262 | 114 |
| Traverse City - Cadillac, Mich. | 153,986 | 115 |
| Reno, Nev. | 153,495 | 116 |
| Bristol - Kingsport - Johnson City, Tenn. | 151,747 | 117 |
| Eugene, Ore. | 151,527 | 118 |
| Ft. Wayne, Ind. | 149,621 | 119 |
| Beaumont - Port Arthur, Tex. | 148,395 | 120 |
| Tallahassee - Thomasville, Fla.-Ga. | 144,291 | 121 |
| Peoria - Bloomington, Ill. | 142,649 | 122 |
| Greenville - New Bern - Washington, N.C. | 137,870 | 123 |
| Salisbury, Md. | 137,604 | 124 |
| Columbus, Ga. | 133,014 | 125 |
| Lubbock, Tex. | 132,454 | 126 |
| Corpus Christi, Tex. | 130,389 | 127 |
| Monroe - El Dorado, La.-Ark. | 130,244 | 128 |
| Augusta, Ga. | 124,284 | 129 |
| Macon, Ga. | 123,210 | 130 |
| Sarasota, Fla. | 119,648 | 131 |
| Ft. Smith, Ark. | 113,533 | 132 |
| Columbus - Tupelo, Miss. | 113,374 | 133 |
| Yakima - Pasco - Richland - Kennewick, Wash. | 112,922 | 134 |
| Odessa - Midland, Tex. | 112,555 | 135 |
| La Crosse - Eau Claire, Wisc. | 111,118 | 136 |
| Bakersfield, Calif. | 111,045 | 137 |
| Wichita Falls - Lawton, Tex.-Okla. | 109,824 | 138 |
| Duluth - Superior, Minn.-Wisc. | 109,322 | 139 |
| Boise, Ida. | 106,128 | 140 |
| Rockford, Ill. | 105,718 | 141 |
| Sioux City, Iowa | 105,366 | 142 |
| Pochester - Mason City - Austin, Minn.-Iowa | 103,529 | 143 |
| Binghamton, N.Y. | 103,447 | 144 |
| Erie, Pa. | 100,880 | 145 |
| Topeka, Kans. | 99,313 | 146 |
| Medford, Ore. | 92,756 | 147 |
| Minot - Bismarck - Dickinson - Glendive, N.D.-Mont. | 91,429 | 148 |
| Idaho Falls - Pocatello, Ida. | 88,693 | 149 |
| Wausau - Rhinelander, Wisc. | 85,130 | 130 |
| Albany, Ga. | 84,380 | 151 |
| Columbia - Jefferson City, Mo. | 83,308 | 152 |
| Joplin - Pittsburg, Mo.-Kans. | 79,513 | 153 |
| Bangor, Maine | 78,751 | 154 |
| Chico - Redding, Calif. | 78,730 | 155 |
| Dothan, Ala. | 77,684 | 156 |
| Laredo, Tex. | 77,617 | 157 |
| Abilene - Sweetwater, Tex. | 76,826 | 158 |
| Utica, N.Y. | 74,188 | 159 |
| Billings - Hardin, Mont. | 74,102 | 160 |
| Wheeling - Steubenville, W.Va.-Ohio | 72,284 | 161 |
| Laurel - Hattiesburg, Miss. | 69,116 | 162 |
| Panama City, Fla. | 67,507 | 163 |
| Alexandria, La. | 65,241 | 164 |
| Charlottesville, Va. | 65,073 | 165 |
| Lake Charles, La. | 63,475 | 166 |
| Jonesboro, Ark. | 60,808 | 167 |
| Tuscaloosa, Ala. | 58,719 | 168 |
| Quincy - Hannibal, Ill.-Mo. | 58,663 | 169 |
| Rapid City, S.D. | 58,229 | 170 |
| Elmira, N.Y. | 56,680 | 171 |
| Palm Springs, Calif. | 56,548 | 172 |
| El Centro - Yuma, Calif.-Ariz. | 56,190 | 173 |
| Gainesville, Fla. | 55,248 | 174 |
| Watertown - Carthage, N.Y. | 54,394 | 175 |
| Missoula, Mont. | 53,805 | 176 |
| Greenwood - Greenville, Miss. | 53,447 | 177 |
| Clarksburg - Weston, W.Va. | 51,546 | 178 |
| Great Falls, Mont. | 51,223 | 179 |
| Biloxi - Gulfport - Pascagoula, Miss. | 51,109 | 180 |
| Eureka, Calif. | 49,097 | 181 |
| San Angelo, Tex. | 47,019 | 182 |
| Ardmore - Ada, Okla. | 46,985 | 183 |
| Bluefield - Beckley - Oak Hill, W.Va. | 46,701 | 184 |
| Twin Falls, Ida. | 43,825 | 185 |
| Bowling Green, Ky. | 42,101 | 186 |
| Lafayette, Ind. | 40,685 | 187 |
| Lima, Ohio | 40,132 | 188 |
| Bend, Ore. | 40,083 | 189 |
| Jackson, Tenn. | 39,967 | 190 |
| Meridian, Miss. | 38,280 | 191 |
| Grand Junction - Durango, Colo. | 37,534 | 192 |
| Anniston, Ala. | 36,093 | 193 |
| Cheyenne - Scottsbluff (Sterling), Wyo.-Neb. | 34,408 | 194 |
| Butte, Mont. | 34,064 | 195 |
| Harrisonburg, Va. | 33,010 | 196 |
| Victoria, Tex. | 32,693 | 197 |
| Marquette, Mich. | 31,845 | 198 |
| Parkersburg, W.Va. | 30,904 | 199 |
| Mankato, Minn. | 27,648 | 200 |
| Casper - Riverton, Wyo. | 25,954 | 201 |
| Hagerstown, Md. | 25,655 | 202 |
| Zanesville, Ohio | 24,329 | 203 |
| Flagstaff, Ariz. | 19,434 | 204 |
| Ottumwa - Kirksville, Iowa-Mo. | 17,084 | 205 |
| Presque Isle, Maine | 16,058 | 206 |
| St. Joseph, Mo. | 15,870 | 207 |
| Alpena, Mich. | 10,751 | 208 |
| North Platte, Neb. | 9,780 | 209 |
| Helena, Mont. | 8,970 | 210 |

# FURNITURE / HOME FURNISHINGS / APPLIANCE STORE SALES

| ADI | ($000) | Rank |
|---|---|---|
| New York, N.Y. | 9,102,269 | 1 |
| Los Angeles, Calif. | 7,050,549 | 2 |
| Chicago, Ill. | 3,638,140 | 3 |
| San Francisco - Oakland - San Jose, Calif. | 3 413,366 | 4 |
| Philadelphia, Pa. | 2,821,004 | 5 |
| Boston, Mass. | 2,734,050 | 6 |
| Washington, D.C. | 2,208,070 | 7 |
| Detroit, Mich. | 2,082,216 | 8 |
| Dallas - Ft. Worth, Tex. | 1,679,407 | 9 |
| Seattle - Tacoma, Wash. | 1,633,605 | 10 |
| Miami - Ft. Lauderdale, Fla. | 1,571,117 | 11 |
| Atlanta, Ga. | 1,501,082 | 12 |
| San Diego, Calif. | 1,302,092 | 13 |
| Cleveland, Ohio | 1,301,043 | 14 |
| Houston, Tex. | 1,296,302 | 15 |
| Hartford - New Haven, Conn. | 1,155,345 | 16 |
| Minneapolis - St. Paul, Minn. | 1,151,835 | 17 |
| Tampa - St. Petersburg, Fla. | 1,079,923 | 18 |
| Sacramento - Stockton, Calif. | 1,077,628 | 19 |
| Phoenix, Ariz. | 1,061,888 | 20 |
| Denver, Colo. | 1,048,659 | 21 |
| Pittsburgh, Pa. | 963,769 | 22 |
| Baltimore, Md. | 955,316 | 23 |
| Milwaukee, Wisc. | 909,937 | 24 |
| Portland, Ore. | 869,151 | 25 |
| St. Louis, Mo. | 794,770 | 26 |
| Orlando - Daytona Beach - Melbourne, Fla. | 793,542 | 27 |
| Indianapolis, Ind. | 789,616 | 28 |
| Charlotte, N.C. | 740,021 | 29 |
| Greensboro - Winston-Salem - High Point, N.C. | 708,597 | 30 |
| West Palm Beach - Ft. Pierce - Vero Beach, Fla. | 685,763 | 31 |
| Raleigh - Durham, N.C. | 675,927 | 32 |
| Salt Lake City, Utah | 639,527 | 33 |
| Nashville, Tenn. | 624,900 | 34 |
| Norfolk - Portsmouth - Newport News - Hampton, Va. | 623,048 | 35 |
| Cincinnati, Ohio | 607,369 | 36 |
| Grand Rapids - Kalamazoo - Battle Creek, Mich. | 593,410 | 37 |
| Harrisburg - York - Lancaster - Lebanon, Pa. | 590,846 | 38 |
| Columbus, Ohio | 585,281 | 39 |
| Kansas City, Mo. | 570,175 | 40 |
| Buffalo, N.Y. | 535,476 | 41 |
| New Orleans, La. | 526,022 | 42 |
| Albany - Schenectady - Troy, N.Y. | 519,654 | 43 |
| Providence - New Bedford, R.I.-Mass. | 518,717 | 44 |
| Greenville - Spartanburg - Asheville, S.C.-N.C. | 517,727 | 45 |
| Memphis, Tenn. | 465,470 | 46 |
| Rochester, N.Y. | 448,240 | 47 |
| San Antonio, Tex. | 446,535 | 48 |
| Louisville, Ky. | 441,175 | 49 |
| Jacksonville, Fla. | 422,531 | 50 |
| Richmond, Va. | 407,016 | 51 |
| Oklahoma City, Okla. | 406,100 | 52 |
| Fresno - Visalia, Calif. | 398,365 | 53 |
| Wilkes-Barre - Scranton, Pa. | 397,785 | 54 |
| Flint - Saginaw - Bay City, Mich. | 395,784 | 55 |
| Syracuse, N.Y. | 394,191 | 56 |
| Albuquerque, N.M. | 378,814 | 57 |
| Green Bay - Appleton, Wisc. | 372,166 | 58 |
| Ft. Myers - Naples, Fla. | 369,409 | 59 |
| Portland - Poland Spring, Maine | 364,243 | 60 |
| Dayton, Ohio | 362,941 | 61 |
| Toledo, Ohio | 352,738 | 62 |
| Birmingham, Ala. | 348,415 | 63 |
| Austin, Tex. | 330,072 | 64 |
| Madison, Wisc. | 317,561 | 65 |
| Tulsa, Okla. | 317,353 | 66 |
| Mobile - Pensacola, Ala.-Fla. | 313,651 | 67 |
| Little Rock, Ark. | 303,637 | 68 |
| Knoxville, Tenn. | 303,327 | 69 |
| Roanoke - Lynchburg, Va. | 298,891 | 70 |
| Omaha, Neb. | 293,078 | 71 |
| Tucson, Ariz. | 288,682 | 72 |
| Las Vegas, Nev. | 282,047 | 73 |
| Shreveport - Texarkana, La.-Tex.-Ark. | 275,722 | 74 |
| Lexington, Ky. | 273,505 | 75 |
| Columbia, S.C. | 271,304 | 76 |
| Charleston - Huntington, W.Va. | 270,060 | 77 |
| Chattanooga, Tenn. | 265,440 | 78 |
| Lansing, Mich. | 263,915 | 79 |
| Springfield - Decatur - Champaign, Ill. | 263,251 | 80 |
| Huntsville - Decatur - Florence, Ala. | 261,408 | 81 |
| Santa Barbara - Santa Maria - San Luis Obispo, Calif. | 241,620 | 82 |
| Youngstown, Ohio | 238,759 | 83 |
| Springfield, Mass. | 238,259 | 84 |
| Des Moines, Iowa | 232,432 | 85 |
| Colorado Springs - Pueblo, Colo. | 231,711 | 86 |
| Johnstown - Altoona, Pa. | 231,342 | 87 |
| Salinas - Monterey, Calif. | 227,092 | 88 |
| Wichita - Hutchinson, Kans. | 222,264 | 89 |
| El Paso, Tex. | 219,169 | 90 |
| Florence - Myrtle Beach, S.C. | 215,679 | 91 |
| South Bend - Elkhart, Ind. | 215,649 | 92 |
| Baton Rouge, La. | 213,113 | 93 |
| Evansville, Ind. | 204,338 | 94 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 201,895 | 95 |
| Ft. Wayne, Ind. | 201,593 | 96 |
| Sarasota, Fla. | 198,890 | 97 |
| Savannah, Ga. | 198,057 | 98 |
| Burlington - Plattsburgh, Vt.-N.Y. | 194,859 | 99 |
| Spokane, Wash. | 193,672 | 100 |
| Charleston, S.C. | 193,294 | 101 |
| Cedar Rapids - Waterloo - Dubuque, Iowa | 189,719 | 102 |
| Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill. | 183,207 | 103 |
| Jackson, Miss. | 179,284 | 104 |
| Greenville - New Bern - Washington, N.C. | 175,486 | 105 |
| Peoria - Bloomington, Ill. | 174,126 | 106 |
| Reno, Nev. | 169,720 | 107 |
| Tyler - Longview - Jacksonville, Tex. | 162,580 | 108 |
| Eugene, Ore. | 162,101 | 109 |
| Tallahassee - Thomasville, Fla.-Ga. | 161,234 | 110 |
| Waco - Temple - Bryan, Tex. | 161,079 | 111 |
| Augusta, Ga. | 155,839 | 112 |
| McAllen - Brownsville, Tex. | 154,245 | 113 |
| Bristol - Kingsport - Johnson City, Tenn. | 151,945 | 114 |
| Montgomery - Selma, Ala. | 144,157 | 115 |
| Bakersfield, Calif. | 144,939 | 116 |
| Rockford, Ill. | 142,096 | 117 |
| Chico - Redding, Calif. | 141,751 | 118 |
| Springfield, Mo. | 140,997 | 119 |
| Macon, Ga. | 136,954 | 120 |
| Erie, Pa. | 132,987 | 121 |
| Traverse City - Cadillac, Mich. | 132,850 | 122 |
| La Crosse - Eau Claire, Wisc. | 130,032 | 123 |
| Yakima - Pasco - Richland - Kennewick, Wash. | 126,210 | 124 |
| Columbus, Ga. | 126,134 | 125 |
| Sioux Falls - Mitchell, S.D. | 124,588 | 126 |
| Binghamton, N.Y. | 123,716 | 127 |
| Amarillo, Tex. | 121,800 | 128 |
| Lincoln - Hastings - Kearney, Neb. | 120,957 | 129 |
| Fargo, N.D. | 120,441 | 130 |
| Ft. Smith, Ark. | 118,791 | 131 |
| Medford, Ore. | 117,891 | 132 |
| Boise, Ida. | 117,019 | 133 |
| Wausau - Rhinelander, Wisc. | 116,981 | 134 |
| Wilmington, N.C. | 104,589 | 135 |
| Beaumont - Port Arthur, Tex. | 101,820 | 136 |
| Corpus Christi, Tex. | 101,590 | 137 |
| Columbus - Tupelo, Miss. | 100,086 | 138 |
| Salisbury, Md. | 95,970 | 139 |
| Monroe - El Dorado, La.-Ark. | 95,624 | 140 |
| Bangor, Maine | 94,478 | 141 |
| Rochester - Mason City - Austin, Minn.-Iowa | 94,451 | 142 |
| Albany, Ga. | 94,392 | 143 |
| Topeka, Kans. | 93,448 | 144 |
| Wheeling - Steubenville, W.Va.-Ohio | 90,473 | 145 |
| Wichita Falls - Lawton, Tex.-Okla. | 90,251 | 146 |
| Lubbock, Tex. | 89,893 | 147 |
| Idaho Falls - Pocatello, Ida. | 88,623 | 148 |
| Dothan, Ala. | 84,930 | 149 |
| Lafayette, La. | 83,739 | 150 |
| Harrisonburg, Va. | 80,720 | 151 |
| Duluth - Superior, Minn.-Wisc. | 79,509 | 152 |
| Palm Springs, Calif. | 78,388 | 153 |
| Columbia - Jefferson City, Mo. | 78,282 | 154 |
| Watertown - Carthage, N.Y. | 77,527 | 155 |
| Terre Haute, Ind. | 77,003 | 156 |
| Elmira, N.Y. | 72,885 | 157 |
| Odessa - Midland, Tex. | 69,902 | 158 |
| Sioux City, Iowa | 69,583 | 159 |
| Biloxi - Gulfport - Pascagoula, Miss. | 67,742 | 160 |
| Utica, N.Y. | 66,410 | 161 |
| Missoula, Mont. | 66,253 | 162 |
| Bluefield - Beckley - Oak Hill, W.Va. | 65,651 | 163 |
| Minot - Bismarck - Dickinson - Glendive, N.D.-Mont. | 65,181 | 164 |
| Gainesville, Fla. | 65,031 | 165 |
| Billings - Hardin, Mont. | 61,921 | 166 |
| Panama City, Fla. | 57,984 | 167 |
| Joplin - Pittsburg, Mo.-Kans. | 57,336 | 168 |
| Laredo, Tex. | 56,848 | 169 |
| Abilene - Sweetwater, Tex. | 55,502 | 170 |
| Charlottesville, Va. | 54,447 | 171 |
| Quincy - Hannibal, Ill.-Mo. | 52,877 | 172 |
| Zanesville, Ohio | 52,191 | 173 |
| Tuscaloosa, Ala. | 50,777 | 174 |
| Laurel - Hattiesburg, Miss. | 49,780 | 175 |
| Alexandria, La. | 48,470 | 176 |
| Lafayette, Ind. | 48,206 | 177 |
| Hagerstown, Md. | 47,862 | 178 |
| Grand Junction - Durango, Colo. | 47,482 | 179 |
| Great Falls, Mont. | 47,465 | 180 |
| Clarksburg - Weston, W.Va. | 46,958 | 181 |
| Parkersburg, W.Va. | 46,600 | 182 |
| Jonesboro, Ark. | 45,885 | 183 |
| Lima, Ohio | 45,500 | 184 |
| Jackson, Tenn. | 44,067 | 185 |
| Marquette, Mich. | 43,570 | 186 |
| Rapid City, S.D. | 43,441 | 187 |
| Lake Charles, La. | 42,187 | 188 |
| El Centro - Yuma, Calif.-Ariz. | 42,009 | 189 |
| San Angelo, Tex. | 40,842 | 190 |
| Greenwood - Greenville, Miss. | 39,459 | 191 |
| Twin Falls, Ida. | 38,715 | 192 |
| Bowling Green, Ky. | 38,369 | 193 |
| Butte, Mont. | 35,782 | 194 |
| Meridian, Miss. | 33,837 | 195 |
| Eureka, Calif. | 32,959 | 196 |
| Bend, Ore. | 31,575 | 197 |
| Ardmore - Ada, Okla. | 30,100 | 198 |
| Casper - Riverton, Wyo. | 30,095 | 199 |
| Flagstaff, Ariz. | 28,103 | 200 |
| Victoria, Tex. | 26,996 | 201 |
| Anniston, Ala. | 26,134 | 202 |
| Cheyenne - Scottsbluff (Sterling), Wyo.-Neb. | 24,702 | 203 |
| Presque Isle, Maine | 21,452 | 204 |
| St. Joseph, Mo. | 20,435 | 205 |
| Mankato, Minn. | 18,177 | 206 |
| Helena, Mont. | 15,378 | 207 |
| Alpena, Mich. | 12,041 | 208 |
| Ottumwa - Kirksville, Iowa-Mo. | 11,955 | 209 |
| North Platte, Neb. | 7,652 | 210 |

# FURNITURE & HOME FURNISHINGS STORE SALES

| ADI | ($000) | Rank |
|---|---|---|
| New York, N.Y. | 5,454,210 | 1 |
| Los Angeles, Calif. | 3,430,383 | 2 |
| Chicago, Ill. | 2,063,591 | 3 |
| Philadelphia, Pa. | 1,659,260 | 4 |
| San Francisco - Oakland - San Jose, Calif. | 1,628,905 | 5 |
| Boston, Mass. | 1,607,551 | 6 |
| Washington, D.C. | 1,272,219 | 7 |
| Detroit, Mich. | 1,156,200 | 8 |
| Dallas - Ft. Worth, Tex. | 934,587 | 9 |
| Miami - Ft. Lauderdale, Fla. | 912,551 | 10 |
| Atlanta, Ga. | 842,043 | 11 |
| Seattle - Tacoma, Wash. | 824,482 | 12 |
| San Diego, Calif. | 753,344 | 13 |
| Cleveland, Ohio | 717,205 | 14 |
| Houston, Tex. | 683,073 | 15 |
| Hartford - New Haven, Conn. | 655,371 | 16 |
| Minneapolis - St. Paul, Minn. | 6 8,344 | 17 |
| Tampa - St. Petersburg, Fla. | 627,290 | 18 |
| Sacramento - Stockton, Calif. | 621,487 | 19 |
| Phoenix, Ariz. | 614,840 | 20 |
| Baltimore, Md. | 582,037 | 21 |
| Pittsburgh, Pa. | 565,628 | 22 |
| Denver, Colo. | 540,721 | 23 |
| Charlotte, N.C. | 486,457 | 24 |
| West Palm Beach - Ft. Pierce - Vero Beach, Fla. | 471,348 | 25 |
| Orlando - Daytona Beach - Melbourne, Fla. | 461,986 | 26 |
| Greensboro - Winston-Salem - High Point, N.C. | 453,695 | 27 |
| St. Louis, Mo. | 446,605 | 28 |
| Portland, Ore. | 429,423 | 29 |
| Norfolk - Portsmouth - Newport News - Hampton, Va. | 417,898 | 30 |
| Raleigh - Durham, N.C. | 417,009 | 31 |
| Salt Lake City, Utah | 398,903 | 32 |
| Milwaukee, Wisc. | 398,059 | 33 |
| Indianapolis, Ind. | 392,126 | 34 |
| Cincinnati, Ohio | 360,443 | 35 |
| Providence - New Bedford, R.I.-Mass. | 359,200 | 36 |
| Nashville, Tenn. | 358,241 | 37 |
| Harrisburg - York - Lancaster - Lebanon, Pa. | 336,075 | 38 |
| Greenville - Spartanburg - Asheville, S.C.-N.C. | 330,599 | 39 |
| Grand Rapids - Kalamazoo - Battle Creek, Mich. | 330,342 | 40 |
| Columbus, Ohio | 319,376 | 41 |
| Kansas City, Mo. | 296,673 | 42 |
| Memphis, Tenn. | 288,793 | 43 |
| Albany - Schenectady - Troy, N.Y. | 279,375 | 44 |
| Buffalo, N.Y. | 276,759 | 45 |
| New Orleans, La. | 275,153 | 46 |
| Ft. Myers - Naples, Fla. | 275,007 | 47 |
| Louisville, Ky. | 250,961 | 48 |
| Richmond, Va. | 247,482 | 49 |
| San Antonio, Tex. | 244,156 | 50 |
| Portland - Poland Spring, Maine | 240,405 | 51 |
| Fresno - Visalia, Calif. | 234,766 | 52 |
| Albuquerque, N.M. | 231,874 | 53 |
| Jacksonville, Fla. | 229,364 | 54 |
| Dayton, Ohio | 227,744 | 55 |
| Oklahoma City, Okla. | 220,850 | 56 |
| Flint - Saginaw - Bay City, Mich. | 218,313 | 57 |
| Wilkes-Barre - Scranton, Pa. | 215,117 | 58 |
| Syracuse, N.Y. | 213,927 | 59 |
| Rochester, N.Y. | 213,313 | 60 |
| Omaha, Neb. | 212,159 | 61 |
| Birmingham, Ala. | 209,703 | 62 |
| Roanoke - Lynchburg, Va. | 195,480 | 63 |
| Little Rock, Ark. | 194,901 | 64 |
| Green Bay - Appleton, Wisc. | 185,815 | 65 |
| Tulsa, Okla. | 183,645 | 66 |
| Knoxville, Tenn. | 182,396 | 67 |
| Mobile - Pensacola, Ala.-Fla. | 181,962 | 68 |
| Toledo, Ohio | 175,030 | 69 |
| Austin, Tex. | 171,832 | 70 |
| Chattanooga, Tenn. | 169,889 | 71 |
| Charleston - Huntington, W.Va. | 167,637 | 72 |
| Florence - Myrtle Beach, S.C. | 166,593 | 73 |
| Columbia, S.C. | 165,904 | 74 |
| Shreveport - Texarkana, La.-Tex.-Ark. | 164,768 | 75 |
| Huntsville - Decatur - Florence, Ala. | 154,462 | 76 |
| Lexington, Ky. | 153,160 | 77 |
| Youngstown, Ohio | 152,844 | 78 |
| Sarasota, Fla. | 151,790 | 79 |
| Las Vegas, Nev. | 151,254 | 80 |
| Tucson, Ariz. | 145,485 | 81 |
| Springfield - Decatur - Champaign, Ill. | 133,067 | 82 |
| Savannah, Ga. | 129,769 | 83 |
| Lansing, Mich. | 128,892 | 84 |
| Colorado Springs - Pueblo, Colo. | 128,299 | 85 |
| Madison, Wisc. | 127,824 | 86 |
| Santa Barbara - Santa Maria - San Luis Obispo, Calif. | 127,198 | 87 |
| Springfield, Mass. | 126,984 | 88 |
| Johnstown - Altoona, Pa. | 126,138 | 89 |
| Salinas - Monterey, Calif. | 125,873 | 90 |
| Greenville - New Bern - Washington, N.C. | 123,893 | 91 |
| Charleston, S.C. | 123,290 | 92 |
| Des Moines, Iowa | 123,272 | 93 |
| Evansville, Ind. | 122,871 | 94 |
| South Bend - Elkhart, Ind. | 119,935 | 95 |
| Spokane, Wash. | 114,628 | 96 |
| Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill. | 113,524 | 97 |
| El Paso, Tex. | 111,253 | 98 |
| Burlington - Plattsburgh, Vt.-N.Y. | 109,928 | 99 |
| Jackson, Miss. | 108,112 | 100 |
| Wichita - Hutchinson, Kans. | 107,552 | 101 |
| Ft. Wayne, Ind. | 105,545 | 102 |
| Augusta, Ga. | 105,070 | 103 |
| Tallahassee - Thomasville, Fla.-Ga. | 101,031 | 104 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 99,984 | 105 |
| Bristol - Kingsport - Johnson City, Tenn. | 99,325 | 106 |
| Peoria - Bloomington, Ill. | 98,923 | 107 |
| Cedar Rapids - Waterloo - Dubuque, Iowa | 98,680 | 108 |
| Baton Rouge, La. | 98,618 | 109 |
| Tyler - Longview - Jacksonville, Tex. | 97,440 | 110 |
| Reno, Nev. | 97,121 | 111 |
| Springfield, Mo. | 93,438 | 112 |
| Montgomery - Selma, Ala. | 92,107 | 113 |
| Macon, Ga. | 91,269 | 114 |
| McAllen - Brownsville, Tex. | 87,441 | 115 |
| Traverse City - Cadillac, Mich. | 86,896 | 116 |
| Waco - Temple - Bryan, Tex. | 86,129 | 117 |
| Wilmington, N.C. | 80,105 | 118 |
| Ft. Smith, Ark. | 79,135 | 119 |
| Eugene, Ore. | 78,439 | 120 |
| Columbus, Ga. | 77,903 | 121 |
| Wausau - Rhinelander, Wisc. | 77,806 | 122 |
| Amarillo, Tex. | 76,926 | 123 |
| Binghamton, N.Y. | 76,745 | 124 |
| Rockford, Ill. | 76,254 | 125 |
| Bakersfield, Calif. | 75,426 | 126 |
| Yakima - Pasco - Richland - Kennewick, Wash. | 73,290 | 127 |
| Salisbury, Md. | 72,728 | 128 |
| Medford, Ore. | 71,703 | 129 |
| Chico - Redding, Calif. | 68,957 | 130 |
| Boise, Ida. | 66,497 | 131 |
| Lincoln - Hastings - Kearney, Neb. | 65,729 | 132 |
| Sioux Falls - Mitchell, S.D. | 64,727 | 133 |
| Columbus - Tupelo, Miss. | 64,536 | 134 |
| Albany, Ga. | 63,994 | 135 |
| La Crosse - Eau Claire, Wisc. | 63,280 | 136 |
| Corpus Christi, Tex. | 62,101 | 137 |
| Fargo, N.D. | 62,017 | 138 |
| Harrisonburg, Va. | 58,062 | 139 |
| Topeka, Kans. | 57,050 | 140 |
| Wichita Falls - Lawton, Tex.-Okla. | 56,945 | 141 |
| Monroe - El Dorado, La.-Ark. | 56,317 | 142 |
| Erie, Pa. | 54,856 | 143 |
| Wheeling - Steubenville, W.Va.-Ohio | 54,666 | 144 |
| Lubbock, Tex. | 54,437 | 145 |
| Dothan, Ala. | 53,250 | 146 |
| Rochester - Mason City - Austin, Minn.-Iowa | 51,370 | 147 |
| Idaho Falls - Pocatello, Ida. | 51,132 | 148 |
| Beaumont - Port Arthur, Tex. | 48,280 | 149 |
| Bangor, Maine | 47,970 | 150 |
| Lafayette, La. | 47,519 | 151 |
| Elmira, N.Y. | 46,424 | 152 |
| Watertown - Carthage, N.Y. | 46,158 | 153 |
| Bluefield - Beckley - Oak Hill, W.Va. | 45,174 | 154 |
| Columbia - Jefferson City, Mo. | 44,384 | 155 |
| Palm Springs, Calif. | 43,330 | 156 |
| Utica, N.Y. | 43,002 | 157 |
| Duluth - Superior, Minn.-Wisc. | 42,708 | 158 |
| Odessa - Midland, Tex. | 41,614 | 159 |
| Billings - Hardin, Mont. | 40,902 | 160 |
| Panama City, Fla. | 40,535 | 161 |
| Joplin - Pittsburg, Mo.-Kans. | 38,829 | 162 |
| Terre Haute, Ind. | 38,109 | 163 |
| Minot - Bismarck - Dickinson - Glendive, N.D.-Mont. | 37,539 | 164 |
| Biloxi - Gulfport - Pascagoula, Miss. | 37,282 | 165 |
| Sioux City, Iowa | 35,570 | 166 |
| Missoula, Mont. | 34,670 | 167 |
| Charlottesville, Va. | 34,640 | 168 |
| Zanesville, Ohio | 32,350 | 169 |
| Quincy - Hannibal, Ill.-Mo. | 31,851 | 170 |
| Abilene - Sweetwater, Tex. | 31,507 | 171 |
| Clarksburg - Weston, W.Va. | 30,904 | 172 |
| Tuscaloosa, Ala. | 30,700 | 173 |
| Gainesville, Fla. | 30,496 | 174 |
| Jackson, Tenn. | 30,169 | 175 |
| Hagerstown, Md. | 29,523 | 176 |
| Alexandria, La. | 29,043 | 177 |
| Parkersburg, W.Va. | 28,095 | 178 |
| Greenwood - Greenville, Miss. | 27,865 | 179 |
| Rapid City, S.D. | 27,670 | 180 |
| Grand Junction - Durango, Colo. | 26,554 | 181 |
| Great Falls, Mont. | 26,340 | 182 |
| Laurel - Hattiesburg, Miss. | 25,381 | 183 |
| El Centro - Yuma, Calif.-Ariz. | 25,317 | 184 |
| Meridian, Miss. | 24,752 | 185 |
| Bowling Green, Ky. | 24,532 | 186 |
| Bend, Ore. | 23,366 | 187 |
| San Angelo, Tex. | 22,959 | 188 |
| Lima, Ohio | 21,402 | 189 |
| Twin Falls, Ida. | 21,208 | 190 |
| Jonesboro, Ark. | 21,078 | 191 |
| Lafayette, Ind. | 20,795 | 192 |
| Ardmore - Ada, Okla. | 20,494 | 193 |
| Lake Charles, La. | 20,192 | 194 |
| Eureka, Calif. | 19,403 | 195 |
| Anniston, Ala. | 17,985 | 196 |
| Casper - Riverton, Wyo. | 16,605 | 197 |
| Marquette, Mich. | 15,741 | 198 |
| Flagstaff, Ariz. | 15,413 | 199 |
| Butte, Mont. | 14,387 | 200 |
| Victoria, Tex. | 13,622 | 201 |
| Cheyenne - Scottsbluff (Sterling), Wyo.-Neb. | 13,420 | 202 |
| Presque Isle, Maine | 12,002 | 203 |
| St. Joseph, Mo. | 11,483 | 204 |
| Laredo, Tex. | 9,498 | 205 |
| Helena, Mont. | 8,457 | 206 |
| Mankato, Minn. | 7,712 | 207 |
| Alpena, Mich. | 5,914 | 208 |
| Ottumwa - Kirksville, Iowa-Mo. | 4,966 | 209 |
| North Platte, Neb. | 3,601 | 210 |

# AUTOMOTIVE DEALER SALES

| ADI | ($000) | Rank |
|---|---|---|
| New York, N.Y. | 23,916,017 | 1 |
| Los Angeles, Calif. | 22,593,865 | 2 |
| Chicago, Ill. | 12,745,398 | 3 |
| Philadelphia, Pa. | 12,104,447 | 4 |
| Boston, Mass. | 10,574,672 | 5 |
| Dallas - Ft. Worth, Tex. | 9,713,284 | 6 |
| Detroit, Mich. | 8,416,906 | 7 |
| San Francisco - Oakland - San Jose, Calif. | 8,315,189 | 8 |
| Washington, D.C. | 7,765,391 | 9 |
| Miami - Ft. Lauderdale, Fla. | 6,854,710 | 10 |
| Houston, Tex. | 6,764,889 | 11 |
| Atlanta, Ga. | 6,424,547 | 12 |
| Minneapolis - St. Paul, Minn. | 5,908,560 | 13 |
| Cleveland, Ohio | 5,445,404 | 14 |
| Tampa - St. Petersburg, Fla. | 5,066,196 | 15 |
| Seattle - Tacoma, Wash. | 4,840,766 | 16 |
| St. Louis, Mo. | 4,747,457 | 17 |
| Phoenix, Ariz. | 4,314,774 | 18 |
| Hartford - New Haven, Conn. | 4,311,706 | 19 |
| Orlando - Daytona Beach - Melbourne, Fla. | 4,253,160 | 20 |
| Pittsburgh, Pa. | 4,233,330 | 21 |
| Baltimore, Md. | 4,105,606 | 22 |
| Sacramento - Stockton, Calif. | 3,942,432 | 23 |
| Denver, Colo. | 3,895,004 | 24 |
| San Diego, Calif. | 3,879,113 | 25 |
| Indianapolis, Ind. | 3,749,411 | 26 |
| Kansas City, Mo. | 3,606,510 | 27 |
| Portland, Ore. | 3,378,594 | 28 |
| Milwaukee, Wisc. | 3,138,670 | 29 |
| Charlotte, N.C. | 3,088,818 | 30 |
| Nashville, Tenn. | 3,055,238 | 31 |
| Columbus, Ohio | 2,960,056 | 32 |
| Raleigh - Durham, N.C. | 2,817,660 | 33 |
| Harrisburg - York - Lancaster - Lebanon, Pa. | 2,761,374 | 34 |
| Cincinnati, Ohio | 2,746,980 | 35 |
| Grand Rapids - Kalamazoo - Battle Creek, Mich. | 2,610,644 | 36 |
| Memphis, Tenn. | 2,579,613 | 37 |
| West Palm Beach - Ft. Pierce - Vero Beach, Fla. | 2,539,420 | 38 |
| Norfolk - Portsmouth - Newport News - Hampton, Va. | 2,512,847 | 39 |
| Oklahoma City, Okla. | 2,472,832 | 40 |
| Greenville - Spartanburg - Asheville, S.C.-N.C. | 2,464,196 | 41 |
| San Antonio, Tex. | 2,460,810 | 42 |
| Birmingham, Ala. | 2,412,564 | 43 |
| Salt Lake City, Utah | 2,334,134 | 44 |
| Albany - Schenectady - Troy, N.Y. | 2,310,804 | 45 |
| New Orleans, La. | 2,251,274 | 46 |
| Buffalo, N.Y. | 2,238,092 | 47 |
| Providence - New Bedford, R.I.-Mass. | 2,184,577 | 48 |
| Louisville, Ky. | 2,151,413 | 49 |
| Jacksonville, Fla. | 2,134,033 | 50 |
| Dayton, Ohio | 2,095,295 | 51 |
| Little Rock, Ark. | 2,035,178 | 52 |
| Greensboro - Winston-Salem - High Point, N.C. | 2,015,420 | 53 |
| Flint - Saginaw - Bay City, Mich. | 1,972,883 | 54 |
| Wilkes-Barre - Scranton, Pa. | 1,894,140 | 55 |
| Rochester, N.Y. | 1,829,484 | 56 |
| Albuquerque, N.M. | 1,827,940 | 57 |
| Richmond, Va. | 1,806,231 | 58 |
| Tulsa, Okla. | 1,782,484 | 59 |
| Knoxville, Tenn. | 1,755,958 | 60 |
| Portland - Poland Spring, Maine | 1,744,676 | 61 |
| Mobile - Pensacola, Ala.-Fla. | 1,674,998 | 62 |
| Toledo, Ohio | 1,656,319 | 63 |
| Syracuse, N.Y. | 1,647,970 | 64 |
| Wichita - Hutchinson, Kans. | 1,562,940 | 65 |
| Omaha, Neb. | 1,547,403 | 66 |
| Green Bay - Appleton, Wisc. | 1,525,286 | 67 |
| Charleston - Huntington, W.Va. | 1,495,871 | 68 |
| Fresno - Visalia, Calif. | 1,488,787 | 69 |
| Huntsville - Decatur - Florence, Ala. | 1,470,531 | 70 |
| Des Moines, Iowa | 1,434,303 | 71 |
| Roanoke - Lynchburg, Va. | 1,418,375 | 72 |
| South Bend - Elkhart, Ind. | 1,356,678 | 73 |
| Lexington, Ky. | 1,324,234 | 74 |
| Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill. | 1,321,497 | 75 |
| Shreveport - Texarkana, La.-Tex.-Ark. | 1,313,554 | 76 |
| Austin, Tex. | 1,306,138 | 77 |
| Springfield - Decatur - Champaign, Ill. | 1,271,873 | 78 |
| Springfield, Mo. | 1,227,210 | 79 |
| Columbia, S.C. | 1,207,580 | 80 |
| Cedar Rapids - Waterloo - Dubuque, Iowa | 1,197,241 | 81 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 1,182,060 | 82 |
| Jackson, Miss. | 1,161,569 | 83 |
| Las Vegas, Nev. | 1,154,010 | 84 |
| Madison, Wisc. | 1,142,254 | 85 |
| Chattanooga, Tenn. | 1,121,439 | 86 |
| Spokane, Wash. | 1,116,807 | 87 |
| Johnstown - Altoona, Pa. | 1,103,808 | 88 |
| Youngstown, Ohio | 1,056,914 | 89 |
| Ft. Myers - Naples, Fla. | 1,052,701 | 90 |
| Ft. Wayne, Ind. | 1,049,112 | 91 |
| Burlington - Plattsburgh, Vt.-N.Y. | 1,021,715 | 92 |
| Tucson, Ariz. | 989,184 | 93 |
| Baton Rouge, La. | 981,649 | 94 |
| Springfield, Mass. | 978,078 | 95 |
| Peoria - Bloomington, Ill. | 947,960 | 96 |
| Lansing, Mich. | 935,705 | 97 |
| El Paso, Tex. | 920,763 | 98 |
| Evansville, Ind. | 913,918 | 99 |
| Tyler - Longview - Jacksonville, Tex. | 902,171 | 100 |
| Colorado Springs - Pueblo, Colo. | 901,934 | 101 |
| Bristol - Kingsport - Johnson City, Tenn. | 896,272 | 102 |
| Greenville - New Bern - Washington, N.C. | 885,321 | 103 |
| Charleston, S.C. | 884,720 | 104 |
| Salinas - Monterey, Calif. | 883,278 | 105 |
| Fargo, N.D. | 873,556 | 106 |
| Montgomery - Selma, Ala. | 847,833 | 107 |
| Sioux Falls - Mitchell, S.D. | 839,049 | 108 |
| Reno, Nev. | 838,803 | 109 |
| Lincoln - Hastings - Kearney, Neb. | 808,124 | 110 |
| Waco - Temple - Bryan, Tex. | 798,299 | 111 |
| Eugene, Ore. | 790,302 | 112 |
| Savannah, Ga. | 788,543 | 113 |
| Ft. Smith, Ark. | 762,094 | 114 |
| Augusta, Ga. | 743,493 | 115 |
| Monroe - El Dorado, La.-Ark. | 728,396 | 116 |
| Macon, Ga. | 726,709 | 117 |
| Corpus Christi, Tex. | 720,049 | 118 |
| Amarillo, Tex. | 679,898 | 119 |
| Columbus, Ga. | 677,091 | 120 |
| Santa Barbara - Santa Maria - San Luis Obispo, Calif. | 673,269 | 121 |
| Sarasota, Fla. | 671,525 | 122 |
| Binghamton, N.Y. | 668,507 | 123 |
| Beaumont - Port Arthur, Tex. | 661,576 | 124 |
| Tallahassee - Thomasville, Fla.-Ga. | 658,114 | 125 |
| Lubbock, Tex. | 648,501 | 126 |
| Traverse City - Cadillac, Mich. | 646,798 | 127 |
| La Crosse - Eau Claire, Wisc. | 638,715 | 128 |
| Columbus - Tupelo, Miss. | 628,754 | 129 |
| Yakima - Pasco - Richland - Kennewick, Wash. | 623,909 | 130 |
| McAllen - Brownsville, Tex. | 617,254 | 131 |
| Florence - Myrtle Beach, S.C. | 614,941 | 132 |
| Columbia - Jefferson City, Mo. | 610,637 | 133 |
| Wausau - Rhinelander, Wisc. | 604,377 | 134 |
| Erie, Pa. | 583,295 | 135 |
| Rochester - Mason City - Austin, Minn.-Iowa | 581,203 | 136 |
| Topeka, Kans. | 578,735 | 137 |
| Rockford, Ill. | 575,449 | 138 |
| Duluth - Superior, Minn.-Wisc. | 573,066 | 139 |
| Bakersfield, Calif. | 569,279 | 140 |
| Wichita Falls - Lawton, Tex.-Okla. | 564,086 | 141 |
| Boise, Ida. | 554,028 | 142 |
| Bangor, Maine | 540,346 | 143 |
| Sioux City, Iowa | 529,440 | 144 |
| Lafayette, La. | 528,988 | 145 |
| Odessa - Midland, Tex. | 515,476 | 146 |
| Medford, Ore. | 507,679 | 147 |
| Minot - Bismarck - Dickinson - Glendive, N.D.-Mont. | 506,008 | 148 |
| Chico - Redding, Calif. | 470,808 | 149 |
| Terre Haute, Ind. | 466,055 | 150 |
| Joplin - Pittsburg, Mo.-Kans. | 464,841 | 151 |
| Wilmington, N.C. | 451,294 | 152 |
| Albany, Ga. | 430,281 | 153 |
| Bluefield - Beckley - Oak Hill, W.Va. | 429,867 | 154 |
| Dothan, Ala. | 413,735 | 155 |
| Salisbury, Md. | 412,272 | 156 |
| Utica, N.Y. | 410,733 | 157 |
| Abilene - Sweetwater, Tex. | 406,551 | 158 |
| Watertown - Carthage, N.Y. | 405,706 | 159 |
| Wheeling - Steubenville, W.Va.-Ohio | 397,761 | 160 |
| Biloxi - Gulfport - Pascagoula, Miss. | 383,466 | 161 |
| Harrisonburg, Va. | 378,881 | 162 |
| Idaho Falls - Pocatello, Ida. | 376,176 | 163 |
| Rapid City, S.D. | 374,072 | 164 |
| Gainesville, Fla. | 361,904 | 165 |
| Quincy - Hannibal, Ill.-Mo. | 354,261 | 166 |
| Palm Springs, Calif. | 338,585 | 167 |
| Billings - Hardin, Mont. | 323,900 | 168 |
| Panama City, Fla. | 305,590 | 169 |
| Laurel - Hattiesburg, Miss. | 294,606 | 170 |
| Clarksburg - Weston, W.Va. | 290,774 | 171 |
| Elmira, N.Y. | 290,535 | 172 |
| Missoula, Mont. | 279,212 | 173 |
| Lake Charles, La. | 273,383 | 174 |
| Jonesboro, Ark. | 269,586 | 175 |
| Alexandria, La. | 267,507 | 176 |
| El Centro - Yuma, Calif.-Ariz. | 255,656 | 177 |
| Parkersburg, W.Va. | 245,343 | 178 |
| Tuscaloosa, Ala. | 245,054 | 179 |
| Great Falls, Mont. | 225,253 | 180 |
| Jackson, Tenn. | 223,916 | 181 |
| Hagerstown, Md. | 222,719 | 182 |
| Lafayette, Ind. | 219,546 | 183 |
| Greenwood - Greenville, Miss. | 215,965 | 184 |
| Lima, Ohio | 212,620 | 185 |
| Anniston, Ala. | 210,127 | 186 |
| Meridian, Miss. | 205,535 | 187 |
| Grand Junction - Durango, Colo. | 197,380 | 188 |
| Marquette, Mich. | 193,612 | 189 |
| Ardmore - Ada, Okla. | 190,756 | 190 |
| Charlottesville, Va. | 184,602 | 191 |
| Cheyenne - Scottsbluff (Sterling), Wyo.-Neb. | 183,650 | 192 |
| San Angelo, Tex. | 182,922 | 193 |
| St. Joseph, Mo. | 182,608 | 194 |
| Bowling Green, Ky. | 176,034 | 195 |
| Twin Falls, Ida. | 155,055 | 196 |
| Bend, Ore. | 154,542 | 197 |
| Butte, Mont. | 153,954 | 198 |
| Casper - Riverton, Wyo. | 144,907 | 199 |
| Victoria, Tex. | 143,143 | 200 |
| Presque Isle, Maine | 130,122 | 201 |
| Zanesville, Ohio | 114,232 | 202 |
| Mankato, Minn. | 106,854 | 203 |
| Laredo, Tex. | 106,700 | 204 |
| Eureka, Calif. | 106,257 | 205 |
| Ottumwa - Kirksville, Iowa-Mo. | 99,521 | 206 |
| Flagstaff, Ariz. | 90,472 | 207 |
| North Platte, Neb. | 62,685 | 208 |
| Helena, Mont. | 50,327 | 209 |
| Alpena, Mich. | 43,584 | 210 |

# GASOLINE SERVICE STATION SALES

| ADI | ($000) | Rank |
|---|---|---|
| Los Angeles, Calif. | 7,148,573 | 1 |
| New York, N.Y. | 6,788,310 | 2 |
| Chicago, Ill. | 4,609,916 | 3 |
| Philadelphia, Pa. | 3,053,947 | 4 |
| San Francisco - Oakland - San Jose, Calif. | 2,876,218 | 5 |
| Detroit, Mich. | 2,840,133 | 6 |
| Boston, Mass. | 2,730,958 | 7 |
| Dallas - Ft. Worth, Tex. | 2,648,063 | 8 |
| Washington, D.C. | 2,522,805 | 9 |
| Minneapolis - St. Paul, Minn. | 2,442,629 | 10 |
| Cleveland, Ohio | 2,262,831 | 11 |
| Atlanta, Ga. | 2,164,694 | 12 |
| Seattle - Tacoma, Wash. | 2,019,778 | 13 |
| St. Louis, Mo. | 2,012,316 | 14 |
| Houston, Tex. | 1,653,023 | 15 |
| Miami - Ft. Lauderdale, Fla. | 1,535,942 | 16 |
| Sacramento - Stockton, Calif. | 1,512,276 | 17 |
| Tampa - St. Petersburg, Fla. | 1,430,094 | 18 |
| Hartford - New Haven, Conn. | 1,412,343 | 19 |
| Denver, Colo. | 1,404,489 | 20 |
| Indianapolis, Ind. | 1,390,226 | 21 |
| Milwaukee, Wisc. | 1,378,087 | 22 |
| Pittsburgh, Pa. | 1,329,097 | 23 |
| San Diego, Calif. | 1,270,915 | 24 |
| Orlando - Daytona Beach - Melbourne, Fla. | 1,261,045 | 25 |
| Phoenix, Ariz. | 1,251,375 | 26 |
| Baltimore, Md. | 1,251,175 | 27 |
| Kansas City, Mo. | 1,157,254 | 28 |
| Portland, Ore. | 1,131,593 | 29 |
| Columbus, Ohio | 1,127,760 | 30 |
| Cincinnati, Ohio | 1,109,227 | 31 |
| Grand Rapids - Kalamazoo - Battle Creek, Mich. | 975,686 | 32 |
| Nashville, Tenn. | 967,014 | 33 |
| Charlotte, N.C. | 966,136 | 34 |
| Greenville - Spartanburg - Asheville, S.C.-N.C. | 965,843 | 35 |
| Salt Lake City, Utah | 948,091 | 36 |
| Raleigh - Durham, N.C. | 899,387 | 37 |
| Memphis, Tenn. | 879,010 | 38 |
| Flint - Saginaw - Bay City, Mich. | 850,362 | 39 |
| Norfolk - Portsmouth - Newport News - Hampton, Va. | 849,053 | 40 |
| Dayton, Ohio | 836,535 | 41 |
| Jacksonville, Fla. | 819,020 | 42 |
| New Orleans, La. | 818,432 | 43 |
| San Antonio, Tex. | 817,270 | 44 |
| Louisville, Ky. | 815,271 | 45 |
| Providence - New Bedford, R.I.-Mass. | 788,098 | 46 |
| Buffalo, N.Y. | 782,003 | 47 |
| Oklahoma City, Okla. | 770,356 | 48 |
| Wichita - Hutchinson, Kans. | 759,279 | 49 |
| Greensboro - Winston-Salem - High Point, N.C. | 743,436 | 50 |
| Harrisburg - York - Lancaster - Lebanon, Pa. | 741,767 | 51 |
| Wilkes-Barre - Scranton, Pa. | 729,074 | 52 |
| Toledo, Ohio | 715,598 | 53 |
| Roanoke - Lynchburg, Va. | 710,820 | 54 |
| Albuquerque, N.M. | 682,666 | 55 |
| Richmond, Va. | 679,394 | 56 |
| Des Moines, Iowa | 674,499 | 57 |
| Mobile - Pensacola, Ala.-Fla. | 660,583 | 58 |
| West Palm Beach - Ft. Pierce - Vero Beach, Fla. | 655,624 | 59 |
| Knoxville, Tenn. | 649,015 | 60 |
| Springfield - Decatur - Champaign, Ill. | 645,191 | 61 |
| Green Bay - Appleton, Wisc. | 632,309 | 62 |
| Fresno - Visalia, Calif. | 631,165 | 63 |
| Birmingham, Ala. | 629,431 | 64 |
| Albany - Schenectady - Troy, N.Y. | 618,748 | 65 |
| Omaha, Neb. | 595,033 | 66 |
| Charleston - Huntington, W.Va. | 588,743 | 67 |
| Shreveport - Texarkana, La.-Tex.-Ark. | 576,574 | 68 |
| Little Rock, Ark. | 574,091 | 69 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 561,004 | 70 |
| Madison, Wisc. | 540,898 | 71 |
| Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill. | 538,810 | 72 |
| Portland - Poland Spring, Maine | 525,580 | 73 |
| Johnstown - Altoona, Pa. | 515,301 | 74 |
| Cedar Rapids - Waterloo - Dubuque, Iowa | 503,012 | 75 |
| South Bend - Elkhart, Ind. | 501,390 | 76 |
| Syracuse, N.Y. | 481,856 | 77 |
| Lexington, Ky. | 478,915 | 78 |
| Lincoln - Hastings - Kearney, Neb. | 453,258 | 79 |
| Tulsa, Okla. | 451,546 | 80 |
| Austin, Tex. | 449,420 | 81 |
| Youngstown, Ohio | 444,809 | 82 |
| Springfield, Mo. | 429,645 | 83 |
| Spokane, Wash. | 429,068 | 84 |
| Rochester, N.Y. | 425,201 | 85 |
| Chattanooga, Tenn. | 422,942 | 86 |
| La Crosse - Eau Claire, Wisc. | 420,182 | 87 |
| Columbia, S.C. | 417,705 | 88 |
| Sioux Falls - Mitchell, S.D. | 412,196 | 89 |
| Fargo, N.D. | 406,041 | 90 |
| Peoria - Bloomington, Ill. | 400,272 | 91 |
| El Paso, Tex. | 399,978 | 92 |
| Tucson, Ariz. | 389,624 | 93 |
| Tallahassee - Thomasville, Fla.-Ga. | 379,461 | 94 |
| Santa Barbara - Santa Maria - San Luis Obispo, Calif. | 375,764 | 95 |
| Springfield, Mass. | 363,978 | 96 |
| Duluth - Superior, Minn.-Wisc. | 360,876 | 97 |
| Traverse City - Cadillac, Mich. | 358,856 | 98 |
| Charleston, S.C. | 357,769 | 99 |
| Jackson, Miss. | 355,824 | 100 |
| Evansville, Ind. | 353,194 | 101 |
| Savannah, Ga. | 346,016 | 102 |
| Lansing, Mich. | 344,177 | 103 |
| Waco - Temple - Bryan, Tex. | 343,149 | 104 |
| Baton Rouge, La. | 342,580 | 105 |
| Amarillo, Tex. | 340,301 | 106 |
| Las Vegas, Nev. | 337,895 | 107 |
| Burlington - Plattsburgh, Vt.-N.Y. | 334,209 | 108 |
| Ft. Wayne, Ind. | 331,923 | 109 |
| Bristol - Kingsport - Johnson City, Tenn. | 330,415 | 110 |
| Ft. Myers - Naples, Fla. | 327,967 | 111 |
| Reno, Nev. | 321,767 | 112 |
| Terre Haute, Ind. | 315,415 | 113 |
| Salinas - Monterey, Calif. | 314,506 | 114 |
| Greenville - New Bern - Washington, N.C. | 307,122 | 115 |
| Colorado Springs - Pueblo, Colo. | 306,184 | 116 |
| Bakersfield, Calif. | 305,078 | 117 |
| Montgomery - Selma, Ala. | 295,848 | 118 |
| Wausau - Rhinelander, Wisc. | 293,548 | 119 |
| Huntsville - Decatur - Florence, Ala. | 288,235 | 120 |
| Rockford, Ill. | 286,490 | 121 |
| Tyler - Longview - Jacksonville, Tex. | 283,242 | 122 |
| Minot - Bismarck - Dickinson - Glendive, N.D.-Mont. | 267,333 | 123 |
| Topeka, Kans. | 266,801 | 124 |
| Sioux City, Iowa | 264,362 | 125 |
| Eugene, Ore. | 262,032 | 126 |
| Rochester - Mason City - Austin, Minn.-Iowa | 258,709 | 127 |
| Augusta, Ga. | 256,960 | 128 |
| Yakima - Pasco - Richland - Kennewick, Wash. | 256,692 | 129 |
| Joplin - Pittsburg, Mo.-Kans. | 255,510 | 130 |
| Macon, Ga. | 252,144 | 131 |
| Chico - Redding, Calif. | 251,918 | 132 |
| Lafayette, La. | 248,451 | 133 |
| Medford, Ore. | 244,429 | 134 |
| Florence - Myrtle Beach, S.C. | 239,030 | 135 |
| Beaumont - Port Arthur, Tex. | 238,625 | 136 |
| Columbia - Jefferson City, Mo. | 238,526 | 137 |
| Wheeling - Steubenville, W.Va.-Ohio | 238,029 | 138 |
| Boise, Ida. | 236,181 | 139 |
| Wichita Falls - Lawton, Tex.-Okla. | 228,591 | 140 |
| Columbus, Ga. | 224,676 | 141 |
| Corpus Christi, Tex. | 213,580 | 142 |
| Ft. Smith, Ark. | 211,727 | 143 |
| Binghamton, N.Y. | 208,243 | 144 |
| Odessa - Midland, Tex. | 206,005 | 145 |
| Lubbock, Tex. | 205,411 | 146 |
| Monroe - El Dorado, La.-Ark. | 201,009 | 147 |
| Bangor, Maine | 197,762 | 148 |
| McAllen - Brownsville, Tex. | 196,831 | 149 |
| Wilmington, N.C. | 188,386 | 150 |
| Erie, Pa. | 185,168 | 161 |
| Salisbury, Md. | 179,575 | 152 |
| Quincy - Hannibal, Ill.-Mo. | 178,425 | 153 |
| Sarasota, Fla. | 170,140 | 154 |
| Albany, Ga. | 167,631 | 155 |
| Abilene - Sweetwater, Tex. | 165,228 | 156 |
| Idaho Falls - Pocatello, Ida. | 163,460 | 157 |
| Clarksburg - Weston, W.Va. | 162,116 | 158 |
| Rapid City, S.D. | 161,693 | 159 |
| Billings - Hardin, Mont. | 146,111 | 160 |
| St. Joseph, Mo. | 145,971 | 161 |
| Bluefield - Beckley - Oak Hill, W.Va. | 141,325 | 162 |
| Biloxi - Gulfport - Pascagoula, Miss. | 139,938 | 163 |
| Utica, N.Y. | 132,793 | 164 |
| Palm Springs, Calif. | 129,659 | 165 |
| El Centro - Yuma, Calif.-Ariz. | 127,212 | 166 |
| Elmira, N.Y. | 124,477 | 167 |
| Panama City, Fla. | 117,949 | 168 |
| Columbus - Tupelo, Miss. | 117,162 | 169 |
| Gainesville, Fla. | 116,152 | 170 |
| Greenwood - Greenville, Miss. | 108,399 | 171 |
| Alexandria, La. | 107,530 | 172 |
| Harrisonburg, Va. | 107,404 | 173 |
| Missoula, Mont. | 105,571 | 174 |
| Eureka, Calif. | 101,627 | 175 |
| Jackson, Tenn. | 94,730 | 176 |
| Bowling Green, Ky. | 92,647 | 177 |
| Tuscaloosa, Ala. | 92,159 | 178 |
| Lake Charles, La. | 91,420 | 179 |
| San Angelo, Tex. | 89,939 | 180 |
| Parkersburg, W.Va. | 89,288 | 181 |
| Lima, Ohio | 88,438 | 182 |
| Dothan, Ala. | 86,496 | 183 |
| Marquette, Mich. | 86,212 | 184 |
| Jonesboro, Ark. | 85,581 | 185 |
| Ardmore - Ada, Okla. | 84,136 | 186 |
| Butte, Mont. | 83,690 | 187 |
| Cheyenne - Scottsbluff (Sterling), Wyo.-Neb. | 83,238 | 188 |
| Grand Junction - Durango, Colo. | 81,032 | 189 |
| Great Falls, Mont. | 76,874 | 190 |
| Anniston, Ala. | 74,785 | 191 |
| Lafayette, Ind. | 74,584 | 192 |
| Flagstaff, Ariz. | 72,514 | 193 |
| Casper - Riverton, Wyo. | 72,234 | 194 |
| Watertown - Carthage, N.Y. | 71,278 | 195 |
| Meridian, Miss. | 70,582 | 196 |
| Laurel - Hattiesburg, Miss. | 65,395 | 197 |
| Hagerstown, Md. | 59,980 | 198 |
| Ottumwa - Kirksville, Iowa-Mo. | 56,988 | 199 |
| Bend, Ore. | 54,949 | 200 |
| Zanesville, Ohio | 51,097 | 201 |
| Laredo, Tex. | 49,666 | 202 |
| North Platte, Neb. | 48,541 | 203 |
| Twin Falls, Ida. | 48,507 | 204 |
| Charlottesville, Va. | 46,237 | 205 |
| Presque Isle, Maine | 44,642 | 206 |
| Mankato, Minn. | 43,048 | 207 |
| Alpena, Mich. | 37,658 | 208 |
| Victoria, Tex. | 36,828 | 209 |
| Helena, Mont. | 25,696 | 210 |

# BUILDING MATERIALS & HARDWARE STORE SALES

| ADI | ($000) | Rank |
|---|---|---|
| Los Angeles, Calif. | 5,550,948 | 1 |
| New York, N.Y. | 5,323,338 | 2 |
| Chicago, Ill. | 3,070,954 | 3 |
| Boston, Mass. | 2,489,027 | 4 |
| San Francisco - Oakland - San Jose, Calif. | 2,458,558 | 5 |
| Philadelphia, Pa. | 2,173,650 | 6 |
| Minneapolis - St. Paul, Minn. | 1,832,856 | 7 |
| Atlanta, Ga. | 1,778,874 | 8 |
| Detroit, Mich. | 1,738,550 | 9 |
| Seattle - Tacoma, Wash. | 1,689,755 | 10 |
| Washington, D.C. | 1,640,410 | 11 |
| Dallas - Ft. Worth, Tex. | 1,456,286 | 12 |
| Cleveland, Ohio | 1,385,733 | 13 |
| Sacramento - Stockton, Calif. | 1,253,815 | 14 |
| Tampa - St. Petersburg, Fla. | 1,214,107 | 15 |
| Hartford - New Haven, Conn. | 1,118,905 | 16 |
| San Diego, Calif. | 1,078,206 | 17 |
| St. Louis, Mo. | 1,072,701 | 18 |
| Orlando - Daytona Beach - Melbourne, Fla. | 1,014,784 | 19 |
| Miami - Ft. Lauderdale, Fla. | 997,621 | 20 |
| Denver, Colo. | 928,571 | 21 |
| Phoenix, Ariz. | 923,804 | 22 |
| Indianapolis, Ind. | 909,684 | 23 |
| Charlotte, N.C. | 908,821 | 24 |
| Raleigh - Durham, N.C. | 894,124 | 25 |
| Portland, Ore. | 892,153 | 26 |
| Houston, Tex. | 883,850 | 27 |
| Baltimore, Md. | 862,197 | 28 |
| Milwaukee, Wisc. | 819,743 | 29 |
| Kansas City, Mo. | 798,005 | 30 |
| Grand Rapids - Kalamazoo - Battle Creek, Mich. | 795,540 | 31 |
| Greenville - Spartanburg - Asheville, S.C.-N.C. | 786,567 | 32 |
| Pittsburgh, Pa. | 779,428 | 33 |
| Cincinnati, Ohio | 734,131 | 34 |
| Nashville, Tenn. | 713,621 | 35 |
| Columbus, Ohio | 642,108 | 36 |
| Greensboro - Winston-Salem - High Point, N.C. | 639,409 | 37 |
| Norfolk - Portsmouth - Newport News - Hampton, Va. | 635,789 | 38 |
| Salt Lake City, Utah | 605,550 | 39 |
| Harrisburg - York - Lancaster - Lebanon, Pa. | 604,364 | 40 |
| Portland - Poland Spring, Maine | 585,743 | 41 |
| Albany - Schenectady - Troy, N.Y. | 583,024 | 42 |
| Flint - Saginaw - Bay City, Mich. | 577,362 | 43 |
| Providence - New Bedford, R.I.-Mass. | 566,059 | 44 |
| Albuquerque, N.M. | 537,886 | 45 |
| West Palm Beach - Ft. Pierce - Vero Beach, Fla. | 532,220 | 46 |
| Wilkes-Barre - Scranton, Pa. | 510,909 | 47 |
| Louisville, Ky. | 503,840 | 48 |
| Green Bay - Appleton, Wisc. | 503,099 | 49 |
| Dayton, Ohio | 500,611 | 50 |
| Jacksonville, Fla. | 486,035 | 51 |
| Little Rock, Ark. | 471,188 | 52 |
| New Orleans, La. | 456,9[illegible]8 | 53 |
| Columbia, S.C. | 447,487 | 54 |
| Birmingham, Ala. | 435,311 | 55 |
| Roanoke - Lynchburg, Va. | 423,634 | 56 |
| Wichita - Hutchinson, Kans. | 419,326 | 57 |
| Charleston - Huntington, W.Va. | 417,771 | 58 |
| Fresno - Visalia, Calif. | 412,024 | 59 |
| Richmond, Va. | 407,974 | 60 |
| Memphis, Tenn. | 407,689 | 61 |
| Buffalo, N.Y. | 402,917 | 62 |
| Mobile - Pensacola, Ala.-Fla. | 400,473 | 63 |
| South Bend - Elkhart, Ind. | 398,953 | 64 |
| Toledo, Ohio | 398,077 | 65 |
| Springfield - Decatur - Champaign, Ill. | 384,322 | 66 |
| Knoxville, Tenn. | 378,478 | 67 |
| Madison, Wisc. | 378,096 | 68 |
| Des Moines, Iowa | 365,867 | 69 |
| Syracuse, N.Y. | 357,594 | 70 |
| San Antonio, Tex. | 357,447 | 71 |
| Ft. Myers - Naples, Fla. | 355,905 | 72 |
| Burlington - Plattsburgh, Vt.-N.Y. | 354,440 | 73 |
| Springfield, Mo. | 353,806 | 74 |
| Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill. | 353,432 | 75 |
| Traverse City - Cadillac, Mich. | 340,176 | 76 |
| Tulsa, Okla. | 339,468 | 77 |
| Las Vegas, Nev. | 334,940 | 78 |
| Tucson, Ariz. | 334,643 | 79 |
| Lexington, Ky. | 329,045 | 80 |
| Oklahoma City, Okla. | 326,657 | 81 |
| Rochester, N.Y. | 323,943 | 82 |
| Ft. Wayne, Ind. | 313,307 | 83 |
| Cedar Rapids - Waterloo - Dubuque, Iowa | 312,047 | 84 |
| Spokane, Wash. | 310,734 | 85 |
| Greenville - New Bern - Washington, N.C. | 296,175 | 86 |
| Huntsville - Decatur - Florence, Ala. | 292,337 | 87 |
| Omaha, Neb. | 289,183 | 88 |
| Reno, Nev. | 286,290 | 89 |
| Springfield, Mass. | 280,332 | 90 |
| Bristol - Kingsport - Johnson City, Tenn. | 276,450 | 91 |
| Chattanooga, Tenn. | 272,543 | 92 |
| Shreveport - Texarkana, La.-Tex.-Ark. | 271,475 | 93 |
| Lansing, Mich. | 269,238 | 94 |
| Evansville, Ind. | 267,822 | 95 |
| Fargo, N.D. | 265,694 | 96 |
| Austin, Tex. | 260,731 | 97 |
| Santa Barbara - Santa Maria - San Luis Obispo, Calif. | 256,084 | 98 |
| Charleston, S.C. | 246,183 | 99 |
| Johnstown - Altoona, Pa. | 244,481 | 100 |
| Augusta, Ga. | 241,529 | 101 |
| Colorado Springs - Pueblo, Colo. | 239,707 | 102 |
| Tallahassee - Thomasville, Fla.-Ga. | 239,335 | 103 |
| Florence - Myrtle Beach, S.C. | 236,582 | 104 |
| Sioux Falls - Mitchell, S.D. | 235,659 | 105 |
| Salinas - Monterey, Calif. | 234,652 | 106 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 233,745 | 107 |
| Lincoln - Hastings - Kearney, Neb. | 233,142 | 108 |
| El Paso, Tex. | 227,477 | 109 |
| Jackson, Miss. | 226,230 | 110 |
| Peoria - Bloomington, Ill. | 222,332 | 111 |
| Wausau - Rhinelander, Wisc. | 218,218 | 112 |
| Savannah, Ga. | 216,310 | 113 |
| Youngstown, Ohio | 214,737 | 114 |
| Ft. Smith, Ark. | 212,218 | 115 |
| Baton Rouge, La. | 208,275 | 116 |
| Tyler - Longview - Jacksonville, Tex. | 202,214 | 117 |
| La Crosse - Eau Claire, Wisc. | 201,520 | 118 |
| Rockford, Ill. | 199,586 | 119 |
| Eugene, Ore. | 199,474 | 120 |
| Sarasota, Fla. | 199,208 | 121 |
| Waco - Temple - Bryan, Tex. | 194,028 | 122 |
| Chico - Redding, Calif. | 190,386 | 123 |
| Macon, Ga. | 187,981 | 124 |
| Bangor, Maine | 187,019 | 125 |
| Sioux City, Iowa | 186,638 | 126 |
| Bakersfield, Calif. | 183,660 | 127 |
| Montgomery - Selma, Ala. | 182,902 | 128 |
| Duluth - Superior, Minn.-Wisc. | 182,090 | 129 |
| Binghamton, N.Y. | 179,201 | 130 |
| Wilmington, N.C. | 174,619 | 131 |
| Yakima - Pasco - Richland - Kennewick, Wash. | 171,634 | 132 |
| Terre Haute, Ind. | 170,987 | 133 |
| Columbia - Jefferson City, Mo. | 170,656 | 134 |
| Medford, Ore. | 160,098 | 135 |
| Boise, Ida. | 156,415 | 136 |
| Columbus, Ga. | 155,745 | 137 |
| Rochester - Mason City - Austin, Minn.-Iowa | 152,886 | 138 |
| Topeka, Kans. | 150,559 | 139 |
| McAllen - Brownsville, Tex. | 147,400 | 140 |
| Salisbury, Md. | 145,113 | 141 |
| Bluefield - Beckley - Oak Hill, W.Va. | 141,706 | 142 |
| Columbus - Tupelo, Miss. | 140,730 | 143 |
| Joplin - Pittsburg, Mo.-Kans. | 134,515 | 144 |
| Minot - Bismarck - Dickinson - Glendive, N.D.-Mont. | 131,947 | 145 |
| Monroe - El Dorado, La.-Ark. | 130,903 | 146 |
| Amarillo, Tex. | 129,548 | 147 |
| Clarksburg - Weston, W.Va. | 124,338 | 148 |
| Wichita Falls - Lawton, Tex.-Okla. | 121,442 | 149 |
| Harrisonburg, Va. | 120,602 | 150 |
| Idaho Falls - Pocatello, Ida. | 119,899 | 151 |
| Albany, Ga. | 119,872 | 152 |
| Watertown - Carthage, N.Y. | 116,004 | 153 |
| Utica, N.Y. | 114,115 | 154 |
| Lafayette, La. | 111,511 | 155 |
| Beaumont - Port Arthur, Tex. | 110,504 | 156 |
| Corpus Christi, Tex. | 106,272 | 157 |
| Palm Springs, Calif. | 106,195 | 158 |
| Erie, Pa. | 104,619 | 159 |
| Wheeling - Steubenville, W.Va.-Ohio | 104,115 | 160 |
| Missoula, Mont. | 100,788 | 161 |
| Panama City, Fla. | 98,980 | 162 |
| Gainesville, Fla. | 94,009 | 163 |
| Dothan, Ala. | 92,814 | 164 |
| Lubbock, Tex. | 92,062 | 165 |
| Biloxi - Gulfport - Pascagoula, Miss. | 91,000 | 166 |
| Rapid City, S.D. | 89,556 | 167 |
| Laurel - Hattiesburg, Miss. | 85,176 | 168 |
| Jonesboro, Ark. | 81,289 | 169 |
| Eureka, Calif. | 81,261 | 170 |
| Billings - Hardin, Mont. | 81,145 | 171 |
| Lake Charles, La. | 81,037 | 172 |
| Quincy - Hannibal, Ill.-Mo. | 79,644 | 173 |
| El Centro - Yuma, Calif.-Ariz. | 77,986 | 174 |
| Grand Junction - Durango, Colo. | 74,424 | 175 |
| Elmira, N.Y. | 74,056 | 176 |
| Alexandria, La. | 70,444 | 177 |
| Jackson, Tenn. | 70,204 | 178 |
| Tuscaloosa, Ala. | 69,154 | 179 |
| Abilene - Sweetwater, Tex. | 66,580 | 180 |
| Butte, Mont. | 65,082 | 181 |
| Charlottesville, Va. | 62,768 | 182 |
| Great Falls, Mont. | 61,387 | 183 |
| Lafayette, Ind. | 58,906 | 184 |
| Mankato, Minn. | 56,072 | 185 |
| Meridian, Miss. | 55,201 | 186 |
| Flagstaff, Ariz. | 54,482 | 187 |
| Marquette, Mich. | 54,421 | 188 |
| Bowling Green, Ky. | 54,091 | 189 |
| Parkersburg, W.Va. | 54,085 | 190 |
| Odessa - Midland, Tex. | 53,612 | 191 |
| Lima, Ohio | 53,177 | 192 |
| Hagerstown, Md. | 49,285 | 193 |
| Twin Falls, Ida. | 47,453 | 194 |
| Zanesville, Ohio | 44,675 | 195 |
| Bend, Ore. | 44,328 | 196 |
| Ardmore - Ada, Okla. | 41,448 | 197 |
| Cheyenne - Scottsbluff (Sterling), Wyo.-Neb. | 39,936 | 198 |
| Anniston, Ala. | 37,681 | 199 |
| Casper - Riverton, Wyo. | 35,282 | 200 |
| St. Joseph, Mo. | 34,866 | 201 |
| San Angelo, Tex. | 34,650 | 202 |
| Greenwood - Greenville, Miss. | 32,777 | 203 |
| Laredo, Tex. | 31,860 | 204 |
| Presque Isle, Maine | 29,607 | 205 |
| Ottumwa - Kirksville, Iowa-Mo. | 22,044 | 206 |
| Victoria, Tex. | 17,778 | 207 |
| Alpena, Mich. | 17,608 | 208 |
| North Platte, Neb. | 16,246 | 209 |
| Helena, Mont. | 12,942 | 210 |

# DRUGSTORE SALES

| ADI | ($000) | Rank |
|---|---|---|
| New York, N.Y. | 4,779,383 | 1 |
| Los Angeles, Calif. | 4,223,652 | 2 |
| Chicago, Ill. | 3,248,571 | 3 |
| San Francisco - Oakland - San Jose, Calif. | 2,814,444 | 4 |
| Philadelphia, Pa. | 1,955,521 | 5 |
| Boston, Mass. | 1,666,562 | 6 |
| Detroit, Mich. | 1,495,792 | 7 |
| Washington, D.C. | 1,407,330 | 8 |
| Miami - Ft. Lauderdale, Fla. | 1,338,163 | 9 |
| Sacramento - Stockton, Calif. | 1,229,466 | 10 |
| Seattle - Tacoma, Wash. | 1,212,368 | 11 |
| Atlanta, Ga. | 1,068,243 | 12 |
| Cleveland, Ohio | 1,062,612 | 13 |
| Dallas - Ft. Worth, Tex. | 993,393 | 14 |
| Tampa - St. Petersburg, Fla. | 929,859 | 15 |
| Houston, Tex. | 878,254 | 16 |
| Pittsburgh, Pa. | 762,552 | 17 |
| Minneapolis - St. Paul, Minn. | 761,639 | 18 |
| Phoenix, Ariz. | 752,874 | 19 |
| San Diego, Calif. | 738,583 | 20 |
| St. Louis, Mo. | 705,814 | 21 |
| Baltimore, Md. | 682,774 | 22 |
| Hartford - New Haven, Conn. | 613,580 | 23 |
| Orlando - Daytona Beach - Melbourne, Fla. | 609,731 | 24 |
| Indianapolis, Ind. | 598,574 | 25 |
| Milwaukee, Wisc. | 591,068 | 26 |
| New Orleans, La. | 582,948 | 27 |
| Charlotte, N.C. | 572,233 | 28 |
| Cincinnati, Ohio | 550,446 | 29 |
| Fresno - Visalia, Calif. | 531,838 | 30 |
| Buffalo, N.Y. | 524,158 | 31 |
| Portland, Ore. | 518,275 | 32 |
| Greenville - Spartanburg - Asheville, S.C.-N.C. | 501,373 | 33 |
| Raleigh - Durham, N.C. | 500,438 | 34 |
| West Palm Beach - Ft. Pierce - Vero Beach, Fla. | 491,206 | 35 |
| Providence - New Bedford, R.I.-Mass. | 467,852 | 36 |
| Nashville, Tenn. | 449,301 | 37 |
| Jacksonville, Fla. | 449,213 | 38 |
| Memphis, Tenn. | 442,718 | 39 |
| Louisville, Ky. | 439,978 | 40 |
| Columbus, Ohio | 438,253 | 41 |
| Denver, Colo. | 438,050 | 42 |
| Norfolk - Portsmouth - Newport News - Hampton, Va. | 411,736 | 43 |
| Greensboro - Winston-Salem - High Point, N.C. | 410,196 | 44 |
| Wilkes-Barre - Scranton, Pa. | 402,213 | 45 |
| Kansas City, Mo. | 394,466 | 46 |
| Albany - Schenectady - Troy, N.Y. | 375,931 | 47 |
| Charleston - Huntington, W.Va. | 359,341 | 48 |
| Grand Rapids - Kalamazoo - Battle Creek, Mich. | 357,062 | 49 |
| Birmingham, Ala. | 351,900 | 50 |
| Mobile - Pensacola, Ala.-Fla. | 338,334 | 51 |
| Richmond, Va. | 331,625 | 52 |
| Harrisburg - York - Lancaster - Lebanon, Pa. | 327,762 | 53 |
| Flint - Saginaw - Bay City, Mich. | 318,783 | 54 |
| Dayton, Ohio | 296,912 | 55 |
| Oklahoma City, Okla. | 295,572 | 56 |
| Syracuse, N.Y. | 293,018 | 57 |
| Albuquerque, N.M. | 290,014 | 58 |
| Roanoke - Lynchburg, Va. | 289,850 | 59 |
| Knoxville, Tenn. | 282,240 | 60 |
| Toledo, Ohio | 268,627 | 61 |
| San Antonio, Tex. | 265,635 | 62 |
| Rochester, N.Y. | 260,168 | 63 |
| Salt Lake City, Utah | 250,456 | 64 |
| Salinas - Monterey, Calif. | 250,230 | 65 |
| Shreveport - Texarkana, La.-Tex.-Ark. | 248,882 | 66 |
| Portland - Poland Spring, Maine | 243,030 | 67 |
| Lexington, Ky. | 240,781 | 68 |
| Little Rock, Ark. | 239,196 | 69 |
| Santa Barbara - Santa Maria - San Luis Obispo, Calif. | 238,120 | 70 |
| Spokane, Wash. | 236,159 | 71 |
| Tucson, Ariz. | 235,823 | 72 |
| Springfield - Decatur - Champaign, Ill. | 234,217 | 73 |
| South Bend - Elkhart, Ind. | 226,285 | 74 |
| Terre Haute, Ind. | 219,219 | 75 |
| Bristol - Kingsport - Johnson City, Tenn. | 212,731 | 76 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 211,133 | 77 |
| Ft. Myers - Naples, Fla. | 208,652 | 78 |
| Omaha, Neb. | 208,184 | 79 |
| Columbia, S.C. | 206,116 | 80 |
| Youngstown, Ohio | 205,290 | 81 |
| Johnstown - Altoona, Pa. | 203,949 | 82 |
| Jackson, Miss. | 203,907 | 83 |
| Reno, Nev. | 201,952 | 84 |
| Chico - Redding, Calif. | 201,785 | 85 |
| Des Moines, Iowa | 197,965 | 86 |
| Tulsa, Okla. | 197,925 | 87 |
| Baton Rouge, La. | 190,276 | 88 |
| Las Vegas, Nev. | 186,633 | 89 |
| Evansville, Ind. | 186,410 | 90 |
| Bakersfield, Calif. | 186,174 | 91 |
| Savannah, Ga. | 183,575 | 92 |
| Austin, Tex. | 181,916 | 93 |
| Cedar Rapids - Waterloo - Dubuque, Iowa | 180,492 | 94 |
| Chattanooga, Tenn. | 177,627 | 95 |
| Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill. | 177,477 | 96 |
| Green Bay - Appleton, Wisc. | 175,772 | 97 |
| Augusta, Ga. | 174,117 | 98 |
| Wichita - Hutchinson, Kans. | 173,090 | 99 |
| Ft. Wayne, Ind. | 172,823 | 100 |
| Springfield, Mass. | 170,373 | 101 |
| Yakima - Pasco - Richland - Kennewick, Wash. | 163,162 | 102 |
| Peoria - Bloomington, Ill. | 156,773 | 103 |
| Lafayette, La. | 155,127 | 104 |
| Madison, Wisc. | 153,575 | 105 |
| Huntsville - Decatur - Florence, Ala. | 152,066 | 106 |
| Greenville - New Bern - Washington, N.C. | 151,280 | 107 |
| Charleston, S.C. | 147,652 | 108 |
| Tyler - Longview - Jacksonville, Tex. | 146,571 | 109 |
| Burlington - Plattsburgh, Vt.-N.Y. | 146,358 | 110 |
| Eugene, Ore. | 145,760 | 111 |
| Sioux Falls - Mitchell, S.D. | 142,490 | 112 |
| Tallahassee - Thomasville, Fla.-Ga. | 140,818 | 113 |
| Binghamton, N.Y. | 139,637 | 114 |
| Montgomery - Selma, Ala. | 137,104 | 115 |
| Macon, Ga. | 134,599 | 116 |
| Monroe - El Dorado, La.-Ark. | 131,962 | 117 |
| Sarasota, Fla. | 130,146 | 118 |
| Lansing, Mich. | 129,410 | 119 |
| Traverse City - Cadillac, Mich. | 121,584 | 120 |
| Florence - Myrtle Beach, S.C. | 119,939 | 121 |
| Bluefield - Beckley - Oak Hill, W.Va. | 119,447 | 122 |
| Medford, Ore. | 117,860 | 123 |
| Fargo, N.D. | 115,740 | 124 |
| Wilmington, N.C. | 114,140 | 125 |
| Lincoln - Hastings - Kearney, Neb. | 111,896 | 126 |
| Erie, Pa. | 111,790 | 127 |
| Waco - Temple - Bryan, Tex. | 109,091 | 128 |
| Rockford, Ill. | 107,527 | 129 |
| Columbus, Ga. | 106,209 | 130 |
| El Paso, Tex. | 104,492 | 131 |
| Duluth - Superior, Minn.-Wisc. | 103,521 | 132 |
| Colorado Springs - Pueblo, Colo. | 102,646 | 133 |
| Beaumont - Port Arthur, Tex. | 100,149 | 134 |
| Amarillo, Tex. | 99,682 | 135 |
| Albany, Ga. | 99,324 | 136 |
| Columbus - Tupelo, Miss. | 97,908 | 137 |
| Wheeling - Steubenville, W.Va.-Ohio | 88,691 | 138 |
| Springfield, Mo. | 87,271 | 139 |
| Utica, N.Y. | 87,029 | 140 |
| Wichita Falls - Lawton, Tex.-Okla. | 86,277 | 141 |
| Odessa - Midland, Tex. | 84,782 | 142 |
| Minot - Bismarck - Dickinson - Glendive, N.D.-Mont. | 80,083 | 143 |
| Topeka, Kans. | 79,685 | 144 |
| Watertown - Carthage, N.Y. | 78,212 | 145 |
| Sioux City, Iowa | 75,772 | 146 |
| Eureka, Calif. | 75,330 | 147 |
| Biloxi - Gulfport - Pascagoula, Miss. | 74,679 | 148 |
| Clarksburg - Weston, W.Va. | 73,718 | 149 |
| Bangor, Maine | 72,593 | 150 |
| Corpus Christi, Tex. | 71,643 | 151 |
| McAllen - Brownsville, Tex. | 71,474 | 152 |
| La Crosse - Eau Claire, Wisc. | 70,210 | 153 |
| Ft. Smith, Ark. | 69,839 | 154 |
| Salisbury, Md. | 67,756 | 155 |
| Elmira, N.Y. | 66,458 | 156 |
| Abilene - Sweetwater, Tex. | 65,504 | 157 |
| El Centro - Yuma, Calif.-Ariz. | 64,711 | 158 |
| Panama City, Fla. | 63,620 | 159 |
| Boise, Ida. | 63,542 | 160 |
| Laurel - Hattiesburg, Miss. | 63,489 | 161 |
| Lubbock, Tex. | 62,088 | 162 |
| Palm Springs, Calif. | 61,738 | 163 |
| Lake Charles, La. | 60,626 | 164 |
| Harrisonburg, Va. | 59,640 | 165 |
| Alexandria, La. | 57,715 | 166 |
| Quincy - Hannibal, Ill.-Mo. | 54,803 | 167 |
| Idaho Falls - Pocatello, Ida. | 54,714 | 168 |
| Wausau - Rhinelander, Wisc. | 53,498 | 169 |
| Joplin - Pittsburg, Mo.-Kans. | 52,347 | 170 |
| Rochester - Mason City - Austin, Minn.-Iowa | 52,243 | 171 |
| Greenwood - Greenville, Miss. | 50,480 | 172 |
| Dothan, Ala. | 48,643 | 173 |
| Tuscaloosa, Ala. | 47,278 | 174 |
| Columbia - Jefferson City, Mo. | 45,986 | 175 |
| Gainesville, Fla. | 45,425 | 176 |
| Butte, Mont. | 44,991 | 177 |
| Billings - Hardin, Mont. | 39,908 | 178 |
| Hagerstown, Md. | 39,517 | 179 |
| Rapid City, S.D. | 38,312 | 180 |
| Meridian, Miss. | 37,162 | 181 |
| Charlottesville, Va. | 36,427 | 182 |
| Parkersburg, W.Va. | 36,374 | 183 |
| Bend, Ore. | 35,496 | 184 |
| Lafayette, Ind. | 35,299 | 185 |
| Great Falls, Mont. | 34,697 | 186 |
| Jackson, Tenn. | 34,671 | 187 |
| Bowling Green, Ky. | 34,430 | 188 |
| Grand Junction - Durango, Colo. | 34,262 | 189 |
| Missoula, Mont. | 32,689 | 190 |
| Marquette, Mich. | 31,349 | 191 |
| Lima, Ohio | 31,001 | 192 |
| Ardmore - Ada, Okla. | 30,335 | 193 |
| Jonesboro, Ark. | 30,332 | 194 |
| Anniston, Ala. | 28,893 | 195 |
| Twin Falls, Ida. | 28,124 | 196 |
| Flagstaff, Ariz. | 24,708 | 197 |
| Mankato, Minn. | 20,842 | 198 |
| Presque Isle, Maine | 19,594 | 199 |
| San Angelo, Tex. | 17,074 | 200 |
| St. Joseph, Mo. | 15,327 | 201 |
| Zanesville, Ohio | 15,278 | 202 |
| Casper - Riverton, Wyo. | 14,885 | 203 |
| Alpena, Mich. | 14,012 | 204 |
| Victoria, Tex. | 13,667 | 205 |
| Laredo, Tex. | 12,102 | 206 |
| North Platte, Neb. | 10,724 | 207 |
| Helena, Mont. | 9,953 | 208 |
| Ottumwa - Kirksville, Iowa-Mo. | 9,460 | 209 |
| Cheyenne - Scottsbluff (Sterling), Wyo.-Neb. | 8,278 | 210 |

# SECTION 19

## Retail Sales By Store Group For Television Markets (ADIs)

Total Retail Sales
Food Stores
Supermarkets
Eating And Drinking Places
General Merchandise Stores
Department Stores
Apparel And Accessories Stores
Furniture/Home Furnishings/Appliance Stores
Furniture And Home Furnishings Stores
Automotive Dealers
Gasoline Service Stations
Building Materials And Hardware Dealers
Drug Stores

### EXPLANATION OF TERMS

An explanation of terms used in the **Survey of Buying Power Demographics USA 1991** will be found in the Introductory Section starting on page A-5. A detailed listing of the outlets that make up each Store Group, and definitions of the Merchandise Line Sales categories, will be found on pages A-9 and A-10. A listing of the county makeup of each Television Market will be found starting on page A-11.

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# TELEVISION MARKETS [ADIs]: 1990 RETAIL SALES BY STORE GROUP

| S&MM ESTIMATES | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| S&MM/ARBITRON TV MARKET (ADI) | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **ALABAMA** | | | | | | | | | | | | | |
| ANNISTON | 751,821 | 79,091 | 96,292 | 72,927 | 107,026 | 95,834 | 36,093 | 26,134 | 17,985 | 210,127 | 74,785 | 37,681 | 26,893 |
| BIRMINGHAM | 8,922,951 | 1,623,219 | 1,556,055 | 730,837 | 1,116,876 | 884,824 | 575,429 | 348,415 | 209,703 | 2,412,564 | 629,431 | 435,311 | 351,900 |
| DOTHAN | 1,563,676 | 312,591 | 293,235 | 130,986 | 196,082 | 161,074 | 77,684 | 84,930 | 53,250 | 413,735 | 86,496 | 92,814 | 48,643 |
| HUNTSVILLE - DECATUR - FLORENCE | 5,271,922 | 953,757 | 915,405 | 425,210 | 701,766 | 584,403 | 321,092 | 261,408 | 154,462 | 1,470,531 | 288,235 | 292,337 | 132,066 |
| MOBILE - PENSACOLA | 7,449,326 | 1,421,877 | 1,363,895 | 723,192 | 939,557 | 772,314 | 335,185 | 313,651 | 181,962 | 1,674,998 | 660,583 | 400,473 | 338,334 |
| MONTGOMERY - SELMA | 3,498,170 | 694,886 | 647,559 | 291,156 | 442,046 | 352,077 | 169,200 | 146,157 | 92,107 | 847,833 | 295,848 | 182,902 | 137,104 |
| TUSCALOOSA | 1,062,508 | 174,683 | 167,638 | 94,197 | 150,730 | 128,150 | 58,719 | 50,777 | 30,700 | 245,054 | 92,159 | 69,154 | 47,278 |
| **ARIZONA** | | | | | | | | | | | | | |
| FLAGSTAFF | 701,763 | 169,316 | 164,736 | 93,068 | 91,625 | 46,266 | 19,434 | 28,103 | 15,413 | 90,472 | 72,514 | 54,482 | 24,708 |
| PHOENIX | 19,449,053 | 4,493,946 | 4,359,683 | 1,968,262 | 2,027,312 | 1,491,094 | 794,945 | 1,061,888 | 614,840 | 4,314,774 | 1,251,375 | 923,804 | 752,874 |
| TUCSON | 5,327,199 | 1,109,713 | 1,063,579 | 506,710 | 755,648 | 484,093 | 272,055 | 288,682 | 145,485 | 989,184 | 389,624 | 334,643 | 235,823 |
| **ARKANSAS** | | | | | | | | | | | | | |
| FT. SMITH | 3,281,101 | 738,960 | 712,565 | 254,494 | 560,160 | 484,930 | 113,533 | 118,791 | 79,135 | 762,094 | 211,727 | 212,218 | 69,839 |
| JONESBORO | 1,163,985 | 250,660 | 242,051 | 65,699 | 181,599 | 154,891 | 60,808 | 45,885 | 21,078 | 269,586 | 85,581 | 81,289 | 30,332 |
| LITTLE ROCK | 8,097,089 | 1,694,219 | 1,632,241 | 611,634 | 1,121,958 | 943,101 | 368,049 | 303,637 | 194,901 | 2,035,178 | 574,091 | 471,188 | 239,196 |
| **CALIFORNIA** | | | | | | | | | | | | | |
| BAKERSFIELD | 2,913,796 | 643,900 | 609,339 | 284,383 | 275,015 | 204,174 | 111,045 | 144,939 | 75,426 | 569,279 | 305,078 | 183,660 | 186,174 |
| CHICO - REDDING | 2,674,458 | 644,702 | 613,298 | 265,237 | 220,171 | 185,506 | 78,730 | 141,751 | 68,957 | 470,808 | 251,918 | 190,386 | 201,785 |
| EL CENTRO - YUMA | 1,257,671 | 302,092 | 295,641 | 102,007 | 158,065 | 109,156 | 56,190 | 42,009 | 25,317 | 255,656 | 127,212 | 77,986 | 64,711 |
| EUREKA | 894,314 | 216,829 | 206,106 | 92,159 | 52,813 | 37,483 | 49,097 | 32,959 | 19,403 | 106,257 | 101,627 | 81,261 | 75,330 |
| FRESNO - VISALIA | 7,751,474 | 1,876,671 | 1,752,724 | 762,981 | 679,526 | 544,515 | 316,855 | 398,365 | 234,766 | 1,488,787 | 631,165 | 412,024 | 531,838 |
| LOS ANGELES | 110,366,599 | 20,347,552 | 18,928,606 | 12,940,859 | 11,699,568 | 8,747,480 | 7,049,216 | 7,050,549 | 3,430,383 | 22,593,865 | 7,148,573 | 5,550,948 | 4,223,652 |
| PALM SPRINGS | 1,583,222 | 334,769 | 320,453 | 166,276 | 153,455 | 132,575 | 56,548 | 78,385 | 43,330 | 338,585 | 129,659 | 106,195 | 61,738 |
| SACRAMENTO - STOCKTON | 19,802,038 | 4,190,086 | 3,973,898 | 2,082,534 | 2,132,980 | 1,623,712 | 793,931 | 1,077,628 | 621,487 | 3,942,432 | 1,512,276 | 1,253,815 | 1,229,466 |
| SALINAS - MONTEREY | 4,441,643 | 896,467 | 789,289 | 559,626 | 344,977 | 315,889 | 210,077 | 227,093 | 125,873 | 883,278 | 314,506 | 234,652 | 250,230 |
| SAN DIEGO | 19,209,425 | 3,415,262 | 3,145,050 | 2,197,424 | 2,276,586 | 1,555,217 | 1,170,334 | 1,302,092 | 753,344 | 3,879,113 | 1,270,915 | 1,078,206 | 738,583 |
| SAN FRANCISCO - OAKLAND - SAN JOSE | 49,536,812 | 9,265,294 | 8,362,823 | 6,206,517 | 5,276,759 | 4,015,855 | 3,159,149 | 3,413,366 | 1,628,905 | 8,315,189 | 2,876,218 | 2,458,558 | 2,814,444 |
| SANTA BARBARA - SANTA MARIA - SAN LUIS OBISPO | 4,364,527 | 1,036,724 | 965,912 | 559,938 | 297,612 | 259,947 | 223,133 | 241,620 | 127,198 | 673,269 | 375,764 | 256,084 | 238,120 |
| **COLORADO** | | | | | | | | | | | | | |
| COLORADO SPRINGS - PUEBLO | 4,067,257 | 766,029 | 740,734 | 405,265 | 502,088 | 389,286 | 170,872 | 231,711 | 128,299 | 901,934 | 306,184 | 239,707 | 102,646 |
| DENVER | 19,705,454 | 4,020,128 | 3,883,305 | 2,207,631 | 2,363,207 | 1,836,388 | 967,830 | 1,048,659 | 540,721 | 3,895,004 | 1,404,489 | 928,571 | 438,050 |
| GRAND JUNCTION - DURANGO | 1,138,846 | 276,987 | 267,900 | 160,435 | 110,038 | 82,154 | 37,534 | 47,482 | 26,554 | 197,380 | 81,032 | 74,424 | 34,282 |
| **CONNECTICUT** | | | | | | | | | | | | | |
| HARTFORD - NEW HAVEN | 19,758,466 | 3,950,607 | 3,666,250 | 1,977,572 | 1,811,140 | 1,558,976 | 996,494 | 1,155,345 | 655,371 | 4,311,706 | 1,412,343 | 1,118,905 | 613,580 |

1991 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# TELEVISION MARKETS [ADIs]: 1990 RETAIL SALES BY STORE GROUP

| S&MM ESTIMATES | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| S&MM/ARBITRON TV MARKET (ADI) | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **DISTRICT OF COLUMBIA** | | | | | | | | | | | | | |
| **WASHINGTON** | 37,736,919 | 7,160,864 | 6,811,928 | 4,115,846 | 4,329,992 | 3,564,529 | 2,158,463 | 2,208,070 | 1,272,219 | 7,765,391 | 2,522,805 | 1,640,410 | 1,407,330 |
| **FLORIDA** | | | | | | | | | | | | | |
| **FT. MYERS - NAPLES** | 5,247,309 | 1,089,654 | 1,040,306 | 538,446 | 582,154 | 514,044 | 255,461 | 369,409 | 275,007 | 1,052,701 | 327,967 | 355,905 | 208,652 |
| **GAINESVILLE** | 1,656,921 | 392,977 | 373,142 | 167,801 | 209,477 | 172,953 | 55,248 | 65,031 | 30,496 | 361,904 | 116,152 | 94,009 | 45,425 |
| **JACKSONVILLE** | 9,222,434 | 1,779,571 | 1,691,381 | 962,654 | 1,017,029 | 760,181 | 332,103 | 422,531 | 229,364 | 2,134,033 | 819,020 | 486,035 | 449,213 |
| **MIAMI - FT. LAUDERDALE** | 27,939,867 | 5,039,987 | 4,563,450 | 2,984,506 | 3,095,050 | 2,472,616 | 1,660,946 | 1,571,117 | 912,551 | 6,854,710 | 1,535,942 | 997,621 | 1,338,163 |
| **ORLANDO - DAYTONA BEACH - MELBOURNE** | 18,468,341 | 3,516,863 | 3,346,166 | 2,123,022 | 2,169,764 | 1,783,585 | 678,578 | 793,542 | 461,986 | 4,253,160 | 1,261,045 | 1,014,784 | 609,731 |
| **PANAMA CITY** | 1,637,554 | 443,160 | 426,858 | 194,869 | 174,581 | 145,421 | 67,507 | 57,984 | 40,535 | 305,590 | 117,949 | 98,980 | 63,620 |
| **SARASOTA** | 2,865,270 | 485,720 | 444,674 | 302,535 | 326,343 | 288,607 | 119,648 | 198,890 | 151,790 | 671,525 | 170,140 | 199,208 | 130,146 |
| **TALLAHASSEE - THOMASVILLE** | 3,469,082 | 752,616 | 722,180 | 297,532 | 397,738 | 308,055 | 144,291 | 161,234 | 101,031 | 658,114 | 379,461 | 239,335 | 140,818 |
| **TAMPA - ST. PETERSBURG** | 22,530,387 | 4,497,719 | 4,255,812 | 2,129,050 | 2,669,369 | 2,131,023 | 775,329 | 1,079,923 | 627,290 | 5,066,196 | 1,430,094 | 1,214,107 | 929,859 |
| **WEST PALM BEACH - FT. PIERCE - VERO BEACH** | 10,988,433 | 2,100,433 | 1,950,137 | 1,108,583 | 1,215,143 | 1,005,884 | 609,447 | 685,763 | 471,348 | 2,539,420 | 655,624 | 532,220 | 491,206 |
| **GEORGIA** | | | | | | | | | | | | | |
| **ALBANY** | 2,245,032 | 614,461 | 596,190 | 166,581 | 250,316 | 208,201 | 84,380 | 94,392 | 63,994 | 430,281 | 167,631 | 119,872 | 99,324 |
| **ATLANTA** | 29,700,302 | 5,222,472 | 5,027,934 | 3,231,452 | 3,804,137 | 3,098,396 | 1,416,703 | 1,501,082 | 842,043 | 6,424,547 | 2,164,694 | 1,778,874 | 1,068,243 |
| **AUGUSTA** | 3,511,540 | 773,136 | 754,306 | 317,047 | 454,386 | 367,285 | 124,284 | 155,839 | 105,070 | 743,493 | 256,960 | 241,529 | 174,117 |
| **COLUMBUS** | 2,950,300 | 628,792 | 599,198 | 262,375 | 355,172 | 292,715 | 133,014 | 126,134 | 77,903 | 677,091 | 224,676 | 155,745 | 106,209 |
| **MACON** | 3,152,846 | 631,085 | 613,132 | 275,787 | 369,540 | 308,661 | 123,210 | 136,954 | 91,269 | 726,709 | 252,144 | 187,981 | 134,599 |
| **SAVANNAH** | 4,094,280 | 908,963 | 868,150 | 428,758 | 455,624 | 352,036 | 197,788 | 198,057 | 129,769 | 788,543 | 346,016 | 216,310 | 183,575 |
| **IDAHO** | | | | | | | | | | | | | |
| **BOISE** | 2,523,426 | 557,161 | 539,455 | 241,436 | 286,627 | 214,964 | 106,128 | 117,019 | 66,497 | 554,028 | 236,181 | 156,415 | 63,542 |
| **IDAHO FALLS - POCATELLO** | 1,852,979 | 415,292 | 401,432 | 161,188 | 189,174 | 154,192 | 88,693 | 88,623 | 51,132 | 376,176 | 163,460 | 119,899 | 54,714 |
| **TWIN FALLS** | 665,130 | 123,597 | 121,066 | 62,151 | 52,193 | 34,830 | 43,825 | 38,715 | 21,208 | 155,055 | 48,507 | 47,453 | 28,124 |
| **ILLINOIS** | | | | | | | | | | | | | |
| **CHICAGO** | 63,400,771 | 10,755,396 | 9,914,494 | 6,345,861 | 7,058,222 | 6,043,720 | 4,337,230 | 3,638,140 | 2,063,591 | 12,745,398 | 4,609,916 | 3,070,954 | 3,248,571 |
| **PEORIA - BLOOMINGTON** | 4,099,608 | 730,522 | 695,110 | 373,801 | 533,601 | 438,133 | 142,649 | 174,126 | 98,923 | 947,960 | 400,272 | 222,332 | 156,773 |
| **QUINCY - HANNIBAL** | 1,542,109 | 342,690 | 328,683 | 133,157 | 201,078 | 131,909 | 58,663 | 52,877 | 31,851 | 354,261 | 178,425 | 79,644 | 54,803 |
| **ROCKFORD** | 2,784,601 | 557,496 | 531,581 | 243,727 | 353,420 | 313,132 | 105,718 | 142,096 | 76,234 | 575,449 | 286,490 | 199,586 | 107,527 |
| **SPRINGFIELD - DECATUR - CHAMPAIGN** | 6,294,395 | 1,072,610 | 1,026,171 | 614,755 | 936,191 | 734,990 | 241,797 | 263,251 | 133,067 | 1,271,873 | 645,191 | 384,322 | 234,217 |
| **INDIANA** | | | | | | | | | | | | | |
| **EVANSVILLE** | 4,335,160 | 903,027 | 864,704 | 361,660 | 626,318 | 523,007 | 170,292 | 204,338 | 122,871 | 913,918 | 353,194 | 267,822 | 186,410 |
| **FT. WAYNE** | 4,167,967 | 743,177 | 703,759 | 394,254 | 485,144 | 378,630 | 149,621 | 201,593 | 105,545 | 1,049,112 | 331,923 | 313,307 | 172,823 |
| **INDIANAPOLIS** | 16,265,693 | 2,601,078 | 2,505,960 | 1,606,307 | 2,074,810 | 1,699,077 | 618,248 | 789,616 | 392,126 | 3,749,411 | 1,390,226 | 909,684 | 598,574 |
| **LAFAYETTE** | 962,867 | 152,662 | 146,620 | 96,588 | 162,938 | 144,947 | 40,685 | 48,206 | 20,795 | 219,546 | 74,584 | 58,906 | 35,299 |
| **SOUTH BEND - ELKHART** | 5,359,492 | 965,032 | 910,508 | 493,709 | 636,567 | 501,080 | 199,584 | 215,649 | 119,935 | 1,356,678 | 501,390 | 398,953 | 226,285 |
| **TERRE HAUTE** | 2,864,245 | 433,835 | 415,070 | 177,393 | 286,413 | 198,240 | 203,461 | 77,003 | 38,109 | 466,055 | 315,415 | 170,987 | 219,219 |

# TELEVISION MARKETS [ADIs]: 1990 RETAIL SALES BY STORE GROUP

| S&MM ESTIMATES |  | Food Stores |  | Eating & Drinking Places | General Merchandise Stores |  | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores |  | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| S&MM/ARBITRON TV MARKET (ADI) | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **IOWA** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| CEDAR RAPIDS - WATERLOO - DUBUQUE | 5,320,016 | 1,107,308 | 1,049,024 | 520,925 | 735,857 | 577,578 | 185,809 | 189,719 | 98,680 | 1,197,241 | 503,012 | 312,047 | 180,492 |
| DAVENPORT - ROCK ISLAND - MOLINE . . | 5,212,514 | 1,062,825 | 1,014,901 | 495,783 | 715,241 | 640,420 | 193,559 | 201,895 | 99,984 | 1,182,060 | 561,004 | 233,745 | 211,133 |
| DES MOINES . . . . . . . . . . . . . . . . . . . . . . | 6,700,742 | 1,543,933 | 1,493,673 | 595,991 | 855,873 | 682,261 | 313,410 | 232,432 | 123,272 | 1,434,303 | 674,499 | 365,867 | 197,965 |
| OTTUMWA - KIRKSVILLE . . . . . . . . . . . . | 465,175 | 109,678 | 107,084 | 35,331 | 59,231 | 40,096 | 17,084 | 11,955 | 4,966 | 99,521 | 56,988 | 22,044 | 9,460 |
| SIOUX CITY . . . . . . . . . . . . . . . . . . . . . . | 2,455,247 | 557,089 | 540,221 | 212,296 | 292,374 | 201,448 | 105,366 | 69,585 | 35,570 | 529,440 | 264,362 | 186,638 | 75,772 |
| **KANSAS** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| TOPEKA . . . . . . . . . . . . . . . . . . . . . . . . . | 2,534,986 | 498,445 | 485,147 | 243,654 | 329,215 | 297,100 | 99,313 | 93,448 | 57,050 | 578,735 | 266,801 | 150,559 | 79,685 |
| WICHITA - HUTCHINSON . . . . . . . . . . . . | 7,315,193 | 1,561,415 | 1,512,029 | 716,944 | 979,260 | 733,448 | 318,551 | 222,264 | 107,552 | 1,562,940 | 759,279 | 419,326 | 173,090 |
| **KENTUCKY** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| BOWLING GREEN . . . . . . . . . . . . . . . . . | 882,921 | 154,821 | 146,292 | 64,615 | 139,729 | 101,973 | 42,101 | 38,369 | 24,532 | 176,034 | 92,647 | 54,091 | 34,430 |
| LEXINGTON . . . . . . . . . . . . . . . . . . . . . | 6,019,320 | 1,207,233 | 1,150,086 | 575,408 | 824,275 | 622,099 | 270,337 | 273,505 | 153,160 | 1,324,234 | 478,915 | 329,045 | 240,781 |
| LOUISVILLE . . . . . . . . . . . . . . . . . . . . . | 9,658,622 | 1,858,301 | 1,780,408 | 952,728 | 1,286,525 | 983,035 | 380,632 | 441,175 | 250,961 | 2,151,413 | 815,271 | 503,840 | 439,978 |
| PADUCAH - CAPE GIRARDEAU - HARRISBURG - MARION . . . . . . . . . . . . | 5,445,217 | 1,088,803 | 1,052,779 | 409,278 | 682,808 | 573,414 | 230,250 | 183,207 | 113,524 | 1,321,497 | 538,810 | 353,432 | 177,477 |
| **LOUISIANA** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| ALEXANDRIA . . . . . . . . . . . . . . . . . . . . | 1,427,192 | 357,488 | 338,314 | 103,771 | 249,789 | 184,518 | 65,241 | 48,470 | 29,043 | 267,507 | 107,530 | 70,444 | 57,718 |
| BATON ROUGE . . . . . . . . . . . . . . . . . . . | 4,788,488 | 1,325,073 | 1,277,376 | 359,469 | 694,851 | 551,843 | 201,909 | 213,113 | 98,618 | 981,649 | 342,580 | 208,275 | 190,276 |
| LAFAYETTE . . . . . . . . . . . . . . . . . . . . . | 3,095,946 | 951,195 | 911,427 | 259,204 | 428,450 | 343,021 | 156,669 | 83,739 | 47,519 | 528,986 | 248,451 | 111,511 | 155,127 |
| LAKE CHARLES . . . . . . . . . . . . . . . . . . | 1,462,026 | 410,981 | 400,599 | 112,092 | 235,782 | 194,578 | 63,475 | 42,187 | 20,192 | 273,383 | 91,426 | 81,037 | 60,626 |
| MONROE - EL DORADO . . . . . . . . . . . . . | 3,047,307 | 774,025 | 741,614 | 205,316 | 435,808 | 275,586 | 130,244 | 93,624 | 56,317 | 728,396 | 201,009 | 130,903 | 131,962 |
| NEW ORLEANS . . . . . . . . . . . . . . . . . . . | 12,331,839 | 3,146,973 | 2,982,955 | 1,282,155 | 1,499,439 | 1,125,017 | 620,533 | 526,022 | 275,153 | 2,251,274 | 818,422 | 456,948 | 582,948 |
| SHREVEPORT - TEXARKANA . . . . . . . . . . | 6,178,386 | 1,443,690 | 1,386,542 | 452,221 | 865,358 | 624,101 | 256,108 | 275,722 | 164,768 | 1,313,554 | 576,574 | 271,475 | 248,882 |
| **MAINE** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| BANGOR . . . . . . . . . . . . . . . . . . . . . . . . | 2,500,826 | 664,133 | 624,788 | 198,301 | 227,473 | 133,940 | 78,751 | 94,478 | 47,970 | 540,346 | 197,762 | 187,019 | 72,892 |
| PORTLAND - POLAND SPRING . . . . . . . . | 8,964,500 | 1,939,159 | 1,840,326 | 893,113 | 686,428 | 495,245 | 351,727 | 364,243 | 240,405 | 1,744,676 | 525,580 | 585,743 | 243,030 |
| PRESQUE ISLE . . . . . . . . . . . . . . . . . . . | 554,945 | 149,526 | 145,944 | 37,762 | 51,959 | 33,924 | 16,058 | 21,452 | 12,002 | 130,122 | 44,642 | 29,607 | 19,594 |
| **MARYLAND** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| BALTIMORE . . . . . . . . . . . . . . . . . . . . . | 18,741,154 | 3,543,535 | 3,282,100 | 1,907,058 | 2,153,120 | 1,699,822 | 1,008,166 | 955,316 | 582,037 | 4,105,606 | 1,251,175 | 862,197 | 682,774 |
| HAGERSTOWN . . . . . . . . . . . . . . . . . . . | 877,724 | 177,438 | 168,355 | 62,935 | 125,282 | 113,278 | 35,655 | 47,862 | 29,523 | 222,719 | 59,980 | 49,285 | 39,517 |
| SALISBURY . . . . . . . . . . . . . . . . . . . . . | 2,242,721 | 419,080 | 392,485 | 298,032 | 225,592 | 180,103 | 137,604 | 95,970 | 72,728 | 412,272 | 179,575 | 145,113 | 67,756 |
| **MASSACHUSETTS** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| BOSTON . . . . . . . . . . . . . . . . . . . . . . . . | 50,958,312 | 10,226,148 | 9,274,891 | 5,841,676 | 4,984,788 | 3,838,820 | 2,786,319 | 2,734,050 | 1,607,551 | 10,574,672 | 2,730,958 | 2,489,027 | 1,666,562 |
| SPRINGFIELD . . . . . . . . . . . . . . . . . . . . | 4,976,812 | 1,013,515 | 931,473 | 550,732 | 550,678 | 432,677 | 225,763 | 238,259 | 126,984 | 978,078 | 363,978 | 280,332 | 170,373 |

# TELEVISION MARKETS [ADIs]: 1990 RETAIL SALES BY STORE GROUP

| S&MM ESTIMATES<br>S&MM/ARBITRON TV MARKET (ADI) | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **MICHIGAN** | | | | | | | | | | | | | |
| **ALPENA** | 259,565 | 54,987 | 52,382 | 19,067 | 28,963 | 21,047 | 10,751 | 12,041 | 5,914 | 43,584 | 37,658 | 17,608 | 14,012 |
| **DETROIT** | 35,736,699 | 5,646,691 | 5,032,520 | 3,478,574 | 4,866,657 | 4,283,473 | 2,160,056 | 2,082,216 | 1,156,200 | 8,416,906 | 2,840,133 | 1,738,580 | 1,495,792 |
| **FLINT - SAGINAW - BAY CITY** | 8,645,045 | 1,560,707 | 1,441,126 | 737,922 | 1,222,391 | 1,084,130 | 369,714 | 395,784 | 218,313 | 1,972,883 | 850,362 | 577,362 | 318,783 |
| **GRAND RAPIDS - KALAMAZOO - BATTLE CREEK** | 11,731,825 | 1,925,357 | 1,815,052 | 985,350 | 1,979,829 | 1,818,106 | 533,216 | 593,410 | 330,342 | 2,610,644 | 975,686 | 795,540 | 357,062 |
| **LANSING** | 4,549,999 | 696,964 | 644,133 | 399,908 | 919,860 | 848,061 | 174,793 | 263,915 | 128,892 | 935,705 | 344,177 | 269,238 | 129,410 |
| **MARQUETTE** | 872,029 | 199,029 | 190,752 | 79,181 | 93,824 | 69,783 | 31,848 | 43,570 | 15,741 | 193,612 | 86,212 | 54,421 | 31,349 |
| **TRAVERSE CITY - CADILLAC** | 3,413,148 | 781,261 | 746,257 | 320,089 | 292,414 | 215,654 | 153,986 | 132,850 | 86,896 | 646,798 | 358,856 | 340,176 | 121,584 |
| **MINNESOTA** | | | | | | | | | | | | | |
| **DULUTH - SUPERIOR** | 2,916,424 | 617,858 | 585,067 | 263,398 | 328,815 | 259,469 | 109,322 | 79,509 | 42,708 | 573,066 | 360,876 | 182,090 | 103,521 |
| **MANKATO** | 631,094 | 163,622 | 158,633 | 55,003 | 69,321 | 54,088 | 27,648 | 18,177 | 7,712 | 106,854 | 43,048 | 56,872 | 20,842 |
| **MINNEAPOLIS - ST. PAUL** | 28,336,525 | 4,977,970 | 4,702,029 | 2,708,435 | 4,039,070 | 2,891,731 | 1,269,780 | 1,151,835 | 638,344 | 5,908,560 | 2,442,629 | 1,832,856 | 761,639 |
| **ROCHESTER - MASON CITY - AUSTIN** | 2,473,165 | 493,149 | 475,406 | 204,418 | 360,779 | 280,018 | 103,529 | 94,451 | 51,370 | 581,203 | 258,709 | 152,886 | 52,243 |
| **MISSISSIPPI** | | | | | | | | | | | | | |
| **BILOXI - GULFPORT - PASCAGOULA** | 1,721,064 | 362,864 | 341,084 | 186,137 | 248,049 | 192,164 | 51,109 | 67,742 | 37,282 | 383,466 | 139,938 | 91,000 | 74,679 |
| **COLUMBUS - TUPELO** | 2,401,099 | 525,575 | 500,947 | 159,952 | 349,102 | 263,515 | 113,374 | 100,086 | 64,536 | 628,754 | 117,162 | 140,730 | 97,908 |
| **GREENWOOD - GREENVILLE** | 1,091,960 | 284,358 | 273,250 | 76,441 | 119,773 | 89,461 | 53,447 | 39,459 | 27,865 | 215,965 | 108,399 | 32,777 | 50,480 |
| **JACKSON** | 4,743,150 | 882,062 | 852,841 | 359,986 | 751,765 | 469,706 | 220,938 | 179,284 | 108,112 | 1,161,569 | 355,824 | 226,230 | 203,907 |
| **LAUREL - HATTIESBURG** | 1,373,831 | 313,107 | 297,130 | 104,061 | 210,436 | 147,515 | 69,116 | 49,780 | 25,381 | 294,606 | 65,395 | 85,176 | 63,489 |
| **MERIDIAN** | 944,163 | 220,635 | 211,018 | 65,020 | 131,710 | 84,346 | 38,280 | 23,837 | 24,752 | 205,535 | 70,582 | 55,201 | 37,162 |
| **MISSOURI** | | | | | | | | | | | | | |
| **COLUMBIA - JEFFERSON CITY** | 2,541,966 | 440,463 | 430,406 | 192,653 | 308,044 | 263,295 | 83,308 | 78,282 | 44,384 | 610,637 | 238,526 | 170,656 | 4[illegible],986 |
| **JOPLIN - PITTSBURG** | 2,111,553 | 467,728 | 451,504 | 189,882 | 292,796 | 233,521 | 79,513 | 57,336 | 38,829 | 464,841 | 255,510 | 134,515 | 52,367 |
| **KANSAS CITY** | 14,482,302 | 2,815,422 | 2,719,757 | 1,415,326 | 2,046,720 | 1,702,384 | 638,082 | 570,175 | 296,673 | 3,606,510 | 1,157,254 | 798,005 | 394,466 |
| **ST. JOSEPH** | 968,473 | 169,789 | 162,248 | 75,085 | 158,675 | 124,797 | 15,870 | 20,435 | 11,483 | 182,608 | 145,971 | 34,866 | 15,227 |
| **ST. LOUIS** | 20,748,211 | 3,948,297 | 3,740,093 | 2,143,769 | 2,955,560 | 2,550,386 | 890,445 | 794,770 | 446,605 | 4,747,457 | 2,012,316 | 1,072,701 | 705,814 |
| **SPRINGFIELD** | 5,198,915 | 1,067,273 | 1,034,131 | 428,266 | 735,672 | 611,600 | 157,262 | 140,997 | 93,438 | 1,227,210 | 429,645 | 353,806 | 87,271 |
| **MONTANA** | | | | | | | | | | | | | |
| **BILLINGS - HARDIN** | 1,596,337 | 379,159 | 367,320 | 174,123 | 176,865 | 146,012 | 74,102 | 61,921 | 40,902 | 323,900 | 146,111 | 81,145 | 39,908 |
| **BUTTE** | 835,345 | 182,243 | 176,013 | 99,305 | 50,577 | 20,495 | 34,064 | 35,783 | 14,387 | 153,954 | 83,690 | 65,082 | 44,991 |
| **GREAT FALLS** | 1,027,404 | 234,391 | 226,412 | 108,736 | 118,840 | 94,951 | 51,223 | 47,465 | 26,340 | 225,253 | 76,874 | 61,387 | 34,697 |
| **HELENA** | 346,798 | 90,536 | 88,140 | 39,036 | 41,270 | 33,306 | 8,970 | 15,378 | 8,457 | 56,327 | 25,696 | 12,942 | 9,953 |
| **MISSOULA** | 1,367,475 | 295,915 | 284,983 | 143,813 | 144,512 | 119,427 | 53,805 | 66,253 | 34,670 | 279,212 | 105,571 | 100,788 | 32,689 |
| **NEBRASKA** | | | | | | | | | | | | | |
| **LINCOLN - HASTINGS - KEARNEY** | 3,805,172 | 753,086 | 606,148 | 365,802 | 476,546 | 372,848 | 188,443 | 120,957 | 65,729 | 808,124 | 453,258 | 233,142 | 111,896 |
| **NORTH PLATTE** | 308,672 | 61,368 | 56,535 | 31,758 | 39,097 | 35,395 | 9,780 | 7,652 | 3,601 | 62,685 | 48,541 | 16,246 | 10,724 |
| **OMAHA** | 6,349,161 | 1,251,431 | 1,196,347 | 646,104 | 792,389 | 645,352 | 264,358 | 293,078 | 212,159 | 1,547,403 | 595,033 | 289,183 | 208,184 |

# TELEVISION MARKETS [ADIs]: 1990 RETAIL SALES BY STORE GROUP

S&MM ESTIMATES

| S&MM/ARBITRON TV MARKET (ADI) | Total Retail Sales ($000) | Food Stores Total ($000) | Food Stores Supermarkets ($000) | Eating & Drinking Places Total ($000) | General Merchandise Stores Total ($000) | General Merchandise Department Stores ($000) | Apparel & Accessories Stores Total ($000) | Furniture/Home Furnishings/Appliance Stores Total ($000) | Furniture & Home Furn. ($000) | Automotive Dealers Total ($000) | Gasoline Service Stations Total ($000) | Bldg. Mtls. & Hardware Dealers Total ($000) | Drugstores Total ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **NEVADA** | | | | | | | | | | | | | |
| LAS VEGAS | 5,850,623 | 1,269,207 | 1,214,480 | 669,476 | 646,049 | 573,122 | 325,104 | 282,047 | 151,254 | 1,154,010 | 337,895 | 334,940 | 186,688 |
| RENO | 4,064,642 | 807,304 | 779,664 | 376,909 | 461,724 | 361,878 | 153,495 | 169,720 | 97,121 | 838,803 | 321,767 | 286,290 | 201,952 |
| **NEW MEXICO** | | | | | | | | | | | | | |
| ALBUQUERQUE | 9,714,231 | 1,806,737 | 1,723,559 | 920,519 | 1,028,291 | 700,956 | 404,268 | 378,814 | 231,374 | 1,827,940 | 682,666 | 537,886 | 290,014 |
| **NEW YORK** | | | | | | | | | | | | | |
| ALBANY - SCHENECTADY - TROY | 10,576,007 | 2,368,202 | 2,248,118 | 998,681 | 1,134,586 | 859,806 | 461,207 | 519,654 | 279,375 | 2,310,804 | 618,748 | 583,024 | 375,931 |
| BINGHAMTON | 2,993,872 | 652,501 | 631,181 | 247,995 | 341,153 | 277,196 | 103,447 | 123,716 | 76,745 | 668,507 | 208,243 | 179,201 | 139,637 |
| BUFFALO | 10,766,886 | 2,619,995 | 2,441,628 | 1,105,951 | 1,171,680 | 952,349 | 482,894 | 535,476 | 276,759 | 2,238,092 | 782,003 | 402,917 | 524,158 |
| ELMIRA | 1,474,031 | 353,565 | 334,499 | 133,953 | 193,085 | 163,620 | 56,640 | 72,885 | 46,424 | 290,535 | 124,477 | 74,056 | 66,458 |
| NEW YORK | 136,993,448 | 28,050,603 | 24,825,934 | 13,800,312 | 13,128,801 | 10,801,388 | 11,002,470 | 9,102,269 | 5,454,210 | 23,916,017 | 6,788,310 | 5,323,338 | 4,779,383 |
| ROCHESTER | 7,480,168 | 1,707,579 | 1,625,984 | 700,616 | 735,641 | 562,753 | 358,075 | 448,240 | 213,313 | 1,829,484 | 425,201 | 323,943 | 260,168 |
| SYRACUSE | 7,293,758 | 1,667,747 | 1,562,518 | 753,573 | 668,990 | 520,372 | 384,620 | 394,191 | 213,927 | 1,647,970 | 481,856 | 357,594 | 293,018 |
| UTICA | 1 922,750 | 420,538 | 393,689 | 196,186 | 210,591 | 183,188 | 74,188 | 66,410 | 43,002 | 410,733 | 132,793 | 114,115 | 87,029 |
| WATERTOWN - CARTHAGE | 1,615,892 | 368,465 | 356,003 | 156,956 | 155,898 | 116,409 | 54,394 | 77,527 | 46,158 | 405,706 | 71,278 | 116,004 | 78,212 |
| **NORTH CAROLINA** | | | | | | | | | | | | | |
| CHARLOTTE | 13,469,640 | 2,730,194 | 2,654,030 | 1,244,467 | 1,368,657 | 1,002,244 | 657,727 | 740,021 | 486,457 | 3,088,818 | 966,136 | 908,821 | 572,233 |
| GREENSBORO - WINSTON-SALEM - HIGH POINT | 9,720,638 | 1,814,455 | 1,751,489 | 864,770 | 957,368 | 693,241 | 511,583 | 708,597 | 453,695 | 2,015,420 | 743,436 | 639,409 | 410,196 |
| GREENVILLE - NEW BERN - WASHINGTON | 3,972,534 | 895,640 | 849,319 | 352,393 | 414,245 | 314,271 | 137,870 | 175,486 | 123,893 | 805,321 | 307,122 | 296,175 | 151,280 |
| RALEIGH - DURHAM | 12,947,801 | 2,522,812 | 2,441,720 | 1,539,498 | 1,445,666 | 1,100,988 | 544,670 | 675,927 | 417,009 | 2,817,660 | 899,387 | 894,124 | 500,438 |
| WILMINGTON | 2,380,096 | 530,175 | 512,937 | 224,917 | 242,660 | 164,138 | 162,302 | 104,589 | 80,105 | 451,294 | 188,386 | 174,619 | 114,140 |
| **NORTH DAKOTA** | | | | | | | | | | | | | |
| FARGO | 3,808,541 | 755,999 | 728,601 | 344,177 | 458,339 | 321,944 | 159,316 | 120,441 | 62,017 | 873,556 | 406,041 | 265,694 | 115,740 |
| MINOT - BISMARCK - DICKINSON - GLENDIVE | 2,199,609 | 427,953 | 410,828 | 194,370 | 260,093 | 200,111 | 91,429 | 65,181 | 37,539 | 506,008 | 267,333 | 131,947 | 80,083 |
| **OHIO** | | | | | | | | | | | | | |
| CINCINNATI | 13,745,775 | 2,893,987 | 2,703,972 | 1,517,039 | 1,793,446 | 1,599,196 | 580,571 | 607,369 | 360,443 | 2,746,980 | 1,109,227 | 734,131 | 550,446 |
| CLEVELAND | 25,600,898 | 5,055,839 | 4,698,705 | 2,481,848 | 3,401,780 | 2,765,848 | 1,108,582 | 1,301,043 | 717,205 | 5,445,404 | 2,262,831 | 1,385,733 | 1,062,613 |
| COLUMBUS | 12,723,079 | 2,182,417 | 2,078,515 | 1,280,438 | 1,676,081 | 1,358,896 | 555,309 | 585,281 | 319,376 | 2,960,056 | 1,127,760 | 642,109 | 438,253 |
| DAYTON | 8,836,107 | 1,707,452 | 1,632,452 | 874,961 | 1,200,778 | 987,668 | 310,599 | 362,941 | 227,744 | 2,095,295 | 836,535 | 500,611 | 296,912 |
| LIMA | 939,805 | 162,412 | 151,095 | 75,633 | 173,727 | 133,671 | 40,132 | 45,500 | 21,402 | 212,620 | 88,438 | 53,177 | 31,001 |
| TOLEDO | 7,394,603 | 1,414,121 | 1,340,938 | 712,326 | 1,109,785 | 855,881 | 261,192 | 352,738 | [illegible] | 1,656,319 | 715,898 | 398,077 | 268,627 |
| YOUNGSTOWN | 4,721,246 | 906,029 | 853,579 | 403,980 | 591,284 | 493,270 | 210,059 | 238,759 | 152,844 | 1,056,914 | 444,809 | 214,737 | 208,290 |
| ZANESVILLE | 577,575 | 114,139 | 110,474 | 55,726 | 76,832 | 62,143 | 24,329 | 52,191 | 32,350 | 114,232 | 51,097 | 44,675 | 15,278 |
| **OKLAHOMA** | | | | | | | | | | | | | |
| ARDMORE - ADA | 961,881 | 273,679 | 248,013 | 71,414 | 118,251 | 98,882 | 46,985 | 30,100 | 20,494 | 190,736 | 84,136 | 41,448 | 30,335 |

# TELEVISION MARKETS [ADIs]: 1990 RETAIL SALES BY STORE GROUP

| S&MM ESTIMATES |  | Food Stores |  | Eating & Drinking Places | General Merchandise Stores |  | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores |  | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| S&MM/ARBITRON TV MARKET (ADI) | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **OKLAHOMA (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| OKLAHOMA CITY | 9,921,728 | 2,130,583 | 2,041,218 | 974,028 | 1,218,929 | 927,211 | 536,352 | 406,100 | 220,850 | 2,472,832 | 770,386 | 326,457 | 295,572 |
| TULSA | 7,577,190 | 1,858,741 | 1,797,359 | 705,159 | 937,012 | 792,552 | 407,796 | 317,353 | 183,645 | 1,782,484 | 451,546 | 339,468 | 197,925 |
| **OREGON** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| BEND | 681,612 | 144,059 | 137,749 | 71,086 | 55,871 | 30,154 | 40,083 | 31,575 | 23,364 | 154,542 | 54,949 | 44,328 | 35,496 |
| EUGENE | 3,701,534 | 747,246 | 707,531 | 392,287 | 477,078 | 341,802 | 151,527 | 162,101 | 78,439 | 790,302 | 262,032 | 199,474 | 145,760 |
| MEDFORD | 2,760,059 | 539,211 | 497,520 | 249,131 | 268,710 | 181,222 | 92,756 | 117,891 | 71,703 | 507,679 | 244,429 | 160,098 | 117,860 |
| PORTLAND | 16,808,105 | 3,244,693 | 3,057,313 | 1,886,865 | 2,352,277 | 1,741,093 | 887,066 | 869,151 | 429,423 | 3,378,594 | 1,131,593 | 892,153 | 518,275 |
| **PENNSYLVANIA** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| ERIE | 2,954,178 | 551,748 | 523,278 | 267,889 | 306,223 | 234,471 | 100,880 | 132,987 | 54,856 | 583,295 | 185,168 | 104,619 | 111,790 |
| HARRISBURG - YORK - LANCASTER - LEBANON | 11,404,057 | 2,083,578 | 1,922,154 | 965,743 | 1,127,084 | 945,500 | 414,817 | 590,846 | 336,075 | 2,761,374 | 741,767 | 604,364 | 327,762 |
| JOHNSTOWN - ALTOONA | 5,013,880 | 1,161,383 | 1,110,315 | 437,747 | 483,584 | 390,597 | 197,927 | 231,342 | 126,138 | 1,103,808 | 515,301 | 244,481 | 203,949 |
| PHILADELPHIA | 55,134,514 | 11,224,358 | 10,338,125 | 5,116,706 | 6,135,374 | 5,284,656 | 3,271,448 | 2,821,004 | 1,659,260 | 12,104,447 | 3,053,947 | 2,173,650 | 1,955,521 |
| PITTSBURGH | 19,082,739 | 4,084,492 | 3,846,519 | 1,880,142 | 2,437,714 | 2,033,606 | 918,786 | 963,769 | 565,628 | 4,233,330 | 1,329,097 | 779,428 | 762,552 |
| WILKES-BARRE - SCRANTON | 9,208,559 | 2,013,289 | 1,875,437 | 798,061 | 1,074,066 | 909,803 | 392,664 | 397,785 | 215,117 | 1,894,140 | 729,074 | 510,909 | 402,213 |
| **RHODE ISLAND** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| PROVIDENCE - NEW BEDFORD | 11,588,116 | 2,446,433 | 2,162,148 | 1,221,869 | 1,214,891 | 963,603 | 640,133 | 518,717 | 389,200 | 2,184,577 | 788,098 | 566,059 | 467,852 |
| **SOUTH CAROLINA** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| CHARLESTON | 4,242,367 | 936,391 | 893,365 | 442,579 | 453,867 | 317,802 | 225,214 | 193,294 | 123,290 | 884,730 | 387,769 | 246,183 | 147,482 |
| COLUMBIA | 5,409,890 | 1,084,389 | 1,044,913 | 509,272 | 618,404 | 486,503 | 254,443 | 271,304 | 165,904 | 1,207,580 | 417,705 | 447,187 | 206,116 |
| FLORENCE - MYRTLE BEACH | 3,375,096 | 690,606 | 664,067 | 363,488 | 358,237 | 252,744 | 219,333 | 215,679 | 166,593 | 614,941 | 239,030 | 236,582 | 119,939 |
| GREENVILLE - SPARTANBURG - ASHEVILLE | 11,437,434 | 2,499,466 | 2,435,929 | 997,185 | 1,193,693 | 910,695 | 545,912 | 517,727 | 330,599 | 2,464,196 | 965,843 | 786,567 | 501,373 |
| **SOUTH DAKOTA** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| RAPID CITY | 1,525,500 | 318,276 | 309,266 | 149,386 | 162,398 | 117,301 | 58,229 | 43,441 | 27,670 | 374,072 | 161,693 | 89,556 | 38,312 |
| SIOUX FALLS - MITCHELL | 3,720,939 | 741,246 | 707,331 | 336,115 | 384,125 | 287,194 | 167,713 | 124,588 | 64,727 | 839,049 | 412,196 | 228,659 | 142,490 |
| **TENNESSEE** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| BRISTOL - KINGSPORT - JOHNSON CITY | 4,198,666 | 1,019,038 | 975,207 | 329,269 | 566,724 | 420,257 | 151,747 | 151,946 | 99,325 | 896,272 | 330,415 | 276,490 | 212,731 |
| CHATTANOOGA | 5,104,879 | 1,074,637 | 1,041,025 | 446,951 | 623,011 | 519,557 | 242,315 | 265,440 | 169,889 | 1,121,439 | 422,942 | 272,543 | 177,627 |
| JACKSON | 988,584 | 186,058 | 176,676 | 64,240 | 162,296 | 128,466 | 39,967 | 44,067 | 30,169 | 223,916 | 94,730 | 70,204 | 34,671 |
| KNOXVILLE | 7,191,294 | 1,389,380 | 1,323,260 | 648,610 | 927,636 | 712,650 | 351,332 | 303,327 | 182,396 | 1,755,958 | 649,015 | 378,478 | 282,390 |
| MEMPHIS | 10,123,681 | 1,856,039 | 1,752,261 | 807,750 | 1,365,734 | 1,001,592 | 513,251 | 465,470 | 288,793 | 2,579,613 | 879,010 | 407,689 | 442,718 |
| NASHVILLE | 12,424,377 | 2,251,886 | 2,157,440 | 1,155,775 | 1,681,031 | 1,335,458 | 558,266 | 624,900 | 358,241 | 3,055,238 | 967,014 | 713,621 | 449,301 |
| **TEXAS** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| ABILENE - SWEETWATER | 1,712,711 | 355,964 | 343,595 | 150,436 | 225,254 | 172,577 | 76,826 | 55,502 | 31,507 | 406,551 | 165,228 | 66,580 | 65,504 |
| AMARILLO | 3,227,231 | 711,775 | 680,137 | 286,106 | 412,507 | 279,695 | 179,566 | 121,800 | 76,926 | 679,190 | 340,301 | 129,548 | 99,482 |

# TELEVISION MARKETS [ADIs]: 1990 RETAIL SALES BY STORE GROUP

| S&MM ESTIMATES | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drugstores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| S&MM/ARBITRON TV MARKET (ADI) | Total Retail Sales ($000) | Total ($000) | Supermarkets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **TEXAS (continued)** | | | | | | | | | | | | | |
| **AUSTIN** | 6,923,034 | 1,808,770 | 1,749,616 | 771,079 | 739,269 | 536,898 | 372,303 | 330,072 | 171,832 | 1,306,138 | 449,420 | 260,731 | 181,916 |
| **BEAUMONT - PORT ARTHUR** | 2,911,067 | 623,964 | 604,685 | 232,751 | 455,311 | 361,244 | 148,395 | 101,820 | 48,280 | 661,576 | 238,625 | 110,504 | 100,149 |
| **CORPUS CHRISTI** | 3,078,973 | 854,849 | 827,619 | 292,218 | 360,934 | 240,384 | 130,389 | 101,590 | 62,101 | 720,049 | 213,580 | 106,272 | 71,643 |
| **DALLAS - FT. WORTH** | 38,431,905 | 7,582,824 | 7,342,728 | 3,696,426 | 4,676,896 | 3,625,202 | 1,980,592 | 1,679,407 | 934,587 | 9,713,284 | 2,648,063 | 1,456,286 | 993,393 |
| **EL PASO** | 4,282,422 | 909,232 | 878,344 | 374,814 | 619,037 | 472,533 | 214,683 | 219,169 | 111,253 | 920,763 | 399,978 | 227,477 | 104,492 |
| **HOUSTON** | 28,400,582 | 6,611,117 | 6,326,924 | 2,658,660 | 3,555,968 | 2,889,166 | 1,632,264 | 1,296,302 | 683,073 | 6,764,889 | 1,653,023 | 863,850 | 878,254 |
| **LAREDO** | 843,134 | 216,736 | 199,988 | 67,567 | 130,356 | 109,897 | 77,617 | 56,848 | 9,498 | 106,700 | 49,666 | 31,860 | 12,102 |
| **LUBBOCK** | 2,672,363 | 617,254 | 593,167 | 250,046 | 331,845 | 227,519 | 132,454 | 89,893 | 54,437 | 648,501 | 205,411 | 92,062 | 62,088 |
| **MCALLEN - BROWNSVILLE** | 3,389,213 | 889,693 | 838,929 | 270,304 | 539,149 | 402,351 | 240,290 | 154,245 | 87,441 | 617,254 | 196,831 | 147,400 | 71,474 |
| **ODESSA - MIDLAND** | 2,405,153 | 662,473 | 647,772 | 199,139 | 324,772 | 255,964 | 112,555 | 69,902 | 41,614 | 515,476 | 206,005 | 53,612 | 84,782 |
| **SAN ANGELO** | 842,608 | 184,829 | 177,878 | 76,478 | 106,926 | 80,743 | 47,019 | 40,842 | 22,959 | 182,922 | 89,939 | 34,650 | 17,074 |
| **SAN ANTONIO** | 10,918,562 | 2,592,654 | 2,492,028 | 1,180,497 | 1,246,586 | 927,724 | 640,608 | 446,535 | 244,156 | 2,460,810 | 817,270 | 357,447 | 265,635 |
| **TYLER - LONGVIEW - JACKSONVILLE** | 3,827,222 | 853,266 | 827,509 | 318,039 | 474,400 | 352,805 | 189,817 | 162,580 | 97,440 | 902,171 | 283,242 | 202,214 | 146,571 |
| **VICTORIA** | 566,608 | 143,697 | 136,493 | 44,181 | 76,551 | 67,518 | 32,693 | 26,996 | 13,622 | 143,143 | 36,828 | 17,778 | 13,667 |
| **WACO - TEMPLE - BRYAN** | 4,088,783 | 1,003,418 | 962,830 | 367,332 | 588,797 | 464,136 | 167,605 | 161,079 | 86,129 | 798,299 | 343,149 | 194,028 | 109,091 |
| **WICHITA FALLS - LAWTON** | 2,546,537 | 518,325 | 495,750 | 239,224 | 419,004 | 331,555 | 109,824 | 90,251 | 56,945 | 564,086 | 228,591 | 121,442 | 86,277 |
| **UTAH** | | | | | | | | | | | | | |
| **SALT LAKE CITY** | 11,265,311 | 2,513,469 | 2,413,044 | 999,067 | 1,334,772 | 1,037,005 | 591,922 | 639,527 | 398,903 | 2,334,134 | 948,091 | 605,550 | 250,456 |
| **VERMONT** | | | | | | | | | | | | | |
| **BURLINGTON - PLATTSBURGH** | 4,826,411 | 1,137,120 | 1,070,308 | 474,875 | 387,403 | 284,941 | 191,982 | 194,859 | 109,928 | 1,021,715 | 334,209 | 354,440 | 146,358 |
| **VIRGINIA** | | | | | | | | | | | | | |
| **CHARLOTTESVILLE** | 1,082,481 | 226,425 | 220,795 | 97,649 | 170,363 | 94,262 | 65,073 | 54,447 | 34,640 | 184,602 | 46,237 | 62,768 | 36,427 |
| **HARRISONBURG** | 1,536,174 | 316,426 | 299,548 | 118,375 | 189,008 | 152,480 | 33,010 | 80,720 | 58,062 | 378,881 | 107,404 | 120,602 | 59,640 |
| **NORFOLK - PORTSMOUTH - NEWPORT NEWS - HAMPTON** | 11,893,556 | 2,494,170 | 2,401,237 | 1,153,108 | 1,327,428 | 1,053,405 | 572,194 | 623,048 | 417,898 | 2,512,847 | 849,053 | 635,789 | 411,736 |
| **RICHMOND** | 8,361,294 | 1,783,369 | 1,723,802 | 715,269 | 938,736 | 646,027 | 376,830 | 407,015 | 217,482 | 1,806,231 | 679,394 | 407,974 | 331,625 |
| **ROANOKE - LYNCHBURG** | 6,874,442 | 1,471,876 | 1,428,317 | 561,917 | 819,121 | 588,752 | 239,058 | 298,891 | 195,480 | 1,418,375 | 710,820 | 423,634 | 289,850 |
| **WASHINGTON** | | | | | | | | | | | | | |
| **SEATTLE - TACOMA** | 28,108,631 | 5,863,332 | 5,582,213 | 3,241,852 | 2,959,843 | 2,169,497 | 1,612,647 | 1,633,605 | 824,482 | 4,840,766 | 2,019,778 | 1,689,755 | 1,212,368 |
| **SPOKANE** | 5,491,068 | 1,372,482 | 1,336,290 | 558,183 | 539,652 | 376,125 | 247,750 | 193,672 | 114,628 | 1,116,807 | 429,068 | 310,734 | 236,159 |
| **YAKIMA - PASCO - RICHLAND - KENNEWICK** | 3,113,731 | 776,175 | 758,229 | 310,583 | 315,658 | 232,580 | 112,922 | 126,210 | 73,290 | 623,909 | 256,692 | 171,634 | 163,162 |
| **WEST VIRGINIA** | | | | | | | | | | | | | |
| **BLUEFIELD - BECKLEY - OAK HILL** | 2,035,134 | 533,205 | 507,928 | 131,412 | 317,465 | 201,043 | 46,701 | 65,651 | 45,174 | 429,867 | 141,325 | 141,706 | 119,447 |
| **CHARLESTON - HUNTINGTON** | 7,066,045 | 1,668,669 | 1,593,697 | 577,017 | 967,291 | 665,443 | 239,225 | 270,060 | 167,637 | 1,495,871 | 588,743 | 417,771 | 359,341 |
| **CLARKSBURG - WESTON** | 1,557,186 | 386,397 | 359,220 | 115,984 | 215,182 | 147,942 | 51,546 | 46,958 | 30,904 | 290,774 | 162,116 | 124,538 | 73,718 |
| **PARKERSBURG** | 1,073,448 | 210,287 | 202,756 | 85,950 | 200,429 | 154,444 | 30,904 | 46,600 | 28,095 | 245,343 | 89,288 | 54 085 | 36,374 |
| **WHEELING - STEUBENVILLE** | 2,122,120 | 499,242 | 473,639 | 186,358 | 307,859 | 230,352 | 72,284 | 90,473 | 54,666 | 397,761 | 238,029 | 104,115 | 88,691 |

1991 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# TELEVISION MARKETS [ADIs]: 1990 RETAIL SALES BY STORE GROUP

| S&MM ESTIMATES |  | Food Stores |  | Eating & Drinking Places | General Merchandise Stores |  | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores |  | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| S&MM/ARBITRON TV MARKET (ADI) | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **WISCONSIN** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **GREEN BAY - APPLETON** | 7,220,659 | 1,407,272 | 1,305,029 | 730,562 | 1,029,044 | 787,106 | 262,279 | 372,166 | 185,815 | 1,525,286 | 632,309 | 503,099 | 175,772 |
| **LA CROSSE - EAU CLAIRE** | 3,117,715 | 567,390 | 540,296 | 323,112 | 393,817 | 304,520 | 111,118 | 130,032 | 63,180 | 638,715 | 420,182 | 201,520 | 70,210 |
| **MADISON** | 6,156,546 | 1,001,393 | 940,975 | 566,213 | 604,759 | 518,449 | 234,158 | 317,561 | 127,824 | 1,142,254 | 540,898 | 378,096 | 153,575 |
| **MILWAUKEE** | 15,240,718 | 2,732,217 | 2,575,057 | 1,592,783 | 1,921,180 | 1,616,300 | 698,252 | 909,937 | 398,059 | 3,138,670 | 1,378,087 | 819,743 | 591,068 |
| **WAUSAU - RHINELANDER** | 3,058,971 | 584,237 | 521,516 | 291,940 | 419,137 | 286,299 | 85,130 | 116,981 | 77,806 | 604,377 | 293,548 | 218,218 | 53,498 |
| **WYOMING** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **CASPER - RIVERTON** | 697,427 | 165,860 | 161,887 | 64,295 | 78,381 | 59,865 | 25,954 | 30,095 | 16,605 | 144,907 | 72,234 | 35,282 | 14,885 |
| **CHEYENNE - SCOTTSBLUFF (STERLING)** | 804,418 | 155,754 | 150,122 | 76,921 | 120,732 | 89,573 | 34,408 | 24,702 | 13,420 | 183,650 | 83,238 | 39,936 | 8,278 |
| **TOTAL UNITED STATES ADIs** | 1,791,310,331 | 359,332,971 | 337,329,578 | 179,569,688 | 209,712,676 | 166,158,067 | 93,481,329 | 92,029,063 | 51,996,921 | 379,739,395 | 130,439,899 | 92,149,025 | 67,836,469 |

# SECTION 20

## Television Market (ADI) Rankings
## Retail Sales By Merchandise Line

**Groceries And Other Foods**
**Drugs, Health Aids And Beauty Aids**
**Furniture And Other Sleep Equipment**
**Major Household Appliances**
**Televisions And Video Recorders**
**Audio Equipment/Musical Instruments**
**Home Computers And Calculators**
**Men's And Boys' Clothing**
**Women's And Girls' Clothing**
**Footwear**

### EXPLANATION OF TERMS

An explanation of terms used in the **Survey of Buying Power Demographics USA 1991** will be found in the Introductory Section starting on page A-5. A detailed listing of the outlets that make up each Store Group, and definitions of the Merchandise Line Sales categories, will be found on pages A-9 and A-10. A listing of the county makeup of each Television Market will be found starting on page A-11.

TV MARKET (ADI) RANKINGS
ON MERCHANDISE LINE SALES
20

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| Home Computer & Calculator Sales | 20–7 |
| Furniture & Sleep Equipment Sales | 20–8 |
| Men's & Boys' Clothing Sales | 20–9 |
| Women's & Girls' Clothing Sales | 20–10 |
| Footwear Sales | 20–11 |

# GROCERY & OTHER FOOD SALES

| ADI | ($000) | Rank |
|---|---|---|
| New York, N.Y. | 23,941,959 | 1 |
| Los Angeles, Calif. | 17,013,082 | 2 |
| Chicago, Ill. | 9,437,327 | 3 |
| Philadelphia, Pa. | 9,224,378 | 4 |
| Boston, Mass. | 8,784,024 | 5 |
| San Francisco - Oakland - San Jose, Calif. | 7,612,398 | 6 |
| Washington, D.C. | 5,654,471 | 7 |
| Dallas - Ft. Worth, Tex. | 5,520,327 | 8 |
| Detroit, Mich. | 5,502,959 | 9 |
| Seattle - Tacoma, Wash. | 4,865,045 | 10 |
| Houston, Tex. | 4,669,444 | 11 |
| Minneapolis - St. Paul, Minn. | 4,464,807 | 12 |
| Atlanta, Ga. | 4,352,732 | 13 |
| Cleveland, Ohio | 4,146,685 | 14 |
| Miami - Ft. Lauderdale, Fla. | 4,079,021 | 15 |
| Tampa - St. Petersburg, Fla. | 3,637,436 | 16 |
| Pittsburgh, Pa. | 3,475,322 | 17 |
| Sacramento - Stockton, Calif. | 3,418,334 | 18 |
| Hartford - New Haven, Conn. | 3,326,078 | 19 |
| Phoenix, Ariz. | 3,260,288 | 20 |
| St. Louis, Mo. | 3,136,643 | 21 |
| Denver, Colo. | 3,072,202 | 22 |
| Portland, Ore. | 2,988,198 | 23 |
| Baltimore, Md. | 2,909,885 | 24 |
| San Diego, Calif. | 2,885,063 | 25 |
| Orlando - Daytona Beach - Melbourne, Fla. | 2,752,179 | 26 |
| Milwaukee, Wisc. | 2,434,624 | 27 |
| New Orleans, La. | 2,356,802 | 28 |
| Cincinnati, Ohio | 2,296,387 | 29 |
| Charlotte, N.C. | 2,232,541 | 30 |
| Kansas City, Mo. | 2,215,852 | 31 |
| Indianapolis, Ind. | 2,165,122 | 32 |
| Providence - New Bedford, R.I.-Mass. | 2,155,160 | 33 |
| Buffalo, N.Y. | 2,147,901 | 34 |
| Grand Rapids - Kalamazoo - Battle Creek, Mich. | 2,080,972 | 35 |
| Raleigh - Durham, N.C. | 2,049,056 | 36 |
| Greenville - Spartanburg - Asheville, S.C.-N.C. | 2,038,486 | 37 |
| Salt Lake City, Utah | 1,919,364 | 38 |
| Albany - Schenectady - Troy, N.Y. | 1,915,545 | 39 |
| Columbus, Ohio | 1,906,540 | 40 |
| Norfolk - Portsmouth - Newport News - Hampton, Va. | 1,867,065 | 41 |
| Nashville, Tenn. | 1,857,445 | 42 |
| San Antonio, Tex. | 1,778,652 | 43 |
| Harrisburg - York - Lancaster - Lebanon, Pa. | 1,756,447 | 44 |
| Wilkes-Barre - Scranton, Pa. | 1,710,835 | 45 |
| West Palm Beach - Ft. Pierce - Vero Beach, Fla. | 1,707,086 | 46 |
| Oklahoma City, Okla. | 1,641,376 | 47 |
| Louisville, Ky. | 1,588,787 | 48 |
| Memphis, Tenn. | 1,552,393 | 49 |
| Greensboro - Winston-Salem - High Point, N.C. | 1,548,027 | 50 |
| Flint - Saginaw - Bay City, Mich. | 1,512,962 | 51 |
| Fresno - Visalia, Calif. | 1,506,670 | 52 |
| Portland - Poland Spring, Maine | 1,448,203 | 53 |
| Albuquerque, N.M. | 1,443,497 | 54 |
| Dayton, Ohio | 1,436,440 | 55 |
| Little Rock, Ark. | 1,422,813 | 56 |
| Birmingham, Ala. | 1,403,332 | 57 |
| Tulsa, Okla. | 1,396,732 | 58 |
| Richmond, Va. | 1,378,333 | 59 |
| Jacksonville, Fla. | 1,377,276 | 60 |
| Charleston - Huntington, W.Va. | 1,373,834 | 61 |
| Syracuse, N.Y. | 1,368,487 | 62 |
| Rochester, N.Y. | 1,304,817 | 63 |
| Austin, Tex. | 1,250,217 | 64 |
| Wichita - Hutchinson, Kans. | 1,241,152 | 65 |
| Green Bay - Appleton, Wisc. | 1,240,752 | 66 |
| Des Moines, Iowa | 1,209,303 | 67 |
| Toledo, Ohio | 1,192,050 | 68 |
| Roanoke - Lynchburg, Va. | 1,173,447 | 69 |
| Knoxville, Tenn. | 1,152,316 | 70 |
| Mobile - Pensacola, Ala.-Fla. | 1,141,806 | 71 |
| Shreveport - Texarkana, La.-Tex.-Ark. | 1,123,911 | 72 |
| Spokane, Wash. | 1,067,205 | 73 |
| Madison, Wisc. | 1,060,231 | 74 |
| Lexington, Ky. | 1,041,153 | 75 |
| Omaha, Neb. | 1,035,830 | 76 |
| Johnstown - Altoona, Pa. | 1,021,290 | 77 |
| Baton Rouge, La. | 959,442 | 78 |
| Springfield - Decatur - Champaign, Ill. | 946,130 | 79 |
| Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill. | 938,146 | 80 |
| Burlington - Plattsburgh, Vt.-N.Y. | 937,132 | 81 |
| Chattanooga, Tenn. | 929,854 | 82 |
| Cedar Rapids - Waterloo - Dubuque, Iowa | 916,744 | 83 |
| Las Vegas, Nev. | 905,788 | 84 |
| Springfield, Mass. | 883,918 | 85 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 880,997 | 86 |
| Columbia, S.C. | 872,911 | 87 |
| Springfield, Mo. | 866,542 | 88 |
| Tucson, Ariz. | 864,109 | 89 |
| Ft. Myers - Naples, Fla. | 863,323 | 90 |
| South Bend - Elkhart, Ind. | 845,783 | 91 |
| Santa Barbara - Santa Maria - San Luis Obispo, Calif. | 840,609 | 92 |
| Lansing, Mich. | 835,867 | 93 |
| Bristol - Kingsport - Johnson City, Tenn. | 813,388 | 94 |
| Huntsville - Decatur - Florence, Ala. | 803,681 | 95 |
| Youngstown, Ohio | 796,298 | 96 |
| Charleston, S.C. | 770,446 | 97 |
| Evansville, Ind. | 765,034 | 98 |
| Jackson, Miss. | 755,305 | 99 |
| Savannah, Ga. | 732,657 | 100 |
| Salinas - Monterey, Calif. | 726,699 | 101 |
| Greenville - New Bern - Washington, N.C. | 719,780 | 102 |
| Lafayette, La. | 710,131 | 103 |
| Traverse City - Cadillac, Mich. | 689,276 | 104 |
| Waco - Temple - Bryan, Tex. | 688,687 | 105 |
| McAllen - Brownsville, Tex. | 679,292 | 106 |
| El Paso, Tex. | 671,729 | 107 |
| Lincoln - Hastings - Kearney, Neb. | 653,621 | 108 |
| Eugene, Ore. | 648,066 | 109 |
| Fargo, N.D. | 638,504 | 110 |
| Peoria - Bloomington, Ill. | 636,124 | 111 |
| Tyler - Longview - Jacksonville, Tex. | 634,915 | 112 |
| Ft. Wayne, Ind. | 632,724 | 113 |
| Reno, Nev. | 631,019 | 114 |
| Sioux Falls - Mitchell, S.D. | 624,403 | 115 |
| Augusta, Ga. | 624,082 | 116 |
| Medford, Ore. | 620,974 | 117 |
| Monroe - El Dorado, La.-Ark. | 619,642 | 118 |
| Yakima - Pasco - Richland - Kennewick, Wash. | 606,657 | 119 |
| Montgomery - Selma, Ala. | 606,272 | 120 |
| Ft. Smith, Ark. | 599,594 | 121 |
| Tallahassee - Thomasville, Fla.-Ga. | 592,598 | 122 |
| Colorado Springs - Pueblo, Colo. | 575,216 | 123 |
| Corpus Christi, Tex. | 570,450 | 124 |
| Florence - Myrtle Beach, S.C. | 567,224 | 125 |
| Duluth - Superior, Minn.-Wisc. | 553,781 | 126 |
| Columbus, Ga. | 540,813 | 127 |
| Wausau - Rhinelander, Wisc. | 540,394 | 128 |
| Amarillo, Tex. | 539,788 | 129 |
| Binghamton, N.Y. | 539,032 | 130 |
| La Crosse - Eau Claire, Wisc. | 521,109 | 131 |
| Bakersfield, Calif. | 519,697 | 132 |
| Chico - Redding, Calif. | 514,182 | 133 |
| Albany, Ga. | 502,710 | 134 |
| Macon, Ga. | 501,934 | 135 |
| Erie, Pa. | 497,548 | 136 |
| Bangor, Maine | 485,415 | 137 |
| Rockford, Ill. | 478,122 | 138 |
| Beaumont - Port Arthur, Tex. | 463,280 | 139 |
| Lubbock, Tex. | 451,363 | 140 |
| Sioux City, Iowa | 448,792 | 141 |
| Columbus - Tupelo, Miss. | 446,518 | 142 |
| Odessa - Midland, Tex. | 442,801 | 143 |
| Boise, Ida. | 436,626 | 144 |
| Wilmington, N.C. | 431,532 | 145 |
| Rochester - Mason City - Austin, Minn.-Iowa | 426,174 | 146 |
| Bluefield - Beckley - Oak Hill, W.Va. | 417,815 | 147 |
| Topeka, Kans. | 413,439 | 148 |
| Wheeling - Steubenville, W.Va.-Ohio | 406,037 | 149 |
| Wichita Falls - Lawton, Tex.-Okla. | 401,391 | 150 |
| Sarasota, Fla. | 399,731 | 151 |
| Terre Haute, Ind. | 392,870 | 152 |
| Joplin - Pittsburg, Mo.-Kans. | 391,921 | 153 |
| Columbia - Jefferson City, Mo. | 380,461 | 154 |
| Minot - Bismarck - Dickinson - Glendive, N.D.-Mont. | 377,746 | 155 |
| Utica, N.Y. | 348,912 | 156 |
| Salisbury, Md. | 339,178 | 157 |
| Panama City, Fla. | 337,893 | 158 |
| Idaho Falls - Pocatello, Ida. | 326,214 | 159 |
| Clarksburg - Weston, W.Va. | 309,718 | 160 |
| Lake Charles, La. | 308,856 | 161 |
| Watertown - Carthage, N.Y. | 302,570 | 162 |
| Billings - Hardin, Mont. | 298,777 | 163 |
| Gainesville, Fla. | 292,069 | 164 |
| Quincy - Hannibal, Ill.-Mo. | 291,922 | 165 |
| Elmira, N.Y. | 291,595 | 166 |
| Biloxi - Gulfport - Pascagoula, Miss. | 289,490 | 167 |
| Alexandria, La. | 282,443 | 168 |
| Abilene - Sweetwater, Tex. | 276,692 | 169 |
| Palm Springs, Calif. | 271,031 | 170 |
| Laurel - Hattiesburg, Miss. | 266,528 | 171 |
| Dothan, Ala. | 260,277 | 172 |
| Rapid City, S.D. | 258,826 | 173 |
| Harrisonburg, Va. | 246,475 | 174 |
| Missoula, Mont. | 244,863 | 175 |
| Greenwood - Greenville, Miss. | 242,415 | 176 |
| El Centro - Yuma, Calif.-Ariz. | 233,214 | 177 |
| Jonesboro, Ark. | 224,046 | 178 |
| Ardmore - Ada, Okla. | 215,202 | 179 |
| Grand Junction - Durango, Colo. | 210,439 | 180 |
| Meridian, Miss. | 188,868 | 181 |
| Great Falls, Mont. | 181,078 | 182 |
| Parkersburg, W.Va. | 178,027 | 183 |
| Marquette, Mich. | 177,539 | 184 |
| Charlottesville, Va. | 175,863 | 185 |
| Eureka, Calif. | 174,637 | 186 |
| Laredo, Tex. | 155,447 | 187 |
| Tuscaloosa, Ala. | 154,517 | 188 |
| Jackson, Tenn. | 154,268 | 189 |
| Hagerstown, Md. | 150,488 | 190 |
| Butte, Mont. | 150,345 | 191 |
| St. Joseph, Mo. | 145,658 | 192 |
| Mankato, Minn. | 138,074 | 193 |
| Lima, Ohio | 137,637 | 194 |
| Bowling Green, Ky. | 136,678 | 195 |
| San Angelo, Tex. | 132,426 | 196 |
| Casper - Riverton, Wyo. | 132,127 | 197 |
| Lafayette, Ind. | 129,079 | 198 |
| Cheyenne - Scottsbluff (Sterling), Wyo.-Neb. | 129,038 | 199 |
| Flagstaff, Ariz. | 128,010 | 200 |
| Bend, Ore. | 122,880 | 201 |
| Presque Isle, Maine | 109,773 | 202 |
| Twin Falls, Ida. | 97,268 | 203 |
| Zanesville, Ohio | 97,205 | 204 |
| Victoria, Tex. | 95,751 | 205 |
| Anniston, Ala. | 94,937 | 206 |
| Ottumwa - Kirksville, Iowa-Mo. | 91,954 | 207 |
| Helena, Mont. | 74,643 | 208 |
| North Platte, Neb. | 55,017 | 209 |
| Alpena, Mich. | 50,808 | 210 |

# DRUG, HEALTH AID & BEAUTY AID SALES

| ADI | ($000) | Rank |
|---|---|---|
| New York, N.Y. | 6,625,001 | 1 |
| Los Angeles, Calif. | 5,068,222 | 2 |
| Chicago, Ill. | 2,910,641 | 3 |
| Philadelphia, Pa. | 2,688,271 | 4 |
| San Francisco - Oakland - San Jose, Calif. | 2,615,760 | 5 |
| Boston, Mass. | 1,954,977 | 6 |
| Washington, D.C. | 1,947,848 | 7 |
| Dallas - Ft. Worth, Tex. | 1,880,039 | 8 |
| Detroit, Mich. | 1,664,284 | 9 |
| Miami - Ft. Lauderdale, Fla. | 1,550,699 | 10 |
| Seattle - Tacoma, Wash. | 1,373,832 | 11 |
| Houston, Tex. | 1,367,888 | 12 |
| Atlanta, Ga. | 1,346,880 | 13 |
| Cleveland, Ohio | 1,294,562 | 14 |
| Minneapolis - St. Paul, Minn. | 1,118,150 | 15 |
| Tampa - St. Petersburg, Fla. | 1,069,822 | 16 |
| Sacramento - Stockton, Calif. | 971,093 | 17 |
| Baltimore, Md. | 958,333 | 18 |
| St. Louis, Mo. | 954,268 | 19 |
| Pittsburgh, Pa. | 892,046 | 20 |
| San Diego, Calif. | 858,322 | 21 |
| Phoenix, Ariz. | 856,647 | 22 |
| Denver, Colo. | 836,821 | 23 |
| Hartford - New Haven, Conn. | 799,181 | 24 |
| Portland, Ore. | 789,156 | 25 |
| Orlando - Daytona Beach - Melbourne, Fla. | 752,510 | 26 |
| New Orleans, La. | 719,826 | 27 |
| Indianapolis, Ind. | 692,128 | 28 |
| Cincinnati, Ohio | 684,205 | 29 |
| Columbus, Ohio | 679,355 | 30 |
| Milwaukee, Wisc. | 667,533 | 31 |
| Charlotte, N.C. | 647,890 | 32 |
| Nashville, Tenn. | 634,229 | 33 |
| Kansas City, Mo. | 620,132 | 34 |
| Raleigh - Durham, N.C. | 570,358 | 35 |
| Greenville - Spartanburg - Asheville, S.C.-N.C. | 565,837 | 36 |
| Buffalo, N.Y. | 564,234 | 37 |
| San Antonio, Tex. | 533,079 | 38 |
| Grand Rapids - Kalamazoo - Battle Creek, Mich. | 528,889 | 39 |
| Louisville, Ky. | 511,999 | 40 |
| Oklahoma City, Okla. | 511,577 | 41 |
| Providence - New Bedford, R.I.-Mass. | 510,707 | 42 |
| Memphis, Tenn. | 509,799 | 43 |
| West Palm Beach - Ft. Pierce - Vero Beach, Fla. | 507,067 | 44 |
| Salt Lake City, Utah | 492,419 | 45 |
| Norfolk - Portsmouth - Newport News - Hampton, Va. | 490,907 | 46 |
| Birmingham, Ala. | 456,221 | 47 |
| Albany - Schenectady - Troy, N.Y. | 455,188 | 48 |
| Charleston - Huntington, W.Va. | 454,156 | 49 |
| Greensboro - Winston-Salem - High Point, N.C. | 453,883 | 50 |
| Wilkes-Barre - Scranton, Pa. | 449,211 | 51 |
| Richmond, Va. | 448,128 | 52 |
| Jacksonville, Fla. | 432,992 | 53 |
| Harrisburg - York - Lancaster - Lebanon, Pa. | 428,846 | 54 |
| Little Rock, Ark. | 426,116 | 55 |
| Flint - Saginaw - Bay City, Mich. | 404,925 | 56 |
| Fresno - Visalia, Calif. | 395,843 | 57 |
| Dayton, Ohio | 394,493 | 58 |
| Mobile - Pensacola, Ala.-Fla. | 390,310 | 59 |
| Tulsa, Okla. | 379,873 | 60 |
| Knoxville, Tenn. | 375,414 | 61 |
| Austin, Tex. | 371,322 | 62 |
| Shreveport - Texarkana, La.-Tex.-Ark. | 355,003 | 63 |
| Roanoke - Lynchburg, Va. | 354,290 | 64 |
| Albuquerque, N.M. | 353,791 | 65 |
| Toledo, Ohio | 351,464 | 66 |
| Wichita - Hutchinson, Kans. | 350,050 | 67 |
| Rochester, N.Y. | 327,962 | 68 |
| Lexington, Ky. | 317,619 | 69 |
| Syracuse, N.Y. | 313,318 | 70 |
| Des Moines, Iowa | 304,290 | 71 |
| Portland - Poland Spring, Maine | 302,549 | 72 |
| Las Vegas, Nev. | 300,067 | 73 |
| Green Bay - Appleton, Wisc. | 291,161 | 74 |
| Spokane, Wash. | 286,787 | 75 |
| Springfield - Decatur - Champaign, Ill. | 280,178 | 76 |
| Baton Rouge, La. | 278,867 | 77 |
| Jackson, Miss. | 278,144 | 78 |
| Omaha, Neb. | 271,899 | 79 |
| Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill. | 267,205 | 80 |
| Bristol - Kingsport - Johnson City, Tenn. | 261,430 | 81 |
| Columbia, S.C. | 258,408 | 82 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 249,842 | 83 |
| Tucson, Ariz. | 245,139 | 84 |
| Chattanooga, Tenn. | 236,098 | 85 |
| Evansville, Ind. | 234,643 | 86 |
| Johnstown - Altoona, Pa. | 234,234 | 87 |
| Huntsville - Decatur - Florence, Ala. | 232,374 | 88 |
| South Bend - Elkhart, Ind. | 231,417 | 89 |
| Youngstown, Ohio | 226,683 | 90 |
| Cedar Rapids - Waterloo - Dubuque, Iowa | 225,402 | 91 |
| Santa Barbara - Santa Maria - San Luis Obispo, Calif. | 223,567 | 92 |
| Waco - Temple - Bryan, Tex. | 222,875 | 93 |
| Lafayette, La. | 220,346 | 94 |
| Ft. Myers - Naples, Fla. | 219,948 | 95 |
| Salinas - Monterey, Calif. | 218,230 | 96 |
| Savannah, Ga. | 216,526 | 97 |
| Tyler - Longview - Jacksonville, Tex. | 214,253 | 98 |
| Lansing, Mich. | 210,485 | 99 |
| Madison, Wisc. | 207,017 | 100 |
| Springfield, Mass. | 201,955 | 101 |
| Springfield, Mo. | 198,591 | 102 |
| Terre Haute, Ind. | 197,353 | 103 |
| Augusta, Ga. | 192,773 | 104 |
| Peoria - Bloomington, Ill. | 190,346 | 105 |
| El Paso, Tex. | 189,066 | 106 |
| Yakima - Pasco - Richland - Kennewick, Wash. | 187,759 | 107 |
| Monroe - El Dorado, La.-Ark. | 183,979 | 108 |
| Greenville - New Bern - Washington, N.C. | 182,993 | 109 |
| Charleston, S.C. | 182,899 | 110 |
| Burlington - Plattsburgh, Vt.-N.Y. | 181,706 | 111 |
| Montgomery - Selma, Ala. | 179,108 | 112 |
| Reno, Nev. | 177,947 | 113 |
| Eugene, Ore. | 174,038 | 114 |
| Ft. Wayne, Ind. | 172,355 | 115 |
| Beaumont - Port Arthur, Tex. | 169,041 | 116 |
| Fargo, N.D. | 168,975 | 117 |
| Colorado Springs - Pueblo, Colo. | 168,593 | 118 |
| McAllen - Brownsville, Tex. | 167,490 | 119 |
| Tallahassee - Thomasville, Fla.-Ga. | 167,407 | 120 |
| Lincoln - Hastings - Kearney, Neb. | 166,402 | 121 |
| Amarillo, Tex. | 162,787 | 122 |
| Odessa - Midland, Tex. | 161,904 | 123 |
| Corpus Christi, Tex. | 160,768 | 124 |
| Sioux Falls - Mitchell, S.D. | 158,361 | 125 |
| Florence - Myrtle Beach, S.C. | 152,861 | 126 |
| Traverse City - Cadillac, Mich. | 152,310 | 127 |
| Macon, Ga. | 152,136 | 128 |
| Binghamton, N.Y. | 151,272 | 129 |
| Bluefield - Beckley - Oak Hill, W.Va. | 149,094 | 130 |
| Chico - Redding, Calif. | 145,653 | 131 |
| Bakersfield, Calif. | 145,393 | 132 |
| Columbus - Tupelo, Miss. | 142,506 | 133 |
| Ft. Smith, Ark. | 141,599 | 134 |
| Columbus, Ga. | 134,355 | 135 |
| Wichita Falls - Lawton, Tex.-Okla. | 132,322 | 136 |
| Medford, Ore. | 130,065 | 137 |
| Rockford, Ill. | 129,486 | 138 |
| Lubbock, Tex. | 127,973 | 139 |
| Wilmington, N.C. | 127,300 | 140 |
| Duluth - Superior, Minn.-Wisc. | 126,685 | 141 |
| Albany, Ga. | 119,009 | 142 |
| Wheeling - Steubenville, W.Va.-Ohio | 117,654 | 143 |
| Topeka, Kans. | 117,461 | 144 |
| La Crosse - Eau Claire, Wisc. | 116,672 | 145 |
| Sarasota, Fla. | 116,044 | 146 |
| Erie, Pa. | 114,690 | 147 |
| Sioux City, Iowa | 106,915 | 148 |
| Minot - Bismarck - Dickinson - Glendive, N.D.-Mont. | 108,104 | 149 |
| Wausau - Rhinelander, Wisc. | 104,114 | 150 |
| Abilene - Sweetwater, Tex. | 102,193 | 151 |
| Joplin - Pittsburg, Mo.-Kans. | 98,524 | 152 |
| Boise, Ida. | 98,510 | 153 |
| Clarksburg - Weston, W.Va. | 96,884 | 154 |
| Bangor, Maine | 94,905 | 155 |
| Rochester - Mason City - Austin, Minn.-Iowa | 92,830 | 156 |
| Biloxi - Gulfport - Pascagoula, Miss. | 89,773 | 157 |
| Laurel - Hattiesburg, Miss. | 89,696 | 158 |
| Lake Charles, La. | 89,389 | 159 |
| Salisbury, Md. | 85,659 | 160 |
| Utica, N.Y. | 85,335 | 161 |
| Panama City, Fla. | 85,206 | 162 |
| Columbia - Jefferson City, Mo. | 83,716 | 163 |
| Billings - Hardin, Mont. | 83,569 | 164 |
| Alexandria, La. | 82,184 | 165 |
| Idaho Falls - Pocatello, Ida. | 79,627 | 166 |
| Watertown - Carthage, N.Y. | 78,878 | 167 |
| Quincy - Hannibal, Ill.-Mo. | 77,918 | 168 |
| Harrisonburg, Va. | 76,536 | 169 |
| Dothan, Ala. | 74,172 | 170 |
| Elmira, N.Y. | 72,519 | 171 |
| Gainesville, Fla. | 69,348 | 172 |
| Greenwood - Greenville, Miss. | 68,358 | 173 |
| Palm Springs, Calif. | 65,810 | 174 |
| El Centro - Yuma, Calif.-Ariz. | 62,485 | 175 |
| Tuscaloosa, Ala. | 60,701 | 176 |
| Rapid City, S.D. | 59,204 | 177 |
| Jonesboro, Ark. | 58,006 | 178 |
| Grand Junction - Durango, Colo. | 57,254 | 179 |
| Eureka, Calif. | 56,751 | 180 |
| Missoula, Mont. | 56,491 | 181 |
| Meridian, Miss. | 55,104 | 182 |
| Parkersburg, W.Va. | 54,703 | 183 |
| Jackson, Tenn. | 52,600 | 184 |
| Great Falls, Mont. | 51,375 | 185 |
| Ardmore - Ada, Okla. | 51,146 | 186 |
| Bowling Green, Ky. | 50,663 | 187 |
| Charlottesville, Va. | 50,237 | 188 |
| Butte, Mont. | 47,760 | 189 |
| Hagerstown, Md. | 47,638 | 190 |
| San Angelo, Tex. | 41,196 | 191 |
| Laredo, Tex. | 40,964 | 192 |
| Marquette, Mich. | 40,790 | 193 |
| Lima, Ohio | 40,429 | 194 |
| Anniston, Ala. | 39,124 | 195 |
| Lafayette, Ind. | 38,966 | 196 |
| Casper - Riverton, Wyo. | 38,872 | 197 |
| St. Joseph, Mo. | 34,786 | 198 |
| Victoria, Tex. | 34,402 | 199 |
| Cheyenne - Scottsbluff (Sterling), Wyo.-Neb. | 34,282 | 200 |
| Bend, Ore. | 31,887 | 201 |
| Twin Falls, Ida. | 30,577 | 202 |
| Mankato, Minn. | 28,713 | 203 |
| Flagstaff, Ariz. | 28,249 | 204 |
| Presque Isle, Maine | 23,583 | 205 |
| Zanesville, Ohio | 22,978 | 206 |
| Ottumwa - Kirksville, Iowa-Mo. | 17,644 | 207 |
| Helena, Mont. | 17,081 | 208 |
| Alpena, Mich. | 15,838 | 209 |
| North Platte, Neb. | 15,477 | 210 |

# MAJOR HOUSEHOLD APPLIANCE SALES

| ADI | ($000) | Rank |
|---|---|---|
| New York, N.Y. | 1,617,727 | 1 |
| Los Angeles, Calif. | 1,416,421 | 2 |
| Chicago, Ill. | 814,603 | 3 |
| Philadelphia, Pa. | 611,522 | 4 |
| Boston, Mass. | 576,922 | 5 |
| San Francisco - Oakland - San Jose, Calif. | 562,235 | 6 |
| Detroit, Mich. | 428,137 | 7 |
| Dallas - Ft. Worth, Tex. | 398,274 | 8 |
| Atlanta, Ga. | 379,256 | 9 |
| Miami - Ft. Lauderdale, Fla. | 372,338 | 10 |
| Washington, D.C. | 366,941 | 11 |
| Cleveland, Ohio | 324,065 | 12 |
| Tampa - St. Petersburg, Fla. | 320,296 | 13 |
| Seattle - Tacoma, Wash. | 314,003 | 14 |
| Houston, Tex. | 292,414 | 15 |
| Minneapolis - St. Paul, Minn. | 285,641 | 16 |
| Orlando - Daytona Beach - Melbourne, Fla. | 261,345 | 17 |
| Phoenix, Ariz. | 253,328 | 18 |
| Pittsburgh, Pa. | 241,990 | 19 |
| San Diego, Calif. | 239,719 | 20 |
| Sacramento - Stockton, Calif. | 237,588 | 21 |
| Hartford - New Haven, Conn. | 235,836 | 22 |
| St. Louis, Mo. | 223,704 | 23 |
| Denver, Colo. | 212,775 | 24 |
| Indianapolis, Ind. | 204,886 | 25 |
| Baltimore, Md. | 204,511 | 26 |
| Milwaukee, Wisc. | 190,766 | 27 |
| Charlotte, N.C. | 182,774 | 28 |
| New Orleans, La. | 172,252 | 29 |
| Nashville, Tenn. | 169,371 | 30 |
| Portland, Ore. | 163,484 | 31 |
| Cincinnati, Ohio | 163,023 | 32 |
| Kansas City, Mo. | 157,261 | 33 |
| Raleigh - Durham, N.C. | 154,446 | 34 |
| Grand Rapids - Kalamazoo - Battle Creek, Mich. | 153,758 | 35 |
| Greensboro - Winston-Salem - High Point, N.C. | 150,029 | 36 |
| Harrisburg - York - Lancaster - Lebanon, Pa. | 148,836 | 37 |
| Albany - Schenectady - Troy, N.Y. | 146,575 | 38 |
| Greenville - Spartanburg - Asheville, S.C.-N.C. | 140,515 | 39 |
| Norfolk - Portsmouth - Newport News - Hampton, Va. | 135,328 | 40 |
| Providence - New Bedford, R.I.-Mass. | 131,836 | 41 |
| Salt Lake City, Utah | 130,097 | 42 |
| Buffalo, N.Y. | 126,518 | 43 |
| Memphis, Tenn. | 126,255 | 44 |
| West Palm Beach - Ft. Pierce - Vero Beach, Fla. | 124,167 | 45 |
| San Antonio, Tex. | 124,099 | 46 |
| Wilkes-Barre - Scranton, Pa. | 122,710 | 47 |
| Columbus, Ohio | 117,339 | 48 |
| Albuquerque, N.M. | 112,902 | 49 |
| Louisville, Ky. | 108,052 | 50 |
| Dayton, Ohio | 107,406 | 51 |
| Jacksonville, Fla. | 107,114 | 52 |
| Birmingham, Ala. | 106,054 | 53 |
| Mobile - Pensacola, Ala.-Fla. | 104,597 | 54 |
| Green Bay - Appleton, Wisc. | 103,569 | 55 |
| Portland - Poland Spring, Maine | 103,028 | 56 |
| Flint - Saginaw - Bay City, Mich. | 101,379 | 57 |
| Oklahoma City, Okla. | 100,167 | 58 |
| Richmond, Va. | 97,782 | 59 |
| Syracuse, N.Y. | 97,702 | 60 |
| Little Rock, Ark. | 93,755 | 61 |
| Rochester, N.Y. | 93,236 | 62 |
| Toledo, Ohio | 92,935 | 63 |
| Shreveport - Texarkana, La.-Tex.-Ark. | 84,535 | 64 |
| Charleston - Huntington, W.Va. | 83,561 | 65 |
| Knoxville, Tenn. | 82,265 | 66 |
| Huntsville - Decatur - Florence, Ala. | 81,729 | 67 |
| Roanoke - Lynchburg, Va. | 81,703 | 68 |
| Springfield - Decatur - Champaign, Ill. | 80,805 | 69 |
| Tulsa, Okla. | 78,543 | 70 |
| Chattanooga, Tenn. | 77,732 | 71 |
| Fresno - Visalia, Calif. | 75,629 | 72 |
| Las Vegas, Nev. | 75,489 | 73 |
| Austin, Tex. | 73,674 | 74 |
| Madison, Wisc. | 71,871 | 75 |
| Lexington, Ky. | 70,794 | 76 |
| Ft. Myers - Naples, Fla. | 66,027 | 77 |
| Lansing, Mich. | 67,792 | 78 |
| Wichita - Hutchinson, Kans. | 67,678 | 79 |
| Tucson, Ariz. | 67,289 | 80 |
| Columbia, S.C. | 66,409 | 81 |
| Johnstown - Altoona, Pa. | 64,999 | 82 |
| Des Moines, Iowa | 64,901 | 83 |
| South Bend - Elkhart, Ind. | 63,624 | 84 |
| Omaha, Neb. | 60,283 | 85 |
| Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill. | 59,646 | 86 |
| Youngstown, Ohio | 58,718 | 87 |
| El Paso, Tex. | 57,752 | 88 |
| Cedar Rapids - Waterloo - Dubuque, Iowa | 57,468 | 89 |
| Ft. Wayne, Ind. | 55,817 | 90 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 55,203 | 91 |
| Springfield, Mo. | 54,248 | 92 |
| Springfield, Mass. | 53,776 | 93 |
| Jackson, Miss. | 53,550 | 94 |
| Savannah, Ga. | 52,370 | 95 |
| Evansville, Ind. | 52,200 | 96 |
| Charleston, S.C. | 52,051 | 97 |
| Spokane, Wash. | 51,290 | 98 |
| Baton Rouge, La. | 50,186 | 99 |
| Florence - Myrtle Beach, S.C. | 49,266 | 100 |
| Santa Barbara - Santa Maria - San Luis Obispo, Calif. | 49,224 | 101 |
| Greenville - New Bern - Washington, N.C. | 48,720 | 102 |
| Waco - Temple - Bryan, Tex. | 48,450 | 103 |
| Tyler - Longview - Jacksonville, Tex. | 48,374 | 104 |
| Ft. Smith, Ark. | 48,203 | 105 |
| Bristol - Kingsport - Johnson City, Tenn. | 48,004 | 106 |
| McAllen - Brownsville, Tex. | 47,915 | 107 |
| Tallahassee - Thomasville, Fla.-Ga. | 46,407 | 108 |
| Peoria - Bloomington, Ill. | 46,385 | 109 |
| Colorado Springs - Pueblo, Colo. | 46,260 | 110 |
| Burlington - Plattsburgh, Vt.-N.Y. | 44,465 | 111 |
| Reno, Nev. | 43,954 | 112 |
| Augusta, Ga. | 42,003 | 113 |
| Montgomery - Selma, Ala. | 41,950 | 114 |
| Macon, Ga. | 41,692 | 115 |
| La Crosse - Eau Claire, Wisc. | 40,511 | 116 |
| Sarasota, Fla. | 40,363 | 117 |
| Wausau - Rhinelander, Wisc. | 39,814 | 118 |
| Traverse City - Cadillac, Mich. | 39,521 | 119 |
| Salinas - Monterey, Calif. | 39,385 | 120 |
| Erie, Pa. | 39,168 | 121 |
| Binghamton, N.Y. | 39,145 | 122 |
| Rockford, Ill. | 38,993 | 123 |
| Columbus, Ga. | 38,851 | 124 |
| Eugene, Ore. | 37,980 | 125 |
| Beaumont - Port Arthur, Tex. | 37,470 | 126 |
| Amarillo, Tex. | 37,219 | 127 |
| Lincoln - Hastings - Kearney, Neb. | 37,019 | 128 |
| Monroe - El Dorado, La.-Ark. | 36,984 | 129 |
| Fargo, N.D. | 36,350 | 130 |
| Sioux Falls - Mitchell, S.D. | 34,896 | 131 |
| Columbus - Tupelo, Miss. | 34,814 | 132 |
| Wichita Falls - Lawton, Tex.-Okla. | 34,458 | 133 |
| Terre Haute, Ind. | 33,276 | 134 |
| Chico - Redding, Calif. | 33,061 | 135 |
| Yakima - Pasco - Richland - Kennewick, Wash. | 31,625 | 136 |
| Bakersfield, Calif. | 31,600 | 137 |
| Lafayette, La. | 31,329 | 138 |
| Corpus Christi, Tex. | 30,346 | 139 |
| Boise, Ida. | 29,643 | 140 |
| Topeka, Kans. | 29,079 | 141 |
| Albany, Ga. | 28,990 | 142 |
| Medford, Ore. | 28,745 | 143 |
| Salisbury, Md. | 28,556 | 144 |
| Columbia - Jefferson City, Mo. | 28,434 | 145 |
| Bangor, Maine | 27,662 | 146 |
| Wheeling - Steubenville, W.Va.-Ohio | 27,281 | 147 |
| Duluth - Superior, Minn.-Wisc. | 26,924 | 148 |
| Bluefield - Beckley - Oak Hill, W.Va. | 26,896 | 149 |
| Wilmington, N.C. | 26,777 | 150 |
| Utica, N.Y. | 26,601 | 151 |
| Rochester - Mason City - Austin, Minn.-Iowa | 25,562 | 152 |
| Idaho Falls - Pocatello, Ida. | 24,196 | 153 |
| Lubbock, Tex. | 24,077 | 154 |
| Biloxi - Gulfport - Pascagoula, Miss. | 23,777 | 155 |
| Sioux City, Iowa | 22,741 | 156 |
| Elmira, N.Y. | 22,617 | 157 |
| Odessa - Midland, Tex. | 22,385 | 158 |
| Minot - Bismarck - Dickinson - Glendive, N.D.-Mont. | 22,196 | 159 |
| Harrisonburg, Va. | 21,917 | 160 |
| Dothan, Ala. | 21,772 | 161 |
| Joplin - Pittsburg, Mo.-Kans. | 21,729 | 162 |
| Watertown - Carthage, N.Y. | 21,267 | 163 |
| Clarksburg - Weston, W.Va. | 20,204 | 164 |
| Laurel - Hattiesburg, Miss. | 19,345 | 165 |
| Abilene - Sweetwater, Tex. | 19,238 | 166 |
| Gainesville, Fla. | 18,829 | 167 |
| Alexandria, La. | 18,270 | 168 |
| Lake Charles, La. | 18,193 | 169 |
| Missoula, Mont. | 17,934 | 170 |
| Palm Springs, Calif. | 17,638 | 171 |
| Jackson, Tenn. | 17,545 | 172 |
| Parkersburg, W.Va. | 16,716 | 173 |
| Jonesboro, Ark. | 16,464 | 174 |
| Panama City, Fla. | 16,368 | 175 |
| Hagerstown, Md. | 16,345 | 176 |
| Quincy - Hannibal, Ill.-Mo. | 15,980 | 177 |
| Lafayette, Ind. | 15,449 | 178 |
| Laredo, Tex. | 15,079 | 179 |
| El Centro - Yuma, Calif.-Ariz. | 14,861 | 180 |
| Billings - Hardin, Mont. | 14,457 | 181 |
| Great Falls, Mont. | 14,391 | 182 |
| Greenwood - Greenville, Miss. | 14,307 | 183 |
| Lima, Ohio | 14,198 | 184 |
| Rapid City, S.D. | 14,197 | 185 |
| Meridian, Miss. | 13,090 | 186 |
| Tuscaloosa, Ala. | 12,793 | 187 |
| Bowling Green, Ky. | 12,129 | 188 |
| Charlottesville, Va. | 12,100 | 189 |
| Ardmore - Ada, Okla. | 11,530 | 190 |
| Zanesville, Ohio | 11,412 | 191 |
| Marquette, Mich. | 11,171 | 192 |
| San Angelo, Tex. | 11,008 | 193 |
| Eureka, Calif. | 9,805 | 194 |
| St. Joseph, Mo. | 9,674 | 195 |
| Grand Junction - Durango, Colo. | 9,588 | 196 |
| Twin Falls, Ida. | 9,503 | 197 |
| Butte, Mont. | 9,276 | 198 |
| Cheyenne - Scottsbluff (Sterling), Wyo.-Neb. | 8,853 | 199 |
| Anniston, Ala. | 8,566 | 200 |
| Flagstaff, Ariz. | 8,322 | 201 |
| Bend, Ore. | 8,072 | 202 |
| Casper - Riverton, Wyo. | 7,795 | 203 |
| Presque Isle, Maine | 5,817 | 204 |
| Victoria, Tex. | 5,714 | 205 |
| Mankato, Minn. | 5,636 | 206 |
| Helena, Mont. | 4,616 | 207 |
| Ottumwa - Kirksville, Iowa-Mo. | 4,140 | 208 |
| Alpena, Mich. | 3,381 | 209 |
| North Platte, Neb. | 2,871 | 210 |

1991 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# TELEVISION, VIDEO RECORDER & TAPE SALES

| ADI | ($000) | Rank |
|---|---|---|
| New York, N.Y. | 1,234,321 | 1 |
| Los Angeles, Calif. | 1,118,676 | 2 |
| Chicago, Ill. | 668,961 | 3 |
| San Francisco - Oakland - San Jose, Calif. | 571,953 | 4 |
| Philadelphia, Pa. | 413,851 | 5 |
| Dallas - Ft. Worth, Tex. | 412,001 | 6 |
| Washington, D.C. | 381,090 | 7 |
| Boston, Mass. | 366,050 | 8 |
| Detroit, Mich. | 323,588 | 9 |
| Houston, Tex. | 299,985 | 10 |
| Atlanta, Ga. | 277,973 | 11 |
| Seattle - Tacoma, Wash. | 277,165 | 12 |
| Miami - Ft. Lauderdale, Fla. | 241,507 | 13 |
| Indianapolis, Ind. | 230,658 | 14 |
| Minneapolis - St. Paul, Minn. | 227,373 | 15 |
| Tampa - St. Petersburg, Fla. | 225,725 | 16 |
| Cleveland, Ohio | 217,903 | 17 |
| Denver, Colo. | 211,579 | 18 |
| Portland, Ore. | 186,089 | 19 |
| San Diego, Calif. | 179,129 | 20 |
| St. Louis, Mo. | 176,975 | 21 |
| Sacramento - Stockton, Calif. | 170,892 | 22 |
| Baltimore, Md. | 170,184 | 23 |
| Milwaukee, Wisc. | 168,808 | 24 |
| Hartford - New Haven, Conn. | 164,713 | 25 |
| Pittsburgh, Pa. | 153,337 | 26 |
| Orlando - Daytona Beach - Melbourne, Fla. | 146,818 | 27 |
| Kansas City, Mo. | 141,799 | 28 |
| Charlotte, N.C. | 132,005 | 29 |
| Phoenix, Ariz. | 130,449 | 30 |
| Raleigh - Durham, N.C. | 128,426 | 31 |
| Salt Lake City, Utah | 127,543 | 32 |
| Nashville, Tenn. | 124,030 | 33 |
| San Antonio, Tex. | 112,598 | 34 |
| Memphis, Tenn. | 105,650 | 35 |
| Norfolk - Portsmouth - Newport News - Hampton, Va. | 101,845 | 36 |
| Oklahoma City, Okla. | 101,327 | 37 |
| Greenville - Spartanburg - Asheville, S.C.-N.C. | 100,428 | 38 |
| Cincinnati, Ohio | 98,347 | 39 |
| Grand Rapids - Kalamazoo - Battle Creek, Mich. | 93,911 | 40 |
| New Orleans, La. | 92,131 | 41 |
| Louisville, Ky. | 90,488 | 42 |
| Greensboro - Winston-Salem - High Point, N.C. | 89,579 | 43 |
| Jacksonville, Fla. | 87,618 | 44 |
| Harrisburg - York - Lancaster - Lebanon, Pa. | 87,453 | 45 |
| Birmingham, Ala. | 85,414 | 46 |
| Dayton, Ohio | 85,014 | 47 |
| Buffalo, N.Y. | 84,188 | 48 |
| West Palm Beach - Ft. Pierce - Vero Beach, Fla. | 82,596 | 49 |
| Albany - Schenectady - Troy, N.Y. | 78,542 | 50 |
| Little Rock, Ark. | 76,015 | 51 |
| Providence - New Bedford, R.I.-Mass. | 75,818 | 52 |
| Tulsa, Okla. | 75,459 | 53 |
| Albuquerque, N.M. | 73,367 | 54 |
| Flint - Saginaw - Bay City, Mich. | 72,982 | 55 |
| Austin, Tex. | 72,238 | 56 |
| Shreveport - Texarkana, La.-Tex.-Ark. | 71,766 | 57 |
| Richmond, Va. | 71,356 | 58 |
| Wilkes-Barre - Scranton, Pa. | 68,734 | 59 |
| Rochester, N.Y. | 68,619 | 60 |
| Wichita - Hutchinson, Kans. | 68,012 | 61 |
| Toledo, Ohio | 67,281 | 62 |
| Springfield - Decatur - Champaign, Ill. | 67,167 | 63 |
| Knoxville, Tenn. | 66,955 | 64 |
| Green Bay - Appleton, Wisc. | 62,997 | 65 |
| Columbus, Ohio | 60,661 | 66 |
| Madison, Wisc. | 60,278 | 67 |
| Charleston - Huntington, W.Va. | 60,258 | 68 |
| Fresno - Visalia, Calif. | 59,613 | 69 |
| Lexington, Ky. | 58,927 | 70 |
| Omaha, Neb. | 58,829 | 71 |
| Mobile - Pensacola, Ala.-Fla. | 57,770 | 72 |
| Huntsville - Decatur - Florence, Ala. | 56,071 | 73 |
| South Bend - Elkhart, Ind. | 55,470 | 74 |
| Roanoke - Lynchburg, Va. | 54,521 | 75 |
| Des Moines, Iowa | 53,296 | 76 |
| McAllen - Brownsville, Tex. | 52,803 | 77 |
| Syracuse, N.Y. | 52,333 | 78 |
| El Paso, Tex. | 51,819 | 79 |
| Ft. Wayne, Ind. | 51,745 | 80 |
| Chattanooga, Tenn. | 50,329 | 81 |
| Evansville, Ind. | 49,362 | 82 |
| Portland - Poland Spring, Maine | 49,114 | 83 |
| Tucson, Ariz. | 48,157 | 84 |
| Jackson, Miss. | 48,155 | 85 |
| Baton Rouge, La. | 47,972 | 86 |
| Waco - Temple - Bryan, Tex. | 47,708 | 87 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 46,614 | 88 |
| Columbia, S.C. | 45,804 | 89 |
| Ft. Myers - Naples, Fla. | 45,693 | 90 |
| Cedar Rapids - Waterloo - Dubuque, Iowa | 44,705 | 91 |
| Springfield, Mo. | 43,839 | 92 |
| Tyler - Longview - Jacksonville, Tex. | 42,816 | 93 |
| Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill. | 42,537 | 94 |
| Lansing, Mich. | 42,311 | 95 |
| Colorado Springs - Pueblo, Colo. | 42,259 | 96 |
| Las Vegas, Nev. | 42,007 | 97 |
| Reno, Nev. | 39,051 | 98 |
| Johnstown - Altoona, Pa. | 38,988 | 99 |
| Youngstown, Ohio | 38,852 | 100 |
| Savannah, Ga. | 37,306 | 101 |
| Terre Haute, Ind. | 36,434 | 102 |
| Bristol - Kingsport - Johnson City, Tenn. | 35,671 | 103 |
| Springfield, Mass. | 35,589 | 104 |
| Salinas - Monterey, Calif. | 34,849 | 105 |
| Ft. Smith, Ark. | 34,688 | 106 |
| Charleston, S.C. | 34,564 | 107 |
| Greenville - New Bern - Washington, N.C. | 34,174 | 108 |
| Spokane, Wash. | 33,555 | 109 |
| Montgomery - Selma, Ala. | 33,545 | 110 |
| Eugene, Ore. | 33,351 | 111 |
| Florence - Myrtle Beach, S.C. | 31,126 | 112 |
| Santa Barbara - Santa Maria - San Luis Obispo, Calif. | 31,083 | 113 |
| Augusta, Ga. | 30,909 | 114 |
| Amarillo, Tex. | 30,813 | 115 |
| Lincoln - Hastings - Kearney, Neb. | 30,485 | 116 |
| Beaumont - Port Arthur, Tex. | 30,295 | 117 |
| Corpus Christi, Tex. | 30,141 | 118 |
| Peoria - Bloomington, Ill. | 28,924 | 119 |
| Wichita Falls - Lawton, Tex.-Okla. | 28,443 | 120 |
| Tallahassee - Thomasville, Fla.-Ga. | 28,116 | 121 |
| Sarasota, Fla. | 27,747 | 122 |
| Columbus, Ga. | 27,340 | 123 |
| La Crosse - Eau Claire, Wisc. | 27,092 | 124 |
| Fargo, N.D. | 26,427 | 125 |
| Bakersfield, Calif. | 26,392 | 126 |
| Rockford, Ill. | 26,270 | 127 |
| Lubbock, Tex. | 25,821 | 128 |
| Columbus - Tupelo, Miss. | 25,532 | 129 |
| Sioux Falls - Mitchell, S.D. | 25,483 | 130 |
| Monroe - El Dorado, La.-Ark. | 25,154 | 131 |
| Macon, Ga. | 25,022 | 132 |
| Lafayette, La. | 24,735 | 133 |
| Topeka, Kans. | 23,808 | 134 |
| Binghamton, N.Y. | 23,747 | 135 |
| Laredo, Tex. | 22,716 | 136 |
| Burlington - Plattsburgh, Vt.-N.Y. | 22,134 | 137 |
| Chico - Redding, Calif. | 21,599 | 138 |
| Wausau - Rhinelander, Wisc. | 21,482 | 139 |
| Wheeling - Steubenville, W.Va.-Ohio | 21,283 | 140 |
| Yakima - Pasco - Richland - Kennewick, Wash. | 21,218 | 141 |
| Odessa - Midland, Tex. | 21,120 | 142 |
| Medford, Ore. | 21,068 | 143 |
| Columbia - Jefferson City, Mo. | 21,046 | 144 |
| Erie, Pa. | 20,125 | 145 |
| Rochester - Mason City - Austin, Minn.-Iowa | 19,867 | 146 |
| Boise, Ida. | 18,969 | 147 |
| Joplin - Pittsburg, Mo.-Kans. | 18,936 | 148 |
| Traverse City - Cadillac, Mich. | 18,709 | 149 |
| Duluth - Superior, Minn.-Wisc. | 18,581 | 150 |
| Wilmington, N.C. | 18,050 | 151 |
| Bluefield - Beckley - Oak Hill, W.Va. | 17,617 | 152 |
| Albany, Ga. | 17,136 | 153 |
| Minot - Bismarck - Dickinson - Glendive, N.D.-Mont. | 16,934 | 154 |
| Dothan, Ala. | 16,796 | 155 |
| Sioux City, Iowa | 16,784 | 156 |
| Abilene - Sweetwater, Tex. | 14,755 | 157 |
| Alexandria, La. | 14,640 | 158 |
| Bangor, Maine | 14,601 | 159 |
| Lake Charles, La. | 14,225 | 160 |
| Biloxi - Gulfport - Pascagoula, Miss. | 14,186 | 161 |
| Utica, N.Y. | 14,154 | 162 |
| Idaho Falls - Pocatello, Ida. | 14,097 | 163 |
| Laurel - Hattiesburg, Miss. | 13,937 | 164 |
| Gainesville, Fla. | 13,847 | 165 |
| Lafayette, Ind. | 13,751 | 166 |
| Palm Springs, Calif. | 13,442 | 167 |
| Harrisonburg, Va. | 13,309 | 168 |
| Elmira, N.Y. | 12,898 | 169 |
| Salisbury, Md. | 12,756 | 170 |
| Jonesboro, Ark. | 12,641 | 171 |
| Clarksburg - Weston, W.Va. | 12,558 | 172 |
| Quincy - Hannibal, Ill.-Mo. | 12,542 | 173 |
| Lima, Ohio | 12,334 | 174 |
| Watertown - Carthage, N.Y. | 11,698 | 175 |
| Missoula, Mont. | 11,400 | 176 |
| Tuscaloosa, Ala. | 11,210 | 177 |
| Billings - Hardin, Mont. | 11,162 | 178 |
| Parkersburg, W.Va. | 10,598 | 179 |
| Panama City, Fla. | 10,056 | 180 |
| Charlottesville, Va. | 9,952 | 181 |
| Jackson, Tenn. | 9,665 | 182 |
| Greenwood - Greenville, Miss. | 9,556 | 183 |
| Rapid City, S.D. | 9,440 | 184 |
| Ardmore - Ada, Okla. | 9,394 | 185 |
| Great Falls, Mont. | 9,382 | 186 |
| San Angelo, Tex. | 9,199 | 187 |
| Meridian, Miss. | 9,146 | 188 |
| Hagerstown, Md. | 8,808 | 189 |
| St. Joseph, Mo. | 8,162 | 190 |
| Anniston, Ala. | 8,140 | 191 |
| Bowling Green, Ky. | 7,714 | 192 |
| Cheyenne - Scottsbluff (Sterling), Wyo.-Neb. | 7,293 | 193 |
| Zanesville, Ohio | 7,147 | 194 |
| El Centro - Yuma, Calif.-Ariz. | 7,091 | 195 |
| Grand Junction - Durango, Colo. | 6,816 | 196 |
| Victoria, Tex. | 5,979 | 197 |
| Butte, Mont. | 5,943 | 198 |
| Marquette, Mich. | 5,773 | 199 |
| Casper - Riverton, Wyo. | 5,461 | 200 |
| Twin Falls, Ida. | 5,392 | 201 |
| Bend, Ore. | 4,981 | 202 |
| Eureka, Calif. | 4,793 | 203 |
| Flagstaff, Ariz. | 4,141 | 204 |
| Presque Isle, Maine | 3,657 | 205 |
| Ottumwa - Kirksville, Iowa-Mo. | 3,324 | 206 |
| Mankato, Minn. | 3,216 | 207 |
| Helena, Mont. | 2,828 | 208 |
| North Platte, Neb. | 2,396 | 209 |
| Alpena, Mich. | 1,637 | 210 |

# AUDIO EQUIPMENT, MUSICAL INSTRUMENT & SUPPLY SALES

| ADI | ($000) | Rank |
|---|---|---|
| New York, N.Y. | 1,982,913 | 1 |
| Los Angeles, Calif. | 1,787,684 | 2 |
| San Francisco - Oakland - San Jose, Calif. | 942,862 | 3 |
| Chicago, Ill. | 788,764 | 4 |
| Boston, Mass. | 635,935 | 5 |
| Philadelphia, Pa. | 591,196 | 6 |
| Washington, D.C. | 486,622 | 7 |
| Seattle - Tacoma, Wash. | 426,927 | 8 |
| Dallas - Ft. Worth, Tex. | 398,179 | 9 |
| Detroit, Mich. | 354,533 | 10 |
| Atlanta, Ga. | 341,212 | 11 |
| Houston, Tex. | 309,319 | 12 |
| Miami - Ft. Lauderdale, Fla. | 304,319 | 13 |
| Minneapolis - St. Paul, Minn. | 294,599 | 14 |
| Cleveland, Ohio | 287,881 | 15 |
| Tampa - St. Petersburg, Fla. | 261,715 | 16 |
| Portland, Ore. | 261,117 | 17 |
| San Diego, Calif. | 257,214 | 18 |
| Denver, Colo. | 256,773 | 19 |
| Hartford - New Haven, Conn. | 226,206 | 20 |
| Sacramento - Stockton, Calif. | 221,472 | 21 |
| Baltimore, Md. | 203,420 | 22 |
| Milwaukee, Wisc. | 199,065 | 23 |
| Indianapolis, Ind. | 195,323 | 24 |
| St. Louis, Mo. | 194,649 | 25 |
| Pittsburgh, Pa. | 190,436 | 26 |
| Phoenix, Ariz. | 189,891 | 27 |
| Orlando - Daytona Beach - Melbourne, Fla. | 173,184 | 28 |
| Raleigh - Durham, N.C. | 155,898 | 29 |
| Columbus, Ohio | 153,535 | 30 |
| Nashville, Tenn. | 131,380 | 31 |
| Kansas City, Mo. | 130,698 | 32 |
| Salt Lake City, Utah | 130,619 | 33 |
| Grand Rapids - Kalamazoo - Battle Creek, Mich. | 130,351 | 34 |
| Albany - Schenectady - Troy, N.Y. | 125,494 | 35 |
| Cincinnati, Ohio | 117,724 | 36 |
| Harrisburg - York - Lancaster - Lebanon, Pa. | 117,502 | 37 |
| Charlotte, N.C. | 117,475 | 38 |
| Providence - New Bedford, R.I.-Mass. | 116,402 | 39 |
| San Antonio, Tex. | 107,317 | 40 |
| Oklahoma City, Okla. | 106,276 | 41 |
| Buffalo, N.Y. | 105,273 | 42 |
| New Orleans, La. | 105,240 | 43 |
| Rochester, N.Y. | 103,983 | 44 |
| Louisville, Ky. | 99,760 | 45 |
| Greenville - Spartanburg - Asheville, S.C.-N.C. | 99,002 | 46 |
| Norfolk - Portsmouth - Newport News - Hampton, Va. | 98,373 | 47 |
| West Palm Beach - Ft. Pierce - Vero Beach, Fla. | 97,891 | 48 |
| Memphis, Tenn. | 91,002 | 49 |
| Madison, Wisc. | 89,305 | 50 |
| Greensboro - Winston-Salem - High Point, N.C. | 88,823 | 51 |
| Jacksonville, Fla. | 87,729 | 52 |
| Austin, Tex. | 84,349 | 53 |
| Dayton, Ohio | 83,841 | 54 |
| Albuquerque, N.M. | 81,270 | 55 |
| Wilkes-Barre - Scranton, Pa. | 80,424 | 56 |
| Fresno - Visalia, Calif. | 79,109 | 57 |
| Syracuse, N.Y. | 78,837 | 58 |
| Green Bay - Appleton, Wisc. | 75,426 | 59 |
| Tulsa, Okla. | 73,586 | 60 |
| Portland - Poland Spring, Maine | 73,492 | 61 |
| Richmond, Va. | 71,735 | 62 |
| Little Rock, Ark. | 70,746 | 63 |
| Tucson, Ariz. | 70,680 | 64 |
| Birmingham, Ala. | 69,961 | 65 |
| Knoxville, Tenn. | 69,111 | 66 |
| Flint - Saginaw - Bay City, Mich. | 68,343 | 67 |
| Toledo, Ohio | 68,278 | 68 |
| Springfield - Decatur - Champaign, Ill. | 68,118 | 69 |
| Mobile - Pensacola, Ala.-Fla. | 67,194 | 70 |
| Terre Haute, Ind. | 66,868 | 71 |
| Wichita - Hutchinson, Kans. | 66,706 | 72 |
| Charleston - Huntington, W.Va. | 66,338 | 73 |
| Roanoke - Lynchburg, Va. | 60,418 | 74 |
| Shreveport - Texarkana, La.-Tex.-Ark. | 59,892 | 75 |
| Charlottesville, Va. | 59,836 | 76 |
| Springfield, Mass. | 58,460 | 77 |
| Spokane, Wash. | 57,323 | 78 |
| Waco - Temple - Bryan, Tex. | 57,196 | 79 |
| Lexington, Ky. | 57,009 | 80 |
| Baton Rouge, La. | 55,681 | 81 |
| Salinas - Monterey, Calif. | 54,389 | 82 |
| Colorado Springs - Pueblo, Colo. | 54,238 | 83 |
| South Bend - Elkhart, Ind. | 53,911 | 84 |
| Las Vegas, Nev. | 53,075 | 85 |
| Eugene, Ore. | 53,025 | 86 |
| Omaha, Neb. | 51,955 | 87 |
| Evansville, Ind. | 51,252 | 88 |
| Lansing, Mich. | 51,141 | 89 |
| Huntsville - Decatur - Florence, Ala. | 51,105 | 90 |
| El Paso, Tex. | 49,978 | 91 |
| Des Moines, Iowa | 49,159 | 92 |
| Columbia, S.C. | 49,154 | 93 |
| Santa Barbara - Santa Maria - San Luis Obispo, Calif. | 48,189 | 94 |
| Ft. Wayne, Ind. | 46,678 | 95 |
| Cedar Rapids - Waterloo - Dubuque, Iowa | 46,086 | 96 |
| Reno, Nev. | 44,213 | 97 |
| Youngstown, Ohio | 44,162 | 98 |
| Johnstown - Altoona, Pa. | 43,728 | 99 |
| McAllen - Brownsville, Tex. | 43,580 | 100 |
| Jackson, Miss. | 43,300 | 101 |
| Chattanooga, Tenn. | 43,008 | 102 |
| Burlington - Plattsburgh, Vt.-N.Y. | 41,963 | 103 |
| Chico - Redding, Calif. | 41,944 | 104 |
| Peoria - Bloomington, Ill. | 41,354 | 105 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 41,286 | 106 |
| Springfield, Mo. | 39,457 | 107 |
| Charleston, S.C. | 39,072 | 108 |
| Tyler - Longview - Jacksonville, Tex. | 38,664 | 109 |
| Ft. Myers - Naples, Fla. | 36,550 | 110 |
| Savannah, Ga. | 36,012 | 111 |
| Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill. | 35,581 | 112 |
| Bakersfield, Calif. | 34,086 | 113 |
| Bristol - Kingsport - Johnson City, Tenn. | 34,013 | 114 |
| Yakima - Pasco - Richland - Kennewick, Wash. | 33,939 | 115 |
| Binghamton, N.Y. | 33,748 | 116 |
| Greenville - New Bern - Washington, N.C. | 33,574 | 117 |
| Fargo, N.D. | 33,438 | 118 |
| Montgomery - Selma, Ala. | 33,283 | 119 |
| Augusta, Ga. | 32,954 | 120 |
| Sarasota, Fla. | 32,832 | 121 |
| Sioux Falls - Mitchell, S.D. | 31,505 | 122 |
| La Crosse - Eau Claire, Wisc. | 31,499 | 123 |
| Ft. Smith, Ark. | 31,470 | 124 |
| Medford, Ore. | 31,322 | 125 |
| Amarillo, Tex. | 30,770 | 126 |
| Rockford, Ill. | 28,248 | 127 |
| Tallahassee - Thomasville, Fla.-Ga. | 27,720 | 128 |
| Corpus Christi, Tex. | 27,605 | 129 |
| Boise, Ida. | 27,508 | 130 |
| Lincoln - Hastings - Kearney, Neb. | 27,398 | 131 |
| Beaumont - Port Arthur, Tex. | 27,225 | 132 |
| Lubbock, Tex. | 26,338 | 133 |
| Columbus, Ga. | 26,260 | 134 |
| Wichita Falls - Lawton, Tex.-Okla. | 25,541 | 135 |
| Macon, Ga. | 25,091 | 136 |
| Florence - Myrtle Beach, S.C. | 25,009 | 137 |
| Erie, Pa. | 24,826 | 138 |
| Wheeling - Steubenville, W.Va.-Ohio | 22,297 | 139 |
| Laredo, Tex. | 22,287 | 140 |
| Rochester - Mason City - Austin, Minn.-Iowa | 22,228 | 141 |
| Wausau - Rhinelander, Wisc. | 22,086 | 142 |
| Monroe - El Dorado, La.-Ark. | 21,751 | 143 |
| Topeka, Kans. | 21,444 | 144 |
| Traverse City - Cadillac, Mich. | 21,215 | 145 |
| Lafayette, La. | 20,735 | 146 |
| Columbus - Tupelo, Miss. | 20,372 | 147 |
| Bangor, Maine | 20,346 | 148 |
| Lafayette, Ind. | 20,335 | 149 |
| Gainesville, Fla. | 19,950 | 150 |
| Duluth - Superior, Minn.-Wisc. | 19,556 | 151 |
| Odessa - Midland, Tex. | 19,288 | 152 |
| Columbia - Jefferson City, Mo. | 18,667 | 153 |
| Abilene - Sweetwater, Tex. | 17,802 | 154 |
| Elmira, N.Y. | 17,350 | 155 |
| Idaho Falls - Pocatello, Ida. | 17,293 | 156 |
| Minot - Bismarck - Dickinson - Glendive, N.D.-Mont. | 17,041 | 157 |
| Palm Springs, Calif. | 16,744 | 158 |
| Wilmington, N.C. | 16,662 | 159 |
| Albany, Ga. | 16,105 | 160 |
| Bluefield - Beckley - Oak Hill, W.Va. | 15,772 | 161 |
| Salisbury, Md. | 15,684 | 162 |
| Watertown - Carthage, N.Y. | 15,567 | 163 |
| Joplin - Pittsburg, Mo.-Kans. | 15,368 | 164 |
| Billings - Hardin, Mont. | 15,103 | 165 |
| Rapid City, S.D. | 14,903 | 166 |
| Sioux City, Iowa | 14,748 | 167 |
| Utica, N.Y. | 14,285 | 168 |
| Biloxi - Gulfport - Pascagoula, Miss. | 14,082 | 169 |
| Dothan, Ala. | 13,550 | 170 |
| Alexandria, La. | 12,973 | 171 |
| Lake Charles, La. | 12,709 | 172 |
| Harrisonburg, Va. | 12,178 | 173 |
| Lima, Ohio | 11,774 | 174 |
| Clarksburg - Weston, W.Va. | 11,348 | 175 |
| Laurel - Hattiesburg, Miss. | 11,220 | 176 |
| Panama City, Fla. | 11,211 | 177 |
| Missoula, Mont. | 11,155 | 178 |
| Parkersburg, W.Va. | 11,142 | 179 |
| Great Falls, Mont. | 10,079 | 180 |
| Quincy - Hannibal, Ill.-Mo. | 9,498 | 181 |
| El Centro - Yuma, Calif.-Ariz. | 9,493 | 182 |
| San Angelo, Tex. | 9,347 | 183 |
| Grand Junction - Durango, Colo. | 9,154 | 184 |
| Jackson, Tenn. | 9,089 | 185 |
| Tuscaloosa, Ala. | 8,995 | 186 |
| Jonesboro, Ark. | 8,555 | 187 |
| Hagerstown, Md. | 8,347 | 188 |
| Greenwood - Greenville, Miss. | 7,960 | 189 |
| Bowling Green, Ky. | 7,671 | 190 |
| Casper - Riverton, Wyo. | 7,658 | 191 |
| Ardmore - Ada, Okla. | 7,646 | 192 |
| Zanesville, Ohio | 7,551 | 193 |
| Meridian, Miss. | 7,346 | 194 |
| Cheyenne - Scottsbluff (Sterling), Wyo.-Neb. | 7,329 | 195 |
| Eureka, Calif. | 7,278 | 196 |
| Bend, Ore. | 6,938 | 197 |
| Twin Falls, Ida. | 6,871 | 198 |
| St. Joseph, Mo. | 6,822 | 199 |
| Marquette, Mich. | 6,799 | 200 |
| Anniston, Ala. | 6,431 | 201 |
| Butte, Mont. | 5,827 | 202 |
| Flagstaff, Ariz. | 5,751 | 203 |
| Victoria, Tex. | 4,846 | 204 |
| Presque Isle, Maine | 4,548 | 205 |
| Mankato, Minn. | 3,988 | 206 |
| Helena, Mont. | 2,889 | 207 |
| Ottumwa - Kirksville, Iowa-Mo. | 2,756 | 208 |
| Alpena, Mich. | 1,965 | 209 |
| North Platte, Neb. | 1,689 | 210 |

# HOME COMPUTER & CALCULATOR SALES

| ADI | ($000) | Rank | ADI | ($000) | Rank | ADI | ($000) | Rank |
|---|---|---|---|---|---|---|---|---|
| Los Angeles, Calif. | 822,495 | 1 | Louisville, Ky. | 20,689 | 71 | Dothan, Ala. | 6,755 | 141 |
| New York, N.Y. | 631,607 | 2 | South Bend - Elkhart, Ind. | 20,455 | 72 | Odessa - Midland, Tex. | 6,748 | 142 |
| San Francisco - Oakland - San Jose, Calif. | 532,531 | 3 | Lansing, Mich. | 20,233 | 73 | Wheeling - Steubenville, W.Va.-Ohio | 6,695 | 143 |
| Boston, Mass. | 373,382 | 4 | Des Moines, Iowa | 20,149 | 74 | Florence - Myrtle Beach, S.C. | 6,673 | 144 |
| Chicago, Ill. | 219,644 | 5 | Syracuse, N.Y. | 19,763 | 75 | Palm Springs, Calif. | 6,505 | 145 |
| Philadelphia, Pa. | 199,083 | 6 | Toledo, Ohio | 19,528 | 76 | Wilmington, N.C. | 6,438 | 146 |
| Seattle - Tacoma, Wash. | 185,442 | 7 | Springfield, Mass. | 19,292 | 77 | Bakersfield, Calif. | 6,367 | 147 |
| Washington, D.C. | 185,179 | 8 | Spokane, Wash. | 19,025 | 78 | Biloxi - Gulfport - Pascagoula, Miss. | 6,347 | 148 |
| Houston, Tex. | 161,351 | 9 | Lexington, Ky. | 18,931 | 79 | Elmira, N.Y. | 6,291 | 149 |
| Dallas - Ft. Worth, Tex. | 146,272 | 10 | El Paso, Tex. | 18,533 | 80 | Idaho Falls - Pocatello, Ida. | 6,123 | 150 |
| Detroit, Mich. | 132,571 | 11 | Green Bay - Appleton, Wisc. | 18,500 | 81 | Sioux City, Iowa | 6,020 | 151 |
| San Diego, Calif. | 127,327 | 12 | Peoria - Bloomington, Ill. | 18,226 | 82 | Salisbury, Md. | 5,980 | 152 |
| Phoenix, Ariz. | 124,039 | 13 | Flint - Saginaw - Bay City, Mich. | 18,134 | 83 | La Crosse - Eau Claire, Wisc. | 5,957 | 153 |
| Atlanta, Ga. | 112,663 | 14 | Mobile - Pensacola, Ala.-Fla. | 18,100 | 84 | Monroe - El Dorado, La.-Ark. | 5,888 | 154 |
| Cleveland, Ohio | 110,942 | 15 | Wichita - Hutchinson, Kans. | 18,089 | 85 | Terre Haute, Ind. | 5,869 | 155 |
| Miami - Ft. Lauderdale, Fla. | 101,965 | 16 | Columbia, S.C. | 17,491 | 86 | Minot - Bismarck - Dickinson - Glendive, N.D.-Mont. | 5,846 | 156 |
| Minneapolis - St. Paul, Minn. | 101,715 | 17 | Little Rock, Ark. | 17,301 | 87 | Missoula, Mont. | 5,546 | 157 |
| Tampa - St. Petersburg, Fla. | 97,539 | 18 | Knoxville, Tenn. | 16,478 | 88 | Columbia - Jefferson City, Mo. | 5,509 | 158 |
| Hartford - New Haven, Conn. | 83,720 | 19 | Jackson, Miss. | 16,401 | 89 | Gainesville, Fla. | 5,439 | 159 |
| Sacramento - Stockton, Calif. | 80,046 | 20 | Ft. Wayne, Ind. | 16,347 | 90 | Abilene - Sweetwater, Tex. | 5,425 | 160 |
| Milwaukee, Wisc. | 79,613 | 21 | Ft. Myers - Naples, Fla. | 16,292 | 91 | Topeka, Kans. | 5,422 | 161 |
| Denver, Colo. | 78,206 | 22 | Colorado Springs - Pueblo, Colo. | 16,205 | 92 | Victoria, Tex. | 5,217 | 162 |
| Nashville, Tenn. | 75,871 | 23 | Boise, Ida. | 16,012 | 93 | Columbus - Tupelo, Miss. | 4,919 | 163 |
| Portland - Poland Spring, Maine | 75,172 | 24 | Chattanooga, Tenn. | 15,853 | 94 | Albany, Ga. | 4,763 | 164 |
| Indianapolis, Ind. | 73,895 | 25 | Charleston - Huntington, W.Va. | 15,601 | 95 | Billings - Hardin, Mont. | 4,493 | 165 |
| Baltimore, Md. | 71,630 | 26 | McAllen - Brownsville, Tex. | 15,507 | 96 | Charlottesville, Va. | 4,381 | 165 |
| Columbus, Ohio | 70,714 | 27 | Johnstown - Altoona, Pa. | 15,072 | 97 | Harrisonburg, Va. | 4,327 | 167 |
| St. Louis, Mo. | 69,950 | 28 | Burlington - Plattsburgh, Vt.-N.Y. | 15,030 | 98 | Utica, N.Y. | 4,242 | 168 |
| Pittsburgh, Pa. | 67,458 | 29 | Las Vegas, Nev. | 14,009 | 99 | Bluefield - Beckley - Oak Hill, W.Va. | 4,230 | 169 |
| Portland, Ore. | 62,287 | 30 | Waco - Temple - Bryan, Tex. | 13,861 | 100 | El Centro - Yuma, Calif.-Ariz. | 4,179 | 170 |
| Salt Lake City, Utah | 61,863 | 31 | Tyler - Longview - Jacksonville, Tex. | 13,676 | 101 | Joplin - Pittsburg, Mo.-Kans. | 4,008 | 171 |
| Orlando - Daytona Beach - Melbourne, Fla. | 59,151 | 32 | Eugene, Ore. | 13,156 | 102 | Casper - Riverton, Wyo. | 3,953 | 172 |
| Albany - Schenectady - Troy, N.Y. | 48,079 | 33 | Yakima - Pasco - Richland - Kennewick, Wash. | 13,106 | 103 | Marquette, Mich. | 3,949 | 173 |
| Raleigh - Durham, N.C. | 46,167 | 34 | Cedar Rapids - Waterloo - Dubuque, Iowa | 12,606 | 104 | Alexandria, La. | 3,807 | 174 |
| Kansas City, Mo. | 44,822 | 35 | Davenport - Rock Island - Moline, Iowa-Ill. | 12,584 | 105 | Watertown - Carthage, N.Y. | 3,778 | 175 |
| Providence - New Bedford, R.I.-Mass. | 41,628 | 36 | Reno, Nev. | 12,136 | 106 | Great Falls, Mont. | 3,775 | 176 |
| Tulsa, Okla. | 41,229 | 37 | Amarillo, Tex. | 12,046 | 107 | Rapid City, S.D. | 3,694 | 177 |
| Rochester, N.Y. | 40,804 | 38 | Corpus Christi, Tex. | 11,896 | 108 | Lima, Ohio | 3,677 | 178 |
| Charlotte, N.C. | 39,957 | 39 | Sarasota, Fla. | 11,601 | 109 | Jackson, Tenn. | 3,554 | 179 |
| Norfolk - Portsmouth - Newport News - Hampton, Va. | 38,210 | 40 | Chico - Redding, Calif. | 11,530 | 110 | Lafayette, Ind. | 3,423 | 180 |
| New Orleans, La. | 37,382 | 41 | Tallahassee - Thomasville, Fla.-Ga. | 11,411 | 111 | Hagerstown, Md. | 3,397 | 181 |
| Buffalo, N.Y. | 36,355 | 42 | Beaumont - Port Arthur, Tex. | 11,392 | 112 | San Angelo, Tex. | 3,259 | 182 |
| Greensboro - Winston-Salem - High Point, N.C. | 36,175 | 43 | Fargo, N.D. | 10,999 | 113 | Tuscaloosa, Ala. | 3,244 | 183 |
| Cincinnati, Ohio | 36,165 | 44 | Evansville, Ind. | 10,996 | 114 | Cheyenne - Scottsbluff (Sterling), Wyo.-Neb. | 3,219 | 184 |
| Tucson, Ariz. | 35,587 | 45 | Springfield, Mo. | 10,809 | 115 | Lake Charles, La. | 3,154 | 185 |
| Grand Rapids - Kalamazoo - Battle Creek, Mich. | 34,181 | 46 | Bristol - Kingsport - Johnson City, Tenn. | 10,668 | 116 | Zanesville, Ohio | 3,136 | 186 |
| Fresno - Visalia, Calif. | 33,718 | 47 | Lubbock, Tex. | 10,634 | 117 | Laurel - Hattiesburg, Miss. | 3,017 | 187 |
| Oklahoma City, Okla. | 33,527 | 48 | Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill. | 10,501 | 118 | Eureka, Calif. | 3,002 | 188 |
| San Antonio, Tex. | 33,333 | 49 | Erie, Pa. | 10,456 | 119 | Clarksburg - Weston, W.Va. | 2,888 | 189 |
| Harrisburg - York - Lancaster - Lebanon, Pa. | 31,286 | 50 | Savannah, Ga. | 10,296 | 120 | Quincy - Hannibal, Ill.-Mo. | 2,883 | 190 |
| Dayton, Ohio | 30,188 | 51 | Charleston, S.C. | 10,113 | 121 | Butte, Mont. | 2,796 | 191 |
| Albuquerque, N.M. | 29,677 | 52 | Youngstown, Ohio | 10,079 | 122 | Ardmore - Ada, Okla. | 2,676 | 192 |
| Memphis, Tenn. | 28,474 | 53 | Binghamton, N.Y. | 9,827 | 123 | Panama City, Fla. | 2,642 | 193 |
| Omaha, Neb. | 28,294 | 54 | Rochester - Mason City - Austin, Minn.-Iowa | 9,536 | 124 | Grand Junction - Durango, Colo. | 2,394 | 194 |
| Baton Rouge, La. | 27,717 | 55 | Montgomery - Selma, Ala. | 9,255 | 125 | Parkersburg, W.Va. | 2,373 | 195 |
| Richmond, Va. | 27,550 | 56 | Bangor, Maine | 9,000 | 126 | Twin Falls, Ida. | 2,312 | 196 |
| Jacksonville, Fla. | 27,297 | 57 | Greenville - New Bern - Washington, N.C. | 8,986 | 127 | Flagstaff, Ariz. | 2,288 | 197 |
| Austin, Tex. | 26,933 | 58 | Rockford, Ill. | 8,750 | 128 | Bowling Green, Ky. | 2,250 | 198 |
| Birmingham, Ala. | 26,133 | 59 | Wausau - Rhinelander, Wisc. | 8,681 | 129 | Presque Isle, Maine | 1,945 | 199 |
| Madison, Wisc. | 26,103 | 60 | Sioux Falls - Mitchell, S.D. | 8,600 | 130 | Anniston, Ala. | 1,831 | 200 |
| Greenville - Spartanburg - Asheville, S.C.-N.C. | 25,804 | 61 | Wichita Falls - Lawton, Tex.-Okla. | 8,565 | 131 | St. Joseph, Mo. | 1,772 | 201 |
| Wilkes-Barre - Scranton, Pa. | 25,009 | 62 | Augusta, Ga. | 8,470 | 132 | Bend, Ore. | 1,745 | 202 |
| Shreveport - Texarkana, La.-Tex.-Ark. | 24,452 | 63 | Ft. Smith, Ark. | 8,073 | 133 | Mankato, Minn. | 1,740 | 203 |
| West Palm Beach - Ft. Pierce - Vero Beach, Fla. | 24,170 | 64 | Lafayette, La. | 8,054 | 134 | Jonesboro, Ark. | 1,591 | 204 |
| Roanoke - Lynchburg, Va. | 23,644 | 65 | Macon, Ga. | 8,002 | 135 | Greenwood - Greenville, Miss. | 1,516 | 205 |
| Huntsville - Decatur - Florence, Ala. | 22,118 | 66 | Duluth - Superior, Minn.-Wisc. | 7,708 | 136 | Meridian, Miss. | 1,485 | 206 |
| Salinas - Monterey, Calif. | 21,625 | 67 | Columbus, Ga. | 7,229 | 137 | Helena, Mont. | 1,432 | 207 |
| Lincoln - Hastings - Kearney, Neb. | 21,378 | 68 | Traverse City - Cadillac, Mich. | 7,139 | 138 | North Platte, Neb. | 1,211 | 208 |
| Springfield - Decatur - Champaign, Ill. | 20,848 | 69 | Medford, Ore. | 6,885 | 139 | Ottumwa - Kirksville, Iowa-Mo. | 1,019 | 209 |
| Santa Barbara - Santa Maria - San Luis Obispo, Calif. | 20,836 | 70 | Laredo, Tex. | 6,842 | 140 | Alpena, Mich. | 643 | 210 |

# FURNITURE & SLEEP EQUIPMENT SALES

| ADI | ($000) | Rank |
|---|---|---|
| New York, N.Y. | 3,558,292 | 1 |
| Los Angeles, Calif. | 2,249,623 | 2 |
| Chicago, Ill. | 1,555,105 | 3 |
| Philadelphia, Pa. | 1,226,227 | 4 |
| San Francisco - Oakland - San Jose, Calif. | 1,142,834 | 5 |
| Boston, Mass. | 1,015,122 | 6 |
| Washington, D.C. | 871,048 | 7 |
| Detroit, Mich. | 822,288 | 8 |
| Dallas - Ft. Worth, Tex. | 722,402 | 9 |
| Miami - Ft. Lauderdale, Fla. | 705,749 | 10 |
| Atlanta, Ga. | 631,061 | 11 |
| Seattle - Tacoma, Wash. | 585,197 | 12 |
| Cleveland, Ohio | 548,427 | 13 |
| Minneapolis - St. Paul, Minn. | 510,314 | 14 |
| Houston, Tex. | 496,857 | 15 |
| Tampa - St. Petersburg, Fla. | 480,445 | 16 |
| San Diego, Calif. | 468,036 | 17 |
| Hartford - New Haven, Conn. | 463,271 | 18 |
| Baltimore, Md. | 457,343 | 19 |
| Phoenix, Ariz. | 442,764 | 20 |
| Sacramento - Stockton, Calif. | 431,740 | 21 |
| Denver, Colo. | 411,959 | 22 |
| Pittsburgh, Pa. | 388,014 | 23 |
| Greensboro - Winston-Salem - High Point, N.C. | 379,452 | 24 |
| Orlando - Daytona Beach - Melbourne, Fla. | 369,795 | 25 |
| St. Louis, Mo. | 323,425 | 26 |
| West Palm Beach - Ft. Pierce - Vero Beach, Fla. | 318,495 | 27 |
| Milwaukee, Wisc. | 316,834 | 28 |
| Charlotte, N.C. | 303,936 | 29 |
| Portland, Ore. | 300,368 | 30 |
| Indianapolis, Ind. | 298,345 | 31 |
| Raleigh - Durham, N.C. | 280,129 | 32 |
| Norfolk - Portsmouth - Newport News - Hampton, Va. | 259,261 | 33 |
| Columbus, Ohio | 252,678 | 34 |
| Cincinnati, Ohio | 243,587 | 35 |
| Salt Lake City, Utah | 242,800 | 36 |
| Harrisburg - York - Lancaster - Lebanon, Pa. | 234,752 | 37 |
| Kansas City, Mo. | 229,041 | 38 |
| Nashville, Tenn. | 223,620 | 39 |
| New Orleans, La. | 217,454 | 40 |
| Providence - New Bedford, R.I.-Mass. | 214,105 | 41 |
| Grand Rapids - Kalamazoo - Battle Creek, Mich. | 210,756 | 42 |
| Buffalo, N.Y. | 206,072 | 43 |
| Greenville - Spartanburg - Asheville, S.C.-N.C. | 205,755 | 44 |
| Memphis, Tenn. | 204,494 | 45 |
| Albany - Schenectady - Troy, N.Y. | 204,204 | 46 |
| San Antonio, Tex. | 198,622 | 47 |
| Louisville, Ky. | 193,414 | 48 |
| Jacksonville, Fla. | 177,668 | 49 |
| Ft. Myers - Naples, Fla. | 172,322 | 50 |
| Oklahoma City, Okla. | 171,197 | 51 |
| Richmond, Va. | 169,828 | 52 |
| Wilkes-Barre - Scranton, Pa. | 168,444 | 53 |
| Rochester, N.Y. | 166,880 | 54 |
| Birmingham, Ala. | 161,705 | 55 |
| Fresno - Visalia, Calif. | 160,805 | 56 |
| Dayton, Ohio | 153,304 | 57 |
| Little Rock, Ark. | 144,190 | 58 |
| Albuquerque, N.M. | 143,387 | 59 |
| Flint - Saginaw - Bay City, Mich. | 142,625 | 60 |
| Green Bay - Appleton, Wisc. | 136,907 | 61 |
| Mobile - Pensacola, Ala.-Fla. | 132,477 | 62 |
| Portland - Poland Spring, Maine | 132,239 | 63 |
| Roanoke - Lynchburg, Va. | 132,052 | 64 |
| Syracuse, N.Y. | 131,504 | 65 |
| Tulsa, Okla. | 128,856 | 66 |
| Toledo, Ohio | 128,643 | 67 |
| Knoxville, Tenn. | 121,128 | 68 |
| Las Vegas, Nev. | 118,392 | 69 |
| Austin, Tex. | 118,025 | 70 |
| Omaha, Neb. | 116,931 | 71 |
| Charleston - Huntington, W.Va. | 116,254 | 72 |
| Tucson, Ariz. | 114,533 | 73 |
| Youngstown, Ohio | 113,238 | 74 |
| Shreveport - Texarkana, La.-Tex.-Ark. | 110,486 | 75 |
| Chattanooga, Tenn. | 109,147 | 76 |
| Huntsville - Decatur - Florence, Ala. | 102,299 | 77 |
| Lexington, Ky. | 100,847 | 78 |
| Columbia, S.C. | 99,995 | 79 |
| Des Moines, Iowa | 98,167 | 80 |
| Springfield, Mass. | 96,276 | 81 |
| Springfield - Decatur - Champaign, Ill. | 95,715 | 82 |
| El Paso, Tex. | 93,632 | 83 |
| Madison, Wisc. | 93,314 | 84 |
| South Bend - Elkhart, Ind. | 91,131 | 85 |
| Greenville - New Bern - Washington, N.C. | 87,631 | 86 |
| Wichita - Hutchinson, Kans. | 87,064 | 87 |
| Evansville, Ind. | 86,868 | 88 |
| Sarasota, Fla. | 86,318 | 89 |
| Charleston, S.C. | 86,138 | 90 |
| Colorado Springs - Pueblo, Colo. | 85,728 | 91 |
| Baton Rouge, La. | 85,392 | 92 |
| Johnstown - Altoona, Pa. | 85,211 | 93 |
| Jackson, Miss. | 84,690 | 94 |
| Lansing, Mich. | 84,407 | 95 |
| Spokane, Wash. | 82,841 | 96 |
| Florence - Myrtle Beach, S.C. | 81,826 | 97 |
| Savannah, Ga. | 80,997 | 98 |
| Cedar Rapids - Waterloo - Dubuque, Iowa | 79,874 | 99 |
| Reno, Nev. | 79,765 | 100 |
| Santa Barbara - Santa Maria - San Luis Obispo, Calif. | 78,855 | 101 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 78,036 | 102 |
| Waco - Temple - Bryan, Tex. | 77,501 | 103 |
| Ft. Wayne, Ind. | 75,096 | 104 |
| Peoria - Bloomington, Ill. | 72,392 | 105 |
| Burlington - Plattsburgh, Vt.-N.Y. | 72,240 | 106 |
| Tyler - Longview - Jacksonville, Tex. | 72,151 | 107 |
| Montgomery - Selma, Ala. | 71,739 | 108 |
| McAllen - Brownsville, Tex. | 70,655 | 109 |
| Springfield, Mo. | 70,266 | 110 |
| Paducah - Cape Girardeau - Harrisburg / Marion, Ky.-Mo.-Ill. | 69,630 | 111 |
| Salinas - Monterey, Calif. | 68,132 | 112 |
| Tallahassee - Thomasville, Fla.-Ga. | 67,402 | 113 |
| Macon, Ga. | 63,907 | 114 |
| Ft. Smith, Ark. | 62,149 | 115 |
| Columbus, Ga. | 61,694 | 116 |
| Bristol - Kingsport - Johnson City, Tenn. | 61,278 | 117 |
| Augusta, Ga. | 57,712 | 118 |
| Eugene, Ore. | 56,215 | 119 |
| Rockford, Ill. | 54,002 | 120 |
| Bakersfield, Calif. | 52,479 | 121 |
| Erie, Pa. | 51,104 | 122 |
| Yakima - Pasco - Richland - Kennewick, Wash. | 50,866 | 123 |
| Wilmington, N.C. | 50,470 | 124 |
| Wausau - Rhinelander, Wisc. | 50,464 | 125 |
| Amarillo, Tex. | 50,203 | 126 |
| Salisbury, Md. | 49,701 | 127 |
| Columbus - Tupelo, Miss. | 48,930 | 128 |
| Fargo, N.D. | 48,846 | 129 |
| La Crosse - Eau Claire, Wisc. | 48,679 | 130 |
| Chico - Redding, Calif. | 47,520 | 131 |
| Binghamton, N.Y. | 46,591 | 132 |
| Traverse City - Cadillac, Mich. | 45,980 | 133 |
| Boise, Ida. | 45,628 | 134 |
| Corpus Christi, Tex. | 44,874 | 135 |
| Sioux Falls - Mitchell, S.D. | 44,250 | 136 |
| Lubbock, Tex. | 43,987 | 137 |
| Beaumont - Port Arthur, Tex. | 43,599 | 138 |
| Lafayette, La. | 43,087 | 139 |
| Lincoln - Hastings - Kearney, Neb. | 41,364 | 140 |
| Medford, Ore. | 40,900 | 141 |
| Topeka, Kans. | 40,464 | 142 |
| Monroe - El Dorado, La.-Ark. | 40,420 | 143 |
| Harrisonburg, Va. | 40,107 | 144 |
| Wichita Falls - Lawton, Tex.-Okla. | 39,170 | 145 |
| Albany, Ga. | 38,780 | 146 |
| Wheeling - Steubenville, W.Va.-Ohio | 38,687 | 147 |
| Odessa - Midland, Tex. | 36,754 | 148 |
| Duluth - Superior, Minn.-Wisc. | 36,633 | 149 |
| Bangor, Maine | 35,893 | 150 |
| Biloxi - Gulfport - Pascagoula, Miss. | 34,978 | 151 |
| Rochester - Mason City - Austin, Minn.-Iowa | 34,489 | 152 |
| Bluefield - Beckley - Oak Hill, W.Va. | 32,727 | 153 |
| Columbia - Jefferson City, Mo. | 32,235 | 154 |
| Idaho Falls - Pocatello, Ida. | 30,789 | 155 |
| Billings - Hardin, Mont. | 29,708 | 156 |
| Abilene - Sweetwater, Tex. | 28,943 | 157 |
| Minot - Bismarck - Dickinson - Glendive, N.D.-Mont. | 28,108 | 158 |
| Panama City, Fla. | 28,069 | 159 |
| Utica, N.Y. | 27,752 | 160 |
| Sioux City, Iowa | 27,723 | 161 |
| Dothan, Ala. | 27,392 | 162 |
| Palm Springs, Calif. | 27,375 | 163 |
| Watertown - Carthage, N.Y. | 27,048 | 164 |
| Terre Haute, Ind. | 26,830 | 165 |
| Elmira, N.Y. | 26,739 | 166 |
| Laurel - Hattiesburg, Miss. | 25,229 | 167 |
| Charlottesville, Va. | 24,029 | 168 |
| Joplin - Pittsburg, Mo.-Kans. | 23,725 | 169 |
| Gainesville, Fla. | 22,813 | 170 |
| Clarksburg - Weston, W.Va. | 22,769 | 171 |
| Alexandria, La. | 22,701 | 172 |
| Parkersburg, W.Va. | 22,247 | 173 |
| Tuscaloosa, Ala. | 22,106 | 174 |
| Lake Charles, La. | 21,120 | 175 |
| Missoula, Mont. | 20,742 | 176 |
| Jonesboro, Ark. | 19,754 | 177 |
| Rapid City, S.D. | 19,699 | 178 |
| Greenwood - Greenville, Miss. | 19,560 | 179 |
| Hagerstown, Md. | 19,336 | 180 |
| Zanesville, Ohio | 18,923 | 181 |
| El Centro - Yuma, Calif.-Ariz. | 18,544 | 182 |
| Quincy - Hannibal, Ill.-Mo. | 18,506 | 183 |
| Lima, Ohio | 18,324 | 184 |
| Great Falls, Mont. | 18,118 | 185 |
| Meridian, Miss. | 17,142 | 186 |
| Jackson, Tenn. | 16,960 | 187 |
| Bowling Green, Ky. | 15,738 | 188 |
| San Angelo, Tex. | 15,533 | 189 |
| Grand Junction - Durango, Colo. | 15,154 | 190 |
| Lafayette, Ind. | 14,871 | 191 |
| Marquette, Mich. | 14,831 | 192 |
| Twin Falls, Ida. | 12,884 | 193 |
| Ardmore - Ada, Okla. | 12,406 | 194 |
| Eureka, Calif. | 11,858 | 195 |
| Butte, Mont. | 10,999 | 196 |
| Bend, Ore. | 10,981 | 197 |
| Victoria, Tex. | 10,230 | 198 |
| Anniston, Ala. | 10,043 | 199 |
| St. Joseph, Mo. | 9,934 | 200 |
| Cheyenne - Scottsbluff (Sterling), Wyo.-Neb. | 9,861 | 201 |
| Laredo, Tex. | 9,793 | 202 |
| Flagstaff, Ariz. | 9,420 | 203 |
| Casper - Riverton, Wyo. | 9,018 | 204 |
| Mankato, Minn. | 8,251 | 205 |
| Presque Isle, Maine | 7,842 | 206 |
| Ottumwa - Kirksville, Iowa-Mo. | 5,082 | 207 |
| Helena, Mont. | 4,954 | 208 |
| Alpena, Mich. | 4,164 | 209 |
| North Platte, Neb. | 2,485 | 210 |

# MEN'S & BOYS' CLOTHING SALES

| ADI | ($000) | Rank |
|---|---|---|
| **New York**, N.Y. | 4,828,153 | 1 |
| **Los Angeles**, Calif. | 3,280,098 | 2 |
| **Chicago**, Ill. | 2,125,759 | 3 |
| **Philadelphia**, Pa. | 1,652,044 | 4 |
| **San Francisco** - Oakland - San Jose, Calif. | 1,468,480 | 5 |
| **Boston**, Mass. | 1,371,716 | 6 |
| **Washington**, D.C. | 1,155,029 | 7 |
| **Dallas** - Ft. Worth, Tex. | 1,105,016 | 8 |
| **Detroit**, Mich. | 1,072,837 | 9 |
| **Minneapolis** - St. Paul, Minn. | 866,801 | 10 |
| **Houston**, Tex. | 865,110 | 11 |
| **Atlanta**, Ga. | 826,375 | 12 |
| **Miami** - Ft. Lauderdale, Fla. | 769,061 | 13 |
| **Seattle** - Tacoma, Wash. | 747,152 | 14 |
| **Cleveland**, Ohio | 717,761 | 15 |
| **Denver**, Colo. | 573,434 | 16 |
| **Pittsburgh**, Pa. | 571,380 | 17 |
| **St. Louis**, Mo. | 547,078 | 18 |
| **Baltimore**, Md. | 534,597 | 19 |
| **San Diego**, Calif. | 526,429 | 20 |
| **Tampa** - St. Petersburg, Fla. | 497,231 | 21 |
| **Hartford** - New Haven, Conn. | 485,116 | 22 |
| **Phoenix**, Ariz. | 467,138 | 23 |
| **Sacramento** - Stockton, Calif. | 465,558 | 24 |
| **Milwaukee**, Wisc. | 451,996 | 25 |
| **Indianapolis**, Ind. | 423,547 | 26 |
| **Portland**, Ore. | 420,306 | 27 |
| **Kansas** City, Mo. | 406,449 | 28 |
| **Orlando** - Daytona Beach - Melbourne, Fla. | 395,361 | 29 |
| Cincinnati, Ohio | 380,420 | 30 |
| Columbus, Ohio | 368,896 | 31 |
| **Salt Lake** City, Utah | 326,808 | 32 |
| **Charlotte**, N.C. | 323,966 | 33 |
| **Nashville**, Tenn. | 320,370 | 34 |
| **Grand Rapids** - Kalamazoo - Battle Creek, Mich. | 319,765 | 35 |
| **Norfolk** - Portsmouth - Newport News - Hampton, Va. | 315,976 | 36 |
| **New Orleans**, La. | 314,539 | 37 |
| **Providence** - New Bedford, R.I.-Mass. | 314,086 | 38 |
| **Raleigh** - Durham, N.C. | 308,837 | 39 |
| **Portland** - Poland Spring, Maine | 308,581 | 40 |
| **San Antonio**, Tex. | 291,245 | 41 |
| **Buffalo**, N.Y. | 279,023 | 42 |
| **Memphis**, Tenn. | 270,922 | 43 |
| **West Palm Beach** - Ft. Pierce - Vero Beach, Fla. | 267,032 | 44 |
| **Harrisburg** - York - Lancaster - Lebanon, Pa. | 252,955 | 45 |
| **Wilkes-Barre** - Scranton, Pa. | 250,943 | 46 |
| **Oklahoma** City, Okla. | 248,239 | 47 |
| **Greenville** - Spartanburg - Asheville, S.C.-N.C. | 247,887 | 48 |
| **Albany** - Schenectady - Troy, N.Y. | 243,758 | 49 |
| **Louisville**, Ky. | 240,097 | 50 |
| **Birmingham**, Ala. | 238,087 | 51 |
| **Greensboro** - Winston-Salem - High Point, N.C. | 236,006 | 52 |
| **Dayton**, Ohio | 222,819 | 53 |
| **Flint** - **Saginaw** - Bay City, Mich. | 222,428 | 54 |
| **Albuquerque**, N.M. | 221,103 | 55 |
| **Toledo**, Ohio | 213,243 | 56 |
| **Jacksonville**, Fla. | 196,519 | 57 |
| **Richmond**, Va. | 195,584 | 58 |
| **Tulsa**, Okla. | 193,489 | 59 |
| **Little Rock**, Ark. | 192,923 | 60 |
| **Green Bay** - Appleton, Wisc. | 190,829 | 61 |
| **Wichita** - Hutchinson, Kans. | 190,581 | 62 |
| **Knoxville**, Tenn. | 187,321 | 63 |
| **Madison**, Wisc. | 187,197 | 64 |
| **Fresno** - Visalia, Calif. | 186,388 | 65 |
| **Des Moines**, Iowa | 185,571 | 66 |
| **Rochester**, N.Y. | 185,027 | 67 |
| **Las Vegas**, Nev. | 184,899 | 68 |
| **Springfield** - Decatur - Champaign, Ill. | 183,977 | 69 |
| **Mobile** - Pensacola, Ala.-Fla. | 180,336 | 70 |
| Charleston - Huntington, W.Va. | 176,571 | 71 |
| Omaha, Neb. | 174,937 | 72 |
| Austin, Tex. | 174,049 | 73 |
| Syracuse, N.Y. | 173,117 | 74 |
| Roanoke - Lynchburg, Va. | 165,283 | 75 |
| Lexington, Ky. | 162,032 | 76 |
| Tucson, Ariz. | 149,837 | 77 |
| Huntsville - Decatur - Florence, Ala. | 146,893 | 78 |
| Shreveport - Texarkana, La.-Tex.-Ark. | 144,692 | 79 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 133,682 | 80 |
| Cedar Rapids - Waterloo - Dubuque, Iowa | 133,648 | 81 |
| Columbia, S.C. | 132,318 | 82 |
| Springfield, Mass. | 131,659 | 83 |
| Johnstown - Altoona, Pa. | 129,970 | 84 |
| Baton Rouge, La. | 129,527 | 85 |
| Chattanooga, Tenn. | 128,663 | 86 |
| Spokane, Wash. | 128,499 | 87 |
| El Paso, Tex. | 125,996 | 88 |
| Lansing, Mich. | 124,930 | 89 |
| South Bend - Elkhart, Ind. | 123,210 | 90 |
| Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill. | 122,615 | 91 |
| Youngstown, Ohio | 121,917 | 92 |
| Ft. Myers - Naples, Fla. | 119,389 | 93 |
| Jackson, Miss. | 118,109 | 94 |
| Erie, Pa. | 116,541 | 95 |
| McAllen - Brownsville, Tex. | 111,874 | 96 |
| Lincoln - Hastings - Kearney, Neb. | 111,656 | 97 |
| Reno, Nev. | 110,989 | 98 |
| Evansville, Ind. | 110,098 | 99 |
| Springfield, Mo. | 109,966 | 100 |
| Burlington - Plattsburgh, Vt.-N.Y. | 109,602 | 101 |
| Salinas - Monterey, Calif. | 108,548 | 102 |
| Waco - Temple - Bryan, Tex. | 103,920 | 103 |
| Bristol - Kingsport - Johnson City, Tenn. | 102,999 | 104 |
| Fargo, N.D. | 99,379 | 105 |
| Colorado Springs - Pueblo, Colo. | 98,895 | 106 |
| Santa Barbara - Santa Maria - San Luis Obispo, Calif. | 98,591 | 107 |
| Charleston, S.C. | 98,213 | 108 |
| Peoria - Bloomington, Ill. | 97,451 | 109 |
| Ft. Wayne, Ind. | 96,949 | 110 |
| Savannah, Ga. | 94,043 | 111 |
| Tyler - Longview - Jacksonville, Tex. | 94,043 | 111 |
| Florence - Myrtle Beach, S.C. | 93,877 | 113 |
| Montgomery - Selma, Ala. | 89,562 | 114 |
| Wausau - Rhinelander, Wisc. | 89,181 | 115 |
| Sioux Falls - Mitchell, S.D. | 88,336 | 116 |
| Amarillo, Tex. | 87,344 | 117 |
| Augusta, Ga. | 85,955 | 118 |
| Greenville - New Bern - Washington, N.C. | 85,560 | 119 |
| Tallahassee - Thomasville, Fla.-Ga. | 82,014 | 120 |
| La Crosse - Eau Claire, Wisc. | 79,675 | 121 |
| Beaumont - Port Arthur, Tex. | 79,669 | 122 |
| Wichita Falls - Lawton, Tex.-Okla. | 78,838 | 123 |
| Eugene, Ore. | 78,168 | 124 |
| Ft. Smith, Ark. | 77,738 | 125 |
| Terre Haute, Ind. | 77,444 | 126 |
| Binghamton, N.Y. | 75,965 | 127 |
| Monroe - El Dorado, La.-Ark. | 71,677 | 128 |
| Lafayette, La. | 71,503 | 129 |
| Macon, Ga. | 71,245 | 130 |
| Columbus, Ga. | 70,890 | 131 |
| Bakersfield, Calif. | 69,481 | 132 |
| Yakima - Pasco - Richland - Kennewick, Wash. | 69,046 | 133 |
| Traverse City - Cadillac, Mich. | 68,114 | 134 |
| Rockford, Ill. | 67,925 | 135 |
| Duluth - Superior, Minn.-Wisc. | 67,880 | 136 |
| Lubbock, Tex. | 67,674 | 137 |
| Salisbury, Md. | 66,524 | 138 |
| Rochester - Mason City - Austin, Minn.-Iowa | 66,336 | 139 |
| Wilmington, N.C. | 66,190 | 140 |
| Corpus Christi, Tex. | 65,174 | 141 |
| Sioux City, Iowa | 64,590 | 142 |
| Sarasota, Fla. | 62,028 | 143 |
| Odessa - Midland, Tex. | 60,217 | 144 |
| Bangor, Maine | 60,072 | 145 |
| Topeka, Kans. | 58,569 | 146 |
| Boise, Ida. | 57,812 | 147 |
| Columbus - Tupelo, Miss. | 57,313 | 148 |
| Minot - Bismarck - Dickinson - Glendive, N.D.-Mont. | 56,057 | 149 |
| Wheeling - Steubenville, W.Va.-Ohio | 54,343 | 150 |
| Chico - Redding, Calif. | 52,415 | 151 |
| Albany, Ga. | 51,795 | 152 |
| Columbia - Jefferson City, Mo. | 50,532 | 153 |
| Idaho Falls - Pocatello, Ida. | 49,101 | 154 |
| Bluefield - Beckley - Oak Hill, W.Va. | 48,777 | 155 |
| Medford, Ore. | 48,442 | 156 |
| Joplin - Pittsburg, Mo.-Kans. | 43,952 | 157 |
| Abilene - Sweetwater, Tex. | 42,385 | 158 |
| Alexandria, La. | 41,158 | 159 |
| Laredo, Tex. | 39,733 | 160 |
| Biloxi - Gulfport - Pascagoula, Miss. | 39,303 | 161 |
| Dothan, Ala. | 38,344 | 162 |
| Utica, N.Y. | 37,970 | 163 |
| Gainesville, Fla. | 37,453 | 164 |
| Billings - Hardin, Mont. | 37,377 | 165 |
| Elmira, N.Y. | 37,081 | 166 |
| Clarksburg - Weston, W.Va. | 36,992 | 167 |
| Palm Springs, Calif. | 35,677 | 168 |
| Panama City, Fla. | 35,656 | 169 |
| Laurel - Hattiesburg, Miss. | 34,863 | 170 |
| El Centro - Yuma, Calif.-Ariz. | 34,193 | 171 |
| Rapid City, S.D. | 34,103 | 172 |
| Quincy - Hannibal, Ill.-Mo. | 33,787 | 173 |
| Lake Charles, La. | 33,544 | 174 |
| Missoula, Mont. | 33,245 | 175 |
| Tuscaloosa, Ala. | 32,846 | 176 |
| Lafayette, Ind. | 32,323 | 177 |
| Watertown - Carthage, N.Y. | 31,676 | 178 |
| Lima, Ohio | 31,653 | 179 |
| Charlottesville, Va. | 31,650 | 180 |
| Harrisonburg, Va. | 31,541 | 181 |
| Parkersburg, W.Va. | 29,243 | 182 |
| Jackson, Tenn. | 27,222 | 183 |
| Jonesboro, Ark. | 27,149 | 184 |
| Bowling Green, Ky. | 25,315 | 185 |
| Great Falls, Mont. | 24,239 | 186 |
| Ardmore - Ada, Okla. | 23,754 | 187 |
| Greenwood - Greenville, Miss. | 23,397 | 188 |
| Cheyenne - Scottsbluff (Sterling), Wyo.-Neb. | 23,260 | 189 |
| Grand Junction - Durango, Colo. | 23,074 | 190 |
| San Angelo, Tex. | 22,811 | 191 |
| Hagerstown, Md. | 21,156 | 192 |
| Meridian, Miss. | 21,032 | 193 |
| Eureka, Calif. | 20,569 | 194 |
| Flagstaff, Ariz. | 19,442 | 195 |
| St. Joseph, Mo. | 19,362 | 196 |
| Twin Falls, Ida. | 18,384 | 197 |
| Marquette, Mich. | 17,311 | 198 |
| Victoria, Tex. | 16,974 | 199 |
| Anniston, Ala. | 16,910 | 200 |
| Butte, Mont. | 16,470 | 201 |
| Casper - Riverton, Wyo. | 15,824 | 202 |
| Bend, Ore. | 15,449 | 203 |
| Zanesville, Ohio | 14,450 | 204 |
| Mankato, Minn. | 13,637 | 205 |
| Presque Isle, Maine | 10,271 | 206 |
| Ottumwa - Kirksville, Iowa-Mo. | 9,886 | 207 |
| Helena, Mont. | 8,099 | 208 |
| North Platte, Neb. | 7,827 | 209 |
| Alpena, Mich. | 5,478 | 210 |

# WOMEN'S & GIRLS' CLOTHING SALES

| ADI | ($000) | Rank |
|---|---|---|
| New York, N.Y. | 10,124,031 | 1 |
| Los Angeles, Calif. | 6,462,093 | 2 |
| Chicago, Ill. | 4,671,699 | 3 |
| Philadelphia, Pa. | 3,546,962 | 4 |
| San Francisco - Oakland - San Jose, Calif. | 2,958,248 | 5 |
| Boston, Mass. | 2,905,760 | 6 |
| Washington, D.C. | 2,330,885 | 7 |
| Detroit, Mich. | 2,211,671 | 8 |
| Dallas - Ft. Worth, Tex. | 2,200,914 | 9 |
| Atlanta, Ga. | 1,830,226 | 10 |
| Houston, Tex. | 1,677,067 | 11 |
| Miami - Ft. Lauderdale, Fla. | 1,655,696 | 12 |
| Minneapolis - St. Paul, Minn. | 1,557,127 | 13 |
| Cleveland, Ohio | 1,470,825 | 14 |
| Seattle - Tacoma, Wash. | 1,436,459 | 15 |
| Indianapolis, Ind. | 1,362,527 | 16 |
| Pittsburgh, Pa. | 1,187,905 | 17 |
| St. Louis, Mo. | 1,177,866 | 18 |
| Denver, Colo. | 1,128,519 | 19 |
| Phoenix, Ariz. | 1,057,783 | 20 |
| Baltimore, Md. | 1,056,517 | 21 |
| San Diego, Calif. | 1,051,027 | 22 |
| Tampa - St. Petersburg, Fla. | 1,021,034 | 23 |
| Hartford - New Haven, Conn. | 1,003,928 | 24 |
| Sacramento - Stockton, Calif. | 912,951 | 25 |
| Milwaukee, Wisc. | 878,481 | 26 |
| Norfolk - Portsmouth - Newport News - Hampton, Va. | 845,171 | 27 |
| Orlando - Daytona Beach - Melbourne, Fla. | 817,209 | 28 |
| Kansas City, Mo. | 816,825 | 29 |
| Portland, Ore. | 813,496 | 30 |
| Cincinnati, Ohio | 802,553 | 31 |
| Columbus, Ohio | 688,040 | 32 |
| Charlotte, N.C. | 674,866 | 33 |
| Nashville, Tenn. | 670,607 | 34 |
| New Orleans, La. | 669,885 | 35 |
| West Palm Beach - Ft. Pierce - Vero Beach, Fla. | 667,407 | 36 |
| Raleigh - Durham, N.C. | 644,183 | 37 |
| Providence - New Bedford, R.I.-Mass. | 639,936 | 38 |
| San Antonio, Tex. | 613,778 | 39 |
| Salt Lake City, Utah | 602,180 | 40 |
| Greenville - Spartanburg - Asheville, S.C.-N.C. | 590,929 | 41 |
| Memphis, Tenn. | 585,714 | 42 |
| Grand Rapids - Kalamazoo - Battle Creek, Mich. | 585,493 | 43 |
| Birmingham, Ala. | 545,172 | 44 |
| Buffalo, N.Y. | 540,625 | 45 |
| Harrisburg - York - Lancaster - Lebanon, Pa. | 537,648 | 46 |
| Greensboro - Winston-Salem - High Point, N.C. | 533,059 | 47 |
| Louisville, Ky. | 529,896 | 48 |
| Wilkes-Barre - Scranton, Pa. | 524,167 | 49 |
| Albany - Schenectady - Troy, N.Y. | 504,149 | 50 |
| Oklahoma City, Okla. | 500,971 | 51 |
| Jacksonville, Fla. | 461,455 | 52 |
| Dayton, Ohio | 455,494 | 53 |
| Richmond, Va. | 432,761 | 54 |
| Flint - Saginaw - Bay City, Mich. | 431,137 | 55 |
| Little Rock, Ark. | 429,612 | 56 |
| Portland - Poland Spring, Maine | 417,570 | 57 |
| Tulsa, Okla. | 408,729 | 58 |
| Toledo, Ohio | 406,880 | 59 |
| Mobile - Pensacola, Ala.-Fla. | 396,582 | 60 |
| Albuquerque, N.M. | 392,086 | 61 |
| Knoxville, Tenn. | 391,016 | 62 |
| Rochester, N.Y. | 384,838 | 63 |
| Des Moines, Iowa | 369,285 | 64 |
| Lexington, Ky. | 360,335 | 65 |
| Charleston - Huntington, W.Va. | 356,624 | 66 |
| Green Bay - Appleton, Wisc. | 356,422 | 67 |
| Austin, Tex. | 355,441 | 68 |
| Roanoke - Lynchburg, Va. | 354,758 | 69 |
| Wichita - Hutchinson, Kans. | 348,084 | 70 |
| Syracuse, N.Y. | 344,642 | 71 |
| Fresno - Visalia, Calif. | 334,270 | 72 |
| Huntsville - Decatur - Florence, Ala. | 330,152 | 73 |
| Springfield - Decatur - Champaign, Ill. | 327,036 | 74 |
| Omaha, Neb. | 326,437 | 75 |
| Madison, Wisc. | 325,769 | 76 |
| Las Vegas, Nev. | 317,923 | 77 |
| Shreveport - Texarkana, La.-Tex.-Ark. | 308,701 | 78 |
| Columbia, S.C. | 300,491 | 79 |
| Ft. Myers - Naples, Fla. | 286,238 | 80 |
| Tucson, Ariz. | 284,681 | 81 |
| Springfield, Mass. | 278,586 | 82 |
| Cedar Rapids - Waterloo - Dubuque, Iowa | 276,750 | 83 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 270,456 | 84 |
| Baton Rouge, La. | 269,890 | 85 |
| Jackson, Miss. | 268,650 | 86 |
| Chattanooga, Tenn. | 261,814 | 87 |
| Johnstown - Altoona, Pa. | 260,290 | 88 |
| Youngstown, Ohio | 247,732 | 89 |
| El Paso, Tex. | 247,255 | 90 |
| Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill. | 246,994 | 91 |
| South Bend - Elkhart, Ind. | 244,158 | 92 |
| Spokane, Wash. | 242,782 | 93 |
| Evansville, Ind. | 240,106 | 94 |
| Lansing, Mich. | 232,544 | 95 |
| Erie, Pa. | 228,330 | 96 |
| McAllen - Brownsville, Tex. | 227,671 | 97 |
| Terre Haute, Ind. | 224,080 | 98 |
| Springfield, Mo. | 222,716 | 99 |
| Savannah, Ga. | 219,021 | 100 |
| Charleston, S.C. | 217,304 | 101 |
| Salinas - Monterey, Calif. | 214,236 | 102 |
| Waco - Temple - Bryan, Tex. | 212,434 | 103 |
| Colorado Springs - Pueblo, Colo. | 210,967 | 104 |
| Ft. Wayne, Ind. | 207,228 | 105 |
| Florence - Myrtle Beach, S.C. | 200,267 | 106 |
| Reno, Nev. | 199,752 | 107 |
| Lincoln - Hastings - Kearney, Neb. | 197,957 | 108 |
| Peoria - Bloomington, Ill. | 196,275 | 109 |
| Bristol - Kingsport - Johnson City, Tenn. | 196,038 | 110 |
| Santa Barbara - Santa Maria - San Luis Obispo, Calif. | 195,624 | 111 |
| Montgomery - Selma, Ala. | 195,101 | 112 |
| Fargo, N.D. | 192,318 | 113 |
| Tyler - Longview - Jacksonville, Tex. | 190,047 | 114 |
| Burlington - Plattsburgh, Vt.-N.Y. | 184,525 | 115 |
| Augusta, Ga. | 182,353 | 116 |
| Tallahassee - Thomasville, Fla.-Ga. | 177,489 | 117 |
| Amarillo, Tex. | 177,414 | 118 |
| Sioux Falls - Mitchell, S.D. | 175,047 | 119 |
| Beaumont - Port Arthur, Tex. | 168,594 | 120 |
| Lafayette, La. | 165,261 | 121 |
| Greenville - New Bern - Washington, N.C. | 163,971 | 122 |
| Macon, Ga. | 162,944 | 123 |
| Ft. Smith, Ark. | 158,944 | 124 |
| Monroe - El Dorado, La.-Ark. | 158,204 | 125 |
| Sarasota, Fla. | 157,666 | 126 |
| Columbus, Ga. | 156,511 | 127 |
| La Crosse - Eau Claire, Wisc. | 153,923 | 128 |
| Binghamton, N.Y. | 152,910 | 129 |
| Wichita Falls - Lawton, Tex.-Okla. | 150,504 | 130 |
| Wausau - Rhinelander, Wisc. | 149,220 | 131 |
| Corpus Christi, Tex. | 146,463 | 132 |
| Eugene, Ore. | 146,311 | 133 |
| Rockford, Ill. | 140,118 | 134 |
| Wilmington, N.C. | 137,430 | 135 |
| Lubbock, Tex. | 132,858 | 136 |
| Odessa - Midland, Tex. | 132,843 | 137 |
| Duluth - Superior, Minn.-Wisc. | 132,830 | 138 |
| Rochester - Mason City - Austin, Minn.-Iowa | 130,913 | 139 |
| Traverse City - Cadillac, Mich. | 136,708 | 140 |
| Salisbury, Md. | 127,085 | 141 |
| Columbus - Tupelo, Miss. | 123,831 | 142 |
| Yakima - Pasco - Richland - Kennewick, Wash. | 120,712 | 143 |
| Topeka, Kans. | 118,305 | 144 |
| Bakersfield, Calif. | 117,957 | 145 |
| Sioux City, Iowa | 117,680 | 146 |
| Albany, Ga. | 116,083 | 147 |
| Minot - Bismarck - Dickinson - Glendive, N.D.-Mont. | 109,321 | 148 |
| Boise, Ida. | 107,082 | 149 |
| Wheeling - Steubenville, W.Va.-Ohio | 106,946 | 150 |
| Columbia - Jefferson City, Mo. | 106,436 | 151 |
| Bluefield - Beckley - Oak Hill, W.Va. | 98,073 | 152 |
| Chico - Redding, Calif. | 94,204 | 153 |
| Joplin - Pittsburg, Mo.-Kans. | 93,397 | 154 |
| Bangor, Maine | 92,216 | 155 |
| Utica, N.Y. | 89,565 | 156 |
| Abilene - Sweetwater, Tex. | 87,623 | 157 |
| Medford, Ore. | 87,108 | 158 |
| Dothan, Ala. | 85,821 | 159 |
| Alexandria, La. | 84,050 | 160 |
| Charlottesville, Va. | 81,994 | 161 |
| Idaho Falls - Pocatello, Ida. | 81,494 | 162 |
| Billings - Hardin, Mont. | 80,353 | 163 |
| Biloxi - Gulfport - Pascagoula, Miss. | 77,784 | 164 |
| Clarksburg - Weston, W.Va. | 77,437 | 165 |
| Gainesville, Fla. | 75,189 | 166 |
| Laurel - Hattiesburg, Miss. | 75,141 | 167 |
| Lake Charles, La. | 73,771 | 168 |
| Panama City, Fla. | 72,686 | 169 |
| Elmira, N.Y. | 71,633 | 170 |
| Tuscaloosa, Ala. | 70,177 | 171 |
| Laredo, Tex. | 67,817 | 172 |
| Quincy - Hannibal, Ill.-Mo. | 67,594 | 173 |
| Palm Springs, Calif. | 65,664 | 174 |
| Parkersburg, W.Va. | 64,836 | 175 |
| Jonesboro, Ark. | 64,378 | 176 |
| El Centro - Yuma, Calif.-Ariz. | 64,228 | 177 |
| Missoula, Mont. | 63,177 | 178 |
| Lafayette, Ind. | 62,178 | 179 |
| Rapid City, S.D. | 61,787 | 180 |
| Lima, Ohio | 60,778 | 181 |
| Harrisonburg, Va. | 60,424 | 182 |
| Jackson, Tenn. | 58,588 | 183 |
| Watertown - Carthage, N.Y. | 58,333 | 184 |
| Great Falls, Mont. | 55,666 | 185 |
| Bowling Green, Ky. | 51,695 | 186 |
| Greenwood - Greenville, Miss. | 51,037 | 187 |
| Ardmore - Ada, Okla. | 46,840 | 188 |
| San Angelo, Tex. | 45,802 | 189 |
| Meridian, Miss. | 45,013 | 190 |
| Cheyenne - Scottsbluff (Sterling), Wyo.-Neb. | 42,035 | 191 |
| Grand Junction - Durango, Colo. | 41,039 | 192 |
| Hagerstown, Md. | 39,619 | 193 |
| Anniston, Ala. | 37,816 | 194 |
| St. Joseph, Mo. | 37,399 | 195 |
| Eureka, Calif. | 35,906 | 196 |
| Victoria, Tex. | 34,373 | 197 |
| Marquette, Mich. | 32,924 | 198 |
| Twin Falls, Ida. | 31,636 | 199 |
| Butte, Mont. | 30,503 | 200 |
| Flagstaff, Ariz. | 29,354 | 201 |
| Mankato, Minn. | 29,090 | 202 |
| Zanesville, Ohio | 27,691 | 203 |
| Casper - Riverton, Wyo. | 27,170 | 204 |
| Bend, Ore. | 25,786 | 205 |
| Ottumwa - Kirksville, Iowa-Mo. | 19,837 | 206 |
| Presque Isle, Maine | 16,797 | 207 |
| Helena, Mont. | 15,370 | 208 |
| North Platte, Neb. | 12,168 | 209 |
| Alpena, Mich. | 10,534 | 210 |

# FOOTWEAR SALES

| ADI | ($000) | Rank |
|---|---|---|
| New York, N.Y. | 2,563,576 | 1 |
| Los Angeles, Calif. | 1,894,317 | 2 |
| Chicago, Ill. | 1,187,567 | 3 |
| San Francisco - Oakland - San Jose, Calif. | 895,420 | 4 |
| Philadelphia, Pa. | 854,515 | 5 |
| Boston, Mass. | 647,566 | 6 |
| Dallas - Ft. Worth, Tex. | 624,598 | 7 |
| Washington, D.C. | 606,423 | 8 |
| Detroit, Mich. | 578,647 | 9 |
| Miami - Ft. Lauderdale, Fla. | 495,781 | 10 |
| Atlanta, Ga. | 468,198 | 11 |
| Houston, Tex. | 453,613 | 12 |
| Seattle - Tacoma, Wash. | 452,336 | 13 |
| Minneapolis - St. Paul, Minn. | 390,849 | 14 |
| Cleveland, Ohio | 359,065 | 15 |
| San Diego, Calif. | 332,314 | 16 |
| Denver, Colo. | 305,853 | 17 |
| Baltimore, Md. | 299,794 | 18 |
| Tampa - St. Petersburg, Fla. | 297,174 | 19 |
| St. Louis, Mo. | 295,460 | 20 |
| Pittsburgh, Pa. | 283,343 | 21 |
| Phoenix, Ariz. | 271,066 | 22 |
| Sacramento - Stockton, Calif. | 270,520 | 23 |
| Portland, Ore. | 260,114 | 24 |
| Indianapolis, Ind. | 248,889 | 25 |
| Hartford - New Haven, Conn. | 247,773 | 26 |
| Milwaukee, Wisc. | 243,381 | 27 |
| New Orleans, La. | 222,805 | 28 |
| Orlando - Daytona Beach - Melbourne, Fla. | 220,546 | 29 |
| Kansas City, Mo. | 210,964 | 30 |
| Cincinnati, Ohio | 196,207 | 31 |
| Charlotte, N.C. | 193,642 | 32 |
| Salt Lake City, Utah | 190,727 | 33 |
| San Antonio, Tex. | 189,425 | 34 |
| Raleigh - Durham, N.C. | 181,476 | 35 |
| Portland - Poland Spring, Maine | 180,845 | 36 |
| Norfolk - Portsmouth - Newport News - Hampton, Va. | 177,457 | 37 |
| Nashville, Tenn. | 175,951 | 38 |
| Columbus, Ohio | 169,156 | 39 |
| Greenville - Spartanburg - Asheville, S.C.-N.C. | 167,104 | 40 |
| Memphis, Tenn. | 161,468 | 41 |
| Grand Rapids - Kalamazoo - Battle Creek, Mich. | 157,055 | 42 |
| West Palm Beach - Ft. Pierce - Vero Beach, Fla. | 153,444 | 43 |
| Oklahoma City, Okla. | 150,814 | 44 |
| Buffalo, N.Y. | 149,408 | 45 |
| Greensboro - Winston-Salem - High Point, N.C. | 147,435 | 46 |
| Providence - New Bedford, R.I.-Mass. | 147,019 | 47 |
| Birmingham, Ala. | 144,206 | 48 |
| Albuquerque, N.M. | 141,206 | 49 |
| Harrisburg - York - Lancaster - Lebanon, Pa. | 137,809 | 50 |
| Louisville, Ky. | 130,189 | 51 |
| Las Vegas, Nev. | 129,291 | 52 |
| Dayton, Ohio | 123,349 | 53 |
| Little Rock, Ark. | 119,558 | 54 |
| Albany - Schenectady - Troy, N.Y. | 118,597 | 55 |
| Mobile - Pensacola, Ala.-Fla. | 117,583 | 56 |
| Tulsa, Okla. | 115,811 | 57 |
| Roanoke - Lynchburg, Va. | 113,816 | 58 |
| Austin, Tex. | 112,813 | 59 |
| Wichita - Hutchinson, Kans. | 112,037 | 60 |
| Flint - Saginaw - Bay City, Mich. | 111,237 | 61 |
| Jacksonville, Fla. | 111,217 | 62 |
| Wilkes Barre - Scranton, Pa. | 109,965 | 63 |
| Fresno - Visalia, Calif. | 108,072 | 64 |
| Richmond, Va. | 107,113 | 65 |
| Rochester, N.Y. | 99,872 | 66 |
| Toledo, Ohio | 99,159 | 67 |
| Knoxville, Tenn. | 97,210 | 68 |
| Tucson, Ariz. | 95,690 | 69 |
| Charleston - Huntington, W.Va. | 94,174 | 70 |
| Omaha, Neb. | 92,235 | 71 |
| Green Bay - Appleton, Wisc. | 88,603 | 72 |
| Shreveport - Texarkana, La.-Tex.-Ark. | 87,370 | 73 |
| Des Moines, Iowa | 87,347 | 74 |
| Syracuse, N.Y. | 86,497 | 75 |
| Baton Rouge, La. | 84,417 | 76 |
| Jackson, Miss. | 84,265 | 77 |
| Lexington, Ky. | 83,315 | 78 |
| El Paso, Tex. | 81,032 | 79 |
| Springfield - Decatur - Champaign, Ill. | 81,325 | 80 |
| Huntsville - Decatur - Florence, Ala. | 80,813 | 81 |
| Madison, Wisc. | 78,324 | 82 |
| Spokane, Wash. | 76,828 | 83 |
| Columbia, S.C. | 76,664 | 84 |
| Youngstown, Ohio | 74,055 | 85 |
| Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill. | 71,789 | 86 |
| Chattanooga, Tenn. | 71,585 | 87 |
| Ft. Myers - Naples, Fla. | 70,976 | 88 |
| McAllen - Brownsville, Tex. | 68,880 | 89 |
| South Bend - Elkhart, Ind. | 66,884 | 90 |
| Cedar Rapids - Waterloo - Dubuque, Iowa | 66,056 | 91 |
| Terre Haute, Ind. | 65,441 | 92 |
| Charleston, S.C. | 65,298 | 93 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 64,007 | 94 |
| Waco - Temple - Bryan, Tex. | 63,960 | 95 |
| Salinas - Monterey, Calif. | 63,924 | 96 |
| Springfield, Mo. | 61,552 | 97 |
| Reno, Nev. | 60,786 | 98 |
| Savannah, Ga. | 60,193 | 99 |
| Lincoln - Hastings - Kearney, Neb. | 59,848 | 100 |
| Bristol - Kingsport - Johnson City, Tenn. | 59,312 | 101 |
| Florence - Myrtle Beach, S.C. | 59,260 | 102 |
| Johnstown - Altoona, Pa. | 59,028 | 103 |
| Evansville, Ind. | 58,549 | 104 |
| Santa Barbara - Santa Maria - San Luis Obispo, Calif. | 58,538 | 105 |
| Tyler - Longview - Jacksonville, Tex. | 58,337 | 106 |
| Lansing, Mich. | 58,288 | 107 |
| Colorado Springs - Pueblo, Colo. | 57,866 | 108 |
| Springfield, Mass. | 55,711 | 109 |
| Montgomery - Selma, Ala. | 52,375 | 110 |
| Lafayette, La. | 52,165 | 111 |
| Ft. Wayne, Ind. | 51,642 | 112 |
| Augusta, Ga. | 50,485 | 113 |
| Tallahassee - Thomasville, Fla.-Ga. | 5[illegible]70 | 114 |
| Peoria - Bloomington, Ill. | 49,184 | 115 |
| Eugene, Ore. | 48,775 | 116 |
| Monroe - El Dorado, La.-Ark. | 48,357 | 117 |
| Fargo, N.D. | 48,058 | 118 |
| Sioux Falls - Mitchell, S.D. | 47,820 | 119 |
| Greenville - New Bern - Washington, N.C. | 47,809 | 120 |
| Amarillo, Tex. | 47,563 | 121 |
| Corpus Christi, Tex. | 46,844 | 122 |
| Ft. Smith, Ark. | 45,645 | 123 |
| Burlington - Plattsburgh, Vt.-N.Y. | 45,569 | 124 |
| Wilmington, N.C. | 44,858 | 125 |
| Macon, Ga. | 44,547 | 126 |
| Beaumont - Port Arthur, Tex. | 44,020 | 127 |
| Lubbock, Tex. | 43,674 | 128 |
| Bakersfield, Calif. | 42,449 | 129 |
| Wausau - Rhinelander, Wisc. | 41,867 | 130 |
| Wichita Falls - Lawton, Tex.-Okla. | 40,964 | 131 |
| Columbus, Ga. | 40,693 | 132 |
| Odessa - Midland, Tex. | 39,828 | 133 |
| Traverse City - Cadillac, Mich. | 39,787 | 134 |
| Yakima - Pasco - Richland - Kennewick, Wash. | 38,932 | 135 |
| Sarasota, Fla. | 37,831 | 136 |
| La Crosse - Eau Claire, Wisc. | 37,463 | 137 |
| Columbus - Tupelo, Miss. | 37,414 | 138 |
| Rockford, Ill. | 35,706 | 139 |
| Topeka, Kans. | 33,970 | 140 |
| Salisbury, Md. | 33,873 | 141 |
| Erie, Pa. | 33,352 | 142 |
| Sioux City, Iowa | 32,712 | 143 |
| Albany, Ga. | 31,889 | 144 |
| Boise, Ida. | 31,848 | 145 |
| Rochester - Mason City - Austin, Minn.-Iowa | 31,521 | 146 |
| Duluth - Superior, Minn.-Wisc. | 31,447 | 147 |
| Binghamton, N.Y. | 31,358 | 148 |
| Joplin - Pittsburg, Mo.-Kans. | 31,356 | 149 |
| Bango[illegible]aine | 31,133 | 150 |
| Chico - Redding, Calif. | 30,767 | 151 |
| Columbia - Jefferson City, Mo. | 30,679 | 152 |
| Medford, Ore. | 29,744 | 153 |
| Minot - Bismarck - Dickinson - Glendive, N.D.-Mont. | 27,349 | 154 |
| Idaho Falls - Pocatello, Ida. | 25,985 | 155 |
| Wheeling - Steubenville, W.Va.-Ohio | 25,903 | 156 |
| Dothan, Ala. | 25,705 | 157 |
| Abilene - Sweetwater, Tex. | 25,499 | 158 |
| Alexandria, La. | 25,415 | 159 |
| Biloxi - Gulfport - Pascagoula, Miss. | 24,810 | 160 |
| Lake Charles, La. | 23,825 | 161 |
| Laurel - Hattiesburg, Miss. | 23,051 | 162 |
| Panama City, Fla. | 22,604 | 163 |
| Bluefield - Beckley - Oak Hill, W.Va. | 22,375 | 164 |
| Billings - Hardin, Mont. | 22,289 | 165 |
| Gainesville, Fla. | 20,935 | 166 |
| Laredo, Tex. | 20,819 | 167 |
| Clarksburg - Weston, W.Va. | 20,129 | 168 |
| Palm Springs, Calif. | 19,962 | 169 |
| Rapid City, S.D. | 19,819 | 170 |
| Tuscaloosa, Ala. | 19,495 | 171 |
| Jonesboro, Ark. | 19,407 | 172 |
| Elmira, N.Y. | 18,769 | 173 |
| Utica, N.Y. | 17,837 | 174 |
| El Centro - Yuma, Calif.-Ariz. | 17,738 | 175 |
| Missoula, Mont. | 17,719 | 176 |
| Charlottesville, Va. | 17,409 | 177 |
| Quincy - Hannibal, Ill.-Mo. | 17,275 | 178 |
| Greenwood - Greenville, Miss. | 16,472 | 179 |
| Harrisonburg, Va. | 16,295 | 180 |
| Great Falls, Mont. | 15,954 | 181 |
| Watertown - Carthage, N.Y. | 15,750 | 182 |
| Parkersburg, W.Va. | 15,392 | 183 |
| Jackson, Tenn. | 15,192 | 184 |
| Lafayette, Ind. | 14,739 | 185 |
| Lima, Ohio | 14,555 | 186 |
| Bowling Green, Ky. | 14,506 | 187 |
| San Angelo, Tex. | 13,596 | 188 |
| Ardmore - Ada, Okla. | 13,574 | 189 |
| Meridian, Miss. | 13,330 | 190 |
| Cheyenne - Scottsbluff (Sterling), Wyo.-Neb. | 12,993 | 191 |
| Eureka, Calif. | 12,869 | 192 |
| Twin Falls, Ida. | 12,134 | 193 |
| Victoria, Tex. | 11,080 | 194 |
| Anniston, Ala. | 10,995 | 195 |
| St. Joseph, Mo. | 10,774 | 196 |
| Hagerstown, Md. | 10,476 | 197 |
| Butte, Mont. | 10,214 | 198 |
| Grand Junction - Durango, Colo. | 9,977 | 199 |
| Bend, Ore. | 9,874 | 200 |
| Casper - Riverton, Wyo. | 9,551 | 201 |
| Marquette, Mich. | 8,967 | 202 |
| Flagstaff, Ariz. | 8,581 | 203 |
| Zanesville, Ohio | 8,417 | 204 |
| Mankato, Minn. | 7,191 | 205 |
| Ottumwa - Kirksville, Iowa-Mo. | 5,765 | 206 |
| Presque Isle, Maine | 4,850 | 207 |
| North Platte, Neb. | 3,900 | 208 |
| Helena, Mont. | 3,873 | 209 |
| Alpena, Mich. | 2,955 | 210 |

# SECTION 21

## Retail Sales By Merchandise Line Category For Television Markets (ADIs)

### Groceries And Other Foods
### Drugs, Health Aids And Beauty Aids
### Furniture And Other Sleep Equipment
### Major Household Appliances
### Televisions And Video Recorders
### Audio Equipment/Musical Instruments
### Home Computers And Calculators
### Men's And Boys' Clothing
### Women's And Girls' Clothing
### Footwear

EXPLANATION OF TERMS

An explanation of terms used in the **Survey of Buying Power Demographics USA 1991** will be found in the Introductory Section starting on page A-5. A detailed listing of the outlets that make up each Store Group, and definitions of the Merchandise Line Sales categories, will be found on pages A-9 and A-10. A listing of the county makeup of each Television Market will be found starting on page A-11.

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| Kansas | 21–6 |
| Kentucky | 21–6 |
| Louisiana | 21–6 |
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# TELEVISION MARKETS [ADIs]: 1990 RETAIL SALES BY MERCHANDISE LINE

| S&MM ESTIMATES | Merchandise Line Sales | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Groceries & Other Foods | | Drugs & Health & Beauty Aids | | | Major Household Appliances | | | TVs, Video Recorders & Tapes | | | Audio Equipment, Musical Instruments & Supplies | |
| S&MM/ARBITRON TV MARKET (ADI) | In All Stores ($000) | In Food Stores ($000) | In All Stores ($000) | In Drug-stores ($000) | In Food Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) |
| **ALABAMA** | | | | | | | | | | | | | | |
| **ANNISTON** | 94,937 | 79,272 | 39,124 | 22,561 | 4,063 | 8,566 | 2,953 | 2,794 | 8,140 | 3,006 | 2,491 | 6,431 | 3,109 |
| **BIRMINGHAM** | 1,403,332 | 1,301,099 | 456,221 | 278,781 | 66,117 | 106,054 | 39,076 | 31,441 | 85,414 | 41,402 | 25,717 | 69,961 | 39,189 |
| **DOTHAN** | 260,277 | 243,061 | 74,172 | 38,511 | 10,849 | 21,773 | 9,253 | 5,314 | 16,796 | 9,977 | 4,188 | 13,550 | 9,373 |
| **HUNTSVILLE - DECATUR - FLORENCE** | 803,681 | 746,991 | 232,374 | 123,068 | 41,449 | 81,729 | 38,317 | 17,327 | 56,071 | 29,954 | 15,192 | 51,105 | 31,228 |
| **MOBILE - PENSACOLA** | 1,141,806 | 1,045,324 | 390,310 | 234,093 | 73,448 | 104,597 | 43,613 | 29,973 | 57,770 | 27,646 | 18,243 | 67,194 | 43,906 |
| **MONTGOMERY - SELMA** | 606,272 | 556,216 | 179,108 | 111,561 | 30,036 | 41,950 | 16,025 | 11,239 | 33,545 | 18,251 | 7,836 | 33,283 | 16,726 |
| **TUSCALOOSA** | 154,517 | 139,392 | 60,701 | 36,638 | 6,638 | 12,793 | 5,737 | 4,228 | 11,210 | 5,838 | 3,331 | 8,995 | 6,041 |
| **ARIZONA** | | | | | | | | | | | | | | |
| **FLAGSTAFF** | 128,010 | 117,330 | 28,249 | 14,452 | 9,143 | 8,322 | 3,456 | 2,128 | 4,141 | 2,613 | 1,063 | 5,751 | 4,018 |
| **PHOENIX** | 3,260,288 | 3,019,315 | 856,647 | 419,808 | 253,965 | 253,328 | 145,936 | 60,121 | 130,449 | 76,634 | 34,333 | 189,891 | 148,215 |
| **TUCSON** | 864,109 | 768,075 | 245,139 | 128,256 | 69,419 | 67,289 | 22,563 | 23,954 | 48,157 | 31,072 | 11,554 | 70,680 | 57,922 |
| **ARKANSAS** | | | | | | | | | | | | | | |
| **FT. SMITH** | 599,594 | 556,081 | 141,599 | 58,523 | 37,883 | 48,203 | 13,273 | 14,765 | 34,688 | 7,936 | 18,113 | 31,470 | 16,270 |
| **JONESBORO** | 224,046 | 202,756 | 58,006 | 26,712 | 11,030 | 16,464 | 8,345 | 1,472 | 12,641 | 4,998 | 5,251 | 8,555 | 3,439 |
| **LITTLE ROCK** | 1,422,813 | 1,317,907 | 426,116 | 207,225 | 104,477 | 93,755 | 33,424 | 24,803 | 76,015 | 24,911 | 35,330 | 70,746 | 41,207 |
| **CALIFORNIA** | | | | | | | | | | | | | | |
| **BAKERSFIELD** | 519,697 | 473,261 | 145,393 | 94,758 | 35,414 | 31,600 | 17,827 | 8,983 | 26,392 | 19,276 | 3,471 | 34,086 | 26,378 |
| **CHICO - REDDING** | 514,182 | 477,113 | 145,653 | 97,498 | 31,831 | 33,061 | 16,930 | 7,983 | 21,599 | 13,357 | 5,150 | 41,944 | 31,157 |
| **EL CENTRO - YUMA** | 233,214 | 214,827 | 62,485 | 35,304 | 17,198 | 14,861 | 5,375 | 5,069 | 7,091 | 3,611 | 2,240 | 9,493 | 6,246 |
| **EUREKA** | 174,637 | 160,660 | 56,751 | 40,826 | 12,143 | 9,805 | 4,448 | 1,761 | 4,793 | 3,295 | 645 | 7,278 | 4,644 |
| **FRESNO - VISALIA** | 1,506,670 | 1,394,145 | 395,843 | 272,434 | 79,306 | 75,629 | 37,962 | 24,119 | 59,618 | 36,832 | 13,269 | 79,109 | 57,088 |
| **LOS ANGELES** | 17,013,082 | 15,146,237 | 5,068,222 | 2,539,173 | 1,261,060 | 1,416,421 | 691,327 | 419,453 | 1,118,676 | 775,800 | 240,273 | 1,787,684 | 1,346,620 |
| **PALM SPRINGS** | 271,031 | 245,050 | 65,810 | 34,079 | 20,086 | 17,638 | 8,152 | 7,026 | 13,442 | 8,622 | 3,712 | 16,744 | 13,717 |
| **SACRAMENTO - STOCKTON** | 3,418,334 | 3,094,199 | 971,093 | 608,333 | 235,346 | 237,588 | 106,745 | 75,991 | 170,892 | 106,067 | 47,409 | 221,472 | 162,338 |
| **SALINAS - MONTEREY** | 726,699 | 682,924 | 218,230 | 135,898 | 54,092 | 39,385 | 17,580 | 15,727 | 34,849 | 23,353 | 7,321 | 54,389 | 41,203 |
| **SAN DIEGO** | 2,885,063 | 2,520,457 | 858,322 | 440,928 | 218,573 | 239,719 | 88,541 | 76,204 | 179,129 | 122,395 | 46,655 | 257,214 | 221,353 |
| **SAN FRANCISCO - OAKLAND - SAN JOSE** | 7,612,398 | 6,974,991 | 2,615,760 | 1,516,142 | 621,282 | 562,235 | 293,117 | 157,692 | 571,953 | 377,735 | 117,518 | 942,862 | 736,663 |
| **SANTA BARBARA - SANTA MARIA - SAN LUIS OBISPO** | 840,609 | 779,508 | 223,567 | 132,480 | 64,039 | 49,224 | 24,716 | 14,602 | 31,083 | 22,679 | 4,932 | 48,189 | 40,486 |
| **COLORADO** | | | | | | | | | | | | | | |
| **COLORADO SPRINGS - PUEBLO** | 575,216 | 514,130 | 168,593 | 66,083 | 64,890 | 46,260 | 18,005 | 17,081 | 42,259 | 24,298 | 10,667 | 54,238 | 41,170 |
| **DENVER** | 3,072,202 | 2,771,145 | 836,821 | 250,258 | 401,588 | 212,775 | 96,586 | 58,187 | 211,579 | 130,106 | 45,507 | 256,773 | 187,870 |
| **GRAND JUNCTION - DURANGO** | 210,439 | 192,770 | 57,254 | 23,778 | 22,989 | 9,588 | 4,983 | 1,675 | 6,816 | 3,178 | 2,136 | 9,154 | 5,740 |
| **CONNECTICUT** | | | | | | | | | | | | | | |
| **HARTFORD - NEW HAVEN** | 3,326,078 | 3,173,503 | 799,181 | 494,685 | 185,229 | 235,836 | 142,423 | 62,312 | 164,713 | 100,655 | 43,648 | 226,206 | 174,917 |

# TELEVISION MARKETS [ADIs]: 1990 RETAIL SALES BY MERCHANDISE LINE

S&MM ESTIMATES

Merchandise Line Sales

| S&MM/ARBITRON TV MARKET (ADI) | Home Computers & Calculators | | Furniture & Sleep Equipment | | Men's & Boys' Clothing | | | Women's & Girls' Clothing | | | Footwear | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | In All Stores ($000) | In Radio/TV Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) |
| **ALABAMA** | | | | | | | | | | | | | |
| **ANNISTON** | 1,831 | 864 | 10,043 | 9,172 | 16,910 | 7,544 | 8,049 | 37,816 | 19,201 | 16,003 | 10,995 | 7,002 | 3,353 |
| **BIRMINGHAM** | 26,133 | 14,325 | 161,705 | 126,520 | 238,087 | 126,276 | 97,337 | 545,172 | 307,673 | 208,262 | 144,206 | 103,248 | 32,346 |
| **DOTHAN** | 6,755 | 5,284 | 27,392 | 24,130 | 38,344 | 14,793 | 17,674 | 86,821 | 41,984 | 35,920 | 25,708 | 16,011 | 4,926 |
| **HUNTSVILLE - DECATUR - FLORENCE** | 22,118 | 16,023 | 102,299 | 83,688 | 146,893 | 63,823 | 72,036 | 330,152 | 177,316 | 133,337 | 80,813 | 56,846 | 19,386 |
| **MOBILE - PENSACOLA** | 18,100 | 11,453 | 132,477 | 98,892 | 180,336 | 65,387 | 98,935 | 396,582 | 172,773 | 193,902 | 117,583 | 79,766 | 26,767 |
| **MONTGOMERY - SELMA** | 9,255 | 5,562 | 71,739 | 51,546 | 89,562 | 35,177 | 45,447 | 195,101 | 88,156 | 91,333 | 52,375 | 35,886 | 12,291 |
| **TUSCALOOSA** | 3,244 | 2,157 | 22,106 | 17,820 | 32,846 | 11,038 | 18,580 | 70,177 | 31,059 | 35,622 | 19,495 | 12,388 | 5,638 |
| **ARIZONA** | | | | | | | | | | | | | |
| **FLAGSTAFF** | 2,288 | 1,753 | 9,420 | 7,108 | 19,442 | 5,594 | 6,894 | 29,354 | 7,809 | 12,537 | 8,581 | 4,778 | 1,526 |
| **PHOENIX** | 124,039 | 48,763 | 442,764 | 317,047 | 467,138 | 178,422 | 226,024 | 1,057,783 | 390,657 | 417,790 | 371,066 | 188,232 | 54,850 |
| **TUCSON** | 35,587 | 18,687 | 114,533 | 84,392 | 149,837 | 58,617 | 72,970 | 284,681 | 131,872 | 126,554 | 95,690 | 71,423 | 14,711 |
| **ARKANSAS** | | | | | | | | | | | | | |
| **FT. SMITH** | 8,073 | 3,923 | 62,149 | 44,557 | 77,738 | 23,615 | 46,966 | 158,944 | 60,133 | 88,245 | 45,645 | 26,244 | 15,486 |
| **JONESBORO** | 1,591 | 692 | 19,754 | 18,203 | 27,149 | 11,668 | 12,460 | 64,378 | 33,242 | 25,756 | 19,407 | 12,701 | 4,801 |
| **LITTLE ROCK** | 17,301 | 9,916 | 144,190 | 118,937 | 192,923 | 66,452 | 103,550 | 429,612 | 199,872 | 195,813 | 119,558 | 78,970 | 28,692 |
| **CALIFORNIA** | | | | | | | | | | | | | |
| **BAKERSFIELD** | 6,367 | 4,744 | 52,479 | 39,278 | 69,481 | 30,423 | 33,688 | 117,957 | 48,078 | 60,026 | 42,449 | 30,090 | 6,941 |
| **CHICO - REDDING** | 11,530 | 5,720 | 47,520 | 32,349 | 52,415 | 18,182 | 26,237 | 94,204 | 37,583 | 44,419 | 30,767 | 20,948 | 5,476 |
| **EL CENTRO - YUMA** | 4,179 | 2,100 | 18,544 | 12,166 | 34,193 | 13,782 | 15,932 | 64,228 | 26,522 | 30,055 | 17,738 | 12,363 | 3,339 |
| **EUREKA** | 3,002 | 2,304 | 11,858 | 9,028 | 20,569 | 12,614 | 5,322 | 35,906 | 22,778 | 10,532 | 12,869 | 10,160 | 1,024 |
| **FRESNO - VISALIA** | 33,718 | 20,418 | 160,805 | 124,977 | 186,388 | 82,641 | 80,872 | 334,270 | 145,228 | 159,700 | 108,072 | 72,883 | 18,056 |
| **LOS ANGELES** | 822,495 | 531,667 | 2,249,623 | 1,705,005 | 3,280,098 | 1,757,058 | 1,211,438 | 6,462,093 | 3,552,041 | 2,380,079 | 1,894,317 | 1,426,818 | 301,366 |
| **PALM SPRINGS** | 6,505 | 3,550 | 27,375 | 20,380 | 35,677 | 14,193 | 15,330 | 65,664 | 26,691 | 30,163 | 19,962 | 13,684 | 3,738 |
| **SACRAMENTO - STOCKTON** | 80,046 | 51,632 | 431,740 | 324,911 | 465,558 | 192,944 | 235,866 | 912,951 | 390,317 | 462,212 | 270,520 | 176,091 | 66,417 |
| **SALINAS - MONTEREY** | 21,625 | 10,037 | 68,132 | 47,203 | 108,548 | 49,474 | 47,180 | 214,236 | 106,357 | 87,315 | 63,924 | 44,704 | 11,925 |
| **SAN DIEGO** | 127,327 | 69,442 | 468,036 | 378,906 | 526,429 | 268,006 | 216,174 | 1,051,027 | 574,633 | 418,350 | 332,314 | 256,302 | 48,210 |
| **SAN FRANCISCO - OAKLAND - SAN JOSE** | 532,531 | 271,410 | 1,142,834 | 831,482 | 1,468,480 | 760,292 | 561,531 | 2,958,248 | 1,571,423 | 1,166,550 | 895,420 | 620,375 | 177,249 |
| **SANTA BARBARA - SANTA MARIA - SAN LUIS OBISPO** | 20,836 | 13,630 | 78,855 | 63,403 | 98,591 | 56,145 | 31,698 | 195,624 | 113,444 | 62,848 | 58,538 | 44,305 | 6,411 |
| **COLORADO** | | | | | | | | | | | | | |
| **COLORADO SPRINGS - PUEBLO** | 16,205 | 12,017 | 85,728 | 64,369 | 98,895 | 33,091 | 50,209 | 210,967 | 92,732 | 89,142 | 57,866 | 39,304 | 10,977 |
| **DENVER** | 78,206 | 52,230 | 411,959 | 306,668 | 573,434 | 226,966 | 243,776 | 1,128,519 | 490,002 | 472,495 | 306,853 | 206,490 | 53,224 |
| **GRAND JUNCTION - DURANGO** | 2,394 | 1,545 | 15,154 | 13,519 | 23,074 | 9,187 | 8,943 | 41,039 | 19,684 | 15,184 | 9,977 | 5,662 | 2,381 |
| **CONNECTICUT** | | | | | | | | | | | | | |
| **HARTFORD - NEW HAVEN** | 83,720 | 47,888 | 463,271 | 368,425 | 485,116 | 235,871 | 197,285 | 1,003,928 | 527,719 | 398,618 | 247,773 | 186,042 | 40,270 |

# TELEVISION MARKETS [ADIs]: 1990 RETAIL SALES BY MERCHANDISE LINE

S&MM ESTIMATES

Merchandise Line Sales

| S&MM/ARBITRON TV MARKET (ADI) | Groceries & Other Foods | | Drugs & Health & Beauty Aids | | | Major Household Appliances | | | TVs, Video Recorders & Tapes | | | Audio Equipment, Musical Instruments & Supplies | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | In All Stores ($000) | In Food Stores ($000) | In All Stores ($000) | In Drug-stores ($000) | In Food Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) |
| **DISTRICT OF COLUMBIA** | | | | | | | | | | | | | |
| WASHINGTON | 5,654,471 | 5,285,129 | 1,947,848 | 1,081,719 | 606,933 | 366,941 | 132,057 | 143,919 | 381,090 | 248,269 | 80,905 | 486,622 | 370,079 |
| **FLORIDA** | | | | | | | | | | | | | |
| FT. MYERS - NAPLES | 863,323 | 791,184 | 219,948 | 120,317 | 55,459 | 68,027 | 36,948 | 18,256 | 45,693 | 26,120 | 14,071 | 36,550 | 22,887 |
| GAINESVILLE | 292,069 | 273,463 | 69,348 | 32,595 | 20,028 | 18,829 | 7,077 | 7,091 | 13,847 | 7,068 | 4,496 | 19,950 | 13,752 |
| JACKSONVILLE | 1,377,276 | 1,264,060 | 432,992 | 270,075 | 89,108 | 107,114 | 47,637 | 29,087 | 87,618 | 55,948 | 13,943 | 87,729 | 61,163 |
| MIAMI - FT. LAUDERDALE | 4,079,021 | 3,832,288 | 1,550,699 | 919,189 | 282,610 | 372,338 | 175,792 | 101,869 | 241,507 | 135,355 | 63,917 | 304,319 | 224,299 |
| ORLANDO - DAYTONA BEACH - MELBOURNE | 2,752,179 | 2,503,956 | 752,510 | 378,565 | 186,566 | 261,345 | 103,834 | 78,613 | 146,818 | 66,201 | 52,195 | 173,184 | 108,192 |
| PANAMA CITY | 337,893 | 320,482 | 85,206 | 47,240 | 21,970 | 16,368 | 6,337 | 5,197 | 10,056 | 4,449 | 3,780 | 11,211 | 6,979 |
| SARASOTA | 399,731 | 372,057 | 116,044 | 75,354 | 20,886 | 40,363 | 24,463 | 9,235 | 27,747 | 17,303 | 6,638 | 32,832 | 25,655 |
| TALLAHASSEE - THOMASVILLE | 592,598 | 545,523 | 167,407 | 98,442 | 39,705 | 46,407 | 21,163 | 12,076 | 28,116 | 14,389 | 7,309 | 27,720 | 17,521 |
| TAMPA - ST. PETERSBURG | 3,637,436 | 3,323,408 | 1,069,822 | 566,587 | 228,312 | 320,296 | 155,626 | 82,153 | 225,725 | 101,446 | 62,701 | 261,715 | 164,648 |
| WEST PALM BEACH - FT. PIERCE - VERO BEACH | 1,707,086 | 1,582,679 | 507,067 | 308,755 | 111,447 | 124,167 | 71,252 | 32,054 | 82,596 | 44,930 | 22,943 | 97,891 | 71,828 |
| **GEORGIA** | | | | | | | | | | | | | |
| ALBANY | 502,710 | 450,713 | 119,009 | 73,268 | 26,614 | 28,990 | 11,695 | 7,285 | 17,136 | 8,959 | 4,592 | 16,105 | 10,494 |
| ATLANTA | 4,352,732 | 3,930,056 | 1,346,880 | 785,805 | 286,694 | 379,256 | 172,402 | 103,119 | 277,973 | 136,511 | 85,671 | 341,212 | 242,815 |
| AUGUSTA | 624,082 | 569,669 | 192,773 | 126,290 | 35,564 | 42,003 | 18,126 | 13,679 | 30,909 | 14,844 | 10,214 | 32,954 | 21,514 |
| COLUMBUS | 540,813 | 497,462 | 134,355 | 80,641 | 22,606 | 38,851 | 13,666 | 13,096 | 27,340 | 13,935 | 7,794 | 26,260 | 16,678 |
| MACON | 501,934 | 459,715 | 152,136 | 98,536 | 29,306 | 41,692 | 13,076 | 14,070 | 25,022 | 12,664 | 7,830 | 25,091 | 16,413 |
| SAVANNAH | 732,657 | 673,551 | 216,526 | 136,313 | 43,035 | 52,370 | 24,310 | 11,272 | 37,306 | 18,344 | 9,060 | 36,012 | 21,420 |
| **IDAHO** | | | | | | | | | | | | | |
| BOISE | 436,626 | 387,090 | 98,510 | 27,620 | 49,261 | 29,643 | 14,794 | 7,399 | 18,969 | 8,903 | 4,952 | 27,508 | 16,013 |
| IDAHO FALLS - POCATELLO | 326,214 | 294,806 | 79,627 | 33,658 | 30,837 | 24,196 | 14,397 | 4,144 | 14,097 | 8,150 | 3,528 | 17,293 | 10,847 |
| TWIN FALLS | 97,268 | 87,614 | 30,577 | 17,136 | 9,020 | 9,503 | 6,462 | 1,323 | 5,392 | 3,637 | 801 | 6,871 | 4,682 |
| **ILLINOIS** | | | | | | | | | | | | | |
| CHICAGO | 9,437,327 | 8,692,296 | 2,910,641 | 1,813,647 | 432,485 | 814,603 | 379,475 | 285,015 | 668,961 | 378,312 | 140,423 | 788,764 | 556,533 |
| PEORIA - BLOOMINGTON | 636,124 | 581,137 | 190,346 | 111,528 | 35,778 | 46,385 | 25,074 | 14,223 | 28,924 | 9,832 | 11,097 | 41,354 | 23,053 |
| QUINCY - HANNIBAL | 291,922 | 266,075 | 77,918 | 43,007 | 12,692 | 15,980 | 8,503 | 2,864 | 12,542 | 6,106 | 3,346 | 9,498 | 4,575 |
| ROCKFORD | 478,122 | 440,103 | 129,486 | 69,159 | 18,655 | 38,993 | 21,760 | 9,786 | 26,270 | 17,542 | 4,949 | 28,248 | 17,933 |
| SPRINGFIELD - DECATUR - CHAMPAIGN | 946,130 | 849,418 | 280,178 | 156,096 | 43,262 | 80,805 | 37,338 | 26,469 | 67,167 | 32,568 | 17,693 | 68,118 | 41,076 |
| **INDIANA** | | | | | | | | | | | | | |
| EVANSVILLE | 765,034 | 708,844 | 234,643 | 147,147 | 35,164 | 52,200 | 23,956 | 15,906 | 49,362 | 23,075 | 12,565 | 51,252 | 25,554 |
| FT. WAYNE | 632,724 | 585,152 | 172,355 | 111,833 | 28,367 | 55,817 | 29,085 | 15,888 | 51,745 | 28,241 | 8,309 | 46,678 | 25,465 |
| INDIANAPOLIS | 2,165,122 | 1,994,300 | 692,128 | 409,633 | 95,150 | 204,886 | 117,796 | 50,427 | 230,658 | 104,122 | 32,768 | 195,323 | 103,649 |
| LAFAYETTE | 129,079 | 119,985 | 38,966 | 20,506 | 6,564 | 15,449 | 8,436 | 4,638 | 13,751 | 7,664 | 1,885 | 20,335 | 8,436 |
| SOUTH BEND - ELKHART | 845,783 | 752,174 | 231,417 | 141,968 | 40,995 | 63,624 | 28,446 | 20,221 | 55,470 | 28,693 | 9,497 | 53,911 | 23,578 |
| TERRE HAUTE | 392,870 | 342,064 | 197,353 | 151,584 | 16,588 | 33,276 | 15,737 | 6,730 | 36,434 | 11,054 | 4,466 | 66,868 | 9,652 |

# TELEVISION MARKETS [ADIs]: 1990 RETAIL SALES BY MERCHANDISE LINE

S&MM ESTIMATES

| S&MM/ARBITRON TV MARKET (ADI) | Merchandise Line Sales: Home Computers & Calculators |  | Furniture & Sleep Equipment |  | Men's & Boys' Clothing |  |  | Women's & Girls' Clothing |  |  | Footwear |  |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  | In All Stores ($000) | In Radio/TV Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) |
| **DISTRICT OF COLUMBIA** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| WASHINGTON | 185,179 | 133,634 | 871,048 | 630,209 | 1,155,029 | 545,567 | 491,049 | 2,330,885 | 1,116,695 | 993,274 | 606,423 | 420,185 | 126,890 |
| **FLORIDA** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| FT. MYERS - NAPLES | 16,292 | 8,579 | 172,322 | 141,183 | 119,389 | 45,428 | 62,219 | 286,238 | 149,158 | 120,321 | 70,976 | 50,355 | 14,710 |
| GAINESVILLE | 5,439 | 3,057 | 22,813 | 16,454 | 37,453 | 9,547 | 23,175 | 75,189 | 28,809 | 41,162 | 20,935 | 14,975 | 3,113 |
| JACKSONVILLE | 27,297 | 16,386 | 177,668 | 132,634 | 196,519 | 65,038 | 97,669 | 461,455 | 179,967 | 183,845 | 111,217 | 74,744 | 20,539 |
| MIAMI - FT. LAUDERDALE | 101,965 | 69,748 | 705,749 | 524,584 | 769,061 | 341,835 | 368,773 | 1,655,696 | 875,495 | 673,229 | 495,781 | 375,174 | 79,680 |
| ORLANDO - DAYTONA BEACH - MELBOURNE | 59,151 | 36,049 | 369,795 | 247,077 | 395,361 | 145,914 | 204,638 | 817,209 | 353,810 | 382,816 | 220,546 | 151,316 | 41,811 |
| PANAMA CITY | 2,642 | 1,276 | 28,069 | 23,685 | 35,656 | 14,960 | 17,368 | 72,686 | 33,324 | 32,834 | 22,604 | 15,695 | 4,633 |
| SARASOTA | 11,601 | 4,418 | 86,318 | 65,034 | 62,028 | 21,297 | 34,632 | 157,666 | 68,678 | 77,633 | 37,831 | 25,366 | 8,946 |
| TALLAHASSEE - THOMASVILLE | 11,411 | 7,036 | 67,402 | 52,755 | 82,014 | 30,946 | 35,427 | 177,489 | 76,743 | 72,628 | 50,370 | 31,362 | 11,559 |
| TAMPA - ST. PETERSBURG | 97,539 | 37,924 | 480,445 | 316,623 | 497,231 | 153,882 | 262,537 | 1,021,034 | 403,056 | 505,241 | 297,174 | 182,041 | 56,280 |
| WEST PALM BEACH - FT. PIERCE - VERO BEACH | 24,170 | 12,480 | 318,495 | 250,299 | 267,032 | 118,655 | 130,960 | 667,407 | 345,962 | 259,188 | 153,444 | 109,713 | 29,676 |
| **GEORGIA** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| ALBANY | 4,763 | 1,579 | 38,780 | 30,749 | 51,795 | 19,371 | 26,498 | 116,083 | 42,827 | 55,467 | 31,889 | 17,904 | 8,867 |
| ATLANTA | 112,663 | 42,973 | 631,061 | 473,929 | 826,375 | 325,921 | 392,357 | 1,830,226 | 747,163 | 875,525 | 468,198 | 285,388 | 133,340 |
| AUGUSTA | 8,470 | 2,939 | 57,712 | 43,198 | 85,955 | 24,898 | 50,342 | 182,353 | 63,667 | 100,594 | 50,485 | 27,909 | 17,125 |
| COLUMBUS | 7,229 | 3,226 | 61,694 | 46,001 | 70,890 | 27,826 | 35,772 | 156,511 | 70,769 | 70,407 | 40,693 | 27,295 | 9,191 |
| MACON | 8,002 | 2,636 | 63,907 | 51,690 | 71,245 | 24,782 | 38,319 | 162,944 | 65,901 | 78,611 | 44,547 | 25,888 | 12,013 |
| SAVANNAH | 10,296 | 4,776 | 80,997 | 64,814 | 94,043 | 40,840 | 43,006 | 219,021 | 109,453 | 84,396 | 60,193 | 39,526 | 12,837 |
| **IDAHO** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| BOISE | 16,012 | 4,847 | 45,628 | 33,471 | 57,812 | 26,964 | 23,146 | 107,082 | 50,247 | 47,176 | 31,848 | 21,274 | 6,411 |
| IDAHO FALLS - POCATELLO | 6,123 | 3,194 | 30,789 | 26,044 | 49,101 | 21,837 | 18,352 | 81,494 | 40,851 | 28,145 | 25,985 | 19,840 | 2,906 |
| TWIN FALLS | 2,312 | 1,165 | 12,884 | 11,452 | 18,384 | 10,466 | 4,179 | 31,636 | 20,058 | 7,347 | 12,134 | 10,248 | 697 |
| **ILLINOIS** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| CHICAGO | 219,644 | 146,744 | 1,555,105 | 1,044,966 | 2,125,759 | 1,024,848 | 839,512 | 4,671,699 | 2,315,724 | 1,508,176 | 1,187,567 | 799,235 | 209,092 |
| PEORIA - BLOOMINGTON | 18,226 | 11,373 | 72,392 | 49,108 | 97,451 | 27,704 | 56,751 | 196,275 | 74,736 | 106,537 | 49,184 | 35,581 | 10,245 |
| QUINCY - HANNIBAL | 2.883 | 1,246 | 18,506 | 15,780 | 33,787 | 13,266 | 13,445 | 67,594 | 30,384 | 25,833 | 17,275 | 11,226 | 4,070 |
| ROCKFORD | 8,750 | 4,134 | 54,002 | 38,887 | 67,925 | 20,890 | 37,788 | 140,118 | 53,873 | 80,276 | 35,706 | 26,547 | 6,268 |
| SPRINGFIELD - DECATUR - CHAMPAIGN | 20,848 | 9,036 | 95,715 | 65,638 | 183,977 | 55,719 | 96,830 | 327,036 | 122,066 | 175,307 | 81,325 | 53,642 | 20,836 |
| **INDIANA** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| EVANSVILLE | 10,996 | 4,683 | 86,868 | 67,278 | 110,098 | 35,162 | 65,282 | 240,106 | 89,904 | 124,283 | 58,549 | 37,963 | 13,713 |
| FT. WAYNE | 16,347 | 9,582 | 75,096 | 54,723 | 96,949 | 28,721 | 57,630 | 207,228 | 81,637 | 97,472 | 51,642 | 34,466 | 11,229 |
| INDIANAPOLIS | 73,895 | 45,181 | 298,345 | 215,338 | 423,547 | 134,007 | 239,088 | 1,362,527 | 331,557 | 413,923 | 248,889 | 131,205 | 48,073 |
| LAFAYETTE | 3,423 | 1,719 | 14,871 | 10,508 | 32,323 | 8,951 | 22,321 | 62,178 | 20,464 | 38,990 | 14,739 | 9,277 | 4,348 |
| SOUTH BEND - ELKHART | 20,455 | 13,434 | 91,131 | 65,992 | 123,210 | 39,537 | 69,134 | 244,158 | 105,823 | 108,969 | 66,884 | 46,178 | 13,731 |
| TERRE HAUTE | 5,869 | 2,009 | 26,830 | 17,520 | 77,444 | 38,934 | 25,507 | 224,080 | 99,180 | 45,961 | 65,441 | 49,268 | 4,927 |

# TELEVISION MARKETS [ADIs]: 1990 RETAIL SALES BY MERCHANDISE LINE

S&MM ESTIMATES

| S&MM/ARBITRON TV MARKET (ADI) | Merchandise Line Sales: Groceries & Other Foods | | Drugs & Health & Beauty Aids | | | Major Household Appliances | | | TVs, Video Recorders & Tapes | | | Audio Equipment, Musical Instruments & Supplies | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | In All Stores ($000) | In Food Stores ($000) | In All Stores ($000) | In Drug-stores ($000) | In Food Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) |
| **IOWA** | | | | | | | | | | | | | |
| **CEDAR RAPIDS - WATERLOO - DUBUQUE** | 916,744 | 819,032 | 225,402 | 118,820 | 34,724 | 57,468 | 22,925 | 16,208 | 44,705 | 23,379 | 13,121 | 46,086 | 30,298 |
| **DAVENPORT - ROCK ISLAND - MOLINE** | 880,997 | 799,999 | 249,842 | 142,507 | 38,737 | 55,203 | 26,515 | 16,473 | 46,614 | 27,682 | 13,517 | 41,286 | 26,104 |
| **DES MOINES** | 1,209,303 | 1,111,489 | 304,290 | 143,133 | 59,844 | 64,901 | 27,551 | 19,926 | 53,296 | 30,236 | 15,830 | 49,159 | 29,739 |
| **OTTUMWA - KIRKSVILLE** | 91,954 | 83,278 | 17,644 | 7,750 | 4,121 | 4,140 | 1,764 | 494 | 3,324 | 1,234 | 1,172 | 2,756 | 1,098 |
| **SIOUX CITY** | 448,792 | 409,944 | 106,915 | 53,259 | 23,748 | 22,741 | 10,028 | 4,887 | 16,784 | 8,300 | 3,647 | 14,748 | 7,390 |
| **KANSAS** | | | | | | | | | | | | | |
| **TOPEKA** | 413,439 | 371,779 | 117,461 | 55,464 | 35,630 | 29,079 | 10,936 | 9,922 | 23,808 | 10,388 | 8,912 | 21,444 | 12,795 |
| **WICHITA - HUTCHINSON** | 1,241,152 | 1,122,044 | 350,050 | 132,625 | 132,084 | 67,678 | 23,897 | 20,450 | 68,012 | 25,264 | 23,197 | 66,706 | 41,071 |
| **KENTUCKY** | | | | | | | | | | | | | |
| **BOWLING GREEN** | 136,678 | 121,057 | 50,663 | 30,411 | 7,121 | 12,129 | 6,365 | 1,466 | 7,714 | 3,758 | 2,344 | 7,671 | 3,988 |
| **LEXINGTON** | 1,041,153 | 948,228 | 317,619 | 190,346 | 59,361 | 70,794 | 35,886 | 14,923 | 58,927 | 38,178 | 12,035 | 57,009 | 38,785 |
| **LOUISVILLE** | 1,588,787 | 1,452,468 | 511,999 | 320,390 | 91,543 | 108,052 | 54,257 | 24,436 | 90,488 | 52,306 | 20,889 | 99,760 | 53,813 |
| **PADUCAH - CAPE GIRARDEAU - HARRISBURG - MARION** | 938,146 | 848,398 | 267,205 | 148,586 | 43,778 | 59,646 | 30,345 | 8,179 | 42,537 | 19,307 | 14,916 | 35,581 | 16,808 |
| **LOUISIANA** | | | | | | | | | | | | | |
| **ALEXANDRIA** | 282,443 | 262,362 | 82,184 | 44,471 | 15,915 | 18,270 | 7,878 | 5,490 | 14,640 | 4,656 | 6,858 | 12,973 | 6,672 |
| **BATON ROUGE** | 959,442 | 913,251 | 278,867 | 135,553 | 82,376 | 50,186 | 19,973 | 20,698 | 47,972 | 25,612 | 14,976 | 55,681 | 39,780 |
| **LAFAYETTE** | 710,131 | 671,726 | 220,346 | 122,455 | 56,597 | 31,329 | 13,803 | 8,414 | 24,735 | 8,472 | 10,444 | 20,735 | 8,743 |
| **LAKE CHARLES** | 308,856 | 290,041 | 89,389 | 41,979 | 22,722 | 18,193 | 7,794 | 5,629 | 14,225 | 4,581 | 7,737 | 12,709 | 6,861 |
| **MONROE - EL DORADO** | 619,642 | 572,890 | 183,979 | 104,362 | 34,140 | 36,984 | 16,810 | 7,106 | 25,154 | 9,647 | 7,825 | 21,751 | 11,043 |
| **NEW ORLEANS** | 2,356,802 | 2,207,630 | 719,826 | 394,657 | 179,769 | 172,252 | 97,671 | 41,569 | 92,131 | 46,537 | 25,582 | 105,240 | 71,514 |
| **SHREVEPORT - TEXARKANA** | 1,123,911 | 1,037,561 | 355,003 | 187,233 | 92,117 | 84,535 | 44,238 | 18,320 | 71,766 | 35,856 | 20,017 | 59,892 | 33,662 |
| **MAINE** | | | | | | | | | | | | | |
| **BANGOR** | 485,415 | 456,171 | 94,905 | 51,499 | 32,893 | 27,662 | 14,069 | 5,221 | 14,601 | 7,326 | 3,482 | 20,346 | 12,737 |
| **PORTLAND - POLAND SPRING** | 1,448,203 | 1,347,578 | 302,549 | 174,635 | 90,430 | 103,028 | 50,319 | 20,145 | 49,114 | 27,191 | 12,656 | 73,492 | 48,398 |
| **PRESQUE ISLE** | 109,773 | 102,426 | 23,583 | 13,575 | 7,477 | 5,817 | 2,916 | 1,323 | 3,657 | 2,037 | 882 | 4,548 | 2,681 |
| **MARYLAND** | | | | | | | | | | | | | |
| **BALTIMORE** | 2,909,885 | 2,704,935 | 958,333 | 542,808 | 285,558 | 204,511 | 74,854 | 85,718 | 170,184 | 87,950 | 58,626 | 203,420 | 152,741 |
| **HAGERSTOWN** | 150,488 | 140,353 | 47,638 | 30,261 | 9,404 | 16,345 | 7,275 | 5,436 | 8,808 | 4,595 | 3,398 | 8,347 | 6,683 |
| **SALISBURY** | 339,178 | 310,640 | 85,659 | 53,025 | 18,135 | 38,556 | 11,167 | 8,156 | 12,756 | 4,616 | 5,820 | 15,684 | 10,463 |
| **MASSACHUSETTS** | | | | | | | | | | | | | |
| **BOSTON** | 8,784,024 | 8,320,360 | 1,954,977 | 1,311,103 | 371,485 | 576,922 | 246,129 | 146,429 | 366,050 | 172,407 | 85,577 | 635,935 | 482,402 |
| **SPRINGFIELD** | 883,918 | 839,469 | 201,955 | 134,637 | 38,006 | 53,776 | 20,012 | 15,144 | 35,589 | 15,485 | 9,085 | 58,460 | 38,831 |

# TELEVISION MARKETS [ADIs]: 1990 RETAIL SALES BY MERCHANDISE LINE

S&MM ESTIMATES

| S&MM/ARBITRON TV MARKET (ADI) | Merchandise Line Sales | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Home Computers & Calculators | | Furniture & Sleep Equipment | | Men's & Boys' Clothing | | | Women's & Girls' Clothing | | | Footwear | | |
| | In All Stores ($000) | In Radio/TV Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) |
| **IOWA** | | | | | | | | | | | | | |
| **CEDAR RAPIDS - WATERLOO - DUBUQUE** | 12,606 | 3,996 | 79,874 | 56,907 | 133,648 | 37,888 | 73,174 | 276,750 | 95,895 | 141,969 | 66,056 | 47,199 | 12,898 |
| **DAVENPORT - ROCK ISLAND - MOLINE** | 12,584 | 6,201 | 78,036 | 56,942 | 133,682 | 44,413 | 73,975 | 270,456 | 100,016 | 145,716 | 64,007 | 42,146 | 16,666 |
| **DES MOINES** | 20,149 | 12,788 | 98,167 | 69,137 | 185,571 | 74,310 | 91,295 | 369,285 | 164,553 | 169,103 | 87,347 | 64,101 | 17,709 |
| **OTTUMWA - KIRKSVILLE** | 1,019 | 635 | 5,082 | 4,114 | 9,886 | 4,014 | 3,456 | 19,837 | 8,612 | 6,922 | 5,765 | 3,621 | 1,238 |
| **SIOUX CITY** | 6,020 | 3,010 | 27,723 | 21,555 | 64,590 | 26,058 | 23,462 | 117,680 | 53,291 | 43,564 | 32,712 | 21,645 | 4,549 |
| **KANSAS** | | | | | | | | | | | | | |
| **TOPEKA** | 5,422 | 3,382 | 40,464 | 27,771 | 58,569 | 22,806 | 31,441 | 118,305 | 49,335 | 60,927 | 33,970 | 22,482 | 8,700 |
| **WICHITA - HUTCHINSON** | 18,089 | 11,205 | 87,064 | 60,571 | 190,581 | 72,320 | 79,628 | 348,084 | 158,523 | 149,674 | 112,037 | 73,984 | 20,270 |
| **KENTUCKY** | | | | | | | | | | | | | |
| **BOWLING GREEN** | 2,250 | 1,301 | 15,738 | 13,576 | 25,315 | 9,550 | 12,897 | 51,695 | 22,174 | 24,620 | 14,506 | 8,541 | 3,263 |
| **LEXINGTON** | 18,931 | 11,851 | 100,847 | 81,922 | 162,032 | 56,083 | 86,850 | 360,335 | 154,915 | 166,022 | 83,315 | 49,756 | 20,188 |
| **LOUISVILLE** | 20,689 | 8,499 | 193,414 | 150,524 | 240,097 | 66,730 | 138,021 | 529,896 | 224,598 | 248,894 | 130,189 | 78,597 | 31,873 |
| **PADUCAH - CAPE GIRARDEAU - HARRISBURG - MARION** | 10,501 | 5,991 | 69,630 | 60,554 | 122,615 | 53,107 | 53,781 | 246,994 | 118,679 | 105,352 | 71,789 | 46,323 | 17,127 |
| **LOUISIANA** | | | | | | | | | | | | | |
| **ALEXANDRIA** | 3,807 | 2,452 | 22,701 | 15,799 | 41,158 | 14,060 | 20,993 | 84,050 | 32,771 | 39,649 | 25,415 | 15,718 | 6,122 |
| **BATON ROUGE** | 27,717 | 22,811 | 85,392 | 59,166 | 129,527 | 44,895 | 73,579 | 269,890 | 93,118 | 154,475 | 84,417 | 56,601 | 19,784 |
| **LAFAYETTE** | 8,054 | 5,331 | 43,087 | 28,183 | 71,503 | 32,940 | 33,988 | 165,261 | 83,437 | 73,576 | 52,165 | 35,363 | 11,880 |
| **LAKE CHARLES** | 3,154 | 1,840 | 21,120 | 13,414 | 33,544 | 12,788 | 17,538 | 73,771 | 32,570 | 36,248 | 23,825 | 15,219 | 5,810 |
| **MONROE - EL DORADO** | 5,888 | 1,704 | 40,420 | 32,117 | 71,677 | 25,550 | 31,027 | 158,204 | 68,383 | 60,154 | 48,357 | 30,492 | 8,809 |
| **NEW ORLEANS** | 37,382 | 22,651 | 217,454 | 156,029 | 314,539 | 128,565 | 141,234 | 669,885 | 307,839 | 291,288 | 222,805 | 158,090 | 41,082 |
| **SHREVEPORT - TEXARKANA** | 24,452 | 11,826 | 110,486 | 85,528 | 144,692 | 54,928 | 71,605 | 308,701 | 134,197 | 138,766 | 87,370 | 56,881 | 18,262 |
| **MAINE** | | | | | | | | | | | | | |
| **BANGOR** | 9,000 | 5,087 | 35,893 | 27,686 | 60,072 | 22,060 | 15,264 | 92,216 | 36,869 | 29,728 | 31,135 | 16,643 | 2,277 |
| **PORTLAND - POLAND SPRING** | 75,172 | 22,661 | 132,239 | 105,732 | 308,581 | 96,323 | 56,657 | 417,570 | 163,926 | 107,331 | 180,845 | 73,755 | 8,351 |
| **PRESQUE ISLE** | 1,945 | 956 | 7,842 | 6,262 | 10,271 | 4,897 | 3,867 | 16,797 | 6,792 | 7,529 | 4,850 | 3,629 | 576 |
| **MARYLAND** | | | | | | | | | | | | | |
| **BALTIMORE** | 71,630 | 33,199 | 457,343 | 321,846 | 534,597 | 239,028 | 221,213 | 1,056,517 | 506,666 | 439,361 | 299,794 | 226,519 | 55,195 |
| **HAGERSTOWN** | 3,397 | 2,287 | 19,336 | 13,688 | 21,156 | 6,642 | 13,479 | 39,619 | 11,874 | 25,373 | 10,476 | 6,797 | 2,725 |
| **SALISBURY** | 5,980 | 1,990 | 49,701 | 37,700 | 66,524 | 34,735 | 25,222 | 127,085 | 72,000 | 46,044 | 33,873 | 24,222 | 6,430 |
| **MASSACHUSETTS** | | | | | | | | | | | | | |
| **BOSTON** | 373,382 | 172,715 | 1,015,122 | 803,120 | 1,371,716 | 666,489 | 505,399 | 2,905,760 | 1,524,722 | 941,958 | 647,566 | 478,701 | 83,656 |
| **SPRINGFIELD** | 19,292 | 9,261 | 96,276 | 73,375 | 131,659 | 53,685 | 60,141 | 278,586 | 125,493 | 112,061 | 55,711 | 37,517 | 10,293 |

# TELEVISION MARKETS [ADIs]: 1990 RETAIL SALES BY MERCHANDISE LINE

S&MM ESTIMATES

Merchandise Line Sales

| S&MM/ARBITRON TV MARKET (ADI) | Groceries & Other Foods | | Drugs & Health & Beauty Aids | | | Major Household Appliances | | | TVs, Video Recorders & Tapes | | | Audio Equipment, Musical Instruments & Supplies | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | In All Stores ($000) | In Food Stores ($000) | In All Stores ($000) | In Drug-stores ($000) | In Food Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) |
| **MICHIGAN** | | | | | | | | | | | | | |
| ALPENA | 50,808 | 42,167 | 15,838 | 11,162 | 1,925 | 3,381 | 1,758 | 530 | 1,637 | 1,167 | 179 | 1,965 | 1,241 |
| DETROIT | 5,502,959 | 4,487,435 | 1,664,284 | 1,097,717 | 176,445 | 428,137 | 229,271 | 147,658 | 323,588 | 235,903 | 55,036 | 354,533 | 278,647 |
| FLINT - SAGINAW - BAY CITY | 1,512,962 | 1,191,749 | 404,925 | 247,015 | 49,374 | 101,379 | 51,779 | 28,198 | 72,982 | 53,569 | 11,719 | 68,343 | 47,104 |
| GRAND RAPIDS - KALAMAZOO - BATTLE CREEK | 2,080,972 | 1,487,946 | 528,889 | 280,076 | 69,028 | 153,758 | 88,336 | 40,840 | 93,911 | 62,289 | 18,517 | 130,351 | 80,976 |
| LANSING | 835,867 | 538,842 | 210,485 | 108,101 | 23,094 | 67,792 | 37,578 | 20,858 | 42,311 | 29,565 | 7,546 | 51,141 | 36,442 |
| MARQUETTE | 177,539 | 152,607 | 40,790 | 24,970 | 6,966 | 11,171 | 6,357 | 1,692 | 5,773 | 4,223 | 586 | 6,799 | 4,483 |
| TRAVERSE CITY - CADILLAC | 689,276 | 599,140 | 152,310 | 96,800 | 27,342 | 39,521 | 19,384 | 5,378 | 18,709 | 12,878 | 1,871 | 21,215 | 13,672 |
| **MINNESOTA** | | | | | | | | | | | | | |
| DULUTH - SUPERIOR | 553,781 | 494,051 | 126,685 | 72,355 | 21,799 | 26,924 | 9,881 | 8,086 | 18,581 | 9,214 | 7,136 | 19,556 | 10,577 |
| MANKATO | 138,074 | 127,840 | 28,713 | 14,192 | 6,752 | 5,636 | 2,376 | 1,061 | 3,216 | 1,674 | 643 | 3,988 | 1,443 |
| MINNEAPOLIS - ST. PAUL | 4,464,807 | 3,899,979 | 1,118,150 | 510,756 | 224,630 | 285,641 | 119,382 | 90,077 | 227,373 | 116,863 | 64,802 | 294,599 | 162,020 |
| ROCHESTER - MASON CITY - AUSTIN | 426,174 | 379,000 | 92,830 | 35,965 | 18,883 | 25,562 | 11,642 | 7,099 | 19,867 | 10,698 | 6,082 | 22,228 | 12,694 |
| **MISSISSIPPI** | | | | | | | | | | | | | |
| BILOXI - GULFPORT - PASCAGOULA | 289,490 | 271,446 | 89,773 | 56,382 | 16,350 | 23,777 | 8,614 | 8,149 | 14,186 | 7,386 | 4,197 | 14,082 | 8,592 |
| COLUMBUS - TUPELO | 446,518 | 416,281 | 142,806 | 80,584 | 23,947 | 34,814 | 14,809 | 5,255 | 25,532 | 11,407 | 7,377 | 20,372 | 19,841 |
| GREENWOOD - GREENVILLE | 242,415 | 225,475 | 68,358 | 41,710 | 13,044 | 14,307 | 5,873 | 1,870 | 9,556 | 4,487 | 2,504 | 7,960 | 4,332 |
| JACKSON | 755,305 | 688,630 | 278,144 | 162,158 | 39,282 | 53,550 | 20,041 | 13,230 | 48,155 | 18,229 | 9,612 | 43,300 | 25,210 |
| LAUREL - HATTIESBURG | 266,528 | 247,931 | 89,696 | 52,133 | 14,400 | 19,345 | 7,363 | 3,031 | 13,937 | 5,671 | 4,129 | 11,220 | 5,521 |
| MERIDIAN | 188,868 | 174,820 | 55,104 | 30,651 | 9,936 | 13,090 | 5,012 | 1,987 | 9,146 | 3,857 | 2,349 | 7,346 | 3,659 |
| **MISSOURI** | | | | | | | | | | | | | |
| COLUMBIA - JEFFERSON CITY | 380,461 | 326,004 | 83,716 | 37,705 | 15,908 | 28,434 | 10,612 | 5,680 | 21,046 | 7,868 | 8,858 | 18,667 | 9,151 |
| JOPLIN - PITTSBURG | 391,921 | 348,912 | 98,524 | 39,853 | 31,080 | 21,729 | 7,863 | 6,699 | 18,936 | 5,364 | 9,093 | 15,368 | 7,613 |
| KANSAS CITY | 2,215,852 | 2,061,698 | 620,132 | 286,290 | 132,829 | 157,261 | 62,946 | 66,252 | 141,799 | 69,802 | 45,020 | 130,698 | 85,860 |
| ST. JOSEPH | 145,658 | 129,343 | 34,786 | 12,326 | 7,334 | 9,674 | 2,519 | 5,124 | 8,162 | 2,028 | 3,744 | 6,822 | 2,789 |
| ST. LOUIS | 3,136,643 | 2,881,083 | 954,268 | 470,541 | 208,466 | 223,704 | 91,770 | 59,608 | 176,975 | 79,111 | 64,234 | 194,649 | 112,757 |
| SPRINGFIELD | 866,542 | 787,421 | 198,591 | 71,184 | 57,569 | 54,248 | 17,365 | 14,763 | 43,839 | 12,284 | 20,349 | 39,457 | 17,116 |
| **MONTANA** | | | | | | | | | | | | | |
| BILLINGS - HARDIN | 298,777 | 273,548 | 83,569 | 24,459 | 45,060 | 14,457 | 5,343 | 5,562 | 11,162 | 4,708 | 2,545 | 15,103 | 8,964 |
| BUTTE | 150,345 | 135,004 | 47,760 | 27,721 | 16,580 | 9,276 | 5,719 | 777 | 5,943 | 4,323 | 348 | 5,827 | 3,539 |
| GREAT FALLS | 181,078 | 167,747 | 51,375 | 20,389 | 21,936 | 14,391 | 7,286 | 4,611 | 9,382 | 5,304 | 1,614 | 10,079 | 6,231 |
| HELENA | 74,643 | 67,081 | 17,081 | 6,135 | 8,238 | 4,616 | 2,461 | 892 | 2,828 | 1,860 | 566 | 2,889 | 1,523 |
| MISSOULA | 244,863 | 219,262 | 56,491 | 20,154 | 26,928 | 17,934 | 10,595 | 3,047 | 11,400 | 8,013 | 2,030 | 11,155 | 6,555 |
| **NEBRASKA** | | | | | | | | | | | | | |
| LINCOLN - HASTINGS - KEARNEY | 653,621 | 579,825 | 166,402 | 78,103 | 42,903 | 37,019 | 17,089 | 9,715 | 30,485 | 13,346 | 8,151 | 27,398 | 15,116 |
| NORTH PLATTE | 55,017 | 47,221 | 15,477 | 8,316 | 3,249 | 2,871 | 1,367 | 724 | 2,396 | 955 | 743 | 1,689 | 718 |
| OMAHA | 1,035,830 | 946,828 | 271,899 | 137,889 | 63,832 | 60,283 | 31,994 | 15,585 | 58,829 | 38,594 | 11,262 | 51,955 | 31,167 |

# TELEVISION MARKETS [ADIs]: 1990 RETAIL SALES BY MERCHANDISE LINE

S&MM ESTIMATES

Merchandise Line Sales

| S&MM/ARBITRON TV MARKET (ADI) | Home Computers & Calculators | | Furniture & Sleep Equipment | | Men's & Boys' Clothing | | | Women's & Girls' Clothing | | | Footwear | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | In All Stores ($000) | In Radio/TV Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) |
| **MICHIGAN** | | | | | | | | | | | | | |
| **ALPENA** | 643 | 319 | 4,164 | 3,743 | 5,478 | 2,565 | 1,975 | 10,534 | 5,270 | 4,062 | 2,955 | 2,233 | 484 |
| **DETROIT** | 132,571 | 82,070 | 822,288 | 616,473 | 1,372,837 | 467,204 | 545,731 | 2,211,671 | 1,180,222 | 943,394 | 578,647 | 427,124 | 114,595 |
| **FLINT - SAGINAW - BAY CITY** | 18,134 | 7,328 | 142,625 | 111,973 | 222,428 | 80,727 | 121,448 | 431,137 | 196,900 | 209,702 | 111,237 | 80,342 | 21,884 |
| **GRAND RAPIDS - KALAMAZOO - BATTLE CREEK** | 34,181 | 18,072 | 210,756 | 164,607 | 319,765 | 135,332 | 152,639 | 585,493 | 269,262 | 283,482 | 157,055 | 110,639 | 32,768 |
| **LANSING** | 20,233 | 15,282 | 84,407 | 65,945 | 124,930 | 40,530 | 73,614 | 232,544 | 92,507 | 125,979 | 58,288 | 36,224 | 16,971 |
| **MARQUETTE** | 3,949 | 2,936 | 14,831 | 13,538 | 17,311 | 7,603 | 6,299 | 32,924 | 15,620 | 12,037 | 8,967 | 6,616 | 1,387 |
| **TRAVERSE CITY - CADILLAC** | 7,139 | 3,473 | 45,980 | 41,286 | 68,114 | 36,775 | 19,989 | 130,708 | 75,547 | 37,656 | 39,787 | 32,004 | 4,393 |
| **MINNESOTA** | | | | | | | | | | | | | |
| **DULUTH - SUPERIOR** | 7,708 | 3,138 | 36,633 | 26,906 | 67,880 | 26,132 | 28,944 | 132,830 | 58,267 | 55,229 | 31,447 | 19,998 | 6,837 |
| **MANKATO** | 1,740 | 796 | 8,251 | 6,738 | 13,637 | 6,574 | 4,190 | 29,090 | 14,389 | 9,115 | 7,191 | 4,898 | 1,026 |
| **MINNEAPOLIS - ST. PAUL** | 101,715 | 56,629 | 510,314 | 349,665 | 866,801 | 308,421 | 395,877 | 1,557,127 | 674,286 | 628,861 | 390,849 | 237,798 | 100,771 |
| **ROCHESTER - MASON CITY - AUSTIN** | 9,536 | 5,176 | 34,489 | 23,924 | 66,336 | 23,526 | 32,928 | 130,913 | 54,268 | 59,139 | 31.521 | 21,120 | 7,851 |
| **MISSISSIPPI** | | | | | | | | | | | | | |
| **BILOXI - GULFPORT - PASCAGOULA** | 6,347 | 4,230 | 34,978 | 27,242 | 39,303 | 10,724 | 24,787 | 77,784 | 22,852 | 47,819 | 24,810 | 16,279 | 5,705 |
| **COLUMBUS - TUPELO** | 4,919 | 3,819 | 48,930 | 42,911 | 57,313 | 25,293 | 24,814 | 123,831 | 59,800 | 51,063 | 37,414 | 23,026 | 9,486 |
| **GREENWOOD - GREENVILLE** | 1,516 | 1,065 | 19,560 | 17,021 | 23,397 | 11,811 | 8,836 | 51,037 | 28,201 | 18,192 | 16,472 | 10,958 | 3,219 |
| **JACKSON** | 16,401 | 12,002 | 84,690 | 67,349 | 118,109 | 42,923 | 57,708 | 268,650 | 117,062 | 119,513 | 84,265 | 52,275 | 20,721 |
| **LAUREL - HATTIESBURG** | 3,017 | 2,356 | 25,229 | 21,539 | 34,863 | 15,409 | 14,214 | 75,141 | 36,411 | 29,250 | 23,051 | 14,164 | 5,310 |
| **MERIDIAN** | 1,485 | 1,000 | 17,142 | 14,500 | 21,032 | 8,541 | 9,692 | 45,013 | 20,202 | 19,936 | 13,330 | 7,743 | 3,024 |
| **MISSOURI** | | | | | | | | | | | | | |
| **COLUMBIA - JEFFERSON CITY** | 5,509 | 1,814 | 32,235 | 25,090 | 50,532 | 15,374 | 25,673 | 106,436 | 45,967 | 46,336 | 30,679 | 18,156 | 7,996 |
| **JOPLIN - PITTSBURG** | 4,008 | 1,555 | 23,725 | 18,496 | 43,952 | 16,014 | 21,799 | 93,397 | 37,949 | 43,257 | 31,356 | 21,205 | 7,414 |
| **KANSAS CITY** | 44,822 | 32,059 | 229,041 | 145,657 | 406,449 | 138,255 | 225,383 | 816,825 | 327,815 | 417,390 | 210,964 | 141,766 | 52,541 |
| **ST. JOSEPH** | 1,772 | 789 | 9,934 | 6,084 | 19,362 | 3,584 | 12,865 | 37,399 | 6,619 | 24,730 | 10,774 | 5,258 | 3,992 |
| **ST. LOUIS** | 69,950 | 44,756 | 323,425 | 231,516 | 547,078 | 175,257 | 329,017 | 1,177,866 | 489,584 | 604,068 | 295,460 | 186,329 | 83,239 |
| **SPRINGFIELD** | 10,809 | 5,068 | 70,266 | 48,407 | 109 966 | 35,964 | 60.435 | 222,716 | 80,439 | 120,870 | 61,552 | 34,382 | 19,509 |
| **MONTANA** | | | | | | | | | | | | | |
| **BILLINGS - HARDIN** | 4,493 | 1,862 | 29,708 | 23,268 | 37,377 | 18,268 | 15,209 | 80,353 | 35,504 | 37,420 | 22,289 | 17,236 | 2,823 |
| **BUTTE** | 2,796 | 1,457 | 10,999 | 9,869 | 16,470 | 8,744 | 2,417 | 30,503 | 15,888 | 5,510 | 10,214 | 7,420 | 369 |
| **GREAT FALLS** | 3,775 | 1,946 | 18,118 | 13,356 | 24,239 | 10,995 | 9,970 | 55,666 | 24,317 | 25,008 | 15,954 | 13,574 | 877 |
| **HELENA** | 1,432 | 633 | 4,954 | 4,245 | 8,099 | 2,305 | 3,929 | 15,370 | 4,188 | 8,956 | 3,873 | 1,955 | 600 |
| **MISSOULA** | 5,546 | 2,739 | 20,742 | 18,274 | 33,245 | 13,820 | 14,090 | 63,177 | 25,113 | 30,389 | 17,719 | 11,724 | 2,149 |
| **NEBRASKA** | | | | | | | | | | | | | |
| **LINCOLN - HASTINGS - KEARNEY** | 21,378 | 13,824 | 41,364 | 30,691 | 111,656 | 41,607 | 38,390 | 197,957 | 96,368 | 77,842 | 59,848 | 39,884 | 7,770 |
| **NORTH PLATTE** | 1,211 | 839 | 2,685 | 2,154 | 7,827 | 2,217 | 2,729 | 12,168 | 5,002 | 6,072 | 3,900 | 2,031 | 735 |
| **OMAHA** | 28,294 | 14,646 | 116,931 | 98,207 | 174,937 | 60,023 | 86,728 | 326,437 | 133,018 | 158,399 | 92,235 | 61,874 | 19,868 |

## TELEVISION MARKETS [ADIs]: 1990 RETAIL SALES BY MERCHANDISE LINE

| S&MM ESTIMATES | Merchandise Line Sales | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Groceries & Other Foods | | Drugs & Health & Beauty Aids | | | Major Household Appliances | | | TVs, Video Recorders & Tapes | | | Audio Equipment, Musical Instruments & Supplies | |
| S&MM/ARBITRON TV MARKET (ADI) | In All Stores ($000) | In Food Stores ($000) | In All Stores ($000) | In Drug-stores ($000) | In Food Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) |
| **NEVADA** | | | | | | | | | | | | | | |
| **LAS VEGAS** | 905,788 | 847,274 | 300,067 | 97,125 | 94,814 | 75,489 | 42,900 | 25,217 | 42,007 | 19,165 | 16,047 | 53,075 | 40,586 |
| **RENO** | 631,019 | 561,355 | 177,947 | 94,069 | 38,191 | 43,954 | 17,169 | 17,194 | 39,051 | 16,574 | 13,969 | 44,213 | 27,630 |
| **NEW MEXICO** | | | | | | | | | | | | | | |
| **ALBUQUERQUE** | 1,443,497 | 1,319,956 | 353,791 | 173,618 | 102,624 | 112,902 | 39,872 | 30,581 | 73,367 | 34,481 | 22,493 | 81,270 | 54,986 |
| **NEW YORK** | | | | | | | | | | | | | | |
| **ALBANY - SCHENECTADY - TROY** | 1,915,545 | 1,814,155 | 455,188 | 292,688 | 90,757 | 146,575 | 70,181 | 36,658 | 78,542 | 33,668 | 25,639 | 125,494 | 91,299 |
| **BINGHAMTON** | 539,032 | 504,482 | 151,272 | 108,483 | 22,871 | 39,145 | 14,472 | 11,366 | 23,747 | 11,544 | 5,506 | 33,748 | 24,239 |
| **BUFFALO** | 2,147,901 | 2,037,268 | 564,234 | 391,453 | 105,733 | 126,518 | 72,820 | 31,072 | 84,188 | 53,372 | 17,140 | 105,273 | 80,077 |
| **ELMIRA** | 291,595 | 274,788 | 72,519 | 48,225 | 14,211 | 22,617 | 10,258 | 5,755 | 12,898 | 5,061 | 6,051 | 17,350 | 12,648 |
| **NEW YORK** | 23,941,959 | 23,051,307 | 6,625,001 | 3,958,917 | 1,391,217 | 1,617,727 | 916,556 | 369,449 | 1,234,321 | 694,773 | 267,268 | 1,982,913 | 1,473,592 |
| **ROCHESTER** | 1,304,817 | 1,226,030 | 327,962 | 185,743 | 109,284 | 93,236 | 55,131 | 20,822 | 68,619 | 49,303 | 10,130 | 103,983 | 79,354 |
| **SYRACUSE** | 1,368,487 | 1,282,571 | 313,318 | 199,099 | 78,221 | 97,702 | 46,518 | 21,923 | 52,333 | 32,326 | 12,138 | 78,837 | 62,585 |
| **UTICA** | 348,912 | 325,070 | 85,335 | 59,970 | 14,621 | 26,601 | 10,794 | 9,048 | 14,154 | 4,635 | 6,594 | 14,285 | 9,259 |
| **WATERTOWN - CARTHAGE** | 302,570 | 284,810 | 78,878 | 55,439 | 15,106 | 21,267 | 11,238 | 4,074 | 11,698 | 6,433 | 2,793 | 15,567 | 11,082 |
| **NORTH CAROLINA** | | | | | | | | | | | | | | |
| **CHARLOTTE** | 2,232,541 | 2,048,719 | 647,890 | 422,183 | 124,097 | 182,774 | 81,715 | 35,855 | 132,005 | 85,204 | 19,848 | 117,475 | 79,837 |
| **GREENSBORO - WINSTON-SALEM - HIGH POINT** | 1,548,027 | 1,392,561 | 453,883 | 306,424 | 66,878 | 150,029 | 89,633 | 26,275 | 89,509 | 56,445 | 15,250 | 88,823 | 60,776 |
| **GREENVILLE - NEW BERN - WASHINGTON** | 719,780 | 666,829 | 182,993 | 116,911 | 36,967 | 48,720 | 18,455 | 8,225 | 34,174 | 17,548 | 6,915 | 33,574 | 19,542 |
| **RALEIGH - DURHAM** | 2,049,056 | 1,899,245 | 570,358 | 358,373 | 109,279 | 154,446 | 62,783 | 36,560 | 128,426 | 73,768 | 23,121 | 155,898 | 101,085 |
| **WILMINGTON** | 431,532 | 401,111 | 127,300 | 85,752 | 23,764 | 26,777 | 9,704 | 5,631 | 18,050 | 8,115 | 4,088 | 16,662 | 9,535 |
| **NORTH DAKOTA** | | | | | | | | | | | | | | |
| **FARGO** | 638,504 | 584,916 | 168,975 | 78,244 | 34,456 | 36,350 | 13,697 | 8,682 | 26,427 | 11,452 | 6,956 | 33,438 | 20,111 |
| **MINOT - BISMARCK - DICKINSON - GLENDIVE** | 377,746 | 338,474 | 106,104 | 57,113 | 23,090 | 22,196 | 8,806 | 5,975 | 16,934 | 6,044 | 4,357 | 17,041 | 9,552 |
| **OHIO** | | | | | | | | | | | | | | |
| **CINCINNATI** | 2,296,387 | 2,141,209 | 684,205 | 417,926 | 144,906 | 163,023 | 73,317 | 48,211 | 98,347 | 51,411 | 28,614 | 117,729 | 74,183 |
| **CLEVELAND** | 4,146,685 | 3,833,355 | 1,294,562 | 786,032 | 261,242 | 324,065 | 166,734 | 101,925 | 217,903 | 118,406 | 60,033 | 287,881 | 191,813 |
| **COLUMBUS** | 1,906,540 | 1,639,586 | 679,355 | 348,047 | 106,959 | 117,339 | 52,989 | 34,442 | 60,661 | 28,281 | 15,873 | 153,535 | 108,224 |
| **DAYTON** | 1,436,440 | 1,311,059 | 394,492 | 230,809 | 71,205 | 107,406 | 48,955 | 35,739 | 85,014 | 52,736 | 20,640 | 83,841 | 49,565 |
| **LIMA** | 137,637 | 127,819 | 40,429 | 21,852 | 7,471 | 14,196 | 6,733 | 5,748 | 12,334 | 5,915 | 2,406 | 11,774 | 7,143 |
| **TOLEDO** | 1,192,050 | 1,077,375 | 351,464 | 208,873 | 65,532 | 92,935 | 50,220 | 26,968 | 67,281 | 48,048 | 11,645 | 68,278 | 48,710 |
| **YOUNGSTOWN** | 796,298 | 718,826 | 226,683 | 151,184 | 32,394 | 58,718 | 33,895 | 16,270 | 38,852 | 23,567 | 10,589 | 44,162 | 27,312 |
| **ZANESVILLE** | 97,205 | 87,882 | 22,978 | 12,447 | 4,794 | 11,412 | 7,723 | 2,050 | 7,147 | 5,741 | 1,118 | 7,551 | 5,375 |
| **OKLAHOMA** | | | | | | | | | | | | | | |
| **ARDMORE - ADA** | 215,202 | 199,736 | 51,146 | 25,740 | 14,776 | 11,530 | 4,540 | 2,372 | 9,394 | 2,736 | 3,561 | 7,646 | 3,998 |

# TELEVISION MARKETS [ADIs]: 1990 RETAIL SALES BY MERCHANDISE LINE

S&MM ESTIMATES

| S&MM/ARBITRON TV MARKET (ADI) | Merchandise Line Sales: Home Computers & Calculators | | Furniture & Sleep Equipment | | Men's & Boys' Clothing | | | Women's & Girls' Clothing | | | Footwear | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | In All Stores ($000) | In Radio/TV Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) |
| **NEVADA** | | | | | | | | | | | | | |
| **LAS VEGAS** | 14,009 | 9,389 | 118,392 | 84,353 | 184,899 | 82,572 | 87,687 | 317,923 | 143,045 | 155,315 | 129,291 | 89,391 | 24,644 |
| **RENO** | 12,136 | 7,607 | 79,765 | 57,670 | 110,989 | 37,396 | 50,903 | 199,752 | 71,276 | 99,225 | 60,786 | 38,794 | 13,636 |
| **NEW MEXICO** | | | | | | | | | | | | | |
| **ALBUQUERQUE** | 29,677 | 17,768 | 143,387 | 113,402 | 221,103 | 105,472 | 86,461 | 392,086 | 181,267 | 163,228 | 141,206 | 100,227 | 21,304 |
| **NEW YORK** | | | | | | | | | | | | | |
| **ALBANY - SCHENECTADY - TROY** | 48,079 | 24,878 | 204,204 | 156,028 | 243,758 | 104,977 | 109,336 | 504,149 | 251,743 | 200,252 | 118,597 | 87,404 | 17,618 |
| **BINGHAMTON** | 9,827 | 4,063 | 46,591 | 34,235 | 75,965 | 25,049 | 40,766 | 152,910 | 52,450 | 85,597 | 31,358 | 21,639 | 4,772 |
| **BUFFALO** | 36,355 | 25,262 | 206,072 | 145,110 | 279,023 | 112,567 | 143,253 | 540,625 | 243,567 | 256,460 | 149,408 | 110,792 | 19,274 |
| **ELMIRA** | 6,291 | 3,738 | 26,739 | 19,111 | 37,081 | 14,087 | 18,674 | 71,633 | 26,366 | 38,604 | 18,769 | 13,849 | 2,505 |
| **NEW YORK** | 631,607 | 287,023 | 3,550,292 | 2,826,635 | 4,828,153 | 2,835,520 | 1,630,991 | 10,124,031 | 5,950,888 | 3,348,000 | 2,563,376 | 1,939,769 | 425,439 |
| **ROCHESTER** | 40,804 | 30,363 | 166,880 | 121,469 | 185,027 | 80,562 | 84,083 | 384,838 | 185,472 | 158,590 | 99,872 | 76,622 | 14,305 |
| **SYRACUSE** | 19,763 | 11,414 | 131,504 | 103,928 | 173,117 | 88,642 | 68,529 | 344,642 | 202,881 | 120,160 | 86,497 | 69,403 | 8,633 |
| **UTICA** | 4,242 | 1,678 | 27,752 | 16,313 | 37,970 | 15,397 | 18,675 | 89,565 | 42,745 | 39,367 | 17,837 | 12,786 | 3,542 |
| **WATERTOWN - CARTHAGE** | 3,778 | 2,124 | 27,048 | 21,700 | 31,676 | 13,488 | 14,582 | 58,333 | 25,343 | 27,489 | 15,750 | 13,672 | 1,767 |
| **NORTH CAROLINA** | | | | | | | | | | | | | |
| **CHARLOTTE** | 39,957 | 19,786 | 303,936 | 251,664 | 323,966 | 135,175 | 147,595 | 674,866 | 353,705 | 263,598 | 193,642 | 138,383 | 34,723 |
| **GREENSBORO - WINSTON-SALEM - HIGH POINT** | 36,175 | 18,567 | 379,452 | 280,926 | 236,006 | 112,011 | 95,336 | 533,059 | 273,615 | 185,912 | 147,435 | 107,281 | 24,957 |
| **GREENVILLE - NEW BERN - WASHINGTON** | 8,986 | 3,952 | 87,631 | 67,990 | 85,560 | 32,707 | 41,571 | 163,971 | 70,227 | 73,834 | 47,809 | 26,908 | 12,307 |
| **RALEIGH - DURHAM** | 46,167 | 23,701 | 280,129 | 221,078 | 308,837 | 114,556 | 155,795 | 644,183 | 290,895 | 293,246 | 181,476 | 115,878 | 41,772 |
| **WILMINGTON** | 6,438 | 2,833 | 50,470 | 36,242 | 66,190 | 35,595 | 22,412 | 137,430 | 85,734 | 39,199 | 44,858 | 33,345 | 6,355 |
| **NORTH DAKOTA** | | | | | | | | | | | | | |
| **FARGO** | 10,999 | 5,281 | 48,846 | 37,538 | 99,379 | 36,603 | 44,476 | 192,318 | 85,268 | 82,597 | 48,058 | 30,420 | 9,738 |
| **MINOT - BISMARCK - DICKINSON - GLENDIVE** | 5,846 | 2,711 | 28,108 | 20,489 | 56,057 | 22,282 | 23,361 | 109,321 | 47,072 | 46,124 | 27,349 | 17,315 | 5,915 |
| **OHIO** | | | | | | | | | | | | | |
| **CINCINNATI** | 36,165 | 21,425 | 243,587 | 174,063 | 380,420 | 122,029 | 228,966 | 802,553 | 307,991 | 440,137 | 196,207 | 134,631 | 53,304 |
| **CLEVELAND** | 110,942 | 40,674 | 548,427 | 397,690 | 717,761 | 238,800 | 425,876 | 1,470,825 | 591,645 | 754,234 | 359,065 | 242,659 | 88,026 |
| **COLUMBUS** | 70,714 | 27,775 | 252,678 | 189,612 | 368,896 | 114,877 | 182,396 | 688,040 | 307,900 | 318,902 | 169,156 | 108,015 | 44,677 |
| **DAYTON** | 30,188 | 15,775 | 153,304 | 105,373 | 222,819 | 58,289 | 142,552 | 455,494 | 163,073 | 253,442 | 123,349 | 81,373 | 32,725 |
| **LIMA** | 3,677 | 1,470 | 18,324 | 12,557 | 31,653 | 7,543 | 21,921 | 60,776 | 22,310 | 35,422 | 14,555 | 9,229 | 4,143 |
| **TOLEDO** | 19,528 | 10,414 | 128,643 | 95,413 | 213,243 | 52,439 | 136,284 | 406,880 | 133,968 | 244,792 | 99,159 | 65,199 | 25,369 |
| **YOUNGSTOWN** | 10,079 | 5,653 | 113,238 | 93,750 | 121,917 | 38,008 | 74,021 | 247,732 | 105,560 | 125,627 | 74,055 | 60,184 | 10,999 |
| **ZANESVILLE** | 3,136 | 2,333 | 18,923 | 17,483 | 14,450 | 5,011 | 7,813 | 27,691 | 11,579 | 13,771 | 8,417 | 6,665 | 1,270 |
| **OKLAHOMA** | | | | | | | | | | | | | |
| **ARDMORE - ADA** | 2,676 | 807 | 12,406 | 9,076 | 23,754 | 11,870 | 9,590 | 46,610 | 23,460 | 18,568 | 13,574 | 8,726 | 2,966 |

# TELEVISION MARKETS [ADIs]: 1990 RETAIL SALES BY MERCHANDISE LINE

| S&MM ESTIMATES | Merchandise Line Sales | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Groceries & Other Foods | | Drugs & Health & Beauty Aids | | | Major Household Appliances | | | TVs, Video Recorders & Tapes | | | Audio Equipment, Musical Instruments & Supplies | |
| S&MM/ARBITRON TV MARKET (ADI) | in All Stores ($000) | in Food Stores ($000) | in All Stores ($000) | in Drug-stores ($000) | in Food Stores ($000) | in All Stores ($000) | in FHA Stores ($000) | in Department Stores ($000) | in All Stores ($000) | in FHA Stores ($000) | in Department Stores ($000) | in All Stores ($000) | in FHA Stores ($000) |
| **OKLAHOMA (continued)** | | | | | | | | | | | | | |
| **OKLAHOMA CITY** | 1,641,376 | 1,520,353 | 511,577 | 235,469 | 172,297 | 100,167 | 44,649 | 27,584 | 101,327 | 38,364 | 34,340 | 106,276 | 64,810 |
| **TULSA** | 1,396,732 | 1,318,447 | 379,873 | 160,166 | 133,914 | 78,543 | 36,186 | 20,482 | 75,459 | 32,441 | 25,822 | 73,586 | 44,871 |
| **OREGON** | | | | | | | | | | | | | |
| **BEND** | 122,880 | 107,411 | 31,887 | 16,079 | 8,932 | 8,072 | 4,545 | 814 | 4,981 | 3,598 | 724 | 6,928 | 3,757 |
| **EUGENE** | 648,066 | 551,995 | 174,038 | 69,500 | 45,444 | 37,980 | 16,737 | 9,228 | 33,351 | 19,344 | 9,558 | 53,025 | 30,684 |
| **MEDFORD** | 620,974 | 400,940 | 130,065 | 57,431 | 31,834 | 28,745 | 16,962 | 4,893 | 21,068 | 11,928 | 4,025 | 31,322 | 16,638 |
| **PORTLAND** | 2,988,198 | 2,354,141 | 789,156 | 286,572 | 211,068 | 163,484 | 88,568 | 45,228 | 186,089 | 102,666 | 38,320 | 261,117 | 182,648 |
| **PENNSYLVANIA** | | | | | | | | | | | | | |
| **ERIE** | 497,548 | 457,461 | 114,690 | 79,322 | 20,083 | 39,168 | 18,327 | 8,410 | 20,125 | 12,407 | 4,272 | 24,626 | 17,803 |
| **HARRISBURG - YORK - LANCASTER - LEBANON** | 1,756,447 | 1,649,883 | 428,846 | 244,719 | 103,970 | 148,836 | 75,842 | 38,470 | 87,453 | 50,368 | 20,064 | 117,502 | 82,928 |
| **JOHNSTOWN - ALTOONA** | 1,021,290 | 953,838 | 234,224 | 163,683 | 43,369 | 64,999 | 36,402 | 15,015 | 38,988 | 27,280 | 8,237 | 43,728 | 30,111 |
| **PHILADELPHIA** | 9,224,378 | 8,799,183 | 2,688,271 | 1,617,099 | 524,198 | 611,522 | 318,845 | 200,937 | 413,851 | 208,420 | 134,265 | 591,196 | 415,092 |
| **PITTSBURGH** | 3,475,322 | 3,253,173 | 892,046 | 581,930 | 171,552 | 241,990 | 121,364 | 78,907 | 153,337 | 87,746 | 46,098 | 190,436 | 133,982 |
| **WILKES-BARRE - SCRANTON** | 1,710,835 | 1,609,191 | 449,211 | 309,489 | 76,880 | 122,710 | 58,770 | 41,617 | 68,734 | 33,595 | 24,146 | 80,424 | 55,434 |
| **RHODE ISLAND** | | | | | | | | | | | | | |
| **PROVIDENCE - NEW BEDFORD** | 2,155,160 | 2,040,031 | 510,707 | 364,244 | 83,647 | 131,836 | 38,429 | 51,590 | 75,818 | 23,431 | 31,323 | 116,402 | 72,332 |
| **SOUTH CAROLINA** | | | | | | | | | | | | | |
| **CHARLESTON** | 770,446 | 726,052 | 192,099 | 106,065 | 39,375 | 52,051 | 23,258 | 16,757 | 34,564 | 17,740 | 7,563 | 39,072 | 24,033 |
| **COLUMBIA** | 872,911 | 809,528 | 258,400 | 152,475 | 52,603 | 66,409 | 33,653 | 13,326 | 45,804 | 26,810 | 10,703 | 49,154 | 31,093 |
| **FLORENCE - MYRTLE BEACH** | 567,224 | 524,456 | 152,861 | 94,899 | 28,122 | 49,266 | 28,855 | 5,536 | 31,126 | 17,421 | 6,443 | 25,089 | 13,702 |
| **GREENVILLE - SPARTANBURG - ASHEVILLE** | 2,038,486 | 1,901,268 | 565,837 | 381,682 | 86,587 | 140,515 | 60,393 | 30,555 | 100,428 | 60,479 | 19,675 | 99,002 | 61,731 |
| **SOUTH DAKOTA** | | | | | | | | | | | | | |
| **RAPID CITY** | 258,826 | 231,623 | 59,204 | 24,142 | 21,449 | 14,197 | 4,670 | 3,506 | 9,440 | 3,201 | 1,765 | 14,903 | 7,726 |
| **SIOUX FALLS - MITCHELL** | 624,403 | 552,239 | 158,361 | 82,521 | 33,640 | 34,896 | 14,888 | 6,788 | 25,483 | 13,851 | 3,447 | 31,505 | 18,456 |
| **TENNESSEE** | | | | | | | | | | | | | |
| **BRISTOL - KINGSPORT - JOHNSON CITY** | 813,388 | 769,782 | 261,430 | 174,445 | 40,392 | 48,004 | 18,900 | 12,489 | 35,671 | 14,457 | 11,696 | 34,013 | 18,780 |
| **CHATTANOOGA** | 929,854 | 833,806 | 236,098 | 137,962 | 39,653 | 77,732 | 39,077 | 15,622 | 50,329 | 29,848 | 11,448 | 43,008 | 25,370 |
| **JACKSON** | 154,268 | 142,412 | 53,800 | 30,709 | 6,726 | 17,545 | 9,031 | 2,907 | 9,665 | 4,261 | 3,341 | 9,089 | 5,223 |
| **KNOXVILLE** | 1,152,316 | 1,051,343 | 375,414 | 228,725 | 62,816 | 82,265 | 38,041 | 20,612 | 66,955 | 36,726 | 18,741 | 69,111 | 43,339 |
| **MEMPHIS** | 1,552,393 | 1,414,974 | 509,799 | 302,453 | 73,398 | 126,255 | 59,576 | 26,291 | 105,650 | 51,371 | 28,712 | 91,002 | 56,246 |
| **NASHVILLE** | 1,857,445 | 1,709,637 | 634,229 | 354,010 | 107,744 | 169,371 | 97,370 | 23,511 | 124,030 | 72,381 | 28,541 | 131,380 | 75,417 |
| **TEXAS** | | | | | | | | | | | | | |
| **ABILENE - SWEETWATER** | 276,692 | 244,470 | 102,193 | 53,869 | 30,710 | 19,238 | 6,868 | 7,281 | 14,755 | 4,243 | 6,550 | 17,802 | 8,758 |
| **AMARILLO** | 539,768 | 491,777 | 162,787 | 78,539 | 51,491 | 37,219 | 18,649 | 9,846 | 30,813 | 9,352 | 10,350 | 30,770 | 16,766 |

# TELEVISION MARKETS [ADIs]: 1990 RETAIL SALES BY MERCHANDISE LINE

S&MM ESTIMATES

Merchandise Line Sales

| S&MM/ARBITRON TV MARKET (ADI) | Home Computers & Calculators | | Furniture & Sleep Equipment | | Men's & Boys' Clothing | | | Women's & Girls' Clothing | | | Footwear | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | in All Stores ($000) | in Radio/TV Stores ($000) | in All Stores ($000) | in FHA Stores ($000) | in All Stores ($000) | in Apparel Stores ($000) | in Department Stores ($000) | in All Stores ($000) | in Apparel Stores ($000) | in Department Stores ($000) | in All Stores ($000) | in Apparel Stores ($000) | in Department Stores ($000) |
| **OKLAHOMA (continued)** | | | | | | | | | | | | | |
| **OKLAHOMA CITY** | 33,527 | 19,790 | 171,197 | 129,128 | 248,239 | 130,710 | 95,071 | 500,971 | 274,568 | 184,973 | 150,814 | 108,032 | 29,150 |
| **TULSA** | 41,229 | 11,870 | 128,856 | 101,282 | 193,489 | 86,519 | 87,496 | 408,729 | 214,087 | 168,809 | 115,811 | 81,308 | 23,774 |
| **OREGON** | | | | | | | | | | | | | |
| **BEND** | 1,745 | 669 | 10,981 | 9,438 | 15,449 | 10,620 | 2,986 | 25,786 | 18,075 | 4,975 | 9,874 | 7,695 | 783 |
| **EUGENE** | 13,156 | 8,628 | 56,215 | 41,427 | 78,168 | 33,462 | 36,043 | 146,311 | 74,496 | 58,922 | 48,775 | 38,837 | 10,923 |
| **MEDFORD** | 6,885 | 3,143 | 40,900 | 34,821 | 48,442 | 22,070 | 19,219 | 87,108 | 44,663 | 33,828 | 29,744 | 18,938 | 4,711 |
| **PORTLAND** | 63,287 | 45,119 | 300,368 | 231,134 | 430,206 | 191,932 | 167,485 | 813,496 | 458,371 | 380,765 | 260,114 | 171,705 | 44,100 |
| **PENNSYLVANIA** | | | | | | | | | | | | | |
| **ERIE** | 10,456 | 7,690 | 51,104 | 39,858 | 116,541 | 18,957 | 35,903 | 220,330 | 53,887 | 66,350 | 33,352 | 23,655 | 5,658 |
| **HARRISBURG - YORK - LANCASTER - LEBANON** | 31,286 | 14,940 | 234,752 | 172,200 | 252,955 | 77,463 | 136,960 | 537,648 | 211,523 | 257,316 | 137,809 | 109,810 | 16,912 |
| **JOHNSTOWN - ALTOONA** | 15,072 | 9,842 | 85,211 | 66,649 | 129,970 | 40,772 | 54,206 | 260,290 | 103,500 | 97,127 | 59,028 | 46,831 | 8,393 |
| **PHILADELPHIA** | 199,083 | 126,778 | 1,226,227 | 893,033 | 1,652,044 | 785,748 | 724,615 | 3,546,962 | 1,773,912 | 1,520,336 | 854,515 | 626,504 | 171,645 |
| **PITTSBURGH** | 67,458 | 45,950 | 388,014 | 274,501 | 571,380 | 192,238 | 296,495 | 1,187,905 | 477,433 | 545,070 | 283,343 | 211,967 | 54,666 |
| **WILKES-BARRE - SCRANTON** | 25,009 | 14,731 | 168,444 | 128,390 | 250,943 | 81,078 | 119,235 | 524,167 | 210,291 | 229,797 | 109,965 | 90,652 | 12,870 |
| **RHODE ISLAND** | | | | | | | | | | | | | |
| **PROVIDENCE - NEW BEDFORD** | 41,628 | 15,757 | 214,105 | 166,823 | 314,086 | 151,747 | 130,856 | 639,936 | 353,256 | 229,237 | 147,019 | 108,555 | 25,589 |
| **SOUTH CAROLINA** | | | | | | | | | | | | | |
| **CHARLESTON** | 10,113 | 4,375 | 86,138 | 67,196 | 98,213 | 47,998 | 38,334 | 217,304 | 118,442 | 73,664 | 65,298 | 45,517 | 8,855 |
| **COLUMBIA** | 17,491 | 6,708 | 99,995 | 82,174 | 132,318 | 53,082 | 65,624 | 300,491 | 139,359 | 135,868 | 76,664 | 51,306 | 16,481 |
| **FLORENCE - MYRTLE BEACH** | 6,673 | 2,865 | 81,426 | 73,511 | 93,877 | 49,368 | 32,140 | 200,267 | 118,021 | 57,845 | 59,260 | 40,572 | 9,650 |
| **GREENVILLE - SPARTANBURG - ASHEVILLE** | 25,804 | 11,654 | 205,755 | 158,298 | 247,887 | 100,677 | 116,836 | 590,929 | 314,530 | 221,933 | 167,104 | 108,510 | 32,777 |
| **SOUTH DAKOTA** | | | | | | | | | | | | | |
| **RAPID CITY** | 3,694 | 951 | 19,699 | 14,811 | 34,103 | 13,921 | 14,082 | 61,787 | 27,143 | 25,864 | 19,819 | 14,408 | 2,611 |
| **SIOUX FALLS - MITCHELL** | 8,600 | 2,306 | 44,250 | 37,091 | 88,336 | 39,430 | 33,720 | 175,047 | 85,051 | 66,080 | 47,820 | 34,189 | 6,048 |
| **TENNESSEE** | | | | | | | | | | | | | |
| **BRISTOL - KINGSPORT - JOHNSON CITY** | 10,668 | 5,535 | 61,278 | 49,213 | 102,999 | 34,730 | 51,802 | 196,038 | 77,266 | 90,454 | 59,312 | 35,629 | 13,295 |
| **CHATTANOOGA** | 15,853 | 9,672 | 109,147 | 88,264 | 128,663 | 57,366 | 58,384 | 261,814 | 123,792 | 110,979 | 71,585 | 49,729 | 14,578 |
| **JACKSON** | 3,554 | 1,204 | 16,960 | 13,953 | 27,222 | 7,037 | 17,853 | 58,588 | 22,394 | 32,557 | 15,192 | 8,584 | 5,075 |
| **KNOXVILLE** | 16,478 | 6,777 | 121,128 | 95,429 | 187,321 | 81,489 | 83,566 | 391,016 | 196,635 | 155,580 | 97,210 | 64,322 | 18,991 |
| **MEMPHIS** | 28,474 | 18,665 | 204,494 | 162,419 | 270,922 | 108,360 | 128,674 | 585,714 | 280,059 | 252,177 | 161,468 | 107,209 | 38,247 |
| **NASHVILLE** | 75,871 | 20,948 | 223,620 | 191,383 | 320,370 | 128,005 | 160,875 | 670,607 | 297,304 | 325,008 | 175,951 | 113,393 | 44,223 |
| **TEXAS** | | | | | | | | | | | | | |
| **ABILENE - SWEETWATER** | 5,425 | 2,984 | 28,943 | 19,562 | 42,385 | 17,184 | 19,263 | 87,623 | 39,655 | 37,227 | 25,499 | 17,199 | 4,836 |
| **AMARILLO** | 12,046 | 5,842 | 50,203 | 34,060 | 87,344 | 44,520 | 30,099 | 177,414 | 93,238 | 60,795 | 47,563 | 34,208 | 8,010 |

# TELEVISION MARKETS [ADIs]: 1990 RETAIL SALES BY MERCHANDISE LINE

S&MM ESTIMATES

Merchandise Line Sales

| S&MM/ARBITRON TV MARKET (ADI) | Groceries & Other Foods | | Drugs & Health & Beauty Aids | | | Major Household Appliances | | | TVs, Video Recorders & Tapes | | | Audio Equipment, Musical Instruments & Supplies | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | In All Stores ($000) | In Food Stores ($000) | In All Stores ($000) | In Drug-stores ($000) | In Food Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) |
| **TEXAS (continued)** | | | | | | | | | | | | | |
| AUSTIN | 1,250,217 | 1,160,442 | 371,322 | 130,306 | 180,679 | 73,674 | 37,724 | 22,965 | 72,238 | 36,474 | 17,681 | 84,349 | 57,775 |
| BEAUMONT - PORT ARTHUR | 463,280 | 421,797 | 169,041 | 77,025 | 50,912 | 37,470 | 16,490 | 12,548 | 30,295 | 10,739 | 12,888 | 27,225 | 14,085 |
| CORPUS CHRISTI | 570,450 | 541,345 | 160,768 | 56,466 | 77,068 | 30,346 | 12,928 | 10,242 | 30,141 | 11,729 | 8,307 | 27,605 | 15,080 |
| DALLAS - FT. WORTH | 5,520,327 | 5,189,588 | 1,880,039 | 757,591 | 721,956 | 398,274 | 169,415 | 131,342 | 412,001 | 175,338 | 105,278 | 398,179 | 260,944 |
| EL PASO | 671,729 | 620,325 | 189,066 | 66,426 | 73,386 | 57,762 | 30,278 | 19,208 | 51,819 | 27,742 | 14,281 | 49,978 | 37,242 |
| HOUSTON | 4,669,444 | 4,437,552 | 1,367,888 | 600,876 | 443,342 | 292,414 | 134,707 | 106,302 | 299,985 | 154,636 | 88,919 | 309,319 | 206,832 |
| LAREDO | 155,447 | 145,334 | 40,964 | 9,678 | 18,424 | 15,079 | 4,917 | 4,066 | 22,716 | 16,947 | 3,516 | 22,287 | 17,281 |
| LUBBOCK | 451,363 | 422,580 | 127,973 | 51,290 | 47,025 | 24,077 | 9,041 | 6,863 | 25,821 | 7,583 | 8,056 | 26,338 | 13,741 |
| MCALLEN - BROWNSVILLE | 679,292 | 631,828 | 167,490 | 53,466 | 73,260 | 47,915 | 17,245 | 23,627 | 52,803 | 25,902 | 14,229 | 43,580 | 25,939 |
| ODESSA - MIDLAND | 442,801 | 413,341 | 161,904 | 65,272 | 71,762 | 22,385 | 8,223 | 8,789 | 21,120 | 6,962 | 8,241 | 19,288 | 9,924 |
| SAN ANGELO | 132,426 | 121,058 | 41,196 | 14,301 | 17,100 | 11,008 | 5,064 | 2,986 | 9,199 | 4,708 | 2,583 | 9,347 | 6,154 |
| SAN ANTONIO | 1,778,652 | 1,682,895 | 533,079 | 201,014 | 224,358 | 124,099 | 59,352 | 43,043 | 112,598 | 51,462 | 32,107 | 107,317 | 71,537 |
| TYLER - LONGVIEW - JACKSONVILLE | 634,915 | 599,332 | 214,253 | 119,368 | 59,231 | 48,374 | 21,504 | 14,972 | 42,816 | 19,723 | 11,492 | 38,664 | 21,776 |
| VICTORIA | 95,751 | 90,528 | 34,402 | 10,805 | 16,668 | 5,714 | 2,592 | 2,498 | 5,979 | 2,970 | 2,160 | 4,846 | 3,184 |
| WACO - TEMPLE - BRYAN | 688,687 | 640,624 | 222,875 | 82,915 | 92,507 | 48,450 | 11,346 | 22,631 | 47,708 | 19,190 | 15,883 | 57,196 | 32,677 |
| WICHITA FALLS - LAWTON | 401,391 | 370,269 | 132,322 | 68,980 | 31,182 | 34,458 | 13,650 | 13,835 | 28,443 | 11,681 | 9,750 | 25,541 | 14,229 |
| **UTAH** | | | | | | | | | | | | | |
| SALT LAKE CITY | 1,919,364 | 1,710,273 | 492,419 | 153,902 | 227,211 | 130,097 | 80,971 | 27,822 | 127,543 | 79,210 | 21,252 | 130,619 | 89,831 |
| **VERMONT** | | | | | | | | | | | | | |
| BURLINGTON - PLATTSBURGH | 937,132 | 866,000 | 181,706 | 109,818 | 52,603 | 44,465 | 19,905 | 9,715 | 22,134 | 10,698 | 6,848 | 41,963 | 29,389 |
| **VIRGINIA** | | | | | | | | | | | | | |
| CHARLOTTESVILLE | 175,863 | 169,355 | 50,237 | 25,851 | 15,847 | 12,100 | 4,192 | 3,958 | 9,952 | 5,389 | 2,263 | 59,836 | 6,913 |
| HARRISONBURG | 246,475 | 230,527 | 76,536 | 49,400 | 13,605 | 21,917 | 9,411 | 4,003 | 13,309 | 7,080 | 3,663 | 12,178 | 7,905 |
| NORFOLK - PORTSMOUTH - NEWPORT NEWS - HAMPTON | 1,867,065 | 1,733,895 | 490,907 | 296,973 | 108,017 | 135,328 | 46,341 | 49,247 | 101,845 | 57,825 | 29,147 | 98,373 | 73,503 |
| RICHMOND | 1,378,333 | 1,285,546 | 448,128 | 263,476 | 88,425 | 97,782 | 43,674 | 24,501 | 71,350 | 42,827 | 14,256 | 71,735 | 53,268 |
| ROANOKE - LYNCHBURG | 1,173,447 | 1,088,215 | 354,290 | 229,828 | 63,274 | 81,703 | 31,630 | 18,515 | 54,521 | 30,595 | 10,613 | 60,418 | 37,634 |
| **WASHINGTON** | | | | | | | | | | | | | |
| SEATTLE - TACOMA | 4,865,045 | 4,250,263 | 1,373,832 | 680,075 | 448,137 | 314,003 | 173,650 | 80,346 | 277,165 | 166,624 | 64,697 | 426,927 | 258,601 |
| SPOKANE | 1,067,205 | 973,198 | 286,787 | 139,072 | 107,585 | 51,290 | 19,547 | 15,743 | 33,555 | 11,232 | 12,435 | 57,323 | 30,678 |
| YAKIMA - PASCO - RICHLAND - KENNEWICK | 606,657 | 544,393 | 187,759 | 82,748 | 75,916 | 31,625 | 16,632 | 8,299 | 21,218 | 10,253 | 6,592 | 33,939 | 15,168 |
| **WEST VIRGINIA** | | | | | | | | | | | | | |
| BLUEFIELD - BECKLEY - OAK HILL | 417,815 | 393,465 | 149,094 | 103,659 | 22,925 | 26,896 | 7,159 | 8,358 | 17,617 | 6,850 | 5,349 | 15,772 | 7,848 |
| CHARLESTON - HUNTINGTON | 1,373,834 | 1,283,521 | 454,156 | 300,140 | 71,961 | 83,561 | 33,710 | 22,695 | 60,258 | 32,189 | 13,972 | 66,338 | 40,611 |
| CLARKSBURG - WESTON | 309,718 | 286,820 | 96,884 | 64,499 | 16,622 | 20,204 | 5,065 | 6,361 | 12,558 | 5,020 | 3,993 | 11,348 | 5,769 |
| PARKERSBURG | 178,627 | 161,488 | 54,703 | 28,579 | 9,462 | 16,716 | 5,171 | 9,267 | 10,598 | 5,218 | 4,000 | 11,142 | 5,869 |
| WHEELING - STEUBENVILLE | 406,037 | 381,376 | 117,654 | 74,948 | 18,762 | 27,281 | 9,612 | 7,970 | 21,283 | 10,066 | 4,436 | 22,297 | 14,421 |

# TELEVISION MARKETS [ADIs]: 1990 RETAIL SALES BY MERCHANDISE LINE

| S&MM ESTIMATES | Merchandise Line Sales | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Home Computers & Calculators | | Furniture & Sleep Equipment | | Men's & Boys' Clothing | | | Women's & Girls' Clothing | | | Footwear | | |
| S&MM/ARBITRON TV MARKET (ADI) | In All Stores ($000) | In Radio/TV Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) |
| **TEXAS (continued)** | | | | | | | | | | | | | |
| **AUSTIN** | 26,933 | 14,055 | 118,025 | 83,998 | 174,049 | 81,857 | 71,174 | 355,441 | 186,053 | 131,400 | 112,813 | 76,134 | 16,834 |
| **BEAUMONT - PORT ARTHUR** | 11,392 | 5,092 | 43,599 | 27,651 | 79,669 | 33,379 | 36,690 | 168,594 | 78,939 | 73,326 | 44,020 | 28,616 | 10,200 |
| **CORPUS CHRISTI** | 11,896 | 7,282 | 44,874 | 29,598 | 65,174 | 24,532 | 28,875 | 146,463 | 69,813 | 53,548 | 46,844 | 31,089 | 7,246 |
| **DALLAS - FT. WORTH** | 146,272 | 84,198 | 722,402 | 471,337 | 1,105,016 | 457,194 | 515,023 | 2,200,914 | 1,005,131 | 960,169 | 624,598 | 448,006 | 118,192 |
| **EL PASO** | 18,533 | 12,693 | 93,632 | 71,862 | 125,996 | 47,925 | 64,402 | 247,255 | 99,200 | 117,643 | 81,832 | 58,674 | 17,145 |
| **HOUSTON** | 161,351 | 108,434 | 496,857 | 351,491 | 865,110 | 400,877 | 362,380 | 1,677,067 | 824,696 | 706,326 | 453,613 | 317,513 | 91,783 |
| **LAREDO** | 6,842 | 5,271 | 9,793 | 3,588 | 39,733 | 20,488 | 16,704 | 67,817 | 36,100 | 26,594 | 20,819 | 16,135 | 2,857 |
| **LUBBOCK** | 10,634 | 4,734 | 43,987 | 30,121 | 67,674 | 21,337 | 29,021 | 132,858 | 64,445 | 58,130 | 43,674 | 32,349 | 7,054 |
| **MCALLEN - BROWNSVILLE** | 15,507 | 10,320 | 70,655 | 53,064 | 111,874 | 59,936 | 46,037 | 227,671 | 122,109 | 88,117 | 68,880 | 48,263 | 11,110 |
| **ODESSA - MIDLAND** | 6,748 | 3,083 | 36,754 | 24,161 | 60,217 | 23,837 | 28,113 | 132,843 | 58,240 | 60,000 | 39,828 | 27,123 | 7,928 |
| **SAN ANGELO** | 3,259 | 1,231 | 15,533 | 11,843 | 22,811 | 11,489 | 8,438 | 45,802 | 24,245 | 16,826 | 13,596 | 10,171 | 2,503 |
| **SAN ANTONIO** | 33,333 | 18,133 | 198,622 | 128,998 | 291,245 | 132,534 | 125,892 | 613,778 | 318,237 | 232,049 | 189,425 | 141,308 | 28,714 |
| **TYLER - LONGVIEW - JACKSONVILLE** | 13,676 | 5,721 | 72,151 | 53,986 | 94,043 | 44,352 | 39,959 | 190,047 | 96,089 | 77,658 | 58,337 | 39,727 | 11,038 |
| **VICTORIA** | 5,217 | 4,824 | 10,230 | 7,990 | 16,974 | 7,878 | 8,440 | 34,373 | 15,658 | 16,271 | 11,080 | 7,323 | 2,093 |
| **WACO - TEMPLE - BRYAN** | 13,861 | 7,476 | 77,501 | 55,737 | 103,920 | 39,938 | 53,740 | 212,434 | 80,630 | 108,662 | 63,960 | 41,650 | 14,231 |
| **WICHITA FALLS - LAWTON** | 8,565 | 3,467 | 39,170 | 28,467 | 78,838 | 28,030 | 37,204 | 150,504 | 53,503 | 70,907 | 40,964 | 24,396 | 9,918 |
| **UTAH** | | | | | | | | | | | | | |
| **SALT LAKE CITY** | 61,863 | 27,612 | 242,800 | 208,576 | 326,808 | 133,816 | 161,072 | 602,180 | 290,049 | 264,227 | 190,727 | 139,101 | 28,401 |
| **VERMONT** | | | | | | | | | | | | | |
| **BURLINGTON - PLATTSBURGH** | 15,030 | 10,184 | 72,240 | 60,317 | 109,602 | 54,869 | 32,759 | 184,525 | 93,912 | 56,997 | 45,569 | 32,950 | 4,748 |
| **VIRGINIA** | | | | | | | | | | | | | |
| **CHARLOTTESVILLE** | 4,381 | 2,638 | 24,029 | 17,799 | 31,650 | 15,617 | 12,543 | 81,994 | 35,333 | 23,789 | 17,409 | 12,233 | 3,487 |
| **HARRISONBURG** | 4,327 | 2,391 | 40,107 | 34,257 | 31,541 | 6,824 | 19,630 | 60,424 | 16,669 | 34,440 | 16,295 | 7,864 | 5,021 |
| **NORFOLK - PORTSMOUTH - NEWPORT NEWS - HAMPTON** | 38,210 | 18,994 | 259,261 | 193,092 | 315,976 | 136,923 | 130,390 | 845,171 | 285,513 | 252,474 | 177,457 | 120,491 | 29,989 |
| **RICHMOND** | 27,550 | 14,450 | 169,828 | 129,876 | 195,584 | 87,605 | 82,444 | 432,761 | 200,884 | 180,502 | 107,113 | 74,913 | 19,177 |
| **ROANOKE - LYNCHBURG** | 23,644 | 12,917 | 132,052 | 106,814 | 165,283 | 49,244 | 87,803 | 354,758 | 121,684 | 167,408 | 113,816 | 57,214 | 18,815 |
| **WASHINGTON** | | | | | | | | | | | | | |
| **SEATTLE - TACOMA** | 185,442 | 146,225 | 585,197 | 421,908 | 747,152 | 349,233 | 264,055 | 1,436,459 | 836,654 | 435,286 | 452,336 | 310,747 | 67,614 |
| **SPOKANE** | 19,035 | 12,909 | 82,841 | 62,126 | 128,499 | 55,861 | 53,873 | 242,782 | 121,785 | 95,116 | 76,828 | 54,063 | 12,395 |
| **YAKIMA - PASCO - RICHLAND - KENNEWICK** | 13,106 | 8,067 | 50,866 | 36,751 | 69,046 | 26,261 | 34,243 | 120,712 | 53,191 | 53,497 | 38,932 | 26,307 | 7,707 |
| **WEST VIRGINIA** | | | | | | | | | | | | | |
| **BLUEFIELD - BECKLEY - OAK HILL** | 4,230 | 1,720 | 32,727 | 23,109 | 48,777 | 8,826 | 27,286 | 98,073 | 23,398 | 50,675 | 22,375 | 11,775 | 5,226 |
| **CHARLESTON - HUNTINGTON** | 15,601 | 5,904 | 116,254 | 88,497 | 176,571 | 51,052 | 90,087 | 356,624 | 118,987 | 170,140 | 94,174 | 61,303 | 17,447 |
| **CLARKSBURG - WESTON** | 2,888 | 1,109 | 22,769 | 15,993 | 36,992 | 9,632 | 19,968 | 77,437 | 25,804 | 36,832 | 20,129 | 13,080 | 3,698 |
| **PARKERSBURG** | 2,373 | 909 | 22,247 | 15,512 | 29,243 | 5,807 | 18,224 | 64,836 | 14,549 | 33,514 | 15,392 | 9,915 | 3,974 |
| **WHEELING - STEUBENVILLE** | 6,695 | 3,174 | 38,687 | 29,563 | 54,343 | 14,520 | 30,958 | 106,946 | 36,684 | 54,638 | 25,903 | 17,553 | 5,413 |

# TELEVISION MARKETS [ADIs]: 1990 RETAIL SALES BY MERCHANDISE LINE

S&MM ESTIMATES

| S&MM/ARBITRON TV MARKET (ADI) | Merchandise Line Sales | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Groceries & Other Foods | | Drugs & Health & Beauty Aids | | | Major Household Appliances | | | TVs, Video Recorders & Tapes | | | Audio Equipment, Musical Instruments & Supplies | |
| | In All Stores ($000) | In Food Stores ($000) | In All Stores ($000) | In Drug-stores ($000) | In Food Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) |
| **WISCONSIN** | | | | | | | | | | | | | |
| GREEN BAY - APPLETON | 1,240,752 | 1,102,483 | 291,161 | 132,426 | 54,566 | 103,569 | 66,709 | 21,019 | 62,997 | 46,724 | 11,381 | 75,426 | 48,304 |
| LA CROSSE - EAU CLAIRE | 521,109 | 439,007 | 116,672 | 50,374 | 20,166 | 40,511 | 19,537 | 10,642 | 27,092 | 18,987 | 6,162 | 31,499 | 20,884 |
| MADISON | 1,060,231 | 794,169 | 207,017 | 108,196 | 34,181 | 71,871 | 36,333 | 17,900 | 60,278 | 48,702 | 7,735 | 89,305 | 61,814 |
| MILWAUKEE | 2,434,624 | 2,203,116 | 667,533 | 422,098 | 95,355 | 190,766 | 106,563 | 47,959 | 168,808 | 129,890 | 27,141 | 199,068 | 150,060 |
| WAUSAU - RHINELANDER | 540,394 | 448,269 | 104,114 | 42,189 | 20,714 | 39,814 | 18,871 | 10,189 | 21,482 | 13,468 | 4,867 | 22,086 | 10,811 |
| **WYOMING** | | | | | | | | | | | | | |
| CASPER - RIVERTON | 132,127 | 116,228 | 38,872 | 9,156 | 22,494 | 7,795 | 3,667 | 2,031 | 5,461 | 3,037 | 1,197 | 7,658 | 5,261 |
| CHEYENNE - SCOTTSBLUFF (STERLING) | 129,038 | 115,992 | 34,282 | 5,777 | 18,129 | 8,853 | 3,188 | 3,131 | 7,293 | 2,182 | 1,821 | 7,329 | 3,589 |
| TOTAL UNITED STATES ADIs | 295,841,301 | 270,829,536 | 84,891,969 | 47,206,576 | 19,612,089 | 21,339,355 | 10,205,847 | 6,014,503 | 16,342,071 | 9,088,194 | 4,087,159 | 20,562,542 | 14,105,540 |

# TELEVISION MARKETS [ADIs]: 1990 RETAIL SALES BY MERCHANDISE LINE

| S&MM ESTIMATES | Merchandise Line Sales | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Home Computers & Calculators | | Furniture & Sleep Equipment | | Men's & Boys' Clothing | | | Women's & Girls' Clothing | | | Footwear | | |
| S&MM/ARBITRON TV MARKET (ADI) | In All Stores ($000) | In Radio/TV Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) |
| **WISCONSIN** | | | | | | | | | | | | | |
| **GREEN BAY - APPLETON** | 18,500 | 11,514 | 136,907 | 104,166 | 190,829 | 55,381 | 96,690 | 356,422 | 140,126 | 167,776 | 88,603 | 54,525 | 18,452 |
| **LA CROSSE - EAU CLAIRE** | 5,957 | 2,518 | 48,679 | 37,630 | 79,675 | 21,362 | 37,911 | 153,923 | 60,265 | 62,946 | 37,463 | 24,977 | 6,850 |
| **MADISON** | 26,103 | 17,710 | 93,314 | 71,927 | 187,197 | 48,655 | 69,912 | 325,769 | 123,724 | 121,556 | 78,324 | 53,262 | 11,458 |
| **MILWAUKEE** | 79,613 | 50,200 | 316,834 | 243,191 | 451,996 | 148,747 | 221,588 | 878,481 | 365,685 | 389,197 | 243,381 | 165,103 | 49,332 |
| **WAUSAU - RHINELANDER** | 8,681 | 5,023 | 50,464 | 38,713 | 89,181 | 18,447 | 36,583 | 149,220 | 43,119 | 62,184 | 41,867 | 18,456 | 7,158 |
| **WYOMING** | | | | | | | | | | | | | |
| **CASPER - RIVERTON** | 3,953 | 1,350 | 9,018 | 7,204 | 15,824 | 6,756 | 6,668 | 27,170 | 10,649 | 11,789 | 9,551 | 7,233 | 957 |
| **CHEYENNE - SCOTTSBLUFF (STERLING)** | 3,219 | 1,546 | 9,861 | 6,149 | 23,240 | 7,938 | 10,562 | 42,035 | 16,193 | 20,509 | 12,993 | 8,961 | 1,734 |
| **TOTAL UNITED STATES ADIs** | 7,774,650 | 4,325,050 | 36,482,071 | 27,319,894 | 49,528,532 | 21,589,335 | 21,912,682 | 101,993,772 | 48,794,986 | 41,659,441 | 27,457,289 | 19,122,953 | 5,219,027 |

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A BILL PUBLICATION

THE SURVEY OF BUYING POWER

# DEMOGRAPHICS
# USA 1992

PUBLISHED BY

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THE SURVEY OF BUYING POWER

# DEMOGRAPHICS USA 1992

## INTRODUCTION

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USER'S GUIDE TO

THE SURVEY OF BUYING POWER

# DEMOGRAPHICS USA 1992

SALES & MARKETING MANAGEMENT MAGAZINE

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How To Use S&MM's

# THE SURVEY OF BUYING POWER
# DEMOGRAPHICS USA 1992

## WHY **DEMOGRAPHICS USA** IS A VALUABLE TOOL FOR YOU

In the business climate of America toady, the **SBP DEMOGRAPHICS USA** has become a more essential and productive marketing and sales tool than ever before. For, as perhaps the most complete collection of marketing statistics published, **DEMOGRAPHICS USA** is used by more and more businesses in an almost infinite variety of ways. Combined with internal company records, it has become a widely acclaimed sales and marketing tool of extraordinary versatility and value.

The act of ordering and using **DEMOGRAPHICS USA** is a clear indication of your awareness that today's new business challenges must be met by utilizing more objectively developed marketing strategies and a new range of productive disciplines; those that parallel what is going on *now*.

## WHAT'S IN **DEMOGRAPHICS USA**

The Survey of Buying Power **DEMOGRAPHICS USA** consists of over 900 pages of maps and figures divided into three volumes.

It includes state and county outline maps, population and detailed characteristics based on the 1990 Census, the household income distribution, Effective Buying Income, total retail sales and four Buying Power Index series.

It covers retail sales by twelve individual Store Groups for both the current year and the 1987 Economic Census. It also covers 10 Merchandise Line Categories. Comparisons and growth rates can be evaluated.

It also presents TV market data and metropolitan and county market projections, for Population, Effective Buying Income and Retail Sales.

## HOW THE INFORMATION IN **DEMOGRAPHICS USA** IS ORGANIZED

The information is organized, for the most part, within a geographic hierarchy; by region, state, metropolitan area and county and by TV market (ADI: Area of Dominant Influence). Summaries are also presented.

For each geographic area, you will find: information dealing with the area's total population, its percentage of the U.S. total, break-outs by age, sex, number of households, number of persons in household, etc.

In addition, counties, metropolitan markets and TV markets are ranked by key population designations. That means, for example, if a population characteristic or combination of characteristics is especially relevant to the sale of your product, you can isolate and rank those geographic areas in which the densest concentration of such characteristics exist.

## DEFINITIONS OF THE MOST COMMONLY USED DESCRIPTIVE CATEGORIES

### Buying Power Index

For each geographic area, **Demographics USA** presents four Buying Power Indexes.

This term, first used in the Survey of Buying Power in 1948,is widely used and accepted by businesses today. Simply put, a Buying Power Index (BPI) is a measure of a given market's ability to buy, and is expressed as a percentage of the total U.S. potential (100%). A market can be a state, region, county, metropolitan area or TV coverage area (ADI).

The basic BPI is created by weighting and combining three significant factors that exist in every market and determine its ability to buy: total population, total income, and total retail sales. Thus, the BPI is a percentage (not an index number) representing the share of buying potential in a specific market as related the U.S. potential as a whole. It is a combination of the numbers of people who can purchase the product or service; their ability to pay for it and their access to outlets where the transaction can be made. Logical, simple, concise.

### Graduated Buying Power Indexes

Take the BPI concept one step further. The Graduated BPI's correlate product potential and buying power in households with low incomes (under $15,000). moderate incomes ($15,000-$34,999), or high incomes ($35,000 and over). In this manner, more finite BPI's can be determined by relating to the price point of a product (EPP, Economy-Priced Product; MPP, Moderate-Priced Product; and PPP, Premium-Priced Product).

## YOUR OWN CUSTOM BPI

For those who need to define their markets more specifically, however, it is possible to construct a customized version of the BPI, using any of the subclassifications of statistics in Demographics USA's three basic data fields. By selecting a Demographic component (population), an Economic component (income), and a Distribution component (retail sales), you can use the formula outlined below to convert data from individual markets into a custom BPI for your product or service.

For our purposes, we will label these three BPI components as follows: Demographic = **A**; Economic = **B**; and Distribution = **C**. Looking at each of these areas individually, here's how you might go about selecting them:

**A: Demographic** - First of all, you'll need to isolate the population or household-related factor that best describes your "ideal" consumer. For example, if you're selling video games, the 18-and-under age segment is a better indicator of market potential than total population. On the other hand, if your product is media-oriented (magazines, mail-order catalogues, etc.), you may want to use household counts as your demographic component.

**B: Economic** - The next step involves selecting the income group(s) best suited to your product. Here, Demographics USA offers you eight basic ranges of household incomes, and you can easily combine two or more groups to achieve a broader spectrum of potential. For example, if you're selling a premium-priced product, you might select households with incomes of $50,000 and above.

**C: Distribution** - Isolating a particular store group that parallels your preferred channel of distribution is the final step in the preliminary selection process. If you're selling beer, for example, you may want to combine Eating & Drinking Place sales and Food Store sales, since these are the two largest markets for your product. On the other hand, if you're selling shampoo, Drugstores and General Merchandise stores (which includes department stores and discount stores) would be a better distribution-related indicator.

Once these three factors have been selected, you can then compute your custom BPI by following this simple four-step process:

**Step 1** - For each market (region, state, metro, county, etc.), you'll first need to compare local activity to that for the U.S. as a whole, producing a ratio for each of the three BPI factors (**A**-**B**-**C**). In this example, the Demographic component (**A**) would be calculated as follows:

Market's Pop. Under 18 = X% of
U.S. Pop. Under 18

Next, using households with EBIs of $35,000 and above as the Economic factor (**B**), we compare the market with the appropriate U.S. total:

Market's Hshlds. w/EBIs $50,000+ = Y% of
U.S. Hshlds. w/EBIs $50,000+

And finally, we calculate the Distribution component (**C**) by constructing a ratio of local Food Store sales to U.S. Food Store sales:

Market's Food Store Sales = Z% of
U.S. Food Store Sales

**Step 2** - Armed with these percentages (X-Y-Z), we are now ready to assign weights to the demographic, economic, and distribution-related components, according to their perceived importance in the selling process. In all cases, the assigned weights should be expressed in decimals (50% = .5, 30% = .3, etc.).

Since income is often cited as the most important indicator of potential purchasing power, your weighting of these factors might look something like this:

Factor **A** (Demographic) - .2 (20%)
Factor **B** (Economic) - .5 (50%)
Factor **C** (Distribution) - .3 (30%)

**Step 3** - Multiplying each component ratio (X-Y-Z) by its appropriate weight and adding the resulting totals will then give you the BPI for a particular market:

(.2 x X%) + (.5 x Y%) + (.3 x Z%) = BPI

The fractional figure you arrive at can then be used as a relative indicator to compare the potential buying power of this market to that for the U.S. as a whole (U.S. = 100.0000.)

**Step 4** - Repeat this same procedure for each targeted market, compiling a list of markets ranked according to their BPIs. If your particular product warrants the construction of a BPI with only two factors (or possibly four or five), remember that the same principles apply in terms of weighting the various components. In other words, the percentages should still total 100%, regardless of the number of BPI components.

## EFFECTIVE BUYING INCOME

Effective Buying Income (EBI) is disposable personal income: that amount of gross income available after taxes, to purchase goods and services. The Effective Buying Income household distribution groups households into income classifications and geographic market detail. All are included in DEMOGRAPHICS USA.

## RETAIL SALES

Within these same geographic market areas, information and rankings also exist for Retail Sales, covering nine basic retail store groups: food stores, eating and drinking places, general merchandise stores, apparel and accessories stores, furniture/home furnishings/appliance stores, automotive dealers, gasoline service stations, building and hardware dealers.

## MERCHANDISE LINE CATEGORIES

Merchandise Line Sales data reflect product sales rather than store sales. Merchandise Line categories include groceries and other foods, drugs and other health aids, furniture and sleep equipment, major household appliances, televisions, audio equipment, men's and boys' clothing, women's and girls' clothing, footwear and toiletries. In many cases these measurements provide more specific estimates of product potential than is provided by store type sales alone.

## THE PURPOSE OF THIS GUIDE

Because DEMOGRAPHICS USA is an analytical tool, its value is directly related to your understanding of its capacity to provide answers to problems.

The function of this GUIDE is to help you take advantage of what is in the 900 plus page DEMOGRAPHICS USA; to enable you to relate your own special problems to the solutions that are to be found within its pages. And to provide you with simple effective procedures for cutting through its mass to develop and use the valuable answers it contains.

## HOW THE GUIDE IS ORGANIZED

This User's Guide has been divided into three basic sections: Sales, Marketing, and Advertising. Each one offers a sample of applications that can be expanded upon according to your specific needs. To acquaint yourself with the Survey, locate the appropriate section that relates to your industry and take a minute to read through the outlined procedures. The examples provided will get you started toward generating the information and answers you require.

**Section One: SALES**

- **A.** Measuring Sales Performance
- **B.** Setting Sales Goals
- **C.** Setting Sales Quotas
- **D.** Territory Analysis

**Section Two: MARKETING**

- **A.** Measuring Market Potential
- **B.** Developing Marketing Strategies and Distribution Channels
- **C.** Evaluating New Product Potential

**Section Three: ADVERTISING**

- **A.** Test Market Selection
- **B.** Co-op Advertising Allocation
- **C.** Media Allocation
- **D.** Media Selection

# SALES PLANNING APPLICATIONS

## A. MEASURING SALES PERFORMANCE

How do you determine how well your sales force is doing? Is a salesperson who exceeds quota by 20% really performing better than someone who may have only achieved last year's projected levels? The answer isn't as simple as you might think, since it involves a number of other factors, not the least of which is the statistical makeup of the territory itself. To sort through these complexities, you're going to need an objective measurement of performance, and this is where DEMOGRAPHICS USA can help.

Research on buying trends has indicated that consumers with the same *demographic* and *economic* profiles—and with access to similar channels of *distribution*—will normally buy the same quantity and quality of product. However, finding a way of equitably comparing markets based on these three factors is not an easy task, and this is where S&MM's Buying Power Index, or BPI, is most valuable.

By combining total population, income, and retail sales data—and assigning appropriate weights to each of these factors—a BPI is produced that charts the potential of a particular metro, or county relative to the U.S. as a whole (U.S. = 100.0000). And because the BPI compares all markets equitably, it can also be used as an indicator of sales potential through the construction of a Performance Index (PI).

To calculate a PI, simply take your annual sales—in this case we'll use 1 million pairs of shoes—and multiply that figure times the BPI for a particular market. Using the New York metro market as an example (BPI = 3.4639), this gives you a total of 34,639 pairs of shoes, which becomes the Sales Measurement (SM) for this particular territory.

This figure can be broken out further by utilizing the BPIs for the various counties that make up the New York market, which will in turn reveal the specific geographic areas where sales are lightest and heaviest. Once the Sales Measurement figure has been calculated, a Performance Index for the market (or any of its components) can then be constructed.

Continuing with this same example, if it is determined that actual sales in this market totaled 50,000 pairs of shoes, you divide actual sales by the SM figure, according to the following formula:

$$\text{PI} = \frac{\text{Actual Sales}}{\text{Sales Measurement}} \quad \text{or:}$$

$$\text{PI} = \frac{50{,}000}{34{,}639}$$

which equals: PI = 1.44, or 144.

Since the Performance Index for the New York metro is greater than 100, this indicates that actual sales in this market exceeded those shown by the Sales Measurement figure by roughly 44%. However, if the PI figure turns out to be less than 100, this indicates that there is room for improvement. Of course, your product may be a bit more complicated than shoes, in which case you'll want to construct a custom BPI for calculating the Sales Measurement portion of your PI. For example, if you're selling a more specialized product, like running shoes, your market is much more limited than that for shoes in general.

## B. SETTING SALES GOALS

If you've found that the BPI works for your particular product or service, or if you've constructed your own custom BPI, you can then use that figure to set goals for your salespeople in their individual territories.

Using the same example as in the previous section, if you're planning on increasing production by 10%—to 1.1 million pairs of shoes, don't simply add 10% to your actual New York sales of 50,000. Instead, go back and multiply the BPI by your new target figure of 1.1 million, which gives you a revised goal of 38,103.

Since you already know that sales in this market are 50,000, you can safely assume that even if there is little or no change in New York's level of performance, sales will exceed the goal for the coming year. This leaves you free to concentrate your efforts on weaker markets, and at the same time it doesn't penalize your New York salespeople for doing a better-than-average job.

Now let's move on to another example, looking at a product with a completely different kind of sales-related problem.

Let's say that your company sells briefcases. From your experiences in this market, you know that young adults buy proportionately more briefcases than older people. Therefore, by locating areas where the age mix of the population is above or below the national average, you can isolate the markets where your prospects are best. A typical example of this kind of situation occurs in the state of Florida.

The Sarasota metro area, with a relatively good-sized population of 282,700, has a median age of 48.9 years, compared with a U.S. average of 29.4. On the other hand, the median age in the Tallahassee metro (which is nearly the same size as Sarasota) is only 29.2. However, if all we look at are the BPIs for these two markets, we might assume they're not that dissimilar, since Sarasota's BPI of .1334 is only slightly higher than Tallahassee's .0914.

For a company selling briefcases, the obvious solution is to construct a custom BPI utilizing median age as the demographic component rather than total population, and possibly selecting a narrower income group, say $35,000-$49,999, as well as a more specific distribution channel (Department stores), making sure that these factors are weighted according to their relative importance.

## C. SETTING SALES QUOTAS

What is a fair quota? Basically, it can be defined as one that offers a realistic opportunity of being accomplished, as well as including the possibility of special awards for truly superior performance. In any case, fair does not always mean equal, since no two organizations deal with the same set of problems or challenges in the same way. But by utilizing the data in DEMOGRAPHICS USA , you can develop a basic quota-setting system that can be easily altered to meet the specific needs of your product or service.

As a point of departure, assume that a fair quota is an achievable one, although any quota-setting procedure should first consider the individual salesperson. In other words, you must be able to evaluate past performance as part of the process. In addition, this same quota should realistically reflect the volume of goods or services that management believes can be sold in a given territory. In short, only a quota system that incorporates both experience and potential can truly be called fair.

As an example, let's take a company that manufactures tennis rackets with a national sales goal of 550,000 units. According to its own custom BPI, the figure for the Washington, DC, market is 2.3962, which translates to a quota of 13,179 units in this metro.

However, based on sales from the previous year, Washington has been shown to have a Performance Index of 118, which means that it is already above average in terms of its share of national sales. But a review of the territory's actual geographic boundaries reveals that—in addition to the Washington, DC, metro area—it also includes several counties in Virginia (Fauquier, Culpepper, Orange, Spotsylvania, Caroline, and King George) that are not part of the metro, some of which (Orange and Caroline) recorded no sales at all last year. In addition, since there are a number of cities in Virginia that are considered independent counties, the city of Fredericksburg must also be added to the territory. What this means is that custom BPIs for these outlying counties must also be calculated (even though some did not contribute to overall sales) and added to that of Washington, which results in a total BPI of 2.5337, with the Performance Index changing to a more modest 101.

As you can see, setting a quota for the Washington, DC, territory meant looking at the *total* geographic area, not just at the core metro where sales are the highest.

Finally, setting sales quotas also means assigning each part of a territory its rightful share of the total selling effort. If the index for a particular area proves to be below par (under 100), then it must be brought up to its proper level of performance via a carefully planned annual increase that does not overstate reality. Remember, to expect such a change to occur in the course of a single year might be asking more of your salespeople than they can legitimately handle.

## D. TERRITORY ANALYSIS

Sales territories are all too often designated according to historical record rather than by an objective analysis of potential or performance. Through the use of DEMOGRAPHICS USA data, however, management is afforded the opportunity to undertake an objective process that identifies and meets territorial needs.

The first step is to utilize the aforementioned method of measuring territories for their sales potential. Ideally, all territories should have approximately the same collective BPI, either regular or custom.

One of the functions of management is to know whether there is a major buying office in a particular territory, and if this is the case, that factor needs to become part of the BPI equation for that territory (as well as for any surrounding territories).

Say you're the sales manager for a new product line being introduced by an existing company. The line consists of men's clothing, and up to this point, your company was selling only women's clothing. Since you'll be starting from scratch with a separate sales force, you'll first need to establish your sales territories. Your initial budget allows for the hiring of 12 salespeople, and with this in mind, you now need to decide where your territory boundaries should be drawn for the best possible coverage.

In DEMOGRAPHICS USA, you'll find metro market rankings for Men's and Boys' Clothing sales, which should help you identify the top markets for your initial effort. By creating a custom BPI for your product, you can then identify the size of the territory you'll want covered by each individual salesperson. By doing this, you'll eliminate the necessity for cutting back on territories later on, while at the same time getting the maximum effort from each of your salespeople, since they'll be concentrating on an achievable, workable territory that has been efficiently planned.

# MARKETING APPLICATIONS

## A–MEASURING MARKET POTENTIAL

In order to make the most efficient use of DEMOGRAPHICS USA in a marketing situation, the first thing you need to do is identify your markets and territories in a manner that's consistent with DEMOGRAPHICS USA's geography. Markets can be identified at a number of different levels—regions, states, metros, ADIs or counties.

In addition to this, company sales records should be structured in such a way as to provide information that can be used to measure market potential. In other words, your internal data must conform to one or more of the above mentioned geographic configurations.

Having acquired such information, DEMOGRAPHICS USA can then be used to measure potential by following a simple five-step procedure:

1. Identify a particular geographic segment.
2. Identify the industry/product sales for that market through the use of a standard or custom BPI.
3. Identify your actual sales in that market.
4. Calculate your share of market by dividing item No. 2 by item No. 3.
5. Identify the potential for a particular market by multiplying total sales by the market's BPI.

With this figure now in hand, divide it into your actual sales for the market, which will produce an index of market performance. An index figure of 100 is considered par. If the figure is greater than 100, this means that a market is performing above its potential. If it's less than 100, this indicates below-average performance. For example, an index figure of 80 means that a market is performing at 20% below par or potential.

In a nutshell, here's how it works: You're a manufacturer of men's dress shirts. Retail volume for the industry as a whole is $2 billion, nationwide. Your company sales are $140 million, or 7% of the market in terms of dollar volume. In the Indianapolis metro, your sales are $542,300. The custom BPI for this market is .3303.

The first thing you want to do is find out what the estimated industry sales for Indianapolis should be. Here, you multiply the BPI by total industry sales (.3303 X $2 billion = $6,606,000). Next, your basic potential in this market is calculated by multiplying your company's total sales ($140 million) by the custom BPI for Indianapolis (.3303), which equals $462,420. The final step then involves the construction of a Performance Index (PI), taking actual market sales ($542,000) and dividing it by potential sales ($462,420), which equals 117, indicating that sales in this market are 17% above the estimated potential.

## B. DEVELOPING MARKETING STRATEGIES AND DISTRIBUTION CHANNELS

As a manufacturer of a medium-priced single lens reflex (SLR) camera, let's assume that you've defined your core customer base as the 25-49-year-old age bracket—those with household incomes of $35,000 or more. In addition, because this camera is easy to operate and carries a competitive price point, it's going to be sold in general merchandise stores (department stores and discount stores), as well as in camera shops—a major departure from your previous marketing strategy.

This decision was based on test marketing that showed that sales in general merchandise stores should easily surpass those in camera shops, and since access to camera stores used to be the primary distribution-related component in your custom BPI, changes need to be made that reflect this shift in distribution.

In the past, dependency on camera stores as a main channel of distribution necessitated a national advertising campaign, and as part of the review of this strategy, a list of targeted markets and their combined coverage needs to be produced to see if this will still be necessary.

The first step involves searching out key concentrations of consumers that fit the aforementioned age and income profiles and then producing a new custom BPI based on general merchandise store sales as the distribution component. This results in the following list of metros, ranked by their new custom BPIs (which have been approximated for this example):

| **METRO** | **CUSTOM BPI** | **METRO** | **CUSTOM BPI** |
|---|---|---|---|
| San Jose, CA | 10.92 | Seattle, WA | 4.36 |
| Washington, DC | 8.96 | Denver, CO | 4.11 |
| Brazoria, TX | 7.08 | Atlanta, GA | 4.02 |
| Anchorage, AK | 5.95 | Houston, TX | 3.92 |
| San Francisco, CA | 5.82 | Dallas, TX | 3.38 |
| | | **10-Market Total** | **58.52** |

What you find is that more than half your potential market is concentrated in these 10 metros, and when you add in the BPIs for the next 10 markets, coverage is increased to just under

75%. This means that advertising can now be concentrated within these markets without conducting a blanket campaign.

Targeted sales for the coming year have been set at 200,000 units, and by using the custom BPI you've constructed, you can easily see what share of sales each market will comprise.

## C. EVALUATING NEW PRODUCT POTENTIAL

Say your company has created a new product that is aimed at lower-income consumers. All of your previous experience has been with the affluent market, and this is a relatively unknown world to you. How do you define and reach this new category of buyers? Using DEMOGRAPHICS USA, you can put together a strategy that will help you identify consumers that fit your particular profile, locating markets with high concentrations of households having Effective Buying Incomes (EBIs) between $10,000 and $19,999. Once this has been done, you can establish age and distribution criteria that will help you construct a custom BPI for your product.

After laying the basic groundwork, you can then assign specific goals to your sales personnel in preselected sales areas that encompass the highest concentrations of potential customers with the characteristics you seek. This will allow you to establish, with solid objectivity, maximum sales goals in these market areas, knowing in advance that they represent an optimum concentration of the best potential customers for your new product.

For example, let's say you're currently selling a top-of-the-line, quality raincoat. Your market is secure, but it's been somewhat limited by the product's premium price. Therefore, you've decided to introduce a lower-priced "knockoff" version of the raincoat, designed to appeal to the same age segment as your premium-priced model but aimed at consumers with smaller household incomes.

The first thing you need to do is use your own internal data to identify those markets where raincoats will sell best. Remember; Los Angeles may be one of the biggest markets in the country in terms of size and spending power, but raincoats aren't going to be a particularly hot item in L.A. Here, your own savvy and sales history will tell you which markets are best.

What DEMOGRAPHICS USA will then allow you to do is compare demographic and socioeconomic information on your potential customers on a market-by-market basis. If New York is currently the top market for your premium-priced product—your primary target being consumers with household incomes of $50,000 or above—then this market will grow substantially when you add the $10,000-to-$34,999 categories.

If part of your evaluation of new product potential includes a controlled market test, this same technique will allow you to identify areas that conform to your profile of the ideal product/customer relationship and will also let you implement controlled testing in these additional markets. You will then be able to compare the results of these market/product associations at the end of the test period, and by using the data from DEMOGRAPHICS USA, the results will be both accurate and projectable.

# ADVERTISING APPLICATIONS

## A. TEST MARKET SELECTION

One of the most valuable aspects of DEMOGRAPHICS USA is its usefulness in selecting test markets. Unfortunately, most marketers have a tendency to stick to test markets that have been used previously, or those that are famous as test markets (i.e., "How will it play in Peoria?"). Using the demographic, economic, and distribution-related data in DEMOGRAPHICS USA, however, markets with similar characteristics can be identified and categorized according to a wide range of test-marketing purposes.

Similarities in total population, age groups, households, and income can all be used as relative indicators, as we can see in the following example, which groups four markets with roughly the same populations:

| METRO | POPULATION |
|---|---|
| Sacramento, CA | 1,532,300 |
| Milwaukee, WI | 1,436,800 |
| Columbus, OH | 1,389,700 |
| San Antonio, TX | 1,324,000 |

Comparisons can also be made using such specialized measurements as median household EBI or the Buying Power Index. Under this magnifying glass, our four examples would look like this:

| METRO | MEDIAN HOUSEHOLD EBI | BPI |
|---|---|---|
| Sacramento | $31,903 | .6556 |
| Milwaukee | 33,549 | .6239 |
| Columbus | 27,185 | .5542 |
| San Antonio | 23,865 | .4723 |

In terms of population, Sacramento, Milwaukee, Columbus, and San Antonio are very nearly the same, ranking within seven places of each other nationally. When looked at in the second table, however, we see that they're separated by a wide margin in terms of household income, placing 50th, 31st, 151st, and 240th, respectively. On the other hand, BPI figures show them once again to be fairly similar, which only goes to show that each market can be clearly identified according to its differences and similarities, depending on which indicator(s) is deemed most important to its selection. The use of these data is indicated when raw population numbers are not necessarily relevant to the sales growth of a particular product. By utilizing appropriate clusters of retail sales statistics, you can match up any and all metro areas that sell approximately the same volume of product:

| METRO | PER HOUSEHOLD RETAIL SALES | FOOD STORE SALES |
|---|---|---|
| Sacramento | $20,045 | $2,309,094 |
| Milwaukee | 20,792 | 1,976,948 |
| Columbus | 19,961 | 1,700,547 |
| San Antonio | 19,960 | 2,069,362 |

Once again, it becomes clear that there are major differences within these four markets that would preclude them from being similar test markets for all products.

Since we've established that a particular combination of known demographic, economic, and distribution factors determine sales potential—regardless of the geography of the area in question—this means that you can construct a wide variety of test market universes by zeroing in on the specific characteristics that affect the rate of sales of your particular product.

Basically, you're no longer forced to choose test markets from someone else's list of metros. As a result, you can avoid any competitive testing that might skew your results and require reevaluation (assuming that you're fortunate enough to find out that such factors have affected your results in the first place).

By knowing with objective certainty the combination of available characteristics that will positively affect your sales, you can create your own test markets with a maximum amount of control, projectability, and dollar efficiency. When you come right down to it, there really isn't an "average" product, any more than there is an "average" test market, unless you happen to be the first one on your block to discover such a market. By the same token, if you're just another in a long line of users of a given test market, be aware that inordinate testing could eventually destroy the natural responsiveness of such a market—the very thing that made it valuable as a testing location in the first place.

## B. CO-OP ADVERTISING ALLOCATION

One of the biggest problems in the creation of a co-op advertising budget involves trying to define the approximate dollar amounts that should be targeted for certain markets. The main source of this dilemma is that most co-op allocations are based on after-the-fact sales volume figures, with a percentage of total sales then set aside for the co-op program.

Once again, DEMOGRAPHICS USA can be used to identify sales potential by market area, which then makes it possible to allocate co-op dollars based on projected sales quotas rather than actual sales. In effect, you can then use these all-important ad dollars to help your salespeople generate sales, rather than as a payment to dealers who have already made a commitment to buy.

In the following example, we'll look at a manufacturer of stereo components that sells, on the average, one unit for every 500 people between the ages of 25 and 34. In the state of Michigan, sales last year totaled only 2,983 units, even though the potential market in this age segment was 1,561,112, or 3,122 potential unit sales. With each unit carrying a price tag of $80, the actual accrual of co-op funds—based on a program base of 5%—was $11,932.

Based on market potential, however, sales should have totaled $248,960, and the 5% accrual would have generated $12,448 in co-op funds. By planning the program based on this potential rather than on actual sales, you can assist your salespeople in achieving their expected volume.

Through the construction of a custom BPI, you could use your anticipated national sales volume to identify the proper share of that figure that should be generated by all targeted markets or groups of territories, and then allocate co-op dollars to those markets to help them achieve their potential sales volume.

## C. MEDIA ALLOCATIONS

Many consumer-goods manufacturers purchase TV, radio, magazine, and newspaper advertising for their products. Basically speaking, the greatest efficiency is achieved by reaching the most people with the least expense. This works well when the distribution of the product is widespread and if it appeals to a large segment of consumers.

However, if the product is a specialty item, a national advertising program that does not adequately reflect differences in market potential will only deliver audiences, not customers. The difference between the two is critical to sales success. Metro market ranking tables are provided so that key markets can be flagged and determinations made as to the best buy for a particular product.

Here again, the Buying Power Index is the ideal tool for allocating limited ad budgets in individual markets. If a market has a 6% share of potential, then a company should consider spending 6% of its budget in that market. Of course, there are some exceptions to this general rule, the main one being that some portions of the country are well developed in terms of sales, while others are still new and in need of constant attention. In cases like this, funds can be diverted from established markets to those that need expanding.

Another way this kind of situation can be handled is by creating two different ad funds, the first being a "sustaining" fund designed to maintain markets where sales are already established, and the second a "developmental" fund to assist the sales force in achieving maximum potential for underdeveloped markets. In both cases, clear goals of total sales should be written into the sales plan before any advertising monies are committed to markets.

## D. MEDIA SELECTION

More and more major corporations are taking advantage of the strategic benefits arising from the use of advertising techniques that localize expenditures on a market-by-market basis. Through the use of DEMOGRAPHICS USA, you can readily identify the sales volume of a given geographic area, which will enable you to relate this volume to your ad dollar investment.

Once a market's share of the advertising budget has been established, further use of DEMOGRAPHICS USA data can reveal the efficiency of using the various media (broadcast, print, etc.), according to the cost-per-thousand exposure to your targeted customers. In addition, if your product has specific demographics connected to it, you can adjust the basic cost-per-thousand to determine ad efficiency—based not on population but rather on concentrations of characteristics that define your primary prospects (age, income, households, etc.).

By using such data to rank markets that have the greatest numbers of key prospects, you'll be able to determine such things as whether national coverage is more efficient than local coverage. If TV advertising, for example, justifies its high cost on the basis of more exposure to your message, you can compare such coverage to a list of the top 50 markets for certain characteristics. In such cases, you might find that these top markets represent 75% or 80% of your total potential, and if this is so, nationwide coverage probably isn't justified.

In other cases, when you know that you're trying to reach a particular age group within a specific segment of high-income households, TV may turn out to be a less efficient medium for your message compared to alternatives such as cable or specialized publications that are aimed directly at your targeted customer.

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## Let us hear from you...

Most of the improvements and additions that appear in this new 1992 edition of the Survey of Buying Power DEMOGRAPHICS USA are the direct result of the comments and suggestions we received from the subscribers to the previous editions.

Specifically, the listing of each county within a state in alpha order, the addition of Metropolitan Area rankings in broad range of vital categories and series of 51 county outline maps showing Metropolitan Areas for each state are all a direct result of your (or your colleagues') reaction to the past editions. As a result, the '92 edition is a more useful and usable marketing tool...and thus, more valuable to you.

The 1992 edition confirms Market Statistics and Sales & Marketing Management's commitment to continuing its long history of providing the marketing and sales community with the information it needs to achieve sophistication and precision in analysis and planning.

If you have any questions, ideas or suggestions, please don't hesitate to write or call Market Statistics at (212) 986-4800.

THE SURVEY OF BUYING POWER
# DEMOGRAPHICS USA 1992

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THE SURVEY OF BUYING POWER
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**USA 1992**

# EXPLANATION OF TERMS

**ALL OTHER STORES.** The aggregate total of sales for all types of retail establishments not included among the store groups listed in *Demographics USA.* The arithmetic difference between Total Retail Sales and the aggregate sales of the 9 major store types shown in *Demographics USA* represents the sales of "All Other Stores." Such outlets include nonstore retailers (vending machines, for example), liquor stores, sporting goods dealers, hobby stores, book, gift, and stationery stores, luggage shops, florists, cigar stands, and news dealers and newsstands.

**APPAREL AND ACCESSORIES STORES** (SIC Major Group 56). This category includes sales for establishments primarily engaged in selling new clothing, shoes, hats, underwear, and related articles. It is a broadly inclusive group that—aside from men's and women's clothing and accessory stores—also encompasses children's and infants' wear stores, bridal shops, furriers, handbag stores, lingerie stores, custom tailors, and sports apparel stores. However, apparel and accessories sold in Department and General Merchandise stores are not included.

**AUTOMOTIVE DEALERS** (SIC Major Group 55; excluding subgroup 554, Gasoline Service Stations): Included are retail outlets selling automobiles—new and used, domestic and imported. In addition to these categories, sales for auto and home supply stores (tire dealers and parts and accessories stores), boat dealers, recreational vehicle dealers, motorcycle dealers, and miscellaneous automotive dealers selling aircraft, dune buggies, snowmobiles, and utility trailers are also included.

**AVERAGE HOUSEHOLD EFFECTIVE BUYING INCOME.** This figure is calculated by dividing the total number of households into total EBI for a given geographic area. Often used as an indicator of market quality, this figure can nonetheless be misleading, particularly in areas where there is a disproportionate share of college, military, or other institutional-style populations housed in group quarters. Since such quarters are not considered households, and because total EBI includes the incomes of these residents, a per-household average sometimes credits households with income that is not really theirs. (See Effective Buying Income and Median Household EBI.)

**AVERAGE HOUSEHOLD SIZE.** Total population divided by the number of households. Depending upon whether it is above or below the U.S. average, it is used as a rough indicator of the relative importance of family-type units or single-person units in a local area. However, the figure can be artificially high in those relatively few counties where there is a disproportionate share of college, military, and other types of institutional population. The people living in such group quarters are part of the population total, but their dwellings are not part of the household total.

**BUILDING MATERIALS, HARDWARE DEALERS** (SIC Major Group 52): Sales in this category include those from establishments primarily engaged in selling hardware, lumber, and other building materials; paint, glass, and wallpaper; lawn and garden supplies; and mobile homes, even if sales to contractors account for a larger proportion of all sales.

**BUYING POWER INDEX (BPI):** A weighted index that converts three basic elements—population (the demographic factor), Effective Buying Income (the economic factor), and retail sales (the distribution factor)—into a measurement of a market's "ability to buy," expressing it as a percentage of the national total (100.0000%). The BPI is calculated by first producing a ratio of local population, income, and retail sales to the comparable U.S. totals, then assigning a weight of .5 to an area's income; .3 to retail sales; and .2 to population. These weights are then multiplied by the appropriate ratios and the resulting figures added together to produce the BPI for a state, metro, or county.

The BPI is one of the most important measures used to estimate potential for mass-marketed items sold at popular prices.

**CONSOLIDATED METROPOLITAN STATISTICAL AREA (CMSA).** (See Metropolitan Statistical Area).

**COUNTY.** The primary political administrative subdivision of a state, the county is widely used for marketing purposes for the following reasons: 1) The range of current available data below the state level is greatest at the county level. 2) Geographic boundaries are rarely altered. 3) Complete national coverage is achieved by adding all counties. 4) Sales & Marketing Management's 3,140 county units are manageable building blocks for alignment of sales territories. 5) County boundaries are readily identifiable.

For Louisiana, parishes are used in lieu of counties; for Alaska, boroughs and census divisions. The District of Columbia is treated as a single county unit. In Virginia, all cities are by law independent of counties; hence, the S&MM *Demographics USA* treats them as county units in themselves. The cities of Baltimore, Md., St. Louis, Mo., and Carson City, Nev., are also independent.

**DENSITY.** Population divided by the county's square miles of land area. A simple basis for relating population to a county's size. Thus two counties with the same population can have sharply divergent densities because of difference in land area size. The figure suffers because the land area will include railroad freight yards, wildlife preserves, industrial parks, and other nonresidential areas, resulting in a misleading density level.

**DEPARTMENT STORES** (SIC Subgroup 531). A department store is an establishment that employs 50 or more persons and has combined sales of soft goods and apparel totalling at least 20% of sales. Furthermore, the establishment must sell minimum amounts of 1) furniture, home furnishings, appliances, radios and TV sets; 2) a general line of apparel; 3) household linens and dry goods. So-called mass merchandisers and discount stores are included if they meet the above criteria. Department stores are included in the General Merchandise Stores sales totals.

**DRUGSTORE SALES** (SIC Industry Group 591). A 3-digit subgroup of SIC 59—Miscellaneous Retail Stores. Totals here reflect sales from establishments engaged in the retail sale of prescription drugs, proprietary drugs, and nonprescription medicines. Stores in this category may also carry a number of related lines, such as cosmetics, toiletries, tobacco, and novelty merchandise, and sales include drugstores that also operate soda fountains or lunch counters.

**EATING AND DRINKING PLACES** (SIC Major Group 58). Includes establishments selling prepared foods and drinks for consumption on the premises or for takeout, as well as lunch counters and refreshment stands selling prepared foods and drinks for immediate consumption. Also included under Eating Places are caterers and institutional food services; concession stands at stadiums, amusement parks, and airports; fast-food restaurants and custard stands; and pizzerias, oyster bars, commissaries, and other miscellaneous eating establishments. Drinking Places include bars, beer gardens, cocktail lounges, discos serving alcoholic beverages, nightclubs, taprooms, wine bars, and other miscellaneous establishments.

**EFFECTIVE BUYING INCOME (EBI):** A classification developed exclusively by Sales & Marketing Management to distinguish it from other sources reporting income statistics, EBI is defined as personal income less personal tax and non-tax payments—a number often referred to as "disposable" or "after-tax" income. Income and all income-related fields have now been benchmarked to the 1990 Census.

Generally speaking, EBI is a bulk measurement of market potential indicating the ability to buy, and it is essential for selecting, comparing, and grouping markets on this basis. For products that appeal to more specific income classes, marketers should examine data showing the Percentage of Households by EBI Group and the Buying Power Index (BPI).

Personal income is the aggregate of wages and salaries, other labor-related income (such as employer contributions to private pension funds), proprietor's income, rental income (which includes imputed rental income of owner-occupants of non-farm dwellings), dividends paid by corporations, interest income from all sources, and transfer payments (such as pensions and welfare assistance).

Deducted from this total are personal taxes (federal, state, and local), non-tax payments (fines, fees, penalties, etc.), and personal contributions to social insurance. According to U.S. government definitions, the resultant figure is commonly known as "disposable personal income."

**FOOD STORES** (SIC Major Group 54). Retail stores primarily engaged in selling food for home preparation and consumption. Included in this category are grocery stores; meat and fish markets; fruit and vegetable markets; candy, nut, and confectionery stores; dairy products stores; bakeries; and miscellaneous food stores such as health food, coffee, spice, vitamin, and poultry stores.

**FURNITURE, HOME FURNISHINGS, AND APPLIANCE STORES** (SIC Major Group 57). Sales from a broad array of subgroups including furniture stores; floor covering stores (carpet, rug, and tile); drapery, curtain, and upholstery stores; home furnishing stores (bedding, china, cookware, lamps, pottery, venetian blinds, etc.); and household appliance stores (air conditioners, freezers, sinks, cabinets, stoves, refrigerators, and vacuum cleaners). Perhaps the most important subgroup, however, is that of radio, television, consumer electronics, and music stores, which includes computer and computer software stores as well as record and tape stores.

(See Supermarkets, sales of which are included in Food Stores totals.)

**FURNITURE, HOME FURNISHINGS STORES** (SIC Subgroup 571). A component of Furniture, Home Furnishings, and Appliance Stores category. Made up of furniture stores as well as floor covering stores, and drapery, curtain, and upholstery stores. Diversified furniture stores that also sell household appliances, phonographs, radios and TV sets, and floor coverings are in this group if their sales of furniture and sleep equipment exceed sales of all other merchandise. Establishments engaged primarily in repairing and reupholstering furniture are included in the *Census of Selected Services;* hence their data do not appear in *Demographics USA.*

**GASOLINE SERVICE STATIONS** (SIC Industry Group 554). This 3-digit subgroup of SIC Major Group 55—Automotive Dealers—is broken out separately due to its marginal relation to actual car and automotive accessory sales. It is defined as service stations primarily engaged in selling gasoline and oil, although these establishments frequently sell other merchandise such as tires, batteries, and parts, as well as engaging in minor repair work. Gas stations combined with other activities such as grocery stores, convenience stores, or car washes are classified according to their primary activity.

**GENERAL MERCHANDISE STORES** (SIC Major Group 53). This category includes retail stores that sell a number of lines of merchandise, such as dry goods, apparel and accessories, furniture and home furnishings, housewares, hardware, and food. Stores included in this group are department stores, limited-price variety stores, and miscellaneous general merchandise stores such as general stores and catalogue showrooms, although catalogue and mail-order operations are not included in this category.

**GRADUATED BUYING POWER INDEXES.** Designed to correlate product potential and buying power of households with LOW income (under $15,000), MODERATE income ($15,000-$24,999), or HIGH income ($25,000 and over). EPP, for economy-priced products, has the following weights applied to the respective percents of U.S. totals: 6 for households with incomes under $15,000, 3 for food store sales, and 1 for number of households. MPP, for moderate-priced products, has the following weights: 6 for households with incomes $15,000-$24,999, 3 for total retail sales, and 1 for three- and four- person households. PPP, for premium-priced products, has the following weights: 6 for households with incomes of $25,000 and over, 3 for combined Apparel and Furniture-Appliance store sales, and 1 for households with head 35-64 years old.

Each Index is calculated in the same manner as the more familiar Buying Power Index (BPI). That is, the market's share of the U.S. total of each indicator is multiplied by the given weight; the total of the weighted percent is then divided by 10. The reader can construct his own customized BPI if he has reliable data on the consumers of his products.

**HOUSEHOLDS.** A household consists of all the people occupying a single housing unit under the 1990 Census rules. A housing unit is defined as a house, an apartment, a group of rooms, or a single room. In addition, the members of a household need not be related, and a single person living alone in a housing unit is also considered a household.

Persons who are not counted as members of households include: those living in group quarters such as institutions, college dormitories, or military barracks; hospitals; and nursing homes.

**HOUSEHOLDER.** *Demographics USA* follows the 1990 census definition of householder. In accordance, a householder is the person who was reported in column 1 on the 1990 census questionnaire. This was to be the person or one of the persons in whose name the home was owned or rented. If there was no such person, any adult household member at least 15 years old who was not a roomer, boarder or paid employee was to be reported in this column.

**HOUSEHOLDS BY AGE OF HOUSEHOLDER.** Marketers often try to position their products or services against specific age groups. *Demographics USA* breaks the household total into six widely used age groups.

**HOUSEHOLDS BY EFFECTIVE BUYING INCOME GROUPS.** A household's available spending potential is also used by marketers who want to aim their products or services and advertising efforts at those most likely to buy. *Demographics USA* breaks the household total into the eight most widely used income groups.

**HOUSEHOLDS BY NUMBER OF PERSONS.** A third household break that is widely used by marketers who seek more precise sales targets is size, or number of persons in the household. Theoreotically, for instance, a large household will consume a mass staple at a faster rate than a small one, giving the marketer an insight into the expected repeat-purchase rate. *Demographics USA* breaks the household total into the six most widely used size categories.

**INDEPENDENT CITIES.** Several cities in the U.S. that do not fall within official county boundaries are treated as independent entities by the Census Bureau. *Demographics USA* lists those independent cities as county entities. Except for St. Louis, MO,; Baltimore, MD,; and Carson City, NV, which replaced Ormsby County, all independent cities are located in the state of Virginia. These are Alexandria, Bedford, Bristol, Buena Vista, Charlottesville, Chesapeake, Clifton Forge, Colonial Heights, Covington, Danville, Emporia, Fairfax, Falls Church, Franklin, Fredericksburg, Galax, Hampton, Harrisonburg, Hopewell, Lexington, Lynchburg, Manassas, Manassas Park, Martinsville, Newport News, Norfolk, Norton, Petersburg, Poquoson, Portsmouth, Radford, Richmond, Roanoke, Salem, South Boston, Staunton, Suffolk, Virginia Beach, Waynesboro, Williamsburg, and Winchester.

**MEDIAN AGE OF POPULATION.** A calculation that divides the age distribution of the population into two equal groups, with one-half of the population older, and one-half younger, than the figure shown.

**MEDIAN HOUSEHOLD EFFECTIVE BUYING INCOME:** This calculation takes the household distribution of Effective Buying Income, or EBI, and divides it into two equal groups, with half the households above, and half below, the resulting figure.

**MERCHANDISE LINE SALES.** These data show total sales on nine broad product categories, such as groceries and the other food products, footwear and so on. Merchandise line totals are becoming increasingly popular because they give a more realistic estimate of a product's area potential than is provided by store-type sales. The merchandise line totals are made even more useful by data that show the volume of individual product categories sold by the dominant store type for that product classification–for example, the dollar volume of groceries sold in food stores. The merchandise line estimate shown in *Demographics USA* are based on the 1987 Census of Merchandise Line.

**METROPOLITAN STATISTICAL AREA (MSA).** According to the government's three-tiered system of metropolitan area definitions, an MSA is a geographic area with a large population nucleus, along with any adjacent communities that have a high degree of economic and social integration with that nucleus. The major purpose of this system—which also includes PMSAs and CMSAs—is to enable federal agencies to use the same geographic definitions when collecting and disseminating metro-area statistics. These definitions are reviewed every 10 years (as part of the decennial Census of Population), although metro areas are sometimes added to the government's listings between census years. However, any such additions have always been based on strict adherence to government criteria.

The metro area definitions are based on the most recent revisions to this system, which were made just after the completion of the 1980 census. The most important change effected by these revisions was the elimination of the term Standard Metropolitan Statistical Area, or SMSA, which has been replaced by a two-tiered system of definition: Metropolitan Statistical Areas (MSAs) and Primary Metropolitan Statistical Areas (PMSAs). The third tier in the revised system—CMSAs, or Consolidated Metropolitan Statistical Areas—is virtually the same as the old SCSA (Standard Consolidated Statistical Area) designation, since both are made up of groups of metros rather than counties.

MSA and PMSA designations follow a set of standards prepared by the Federal Committee on MSAs, which advises the Census Bureau and the Office of Management and Budget (OMB) on metro area definitions. Under the 1980 revisions, an area can qualify as an MSA in one of two ways: 1) if it contains a city with a population of at least 50,000, or 2) if it contains an "urbanized" area of at least 50,000 and the total metro-area population is 100,000 or more. In addition to the county containing the central city, an MSA may include additional counties that have close economic and social ties to the core county.

MSAs and PMSAs are defined in terms of whole counties, except in the six New England states, where towns and cities are the standard units of definition due to the absence of county governments. In these states, the federal government's unofficial system of New England County Metropolitan Areas (NECMAs) is utilized by *Demographics USA* in order to ensure a uniform system of county-based geography.

An MSA with a population of more than 1 million may qualify for designation as a Primary Metropolitan Statistical Area (PMSA) if it is contiguous with at least one other such metro, with the resulting group of two or more PMSAs forming a consolidated area, or CMSA.

The Metro Market rankings ignore the distinctions between MSAs and PMSAs, grouping the two designations together in the interest of simplicity and consistency.

**NEW ENGLAND COUNTY METROPOLITAN AREA (NECMA).** The U.S. Office of Information and Regulatory Affairs (OIRA), part of the government's Office of Management and Budget, uses this system to define metro areas in the six New England states by applying the same criteria used in establishing MSAs in other regions. (See Metropolitan Statistical Area.)

**NONSTORE RETAILERS** (SIC Subgroup 596). Nonstore retailers include Mail Order Houses (SIC 5961), Merchandise Vending Operators (SIC 5962), and Direct (house-to--house) Selling Organizations (SIC 5963). *Demographics USA* includes sales of nonstore retailers as part of "All Other Stores."

**PER-CAPITA EFFECTIVE BUYING INCOME:** This is an arithmetic average obtained by dividing Total Effective Buying Income by Total Population. It measures the total spending power to the number of people and is useful for comparing the relative level of income of different markets because it eliminates the impact of population size. However, because population is measured as of one date (Dec. 31), whereas EBI is measured as a flow over the calendar year, a significant change in population during the year can distort the per capita figure.

**PERCENT CHANGE OF POPULATION.** The percent change between December 31, 1990 census, and December 31,1996.

**PERCENT OF U.S.** The share of total U.S. population, households, EBI, or retail sales accounted for by a given region, state, metro or county. This figure shows the relative importance of an area's major demographic and socioeconomic factors.

**POPULATION.** Updated from the Census Bureau's 1990 Census of Population and Housing, It is a head-count estimate of all the people living in an area at the end of the year. It includes people living in colleges and hospitals, and armed forces permanently assigned to the area, but excludes tourists and transients.

**POPULATION BY AGE AND SEX.** Male and female population totals for eight age groups are useful for marketers who seek to aim their products or services at specific sales targets. For example, the 12- to 17-year-old population is a favorite target of those marketing soft drinks and phonograph records. Several of the age groups are also associated with lifestyle stages a person passes through–such as the preschoolers (0-5 years), teen-agers (12-17 years), and young adults (18-24 years)–which are used in the formulation of marketing strategies.

**POPULATION PER SQUARE MILE.** (See Density.)

**RETAIL SALES.** Total Retail Sales reflects net sales (minus refunds and allowances for returns) for all establishments primarily engaged in retail trade. Retail sales by wholesalers and service establishments are not included.

*NOTE:* Although retail sales are often used to gauge the purchasing power of the residents in a given market, they can also be affected by nonresident "pollution," that is, purchases made by people not residing within the boundaries of the geographic area in question.

Retail sales totals are updated from 1987 Census of Retail Trade benchmarks.

**STANDARD INDUSTRIAL CLASSIFICATION (SIC).** Federal government censuses classify individual business establishments by the type of primary activity in which they are engaged. Retail outlets are classified as two-digit major groups, such as General Merchandise Stores (SIC 53); three-digit subgroups, such as Department Stores (SIC 531); and four-digit detailed industry groups, such as Mail-Order houses (SIC 5961).

**SUPERMARKETS.** Supermarket sales are listed as a component of total Food Store sales because this type of outlet dominates that field. Although the Census Bureau's retail censuses provide no data for supermarkets per se, *Demographics USA* supermarket category is closely related to the bureau's Grocery Stores subgroup (SIC 541).

**TELEVISION MARKET–AREA OF DOMINANT INFLUENCE.** This is the formal term for what is more commonly known as a TV or broadcast market. Definitions for ADIs are supplied by Arbitron, the Control Data subsidiary that generates ratings for broadcast programming. Basically, ADIs are selected by totaling the viewer hours of TV stations whose signals reach a particular county, with total hours then converted to a percentage share of all viewing hours. The name of an ADI is assigned according to the market of origin of the station(s) with the largest share of viewer hours, and all counties whose largest viewer share is given to stations in that same market of origin are grouped together under that particular ADI.

*NOTE:* Because of the reach of broadcast signals, ADIs don't always conform to whole-county geography like metro markets or newspaper markets. In certain cases, Arbitron splits counties, treating each portion as if it were a separate county. Each county, or portion thereof, is allocated exclusively to a single ADI, thus eliminating any geographic overlap. ADI data cover all U.S. states, with the exception of Alaska and Hawaii.

# RETAIL SALES ADDENDUM

## RETAIL STORE GROUPS

The retail store groups that appear in the **Survey of Buying Power DEMOGRAPHICS USA** follow the U.S. Standard Industrial Classification (SIC), which provides for up to two levels of subclasses within the groups; some of these subclasses are subdivided further by the Bureau of the Census. Data for these finer components, listed below, are maintained by Market Statistics (212-986-4800).

| SIC Code | Components |
|---|---|
| **54** | **Food Stores** |
| 541 | Grocery stores |
| 542 | Meat and seafood markets |
| 543 | Fruit and vegetable markets |
| 544 | Candy, nut, and confectionery stores |
| 545 | Dairy products stores |
| 546 pt. | Retail Bakeries (baking and selling) |
| 546 pt. | Retail Bakeries (selling only) |
| 549 | Miscellaneous food stores |
| **58** | **Eating And Drinking Places** |
| 5812 pt. | Restaurants and lunchrooms |
| 5812 pt. | Cafeterias |
| 5812 pt. | Refreshment places |
| 5812 pt. | Other eating places |
| 5813 | Drinking places |
| **53** | **General Merchandise Stores** |
| 531 | Department stores |
| 533 | Variety stores |
| 539 | Miscellaneous general merchandise stores |
| **56** | **Apparel And Accessories Stores** |
| 561 | Men's and boys' clothing and accessories stores |
| 562 | Women's clothing stores |
| 563 | Women's accessories and specialty stores |
| 564 | Children's and infants' wear stores |
| 565 | Family clothing stores |
| 566 pt. | Men's store stores |
| 566 pt. | Women's shoe stores |
| 566 pt. | Children's and juveniles' shoe stores |
| 566 pt. | Family shoe stores |
| 569 | Miscellaneous apparel and accessories stores |
| **57** | **Furniture/Home Furnishings/Appliance Stores** |
| 5712 | Furniture stores |
| 5713 | Floor covering stores |
| 5714 | Drapery, curtain, and upholstery stores |
| 5719 | Miscellaneous home furnishings stores |
| 572 | Household appliance stores |
| 5731 | Radio, TV, and consumer electronics stores |
| 5734 | Computer and computer software stores |
| 5735 | Record and prerecorded tape stores |
| 5736 | Musical instrument stores |
| **55 pt.** | **Automotive Dealers** |
| 551 | New car dealers |
| 552 | Used car dealers |
| 553 pt. | Tire, battery, and accessory dealers |
| 553 pt. | Other auto and home supply stores |

| SIC Code | Components |
|---|---|
| 555 | Boat dealers |
| 556 | Recreational vehicle dealers |
| 557 | Motorcycle dealers |
| 559 | Automotive dealers not elsewhere classified |
| **554** | **Gasoline Service Stations**<br>Includes establishments primarily selling gasoline and automotive lubricants and garages that derive more than half their receipts from selling those same products. |
| **52** | **Building Materials And Hardware Dealers** |
| 521 | Lumber and other building materials dealers |
| 523 | Paint, glass, and wallpaper stores |
| 525 | Hardware stores |
| 526 | Retail nurseries, lawn and garden supply stores |
| 527 | Mobile home dealers |
| **591** | **Drugstores** |
| 591 pt. | Drugstores |
| 591 pt. | Proprietary stores |
|  | **All Other Stores**<br>The several store groups that are not among **DEMOGRAPHICS USA's** store groups include the following: |
| 592 | Liquor stores |
| 593 | Used-merchandise stores |
| 5941 pt. | General-line sporting goods stores |
| 5941 pt. | Specialty-line sporting goods stores |
| 5942 | Bookstores |
| 5943 | Stationery stores |
| 5944 | Jewelry stores |
| 5945 | Hobby, toy, and game shops |
| 5946 | Camera and photographic supply stores |
| 5947 | Gift, novelty, and souvenir shops |
| 5948 | Luggage and leather goods stores |
| 5949 | Sewing, needlework, and piece goods stores |
| 5961 | Catalog and mail-order houses |
| 5962 | Automatic merchandising machine operators |
| 5963 | Direct selling establishments |
| 5983 | Fuel oil dealers |
| 5984 | Liquefied petroleum gas dealers |
| 5989 | Fuel dealer not elsewhere classified |
| 5992 | Florists |
| 5993 | Tobacco stores and stands |
| 5994 | New dealers and newsstands |
| 5995 | Optical goods stores |
| 5999 pt. | Pet shops |
| 5999 pt. | Typewriter stores |
| 5999 pt. | Miscellaneous stores not elsewhere classified |

continued

# MERCHANDISE LINE CATEGORIES

The merchandise lines that appear in the **Survey of Buying Power DEMOGRAPHICS USA** are among those designated on the report forms of the Census of Retail Trade. Finer lines are designated within most of these broad lines where appropriate to the store type. Data for the detailed lines are maintained by Market Statistics (212-986-4800). They are listed here with the code numbers used by the Bureau of the Census.

| Census Code | Components |
|---|---|
| **100** | **Groceries And Other Foods** |
| 101 | Meat, fish and poultry |
| 102 | Produce |
| 103 | Frozen foods |
| 104 | Dairy products and related foods |
| 105 | Bakery products baked on the premises |
| 106 | Bakery products not baked on the premises, except frozen |
| 107 | Delicatessen items |
| 108 | Bottled, canned, or packaged soft drinks |
| 109 | All other foods |
| **160** | **Drugs, Health Aids And Beauty Aids** |
| 161 | Prescriptions |
| 162 | Nonprescription medicines |
| 163 | Vitamins, minerals, and other dietary supplements |
| 164 | Health aids |
| 165 | Cosmetics |
| 166 | Other hygiene needs |
| **300** | **Major Household Appliances** |
| 301 | Kitchen appliances |
| 302 | Laundry appliances |
| 303 | Other major household appliances |
| **320** | **Televisions, Video Recorders And Tapes** |
| 321 | Televisions |
| 324 | Video tape recorders, cameras, and tapes |
| **330** | **Audio Equipment, Musical Instruments And Supplies** |
| 331 | Audio equipment, components, parts and accessories |
| 335 | Records, tapes, and compact discs |
| 337 | Musical instruments, sheet music and related items |
| **370** | **Home Computers And Calculators** |
| **340** | **Furniture And Sleep Equipment** |
| 341 | Upholstered furniture |
| 342 | Other living room, dining room, and bedroom furniture |
| 343 | Sleep furniture and equipment |
| 344 | All other furniture including outdoor, kitchen and office furniture |

| Census Code | Components |
|---|---|
| **200** | **Men's And Boys' Clothing** |
| 201 | Boys', young men's, and students' clothing and accessories |
| | Men's clothing and accessories: |
| 202 | Overcoats, topcoats, raincoats, and outer jackets |
| 203 | Suits and formal wear |
| 204 | Sport coats and blazers |
| 205 | Tailored and dress slacks |
| 206 | Casual slacks and jeans, walking shorts, etc. |
| 207 | Career and work uniforms |
| 208 | Dress shirts |
| 209 | Sport shirts |
| 211 | Sweaters |
| 212 | Hosiery, pajamas, robes, and underwear |
| 213 | Active sportswear |
| 214 | Accessories |
| 215 | Custom-made mens' and boys' garments |
| **220** | **Women's And Girls' Clothing** |
| 221 | Infants' and toddlers' apparel (including footwear) and accessories, and girls' and subteen clothing and accessories |
| | Women's, misses', and juniors' clothing and accessories: |
| 222 | Furs and fur garments |
| 223 | Dresses |
| 224 | Coats, outer jackets, and rainwear |
| 225 | Suits, pantsuits, sport jackets, and blazers |
| 226 | Slacks, jeans, walking shorts, and skirts |
| 227 | Tops (shirts, blouses, and sweaters) |
| 228 | Active sportswear |
| 229 | Hosiery (including tights) |
| 231 | Bras, girdles, and corsets |
| 232 | Lingerie, sleepwear, and loungewear |
| 233 | Hats, wigs, and hairpieces |
| 234 | Accessories |
| 236 | Other clothing (uniforms, smocks, miscellaneous) |
| 235 | Custom-made womens', girls', infants' and toddlers' garments |
| **260** | **Footwear**<br>(except infants' and toddlers', included in line 221) |
| 261 | Men's and boys' footwear |
| 262 | Women's and girls' footwear |
| 263 | Children's footwear |
| 264 | Athletic footwear |
| 265 | Footwear accessories |

# TELEVISION MARKET ADDENDUM

The Television Markets for which data are shown in Sections 16–21 are the Areas of Dominant Influence (ADIs) delineated by the Arbitron Ratings Company for the 1992-93 TV year, covering all of the United States except Alaska and Hawaii. The counties and (in a few areas) portions of counties that make up each market are listed below.

**ABILENE - SWEETWATER, TEX.**— Brown, Callahan, Coleman, Eastland, Fisher, Haskell, Jones, Mitchell, Nolan, Runnels, Scurry, Shackelford, Stephens, Stonewall, Taylor.

**ALBANY, GA.**— Atkinson, Baker, Ben Hill, Berrien, Calhoun, Coffee, Colquitt, Cook, Crisp, Dougherty, Irwin, Lanier, Lee, Mitchell, Terrell, Tift, Turner, Worth.

**ALBANY - SCHENECTADY - TROY, N.Y.**— MASS.: Berkshire; N.Y.: Albany, Columbia, Fulton, Greene, Hamilton, Montgomery, Rensselaer, Saratoga, Schenectady, Schoharie, Warren, Washington; VT.: Bennington.

**ALBUQUERQUE, N.M.**— ARIZ.: Apache (northern portion); COLO.: Alamosa, Archuleta, Conejos, Costilla, Montezuma, Rio Grande, Saguache; N.M.: Bernalillo, Catron, Chaves, Cibola, Colfax, De Baca, Eddy, Grant, Guadalupe, Harding, Hidalgo, Lea (northern portion), Lincoln, Los Alamos, Luna, McKinley, Mora, Otero, Rio Arriba, Roosevelt, Sandoval, San Juan, San Miguel, Santa Fe, Sierra, Socorro, Taos, Torrance, Valencia.

**ALEXANDRIA, LA.**— Avoyelles, Grant, Rapides, Vernon.

**ALPENA, MICH.**— Alcona, Alpena.

**AMARILLO, TEX.**— N.M.: Curry, Quay, Union; OKLA.: Cimarron, Texas; TEX.: Armstrong, Briscoe, Carson, Castro, Childress, Collingsworth, Cottle, Dallam, Deaf Smith, Donley, Gray, Hall, Hansford, Hartley, Hemphill, Hutchinson, Lipscomb, Moore, Ochiltree, Oldham, Parmer, Potter, Randall, Roberts, Sherman, Swisher, Wheeler.

**ANNISTON, ALA.**— Calhoun.

**ARDMORE - ADA, OKLA.**— Atoka, Bryan, Carter, Choctaw, Coal, Johnston, Love, Marshall, Pontotoc, Pushmataha.

**ATLANTA, GA.**— ALA.: Randolph; GA.: Banks, Barrow, Bartow, Butts, Carroll, Chattooga, Cherokee, Clarke, Clayton, Cobb, Coweta, Dawson, De Kalb, Douglas, Fayette, Floyd, Forsyth, Fulton, Gilmer, Gordon, Greene, Gwinnett, Habersham, Hall, Haralson, Heard, Henry, Jackson, Jasper, Lamar, Lumpkin, Meriwether, Morgan, Newton, Oconee, Oglethorpe, Paulding, Pickens, Pike, Polk, Putnam, Rabun, Rockdale, Spalding, Towns, Troup, Union, Upson, Walton, White; N.C.: Clay.

**AUGUSTA, GA.**— Burke, Columbia, Emanuel, Glascock, Hancock, Jefferson, Jenkins, Lincoln, McDuffie, Richmond, Taliaferro, Warren, Wilkes; S.C.: Aiken, Allendale, Bamberg, Barnwell, Edgefield, McCormick.

**AUSTIN, TEX.**— Bastrop, Blanco, Burnet, Caldwell, Fayette, Gillespie, Hays, Lee, Llano, Mason, Travis, Williamson.

**BAKERSFIELD, CALIF.**— Kern (western portion).

**BALTIMORE, MD.**— Anne Arundel, Baltimore, Baltimore city, Caroline, Carroll, Cecil, Dorchester, Harford, Howard, Kent, Queen Anne's, Talbot.

**BANGOR, MAINE**— Hancock, Penobscot, Piscataquis, Somerset, Waldo, Washington.

**BATON ROUGE, LA.**— Ascension, Assumption, East Baton Rouge, East Feliciana, Iberville, Livingston, Pointe Coupee, St. Helena, St. Mary, West Baton Rouge, West Feliciana; MISS.: Amite, Wilkinson.

**BEAUMONT - PORT ARTHUR, TEX.**— Hardin, Jasper, Jefferson, Newton, Orange, Tyler.

**BEND, ORE.**— Deschutes.

**BILLINGS - HARDIN, MONT.**— Big Horn, Carbon, Custer, Garfield, Golden Valley, Musselshell, Park, Petroleum, Prairie, Rosebud, Stillwater, Sweet Grass, Treasure, Wheatland, Yellowstone; WYO.: Big Horn, Park.

**BILOXI - GULFPORT - PASCAGOULA, MISS.**— Greene, Harrison, Jackson, Stone.

**BINGHAMTON, N.Y.**— Broome, Chenango, Delaware, Tioga; PA.: Bradford.

**BIRMINGHAM, ALA.**— Bibb, Blount, Cherokee, Chilton, Clay, Cleburne, Coosa, Cullman, Etowah, Fayette, Greene, Hale, Jefferson, Marion, Pickens, St. Clair, Shelby, Talladega, Walker, Winston.

**BLUEFIELD - BECKLEY - OAK HILL, W.VA.**— VA.: Bland, Tazewell; W.VA.: Fayette, Greenbrier, McDowell, Mercer, Monroe, Raleigh, Summers, Wyoming.

**BOISE, IDA.**— Ada, Adams, Boise, Camas, Canyon, Elmore, Gem, Owyhee, Payette, Valley, Washington; ORE.: Grant, Malheur.

**BOSTON, MASS.**— Barnstable, Essex, Middlesex, Nantucket, Norfolk, Plymouth, Suffolk, Worcester; N.H.: Belknap, Cheshire, Hillsborough, Merrimack, Rockingham, Strafford, Sullivan; VT.: Windham.

**BOWLING GREEN, KY.**— Adair, Butler, Edmonson, Metcalfe, Warren.

**BRISTOL - KINGSPORT - JOHNSON CITY, TENN.**— KY.: Leslie, Letcher; N.C.: Avery; TENN.: Carter, Greene, Hawkins, Johnson, Sullivan, Unicoi, Washington; VA.: Bristol city, Buchanan, Dickenson, Lee, Norton city, Russell, Scott, Smyth, Washington, Wise.

**BUFFALO, N.Y.**— Allegany, Cattaraugus, Chautauqua, Erie, Genesee, Niagara, Wyoming; PA.: McKean, Potter.

**BURLINGTON - PLATTSBURGH, VT.**— N.H.: Grafton; N.Y.: Clinton, Essex, Franklin; VT.: Addison, Caledonia, Chittenden, Essex, Franklin, Grand Isle, Lamoille, Orange, Orleans, Rutland, Washington, Windsor.

**BUTTE, MONT.**— Beaverhead, Broadwater, Deer Lodge, Gallatin, Jefferson, Madison, Powell, Silver Bow.

**CASPER - RIVERTON, WYO.**— Converse, Fremont, Hot Springs, Natrona.

**CEDAR RAPIDS - WATERLOO - DUBUQUE, IOWA**— Allamakee, Benton, Black Hawk, Bremer, Buchanan, Butler, Chickasaw, Clayton, Delaware, Dubuque, Fayette, Grundy, Iowa, Johnson, Jones, Keokuk, Linn, Tama, Washington, Winneshiek; WISC.: Grant.

**CHARLESTON, S.C.**— Berkeley, Charleston, Colleton, Dorchester, Georgetown, Williamsburg.

**CHARLESTON - HUNTINGTON, W.VA.**— KY.: Boyd, Carter, Elliott, Floyd, Greenup, Johnson, Lawrence, Lewis, Magoffin, Martin, Morgan, Pike; OHIO: Athens, Gallia, Jackson, Lawrence, Meigs, Scioto, Vinton; W.VA.: Boone, Braxton, Cabell, Calhoun, Clay, Jackson, Kanawha, Lincoln, Logan, Mason, Mingo, Nicholas, Pleasants, Putnam, Roane, Wayne, Wirt.

**CHARLOTTE, N.C.**— Alexander, Anson, Ashe, Burke, Cabarrus, Caldwell, Catawba, Cleveland, Gaston, Iredell, Lincoln, Mecklenburg, Richmond, Rowan, Stanly, Union, Watauga; S.C.: Chester, Chesterfield, Lancaster, York.

**CHARLOTTESVILLE, VA.**— Albemarle, Charlottesville city.

**CHATTANOOGA, TENN.**— GA.: Catoosa, Dade, Fannin, Murray, Walker, Whitfield; N.C.: Cherokee; TENN.: Bledsoe, Bradley, Grundy, Hamilton, McMinn, Marion, Meigs, Polk, Rhea, Sequatchie.

**CHEYENNE - SCOTTSBLUFF (STERLING), WYO.**— NEB.: Scotts Bluff; WYO.: Laramie.

**CHICAGO, ILL.**— Cook, De Kalb, Du Page, Grundy, Kane, Kankakee, Kendall, Lake, La Salle, McHenry, Will; IND.: Jasper, Lake, La Porte, Newton, Porter.

**CHICO - REDDING, CALIF.**— Butte, Glenn, Shasta, Tehama, Trinity.

**CINCINNATI, OHIO**— IND.: Dearborn, Franklin, Ohio, Ripley, Switzerland, Union; KY.: Boone, Bracken, Campbell, Gallatin, Grant, Kenton, Mason, Owen, Pendleton; OHIO: Adams, Brown, Butler, Clermont, Clinton, Hamilton, Highland, Warren.

**CLARKSBURG - WESTON, W.VA.**— Barbour, Doddridge, Gilmer, Harrison, Lewis, Marion, Randolph, Ritchie, Taylor, Tucker, Upshur, Webster.

**CLEVELAND, OHIO**— Ashland, Ashtabula, Cuyahoga, Erie, Geauga, Holmes, Huron, Lake, Lorain, Medina, Portage, Richland, Stark, Summit, Tuscarawas, Wayne.

**COLORADO SPRINGS - PUEBLO, COLO.**— Baca, Bent, Cheyenne, Crowley, Custer, El Paso, Fremont, Huerfano, Kiowa, Las Animas, Lincoln, Otero, Prowers, Pueblo.

**COLUMBIA, S.C.**— Calhoun, Clarendon, Fairfield, Kershaw, Lee, Lexington, Newberry, Orangeburg, Richland, Saluda, Sumter.

**COLUMBIA - JEFFERSON CITY, MO.**— Audrain, Boone, Callaway, Chariton, Cole, Cooper, Howard, Maries, Miller, Moniteau, Morgan, Osage, Randolph.

**COLUMBUS, GA.**— ALA.: Barbour, Chambers, Lee, Russell; GA.: Chattahoochee, Clay, Harris, Macon, Marion, Muscogee, Quitman, Randolph, Schley, Stewart, Sumter, Talbot, Taylor, Webster.

**COLUMBUS - TUPELO, MISS.**— ALA.: Lamar; MISS.: Calhoun, Chickasaw, Choctaw, Clay, Grenada, Itawamba, Lee, Lowndes, Monroe, Montgomery, Noxubee, Oktibbeha, Pontotoc, Prentiss, Tishomingo, Union, Webster, Winston, Yalobusha.

**COLUMBUS, OHIO**— Coshocton, Crawford, Delaware, Fairfield, Fayette, Franklin, Hardin, Hocking, Knox, Licking, Madison, Marion, Morgan, Morrow, Perry, Pickaway, Pike, Ross, Union.

**CORPUS CHRISTI, TEX.**— Aransas, Bee, Brooks, Duval, Jim Hogg, Jim Wells, Kenedy, Kleberg, Live Oak, Nueces, Refugio, San Patricio.

**DALLAS - FT. WORTH, TEX.**— Anderson, Bosque, Collin, Comanche, Cooke, Dallas, Delta, Denton, Ellis, Erath, Fannin, Freestone, Grayson, Hamilton, Henderson, Hill, Hood, Hopkins, Hunt, Jack, Johnson, Kaufman, Lamar, Navarro, Palo Pinto, Parker, Rains, Rockwall, Somervell, Tarrant, Van Zandt, Wise.

**DAVENPORT - ROCK ISLAND - MOLINE, IOWA**— ILL.: Bureau, Carroll, Henderson, Henry, Jo Daviess, Knox, Mercer, Rock Island, Warren, Whiteside; IOWA: Cedar, Clinton, Des Moines, Henry, Jackson, Louisa, Muscatine, Scott.

**DAYTON, OHIO**— IND.: Wayne; OHIO: Auglaize, Champaign, Clark, Darke, Greene, Logan, Mercer, Miami, Montgomery, Preble, Shelby.

**DENVER, COLO.—** Adams, Arapahoe, Boulder, Chaffee, Clear Creek, Delta, Denver, Douglas, Eagle, Elbert, Garfield, Gilpin, Grand, Gunnison, Hinsdale, Jackson, Jefferson, Kit Carson, Lake, Larimer, Logan, Mineral, Moffat, Morgan, Park, Phillips, Pitkin, Rio Blanco, Routt, San Juan, Sedgwick, Summit, Teller, Washington, Weld, Yuma; NEB.: Cheyenne, Dawes, Deuel, Garden, Kimball; WYO.: Albany, Campbell, Carbon, Goshen, Johnson, Niobrara, Platte.

**DES MOINES, IOWA—** Adair, Appanoose, Audubon, Boone, Calhoun, Carroll, Clarke, Dallas, Decatur, Franklin, Greene, Guthrie, Hamilton, Hardin, Humboldt, Jasper, Lucas, Madison, Mahaska, Marion, Marshall, Monroe, Pocahontas, Polk, Poweshiek, Ringgold, Story, Union, Wapello, Warren, Wayne, Webster, Wright; MO.: Mercer.

**DETROIT, MICH.—** Lapeer, Livingston, Macomb, Monroe, Oakland, St. Clair, Washtenaw, Wayne.

**DOTHAN, ALA.—** Coffee, Dale, Geneva, Henry, Houston; FLA.: Holmes; GA.: Early.

**DULUTH - SUPERIOR, MINN.—** MICH.: Gogebic; MINN.: Aitkin, Carlton, Cook, Itasca, Koochiching, Lake, St. Louis; WISC.: Ashland, Bayfield, Douglas, Iron, Sawyer, Washburn.

**EL CENTRO - YUMA, CALIF.—** ARIZ.: Yuma; CALIF.: Imperial.

**EL PASO, TEX.—** N.M.: Dona Ana; TEX.: El Paso, Hudspeth.

**ELMIRA, N.Y.—** Chemung, Steuben; PA.: Tioga.

**ERIE, PA.—** Crawford, Erie, Forest, Warren.

**EUGENE, ORE.—** Coos, Douglas, Lane.

**EUREKA, CALIF.—** Del Norte, Humboldt.

**EVANSVILLE, IND.—** ILL.: Edwards, Wabash, Wayne, White; IND.: Dubois, Gibson, Perry, Pike, Posey, Spencer, Vanderburgh, Warrick; KY.: Daviess, Hancock, Henderson, Hopkins, McLean, Muhlenberg, Ohio, Union, Webster.

**FARGO, N.D.—** MINN.: Becker, Clay, Clearwater, Kittson, Lake of the Woods, Mahnomen, Marshall, Norman, Otter Tail, Pennington, Polk, Red Lake, Roseau, Wilkin; N.D.: Barnes, Benson, Cass, Cavalier, Dickey, Eddy, Foster, Grand Forks, Griggs, La Moure, Nelson, Pembina, Ramsey, Ransom, Richland, Sargent, Steele, Stutsman, Towner, Traill, Walsh.

**FLAGSTAFF, ARIZ.—** Coconino.

**FLINT - SAGINAW - BAY CITY, MICH.—** Arenac, Bay, Clare, Genesee, Gladwin, Gratiot, Huron, Iosco, Isabella, Midland, Ogemaw, Saginaw, Sanilac, Shiawassee, Tuscola.

**FLORENCE - MYRTLE BEACH, S.C.—** Darlington, Dillon, Florence, Horry, Marion, Marlboro.

**FT. MYERS - NAPLES, FLA.—** Charlotte, Collier, Glades, Hendry, Lee.

**FT. SMITH, ARK.—** Benton, Crawford, Franklin, Logan, Madison, Scott, Sebastian, Washington; OKLA.: Le Flore, Sequoyah.

**FT. WAYNE, IND.—** Adams, Allen, De Kalb, Huntington, Jay, Noble, Steuben, Wabash, Wells, Whitley; OHIO: Paulding, Van Wert.

**FRESNO - VISALIA, CALIF.—** Fresno, Kings, Madera, Mariposa, Merced, Tulare.

**GAINESVILLE, FLA.—** Alachua, Dixie, Gilchrist, Levy.

**GRAND JUNCTION - DURANGO, COLO.—** La Plata, Mesa, Montrose, Ouray, San Miguel.

**GRAND RAPIDS - KALAMAZOO - BATTLE CREEK, MICH.—** Allegan, Barry, Branch, Calhoun, Ionia, Kalamazoo, Kent, Montcalm, Muskegon, Newaygo, Oceana, Ottawa, St. Joseph, Van Buren.

**GREAT FALLS, MONT.—** Blaine, Cascade, Chouteau, Fergus, Glacier, Hill, Judith Basin, Liberty, Meagher, Phillips, Pondera, Teton, Toole, Valley.

**GREEN BAY - APPLETON, WISC.—** MICH.: Delta, Dickinson, Menominee, Schoolcraft; WISC.: Brown, Calumet, Door, Fond du Lac, Green Lake, Kewaunee, Manitowoc, Marinette, Menominee, Oconto, Outagamie, Shawano, Waupaca, Waushara, Winnebago.

**GREENSBORO - WINSTON-SALEM - HIGH POINT, N.C.—** Alamance, Alleghany, Caswell, Davidson, Davie, Forsyth, Guilford, Montgomery, Randolph, Rockingham, Stokes, Surry, Wilkes, Yadkin; VA.: Patrick.

**GREENVILLE - NEW BERN - WASHINGTON, N.C.—** Beaufort, Bertie, Carteret, Craven, Duplin, Greene, Hyde, Jones, Lenoir, Martin, Onslow, Pamlico, Pitt, Tyrrell, Washington.

**GREENVILLE - SPARTANBURG - ASHEVILLE, S.C.—** GA.: Elbert, Franklin, Hart, Madison, Stephens; N.C.: Buncombe, Graham, Haywood, Henderson, Jackson, McDowell, Macon, Madison, Mitchell, Polk, Rutherford, Swain, Transylvania, Yancey; S.C.: Abbeville, Anderson, Cherokee, Greenville, Greenwood, Laurens, Oconee, Pickens, Spartanburg, Union.

**GREENWOOD - GREENVILLE, MISS.—** ARK.: Chicot; MISS.: Bolivar, Carroll, Leflore, Sunflower, Tallahatchie, Washington.

**HAGERSTOWN, MD.—** Washington.

**HARRISBURG - YORK - LANCASTER - LEBANON, PA.—** Adams, Cumberland, Dauphin, Juniata, Lancaster, Lebanon, Mifflin, Perry, York.

**HARRISONBURG, VA.—** Augusta, Harrisonburg city, Page, Rockingham, Staunton city, Waynesboro city; W.VA.: Grant, Pendleton.

**HARTFORD - NEW HAVEN, CONN.—** Hartford, Litchfield, Middlesex, New Haven, New London, Tolland, Windham.

**HELENA, MONT.—** Lewis and Clark.

**HOUSTON, TEX.—** Austin, Brazoria, Calhoun, Chambers, Colorado, Fort Bend, Galveston, Grimes, Harris, Jackson, Liberty, Matagorda, Montgomery, Polk, San Jacinto, Walker, Waller, Washington, Wharton.

**HUNTSVILLE - DECATUR - FLORENCE, ALA.—** Colbert, De Kalb, Franklin, Jackson, Lauderdale, Lawrence, Limestone, Madison, Marshall, Morgan; TENN.: Lincoln.

**IDAHO FALLS - POCATELLO, IDA.—** Bannock, Bingham, Bonneville, Butte, Caribou, Cassia, Clark, Custer, Fremont, Jefferson, Lemhi, Madison, Minidoka, Power, Teton; WYO.: Lincoln, Teton.

**INDIANAPOLIS, IND.—** Bartholomew, Benton, Blackford, Boone, Brown, Carroll, Cass, Clinton, Decatur, Delaware, Fayette, Fountain, Grant, Hamilton, Hancock, Hendricks, Henry, Howard, Jennings, Johnson, Madison, Marion, Miami, Monroe, Montgomery, Morgan, Owen, Putnam, Randolph, Rush, Shelby, Tipton, Warren, White.

**JACKSON, MISS.—** Adams, Attala, Claiborne, Copiah, Franklin, Hinds, Holmes, Humphreys, Issaquena, Jefferson, Jefferson Davis, Lawrence, Leake, Lincoln, Madison, Pike, Rankin, Scott, Sharkey, Simpson, Smith, Walthall, Warren, Yazoo.

**JACKSON, TENN.—** Carroll, Decatur, Hardin, Henderson, Madison.

**JACKSONVILLE, FLA.—** Baker, Bradford, Clay, Columbia, Duval, Nassau, Putnam, St. Johns, Union; GA.: Brantley, Camden, Charlton, Clinch, Glynn, Ware.

**JOHNSTOWN - ALTOONA, PA.—** Bedford, Blair, Cambria, Cameron, Centre, Clearfield, Elk, Fulton, Huntingdon, Jefferson, Somerset.

**JONESBORO, ARK.—** Clay, Craighead, Greene, Izard, Jackson, Lawrence, Randolph, Sharp; MO.: Ripley.

**JOPLIN - PITTSBURG, MO.—** KANS.: Allen, Bourbon, Cherokee, Crawford, Labette, Neosho, Wilson, Woodson; MO.: Barton, Jasper, McDonald, Newton, Vernon; OKLA.: Ottawa.

**KANSAS CITY, MO.—** KANS.: Anderson, Atchison, Doniphan, Douglas, Franklin, Johnson, Leavenworth, Linn, Miami, Wyandotte; MO.: Andrew, Bates, Caldwell, Carroll, Cass, Clay, Clinton, Daviess, De Kalb, Grundy, Harrison, Henry, Jackson, Johnson, Lafayette, Linn, Livingston, Pettis, Platte, Ray, Saline.

**KNOXVILLE, TENN.—** KY.: Bell, Harlan, McCreary, Whitley; TENN.: Anderson, Blount, Campbell, Claiborne, Cocke, Cumberland, Fentress, Grainger, Hamblen, Hancock, Jefferson, Knox, Loudon, Monroe, Morgan, Roane, Scott, Sevier, Union.

**LA CROSSE - EAU CLAIRE, WISC.—** MINN.: Houston, Winona; WISC.: Buffalo, Chippewa, Crawford, Eau Claire, Jackson, La Crosse, Monroe, Rusk, Trempealeau, Vernon.

**LAFAYETTE, IND.—** Tippecanoe.

**LAFAYETTE, LA.—** Acadia, Evangeline, Iberia, Jefferson Davis, Lafayette, St. Landry, St. Martin, Vermilion.

**LAKE CHARLES, LA.—** Allen, Beauregard, Calcasieu, Cameron.

**LANSING, MICH.—** Clinton, Eaton, Hillsdale, Ingham, Jackson.

**LAREDO, TEX.—** Webb, Zapata.

**LAS VEGAS, NEV.—** Clark, Lincoln, Nye (southern portion).

**LAUREL - HATTIESBURG, MISS.—** Covington, Forrest, Jasper, Jones, Lamar, Marion, Perry, Wayne.

**LEXINGTON, KY.—** Anderson, Bath, Bourbon, Boyle, Breathitt, Casey, Clark, Clay, Estill, Fayette, Fleming, Franklin, Garrard, Harrison, Jackson, Jessamine, Knott, Knox, Laurel, Lee, Lincoln, Madison, Menifee, Mercer, Montgomery, Nicholas, Owsley, Perry, Powell, Pulaski, Robertson, Rockcastle, Rowan, Russell, Scott, Wayne, Wolfe, Woodford.

**LIMA, OHIO—** Allen.

**LINCOLN - HASTINGS - KEARNEY, NEB.—** KANS.: Cloud, Jewell, Phillips, Republic, Smith, Washington; NEB.: Adams, Boone, Brown, Buffalo, Chase, Clay, Custer, Dawson, Fillmore, Franklin, Frontier, Furnas, Gage, Garfield, Gosper, Greeley, Hall, Hamilton, Harlan, Hayes, Holt, Howard, Jefferson, Kearney, Lancaster, Loup, Merrick, Nance, Nuckolls, Pawnee, Perkins, Phelps, Polk, Red Willow, Rock, Saline, Sherman, Thayer, Valley, Webster, York.

**LITTLE ROCK, ARK.—** Arkansas, Bradley, Calhoun, Clark, Cleburne, Cleveland, Conway, Dallas, Desha, Drew, Faulkner, Garland, Grant, Hot Spring, Independence, Jefferson, Johnson, Lincoln, Lonoke, Monroe, Montgomery, Nevada, Ouachita, Perry, Pike, Polk, Pope, Prairie, Pulaski, Saline, Stone, Van Buren, White, Woodruff, Yell.

**LOS ANGELES, CALIF.—** Inyo, Kern (eastern portion), Los Angeles, Orange, Riverside (western portion), San Bernardino, Ventura.

**LOUISVILLE, KY.**— IND.: Clark, Crawford, Floyd, Harrison, Jackson, Jefferson, Lawrence, Orange, Scott, Washington; KY.: Breckinridge, Bullitt, Carroll, Grayson, Green, Hardin, Hart, Henry, Jefferson, Larue, Marion, Meade, Nelson, Oldham, Shelby, Spencer, Taylor, Trimble, Washington.

**LUBBOCK, TEX.**— Bailey, Borden, Cochran, Crosby, Dawson, Dickens, Floyd, Garza, Hale, Hockley, Kent, King, Lamb, Lubbock, Lynn, Motley, Terry, Yoakum.

**MACON, GA.**— Baldwin, Bibb, Bleckley, Crawford, Dodge, Dooly, Houston, Johnson, Jones, Laurens, Monroe, Peach, Pulaski, Telfair, Twiggs, Washington, Wheeler, Wilcox, Wilkinson.

**MADISON, WISC.**— Columbia, Dane, Green, Iowa, Juneau, Lafayette, Marquette, Richland, Rock, Sauk.

**MANKATO, MINN.**— IOWA: Emmet; MINN.: Blue Earth, Faribault.

**MARQUETTE, MICH.**— Alger, Baraga, Houghton, Iron, Keweenaw, Marquette, Ontonagon; WISC.: Florence.

**MCALLEN - BROWNSVILLE, TEX.**— Cameron, Hidalgo, Starr, Willacy.

**MEDFORD, ORE.**— CALIF.: Modoc, Siskiyou; ORE.: Curry, Jackson, Josephine, Klamath, Lake.

**MEMPHIS, TENN.**— ARK.: Crittenden, Cross, Lee, Mississippi, Phillips, Poinsett, St. Francis; MISS.: Alcorn, Benton, Coahoma, De Soto, Lafayette, Marshall, Panola, Quitman, Tate, Tippah, Tunica; MO.: Pemiscot; TENN.: Chester, Crockett, Dyer, Fayette, Gibson, Hardeman, Haywood, Lauderdale, McNairy, Shelby, Tipton.

**MERIDIAN, MISS.**— ALA.: Choctaw, Sumter; MISS.: Clarke, Kemper, Lauderdale, Neshoba, Newton.

**MIAMI - FT. LAUDERDALE, FLA.**— Broward, Dade, Monroe.

**MILWAUKEE, WISC.**— Dodge, Jefferson, Kenosha, Milwaukee, Ozaukee, Racine, Sheboygan, Walworth, Washington, Waukesha.

**MINNEAPOLIS - ST. PAUL, MINN.**— Anoka, Beltrami, Benton, Big Stone, Brown, Carver, Cass, Chippewa, Chisago, Cottonwood, Crow Wing, Dakota, Douglas, Goodhue, Grant, Hennepin, Hubbard, Isanti, Jackson, Kanabec, Kandiyohi, Lac qui Parle, Le Sueur, Lyon, McLeod, Martin, Meeker, Mille Lacs, Morrison, Nicollet, Pine, Pope, Ramsey, Redwood, Renville, Rice, Scott, Sherburne, Sibley, Stearns, Steele, Stevens, Swift, Todd, Traverse, Wabasha, Wadena, Waseca, Washington, Watonwan, Wright, Yellow Medicine; WISC.: Barron, Burnett, Dunn, Pepin, Pierce, Polk, St. Croix.

**MINOT - BISMARCK - DICKINSON - GLENDIVE, N.D.** — MONT.: Daniels, Dawson, Fallon, McCone, Richland, Roosevelt, Sheridan, Wibaux; N.D.: Adams, Billings, Bottineau, Bowman, Burke, Burleigh, Divide, Dunn, Emmons, Golden Valley, Grant, Hettinger, Kidder, Logan, McHenry, McIntosh, McKenzie, McLean, Mercer, Morton, Mountrail, Oliver, Pierce, Renville, Rolette, Sheridan, Sioux, Slope, Stark, Ward, Wells, Williams; S.D.: Campbell, Corson, Dewey, Perkins.

**MISSOULA, MONT.**— Flathead, Granite, Lake, Mineral, Missoula, Ravalli.

**MOBILE - PENSACOLA, ALA.**— Baldwin, Clarke, Conecuh, Escambia, Mobile, Monroe, Washington; FLA.: Escambia, Okaloosa, Santa Rosa; MISS.: George.

**MONROE - EL DORADO, LA.**— ARK.: Ashley, Union; LA.: Caldwell, Catahoula, Concordia, East Carroll, Franklin, Jackson, La Salle, Lincoln, Madison, Morehouse, Ouachita, Richland, Tensas, Union, West Carroll, Winn.

**MONTGOMERY - SELMA, ALA.**— Autauga, Bullock, Butler, Covington, Crenshaw, Dallas, Elmore, Lowndes, Macon, Marengo, Montgomery, Perry, Pike, Tallapoosa, Wilcox.

**NASHVILLE, TENN.**— KY.: Allen, Barren, Christian, Clinton, Cumberland, Logan, Monroe, Simpson, Todd, Trigg; TENN.: Bedford, Benton, Cannon, Cheatham, Clay, Coffee, Davidson, De Kalb, Dickson, Franklin, Giles, Henry, Hickman, Houston, Humphreys, Jackson, Lawrence, Lewis, Macon, Marshall, Maury, Montgomery, Moore, Overton, Perry, Pickett, Putnam, Robertson, Rutherford, Smith, Stewart, Sumner, Trousdale, Van Buren, Warren, Wayne, White, Williamson, Wilson.

**NEW ORLEANS, LA.**— Jefferson, Lafourche, Orleans, Plaquemines, St. Bernard, St. Charles, St. James, St. John the Baptist, St. Tammany, Tangipahoa, Terrebonne, Washington; MISS.: Hancock, Pearl River.

**NEW YORK, N.Y.**— CONN.: Fairfield; N.J.: Bergen, Essex, Hudson, Hunterdon, Middlesex, Monmouth, Morris, Ocean, Passaic, Somerset, Sussex, Union, Warren; N.Y.: Bronx, Dutchess, Kings, Nassau, New York, Orange, Putnam, Queens, Richmond, Rockland, Suffolk, Sullivan, Ulster, Westchester; PA.: Pike.

**NORFOLK - PORTSMOUTH - NEWPORT NEWS - HAMPTON, VA.**— N.C.: Camden, Chowan, Currituck, Dare, Gates, Hertford, Pasquotank, Perquimans; VA.: Accomack, Chesapeake city, Franklin city, Gloucester, Hampton city, Isle of Wight, James City, Mathews, Newport News city, Norfolk city, Northampton, Poquoson city, Portsmouth city, Southampton, Suffolk city, Surry, Virginia Beach city, Williamsburg city, York.

**NORTH PLATTE, NEB.**— Arthur, Blaine, Hooker, Keith, Lincoln, Logan, McPherson, Thomas.

**ODESSA - MIDLAND, TEX.**— N.M.: Lea (southern portion); TEX.: Andrews, Brewster, Crane, Culberson, Ector, Gaines, Glasscock, Howard, Jeff Davis, Loving, Martin, Midland, Pecos, Presidio, Reagan, Reeves, Terrell, Upton, Ward, Winkler.

**OKLAHOMA CITY, OKLA.**— Alfalfa, Beckham, Blaine, Caddo, Canadian, Cleveland, Custer, Dewey, Ellis, Garfield, Garvin, Grady, Grant, Greer, Harmon, Harper, Hughes, Kay, Kingfisher, Lincoln, Logan, McClain, Major, Murray, Noble, Oklahoma, Payne, Pottawatomie, Roger Mills, Seminole, Washita, Woods, Woodward.

**OMAHA, NEB.**— IOWA: Adams, Cass, Crawford, Fremont, Harrison, Mills, Montgomery, Page, Pottawattamie, Shelby, Taylor; MO.: Atchison; NEB.: Burt, Butler, Cass, Colfax, Cuming, Dodge, Douglas, Johnson, Nemaha, Otoe, Platte, Richardson, Sarpy, Saunders, Seward, Washington.

**ORLANDO - DAYTONA BEACH - MELBOURNE, FLA.** — Brevard, Flagler, Lake, Marion, Orange, Osceola, Seminole, Sumter, Volusia.

**OTTUMWA - KIRKSVILLE, IOWA**— Davis, Jefferson, Van Buren; MO.: Adair, Macon, Putnam, Schuyler, Sullivan.

**PADUCAH - CAPE GIRARDEAU - HARRISBURG - MARION, KY.**— ILL.: Alexander, Franklin, Gallatin, Hamilton, Hardin, Jackson, Johnson, Massac, Perry, Pope, Pulaski, Saline, Union, Williamson; KY.: Ballard, Caldwell, Calloway, Carlisle, Crittenden, Fulton, Graves, Hickman, Livingston, Lyon, McCracken, Marshall; MO.: Bollinger, Butler, Cape Girardeau, Carter, Dunklin, Mississippi, New Madrid, Reynolds, Scott, Stoddard, Wayne; TENN.: Lake, Obion, Weakley.

**PALM SPRINGS, CALIF.**— Riverside (central portion).

**PANAMA CITY, FLA.**— Bay, Calhoun, Franklin, Gulf, Jackson, Liberty, Walton, Washington.

**PARKERSBURG, W.VA.**— OHIO: Washington; W.VA.: Wood.

**PEORIA - BLOOMINGTON, ILL.**— Fulton, Livingston, McLean, Marshall, Mason, Peoria, Putnam, Stark, Tazewell, Woodford.

**PHILADELPHIA, PA.**— DEL.: Kent, New Castle; N.J.: Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester, Mercer, Salem; PA.: Berks, Bucks, Chester, Delaware, Lehigh, Montgomery, Northampton, Philadelphia.

**PHOENIX, ARIZ.**— Gila, Graham, Greenlee, La Paz, Maricopa, Mohave, Navajo, Pinal, Yavapai; CALIF.: Riverside (eastern portion).

**PITTSBURGH, PA.**— MD.: Garrett; PA.: Allegheny, Armstrong, Beaver, Butler, Clarion, Fayette, Greene, Indiana, Lawrence, Venango, Washington, Westmoreland; W.VA.: Hancock, Monongalia, Preston.

**PORTLAND, ORE.**— Baker, Benton, Clackamas, Clatsop, Columbia, Crook, Gilliam, Harney, Hood River, Jefferson, Lincoln, Linn, Marion, Multnomah, Polk, Sherman, Tillamook, Union, Wasco, Washington, Wheeler, Yamhill; WASH.: Clark, Cowlitz, Klickitat, Skamania, Wahkiakum.

**PORTLAND - POLAND SPRING, MAINE**— Androscoggin, Cumberland, Franklin, Kennebec, Knox, Lincoln, Oxford, Sagadahoc, York; N.H.: Carroll, Coos.

**PRESQUE ISLE, MAINE**— Aroostook.

**PROVIDENCE - NEW BEDFORD, R.I.**— MASS.: Bristol, Dukes; R.I.: Bristol, Kent, Newport, Providence, Washington.

**QUINCY - HANNIBAL, ILL.**— Adams, Brown, Hancock, McDonough, Pike, Schuyler, Scott; IOWA: Lee; MO.: Clark, Knox, Lewis, Marion, Monroe, Ralls, Scotland, Shelby.

**RALEIGH - DURHAM, N.C.**— Chatham, Cumberland, Durham, Edgecombe, Franklin, Granville, Halifax, Harnett, Hoke, Johnston, Lee, Moore, Nash, Northampton, Orange, Person, Sampson, Scotland, Vance, Wake, Warren, Wayne, Wilson; VA.: Mecklenburg.

**RAPID CITY, S.D.**— MONT.: Carter, Powder River; NEB.: Banner, Box Butte, Grant, Morrill, Sheridan, Sioux; S.D.: Bennett, Butte, Custer, Fall River, Haakon, Harding, Jackson, Lawrence, Meade, Pennington, Shannon, Ziebach; WYO.: Crook, Sheridan, Weston.

**RENO, NEV.**— CALIF.: Alpine, El Dorado (eastern portion), Lassen, Mono, Placer (eastern portion); NEV.: Carson City, Churchill, Douglas, Esmeralda, Eureka, Humboldt, Lander, Lyon, Mineral, Nye (northern portion), Pershing, Storey, Washoe.

**RICHMOND, VA.**— Amelia, Brunswick, Buckingham, Caroline, Charles City, Chesterfield, Colonial Heights city, Cumberland, Dinwiddie, Emporia city, Essex, Fluvanna, Goochland, Greene, Greensville, Hanover, Henrico, Hopewell city, King and Queen, King William, Lancaster, Louisa, Lunenburg, Middlesex, Nelson, New Kent, Northumberland, Nottoway, Orange, Petersburg city, Powhatan, Prince Edward, Prince George, Richmond, Richmond city, Sussex.

**ROANOKE - LYNCHBURG, VA.**— Alleghany, Amherst, Appomattox, Bath, Bedford, Bedford city, Botetourt, Buena Vista city, Campbell, Carroll, Charlotte, Clifton Forge city, Covington city, Craig, Danville city, Floyd, Franklin, Galax city, Giles, Grayson, Halifax, Henry, Highland, Lexington city, Lynchburg city, Martinsville city, Montgomery, Pittsylvania, Pulaski, Radford city, Roanoke, Roanoke city, Rockbridge, Salem city, South Boston city, Wythe; W.VA.: Pocahontas.

**ROCHESTER, N.Y.**— Livingston, Monroe, Ontario, Orleans, Wayne.

**ROCHESTER - MASON CITY - AUSTIN, MINN.**— IOWA: Cerro Gordo, Floyd, Hancock, Howard, Kossuth, Mitchell, Winnebago, Worth; MINN.: Dodge, Fillmore, Freeborn, Mower, Olmsted.

**ROCKFORD, ILL.**— Boone, Lee, Ogle, Stephenson, Winnebago.

**SACRAMENTO - STOCKTON, CALIF.—** Amador, Calaveras, Colusa, El Dorado (western portion), Nevada, Placer (western portion), Plumas, Sacramento, San Joaquin, Sierra, Solano (eastern portion), Stanislaus, Sutter, Tuolumne, Yolo, Yuba.

**ST. JOSEPH, MO.—** Buchanan, Gentry, Holt, Nodaway, Worth.

**ST. LOUIS, MO.—** ILL.: Bond, Calhoun, Clinton, Fayette, Greene, Jefferson, Jersey, Macoupin, Madison, Marion, Monroe, Randolph, St. Clair, Washington; MO.: Crawford, Franklin, Gasconade, Iron, Jefferson, Lincoln, Madison, Montgomery, Perry, Pike, St. Charles, Ste. Genevieve, St. Francois, St. Louis, St. Louis city, Warren, Washington.

**SALINAS - MONTEREY, CALIF.—** Monterey, San Benito, Santa Cruz.

**SALISBURY, MD.—** DEL.: Sussex; MD.: Somerset, Wicomico, Worcester.

**SALT LAKE CITY, UTAH—** COLO.: Dolores; IDA.: Bear Lake, Franklin, Oneida; NEV.: Elko, White Pine; UTAH: Beaver, Box Elder, Cache, Carbon, Daggett, Davis, Duchesne, Emery, Garfield, Grand, Iron, Juab, Kane, Millard, Morgan, Piute, Rich, Salt Lake, San Juan, Sanpete, Sevier, Summit, Tooele, Uintah, Utah, Wasatch, Washington, Wayne, Weber; WYO.: Sublette, Sweetwater, Uinta, Washakie.

**SAN ANGELO, TEX.—** Coke, Concho, Crockett, Irion, Kimble, McCulloch, Menard, Schleicher, Sterling, Sutton, Tom Green.

**SAN ANTONIO - VICTORIA, TEX.—** Atascosa, Bandera, Bexar, Comal, De Witt, Dimmit, Edwards, Frio, Goliad, Gonzales, Guadalupe, Karnes, Kendall, Kerr, Kinney, La Salle, Lavaca, McMullen, Maverick, Medina, Real, Uvalde, Val Verde, Victoria, Wilson, Zavala.

**SAN DIEGO, CALIF.—** San Diego.

**SAN FRANCISCO - OAKLAND - SAN JOSE, CALIF.—** Alameda, Contra Costa, Lake, Marin, Mendocino, Napa, San Francisco, San Mateo, Santa Clara, Solano (western portion), Sonoma.

**SANTA BARBARA - SANTA MARIA - SAN LUIS OBISPO, CALIF.—** San Luis Obispo, Santa Barbara.

**SARASOTA, FLA.—** Sarasota.

**SAVANNAH, GA.—** Appling, Bacon, Bryan, Bulloch, Candler, Chatham, Effingham, Evans, Jeff Davis, Liberty, Long, McIntosh, Montgomery, Pierce, Screven, Tattnall, Toombs, Treutlen, Wayne; S.C.: Beaufort, Hampton, Jasper.

**SEATTLE - TACOMA, WASH.—** Chelan, Clallam, Douglas, Grays Harbor, Island, Jefferson, King, Kitsap, Kittitas (western portion), Lewis, Mason, Pacific, Pierce, San Juan, Skagit, Snohomish, Thurston, Whatcom.

**SHREVEPORT - TEXARKANA, LA.—** ARK.: Columbia, Hempstead, Howard, Lafayette, Little River, Miller, Sevier; LA.: Bienville, Bossier, Caddo, Claiborne, De Soto, Natchitoches, Red River, Sabine, Webster; OKLA.: McCurtain; TEX.: Bowie, Camp, Cass, Franklin, Harrison, Marion, Morris, Panola, Red River, Shelby, Titus, Upshur.

**SIOUX CITY, IOWA—** Buena Vista, Cherokee, Clay, Dickinson, Ida, Monona, O'Brien, Palo Alto, Plymouth, Sac, Sioux, Woodbury; NEB.: Antelope, Cedar, Dakota, Dixon, Knox, Madison, Pierce, Stanton, Thurston, Wayne, Wheeler; S.D.: Clay, Union.

**SIOUX FALLS - MITCHELL, S.D.—** IOWA: Lyon, Osceola; MINN.: Lincoln, Murray, Nobles, Pipestone, Rock; NEB.: Boyd, Cherry, Keya Paha; S.D.: Aurora, Beadle, Bon Homme, Brookings, Brown, Brule, Buffalo, Charles Mix, Clark, Codington, Davison, Day, Deuel, Douglas, Edmunds, Faulk, Grant, Gregory, Hamlin, Hand, Hanson, Hughes, Hutchinson, Hyde, Jerauld, Jones, Kingsbury, Lake, Lincoln, Lyman, McCook, McPherson, Marshall, Mellette, Miner, Minnehaha, Moody, Potter, Roberts, Sanborn, Spink, Stanley, Sully, Todd, Tripp, Turner, Walworth, Yankton.

**SOUTH BEND - ELKHART, IND.—** Elkhart, Fulton, Kosciusko, La Grange, Marshall, Pulaski, St. Joseph, Starke; MICH.: Berrien, Cass.

**SPOKANE, WASH.—** IDA.: Benewah, Bonner, Boundary, Clearwater, Idaho, Kootenai, Latah, Lewis, Nez Perce, Shoshone; MONT.: Lincoln, Sanders; ORE.: Wallowa; WASH.: Adams, Asotin, Columbia, Ferry, Garfield, Grant, Lincoln, Okanogan, Pend Oreille, Spokane, Stevens, Whitman.

**SPRINGFIELD, MASS.—** Franklin, Hampden, Hampshire.

**SPRINGFIELD, MO.—** ARK.: Baxter, Boone, Carroll, Fulton, Marion, Newton, Searcy; MO.: Barry, Benton, Camden, Cedar, Christian, Dade, Dallas, Dent, Douglas, Greene, Hickory, Howell, Laclede, Lawrence, Oregon, Ozark, Phelps, Polk, Pulaski, St. Clair, Shannon, Stone, Taney, Texas, Webster, Wright.

**SPRINGFIELD - DECATUR - CHAMPAIGN, ILL.—** Cass, Champaign, Christian, Coles, De Witt, Douglas, Effingham, Ford, Iroquois, Logan, Macon, Menard, Montgomery, Morgan, Moultrie, Piatt, Sangamon, Shelby, Vermilion.

**SYRACUSE, N.Y.—** Cayuga, Cortland, Madison, Oneida (western portion), Onondaga, Oswego, Schuyler, Seneca, Tompkins, Yates.

**TALLAHASSEE - THOMASVILLE, FLA.—** Gadsden, Hamilton, Jefferson, Lafayette, Leon, Madison, Suwannee, Taylor, Wakulla; GA.: Brooks, Decatur, Echols, Grady, Lowndes, Miller, Seminole, Thomas.

**TAMPA - ST. PETERSBURG, FLA.—** Citrus, De Soto, Hardee, Hernando, Highlands, Hillsborough, Manatee, Pasco, Pinellas, Polk.

**TERRE HAUTE, IND.—** ILL.: Clark, Clay, Crawford, Cumberland, Edgar, Jasper, Lawrence, Richland; IND.: Clay, Daviess, Greene, Knox, Martin, Parke, Sullivan, Vermillion, Vigo.

**TOLEDO, OHIO—** MICH.: Lenawee; OHIO: Defiance, Fulton, Hancock, Henry, Lucas, Ottawa, Putnam, Sandusky, Seneca, Williams, Wood, Wyandot.

**TOPEKA, KANS.—** Brown, Clay, Coffey, Geary, Jackson, Jefferson, Lyon, Marshall, Morris, Nemaha, Osage, Pottawatomie, Riley, Shawnee, Wabaunsee.

**TRAVERSE CITY - CADILLAC, MICH.—** Antrim, Benzie, Charlevoix, Cheboygan, Chippewa, Crawford, Emmet, Grand Traverse, Kalkaska, Lake, Leelanau, Luce, Mackinac, Manistee, Mason, Mecosta, Missaukee, Montmorency, Osceola, Oscoda, Otsego, Presque Isle, Roscommon, Wexford.

**TUCSON, ARIZ.—** Apache (southern portion), Cochise, Pima, Santa Cruz.

**TULSA, OKLA.—** KANS.: Chautauqua, Montgomery; OKLA.: Adair, Cherokee, Craig, Creek, Delaware, Haskell, Latimer, McIntosh, Mayes, Muskogee, Nowata, Okfuskee, Okmulgee, Osage, Pawnee, Pittsburg, Rogers, Tulsa, Wagoner, Washington.

**TUSCALOOSA, ALA.—** Tuscaloosa.

**TWIN FALLS, IDA.—** Blaine, Gooding, Jerome, Lincoln, Twin Falls.

**TYLER - LONGVIEW - JACKSONVILLE, TEX.—** Angelina, Cherokee, Gregg, Houston, Nacogdoches, Rusk, Sabine, San Augustine, Smith, Trinity, Wood.

**UTICA, N.Y.—** Herkimer, Oneida (eastern portion), Otsego.

**WACO - TEMPLE - BRYAN, TEX.—** Bell, Brazos, Burleson, Coryell, Falls, Lampasas, Leon, Limestone, McLennan, Madison, Milam, Mills, Robertson, San Saba.

**WASHINGTON, D.C.—** District of Columbia; MD.: Allegany, Calvert, Charles, Frederick, Montgomery, Prince George's, St. Mary's; PA.: Franklin; VA.: Alexandria city, Arlington, Clarke, Culpeper, Fairfax, Fairfax city, Falls Church city, Fauquier, Frederick, Fredericksburg city, King George, Loudoun, Madison, Manassas city, Manassas Park city, Prince William, Rappahannock, Shenandoah, Spotsylvania, Stafford, Warren, Westmoreland, Winchester city; W.VA.: Berkeley, Hampshire, Hardy, Jefferson, Mineral, Morgan.

**WATERTOWN - CARTHAGE, N.Y.—** Jefferson, Lewis, St. Lawrence.

**WAUSAU - RHINELANDER, WISC.—** Adams, Clark, Forest, Langlade, Lincoln, Marathon, Oneida, Portage, Price, Taylor, Vilas, Wood.

**WEST PALM BEACH - FT. PIERCE - VERO BEACH, FLA.—** Indian River, Martin, Okeechobee, Palm Beach, St. Lucie.

**WHEELING - STEUBENVILLE, W.VA.—** OHIO: Belmont, Carroll, Guernsey, Harrison, Jefferson, Monroe, Noble; W.VA.: Brooke, Marshall, Ohio, Tyler, Wetzel.

**WICHITA - HUTCHINSON, KANS.—** Barber, Barton, Butler, Chase, Cheyenne, Clark, Comanche, Cowley, Decatur, Dickinson, Edwards, Elk, Ellis, Ellsworth, Finney, Ford, Gove, Graham, Grant, Gray, Greeley, Greenwood, Hamilton, Harper, Harvey, Haskell, Hodgeman, Kearny, Kingman, Kiowa, Lane, Lincoln, Logan, McPherson, Marion, Meade, Mitchell, Morton, Ness, Norton, Osborne, Ottawa, Pawnee, Pratt, Rawlins, Reno, Rice, Rooks, Rush, Russell, Saline, Scott, Sedgwick, Seward, Sheridan, Sherman, Stafford, Stanton, Stevens, Sumner, Thomas, Trego, Wallace, Wichita; NEB.: Dundy, Hitchcock; OKLA.: Beaver.

**WICHITA FALLS - LAWTON, TEX.—** OKLA.: Comanche, Cotton, Jackson, Jefferson, Kiowa, Stephens, Tillman; TEX.: Archer, Baylor, Clay, Foard, Hardeman, Knox, Montague, Throckmorton, Wichita, Wilbarger, Young.

**WILKES-BARRE - SCRANTON, PA.—** Carbon, Clinton, Columbia, Lackawanna, Luzerne, Lycoming, Monroe, Montour, Northumberland, Schuylkill, Snyder, Sullivan, Susquehanna, Union, Wayne, Wyoming.

**WILMINGTON, N.C.—** Bladen, Brunswick, Columbus, New Hanover, Pender, Robeson.

**YAKIMA - PASCO - RICHLAND - KENNEWICK, WASH.—** ORE.: Morrow, Umatilla; WASH.: Benton, Franklin, Kittitas (eastern portion), Walla Walla, Yakima.

**YOUNGSTOWN, OHIO—** Columbiana, Mahoning, Trumbull; PA.: Mercer.

**ZANESVILLE, OHIO—** Muskingum.

# SECTION 1

## State Maps With County Outlines

■ Metropolitan Statistical Areas
(or New England County Metropolitan Areas)

Listed Consolidated Metropolitan Areas

**EXPLANATION OF TERMS**

An explanation of terms used in the **Survey of Buying Power Demographics USA 1992** will be found in the Introductory Section starting on page A-5.

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COUNTY OUTLINE MAPS
STATES/METRO MARKETS

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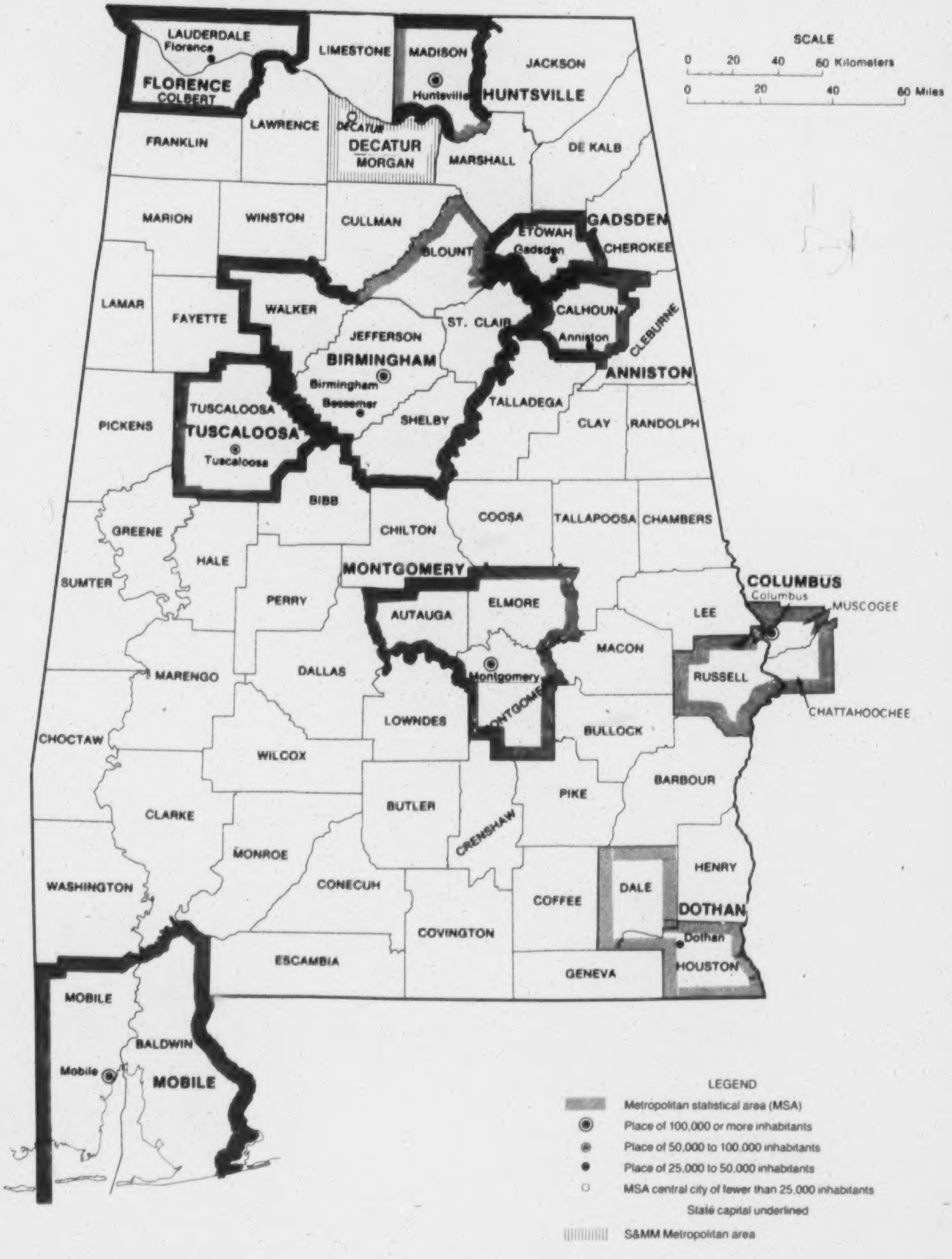
# ALABAMA
## METROPOLITAN DATA SUMMARY
(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/91 POPULATION (Thousands) | 12/31/91 HOUSEHOLDS (Thousands) | 1991 EFFECTIVE BUYING INCOME ($000) | 1991 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| **ANNISTON** | 116.7 | 43.1 | 1,324,133 | 734,327 | .0390 |
| **BIRMINGHAM** | 917.1 | 349.1 | 12,676,271 | 6,661,038 | .3522 |
| **DECATUR** | 102.8 | 38.9 | 1,388,569 | 740,077 | .0389 |
| **DOTHAN** | 133.0 | 49.3 | 1,630,172 | 1,032,834 | .0494 |
| **FLORENCE** | 131.3 | 51.1 | 1,561,244 | 913,187 | .0463 |
| **GADSDEN** | 99.8 | 38.7 | 1,090,586 | 647,003 | .0331 |
| **HUNTSVILLE** | 248.2 | 95.1 | 3,983,873 | 1,938,007 | .1051 |
| **MOBILE** | 483.7 | 176.7 | 5,752,322 | 3,289,356 | .1696 |
| **MONTGOMERY** | 298.9 | 107.4 | 3,892,813 | 2,137,117 | .1109 |
| **TUSCALOOSA** | 153.4 | 56.4 | 1,866,330 | 1,051,403 | .0545 |

| County | Metropolitan Area |
|---|---|
| Autauga | Montgomery |
| Baldwin | Mobile |
| Blount | Birmingham |
| Calhoun | Anniston |
| Colbert | Florence |
| Dale | Dothan |
| Elmore | Montgomery |
| Etowah | Gadsden |
| Houston | Dothan |
| Jefferson | Birmingham |

| County | Metropolitan Area |
|---|---|
| Lauderdale | Florence |
| Madison | Huntsville |
| Mobile | Mobile |
| Montgomery | Montgomery |
| Morgan | Decatur |
| Russell | Columbus, Ga. |
| St. Clair | Birmingham |
| Shelby | Birmingham |
| Tuscaloosa | Tuscaloosa |
| Walker | Birmingham |

# ALABAMA

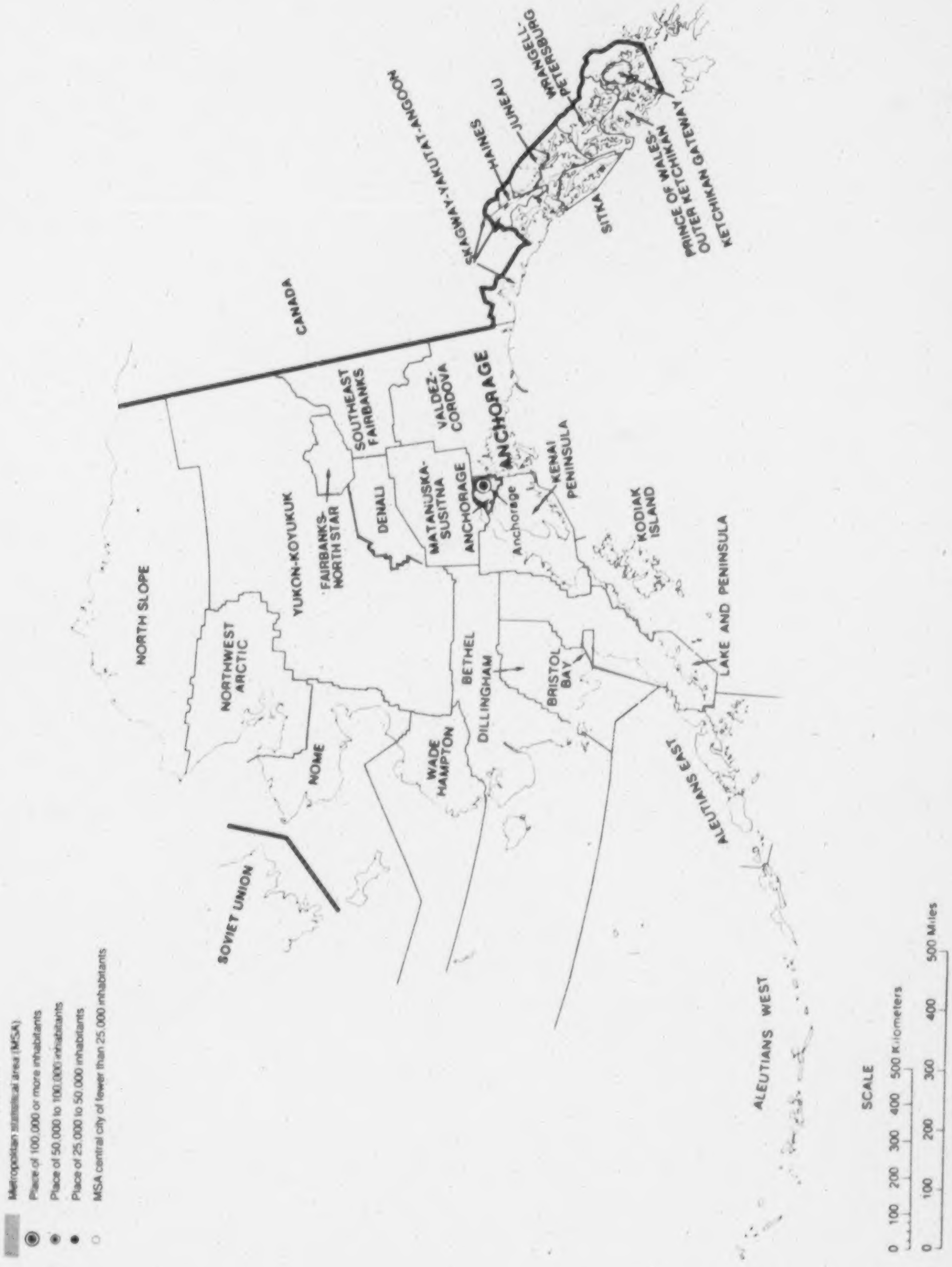

SCALE
0 20 40 60 Kilometers
0 20 40 60 Miles
LAUDERDALE
Florence
FLORENCE
COLBERT
LIMESTONE
MADISON
Huntsville
HUNTSVILLE
JACKSON
FRANKLIN
LAWRENCE
DECATUR
Decatur
MORGAN
MARSHALL
DE KALB
MARION
WINSTON
CULLMAN
BLOUNT
GADSDEN
ETOWAH
Gadsden
CHEROKEE
LAMAR
FAYETTE
WALKER
JEFFERSON
ST. CLAIR
CALHOUN
Anniston
CLEBURNE
ANNISTON
BIRMINGHAM
Birmingham
Bessemer
TUSCALOOSA
TUSCALOOSA
Tuscaloosa
PICKENS
SHELBY
TALLADEGA
CLAY
RANDOLPH
BIBB
GREENE
HALE
CHILTON
COOSA
TALLAPOOSA
CHAMBERS
SUMTER
MONTGOMERY
PERRY
AUTAUGA
ELMORE
COLUMBUS
Columbus
MUSCOGEE
LEE
MACON
MARENGO
DALLAS
Montgomery
MONTGOMERY
RUSSELL
CHATTAHOOCHEE
CHOCTAW
WILCOX
LOWNDES
BULLOCK
BARBOUR
CLARKE
BUTLER
CRENSHAW
PIKE
MONROE
HENRY
WASHINGTON
CONECUH
COFFEE
DALE
DOTHAN
Dothan
COVINGTON
ESCAMBIA
GENEVA
HOUSTON
MOBILE
BALDWIN
Mobile
MOBILE
LEGEND
Metropolitan statistical area (MSA)
Place of 100,000 or more inhabitants
Place of 50,000 to 100,000 inhabitants
Place of 25,000 to 50,000 inhabitants
MSA central city of fewer than 25,000 inhabitants
State capital underlined
S&MM Metropolitan area

# ALASKA
## METROPOLITAN DATA SUMMARY
(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/91 POPULATION (Thousands) | 12/31/91 HOUSEHOLDS (Thousands) | 1991 EFFECTIVE BUYING INCOME ($000) | 1991 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| ANCHORAGE | 232.4 | 84.9 | 4,621,235 | 2,518,807 | .1217 |

| County | Metropolitan Area |
|---|---|
| Anchorage | Anchorage |

# ALASKA


CANADA
SKAGWAY-YAKUTAT-ANGOON
HAINES
JUNEAU
WRANGELL-PETERSBURG
SITKA
PRINCE OF WALES-OUTER KETCHIKAN
KETCHIKAN GATEWAY
SOUTHEAST FAIRBANKS
VALDEZ-CORDOVA
ANCHORAGE
KENAI PENINSULA
DENALI
MATANUSKA-SUSITNA
ANCHORAGE
Anchorage
FAIRBANKS-NORTH STAR
YUKON-KOYUKUK
KODIAK ISLAND
NORTH SLOPE
NORTHWEST ARCTIC
BETHEL
BRISTOL BAY
LAKE AND PENINSULA
DILLINGHAM
NOME
WADE HAMPTON
ALEUTIANS EAST
SOVIET UNION
ALEUTIANS WEST
LEGEND
Metropolitan statistical area (MSA)
Place of 100,000 or more inhabitants
Place of 50,000 to 100,000 inhabitants
Place of 25,000 to 50,000 inhabitants
MSA central city of fewer than 25,000 inhabitants
SCALE
0 100 200 300 400 500 Kilometers
0 100 200 300 400 500 Miles

1992 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# ARIZONA

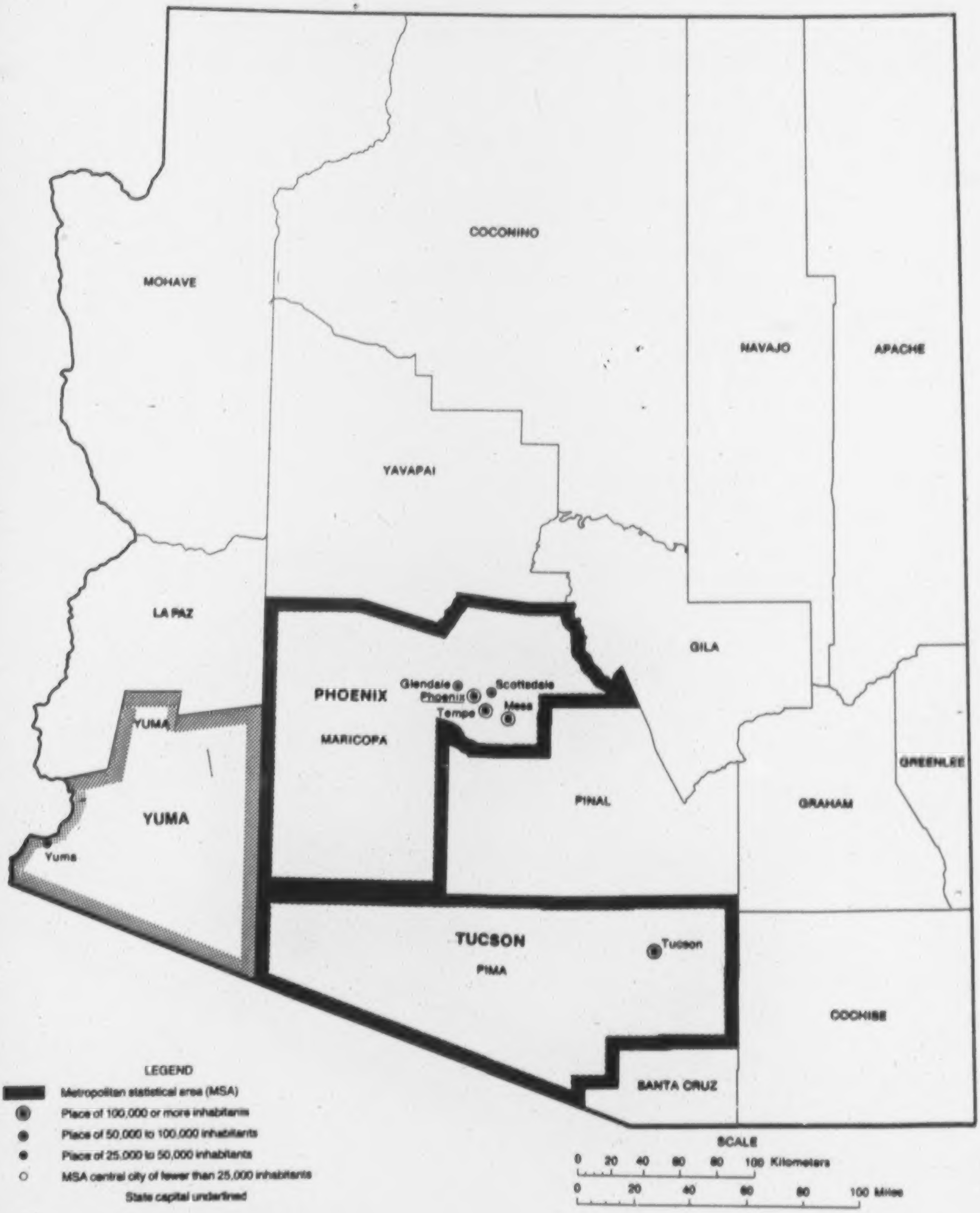
## METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/91 POPULATION (Thousands) | 12/31/91 HOUSEHOLDS (Thousands) | 1991 EFFECTIVE BUYING INCOME ($000) | 1991 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| **PHOENIX** | 2,224.8 | 848.4 | 31,270,508 | 17,241,381 | .8787 |
| **TUCSON** | 690.5 | 272.1 | 8,483,466 | 4,707,436 | .2457 |
| **YUMA** | 112.1 | 36.9 | 1,121,330 | 706,799 | .0355 |

| County | Metropolitan Area |
|---|---|
| Maricopa | Phoenix |
| Pima | Tucson |
| Yuma | Yuma |

# ARIZONA


MOHAVE
COCONINO
NAVAJO
APACHE
YAVAPAI
LA PAZ
GILA
YUMA
YUMA
Yuma
PHOENIX
MARICOPA
Glendale
Phoenix
Scottsdale
Tempe
Mesa
PINAL
GRAHAM
GREENLEE
TUCSON
PIMA
Tucson
COCHISE
SANTA CRUZ
LEGEND
Metropolitan statistical area (MSA)
Place of 100,000 or more inhabitants
Place of 50,000 to 100,000 inhabitants
Place of 25,000 to 50,000 inhabitants
MSA central city of fewer than 25,000 inhabitants
State capital underlined
SCALE
0 20 40 60 80 100 Kilometers
0 20 40 60 80 100 Miles

1992 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# ARKANSAS

## METROPOLITAN DATA SUMMARY

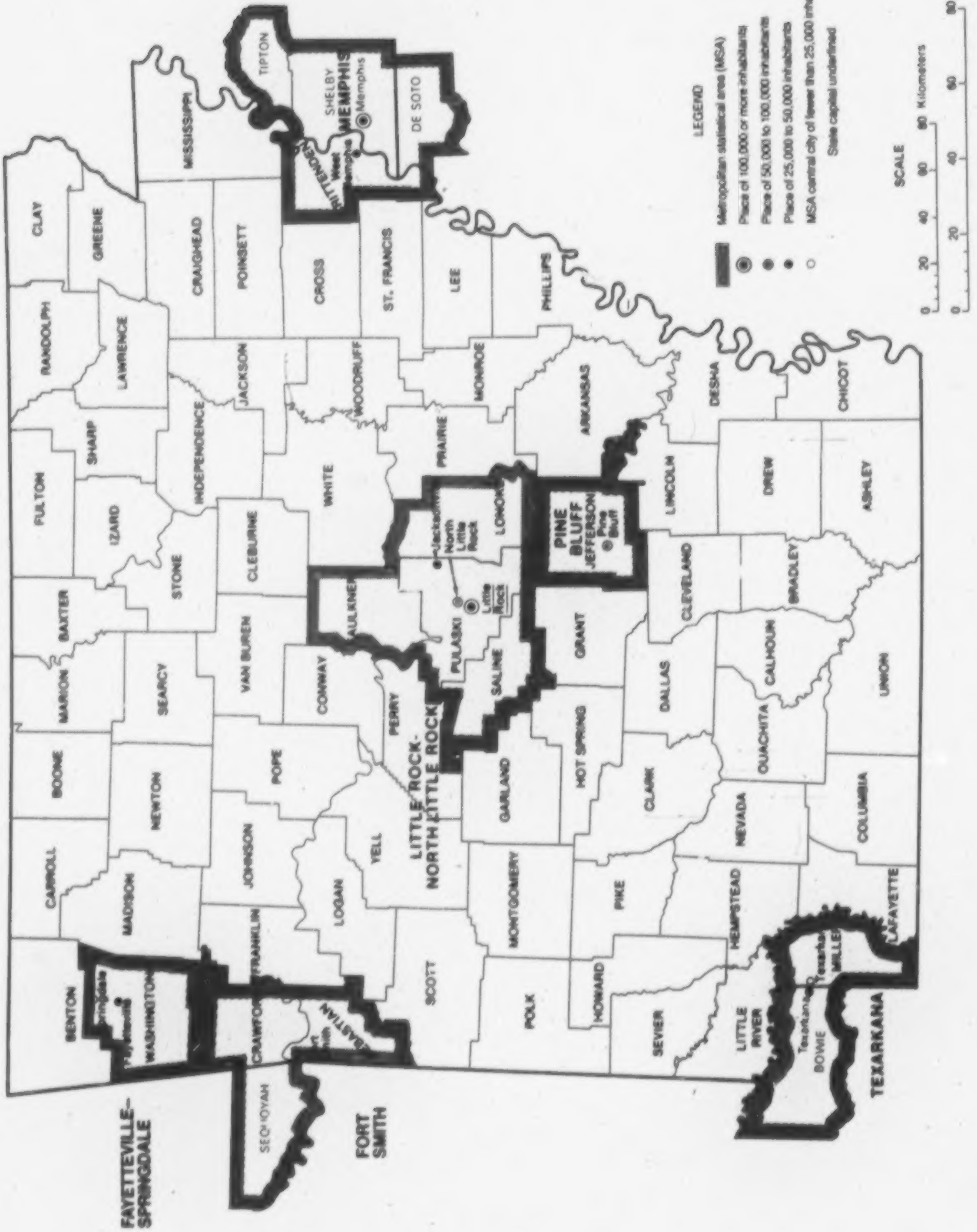
(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/91 POPULATION (Thousands) | 12/31/91 HOUSEHOLDS (Thousands) | 1991 EFFECTIVE BUYING INCOME ($000) | 1991 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| FAYETTEVILLE - SPRINGDALE | 116.6 | 44.7 | 1,432,692 | 1,021,558 | .0453 |
| FORT SMITH | 180.1 | 68.5 | 2,097,267 | 1,326,913 | .0642 |
| LITTLE ROCK - NORTH LITTLE ROCK | 521.2 | 198.7 | 7,216,025 | 4,171,475 | .2064 |
| PINE BLUFF | 85.9 | 30.1 | 905,271 | 559,190 | .0281 |
| TEXARKANA | 120.8 | 45.2 | 1,446,166 | 923,316 | .0442 |

| County | Metropolitan Area |
|---|---|
| Crawford | Fort Smith |
| Crittenden | Memphis, Tenn. |
| Faulkner | Little Rock - North Little Rock |
| Jefferson | Pine Bluff |
| Lonoke | Little Rock - North Little Rock |

| County | Metropolitan Area |
|---|---|
| Miller | Texarkana |
| Pulaski | Little Rock - North Little Rock |
| Saline | Little Rock - North Little Rock |
| Sebastian | Fort Smith |
| Washington | Fayetteville - Springdale |

# ARKANSAS


LEGEND
Metropolitan statistical area (MSA)
Place of 100,000 or more inhabitants
Place of 50,000 to 100,000 inhabitants
Place of 25,000 to 50,000 inhabitants
MSA central city of fewer than 25,000 inhabitants
State capital underlined
SCALE
0 20 40 60 80 Kilometers
0 20 40 60 80 Miles
MEMPHIS
TIPTON
SHELBY
Memphis
DE SOTO
CRITTENDEN
West Memphis
MISSISSIPPI
CLAY
GREENE
CRAIGHEAD
POINSETT
CROSS
ST. FRANCIS
LEE
PHILLIPS
RANDOLPH
LAWRENCE
JACKSON
WOODRUFF
MONROE
ARKANSAS
DESHA
CHICOT
FULTON
SHARP
IZARD
INDEPENDENCE
WHITE
PRAIRIE
LONOKE
Jacksonville
North Little Rock
Little Rock
PINE BLUFF
JEFFERSON
Pine Bluff
LINCOLN
DREW
ASHLEY
BAXTER
STONE
CLEBURNE
FAULKNER
PULASKI
SALINE
GRANT
CLEVELAND
BRADLEY
MARION
SEARCY
VAN BUREN
CONWAY
PERRY
HOT SPRING
DALLAS
CALHOUN
OUACHITA
UNION
BOONE
NEWTON
POPE
LITTLE ROCK-NORTH LITTLE ROCK
GARLAND
CLARK
NEVADA
COLUMBIA
CARROLL
MADISON
JOHNSON
YELL
MONTGOMERY
PIKE
HEMPSTEAD
LAFAYETTE
MILLER
Texarkana
TEXARKANA
BOWIE
LITTLE RIVER
SEVIER
HOWARD
POLK
SCOTT
LOGAN
FRANKLIN
SEBASTIAN
Fort Smith
CRAWFORD
SEQUOYAH
FORT SMITH
WASHINGTON
Springdale
Fayetteville
BENTON
FAYETTEVILLE-SPRINGDALE

1992 SURVEY OF BUYING POWER DEMOGRAPHICS USA

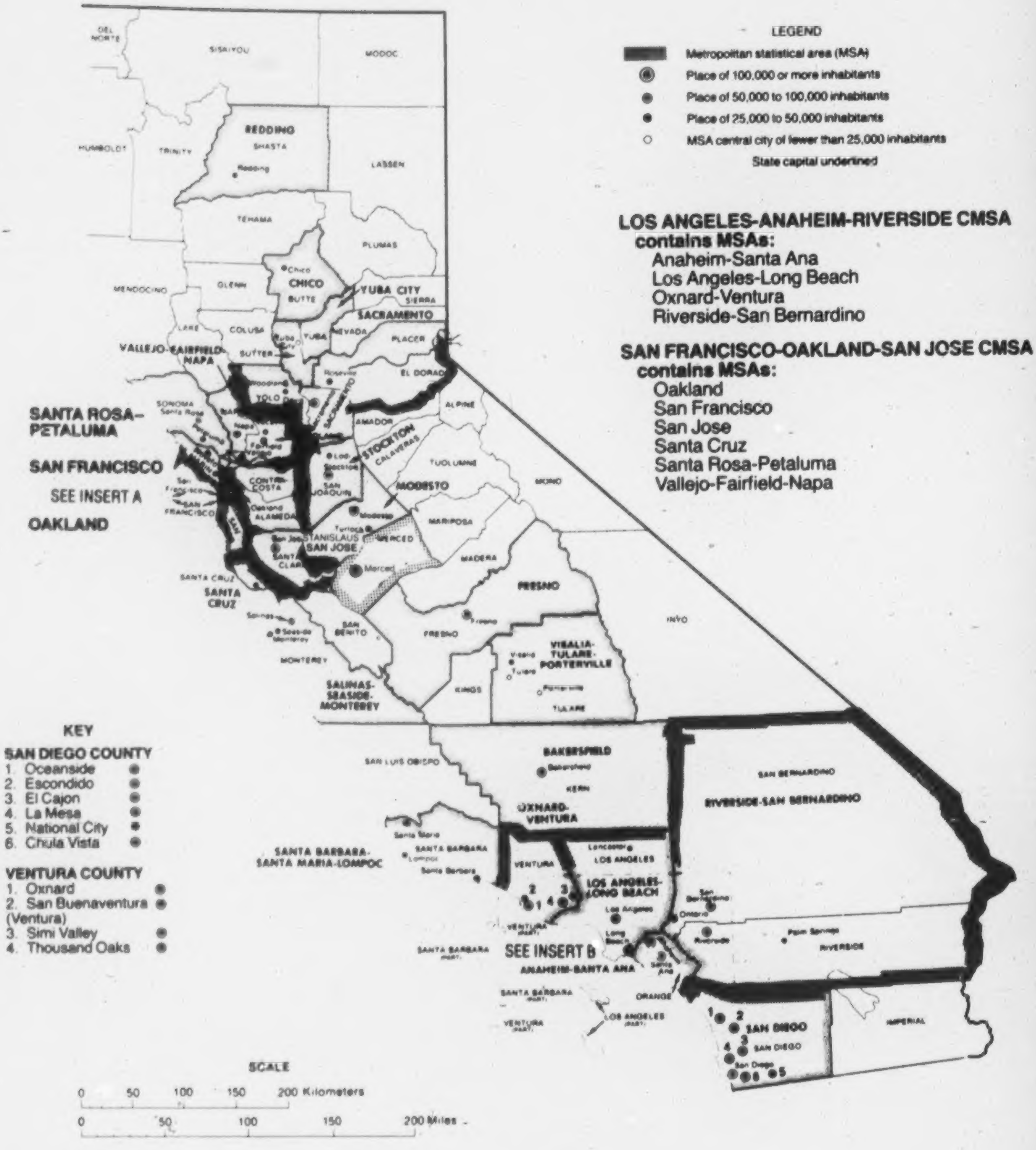
# CALIFORNIA
## METROPOLITAN DATA SUMMARY
(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/91 POPULATION (Thousands) | 12/31/91 HOUSEHOLDS (Thousands) | 1991 EFFECTIVE BUYING INCOME ($000) | 1991 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| ANAHEIM - SANTA ANA | 2,510.6 | 852.1 | 47,229,731 | 20,628,144 | 1.1711 |
| BAKERSFIELD | 581.5 | 193.3 | 7,082,784 | 3,524,939 | .1988 |
| CHICO | 190.1 | 74.8 | 2,293,189 | 1,139,717 | .0644 |
| FRESNO | 709.4 | 233.7 | 8,321,091 | 4,370,916 | .2395 |
| LOS ANGELES - LONG BEACH | 9,087.0 | 3,049.0 | 140,872,315 | 64,813,335 | 3.6730 |
| *LOS ANGELES - ANAHEIM - RIVERSIDE CONSOLIDATED AREA* | *15,109.6* | *5,064.4* | *238,430,870* | *107,630,942* | *6.1611* |
| MERCED | 186.7 | 57.5 | 1,980,038 | 864,597 | .0555 |
| MODESTO | 394.6 | 132.9 | 4,996,588 | 2,543,335 | .1400 |
| OAKLAND | 2,149.1 | 800.4 | 39,344,321 | 16,032,480 | .9611 |
| OXNARD - VENTURA | 688.3 | 221.8 | 11,792,391 | 5,313,922 | .2998 |
| REDDING | 156.4 | 59.6 | 1,924,084 | 1,125,579 | .0567 |
| RIVERSIDE - SAN BERNARDINO | 2,823.7 | 941.5 | 38,536,433 | 16,875,541 | 1.0172 |
| SACRAMENTO | 1,569.8 | 588.7 | 24,204,237 | 11,512,164 | .6383 |
| SALINAS - SEASIDE - MONTEREY | 367.4 | 115.9 | 5,255,401 | 2,334,631 | .1379 |
| SAN DIEGO | 2,604.4 | 920.6 | 40,840,447 | 18,711,578 | 1.0612 |
| SAN FRANCISCO | 1,631.2 | 648.7 | 33,999,308 | 15,334,642 | .8371 |
| *SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA* | *6,434.8* | *2,380.6* | *121,135,691* | *51,555,182* | *2.9808* |
| SAN JOSE | 1,532.8 | 527.4 | 29,822,214 | 12,321,308 | .7236 |
| SANTA BARBARA - SANTA MARIA - LOMPOC | 378.8 | 132.3 | 6,272,008 | 2,847,563 | .1609 |
| SANTA CRUZ | 234.5 | 84.6 | 3,967,845 | 1,899,989 | .1030 |
| SANTA ROSA - PETALUMA | 407.7 | 156.0 | 6,854,566 | 3,181,423 | .1764 |
| STOCKTON | 501.7 | 163.6 | 6,294,426 | 3,024,262 | .1738 |
| VALLEJO - FAIRFIELD - NAPA | 479.5 | 163.5 | 7,147,437 | 2,785,340 | .1796 |
| VISALIA - TULARE - PORTERVILLE | 328.1 | 102.3 | 3,500,503 | 1,658,574 | .1001 |
| YUBA CITY | 129.1 | 45.2 | 1,472,248 | 685,556 | .0412 |

| County | Metropolitan Area |
|---|---|
| Alameda | Oakland |
| Butte | Chico |
| Contra Costa | Oakland |
| El Dorado | Sacramento |
| Fresno | Fresno |
| Kern | Bakersfield |
| Los Angeles | Los Angeles - Long Beach |
| Marin | San Francisco |
| Merced | Merced |
| Monterey | Salinas - Seaside - Monterey |
| Napa | Vallejo - Fairfield - Napa |
| Orange | Anaheim - Santa Ana |
| Placer | Sacramento |
| Riverside | Riverside - San Bernardino |
| Sacramento | Sacramento |
| San Bernardino | Riverside - San Bernardino |

| County | Metropolitan Area |
|---|---|
| San Diego | San Diego |
| San Francisco | San Francisco |
| San Joaquin | Stockton |
| San Mateo | San Francisco |
| Santa Barbara | Santa Barbara - Santa Maria - Lompoc |
| Santa Clara | San Jose |
| Santa Cruz | Santa Cruz |
| Shasta | Redding |
| Solano | Vallejo - Fairfield - Napa |
| Sonoma | Santa Rosa - Petaluma |
| Stanislaus | Modesto |
| Sutter | Yuba City |
| Tulare | Visalia - Tulare - Porterville |
| Ventura | Oxnard - Ventura |
| Yolo | Sacramento |
| Yuba | Yuba City |

# CALIFORNIA


DEL NORTE
SISKIYOU
MODOC
REDDING
SHASTA
Redding
HUMBOLDT
TRINITY
LASSEN
TEHAMA
PLUMAS
Chico
CHICO
BUTTE
MENDOCINO
GLENN
YUBA CITY
SIERRA
SACRAMENTO
LAKE
COLUSA
YUBA
NEVADA
PLACER
VALLEJO-FAIRFIELD-NAPA
SUTTER
EL DORADO
Roseville
SONOMA
Santa Rosa
YOLO
SACRAMENTO
ALPINE
SANTA ROSA-PETALUMA
AMADOR
STOCKTON
CALAVERAS
Lodi
Stockton
SAN FRANCISCO
TUOLUMNE
CONTRA COSTA
SAN JOAQUIN
MODESTO
MONO
SEE INSERT A
San Francisco
SAN FRANCISCO
Oakland
ALAMEDA
Modesto
OAKLAND
MARIPOSA
Turlock
STANISLAUS
SAN JOSE
MERCED
San Jose
SANTA CLARA
Merced
MADERA
SANTA CRUZ
SANTA CRUZ
FRESNO
INYO
Salinas
Seaside-Monterey
SAN BENITO
Fresno
FRESNO
MONTEREY
Visalia
Tulare
VISALIA-TULARE-PORTERVILLE
Porterville
KINGS
TULARE
SALINAS-SEASIDE-MONTEREY
BAKERSFIELD
Bakersfield
SAN LUIS OBISPO
KERN
SAN BERNARDINO
RIVERSIDE-SAN BERNARDINO
OXNARD-VENTURA
Santa Maria
SANTA BARBARA
Lompoc
Santa Barbara
SANTA BARBARA-SANTA MARIA-LOMPOC
VENTURA
Lancaster
LOS ANGELES
LOS ANGELES-LONG BEACH
San Bernardino
Ontario
Los Angeles
VENTURA (PART)
Long Beach
Riverside
Palm Springs
RIVERSIDE
SANTA BARBARA (PART)
SEE INSERT B
ANAHEIM-SANTA ANA
Santa Ana
ORANGE
SANTA BARBARA (PART)
VENTURA (PART)
LOS ANGELES (PART)
SAN DIEGO
SAN DIEGO
San Diego
IMPERIAL
SCALE
0 50 100 150 200 Kilometers
0 50 100 150 200 Miles

LEGEND

- ▬ Metropolitan statistical area (MSA)
- ◉ Place of 100,000 or more inhabitants
- ● Place of 50,000 to 100,000 inhabitants
- • Place of 25,000 to 50,000 inhabitants
- ○ MSA central city of fewer than 25,000 inhabitants

State capital underlined

**LOS ANGELES-ANAHEIM-RIVERSIDE CMSA contains MSAs:**

Anaheim-Santa Ana
Los Angeles-Long Beach
Oxnard-Ventura
Riverside-San Bernardino

**SAN FRANCISCO-OAKLAND-SAN JOSE CMSA contains MSAs:**

Oakland
San Francisco
San Jose
Santa Cruz
Santa Rosa-Petaluma
Vallejo-Fairfield-Napa

**KEY**

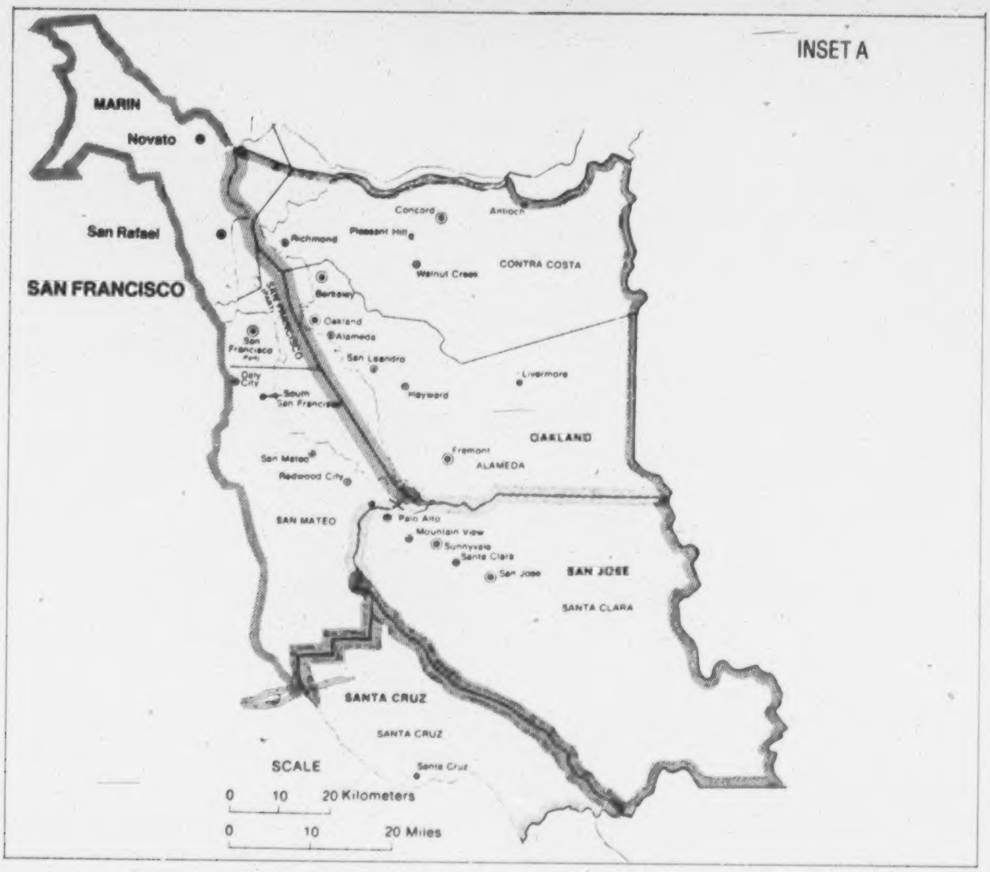
**SAN DIEGO COUNTY**

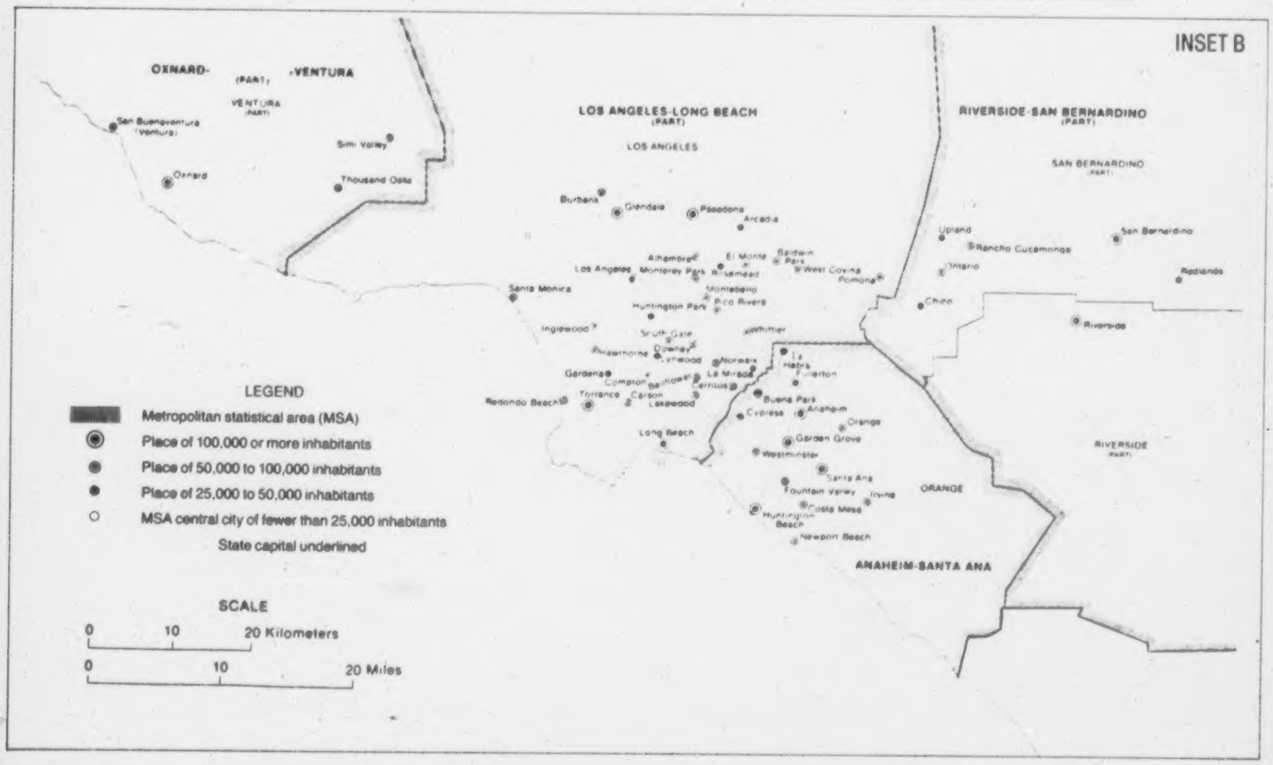
1. Oceanside ●
2. Escondido ●
3. El Cajon ●
4. La Mesa ●
5. National City •
6. Chula Vista ●

**VENTURA COUNTY**

1. Oxnard ●
2. San Buenaventura (Ventura) ●
3. Simi Valley ●
4. Thousand Oaks ●

# CALIFORNIA


INSET A
MARIN
Novato
San Rafael
SAN FRANCISCO
Concord
Antioch
Pleasant Hill
Richmond
Walnut Creek
CONTRA COSTA
Berkeley
Oakland
Alameda
San Francisco (PART)
San Leandro
Daly City
South San Francisco
Hayward
Livermore
OAKLAND
San Mateo
Redwood City
Fremont
ALAMEDA
SAN MATEO
Palo Alto
Mountain View
Sunnyvale
Santa Clara
San Jose
SAN JOSE
SANTA CLARA
SANTA CRUZ
SANTA CRUZ
Santa Cruz
SCALE
0 10 20 Kilometers
0 10 20 Miles


INSET B
OXNARD- (PART) -VENTURA
VENTURA (PART)
San Buenaventura (Ventura)
Simi Valley
Oxnard
Thousand Oaks
LOS ANGELES-LONG BEACH (PART)
LOS ANGELES
RIVERSIDE-SAN BERNARDINO (PART)
SAN BERNARDINO (PART)
Burbank
Glendale
Pasadena
Arcadia
Upland
San Bernardino
Rancho Cucamonga
Alhambra
El Monte
Baldwin Park
Ontario
Redlands
Los Angeles
Monterey Park
Rosemead
West Covina
Pomona
Montebello
Santa Monica
Huntington Park
Pico Rivera
Chino
Riverside
Inglewood
South Gate
Whittier
Hawthorne
Downey
Lynwood
Norwalk
La Habra
Fullerton
Gardena
Compton
Bellflower
La Mirada
Cerritos
Redondo Beach
Torrance
Carson
Lakewood
Buena Park
Cypress
Anaheim
Orange
Long Beach
Garden Grove
RIVERSIDE (PART)
Westminster
Santa Ana
Fountain Valley
Irvine
ORANGE
Huntington Beach
Costa Mesa
Newport Beach
ANAHEIM-SANTA ANA
LEGEND
Metropolitan statistical area (MSA)
Place of 100,000 or more inhabitants
Place of 50,000 to 100,000 inhabitants
Place of 25,000 to 50,000 inhabitants
MSA central city of fewer than 25,000 inhabitants
State capital underlined
SCALE
0 10 20 Kilometers
0 10 20 Miles

1992 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# COLORADO

## METROPOLITAN DATA SUMMARY

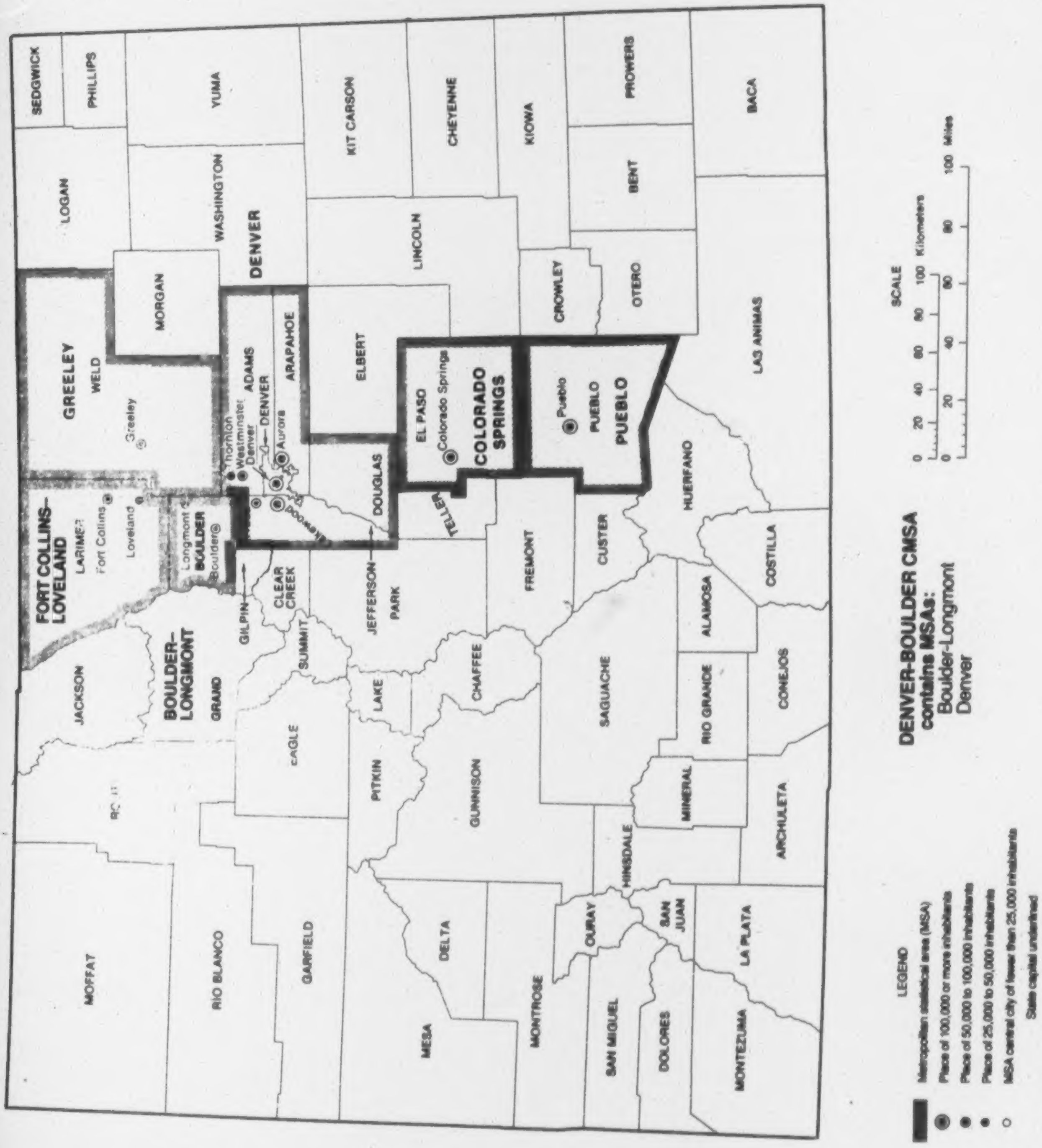
(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/91 POPULATION (Thousands) | 12/31/91 HOUSEHOLDS (Thousands) | 1991 EFFECTIVE BUYING INCOME ($000) | 1991 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| BOULDER - LONGMONT | 230.0 | 90.5 | 4,064,839 | 2,012,188 | .1058 |
| COLORADO SPRINGS | 414.9 | 154.1 | 5,736,053 | 2,900,348 | .1574 |
| DENVER | 1,652.8 | 662.1 | 28,086,848 | 13,431,097 | .7281 |
| *DENVER - BOULDER CONSOLIDATED AREA* | *1,882.8* | *752.6* | *32,151,687* | *15,443,285* | *.8339* |
| FORT COLLINS - LOVELAND | 196.4 | 74.5 | 2,750,650 | 1,430,687 | .0759 |
| GREELEY | 133.6 | 48.1 | 1,605,796 | 697,313 | .0437 |
| PUEBLO | 124.1 | 47.6 | 1,333,943 | 806,986 | .0409 |

| County | Metropolitan Area |
|---|---|
| Adams | Denver |
| Arapahoe | Denver |
| Boulder | Boulder - Longmont |
| Denver | Denver |
| Douglas | Denver |

| County | Metropolitan Area |
|---|---|
| El Paso | Colorado Springs |
| Jefferson | Denver |
| Lorimer | Fort Collins - Loveland |
| Pueblo | Pueblo |
| Weld | Greeley |

# COLORADO


SEDGWICK
PHILLIPS
YUMA
KIT CARSON
CHEYENNE
KIOWA
PROWERS
BACA
LOGAN
WASHINGTON
DENVER
BENT
LINCOLN
CROWLEY
OTERO
MORGAN
GREELEY
WELD
Greeley
ADAMS
ARAPAHOE
Thornton
Westminster
Denver
DENVER
Aurora
Lakewood
ELBERT
EL PASO
Colorado Springs
COLORADO SPRINGS
Pueblo
PUEBLO
PUEBLO
LAS ANIMAS
FORT COLLINS-LOVELAND
LARIMER
Fort Collins
Loveland
Longmont
BOULDER
Boulder
DOUGLAS
TELLER
HUERFANO
GILPIN
CLEAR CREEK
JEFFERSON
PARK
FREMONT
CUSTER
COSTILLA
ALAMOSA
BOULDER-LONGMONT
JACKSON
GRAND
SUMMIT
CHAFFEE
LAKE
SAGUACHE
RIO GRANDE
CONEJOS
EAGLE
PITKIN
GUNNISON
MINERAL
ROUTT
ARCHULETA
HINSDALE
MOFFAT
RIO BLANCO
GARFIELD
DELTA
OURAY
SAN JUAN
LA PLATA
MESA
MONTROSE
SAN MIGUEL
DOLORES
MONTEZUMA
SCALE
0 20 40 60 80 100 Kilometers
0 20 40 60 80 100 Miles
DENVER-BOULDER CMSA contains MSAs:
Boulder-Longmont
Denver
LEGEND
Metropolitan statistical area (MSA)
Place of 100,000 or more inhabitants
Place of 50,000 to 100,000 inhabitants
Place of 25,000 to 50,000 inhabitants
MSA central city of fewer than 25,000 inhabitants
State capital underlined

# CONNECTICUT

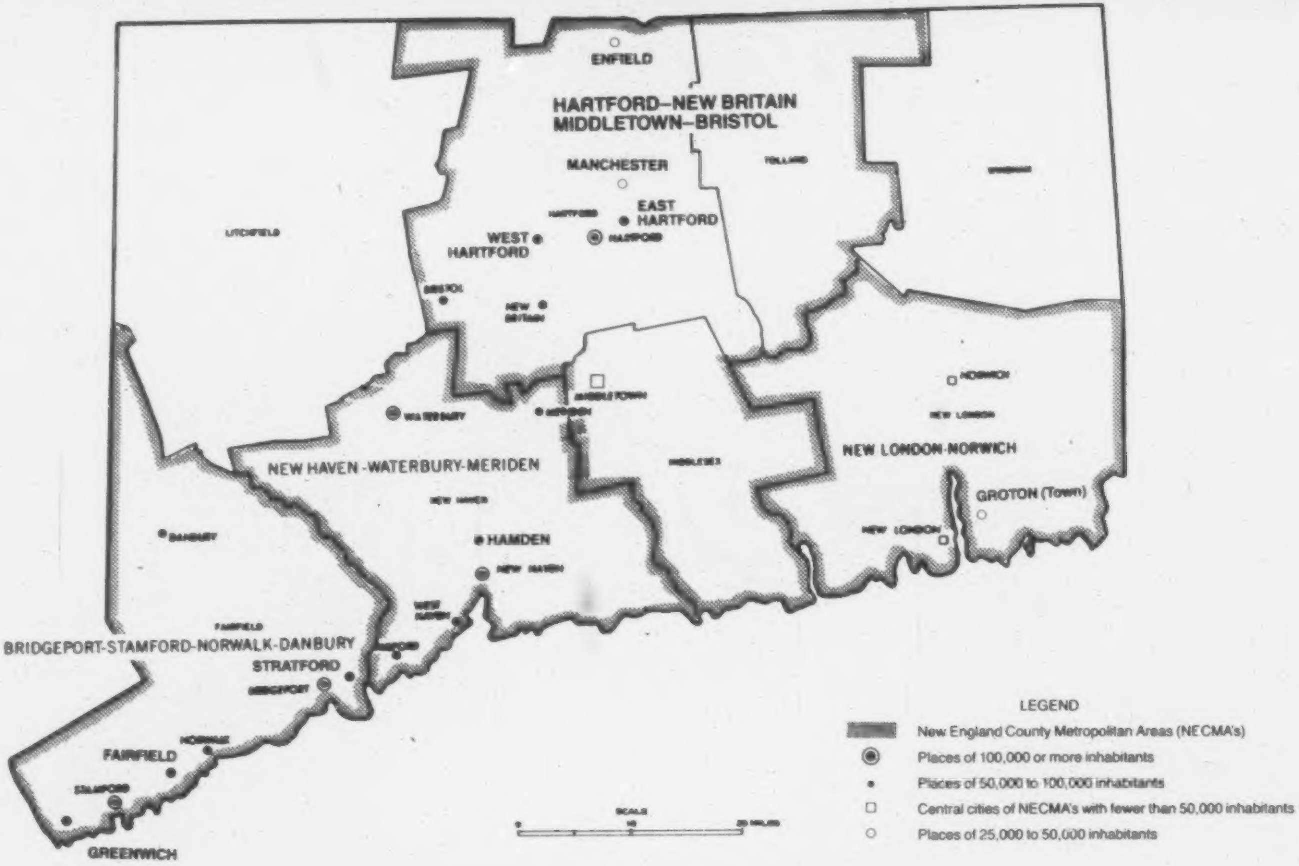
## METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/91 POPULATION (Thousands) | 12/31/91 HOUSEHOLDS (Thousands) | 1991 EFFECTIVE BUYING INCOME ($000) | 1991 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| BRIDGEPORT - STAMFORD - NORWALK - DANBURY | 825.3 | 303.7 | 20,796,314 | 7,639,635 | .4699 |
| HARTFORD - NEW BRITAIN - MIDDLETOWN - BRISTOL | 1,136.9 | 428.3 | 21,624,066 | 8,869,669 | .5256 |
| NEW HAVEN - WATERBURY - MERIDEN | 812.0 | 307.5 | 14,432,431 | 6,350,742 | .3622 |
| NEW LONDON - NORWICH | 257.6 | 94.2 | 4,332,410 | 1,839,535 | .1087 |

| County | Metropolitan Area | County | Metropolitan Area |
|---|---|---|---|
| Fairfield | Bridgeport - Stamford - Norwalk - Danbury | New Haven | New Haven - Waterbury - Meriden |
| Hartford | Hartford - New Britain - Middletown - Bristol | New London | New London - Norwich |
| Middlesex | Hartford - New Britain - Middletown - Bristol | Tolland | Hartford - New Britain - Middletown - Bristol |

# CONNECTICUT


ENFIELD
HARTFORD–NEW BRITAIN
MIDDLETOWN–BRISTOL
MANCHESTER
TOLLAND
WINDHAM
HARTFORD
EAST HARTFORD
WEST HARTFORD
HARTFORD
LITCHFIELD
BRISTOL
NEW BRITAIN
MIDDLETOWN
MERIDEN
WATERBURY
MIDDLESEX
NORWICH
NEW LONDON
NEW LONDON-NORWICH
NEW HAVEN -WATERBURY-MERIDEN
NEW HAVEN
GROTON (Town)
NEW LONDON
DANBURY
HAMDEN
NEW HAVEN
WEST HAVEN
FAIRFIELD
MILFORD
BRIDGEPORT-STAMFORD-NORWALK-DANBURY
STRATFORD
BRIDGEPORT
NORWALK
FAIRFIELD
STAMFORD
GREENWICH
SCALE
0
10
20 MILES
LEGEND
▨ New England County Metropolitan Areas (NECMA's)
◉ Places of 100,000 or more inhabitants
• Places of 50,000 to 100,000 inhabitants
□ Central cities of NECMA's with fewer than 50,000 inhabitants
○ Places of 25,000 to 50,000 inhabitants

**NEW YORK-NORTHERN NEW JERSEY-LONG ISLAND, NY-NJ-CT CMSA**
**contains MSAs:**
- Bergen-Passaic, NJ
- Jersey City, NJ
- Middlesex-Somerset-Hunterdon, NJ
- Monmouth-Ocean, NJ
- Nassau-Suffolk, NY
- New York, NY
- Newark, NJ
- Orange County, NY

**and NECMA:**
- Bridgeport-Stamford-Norwalk, Danbury, CT

# DELAWARE

## METROPOLITAN DATA SUMMARY

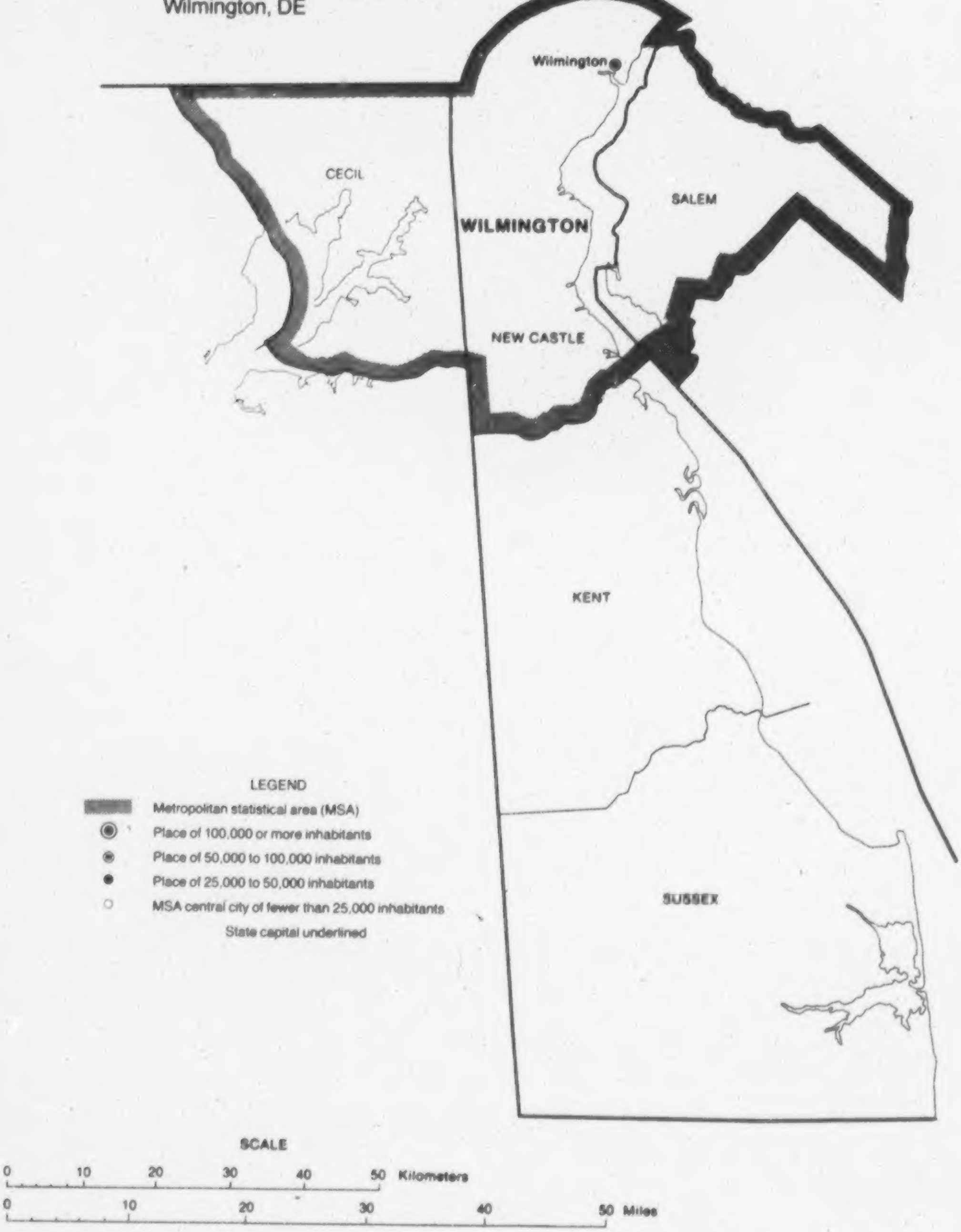
(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/91 POPULATION (Thousands) | 12/31/91 HOUSEHOLDS (Thousands) | 1991 EFFECTIVE BUYING INCOME ($000) | 1991 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| WILMINGTON | 592.2 | 217.9 | 9,659,754 | 4,815,552 | .2555 |

| County | Metropolitan Area |
|---|---|
| New Castle | Wilmington |

# DELAWARE

**PHILADELPHIA-WILMINGTON-TRENTON, PA-NJ-DE-MD CMSA**
**contains MSAs:**
Philadelphia, PA-NJ
Trenton, NJ
Vineland-Millville-Bridgeton, NJ
Wilmington, DE


Wilmington
CECIL
SALEM
WILMINGTON
NEW CASTLE
KENT
SUSSEX
LEGEND
▨ Metropolitan statistical area (MSA)
◉ Place of 100,000 or more inhabitants
◉ Place of 50,000 to 100,000 inhabitants
● Place of 25,000 to 50,000 inhabitants
○ MSA central city of fewer than 25,000 inhabitants
State capital underlined
SCALE
0 10 20 30 40 50 Kilometers
0 10 20 30 40 50 Miles

# DISTRICT OF COLUMBIA

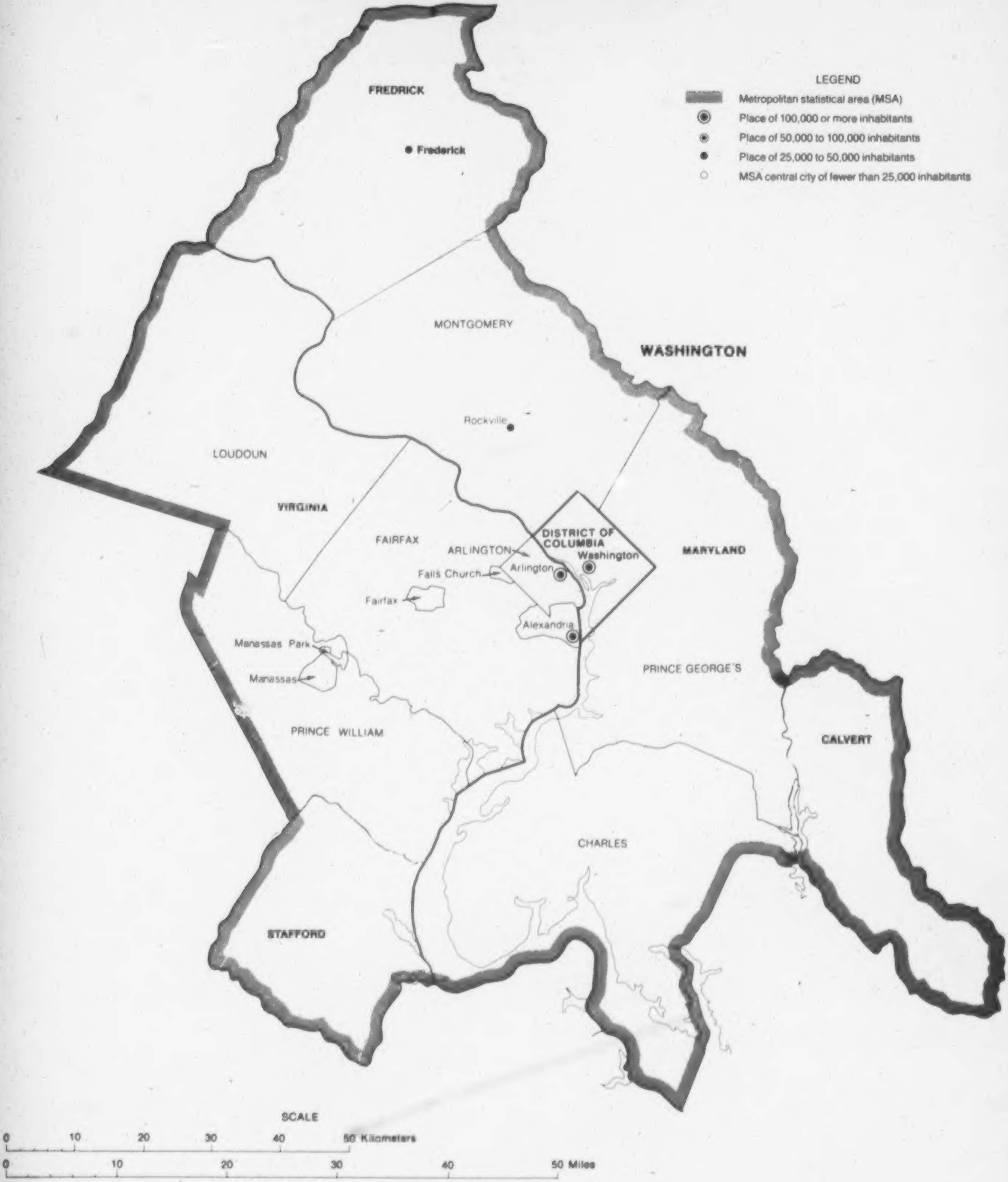
## METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/91 POPULATION (Thousands) | 12/31/91 HOUSEHOLDS (Thousands) | 1991 EFFECTIVE BUYING INCOME ($000) | 1991 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| WASHINGTON | 4,055.2 | 1,502.0 | 82,807,786 | 31,761,066 | 1.9533 |

| County | Metropolitan Area |
|---|---|
| District of Columbia | Washington |

# DISTRICT OF COLUMBIA


LEGEND
▬ Metropolitan statistical area (MSA)
◉ Place of 100,000 or more inhabitants
⊙ Place of 50,000 to 100,000 inhabitants
● Place of 25,000 to 50,000 inhabitants
○ MSA central city of fewer than 25,000 inhabitants
FREDRICK
Frederick
MONTGOMERY
WASHINGTON
Rockville
LOUDOUN
VIRGINIA
FAIRFAX
ARLINGTON
DISTRICT OF COLUMBIA
Washington
MARYLAND
Arlington
Falls Church
Fairfax
Alexandria
Manassas Park
Manassas
PRINCE GEORGE'S
PRINCE WILLIAM
CALVERT
CHARLES
STAFFORD
SCALE
0 10 20 30 40 50 Kilometers
0 10 20 30 40 50 Miles

1992 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# FLORIDA

## METROPOLITAN DATA SUMMARY

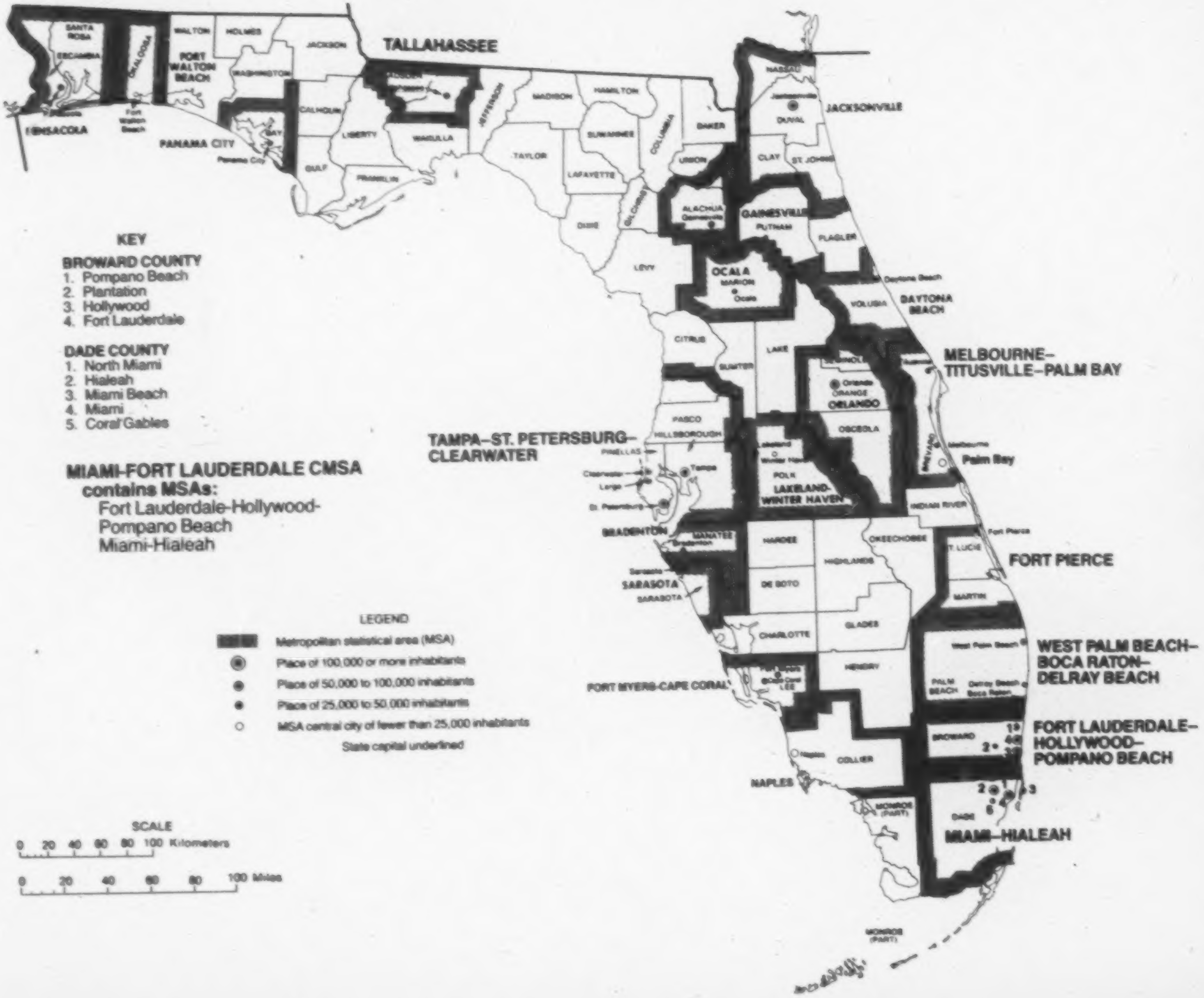
(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/91 POPULATION (Thousands) | 12/31/91 HOUSEHOLDS (Thousands) | 1991 EFFECTIVE BUYING INCOME ($000) | 1991 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| BRADENTON | 220.5 | 94.9 | 3,140,641 | 1,671,344 | .0870 |
| DAYTONA BEACH | 389.2 | 161.0 | 5,093,123 | 3,004,950 | .1484 |
| FORT LAUDERDALE - HOLLYWOOD - POMPANO BEACH | 1,298.2 | 547.5 | 22,008,705 | 12,489,948 | .6032 |
| FORT MYERS - CAPE CORAL | 357.0 | 149.4 | 5,568,343 | 3,205,434 | .1557 |
| FORT PIERCE | 267.3 | 107.7 | 4,238,705 | 2,066,935 | .1120 |
| FORT WALTON BEACH | 149.8 | 55.5 | 1,958,897 | 1,217,739 | .0583 |
| GAINESVILLE | 208.9 | 80.7 | 2,529,202 | 1,658,143 | .0775 |
| JACKSONVILLE | 943.5 | 357.6 | 13,202,674 | 7,780,483 | .3794 |
| LAKELAND - WINTER HAVEN | 418.4 | 161.2 | 5,095,097 | 2,972,845 | .1503 |
| MELBOURNE - TITUSVILLE - PALM BAY | 419.8 | 170.4 | 6,340,473 | 3,010,726 | .1677 |
| MIAMI - HIALEAH | 1,988.4 | 709.4 | 26,145,796 | 15,235,148 | .7583 |
| *MIAMI - FORT LAUDERDALE CONSOLIDATED AREA* | *3,286.6* | *1,256.9* | *48,154,501* | *27,725,096* | *1.3615* |
| NAPLES | 164.1 | 66.3 | 3,391,987 | 1,523,374 | .0835 |
| OCALA | 206.4 | 83.2 | 2,395,763 | 1,482,843 | .0727 |
| ORLANDO | 1,139.5 | 426.4 | 16,778,120 | 10,430,877 | .4867 |
| PANAMA CITY | 131.8 | 50.8 | 1,615,762 | 1,162,526 | .0512 |
| PENSACOLA | 353.8 | 132.0 | 4,391,013 | 2,488,482 | .1278 |
| SARASOTA | 287.8 | 130.2 | 5,059,593 | 2,952,140 | .1391 |
| TALLAHASSEE | 241.8 | 91.2 | 3,168,921 | 1,850,854 | .0920 |
| TAMPA - ST. PETERSBURG - CLEARWATER | 2,142.5 | 901.6 | 30,413,795 | 17,402,675 | .8633 |
| WEST PALM BEACH - BOCA RATON - DELRAY BEACH | 926.8 | 393.0 | 17,625,264 | 8,509,363 | .4496 |

| County | Metropolitan Area |
|---|---|
| Alachua | Gainesville |
| Bay | Panama City |
| Bradford | Gainesville |
| Brevard | Melbourne - Titusville - Palm Bay |
| Broward | Fort Lauderdale - Hollywood - Pompano Beach |
| Clay | Jacksonville |
| Collier | Naples |
| Dade | Miami - Hialeah |
| Duval | Jacksonville |
| Escambia | Pensacola |
| Gadsden | Tallahassee |
| Hernando | Tampa - St. Petersburg - Clearwater |
| Hillsborough | Tampa - St. Petersburg - Clearwater |
| Lee | Fort Myers - Cape Coral |
| Leon | Tallahassee |
| Manatee | Bradenton |

| County | Metropolitan Area |
|---|---|
| Marion | Ocala |
| Martin | Fort Pierce |
| Nassau | Jacksonville |
| Okaloosa | Fort Walton Beach |
| Orange | Orlando |
| Osceola | Orlando |
| Palm Beach | West Palm Beach - Boca Raton - Delray Beach |
| Pasco | Tampa - St. Petersburg - Clearwater |
| Pinellas | Tampa - St. Petersburg - Clearwater |
| Polk | Lakeland - Winter Haven |
| St. Johns | Jacksonville |
| St. Lucie | Fort Pierce |
| Santa Rosa | Pensacola |
| Sarasota | Sarasota |
| Seminole | Orlando |
| Volusia | Daytona Beach |

# FLORIDA


TALLAHASSEE
SANTA ROSA
ESCAMBIA
PENSACOLA
OKALOOSA
Fort Walton Beach
WALTON
FORT WALTON BEACH
HOLMES
WASHINGTON
JACKSON
BAY
Panama City
PANAMA CITY
CALHOUN
GULF
LIBERTY
FRANKLIN
WAKULLA
JEFFERSON
MADISON
TAYLOR
HAMILTON
SUWANNEE
LAFAYETTE
COLUMBIA
DIXIE
GILCHRIST
BAKER
UNION
NASSAU
Jacksonville
DUVAL
JACKSONVILLE
CLAY
ST. JOHNS
ALACHUA
Gainesville
GAINESVILLE
PUTNAM
FLAGLER
LEVY
OCALA
MARION
Ocala
Daytona Beach
VOLUSIA
DAYTONA BEACH
CITRUS
SUMTER
LAKE
SEMINOLE
Orlando
ORANGE
ORLANDO
MELBOURNE–
TITUSVILLE–PALM BAY
PASCO
HILLSBOROUGH
PINELLAS
Clearwater
Largo
Tampa
St. Petersburg
TAMPA–ST. PETERSBURG–
CLEARWATER
Lakeland
Winter Haven
POLK
LAKELAND-
WINTER HAVEN
OSCEOLA
BREVARD
Melbourne
Palm Bay
INDIAN RIVER
Fort Pierce
ST. LUCIE
FORT PIERCE
BRADENTON
MANATEE
Bradenton
Sarasota
SARASOTA
SARASOTA
HARDEE
DE SOTO
HIGHLANDS
OKEECHOBEE
MARTIN
CHARLOTTE
GLADES
HENRY
West Palm Beach
PALM BEACH
Delray Beach
Boca Raton
WEST PALM BEACH–
BOCA RATON–
DELRAY BEACH
FORT MYERS-CAPE CORAL
Fort Myers
Cape Coral
LEE
BROWARD
1
4
2
3
FORT LAUDERDALE–
HOLLYWOOD–
POMPANO BEACH
Naples
NAPLES
COLLIER
MONROE (PART)
2
1
3
5
4
DADE
MIAMI–HIALEAH
MONROE (PART)
SCALE
0 20 40 60 80 100 Kilometers
0 20 40 60 80 100 Miles

**KEY**

**BROWARD COUNTY**
1. Pompano Beach
2. Plantation
3. Hollywood
4. Fort Lauderdale

**DADE COUNTY**
1. North Miami
2. Hialeah
3. Miami Beach
4. Miami
5. Coral Gables

**MIAMI-FORT LAUDERDALE CMSA**
**contains MSAs:**
Fort Lauderdale-Hollywood-
Pompano Beach
Miami-Hialeah

LEGEND

■ Metropolitan statistical area (MSA)
◉ Place of 100,000 or more inhabitants
● Place of 50,000 to 100,000 inhabitants
• Place of 25,000 to 50,000 inhabitants
○ MSA central city of fewer than 25,000 inhabitants
State capital underlined

# GEORGIA

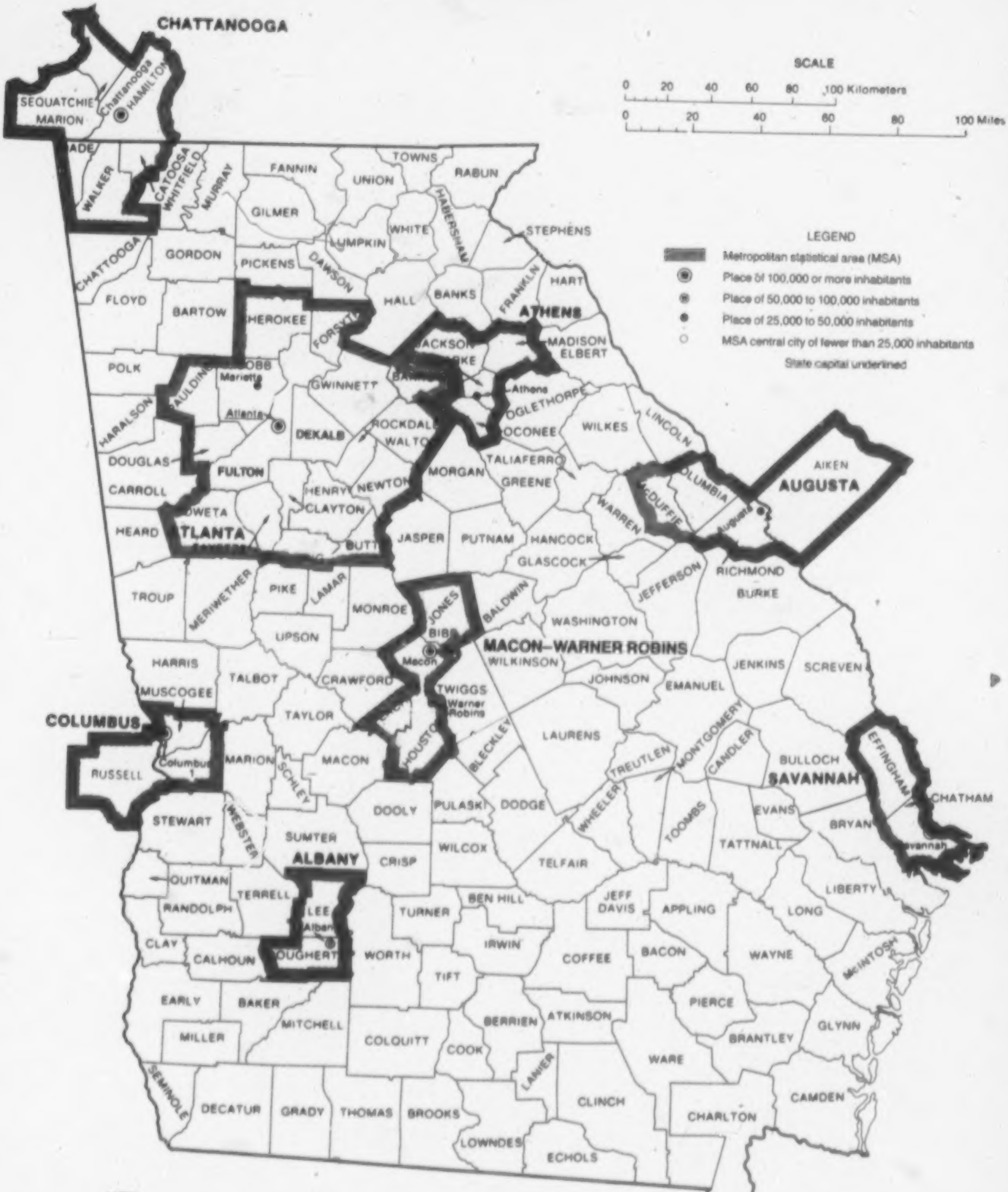
## METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/91 POPULATION (Thousands) | 12/31/91 HOUSEHOLDS (Thousands) | 1991 EFFECTIVE BUYING INCOME ($000) | 1991 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| ALBANY | 111.7 | 39.1 | 1,160,488 | 820,125 | .0379 |
| ATHENS | 159.8 | 59.0 | 1,822,078 | 1,049,549 | .0544 |
| ATLANTA | 3,003.8 | 1,119.1 | 48,579,858 | 24,124,929 | 1.2851 |
| AUGUSTA | 404.1 | 145.4 | 4,886,002 | 2,929,097 | .1456 |
| COLUMBUS | 246.7 | 87.7 | 2,754,110 | 1,686,624 | .0841 |
| MACON - WARNER ROBINS | 286.8 | 105.3 | 3,608,984 | 2,140,222 | .1062 |
| SAVANNAH | 247.5 | 91.5 | 3,062,604 | 1,912,718 | .0920 |

| County | Metropolitan Area |
|---|---|
| Barrow | Atlanta |
| Bibb | Macon - Warner Robins |
| Butts | Atlanta |
| Catoosa | Chattanooga, Tenn. |
| Chatham | Savannah |
| Chattahoochee | Columbus |
| Cherokee | Atlanta |
| Clarke | Athens |
| Clayton | Atlanta |
| Cobb | Atlanta |
| Columbia | Augusta |
| Coweta | Atlanta |
| Dade | Chattanooga, Tenn. |
| De Kalb | Atlanta |
| Dougherty | Albany |
| Douglas | Atlanta |
| Effingham | Savannah |
| Fayette | Atlanta |
| Forsyth | Atlanta |
| Fulton | Atlanta |
| Gwinnett | Atlanta |
| Henry | Atlanta |
| Houston | Macon - Warner Robins |
| Jackson | Athens |
| Jones | Macon - Warner Robins |
| Lee | Albany |
| McDuffie | Augusta |
| Madison | Athens |
| Muscogee | Columbus |
| Newton | Atlanta |
| Oconee | Athens |
| Paulding | Atlanta |
| Peach | Macon - Warner Robins |
| Richmond | Augusta |
| Rockdale | Atlanta |
| Spalding | Atlanta |
| Walker | Chattanooga, Tenn. |
| Walton | Atlanta |

# GEORGIA


CHATTANOOGA
SCALE
0 20 40 60 80 100 Kilometers
0 20 40 60 80 100 Miles
LEGEND
Metropolitan statistical area (MSA)
Place of 100,000 or more inhabitants
Place of 50,000 to 100,000 inhabitants
Place of 25,000 to 50,000 inhabitants
MSA central city of fewer than 25,000 inhabitants
State capital underlined
SEQUATCHIE
MARION
Chattanooga
HAMILTON
DADE
WALKER
CATOOSA
WHITFIELD
MURRAY
FANNIN
TOWNS
UNION
RABUN
GILMER
WHITE
HABERSHAM
STEPHENS
LUMPKIN
CHATTOOGA
GORDON
PICKENS
DAWSON
HALL
BANKS
FRANKLIN
HART
FLOYD
BARTOW
CHEROKEE
FORSYTH
ATHENS
JACKSON
MADISON
ELBERT
CLARKE
BARROW
Athens
POLK
PAULDING
COBB
Marietta
GWINNETT
OGLETHORPE
HARALSON
Atlanta
DEKALB
ROCKDALE
WALTON
OCONEE
WILKES
LINCOLN
DOUGLAS
FULTON
MORGAN
TALIAFERRO
AIKEN
CARROLL
HENRY
NEWTON
GREENE
COLUMBIA
AUGUSTA
CLAYTON
McDUFFIE
WARREN
Augusta
COWETA
HEARD
ATLANTA
FAYETTE
SPALDING
BUTTS
JASPER
PUTNAM
HANCOCK
GLASCOCK
RICHMOND
BURKE
JEFFERSON
TROUP
MERIWETHER
PIKE
LAMAR
MONROE
JONES
BALDWIN
WASHINGTON
UPSON
BIBB
Macon
MACON–WARNER ROBINS
WILKINSON
HARRIS
TALBOT
CRAWFORD
PEACH
TWIGGS
Warner Robins
JOHNSON
EMANUEL
JENKINS
SCREVEN
MUSCOGEE
TAYLOR
HOUSTON
BLECKLEY
LAURENS
COLUMBUS
Columbus
RUSSELL
CHATTAHOOCHEE
1
MARION
SCHLEY
MACON
TREUTLEN
MONTGOMERY
CANDLER
BULLOCH
EFFINGHAM
SAVANNAH
CHATHAM
DOOLY
PULASKI
DODGE
WHEELER
TOOMBS
EVANS
BRYAN
Savannah
STEWART
WEBSTER
SUMTER
WILCOX
TELFAIR
TATTNALL
ALBANY
CRISP
QUITMAN
TERRELL
RANDOLPH
LEE
Albany
TURNER
BEN HILL
JEFF DAVIS
APPLING
LIBERTY
LONG
CLAY
CALHOUN
DOUGHERTY
WORTH
IRWIN
COFFEE
BACON
WAYNE
McINTOSH
TIFT
EARLY
BAKER
MITCHELL
PIERCE
MILLER
COLQUITT
COOK
BERRIEN
ATKINSON
BRANTLEY
GLYNN
WARE
SEMINOLE
DECATUR
GRADY
THOMAS
BROOKS
LANIER
CLINCH
CHARLTON
CAMDEN
LOWNDES
ECHOLS

**KEY**

1 CHATTAHOOCHEE COUNTY

1992 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# HAWAII

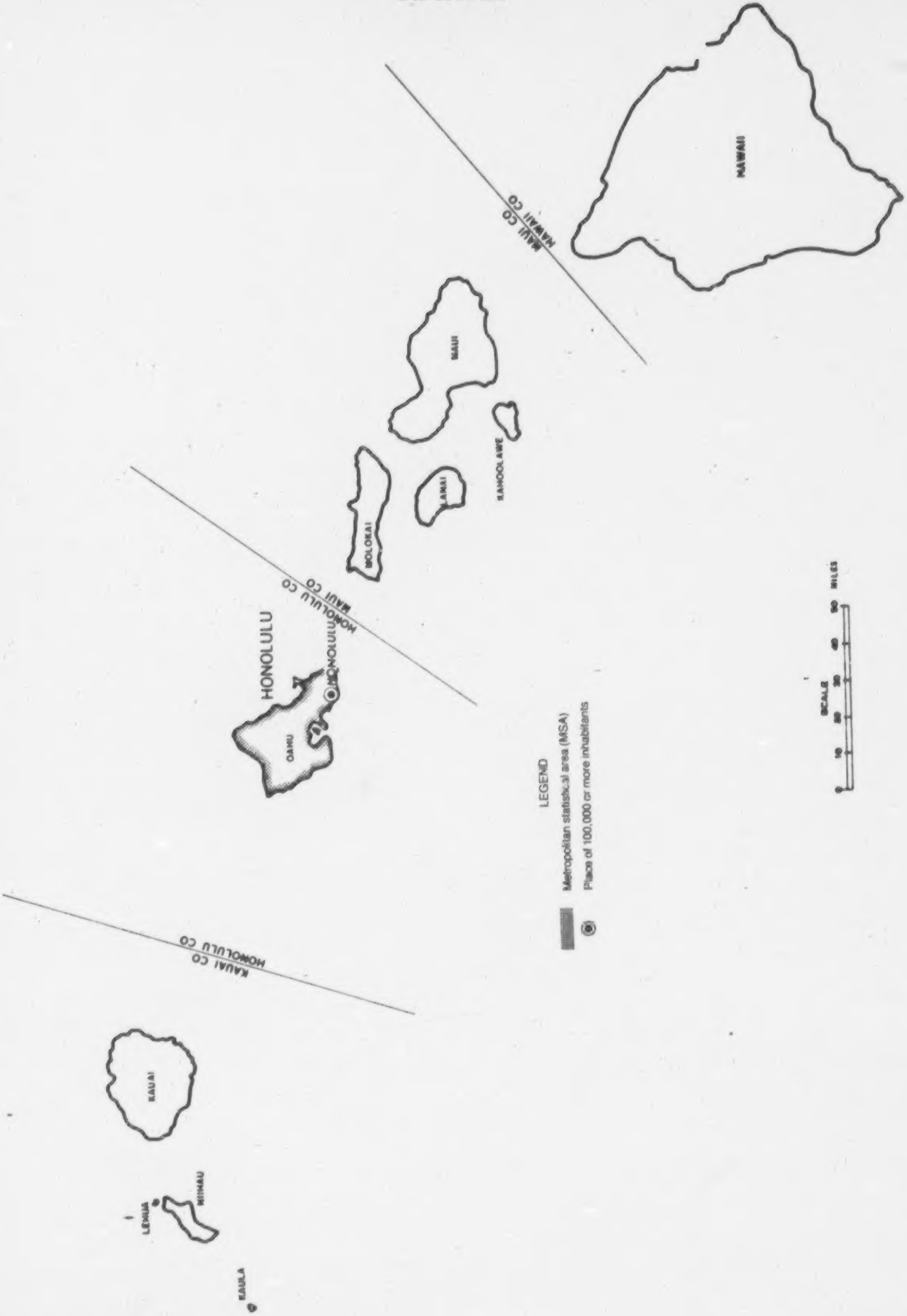
## METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/91 POPULATION (Thousands) | 12/31/91 HOUSEHOLDS (Thousands) | 1991 EFFECTIVE BUYING INCOME ($000) | 1991 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| HONOLULU | 852.1 | 271.2 | 14,631,226 | 8,557,887 | .4043 |

| County | Metropolitan Area |
|---|---|
| Honolulu | Honolulu |

# HAWAII


HAWAII
MAUI CO
HAWAII CO
MAUI
KAHOOLAWE
LANAI
MOLOKAI
MAUI CO
HONOLULU CO
HONOLULU
HONOLULU
OAHU
LEGEND
Metropolitan statistical area (MSA)
Place of 100,000 or more inhabitants
SCALE
0 10 20 30 40 50 MILES
HONOLULU CO
KAUAI CO
KAUAI
NIIHAU
LEHUA
KAULA

# IDAHO

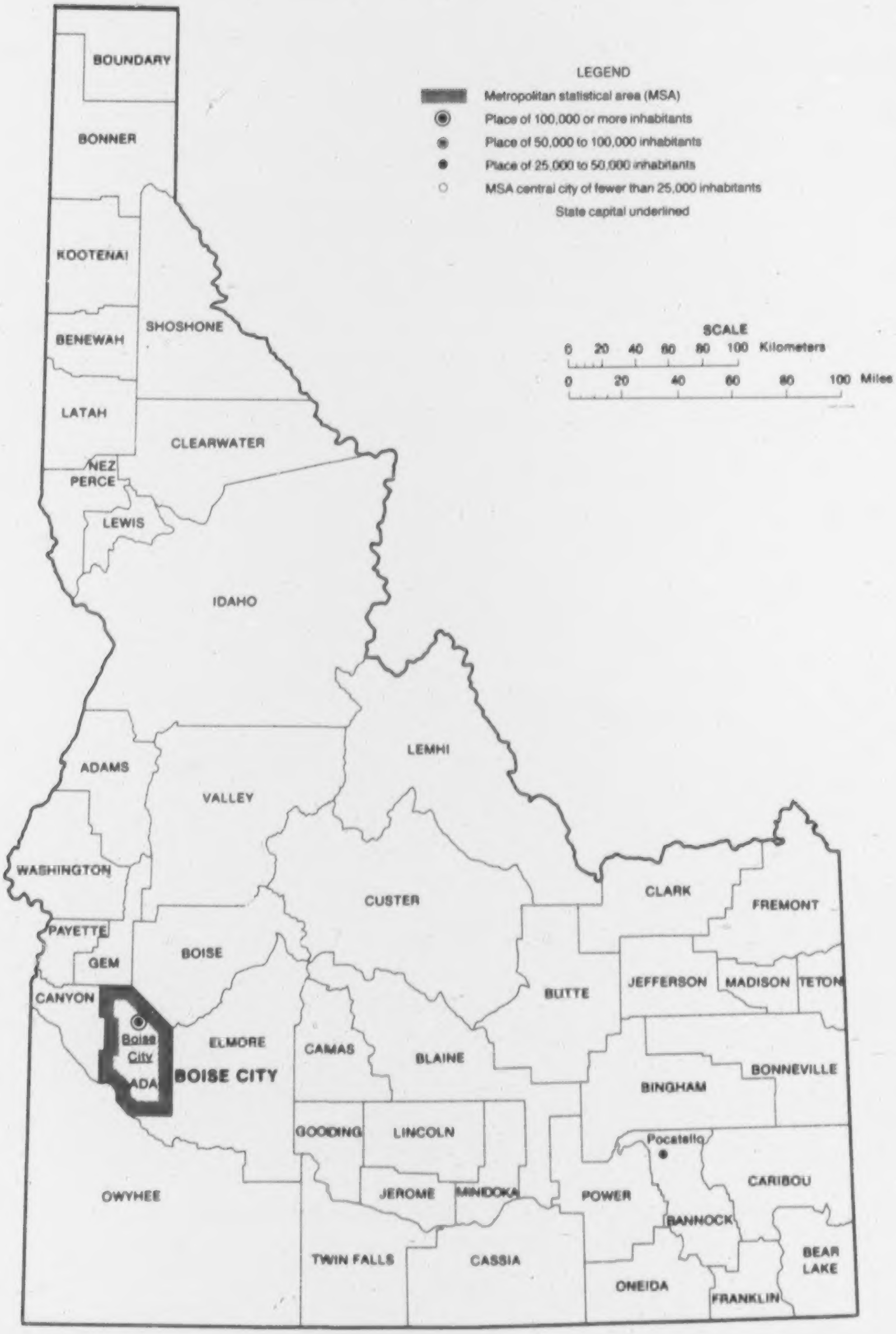
## METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/91 POPULATION (Thousands) | 12/31/91 HOUSEHOLDS (Thousands) | 1991 EFFECTIVE BUYING INCOME ($000) | 1991 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| BOISE | 210.9 | 79.4 | 3,193,125 | 1,550,437 | .0850 |

| County | Metropolitan Area |
|---|---|
| Ada | Boise |

# IDAHO


LEGEND
Metropolitan statistical area (MSA)
Place of 100,000 or more inhabitants
Place of 50,000 to 100,000 inhabitants
Place of 25,000 to 50,000 inhabitants
MSA central city of fewer than 25,000 inhabitants
State capital underlined
SCALE
0 20 40 60 80 100 Kilometers
0 20 40 60 80 100 Miles
BOUNDARY
BONNER
KOOTENAI
BENEWAH
SHOSHONE
LATAH
CLEARWATER
NEZ PERCE
LEWIS
IDAHO
ADAMS
VALLEY
LEMHI
WASHINGTON
CUSTER
CLARK
FREMONT
PAYETTE
GEM
BOISE
CANYON
Boise City
ADA
BOISE CITY
ELMORE
CAMAS
BLAINE
BUTTE
JEFFERSON
MADISON
TETON
BONNEVILLE
BINGHAM
GOODING
LINCOLN
Pocatello
CARIBOU
JEROME
MINIDOKA
POWER
BANNOCK
OWYHEE
TWIN FALLS
CASSIA
ONEIDA
FRANKLIN
BEAR LAKE

1992 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# ILLINOIS

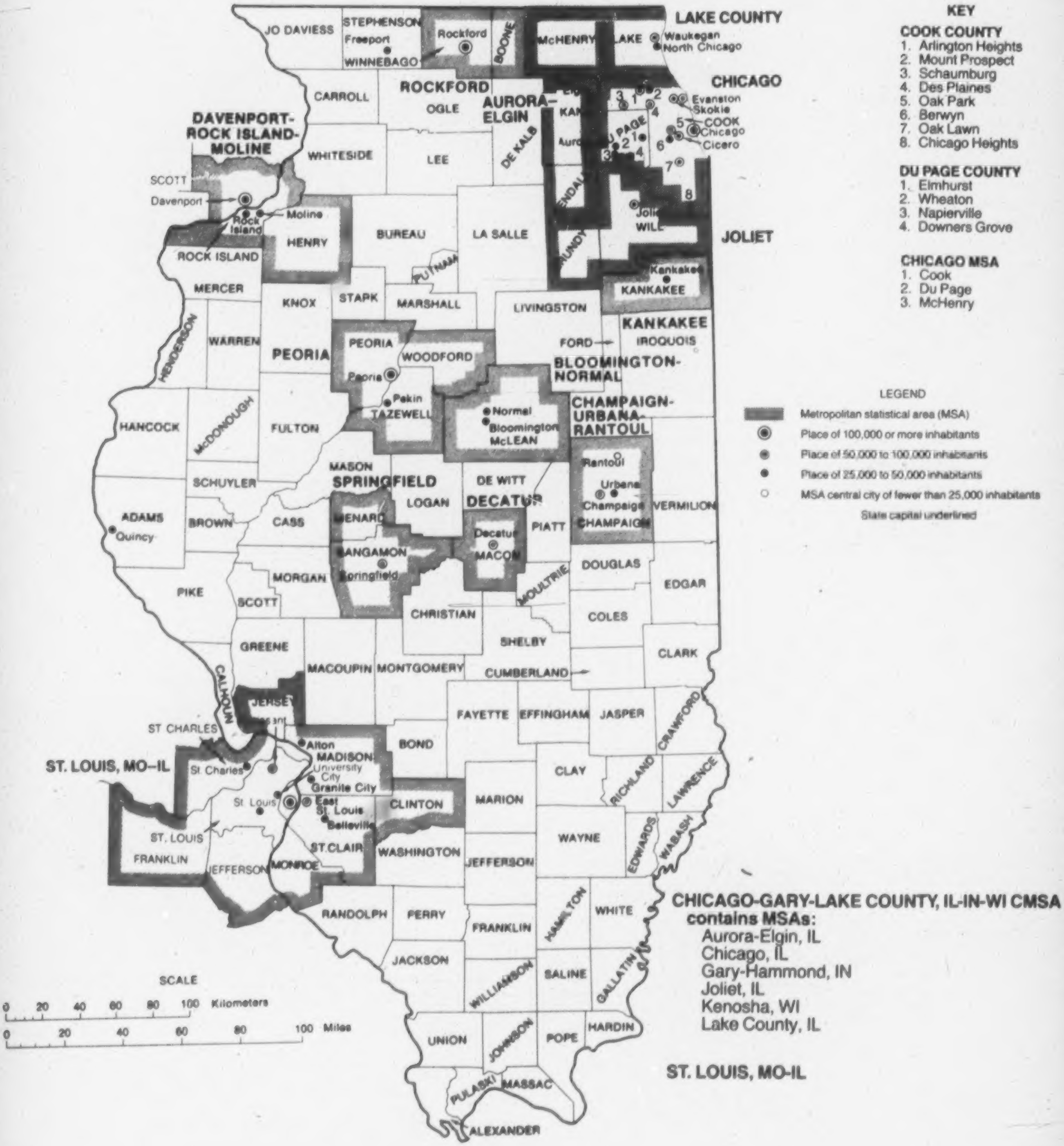
## METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/91 POPULATION (Thousands) | 12/31/91 HOUSEHOLDS (Thousands) | 1991 EFFECTIVE BUYING INCOME ($000) | 1991 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| AURORA - ELGIN | 371.4 | 125.0 | 6,358,098 | 2,657,825 | .1583 |
| BLOOMINGTON - NORMAL | 131.7 | 47.7 | 2,096,878 | 1,067,332 | .0561 |
| CHAMPAIGN - URBANA - RANTOUL | 173.6 | 64.4 | 2,482,664 | 1,384,518 | .0698 |
| CHICAGO | 6,109.5 | 2,229.5 | 106,693,442 | 47,660,788 | 2.6976 |
| *CHICAGO - GARY - LAKE COUNTY CONSOLIDATED AREA* | *8,150.0* | *2,930.4* | *141,594,533* | *62,125,476* | *3.5648* |
| DAVENPORT - ROCK ISLAND - MOLINE | 346.5 | 134.8 | 4,883,743 | 2,812,347 | .1389 |
| DECATUR | 115.4 | 45.3 | 1,679,495 | 950,252 | .0472 |
| JOLIET | 398.4 | 131.5 | 6,453,798 | 2,314,614 | .1562 |
| KANKAKEE | 96.2 | 34.5 | 1,259,854 | 681,065 | .0357 |
| LAKE COUNTY | 537.1 | 181.0 | 12,550,405 | 4,825,251 | .2901 |
| PEORIA | 338.3 | 129.2 | 4,990,801 | 2,623,303 | .1368 |
| ROCKFORD | 285.6 | 108.5 | 4,440,855 | 2,257,983 | .1194 |
| SPRINGFIELD | 191.4 | 77.2 | 3,122,923 | 1,513,666 | .0819 |

| County | Metropolitan Area |
|---|---|
| Boone | Rockford |
| Champaign | Champaign - Urbana - Rantoul |
| Clinton | St. Louis, Mo. |
| Cook | Chicago |
| Du Page | Chicago |
| Grundy | Joliet |
| Henry | Davenport - Rock Island - Moline |
| Jersey | St. Louis, Mo. |
| Kane | Aurora - Elgin |
| Kankakee | Kankakee |
| Kendall | Aurora - Elgin |
| Lake | Lake County |
| McHenry | Chicago |
| McLean | Bloomington - Normal |
| Macon | Decatur |
| Madison | St. Louis, Mo. |
| Menard | Springfield |
| Monroe | St. Louis, Mo. |
| Peoria | Peoria |
| Rock Island | Davenport - Rock Island - Moline |
| St. Clair | St. Louis, Mo. |
| Sangamon | Springfield |
| Tazewell | Peoria |
| Will | Joliet |
| Winnebago | Rockford |
| Woodford | Peoria |

# ILLINOIS


KEY
COOK COUNTY
1. Arlington Heights
2. Mount Prospect
3. Schaumburg
4. Des Plaines
5. Oak Park
6. Berwyn
7. Oak Lawn
8. Chicago Heights
DU PAGE COUNTY
1. Elmhurst
2. Wheaton
3. Napierville
4. Downers Grove
CHICAGO MSA
1. Cook
2. Du Page
3. McHenry
LEGEND
Metropolitan statistical area (MSA)
Place of 100,000 or more inhabitants
Place of 50,000 to 100,000 inhabitants
Place of 25,000 to 50,000 inhabitants
MSA central city of fewer than 25,000 inhabitants
State capital underlined
CHICAGO-GARY-LAKE COUNTY, IL-IN-WI CMSA
contains MSAs:
Aurora-Elgin, IL
Chicago, IL
Gary-Hammond, IN
Joliet, IL
Kenosha, WI
Lake County, IL
ST. LOUIS, MO-IL
SCALE
0 20 40 60 80 100 Kilometers
0 20 40 60 80 100 Miles
LAKE COUNTY
CHICAGO
JOLIET
KANKAKEE
ROCKFORD
AURORA-ELGIN
DAVENPORT-ROCK ISLAND-MOLINE
PEORIA
BLOOMINGTON-NORMAL
CHAMPAIGN-URBANA-RANTOUL
SPRINGFIELD
DECATUR
ST. LOUIS, MO-IL
JO DAVIESS
STEPHENSON
Freeport
WINNEBAGO
Rockford
BOONE
McHENRY
LAKE
Waukegan
North Chicago
CARROLL
OGLE
Evanston
Skokie
COOK
Chicago
Cicero
WHITESIDE
LEE
DE KALB
DU PAGE
WILL
Joliet
KENDALL
GRUNDY
Kankakee
KANKAKEE
SCOTT
Davenport
Rock Island
Moline
ROCK ISLAND
HENRY
BUREAU
LA SALLE
PUTNAM
MERCER
KNOX
STARK
MARSHALL
LIVINGSTON
HENDERSON
WARREN
PEORIA
Peoria
WOODFORD
FORD
IROQUOIS
Pekin
TAZEWELL
Normal
Bloomington
McLEAN
HANCOCK
McDONOUGH
FULTON
MASON
DE WITT
Rantoul
Urbana
Champaign
CHAMPAIGN
VERMILION
SCHUYLER
ADAMS
Quincy
BROWN
CASS
MENARD
LOGAN
Decatur
MACON
PIATT
SANGAMON
Springfield
MORGAN
DOUGLAS
EDGAR
PIKE
SCOTT
MOULTRIE
CHRISTIAN
COLES
SHELBY
GREENE
CLARK
CALHOUN
MACOUPIN
MONTGOMERY
CUMBERLAND
JERSEY
FAYETTE
EFFINGHAM
JASPER
CRAWFORD
ST CHARLES
Alton
MADISON
BOND
University City
Granite City
St. Charles
CLAY
RICHLAND
LAWRENCE
St. Louis
East St. Louis
Belleville
CLINTON
MARION
ST. LOUIS
ST. CLAIR
WAYNE
EDWARDS
WABASH
FRANKLIN
JEFFERSON
MONROE
WASHINGTON
JEFFERSON
RANDOLPH
PERRY
FRANKLIN
HAMILTON
WHITE
JACKSON
WILLIAMSON
SALINE
GALLATIN
UNION
JOHNSON
POPE
HARDIN
PULASKI
MASSAC
ALEXANDER

# INDIANA

## METROPOLITAN DATA SUMMARY

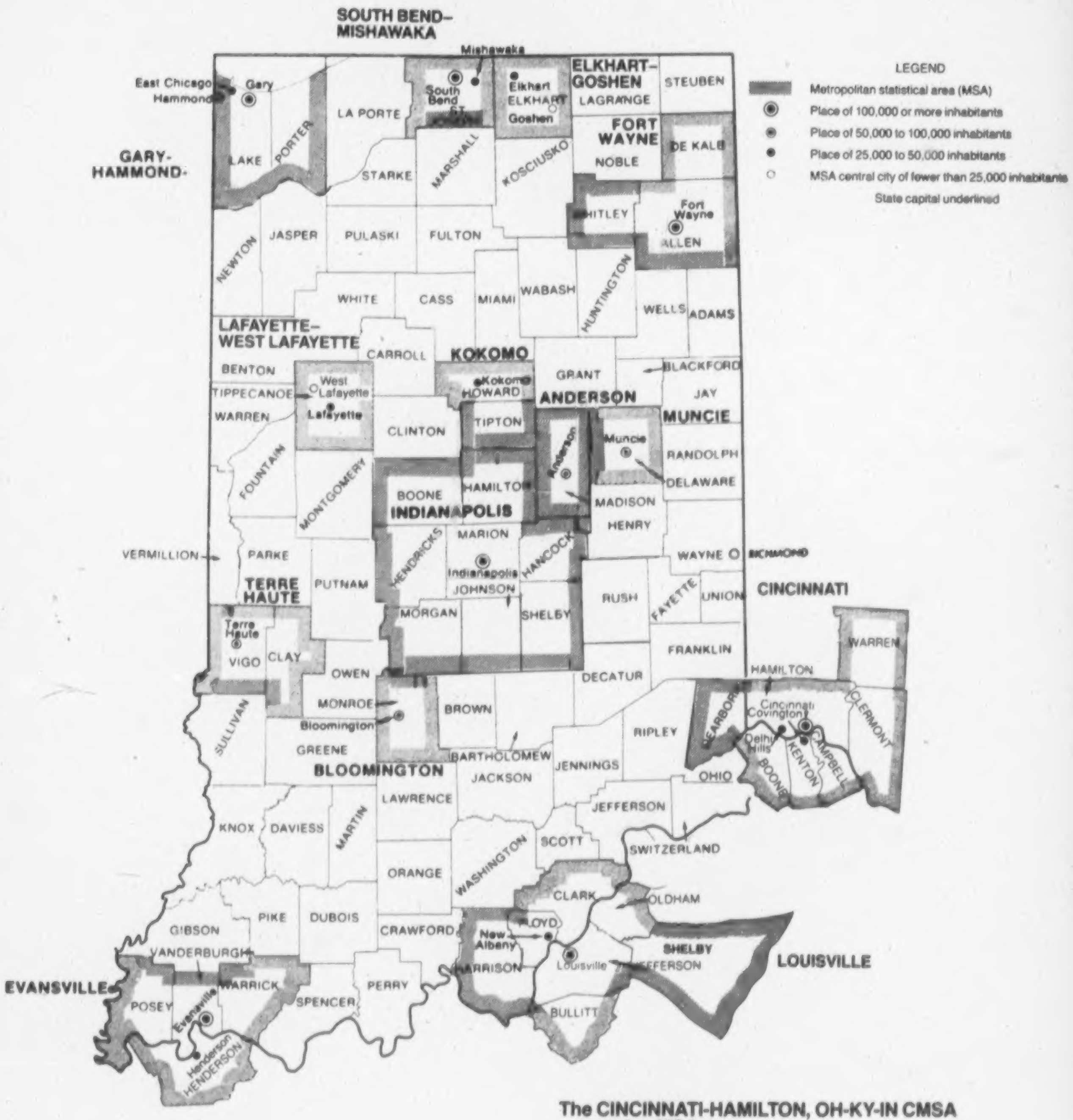
(S&MM ESTIMATES)

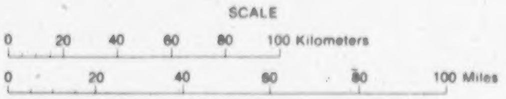
| METROPOLITAN AREA | 12/31/91 POPULATION (Thousands) | 12/31/91 HOUSEHOLDS (Thousands) | 1991 EFFECTIVE BUYING INCOME ($000) | 1991 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| ANDERSON | 130.6 | 49.6 | 1,611,764 | 879,403 | .0464 |
| BLOOMINGTON | 110.7 | 40.1 | 1,330,020 | 759,803 | .0390 |
| ELKHART - GOSHEN | 159.4 | 57.8 | 2,232,406 | 1,247,457 | .0630 |
| EVANSVILLE | 280.2 | 109.3 | 3,812,270 | 2,110,287 | .1080 |
| FORT WAYNE | 369.8 | 138.5 | 5,337,778 | 2,940,637 | .1492 |
| GARY - HAMMOND | 603.0 | 215.6 | 7,868,412 | 3,908,064 | .2174 |
| INDIANAPOLIS | 1,272.8 | 488.7 | 19,919,143 | 11,064,113 | .5497 |
| KOKOMO | 96.1 | 37.3 | 1,345,591 | 822,139 | .0391 |
| LAFAYETTE - WEST LAFAYETTE | 132.3 | 46.3 | 1.769,435 | 1,039,882 | .0513 |
| MUNCIE | 119.0 | 45.1 | 1,511,222 | 753,148 | .0421 |
| SOUTH BEND - MISHAWAKA | 249.5 | 93.3 | 3,405,729 | 1,988,189 | .0982 |
| TERRE HAUTE | 130.0 | 48.8 | 1,592,090 | 1,588,002 | .0579 |

| County | Metropolitan Area |
|---|---|
| Allen | Fort Wayne |
| Boone | Indianapolis |
| Clark | Louisville, Ky. |
| Clay | Terre Haute |
| Dearborn | Cincinnati, Ohio |
| De Kalb | Fort Wayne |
| Delaware | Muncie |
| Elkhart | Elkhart - Goshen |
| Floyd | Louisville, Ky. |
| Hamilton | Indianapolis |
| Hancock | Indianapolis |
| Harrison | Louisville, Ky. |
| Hendricks | Indianapolis |
| Howard | Kokomo |
| Johnson | Indianapolis |

| County | Metropolitan Area |
|---|---|
| Lake | Gary - Hammond |
| Madison | Anderson |
| Marion | Indianapolis |
| Monroe | Bloomington |
| Morgan | Indianapolis |
| Porter | Gary - Hammond |
| Posey | Evansville |
| St. Joseph | South Bend - Mishawaka |
| Shelby | Indianapolis |
| Tippecanoe | Lafayette - West Lafayette |
| Tipton | Kokomo |
| Vanderburgh | Evansville |
| Vigo | Terre Haute |
| Warrick | Evansville |
| Whitley | Fort Wayne |

# INDIANA


SOUTH BEND–MISHAWAKA
Mishawaka
South Bend
ST. JOSEPH
Elkhart
ELKHART
Goshen
ELKHART-GOSHEN
LAGRANGE
STEUBEN
LEGEND
Metropolitan statistical area (MSA)
Place of 100,000 or more inhabitants
Place of 50,000 to 100,000 inhabitants
Place of 25,000 to 50,000 inhabitants
MSA central city of fewer than 25,000 inhabitants
State capital underlined
East Chicago
Gary
Hammond
GARY-HAMMOND
LAKE
PORTER
LA PORTE
STARKE
MARSHALL
KOSCIUSKO
FORT WAYNE
NOBLE
DE KALB
WHITLEY
Fort Wayne
ALLEN
NEWTON
JASPER
PULASKI
FULTON
WHITE
CASS
MIAMI
WABASH
HUNTINGTON
WELLS
ADAMS
LAFAYETTE-WEST LAFAYETTE
CARROLL
KOKOMO
BENTON
West Lafayette
Lafayette
TIPPECANOE
WARREN
Kokomo
HOWARD
GRANT
BLACKFORD
JAY
ANDERSON
TIPTON
CLINTON
Anderson
Muncie
MUNCIE
RANDOLPH
DELAWARE
FOUNTAIN
MONTGOMERY
BOONE
HAMILTON
MADISON
INDIANAPOLIS
HENRY
VERMILLION
PARKE
HENDRICKS
MARION
Indianapolis
HANCOCK
WAYNE
RICHMOND
TERRE HAUTE
PUTNAM
JOHNSON
RUSH
FAYETTE
UNION
CINCINNATI
Terre Haute
VIGO
CLAY
MORGAN
SHELBY
FRANKLIN
WARREN
OWEN
DECATUR
HAMILTON
SULLIVAN
MONROE
Bloomington
BROWN
DEARBORN
Cincinnati
Covington
CLERMONT
GREENE
RIPLEY
Delhi Hills
BLOOMINGTON
BARTHOLOMEW
JENNINGS
BOONE
KENTON
CAMPBELL
JACKSON
OHIO
LAWRENCE
JEFFERSON
KNOX
DAVIESS
MARTIN
SCOTT
SWITZERLAND
ORANGE
WASHINGTON
CLARK
OLDHAM
GIBSON
PIKE
DUBOIS
CRAWFORD
FLOYD
New Albany
SHELBY
LOUISVILLE
VANDERBURGH
HARRISON
Louisville
JEFFERSON
EVANSVILLE
WARRICK
POSEY
Evansville
SPENCER
PERRY
BULLITT
Henderson
HENDERSON


SCALE
0
20
40
60
80
100 Kilometers
0
20
40
60
80
100 Miles

**The CINCINNATI-HAMILTON, OH-KY-IN CMSA contains MSAs:**

Cincinnati, OH-KY-IN
Hamilton-Middletown, OH

**CHICAGO-GARY-LAKE COUNTY, IL-IN-WI CMSA contains MSAs:**

Aurora-Elgin, IL
Chicago, IL
Gary-Hammond, IN
Joliet, IL
Kenosha, WI
Lake County, IL

# IOWA

## METROPOLITAN DATA SUMMARY

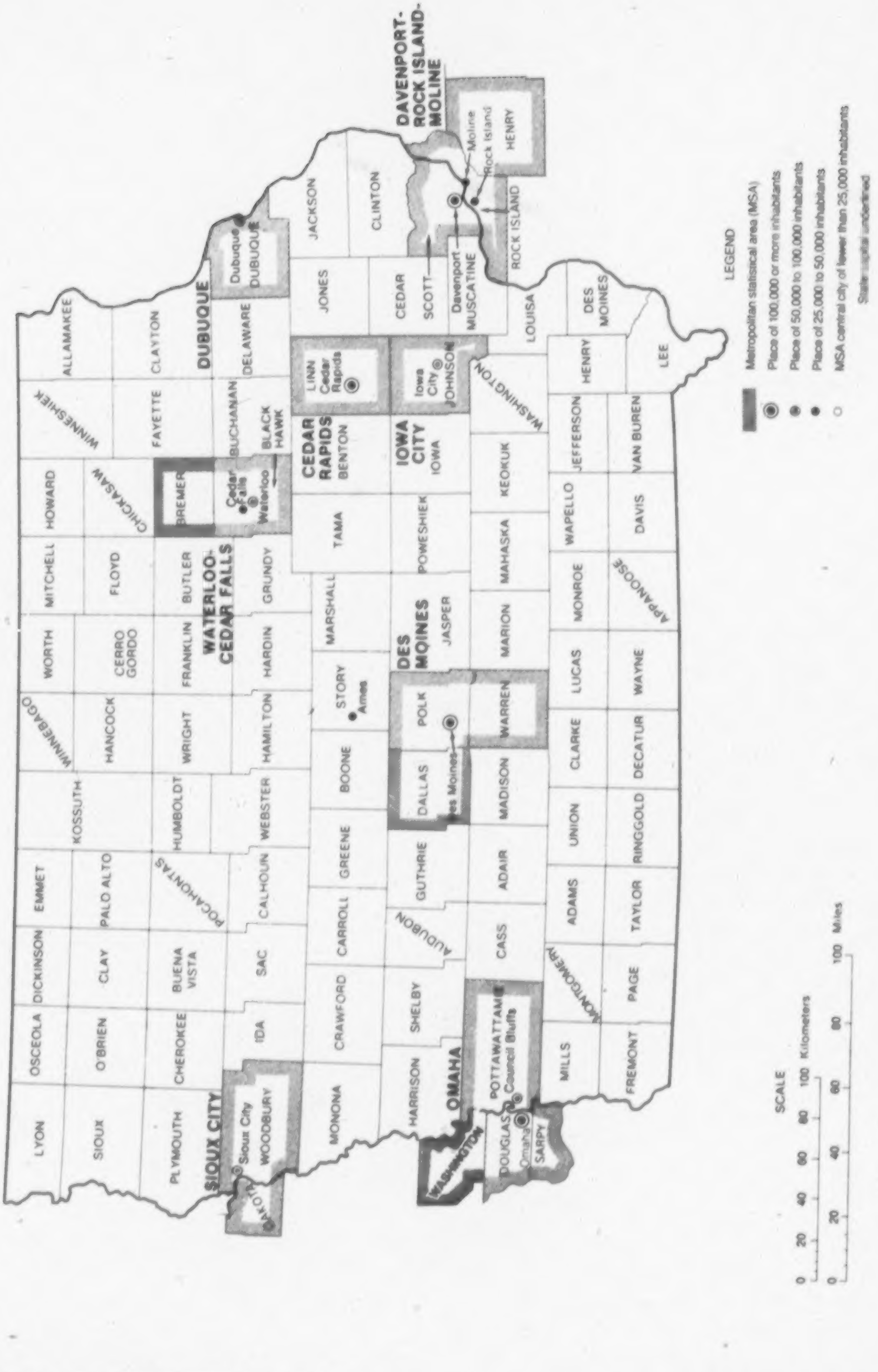
(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/91 POPULATION (Thousands) | 12/31/91 HOUSEHOLDS (Thousands) | 1991 EFFECTIVE BUYING INCOME ($000) | 1991 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| CEDAR RAPIDS | 170.5 | 66.2 | 2,729,064 | 1,497,443 | .0745 |
| DAVENPORT - ROCK ISLAND - MOLINE | 346.5 | 134.8 | 4,883,743 | 2,812,347 | .1389 |
| DES MOINES | 401.3 | 156.4 | 6,466,837 | 3,611,768 | .1778 |
| DUBUQUE | 86.0 | 30.7 | 1,135,012 | 725,848 | .0339 |
| IOWA CITY | 98.1 | 36.8 | 1,525,769 | 725,655 | .0401 |
| SIOUX CITY | 115.7 | 43.2 | 1,537,900 | 910,208 | .0446 |
| WATERLOO - CEDAR FALLS | 145.2 | 54.6 | 1,898,200 | 1,094,120 | .0550 |

| County | Metropolitan Area |
|---|---|
| Black Hawk | Waterloo - Cedar Falls |
| Bremer | Waterloo - Cedar Falls |
| Dallas | Des Moines |
| Dubuque | Dubuque |
| Johnson | Iowa City |
| Linn | Cedar Rapids |

| County | Metropolitan Area |
|---|---|
| Polk | Des Moines |
| Pottawattamie | Omaha, Neb. |
| Scott | Davenport - Rock Island - Moline |
| Warren | Des Moines |
| Woodbury | Sioux City |

# IOWA


LYON
OSCEOLA
DICKINSON
EMMET
WINNEBAGO
WORTH
MITCHELL
HOWARD
WINNESHIEK
ALLAMAKEE
SIOUX
O'BRIEN
CLAY
PALO ALTO
KOSSUTH
HANCOCK
CERRO GORDO
FLOYD
CHICKASAW
FAYETTE
CLAYTON
PLYMOUTH
CHEROKEE
BUENA VISTA
POCAHONTAS
HUMBOLDT
WRIGHT
FRANKLIN
BUTLER
BREMER
BUCHANAN
DELAWARE
DUBUQUE
Dubuque
SIOUX CITY
Sioux City
WOODBURY
DAKOTA
IDA
SAC
CALHOUN
WEBSTER
HAMILTON
HARDIN
GRUNDY
WATERLOO-CEDAR FALLS
Cedar Falls
Waterloo
BLACK HAWK
CEDAR RAPIDS
LINN
Cedar Rapids
JONES
JACKSON
MONONA
CRAWFORD
CARROLL
GREENE
BOONE
STORY
Ames
MARSHALL
TAMA
BENTON
IOWA CITY
IOWA
JOHNSON
Iowa City
CEDAR
CLINTON
SCOTT
Davenport
MUSCATINE
DAVENPORT-ROCK ISLAND-MOLINE
Moline
Rock Island
ROCK ISLAND
HENRY
HARRISON
SHELBY
AUDUBON
GUTHRIE
DALLAS
Des Moines
POLK
DES MOINES
JASPER
POWESHIEK
MAHASKA
KEOKUK
WASHINGTON
LOUISA
OMAHA
POTTAWATTAMIE
Council Bluffs
CASS
ADAIR
MADISON
WARREN
MARION
WAPELLO
JEFFERSON
HENRY
DES MOINES
DOUGLAS
Omaha
SARPY
WASHINGTON
MILLS
MONTGOMERY
ADAMS
UNION
CLARKE
LUCAS
MONROE
WAPELLO
FREMONT
PAGE
TAYLOR
RINGGOLD
DECATUR
WAYNE
APPANOOSE
DAVIS
VAN BUREN
LEE
LEGEND
Metropolitan statistical area (MSA)
Place of 100,000 or more inhabitants
Place of 50,000 to 100,000 inhabitants
Place of 25,000 to 50,000 inhabitants
MSA central city of fewer than 25,000 inhabitants
State capital underlined
SCALE
0
20
40
60
80
100 Kilometers
0
20
40
60
80
100 Miles

1992 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# KANSAS

## METROPOLITAN DATA SUMMARY

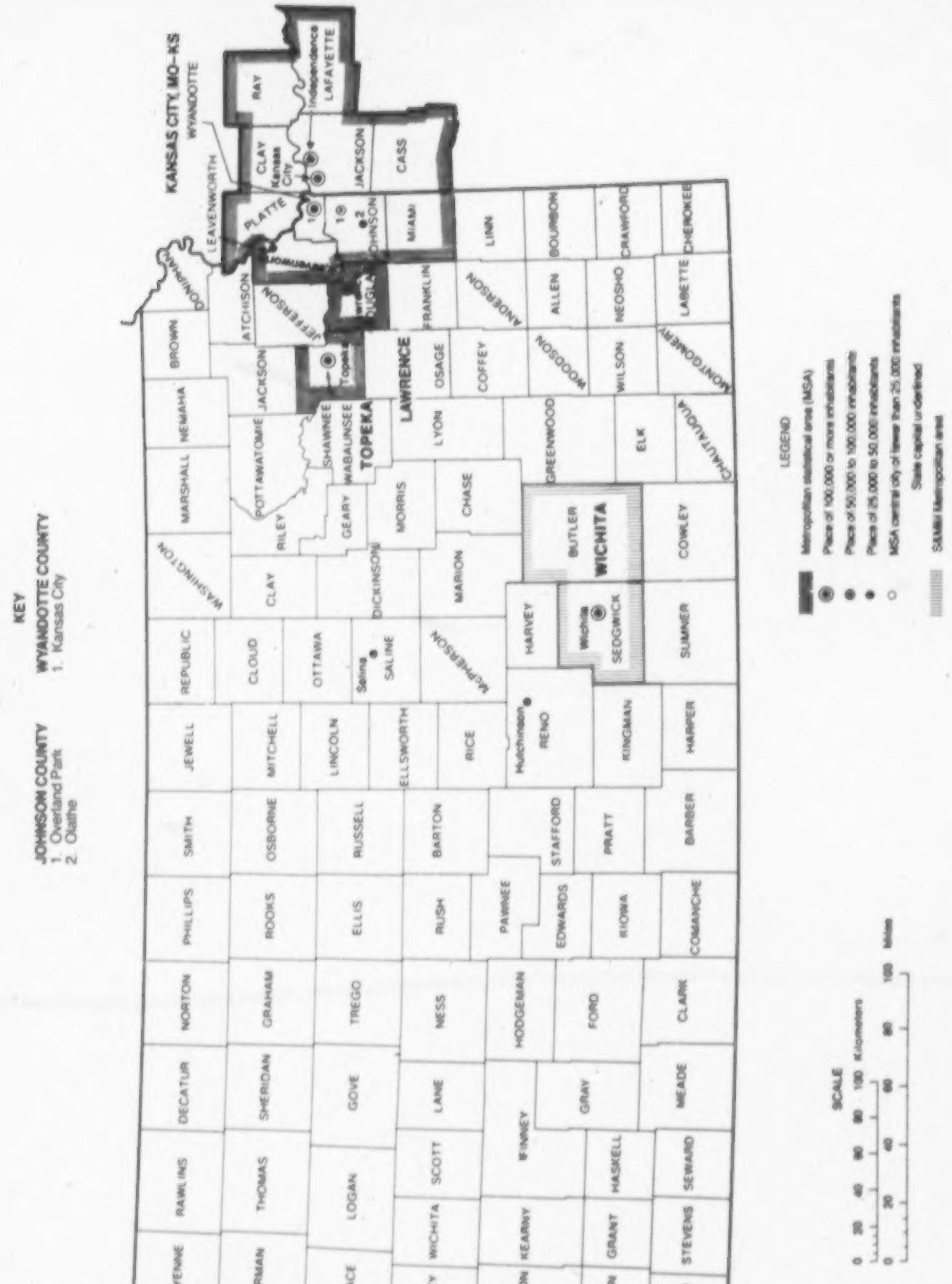
(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/91 POPULATION (Thousands) | 12/31/91 HOUSEHOLDS (Thousands) | 1991 EFFECTIVE BUYING INCOME ($000) | 1991 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| KANSAS CITY | 1,607.2 | 618.5 | 25,924,628 | 12,625,622 | .6826 |
| LAWRENCE | 84.5 | 31.1 | 1,086,496 | 521,329 | .0298 |
| TOPEKA | 163.3 | 64.8 | 2,498,089 | 1,337,811 | .0685 |
| WICHITA | 464.4 | 179.0 | 7,104,068 | 3,570,275 | .1907 |

| County | Metropolitan Area |
|---|---|
| Butler | Wichita |
| Douglas | Lawrence |
| Johnson | Kansas City |
| Leavenworth | Kansas City |

| County | Metropolitan Area |
|---|---|
| Miami | Kansas City |
| Sedgwick | Wichita |
| Shawnee | Topeka |
| Wyandotte | Kansas City |

# KANSAS


KEY
JOHNSON COUNTY
1. Overland Park
2. Olathe
WYANDOTTE COUNTY
1. Kansas City
KANSAS CITY, MO–KS
WYANDOTTE
LEGEND
Metropolitan statistical area (MSA)
Place of 100,000 or more inhabitants
Place of 50,000 to 100,000 inhabitants
Place of 25,000 to 50,000 inhabitants
MSA central city of fewer than 25,000 inhabitants
State capital underlined
S&MM Metropolitan area
SCALE
0 20 40 60 80 100 Kilometers
0 20 40 60 80 100 Miles
TOPEKA
LAWRENCE
WICHITA
Topeka
Wichita
Salina
Hutchinson
Kansas City
Independence
RAY
LAFAYETTE
CLAY
JACKSON
CASS
PLATTE
LEAVENWORTH
JOHNSON
MIAMI
WYANDOTTE
DONIPHAN
BROWN
ATCHISON
JEFFERSON
DOUGLAS
FRANKLIN
LINN
BOURBON
CRAWFORD
CHEROKEE
ANDERSON
ALLEN
NEOSHO
LABETTE
OSAGE
COFFEY
WOODSON
WILSON
MONTGOMERY
NEMAHA
JACKSON
SHAWNEE
WABAUNSEE
LYON
GREENWOOD
ELK
CHAUTAUQUA
MARSHALL
POTTAWATOMIE
RILEY
GEARY
MORRIS
CHASE
BUTLER
COWLEY
WASHINGTON
CLAY
DICKINSON
MARION
HARVEY
SEDGWICK
SUMNER
REPUBLIC
CLOUD
OTTAWA
SALINE
McPHERSON
RENO
KINGMAN
HARPER
JEWELL
MITCHELL
LINCOLN
ELLSWORTH
RICE
STAFFORD
PRATT
BARBER
SMITH
OSBORNE
RUSSELL
BARTON
PAWNEE
EDWARDS
KIOWA
COMANCHE
PHILLIPS
ROOKS
ELLIS
RUSH
HODGEMAN
FORD
CLARK
NORTON
GRAHAM
TREGO
NESS
GRAY
MEADE
DECATUR
SHERIDAN
GOVE
LANE
FINNEY
HASKELL
SEWARD
RAWLINS
THOMAS
LOGAN
SCOTT
KEARNY
GRANT
STEVENS
CHEYENNE
SHERMAN
WALLACE
WICHITA
GREELEY
HAMILTON
STANTON
MORTON

# KENTUCKY
## METROPOLITAN DATA SUMMARY
(S&MM ESTIMATES)

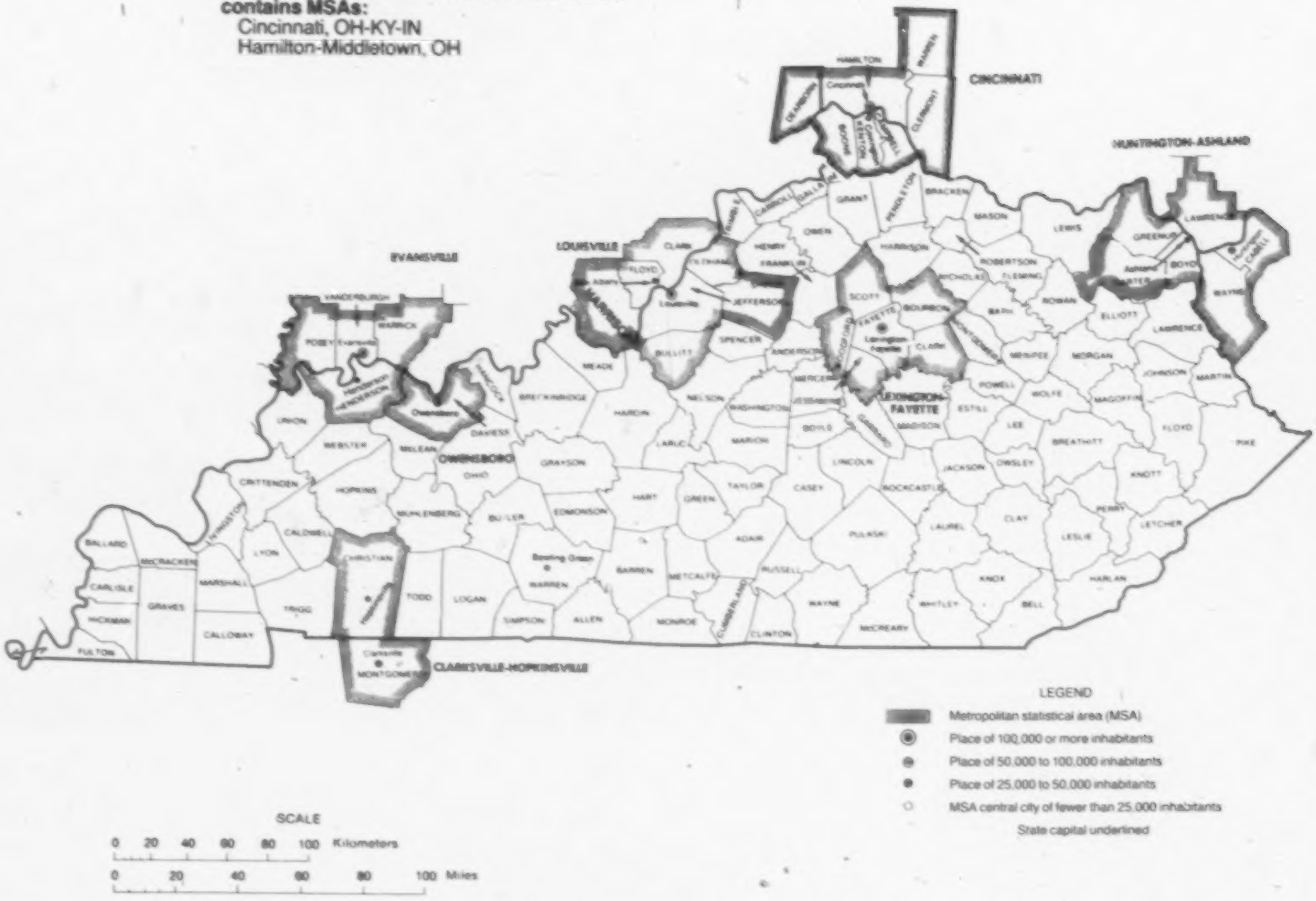
| METROPOLITAN AREA | 12/31/91 POPULATION (Thousands) | 12/31/91 HOUSEHOLDS (Thousands) | 1991 EFFECTIVE BUYING INCOME ($000) | 1991 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| CLARKSVILLE - HOPKINSVILLE | 172.4 | 57.0 | 1,933,013 | 1,054,654 | .0570 |
| HUNTINGTON - ASHLAND | 311.0 | 119.3 | 3,524,845 | 1,896,545 | .1027 |
| LEXINGTON-FAYETTE | 355.6 | 136.9 | 5,326,049 | 3,044,807 | .1497 |
| LOUISVILLE | 956.6 | 369.5 | 13,623,424 | 7,310,164 | .3783 |
| OWENSBORO | 87.4 | 33.2 | 1,106,900 | 676,408 | .0329 |

| County | Metropolitan Area |
|---|---|
| Boone | Cincinnati, Ohio |
| Bourbon | Lexington-Fayette |
| Boyd | Huntington - Ashland |
| Bullitt | Louisville |
| Campbell | Cincinnati, Ohio |
| Carter | Huntington - Ashland |
| Christian | Clarksville - Hopkinsville |
| Clark | Lexington-Fayette |
| Daviess | Owensboro |
| Fayette | Lexington-Fayette |

| County | Metropolitan Area |
|---|---|
| Greenup | Huntington - Ashland |
| Henderson | Evansville, Ind. |
| Jefferson | Louisville |
| Jessamine | Lexington-Fayette |
| Kenton | Cincinnati, Ohio |
| Oldham | Louisville |
| Scott | Lexington-Fayette |
| Shelby | Louisville |
| Woodford | Lexington-Fayette |

# KENTUCKY

**The CINCINNATI-HAMILTON, OH-KY-IN CMSA contains MSAs:**
Cincinnati, OH-KY-IN
Hamilton-Middletown, OH


CINCINNATI
HUNTINGTON-ASHLAND
LOUISVILLE
EVANSVILLE
OWENSBORO
LEXINGTON-FAYETTE
CLARKSVILLE-HOPKINSVILLE
HAMILTON
WARREN
DEARBORN
Cincinnati
CLERMONT
BOONE
KENTON
CAMPBELL
Covington
GREENUP
LAWRENCE
CABELL
BOYD
CARTER
Ashland
WAYNE
CLARK
FLOYD
HARRISON
Louisville
JEFFERSON
OLDHAM
VANDERBURGH
WARRICK
POSEY
Evansville
HENDERSON
Henderson
Owensboro
DAVIESS
SCOTT
FAYETTE
BOURBON
WOODFORD
Lexington-Fayette
CLARK
MADISON
CHRISTIAN
MONTGOMERY
Clarksville
Bowling Green
WARREN
BALLARD
McCRACKEN
CARLISLE
HICKMAN
FULTON
GRAVES
MARSHALL
CALLOWAY
LIVINGSTON
CRITTENDEN
LYON
CALDWELL
TRIGG
UNION
WEBSTER
HOPKINS
McLEAN
MUHLENBERG
TODD
LOGAN
OHIO
BUTLER
SIMPSON
ALLEN
EDMONSON
GRAYSON
BRECKINRIDGE
HANCOCK
MEADE
HARDIN
LARUE
HART
BARREN
METCALFE
MONROE
GREEN
TAYLOR
ADAIR
CUMBERLAND
CLINTON
RUSSELL
NELSON
BULLITT
SPENCER
WASHINGTON
MARION
ANDERSON
MERCER
JESSAMINE
BOYLE
GARRARD
LINCOLN
CASEY
PULASKI
WAYNE
McCREARY
ROCKCASTLE
LAUREL
WHITLEY
KNOX
BELL
CLAY
JACKSON
OWSLEY
LEE
ESTILL
POWELL
MENIFEE
WOLFE
BREATHITT
PERRY
LESLIE
HARLAN
KNOTT
LETCHER
MAGOFFIN
FLOYD
PIKE
JOHNSON
MARTIN
MORGAN
ELLIOTT
ROWAN
BATH
FLEMING
NICHOLAS
ROBERTSON
MASON
LEWIS
BRACKEN
PENDLETON
GRANT
OWEN
HENRY
FRANKLIN
SHELBY
TRIMBLE
CARROLL
GALLATIN
LEGEND
Metropolitan statistical area (MSA)
Place of 100,000 or more inhabitants
Place of 50,000 to 100,000 inhabitants
Place of 25,000 to 50,000 inhabitants
MSA central city of fewer than 25,000 inhabitants
State capital underlined
SCALE
0 20 40 60 80 100 Kilometers
0 20 40 60 80 100 Miles

# LOUISIANA

## METROPOLITAN DATA SUMMARY

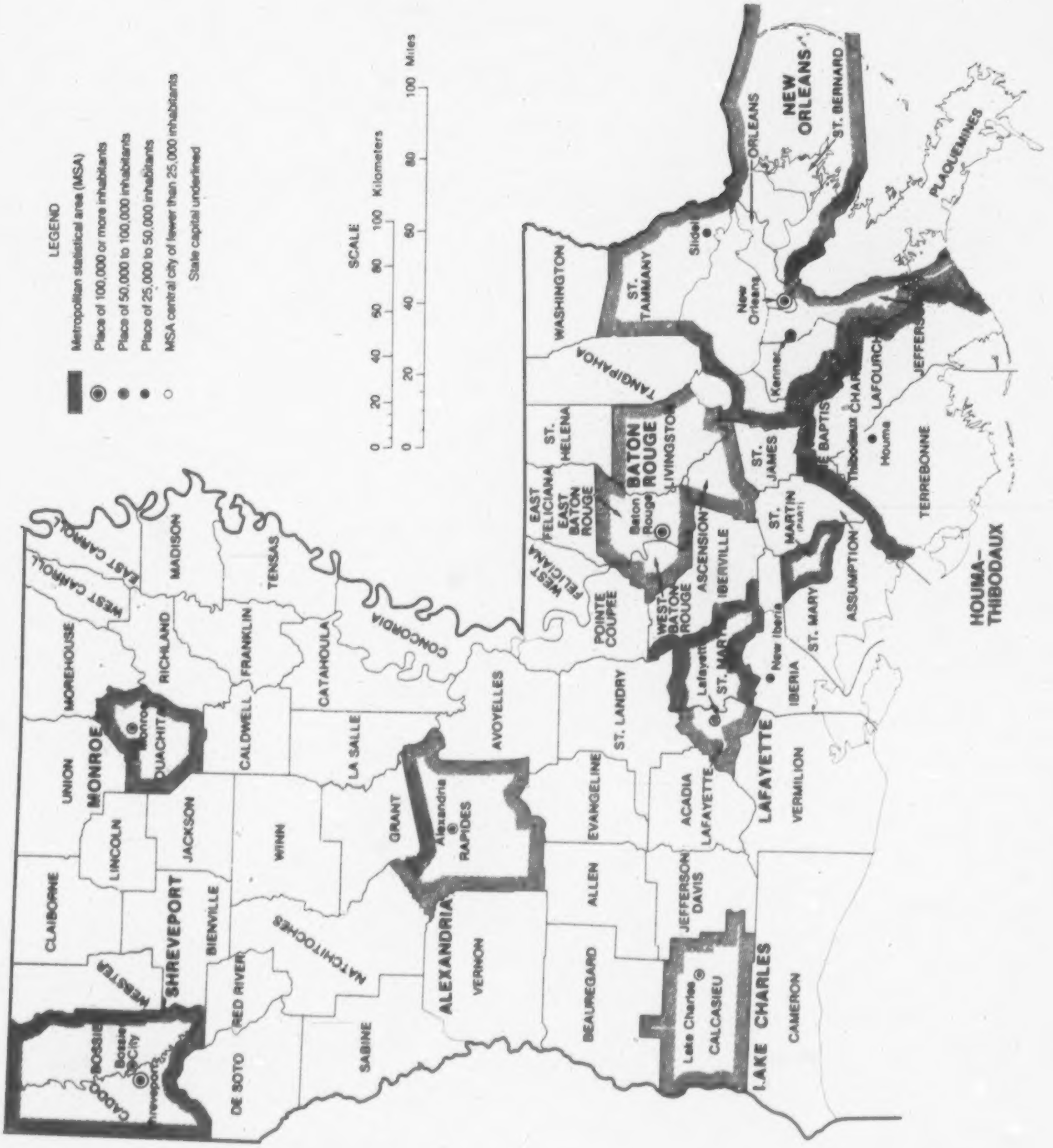
(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/91 POPULATION (Thousands) | 12/31/91 HOUSEHOLDS (Thousands) | 1991 EFFECTIVE BUYING INCOME ($000) | 1991 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| ALEXANDRIA | 132.0 | 46.0 | 1,501,407 | 1,029,500 | .0475 |
| BATON ROUGE | 533.0 | 190.3 | 7,399,684 | 4,149,244 | .2099 |
| HOUMA - THIBODAUX | 182.8 | 60.6 | 1,981,744 | 1,191,935 | .0606 |
| LAFAYETTE | 209.9 | 75.6 | 2,570,361 | 1,667,771 | .0785 |
| LAKE CHARLES | 170.1 | 60.8 | 2,141,451 | 1,189,504 | .0618 |
| MONROE | 142.8 | 50.4 | 1,653,724 | 1,276,580 | .0544 |
| NEW ORLEANS | 1,244.0 | 457.1 | 16,867,155 | 9,816,017 | .4856 |
| SHREVEPORT | 336.4 | 124.7 | 4,310,781 | 2,560,574 | .1265 |

| County | Metropolitan Area |
|---|---|
| Ascension | Baton Rouge |
| Bossier | Shreveport |
| Caddo | Shreveport |
| Calcasieu | Lake Charles |
| East Baton Rouge | Baton Rouge |
| Jefferson | New Orleans |
| Lafayette | Lafayette |
| Lafourche | Houma - Thibodaux |
| Livingston | Baton Rouge |
| Orleans | New Orleans |

| County | Metropolitan Area |
|---|---|
| Ouachita | Monroe |
| Rapides | Alexandria |
| St. Bernard | New Orleans |
| St. Charles | New Orleans |
| St. John the Baptist | New Orleans |
| St. Martin | Lafayette |
| St. Tammany | New Orleans |
| Terrebonne | Houma - Thibodaux |
| West Baton Rouge | Baton Rouge |

# LOUISIANA

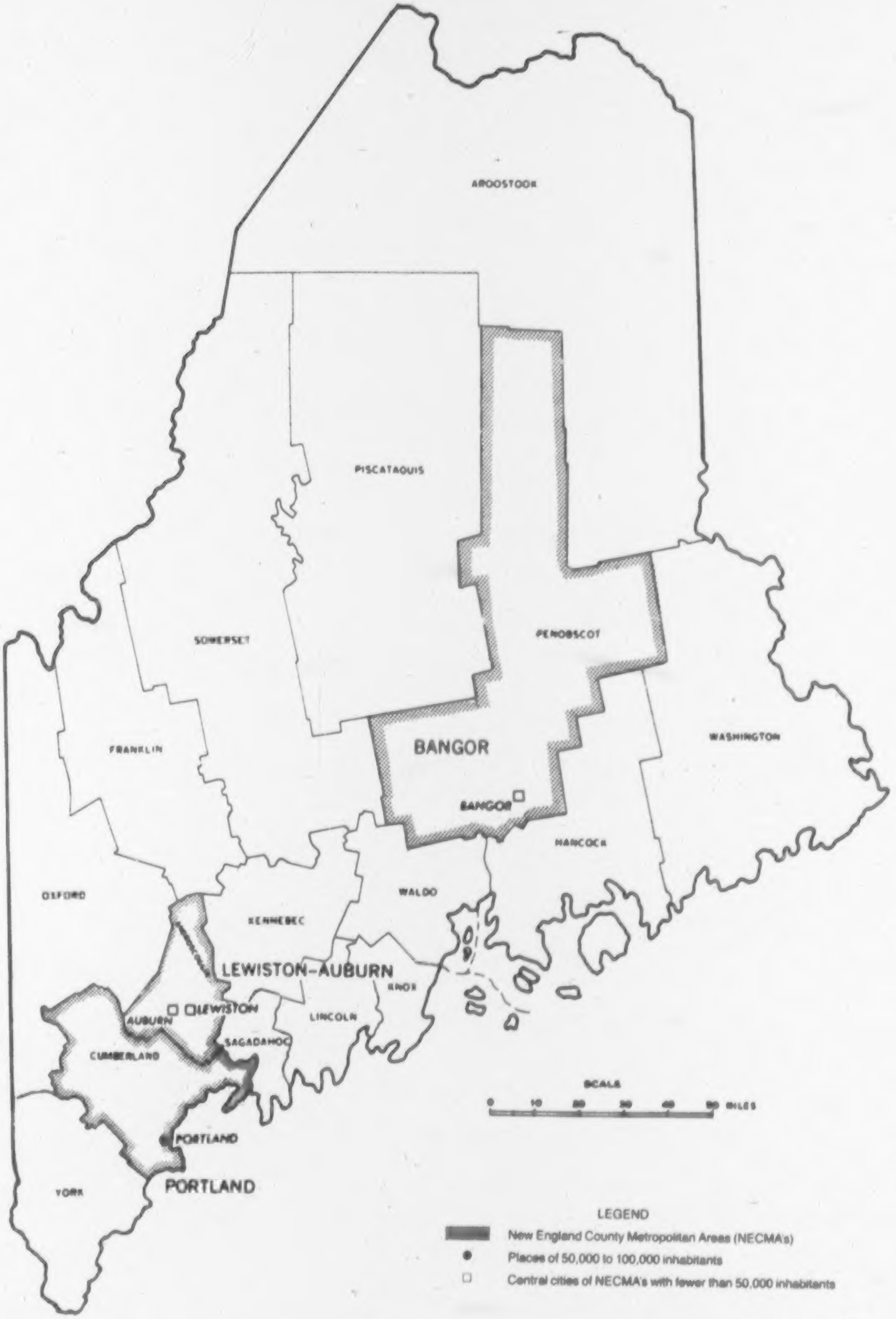

LEGEND
▬ Metropolitan statistical area (MSA)
◉ Place of 100,000 or more inhabitants
● Place of 50,000 to 100,000 inhabitants
• Place of 25,000 to 50,000 inhabitants
○ MSA central city of fewer than 25,000 inhabitants
State capital underlined
SCALE
0 20 40 60 80 100 Kilometers
0 20 40 60 80 100 Miles
CADDO
BOSSIER
Bossier City
Shreveport
WEBSTER
SHREVEPORT
CLAIBORNE
UNION
MONROE
MOREHOUSE
WEST CARROLL
EAST CARROLL
MADISON
TENSAS
RICHLAND
OUACHITA
Monroe
LINCOLN
JACKSON
BIENVILLE
DE SOTO
RED RIVER
NATCHITOCHES
SABINE
WINN
CALDWELL
FRANKLIN
CATAHOULA
CONCORDIA
LA SALLE
GRANT
Alexandria
RAPIDES
ALEXANDRIA
VERNON
AVOYELLES
EVANGELINE
ALLEN
BEAUREGARD
JEFFERSON DAVIS
Lake Charles
CALCASIEU
LAKE CHARLES
CAMERON
ST. LANDRY
ACADIA
LAFAYETTE
Lafayette
ST. MARTIN
LAFAYETTE
VERMILION
IBERIA
New Iberia
ST. MARY
POINTE COUPEE
WEST FELICIANA
EAST FELICIANA
EAST BATON ROUGE
Baton Rouge
BATON ROUGE
WEST BATON ROUGE
IBERVILLE
ASCENSION
LIVINGSTON
ST. HELENA
TANGIPAHOA
WASHINGTON
ST. TAMMANY
Slidell
New Orleans
Kenner
ORLEANS
NEW ORLEANS
ST. BERNARD
PLAQUEMINES
JEFFERSON
LAFOURCHE
ST. CHARLES
ST. JOHN THE BAPTIST
ST. JAMES
ST. MARTIN (PART)
ASSUMPTION
Thibodaux
Houma
TERREBONNE
HOUMA–THIBODAUX

# MAINE
## METROPOLITAN DATA SUMMARY
### (S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/91 POPULATION (Thousands) | 12/31/91 HOUSEHOLDS (Thousands) | 1991 EFFECTIVE BUYING INCOME ($000) | 1991 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| BANGOR | 148.6 | 54.8 | 1,890,233 | 1,271,553 | .0580 |
| LEWISTON - AUBURN | 107.0 | 40.8 | 1,395,088 | 802,205 | .0404 |
| PORTLAND | 247.4 | 96.3 | 3,986,585 | 3,058,969 | .1233 |

| County | Metropolitan Area |
|---|---|
| Androscoggin | Lewiston - Auburn |
| Cumberland | Portland |
| Penobscot | Bangor |

# MAINE

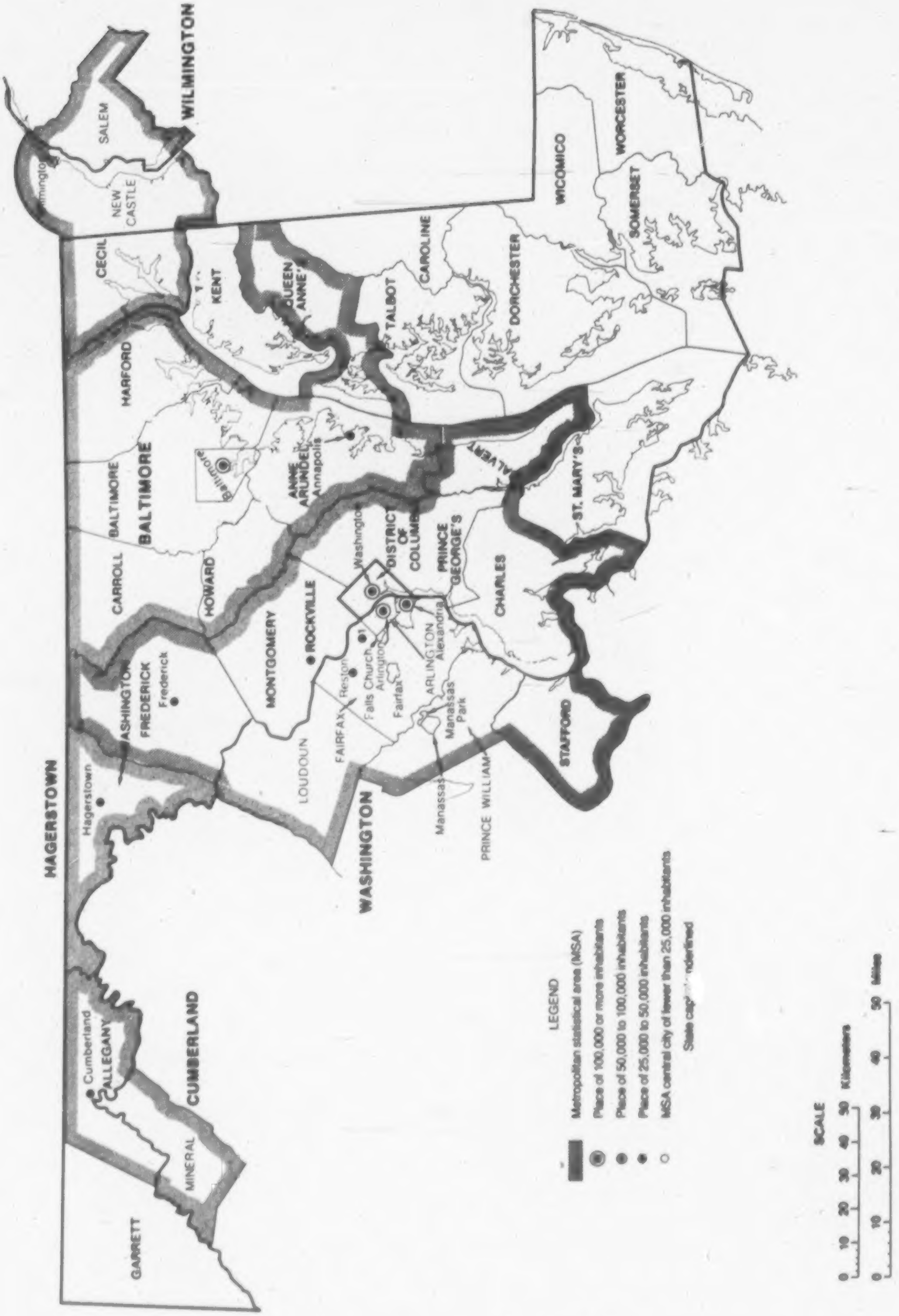

AROOSTOOK
PISCATAQUIS
SOMERSET
PENOBSCOT
BANGOR
BANGOR
WASHINGTON
FRANKLIN
HANCOCK
OXFORD
WALDO
KENNEBEC
LEWISTON-AUBURN
KNOX
AUBURN
LEWISTON
LINCOLN
SAGADAHOC
CUMBERLAND
PORTLAND
PORTLAND
YORK
SCALE
0 10 20 30 40 50 MILES
LEGEND
New England County Metropolitan Areas (NECMA's)
● Places of 50,000 to 100,000 inhabitants
□ Central cities of NECMA's with fewer than 50,000 inhabitants

# MARYLAND
## METROPOLITAN DATA SUMMARY
(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/91 POPULATION (Thousands) | 12/31/91 HOUSEHOLDS (Thousands) | 1991 EFFECTIVE BUYING INCOME ($000) | 1991 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| **BALTIMORE** | 2,430.9 | 898.4 | 38,349,342 | 17,484,100 | .9941 |
| **CUMBERLAND** | 101.5 | 39.6 | 1,087,381 | 643,437 | .0331 |
| **HAGERSTOWN** | 122.7 | 45.2 | 1,518,759 | 868,139 | .0444 |

| County | Metropolitan Area |
|---|---|
| Allegany | Cumberland |
| Anne Arundel | Baltimore |
| Baltimore | Baltimore |
| Baltimore city | Baltimore |
| Calvert | Washington, D. C. |
| Carroll | Baltimore |
| Cecil | Wilmington, Del. |
| Charles | Washington, D. C. |
| Frederick | Washington, D. C. |
| Harford | Baltimore |
| Howard | Baltimore |
| Montgomery | Washington, D. C. |
| Prince George's | Washington, D. C. |
| Queen Anne's | Baltimore |
| Washington | Hagerstown |

# MARYLAND


WILMINGTON
SALEM
Wilmington
NEW CASTLE
CECIL
KENT
QUEEN ANNE'S
CAROLINE
TALBOT
DORCHESTER
WICOMICO
WORCESTER
SOMERSET
HARFORD
BALTIMORE
Baltimore
BALTIMORE
ANNE ARUNDEL
Annapolis
CALVERT
ST. MARY'S
CARROLL
HOWARD
Washington
DISTRICT OF COLUMBIA
PRINCE GEORGE'S
CHARLES
MONTGOMERY
ROCKVILLE
FREDERICK
Frederick
WASHINGTON
Reston
Falls Church
Arlington
Fairfax
ARLINGTON
Alexandria
FAIRFAX
Manassas Park
Manassas
STAFFORD
LOUDOUN
PRINCE WILLIAM
WASHINGTON
HAGERSTOWN
Hagerstown
Cumberland
ALLEGANY
CUMBERLAND
MINERAL
GARRETT
LEGEND
Metropolitan statistical area (MSA)
Place of 100,000 or more inhabitants
Place of 50,000 to 100,000 inhabitants
Place of 25,000 to 50,000 inhabitants
MSA central city of fewer than 25,000 inhabitants
State capital underlined
SCALE
0
10
20
30
40
50
Kilometers
0
10
20
30
40
50
Miles

# MASSACHUSETTS

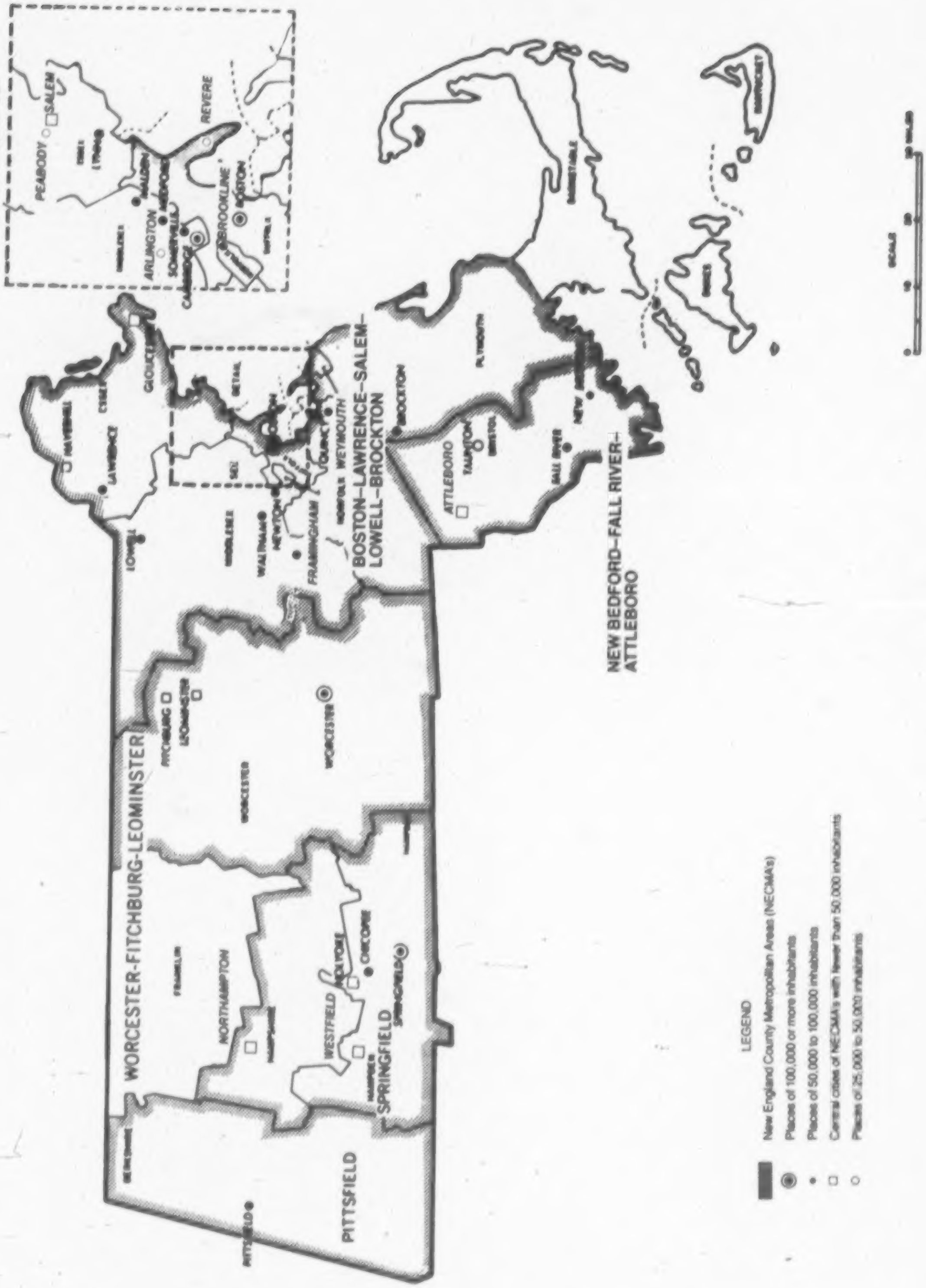
## METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/91 POPULATION (Thousands) | 12/31/91 HOUSEHOLDS (Thousands) | 1991 EFFECTIVE BUYING INCOME ($000) | 1991 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| BOSTON - LAWRENCE - SALEM - LOWELL - BROCKTON | 3,785.8 | 1,409.5 | 70,275,180 | 33,301,185 | 1.7893 |
| NEW BEDFORD - FALL RIVER - ATTLEBORO | 511.4 | 189.4 | 7,334,546 | 4,292,389 | .2094 |
| PITTSFIELD | 138.0 | 53.9 | 2,102,885 | 1,262,477 | .0599 |
| SPRINGFIELD | 607.6 | 222.2 | 8,822,142 | 4,581,446 | .2417 |
| WORCESTER - FITCHBURG - LEOMINSTER | 723.0 | 265.2 | 11,465,293 | 5,518,201 | .3016 |

| County | Metropolitan Area |
|---|---|
| Berkshire | Pittsfield |
| Bristol | New Bedford - Fall River - Attleboro |
| Essex | Boston - Lawrence - Salem - Lowell - Brockton |
| Hampden | Springfield |
| Hampshire | Springfield |
| Middlesex | Boston - Lawrence - Salem - Lowell - Brockton |
| Norfolk | Boston - Lawrence - Salem - Lowell - Brockton |
| Plymouth | Boston - Lawrence - Salem - Lowell - Brockton |
| Suffolk | Boston - Lawrence - Salem - Lowell - Brockton |
| Worcester | Worcester - Fitchburg - Leominster |

# MASSACHUSETTS


DETAIL OF BOSTON AREA
PEABODY
SALEM
REVERE
ESSEX
MALDEN
MEDFORD
ARLINGTON
SOMERVILLE
CAMBRIDGE
BROOKLINE
BOSTON
MIDDLESEX
SUFFOLK
NORFOLK
HAVERHILL
LAWRENCE
ESSEX
GLOUCESTER
LOWELL
MIDDLESEX
WALTHAM
NEWTON
FRAMINGHAM
QUINCY
WEYMOUTH
NORFOLK
DETAIL
BOSTON–LAWRENCE–SALEM–LOWELL–BROCKTON
BROCKTON
PLYMOUTH
BARNSTABLE
NANTUCKET
DUKES
ATTLEBORO
TAUNTON
BRISTOL
FALL RIVER
NEW BEDFORD
NEW BEDFORD–FALL RIVER–ATTLEBORO
FITCHBURG
LEOMINSTER
WORCESTER
WORCESTER
WORCESTER-FITCHBURG-LEOMINSTER
FRANKLIN
NORTHAMPTON
HAMPSHIRE
WESTFIELD
HOLYOKE
CHICOPEE
SPRINGFIELD
HAMPDEN
SPRINGFIELD
BERKSHIRE
PITTSFIELD
PITTSFIELD
SCALE
0
10
20
30 MILES
LEGEND
New England County Metropolitan Areas (NECMA's)
Places of 100,000 or more inhabitants
Places of 50,000 to 100,000 inhabitants
Central cities of NECMA's with fewer than 50,000 inhabitants
Places of 25,000 to 50,000 inhabitants

# MICHIGAN

## METROPOLITAN DATA SUMMARY

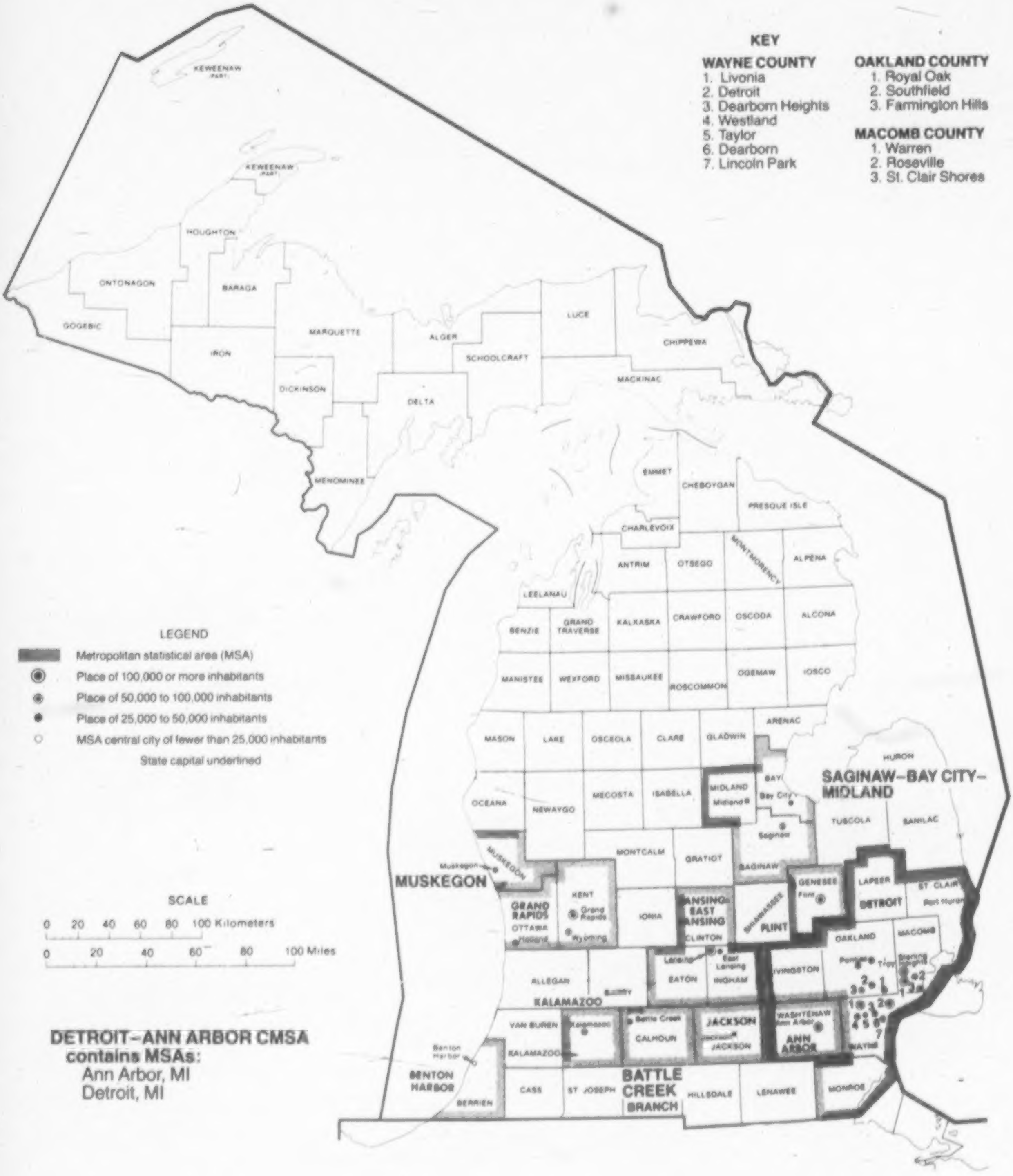
(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/91 POPULATION (Thousands) | 12/31/91 HOUSEHOLDS (Thousands) | 1991 EFFECTIVE BUYING INCOME ($000) | 1991 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| **ANN ARBOR** | 287.5 | 106.4 | 4,842,662 | 2,404,889 | .1272 |
| **BATTLE CREEK** | 137.1 | 52.4 | 1,803,234 | 1,082,182 | .0527 |
| **BENTON HARBOR** | 162.3 | 61.4 | 2,142,207 | 1,148,486 | .0605 |
| **DETROIT** | 4,402.0 | 1,627.1 | 69,088,249 | 33,063,279 | 1.8182 |
| *DETROIT - ANN ARBOR CONSOLIDATED AREA* | *4,689.5* | *1,733.5* | *73,930,911* | *35,468,168* | *1.9454* |
| **FLINT** | 428.4 | 160.8 | 6,062,024 | 3,365,172 | .1705 |
| **GRAND RAPIDS** | 707.6 | 251.5 | 10,384,777 | 5,603,170 | .2873 |
| **JACKSON** | 152.1 | 54.5 | 1,984,378 | 1,021,984 | .0554 |
| **KALAMAZOO** | 226.1 | 84.6 | 3,337,873 | 1,799,240 | .0923 |
| **LANSING - EAST LANSING** | 437.4 | 158.7 | 6,311,687 | 3,343,034 | .1743 |
| **MUSKEGON** | 161.4 | 58.6 | 1,917,630 | 974,238 | .0544 |
| **SAGINAW - BAY CITY - MIDLAND** | 398.8 | 148.5 | 5,239,263 | 2,967,082 | .1507 |

| County | Metropolitan Area |
|---|---|
| Bay | Saginaw - Bay City - Midland |
| Berrien | Benton Harbor |
| Calhoun | Battle Creek |
| Clinton | Lansing - East Lansing |
| Eaton | Lansing - East Lansing |
| Genesee | Flint |
| Ingham | Lansing - East Lansing |
| Jackson | Jackson |
| Kalamazoo | Kalamazoo |
| Kent | Grand Rapids |
| Lapeer | Detroit |

| County | Metropolitan Area |
|---|---|
| Livingston | Detroit |
| Macomb | Detroit |
| Midland | Saginaw - Bay City - Midland |
| Monroe | Detroit |
| Muskegon | Muskegon |
| Oakland | Detroit |
| Ottawa | Grand Rapids |
| Saginaw | Saginaw - Bay City - Midland |
| St. Clair | Detroit |
| Washtenaw | Ann Arbor |
| Wayne | Detroit |

# MICHIGAN


KEY
WAYNE COUNTY
1. Livonia
2. Detroit
3. Dearborn Heights
4. Westland
5. Taylor
6. Dearborn
7. Lincoln Park
OAKLAND COUNTY
1. Royal Oak
2. Southfield
3. Farmington Hills
MACOMB COUNTY
1. Warren
2. Roseville
3. St. Clair Shores
LEGEND
Metropolitan statistical area (MSA)
Place of 100,000 or more inhabitants
Place of 50,000 to 100,000 inhabitants
Place of 25,000 to 50,000 inhabitants
MSA central city of fewer than 25,000 inhabitants
State capital underlined
SCALE
0 20 40 60 80 100 Kilometers
0 20 40 60 80 100 Miles
DETROIT–ANN ARBOR CMSA
contains MSAs:
Ann Arbor, MI
Detroit, MI
KEWEENAW (PART)
KEWEENAW (PART)
HOUGHTON
ONTONAGON
BARAGA
GOGEBIC
IRON
MARQUETTE
ALGER
LUCE
CHIPPEWA
SCHOOLCRAFT
MACKINAC
DICKINSON
DELTA
MENOMINEE
EMMET
CHEBOYGAN
PRESQUE ISLE
CHARLEVOIX
MONTMORENCY
ANTRIM
OTSEGO
ALPENA
LEELANAU
BENZIE
GRAND TRAVERSE
KALKASKA
CRAWFORD
OSCODA
ALCONA
MANISTEE
WEXFORD
MISSAUKEE
ROSCOMMON
OGEMAW
IOSCO
ARENAC
MASON
LAKE
OSCEOLA
CLARE
GLADWIN
HURON
OCEANA
NEWAYGO
MECOSTA
ISABELLA
MIDLAND
Midland
BAY
Bay City
SAGINAW–BAY CITY–MIDLAND
TUSCOLA
SANILAC
Saginaw
MUSKEGON
Muskegon
MUSKEGON
MONTCALM
GRATIOT
SAGINAW
GENESEE
Flint
LAPEER
ST CLAIR
Port Huron
DETROIT
KENT
Grand Rapids
GRAND RAPIDS
OTTAWA
Holland
Wyoming
IONIA
LANSING–EAST LANSING
CLINTON
SHIAWASSEE
FLINT
OAKLAND
Pontiac
Troy
MACOMB
Sterling Heights
LIVINGSTON
Lansing
East Lansing
EATON
INGHAM
ALLEGAN
BARRY
KALAMAZOO
VAN BUREN
Kalamazoo
Battle Creek
CALHOUN
JACKSON
Jackson
WASHTENAW
Ann Arbor
ANN ARBOR
WAYNE
Benton Harbor
KALAMAZOO
BENTON HARBOR
BERRIEN
CASS
ST JOSEPH
BATTLE CREEK
BRANCH
HILLSDALE
LENAWEE
MONROE

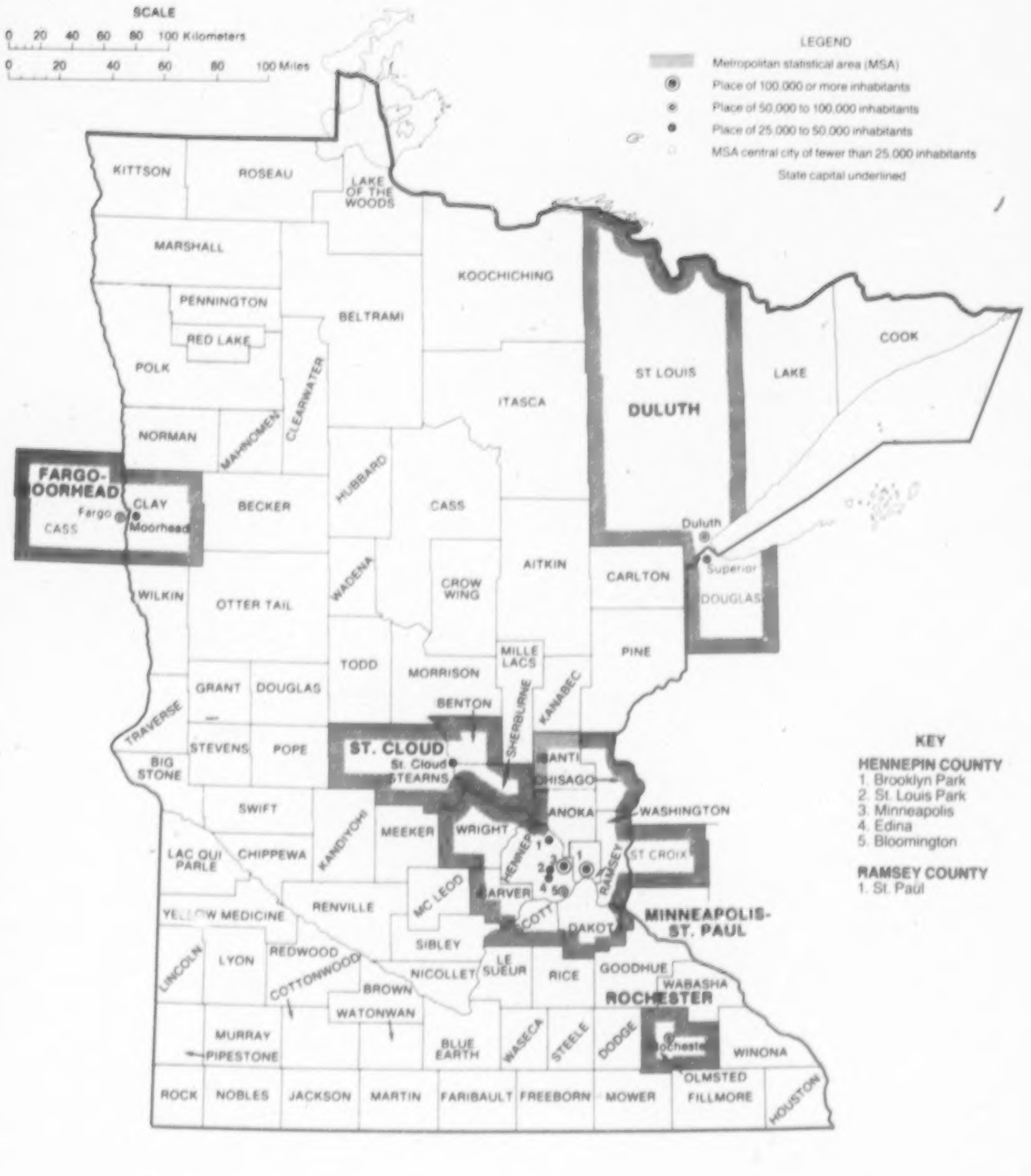
# MINNESOTA
## METROPOLITAN DATA SUMMARY
(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/91 POPULATION (Thousands) | 12/31/91 HOUSEHOLDS (Thousands) | 1991 EFFECTIVE BUYING INCOME ($000) | 1991 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| DULUTH | 237.1 | 94.5 | 2,869,209 | 1,786,197 | .0866 |
| FARGO - MOORHEAD | 156.0 | 58.9 | 2,147,798 | 1,387,563 | .0641 |
| MINNEAPOLIS - ST. PAUL | 2,547.1 | 967.3 | 41,864,933 | 21,358,004 | 1.1138 |
| ROCHESTER | 109.5 | 41.2 | 1,716,654 | 1,058,720 | .0492 |
| ST. CLOUD | 196.0 | 66.2 | 2,335,643 | 2,613,718 | .0898 |

| County | Metropolitan Area |
|---|---|
| Anoka | Minneapolis - St. Paul |
| Benton | St. Cloud |
| Carver | Minneapolis - St. Paul |
| Chisago | Minneapolis - St. Paul |
| Clay | Fargo - Moorhead |
| Dakota | Minneapolis - St. Paul |
| Hennepin | Minneapolis - St. Paul |
| Isanti | Minneapolis - St. Paul |

| County | Metropolitan Area |
|---|---|
| Olmsted | Rochester |
| Ramsey | Minneapolis - St. Paul |
| St. Louis | Duluth |
| Scott | Minneapolis - St. Paul |
| Sherburne | St. Cloud |
| Stearns | St. Cloud |
| Washington | Minneapolis - St. Paul |
| Wright | Minneapolis - St. Paul |

# MINNESOTA


SCALE
0 20 40 60 80 100 Kilometers
0 20 40 60 80 100 Miles
LEGEND
Metropolitan statistical area (MSA)
Place of 100,000 or more inhabitants
Place of 50,000 to 100,000 inhabitants
Place of 25,000 to 50,000 inhabitants
MSA central city of fewer than 25,000 inhabitants
State capital underlined
KITTSON
ROSEAU
LAKE OF THE WOODS
MARSHALL
KOOCHICHING
PENNINGTON
BELTRAMI
RED LAKE
POLK
CLEARWATER
ST LOUIS
LAKE
COOK
ITASCA
DULUTH
NORMAN
MAHNOMEN
FARGO-MOORHEAD
CLAY
BECKER
HUBBARD
CASS
Fargo
Moorhead
CASS
Duluth
Superior
DOUGLAS
AITKIN
CARLTON
WILKIN
OTTER TAIL
WADENA
CROW WING
PINE
MILLE LACS
TODD
MORRISON
GRANT
DOUGLAS
BENTON
KANABEC
TRAVERSE
SHERBURNE
ST. CLOUD
St. Cloud
STEARNS
STEVENS
POPE
ISANTI
BIG STONE
CHISAGO
SWIFT
ANOKA
WASHINGTON
MEEKER
WRIGHT
KANDIYOHI
LAC QUI PARLE
CHIPPEWA
HENNEPIN
ST CROIX
RAMSEY
MC LEOD
CARVER
RENVILLE
YELLOW MEDICINE
SCOTT
DAKOTA
MINNEAPOLIS-ST. PAUL
SIBLEY
LINCOLN
LYON
REDWOOD
LE SUEUR
NICOLLET
RICE
GOODHUE
WABASHA
COTTONWOOD
BROWN
ROCHESTER
WATONWAN
MURRAY
PIPESTONE
BLUE EARTH
WASECA
STEELE
DODGE
Rochester
WINONA
OLMSTED
ROCK
NOBLES
JACKSON
MARTIN
FARIBAULT
FREEBORN
MOWER
FILLMORE
HOUSTON
KEY
HENNEPIN COUNTY
1. Brooklyn Park
2. St. Louis Park
3. Minneapolis
4. Edina
5. Bloomington
RAMSEY COUNTY
1. St. Paul

# MISSISSIPPI

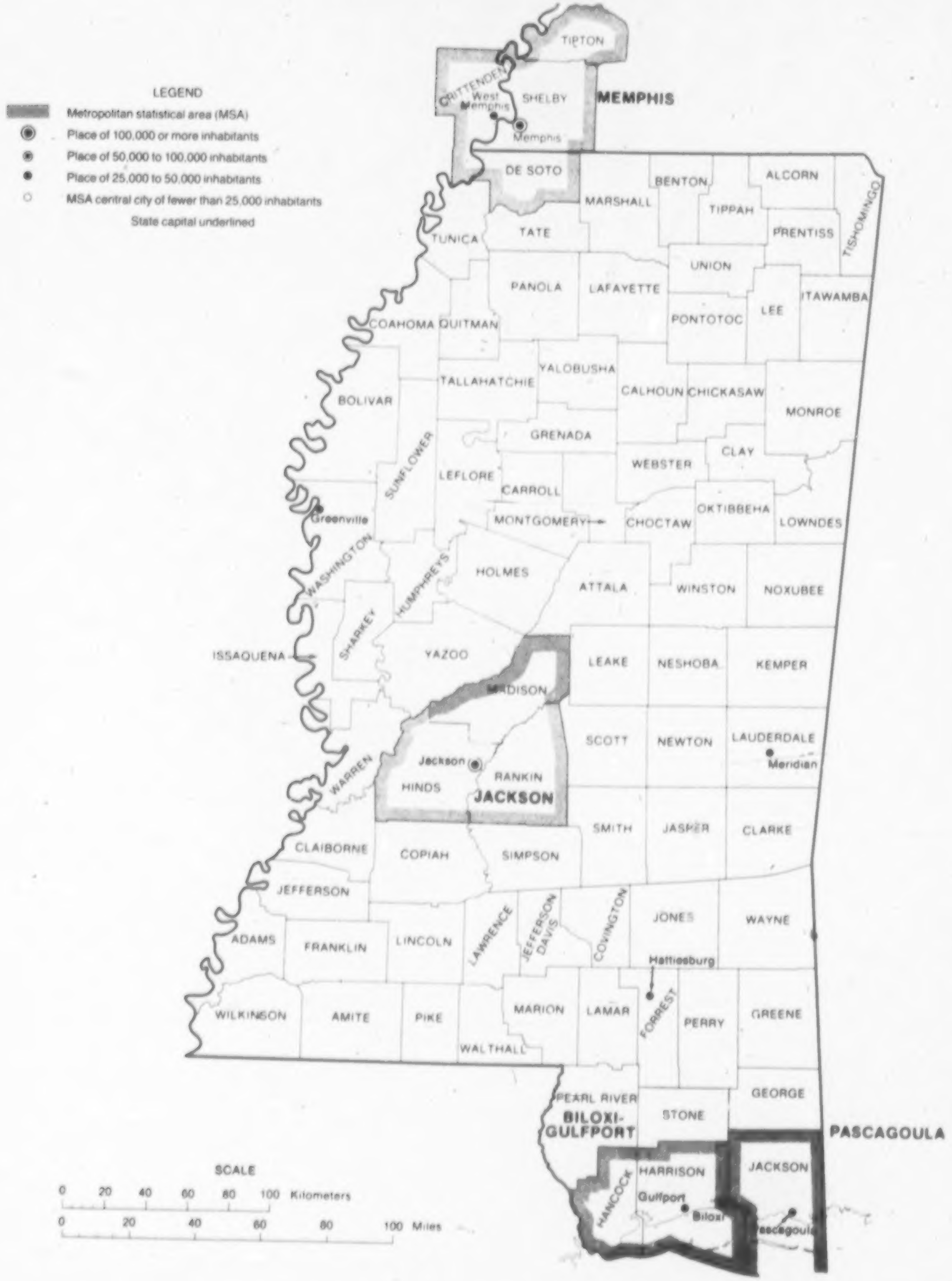
## METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/91 POPULATION (Thousands) | 12/31/91 HOUSEHOLDS (Thousands) | 1991 EFFECTIVE BUYING INCOME ($000) | 1991 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| BILOXI - GULFPORT | 198.5 | 71.9 | 2,180,813 | 1,180,632 | .0644 |
| JACKSON | 401.3 | 142.4 | 5,226,784 | 2,926,089 | .1499 |
| PASCAGOULA | 115.5 | 40.5 | 1,282,695 | 569,203 | .0356 |

| County | Metropolitan Area |
|---|---|
| De Soto | Memphis, Tenn. |
| Hancock | Biloxi - Gulfport |
| Harrison | Biloxi - Gulfport |
| Hinds | Jackson |
| Jackson | Pascagoula |
| Madison | Jackson |
| Rankin | Jackson |

# MISSISSIPPI


LEGEND
▨ Metropolitan statistical area (MSA)
◉ Place of 100,000 or more inhabitants
● Place of 50,000 to 100,000 inhabitants
● Place of 25,000 to 50,000 inhabitants
○ MSA central city of fewer than 25,000 inhabitants
State capital underlined
TIPTON
CRITTENDEN
West Memphis
SHELBY
MEMPHIS
Memphis
DE SOTO
MARSHALL
BENTON
TIPPAH
ALCORN
PRENTISS
TISHOMINGO
TUNICA
TATE
PANOLA
LAFAYETTE
UNION
PONTOTOC
LEE
ITAWAMBA
COAHOMA
QUITMAN
TALLAHATCHIE
YALOBUSHA
CALHOUN
CHICKASAW
MONROE
BOLIVAR
GRENADA
WEBSTER
CLAY
SUNFLOWER
LEFLORE
CARROLL
OKTIBBEHA
LOWNDES
Greenville
MONTGOMERY
CHOCTAW
WASHINGTON
HUMPHREYS
HOLMES
ATTALA
WINSTON
NOXUBEE
SHARKEY
ISSAQUENA
YAZOO
MADISON
LEAKE
NESHOBA
KEMPER
SCOTT
NEWTON
LAUDERDALE
Meridian
WARREN
Jackson
RANKIN
HINDS
JACKSON
SMITH
JASPER
CLARKE
CLAIBORNE
COPIAH
SIMPSON
JEFFERSON
JONES
WAYNE
ADAMS
FRANKLIN
LINCOLN
LAWRENCE
JEFFERSON DAVIS
COVINGTON
Hattiesburg
WILKINSON
AMITE
PIKE
WALTHALL
MARION
LAMAR
FORREST
PERRY
GREENE
PEARL RIVER
STONE
GEORGE
BILOXI-GULFPORT
PASCAGOULA
HANCOCK
HARRISON
JACKSON
Gulfport
Biloxi
Pascagoula
SCALE
0 20 40 60 80 100 Kilometers
0 20 40 60 80 100 Miles

1992 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# MISSOURI

## METROPOLITAN DATA SUMMARY

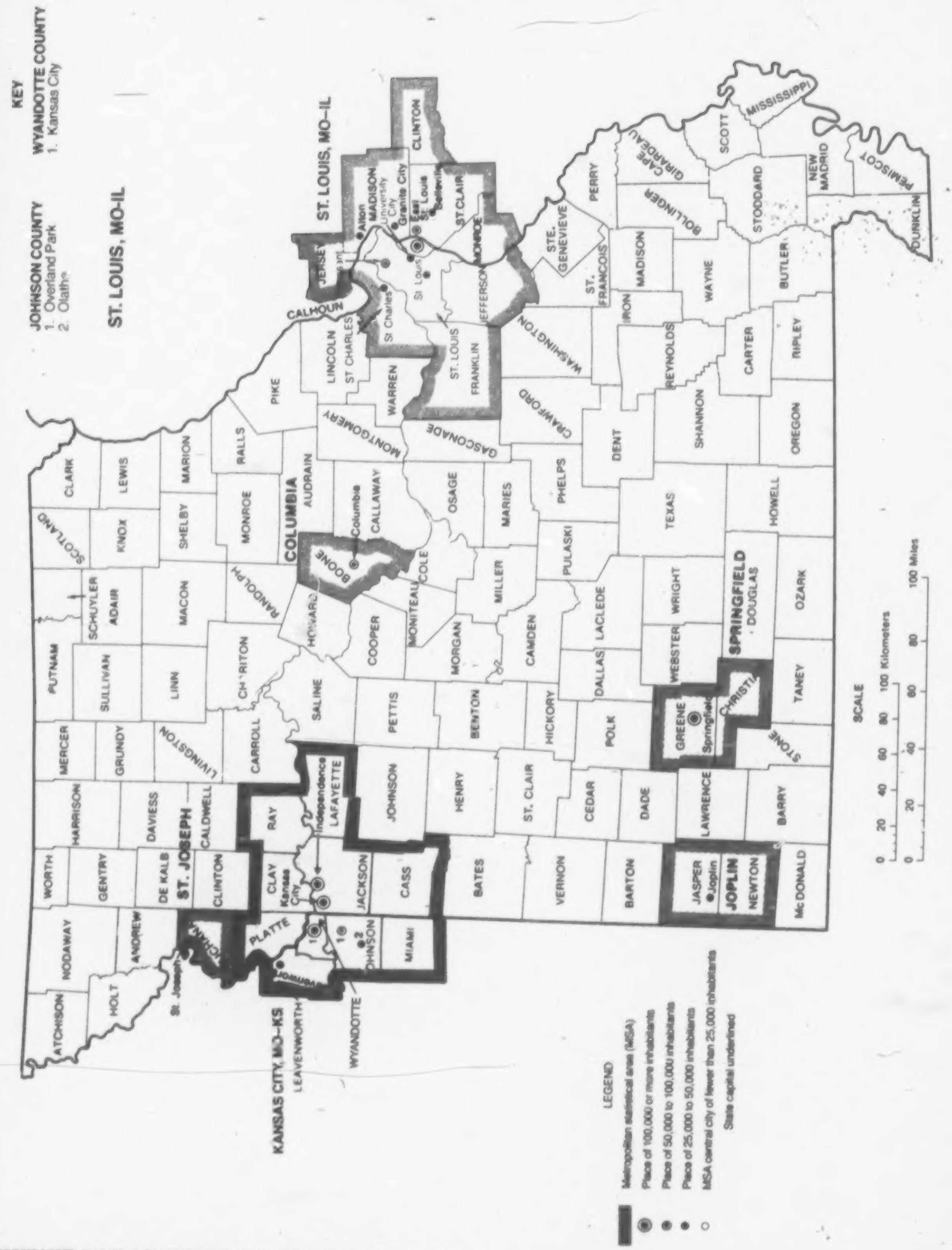
(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/91 POPULATION (Thousands) | 12/31/91 HOUSEHOLDS (Thousands) | 1991 EFFECTIVE BUYING INCOME ($000) | 1991 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| COLUMBIA | 114.3 | 42.6 | 1,559,176 | 921,455 | .0452 |
| JOPLIN | 136.4 | 53.6 | 1,583,757 | 1,058,134 | .0493 |
| KANSAS CITY | 1,607.2 | 618.5 | 25,924,628 | 12,625,622 | .6826 |
| ST. JOSEPH | 82.7 | 32.2 | 1,001,411 | 610,742 | .0300 |
| ST. LOUIS | 2,475.7 | 936.3 | 38,851,311 | 18,310,538 | 1.0179 |
| SPRINGFIELD | 248.2 | 95.7 | 3,240,192 | 2,111,044 | .0978 |

| County | Metropolitan Area |
|---|---|
| Boone | Columbia |
| Buchanan | St. Joseph |
| Cass | Kansas City |
| Christian | Springfield |
| Clay | Kansas City |
| Franklin | St. Louis |
| Greene | Springfield |
| Jackson | Kansas City |
| Jasper | Joplin |

| County | Metropolitan Area |
|---|---|
| Jefferson | St. Louis |
| Lafayette | Kansas City |
| Newton | Joplin |
| Platte | Kansas City |
| Ray | Kansas City |
| St. Charles | St. Louis |
| St. Louis | St. Louis |
| St. Louis city | St. Louis |

# MISSOURI


KEY
JOHNSON COUNTY
1. Overland Park
2. Olathe
WYANDOTTE COUNTY
1. Kansas City
ST. LOUIS, MO-IL
ST. LOUIS, MO-IL
KANSAS CITY, MO-KS
ST. JOSEPH
COLUMBIA
SPRINGFIELD
JOPLIN
Alton
Granite City
University City
East St. Louis
St. Louis
Belleville
St. Charles
Columbia
Springfield
Joplin
Independence
Kansas City
St. Joseph
JERSEY
MADISON
CLINTON
ST. CLAIR
MONROE
CALHOUN
ST. CHARLES
ST. LOUIS
JEFFERSON
FRANKLIN
WARREN
LINCOLN
PIKE
RALLS
MARION
LEWIS
CLARK
SCOTLAND
KNOX
SHELBY
MONROE
AUDRAIN
MONTGOMERY
GASCONADE
CRAWFORD
WASHINGTON
STE. GENEVIEVE
PERRY
CAPE GIRARDEAU
SCOTT
MISSISSIPPI
NEW MADRID
PEMISCOT
DUNKLIN
STODDARD
BOLLINGER
ST. FRANCOIS
MADISON
IRON
WAYNE
BUTLER
REYNOLDS
CARTER
RIPLEY
SHANNON
OREGON
DENT
PHELPS
MARIES
OSAGE
CALLAWAY
BOONE
COLE
MONITEAU
HOWARD
RANDOLPH
MACON
ADAIR
SCHUYLER
PUTNAM
SULLIVAN
LINN
CHARITON
SALINE
COOPER
MORGAN
MILLER
PULASKI
TEXAS
HOWELL
CAMDEN
LACLEDE
WRIGHT
DOUGLAS
OZARK
WEBSTER
DALLAS
HICKORY
BENTON
PETTIS
CARROLL
LIVINGSTON
GRUNDY
MERCER
HARRISON
DAVIESS
CALDWELL
RAY
LAFAYETTE
JOHNSON
HENRY
ST. CLAIR
POLK
GREENE
CHRISTIAN
TANEY
STONE
BARRY
LAWRENCE
DADE
CEDAR
VERNON
BATES
CASS
JACKSON
CLAY
CLINTON
DE KALB
GENTRY
WORTH
NODAWAY
ANDREW
BUCHANAN
HOLT
ATCHISON
PLATTE
LEAVENWORTH
WYANDOTTE
JOHNSON
MIAMI
BARTON
JASPER
NEWTON
McDONALD
SCALE
0 20 40 60 80 100 Miles
0 20 40 60 80 100 Kilometers
LEGEND
Metropolitan statistical area (MSA)
Place of 100,000 or more inhabitants
Place of 50,000 to 100,000 inhabitants
Place of 25,000 to 50,000 inhabitants
MSA central city of fewer than 25,000 inhabitants
State capital underlined

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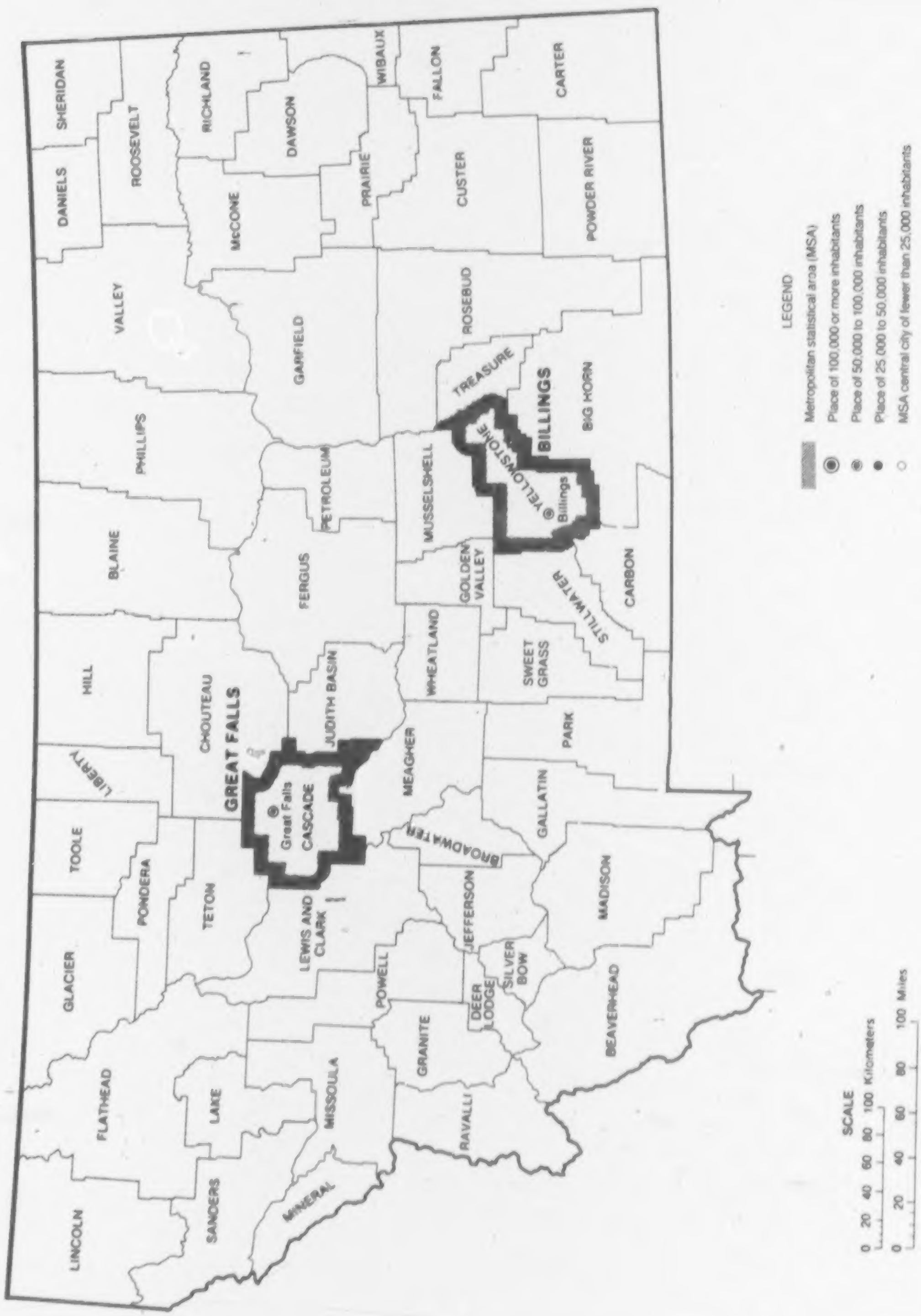
1992 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# MONTANA
## METROPOLITAN DATA SUMMARY
(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/91 POPULATION (Thousands) | 12/31/91 HOUSEHOLDS (Thousands) | 1991 EFFECTIVE BUYING INCOME ($000) | 1991 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| BILLINGS | 112.8 | 44.5 | 1,582,270 | 1,093,984 | .0481 |
| GREAT FALLS | 77.9 | 30.3 | 1,029,820 | 623,438 | .0301 |

| County | Metropolitan Area |
|---|---|
| Cascade | Great Falls |
| Yellowstone | Billings |

# MONTANA


SHERIDAN
DANIELS
ROOSEVELT
RICHLAND
DAWSON
WIBAUX
FALLON
CARTER
McCONE
PRAIRIE
CUSTER
POWDER RIVER
VALLEY
GARFIELD
ROSEBUD
TREASURE
BILLINGS
BIG HORN
PHILLIPS
PETROLEUM
MUSSELSHELL
YELLOWSTONE
Billings
BLAINE
FERGUS
GOLDEN VALLEY
STILLWATER
CARBON
HILL
CHOUTEAU
JUDITH BASIN
WHEATLAND
SWEET GRASS
LIBERTY
GREAT FALLS
Great Falls
CASCADE
MEAGHER
PARK
TOOLE
PONDERA
TETON
BROADWATER
GALLATIN
GLACIER
LEWIS AND CLARK
JEFFERSON
MADISON
POWELL
SILVER BOW
DEER LODGE
BEAVERHEAD
FLATHEAD
LAKE
MISSOULA
GRANITE
RAVALLI
LINCOLN
SANDERS
MINERAL
LEGEND
Metropolitan statistical area (MSA)
Place of 100,000 or more inhabitants
Place of 50,000 to 100,000 inhabitants
Place of 25,000 to 50,000 inhabitants
MSA central city of fewer than 25,000 inhabitants
SCALE
0 20 40 60 80 100 Kilometers
0 20 40 60 80 100 Miles

# NEBRASKA

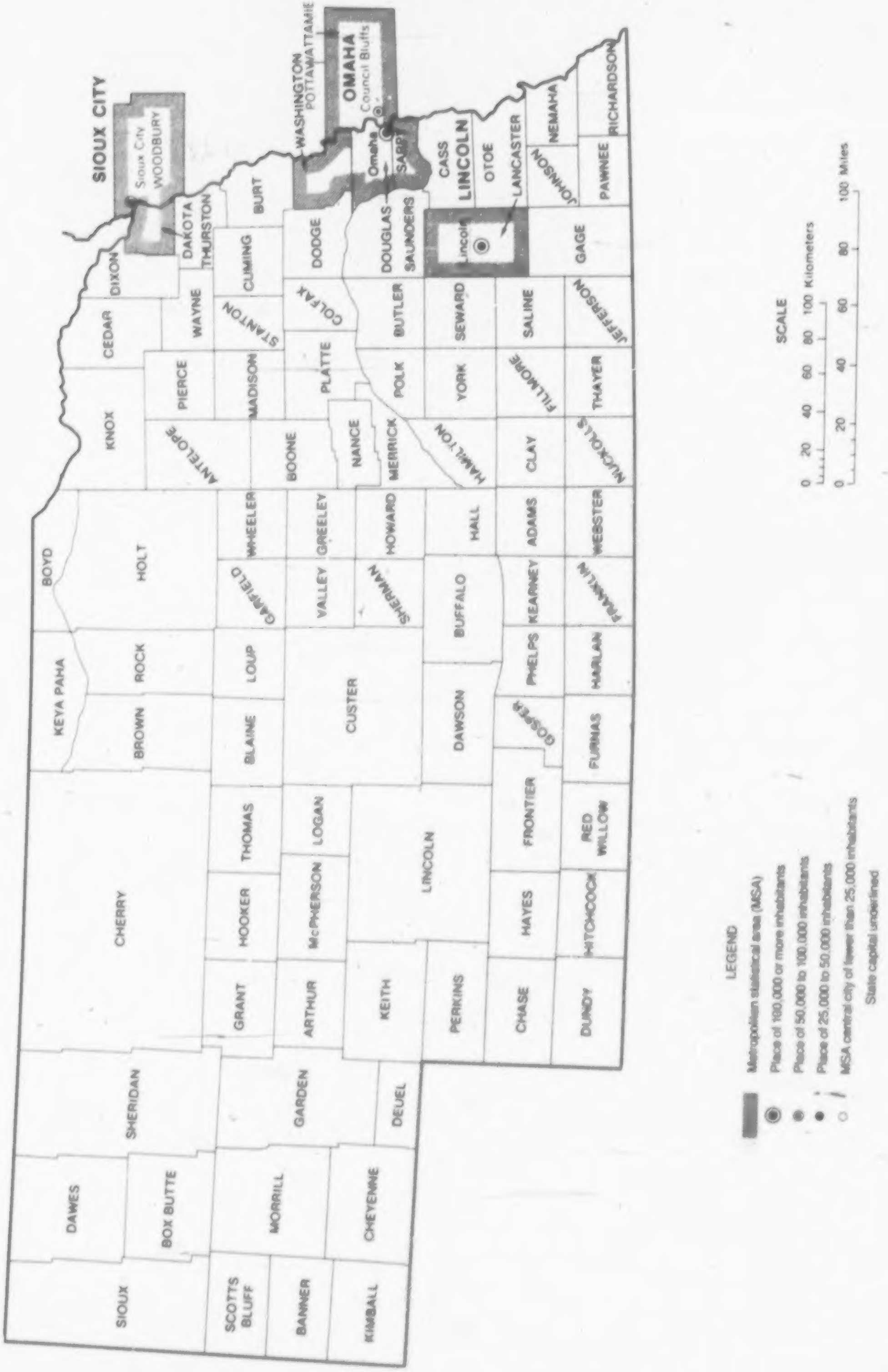
## METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/91 POPULATION (Thousands) | 12/31/91 HOUSEHOLDS (Thousands) | 1991 EFFECTIVE BUYING INCOME ($000) | 1991 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| LINCOLN | 217.6 | 84.3 | 3,385,708 | 1,579,558 | .0885 |
| OMAHA | 625.9 | 235.2 | 9,728,236 | 4,877,841 | .2600 |

| County | Metropolitan Area |
|---|---|
| Dakota | Sioux City, Iowa |
| Douglas | Omaha |
| Lancaster | Lincoln |
| Sarpy | Omaha |
| Washington | Omaha |

# NEBRASKA


SIOUX CITY
Sioux City
WOODBURY
OMAHA
Council Bluffs
WASHINGTON
POTTAWATTAMIE
Omaha
SARPY
CASS
LINCOLN
Lincoln
DIXON
DAKOTA
THURSTON
BURT
CUMING
DODGE
DOUGLAS
SAUNDERS
LANCASTER
OTOE
NEMAHA
RICHARDSON
JOHNSON
PAWNEE
GAGE
CEDAR
WAYNE
STANTON
COLFAX
BUTLER
SEWARD
SALINE
JEFFERSON
KNOX
PIERCE
MADISON
PLATTE
POLK
YORK
FILLMORE
THAYER
ANTELOPE
BOONE
NANCE
MERRICK
HAMILTON
CLAY
NUCKOLLS
BOYD
HOLT
WHEELER
GREELEY
HOWARD
HALL
ADAMS
WEBSTER
GARFIELD
VALLEY
SHERMAN
BUFFALO
KEARNEY
FRANKLIN
KEYA PAHA
ROCK
LOUP
CUSTER
PHELPS
HARLAN
BROWN
BLAINE
DAWSON
GOSPER
FURNAS
CHERRY
THOMAS
LOGAN
LINCOLN
FRONTIER
RED WILLOW
HOOKER
McPHERSON
HAYES
HITCHCOCK
GRANT
ARTHUR
KEITH
PERKINS
CHASE
DUNDY
SHERIDAN
GARDEN
DEUEL
DAWES
BOX BUTTE
MORRILL
CHEYENNE
SIOUX
SCOTTS BLUFF
BANNER
KIMBALL
SCALE
0 20 40 60 80 100 Kilometers
0 20 40 60 80 100 Miles
LEGEND
Metropolitan statistical area (MSA)
Place of 100,000 or more inhabitants
Place of 50,000 to 100,000 inhabitants
Place of 25,000 to 50,000 inhabitants
MSA central city of fewer than 25,000 inhabitants
State capital underlined

1992 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# NEVADA

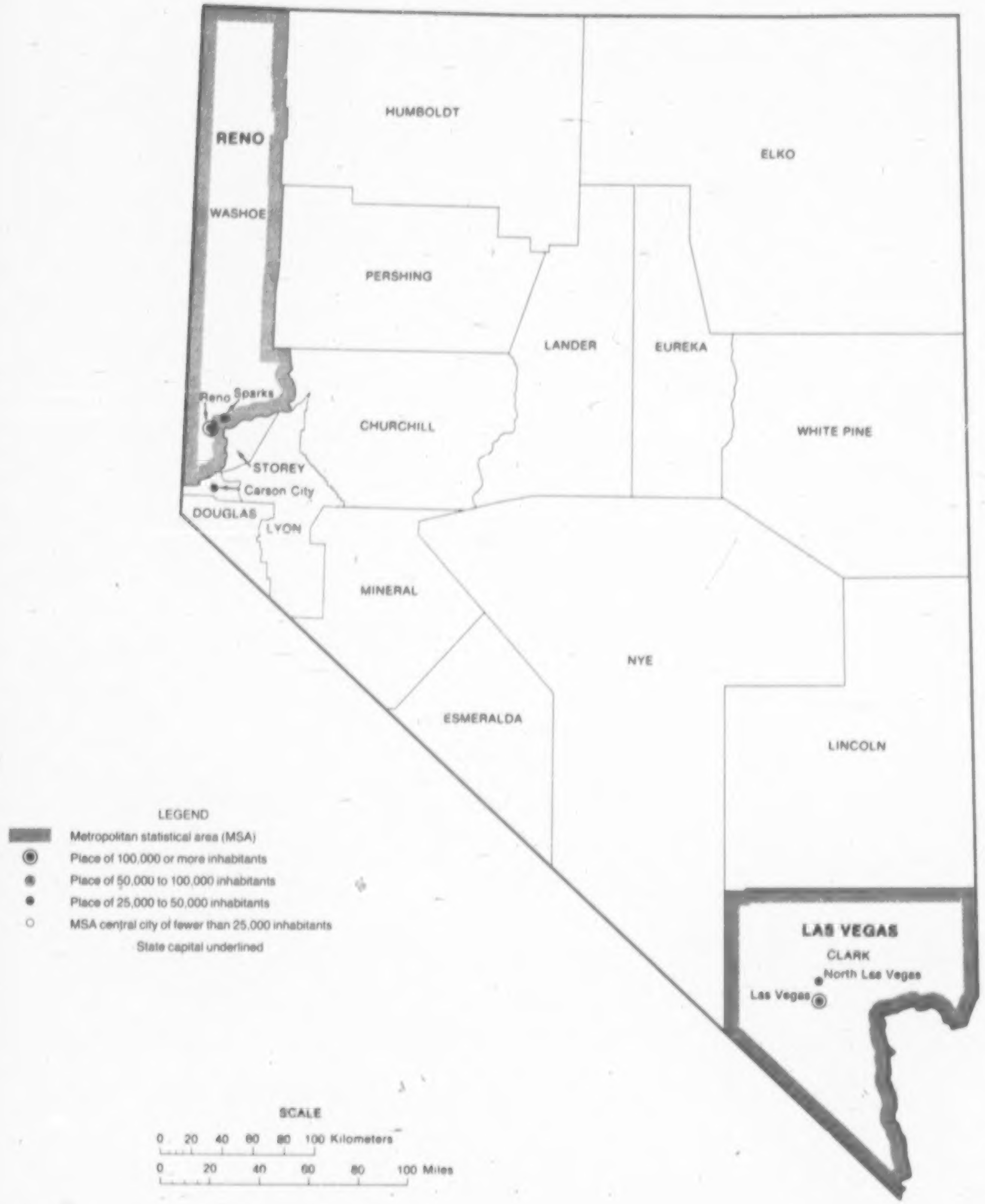
## METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/91 POPULATION (Thousands) | 12/31/91 HOUSEHOLDS (Thousands) | 1991 EFFECTIVE BUYING INCOME ($000) | 1991 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| LAS VEGAS | 817.4 | 316.0 | 12,010,367 | 5,970,528 | .3238 |
| RENO | 266.1 | 106.7 | 4,254,404 | 2,584,652 | .1206 |

| County | Metropolitan Area |
|---|---|
| Clark | Las Vegas |
| Washoe | Reno |

# NEVADA

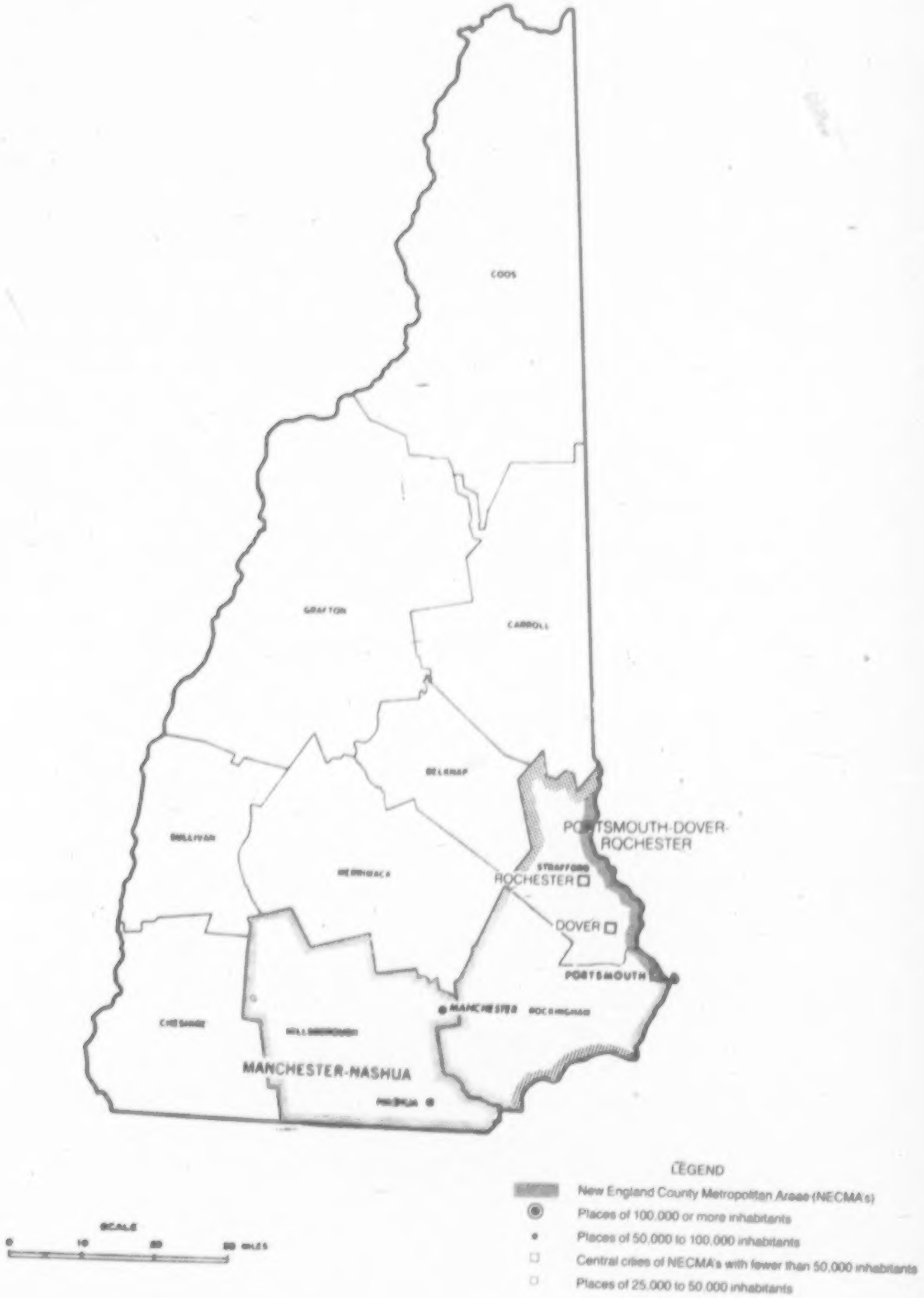

HUMBOLDT
ELKO
RENO
WASHOE
PERSHING
LANDER
EUREKA
WHITE PINE
Reno
Sparks
CHURCHILL
STOREY
Carson City
DOUGLAS
LYON
MINERAL
NYE
ESMERALDA
LINCOLN
LAS VEGAS
CLARK
North Las Vegas
Las Vegas
LEGEND
Metropolitan statistical area (MSA)
Place of 100,000 or more inhabitants
Place of 50,000 to 100,000 inhabitants
Place of 25,000 to 50,000 inhabitants
MSA central city of fewer than 25,000 inhabitants
State capital underlined
SCALE
0 20 40 60 80 100 Kilometers
0 20 40 60 80 100 Miles

# NEW HAMPSHIRE
## METROPOLITAN DATA SUMMARY
(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/91 POPULATION (Thousands) | 12/31/91 HOUSEHOLDS (Thousands) | 1991 EFFECTIVE BUYING INCOME ($000) | 1991 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| **MANCHESTER - NASHUA** | 347.7 | 129.2 | 6,350,280 | 3,278,802 | .1666 |
| **PORTSMOUTH - DOVER - ROCHESTER** | 363.2 | 131.6 | 6,230,070 | 3,517,328 | .1700 |

| County | Metropolitan Area |
|---|---|
| Hillsborough | Manchester - Nashua |
| Rockingham | Portsmouth - Dover - Rochester |
| Strafford | Portsmouth - Dover - Rochester |

# NEW HAMPSHIRE


COOS
GRAFTON
CARROLL
BELKNAP
SULLIVAN
MERRIMACK
STRAFFORD
PORTSMOUTH-DOVER-ROCHESTER
ROCHESTER
DOVER
PORTSMOUTH
MANCHESTER
ROCKINGHAM
CHESHIRE
HILLSBOROUGH
MANCHESTER-NASHUA
NASHUA
SCALE
0
10
20
30 MILES
LEGEND
▨ New England County Metropolitan Areas (NECMA's)
◉ Places of 100,000 or more inhabitants
● Places of 50,000 to 100,000 inhabitants
☐ Central cities of NECMA's with fewer than 50,000 inhabitants
□ Places of 25,000 to 50,000 inhabitants

# NEW JERSEY
## METROPOLITAN DATA SUMMARY
(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/91 POPULATION (Thousands) | 12/31/91 HOUSEHOLDS (Thousands) | 1991 EFFECTIVE BUYING INCOME ($000) | 1991 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| ATLANTIC CITY | 326.7 | 125.6 | 5,361,276 | 3,092,484 | .1486 |
| BERGEN - PASSAIC | 1,275.7 | 461.9 | 28,321,161 | 12,323,838 | .6834 |
| JERSEY CITY | 548.9 | 205.6 | 8,743,710 | 3,223,295 | .2136 |
| MIDDLESEX - SOMERSET - HUNTERDON | 1,044.2 | 374.0 | 23,569,843 | 8,614,081 | .5405 |
| MONMOUTH - OCEAN | 1,015.0 | 376.2 | 19,713,290 | 8,542,256 | .4850 |
| NEWARK | 1,823.6 | 648.8 | 37,939,378 | 13,548,005 | .8755 |
| TRENTON | 330.8 | 118.6 | 6,782,113 | 2,708,053 | .1615 |
| VINELAND - MILLVILLE - BRIDGETON | 139.1 | 47.1 | 1,874,468 | 1,039,955 | .0533 |

| County | Metropolitan Area |
|---|---|
| Atlantic | Atlantic City |
| Bergen | Bergen - Passaic |
| Burlington | Philadelphia, Pa. |
| Camden | Philadelphia, Pa. |
| Cape May | Atlantic City |
| Cumberland | Vineland - Millville - Bridgeton |
| Essex | Newark |
| Gloucester | Philadelphia, Pa. |
| Hudson | Jersey City |
| Hunterdon | Middlesex - Somerset - Hunterdon |
| Mercer | Trenton |

| County | Metropolitan Area |
|---|---|
| Middlesex | Middlesex - Somerset - Hunterdon |
| Monmouth | Monmouth - Ocean |
| Morris | Newark |
| Ocean | Monmouth - Ocean |
| Passaic | Bergen - Passaic |
| Salem | Wilmington, Del. |
| Somerset | Middlesex - Somerset - Hunterdon |
| Sussex | Newark |
| Union | Newark |
| Warren | Allentown - Bethlehem - Easton, Pa. |

# NEW JERSEY

KEY

**PASSAIC COUNTY**
1. Paterson
2. Clifton
3. Passaic
4. Wayne Twp

**MIDDLESEX COUNTY**
1. Edison
2. New Brunswick
3. Old Bridge Twp
4. Perth Amboy
5. Piscataway
6. Woodbridge

**ESSEX COUNTY**
1. Bloomfield Twp
2. East Orange
3. Irvington Twp
4. Newark

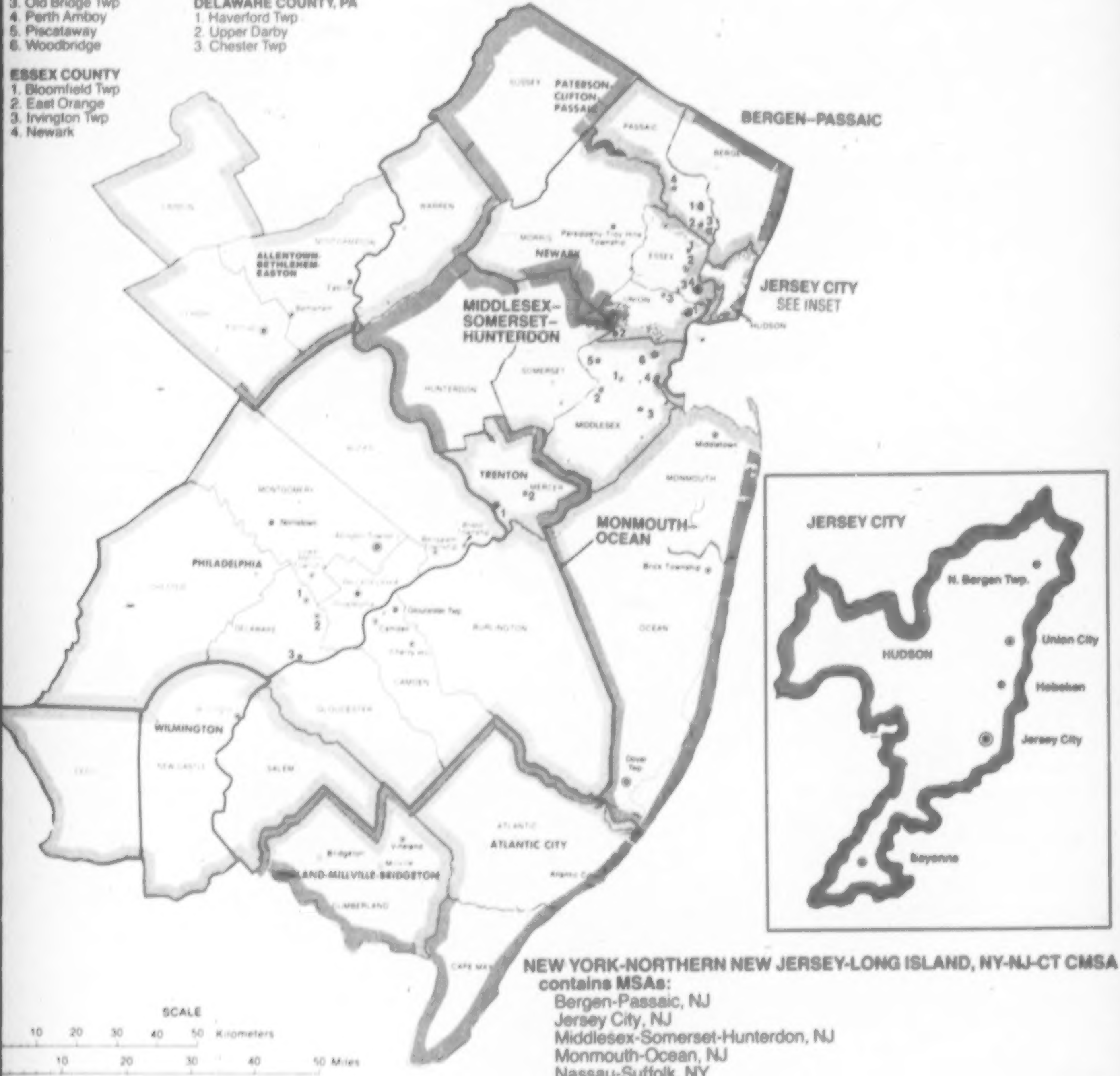
KEY

**UNION COUNTY**
1. Elizabeth
2. Plainfield
3. Union Twp

**MERCER COUNTY**
1. Trenton
2. Hamilton Twp

**DELAWARE COUNTY, PA**
1. Haverford Twp
2. Upper Darby
3. Chester Twp

**PHILADELPHIA-WILMINGTON-TRENTON, PA-NJ-DE-MD CMSA**
**contains MSAs:**
Philadelphia, PA-NJ
Trenton, NJ
Vineland-Millville-Bridgeton, NJ
Wilmington, DE


SUSSEX
PATERSON-CLIFTON-PASSAIC
PASSAIC
BERGEN
BERGEN–PASSAIC
WARREN
MORRIS
Parsippany-Troy Hills Township
NEWARK
ESSEX
UNION
JERSEY CITY
SEE INSET
HUDSON
CARBON
NORTHAMPTON
ALLENTOWN-BETHLEHEM-EASTON
LEHIGH
Easton
Bethlehem
Allentown
MIDDLESEX-SOMERSET-HUNTERDON
HUNTERDON
SOMERSET
MIDDLESEX
Middletown
MONMOUTH
BUCKS
TRENTON
MERCER
MONTGOMERY
Norristown
Abington Township
Bensalem Township
Bristol Township
PHILADELPHIA
CHESTER
DELAWARE
Camden
Cherry Hill
Gloucester Twp
BURLINGTON
CAMDEN
MONMOUTH-OCEAN
Brick Township
OCEAN
GLOUCESTER
WILMINGTON
NEW CASTLE
SALEM
Dover Twp
CECIL
Bridgeton
Vineland
Millville
VINELAND-MILLVILLE-BRIDGETON
CUMBERLAND
ATLANTIC
ATLANTIC CITY
Atlantic City
CAPE MAY
JERSEY CITY
N. Bergen Twp.
HUDSON
Union City
Hoboken
Jersey City
Bayonne
SCALE
10 20 30 40 50 Kilometers
10 20 30 40 50 Miles

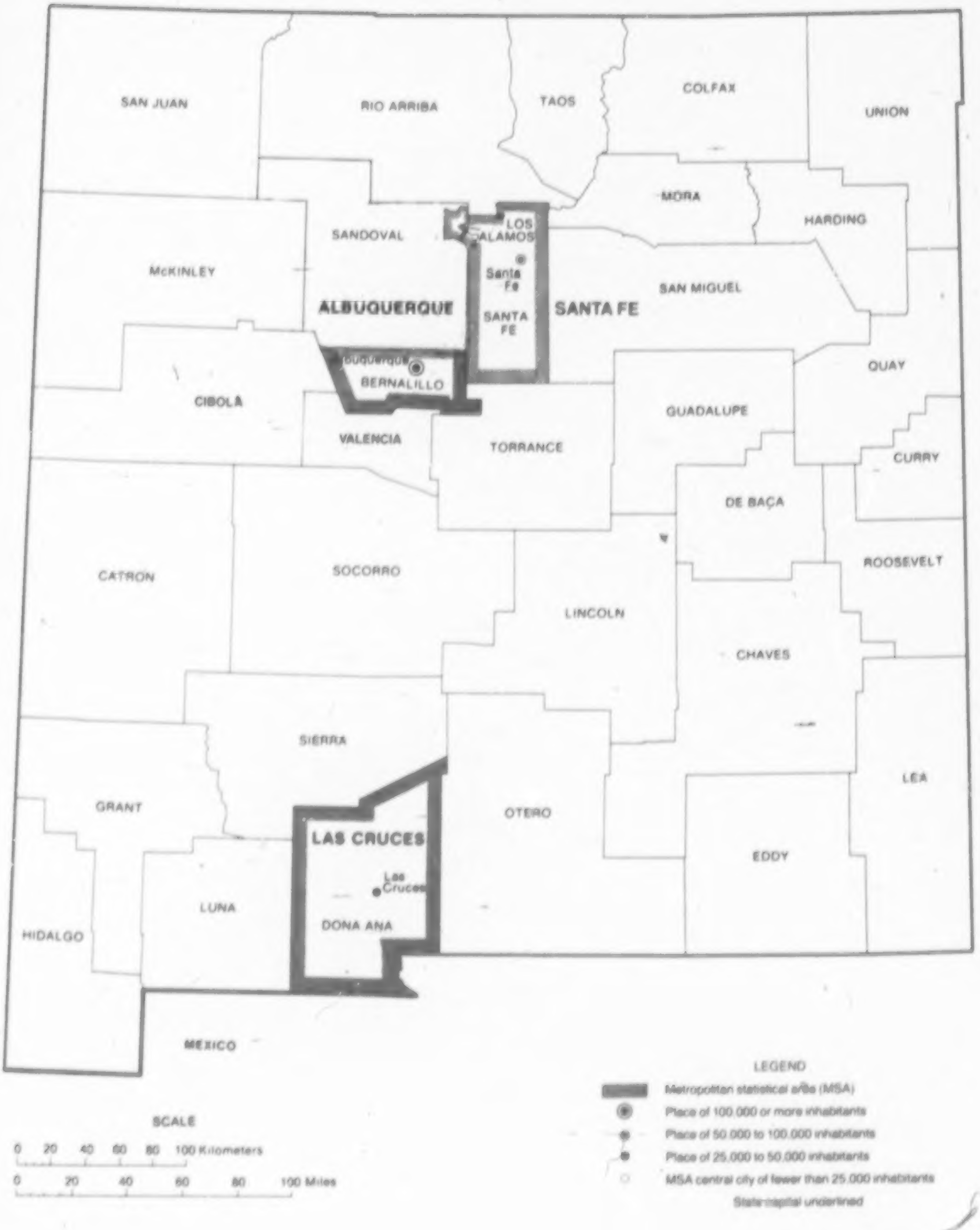
**NEW YORK-NORTHERN NEW JERSEY-LONG ISLAND, NY-NJ-CT CMSA**
**contains MSAs:**
Bergen-Passaic, NJ
Jersey City, NJ
Middlesex-Somerset-Hunterdon, NJ
Monmouth-Ocean, NJ
Nassau-Suffolk, NY
New York, NY
Newark, NJ
Orange County, NY
**and NECMA:**
Bridgeport-Stamford-Norwalk, Danbury, CT

# NEW MEXICO
## METROPOLITAN DATA SUMMARY
(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/91 POPULATION (Thousands) | 12/31/91 HOUSEHOLDS (Thousands) | 1991 EFFECTIVE BUYING INCOME ($000) | 1991 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| ALBUQUERQUE | 503.5 | 194.9 | 6,978,337 | 4,036,429 | .1998 |
| LAS CRUCES | 142.6 | 47.4 | 1,360,283 | 642,154 | .0400 |
| SANTA FE | 120.9 | 46.5 | 2,033,098 | 920,812 | .0520 |

| County | Metropolitan Area |
|---|---|
| Bernalillo | Albuquerque |
| Dona Ana | Las Cruces |
| Los Alamos | Santa Fe |
| Santa Fe | Santa Fe |

# NEW MEXICO


SAN JUAN
RIO ARRIBA
TAOS
COLFAX
UNION
MORA
HARDING
SANDOVAL
LOS ALAMOS
McKINLEY
Santa Fe
SANTA FE
ALBUQUERQUE
SAN MIGUEL
Albuquerque
BERNALILLO
QUAY
CIBOLA
GUADALUPE
VALENCIA
TORRANCE
CURRY
DE BAÇA
CATRON
SOCORRO
ROOSEVELT
LINCOLN
CHAVES
SIERRA
LEA
GRANT
OTERO
LAS CRUCES
Las Cruces
EDDY
LUNA
DONA ANA
HIDALGO
MEXICO
LEGEND
Metropolitan statistical area (MSA)
Place of 100,000 or more inhabitants
Place of 50,000 to 100,000 inhabitants
Place of 25,000 to 50,000 inhabitants
MSA central city of fewer than 25,000 inhabitants
State capital underlined
SCALE
0 20 40 60 80 100 Kilometers
0 20 40 60 80 100 Miles

# NEW YORK

## METROPOLITAN DATA SUMMARY

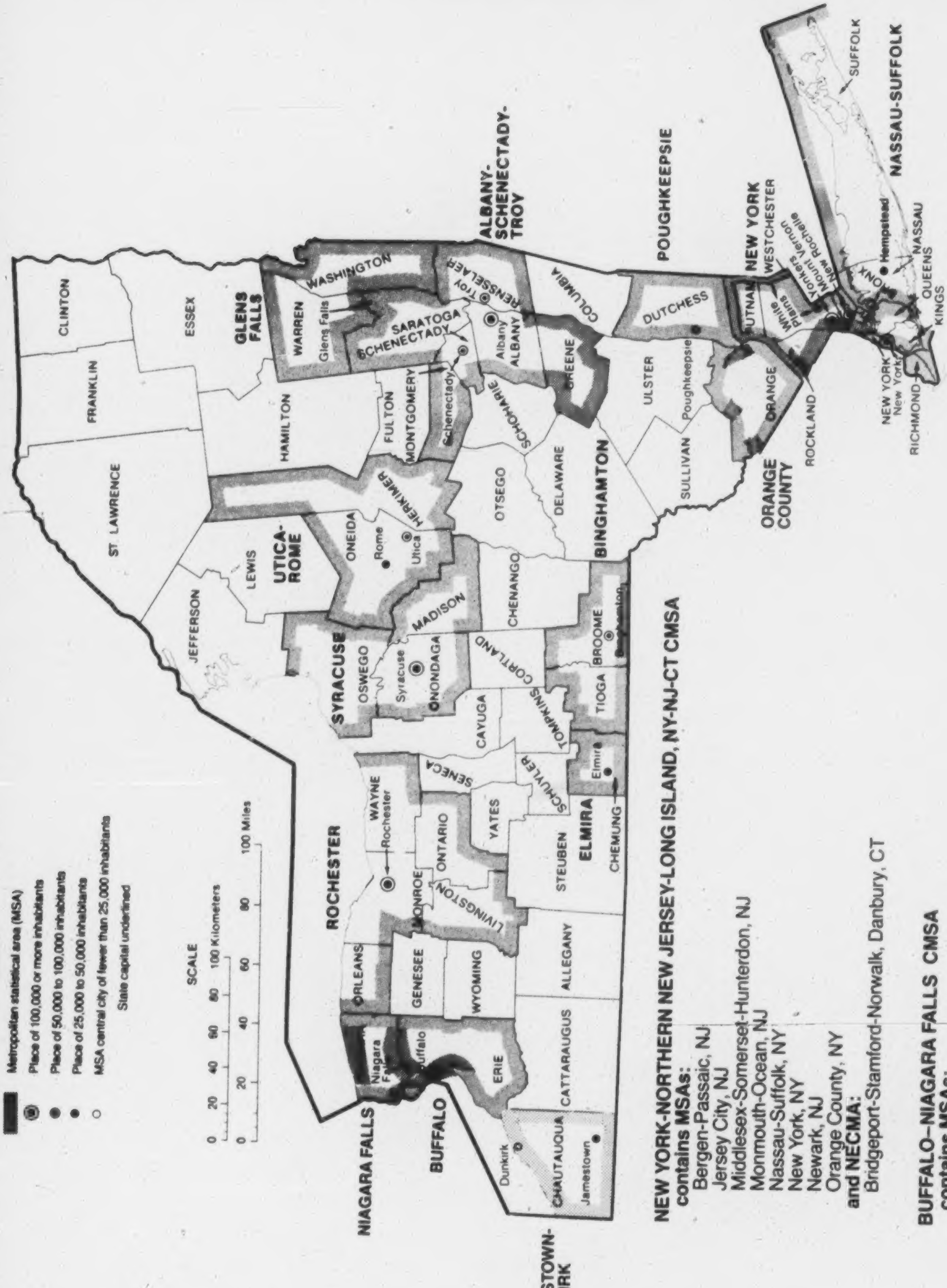
(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/91 POPULATION (Thousands) | 12/31/91 HOUSEHOLDS (Thousands) | 1991 EFFECTIVE BUYING INCOME ($000) | 1991 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| **ALBANY - SCHENECTADY - TROY** | 886.2 | 340.7 | 13,817,504 | 6,971,896 | .3697 |
| **BINGHAMTON** | 264.1 | 100.4 | 3,667,013 | 1,905,840 | .1013 |
| **BUFFALO** | 964.4 | 376.3 | 13,260,348 | 6,873,197 | .3671 |
| ***BUFFALO - NIAGARA FALLS CONSOLIDATED AREA*** | *1,185.1* | *461.3* | *16,191,765* | *8,335,500* | *.4479* |
| **ELMIRA** | 95.6 | 35.5 | 1,218,757 | 676,981 | .0350 |
| **GLENS FALLS** | 120.7 | 43.8 | 1,653,312 | 963,701 | .0474 |
| **JAMESTOWN - DUNKIRK** | 140.8 | 53.3 | 1,401,196 | 856,749 | .0440 |
| **NASSAU - SUFFOLK** | 2,653.2 | 867.6 | 53,636,941 | 25,171,481 | 1.3430 |
| **NEW YORK** | 8,627.2 | 3,260.1 | 149,120,140 | 48,759,376 | 3.4832 |
| ***NEW YORK - NORTHERN NEW JERSEY - LONG ISLAND CONSOLIDATED AREA*** | *18,131.2* | *6,602.8* | *346,788,883* | *130,124,509* | *8.2235* |
| **NIAGARA FALLS** | 220.7 | 85.0 | 2,931,417 | 1,462,303 | .0808 |
| **ORANGE COUNTY** | 318.1 | 104.9 | 4,948,106 | 2,302,542 | .1294 |
| **POUGHKEEPSIE** | 265.1 | 91.6 | 4,567,297 | 2,261,077 | .1195 |
| **ROCHESTER** | 1,008.0 | 376.8 | 15,453,199 | 7,440,110 | .4093 |
| **SYRACUSE** | 662.7 | 245.0 | 9,379,763 | 4,799,631 | .2572 |
| **UTICA - ROME** | 316.1 | 116.8 | 3,970,361 | 2,040,739 | .1117 |

| County | Metropolitan Area |
|---|---|
| Albany | Albany - Schenectady - Troy |
| Bronx | New York |
| Broome | Binghamton |
| Chautauqua | Jamestown - Dunkirk |
| Chemung | Elmira |
| Dutchess | Poughkeepsie |
| Erie | Buffalo |
| Greene | Albany - Schenectady - Troy |
| Herkimer | Utica - Rome |
| Kings | New York |
| Livingston | Rochester |
| Madison | Syracuse |
| Monroe | Rochester |
| Montgomery | Albany - Schenectady - Troy |
| Nassau | Nassau - Suffolk |
| New York | New York |
| Niagara | Niagara Falls |
| Oneida | Utica - Rome |

| County | Metropolitan Area |
|---|---|
| Onondaga | Syracuse |
| Ontario | Rochester |
| Orange | Orange County |
| Orleans | Rochester |
| Oswego | Syracuse |
| Putnam | New York |
| Queens | New York |
| Rensselaer | Albany - Schenectady - Troy |
| Richmond | New York |
| Rockland | New York |
| Saratoga | Albany - Schenectady - Troy |
| Schenectady | Albany - Schenectady - Troy |
| Suffolk | Nassau - Suffolk |
| Tioga | Binghamton |
| Warren | Glens Falls |
| Washington | Glens Falls |
| Wayne | Rochester |
| Westchester | New York |

# NEW YORK


LEGEND
Metropolitan statistical area (MSA)
Place of 100,000 or more inhabitants
Place of 50,000 to 100,000 inhabitants
Place of 25,000 to 50,000 inhabitants
MSA central city of fewer than 25,000 inhabitants
State capital underlined
SCALE
0 20 40 60 80 100 Miles
0 20 40 60 80 100 Kilometers
CLINTON
FRANKLIN
ST. LAWRENCE
ESSEX
GLENS FALLS
WARREN
Glens Falls
WASHINGTON
HAMILTON
JEFFERSON
LEWIS
UTICA-ROME
ONEIDA
Rome
Utica
HERKIMER
FULTON
MONTGOMERY
SARATOGA
SCHENECTADY
Schenectady
ALBANY-SCHENECTADY-TROY
RENSSELAER
Troy
Albany
ALBANY
SCHOHARIE
GREENE
COLUMBIA
OTSEGO
DELAWARE
BINGHAMTON
CHENANGO
MADISON
SYRACUSE
OSWEGO
Syracuse
ONONDAGA
CORTLAND
BROOME
Binghamton
TIOGA
TOMPKINS
CAYUGA
SENECA
SCHUYLER
Elmira
ELMIRA
CHEMUNG
ROCHESTER
WAYNE
Rochester
ONTARIO
YATES
STEUBEN
MONROE
LIVINGSTON
ORLEANS
GENESEE
WYOMING
ALLEGANY
NIAGARA FALLS
Niagara Falls
Buffalo
BUFFALO
ERIE
CATTARAUGUS
CHAUTAUQUA
Dunkirk
Jamestown
JAMESTOWN-DUNKIRK
POUGHKEEPSIE
DUTCHESS
ULSTER
Poughkeepsie
SULLIVAN
ORANGE
ORANGE COUNTY
ROCKLAND
PUTNAM
NEW YORK
WESTCHESTER
White Plains
Yonkers
Mount Vernon
New Rochelle
BRONX
Hempstead
NASSAU
QUEENS
KINGS
NEW YORK
New York
RICHMOND
SUFFOLK
NASSAU-SUFFOLK

**NEW YORK-NORTHERN NEW JERSEY-LONG ISLAND, NY-NJ-CT CMSA**
**contains MSAs:**
Bergen-Passaic, NJ
Jersey City, NJ
Middlesex-Somerset-Hunterdon, NJ
Monmouth-Ocean, NJ
Nassau-Suffolk, NY
New York, NY
Newark, NJ
Orange County, NY
**and NECMA:**
Bridgeport-Stamford-Norwalk, Danbury, CT

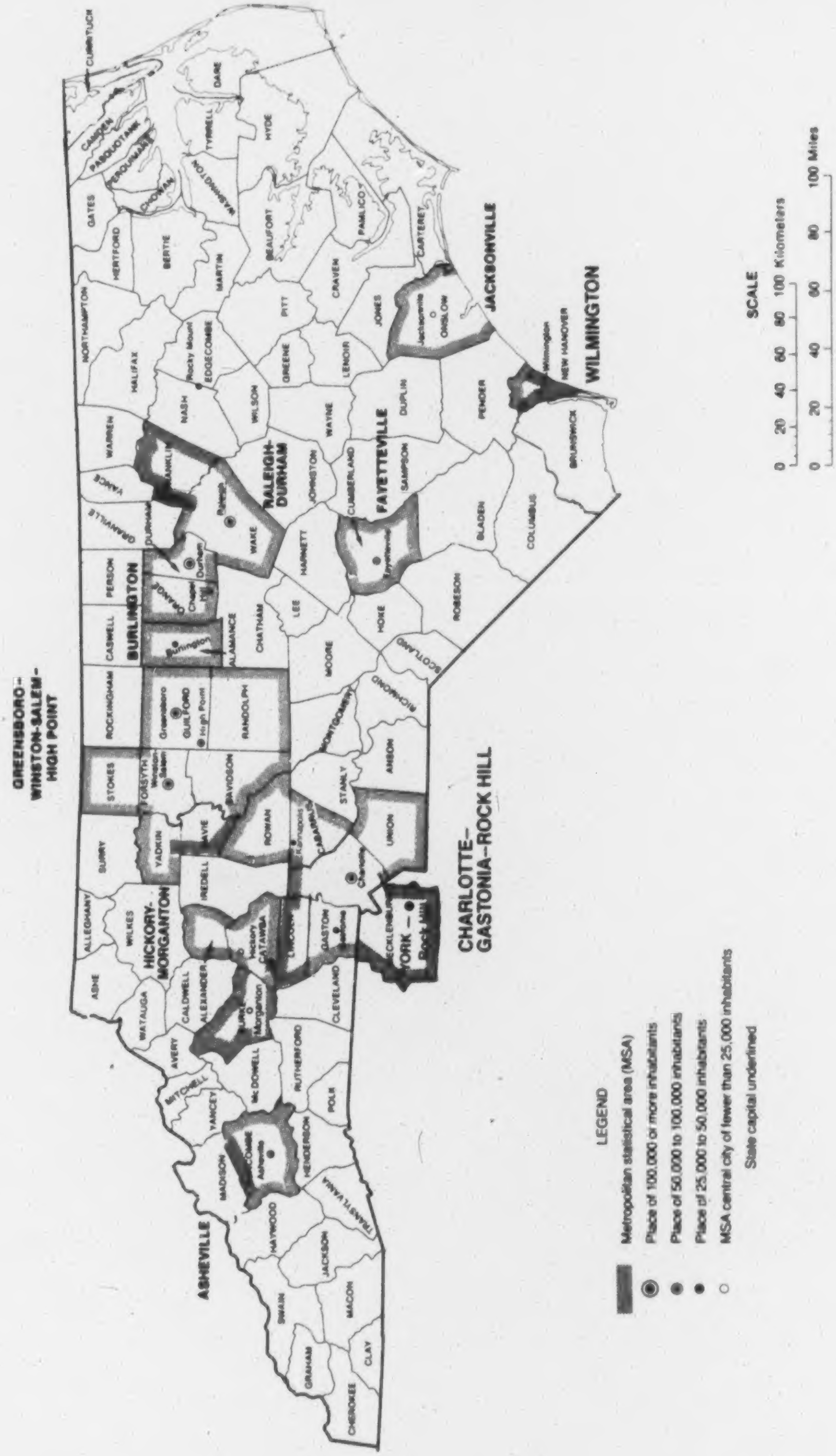
**BUFFALO–NIAGARA FALLS CMSA**
**contains MSAs:**
Buffalo, NY
Niagara Falls, NY

# NORTH CAROLINA
## METROPOLITAN DATA SUMMARY
(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/91 POPULATION (Thousands) | 12/31/91 HOUSEHOLDS (Thousands) | 1991 EFFECTIVE BUYING INCOME ($000) | 1991 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| ASHEVILLE | 177.7 | 72.2 | 2,373,607 | 1,334,803 | .0679 |
| BURLINGTON | 109.9 | 43.4 | 1,491,854 | 900,048 | .0435 |
| CHARLOTTE - GASTONIA - ROCK HILL | 1,200.4 | 455.6 | 17,448,531 | 8,749,247 | .4727 |
| FAYETTEVILLE | 278.1 | 92.6 | 3,100,589 | 1,719,843 | .0919 |
| GREENSBORO - WINSTON-SALEM - HIGH POINT | 961.1 | 380.0 | 13,665,330 | 7,348,775 | .3802 |
| HICKORY - MORGANTON | 226.0 | 86.9 | 2,877,284 | 1,563,932 | .0821 |
| JACKSONVILLE | 153.5 | 42.4 | 1,728,365 | 759,280 | .0478 |
| RALEIGH - DURHAM | 768.5 | 301.4 | 12,496,707 | 6,216,681 | .3304 |
| WILMINGTON | 123.0 | 49.3 | 1,720,435 | 1,163,612 | .0520 |

| County | Metropolitan Area |
|---|---|
| Alamance | Burlington |
| Alexander | Hickory - Morganton |
| Buncombe | Asheville |
| Burke | Hickory - Morganton |
| Cabarrus | Charlotte - Gastonia - Rock Hill |
| Catawba | Hickory - Morganton |
| Cumberland | Fayetteville |
| Davidson | Greensboro - Winston-Salem - High Point |
| Davie | Greensboro - Winston-Salem - High Point |
| Durham | Raleigh - Durham |
| Forsyth | Greensboro - Winston-Salem - High Point |
| Franklin | Raleigh - Durham |
| Gaston | Charlotte - Gastonia - Rock Hill |
| Guilford | Greensboro - Winston-Salem - High Point |
| Lincoln | Charlotte - Gastonia - Rock Hill |
| Mecklenburg | Charlotte - Gastonia - Rock Hill |
| New Hanover | Wilmington |
| Onslow | Jacksonville |
| Orange | Raleigh - Durham |
| Randolph | Greensboro - Winston-Salem - High Point |
| Rowan | Charlotte - Gastonia - Rock Hill |
| Stokes | Greensboro - Winston-Salem - High Point |
| Union | Charlotte - Gastonia - Rock Hill |
| Wake | Raleigh - Durham |
| Yadkin | Greensboro - Winston-Salem - High Point |

# NORTH CAROLINA



GREENSBORO–WINSTON-SALEM–HIGH POINT
BURLINGTON
RALEIGH-DURHAM
FAYETTEVILLE
JACKSONVILLE
WILMINGTON
CHARLOTTE–GASTONIA–ROCK HILL
HICKORY-MORGANTON
ASHEVILLE
CURRITUCK
CAMDEN
PASQUOTANK
PERQUIMANS
CHOWAN
GATES
HERTFORD
BERTIE
WASHINGTON
TYRRELL
DARE
HYDE
BEAUFORT
MARTIN
PAMLICO
CARTERET
CRAVEN
PITT
NORTHAMPTON
HALIFAX
Rocky Mount
EDGECOMBE
NASH
WILSON
GREENE
LENOIR
JONES
Jacksonville
ONSLOW
WARREN
VANCE
FRANKLIN
Raleigh
WAKE
JOHNSTON
WAYNE
DUPLIN
PENDER
Wilmington
NEW HANOVER
BRUNSWICK
GRANVILLE
DURHAM
Durham
Chapel Hill
ORANGE
PERSON
CASWELL
ALAMANCE
Burlington
CHATHAM
HARNETT
LEE
CUMBERLAND
Fayetteville
SAMPSON
BLADEN
COLUMBUS
ROBESON
HOKE
SCOTLAND
MOORE
RICHMOND
MONTGOMERY
ROCKINGHAM
Greensboro
GUILFORD
High Point
RANDOLPH
STOKES
FORSYTH
Winston-Salem
DAVIDSON
STANLY
ANSON
SURRY
YADKIN
DAVIE
ROWAN
CABARRUS
Kannapolis
UNION
Charlotte
MECKLENBURG
YORK
Rock Hill
ALLEGHANY
ASHE
WILKES
IREDELL
ALEXANDER
Hickory
CATAWBA
LINCOLN
GASTON
Gastonia
CLEVELAND
WATAUGA
CALDWELL
BURKE
Morganton
AVERY
MITCHELL
YANCEY
McDOWELL
RUTHERFORD
POLK
MADISON
BUNCOMBE
Asheville
HENDERSON
TRANSYLVANIA
HAYWOOD
JACKSON
SWAIN
MACON
GRAHAM
CHEROKEE
CLAY
LEGEND
Metropolitan statistical area (MSA)
Place of 100,000 or more inhabitants
Place of 50,000 to 100,000 inhabitants
Place of 25,000 to 50,000 inhabitants
MSA central city of fewer than 25,000 inhabitants
State capital underlined
SCALE
0 20 40 60 80 100 Kilometers
0 20 40 60 80 100 Miles

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1992 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# NORTH DAKOTA

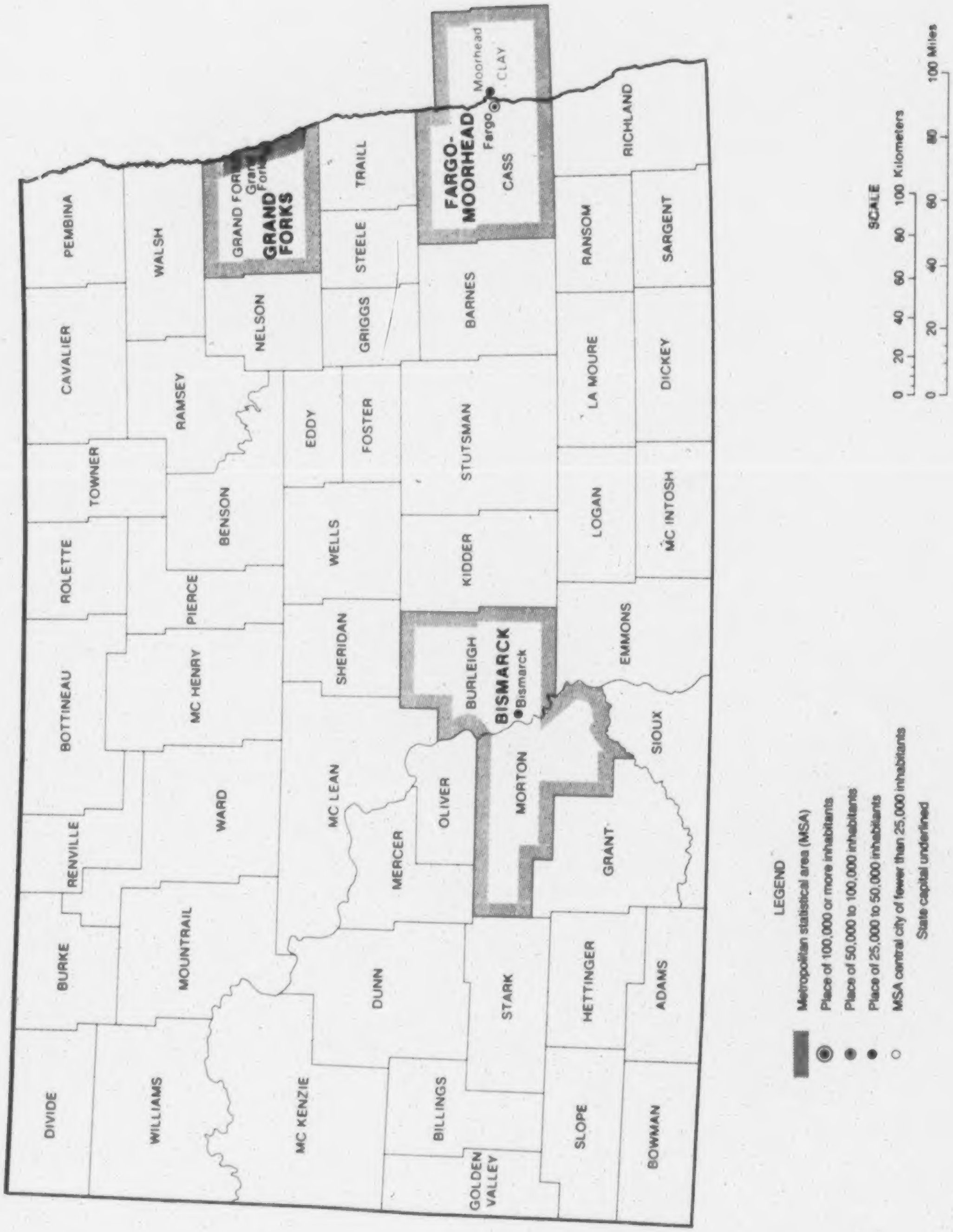
## METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/91 POPULATION (Thousands) | 12/31/91 HOUSEHOLDS (Thousands) | 1991 EFFECTIVE BUYING INCOME ($000) | 1991 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| BISMARCK | 84.0 | 31.5 | 1,170,576 | 737,213 | .0344 |
| FARGO - MOORHEAD | 156.0 | 58.9 | 2,147,798 | 1,387,563 | .0641 |
| GRAND FORKS | 71.7 | 25.7 | 927,700 | 670,639 | .0290 |

| County | Metropolitan Area |
|---|---|
| Burleigh | Bismarck |
| Cass | Fargo - Moorhead |
| Grand Forks | Grand Forks |
| Morton | Bismarck |

# NORTH DAKOTA


PEMBINA
WALSH
GRAND FORKS
Grand Forks
GRAND FORKS
TRAILL
FARGO-MOORHEAD
Fargo
CASS
Moorhead
CLAY
RICHLAND
CAVALIER
NELSON
STEELE
GRIGGS
BARNES
RANSOM
SARGENT
TOWNER
RAMSEY
EDDY
FOSTER
STUTSMAN
LA MOURE
DICKEY
ROLETTE
BENSON
WELLS
KIDDER
LOGAN
MC INTOSH
BOTTINEAU
PIERCE
MC HENRY
SHERIDAN
BURLEIGH
BISMARCK
Bismarck
EMMONS
RENVILLE
WARD
MC LEAN
OLIVER
MORTON
SIOUX
GRANT
MERCER
BURKE
MOUNTRAIL
DUNN
STARK
HETTINGER
ADAMS
DIVIDE
WILLIAMS
MC KENZIE
BILLINGS
GOLDEN VALLEY
SLOPE
BOWMAN
SCALE
0 20 40 60 80 100 Kilometers
0 20 40 60 80 100 Miles
LEGEND
▮ Metropolitan statistical area (MSA)
◉ Place of 100,000 or more inhabitants
● Place of 50,000 to 100,000 inhabitants
• Place of 25,000 to 50,000 inhabitants
○ MSA central city of fewer than 25,000 inhabitants
State capital underlined

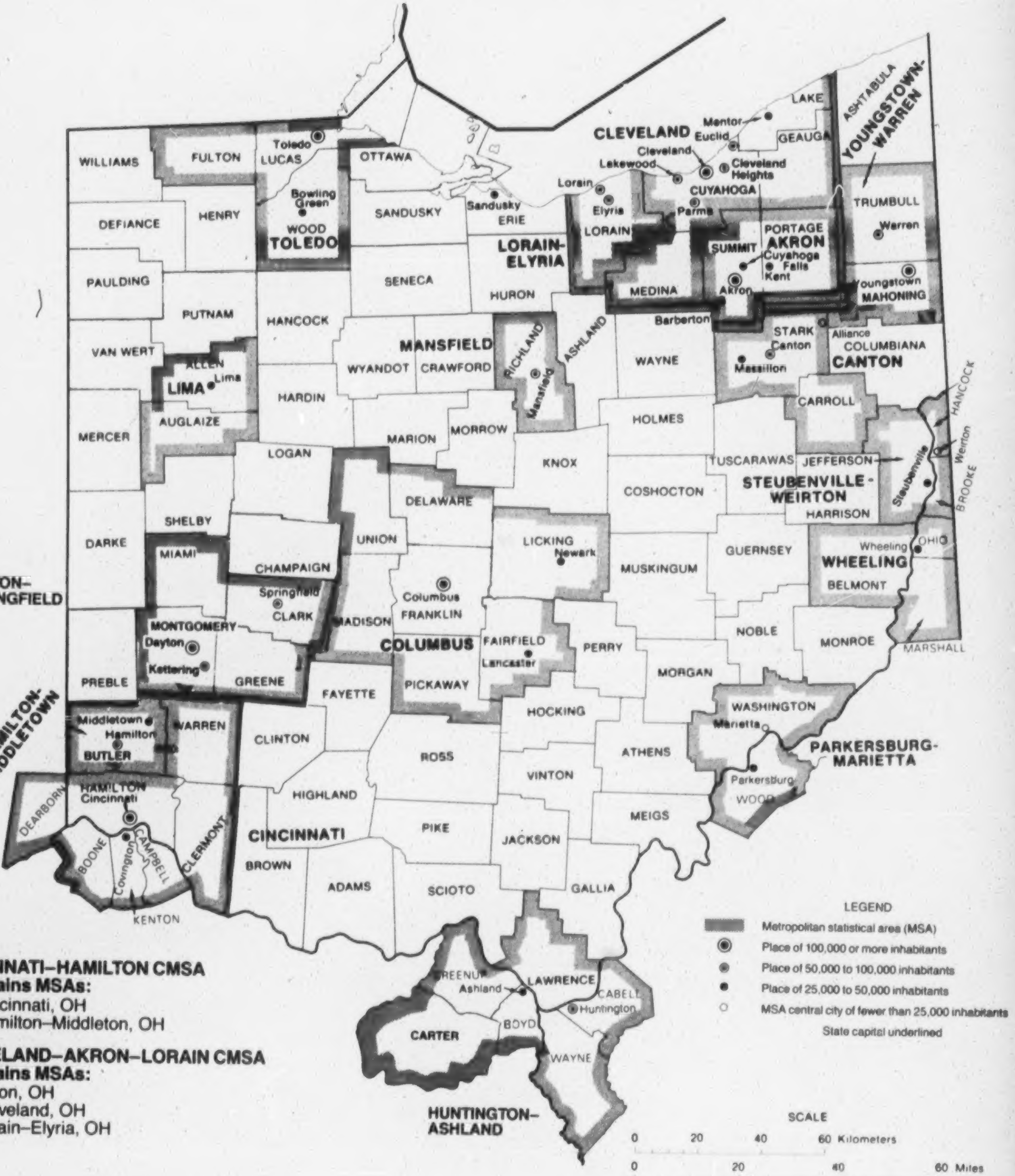
# OHIO
## METROPOLITAN DATA SUMMARY
(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/91 POPULATION (Thousands) | 12/31/91 HOUSEHOLDS (Thousands) | 1991 EFFECTIVE BUYING INCOME ($000) | 1991 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| AKRON | 661.2 | 250.9 | 9,527,448 | 4,633,778 | .2562 |
| CANTON | 395.1 | 149.8 | 5,233,570 | 2,796,293 | .1472 |
| CINCINNATI | 1,466.0 | 554.2 | 22,408,196 | 11,301,759 | .6024 |
| *CINCINNATI - HAMILTON CONSOLIDATED AREA* | *1,763.5* | *661.1* | *26,617,203* | *13,016,062* | *.7105* |
| CLEVELAND | 1,825.8 | 710.9 | 28,009,404 | 13,429,474 | .7410 |
| *CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA* | *2,759.5* | *1,057.6* | *40,866,158* | *19,776,060* | *1.0916* |
| COLUMBUS | 1,407.2 | 534.5 | 21,361,169 | 11,017,287 | .5788 |
| DAYTON - SPRINGFIELD | 959.9 | 367.7 | 14,004,896 | 7,075,679 | .3801 |
| HAMILTON - MIDDLETOWN | 297.5 | 106.9 | 4,209,007 | 1,714,303 | .1081 |
| LIMA | 155.8 | 55.8 | 1,903,158 | 1,256,475 | .0584 |
| LORAIN - ELYRIA | 272.5 | 95.8 | 3,329,306 | 1,712,808 | .0944 |
| MANSFIELD | 126.1 | 48.1 | 1,645,434 | 976,218 | .0481 |
| PARKERSBURG - MARIETTA | 148.6 | 57.7 | 1,850,848 | 1,085,469 | .0543 |
| STEUBENVILLE - WEIRTON | 140.8 | 54.7 | 1,715,190 | 777,653 | .0469 |
| TOLEDO | 619.0 | 232.8 | 8,511,504 | 4,676,569 | .2399 |
| YOUNGSTOWN - WARREN | 489.2 | 186.5 | 6,039,451 | 3,620,789 | .1792 |

| County | Metropolitan Area |
|---|---|
| Allen | Lima |
| Auglaize | Lima |
| Belmont | Wheeling, W. Va. |
| Butler | Hamilton - Middletown |
| Carroll | Canton |
| Clark | Dayton - Springfield |
| Clermont | Cincinnati |
| Cuyahoga | Cleveland |
| Delaware | Columbus |
| Fairfield | Columbus |
| Franklin | Columbus |
| Fulton | Toledo |
| Geauga | Cleveland |
| Greene | Dayton - Springfield |
| Hamilton | Cincinnati |
| Jefferson | Steubenville - Weirton |
| Lake | Cleveland |
| Lawrence | Huntington - Ashland, W. Va. - Ky. |

| County | Metropolitan Area |
|---|---|
| Licking | Columbus |
| Lorain | Lorain - Elyria |
| Lucas | Toledo |
| Madison | Columbus |
| Mahoning | Youngstown - Warren |
| Medina | Cleveland |
| Miami | Dayton - Springfield |
| Montgomery | Dayton - Springfield |
| Pickaway | Columbus |
| Portage | Akron |
| Richland | Mansfield |
| Stark | Canton |
| Summit | Akron |
| Trumbull | Youngstown - Warren |
| Union | Columbus |
| Warren | Cincinnati |
| Washington | Parkers[illegible] Marietta |
| Wood | Toledo |

# OHIO


CLEVELAND
YOUNGSTOWN-WARREN
ASHTABULA
LAKE
GEAUGA
Mentor
Euclid
Cleveland
Lakewood
Cleveland Heights
Lorain
Elyria
CUYAHOGA
Parma
TRUMBULL
Warren
LORAIN
SUMMIT
PORTAGE
AKRON
Cuyahoga Falls
Kent
Akron
MEDINA
Youngstown
MAHONING
Barberton
STARK
Canton
Massillon
Alliance
COLUMBIANA
CANTON
WILLIAMS
FULTON
Toledo
LUCAS
OTTAWA
Bowling Green
WOOD
TOLEDO
DEFIANCE
HENRY
SANDUSKY
Sandusky
ERIE
LORAIN-ELYRIA
PAULDING
PUTNAM
HANCOCK
SENECA
HURON
ASHLAND
RICHLAND
Mansfield
MANSFIELD
WAYNE
VAN WERT
ALLEN
Lima
LIMA
WYANDOT
CRAWFORD
HARDIN
MERCER
AUGLAIZE
MARION
MORROW
HOLMES
CARROLL
HANCOCK
Weirton
Steubenville
BROOKE
TUSCARAWAS
JEFFERSON
STEUBENVILLE-WEIRTON
HARRISON
KNOX
COSHOCTON
LOGAN
DELAWARE
SHELBY
UNION
DARKE
MIAMI
CHAMPAIGN
LICKING
Newark
MUSKINGUM
GUERNSEY
Wheeling
OHIO
WHEELING
BELMONT
DAYTON-SPRINGFIELD
Springfield
CLARK
Columbus
FRANKLIN
MADISON
MONTGOMERY
Dayton
Kettering
COLUMBUS
FAIRFIELD
Lancaster
PERRY
NOBLE
MONROE
MARSHALL
PREBLE
GREENE
FAYETTE
PICKAWAY
MORGAN
HAMILTON-MIDDLETOWN
Middletown
Hamilton
BUTLER
WARREN
CLINTON
HOCKING
WASHINGTON
Marietta
PARKERSBURG-MARIETTA
ROSS
ATHENS
VINTON
Parkersburg
WOOD
DEARBORN
HAMILTON
Cincinnati
HIGHLAND
MEIGS
BOONE
Covington
CAMPBELL
CLERMONT
CINCINNATI
PIKE
JACKSON
BROWN
ADAMS
SCIOTO
GALLIA
KENTON
GREENUP
Ashland
LAWRENCE
CABELL
Huntington
BOYD
CARTER
WAYNE
HUNTINGTON-ASHLAND
LEGEND
Metropolitan statistical area (MSA)
Place of 100,000 or more inhabitants
Place of 50,000 to 100,000 inhabitants
Place of 25,000 to 50,000 inhabitants
MSA central city of fewer than 25,000 inhabitants
State capital underlined
SCALE
0 20 40 60 Kilometers
0 20 40 60 Miles

**CINCINNATI–HAMILTON CMSA contains MSAs:**
Cincinnati, OH
Hamilton–Middleton, OH

**CLEVELAND–AKRON–LORAIN CMSA contains MSAs:**
Akron, OH
Cleveland, OH
Lorain–Elyria, OH

# OKLAHOMA

## METROPOLITAN DATA SUMMARY

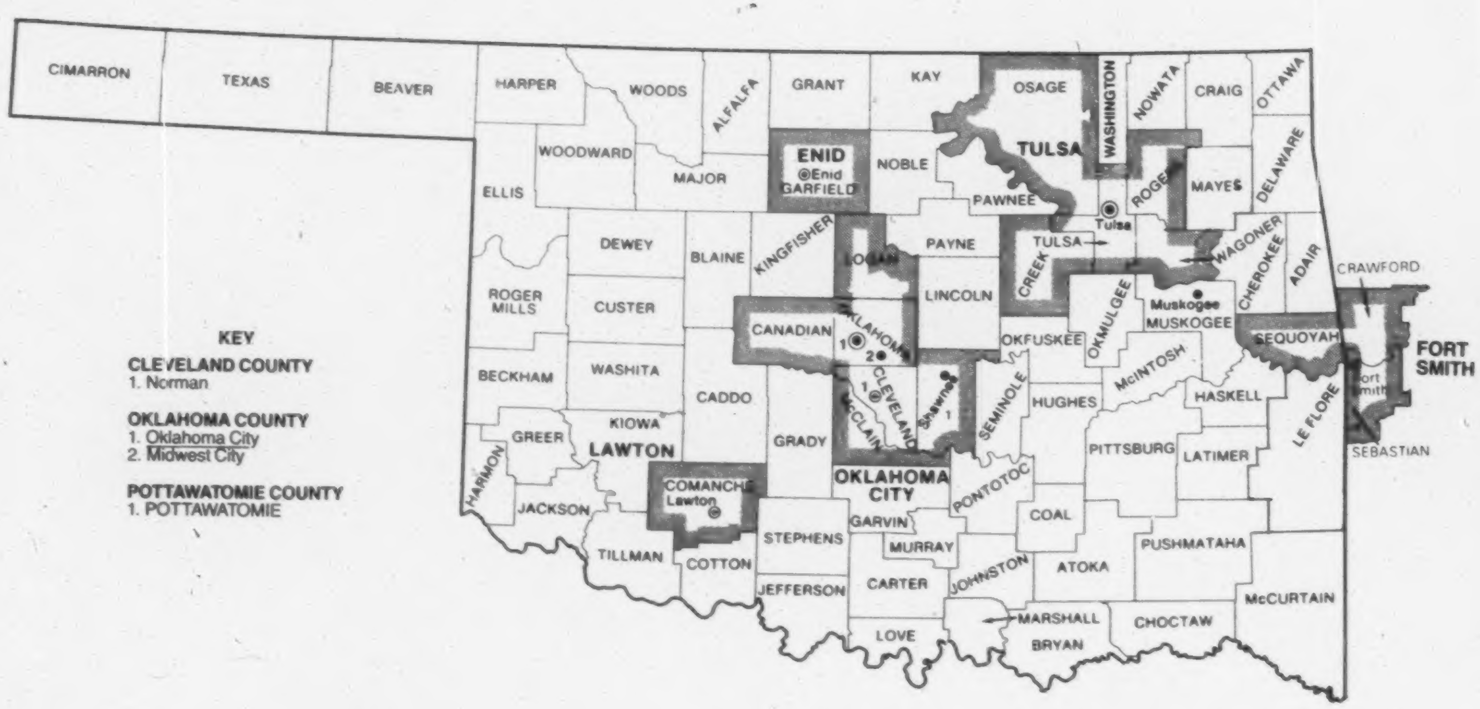
(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/91 POPULATION (Thousands) | 12/31/91 HOUSEHOLDS (Thousands) | 1991 EFFECTIVE BUYING INCOME ($000) | 1991 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| ENID | 54.8 | 21.7 | 621,828 | 398,061 | .0192 |
| LAWTON | 111.9 | 37.8 | 1,220,932 | 678,432 | .0364 |
| OKLAHOMA CITY | 968.0 | 371.2 | 12,580,300 | 7,253,250 | .3646 |
| TULSA | 715.5 | 280.0 | 9,485,966 | 5,224,460 | .2697 |

| County | Metropolitan Area |
|---|---|
| Canadian | Oklahoma City |
| Cleveland | Oklahoma City |
| Comanche | Lawton |
| Creek | Tulsa |
| Garfield | Enid |
| Logan | Oklahoma City |
| McClain | Oklahoma City |

| County | Metropolitan Area |
|---|---|
| Oklahoma | Oklahoma City |
| Osage | Tulsa |
| Pottawatomie | Oklahoma City |
| Rogers | Tulsa |
| Sequoyah | Fort Smith, Ark. |
| Tulsa | Tulsa |
| Wagoner | Tulsa |

# OKLAHOMA


CIMARRON
TEXAS
BEAVER
HARPER
WOODS
ALFALFA
GRANT
KAY
OSAGE
WASHINGTON
NOWATA
CRAIG
OTTAWA
WOODWARD
ENID
Enid
GARFIELD
NOBLE
TULSA
ROGERS
MAYES
DELAWARE
ELLIS
MAJOR
PAWNEE
Tulsa
DEWEY
BLAINE
KINGFISHER
LOGAN
PAYNE
TULSA
CREEK
WAGONER
CHEROKEE
ADAIR
CRAWFORD
ROGER MILLS
CUSTER
CANADIAN
OKLAHOMA
LINCOLN
OKMULGEE
Muskogee
MUSKOGEE
SEQUOYAH
FORT SMITH
Fort Smith
OKFUSKEE
1
2
BECKHAM
WASHITA
CADDO
CLEVELAND
McCLAIN
Shawnee
1
SEMINOLE
HUGHES
McINTOSH
HASKELL
LE FLORE
SEBASTIAN
GREER
KIOWA
LAWTON
GRADY
PITTSBURG
LATIMER
HARMON
JACKSON
COMANCHE
Lawton
OKLAHOMA CITY
PONTOTOC
GARVIN
COAL
PUSHMATAHA
STEPHENS
MURRAY
TILLMAN
COTTON
JOHNSTON
ATOKA
JEFFERSON
CARTER
McCURTAIN
MARSHALL
CHOCTAW
BRYAN
LOVE

**KEY**

**CLEVELAND COUNTY**
1. Norman

**OKLAHOMA COUNTY**
1. Oklahoma City
2. Midwest City

**POTTAWATOMIE COUNTY**
1. POTTAWATOMIE

LEGEND

▬ Metropolitan statistical area (MSA)
◉ Place of 100,000 or more inhabitants
● Place of 50,000 to 100,000 inhabitants
• Place of 25,000 to 50,000 inhabitants
○ MSA central city of fewer than 25,000 inhabitants
State capital underlined

SCALE

0 20 40 60 80 100 Kilometers
0 20 40 60 80 100 Miles

# OREGON

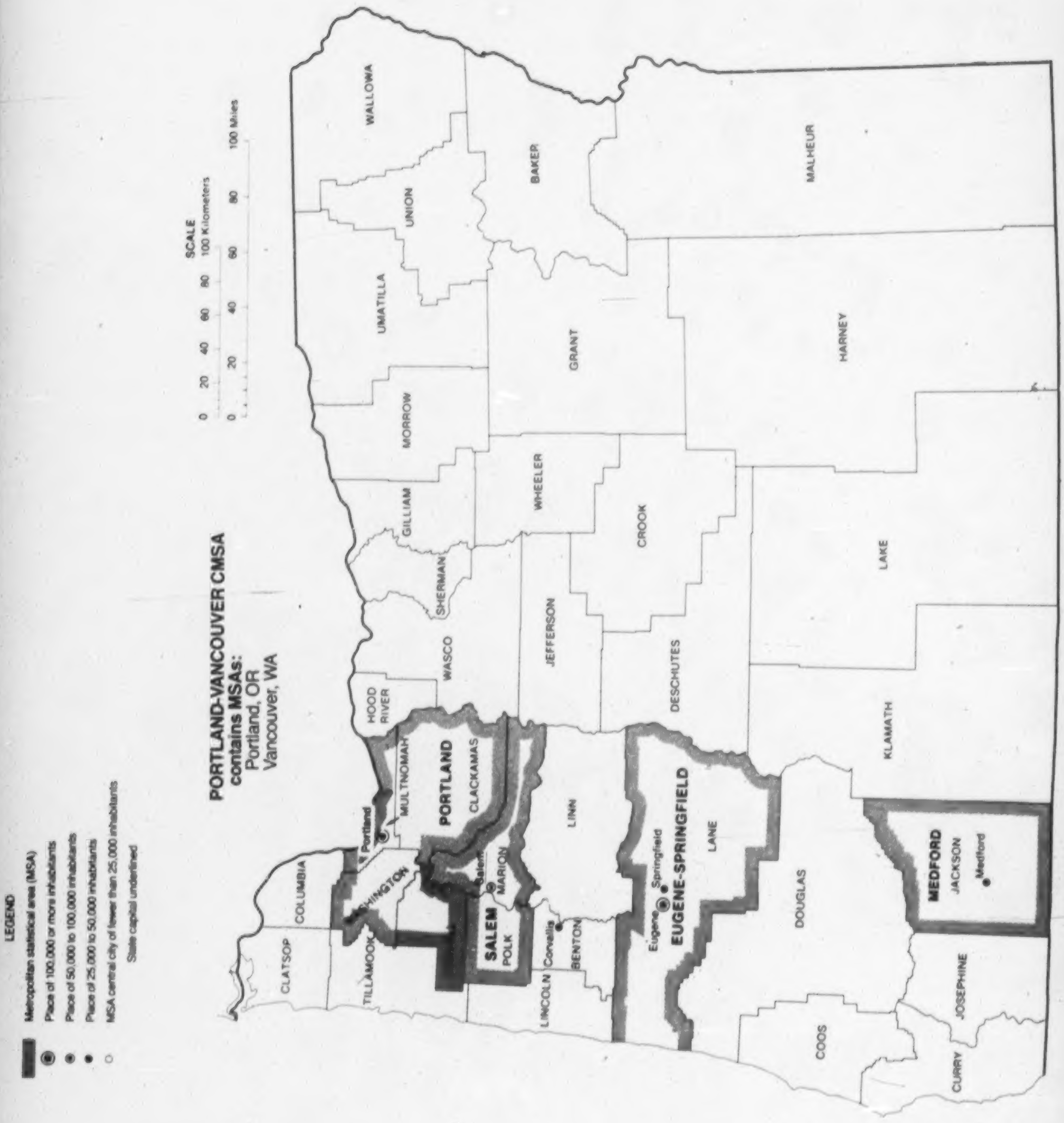
## METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/91 POPULATION (Thousands) | 12/31/91 HOUSEHOLDS (Thousands) | 1991 EFFECTIVE BUYING INCOME ($000) | 1991 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| **EUGENE - SPRINGFIELD** | 287.1 | 112.6 | 3,681,104 | 2,267,764 | .1093 |
| **MEDFORD** | 151.4 | 59.3 | 1,895,855 | 1,487,367 | .0619 |
| **PORTLAND** | 1,276.5 | 500.5 | 19,687,214 | 11,286,876 | .5507 |
| ***PORTLAND - VANCOUVER CONSOLIDATED AREA*** | *1,526.7* | *593.3* | *23,317,789* | *12,679,335* | *.6420* |
| **SALEM** | 286.4 | 104.6 | 3,630,206 | 1,928,316 | .1030 |

| County | Metropolitan Area | County | Metropolitan Area |
|---|---|---|---|
| Clackamas | Portland | Multnomah | Portland |
| Jackson | Medford | Polk | Salem |
| Lane | Eugene - Springfield | Washington | Portland |
| Marion | Salem | Yamhill | Portland |

# OREGON


LEGEND
Metropolitan statistical area (MSA)
Place of 100,000 or more inhabitants
Place of 50,000 to 100,000 inhabitants
Place of 25,000 to 50,000 inhabitants
MSA central city of fewer than 25,000 inhabitants
State capital underlined
SCALE
0 20 40 60 80 100 Kilometers
0 20 40 60 80 100 Miles
PORTLAND-VANCOUVER CMSA
contains MSAs:
Portland, OR
Vancouver, WA
PORTLAND
SALEM
EUGENE-SPRINGFIELD
MEDFORD
Portland
Salem
Eugene
Springfield
Corvallis
Medford
CLATSOP
COLUMBIA
WASHINGTON
TILLAMOOK
MULTNOMAH
CLACKAMAS
MARION
POLK
LINCOLN
BENTON
LINN
LANE
DOUGLAS
COOS
CURRY
JOSEPHINE
JACKSON
KLAMATH
LAKE
DESCHUTES
JEFFERSON
CROOK
HOOD RIVER
WASCO
SHERMAN
GILLIAM
WHEELER
MORROW
UMATILLA
GRANT
HARNEY
UNION
WALLOWA
BAKER
MALHEUR

# PENNSYLVANIA

## METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/91 POPULATION (Thousands) | 12/31/91 HOUSEHOLDS (Thousands) | 1991 EFFECTIVE BUYING INCOME ($000) | 1991 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| ALLENTOWN - BETHLEHEM - EASTON | 701.0 | 265.6 | 10,887,253 | 5,067,637 | .2847 |
| ALTOONA | 130.2 | 50.3 | 1,585,914 | 967,197 | .0475 |
| BEAVER COUNTY | 184.2 | 71.5 | 2,292,214 | 918,288 | .0604 |
| ERIE | 275.4 | 101.7 | 3,646,389 | 1,788,155 | .1001 |
| HARRISBURG - LEBANON - CARLISLE | 598.0 | 230.0 | 9,336,477 | 4,927,231 | .2534 |
| JOHNSTOWN | 238.2 | 90.8 | 2,634,240 | 1,315,957 | .0759 |
| LANCASTER | 437.6 | 156.4 | 6,576,099 | 3,181,507 | .1751 |
| PHILADELPHIA | 4,924.1 | 1,802.3 | 84,966,348 | 35,120,446 | 2.1056 |
| *PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA* | *5,986.2* | *2,185.9* | *103,282,683* | *43,684,006* | *2.5759* |
| PITTSBURGH | 2,037.9 | 815.1 | 30,378,056 | 13,598,441 | .7920 |
| *PITTSBURGH - BEAVER VALLEY CONSOLIDATED AREA* | *2,222.1* | *886.6* | *32,670,270* | *14,516,729* | *.8524* |
| READING | 342.8 | 130.0 | 5,203,317 | 2,548,238 | .1387 |
| SCRANTON - WILKES-BARRE | 739.5 | 283.1 | 9,731,681 | 5,268,973 | .2754 |
| SHARON | 119.9 | 45.3 | 1,483,757 | 699,910 | .0409 |
| STATE COLLEGE | 126.0 | 43.3 | 1,586,966 | 813,758 | .0447 |
| WILLIAMSPORT | 120.0 | 45.6 | 1,515,511 | 867,624 | .0441 |
| YORK | 427.7 | 160.1 | 6,458,905 | 3,063,336 | .1709 |

| County | Metropolitan Area |
|---|---|
| Adams | York |
| Allegheny | Pittsburgh |
| Beaver | Beaver County |
| Berks | Reading |
| Blair | Altoona |
| Bucks | Philadelphia |
| Cambria | Johnstown |
| Carbon | Allentown - Bethlehem - Easton |
| Centre | State College |
| Chester | Philadelphia |
| Columbia | Scranton - Wilkes-Barre |
| Cumberland | Harrisburg - Lebanon - Carlisle |
| Dauphin | Harrisburg - Lebanon - Carlisle |
| Delaware | Philadelphia |
| Erie | Erie |
| Fayette | Pittsburgh |
| Lackawanna | Scranton - Wilkes-Barre |

| County | Metropolitan Area |
|---|---|
| Lancaster | Lancaster |
| Lebanon | Harrisburg - Lebanon - Carlisle |
| Lehigh | Allentown - Bethlehem - Easton |
| Luzerne | Scranton - Wilkes-Barre |
| Lycoming | Williamsport |
| Mercer | Sharon |
| Monroe | Scranton - Wilkes-Barre |
| Montgomery | Philadelphia |
| Northampton | Allentown - Bethlehem - Easton |
| Perry | Harrisburg - Lebanon - Carlisle |
| Philadelphia | Philadelphia |
| Somerset | Johnstown |
| Washington | Pittsburgh |
| Westmoreland | Pittsburgh |
| Wyoming | Scranton - Wilkes-Barre |
| York | York |

# PENNSYLVANIA

KEY

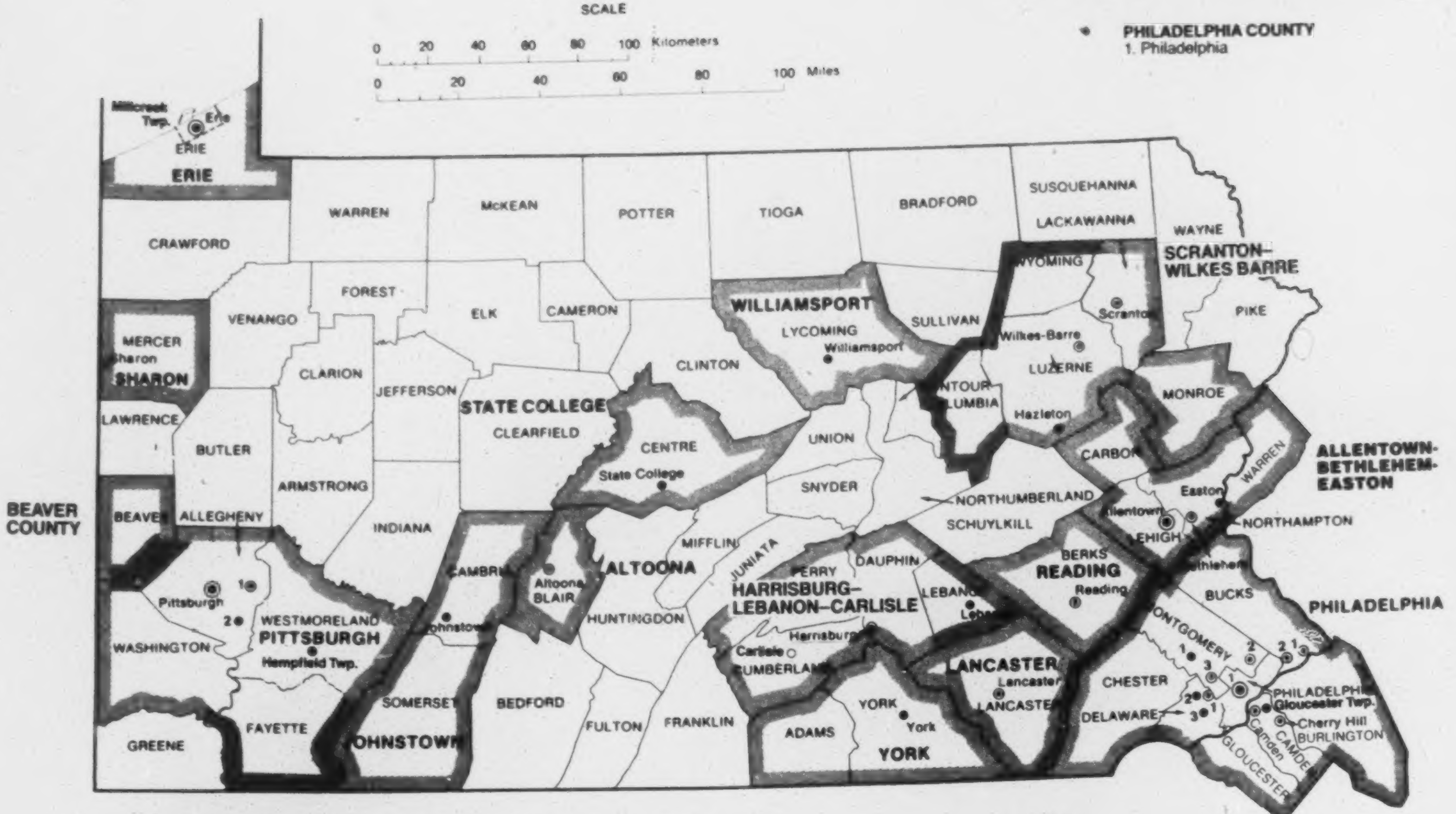
**ALLEGHENY COUNTY**
1. Penn Hills
2. McKeesport

**BUCKS COUNTY**
1. Bristol Twp
2. Bensalem Twp

**MONTGOMERY COUNTY**
1. Norristown
2. Abingdon Twp
3. Lower Merion Twp

**DELAWARE COUNTY**
1. Haverford Twp
2. Upper Darby
3. Chester Twp

**PHILADELPHIA COUNTY**
1. Philadelphia


SCALE
0 20 40 60 80 100 Kilometers
0 20 40 60 80 100 Miles
ERIE
Millcreek Twp.
Erie
CRAWFORD
WARREN
McKEAN
POTTER
TIOGA
BRADFORD
SUSQUEHANNA
LACKAWANNA
WAYNE
SCRANTON–WILKES BARRE
PIKE
WYOMING
Scranton
Wilkes-Barre
LUZERNE
Hazleton
SULLIVAN
WILLIAMSPORT
LYCOMING
Williamsport
MONTOUR
COLUMBIA
MONROE
CARBON
ALLENTOWN-BETHLEHEM-EASTON
WARREN
Easton
Allentown
LEHIGH
Bethlehem
NORTHAMPTON
MERCER
Sharon
SHARON
VENANGO
FOREST
ELK
CAMERON
CLINTON
CLARION
JEFFERSON
STATE COLLEGE
CLEARFIELD
CENTRE
State College
UNION
SNYDER
NORTHUMBERLAND
SCHUYLKILL
LAWRENCE
BUTLER
ARMSTRONG
INDIANA
BEAVER COUNTY
BEAVER
ALLEGHENY
Pittsburgh
WESTMORELAND
PITTSBURGH
Hempfield Twp.
WASHINGTON
GREENE
FAYETTE
SOMERSET
JOHNSTOWN
CAMBRIA
Johnstown
Altoona
BLAIR
ALTOONA
HUNTINGDON
MIFFLIN
JUNIATA
PERRY
DAUPHIN
HARRISBURG–LEBANON–CARLISLE
Harrisburg
Carlisle
CUMBERLAND
LEBANON
Lebanon
BEDFORD
FULTON
FRANKLIN
ADAMS
YORK
York
LANCASTER
Lancaster
BERKS
READING
Reading
BUCKS
MONTGOMERY
CHESTER
DELAWARE
PHILADELPHIA
Gloucester Twp.
Cherry Hill
BURLINGTON
Camden
CAMDEN
GLOUCESTER

LEGEND
- ▬ Metropolitan statistical area (MSA)
- ◉ Place of 100,000 or more inhabitants
- ● Place of 50,000 to 100,000 inhabitants
- • Place of 25,000 to 50,000 inhabitants
- ○ MSA central city of fewer than 25,000 inhabitants

State capital underlined

**PHILADELPHIA-WILMINGTON-TRENTON, PA-NJ-DE-MD CMSA**
**contains MSAs:**
Philadelphia, PA-NJ
Trenton, NJ
Vineland-Millville-Bridgeton, NJ
Wilmington, DE

**PITTSBURGH–BEAVER VALLEY CMSA**
**contains MSAs:**
Beaver County, PA
Pittsburgh, PA

# RHODE ISLAND

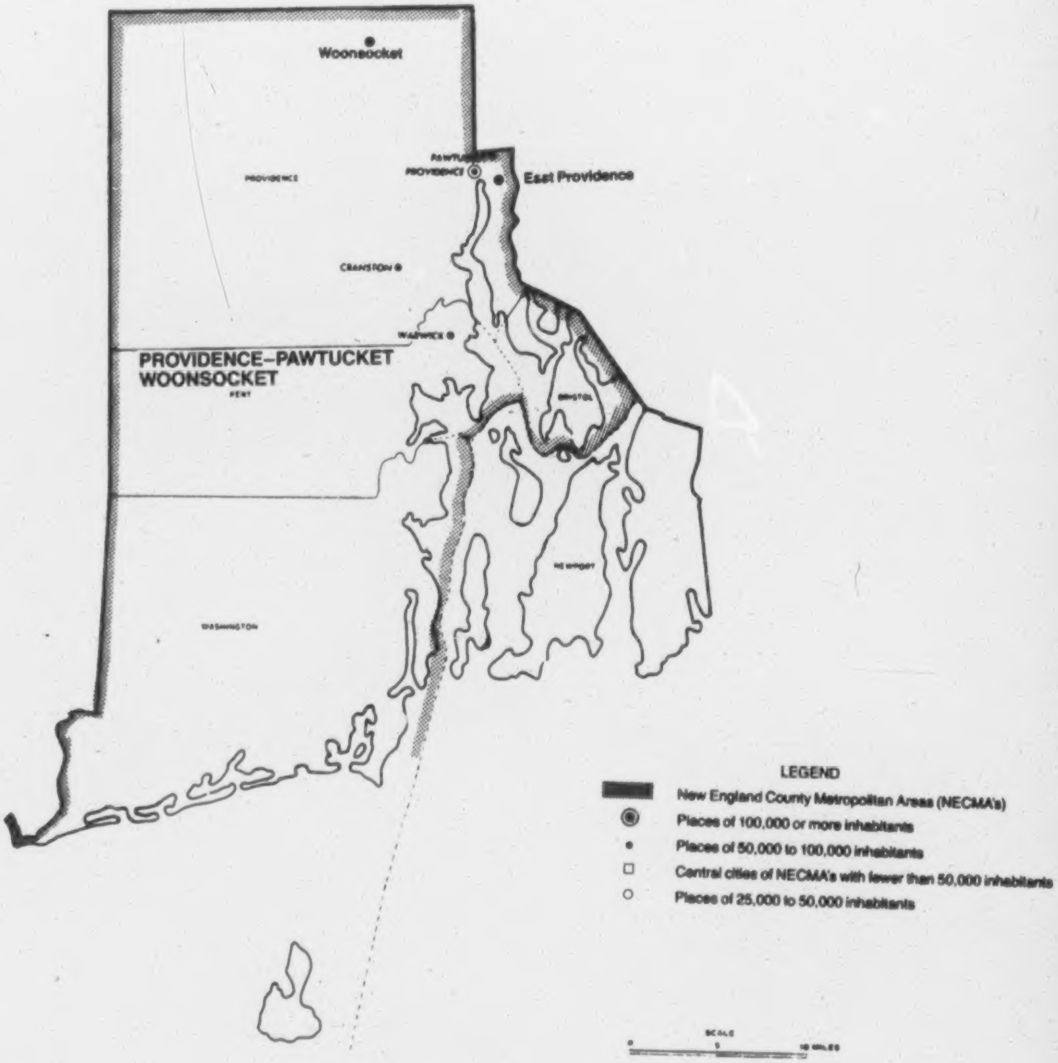
## METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/91 POPULATION (Thousands) | 12/31/91 HOUSEHOLDS (Thousands) | 1991 EFFECTIVE BUYING INCOME ($000) | 1991 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| **PROVIDENCE - PAWTUCKET - WOONSOCKET** | 924.7 | 347.9 | 13,046,653 | 6,141,315 | .3490 |

| County | Metropolitan Area |
|---|---|
| **Bristol** | **Providence - Pawtucket - Woonsocket** |
| **Kent** | **Providence - Pawtucket - Woonsocket** |
| **Providence** | **Providence - Pawtucket - Woonsocket** |
| **Washington** | **Providence - Pawtucket - Woonsocket** |

# RHODE ISLAND

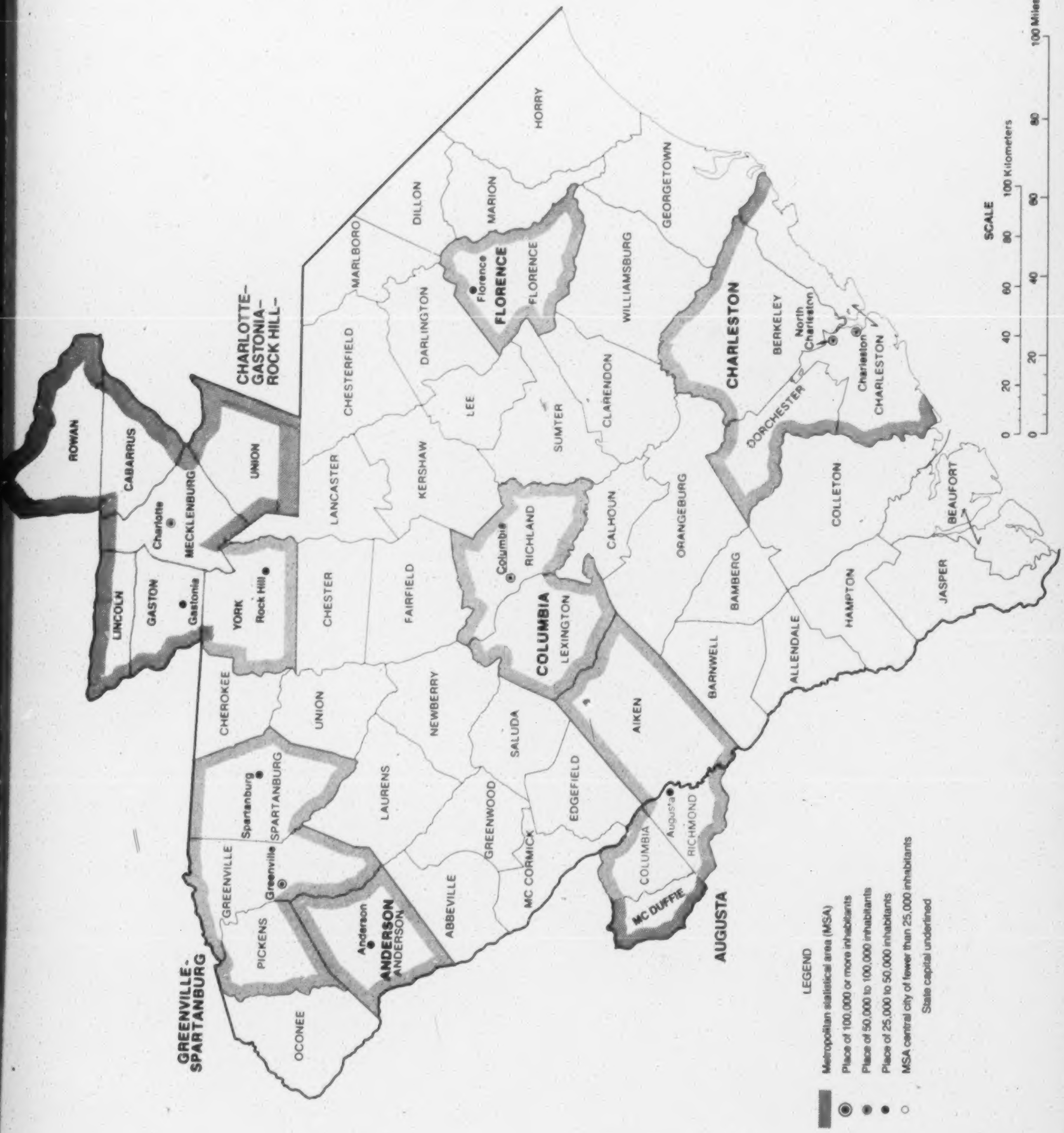

Woonsocket
PAWTUCKET
PROVIDENCE
East Providence
PROVIDENCE
CRANSTON
WARWICK
PROVIDENCE–PAWTUCKET
WOONSOCKET
KENT
BRISTOL
NEWPORT
WASHINGTON
LEGEND
New England County Metropolitan Areas (NECMA's)
Places of 100,000 or more inhabitants
Places of 50,000 to 100,000 inhabitants
Central cities of NECMA's with fewer than 50,000 inhabitants
Places of 25,000 to 50,000 inhabitants
SCALE
0
5
10 MILES

# SOUTH CAROLINA
## METROPOLITAN DATA SUMMARY
(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/91 POPULATION (Thousands) | 12/31/91 HOUSEHOLDS (Thousands) | 1991 EFFECTIVE BUYING INCOME ($000) | 1991 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| ANDERSON | 147.7 | 56.3 | 1,777,722 | 1,042,563 | .0527 |
| CHARLESTON | 524.3 | 183.8 | 6,485,378 | 3,562,689 | .1870 |
| CHARLOTTE - GASTONIA - ROCK HILL | 1,200.4 | 455.6 | 17,448,531 | 8,749,247 | .4727 |
| COLUMBIA | 462.3 | 166.6 | 6,300,724 | 3,626,176 | .1807 |
| FLORENCE | 115.8 | 40.7 | 1,307,896 | 965,081 | .0425 |
| GREENVILLE - SPARTANBURG | 655.3 | 246.9 | 8,675,341 | 4,977,475 | .2500 |

| County | Metropolitan Area | County | Metropolitan Area |
|---|---|---|---|
| Aiken | Augusta, Ga. | Greenville | Greenville - Spartanburg |
| Anderson | Anderson | Lexington | Columbia |
| Berkeley | Charleston | Pickens | Greenville - Spartanburg |
| Charleston | Charleston | Richland | Columbia |
| Dorchester | Charleston | Spartanburg | Greenville - Spartanburg |
| Florence | Florence | York | Charlotte - Gastonia - Rock Hill |

# SOUTH CAROLINA


CHARLOTTE-
GASTONIA-
ROCK HILL-
ROWAN
CABARRUS
MECKLENBURG
Charlotte
UNION
LINCOLN
GASTON
Gastonia
YORK
Rock Hill
GREENVILLE-
SPARTANBURG
CHEROKEE
SPARTANBURG
Spartanburg
GREENVILLE
Greenville
PICKENS
OCONEE
ANDERSON
Anderson
ABBEVILLE
MC CORMICK
GREENWOOD
LAURENS
UNION
NEWBERRY
SALUDA
EDGEFIELD
CHESTER
FAIRFIELD
LANCASTER
CHESTERFIELD
MARLBORO
KERSHAW
DARLINGTON
LEE
DILLON
MARION
HORRY
FLORENCE
Florence
COLUMBIA
Columbia
RICHLAND
LEXINGTON
CALHOUN
SUMTER
CLARENDON
WILLIAMSBURG
GEORGETOWN
ORANGEBURG
AIKEN
AUGUSTA
Augusta
RICHMOND
COLUMBIA
MC DUFFIE
BARNWELL
BAMBERG
ALLENDALE
HAMPTON
JASPER
BEAUFORT
COLLETON
DORCHESTER
CHARLESTON
BERKELEY
North Charleston
Charleston
SCALE
0
20
40
60
80
100 Miles
0
20
40
60
80
100 Kilometers
LEGEND
Metropolitan statistical area (MSA)
Place of 100,000 or more inhabitants
Place of 50,000 to 100,000 inhabitants
Place of 25,000 to 50,000 inhabitants
MSA central city of fewer than 25,000 inhabitants
State capital underlined

1992 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# SOUTH DAKOTA

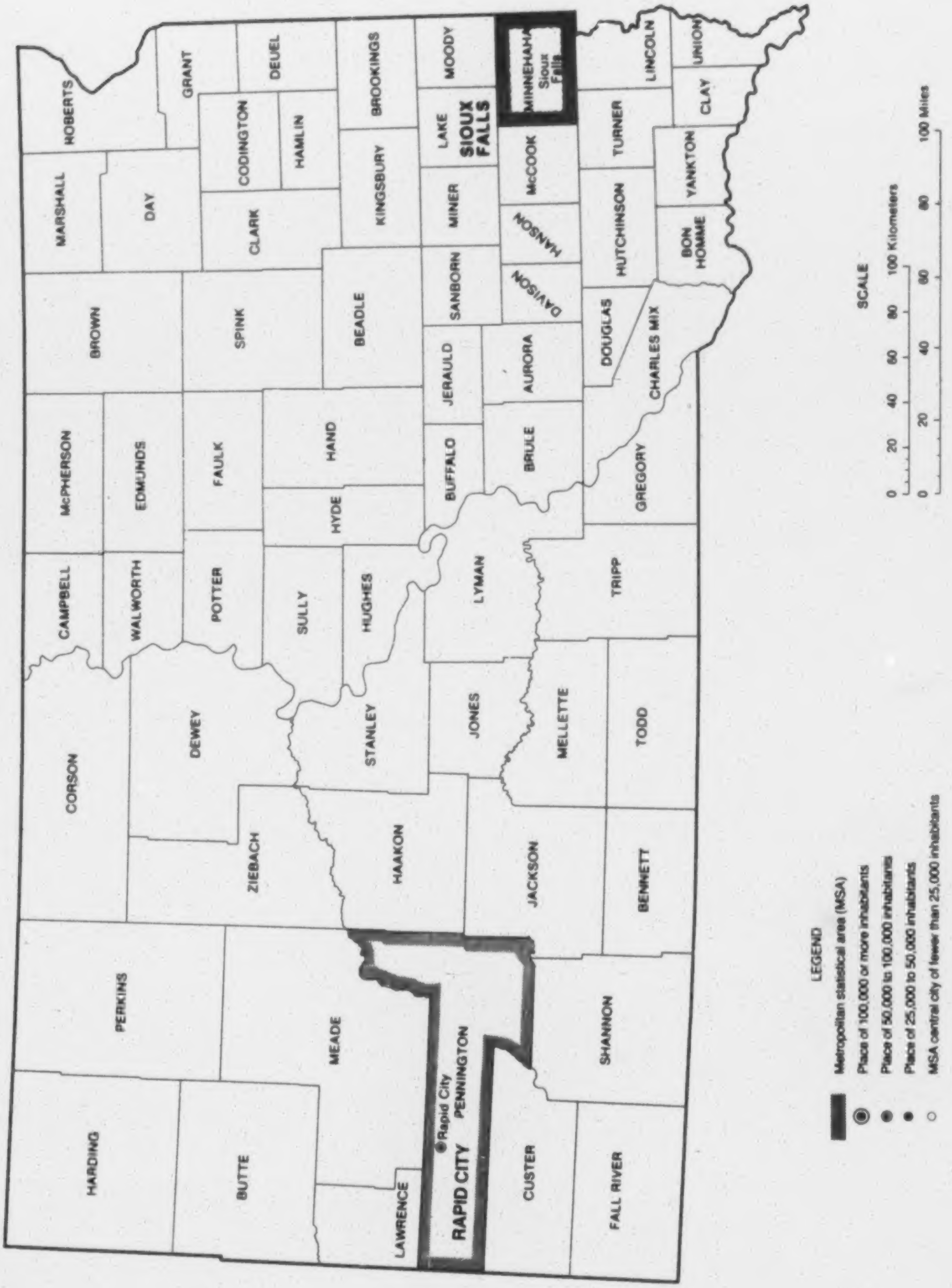
## METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/91 POPULATION (Thousands) | 12/31/91 HOUSEHOLDS (Thousands) | 1991 EFFECTIVE BUYING INCOME ($000) | 1991 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| RAPID CITY | 84.2 | 31.8 | 1,266,610 | 868,870 | .0380 |
| SIOUX FALLS | 126.7 | 48.9 | 2,086,917 | 1,316,538 | .0596 |

| County | Metropolitan Area |
|---|---|
| Minnehaha | Sioux Falls |
| Pennington | Rapid City |

# SOUTH DAKOTA


ROBERTS
GRANT
DEUEL
BROOKINGS
MOODY
MINNEHAHA
Sioux Falls
UNION
LINCOLN
CLAY
MARSHALL
DAY
CODINGTON
HAMLIN
LAKE
SIOUX FALLS
KINGSBURY
MINER
McCOOK
TURNER
YANKTON
CLARK
HANSON
HUTCHINSON
BON HOMME
BROWN
SPINK
BEADLE
SANBORN
DAVISON
DOUGLAS
CHARLES MIX
JERAULD
AURORA
McPHERSON
EDMUNDS
FAULK
HAND
BUFFALO
BRULE
GREGORY
HYDE
CAMPBELL
WALWORTH
POTTER
SULLY
HUGHES
LYMAN
TRIPP
CORSON
DEWEY
STANLEY
JONES
MELLETTE
TODD
ZIEBACH
HAAKON
JACKSON
BENNETT
PERKINS
MEADE
PENNINGTON
Rapid City
RAPID CITY
SHANNON
HARDING
BUTTE
LAWRENCE
CUSTER
FALL RIVER
LEGEND
Metropolitan statistical area (MSA)
Place of 100,000 or more inhabitants
Place of 50,000 to 100,000 inhabitants
Place of 25,000 to 50,000 inhabitants
MSA central city of fewer than 25,000 inhabitants
SCALE
100 Kilometers
100 Miles
0
20
40
60
80
100
0
20
40
60
80
100

# TENNESSEE

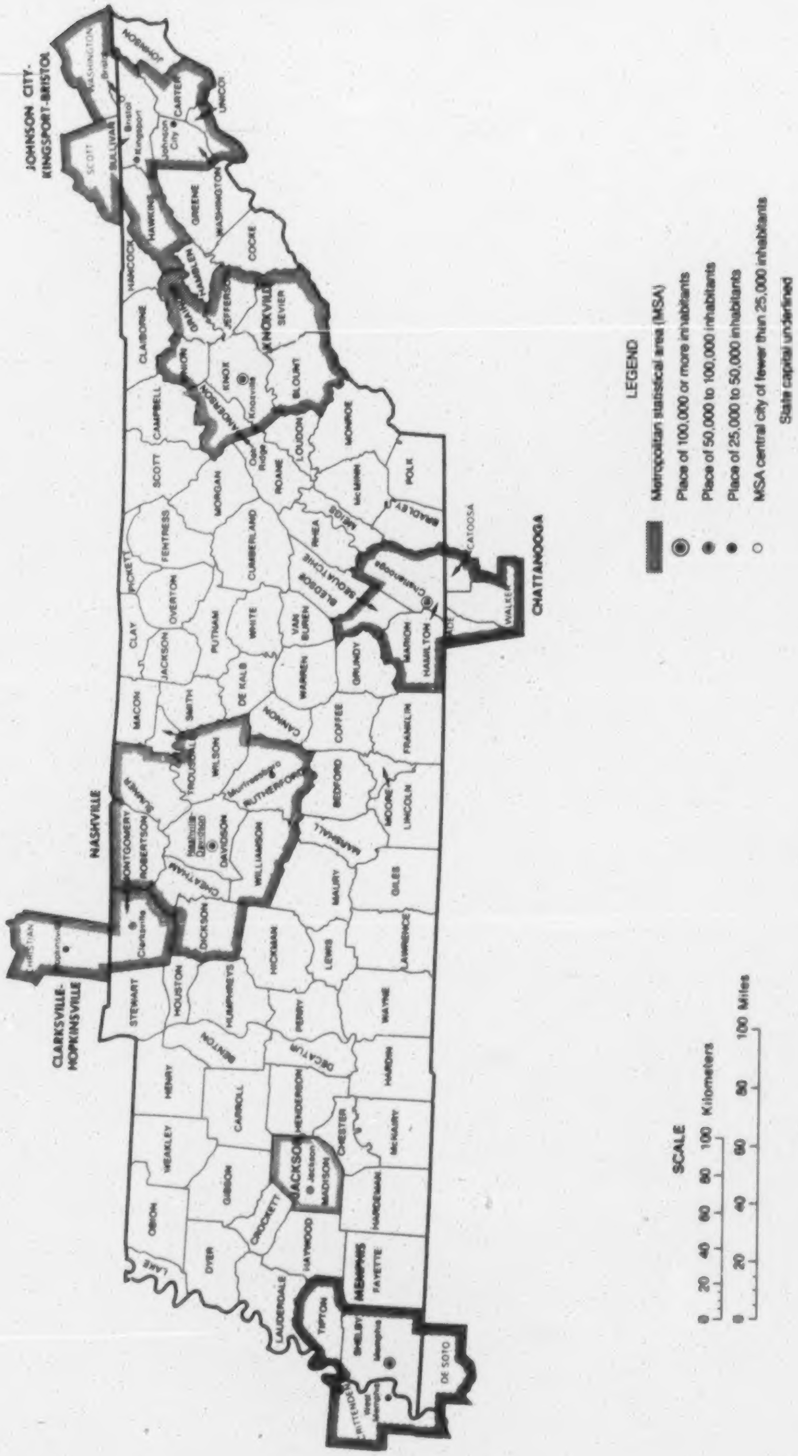
## METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/91 POPULATION (Thousands) | 12/31/91 HOUSEHOLDS (Thousands) | 1991 EFFECTIVE BUYING INCOME ($000) | 1991 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| CHATTANOOGA | 438.1 | 168.4 | 5,603,955 | 3,105,428 | .1606 |
| CLARKSVILLE - HOPKINSVILLE | 172.4 | 57.0 | 1,933,013 | 1,054,654 | .0570 |
| JACKSON | 78.6 | 29.9 | 979,743 | 665,758 | .0303 |
| JOHNSON CITY - KINGSPORT - BRISTOL | 438.0 | 171.6 | 5,227,214 | 2,621,185 | .1481 |
| KNOXVILLE | 614.7 | 242.4 | 8,375,174 | 4,967,265 | .2423 |
| MEMPHIS | 1,003.3 | 365.1 | 13,635,172 | 6,991,400 | .3772 |
| NASHVILLE | 1,016.4 | 388.6 | 15,468,643 | 8,202,528 | .4226 |

| County | Metropolitan Area |
|---|---|
| Anderson | Knoxville |
| Blount | Knoxville |
| Carter | Johnson City - Kingsport - Bristol |
| Cheatham | Nashville |
| Davidson | Nashville |
| Dickson | Nashville |
| Grainger | Knoxville |
| Hamilton | Chattanooga |
| Hawkins | Johnson City - Kingsport - Bristol |
| Jefferson | Knoxville |
| Knox | Knoxville |
| Madison | Jackson |
| Marion | Chattanooga |
| Montgomery | Clarksville - Hopkinsville |
| Robertson | Nashville |
| Rutherford | Nashville |
| Sequatchie | Chattanooga |
| Sevier | Knoxville |
| Shelby | Memphis |
| Sullivan | Johnson City - Kingsport - Bristol |
| Sumner | Nashville |
| Tipton | Memphis |
| Unicoi | Johnson City - Kingsport - Bristol |
| Union | Knoxville |
| Washington | Johnson City - Kingsport - Bristol |
| Williamson | Nashville |
| Wilson | Nashville |

# TENNESSEE


JOHNSON CITY-KINGSPORT-BRISTOL
KNOXVILLE
CHATTANOOGA
NASHVILLE
CLARKSVILLE-HOPKINSVILLE
JACKSON
MEMPHIS
LEGEND
Metropolitan statistical area (MSA)
Place of 100,000 or more inhabitants
Place of 50,000 to 100,000 inhabitants
Place of 25,000 to 50,000 inhabitants
MSA central city of fewer than 25,000 inhabitants
State capital underlined
SCALE
0 20 40 60 80 100 Kilometers
0 20 40 60 80 100 Miles
JOHNSON
CARTER
UNICOI
WASHINGTON
SULLIVAN
SCOTT
HAWKINS
GREENE
HANCOCK
HAMBLEN
COCKE
JEFFERSON
SEVIER
CLAIBORNE
GRAINGER
UNION
KNOX
BLOUNT
CAMPBELL
ANDERSON
Oak Ridge
LOUDON
MONROE
ROANE
MORGAN
SCOTT
POLK
McMINN
BRADLEY
MEIGS
RHEA
CATOOSA
WALKER
FENTRESS
PICKETT
CUMBERLAND
BLEDSOE
SEQUATCHIE
HAMILTON
Chattanooga
MARION
CLAY
OVERTON
JACKSON
PUTNAM
WHITE
VAN BUREN
GRUNDY
WARREN
DE KALB
SMITH
MACON
CANNON
COFFEE
FRANKLIN
SUMNER
TROUSDALE
WILSON
RUTHERFORD
Murfreesboro
BEDFORD
MOORE
LINCOLN
ROBERTSON
MONTGOMERY
DAVIDSON
Nashville
WILLIAMSON
MARSHALL
MAURY
GILES
CHEATHAM
DICKSON
Clarksville
CHRISTIAN
Hopkinsville
STEWART
HOUSTON
HUMPHREYS
HICKMAN
LEWIS
LAWRENCE
WAYNE
PERRY
BENTON
DECATUR
HARDIN
HENRY
CARROLL
HENDERSON
CHESTER
McNAIRY
WEAKLEY
GIBSON
MADISON
Jackson
HARDEMAN
OBION
DYER
CROCKETT
HAYWOOD
FAYETTE
LAKE
LAUDERDALE
TIPTON
SHELBY
Memphis
DE SOTO
CRITTENDEN
West Memphis

# TEXAS
## METROPOLITAN DATA SUMMARY
(S&MM ESTIMATES)

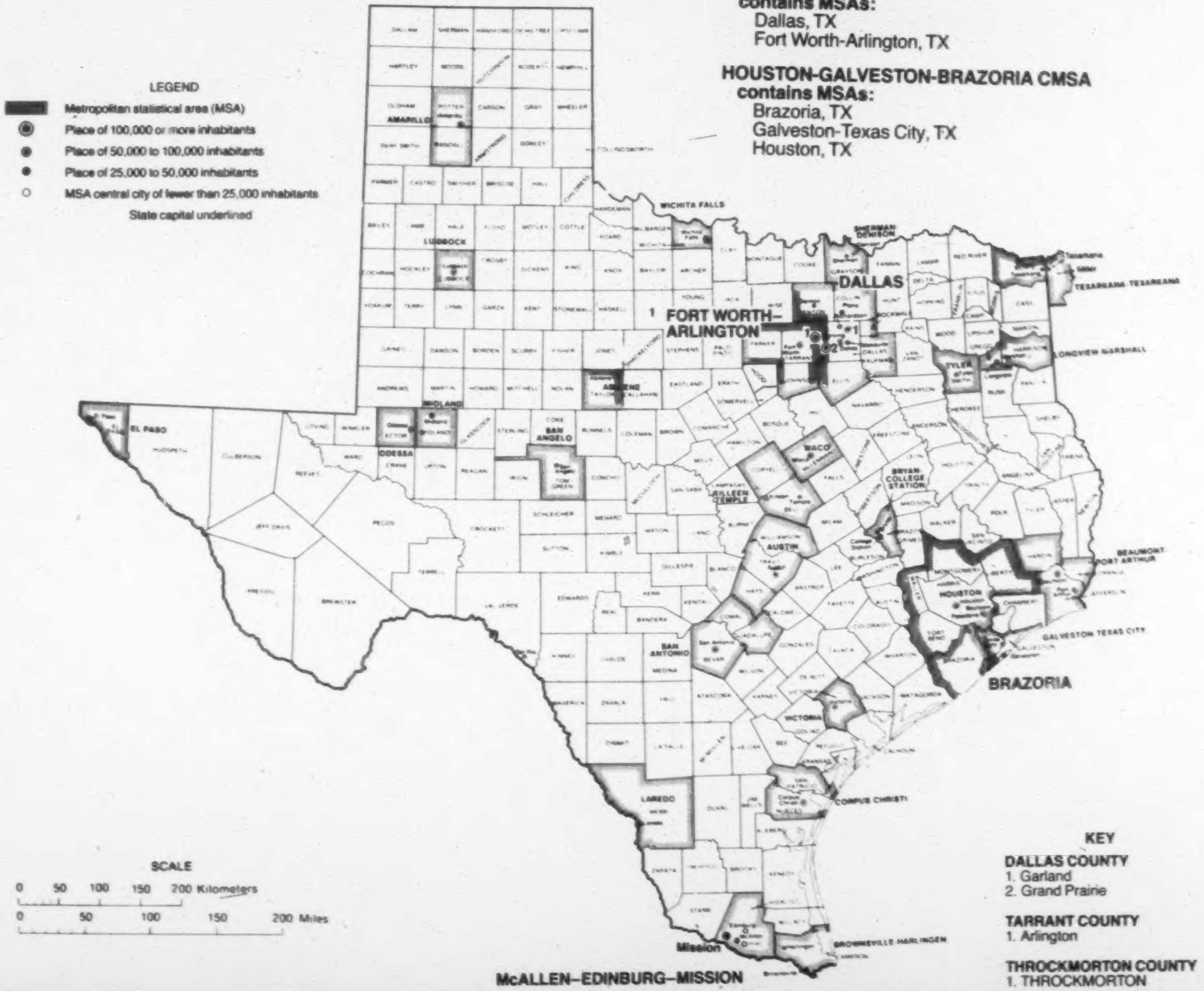
| METROPOLITAN AREA | 12/31/91 POPULATION (Thousands) | 12/31/91 HOUSEHOLDS (Thousands) | 1991 EFFECTIVE BUYING INCOME ($000) | 1991 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| ABILENE | 120.1 | 43.6 | 1,521,975 | 931,907 | .0453 |
| AMARILLO | 189.6 | 72.8 | 2,533,257 | 1,915,518 | .0805 |
| AUSTIN | 819.4 | 318.8 | 12,816,120 | 6,523,400 | .3439 |
| BEAUMONT - PORT ARTHUR | 357.7 | 133.1 | 4,514,844 | 2,719,519 | .1336 |
| BRAZORIA | 194.3 | 65.0 | 2,698,507 | 1,135,072 | .0701 |
| BROWNSVILLE - HARLINGEN | 267.2 | 74.9 | 2,056,785 | 1,442,992 | .0725 |
| BRYAN - COLLEGE STATION | 124.5 | 44.7 | 1,420,515 | 842,911 | .0428 |
| CORPUS CHRISTI | 353.0 | 119.5 | 4,218,333 | 2,411,511 | .1242 |
| DALLAS | 2,665.1 | 994.0 | 45,940,107 | 24,500,160 | 1.2299 |
| *DALLAS - FORT WORTH CONSOLIDATED AREA* | *4,061.9* | *1,513.1* | *68,445,202* | *35,902,357* | *1.8294* |
| EL PASO | 617.2 | 185.5 | 5,987,200 | 3,716,231 | .1900 |
| FORT WORTH - ARLINGTON | 1,396.8 | 519.1 | 22,505,095 | 11,402,197 | .5995 |
| GALVESTON - TEXAS CITY | 219.8 | 82.4 | 3,087,218 | 1,587,897 | .0850 |
| HOUSTON | 3,370.6 | 1,207.0 | 54,608,495 | 25,108,665 | 1.4115 |
| *HOUSTON - GALVESTON - BRAZORIA CONSOLIDATED AREA* | *3,784.7* | *1,354.4* | *60,394,220* | *27,831,634* | *1.5666* |
| KILLEEN - TEMPLE | 262.6 | 86.7 | 3,060,649 | 1,398,926 | .0845 |
| LAREDO | 139.2 | 35.8 | 1,016,874 | 899,643 | .0394 |
| LONGVIEW - MARSHALL | 163.6 | 61.2 | 2,055,522 | 1,400,761 | .0636 |
| LUBBOCK | 226.5 | 82.9 | 2,853,595 | 2,025,939 | .0893 |
| McALLEN - EDINBURG - MISSION | 405.5 | 108.8 | 2,993,234 | 2,028,729 | .1056 |
| MIDLAND | 108.1 | 39.5 | 1,703,611 | 857,033 | .0454 |
| ODESSA | 117.2 | 41.7 | 1,373,396 | 852,792 | .0418 |
| SAN ANGELO | 100.6 | 36.2 | 1,275,751 | 715,038 | .0368 |
| SAN ANTONIO | 1,355.4 | 469.8 | 16,787,626 | 9,836,767 | .4942 |
| SHERMAN - DENISON | 95.6 | 37.1 | 1,229,366 | 785,566 | .0371 |
| TEXARKANA | 120.8 | 45.2 | 1,446,166 | 923,316 | .0442 |
| TYLER | 154.8 | 58.2 | 2,076,837 | 1,322,221 | .0618 |
| VICTORIA | 74.4 | 26.3 | 947,794 | 591,622 | .0284 |
| WACO | 191.2 | 71.0 | 2,354,411 | 1,430,358 | .0702 |
| WICHITA FALLS | 122.3 | 45.2 | 1,516,167 | 968,316 | .0460 |

| County | Metropolitan Area |
|---|---|
| Bell | Killeen - Temple |
| Bexar | San Antonio |
| Bowie | Texarkana |
| Brazoria | Brazoria |
| Brazos | Bryan - College Station |
| Cameron | Brownsville - Harlingen |
| Collin | Dallas |
| Comal | San Antonio |
| Coryell | Killeen - Temple |
| Dallas | Dallas |
| Denton | Dallas |
| Ector | Odessa |
| Ellis | Dallas |
| El Paso | El Paso |
| Fort Bend | Houston |
| Galveston | Galveston - Texas City |
| Grayson | Sherman - Denison |
| Gregg | Longview - Marshall |
| Guadalupe | San Antonio |
| Hardin | Beaumont - Port Arthur |
| Harris | Houston |
| Harrison | Longview - Marshall |
| Hays | Austin |
| Hidalgo | McAllen - Edinburg - Mission |
| Jefferson | Beaumont - Port Arthur |

| County | Metropolitan Area |
|---|---|
| Johnson | Fort Worth - Arlington |
| Kaufman | Dallas |
| Liberty | Houston |
| Lubbock | Lubbock |
| McLennan | Waco |
| Midland | Midland |
| Montgomery | Houston |
| Nueces | Corpus Christi |
| Orange | Beaumont - Port Arthur |
| Parker | Fort Worth - Arlington |
| Potter | Amarillo |
| Randall | Amarillo |
| Rockwall | Dallas |
| San Patricio | Corpus Christi |
| Smith | Tyler |
| Tarrant | Fort Worth - Arlington |
| Taylor | Abilene |
| Tom Green | San Angelo |
| Travis | Austin |
| Victoria | Victoria |
| Waller | Houston |
| Webb | Laredo |
| Wichita | Wichita Falls |
| Williamson | Austin |

1992 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# TEXAS


LEGEND
Metropolitan statistical area (MSA)
◉ Place of 100,000 or more inhabitants
● Place of 50,000 to 100,000 inhabitants
• Place of 25,000 to 50,000 inhabitants
○ MSA central city of fewer than 25,000 inhabitants
State capital underlined
AMARILLO
LUBBOCK
WICHITA FALLS
SHERMAN DENISON
DALLAS
FORT WORTH–ARLINGTON
TEXARKANA TEXARKANA
LONGVIEW MARSHALL
TYLER
ABILENE
MIDLAND
ODESSA
EL PASO
SAN ANGELO
WACO
BRYAN COLLEGE STATION
KILLEEN TEMPLE
AUSTIN
HOUSTON
BEAUMONT PORT ARTHUR
GALVESTON TEXAS CITY
BRAZORIA
SAN ANTONIO
VICTORIA
LAREDO
CORPUS CHRISTI
BROWNSVILLE HARLINGEN
Mission
McALLEN–EDINBURG–MISSION
SCALE
0 50 100 150 200 Kilometers
0 50 100 150 200 Miles

**DALLAS-FORT WORTH CMSA**
**contains MSAs:**
Dallas, TX
Fort Worth-Arlington, TX

**HOUSTON-GALVESTON-BRAZORIA CMSA**
**contains MSAs:**
Brazoria, TX
Galveston-Texas City, TX
Houston, TX

**KEY**

**DALLAS COUNTY**
1. Garland
2. Grand Prairie

**TARRANT COUNTY**
1. Arlington

**THROCKMORTON COUNTY**
1. THROCKMORTON

# UTAH

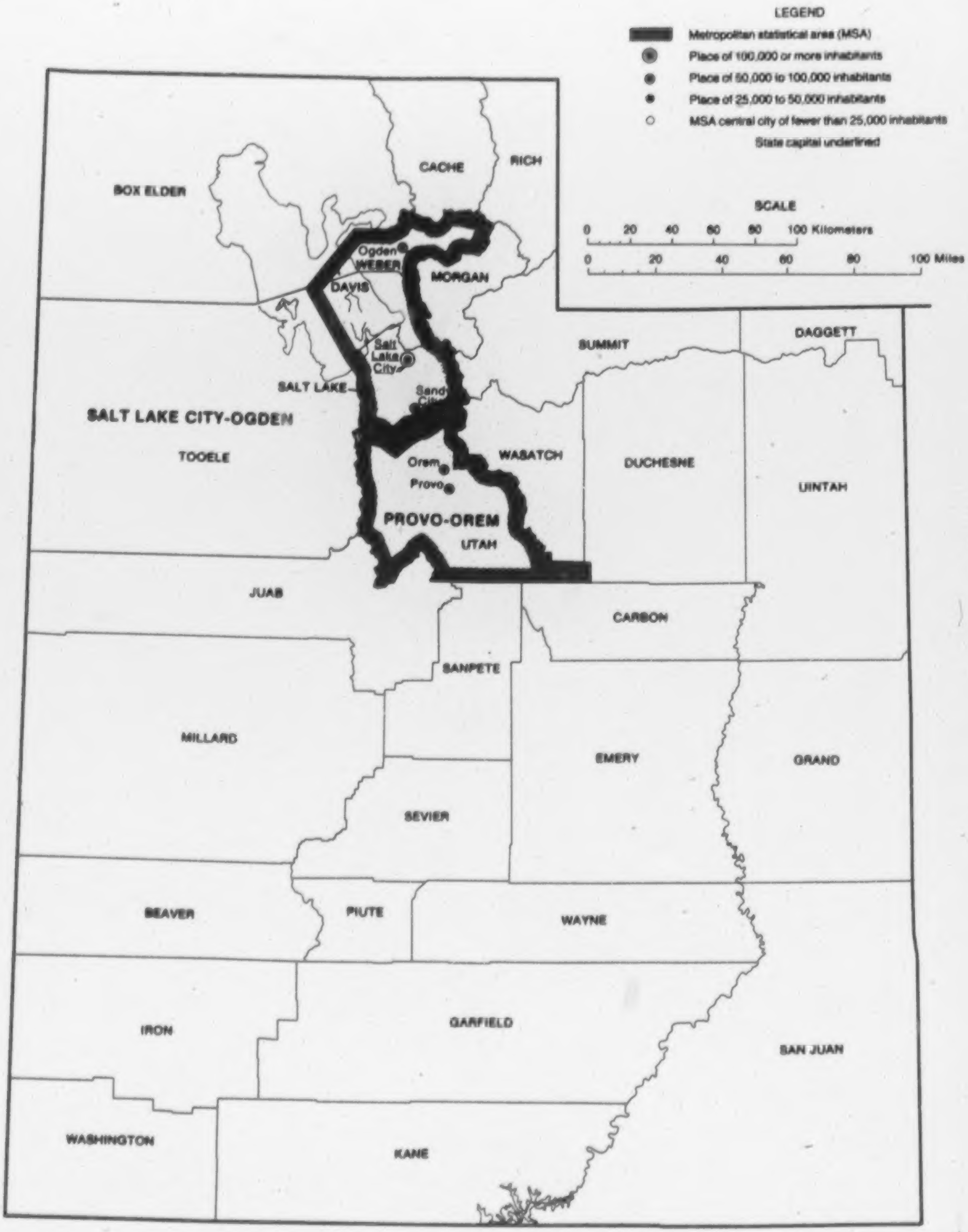
## METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/91 POPULATION (Thousands) | 12/31/91 HOUSEHOLDS (Thousands) | 1991 EFFECTIVE BUYING INCOME ($000) | 1991 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| PROVO - OREM | 271.7 | 72.3 | 2,613,258 | 1,173,520 | .0758 |
| SALT LAKE CITY - OGDEN | 1,103.5 | 357.4 | 13,709,209 | 7,391,884 | .3927 |

| County | Metropolitan Area |
|---|---|
| Davis | Salt Lake City - Ogden |
| Salt Lake | Salt Lake City - Ogden |
| Utah | Provo - Orem |
| Weber | Salt Lake City - Ogden |

# UTAH


LEGEND
Metropolitan statistical area (MSA)
Place of 100,000 or more inhabitants
Place of 50,000 to 100,000 inhabitants
Place of 25,000 to 50,000 inhabitants
MSA central city of fewer than 25,000 inhabitants
State capital underlined
SCALE
0 20 40 60 80 100 Kilometers
0 20 40 60 80 100 Miles
BOX ELDER
CACHE
RICH
Ogden
WEBER
DAVIS
MORGAN
Salt Lake City
SALT LAKE
Sandy City
SALT LAKE CITY-OGDEN
SUMMIT
DAGGETT
TOOELE
WASATCH
DUCHESNE
UINTAH
Orem
Provo
PROVO-OREM
UTAH
JUAB
CARBON
SANPETE
MILLARD
EMERY
GRAND
SEVIER
BEAVER
PIUTE
WAYNE
IRON
GARFIELD
SAN JUAN
WASHINGTON
KANE

# VERMONT

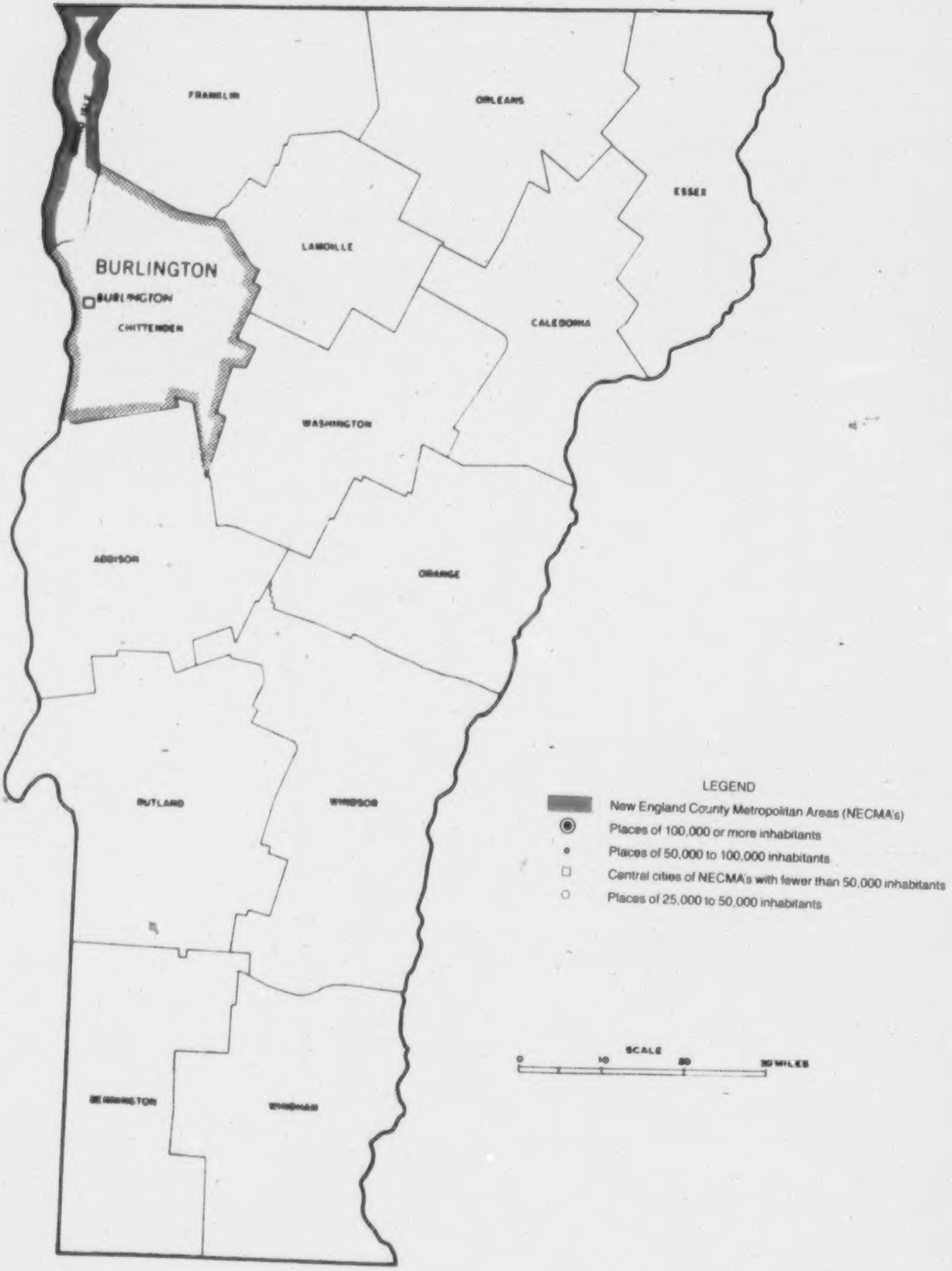
## METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

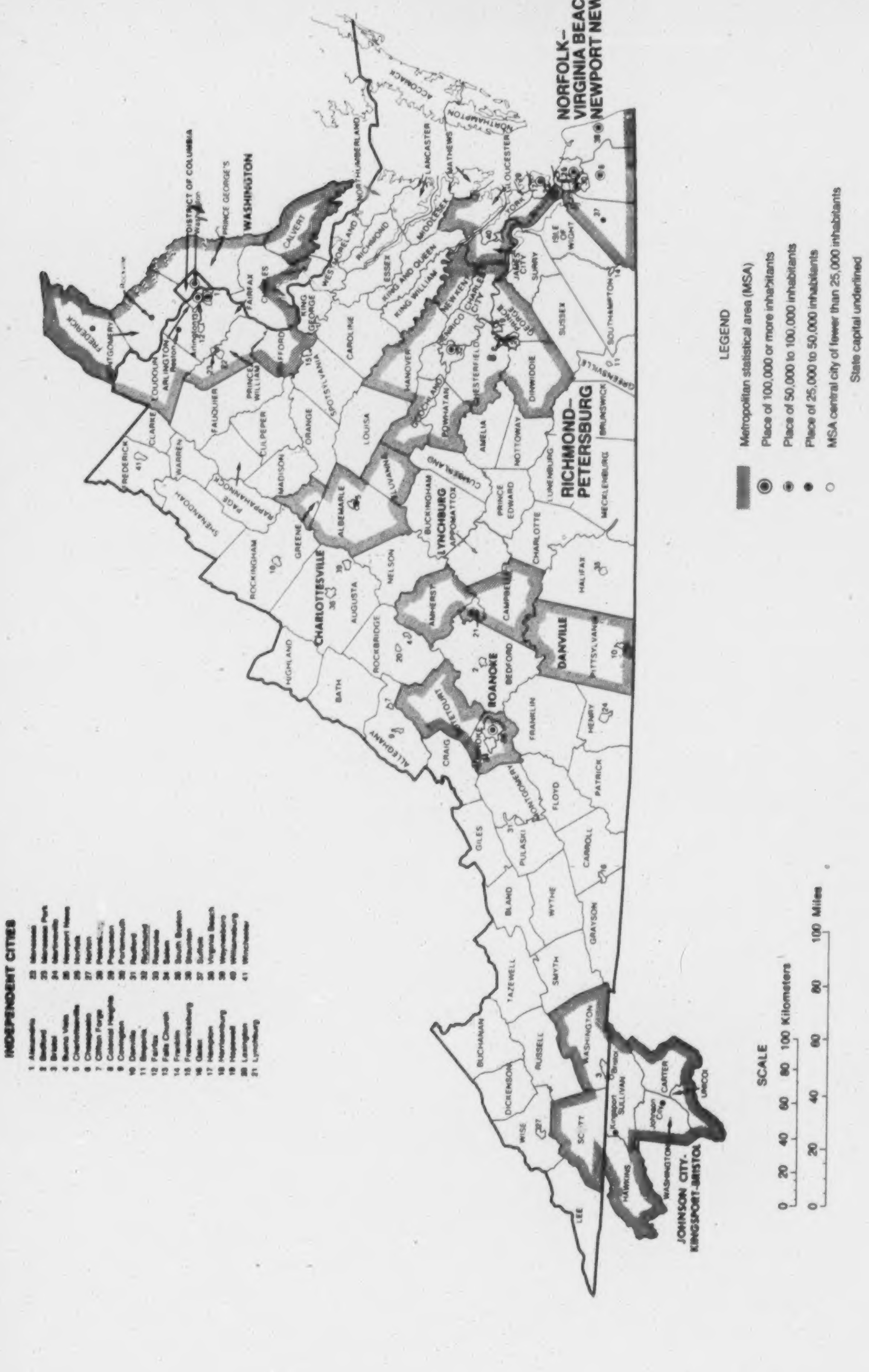
| METROPOLITAN AREA | 12/31/91 POPULATION (Thousands) | 12/31/91 HOUSEHOLDS (Thousands) | 1991 EFFECTIVE BUYING INCOME ($000) | 1991 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| BURLINGTON | 140.4 | 51.8 | 2,244,893 | 1,189,146 | .0609 |

| County | Metropolitan Area |
|---|---|
| Chittenden | Burlington |
| Grand Isle | Burlington |

# VERMONT


GRAND ISLE
FRANKLIN
ORLEANS
ESSEX
LAMOILLE
BURLINGTON
BURLINGTON
CHITTENDEN
CALEDONIA
WASHINGTON
ADDISON
ORANGE
RUTLAND
WINDSOR
BENNINGTON
WINDHAM
LEGEND
▆ New England County Metropolitan Areas (NECMA's)
◉ Places of 100,000 or more inhabitants
● Places of 50,000 to 100,000 inhabitants
□ Central cities of NECMA's with fewer than 50,000 inhabitants
○ Places of 25,000 to 50,000 inhabitants
SCALE
0
10
20
30 MILES

# VIRGINIA


NORFOLK–VIRGINIA BEACH–NEWPORT NEWS
WASHINGTON
DISTRICT OF COLUMBIA
PRINCE GEORGE'S
CALVERT
RICHMOND–PETERSBURG
LYNCHBURG
CHARLOTTESVILLE
ROANOKE
DANVILLE
JOHNSON CITY–KINGSPORT–BRISTOL
ACCOMACK
NORTHAMPTON
NORTHUMBERLAND
LANCASTER
MATHEWS
GLOUCESTER
MIDDLESEX
WESTMORELAND
RICHMOND
ESSEX
KING AND QUEEN
KING WILLIAM
NEW KENT
CHARLES CITY
JAMES CITY
YORK
ISLE OF WIGHT
SURRY
SUSSEX
SOUTHAMPTON
PRINCE GEORGE
DINWIDDIE
GREENSVILLE
BRUNSWICK
MECKLENBURG
LUNENBURG
NOTTOWAY
AMELIA
CHESTERFIELD
HENRICO
HANOVER
CAROLINE
KING GEORGE
STAFFORD
SPOTSYLVANIA
FAIRFAX
ARLINGTON
LOUDOUN
PRINCE WILLIAM
FAUQUIER
CULPEPER
CLARKE
FREDERICK
WARREN
RAPPAHANNOCK
MADISON
ORANGE
LOUISA
GOOCHLAND
POWHATAN
CUMBERLAND
FLUVANNA
ALBEMARLE
GREENE
SHENANDOAH
PAGE
ROCKINGHAM
AUGUSTA
NELSON
BUCKINGHAM
APPOMATTOX
PRINCE EDWARD
CHARLOTTE
HALIFAX
CAMPBELL
AMHERST
PITTSYLVANIA
HIGHLAND
BATH
ROCKBRIDGE
BEDFORD
FRANKLIN
HENRY
ALLEGHANY
BOTETOURT
CRAIG
MONTGOMERY
FLOYD
PATRICK
GILES
PULASKI
CARROLL
BLAND
WYTHE
GRAYSON
TAZEWELL
SMYTH
BUCHANAN
RUSSELL
WASHINGTON
DICKENSON
WISE
SCOTT
LEE
SULLIVAN
HAWKINS
CARTER
UNICOI
WASHINGTON
Kingsport
Bristol
Johnson City
INDEPENDENT CITIES
1 Alexandria
2 Bedford
3 Bristol
4 Buena Vista
5 Charlottesville
6 Chesapeake
7 Clifton Forge
8 Colonial Heights
9 Covington
10 Danville
11 Emporia
12 Fairfax
13 Falls Church
14 Franklin
15 Fredericksburg
16 Galax
17 Hampton
18 Harrisonburg
19 Hopewell
20 Lexington
21 Lynchburg
22 Manassas
23 Manassas Park
24 Martinsville
25 Newport News
26 Norfolk
27 Norton
28 Petersburg
29 Poquoson
30 Portsmouth
31 Radford
32 Richmond
33 Roanoke
34 Salem
35 South Boston
36 Staunton
37 Suffolk
38 Virginia Beach
39 Waynesboro
40 Williamsburg
41 Winchester
LEGEND
Metropolitan statistical area (MSA)
Place of 100,000 or more inhabitants
Place of 50,000 to 100,000 inhabitants
Place of 25,000 to 50,000 inhabitants
MSA central city of fewer than 25,000 inhabitants
State capital underlined
SCALE
0 20 40 60 80 100 Kilometers
0 20 40 60 80 100 Miles

# WASHINGTON

## METROPOLITAN DATA SUMMARY

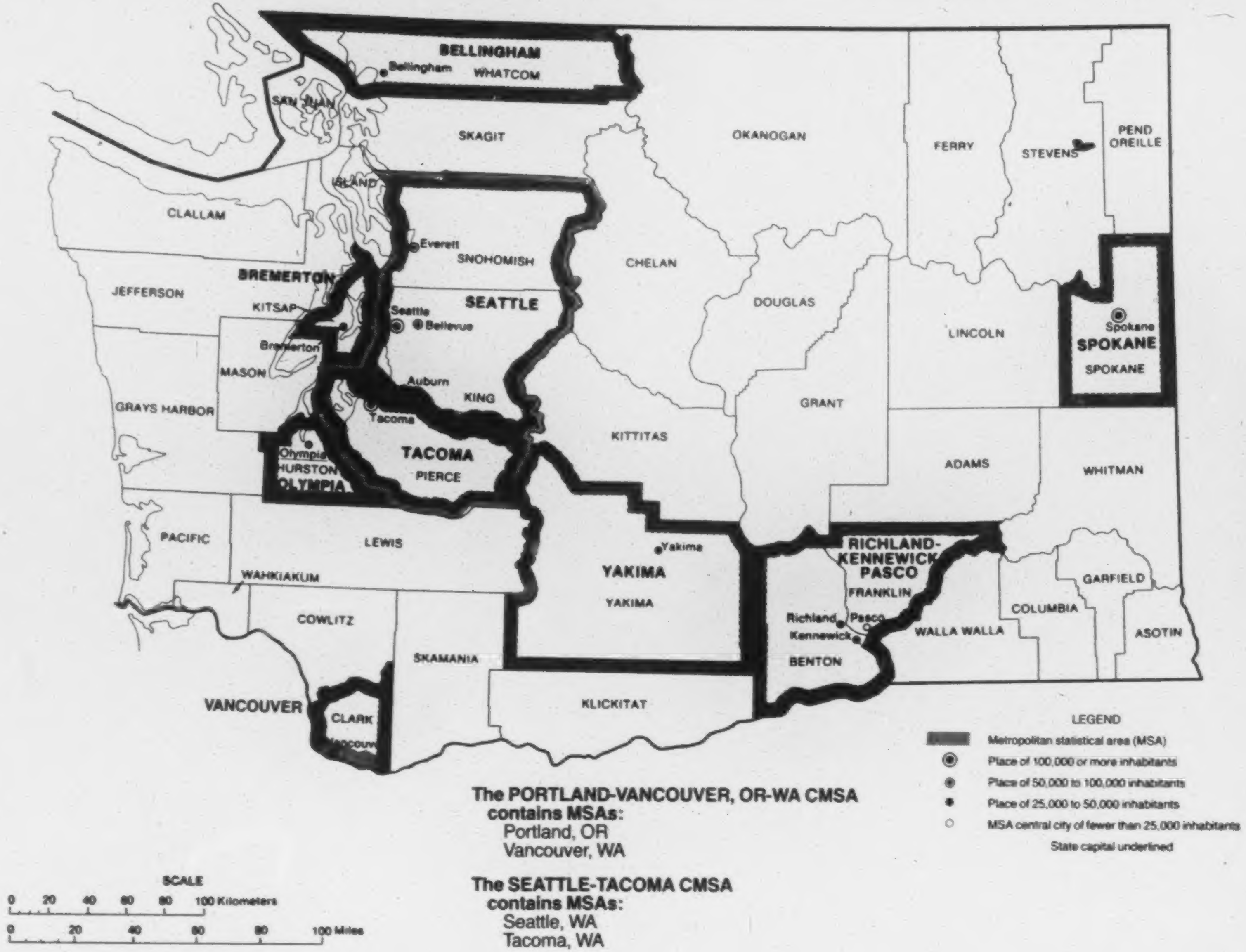
(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/91 POPULATION (Thousands) | 12/31/91 HOUSEHOLDS (Thousands) | 1991 EFFECTIVE BUYING INCOME ($000) | 1991 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| BELLINGHAM | 132.5 | 50.5 | 1,913,245 | 1,090,725 | .0540 |
| BREMERTON | 199.4 | 72.9 | 2,963,850 | 1,178,139 | .0748 |
| OLYMPIA | 168.3 | 64.8 | 2,471,655 | 1,203,358 | .0662 |
| RICHLAND - KENNEWICK - PASCO | 152.2 | 55.2 | 2,063,175 | 1,109,990 | .0579 |
| SEATTLE | 2,032.6 | 811.2 | 37,732,103 | 17,886,958 | .9608 |
| *SEATTLE - TACOMA CONSOLIDATED AREA* | *2,637.5* | *1,032.6* | *46,257,962* | *22,083,981* | *1.1919* |
| SPOKANE | 365.4 | 143.4 | 4,909,450 | 3,118,833 | .1460 |
| TACOMA | 604.9 | 221.4 | 8,525,859 | 4,197,023 | .2311 |
| VANCOUVER | 250.2 | 92.8 | 3,630,575 | 1,392,459 | .0913 |
| YAKIMA | 191.7 | 66.7 | 2,128,143 | 1,233,242 | .0639 |

| County | Metropolitan Area |
|---|---|
| Benton | Richland - Kennewick - Pasco |
| Clark | Vancouver |
| Franklin | Richland - Kennewick - Pasco |
| King | Seattle |
| Kitsap | Bremerton |
| Pierce | Tacoma |

| County | Metropolitan Area |
|---|---|
| Snohomish | Seattle |
| Spokane | Spokane |
| Thurston | Olympia |
| Whatcom | Bellingham |
| Yakima | Yakima |

# WASHINGTON


BELLINGHAM
Bellingham
WHATCOM
SAN JUAN
SKAGIT
OKANOGAN
FERRY
STEVENS
PEND OREILLE
ISLAND
CLALLAM
Everett
SNOHOMISH
CHELAN
BREMERTON
JEFFERSON
KITSAP
Bremerton
Seattle
Bellevue
SEATTLE
DOUGLAS
LINCOLN
Spokane
SPOKANE
SPOKANE
MASON
GRAYS HARBOR
Auburn
KING
Tacoma
GRANT
KITTITAS
Olympia
THURSTON
OLYMPIA
TACOMA
PIERCE
ADAMS
WHITMAN
PACIFIC
LEWIS
Yakima
YAKIMA
YAKIMA
RICHLAND-KENNEWICK-PASCO
FRANKLIN
Richland
Pasco
Kennewick
BENTON
WALLA WALLA
COLUMBIA
GARFIELD
ASOTIN
WAHKIAKUM
COWLITZ
SKAMANIA
KLICKITAT
VANCOUVER
CLARK
Vancouver
LEGEND
Metropolitan statistical area (MSA)
Place of 100,000 or more inhabitants
Place of 50,000 to 100,000 inhabitants
Place of 25,000 to 50,000 inhabitants
MSA central city of fewer than 25,000 inhabitants
State capital underlined
SCALE
0 20 40 60 80 100 Kilometers
0 20 40 60 80 100 Miles

**The PORTLAND-VANCOUVER, OR-WA CMSA contains MSAs:**
Portland, OR
Vancouver, WA

**The SEATTLE-TACOMA CMSA contains MSAs:**
Seattle, WA
Tacoma, WA

# WEST VIRGINIA

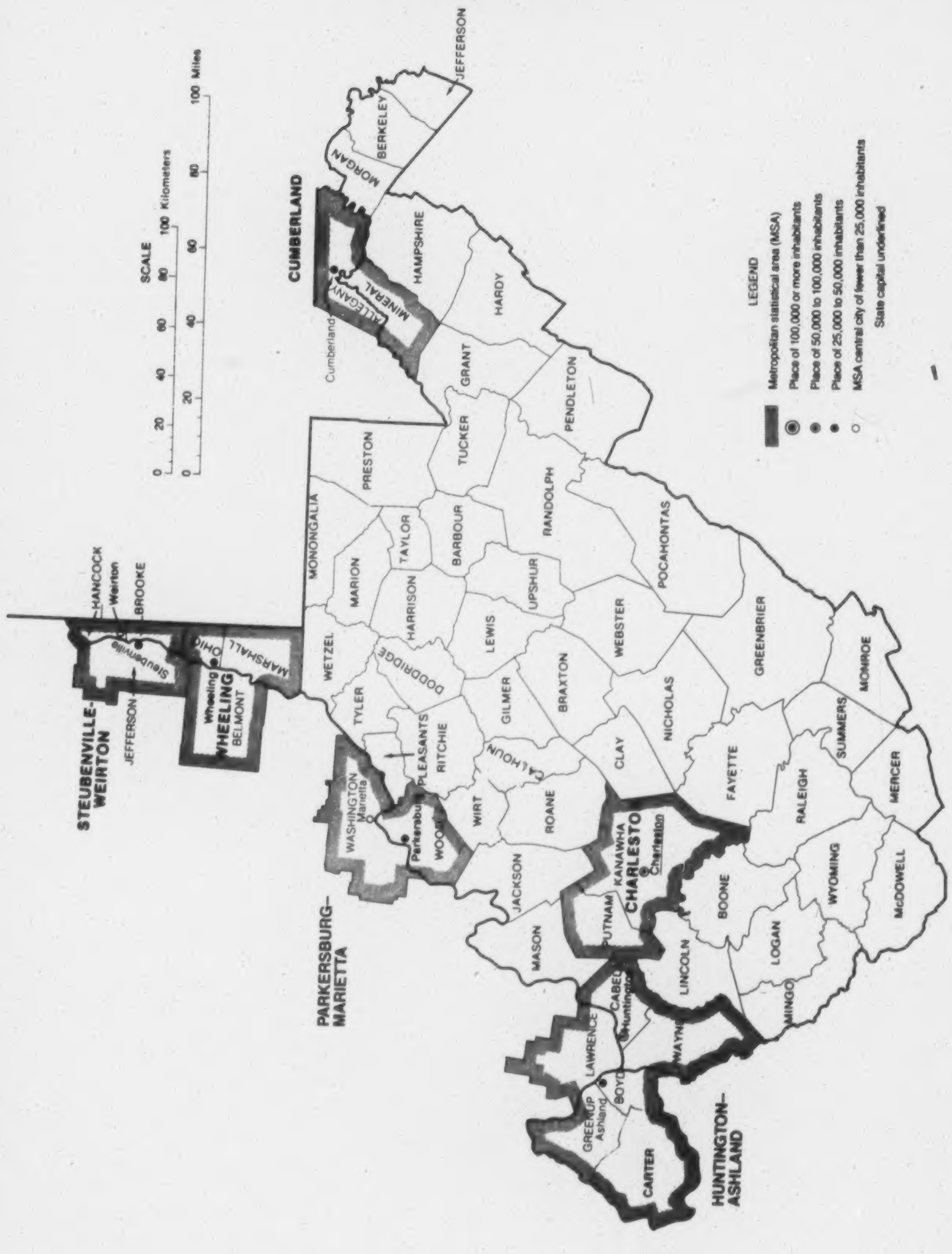
## METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/91 POPULATION (Thousands) | 12/31/91 HOUSEHOLDS (Thousands) | 1991 EFFECTIVE BUYING INCOME ($000) | 1991 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| CHARLESTON | 249.9 | 100.4 | 3,340,037 | 1,825,939 | .0947 |
| HUNTINGTON - ASHLAND | 311.0 | 119.3 | 3,524,845 | 1,896,545 | .1027 |
| PARKERSBURG - MARIETTA | 148.6 | 57.7 | 1,850,848 | 1,085,469 | .0543 |
| STEUBENVILLE - WEIRTON | 140.8 | 54.7 | 1,715,190 | 777,653 | .0469 |
| WHEELING | 157.1 | 62.2 | 1,841,173 | 1,038,228 | .0541 |

| County | Metropolitan Area | County | Metropolitan Area |
|---|---|---|---|
| Brooke | Steubenville - Weirton | Mineral | Cumberland, Md. |
| Cabell | Huntington - Ashland | Ohio | Wheeling |
| Hancock | Steubenville - Weirton | Putnam | Charleston |
| Kanawha | Charleston | Wayne | Huntington - Ashland |
| Marshall | Wheeling | Wood | Parkersburg - Marietta |

# WEST VIRGINIA



SCALE
0 20 40 60 80 100 Kilometers
0 20 40 60 80 100 Miles
LEGEND
Metropolitan statistical area (MSA)
Place of 100,000 or more inhabitants
Place of 50,000 to 100,000 inhabitants
Place of 25,000 to 50,000 inhabitants
MSA central city of fewer than 25,000 inhabitants
State capital underlined
CUMBERLAND
Cumberland
ALLEGANY
MINERAL
MORGAN
BERKELEY
JEFFERSON
HAMPSHIRE
HARDY
GRANT
PENDLETON
TUCKER
PRESTON
MONONGALIA
MARION
TAYLOR
BARBOUR
RANDOLPH
POCAHONTAS
HANCOCK
Weirton
BROOKE
Steubenville
OHIO
MARSHALL
Wheeling
WHEELING
BELMONT
STEUBENVILLE-WEIRTON
JEFFERSON
WETZEL
HARRISON
UPSHUR
LEWIS
DODDRIDGE
TYLER
WEBSTER
GREENBRIER
MONROE
GILMER
BRAXTON
NICHOLAS
SUMMERS
PLEASANTS
RITCHIE
CALHOUN
CLAY
FAYETTE
MERCER
RALEIGH
WASHINGTON
Marietta
Parkersburg
WOOD
WIRT
ROANE
KANAWHA
CHARLESTON
Charleston
JACKSON
PARKERSBURG-MARIETTA
PUTNAM
BOONE
WYOMING
McDOWELL
MASON
LINCOLN
LOGAN
CABELL
Huntington
MINGO
LAWRENCE
WAYNE
BOYD
GREENUP
Ashland
CARTER
HUNTINGTON-ASHLAND

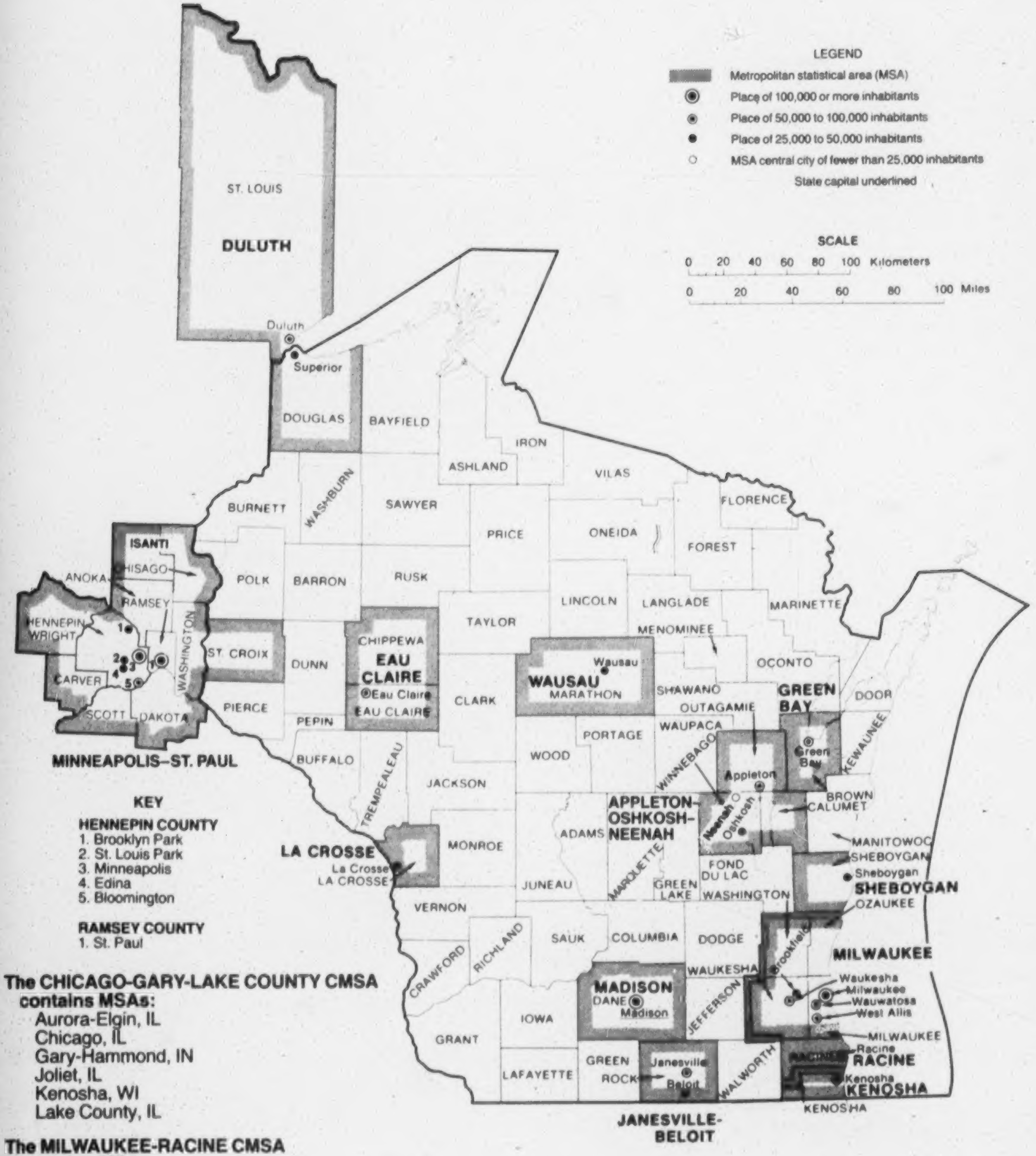
# WISCONSIN
## METROPOLITAN DATA SUMMARY
(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/91 POPULATION (Thousands) | 12/31/91 HOUSEHOLDS (Thousands) | 1991 EFFECTIVE BUYING INCOME ($000) | 1991 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| APPLETON - OSHKOSH - NEENAH | 321.0 | 118.0 | 4,539,214 | 2,456,787 | .1265 |
| EAU CLAIRE | 139.8 | 51.2 | 1,730,239 | 1,081,860 | .0521 |
| GREEN BAY | 197.4 | 73.5 | 2,889,996 | 1,758,825 | .0833 |
| JANESVILLE - BELOIT | 139.6 | 52.4 | 1,905,928 | 1,081,442 | .0544 |
| KENOSHA | 130.6 | 47.8 | 1,670,378 | 758,934 | .0452 |
| LA CROSSE | 99.2 | 37.4 | 1,264,955 | 841,620 | .0386 |
| MADISON | 374.6 | 145.6 | 6,153,767 | 3,168,517 | .1643 |
| MILWAUKEE | 1,445.6 | 543.4 | 22,353,128 | 10,841,914 | .5924 |
| *MILWAUKEE - RACINE CONSOLIDATED AREA* | *1,622.0* | *607.6* | *24,959,941* | *12,125,389* | *.6623* |
| RACINE | 176.4 | 64.2 | 2,606,813 | 1,283,475 | .0699 |
| SHEBOYGAN | 105.0 | 39.1 | 1,439,615 | 661,655 | .0385 |
| WAUSAU | 116.9 | 42.1 | 1,563,652 | 794,910 | .0433 |

| County | Metropolitan Area |
|---|---|
| Brown | Green Bay |
| Calumet | Appleton - Oshkosh - Neenah |
| Chippewa | Eau Claire |
| Dane | Madison |
| Douglas | Duluth, Minn. |
| Eau Claire | Eau Claire |
| Kenosha | Kenosha |
| La Crosse | La Crosse |
| Marathon | Wausau |
| Milwaukee | Milwaukee |

| County | Metropolitan Area |
|---|---|
| Outagamie | Appleton - Oshkosh - Neenah |
| Ozaukee | Milwaukee |
| Racine | Racine |
| Rock | Janesville - Beloit |
| St. Croix | Minneapolis - St. Paul, Minn. |
| Sheboygan | Sheboygan |
| Washington | Milwaukee |
| Waukesha | Milwaukee |
| Winnebago | Appleton - Oshkosh - Neenah |

# WISCONSIN


LEGEND
Metropolitan statistical area (MSA)
Place of 100,000 or more inhabitants
Place of 50,000 to 100,000 inhabitants
Place of 25,000 to 50,000 inhabitants
MSA central city of fewer than 25,000 inhabitants
State capital underlined
SCALE
0 20 40 60 80 100 Kilometers
0 20 40 60 80 100 Miles
ST. LOUIS
DULUTH
Duluth
Superior
DOUGLAS
BAYFIELD
IRON
ASHLAND
VILAS
FLORENCE
BURNETT
WASHBURN
SAWYER
PRICE
ONEIDA
FOREST
ISANTI
CHISAGO
ANOKA
RAMSEY
HENNEPIN
WRIGHT
CARVER
SCOTT
DAKOTA
WASHINGTON
POLK
BARRON
RUSK
LINCOLN
LANGLADE
MARINETTE
TAYLOR
MENOMINEE
ST. CROIX
CHIPPEWA
EAU CLAIRE
Eau Claire
EAU CLAIRE
DUNN
WAUSAU
Wausau
MARATHON
OCONTO
SHAWANO
GREEN BAY
DOOR
PIERCE
PEPIN
CLARK
OUTAGAMIE
WAUPACA
PORTAGE
WOOD
Green Bay
KEWAUNEE
MINNEAPOLIS–ST. PAUL
BUFFALO
TREMPEALEAU
JACKSON
WINNEBAGO
Appleton
APPLETON-OSHKOSH-NEENAH
Neenah
Oshkosh
BROWN
CALUMET
ADAMS
MANITOWOC
LA CROSSE
La Crosse
LA CROSSE
MONROE
SHEBOYGAN
Sheboygan
SHEBOYGAN
FOND DU LAC
JUNEAU
MARQUETTE
GREEN LAKE
WASHINGTON
OZAUKEE
VERNON
RICHLAND
SAUK
COLUMBIA
DODGE
MILWAUKEE
CRAWFORD
WAUKESHA
Brookfield
Waukesha
Milwaukee
Wauwatosa
West Allis
MADISON
DANE
Madison
JEFFERSON
IOWA
GRANT
MILWAUKEE
Racine
RACINE
GREEN
LAFAYETTE
Janesville
ROCK
Beloit
WALWORTH
Kenosha
KENOSHA
KENOSHA
JANESVILLE-BELOIT
KEY
HENNEPIN COUNTY
1. Brooklyn Park
2. St. Louis Park
3. Minneapolis
4. Edina
5. Bloomington
RAMSEY COUNTY
1. St. Paul

**The CHICAGO-GARY-LAKE COUNTY CMSA contains MSAs:**

Aurora-Elgin, IL
Chicago, IL
Gary-Hammond, IN
Joliet, IL
Kenosha, WI
Lake County, IL

**The MILWAUKEE-RACINE CMSA contains MSAs:**

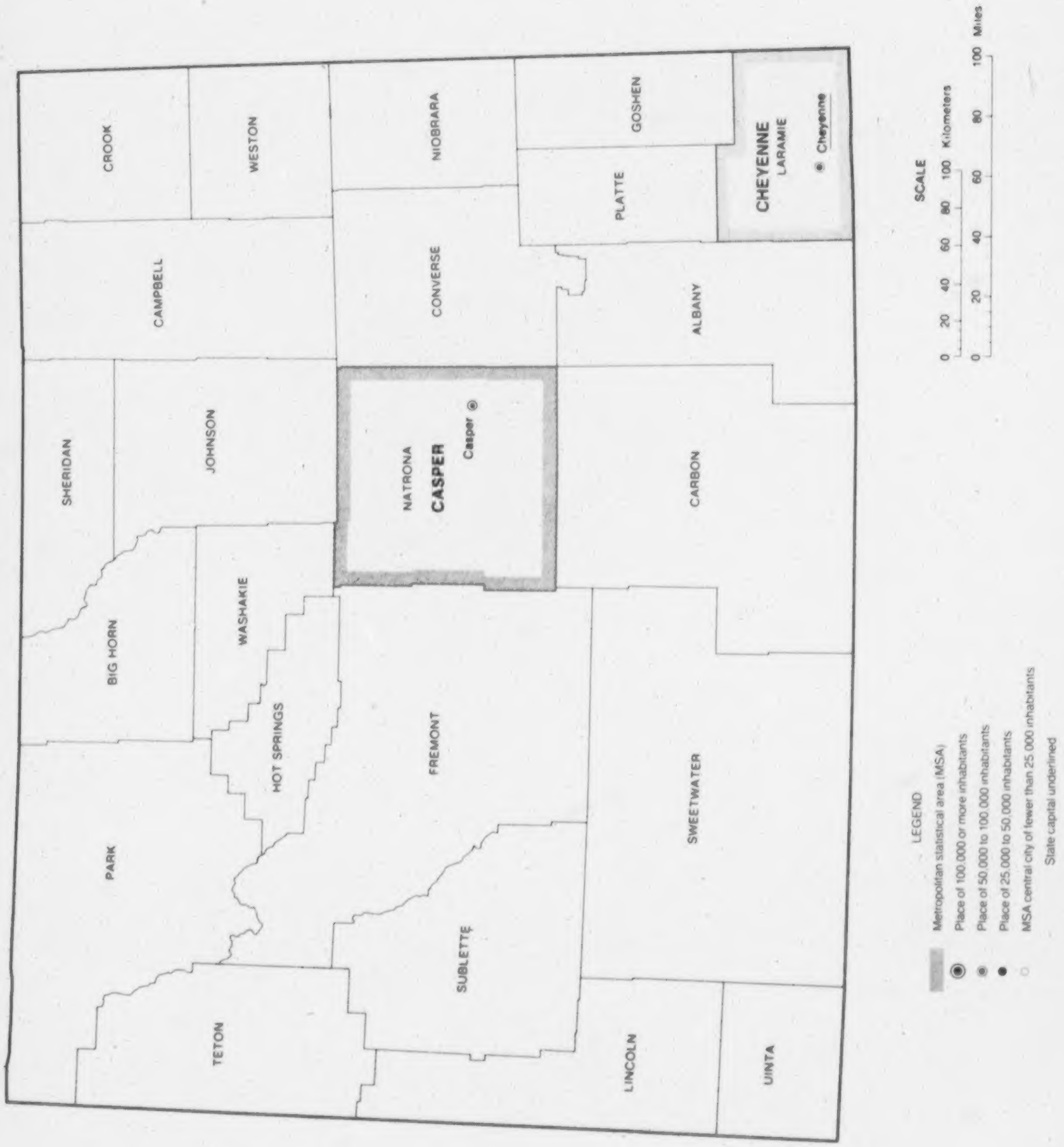
Milwaukee, WI
Racine, WI

# WYOMING
## METROPOLITAN DATA SUMMARY
(S&MM ESTIMATES)

| METROPOLITAN AREA | 12/31/91 POPULATION (Thousands) | 12/31/91 HOUSEHOLDS (Thousands) | 1991 EFFECTIVE BUYING INCOME ($000) | 1991 RETAIL SALES ($000) | BUYING POWER INDEX |
|---|---|---|---|---|---|
| **CASPER** | 60.1 | 23.5 | 862,403 | 460,991 | .0238 |
| **CHEYENNE** | 74.1 | 28.5 | 1,063,711 | 549,806 | .0291 |

| County | Metropolitan Area |
|---|---|
| Laramie | Cheyenne |
| Natrona | Casper |

# WYOMING


CROOK
WESTON
NIOBRARA
GOSHEN
CHEYENNE
LARAMIE
Cheyenne
PLATTE
CAMPBELL
CONVERSE
ALBANY
SHERIDAN
JOHNSON
NATRONA
CASPER
Casper
CARBON
BIG HORN
WASHAKIE
HOT SPRINGS
FREMONT
SWEETWATER
PARK
SUBLETTE
TETON
LINCOLN
UINTA
SCALE
0 20 40 60 80 100 Kilometers
0 20 40 60 80 100 Miles
LEGEND
Metropolitan statistical area (MSA)
Place of 100,000 or more inhabitants
Place of 50,000 to 100,000 inhabitants
Place of 25,000 to 50,000 inhabitants
MSA central city of fewer than 25,000 inhabitants
State capital underlined

# SECTION 2

## State And Regional Summaries

Population
Households
Effective Buying Income (EBI)
Total Retail Sales
Buying Power Index (BPI)
Graduated Buying Power Indexes
Households By Age And Sex
Households By Age Of Householder
Households By Number of Persons
Householders By EBI Group

**EXPLANATION OF TERMS**

An explanation of terms used in the **Survey of Buying Power Demographics USA 1992** will be found in the Introductory Section starting on page A-5.

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Ask for Product #72800.

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## REGIONAL AND STATE SUMMARIES

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES | | | | | | | | | | | | | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| REGION State | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980-91 | Pop Per Sq. Mi. (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **NEW ENGLAND** | **13,338.6** | **5.2591** | **8.0** | **212** | **92.7** | **4,989.5** | **5.3262** | **228,834,922** | **6.1368** | **110,944,410** | **6.0913** | **5.9473** | **4.9322** | **4.9363** | **5.8169** |
| Connecticut | 3,313.9 | 1.3066 | 6.6 | 684 | 89.3 | 1,239.5 | 1.3232 | 66,142,959 | 1.7738 | 26,543,565 | 1.4574 | 1.5854 | 1.0660 | 1.1205 | 1.5399 |
| Maine | 1,247.9 | .4920 | 10.9 | 40 | 98.5 | 473.6 | .5056 | 16,781,995 | .4500 | 10,091,828 | .5541 | .4896 | .5441 | .5594 | .4511 |
| Massachusetts | 6,048.3 | 2.3847 | 5.4 | 772 | 91.6 | 2,256.5 | 2.4087 | 104,610,978 | 2.8054 | 52,089,985 | 2.8599 | 2.7376 | 2.2714 | 2.1674 | 2.7138 |
| New Hampshire | 1,143.6 | .4509 | 24.2 | 128 | 98.2 | 424.3 | .4529 | 19,054,994 | .5110 | 11,008,774 | .6044 | .5270 | .4164 | .4509 | .5188 |
| Rhode Island | 1,012.1 | .3990 | 6.9 | 968 | 93.1 | 380.8 | .4065 | 14,444,997 | .3874 | 6,760,389 | .3712 | .3848 | .3999 | .3898 | .3783 |
| Vermont | 572.8 | .2259 | 12.0 | 62 | 98.7 | 214.8 | .2293 | 7,798,999 | .2092 | 4,449,869 | .2443 | .2229 | .2344 | .2483 | .2150 |
| **MIDDLE ATLANTIC** | **37,947.9** | **14.9621** | **3.2** | **382** | **82.4** | **14,028.8** | **14.9756** | **632,218,683** | **16.9542** | **266,597,624** | **14.6370** | **15.8607** | **14.3471** | **13.6360** | **16.3295** |
| New Jersey | 7,813.5 | 3.0807 | 6.1 | 1,053 | 82.1 | 2,818.4 | 3.0086 | 155,172,906 | 4.1613 | 63,209,987 | 3.4704 | 3.7379 | 2.5630 | 2.5412 | 3.8465 |
| New York | 18,166.3 | 7.1626 | 3.5 | 385 | 78.0 | 6,677.4 | 7.1281 | 298,926,889 | 8.0163 | 122,445,952 | 6.7227 | 7.4575 | 6.9885 | 6.3403 | 7.8160 |
| Pennsylvania | 11,968.1 | 4.7188 | .9 | 267 | 89.2 | 4,533.0 | 4.8389 | 178,118,888 | 4.7766 | 80,941,685 | 4.4439 | 4.6653 | 4.7956 | 4.7545 | 4.6670 |
| **EAST NORTH CENTRAL** | **42,359.5** | **16.7014** | **1.6** | **174** | **86.5** | **15,724.6** | **16.7859** | **618,730,893** | **16.5924** | **303,829,171** | **16.6812** | **16.6412** | **15.7117** | **16.5944** | **16.8031** |
| Illinois | 11,511.8 | 4.5389 | .7 | 207 | 82.1 | 4,223.2 | 4.5082 | 187,922,992 | 5.0395 | 84,709,929 | 4.6509 | 4.8229 | 3.9489 | 4.1672 | 4.9408 |
| Indiana | 5,594.4 | 2.2057 | 1.9 | 156 | 91.1 | 2,084.6 | 2.2253 | 75,280,996 | 2.0188 | 39,881,962 | 2.1896 | 2.1074 | 2.0915 | 2.3634 | 2.0812 |
| Michigan | 9,382.2 | 3.6992 | 1.3 | 165 | 84.0 | 3,452.6 | 3.6857 | 134,687,981 | 3.6119 | 67,760,980 | 3.7203 | 3.6620 | 3.5166 | 3.5959 | 3.7609 |
| Ohio | 10,918.7 | 4.3050 | 1.1 | 267 | 88.1 | 4,116.5 | 4.3943 | 151,669,916 | 4.0673 | 76,294,964 | 4.1888 | 4.1514 | 4.3606 | 4.4528 | 4.1118 |
| Wisconsin | 4,952.4 | 1.9526 | 5.2 | 91 | 92.8 | 1,847.7 | 1.9724 | 69,169,008 | 1.8549 | 35,181,336 | 1.9316 | 1.8975 | 1.7941 | 2.0151 | 1.9084 |
| **WEST NORTH CENTRAL** | **17,849.4** | **7.0375** | **3.9** | **35** | **92.5** | **6,799.5** | **7.2584** | **248,926,447** | **6.6754** | **128,510,344** | **7.0557** | **6.8616** | **7.1735** | **7.5496** | **6.4661** |
| Iowa | 2,778.1 | 1.0953 | -4.7 | 50 | 96.9 | 1,066.9 | 1.1389 | 37,683,017 | 1.0106 | 19,511,756 | 1.0713 | 1.0456 | 1.1429 | 1.2007 | .9859 |
| Kansas | 2,506.5 | .9883 | 6.0 | 31 | 91.7 | 957.0 | 1.0216 | 35,930,028 | .9635 | 17,159,623 | .9421 | .9621 | 1.0022 | 1.0463 | .9006 |
| Minnesota | 4,457.2 | 1.7574 | 9.4 | 56 | 94.6 | 1,680.6 | 1.7940 | 63,842,983 | 1.7121 | 35,159,987 | 1.9304 | 1.7865 | 1.6823 | 1.8577 | 1.7272 |
| Missouri | 5,184.8 | 2.0442 | 5.5 | 75 | 88.0 | 1,986.9 | 2.1210 | 71,678,982 | 1.9222 | 36,427,985 | 2.0000 | 1.9700 | 2.1821 | 2.1941 | 1.8194 |
| Nebraska | 1,586.0 | .6253 | 1.0 | 21 | 94.5 | 605.9 | .6468 | 22,384,014 | .6002 | 10,693,370 | .5871 | .6012 | .6079 | .6701 | .5819 |
| North Dakota | 634.3 | .2501 | -2.8 | 9 | 94.6 | 240.3 | .2565 | 8,010,009 | .2148 | 4,669,914 | .2564 | .2343 | .2719 | .2851 | .2129 |
| South Dakota | 702.5 | .2769 | 1.7 | 9 | 91.5 | 261.9 | .2796 | 9,397,414 | .2520 | 4,887,709 | .2684 | .2619 | .2842 | .2956 | .2382 |
| **SOUTH ATLANTIC** | **44,874.0** | **17.6928** | **21.4** | **169** | **77.5** | **17,010.5** | **18.1584** | **636,015,783** | **17.0561** | **328,761,764** | **18.0499** | **17.4816** | **18.5849** | **19.0932** | **17.5903** |
| Delaware | 684.1 | .2697 | 15.1 | 350 | 81.1 | 253.5 | .2706 | 10,439,998 | .2800 | 6,060,409 | .3327 | .2938 | .2428 | .2819 | .2991 |
| District of Columbia | 597.4 | .2356 | -6.4 | 9,730 | 32.1 | 244.8 | .2613 | 10,751,992 | .2883 | 3,606,373 | .1980 | .2508 | .2350 | .2322 | .2674 |
| Florida | 13,492.9 | 5.3199 | 38.4 | 250 | 84.7 | 5,359.1 | 5.7208 | 195,035,892 | 5.2303 | 109,570,910 | 6.0158 | 5.4837 | 6.0679 | 6.3899 | 5.4015 |
| Georgia | 6,708.7 | 2.6451 | 22.8 | 116 | 71.4 | 2,451.4 | 2.6168 | 88,737,006 | 2.3797 | 46,910,489 | 2.5755 | 2.4916 | 2.7523 | 2.7294 | 2.4807 |
| Maryland | 4,915.9 | 1.9382 | 16.6 | 503 | 71.2 | 1,797.0 | 1.9183 | 82,144,955 | 2.2029 | 36,385,417 | 1.9977 | 2.0884 | 1.5469 | 1.7399 | 2.1848 |
| North Carolina | 6,777.2 | 2.6720 | 15.3 | 139 | 75.9 | 2,579.7 | 2.7538 | 87,885,995 | 2.3569 | 46,077,984 | 2.5298 | 2.4717 | 2.9138 | 2.9789 | 2.5453 |
| South Carolina | 3,565.4 | 1.4058 | 14.2 | 118 | 69.2 | 1,288.6 | 1.3755 | 42,614,986 | 1.1428 | 24,219,853 | 1.3297 | 1.2514 | 1.5607 | 1.4936 | 1.2775 |
| Virginia | 6,348.1 | 2.5029 | 18.7 | 160 | 78.0 | 2,349.7 | 2.5083 | 98,575,962 | 2.6435 | 45,782,963 | 2.5136 | 2.5765 | 2.3205 | 2.4569 | 2.6089 |
| West Virginia | 1,784.3 | .7036 | -8.5 | 74 | 96.3 | 686.7 | .7330 | 19,828,997 | .5317 | 10,147,366 | .5571 | .5737 | .9450 | .7905 | .5251 |
| **EAST SOUTH CENTRAL** | **15,345.5** | **6.0505** | **4.6** | **86** | **79.5** | **5,720.4** | **6.1065** | **184,522,952** | **4.9485** | **97,306,693** | **5.3424** | **5.2871** | **7.2591** | **6.4002** | **5.1076** |
| Alabama | 4,089.4 | 1.6124 | 5.0 | 81 | 73.7 | 1,525.5 | 1.6285 | 49,399,971 | 1.3248 | 26,132,246 | 1.4347 | 1.4153 | 1.9191 | 1.6899 | 1.4026 |
| Kentucky | 3,704.2 | 1.4605 | 1.2 | 93 | 92.2 | 1,388.3 | 1.4820 | 44,585,998 | 1.1957 | 24,097,976 | 1.3231 | 1.2868 | 1.7941 | 1.5609 | 1.2137 |
| Mississippi | 2,591.8 | 1.0219 | 2.8 | 55 | 63.4 | 918.0 | .9799 | 26,565,004 | .7124 | 13,692,446 | .7517 | .7861 | 1.3121 | 1.0147 | .7094 |
| Tennessee | 4,960.1 | 1.9557 | 8.0 | 120 | 83.1 | 1,888.6 | 2.0161 | 63,971,979 | 1.7156 | 33,384,025 | 1.8329 | 1.7989 | 2.2338 | 2.1347 | 1.7819 |
| **WEST SOUTH CENTRAL** | **27,205.7** | **10.7266** | **14.6** | **64** | **82.1** | **9,840.3** | **10.5044** | **355,109,579** | **9.5230** | **190,942,239** | **10.4833** | **10.0518** | **12.2524** | **11.0594** | **9.5748** |
| Arkansas | 2,374.8 | .9363 | 3.9 | 46 | 83.0 | 901.8 | .9627 | 27,340,008 | .7332 | 15,583,945 | .8556 | .8105 | 1.1881 | 1.0737 | .7414 |
| Louisiana | 4,238.4 | 1.6711 | .8 | 97 | 67.3 | 1,504.7 | 1.6062 | 50,647,994 | 1.3582 | 28,996,995 | 1.5920 | 1.4910 | 2.1332 | 1.6690 | 1.3807 |
| Oklahoma | 3,157.8 | 1.2451 | 4.4 | 46 | 82.5 | 1,211.2 | 1.2930 | 37,055,007 | .9937 | 20,200,258 | 1.1091 | 1.0786 | 1.5884 | 1.4256 | 1.0411 |
| Texas | 17,434.7 | 6.8741 | 22.6 | 67 | 85.4 | 6,222.6 | 6.6425 | 240,066,570 | 6.4379 | 126,161,041 | 6.9266 | 6.6717 | 7.3427 | 6.8911 | 6.4116 |
| **MOUNTAIN** | **14,103.3** | **5.5605** | **24.0** | **16** | **91.6** | **5,202.7** | **5.5538** | **187,155,689** | **5.0191** | **96,491,074** | **5.2977** | **5.2111** | **5.8044** | **5.9125** | **5.1865** |
| Arizona | 3,825.5 | 1.5083 | 40.8 | 34 | 89.2 | 1,430.7 | 1.5272 | 48,712,001 | 1.3063 | 26,893,039 | 1.4765 | 1.3978 | 1.7269 | 1.6937 | 1.3643 |
| Colorado | 3,367.9 | 1.3279 | 16.5 | 32 | 92.8 | 1,312.9 | 1.4015 | 51,276,995 | 1.3751 | 25,216,404 | 1.3844 | 1.3684 | 1.3590 | 1.4333 | 1.3984 |
| Idaho | 1,023.2 | .4034 | 8.4 | 12 | 97.1 | 367.4 | .3922 | 12,832,000 | .3442 | 6,191,970 | .3399 | .3548 | .3990 | .4248 | .3473 |
| Montana | 801.4 | .3160 | 1.9 | 6 | 92.9 | 307.3 | .3281 | 10,267,008 | .2754 | 5,472,882 | .3005 | .2911 | .3723 | .3555 | .2824 |
| Nevada | 1,301.4 | .5131 | 62.6 | 12 | 88.1 | 504.0 | .5380 | 19,365,994 | .5194 | 9,825,951 | .5395 | .5242 | .5173 | .5667 | .5278 |
| New Mexico | 1,561.4 | .6156 | 19.8 | 13 | 87.6 | 560.2 | .5980 | 18,197,991 | .4880 | 9,645,014 | .5296 | .5260 | .6926 | .6494 | .5026 |
| Utah | 1,770.2 | .6979 | 21.2 | 22 | 95.7 | 551.3 | .5885 | 20,318,794 | .5448 | 10,451,699 | .5739 | .5842 | .5605 | .6110 | .6030 |
| Wyoming | 452.3 | .1783 | -3.7 | 5 | 96.2 | 168.9 | .1803 | 6,184,906 | .1659 | 2,794,115 | .1534 | .1646 | .1768 | .1781 | .1607 |
| **PACIFIC** | **40,605.2** | **16.0095** | **27.7** | **45** | **81.8** | **14,361.5** | **15.3308** | **637,452,095** | **17.0945** | **298,002,617** | **16.3615** | **16.6576** | **13.9347** | **14.8184** | **17.1252** |
| Alaska | 570.2 | .2248 | 41.9 | 1 | 76.0 | 195.9 | .2091 | 10,173,460 | .2728 | 4,740,158 | .2603 | .2594 | .1976 | .1937 | .2430 |
| California | 30,975.0 | 12.2127 | 30.9 | 199 | 81.2 | 10,741.2 | 11.4661 | 490,749,649 | 13.1604 | 220,871,295 | 12.1266 | 12.6608 | 10.1781 | 10.8414 | 13.0299 |
| Hawaii | 1,138.1 | .4487 | 18.0 | 177 | 31.9 | 367.0 | .3918 | 18,911,993 | .5071 | 11,411,804 | .6266 | .5312 | .3506 | .4083 | .5381 |
| Oregon | 2,912.8 | 1.1484 | 10.6 | 30 | 94.3 | 1,130.6 | 1.2069 | 39,836,051 | 1.0683 | 23,262,179 | 1.2772 | 1.1470 | 1.2346 | 1.3358 | 1.1770 |
| Washington | 5,009.1 | 1.9749 | 21.2 | 75 | 90.3 | 1,926.8 | 2.0569 | 77,780,942 | 2.0859 | 37,717,181 | 2.0708 | 2.0592 | 1.9738 | 2.0392 | 2.1372 |
| **TOTAL UNITED STATES** | **253,629.1** | **100.0000** | **12.0** | **72** | **83.7** | **93,677.8** | **100.0000** | **3,728,967,043** | **100.0000** | **1,821,385,936** | **100.0000** | **100.0000** | **100.0000** | **100.0000** | **100.0000** |

## REGIONAL AND STATE SUMMARIES
# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| REGION State | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **NEW ENGLAND** | **13,338.6** | **Male** | **6,448,166** | **586,269** | **522,643** | **489,328** | **724,675** | **1,146,022** | **1,050,696** | **694,687** | **531,974** | **701,872** | **32.9** |
| | | **Female** | **6,890,434** | **558,607** | **497,206** | **466,570** | **719,080** | **1,155,447** | **1,080,101** | **723,736** | **587,093** | **1,102,594** | **35.4** |
| Connecticut | 3,313.9 | Male | 1,606,723 | 145,205 | 125,958 | 119,280 | 171,774 | 283,745 | 260,742 | 182,551 | 138,035 | 179,433 | 33.5 |
| | | Female | 1,707,177 | 137,967 | 120,349 | 113,909 | 165,130 | 283,726 | 270,465 | 191,315 | 150,559 | 273,757 | 36.2 |
| Maine | 1,247.9 | Male | 608,036 | 55,639 | 54,716 | 51,933 | 61,020 | 99,471 | 101,287 | 65,781 | 51,153 | 67,036 | 33.1 |
| | | Female | 639,864 | 52,697 | 52,030 | 49,223 | 59,480 | 101,981 | 101,465 | 66,479 | 55,774 | 100,735 | 35.4 |
| Massachusetts | 6,048.3 | Male | 2,905,893 | 261,206 | 227,945 | 215,117 | 343,183 | 530,937 | 466,902 | 305,798 | 237,368 | 317,437 | 32.6 |
| | | Female | 3,142,407 | 249,498 | 216,370 | 205,117 | 347,565 | 534,896 | 485,047 | 323,335 | 265,780 | 514,799 | 35.4 |
| New Hampshire | 1,143.6 | Male | 560,955 | 54,572 | 49,557 | 43,806 | 58,310 | 101,461 | 97,348 | 60,904 | 43,021 | 51,976 | 32.3 |
| | | Female | 582,645 | 52,530 | 47,330 | 41,828 | 58,396 | 102,589 | 96,892 | 59,824 | 45,188 | 78,068 | 33.9 |
| Rhode Island | 1,012.1 | Male | 485,944 | 42,924 | 38,968 | 36,198 | 59,030 | 84,250 | 76,028 | 49,074 | 40,725 | 58,747 | 32.8 |
| | | Female | 526,156 | 40,579 | 36,850 | 34,723 | 58,043 | 84,693 | 77,501 | 52,443 | 46,775 | 94,549 | 36.1 |
| Vermont | 572.8 | Male | 280,615 | 26,723 | 25,499 | 22,994 | 31,358 | 46,158 | 48,389 | 30,579 | 21,672 | 27,243 | 32.3 |
| | | Female | 292,185 | 25,336 | 24,277 | 21,770 | 30,466 | 47,562 | 48,731 | 30,340 | 23,017 | 40,686 | 34.3 |
| **MIDDLE ATLANTIC** | **37,947.9** | **Male** | **18,234,400** | **1,651,351** | **1,508,490** | **1,460,856** | **1,947,618** | **3,100,210** | **2,875,969** | **2,002,450** | **1,610,446** | **2,077,010** | **33.2** |
| | | **Female** | **19,713,500** | **1,574,408** | **1,437,195** | **1,396,122** | **1,916,103** | **3,151,394** | **3,014,799** | **2,169,318** | **1,832,605** | **3,221,556** | **36.3** |
| New Jersey | 7,813.5 | Male | 3,778,281 | 338,885 | 303,518 | 297,789 | 387,692 | 661,711 | 608,491 | 430,252 | 333,512 | 416,431 | 33.5 |
| | | Female | 4,035,219 | 324,316 | 289,215 | 283,407 | 374,696 | 665,632 | 637,473 | 456,124 | 371,305 | 633,051 | 36.3 |
| New York | 18,166.3 | Male | 8,714,973 | 804,129 | 720,461 | 701,275 | 964,373 | 1,517,191 | 1,373,986 | 955,681 | 747,442 | 930,435 | 32.7 |
| | | Female | 9,451,327 | 767,435 | 687,527 | 671,970 | 949,075 | 1,545,426 | 1,457,428 | 1,053,168 | 856,525 | 1,462,773 | 35.7 |
| Pennsylvania | 11,968.1 | Male | 5,741,146 | 508,337 | 484,511 | 461,792 | 595,553 | 921,308 | 893,492 | 616,517 | 529,492 | 730,144 | 33.9 |
| | | Female | 6,226,954 | 482,657 | 460,453 | 440,745 | 592,332 | 940,336 | 919,898 | 660,026 | 604,775 | 1,125,732 | 37.1 |
| **EAST NORTH CENTRAL** | **42,359.5** | **Male** | **20,558,850** | **1,973,214** | **1,917,942** | **1,805,584** | **2,182,098** | **3,423,913** | **3,212,806** | **2,201,218** | **1,698,618** | **2,143,457** | **32.0** |
| | | **Female** | **21,800,650** | **1,884,819** | **1,827,320** | **1,717,280** | **2,149,416** | **3,491,553** | **3,308,105** | **2,306,471** | **1,869,716** | **3,245,970** | **34.5** |
| Illinois | 11,511.8 | Male | 5,595,083 | 540,690 | 512,577 | 480,354 | 603,711 | 967,242 | 869,934 | 596,730 | 452,331 | 571,514 | 31.8 |
| | | Female | 5,916,717 | 517,108 | 489,404 | 455,510 | 573,121 | 970,803 | 896,918 | 629,531 | 499,827 | 884,495 | 34.5 |
| Indiana | 5,594.4 | Male | 2,714,632 | 254,497 | 256,632 | 247,280 | 294,523 | 440,972 | 421,457 | 295,591 | 224,081 | 279,599 | 31.9 |
| | | Female | 2,879,768 | 243,008 | 243,165 | 234,992 | 290,451 | 450,702 | 432,847 | 306,467 | 248,571 | 429,565 | 34.5 |
| Michigan | 9,382.2 | Male | 4,559,258 | 447,018 | 426,474 | 405,098 | 486,015 | 756,396 | 719,760 | 490,692 | 372,163 | 455,642 | 31.8 |
| | | Female | 4,822,942 | 427,152 | 407,007 | 387,506 | 486,874 | 779,475 | 744,862 | 509,793 | 407,413 | 672,860 | 34.0 |
| Ohio | 10,918.7 | Male | 5,265,268 | 499,315 | 490,329 | 463,345 | 547,404 | 858,694 | 821,668 | 566,990 | 452,688 | 564,835 | 32.4 |
| | | Female | 5,653,432 | 476,502 | 467,419 | 441,052 | 551,095 | 887,763 | 856,276 | 605,167 | 504,544 | 863,614 | 35.0 |
| Wisconsin | 4,952.4 | Male | 2,424,609 | 231,694 | 231,930 | 209,507 | 250,445 | 400,609 | 379,987 | 251,215 | 197,355 | 271,867 | 32.2 |
| | | Female | 2,527,791 | 221,049 | 220,325 | 198,220 | 247,875 | 402,810 | 377,202 | 255,513 | 209,361 | 395,436 | 34.3 |
| **WEST NORTH CENTRAL** | **17,849.4** | **Male** | **8,698,088** | **839,980** | **842,629** | **748,818** | **880,065** | **1,437,778** | **1,341,058** | **899,960** | **709,347** | **998,453** | **32.2** |
| | | **Female** | **9,151,312** | **800,592** | **800,902** | **712,671** | **859,912** | **1,439,732** | **1,345,771** | **928,167** | **768,754** | **1,494,811** | **34.7** |
| Iowa | 2,778.1 | Male | 1,346,269 | 122,520 | 129,652 | 117,792 | 138,215 | 205,881 | 204,421 | 140,887 | 115,852 | 171,049 | 33.0 |
| | | Female | 1,431,831 | 117,005 | 123,143 | 112,572 | 134,394 | 208,151 | 204,158 | 145,771 | 126,625 | 260,012 | 36.0 |
| Kansas | 2,506.5 | Male | 1,229,556 | 121,294 | 120,312 | 104,184 | 128,817 | 204,065 | 190,936 | 122,889 | 97,993 | 139,066 | 31.9 |
| | | Female | 1,276,944 | 114,852 | 113,771 | 99,180 | 119,438 | 200,441 | 187,540 | 125,994 | 106,574 | 209,154 | 34.5 |
| Minnesota | 4,457.2 | Male | 2,187,332 | 217,112 | 212,960 | 182,739 | 217,091 | 385,348 | 352,402 | 227,187 | 165,380 | 227,113 | 31.8 |
| | | Female | 2,269,868 | 208,292 | 202,278 | 173,747 | 216,829 | 383,545 | 348,814 | 229,343 | 174,140 | 332,880 | 33.7 |
| Missouri | 5,184.8 | Male | 2,499,266 | 237,187 | 235,138 | 215,366 | 251,623 | 412,821 | 376,381 | 269,160 | 213,412 | 288,178 | 32.5 |
| | | Female | 2,685,534 | 225,529 | 223,597 | 205,242 | 251,087 | 420,945 | 392,845 | 285,091 | 236,788 | 444,410 | 35.4 |
| Nebraska | 1,586.0 | Male | 773,593 | 76,525 | 76,924 | 68,962 | 75,874 | 125,294 | 118,492 | 77,610 | 63,345 | 90,567 | 32.1 |
| | | Female | 812,407 | 72,563 | 73,379 | 65,155 | 74,982 | 124,423 | 119,108 | 79,130 | 68,126 | 135,541 | 34.7 |
| North Dakota | 634.3 | Male | 316,131 | 30,199 | 31,544 | 28,080 | 34,678 | 50,618 | 47,699 | 29,527 | 24,969 | 38,817 | 31.6 |
| | | Female | 318,169 | 28,892 | 29,968 | 26,374 | 30,783 | 49,248 | 44,685 | 29,560 | 26,353 | 52,306 | 33.7 |
| South Dakota | 702.5 | Male | 345,941 | 35,143 | 36,099 | 31,695 | 33,767 | 53,751 | 50,727 | 32,700 | 28,396 | 43,663 | 31.7 |
| | | Female | 356,559 | 33,459 | 34,766 | 30,401 | 32,399 | 52,979 | 48,621 | 33,278 | 30,148 | 60,508 | 33.9 |
| **SOUTH ATLANTIC** | **44,874.0** | **Male** | **21,783,758** | **1,989,456** | **1,836,229** | **1,759,673** | **2,386,964** | **3,753,136** | **3,439,034** | **2,367,140** | **1,790,892** | **2,461,234** | **32.8** |
| | | **Female** | **23,090,242** | **1,902,376** | **1,758,662** | **1,681,206** | **2,280,890** | **3,775,617** | **3,568,208** | **2,489,113** | **2,043,895** | **3,590,275** | **35.4** |
| Delaware | 684.1 | Male | 331,949 | 31,736 | 29,080 | 25,817 | 37,281 | 58,615 | 51,401 | 35,528 | 28,514 | 33,977 | 32.2 |
| | | Female | 352,151 | 30,268 | 27,633 | 24,933 | 38,202 | 59,339 | 53,351 | 37,581 | 31,212 | 49,632 | 34.3 |
| District of Columbia | 597.4 | Male | 278,853 | 22,956 | 18,676 | 17,778 | 36,957 | 55,884 | 46,429 | 29,961 | 21,980 | 28,232 | 32.7 |
| | | Female | 318,547 | 22,263 | 18,247 | 17,616 | 41,677 | 59,313 | 50,046 | 33,663 | 26,855 | 48,867 | 35.0 |
| Florida | 13,492.9 | Male | 6,536,762 | 562,985 | 505,522 | 475,600 | 624,283 | 1,071,842 | 961,100 | 677,147 | 592,902 | 1,065,381 | 35.3 |
| | | Female | 6,956,138 | 536,441 | 482,593 | 452,928 | 598,741 | 1,057,031 | 983,870 | 724,826 | 691,999 | 1,427,711 | 38.6 |
| Georgia | 6,708.7 | Male | 3,259,454 | 324,862 | 305,686 | 292,620 | 373,696 | 582,795 | 530,824 | 354,656 | 234,434 | 259,881 | 30.7 |
| | | Female | 3,449,246 | 309,971 | 292,915 | 279,408 | 362,224 | 594,034 | 558,094 | 369,030 | 265,673 | 417,897 | 33.1 |
| Maryland | 4,915.9 | Male | 2,386,203 | 231,435 | 201,732 | 182,699 | 252,885 | 440,250 | 400,616 | 274,752 | 189,809 | 212,025 | 32.4 |
| | | Female | 2,529,697 | 220,976 | 194,761 | 174,552 | 249,396 | 452,629 | 423,848 | 285,380 | 206,769 | 321,386 | 34.4 |

## REGIONAL AND STATE SUMMARIES

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES | | | | Population by Age and Sex | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| REGION State | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | Median Age By Sex |
| **SOUTH ATLANTIC (continued)** | | | | | | | | | | | | | |
| North Carolina | 6,777.2 | Male | 3,288,355 | 295,326 | 274,620 | 276,437 | 400,278 | 564,737 | 521,581 | 361,402 | 270,888 | 323,086 | 32.0 |
| | | Female | 3,488,845 | 284,027 | 263,239 | 264,819 | 368,894 | 565,213 | 543,051 | 383,556 | 311,926 | 504,120 | 35.0 |
| South Carolina | 3,565.4 | Male | 1,727,965 | 166,151 | 160,121 | 157,908 | 203,601 | 290,144 | 270,513 | 184,130 | 135,058 | 160,339 | 31.1 |
| | | Female | 1,837,435 | 159,960 | 154,869 | 151,859 | 195,749 | 294,069 | 282,179 | 195,007 | 156,365 | 247,378 | 33.7 |
| Virginia | 6,348.1 | Male | 3,116,112 | 286,045 | 263,631 | 247,734 | 372,303 | 567,078 | 518,826 | 352,009 | 237,817 | 270,669 | 31.8 |
| | | Female | 3,231,988 | 274,177 | 251,373 | 236,895 | 340,782 | 563,659 | 533,172 | 358,936 | 261,685 | 411,309 | 34.1 |
| West Virginia | 1,784.3 | Male | 858,105 | 67,960 | 77,161 | 83,080 | 85,680 | 121,791 | 137,744 | 97,555 | 79,490 | 107,644 | 34.5 |
| | | Female | 926,195 | 64,293 | 73,032 | 78,198 | 85,225 | 130,330 | 140,597 | 101,134 | 91,411 | 161,975 | 37.3 |
| **EAST SOUTH CENTRAL** | **15,345.5** | **Male** | **7,388,245** | **684,139** | **697,367** | **693,718** | **809,837** | **1,180,043** | **1,133,378** | **805,239** | **610,916** | **773,608** | **31.9** |
| | | **Female** | **7,957,255** | **652,203** | **664,690** | **660,978** | **803,398** | **1,233,429** | **1,188,753** | **859,864** | **701,769** | **1,192,171** | **34.7** |
| Alabama | 4,089.4 | Male | 1,961,315 | 183,074 | 184,250 | 185,147 | 214,142 | 310,495 | 297,131 | 212,951 | 165,639 | 208,486 | 31.9 |
| | | Female | 2,128,085 | 174,188 | 176,246 | 178,023 | 216,059 | 323,653 | 312,918 | 230,555 | 192,384 | 324,049 | 34.9 |
| Kentucky | 3,704.2 | Male | 1,795,642 | 160,397 | 167,611 | 167,781 | 195,822 | 291,194 | 280,013 | 195,824 | 148,966 | 188,034 | 32.1 |
| | | Female | 1,908,558 | 152,027 | 159,429 | 158,401 | 189,729 | 301,122 | 290,189 | 206,117 | 166,428 | 285,116 | 34.8 |
| Mississippi | 2,591.8 | Male | 1,240,601 | 125,777 | 132,196 | 129,159 | 140,045 | 187,902 | 176,107 | 124,930 | 96,421 | 128,064 | 30.0 |
| | | Female | 1,351,199 | 121,070 | 126,630 | 123,818 | 142,206 | 201,722 | 187,820 | 136,105 | 113,827 | 198,001 | 33.0 |
| Tennessee | 4,960.1 | Male | 2,390,687 | 214,891 | 213,310 | 211,631 | 259,828 | 390,452 | 380,127 | 271,534 | 199,890 | 249,024 | 32.6 |
| | | Female | 2,569,413 | 204,918 | 202,385 | 200,736 | 255,394 | 406,932 | 397,826 | 287,087 | 229,130 | 385,005 | 35.4 |
| **WEST SOUTH CENTRAL** | **27,205.7** | **Male** | **13,318,086** | **1,372,151** | **1,341,790** | **1,239,502** | **1,453,597** | **2,300,392** | **2,043,199** | **1,351,719** | **990,749** | **1,224,987** | **30.4** |
| | | **Female** | **13,887,614** | **1,313,432** | **1,281,429** | **1,182,138** | **1,404,476** | **2,288,619** | **2,089,278** | **1,414,697** | **1,107,086** | **1,806,459** | **32.7** |
| Arkansas | 2,374.8 | Male | 1,145,759 | 106,123 | 109,273 | 108,788 | 114,764 | 171,768 | 166,665 | 124,395 | 97,901 | 146,082 | 32.8 |
| | | Female | 1,229,041 | 101,075 | 104,035 | 101,984 | 114,647 | 178,005 | 174,552 | 132,030 | 111,739 | 210,974 | 35.8 |
| Louisiana | 4,238.4 | Male | 2,042,147 | 214,653 | 219,303 | 199,400 | 222,392 | 333,434 | 305,489 | 204,222 | 155,144 | 188,110 | 30.0 |
| | | Female | 2,196,253 | 206,829 | 210,300 | 193,020 | 225,633 | 349,523 | 322,957 | 222,141 | 179,517 | 286,333 | 32.5 |
| Oklahoma | 3,157.8 | Male | 1,537,586 | 145,028 | 149,412 | 139,524 | 159,059 | 247,111 | 231,301 | 165,171 | 128,473 | 172,507 | 32.1 |
| | | Female | 1,620,214 | 138,473 | 142,407 | 130,969 | 150,709 | 246,679 | 237,869 | 173,665 | 142,432 | 257,011 | 35.0 |
| Texas | 17,434.7 | Male | 8,592,594 | 906,347 | 863,802 | 791,790 | 957,382 | 1,548,079 | 1,339,744 | 857,931 | 609,231 | 718,288 | 30.0 |
| | | Female | 8,842,106 | 867,055 | 824,687 | 756,165 | 913,487 | 1,514,412 | 1,353,900 | 886,861 | 673,398 | 1,052,141 | 32.0 |
| **MOUNTAIN** | **14,103.3** | **Male** | **7,005,650** | **726,428** | **708,638** | **630,606** | **720,555** | **1,184,700** | **1,119,719** | **713,931** | **518,468** | **682,605** | **31.0** |
| | | **Female** | **7,097,650** | **693,500** | **675,375** | **599,316** | **681,995** | **1,162,058** | **1,105,779** | **723,689** | **554,496** | **901,442** | **32.7** |
| Arizona | 3,825.5 | Male | 1,891,137 | 193,702 | 176,089 | 158,806 | 205,587 | 325,224 | 284,406 | 185,598 | 143,497 | 218,228 | 31.5 |
| | | Female | 1,934,363 | 185,114 | 168,530 | 151,519 | 189,920 | 314,417 | 284,157 | 194,832 | 160,410 | 285,464 | 33.7 |
| Colorado | 3,367.9 | Male | 1,669,144 | 163,060 | 155,475 | 135,753 | 171,897 | 303,099 | 301,265 | 178,728 | 120,188 | 139,679 | 31.9 |
| | | Female | 1,698,756 | 156,194 | 147,115 | 129,155 | 159,203 | 301,389 | 297,468 | 180,512 | 128,949 | 198,771 | 33.6 |
| Idaho | 1,023.2 | Male | 509,639 | 52,114 | 57,185 | 52,587 | 48,925 | 75,388 | 78,949 | 52,837 | 37,478 | 54,176 | 30.8 |
| | | Female | 513,561 | 49,557 | 54,599 | 49,290 | 46,469 | 74,882 | 77,433 | 51,916 | 39,372 | 70,043 | 32.6 |
| Montana | 801.4 | Male | 397,290 | 38,093 | 40,140 | 36,836 | 34,326 | 58,897 | 66,396 | 43,405 | 32,603 | 46,594 | 33.4 |
| | | Female | 404,110 | 36,174 | 38,268 | 34,266 | 32,827 | 60,612 | 64,633 | 42,586 | 33,721 | 61,023 | 35.0 |
| Nevada | 1,301.4 | Male | 663,114 | 63,356 | 54,907 | 48,299 | 65,021 | 121,336 | 110,201 | 78,711 | 57,694 | 63,589 | 33.2 |
| | | Female | 638,286 | 59,952 | 52,476 | 45,710 | 60,601 | 110,709 | 103,923 | 74,322 | 55,876 | 74,717 | 34.1 |
| New Mexico | 1,561.4 | Male | 768,553 | 82,743 | 81,194 | 72,585 | 76,220 | 127,586 | 119,945 | 77,219 | 57,969 | 73,092 | 30.6 |
| | | Female | 792,847 | 79,759 | 78,172 | 69,583 | 74,328 | 128,355 | 122,439 | 81,070 | 63,601 | 95,540 | 32.4 |
| Utah | 1,770.2 | Male | 880,184 | 111,005 | 118,784 | 103,398 | 98,048 | 137,411 | 119,220 | 73,399 | 51,968 | 66,951 | 25.6 |
| | | Female | 890,016 | 105,409 | 112,513 | 98,824 | 99,482 | 135,534 | 118,889 | 75,198 | 55,327 | 88,840 | 27.1 |
| Wyoming | 452.3 | Male | 226,589 | 22,355 | 24,864 | 22,342 | 20,531 | 35,759 | 39,337 | 24,034 | 17,071 | 20,296 | 31.5 |
| | | Female | 225,711 | 21,341 | 23,702 | 20,989 | 19,165 | 36,160 | 36,837 | 23,253 | 17,240 | 27,044 | 32.7 |
| **PACIFIC** | **40,605.2** | **Male** | **20,310,869** | **2,048,752** | **1,816,495** | **1,627,511** | **2,341,221** | **3,779,223** | **3,328,942** | **2,078,755** | **1,434,907** | **1,855,063** | **31.1** |
| | | **Female** | **20,294,331** | **1,953,828** | **1,726,978** | **1,532,819** | **2,035,370** | **3,533,976** | **3,281,068** | **2,089,309** | **1,558,825** | **2,582,158** | **33.2** |
| Alaska | 570.2 | Male | 300,870 | 35,989 | 31,802 | 25,177 | 31,211 | 59,410 | 58,907 | 31,724 | 15,776 | 10,874 | 29.4 |
| | | Female | 269,330 | 34,158 | 29,592 | 23,382 | 25,127 | 54,284 | 50,696 | 26,232 | 13,734 | 12,125 | 29.1 |
| California | 30,975.0 | Male | 15,511,172 | 1,587,263 | 1,373,324 | 1,236,194 | 1,857,947 | 2,962,717 | 2,496,667 | 1,558,759 | 1,077,736 | 1,360,565 | 30.7 |
| | | Female | 15,463,828 | 1,514,297 | 1,306,902 | 1,163,402 | 1,593,514 | 2,740,818 | 2,461,850 | 1,580,976 | 1,177,566 | 1,924,503 | 32.9 |
| Hawaii | 1,138.1 | Male | 579,616 | 54,546 | 50,131 | 45,041 | 66,989 | 103,327 | 96,457 | 57,994 | 43,779 | 61,352 | 32.1 |
| | | Female | 558,484 | 51,532 | 47,269 | 42,302 | 53,855 | 95,688 | 92,161 | 58,213 | 50,155 | 67,309 | 33.8 |
| Oregon | 2,912.8 | Male | 1,432,809 | 131,148 | 131,270 | 120,196 | 134,216 | 223,984 | 250,424 | 158,553 | 112,500 | 170,518 | 33.9 |
| | | Female | 1,479,991 | 125,114 | 125,039 | 113,558 | 128,886 | 222,909 | 250,858 | 158,038 | 122,243 | 233,346 | 36.0 |
| Washington | 5,009.1 | Male | 2,486,402 | 239,806 | 229,968 | 200,903 | 250,858 | 429,785 | 426,487 | 271,725 | 185,116 | 251,754 | 32.5 |
| | | Female | 2,522,698 | 228,727 | 218,176 | 190,175 | 233,988 | 420,277 | 425,503 | 265,850 | 195,127 | 344,875 | 34.3 |
| **TOTAL UNITED STATES** | **253,629.1** | **Male** | **123,746,112** | **11,871,740** | **11,192,223** | **10,455,596** | **13,446,630** | **21,305,417** | **19,544,801** | **13,115,099** | **9,896,317** | **12,918,289** | **32.0** |
| | | **Female** | **129,882,988** | **11,333,765** | **10,669,757** | **9,949,100** | **12,850,640** | **21,231,825** | **19,981,862** | **13,704,364** | **11,024,239** | **19,137,436** | **34.5** |

REGIONAL AND STATE SUMMARIES

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average House-hold Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| REGION State | 12/31/91 Total Households (Thousands) | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **NEW ENGLAND** | **4,989.5** | **228,113** | **1,050,376** | **1,141,544** | **774,945** | **664,788** | **1,129,734** | **1,257,289** | **1,590,255** | **877,852** | **782,035** | **322,704** | **159,365** | **2.67** |
| Connecticut | 1,239.5 | 49,536 | 254,847 | 280,733 | 203,572 | 171,003 | 279,809 | 304,586 | 399,070 | 222,388 | 195,163 | 79,308 | 38,985 | 2.67 |
| Maine | 473.6 | 24,141 | 98,066 | 110,074 | 71,413 | 63,492 | 106,414 | 112,386 | 160,683 | 83,930 | 76,516 | 28,315 | 11,770 | 2.63 |
| Massachusetts | 2,256.5 | 102,677 | 476,075 | 509,644 | 344,742 | 299,389 | 523,973 | 592,617 | 698,817 | 390,312 | 344,843 | 150,484 | 79,427 | 2.66 |
| New Hampshire | 424.3 | 21,152 | 98,813 | 105,442 | 66,121 | 52,360 | 80,412 | 94,887 | 141,339 | 76,834 | 72,033 | 27,536 | 11,671 | 2.70 |
| Rhode Island | 380.8 | 18,377 | 76,473 | 82,474 | 55,743 | 52,013 | 95,720 | 101,504 | 118,094 | 66,902 | 58,665 | 23,775 | 11,860 | 2.66 |
| Vermont | 214.8 | 12,230 | 46,102 | 53,177 | 33,354 | 26,531 | 43,406 | 51,309 | 72,252 | 37,486 | 34,815 | 13,286 | 5,652 | 2.67 |
| **MIDDLE ATLANTIC** | **14,028.8** | **527,740** | **2,715,275** | **3,116,426** | **2,267,621** | **2,046,378** | **3,355,360** | **3,684,039** | **4,245,699** | **2,421,133** | **2,118,118** | **963,402** | **596,409** | **2.70** |
| New Jersey | 2,818.4 | 84,724 | 550,030 | 643,930 | 476,229 | 413,187 | 650,300 | 662,064 | 854,269 | 508,991 | 460,466 | 207,951 | 124,659 | 2.77 |
| New York | 6,677.4 | 260,269 | 1,321,421 | 1,510,540 | 1,106,836 | 962,142 | 1,516,192 | 1,844,081 | 1,946,501 | 1,124,945 | 976,435 | 465,163 | 320,275 | 2.72 |
| Pennsylvania | 4,533.0 | 182,747 | 843,824 | 961,956 | 684,556 | 671,049 | 1,188,868 | 1,177,894 | 1,444,929 | 787,197 | 681,217 | 290,288 | 151,475 | 2.64 |
| **EAST NORTH CENTRAL** | **15,724.6** | **798,925** | **3,311,777** | **3,547,790** | **2,459,116** | **2,137,332** | **3,469,660** | **3,945,420** | **4,943,579** | **2,687,113** | **2,438,611** | **1,093,394** | **616,483** | **2.69** |
| Illinois | 4,223.2 | 196,572 | 903,583 | 952,548 | 669,431 | 569,677 | 931,389 | 1,103,110 | 1,276,466 | 702,263 | 639,209 | 301,730 | 200,422 | 2.73 |
| Indiana | 2,084.6 | 112,867 | 437,443 | 464,639 | 327,390 | 282,515 | 459,746 | 509,864 | 671,157 | 365,708 | 328,724 | 139,196 | 69,951 | 2.68 |
| Michigan | 3,452.6 | 176,943 | 728,874 | 799,745 | 548,841 | 467,030 | 731,167 | 830,647 | 1,089,164 | 597,701 | 548,294 | 247,666 | 139,128 | 2.72 |
| Ohio | 4,116.5 | 212,153 | 847,240 | 916,059 | 640,310 | 578,106 | 922,632 | 1,044,260 | 1,305,117 | 717,992 | 634,662 | 274,415 | 140,054 | 2.65 |
| Wisconsin | 1,847.7 | 100,390 | 394,637 | 414,799 | 273,144 | 240,004 | 424,726 | 457,539 | 601,675 | 303,449 | 287,722 | 130,387 | 66,928 | 2.68 |
| **WEST NORTH CENTRAL** | **6,799.5** | **385,341** | **1,457,509** | **1,479,979** | **991,108** | **876,828** | **1,608,735** | **1,788,797** | **2,243,155** | **1,080,865** | **1,012,683** | **453,952** | **220,048** | **2.63** |
| Iowa | 1,066.9 | 60,803 | 211,255 | 223,757 | 152,767 | 141,749 | 276,569 | 281,625 | 365,599 | 162,908 | 155,544 | 70,311 | 30,913 | 2.60 |
| Kansas | 957.0 | 59,489 | 206,989 | 208,855 | 135,802 | 121,230 | 224,635 | 253,496 | 317,930 | 150,967 | 142,256 | 62,324 | 30,027 | 2.62 |
| Minnesota | 1,680.6 | 93,422 | 388,314 | 389,553 | 248,917 | 201,583 | 358,811 | 428,148 | 547,475 | 267,991 | 261,346 | 119,303 | 56,337 | 2.65 |
| Missouri | 1,986.9 | 102,876 | 414,455 | 420,816 | 302,472 | 270,599 | 475,682 | 524,898 | 650,570 | 333,265 | 291,169 | 123,324 | 63,674 | 2.61 |
| Nebraska | 605.9 | 36,377 | 129,852 | 131,119 | 84,700 | 77,503 | 146,349 | 164,201 | 199,060 | 91,266 | 88,706 | 42,335 | 20,332 | 2.62 |
| North Dakota | 240.3 | 16,256 | 52,051 | 51,204 | 31,544 | 30,122 | 59,123 | 65,868 | 77,125 | 36,235 | 35,981 | 17,403 | 7,688 | 2.64 |
| South Dakota | 261.9 | 16,118 | 54,593 | 54,675 | 34,906 | 34,042 | 67,566 | 70,561 | 85,396 | 38,233 | 37,681 | 18,952 | 11,077 | 2.68 |
| **SOUTH ATLANTIC** | **17,010.5** | **888,354** | **3,553,093** | **3,775,662** | **2,658,855** | **2,281,316** | **3,853,220** | **4,160,300** | **5,748,392** | **3,060,765** | **2,473,012** | **994,292** | **573,739** | **2.64** |
| Delaware | 253.5 | 13,367 | 55,961 | 56,258 | 39,645 | 35,593 | 52,676 | 59,888 | 82,779 | 46,897 | 39,346 | 16,015 | 8,575 | 2.70 |
| District of Columbia | 244.8 | 14,154 | 53,921 | 54,587 | 38,320 | 31,859 | 51,959 | 102,973 | 65,261 | 32,335 | 21,800 | 11,014 | 11,417 | 2.44 |
| Florida | 5,359.1 | 254,153 | 1,000,990 | 1,045,452 | 760,859 | 741,892 | 1,555,754 | 1,388,701 | 2,014,752 | 844,721 | 656,055 | 280,457 | 174,414 | 2.52 |
| Georgia | 2,451.4 | 146,222 | 568,163 | 593,438 | 401,682 | 304,506 | 437,389 | 565,333 | 764,939 | 469,949 | 397,504 | 160,702 | 92,973 | 2.74 |
| Maryland | 1,797.0 | 77,710 | 400,438 | 440,507 | 308,176 | 237,208 | 332,961 | 411,136 | 562,368 | 345,988 | 288,837 | 118,551 | 70,120 | 2.74 |
| North Carolina | 2,379.7 | 152,780 | 552,490 | 576,951 | 407,009 | 351,530 | 538,940 | 623,358 | 865,322 | 494,821 | 386,859 | 139,212 | 70,128 | 2.63 |
| South Carolina | 1,288.6 | 70,098 | 272,604 | 295,044 | 207,019 | 176,282 | 267,553 | 293,011 | 406,777 | 245,021 | 206,387 | 84,900 | 52,504 | 2.77 |
| Virginia | 2,349.7 | 129,173 | 531,800 | 566,091 | 390,009 | 300,084 | 432,543 | 544,461 | 765,801 | 452,129 | 368,299 | 142,898 | 76,112 | 2.70 |
| West Virginia | 686.7 | 30,697 | 116,726 | 147,334 | 106,136 | 102,362 | 183,445 | 171,439 | 220,393 | 128,904 | 107,925 | 40,543 | 17,496 | 2.60 |
| **EAST SOUTH CENTRAL** | **5,720.4** | **307,840** | **1,156,117** | **1,250,534** | **904,536** | **796,655** | **1,304,718** | **1,374,852** | **1,811,956** | **1,086,391** | **896,312** | **354,369** | **196,520** | **2.68** |
| Alabama | 1,525.5 | 84,178 | 301,718 | 327,240 | 239,846 | 217,200 | 355,318 | 368,657 | 483,026 | 284,800 | 238,475 | 95,514 | 55,028 | 2.68 |
| Kentucky | 1,388.3 | 74,159 | 284,333 | 305,785 | 216,877 | 191,542 | 315,604 | 329,654 | 440,688 | 271,060 | 222,576 | 84,937 | 39,385 | 2.67 |
| Mississippi | 918.0 | 47,343 | 184,642 | 196,064 | 142,331 | 128,422 | 219,198 | 217,915 | 269,950 | 167,623 | 146,412 | 67,280 | 48,820 | 2.82 |
| Tennessee | 1,888.6 | 102,160 | 385,424 | 421,445 | 305,482 | 259,491 | 414,598 | 458,626 | 618,292 | 362,908 | 288,849 | 106,638 | 53,287 | 2.63 |
| **WEST SOUTH CENTRAL** | **9,840.3** | **612,255** | **2,236,944** | **2,250,018** | **1,513,961** | **1,261,094** | **1,966,028** | **2,413,002** | **3,001,760** | **1,710,335** | **1,525,724** | **713,901** | **475,578** | **2.76** |
| Arkansas | 901.8 | 49,026 | 171,505 | 183,384 | 137,991 | 124,798 | 235,096 | 220,171 | 303,911 | 159,264 | 134,544 | 53,721 | 30,189 | 2.63 |
| Louisiana | 1,504.7 | 84,588 | 323,817 | 343,135 | 235,140 | 206,066 | 311,954 | 363,128 | 432,015 | 274,124 | 243,339 | 116,078 | 76,016 | 2.82 |
| Oklahoma | 1,211.2 | 74,313 | 249,575 | 256,747 | 184,282 | 163,094 | 283,189 | 316,210 | 402,314 | 202,171 | 179,909 | 74,006 | 36,590 | 2.61 |
| Texas | 6,222.6 | 404,328 | 1,492,047 | 1,466,752 | 956,548 | 767,136 | 1,135,789 | 1,513,493 | 1,863,520 | 1,074,776 | 967,932 | 470,096 | 332,783 | 2.80 |
| **MOUNTAIN** | **5,202.7** | **327,974** | **1,172,218** | **1,242,124** | **799,560** | **642,571** | **1,018,253** | **1,290,887** | **1,716,207** | **830,917** | **740,173** | **355,866** | **268,650** | **2.71** |
| Arizona | 1,430.7 | 94,121 | 313,886 | 313,717 | 210,468 | 179,334 | 319,174 | 358,987 | 496,019 | 220,272 | 189,116 | 93,814 | 72,492 | 2.67 |
| Colorado | 1,312.9 | 81,371 | 313,559 | 343,247 | 203,844 | 152,207 | 218,672 | 354,192 | 433,062 | 216,772 | 192,942 | 77,457 | 38,475 | 2.57 |
| Idaho | 367.4 | 23,059 | 75,391 | 86,075 | 57,281 | 45,149 | 80,445 | 84,047 | 123,975 | 56,471 | 53,556 | 26,630 | 22,721 | 2.78 |
| Montana | 307.3 | 16,572 | 60,399 | 72,960 | 47,338 | 39,896 | 70,135 | 82,339 | 103,477 | 46,426 | 44,488 | 20,134 | 10,436 | 2.61 |
| Nevada | 504.0 | 29,953 | 113,402 | 118,382 | 85,759 | 68,964 | 87,540 | 131,498 | 175,944 | 83,011 | 64,599 | 28,547 | 20,401 | 2.58 |
| New Mexico | 560.2 | 31,257 | 123,216 | 133,785 | 87,889 | 73,487 | 110,566 | 131,535 | 173,378 | 96,254 | 86,382 | 43,641 | 29,010 | 2.79 |
| Utah | 551.3 | 41,412 | 135,043 | 130,914 | 80,905 | 62,824 | 100,202 | 106,045 | 155,984 | 84,818 | 82,132 | 53,734 | 68,587 | 3.21 |
| Wyoming | 168.9 | 10,229 | 37,322 | 43,044 | 26,076 | 20,710 | 31,519 | 42,244 | 54,368 | 26,893 | 26,958 | 11,909 | 6,528 | 2.68 |
| **PACIFIC** | **14,361.5** | **785,687** | **3,245,351** | **3,529,194** | **2,288,673** | **1,757,591** | **2,755,004** | **3,452,058** | **4,546,923** | **2,368,251** | **2,087,231** | **1,016,804** | **890,233** | **2.83** |
| Alaska | 195.9 | 13,421 | 54,640 | 61,511 | 33,136 | 18,406 | 14,786 | 44,170 | 56,414 | 35,125 | 33,730 | 15,646 | 10,815 | 2.91 |
| California | 10,741.2 | 578,797 | 2,473,147 | 2,623,968 | 1,718,871 | 1,322,557 | 2,023,860 | 2,547,257 | 3,324,387 | 1,778,805 | 1,557,322 | 789,305 | 744,124 | 2.88 |
| Hawaii | 367.0 | 15,510 | 73,049 | 92,695 | 60,110 | 50,789 | 74,847 | 72,308 | 104,943 | 66,999 | 60,298 | 31,437 | 31,015 | 3.10 |
| Oregon | 1,130.6 | 62,754 | 218,822 | 276,581 | 174,896 | 138,311 | 259,236 | 290,347 | 401,824 | 176,324 | 158,332 | 65,617 | 38,156 | 2.58 |
| Washington | 1,926.8 | 115,205 | 425,693 | 474,439 | 301,660 | 227,528 | 382,275 | 497,976 | 659,355 | 310,998 | 277,549 | 114,799 | 66,123 | 2.60 |
| **TOTAL UNITED STATES** | **93,677.8** | **4,862,229** | **19,898,660** | **21,333,271** | **14,658,375** | **12,464,553** | **20,460,712** | **23,366,644** | **29,847,926** | **16,123,622** | **14,073,899** | **6,268,684** | **3,997,025** | **2.71** |

REGIONAL AND STATE SUMMARIES

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| REGION State | 12/31/91 Total Households (Thousands) | Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **NEW ENGLAND** | **4,989.5** | **508,723** | **350,370** | **328,733** | **356,938** | **730,291** | **1,000,786** | **1,061,179** | **652,480** | **38,129** | **45,863** | **17,156** |
| Connecticut | 1,239.5 | 102,237 | 67,653 | 69,296 | 76,723 | 166,116 | 241,312 | 294,596 | 221,567 | 43,471 | 53,363 | 19,959 |
| Maine | 473.6 | 58,956 | 43,049 | 44,827 | 46,282 | 86,169 | 98,807 | 70,612 | 24,898 | 29,904 | 35,435 | 13,448 |
| Massachusetts | 2,256.5 | 238,789 | 161,601 | 135,743 | 149,832 | 310,012 | 440,567 | 503,317 | 316,639 | 39,341 | 46,360 | 17,296 |
| New Hampshire | 424.3 | 34,874 | 26,151 | 27,713 | 31,323 | 65,328 | 94,813 | 95,489 | 48,609 | 39,040 | 44,909 | 16,662 |
| Rhode Island | 380.8 | 49,978 | 32,676 | 31,417 | 32,057 | 62,781 | 79,803 | 63,964 | 28,124 | 32,050 | 37,933 | 14,272 |
| Vermont | 214.8 | 23,889 | 19,240 | 19,737 | 20,721 | 39,885 | 45,484 | 33,201 | 12,643 | 30,824 | 36,308 | 13,616 |
| **MIDDLE ATLANTIC** | **14,028.8** | **1,629,146** | **1,049,365** | **1,016,152** | **1,058,054** | **2,064,633** | **2,645,385** | **2,707,815** | **1,858,250** | **36,035** | **45,066** | **16,660** |
| New Jersey | 2,818.4 | 223,164 | 152,086 | 152,219 | 163,656 | 345,201 | 515,740 | 668,734 | 597,600 | 45,775 | 55,057 | 19,860 |
| New York | 6,677.4 | 843,995 | 506,353 | 473,851 | 498,112 | 971,778 | 1,229,886 | 1,275,648 | 877,777 | 35,506 | 44,767 | 16,455 |
| Pennsylvania | 4,533.0 | 561,987 | 390,926 | 390,082 | 396,286 | 747,654 | 899,759 | 763,433 | 382,873 | 31,968 | 39,294 | 14,883 |
| **EAST NORTH CENTRAL** | **15,724.6** | **1,933,878** | **1,275,612** | **1,309,497** | **1,340,973** | **2,560,952** | **3,188,303** | **2,794,672** | **1,320,713** | **32,767** | **39,348** | **14,607** |
| Illinois | 4,223.2 | 476,280 | 294,214 | 305,277 | 318,370 | 625,759 | 835,707 | 854,473 | 513,120 | 36,535 | 44,498 | 16,324 |
| Indiana | 2,084.6 | 255,386 | 181,001 | 195,540 | 200,066 | 371,518 | 432,442 | 330,016 | 118,631 | 30,516 | 36,113 | 13,456 |
| Michigan | 3,452.6 | 451,328 | 288,359 | 281,236 | 281,508 | 538,410 | 685,577 | 630,057 | 296,125 | 32,839 | 39,011 | 14,356 |
| Ohio | 4,116.5 | 553,877 | 349,403 | 363,961 | 372,336 | 701,196 | 830,943 | 667,295 | 277,489 | 30,851 | 36,844 | 13,891 |
| Wisconsin | 1,847.7 | 197,007 | 162,635 | 163,483 | 168,693 | 324,069 | 403,634 | 312,831 | 115,348 | 32,094 | 37,435 | 13,967 |
| **WEST NORTH CENTRAL** | **6,799.5** | **865,831** | **611,587** | **629,998** | **639,901** | **1,185,310** | **1,359,951** | **1,062,521** | **444,401** | **30,322** | **36,610** | **13,946** |
| Iowa | 1,066.9 | 131,684 | 98,426 | 102,051 | 105,320 | 196,816 | 218,263 | 156,960 | 57,580 | 29,690 | 35,320 | 13,564 |
| Kansas | 957.0 | 120,330 | 84,180 | 88,163 | 90,416 | 166,465 | 186,793 | 151,779 | 68,874 | 30,541 | 37,544 | 14,335 |
| Minnesota | 1,680.6 | 190,665 | 140,647 | 144,797 | 150,799 | 291,156 | 360,183 | 286,019 | 116,334 | 32,264 | 37,988 | 14,324 |
| Missouri | 1,986.9 | 283,165 | 186,031 | 187,098 | 184,624 | 333,710 | 375,322 | 302,846 | 134,104 | 29,375 | 36,076 | 13,825 |
| Nebraska | 605.9 | 70,261 | 53,462 | 57,552 | 58,812 | 107,884 | 123,124 | 95,436 | 39,369 | 30,630 | 36,943 | 14,114 |
| North Dakota | 240.3 | 34,924 | 24,329 | 24,793 | 24,589 | 43,119 | 45,120 | 32,057 | 11,369 | 27,509 | 33,333 | 12,628 |
| South Dakota | 261.9 | 34,802 | 24,512 | 25,544 | 25,341 | 46,360 | 51,146 | 37,424 | 16,771 | 29,321 | 35,882 | 13,377 |
| **SOUTH ATLANTIC** | **17,010.5** | **2,322,602** | **1,480,093** | **1,576,641** | **1,597,194** | **2,911,492** | **3,233,236** | **2,595,735** | **1,293,507** | **30,046** | **37,390** | **14,173** |
| Delaware | 253.5 | 24,205 | 17,817 | 19,941 | 21,187 | 42,990 | 55,246 | 49,832 | 22,282 | 35,152 | 41,183 | 15,261 |
| District of Columbia | 244.8 | 35,784 | 17,345 | 19,531 | 21,946 | 38,806 | 41,386 | 39,447 | 30,555 | 31,933 | 43,922 | 17,998 |
| Florida | 5,359.1 | 739,842 | 515,179 | 549,564 | 545,789 | 944,438 | 968,638 | 718,840 | 376,810 | 28,287 | 36,393 | 14,455 |
| Georgia | 2,451.4 | 371,913 | 209,835 | 221,713 | 225,581 | 418,488 | 466,310 | 369,944 | 167,616 | 29,535 | 36,199 | 13,227 |
| Maryland | 1,797.0 | 160,882 | 100,640 | 117,180 | 132,109 | 277,900 | 384,902 | 397,617 | 225,770 | 39,074 | 45,712 | 16,710 |
| North Carolina | 2,579.7 | 380,920 | 243,758 | 258,039 | 258,538 | 465,688 | 491,077 | 348,110 | 133,570 | 28,057 | 34,068 | 12,968 |
| South Carolina | 1,288.6 | 208,420 | 122,626 | 127,186 | 126,074 | 229,411 | 244,797 | 169,463 | 60,623 | 27,512 | 33,071 | 11,952 |
| Virginia | 2,349.7 | 259,926 | 169,802 | 186,062 | 197,372 | 384,229 | 468,979 | 430,327 | 253,003 | 34,400 | 41,953 | 15,528 |
| West Virginia | 686.7 | 140,710 | 83,091 | 77,425 | 68,598 | 109,542 | 111,901 | 72,155 | 23,278 | 23,070 | 28,876 | 11,113 |
| **EAST SOUTH CENTRAL** | **5,720.4** | **1,091,475** | **596,328** | **570,046** | **539,396** | **933,851** | **972,609** | **718,790** | **297,905** | **25,637** | **32,257** | **12,025** |
| Alabama | 1,525.5 | 290,813 | 154,906 | 149,198 | 141,823 | 247,886 | 261,377 | 198,289 | 81,208 | 25,994 | 32,383 | 12,080 |
| Kentucky | 1,388.3 | 264,008 | 147,255 | 138,283 | 129,768 | 225,732 | 238,407 | 175,539 | 69,308 | 25,622 | 32,116 | 12,037 |
| Mississippi | 918.0 | 212,742 | 107,225 | 96,331 | 87,263 | 143,951 | 139,916 | 94,765 | 35,807 | 22,446 | 28,938 | 10,250 |
| Tennessee | 1,888.6 | 323,912 | 186,942 | 186,234 | 180,542 | 316,282 | 332,909 | 250,197 | 111,582 | 27,003 | 33,873 | 12,897 |
| **WEST SOUTH CENTRAL** | **9,840.3** | **1,625,304** | **935,152** | **932,383** | **901,010** | **1,582,418** | **1,712,577** | **1,402,344** | **749,112** | **28,146** | **36,087** | **13,053** |
| Arkansas | 901.8 | 169,953 | 101,661 | 99,038 | 93,807 | 156,289 | 147,440 | 96,369 | 37,243 | 24,277 | 30,317 | 11,513 |
| Louisiana | 1,504.7 | 303,643 | 151,610 | 142,299 | 131,012 | 227,177 | 247,542 | 202,046 | 99,371 | 25,990 | 33,660 | 11,950 |
| Oklahoma | 1,211.2 | 223,612 | 137,529 | 133,369 | 125,547 | 210,136 | 201,447 | 131,146 | 48,414 | 24,424 | 30,594 | 11,734 |
| Texas | 6.222.6 | 928,096 | 544,352 | 557,677 | 550,644 | 988,816 | 1,116,148 | 972,783 | 564,084 | 30,122 | 38,580 | 13,769 |
| **MOUNTAIN** | **5,202.7** | **674,861** | **478,982** | **509,686** | **509,229** | **918,380** | **1,008,198** | **767,377** | **335,987** | **29,463** | **35,973** | **13,270** |
| Arizona | 1,430.7 | 208,423 | 142,877 | 151,767 | 146,998 | 254,055 | 261,933 | 184,512 | 80,135 | 27,429 | 34,048 | 12,733 |
| Colorado | 1,312.9 | 150,930 | 108,510 | 116,575 | 119,837 | 221,861 | 258,984 | 224,967 | 111,236 | 32,129 | 39,056 | 15,225 |
| Idaho | 367.4 | 44,476 | 34,948 | 38,078 | 38,647 | 68,863 | 71,796 | 50,930 | 19,662 | 28,804 | 34,927 | 12,541 |
| Montana | 307.3 | 44,887 | 32,050 | 32,173 | 30,818 | 53,995 | 57,292 | 40.351 | 15,734 | 27,387 | 33,410 | 12,811 |
| Nevada | 504.0 | 54,176 | 42,055 | 46,556 | 48,839 | 91,472 | 105,024 | 79,513 | 36,365 | 31,505 | 38,425 | 14,881 |
| New Mexico | 560.2 | 95,005 | 58,742 | 59,282 | 55,916 | 95,022 | 95,606 | 70,267 | 30,360 | 26,104 | 32,485 | 11,655 |
| Utah | 551.3 | 56,013 | 44,618 | 49,901 | 52,903 | 104,329 | 122,832 | 88,356 | 32,348 | 31,857 | 36,856 | 11,478 |
| Wyoming | 168.9 | 20,951 | 15,182 | 15,354 | 15,271 | 28,783 | 34,731 | 28,481 | 10,147 | 30,994 | 36,619 | 13,674 |
| **PACIFIC** | **14,361.5** | **1,438,980** | **1,054,290** | **1,106,627** | **1,153,228** | **2,236,964** | **2,821,436** | **2,812,532** | **1,737,443** | **35,938** | **44,386** | **15,699** |
| Alaska | 195.9 | 14,247 | 10,899 | 12,054 | 12,815 | 26,353 | 36,739 | 45,916 | 36,877 | 43,676 | 51,932 | 17,842 |
| California | 10,741.2 | 1,049,244 | 769,678 | 800,268 | 833,741 | 1,629,472 | 2,083,203 | 2,174,809 | 1,400,785 | 36,943 | 45,689 | 15,843 |
| Hawaii | 367.0 | 25,631 | 17,920 | 21,901 | 25,847 | 52,171 | 72,184 | 87,153 | 64,193 | 43,060 | 51,531 | 16,617 |
| Oregon | 1,130.6 | 141,318 | 105,282 | 111,933 | 113,621 | 207,444 | 227,384 | 159,814 | 63,804 | 29,300 | 35,234 | 13,676 |
| Washington | 1,926.8 | 208,540 | 150,511 | 160,471 | 167,204 | 321,524 | 401,926 | 344,840 | 171,784 | 33,579 | 40,368 | 15,528 |
| **TOTAL UNITED STATES** | **93,677.8** | **12,090,800** | **7,831,779** | **7,979,763** | **8,095,923** | **15,124,291** | **17,942,481** | **15,922,965** | **8,689,798** | **32,073** | **39,806** | **14,702** |

# SECTION 3

## Metropolitan Markets Rankings

### Population
### Households
### Population Density
### Effective Buying Income (EBI)
### Median Household EBI
### Average Household EBI
### Per Capita EBI
### Total Retail Sales
### Per Household Retail Sales
### Buying Power Index (BPI)
### Economy-Priced-Products BPI
### Moderate-Priced-Products BPI
### Premium-Priced-Products BPI

### Across-the-Board Rankings

**EXPLANATION OF TERMS**

An explanation of terms used in the **Survey of Buying Power Demographics USA 1992** will be found in the Introductory Section starting on page A-5.

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S&MM METRO MARKET RANKING

# POPULATION

| Area | (Thous.) | Rank |
|---|---|---|
| Los Angeles - Long Beach, Cal. | 9,087.0 | 1 |
| New York, N.Y. | 8,627.2 | 2 |
| Chicago, Ill. | 6,109.5 | 3 |
| Philadelphia, Pa. | 4,924.1 | 4 |
| Detroit, Mich. | 4,402.0 | 5 |
| Washington, D.C. | 4,055.2 | 6 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 3,785.8 | 7 |
| Houston, Tex. | 3,370.6 | 8 |
| Atlanta, Ga. | 3,003.8 | 9 |
| Riverside - San Bernardino, Cal. | 2,823.7 | 10 |
| Dallas, Tex. | 2,665.1 | 11 |
| Nassau - Suffolk, N.Y. | 2,653.2 | 12 |
| San Diego, Cal. | 2,604.4 | 13 |
| Minneapolis - St. Paul, Minn. | 2,547.1 | 14 |
| Anaheim - Santa Ana, Cal. | 2,510.6 | 15 |
| St. Louis, Mo. | 2,475.7 | 16 |
| Baltimore, Md. | 2,430.9 | 17 |
| Phoenix, Ariz. | 2,224.8 | 18 |
| Oakland, Cal. | 2,149.1 | 19 |
| Tampa - St. Petersburg - Clearwater, Fla. | 2,142.5 | 20 |
| Pittsburgh, Pa. | 2,037.9 | 21 |
| Seattle, Wash. | 2,032.6 | 22 |
| Miami - Hialeah, Fla. | 1,988.4 | 23 |
| Cleveland, Ohio | 1,825.8 | 24 |
| Newark, N.J. | 1,823.6 | 25 |
| Denver, Colo. | 1,652.8 | 26 |
| San Francisco, Cal. | 1,631.2 | 27 |
| Kansas City, Mo.-Kans. | 1,607.2 | 28 |
| Sacramento, Cal. | 1,569.8 | 29 |
| San Jose, Cal. | 1,532.8 | 30 |
| Cincinnati, Ohio | 1,466.0 | 31 |
| Norfolk - Virginia Beach - Newport News, Va. | 1,447.2 | 32 |
| Milwaukee, Wisc. | 1,445.6 | 33 |
| Columbus, Ohio | 1,407.2 | 34 |
| Fort Worth - Arlington, Tex. | 1,396.8 | 35 |
| San Antonio, Tex. | 1,355.4 | 36 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 1,298.2 | 37 |
| Portland, Ore. | 1,276.5 | 38 |
| Bergen - Passaic, N.J. | 1,275.7 | 39 |
| Indianapolis, Ind. | 1,272.8 | 40 |
| New Orleans, La. | 1,244.0 | 41 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | 1,200.4 | 42 |
| Orlando, Fla. | 1,139.5 | 43 |
| Hartford - New Britain - Middletown - Bristol, Conn. | 1,136.9 | 44 |
| Salt Lake City - Ogden, Utah | 1,103.5 | 45 |
| Middlesex - Somerset - Hunterdon, N.J. | 1,044.2 | 46 |
| Nashville, Tenn. | 1,016.4 | 47 |
| Monmouth - Ocean, N.J. | 1,015.0 | 48 |
| Rochester, N.Y. | 1,008.0 | 49 |
| Memphis, Tenn. | 1,003.3 | 50 |
| **Total Top 50** | **116,847.0** | |
| Oklahoma City, Okla. | 968.0 | 51 |
| Buffalo, N.Y. | 964.4 | 52 |
| Greensboro - Winston-Salem - High Point, N.C. | 961.1 | 53 |
| Dayton - Springfield, Ohio | 959.9 | 54 |
| Louisville, Ky. | 956.6 | 55 |
| Jacksonville, Fla. | 943.5 | 56 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 926.8 | 57 |
| Providence - Pawtucket - Woonsocket, R.I. | 924.7 | 58 |
| Birmingham, Ala. | 917.1 | 59 |
| Richmond - Petersburg, Va. | 886.6 | 60 |
| Albany - Schenectady - Troy, N.Y. | 886.2 | 61 |
| Honolulu, Haw. | 852.1 | 62 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | 825.3 | 63 |
| Austin, Tex. | 819.4 | 64 |
| Las Vegas, Nev. | 817.4 | 65 |
| New Haven - Waterbury - Meriden, Conn. | 812.0 | 66 |
| Raleigh - Durham, N.C. | 768.5 | 67 |
| Scranton - Wilkes-Barre, Pa. | 739.5 | 68 |
| Worcester - Fitchburg - Leominster, Mass. | 723.0 | 69 |
| Tulsa, Okla. | 715.5 | 70 |
| Fresno, Cal. | 709.4 | 71 |
| Grand Rapids, Mich. | 707.6 | 72 |
| Allentown - Bethlehem - Easton, Pa. | 701.0 | 73 |
| Tucson, Ariz. | 690.5 | 74 |
| Oxnard - Ventura, Cal. | 688.3 | 75 |
| Syracuse, N.Y. | 662.7 | 76 |
| Akron, Ohio | 661.2 | 77 |
| Greenville - Spartanburg, S.C. | 655.3 | 78 |
| Omaha, Neb. | 625.9 | 79 |
| Toledo, Ohio | 619.0 | 80 |
| El Paso, Tex. | 617.2 | 81 |
| Knoxville, Tenn. | 614.7 | 82 |
| Springfield, Mass. | 607.6 | 83 |
| Tacoma, Wash. | 604.9 | 84 |
| Gary - Hammond, Ind. | 603.0 | 85 |
| Harrisburg - Lebanon - Carlisle, Pa. | 598.0 | 86 |
| Wilmington, Del. | 592.2 | 87 |
| Bakersfield, Cal. | 581.5 | 88 |
| Jersey City, N.J. | 548.9 | 89 |
| Lake County, Ill. | 537.1 | 90 |
| Baton Rouge, La. | 533.0 | 91 |
| Charleston, S.C. | 524.3 | 92 |
| Little Rock - North Little Rock, Ark. | 521.2 | 93 |
| New Bedford - Fall River - Attleboro, Mass. | 511.4 | 94 |
| Albuquerque, N.M. | 503.5 | 95 |
| Stockton, Cal. | 501.7 | 96 |
| Youngstown - Warren, Ohio | 489.2 | 97 |
| Mobile, Ala. | 483.7 | 98 |
| Vallejo - Fairfield - Napa, Cal. | 479.5 | 99 |
| Wichita, Kans. | 464.4 | 100 |
| **Total Top 100** | **151,852.5** | |
| Columbia, S.C. | 462.3 | 101 |
| Chattanooga, Tenn. | 438.1 | 102 |
| Johnson City - Kingsport - Bristol, Tenn. | 438.0 | 103 |
| Lancaster, Pa. | 437.6 | 104 |
| Lansing - East Lansing, Mich. | 437.4 | 105 |
| Flint, Mich. | 428.4 | 106 |
| York, Pa. | 427.7 | 107 |
| Melbourne - Titusville - Palm Bay, Fla. | 419.8 | 108 |
| Lakeland - Winter Haven, Fla. | 418.4 | 109 |
| Colorado Springs, Colo. | 414.9 | 110 |
| Santa Rosa - Petaluma, Cal. | 407.7 | 111 |
| McAllen - Edinburg - Mission, Tex. | 405.5 | 112 |
| Augusta, Ga. | 404.1 | 113 |
| Des Moines, Iowa | 401.3 | 114 |
| Jackson, Miss. | 401.3 | 114 |
| Saginaw - Bay City - Midland, Mich. | 398.8 | 116 |
| Joliet, Ill. | 398.4 | 117 |
| Canton, Ohio | 395.1 | 118 |
| Modesto, Cal. | 394.6 | 119 |
| Daytona Beach, Fla. | 389.2 | 120 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 378.8 | 121 |
| Madison, Wisc. | 374.6 | 122 |
| Aurora - Elgin, Ill. | 371.4 | 123 |
| Fort Wayne, Ind. | 369.8 | 124 |
| Salinas - Seaside - Monterey, Cal. | 367.4 | 125 |
| Spokane, Wash. | 365.4 | 126 |
| Portsmouth - Dover - Rochester, N.H. | 363.2 | 127 |
| Beaumont - Port Arthur, Tex. | 357.7 | 128 |
| Fort Myers - Cape Coral, Fla. | 357.0 | 129 |
| Lexington-Fayette, Ky. | 355.6 | 130 |
| Pensacola, Fla. | 353.8 | 131 |
| Corpus Christi, Tex. | 353.0 | 132 |
| Manchester - Nashua, N.H. | 347.7 | 133 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 346.5 | 134 |
| Reading, Pa. | 342.8 | 135 |
| Peoria, Ill. | 338.3 | 136 |
| Shreveport, La. | 336.4 | 137 |
| Trenton, N.J. | 330.8 | 138 |
| Visalia - Tulare - Porterville, Cal. | 328.1 | 139 |
| Atlantic City, N.J. | 326.7 | 140 |
| Appleton - Oshkosh - Neenah, Wisc. | 321.0 | 141 |
| Orange County, N.Y. | 318.1 | 142 |
| Utica - Rome, N.Y. | 316.1 | 143 |
| Huntington - Ashland, W.Va.-Ky. | 311.0 | 144 |
| Montgomery, Ala. | 298.9 | 145 |
| Hamilton - Middletown, Ohio | 297.5 | 146 |
| Sarasota, Fla. | 287.8 | 147 |
| Ann Arbor, Mich. | 287.5 | 148 |
| Eugene - Springfield, Ore. | 287.1 | 149 |
| Macon - Warner Robins, Ga. | 286.8 | 150 |
| **Total Top 150** | **170,247.9** | |
| Salem, Ore. | 286.4 | 151 |
| Rockford, Ill. | 285.6 | 152 |
| Evansville, Ind. | 280.2 | 153 |
| Fayetteville, N.C. | 278.1 | 154 |
| Erie, Pa. | 275.4 | 155 |
| Lorain - Elyria, Ohio | 272.5 | 156 |
| Provo - Orem, Utah | 271.7 | 157 |
| Fort Pierce, Fla. | 267.3 | 158 |
| Brownsville - Harlingen, Tex. | 267.2 | 159 |
| Reno, Nev. | 266.1 | 160 |
| Poughkeepsie, N.Y. | 265.1 | 161 |
| Binghamton, N.Y. | 264.1 | 162 |
| Killeen - Temple, Tex. | 262.6 | 163 |
| New London - Norwich, Conn. | 257.6 | 164 |
| Vancouver, Wash. | 250.2 | 165 |
| Charleston, W.Va. | 249.9 | 166 |
| South Bend - Mishawaka, Ind. | 249.5 | 167 |
| Huntsville, Ala. | 248.2 | 168 |
| Springfield, Mo. | 248.2 | 168 |
| Savannah, Ga. | 247.5 | 170 |
| Portland, Me. | 247.4 | 171 |
| Columbus, Ga. | 246.7 | 172 |
| Tallahassee, Fla. | 241.8 | 173 |
| Johnstown, Pa. | 238.2 | 174 |
| Duluth, Minn. | 237.1 | 175 |
| Santa Cruz, Cal. | 234.5 | 176 |
| Anchorage, Alas. | 232.4 | 177 |
| Boulder - Longmont, Colo. | 230.0 | 178 |
| Lubbock, Tex. | 226.5 | 179 |
| Kalamazoo, Mich. | 226.1 | 180 |
| Hickory - Morganton, N.C. | 226.0 | 181 |
| Roanoke, Va. | 225.0 | 182 |
| Niagara Falls, N.Y. | 220.7 | 183 |
| Bradenton, Fla. | 220.5 | 184 |
| Galveston - Texas City, Tex. | 219.8 | 185 |
| Lincoln, Neb. | 217.6 | 186 |
| Boise, Ida. | 210.9 | 187 |
| Lafayette, La. | 209.9 | 188 |
| Gainesville, Fla. | 208.9 | 189 |
| Ocala, Fla. | 206.4 | 190 |
| Bremerton, Wash. | 199.4 | 191 |
| Biloxi - Gulfport, Miss. | 198.5 | 192 |
| Green Bay, Wisc. | 197.4 | 193 |
| Fort Collins - Loveland, Colo. | 196.4 | 194 |
| St. Cloud, Minn. | 196.0 | 195 |
| Brazoria, Tex. | 194.3 | 196 |
| Yakima, Wash. | 191.7 | 197 |
| Springfield, Ill. | 191.4 | 198 |
| Waco, Tex. | 191.2 | 199 |
| Chico, Cal. | 190.1 | 200 |
| **Total Top 200** | **182,014.1** | |
| Amarillo, Tex. | 189.6 | 201 |
| Merced, Cal. | 186.7 | 202 |
| Beaver County, Pa. | 184.2 | 203 |
| Houma - Thibodaux, La. | 182.8 | 204 |
| Fort Smith, Ark. | 180.1 | 205 |
| Asheville, N.C. | 177.7 | 206 |
| Racine, Wisc. | 176.4 | 207 |
| Champaign - Urbana - Rantoul, Ill. | 173.6 | 208 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 172.4 | 209 |
| Cedar Rapids, Iowa | 170.5 | 210 |
| Lake Charles, La. | 170.1 | 211 |
| Olympia, Wash. | 168.3 | 212 |
| Naples, Fla. | 164.1 | 213 |
| Longview - Marshall, Tex. | 163.6 | 214 |
| Topeka, Kans. | 163.3 | 215 |
| Benton Harbor, Mich. | 162.3 | 216 |
| Muskegon, Mich. | 161.4 | 217 |
| Athens, Ga. | 159.8 | 218 |
| Elkhart - Goshen, Ind. | 159.4 | 219 |
| Wheeling, W.Va. | 157.1 | 220 |
| Redding, Cal. | 156.4 | 221 |
| Fargo - Moorhead, N.D.-Minn. | 156.0 | 222 |
| Lima, Ohio | 155.8 | 223 |
| Tyler, Tex. | 154.8 | 224 |
| Jacksonville, N.C. | 153.5 | 225 |
| Tuscaloosa, Ala. | 153.4 | 226 |
| Richland - Kennewick - Pasco, Wash. | 152.2 | 227 |
| Jackson, Mich. | 152.1 | 228 |
| Medford, Ore. | 151.4 | 229 |
| Fort Walton Beach, Fla. | 149.8 | 230 |
| Bangor, Me. | 148.6 | 231 |
| Parkersburg - Marietta, W.Va.-Ohio | 148.6 | 231 |
| Anderson, S.C. | 147.7 | 233 |
| Waterloo - Cedar Falls, Iowa | 145.2 | 234 |
| Monroe, La. | 142.8 | 235 |
| Las Cruces, N.M. | 142.6 | 236 |
| Lynchburg, Va. | 142.3 | 237 |
| Jamestown - Dunkirk, N.Y. | 140.8 | 238 |
| Steubenville - Weirton, Ohio-W.Va. | 140.8 | 238 |
| Burlington, Vt. | 140.4 | 240 |
| Eau Claire, Wisc. | 139.8 | 241 |
| Janesville - Beloit, Wisc. | 139.6 | 242 |
| Laredo, Tex. | 139.2 | 243 |
| Vineland - Millville - Bridgeton, N.J. | 139.1 | 244 |
| Pittsfield, Mass. | 138.0 | 245 |
| Battle Creek, Mich. | 137.1 | 246 |
| Joplin, Mo. | 136.4 | 247 |
| Charlottesville, Va. | 133.8 | 248 |
| Greeley, Colo. | 133.6 | 249 |
| Dothan, Ala. | 133.0 | 250 |
| **Total Top 250** | **189,782.3** | |
| Bellingham, Wash. | 132.5 | 251 |
| Lafayette - West Lafayette, Ind. | 132.3 | 252 |
| Alexandria, La. | 132.0 | 253 |
| Panama City, Fla. | 131.8 | 254 |
| Bloomington - Normal, Ill. | 131.7 | 255 |
| Florence, Ala. | 131.3 | 256 |
| Anderson, Ind. | 130.6 | 257 |
| Kenosha, Wisc. | 130.6 | 257 |
| Altoona, Pa. | 130.2 | 259 |
| Terre Haute, Ind. | 130.0 | 260 |
| Yuba City, Cal. | 129.1 | 261 |
| Sioux Falls, S.D. | 126.7 | 262 |
| Mansfield, Ohio | 126.1 | 263 |
| State College, Pa. | 126.0 | 264 |
| Bryan - College Station, Tex. | 124.5 | 265 |
| Pueblo, Colo. | 124.1 | 266 |
| Wilmington, N.C. | 123.0 | 267 |
| Hagerstown, Md. | 122.7 | 268 |
| Wichita Falls, Tex. | 122.3 | 269 |
| Santa Fe, N.M. | 120.9 | 270 |
| Texarkana, Tex.-Ark. | 120.8 | 271 |
| Glens Falls, N.Y. | 120.7 | 272 |
| Abilene, Tex. | 120.1 | 273 |
| Williamsport, Pa. | 120.0 | 274 |
| Sharon, Pa. | 119.9 | 275 |
| Muncie, Ind. | 119.0 | 276 |
| Odessa, Tex. | 117.2 | 277 |
| Wausau, Wisc. | 116.9 | 278 |
| Anniston, Ala. | 116.7 | 279 |
| Fayetteville - Springdale, Ark. | 116.6 | 280 |
| Florence, S.C. | 115.8 | 281 |
| Sioux City, Iowa | 115.7 | 282 |
| Pascagoula, Miss. | 115.5 | 283 |
| Decatur, Ill. | 115.4 | 284 |
| Columbia, Mo. | 114.3 | 285 |
| Billings, Mont. | 112.8 | 286 |
| Yuma, Ariz. | 112.1 | 287 |
| Lawton, Okla. | 111.9 | 288 |
| Albany, Ga. | 111.7 | 289 |
| Bloomington, Ind. | 110.7 | 290 |
| Burlington, N.C. | 109.9 | 291 |
| Rochester, Minn. | 109.5 | 292 |
| Midland, Tex. | 108.1 | 293 |
| Danville, Va. | 107.6 | 294 |
| Lewiston - Auburn, Me. | 107.0 | 295 |
| Sheboygan, Wisc. | 105.0 | 296 |
| Decatur, Ala. | 102.8 | 297 |
| Cumberland, Md. | 101.5 | 298 |
| San Angelo, Tex. | 100.6 | 299 |
| Gadsden, Ala. | 99.8 | 300 |
| La Crosse, Wisc. | 99.2 | 301 |
| Iowa City, Iowa | 98.1 | 302 |
| Kankakee, Ill. | 96.2 | 303 |
| Kokomo, Ind. | 96.1 | 304 |
| Elmira, N.Y. | 95.6 | 305 |
| Sherman - Denison, Tex. | 95.6 | 305 |
| Owensboro, Ky. | 87.4 | 307 |
| Dubuque, Iowa | 86.0 | 308 |
| Pine Bluff, Ark. | 85.9 | 309 |
| Lawrence, Kans. | 84.5 | 310 |
| Rapid City, S.D. | 84.2 | 311 |
| Bismarck, N.D. | 84.0 | 312 |
| St. Joseph, Mo. | 82.7 | 313 |
| Jackson, Tenn. | 78.6 | 314 |
| Great Falls, Mont. | 77.9 | 315 |
| Victoria, Tex. | 74.4 | 316 |
| Cheyenne, Wyo. | 74.1 | 317 |
| Grand Forks, N.D. | 71.7 | 318 |
| Casper, Wyo. | 60.1 | 319 |
| Enid, Okla. | 54.8 | 320 |
| **Total Above Areas** | **197,383.4** | |
| **Percent of U.S.** | **77.8236** | |
| **-U.S. Total** | **253,629.1** | |

1992 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# HOUSEHOLDS

| Area | (Thous.) | Rank |
|---|---|---|
| New York, N.Y. | 3,260.1 | 1 |
| Los Angeles - Long Beach, Cal. | 3,049.0 | 2 |
| Chicago, Ill. | 2,229.5 | 3 |
| Philadelphia, Pa. | 1,802.3 | 4 |
| Detroit, Mich. | 1,627.1 | 5 |
| Washington, D.C. | 1,502.0 | 6 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 1,409.5 | 7 |
| Houston, Tex. | 1,207.0 | 8 |
| Atlanta, Ga. | 1,119.1 | 9 |
| Dallas, Tex. | 994.0 | 10 |
| Minneapolis - St. Paul, Minn. | 967.3 | 11 |
| Riverside - San Bernardino, Cal. | 941.5 | 12 |
| St. Louis, Mo. | 936.3 | 13 |
| San Diego, Cal. | 920.6 | 14 |
| Tampa - St. Petersburg - Clearwater, Fla. | 901.6 | 15 |
| Baltimore, Md. | 898.4 | 16 |
| Nassau - Suffolk, N.Y. | 867.6 | 17 |
| Anaheim - Santa Ana, Cal. | 852.1 | 18 |
| Phoenix, Ariz. | 848.4 | 19 |
| Pittsburgh, Pa. | 815.1 | 20 |
| Seattle, Wash. | 811.2 | 21 |
| Oakland, Cal. | 800.4 | 22 |
| Cleveland, Ohio | 710.9 | 23 |
| Miami - Hialeah, Fla. | 709.4 | 24 |
| Denver, Colo. | 662.1 | 25 |
| Newark, N.J. | 648.8 | 26 |
| San Francisco, Cal. | 648.7 | 27 |
| Kansas City, Mo.-Kans. | 618.5 | 28 |
| Sacramento, Cal. | 588.7 | 29 |
| Cincinnati, Ohio | 554.2 | 30 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 547.5 | 31 |
| Milwaukee, Wisc. | 543.4 | 32 |
| Columbus, Ohio | 534.5 | 33 |
| San Jose, Cal. | 527.4 | 34 |
| Fort Worth - Arlington, Tex. | 519.1 | 35 |
| Norfolk - Virginia Beach - Newport News, Va. | 511.9 | 36 |
| Portland, Ore. | 500.5 | 37 |
| Indianapolis, Ind. | 488.7 | 38 |
| San Antonio, Tex. | 469.8 | 39 |
| Bergen - Passaic, N.J. | 461.9 | 40 |
| New Orleans, La. | 457.1 | 41 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | 455.6 | 42 |
| Hartford - New Britain - Middletown - Bristol, Conn. | 428.3 | 43 |
| Orlando, Fla. | 426.4 | 44 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 393.0 | 45 |
| Nashville, Tenn. | 388.6 | 46 |
| Greensboro - Winston-Salem - High Point, N.C. | 380.0 | 47 |
| Rochester, N.Y. | 376.8 | 48 |
| Buffalo, N.Y. | 376.3 | 49 |
| Monmouth - Ocean, N.J. | 376.2 | 50 |
| **Total Top 50** | **43,064.4** | |
| Middlesex - Somerset - Hunterdon, N.J. | 374.0 | 51 |
| Oklahoma City, Okla. | 371.2 | 52 |
| Louisville, Ky. | 369.5 | 53 |
| Dayton - Springfield, Ohio | 367.7 | 54 |
| Memphis, Tenn. | 365.1 | 55 |
| Jacksonville, Fla. | 357.6 | 56 |
| Salt Lake City - Ogden, Utah | 357.4 | 57 |
| Birmingham, Ala. | 349.1 | 58 |
| Providence - Pawtucket - Woonsocket, R.I. | 347.9 | 59 |
| Albany - Schenectady - Troy, N.Y. | 340.7 | 60 |
| Richmond - Petersburg, Va. | 340.2 | 61 |
| Austin, Tex. | 318.8 | 62 |
| Las Vegas, Nev. | 316.0 | 63 |
| New Haven - Waterbury - Meriden, Conn. | 307.5 | 64 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | 303.7 | 65 |
| Raleigh - Durham, N.C. | 301.4 | 66 |
| Scranton - Wilkes-Barre, Pa. | 283.1 | 67 |
| Tulsa, Okla. | 280.0 | 68 |
| Tucson, Ariz. | 272.1 | 69 |
| Honolulu, Haw. | 271.2 | 70 |
| Allentown - Bethlehem - Easton, Pa. | 265.6 | 71 |
| Worcester - Fitchburg - Leominster, Mass. | 265.2 | 72 |
| Grand Rapids, Mich. | 251.5 | 73 |
| Akron, Ohio | 250.9 | 74 |
| Greenville - Spartanburg, S.C. | 246.9 | 75 |
| Syracuse, N.Y. | 245.0 | 76 |
| Knoxville, Tenn. | 242.4 | 77 |
| Omaha, Neb. | 235.2 | 78 |
| Fresno, Cal. | 233.7 | 79 |
| Toledo, Ohio | 232.8 | 80 |
| Harrisburg - Lebanon - Carlisle, Pa. | 230.0 | 81 |
| Springfield, Mass. | 222.2 | 82 |
| Oxnard - Ventura, Cal. | 221.8 | 83 |
| Tacoma, Wash. | 221.4 | 84 |
| Wilmington, Del. | 217.9 | 85 |
| Gary - Hammond, Ind. | 215.6 | 86 |
| Jersey City, N.J. | 205.6 | 87 |
| Little Rock - North Little Rock, Ark. | 198.7 | 88 |
| Albuquerque, N.M. | 194.9 | 89 |
| Bakersfield, Cal. | 193.3 | 90 |
| Baton Rouge, La. | 190.3 | 91 |
| New Bedford - Fall River - Attleboro, Mass. | 189.4 | 92 |
| Youngstown - Warren, Ohio | 186.5 | 93 |
| El Paso, Tex. | 185.5 | 94 |
| Charleston, S.C. | 183.8 | 95 |
| Lake County, Ill. | 181.0 | 96 |
| Wichita, Kans. | 179.0 | 97 |
| Mobile, Ala. | 176.7 | 98 |
| Johnson City - Kingsport - Bristol, Tenn. | 171.6 | 99 |
| Melbourne - Titusville - Palm Bay, Fla. | 170.4 | 100 |
| **Total Top 100** | **56,063.4** | |
| Chattanooga, Tenn. | 168.4 | 101 |
| Columbia, S.C. | 166.6 | 102 |
| Stockton, Cal. | 163.6 | 103 |
| Vallejo - Fairfield - Napa, Cal. | 163.5 | 104 |
| Lakeland - Winter Haven, Fla. | 161.2 | 105 |
| Daytona Beach, Fla. | 161.0 | 106 |
| Flint, Mich. | 160.8 | 107 |
| York, Pa. | 160.1 | 108 |
| Lansing - East Lansing, Mich. | 158.7 | 109 |
| Des Moines, Iowa | 156.4 | 110 |
| Lancaster, Pa. | 156.4 | 110 |
| Santa Rosa - Petaluma, Cal. | 156.0 | 112 |
| Colorado Springs, Colo. | 154.1 | 113 |
| Canton, Ohio | 149.8 | 114 |
| Fort Myers - Cape Coral, Fla. | 149.4 | 115 |
| Saginaw - Bay City - Midland, Mich. | 148.5 | 116 |
| Madison, Wisc. | 145.6 | 117 |
| Augusta, Ga. | 145.4 | 118 |
| Spokane, Wash. | 143.4 | 119 |
| Jackson, Miss. | 142.4 | 120 |
| Fort Wayne, Ind. | 138.5 | 121 |
| Lexington-Fayette, Ky. | 136.9 | 122 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 134.8 | 123 |
| Beaumont - Port Arthur, Tex. | 133.1 | 124 |
| Modesto, Cal. | 132.9 | 125 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 132.3 | 126 |
| Pensacola, Fla. | 132.0 | 127 |
| Portsmouth - Dover - Rochester, N.H. | 131.6 | 128 |
| Joliet, Ill. | 131.5 | 129 |
| Sarasota, Fla. | 130.2 | 130 |
| Reading, Pa. | 130.0 | 131 |
| Manchester - Nashua, N.H. | 129.2 | 132 |
| Peoria, Ill. | 129.2 | 132 |
| Atlantic City, N.J. | 125.6 | 134 |
| Aurora - Elgin, Ill. | 125.0 | 135 |
| Shreveport, La. | 124.7 | 136 |
| Corpus Christi, Tex. | 119.5 | 137 |
| Huntington - Ashland, W.Va.-Ky. | 119.3 | 138 |
| Trenton, N.J. | 118.6 | 139 |
| Appleton - Oshkosh - Neenah, Wisc. | 118.0 | 140 |
| Utica - Rome, N.Y. | 116.8 | 141 |
| Salinas - Seaside - Monterey, Cal. | 115.9 | 142 |
| Eugene - Springfield, Ore. | 112.6 | 143 |
| Evansville, Ind. | 109.3 | 144 |
| McAllen - Edinburg - Mission, Tex. | 108.8 | 145 |
| Rockford, Ill. | 108.5 | 146 |
| Fort Pierce, Fla. | 107.7 | 147 |
| Montgomery, Ala. | 107.4 | 148 |
| Hamilton - Middletown, Ohio | 106.9 | 149 |
| Reno, Nev. | 106.7 | 150 |
| **Total Top 150** | **62,848.2** | |
| Ann Arbor, Mich. | 106.4 | 151 |
| Macon - Warner Robins, Ga. | 105.3 | 152 |
| Orange County, N.Y. | 104.9 | 153 |
| Salem, Ore. | 104.6 | 154 |
| Visalia - Tulare - Porterville, Cal. | 102.3 | 155 |
| Erie, Pa. | 101.7 | 156 |
| Binghamton, N.Y. | 100.4 | 157 |
| Charleston, W.Va. | 100.4 | 157 |
| Portland, Me. | 96.3 | 159 |
| Lorain - Elyria, Ohio | 95.8 | 160 |
| Springfield, Mo. | 95.7 | 161 |
| Huntsville, Ala. | 95.1 | 162 |
| Bradenton, Fla. | 94.9 | 163 |
| Duluth, Minn. | 94.5 | 164 |
| New London - Norwich, Conn. | 94.2 | 165 |
| South Bend - Mishawaka, Ind. | 93.3 | 166 |
| Vancouver, Wash. | 92.8 | 167 |
| Fayetteville, N.C. | 92.6 | 168 |
| Poughkeepsie, N.Y. | 91.6 | 169 |
| Savannah, Ga. | 91.5 | 170 |
| Tallahassee, Fla. | 91.2 | 171 |
| Johnstown, Pa. | 90.8 | 172 |
| Boulder - Longmont, Colo. | 90.5 | 173 |
| Roanoke, Va. | 90.0 | 174 |
| Columbus, Ga. | 87.7 | 175 |
| Hickory - Morganton, N.C. | 86.9 | 176 |
| Killeen - Temple, Tex. | 86.7 | 177 |
| Niagara Falls, N.Y. | 85.0 | 178 |
| Anchorage, Alas. | 84.9 | 179 |
| Kalamazoo, Mich. | 84.6 | 180 |
| Santa Cruz, Cal. | 84.6 | 180 |
| Lincoln, Neb. | 84.3 | 182 |
| Ocala, Fla. | 83.2 | 183 |
| Lubbock, Tex. | 82.9 | 184 |
| Galveston - Texas City, Tex. | 82.4 | 185 |
| Gainesville, Fla. | 80.7 | 186 |
| Boise, Ida. | 79.4 | 187 |
| Springfield, Ill. | 77.2 | 188 |
| Lafayette, La. | 75.6 | 189 |
| Brownsville - Harlingen, Tex. | 74.9 | 190 |
| Chico, Cal. | 74.8 | 191 |
| Fort Collins - Loveland, Colo. | 74.5 | 192 |
| Green Bay, Wisc. | 73.5 | 193 |
| Bremerton, Wash. | 72.9 | 194 |
| Amarillo, Tex. | 72.8 | 195 |
| Provo - Orem, Utah | 72.3 | 196 |
| Asheville, N.C. | 72.2 | 197 |
| Biloxi - Gulfport, Miss. | 71.9 | 198 |
| Beaver County, Pa. | 71.5 | 199 |
| Waco, Tex. | 71.0 | 200 |
| **Total Top 200** | **67,213.4** | |
| Fort Smith, Ark. | 68.5 | 201 |
| Yakima, Wash. | 66.7 | 202 |
| Naples, Fla. | 66.3 | 203 |
| Cedar Rapids, Iowa | 66.2 | 204 |
| St. Cloud, Minn. | 66.2 | 204 |
| Brazoria, Tex. | 65.0 | 206 |
| Olympia, Wash. | 64.8 | 207 |
| Topeka, Kans. | 64.8 | 207 |
| Champaign - Urbana - Rantoul, Ill. | 64.4 | 209 |
| Racine, Wisc. | 64.2 | 210 |
| Wheeling, W.Va. | 62.2 | 211 |
| Benton Harbor, Mich. | 61.4 | 212 |
| Longview - Marshall, Tex. | 61.2 | 213 |
| Lake Charles, La. | 60.8 | 214 |
| Houma - Thibodaux, La. | 60.6 | 215 |
| Redding, Cal. | 59.6 | 216 |
| Medford, Ore. | 59.3 | 217 |
| Athens, Ga. | 59.0 | 218 |
| Fargo - Moorhead, N.D.-Minn. | 58.9 | 219 |
| Muskegon, Mich. | 58.6 | 220 |
| Tyler, Tex. | 58.2 | 221 |
| Elkhart - Goshen, Ind. | 57.8 | 222 |
| Parkersburg - Marietta, W.Va.-Ohio | 57.7 | 223 |
| Merced, Cal. | 57.5 | 224 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 57.0 | 225 |
| Tuscaloosa, Ala. | 56.4 | 226 |
| Anderson, S.C. | 56.3 | 227 |
| Lima, Ohio | 55.8 | 228 |
| Fort Walton Beach, Fla. | 55.5 | 229 |
| Richland - Kennewick - Pasco, Wash. | 55.2 | 230 |
| Bangor, Me. | 54.8 | 231 |
| Steubenville - Weirton, Ohio-W.Va. | 54.7 | 232 |
| Waterloo - Cedar Falls, Iowa | 54.6 | 233 |
| Jackson, Mich. | 54.5 | 234 |
| Pittsfield, Mass. | 53.9 | 235 |
| Joplin, Mo. | 53.6 | 236 |
| Jamestown - Dunkirk, N.Y. | 53.3 | 237 |
| Lynchburg, Va. | 52.9 | 238 |
| Battle Creek, Mich. | 52.4 | 239 |
| Janesville - Beloit, Wisc. | 52.4 | 239 |
| Burlington, Vt. | 51.8 | 241 |
| Eau Claire, Wisc. | 51.2 | 242 |
| Florence, Ala. | 51.1 | 243 |
| Panama City, Fla. | 50.8 | 244 |
| Bellingham, Wash. | 50.5 | 245 |
| Monroe, La. | 50.4 | 246 |
| Altoona, Pa. | 50.3 | 247 |
| Charlottesville, Va. | 49.9 | 248 |
| Anderson, Ind. | 49.6 | 249 |
| Dothan, Ala. | 49.3 | 250 |
| **Total Top 250** | **70,081.5** | |
| Wilmington, N.C. | 49.3 | 250 |
| Sioux Falls, S.D. | 48.9 | 252 |
| Terre Haute, Ind. | 48.8 | 253 |
| Greeley, Colo. | 48.1 | 254 |
| Mansfield, Ohio | 48.1 | 254 |
| Kenosha, Wisc. | 47.8 | 256 |
| Bloomington - Normal, Ill. | 47.7 | 257 |
| Pueblo, Colo. | 47.6 | 258 |
| Las Cruces, N.M. | 47.4 | 259 |
| Vineland - Millville - Bridgeton, N.J. | 47.1 | 260 |
| Santa Fe, N.M. | 46.5 | 261 |
| Lafayette - West Lafayette, Ind. | 46.3 | 262 |
| Alexandria, La. | 46.0 | 263 |
| Williamsport, Pa. | 45.6 | 264 |
| Decatur, Ill. | 45.3 | 265 |
| Sharon, Pa. | 45.3 | 265 |
| Hagerstown, Md. | 45.2 | 267 |
| Texarkana, Tex.-Ark. | 45.2 | 267 |
| Wichita Falls, Tex. | 45.2 | 267 |
| Yuba City, Cal. | 45.2 | 267 |
| Muncie, Ind. | 45.1 | 271 |
| Bryan - College Station, Tex. | 44.7 | 272 |
| Fayetteville - Springdale, Ark. | 44.7 | 272 |
| Billings, Mont. | 44.5 | 274 |
| Glens Falls, N.Y. | 43.8 | 275 |
| Abilene, Tex. | 43.6 | 276 |
| Burlington, N.C. | 43.4 | 277 |
| State College, Pa. | 43.3 | 278 |
| Sioux City, Iowa | 43.2 | 279 |
| Anniston, Ala. | 43.1 | 280 |
| Columbia, Mo. | 42.6 | 281 |
| Jacksonville, N.C. | 42.4 | 282 |
| Wausau, Wisc. | 42.1 | 283 |
| Danville, Va. | 42.0 | 284 |
| Odessa, Tex. | 41.7 | 285 |
| Rochester, Minn. | 41.2 | 286 |
| Lewiston - Auburn, Me. | 40.8 | 287 |
| Florence, S.C. | 40.7 | 288 |
| Pascagoula, Miss. | 40.5 | 289 |
| Bloomington, Ind. | 40.1 | 290 |
| Cumberland, Md. | 39.6 | 291 |
| Midland, Tex. | 39.5 | 292 |
| Albany, Ga. | 39.1 | 293 |
| Sheboygan, Wisc. | 39.1 | 293 |
| Decatur, Ala. | 38.9 | 295 |
| Gadsden, Ala. | 38.7 | 296 |
| Lawton, Okla. | 37.8 | 297 |
| La Crosse, Wisc. | 37.4 | 298 |
| Kokomo, Ind. | 37.3 | 299 |
| Sherman - Denison, Tex. | 37.1 | 300 |
| Yuma, Ariz. | 36.9 | 301 |
| Iowa City, Iowa | 36.8 | 302 |
| San Angelo, Tex. | 36.2 | 303 |
| Laredo, Tex. | 35.8 | 304 |
| Elmira, N.Y. | 35.5 | 305 |
| Kankakee, Ill. | 34.5 | 306 |
| Owensboro, Ky. | 33.2 | 307 |
| St. Joseph, Mo. | 32.2 | 308 |
| Rapid City, S.D. | 31.8 | 309 |
| Bismarck, N.D. | 31.5 | 310 |
| Lawrence, Kans. | 31.1 | 311 |
| Dubuque, Iowa | 30.7 | 312 |
| Great Falls, Mont. | 30.3 | 313 |
| Pine Bluff, Ark. | 30.1 | 314 |
| Jackson, Tenn. | 29.9 | 315 |
| Cheyenne, Wyo. | 28.5 | 316 |
| Victoria, Tex. | 26.3 | 317 |
| Grand Forks, N.D. | 25.7 | 318 |
| Casper, Wyo. | 23.5 | 319 |
| Enid, Okla. | 21.7 | 320 |
| **Total Above Areas** | **72,878.3** | |
| **Percent of U.S.** | **77.7968** | |
| **U.S. Total** | **93,677.8** | |

S&MM METRO MARKET RANKING

# POPULATION DENSITY

| Area | (Pop/Sq.Mi.) | Rank |
|---|---|---|
| Jersey City, N.J. | 11,754 | 1 |
| New York, N.Y. | 7,518 | 2 |
| Chicago, Ill. | 3,242 | 3 |
| Anaheim - Santa Ana, Cal. | 3,179 | 4 |
| Bergen - Passaic, N.J. | 3,042 | 5 |
| Los Angeles - Long Beach, Cal. | 2,238 | 6 |
| Nassau - Suffolk, N.Y. | 2,215 | 7 |
| San Francisco, Cal. | 1,606 | 8 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 1,551 | 9 |
| Newark, N.J. | 1,495 | 10 |
| Oakland, Cal. | 1,474 | 11 |
| Trenton, N.J. | 1,464 | 12 |
| Honolulu, Haw. | 1,420 | 13 |
| Philadelphia, Pa. | 1,400 | 14 |
| New Haven - Waterbury - Meriden, Conn. | 1,340 | 15 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | 1,319 | 16 |
| Cleveland, Ohio | 1,207 | 17 |
| Lake County, Ill. | 1,199 | 18 |
| San Jose, Cal. | 1,187 | 19 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 1,074 | 20 |
| Miami - Hialeah, Fla. | 1,023 | 21 |
| Washington, D.C. | 1,022 | 22 |
| Middlesex - Somerset - Hunterdon, N.J. | 999 | 23 |
| Milwaukee, Wisc. | 990 | 24 |
| Detroit, Mich. | 986 | 25 |
| Providence - Pawtucket - Woonsocket, R.I. | 983 | 26 |
| Baltimore, Md. | 932 | 27 |
| Buffalo, N.Y. | 923 | 28 |
| New Bedford - Fall River - Attleboro, Mass. | 920 | 29 |
| Monmouth - Ocean, N.J. | 916 | 30 |
| Norfolk - Virginia Beach - Newport News, Va. | 859 | 31 |
| Tampa - St. Petersburg - Clearwater, Fla. | 839 | 32 |
| Hartford - New Britain - Middletown - Bristol, Conn. | 750 | 33 |
| Akron, Ohio | 730 | 34 |
| Cincinnati, Ohio | 690 | 35 |
| Salt Lake City - Ogden, Utah | 682 | 36 |
| Flint, Mich. | 670 | 37 |
| Gary - Hammond, Ind. | 659 | 38 |
| Hamilton - Middletown, Ohio | 637 | 39 |
| Houston, Tex. | 633 | 40 |
| San Diego, Cal. | 619 | 41 |
| Wilmington, N.C. | 618 | 42 |
| El Paso, Tex. | 609 | 43 |
| Pittsburgh, Pa. | 599 | 44 |
| Dallas, Tex. | 596 | 45 |
| Atlanta, Ga. | 586 | 46 |
| Dayton - Springfield, Ohio | 570 | 47 |
| Fort Worth - Arlington, Tex. | 560 | 48 |
| Lorain - Elyria, Ohio | 553 | 49 |
| Galveston - Texas City, Tex. | 551 | 50 |
| South Bend - Mishawaka, Ind. | 546 | 51 |
| New Orleans, La. | 539 | 52 |
| San Antonio, Tex. | 538 | 53 |
| Wilmington, Del. | 532 | 54 |
| Racine, Wisc. | 530 | 55 |
| Springfield, Mass. | 529 | 56 |
| Santa Cruz, Cal. | 526 | 57 |
| Bremerton, Wash. | 504 | 58 |
| Minneapolis - St. Paul, Minn. | 504 | 58 |
| Sarasota, Fla. | 503 | 60 |
| Grand Rapids, Mich. | 498 | 61 |
| Seattle, Wash. | 482 | 62 |
| Allentown - Bethlehem - Easton, Pa. | 480 | 63 |
| Kenosha, Wisc. | 479 | 64 |
| Worcester - Fitchburg - Leominster, Mass. | 478 | 65 |
| Youngstown - Warren, Ohio | 474 | 66 |
| St. Louis, Mo. | 464 | 67 |
| Lancaster, Pa. | 461 | 68 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 456 | 69 |
| Toledo, Ohio | 454 | 70 |
| Orlando, Fla. | 449 | 71 |
| Fort Myers - Cape Coral, Fla. | 444 | 72 |
| Aurora - Elgin, Ill. | 441 | 73 |
| Denver, Colo. | 439 | 74 |
| Memphis, Tenn. | 436 | 75 |
| Albuquerque, N.M. | 432 | 76 |
| Fayetteville, N.C. | 426 | 77 |
| Beaver County, Pa. | 423 | 78 |
| Louisville, Ky. | 422 | 79 |
| Niagara Falls, N.Y. | 422 | 79 |
| Indianapolis, Ind. | 414 | 81 |
| Melbourne - Titusville - Palm Bay, Fla. | 412 | 82 |
| Canton, Ohio | 407 | 83 |
| Ann Arbor, Mich. | 405 | 84 |
| Kalamazoo, Mich. | 402 | 85 |
| Atlantic City, N.J. | 400 | 86 |
| Reading, Pa. | 399 | 87 |
| Vancouver, Wash. | 398 | 88 |
| Manchester - Nashua, N.H. | 397 | 89 |
| Columbus, Ohio | 393 | 90 |
| Orange County, N.Y. | 390 | 91 |
| New London - Norwich, Conn. | 387 | 92 |
| Raleigh - Durham, N.C. | 381 | 93 |
| Green Bay, Wisc. | 373 | 94 |
| Oxnard - Ventura, Cal. | 373 | 94 |
| Tacoma, Wash. | 361 | 96 |
| Rockford, Ill. | 359 | 97 |
| Stockton, Cal. | 359 | 97 |
| Jacksonville, Fla. | 358 | 99 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | 355 | 100 |
| Daytona Beach, Fla. | 352 | 101 |
| Elkhart - Goshen, Ind. | 344 | 102 |
| Rochester, N.Y. | 344 | 102 |
| Erie, Pa. | 343 | 104 |
| Portland, Ore. | 341 | 105 |
| Portsmouth - Dover - Rochester, N.H. | 341 | 105 |
| Baton Rouge, La. | 336 | 107 |
| Poughkeepsie, N.Y. | 331 | 108 |
| Omaha, Neb. | 327 | 109 |
| Kansas City, Mo.-Kans. | 322 | 110 |
| Columbia, S.C. | 317 | 111 |
| Joliet, Ill. | 317 | 111 |
| Muskegon, Mich. | 317 | 111 |
| Greenville - Spartanburg, S.C. | 312 | 114 |
| Madison, Wisc. | 312 | 114 |
| Boulder - Longmont, Colo. | 310 | 116 |
| Huntsville, Ala. | 308 | 117 |
| Sacramento, Cal. | 308 | 117 |
| Muncie, Ind. | 303 | 119 |
| Vallejo - Fairfield - Napa, Cal. | 303 | 119 |
| Richmond - Petersburg, Va. | 301 | 121 |
| Harrisburg - Lebanon - Carlisle, Pa. | 300 | 122 |
| York, Pa. | 300 | 122 |
| Bradenton, Fla. | 297 | 124 |
| Topeka, Kans. | 297 | 124 |
| Portland, Me. | 296 | 126 |
| Brownsville - Harlingen, Tex. | 295 | 127 |
| Austin, Tex. | 294 | 128 |
| Anderson, Ind. | 289 | 129 |
| Benton Harbor, Mich. | 284 | 130 |
| Vineland - Millville - Bridgeton, N.J. | 284 | 130 |
| Bloomington, Ind. | 281 | 132 |
| Greensboro - Winston-Salem - High Point, N.C. | 278 | 133 |
| Syracuse, N.Y. | 277 | 134 |
| Albany - Schenectady - Troy, N.Y. | 273 | 135 |
| Fort Wayne, Ind. | 273 | 135 |
| Asheville, N.C. | 271 | 137 |
| Savannah, Ga. | 269 | 138 |
| Hagerstown, Md. | 268 | 139 |
| Lafayette - West Lafayette, Ind. | 265 | 140 |
| Modesto, Cal. | 264 | 141 |
| Roanoke, Va. | 264 | 141 |
| Scranton - Wilkes-Barre, Pa. | 260 | 143 |
| Lincoln, Neb. | 259 | 144 |
| Santa Rosa - Petaluma, Cal. | 259 | 144 |
| McAllen - Edinburg - Mission, Tex. | 258 | 146 |
| Lansing - East Lansing, Mich. | 256 | 147 |
| Burlington, N.C. | 255 | 148 |
| Mansfield, Ohio | 254 | 149 |
| Lubbock, Tex. | 252 | 150 |
| Nashville, Tenn. | 250 | 151 |
| Altoona, Pa. | 248 | 152 |
| Macon - Warner Robins, Ga. | 245 | 153 |
| Phoenix, Ariz. | 242 | 154 |
| Steubenville - Weirton, Ohio-W.Va. | 242 | 154 |
| Lexington-Fayette, Ky. | 240 | 156 |
| Cedar Rapids, Iowa | 238 | 157 |
| Fort Pierce, Fla. | 237 | 158 |
| Elmira, N.Y. | 234 | 159 |
| Monroe, La. | 234 | 159 |
| Des Moines, Iowa | 232 | 161 |
| Corpus Christi, Tex. | 231 | 162 |
| Olympia, Wash. | 231 | 162 |
| Birmingham, Ala. | 230 | 164 |
| Appleton - Oshkosh - Neenah, Wisc. | 229 | 165 |
| Lewiston - Auburn, Me. | 228 | 166 |
| Oklahoma City, Okla. | 228 | 166 |
| Burlington, Vt. | 226 | 168 |
| Saginaw - Bay City - Midland, Mich. | 225 | 169 |
| Columbus, Ga. | 223 | 170 |
| Lakeland - Winter Haven, Fla. | 223 | 170 |
| Knoxville, Tenn. | 222 | 172 |
| La Crosse, Wisc. | 219 | 173 |
| Binghamton, N.Y. | 215 | 174 |
| Jackson, Mich. | 215 | 174 |
| Bryan - College Station, Tex. | 213 | 176 |
| Pensacola, Fla. | 211 | 177 |
| Chattanooga, Tenn. | 210 | 178 |
| Augusta, Ga. | 208 | 179 |
| Lafayette, La. | 208 | 179 |
| Spokane, Wash. | 207 | 181 |
| Anderson, S.C. | 206 | 182 |
| Sheboygan, Wisc. | 204 | 183 |
| Tallahassee, Fla. | 204 | 183 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 203 | 185 |
| Charleston, S.C. | 202 | 186 |
| St. Joseph, Mo. | 202 | 186 |
| Boise, Ida. | 200 | 188 |
| Charleston, W.Va. | 200 | 188 |
| Jacksonville, N.C. | 200 | 188 |
| Springfield, Mo. | 200 | 188 |
| Decatur, Ill. | 199 | 192 |
| Shreveport, La. | 196 | 193 |
| Colorado Springs, Colo. | 195 | 194 |
| Wichita Falls, Tex. | 195 | 194 |
| Hickory - Morganton, N.C. | 194 | 196 |
| Janesville - Beloit, Wisc. | 194 | 196 |
| Battle Creek, Mich. | 193 | 198 |
| Lima, Ohio | 193 | 198 |
| Anniston, Ala. | 192 | 200 |
| Evansville, Ind. | 191 | 201 |
| Wichita, Kans. | 191 | 201 |
| Owensboro, Ky. | 189 | 203 |
| Biloxi - Gulfport, Miss. | 188 | 204 |
| Peoria, Ill. | 188 | 204 |
| Gadsden, Ala. | 187 | 206 |
| Lawrence, Kans. | 185 | 207 |
| Waco, Tex. | 184 | 208 |
| Gainesville, Fla. | 179 | 209 |
| Little Rock - North Little Rock, Ark. | 179 | 209 |
| Sharon, Pa. | 178 | 211 |
| Decatur, Ala. | 177 | 212 |
| Champaign - Urbana - Rantoul, Ill. | 174 | 213 |
| Kokomo, Ind. | 174 | 213 |
| Panama City, Fla. | 173 | 215 |
| Athens, Ga. | 171 | 216 |
| Mobile, Ala. | 171 | 216 |
| Terre Haute, Ind. | 171 | 216 |
| Jackson, Miss. | 170 | 219 |
| Rochester, Minn. | 168 | 220 |
| Columbia, Mo. | 167 | 221 |
| Tyler, Tex. | 167 | 221 |
| Beaumont - Port Arthur, Tex. | 166 | 223 |
| Wheeling, W.Va. | 165 | 224 |
| Albany, Ga. | 163 | 225 |
| Springfield, Ill. | 162 | 226 |
| Fort Walton Beach, Fla. | 160 | 227 |
| Iowa City, Iowa | 160 | 227 |
| Lake Charles, La. | 159 | 229 |
| Pascagoula, Miss. | 159 | 229 |
| Sioux Falls, S.D. | 157 | 231 |
| Johnson City - Kingsport - Bristol, Tenn. | 153 | 232 |
| Montgomery, Ala. | 149 | 233 |
| Salem, Ore. | 149 | 233 |
| Parkersburg - Marietta, W.Va.-Ohio | 148 | 235 |
| Pittsfield, Mass. | 148 | 235 |
| Florence, S.C. | 145 | 237 |
| Huntington - Ashland, W.Va.-Ky. | 144 | 238 |
| Waterloo - Cedar Falls, Iowa | 144 | 238 |
| Tulsa, Okla. | 143 | 240 |
| Kankakee, Ill. | 142 | 241 |
| Dubuque, Iowa | 141 | 242 |
| Jackson, Tenn. | 141 | 242 |
| Brazoria, Tex. | 140 | 244 |
| Longview - Marshall, Tex. | 139 | 245 |
| Lynchburg, Va. | 138 | 246 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 138 | 246 |
| Anchorage, Alas. | 137 | 248 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 137 | 248 |
| Provo - Orem, Utah | 136 | 250 |
| Cumberland, Md. | 135 | 251 |
| Johnstown, Pa. | 135 | 251 |
| Jamestown - Dunkirk, N.Y. | 133 | 253 |
| Abilene, Tex. | 131 | 254 |
| Ocala, Fla. | 131 | 254 |
| Odessa, Tex. | 130 | 256 |
| Killeen - Temple, Tex. | 124 | 257 |
| Fayetteville - Springdale, Ark. | 123 | 258 |
| Midland, Tex. | 120 | 259 |
| Utica - Rome, N.Y. | 120 | 259 |
| Fresno, Cal. | 119 | 261 |
| Dothan, Ala. | 117 | 262 |
| Chico, Cal. | 116 | 263 |
| Tuscaloosa, Ala. | 116 | 263 |
| Charlottesville, Va. | 114 | 265 |
| State College, Pa. | 114 | 265 |
| Bloomington - Normal, Ill. | 111 | 267 |
| Salinas - Seaside - Monterey, Cal. | 111 | 267 |
| Joplin, Mo. | 108 | 269 |
| Danville, Va. | 106 | 270 |
| Lawton, Okla. | 105 | 271 |
| Yuba City, Cal. | 105 | 271 |
| Amarillo, Tex. | 104 | 273 |
| Florence, Ala. | 104 | 273 |
| Riverside - San Bernardino, Cal. | 104 | 273 |
| Las Vegas, Nev. | 103 | 276 |
| Sherman - Denison, Tex. | 102 | 277 |
| Sioux City, Iowa | 102 | 277 |
| Alexandria, La. | 100 | 279 |
| Fort Smith, Ark. | 100 | 279 |
| Merced, Cal. | 97 | 281 |
| Pine Bluff, Ark. | 97 | 281 |
| Williamsport, Pa. | 97 | 281 |
| St. Cloud, Minn. | 90 | 284 |
| Eau Claire, Wisc. | 85 | 285 |
| Victoria, Tex. | 84 | 286 |
| Naples, Fla. | 81 | 287 |
| Texarkana, Tex.-Ark. | 80 | 288 |
| Houma - Thibodaux, La. | 78 | 289 |
| Wausau, Wisc. | 76 | 290 |
| Fort Collins - Loveland, Colo. | 75 | 291 |
| Tucson, Ariz. | 75 | 291 |
| Bakersfield, Cal. | 71 | 293 |
| Glens Falls, N.Y. | 71 | 293 |
| Visalia - Tulare - Porterville, Cal. | 68 | 295 |
| San Angelo, Tex. | 66 | 296 |
| Eugene - Springfield, Ore. | 63 | 297 |
| Bellingham, Wash. | 62 | 298 |
| Santa Fe, N.M. | 60 | 299 |
| Fargo - Moorhead, N.D.-Minn. | 55 | 300 |
| Medford, Ore. | 54 | 301 |
| Enid, Okla. | 52 | 302 |
| Pueblo, Colo. | 52 | 302 |
| Richland - Kennewick - Pasco, Wash. | 52 | 302 |
| Grand Forks, N.D. | 50 | 305 |
| Yakima, Wash. | 45 | 306 |
| Bangor, Me. | 44 | 307 |
| Billings, Mont. | 43 | 308 |
| Reno, Nev. | 42 | 309 |
| Laredo, Tex. | 41 | 310 |
| Redding, Cal. | 41 | 310 |
| Las Cruces, N.M. | 37 | 312 |
| Greeley, Colo. | 33 | 313 |
| Duluth, Minn. | 31 | 314 |
| Rapid City, S.D. | 30 | 315 |
| Great Falls, Mont. | 29 | 316 |
| Cheyenne, Wyo. | 28 | 317 |
| Bismarck, N.D. | 24 | 318 |
| Yuma, Ariz. | 20 | 319 |
| Casper, Wyo. | 11 | 320 |
| **Average Above Areas** | **337** | |
| **U.S. Average** | **72** | |

1992 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# EFFECTIVE BUYING INCOME (EBI)

| Area | ($000) | Rank |
|---|---|---|
| **New York, N.Y.** | 149,120,140 | 1 |
| **Los Angeles - Long Beach, Cal.** | 140,872,315 | 2 |
| **Chicago, Ill.** | 106,693,442 | 3 |
| **Philadelphia, Pa.** | 84,966,348 | 4 |
| **Washington, D.C.** | 82,807,786 | 5 |
| **Boston - Lawrence - Salem - Lowell - Brockton, Mass.** | 70,275,180 | 6 |
| **Detroit, Mich.** | 69,088,249 | 7 |
| **Houston, Tex.** | 54,608,495 | 8 |
| **Nassau - Suffolk, N.Y.** | 53,636,941 | 9 |
| **Atlanta, Ga.** | 48,579,858 | 10 |
| **Anaheim - Santa Ana, Cal.** | 47,229,731 | 11 |
| **Dallas, Tex.** | 45,940,107 | 12 |
| **Minneapolis - St. Paul, Minn.** | 41,864,933 | 13 |
| **San Diego, Cal.** | 40,840,447 | 14 |
| **Oakland, Cal.** | 39,344,321 | 15 |
| **St. Louis, Mo.** | 38,851,311 | 16 |
| **Riverside - San Bernardino, Cal.** | 38,536,433 | 17 |
| **Baltimore, Md.** | 38,349,342 | 18 |
| **Newark, N.J.** | 37,939,378 | 19 |
| **Seattle, Wash.** | 37,732,103 | 20 |
| **San Francisco, Cal.** | 33,999,308 | 21 |
| **Phoenix, Ariz.** | 31,270,508 | 22 |
| **Tampa - St. Petersburg - Clearwater, Fla.** | 30,413,795 | 23 |
| **Pittsburgh, Pa.** | 30,378,056 | 24 |
| **San Jose, Cal.** | 29,822,214 | 25 |
| **Bergen - Passaic, N.J.** | 28,321,161 | 26 |
| **Denver, Colo.** | 28,086,848 | 27 |
| **Cleveland, Ohio** | 28,009,404 | 28 |
| **Miami - Hialeah, Fla.** | 26,145,796 | 29 |
| **Kansas City, Mo.-Kans.** | 25,924,628 | 30 |
| **Sacramento, Cal.** | 24,204,237 | 31 |
| **Middlesex - Somerset - Hunterdon, N.J.** | 23,569,843 | 32 |
| **Fort Worth - Arlington, Tex.** | 22,505,095 | 33 |
| **Cincinnati, Ohio** | 22,408,196 | 34 |
| **Milwaukee, Wisc.** | 22,353,128 | 35 |
| **Fort Lauderdale - Hollywood - Pompano Beach, Fla.** | 22,008,705 | 36 |
| **Hartford - New Britain - Middletown - Bristol, Conn.** | 21,624,066 | 37 |
| **Columbus, Ohio** | 21,361,169 | 38 |
| **Bridgeport - Stamford - Norwalk - Danbury, Conn.** | 20,796,314 | 39 |
| **Indianapolis, Ind.** | 19,919,143 | 40 |
| **Monmouth - Ocean, N.J.** | 19,713,290 | 41 |
| **Portland, Ore.** | 19,687,214 | 42 |
| **Norfolk - Virginia Beach - Newport News, Va.** | 19,448,668 | 43 |
| **West Palm Beach - Boca Raton - Delray Beach, Fla.** | 17,625,264 | 44 |
| **Charlotte - Gastonia - Rock Hill, N.C.-S.C.** | 17,448,531 | 45 |
| **New Orleans, La.** | 16,867,155 | 46 |
| **San Antonio, Tex.** | 16,787,626 | 47 |
| **Orlando, Fla.** | 16,778,120 | 48 |
| **Nashville, Tenn.** | 15,468,643 | 49 |
| **Rochester, N.Y.** | 15,453,199 | 50 |
| **Total Top 50** | **1,955,676,184** | |
| **Honolulu, Haw.** | 14,631,226 | 51 |
| **New Haven - Waterbury - Meriden, Conn.** | 14,432,431 | 52 |
| **Dayton - Springfield, Ohio** | 14,004,896 | 53 |
| **Albany - Schenectady - Troy, N.Y.** | 13,817,504 | 54 |
| **Salt Lake City - Ogden, Utah** | 13,709,209 | 55 |
| **Richmond - Petersburg, Va.** | 13,703,755 | 56 |
| **Greensboro - Winston-Salem - High Point, N.C.** | 13,665,330 | 57 |
| **Memphis, Tenn.** | 13,635,172 | 58 |
| **Louisville, Ky.** | 13,623,424 | 59 |
| **Buffalo, N.Y.** | 13,260,348 | 60 |
| **Jacksonville, Fla.** | 13,202,674 | 61 |
| **Providence - Pawtucket - Woonsocket, R.I.** | 13,046,653 | 62 |
| **Austin, Tex.** | 12,816,120 | 63 |
| **Birmingham, Ala.** | 12,676,271 | 64 |
| **Oklahoma City, Okla.** | 12,580,300 | 65 |
| **Lake County, Ill.** | 12,550,405 | 66 |
| **Raleigh - Durham, N.C.** | 12,496,707 | 67 |
| **Las Vegas, Nev.** | 12,010,367 | 68 |
| **Oxnard - Ventura, Cal.** | 11,792,391 | 69 |
| **Worcester - Fitchburg - Leominster, Mass.** | 11,465,293 | 70 |
| **Allentown - Bethlehem - Easton, Pa.** | 10,887,253 | 71 |
| **Grand Rapids, Mich.** | 10,384,777 | 72 |
| **Scranton - Wilkes-Barre, Pa.** | 9,731,681 | 73 |
| **Omaha, Neb.** | 9,728,236 | 74 |
| Wilmington, Del. | 9,659,754 | 75 |
| Akron, Ohio | 9,527,448 | 76 |
| Tulsa, Okla. | 9,485,966 | 77 |
| Syracuse, N.Y. | 9,379,763 | 78 |
| Harrisburg - Lebanon - Carlisle, Pa. | 9,336,477 | 79 |
| Springfield, Mass. | 8,822,142 | 80 |
| Jersey City, N.J. | 8,743,710 | 81 |
| Greenville - Spartanburg, S.C. | 8,675,341 | 82 |
| Tacoma, Wash. | 8,525,859 | 83 |
| Toledo, Ohio | 8,511,504 | 84 |
| Tucson, Ariz. | 8,483,466 | 85 |
| Knoxville, Tenn. | 8,375,174 | 86 |
| Fresno, Cal. | 8,321,091 | 87 |
| Gary - Hammond, Ind. | 7,868,412 | 88 |
| Baton Rouge, La. | 7,399,684 | 89 |
| New Bedford - Fall River - Attleboro, Mass. | 7,334,546 | 90 |
| Little Rock - North Little Rock, Ark. | 7,216,025 | 91 |
| Vallejo - Fairfield - Napa, Cal. | 7,147,437 | 92 |
| Wichita, Kans. | 7,104,068 | 93 |
| Bakersfield, Cal. | 7,082,784 | 94 |
| Albuquerque, N.M. | 6,978,337 | 95 |
| Santa Rosa - Petaluma, Cal. | 6,854,566 | 96 |
| Trenton, N.J. | 6,782,113 | 97 |
| Lancaster, Pa. | 6,576,099 | 98 |
| Charleston, S.C. | 6,485,378 | 99 |
| Des Moines, Iowa | 6,466,837 | 100 |
| **Total Top 100** | **2,466,672,588** | |
| York, Pa. | 6,458,905 | 101 |
| Joliet, Ill. | 6,453,798 | 102 |
| Aurora - Elgin, Ill. | 6,358,098 | 103 |
| Manchester - Nashua, N.H. | 6,350,280 | 104 |
| Melbourne - Titusville - Palm Bay, Fla. | 6,340,473 | 105 |
| Lansing - East Lansing, Mich. | 6,311,687 | 106 |
| Columbia, S.C. | 6,300,724 | 107 |
| Stockton, Cal. | 6,294,426 | 108 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 6,272,008 | 109 |
| Portsmouth - Dover - Rochester, N.H. | 6,230,070 | 110 |
| Madison, Wisc. | 6,153,767 | 111 |
| Flint, Mich. | 6,062,024 | 112 |
| Youngstown - Warren, Ohio | 6,039,451 | 113 |
| El Paso, Tex. | 5,987,200 | 114 |
| Mobile, Ala. | 5,752,322 | 115 |
| Colorado Springs, Colo. | 5,736,053 | 116 |
| Chattanooga, Tenn. | 5,603,955 | 117 |
| Fort Myers - Cape Coral, Fla. | 5,568,343 | 118 |
| Atlantic City, N.J. | 5,361,276 | 119 |
| Fort Wayne, Ind. | 5,337,778 | 120 |
| Lexington-Fayette, Ky. | 5,326,049 | 121 |
| Salinas - Seaside - Monterey, Cal. | 5,255,401 | 122 |
| Saginaw - Bay City - Midland, Mich. | 5,239,263 | 123 |
| Canton, Ohio | 5,233,570 | 124 |
| Johnson City - Kingsport - Bristol, Tenn. | 5,227,214 | 125 |
| Jackson, Miss. | 5,226,784 | 126 |
| Reading, Pa. | 5,203,317 | 127 |
| Lakeland - Winter Haven, Fla. | 5,095,097 | 128 |
| Daytona Beach, Fla. | 5,093,123 | 129 |
| Sarasota, Fla. | 5,059,593 | 130 |
| Modesto, Cal. | 4,996,588 | 131 |
| Peoria, Ill. | 4,990,801 | 132 |
| Orange County, N.Y. | 4,948,106 | 133 |
| Spokane, Wash. | 4,909,450 | 134 |
| Augusta, Ga. | 4,886,002 | 135 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 4,883,743 | 136 |
| Ann Arbor, Mich. | 4,842,662 | 137 |
| Anchorage, Alas. | 4,621,235 | 138 |
| Poughkeepsie, N.Y. | 4,567,297 | 139 |
| Appleton - Oshkosh - Neenah, Wisc. | 4,539,214 | 140 |
| Beaumont - Port Arthur, Tex. | 4,514,844 | 141 |
| Rockford, Ill. | 4,440,855 | 142 |
| Pensacola, Fla. | 4,391,013 | 143 |
| New London - Norwich, Conn. | 4,332,410 | 144 |
| Shreveport, La. | 4,310,781 | 145 |
| Reno, Nev. | 4,254,404 | 146 |
| Fort Pierce, Fla. | 4,238,705 | 147 |
| Corpus Christi, Tex. | 4,218,333 | 148 |
| Hamilton - Middletown, Ohio | 4,209,007 | 149 |
| Boulder - Longmont, Colo. | 4,064,839 | 150 |
| **Total Top 150** | **2,730,764,926** | |
| Portland, Me. | 3,986,585 | 151 |
| Huntsville, Ala. | 3,983,873 | 152 |
| Utica - Rome, N.Y. | 3,970,361 | 153 |
| Santa Cruz, Cal. | 3,967,845 | 154 |
| Montgomery, Ala. | 3,892,813 | 155 |
| Evansville, Ind. | 3,812,270 | 156 |
| Eugene - Springfield, Ore. | 3,681,104 | 157 |
| Binghamton, N.Y. | 3,667,013 | 158 |
| Erie, Pa. | 3,646,389 | 159 |
| Vancouver, Wash. | 3,630,575 | 160 |
| Salem, Ore. | 3,630,206 | 161 |
| Macon - Warner Robins, Ga. | 3,608,984 | 162 |
| Huntington - Ashland, W.Va.-Ky. | 3,524,845 | 163 |
| Visalia - Tulare - Porterville, Cal. | 3,500,503 | 164 |
| South Bend - Mishawaka, Ind. | 3,405,729 | 165 |
| Naples, Fla. | 3,391,987 | 166 |
| Lincoln, Neb. | 3,385,708 | 167 |
| Charleston, W.Va. | 3,340,037 | 168 |
| Kalamazoo, Mich. | 3,337,873 | 169 |
| Lorain - Elyria, Ohio | 3,329,306 | 170 |
| Springfield, Mo. | 3,240,192 | 171 |
| Boise, Ida. | 3,193,125 | 172 |
| Roanoke, Va. | 3,173,337 | 173 |
| Tallahassee, Fla. | 3,168,921 | 174 |
| Bradenton, Fla. | 3,140,641 | 175 |
| Springfield, Ill. | 3,122,923 | 176 |
| Fayetteville, N.C. | 3,100,589 | 177 |
| Galveston - Texas City, Tex. | 3,087,218 | 178 |
| Savannah, Ga. | 3,062,604 | 179 |
| Killeen - Temple, Tex. | 3,060,649 | 180 |
| McAllen - Edinburg - Mission, Tex. | 2,993,234 | 181 |
| Bremerton, Wash. | 2,963,850 | 182 |
| Niagara Falls, N.Y. | 2,931,417 | 183 |
| Green Bay, Wisc. | 2,889,996 | 184 |
| Hickory - Morganton, N.C. | 2,877,284 | 185 |
| Duluth, Minn. | 2,869,209 | 186 |
| Lubbock, Tex. | 2,853,595 | 187 |
| Columbus, Ga. | 2,754,110 | 188 |
| Fort Collins - Loveland, Colo. | 2,750,650 | 189 |
| Cedar Rapids, Iowa | 2,729,064 | 190 |
| Brazoria, Tex. | 2,698,507 | 191 |
| Johnstown, Pa. | 2,634,240 | 192 |
| Provo - Orem, Utah | 2,613,258 | 193 |
| Racine, Wisc. | 2,606,813 | 194 |
| Lafayette, La. | 2,570,361 | 195 |
| Amarillo, Tex. | 2,533,257 | 196 |
| Gainesville, Fla. | 2,529,202 | 197 |
| Topeka, Kans. | 2,476,089 | 198 |
| Champaign - Urbana - Rantoul, Ill. | 2,482,664 | 199 |
| Olympia, Wash. | 2,471,655 | 200 |
| **Total Top 200** | **2,889,059,586** | |
| Ocala, Fla. | 2,395,763 | 201 |
| Asheville, N.C. | 2,373,607 | 202 |
| Waco, Tex. | 2,354,411 | 203 |
| St. Cloud, Minn. | 2,335,643 | 204 |
| Chico, Cal. | 2,293,189 | 205 |
| Beaver County, Pa. | 2,292,214 | 206 |
| Burlington, Vt. | 2,244,893 | 207 |
| Elkhart - Goshen, Ind. | 2,232,406 | 208 |
| Biloxi - Gulfport, Miss. | 2,180,813 | 209 |
| Fargo - Moorhead, N.D.-Minn. | 2,147,798 | 210 |
| Benton Harbor, Mich. | 2,142,207 | 211 |
| Lake Charles, La. | 2,141,451 | 212 |
| Yakima, Wash. | 2,128,143 | 213 |
| Pittsfield, Mass. | 2,102,885 | 214 |
| Fort Smith, Ark. | 2,097,267 | 215 |
| Bloomington - Normal, Ill. | 2,096,878 | 216 |
| Sioux Falls, S.D. | 2,086,917 | 217 |
| Tyler, Tex. | 2,076,837 | 218 |
| Richland - Kennewick - Pasco, Wash. | 2,063,175 | 219 |
| Brownsville - Harlingen, Tex. | 2,056,785 | 220 |
| Longview - Marshall, Tex. | 2,055,522 | 221 |
| Santa Fe, N.M. | 2,033,098 | 222 |
| Charlottesville, Va. | 1,994,139 | 223 |
| Jackson, Mich. | 1,984,378 | 224 |
| Houma - Thibodaux, La. | 1,981,744 | 225 |
| Merced, Cal. | 1,980,038 | 226 |
| Fort Walton Beach, Fla. | 1,958,897 | 227 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 1,933,013 | 228 |
| Redding, Cal. | 1,924,084 | 229 |
| Muskegon, Mich. | 1,917,630 | 230 |
| Bellingham, Wash. | 1,913,245 | 231 |
| Janesville - Beloit, Wisc. | 1,905,928 | 232 |
| Lima, Ohio | 1,903,158 | 233 |
| Waterloo - Cedar Falls, Iowa | 1,898,200 | 234 |
| Medford, Ore. | 1,895,855 | 235 |
| Bangor, Me. | 1,890,233 | 236 |
| Vineland - Millville - Bridgeton, N.J. | 1,874,468 | 237 |
| Tuscaloosa, Ala. | 1,866,330 | 238 |
| Parkersburg - Marietta, W.Va.-Ohio | 1,850,848 | 239 |
| Wheeling, W.Va. | 1,841,173 | 240 |
| Athens, Ga. | 1,822,078 | 241 |
| Battle Creek, Mich. | 1,803,234 | 242 |
| Anderson, S.C. | 1,777,722 | 243 |
| Lafayette - West Lafayette, Ind. | 1,769,435 | 244 |
| Eau Claire, Wisc. | 1,730,239 | 245 |
| Jacksonville, N.C. | 1,728,365 | 246 |
| Wilmington, N.C. | 1,720,435 | 247 |
| Rochester, Minn. | 1,716,654 | 248 |
| Steubenville - Weirton, Ohio-W.Va. | 1,715,190 | 249 |
| Midland, Tex. | 1,703,611 | 250 |
| **Total Top 250** | **2,988,991,812** | |
| Decatur, Ill. | 1,679,495 | 251 |
| Lynchburg, Va. | 1,675,672 | 252 |
| Kenosha, Wisc. | 1,670,378 | 253 |
| Monroe, La. | 1,653,724 | 254 |
| Glens Falls, N.Y. | 1,653,312 | 255 |
| Mansfield, Ohio | 1,645,434 | 256 |
| Dothan, Ala. | 1,630,172 | 257 |
| Panama City, Fla. | 1,615,762 | 258 |
| Anderson, Ind. | 1,611,764 | 259 |
| Greeley, Colo. | 1,605,796 | 260 |
| Terre Haute, Ind. | 1,592,090 | 261 |
| State College, Pa. | 1,586,966 | 262 |
| Altoona, Pa. | 1,585,914 | 263 |
| Joplin, Mo. | 1,583,757 | 264 |
| Billings, Mont. | 1,582,270 | 265 |
| Wausau, Wisc. | 1,563,652 | 266 |
| Florence, Ala. | 1,561,244 | 267 |
| Columbia, Mo. | 1,559,176 | 268 |
| Sioux City, Iowa | 1,537,900 | 269 |
| Iowa City, Iowa | 1,525,769 | 270 |
| Abilene, Tex. | 1,521,975 | 271 |
| Hagerstown, Md. | 1,518,759 | 272 |
| Wichita Falls, Tex. | 1,516,167 | 273 |
| Williamsport, Pa. | 1,515,511 | 274 |
| Muncie, Ind. | 1,511,222 | 275 |
| Alexandria, La. | 1,501,407 | 276 |
| Burlington, N.C. | 1,491,854 | 277 |
| Sharon, Pa. | 1,483,757 | 278 |
| Yuba City, Cal. | 1,472,248 | 279 |
| Texarkana, Tex.-Ark. | 1,446,166 | 280 |
| Sheboygan, Wisc. | 1,439,615 | 281 |
| Fayetteville - Springdale, Ark. | 1,432,692 | 282 |
| Bryan - College Station, Tex. | 1,420,515 | 283 |
| Jamestown - Dunkirk, N.Y. | 1,401,196 | 284 |
| Lewiston - Auburn, Me. | 1,395,088 | 285 |
| Decatur, Ala. | 1,388,569 | 286 |
| Odessa, Tex. | 1,373,396 | 287 |
| Las Cruces, N.M. | 1,360,283 | 288 |
| Kokomo, Ind. | 1,345,591 | 289 |
| Pueblo, Colo. | 1,333,943 | 290 |
| Bloomington, Ind. | 1,330,020 | 291 |
| Anniston, Ala. | 1,324,133 | 292 |
| Florence, S.C. | 1,307,896 | 293 |
| Pascagoula, Miss. | 1,282,695 | 294 |
| San Angelo, Tex. | 1,275,751 | 295 |
| Rapid City, S.D. | 1,266,610 | 296 |
| La Crosse, Wisc. | 1,264,955 | 297 |
| Kankakee, Ill. | 1,259,854 | 298 |
| Sherman - Denison, Tex. | 1,229,366 | 299 |
| Lawton, Okla. | 1,220,932 | 300 |
| Elmira, N.Y. | 1,218,757 | 301 |
| Danville, Va. | 1,216,447 | 302 |
| Bismarck, N.D. | 1,170,576 | 303 |
| Albany, Ga. | 1,160,488 | 304 |
| Dubuque, Iowa | 1,135,012 | 305 |
| Yuma, Ariz. | 1,121,330 | 306 |
| Owensboro, Ky. | 1,106,900 | 307 |
| Gadsden, Ala. | 1,090,586 | 308 |
| Cumberland, Md. | 1,087,381 | 309 |
| Lawrence, Kans. | 1,086,496 | 310 |
| Cheyenne, Wyo. | 1,063,711 | 311 |
| Great Falls, Mont. | 1,029,820 | 312 |
| Laredo, Tex. | 1,016,874 | 313 |
| St. Joseph, Mo. | 1,001,411 | 314 |
| Jackson, Tenn. | 979,743 | 315 |
| Victoria, Tex. | 947,794 | 316 |
| Grand Forks, N.D. | 927,700 | 317 |
| Pine Bluff, Ark. | 905,271 | 318 |
| Casper, Wyo. | 862,403 | 319 |
| Enid, Okla. | 621,828 | 320 |
| **Total Above Areas** | **3,083,494,753** | |
| **Percent of U.S.** | **82.6903** | |
| **U.S. Total** | **3,728,967,043** | |

# MEDIAN HOUSEHOLD EBI

| Area | ($) | Rank |
|---|---|---|
| Middlesex - Somerset - Hunterdon, N.J. | 55,212 | 1 |
| Nassau - Suffolk, N.Y. | 53,425 | 2 |
| Lake County, Ill. | 52,751 | 3 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | 51,203 | 4 |
| Bergen - Passaic, N.J. | 49,975 | 5 |
| San Jose, Cal. | 49,087 | 6 |
| Washington, D.C. | 47,347 | 7 |
| Newark, N.J. | 47,321 | 8 |
| Trenton, N.J. | 47,080 | 9 |
| Anaheim - Santa Ana, Cal. | 46,655 | 10 |
| Anchorage, Alas. | 46,573 | 11 |
| Oxnard - Ventura, Cal. | 46,542 | 12 |
| Joliet, Ill. | 45,293 | 13 |
| Aurora - Elgin, Ill. | 45,266 | 14 |
| Honolulu, Haw. | 45,046 | 15 |
| Poughkeepsie, N.Y. | 44,063 | 16 |
| Monmouth - Ocean, N.J. | 43,790 | 17 |
| Manchester - Nashua, N.H. | 43,623 | 18 |
| Hartford - New Britain - Middletown - Bristol, Conn. | 43,379 | 19 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 42,278 | 20 |
| Oakland, Cal. | 42,048 | 21 |
| Orange County, N.Y. | 41,834 | 22 |
| Portsmouth - Dover - Rochester, N.H. | 41,644 | 23 |
| San Francisco, Cal. | 41,307 | 24 |
| New Haven - Waterbury - Meriden, Conn | 40,285 | 25 |
| Chicago, Ill. | 39,440 | 26 |
| Seattle, Wash. | 39,065 | 27 |
| New London - Norwich, Conn. | 39,019 | 28 |
| Philadelphia, Pa. | 39,012 | 29 |
| Santa Cruz, Cal. | 38,972 | 30 |
| Wilmington, Del. | 38,694 | 31 |
| Vallejo - Fairfield - Napa, Cal. | 38,668 | 32 |
| Worcester - Fitchburg - Leominster, Mass. | 38,138 | 33 |
| Burlington, Vt. | 37,954 | 34 |
| Ann Arbor, Mich. | 37,643 | 35 |
| Minneapolis - St. Paul, Minn. | 37,580 | 36 |
| Boulder - Longmont, Colo. | 37,543 | 37 |
| Santa Rosa - Petaluma, Cal. | 37,405 | 38 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 36,991 | 39 |
| Bloomington - Normal, Ill. | 36,740 | 40 |
| Dallas, Tex. | 36,696 | 41 |
| Atlanta, Ga. | 36,536 | 42 |
| Baltimore, Md. | 36,520 | 43 |
| Rochester, Minn. | 36,428 | 44 |
| Brazoria, Tex. | 36,422 | 45 |
| Lancaster, Pa. | 36,372 | 46 |
| Fort Worth - Arlington, Tex. | 36,316 | 47 |
| Madison, Wisc. | 36,172 | 48 |
| Detroit, Mich. | 36,150 | 49 |
| Racine, Wisc. | 36,099 | 50 |
| Los Angeles - Long Beach, Cal. | 36,039 | 51 |
| Huntsville, Ala. | 35,828 | 52 |
| Cedar Rapids, Iowa | 35,801 | 53 |
| San Diego, Cal. | 35,776 | 54 |
| Jersey City, N.J. | 35,753 | 55 |
| Rochester, N.Y. | 35,735 | 56 |
| Houston, Tex. | 35,648 | 57 |
| Grand Rapids, Mich. | 35,647 | 58 |
| Milwaukee, Wisc. | 35,476 | 59 |
| Atlantic City, N.J. | 35,452 | 60 |
| Denver, Colo. | 35,408 | 61 |
| Sioux Falls, S.D. | 35,387 | 62 |
| Rockford, Ill. | 35,334 | 63 |
| York, Pa. | 35,312 | 64 |
| Kansas City, Mo.-Kans. | 35,208 | 65 |
| St. Louis, Mo. | 35,125 | 66 |
| Allentown - Bethlehem - Easton, Pa. | 35,122 | 67 |
| Raleigh - Durham, N.C. | 35,116 | 68 |
| Naples, Fla. | 35,104 | 69 |
| Des Moines, Iowa | 35,095 | 70 |
| Salinas - Seaside - Monterey, Cal. | 35,004 | 71 |
| Albany - Schenectady - Troy, N.Y. | 34,926 | 72 |
| Omaha, Neb. | 34,898 | 73 |
| Harrisburg - Lebanon - Carlisle, Pa. | 34,835 | 74 |
| Santa Fe, N.M. | 34,835 | 74 |
| Portland, Me. | 34,729 | 76 |
| Sacramento, Cal. | 34,689 | 77 |
| Reading, Pa. | 34,628 | 78 |
| New York, N.Y. | 34,572 | 79 |
| Riverside - San Bernardino, Cal. | 34,542 | 80 |
| Springfield, Ill. | 34,403 | 81 |
| Bremerton, Wash. | 34,372 | 82 |
| Indianapolis, Ind. | 34,263 | 83 |
| Richmond - Petersburg, Va. | 34,244 | 84 |
| Lansing - East Lansing, Mich. | 34,233 | 85 |
| Green Bay, Wisc. | 34,218 | 86 |
| Appleton - Oshkosh - Neenah, Wisc. | 34,142 | 87 |
| Vancouver, Wash. | 34,132 | 88 |
| Hamilton - Middletown, Ohio | 34,128 | 89 |
| New Bedford - Fall River - Attleboro, Mass. | 33,998 | 90 |
| Springfield, Mass. | 33,948 | 91 |
| Lincoln, Neb. | 33,698 | 92 |
| Cincinnati, Ohio | 33,563 | 93 |
| Boise, Ida. | 33,548 | 94 |
| Olympia, Wash. | 33,531 | 95 |
| Columbus, Ohio | 33,529 | 96 |
| Vineland - Millville - Bridgeton, N.J. | 33,462 | 97 |
| Midland, Tex. | 33,400 | 98 |
| Wichita, Kans. | 33,362 | 99 |
| Flint, Mich. | 33,339 | 100 |
| Salt Lake City - Ogden, Utah | 33,194 | 101 |
| Topeka, Kans. | 33,182 | 102 |
| Fort Wayne, Ind. | 33,157 | 103 |
| Sheboygan, Wisc. | 33,148 | 104 |
| Kalamazoo, Mich. | 33,068 | 105 |
| Portland, Ore. | 32,961 | 106 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 32,926 | 107 |
| Syracuse, N.Y. | 32,925 | 108 |
| Peoria, Ill. | 32,920 | 109 |
| Dayton - Springfield, Ohio | 32,689 | 110 |
| Pittsfield, Mass. | 32,687 | 111 |
| Wausau, Wisc. | 32,665 | 112 |
| Richland - Kennewick - Pasco, Wash. | 32,664 | 113 |
| Elkhart - Goshen, Ind. | 32,632 | 114 |
| Iowa City, Iowa | 32,628 | 115 |
| Tacoma, Wash. | 32,616 | 116 |
| Nashville, Tenn. | 32,568 | 117 |
| Reno, Nev. | 32,561 | 118 |
| Cleveland, Ohio | 32,543 | 119 |
| Rapid City, S.D. | 32,541 | 120 |
| Gary - Hammond, Ind. | 32,519 | 121 |
| Charlottesville, Va. | 32,437 | 122 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | 32,316 | 123 |
| Orlando, Fla. | 32,102 | 124 |
| Janesville - Beloit, Wisc. | 32,048 | 125 |
| Stockton, Cal. | 31,867 | 126 |
| Norfolk - Virginia Beach - Newport News, Va. | 31,853 | 127 |
| Kokomo, Ind. | 31,844 | 128 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 31,839 | 129 |
| Austin, Tex. | 31,835 | 130 |
| Providence - Pawtucket - Woonsocket, R.I. | 31,744 | 131 |
| Baton Rouge, La. | 31,743 | 132 |
| Cheyenne, Wyo. | 31,737 | 133 |
| Columbia, S.C. | 31,696 | 134 |
| Bismarck, N.D. | 31,636 | 135 |
| Akron, Ohio | 31,494 | 136 |
| Decatur, Ill. | 31,489 | 137 |
| Melbourne - Titusville - Palm Bay, Fla. | 31,471 | 138 |
| Jackson, Mich. | 31,402 | 139 |
| Glens Falls, N.Y. | 31,370 | 140 |
| Kankakee, Ill. | 31,314 | 141 |
| Dubuque, Iowa | 31,311 | 142 |
| Binghamton, N.Y. | 31,276 | 143 |
| Lexington-Fayette, Ky. | 31,230 | 144 |
| Casper, Wyo. | 31,189 | 145 |
| Modesto, Cal. | 31,101 | 146 |
| Lorain - Elyria, Ohio | 31,041 | 147 |
| Las Vegas, Nev. | 31,025 | 148 |
| Colorado Springs, Colo. | 30,835 | 149 |
| Decatur, Ala. | 30,817 | 150 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 30,815 | 151 |
| Fort Collins - Loveland, Colo. | 30,815 | 151 |
| Bellingham, Wash. | 30,713 | 153 |
| Galveston - Texas City, Tex. | 30,652 | 154 |
| Kenosha, Wisc. | 30,613 | 155 |
| Niagara Falls, N.Y. | 30,540 | 156 |
| Lafayette - West Lafayette, Ind. | 30,479 | 157 |
| Toledo, Ohio | 30,443 | 158 |
| Provo - Orem, Utah | 30,441 | 159 |
| Louisville, Ky. | 30,367 | 160 |
| Fargo - Moorhead, N.D.-Minn. | 30,361 | 161 |
| Billings, Mont. | 30,360 | 162 |
| St. Cloud, Minn. | 30,257 | 163 |
| Saginaw - Bay City - Midland, Mich. | 30,244 | 164 |
| South Bend - Mishawaka, Ind. | 30,211 | 165 |
| Phoenix, Ariz. | 30,162 | 166 |
| Bakersfield, Cal. | 30,139 | 167 |
| Jacksonville, Fla. | 30,051 | 168 |
| Fort Pierce, Fla. | 30,024 | 169 |
| Champaign - Urbana - Rantoul, Ill. | 29,977 | 170 |
| Little Rock - North Little Rock, Ark. | 29,900 | 171 |
| Greensboro - Winston-Salem - High Point, N.C. | 29,843 | 172 |
| Sarasota, Fla. | 29,715 | 173 |
| Memphis, Tenn. | 29,706 | 174 |
| Erie, Pa. | 29,682 | 175 |
| Canton, Ohio | 29,677 | 176 |
| Benton Harbor, Mich. | 29,671 | 177 |
| Greenville - Spartanburg, S.C. | 29,662 | 178 |
| Lima, Ohio | 29,659 | 179 |
| Roanoke, Va. | 29,611 | 180 |
| Montgomery, Ala. | 29,595 | 181 |
| Buffalo, N.Y. | 29,594 | 182 |
| Pittsburgh, Pa. | 29,540 | 183 |
| Fort Myers - Cape Coral, Fla. | 29,478 | 184 |
| Lewiston - Auburn, Me. | 29,384 | 185 |
| Charleston, S.C. | 29,356 | 186 |
| Battle Creek, Mich. | 29,351 | 187 |
| Sioux City, Iowa | 29,298 | 188 |
| Jackson, Miss. | 29,247 | 189 |
| Grand Forks, N.D. | 29,243 | 190 |
| Evansville, Ind. | 29,197 | 191 |
| Mansfield, Ohio | 29,184 | 192 |
| Burlington, N.C. | 29,177 | 193 |
| Albuquerque, N.M. | 29,145 | 194 |
| Victoria, Tex. | 29,084 | 195 |
| Waterloo - Cedar Falls, Iowa | 29,065 | 196 |
| Birmingham, Ala. | 29,003 | 197 |
| Hagerstown, Md. | 28,991 | 198 |
| La Crosse, Wisc. | 28,956 | 199 |
| Salem, Ore. | 28,947 | 200 |
| Wilmington, N.C. | 28,945 | 201 |
| State College, Pa. | 28,877 | 202 |
| Fort Walton Beach, Fla. | 28,843 | 203 |
| Columbia, Mo. | 28,826 | 204 |
| Bangor, Me. | 28,808 | 205 |
| Hickory - Morganton, N.C. | 28,795 | 206 |
| Macon - Warner Robins, Ga. | 28,788 | 207 |
| New Orleans, La. | 28,757 | 208 |
| Elmira, N.Y. | 28,746 | 209 |
| Eau Claire, Wisc. | 28,662 | 210 |
| Lake Charles, La. | 28,652 | 211 |
| Utica - Rome, N.Y. | 28,382 | 212 |
| San Antonio, Tex. | 28,316 | 213 |
| Augusta, Ga. | 28,253 | 214 |
| Tyler, Tex. | 28,245 | 215 |
| Williamsport, Pa. | 28,213 | 216 |
| Greeley, Colo. | 28,197 | 217 |
| Owensboro, Ky. | 28,114 | 218 |
| Scranton - Wilkes-Barre, Pa. | 28,095 | 219 |
| Lawrence, Kans. | 28,004 | 220 |
| Spokane, Wash. | 27,910 | 221 |
| Fresno, Cal. | 27,901 | 222 |
| Corpus Christi, Tex. | 27,883 | 223 |
| Muskegon, Mich. | 27,847 | 224 |
| San Angelo, Tex. | 27,752 | 225 |
| Beaumont - Port Arthur, Tex. | 27,704 | 226 |
| Oklahoma City, Okla. | 27,639 | 227 |
| Amarillo, Tex. | 27,619 | 228 |
| Sharon, Pa. | 27,612 | 229 |
| Anderson, Ind. | 27,542 | 230 |
| Savannah, Ga. | 27,537 | 231 |
| Springfield, Mo. | 27,465 | 232 |
| Abilene, Tex. | 27,406 | 233 |
| Miami - Hialeah, Fla. | 27,401 | 234 |
| Parkersburg - Marietta, W.Va.-Ohio | 27,363 | 235 |
| Shreveport, La. | 27,347 | 236 |
| Tulsa, Okla. | 27,318 | 237 |
| Killeen - Temple, Tex. | 27,301 | 238 |
| Knoxville, Tenn. | 27,281 | 239 |
| Sherman - Denison, Tex. | 27,281 | 239 |
| Great Falls, Mont. | 27,267 | 241 |
| Longview - Marshall, Tex. | 27,237 | 242 |
| Tallahassee, Fla. | 27,203 | 243 |
| Asheville, N.C. | 27,199 | 244 |
| Merced, Cal. | 27,186 | 245 |
| Youngstown - Warren, Ohio | 27,162 | 246 |
| Eugene - Springfield, Ore. | 27,136 | 247 |
| Pascagoula, Miss. | 27,084 | 248 |
| Anderson, S.C. | 27,026 | 249 |
| Charleston, W.Va. | 26,982 | 250 |
| Pensacola, Fla. | 26,962 | 251 |
| Dothan, Ala. | 26,916 | 252 |
| Visalia - Tulare - Porterville, Cal. | 26,877 | 253 |
| Chattanooga, Tenn. | 26,836 | 254 |
| Tampa - St. Petersburg - Clearwater, Fla. | 26,703 | 255 |
| Beaver County, Pa. | 26,666 | 256 |
| Bradenton, Fla. | 26,626 | 257 |
| Fayetteville, N.C. | 26,590 | 258 |
| Odessa, Tex. | 26,589 | 259 |
| Lubbock, Tex. | 26,553 | 260 |
| Lafayette, La. | 26,508 | 261 |
| Jackson, Tenn. | 26,475 | 262 |
| Redding, Cal. | 26,473 | 263 |
| Muncie, Ind. | 26,464 | 264 |
| Wichita Falls, Tex. | 26,427 | 265 |
| Medford, Ore. | 26,379 | 266 |
| Houma - Thibodaux, La. | 26,284 | 267 |
| Steubenville - Weirton, Ohio-W.Va. | 26,275 | 268 |
| Altoona, Pa. | 26,044 | 269 |
| Florence, S.C. | 26,037 | 270 |
| Mobile, Ala. | 26,028 | 271 |
| Anniston, Ala. | 26,016 | 272 |
| Lynchburg, Va. | 25,976 | 273 |
| Waco, Tex. | 25,958 | 274 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 25,948 | 275 |
| St. Joseph, Mo. | 25,945 | 276 |
| Tuscaloosa, Ala. | 25,834 | 277 |
| Fayetteville - Springdale, Ark. | 25,797 | 278 |
| Lawton, Okla. | 25,728 | 279 |
| Bloomington, Ind. | 25,670 | 280 |
| Texarkana, Tex.-Ark. | 25,645 | 281 |
| Terre Haute, Ind. | 25,625 | 282 |
| Yakima, Wash. | 25,603 | 283 |
| Duluth, Minn. | 25,546 | 284 |
| Yuba City, Cal. | 25,534 | 285 |
| Panama City, Fla. | 25,525 | 286 |
| Lakeland - Winter Haven, Fla. | 25,514 | 287 |
| Daytona Beach, Fla. | 25,187 | 288 |
| El Paso, Tex. | 25,059 | 289 |
| Alexandria, La. | 24,837 | 290 |
| Florence, Ala. | 24,773 | 291 |
| Fort Smith, Ark. | 24,764 | 292 |
| Tucson, Ariz. | 24,670 | 293 |
| Jacksonville, N.C. | 24,663 | 294 |
| Monroe, La. | 24,530 | 295 |
| Johnson City - Kingsport - Bristol, Tenn. | 24,381 | 296 |
| Columbus, Ga. | 24,366 | 297 |
| Albany, Ga. | 24,363 | 298 |
| Biloxi - Gulfport, Miss. | 24,294 | 299 |
| Chico, Cal. | 24,138 | 300 |
| Wheeling, W.Va. | 24,086 | 301 |
| Joplin, Mo. | 24,049 | 302 |
| Enid, Okla. | 24,027 | 303 |
| Athens, Ga. | 24,026 | 304 |
| Danville, Va. | 23,987 | 305 |
| Pine Bluff, Ark. | 23,927 | 306 |
| Yuma, Ariz. | 23,926 | 307 |
| Johnstown, Pa. | 23,617 | 308 |
| Gainesville, Fla. | 23,460 | 309 |
| Huntington - Ashland, W.Va.-Ky. | 23,452 | 310 |
| Pueblo, Colo. | 23,257 | 311 |
| Gadsden, Ala. | 23,189 | 312 |
| Las Cruces, N.M. | 23,119 | 313 |
| Ocala, Fla. | 23,116 | 314 |
| Bryan - College Station, Tex. | 22,291 | 315 |
| Jamestown - Dunkirk, N.Y. | 22,155 | 316 |
| Cumberland, Md. | 22,088 | 317 |
| Laredo, Tex. | 20,714 | 318 |
| Brownsville - Harlingen, Tex. | 19,881 | 319 |
| McAllen - Edinburg - Mission, Tex. | 19,755 | 320 |
| **Median Above Areas** | **34,317** | |
| **U.S. Median** | **33,073** | |

# AVERAGE HOUSEHOLD EBI

| Area | ($) | Rank |
|---|---|---|
| Lake County, Ill. | 69,339 | 1 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | 68,477 | 2 |
| Middlesex - Somerset - Hunterdon, N.J. | 63,021 | 3 |
| Nassau - Suffolk, N.Y. | 61,822 | 4 |
| Bergen - Passaic, N.J. | 61,314 | 5 |
| Newark, N.J. | 58,476 | 6 |
| Trenton, N.J. | 57,185 | 7 |
| San Jose, Cal. | 56,546 | 8 |
| Anaheim - Santa Ana, Cal. | 55,427 | 9 |
| Washington, D.C. | 55,132 | 10 |
| Anchorage, Alas. | 54,432 | 11 |
| Honolulu, Haw. | 53,950 | 12 |
| Oxnard - Ventura, Cal. | 53,167 | 13 |
| San Francisco, Cal. | 52,411 | 14 |
| Monmouth - Ocean, N.J. | 52,401 | 15 |
| Naples, Fla. | 51,161 | 16 |
| Aurora - Elgin, Ill. | 50,865 | 17 |
| Hartford - New Britain - Middletown - Bristol, Conn. | 50,488 | 18 |
| Poughkeepsie, N.Y. | 49,861 | 19 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 49,858 | 20 |
| Oakland, Cal. | 49,156 | 21 |
| Manchester - Nashua, N.H. | 49,151 | 22 |
| Joliet, Ill. | 49,078 | 23 |
| Chicago, Ill. | 47,855 | 24 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 47,407 | 25 |
| Portsmouth - Dover - Rochester, N.H. | 47,341 | 26 |
| Orange County, N.Y. | 47,170 | 27 |
| Philadelphia, Pa. | 47,143 | 28 |
| New Haven - Waterbury - Meriden, Conn. | 46,935 | 29 |
| Santa Cruz, Cal. | 46,901 | 30 |
| Seattle, Wash. | 46,514 | 31 |
| Dallas, Tex. | 46,217 | 32 |
| Los Angeles - Long Beach, Cal. | 46,203 | 33 |
| New London - Norwich, Conn. | 45,992 | 34 |
| New York, N.Y. | 45,741 | 35 |
| Ann Arbor, Mich. | 45,514 | 36 |
| Salinas - Seaside - Monterey, Cal. | 45,344 | 37 |
| Houston, Tex. | 45,243 | 38 |
| Boulder - Longmont, Colo. | 44,915 | 39 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 44,848 | 40 |
| San Diego, Cal. | 44,363 | 41 |
| Wilmington, Del. | 44,331 | 42 |
| Bloomington - Normal, Ill. | 43,960 | 43 |
| Santa Rosa - Petaluma, Cal. | 43,940 | 44 |
| Santa Fe, N.M. | 43,723 | 45 |
| Vallejo - Fairfield - Napa, Cal. | 43,715 | 46 |
| Atlanta, Ga. | 43,410 | 47 |
| Fort Worth - Arlington, Tex. | 43,354 | 48 |
| Burlington, Vt. | 43,338 | 49 |
| Minneapolis - St. Paul, Minn. | 43,280 | 50 |
| Worcester - Fitchburg - Leominster, Mass. | 43,233 | 51 |
| Midland, Tex. | 43,129 | 52 |
| Baltimore, Md. | 42,686 | 53 |
| Atlantic City, N.J. | 42,685 | 54 |
| Sioux Falls, S.D. | 42,677 | 55 |
| Jersey City, N.J. | 42,528 | 56 |
| Detroit, Mich. | 42,461 | 57 |
| Denver, Colo. | 42,421 | 58 |
| Madison, Wisc. | 42,265 | 59 |
| Lancaster, Pa. | 42,047 | 60 |
| Kansas City, Mo.-Kans. | 41,915 | 61 |
| Huntsville, Ala. | 41,891 | 62 |
| Rochester, Minn. | 41,666 | 63 |
| Brazoria, Tex. | 41,515 | 64 |
| St. Louis, Mo. | 41,495 | 65 |
| Raleigh - Durham, N.C. | 41,462 | 66 |
| Iowa City, Iowa | 41,461 | 67 |
| Portland, Me. | 41,398 | 68 |
| Omaha, Neb. | 41,362 | 69 |
| Des Moines, Iowa | 41,348 | 70 |
| Grand Rapids, Mich. | 41,291 | 71 |
| Cedar Rapids, Iowa | 41,225 | 72 |
| Milwaukee, Wisc. | 41,136 | 73 |
| Sacramento, Cal. | 41,115 | 74 |
| Rochester, N.Y. | 41,012 | 75 |
| Allentown - Bethlehem - Easton, Pa. | 40,991 | 76 |
| Riverside - San Bernardino, Cal. | 40,931 | 77 |
| Rockford, Ill. | 40,930 | 78 |
| Jacksonville, N.C. | 40,763 | 79 |
| Indianapolis, Ind. | 40,759 | 80 |
| Bremerton, Wash. | 40,656 | 81 |
| Racine, Wisc. | 40,605 | 82 |
| Harrisburg - Lebanon - Carlisle, Pa. | 40,593 | 83 |
| Albany - Schenectady - Troy, N.Y. | 40,556 | 84 |
| Springfield, Ill. | 40,452 | 85 |
| Cincinnati, Ohio | 40,433 | 86 |
| York, Pa. | 40,343 | 87 |
| Richmond - Petersburg, Va. | 40,281 | 88 |
| Boise, Ida. | 40,216 | 89 |
| Austin, Tex. | 40,201 | 90 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 40,199 | 91 |
| Lincoln, Neb. | 40,163 | 92 |
| Reading, Pa. | 40,026 | 93 |
| Columbus, Ohio | 39,965 | 94 |
| Charlottesville, Va. | 39,963 | 95 |
| Reno, Nev. | 39,873 | 96 |
| Rapid City, S.D. | 39,831 | 97 |
| Nashville, Tenn. | 39,806 | 98 |
| Vineland - Millville - Bridgeton, N.J. | 39,798 | 99 |
| Lansing - East Lansing, Mich. | 39,771 | 100 |
| Springfield, Mass. | 39,704 | 101 |
| Wichita, Kans. | 39,688 | 102 |
| Kalamazoo, Mich. | 39,455 | 103 |
| Cleveland, Ohio | 39,400 | 104 |
| Hamilton - Middletown, Ohio | 39,373 | 105 |
| Fort Pierce, Fla. | 39,357 | 106 |
| Orlando, Fla. | 39,348 | 107 |
| Portland, Ore. | 39,335 | 108 |
| Green Bay, Wisc. | 39,320 | 109 |
| Vancouver, Wash. | 39,123 | 110 |
| Pittsfield, Mass. | 39,015 | 111 |
| Lexington-Fayette, Ky. | 38,905 | 112 |
| Baton Rouge, La. | 38,884 | 113 |
| Sarasota, Fla. | 38,860 | 114 |
| New Bedford - Fall River - Attleboro, Mass. | 38,725 | 115 |
| Peoria, Ill. | 38,628 | 116 |
| Elkhart - Goshen, Ind. | 38,623 | 117 |
| Champaign - Urbana - Rantoul, Ill. | 38,551 | 118 |
| Topeka, Kans. | 38,551 | 118 |
| Fort Wayne, Ind. | 38,540 | 120 |
| Tacoma, Wash. | 38,509 | 121 |
| Stockton, Cal. | 38,474 | 122 |
| Appleton - Oshkosh - Neenah, Wisc. | 38,468 | 123 |
| Salt Lake City - Ogden, Utah | 38,358 | 124 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | 38,298 | 125 |
| Syracuse, N.Y. | 38,285 | 126 |
| Lafayette - West Lafayette, Ind. | 38,217 | 127 |
| Olympia, Wash. | 38,143 | 128 |
| Dayton - Springfield, Ohio | 38,088 | 129 |
| Las Vegas, Nev. | 38,007 | 130 |
| Norfolk - Virginia Beach - Newport News, Va. | 37,993 | 131 |
| Akron, Ohio | 37,973 | 132 |
| Bellingham, Wash. | 37,886 | 133 |
| Columbia, S.C. | 37,819 | 134 |
| Glens Falls, N.Y. | 37,747 | 135 |
| Flint, Mich. | 37,699 | 136 |
| Modesto, Cal. | 37,597 | 137 |
| Providence - Pawtucket - Woonsocket, R.I. | 37,501 | 138 |
| Galveston - Texas City, Tex. | 37,466 | 139 |
| Richland - Kennewick - Pasco, Wash. | 37,376 | 140 |
| Memphis, Tenn. | 37,346 | 141 |
| Cheyenne, Wyo. | 37,323 | 142 |
| Fort Myers - Cape Coral, Fla. | 37,271 | 143 |
| Pittsburgh, Pa. | 37,269 | 144 |
| Colorado Springs, Colo. | 37,223 | 145 |
| Melbourne - Titusville - Palm Bay, Fla. | 37,209 | 146 |
| Bismarck, N.D. | 37,161 | 147 |
| Wausau, Wisc. | 37,141 | 148 |
| Decatur, Ill. | 37,075 | 149 |
| Dubuque, Iowa | 36,971 | 150 |
| Fort Collins - Loveland, Colo. | 36,921 | 151 |
| Jacksonville, Fla. | 36,920 | 152 |
| New Orleans, La. | 36,900 | 153 |
| Louisville, Ky. | 36,870 | 154 |
| Phoenix, Ariz. | 36,858 | 155 |
| Miami - Hialeah, Fla. | 36,856 | 156 |
| Sheboygan, Wisc. | 36,819 | 157 |
| Jackson, Miss. | 36,705 | 158 |
| Casper, Wyo. | 36,698 | 159 |
| State College, Pa. | 36,650 | 160 |
| Bakersfield, Cal. | 36,641 | 161 |
| Columbia, Mo. | 36,600 | 162 |
| Toledo, Ohio | 36,561 | 163 |
| Binghamton, N.Y. | 36,524 | 164 |
| Kankakee, Ill. | 36,518 | 165 |
| South Bend - Mishawaka, Ind. | 36,503 | 166 |
| Gary - Hammond, Ind. | 36,495 | 167 |
| Fargo - Moorhead, N.D.-Minn. | 36,465 | 168 |
| Jackson, Mich. | 36,411 | 169 |
| Janesville - Beloit, Wisc. | 36,373 | 170 |
| Little Rock - North Little Rock, Ark. | 36,316 | 171 |
| Birmingham, Ala. | 36,311 | 172 |
| Montgomery, Ala. | 36,246 | 173 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 36,230 | 174 |
| Provo - Orem, Utah | 36,145 | 175 |
| Grand Forks, N.D. | 36,097 | 176 |
| Kokomo, Ind. | 36,075 | 177 |
| Victoria, Tex. | 36,038 | 178 |
| Greensboro - Winston-Salem - High Point, N.C. | 35,961 | 179 |
| Erie, Pa. | 35,854 | 180 |
| Albuquerque, N.M. | 35,805 | 181 |
| San Antonio, Tex. | 35,734 | 182 |
| Decatur, Ala. | 35,696 | 183 |
| Tyler, Tex. | 35,684 | 184 |
| Fresno, Cal. | 35,606 | 185 |
| Sioux City, Iowa | 35,600 | 186 |
| Billings, Mont. | 35,557 | 187 |
| Killeen - Temple, Tex. | 35,302 | 188 |
| Corpus Christi, Tex. | 35,300 | 189 |
| Fort Walton Beach, Fla. | 35,295 | 190 |
| Charleston, S.C. | 35,285 | 191 |
| St. Cloud, Minn. | 35,282 | 192 |
| Saginaw - Bay City - Midland, Mich. | 35,281 | 193 |
| Roanoke, Va. | 35,259 | 194 |
| San Angelo, Tex. | 35,242 | 195 |
| Buffalo, N.Y. | 35,239 | 196 |
| Lake Charles, La. | 35,221 | 197 |
| Greenville - Spartanburg, S.C. | 35,137 | 198 |
| Kenosha, Wisc. | 34,945 | 199 |
| Canton, Ohio | 34,937 | 200 |
| Lawrence, Kans. | 34,936 | 201 |
| Abilene, Tex. | 34,908 | 202 |
| Wilmington, N.C. | 34,897 | 203 |
| Benton Harbor, Mich. | 34,889 | 204 |
| Evansville, Ind. | 34,879 | 205 |
| Amarillo, Tex. | 34,797 | 206 |
| Waterloo - Cedar Falls, Iowa | 34,766 | 207 |
| Lorain - Elyria, Ohio | 34,753 | 208 |
| Tallahassee, Fla. | 34,747 | 209 |
| Salem, Ore. | 34,706 | 210 |
| Shreveport, La. | 34,569 | 211 |
| Knoxville, Tenn. | 34,551 | 212 |
| Bangor, Me. | 34,493 | 213 |
| Niagara Falls, N.Y. | 34,487 | 214 |
| Merced, Cal. | 34,435 | 215 |
| Lubbock, Tex. | 34,422 | 216 |
| Battle Creek, Mich. | 34,413 | 217 |
| Burlington, N.C. | 34,375 | 218 |
| Scranton - Wilkes-Barre, Pa. | 34,375 | 218 |
| Elmira, N.Y. | 34,331 | 220 |
| Macon - Warner Robins, Ga. | 34,273 | 221 |
| Spokane, Wash. | 34,236 | 222 |
| Visalia - Tulare - Porterville, Cal. | 34,218 | 223 |
| Mansfield, Ohio | 34,209 | 224 |
| Lewiston - Auburn, Me. | 34,193 | 225 |
| Lima, Ohio | 34,107 | 226 |
| Lafayette, La. | 33,999 | 227 |
| Utica - Rome, N.Y. | 33,993 | 228 |
| Great Falls, Mont. | 33,987 | 229 |
| Beaumont - Port Arthur, Tex. | 33,921 | 230 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 33,913 | 231 |
| Oklahoma City, Okla. | 33,891 | 232 |
| Tulsa, Okla. | 33,878 | 233 |
| Springfield, Mo. | 33,858 | 234 |
| La Crosse, Wisc. | 33,822 | 235 |
| Eau Claire, Wisc. | 33,794 | 236 |
| Tampa - St. Petersburg - Clearwater, Fla. | 33,733 | 237 |
| Augusta, Ga. | 33,604 | 238 |
| Hagerstown, Md. | 33,601 | 239 |
| Longview - Marshall, Tex. | 33,587 | 240 |
| Wichita Falls, Tex. | 33,544 | 241 |
| Muncie, Ind. | 33,508 | 242 |
| Fayetteville, N.C. | 33,484 | 243 |
| Savannah, Ga. | 33,471 | 244 |
| Greeley, Colo. | 33,385 | 245 |
| Owensboro, Ky. | 33,340 | 246 |
| Chattanooga, Tenn. | 33,278 | 247 |
| Charleston, W.Va. | 33,267 | 248 |
| Pensacola, Fla. | 33,265 | 249 |
| Williamsport, Pa. | 33,235 | 250 |
| Bloomington, Ind. | 33,168 | 251 |
| Waco, Tex. | 33,161 | 252 |
| Sherman - Denison, Tex. | 33,137 | 253 |
| Hickory - Morganton, N.C. | 33,110 | 254 |
| Bradenton, Fla. | 33,094 | 255 |
| Tuscaloosa, Ala. | 33,091 | 256 |
| Dothan, Ala. | 33,066 | 257 |
| Odessa, Tex. | 32,935 | 258 |
| Asheville, N.C. | 32,875 | 259 |
| Monroe, La. | 32,812 | 260 |
| Jackson, Tenn. | 32,767 | 261 |
| Sharon, Pa. | 32,754 | 262 |
| Muskegon, Mich. | 32,724 | 263 |
| Houma - Thibodaux, La. | 32,702 | 264 |
| Eugene - Springfield, Ore. | 32,692 | 265 |
| Alexandria, La. | 32,639 | 266 |
| Terre Haute, Ind. | 32,625 | 267 |
| Yuba City, Cal. | 32,572 | 268 |
| Mobile, Ala. | 32,554 | 269 |
| Anderson, Ind. | 32,495 | 270 |
| Youngstown - Warren, Ohio | 32,383 | 271 |
| Lawton, Okla. | 32,300 | 272 |
| Redding, Cal. | 32,283 | 273 |
| El Paso, Tex. | 32,276 | 274 |
| Florence, S.C. | 32,135 | 275 |
| Parkersburg - Marietta, W.Va.-Ohio | 32,077 | 276 |
| Beaver County, Pa. | 32,059 | 277 |
| Fayetteville - Springdale, Ark. | 32,051 | 278 |
| Texarkana, Tex.-Ark. | 31,995 | 279 |
| Medford, Ore. | 31,971 | 280 |
| Yakima, Wash. | 31,906 | 281 |
| Panama City, Fla. | 31,806 | 282 |
| Bryan - College Station, Tex. | 31,779 | 283 |
| Lynchburg, Va. | 31,676 | 284 |
| Pascagoula, Miss. | 31,671 | 285 |
| Daytona Beach, Fla. | 31,634 | 286 |
| Lakeland - Winter Haven, Fla. | 31,607 | 287 |
| Anderson, S.C. | 31,576 | 288 |
| Altoona, Pa. | 31,529 | 289 |
| Columbus, Ga. | 31,404 | 290 |
| Steubenville - Weirton, Ohio-W.Va. | 31,356 | 291 |
| Gainesville, Fla. | 31,341 | 292 |
| Tucson, Ariz. | 31,178 | 293 |
| St. Joseph, Mo. | 31,100 | 294 |
| Athens, Ga. | 30,883 | 295 |
| Anniston, Ala. | 30,722 | 296 |
| Chico, Cal. | 30,658 | 297 |
| Fort Smith, Ark. | 30,617 | 298 |
| Florence, Ala. | 30,553 | 299 |
| Johnson City - Kingsport - Bristol, Tenn. | 30,462 | 300 |
| Yuma, Ariz. | 30,388 | 301 |
| Duluth, Minn. | 30,362 | 302 |
| Biloxi - Gulfport, Miss. | 30,331 | 303 |
| Pine Bluff, Ark. | 30,075 | 304 |
| Albany, Ga. | 29,680 | 305 |
| Wheeling, W.Va. | 29,601 | 306 |
| Joplin, Mo. | 29,548 | 307 |
| Huntington - Ashland, W.Va.-Ky. | 29,546 | 308 |
| Johnstown, Pa. | 29,011 | 309 |
| Danville, Va. | 28,963 | 310 |
| Ocala, Fla. | 28,795 | 311 |
| Las Cruces, N.M. | 28,698 | 312 |
| Enid, Okla. | 28,656 | 313 |
| Laredo, Tex. | 28,404 | 314 |
| Gadsden, Ala. | 28,181 | 315 |
| Pueblo, Colo. | 28,024 | 316 |
| McAllen - Edinburg - Mission, Tex. | 27,511 | 317 |
| Brownsville - Harlingen, Tex. | 27,460 | 318 |
| Cumberland, Md. | 27,459 | 319 |
| Jamestown - Dunkirk, N.Y. | 26,289 | 320 |
| **Average Above Areas** | **42,310** | |
| **U.S. Average** | **39,806** | |

1992 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# PER CAPITA EBI

| Area | ($) | Rank |
|---|---|---|
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | 25,198 | 1 |
| Lake County, Ill. | 23,367 | 2 |
| Middlesex - Somerset - Hunterdon, N.J. | 22,572 | 3 |
| Bergen - Passaic, N.J. | 22,200 | 4 |
| San Francisco, Cal. | 20,843 | 5 |
| Newark, N.J. | 20,805 | 6 |
| Naples, Fla. | 20,670 | 7 |
| Trenton, N.J. | 20,502 | 8 |
| Washington, D.C. | 20,420 | 9 |
| Nassau - Suffolk, N.Y. | 20,216 | 10 |
| Anchorage, Alas. | 19,885 | 11 |
| San Jose, Cal. | 19,456 | 12 |
| Monmouth - Ocean, N.J. | 19,422 | 13 |
| Hartford - New Britain - Middletown - Bristol, Conn. | 19,020 | 14 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 19,017 | 15 |
| Anaheim - Santa Ana, Cal. | 18,812 | 16 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 18,563 | 17 |
| Seattle, Wash. | 18,563 | 17 |
| Oakland, Cal. | 18,307 | 19 |
| Manchester - Nashua, N.H. | 18,264 | 20 |
| New Haven - Waterbury - Meriden, Conn. | 17,774 | 21 |
| Boulder - Longmont, Colo. | 17,673 | 22 |
| Sarasota, Fla. | 17,580 | 23 |
| Chicago, Ill. | 17,464 | 24 |
| New York, N.Y. | 17,285 | 25 |
| Philadelphia, Pa. | 17,255 | 26 |
| Dallas, Tex. | 17,238 | 27 |
| Poughkeepsie, N.Y. | 17,229 | 28 |
| Honolulu, Haw. | 17,171 | 29 |
| Portsmouth - Dover - Rochester, N.H. | 17,153 | 30 |
| Oxnard - Ventura, Cal. | 17,133 | 31 |
| Aurora - Elgin, Ill. | 17,119 | 32 |
| Denver, Colo. | 16,993 | 33 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 16,953 | 34 |
| Santa Cruz, Cal. | 16,920 | 35 |
| Ann Arbor, Mich. | 16,844 | 36 |
| New London - Norwich, Conn. | 16,818 | 37 |
| Santa Fe, N.M. | 16,816 | 38 |
| Santa Rosa - Petaluma, Cal. | 16,813 | 39 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 16,558 | 40 |
| Sioux Falls, S.D. | 16,471 | 41 |
| Minneapolis - St. Paul, Minn. | 16,436 | 42 |
| Madison, Wisc. | 16,428 | 43 |
| Atlantic City, N.J. | 16,410 | 44 |
| Springfield, Ill. | 16,316 | 45 |
| Wilmington, Del. | 16,312 | 46 |
| Raleigh - Durham, N.C. | 16,261 | 47 |
| Houston, Tex. | 16,201 | 48 |
| Joliet, Ill. | 16,199 | 49 |
| Atlanta, Ga. | 16,173 | 50 |
| Kansas City, Mo.-Kans. | 16,130 | 51 |
| Des Moines, Iowa | 16,115 | 52 |
| Portland, Me. | 16,114 | 53 |
| Fort Worth - Arlington, Tex. | 16,112 | 54 |
| Huntsville, Ala. | 16,051 | 55 |
| Cedar Rapids, Iowa | 16,006 | 56 |
| Burlington, Vt. | 15,989 | 57 |
| Reno, Nev. | 15,988 | 58 |
| Jersey City, N.J. | 15,930 | 59 |
| Bloomington - Normal, Ill. | 15,922 | 60 |
| Worcester - Fitchburg - Leominster, Mass. | 15,858 | 61 |
| Fort Pierce, Fla. | 15,857 | 62 |
| Baltimore, Md. | 15,776 | 63 |
| Midland, Tex. | 15,760 | 64 |
| Detroit, Mich. | 15,695 | 65 |
| St. Louis, Mo. | 15,693 | 66 |
| San Diego, Cal. | 15,681 | 67 |
| Rochester, Minn. | 15,677 | 68 |
| Indianapolis, Ind. | 15,650 | 69 |
| Austin, Tex. | 15,641 | 70 |
| Harrisburg - Lebanon - Carlisle, Pa. | 15,613 | 71 |
| Fort Myers - Cape Coral, Fla. | 15,598 | 72 |
| Albany - Schenectady - Troy, N.Y. | 15,592 | 73 |
| Lincoln, Neb. | 15,559 | 74 |
| Orange County, N.Y. | 15,555 | 75 |
| Iowa City, Iowa | 15,553 | 76 |
| Rockford, Ill. | 15,549 | 77 |
| Omaha, Neb. | 15,543 | 78 |
| Allentown - Bethlehem - Easton, Pa. | 15,531 | 79 |
| Los Angeles - Long Beach, Cal. | 15,503 | 80 |
| Milwaukee, Wisc. | 15,463 | 81 |
| Richmond - Petersburg, Va. | 15,457 | 82 |
| Portland, Ore. | 15,423 | 83 |
| Sacramento, Cal. | 15,419 | 84 |
| Cleveland, Ohio | 15,341 | 85 |
| Rochester, N.Y. | 15,331 | 86 |
| Topeka, Kans. | 15,298 | 87 |
| Wichita, Kans. | 15,297 | 88 |
| Cincinnati, Ohio | 15,285 | 89 |
| Pittsfield, Mass. | 15,238 | 90 |
| Nashville, Tenn. | 15,219 | 91 |
| Columbus, Ohio | 15,180 | 92 |
| Reading, Pa. | 15,179 | 93 |
| Boise, Ida. | 15,140 | 94 |
| Melbourne - Titusville - Palm Bay, Fla. | 15,104 | 95 |
| York, Pa. | 15,101 | 96 |
| Rapid City, S.D. | 15,043 | 97 |
| Lancaster, Pa. | 15,028 | 98 |
| Lexington-Fayette, Ky. | 14,978 | 99 |
| Pittsburgh, Pa. | 14,907 | 100 |
| Vallejo - Fairfield - Napa, Cal. | 14,906 | 101 |
| Charlottesville, Va. | 14,904 | 102 |
| Bremerton, Wash. | 14,864 | 103 |
| Racine, Wisc. | 14,778 | 104 |
| Kalamazoo, Mich. | 14,763 | 105 |
| Peoria, Ill. | 14,753 | 106 |
| Orlando, Fla. | 14,724 | 107 |
| Las Vegas, Nev. | 14,693 | 108 |
| Olympia, Wash. | 14,686 | 109 |
| Grand Rapids, Mich. | 14,676 | 110 |
| Green Bay, Wisc. | 14,640 | 111 |
| Dayton - Springfield, Ohio | 14,590 | 112 |
| Decatur, Ill. | 14,554 | 113 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | 14,536 | 114 |
| Springfield, Mass. | 14,520 | 115 |
| Vancouver, Wash. | 14,511 | 116 |
| Bellingham, Wash. | 14,440 | 117 |
| Fort Wayne, Ind. | 14,434 | 118 |
| Lansing - East Lansing, Mich. | 14,430 | 119 |
| Akron, Ohio | 14,409 | 120 |
| Cheyenne, Wyo. | 14,355 | 121 |
| Casper, Wyo. | 14,349 | 122 |
| New Bedford - Fall River - Attleboro, Mass. | 14,342 | 123 |
| Salinas - Seaside - Monterey, Cal. | 14,304 | 124 |
| Champaign - Urbana - Rantoul, Ill. | 14,301 | 125 |
| Bradenton, Fla. | 14,243 | 126 |
| Louisville, Ky. | 14,242 | 127 |
| Greensboro - Winston-Salem - High Point, N.C. | 14,218 | 128 |
| Tampa - St. Petersburg - Clearwater, Fla. | 14,195 | 129 |
| Syracuse, N.Y. | 14,154 | 130 |
| Flint, Mich. | 14,150 | 131 |
| Hamilton - Middletown, Ohio | 14,148 | 132 |
| Appleton - Oshkosh - Neenah, Wisc. | 14,141 | 133 |
| Providence - Pawtucket - Woonsocket, R.I. | 14,109 | 134 |
| Roanoke, Va. | 14,104 | 135 |
| Tacoma, Wash. | 14,095 | 136 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 14,094 | 137 |
| Phoenix, Ariz. | 14,055 | 138 |
| Galveston - Texas City, Tex. | 14,046 | 139 |
| Billings, Mont. | 14,027 | 140 |
| Elkhart - Goshen, Ind. | 14,005 | 141 |
| Fort Collins - Loveland, Colo. | 14,005 | 141 |
| Kokomo, Ind. | 14,002 | 143 |
| Jacksonville, Fla. | 13,993 | 144 |
| Wilmington, N.C. | 13,987 | 145 |
| Bismarck, N.D. | 13,935 | 146 |
| Brazoria, Tex. | 13,888 | 147 |
| Binghamton, N.Y. | 13,885 | 148 |
| Baton Rouge, La. | 13,883 | 149 |
| Albuquerque, N.M. | 13,860 | 150 |
| Little Rock - North Little Rock, Ark. | 13,845 | 151 |
| Colorado Springs, Colo. | 13,825 | 152 |
| Birmingham, Ala. | 13,822 | 153 |
| Fargo - Moorhead, N.D.-Minn. | 13,768 | 154 |
| Buffalo, N.Y. | 13,750 | 155 |
| Toledo, Ohio | 13,750 | 155 |
| Sheboygan, Wisc. | 13,711 | 157 |
| Glens Falls, N.Y. | 13,698 | 158 |
| Janesville - Beloit, Wisc. | 13,653 | 159 |
| South Bend - Mishawaka, Ind. | 13,650 | 160 |
| Riverside - San Bernardino, Cal. | 13,647 | 161 |
| Columbia, Mo. | 13,641 | 162 |
| Columbia, S.C. | 13,629 | 163 |
| Knoxville, Tenn. | 13,625 | 164 |
| Evansville, Ind. | 13,606 | 165 |
| Memphis, Tenn. | 13,590 | 166 |
| Burlington, N.C. | 13,575 | 167 |
| New Orleans, La. | 13,559 | 168 |
| Richland - Kennewick - Pasco, Wash. | 13,556 | 169 |
| Decatur, Ala. | 13,507 | 170 |
| Vineland - Millville - Bridgeton, N.J. | 13,476 | 171 |
| Norfolk - Virginia Beach - Newport News, Va. | 13,439 | 172 |
| Spokane, Wash. | 13,436 | 173 |
| Tyler, Tex. | 13,416 | 174 |
| Wausau, Wisc. | 13,376 | 175 |
| Lafayette - West Lafayette, Ind. | 13,374 | 176 |
| Charleston, W.Va. | 13,365 | 177 |
| Amarillo, Tex. | 13,361 | 178 |
| Asheville, N.C. | 13,357 | 179 |
| Sioux City, Iowa | 13,292 | 180 |
| Niagara Falls, N.Y. | 13,282 | 181 |
| Tulsa, Okla. | 13,258 | 182 |
| Canton, Ohio | 13,246 | 183 |
| Erie, Pa. | 13,240 | 184 |
| Greenville - Spartanburg, S.C. | 13,239 | 185 |
| Great Falls, Mont. | 13,220 | 186 |
| Benton Harbor, Mich. | 13,199 | 187 |
| Dubuque, Iowa | 13,198 | 188 |
| Scranton - Wilkes-Barre, Pa. | 13,160 | 189 |
| Battle Creek, Mich. | 13,153 | 190 |
| Miami - Hialeah, Fla. | 13,149 | 191 |
| Saginaw - Bay City - Midland, Mich. | 13,138 | 192 |
| Tallahassee, Fla. | 13,106 | 193 |
| Kankakee, Ill. | 13,096 | 194 |
| Daytona Beach, Fla. | 13,086 | 195 |
| Fort Walton Beach, Fla. | 13,077 | 196 |
| Waterloo - Cedar Falls, Iowa | 13,073 | 197 |
| Springfield, Mo. | 13,055 | 198 |
| Gary - Hammond, Ind. | 13,049 | 199 |
| Mansfield, Ohio | 13,049 | 199 |
| Jackson, Mich. | 13,047 | 201 |
| Lewiston - Auburn, Me. | 13,038 | 202 |
| Jackson, Miss. | 13,025 | 203 |
| Montgomery, Ala. | 13,024 | 204 |
| Oklahoma City, Okla. | 12,996 | 205 |
| Grand Forks, N.D. | 12,939 | 206 |
| Sherman - Denison, Tex. | 12,859 | 207 |
| Lawrence, Kans. | 12,858 | 208 |
| Eugene - Springfield, Ore. | 12,822 | 209 |
| Shreveport, La. | 12,814 | 210 |
| Chattanooga, Tenn. | 12,791 | 211 |
| Kenosha, Wisc. | 12,790 | 212 |
| La Crosse, Wisc. | 12,752 | 213 |
| Elmira, N.Y. | 12,749 | 214 |
| Victoria, Tex. | 12,739 | 215 |
| Hickory - Morganton, N.C. | 12,731 | 216 |
| Bangor, Me. | 12,720 | 217 |
| Muncie, Ind. | 12,699 | 218 |
| San Angelo, Tex. | 12,681 | 219 |
| Salem, Ore. | 12,675 | 220 |
| Abilene, Tex. | 12,673 | 221 |
| Owensboro, Ky. | 12,665 | 222 |
| Modesto, Cal. | 12,662 | 223 |
| Williamsport, Pa. | 12,629 | 224 |
| Beaumont - Port Arthur, Tex. | 12,622 | 225 |
| Lubbock, Tex. | 12,599 | 226 |
| State College, Pa. | 12,595 | 227 |
| Lake Charles, La. | 12,589 | 228 |
| Macon - Warner Robins, Ga. | 12,584 | 229 |
| Longview - Marshall, Tex. | 12,564 | 230 |
| Utica - Rome, N.Y. | 12,560 | 231 |
| Stockton, Cal. | 12,546 | 232 |
| Medford, Ore. | 12,522 | 233 |
| Jackson, Tenn. | 12,465 | 234 |
| Parkersburg - Marietta, W.Va.-Ohio | 12,455 | 235 |
| Beaver County, Pa. | 12,444 | 236 |
| Salt Lake City - Ogden, Utah | 12,423 | 237 |
| Pensacola, Fla. | 12,411 | 238 |
| Wichita Falls, Tex. | 12,397 | 239 |
| San Antonio, Tex. | 12,386 | 240 |
| Hagerstown, Md. | 12,378 | 241 |
| Eau Claire, Wisc. | 12,377 | 242 |
| Sharon, Pa. | 12,375 | 243 |
| Savannah, Ga. | 12,374 | 244 |
| Charleston, S.C. | 12,370 | 245 |
| Youngstown - Warren, Ohio | 12,346 | 246 |
| Anderson, Ind. | 12,341 | 247 |
| Waco, Tex. | 12,314 | 248 |
| Redding, Cal. | 12,302 | 249 |
| Fayetteville - Springdale, Ark. | 12,287 | 250 |
| Tucson, Ariz. | 12,286 | 251 |
| Panama City, Fla. | 12,259 | 252 |
| Dothan, Ala. | 12,257 | 253 |
| Terre Haute, Ind. | 12,247 | 254 |
| Lafayette, La. | 12,246 | 255 |
| Lorain - Elyria, Ohio | 12,218 | 256 |
| Lima, Ohio | 12,215 | 257 |
| Steubenville - Weirton, Ohio-W.Va. | 12,182 | 258 |
| Altoona, Pa. | 12,181 | 259 |
| Bakersfield, Cal. | 12,180 | 260 |
| Lakeland - Winter Haven, Fla. | 12,178 | 261 |
| Tuscaloosa, Ala. | 12,166 | 262 |
| St. Joseph, Mo. | 12,109 | 263 |
| Gainesville, Fla. | 12,107 | 264 |
| Duluth, Minn. | 12,101 | 265 |
| Augusta, Ga. | 12,091 | 266 |
| Chico, Cal. | 12,063 | 267 |
| Anderson, S.C. | 12,036 | 268 |
| Greeley, Colo. | 12,019 | 269 |
| Bloomington, Ind. | 12,015 | 270 |
| Texarkana, Tex.-Ark. | 11,972 | 271 |
| Corpus Christi, Tex. | 11,950 | 272 |
| Johnson City - Kingsport - Bristol, Tenn. | 11,934 | 273 |
| St. Cloud, Minn. | 11,917 | 274 |
| Mobile, Ala. | 11,892 | 275 |
| Florence, Ala. | 11,891 | 276 |
| Muskegon, Mich. | 11,881 | 277 |
| Lynchburg, Va. | 11,776 | 278 |
| Fresno, Cal. | 11,730 | 279 |
| Wheeling, W.Va. | 11,720 | 280 |
| Odessa, Tex. | 11,718 | 281 |
| Killeen - Temple, Tex. | 11,655 | 282 |
| Fort Smith, Ark. | 11,645 | 283 |
| Joplin, Mo. | 11,611 | 284 |
| Ocala, Fla. | 11,607 | 285 |
| Monroe, La. | 11,581 | 286 |
| Bryan - College Station, Tex. | 11,410 | 287 |
| Yuba City, Cal. | 11,404 | 288 |
| Athens, Ga. | 11,402 | 289 |
| Alexandria, La. | 11,374 | 290 |
| Enid, Okla. | 11,347 | 291 |
| Anniston, Ala. | 11,346 | 292 |
| Huntington - Ashland, W.Va.-Ky. | 11,334 | 293 |
| Danville, Va. | 11,305 | 294 |
| Florence, S.C. | 11,294 | 295 |
| Jacksonville, N.C. | 11,260 | 296 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 11,212 | 297 |
| Columbus, Ga. | 11,164 | 298 |
| Fayetteville, N.C. | 11,149 | 299 |
| Pascagoula, Miss. | 11,106 | 300 |
| Yakima, Wash. | 11,101 | 301 |
| Johnstown, Pa. | 11,059 | 302 |
| Biloxi - Gulfport, Miss. | 10,986 | 303 |
| Gadsden, Ala. | 10,928 | 304 |
| Lawton, Okla. | 10,911 | 305 |
| Houma - Thibodaux, La. | 10,841 | 306 |
| Pueblo, Colo. | 10,749 | 307 |
| Cumberland, Md. | 10,713 | 308 |
| Visalia - Tulare - Porterville, Cal. | 10,669 | 309 |
| Merced, Cal. | 10,605 | 310 |
| Pine Bluff, Ark. | 10,539 | 311 |
| Albany, Ga. | 10,389 | 312 |
| Yuma, Ariz. | 10,003 | 313 |
| Jamestown - Dunkirk, N.Y. | 9,952 | 314 |
| El Paso, Tex. | 9,701 | 315 |
| Provo - Orem, Utah | 9,618 | 316 |
| Las Cruces, N.M. | 9,539 | 317 |
| Brownsville - Harlingen, Tex. | 7,698 | 318 |
| McAllen - Edinburg - Mission, Tex. | 7,382 | 319 |
| Laredo, Tex. | 7,305 | 320 |
| **Average Above Areas** | **15,422** | |
| **U.S. Average** | **14,702** | |

1992 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# TOTAL RETAIL SALES

| Area | ($000) | Rank |
|---|---|---|
| Los Angeles - Long Beach, Cal. | 64,813,335 | 1 |
| New York, N.Y. | 48,759,376 | 2 |
| Chicago, Ill. | 47,660,788 | 3 |
| Philadelphia, Pa. | 35,120,446 | 4 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 33,301,185 | 5 |
| Detroit, Mich. | 33,063,279 | 6 |
| Washington, D.C. | 31,761,066 | 7 |
| Nassau - Suffolk, N.Y. | 25,171,481 | 8 |
| Houston, Tex. | 25,108,665 | 9 |
| Dallas, Tex. | 24,500,160 | 10 |
| Atlanta, Ga. | 24,124,929 | 11 |
| Minneapolis - St. Paul, Minn. | 21,358,004 | 12 |
| Anaheim - Santa Ana, Cal. | 20,628,144 | 13 |
| San Diego, Cal. | 18,711,578 | 14 |
| St. Louis, Mo. | 18,310,538 | 15 |
| Seattle, Wash. | 17,886,958 | 16 |
| Baltimore, Md. | 17,484,100 | 17 |
| Tampa - St. Petersburg - Clearwater, Fla. | 17,402,675 | 18 |
| Phoenix, Ariz. | 17,241,381 | 19 |
| Riverside - San Bernardino, Cal. | 16,875,541 | 20 |
| Oakland, Cal. | 16,032,480 | 21 |
| San Francisco, Cal. | 15,334,642 | 22 |
| Miami - Hialeah, Fla. | 15,235,148 | 23 |
| Pittsburgh, Pa. | 13,598,441 | 24 |
| Newark, N.J. | 13,548,005 | 25 |
| Denver, Colo. | 13,431,097 | 26 |
| Cleveland, Ohio | 13,429,474 | 27 |
| Kansas City, Mo.-Kans. | 12,625,622 | 28 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 12,489,948 | 29 |
| Bergen - Passaic, N.J. | 12,323,838 | 30 |
| San Jose, Cal. | 12,321,308 | 31 |
| Sacramento, Cal. | 11,512,164 | 32 |
| Fort Worth - Arlington, Tex. | 11,402,197 | 33 |
| Cincinnati, Ohio | 11,301,759 | 34 |
| Portland, Ore. | 11,286,876 | 35 |
| Indianapolis, Ind. | 11,064,113 | 36 |
| Columbus, Ohio | 11,017,287 | 37 |
| Milwaukee, Wisc. | 10,841,914 | 38 |
| Orlando, Fla. | 10,430,877 | 39 |
| Norfolk - Virginia Beach - Newport News, Va. | 10,037,389 | 40 |
| San Antonio, Tex. | 9,836,767 | 41 |
| New Orleans, La. | 9,816,017 | 42 |
| Hartford - New Britain - Middletown - Bristol, Conn. | 8,869,669 | 43 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | 8,749,247 | 44 |
| Middlesex - Somerset - Hunterdon, N.J. | 8,614,081 | 45 |
| Honolulu, Haw. | 8,557,887 | 46 |
| Monmouth - Ocean, N.J. | 8,542,256 | 47 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 8,509,363 | 48 |
| Nashville, Tenn. | 8,202,528 | 49 |
| Jacksonville, Fla. | 7,780,483 | 50 |
| **Total Top 50** | **896,026,506** | |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | 7,639,635 | 51 |
| Rochester, N.Y. | 7,440,110 | 52 |
| Salt Lake City - Ogden, Utah | 7,391,884 | 53 |
| Greensboro - Winston-Salem - High Point, N.C. | 7,348,775 | 54 |
| Louisville, Ky. | 7,310,164 | 55 |
| Oklahoma City, Okla. | 7,253,250 | 56 |
| Dayton - Springfield, Ohio | 7,075,679 | 57 |
| Memphis, Tenn. | 6,991,400 | 58 |
| Albany - Schenectady - Troy, N.Y. | 6,971,896 | 59 |
| Buffalo, N.Y. | 6,873,197 | 60 |
| Richmond - Petersburg, Va. | 6,782,404 | 61 |
| Birmingham, Ala. | 6,661,038 | 62 |
| Austin, Tex. | 6,523,400 | 63 |
| New Haven - Waterbury - Meriden, Conn. | 6,350,742 | 64 |
| Raleigh - Durham, N.C. | 6,216,681 | 65 |
| Providence - Pawtucket - Woonsocket, R.I. | 6,141,315 | 66 |
| Las Vegas, Nev. | 5,970,528 | 67 |
| Grand Rapids, Mich. | 5,603,170 | 68 |
| Worcester - Fitchburg - Leominster, Mass. | 5,518,201 | 69 |
| Oxnard - Ventura, Cal. | 5,313,922 | 70 |
| Scranton - Wilkes-Barre, Pa. | 5,268,973 | 71 |
| Tulsa, Okla. | 5,224,460 | 72 |
| Allentown - Bethlehem - Easton, Pa. | 5,067,637 | 73 |
| Greenville - Spartanburg, S.C. | 4,977,475 | 74 |
| Knoxville, Tenn. | 4,967,265 | 75 |
| Harrisburg - Lebanon - Carlisle, Pa. | 4,927,231 | 76 |
| Omaha, Neb. | 4,877,841 | 77 |
| Lake County, Ill. | 4,825,251 | 78 |
| Wilmington, Del. | 4,815,552 | 79 |
| Syracuse, N.Y. | 4,799,631 | 80 |
| Tucson, Ariz. | 4,707,436 | 81 |
| Toledo, Ohio | 4,676,569 | 82 |
| Akron, Ohio | 4,633,778 | 83 |
| Springfield, Mass. | 4,581,446 | 84 |
| Fresno, Cal. | 4,370,916 | 85 |
| New Bedford - Fall River - Attleboro, Mass. | 4,292,389 | 86 |
| Tacoma, Wash. | 4,197,023 | 87 |
| Little Rock - North Little Rock, Ark. | 4,171,475 | 88 |
| Baton Rouge, La. | 4,149,244 | 89 |
| Albuquerque, N.M. | 4,036,429 | 90 |
| Gary - Hammond, Ind. | 3,908,064 | 91 |
| El Paso, Tex. | 3,716,231 | 92 |
| Columbia, S.C. | 3,626,176 | 93 |
| Youngstown - Warren, Ohio | 3,620,789 | 94 |
| Des Moines, Iowa | 3,611,768 | 95 |
| Wichita, Kans. | 3,570,275 | 96 |
| Charleston, S.C. | 3,562,689 | 97 |
| Bakersfield, Cal. | 3,524,939 | 98 |
| Portsmouth - Dover - Rochester, N.H. | 3,517,328 | 99 |
| Flint, Mich. | 3,365,172 | 100 |
| **Total Top 100** | **1,158,995,349** | |
| Lansing - East Lansing, Mich. | 3,343,034 | 101 |
| Mobile, Ala. | 3,289,356 | 102 |
| Manchester - Nashua, N.H. | 3,278,802 | 103 |
| Jersey City, N.J. | 3,223,295 | 104 |
| Fort Myers - Cape Coral, Fla. | 3,205,434 | 105 |
| Lancaster, Pa. | 3,181,507 | 106 |
| Santa Rosa - Petaluma, Cal. | 3,181,423 | 107 |
| Madison, Wisc. | 3,168,517 | 108 |
| Spokane, Wash. | 3,118,833 | 109 |
| Chattanooga, Tenn. | 3,105,428 | 110 |
| Atlantic City, N.J. | 3,092,484 | 111 |
| York, Pa. | 3,063,336 | 112 |
| Portland, Me. | 3,058,969 | 113 |
| Lexington-Fayette, Ky. | 3,044,807 | 114 |
| Stockton, Cal. | 3,024,262 | 115 |
| Melbourne - Titusville - Palm Bay, Fla. | 3,010,726 | 116 |
| Daytona Beach, Fla. | 3,004,950 | 117 |
| Lakeland - Winter Haven, Fla. | 2,972,845 | 118 |
| Saginaw - Bay City - Midland, Mich. | 2,967,082 | 119 |
| Sarasota, Fla. | 2,952,140 | 120 |
| Fort Wayne, Ind. | 2,940,637 | 121 |
| Augusta, Ga. | 2,929,097 | 122 |
| Jackson, Miss. | 2,926,089 | 123 |
| Colorado Springs, Colo. | 2,900,348 | 124 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 2,847,563 | 125 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 2,812,347 | 126 |
| Canton, Ohio | 2,796,293 | 127 |
| Vallejo - Fairfield - Napa, Cal. | 2,785,340 | 128 |
| Beaumont - Port Arthur, Tex. | 2,719,519 | 129 |
| Trenton, N.J. | 2,708,053 | 130 |
| Aurora - Elgin, Ill. | 2,657,825 | 131 |
| Peoria, Ill. | 2,623,303 | 132 |
| Johnson City - Kingsport - Bristol, Tenn. | 2,621,185 | 133 |
| St. Cloud, Minn. | 2,613,718 | 134 |
| Reno, Nev. | 2,584,652 | 135 |
| Shreveport, La. | 2,560,574 | 136 |
| Reading, Pa. | 2,548,238 | 137 |
| Modesto, Cal. | 2,543,335 | 138 |
| Anchorage, Alas. | 2,518,807 | 139 |
| Pensacola, Fla. | 2,488,482 | 140 |
| Appleton - Oshkosh - Neenah, Wisc. | 2,456,787 | 141 |
| Corpus Christi, Tex. | 2,411,511 | 142 |
| Ann Arbor, Mich. | 2,404,889 | 143 |
| Salinas - Seaside - Monterey, Cal. | 2,334,631 | 144 |
| Joliet, Ill. | 2,314,614 | 145 |
| Orange County, N.Y. | 2,302,542 | 146 |
| Eugene - Springfield, Ore. | 2,267,764 | 147 |
| Poughkeepsie, N.Y. | 2,261,077 | 148 |
| Rockford, Ill. | 2,257,983 | 149 |
| Macon - Warner Robins, Ga. | 2,140,222 | 150 |
| **Total Top 150** | **1,298,560,004** | |
| Montgomery, Ala. | 2,137,117 | 151 |
| Springfield, Mo. | 2,111,044 | 152 |
| Evansville, Ind. | 2,110,287 | 153 |
| Roanoke, Va. | 2,090,618 | 154 |
| Fort Pierce, Fla. | 2,066,935 | 155 |
| Utica - Rome, N.Y. | 2,040,739 | 156 |
| McAllen - Edinburg - Mission, Tex. | 2,028,729 | 157 |
| Lubbock, Tex. | 2,023,939 | 158 |
| Boulder - Longmont, Colo. | 2,012,188 | 159 |
| South Bend - Mishawaka, Ind. | 1,988,189 | 160 |
| Huntsville, Ala. | 1,938,007 | 161 |
| Salem, Ore. | 1,928,316 | 162 |
| Amarillo, Tex. | 1,915,518 | 163 |
| Savannah, Ga. | 1,912,718 | 164 |
| Binghamton, N.Y. | 1,905,840 | 165 |
| Santa Cruz, Cal. | 1,899,989 | 166 |
| Huntington - Ashland, W.Va.-Ky. | 1,896,545 | 167 |
| Tallahassee, Fla. | 1,850,854 | 168 |
| New London - Norwich, Conn. | 1,839,535 | 169 |
| Charleston, W.Va. | 1,825,939 | 170 |
| Kalamazoo, Mich. | 1,799,240 | 171 |
| Erie, Pa. | 1,788,155 | 172 |
| Duluth, Minn. | 1,786,197 | 173 |
| Green Bay, Wisc. | 1,758,825 | 174 |
| Fayetteville, N.C. | 1,719,843 | 175 |
| Hamilton - Middletown, Ohio | 1,714,303 | 176 |
| Lorain - Elyria, Ohio | 1,712,808 | 177 |
| Columbus, Ga. | 1,686,624 | 178 |
| Bradenton, Fla. | 1,671,344 | 179 |
| Lafayette, La. | 1,667,771 | 180 |
| Visalia - Tulare - Porterville, Cal. | 1,658,574 | 181 |
| Gainesville, Fla. | 1,658,143 | 182 |
| Terre Haute, Ind. | 1,588,002 | 183 |
| Galveston - Texas City, Tex. | 1,587,897 | 184 |
| Lincoln, Neb. | 1,579,558 | 185 |
| Hickory - Morganton, N.C. | 1,563,932 | 186 |
| Boise, Ida. | 1,550,437 | 187 |
| Naples, Fla. | 1,523,374 | 188 |
| Springfield, Ill. | 1,513,666 | 189 |
| Cedar Rapids, Iowa | 1,497,443 | 190 |
| Medford, Ore. | 1,487,367 | 191 |
| Ocala, Fla. | 1,482,843 | 192 |
| Niagara Falls, N.Y. | 1,462,303 | 193 |
| Brownsville - Harlingen, Tex. | 1,442,992 | 194 |
| Fort Collins - Loveland, Colo. | 1,430,687 | 195 |
| Waco, Tex. | 1,430,358 | 196 |
| Longview - Marshall, Tex. | 1,400,761 | 197 |
| Killeen - Temple, Tex. | 1,398,926 | 198 |
| Vancouver, Wash. | 1,392,459 | 199 |
| Fargo - Moorhead, N.D.-Minn. | 1,387,563 | 200 |
| **Total Top 200** | **1,385,427,445** | |
| Champaign - Urbana - Rantoul, Ill. | 1,384,518 | 201 |
| Topeka, Kans. | 1,337,811 | 202 |
| Asheville, N.C. | 1,334,803 | 203 |
| Fort Smith, Ark. | 1,326,913 | 204 |
| Tyler, Tex. | 1,322,221 | 205 |
| Sioux Falls, S.D. | 1,316,538 | 206 |
| Johnstown, Pa. | 1,315,957 | 207 |
| Racine, Wisc. | 1,283,475 | 208 |
| Monroe, La. | 1,276,580 | 209 |
| Bangor, Me. | 1,271,553 | 210 |
| Pittsfield, Mass. | 1,262,477 | 211 |
| Lima, Ohio | 1,256,475 | 212 |
| Elkhart - Goshen, Ind. | 1,247,457 | 213 |
| Yakima, Wash. | 1,233,242 | 214 |
| Fort Walton Beach, Fla. | 1,217,739 | 215 |
| Olympia, Wash. | 1,203,358 | 216 |
| Houma - Thibodaux, La. | 1,191,935 | 217 |
| Lake Charles, La. | 1,189,504 | 218 |
| Burlington, Vt. | 1,189,146 | 219 |
| Biloxi - Gulfport, Miss. | 1,180,632 | 220 |
| Bremerton, Wash. | 1,178,139 | 221 |
| Provo - Orem, Utah | 1,173,520 | 222 |
| Wilmington, N.C. | 1,163,612 | 223 |
| Panama City, Fla. | 1,162,526 | 224 |
| Benton Harbor, Mich. | 1,148,486 | 225 |
| Chico, Cal. | 1,139,717 | 226 |
| Brazoria, Tex. | 1,135,072 | 227 |
| Redding, Cal. | 1,125,579 | 228 |
| Richland - Kennewick - Pasco, Wash. | 1,109,990 | 229 |
| Waterloo - Cedar Falls, Iowa | 1,094,120 | 230 |
| Billings, Mont. | 1,093,984 | 231 |
| Bellingham, Wash. | 1,090,725 | 232 |
| Parkersburg - Marietta, W.Va.-Ohio | 1,085,469 | 233 |
| Battle Creek, Mich. | 1,082,182 | 234 |
| Eau Claire, Wisc. | 1,081,860 | 235 |
| Janesville - Beloit, Wisc. | 1,081,442 | 236 |
| Charlottesville, Va. | 1,076,098 | 237 |
| Bloomington - Normal, Ill. | 1,067,332 | 238 |
| Rochester, Minn. | 1,058,720 | 239 |
| Joplin, Mo. | 1,058,134 | 240 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 1,054,654 | 241 |
| Tuscaloosa, Ala. | 1,051,403 | 242 |
| Athens, Ga. | 1,049,549 | 243 |
| Anderson, S.C. | 1,042,563 | 244 |
| Vineland - Millville - Bridgeton, N.J. | 1,039,955 | 245 |
| Lafayette - West Lafayette, Ind. | 1,039,882 | 246 |
| Wheeling, W.Va. | 1,038,228 | 247 |
| Dothan, Ala. | 1,032,834 | 248 |
| Alexandria, La. | 1,029,500 | 249 |
| Lynchburg, Va. | 1,024,751 | 250 |
| **Total Top 250** | **1,443,379,885** | |
| Jackson, Mich. | 1,021,984 | 251 |
| Fayetteville - Springdale, Ark. | 1,021,558 | 252 |
| Mansfield, Ohio | 976,218 | 253 |
| Muskegon, Mich. | 974,238 | 254 |
| Wichita Falls, Tex. | 968,316 | 255 |
| Altoona, Pa. | 967,197 | 256 |
| Florence, S.C. | 965,081 | 257 |
| Glens Falls, N.Y. | 963,701 | 258 |
| Decatur, Ill. | 950,252 | 259 |
| Abilene, Tex. | 931,907 | 260 |
| Texarkana, Tex.-Ark. | 923,316 | 261 |
| Columbia, Mo. | 921,455 | 262 |
| Santa Fe, N.M. | 920,812 | 263 |
| Beaver County, Pa. | 916,288 | 264 |
| Florence, Ala. | 913,187 | 265 |
| Sioux City, Iowa | 910,208 | 266 |
| Burlington, N.C. | 900,048 | 267 |
| Laredo, Tex. | 899,643 | 268 |
| Anderson, Ind. | 879,403 | 269 |
| Rapid City, S.D. | 868,870 | 270 |
| Hagerstown, Md. | 868,139 | 271 |
| Williamsport, Pa. | 867,624 | 272 |
| Merced, Cal. | 864,597 | 273 |
| Midland, Tex. | 857,033 | 274 |
| Jamestown - Dunkirk, N.Y. | 856,749 | 275 |
| Odessa, Tex. | 852,792 | 276 |
| Bryan - College Station, Tex. | 842,911 | 277 |
| La Crosse, Wisc. | 841,620 | 278 |
| Kokomo, Ind. | 822,139 | 279 |
| Albany, Ga. | 820,125 | 280 |
| State College, Pa. | 813,758 | 281 |
| Pueblo, Colo. | 806,986 | 282 |
| Lewiston - Auburn, Me. | 802,205 | 283 |
| Wausau, Wisc. | 794,910 | 284 |
| Sherman - Denison, Tex. | 785,566 | 285 |
| Steubenville - Weirton, Ohio-W.Va. | 777,653 | 286 |
| Bloomington, Ind. | 759,803 | 287 |
| Jacksonville, N.C. | 759,280 | 288 |
| Kenosha, Wisc. | 758,934 | 289 |
| Muncie, Ind. | 753,148 | 290 |
| Decatur, Ala. | 740,077 | 291 |
| Bismarck, N.D. | 737,213 | 292 |
| Anniston, Ala. | 734,327 | 293 |
| Dubuque, Iowa | 725,848 | 294 |
| Iowa City, Iowa | 725,655 | 295 |
| San Angelo, Tex. | 715,038 | 296 |
| Yuma, Ariz. | 706,799 | 297 |
| Sharon, Pa. | 699,910 | 298 |
| Greeley, Colo. | 697,313 | 299 |
| Yuba City, Cal. | 685,556 | 300 |
| Kankakee, Ill. | 681,065 | 301 |
| Lawton, Okla. | 678,432 | 302 |
| Elmira, N.Y. | 676,981 | 303 |
| Owensboro, Ky. | 676,408 | 304 |
| Danville, Va. | 671,019 | 305 |
| Grand Forks, N.D. | 670,639 | 306 |
| Jackson, Tenn. | 665,758 | 307 |
| Sheboygan, Wisc. | 661,655 | 308 |
| Gadsden, Ala. | 647,003 | 309 |
| Cumberland, Md. | 643,437 | 310 |
| Las Cruces, N.M. | 642,154 | 311 |
| Great Falls, Mont. | 623,438 | 312 |
| St. Joseph, Mo. | 610,742 | 313 |
| Victoria, Tex. | 591,622 | 314 |
| Pascagoula, Miss. | 559,203 | 315 |
| Pine Bluff, Ark. | 559,190 | 316 |
| Cheyenne, Wyo. | 549,806 | 317 |
| Lawrence, Kans. | 521,329 | 318 |
| Casper, Wyo. | 460,991 | 319 |
| Enid, Okla. | 398,061 | 320 |
| **Total Above Areas** | **1,497,848,128** | |
| **Percent of U.S.** | **82.2367** | |
| **U.S. Total** | **1,821,385,936** | |

# PER HOUSEHOLD RETAIL SALES

| Area | ($) | Rank |
|---|---|---|
| St. Cloud, Minn. | 39,482 | 1 |
| Terre Haute, Ind. | 32,541 | 2 |
| Portland, Me. | 31,765 | 3 |
| Honolulu, Haw. | 31,556 | 4 |
| Anchorage, Alas. | 29,668 | 5 |
| Nassau - Suffolk, N.Y. | 29,013 | 6 |
| Rapid City, S.D. | 27,323 | 7 |
| Sioux Falls, S.D. | 26,923 | 8 |
| Portsmouth - Dover - Rochester, N.H. | 26,727 | 9 |
| Bergen - Passaic, N.J. | 26,681 | 10 |
| Lake County, Ill. | 26,659 | 11 |
| Amarillo, Tex. | 26,312 | 12 |
| Grand Forks, N.D. | 26,095 | 13 |
| Rochester, Minn. | 25,697 | 14 |
| Manchester - Nashua, N.H. | 25,378 | 15 |
| Monroe, La. | 25,329 | 16 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | 25,155 | 17 |
| Laredo, Tex. | 25,130 | 18 |
| Medford, Ore. | 25,082 | 19 |
| Poughkeepsie, N.Y. | 24,684 | 20 |
| Dallas, Tex. | 24,648 | 21 |
| Atlantic City, N.J. | 24,622 | 22 |
| Billings, Mont. | 24,584 | 23 |
| Orlando, Fla. | 24,463 | 24 |
| Lubbock, Tex. | 24,438 | 25 |
| Reno, Nev. | 24,224 | 26 |
| Anaheim - Santa Ana, Cal. | 24,209 | 27 |
| Oxnard - Ventura, Cal. | 23,958 | 28 |
| Green Bay, Wisc. | 23,930 | 29 |
| Florence, S.C. | 23,712 | 30 |
| Dubuque, Iowa | 23,643 | 31 |
| San Francisco, Cal. | 23,639 | 32 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 23,626 | 33 |
| Wilmington, N.C. | 23,603 | 34 |
| Fargo - Moorhead, N.D.-Minn. | 23,558 | 35 |
| Pittsfield, Mass. | 23,423 | 36 |
| Bismarck, N.D. | 23,404 | 37 |
| San Jose, Cal. | 23,362 | 38 |
| Roanoke, Va. | 23,229 | 39 |
| Bangor, Me. | 23,204 | 40 |
| Des Moines, Iowa | 23,093 | 41 |
| Middlesex - Somerset - Hunterdon, N.J. | 23,032 | 42 |
| Naples, Fla. | 22,977 | 43 |
| Burlington, Vt. | 22,956 | 44 |
| Longview - Marshall, Tex. | 22,888 | 45 |
| Panama City, Fla. | 22,884 | 46 |
| Fayetteville - Springdale, Ark. | 22,854 | 47 |
| Trenton, N.J. | 22,833 | 48 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 22,813 | 49 |
| Tyler, Tex. | 22,719 | 50 |
| Monmouth - Ocean, N.J. | 22,707 | 51 |
| Sarasota, Fla. | 22,674 | 52 |
| New Bedford - Fall River - Attleboro, Mass. | 22,663 | 53 |
| Indianapolis, Ind. | 22,640 | 54 |
| Cedar Rapids, Iowa | 22,620 | 55 |
| Ann Arbor, Mich. | 22,602 | 56 |
| Portland, Ore. | 22,551 | 57 |
| Lima, Ohio | 22,517 | 58 |
| La Crosse, Wisc. | 22,503 | 59 |
| Victoria, Tex. | 22,495 | 60 |
| Lafayette - West Lafayette, Ind. | 22,460 | 61 |
| Santa Cruz, Cal. | 22,458 | 62 |
| Alexandria, La. | 22,380 | 63 |
| Bloomington - Normal, Ill. | 22,376 | 64 |
| Grand Rapids, Mich. | 22,279 | 65 |
| Jackson, Tenn. | 22,266 | 66 |
| Lexington-Fayette, Ky. | 22,241 | 67 |
| Boulder - Longmont, Colo. | 22,234 | 68 |
| Wilmington, Del. | 22,100 | 69 |
| Minneapolis - St. Paul, Minn. | 22,080 | 70 |
| Vineland - Millville - Bridgeton, N.J. | 22,080 | 70 |
| Lafayette, La. | 22,060 | 72 |
| Springfield, Mo. | 22,059 | 73 |
| Seattle, Wash. | 22,050 | 74 |
| Kokomo, Ind. | 22,041 | 75 |
| Glens Falls, N.Y. | 22,002 | 76 |
| Fort Worth - Arlington, Tex. | 21,965 | 77 |
| Orange County, N.Y. | 21,950 | 78 |
| Fort Walton Beach, Fla. | 21,941 | 79 |
| Baton Rouge, La. | 21,804 | 80 |
| Columbia, S.C. | 21,766 | 81 |
| Madison, Wisc. | 21,762 | 82 |
| Jacksonville, Fla. | 21,758 | 83 |
| Spokane, Wash. | 21,749 | 84 |
| Midland, Tex. | 21,697 | 85 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 21,652 | 86 |
| Columbia, Mo. | 21,630 | 87 |
| Bellingham, Wash. | 21,599 | 88 |
| Elkhart - Goshen, Ind. | 21,582 | 89 |
| Charlottesville, Va. | 21,565 | 90 |
| Atlanta, Ga. | 21,557 | 91 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 21,524 | 92 |
| Champaign - Urbana - Rantoul, Ill. | 21,499 | 93 |
| Miami - Hialeah, Fla. | 21,476 | 94 |
| New Orleans, La. | 21,475 | 95 |
| Fort Myers - Cape Coral, Fla. | 21,455 | 96 |
| Harrisburg - Lebanon - Carlisle, Pa. | 21,423 | 97 |
| Wichita Falls, Tex. | 21,423 | 97 |
| Chicago, Ill. | 21,377 | 99 |
| Abilene, Tex. | 21,374 | 100 |
| South Bend - Mishawaka, Ind. | 21,310 | 101 |
| Kalamazoo, Mich. | 21,268 | 102 |
| Aurora - Elgin, Ill. | 21,263 | 103 |
| Los Angeles - Long Beach, Cal. | 21,257 | 104 |
| Fort Wayne, Ind. | 21,232 | 105 |
| Sherman - Denison, Tex. | 21,174 | 106 |
| Washington, D.C. | 21,146 | 107 |
| Eau Claire, Wisc. | 21,130 | 108 |
| Nashville, Tenn. | 21,108 | 109 |
| Sioux City, Iowa | 21,070 | 110 |
| Lansing - East Lansing, Mich. | 21,065 | 111 |
| Little Rock - North Little Rock, Ark. | 20,994 | 112 |
| Decatur, Ill. | 20,977 | 113 |
| Albany, Ga. | 20,975 | 114 |
| Dothan, Ala. | 20,950 | 115 |
| San Antonio, Tex. | 20,938 | 116 |
| Flint, Mich. | 20,928 | 117 |
| Savannah, Ga. | 20,904 | 118 |
| Newark, N.J. | 20,882 | 119 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 20,863 | 120 |
| Appleton - Oshkosh - Neenah, Wisc. | 20,820 | 121 |
| Rockford, Ill. | 20,811 | 122 |
| Worcester - Fitchburg - Leominster, Mass. | 20,808 | 123 |
| Houston, Tex. | 20,803 | 124 |
| Omaha, Neb. | 20,739 | 125 |
| Burlington, N.C. | 20,738 | 126 |
| Albuquerque, N.M. | 20,710 | 127 |
| Hartford - New britain - Middletown - Bristol, Conn. | 20,709 | 128 |
| Salt Lake City - Ogden, Utah | 20,682 | 129 |
| New Haven - Waterbury - Meriden, Conn. | 20,653 | 130 |
| Battle Creek, Mich. | 20,652 | 131 |
| Topeka, Kans. | 20,645 | 132 |
| Janesville - Beloit, Wisc. | 20,638 | 133 |
| Raleigh - Durham, N.C. | 20,626 | 134 |
| Springfield, Mass. | 20,619 | 135 |
| Columbus, Ohio | 20,612 | 136 |
| Great Falls, Mont. | 20,576 | 137 |
| Jackson, Miss. | 20,548 | 138 |
| Gainesville, Fla. | 20,547 | 139 |
| Shreveport, La. | 20,534 | 140 |
| Knoxville, Tenn. | 20,492 | 141 |
| Albany - Schenectady - Troy, N.Y. | 20,463 | 142 |
| Austin, Tex. | 20,462 | 143 |
| Odessa, Tex. | 20,451 | 144 |
| Beaumont - Port Arthur, Tex. | 20,432 | 145 |
| Texarkana, Tex.-Ark. | 20,427 | 146 |
| Kansas City, Mo.-Kans. | 20,413 | 147 |
| Santa Rosa - Petaluma, Cal. | 20,394 | 148 |
| Cincinnati, Ohio | 20,393 | 149 |
| Huntsville, Ala. | 20,379 | 150 |
| Owensboro, Ky. | 20,374 | 151 |
| Lancaster, Pa. | 20,342 | 152 |
| Macon - Warner Robins, Ga. | 20,325 | 153 |
| San Diego, Cal. | 20,325 | 153 |
| Phoenix, Ariz. | 20,322 | 155 |
| Detroit, Mich. | 20,320 | 156 |
| Peoria, Ill. | 20,304 | 157 |
| Mansfield, Ohio | 20,296 | 158 |
| Tallahassee, Fla. | 20,294 | 159 |
| Denver, Colo. | 20,286 | 160 |
| Corpus Christi, Tex. | 20,180 | 161 |
| Greenville - Spartanburg, S.C. | 20,160 | 162 |
| Waco, Tex. | 20,146 | 163 |
| Augusta, Ga. | 20,145 | 164 |
| Salinas - Seaside - Monterey, Cal. | 20,143 | 165 |
| Eugene - Springfield, Ore. | 20,140 | 166 |
| Richland - Kennewick - Pasco, Wash. | 20,109 | 167 |
| Toledo, Ohio | 20,088 | 168 |
| Waterloo - Cedar Falls, Iowa | 20,039 | 169 |
| El Paso, Tex. | 20,034 | 170 |
| Oakland, Cal. | 20,031 | 171 |
| Racine, Wisc. | 19,992 | 172 |
| Saginaw - Bay City - Midland, Mich. | 19,980 | 173 |
| Milwaukee, Wisc. | 19,952 | 174 |
| Wichita, Kans. | 19,946 | 175 |
| Richmond - Petersburg, Va. | 19,937 | 176 |
| Montgomery, Ala. | 19,899 | 177 |
| Santa Fe, N.M. | 19,802 | 178 |
| Louisville, Ky. | 19,784 | 179 |
| San Angelo, Tex. | 19,752 | 180 |
| Rochester, N.Y. | 19,746 | 181 |
| Joplin, Mo. | 19,741 | 182 |
| Kankakee, Ill. | 19,741 | 182 |
| Iowa City, Iowa | 19,719 | 184 |
| Houma - Thibodaux, La. | 19,669 | 185 |
| Lewiston - Auburn, Me. | 19,662 | 186 |
| Casper, Wyo. | 19,617 | 187 |
| Norfolk - Virginia Beach - Newport News, Va. | 19,608 | 188 |
| Springfield, Ill. | 19,607 | 189 |
| Reading, Pa. | 19,602 | 190 |
| Syracuse, N.Y. | 19,590 | 191 |
| Lake Charles, La. | 19,564 | 192 |
| St. Louis, Mo. | 19,556 | 193 |
| Sacramento, Cal. | 19,555 | 194 |
| Oklahoma City, Okla. | 19,540 | 195 |
| New London - Norwich, Conn. | 19,528 | 196 |
| Boise, Ida. | 19,527 | 197 |
| Philadelphia, Pa. | 19,486 | 198 |
| Baltimore, Md. | 19,461 | 199 |
| Youngstown - Warren, Ohio | 19,414 | 200 |
| Charleston, S.C. | 19,384 | 201 |
| Fort Smith, Ark. | 19,371 | 202 |
| Lynchburg, Va. | 19,371 | 202 |
| Greensboro - Winston-Salem - High Point, N.C. | 19,339 | 204 |
| Evansville, Ind. | 19,307 | 205 |
| Tampa - St. Petersburg - Clearwater, Fla. | 19,302 | 206 |
| Cheyenne, Wyo. | 19,291 | 207 |
| Galveston - Texas City, Tex. | 19,271 | 208 |
| Brownsville - Harlingen, Tex. | 19,266 | 209 |
| Dayton - Springfield, Ohio | 19,243 | 210 |
| Columbus, Ga. | 19,232 | 211 |
| Altoona, Pa. | 19,229 | 212 |
| Hagerstown, Md. | 19,207 | 213 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | 19,204 | 214 |
| Fort Collins - Loveland, Colo. | 19,204 | 214 |
| Fort Pierce, Fla. | 19,192 | 216 |
| Yuma, Ariz. | 19,154 | 217 |
| Memphis, Tenn. | 19,149 | 218 |
| Modesto, Cal. | 19,137 | 219 |
| York, Pa. | 19,134 | 220 |
| Birmingham, Ala. | 19,081 | 221 |
| Allentown - Bethlehem - Easton, Pa. | 19,080 | 222 |
| Elmira, N.Y. | 19,070 | 223 |
| Williamsport, Pa. | 19,027 | 224 |
| Decatur, Ala. | 19,025 | 225 |
| Binghamton, N.Y. | 18,982 | 226 |
| St. Joseph, Mo. | 18,967 | 227 |
| Tacoma, Wash. | 18,957 | 228 |
| Bloomington, Ind. | 18,948 | 229 |
| Duluth, Minn. | 18,902 | 230 |
| Las Vegas, Nev. | 18,894 | 231 |
| Cleveland, Ohio | 18,891 | 232 |
| Redding, Cal. | 18,886 | 233 |
| Wausau, Wisc. | 18,881 | 234 |
| Bryan - College Station, Tex. | 18,857 | 235 |
| Pensacola, Fla. | 18,852 | 236 |
| Colorado Springs, Colo. | 18,821 | 237 |
| Parkersburg - Marietta, W.Va.-Ohio | 18,812 | 238 |
| State College, Pa. | 18,793 | 239 |
| Jackson, Mich. | 18,752 | 240 |
| Lincoln, Neb. | 18,737 | 241 |
| Benton Harbor, Mich. | 18,705 | 242 |
| Fresno, Cal. | 18,703 | 243 |
| Canton, Ohio | 18,667 | 244 |
| Daytona Beach, Fla. | 18,664 | 245 |
| Tulsa, Okla. | 18,659 | 246 |
| McAllen - Edinburg - Mission, Tex. | 18,646 | 247 |
| Tuscaloosa, Ala. | 18,642 | 248 |
| Mobile, Ala. | 18,615 | 249 |
| Scranton - Wilkes-Barre, Pa. | 18,612 | 250 |
| Pine Bluff, Ark. | 18,578 | 251 |
| Fayetteville, N.C. | 18,573 | 252 |
| Olympia, Wash. | 18,570 | 253 |
| Anderson, S.C. | 18,518 | 254 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 18,503 | 255 |
| Yakima, Wash. | 18,489 | 256 |
| Asheville, N.C. | 18,488 | 257 |
| Stockton, Cal. | 18,486 | 258 |
| Akron, Ohio | 18,469 | 259 |
| Lakeland - Winter Haven, Fla. | 18,442 | 260 |
| Chattanooga, Tenn. | 18,441 | 261 |
| Salem, Ore. | 18,435 | 262 |
| Enid, Okla. | 18,344 | 263 |
| Buffalo, N.Y. | 18,265 | 264 |
| Bakersfield, Cal. | 18,236 | 265 |
| Charleston, W.Va. | 18,187 | 266 |
| Gary - Hammond, Ind. | 18,126 | 267 |
| Hickory - Morganton, N.C. | 17,997 | 268 |
| Lawton, Okla. | 17,948 | 269 |
| Riverside - San Bernardino, Cal. | 17,924 | 270 |
| Jacksonville, N.C. | 17,908 | 271 |
| Lorain - Elyria, Ohio | 17,879 | 272 |
| Florence, Ala. | 17,871 | 273 |
| Ocala, Fla. | 17,823 | 274 |
| Athens, Ga. | 17,789 | 275 |
| Anderson, Ind. | 17,730 | 276 |
| Melbourne - Titusville - Palm Bay, Fla. | 17,669 | 277 |
| Providence - Pawtucket - Woonsocket, R.I. | 17,653 | 278 |
| Bradenton, Fla. | 17,612 | 279 |
| Joliet, Ill. | 17,602 | 280 |
| Erie, Pa. | 17,583 | 281 |
| Utica - Rome, N.Y. | 17,472 | 282 |
| Brazoria, Tex. | 17,463 | 283 |
| Tucson, Ariz. | 17,300 | 284 |
| Niagara Falls, N.Y. | 17,204 | 285 |
| Anniston, Ala. | 17,038 | 286 |
| Vallejo - Fairfield - Napa, Cal. | 17,036 | 287 |
| Pueblo, Colo. | 16,953 | 288 |
| Sheboygan, Wisc. | 16,922 | 289 |
| Lawrence, Kans. | 16,763 | 290 |
| Gadsden, Ala. | 16,718 | 291 |
| Muncie, Ind. | 16,700 | 292 |
| Wheeling, W.Va. | 16,692 | 293 |
| Pittsburgh, Pa. | 16,683 | 294 |
| Muskegon, Mich. | 16,625 | 295 |
| Biloxi - Gulfport, Miss. | 16,420 | 296 |
| Cumberland, Md. | 16,248 | 297 |
| Provo - Orem, Utah | 16,231 | 298 |
| Visalia - Tulare - Porterville, Cal. | 16,213 | 299 |
| Bremerton, Wash. | 16,161 | 300 |
| Killeen - Temple, Tex. | 16,135 | 301 |
| Jamestown - Dunkirk, N.Y. | 16,074 | 302 |
| Hamilton - Middletown, Ohio | 16,037 | 303 |
| Danville, Va. | 15,977 | 304 |
| Huntington - Ashland, W.Va.-Ky. | 15,897 | 305 |
| Kenosha, Wisc. | 15,877 | 306 |
| Jersey City, N.J. | 15,678 | 307 |
| Sharon, Pa. | 15,451 | 308 |
| Johnson City - Kingsport - Bristol, Tenn. | 15,275 | 309 |
| Chico, Cal. | 15,237 | 310 |
| Yuba City, Cal. | 15,167 | 311 |
| Merced, Cal. | 15,036 | 312 |
| Vancouver, Wash. | 15,005 | 313 |
| New York, N.Y. | 14,956 | 314 |
| Greeley, Colo. | 14,497 | 315 |
| Johnstown, Pa. | 14,493 | 316 |
| Steubenville - Weirton, Ohio-W.Va. | 14,217 | 317 |
| Pascagoula, Miss. | 14,054 | 318 |
| Las Cruces, N.M. | 13,548 | 319 |
| Beaver County, Pa. | 12,843 | 320 |
| **Average Above Areas** | **20,553** | |
| **U.S. Average** | **19,443** | |

1992 SURVEY OF BUYING POWER DEMOGRAPHICS USA

S&MM METRO MARKET RANKING

# BUYING POWER INDEX (BPI)

| Area | BPI | Rank |
|---|---|---|
| Los Angeles - Long Beach, Cal. | 3.6730 | 1 |
| New York, N.Y. | 3.4832 | 2 |
| Chicago, Ill. | 2.6976 | 3 |
| Philadelphia, Pa. | 2.1056 | 4 |
| Washington, D.C. | 1.9533 | 5 |
| Detroit, Mich. | 1.8182 | 6 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 1.7893 | 7 |
| Houston, Tex. | 1.4115 | 8 |
| Nassau - Suffolk, N.Y. | 1.3430 | 9 |
| Atlanta, Ga. | 1.2851 | 10 |
| Dallas, Tex. | 1.2299 | 11 |
| Anaheim - Santa Ana, Cal. | 1.1711 | 12 |
| Minneapolis - St. Paul, Minn. | 1.1138 | 13 |
| San Diego, Cal. | 1.0612 | 14 |
| St. Louis, Mo. | 1.0179 | 15 |
| Riverside - San Bernardino, Cal. | 1.0172 | 16 |
| Baltimore, Md. | .9941 | 17 |
| Oakland, Cal. | .9611 | 18 |
| Seattle, Wash. | .9608 | 19 |
| Phoenix, Ariz. | .8787 | 20 |
| Newark, N.J. | .8755 | 21 |
| Tampa - St. Petersburg - Clearwater, Fla. | .8633 | 22 |
| San Francisco, Cal. | .8371 | 23 |
| Pittsburgh, Pa. | .7920 | 24 |
| Miami - Hialeah, Fla. | .7583 | 25 |
| Cleveland, Ohio | .7410 | 26 |
| Denver, Colo. | .7281 | 27 |
| San Jose, Cal. | .7236 | 28 |
| Bergen - Passaic, N.J. | .6834 | 29 |
| Kansas City, Mo.-Kans. | .6826 | 30 |
| Sacramento, Cal. | .6383 | 31 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | .6032 | 32 |
| Cincinnati, Ohio | .6024 | 33 |
| Fort Worth - Arlington, Tex. | .5995 | 34 |
| Milwaukee, Wisc. | .5924 | 35 |
| Columbus, Ohio | .5788 | 36 |
| Portland, Ore. | .5507 | 37 |
| Indianapolis, Ind. | .5497 | 38 |
| Middlesex - Somerset - Hunterdon, N.J. | .5405 | 39 |
| Norfolk - Virginia Beach - Newport News, Va. | .5401 | 40 |
| Hartford - New Britain - Middletown - Bristol, Conn. | .5256 | 41 |
| San Antonio, Tex. | .4942 | 42 |
| Orlando, Fla. | .4867 | 43 |
| New Orleans, La. | .4856 | 44 |
| Monmouth - Ocean, N.J. | .4850 | 45 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | .4727 | 46 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | .4699 | 47 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | .4496 | 48 |
| Nashville, Tenn. | .4226 | 49 |
| Rochester, N.Y. | .4093 | 50 |
| **Total Top 50** | **50.1473** | |
| Honolulu, Haw. | .4043 | 51 |
| Salt Lake City - Ogden, Utah | .3927 | 52 |
| Greensboro - Winston-Salem - High Point, N.C. | .3802 | 53 |
| Dayton - Springfield, Ohio | .3801 | 54 |
| Jacksonville, Fla. | .3794 | 55 |
| Louisville, Ky. | .3783 | 56 |
| Memphis, Tenn. | .3772 | 57 |
| Albany - Schenectady - Troy, N.Y. | .3697 | 58 |
| Buffalo, N.Y. | .3671 | 59 |
| Richmond - Petersburg, Va. | .3651 | 60 |
| Oklahoma City, Okla. | .3646 | 61 |
| New Haven - Waterbury - Meriden, Conn. | .3622 | 62 |
| Birmingham, Ala. | .3522 | 63 |
| Providence - Pawtucket - Woonsocket, R.I. | .3490 | 64 |
| Austin, Tex. | .3439 | 65 |
| Raleigh - Durham, N.C. | .3304 | 66 |
| Las Vegas, Nev. | .3238 | 67 |
| Worcester - Fitchburg - Leominster, Mass. | .3016 | 68 |
| Oxnard - Ventura, Cal. | .2998 | 69 |
| Lake County, Ill. | .2901 | 70 |
| Grand Rapids, Mich. | .2873 | 71 |
| Allentown - Bethlehem - Easton, Pa. | .2847 | 72 |
| Scranton - Wilkes-Barre, Pa. | .2754 | 73 |
| Tulsa, Okla. | .2697 | 74 |
| Omaha, Neb. | .2600 | 75 |
| Syracuse, N.Y. | .2572 | 76 |
| Akron, Ohio | .2562 | 77 |
| Wilmington, Del. | .2555 | 78 |
| Harrisburg - Lebanon - Carlisle, Pa. | .2534 | 79 |
| Greenville - Spartanburg, S.C. | .2500 | 80 |
| Tucson, Ariz. | .2457 | 81 |
| Knoxville, Tenn. | .2423 | 82 |
| Springfield, Mass. | .2417 | 83 |
| Toledo, Ohio | .2399 | 84 |
| Fresno, Cal. | .2395 | 85 |
| Tacoma, Wash. | .2311 | 86 |
| Gary - Hammond, Ind. | .2174 | 87 |
| Jersey City, N.J. | .2136 | 88 |
| Baton Rouge, La. | .2099 | 89 |
| New Bedford - Fall River - Attleboro, Mass. | .2094 | 90 |
| Little Rock - North Little Rock, Ark. | .2064 | 91 |
| Albuquerque, N.M. | .1998 | 92 |
| Bakersfield, Cal. | .1988 | 93 |
| Wichita, Kans. | .1907 | 94 |
| El Paso, Tex. | .1900 | 95 |
| Charleston, S.C. | .1870 | 96 |
| Columbia, S.C. | .1807 | 97 |
| Vallejo - Fairfield - Napa, Cal. | .1796 | 98 |
| Youngstown - Warren, Ohio | .1792 | 99 |
| Des Moines, Iowa | .1778 | 100 |
| **Total Top 100** | **64.0889** | |
| Santa Rosa - Petaluma, Cal. | .1764 | 101 |
| Lancaster, Pa. | .1751 | 102 |
| Lansing - East Lansing, Mich. | .1743 | 103 |
| Stockton, Cal. | .1738 | 104 |
| York, Pa. | .1709 | 105 |
| Flint, Mich. | .1705 | 106 |
| Portsmouth - Dover - Rochester, N.H. | .1700 | 107 |
| Mobile, Ala. | .1696 | 108 |
| Melbourne - Titusville - Palm Bay, Fla. | .1677 | 109 |
| Manchester - Nashua, N.H. | .1666 | 110 |
| Madison, Wisc. | .1643 | 111 |
| Trenton, N.J. | .1615 | 112 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | .1609 | 113 |
| Chattanooga, Tenn. | .1606 | 114 |
| Aurora - Elgin, Ill. | .1583 | 115 |
| Colorado Springs, Colo. | .1574 | 116 |
| Joliet, Ill. | .1562 | 117 |
| Fort Myers - Cape Coral, Fla. | .1557 | 118 |
| Saginaw - Bay City - Midland, Mich. | .1507 | 119 |
| Lakeland - Winter Haven, Fla. | .1503 | 120 |
| Jackson, Miss. | .1499 | 121 |
| Lexington-Fayette, Ky. | .1497 | 122 |
| Fort Wayne, Ind. | .1492 | 123 |
| Atlantic City, N.J. | .1486 | 124 |
| Daytona Beach, Fla. | .1484 | 125 |
| Johnson City - Kingsport - Bristol, Tenn. | .1481 | 126 |
| Canton, Ohio | .1472 | 127 |
| Spokane, Wash. | .1460 | 128 |
| Augusta, Ga. | .1456 | 129 |
| Modesto, Cal. | .1400 | 130 |
| Sarasota, Fla. | .1391 | 131 |
| Davenport - Rock Island - Moline, Iowa-Ill. | .1389 | 132 |
| Reading, Pa. | .1387 | 133 |
| Salinas - Seaside - Monterey, Cal. | .1379 | 134 |
| Peoria, Ill. | .1368 | 135 |
| Beaumont - Port Arthur, Tex. | .1336 | 136 |
| Orange County, N.Y. | .1294 | 137 |
| Pensacola, Fla. | .1278 | 138 |
| Ann Arbor, Mich. | .1272 | 139 |
| Appleton - Oshkosh - Neenah, Wisc. | .1265 | 140 |
| Shreveport, La. | .1265 | 140 |
| Corpus Christi, Tex. | .1242 | 142 |
| Portland, Me. | .1233 | 143 |
| Anchorage, Alas. | .1217 | 144 |
| Reno, Nev. | .1206 | 145 |
| Poughkeepsie, N.Y. | .1195 | 146 |
| Rockford, Ill. | .1194 | 147 |
| Fort Pierce, Fla. | .1120 | 148 |
| Utica - Rome, N.Y. | .1117 | 149 |
| Montgomery, Ala. | .1109 | 150 |
| **Total Top 150** | **71.3781** | |
| Eugene - Springfield, Ore. | .1093 | 151 |
| New London - Norwich, Conn. | .1087 | 152 |
| Hamilton - Middletown, Ohio | .1081 | 153 |
| Evansville, Ind. | .1080 | 154 |
| Macon - Warner Robins, Ga. | .1062 | 155 |
| Boulder - Longmont, Colo. | .1058 | 156 |
| McAllen - Edinburg - Mission, Tex. | .1056 | 157 |
| Huntsville, Ala. | .1051 | 158 |
| Salem, Ore. | .1030 | 159 |
| Santa Cruz, Cal. | .1030 | 159 |
| Huntington - Ashland, W.Va.-Ky. | .1027 | 161 |
| Binghamton, N.Y. | .1013 | 162 |
| Erie, Pa. | .1001 | 163 |
| Visalia - Tulare - Porterville, Cal. | .1001 | 163 |
| South Bend - Mishawaka, Ind. | .0982 | 165 |
| Springfield, Mo. | .0978 | 166 |
| Charleston, W.Va. | .0947 | 167 |
| Roanoke, Va. | .0947 | 167 |
| Lorain - Elyria, Ohio | .0944 | 169 |
| Kalamazoo, Mich. | .0923 | 170 |
| Savannah, Ga. | .0920 | 171 |
| Tallahassee, Fla. | .0920 | 171 |
| Fayetteville, N.C. | .0919 | 173 |
| Vancouver, Wash. | .0913 | 174 |
| St. Cloud, Minn. | .0898 | 175 |
| Lubbock, Tex. | .0893 | 176 |
| Lincoln, Neb. | .0885 | 177 |
| Bradenton, Fla. | .0870 | 178 |
| Duluth, Minn. | .0866 | 179 |
| Boise, Ida. | .0850 | 180 |
| Galveston - Texas City, Tex. | .0850 | 180 |
| Killeen - Temple, Tex. | .0845 | 182 |
| Columbus, Ga. | .0841 | 183 |
| Naples, Fla. | .0835 | 184 |
| Green Bay, Wisc. | .0833 | 185 |
| Hickory - Morganton, N.C. | .0821 | 186 |
| Springfield, Ill. | .0819 | 187 |
| Niagara Falls, N.Y. | .0808 | 188 |
| Amarillo, Tex. | .0805 | 189 |
| Lafayette, La. | .0785 | 190 |
| Gainesville, Fla. | .0775 | 191 |
| Fort Collins - Loveland, Colo. | .0759 | 192 |
| Johnstown, Pa. | .0759 | 192 |
| Provo - Orem, Utah | .0758 | 194 |
| Bremerton, Wash. | .0748 | 195 |
| Cedar Rapids, Iowa | .0745 | 196 |
| Ocala, Fla. | .0727 | 197 |
| Brownsville - Harlingen, Tex. | .0725 | 198 |
| Waco, Tex. | .0702 | 199 |
| Brazoria, Tex. | .0701 | 200 |
| **Total Top 200** | **75.8747** | |
| Racine, Wisc. | .0699 | 201 |
| Champaign - Urbana - Rantoul, Ill. | .0698 | 202 |
| Topeka, Kans. | .0685 | 203 |
| Asheville, N.C. | .0679 | 204 |
| Olympia, Wash. | .0662 | 205 |
| Biloxi - Gulfport, Miss. | .0644 | 206 |
| Chico, Cal. | .0644 | 206 |
| Fort Smith, Ark. | .0642 | 208 |
| Fargo - Moorhead, N.D.-Minn. | .0641 | 209 |
| Yakima, Wash. | .0639 | 210 |
| Longview - Marshall, Tex. | .0636 | 211 |
| Elkhart - Goshen, Ind. | .0630 | 212 |
| Medford, Ore. | .0619 | 213 |
| Lake Charles, La. | .0618 | 214 |
| Tyler, Tex. | .0618 | 214 |
| Burlington, Vt. | .0609 | 216 |
| Houma - Thibodaux, La. | .0606 | 217 |
| Benton Harbor, Mich. | .0605 | 218 |
| Beaver County, Pa. | .0604 | 219 |
| Pittsfield, Mass. | .0599 | 220 |
| Sioux Falls, S.D. | .0596 | 221 |
| Lima, Ohio | .0584 | 222 |
| Fort Walton Beach, Fla. | .0583 | 223 |
| Bangor, Me. | .0580 | 224 |
| Richland - Kennewick - Pasco, Wash. | .0579 | 225 |
| Terre Haute, Ind. | .0579 | 225 |
| Clarksville - Hopkinsville, Tenn.-Ky. | .0570 | 227 |
| Redding, Cal. | .0567 | 228 |
| Bloomington - Normal, Ill. | .0561 | 229 |
| Merced, Cal. | .0555 | 230 |
| Jackson, Mich. | .0554 | 231 |
| Charlottesville, Va. | .0551 | 232 |
| Waterloo - Cedar Falls, Iowa | .0550 | 233 |
| Tuscaloosa, Ala. | .0545 | 234 |
| Athens, Ga. | .0544 | 235 |
| Janesville - Beloit, Wisc. | .0544 | 235 |
| Monroe, La. | .0544 | 235 |
| Muskegon, Mich. | .0544 | 235 |
| Parkersburg - Marietta, W.Va.-Ohio | .0543 | 239 |
| Wheeling, W.Va. | .0541 | 240 |
| Bellingham, Wash. | .0540 | 241 |
| Vineland - Millville - Bridgeton, N.J. | .0533 | 242 |
| Anderson, S.C. | .0527 | 243 |
| Battle Creek, Mich. | .0527 | 243 |
| Eau Claire, Wisc. | .0521 | 245 |
| Santa Fe, N.M. | .0520 | 246 |
| Wilmington, N.C. | .0520 | 246 |
| Lafayette - West Lafayette, Ind. | .0513 | 248 |
| Panama City, Fla. | .0512 | 249 |
| Lynchburg, Va. | .0506 | 250 |
| **Total Top 250** | **78.7957** | |
| Dothan, Ala. | .0494 | 251 |
| Joplin, Mo. | .0493 | 252 |
| Rochester, Minn. | .0492 | 253 |
| Billings, Mont. | .0481 | 254 |
| Mansfield, Ohio | .0481 | 254 |
| Jacksonville, N.C. | .0478 | 256 |
| Alexandria, La. | .0475 | 257 |
| Altoona, Pa. | .0475 | 257 |
| Glens Falls, N.Y. | .0474 | 259 |
| Decatur, Ill. | .0472 | 260 |
| Steubenville - Weirton, Ohio-W.Va. | .0469 | 261 |
| Anderson, Ind. | .0464 | 262 |
| Florence, Ala. | .0463 | 263 |
| Wichita Falls, Tex. | .0460 | 264 |
| Midland, Tex. | .0454 | 265 |
| Abilene, Tex. | .0453 | 266 |
| Fayetteville - Springdale, Ark. | .0453 | 266 |
| Columbia, Mo. | .0452 | 268 |
| Kenosha, Wisc. | .0452 | 268 |
| State College, Pa. | .0447 | 270 |
| Sioux City, Iowa | .0446 | 271 |
| Hagerstown, Md. | .0444 | 272 |
| Texarkana, Tex.-Ark. | .0442 | 273 |
| Williamsport, Pa. | .0441 | 274 |
| Jamestown - Dunkirk, N.Y. | .0440 | 275 |
| Greeley, Colo. | .0437 | 276 |
| Burlington, N.C. | .0435 | 277 |
| Wausau, Wisc. | .0433 | 278 |
| Bryan - College Station, Tex. | .0428 | 279 |
| Florence, S.C. | .0425 | 280 |
| Muncie, Ind. | .0421 | 281 |
| Odessa, Tex. | .0418 | 282 |
| Yuba City, Cal. | .0412 | 283 |
| Pueblo, Colo. | .0409 | 284 |
| Sharon, Pa. | .0409 | 284 |
| Lewiston - Auburn, Me. | .0404 | 286 |
| Iowa City, Iowa | .0401 | 287 |
| Las Cruces, N.M. | .0400 | 288 |
| Laredo, Tex. | .0394 | 289 |
| Kokomo, Ind. | .0391 | 290 |
| Anniston, Ala. | .0390 | 291 |
| Bloomington, Ind. | .0390 | 291 |
| Decatur, Ala. | .0389 | 293 |
| La Crosse, Wisc. | .0386 | 294 |
| Sheboygan, Wisc. | .0385 | 295 |
| Rapid City, S.D. | .0380 | 296 |
| Albany, Ga. | .0379 | 297 |
| Sherman - Denison, Tex. | .0371 | 298 |
| San Angelo, Tex. | .0368 | 299 |
| Lawton, Okla. | .0364 | 300 |
| Danville, Va. | .0359 | 301 |
| Kankakee, Ill. | .0357 | 302 |
| Pascagoula, Miss. | .0356 | 303 |
| Yuma, Ariz. | .0355 | 304 |
| Elmira, N.Y. | .0350 | 305 |
| Bismarck, N.D. | .0344 | 306 |
| Dubuque, Iowa | .0339 | 307 |
| Cumberland, Md. | .0331 | 308 |
| Gadsden, Ala. | .0331 | 308 |
| Owensboro, Ky. | .0329 | 310 |
| Jackson, Tenn. | .0303 | 311 |
| Great Falls, Mont. | .0301 | 312 |
| St. Joseph, Mo. | .0300 | 313 |
| Lawrence, Kans. | .0298 | 314 |
| Cheyenne, Wyo. | .0291 | 315 |
| Grand Forks, N.D. | .0290 | 316 |
| Victoria, Tex. | .0284 | 317 |
| Pine Bluff, Ark. | .0281 | 318 |
| Casper, Wyo. | .0238 | 319 |
| Enid, Okla. | .0192 | 320 |
| **Total Above Areas** | **81.5000** | |
| **Percent of U.S.** | **81.5000** | |
| **U.S. Total** | **100.0000** | |

# ECONOMY-PRICED-PRODUCTS BPI

| Area | BPI | Rank |
|---|---|---|
| New York, N.Y. | 3.4255 | 1 |
| Los Angeles - Long Beach, Cal. | 3.0378 | 2 |
| Chicago, Ill. | 2.0027 | 3 |
| Philadelphia, Pa. | 1.7379 | 4 |
| Detroit, Mich. | 1.5782 | 5 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 1.3666 | 6 |
| Houston, Tex. | 1.2554 | 7 |
| Washington, D.C. | 1.0720 | 8 |
| Tampa - St. Petersburg - Clearwater, Fla. | 1.0330 | 9 |
| Atlanta, Ga. | .9849 | 10 |
| Dallas, Tex. | .9641 | 11 |
| Phoenix, Ariz. | .9425 | 12 |
| Pittsburgh, Pa. | .9182 | 13 |
| Riverside - San Bernardino, Cal. | .9146 | 14 |
| St. Louis, Mo. | .8974 | 15 |
| Miami - Hialeah, Fla. | .8854 | 16 |
| Baltimore, Md. | .8285 | 17 |
| San Diego, Cal. | .8284 | 18 |
| Minneapolis - St. Paul, Minn. | .8255 | 19 |
| Nassau - Suffolk, N.Y. | .7565 | 20 |
| Cleveland, Ohio | .7431 | 21 |
| Seattle, Wash. | .7236 | 22 |
| Oakland, Cal. | .6984 | 23 |
| Denver, Colo. | .6363 | 24 |
| Anaheim - Santa Ana, Cal. | .6323 | 25 |
| New Orleans, La. | .6073 | 26 |
| Newark, N.J. | .6026 | 27 |
| San Francisco, Cal. | .5884 | 28 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | .5777 | 29 |
| Cincinnati, Ohio | .5773 | 30 |
| Kansas City, Mo.-Kans. | .5732 | 31 |
| Sacramento, Cal. | .5651 | 32 |
| San Antonio, Tex. | .5644 | 33 |
| Milwaukee, Wisc. | .5032 | 34 |
| Fort Worth - Arlington, Tex. | .5009 | 35 |
| Columbus, Ohio | .4968 | 36 |
| Norfolk - Virginia Beach - Newport News, Va. | .4946 | 37 |
| Portland, Ore. | .4809 | 38 |
| Buffalo, N.Y. | .4539 | 39 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | .4428 | 40 |
| Indianapolis, Ind. | .4353 | 41 |
| Oklahoma City, Okla. | .4227 | 42 |
| Orlando, Fla. | .4204 | 43 |
| Bergen - Passaic, N.J. | .4066 | 44 |
| Memphis, Tenn. | .4063 | 45 |
| Louisville, Ky. | .3984 | 46 |
| Birmingham, Ala. | .3967 | 47 |
| Greensboro - Winston-Salem - High Point, N.C. | .3891 | 48 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | .3864 | 49 |
| Rochester, N.Y. | .3836 | 50 |
| **Total Top 50** | **41.7634** | |
| Jacksonville, Fla. | .3827 | 51 |
| Nashville, Tenn. | .3822 | 52 |
| San Jose, Cal. | .3809 | 53 |
| Providence - Pawtucket - Woonsocket, R.I. | .3715 | 54 |
| Austin, Tex. | .3678 | 55 |
| Dayton - Springfield, Ohio | .3660 | 56 |
| Salt Lake City - Ogden, Utah | .3527 | 57 |
| Monmouth - Ocean, N.J. | .3506 | 58 |
| Hartford - New Britain - Middletown - Bristol, Conn. | .3475 | 59 |
| Tucson, Ariz. | .3458 | 60 |
| Albany - Schenectady - Troy, N.Y. | .3453 | 61 |
| Scranton - Wilkes-Barre, Pa. | .3377 | 62 |
| Tulsa, Okla. | .3373 | 63 |
| Las Vegas, Nev. | .3265 | 64 |
| Richmond - Petersburg, Va. | .3257 | 65 |
| New Haven - Waterbury - Meriden, Conn. | .2902 | 66 |
| Knoxville, Tenn. | .2885 | 67 |
| Middlesex - Somerset - Hunterdon, N.J. | .2879 | 68 |
| Greenville - Spartanburg, S.C. | .2807 | 69 |
| Raleigh - Durham, N.C. | .2804 | 70 |
| Fresno, Cal. | .2683 | 71 |
| Akron, Ohio | .2678 | 72 |
| Syracuse, N.Y. | .2633 | 73 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | .2608 | 74 |
| Toledo, Ohio | .2604 | 75 |
| Allentown - Bethlehem - Easton, Pa. | .2553 | 76 |
| Worcester - Fitchburg - Leominster, Mass. | .2542 | 77 |
| Baton Rouge, La. | .2415 | 78 |
| Springfield, Mass. | .2402 | 79 |
| El Paso, Tex. | .2372 | 80 |
| Honolulu, Haw. | .2334 | 81 |
| Mobile, Ala. | .2226 | 82 |
| New Bedford - Fall River - Attleboro, Mass. | .2222 | 83 |
| Gary - Hammond, Ind. | .2220 | 84 |
| Omaha, Neb. | .2187 | 85 |
| Johnson City - Kingsport - Bristol, Tenn. | .2178 | 86 |
| Tacoma, Wash. | .2156 | 87 |
| Youngstown - Warren, Ohio | .2146 | 88 |
| Little Rock - North Little Rock, Ark. | .2126 | 89 |
| Jersey City, N.J. | .2112 | 90 |
| Albuquerque, N.M. | .2088 | 91 |
| Bakersfield, Cal. | .2080 | 92 |
| Grand Rapids, Mich. | .2062 | 93 |
| Harrisburg - Lebanon - Carlisle, Pa. | .2052 | 94 |
| Charleston, S.C. | .2038 | 95 |
| Chattanooga, Tenn. | .1998 | 96 |
| Daytona Beach, Fla. | .1983 | 97 |
| Lakeland - Winter Haven, Fla. | .1944 | 98 |
| Wilmington, Del. | .1899 | 99 |
| Spokane, Wash. | .1792 | 100 |
| **Total Top 100** | **55.2446** | |
| McAllen - Edinburg - Mission, Tex. | .1788 | 101 |
| Wichita, Kans. | .1765 | 102 |
| Flint, Mich. | .1746 | 103 |
| Stockton, Cal. | .1743 | 104 |
| Augusta, Ga. | .1734 | 105 |
| Oxnard - Ventura, Cal. | .1696 | 106 |
| Beaumont - Port Arthur, Tex. | .1685 | 107 |
| Columbia, S.C. | .1654 | 108 |
| Canton, Ohio | .1636 | 109 |
| Saginaw - Bay City - Midland, Mich. | .1632 | 110 |
| Huntington - Ashland, W.Va.-Ky. | .1630 | 111 |
| Melbourne - Titusville - Palm Bay, Fla. | .1629 | 112 |
| Jackson, Miss. | .1609 | 113 |
| Shreveport, La. | .1586 | 114 |
| Corpus Christi, Tex. | .1551 | 115 |
| Pensacola, Fla. | .1545 | 116 |
| Des Moines, Iowa | .1543 | 117 |
| Fort Myers - Cape Coral, Fla. | .1520 | 118 |
| Lexington-Fayette, Ky. | .1469 | 119 |
| Santa Rosa - Petaluma, Cal. | .1460 | 120 |
| Modesto, Cal. | .1455 | 121 |
| Davenport - Rock Island - Moline, Iowa-Ill. | .1443 | 122 |
| Colorado Springs, Colo. | .1424 | 123 |
| Lansing - East Lansing, Mich. | .1420 | 124 |
| Lancaster, Pa. | .1414 | 125 |
| York, Pa. | .1385 | 126 |
| Atlantic City, N.J. | .1356 | 127 |
| Vallejo - Fairfield - Napa, Cal. | .1347 | 128 |
| Eugene - Springfield, Ore. | .1344 | 129 |
| Utica - Rome, N.Y. | .1334 | 130 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | .1311 | 131 |
| Sarasota, Fla. | .1310 | 132 |
| Peoria, Ill. | .1304 | 133 |
| Visalia - Tulare - Porterville, Cal. | .1276 | 134 |
| Madison, Wisc. | .1237 | 135 |
| Brownsville - Harlingen, Tex. | .1235 | 136 |
| Reading, Pa. | .1233 | 137 |
| Macon - Warner Robins, Ga. | .1232 | 138 |
| Charleston, W.Va. | .1231 | 139 |
| Fort Wayne, Ind. | .1224 | 140 |
| Lake County, Ill. | .1223 | 141 |
| Portsmouth - Dover - Rochester, N.H. | .1211 | 142 |
| Duluth, Minn. | .1207 | 143 |
| Evansville, Ind. | .1205 | 144 |
| Johnstown, Pa. | .1182 | 145 |
| Montgomery, Ala. | .1175 | 146 |
| Gainesville, Fla. | .1173 | 147 |
| Tallahassee, Fla. | .1145 | 148 |
| Erie, Pa. | .1144 | 149 |
| Manchester - Nashua, N.H. | .1144 | 149 |
| **Total Top 150** | **62.3391** | |
| Columbus, Ga. | .1138 | 151 |
| Fort Pierce, Fla. | .1130 | 152 |
| Savannah, Ga. | .1126 | 153 |
| Salem, Ore. | .1111 | 154 |
| Lafayette, La. | .1103 | 155 |
| Reno, Nev. | .1083 | 156 |
| Ocala, Fla. | .1072 | 157 |
| Galveston - Texas City, Tex. | .1065 | 158 |
| Bradenton, Fla. | .1063 | 159 |
| Springfield, Mo. | .1057 | 160 |
| Lubbock, Tex. | .1055 | 161 |
| Binghamton, N.Y. | .1051 | 162 |
| Hamilton - Middletown, Ohio | .1029 | 163 |
| Orange County, N.Y. | .1027 | 164 |
| Trenton, N.J. | .1027 | 164 |
| Appleton - Oshkosh - Neenah, Wisc. | .1025 | 166 |
| Portland, Me. | .1021 | 167 |
| Rockford, Ill. | .1012 | 168 |
| Salinas - Seaside - Monterey, Cal. | .0980 | 169 |
| South Bend - Mishawaka, Ind. | .0977 | 170 |
| Waco, Tex. | .0973 | 171 |
| Roanoke, Va. | .0969 | 172 |
| Fayetteville, N.C. | .0968 | 173 |
| Lorain - Elyria, Ohio | .0964 | 174 |
| Ann Arbor, Mich. | .0950 | 175 |
| Niagara Falls, N.Y. | .0949 | 176 |
| Chico, Cal. | .0942 | 177 |
| Biloxi - Gulfport, Miss. | .0923 | 178 |
| Amarillo, Tex. | .0920 | 179 |
| Killeen - Temple, Tex. | .0912 | 180 |
| Fort Smith, Ark. | .0904 | 181 |
| Hickory - Morganton, N.C. | .0904 | 181 |
| Aurora - Elgin, Ill. | .0898 | 183 |
| Joliet, Ill. | .0895 | 184 |
| Boulder - Longmont, Colo. | .0893 | 185 |
| Huntsville, Ala. | .0879 | 186 |
| Yakima, Wash. | .0876 | 187 |
| Houma - Thibodaux, La. | .0868 | 188 |
| Poughkeepsie, N.Y. | .0868 | 188 |
| Asheville, N.C. | .0845 | 190 |
| Beaver County, Pa. | .0834 | 191 |
| Wheeling, W.Va. | .0833 | 192 |
| Vancouver, Wash. | .0828 | 193 |
| Lake Charles, La. | .0825 | 194 |
| Santa Cruz, Cal. | .0818 | 195 |
| Longview - Marshall, Tex. | .0808 | 196 |
| Fort Collins - Loveland, Colo. | .0797 | 197 |
| Lincoln, Neb. | .0795 | 198 |
| Kalamazoo, Mich. | .0785 | 199 |
| New London - Norwich, Conn. | .0784 | 200 |
| **Total Top 200** | **67.0950** | |
| Boise, Ida. | .0780 | 201 |
| Anchorage, Alas. | .0777 | 202 |
| Jamestown - Dunkirk, N.Y. | .0773 | 203 |
| Athens, Ga. | .0772 | 204 |
| Redding, Cal. | .0769 | 205 |
| Monroe, La. | .0764 | 206 |
| Provo - Orem, Utah | .0739 | 207 |
| Tuscaloosa, Ala. | .0726 | 208 |
| Tyler, Tex. | .0716 | 209 |
| Medford, Ore. | .0712 | 210 |
| Anderson, S.C. | .0700 | 211 |
| Springfield, Ill. | .0698 | 212 |
| Joplin, Mo. | .0692 | 213 |
| Bryan - College Station, Tex. | .0690 | 214 |
| Parkersburg - Marietta, W.Va.-Ohio | .0688 | 215 |
| Green Bay, Wisc. | .0685 | 216 |
| Panama City, Fla. | .0675 | 217 |
| Pueblo, Colo. | .0671 | 218 |
| Florence, Ala. | .0667 | 219 |
| Benton Harbor, Mich. | .0665 | 220 |
| Champaign - Urbana - Rantoul, Ill. | .0663 | 221 |
| Lynchburg, Va. | .0663 | 221 |
| Steubenville - Weirton, Ohio-W.Va. | .0663 | 221 |
| Altoona, Pa. | .0659 | 224 |
| Bremerton, Wash. | .0659 | 224 |
| Merced, Cal. | .0659 | 224 |
| Bangor, Me. | .0656 | 227 |
| St. Cloud, Minn. | .0652 | 228 |
| Fargo - Moorhead, N.D.-Minn. | .0648 | 229 |
| Brazoria, Tex. | .0639 | 230 |
| Naples, Fla. | .0639 | 230 |
| Olympia, Wash. | .0637 | 232 |
| Alexandria, La. | .0635 | 233 |
| Muskegon, Mich. | .0634 | 234 |
| Laredo, Tex. | .0628 | 235 |
| Las Cruces, N.M. | .0627 | 236 |
| Waterloo - Cedar Falls, Iowa | .0614 | 237 |
| Richland - Kennewick - Pasco, Wash. | .0613 | 238 |
| Cedar Rapids, Iowa | .0611 | 239 |
| Lima, Ohio | .0608 | 240 |
| Dothan, Ala. | .0603 | 241 |
| Pittsfield, Mass. | .0601 | 242 |
| Topeka, Kans. | .0599 | 243 |
| Clarksville - Hopkinsville, Tenn.-Ky. | .0595 | 244 |
| Bellingham, Wash. | .0582 | 245 |
| Wilmington, N.C. | .0582 | 245 |
| Terre Haute, Ind. | .0579 | 247 |
| Texarkana, Tex.-Ark. | .0579 | 247 |
| Eau Claire, Wisc. | .0572 | 249 |
| Battle Creek, Mich. | .0571 | 250 |
| **Total Top 250** | **70.2979** | |
| Danville, Va. | .0568 | 251 |
| Yuba City, Cal. | .0566 | 252 |
| Racine, Wisc. | .0564 | 253 |
| Anderson, Ind. | .0563 | 254 |
| Fayetteville - Springdale, Ark. | .0563 | 254 |
| Florence, S.C. | .0562 | 256 |
| Odessa, Tex. | .0562 | 256 |
| Vineland - Millville - Bridgeton, N.J. | .0555 | 258 |
| Albany, Ga. | .0552 | 259 |
| Charlottesville, Va. | .0550 | 260 |
| Billings, Mont. | .0549 | 261 |
| Cumberland, Md. | .0548 | 262 |
| Janesville - Beloit, Wisc. | .0548 | 262 |
| Fort Walton Beach, Fla. | .0545 | 264 |
| Greeley, Colo. | .0544 | 265 |
| Muncie, Ind. | .0532 | 266 |
| Jackson, Mich. | .0531 | 267 |
| Gadsden, Ala. | .0528 | 268 |
| Wichita Falls, Tex. | .0526 | 269 |
| Williamsport, Pa. | .0524 | 270 |
| Elkhart - Goshen, Ind. | .0513 | 271 |
| Sharon, Pa. | .0508 | 272 |
| Bloomington, Ind. | .0507 | 273 |
| Hagerstown, Md. | .0502 | 274 |
| Mansfield, Ohio | .0498 | 275 |
| Sioux City, Iowa | .0498 | 275 |
| Burlington, Vt. | .0496 | 277 |
| Lewiston - Auburn, Me. | .0490 | 278 |
| Glens Falls, N.Y. | .0489 | 279 |
| Lafayette - West Lafayette, Ind. | .0481 | 280 |
| Yuma, Ariz. | .0479 | 281 |
| Anniston, Ala. | .0478 | 282 |
| Abilene, Tex. | .0476 | 283 |
| Pascagoula, Miss. | .0476 | 283 |
| Burlington, N.C. | .0474 | 285 |
| Columbia, Mo. | .0474 | 285 |
| Decatur, Ill. | .0472 | 287 |
| Sherman - Denison, Tex. | .0471 | 288 |
| State College, Pa. | .0466 | 289 |
| Midland, Tex. | .0463 | 290 |
| Sioux Falls, S.D. | .0460 | 291 |
| Jacksonville, N.C. | .0444 | 292 |
| Kenosha, Wisc. | .0442 | 293 |
| Bloomington - Normal, Ill. | .0426 | 294 |
| Pine Bluff, Ark. | .0423 | 295 |
| Lawton, Okla. | .0422 | 296 |
| San Angelo, Tex. | .0421 | 297 |
| Santa Fe, N.M. | .0415 | 298 |
| Decatur, Ala. | .0411 | 299 |
| Iowa City, Iowa | .0411 | 299 |
| St. Joseph, Mo. | .0401 | 301 |
| La Crosse, Wisc. | .0400 | 302 |
| Owensboro, Ky. | .0398 | 303 |
| Elmira, N.Y. | .0394 | 304 |
| Lawrence, Kans. | .0389 | 305 |
| Kokomo, Ind. | .0386 | 306 |
| Rochester, Minn. | .0382 | 307 |
| Jackson, Tenn. | .0379 | 308 |
| Wausau, Wisc. | .0378 | 309 |
| Kankakee, Ill. | .0362 | 310 |
| Sheboygan, Wisc. | .0358 | 311 |
| Great Falls, Mont. | .0345 | 312 |
| Victoria, Tex. | .0345 | 312 |
| Dubuque, Iowa | .0325 | 314 |
| Rapid City, S.D. | .0322 | 315 |
| Bismarck, N.D. | .0319 | 316 |
| Grand Forks, N.D. | .0284 | 317 |
| Enid, Okla. | .0277 | 318 |
| Casper, Wyo. | .0272 | 319 |
| Cheyenne, Wyo. | .0267 | 320 |
| **Total Above Areas** | **73.5928** | |
| **Percent of U.S.** | **73.5928** | |
| **U.S. Total** | **100.0000** | |

# MODERATE-PRICED-PRODUCTS BPI

| Area | BPI | Rank |
|---|---|---|
| Los Angeles - Long Beach, Cal. | 3.1057 | 1 |
| New York, N.Y. | 2.7850 | 2 |
| Chicago, Ill. | 2.1107 | 3 |
| Philadelphia, Pa. | 1.6804 | 4 |
| Detroit, Mich. | 1.5791 | 5 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 1.3033 | 6 |
| Washington, D.C. | 1.2773 | 7 |
| Houston, Tex. | 1.2433 | 8 |
| Atlanta, Ga. | 1.1638 | 9 |
| Tampa - St. Petersburg - Clearwater, Fla. | 1.1085 | 10 |
| Dallas, Tex. | 1.0852 | 11 |
| Minneapolis - St. Paul, Minn. | .9951 | 12 |
| Phoenix, Ariz. | .9929 | 13 |
| San Diego, Cal. | .9670 | 14 |
| Riverside - San Bernardino, Cal. | .9564 | 15 |
| St. Louis, Mo. | .9519 | 16 |
| Baltimore, Md. | .8888 | 17 |
| Pittsburgh, Pa. | .8642 | 18 |
| Miami - Hialeah, Fla. | .8147 | 19 |
| Seattle, Wash. | .8079 | 20 |
| Nassau - Suffolk, N.Y. | .8069 | 21 |
| Anaheim - Santa Ana, Cal. | .7885 | 22 |
| Cleveland, Ohio | .7318 | 23 |
| Oakland, Cal. | .7262 | 24 |
| Denver, Colo. | .6876 | 25 |
| Kansas City, Mo.-Kans. | .6430 | 26 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | .6261 | 27 |
| San Francisco, Cal. | .6163 | 28 |
| Sacramento, Cal. | .6130 | 29 |
| Norfolk - Virginia Beach - Newport News, Va. | .5840 | 30 |
| Cincinnati, Ohio | .5821 | 31 |
| Columbus, Ohio | .5784 | 32 |
| Portland, Ore. | .5699 | 33 |
| San Antonio, Tex. | .5574 | 34 |
| Milwaukee, Wisc. | .5531 | 35 |
| Fort Worth - Arlington, Tex. | .5511 | 36 |
| Newark, N.J. | .5500 | 37 |
| Indianapolis, Ind. | .5462 | 38 |
| Orlando, Fla. | .5201 | 39 |
| New Orleans, La. | .5035 | 40 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | .5016 | 41 |
| San Jose, Cal. | .4558 | 42 |
| Oklahoma City, Okla. | .4437 | 43 |
| Greensboro - Winston-Salem - High Point, N.C. | .4395 | 44 |
| Bergen - Passaic, N.J. | .4305 | 45 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | .4295 | 46 |
| Nashville, Tenn. | .4269 | 47 |
| Jacksonville, Fla. | .4229 | 48 |
| Louisville, Ky. | .4128 | 49 |
| Buffalo, N.Y. | .4019 | 50 |
| **Total Top 50** | **43.3815** | |
| Salt Lake City - Ogden, Utah | .3959 | 51 |
| Memphis, Tenn. | .3955 | 52 |
| Dayton - Springfield, Ohio | .3911 | 53 |
| Birmingham, Ala. | .3853 | 54 |
| Hartford - New Britain - Middletown - Bristol, Conn. | .3824 | 55 |
| Rochester, N.Y. | .3820 | 56 |
| Monmouth - Ocean, N.J. | .3627 | 57 |
| Richmond - Petersburg, Va. | .3615 | 58 |
| Albany - Schenectady - Troy, N.Y. | .3586 | 59 |
| Las Vegas, Nev. | .3577 | 60 |
| Providence - Pawtucket - Woonsocket, R.I. | .3561 | 61 |
| Austin, Tex. | .3464 | 62 |
| Tulsa, Okla. | .3296 | 63 |
| Tucson, Ariz. | .3267 | 64 |
| Scranton - Wilkes-Barre, Pa. | .3218 | 65 |
| Raleigh - Durham, N.C. | .3165 | 66 |
| Honolulu, Haw. | .2989 | 67 |
| Middlesex - Somerset - Hunterdon, N.J. | .2977 | 68 |
| Greenville - Spartanburg, S.C. | .2839 | 69 |
| Knoxville, Tenn. | .2837 | 70 |
| New Haven - Waterbury - Meriden, Conn. | .2824 | 71 |
| Allentown - Bethlehem - Easton, Pa. | .2730 | 72 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | .2724 | 73 |
| Fresno, Cal. | .2711 | 74 |
| Grand Rapids, Mich. | .2690 | 75 |
| Akron, Ohio | .2671 | 76 |
| Syracuse, N.Y. | .2597 | 77 |
| Toledo, Ohio | .2533 | 78 |
| Worcester - Fitchburg - Leominster, Mass. | .2522 | 79 |
| Omaha, Neb. | .2515 | 80 |
| Harrisburg - Lebanon - Carlisle, Pa. | .2493 | 81 |
| Tacoma, Wash. | .2406 | 82 |
| El Paso, Tex. | .2326 | 83 |
| Little Rock - North Little Rock, Ark. | .2324 | 84 |
| Albuquerque, N.M. | .2303 | 85 |
| Gary - Hammond, Ind. | .2243 | 86 |
| Springfield, Mass. | .2236 | 87 |
| Youngstown - Warren, Ohio | .2193 | 88 |
| Wilmington, Del. | .2176 | 89 |
| Bakersfield, Cal. | .2149 | 90 |
| Charleston, S.C. | .2129 | 91 |
| Oxnard - Ventura, Cal. | .2078 | 92 |
| Baton Rouge, La. | .2053 | 93 |
| Mobile, Ala. | .2042 | 94 |
| Daytona Beach, Fla. | .2036 | 95 |
| Lakeland - Winter Haven, Fla. | .2027 | 96 |
| Johnson City - Kingsport - Bristol, Tenn. | .1962 | 97 |
| Chattanooga, Tenn. | .1960 | 98 |
| Columbia, S.C. | .1926 | 99 |
| New Bedford - Fall River - Attleboro, Mass. | .1922 | 100 |
| **Total Top 100** | **57.2656** | |
| Wichita, Kans. | .1919 | 101 |
| Melbourne - Titusville - Palm Bay, Fla. | .1879 | 102 |
| Fort Myers - Cape Coral, Fla. | .1851 | 103 |
| Colorado Springs, Colo. | .1823 | 104 |
| Jersey City, N.J. | .1802 | 105 |
| Stockton, Cal. | .1768 | 106 |
| Des Moines, Iowa | .1712 | 107 |
| Spokane, Wash. | .1712 | 107 |
| Lansing - East Lansing, Mich. | .1686 | 109 |
| Canton, Ohio | .1681 | 110 |
| Augusta, Ga. | .1677 | 111 |
| York, Pa. | .1677 | 111 |
| Flint, Mich. | .1662 | 113 |
| Lancaster, Pa. | .1623 | 114 |
| Saginaw - Bay City - Midland, Mich. | .1618 | 115 |
| Lake County, Ill. | .1615 | 116 |
| Sarasota, Fla. | .1599 | 117 |
| Jackson, Miss. | .1593 | 118 |
| Fort Wayne, Ind. | .1585 | 119 |
| Pensacola, Fla. | .1578 | 120 |
| Santa Rosa - Petaluma, Cal. | .1572 | 121 |
| Davenport - Rock Island - Moline, Iowa-Ill. | .1538 | 122 |
| Lexington-Fayette, Ky. | .1538 | 122 |
| Vallejo - Fairfield - Napa, Cal. | .1533 | 124 |
| Madison, Wisc. | .1524 | 125 |
| Beaumont - Port Arthur, Tex. | .1490 | 126 |
| Modesto, Cal. | .1485 | 127 |
| Shreveport, La. | .1387 | 128 |
| Peoria, Ill. | .1380 | 129 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | .1369 | 130 |
| Portsmouth - Dover - Rochester, N.H. | .1362 | 131 |
| Atlantic City, N.J. | .1359 | 132 |
| Eugene - Springfield, Ore. | .1359 | 132 |
| Reading, Pa. | .1356 | 134 |
| Corpus Christi, Tex. | .1354 | 135 |
| McAllen - Edinburg - Mission, Tex. | .1327 | 136 |
| Huntington - Ashland, W.Va.-Ky. | .1325 | 137 |
| Utica - Rome, N.Y. | .1321 | 138 |
| Appleton - Oshkosh - Neenah, Wisc. | .1294 | 139 |
| Reno, Nev. | .1266 | 140 |
| Salinas - Seaside - Monterey, Cal. | .1254 | 141 |
| Evansville, Ind. | .1250 | 142 |
| Manchester - Nashua, N.H. | .1238 | 143 |
| Salem, Ore. | .1234 | 144 |
| Fayetteville, N.C. | .1222 | 145 |
| Fort Pierce, Fla. | .1218 | 146 |
| Portland, Me. | .1197 | 147 |
| Montgomery, Ala. | .1195 | 148 |
| Visalia - Tulare - Porterville, Cal. | .1195 | 148 |
| Springfield, Mo. | .1183 | 150 |
| **Total Top 150** | **64.7041** | |
| Bradenton, Fla. | .1178 | 151 |
| Macon - Warner Robins, Ga. | .1175 | 152 |
| Charleston, W.Va. | .1173 | 153 |
| Rockford, Ill. | .1129 | 154 |
| Erie, Pa. | .1116 | 155 |
| Ocala, Fla. | .1112 | 156 |
| Johnstown, Pa. | .1111 | 157 |
| Aurora - Elgin, Ill. | .1107 | 158 |
| South Bend - Mishawaka, Ind. | .1104 | 159 |
| Binghamton, N.Y. | .1103 | 160 |
| Duluth, Minn. | .1102 | 161 |
| Ann Arbor, Mich. | .1099 | 162 |
| Joliet, Ill. | .1097 | 163 |
| Roanoke, Va. | .1094 | 164 |
| Columbus, Ga. | .1091 | 165 |
| Killeen - Temple, Tex. | .1091 | 165 |
| Trenton, N.J. | .1075 | 167 |
| Hamilton - Middletown, Ohio | .1068 | 168 |
| Savannah, Ga. | .1064 | 169 |
| Lorain - Elyria, Ohio | .1045 | 170 |
| Tallahassee, Fla. | .1035 | 171 |
| Hickory - Morganton, N.C. | .1029 | 172 |
| Lubbock, Tex. | .1022 | 173 |
| Orange County, N.Y. | .0999 | 174 |
| St. Cloud, Minn. | .0987 | 175 |
| Huntsville, Ala. | .0971 | 176 |
| Gainesville, Fla. | .0956 | 177 |
| Boulder - Longmont, Colo. | .0941 | 178 |
| Amarillo, Tex. | .0924 | 179 |
| Vancouver, Wash. | .0919 | 180 |
| Brownsville - Harlingen, Tex. | .0912 | 181 |
| Kalamazoo, Mich. | .0912 | 181 |
| Niagara Falls, N.Y. | .0904 | 183 |
| Anchorage, Alas. | .0895 | 184 |
| Lincoln, Neb. | .0895 | 184 |
| New London - Norwich, Conn. | .0894 | 186 |
| Chico, Cal. | .0890 | 187 |
| Poughkeepsie, N.Y. | .0887 | 188 |
| Boise, Ida. | .0882 | 189 |
| Lafayette, La. | .0878 | 190 |
| Galveston - Texas City, Tex. | .0871 | 191 |
| Fort Smith, Ark. | .0863 | 192 |
| Biloxi - Gulfport, Miss. | .0859 | 193 |
| Asheville, N.C. | .0852 | 194 |
| Santa Cruz, Cal. | .0851 | 195 |
| Fort Collins - Loveland, Colo. | .0840 | 196 |
| Green Bay, Wisc. | .0829 | 197 |
| Springfield, Ill. | .0809 | 198 |
| Provo - Orem, Utah | .0807 | 199 |
| Waco, Tex. | .0804 | 200 |
| **Total Top 200** | **69.6292** | |
| Yakima, Wash. | .0802 | 201 |
| Beaver County, Pa. | .0793 | 202 |
| Medford, Ore. | .0778 | 203 |
| Clarksville - Hopkinsville, Tenn.-Ky. | .0761 | 204 |
| Champaign - Urbana - Rantoul, Ill. | .0745 | 205 |
| Fort Walton Beach, Fla. | .0737 | 206 |
| Naples, Fla. | .0736 | 207 |
| Wheeling, W.Va. | .0731 | 208 |
| Bremerton, Wash. | .0729 | 209 |
| Longview - Marshall, Tex. | .0721 | 210 |
| Topeka, Kans. | .0719 | 211 |
| Redding, Cal. | .0709 | 212 |
| Houma - Thibodaux, La. | .0706 | 213 |
| Cedar Rapids, Iowa | .0704 | 214 |
| Olympia, Wash. | .0696 | 215 |
| Tyler, Tex. | .0695 | 216 |
| Fargo - Moorhead, N.D.-Minn. | .0693 | 217 |
| Joplin, Mo. | .0693 | 217 |
| Terre Haute, Ind. | .0693 | 217 |
| Bangor, Me. | .0690 | 220 |
| Merced, Cal. | .0690 | 220 |
| Athens, Ga. | .0686 | 222 |
| Elkhart - Goshen, Ind. | .0674 | 223 |
| Benton Harbor, Mich. | .0672 | 224 |
| Jamestown - Dunkirk, N.Y. | .0670 | 225 |
| Lima, Ohio | .0669 | 226 |
| Parkersburg - Marietta, W.Va.-Ohio | .0668 | 227 |
| Panama City, Fla. | .0667 | 228 |
| Racine, Wisc. | .0665 | 229 |
| Lake Charles, La. | .0656 | 230 |
| Anderson, S.C. | .0655 | 231 |
| Lynchburg, Va. | .0653 | 232 |
| Muskegon, Mich. | .0648 | 233 |
| Brazoria, Tex. | .0644 | 234 |
| Jacksonville, N.C. | .0637 | 235 |
| Monroe, La. | .0625 | 236 |
| Waterloo - Cedar Falls, Iowa | .0620 | 237 |
| Eau Claire, Wisc. | .0619 | 238 |
| Tuscaloosa, Ala. | .0614 | 239 |
| Altoona, Pa. | .0613 | 240 |
| Florence, Ala. | .0605 | 241 |
| Pittsfield, Mass. | .0605 | 241 |
| Battle Creek, Mich. | .0602 | 243 |
| Steubenville - Weirton, Ohio-W.Va. | .0595 | 244 |
| Dothan, Ala. | .0592 | 245 |
| Richland - Kennewick - Pasco, Wash. | .0592 | 245 |
| Janesville - Beloit, Wisc. | .0591 | 247 |
| Jackson, Mich. | .0590 | 248 |
| Bellingham, Wash. | .0587 | 249 |
| Wilmington, N.C. | .0587 | 249 |
| **Total Top 250** | **72.9814** | |
| Fayetteville - Springdale, Ark. | .0585 | 251 |
| Anderson, Ind. | .0576 | 252 |
| Pueblo, Colo. | .0576 | 252 |
| Mansfield, Ohio | .0572 | 254 |
| Alexandria, La. | .0570 | 255 |
| Sioux Falls, S.D. | .0563 | 256 |
| Wichita Falls, Tex. | .0553 | 257 |
| Charlottesville, Va. | .0551 | 258 |
| Lafayette - West Lafayette, Ind. | .0545 | 259 |
| Burlington, Vt. | .0544 | 260 |
| Yuba City, Cal. | .0544 | 260 |
| Williamsport, Pa. | .0543 | 262 |
| Billings, Mont. | .0541 | 263 |
| Las Cruces, N.M. | .0538 | 264 |
| Abilene, Tex. | .0537 | 265 |
| Greeley, Colo. | .0528 | 266 |
| Kenosha, Wisc. | .0528 | 266 |
| Texarkana, Tex.-Ark. | .0523 | 268 |
| Hagerstown, Md. | .0518 | 269 |
| Sharon, Pa. | .0518 | 269 |
| Burlington, N.C. | .0517 | 271 |
| Glens Falls, N.Y. | .0513 | 272 |
| Sioux City, Iowa | .0510 | 273 |
| Bloomington - Normal, Ill. | .0503 | 274 |
| Vineland - Millville - Bridgeton, N.J. | .0502 | 275 |
| Decatur, Ill. | .0501 | 276 |
| Santa Fe, N.M. | .0500 | 277 |
| Odessa, Tex. | .0496 | 278 |
| State College, Pa. | .0496 | 278 |
| Columbia, Mo. | .0495 | 280 |
| Anniston, Ala. | .0494 | 281 |
| Lawton, Okla. | .0494 | 281 |
| Muncie, Ind. | .0494 | 281 |
| Cumberland, Md. | .0493 | 284 |
| Florence, S.C. | .0493 | 284 |
| Bryan - College Station, Tex. | .0489 | 286 |
| Danville, Va. | .0489 | 286 |
| Yuma, Ariz. | .0486 | 288 |
| Albany, Ga. | .0475 | 289 |
| Laredo, Tex. | .0470 | 290 |
| Wausau, Wisc. | .0467 | 291 |
| Lewiston - Auburn, Me. | .0464 | 292 |
| Bloomington, Ind. | .0463 | 293 |
| La Crosse, Wisc. | .0457 | 294 |
| Rochester, Minn. | .0454 | 295 |
| Gadsden, Ala. | .0446 | 296 |
| Pascagoula, Miss. | .0437 | 297 |
| Midland, Tex. | .0436 | 298 |
| Sherman - Denison, Tex. | .0434 | 299 |
| San Angelo, Tex. | .0428 | 300 |
| Kokomo, Ind. | .0417 | 301 |
| Decatur, Ala. | .0415 | 302 |
| Sheboygan, Wisc. | .0415 | 302 |
| Elmira, N.Y. | .0411 | 304 |
| Rapid City, S.D. | .0402 | 305 |
| Iowa City, Iowa | .0388 | 306 |
| Owensboro, Ky. | .0383 | 307 |
| Great Falls, Mont. | .0377 | 308 |
| Kankakee, Ill. | .0375 | 309 |
| St. Joseph, Mo. | .0371 | 310 |
| Dubuque, Iowa | .0370 | 311 |
| Bismarck, N.D. | .0368 | 312 |
| Jackson, Tenn. | .0365 | 313 |
| Pine Bluff, Ark. | .0334 | 314 |
| Grand Forks, N.D. | .0331 | 315 |
| Cheyenne, Wyo. | .0321 | 316 |
| Lawrence, Kans. | .0315 | 317 |
| Victoria, Tex. | .0305 | 318 |
| Enid, Okla. | .0275 | 319 |
| Casper, Wyo. | .0257 | 320 |
| **Total Above Areas** | **76.2358** | |
| **Percent of U.S.** | **76.2358** | |
| **U.S. Total** | **100.0000** | |

# PREMIUM-PRICED-PRODUCTS BPI

| Area | BPI | Rank |
|---|---|---|
| New York, N.Y. | 3.8375 | 1 |
| Los Angeles - Long Beach, Cal. | 3.8246 | 2 |
| Chicago, Ill. | 2.9323 | 3 |
| Philadelphia, Pa. | 2.1175 | 4 |
| Washington, D.C. | 2.0667 | 5 |
| Detroit, Mich. | 1.9259 | 6 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 1.7710 | 7 |
| Houston, Tex. | 1.4099 | 8 |
| Nassau - Suffolk, N.Y. | 1.3556 | 9 |
| Atlanta, Ga. | 1.3429 | 10 |
| Dallas, Tex. | 1.2304 | 11 |
| Anaheim - Santa Ana, Cal. | 1.2238 | 12 |
| Minneapolis - St. Paul, Minn. | 1.1251 | 13 |
| San Diego, Cal. | 1.1191 | 14 |
| Seattle, Wash. | 1.0641 | 15 |
| Baltimore, Md. | 1.0437 | 16 |
| Oakland, Cal. | 1.0038 | 17 |
| St. Louis, Mo. | .9909 | 18 |
| Riverside - San Bernardino, Cal. | .9790 | 19 |
| San Francisco, Cal. | .9379 | 20 |
| Phoenix, Ariz. | .8899 | 21 |
| Newark, N.J. | .8600 | 22 |
| Tampa - St. Petersburg - Clearwater, Fla. | .8259 | 23 |
| San Jose, Cal. | .8022 | 24 |
| Pittsburgh, Pa. | .8016 | 25 |
| Miami - Hialeah, Fla. | .7996 | 26 |
| Denver, Colo. | .7704 | 27 |
| Cleveland, Ohio | .7614 | 28 |
| Bergen - Passaic, N.J. | .7366 | 29 |
| Kansas City, Mo.-Kans. | .6585 | 30 |
| Sacramento, Cal. | .6499 | 31 |
| Milwaukee, Wisc. | .6376 | 32 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | .6101 | 33 |
| Portland, Ore | .6025 | 34 |
| Cincinnati, Ohio | .5956 | 35 |
| Columbus, Ohio | .5891 | 36 |
| Fort Worth - Arlington, Tex. | .5807 | 37 |
| Norfolk - Virginia Beach - Newport News, Va. | .5604 | 38 |
| Middlesex - Somerset - Hunterdon, N.J. | .5558 | 39 |
| Indianapolis, Ind. | .5499 | 40 |
| Hartford - New Britain - Middletown - Bristol, Conn. | .5346 | 41 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | .4981 | 42 |
| San Antonio, Tex. | .4945 | 43 |
| Monmouth - Ocean, N.J. | .4822 | 44 |
| Orlando, Fla. | .4799 | 45 |
| New Orleans, La. | .4786 | 46 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | .4657 | 47 |
| Greensboro - Winston-Salem - High Point, N.C. | .4456 | 48 |
| Nashville, Tenn. | .4294 | 49 |
| Rochester, N.Y. | .4242 | 50 |
| **Total Top 50** | **51.8722** | |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | .4234 | 51 |
| Salt Lake City - Ogden, Utah | .4234 | 51 |
| Honolulu, Haw. | .4013 | 53 |
| Richmond - Petersburg, Va. | .3830 | 54 |
| Louisville, Ky. | .3793 | 55 |
| Memphis, Tenn. | .3793 | 55 |
| Albany - Schenectady - Troy, N.Y. | .3763 | 57 |
| Oklahoma City, Okla. | .3737 | 58 |
| Jacksonville, Fla. | .3716 | 59 |
| Buffalo, N.Y. | .3707 | 60 |
| Dayton - Springfield, Ohio | .3659 | 61 |
| New Haven - Waterbury - Meriden, Conn. | .3627 | 62 |
| Birmingham, Ala. | .3605 | 63 |
| Austin, Tex. | .3493 | 64 |
| Providence - Pawtucket - Woonsocket, R.I. | .3439 | 65 |
| Raleigh - Durham, N.C. | .3401 | 66 |
| Las Vegas, Nev. | .3366 | 67 |
| Grand Rapids, Mich. | .3092 | 68 |
| Worcester - Fitchburg - Leominster, Mass. | .2915 | 69 |
| Allentown - Bethlehem - Easton, Pa. | .2888 | 70 |
| Oxnard - Ventura, Cal. | .2876 | 71 |
| Tulsa, Okla. | .2760 | 72 |
| Syracuse, N.Y. | .2741 | 73 |
| Jersey City, N.J. | .2701 | 74 |
| Scranton - Wilkes-Barre, Pa. | .2680 | 75 |
| Greenville - Spartanburg, S.C. | .2641 | 76 |
| Lake County, Ill. | .2639 | 77 |
| Omaha, Neb. | .2627 | 78 |
| Akron, Ohio | .2572 | 79 |
| Wilmington, Del. | .2564 | 80 |
| Knoxville, Tenn. | .2542 | 81 |
| Harrisburg - Lebanon - Carlisle, Pa. | .2495 | 82 |
| Tucson, Ariz. | .2424 | 83 |
| Toledo, Ohio | .2388 | 84 |
| Tacoma, Wash. | .2371 | 85 |
| Springfield, Mass. | .2354 | 86 |
| Fresno, Cal. | .2327 | 87 |
| Gary - Hammond, Ind. | .2149 | 88 |
| New Bedford - Fall River - Attleboro, Mass. | .2127 | 89 |
| Little Rock - North Little Rock, Ark. | .2116 | 90 |
| Albuquerque, N.M. | .2079 | 91 |
| Baton Rouge, La. | .2049 | 92 |
| Charleston, S.C. | .1906 | 93 |
| Lancaster, Pa. | .1900 | 94 |
| Bakersfield, Cal. | .1893 | 95 |
| Columbia, S.C. | .1884 | 96 |
| Lansing - East Lansing, Mich. | .1871 | 97 |
| Youngstown - Warren, Ohio | .1841 | 98 |
| Wichita, Kans. | .1828 | 99 |
| Madison, Wisc. | .1824 | 100 |
| **Total Top 100** | **66.0196** | |
| Santa Rosa - Petaluma, Cal. | .1820 | 101 |
| El Paso, Tex. | .1804 | 102 |
| Vallejo - Fairfield - Napa, Cal. | .1795 | 103 |
| Des Moines, Iowa | .1780 | 104 |
| Portsmouth - Dover - Rochester, N.H. | .1721 | 105 |
| Manchester - Nashua, N.H. | .1717 | 106 |
| Flint, Mich. | .1697 | 107 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | .1685 | 108 |
| Chattanooga, Tenn. | .1680 | 109 |
| Stockton, Cal. | .1674 | 110 |
| York, Pa. | .1662 | 111 |
| Reading, Pa. | .1653 | 112 |
| Fort Myers - Cape Coral, Fla. | .1652 | 113 |
| Aurora - Elgin, Ill. | .1639 | 114 |
| Colorado Springs, Colo. | .1639 | 114 |
| Trenton, N.J. | .1633 | 116 |
| Mobile, Ala. | .1613 | 117 |
| Melbourne - Titusville - Palm Bay, Fla. | .1612 | 118 |
| Saginaw - Bay City - Midland, Mich. | .1578 | 119 |
| Lexington-Fayette, Ky. | .1574 | 120 |
| Atlantic City, N.J. | .1551 | 121 |
| Fort Wayne, Ind. | .1534 | 122 |
| Joliet, Ill. | .1484 | 123 |
| Sarasota, Fla. | .1482 | 124 |
| Canton, Ohio | .1480 | 125 |
| Jackson, Miss. | .1440 | 126 |
| Lakeland - Winter Haven, Fla. | .1406 | 127 |
| Augusta, Ga. | .1403 | 128 |
| Johnson City - Kingsport - Bristol, Tenn. | .1389 | 129 |
| Spokane, Wash. | .1385 | 130 |
| Salinas - Seaside - Monterey, Cal. | .1383 | 131 |
| Daytona Beach, Fla. | .1373 | 132 |
| Modesto, Cal. | .1371 | 133 |
| Davenport - Rock Island - Moline, Iowa-Ill. | .1341 | 134 |
| Ann Arbor, Mich. | .1335 | 135 |
| Appleton - Oshkosh - Neenah, Wisc. | .1331 | 136 |
| Orange County, N.Y. | .1300 | 137 |
| Peoria, Ill. | .1300 | 137 |
| Shreveport, La. | .1271 | 139 |
| Beaumont - Port Arthur, Tex. | .1257 | 140 |
| Anchorage, Alas. | .1223 | 141 |
| Rockford, Ill. | .1213 | 142 |
| Poughkeepsie, N.Y. | .1206 | 143 |
| Pensacola, Fla. | .1204 | 144 |
| Portland, Me. | .1185 | 145 |
| Reno, Nev. | .1179 | 146 |
| Huntsville, Ala. | .1175 | 147 |
| Corpus Christi, Tex. | .1133 | 148 |
| Evansville, Ind. | .1123 | 149 |
| Montgomery, Ala. | .1108 | 150 |
| **Total Top 150** | **73.3389** | |
| Fort Pierce, Fla. | .1105 | 151 |
| Eugene - Springfield, Ore. | .1095 | 152 |
| New London - Norwich, Conn. | .1086 | 153 |
| Utica - Rome, N.Y. | .1085 | 154 |
| Boulder - Longmont, Colo. | .1052 | 155 |
| Salem, Ore. | .1019 | 156 |
| Macon - Warner Robins, Ga. | .1017 | 157 |
| Erie, Pa. | .1014 | 158 |
| Binghamton, N.Y. | .1005 | 159 |
| Kalamazoo, Mich. | .1003 | 160 |
| South Bend - Mishawaka, Ind. | .1002 | 161 |
| Hamilton - Middletown, Ohio | .0986 | 162 |
| Huntington - Ashland, W.Va.-Ky. | .0979 | 163 |
| Roanoke, Va. | .0968 | 164 |
| McAllen - Edinburg - Mission, Tex. | .0950 | 165 |
| Naples, Fla. | .0944 | 166 |
| Santa Cruz, Cal. | .0944 | 166 |
| Vancouver, Wash. | .0935 | 168 |
| Savannah, Ga. | .0934 | 169 |
| Visalia - Tulare - Porterville, Cal. | .0926 | 170 |
| Lorain - Elyria, Ohio | .0915 | 171 |
| Fayetteville, N.C. | .0908 | 172 |
| Charleston, W.Va. | .0900 | 173 |
| Hickory - Morganton, N.C. | .0895 | 174 |
| Green Bay, Wisc. | .0890 | 175 |
| Tallahassee, Fla. | .0879 | 176 |
| Boise, Ida. | .0863 | 177 |
| Lincoln, Neb. | .0859 | 178 |
| Niagara Falls, N.Y. | .0848 | 179 |
| Bradenton, Fla. | .0844 | 180 |
| Lubbock, Tex. | .0843 | 181 |
| Springfield, Mo. | .0840 | 182 |
| Columbus, Ga. | .0819 | 183 |
| Galveston - Texas City, Tex. | .0817 | 184 |
| Duluth, Minn. | .0807 | 185 |
| Springfield, Ill. | .0805 | 186 |
| Amarillo, Tex. | .0794 | 187 |
| Bremerton, Wash. | .0777 | 188 |
| Killeen - Temple, Tex. | .0764 | 189 |
| Fort Collins - Loveland, Colo. | .0749 | 190 |
| Cedar Rapids, Iowa | .0743 | 191 |
| Racine, Wisc. | .0731 | 192 |
| Asheville, N.C. | .0727 | 193 |
| Lafayette, La. | .0723 | 194 |
| Provo - Orem, Utah | .0703 | 195 |
| Johnstown, Pa. | .0687 | 196 |
| Gainesville, Fla. | .0681 | 197 |
| Olympia, Wash. | .0678 | 198 |
| Champaign - Urbana - Rantoul, Ill. | .0677 | 199 |
| Terre Haute, Ind. | .0672 | 200 |
| **Total Top 200** | **77.7276** | |
| Brownsville - Harlingen, Tex. | .0663 | 201 |
| Topeka, Kans. | .0663 | 201 |
| St. Cloud, Minn. | .0655 | 203 |
| Chico, Cal. | .0646 | 204 |
| Ocala, Fla. | .0642 | 205 |
| Brazoria, Tex. | .0641 | 206 |
| Longview - Marshall, Tex. | .0641 | 206 |
| Waco, Tex. | .0631 | 208 |
| Burlington, Vt. | .0618 | 209 |
| Tyler, Tex. | .0612 | 210 |
| Fargo - Moorhead, N.D.-Minn. | .0606 | 211 |
| Yakima, Wash. | .0602 | 212 |
| Elkhart - Goshen, Ind. | .0593 | 213 |
| Beaver County, Pa. | .0589 | 214 |
| Pittsfield, Mass. | .0581 | 215 |
| Fort Smith, Ark. | .0580 | 216 |
| Lima, Ohio | .0576 | 217 |
| Charlottesville, Va. | .0572 | 218 |
| Lake Charles, La. | .0572 | 218 |
| Wilmington, N.C. | .0572 | 218 |
| Fort Walton Beach, Fla. | .0569 | 221 |
| Sioux Falls, S.D. | .0566 | 222 |
| Medford, Ore. | .0563 | 223 |
| Biloxi - Gulfport, Miss. | .0562 | 224 |
| Bellingham, Wash. | .0553 | 225 |
| Benton Harbor, Mich. | .0546 | 226 |
| Santa Fe, N.M. | .0536 | 227 |
| Bangor, Me. | .0535 | 228 |
| Clarksville - Hopkinsville, Tenn.-Ky. | .0535 | 228 |
| Redding, Cal. | .0535 | 228 |
| Tuscaloosa, Ala. | .0533 | 231 |
| Wheeling, W.Va. | .0532 | 232 |
| Monroe, La. | .0530 | 233 |
| Richland - Kennewick - Pasco, Wash. | .0527 | 234 |
| Bloomington - Normal, Ill. | .0523 | 235 |
| Anderson, S.C. | .0522 | 236 |
| Parkersburg - Marietta, W.Va.-Ohio | .0519 | 237 |
| Muskegon, Mich. | .0518 | 238 |
| Dothan, Ala. | .0517 | 239 |
| Houma - Thibodaux, La. | .0515 | 240 |
| Janesville - Beloit, Wisc. | .0514 | 241 |
| Jackson, Mich. | .0502 | 242 |
| Battle Creek, Mich. | .0499 | 243 |
| Rochester, Minn. | .0494 | 244 |
| Vineland - Millville - Bridgeton, N.J. | .0492 | 245 |
| Kenosha, Wisc. | .0491 | 246 |
| Altoona, Pa. | .0489 | 247 |
| Eau Claire, Wisc. | .0488 | 248 |
| Athens, Ga. | .0487 | 249 |
| Merced, Cal. | .0487 | 249 |
| **Total Top 250** | **80.5210** | |
| Billings, Mont. | .0483 | 251 |
| Lynchburg, Va. | .0482 | 252 |
| Mansfield, Ohio | .0479 | 253 |
| Panama City, Fla. | .0478 | 254 |
| Lafayette - West Lafayette, Ind. | .0477 | 255 |
| Waterloo - Cedar Falls, Iowa | .0472 | 256 |
| Burlington, N.C. | .0470 | 257 |
| Williamsport, Pa. | .0452 | 258 |
| Florence, Ala. | .0448 | 259 |
| Glens Falls, N.Y. | .0445 | 260 |
| Steubenville - Weirton, Ohio-W.Va. | .0445 | 260 |
| Alexandria, La. | .0442 | 262 |
| State College, Pa. | .0442 | 262 |
| Decatur, Ill. | .0440 | 264 |
| Laredo, Tex. | .0439 | 265 |
| Sharon, Pa. | .0436 | 266 |
| Anderson, Ind. | .0435 | 267 |
| Joplin, Mo. | .0434 | 268 |
| Hagerstown, Md. | .0432 | 269 |
| Wichita Falls, Tex. | .0427 | 270 |
| Wausau, Wisc. | .0425 | 271 |
| Abilene, Tex. | .0417 | 272 |
| Decatur, Ala. | .0415 | 273 |
| Sioux City, Iowa | .0412 | 274 |
| Midland, Tex. | .0411 | 275 |
| Muncie, Ind. | .0408 | 276 |
| Columbia, Mo. | .0405 | 277 |
| Texarkana, Tex.-Ark. | .0404 | 278 |
| Fayetteville - Springdale, Ark. | .0403 | 279 |
| Greeley, Colo. | .0399 | 280 |
| Jamestown - Dunkirk, N.Y. | .0399 | 280 |
| La Crosse, Wisc. | .0393 | 282 |
| Florence, S.C. | .0392 | 283 |
| Jacksonville, N.C. | .0390 | 284 |
| Bloomington, Ind. | .0386 | 285 |
| Pueblo, Colo. | .0386 | 285 |
| Anniston, Ala. | .0384 | 287 |
| Yuba City, Cal. | .0378 | 288 |
| Odessa, Tex. | .0377 | 289 |
| Iowa City, Iowa | .0376 | 290 |
| San Angelo, Tex. | .0372 | 291 |
| Albany, Ga. | .0369 | 292 |
| Bryan - College Station, Tex. | .0363 | 293 |
| Las Cruces, N.M. | .0363 | 293 |
| Rapid City, S.D. | .0358 | 295 |
| Sheboygan, Wisc. | .0357 | 296 |
| Lewiston - Auburn, Me. | .0354 | 297 |
| Elmira, N.Y. | .0353 | 298 |
| Gadsden, Ala. | .0343 | 299 |
| Kokomo, Ind. | .0339 | 300 |
| Owensboro, Ky. | .0337 | 301 |
| Pascagoula, Miss. | .0333 | 302 |
| Sherman - Denison, Tex. | .0333 | 302 |
| Lawton, Okla. | .0332 | 304 |
| Danville, Va. | .0326 | 305 |
| Cumberland, Md. | .0321 | 306 |
| Kankakee, Ill. | .0316 | 307 |
| Bismarck, N.D. | .0310 | 308 |
| Dubuque, Iowa | .0308 | 309 |
| Jackson, Tenn. | .0300 | 310 |
| Great Falls, Mont. | .0299 | 311 |
| Yuma, Ariz. | .0297 | 312 |
| Cheyenne, Wyo. | .0282 | 313 |
| Victoria, Tex. | .0279 | 314 |
| Lawrence, Kans. | .0276 | 315 |
| Grand Forks, N.D. | .0263 | 316 |
| Pine Bluff, Ark. | .0254 | 317 |
| St. Joseph, Mo. | .0243 | 318 |
| Casper, Wyo. | .0240 | 319 |
| Enid, Okla. | .0186 | 320 |
| **Total Above Areas** | **83.1636** | |
| **Percent of U.S.** | **83.1636** | |
| **U.S. Total** | **100.0000** | |

# NOTES

## S&MM METRO MARKET RANKINGS ACROSS THE BOARD: Population, Households, Effective Buying Income

| | Population | | Households | | Population Density | | Effective Buying Income (EBI) | | Median Household EBI | | Average Household EBI | | Per Capita EBI | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Area | (Thous.) | Rank | (Thous.) | Rank | (Pop/Sq.Mi.) | Rank | ($000) | Rank | ($) | Rank | ($) | Rank | ($) | Rank |
| Abilene, Tex. | 120.1 | 273 | 43.6 | 276 | 131 | 254 | 1,521,975 | 271 | 27,406 | 233 | 34,908 | 202 | 12,673 | 221 |
| Akron, Ohio | 661.2 | 77 | 250.9 | 74 | 730 | 34 | 9,527,448 | 76 | 31,494 | 136 | 37,973 | 132 | 14,409 | 120 |
| Albany, Ga. | 111.7 | 289 | 39.1 | 293 | 163 | 225 | 1,160,488 | 304 | 24,363 | 298 | 29,680 | 305 | 10,389 | 312 |
| Albany - Schenectady - Troy, N.Y. | 886.2 | 61 | 340.7 | 60 | 273 | 135 | 13,817,504 | 54 | 34,926 | 72 | 40,556 | 84 | 15,592 | 73 |
| Albuquerque, N.M. | 503.5 | 95 | 194.9 | 89 | 432 | 76 | 6,978,337 | 95 | 29,145 | 194 | 35,805 | 181 | 13,860 | 150 |
| Alexandria, La. | 132.0 | 253 | 46.0 | 263 | 100 | 279 | 1,501,407 | 276 | 24,837 | 290 | 32,639 | 266 | 11,374 | 290 |
| Allentown - Bethlehem - Easton, Pa. | 701.0 | 73 | 265.6 | 71 | 480 | 63 | 10,887,253 | 71 | 35,122 | 67 | 40,991 | 76 | 15,531 | 79 |
| Altoona, Pa. | 130.2 | 259 | 50.3 | 247 | 248 | 152 | 1,585,914 | 263 | 26,044 | 269 | 31,529 | 289 | 12,181 | 259 |
| Amarillo, Tex. | 189.6 | 201 | 72.8 | 195 | 104 | 273 | 2,533,257 | 196 | 27,619 | 228 | 34,797 | 206 | 13,361 | 178 |
| Anaheim - Santa Ana, Cal. | 2,510.6 | 15 | 852.1 | 18 | 3,179 | 4 | 47,229,731 | 11 | 46,655 | 10 | 55,427 | 9 | 18,812 | 16 |
| Anchorage, Alas. | 232.4 | 177 | 84.9 | 179 | 137 | 248 | 4,621,235 | 138 | 46,573 | 11 | 54,432 | 11 | 19,885 | 11 |
| Anderson, Ind. | 130.6 | 257 | 49.6 | 249 | 289 | 129 | 1,611,764 | 259 | 27,542 | 230 | 32,495 | 270 | 12,341 | 247 |
| Anderson, S.C. | 147.7 | 233 | 56.3 | 227 | 206 | 182 | 1,777,722 | 243 | 27,026 | 249 | 31,576 | 288 | 12,036 | 268 |
| Ann Arbor, Mich. | 287.5 | 148 | 106.4 | 151 | 405 | 84 | 4,842,662 | 137 | 37,643 | 35 | 45,514 | 36 | 16,844 | 36 |
| Anniston, Ala. | 116.7 | 279 | 43.1 | 280 | 192 | 200 | 1,324,133 | 292 | 26,016 | 272 | 30,722 | 296 | 11,346 | 292 |
| Appleton - Oshkosh - Neenah, Wisc. | 321.0 | 141 | 118.0 | 140 | 229 | 165 | 4,539,214 | 140 | 34,142 | 87 | 38,468 | 123 | 14,141 | 133 |
| Asheville, N.C. | 177.7 | 206 | 72.2 | 197 | 271 | 137 | 2,373,607 | 202 | 27,199 | 244 | 32,875 | 259 | 13,357 | 179 |
| Athens, Ga. | 159.8 | 218 | 59.0 | 218 | 171 | 216 | 1,822,078 | 241 | 24,026 | 304 | 30,883 | 295 | 11,402 | 289 |
| Atlanta, Ga. | 3,003.8 | 9 | 1,119.1 | 9 | 586 | 46 | 48,579,858 | 10 | 36,536 | 42 | 43,410 | 47 | 16,173 | 50 |
| Atlantic City, N.J. | 326.7 | 140 | 125.6 | 134 | 400 | 86 | 5,361,276 | 119 | 35,452 | 60 | 42,685 | 54 | 16,41[illegible] | 44 |
| Augusta, Ga. | 404.1 | 113 | 145.4 | 118 | 208 | 179 | 4,886,002 | 135 | 28,253 | 214 | 33,604 | 238 | 12,091 | 266 |
| Aurora - Elgin, Ill. | 371.4 | 123 | 125.0 | 135 | 441 | 73 | 6,358,098 | 103 | 45,266 | 14 | 50,865 | 17 | 17,119 | 32 |
| Austin, Tex. | 819.4 | 64 | 318.8 | 62 | 294 | 128 | 12,816,120 | 63 | 31,835 | 130 | 40,201 | 90 | 15,641 | 70 |
| Bakersfield, Cal. | 581.5 | 88 | 193.3 | 90 | 71 | 293 | 7,082,784 | 94 | 30,139 | 167 | 36,641 | 161 | 12,180 | 260 |
| Baltimore, Md. | 2,430.9 | 17 | 898.4 | 16 | 932 | 27 | 38,349,342 | 18 | 36,520 | 43 | 42,686 | 53 | 15,776 | 63 |
| Bangor, Me. | 148.6 | 231 | 54.8 | 231 | 44 | 307 | 1,890,233 | 236 | 28,808 | 205 | 34,493 | 213 | 12,720 | 217 |
| Baton Rouge, La. | 533.0 | 91 | 190.3 | 91 | 336 | 107 | 7,399,684 | 89 | 31,743 | 132 | 38,884 | 113 | 13,883 | 149 |
| Battle Creek, Mich. | 137.1 | 246 | 52.4 | 239 | 193 | 198 | 1,803,234 | 242 | 29,351 | 187 | 34,413 | 217 | 13,153 | 190 |
| Beaumont - Port Arthur, Tex. | 357.7 | 128 | 133.1 | 124 | 166 | 223 | 4,514,844 | 141 | 27,704 | 226 | 33,921 | 230 | 12,622 | 225 |
| Beaver County, Pa. | 184.2 | 203 | 71.5 | 199 | 423 | 78 | 2,292,214 | 206 | 26,666 | 256 | 32,059 | 277 | 12,444 | 236 |
| Bellingham, Wash. | 132.5 | 251 | 50.5 | 245 | 62 | 298 | 1,913,245 | 231 | 30,713 | 153 | 37,886 | 133 | 14,440 | 117 |
| Benton Harbor, Mich. | 162.3 | 216 | 61.4 | 212 | 284 | 130 | 2,142,207 | 211 | 29,671 | 177 | 34,889 | 204 | 13,199 | 187 |
| Bergen - Passaic, N.J. | 1,275.7 | 39 | 461.9 | 40 | 3,042 | 5 | 28,321,161 | 26 | 49,975 | 5 | 61,314 | 5 | 22,200 | 4 |
| Billings, Mont. | 112.8 | 286 | 44.5 | 274 | 43 | 308 | 1,582,270 | 265 | 30,360 | 162 | 35,557 | 187 | 14,027 | 140 |
| Biloxi - Gulfport, Miss. | 198.5 | 192 | 71.9 | 198 | 188 | 204 | 2,180,813 | 209 | 24,294 | 299 | 30,331 | 303 | 10,986 | 303 |
| Binghamton, N.Y. | 264.1 | 162 | 100.4 | 157 | 215 | 174 | 3,667,013 | 158 | 31,276 | 143 | 36,524 | 164 | 13,885 | 148 |
| Birmingham, Ala. | 917.1 | 59 | 349.1 | 58 | 230 | 164 | 12,676,271 | 64 | 29,003 | 197 | 36,311 | 172 | 13,822 | 153 |
| Bismarck, N.D. | 84.0 | 312 | 31.5 | 310 | 24 | 318 | 1,170,576 | 303 | 31,636 | 135 | 37,161 | 147 | 13,935 | 146 |
| Bloomington - Normal, Ill. | 131.7 | 255 | 47.7 | 257 | 111 | 267 | 2,096,878 | 216 | 36,740 | 40 | 43,960 | 43 | 15,922 | 60 |
| Bloomington, Ind. | 110.7 | 290 | 40.1 | 290 | 281 | 132 | 1,330,020 | 291 | 25,670 | 280 | 33,168 | 251 | 12,015 | 270 |
| Boise, Ida. | 210.9 | 187 | 79.4 | 187 | 200 | 188 | 3,193,125 | 172 | 33,548 | 94 | 40,216 | 89 | 15,140 | 94 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 3,785.8 | 7 | 1,409.5 | 7 | 1,551 | 9 | 70,275,180 | 6 | 42,278 | 20 | 49,858 | 20 | 18,563 | 17 |
| Boulder - Longmont, Colo. | 230.0 | 178 | 90.5 | 173 | 310 | 116 | 4,064,839 | 150 | 37,543 | 37 | 44,915 | 39 | 17,673 | 22 |
| Bradenton, Fla. | 220.5 | 184 | 94.9 | 163 | 297 | 124 | 3,140,641 | 175 | 26,626 | 257 | 33,094 | 255 | 14,243 | 126 |
| Brazoria, Tex. | 194.3 | 196 | 65.0 | 206 | 140 | 244 | 2,698,507 | 191 | 36,422 | 45 | 41,515 | 64 | 13,888 | 147 |
| Bremerton, Wash. | 199.4 | 191 | 72.9 | 194 | 504 | 58 | 2,963,850 | 182 | 34,372 | 82 | 40,656 | 81 | 14,864 | 103 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | 825.3 | 63 | 303.7 | 65 | 1,319 | 16 | 20,796,314 | 39 | 51,203 | 4 | 68,477 | 2 | 25,198 | 1 |
| Brownsville - Harlingen, Tex. | 267.2 | 159 | 74.9 | 190 | 295 | 127 | 2,056,785 | 220 | 19,881 | 319 | 27,460 | 318 | 7,698 | 318 |
| Bryan - College Station, Tex. | 124.5 | 265 | 44.7 | 272 | 213 | 176 | 1,420,515 | 283 | 22,291 | 315 | 31,779 | 283 | 11,410 | 287 |
| Buffalo, N.Y. | 964.4 | 52 | 376.3 | 49 | 923 | 28 | 13,260,348 | 60 | 29,594 | 182 | 35,239 | 196 | 13,750 | 155 |
| Burlington, N.C. | 109.9 | 291 | 43.4 | 277 | 255 | 148 | 1,491,854 | 277 | 29,177 | 193 | 34,375 | 218 | 13,575 | 167 |
| Burlington, Vt. | 140.4 | 240 | 51.8 | 241 | 226 | 168 | 2,244,893 | 207 | 37,954 | 34 | 43,338 | 49 | 15,989 | 57 |
| Canton, Ohio | 395.1 | 118 | 149.8 | 114 | 407 | 83 | 5,233,570 | 124 | 29,677 | 176 | 34,937 | 200 | 13,246 | 183 |
| Casper, Wyo. | 60.1 | 319 | 23.5 | 319 | 11 | 320 | 862,403 | 319 | 31,189 | 145 | 36,698 | 159 | 14,349 | 122 |
| Cedar Rapids, Iowa | 170.5 | 210 | 66.2 | 204 | 238 | 157 | 2,729,064 | 190 | 35,801 | 53 | 41,225 | 72 | 16,006 | 56 |
| Champaign - Urbana - Rantoul, Ill. | 173.6 | 208 | 64.4 | 209 | 174 | 213 | 2,482,664 | 199 | 29,977 | 170 | 38,551 | 118 | 14,301 | 125 |
| Charleston, S.C. | 524.3 | 92 | 183.8 | 95 | 202 | 186 | 6,485,378 | 99 | 29,356 | 186 | 35,285 | 191 | 12,370 | 245 |
| Charleston, W.Va. | 249.9 | 166 | 100.4 | 157 | 200 | 188 | 3,340,037 | 168 | 26,982 | 250 | 33,267 | 248 | 13,365 | 177 |
| Charlotte - Gastonia - Rock Hill, N.C. - S.C. | 1,200.4 | 42 | 455.6 | 42 | 355 | 100 | 17,448,531 | 45 | 32,316 | 123 | 38,298 | 125 | 14,536 | 114 |
| Charlottesville, Va. | 133.8 | 248 | 49.9 | 248 | 114 | 265 | 1,994,139 | 223 | 32,437 | 122 | 39,963 | 95 | 14,904 | 102 |
| Chattanooga, Tenn. | 438.1 | 102 | 168.4 | 101 | 210 | 178 | 5,603,955 | 117 | 26,836 | 254 | 33,278 | 247 | 12,791 | 211 |
| Cheyenne, Wyo. | 74.1 | 317 | 28.5 | 316 | 28 | 317 | 1,063,711 | 311 | 31,737 | 133 | 37,323 | 142 | 14,355 | 121 |
| Chicago, Ill. | 6,109.5 | 3 | 2,229.5 | 3 | 3,242 | 3 | 106,693,442 | 3 | 39,440 | 26 | 47,855 | 24 | 17,464 | 24 |
| Chico, Cal. | 190.1 | 200 | 74.8 | 191 | 116 | 263 | 2,293,189 | 205 | 24,138 | 300 | 30,658 | 297 | 12,063 | 267 |
| Cincinnati, Ohio | 1,466.0 | 31 | 554.2 | 30 | 690 | 35 | 22,408,196 | 34 | 33,563 | 93 | 40,432 | 86 | 15,285 | 89 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 172.4 | 209 | 57.0 | 225 | 137 | 248 | 1,933,013 | 228 | 25,948 | 275 | 33,913 | 231 | 11,212 | 297 |
| Cleveland, Ohio | 1,825.8 | 24 | 710.9 | 23 | 1,207 | 17 | 28,009,404 | 28 | 32,543 | 119 | 39,400 | 104 | 15,341 | 85 |
| Colorado Springs, Colo. | 414.9 | 110 | 154.1 | 113 | 195 | 194 | 5,736,053 | 116 | 30,835 | 149 | 37,223 | 145 | 13,825 | 152 |
| Columbia, Mo. | 114.3 | 285 | 42.6 | 281 | 167 | 221 | 1,559,176 | 268 | 28,826 | 204 | 36,600 | 162 | 13,641 | 162 |
| Columbia, S.C. | 462.3 | 101 | 166.6 | 102 | 317 | 111 | 6,300,724 | 107 | 31,696 | 134 | 37,819 | 134 | 13,629 | 163 |
| Columbus, Ga. | 246.7 | 172 | 87.7 | 175 | 223 | 170 | 2,754,110 | 188 | 24,366 | 297 | 31,404 | 290 | 11,164 | 298 |
| Columbus, Ohio | 1,407.2 | 34 | 534.5 | 33 | 393 | 90 | 21,361,169 | 38 | 33,529 | 96 | 39,965 | 94 | 15,180 | 92 |
| Corpus Christi, Tex. | 353.0 | 132 | 119.5 | 137 | 231 | 162 | 4,218,333 | 148 | 27,883 | 223 | 35,300 | 189 | 11,950 | 272 |
| Cumberland, Md. | 101.5 | 298 | 39.6 | 291 | 135 | 251 | 1,087,381 | 309 | 22,088 | 317 | 27,459 | 319 | 10,713 | 308 |
| Dallas, Tex. | 2,665.1 | 11 | 994.0 | 10 | 596 | 45 | 45,940,107 | 12 | 36,696 | 41 | 46,217 | 32 | 17,238 | 27 |
| Danville, Va. | 107.6 | 294 | 42.0 | 284 | 106 | 270 | 1,216,447 | 302 | 23,987 | 305 | 28,963 | 310 | 11,305 | 294 |
| Davenport - Rock Island - Moline, Iowa - Ill. | 346.5 | 134 | 134.8 | 123 | 203 | 185 | 4,883,743 | 136 | 30,815 | 151 | 36,230 | 174 | 14,094 | 137 |
| Dayton - Springfield, Ohio | 959.9 | 54 | 367.7 | 54 | 570 | 47 | 14,004,896 | 53 | 32,689 | 110 | 38,088 | 129 | 14,590 | 112 |
| Daytona Beach, Fla. | 389.2 | 120 | 161.0 | 106 | 352 | 101 | 5,093,123 | 129 | 25,187 | 288 | 31,634 | 286 | 13,086 | 195 |
| Decatur, Ala. | 102.8 | 297 | 38.9 | 295 | 177 | 212 | 1,388,569 | 286 | 30,817 | 150 | 35,696 | 183 | 13,507 | 170 |

## S&MM METRO MARKET RANKINGS ACROSS THE BOARD: Retail Sales, Buying Power Indexes

| Area | Total Retail Sales ($000) | Rank | Per Household Retail Sales ($) | Rank | Buying Power Index (BPI) BPI | Rank | Economy-Priced-Products BPI BPI | Rank | Moderate-Priced-Products BPI BPI | Rank | Premium-Priced-Products BPI BPI | Rank |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Abilene, Tex. | 931,907 | 260 | 21,374 | 100 | .0453 | 266 | .0476 | 283 | .0537 | 265 | .0417 | 272 |
| Akron, Ohio | 4,633,778 | 83 | 18,469 | 259 | .2562 | 77 | .2678 | 72 | .2671 | 76 | .2572 | 79 |
| Albany, Ga. | 820,125 | 280 | 20,975 | 114 | .0379 | 297 | .0552 | 259 | .0475 | 289 | .0369 | 292 |
| Albany - Schenectady - Troy, N.Y. | 6,971,896 | 59 | 20,463 | 142 | .3697 | 58 | .3453 | 61 | .3586 | 59 | .3763 | 57 |
| Albuquerque, N.M. | 4,036,429 | 90 | 20,710 | 127 | .1998 | 92 | .2088 | 91 | .2303 | 85 | .2079 | 91 |
| Alexandria, La. | 1,029,500 | 249 | 22,380 | 63 | .0475 | 257 | .0635 | 233 | .0570 | 255 | .0442 | 262 |
| Allentown - Bethlehem - Easton, Pa. | 5,067,637 | 73 | 19,080 | 222 | .2847 | 72 | .2553 | 76 | .2730 | 72 | .2888 | 70 |
| Altoona, Pa. | 967,197 | 256 | 19,229 | 212 | .0475 | 257 | .0659 | 224 | .0613 | 240 | .0489 | 247 |
| Amarillo, Tex. | 1,915,518 | 163 | 26,312 | 12 | .0805 | 189 | .0920 | 179 | .0924 | 179 | .0794 | 187 |
| Anaheim - Santa Ana, Cal. | 20,628,144 | 13 | 24,209 | 27 | 1.1711 | 12 | .6323 | 25 | .7885 | 22 | 1.2238 | 12 |
| Anchorage, Alas. | 2,518,807 | 139 | 29,668 | 5 | .1217 | 144 | .0777 | 202 | .0895 | 184 | .1223 | 141 |
| Anderson, Ind. | 879,403 | 269 | 17,730 | 276 | .0464 | 262 | .0563 | 254 | .0576 | 252 | .0435 | 267 |
| Anderson, S.C. | 1,042,563 | 244 | 18,518 | 254 | .0527 | 243 | .0700 | 211 | .0655 | 231 | .0522 | 236 |
| Ann Arbor, Mich. | 2,404,889 | 143 | 22,602 | 56 | .1272 | 139 | .0950 | 175 | .1099 | 162 | .1335 | 135 |
| Anniston, Ala. | 734,327 | 293 | 17,038 | 286 | .0390 | 291 | .0478 | 282 | .0494 | 281 | .0384 | 287 |
| Appleton - Oshkosh - Neenah, Wisc. | 2,456,787 | 141 | 20,820 | 121 | .1265 | 140 | .1025 | 166 | .1294 | 139 | .1331 | 136 |
| Asheville, N.C. | 1,334,803 | 203 | 18,488 | 257 | .0679 | 204 | .0845 | 190 | .0852 | 194 | .0727 | 193 |
| Athens, Ga. | 1,049,549 | 243 | 17,789 | 275 | .0544 | 235 | .0772 | 204 | .0686 | 222 | .0487 | 249 |
| Atlanta, Ga. | 24,124,929 | 11 | 21,557 | 91 | 1.2851 | 10 | .9849 | 10 | 1.1638 | 9 | 1.3429 | 10 |
| Atlantic City, N.J. | 3,092,484 | 111 | 24,622 | 22 | .1486 | 124 | .1356 | 127 | .1359 | 132 | .1551 | 121 |
| Augusta, Ga. | 2,929,097 | 122 | 20,145 | 164 | .1456 | 129 | .1734 | 105 | .1677 | 111 | .1403 | 128 |
| Aurora - Elgin, Ill. | 2,657,825 | 131 | 21,263 | 103 | .1583 | 115 | .0898 | 183 | .1107 | 158 | .1639 | 114 |
| Austin, Tex. | 6,523,400 | 63 | 20,462 | 143 | .3439 | 65 | .3678 | 55 | .3464 | 62 | .3493 | 64 |
| Bakersfield, Cal. | 3,524,939 | 98 | 18,236 | 265 | .1988 | 93 | .2080 | 92 | .2149 | 90 | .1893 | 95 |
| Baltimore, Md. | 17,484,100 | 17 | 19,461 | 199 | .9941 | 17 | .8285 | 17 | .8888 | 17 | 1.0437 | 16 |
| Bangor, Me. | 1,271,553 | 210 | 23,204 | 40 | .0580 | 224 | .0656 | 227 | .0690 | 220 | .0535 | 228 |
| Baton Rouge, La. | 4,149,244 | 89 | 21,804 | 80 | .2099 | 89 | .2415 | 78 | .2053 | 93 | .2049 | 92 |
| Battle Creek, Mich. | 1,082,182 | 234 | 20,652 | 131 | .0527 | 243 | .0571 | 250 | .0602 | 243 | .0499 | 243 |
| Beaumont - Port Arthur, Tex. | 2,719,519 | 129 | 20,432 | 145 | .1336 | 136 | .1685 | 107 | .1490 | 126 | .1257 | 140 |
| Beaver County, Pa. | 918,288 | 264 | 12,843 | 320 | .0604 | 219 | .0834 | 191 | .0793 | 202 | .0589 | 214 |
| Bellingham, Wash. | 1,090,725 | 232 | 21,599 | 88 | .0540 | 241 | .0582 | 245 | .0587 | 249 | .0553 | 225 |
| Benton Harbor, Mich. | 1,148,486 | 225 | 18,705 | 242 | .0605 | 218 | .0665 | 220 | .0672 | 224 | .0546 | 226 |
| Bergen - Passaic, N.J. | 12,323,838 | 30 | 26,681 | 10 | .6834 | 29 | .4066 | 44 | .4305 | 45 | .7366 | 29 |
| Billings, Mont. | 1,093,984 | 231 | 24,584 | 23 | .0481 | 254 | .0549 | 261 | .0541 | 263 | .0483 | 251 |
| Biloxi - Gulfport, Miss. | 1,180,632 | 220 | 16,420 | 296 | .0644 | 206 | .0923 | 178 | .0859 | 193 | .0562 | 224 |
| Binghamton, N.Y. | 1,905,840 | 165 | 18,982 | 226 | .1013 | 162 | .1051 | 162 | .1103 | 160 | .1005 | 159 |
| Birmingham, Ala. | 6,661,038 | 62 | 19,081 | 221 | .3522 | 63 | .3967 | 47 | .3853 | 54 | .3605 | 63 |
| Bismarck, N.D. | 737,213 | 292 | 23,404 | 37 | .0344 | 306 | .0319 | 316 | .0368 | 312 | .0310 | 308 |
| Bloomington - Normal, Ill. | 1,067,332 | 238 | 22,376 | 64 | .0561 | 229 | .0426 | 294 | .0503 | 274 | .0523 | 235 |
| Bloomington, Ind. | 759,803 | 287 | 18,948 | 229 | .0390 | 291 | .0507 | 273 | .0463 | 293 | .0386 | 285 |
| Boise, Ida. | 1,550,437 | 187 | 19,527 | 197 | .0850 | 180 | .0780 | 201 | .0882 | 189 | .0863 | 177 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 33,301,185 | 5 | 23,626 | 33 | 1.7893 | 7 | 1.3666 | 6 | 1.3033 | 6 | 1.7710 | 7 |
| Boulder - Longmont, Colo. | 2,012,188 | 159 | 22,234 | 68 | .1058 | 156 | .0893 | 185 | .0941 | 178 | .1052 | 155 |
| Bradenton, Fla. | 1,671,344 | 179 | 17,612 | 279 | .0870 | 178 | .1063 | 159 | .1178 | 151 | .0844 | 180 |
| Brazoria, Tex. | 1,135,072 | 227 | 17,463 | 283 | .0701 | 200 | .0639 | 230 | .0644 | 234 | .0641 | 206 |
| Bremerton, Wash. | 1,178,139 | 221 | 16,161 | 300 | .0748 | 195 | .0659 | 224 | .0729 | 209 | .0777 | 188 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | 7,639,635 | 51 | 25,155 | 17 | .4699 | 47 | .2608 | 74 | .2724 | 73 | .4234 | 51 |
| Brownsville - Harlingen, Tex. | 1,442,992 | 194 | 19,266 | 209 | .0725 | 198 | .1235 | 136 | .0912 | 181 | .0663 | 201 |
| Bryan - College Station, Tex. | 842,911 | 277 | 18,857 | 235 | .0428 | 279 | .0690 | 214 | .0489 | 286 | .0363 | 293 |
| Buffalo, N.Y. | 6,873,197 | 60 | 18,265 | 264 | .3671 | 59 | .4539 | 39 | .4019 | 50 | .3707 | 60 |
| Burlington, N.C. | 900,048 | 267 | 20,738 | 126 | .0435 | 277 | .0474 | 285 | .0517 | 271 | .0470 | 257 |
| Burlington, Vt. | 1,189,146 | 219 | 22,956 | 44 | .0609 | 216 | .0496 | 277 | .0544 | 260 | .0618 | 209 |
| Canton, Ohio | 2,796,293 | 127 | 18,667 | 244 | .1472 | 127 | .1636 | 109 | .1681 | 110 | .1480 | 125 |
| Casper, Wyo. | 460,991 | 319 | 19,617 | 187 | .0238 | 319 | .0272 | 319 | .0257 | 320 | .0240 | 319 |
| Cedar Rapids, Iowa | 1,497,443 | 190 | 22,620 | 55 | .0745 | 196 | .0611 | 239 | .0704 | 214 | .0743 | 191 |
| Champaign - Urbana - Rantoul, Ill. | 1,384,518 | 201 | 21,499 | 93 | .0698 | 202 | .0663 | 221 | .0745 | 205 | .0677 | 199 |
| Charleston, S.C. | 3,562,689 | 97 | 19,384 | 201 | .1870 | 96 | .2038 | 95 | .2129 | 91 | .1906 | 93 |
| Charleston, W.Va. | 1,825,939 | 170 | 18,187 | 266 | .0947 | 167 | .1231 | 139 | .1173 | 153 | .0900 | 173 |
| Charlotte - Gastonia - Rock Hill, N.C. - S.C. | 8,749,247 | 44 | 19,204 | 214 | .4727 | 46 | .4428 | 40 | .5016 | 41 | .4981 | 42 |
| Charlottesville, Va. | 1,076,098 | 237 | 21,565 | 90 | .0551 | 232 | .0550 | 260 | .0551 | 258 | .0572 | 218 |
| Chattanooga, Tenn. | 3,105,428 | 110 | 18,441 | 261 | .1606 | 114 | .1998 | 96 | .1960 | 98 | .1680 | 109 |
| Cheyenne, Wyo. | 549,806 | 317 | 19,291 | 207 | .0291 | 315 | .0267 | 320 | .0321 | 316 | .0282 | 313 |
| Chicago, Ill. | 47,660,788 | 3 | 21,377 | 99 | 2.6976 | 3 | 2.0027 | 3 | 2.1107 | 3 | 2.9323 | 3 |
| Chico, Cal. | 1,139,717 | 226 | 15,237 | 310 | .0644 | 206 | .0942 | 177 | .0890 | 187 | .0646 | 204 |
| Cincinnati, Ohio | 11,301,759 | 34 | 20,393 | 149 | .6024 | 33 | .5773 | 30 | .5821 | 31 | .5956 | 35 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 1,054,654 | 241 | 18,503 | 255 | .0570 | 227 | .0595 | 244 | .0761 | 204 | .0535 | 228 |
| Cleveland, Ohio | 13,429,474 | 27 | 18,891 | 232 | .7410 | 26 | .7431 | 21 | .7318 | 23 | .7614 | 28 |
| Colorado Springs, Colo. | 2,900,348 | 124 | 18,821 | 237 | .1574 | 116 | .1424 | 123 | .1823 | 104 | .1639 | 114 |
| Columbia, Mo. | 921,455 | 262 | 21,630 | 87 | .0452 | 268 | .0474 | 285 | .0495 | 280 | .0405 | 277 |
| Columbia, S.C. | 3,626,176 | 93 | 21,766 | 81 | .1807 | 97 | .1654 | 108 | .1926 | 99 | .1884 | 96 |
| Columbus, Ga. | 1,686,624 | 178 | 19,232 | 211 | .0841 | 183 | .1138 | 151 | .1091 | 165 | .0819 | 183 |
| Columbus, Ohio | 11,017,287 | 37 | 20,612 | 136 | .5788 | 36 | .4968 | 36 | .5784 | 32 | .5891 | 36 |
| Corpus Christi, Tex. | 2,411,511 | 142 | 20,180 | 161 | .1242 | 142 | .1551 | 115 | .1354 | 135 | .1133 | 148 |
| Cumberland, Md. | 643,437 | 310 | 16,248 | 297 | .0331 | 308 | .0548 | 262 | .0493 | 284 | .0321 | 306 |
| Dallas, Tex. | 24,500,160 | 10 | 24,648 | 21 | 1.2299 | 11 | .9641 | 11 | 1.0852 | 11 | 1.2304 | 11 |
| Danville, Va. | 671,019 | 305 | 15,977 | 304 | .0359 | 301 | .0568 | 251 | .0489 | 286 | .0326 | 305 |
| Davenport - Rock Island - Moline, Iowa - Ill. | 2,812,347 | 126 | 20,863 | 120 | .1389 | 132 | .1443 | 122 | .1538 | 122 | .1341 | 134 |
| Dayton - Springfield, Ohio | 7,075,679 | 57 | 19,243 | 210 | .3801 | 54 | .3660 | 56 | .3911 | 53 | .3659 | 61 |
| Daytona Beach, Fla. | 3,004,950 | 117 | 18,664 | 245 | .1484 | 125 | .1983 | 97 | .2036 | 95 | .1373 | 132 |
| Decatur, Ala. | 740,077 | 291 | 19,025 | 225 | .0389 | 293 | .0411 | 299 | .0415 | 302 | .0415 | 273 |

## S&MM METRO MARKET RANKINGS ACROSS THE BOARD: Retail Sales by Store Group

| Area | Total Retail Sales ($000) | Rank | Food Stores ($000) | Rank | Supermarkets ($000) | Rank | Eating & Drinking Places ($000) | Rank | General Merchandise Stores ($000) | Rank | Department Stores ($000) | Rank | Apparel & Accessories Stores ($000) | Rank |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Abilene, Tex. | 931,907 | 260 | 127,312 | 304 | 122,901 | 302 | 86,044 | 262 | 156,655 | 231 | 141,587 | 219 | 41,416 | 246 |
| Akron, Ohio | 4,633,778 | 83 | 986,440 | 76 | 933,899 | 75 | 507,540 | 74 | 573,611 | 85 | 483,390 | 81 | 188,975 | 94 |
| Albany, Ga. | 820,125 | 280 | 177,524 | 266 | 173,067 | 264 | 71,090 | 283 | 131,853 | 260 | 124,529 | 241 | 32,321 | 202 |
| Albany - Schenectady - Troy, N.Y. | 6,971,896 | 59 | 1,625,823 | 48 | 1,540,192 | 48 | 624,232 | 64 | 821,224 | 59 | 646,362 | 58 | 319,922 | 62 |
| Albuquerque, N.M. | 4,036,429 | 90 | 675,718 | 101 | 633,159 | 101 | 455,814 | 84 | 536,749 | 90 | 380,071 | 99 | 211,820 | 82 |
| Alexandria, La. | 1,029,500 | 249 | 206,973 | 243 | 196,259 | 245 | 73,528 | 279 | 205,026 | 190 | 163,728 | 196 | 61,965 | 197 |
| Allentown - Bethlehem - Easton, Pa. | 5,067,637 | 73 | 1,135,355 | 69 | 1,066,762 | 70 | 429,125 | 86 | 542,924 | 88 | 469,588 | 84 | 256,039 | 73 |
| Altoona, Pa. | 967,197 | 256 | 246,664 | 220 | 235,475 | 217 | 80,789 | 270 | 137,495 | 253 | 117,184 | 253 | 45,168 | 233 |
| Amarillo, Tex. | 1,915,518 | 163 | 347,872 | 175 | 333,651 | 174 | 174,679 | 169 | 331,604 | 139 | 244,210 | 150 | 112,709 | 137 |
| Anaheim - Santa Ana, Cal. | 20,628,144 | 13 | 3,527,474 | 16 | 3,281,986 | 17 | 2,743,687 | 9 | 2,386,615 | 13 | 1,831,123 | 14 | 1,349,349 | 11 |
| Anchorage, Alas. | 2,518,807 | 139 | 516,461 | 127 | 496,765 | 127 | 419,996 | 87 | 435,036 | 107 | 349,381 | 107 | 180,427 | 100 |
| Anderson, Ind. | 879,403 | 269 | 168,801 | 270 | 166,218 | 270 | 84,413 | 265 | 108,223 | 288 | 101,363 | 273 | 27,817 | 291 |
| Anderson, S.C. | 1,042,563 | 244 | 238,167 | 223 | 230,263 | 222 | 83,330 | 267 | 128,586 | 265 | 104,706 | 263 | 49,618 | 222 |
| Ann Arbor, Mich. | 2,404,889 | 143 | 368,836 | 166 | 340,140 | 170 | 279,210 | 126 | 348,908 | 132 | 314,997 | 122 | 152,340 | 114 |
| Anniston, Ala. | 734,327 | 293 | 84,947 | 319 | 82,565 | 319 | 74,139 | 278 | 114,488 | 280 | 103,096 | 270 | 36,715 | 266 |
| Appleton - Oshkosh - Neenah, Wisc. | 2,456,787 | 141 | 408,694 | 155 | 388,382 | 153 | 236,713 | 138 | 383,025 | 122 | 317,762 | 121 | 101,022 | 147 |
| Asheville, N.C. | 1,334,803 | 203 | 278,182 | 203 | 271,258 | 200 | 146,896 | 192 | 180,661 | 210 | 138,115 | 227 | 70,705 | 185 |
| Athens, Ga. | 1,049,549 | 243 | 182,789 | 260 | 176,786 | 260 | 108,668 | 230 | 134,920 | 254 | 121,325 | 247 | 38,913 | 260 |
| Atlanta, Ga. | 24,124,929 | 11 | 4,068,911 | 11 | 3,919,095 | 11 | 2,754,778 | 8 | 3,115,726 | 8 | 2,552,194 | 8 | 1,281,637 | 13 |
| Atlantic City, N.J. | 3,092,484 | 111 | 666,070 | 103 | 601,426 | 107 | 410,241 | 88 | 260,662 | 162 | 228,338 | 155 | 207,509 | 83 |
| Augusta, Ga. | 2,929,097 | 122 | 584,180 | 117 | 573,528 | 112 | 286,600 | 123 | 458,259 | 101 | 386,611 | 98 | 110,369 | 139 |
| Aurora - Elgin, Ill. | 2,657,825 | 131 | 433,990 | 149 | 416,799 | 147 | 245,734 | 134 | 355,561 | 130 | 296,982 | 126 | 159,954 | 112 |
| Austin, Tex. | 6,523,400 | 63 | 1,561,714 | 51 | 1,520,287 | 49 | 735,930 | 55 | 705,125 | 66 | 549,534 | 70 | 376,841 | 57 |
| Bakersfield, Cal. | 3,524,939 | 98 | 692,911 | 99 | 655,851 | 98 | 382,008 | 94 | 358,113 | 129 | 269,519 | 138 | 128,798 | 129 |
| Baltimore, Md. | 17,484,100 | 17 | 3,330,998 | 20 | 3,081,219 | 20 | 1,742,179 | 21 | 2,061,301 | 18 | 1,664,325 | 17 | 1,021,681 | 19 |
| Bangor, Me. | 1,271,553 | 210 | 277,229 | 205 | 257,494 | 208 | 105,919 | 232 | 142,036 | 248 | 99,897 | 278 | 48,638 | 225 |
| Baton Rouge, La. | 4,149,244 | 89 | 1,031,503 | 73 | 995,747 | 73 | 304,753 | 114 | 631,097 | 74 | 525,231 | 74 | 198,873 | 92 |
| Battle Creek, Mich. | 1,082,182 | 234 | 177,352 | 267 | 167,717 | 267 | 102,660 | 236 | 208,780 | 187 | 199,675 | 172 | 39,139 | 258 |
| Beaumont - Port Arthur, Tex. | 2,719,519 | 129 | 535,522 | 124 | 520,301 | 123 | 226,035 | 142 | 455,117 | 102 | 364,325 | 103 | 129,521 | 128 |
| Beaver County, Pa. | 918,288 | 264 | 248,925 | 217 | 235,775 | 216 | 80,900 | 269 | 159,806 | 229 | 140,218 | 223 | 34,639 | 271 |
| Bellingham, Wash. | 1,090,725 | 232 | 268,942 | 207 | 259,980 | 204 | 122,432 | 212 | 119,752 | 275 | 96,157 | 283 | 42,382 | 243 |
| Benton Harbor, Mich. | 1,148,486 | 225 | 199,685 | 250 | 182,791 | 256 | 132,845 | 204 | 152,975 | 237 | 135,622 | 230 | 43,321 | 240 |
| Bergen - Passaic, N.J. | 12,323,838 | 30 | 2,398,537 | 28 | 2,201,810 | 31 | 1,000,617 | 42 | 1,287,933 | 36 | 1,103,716 | 35 | 1,053,976 | 17 |
| Billings, Mont. | 1,093,984 | 231 | 265,633 | 208 | 258,040 | 207 | 119,489 | 216 | 144,029 | 245 | 126,847 | 238 | 45,977 | 231 |
| Biloxi - Gulfport, Miss. | 1,180,632 | 220 | 248,493 | 218 | 233,663 | 220 | 135,468 | 199 | 191,658 | 201 | 160,151 | 200 | 31,105 | 285 |
| Binghamton, N.Y. | 1,905,840 | 165 | 396,027 | 157 | 381,430 | 155 | 169,295 | 179 | 259,866 | 163 | 223,090 | 160 | 79,945 | 172 |
| Birmingham, Ala. | 6,661,038 | 62 | 1,162,221 | 66 | 1,124,845 | 65 | 593,074 | 67 | 852,180 | 56 | 672,508 | 55 | 468,484 | 46 |
| Bismarck, N.D. | 737,213 | 292 | 121,431 | 307 | 116,155 | 307 | 61,504 | 301 | 128,867 | 264 | 103,547 | 267 | 23,933 | 303 |
| Bloomington - Normal, Ill. | 1,067,332 | 238 | 167,377 | 271 | 158,903 | 273 | 120,035 | 214 | 154,043 | 233 | 122,633 | 243 | 35,661 | 268 |
| Bloomington, Ind. | 759,803 | 287 | 141,209 | 289 | 138,413 | 285 | 95,436 | 246 | 110,210 | 285 | 92,196 | 287 | 48,204 | 226 |
| Boise, Ida. | 1,550,437 | 187 | 385,150 | 160 | 373,255 | 158 | 172,069 | 173 | 182,569 | 206 | 142,665 | 216 | 65,982 | 190 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 33,301,185 | 5 | 6,444,786 | 5 | 5,737,355 | 5 | 4,432,429 | 4 | 3,211,997 | 7 | 2,522,671 | 9 | 1,976,489 | 6 |
| Boulder - Longmont, Colo. | 2,012,188 | 159 | 443,977 | 146 | 428,040 | 145 | 222,162 | 146 | 199,035 | 194 | 182,075 | 187 | 93,884 | 157 |
| Bradenton, Fla. | 1,671,344 | 179 | 372,813 | 165 | 354,578 | 165 | 190,590 | 159 | 198,088 | 196 | 165,429 | 195 | 62,234 | 196 |
| Brazoria, Tex. | 1,135,072 | 227 | 307,484 | 192 | 298,370 | 190 | 90,314 | 253 | 175,692 | 215 | 158,480 | 201 | 41,574 | 245 |
| Bremerton, Wash. | 1,178,139 | 221 | 282,099 | 199 | 271,368 | 199 | 117,136 | 220 | 141,021 | 251 | 97,952 | 281 | 47,859 | 227 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | 7,639,635 | 51 | 1,502,639 | 52 | 1,369,704 | 52 | 717,011 | 57 | 679,401 | 70 | 605,524 | 62 | 484,972 | 43 |
| Brownsville - Harlingen, Tex. | 1,442,992 | 194 | 352,200 | 174 | 333,195 | 175 | 128,964 | 207 | 230,469 | 176 | 191,737 | 181 | 114,851 | 135 |
| Bryan - College Station, Tex. | 842,911 | 277 | 194,659 | 256 | 185,221 | 254 | 84,974 | 264 | 116,385 | 278 | 93,444 | 286 | 39,234 | 257 |
| Buffalo, N.Y. | 6,873,197 | 60 | 1,712,587 | 45 | 1,575,164 | 47 | 724,504 | 56 | 763,159 | 62 | 638,204 | 59 | 282,873 | 70 |
| Burlington, N.C. | 900,048 | 267 | 173,194 | 269 | 166,325 | 269 | 66,066 | 294 | 81,346 | 311 | 64,605 | 312 | 53,125 | 214 |
| Burlington, Vt. | 1,189,146 | 219 | 251,633 | 216 | 233,993 | 219 | 159,983 | 185 | 109,087 | 286 | 84,577 | 298 | 57,258 | 207 |
| Canton, Ohio | 2,796,293 | 127 | 596,088 | 114 | 562,989 | 114 | 277,924 | 127 | 394,965 | 118 | 340,284 | 113 | 108,857 | 142 |
| Casper, Wyo. | 460,991 | 319 | 119,284 | 311 | 115,894 | 308 | 45,394 | 318 | 54,763 | 320 | 43,935 | 320 | 16,504 | 316 |
| Cedar Rapids, Iowa | 1,497,443 | 190 | 265,232 | 210 | 256,670 | 209 | 154,684 | 188 | 249,315 | 168 | 200,123 | 171 | 66,333 | 188 |
| Champaign - Urbana - Rantoul, Ill. | 1,384,518 | 201 | 188,132 | 259 | 179,765 | 257 | 169,541 | 178 | 200,849 | 192 | 162,591 | 197 | 75,502 | 178 |
| Charleston, S.C. | 3,562,689 | 97 | 753,856 | 89 | 719,719 | 88 | 363,952 | 96 | 396,696 | 117 | 280,725 | 131 | 203,908 | 84 |
| Charleston, W.Va. | 1,825,939 | 170 | 398,094 | 156 | 386,533 | 154 | 172,694 | 171 | 261,970 | 161 | 225,044 | 158 | 75,403 | 179 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | 8,749,247 | 44 | 1,645,120 | 47 | 1,603,696 | 45 | 864,179 | 48 | 888,076 | 53 | 677,075 | 54 | 460,449 | 49 |
| Charlottesville, Va. | 1,076,098 | 237 | 242,627 | 221 | 236,177 | 215 | 97,080 | 239 | 112,298 | 281 | 88,587 | 292 | 62,794 | 194 |
| Chattanooga, Tenn. | 3,105,428 | 110 | 573,426 | 118 | 558,816 | 116 | 274,913 | 128 | 406,565 | 113 | 337,075 | 114 | 180,342 | 101 |
| Cheyenne, Wyo. | 549,806 | 317 | 89,486 | 318 | 86,850 | 318 | 62,699 | 299 | 78,735 | 313 | 62,889 | 315 | 22,480 | 306 |
| Chicago, Ill. | 47,660,788 | 3 | 7,993,391 | 3 | 7,298,489 | 3 | 5,278,839 | 3 | 5,251,853 | 2 | 4,558,223 | 2 | 3,823,236 | 3 |
| Chico, Cal. | 1,139,717 | 226 | 254,285 | 214 | 243,463 | 212 | 125,090 | 210 | 121,204 | 273 | 100,964 | 274 | 40,701 | 251 |
| Cincinnati, Ohio | 11,301,759 | 34 | 2,258,239 | 34 | 2,100,917 | 33 | 1,378,199 | 27 | 1,622,790 | 29 | 1,489,235 | 23 | 539,141 | 39 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 1,054,654 | 241 | 154,414 | 278 | 151,023 | 276 | 95,722 | 245 | 147,120 | 244 | 130,744 | 235 | 53,645 | 212 |
| Cleveland, Ohio | 13,429,474 | 27 | 2,596,728 | 27 | 2,381,170 | 27 | 1,361,371 | 30 | 1,780,242 | 25 | 1,460,239 | 25 | 768,599 | 24 |
| Colorado Springs, Colo. | 2,900,348 | 124 | 506,874 | 131 | 491,659 | 129 | 298,173 | 118 | 375,540 | 125 | 295,292 | 127 | 135,905 | 124 |
| Columbia, Mo. | 921,455 | 262 | 138,378 | 296 | 135,199 | 288 | 81,217 | 268 | 153,116 | 236 | 121,992 | 245 | 39,115 | 259 |
| Columbia, S.C. | 3,626,176 | 93 | 619,413 | 109 | 592,692 | 108 | 397,840 | 90 | 442,132 | 104 | 367,157 | 102 | 178,411 | 102 |
| Columbus, Ga. | 1,686,624 | 178 | 320,702 | 185 | 308,796 | 184 | 170,745 | 177 | 229,423 | 179 | 188,634 | 185 | 95,587 | 154 |
| Columbus, Ohio | 11,017,287 | 37 | 1,746,189 | 44 | 1,660,022 | 44 | 1,247,365 | 36 | 1,538,945 | 30 | 1,269,362 | 28 | 571,467 | 34 |
| Corpus Christi, Tex. | 2,411,511 | 142 | 562,310 | 121 | 543,928 | 119 | 225,419 | 143 | 332,458 | 138 | 237,068 | 153 | 109,792 | 140 |
| Cumberland, Md. | 643,437 | 310 | 136,540 | 297 | 128,435 | 297 | 62,485 | 300 | 104,728 | 290 | 87,500 | 293 | 25,253 | 298 |
| Dallas, Tex. | 24,500,160 | 10 | 4,621,584 | 10 | 4,474,280 | 10 | 2,500,459 | 11 | 2,960,324 | 11 | 2,343,349 | 12 | 1,419,256 | 10 |
| Danville, Va. | 671,019 | 305 | 164,052 | 273 | 160,135 | 272 | 52,530 | 313 | 106,096 | 289 | 89,481 | 291 | 10,825 | 318 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 2,812,347 | 126 | 525,941 | 126 | 497,870 | 126 | 291,969 | 121 | 388,849 | 119 | 372,487 | 101 | 109,193 | 141 |
| Dayton - Springfield, Ohio | 7,075,679 | 57 | 1,290,589 | 62 | 1,231,225 | 63 | 742,509 | 53 | 1,141,176 | 44 | 971,062 | 39 | 245,606 | 78 |
| Daytona Beach, Fla. | 3,004,950 | 117 | 663,655 | 104 | 632,343 | 102 | 341,362 | 104 | 366,538 | 127 | 318,102 | 120 | 102,748 | 146 |
| Decatur, Ala. | 740,077 | 291 | 120,043 | 309 | 116,636 | 306 | 58,360 | 304 | 92,553 | 307 | 86,239 | 295 | 37,765 | 264 |

## S&MM METRO MARKET RANKINGS ACROSS THE BOARD: Retail Sales by Store Group

| Area | Furniture/ Home Furnishings/ Appliance Stores ($000) | Rank | Furniture & Home Furnishings Stores ($000) | Rank | Automotive Dealers ($000) | Rank | Gasoline Service Stations ($000) | Rank | Building Materials & Hardware Dealers ($000) | Rank | Drugstores ($000) | Rank |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Abilene, Tex. | 38,028 | 263 | 20,724 | 258 | 244,261 | 225 | 89,824 | 221 | 34,265 | 301 | 26,217 | 284 |
| Akron, Ohio | 244,739 | 78 | 116,100 | 87 | 893,061 | 85 | 429,462 | 66 | 302,482 | 64 | 153,723 | 96 |
| Albany, Ga. | 46,737 | 233 | 29,214 | 212 | 160,592 | 287 | 42,933 | 307 | 51,117 | 260 | 25,990 | 286 |
| Albany - Schenectady - Troy, N.Y. | 330,108 | 61 | 174,975 | 64 | 1,543,153 | 55 | 390,612 | 73 | 315,193 | 62 | 278,055 | 56 |
| Albuquerque, N.M. | 220,684 | 83 | 132,799 | 81 | 939,039 | 82 | 209,599 | 116 | 243,804 | 81 | 167,802 | 90 |
| Alexandria, La. | 33,388 | 280 | 20,169 | 263 | 212,652 | 249 | 74,054 | 244 | 58,182 | 247 | 36,563 | 251 |
| Allentown - Bethlehem - Easton, Pa. | 208,408 | 93 | 114,516 | 90 | 1,044,491 | 78 | 314,303 | 84 | 322,467 | 60 | 196,988 | 78 |
| Altoona, Pa. | 56,105 | 207 | 32,421 | 201 | 201,293 | 260 | 54,876 | 282 | 42,102 | 280 | 42,708 | 228 |
| Amarillo, Tex. | 74,436 | 180 | 43,599 | 171 | 437,806 | 155 | 161,717 | 142 | 59,529 | 243 | 41,891 | 230 |
| Anaheim - Santa Ana, Cal. | 1,295,860 | 9 | 646,768 | 11 | 4,285,023 | 13 | 1,101,088 | 17 | 998,402 | 12 | 828,674 | 12 |
| Anchorage, Alas. | 90,181 | 164 | 49,711 | 163 | 319,221 | 188 | 119,482 | 178 | 102,848 | 166 | 50,615 | 204 |
| Anderson, Ind. | 33,970 | 278 | 13,498 | 299 | 214,216 | 247 | 65,121 | 263 | 67,228 | 225 | 41,136 | 232 |
| Anderson, S.C. | 39,848 | 257 | 24,283 | 236 | 235,486 | 227 | 73,251 | 247 | 72,732 | 216 | 49,271 | 209 |
| Ann Arbor, Mich. | 137,743 | 124 | 67,176 | 136 | 492,088 | 141 | 149,553 | 149 | 137,490 | 136 | 86,111 | 153 |
| Anniston, Ala. | 27,462 | 295 | 18,571 | 270 | 195,067 | 265 | 73,428 | 246 | 37,608 | 293 | 30,021 | 272 |
| Appleton - Oshkosh - Neenah, Wisc. | 139,462 | 120 | 52,953 | 156 | 541,566 | 134 | 169,503 | 137 | 179,885 | 112 | 62,209 | 182 |
| Asheville, N.C. | 78,817 | 177 | 45,493 | 169 | 245,635 | 221 | 79,527 | 239 | 77,136 | 199 | 49,698 | 206 |
| Athens, Ga. | 44,883 | 240 | 23,660 | 241 | 175,098 | 274 | 119,742 | 177 | 75,857 | 204 | 42,494 | 229 |
| Atlanta, Ga. | 1,278,402 | 10 | 690,922 | 10 | 5,295,076 | 10 | 1,552,581 | 9 | 1,397,370 | 4 | 860,878 | 10 |
| Atlantic City, N.J. | 133,973 | 130 | 77,363 | 120 | 582,391 | 126 | 165,995 | 138 | 123,314 | 147 | 103,166 | 129 |
| Augusta, Ga. | 134,434 | 129 | 86,783 | 111 | 602,188 | 121 | 191,790 | 124 | 211,522 | 97 | 120,500 | 116 |
| Aurora - Elgin, Ill. | 138,514 | 122 | 70,976 | 127 | 480,448 | 144 | 184,497 | 129 | 265,548 | 73 | 137,135 | 108 |
| Austin, Tex. | 339,287 | 58 | 172,901 | 65 | 1,313,797 | 62 | 403,809 | 70 | 232,627 | 89 | 172,121 | 88 |
| Bakersfield, Cal. | 185,690 | 99 | 94,598 | 101 | 665,889 | 110 | 344,905 | 76 | 247,849 | 78 | 250,859 | 61 |
| Baltimore, Md. | 878,051 | 21 | 520,248 | 18 | 3,833,242 | 16 | 1,044,216 | 18 | 802,476 | 19 | 696,457 | 21 |
| Bangor, Me. | 44,178 | 241 | 21,098 | 254 | 322,302 | 187 | 109,389 | 197 | 75,196 | 206 | 41,481 | 231 |
| Baton Rouge, La. | 208,625 | 92 | 93,806 | 102 | 906,266 | 84 | 286,978 | 91 | 183,691 | 109 | 152,252 | 97 |
| Battle Creek, Mich. | 40,998 | 251 | 24,914 | 234 | 209,492 | 252 | 130,589 | 162 | 38,332 | 290 | 46,154 | 217 |
| Beaumont - Port Arthur, Tex. | 93,582 | 159 | 41,713 | 177 | 677,820 | 107 | 195,850 | 123 | 96,727 | 173 | 93,694 | 136 |
| Beaver County, Pa. | 38,432 | 260 | 20,461 | 259 | 156,205 | 292 | 61,204 | 269 | 34,556 | 300 | 48,678 | 212 |
| Bellingham, Wash. | 70,445 | 185 | 30,319 | 205 | 127,908 | 308 | 116,149 | 185 | 75,994 | 203 | 49,586 | 207 |
| Benton Harbor, Mich. | 24,295 | 304 | 11,818 | 307 | 223,332 | 239 | 178,846 | 131 | 72,225 | 218 | 53,618 | 198 |
| Bergen - Passaic, N.J. | 848,222 | 23 | 601,965 | 14 | 2,490,693 | 31 | 632,388 | 40 | 397,969 | 48 | 403,612 | 37 |
| Billings, Mont. | 52,137 | 216 | 34,810 | 193 | 244,839 | 223 | 54,405 | 283 | 46,419 | 271 | 21,522 | 296 |
| Biloxi - Gulfport, Miss. | 45,424 | 237 | 24,012 | 237 | 259,757 | 214 | 89,122 | 222 | 55,328 | 252 | 47,222 | 214 |
| Binghamton, N.Y. | 81,828 | 173 | 52,664 | 157 | 413,278 | 158 | 124,408 | 170 | 87,961 | 184 | 93,493 | 138 |
| Birmingham, Ala. | 255,484 | 75 | 153,543 | 71 | 1,767,721 | 52 | 436,038 | 64 | 288,314 | 68 | 295,481 | 50 |
| Bismarck, N.D. | 20,214 | 314 | 9,084 | 316 | 195,155 | 264 | 67,436 | 257 | 30,724 | 306 | 26,591 | 283 |
| Bloomington - Normal, Ill. | 49,971 | 224 | 23,189 | 243 | 230,672 | 232 | 105,556 | 203 | 65,332 | 231 | 50,986 | 201 |
| Bloomington, Ind. | 34,793 | 273 | 19,161 | 268 | 144,733 | 297 | 44,041 | 302 | 47,753 | 266 | 29,250 | 277 |
| Boise, Ida. | 79,164 | 175 | 39,296 | 182 | 294,343 | 201 | 111,121 | 195 | 78,176 | 197 | 39,645 | 237 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 1,493,827 | 7 | 889,295 | 8 | 6,709,052 | 5 | 1,747,886 | 6 | 1,388,102 | 5 | 1,326,051 | 6 |
| Boulder - Longmont, Colo. | 94,774 | 158 | 38,353 | 184 | 387,164 | 166 | 119,361 | 179 | 128,394 | 141 | 46,844 | 216 |
| Bradenton, Fla. | 85,548 | 169 | 56,309 | 150 | 377,386 | 170 | 117,538 | 181 | 77,012 | 200 | 75,673 | 168 |
| Brazoria, Tex. | 23,435 | 307 | 14,227 | 293 | 288,170 | 203 | 52,694 | 284 | 41,696 | 283 | 37,397 | 248 |
| Bremerton, Wash. | 68,016 | 189 | 27,434 | 224 | 168,512 | 281 | 75,439 | 242 | 103,529 | 165 | 67,225 | 175 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | 382,516 | 53 | 220,177 | 51 | 1,350,214 | 61 | 462,114 | 59 | 375,908 | 53 | 223,039 | 72 |
| Brownsville - Harlingen, Tex. | 50,082 | 223 | 28,052 | 219 | 282,377 | 204 | 83,268 | 230 | 56,910 | 250 | 35,761 | 253 |
| Bryan - College Station, Tex. | 34,079 | 277 | 15,824 | 287 | 182,943 | 269 | 43,768 | 303 | 31,217 | 304 | 17,257 | 304 |
| Buffalo, N.Y. | 361,942 | 55 | 187,493 | 57 | 1,426,368 | 60 | 496,884 | 53 | 225,688 | 93 | 372,218 | 41 |
| Burlington, N.C. | 45,162 | 238 | 33,597 | 196 | 215,198 | 246 | 93,601 | 219 | 60,326 | 241 | 38,910 | 240 |
| Burlington, Vt. | 57,950 | 203 | 33,340 | 197 | 213,767 | 248 | 83,866 | 228 | 81,789 | 193 | 34,578 | 261 |
| Canton, Ohio | 135,699 | 126 | 64,090 | 140 | 565,200 | 129 | 217,976 | 114 | 143,191 | 132 | 93,202 | 139 |
| Casper, Wyo. | 23,569 | 306 | 13,084 | 302 | 88,721 | 320 | 41,893 | 309 | 20,842 | 316 | 7,767 | 319 |
| Cedar Rapids, Iowa | 59,991 | 200 | 32,882 | 200 | 346,341 | 181 | 123,045 | 171 | 85,998 | 188 | 55,157 | 193 |
| Champaign - Urbana - Rantoul, Ill. | 64,446 | 192 | 29,302 | 210 | 204,691 | 257 | 88,387 | 223 | 80,162 | 195 | 50,687 | 203 |
| Charleston, S.C. | 162,999 | 109 | 98,179 | 98 | 737,386 | 99 | 281,417 | 93 | 217,752 | 95 | 126,896 | 112 |
| Charleston, W.Va. | 69,942 | 186 | 39,014 | 183 | 441,586 | 153 | 95,059 | 214 | 97,750 | 171 | 86,212 | 152 |
| Charlotte - Gastonia - Rock Hill, N.C. - S.C. | 463,363 | 45 | 276,848 | 43 | 2,092,408 | 40 | 548,318 | 49 | 576,699 | 26 | 378,060 | 40 |
| Charlottesville, Va. | 57,190 | 204 | 36,294 | 188 | 181,198 | 270 | 47,562 | 293 | 63,398 | 235 | 39,287 | 238 |
| Chattanooga, Tenn. | 165,598 | 108 | 89,865 | 106 | 676,175 | 109 | 258,468 | 102 | 168,433 | 118 | 87,941 | 149 |
| Cheyenne, Wyo. | 19,528 | 315 | 9,815 | 312 | 122,636 | 312 | 59,973 | 272 | 29,444 | 308 | 5,677 | 320 |
| Chicago, Ill. | 2,737,480 | 3 | 1,553,766 | 3 | 8,621,449 | 2 | 2,941,740 | 2 | 1,910,050 | 2 | 2,739,208 | 2 |
| Chico, Cal. | 83,893 | 171 | 37,246 | 187 | 179,264 | 271 | 66,856 | 258 | 76,048 | 202 | 90,989 | 142 |
| Cincinnati, Ohio | 507,879 | 39 | 295,030 | 38 | 2,073,619 | 41 | 808,668 | 30 | 572,185 | 28 | 494,486 | 32 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 52,263 | 215 | 25,665 | 229 | 296,234 | 200 | 73,513 | 245 | 75,499 | 205 | 32,874 | 267 |
| Cleveland, Ohio | 623,337 | 34 | 360,199 | 32 | 2,637,972 | 28 | 1,039,139 | 19 | 574,952 | 27 | 756,856 | 17 |
| Colorado Springs, Colo. | 167,147 | 106 | 91,101 | 105 | 610,535 | 120 | 196,385 | 122 | 174,244 | 114 | 67,981 | 173 |
| Columbia, Mo. | 31,828 | 288 | 16,491 | 283 | 223,051 | 240 | 59,159 | 276 | 92,502 | 177 | 15,181 | 310 |
| Columbia, S.C. | 205,336 | 95 | 114,009 | 91 | 828,553 | 91 | 226,041 | 110 | 270,941 | 70 | 121,851 | 114 |
| Columbus, Ga. | 78,845 | 176 | 42,950 | 175 | 374,750 | 172 | 138,644 | 154 | 79,187 | 196 | 64,455 | 179 |
| Columbus, Ohio | 503,759 | 40 | 277,822 | 42 | 2,375,423 | 35 | 858,486 | 29 | 544,813 | 30 | 406,617 | 36 |
| Corpus Christi, Tex. | 89,250 | 167 | 52,420 | 160 | 645,543 | 115 | 133,655 | 158 | 73,021 | 214 | 56,109 | 189 |
| Cumberland, Md. | 37,160 | 267 | 17,096 | 278 | 100,857 | 317 | 49,119 | 291 | 36,084 | 296 | 33,159 | 266 |
| Dallas, Tex. | 1,161,007 | 13 | 636,078 | 12 | 6,355,506 | 7 | 1,373,097 | 11 | 804,390 | 18 | 585,362 | 26 |
| Danville, Va. | 33,370 | 281 | 23,767 | 240 | 133,414 | 302 | 59,969 | 273 | 38,261 | 291 | 37,077 | 249 |
| Davenport - Rock Island - Moline, Iowa - Ill. | 112,373 | 143 | 52,526 | 158 | 599,902 | 122 | 298,594 | 87 | 120,946 | 151 | 143,826 | 103 |
| Dayton - Springfield, Ohio | 281,977 | 66 | 179,439 | 61 | 1,631,083 | 54 | 610,622 | 42 | 338,646 | 54 | 251,747 | 60 |
| Daytona Beach, Fla. | 134,469 | 128 | 77,847 | 118 | 627,515 | 117 | 197,762 | 120 | 183,599 | 110 | 161,922 | 93 |
| Decatur, Ala. | 43,010 | 242 | 28,184 | 218 | 220,517 | 242 | 33,163 | 319 | 38,574 | 289 | 24,219 | 292 |

## S&MM METRO MARKET RANKINGS ACROSS THE BOARD: Retail Sales by Merchandise Line

| Area | Groceries & Other Foods | | Drugs & Health & Beauty Aids | | Major Household Appliances | | Televisions, Video Recorders & Tapes | | Audio Equipment, Musical Instruments & Supplies | |
|---|---|---|---|---|---|---|---|---|---|---|
| | ($000) | Rank | ($000) | Rank | ($000) | Rank | ($000) | Rank | ($000) | Rank |
| Abilene, Tex. | 106,300 | 300 | 49,166 | 254 | 11,315 | 271 | 9,349 | 245 | 14,234 | 211 |
| Akron, Ohio | 784,480 | 78 | 225,239 | 80 | 65,171 | 72 | 32,860 | 102 | 62,173 | 73 |
| Albany, Ga. | 160,872 | 252 | 36,756 | 286 | 12,331 | 255 | 7,491 | 274 | 8,893 | 274 |
| Albany - Schenectady - Troy, N.Y. | 1,291,629 | 49 | 337,227 | 59 | 103,193 | 46 | 54,108 | 63 | 83,605 | 53 |
| Albuquerque, N.M. | 571,713 | 97 | 164,039 | 101 | 58,461 | 78 | 46,228 | 73 | 48,119 | 87 |
| Alexandria, La. | 166,075 | 248 | 52,937 | 242 | 13,467 | 234 | 11,728 | 218 | 10,901 | 248 |
| Allentown - Bethlehem - Easton, Pa. | 887,068 | 72 | 244,319 | 74 | 58,344 | 79 | 38,481 | 87 | 37,121 | 109 |
| Altoona, Pa. | 217,886 | 209 | 49,633 | 251 | 14,291 | 227 | 9,752 | 242 | 11,868 | 237 |
| Amarillo, Tex. | 262,544 | 183 | 86,580 | 172 | 22,185 | 171 | 22,343 | 144 | 22,693 | 167 |
| Anaheim - Santa Ana, Cal. | 2,981,391 | 14 | 963,206 | 12 | 245,527 | 13 | 212,514 | 12 | 270,159 | 15 |
| Anchorage, Alas. | 452,503 | 124 | 99,496 | 160 | 23,176 | 166 | 25,336 | 132 | 25,238 | 155 |
| Anderson, Ind. | 138,628 | 273 | 47,547 | 259 | 11,219 | 273 | 10,577 | 228 | 16,780 | 195 |
| Anderson, S.C. | 191,555 | 231 | 59,961 | 219 | 13,349 | 235 | 7,571 | 273 | 9,814 | 262 |
| Ann Arbor, Mich. | 359,669 | 148 | 106,439 | 148 | 25,286 | 158 | 23,934 | 137 | 38,982 | 106 |
| Anniston, Ala. | 83,641 | 318 | 40,079 | 277 | 8,811 | 298 | 8,372 | 262 | 6,710 | 302 |
| Appleton - Oshkosh - Neenah, Wisc. | 352,534 | 151 | 100,929 | 157 | 31,536 | 139 | 25,365 | 131 | 34,696 | 115 |
| Asheville, N.C. | 217,974 | 208 | 56,752 | 231 | 22,812 | 168 | 15,252 | 184 | 16,735 | 197 |
| Athens, Ga. | 163,004 | 250 | 51,059 | 248 | 14,425 | 225 | 8,488 | 259 | 12,229 | 233 |
| Atlanta, Ga. | 3,396,850 | 11 | 1,090,809 | 11 | 303,832 | 8 | 232,166 | 10 | 305,640 | 10 |
| Atlantic City, N.J. | 550,092 | 102 | 134,859 | 123 | 35,468 | 125 | 18,540 | 166 | 28,529 | 137 |
| Augusta, Ga. | 473,791 | 120 | 144,450 | 115 | 37,285 | 117 | 28,293 | 122 | 31,416 | 128 |
| Aurora - Elgin, Ill. | 370,845 | 142 | 125,147 | 129 | 34,789 | 127 | 23,724 | 138 | 31,643 | 126 |
| Austin, Tex. | 1,072,880 | 60 | 343,003 | 57 | 70,062 | 68 | 71,386 | 52 | 89,215 | 49 |
| Bakersfield, Cal. | 566,912 | 98 | 185,321 | 90 | 40,428 | 108 | 33,639 | 98 | 43,247 | 97 |
| Baltimore, Md. | 2,732,112 | 18 | 955,375 | 13 | 191,574 | 22 | 160,976 | 22 | 195,920 | 22 |
| Bangor, Me. | 205,661 | 218 | 49,780 | 250 | 13,318 | 237 | 7,285 | 279 | 11,044 | 245 |
| Baton Rouge, La. | 736,721 | 82 | 226,909 | 78 | 45,738 | 95 | 45,503 | 74 | 55,817 | 78 |
| Battle Creek, Mich. | 187,928 | 235 | 59,616 | 222 | 13,622 | 233 | 6,229 | 298 | 8,444 | 277 |
| Beaumont - Port Arthur, Tex. | 397,408 | 134 | 158,393 | 106 | 35,169 | 126 | 29,160 | 117 | 26,896 | 144 |
| Beaver County, Pa. | 214,469 | 210 | 57,020 | 230 | 14,336 | 226 | 7,334 | 278 | 10,245 | 259 |
| Bellingham, Wash. | 222,157 | 204 | 55,627 | 234 | 11,245 | 272 | 25,632 | 130 | 15,880 | 202 |
| Benton Harbor, Mich. | 195,237 | 225 | 60,780 | 217 | 11,182 | 274 | 5,427 | 308 | 5,192 | 317 |
| Bergen - Passaic, N.J. | 2,007,100 | 28 | 705,827 | 25 | 146,557 | 29 | 105,907 | 33 | 140,501 | 31 |
| Billings, Mont. | 202,631 | 221 | 59,933 | 221 | 11,587 | 267 | 9,246 | 246 | 12,623 | 227 |
| Biloxi - Gulfport, Miss. | 198,751 | 223 | 58,179 | 227 | 15,128 | 216 | 9,380 | 244 | 9,705 | 263 |
| Binghamton, N.Y. | 325,245 | 160 | 101,852 | 155 | 26,986 | 153 | 17,067 | 175 | 24,542 | 162 |
| Birmingham, Ala. | 1,005,460 | 64 | 359,789 | 52 | 78,820 | 60 | 64,978 | 54 | 55,941 | 77 |
| Bismarck, N.D. | 110,045 | 297 | 33,917 | 297 | 8,591 | 300 | 7,467 | 275 | 7,871 | 287 |
| Bloomington - Normal, Ill. | 145,489 | 266 | 48,965 | 255 | 11,425 | 269 | 8,270 | 263 | 17,522 | 192 |
| Bloomington, Ind. | 112,111 | 294 | 32,376 | 304 | 8,557 | 303 | 8,442 | 261 | 13,224 | 219 |
| Boise, Ida. | 290,954 | 172 | 65,081 | 203 | 18,722 | 190 | 12,511 | 208 | 20,093 | 177 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 5,655,616 | 5 | 1,465,507 | 7 | 331,064 | 6 | 219,773 | 11 | 372,450 | 6 |
| Boulder - Longmont, Colo. | 335,296 | 155 | 89,210 | 169 | 14,919 | 219 | 20,291 | 159 | 32,804 | 125 |
| Bradenton, Fla. | 288,696 | 173 | 79,828 | 184 | 18,743 | 189 | 13,453 | 199 | 15,913 | 201 |
| Brazoria, Tex. | 208,205 | 214 | 62,757 | 211 | 12,303 | 256 | 8,753 | 253 | 8,134 | 282 |
| Bremerton, Wash. | 234,768 | 198 | 58,499 | 225 | 16,240 | 206 | 15,233 | 185 | 19,731 | 179 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | 1,271,234 | 50 | 303,619 | 65 | 85,838 | 56 | 61,197 | 58 | 79,966 | 57 |
| Brownsville - Harlingen, Tex. | 263,050 | 182 | 76,668 | 188 | 20,369 | 175 | 16,857 | 177 | 15,356 | 206 |
| Bryan - College Station, Tex. | 135,712 | 277 | 49,224 | 253 | 9,956 | 285 | 9,182 | 247 | 10,977 | 246 |
| Buffalo, N.Y. | 1,412,242 | 42 | 390,117 | 50 | 78,212 | 61 | 56,451 | 61 | 73,422 | 60 |
| Burlington, N.C. | 142,684 | 268 | 42,340 | 272 | 9,086 | 294 | 7,134 | 280 | 6,228 | 308 |
| Burlington, Vt. | 210,446 | 211 | 44,669 | 267 | 11,516 | 268 | 5,818 | 303 | 13,508 | 218 |
| Canton, Ohio | 498,834 | 115 | 123,131 | 132 | 42,313 | 104 | 30,460 | 111 | 30,898 | 130 |
| Casper, Wyo. | 92,680 | 314 | 28,111 | 312 | 6,020 | 317 | 4,271 | 319 | 5,855 | 310 |
| Cedar Rapids, Iowa | 224,382 | 200 | 63,952 | 206 | 15,117 | 217 | 16,775 | 178 | 15,377 | 205 |
| Champaign - Urbana - Rantoul, Ill. | 157,424 | 259 | 48,446 | 257 | 17,035 | 196 | 17,690 | 173 | 22,727 | 166 |
| Charleston, S.C. | 620,592 | 90 | 154,431 | 107 | 44,788 | 96 | 29,870 | 113 | 36,191 | 113 |
| Charleston, W.Va. | 309,099 | 164 | 115,043 | 138 | 23,684 | 163 | 18,393 | 167 | 17,088 | 194 |
| Charlotte - Gastonia - Rock Hill, N.C. - S.C. | 1,351,327 | 46 | 410,840 | 47 | 120,404 | 39 | 88,179 | 38 | 81,944 | 55 |
| Charlottesville, Va. | 187,831 | 236 | 52,935 | 243 | 12,003 | 259 | 10,027 | 238 | 58,742 | 76 |
| Chattanooga, Tenn. | 524,131 | 108 | 123,134 | 131 | 48,109 | 91 | 32,713 | 105 | 30,969 | 129 |
| Cheyenne, Wyo. | 71,511 | 319 | 25,088 | 317 | 6,507 | 315 | 5,190 | 314 | 6,120 | 309 |
| Chicago, Ill. | 7,034,328 | 3 | 2,364,516 | 3 | 566,310 | 2 | 494,268 | 2 | 630,916 | 3 |
| Chico, Cal. | 203,460 | 220 | 69,137 | 198 | 18,771 | 187 | 13,023 | 202 | 24,688 | 159 |
| Cincinnati, Ohio | 1,778,099 | 32 | 593,471 | 32 | 139,459 | 33 | 82,923 | 42 | 100,975 | 44 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 128,463 | 282 | 45,590 | 265 | 13,298 | 238 | 12,700 | 206 | 11,924 | 236 |
| Cleveland, Ohio | 2,108,689 | 27 | 824,174 | 20 | 146,071 | 31 | 108,993 | 31 | 149,585 | 29 |
| Colorado Springs, Colo. | 376,718 | 141 | 112,702 | 142 | 34,537 | 129 | 31,431 | 109 | 39,431 | 104 |
| Columbia, Mo. | 115,718 | 292 | 29,727 | 308 | 11,796 | 263 | 9,593 | 243 | 8,362 | 278 |
| Columbia, S.C. | 490,545 | 117 | 161,177 | 104 | 46,494 | 93 | 33,003 | 101 | 41,045 | 102 |
| Columbus, Ga. | 285,973 | 174 | 76,402 | 190 | 22,035 | 172 | 16,664 | 179 | 19,852 | 178 |
| Columbus, Ohio | 1,544,077 | 40 | 626,922 | 30 | 94,914 | 49 | 47,854 | 70 | 140,644 | 30 |
| Corpus Christi, Tex. | 359,298 | 149 | 124,743 | 130 | 24,775 | 159 | 26,749 | 126 | 25,286 | 154 |
| Cumberland, Md. | 111,357 | 295 | 39,865 | 279 | 9,006 | 295 | 5,448 | 307 | 8,161 | 281 |
| Dallas, Tex. | 3,396,960 | 10 | 1,132,522 | 10 | 263,465 | 11 | 271,688 | 6 | 285,502 | 14 |
| Danville, Va. | 136,713 | 275 | 42,923 | 271 | 8,582 | 301 | 5,302 | 311 | 7,254 | 296 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 427,437 | 128 | 139,040 | 118 | 28,808 | 150 | 26,299 | 128 | 25,659 | 151 |
| Dayton - Springfield, Ohio | 1,088,937 | 58 | 337,060 | 60 | 89,067 | 52 | 72,572 | 51 | 68,927 | 64 |
| Daytona Beach, Fla. | 511,797 | 114 | 150,607 | 109 | 37,437 | 116 | 24,580 | 135 | 27,919 | 141 |
| Decatur, Ala. | 102,598 | 305 | 33,474 | 299 | 10,482 | 281 | 8,197 | 264 | 7,745 | 290 |

## S&MM METRO MARKET RANKINGS ACROSS THE BOARD: Retail Sales by Merchandise Line

| Area | Home Computers & Calculators | | Furniture & Sleep Equipment | | Men's & Boys' Clothing | | Women's & Girls' Clothing | | Footwear | |
|---|---|---|---|---|---|---|---|---|---|---|
| | ($000) | Rank | ($000) | Rank | ($000) | Rank | ($000) | Rank | ($000) | Rank |
| Abilene, Tex. | 3,838 | 233 | 20,458 | 222 | 24,641 | 262 | 52,873 | 252 | 16,257 | 231 |
| Akron, Ohio | 13,434 | 105 | 89,207 | 86 | 121,155 | 86 | 231,098 | 91 | 63,837 | 88 |
| Albany, Ga. | 2,593 | 281 | 18,386 | 233 | 23,738 | 270 | 52,511 | 255 | 14,798 | 252 |
| Albany - Schenectady - Troy, N.Y. | 35,824 | 46 | 136,822 | 60 | 166,436 | 66 | 347,894 | 62 | 84,539 | 67 |
| Albuquerque, N.M. | 17,048 | 82 | 84,451 | 91 | 117,919 | 89 | 203,575 | 98 | 75,310 | 78 |
| Alexandria, La. | 3,287 | 253 | 16,352 | 249 | 36,843 | 197 | 74,841 | 193 | 22,453 | 189 |
| Allentown - Bethlehem - Easton, Pa. | 14,859 | 93 | 92,749 | 83 | 132,899 | 77 | 295,037 | 75 | 70,373 | 82 |
| Altoona, Pa. | 4,474 | 219 | 23,978 | 205 | 29,174 | 236 | 61,962 | 222 | 13,791 | 263 |
| Amarillo, Tex. | 8,942 | 140 | 32,057 | 179 | 60,115 | 151 | 125,711 | 151 | 30,724 | 157 |
| Anaheim - Santa Ana, Cal. | 152,074 | 7 | 462,040 | 11 | 664,577 | 13 | 1,294,402 | 12 | 359,701 | 12 |
| Anchorage, Alas. | 10,380 | 128 | 41,915 | 151 | 65,528 | 139 | 141,642 | 135 | 37,803 | 139 |
| Anderson, Ind. | 4,900 | 203 | 10,661 | 303 | 31,963 | 217 | 38,526 | 297 | 9,318 | 304 |
| Anderson, S.C. | 2,351 | 297 | 15,457 | 258 | 22,890 | 277 | 58,912 | 230 | 16,236 | 232 |
| Ann Arbor, Mich. | 7,253 | 166 | 39,145 | 157 | 74,313 | 129 | 151,960 | 129 | 42,642 | 122 |
| Anniston, Ala. | 1,938 | 307 | 10,518 | 305 | 17,662 | 304 | 39,361 | 294 | 11,344 | 289 |
| Appleton - Oshkosh - Neenah, Wisc. | 7,443 | 162 | 53,493 | 129 | 68,935 | 134 | 134,647 | 144 | 33,537 | 149 |
| Asheville, N.C. | 4,595 | 215 | 35,627 | 169 | 33,608 | 212 | 67,199 | 210 | 22,383 | 192 |
| Athens, Ga. | 5,442 | 195 | 12,472 | 287 | 26,850 | 248 | 55,914 | 241 | 17,754 | 223 |
| Atlanta, Ga. | 100,526 | 16 | 542,859 | 9 | 707,641 | 11 | 1,569,221 | 9 | 405,035 | 10 |
| Atlantic City, N.J. | 7,596 | 158 | 57,078 | 118 | 88,211 | 109 | 202,554 | 99 | 41,780 | 125 |
| Augusta, Ga. | 8,174 | 147 | 50,255 | 137 | 82,542 | 115 | 174,326 | 116 | 47,869 | 112 |
| Aurora - Elgin, Ill. | 12,362 | 115 | 51,633 | 132 | 85,151 | 113 | 178,309 | 115 | 40,819 | 128 |
| Austin, Tex. | 27,734 | 61 | 117,741 | 68 | 169,938 | 64 | 348,706 | 61 | 113,193 | 57 |
| Bakersfield, Cal. | 8,460 | 144 | 67,026 | 103 | 85,841 | 112 | 146,315 | 133 | 50,580 | 106 |
| Baltimore, Md. | 69,726 | 24 | 426,340 | 15 | 524,353 | 16 | 1,037,653 | 20 | 300,917 | 18 |
| Bangor, Me. | 4,681 | 214 | 18,413 | 232 | 40,973 | 187 | 60,967 | 224 | 21,790 | 194 |
| Baton Rouge, La. | 28,862 | 57 | 82,086 | 93 | 123,694 | 81 | 257,322 | 83 | 81,594 | 70 |
| Battle Creek, Mich. | 2,771 | 267 | 17,019 | 244 | 30,878 | 222 | 53,141 | 250 | 15,255 | 245 |
| Beaumont - Port Arthur, Tex. | 11,229 | 122 | 40,586 | 155 | 74,095 | 130 | 157,319 | 126 | 40,398 | 133 |
| Beaver County, Pa. | 1,688 | 314 | 14,460 | 270 | 27,812 | 243 | 56,684 | 238 | 15,869 | 237 |
| Bellingham, Wash. | 2,552 | 284 | 18,056 | 235 | 24,003 | 266 | 42,057 | 285 | 16,813 | 227 |
| Benton Harbor, Mich. | 3,232 | 254 | 8,255 | 315 | 25,238 | 259 | 46,782 | 268 | 15,765 | 241 |
| Bergen - Passaic, N.J. | 67,372 | 26 | 399,863 | 18 | 465,479 | 20 | 1,125,834 | 15 | 251,881 | 23 |
| Billings, Mont. | 3,564 | 243 | 26,516 | 193 | 26,741 | 249 | 60,188 | 226 | 15,019 | 249 |
| Biloxi - Gulfport, Miss. | 4,759 | 209 | 23,798 | 206 | 29,150 | 237 | 59,767 | 227 | 16,489 | 230 |
| Binghamton, N.Y. | 7,745 | 154 | 31,892 | 180 | 55,905 | 156 | 115,125 | 159 | 23,800 | 181 |
| Birmingham, Ala. | 20,301 | 75 | 120,681 | 66 | 187,086 | 58 | 431,454 | 55 | 115,547 | 55 |
| Bismarck, N.D. | 2,337 | 298 | 10,049 | 308 | 21,764 | 282 | 43,494 | 283 | 10,213 | 299 |
| Bloomington - Normal, Ill. | 10,863 | 125 | 15,544 | 257 | 29,692 | 231 | 55,523 | 244 | 13,460 | 268 |
| Bloomington, Ind. | 2,228 | 303 | 12,566 | 286 | 26,939 | 247 | 45,443 | 272 | 11,415 | 285 |
| Boise, Ida. | 14,190 | 101 | 32,209 | 178 | 34,886 | 204 | 69,542 | 207 | 20,191 | 208 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 130,915 | 11 | 602,703 | 7 | 948,097 | 7 | 2,046,934 | 6 | 449,875 | 7 |
| Boulder - Longmont, Colo. | 6,804 | 170 | 25,576 | 197 | 54,276 | 160 | 110,508 | 162 | 30,670 | 159 |
| Bradenton, Fla. | 5,030 | 201 | 37,728 | 168 | 39,166 | 193 | 74,053 | 197 | 22,463 | 188 |
| Brazoria, Tex. | 2,149 | 304 | 11,334 | 296 | 24,687 | 261 | 50,271 | 259 | 13,956 | 260 |
| Bremerton, Wash. | 4,793 | 207 | 20,506 | 221 | 22,531 | 280 | 48,918 | 262 | 17,297 | 226 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | 30,231 | 56 | 160,943 | 52 | 214,444 | 51 | 448,829 | 51 | 116,699 | 53 |
| Brownsville - Harlingen, Tex. | 5,432 | 196 | 23,252 | 208 | 51,060 | 164 | 109,770 | 163 | 31,664 | 152 |
| Bryan - College Station, Tex. | 3,293 | 252 | 14,597 | 267 | 24,601 | 263 | 48,190 | 265 | 13,667 | 265 |
| Buffalo, N.Y. | 27,812 | 60 | 141,573 | 57 | 178,652 | 62 | 338,241 | 63 | 91,382 | 64 |
| Burlington, N.C. | 2,697 | 275 | 14,888 | 262 | 20,850 | 289 | 44,585 | 279 | 14,635 | 255 |
| Burlington, Vt. | 4,918 | 202 | 21,935 | 216 | 31,354 | 220 | 53,558 | 249 | 12,066 | 283 |
| Canton, Ohio | 44,565 | 40 | 48,339 | 141 | 74,343 | 128 | 163,182 | 121 | 37,984 | 137 |
| Casper, Wyo. | 3,349 | 249 | 6,845 | 318 | 10,990 | 320 | 17,920 | 320 | 7,300 | 317 |
| Cedar Rapids, Iowa | 3,683 | 240 | 26,831 | 191 | 46,037 | 178 | 94,674 | 179 | 22,404 | 191 |
| Champaign - Urbana - Rantoul, Ill. | 4,724 | 212 | 24,188 | 204 | 44,780 | 180 | 82,138 | 189 | 23,799 | 182 |
| Charleston, S.C. | 9,443 | 137 | 74,641 | 96 | 86,569 | 111 | 192,319 | 103 | 59,144 | 92 |
| Charleston, W.Va. | 4,440 | 223 | 31,660 | 182 | 51,531 | 163 | 105,918 | 165 | 28,780 | 168 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | 30,683 | 55 | 169,032 | 50 | 224,753 | 50 | 462,302 | 49 | 132,437 | 47 |
| Charlottesville, Va. | 4,580 | 216 | 24,672 | 201 | 30,078 | 228 | 78,372 | 191 | 16,731 | 228 |
| Chattanooga, Tenn. | 13,134 | 109 | 68,289 | 102 | 89,437 | 107 | 178,742 | 114 | 48,905 | 108 |
| Cheyenne, Wyo. | 2,465 | 292 | 8,015 | 316 | 15,303 | 310 | 28,412 | 313 | 8,804 | 309 |
| Chicago, Ill. | 166,931 | 5 | 1,211,009 | 3 | 1,777,933 | 3 | 3,988,791 | 2 | 1,024,787 | 3 |
| Chico, Cal. | 4,825 | 206 | 25,775 | 195 | 27,803 | 244 | 50,473 | 257 | 15,555 | 244 |
| Cincinnati, Ohio | 28,643 | 58 | 206,962 | 42 | 354,316 | 31 | 743,782 | 32 | 179,036 | 36 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 3,553 | 244 | 21,347 | 219 | 29,309 | 235 | 61,892 | 223 | 17,564 | 224 |
| Cleveland, Ohio | 38,798 | 43 | 289,945 | 28 | 431,458 | 23 | 914,317 | 23 | 224,485 | 26 |
| Colorado Springs, Colo. | 12,636 | 113 | 64,968 | 105 | 75,047 | 124 | 165,965 | 119 | 43,481 | 119 |
| Columbia, Mo. | 2,728 | 270 | 13,339 | 281 | 25,628 | 255 | 55,853 | 243 | 13,459 | 269 |
| Columbia, S.C. | 15,419 | 86 | 73,598 | 97 | 94,690 | 105 | 220,444 | 94 | 53,810 | 98 |
| Columbus, Ga. | 4,760 | 208 | 39,948 | 156 | 47,145 | 175 | 104,051 | 169 | 28,042 | 170 |
| Columbus, Ohio | 65,589 | 28 | 224,160 | 37 | 355,802 | 30 | 672,786 | 35 | 165,333 | 39 |
| Corpus Christi, Tex. | 11,515 | 120 | 39,047 | 159 | 54,808 | 159 | 127,214 | 149 | 42,029 | 124 |
| Cumberland, Md. | 2,593 | 281 | 11,875 | 293 | 21,179 | 286 | 44,603 | 277 | 12,435 | 280 |
| Dallas, Tex. | 99,316 | 17 | 501,382 | 10 | 756,848 | 10 | 1,521,394 | 10 | 429,544 | 8 |
| Danville, Va. | 1,923 | 309 | 16,297 | 250 | 20,725 | 290 | 36,314 | 304 | 7,606 | 315 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 7,295 | 165 | 45,865 | 145 | 79,030 | 118 | 162,749 | 122 | 37,907 | 138 |
| Dayton - Springfield, Ohio | 26,035 | 65 | 127,864 | 61 | 202,643 | 54 | 408,684 | 56 | 104,158 | 60 |
| Daytona Beach, Fla. | 7,666 | 156 | 58,307 | 117 | 65,958 | 138 | 130,331 | 147 | 36,309 | 143 |
| Decatur, Ala. | 2,508 | 286 | 18,035 | 236 | 18,065 | 301 | 40,248 | 290 | 10,865 | 294 |

# S&MM METRO MARKET RANKINGS ACROSS THE BOARD: 1996 Projections

| Area | 1996 Population (Thous.) | Rank | Percent Change In Population 1991–1996 % | Rank | 1996 Households (Thous.) | Rank | 1996 EBI ($000) | Rank |
|---|---|---|---|---|---|---|---|---|
| Abilene, Tex. | 123.6 | 273 | 2.9 | 210 | 45.1 | 274 | 2,107,579 | 267 |
| Akron, Ohio | 669.8 | 79 | 1.3 | 248 | 256.9 | 77 | 12,695,391 | 78 |
| Albany, Ga. | 108.0 | 296 | -3.3 | 313 | 38.5 | 303 | 1,388,258 | 311 |
| Albany - Schenectady - Troy, N.Y. | 913.4 | 63 | 3.1 | 203 | 353.6 | 62 | 17,992,431 | 64 |
| Albuquerque, N.M. | 563.7 | 90 | 12.0 | 30 | 220.8 | 87 | 10,204,912 | 90 |
| Alexandria, La. | 136.4 | 256 | 3.3 | 198 | 47.5 | 265 | 2,137,286 | 263 |
| Allentown - Bethlehem - Easton, Pa. | 742.3 | 73 | 5.9 | 101 | 284.1 | 71 | 14,317,201 | 72 |
| Altoona, Pa. | 129.4 | 266 | -.6 | 286 | 50.4 | 257 | 2,057,739 | 271 |
| Amarillo, Tex. | 197.1 | 202 | 4.0 | 168 | 76.8 | 195 | 3,498,315 | 196 |
| Anaheim - Santa Ana, Cal. | 2,797.0 | 14 | 11.4 | 35 | 933.4 | 18 | 65,794,165 | 12 |
| Anchorage, Alas. | 259.3 | 168 | 11.6 | 34 | 95.4 | 172 | 6,846,330 | 129 |
| Anderson, Ind. | 130.1 | 265 | -.4 | 282 | 49.8 | 260 | 1,926,324 | 282 |
| Anderson, S.C. | 152.6 | 233 | 3.3 | 198 | 58.8 | 228 | 2,495,730 | 237 |
| Ann Arbor, Mich. | 300.4 | 151 | 4.5 | 151 | 112.1 | 152 | 6,326,220 | 138 |
| Anniston, Ala. | 117.6 | 282 | .8 | 261 | 43.7 | 284 | 1,808,686 | 290 |
| Appleton - Oshkosh - Neenah, Wisc. | 337.6 | 140 | 5.2 | 132 | 125.5 | 137 | 6,051,942 | 143 |
| Asheville, N.C. | 185.3 | 206 | 4.3 | 160 | 76.7 | 197 | 3,322,415 | 201 |
| Athens, Ga. | 168.1 | 216 | 5.2 | 132 | 62.1 | 219 | 2,431,014 | 240 |
| Atlanta, Ga. | 3,391.5 | 9 | 12.9 | 20 | 1,269.6 | 9 | 71,567,260 | 10 |
| Atlantic City, N.J. | 344.1 | 138 | 5.3 | 126 | 133.1 | 132 | 6,816,750 | 131 |
| Augusta, Ga. | 421.2 | 117 | 4.2 | 163 | 152.9 | 116 | 6,432,498 | 137 |
| Aurora - Elgin, Ill. | 411.1 | 120 | 10.7 | 44 | 138.3 | 130 | 9,205,458 | 103 |
| Austin, Tex. | 917.6 | 62 | 12.0 | 30 | 361.3 | 61 | 19,678,650 | 53 |
| Bakersfield, Cal. | 678.4 | 78 | 16.7 | 2 | 223.4 | 86 | 10,642,276 | 89 |
| Baltimore, Md. | 2,548.1 | 16 | 4.8 | 140 | 949.3 | 17 | 51,269,990 | 19 |
| Bangor, Me. | 152.2 | 234 | 2.4 | 228 | 56.9 | 232 | 2,571,935 | 236 |
| Baton Rouge, La. | 556.3 | 92 | 4.4 | 155 | 200.2 | 92 | 10,723,354 | 88 |
| Battle Creek, Mich. | 141.8 | 242 | 3.4 | 195 | 55.2 | 236 | 2,470,037 | 239 |
| Beaumont - Port Arthur, Tex. | 349.5 | 135 | -2.3 | 303 | 131.6 | 134 | 5,649,441 | 150 |
| Beaver County, Pa. | 179.6 | 210 | -2.5 | 305 | 70.9 | 204 | 2,816,486 | 223 |
| Bellingham, Wash. | 147.3 | 238 | 11.2 | 38 | 56.8 | 233 | 2,796,681 | 225 |
| Benton Harbor, Mich. | 166.2 | 221 | 2.4 | 228 | 63.4 | 215 | 3,003,436 | 212 |
| Bergen - Passaic, N.J. | 1,264.6 | 43 | -.9 | 287 | 457.8 | 43 | 36,369,948 | 29 |
| Billings, Mont. | 111.4 | 290 | -1.2 | 288 | 44.5 | 280 | 2,156,586 | 258 |
| Biloxi - Gulfport, Miss. | 202.6 | 197 | 2.1 | 237 | 74.4 | 199 | 3,071,434 | 211 |
| Binghamton, N.Y. | 259.6 | 167 | -1.7 | 299 | 99.4 | 163 | 4,479,008 | 174 |
| Birmingham, Ala. | 943.6 | 59 | 2.9 | 210 | 363.2 | 60 | 17,920,967 | 65 |
| Bismarck, N.D. | 84.7 | 311 | .8 | 261 | 32.1 | 310 | 1,597,756 | 301 |
| Bloomington - Normal, Ill. | 137.6 | 252 | 4.5 | 151 | 50.6 | 254 | 3,080,028 | 210 |
| Bloomington, Ind. | 116.5 | 285 | 5.2 | 132 | 42.8 | 286 | 1,729,133 | 294 |
| Boise, Ida. | 223.9 | 188 | 6.2 | 95 | 84.9 | 188 | 4,428,617 | 175 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 3,741.1 | 7 | -1.2 | 288 | 1,395.5 | 7 | 91,242,875 | 6 |
| Boulder - Longmont, Colo. | 242.3 | 176 | 5.3 | 126 | 96.7 | 169 | 5,975,984 | 144 |
| Bradenton, Fla. | 244.8 | 175 | 11.0 | 41 | 105.7 | 158 | 4,544,668 | 171 |
| Brazoria, Tex. | 201.2 | 198 | 3.6 | 187 | 68.4 | 208 | 3,478,933 | 198 |
| Bremerton, Wash. | 225.2 | 186 | 12.9 | 20 | 83.1 | 190 | 4,370,154 | 176 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | 814.5 | 68 | -1.3 | 293 | 300.8 | 66 | 26,820,246 | 43 |
| Brownsville - Harlingen, Tex. | 287.6 | 158 | 7.6 | 77 | 80.1 | 192 | 2,968,286 | 214 |
| Bryan - College Station, Tex. | 130.3 | 263 | 4.7 | 144 | 47.4 | 266 | 1,866,870 | 285 |
| Buffalo, N.Y. | 952.8 | 58 | -1.2 | 288 | 375.7 | 58 | 15,809,261 | 68 |
| Burlington, N.C. | 114.0 | 288 | 3.7 | 182 | 45.5 | 272 | 2,130,956 | 264 |
| Burlington, Vt. | 148.1 | 237 | 5.5 | 118 | 55.4 | 235 | 3,196,042 | 205 |
| Canton, Ohio | 397.6 | 123 | .6 | 266 | 152.6 | 117 | 6,832,379 | 130 |
| Casper, Wyo. | 59.1 | 319 | -1.7 | 299 | 23.5 | 319 | 1,197,445 | 318 |
| Cedar Rapids, Iowa | 175.7 | 214 | 3.0 | 206 | 68.8 | 207 | 3,724,923 | 189 |
| Champaign - Urbana - Rantoul, Ill. | 175.8 | 213 | 1.3 | 248 | 65.7 | 211 | 3,196,695 | 204 |
| Charleston, S.C. | 563.5 | 91 | 7.5 | 80 | 199.1 | 93 | 9,462,324 | 99 |
| Charleston, W.Va. | 252.7 | 174 | 1.1 | 253 | 102.8 | 159 | 4,763,714 | 165 |
| Charlotte - Gastonia - Rock Hill, N.C. - S.C. | 1,291.8 | 41 | 7.6 | 77 | 495.7 | 40 | 25,176,937 | 46 |
| Charlottesville, Va. | 139.7 | 246 | 4.4 | 155 | 52.4 | 247 | 2,683,917 | 233 |
| Chattanooga, Tenn. | 450.2 | 110 | 2.8 | 214 | 174.5 | 108 | 7,506,398 | 119 |
| Cheyenne, Wyo. | 77.9 | 316 | 5.1 | 137 | 30.1 | 316 | 1,562,094 | 305 |
| Chicago, Ill. | 6,244.3 | 3 | 2.2 | 232 | 2,281.6 | 3 | 141,508,147 | 3 |
| Chico, Cal. | 213.6 | 193 | 12.4 | 25 | 84.8 | 189 | 3,220,840 | 203 |
| Cincinnati, Ohio | 1,502.6 | 34 | 2.5 | 224 | 572.7 | 32 | 31,562,040 | 35 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 180.4 | 208 | 4.6 | 147 | 60.3 | 225 | 2,685,471 | 232 |
| Cleveland, Ohio | 1,819.0 | 24 | -.4 | 282 | 714.1 | 24 | 36,231,899 | 30 |
| Colorado Springs, Colo. | 464.1 | 105 | 11.9 | 32 | 174.7 | 107 | 8,340,161 | 114 |
| Columbia, Mo. | 118.3 | 281 | 3.5 | 191 | 44.6 | 279 | 2,138,193 | 262 |
| Columbia, S.C. | 479.1 | 101 | 3.6 | 187 | 174.9 | 105 | 8,932,259 | 105 |
| Columbus, Ga. | 256.9 | 172 | 4.1 | 164 | 91.1 | 177 | 3,634,956 | 192 |
| Columbus, Ohio | 1,473.0 | 36 | 4.7 | 144 | 562.9 | 35 | 30,861,813 | 36 |
| Corpus Christi, Tex. | 364.2 | 133 | 3.2 | 201 | 123.4 | 141 | 5,843,884 | 146 |
| Cumberland, Md. | 101.5 | 301 | .0 | 275 | 40.3 | 295 | 1,385,703 | 312 |
| Dallas, Tex. | 2,945.2 | 11 | 10.5 | 47 | 1,100.0 | 10 | 67,846,931 | 11 |
| Danville, Va. | 103.7 | 299 | -3.6 | 316 | 41.0 | 290 | 1,463,392 | 308 |
| Davenport - Rock Island - Moline, Iowa - Ill. | 335.3 | 142 | -3.2 | 311 | 132.3 | 133 | 5,927,086 | 145 |
| Dayton - Springfield, Ohio | 986.1 | 55 | 2.7 | 217 | 381.1 | 56 | 19,117,472 | 58 |
| Daytona Beach, Fla. | 433.2 | 113 | 11.3 | 36 | 182.1 | 101 | 7,408,245 | 121 |
| Decatur, Ala. | 110.7 | 293 | 7.7 | 75 | 42.5 | 288 | 2,048,684 | 272 |

## S&MM METRO MARKET RANKINGS ACROSS THE BOARD: 1996 Projections

| Area | 1996 Average Household EBI | | 1996 Total Retail Sales | | 1996 Per Household Retail Sales | | 1996 Buying Power Index | |
|---|---|---|---|---|---|---|---|---|
| | ($) | Rank | ($000) | Rank | ($) | Rank | BPI | Rank |
| Abilene, Tex. | 46,731 | 183 | 1,348,243 | 251 | 29,895 | 57 | .0462 | 259 |
| Akron, Ohio | 49,418 | 134 | 6,483,313 | 79 | 25,237 | 193 | .2524 | 79 |
| Albany, Ga. | 36,059 | 314 | 1,013,900 | 290 | 26,335 | 160 | .0340 | 302 |
| Albany - Schenectady - Troy, N.Y. | 50,884 | 114 | 8,887,342 | 59 | 25,134 | 198 | .3515 | 63 |
| Albuquerque, N.M. | 46,218 | 190 | 5,636,904 | 91 | 25,529 | 185 | .2099 | 90 |
| Alexandria, La. | 44,995 | 214 | 1,498,687 | 237 | 31,551 | 38 | .0492 | 250 |
| Allentown - Bethlehem - Easton, Pa. | 50,395 | 123 | 6,233,113 | 82 | 21,940 | 280 | .2707 | 72 |
| Altoona, Pa. | 40,828 | 280 | 1,181,236 | 272 | 23,437 | 246 | .0442 | 268 |
| Amarillo, Tex. | 45,551 | 203 | 2,667,883 | 162 | 34,738 | 14 | .0811 | 188 |
| Anaheim - Santa Ana, Cal. | 70,489 | 11 | 25,785,455 | 14 | 27,625 | 123 | 1.1630 | 13 |
| Anchorage, Alas. | 71,764 | 10 | 3,543,591 | 135 | 37,145 | 7 | .1291 | 137 |
| Anderson, Ind. | 38,681 | 300 | 1,192,069 | 270 | 23,937 | 234 | .0430 | 274 |
| Anderson, S.C. | 42,444 | 261 | 1,432,501 | 244 | 24,362 | 221 | .0530 | 243 |
| Ann Arbor, Mich. | 56,434 | 53 | 3,020,394 | 149 | 26,944 | 139 | .1207 | 145 |
| Anniston, Ala. | 41,389 | 274 | 929,620 | 302 | 21,273 | 290 | .0376 | 295 |
| Appleton - Oshkosh - Neenah, Wisc. | 48,223 | 154 | 3,285,714 | 142 | 26,181 | 163 | .1243 | 143 |
| Asheville, N.C. | 43,317 | 252 | 1,646,755 | 220 | 21,470 | 285 | .0663 | 207 |
| Athens, Ga. | 39,147 | 299 | 1,476,510 | 242 | 23,776 | 239 | .0541 | 241 |
| Atlanta, Ga. | 56,370 | 54 | 32,377,147 | 11 | 25,502 | 186 | 1.3429 | 9 |
| Atlantic City, N.J. | 51,215 | 107 | 3,693,011 | 132 | 27,746 | 116 | .1368 | 131 |
| Augusta, Ga. | 42,070 | 270 | 4,046,912 | 116 | 26,468 | 156 | .1434 | 128 |
| Aurora - Elgin, Ill. | 66,562 | 17 | 3,543,427 | 136 | 25,621 | 181 | .1634 | 113 |
| Austin, Tex. | 54,466 | 66 | 10,237,816 | 52 | 28,336 | 95 | .3844 | 53 |
| Bakersfield, Cal. | 47,638 | 169 | 5,587,628 | 92 | 25,012 | 203 | .2222 | 87 |
| Baltimore, Md. | 54,008 | 76 | 21,904,004 | 20 | 23,074 | 258 | .9558 | 20 |
| Bangor, Me. | 45,201 | 208 | 1,529,103 | 235 | 26,874 | 142 | .0550 | 234 |
| Baton Rouge, La. | 53,563 | 79 | 5,914,155 | 86 | 29,541 | 65 | .2179 | 88 |
| Battle Creek, Mich. | 44,747 | 219 | 1,606,482 | 225 | 29,103 | 75 | .0542 | 238 |
| Beaumont - Port Arthur, Tex. | 42,929 | 258 | 3,728,229 | 130 | 28,330 | 96 | .1262 | 142 |
| Beaver County, Pa. | 39,725 | 293 | 1,163,540 | 273 | 16,411 | 320 | .0550 | 234 |
| Bellingham, Wash. | 49,237 | 140 | 1,631,008 | 222 | 28,715 | 82 | .0581 | 225 |
| Benton Harbor, Mich. | 47,373 | 172 | 1,648,206 | 219 | 25,997 | 169 | .0616 | 219 |
| Bergen - Passaic, N.J. | 79,445 | 4 | 14,894,287 | 39 | 32,534 | 25 | .6294 | 33 |
| Billings, Mont. | 48,463 | 150 | 1,578,470 | 228 | 35,471 | 12 | .0485 | 254 |
| Biloxi - Gulfport, Miss. | 41,283 | 275 | 1,578,586 | 227 | 21,218 | 291 | .0642 | 213 |
| Binghamton, N.Y. | 45,060 | 212 | 2,353,362 | 176 | 23,676 | 242 | .0916 | 172 |
| Birmingham, Ala. | 49,342 | 138 | 8,450,206 | 63 | 23,266 | 251 | .3474 | 64 |
| Bismarck, N.D. | 49,774 | 130 | 1,079,814 | 285 | 33,639 | 17 | .0351 | 301 |
| Bloomington - Normal, Ill. | 60,870 | 31 | 1,625,769 | 223 | 32,130 | 27 | .0600 | 221 |
| Bloomington, Ind. | 40,400 | 285 | 1,090,503 | 283 | 25,479 | 187 | .0388 | 292 |
| Boise, Ida. | 52,163 | 91 | 2,216,024 | 183 | 26,102 | 165 | .0868 | 180 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 65,384 | 19 | 44,661,482 | 4 | 32,004 | 31 | 1.7101 | 7 |
| Boulder - Longmont, Colo. | 61,799 | 26 | 2,828,921 | 156 | 29,255 | 74 | .1107 | 153 |
| Bradenton, Fla. | 42,996 | 257 | 2,386,516 | 174 | 22,578 | 266 | .0916 | 172 |
| Brazoria, Tex. | 50,862 | 115 | 1,634,929 | 221 | 23,902 | 236 | .0688 | 202 |
| Bremerton, Wash. | 52,589 | 88 | 1,834,829 | 209 | 22,080 | 278 | .0817 | 186 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | 89,163 | 2 | 8,735,711 | 62 | 29,042 | 77 | .4282 | 49 |
| Brownsville - Harlingen, Tex. | 37,057 | 311 | 2,215,402 | 184 | 27,658 | 120 | .0773 | 195 |
| Bryan - College Station, Tex. | 39,385 | 298 | 1,230,290 | 268 | 25,955 | 172 | .0429 | 275 |
| Buffalo, N.Y. | 42,079 | 269 | 9,113,592 | 58 | 24,258 | 226 | .3358 | 66 |
| Burlington, N.C. | 46,834 | 180 | 1,114,450 | 277 | 24,493 | 215 | .0428 | 276 |
| Burlington, Vt. | 57,690 | 46 | 1,489,297 | 239 | 26,883 | 141 | .0603 | 220 |
| Canton, Ohio | 44,773 | 218 | 3,897,545 | 124 | 25,541 | 184 | .1436 | 127 |
| Casper, Wyo. | 50,955 | 113 | 634,264 | 319 | 26,990 | 137 | .0238 | 319 |
| Cedar Rapids, Iowa | 54,141 | 72 | 2,203,940 | 186 | 32,034 | 30 | .0761 | 197 |
| Champaign - Urbana - Rantoul, Ill. | 48,656 | 147 | 1,923,095 | 202 | 29,271 | 73 | .0676 | 204 |
| Charleston, S.C. | 47,525 | 171 | 4,461,294 | 104 | 22,407 | 271 | .1885 | 97 |
| Charleston, W.Va. | 46,340 | 186 | 2,498,099 | 170 | 24,301 | 223 | .0955 | 168 |
| Charlotte - Gastonia - Rock Hill, N.C. - S.C. | 50,791 | 117 | 11,530,433 | 47 | 23,261 | 252 | .4821 | 46 |
| Charlottesville, Va. | 51,220 | 106 | 1,342,052 | 253 | 25,612 | 182 | .0527 | 244 |
| Chattanooga, Tenn. | 43,017 | 255 | 4,161,993 | 110 | 23,851 | 238 | .1572 | 119 |
| Cheyenne, Wyo. | 51,897 | 96 | 769,198 | 316 | 25,555 | 183 | .0304 | 313 |
| Chicago, Ill. | 62,021 | 24 | 63,645,404 | 2 | 27,895 | 111 | 2.6172 | 3 |
| Chico, Cal. | 37,982 | 306 | 1,566,449 | 229 | 18,472 | 316 | .0665 | 206 |
| Cincinnati, Ohio | 55,111 | 62 | 16,255,176 | 33 | 28,383 | 90 | .6171 | 34 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 44,535 | 223 | 1,424,002 | 245 | 23,615 | 243 | .0568 | 230 |
| Cleveland, Ohio | 50,738 | 118 | 18,473,649 | 26 | 25,870 | 175 | .7127 | 27 |
| Colorado Springs, Colo. | 47,740 | 168 | 4,169,255 | 109 | 23,865 | 237 | .1665 | 110 |
| Columbia, Mo. | 47,942 | 162 | 1,364,419 | 249 | 30,592 | 47 | .0462 | 259 |
| Columbia, S.C. | 51,071 | 109 | 5,286,892 | 95 | 30,228 | 53 | .1872 | 98 |
| Columbus, Ga. | 39,901 | 291 | 2,147,250 | 193 | 23,570 | 244 | .0805 | 191 |
| Columbus, Ohio | 54,826 | 65 | 15,771,598 | 36 | 28,018 | 107 | .6021 | 35 |
| Corpus Christi, Tex. | 47,357 | 173 | 3,524,775 | 137 | 28,564 | 87 | .1269 | 141 |
| Cumberland, Md. | 34,385 | 318 | 813,459 | 311 | 20,185 | 304 | .0309 | 310 |
| Dallas, Tex. | 61,679 | 27 | 37,248,562 | 8 | 33,862 | 16 | 1.3324 | 10 |
| Danville, Va. | 35,692 | 315 | 785,492 | 314 | 19,158 | 313 | .0315 | 308 |
| Davenport - Rock Island - Moline, Iowa - Ill. | 44,800 | 215 | 3,796,521 | 126 | 28,696 | 83 | .1290 | 138 |
| Dayton - Springfield, Ohio | 50,164 | 126 | 10,087,505 | 54 | 26,469 | 155 | .3825 | 54 |
| Daytona Beach, Fla. | 40,682 | 284 | 4,512,326 | 101 | 24,779 | 209 | .1592 | 117 |
| Decatur, Ala. | 48,204 | 156 | 950,683 | 297 | 22,369 | 273 | .0397 | 287 |

**1992 SURVEY OF BUYING POWER DEMOGRAPHICS USA**

## S&MM METRO MARKET RANKINGS ACROSS THE BOARD: Population, Households, Effective Buying Income

| Area | Population | | Households | | Population Density | | Effective Buying Income (EBI) | | Median Household EBI | | Average Household EBI | | Per Capita EBI | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | (Thous.) | Rank | (Thous.) | Rank | (Pop/Sq.M.) | Rank | ($000) | Rank | ($) | Rank | ($) | Rank | ($) | Rank |
| Decatur, Ill. | 115.4 | 284 | 45.3 | 265 | 199 | 192 | 1,679,495 | 251 | 31,489 | 137 | 37,075 | 149 | 14,554 | 113 |
| Denver, Colo. | 1,652.8 | 26 | 662.1 | 25 | 439 | 74 | 28,086,848 | 27 | 35,408 | 61 | 42,421 | 58 | 16,993 | 33 |
| Des Moines, Iowa | 401.3 | 114 | 156.4 | 110 | 232 | 161 | 6,466,837 | 100 | 35,095 | 70 | 41,348 | 70 | 16,115 | 52 |
| Detroit, Mich. | 4,402.0 | 5 | 1,627.1 | 5 | 986 | 25 | 69,088,249 | 7 | 36,150 | 49 | 42,461 | 57 | 15,695 | 65 |
| Dothan, Ala. | 133.0 | 250 | 49.3 | 250 | 117 | 262 | 1,630,172 | 257 | 26,916 | 252 | 33,066 | 257 | 12,257 | 253 |
| Dubuque, Iowa | 86.0 | 308 | 30.7 | 312 | 141 | 242 | 1,135,012 | 305 | 31,311 | 142 | 36,971 | 150 | 13,198 | 188 |
| Duluth, Minn. | 237.1 | 175 | 94.5 | 164 | 31 | 314 | 2,869,209 | 186 | 25,546 | 284 | 30,362 | 302 | 12,101 | 265 |
| Eau Claire, Wisc. | 139.8 | 241 | 51.2 | 242 | 85 | 285 | 1,730,239 | 245 | 28,662 | 210 | 33,794 | 236 | 12,377 | 242 |
| Elkhart - Goshen, Ind. | 159.4 | 219 | 57.8 | 222 | 344 | 102 | 2,232,406 | 208 | 32,632 | 114 | 38,623 | 117 | 14,005 | 141 |
| Elmira, N.Y. | 95.6 | 305 | 35.5 | 305 | 234 | 159 | 1,218,757 | 301 | 28,746 | 209 | 34,331 | 220 | 12,749 | 214 |
| El Paso, Tex. | 617.2 | 81 | 185.5 | 94 | 609 | 43 | 5,987,200 | 114 | 25,059 | 289 | 32,276 | 274 | 9,701 | 315 |
| Enid, Okla. | 54.8 | 320 | 21.7 | 320 | 52 | 302 | 621,828 | 320 | 24,027 | 303 | 28,656 | 313 | 11,347 | 291 |
| Erie, Pa. | 275.4 | 155 | 101.7 | 156 | 343 | 104 | 3,646,389 | 159 | 29,682 | 175 | 35,854 | 180 | 13,240 | 184 |
| Eugene - Springfield, Ore. | 287.1 | 149 | 112.6 | 143 | 63 | 297 | 3,681,104 | 157 | 27,136 | 247 | 32,692 | 265 | 12,822 | 209 |
| Evansville, Ind. | 280.2 | 153 | 109.3 | 144 | 191 | 201 | 3,812,270 | 156 | 29,197 | 191 | 34,879 | 205 | 13,606 | 165 |
| Fargo - Moorhead, N.D.-Minn. | 156.0 | 222 | 58.9 | 219 | 55 | 300 | 2,147,798 | 210 | 30,361 | 161 | 36,465 | 168 | 13,768 | 154 |
| Fayetteville - Springdale, Ark. | 116.6 | 280 | 44.7 | 272 | 123 | 258 | 1,432,692 | 282 | 25,797 | 278 | 32,051 | 278 | 12,287 | 250 |
| Fayetteville, N.C. | 278.1 | 154 | 92.6 | 168 | 426 | 77 | 3,100,589 | 177 | 26,590 | 258 | 33,484 | 243 | 11,149 | 299 |
| Flint, Mich. | 428.4 | 106 | 160.8 | 107 | 670 | 37 | 6,062,024 | 112 | 33,339 | 100 | 37,699 | 136 | 14,150 | 131 |
| Florence, Ala. | 131.3 | 256 | 51.1 | 243 | 104 | 273 | 1,561,244 | 267 | 24,773 | 291 | 30,553 | 299 | 11,891 | 276 |
| Florence, S.C. | 115.8 | 281 | 40.7 | 288 | 145 | 237 | 1,307,896 | 293 | 26,037 | 270 | 32,135 | 275 | 11,294 | 295 |
| Fort Collins - Loveland, Colo. | 196.4 | 194 | 74.5 | 192 | 75 | 291 | 2,750,650 | 189 | 30,815 | 151 | 36,921 | 151 | 14,005 | 141 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 1,298.2 | 37 | 547.5 | 31 | 1,074 | 20 | 22,008,705 | 36 | 31,839 | 129 | 40,199 | 91 | 16,953 | 34 |
| Fort Myers - Cape Coral, Fla. | 357.0 | 129 | 149.4 | 115 | 444 | 72 | 5,568,343 | 118 | 29,478 | 184 | 37,271 | 143 | 15,598 | 72 |
| Fort Pierce, Fla. | 267.3 | 158 | 107.7 | 147 | 237 | 158 | 4,238,705 | 147 | 30,024 | 169 | 39,357 | 106 | 15,857 | 62 |
| Fort Smith, Ark. | 180.1 | 205 | 68.5 | 201 | 100 | 279 | 2,097,267 | 215 | 24,764 | 292 | 30,617 | 298 | 11,645 | 283 |
| Fort Walton Beach, Fla. | 149.8 | 230 | 55.5 | 229 | 160 | 227 | 1,958,897 | 227 | 28,843 | 203 | 35,295 | 190 | 13,077 | 196 |
| Fort Wayne, Ind. | 369.8 | 124 | 138.5 | 121 | 273 | 135 | 5,337,778 | 120 | 33,157 | 103 | 38,540 | 120 | 14,434 | 118 |
| Fort Worth - Arlington, Tex. | 1,396.8 | 35 | 519.1 | 35 | 560 | 48 | 22,505,095 | 33 | 36,316 | 47 | 43,354 | 48 | 16,112 | 54 |
| Fresno, Cal. | 709.4 | 71 | 233.7 | 79 | 119 | 261 | 8,321,091 | 87 | 27,901 | 222 | 35,606 | 185 | 11,730 | 279 |
| Gadsden, Ala. | 99.8 | 300 | 38.7 | 296 | 187 | 206 | 1,090,586 | 308 | 23,189 | 312 | 28,181 | 315 | 10,928 | 304 |
| Gainesville, Fla. | 208.9 | 189 | 80.7 | 186 | 179 | 209 | 2,529,202 | 197 | 23,460 | 309 | 31,341 | 292 | 12,107 | 264 |
| Galveston - Texas City, Tex. | 219.8 | 185 | 82.4 | 185 | 551 | 50 | 3,087,218 | 178 | 30,652 | 154 | 37,466 | 139 | 14,046 | 139 |
| Gary - Hammond, Ind. | 603.0 | 85 | 215.6 | 86 | 659 | 38 | 7,868,412 | 88 | 32,519 | 121 | 36,495 | 167 | 13,049 | 199 |
| Glens Falls, N.Y. | 120.7 | 272 | 43.8 | 275 | 71 | 293 | 1,653,312 | 255 | 31,370 | 140 | 37,747 | 135 | 13,698 | 158 |
| Grand Forks, N.D. | 71.7 | 318 | 25.7 | 318 | 50 | 305 | 927,700 | 317 | 29,243 | 190 | 36,097 | 176 | 12,939 | 206 |
| Grand Rapids, Mich. | 707.6 | 72 | 251.5 | 73 | 498 | 61 | 10,384,777 | 72 | 35,647 | 58 | 41,291 | 71 | 14,676 | 110 |
| Great Falls, Mont. | 77.9 | 315 | 30.3 | 313 | 29 | 316 | 1,029,820 | 312 | 27,267 | 241 | 33,987 | 229 | 13,220 | 186 |
| Greeley, Colo. | 133.6 | 249 | 48.1 | 254 | 33 | 313 | 1,605,796 | 260 | 28,197 | 217 | 33,385 | 245 | 12,019 | 269 |
| Green Bay, Wisc. | 197.4 | 193 | 73.5 | 193 | 373 | 94 | 2,889,996 | 184 | 34,218 | 86 | 39,320 | 109 | 14,640 | 111 |
| Greensboro - Winston-Salem - High Point, N.C. | 961.1 | 53 | 380.0 | 47 | 278 | 133 | 13,665,330 | 57 | 29,843 | 172 | 35,961 | 179 | 14,218 | 128 |
| Greenville - Spartanburg, S.C. | 655.3 | 78 | 246.9 | 75 | 312 | 114 | 8,675,341 | 82 | 29,662 | 178 | 35,137 | 198 | 13,239 | 185 |
| Hagerstown, Md. | 122.7 | 268 | 45.2 | 267 | 268 | 139 | 1,518,759 | 272 | 28,991 | 198 | 33,601 | 239 | 12,378 | 241 |
| Hamilton - Middletown, Ohio | 297.5 | 146 | 106.9 | 149 | 637 | 39 | 4,209,007 | 149 | 34,128 | 89 | 39,373 | 105 | 14,148 | 132 |
| Harrisburg - Lebanon - Carlisle, Pa. | 598.0 | 86 | 230.0 | 81 | 300 | 122 | 9,336,477 | 79 | 34,835 | 74 | 40,593 | 83 | 15,613 | 71 |
| Hartford - New Britain - Middletown - Bristol, Conn. | 1,136.9 | 44 | 428.3 | 43 | 750 | 33 | 21,624,066 | 37 | 43,379 | 19 | 50,488 | 18 | 19,020 | 14 |
| Hickory - Morganton, N.C. | 226.0 | 181 | 86.9 | 176 | 194 | 196 | 2,877,284 | 185 | 28,795 | 206 | 33,110 | 254 | 12,731 | 216 |
| Honolulu, Haw. | 852.1 | 62 | 271.2 | 70 | 1,420 | 13 | 14,631,226 | 51 | 45,046 | 15 | 53,950 | 12 | 17,171 | 29 |
| Houma - Thibodaux, La. | 182.8 | 204 | 60.6 | 215 | 78 | 289 | 1,981,744 | 225 | 26,284 | 267 | 32,702 | 264 | 10,841 | 306 |
| Houston, Tex. | 3,370.6 | 8 | 1,207.0 | 8 | 633 | 40 | 54,608,495 | 8 | 35,648 | 57 | 45,243 | 38 | 16,201 | 48 |
| Huntington - Ashland, W.Va.-Ky. | 311.0 | 144 | 119.3 | 138 | 144 | 238 | 3,524,845 | 163 | 23,452 | 310 | 29,546 | 308 | 11,334 | 293 |
| Huntsville, Ala. | 248.2 | 168 | 95.1 | 162 | 308 | 117 | 3,983,873 | 152 | 35,828 | 52 | 41,891 | 62 | 16,051 | 55 |
| Indianapolis, Ind. | 1,272.8 | 40 | 488.7 | 38 | 414 | 81 | 19,919,143 | 40 | 34,263 | 83 | 40,759 | 80 | 15,650 | 69 |
| Iowa City, Iowa | 98.1 | 302 | 36.8 | 302 | 160 | 227 | 1,525,769 | 270 | 32,628 | 115 | 41,461 | 67 | 15,553 | 76 |
| Jackson, Mich. | 152.1 | 228 | 54.5 | 234 | 215 | 174 | 1,984,378 | 224 | 31,402 | 139 | 36,411 | 169 | 13,047 | 201 |
| Jackson, Miss. | 401.3 | 114 | 142.4 | 120 | 170 | 219 | 5,226,784 | 126 | 29,247 | 189 | 36,705 | 158 | 13,025 | 203 |
| Jackson, Tenn. | 78.6 | 314 | 29.9 | 315 | 141 | 242 | 979,743 | 315 | 26,475 | 262 | 32,767 | 261 | 12,465 | 234 |
| Jacksonville, Fla. | 943.5 | 56 | 357.6 | 56 | 358 | 99 | 13,202,674 | 61 | 30,051 | 168 | 36,920 | 152 | 13,993 | 144 |
| Jacksonville, N.C. | 153.5 | 225 | 42.4 | 282 | 200 | 188 | 1,728,365 | 246 | 24,663 | 294 | 40,763 | 79 | 11,260 | 296 |
| Jamestown - Dunkirk, N.Y. | 140.8 | 238 | 53.3 | 237 | 133 | 253 | 1,401,196 | 284 | 22,155 | 316 | 26,289 | 320 | 9,952 | 314 |
| Janesville - Beloit, Wisc. | 139.6 | 242 | 52.4 | 239 | 194 | 196 | 1,905,928 | 232 | 32,048 | 125 | 36,373 | 170 | 13,653 | 159 |
| Jersey City, N.J. | 548.9 | 89 | 205.6 | 87 | 11,754 | 1 | 8,743,710 | 81 | 35,753 | 55 | 42,528 | 56 | 15,930 | 59 |
| Johnson City - Kingsport - Bristol, Tenn. | 438.0 | 103 | 171.6 | 99 | 153 | 232 | 5,227,214 | 125 | 24,381 | 296 | 30,462 | 300 | 11,934 | 273 |
| Johnstown, Pa. | 238.2 | 174 | 90.8 | 172 | 135 | 251 | 2,634,240 | 192 | 23,617 | 308 | 29,011 | 309 | 11,059 | 302 |
| Joliet, Ill. | 398.4 | 117 | 131.5 | 129 | 317 | 111 | 6,453,798 | 102 | 45,293 | 13 | 49,078 | 23 | 16,199 | 49 |
| Joplin, Mo. | 136.4 | 247 | 53.6 | 236 | 108 | 269 | 1,583,757 | 264 | 24,049 | 302 | 29,548 | 307 | 11,611 | 284 |
| Kalamazoo, Mich. | 226.1 | 180 | 84.6 | 180 | 402 | 85 | 3,337,873 | 169 | 33,068 | 105 | 39,455 | 103 | 14,763 | 105 |
| Kankakee, Ill. | 96.2 | 303 | 34.5 | 306 | 142 | 241 | 1,259,854 | 298 | 31,314 | 141 | 36,518 | 165 | 13,096 | 194 |
| Kansas City, Mo.-Kans. | 1,607.2 | 28 | 618.5 | 28 | 322 | 110 | 25,924,628 | 30 | 35,208 | 65 | 41,915 | 61 | 16,130 | 51 |
| Kenosha, Wisc. | 130.6 | 257 | 47.8 | 256 | 479 | 64 | 1,670,378 | 253 | 30,613 | 155 | 34,945 | 199 | 12,790 | 212 |
| Killeen - Temple, Tex. | 262.6 | 163 | 86.7 | 177 | 124 | 257 | 3,060,649 | 180 | 27,301 | 238 | 35,302 | 188 | 11,655 | 282 |
| Knoxville, Tenn. | 614.7 | 82 | 242.4 | 77 | 222 | 172 | 8,375,174 | 86 | 27,281 | 239 | 34,551 | 212 | 13,625 | 164 |
| Kokomo, Ind. | 96.1 | 304 | 37.3 | 299 | 174 | 213 | 1,345,591 | 289 | 31,844 | 128 | 36,075 | 177 | 14,002 | 143 |
| La Crosse, Wisc. | 99.2 | 301 | 37.4 | 298 | 219 | 173 | 1,264,955 | 297 | 28,956 | 199 | 33,822 | 235 | 12,752 | 213 |
| Lafayette - West Lafayette, Ind. | 132.3 | 252 | 46.3 | 262 | 265 | 140 | 1,769,435 | 244 | 30,479 | 157 | 38,217 | 127 | 13,374 | 176 |
| Lafayette, La. | 209.9 | 188 | 75.6 | 189 | 208 | 179 | 2,570,361 | 195 | 26,508 | 261 | 33,999 | 227 | 12,246 | 255 |
| Lake Charles, La. | 170.1 | 211 | 60.8 | 214 | 159 | 229 | 2,141,451 | 212 | 28,652 | 211 | 35,221 | 197 | 12,589 | 228 |
| Lake County, Ill. | 537.1 | 90 | 181.0 | 96 | 1,199 | 18 | 12,550,405 | 66 | 52,751 | 3 | 69,339 | 1 | 23,367 | 2 |
| Lakeland - Winter Haven, Fla. | 418.4 | 109 | 161.2 | 105 | 223 | 170 | 5,095,097 | 128 | 25,514 | 287 | 31,607 | 287 | 12,178 | 261 |
| Lancaster, Pa. | 437.6 | 104 | 156.4 | 110 | 461 | 68 | 6,576,099 | 98 | 36,372 | 46 | 42,047 | 60 | 15,028 | 98 |
| Lansing - East Lansing, Mich. | 437.4 | 105 | 158.7 | 109 | 256 | 147 | 6,311,687 | 106 | 34,233 | 85 | 39,771 | 100 | 14,430 | 119 |

1992 SURVEY OF BUYING POWER DEMOGRAPHICS USA

## S&MM METRO MARKET RANKINGS ACROSS THE BOARD: Retail Sales, Buying Power Indexes

| Area | Total Retail Sales |  | Per Household Retail Sales |  | Buying Power Index (BPI) |  | Economy-Priced-Products BPI |  | Moderate-Priced-Products BPI |  | Premium-Priced-Products BPI |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  | ($000) | Rank | ($) | Rank | BPI | Rank | BPI | Rank | BPI | Rank | BPI | Rank |
| Decatur, Ill. | 950,252 | 259 | 20,977 | 113 | .0472 | 260 | .0472 | 287 | .0501 | 276 | .0440 | 264 |
| Denver, Colo. | 13,431,097 | 26 | 20,286 | 160 | .7281 | 27 | .6363 | 28 | .6876 | 25 | .7704 | 27 |
| Des Moines, Iowa | 3,611,768 | 95 | 23,093 | 41 | .1778 | 100 | .1543 | 117 | .1712 | 107 | .1780 | 104 |
| Detroit, Mich. | 33,063,279 | 6 | 20,320 | 156 | 1.8182 | 6 | 1.5782 | 5 | 1.5791 | 5 | 1.9259 | 6 |
| Dothan, Ala. | 1,032,834 | 248 | 20,950 | 115 | .0494 | 251 | .0603 | 241 | .0592 | 245 | .0517 | 239 |
| Dubuque, Iowa | 725,848 | 294 | 23,643 | 31 | .0339 | 307 | .0325 | 314 | .0370 | 311 | .0308 | 309 |
| Duluth, Minn. | 1,786,197 | 173 | 18,902 | 230 | .0866 | 179 | .1207 | 143 | .1102 | 161 | .0807 | 185 |
| Eau Claire, Wisc. | 1,081,860 | 235 | 21,130 | 108 | .0521 | 245 | .0572 | 249 | .0619 | 238 | .0488 | 248 |
| Elkhart - Goshen, Ind. | 1,247,457 | 213 | 21,582 | 89 | .0630 | 212 | .0513 | 271 | .0674 | 223 | .0593 | 213 |
| Elmira, N.Y. | 676,981 | 303 | 19,070 | 223 | .0350 | 305 | .0394 | 304 | .0411 | 304 | .0353 | 298 |
| El Paso, Tex. | 3,716,231 | 92 | 20,034 | 170 | .1900 | 95 | .2372 | 80 | .2326 | 83 | .1804 | 102 |
| Enid, Okla. | 398,061 | 320 | 18,344 | 263 | .0192 | 320 | .0277 | 318 | .0275 | 319 | .0186 | 320 |
| Erie, Pa. | 1,788,155 | 172 | 17,583 | 281 | .1001 | 163 | .1144 | 149 | .1116 | 155 | .1014 | 158 |
| Eugene - Springfield, Ore. | 2,267,764 | 147 | 20,140 | 166 | .1093 | 151 | .1344 | 129 | .1359 | 132 | .1095 | 152 |
| Evansville, Ind. | 2,110,287 | 153 | 19,307 | 205 | .1080 | 154 | .1205 | 144 | .1250 | 142 | .1123 | 149 |
| Fargo - Moorhead, N.D.-Minn. | 1,387,563 | 200 | 23,558 | 35 | .0641 | 209 | .0648 | 229 | .0693 | 217 | .0606 | 211 |
| Fayetteville - Springdale, Ark. | 1,021,558 | 252 | 22,854 | 47 | .0453 | 266 | .0563 | 254 | .0585 | 251 | .0403 | 279 |
| Fayetteville, N.C. | 1,719,843 | 175 | 18,573 | 252 | .0919 | 173 | .0968 | 173 | .1222 | 145 | .0908 | 172 |
| Flint, Mich. | 3,365,172 | 100 | 20,928 | 117 | .1705 | 106 | .1746 | 103 | .1662 | 113 | .1697 | 107 |
| Florence, Ala. | 913,187 | 265 | 17,871 | 273 | .0463 | 263 | .0667 | 219 | .0603 | 241 | .0448 | 259 |
| Florence, S.C. | 965,081 | 257 | 23,712 | 30 | .0425 | 280 | .0562 | 256 | .0493 | 284 | .0392 | 283 |
| Fort Collins - Loveland, Colo. | 1,430,687 | 195 | 19,204 | 214 | .0759 | 192 | .0797 | 197 | .0840 | 196 | .0749 | 190 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 12,489,948 | 29 | 22,813 | 49 | .6032 | 32 | .5777 | 29 | .6261 | 27 | .6101 | 33 |
| Fort Myers - Cape Coral, Fla. | 3,205,434 | 105 | 21,455 | 96 | .1557 | 118 | .1520 | 118 | .1851 | 103 | .1652 | 113 |
| Fort Pierce, Fla. | 2,066,935 | 155 | 19,192 | 216 | .1120 | 148 | .1130 | 152 | .1218 | 146 | .1105 | 151 |
| Fort Smith, Ark. | 1,326,913 | 204 | 19,371 | 202 | .0642 | 208 | .0904 | 181 | .0863 | 192 | .0580 | 216 |
| Fort Walton Beach, Fla. | 1,217,739 | 215 | 21,941 | 79 | .0583 | 223 | .0545 | 264 | .0737 | 206 | .0569 | 221 |
| Fort Wayne, Ind. | 2,940,637 | 121 | 21,232 | 105 | .1492 | 123 | .1224 | 140 | .1585 | 119 | .1534 | 122 |
| Fort Worth - Arlington, Tex. | 11,402,197 | 33 | 21,965 | 77 | .5995 | 34 | .5009 | 35 | .5511 | 36 | .5807 | 37 |
| Fresno, Cal. | 4,370,916 | 85 | 18,703 | 243 | .2395 | 85 | .2683 | 71 | .2711 | 74 | .2327 | 87 |
| Gadsden, Ala. | 647,003 | 309 | 16,718 | 291 | .0331 | 308 | .0528 | 268 | .0446 | 296 | .0343 | 299 |
| Gainesville, Fla. | 1,658,143 | 182 | 20,547 | 139 | .0775 | 191 | .1173 | 147 | .0956 | 177 | .0681 | 197 |
| Galveston - Texas City, Tex. | 1,587,897 | 184 | 19,271 | 208 | .0850 | 180 | .1065 | 158 | .0871 | 191 | .0817 | 184 |
| Gary - Hammond, Ind. | 3,908,064 | 91 | 18,126 | 267 | .2174 | 87 | .2220 | 84 | .2243 | 86 | .2149 | 88 |
| Glens Falls, N.Y. | 963,701 | 258 | 22,002 | 76 | .0474 | 259 | .0489 | 279 | .0513 | 272 | .0445 | 260 |
| Grand Forks, N.D. | 670,639 | 306 | 26,095 | 13 | .0290 | 316 | .0284 | 317 | .0331 | 315 | .0263 | 316 |
| Grand Rapids, Mich. | 5,603,170 | 68 | 22,279 | 65 | .2873 | 71 | .2062 | 93 | .2690 | 75 | .3092 | 68 |
| Great Falls, Mont. | 623,438 | 312 | 20,576 | 137 | .0301 | 312 | .0345 | 312 | .0377 | 308 | .0299 | 311 |
| Greeley, Colo. | 697,313 | 299 | 14,497 | 315 | .0437 | 276 | .0544 | 265 | .0528 | 266 | .0399 | 280 |
| Green Bay, Wisc. | 1,758,825 | 174 | 23,930 | 29 | .0833 | 185 | .0685 | 216 | .0829 | 197 | .0890 | 175 |
| Greensboro - Winston-Salem - High Point, N.C. | 7,348,775 | 54 | 19,339 | 204 | .3802 | 53 | .3891 | 48 | .4395 | 44 | .4456 | 48 |
| Greenville - Spartanburg, S.C. | 4,977,475 | 74 | 20,160 | 162 | .2500 | 80 | .2807 | 69 | .2839 | 69 | .2641 | 76 |
| Hagerstown, Md. | 868,139 | 271 | 19,207 | 213 | .0444 | 272 | .0502 | 274 | .0518 | 269 | .0432 | 269 |
| Hamilton - Middletown, Ohio | 1,714,303 | 176 | 16,037 | 303 | .1081 | 153 | .1029 | 163 | .1068 | 168 | .0986 | 162 |
| Harrisburg - Lebanon - Carlisle, Pa. | 4,927,231 | 76 | 21,423 | 97 | .2534 | 79 | .2052 | 94 | .2493 | 81 | .2495 | 82 |
| Hartford - New Britain - Middletown - Bristol, Conn. | 8,869,669 | 43 | 20,709 | 128 | .5256 | 41 | .3475 | 59 | .3824 | 55 | .5346 | 41 |
| Hickory - Morganton, N.C. | 1,563,932 | 186 | 17,997 | 268 | .0821 | 186 | .0904 | 181 | .1029 | 172 | .0895 | 174 |
| Honolulu, Haw. | 8,557,887 | 46 | 31,556 | 4 | .4043 | 51 | .2334 | 81 | .2989 | 67 | .4013 | 53 |
| Houma - Thibodaux, La. | 1,191,935 | 217 | 19,669 | 185 | .0606 | 217 | .0868 | 188 | .0706 | 213 | .0515 | 240 |
| Houston, Tex. | 25,108,665 | 9 | 20,803 | 124 | 1.4115 | 8 | 1.2554 | 7 | 1.2433 | 8 | 1.4099 | 8 |
| Huntington - Ashland, W.Va.-Ky. | 1,896,545 | 167 | 15,897 | 305 | .1027 | 161 | .1630 | 111 | .1325 | 137 | .0979 | 163 |
| Huntsville, Ala. | 1,938,007 | 161 | 20,379 | 150 | .1051 | 158 | .0879 | 186 | .0971 | 176 | .1175 | 147 |
| Indianapolis, Ind. | 11,064,113 | 36 | 22,640 | 54 | .5497 | 38 | .4353 | 41 | .5462 | 38 | .5499 | 40 |
| Iowa City, Iowa | 725,655 | 295 | 19,719 | 184 | .0401 | 287 | .0411 | 299 | .0388 | 306 | .0376 | 290 |
| Jackson, Mich. | 1,021,984 | 251 | 18,752 | 240 | .0554 | 231 | .0531 | 267 | .0590 | 248 | .0502 | 242 |
| Jackson, Miss. | 2,926,089 | 123 | 20,548 | 138 | .1499 | 121 | .1609 | 113 | .1593 | 118 | .1440 | 126 |
| Jackson, Tenn. | 665,758 | 307 | 22,266 | 66 | .0303 | 311 | .0379 | 308 | .0365 | 313 | .0300 | 310 |
| Jacksonville, Fla. | 7,780,483 | 50 | 21,758 | 83 | .3794 | 55 | .3827 | 51 | .4229 | 48 | .3716 | 59 |
| Jacksonville, N.C. | 759,280 | 288 | 17,908 | 271 | .0478 | 256 | .0444 | 292 | .0637 | 235 | .0390 | 284 |
| Jamestown - Dunkirk, N.Y. | 856,749 | 275 | 16,074 | 302 | .0440 | 275 | .0773 | 203 | .0670 | 225 | .0399 | 280 |
| Janesville - Beloit, Wisc. | 1,081,442 | 236 | 20,638 | 133 | .0544 | 235 | .0548 | 262 | .0591 | 247 | .0514 | 241 |
| Jersey City, N.J. | 3,223,295 | 104 | 15,678 | 307 | .2136 | 88 | .2112 | 90 | .1802 | 105 | .2701 | 74 |
| Johnson City - Kingsport - Bristol, Tenn. | 2,621,185 | 133 | 15,275 | 309 | .1481 | 126 | .2178 | 86 | .1962 | 97 | .1389 | 129 |
| Johnstown, Pa. | 1,345,957 | 207 | 14,493 | 316 | .0759 | 192 | .1182 | 145 | .1111 | 157 | .0687 | 196 |
| Joliet, Ill. | 2,314,614 | 145 | 17,602 | 280 | .1562 | 117 | .0895 | 184 | .1097 | 163 | .1484 | 123 |
| Joplin, Mo. | 1,058,134 | 240 | 19,741 | 182 | .0493 | 252 | .0692 | 213 | .0693 | 217 | .0434 | 268 |
| Kalamazoo, Mich. | 1,799,240 | 171 | 21,268 | 102 | .0923 | 170 | .0785 | 199 | .0912 | 181 | .1003 | 160 |
| Kankakee, Ill. | 681,065 | 301 | 19,741 | 182 | .0357 | 302 | .0362 | 310 | .0375 | 309 | .0316 | 307 |
| Kansas City, Mo.-Kans. | 12,625,622 | 28 | 20,413 | 147 | .6826 | 30 | .5732 | 31 | .6430 | 26 | .6585 | 30 |
| Kenosha, Wisc. | 758,934 | 289 | 15,877 | 306 | .0452 | 268 | .0442 | 293 | .0528 | 266 | .0491 | 246 |
| Killeen - Temple, Tex. | 1,398,926 | 198 | 16,135 | 301 | .0845 | 182 | .0912 | 180 | .1091 | 165 | .0764 | 189 |
| Knoxville, Tenn. | 4,967,265 | 75 | 20,492 | 141 | .2423 | 82 | .2885 | 67 | .2837 | 70 | .2542 | 81 |
| Kokomo, Ind. | 822,139 | 279 | 22,041 | 75 | .0391 | 290 | .0386 | 306 | .0417 | 301 | .0339 | 300 |
| La Crosse, Wisc. | 841,620 | 278 | 22,503 | 59 | .0386 | 294 | .0400 | 302 | .0457 | 294 | .0393 | 282 |
| Lafayette - West Lafayette, Ind. | 1,039,882 | 246 | 22,460 | 61 | .0513 | 248 | .0481 | 280 | .0545 | 259 | .0477 | 255 |
| Lafayette, La. | 1,667,771 | 180 | 22,060 | 72 | .0785 | 190 | .1103 | 155 | .0878 | 190 | .0723 | 194 |
| Lake Charles, La. | 1,189,504 | 218 | 19,564 | 192 | .0618 | 214 | .0825 | 194 | .0656 | 230 | .0572 | 218 |
| Lake County, Ill. | 4,825,251 | 78 | 26,659 | 11 | .2901 | 70 | .1223 | 141 | .1615 | 116 | .2639 | 77 |
| Lakeland - Winter Haven, Fla. | 2,972,845 | 118 | 18,442 | 260 | .1503 | 120 | .1944 | 98 | .2027 | 96 | .1406 | 127 |
| Lancaster, Pa. | 3,181,507 | 106 | 20,342 | 152 | .1751 | 102 | .1414 | 125 | .1623 | 114 | .1900 | 94 |
| Lansing - East Lansing, Mich. | 3,343,034 | 101 | 21,065 | 111 | .1743 | 103 | .1420 | 124 | .1686 | 109 | .1871 | 97 |

1992 SURVEY OF BUYING POWER DEMOGRAPHICS USA

## S&MM METRO MARKET RANKINGS ACROSS THE BOARD: Retail Sales by Store Group

| Area | Total Retail Sales | | Food Stores | | Supermarkets | | Eating & Drinking Places | | General Merchandise Stores | | Department Stores | | Apparel & Accessories Stores | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | ($000) | Rank | ($000) | Rank | ($000) | Rank | ($000) | Rank | ($000) | Rank | ($000) | Rank | ($000) | Rank |
| Decatur, Ill. | 950,252 | 259 | 148,719 | 284 | 142,339 | 284 | 99,845 | 238 | 161,592 | 227 | 138,760 | 226 | 31,879 | 283 |
| Denver, Colo. | 13,431,097 | 26 | 2,820,470 | 25 | 2,717,161 | 24 | 1,505,129 | 26 | 1,910,910 | 20 | 1,528,132 | 21 | 652,586 | 29 |
| Des Moines, Iowa | 3,611,768 | 95 | 752,545 | 90 | 726,799 | 87 | 343,621 | 102 | 484,761 | 99 | 419,520 | 91 | 180,551 | 99 |
| Detroit, Mich. | 33,063,279 | 6 | 5,150,076 | 9 | 4,582,303 | 9 | 3,343,136 | 6 | 4,649,440 | 4 | 4,115,019 | 3 | 2,063,985 | 5 |
| Dothan, Ala. | 1,032,834 | 248 | 191,211 | 258 | 184,719 | 255 | 96,203 | 242 | 165,866 | 224 | 146,746 | 210 | 56,068 | 209 |
| Dubuque, Iowa | 725,848 | 294 | 138,483 | 295 | 117,362 | 305 | 71,624 | 282 | 141,258 | 249 | 126,725 | 239 | 24,158 | 300 |
| Duluth, Minn. | 1,786,197 | 173 | 358,625 | 170 | 340,379 | 169 | 154,514 | 189 | 263,355 | 160 | 236,628 | 154 | 72,311 | 182 |
| Eau Claire, Wisc. | 1,051,860 | 235 | 202,847 | 248 | 191,272 | 249 | 118,106 | 219 | 153,712 | 234 | 142,153 | 218 | 40,228 | 254 |
| Elkhart-Goshen, Ind. | 1,247,457 | 213 | 215,149 | 238 | 198,521 | 241 | 107,800 | 231 | 134,263 | 256 | 101,700 | 271 | 50,902 | 217 |
| Elmira, N.Y. | 676,981 | 303 | 132,822 | 300 | 122,941 | 301 | 57,142 | 307 | 122,244 | 271 | 111,797 | 257 | 37,169 | 265 |
| El Paso, Tex. | 3,716,231 | 92 | 725,650 | 95 | 700,606 | 92 | 321,707 | 111 | 606,645 | 80 | 458,276 | 86 | 201,197 | 86 |
| Enid, Okla. | 398,061 | 320 | 80,119 | 320 | 76,990 | 320 | 33,358 | 320 | 76,166 | 315 | 58,751 | 319 | 20,992 | 309 |
| Erie, Pa. | 1,788,155 | 172 | 420,105 | 152 | 396,784 | 150 | 182,161 | 163 | 240,886 | 171 | 193,607 | 176 | 75,792 | 177 |
| Eugene-Springfield, Ore. | 2,267,764 | 147 | 465,837 | 141 | 438,380 | 142 | 255,293 | 129 | 266,061 | 157 | 193,210 | 177 | 117,393 | 134 |
| Evansville, Ind. | 2,110,287 | 153 | 389,752 | 159 | 374,282 | 157 | 224,795 | 144 | 322,284 | 142 | 279,496 | 132 | 104,640 | 145 |
| Fargo-Moorhead, N.D.-Minn. | 1,387,563 | 200 | 235,179 | 225 | 229,151 | 223 | 132,799 | 205 | 215,679 | 183 | 192,954 | 178 | 58,919 | 202 |
| Fayetteville-Springdale, Ark. | 1,021,558 | 252 | 199,453 | 251 | 194,388 | 246 | 66,126 | 293 | 212,542 | 185 | 169,204 | 193 | 35,398 | 269 |
| Fayetteville, N.C. | 1,719,843 | 175 | 277,598 | 204 | 268,221 | 202 | 164,397 | 183 | 265,999 | 158 | 204,590 | 168 | 73,821 | 180 |
| Flint, Mich. | 3,365,172 | 100 | 548,745 | 123 | 516,562 | 124 | 280,349 | 125 | 559,921 | 86 | 510,841 | 77 | 131,194 | 125 |
| Florence, Ala. | 913,187 | 265 | 193,867 | 257 | 186,115 | 251 | 75,638 | 276 | 157,491 | 230 | 140,361 | 221 | 38,844 | 261 |
| Florence, S.C. | 965,081 | 257 | 195,532 | 254 | 187,806 | 250 | 67,555 | 290 | 132,183 | 259 | 111,948 | 256 | 41,032 | 248 |
| Fort Collins-Loveland, Colo. | 1,430,687 | 195 | 303,856 | 195 | 296,873 | 192 | 155,311 | 186 | 147,829 | 242 | 122,398 | 244 | 50,616 | 218 |
| Fort Lauderdale-Hollywood-Pompano Beach, Fla. | 12,489,948 | 29 | 2,304,208 | 32 | 2,073,755 | 34 | 1,339,372 | 32 | 1,237,079 | 38 | 1,016,912 | 37 | 639,223 | 30 |
| Fort Myers-Cape Coral, Fla. | 3,205,434 | 105 | 612,514 | 111 | 585,408 | 110 | 329,727 | 108 | 387,613 | 120 | 343,582 | 109 | 152,219 | 115 |
| Fort Pierce, Fla. | 2,066,935 | 155 | 431,841 | 150 | 403,334 | 149 | 185,405 | 160 | 208,272 | 189 | 176,472 | 189 | 76,240 | 175 |
| Fort Smith, Ark. | 1,326,913 | 204 | 305,866 | 193 | 295,815 | 193 | 126,490 | 209 | 234,310 | 175 | 215,757 | 164 | 49,851 | 221 |
| Fort Walton Beach, Fla. | 1,217,739 | 215 | 205,899 | 244 | 193,363 | 247 | 148,129 | 191 | 174,775 | 217 | 160,872 | 198 | 43,708 | 238 |
| Fort Wayne, Ind. | 2,940,637 | 121 | 470,979 | 138 | 445,386 | 138 | 297,149 | 120 | 400,544 | 114 | 342,504 | 111 | 118,413 | 133 |
| Fort Worth-Arlington, Tex. | 11,402,197 | 33 | 2,337,700 | 29 | 2,260,890 | 28 | 993,521 | 43 | 1,509,994 | 32 | 1,171,918 | 33 | 462,343 | 47 |
| Fresno, Cal. | 4,370,916 | 85 | 836,047 | 85 | 774,862 | 85 | 508,919 | 73 | 419,721 | 111 | 322,892 | 119 | 200,669 | 90 |
| Gadsden, Ala. | 647,003 | 309 | 125,526 | 305 | 122,184 | 303 | 51,650 | 314 | 97,273 | 303 | 92,013 | 288 | 33,406 | 276 |
| Gainesville, Fla. | 1,658,143 | 182 | 355,090 | 173 | 335,787 | 172 | 168,526 | 181 | 227,432 | 181 | 192,125 | 180 | 61,537 | 198 |
| Galveston-Texas City, Tex. | 1,587,897 | 184 | 460,276 | 142 | 439,744 | 141 | 171,136 | 175 | 230,407 | 177 | 219,033 | 163 | 93,907 | 156 |
| Gary-Hammond, Ind. | 3,908,064 | 91 | 760,156 | 87 | 707,476 | 90 | 373,820 | 95 | 485,466 | 98 | 406,078 | 93 | 173,595 | 104 |
| Glens Falls, N.Y. | 963,701 | 258 | 230,113 | 231 | 223,683 | 226 | 90,728 | 251 | 91,626 | 308 | 74,601 | 306 | 39,509 | 256 |
| Grand Forks, N.D. | 670,639 | 306 | 106,670 | 317 | 102,770 | 316 | 56,162 | 310 | 130,912 | 262 | 105,155 | 262 | 35,178 | 270 |
| Grand Rapids, Mich. | 5,603,170 | 68 | 757,921 | 88 | 701,078 | 91 | 490,839 | 78 | 1,028,806 | 46 | 957,144 | 41 | 315,768 | 63 |
| Great Falls, Mont. | 623,438 | 312 | 118,488 | 312 | 114,539 | 310 | 72,139 | 281 | 102,824 | 291 | 94,678 | 285 | 27,625 | 293 |
| Greeley, Colo. | 697,313 | 299 | 180,712 | 263 | 175,579 | 261 | 71,034 | 284 | 99,794 | 297 | 77,437 | 302 | 17,785 | 315 |
| Green Bay, Wisc. | 1,758,825 | 174 | 274,110 | 206 | 259,150 | 205 | 161,551 | 184 | 336,787 | 135 | 278,624 | 133 | 64,978 | 192 |
| Greensboro-Winston Salem-High Point, N.C. | 7,348,775 | 54 | 1,281,194 | 63 | 1,237,660 | 62 | 698,632 | 60 | 766,393 | 61 | 579,402 | 66 | 426,821 | 51 |
| Greenville-Spartanburg, S.C. | 4,977,475 | 74 | 1,047,065 | 72 | 1,027,590 | 72 | 469,548 | 81 | 541,001 | 89 | 434,727 | 88 | 286,989 | 69 |
| Hagerstown, Md. | 868,139 | 271 | 182,659 | 261 | 173,323 | 263 | 67,311 | 292 | 110,370 | 284 | 100,299 | 275 | 25,599 | 297 |
| Hamilton-Middletown, Ohio | 1,714,303 | 176 | 384,950 | 161 | 362,090 | 161 | 180,721 | 165 | 167,979 | 222 | 142,215 | 217 | 28,499 | 289 |
| Harrisburg-Lebanon-Carlisle, Pa. | 4,927,231 | 76 | 886,308 | 82 | 841,015 | 80 | 397,478 | 91 | 536,542 | 91 | 470,263 | 83 | 168,259 | 108 |
| Hartford-New Britain-Middletown-Bristol, Conn. | 8,869,669 | 43 | 1,588,428 | 49 | 1,470,045 | 51 | 974,614 | 45 | 924,674 | 52 | 768,519 | 52 | 462,012 | 48 |
| Hickory-Morganton, N.C. | 1,563,932 | 186 | 315,716 | 187 | 303,720 | 185 | 142,331 | 194 | 153,452 | 235 | 121,162 | 249 | 68,745 | 186 |
| Honolulu, Haw. | 8,557,887 | 46 | 1,464,451 | 54 | 1,321,405 | 54 | 1,611,005 | 24 | 1,397,914 | 34 | 1,121,261 | 34 | 656,227 | 28 |
| Houma-Thibodaux, La. | 1,191,935 | 217 | 343,232 | 177 | 324,336 | 180 | 97,049 | 240 | 179,010 | 212 | 143,240 | 215 | 40,639 | 252 |
| Houston, Tex. | 25,108,665 | 9 | 5,628,556 | 7 | 5,377,237 | 7 | 2,421,471 | 12 | 3,012,896 | 9 | 2,451,047 | 10 | 1,526,189 | 9 |
| Huntington-Ashland, W.Va.-Ky. | 1,896,545 | 167 | 379,018 | 162 | 359,576 | 163 | 169,233 | 180 | 336,263 | 136 | 264,482 | 141 | 75,952 | 176 |
| Huntsville, Ala. | 1,938,007 | 161 | 335,359 | 180 | 327,173 | 177 | 185,320 | 161 | 337,114 | 134 | 268,133 | 139 | 137,284 | 121 |
| Indianapolis, Ind. | 11,064,113 | 36 | 1,581,942 | 50 | 1,520,039 | 50 | 1,164,472 | 38 | 1,512,229 | 31 | 1,243,403 | 31 | 457,172 | 50 |
| Iowa City, Iowa | 725,655 | 295 | 174,130 | 268 | 167,268 | 268 | 88,389 | 258 | 95,921 | 304 | 77,071 | 303 | 28,972 | 288 |
| Jackson, Mich. | 1,021,984 | 251 | 156,932 | 277 | 150,665 | 277 | 87,373 | 260 | 258,440 | 164 | 251,484 | 144 | 20,135 | 311 |
| Jackson, Miss. | 2,926,089 | 123 | 457,877 | 143 | 444,682 | 139 | 254,549 | 130 | 522,397 | 93 | 340,975 | 112 | 136,858 | 122 |
| Jackson, Tenn. | 665,758 | 307 | 119,524 | 310 | 114,906 | 309 | 45,414 | 317 | 116,437 | 277 | 96,301 | 282 | 33,907 | 272 |
| Jacksonville, Fla. | 7,780,483 | 50 | 1,399,268 | 55 | 1,320,149 | 55 | 840,795 | 49 | 756,392 | 63 | 578,525 | 67 | 293,072 | 68 |
| Jacksonville, N.C. | 759,280 | 288 | 138,978 | 292 | 134,645 | 292 | 88,195 | 259 | 102,549 | 292 | 80,462 | 300 | 32,830 | 277 |
| Jamestown-Dunkirk, N.Y. | 856,749 | 275 | 232,934 | 229 | 221,508 | 227 | 73,100 | 280 | 93,012 | 306 | 69,566 | 309 | 27,595 | 294 |
| Janesville-Beloit, Wisc. | 1,081,442 | 236 | 232,992 | 228 | 225,[illegible]76 | 224 | 105,068 | 233 | 141,103 | 250 | 13[illegible],191 | 228 | 26,833 | 296 |
| Jersey City, N.J. | 3,223,295 | 104 | 728,826 | 94 | 643,982 | 99 | 287,144 | 122 | 195,267 | 198 | 132,430 | 233 | 403,544 | 54 |
| Johnson City-Kingsport-Bristol, Tenn. | 2,621,185 | 133 | 513,922 | 128 | 493,117 | 128 | 239,209 | 137 | 434,134 | 108 | 358,012 | 105 | 97,918 | 149 |
| Johnstown, Pa. | 1,315,957 | 207 | 337,964 | 179 | 322,423 | 181 | 112,797 | 224 | 129,474 | 263 | 109,551 | 259 | 40,434 | 253 |
| Joliet, Ill. | 2,314,614 | 145 | 363,692 | 168 | 347,513 | 166 | 202,482 | 155 | 242,944 | 170 | 225,683 | 156 | 65,898 | 191 |
| Joplin, Mo. | 1,058,134 | 240 | 204,729 | 247 | 199,888 | 240 | 94,124 | 247 | 178,003 | 214 | 140,165 | 224 | 43,946 | 237 |
| Kalamazoo, Mich. | 1,799,240 | 171 | 211,308 | 241 | 200,002 | 239 | 184,597 | 162 | 381,128 | 123 | 357,141 | 106 | 112,956 | 136 |
| Kankakee, Ill. | 681,065 | 301 | 117,493 | 313 | 112,170 | 312 | 51,610 | 315 | 99,425 | 298 | 80,847 | 299 | 18,029 | 314 |
| Kansas City, Mo.-Kans. | 12,625,622 | 28 | 2,287,655 | 33 | 2,208,859 | 30 | 1,248,008 | 35 | 1,816,007 | 23 | 1,539,376 | 19 | 525,736 | 41 |
| Kenosha, Wisc. | 758,934 | 289 | 144,374 | 285 | 133,194 | 294 | 87,340 | 261 | 69,692 | 318 | 59,976 | 317 | 50,189 | 220 |
| Killeen-Temple, Tex. | 1,398,926 | 198 | 299,715 | 196 | 293,266 | 194 | 127,669 | 208 | 229,745 | 178 | 205,475 | 167 | 50,461 | 219 |
| Knoxville, Tenn. | 4,967,265 | 75 | 843,431 | 84 | 813,582 | 84 | 499,328 | 75 | 613,333 | 78 | 496,416 | 80 | 296,108 | 67 |
| Kokomo, Ind. | 822,139 | 279 | 131,126 | 303 | 125,862 | 299 | 79,140 | 273 | 111,383 | 283 | 95,336 | 284 | 1,662 | 320 |
| La Crosse, Wisc. | 841,620 | 278 | 132,214 | 302 | 126,062 | 298 | 105,003 | 234 | 154,334 | 232 | 123,989 | 242 | 33,675 | 273 |
| Lafayette-West Lafayette, Ind. | 1,039,882 | 246 | 162,216 | 275 | 155,827 | 274 | 108,715 | 229 | 190,210 | 203 | 170,194 | 192 | 41,769 | 244 |
| Lafayette, La. | 1,667,771 | 180 | 428,140 | 148 | 415,683 | 148 | 176,663 | 168 | 265,300 | 159 | 225,118 | 157 | 90,134 | 161 |
| Lake Charles, La. | 1,189,504 | 218 | 228,298 | 183 | 321,683 | 182 | 96,044 | 243 | 203,292 | 191 | 172,743 | 191 | 53,810 | 211 |
| Lake County, Ill. | 4,825,251 | 78 | 704,019 | 98 | 661,739 | 97 | 444,575 | 85 | 502,328 | 95 | 419,062 | 92 | 227,259 | 80 |
| Lakeland-Winter Haven, Fla. | 2,972,845 | 118 | 628,159 | 108 | 591,721 | 109 | 239,334 | 136 | 353,049 | 131 | 276,670 | 136 | 97,611 | 151 |
| Lancaster, Pa. | 3,181,507 | 106 | 720,713 | 96 | 634,095 | 100 | 300,045 | 117 | 246,794 | 169 | 198,508 | 174 | 160,844 | 111 |
| Lansing-East Lansing, Mich. | 3,343,034 | 101 | 442,714 | 147 | 420,856 | 146 | 322,405 | 110 | 675,844 | 71 | 615,180 | 61 | 169,108 | 106 |

## S&MM METRO MARKET RANKINGS ACROSS THE BOARD: Retail Sales by Store Group

| Area | Furniture/ Home Furnishings/ Appliance Stores | | Furniture & Home Furnishings Stores | | Automotive Dealers | | Gasoline Service Stations | | Building Materials & Hardware Dealers | | Drugstores | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | ($000) | Rank | ($000) | Rank | ($000) | Rank | ($000) | Rank | ($000) | Rank | ($000) | Rank |
| Decatur, Ill. | 34,407 | 275 | 15,186 | 291 | 209,829 | 251 | 59,953 | 274 | 63,318 | 237 | 52,482 | 199 |
| Denver, Colo. | 800,299 | 25 | 403,219 | 24 | 2,566,844 | 29 | 883,839 | 24 | 539,510 | 32 | 291,166 | 51 |
| Des Moines, Iowa | 141,519 | 119 | 67,626 | 135 | 817,637 | 92 | 267,019 | 97 | 179,879 | 113 | 121,603 | 115 |
| Detroit, Mich. | 1,829,698 | 5 | 1,008,867 | 5 | 7,489,443 | 3 | 2,562,186 | 3 | 1,575,564 | 3 | 1,559,023 | 4 |
| Dothan, Ala. | 62,139 | 195 | 35,932 | 190 | 249,852 | 216 | 48,809 | 292 | 63,482 | 234 | 25,190 | 287 |
| Dubuque, Iowa | 24,991 | 302 | 12,368 | 304 | 158,645 | 290 | 36,360 | 314 | 35,813 | 298 | 31,469 | 269 |
| Duluth, Minn. | 57,097 | 205 | 27,495 | 223 | 348,439 | 180 | 182,020 | 130 | 100,249 | 167 | 58,922 | 186 |
| Eau Claire, Wisc. | 41,820 | 249 | 18,523 | 271 | 207,585 | 254 | 119,787 | 176 | 73,858 | 210 | 24,900 | 290 |
| Elkhart - Goshen, Ind. | 32,898 | 285 | 19,229 | 267 | 367,292 | 174 | 86,221 | 227 | 120,362 | 152 | 60,435 | 185 |
| Elmira, N.Y. | 28,079 | 293 | 13,935 | 297 | 131,781 | 305 | 50,407 | 289 | 21,814 | 314 | 34,237 | 263 |
| El Paso, Tex. | 185,975 | 98 | 89,286 | 107 | 793,575 | 93 | 340,109 | 78 | 184,957 | 107 | 89,873 | 147 |
| Enid, Okla. | 13,917 | 320 | 4,993 | 320 | 95,699 | 318 | 25,368 | 320 | 12,113 | 320 | 14,160 | 313 |
| Erie, Pa. | 101,126 | 153 | 40,494 | 179 | 355,544 | 178 | 122,223 | 174 | 69,066 | 221 | 96,657 | 132 |
| Eugene - Springfield, Ore. | 92,777 | 161 | 43,369 | 173 | 514,658 | 137 | 132,798 | 160 | 104,657 | 163 | 76,292 | 166 |
| Evansville, Ind. | 114,574 | 141 | 67,984 | 132 | 376,236 | 171 | 160,148 | 143 | 161,226 | 121 | 91,022 | 141 |
| Fargo - Moorhead, N.D.-Minn. | 55,185 | 211 | 23,287 | 242 | 302,281 | 196 | 117,181 | 183 | 93,027 | 176 | 36,208 | 252 |
| Fayetteville - Springdale, Ark. | 37,192 | 266 | 23,855 | 239 | 261,457 | 211 | 46,358 | 297 | 60,117 | 242 | 13,384 | 315 |
| Fayetteville, N.C. | 110,787 | 146 | 55,038 | 151 | 390,938 | 164 | 128,742 | 165 | 121,041 | 150 | 55,122 | 194 |
| Flint, Mich. | 172,311 | 104 | 88,328 | 109 | 780,713 | 95 | 295,634 | 89 | 229,165 | 91 | 139,079 | 107 |
| Florence, Ala. | 40,232 | 254 | 20,177 | 262 | 207,536 | 255 | 40,245 | 312 | 63,487 | 233 | 25,024 | 289 |
| Florence, S.C. | 36,307 | 268 | 23,886 | 238 | 218,516 | 245 | 79,712 | 238 | 74,417 | 207 | 29,492 | 276 |
| Fort Collins - Loveland, Colo. | 76,031 | 178 | 40,195 | 181 | 248,501 | 217 | 107,568 | 199 | 112,572 | 156 | 34,790 | 259 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 644,868 | 32 | 402,113 | 25 | 3,571,239 | 19 | 558,413 | 47 | 465,950 | 38 | 590,763 | 25 |
| Fort Myers - Cape Coral, Fla. | 215,037 | 89 | 151,753 | 73 | 677,292 | 108 | 177,838 | 132 | 240,267 | 83 | 125,989 | 113 |
| Fort Pierce, Fla. | 129,212 | 133 | 77,611 | 119 | 515,363 | 136 | 115,826 | 186 | 158,496 | 125 | 106,714 | 126 |
| Fort Smith, Ark. | 46,294 | 235 | 27,744 | 220 | 271,805 | 206 | 80,011 | 236 | 89,794 | 181 | 35,413 | 256 |
| Fort Walton Beach, Fla. | 64,045 | 193 | 37,474 | 186 | 245,945 | 220 | 88,305 | 224 | 82,157 | 192 | 50,998 | 200 |
| Fort Wayne, Ind. | 158,813 | 111 | 76,328 | 122 | 656,435 | 113 | 211,449 | 115 | 236,647 | 88 | 140,314 | 105 |
| Fort Worth - Arlington, Tex. | 520,779 | 38 | 273,855 | 44 | 3,094,597 | 22 | 736,183 | 32 | 454,689 | 39 | 340,717 | 44 |
| Fresno, Cal. | 259,851 | 72 | 159,104 | 68 | 933,230 | 83 | 304,710 | 86 | 252,945 | 77 | 256,507 | 58 |
| Gadsden, Ala. | 37,442 | 265 | 18,063 | 274 | 147,286 | 296 | 43,262 | 305 | 30,271 | 307 | 29,841 | 273 |
| Gainesville, Fla. | 69,694 | 187 | 34,280 | 194 | 400,512 | 161 | 93,655 | 218 | 93,369 | 175 | 45,298 | 218 |
| Galveston - Texas City, Tex. | 41,920 | 247 | 20,826 | 256 | 305,251 | 194 | 67,827 | 255 | 43,751 | 276 | 47,549 | 213 |
| Gary - Hammond, Ind. | 142,701 | 118 | 91,834 | 104 | 723,205 | 102 | 580,705 | 44 | 187,583 | 106 | 252,745 | 59 |
| Glens Falls, N.Y. | 33,099 | 282 | 15,930 | 286 | 224,939 | 235 | 69,356 | 250 | 51,447 | 258 | 40,780 | 235 |
| Grand Forks, N.D. | 17,935 | 316 | 9,580 | 313 | 168,351 | 282 | 65,045 | 264 | 37,536 | 294 | 11,164 | 318 |
| Grand Rapids, Mich. | 322,668 | 62 | 176,858 | 62 | 1,263,104 | 66 | 393,530 | 72 | 380,503 | 52 | 149,386 | 98 |
| Great Falls, Mont. | 31,068 | 290 | 15,579 | 288 | 132,578 | 304 | 43,715 | 304 | 29,274 | 309 | 16,714 | 306 |
| Greeley, Colo. | 23,739 | 305 | 11,452 | 309 | 154,496 | 293 | 45,002 | 299 | 39,669 | 287 | 17,103 | 305 |
| Green Bay, Wisc. | 125,804 | 134 | 71,979 | 125 | 366,036 | 175 | 132,474 | 161 | 124,936 | 145 | 27,180 | 281 |
| Greensboro - Winston-Salem - High Point, N.C. | 625,031 | 33 | 390,776 | 28 | 1,497,186 | 57 | 479,353 | 57 | 453,530 | 41 | 312,797 | 48 |
| Greenville - Spartanburg, S.C. | 249,457 | 76 | 148,339 | 74 | 1,000,332 | 80 | 402,149 | 71 | 327,547 | 57 | 230,556 | 69 |
| Hagerstown, Md. | 42,467 | 245 | 25,698 | 228 | 229,375 | 233 | 57,962 | 278 | 52,332 | 256 | 42,784 | 227 |
| Hamilton - Middletown, Ohio | 61,855 | 196 | 35,451 | 191 | 462,956 | 149 | 152,662 | 147 | 85,875 | 189 | 74,123 | 170 |
| Harrisburg - Lebanon - Carlisle, Pa. | 219,252 | 84 | 118,734 | 83 | 1,204,249 | 69 | 488,509 | 55 | 213,762 | 96 | 164,573 | 92 |
| Hartford - New Britain - Middletown - Bristol, Conn. | 493,191 | 41 | 255,697 | 46 | 1,976,590 | 44 | 558,069 | 48 | 421,158 | 44 | 338,124 | 45 |
| Hickory - Morganton, N.C. | 99,040 | 156 | 70,751 | 128 | 365,778 | 176 | 134,246 | 156 | 107,475 | 160 | 67,794 | 174 |
| Honolulu, Haw. | 289,282 | 65 | 153,410 | 72 | 1,076,095 | 76 | 447,278 | 62 | 218,996 | 94 | 552,891 | 29 |
| Houma - Thibodaux, La. | 32,529 | 286 | 16,883 | 280 | 234,158 | 230 | 66,494 | 261 | 73,992 | 209 | 64,583 | 178 |
| Houston, Tex. | 1,213,836 | 12 | 617,551 | 13 | 6,312,164 | 8 | 1,307,569 | 13 | 764,205 | 20 | 794,636 | 16 |
| Huntington - Ashland, W.Va.-Ky. | 89,440 | 165 | 53,185 | 155 | 380,257 | 169 | 144,850 | 151 | 96,890 | 172 | 90,784 | 144 |
| Huntsville, Ala. | 113,794 | 142 | 54,378 | 152 | 440,350 | 154 | 95,933 | 211 | 83,137 | 191 | 47,206 | 215 |
| Indianapolis, Ind. | 557,511 | 36 | 260,440 | 45 | 2,393,380 | 33 | 799,610 | 31 | 549,476 | 29 | 413,131 | 34 |
| Iowa City, Iowa | 35,698 | 271 | 11,443 | 310 | 124,553 | 311 | 40,597 | 311 | 35,972 | 297 | 30,266 | 271 |
| Jackson, Mich. | 39,378 | 258 | 21,756 | 251 | 175,264 | 273 | 79,767 | 237 | 63,323 | 236 | 43,830 | 223 |
| Jackson, Miss. | 136,178 | 125 | 77,211 | 121 | 749,867 | 97 | 189,372 | 126 | 128,651 | 140 | 98,596 | 130 |
| Jackson, Tenn. | 31,393 | 289 | 19,478 | 266 | 130,952 | 306 | 58,185 | 277 | 56,158 | 251 | 22,192 | 294 |
| Jacksonville, Fla. | 401,247 | 51 | 204,970 | 54 | 1,952,105 | 45 | 663,037 | 36 | 389,540 | 49 | 398,520 | 38 |
| Jacksonville, N.C. | 51,525 | 219 | 36,062 | 189 | 171,221 | 278 | 49,977 | 290 | 50,067 | 262 | 20,521 | 300 |
| Jamestown - Dunkirk, N.Y. | 36,033 | 269 | 13,091 | 301 | 205,356 | 256 | 56,866 | 280 | 41,848 | 282 | 38,035 | 244 |
| Janesville - Beloit, Wisc. | 45,081 | 239 | 25,487 | 230 | 226,722 | 234 | 104,008 | 205 | 80,742 | 194 | 44,069 | 222 |
| Jersey City, N.J. | 270,608 | 70 | 102,450 | 97 | 451,870 | 150 | 204,341 | 118 | 74,226 | 208 | 147,066 | 99 |
| Johnson City - Kingsport - Bristol, Tenn. | 105,220 | 149 | 64,229 | 139 | 597,593 | 123 | 185,953 | 128 | 172,103 | 116 | 118,502 | 117 |
| Johnstown, Pa. | 52,760 | 213 | 25,019 | 233 | 289,075 | 202 | 133,011 | 159 | 54,427 | 254 | 72,867 | 171 |
| Joliet, Ill. | 100,553 | 154 | 48,729 | 165 | 536,294 | 135 | 277,858 | 95 | 208,212 | 99 | 136,495 | 109 |
| Joplin, Mo. | 25,860 | 300 | 16,628 | 281 | 260,508 | 213 | 110,501 | 196 | 68,072 | 222 | 20,193 | 301 |
| Kalamazoo, Mich. | 110,799 | 145 | 51,841 | 161 | 323,467 | 186 | 114,268 | 191 | 98,530 | 170 | 56,917 | 187 |
| Kankakee, Ill. | 21,134 | 312 | 11,693 | 308 | 166,014 | 284 | 63,543 | 265 | 46,596 | 270 | 35,754 | 254 |
| Kansas City, Mo.-Kans. | 480,122 | 43 | 243,801 | 47 | 3,342,790 | 20 | 906,666 | 22 | 684,929 | 24 | 406,803 | 35 |
| Kenosha, Wisc. | 32,959 | 284 | 16,611 | 282 | 103,002 | 316 | 81,156 | 234 | 27,439 | 310 | 20,630 | 299 |
| Killeen - Temple, Tex. | 67,188 | 191 | 30,289 | 206 | 297,804 | 198 | 117,526 | 182 | 72,621 | 217 | 40,002 | 236 |
| Knoxville, Tenn. | 270,831 | 69 | 153,684 | 70 | 1,197,744 | 70 | 416,418 | 69 | 237,205 | 87 | 194,464 | 79 |
| Kokomo, Ind. | 34,719 | 274 | 21,834 | 249 | 247,753 | 218 | 47,249 | 294 | 48,937 | 264 | 35,318 | 257 |
| La Crosse, Wisc. | 49,203 | 226 | 23,134 | 244 | 176,376 | 272 | 60,872 | 270 | 33,455 | 303 | 19,503 | 303 |
| Lafayette - West Lafayette, Ind. | 47,754 | 230 | 20,440 | 260 | 224,210 | 236 | 82,826 | 232 | 58,219 | 246 | 42,792 | 226 |
| Lafayette, La. | 52,092 | 217 | 25,055 | 232 | 313,408 | 190 | 129,161 | 163 | 43,443 | 278 | 63,051 | 180 |
| Lake Charles, La. | 39,975 | 255 | 17,940 | 275 | 224,198 | 237 | 63,341 | 267 | 49,699 | 263 | 55,710 | 190 |
| Lake County, Ill. | 306,148 | 63 | 140,728 | 78 | 1,255,260 | 68 | 296,367 | 88 | 270,045 | 71 | 223,925 | 71 |
| Lakeland - Winter Haven, Fla. | 143,211 | 117 | 84,936 | 115 | 678,632 | 106 | 263,825 | 101 | 237,474 | 86 | 140,735 | 104 |
| Lancaster, Pa. | 206,779 | 94 | 118,516 | 84 | 727,131 | 101 | 128,555 | 166 | 229,049 | 92 | 111,534 | 121 |
| Lansing - East Lansing, Mich. | 218,285 | 87 | 98,161 | 99 | 665,257 | 111 | 245,829 | 106 | 183,496 | 111 | 90,883 | 143 |

## S&MM METRO MARKET RANKINGS ACROSS THE BOARD: Retail Sales by Merchandise Line

| Area | Groceries & Other Foods ($000) | Rank | Drugs & Health & Beauty Aids ($000) | Rank | Major Household Appliances ($000) | Rank | Televisions, Video Recorders & Tapes ($000) | Rank | Audio Equipment, Musical Instruments & Supplies ($000) | Rank |
|---|---|---|---|---|---|---|---|---|---|---|
| Decatur, Ill. | 128,577 | 281 | 51,276 | 247 | 12,618 | 248 | 8,887 | 252 | 12,793 | 225 |
| Denver, Colo. | 2,114,780 | 26 | 590,950 | 33 | 161,076 | 24 | 167,208 | 20 | 193,930 | 23 |
| Des Moines, Iowa | 564,595 | 100 | 181,673 | 91 | 36,476 | 121 | 32,744 | 104 | 33,198 | 121 |
| Detroit, Mich. | 5,047,894 | 6 | 1,671,858 | 6 | 394,779 | 4 | 288,269 | 5 | 306,088 | 9 |
| Dothan, Ala. | 159,202 | 257 | 47,036 | 260 | 15,381 | 214 | 12,656 | 207 | 10,924 | 247 |
| Dubuque, Iowa | 116,413 | 291 | 38,619 | 283 | 10,774 | 278 | 5,343 | 310 | 6,265 | 306 |
| Duluth, Minn. | 325,871 | 159 | 75,809 | 191 | 19,492 | 184 | 14,925 | 188 | 15,341 | 207 |
| Eau Claire, Wisc. | 188,505 | 233 | 43,515 | 269 | 13,274 | 239 | 9,836 | 241 | 13,132 | 220 |
| Elkhart - Goshen, Ind. | 183,212 | 238 | 53,009 | 241 | 11,720 | 265 | 8,548 | 256 | 9,102 | 271 |
| Elmira, N.Y. | 110,464 | 296 | 35,863 | 289 | 11,848 | 261 | 6,967 | 284 | 9,271 | 268 |
| El Paso, Tex. | 534,428 | 106 | 169,149 | 99 | 48,856 | 90 | 46,372 | 72 | 42,960 | 99 |
| Enid, Okla. | 56,821 | 320 | 24,312 | 318 | 4,806 | 320 | 4,030 | 320 | 3,884 | 320 |
| Erie, Pa. | 370,651 | 143 | 90.547 | 167 | 22,771 | 170 | 13,622 | 197 | 19,713 | 180 |
| Eugene - Springfield, Ore. | 388,508 | 138 | 100,411 | 158 | 18,975 | 185 | 20,784 | 156 | 34,607 | 117 |
| Evansville, Ind. | 325,131 | 161 | 108,413 | 146 | 26,020 | 154 | 28,688 | 120 | 28,277 | 139 |
| Fargo - Moorhead, N.D.-Minn. | 188,892 | 232 | 61,024 | 214 | 16,615 | 200 | 13,006 | 203 | 16,663 | 198 |
| Fayetteville - Springdale, Ark. | 157,824 | 258 | 35,711 | 290 | 20,881 | 173 | 12,434 | 210 | 10,846 | 249 |
| Fayetteville, N.C. | 221,449 | 206 | 66,546 | 201 | 23,444 | 165 | 30,093 | 112 | 41,201 | 101 |
| Flint, Mich. | 574,834 | 96 | 172,607 | 97 | 40,341 | 109 | 34,493 | 94 | 29,156 | 134 |
| Florence, Ala. | 161,555 | 251 | 46,256 | 262 | 14,451 | 224 | 11,808 | 217 | 9,544 | 265 |
| Florence, S.C. | 159,499 | 256 | 45,649 | 263 | 12,549 | 251 | 6,937 | 285 | 7,728 | 292 |
| Fort Collins - Loveland, Colo. | 240,881 | 194 | 59,298 | 223 | 16,249 | 205 | 13,818 | 195 | 18,008 | 188 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 1,847,718 | 31 | 665,286 | 27 | 150,417 | 26 | 85,010 | 41 | 105,831 | 40 |
| Fort Myers - Cape Coral, Fla. | 496,914 | 116 | 129,191 | 125 | 37,205 | 118 | 30,920 | 110 | 23,741 | 165 |
| Fort Pierce, Fla. | 335,903 | 154 | 91,388 | 166 | 28,632 | 151 | 18,024 | 170 | 20,742 | 174 |
| Fort Smith, Ark. | 240,538 | 195 | 63,771 | 208 | 16,046 | 209 | 13,590 | 198 | 14,785 | 208 |
| Fort Walton Beach, Fla. | 168,093 | 246 | 59,937 | 220 | 18,070 | 192 | 10,478 | 229 | 12,249 | 232 |
| Fort Wayne, Ind. | 403,105 | 132 | 128,736 | 126 | 42,997 | 102 | 42,669 | 76 | 34,392 | 118 |
| Fort Worth - Arlington, Tex. | 1,635,176 | 37 | 626,879 | 31 | 109,178 | 44 | 130,246 | 28 | 125,849 | 35 |
| Fresno, Cal. | 681,825 | 87 | 181,301 | 92 | 44,155 | 98 | 38,139 | 88 | 44,987 | 94 |
| Gadsden, Ala. | 108,813 | 299 | 41,914 | 274 | 8,524 | 304 | 7,447 | 276 | 7,123 | 297 |
| Gainesville, Fla. | 261,530 | 184 | 69,631 | 195 | 19,926 | 181 | 14,935 | 187 | 22,229 | 170 |
| Galveston - Texas City, Tex. | 318,131 | 162 | 83,991 | 177 | 18,263 | 191 | 14,211 | 193 | 13,096 | 221 |
| Gary - Hammond, Ind. | 660,026 | 88 | 192,197 | 87 | 46,699 | 92 | 33,743 | 97 | 26,632 | 147 |
| Glens Falls, N.Y. | 182,891 | 239 | 43,118 | 270 | 9,369 | 291 | 6,138 | 299 | 11,817 | 238 |
| Grand Forks, N.D. | 91,172 | 316 | 25,486 | 316 | 6,740 | 314 | 5,604 | 305 | 8,485 | 276 |
| Grand Rapids, Mich. | 919,433 | 69 | 250,802 | 72 | 75,389 | 63 | 46,480 | 71 | 69,206 | 63 |
| Great Falls, Mont. | 89,766 | 317 | 28,707 | 310 | 10,773 | 279 | 6,902 | 287 | 7,782 | 288 |
| Greeley, Colo. | 140,138 | 271 | 32,668 | 303 | 6,855 | 312 | 5,969 | 302 | 6,994 | 298 |
| Green Bay, Wisc. | 260,082 | 185 | 65,160 | 202 | 39,437 | 112 | 20,026 | 160 | 25,112 | 156 |
| Greensboro - Winston-Salem - High Point, N.C. | 1,111,713 | 57 | 341,624 | 58 | 127,166 | 38 | 74,013 | 49 | 76,580 | 58 |
| Greenville - Spartanburg, S.C. | 861,059 | 73 | 251,260 | 71 | 59,423 | 76 | 50,829 | 65 | 53,215 | 84 |
| Hagerstown, Md. | 154,274 | 261 | 49,558 | 252 | 14,946 | 218 | 7,911 | 268 | 7,782 | 288 |
| Hamilton - Middletown, Ohio | 304,531 | 166 | 89,917 | 168 | 16,377 | 203 | 10,048 | 236 | 10,767 | 251 |
| Harrisburg - Lebanon - Carlisle, Pa. | 749,159 | 81 | 207,643 | 86 | 57,848 | 80 | 38,679 | 86 | 46,992 | 90 |
| Hartford - New Britain - Middletown - Bristol, Conn. | 1,345,793 | 47 | 407,303 | 48 | 105,539 | 45 | 76,633 | 47 | 103,420 | 43 |
| Hickory - Morganton, N.C. | 252,807 | 189 | 82,234 | 181 | 20,569 | 174 | 15,850 | 183 | 12,804 | 224 |
| Honolulu, Haw. | 1,157,898 | 53 | 517,100 | 37 | 69,016 | 69 | 37,248 | 89 | 105,414 | 41 |
| Houma - Thibodaux, La. | 259,523 | 186 | 81,835 | 182 | 13,251 | 240 | 10,194 | 234 | 10,799 | 250 |
| Houston, Tex. | 3,965,395 | 9 | 1,191,436 | 9 | 249,477 | 12 | 271,566 | 7 | 290,681 | 12 |
| Huntington - Ashland, W.Va.-Ky. | 331,314 | 156 | 112,358 | 143 | 23,074 | 167 | 19,553 | 162 | 28,060 | 140 |
| Huntsville, Ala. | 278,906 | 175 | 79,447 | 185 | 36,719 | 120 | 23,038 | 142 | 26,176 | 149 |
| Indianapolis, Ind. | 1,315,298 | 48 | 477,827 | 40 | 139,121 | 34 | 173,299 | 17 | 118,217 | 36 |
| Iowa City, Iowa | 139,539 | 272 | 33,891 | 298 | 8,222 | 308 | 6,554 | 294 | 12,502 | 228 |
| Jackson, Mich. | 207,791 | 217 | 58,425 | 226 | 14,130 | 229 | 7,712 | 270 | 7,900 | 286 |
| Jackson, Miss. | 391,286 | 136 | 146,385 | 113 | 32,871 | 134 | 33,502 | 100 | 32,883 | 123 |
| Jackson, Tenn. | 98,159 | 309 | 34,578 | 295 | 12,610 | 249 | 7,111 | 281 | 7,952 | 285 |
| Jacksonville, Fla. | 1,068,533 | 61 | 358,105 | 54 | 89,360 | 51 | 81,676 | 44 | 86,380 | 51 |
| Jacksonville, N.C. | 103,548 | 304 | 27,872 | 313 | 10,934 | 277 | 11,716 | 219 | 14,338 | 209 |
| Jamestown - Dunkirk, N.Y. | 193,630 | 227 | 46,778 | 261 | 8,576 | 302 | 6,033 | 300 | 9,181 | 269 |
| Janesville - Beloit, Wisc. | 205,530 | 219 | 52,708 | 244 | 12,693 | 247 | 8,741 | 254 | 11,265 | 243 |
| Jersey City, N.J. | 633,429 | 89 | 176,091 | 95 | 41,444 | 106 | 24,546 | 136 | 43,134 | 98 |
| Johnson City - Kingsport - Bristol, Tenn. | 419,587 | 129 | 149,868 | 110 | 32,659 | 135 | 26,939 | 125 | 26,780 | 145 |
| Johnstown, Pa. | 302,043 | 169 | 78,394 | 186 | 16,942 | 198 | 10,249 | 233 | 10,038 | 260 |
| Joliet, Ill. | 328,096 | 158 | 112,195 | 144 | 32,468 | 136 | 21,606 | 150 | 20,283 | 175 |
| Joplin, Mo. | 171,071 | 243 | 43,605 | 268 | 11,995 | 260 | 10,412 | 231 | 8,165 | 280 |
| Kalamazoo, Mich. | 269,237 | 179 | 85,178 | 174 | 29,015 | 148 | 21,989 | 147 | 32,838 | 124 |
| Kankakee, Ill. | 98,719 | 307 | 33,197 | 302 | 7,859 | 310 | 5,573 | 306 | 6,581 | 304 |
| Kansas City, Mo.-Kans. | 1,777,928 | 33 | 573,182 | 35 | 138,186 | 35 | 123,169 | 30 | 112,610 | 37 |
| Kenosha, Wisc. | 125,305 | 283 | 29,626 | 309 | 10,959 | 275 | 6,615 | 291 | 5,536 | 314 |
| Killeen - Temple, Tex. | 191,926 | 230 | 68,122 | 200 | 20,313 | 177 | 21,348 | 152 | 24,676 | 160 |
| Knoxville, Tenn. | 695,084 | 86 | 242,487 | 75 | 60,238 | 75 | 55,340 | 62 | 62,515 | 72 |
| Kokomo, Ind. | 104,210 | 302 | 39,974 | 278 | 11,808 | 262 | 11,857 | 216 | 9,145 | 270 |
| La Crosse, Wisc. | 118,150 | 289 | 35,086 | 292 | 16,140 | 207 | 10,881 | 226 | 12,489 | 229 |
| Lafayette - West Lafayette, Ind. | 137,547 | 274 | 45,649 | 263 | 16,339 | 204 | 14,292 | 191 | 21,340 | 171 |
| Lafayette, La. | 314,097 | 163 | 104,964 | 151 | 18,759 | 188 | 16,209 | 180 | 14,122 | 212 |
| Lake Charles, La. | 244,262 | 192 | 76,985 | 187 | 16,530 | 201 | 13,027 | 201 | 12,004 | 234 |
| Lake County, Ill. | 618,825 | 91 | 190,540 | 8[illegible] | 103,146 | 47 | 69,079 | 53 | 67,763 | 65 |
| Lakeland - Winter Haven, Fla. | 513,518 | 112 | 149,054 | 111 | 33,174 | 133 | 29,160 | 117 | 25,408 | 152 |
| Lancaster, Pa. | 592,188 | 93 | 122,950 | 133 | 44,147 | 99 | 22,276 | 145 | 36,535 | 111 |
| Lansing - East Lansing, Mich. | 555,287 | 101 | 154,181 | 108 | 52,370 | 84 | 33,975 | 95 | 44,118 | 96 |

## S&MM METRO MARKET RANKINGS ACROSS THE BOARD: Retail Sales by Merchandise Line

| Area | Home Computers & Calculators | | Furniture & Sleep Equipment | | Men's & Boys' Clothing | | Women's & Girls' Clothing | | Footwear | |
|---|---|---|---|---|---|---|---|---|---|---|
| | ($000) | Rank | ($000) | Rank | ($000) | Rank | ($000) | Rank | ($000) | Rank |
| Decatur, Ill. | 3,638 | 241 | 12,678 | 284 | 42,238 | 185 | 50,280 | 258 | 12,918 | 276 |
| Denver, Colo. | 61,868 | 31 | 333,862 | 24 | 411,292 | 25 | 834,782 | 27 | 215,924 | 29 |
| Des Moines, Iowa | 14,443 | 97 | 59,365 | 114 | 111,037 | 94 | 218,298 | 95 | 48,967 | 107 |
| Detroit, Mich. | 124,291 | 14 | 752,984 | 6 | 1,025,894 | 5 | 2,116,103 | 5 | 550,637 | 5 |
| Dothan, Ala. | 6,412 | 177 | 17,621 | 240 | 29,944 | 230 | 67,918 | 209 | 20,735 | 201 |
| Dubuque, Iowa | 2,111 | 305 | 10,452 | 307 | 22,922 | 275 | 50,804 | 256 | 10,397 | 296 |
| Duluth, Minn. | 6,016 | 185 | 27,350 | 190 | 49,719 | 169 | 97,224 | 177 | 21,740 | 195 |
| Eau Claire, Wisc. | 2,247 | 302 | 17,711 | 238 | 31,397 | 219 | 58,449 | 232 | 12,949 | 275 |
| Elkhart - Goshen, Ind. | 2,610 | 279 | 20,011 | 226 | 25,267 | 258 | 52,638 | 253 | 15,252 | 246 |
| Elmira, N.Y. | 4,075 | 231 | 12,072 | 291 | 22,936 | 274 | 45,183 | 274 | 12,760 | 278 |
| El Paso, Tex. | 16,381 | 83 | 80,575 | 94 | 123,098 | 83 | 240,146 | 87 | 78,586 | 75 |
| Enid, Okla. | 1,521 | 317 | 6,041 | 319 | 11,967 | 319 | 25,214 | 317 | 6,028 | 319 |
| Erie, Pa. | 8,283 | 145 | 38,762 | 161 | 48,530 | 170 | 103,740 | 171 | 24,385 | 179 |
| Eugene - Springfield, Ore. | 7,998 | 149 | 31,684 | 181 | 50,831 | 165 | 104,005 | 170 | 35,393 | 145 |
| Evansville, Ind. | 6,273 | 180 | 53,440 | 130 | 61,627 | 147 | 130,500 | 146 | 31,131 | 155 |
| Fargo - Moorhead, N.D.-Minn. | 5,090 | 200 | 20,405 | 223 | 45,083 | 179 | 88,602 | 182 | 21,371 | 198 |
| Fayetteville - Springdale, Ark. | 4,228 | 227 | 25,267 | 198 | 27,080 | 246 | 49,508 | 261 | 15,249 | 247 |
| Fayetteville, N.C. | 6,776 | 171 | 47,985 | 142 | 47,794 | 173 | 94,551 | 180 | 30,011 | 160 |
| Flint, Mich. | 7,953 | 150 | 63,916 | 107 | 92,004 | 106 | 180,133 | 113 | 40,524 | 131 |
| Florence, Ala. | 3,709 | 237 | 13,854 | 276 | 29,094 | 238 | 56,458 | 239 | 14,951 | 250 |
| Florence, S.C. | 2,235 | 300 | 16,700 | 246 | 26,188 | 251 | 49,935 | 260 | 15,683 | 243 |
| Fort Collins - Loveland, Colo. | 5,385 | 197 | 28,007 | 188 | 30,195 | 226 | 63,755 | 218 | 19,338 | 214 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 26,304 | 64 | 307,650 | 26 | 291,948 | 39 | 645,297 | 36 | 188,590 | 31 |
| Fort Myers - Cape Coral, Fla. | 9,026 | 139 | 108,360 | 72 | 74,929 | 126 | 183,345 | 109 | 46,643 | 115 |
| Fort Pierce, Fla. | 7,551 | 159 | 54,040 | 128 | 37,143 | 196 | 88,126 | 183 | 21,044 | 200 |
| Fort Smith, Ark. | 2,641 | 278 | 22,322 | 214 | 35,221 | 203 | 74,782 | 194 | 20,229 | 207 |
| Fort Walton Beach, Fla. | 5,470 | 194 | 27,976 | 189 | 30,780 | 223 | 66,170 | 212 | 16,189 | 233 |
| Fort Wayne, Ind. | 14,601 | 95 | 59,782 | 112 | 79,954 | 117 | 166,263 | 118 | 40,490 | 132 |
| Fort Worth - Arlington, Tex. | 48,850 | 35 | 214,662 | 41 | 299,717 | 37 | 584,118 | 40 | 171,034 | 38 |
| Fresno, Cal. | 19,748 | 76 | 111,765 | 71 | 115,399 | 90 | 208,406 | 97 | 67,025 | 84 |
| Gadsden, Ala. | 2,950 | 264 | 15,743 | 254 | 16,182 | 308 | 37,284 | 300 | 10,375 | 297 |
| Gainesville, Fla. | 5,985 | 187 | 24,253 | 203 | 40,958 | 188 | 82,202 | 188 | 23,140 | 185 |
| Galveston - Texas City, Tex. | 4,733 | 210 | 16,628 | 248 | 48,507 | 171 | 109,588 | 164 | 29,396 | 165 |
| Gary - Hammond, Ind. | 10,227 | 132 | 71,990 | 99 | 104,794 | 97 | 191,255 | 105 | 60,363 | 91 |
| Glens Falls, N.Y. | 3,020 | 262 | 11,536 | 295 | 18,423 | 299 | 41,803 | 286 | 8,755 | 310 |
| Grand Forks, N.D. | 2,689 | 276 | 8,818 | 313 | 26,082 | 252 | 45,380 | 273 | 11,383 | 286 |
| Grand Rapids, Mich. | 15,680 | 85 | 112,461 | 70 | 179,867 | 61 | 316,233 | 69 | 82,525 | 69 |
| Great Falls, Mont. | 2,707 | 273 | 13,372 | 279 | 15,603 | 309 | 40,136 | 292 | 9,973 | 302 |
| Greeley, Colo. | 2,486 | 289 | 9,575 | 310 | 17,322 | 306 | 38,538 | 296 | 9,037 | 308 |
| Green Bay, Wisc. | 6,226 | 182 | 41,704 | 153 | 51,582 | 162 | 97,255 | 176 | 24,621 | 178 |
| Greensboro - Winston-Salem - High Point, N.C. | 32,483 | 53 | 345,897 | 23 | 192,822 | 56 | 447,074 | 52 | 121,247 | 50 |
| Greenville - Spartanburg, S.C. | 13,378 | 106 | 89,771 | 85 | 115,388 | 91 | 310,852 | 71 | 84,423 | 68 |
| Hagerstown, Md. | 3,189 | 256 | 17,230 | 243 | 19,458 | 295 | 36,408 | 303 | 10,153 | 300 |
| Hamilton - Middletown, Ohio | 6,890 | 169 | 25,849 | 194 | 23,753 | 268 | 52,556 | 254 | 13,855 | 262 |
| Harrisburg - Lebanon - Carlisle, Pa. | 13,043 | 111 | 96,896 | 80 | 107,056 | 96 | 228,255 | 92 | 62,400 | 89 |
| Hartford - New Britain - Middletown Bristol, Conn. | 42,729 | 41 | 203,966 | 43 | 235,535 | 49 | 488,988 | 48 | 115,787 | 54 |
| Hickory - Morganton, N.C. | 3,365 | 248 | 58,594 | 116 | 28,692 | 240 | 70,051 | 206 | 20,380 | 206 |
| Honolulu, Haw. | 21,272 | 74 | 138,757 | 59 | 310,833 | 34 | 608,812 | 37 | 135,185 | 44 |
| Houma - Thibodaux, La. | 2,601 | 280 | 14,025 | 273 | 24,545 | 264 | 53,595 | 248 | 18,696 | 217 |
| Houston, Tex. | 159,278 | 6 | 458,727 | 12 | 781,737 | 9 | 1,500,024 | 11 | 413,662 | 9 |
| Huntington - Ashland, W.Va.-Ky. | 4,192 | 228 | 38,539 | 165 | 61,459 | 148 | 124,185 | 152 | 31,479 | 154 |
| Huntsville, Ala. | 14,329 | 99 | 42,308 | 150 | 62,936 | 145 | 149,381 | 132 | 32,880 | 150 |
| Indianapolis, Ind. | 62,759 | 30 | 219,835 | 38 | 307,091 | 35 | 1,185,224 | 13 | 198,258 | 30 |
| Iowa City, Iowa | 1,789 | 311 | 11,779 | 294 | 17,589 | 305 | 38,495 | 298 | 10,332 | 298 |
| Jackson, Mich. | 3,039 | 260 | 17,663 | 239 | 26,446 | 250 | 45,868 | 271 | 13,011 | 273 |
| Jackson, Miss. | 15,392 | 87 | 61,523 | 111 | 78,057 | 121 | 182,200 | 111 | 57,448 | 95 |
| Jackson, Tenn. | 3,337 | 251 | 10,933 | 300 | 20,700 | 291 | 46,826 | 267 | 12,215 | 281 |
| Jacksonville, Fla. | 26,710 | 63 | 164,475 | 51 | 158,118 | 69 | 384,054 | 58 | 95,046 | 62 |
| Jacksonville, N.C. | 3,092 | 258 | 26,747 | 192 | 21,478 | 285 | 37,203 | 301 | 11,014 | 292 |
| Jamestown - Dunkirk, N.Y. | 2,646 | 277 | 14,774 | 265 | 19,978 | 294 | 40,194 | 291 | 8,500 | 313 |
| Janesville - Beloit, Wisc. | 6,247 | 181 | 14,495 | 269 | 22,682 | 279 | 46,196 | 270 | 11,246 | 290 |
| Jersey City, N.J. | 25,519 | 67 | 99,282 | 78 | 114,303 | 93 | 311,872 | 70 | 80,664 | 73 |
| Johnson City - Kingsport - Bristol, Tenn. | 8,227 | 146 | 38,624 | 164 | 74,983 | 125 | 138,744 | 136 | 40,801 | 129 |
| Johnstown, Pa. | 2,728 | 270 | 18,135 | 234 | 25,714 | 254 | 53,075 | 251 | 13,784 | 264 |
| Joliet, Ill. | 6,125 | 183 | 32,212 | 177 | 46,539 | 176 | 92,304 | 181 | 19,394 | 213 |
| Joplin, Mo. | 2,313 | 299 | 12,301 | 290 | 25,278 | 257 | 56,116 | 240 | 20,507 | 204 |
| Kalamazoo, Mich. | 9,312 | 138 | 37,850 | 166 | 57,550 | 153 | 120,202 | 157 | 34,601 | 146 |
| Kankakee, Ill. | 1,708 | 313 | 11,102 | 298 | 13,757 | 316 | 29,061 | 311 | 7,370 | 316 |
| Kansas City, Mo.-Kans. | 39,987 | 42 | 202,514 | 44 | 359,770 | 29 | 719,463 | 33 | 178,128 | 37 |
| Kenosha, Wisc. | 2,486 | 289 | 10,658 | 304 | 19,160 | 297 | 37,778 | 299 | 14,670 | 254 |
| Killeen - Temple, Tex. | 5,516 | 192 | 32,408 | 175 | 34,617 | 207 | 72,742 | 199 | 19,930 | 211 |
| Knoxville, Tenn. | 14,917 | 92 | 102,294 | 75 | 141,984 | 74 | 303,355 | 73 | 72,630 | 81 |
| Kokomo, Ind. | 2,262 | 301 | 15,157 | 260 | 13,771 | 315 | 21,445 | 319 | 3,740 | 320 |
| La Crosse, Wisc. | 1,742 | 312 | 15,939 | 251 | 25,850 | 253 | 53,804 | 247 | 13,950 | 261 |
| Lafayette - West Lafayette, Ind. | 3,725 | 235 | 15,376 | 259 | 36,380 | 200 | 69,468 | 208 | 15,815 | 240 |
| Lafayette, La. | 7,496 | 161 | 29,044 | 186 | 42,137 | 186 | 101,278 | 173 | 29,533 | 164 |
| Lake Charles, La. | 3,213 | 255 | 19,763 | 228 | 28,493 | 242 | 63,241 | 221 | 19,939 | 210 |
| Lake County, Ill. | 21,318 | 73 | 125,615 | 63 | 118,256 | 88 | 240,158 | 86 | 53,657 | 100 |
| Lakeland - Winter Haven, Fla. | 8,850 | 141 | 56,299 | 120 | 54,814 | 158 | 116,539 | 158 | 29,392 | 166 |
| Lancaster, Pa. | 9,603 | 135 | 72,443 | 98 | 64,859 | 141 | 146,014 | 134 | 39,835 | 134 |
| Lansing - East Lansing, Mich. | 17,930 | 79 | 64,514 | 106 | 102,467 | 98 | 195,967 | 101 | 48,413 | 109 |

## S&MM METRO MARKET RANKINGS ACROSS THE BOARD: 1996 Projections

| | 1996 Population | | Percent Change In Population 1991–1996 | | 1996 Households | | 1996 EBI | |
|---|---|---|---|---|---|---|---|---|
| Area | (Thous.) | Rank | % | Rank | (Thous.) | Rank | ($000) | Rank |
| Decatur, Ill. | 110.4 | 294 | -4.3 | 318 | 43.8 | 283 | 1,941,200 | 280 |
| Denver, Colo. | 1,742.0 | 27 | 5.4 | 122 | 706.0 | 25 | 40,926,947 | 24 |
| Des Moines, Iowa | 425.4 | 114 | 6.0 | 100 | 167.3 | 112 | 9,241,110 | 100 |
| Detroit, Mich. | 4,460.1 | 5 | 1.3 | 248 | 1,661.0 | 5 | 91,241,351 | 7 |
| Dothan, Ala. | 138.2 | 251 | 3.9 | 172 | 52.0 | 251 | 2,315,013 | 251 |
| Dubuque, Iowa | 84.7 | 311 | -1.5 | 296 | 30.6 | 315 | 1,431,722 | 309 |
| Duluth, Minn. | 229.2 | 183 | -3.3 | 313 | 92.8 | 175 | 3,729,326 | 188 |
| Eau Claire, Wisc. | 146.2 | 239 | 4.6 | 147 | 54.2 | 240 | 2,427,651 | 242 |
| Elkhart - Goshen, Ind. | 167.8 | 219 | 5.3 | 126 | 61.1 | 223 | 3,089,667 | 207 |
| Elmira, N.Y. | 96.2 | 304 | .6 | 266 | 36.0 | 305 | 1,591,267 | 302 |
| El Paso, Tex. | 689.8 | 77 | 11.8 | 33 | 207.0 | 90 | 8,704,726 | 111 |
| Enid, Okla. | 51.1 | 320 | -6.8 | 320 | 20.2 | 320 | 756,701 | 320 |
| Erie, Pa. | 274.8 | 162 | -.2 | 278 | 102.7 | 160 | 4,804,927 | 163 |
| Eugene - Springfield, Ore. | 301.1 | 150 | 4.9 | 138 | 119.3 | 144 | 5,211,696 | 159 |
| Evansville, Ind. | 283.6 | 160 | 1.2 | 251 | 111.9 | 154 | 5,180,818 | 160 |
| Fargo - Moorhead, N.D.-Minn. | 163.5 | 223 | 4.8 | 140 | 62.5 | 217 | 3,087,785 | 208 |
| Fayetteville - Springdale, Ark. | 126.0 | 270 | 8.1 | 70 | 49.2 | 261 | 1,986,754 | 277 |
| Fayetteville, N.C. | 288.3 | 156 | 3.7 | 182 | 96.9 | 167 | 4,105,598 | 178 |
| Flint, Mich. | 422.9 | 116 | -1.3 | 293 | 160.8 | 114 | 8,282,652 | 115 |
| Florence, Ala. | 131,7 | 259 | .3 | 270 | 52.1 | 250 | 2,013,485 | 274 |
| Florence, S.C. | 119.2 | 278 | 2.9 | 210 | 42.7 | 287 | 1,876,137 | 284 |
| Fort Collins - Loveland, Colo. | 223.0 | 189 | 13.5 | 18 | 85.8 | 186 | 4,021,975 | 180 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 1,397.0 | 37 | 7.6 | 77 | 594.8 | 30 | 33,678,186 | 34 |
| Fort Myers - Cape Coral, Fla. | 412.0 | 119 | 15.4 | 7 | 172.7 | 109 | 8,809,866 | 108 |
| Fort Pierce, Fla. | 307.1 | 149 | 14.9 | 11 | 123.8 | 139 | 6,501,531 | 135 |
| Fort Smith, Ark. | 193.6 | 203 | 7.5 | 80 | 74.3 | 200 | 2,926,500 | 215 |
| Fort Walton Beach, Fla. | 162.5 | 226 | 8.5 | 63 | 60.8 | 224 | 2,836,825 | 220 |
| Fort Wayne, Ind. | 388.9 | 126 | 5.2 | 132 | 147.2 | 122 | 7,354,435 | 122 |
| Fort Worth - Arlington, Tex. | 1,569.4 | 32 | 12.4 | 25 | 587.0 | 31 | 34,716,086 | 32 |
| Fresno, Cal. | 826.2 | 67 | 16.5 | 3 | 272.4 | 74 | 12,423,339 | 80 |
| Gadsden, Ala. | 99.9 | 302 | .1 | 271 | 39.2 | 298 | 1,302,907 | 315 |
| Gainesville, Fla. | 220.7 | 190 | 5.6 | 114 | 86.4 | 183 | 3,648,200 | 191 |
| Galveston - Texas City, Tex. | 226.5 | 184 | 3.0 | 206 | 85.4 | 187 | 3,776,189 | 187 |
| Gary - Hammond, Ind. | 600.6 | 88 | -.4 | 282 | 216.8 | 88 | 9,778,892 | 94 |
| Glens Falls, N.Y. | 126.4 | 269 | 4.7 | 144 | 46.4 | 268 | 2,140,340 | 260 |
| Grand Forks, N.D. | 74.4 | 318 | 3.8 | 180 | 27.1 | 317 | 1,304,948 | 314 |
| Grand Rapids, Mich. | 762.3 | 69 | 7.7 | 75 | 274.2 | 73 | 14,930,978 | 71 |
| Great Falls, Mont. | 79.6 | 315 | 2.2 | 232 | 31.5 | 312 | 1,373,495 | 313 |
| Greeley, Colo. | 138.7 | 249 | 3.8 | 180 | 50.6 | 254 | 2,354,196 | 246 |
| Green Bay, Wisc. | 202.8 | 196 | 2.7 | 217 | 76.5 | 198 | 3,961,820 | 182 |
| Greensboro - Winston-Salem - High Point, N.C. | 1,010.7 | 53 | 5.2 | 132 | 405.3 | 47 | 18,289,348 | 63 |
| Greenville - Spartanburg, S.C. | 692.7 | 76 | 5.7 | 109 | 264.2 | 75 | 12,636,886 | 79 |
| Hagerstown, Md. | 124.9 | 271 | 1.8 | 241 | 45.8 | 270 | 1,820,218 | 289 |
| Hamilton - Middletown, Ohio | 313.8 | 144 | 5.5 | 118 | 113.6 | 150 | 5,608,408 | 151 |
| Harrisburg - Lebanon - Carlisle, Pa. | 624.1 | 86 | 4.4 | 155 | 240.8 | 81 | 12,700,706 | 77 |
| Hartford - New Britain - Middletown - Bristol, Conn. | 1,159.5 | 45 | 2.0 | 238 | 440.7 | 45 | 29,617,373 | 38 |
| Hickory - Morganton, N.C. | 238.6 | 178 | 5.6 | 114 | 92.0 | 176 | 3,884,030 | 185 |
| Honolulu, Haw. | 897.6 | 64 | 5.3 | 126 | 290.2 | 69 | 20,242,277 | 50 |
| Houma - Thibodaux, La. | 184.8 | 207 | 1.1 | 253 | 61.6 | 220 | 2,794,202 | 226 |
| Houston, Tex. | 3,549.1 | 8 | 5.3 | 126 | 1,272.0 | 8 | 78,609,374 | 8 |
| Huntington - Ashland, W.Va.-Ky. | 311.3 | 147 | .1 | 271 | 120.9 | 143 | 4,786,075 | 164 |
| Huntsville, Ala. | 274.8 | 162 | 10.7 | 44 | 107.3 | 156 | 6,064,311 | 142 |
| Indianapolis, Ind. | 1,335.3 | 39 | 4.9 | 138 | 517.0 | 39 | 28,945,183 | 39 |
| Iowa City, Iowa | 103.8 | 298 | 5.8 | 107 | 39.2 | 298 | 2,275,338 | 253 |
| Jackson, Mich. | 158.9 | 230 | 4.5 | 151 | 57.6 | 230 | 2,808,299 | 224 |
| Jackson, Miss. | 418.7 | 118 | 4.3 | 160 | 149.5 | 120 | 7,732,236 | 118 |
| Jackson, Tenn. | 80.5 | 313 | 2.4 | 228 | 31.0 | 313 | 1,408,628 | 310 |
| Jacksonville, Fla. | 1,022.8 | 51 | 8.4 | 65 | 390.7 | 50 | 19,246,182 | 57 |
| Jacksonville, N.C. | 163.3 | 224 | 6.4 | 92 | 44.1 | 281 | 2,319,029 | 250 |
| Jamestown - Dunkirk, N.Y. | 136.6 | 255 | -3.0 | 310 | 52.3 | 249 | 1,614,692 | 300 |
| Janesville - Beloit, Wisc. | 140.8 | 243 | .9 | 258 | 53.4 | 242 | 2,299,930 | 252 |
| Jersey City, N.J. | 536.8 | 96 | -2.2 | 302 | 199.0 | 94 | 11,556,746 | 85 |
| Johnson City - Kingsport - Bristol, Tenn. | 444.5 | 112 | 1.5 | 245 | 176.1 | 103 | 7,050,222 | 126 |
| Johnstown, Pa. | 230.1 | 182 | -3.4 | 315 | 89.1 | 179 | 3,146,546 | 206 |
| Joliet, Ill. | 424.4 | 115 | 6.5 | 90 | 140.3 | 129 | 8,849,183 | 106 |
| Joplin, Mo. | 139.7 | 246 | 2.4 | 228 | 55.2 | 236 | 2,077,830 | 269 |
| Kalamazoo, Mich. | 231.8 | 181 | 2.5 | 224 | 87.6 | 181 | 4,511,610 | 172 |
| Kankakee, Ill. | 96.2 | 304 | .0 | 275 | 34.5 | 307 | 1,567,863 | 303 |
| Kansas City, Mo.-Kans. | 1,710.1 | 29 | 6.4 | 92 | 663.4 | 28 | 37,067,544 | 27 |
| Kenosha, Wisc. | 137.5 | 253 | 5.3 | 126 | 50.6 | 254 | 2,083,430 | 268 |
| Killeen - Temple, Tex. | 284.3 | 159 | 8.3 | 67 | 94.4 | 174 | 4,550,088 | 170 |
| Knoxville, Tenn. | 644.2 | 83 | 4.8 | 140 | 257.6 | 76 | 11,865,592 | 82 |
| Kokomo, Ind. | 94.9 | 306 | -1.2 | 288 | 37.2 | 304 | 1,618,161 | 299 |
| La Crosse, Wisc. | 103.3 | 300 | 4.1 | 164 | 39.8 | 297 | 1,676,344 | 295 |
| Lafayette - West Lafayette, Ind. | 137.5 | 253 | 3.9 | 172 | 48.9 | 262 | 2,643,409 | 234 |
| Lafayette, La. | 216.8 | 192 | 3.3 | 198 | 79.3 | 194 | 3,613,285 | 193 |
| Lake Charles, La. | 176.8 | 212 | 3.9 | 172 | 63.8 | 214 | 3,087,638 | 209 |
| Lake County, Ill. | 592.4 | 89 | 10.3 | 49 | 200.3 | 91 | 19,250,674 | 56 |
| Lakeland - Winter Haven, Fla. | 451.1 | 108 | 7.8 | 74 | 175.6 | 104 | 7,089,216 | 124 |
| Lancaster, Pa. | 475.5 | 102 | 8.7 | 61 | 172.1 | 110 | 9,215,513 | 102 |
| Lansing - East Lansing, Mich. | 450.8 | 109 | 3.1 | 203 | 165.1 | 113 | 8,609,668 | 112 |

## S&MM METRO MARKET RANKINGS ACROSS THE BOARD: 1996 Projections

| Area | 1996 Average Household EBI |  | 1996 Total Retail Sales |  | 1996 Per Household Retail Sales |  | 1996 Buying Power Index |  |
|---|---|---|---|---|---|---|---|---|
|  | ($) | Rank | ($000) | Rank | ($) | Rank | BPI | Rank |
| Decatur, Ill. | 44,320 | 232 | 1,242,944 | 266 | 28,378 | 91 | .0423 | 280 |
| Denver, Colo. | 57,970 | 45 | 19,847,535 | 24 | 28,113 | 103 | .7696 | 24 |
| Des Moines, Iowa | 55,237 | 59 | 5,512,430 | 93 | 32,949 | 21 | .1887 | 96 |
| Detroit, Mich. | 54,932 | 64 | 42,047,745 | 6 | 25,315 | 189 | 1.7327 | 6 |
| Dothan, Ala. | 44,519 | 224 | 1,305,136 | 260 | 25,099 | 199 | .0486 | 253 |
| Dubuque, Iowa | 46,788 | 181 | 1,006,002 | 292 | 32,876 | 23 | .0324 | 307 |
| Duluth, Minn. | 40,187 | 288 | 2,451,103 | 172 | 26,413 | 158 | .0833 | 182 |
| Eau Claire, Wisc. | 44,791 | 216 | 1,498,796 | 236 | 27,653 | 121 | .0526 | 245 |
| Elkhart - Goshen, Ind. | 50,567 | 122 | 1,696,389 | 215 | 27,764 | 114 | .0633 | 215 |
| Elmira, N.Y. | 44,202 | 237 | 819,214 | 310 | 22,756 | 263 | .0327 | 306 |
| El Paso, Tex. | 42,052 | 272 | 5,704,507 | 90 | 27,558 | 124 | .2057 | 92 |
| Enid, Okla. | 37,460 | 310 | 502,096 | 320 | 24,856 | 207 | .0172 | 320 |
| Erie, Pa. | 46,786 | 182 | 2,335,327 | 179 | 22,739 | 264 | .0956 | 167 |
| Eugene - Springfield, Ore. | 43,686 | 247 | 3,161,255 | 146 | 26,498 | 154 | .1116 | 152 |
| Evansville, Ind. | 46,299 | 188 | 3,037,022 | 148 | 27,141 | 133 | .1085 | 156 |
| Fargo - Moorhead, N.D.-Minn. | 49,405 | 136 | 2,124,967 | 195 | 33,999 | 15 | .0682 | 203 |
| Fayetteville - Springdale, Ark. | 40,381 | 286 | 1,497,519 | 238 | 30,437 | 49 | .0470 | 256 |
| Fayetteville, N.C. | 42,369 | 263 | 2,155,741 | 192 | 22,247 | 276 | .0878 | 178 |
| Flint, Mich. | 51,509 | 102 | 4,028,115 | 117 | 25,050 | 202 | .1611 | 116 |
| Florence, Ala. | 38,647 | 301 | 1,251,391 | 265 | 24,019 | 232 | .0447 | 267 |
| Florence, S.C. | 43,938 | 242 | 1,257,857 | 264 | 29,458 | 66 | .0425 | 278 |
| Fort Collins - Loveland, Colo. | 46,876 | 178 | 2,164,032 | 190 | 25,222 | 194 | .0822 | 185 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 56,621 | 51 | 19,087,907 | 25 | 32,091 | 29 | .6638 | 32 |
| Fort Myers - Cape Coral, Fla. | 51,013 | 111 | 4,595,225 | 99 | 26,608 | 148 | .1724 | 105 |
| Fort Pierce, Fla. | 52,516 | 90 | 2,848,123 | 155 | 23,006 | 260 | .1209 | 144 |
| Fort Smith, Ark. | 39,388 | 297 | 1,883,555 | 206 | 25,351 | 188 | .0659 | 208 |
| Fort Walton Beach, Fla. | 46,658 | 184 | 1,895,401 | 204 | 31,174 | 40 | .0629 | 216 |
| Fort Wayne, Ind. | 49,962 | 128 | 4,141,124 | 113 | 28,133 | 102 | .1509 | 123 |
| Fort Worth - Arlington, Tex. | 59,142 | 36 | 17,423,286 | 28 | 29,682 | 61 | .6668 | 31 |
| Fresno, Cal. | 45,607 | 198 | 6,470,126 | 80 | 23,752 | 240 | .2613 | 76 |
| Gadsden, Ala. | 33,237 | 319 | 775,347 | 315 | 19,779 | 310 | .0296 | 315 |
| Gainesville, Fla. | 42,225 | 266 | 2,533,971 | 167 | 29,328 | 71 | .0829 | 184 |
| Galveston - Texas City, Tex. | 44,218 | 236 | 2,212,879 | 185 | 25,912 | 174 | .0806 | 190 |
| Gary - Hammond, Ind. | 45,106 | 211 | 5,225,034 | 96 | 24,101 | 230 | .2037 | 93 |
| Glens Falls, N.Y. | 46,128 | 191 | 1,139,321 | 275 | 24,554 | 214 | .0440 | 269 |
| Grand Forks, N.D. | 48,153 | 158 | 1,009,338 | 291 | 37,245 | 6 | .0305 | 312 |
| Grand Rapids, Mich. | 54,453 | 67 | 7,603,200 | 67 | 27,729 | 118 | .2948 | 70 |
| Great Falls, Mont. | 43,603 | 248 | 880,607 | 307 | 27,956 | 109 | .0300 | 314 |
| Greeley, Colo. | 46,526 | 185 | 1,048,775 | 287 | 20,727 | 296 | .0461 | 261 |
| Green Bay, Wisc. | 51,788 | 97 | 2,426,479 | 173 | 31,719 | 34 | .0831 | 183 |
| Greensboro - Winston-Salem - High Point, N.C. | 45,125 | 210 | 9,470,854 | 56 | 23,368 | 248 | .3685 | 58 |
| Greenville - Spartanburg, S.C. | 47,831 | 166 | 7,014,541 | 73 | 26,550 | 152 | .2596 | 77 |
| Hagerstown, Md. | 39,743 | 292 | 981,779 | 295 | 21,436 | 287 | .0390 | 291 |
| Hamilton - Middletown, Ohio | 49,370 | 137 | 2,347,772 | 178 | 20,667 | 298 | .1065 | 157 |
| Harrisburg - Lebanon - Carlisle, Pa. | 52,744 | 86 | 6,336,151 | 81 | 26,313 | 161 | .2473 | 81 |
| Hartford - New Britain - Middletown - Bristol, Conn. | 67,205 | 15 | 10,648,799 | 50 | 24,163 | 229 | .5042 | 43 |
| Hickory - Morganton, N.C. | 42,218 | 267 | 2,050,329 | 196 | 22,286 | 275 | .0807 | 189 |
| Honolulu, Haw. | 69,753 | 13 | 12,461,053 | 44 | 42,940 | 3 | .4155 | 50 |
| Houma - Thibodaux, La. | 45,360 | 206 | 1,761,215 | 212 | 28,591 | 85 | .0625 | 217 |
| Houston, Tex. | 61,800 | 25 | 35,587,346 | 9 | 27,977 | 108 | 1.4628 | 8 |
| Huntington - Ashland, W.Va.-Ky. | 39,587 | 294 | 2,489,687 | 171 | 20,593 | 299 | .1001 | 163 |
| Huntsville, Ala. | 56,517 | 52 | 2,691,958 | 161 | 25,088 | 200 | .1122 | 150 |
| Indianapolis, Ind. | 55,987 | 56 | 16,375,703 | 32 | 31,674 | 36 | .5802 | 38 |
| Iowa City, Iowa | 58,044 | 44 | 1,095,360 | 281 | 27,943 | 110 | .0432 | 272 |
| Jackson, Mich. | 48,755 | 145 | 1,544,565 | 232 | 26,815 | 144 | .0578 | 226 |
| Jackson, Miss. | 51,721 | 98 | 4,024,678 | 118 | 26,921 | 140 | .1554 | 121 |
| Jackson, Tenn. | 45,440 | 205 | 919,269 | 305 | 29,654 | 63 | .0308 | 311 |
| Jacksonville, Fla. | 49,261 | 139 | 11,892,997 | 45 | 30,440 | 48 | .4081 | 52 |
| Jacksonville, N.C. | 52,586 | 89 | 939,067 | 300 | 21,294 | 289 | .0463 | 258 |
| Jamestown - Dunkirk, N.Y. | 30,874 | 320 | 1,102,461 | 280 | 21,080 | 293 | .0394 | 289 |
| Janesville - Beloit, Wisc. | 43,070 | 254 | 1,342,295 | 252 | 25,137 | 197 | .0491 | 251 |
| Jersey City, N.J. | 58,074 | 43 | 4,001,995 | 119 | 20,111 | 306 | .2013 | 94 |
| Johnson City - Kingsport - Bristol, Tenn. | 40,035 | 289 | 3,489,549 | 139 | 19,816 | 309 | .1442 | 126 |
| Johnstown, Pa. | 35,315 | 316 | 1,560,440 | 231 | 17,513 | 318 | .0668 | 205 |
| Joliet, Ill. | 63,073 | 22 | 3,327,482 | 141 | 23,717 | 241 | .1581 | 118 |
| Joplin, Mo. | 37,642 | 309 | 1,488,547 | 240 | 26,966 | 138 | .0489 | 252 |
| Kalamazoo, Mich. | 51,502 | 103 | 2,524,364 | 168 | 28,817 | 80 | .0920 | 171 |
| Kankakee, Ill. | 45,445 | 204 | 939,313 | 299 | 27,226 | 131 | .0338 | 304 |
| Kansas City, Mo.-Kans. | 55,875 | 57 | 17,558,826 | 27 | 26,468 | 156 | .7022 | 29 |
| Kenosha, Wisc. | 41,175 | 276 | 1,063,388 | 286 | 21,016 | 295 | .0433 | 271 |
| Killeen - Temple, Tex. | 48,200 | 157 | 1,985,077 | 199 | 21,028 | 294 | .0898 | 176 |
| Knoxville, Tenn. | 46,062 | 193 | 6,843,847 | 75 | 26,568 | 151 | .2465 | 82 |
| Kokomo, Ind. | 43,499 | 249 | 1,108,786 | 278 | 29,806 | 59 | .0363 | 299 |
| La Crosse, Wisc. | 42,119 | 268 | 1,136,978 | 276 | 28,567 | 86 | .0379 | 294 |
| Lafayette - West Lafayette, Ind. | 54,057 | 74 | 1,560,879 | 230 | 31,920 | 33 | .0550 | 234 |
| Lafayette, La. | 45,565 | 201 | 2,498,355 | 169 | 31,505 | 39 | .0817 | 186 |
| Lake Charles, La. | 48,396 | 152 | 1,692,436 | 216 | 26,527 | 153 | .0638 | 214 |
| Lake County, Ill. | 96,109 | 1 | 7,049,684 | 72 | 35,196 | 13 | .3174 | 68 |
| Lakeland - Winter Haven, Fla. | 40,371 | 287 | 4,311,870 | 107 | 24,555 | 213 | .1552 | 122 |
| Lancaster, Pa. | 53,547 | 80 | 3,997,761 | 120 | 23,229 | 254 | .1738 | 103 |
| Lansing - East Lansing, Mich. | 52,148 | 92 | 4,543,665 | 100 | 27,521 | 126 | .1726 | 104 |

## S&MM METRO MARKET RANKINGS ACROSS THE BOARD: Population, Households, Effective Buying Income

| | Population | | Households | | Population Density | | Effective Buying Income (EBI) | | Median Household EBI | | Average Household EBI | | Per Capita EBI | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Area | (Thous.) | Rank | (Thous.) | Rank | (Pop/Sq Mi.) | Rank | ($000) | Rank | ($) | Rank | ($) | Rank | ($) | Rank |
| Laredo, Tex. | 139.2 | 243 | 35.8 | 304 | 41 | 310 | 1,016,874 | 313 | 20,714 | 318 | 28,404 | 314 | 7,305 | 320 |
| Las Cruces, N.M. | 142.6 | 236 | 47.4 | 259 | 37 | 312 | 1,360,283 | 288 | 23,119 | 313 | 28,698 | 312 | 9,539 | 317 |
| Las Vegas, Nev. | 817.4 | 65 | 316.0 | 63 | 103 | 276 | 12,010,367 | 68 | 31,025 | 148 | 38,007 | 130 | 14,693 | 108 |
| Lawrence, Kans. | 84.5 | 310 | 31.1 | 311 | 185 | 207 | 1,086,496 | 310 | 28,004 | 220 | 34,936 | 201 | 12,858 | 208 |
| Lawton, Okla. | 111.9 | 288 | 37.8 | 297 | 105 | 271 | 1,220,932 | 300 | 25,728 | 279 | 32,300 | 272 | 10,911 | 305 |
| Lewiston - Auburn, Me. | 107.0 | 295 | 40.8 | 287 | 228 | 166 | 1,395,088 | 285 | 29,384 | 185 | 34,193 | 225 | 13,038 | 202 |
| Lexington-Fayette, Ky. | 355.6 | 130 | 136.9 | 122 | 240 | 156 | 5,326,049 | 121 | 31,230 | 144 | 38,905 | 112 | 14,978 | 99 |
| Lima, Ohio | 155.8 | 223 | 55.8 | 228 | 193 | 198 | 1,903,158 | 233 | 29,659 | 179 | 34,107 | 226 | 12,215 | 257 |
| Lincoln, Neb. | 217.6 | 186 | 84.3 | 182 | 259 | 144 | 3,385,708 | 167 | 33,698 | 92 | 40,163 | 92 | 15,559 | 74 |
| Little Rock - North Little Rock, Ark. | 521.2 | 93 | 198.7 | 88 | 179 | 209 | 7,216,025 | 91 | 29,900 | 171 | 36,316 | 171 | 13,845 | 151 |
| Longview - Marshall, Tex. | 163.6 | 214 | 61.2 | 213 | 139 | 245 | 2,055,522 | 221 | 27,237 | 242 | 33,587 | 240 | 12,564 | 230 |
| Lorain - Elyria, Ohio | 272.5 | 156 | 95.8 | 160 | 553 | 49 | 3,329,306 | 170 | 31,041 | 147 | 34,753 | 208 | 12,218 | 256 |
| Los Angeles - Long Beach, Cal. | 9,087.0 | 1 | 3,049.0 | 2 | 2,238 | 6 | 140,872,315 | 2 | 36,039 | 51 | 46,203 | 33 | 15,503 | 80 |
| Louisville, Ky. | 956.6 | 55 | 369.5 | 53 | 422 | 79 | 13,623,424 | 59 | 30,367 | 160 | 36,870 | 154 | 14,242 | 127 |
| Lubbock, Tex. | 226.5 | 179 | 82.9 | 184 | 252 | 150 | 2,853,595 | 187 | 26,553 | 260 | 34,422 | 216 | 12,599 | 226 |
| Lynchburg, Va. | 142.3 | 237 | 52.9 | 238 | 138 | 246 | 1,675,672 | 252 | 25,976 | 273 | 31,676 | 284 | 11,776 | 278 |
| McAllen - Edinburg - Mission, Tex. | 405.5 | 112 | 108.8 | 145 | 258 | 146 | 2,993,234 | 181 | 19,755 | 320 | 27,511 | 317 | 7,382 | 319 |
| Macon - Warner Robins, Ga. | 286.8 | 150 | 105.3 | 152 | 245 | 153 | 3,608,984 | 162 | 28,788 | 207 | 34,273 | 221 | 12,584 | 229 |
| Madison, Wisc. | 374.6 | 122 | 145.6 | 117 | 312 | 114 | 6,153,767 | 111 | 36,172 | 48 | 42,265 | 59 | 16,428 | 43 |
| Manchester - Nashua, N.H. | 347.7 | 133 | 129.2 | 132 | 397 | 89 | 6,350,280 | 104 | 43,623 | 18 | 49,151 | 22 | 18,264 | 20 |
| Mansfield, Ohio | 126.1 | 263 | 48.1 | 254 | 254 | 149 | 1,645,434 | 256 | 29,184 | 192 | 34,209 | 224 | 13,049 | 199 |
| Medford, Ore. | 151.4 | 229 | 59.3 | 217 | 54 | 301 | 1,895,855 | 235 | 26,379 | 266 | 31,971 | 280 | 12,522 | 233 |
| Melbourne - Titusville - Palm Bay, Fla. | 419.8 | 108 | 170.4 | 100 | 412 | 82 | 6,340,473 | 105 | 31,471 | 138 | 37,209 | 146 | 15,104 | 95 |
| Memphis, Tenn. | 1,003.3 | 50 | 365.1 | 55 | 436 | 75 | 13,635,172 | 58 | 29,706 | 174 | 37,346 | 141 | 13,590 | 166 |
| Merced, Cal. | 186.7 | 202 | 57.5 | 224 | 97 | 281 | 1,980,038 | 226 | 27,186 | 245 | 34,435 | 215 | 10,605 | 310 |
| Miami - Hialeah, Fla. | 1,988.4 | 23 | 709.4 | 24 | 1,023 | 21 | 26,145,796 | 29 | 27,401 | 234 | 36,856 | 156 | 13,149 | 191 |
| Middlesex - Somerset - Hunterdon, N.J. | 1,044.2 | 46 | 374.0 | 51 | 999 | 23 | 23,569,843 | 32 | 55,212 | 1 | 63,021 | 3 | 22,572 | 3 |
| Midland, Tex. | 108.1 | 293 | 39.5 | 292 | 120 | 259 | 1,703,611 | 250 | 33,400 | 98 | 43,129 | 52 | 15,760 | 64 |
| Milwaukee, Wisc. | 1,445.6 | 33 | 543.4 | 32 | 990 | 24 | 22,353,128 | 35 | 35,476 | 59 | 41,136 | 73 | 15,463 | 81 |
| Minneapolis - St. Paul, Minn. | 2,547.1 | 14 | 967.3 | 11 | 504 | 58 | 41,864,933 | 13 | 37,580 | 36 | 43,280 | 50 | 16,436 | 42 |
| Mobile, Ala. | 483.7 | 98 | 176.7 | 98 | 171 | 216 | 5,752,322 | 115 | 26,028 | 271 | 32,554 | 269 | 11,892 | 275 |
| Modesto, Cal. | 394.6 | 119 | 132.9 | 125 | 264 | 141 | 4,996,588 | 131 | 31,101 | 146 | 37,597 | 137 | 12,662 | 223 |
| Monmouth - Ocean, N.J. | 1,015.0 | 48 | 376.2 | 50 | 916 | 30 | 19,713,290 | 41 | 43,790 | 17 | 52,401 | 15 | 19,422 | 13 |
| Monroe, La. | 142.8 | 235 | 50.4 | 246 | 234 | 159 | 1,65[illegible],724 | 254 | 24,530 | 295 | 32,812 | 260 | 11,581 | 286 |
| Montgomery, Ala. | 298.9 | 145 | 107.4 | 148 | 149 | 233 | 3,892,813 | 155 | 29,595 | 181 | 36,246 | 173 | 13,024 | 204 |
| Muncie, Ind. | 119.0 | 276 | 45.1 | 271 | 303 | 119 | 1,511,222 | 275 | 26,464 | 264 | 33,508 | 242 | 12,699 | 218 |
| Muskegon, Mich. | 161.4 | 217 | 58.6 | 220 | 317 | 111 | 1,917,630 | 230 | 27,847 | 224 | 32,724 | 263 | 11,881 | 277 |
| Naples, Fla. | 164.1 | 213 | 66.3 | 203 | 81 | 287 | 3,391,987 | 166 | 35,104 | 69 | 51,161 | 16 | 20,670 | 7 |
| Nashville, Tenn. | 1,016.4 | 47 | 388.6 | 46 | 250 | 151 | 15,468,643 | 49 | 32,568 | 117 | 39,806 | 98 | 15,219 | 91 |
| Nassau - Suffolk, N.Y. | 2,653.2 | 12 | 867.6 | 17 | 2,215 | 7 | 53,636,941 | 9 | 53,425 | 2 | 61,822 | 4 | 20,216 | 10 |
| Newark, N.J. | 1,823.6 | 25 | 648.8 | 26 | 1,495 | 10 | 37,939,378 | 19 | 47,321 | 8 | 58,476 | 6 | 20,805 | 6 |
| New Bedford - Fall River - Attleboro, Mass. | 511.4 | 94 | 189.4 | 92 | 920 | 29 | 7,334,546 | 90 | 33,998 | 90 | 38,725 | 115 | 14,342 | 123 |
| New Haven - Waterbury - Meriden, Conn. | 812.0 | 66 | 307.5 | 64 | 1,340 | 15 | 14,432,431 | 52 | 40,285 | 25 | 46,935 | 29 | 17,774 | 21 |
| New London - Norwich, Conn. | 257.6 | 164 | 94.2 | 165 | 387 | 92 | 4,332,410 | 144 | 39,019 | 28 | 45,992 | 34 | 16,818 | 37 |
| New Orleans, La. | 1,244.0 | 41 | 457.1 | 41 | 539 | 52 | 16,867,155 | 46 | 28,757 | 208 | 36,900 | 153 | 13,559 | 168 |
| New York, N.Y. | 8,627.2 | 2 | 3,260.1 | 1 | 7,518 | 2 | 149,120,140 | 1 | 34,572 | 79 | 45,741 | 35 | 17,285 | 25 |
| Niagara Falls, N.Y. | 220.7 | 183 | 85.0 | 178 | 422 | 79 | 2,931,417 | 183 | 30,540 | 156 | 34,487 | 214 | 13,282 | 181 |
| Norfolk - Virginia Beach - Newport News, Va. | 1,447.2 | 32 | 511.9 | 36 | 859 | 31 | 19,448,668 | 43 | 31,853 | 127 | 37,993 | 131 | 13,439 | 172 |
| Oakland, Cal. | 2,149.1 | 19 | 800.4 | 22 | 1,474 | 11 | 39,344,321 | 15 | 42,048 | 21 | 49,156 | 21 | 18,307 | 19 |
| Ocala, Fla. | 206.4 | 190 | 83.2 | 183 | 131 | 254 | 2,395,763 | 201 | 23,116 | 314 | 28,795 | 311 | 11,607 | 285 |
| Odessa, Tex. | 117.2 | 277 | 41.7 | 285 | 130 | 256 | 1,373,396 | 287 | 26,589 | 259 | 32,935 | 258 | 11,718 | 281 |
| Oklahoma City, Okla. | 968.0 | 51 | 371.2 | 52 | 228 | 166 | 12,580,300 | 65 | 27,639 | 227 | 33,891 | 232 | 12,996 | 205 |
| Olympia, Wash. | 168.3 | 212 | 64.8 | 207 | 231 | 162 | 2,471,655 | 200 | 33,531 | 95 | 38,143 | 128 | 14,686 | 109 |
| Omaha, Neb. | 625.9 | 79 | 235.2 | 78 | 327 | 109 | 9,728,236 | 74 | 34,898 | 73 | 41,362 | 69 | 15,543 | 78 |
| Orange County, N.Y. | 318.1 | 142 | 104.9 | 153 | 390 | 91 | 4,948,106 | 133 | 41,834 | 22 | 47,170 | 27 | 15,555 | 75 |
| Orlando, Fla. | 1,139.5 | 43 | 426.4 | 44 | 449 | 71 | 16,778,120 | 48 | 32,102 | 124 | 39,348 | 107 | 14,724 | 107 |
| Owensboro, Ky. | 87.4 | 307 | 33.2 | 307 | 189 | 203 | 1,106,900 | 307 | 28,114 | 218 | 33,340 | 246 | 12,665 | 222 |
| Oxnard - Ventura, Cal. | 688.3 | 75 | 221.8 | 83 | 373 | 94 | 11,792,391 | 69 | 46,542 | 12 | 53,167 | 13 | 17,133 | 31 |
| Panama City, Fla. | 131.8 | 254 | 50.8 | 244 | 173 | 215 | 1,615,762 | 258 | 25,525 | 286 | 31,806 | 282 | 12,259 | 252 |
| Parkersburg - Marietta, W.Va.-Ohio | 148.6 | 231 | 57.7 | 223 | 148 | 235 | 1,850,848 | 239 | 27,363 | 235 | 32,077 | 276 | 12,455 | 235 |
| Pascagoula, Miss. | 115.5 | 283 | 40.5 | 289 | 159 | 229 | 1,282,695 | 294 | 27,084 | 248 | 31,671 | 285 | 11,106 | 300 |
| Pensacola, Fla. | 353.8 | 131 | 132.0 | 127 | 211 | 177 | 4,391,013 | 143 | 26,962 | 251 | 33,265 | 249 | 12,411 | 238 |
| Peoria, Ill. | 338.3 | 136 | 129.2 | 132 | 188 | 204 | 4,990,801 | 132 | 32,920 | 109 | 38,628 | 116 | 14,753 | 106 |
| Philadelphia, Pa. | 4,924.1 | 4 | 1,802.3 | 4 | 1,400 | 14 | 84,966,348 | 4 | 39,012 | 29 | 47,143 | 28 | 17,255 | 26 |
| Phoenix, Ariz. | 2,224.8 | 18 | 848.4 | 19 | 242 | 154 | 31,270,508 | 22 | 30,162 | 166 | 36,858 | 155 | 14,055 | 138 |
| Pine Bluff, Ark. | 85.9 | 309 | 30.1 | 314 | 97 | 281 | 905,271 | 318 | 23,927 | 306 | 30,075 | 304 | 10,539 | 311 |
| Pittsburgh, Pa. | 2,037.9 | 21 | 815.1 | 20 | 599 | 44 | 30,378,056 | 24 | 29,540 | 183 | 37,269 | 144 | 14,907 | 100 |
| Pittsfield, Mass. | 138.0 | 245 | 53.9 | 235 | 148 | 235 | 2,102,885 | 214 | 32,687 | 111 | 39,015 | 111 | 15,238 | 90 |
| Portland, Me. | 247.4 | 171 | 96.3 | 159 | 296 | 126 | 3,986,585 | 151 | 34,729 | 76 | 41,398 | 68 | 16,114 | 53 |
| Portland, Ore. | 1,276.5 | 38 | 500.5 | 37 | 341 | 105 | 19,687,214 | 42 | 32,961 | 106 | 39,335 | 108 | 15,423 | 83 |
| Portsmouth - Dover - Rochester, N.H. | 363.2 | 127 | 131.6 | 128 | 341 | 105 | 6,230,070 | 110 | 41,644 | 23 | 47,341 | 26 | 17,153 | 30 |
| Poughkeepsie, N.Y. | 265.1 | 161 | 91.6 | 169 | 331 | 108 | 4,567,297 | 139 | 44,063 | 16 | 49,861 | 19 | 17,229 | 28 |
| Providence - Pawtucket - Woonsocket, R.I. | 924.7 | 58 | 347.9 | 59 | 983 | 26 | 13,046,653 | 62 | 31,744 | 131 | 37,501 | 138 | 14,109 | 134 |
| Provo - Orem, Utah | 271.7 | 157 | 72.3 | 196 | 136 | 250 | 2,613,258 | 193 | 30,441 | 159 | 36,145 | 175 | 9,618 | 316 |
| Pueblo, Colo. | 124.1 | 266 | 47.6 | 258 | 52 | 302 | 1,333,943 | 290 | 23,257 | 311 | 28,024 | 316 | 10,749 | 307 |
| Racine, Wisc. | 176.4 | 207 | 64.2 | 210 | 530 | 55 | 2,606,813 | 194 | 36,099 | 50 | 40,605 | 82 | 14,778 | 104 |
| Raleigh - Durham, N.C. | 768.5 | 67 | 301.4 | 66 | 381 | 93 | 12,496,707 | 67 | 35,116 | 68 | 41,462 | 66 | 16,261 | 47 |
| Rapid City, S.D. | 84.2 | 311 | 31.8 | 309 | 30 | 315 | 1,266,610 | 296 | 32,541 | 120 | 39,831 | 97 | 15,043 | 97 |
| Reading, Pa. | 342.8 | 135 | 130.0 | 131 | 399 | 87 | 5,203,317 | 127 | 34,628 | 78 | 40,026 | 93 | 15,179 | 93 |
| Redding, Cal. | 156.4 | 221 | 59.6 | 216 | 41 | 310 | 1,924,084 | 229 | 26,473 | 263 | 32,283 | 273 | 12,302 | 249 |

1992 SURVEY OF BUYING POWER DEMOGRAPHICS USA

## S&MM METRO MARKET RANKINGS ACROSS THE BOARD: Retail Sales, Buying Power Indexes

| | Total Retail Sales | | Per Household Retail Sales | | Buying Power Index (BPI) | | Economy-Priced-Products BPI | | Moderate-Priced-Products BPI | | Premium-Priced-Products BPI | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Area | ($000) | Rank | ($) | Rank | BPI | Rank | BPI | Rank | BPI | Rank | BPI | Rank |
| Laredo, Tex. | 899,642 | 268 | 25,130 | 18 | .0394 | 289 | .0628 | 235 | .0470 | 290 | .0439 | 265 |
| Las Cruces, N.M. | 642,154 | 311 | 13,548 | 319 | .0400 | 288 | .0627 | 236 | .0538 | 264 | .0363 | 293 |
| Las Vegas, Nev. | 5,970,528 | 67 | 18,894 | 231 | .3238 | 67 | .3265 | 64 | .3577 | 60 | .3366 | 67 |
| Lawrence, Kans. | 521,329 | 318 | 16,763 | 290 | .0298 | 314 | .0389 | 305 | .0315 | 317 | .0276 | 315 |
| Lawton, Okla. | 678,432 | 302 | 17,948 | 269 | .0364 | 300 | .0422 | 296 | .0494 | 281 | .0332 | 304 |
| Lewiston - Auburn, Me. | 802,205 | 283 | 19,662 | 186 | .0404 | 286 | .0490 | 278 | .0464 | 292 | .0354 | 297 |
| Lexington-Fayette, Ky. | 3,044,807 | 114 | 22,241 | 67 | .1497 | 122 | .1469 | 119 | .1538 | 122 | .1574 | 120 |
| Lima, Ohio | 1,256,475 | 212 | 22,517 | 58 | .0584 | 222 | .0608 | 240 | .0669 | 226 | .0576 | 217 |
| Lincoln, Neb. | 1,579,558 | 185 | 18,737 | 241 | .0885 | 177 | .0795 | 198 | .0895 | 184 | .0859 | 178 |
| Little Rock - North Little Rock, Ark. | 4,171,475 | 88 | 20,994 | 112 | .2064 | 91 | .2126 | 89 | .2324 | 84 | .2116 | 90 |
| Longview - Marshall, Tex. | 1,400,761 | 197 | 22,888 | 45 | .0636 | 211 | .0808 | 196 | .0721 | 210 | .0641 | 206 |
| Lorain - Elyria, Ohio | 1,712,808 | 177 | 17,879 | 272 | .0944 | 169 | .0964 | 174 | .1045 | 170 | .0915 | 171 |
| Los Angeles - Long Beach, Cal. | 64,813,335 | 1 | 21,257 | 104 | 3.6730 | 1 | 3.0378 | 2 | 3.1057 | 1 | 3.8246 | 2 |
| Louisville, Ky. | 7,310,164 | 55 | 19,784 | 179 | .3783 | 56 | .3984 | 46 | .4128 | 49 | .3793 | 55 |
| Lubbock, Tex. | 2,025,939 | 158 | 24,438 | 25 | .0893 | 176 | .1055 | 161 | .1022 | 173 | .0843 | 181 |
| Lynchburg, Va. | 1,024,751 | 250 | 19,371 | 202 | .0506 | 250 | .0663 | 221 | .0653 | 232 | .0482 | 252 |
| McAllen - Edinburg - Mission, Tex. | 2,028,729 | 157 | 18,646 | 247 | .1056 | 157 | .1788 | 101 | .1327 | 136 | .0950 | 165 |
| Macon - Warner Robins, Ga. | 2,140,222 | 150 | 20,325 | 153 | .1062 | 155 | .1232 | 138 | .1175 | 152 | .1017 | 157 |
| Madison, Wisc. | 3,168,517 | 108 | 21,762 | 82 | .1643 | 111 | .1237 | 135 | .1524 | 125 | .1824 | 100 |
| Manchester - Nashua, N.H. | 3,278,802 | 103 | 25,378 | 15 | .1666 | 110 | .1144 | 149 | .1238 | 143 | .1717 | 106 |
| Mansfield, Ohio | 976,218 | 253 | 20,296 | 158 | .0481 | 254 | .0498 | 275 | .0572 | 254 | .0479 | 253 |
| Medford, Ore. | 1,487,367 | 191 | 25,082 | 19 | .0619 | 213 | .0712 | 210 | .0778 | 203 | .0563 | 223 |
| Melbourne - Titusville - Palm Bay, Fla. | 3,010,726 | 116 | 17,669 | 277 | .1677 | 109 | .1629 | 112 | .1879 | 102 | .1612 | 118 |
| Memphis, Tenn. | 6,991,400 | 58 | 19,149 | 218 | .3772 | 57 | .4063 | 45 | .3955 | 52 | .3793 | 55 |
| Merced, Cal. | 864,597 | 273 | 15,036 | 312 | .0555 | 230 | .0659 | 224 | .0690 | 220 | .0487 | 249 |
| Miami - Hialeah, Fla. | 15,235,148 | 23 | 21,476 | 94 | .7583 | 25 | .8854 | 16 | .8147 | 19 | .7996 | 26 |
| Middlesex - Somerset - Hunterdon, N.J. | 8,614,081 | 45 | 23,032 | 42 | .5405 | 39 | .2879 | 68 | .2977 | 68 | .5558 | 39 |
| Midland, Tex. | 857,033 | 274 | 21,697 | 85 | .0454 | 265 | .0463 | 290 | .0436 | 298 | .0411 | 275 |
| Milwaukee, Wisc. | 10,841,914 | 38 | 19,952 | 174 | .5924 | 35 | .5032 | 34 | .5531 | 35 | .6376 | 32 |
| Minneapolis - St. Paul, Minn. | 21,358,004 | 12 | 22,080 | 70 | 1.1138 | 13 | .8255 | 19 | .9951 | 12 | 1.1251 | 13 |
| Mobile, Ala. | 3,289,356 | 102 | 18,615 | 249 | .1696 | 108 | .2226 | 82 | .2042 | 94 | .1613 | 117 |
| Modesto, Cal. | 2,543,335 | 138 | 19,137 | 219 | .1400 | 130 | .1455 | 121 | .1485 | 127 | .1371 | 133 |
| Monmouth - Ocean, N.J. | 8,542,256 | 47 | 22,707 | 51 | .4850 | 45 | .3506 | 58 | .3627 | 57 | .4822 | 44 |
| Monroe, La. | 1,276,580 | 209 | 25,329 | 16 | .0544 | 235 | .0764 | 206 | .0625 | 236 | .0530 | 233 |
| Montgomery, Ala. | 2,137,117 | 151 | 19,899 | 177 | .1109 | 150 | .1175 | 146 | .1195 | 148 | .1108 | 150 |
| Muncie, Ind. | 753,148 | 290 | 16,700 | 292 | .0421 | 281 | .0532 | 266 | .0494 | 281 | .0408 | 276 |
| Muskegon, Mich. | 974,238 | 254 | 16,625 | 295 | .0544 | 235 | .0634 | 234 | .0648 | 233 | .0518 | 238 |
| Naples, Fla. | 1,523,374 | 188 | 22,977 | 43 | .0835 | 184 | .0639 | 230 | .0736 | 207 | .0944 | 166 |
| Nashville, Tenn. | 8,202,528 | 49 | 21,108 | 109 | .4226 | 49 | .3822 | 52 | .4269 | 47 | .4294 | 49 |
| Nassau - Suffolk, N.Y. | 25,171,481 | 8 | 29,013 | 6 | 1.3430 | 9 | .7565 | 20 | .8069 | 21 | 1.3556 | 9 |
| Newark, N.J. | 13,548,005 | 25 | 20,882 | 119 | .8755 | 21 | .6026 | 27 | .5500 | 37 | .8600 | 22 |
| New Bedford - Fall River - Attleboro, Mass. | 4,292,389 | 86 | 22,663 | 53 | .2094 | 90 | .2222 | 83 | .1922 | 100 | .2127 | 89 |
| New Haven - Waterbury - Meriden, Conn. | 6,350,742 | 64 | 20,653 | 130 | .3622 | 62 | .2902 | 66 | .2824 | 71 | .3627 | 62 |
| New London - Norwich, Conn. | 1,839,535 | 169 | 19,528 | 196 | .1087 | 152 | .0784 | 200 | .0894 | 186 | .1086 | 153 |
| New Orleans, La. | 9,816,017 | 42 | 21,475 | 95 | .4856 | 44 | .6073 | 26 | .5035 | 40 | .4786 | 46 |
| New York, N.Y. | 48,759,376 | 2 | 14,956 | 314 | 3.4832 | 2 | 3.4255 | 1 | 2.7850 | 2 | 3.8375 | 1 |
| Niagara Falls, N.Y. | 1,462,303 | 193 | 17,204 | 285 | .0808 | 188 | .0949 | 176 | .0904 | 183 | .0848 | 179 |
| Norfolk - Virginia Beach - Newport News, Va. | 10,037,389 | 40 | 19,608 | 188 | .5401 | 40 | .4946 | 37 | .5840 | 30 | .5604 | 38 |
| Oakland, Cal. | 16,032,480 | 21 | 20,031 | 171 | .9611 | 18 | .6984 | 23 | .7262 | 24 | 1.0038 | 17 |
| Ocala, Fla. | 1,482,843 | 192 | 17,823 | 274 | .0727 | 197 | .1072 | 157 | .1112 | 156 | .0642 | 205 |
| Odessa, Tex. | 852,792 | 276 | 20,451 | 144 | .0418 | 282 | .0562 | 256 | .0496 | 278 | .0377 | 289 |
| Oklahoma City, Okla. | 7,253,250 | 56 | 19,540 | 195 | .3646 | 61 | .4227 | 42 | .4437 | 43 | .3737 | 58 |
| Olympia, Wash. | 1,203,358 | 216 | 18,570 | 253 | .0662 | 205 | .0637 | 232 | .0696 | 215 | .0678 | 198 |
| Omaha, Neb. | 4,877,841 | 77 | 20,739 | 125 | .2600 | 75 | .2187 | 85 | .2515 | 80 | .2627 | 78 |
| Orange County, N.Y. | 2,302,542 | 146 | 21,950 | 78 | .1294 | 137 | .1027 | 164 | .0999 | 174 | .1300 | 137 |
| Orlando, Fla. | 10,430,877 | 39 | 24,463 | 24 | .4867 | 43 | .4204 | 43 | .5201 | 39 | .4799 | 45 |
| Owensboro, Ky. | 676,408 | 304 | 20,374 | 151 | .0329 | 310 | .0398 | 303 | .0383 | 307 | .0337 | 301 |
| Oxnard - Ventura, Cal. | 5,313,922 | 70 | 23,958 | 28 | .2998 | 69 | .1696 | 106 | .2078 | 92 | .2876 | 71 |
| Panama City, Fla. | 1,162,526 | 224 | 22,884 | 46 | .0512 | 249 | .0675 | 217 | .0667 | 228 | .0478 | 254 |
| Parkersburg - Marietta, W.Va.-Ohio | 1,085,469 | 233 | 18,812 | 238 | .0543 | 239 | .0688 | 215 | .0668 | 227 | .0519 | 237 |
| Pascagoula, Miss. | 569,203 | 315 | 14,054 | 318 | .0356 | 303 | .0476 | 283 | .0437 | 297 | .0333 | 302 |
| Pensacola, Fla. | 2,488,482 | 140 | 18,852 | 236 | .1278 | 138 | .1545 | 116 | .1578 | 120 | .1204 | 144 |
| Peoria, Ill. | 2,623,303 | 132 | 20,304 | 157 | .1368 | 135 | .1304 | 133 | .1380 | 129 | .1300 | 137 |
| Philadelphia, Pa. | 35,120,446 | 4 | 19,486 | 198 | 2.1056 | 4 | 1.7379 | 4 | 1.6854 | 4 | 2.1175 | 4 |
| Phoenix, Ariz. | 17,241,381 | 19 | 20,322 | 155 | .8787 | 20 | .9425 | 12 | .9929 | 13 | .8899 | 21 |
| Pine Bluff, Ark. | 559,190 | 316 | 18,578 | 251 | .0281 | 318 | .0423 | 295 | .0334 | 314 | .0254 | 317 |
| Pittsburgh, Pa. | 13,598,441 | 24 | 16,683 | 294 | .7920 | 24 | .9182 | 13 | .8642 | 18 | .8016 | 25 |
| Pittsfield, Mass. | 1,262,477 | 211 | 23,423 | 36 | .0599 | 220 | .0601 | 242 | .0605 | 241 | .0581 | 215 |
| Portland, Me. | 3,058,969 | 113 | 31,765 | 3 | .1233 | 143 | .1021 | 167 | .1197 | 147 | .1185 | 145 |
| Portland, Ore. | 11,286,876 | 35 | 22,551 | 57 | .5507 | 37 | .4809 | 38 | .5699 | 33 | .6025 | 34 |
| Portsmouth - Dover - Rochester, N.H. | 3,517,328 | 99 | 26,727 | 9 | .1700 | 107 | .1211 | 142 | .1362 | 131 | .1721 | 105 |
| Poughkeepsie, N.Y. | 2,261,077 | 148 | 24,684 | 20 | .1195 | 146 | .0868 | 188 | .0887 | 188 | .1206 | 143 |
| Providence - Pawtucket - Woonsocket, R.I. | 6,141,315 | 66 | 17,653 | 278 | .3490 | 64 | .3715 | 54 | .3561 | 61 | .3439 | 65 |
| Provo - Orem, Utah | 1,173,520 | 222 | 16,231 | 298 | .0758 | 194 | .0739 | 207 | .0807 | 199 | .0703 | 195 |
| Pueblo, Colo. | 806,986 | 282 | 16,953 | 288 | .0409 | 284 | .0671 | 218 | .0576 | 252 | .0386 | 285 |
| Racine, Wisc. | 1,283,475 | 208 | 19,992 | 172 | .0699 | 201 | .0564 | 253 | .0665 | 229 | .0731 | 192 |
| Raleigh - Durham, N.C. | 6,216,681 | 65 | 20,626 | 134 | .3304 | 66 | .2804 | 70 | .3165 | 66 | .3401 | 66 |
| Rapid City, S.D. | 868,870 | 270 | 27,323 | 7 | .0380 | 296 | .0322 | 315 | .0402 | 305 | .0358 | 295 |
| Reading, Pa. | 2,548,238 | 137 | 19,602 | 190 | .1387 | 133 | .1233 | 137 | .1356 | 134 | .1653 | 112 |
| Redding, Cal. | 1,125,579 | 228 | 18,886 | 233 | .0567 | 228 | .0769 | 205 | .0709 | 212 | .0535 | 228 |

# S&MM METRO MARKET RANKINGS ACROSS THE BOARD: Retail Sales by Store Group

| Area | Total Retail Sales ($000) | Rank | Food Stores ($000) | Rank | Supermarkets ($000) | Rank | Eating & Drinking Places ($000) | Rank | General Merchandise Stores ($000) | Rank | Department Stores ($000) | Rank | Apparel & Accessories Stores ($000) | Rank |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Laredo, Tex. | 899,643 | 268 | 233,965 | 226 | 216,393 | 231 | 68,528 | 288 | 140,269 | 252 | 120,219 | 252 | 86,276 | 165 |
| Las Cruces, N.M. | 642,154 | 311 | 140,371 | 290 | 136,374 | 286 | 69,202 | 285 | 97,654 | 301 | 85,005 | 297 | 28,238 | 290 |
| Las Vegas, Nev. | 5,970,528 | 67 | 1,341,912 | 60 | 1,284,035 | 60 | 696,814 | 61 | 661,314 | 72 | 592,169 | 64 | 339,747 | 60 |
| Lawrence, Kans. | 521,329 | 318 | 110,288 | 315 | 104,960 | 315 | 68,967 | 287 | 70,900 | 317 | 61,787 | 316 | 24,029 | 301 |
| Lawton, Okla. | 678,432 | 302 | 124,649 | 306 | 120,573 | 304 | 54,605 | 311 | 150,090 | 239 | 120,397 | 251 | 27,717 | 292 |
| Lewiston - Auburn, Me. | 802,205 | 283 | 208,151 | 242 | 200,070 | 238 | 80,733 | 271 | 101,976 | 293 | 86,109 | 296 | 18,247 | 313 |
| Lexington-Fayette, Ky. | 3,044,807 | 114 | 504,119 | 132 | 484,554 | 130 | 334,220 | 107 | 475,463 | 100 | 401,922 | 95 | 168,922 | 107 |
| Lima, Ohio | 1,256,475 | 212 | 227,640 | 233 | 214,754 | 235 | 111,773 | 225 | 194,020 | 199 | 150,190 | 207 | 51,780 | 216 |
| Lincoln, Neb. | 1,579,558 | 185 | 309,154 | 190 | 176,954 | 259 | 172,109 | 172 | 212,485 | 186 | 197,743 | 175 | 88,171 | 162 |
| Little Rock - North Little Rock, Ark. | 4,171,475 | 88 | 738,998 | 91 | 710,515 | 89 | 351,051 | 98 | 618,102 | 76 | 533,933 | 72 | 249,482 | 75 |
| Longview - Marshall, Tex. | 1,400,761 | 197 | 279,961 | 202 | 272,471 | 198 | 110,120 | 226 | 149,300 | 241 | 131,429 | 234 | 78,069 | 173 |
| Lorain - Elyria, Ohio | 1,712,808 | 177 | 321,001 | 184 | 300,034 | 188 | 149,020 | 190 | 227,493 | 180 | 201,599 | 170 | 47,297 | 229 |
| Los Angeles - Long Beach, Cal. | 64,813,335 | 1 | 12,745,608 | 1 | 11,758,709 | 1 | 8,524,056 | 1 | 6,439,334 | 1 | 4,839,687 | 1 | 4,269,643 | 2 |
| Louisville, Ky. | 7,310,164 | 55 | 1,351,034 | 57 | 1,286,253 | 59 | 785,684 | 50 | 1,103,192 | 45 | 898,183 | 45 | 305,126 | 66 |
| Lubbock, Tex. | 2,025,939 | 158 | 334,762 | 181 | 318,106 | 183 | 204,994 | 154 | 258,332 | 165 | 190,506 | 184 | 108,741 | 143 |
| Lynchburg, Va. | 1,024,751 | 250 | 226,168 | 234 | 219,786 | 228 | 92,842 | 249 | 160,096 | 228 | 135,254 | 231 | 40,973 | 249 |
| McAllen - Edinburg - Mission, Tex. | 2,028,729 | 157 | 496,061 | 133 | 465,813 | 134 | 141,733 | 195 | 374,680 | 126 | 267,753 | 140 | 143,166 | 117 |
| Macon - Warner Robins, Ga. | 2,140,222 | 150 | 376,109 | 163 | 368,906 | 160 | 213,004 | 149 | 277,251 | 151 | 249,680 | 146 | 82,860 | 171 |
| Madison, Wisc. | 3,168,517 | 108 | 488,728 | 134 | 455,742 | 137 | 341,962 | 103 | 376,242 | 124 | 326,962 | 118 | 181,068 | 98 |
| Manchester - Nashua, N.H. | 3,278,802 | 103 | 643,711 | 106 | 613,583 | 105 | 311,726 | 113 | 512,339 | 94 | 373,786 | 100 | 172,321 | 105 |
| Mansfield, Ohio | 976,218 | 253 | 158,367 | 276 | 147,093 | 281 | 90,699 | 252 | 190,591 | 202 | 147,961 | 209 | 33,656 | 274 |
| Medford, Ore. | 1,487,367 | 191 | 233,182 | 227 | 215,677 | 232 | 135,038 | 200 | 180,098 | 211 | 128,947 | 237 | 52,194 | 215 |
| Melbourne - Titusville - Palm Bay, Fla. | 3,010,726 | 116 | 587,104 | 115 | 553,986 | 117 | 316,578 | 112 | 429,344 | 109 | 393,243 | 97 | 72,167 | 184 |
| Memphis, Tenn. | 6,991,400 | 58 | 1,155,850 | 68 | 1,091,553 | 67 | 578,337 | 68 | 1,026,834 | 48 | 768,694 | 51 | 390,775 | 55 |
| Merced, Cal. | 864,597 | 273 | 236,969 | 224 | 217,216 | 229 | 80,422 | 272 | 79,168 | 312 | 72,732 | 308 | 23,362 | 305 |
| Miami - Hialeah, Fla. | 15,235,148 | 23 | 2,727,655 | 26 | 2,475,916 | 25 | 1,661,530 | 23 | 1,828,751 | 22 | 1,460,252 | 24 | 1,103,025 | 15 |
| Middlesex - Somerset - Hunterdon, N.J. | 8,614,081 | 45 | 1,933,470 | 40 | 1,798,365 | 40 | 756,140 | 51 | 1,008,907 | 50 | 865,967 | 46 | 559,368 | 36 |
| Midland, Tex. | 857,033 | 274 | 221,346 | 235 | 217,099 | 230 | 61,319 | 302 | 142,993 | 246 | 114,829 | 254 | 44,852 | 235 |
| Milwaukee, Wisc. | 10,841,914 | 38 | 1,873,090 | 41 | 1,769,941 | 41 | 1,196,942 | 37 | 1,427,964 | 33 | 1,252,736 | 30 | 553,649 | 37 |
| Minneapolis - St. Paul, Minn. | 21,358,004 | 12 | 3,644,276 | 14 | 3,450,140 | 15 | 2,222,230 | 15 | 2,999,206 | 10 | 2,622,472 | 7 | 1,031,001 | 18 |
| Mobile, Ala. | 3,289,356 | 102 | 641,782 | 107 | 619,410 | 104 | 302,656 | 115 | 440,462 | 105 | 360,619 | 104 | 150,840 | 116 |
| Modesto, Cal. | 2,543,335 | 138 | 585,478 | 116 | 552,695 | 118 | 253,344 | 132 | 281,629 | 149 | 249,576 | 147 | 87,592 | 163 |
| Monmouth - Ocean, N.J. | 8,542,256 | 47 | 1,969,945 | 37 | 1,851,406 | 38 | 716,422 | 58 | 854,057 | 55 | 754,025 | 53 | 504,634 | 42 |
| Monroe, La. | 1,276,580 | 209 | 280,914 | 201 | 271,130 | 201 | 116,053 | 221 | 167,866 | 223 | 134,765 | 232 | 76,691 | 174 |
| Montgomery, Ala. | 2,137,117 | 151 | 340,564 | 178 | 329,410 | 176 | 206,214 | 152 | 300,247 | 146 | 253,539 | 142 | 112,243 | 138 |
| Muncie, Ind. | 753,148 | 290 | 120,866 | 308 | 114,339 | 311 | 83,355 | 266 | 108,301 | 287 | 103,121 | 269 | 38,841 | 262 |
| Muskegon, Mich. | 974,238 | 254 | 154,233 | 279 | 148,102 | 279 | 109,350 | 227 | 200,290 | 193 | 178,299 | 188 | 31,542 | 284 |
| Naples, Fla. | 1,523,374 | 188 | 345,751 | 176 | 324,795 | 179 | 167,777 | 182 | 134,490 | 255 | 120,510 | 250 | 106,933 | 144 |
| Nashville, Tenn. | 8,202,528 | 49 | 1,317,634 | 61 | 1,286,900 | 58 | 897,125 | 47 | 1,263,537 | 37 | 996,629 | 38 | 384,491 | 56 |
| Nassau - Suffolk, N.Y. | 25,171,481 | 8 | 5,304,225 | 8 | 4,720,034 | 8 | 1,908,748 | 18 | 2,372,906 | 14 | 1,999,918 | 13 | 1,625,176 | 8 |
| Newark, N.J. | 13,548,005 | 25 | 3,201,482 | 22 | 2,925,027 | 22 | 1,267,653 | 34 | 1,028,536 | 47 | 859,566 | 48 | 868,870 | 21 |
| New Bedford - Fall River - Attleboro, Mass. | 4,292,389 | 86 | 922,207 | 79 | 834,486 | 81 | 493,891 | 77 | 490,349 | 97 | 403,576 | 94 | 249,547 | 74 |
| New Haven - Waterbury - Meriden, Conn. | 6,350,742 | 64 | 1,343,201 | 59 | 1,244,957 | 61 | 707,212 | 59 | 613,177 | 79 | 558,709 | 69 | 329,114 | 61 |
| New London - Norwich, Conn. | 1,839,535 | 169 | 364,044 | 167 | 336,048 | 171 | 210,759 | 151 | 208,778 | 188 | 190,811 | 183 | 95,932 | 153 |
| New Orleans, La. | 9,816,017 | 42 | 2,316,837 | 31 | 2,189,090 | 32 | 1,090,904 | 40 | 1,144,295 | 42 | 908,749 | 43 | 539,254 | 38 |
| New York, N.Y. | 48,759,376 | 2 | 10,120,585 | 2 | 8,443,757 | 2 | 6,207,452 | 2 | 4,936,295 | 3 | 3,883,576 | 4 | 4,938,533 | 1 |
| Niagara Falls, N.Y. | 1,462,303 | 193 | 356,581 | 171 | 334,448 | 173 | 137,316 | 197 | 170,264 | 219 | 148,748 | 208 | 86,004 | 166 |
| Norfolk - Virginia Beach - Newport News, Va. | 10,037,389 | 40 | 1,962,878 | 38 | 1,887,814 | 37 | 992,216 | 44 | 1,167,760 | 41 | 963,200 | 40 | 535,832 | 40 |
| Oakland, Cal. | 16,032,480 | 21 | 3,261,304 | 21 | 3,034,760 | 21 | 1,931,184 | 17 | 1,630,957 | 28 | 1,260,810 | 29 | 854,820 | 22 |
| Ocala, Fla. | 1,482,843 | 192 | 313,304 | 188 | 298,922 | 189 | 144,218 | 193 | 175,325 | 216 | 151,814 | 206 | 43,232 | 241 |
| Odessa, Tex. | 852,792 | 276 | 218,941 | 236 | 215,282 | 234 | 76,784 | 274 | 118,371 | 276 | 113,193 | 255 | 36,576 | 267 |
| Oklahoma City, Okla. | 7,253,250 | 56 | 1,356,961 | 56 | 1,316,160 | 56 | 739,735 | 54 | 866,338 | 54 | 658,027 | 57 | 415,988 | 53 |
| Olympia, Wash. | 1,203,358 | 216 | 288,675 | 198 | 276,873 | 197 | 124,607 | 211 | 131,208 | 261 | 100,281 | 276 | 32,503 | 281 |
| Omaha, Neb. | 4,877,841 | 77 | 931,132 | 78 | 890,286 | 78 | 518,041 | 72 | 695,088 | 68 | 632,232 | 60 | 200,755 | 89 |
| Orange County, N.Y. | 2,302,542 | 146 | 565,436 | 120 | 535,108 | 120 | 181,194 | 164 | 273,498 | 155 | 246,538 | 148 | 125,399 | 130 |
| Orlando, Fla. | 10,430,877 | 39 | 1,829,686 | 42 | 1,740,249 | 42 | 1,281,802 | 33 | 1,167,832 | 40 | 913,452 | 42 | 478,849 | 44 |
| Owensboro, Ky. | 676,408 | 304 | 132,967 | 299 | 129,790 | 296 | 56,818 | 308 | 123,949 | 270 | 105,300 | 261 | 32,772 | 278 |
| Oxnard - Ventura, Cal. | 5,313,922 | 70 | 950,071 | 77 | 897,233 | 77 | 537,365 | 70 | 702,968 | 67 | 505,369 | 79 | 218,131 | 81 |
| Panama City, Fla. | 1,162,526 | 224 | 259,546 | 211 | 248,454 | 211 | 171,860 | 174 | 168,451 | 221 | 158,182 | 202 | 44,857 | 234 |
| Parkersburg - Marietta, W.Va.-Ohio | 1,085,469 | 233 | 214,786 | 239 | 207,141 | 236 | 88,935 | 257 | 198,595 | 195 | 154,535 | 203 | 32,563 | 280 |
| Pascagoula, Miss. | 569,203 | 315 | 132,703 | 301 | 124,796 | 300 | 56,678 | 309 | 77,788 | 314 | 59,320 | 318 | 20,715 | 310 |
| Pensacola, Fla. | 2,488,482 | 140 | 477,787 | 137 | 463,367 | 136 | 253,553 | 131 | 326,302 | 141 | 278,551 | 134 | 84,036 | 168 |
| Peoria, Ill. | 2,623,303 | 132 | 454,852 | 144 | 430,487 | 144 | 234,023 | 140 | 384,352 | 121 | 328,281 | 117 | 97,867 | 150 |
| Philadelphia, Pa. | 35,120,446 | 4 | 7,708,966 | 4 | 6,993,839 | 4 | 3,107,033 | 7 | 3,999,091 | 5 | 3,445,293 | 5 | 2,119,005 | 4 |
| Phoenix, Ariz. | 17,241,381 | 19 | 4,036,448 | 12 | 3,906,815 | 12 | 1,862,810 | 20 | 2,054,604 | 19 | 1,610,221 | 18 | 712,535 | 27 |
| Pine Bluff, Ark. | 559,190 | 316 | 109,836 | 316 | 105,886 | 314 | 42,169 | 319 | 75,006 | 316 | 64,709 | 311 | 22,459 | 307 |
| Pittsburgh, Pa. | 13,598,441 | 24 | 2,970,470 | 23 | 2,782,595 | 23 | 1,344,016 | 31 | 1,774,971 | 26 | 1,508,527 | 22 | 757,709 | 25 |
| Pittsfield, Mass. | 1,262,477 | 211 | 254,999 | 213 | 236,569 | 214 | 155,210 | 187 | 132,638 | 258 | 99,710 | 279 | 60,173 | 199 |
| Portland, Me. | 3,058,969 | 113 | 531,805 | 125 | 501,968 | 125 | 301,664 | 116 | 271,040 | 156 | 198,739 | 173 | 152,994 | 113 |
| Portland, Ore. | 11,286,876 | 35 | 1,957,764 | 39 | 1,834,670 | 39 | 1,365,464 | 29 | 1,802,447 | 24 | 1,315,283 | 27 | 637,364 | 31 |
| Portsmouth - Dover - Rochester, N.H. | 3,517,328 | 99 | 735,113 | 93 | 689,263 | 95 | 347,741 | 101 | 436,827 | 106 | 309,709 | 123 | 125,144 | 131 |
| Poughkeepsie, N.Y. | 2,261,077 | 148 | 548,815 | 122 | 526,258 | 122 | 174,207 | 170 | 280,917 | 150 | 244,605 | 149 | 130,340 | 127 |
| Providence - Pawtucket - Woonsocket, R.I. | 6,141,315 | 66 | 1,262,251 | 64 | 1,100,250 | 66 | 748,819 | 52 | 721,975 | 64 | 570,974 | 68 | 312,989 | 64 |
| Provo - Orem, Utah | 1,173,520 | 222 | 294,068 | 197 | 284,436 | 196 | 90,884 | 250 | 168,482 | 220 | 140,725 | 220 | 59,765 | 200 |
| Pueblo, Colo. | 806,986 | 282 | 205,323 | 245 | 197,529 | 244 | 89,381 | 256 | 121,938 | 272 | 103,749 | 266 | 24,917 | 299 |
| Racine, Wisc. | 1,283,475 | 208 | 217,376 | 237 | 198,236 | 242 | 104,122 | 235 | 178,996 | 213 | 146,456 | 212 | 58,374 | 204 |
| Raleigh - Durham, N.C. | 6,216,681 | 65 | 1,120,279 | 71 | 1,091,550 | 68 | 1,004,883 | 41 | 647,836 | 73 | 523,245 | 76 | 282,546 | 71 |
| Rapid City, S.D. | 868,870 | 270 | 151,084 | 283 | 147,825 | 280 | 74,785 | 277 | 124,371 | 269 | 101,503 | 272 | 42,927 | 242 |
| Reading, Pa. | 2,548,238 | 137 | 511,291 | 129 | 470,028 | 131 | 232,967 | 141 | 316,687 | 143 | 283,859 | 129 | 248,020 | 76 |
| Redding, Cal. | 1,125,579 | 228 | 281,333 | 200 | 266,692 | 203 | 109,224 | 228 | 97,826 | 299 | 89,794 | 290 | 33,566 | 275 |

## S&MM METRO MARKET RANKINGS ACROSS THE BOARD: Retail Sales by Store Group

| Area | Furniture/ Home Furnishings/ Appliance Stores ($000) | Rank | Furniture & Home Furnishings Stores ($000) | Rank | Automotive Dealers ($000) | Rank | Gasoline Service Stations ($000) | Rank | Building Materials & Hardware Dealers ($000) | Rank | Drugstores ($000) | Rank |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Laredo, Tex. | 63,807 | 194 | 10,108 | 311 | 113,506 | 313 | 46,947 | 296 | 35,221 | 299 | 13,543 | 314 |
| Las Cruces, N.M. | 24,848 | 303 | 14,116 | 295 | 125,767 | 310 | 40,873 | 310 | 64,638 | 232 | 15,832 | 307 |
| Las Vegas, Nev. | 278,114 | 68 | 147,005 | 76 | 1,110,357 | 73 | 323,996 | 82 | 337,263 | 55 | 205,780 | 75 |
| Lawrence, Kans. | 20,908 | 313 | 9,092 | 315 | 93,857 | 319 | 33,296 | 317 | 27,263 | 311 | 11,338 | 317 |
| Lawton, Okla. | 28,685 | 292 | 18,181 | 272 | 153,030 | 294 | 43,168 | 306 | 40,127 | 286 | 14,542 | 311 |
| Lewiston - Auburn, Me. | 21,142 | 311 | 9,519 | 314 | 187,799 | 266 | 45,854 | 298 | 43,874 | 275 | 27,894 | 278 |
| Lexington-Fayette, Ky. | 183,332 | 100 | 84,425 | 117 | 611,937 | 119 | 218,822 | 112 | 121,638 | 149 | 118,216 | 118 |
| Lima, Ohio | 55,424 | 210 | 26,765 | 226 | 307,281 | 193 | 127,065 | 168 | 62,877 | 238 | 44,704 | 220 |
| Lincoln, Neb. | 42,772 | 244 | 19,871 | 264 | 357,671 | 177 | 122,727 | 172 | 107,546 | 159 | 54,274 | 196 |
| Little Rock - North Little Rock, Ark. | 173,954 | 103 | 113,382 | 93 | 1,103,211 | 74 | 253,237 | 103 | 245,612 | 79 | 103,375 | 128 |
| Longview - Marshall, Tex. | 68,257 | 188 | 40,453 | 180 | 354,810 | 179 | 126,369 | 169 | 72,870 | 215 | 61,458 | 183 |
| Lorain - Elyria, Ohio | 74,937 | 179 | 41,620 | 178 | 430,663 | 156 | 162,025 | 141 | 88,938 | 182 | 93,617 | 137 |
| Los Angeles - Long Beach, Cal. | 4,270,097 | 1 | 1,960,448 | 1 | 11,743,787 | 1 | 3,844,403 | 1 | 2,703,429 | 1 | 2,783,473 | 1 |
| Louisville, Ky. | 376,912 | 54 | 211,514 | 52 | 1,508,967 | 56 | 484,876 | 56 | 382,284 | 51 | 369,304 | 42 |
| Lubbock, Tex. | 82,172 | 172 | 48,430 | 167 | 551,037 | 131 | 172,079 | 135 | 73,436 | 211 | 38,220 | 243 |
| Lynchburg, Va. | 46,582 | 234 | 30,023 | 207 | 173,293 | 276 | 97,717 | 210 | 57,708 | 248 | 53,987 | 197 |
| McAllen - Edinburg - Mission, Tex. | 93,019 | 160 | 49,609 | 164 | 391,053 | 163 | 113,252 | 192 | 87,359 | 186 | 39,126 | 239 |
| Macon - Warner Robins, Ga. | 91,107 | 163 | 61,273 | 144 | 501,017 | 138 | 149,793 | 148 | 130,851 | 138 | 88,109 | 148 |
| Madison, Wisc. | 211,325 | 90 | 70,267 | 130 | 612,500 | 118 | 269,146 | 96 | 203,061 | 101 | 76,662 | 165 |
| Manchester - Nashua, N.H. | 168,986 | 105 | 84,542 | 116 | 707,411 | 104 | 170,412 | 136 | 156,468 | 126 | 94,390 | 134 |
| Mansfield, Ohio | 50,113 | 222 | 20,996 | 255 | 201,886 | 259 | 94,343 | 216 | 67,086 | 226 | 25,091 | 288 |
| Medford, Ore. | 55,550 | 209 | 29,913 | 208 | 260,862 | 212 | 94,074 | 217 | 67,657 | 223 | 34,545 | 262 |
| Melbourne - Titusville - Palm Bay, Fla. | 138,235 | 123 | 67,657 | 134 | 718,103 | 103 | 252,082 | 104 | 160,752 | 122 | 91,791 | 140 |
| Memphis, Tenn. | 354,151 | 56 | 210,393 | 53 | 1,815,422 | 49 | 559,201 | 46 | 253,073 | 75 | 322,401 | 46 |
| Merced, Cal. | 41,502 | 250 | 22,711 | 247 | 142,017 | 299 | 99,014 | 207 | 43,709 | 277 | 65,219 | 177 |
| Miami - Hialeah, Fla. | 889,413 | 20 | 476,232 | 22 | 3,236,723 | 21 | 867,565 | 28 | 500,779 | 34 | 845,733 | 11 |
| Middlesex - Somerset - Hunterdon, N.J. | 589,190 | 35 | 339,128 | 35 | 1,692,140 | 53 | 493,946 | 54 | 444,929 | 42 | 233,068 | 68 |
| Midland, Tex. | 23,188 | 309 | 12,503 | 303 | 184,842 | 268 | 68,313 | 254 | 13,200 | 319 | 29,680 | 274 |
| Milwaukee, Wisc. | 705,622 | 27 | 284,086 | 39 | 2,129,058 | 39 | 869,438 | 27 | 500,546 | 35 | 527,639 | 30 |
| Minneapolis - St. Paul, Minn. | 903,654 | 19 | 481,194 | 21 | 4,758,540 | 12 | 1,668,391 | 6 | 1,233,999 | 9 | 554,575 | 28 |
| Mobile, Ala. | 138,922 | 121 | 87,624 | 110 | 737,783 | 98 | 264,118 | 100 | 159,589 | 123 | 160,380 | 94 |
| Modesto, Cal. | 155,210 | 113 | 95,005 | 100 | 441,693 | 152 | 133,973 | 157 | 172,995 | 115 | 241,019 | 67 |
| Monmouth - Ocean, N.J. | 443,428 | 49 | 307,124 | 37 | 1,930,663 | 46 | 524,870 | 51 | 400,866 | 46 | 281,282 | 54 |
| Monroe, La. | 58,539 | 201 | 29,037 | 213 | 327,086 | 185 | 35,572 | 315 | 47,697 | 267 | 54,589 | 195 |
| Montgomery, Ala. | 101,165 | 152 | 57,980 | 149 | 550,268 | 132 | 163,558 | 139 | 110,343 | 158 | 76,870 | 163 |
| Muncie, Ind. | 33,044 | 283 | 14,532 | 292 | 167,548 | 283 | 63,308 | 268 | 38,576 | 288 | 37,450 | 247 |
| Muskegon, Mich. | 42,355 | 246 | 21,652 | 252 | 222,478 | 241 | 51,096 | 287 | 50,612 | 261 | 50,881 | 202 |
| Naples, Fla. | 146,522 | 115 | 114,728 | 89 | 253,066 | 215 | 68,409 | 253 | 87,586 | 185 | 68,854 | 172 |
| Nashville, Tenn. | 438,161 | 50 | 232,440 | 50 | 1,923,147 | 47 | 614,776 | 41 | 408,922 | 45 | 301,453 | 49 |
| Nassau - Suffolk, N.Y. | 1,491,873 | 8 | 895,549 | 7 | 5,065,589 | 11 | 1,275,347 | 14 | 1,281,073 | 7 | 916,779 | 9 |
| Newark, N.J. | 825,586 | 24 | 525,129 | 16 | 2,916,288 | 24 | 921,916 | 20 | 514,816 | 33 | 466,231 | 33 |
| New Bedford - Fall River - Attleboro, Mass. | 166,768 | 107 | 110,717 | 94 | 833,909 | 89 | 292,637 | 90 | 184,560 | 108 | 164,918 | 91 |
| New Haven - Waterbury - Meriden, Conn. | 302,982 | 64 | 177,413 | 63 | 1,256,640 | 67 | 540,112 | 50 | 398,312 | 47 | 200,302 | 76 |
| New London - Norwich, Conn. | 74,361 | 181 | 44,565 | 170 | 408,123 | 160 | 106,355 | 201 | 123,907 | 146 | 50,460 | 205 |
| New Orleans, La. | 462,159 | 46 | 233,294 | 48 | 1,849,543 | 48 | 602,342 | 43 | 324,808 | 59 | 497,383 | 31 |
| New York, N.Y. | 3,274,236 | 2 | 1,788,341 | 2 | 5,600,940 | 9 | 1,718,353 | 7 | 1,285,055 | 6 | 2,263,432 | 3 |
| Niagara Falls, N.Y. | 56,761 | 206 | 31,465 | 203 | 266,968 | 207 | 115,626 | 188 | 38,113 | 292 | 83,681 | 157 |
| Norfolk - Virginia Beach - Newport News, Va. | 525,986 | 37 | 348,954 | 33 | 2,245,495 | 36 | 644,982 | 37 | 478,130 | 37 | 360,297 | 43 |
| Oakland, Cal. | 1,036,683 | 15 | 500,140 | 19 | 2,885,563 | 26 | 894,774 | 23 | 817,670 | 17 | 1,001,347 | 8 |
| Ocala, Fla. | 61,756 | 197 | 32,974 | 198 | 304,383 | 195 | 136,968 | 155 | 120,069 | 153 | 84,886 | 155 |
| Odessa, Tex. | 26,298 | 299 | 15,384 | 290 | 219,378 | 243 | 51,781 | 286 | 19,142 | 317 | 23,414 | 293 |
| Oklahoma City, Okla. | 336,875 | 59 | 180,654 | 60 | 2,056,892 | 43 | 478,712 | 58 | 242,581 | 82 | 207,837 | 74 |
| Olympia, Wash. | 70,502 | 184 | 32,920 | 199 | 196,606 | 263 | 86,450 | 226 | 98,856 | 168 | 56,355 | 188 |
| Omaha, Neb. | 258,500 | 73 | 192,027 | 56 | 1,194,503 | 71 | 343,288 | 77 | 195,530 | 103 | 173,976 | 87 |
| Orange County, N.Y. | 110,388 | 147 | 71,424 | 126 | 492,318 | 140 | 115,778 | 187 | 155,136 | 127 | 75,158 | 169 |
| Orlando, Fla. | 471,104 | 44 | 283,878 | 40 | 2,398,685 | 32 | 566,061 | 45 | 453,869 | 40 | 288,843 | 52 |
| Owensboro, Ky. | 34,206 | 276 | 18,101 | 273 | 128,160 | 307 | 33,243 | 318 | 41,891 | 281 | 27,423 | 280 |
| Oxnard - Ventura, Cal. | 279,986 | 67 | 145,130 | 77 | 1,164,280 | 72 | 338,396 | 79 | 319,627 | 61 | 248,973 | 64 |
| Panama City, Fla. | 50,390 | 221 | 33,784 | 195 | 219,287 | 244 | 57,013 | 279 | 73,197 | 212 | 41,049 | 234 |
| Parkersburg - Marietta, W.Va.-Ohio | 49,146 | 227 | 28,952 | 214 | 244,956 | 222 | 91,023 | 220 | 51,462 | 257 | 38,608 | 241 |
| Pascagoula, Miss. | 15,161 | 319 | 8,606 | 318 | 106,217 | 315 | 50,542 | 288 | 37,131 | 295 | 30,819 | 270 |
| Pensacola, Fla. | 116,888 | 138 | 52,440 | 159 | 576,616 | 127 | 223,959 | 111 | 126,608 | 142 | 86,519 | 151 |
| Peoria, Ill. | 98,999 | 157 | 59,973 | 146 | 594,740 | 125 | 203,586 | 119 | 124,976 | 144 | 110,575 | 123 |
| Philadelphia, Pa. | 1,693,050 | 6 | 992,812 | 6 | 7,329,641 | 4 | 1,945,187 | 4 | 1,269,154 | 8 | 1,430,456 | 5 |
| Phoenix, Ariz. | 1,003,776 | 17 | 561,556 | 15 | 3,611,328 | 18 | 873,224 | 26 | 761,414 | 21 | 685,500 | 22 |
| Pine Bluff, Ark. | 22,086 | 310 | 13,701 | 298 | 144,627 | 298 | 38,382 | 313 | 25,971 | 312 | 24,517 | 291 |
| Pittsburgh, Pa. | 651,704 | 30 | 379,644 | 29 | 2,910,100 | 25 | 881,891 | 25 | 484,692 | 36 | 598,048 | 24 |
| Pittsfield, Mass. | 48,435 | 228 | 26,305 | 227 | 234,916 | 228 | 76,164 | 241 | 73,036 | 213 | 44,070 | 221 |
| Portland, Me. | 103,179 | 150 | 67,855 | 133 | 474,168 | 147 | 108,015 | 198 | 143,395 | 131 | 81,919 | 159 |
| Portland, Ore. | 677,603 | 29 | 309,693 | 36 | 2,212,469 | 37 | 637,961 | 38 | 542,719 | 31 | 250,249 | 62 |
| Portsmouth - Dover - Rochester, N.H. | 210,008 | 91 | 88,929 | 108 | 733,147 | 100 | 175,439 | 134 | 244,921 | 80 | 95,222 | 133 |
| Poughkeepsie, N.Y. | 100,534 | 155 | 58,685 | 147 | 475,468 | 146 | 128,807 | 164 | 138,052 | 135 | 84,824 | 156 |
| Providence - Pawtucket - Woonsocket, R.I. | 223,121 | 82 | 153,787 | 69 | 1,082,440 | 75 | 428,687 | 67 | 302,406 | 65 | 316,504 | 47 |
| Provo - Orem, Utah | 52,489 | 214 | 27,571 | 222 | 204,079 | 258 | 115,494 | 189 | 61,396 | 239 | 38,530 | 242 |
| Pueblo, Colo. | 40,943 | 252 | 20,273 | 261 | 156,826 | 291 | 44,270 | 300 | 46,114 | 273 | 20,785 | 298 |
| Racine, Wisc. | 71,351 | 183 | 42,241 | 176 | 314,590 | 189 | 113,164 | 193 | 92,402 | 178 | 49,571 | 208 |
| Raleigh - Durham, N.C. | 336,268 | 60 | 187,213 | 58 | 1,289,093 | 64 | 280,352 | 94 | 422,987 | 43 | 248,984 | 63 |
| Rapid City, S.D. | 27,913 | 294 | 17,388 | 277 | 244,282 | 224 | 63,399 | 266 | 47,030 | 269 | 19,809 | 302 |
| Reading, Pa. | 135,623 | 127 | 75,939 | 123 | 472,028 | 148 | 159,810 | 145 | 103,701 | 164 | 79,709 | 162 |
| Redding, Cal. | 55,599 | 208 | 28,645 | 215 | 199,604 | 261 | 98,142 | 209 | 84,487 | 190 | 81,106 | 160 |

1992 SURVEY OF BUYING POWER DEMOGRAPHICS USA

## S&MM METRO MARKET RANKINGS ACROSS THE BOARD: Retail Sales by Merchandise Line

| Area | Groceries & Other Foods ($000) | Rank | Drugs & Health & Beauty Aids ($000) | Rank | Major Household Appliances ($000) | Rank | Televisions, Video Recorders & Tapes ($000) | Rank | Audio Equipment, Musical Instruments & Supplies ($000) | Rank |
|---|---|---|---|---|---|---|---|---|---|---|
| Laredo, Tex. | 167,049 | 247 | 44,809 | 266 | 16,484 | 202 | 25,312 | 133 | 24,867 | 157 |
| Las Cruces, N.M. | 109,363 | 298 | 23,576 | 320 | 10,470 | 282 | 6,849 | 289 | 6,801 | 301 |
| Las Vegas, Nev. | 953,878 | 66 | 318,862 | 64 | 75,749 | 62 | 42,423 | 77 | 55,401 | 79 |
| Lawrence, Kans. | 94,318 | 312 | 24,198 | 319 | 5,181 | 319 | 4,698 | 315 | 7,969 | 283 |
| Lawton, Okla. | 100,523 | 306 | 27,051 | 315 | 10,521 | 280 | 9,141 | 250 | 6,802 | 300 |
| Lewiston - Auburn, Me. | 151,587 | 262 | 34,697 | 294 | 7,850 | 311 | 4,482 | 316 | 6,249 | 307 |
| Lexington-Fayette, Ky. | 450,176 | 125 | 141,965 | 116 | 40,720 | 107 | 40,463 | 80 | 39,352 | 105 |
| Lima, Ohio | 192,251 | 228 | 54,596 | 236 | 16,813 | 199 | 14,578 | 189 | 14,303 | 210 |
| Lincoln, Neb. | 257,251 | 188 | 69,459 | 196 | 12,705 | 246 | 10,930 | 224 | 12,969 | 223 |
| Little Rock - North Little Rock, Ark. | 587,686 | 94 | 208,370 | 84 | 44,750 | 97 | 40,424 | 81 | 45,731 | 93 |
| Longview - Marshall, Tex. | 210,062 | 212 | 83,758 | 178 | 14,711 | 221 | 14,502 | 190 | 15,851 | 203 |
| Lorain - Elyria, Ohio | 266,206 | 181 | 85,117 | 175 | 20,205 | 179 | 14,191 | 194 | 16,439 | 199 |
| Los Angeles - Long Beach, Cal. | 10,604,767 | 1 | 3,309,636 | 1 | 854,025 | 1 | 677,539 | 1 | 1,220,738 | 1 |
| Louisville, Ky. | 1,153,463 | 54 | 413,313 | 44 | 86,591 | 53 | 75,928 | 48 | 83,362 | 54 |
| Lubbock, Tex. | 247,436 | 191 | 83,702 | 179 | 18,057 | 193 | 21,756 | 149 | 24,024 | 164 |
| Lynchburg, Va. | 183,680 | 237 | 63,077 | 210 | 13,909 | 231 | 10,040 | 237 | 9,610 | 264 |
| McAllen - Edinburg - Mission, Tex. | 390,293 | 137 | 94,994 | 164 | 28,994 | 149 | 37,097 | 90 | 28,590 | 136 |
| Macon - Warner Robins, Ga. | 298,027 | 171 | 99,751 | 159 | 28,322 | 152 | 16,877 | 176 | 19,137 | 183 |
| Madison, Wisc. | 522,023 | 110 | 102,516 | 153 | 37,143 | 119 | 40,054 | 83 | 64,911 | 69 |
| Manchester - Nashua, N.H. | 530,941 | 107 | 114,099 | 139 | 55,371 | 83 | 32,764 | 103 | 50,935 | 86 |
| Mansfield, Ohio | 136,069 | 276 | 39,816 | 280 | 13,966 | 230 | 10,312 | 232 | 12,344 | 231 |
| Medford, Ore. | 366,863 | 145 | 60,924 | 215 | 13,337 | 236 | 11,877 | 215 | 18,077 | 187 |
| Melbourne - Titusville - Palm Bay, Fla. | 480,830 | 118 | 112,722 | 141 | 41,880 | 105 | 29,815 | 114 | 30,741 | 131 |
| Memphis, Tenn. | 947,149 | 67 | 335,120 | 61 | 86,292 | 55 | 79,660 | 45 | 71,900 | 61 |
| Merced, Cal. | 201,606 | 222 | 47,834 | 258 | 9,454 | 289 | 5,402 | 309 | 11,223 | 244 |
| Miami - Hialeah, Fla. | 2,219,669 | 25 | 954,061 | 14 | 214,424 | 16 | 153,698 | 25 | 206,352 | 21 |
| Middlesex - Somerset - Hunterdon, N.J. | 1,613,860 | 38 | 349,325 | 56 | 98,062 | 48 | 63,650 | 55 | 149,690 | 28 |
| Midland, Tex. | 145,033 | 267 | 60,837 | 216 | 6,103 | 316 | 9,155 | 249 | 7,963 | 284 |
| Milwaukee, Wisc. | 1,667,165 | 36 | 536,295 | 36 | 136,090 | 37 | 133,249 | 27 | 162,009 | 27 |
| Minneapolis - St. Paul, Minn. | 3,269,571 | 12 | 810,795 | 21 | 212,718 | 17 | 179,225 | 15 | 237,082 | 18 |
| Mobile, Ala. | 519,313 | 111 | 170,168 | 98 | 35,998 | 123 | 25,863 | 129 | 36,758 | 110 |
| Modesto, Cal. | 475,133 | 119 | 163,050 | 102 | 29,530 | 147 | 24,993 | 134 | 33,058 | 122 |
| Monmouth - Ocean, N.J. | 1,547,775 | 39 | 411,795 | 46 | 86,473 | 54 | 48,533 | 69 | 87,632 | 50 |
| Monroe, La. | 218,823 | 207 | 69,107 | 199 | 19,669 | 182 | 11,943 | 214 | 11,800 | 239 |
| Montgomery, Ala. | 304,449 | 167 | 99,022 | 162 | 25,829 | 155 | 22,830 | 143 | 26,540 | 148 |
| Muncie, Ind. | 96,208 | 311 | 37,517 | 284 | 9,290 | 293 | 10,623 | 227 | 13,831 | 215 |
| Muskegon, Mich. | 174,215 | 242 | 53,821 | 237 | 14,179 | 228 | 8,545 | 257 | 9,481 | 266 |
| Naples, Fla. | 257,691 | 187 | 69,256 | 197 | 23,642 | 164 | 12,449 | 209 | 10,560 | 255 |
| Nashville, Tenn. | 1,082,326 | 59 | 420,699 | 42 | 109,805 | 43 | 87,800 | 39 | 104,526 | 42 |
| Nassau - Suffolk, N.Y. | 4,601,547 | 8 | 1,192,360 | 8 | 317,531 | 7 | 240,040 | 9 | 319,696 | 7 |
| Newark, N.J. | 2,693,910 | 21 | 634,139 | 29 | 138,155 | 36 | 104,265 | 35 | 133,514 | 33 |
| New Bedford - Fall River - Attleboro, Mass. | 804,540 | 76 | 189,897 | 89 | 42,763 | 103 | 28,425 | 121 | 44,313 | 95 |
| New Haven - Waterbury - Meriden, Conn. | 1,129,920 | 55 | 264,099 | 68 | 67,025 | 70 | 48,696 | 68 | 62,893 | 71 |
| New London - Norwich, Conn. | 306,212 | 165 | 70,594 | 194 | 18,863 | 186 | 13,730 | 196 | 16,749 | 196 |
| New Orleans, La. | 1,718,399 | 35 | 574,057 | 34 | 146,259 | 30 | 73,123 | 50 | 90,639 | 47 |
| New York, N.Y. | 8,845,238 | 2 | 2,893,013 | 2 | 536,474 | 3 | 480,510 | 3 | 877,112 | 2 |
| Niagara Falls, N.Y. | 277,674 | 176 | 84,077 | 176 | 19,573 | 183 | 9,996 | 239 | 10,280 | 258 |
| Norfolk - Virginia Beach - Newport News, Va. | 1,452,093 | 41 | 414,879 | 43 | 112,840 | 41 | 87,394 | 40 | 85,696 | 52 |
| Oakland, Cal. | 2,663,480 | 22 | 908,811 | 15 | 201,387 | 19 | 180,333 | 14 | 313,171 | 8 |
| Ocala, Fla. | 247,622 | 190 | 86,727 | 171 | 20,221 | 178 | 12,098 | 211 | 11,691 | 241 |
| Odessa, Tex. | 131,242 | 279 | 55,534 | 235 | 8,510 | 305 | 6,606 | 292 | 7,737 | 291 |
| Oklahoma City, Okla. | 1,037,231 | 63 | 359,349 | 53 | 70,132 | 67 | 76,939 | 46 | 89,387 | 48 |
| Olympia, Wash. | 207,801 | 216 | 63,824 | 207 | 17,780 | 195 | 10,426 | 230 | 19,013 | 184 |
| Omaha, Neb. | 759,208 | 80 | 214,933 | 83 | 48,927 | 89 | 49,854 | 66 | 46,019 | 92 |
| Orange County, N.Y. | 435,852 | 127 | 112,823 | 140 | 38,031 | 114 | 17,707 | 172 | 19,666 | 181 |
| Orlando, Fla. | 1,404,015 | 43 | 404,955 | 49 | 162,370 | 23 | 81,841 | 43 | 110,456 | 38 |
| Owensboro, Ky. | 118,277 | 287 | 36,838 | 285 | 9,589 | 288 | 7,615 | 272 | 6,959 | 299 |
| Oxnard - Ventura, Cal. | 804,544 | 75 | 252,074 | 70 | 66,164 | 71 | 31,865 | 108 | 75,455 | 59 |
| Panama City, Fla. | 196,094 | 224 | 61,315 | 213 | 12,963 | 244 | 9,108 | 251 | 10,566 | 254 |
| Parkersburg - Marietta, W.Va.-Ohio | 181,667 | 241 | 56,548 | 232 | 17,034 | 197 | 10,893 | 225 | 11,648 | 242 |
| Pascagoula, Miss. | 103,784 | 303 | 35,641 | 291 | 8,459 | 306 | 4,281 | 318 | 3,996 | 319 |
| Pensacola, Fla. | 365,234 | 146 | 121,291 | 134 | 50,471 | 85 | 20,740 | 157 | 21,217 | 172 |
| Peoria, Ill. | 396,412 | 135 | 137,061 | 120 | 30,309 | 142 | 18,125 | 169 | 22,266 | 169 |
| Philadelphia, Pa. | 6,297,104 | 4 | 1,960,289 | 4 | 353,272 | 5 | 250,037 | 8 | 382,183 | 5 |
| Phoenix, Ariz. | 2,901,296 | 17 | 795,421 | 23 | 241,993 | 14 | 124,730 | 29 | 182,252 | 24 |
| Pine Bluff, Ark. | 91,236 | 315 | 34,735 | 293 | 6,786 | 313 | 5,194 | 313 | 5,812 | 311 |
| Pittsburgh, Pa. | 2,530,460 | 23 | 669,075 | 26 | 159,037 | 25 | 104,983 | 34 | 136,892 | 32 |
| Pittsfield, Mass. | 223,719 | 201 | 51,558 | 245 | 12,426 | 253 | 7,963 | 267 | 12,655 | 226 |
| Portland, Me. | 397,743 | 133 | 99,409 | 161 | 37,438 | 115 | 15,902 | 182 | 24,645 | 161 |
| Portland, Ore. | 1,917,206 | 29 | 502,640 | 38 | 110,534 | 42 | 154,514 | 24 | 211,070 | 20 |
| Portsmouth - Dover - Rochester, N.H. | 601,624 | 92 | 116,153 | 137 | 57,287 | 81 | 32,362 | 107 | 54,789 | 81 |
| Poughkeepsie, N.Y. | 454,609 | 122 | 111,866 | 145 | 29,783 | 146 | 18,351 | 168 | 27,187 | 143 |
| Providence - Pawtucket - Woonsocket, R.I. | 1,124,466 | 56 | 320,956 | 63 | 75,335 | 64 | 40,374 | 82 | 54,484 | 82 |
| Provo - Orem, Utah | 239,394 | 196 | 60,595 | 218 | 12,349 | 254 | 12,842 | 204 | 15,931 | 200 |
| Pueblo, Colo. | 151,514 | 263 | 39,728 | 281 | 9,634 | 287 | 8,549 | 255 | 10,675 | 252 |
| Racine, Wisc. | 192,158 | 229 | 62,229 | 212 | 16,040 | 210 | 9,970 | 240 | 12,350 | 230 |
| Raleigh - Durham, N.C. | 905,700 | 70 | 262,329 | 69 | 71,280 | 66 | 58,991 | 60 | 81,885 | 56 |
| Rapid City, S.D. | 118,020 | 290 | 32,356 | 305 | 9,898 | 286 | 6,571 | 293 | 11,740 | 240 |
| Reading, Pa. | 419,007 | 130 | 117,116 | 136 | 33,326 | 132 | 19,179 | 164 | 24,271 | 163 |
| Redding, Cal. | 223,303 | 203 | 53,715 | 238 | 12,713 | 245 | 8,093 | 256 | 17,710 | 190 |

## S&MM METRO MARKET RANKINGS ACROSS THE BOARD: Retail Sales by Merchandise Line

| | Home Computers & Calculators | | Furniture & Sleep Equipment | | Men's & Boys' Clothing | | Women's & Girls' Clothing | | Footwear | |
|---|---|---|---|---|---|---|---|---|---|---|
| Area | ($000) | Rank | ($000) | Rank | ($000) | Rank | ($000) | Rank | ($000) | Rank |
| Laredo, Tex. | 7,726 | 155 | 10,679 | 302 | 43,507 | 181 | 74,237 | 196 | 22,991 | 186 |
| Las Cruces, N.M. | 2,707 | 273 | 12,329 | 289 | 16,500 | 307 | 33,665 | 308 | 10,113 | 301 |
| Las Vegas, Nev. | 14,490 | 96 | 118,127 | 67 | 190,996 | 57 | 328,460 | 66 | 134,429 | 45 |
| Lawrence, Kans. | 1,950 | 306 | 5,544 | 320 | 13,923 | 314 | 27,277 | 314 | 8,531 | 312 |
| Lawton, Okla. | 2,739 | 269 | 13,947 | 275 | 27,541 | 245 | 55,268 | 245 | 13,028 | 272 |
| Lewiston - Auburn, Me. | 2,915 | 265 | 10,044 | 309 | 23,199 | 272 | 34,355 | 307 | 11,084 | 291 |
| Lexington Fayette, Ky. | 15,060 | 90 | 62,751 | 110 | 100,359 | 101 | 235,512 | 89 | 47,338 | 113 |
| Lima, Ohio | 4,440 | 223 | 21,898 | 217 | 36,743 | 199 | 71,947 | 202 | 17,999 | 221 |
| Lincoln, Neb. | 11,704 | 117 | 15,683 | 256 | 47,647 | 174 | 98,436 | 175 | 25,006 | 177 |
| Little Rock - North Little Rock, Ark. | 10,861 | 126 | 86,360 | 88 | 122,818 | 84 | 269,298 | 79 | 73,201 | 80 |
| Longview - Marshall, Tex. | 6,336 | 179 | 22,928 | 210 | 33,782 | 211 | 67,180 | 211 | 22,825 | 187 |
| Lorain - Elyria, Ohio | 3,345 | 250 | 37,776 | 167 | 42,726 | 182 | 82,035 | 190 | 18,893 | 216 |
| Los Angeles - Long Beach, Cal. | 532,514 | 1 | 1,276,563 | 1 | 1,880,850 | 2 | 3,775,776 | 3 | 1,108,073 | 2 |
| Louisville, Ky. | 17,678 | 81 | 169,383 | 49 | 204,114 | 53 | 446,377 | 53 | 105,397 | 59 |
| Lubbock, Tex. | 9,845 | 133 | 39,037 | 160 | 52,842 | 161 | 103,652 | 172 | 37,110 | 141 |
| Lynchburg, Va. | 4,078 | 230 | 16,650 | 247 | 30,072 | 229 | 65,537 | 215 | 16,549 | 229 |
| McAllen - Edinburg - Mission, Tex. | 10,423 | 127 | 45,291 | 146 | 70,882 | 132 | 138,080 | 139 | 42,793 | 121 |
| Macon - Warner Robins, Ga. | 5,971 | 188 | 45,227 | 147 | 49,893 | 167 | 114,502 | 160 | 31,496 | 153 |
| Madison, Wisc. | 14,256 | 100 | 56,090 | 121 | 100,007 | 102 | 191,984 | 104 | 50,839 | 104 |
| Manchester - Nashua, N.H. | 61,795 | 32 | 58,885 | 115 | 96,470 | 104 | 184,645 | 106 | 46,934 | 114 |
| Mansfield, Ohio | 5,759 | 190 | 24,578 | 202 | 29,580 | 232 | 59,652 | 228 | 14,783 | 253 |
| Medford, Ore. | 3,690 | 239 | 19,366 | 229 | 29,374 | 233 | 55,906 | 242 | 17,870 | 222 |
| Melbourne - Titusville - Palm Bay, Fla. | 13,115 | 110 | 55,455 | 126 | 62,553 | 146 | 129,042 | 148 | 29,157 | 167 |
| Memphis, Tenn. | 25,233 | 68 | 154,912 | 53 | 212,953 | 52 | 461,015 | 50 | 121,875 | 49 |
| Merced, Cal. | 4,714 | 213 | 15,774 | 253 | 19,042 | 298 | 31,202 | 310 | 10,994 | 293 |
| Miami - Hialeah, Fla. | 77,882 | 21 | 387,593 | 20 | 491,040 | 19 | 1,046,667 | 18 | 326,101 | 13 |
| Middlesex - Somerset - Hunterdon, N.J. | 45,472 | 39 | 217,941 | 40 | 299,324 | 38 | 571,539 | 42 | 132,111 | 48 |
| Midland, Tex. | 2,762 | 268 | 14,372 | 271 | 22,893 | 276 | 57,928 | 235 | 15,127 | 248 |
| Milwaukee, Wisc. | 69,082 | 25 | 237,355 | 34 | 348,365 | 32 | 693,148 | 34 | 185,148 | 34 |
| Minneapolis - St. Paul, Minn. | 80,385 | 20 | 404,203 | 17 | 666,596 | 12 | 1,180,067 | 14 | 309,607 | 16 |
| Mobile, Ala. | 6,612 | 175 | 63,227 | 108 | 80,147 | 116 | 180,197 | 112 | 61,887 | 90 |
| Modesto, Cal. | 10,314 | 130 | 68,443 | 101 | 63,182 | 144 | 121,194 | 153 | 38,689 | 135 |
| Monmouth - Ocean, N.J. | 28,400 | 59 | 196,952 | 45 | 241,610 | 44 | 518,035 | 45 | 111,552 | 58 |
| Monroe, La. | 4,315 | 226 | 22,908 | 211 | 36,831 | 198 | 82,598 | 186 | 25,488 | 175 |
| Montgomery, Ala. | 7,417 | 163 | 50,195 | 138 | 60,621 | 149 | 132,138 | 145 | 37,623 | 140 |
| Muncie, Ind. | 1,925 | 308 | 10,909 | 301 | 23,748 | 269 | 45,080 | 275 | 12,001 | 284 |
| Muskegon, Mich. | 3,077 | 259 | 17,791 | 237 | 25,439 | 256 | 48,809 | 263 | 14,049 | 259 |
| Naples, Fla. | 7,763 | 153 | 62,928 | 109 | 39,208 | 192 | 95,338 | 178 | 23,452 | 184 |
| Nashville, Tenn. | 70,553 | 23 | 146,314 | 55 | 236,916 | 47 | 500,801 | 47 | 120,681 | 51 |
| Nassau - Suffolk, N.Y. | 89,947 | 18 | 580,924 | 8 | 791,492 | 8 | 1,582,218 | 8 | 395,716 | 11 |
| Newark, N.J. | 35,192 | 47 | 329,989 | 25 | 341,483 | 33 | 828,398 | 29 | 218,014 | 28 |
| New Bedford - Fall River - Attleboro, Mass. | 15,165 | 89 | 71,568 | 100 | 128,114 | 79 | 273,536 | 78 | 57,735 | 94 |
| New Haven - Waterbury - Meriden, Conn. | 23,094 | 70 | 127,858 | 62 | 161,270 | 68 | 336,114 | 64 | 80,810 | 72 |
| New London - Norwich, Conn. | 6,487 | 176 | 34,125 | 172 | 50,636 | 166 | 105,097 | 167 | 24,274 | 180 |
| New Orleans, La. | 34,457 | 48 | 188,436 | 47 | 265,259 | 42 | 563,372 | 43 | 187,274 | 33 |
| New York, N.Y. | 276,150 | 2 | 1,230,063 | 2 | 2,122,568 | 1 | 4,257,096 | 1 | 1,134,543 | 1 |
| Niagara Falls, N.Y. | 2,588 | 283 | 22,630 | 212 | 39,860 | 190 | 82,435 | 187 | 27,302 | 172 |
| Norfolk - Virginia Beach - Newport News, Va. | 34,118 | 50 | 218,088 | 39 | 286,274 | 40 | 777,702 | 31 | 162,085 | 40 |
| Oakland, Cal. | 147,495 | 9 | 352,374 | 21 | 395,090 | 27 | 839,225 | 26 | 272,652 | 20 |
| Ocala, Fla. | 4,725 | 211 | 30,644 | 183 | 30,530 | 224 | 58,279 | 233 | 16,030 | 234 |
| Odessa, Tex. | 2,363 | 295 | 13,372 | 279 | 21,720 | 283 | 44,596 | 278 | 15,833 | 239 |
| Oklahoma City, Okla. | 27,445 | 62 | 140,960 | 58 | 183,268 | 59 | 371,623 | 60 | 115,142 | 56 |
| Olympia, Wash. | 5,997 | 186 | 12,618 | 285 | 23,827 | 267 | 48,707 | 264 | 14,198 | 256 |
| Omaha, Neb. | 25,693 | 66 | 104,265 | 74 | 144,889 | 72 | 276,902 | 76 | 73,255 | 79 |
| Orange County, N.Y. | 4,457 | 221 | 47,036 | 143 | 68,526 | 135 | 127,005 | 150 | 30,880 | 156 |
| Orlando, Fla. | 36,666 | 45 | 231,266 | 36 | 239,686 | 45 | 504,603 | 46 | 142,765 | 42 |
| Owensboro, Ky. | 1,890 | 310 | 12,793 | 283 | 21,007 | 288 | 47,971 | 266 | 12,972 | 274 |
| Oxnard - Ventura, Cal. | 46,089 | 38 | 113,620 | 69 | 145,606 | 71 | 269,057 | 80 | 79,186 | 74 |
| Panama City, Fla. | 2,491 | 288 | 25,726 | 196 | 30,528 | 225 | 58,537 | 231 | 18,044 | 220 |
| Parkersburg - Marietta, W.Va.-Ohio | 2,483 | 291 | 23,116 | 209 | 29,347 | 234 | 65,270 | 216 | 15,943 | 236 |
| Pascagoula, Miss. | 1,418 | 320 | 8,826 | 312 | 12,827 | 318 | 23,513 | 318 | 9,164 | 306 |
| Pensacola, Fla. | 7,346 | 164 | 41,189 | 154 | 57,033 | 155 | 120,397 | 155 | 29,802 | 161 |
| Peoria, Ill. | 6,701 | 173 | 50,625 | 135 | 66,345 | 137 | 137,982 | 140 | 33,915 | 147 |
| Philadelphia, Pa. | 131,034 | 10 | 767,720 | 5 | 1,079,782 | 4 | 2,316,063 | 4 | 559,893 | 4 |
| Phoenix, Ariz. | 125,633 | 13 | 431,093 | 14 | 442,031 | 22 | 1,028,271 | 21 | 249,437 | 24 |
| Pine Bluff, Ark. | 1,538 | 315 | 11,014 | 299 | 13,403 | 317 | 31,746 | 309 | 9,834 | 303 |
| Pittsburgh, Pa. | 50,846 | 33 | 277,845 | 31 | 424,452 | 24 | 895,760 | 24 | 224,464 | 27 |
| Pittsfield, Mass. | 4,370 | 225 | 20,683 | 220 | 33,916 | 209 | 72,159 | 200 | 14,859 | 251 |
| Portland, Me. | 13,831 | 102 | 42,937 | 149 | 193,625 | 55 | 222,485 | 93 | 119,855 | 52 |
| Portland, Ore. | 47,597 | 37 | 232,361 | 35 | 305,513 | 36 | 598,661 | 39 | 187,319 | 32 |
| Portsmouth - Dover - Rochester, N.H. | 63,025 | 29 | 66,548 | 104 | 78,917 | 119 | 151,360 | 130 | 36,516 | 142 |
| Poughkeepsie, N.Y. | 11,621 | 119 | 55,153 | 127 | 58,941 | 152 | 137,745 | 141 | 27,125 | 173 |
| Providence - Pawtucket - Woonsocket, R.I. | 21,749 | 71 | 100,113 | 77 | 165,342 | 67 | 322,224 | 68 | 75,881 | 77 |
| Provo - Orem, Utah | 8,105 | 148 | 18,753 | 230 | 36,059 | 201 | 65,590 | 214 | 22,283 | 193 |
| Pueblo, Colo. | 3,037 | 261 | 14,826 | 263 | 20,441 | 293 | 39,367 | 293 | 12,856 | 277 |
| Racine, Wisc. | 2,727 | 272 | 32,249 | 176 | 38,861 | 194 | 71,848 | 203 | 26,024 | 174 |
| Raleigh - Durham, N.C. | 30,699 | 54 | 125,009 | 64 | 150,769 | 70 | 331,279 | 65 | 88,389 | 65 |
| Rapid City, S.D. | 2,500 | 287 | 14,512 | 268 | 25,177 | 260 | 46,279 | 269 | 15,845 | 238 |
| Reading, Pa. | 6,101 | 184 | 46,460 | 144 | 111,029 | 95 | 249,822 | 84 | 42,642 | 122 |
| Redding, Cal. | 6,931 | 168 | 20,402 | 224 | 22,863 | 278 | 40,907 | 288 | 14,125 | 258 |

## S&MM METRO MARKET RANKINGS ACROSS THE BOARD: 1996 Projections

| Area | 1996 Population (Thous.) | Rank | Percent Change in Population 1991–1996 % | Rank | 1996 Households (Thous.) | Rank | 1996 EBI ($000) | Rank |
|---|---|---|---|---|---|---|---|---|
| Laredo, Tex. | 157.1 | 231 | 12.9 | 20 | 40.4 | 293 | 1,550,854 | 306 |
| Las Cruces, N.M. | 162.7 | 225 | 14.1 | 16 | 54.4 | 239 | 1,916,127 | 283 |
| Las Vegas, Nev. | 986.0 | 56 | 20.6 | 1 | 381.8 | 55 | 18,866,599 | 60 |
| Lawrence, Kans. | 90.4 | 308 | 7.0 | 84 | 33.8 | 309 | 1,507,797 | 307 |
| Lawton, Okla. | 114.9 | 287 | 2.7 | 217 | 38.7 | 301 | 1,764,506 | 293 |
| Lewiston - Auburn, Me. | 111.0 | 292 | 3.7 | 182 | 42.9 | 285 | 1,954,415 | 278 |
| Lexington-Fayette, Ky. | 375.3 | 130 | 5.5 | 118 | 146.2 | 123 | 8,031,156 | 117 |
| Lima, Ohio | 159.3 | 229 | 2.2 | 232 | 57.6 | 230 | 2,421,484 | 243 |
| Lincoln, Neb. | 226.1 | 185 | 3.9 | 172 | 88.4 | 180 | 4,682,964 | 169 |
| Little Rock - North Little Rock, Ark. | 544.4 | 94 | 4.5 | 151 | 209.5 | 89 | 10,161,246 | 91 |
| Longview - Marshall, Tex. | 167.7 | 220 | 2.5 | 224 | 63.2 | 216 | 2,826,267 | 221 |
| Lorain - Elyria, Ohio | 269.3 | 164 | -1.2 | 288 | 95.3 | 173 | 3,916,574 | 184 |
| Los Angeles - Long Beach, Cal. | 9,656.5 | 1 | 6.3 | 94 | 3,235.3 | 2 | 189,640,807 | 2 |
| Louisville, Ky. | 966.1 | 57 | 1.0 | 256 | 377.2 | 57 | 18,789,613 | 61 |
| Lubbock, Tex. | 236.2 | 180 | 4.3 | 160 | 87.2 | 182 | 3,858,566 | 186 |
| Lynchburg, Va. | 140.1 | 245 | -1.5 | 296 | 52.5 | 246 | 1,995,522 | 276 |
| McAllen - Edinburg - Mission, Tex. | 467.2 | 104 | 15.2 | 8 | 125.1 | 138 | 4,719,960 | 168 |
| Macon - Warner Robins, Ga. | 299.5 | 152 | 4.4 | 155 | 110.8 | 155 | 4,931,128 | 162 |
| Madison, Wisc. | 392.5 | 125 | 4.8 | 140 | 153.4 | 115 | 8,794,828 | 109 |
| Manchester - Nashua, N.H. | 380.4 | 128 | 9.4 | 52 | 142.9 | 125 | 9,224,198 | 101 |
| Mansfield, Ohio | 131.0 | 260 | 3.9 | 172 | 50.4 | 257 | 2,188,046 | 256 |
| Medford, Ore. | 168.1 | 216 | 11.0 | 41 | 66.4 | 210 | 2,709,951 | 228 |
| Melbourne - Titusville - Palm Bay, Fla. | 473.0 | 103 | 12.7 | 24 | 195.9 | 95 | 9,843,224 | 93 |
| Memphis, Tenn. | 1,057.2 | 50 | 5.4 | 122 | 389.0 | 52 | 19,768,336 | 52 |
| Merced, Cal. | 211.0 | 194 | 13.0 | 19 | 64.6 | 213 | 2,871,413 | 218 |
| Miami - Hialeah, Fla. | 2,101.4 | 22 | 5.7 | 109 | 752.6 | 23 | 35,430,426 | 31 |
| Middlesex - Somerset - Hunterdon, N.J. | 1,102.5 | 47 | 5.6 | 114 | 398.6 | 49 | 34,528,455 | 33 |
| Midland, Tex. | 111.3 | 291 | 3.0 | 206 | 41.0 | 290 | 2,214,867 | 255 |
| Milwaukee, Wisc. | 1,484.4 | 35 | 2.7 | 217 | 564.2 | 33 | 30,706,702 | 37 |
| Minneapolis - St. Paul, Minn. | 2,760.3 | 15 | 8.4 | 65 | 1,054.4 | 12 | 59,042,259 | 13 |
| Mobile, Ala. | 502.8 | 98 | 3.9 | 172 | 186.6 | 98 | 8,103,715 | 116 |
| Modesto, Cal. | 445.5 | 111 | 12.9 | 20 | 149.3 | 121 | 7,234,848 | 123 |
| Monmouth - Ocean, N.J. | 1,082.4 | 48 | 6.6 | 89 | 403.6 | 48 | 26,991,764 | 42 |
| Monroe, La. | 144.5 | 240 | 1.2 | 251 | 51.1 | 252 | 2,271,351 | 254 |
| Montgomery, Ala. | 312.2 | 146 | 4.4 | 155 | 113.6 | 150 | 5,592,839 | 152 |
| Muncie, Ind. | 118.8 | 279 | -.2 | 278 | 45.4 | 273 | 2,069,576 | 270 |
| Muskegon, Mich. | 168.0 | 218 | 4.1 | 164 | 61.6 | 220 | 2,707,002 | 229 |
| Naples, Fla. | 191.1 | 204 | 16.5 | 3 | 76.8 | 195 | 5,403,570 | 156 |
| Nashville, Tenn. | 1,106.7 | 46 | 8.9 | 57 | 429.3 | 46 | 23,030,188 | 49 |
| Nassau - Suffolk, N.Y. | 2,833.4 | 12 | 6.8 | 88 | 924.4 | 19 | 71,689,977 | 9 |
| Newark, N.J. | 1,815.0 | 25 | -.5 | 285 | 646.1 | 29 | 48,508,394 | 20 |
| New Bedford - Fall River - Attleboro, Mass. | 521.5 | 97 | 2.0 | 238 | 193.8 | 96 | 9,939,286 | 92 |
| New Haven - Waterbury - Meriden, Conn. | 826.4 | 66 | 1.8 | 241 | 316.9 | 65 | 19,536,652 | 54 |
| New London - Norwich, Conn. | 264.1 | 166 | 2.5 | 224 | 96.8 | 168 | 5,715,753 | 149 |
| New Orleans, La. | 1,278.7 | 42 | 2.8 | 214 | 473.6 | 42 | 24,029,489 | 47 |
| New York, N.Y. | 8,774.9 | 2 | 1.7 | 243 | 3,297.7 | 1 | 193,775,351 | 1 |
| Niagara Falls, N.Y. | 220.3 | 191 | -.2 | 278 | 86.0 | 185 | 3,712,313 | 190 |
| Norfolk - Virginia Beach - Newport News, Va. | 1,574.4 | 31 | 8.8 | 60 | 563.3 | 34 | 27,255,929 | 41 |
| Oakland, Cal. | 2,324.4 | 19 | 8.2 | 68 | 862.4 | 21 | 55,456,536 | 15 |
| Ocala, Fla. | 236.9 | 179 | 14.8 | 12 | 96.4 | 171 | 3,490,820 | 197 |
| Odessa, Tex. | 112.1 | 289 | -4.4 | 319 | 40.3 | 295 | 1,789,500 | 292 |
| Oklahoma City, Okla. | 993.4 | 54 | 2.6 | 221 | 383.1 | 54 | 17,627,595 | 67 |
| Olympia, Wash. | 187.1 | 205 | 11.2 | 38 | 72.1 | 202 | 3,585,977 | 194 |
| Omaha, Neb. | 645.1 | 82 | 3.1 | 203 | 244.2 | 79 | 13,212,027 | 74 |
| Orange County, N.Y. | 346.7 | 137 | 9.0 | 55 | 114.5 | 148 | 6,956,970 | 127 |
| Orlando, Fla. | 1,304.4 | 40 | 14.5 | 14 | 490.0 | 41 | 25,884,886 | 45 |
| Owensboro, Ky. | 88.1 | 309 | .8 | 261 | 34.2 | 308 | 1,626,347 | 298 |
| Oxnard - Ventura, Cal. | 725.6 | 75 | 5.4 | 122 | 231.1 | 84 | 15,731,027 | 69 |
| Panama City, Fla. | 144.2 | 241 | 9.4 | 52 | 56.3 | 234 | 2,409,935 | 244 |
| Parkersburg - Marietta, W.Va.-Ohio | 149.2 | 236 | .4 | 268 | 58.7 | 229 | 2,598,048 | 235 |
| Pascagoula, Miss. | 117.2 | 283 | 1.5 | 245 | 41.4 | 289 | 1,565,343 | 304 |
| Pensacola, Fla. | 374.5 | 132 | 5.9 | 101 | 141.4 | 127 | 6,479,901 | 136 |
| Peoria, Ill. | 337.2 | 141 | -.3 | 281 | 130.5 | 136 | 6,260,248 | 140 |
| Philadelphia, Pa. | 5,097.1 | 4 | 3.5 | 191 | 1,880.1 | 4 | 115,292,000 | 5 |
| Phoenix, Ariz. | 2,498.6 | 18 | 12.3 | 27 | 964.8 | 16 | 46,208,006 | 21 |
| Pine Bluff, Ark. | 86.5 | 310 | .7 | 265 | 30.8 | 314 | 1,185,117 | 319 |
| Pittsburgh, Pa. | 1,984.1 | 23 | -2.6 | 306 | 805.2 | 22 | 38,553,971 | 26 |
| Pittsfield, Mass. | 132.6 | 258 | -3.9 | 317 | 52.7 | 245 | 2,688,499 | 231 |
| Portland, Me. | 257.1 | 171 | 3.9 | 172 | 101.1 | 162 | 5,479,179 | 154 |
| Portland, Ore. | 1,388.1 | 38 | 8.7 | 61 | 545.8 | 37 | 28,945,080 | 40 |
| Portsmouth - Dover - Rochester, N.H. | 395.7 | 124 | 8.9 | 57 | 144.1 | 124 | 8,958,166 | 104 |
| Poughkeepsie, N.Y. | 279.7 | 161 | 5.5 | 118 | 97.3 | 165 | 5,795,932 | 147 |
| Providence - Pawtucket - Woonsocket, R.I. | 935.1 | 61 | 1.1 | 253 | 353.4 | 63 | 17,735,838 | 66 |
| Provo - Orem, Utah | 297.5 | 153 | 9.5 | 51 | 80.0 | 193 | 3,937,099 | 183 |
| Pueblo, Colo. | 128.7 | 267 | 3.7 | 182 | 50.2 | 259 | 1,839,234 | 288 |
| Racine, Wisc. | 179.9 | 209 | 2.0 | 238 | 65.7 | 211 | 3,571,004 | 195 |
| Raleigh - Durham, N.C. | 855.4 | 65 | 11.3 | 36 | 341.1 | 64 | 19,313,702 | 55 |
| Rapid City, S.D. | 93.0 | 307 | 10.5 | 47 | 35.8 | 306 | 1,850,044 | 287 |
| Reading, Pa. | 361.2 | 134 | 5.4 | 122 | 138.1 | 131 | 6,767,204 | 132 |
| Redding, Cal. | 179.5 | 211 | 14.8 | 12 | 69.3 | 206 | 2,743,176 | 227 |

## S&MM METRO MARKET RANKINGS ACROSS THE BOARD: 1996 Projections

| Area | 1996 Average Household EBI ($) | Rank | 1996 Total Retail Sales ($000) | Rank | 1996 Per Household Retail Sales ($) | Rank | 1996 Buying Power Index BPI | Rank |
|---|---|---|---|---|---|---|---|---|
| Laredo, Tex. | 38,387 | 304 | 1,337,002 | 254 | 33,094 | 19 | .0431 | 273 |
| Las Cruces, N.M. | 35,223 | 317 | 929,466 | 303 | 17,086 | 319 | .0421 | 282 |
| Las Vegas, Nev. | 49,415 | 135 | 8,322,028 | 65 | 21,797 | 281 | .3585 | 60 |
| Lawrence, Kans. | 44,609 | 222 | 791,302 | 313 | 23,411 | 247 | .0310 | 309 |
| Lawton, Okla. | 45,594 | 199 | 946,380 | 298 | 24,454 | 218 | .0371 | 298 |
| Lewiston - Auburn, Me. | 45,557 | 202 | 985,043 | 294 | 22,961 | 262 | .0393 | 290 |
| Lexington-Fayette, Ky. | 54,933 | 63 | 4,148,863 | 111 | 28,378 | 91 | .1566 | 120 |
| Lima, Ohio | 42,040 | 273 | 1,768,262 | 211 | 30,699 | 45 | .0572 | 228 |
| Lincoln, Neb. | 52,975 | 82 | 2,350,792 | 177 | 26,593 | 150 | .0911 | 174 |
| Little Rock - North Little Rock, Ark. | 48,502 | 148 | 5,889,445 | 88 | 28,112 | 105 | .2109 | 89 |
| Longview - Marshall, Tex. | 44,719 | 221 | 2,044,965 | 197 | 32,357 | 26 | .0651 | 210 |
| Lorain - Elyria, Ohio | 41,097 | 278 | 2,293,247 | 181 | 24,063 | 231 | .0861 | 181 |
| Los Angeles - Long Beach, Cal. | 58,616 | 40 | 86,066,771 | 1 | 26,602 | 149 | 3.6137 | 1 |
| Louisville, Ky. | 49,813 | 129 | 10,299,054 | 51 | 27,304 | 130 | .3802 | 55 |
| Lubbock, Tex. | 44,250 | 235 | 2,853,965 | 153 | 32,729 | 24 | .0897 | 177 |
| Lynchburg, Va. | 38,010 | 305 | 1,277,720 | 261 | 24,338 | 222 | .0452 | 264 |
| McAllen - Edinburg - Mission, Tex. | 37,729 | 308 | 3,218,126 | 144 | 25,724 | 179 | .1200 | 146 |
| Macon - Warner Robins, Ga. | 44,505 | 225 | 2,852,621 | 154 | 25,746 | 178 | .1051 | 158 |
| Madison, Wisc. | 57,333 | 48 | 4,141,331 | 112 | 26,997 | 135 | .1652 | 112 |
| Manchester - Nashua, N.H. | 64,550 | 20 | 4,204,659 | 108 | 29,424 | 67 | .1692 | 108 |
| Mansfield, Ohio | 43,414 | 251 | 1,353,957 | 250 | 26,864 | 143 | .0475 | 255 |
| Medford, Ore. | 40,813 | 281 | 2,196,143 | 187 | 33,074 | 20 | .0655 | 209 |
| Melbourne - Titusville - Palm Bay, Fla. | 50,246 | 124 | 4,130,874 | 115 | 21,087 | 292 | .1815 | 100 |
| Memphis, Tenn. | 50,818 | 116 | 8,754,860 | 60 | 22,506 | 267 | .3780 | 56 |
| Merced, Cal. | 44,449 | 228 | 1,269,310 | 263 | 19,649 | 311 | .0590 | 223 |
| Miami - Hialeah, Fla. | 47,077 | 176 | 20,733,023 | 23 | 27,549 | 125 | .7538 | 25 |
| Middlesex - Somerset - Hunterdon, N.J. | 86,624 | 3 | 11,249,572 | 48 | 28,223 | 101 | .5552 | 39 |
| Midland, Tex. | 54,021 | 75 | 1,230,743 | 267 | 30,018 | 55 | .0448 | 266 |
| Milwaukee, Wisc. | 54,425 | 68 | 14,666,920 | 40 | 25,996 | 170 | .5881 | 37 |
| Minneapolis - St. Paul, Minn. | 55,996 | 55 | 32,001,724 | 12 | 30,351 | 50 | 1.1693 | 12 |
| Mobile, Ala. | 43,428 | 250 | 4,510,124 | 102 | 24,170 | 228 | .1713 | 106 |
| Modesto, Cal. | 48,458 | 151 | 3,486,740 | 140 | 23,354 | 250 | .1462 | 125 |
| Monmouth - Ocean, N.J. | 66,878 | 16 | 10,814,228 | 49 | 26,794 | 145 | .4750 | 47 |
| Monroe, La. | 44,449 | 228 | 1,841,189 | 208 | 36,031 | 9 | .0552 | 231 |
| Montgomery, Ala. | 49,233 | 141 | 2,825,857 | 157 | 24,876 | 205 | .1120 | 151 |
| Muncie, Ind. | 45,585 | 200 | 920,406 | 304 | 20,273 | 302 | .0402 | 285 |
| Muskegon, Mich. | 43,945 | 241 | 1,329,297 | 257 | 21,579 | 284 | .0551 | 233 |
| Naples, Fla. | 70,359 | 12 | 2,321,307 | 180 | 30,225 | 54 | .0952 | 169 |
| Nashville, Tenn. | 53,646 | 78 | 11,890,065 | 46 | 27,696 | 119 | .4514 | 48 |
| Nassau - Suffolk, N.Y. | 77,553 | 6 | 32,850,986 | 10 | 35,538 | 10 | 1.3086 | 11 |
| Newark, N.J. | 75,079 | 7 | 16,667,738 | 30 | 25,797 | 177 | .8104 | 23 |
| New Bedford - Fall River - Attleboro, Mass. | 51,286 | 105 | 5,864,686 | 89 | 30,262 | 52 | .2070 | 91 |
| New Haven - Waterbury - Meriden, Conn. | 61,649 | 28 | 7,700,205 | 66 | 24,299 | 224 | .3455 | 65 |
| New London - Norwich, Conn. | 59,047 | 37 | 2,167,191 | 188 | 22,388 | 272 | .1017 | 160 |
| New Orleans, La. | 50,738 | 118 | 13,909,614 | 41 | 29,370 | 68 | .4984 | 44 |
| New York, N.Y. | 58,761 | 39 | 61,378,888 | 3 | 18,613 | 315 | 3.2887 | 2 |
| Niagara Falls, N.Y. | 43,166 | 253 | 1,976,534 | 201 | 22,983 | 261 | .0767 | 196 |
| Norfolk - Virginia Beach - Newport News, Va. | 48,386 | 153 | 13,160,635 | 42 | 23,363 | 249 | .5428 | 40 |
| Oakland, Cal. | 64,305 | 21 | 21,700,180 | 21 | 25,163 | 196 | .9773 | 18 |
| Ocala, Fla. | 36,212 | 313 | 2,164,579 | 189 | 22,454 | 269 | .0779 | 194 |
| Odessa, Tex. | 44,404 | 230 | 1,182,628 | 271 | 29,346 | 69 | .0401 | 286 |
| Oklahoma City, Okla. | 46,013 | 194 | 9,979,179 | 55 | 26,048 | 166 | .3669 | 59 |
| Olympia, Wash. | 49,736 | 132 | 1,889,402 | 205 | 26,205 | 162 | .0720 | 199 |
| Omaha, Neb. | 54,103 | 73 | 7,060,021 | 71 | 28,911 | 79 | .2627 | 75 |
| Orange County, N.Y. | 60,760 | 32 | 2,886,081 | 152 | 25,206 | 195 | .1286 | 140 |
| Orlando, Fla. | 52,826 | 84 | 15,736,255 | 37 | 32,115 | 28 | .5406 | 41 |
| Owensboro, Ky. | 47,554 | 170 | 937,957 | 301 | 27,426 | 127 | .0340 | 302 |
| Oxnard - Ventura, Cal. | 68,070 | 14 | 6,855,452 | 74 | 29,664 | 62 | .2907 | 71 |
| Panama City, Fla. | 42,805 | 260 | 1,678,148 | 217 | 29,807 | 58 | .0546 | 237 |
| Parkersburg - Marietta, W.Va.-Ohio | 44,260 | 234 | 1,466,009 | 243 | 24,975 | 204 | .0542 | 238 |
| Pascagoula, Miss. | 37,810 | 307 | 755,985 | 317 | 18,261 | 317 | .0331 | 305 |
| Pensacola, Fla. | 45,827 | 195 | 3,773,106 | 127 | 26,684 | 146 | .1367 | 132 |
| Peoria, Ill. | 47,971 | 161 | 3,639,438 | 133 | 27,888 | 112 | .1302 | 135 |
| Philadelphia, Pa. | 61,322 | 30 | 43,601,079 | 5 | 23,191 | 255 | 2.0335 | 4 |
| Phoenix, Ariz. | 47,894 | 163 | 26,369,677 | 13 | 27,332 | 129 | .9568 | 19 |
| Pine Bluff, Ark. | 38,478 | 303 | 748,156 | 318 | 24,291 | 225 | .0272 | 318 |
| Pittsburgh, Pa. | 47,881 | 164 | 16,052,888 | 34 | 19,937 | 308 | .7187 | 26 |
| Pittsfield, Mass. | 51,015 | 110 | 1,733,714 | 213 | 32,898 | 22 | .0570 | 229 |
| Portland, Me. | 54,196 | 71 | 3,734,636 | 129 | 36,940 | 8 | .1180 | 147 |
| Portland, Ore. | 53,032 | 81 | 17,295,401 | 29 | 31,688 | 35 | .5954 | 36 |
| Portsmouth - Dover - Rochester, N.H. | 62,166 | 23 | 4,464,414 | 103 | 30,981 | 42 | .1710 | 107 |
| Poughkeepsie, N.Y. | 59,568 | 35 | 3,248,187 | 143 | 33,383 | 18 | .1168 | 148 |
| Providence - Pawtucket - Woonsocket, R.I. | 50,186 | 125 | 7,585,718 | 68 | 21,465 | 286 | .3348 | 67 |
| Provo - Orem, Utah | 49,214 | 142 | 1,533,101 | 234 | 19,164 | 312 | .0794 | 193 |
| Pueblo, Colo. | 36,638 | 312 | 1,201,362 | 269 | 23,932 | 235 | .0420 | 283 |
| Racine, Wisc. | 54,353 | 69 | 1,708,793 | 214 | 26,009 | 168 | .0690 | 201 |
| Raleigh - Durham, N.C. | 56,622 | 50 | 8,742,929 | 61 | 25,632 | 180 | .3582 | 61 |
| Rapid City, S.D. | 51,677 | 100 | 1,365,276 | 248 | 38,136 | 4 | .0416 | 284 |
| Reading, Pa. | 49,002 | 144 | 3,103,267 | 147 | 22,471 | 268 | .1306 | 134 |
| Redding, Cal. | 39,584 | 295 | 1,537,109 | 233 | 22,181 | 277 | .0588 | 224 |

# S&MM METRO MARKET RANKINGS ACROSS THE BOARD: Population; Households, Effective Buying Income

| Area | Population |  | Households |  | Population Density |  | Effective Buying Income (EBI) |  | Median Household EBI |  | Average Household EBI |  | Per Capita EBI |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  | (Thous.) | Rank | (Thous.) | Rank | (Pop/Sq Mi) | Rank | ($000) | Rank | ($) | Rank | ($) | Rank | ($) | Rank |
| Reno, Nev | 266.1 | 160 | 106.7 | 150 | 42 | 309 | 4,254,404 | 146 | 32,561 | 118 | 39,873 | 96 | 15,988 | 58 |
| Richland - Kennewick - Pasco, Wash | 152.2 | 227 | 55.2 | 230 | 52 | 302 | 2,063,175 | 219 | 32,664 | 113 | 37,376 | 140 | 13,556 | 169 |
| Richmond - Petersburg, Va | 886.6 | 60 | 340.2 | 61 | 301 | 121 | 13,703,755 | 56 | 34,244 | 84 | 40,281 | 88 | 15,457 | 82 |
| Riverside - San Bernardino, Cal | 2,823.7 | 10 | 941.5 | 12 | 104 | 273 | 38,536,433 | 17 | 34,542 | 80 | 40,931 | 77 | 13,647 | 161 |
| Roanoke, Va | 225.0 | 182 | 90.0 | 174 | 264 | 141 | 3,173,337 | 173 | 29,611 | 180 | 35,259 | 194 | 14,104 | 135 |
| Rochester, Minn | 109.5 | 292 | 41.2 | 286 | 168 | 220 | 1,716,654 | 248 | 36,428 | 44 | 41,666 | 63 | 15,677 | 68 |
| Rochester, N.Y. | 1,008.0 | 49 | 376.8 | 48 | 344 | 102 | 15,453,199 | 50 | 35,735 | 56 | 41,012 | 75 | 15,331 | 86 |
| Rockford, Ill | 285.6 | 152 | 108.5 | 146 | 359 | 97 | 4,440,8[illegible] | 142 | 35,334 | 63 | 40,930 | 78 | 15,549 | 77 |
| Sacramento, Cal | 1,569.8 | 29 | 588.7 | 29 | 308 | 117 | 24,204,237 | 31 | 34,689 | 77 | 41,115 | 74 | 15,419 | 84 |
| Saginaw - Bay City - Midland, Mich | 398.8 | 116 | 148.5 | 116 | 225 | 169 | 5,239,263 | 123 | 30,244 | 164 | 35,281 | 19[illegible] | 13,138 | 192 |
| St. Cloud, Minn | 196.0 | 195 | 66.2 | 204 | 90 | 284 | 2,335,643 | 204 | 30,257 | 163 | 35,282 | 19[illegible] | 11,917 | 274 |
| St. Joseph, Mo | 82.7 | 313 | 32.2 | 308 | 202 | 186 | 1,001,411 | 314 | 25,945 | 276 | 31,100 | 294 | 12,109 | 263 |
| St. Louis, Mo | 2,475.7 | 16 | 936.3 | 13 | 464 | 67 | 38,851,311 | 16 | 35,125 | 66 | 41,495 | 65 | 15,693 | 66 |
| Salem, Ore | 286.4 | 151 | 104.6 | 154 | 149 | 233 | 3,630,206 | 161 | 28,947 | 200 | 34,706 | 210 | 12,675 | 220 |
| Salinas - Seaside - Monterey, Cal | 367.4 | 125 | 115.9 | 142 | 111 | 267 | 5,256,401 | 122 | 35,004 | 71 | 45,344 | 37 | 14,304 | 124 |
| Salt Lake City - Ogden, Utah | 1,103.5 | 45 | 357.4 | 57 | 682 | 36 | 13,709,209 | 55 | 33,194 | 101 | 38,358 | 124 | 12,423 | 237 |
| San Angelo, Tex | 100.6 | 299 | 36.2 | 303 | 66 | 296 | 1,275,751 | 295 | 27,752 | 225 | 35,242 | 195 | 12,681 | 219 |
| San Antonio, Tex | 1,355.4 | 36 | 469.8 | 39 | 538 | 53 | 16,787,626 | 47 | 28,316 | 213 | 35,734 | 182 | 12,386 | 240 |
| San Diego, Cal | 2,604.4 | 13 | 920.6 | 14 | 61[illegible] | 4[illegible] | 40,840,447 | 14 | 35,776 | 54 | 44,363 | 41 | 15,681 | 67 |
| San Francisco, Cal | 1,631.2 | 27 | 648.7 | 27 | 1,606 | 8 | 33,999,308 | 21 | 41,307 | 24 | 52,411 | 14 | 20,843 | 5 |
| San Jose, Cal | 1,532.8 | 30 | 527.4 | 34 | 1,187 | 19 | 29,822,214 | 25 | 49,087 | 6 | 56,546 | 8 | 19,456 | 12 |
| Santa Barbara - Santa Maria - Lompoc, Cal | 378.8 | 121 | 132.3 | 126 | 138 | 246 | 6,272,008 | 109 | 36,991 | 39 | 47,407 | 25 | 16,558 | 40 |
| Santa Cruz, Cal | 234.5 | 176 | 84.6 | 180 | 526 | 57 | 3,967,845 | 154 | 38,972 | 30 | 46,901 | 30 | 16,920 | 35 |
| Santa Fe, N.M | 120.9 | 270 | 46.5 | 261 | 60 | 299 | 2,033,098 | 222 | 34,835 | 74 | 43,723 | 45 | 16,816 | 38 |
| Santa Rosa - Petaluma, Cal | 407.7 | 111 | 156.0 | 112 | 259 | 144 | 6,854,566 | 96 | 37,405 | 38 | 43,940 | 44 | 16,813 | 39 |
| Sarasota, Fla | 287.8 | 147 | 130.2 | 130 | 503 | 60 | 5,059,593 | 130 | 29,715 | 173 | 38,860 | 114 | 17,580 | 23 |
| Savannah, Ga | 247.5 | 170 | 91.5 | 170 | 269 | 138 | 3,062,604 | 179 | 27,537 | 231 | 33,471 | 244 | 12,374 | 244 |
| Scranton - Wilkes-Barre, Pa | 739.5 | 68 | 283.1 | 67 | 260 | 143 | 9,731,681 | 73 | 28,095 | 219 | 34,375 | 218 | 13,160 | 189 |
| Seattle, Wash | 2,032.6 | 22 | 811.2 | 21 | 482 | 62 | 37,732,103 | 20 | 39,065 | 27 | 46,514 | 31 | 18,563 | 17 |
| Sharon, Pa | 119.9 | 275 | 45.3 | 265 | 178 | 211 | 1,483,757 | 278 | 27,612 | 229 | 32,754 | 262 | 12,375 | 243 |
| Sheboygan, Wisc | 105.0 | 296 | 39.1 | 293 | 204 | 183 | 1,439,615 | 281 | 33,148 | 104 | 36,819 | 157 | 13,711 | 157 |
| Sherman - Denison, Tex | 95.6 | 305 | 37.1 | 300 | 102 | 277 | 1,229,366 | 299 | 27,281 | 239 | 33,137 | 253 | 12,859 | 207 |
| Shreveport, La | 336.4 | 137 | 124.7 | 136 | 196 | 193 | 4,310,781 | 145 | 27,347 | 236 | 34,569 | 211 | 12,814 | 210 |
| Sioux City, Iowa | 115.7 | 282 | 43.2 | 279 | 102 | 277 | 1,537,900 | 269 | 29,298 | 188 | 35,600 | 186 | 13,292 | 180 |
| Sioux Falls, S.D | 126.7 | 262 | 48.9 | 252 | 157 | 231 | 2,086,917 | 217 | 35,367 | 62 | 42,677 | 55 | 16,471 | 41 |
| South Bend - Mishawaka, Ind | 249.5 | 167 | 93.3 | 166 | 546 | 51 | 3,405,729 | 165 | 30,211 | 165 | 36,503 | 166 | 13,650 | 160 |
| Spokane, Wash | 365.4 | 126 | 143.4 | 119 | 207 | 181 | 4,909,450 | 134 | 27,910 | 221 | 34,236 | 222 | 13,436 | 173 |
| Springfield, Ill | 191.4 | 198 | 77.2 | 188 | 162 | 226 | 3,122,923 | 176 | 34,403 | 81 | 40,452 | 85 | 16,316 | 45 |
| Springfield, Mass | 607.6 | 83 | 222.2 | 82 | 529 | 56 | 8,822,142 | 80 | 33,948 | 91 | 39,704 | 101 | 14,520 | 115 |
| Springfield, Mo | 248.2 | 168 | 95.7 | 161 | 200 | 188 | 3,240,192 | 171 | 27,465 | 232 | 33,858 | 234 | 13,055 | 198 |
| State College, Pa | 126.0 | 264 | 43.3 | 278 | 114 | 265 | 1,586,966 | 262 | 28,877 | 202 | 36,650 | 160 | 12,595 | 227 |
| Steubenville - Weirton, Ohio-W.Va | 140.8 | 238 | 54.7 | 232 | 242 | 154 | 1,715,190 | 249 | 26,275 | 268 | 31,356 | 291 | 12,182 | 258 |
| Stockton, Cal | 501.7 | 96 | 163.6 | 103 | 359 | 97 | 6,294,426 | 108 | 31,867 | 126 | 38,474 | 122 | 12,546 | 232 |
| Syracuse, N.Y | 662.7 | 76 | 245.0 | 76 | 277 | 134 | 9,379,763 | 78 | 32,925 | 108 | 38,285 | 126 | 14,154 | 130 |
| Tacoma, Wash | 604.9 | 84 | 221.4 | 84 | 361 | 96 | 8,525,859 | 83 | 32,616 | 116 | 38,509 | 121 | 14,095 | 136 |
| Tallahassee, Fla | 241.8 | 173 | 91.2 | 171 | 204 | 183 | 3,168,921 | 174 | 27,203 | 243 | 34,747 | 209 | 12,106 | 193 |
| Tampa - St. Petersburg - Clearwater, Fla | 2,142.5 | 20 | 901.6 | 15 | 839 | 32 | 30,413,795 | 23 | 26,703 | 255 | 33,733 | 237 | 14,198 | 129 |
| Terre Haute, Ind | 130.0 | 260 | 48.8 | 253 | 171 | 216 | 1,592,090 | 261 | 25,625 | 282 | 32,625 | 267 | 12,247 | 254 |
| Texarkana, Tex-Ark | 120.8 | 271 | 45.2 | 267 | 80 | 288 | 1,446,166 | 280 | 25,645 | 281 | 31,9[illegible]5 | 279 | 11,972 | 271 |
| Toledo, Ohio | 619.0 | 80 | 232.8 | 80 | 454 | 70 | 8,511,504 | 84 | 30,443 | 158 | 36,561 | 163 | 13,750 | 155 |
| Topeka, Kans | 163.3 | 215 | 64.8 | 207 | 297 | 124 | 2,498,089 | 198 | 33,182 | 102 | 38,551 | 118 | 15,298 | 87 |
| Trenton, N.J | 330.8 | 138 | 118.6 | 139 | 1,464 | 12 | 6,782,113 | 97 | 47,080 | 9 | 57,185 | 7 | 20,502 | 8 |
| Tucson, Ariz | 690.5 | 74 | 272.1 | 69 | 75 | 291 | 8,483,466 | 85 | 24,670 | 293 | 31,178 | 295 | 12,286 | 251 |
| Tulsa, Okla | 715.5 | 70 | 280.0 | 68 | 143 | 240 | 9,485,966 | 77 | 27,318 | 237 | 33,878 | 233 | 13,258 | 182 |
| Tuscaloosa, Ala | 153.4 | 226 | 56.4 | 226 | 116 | 263 | 1,866,330 | 238 | 25,834 | 277 | 33,091 | 256 | 12,166 | 262 |
| Tyler, Tex | 154.8 | 224 | 58.2 | 221 | 167 | 221 | 2,076,837 | 218 | 28,245 | 215 | 35,684 | 184 | 13,416 | 174 |
| Utica - Rome, N.Y | 316.1 | 143 | 116.8 | 141 | 120 | 259 | 3,970,361 | 153 | 28,582 | 212 | 33,993 | 228 | 12,560 | 231 |
| Vallejo - Fairfield - Napa, Cal | 479.5 | 99 | 163.5 | 104 | 303 | 119 | 7,147,437 | 92 | 38,668 | 32 | 43,715 | 46 | 14,906 | 101 |
| Vancouver, Wash | 250.2 | 165 | 92.8 | 167 | 398 | 88 | 3,630,575 | 160 | 34,132 | 88 | 39,123 | 110 | 14,511 | 116 |
| Victoria, Tex | 74.4 | 316 | 26.3 | 317 | 84 | 286 | 947,794 | 316 | 29,084 | 195 | 36,038 | 178 | 12,739 | 215 |
| Vineland - Millville - Bridgeton, N.J | 139.1 | 244 | 47.1 | 260 | 284 | 130 | 1,874,468 | 237 | 33,462 | 97 | 39,798 | 99 | 13,476 | 171 |
| Visalia - Tulare - Porterville, Cal | 328.1 | 139 | 102.3 | 155 | 68 | 295 | 3,500,503 | 164 | 26,877 | 253 | 34,218 | 223 | 10,669 | 309 |
| Waco, Tex | 191.2 | 199 | 71.0 | 200 | 184 | 208 | 2,354,411 | 203 | 25,958 | 274 | 33,161 | 252 | 12,314 | 248 |
| Washington, D.C | 4,055.2 | 6 | 1,502.0 | 6 | 1,022 | 22 | 82,807,786 | 5 | 47,347 | 7 | 55,132 | 10 | 20,420 | 9 |
| Waterloo - Cedar Falls, Iowa | 145.2 | 234 | 54.6 | 233 | 144 | 238 | 1,898,200 | 234 | 29,065 | 196 | 34,766 | 207 | 13,073 | 197 |
| Wausau, Wisc | 116.9 | 278 | 42.1 | 283 | 76 | 290 | 1,563,652 | 266 | 32,665 | 112 | 37,141 | 148 | 13,376 | 176 |
| West Palm Beach - Boca Raton - Delray Beach, Fla | 926.8 | 57 | 393.0 | 45 | 456 | 69 | 17,625,264 | 44 | 32,926 | 107 | 44,848 | 40 | 19,017 | 15 |
| Wheeling, W.Va | 157.1 | 220 | 62.2 | 211 | 165 | 224 | 1,841,173 | 240 | 24,086 | 301 | 29,601 | 306 | 11,720 | 280 |
| Wichita, Kans | 464.4 | 100 | 179.0 | 97 | 191 | 201 | 7,104,068 | 93 | 33,362 | 99 | 39,688 | 102 | 15,297 | 88 |
| Wichita Falls, Tex | 122.3 | 269 | 45.2 | 267 | 195 | 194 | 1,516,167 | 273 | 26,427 | 265 | 33,544 | 241 | 12,397 | 23[illegible] |
| Williamsport, Pa | 120.0 | 274 | 45.6 | 264 | 97 | 281 | 1,515,511 | 274 | 28,213 | 216 | 33,235 | 250 | 12,629 | 224 |
| Wilmington, Del | 392.2 | 87 | 217.9 | 85 | 532 | 54 | 9,659,754 | 75 | 38,694 | 31 | 44,331 | 42 | 16,312 | 46 |
| Wilmington, N.C | 123.0 | 267 | 49.3 | 250 | 618 | 42 | 1,720,435 | 247 | 28,945 | 201 | 34,897 | 203 | 13,987 | 145 |
| Worcester - Fitchburg - Leominster, Mass | 723.0 | 69 | 265.2 | 72 | 478 | 65 | 11,465,293 | 70 | 38,138 | 33 | 43,233 | 51 | 15,858 | 61 |
| Yakima, Wash | 191.7 | 197 | 66.7 | 202 | 45 | 306 | 2,128,143 | 213 | 25,603 | 283 | 31,906 | 281 | 11,101 | 301 |
| York, Pa | 427.7 | 107 | 160.1 | 108 | 300 | 122 | 6,458,905 | 101 | 35,[illegible]2 | 64 | 40,343 | 87 | 15,101 | 96 |
| Youngstown - Warren, Ohio | 489.2 | 97 | 186.5 | 93 | 474 | 66 | 6,039,451 | 113 | 27,[illegible] | 246 | 32,383 | 271 | 12,346 | 246 |
| Yuba City, Cal | 129.1 | 261 | 45.2 | 267 | 105 | 271 | 1,472,248 | 279 | 25,534 | 285 | 32,572 | 268 | 1[illegible],404 | 288 |
| Yuma, Ariz | 112.1 | 287 | 36.9 | 301 | 20 | 319 | 1,121,330 | 306 | 23,926 | 307 | 30,388 | 301 | 10,003 | 313 |

## S&MM METRO MARKET RANKINGS ACROSS THE BOARD: Retail Sales, Buying Power Indexes

|  | Total Retail Sales |  | Per Household Retail Sales |  | Buying Power Index (BPI) |  | Economy-Priced-Products BPI |  | Moderate-Priced-Products BPI |  | Premium-Priced-Products BPI |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Area | ($000) | Rank | ($) | Rank | BPI | Rank | BPI | Rank | BPI | Rank | BPI | Rank |
| Reno, Nev. | 2,584,652 | 135 | 24,224 | 26 | .1206 | 145 | .1083 | 156 | .1266 | 140 | .1179 | 146 |
| Richland-Kennewick-Pasco, Wash. | 1,109,990 | 229 | 20,109 | 167 | .0579 | 225 | .0613 | 238 | .0592 | 245 | .0527 | 234 |
| Richmond-Petersburg, Va. | 6,782,404 | 61 | 19,937 | 176 | .3651 | 60 | .3257 | 65 | .3615 | 58 | .3830 | 54 |
| Riverside-San Bernardino, Cal. | 16,875,541 | 20 | 17,924 | 270 | 1.0172 | 16 | .9146 | 14 | .9564 | 15 | .9790 | 19 |
| Roanoke, Va. | 2,090,618 | 154 | 23,229 | 39 | .0947 | 167 | .0969 | 172 | .1094 | 164 | .0968 | 164 |
| Rochester, Minn. | 1,058,720 | 239 | 25,697 | 14 | .0492 | 253 | .0382 | 307 | .0454 | 295 | .0494 | 244 |
| Rochester, N.Y. | 7,440,110 | 52 | 19,746 | 181 | .4093 | 50 | .3836 | 50 | .3820 | 56 | .4242 | 50 |
| Rockford, Ill. | 2,257,983 | 149 | 20,811 | 122 | .1194 | 147 | .1012 | 168 | .1129 | 154 | .1213 | 142 |
| Sacramento, Cal. | 11,512,164 | 32 | 19,555 | 194 | .6383 | 31 | .5651 | 32 | .6130 | 29 | .6499 | 31 |
| Saginaw-Bay City-Midland, Mich. | 2,967,082 | 119 | 19,980 | 173 | .1507 | 119 | .1632 | 110 | .1618 | 115 | .1578 | 119 |
| St. Cloud, Minn. | 2,613,718 | 134 | 39,482 | 1 | .0898 | 175 | .0652 | 228 | .0987 | 175 | .0655 | 203 |
| St. Joseph, Mo. | 610,742 | 313 | 18,967 | 227 | .0300 | 313 | .0401 | 301 | .0371 | 310 | .0245 | 318 |
| St. Louis, Mo. | 18,310,538 | 15 | 19,556 | 193 | 1.0179 | 15 | .8974 | 15 | .9519 | 16 | .9909 | 18 |
| Salem, Ore. | 1,928,316 | 162 | 18,435 | 262 | .1030 | 159 | .1111 | 154 | .1234 | 144 | .1019 | 156 |
| Salinas-Seaside-Monterey, Cal. | 2,334,631 | 144 | 20,143 | 165 | .1379 | 134 | .0980 | 169 | .1254 | 141 | .1383 | 131 |
| Salt Lake City-Ogden, Utah | 7,391,884 | 53 | 20,682 | 129 | .3927 | 52 | .3527 | 57 | .3959 | 51 | .4234 | 51 |
| San Angelo, Tex. | 715,038 | 296 | 19,752 | 180 | .0368 | 299 | .0421 | 297 | .0428 | 300 | .0372 | 291 |
| San Antonio, Tex. | 9,836,767 | 41 | 20,938 | 116 | .4942 | 42 | .5644 | 33 | .5574 | 34 | .4945 | 43 |
| San Diego, Cal. | 18,711,578 | 14 | 20,325 | 153 | 1.0612 | 14 | .8284 | 18 | .9670 | 14 | 1.1191 | 14 |
| San Francisco, Cal. | 15,334,642 | 22 | 23,639 | 32 | .8371 | 23 | .5884 | 28 | .6163 | 28 | .9379 | 20 |
| San Jose, Cal. | 12,321,308 | 31 | 23,362 | 38 | .7236 | 28 | .3809 | 53 | .4558 | 42 | .8022 | 24 |
| Santa Barbara-Santa Maria-Lompoc, Cal. | 2,847,563 | 125 | 21,524 | 92 | .1609 | 113 | .1311 | 131 | .1369 | 130 | .1685 | 108 |
| Santa Cruz, Cal. | 1,899,989 | 166 | 22,458 | 62 | .1030 | 159 | .0818 | 195 | .0851 | 195 | .0944 | 166 |
| Santa Fe, N.M. | 920,812 | 263 | 19,802 | 170 | .0520 | 246 | .0415 | 298 | .0500 | 277 | .0536 | 227 |
| Santa Rosa-Petaluma, Cal. | 3,181,423 | 107 | 20,394 | 148 | .1764 | 101 | .1460 | 120 | .1572 | 121 | .1820 | 101 |
| Sarasota, Fla. | 2,952,140 | 120 | 22,674 | 52 | .1391 | 131 | .1310 | 132 | .1599 | 117 | .1482 | 124 |
| Savannah, Ga. | 1,912,718 | 164 | 20,904 | 118 | .0920 | 171 | .1126 | 153 | .1064 | 169 | .0934 | 169 |
| Scranton-Wilkes-Barre, Pa. | 5,268,973 | 71 | 18,612 | 250 | .2754 | 73 | .3377 | 62 | .3218 | 65 | .2680 | 75 |
| Seattle, Wash. | 17,886,958 | 16 | 22,050 | 74 | .9608 | 19 | .7236 | 22 | .8079 | 20 | 1.0641 | 15 |
| Sharon, Pa. | 699,910 | 298 | 15,451 | 308 | .0409 | 284 | .0508 | 272 | .0518 | 269 | .0436 | 266 |
| Sheboygan, Wisc. | 661,655 | 308 | 16,922 | 289 | .0385 | 295 | .0358 | 311 | .0415 | 302 | .0357 | 296 |
| Sherman-Denison, Tex. | 785,566 | 285 | 21,174 | 106 | .0371 | 298 | .0471 | 288 | .0434 | 299 | .0333 | 302 |
| Shreveport, La. | 2,560,574 | 136 | 20,534 | 140 | .1265 | 140 | .1586 | 114 | .1387 | 128 | .1271 | 139 |
| Sioux City, Iowa | 910,208 | 266 | 21,070 | 110 | .0446 | 271 | .0498 | 275 | .0510 | 273 | .0412 | 274 |
| Sioux Falls, S.D. | 1,316,538 | 206 | 26,923 | 8 | .0596 | 221 | .0460 | 291 | .0563 | 256 | .0566 | 222 |
| South Bend-Mishawaka, Ind. | 1,988,189 | 160 | 21,310 | 101 | .0982 | 165 | .0977 | 170 | .1104 | 159 | .1002 | 161 |
| Spokane, Wash. | 3,118,833 | 109 | 21,749 | 84 | .1460 | 128 | .1792 | 100 | .1712 | 107 | .1385 | 130 |
| Springfield, Ill. | 1,513,666 | 189 | 19,607 | 189 | .0819 | 187 | .0698 | 212 | .0809 | 198 | .0805 | 186 |
| Springfield, Mass. | 4,581,446 | 84 | 20,619 | 135 | .2417 | 83 | .2402 | 79 | .2236 | 87 | .2354 | 86 |
| Springfield, Mo. | 2,111,044 | 152 | 22,059 | 73 | .0978 | 166 | .1057 | 160 | .1183 | 150 | .0840 | 182 |
| State College, Pa. | 813,758 | 281 | 18,793 | 239 | .0447 | 270 | .0466 | 289 | .0496 | 278 | .0442 | 262 |
| Steubenville-Weirton, Ohio-W.Va. | 777,653 | 286 | 14,217 | 317 | .0469 | 261 | .0663 | 221 | .0595 | 244 | .0445 | 260 |
| Stockton, Cal. | 3,024,262 | 115 | 18,486 | 258 | .1738 | 104 | .1743 | 104 | .1768 | 106 | .1674 | 110 |
| Syracuse, N.Y. | 4,799,631 | 80 | 19,590 | 191 | .2572 | 76 | .2633 | 73 | .2597 | 77 | .2741 | 73 |
| Tacoma, Wash. | 4,197,023 | 87 | 18,957 | 228 | .2311 | 86 | .2156 | 87 | .2406 | 82 | .2371 | 85 |
| Tallahassee, Fla. | 1,850,854 | 168 | 20,294 | 159 | .0920 | 171 | .1145 | 148 | .1035 | 171 | .0879 | 176 |
| Tampa-St. Petersburg-Clearwater, Fla. | 17,402,675 | 18 | 19,302 | 206 | .8633 | 22 | 1.0330 | 9 | 1.1085 | 10 | .8259 | 23 |
| Terre Haute, Ind. | 1,588,002 | 183 | 32,541 | 2 | .0579 | 225 | .0579 | 247 | .0693 | 217 | .0672 | 200 |
| Texarkana, Tex.-Ark. | 923,316 | 261 | 20,427 | 146 | .0442 | 273 | .0579 | 247 | .0523 | 268 | .0404 | 278 |
| Toledo, Ohio | 4,676,569 | 82 | 20,088 | 168 | .2399 | 84 | .2604 | 75 | .2533 | 78 | .2388 | 84 |
| Topeka, Kans. | 1,337,811 | 202 | 20,645 | 132 | .0685 | 203 | .0599 | 243 | .0719 | 211 | .0663 | 201 |
| Trenton, N.J. | 2,708,053 | 130 | 22,833 | 48 | .1615 | 112 | .1027 | 164 | .1075 | 167 | .1633 | 116 |
| Tucson, Ariz. | 4,707,436 | 81 | 17,300 | 284 | .2457 | 81 | .3458 | 60 | .3267 | 64 | .2424 | 83 |
| Tulsa, Okla. | 5,224,460 | 72 | 18,659 | 246 | .2697 | 74 | .3373 | 63 | .3296 | 63 | .2760 | 72 |
| Tuscaloosa, Ala. | 1,051,403 | 242 | 18,642 | 248 | .0545 | 234 | .0726 | 208 | .0614 | 239 | .0533 | 231 |
| Tyler, Tex. | 1,322,221 | 205 | 22,719 | 50 | .0618 | 214 | .0716 | 209 | .0695 | 216 | .0612 | 210 |
| Utica-Rome, N.Y. | 2,040,739 | 156 | 17,472 | 282 | .1117 | 149 | .1334 | 130 | .1321 | 138 | .1085 | 154 |
| Vallejo-Fairfield-Napa, Cal. | 2,785,340 | 128 | 17,036 | 287 | .1796 | 98 | .1347 | 128 | .1533 | 124 | .1795 | 103 |
| Vancouver, Wash. | 1,392,459 | 199 | 15,005 | 313 | .0913 | 174 | .0828 | 193 | .0919 | 180 | .0935 | 168 |
| Victoria, Tex. | 591,622 | 314 | 22,495 | 60 | .0284 | 317 | .0345 | 312 | .0305 | 318 | .0279 | 314 |
| Vineland-Millville-Bridgeton, N.J. | 1,039,955 | 245 | 22,080 | 70 | .0535 | 242 | .0555 | 258 | .0502 | 275 | .0492 | 245 |
| Visalia-Tulare-Porterville, Cal. | 1,658,574 | 181 | 16,213 | 299 | .1001 | 163 | .1276 | 134 | .1195 | 148 | .0926 | 170 |
| Waco, Tex. | 1,430,358 | 196 | 20,146 | 163 | .0707 | 199 | .0973 | 171 | .0804 | 200 | .0631 | 208 |
| Washington, D.C. | 31,761,066 | 7 | 21,146 | 107 | 1.9533 | 5 | 1.0720 | 8 | 1.2773 | 7 | 2.0667 | 5 |
| Waterloo-Cedar Falls, Iowa | 1,094,120 | 230 | 20,039 | 169 | .0550 | 233 | .0614 | 237 | .0620 | 237 | .0472 | 256 |
| Wausau, Wisc. | 794,910 | 284 | 18,881 | 234 | .0433 | 278 | .0378 | 309 | .0467 | 291 | .0425 | 271 |
| West Palm Beach-Boca Raton-Delray Beach, Fla. | 8,509,363 | 48 | 21,652 | 86 | .4496 | 48 | .3864 | 49 | .4295 | 46 | .4657 | 47 |
| Wheeling, W.Va. | 1,038,228 | 247 | 16,692 | 293 | .0541 | 240 | .0833 | 192 | .0731 | 208 | .0532 | 232 |
| Wichita, Kans. | 3,570,275 | 96 | 19,946 | 175 | .1907 | 94 | .1765 | 102 | .1919 | 101 | .1828 | 99 |
| Wichita Falls, Tex. | 968,316 | 255 | 21,423 | 97 | .0460 | 264 | .0526 | 269 | .0553 | 257 | .0427 | 270 |
| Williamsport, Pa. | 867,624 | 272 | 19,027 | 224 | .0441 | 274 | .0524 | 270 | .0543 | 262 | .0452 | 258 |
| Wilmington, Del. | 4,815,552 | 79 | 22,100 | 69 | .2555 | 78 | .1899 | 99 | .2176 | 89 | .2564 | 80 |
| Wilmington, N.C. | 1,163,612 | 223 | 23,603 | 34 | .0520 | 246 | .0582 | 245 | .0587 | 249 | .0572 | 218 |
| Worcester-Fitchburg-Leominster, Mass. | 5,518,201 | 69 | 20,808 | 123 | .3016 | 68 | .2542 | 77 | .2522 | 79 | .2915 | 69 |
| Yakima, Wash. | 1,233,242 | 214 | 18,489 | 256 | .0639 | 210 | .0876 | 187 | .0802 | 201 | .0602 | 212 |
| York, Pa. | 3,063,336 | 112 | 19,134 | 220 | .1709 | 105 | .1385 | 126 | .1677 | 111 | .1662 | 111 |
| Youngstown-Warren, Ohio | 3,620,789 | 94 | 19,414 | 200 | .1792 | 99 | .2146 | 88 | .2193 | 88 | .1841 | 98 |
| Yuba City, Cal. | 685,556 | 300 | 15,167 | 311 | .0412 | 283 | .0566 | 252 | .0544 | 260 | .0378 | 288 |
| Yuma, Ariz. | 706,799 | 297 | 19,154 | 217 | .0355 | 304 | .0479 | 281 | .0486 | 288 | .0297 | 312 |

# S&MM METRO MARKET RANKINGS ACROSS THE BOARD: Retail Sales by Store Group

| Area | Total Retail Sales | | Food Stores | | Supermarkets | | Eating & Drinking Places | | General Merchandise Stores | | Department Stores | | Apparel & Accessories Stores | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | ($000) | Rank | ($000) | Rank | ($000) | Rank | ($000) | Rank | ($000) | Rank | ($000) | Rank | ($000) | Rank |
| Reno, Nev. | 2,584,652 | 135 | 488,575 | 135 | 467,045 | 132 | 211,024 | 150 | 428,421 | 110 | 343,894 | 108 | 97,524 | 152 |
| Richland - Kennewick - Pasco, Wash. | 1,109,990 | 229 | 265,483 | 209 | 258,398 | 206 | 115,136 | 223 | 147,161 | 243 | 121,524 | 246 | 23,500 | 304 |
| Richmond - Petersburg, Va. | 6,782,404 | 61 | 1,350,502 | 58 | 1,310,282 | 57 | 600,528 | 66 | 820,660 | 60 | 605,113 | 63 | 346,236 | 59 |
| Riverside - San Bernardino, Cal. | 16,875,541 | 20 | 3,604,871 | 15 | 3,451,524 | 14 | 1,864,473 | 19 | 2,185,053 | 16 | 1,716,460 | 15 | 724,246 | 26 |
| Roanoke, Va. | 2,090,618 | 154 | 334,548 | 182 | 327,013 | 178 | 179,906 | 166 | 274,303 | 153 | 205,878 | 166 | 95,229 | 155 |
| Rochester, Minn. | 1,058,720 | 239 | 178,197 | 264 | 172,110 | 265 | 86,004 | 263 | 192,174 | 200 | 154,298 | 204 | 47,747 | 228 |
| Rochester, N.Y. | 7,440,110 | 52 | 1,797,176 | 43 | 1,711,596 | 43 | 675,576 | 63 | 710,762 | 65 | 548,941 | 71 | 353,741 | 58 |
| Rockford, Ill. | 2,257,983 | 149 | 390,015 | 158 | 369,444 | 159 | 220,669 | 147 | 365,036 | 128 | 333,913 | 115 | 93,688 | 158 |
| Sacramento, Cal. | 11,512,164 | 32 | 2,333,884 | 30 | 2,227,277 | 29 | 1,372,471 | 28 | 1,200,091 | 39 | 865,746 | 47 | 476,670 | 45 |
| Saginaw - Bay City - Midland, Mich. | 2,967,082 | 119 | 452,608 | 145 | 393,585 | 151 | 297,567 | 119 | 523,035 | 92 | 480,370 | 82 | 161,503 | 110 |
| St. Cloud, Minn. | 2,613,718 | 134 | 230,598 | 230 | 215,523 | 233 | 118,871 | 217 | 848,887 | 57 | 242,861 | 152 | 48,652 | 224 |
| St. Joseph, Mo. | 610,742 | 313 | 114,425 | 314 | 108,789 | 313 | 57,347 | 306 | 126,559 | 267 | 104,627 | 264 | 8,994 | 319 |
| St. Louis, Mo. | 18,310,538 | 15 | 3,469,068 | 18 | 3,282,489 | 16 | 1,986,684 | 16 | 2,658,587 | 12 | 2,348,402 | 11 | 851,319 | 23 |
| Salem, Ore. | 1,928,316 | 162 | 409,698 | 154 | 393,257 | 152 | 216,166 | 148 | 251,183 | 167 | 187,672 | 186 | 82,939 | 170 |
| Salinas - Seaside - Monterey, Cal. | 2,334,631 | 144 | 426,738 | 151 | 361,937 | 162 | 337,408 | 106 | 237,295 | 172 | 221,948 | 161 | 142,039 | 118 |
| Salt Lake City - Ogden, Utah | 7,391,884 | 53 | 1,677,647 | 46 | 1,600,919 | 46 | 696,094 | 62 | 997,557 | 51 | 803,285 | 50 | 416,654 | 52 |
| San Angelo, Tex. | 715,038 | 296 | 138,851 | 294 | 134,647 | 291 | 64,832 | 295 | 97,293 | 302 | 78,049 | 301 | 43,421 | 239 |
| San Antonio, Tex. | 9,836,767 | 41 | 2,075,157 | 36 | 2,003,341 | 35 | 1,117,620 | 39 | 1,143,198 | 43 | 898,751 | 44 | 608,520 | 33 |
| San Diego, Cal. | 18,711,578 | 14 | 3,509,674 | 17 | 3,232,638 | 18 | 2,235,486 | 14 | 2,212,008 | 15 | 1,536,659 | 20 | 1,092,045 | 16 |
| San Francisco, Cal. | 15,334,642 | 22 | 2,851,806 | 24 | 2,394,055 | 26 | 2,630,665 | 10 | 1,634,933 | 27 | 1,238,645 | 32 | 1,299,831 | 12 |
| San Jose, Cal. | 12,321,308 | 31 | 2,077,977 | 35 | 1,918,822 | 36 | 1,531,440 | 25 | 1,394,932 | 35 | 1,048,214 | 36 | 891,274 | 20 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 2,847,563 | 125 | 659,294 | 105 | 609,360 | 106 | 406,871 | 89 | 212,741 | 184 | 191,731 | 182 | 199,318 | 91 |
| Santa Cruz, Cal. | 1,899,989 | 166 | 414,535 | 153 | 375,032 | 156 | 234,696 | 139 | 115,632 | 279 | 103,843 | 265 | 62,283 | 195 |
| Santa Fe, N.M. | 920,812 | 263 | 153,896 | 280 | 146,628 | 283 | 122,064 | 213 | 111,606 | 282 | 98,146 | 280 | 58,209 | 205 |
| Santa Rosa - Petaluma, Cal. | 3,181,423 | 107 | 736,939 | 92 | 689,782 | 93 | 350,596 | 99 | 341,137 | 133 | 277,527 | 135 | 136,407 | 123 |
| Sarasota, Fla. | 2,952,140 | 120 | 508,267 | 130 | 465,409 | 135 | 280,920 | 124 | 334,350 | 137 | 297,494 | 125 | 131,173 | 126 |
| Savannah, Ga. | 1,912,718 | 164 | 373,100 | 164 | 355,746 | 164 | 197,581 | 156 | 274,396 | 152 | 220,259 | 162 | 93,402 | 159 |
| Scranton - Wilkes-Barre, Pa. | 5,268,973 | 71 | 1,156,057 | 67 | 1,078,133 | 69 | 457,779 | 83 | 689,292 | 69 | 587,435 | 65 | 247,516 | 77 |
| Seattle, Wash. | 17,886,958 | 16 | 3,684,343 | 13 | 3,486,413 | 13 | 2,340,587 | 13 | 1,888,872 | 21 | 1,412,721 | 26 | 1,206,357 | 14 |
| Sharon, Pa. | 699,910 | 298 | 162,762 | 274 | 153,657 | 275 | 63,677 | 298 | 82,876 | 310 | 64,287 | 313 | 41,190 | 247 |
| Sheboygan, Wisc. | 661,655 | 308 | 143,125 | 287 | 135,844 | 287 | 67,931 | 289 | 100,715 | 294 | 73,[illegible]68 | 307 | 15,204 | 317 |
| Sherman - Denison, Tex. | 785,566 | 285 | 165,708 | 272 | 162,128 | 271 | 52,983 | 312 | 120,691 | 274 | 111,7[illegible] | 258 | 29,486 | 287 |
| Shreveport, La. | 2,560,574 | 136 | 485,814 | 136 | 466,582 | 133 | 224,630 | 145 | 399,671 | 115 | 290,383 | 128 | 138,775 | 120 |
| Sioux City, Iowa | 910,208 | 266 | 196,185 | 252 | 191,718 | 248 | 90,289 | 254 | 149,991 | 240 | 139,743 | 225 | 39,586 | 255 |
| Sioux Falls, S.D. | 1,316,538 | 206 | 212,994 | 240 | 202,859 | 237 | 118,372 | 218 | 181,041 | 209 | 144,694 | 213 | 53,568 | 213 |
| South Bend - Mishawaka, Ind. | 1,988,189 | 160 | 360,851 | 169 | 343,898 | 167 | 205,020 | 153 | 313,742 | 144 | 272,778 | 137 | 85,773 | 167 |
| Spokane, Wash. | 3,118,833 | 109 | 689,958 | 100 | 669,039 | 96 | 356,446 | 97 | 413,445 | 112 | 306,966 | 124 | 140,176 | 119 |
| Springfield, Ill. | 1,513,666 | 189 | 247,412 | 219 | 234,566 | 218 | 134,863 | 201 | 273,720 | 154 | 223,392 | 159 | 54,697 | 210 |
| Springfield, Mass. | 4,581,446 | 84 | 908,761 | 80 | 829,272 | 82 | 574,618 | 69 | 579,580 | 84 | 461,547 | 85 | 201,724 | 85 |
| Springfield, Mo. | 2,111,044 | 152 | 307,901 | 191 | 297,507 | 191 | 178,733 | 167 | 398,186 | 116 | 330,693 | 116 | 72,446 | 181 |
| State College, Pa. | 813,758 | 281 | 141,567 | 288 | 134,786 | 289 | 93,710 | 248 | 99,866 | 296 | 76,922 | 304 | 40,875 | 250 |
| Steubenville - Weirton, Ohio-W.Va. | 777,653 | 286 | 182,378 | 262 | 173,499 | 262 | 67,394 | 291 | 126,861 | 266 | 100,108 | 277 | 24,024 | 302 |
| Stockton, Cal. | 3,024,262 | 115 | 675,211 | 102 | 632,224 | 103 | 348,190 | 100 | 328,620 | 140 | 250,051 | 145 | 122,452 | 132 |
| Syracuse, N.Y. | 4,799,631 | 80 | 1,133,744 | 70 | 1,061,624 | 71 | 461,230 | 82 | 449,485 | 103 | 342,821 | 110 | 278,352 | 72 |
| Tacoma, Wash. | 4,197,023 | 87 | 811,075 | 86 | 774,500 | 86 | 490,275 | 79 | 593,408 | 83 | 442,264 | 87 | 200,932 | 88 |
| Tallahassee, Fla. | 1,850,854 | 168 | 356,292 | 172 | 342,835 | 168 | 196,719 | 157 | 255,340 | 166 | 214,257 | 165 | 83,069 | 169 |
| Tampa - St. Petersburg - Clearwater, Fla. | 17,402,675 | 18 | 3,333,261 | 19 | 3,147,563 | 19 | 1,677,413 | 22 | 2,077,477 | 17 | 1,677,429 | 16 | 622,924 | 32 |
| Terre Haute, Ind. | 1,588,002 | 183 | 144,134 | 286 | 134,751 | 290 | 95,780 | 244 | 124,982 | 268 | 105,621 | 260 | 185,551 | 97 |
| Texarkana, Tex.-Ark. | 923,316 | 261 | 151,403 | 282 | 146,719 | 282 | 69,123 | 286 | 184,279 | 205 | 146,663 | 211 | 38,134 | 263 |
| Toledo, Ohio | 4,676,569 | 82 | 890,063 | 81 | 843,291 | 79 | 498,688 | 76 | 827,070 | 58 | 659,414 | 56 | 201,100 | 87 |
| Topeka, Kans. | 1,337,811 | 202 | 229,510 | 232 | 223,985 | 225 | 136,866 | 198 | 181,743 | 208 | 168,677 | 194 | 56,907 | 208 |
| Trenton, N.J. | 2,708,053 | 130 | 570,524 | 119 | 531,161 | 121 | 241,444 | 135 | 298,707 | 147 | 251,875 | 143 | 188,605 | 95 |
| Tucson, Ariz. | 4,707,436 | 81 | 1,015,272 | 74 | 970,733 | 74 | 471,972 | 80 | 594,092 | 82 | 401,452 | 96 | 231,427 | 79 |
| Tulsa, Okla. | 5,224,460 | 72 | 1,172,172 | 65 | 1,143,000 | 64 | 534,037 | 71 | 619,764 | 75 | 524,583 | 75 | 306,977 | 65 |
| Tuscaloosa, Ala. | 1,051,403 | 242 | 177,717 | 265 | 170,584 | 266 | 90,036 | 255 | 163,691 | 226 | 140,283 | 222 | 58,067 | 206 |
| Tyler, Tex. | 1,322,221 | 205 | 259,289 | 212 | 251,503 | 210 | 120,011 | 215 | 218,930 | 182 | 143,915 | 214 | 72,297 | 183 |
| Utica - Rome, N.Y. | 2,040,739 | 156 | 470,652 | 139 | 434,970 | 143 | 194,681 | 158 | 237,036 | 174 | 204,001 | 169 | 87,562 | 164 |
| Vallejo - Fairfield - Napa, Cal. | 2,785,340 | 128 | 600,934 | 113 | 561,732 | 115 | 338,899 | 105 | 301,209 | 145 | 283,312 | 130 | 98,219 | 148 |
| Vancouver, Wash. | 1,392,459 | 199 | 304,006 | 194 | 291,406 | 195 | 170,967 | 176 | 195,516 | 197 | 192,422 | 179 | 58,837 | 203 |
| Victoria, Tex. | 591,622 | 314 | 139,834 | 291 | 132,851 | 295 | 47,370 | 316 | 84,266 | 309 | 74,784 | 305 | 32,590 | 279 |
| Vineland - Millville - Bridgeton, N.J. | 1,039,955 | 245 | 253,987 | 215 | 237,875 | 213 | 63,861 | 297 | 97,697 | 300 | 90,860 | 289 | 48,885 | 223 |
| Visalia - Tulare - Porterville, Cal. | 1,658,574 | 181 | 470,192 | 140 | 442,201 | 140 | 134,623 | 202 | 142,190 | 247 | 125,155 | 240 | 63,087 | 193 |
| Waco, Tex. | 1,430,358 | 196 | 320,336 | 186 | 302,861 | 187 | 137,323 | 196 | 237,205 | 173 | 172,787 | 190 | 66,025 | 189 |
| Washington, D.C. | 31,761,066 | 7 | 5,980,354 | 6 | 5,707,552 | 6 | 3,615,325 | 5 | 3,607,115 | 6 | 2,979,622 | 6 | 1,918,846 | 7 |
| Waterloo - Cedar Falls, Iowa | 1,094,120 | 230 | 194,791 | 255 | 185,731 | 252 | 96,990 | 241 | 188,441 | 204 | 160,528 | 199 | 31,090 | 286 |
| Wausau, Wisc. | 794,910 | 284 | 133,738 | 298 | 94,583 | 317 | 76,400 | 275 | 150,977 | 238 | 121,271 | 248 | 26,853 | 295 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 8,509,363 | 48 | 1,483,165 | 53 | 1,365,845 | 53 | 897,176 | 46 | 1,019,992 | 49 | 852,782 | 49 | 566,137 | 35 |
| Wheeling, W.Va. | 1,038,228 | 247 | 240,303 | 222 | 230,808 | 221 | 101,597 | 237 | 174,649 | 218 | 135,658 | 229 | 45,597 | 232 |
| Wichita, Kans. | 3,570,275 | 96 | 711,309 | 97 | 689,453 | 94 | 390,745 | 93 | 550,429 | 87 | 430,855 | 89 | 164,098 | 109 |
| Wichita Falls, Tex. | 968,316 | 255 | 138,894 | 293 | 133,968 | 293 | 115,506 | 222 | 182,024 | 207 | 152,454 | 205 | 44,038 | 236 |
| Williamsport, Pa. | 867,624 | 272 | 200,041 | 249 | 177,150 | 258 | 63,954 | 296 | 94,189 | 305 | 86,829 | 294 | 46,254 | 230 |
| Wilmington, Del. | 4,815,552 | 79 | 883,267 | 83 | 822,298 | 83 | 393,815 | 92 | 616,373 | 77 | 530,564 | 73 | 187,201 | 96 |
| Wilmington, N.C. | 1,163,612 | 223 | 204,774 | 246 | 197,637 | 243 | 133,633 | 203 | 165,269 | 225 | 130,614 | 236 | 67,079 | 187 |
| Worcester - Fitchburg - Leominster, Mass. | 5,518,201 | 69 | 1,010,929 | 75 | 932,079 | 76 | 609,849 | 65 | 602,257 | 81 | 506,836 | 78 | 192,171 | 93 |
| Yakima, Wash. | 1,233,242 | 214 | 310,931 | 189 | 303,459 | 186 | 132,055 | 206 | 133,618 | 257 | 103,525 | 268 | 59,135 | 201 |
| York, Pa. | 3,063,336 | 112 | 618,595 | 110 | 579,008 | 111 | 247,186 | 133 | 293,247 | 148 | 243,868 | 151 | 92,961 | 160 |
| Youngstown - Warren, Ohio | 3,620,789 | 94 | 605,678 | 112 | 568,522 | 113 | 323,836 | 109 | 492,608 | 96 | 422,050 | 90 | 175,511 | 103 |
| Yuba City, Cal. | 685,556 | 300 | 195,624 | 253 | 185,414 | 253 | 58,991 | 303 | 66,962 | 319 | 62,972 | 314 | 18,560 | 312 |
| Yuma, Ariz. | 706,799 | 297 | 153,431 | 281 | 148,489 | 278 | 58,046 | 305 | 100,285 | 295 | 67,778 | 310 | 21,751 | 308 |

## S&MM METRO MARKET RANKINGS ACROSS THE BOARD: Retail Sales by Store Group

| | Furniture/ Home Furnishings/ Appliance Stores | | Furniture & Home Furnishings Stores | | Automotive Dealers | | Gasoline Service Stations | | Building Materials & Hardware Dealers | | Drugstores | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Area | ($000) | Rank | ($000) | Rank | ($000) | Rank | ($000) | Rank | ($000) | Rank | ($000) | Rank |
| Reno, Nev. | 120,375 | 136 | 63,218 | 141 | 487,152 | 142 | 140,608 | 153 | 164,309 | 120 | 131,913 | 110 |
| Richland - Kennewick - Pasco, Wash. | 41,881 | 248 | 22,779 | 246 | 232,091 | 231 | 66,825 | 259 | 58,602 | 245 | 66,413 | 176 |
| Richmond - Petersburg, Va. | 351,402 | 57 | 204,351 | 55 | 1,447,165 | 59 | 514,975 | 52 | 329,784 | 56 | 279,636 | 55 |
| Riverside - San Bernardino, Cal. | 774,182 | 26 | 391,991 | 27 | 3,015,228 | 23 | 1,347,848 | 12 | 1,216,491 | 10 | 717,291 | 20 |
| Roanoke, Va. | 105,746 | 148 | 58,191 | 148 | 477,988 | 145 | 175,862 | 133 | 121,664 | 148 | 80,830 | 161 |
| Rochester, Minn. | 47,731 | 231 | 19,812 | 265 | 281,043 | 205 | 65,884 | 262 | 65,583 | 230 | 22,167 | 295 |
| Rochester, N.Y. | 391,243 | 52 | 183,236 | 59 | 1,772,024 | 51 | 427,269 | 68 | 326,800 | 58 | 286,996 | 53 |
| Rockford, Ill. | 120,922 | 135 | 62,931 | 143 | 390,643 | 165 | 218,648 | 113 | 167,912 | 119 | 85,935 | 154 |
| Sacramento, Cal. | 650,990 | 31 | 363,105 | 31 | 2,523,300 | 30 | 730,568 | 33 | 707,414 | 22 | 576,350 | 27 |
| Saginaw - Bay City - Midland, Mich. | 158,968 | 110 | 86,480 | 112 | 664,731 | 112 | 245,286 | 107 | 153,639 | 128 | 108,428 | 125 |
| St. Cloud, Minn. | 58,520 | 202 | 28,472 | 216 | 296,473 | 199 | 98,965 | 208 | 152,189 | 129 | 104,595 | 127 |
| St. Joseph, Mo. | 15,389 | 318 | 8,754 | 317 | 140,491 | 300 | 80,154 | 235 | 20,895 | 315 | 14,409 | 312 |
| St. Louis, Mo. | 684,088 | 28 | 373,817 | 30 | 4,241,250 | 14 | 1,547,095 | 10 | 861,061 | 16 | 670,049 | 23 |
| Salem, Ore. | 88,314 | 168 | 37,716 | 185 | 373,363 | 173 | 143,781 | 152 | 125,284 | 143 | 90,314 | 146 |
| Salinas - Seaside - Monterey, Cal. | 129,941 | 132 | 64,918 | 138 | 382,298 | 168 | 189,665 | 125 | 92,019 | 179 | 145,387 | 100 |
| Salt Lake City - Ogden, Utah | 459,120 | 47 | 278,759 | 41 | 1,449,977 | 58 | 447,609 | 61 | 384,396 | 50 | 139,729 | 106 |
| San Angelo, Tex. | 35,797 | 270 | 17,693 | 276 | 170,472 | 279 | 69,429 | 249 | 30,739 | 305 | 15,321 | 309 |
| San Antonio, Tex. | 444,729 | 48 | 233,152 | 49 | 2,384,388 | 34 | 718,876 | 34 | 257,489 | 74 | 259,138 | 57 |
| San Diego, Cal. | 1,244,208 | 11 | 705,548 | 9 | 3,652,912 | 17 | 1,141,032 | 15 | 956,592 | 13 | 812,587 | 13 |
| San Francisco, Cal. | 1,022,255 | 16 | 475,603 | 23 | 1,799,606 | 50 | 705,309 | 35 | 686,049 | 23 | 809,235 | 14 |
| San Jose, Cal. | 970,315 | 18 | 394,467 | 26 | 2,208,927 | 38 | 636,063 | 39 | 642,014 | 25 | 740,042 | 19 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 175,775 | 102 | 93,125 | 103 | 386,152 | 167 | 227,503 | 109 | 144,064 | 130 | 170,304 | 89 |
| Santa Cruz, Cal. | 79,724 | 174 | 46,877 | 168 | 450,351 | 151 | 94,724 | 215 | 106,272 | 161 | 118,006 | 119 |
| Santa Fe, N.M. | 40,829 | 253 | 20,726 | 257 | 126,899 | 309 | 42,899 | 308 | 70,508 | 219 | 26,819 | 282 |
| Santa Rosa - Petaluma, Cal. | 180,164 | 101 | 103,356 | 96 | 485,749 | 143 | 188,919 | 127 | 272,225 | 69 | 179,121 | 83 |
| Sarasota, Fla. | 217,708 | 88 | 164,649 | 67 | 696,230 | 105 | 162,031 | 140 | 209,614 | 98 | 144,321 | 102 |
| Savannah, Ga. | 102,833 | 151 | 60,357 | 145 | 392,641 | 162 | 159,881 | 144 | 76,659 | 201 | 82,953 | 158 |
| Scranton - Wilkes-Barre, Pa. | 218,330 | 86 | 130,619 | 82 | 942,211 | 81 | 450,583 | 60 | 296,715 | 66 | 247,765 | 65 |
| Seattle, Wash. | 1,073,491 | 14 | 521,909 | 17 | 2,835,990 | 27 | 1,110,918 | 16 | 892,955 | 14 | 801,705 | 15 |
| Sharon, Pa. | 38,162 | 261 | 25,081 | 231 | 163,284 | 285 | 47,038 | 295 | 24,098 | 313 | 34,994 | 258 |
| Sheboygan, Wisc. | 17,139 | 317 | 8,018 | 319 | 132,918 | 303 | 68,623 | 252 | 47,954 | 265 | 26,028 | 285 |
| Sherman - Denison, Tex. | 23,397 | 308 | 11,830 | 305 | 197,974 | 262 | 59,191 | 276 | 51,317 | 259 | 33,305 | 265 |
| Shreveport, La. | 130,869 | 131 | 70,395 | 129 | 576,594 | 128 | 205,763 | 117 | 98,638 | 169 | 115,182 | 120 |
| Sioux City, Iowa | 27,001 | 297 | 11,824 | 306 | 158,815 | 289 | 83,117 | 231 | 77,211 | 198 | 27,752 | 279 |
| Sioux Falls, S.D. | 52,832 | 212 | 24,560 | 235 | 313,323 | 191 | 95,593 | 212 | 65,678 | 229 | 62,475 | 181 |
| South Bend - Mishawaka, Ind. | 116,768 | 139 | 62,968 | 142 | 410,634 | 159 | 104,358 | 204 | 114,468 | 155 | 98,177 | 131 |
| Spokane, Wash. | 114,994 | 140 | 65,303 | 137 | 650,582 | 114 | 197,316 | 121 | 137,079 | 137 | 110,450 | 124 |
| Springfield, Ill. | 67,713 | 190 | 32,336 | 202 | 266,560 | 208 | 121,311 | 175 | 111,823 | 157 | 76,699 | 164 |
| Springfield, Mass. | 200,423 | 96 | 106,589 | 95 | 889,172 | 87 | 312,892 | 85 | 237,694 | 85 | 183,427 | 82 |
| Springfield, Mo. | 47,908 | 229 | 30,328 | 204 | 543,951 | 133 | 118,715 | 180 | 130,475 | 139 | 34,602 | 260 |
| State College, Pa. | 47,302 | 232 | 21,881 | 248 | 150,978 | 295 | 67,705 | 256 | 46,278 | 272 | 31,973 | 268 |
| Steubenville - Weirton, Ohio-W.Va. | 28,942 | 291 | 17,089 | 279 | 137,795 | 301 | 70,686 | 248 | 33,933 | 302 | 38,033 | 245 |
| Stockton, Cal. | 157,839 | 112 | 85,504 | 113 | 558,848 | 130 | 234,952 | 108 | 168,802 | 117 | 197,048 | 77 |
| Syracuse, N.Y. | 257,701 | 74 | 139,896 | 79 | 1,067,195 | 77 | 317,390 | 83 | 204,092 | 100 | 209,610 | 73 |
| Tacoma, Wash. | 218,825 | 85 | 115,606 | 88 | 828,916 | 90 | 283,845 | 92 | 253,018 | 76 | 177,081 | 86 |
| Tallahassee, Fla. | 89,435 | 166 | 48,449 | 166 | 344,267 | 182 | 147,485 | 150 | 138,160 | 134 | 61,138 | 184 |
| Tampa - St. Petersburg - Clearwater, Fla. | 870,814 | 22 | 481,693 | 20 | 3,861,118 | 15 | 909,075 | 21 | 861,312 | 15 | 749,599 | 18 |
| Terre Haute, Ind. | 39,942 | 256 | 15,979 | 285 | 169,615 | 280 | 116,158 | 184 | 67,000 | 227 | 187,511 | 81 |
| Texarkana, Tex.-Ark. | 33,912 | 279 | 18,597 | 269 | 208,337 | 253 | 105,835 | 202 | 45,142 | 274 | 21,465 | 297 |
| Toledo, Ohio | 238,352 | 79 | 113,798 | 92 | 889,242 | 86 | 434,128 | 65 | 192,214 | 104 | 177,209 | 85 |
| Topeka, Kans. | 42,930 | 243 | 27,626 | 221 | 341,995 | 183 | 114,574 | 190 | 88,468 | 183 | 55,348 | 192 |
| Trenton, N.J. | 154,086 | 114 | 85,334 | 114 | 639,101 | 116 | 153,094 | 146 | 90,871 | 180 | 93,880 | 135 |
| Tucson, Ariz. | 236,629 | 80 | 117,242 | 85 | 848,492 | 88 | 329,473 | 81 | 294,055 | 67 | 246,590 | 66 |
| Tulsa, Okla. | 234,065 | 81 | 134,908 | 80 | 1,282,848 | 65 | 264,890 | 99 | 239,031 | 84 | 144,610 | 101 |
| Tuscaloosa, Ala. | 50,684 | 220 | 29,899 | 209 | 234,334 | 229 | 78,271 | 240 | 69,611 | 220 | 49,268 | 210 |
| Tyler, Tex. | 61,389 | 198 | 35,270 | 192 | 340,913 | 184 | 66,665 | 260 | 58,972 | 244 | 41,080 | 233 |
| Utica - Rome, N.Y. | 84,580 | 170 | 53,579 | 154 | 415,629 | 157 | 112,144 | 194 | 106,108 | 162 | 111,369 | 122 |
| Vallejo - Fairfield - Napa, Cal. | 143,763 | 116 | 73,164 | 124 | 496,787 | 139 | 247,371 | 105 | 202,829 | 102 | 159,177 | 95 |
| Vancouver, Wash. | 60,062 | 199 | 42,982 | 174 | 246,556 | 219 | 87,214 | 225 | 93,596 | 174 | 75,903 | 167 |
| Victoria, Tex. | 27,130 | 296 | 13,293 | 300 | 159,747 | 288 | 35,392 | 316 | 17,608 | 318 | 15,516 | 308 |
| Vineland - Millville - Bridgeton, N.J. | 32,043 | 287 | 16,037 | 284 | 312,392 | 192 | 52,559 | 285 | 41,452 | 284 | 43,629 | 225 |
| Visalia - Tulare - Porterville, Cal. | 91,366 | 162 | 43,572 | 172 | 262,086 | 210 | 107,015 | 200 | 115,901 | 154 | 131,878 | 111 |
| Waco, Tex. | 46,155 | 236 | 29,277 | 211 | 263,043 | 209 | 127,655 | 167 | 61,072 | 240 | 36,917 | 250 |
| Washington, D.C. | 2,026,071 | 4 | 1,122,462 | 4 | 6,520,468 | 6 | 1,930,452 | 5 | 1,216,069 | 11 | 1,209,555 | 7 |
| Waterloo - Cedar Falls, Iowa | 25,287 | 301 | 14,000 | 296 | 299,982 | 197 | 81,425 | 233 | 53,297 | 255 | 43,707 | 224 |
| Wausau, Wisc. | 35,508 | 272 | 22,833 | 245 | 162,507 | 286 | 68,956 | 251 | 66,390 | 228 | 11,882 | 316 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 491,050 | 42 | 346,742 | 34 | 2,057,207 | 42 | 442,333 | 63 | 311,604 | 63 | 395,541 | 39 |
| Wheeling, W.Va. | 49,440 | 225 | 27,212 | 225 | 173,723 | 275 | 100,492 | 206 | 47,693 | 268 | 45,210 | 219 |
| Wichita, Kans. | 111,969 | 144 | 51,099 | 162 | 782,312 | 94 | 265,808 | 98 | 188,313 | 105 | 87,101 | 150 |
| Wichita Falls, Tex. | 38,575 | 259 | 21,498 | 253 | 211,219 | 250 | 95,168 | 213 | 43,309 | 279 | 37,676 | 246 |
| Williamsport, Pa. | 38,039 | 262 | 14,129 | 294 | 186,807 | 267 | 44,166 | 301 | 40,594 | 285 | 33,674 | 264 |
| Wilmington, Del. | 247,434 | 77 | 148,036 | 75 | 1,014,562 | 79 | 369,512 | 74 | 232,576 | 90 | 193,746 | 80 |
| Wilmington, N.C. | 73,804 | 182 | 54,245 | 153 | 235,611 | 226 | 74,325 | 243 | 67,657 | 223 | 48,966 | 211 |
| Worcester - Fitchburg - Leominster, Mass. | 268,246 | 71 | 164,868 | 66 | 1,313,690 | 63 | 352,155 | 75 | 268,074 | 72 | 226,561 | 70 |
| Yakima, Wash. | 51,690 | 218 | 28,421 | 217 | 223,719 | 238 | 83,446 | 229 | 86,216 | 187 | 55,408 | 191 |
| York, Pa. | 119,335 | 137 | 69,530 | 131 | 595,878 | 124 | 122,394 | 173 | 138,686 | 133 | 90,572 | 145 |
| Youngstown - Warren, Ohio | 187,123 | 97 | 116,226 | 86 | 776,026 | 96 | 332,177 | 80 | 159,108 | 124 | 177,701 | 84 |
| Yuba City, Cal. | 37,627 | 264 | 21,812 | 250 | 112,218 | 314 | 56,094 | 281 | 57,346 | 249 | 35,642 | 255 |
| Yuma, Ariz. | 26,907 | 298 | 15,512 | 289 | 172,129 | 277 | 60,744 | 271 | 54,855 | 253 | 29,559 | 275 |

## S&MM METRO MARKET RANKINGS ACROSS THE BOARD: Retail Sales by Merchandise Line

| | Groceries & Other Foods | | Drugs & Health & Beauty Aids | | Major Household Appliances | | Televisions, Video Recorders & Tapes | | Audio Equipment, Musical Instruments & Supplies | |
|---|---|---|---|---|---|---|---|---|---|---|
| Area | ($000) | Rank | ($000) | Rank | ($000) | Rank | ($000) | Rank | ($000) | Rank |
| Reno, Nev. | 385,405 | 140 | 125,964 | 127 | 30,096 | 143 | 35,495 | 92 | 37,649 | 107 |
| Richland - Kennewick - Pasco, Wash. | 207,911 | 215 | 72,117 | 193 | 12,592 | 250 | 8,525 | 258 | 14,034 | 214 |
| Richmond - Petersburg, Va. | 1,046,873 | 62 | 374,948 | 51 | 81,686 | 59 | 62,468 | 56 | 64,035 | 70 |
| Riverside - San Bernardino, Cal. | 2,928,303 | 16 | 765,162 | 24 | 207,999 | 18 | 148,987 | 26 | 175,828 | 26 |
| Roanoke, Va. | 271,447 | 178 | 97,373 | 163 | 24,080 | 161 | 19,300 | 163 | 26,149 | 150 |
| Rochester, Minn. | 159,627 | 255 | 41,534 | 275 | 12,039 | 258 | 10,996 | 223 | 14,115 | 213 |
| Rochester, N.Y. | 1,367,748 | 45 | 351,848 | 55 | 85,748 | 57 | 62,127 | 57 | 96,513 | 45 |
| Rockford, Ill. | 337,262 | 153 | 102,082 | 154 | 34,680 | 128 | 23,200 | 141 | 26,762 | 146 |
| Sacramento, Cal. | 1,891,116 | 30 | 475,046 | 41 | 141,094 | 32 | 103,262 | 36 | 131,449 | 34 |
| Saginaw - Bay City - Midland, Mich. | 453,997 | 123 | 141,356 | 117 | 39,977 | 111 | 28,690 | 119 | 29,050 | 135 |
| St. Cloud, Minn. | 241,367 | 193 | 162,581 | 103 | 34,065 | 131 | 26,637 | 127 | 33,210 | 120 |
| St. Joseph, Mo. | 96,651 | 310 | 28,552 | 311 | 8,003 | 309 | 6,457 | 296 | 5,428 | 315 |
| St. Louis, Mo. | 2,706,943 | 19 | 864,071 | 18 | 197,580 | 21 | 154,767 | 23 | 178,332 | 25 |
| Salem, Ore. | 347,719 | 152 | 105,818 | 149 | 20,334 | 176 | 17,799 | 171 | 25,366 | 153 |
| Salinas - Seaside - Monterey, Cal. | 354,925 | 150 | 121,160 | 135 | 24,725 | 160 | 23,324 | 140 | 34,280 | 119 |
| Salt Lake City - Ogden, Utah | 1,254,882 | 51 | 333,101 | 62 | 89,780 | 50 | 96,429 | 37 | 95,987 | 46 |
| San Angelo, Tex. | 98,490 | 308 | 35,929 | 288 | 9,336 | 292 | 8,157 | 265 | 8,914 | 273 |
| San Antonio, Tex. | 1,398,625 | 44 | 483,738 | 39 | 114,357 | 40 | 107,599 | 32 | 109,392 | 39 |
| San Diego, Cal. | 2,941,673 | 15 | 903,027 | 16 | 232,924 | 15 | 172,864 | 18 | 253,374 | 17 |
| San Francisco, Cal. | 2,320,534 | 24 | 802,293 | 22 | 147,163 | 28 | 173,732 | 16 | 288,242 | 13 |
| San Jose, Cal. | 1,763,630 | 34 | 649,934 | 28 | 147,169 | 27 | 162,138 | 21 | 268,271 | 16 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 538,652 | 105 | 159,710 | 105 | 29,928 | 144 | 21,848 | 148 | 36,383 | 112 |
| Santa Cruz, Cal. | 328,248 | 157 | 100,933 | 156 | 13,644 | 232 | 10,154 | 235 | 19,306 | 182 |
| Santa Fe, N.M. | 123,496 | 285 | 33,308 | 300 | 11,749 | 264 | 6,532 | 295 | 9,909 | 261 |
| Santa Rosa - Petaluma, Cal. | 587,374 | 95 | 174,322 | 96 | 29,866 | 145 | 28,127 | 123 | 46,528 | 91 |
| Sarasota, Fla. | 417,105 | 131 | 125,722 | 128 | 43,127 | 101 | 29,681 | 115 | 35,455 | 114 |
| Savannah, Ga. | 301,749 | 170 | 105,121 | 150 | 25,350 | 157 | 20,878 | 155 | 24,718 | 158 |
| Scranton - Wilkes-Barre, Pa. | 986,735 | 65 | 265,854 | 67 | 72,012 | 65 | 39,242 | 85 | 47,970 | 89 |
| Seattle, Wash. | 3,072,331 | 13 | 879,156 | 17 | 198,872 | 20 | 172,849 | 19 | 292,746 | 11 |
| Sharon, Pa. | 140,646 | 270 | 42,141 | 273 | 11,320 | 270 | 7,425 | 277 | 5,654 | 313 |
| Sheboygan, Wisc. | 132,538 | 278 | 31,666 | 307 | 8,717 | 299 | 5,226 | 312 | 5,296 | 316 |
| Sherman - Denison, Tex. | 118,198 | 288 | 59,259 | 224 | 9,441 | 290 | 7,684 | 271 | 6,325 | 305 |
| Shreveport, La. | 368,674 | 144 | 135,268 | 122 | 35,890 | 124 | 34,911 | 93 | 31,445 | 127 |
| Sioux City, Iowa | 148,469 | 264 | 40,168 | 276 | 8,949 | 296 | 6,788 | 290 | 7,305 | 295 |
| Sioux Falls, S.D. | 165,297 | 249 | 58,179 | 227 | 15,146 | 215 | 12,717 | 205 | 15,464 | 204 |
| South Bend - Mishawaka, Ind. | 304,298 | 168 | 92,761 | 165 | 30,865 | 140 | 33,874 | 96 | 29,585 | 132 |
| Spokane, Wash. | 544,823 | 103 | 148,257 | 112 | 30,839 | 141 | 22,069 | 146 | 41,955 | 100 |
| Springfield, Ill. | 223,637 | 202 | 75,303 | 192 | 22,800 | 169 | 19,554 | 161 | 18,417 | 185 |
| Springfield, Mass. | 797,117 | 77 | 207,850 | 85 | 50,405 | 86 | 33,567 | 99 | 52,777 | 85 |
| Springfield, Mo. | 226,302 | 199 | 85,967 | 173 | 23,738 | 162 | 20,415 | 158 | 20,144 | 176 |
| State College, Pa. | 129,924 | 280 | 34,545 | 296 | 12,231 | 257 | 6,982 | 282 | 10,551 | 256 |
| Steubenville - Weirton, Ohio-W.Va. | 146,838 | 265 | 51,548 | 246 | 10,291 | 284 | 6,978 | 283 | 7,654 | 293 |
| Stockton, Cal. | 565,839 | 99 | 164,157 | 100 | 31,727 | 138 | 23,407 | 139 | 34,652 | 116 |
| Syracuse, N.Y. | 926,449 | 68 | 221,513 | 81 | 63,400 | 73 | 32,598 | 106 | 55,126 | 80 |
| Tacoma, Wash. | 721,150 | 85 | 226,676 | 79 | 46,368 | 94 | 41,631 | 78 | 65,536 | 66 |
| Tallahassee, Fla. | 269,075 | 180 | 82,306 | 180 | 25,528 | 156 | 15,926 | 181 | 18,228 | 186 |
| Tampa - St. Petersburg - Clearwater, Fla. | 2,705,398 | 20 | 851,522 | 19 | 268,745 | 10 | 186,778 | 13 | 231,953 | 19 |
| Terre Haute, Ind. | 141,308 | 269 | 146,073 | 114 | 20,077 | 180 | 27,463 | 124 | 58,948 | 75 |
| Texarkana, Tex.-Ark. | 124,602 | 284 | 53,567 | 240 | 14,604 | 222 | 11,569 | 220 | 8,229 | 279 |
| Toledo, Ohio | 733,846 | 83 | 231,553 | 77 | 60,743 | 74 | 49,474 | 67 | 48,089 | 88 |
| Topeka, Kans. | 182,820 | 240 | 64,046 | 205 | 15,667 | 211 | 11,272 | 222 | 10,669 | 253 |
| Trenton, N.J. | 441,560 | 126 | 135,492 | 121 | 40,111 | 110 | 21,312 | 153 | 27,692 | 142 |
| Tucson, Ariz. | 784,187 | 79 | 237,010 | 76 | 56,257 | 82 | 40,722 | 79 | 62,153 | 74 |
| Tulsa, Okla. | 858,188 | 74 | 267,438 | 66 | 50,390 | 87 | 51,392 | 64 | 54,434 | 83 |
| Tuscaloosa, Ala. | 156,084 | 260 | 63,149 | 209 | 13,107 | 241 | 11,460 | 221 | 9,395 | 267 |
| Tyler, Tex. | 188,354 | 234 | 65,034 | 204 | 17,807 | 194 | 18,975 | 165 | 17,484 | 193 |
| Utica - Rome, N.Y. | 387,431 | 139 | 103,866 | 152 | 31,868 | 137 | 17,204 | 174 | 17,711 | 189 |
| Vallejo - Fairfield - Napa, Cal. | 454,785 | 121 | 138,705 | 119 | 36,445 | 122 | 20,946 | 154 | 28,485 | 138 |
| Vancouver, Wash. | 273,954 | 177 | 87,800 | 170 | 13,002 | 243 | 7,720 | 269 | 17,542 | 191 |
| Victoria, Tex. | 93,445 | 313 | 36,030 | 287 | 6,019 | 318 | 6,257 | 297 | 5,004 | 318 |
| Vineland - Millville - Bridgeton, N.J. | 208,865 | 213 | 48,729 | 256 | 13,035 | 242 | 5,705 | 304 | 6,589 | 303 |
| Visalia - Tulare - Porterville, Cal. | 365,067 | 147 | 106,624 | 147 | 16,098 | 208 | 14,216 | 192 | 22,477 | 168 |
| Waco, Tex. | 221,752 | 205 | 80,685 | 183 | 15,416 | 213 | 14,966 | 186 | 20,841 | 173 |
| Washington, D.C. | 4,703,958 | 7 | 1,680,538 | 5 | 300,037 | 9 | 343,094 | 4 | 461,829 | 4 |
| Waterloo - Cedar Falls, Iowa | 159,717 | 254 | 51,018 | 249 | 12,439 | 252 | 9,168 | 248 | 7,471 | 294 |
| Wausau, Wisc. | 123,382 | 286 | 27,843 | 314 | 10,950 | 276 | 6,929 | 286 | 8,878 | 275 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 1,227,475 | 52 | 411,875 | 45 | 84,090 | 58 | 59,834 | 59 | 67,924 | 62 |
| Wheeling, W.Va. | 194,665 | 226 | 58,073 | 229 | 14,831 | 220 | 13,085 | 200 | 13,663 | 217 |
| Wichita, Kans. | 512,272 | 113 | 177,355 | 94 | 34,360 | 130 | 35,569 | 91 | 40,158 | 103 |
| Wichita Falls, Tex. | 104,729 | 301 | 53,610 | 239 | 14,470 | 223 | 12,053 | 212 | 13,086 | 222 |
| Williamsport, Pa. | 170,554 | 244 | 38,647 | 282 | 10,367 | 283 | 6,860 | 288 | 10,443 | 257 |
| Wilmington, Del. | 726,838 | 84 | 215,176 | 82 | 49,095 | 88 | 43,840 | 75 | 65,440 | 67 |
| Wilmington, N.C. | 168,464 | 245 | 55,653 | 233 | 15,516 | 212 | 12,012 | 213 | 11,975 | 235 |
| Worcester - Fitchburg - Leominster, Mass. | 889,144 | 71 | 247,946 | 73 | 59,195 | 77 | 39,516 | 84 | 65,315 | 68 |
| Yakima, Wash. | 238,614 | 197 | 76,487 | 189 | 11,620 | 266 | 8,447 | 260 | 13,689 | 216 |
| York, Pa. | 523,676 | 109 | 132,222 | 124 | 39,114 | 113 | 21,579 | 151 | 29,567 | 133 |
| Youngstown - Warren, Ohio | 544,115 | 104 | 180,801 | 93 | 43,303 | 100 | 29,276 | 116 | 37,374 | 108 |
| Yuba City, Cal. | 159,897 | 253 | 33,226 | 301 | 8,938 | 297 | 6,001 | 301 | 8,952 | 272 |
| Yuma, Ariz. | 114,027 | 293 | 31,807 | 306 | 8,284 | 307 | 4,455 | 317 | 5,709 | 312 |

## S&MM METRO MARKET RANKINGS ACROSS THE BOARD: Retail Sales by Merchandise Line

| | Home Computers & Calculators | | Furniture & Sleep Equipment | | Men's & Boys' Clothing | | Women's & Girls' Clothing | | Footwear | |
|---|---|---|---|---|---|---|---|---|---|---|
| Area | ($000) | Rank | ($000) | Rank | ($000) | Rank | ($000) | Rank | ($000) | Rank |
| Reno, Nev. | 10,374 | 129 | 59,447 | 113 | 88,659 | 108 | 161,286 | 124 | 45,475 | 116 |
| Richland - Kennewick - Pasco, Wash. | 6,766 | 172 | 20,170 | 225 | 24,360 | 265 | 44,055 | 280 | 12,102 | 282 |
| Richmond - Petersburg, Va. | 25,114 | 69 | 141,671 | 56 | 173,584 | 63 | 387,593 | 57 | 94,709 | 63 |
| Riverside - San Bernardino, Cal. | 73,263 | 22 | 288,195 | 30 | 463,368 | 21 | 865,358 | 25 | 254,025 | 22 |
| Roanoke, Va. | 11,201 | 123 | 41,800 | 152 | 57,474 | 154 | 138,389 | 138 | 53,673 | 99 |
| Rochester, Minn. | 6,360 | 178 | 14,700 | 266 | 34,771 | 206 | 65,650 | 213 | 15,977 | 235 |
| Rochester, N.Y. | 38,046 | 44 | 150,919 | 54 | 180,794 | 60 | 376,539 | 59 | 98,574 | 61 |
| Rockford, Ill. | 8,481 | 143 | 49,034 | 140 | 66,546 | 136 | 138,409 | 137 | 33,636 | 148 |
| Sacramento, Cal. | 49,190 | 34 | 261,007 | 32 | 259,240 | 43 | 518,541 | 44 | 151,373 | 41 |
| Saginaw - Bay City - Midland, Mich. | 7,009 | 167 | 56,005 | 122 | 96,643 | 103 | 184,230 | 107 | 50,792 | 105 |
| St. Cloud, Minn. | 12,201 | 116 | 38,711 | 162 | 139,904 | 75 | 235,414 | 90 | 41,301 | 126 |
| St. Joseph, Mo. | 1,494 | 319 | 8,013 | 317 | 14,932 | 311 | 28,755 | 312 | 7,839 | 314 |
| St. Louis, Mo. | 66,210 | 27 | 288,772 | 29 | 510,472 | 17 | 1,108,998 | 16 | 278,661 | 19 |
| Salem, Ore. | 7,654 | 157 | 21,635 | 218 | 42,543 | 183 | 84,086 | 184 | 28,241 | 169 |
| Salinas - Seaside - Monterey, Cal. | 9,749 | 134 | 38,636 | 163 | 74,500 | 127 | 149,827 | 131 | 40,899 | 127 |
| Salt Lake City - Ogden, Utah | 48,094 | 36 | 181,237 | 48 | 236,832 | 48 | 446,246 | 54 | 134,026 | 46 |
| San Angelo, Tex. | 3,131 | 257 | 13,533 | 277 | 20,624 | 292 | 41,579 | 287 | 12,606 | 279 |
| San Antonio, Tex. | 32,844 | 51 | 194,131 | 46 | 269,456 | 41 | 573,251 | 41 | 180,705 | 35 |
| San Diego, Cal. | 125,860 | 12 | 449,676 | 13 | 501,333 | 18 | 999,261 | 22 | 313,906 | 15 |
| San Francisco, Cal. | 118,312 | 15 | 350,965 | 22 | 597,805 | 14 | 1,091,913 | 17 | 309,499 | 17 |
| San Jose, Cal. | 246,107 | 3 | 292,500 | 27 | 370,774 | 28 | 808,278 | 30 | 257,646 | 21 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 14,823 | 94 | 55,967 | 123 | 78,510 | 120 | 165,156 | 120 | 48,281 | 110 |
| Santa Cruz, Cal. | 10,970 | 124 | 25,262 | 199 | 33,362 | 213 | 63,666 | 219 | 21,563 | 197 |
| Santa Fe, N.M. | 4,861 | 204 | 12,844 | 282 | 28,899 | 239 | 59,273 | 229 | 20,045 | 209 |
| Santa Rosa - Petaluma, Cal. | 15,296 | 88 | 79,605 | 95 | 76,201 | 122 | 158,034 | 125 | 45,160 | 117 |
| Sarasota, Fla. | 12,529 | 114 | 93,073 | 82 | 65,087 | 140 | 166,484 | 117 | 40,644 | 130 |
| Savannah, Ga. | 6,623 | 174 | 43,556 | 148 | 46,386 | 177 | 112,129 | 161 | 30,691 | 158 |
| Scranton - Wilkes-Barre, Pa. | 11,679 | 118 | 101,979 | 76 | 142,547 | 73 | 310,822 | 72 | 66,155 | 87 |
| Seattle, Wash. | 148,257 | 8 | 406,947 | 16 | 537,384 | 15 | 1,041,822 | 19 | 314,358 | 14 |
| Sharon, Pa. | 1,536 | 316 | 17,240 | 242 | 18,282 | 300 | 36,424 | 302 | 23,650 | 183 |
| Sheboygan, Wisc. | 1,507 | 318 | 8,258 | 314 | 14,749 | 312 | 26,431 | 316 | 9,062 | 307 |
| Sherman - Denison, Tex. | 2,970 | 263 | 9,488 | 311 | 19,172 | 296 | 42,659 | 284 | 11,367 | 287 |
| Shreveport, La. | 14,425 | 98 | 51,838 | 131 | 69,080 | 133 | 153,165 | 128 | 44,589 | 118 |
| Sioux City, Iowa | 2,352 | 296 | 11,263 | 297 | 31,157 | 221 | 54,484 | 246 | 13,539 | 267 |
| Sioux Falls, S.D. | 3,714 | 236 | 18,732 | 231 | 39,531 | 191 | 78,066 | 192 | 20,428 | 205 |
| South Bend - Mishawaka, Ind. | 13,207 | 108 | 49,936 | 139 | 64,155 | 143 | 120,294 | 156 | 29,631 | 163 |
| Spokane, Wash. | 13,731 | 103 | 55,679 | 125 | 83,043 | 114 | 162,172 | 123 | 47,965 | 111 |
| Springfield, Ill. | 7,512 | 160 | 28,952 | 187 | 48,362 | 172 | 98,820 | 174 | 21,217 | 199 |
| Springfield, Mass. | 17,986 | 78 | 85,117 | 90 | 128,089 | 80 | 268,320 | 81 | 51,991 | 102 |
| Springfield, Mo. | 5,886 | 189 | 33,001 | 174 | 60,586 | 150 | 120,993 | 154 | 29,767 | 162 |
| State College, Pa. | 4,541 | 218 | 17,311 | 241 | 23,710 | 271 | 43,883 | 281 | 10,690 | 295 |
| Steubenville - Weirton, Ohio-W.Va. | 2,548 | 285 | 12,026 | 292 | 21,034 | 287 | 40,398 | 289 | 9,220 | 305 |
| Stockton, Cal. | 13,550 | 104 | 57,053 | 119 | 73,938 | 131 | 137,706 | 142 | 43,434 | 120 |
| Syracuse, N.Y. | 13,346 | 107 | 85,622 | 89 | 123,435 | 82 | 242,988 | 85 | 58,885 | 93 |
| Tacoma, Wash. | 18,141 | 77 | 84,103 | 92 | 102,183 | 100 | 195,556 | 102 | 69,495 | 83 |
| Tallahassee, Fla. | 8,726 | 142 | 39,125 | 158 | 49,732 | 168 | 105,713 | 166 | 31,705 | 151 |
| Tampa - St. Petersburg - Clearwater, Fla. | 87,799 | 19 | 393,821 | 19 | 403,952 | 26 | 829,118 | 28 | 248,430 | 25 |
| Terre Haute, Ind. | 3,481 | 245 | 13,997 | 274 | 55,164 | 157 | 182,416 | 110 | 57,389 | 96 |
| Texarkana, Tex.-Ark. | 3,731 | 234 | 14,811 | 264 | 28,662 | 241 | 58,057 | 234 | 14,192 | 257 |
| Toledo, Ohio | 11,489 | 121 | 86,953 | 87 | 168,484 | 65 | 324,364 | 67 | 76,773 | 76 |
| Topeka, Kans. | 2,455 | 293 | 23,776 | 207 | 35,473 | 202 | 71,963 | 201 | 20,711 | 202 |
| Trenton, N.J. | 17,799 | 80 | 50,336 | 136 | 87,313 | 110 | 183,639 | 108 | 54,131 | 97 |
| Tucson, Ariz. | 32,639 | 52 | 97,066 | 79 | 114,841 | 92 | 235,760 | 88 | 80,940 | 71 |
| Tulsa, Okla. | 34,395 | 49 | 95,898 | 81 | 137,932 | 76 | 298,521 | 74 | 85,065 | 66 |
| Tuscaloosa, Ala. | 3,385 | 247 | 22,177 | 215 | 34,551 | 208 | 73,117 | 198 | 19,853 | 212 |
| Tyler, Tex. | 5,189 | 199 | 33,029 | 173 | 34,814 | 205 | 74,435 | 195 | 25,035 | 176 |
| Utica - Rome, N.Y. | 5,385 | 197 | 34,356 | 170 | 42,412 | 184 | 104,469 | 168 | 20,521 | 203 |
| Vallejo - Fairfield - Napa, Cal. | 12,723 | 112 | 55,805 | 124 | 64,232 | 142 | 135,665 | 143 | 38,132 | 136 |
| Vancouver, Wash. | 4,560 | 217 | 30,179 | 185 | 32,120 | 216 | 63,299 | 220 | 18,135 | 219 |
| Victoria, Tex. | 5,486 | 193 | 10,486 | 306 | 17,842 | 303 | 36,117 | 305 | 11,345 | 288 |
| Vineland - Millville - Bridgeton, N.J. | 2,381 | 294 | 16,823 | 245 | 23,082 | 273 | 44,852 | 276 | 13,572 | 266 |
| Visalia - Tulare - Porterville, Cal. | 9,550 | 136 | 30,446 | 184 | 38,784 | 195 | 71,431 | 204 | 21,600 | 196 |
| Waco, Tex. | 4,450 | 222 | 25,093 | 200 | 39,886 | 189 | 82,723 | 185 | 27,774 | 171 |
| Washington, D.C. | 177,915 | 4 | 779,877 | 4 | 997,620 | 6 | 2,013,287 | 7 | 520,764 | 6 |
| Waterloo - Cedar Falls, Iowa | 3,420 | 246 | 14,296 | 272 | 30,112 | 227 | 60,379 | 225 | 13,146 | 271 |
| Wausau, Wisc. | 3,602 | 242 | 15,924 | 252 | 21,668 | 284 | 39,148 | 295 | 18,250 | 218 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 16,072 | 84 | 245,252 | 33 | 239,676 | 46 | 607,023 | 38 | 138,132 | 43 |
| Wheeling, W.Va. | 3,704 | 238 | 22,432 | 213 | 31,835 | 218 | 63,829 | 217 | 15,737 | 242 |
| Wichita, Kans. | 10,270 | 131 | 50,985 | 133 | 118,742 | 87 | 200,927 | 100 | 66,938 | 85 |
| Wichita Falls, Tex. | 4,004 | 232 | 15,120 | 261 | 32,320 | 215 | 57,907 | 236 | 17,349 | 225 |
| Williamsport, Pa. | 4,469 | 220 | 15,737 | 255 | 21,906 | 281 | 43,845 | 282 | 13,301 | 270 |
| Wilmington, Del. | 14,970 | 91 | 123,676 | 65 | 122,464 | 85 | 257,496 | 82 | 66,290 | 86 |
| Wilmington, N.C. | 5,671 | 191 | 34,135 | 171 | 33,876 | 210 | 70,122 | 205 | 22,410 | 190 |
| Worcester - Fitchburg - Leominster, Mass. | 21,360 | 72 | 107,958 | 73 | 131,636 | 78 | 275,534 | 77 | 52,558 | 101 |
| Yakima, Wash. | 4,860 | 205 | 19,896 | 227 | 32,879 | 214 | 57,050 | 237 | 19,281 | 215 |
| York, Pa. | 7,770 | 152 | 50,696 | 134 | 75,737 | 123 | 155,501 | 127 | 35,894 | 144 |
| Youngstown - Warren, Ohio | 7,772 | 151 | 92,051 | 84 | 102,395 | 99 | 211,905 | 96 | 51,724 | 103 |
| Yuba City, Cal. | 4,116 | 229 | 13,417 | 278 | 14,286 | 313 | 26,471 | 315 | 6,893 | 318 |
| Yuma, Ariz. | 2,842 | 266 | 12,333 | 288 | 17,918 | 302 | 35,255 | 306 | 8,641 | 311 |

## S&MM METRO MARKET RANKINGS ACROSS THE BOARD: 1996 Projections

| Area | 1996 Population (Thous.) | 1996 Population Rank | Percent Change In Population 1991–1996 % | Percent Change In Population 1991–1996 Rank | 1996 Households (Thous.) | 1996 Households Rank | 1996 EBI ($000) | 1996 EBI Rank |
|---|---|---|---|---|---|---|---|---|
| Reno, Nev. | 295.3 | 154 | 11.0 | 41 | 118.8 | 145 | 6,270,956 | 139 |
| Richland - Kennewick - Pasco, Wash. | 161.2 | 227 | 5.9 | 101 | 59.0 | 227 | 2,824,236 | 222 |
| Richmond - Petersburg, Va. | 936.6 | 60 | 5.6 | 114 | 364.0 | 59 | 18,446,664 | 62 |
| Riverside - San Bernardino, Cal. | 3,284.2 | 10 | 16.3 | 5 | 1,087.3 | 11 | 56,530,602 | 14 |
| Roanoke, Va. | 224.7 | 187 | .1 | 277 | 90.9 | 178 | 3,990,217 | 181 |
| Rochester, Minn. | 117.1 | 284 | 6.9 | 87 | 44.7 | 277 | 2,322,145 | 249 |
| Rochester, N.Y. | 1,016.9 | 52 | .9 | 258 | 383.8 | 53 | 18,995,401 | 59 |
| Rockford, Ill. | 292.0 | 155 | 2.2 | 232 | 112.0 | 153 | 5,765,894 | 148 |
| Sacramento, Cal. | 1,787.6 | 26 | 13.9 | 17 | 671.2 | 27 | 36,406,286 | 28 |
| Saginaw - Bay City - Midland, Mich. | 399.2 | 122 | .1 | 271 | 150.7 | 118 | 6,616,289 | 134 |
| St. Cloud, Minn. | 209.7 | 195 | 7.0 | 84 | 71.7 | 203 | 3,279,688 | 202 |
| St. Joseph, Mo. | 80.4 | 314 | -2.8 | 308 | 31.7 | 311 | 1,291,363 | 316 |
| St. Louis, Mo. | 2,548.0 | 17 | 2.9 | 210 | 973.3 | 14 | 51,475,617 | 18 |
| Salem, Ore. | 314.2 | 143 | 9.7 | 50 | 114.8 | 147 | 5,288,878 | 157 |
| Salinas - Seaside - Monterey, Cal. | 388.5 | 127 | 5.7 | 109 | 121.5 | 142 | 7,074,043 | 125 |
| Salt Lake City - Ogden, Utah | 1,202.3 | 44 | 9.0 | 55 | 390.7 | 50 | 20,192,321 | 51 |
| San Angelo, Tex. | 106.7 | 297 | 6.1 | 97 | 38.8 | 300 | 1,866,183 | 286 |
| San Antonio, Tex. | 1,507.6 | 33 | 11.2 | 38 | 527.4 | 38 | 23,815,750 | 48 |
| San Diego, Cal. | 2,810.0 | 13 | 7.9 | 73 | 984.3 | 13 | 54,364,829 | 16 |
| San Francisco, Cal. | 1,723.9 | 28 | 5.7 | 109 | 677.2 | 26 | 44,889,574 | 22 |
| San Jose, Cal. | 1,626.4 | 30 | 6.1 | 97 | 551.2 | 36 | 40,116,325 | 25 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 406.7 | 121 | 7.4 | 82 | 141.0 | 128 | 8,512,464 | 113 |
| Santa Cruz, Cal. | 239.7 | 177 | 2.2 | 232 | 86.1 | 184 | 5,280,089 | 158 |
| Santa Fe, N.M. | 130.7 | 261 | 8.1 | 70 | 51.0 | 253 | 2,999,248 | 213 |
| Santa Rosa - Petaluma, Cal. | 457.0 | 106 | 12.1 | 28 | 174.8 | 106 | 9,701,874 | 96 |
| Sarasota, Fla. | 312.4 | 145 | 8.5 | 63 | 142.3 | 126 | 6,849,304 | 128 |
| Savannah, Ga. | 258.9 | 170 | 4.6 | 147 | 96.6 | 170 | 4,081,803 | 179 |
| Scranton - Wilkes-Barre, Pa. | 751.8 | 71 | 1.7 | 243 | 290.5 | 68 | 13,010,192 | 75 |
| Seattle, Wash. | 2,158.9 | 21 | 6.2 | 95 | 866.0 | 20 | 52,408,193 | 17 |
| Sharon, Pa. | 116.5 | 285 | 2.8 | 308 | 44.8 | 276 | 1,926,685 | 281 |
| Sheboygan, Wisc. | 108.6 | 295 | 3.4 | 195 | 41.0 | 290 | 1,805,860 | 291 |
| Sherman - Denison, Tex. | 99.0 | 303 | 3.6 | 187 | 38.6 | 302 | 1,632,351 | 297 |
| Shreveport, La. | 349.4 | 136 | 3.9 | 172 | 131.3 | 135 | 6,201,299 | 141 |
| Sioux City, Iowa | 118.7 | 280 | 2.6 | 221 | 44.7 | 277 | 2,155,326 | 259 |
| Sioux Falls, S.D. | 134.2 | 257 | 5.9 | 101 | 52.4 | 247 | 2,893,207 | 216 |
| South Bend - Mishawaka, Ind. | 256.1 | 173 | 2.6 | 221 | 97.1 | 166 | 4,728,249 | 167 |
| Spokane, Wash. | 380.1 | 129 | 4.0 | 168 | 150.6 | 119 | 6,681,952 | 133 |
| Springfield, Ill. | 198.4 | 200 | 3.7 | 182 | 80.8 | 191 | 4,345,057 | 177 |
| Springfield, Mass. | 613.6 | 87 | 1.0 | 256 | 226.3 | 85 | 11,748,021 | 83 |
| Springfield, Mo. | 264.3 | 165 | 6.5 | 90 | 102.3 | 161 | 4,507,331 | 173 |
| State College, Pa. | 130.5 | 262 | 3.6 | 187 | 45.0 | 275 | 2,109,359 | 266 |
| Steubenville - Weirton, Ohio-W.Va. | 138.6 | 250 | 1.6 | 298 | 54.7 | 238 | 2,341,960 | 248 |
| Stockton, Cal. | 554.8 | 93 | 10.6 | 46 | 178.2 | 102 | 8,739,761 | 110 |
| Syracuse, N.Y. | 667.7 | 80 | .8 | 261 | 248.9 | 78 | 11,524,725 | 86 |
| Tacoma, Wash. | 654.8 | 81 | 8.2 | 68 | 240.5 | 82 | 12,030,911 | 81 |
| Tallahassee, Fla. | 259.1 | 169 | 7.2 | 83 | 99.4 | 163 | 4,749,291 | 166 |
| Tampa - St. Petersburg - Clearwater, Fla. | 2,292.1 | 20 | 7.0 | 84 | 971.2 | 15 | 42,897,012 | 23 |
| Terre Haute, Ind. | 127.4 | 268 | 2.0 | 301 | 47.8 | 264 | 2,127,227 | 265 |
| Texarkana, Tex.-Ark. | 122.5 | 275 | 1.4 | 247 | 46.2 | 269 | 1,942,874 | 279 |
| Toledo, Ohio | 637.7 | 84 | 3.0 | 206 | 241.8 | 80 | 10,818,527 | 87 |
| Topeka, Kans. | 169.8 | 215 | 4.0 | 168 | 67.8 | 209 | 3,457,614 | 199 |
| Trenton, N.J. | 342.5 | 139 | 3.5 | 191 | 123.6 | 140 | 9,693,392 | 97 |
| Tucson, Ariz. | 754.5 | 70 | 9.3 | 54 | 300.8 | 66 | 11,622,928 | 84 |
| Tulsa, Okla. | 735.6 | 74 | 2.8 | 214 | 290.0 | 70 | 12,844,863 | 76 |
| Tuscaloosa, Ala. | 160.4 | 228 | 4.6 | 147 | 59.8 | 226 | 2,692,576 | 230 |
| Tyler, Tex. | 163.9 | 222 | 5.9 | 101 | 62.2 | 218 | 2,877,848 | 217 |
| Utica - Rome, N.Y. | 307.7 | 148 | 2.7 | 307 | 114.3 | 149 | 5,080,942 | 161 |
| Vallejo - Fairfield - Napa, Cal. | 537.3 | 95 | 12.1 | 28 | 182.4 | 100 | 9,597,386 | 98 |
| Vancouver, Wash. | 287.7 | 157 | 15.0 | 10 | 107.0 | 157 | 5,417,357 | 155 |
| Victoria, Tex. | 74.7 | 317 | .4 | 268 | 26.7 | 318 | 1,222,802 | 317 |
| Vineland - Millville - Bridgeton, N.J. | 139.2 | 248 | .1 | 271 | 47.1 | 267 | 2,342,620 | 247 |
| Visalia - Tulare - Porterville, Cal. | 374.7 | 131 | 14.2 | 15 | 115.9 | 146 | 5,485,674 | 153 |
| Waco, Tex. | 197.3 | 201 | 3.2 | 201 | 74.1 | 201 | 3,350,669 | 200 |
| Washington, D.C. | 4,383.6 | 6 | 8.1 | 70 | 1,619.0 | 6 | 117,388,367 | 4 |
| Waterloo - Cedar Falls, Iowa | 140.6 | 244 | 3.2 | 311 | 53.6 | 241 | 2,354,858 | 245 |
| Wausau, Wisc. | 121.6 | 277 | 4.0 | 168 | 44.1 | 281 | 2,138,861 | 261 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 1,067.8 | 49 | 15.2 | 8 | 456.5 | 44 | 26,240,059 | 44 |
| Wheeling, W.Va. | 153.5 | 232 | 2.3 | 303 | 61.5 | 222 | 2,430,298 | 241 |
| Wichita, Kans. | 491.4 | 99 | 5.8 | 107 | 190.8 | 97 | 9,753,811 | 95 |
| Wichita Falls, Tex. | 123.4 | 274 | .9 | 258 | 45.7 | 271 | 2,006,482 | 275 |
| Williamsport, Pa. | 124.1 | 272 | 3.4 | 195 | 47.9 | 263 | 2,032,047 | 273 |
| Wilmington, Del. | 628.3 | 85 | 6.1 | 97 | 233.1 | 83 | 13,550,122 | 73 |
| Wilmington, N.C. | 130.2 | 264 | 5.9 | 101 | 52.9 | 244 | 2,481,794 | 238 |
| Worcester - Fitchburg - Leominster, Mass. | 748.6 | 72 | 3.5 | 191 | 276.8 | 72 | 15,717,091 | 70 |
| Yakima, Wash. | 199.5 | 199 | 4.1 | 164 | 69.7 | 205 | 2,867,039 | 219 |
| York, Pa. | 452.1 | 107 | 5.7 | 109 | 170.8 | 111 | 8,819,287 | 107 |
| Youngstown - Warren, Ohio | 482.9 | 100 | 1.3 | 293 | 186.5 | 99 | 7,442,312 | 120 |
| Yuba City, Cal. | 150.1 | 235 | 16.3 | 5 | 53.3 | 243 | 2,169,843 | 257 |
| Yuma, Ariz. | 122.1 | 276 | 8.9 | 57 | 40.4 | 293 | 1,658,941 | 296 |

## S&MM METRO MARKET RANKINGS ACROSS THE BOARD: 1996 Projections

| | 1996 Average Household EBI | | 1996 Total Retail Sales | | 1996 Per-Household Retail Sales | | 1996 Buying Power Index | |
|---|---|---|---|---|---|---|---|---|
| Area | ($) | Rank | ($000) | Rank | ($) | Rank | BPI | Rank |
| Reno, Nev. | 52,786 | 85 | 3,760,726 | 128 | 31,656 | 37 | .1287 | 139 |
| Richland - Kennewick - Pasco, Wash. | 47,868 | 165 | 1,653,338 | 218 | 28,023 | 106 | .0597 | 222 |
| Richmond - Petersburg, Va. | 50,678 | 120 | 8,421,853 | 64 | 23,137 | 256 | .3516 | 62 |
| Riverside - San Bernardino, Cal. | 51,992 | 93 | 23,155,605 | 19 | 21,296 | 288 | 1.0774 | 14 |
| Roanoke, Va. | 43,897 | 246 | 2,579,302 | 166 | 28,375 | 93 | .0872 | 179 |
| Rochester, Minn. | 51,950 | 94 | 1,585,642 | 226 | 35,473 | 11 | .0506 | 248 |
| Rochester, N.Y. | 49,493 | 133 | 9,213,311 | 57 | 24,006 | 233 | .3730 | 57 |
| Rockford, Ill. | 51,481 | 104 | 3,193,591 | 145 | 28,514 | 89 | .1168 | 148 |
| Sacramento, Cal. | 54,241 | 70 | 16,504,353 | 31 | 24,589 | 210 | .6885 | 30 |
| Saginaw - Bay City - Midland, Mich. | 43,904 | 245 | 3,921,920 | 123 | 26,025 | 167 | .1418 | 129 |
| St. Cloud, Minn. | 45,742 | 197 | 3,938,178 | 122 | 54,926 | 1 | .0951 | 170 |
| St. Joseph, Mo. | 40,737 | 282 | 794,141 | 312 | 25,052 | 201 | .0282 | 316 |
| St. Louis, Mo. | 52,888 | 83 | 24,146,435 | 18 | 24,809 | 208 | .9853 | 16 |
| Salem, Ore. | 46,070 | 192 | 2,802,781 | 159 | 24,414 | 220 | .1089 | 155 |
| Salinas - Seaside - Monterey, Cal. | 58,223 | 41 | 2,975,657 | 150 | 24,491 | 216 | .1340 | 133 |
| Salt Lake City - Ogden, Utah | 51,682 | 99 | 10,097,882 | 53 | 25,846 | 176 | .4092 | 51 |
| San Angelo, Tex. | 48,098 | 160 | 1,106,548 | 279 | 28,519 | 88 | .0396 | 288 |
| San Antonio, Tex. | 45,157 | 209 | 15,134,400 | 38 | 28,696 | 83 | .5282 | 42 |
| San Diego, Cal. | 55,232 | 60 | 24,472,894 | 17 | 24,863 | 206 | 1.0367 | 15 |
| San Francisco, Cal. | 66,287 | 18 | 20,865,878 | 22 | 30,812 | 43 | .8192 | 22 |
| San Jose, Cal. | 72,780 | 8 | 15,947,415 | 35 | 28,932 | 78 | .7058 | 28 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 60,372 | 34 | 4,130,903 | 114 | 29,297 | 72 | .1634 | 113 |
| Santa Cruz, Cal. | 61,325 | 29 | 2,581,926 | 165 | 29,988 | 56 | .1008 | 161 |
| Santa Fe, N.M. | 58,809 | 38 | 1,323,925 | 258 | 25,959 | 171 | .0552 | 231 |
| Santa Rosa - Petaluma, Cal. | 55,503 | 58 | 4,420,403 | 105 | 25,288 | 191 | .1822 | 99 |
| Sarasota, Fla. | 48,133 | 159 | 3,954,281 | 121 | 27,788 | 113 | .1380 | 130 |
| Savannah, Ga. | 42,255 | 265 | 2,617,668 | 164 | 27,098 | 134 | .0910 | 175 |
| Scranton - Wilkes-Barre, Pa. | 44,786 | 217 | 6,696,316 | 76 | 23,051 | 259 | .2642 | 74 |
| Seattle, Wash. | 60,518 | 33 | 25,400,980 | 15 | 29,331 | 70 | .9800 | 17 |
| Sharon, Pa. | 43,006 | 256 | 916,424 | 306 | 20,456 | 301 | .0386 | 293 |
| Sheboygan, Wisc. | 44,045 | 240 | 849,560 | 308 | 20,721 | 297 | .0360 | 300 |
| Sherman - Denison, Tex. | 42,289 | 264 | 1,141,178 | 274 | 29,564 | 64 | .0372 | 297 |
| Shreveport, La. | 47,230 | 175 | 3,590,379 | 134 | 27,345 | 128 | .1301 | 136 |
| Sioux City, Iowa | 48,218 | 155 | 1,329,348 | 256 | 29,739 | 60 | .0459 | 262 |
| Sioux Falls, S.D. | 55,214 | 61 | 1,983,070 | 200 | 37,845 | 5 | .0623 | 218 |
| South Bend - Mishawaka, Ind. | 48,695 | 146 | 2,821,535 | 158 | 29,058 | 76 | .0994 | 165 |
| Spokane, Wash. | 44,369 | 231 | 4,608,044 | 98 | 30,598 | 46 | .1493 | 124 |
| Springfield, Ill. | 53,775 | 77 | 1,879,298 | 207 | 23,259 | 253 | .0797 | 192 |
| Springfield, Mass. | 51,913 | 95 | 6,109,067 | 83 | 26,995 | 136 | .2345 | 85 |
| Springfield, Mo. | 44,060 | 239 | 2,887,372 | 151 | 28,225 | 100 | .0987 | 166 |
| State College, Pa. | 46,875 | 179 | 972,544 | 296 | 21,612 | 283 | .0422 | 281 |
| Steubenville - Weirton, Ohio-W.Va. | 42,815 | 259 | 1,093,951 | 282 | 19,999 | 307 | .0464 | 257 |
| Stockton, Cal. | 49,045 | 143 | 4,359,813 | 106 | 24,466 | 217 | .1796 | 101 |
| Syracuse, N.Y. | 46,303 | 187 | 6,016,305 | 85 | 24,172 | 227 | .2352 | 84 |
| Tacoma, Wash. | 50,025 | 127 | 5,912,474 | 87 | 24,584 | 211 | .2380 | 83 |
| Tallahassee, Fla. | 47,780 | 167 | 2,794,433 | 160 | 28,113 | 103 | .0995 | 164 |
| Tampa - St. Petersburg - Clearwater, Fla. | 44,169 | 238 | 24,573,869 | 16 | 25,303 | 190 | .8873 | 21 |
| Terre Haute, Ind. | 44,503 | 226 | 2,246,045 | 182 | 46,988 | 2 | .0574 | 227 |
| Texarkana, Tex.-Ark. | 42,054 | 271 | 1,276,556 | 262 | 27,631 | 122 | .0434 | 270 |
| Toledo, Ohio | 44,742 | 220 | 6,581,249 | 77 | 27,218 | 132 | .2329 | 86 |
| Topeka, Kans. | 50,997 | 112 | 1,917,557 | 203 | 28,283 | 99 | .0697 | 200 |
| Trenton, N.J. | 78,426 | 5 | 3,502,562 | 138 | 28,338 | 94 | .1625 | 115 |
| Tucson, Ariz. | 38,640 | 302 | 6,538,028 | 78 | 21,735 | 282 | .2489 | 80 |
| Tulsa, Okla. | 44,293 | 233 | 7,124,303 | 70 | 24,567 | 212 | .2666 | 73 |
| Tuscaloosa, Ala. | 45,026 | 213 | 1,315,758 | 259 | 22,003 | 279 | .0542 | 238 |
| Tyler, Tex. | 46,268 | 189 | 1,988,484 | 198 | 31,969 | 32 | .0643 | 212 |
| Utica - Rome, N.Y. | 44,453 | 227 | 2,641,025 | 163 | 23,106 | 257 | .1046 | 159 |
| Vallejo - Fairfield - Napa, Cal. | 52,617 | 87 | 3,697,057 | 131 | 20,269 | 303 | .1786 | 102 |
| Vancouver, Wash. | 50,630 | 121 | 2,159,640 | 191 | 20,184 | 305 | .1004 | 162 |
| Victoria, Tex. | 45,798 | 196 | 830,475 | 309 | 31,104 | 41 | .0275 | 317 |
| Vineland - Millville - Bridgeton, N.J. | 49,737 | 131 | 1,334,049 | 255 | 28,324 | 97 | .0495 | 249 |
| Visalia - Tulare - Porterville, Cal. | 47,331 | 174 | 2,374,663 | 175 | 20,489 | 300 | .1103 | 154 |
| Waco, Tex. | 45,218 | 207 | 2,129,461 | 194 | 28,738 | 81 | .0731 | 198 |
| Washington, D.C. | 72,507 | 9 | 40,911,701 | 7 | 25,270 | 192 | 1.9677 | 5 |
| Waterloo - Cedar Falls, Iowa | 43,934 | 243 | 1,487,059 | 241 | 27,744 | 117 | .0514 | 247 |
| Wausau, Wisc. | 48,500 | 149 | 1,033,688 | 288 | 23,440 | 245 | .0426 | 277 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 57,481 | 47 | 12,927,379 | 43 | 28,318 | 98 | .4921 | 45 |
| Wheeling, W.Va. | 39,517 | 296 | 1,379,810 | 247 | 22,436 | 270 | .0519 | 246 |
| Wichita, Kans. | 51,121 | 108 | 5,297,171 | 94 | 27,763 | 115 | .1960 | 95 |
| Wichita Falls, Tex. | 43,906 | 244 | 1,384,160 | 246 | 30,288 | 51 | .0455 | 263 |
| Williamsport, Pa. | 42,423 | 262 | 1,085,641 | 284 | 22,665 | 265 | .0424 | 279 |
| Wilmington, Del. | 58,130 | 42 | 6,100,301 | 84 | 26,170 | 164 | .2530 | 78 |
| Wilmington, N.C. | 46,915 | 177 | 1,625,507 | 224 | 30,728 | 44 | .0536 | 242 |
| Worcester - Fitchburg - Leominster, Mass. | 56,781 | 49 | 7,292,078 | 69 | 26,344 | 159 | .2976 | 69 |
| Yakima, Wash. | 41,134 | 277 | 1,808,352 | 210 | 25,945 | 173 | .0648 | 211 |
| York, Pa. | 51,635 | 101 | 3,809,230 | 125 | 22,302 | 274 | .1659 | 111 |
| Youngstown - Warren, Ohio | 39,905 | 290 | 4,968,504 | 97 | 26,641 | 147 | .1690 | 109 |
| Yuba City, Cal. | 40,710 | 283 | 1,017,294 | 289 | 19,086 | 314 | .0449 | 265 |
| Yuma, Ariz. | 41,063 | 279 | 986,751 | 293 | 24,425 | 219 | .0374 | 296 |

# SECTION 4

## Totals And Percents For Metropolitan Markets And All Counties

### Population
### Households
### Effective Buying Income (EBI)
### Retail Sales
### Buying Power Index (BPI)
### Graduated Buying Power Indexes

**EXPLANATION OF TERMS**

An explanation of terms used in the **Survey of Buying Power Demographics USA 1992** will be found in the Introductory Section starting on page A-5.

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MARKET STATISTICS
PRODUCERS OF THE SURVEY OF BUYING POWER

**SYMBOLS USED IN TABLES**

☐ Metropolitan county of another state's metropolitan area. For area name, see page facing state map in Section 1.

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# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES | | | | | | | | | | | | | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980-91 | Pop Per Sq. Mi. (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **ALABAMA** | | | | | | | | | | | | | | | |
| **ANNISTON** | **116.7** | **.0460** | **–2.6** | **192** | **80.1** | **43.1** | **.0460** | **1,324,133** | **.0355** | **734,327** | **.0403** | **.0390** | **.0478** | **.0494** | **.0384** |
| Calhoun | 116.7 | .0460 | –2.6 | 192 | 80.1 | 43.1 | .0460 | 1,324,133 | .0355 | 734,327 | .0403 | .0390 | .0478 | .0494 | .0384 |
| **BIRMINGHAM** | **917.1** | **.3617** | **3.7** | **230** | **72.3** | **349.1** | **.3726** | **12,676,271** | **.3400** | **6,661,038** | **.3656** | **.3522** | **.3967** | **.3853** | **.3605** |
| Blount | 39.7 | .0157 | 8.9 | 61 | 98.3 | 14.8 | .0158 | 408,876 | .0110 | 148,577 | .0081 | .0112 | .0179 | .0167 | .0102 |
| Jefferson | 652.3 | .2572 | –2.9 | 586 | 63.9 | 252.0 | .2690 | 9,187,760 | .2464 | 5,497,503 | .3018 | .2652 | .2943 | .2873 | .2799 |
| St. Clair | 52.2 | .0206 | 26.7 | 82 | 90.5 | 18.5 | .0197 | 608,401 | .0163 | 194,833 | .0107 | .0155 | .0192 | .0193 | .0132 |
| Shelby | 105.0 | .0414 | 58.4 | 132 | 91.8 | 38.1 | .0407 | 1,747,172 | .0469 | 359,753 | .0197 | .0376 | .0284 | .0304 | .0354 |
| Walker | 67.9 | .0268 | –1.1 | 85 | 93.3 | 25.7 | .0274 | 724,062 | .0194 | 460,372 | .0253 | .0227 | .0369 | .0316 | .0218 |
| **DECATUR** | **102.8** | **.0406** | **13.9** | **177** | **89.1** | **38.9** | **.0415** | **1,388,569** | **.0373** | **740,077** | **.0406** | **.0389** | **.0411** | **.0415** | **.0415** |
| Morgan | 102.8 | .0406 | 13.9 | 177 | 89.1 | 38.9 | .0415 | 1,388,569 | .0373 | 740,077 | .0406 | .0389 | .0411 | .0415 | .0415 |
| **DOTHAN** | **133.0** | **.0525** | **8.6** | **117** | **77.1** | **49.3** | **.0526** | **1,630,172** | **.0437** | **1,032,834** | **.0566** | **.0494** | **.0603** | **.0592** | **.0517** |
| Dale | 50.2 | .0198 | 5.0 | 89 | 79.7 | 17.8 | .0190 | 584,727 | .0157 | 171,611 | .0094 | .0147 | .0189 | .0189 | .0129 |
| Houston | 82.8 | .0327 | 10.9 | 143 | 75.5 | 31.5 | .0336 | 1,045,445 | .0280 | 861,223 | .0472 | .0347 | .0414 | .0403 | .0388 |
| **FLORENCE** | **131.3** | **.0517** | **–2.8** | **104** | **87.1** | **51.1** | **.0546** | **1,561,244** | **.0419** | **913,187** | **.0502** | **.0463** | **.0667** | **.0605** | **.0448** |
| Colbert | 51.4 | .0202 | –5.7 | 86 | 82.9 | 20.0 | .0214 | 587,816 | .0158 | 353,876 | .0195 | .0177 | .0271 | .0248 | .0150 |
| Lauderdale | 79.9 | .0315 | –.8 | 119 | 89.9 | 31.1 | .0332 | 973,428 | .0261 | 559,311 | .0307 | .0286 | .0396 | .0357 | .0298 |
| **GADSDEN** | **99.8** | **.0394** | **–3.2** | **187** | **85.3** | **38.7** | **.0413** | **1,090,586** | **.0292** | **647,003** | **.0355** | **.0331** | **.0528** | **.0446** | **.0343** |
| Etowah | 99.8 | .0394 | –3.2 | 187 | 85.3 | 38.7 | .0413 | 1,090,586 | .0292 | 647,003 | .0355 | .0331 | .0528 | .0446 | .0343 |
| **HUNTSVILLE** | **248.2** | **.0978** | **26.0** | **308** | **77.1** | **95.1** | **.1015** | **3,983,873** | **.1068** | **1,938,007** | **.1064** | **.1051** | **.0879** | **.0971** | **.1175** |
| Madison | 248.2 | .0978 | 26.0 | 308 | 77.1 | 95.1 | .1015 | 3,983,873 | .1068 | 1,938,007 | .1064 | .1051 | .0879 | .0971 | .1175 |
| **MOBILE** | **483.7** | **.1907** | **9.1** | **171** | **71.4** | **176.7** | **.1886** | **5,752,322** | **.1543** | **3,289,356** | **.1807** | **.1696** | **.2226** | **.2042** | **.1613** |
| Baldwin | 101.8 | .0401 | 29.6 | 64 | 86.6 | 38.5 | .0411 | 1,322,485 | .0355 | 641,621 | .0353 | .0364 | .0442 | .0438 | .0321 |
| Mobile | 381.9 | .1506 | 4.6 | 310 | 67.4 | 138.2 | .1475 | 4,429,837 | .1188 | 2,647,735 | .1454 | .1332 | .1784 | .1604 | .1292 |
| **MONTGOMERY** | **298.9** | **.1179** | **9.6** | **149** | **62.9** | **107.4** | **.1146** | **3,892,813** | **.1042** | **2,137,117** | **.1173** | **.1109** | **.1175** | **.1195** | **.1108** |
| Autauga | 35.2 | .0139 | 9.1 | 59 | 79.8 | 12.2 | .0130 | 412,021 | .0110 | 219,188 | .0120 | .0119 | .0140 | .0136 | .0103 |
| Elmore | 50.8 | .0201 | 17.1 | 82 | 76.9 | 17.1 | .0182 | 587,855 | .0157 | 183,101 | .0100 | .0149 | .0189 | .0165 | .0139 |
| Montgomery | 212.9 | .0839 | 8.1 | 270 | 56.7 | 78.1 | .0834 | 2,892,937 | .0775 | 1,734,828 | .0953 | .0841 | .0846 | .0894 | .0866 |
| **TUSCALOOSA** | **153.4** | **.0605** | **11.5** | **116** | **72.9** | **56.4** | **.0602** | **1,866,330** | **.0500** | **1,051,403** | **.0577** | **.0545** | **.0726** | **.0614** | **.0533** |
| Tuscaloosa | 153.4 | .0605 | 11.5 | 116 | 72.9 | 56.4 | .0602 | 1,866,330 | .0500 | 1,051,403 | .0577 | .0545 | .0726 | .0614 | .0533 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Autauga | 35.2 | .0139 | 9.1 | 59 | 79.8 | 12.2 | .0130 | 412,021 | .0110 | 219,188 | .0120 | .0119 | .0140 | .0136 | .0103 |
| Baldwin | 101.8 | .0401 | 29.6 | 64 | 86.6 | 38.5 | .0411 | 1,322,485 | .0355 | 641,621 | .0353 | .0364 | .0442 | .0438 | .0321 |
| Barbour | 26.6 | .0105 | 7.4 | 30 | 55.6 | 9.3 | .0099 | 245,776 | .0066 | 122,800 | .0067 | .0074 | .0151 | .0099 | .0060 |
| Bibb | 16.8 | .0066 | 6.8 | 27 | 79.2 | 5.8 | .0062 | 163,342 | .0044 | 56,032 | .0031 | .0043 | .0076 | .0064 | .0038 |
| Blount | 39.7 | .0157 | 8.9 | 61 | 98.3 | 14.8 | .0158 | 408,876 | .0110 | 148,577 | .0081 | .0112 | .0179 | .0167 | .0102 |
| Bullock | 11.4 | .0045 | 7.6 | 18 | 26.5 | 3.8 | .0041 | 82,034 | .0022 | 35,488 | .0020 | .0026 | .0066 | .0041 | .0022 |
| Butler | 21.9 | .0086 | 1.0 | 28 | 59.3 | 7.9 | .0084 | 176,274 | .0047 | 93,081 | .0051 | .0056 | .0139 | .0080 | .0047 |
| Calhoun | 116.7 | .0460 | –2.6 | 192 | 80.1 | 43.1 | .0460 | 1,324,133 | .0355 | 734,327 | .0403 | .0390 | .0478 | .0494 | .0384 |
| Chambers | 36.9 | .0146 | –5.9 | 62 | 63.8 | 13.9 | .0149 | 361,262 | .0097 | 146,897 | .0081 | .0102 | .0191 | .0151 | .0097 |
| Cherokee | 20.0 | .0079 | 6.6 | 36 | 93.2 | 7.6 | .0081 | 215,380 | .0058 | 64,482 | .0035 | .0056 | .0089 | .0078 | .0051 |
| Chilton | 32.9 | .0129 | 7.5 | 47 | 88.4 | 12.3 | .0131 | 346,340 | .0092 | 157,518 | .0087 | .0098 | .0168 | .0131 | .0090 |
| Choctaw | 16.0 | .0063 | –5.0 | 18 | 55.5 | 5.7 | .0061 | 173,923 | .0047 | 58,019 | .0032 | .0045 | .0085 | .0053 | .0037 |
| Clarke | 27.3 | .0108 | –1.5 | 22 | 56.9 | 9.5 | .0101 | 255,893 | .0069 | 146,609 | .0080 | .0080 | .0153 | .0106 | .0075 |
| Clay | 13.1 | .0052 | –4.4 | 22 | 83.3 | 5.0 | .0054 | 122,609 | .0033 | 44,760 | .0025 | .0034 | .0074 | .0057 | .0026 |
| Cleburne | 12.9 | .0051 | 2.4 | 23 | 95.2 | 4.8 | .0051 | 145,860 | .0039 | 47,972 | .0026 | .0038 | .0052 | .0049 | .0032 |
| Coffee | 40.4 | .0159 | 4.8 | 59 | 81.4 | 15.4 | .0164 | 475,992 | .0127 | 292,451 | .0160 | .0144 | .0195 | .0183 | .0154 |
| Colbert | 51.4 | .0202 | –5.7 | 86 | 82.9 | 20.0 | .0214 | 587,816 | .0158 | 353,876 | .0195 | .0177 | .0271 | .0248 | .0150 |
| Conecuh | 13.9 | .0055 | –12.5 | 16 | 57.1 | 5.2 | .0055 | 122,143 | .0033 | 39,691 | .0022 | .0035 | .0085 | .0050 | .0030 |
| Coosa | 11.0 | .0044 | –3.3 | 17 | 65.5 | 4.0 | .0043 | 119,739 | .0032 | 13,147 | .0007 | .0026 | .0042 | .0039 | .0026 |
| Covington | 36.5 | .0144 | –1.0 | 35 | 86.5 | 14.5 | .0155 | 375,371 | .0101 | 215,306 | .0118 | .0114 | .0232 | .0164 | .0119 |
| Crenshaw | 13.6 | .0053 | –3.6 | 22 | 73.7 | 5.2 | .0055 | 126,520 | .0034 | 39,134 | .0021 | .0035 | .0082 | .0055 | .0028 |
| Cullman | 68.6 | .0271 | 11.3 | 93 | 98.8 | 26.1 | .0279 | 729,282 | .0195 | 433,698 | .0239 | .0223 | .0346 | .0328 | .0215 |
| Dale | 50.2 | .0198 | 5.0 | 89 | 79.7 | 17.8 | .0190 | 584,727 | .0157 | 171,611 | .0094 | .0147 | .0189 | .0189 | .0129 |
| Dallas | 47.1 | .0185 | –12.8 | 48 | 41.1 | 16.6 | .0177 | 402,378 | .0108 | 265,247 | .0145 | .0134 | .0299 | .0176 | .0108 |
| De Kalb | 55.3 | .0218 | 3.1 | 71 | 96.9 | 21.2 | .0227 | 561,598 | .0151 | 267,899 | .0148 | .0163 | .0270 | .0244 | .0159 |
| Elmore | 50.8 | .0201 | 17.1 | 82 | 76.9 | 17.1 | .0182 | 587,855 | .0157 | 183,101 | .0100 | .0149 | .0189 | .0165 | .0139 |
| Escambia | 35.9 | .0141 | –6.6 | 38 | 68.7 | 12.7 | .0136 | 348,654 | .0094 | 190,931 | .0105 | .0107 | .0176 | .0145 | .0088 |
| Etowah | 99.8 | .0394 | –3.2 | 187 | 85.3 | 38.7 | .0413 | 1,090,586 | .0292 | 647,003 | .0355 | .0331 | .0528 | .0446 | .0343 |
| Fayette | 17.7 | .0069 | –5.9 | 28 | 87.7 | 6.8 | .0072 | 175,967 | .0047 | 69,277 | .0038 | .0049 | .0099 | .0071 | .0047 |
| Franklin | 27.6 | .0109 | –2.7 | 43 | 95.2 | 10.8 | .0116 | 261,074 | .0070 | 169,960 | .0093 | .0085 | .0168 | .0128 | .0078 |
| Geneva | 23.6 | .0093 | –2.7 | 41 | 87.7 | 9.2 | .0098 | 227,172 | .0061 | 82,471 | .0046 | .0063 | .0132 | .0100 | .0055 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980-91 | Pop Per Sq. Mi. (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes: EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ALABAMA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Greene | 10.0 | .0040 | -9.3 | 15 | 18.8 | 3.5 | .0037 | 72,716 | .0020 | 24,545 | .0013 | .0021 | .0062 | .0031 | .0018 |
| Hale | 15.7 | .0062 | .6 | 24 | 40.8 | 5.5 | .0059 | 134,679 | .0036 | 50,325 | .0028 | .0039 | .0101 | .0054 | .0030 |
| Henry | 15.4 | .0060 | .6 | 27 | 65.0 | 5.8 | .0062 | 160,881 | .0043 | 48,559 | .0027 | .0042 | .0076 | .0059 | .0041 |
| Houston | 82.8 | .0327 | 10.9 | 143 | 75.5 | 31.5 | .0336 | 1,045,445 | .0280 | 861,223 | .0472 | .0347 | .0414 | .0403 | .0388 |
| Jackson | 47.7 | .0188 | -7.2 | 44 | 93.2 | 18.0 | .0192 | 493,449 | .0133 | 254,244 | .0140 | .0145 | .0240 | .0212 | .0141 |
| Jefferson | 652.3 | .2572 | -2.9 | 586 | 63.9 | 252.0 | .2690 | 9,187,760 | .2464 | 5,497,503 | .3018 | .2652 | .2943 | .2873 | .2799 |
| Lamar | 15.5 | .0061 | -5.8 | 26 | 87.9 | 6.0 | .0064 | 157,976 | .0042 | 49,357 | .0027 | .0042 | .0082 | .0061 | .0040 |
| Lauderdale | 79.9 | .0315 | -.8 | 119 | 89.9 | 31.1 | .0332 | 973,428 | .0261 | 559,311 | .0307 | .0286 | .0396 | .0357 | .0298 |
| Lawrence | 31.9 | .0126 | 5.7 | 46 | 77.1 | 11.5 | .0123 | 348,325 | .0093 | 85,885 | .0048 | .0086 | .0140 | .0111 | .0083 |
| Lee | 88.5 | .0349 | 16.0 | 145 | 74.7 | 33.6 | .0359 | 1,031,809 | .0277 | 589,092 | .0323 | .0305 | .0508 | .0335 | .0257 |
| Limestone | 55.8 | .0220 | 21.3 | 98 | 86.4 | 20.4 | .0218 | 698,526 | .0187 | 263,377 | .0145 | .0182 | .0238 | .0198 | .0169 |
| Lowndes | 12.6 | .0049 | -4.9 | 18 | 25.1 | 4.0 | .0042 | 94,149 | .0026 | 30,629 | .0016 | .0026 | .0068 | .0038 | .0020 |
| Macon | 25.0 | .0099 | -6.8 | 41 | 13.5 | 8.6 | .0092 | 201,583 | .0054 | 89,600 | .0050 | .0061 | .0140 | .0090 | .0044 |
| Madison | 248.2 | .0978 | 26.0 | 308 | 77.1 | 95.1 | .1015 | 3,983,873 | .1068 | 1,938,007 | .1064 | .1051 | .0879 | .0971 | .1175 |
| Marengo | 23.1 | .0092 | -7.8 | 24 | 49.3 | 8.1 | .0087 | 224,191 | .0060 | 105,785 | .0058 | .0065 | .0138 | .0078 | .0056 |
| Marion | 29.8 | .0117 | -.8 | 40 | 96.3 | 11.5 | .0123 | 303,872 | .0082 | 122,262 | .0067 | .0084 | .0165 | .0131 | .0075 |
| Marshall | 72.4 | .0285 | 10.3 | 128 | 97.9 | 28.5 | .0304 | 820,536 | .0220 | 741,570 | .0407 | .0289 | .0409 | .0382 | .0359 |
| Mobile | 381.9 | .1506 | 4.6 | 310 | 67.4 | 138.2 | .1475 | 4,429,837 | .1188 | 2,647,735 | .1454 | .1332 | .1784 | .1604 | .1292 |
| Monroe | 24.3 | .0096 | 7.3 | 24 | 60.3 | 8.6 | .0092 | 260,589 | .0070 | 146,438 | .0080 | .0078 | .0115 | .0090 | .0111 |
| Montgomery | 212.9 | .0839 | 8.1 | 270 | 56.7 | 78.1 | .0834 | 2,892,937 | .0775 | 1,734,828 | .0953 | .0841 | .0846 | .0894 | .0866 |
| Morgan | 102.8 | .0406 | 13.9 | 177 | 89.1 | 38.9 | .0415 | 1,388,569 | .0373 | 740,077 | .0406 | .0389 | .0411 | .0415 | .0415 |
| Perry | 12.5 | .0049 | -16.7 | 17 | 34.4 | 4.1 | .0044 | 93,524 | .0025 | 33,869 | .0018 | .0029 | .0070 | .0042 | .0024 |
| Pickens | 20.5 | .0081 | -4.6 | 23 | 57.9 | 7.5 | .0080 | 193,174 | .0052 | 70,044 | .0039 | .0053 | .0116 | .0069 | .0048 |
| Pike | 27.6 | .0109 | -1.6 | 41 | 64.6 | 10.4 | .0111 | 268,875 | .0072 | 162,164 | .0089 | .0085 | .0177 | .0113 | .0064 |
| Randolph | 20.0 | .0079 | -.4 | 34 | 76.2 | 7.7 | .0082 | 188,891 | .0050 | 80,928 | .0044 | .0054 | .0112 | .0086 | .0048 |
| ☐ Russell | 47.4 | .0186 | .1 | 74 | 61.0 | 17.8 | .0190 | 498,531 | .0134 | 161,281 | .0089 | .0131 | .0233 | .0185 | .0119 |
| St. Clair | 52.2 | .0206 | 26.7 | 82 | 90.5 | 18.5 | .0197 | 608,401 | .0163 | 194,833 | .0107 | .0155 | .0192 | .0193 | .0132 |
| Shelby | 105.0 | .0414 | 58.4 | 132 | 91.8 | 38.1 | .0407 | 1,747,172 | .0469 | 359,753 | .0197 | .0376 | .0284 | .0304 | .0354 |
| Sumter | 16.1 | .0064 | -4.8 | 18 | 29.1 | 5.4 | .0058 | 139,420 | .0037 | 50,598 | .0028 | .0041 | .0096 | .0050 | .0025 |
| Talladega | 74.5 | .0293 | .9 | 101 | 68.8 | 26.5 | .0283 | 747,004 | .0201 | 402,508 | .0221 | .0224 | .0373 | .0304 | .0206 |
| Tallapoosa | 39.2 | .0155 | 1.1 | 55 | 73.5 | 14.8 | .0158 | 421,372 | .0113 | 199,345 | .0110 | .0120 | .0210 | .0165 | .0119 |
| Tuscaloosa | 153.4 | .0605 | 11.5 | 116 | 72.9 | 56.4 | .0602 | 1,866,330 | .0500 | 1,051,403 | .0577 | .0545 | .0726 | .0614 | .0533 |
| Walker | 67.9 | .0268 | -1.1 | 85 | 93.3 | 25.7 | .0274 | 724,062 | .0194 | 460,372 | .0253 | .0227 | .0369 | .0316 | .0218 |
| Washington | 16.7 | .0065 | -.7 | 15 | 65.5 | 5.7 | .0061 | 158,525 | .0043 | 57,077 | .0031 | .0043 | .0074 | .0055 | .0035 |
| Wilcox | 13.3 | .0053 | -9.9 | 15 | 30.8 | 4.4 | .0047 | 88,397 | .0023 | 38,632 | .0021 | .0029 | .0091 | .0044 | .0019 |
| Winston | 22.0 | .0087 | .2 | 36 | 99.4 | 8.5 | .0091 | 217,081 | .0059 | 76,913 | .0042 | .0059 | .0127 | .0097 | .0052 |
| **TOTAL METRO COUNTIES** | **2,732.3** | **1.0774** | **7.0** | **174** | **73.8** | **1,023.6** | **1.0925** | **35,664,844** | **.9563** | **19,305,630** | **1.0598** | **1.0121** | **1.1893** | **1.1412** | **1.0260** |
| **TOTAL STATE** | **4,089.4** | **1.6124** | **5.0** | **81** | **73.7** | **1,525.5** | **1.6285** | **49,399,971** | **1.3248** | **26,132,246** | **1.4347** | **1.4153** | **1.9191** | **1.6899** | **1.4026** |

## ALASKA

| METRO AREA<br>County | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980-91 | Pop Per Sq. Mi. (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes: EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ANCHORAGE** | **232.4** | **.0916** | **33.2** | **137** | **81.4** | **84.9** | **.0907** | **4,621,235** | **.1239** | **2,518,807** | **.1383** | **.1217** | **.0777** | **.0895** | **.1223** |
| Anchorage | 232.4 | .0916 | 33.2 | 137 | 81.4 | 84.9 | .0907 | 4,621,235 | .1239 | 2,518,807 | .1383 | .1217 | .0777 | .0895 | .1223 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Aleutians East | 2.6 | .0010 | 58.2 | 0 | 39.2 | .6 | .0006 | 50,536 | .0013 | 5,791 | .0004 | .0010 | .0005 | .0004 | .0005 |
| Aleutians West | 10.1 | .0040 | 64.9 | 2 | 70.8 | 2.1 | .0022 | 178,997 | .0048 | 32,021 | .0017 | .0037 | .0016 | .0021 | .0019 |
| Anchorage | 232.4 | .0916 | 33.2 | 137 | 81.4 | 84.9 | .0907 | 4,621,235 | .1239 | 2,518,807 | .1383 | .1217 | .0777 | .0895 | .1223 |
| Bethel | 14.3 | .0056 | 30.0 | 0 | 15.6 | 3.7 | .0039 | 123,404 | .0034 | 51,388 | .0028 | .0037 | .0055 | .0035 | .0025 |
| Bristol Bay | 1.5 | .0006 | 37.1 | 3 | 64.6 | .4 | .0004 | 28,115 | .0007 | 9,046 | .0005 | .0006 | .0004 | .0004 | .0004 |
| Denali | 1.9 | .0008 | 35.5 | 0 | 41.7 | .5 | .0006 | 18,848 | .0005 | 4,432 | .0003 | .0005 | .0007 | .0004 | .0003 |
| Dillingham | 4.3 | .0017 | 33.1 | 0 | 26.3 | 1.3 | .0014 | 55,987 | .0015 | 12,208 | .0006 | .0013 | .0013 | .0011 | .0009 |
| Fairbanks North Star | 81.0 | .0319 | 50.0 | 11 | 82.6 | 27.8 | .0296 | 1,301,220 | .0349 | 622,263 | .0342 | .0341 | .0290 | .0292 | .0348 |
| Haines | 2.1 | .0008 | 25.0 | 1 | 85.7 | .8 | .0009 | 33,567 | .0009 | 15,969 | .0009 | .0009 | .0010 | .0007 | .0008 |
| Juneau | 27.3 | .0108 | 39.8 | 11 | 80.8 | 10.1 | .0108 | 550,215 | .0148 | 249,988 | .0137 | .0135 | .0070 | .0091 | .0126 |
| Kenai Peninsula | 42.8 | .0169 | 69.3 | 3 | 91.1 | 15.0 | .0160 | 755,994 | .0202 | 322,337 | .0177 | .0189 | .0180 | .0143 | .0165 |
| Ketchikan Gateway | 14.1 | .0055 | 24.6 | 12 | 81.8 | 5.2 | .0055 | 267,251 | .0072 | 135,098 | .0074 | .0070 | .0058 | .0050 | .0063 |
| Kodiak Island | 13.8 | .0055 | 38.8 | 2 | 71.2 | 4.2 | .0045 | 278,374 | .0075 | 97,150 | .0054 | .0064 | .0050 | .0038 | .0046 |
| Lake and Peninsula | 1.8 | .0007 | 30.0 | 0 | 23.6 | .5 | .0006 | 16,983 | .0004 | 5,076 | .0002 | .0005 | .0004 | .0005 | .0003 |
| Matanuska - Susitna | 41.8 | .0165 | 134.6 | 2 | 93.3 | 14.2 | .0151 | 682,629 | .0183 | 255,191 | .0140 | .0167 | .0154 | .0122 | .0154 |
| Nome | 8.7 | .0034 | 33.1 | 0 | 25.8 | 2.5 | .0027 | 94,977 | .0026 | 47,630 | .0027 | .0025 | .0038 | .0024 | .0019 |
| North Slope | 6.4 | .0025 | 52.4 | 0 | 22.4 | 1.8 | .0019 | 125,236 | .0033 | 38,540 | .0021 | .0029 | .0021 | .0014 | .0017 |
| Northwest Arctic | 6.5 | .0026 | 34.5 | 0 | 13.7 | 1.6 | .0017 | 74,110 | .0020 | 26,871 | .0015 | .0020 | .0018 | .0014 | .0015 |
| Prince of Wales - Outer Ketchikan | 6.7 | .0026 | 75.3 | 1 | 62.6 | 2.2 | .0024 | 102,278 | .0028 | 27,720 | .0015 | .0024 | .0025 | .0018 | .0020 |
| Sitka | 8.8 | .0035 | 12.8 | 3 | 74.5 | 3.0 | .0032 | 150,524 | .0040 | 71,474 | .0039 | .0038 | .0030 | .0026 | .0040 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980-91 | Pop. Per Sq. Mi. (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **ALASKA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Skagway - Yakutat - Angoon | 4.6 | .0018 | 32.3 | 0 | 61.3 | 1.5 | .0016 | 80,416 | .0022 | 27,223 | .0015 | .0019 | .0018 | .0013 | .0014 |
| Southeast Fairbanks | 6.1 | .0024 | 7.5 | 0 | 79.9 | 2.0 | .0021 | 81,088 | .0021 | 21,063 | .0012 | .0019 | .0017 | .0019 | .0017 |
| Valdez - Cordova | 10.2 | .0040 | 22.2 | 0 | 83.3 | 3.5 | .0037 | 243,418 | .0066 | 59,551 | .0032 | .0050 | .0029 | .0028 | .0035 |
| Wade Hampton | 6.2 | .0025 | 32.9 | 0 | 6.0 | 1.5 | .0016 | 41,996 | .0011 | 16,103 | .0009 | .0014 | .0021 | .0017 | .0008 |
| Wrangell - Petersburg | 7.3 | .0029 | 18.4 | 1 | 79.0 | 2.6 | .0028 | 134,866 | .0036 | 50,721 | .0028 | .0032 | .0035 | .0022 | .0029 |
| Yukon - Koyukuk | 6.9 | .0027 | 6.6 | 0 | 42.7 | 2.4 | .0026 | 81,196 | .0022 | 16,497 | .0009 | .0019 | .0031 | .0020 | .0015 |
| **TOTAL METRO COUNTIES** | **232.4** | **.0916** | **33.2** | **137** | **81.4** | **84.9** | **.0907** | **4,621,235** | **.1239** | **2,518,807** | **.1383** | **.1217** | **.0777** | **.0895** | **.1223** |
| **TOTAL STATE** | **570.2** | **.2248** | **41.9** | **1** | **76.0** | **195.9** | **.2091** | **10,173,460** | **.2728** | **4,740,158** | **.2603** | **.2594** | **.1976** | **.1937** | **.2430** |
| **ARIZONA** | | | | | | | | | | | | | | | |
| **PHOENIX** | **2,224.8** | **.8772** | **47.4** | **242** | **92.4** | **848.4** | **.9057** | **31,270,508** | **.8386** | **17,241,381** | **.9466** | **.8787** | **.9425** | **.9929** | **.8899** |
| Maricopa | 2,224.8 | .8772 | 47.4 | 242 | 92.4 | 848.4 | .9057 | 31,270,508 | .8386 | 17,241,381 | .9466 | .8787 | .9425 | .9929 | .8899 |
| **TUCSON** | **690.5** | **.2722** | **29.9** | **75** | **91.0** | **272.1** | **.2905** | **8,483,466** | **.2275** | **4,707,436** | **.2584** | **.2457** | **.3458** | **.3267** | **.2424** |
| Pima | 690.5 | .2722 | 29.9 | 75 | 91.0 | 272.1 | .2905 | 8,483,466 | .2275 | 4,707,436 | .2584 | .2457 | .3458 | .3267 | .2424 |
| **YUMA** | **112.1** | **.0442** | **47.1** | **20** | **93.7** | **36.9** | **.0394** | **1,121,330** | **.0301** | **706,799** | **.0388** | **.0355** | **.0479** | **.0486** | **.0297** |
| Yuma | 112.1 | .0442 | 47.1 | 20 | 93.7 | 36.9 | .0394 | 1,121,330 | .0301 | 706,799 | .0388 | .0355 | .0479 | .0486 | .0297 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Apache | 63.7 | .0251 | 22.2 | 6 | 21.3 | 16.5 | .0176 | 349,858 | .0094 | 156,563 | .0086 | .0124 | .0299 | .0151 | .0083 |
| Cochise | 99.8 | .0393 | 16.5 | 16 | 91.0 | 35.2 | .0376 | 1,070,787 | .0287 | 463,448 | .0254 | .0297 | .0445 | .0391 | .0280 |
| Coconino | 100.9 | .0398 | 34.5 | 5 | 67.7 | 31.0 | .0331 | 1,008,658 | .0270 | 735,680 | .0404 | .0337 | .0451 | .0385 | .0281 |
| Gila | 41.1 | .0162 | 10.8 | 9 | 86.1 | 15.8 | .0168 | 434,754 | .0117 | 206,495 | .0114 | .0124 | .0216 | .0183 | .0106 |
| Graham | 27.3 | .0108 | 19.4 | 6 | 82.1 | 8.1 | .0087 | 226,121 | .0061 | 112,795 | .0062 | .0071 | .0137 | .0104 | .0051 |
| Greenlee | 7.6 | .0030 | -33.4 | 4 | 96.5 | 2.6 | .0027 | 71,856 | .0019 | 18,502 | .0010 | .0019 | .0030 | .0025 | .0018 |
| La Paz | 14.0 | .0055 | 11.5 | 3 | 80.0 | 5.4 | .0058 | 126,247 | .0034 | 80,469 | .0044 | .0041 | .0092 | .0063 | .0028 |
| Maricopa | 2,224.8 | .8772 | 47.4 | 242 | 92.4 | 848.4 | .9057 | 31,270,508 | .8386 | 17,241,381 | .9466 | .8787 | .9425 | .9929 | .8899 |
| Mohave | 98.8 | .0389 | 76.9 | 7 | 96.7 | 39.0 | .0416 | 1,163,282 | .0311 | 647,769 | .0356 | .0341 | .0493 | .0505 | .0305 |
| Navajo | 79.5 | .0314 | 17.6 | 8 | 45.4 | 22.5 | .0240 | 577,691 | .0155 | 357,092 | .0196 | .0199 | .0379 | .0250 | .0148 |
| Pima | 690.5 | .2722 | 29.9 | 75 | 91.0 | 272.1 | .2905 | 8,483,466 | .2275 | 4,707,436 | .2584 | .2457 | .3458 | .3267 | .2424 |
| Pinal | 120.6 | .0476 | 32.6 | 22 | 85.3 | 40.6 | .0433 | 1,135,423 | .0305 | 544,369 | .0299 | .0337 | .0602 | .0483 | .0264 |
| Santa Cruz | 31.2 | .0123 | 52.5 | 25 | 98.7 | 9.2 | .0098 | 279,183 | .0075 | 231,758 | .0127 | .0100 | .0138 | .0124 | .0123 |
| Yavapai | 113.6 | .0448 | 66.7 | 14 | 97.5 | 47.4 | .0506 | 1,392,837 | .0373 | 682,483 | .0375 | .0389 | .0625 | .0591 | .0336 |
| Yuma | 112.1 | .0442 | 47.1 | 20 | 93.7 | 36.9 | .0394 | 1,121,330 | .0301 | 706,799 | .0388 | .0355 | .0479 | .0486 | .0297 |
| **TOTAL METRO COUNTIES** | **3,027.4** | **1.1936** | **43.0** | **127** | **92.1** | **1,157.4** | **1.2356** | **40,875,304** | **1.0962** | **22,655,616** | **1.2438** | **1.1599** | **1.3362** | **1.3682** | **1.1620** |
| **TOTAL STATE** | **3,825.5** | **1.5083** | **40.8** | **34** | **89.2** | **1,430.7** | **1.5272** | **48,712,001** | **1.3063** | **26,893,039** | **1.4765** | **1.3978** | **1.7269** | **1.6937** | **1.3643** |
| **ARKANSAS** | | | | | | | | | | | | | | | |
| **FAYETTEVILLE - SPRINGDALE** | **116.6** | **.0460** | **16.0** | **123** | **96.1** | **44.7** | **.0477** | **1,432,692** | **.0384** | **1,021,558** | **.0560** | **.0453** | **.0563** | **.0585** | **.0403** |
| Washington | 116.6 | .0460 | 16.0 | 123 | 96.1 | 44.7 | .0477 | 1,432,692 | .0384 | 1,021,558 | .0560 | .0453 | .0563 | .0585 | .0403 |
| **FORT SMITH** | **180.1** | **.0709** | **10.6** | **100** | **88.5** | **68.5** | **.0732** | **2,097,267** | **.0562** | **1,326,913** | **.0728** | **.0642** | **.0904** | **.0863** | **.0580** |
| Crawford | 44.1 | .0174 | 19.5 | 74 | 96.7 | 15.9 | .0170 | 467,430 | .0125 | 203,431 | .0112 | .0131 | .0202 | .0194 | .0111 |
| Sebastian | 101.1 | .0398 | 6.2 | 188 | 89.3 | 39.9 | .0426 | 1,309,872 | .0351 | 973,832 | .0534 | .0415 | .0508 | .0521 | .0390 |
| *Sequoyah, Okla.* | *34.9* | *.0137* | *13.5* | *52* | *75.6* | *12.7* | *.0136* | *319,965* | *.0086* | *149,650* | *.0082* | *.0096* | *.0194* | *.0148* | *.0079* |
| **LITTLE ROCK - NORTH LITTLE ROCK** | **521.2** | **.2056** | **9.9** | **179** | **79.0** | **198.7** | **.2120** | **7,216,025** | **.1936** | **4,171,475** | **.2291** | **.2064** | **.2126** | **.2324** | **.2116** |
| Faulkner | 63.1 | .0249 | 36.6 | 97 | 91.2 | 22.5 | .0240 | 733,078 | .0197 | 349,490 | .0192 | .0205 | .0252 | .0260 | .0203 |
| Lonoke | 40.4 | .0160 | 17.0 | 53 | 90.8 | 14.3 | .0152 | 447,235 | .0120 | 158,822 | .0087 | .0118 | .0158 | .0160 | .0110 |
| Pulaski | 351.1 | .1384 | 3.1 | 455 | 72.0 | 137.9 | .1472 | 5,217,004 | .1399 | 3,392,017 | .1863 | .1534 | .1493 | .1654 | .1586 |
| Saline | 66.6 | .0263 | 25.3 | 92 | 97.1 | 24.0 | .0256 | 818,708 | .0220 | 271,146 | .0149 | .0207 | .0223 | .0250 | .0217 |
| **PINE BLUFF** | **85.9** | **.0339** | **-5.3** | **97** | **55.6** | **30.1** | **.0322** | **905,271** | **.0243** | **559,190** | **.0307** | **.0281** | **.0423** | **.0334** | **.0254** |
| Jefferson | 85.9 | .0339 | -5.3 | 97 | 55.6 | 30.1 | .0322 | 905,271 | .0243 | 559,190 | .0307 | .0281 | .0423 | .0334 | .0254 |
| **TEXARKANA** | **120.8** | **.0477** | **6.8** | **80** | **77.2** | **45.2** | **.0482** | **1,445,166** | **.0388** | **923,316** | **.0507** | **.0442** | **.0579** | **.0523** | **.0404** |
| Miller | 38.7 | .0153 | 2.5 | 62 | 77.0 | 14.4 | .0153 | 407,038 | .0109 | 226,820 | .0124 | .0122 | .0225 | .0155 | .0099 |
| *Bowie, Tex.* | *82.1* | *.0324* | *9.0* | *92* | *77.3* | *30.8* | *.0329* | *1,039,128* | *.0279* | *696,496* | *.0383* | *.0320* | *.0354* | *.0368* | *.0305* |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Arkansas | 21.3 | .0084 | -11.9 | 22 | 77.3 | 8.3 | .0089 | 253,001 | .0068 | 122,760 | .0068 | .0071 | .0115 | .0102 | .0064 |
| Ashley | 24.1 | .0095 | -9.2 | 26 | 72.3 | 8.8 | .0094 | 246,024 | .0066 | 107,967 | .0059 | .0070 | .0122 | .0099 | .0062 |
| Baxter | 32.0 | .0126 | 16.7 | 58 | 99.4 | 13.9 | .0148 | 379,448 | .0102 | 228,258 | .0125 | .0113 | .0194 | .0196 | .0103 |
| Benton | 102.6 | .0404 | 31.3 | 122 | 97.8 | 39.5 | .0422 | 1,383,502 | .0371 | 633,509 | .0348 | .0371 | .0374 | .0358 | .0355 |
| Boone | 28.8 | .0114 | 10.5 | 49 | 99.1 | 11.3 | .0121 | 322,282 | .0086 | 240,727 | .0132 | .0106 | .0151 | .0152 | .0103 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980-91 | Pop. Per Sq. Mi. (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes<br>EPP (Economy-Priced Products) | <br>MPP (Moderate-Priced Products) | <br>PPP (Premium-Priced Products) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ARKANSAS (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Bradley | 11.6 | .0046 | −16.0 | 18 | 68.5 | 4.5 | .0048 | 113,202 | .0030 | 48,901 | .0027 | .0032 | .0071 | .0048 | .0027 |
| Calhoun | 5.8 | .0023 | −4.6 | 9 | 75.4 | 2.2 | .0023 | 61,110 | .0017 | 11,877 | .0006 | .0014 | .0025 | .0021 | .0015 |
| Carroll | 19.1 | .0075 | 17.9 | 30 | 98.8 | 7.7 | .0082 | 214,656 | .0057 | 141,926 | .0078 | .0068 | .0104 | .0100 | .0053 |
| Chicot | 15.5 | .0061 | −12.9 | 24 | 42.3 | 5.4 | .0058 | 127,789 | .0035 | 56,133 | .0031 | .0039 | .0096 | .0054 | .0032 |
| Clark | 21.0 | .0083 | −10.0 | 24 | 76.1 | 7.7 | .0082 | 202,561 | .0054 | 174,431 | .0096 | .0071 | .0123 | .0090 | .0055 |
| Clay | 17.9 | .0070 | −13.2 | 28 | 99.6 | 7.5 | .0080 | 180,511 | .0048 | 81,751 | .0045 | .0053 | .0113 | .0092 | .0037 |
| Cleburne | 19.9 | .0079 | 17.7 | 36 | 99.5 | 8.1 | .0087 | 216,776 | .0058 | 104,720 | .0057 | .0062 | .0109 | .0099 | .0051 |
| Cleveland | 7.9 | .0031 | .4 | 13 | 86.3 | 2.9 | .0031 | 75,686 | .0021 | 9,297 | .0005 | .0018 | .0038 | .0028 | .0017 |
| Columbia | 25.7 | .0101 | −3.6 | 34 | 64.4 | 9.5 | .0102 | 263,505 | .0070 | 149,459 | .0083 | .0079 | .0142 | .0110 | .0078 |
| Conway | 19.0 | .0075 | −2.6 | 34 | 84.4 | 7.2 | .0077 | 192,946 | .0052 | 104,586 | .0057 | .0059 | .0097 | .0082 | .0053 |
| Craighead | 70.4 | .0278 | 11.3 | 99 | 93.4 | 26.8 | .0286 | 860,020 | .0231 | 571,918 | .0314 | .0265 | .0337 | .0335 | .0284 |
| Crawford | 44.1 | .0174 | 19.5 | 74 | 96.7 | 15.9 | .0170 | 467,430 | .0125 | 203,431 | .0112 | .0131 | .0202 | .0194 | .0111 |
| ☐ Crittenden | 50.6 | .0199 | 2.2 | 83 | 56.5 | 17.4 | .0185 | 529,021 | .0142 | 399,895 | .0219 | .0177 | .0241 | .0211 | .0133 |
| Cross | 19.0 | .0075 | −7.0 | 31 | 74.6 | 6.7 | .0072 | 176,029 | .0047 | 84,744 | .0047 | .0053 | .0100 | .0080 | .0043 |
| Dallas | 9.4 | .0037 | −10.6 | 14 | 61.0 | 3.6 | .0038 | 93,455 | .0025 | 62,323 | .0034 | .0029 | .0058 | .0043 | .0030 |
| Desha | 16.4 | .0065 | −17.0 | 21 | 56.8 | 5.8 | .0062 | 151,139 | .0041 | 81,149 | .0044 | .0047 | .0096 | .0061 | .0036 |
| Drew | 17.3 | .0068 | −3.4 | 21 | 72.2 | 6.3 | .0068 | 177,385 | .0047 | 99,385 | .0055 | .0054 | .0090 | .0073 | .0048 |
| Faulkner | 63.1 | .0249 | 36.6 | 97 | 91.2 | 22.5 | .0240 | 733,078 | .0197 | 349,490 | .0192 | .0205 | .0252 | .0260 | .0203 |
| Franklin | 15.0 | .0059 | 2.0 | 25 | 98.6 | 5.6 | .0060 | 151,030 | .0040 | 49,762 | .0027 | .0041 | .0068 | .0065 | .0034 |
| Fulton | 10.2 | .0040 | 2.3 | 16 | 99.3 | 4.1 | .0043 | 93,645 | .0026 | 28,707 | .0016 | .0025 | .0066 | .0049 | .0019 |
| Garland | 74.4 | .0294 | 5.5 | 110 | 91.4 | 31.3 | .0334 | 968,969 | .0259 | 641,029 | .0352 | .0294 | .0429 | .0387 | .0259 |
| Grant | 14.3 | .0056 | 9.9 | 23 | 96.9 | 5.3 | .0057 | 169,699 | .0046 | 41,308 | .0023 | .0041 | .0058 | .0048 | .0038 |
| Greene | 32.0 | .0126 | 4.1 | 55 | 99.6 | 12.4 | .0132 | 342,556 | .0092 | 176,851 | .0097 | .0100 | .0155 | .0149 | .0099 |
| Hempstead | 21.4 | .0084 | −9.5 | 29 | 69.4 | 8.2 | .0088 | 211,298 | .0056 | 101,305 | .0055 | .0062 | .0125 | .0099 | .0053 |
| Hot Spring | 26.1 | .0103 | −2.7 | 42 | 88.4 | 10.1 | .0108 | 249,618 | .0067 | 114,507 | .0063 | .0074 | .0144 | .0122 | .0058 |
| Howard | 13.6 | .0054 | 1.0 | 23 | 77.0 | 5.0 | .0053 | 142,878 | .0039 | 63,888 | .0035 | .0040 | .0066 | .0053 | .0033 |
| Independence | 31.2 | .0123 | 3.5 | 41 | 97.4 | 11.8 | .0126 | 362,645 | .0097 | 201,196 | .0111 | .0105 | .0150 | .0146 | .0088 |
| Izard | 11.5 | .0045 | 6.8 | 20 | 99.1 | 4.8 | .0051 | 123,434 | .0033 | 44,690 | .0024 | .0034 | .0065 | .0059 | .0026 |
| Jackson | 18.7 | .0074 | −13.6 | 30 | 84.7 | 7.3 | .0078 | 189,987 | .0051 | 93,624 | .0052 | .0056 | .0103 | .0080 | .0051 |
| Jefferson | 85.9 | .0339 | −5.3 | 97 | 55.6 | 30.1 | .0322 | 905,271 | .0243 | 559,190 | .0307 | .0281 | .0423 | .0334 | .0254 |
| Johnson | 18.3 | .0072 | 5.0 | 28 | 97.2 | 7.2 | .0076 | 188,211 | .0050 | 112,422 | .0061 | .0058 | .0100 | .0094 | .0050 |
| Lafayette | 9.5 | .0037 | −7.0 | 18 | 61.5 | 3.6 | .0039 | 78,967 | .0021 | 26,289 | .0015 | .0023 | .0067 | .0034 | .0018 |
| Lawrence | 17.1 | .0068 | −7.3 | 29 | 98.6 | 6.7 | .0071 | 150,305 | .0041 | 95,122 | .0052 | .0049 | .0114 | .0077 | .0038 |
| Lee | 12.7 | .0050 | −18.3 | 21 | 41.6 | 4.5 | .0048 | 88,624 | .0024 | 33,552 | .0019 | .0027 | .0088 | .0045 | .0017 |
| Lincoln | 13.9 | .0055 | 4.0 | 25 | 63.1 | 3.8 | .0041 | 118,163 | .0031 | 18,106 | .0009 | .0030 | .0054 | .0036 | .0022 |
| Little River | 14.0 | .0055 | .3 | 26 | 78.6 | 5.2 | .0055 | 170,462 | .0046 | 63,002 | .0035 | .0044 | .0064 | .0053 | .0038 |
| Logan | 20.7 | .0081 | 2.8 | 29 | 98.0 | 7.6 | .0082 | 187,044 | .0050 | 92,257 | .0051 | .0057 | .0107 | .0093 | .0050 |
| Lonoke | 40.4 | .0160 | 17.0 | 53 | 90.8 | 14.3 | .0152 | 447,235 | .0120 | 158,822 | .0087 | .0118 | .0158 | .0160 | .0110 |
| Madison | 11.8 | .0046 | 3.8 | 14 | 98.5 | 4.5 | .0048 | 111,472 | .0030 | 40,709 | .0022 | .0031 | .0054 | .0056 | .0024 |
| Marion | 12.4 | .0049 | 9.4 | 21 | 99.3 | 5.1 | .0055 | 127,940 | .0034 | 29,845 | .0017 | .0032 | .0069 | .0062 | .0027 |
| Miller | 38.7 | .0153 | 2.5 | 62 | 77.0 | 14.4 | .0153 | 407,038 | .0109 | 226,820 | .0124 | .0122 | .0225 | .0155 | .0099 |
| Mississippi | 57.1 | .0225 | −4.1 | 64 | 71.0 | 20.3 | .0217 | 567,634 | .0153 | 293,557 | .0161 | .0169 | .0280 | .0240 | .0140 |
| Monroe | 10.9 | .0043 | −22.4 | 18 | 60.8 | 4.2 | .0045 | 90,733 | .0024 | 65,513 | .0036 | .0032 | .0079 | .0049 | .0023 |
| Montgomery | 7.9 | .0031 | 1.7 | 10 | 98.5 | 3.1 | .0033 | 71,358 | .0019 | 24,887 | .0014 | .0020 | .0046 | .0039 | .0015 |
| Nevada | 9.9 | .0039 | −10.8 | 16 | 67.8 | 3.8 | .0041 | 111,373 | .0030 | 32,593 | .0018 | .0029 | .0050 | .0041 | .0026 |
| Newton | 7.8 | .0031 | .6 | 9 | 99.0 | 2.8 | .0030 | 60,128 | .0016 | 9,311 | .0005 | .0015 | .0043 | .0032 | .0012 |
| Ouachita | 30.8 | .0121 | .8 | 42 | 64.6 | 11.8 | .0125 | 315,793 | .0085 | 198,165 | .0109 | .0099 | .0184 | .0133 | .0095 |
| Perry | 8.1 | .0032 | 11.5 | 15 | 97.8 | 3.1 | .0034 | 84,931 | .0023 | 26,956 | .0015 | .0022 | .0038 | .0037 | .0019 |
| Phillips | 27.8 | .0110 | −20.1 | 40 | 44.6 | 9.8 | .0104 | 198,296 | .0053 | 145,585 | .0079 | .0072 | .0190 | .0113 | .0054 |
| Pike | 10.2 | .0040 | −1.7 | 17 | 95.6 | 3.9 | .0042 | 105,412 | .0028 | 48,738 | .0027 | .0030 | .0054 | .0044 | .0023 |
| Poinsett | 24.6 | .0097 | −9.0 | 32 | 92.5 | 9.3 | .0099 | 238,676 | .0064 | 98,930 | .0055 | .0068 | .0136 | .0105 | .0052 |
| Polk | 17.5 | .0069 | 2.9 | 20 | 98.6 | 6.9 | .0074 | 180,563 | .0048 | 85,298 | .0046 | .0054 | .0098 | .0084 | .0041 |
| Pope | 46.8 | .0185 | 20.1 | 58 | 96.3 | 17.4 | .0186 | 586,475 | .0158 | 369,987 | .0204 | .0175 | .0210 | .0211 | .0161 |
| Prairie | 9.5 | .0037 | −6.3 | 15 | 86.0 | 3.7 | .0039 | 85,362 | .0023 | 37,690 | .0020 | .0026 | .0055 | .0043 | .0020 |
| Pulaski | 351.1 | .1384 | 3.1 | 455 | 72.0 | 137.9 | .1472 | 5,217,004 | .1399 | 3,392,017 | .1863 | .1534 | .1493 | .1654 | .1586 |
| Randolph | 16.5 | .0065 | −2.0 | 25 | 98.6 | 6.4 | .0068 | 138,901 | .0037 | 78,723 | .0043 | .0045 | .0111 | .0080 | .0035 |
| St. Francis | 28.1 | .0111 | −8.9 | 44 | 51.6 | 9.9 | .0106 | 228,164 | .0061 | 144,003 | .0077 | .0077 | .0172 | .0110 | .0067 |
| Saline | 66.6 | .0263 | 25.3 | 92 | 97.1 | 24.0 | .0256 | 818,708 | .0220 | 271,146 | .0149 | .0207 | .0223 | .0250 | .0217 |
| Scott | 10.4 | .0041 | 7.4 | 12 | 98.4 | 4.0 | .0043 | 99,513 | .0026 | 38,300 | .0021 | .0028 | .0058 | .0046 | .0024 |
| Searcy | 7.6 | .0030 | −14.1 | 11 | 98.8 | 3.1 | .0033 | 62,571 | .0017 | 27,280 | .0015 | .0019 | .0056 | .0037 | .0013 |
| Sebastian | 101.1 | .0398 | 6.2 | 188 | 89.3 | 39.9 | .0426 | 1,309,872 | .0351 | 973,832 | .0534 | .0415 | .0508 | .0521 | .0390 |
| Sevier | 13.6 | .0054 | −3.3 | 24 | 91.4 | 5.1 | .0054 | 135,601 | .0037 | 82,360 | .0046 | .0042 | .0077 | .0064 | .0032 |
| Sharp | 14.2 | .0056 | 2.8 | 23 | 98.6 | 5.9 | .0063 | 135,025 | .0036 | 75,357 | .0041 | .0042 | .0107 | .0079 | .0029 |
| Stone | 10.1 | .0040 | 11.9 | 17 | 99.1 | 4.0 | .0043 | 87,565 | .0023 | 40,565 | .0022 | .0027 | .0065 | .0050 | .0021 |
| Union | 46.5 | .0183 | −4.3 | 45 | 69.2 | 17.8 | .0190 | 552,382 | .0149 | 377,824 | .0208 | .0173 | .0259 | .0209 | .0159 |
| Van Buren | 14.3 | .0056 | 7.1 | 20 | 98.9 | 5.8 | .0062 | 139,208 | .0037 | 67,141 | .0037 | .0040 | .0086 | .0071 | .0045 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980-91 | Pop Per Sq. Mi. (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **ARKANSAS (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Washington | 116.6 | .0460 | 16.0 | 123 | 96.1 | 44.7 | .0477 | 1,432,692 | .0384 | 1,021,558 | .0560 | .0453 | .0563 | .0585 | .0403 |
| White | 55.6 | .0219 | 9.4 | 54 | 96.1 | 20.1 | .0215 | 617,964 | .0166 | 373,326 | .0205 | .0188 | .0281 | .0247 | .0156 |
| Woodruff | 9.2 | .0037 | -18.0 | 16 | 68.2 | 3.5 | .0037 | 73,929 | .0020 | 35,728 | .0020 | .0022 | .0062 | .0038 | .0016 |
| Yell | 18.1 | .0071 | 6.3 | 20 | 96.9 | 7.1 | .0076 | 187,128 | .0050 | 65,935 | .0036 | .0051 | .0095 | .0081 | .0042 |
| **TOTAL METRO COUNTIES** | **958.2** | **.3779** | **8.3** | **135** | **79.6** | **361.1** | **.3853** | **12,267,349** | **.3290** | **7,556,201** | **.4147** | **.3643** | **.4288** | **.4324** | **.3506** |
| **TOTAL STATE** | **2,374.8** | **.9363** | **3.9** | **46** | **83.0** | **901.8** | **.9627** | **27,340,008** | **.7332** | **15,583,945** | **.8556** | **.8105** | **1.1881** | **1.0737** | **.7414** |
| **CALIFORNIA** | | | | | | | | | | | | | | | |
| **ANAHEIM - SANTA ANA** | **2,510.6** | **.9899** | **29.9** | **3,179** | **86.7** | **852.1** | **.9096** | **47,229,731** | **1.2666** | **20,628,144** | **1.1326** | **1.1711** | **.6323** | **.7885** | **1.2238** |
| Orange | 2,510.6 | .9899 | 29.9 | 3,179 | 86.7 | 852.1 | .9096 | 47,229,731 | 1.2666 | 20,628,144 | 1.1326 | 1.1711 | .6323 | .7885 | 1.2238 |
| **BAKERSFIELD** | **581.5** | **.2293** | **44.3** | **71** | **88.3** | **193.3** | **.2063** | **7,082,784** | **.1900** | **3,524,939** | **.1935** | **.1988** | **.2080** | **.2149** | **.1893** |
| Kern | 581.5 | .2293 | 44.3 | 71 | 88.3 | 193.3 | .2063 | 7,082,784 | .1900 | 3,524,939 | .1935 | .1988 | .2080 | .2149 | .1893 |
| **CHICO** | **190.1** | **.0749** | **32.2** | **116** | **93.6** | **74.8** | **.0798** | **2,293,189** | **.0615** | **1,139,717** | **.0626** | **.0644** | **.0942** | **.0890** | **.0646** |
| Butte | 190.1 | .0749 | 32.2 | 116 | 93.6 | 74.8 | .0798 | 2,293,189 | .0615 | 1,139,717 | .0626 | .0644 | .0942 | .0890 | .0646 |
| **FRESNO** | **709.4** | **.2797** | **37.8** | **119** | **83.9** | **233.7** | **.2495** | **8,321,091** | **.2232** | **4,370,916** | **.2400** | **.2395** | **.2683** | **.2711** | **.2327** |
| Fresno | 709.4 | .2797 | 37.8 | 119 | 83.9 | 233.7 | .2495 | 8,321,091 | .2232 | 4,370,916 | .2400 | .2395 | .2683 | .2711 | .2327 |
| **LOS ANGELES - LONG BEACH** | **9,087.0** | **3.5828** | **21.5** | **2,238** | **76.2** | **3,049.0** | **3.2547** | **140,872,315** | **3.7778** | **64,813,335** | **3.5584** | **3.6730** | **3.0378** | **3.1057** | **3.8246** |
| Los Angeles | 9,087.0 | 3.5828 | 21.5 | 2,238 | 76.2 | 3,049.0 | 3.2547 | 140,872,315 | 3.7778 | 64,813,335 | 3.5584 | 3.6730 | 3.0378 | 3.1057 | 3.8246 |
| ***LOS ANGELES - ANAHEIM - RIVERSIDE CONSOLIDATED AREA*** | ***15,109.6*** | ***5.9575*** | ***31.4*** | ***445*** | ***80.6*** | ***5,064.4*** | ***5.4062*** | ***238,430,870*** | ***6.3942*** | ***107,630,942*** | ***5.9092*** | ***6.1611*** | ***4.7543*** | ***5.0584*** | ***6.3150*** |
| **MERCED** | **186.7** | **.0736** | **38.8** | **97** | **84.7** | **57.5** | **.0613** | **1,980,038** | **.0531** | **864,597** | **.0474** | **.0555** | **.0659** | **.0690** | **.0487** |
| Merced | 186.7 | .0736 | 38.8 | 97 | 84.7 | 57.5 | .0613 | 1,980,038 | .0531 | 864,597 | .0474 | .0555 | .0659 | .0690 | .0487 |
| **MODESTO** | **394.6** | **.1556** | **48.4** | **264** | **91.3** | **132.9** | **.1419** | **4,996,588** | **.1340** | **2,543,335** | **.1396** | **.1400** | **.1455** | **.1485** | **.1371** |
| Stanislaus | 394.6 | .1556 | 48.4 | 264 | 91.3 | 132.9 | .1419 | 4,996,588 | .1340 | 2,543,335 | .1396 | .1400 | .1455 | .1485 | .1371 |
| **OAKLAND** | **2,149.1** | **.8474** | **22.0** | **1,474** | **70.7** | **800.4** | **.8544** | **39,344,321** | **1.0551** | **16,032,480** | **.8802** | **.9611** | **.6984** | **.7262** | **1.0038** |
| Alameda | 1,311.9 | .5173 | 18.7 | 1,779 | 64.9 | 488.3 | .5212 | 22,610,682 | .6063 | 9,985,114 | .5482 | .5711 | .4500 | .4639 | .5896 |
| Contra Costa | 837.2 | .3301 | 27.6 | 1,162 | 79.7 | 312.1 | .3332 | 16,733,639 | .4488 | 6,047,366 | .3320 | .3900 | .2484 | .2623 | .4142 |
| **OXNARD - VENTURA** | **688.3** | **.2714** | **30.1** | **373** | **91.1** | **221.8** | **.2368** | **11,792,391** | **.3163** | **5,313,922** | **.2917** | **.2998** | **.1696** | **.2078** | **.2876** |
| Ventura | 688.3 | .2714 | 30.1 | 373 | 91.1 | 221.8 | .2368 | 11,792,391 | .3163 | 5,313,922 | .2917 | .2998 | .1696 | .2078 | .2876 |
| **REDDING** | **156.4** | **.0617** | **35.3** | **41** | **94.5** | **59.6** | **.0637** | **1,924,084** | **.0516** | **1,125,579** | **.0618** | **.0567** | **.0769** | **.0709** | **.0535** |
| Shasta | 156.4 | .0617 | 35.3 | 41 | 94.5 | 59.6 | .0637 | 1,924,084 | .0516 | 1,125,579 | .0618 | .0567 | .0769 | .0709 | .0535 |
| **RIVERSIDE - SAN BERNARDINO** | **2,823.7** | **1.1134** | **81.2** | **104** | **87.1** | **941.5** | **1.0051** | **38,536,433** | **1.0335** | **16,875,541** | **.9265** | **1.0172** | **.9146** | **.9564** | **.9790** |
| Riverside | 1,290.0 | .5087 | 94.5 | 179 | 89.1 | 441.3 | .4711 | 18,341,321 | .4919 | 7,572,457 | .4157 | .4723 | .4296 | .4434 | .4471 |
| San Bernardino | 1,533.7 | .6047 | 71.4 | 76 | 85.4 | 500.2 | .5340 | 20,195,112 | .5416 | 9,303,084 | .5108 | .5449 | .4850 | .5130 | .5319 |
| **SACRAMENTO** | **1,569.8** | **.6189** | **42.7** | **308** | **83.2** | **588.7** | **.6283** | **24,204,237** | **.6490** | **11,512,164** | **.6321** | **.6383** | **.5651** | **.6130** | **.6499** |
| El Dorado | 136.6 | .0539 | 59.2 | 80 | 96.3 | 50.7 | .0541 | 2,163,684 | .0580 | 771,293 | .0424 | .0525 | .0466 | .0495 | .0532 |
| Placer | 186.4 | .0735 | 59.0 | 133 | 95.9 | 69.2 | .0738 | 3,218,754 | .0863 | 1,580,019 | .0867 | .0839 | .0643 | .0688 | .0791 |
| Sacramento | 1,098.8 | .4332 | 40.3 | 1,138 | 78.9 | 415.5 | .4435 | 16,821,845 | .4511 | 8,301,894 | .4558 | .4491 | .3920 | .4376 | .4723 |
| Yolo | 148.0 | .0583 | 30.5 | 146 | 86.7 | 53.3 | .0569 | 1,999,954 | .0536 | 858,958 | .0472 | .0528 | .0622 | .0571 | .0453 |
| **SALINAS - SEASIDE - MONTEREY** | **367.4** | **.1448** | **26.5** | **111** | **83.4** | **115.9** | **.1237** | **5,255,401** | **.1409** | **2,334,631** | **.1282** | **.1379** | **.0980** | **.1254** | **.1383** |
| Monterey | 367.4 | .1448 | 26.5 | 111 | 83.4 | 115.9 | .1237 | 5,255,401 | .1409 | 2,334,631 | .1282 | .1379 | .0980 | .1254 | .1383 |
| **SAN DIEGO** | **2,604.4** | **1.0268** | **39.9** | **619** | **83.7** | **920.6** | **.9827** | **40,840,447** | **1.0952** | **18,711,578** | **1.0273** | **1.0612** | **.8284** | **.9670** | **1.1191** |
| San Diego | 2,604.4 | 1.0268 | 39.9 | 619 | 83.7 | 920.6 | .9827 | 40,840,447 | 1.0952 | 18,711,578 | 1.0273 | 1.0612 | .8284 | .9670 | 1.1191 |
| **SAN FRANCISCO** | **1,631.2** | **.6432** | **9.6** | **1,606** | **70.4** | **648.7** | **.6925** | **33,999,308** | **.9116** | **15,334,642** | **.8419** | **.8371** | **.5884** | **.6163** | **.9379** |
| Marin | 235.9 | .0931 | 6.0 | 454 | 91.4 | 97.3 | .1038 | 6,395,044 | .1714 | 2,355,440 | .1293 | .1431 | .0786 | .0866 | .1519 |
| San Francisco | 726.5 | .2865 | 7.0 | 15,557 | 58.1 | 304.0 | .3246 | 13,633,787 | .3656 | 6,749,675 | .3706 | .3513 | .3124 | .3046 | .4109 |
| San Mateo | 668.8 | .2636 | 13.9 | 1,489 | 76.4 | 247.4 | .2641 | 13,970,477 | .3746 | 6,229,527 | .3420 | .3427 | .1974 | .2251 | .3751 |
| ***SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA*** | ***6,434.8*** | ***2.5372*** | ***19.9*** | ***873*** | ***74.9*** | ***2,380.6*** | ***2.5413*** | ***121,135,691*** | ***3.2484*** | ***51,555,182*** | ***2.8305*** | ***2.9808*** | ***2.0302*** | ***2.1939*** | ***3.1998*** |
| **SAN JOSE** | **1,532.8** | **.6043** | **18.4** | **1,187** | **76.9** | **527.4** | **.5630** | **29,822,214** | **.7998** | **12,321,308** | **.6765** | **.7236** | **.3809** | **.4558** | **.8022** |
| Santa Clara | 1,532.8 | .6043 | 18.4 | 1,187 | 76.9 | 527.4 | .5630 | 29,822,214 | .7998 | 12,321,308 | .6765 | .7236 | .3809 | .4558 | .8022 |
| **SANTA BARBARA - SANTA MARIA - LOMPOC** | **378.8** | **.1494** | **26.8** | **138** | **90.8** | **132.3** | **.1412** | **6,272,008** | **.1682** | **2,847,563** | **.1564** | **.1609** | **.1311** | **.1369** | **.1685** |
| Santa Barbara | 378.8 | .1494 | 26.8 | 138 | 90.8 | 132.3 | .1412 | 6,272,008 | .1682 | 2,847,563 | .1564 | .1609 | .1311 | .1369 | .1685 |
| **SANTA CRUZ** | **234.5** | **.0925** | **24.6** | **526** | **93.6** | **84.6** | **.0903** | **3,967,845** | **.1064** | **1,899,989** | **.1043** | **.1030** | **.0818** | **.0851** | **.0944** |
| Santa Cruz | 234.5 | .0925 | 24.6 | 526 | 93.6 | 84.6 | .0903 | 3,967,845 | .1064 | 1,899,989 | .1043 | .1030 | .0818 | .0851 | .0944 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES | | | | | | | | | | | | | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980-91 | Pop. Per Sq. Mi. (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **CALIFORNIA (continued)** | | | | | | | | | | | | | | | |
| **SANTA ROSA - PETALUMA** | **407.7** | **.1607** | **36.0** | **259** | **94.3** | **156.0** | **.1665** | **6,854,566** | **.1838** | **3,181,423** | **.1747** | **.1764** | **.1460** | **.1572** | **.1820** |
| Sonoma | 407.7 | .1607 | 36.0 | 259 | 94.3 | 156.0 | .1665 | 6,854,566 | .1838 | 3,181,423 | .1747 | .1764 | .1460 | .1572 | .1820 |
| **STOCKTON** | **501.7** | **.1978** | **44.4** | **359** | **79.8** | **163.6** | **.1746** | **6,294,426** | **.1688** | **3,024,262** | **.1661** | **.1738** | **.1743** | **.1768** | **.1674** |
| San Joaquin | 501.7 | .1978 | 44.4 | 359 | 79.8 | 163.6 | .1746 | 6,294,426 | .1688 | 3,024,262 | .1661 | .1738 | .1743 | .1768 | .1674 |
| **VALLEJO - FAIRFIELD - NAPA** | **479.5** | **.1891** | **43.4** | **303** | **76.8** | **163.5** | **.1746** | **7,147,437** | **.1917** | **2,785,340** | **.1529** | **.1796** | **.1347** | **.1533** | **.1795** |
| Napa | 114.3 | .0451 | 15.2 | 152 | 94.6 | 42.5 | .0454 | 1,956,144 | .0524 | 733,768 | .0403 | .0474 | .0366 | .0407 | .0455 |
| Solano | 365.2 | .1440 | 55.3 | 441 | 71.2 | 121.0 | .1292 | 5,191,293 | .1393 | 2,051,572 | .1126 | .1322 | .0981 | .1126 | .1340 |
| **VISALIA - TULARE - PORTERVILLE** | **328.1** | **.1293** | **33.5** | **68** | **91.2** | **102.3** | **.1092** | **3,500,503** | **.0939** | **1,658,574** | **.0911** | **.1001** | **.1276** | **.1195** | **.0926** |
| Tulare | 328.1 | .1293 | 33.5 | 68 | 91.2 | 102.3 | .1092 | 3,500,503 | .0939 | 1,658,574 | .0911 | .1001 | .1276 | .1195 | .0926 |
| **YUBA CITY** | **129.1** | **.0510** | **26.6** | **105** | **84.8** | **45.2** | **.0483** | **1,472,248** | **.0394** | **685,556** | **.0377** | **.0412** | **.0566** | **.0544** | **.0378** |
| Sutter | 68.3 | .0270 | 30.7 | 113 | 86.0 | 24.5 | .0262 | 859,099 | .0230 | 423,486 | .0233 | .0239 | .0311 | .0284 | .0237 |
| Yuba | 60.8 | .0240 | 22.3 | 96 | 83.5 | 20.7 | .0221 | 613,149 | .0164 | 262,070 | .0144 | .0173 | .0255 | .0260 | .0141 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Alameda | 1,311.9 | .5173 | 18.7 | 1,779 | 64.9 | 488.3 | .5212 | 22,610,682 | .6063 | 9,985,114 | .5482 | .5711 | .4500 | .4639 | .5896 |
| Alpine | 1.1 | .0004 | .3 | 1 | 71.4 | .4 | .0005 | 14,700 | .0004 | 1,812 | .0001 | .0003 | .0003 | .0003 | .0003 |
| Amador | 33.4 | .0132 | 72.9 | 56 | 91.0 | 11.7 | .0125 | 498,528 | .0134 | 165,875 | .0091 | .0121 | .0120 | .0118 | .0115 |
| Butte | 190.1 | .0749 | 32.2 | 116 | 93.6 | 74.8 | .0798 | 2,293,189 | .0615 | 1,139,717 | .0626 | .0644 | .0942 | .0890 | .0646 |
| Calaveras | 35.0 | .0138 | 69.0 | 34 | 96.4 | 13.9 | .0149 | 474,135 | .0127 | 128,276 | .0071 | .0113 | .0132 | .0141 | .0118 |
| Colusa | 16.9 | .0067 | 32.1 | 15 | 94.4 | 5.8 | .0061 | 209,574 | .0056 | 73,027 | .0040 | .0054 | .0068 | .0072 | .0042 |
| Contra Costa | 837.2 | .3301 | 27.6 | 1,162 | 79.7 | 312.1 | .3332 | 16,733,639 | .4488 | 6,047,366 | .3320 | .3900 | .2484 | .2623 | .4142 |
| Del Norte | 26.5 | .0104 | 45.5 | 26 | 87.3 | 8.7 | .0093 | 284,074 | .0076 | 113,806 | .0062 | .0077 | .0112 | .0096 | .0066 |
| El Dorado | 136.6 | .0539 | 59.2 | 80 | 96.3 | 50.7 | .0541 | 2,163,684 | .0580 | 771,293 | .0424 | .0525 | .0466 | .0495 | .0532 |
| Fresno | 709.4 | .2797 | 37.8 | 119 | 83.9 | 233.7 | .2495 | 8,321,091 | .2232 | 4,370,916 | .2400 | .2395 | .2683 | .2711 | .2327 |
| Glenn | 25.5 | .0100 | 19.4 | 19 | 93.2 | 9.1 | .0097 | 276,905 | .0074 | 101,589 | .0055 | .0074 | .0117 | .0103 | .0065 |
| Humboldt | 122.9 | .0485 | 13.2 | 34 | 91.4 | 48.0 | .0512 | 1,506,803 | .0404 | 793,807 | .0436 | .0430 | .0618 | .0560 | .0424 |
| Imperial | 116.6 | .0460 | 26.6 | 28 | 92.9 | 34.0 | .0363 | 1,082,962 | .0290 | 586,153 | .0322 | .0333 | .0474 | .0391 | .0294 |
| Inyo | 18.5 | .0072 | 3.4 | 2 | 88.1 | 7.7 | .0083 | 257,420 | .0069 | 157,985 | .0087 | .0076 | .0092 | .0095 | .0065 |
| Kern | 581.5 | .2293 | 44.3 | 71 | 88.3 | 193.3 | .2063 | 7,082,784 | .1900 | 3,524,939 | .1935 | .1988 | .2080 | .2149 | .1893 |
| Kings | 106.5 | .0420 | 44.4 | 77 | 85.0 | 30.5 | .0326 | 1,123,014 | .0301 | 423,606 | .0233 | .0305 | .0322 | .0353 | .0271 |
| Lake | 53.5 | .0211 | 47.1 | 43 | 94.3 | 22.1 | .0235 | 636,671 | .0171 | 280,635 | .0154 | .0174 | .0299 | .0249 | .0142 |
| Lassen | 29.1 | .0115 | 34.3 | 6 | 88.8 | 8.9 | .0096 | 347,407 | .0093 | 123,580 | .0068 | .0090 | .0100 | .0101 | .0072 |
| Los Angeles | 9,087.0 | 3.5828 | 21.5 | 2,238 | 76.2 | 3,049.0 | 3.2547 | 140,872,315 | 3.7778 | 64,813,335 | 3.5584 | 3.6730 | 3.0378 | 3.1057 | 3.8246 |
| Madera | 97.1 | .0382 | 53.8 | 45 | 93.3 | 30.3 | .0324 | 1,050,880 | .0282 | 396,966 | .0218 | .0283 | .0338 | .0325 | .0250 |
| Marin | 235.9 | .0931 | 6.0 | 454 | 91.4 | 97.3 | .1038 | 6,395,044 | .1714 | 2,355,440 | .1293 | .1431 | .0786 | .0866 | .1519 |
| Mariposa | 15.3 | .0060 | 37.7 | 11 | 93.3 | 6.0 | .0064 | 201,697 | .0055 | 75,491 | .0042 | .0051 | .0068 | .0060 | .0051 |
| Mendocino | 82.9 | .0327 | 24.2 | 24 | 93.6 | 31.4 | .0336 | 1,052,726 | .0282 | 573,711 | .0315 | .0301 | .0404 | .0375 | .0281 |
| Merced | 186.7 | .0736 | 38.8 | 97 | 84.7 | 57.5 | .0613 | 1,980,038 | .0531 | 864,597 | .0474 | .0555 | .0659 | .0690 | .0487 |
| Modoc | 10.0 | .0039 | 16.1 | 3 | 94.1 | 3.8 | .0041 | 108,407 | .0029 | 39,827 | .0022 | .0029 | .0048 | .0044 | .0025 |
| Mono | 10.3 | .0041 | 20.1 | 3 | 94.3 | 4.1 | .0044 | 166,168 | .0045 | 81,297 | .0045 | .0044 | .0043 | .0044 | .0040 |
| Monterey | 367.4 | .1448 | 26.5 | 111 | 83.4 | 115.9 | .1237 | 5,255,401 | .1409 | 2,334,631 | .1282 | .1379 | .0980 | .1254 | .1383 |
| Napa | 114.3 | .0451 | 15.2 | 152 | 94.6 | 42.5 | .0454 | 1,956,144 | .0524 | 733,768 | .0403 | .0474 | .0366 | .0407 | .0455 |
| Nevada | 83.4 | .0329 | 61.5 | 87 | 97.8 | 32.7 | .0349 | 1,308,066 | .0351 | 494,632 | .0271 | .0322 | .0311 | .0328 | .0341 |
| Orange | 2,510.6 | .9899 | 29.9 | 3,179 | 86.7 | 852.1 | .9096 | 47,229,731 | 1.2666 | 20,628,144 | 1.1326 | 1.1711 | .6323 | .7885 | 1.2238 |
| Placer | 186.4 | .0735 | 59.0 | 133 | 95.9 | 69.2 | .0738 | 3,218,754 | .0863 | 1,580,019 | .0867 | .0839 | .0643 | .0688 | .0791 |
| Plumas | 20.5 | .0080 | 18.2 | 8 | 95.4 | 8.5 | .0091 | 265,573 | .0071 | 115,930 | .0064 | .0070 | .0103 | .0097 | .0063 |
| Riverside | 1,290.0 | .5087 | 94.5 | 179 | 89.1 | 441.3 | .4711 | 18,341,321 | .4919 | 7,572,457 | .4157 | .4723 | .4296 | .4434 | .4471 |
| Sacramento | 1,098.8 | .4332 | 40.3 | 1,138 | 78.9 | 415.5 | .4435 | 16,821,845 | .4511 | 8,301,894 | .4558 | .4491 | .3920 | .4376 | .4723 |
| San Benito | 38.5 | .0152 | 54.0 | 28 | 95.3 | 11.9 | .0127 | 510,113 | .0137 | 162,317 | .0089 | .0125 | .0095 | .0116 | .0119 |
| San Bernardino | 1,533.7 | .6047 | 71.4 | 76 | 85.4 | 500.2 | .5340 | 20,195,112 | .5416 | 9,303,084 | .5108 | .5449 | .4850 | .5130 | .5319 |
| San Diego | 2,604.4 | 1.0268 | 39.9 | 619 | 83.7 | 920.6 | .9827 | 40,840,447 | 1.0952 | 18,711,578 | 1.0273 | 1.0612 | .8284 | .9670 | 1.1191 |
| San Francisco | 726.5 | .2865 | 7.0 | 15,557 | 58.1 | 304.0 | .3246 | 13,633,787 | .3656 | 6,749,675 | .3706 | .3513 | .3124 | .3046 | .4109 |
| San Joaquin | 501.7 | .1978 | 44.4 | 359 | 79.8 | 163.6 | .1746 | 6,294,426 | .1688 | 3,024,262 | .1661 | .1738 | .1743 | .1768 | .1674 |
| San Luis Obispo | 224.9 | .0887 | 44.7 | 68 | 93.0 | 83.2 | .0888 | 3,422,809 | .0918 | 1,523,637 | .0836 | .0887 | .0856 | .0894 | .0828 |
| San Mateo | 668.8 | .2636 | 13.9 | 1,489 | 76.4 | 247.4 | .2641 | 13,970,477 | .3746 | 6,229,527 | .3420 | .3427 | .1974 | .2251 | .3751 |
| Santa Barbara | 378.8 | .1494 | 26.8 | 138 | 90.8 | 132.3 | .1412 | 6,272,008 | .1682 | 2,847,563 | .1564 | .1609 | .1311 | .1369 | .1685 |
| Santa Clara | 1,532.8 | .6043 | 18.4 | 1,187 | 76.9 | 527.4 | .5630 | 29,822,214 | .7998 | 12,321,308 | .6765 | .7236 | .3809 | .4558 | .8022 |
| Santa Cruz | 234.5 | .0925 | 24.6 | 526 | 93.6 | 84.6 | .0903 | 3,967,845 | .1064 | 1,899,989 | .1043 | .1030 | .0818 | .0851 | .0944 |
| Shasta | 156.4 | .0617 | 35.3 | 41 | 94.5 | 59.6 | .0637 | 1,924,084 | .0516 | 1,125,579 | .0618 | .0567 | .0769 | .0709 | .0535 |
| Sierra | 3.3 | .0013 | 7.4 | 3 | 97.1 | 1.3 | .0013 | 45,002 | .0012 | 9,386 | .0005 | .0010 | .0014 | .0013 | .0009 |
| Siskiyou | 44.5 | .0175 | 12.0 | 7 | 93.2 | 17.8 | .0190 | 516,787 | .0138 | 267,812 | .0147 | .0149 | .0253 | .0221 | .0127 |
| Solano | 365.2 | .1440 | 55.3 | 441 | 71.2 | 121.0 | .1292 | 5,191,293 | .1393 | 2,051,572 | .1126 | .1322 | .0981 | .1126 | .1340 |
| Sonoma | 407.7 | .1607 | 36.0 | 259 | 94.3 | 156.0 | .1665 | 6,854,566 | .1838 | 3,181,423 | .1747 | .1764 | .1460 | .1572 | .1820 |
| Stanislaus | 394.6 | .1556 | 48.4 | 264 | 91.3 | 132.9 | .1419 | 4,996,588 | .1340 | 2,543,335 | .1396 | .1400 | .1455 | .1485 | .1371 |
| Sutter | 68.3 | .0270 | 30.7 | 113 | 86.0 | 24.5 | .0262 | 859,099 | .0230 | 423,486 | .0233 | .0239 | .0311 | .0284 | .0237 |
| Tehama | 51.9 | .0204 | 33.5 | 18 | 96.3 | 19.6 | .0209 | 563,277 | .0151 | 306,467 | .0168 | .0167 | .0265 | .0247 | .0134 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980-91 | Pop Per Sq. Mi. (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes: EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **CALIFORNIA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Trinity | 13.3 | .0053 | 12.2 | 4 | 93.7 | 5.2 | .0055 | 138,618 | .0037 | 47,480 | .0026 | .0037 | .0074 | .0058 | .0032 |
| Tulare | 328.1 | .1293 | 33.5 | 68 | 91.2 | 102.3 | .1092 | 3,500,503 | .0939 | 1,658,574 | .0911 | .1001 | .1276 | .1195 | .0926 |
| Tuolumne | 51.2 | .0202 | 50.9 | 23 | 93.2 | 19.2 | .0205 | 683,728 | .0183 | 296,656 | .0163 | .0181 | .0208 | .0223 | .0179 |
| Ventura | 688.3 | .2714 | 30.1 | 373 | 91.1 | 221.8 | .2368 | 11,792,391 | .3163 | 5,313,922 | .2917 | .2998 | .1696 | .2078 | .2876 |
| Yolo | 148.0 | .0583 | 30.5 | 146 | 86.7 | 53.3 | .0569 | 1,999,954 | .0536 | 858,958 | .0472 | .0528 | .0622 | .0571 | .0453 |
| Yuba | 60.8 | .0240 | 22.3 | 96 | 83.5 | 20.7 | .0221 | 613,149 | .0164 | 262,070 | .0144 | .0173 | .0255 | .0260 | .0141 |
| **TOTAL METRO COUNTIES** | **29,642.4** | **11.6875** | **30.6** | **340** | **80.6** | **10,265.4** | **10.9580** | **474,003,605** | **12.7114** | **213,529,535** | **11.7235** | **12.2102** | **9.6244** | **10.3087** | **12.6143** |
| **TOTAL STATE** | **30,975.0** | **12.2127** | **30.9** | **199** | **81.2** | **10,741.2** | **11.4661** | **490,749,649** | **13.1604** | **220,871,295** | **12.1266** | **12.6608** | **10.1781** | **10.8414** | **13.0299** |
| **COLORADO** | | | | | | | | | | | | | | | |
| **BOULDER - LONGMONT** | **230.0** | **.0906** | **21.3** | **310** | **95.9** | **90.5** | **.0966** | **4,064,839** | **.1091** | **2,012,188** | **.1104** | **.1058** | **.0893** | **.0941** | **.1052** |
| Boulder | 230.0 | .0906 | 21.3 | 310 | 95.9 | 90.5 | .0966 | 4,064,839 | .1091 | 2,012,188 | .1104 | .1058 | .0893 | .0941 | .1052 |
| **COLORADO SPRINGS** | **414.9** | **.1635** | **34.1** | **195** | **88.8** | **154.1** | **.1645** | **5,736,053** | **.1538** | **2,900,348** | **.1592** | **.1574** | **.1424** | **.1823** | **.1639** |
| El Paso | 414.9 | .1635 | 34.1 | 195 | 88.8 | 154.1 | .1645 | 5,736,053 | .1538 | 2,900,348 | .1592 | .1574 | .1424 | .1823 | .1639 |
| **DENVER** | **1,652.8** | **.6516** | **15.7** | **439** | **90.4** | **662.1** | **.7069** | **28,086,848** | **.7534** | **13,431,097** | **.7372** | **.7281** | **.6363** | **.6876** | **.7704** |
| Adams | 268.3 | .1058 | 9.1 | 225 | 92.7 | 97.6 | .1042 | 3,517,089 | .0944 | 2,030,428 | .1114 | .1017 | .0935 | .1107 | .1048 |
| Arapahoe | 402.9 | .1588 | 37.4 | 502 | 89.9 | 159.8 | .1706 | 7,876,093 | .2113 | 4,165,218 | .2287 | .2059 | .1329 | .1695 | .1987 |
| Denver | 467.9 | .1845 | -5.0 | 3,052 | 82.5 | 211.2 | .2255 | 7,248,625 | .1944 | 3,769,495 | .2069 | .1961 | .2657 | .2392 | .2242 |
| Douglas | 65.5 | .0258 | 160.4 | 78 | 97.9 | 22.7 | .0243 | 1,441,002 | .0387 | 208,825 | .0114 | .0280 | .0111 | .0119 | .0287 |
| Jefferson | 448.2 | .1767 | 20.6 | 580 | 96.7 | 170.8 | .1823 | 8,004,039 | .2146 | 3,257,131 | .1788 | .1964 | .1331 | .1563 | .2140 |
| ***DENVER - BOULDER CONSOLIDATED AREA*** | ***1,882.8*** | ***.7422*** | ***16.3*** | ***418*** | ***91.1*** | ***752.6*** | ***.8035*** | ***32,151,687*** | ***.8625*** | ***15,443,285*** | ***.8476*** | ***.8339*** | ***.7256*** | ***.7817*** | ***.8756*** |
| **FORT COLLINS - LOVELAND** | **196.4** | **.0774** | **31.6** | **75** | **97.1** | **74.5** | **.0796** | **2,750,650** | **.0738** | **1,430,687** | **.0786** | **.0759** | **.0797** | **.0840** | **.0749** |
| Larimer | 196.4 | .0774 | 31.6 | 75 | 97.1 | 74.5 | .0796 | 2,750,650 | .0738 | 1,430,687 | .0786 | .0759 | .0797 | .0840 | .0749 |
| **GREELEY** | **133.6** | **.0527** | **8.2** | **33** | **97.8** | **48.1** | **.0514** | **1,605,796** | **.0430** | **697,313** | **.0383** | **.0437** | **.0544** | **.0528** | **.0399** |
| Weld | 133.6 | .0527 | 8.2 | 33 | 97.8 | 48.1 | .0514 | 1,605,796 | .0430 | 697,313 | .0383 | .0437 | .0544 | .0528 | .0399 |
| **PUEBLO** | **124.1** | **.0489** | **-1.5** | **52** | **96.4** | **47.6** | **.0508** | **1,333,943** | **.0358** | **806,986** | **.0443** | **.0409** | **.0671** | **.0576** | **.0386** |
| Pueblo | 124.1 | .0489 | -1.5 | 52 | 96.4 | 47.6 | .0508 | 1,333,943 | .0358 | 806,986 | .0443 | .0409 | .0671 | .0576 | .0386 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Adams | 268.3 | .1058 | 9.1 | 225 | 92.7 | 97.6 | .1042 | 3,517,089 | .0944 | 2,030,428 | .1114 | .1017 | .0935 | .1107 | .1048 |
| Alamosa | 14.1 | .0056 | 19.5 | 20 | 97.2 | 4.9 | .0052 | 137,121 | .0036 | 101,354 | .0056 | .0047 | .0075 | .0061 | .0036 |
| Arapahoe | 402.9 | .1588 | 37.4 | 502 | 89.9 | 159.8 | .1706 | 7,876,093 | .2113 | 4,165,218 | .2287 | .2059 | .1329 | .1695 | .1987 |
| Archuleta | 5.5 | .0022 | 50.1 | 4 | 96.7 | 2.1 | .0022 | 62,968 | .0016 | 39,095 | .0021 | .0020 | .0032 | .0027 | .0019 |
| Baca | 4.5 | .0018 | -17.0 | 2 | 97.9 | 1.8 | .0020 | 40,960 | .0011 | 20,805 | .0012 | .0012 | .0027 | .0021 | .0011 |
| Bent | 4.8 | .0019 | -19.3 | 3 | 97.8 | 1.8 | .0019 | 44,784 | .0012 | 12,549 | .0007 | .0012 | .0027 | .0019 | .0009 |
| Boulder | 230.0 | .0906 | 21.3 | 310 | 95.9 | 90.5 | .0966 | 4,064,839 | .1091 | 2,012,188 | .1104 | .1058 | .0893 | .0941 | .1052 |
| Chaffee | 12.7 | .0050 | -4.0 | 13 | 96.9 | 4.8 | .0051 | 147,826 | .0039 | 75,996 | .0042 | .0042 | .0059 | .0059 | .0036 |
| Cheyenne | 2.4 | .0010 | 11.5 | 1 | 99.5 | .9 | .0010 | 31,084 | .0009 | 5,952 | .0003 | .0007 | .0007 | .0009 | .0006 |
| Clear Creek | 7.6 | .0030 | 4.0 | 19 | 98.7 | 3.1 | .0033 | 124,621 | .0033 | 29,024 | .0016 | .0027 | .0028 | .0026 | .0028 |
| Conejos | 7.5 | .0029 | -3.8 | 6 | 99.1 | 2.6 | .0028 | 51,471 | .0014 | 16,952 | .0010 | .0016 | .0045 | .0030 | .0010 |
| Costilla | 3.2 | .0013 | 4.2 | 3 | 97.4 | 1.2 | .0012 | 26,457 | .0007 | 2,102 | .0001 | .0007 | .0019 | .0012 | .0005 |
| Crowley | 4.5 | .0018 | 50.6 | 6 | 89.2 | 1.3 | .0014 | 33,699 | .0009 | 5,530 | .0003 | .0008 | .0019 | .0015 | .0006 |
| Custer | 1.9 | .0007 | 24.3 | 3 | 98.2 | .8 | .0009 | 24,722 | .0007 | 5,506 | .0003 | .0007 | .0009 | .0009 | .0005 |
| Delta | 20.7 | .0082 | -2.5 | 18 | 98.7 | 8.2 | .0087 | 210,306 | .0056 | 77,912 | .0043 | .0057 | .0117 | .0097 | .0047 |
| Denver | 467.9 | .1845 | -5.0 | 3,052 | 82.5 | 211.2 | .2255 | 7,248,625 | .1944 | 3,769,495 | .2069 | .1961 | .2657 | .2392 | .2242 |
| Dolores | 1.5 | .0006 | -9.5 | 1 | 97.1 | .6 | .0006 | 16,243 | .0004 | 4,639 | .0003 | .0004 | .0008 | .0007 | .0005 |
| Douglas | 65.5 | .0258 | 160.4 | 78 | 97.9 | 22.7 | .0243 | 1,441,002 | .0387 | 208,825 | .0114 | .0280 | .0111 | .0119 | .0287 |
| Eagle | 22.9 | .0090 | 71.9 | 14 | 98.6 | 8.7 | .0093 | 428,314 | .0114 | 272,319 | .0150 | .0121 | .0075 | .0101 | .0155 |
| Elbert | 10.0 | .0040 | 46.0 | 5 | 98.2 | 3.5 | .0037 | 137,286 | .0037 | 15,770 | .0009 | .0028 | .0023 | .0030 | .0030 |
| El Paso | 414.9 | .1635 | 34.1 | 195 | 88.8 | 154.1 | .1645 | 5,736,053 | .1538 | 2,900,348 | .1592 | .1574 | .1424 | .1823 | .1639 |
| Fremont | 33.4 | .0132 | 16.5 | 22 | 95.6 | 12.1 | .0129 | 337,247 | .0091 | 119,324 | .0066 | .0090 | .0168 | .0139 | .0072 |
| Garfield | 31.2 | .0123 | 38.6 | 11 | 98.5 | 11.8 | .0126 | 436,345 | .0117 | 259,384 | .0142 | .0127 | .0127 | .0139 | .0112 |
| Gilpin | 3.1 | .0012 | 27.0 | 21 | 97.9 | 1.3 | .0014 | 44,771 | .0012 | 6,322 | .0003 | .0009 | .0008 | .0011 | .0011 |
| Grand | 7.9 | .0032 | 5.7 | 4 | 98.9 | 3.1 | .0033 | 107,538 | .0029 | 64,136 | .0036 | .0032 | .0036 | .0038 | .0029 |
| Gunnison | 10.3 | .0040 | -3.6 | 3 | 98.0 | 3.8 | .0041 | 122,805 | .0033 | 66,479 | .0036 | .0036 | .0048 | .0044 | .0030 |
| Hinsdale | .5 | .0002 | 22.5 | 0 | 99.2 | .2 | .0002 | 5,853 | .0001 | 3,263 | .0002 | .0001 | .0002 | .0002 | .0001 |
| Huerfano | 5.8 | .0023 | -9.9 | 4 | 97.7 | 2.4 | .0025 | 54,721 | .0015 | 22,890 | .0013 | .0016 | .0041 | .0028 | .0012 |
| Jackson | 1.6 | .0006 | -14.1 | 1 | 97.8 | .6 | .0007 | 17,394 | .0005 | 6,077 | .0003 | .0004 | .0005 | .0008 | .0004 |
| Jefferson | 448.2 | .1767 | 20.6 | 580 | 96.7 | 170.8 | .1823 | 8,004,039 | .2146 | 3,257,131 | .1788 | .1964 | .1331 | .1563 | .2140 |
| Kiowa | 1.7 | .0007 | -12.2 | 1 | 99.2 | .7 | .0007 | 19,108 | .0005 | 3,395 | .0002 | .0004 | .0009 | .0006 | .0004 |
| Kit Carson | 7.1 | .0028 | -6.6 | 3 | 99.2 | 2.8 | .0030 | 81,109 | .0022 | 47,075 | .0026 | .0024 | .0039 | .0032 | .0022 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES | | | | | | | | | | | | | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980-91 | Pop. Per Sq. Mi. (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **COLORADO (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Lake | 5.7 | .0023 | −35.5 | 15 | 98.3 | 2.3 | .0025 | 65,869 | .0018 | 22,622 | .0012 | .0018 | .0026 | .0030 | .0014 |
| La Plata | 33.0 | .0130 | 21.3 | 20 | 93.7 | 12.3 | .0131 | 431,609 | .0115 | 260,604 | .0143 | .0126 | .0156 | .0151 | .0117 |
| Larimer | 196.4 | .0774 | 31.6 | 75 | 97.1 | 74.5 | .0796 | 2,750,650 | .0738 | 1,430,687 | .0786 | .0759 | .0797 | .0840 | .0749 |
| Las Animas | 13.6 | .0054 | −8.7 | 3 | 97.9 | 5.4 | .0057 | 134,329 | .0036 | 63,287 | .0035 | .0041 | .0089 | .0062 | .0030 |
| Lincoln | 4.5 | .0017 | −3.5 | 2 | 98.9 | 1.8 | .0019 | 48,865 | .0013 | 41,249 | .0022 | .0015 | .0022 | .0025 | .0012 |
| Logan | 17.1 | .0068 | −13.6 | 9 | 99.3 | 6.8 | .0073 | 193,801 | .0052 | 117,187 | .0065 | .0060 | .0082 | .0086 | .0054 |
| Mesa | 95.3 | .0376 | 16.9 | 29 | 98.0 | 37.3 | .0398 | 1,198,117 | .0321 | 640,463 | .0351 | .0341 | .0445 | .0442 | .0317 |
| Mineral | .5 | .0002 | −37.8 | 1 | 98.8 | .2 | .0002 | 4,796 | .0002 | 3,330 | .0002 | .0001 | .0002 | .0005 | .0002 |
| Moffat | 11.0 | .0043 | −16.3 | 2 | 98.7 | 4.0 | .0043 | 134,952 | .0036 | 62,821 | .0035 | .0037 | .0050 | .0037 | .0036 |
| Montezuma | 18.6 | .0073 | 12.7 | 9 | 87.9 | 6.7 | .0071 | 201,367 | .0054 | 127,400 | .0069 | .0062 | .0085 | .0079 | .0051 |
| Montrose | 24.6 | .0097 | 1.0 | 11 | 98.8 | 9.5 | .0102 | 273,124 | .0073 | 157,478 | .0087 | .0083 | .0132 | .0120 | .0076 |
| Morgan | 22.0 | .0087 | −2.3 | 17 | 98.2 | 8.2 | .0087 | 257,905 | .0069 | 100,411 | .0055 | .0069 | .0098 | .0095 | .0062 |
| Otero | 20.0 | .0079 | −11.4 | 16 | 97.2 | 7.5 | .0081 | 193,613 | .0052 | 88,177 | .0048 | .0056 | .0116 | .0082 | .0048 |
| Ouray | 2.4 | .0009 | 24.7 | 4 | 99.2 | .9 | .0009 | 26,753 | .0007 | 13,062 | .0008 | .0007 | .0010 | .0011 | .0008 |
| Park | 7.6 | .0030 | 42.5 | 3 | 98.4 | 2.9 | .0031 | 101,888 | .0028 | 15,126 | .0008 | .0023 | .0020 | .0024 | .0024 |
| Phillips | 4.2 | .0017 | −7.5 | 6 | 99.8 | 1.7 | .0018 | 44,775 | .0012 | 21,115 | .0012 | .0012 | .0022 | .0022 | .0011 |
| Pitkin | 13.1 | .0052 | 26.7 | 13 | 98.1 | 6.1 | .0065 | 355,528 | .0095 | 230,394 | .0126 | .0097 | .0047 | .0076 | .0127 |
| Prowers | 13.3 | .0052 | 1.8 | 8 | 98.5 | 5.0 | .0054 | 134,871 | .0036 | 85,097 | .0047 | .0042 | .0073 | .0063 | .0041 |
| Pueblo | 124.1 | .0489 | −1.5 | 52 | 96.4 | 47.6 | .0508 | 1,333,943 | .0358 | 806,986 | .0443 | .0409 | .0671 | .0576 | .0386 |
| Rio Blanco | 5.8 | .0023 | −7.3 | 2 | 98.7 | 2.2 | .0023 | 76,978 | .0021 | 18,934 | .0010 | .0018 | .0024 | .0019 | .0016 |
| Rio Grande | 10.9 | .0043 | 3.7 | 12 | 98.8 | 4.0 | .0043 | 113,548 | .0030 | 50,977 | .0028 | .0033 | .0056 | .0054 | .0027 |
| Routt | 14.2 | .0056 | 5.9 | 6 | 99.2 | 5.6 | .0060 | 226,031 | .0061 | 148,199 | .0082 | .0065 | .0061 | .0064 | .0074 |
| Saguache | 4.8 | .0019 | 22.0 | 2 | 96.0 | 1.7 | .0018 | 39,641 | .0010 | 15,296 | .0008 | .0012 | .0030 | .0021 | .0007 |
| San Juan | .8 | .0003 | −4.0 | 2 | 9v.0 | .3 | .0003 | 8,512 | .0003 | 4,778 | .0003 | .0003 | .0003 | .0003 | .0002 |
| San Miguel | 3.9 | .0016 | 22.2 | 3 | 99.6 | 1.6 | .0017 | 72,268 | .0019 | 30,102 | .0016 | .0017 | .0015 | .0017 | .0019 |
| Sedgwick | 2.6 | .0010 | −20.4 | 5 | 97.7 | 1.1 | .0012 | 28,022 | .0007 | 21,079 | .0012 | .0010 | .0014 | .0017 | .0006 |
| Summit | 13.3 | .0052 | 50.3 | 22 | 98.3 | 5.4 | .0058 | 240,603 | .0065 | 202,356 | .0111 | .0075 | .0053 | .0069 | .0090 |
| Teller | 13.2 | .0052 | 64.3 | 24 | 98.4 | 5.0 | .0053 | 194,300 | .0052 | 56,160 | .0031 | .0047 | .0047 | .0045 | .0043 |
| Washington | 4.8 | .0019 | −9.5 | 2 | 99.5 | 1.9 | .0020 | 51,186 | .0014 | 12,205 | .0006 | .0011 | .0023 | .0022 | .0011 |
| Weld | 133.6 | .0527 | 8.2 | 33 | 97.8 | 48.1 | .0514 | 1,605,796 | .0430 | 697,313 | .0383 | .0437 | .0544 | .0528 | .0399 |
| Yuma | 8.9 | .0035 | −8.1 | 4 | 99.4 | 3.5 | .0037 | 100,862 | .0027 | 44,026 | .0024 | .0027 | .0044 | .0038 | .0025 |
| **TOTAL METRO COUNTIES** | **2,751.8** | **1.0847** | **18.3** | **176** | **91.7** | **1,076.9** | **1.1498** | **43,578,129** | **1.1689** | **21,278,619** | **1.1680** | **1.1518** | **1.0692** | **1.1584** | **1.1929** |
| **TOTAL STATE** | **3,367.9** | **1.3279** | **16.5** | **32** | **92.8** | **1,312.9** | **1.4015** | **51,276,995** | **1.3751** | **25,216,404** | **1.3844** | **1.3684** | **1.3590** | **1.4333** | **1.3984** |
| **CONNECTICUT** | | | | | | | | | | | | | | | |
| **BRIDGEPORT - STAMFORD - NORWALK - DANBURY** | **825.3** | **.3254** | **2.2** | **1,319** | **87.2** | **303.7** | **.3242** | **20,796,314** | **.5577** | **7,639,635** | **.4195** | **.4699** | **.2608** | **.2724** | **.4234** |
| Fairfield | 825.3 | .3254 | 2.2 | 1,319 | 87.2 | 303.7 | .3242 | 20,796,314 | .5577 | 7,639,635 | .4195 | .4699 | .2608 | .2724 | .4234 |
| **HARTFORD - NEW BRITAIN - MIDDLETOWN - BRISTOL** | **1,136.9** | **.4481** | **8.1** | **750** | **89.0** | **428.3** | **.4572** | **21,624,066** | **.5799** | **8,869,669** | **.4870** | **.5256** | **.3475** | **.3824** | **.5346** |
| Hartford | 859.6 | .3389 | 6.4 | 1,169 | 87.0 | 327.4 | .3495 | 16,365,234 | .4389 | 7,061,453 | .3877 | .4034 | .2736 | .3002 | .4198 |
| Middlesex | 145.8 | .0574 | 13.0 | 395 | 94.4 | 55.7 | .0594 | 2,987,466 | .0801 | 1,127,461 | .0619 | .0702 | .0411 | .0469 | .0669 |
| Tolland | 131.5 | .0518 | 14.5 | 321 | 95.7 | 45.2 | .0483 | 2,271,366 | .0609 | 680,755 | .0374 | .0520 | .0328 | .0353 | .0479 |
| **NEW HAVEN - WATERBURY - MERIDEN** | **812.0** | **.3202** | **6.7** | **1,340** | **87.7** | **307.5** | **.3283** | **14,432,431** | **.3870** | **6,350,742** | **.3487** | **.3622** | **.2902** | **.2824** | **.3627** |
| New Haven | 812.0 | .3202 | 6.7 | 1,340 | 87.7 | 307.5 | .3283 | 14,432,431 | .3870 | 6,350,742 | .3487 | .3622 | .2902 | .2824 | .3627 |
| **NEW LONDON - NORWICH** | **257.6** | **.1016** | **8.0** | **387** | **92.9** | **94.2** | **.1005** | **4,332,410** | **.1162** | **1,839,535** | **.1010** | **.1087** | **.0784** | **.0894** | **.1086** |
| New London | 257.6 | .1016 | 8.0 | 387 | 92.9 | 94.2 | .1005 | 4,332,410 | .1162 | 1,839,535 | .1010 | .1087 | .0784 | .0894 | .1086 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Fairfield | 825.3 | .3254 | 2.2 | 1,319 | 87.2 | 303.7 | .3242 | 20,796,314 | .5577 | 7,639,635 | .4195 | .4699 | .2608 | .2724 | .4234 |
| Hartford | 859.6 | .3389 | 6.4 | 1,169 | 87.0 | 327.4 | .3495 | 16,365,234 | .4389 | 7,061,453 | .3877 | .4034 | .2736 | .3002 | .4198 |
| Litchfield | 177.4 | .0700 | 13.2 | 193 | 98.0 | 67.7 | .0723 | 3,417,643 | .0917 | 1,190,760 | .0653 | .0794 | .0521 | .0571 | .0735 |
| Middlesex | 145.8 | .0574 | 13.0 | 395 | 94.4 | 55.7 | .0594 | 2,987,466 | .0801 | 1,127,461 | .0619 | .0702 | .0411 | .0469 | .0669 |
| New Haven | 812.0 | .3202 | 6.7 | 1,340 | 87.7 | 307.5 | .3283 | 14,432,431 | .3870 | 6,350,742 | .3487 | .3622 | .2902 | .2824 | .3627 |
| New London | 257.6 | .1016 | 8.0 | 387 | 92.9 | 94.2 | .1005 | 4,332,410 | .1162 | 1,839,535 | .1010 | .1087 | .0784 | .0894 | .1086 |
| Tolland | 131.5 | .0518 | 14.5 | 321 | 95.7 | 45.2 | .0483 | 2,271,366 | .0609 | 680,755 | .0374 | .0520 | .0328 | .0353 | .0479 |
| Windham | 104.7 | .0413 | 13.4 | 204 | 97.6 | 38.1 | .0407 | 1,540,095 | .0413 | 653,224 | .0359 | .0396 | .0370 | .0368 | .0371 |
| **TOTAL METRO COUNTIES** | **3,031.8** | **1.1953** | **6.1** | **888** | **88.5** | **1,133.7** | **1.2102** | **61,185,221** | **1.6408** | **24,699,581** | **1.3562** | **1.4664** | **.9769** | **1.0266** | **1.4293** |
| **TOTAL STATE** | **3,313.9** | **1.3066** | **6.6** | **684** | **89.3** | **1,239.5** | **1.3232** | **66,142,959** | **1.7738** | **26,543,565** | **1.4574** | **1.5854** | **1.0660** | **1.1205** | **1.5399** |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES | | | | | | | | | | | | | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980–91 | Pop Per Sq. Mi. (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **DELAWARE** | | | | | | | | | | | | | | | |
| **WILMINGTON** | **592.2** | **.2334** | **13.2** | **532** | **83.3** | **217.9** | **.2326** | **9,659,754** | **.2591** | **4,815,552** | **.2644** | **.2555** | **.1899** | **.2176** | **.2564** |
| New Castle | 452.4 | .1784 | 13.6 | 1,061 | 81.2 | 168.2 | .1795 | 7,570,985 | .2030 | 3,978,028 | .2184 | .2027 | .1487 | .1710 | .2081 |
| *Cecil, Md.* | *74.2* | *.0292* | *22.8* | *213* | *94.9* | *25.7* | *.0275* | *1,039,032* | *.0279* | *470,515* | *.0258* | *.0275* | *.0208* | *.0261* | *.0249* |
| *Salem, N. J.* | *65.6* | *.0258* | *1.4* | *194* | *84.3* | *24.0* | *.0256* | *1,049,737* | *.0282* | *367,009* | *.0202* | *.0253* | *.0204* | *.0205* | *.0234* |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Kent | 114.2 | .0450 | 16.3 | 193 | 79.1 | 40.0 | .0427 | 1,381,768 | .0371 | 1,118,936 | .0614 | .0460 | .0445 | .0536 | .0435 |
| New Castle | 452.4 | .1784 | 13.6 | 1,061 | 81.2 | 168.2 | .1795 | 7,570,985 | .2030 | 3,978,028 | .2184 | .2027 | .1487 | .1710 | .2081 |
| Sussex | 117.5 | .0463 | 19.9 | 125 | 82.3 | 45.3 | .0484 | 1,487,245 | .0399 | 963,445 | .0529 | .0451 | .0496 | .0573 | .0475 |
| **TOTAL METRO COUNTIES** | **452.4** | **.1784** | **13.6** | **1,061** | **81.2** | **168.2** | **.1795** | **7,570,985** | **.2030** | **3,978,028** | **.2184** | **.2027** | **.1487** | **.1710** | **.2081** |
| **TOTAL STATE** | **684.1** | **.2697** | **15.1** | **350** | **81.1** | **253.5** | **.2706** | **10,439,998** | **.2800** | **6,060,409** | **.3327** | **.2938** | **.2428** | **.2819** | **.2991** |
| **DISTRICT OF COLUMBIA** | | | | | | | | | | | | | | | |
| **WASHINGTON** | **4,055.2** | **1.5992** | **24.7** | **1,022** | **67.4** | **1,502.0** | **1.6036** | **82,807,786** | **2.2207** | **31,761,066** | **1.7438** | **1.9533** | **1.0720** | **1.2773** | **2.0667** |
| District of Columbia | 597.4 | .2356 | –6.4 | 9,730 | 32.1 | 244.8 | .2613 | 10,751,992 | .2883 | 3,606,373 | .1980 | .2508 | .2350 | .2322 | .2674 |
| *Calvert, Md.* | *55.2* | *.0218* | *59.4* | *257* | *84.6* | *18.2* | *.0195* | *990,162* | *.0265* | *220,049* | *.0121* | *.0212* | *.0114* | *.0116* | *.0197* |
| *Charles, Md.* | *106.7* | *.0421* | *46.7* | *231* | *79.9* | *34.8* | *.0371* | *1,654,408* | *.0444* | *679,280* | *.0373* | *.0417* | *.0234* | *.0297* | *.0436* |
| *Frederick, Md.* | *156.9* | *.0619* | *36.7* | *237* | *93.4* | *55.0* | *.0588* | *2,474,632* | *.0664* | *1,095,301* | *.0601* | *.0637* | *.0407* | *.0505* | *.0661* |
| *Montgomery, Md.* | *800.4* | *.3156* | *38.2* | *1,618* | *78.1* | *298.1* | *.3182* | *18,408,482* | *.4937* | *6,233,787* | *.3423* | *.4126* | *.1974* | *.2367* | *.4369* |
| *Prince George's, Md.* | *743.9* | *.2933* | *11.9* | *1,529* | *41.9* | *262.4* | *.2801* | *12,307,353* | *.3300* | *6,109,373* | *.3354* | *.3243* | *.1854* | *.2541* | *.3525* |
| *Alexandria city, Va.* | *111.8* | *.0441* | *8.3* | *7,307* | *73.1* | *53.4* | *.0570* | *2,883,913* | *.0774* | *1,405,354* | *.0772* | *.0706* | *.0354* | *.0474* | *.0711* |
| *Arlington, Va.* | *171.5* | *.0677* | *12.4* | *6,622* | *81.5* | *78.3* | *.0836* | *4,127,595* | *.1107* | *1,360,705* | *.0747* | *.0913* | *.0492* | *.0630* | *.0878* |
| *Fairfax, Va.* | *858.1* | *.3384* | *44.0* | *2,169* | *82.7* | *305.6* | *.3263* | *21,200,803* | *.5685* | *6,891,549* | *.3784* | *.4655* | *.1867* | *.2148* | *.4931* |
| *Fairfax city, Va.* | *19.5* | *.0077* | *–5.1* | *3,145* | *86.9* | *7.3* | *.0078* | *375,032* | *.0100* | *796,842* | *.0438* | *.0197* | *.0088* | *.0166* | *.0193* |
| *Falls Church city, Va.* | *9.6* | *.0038* | *.9* | *4,800* | *91.1* | *4.2* | *.0045* | *250,669* | *.0068* | *269,385* | *.0148* | *.0085* | *.0046* | *.0061* | *.0099* |
| *Loudoun, Va.* | *91.8* | *.0362* | *59.9* | *177* | *90.3* | *32.5* | *.0347* | *1,773,243* | *.0476* | *701,353* | *.0385* | *.0427* | *.0219* | *.0256* | *.0401* |
| *Manassas city, Va.* | *30.2* | *.0119* | *94.8* | *3,020* | *85.6* | *10.2* | *.0109* | *553,105* | *.0148* | *598,684* | *.0329* | *.0196* | *.0133* | *.0144* | *.0168* |
| *Manassas Park city, Va.* | *6.9* | *.0027* | *5.8* | *3,833* | *89.4* | *2.2* | *.0023* | *88,781* | *.0024* | *6,449* | *.0003* | *.0018* | *.0009* | *.0013* | *.0022* |
| *Prince William, Va.* | *229.8* | *.0906* | *58.9* | *679* | *84.1* | *74.2* | *.0792* | *3,951,958* | *.1060* | *1,486,833* | *.0816* | *.0956* | *.0452* | *.0578* | *.1176* |
| *Stafford, Va.* | *65.5* | *.0258* | *61.8* | *243* | *91.2* | *20.8* | *.0223* | *1,015,658* | *.0272* | *299,749* | *.0164* | *.0237* | *.0127* | *.0155* | *.0226* |
| **TOTAL METRO COUNTIES** | **597.4** | **.2356** | **–6.4** | **9,730** | **32.1** | **244.8** | **.2613** | **10,751,992** | **.2883** | **3,606,373** | **.1980** | **.2508** | **.2350** | **.2322** | **.2674** |
| **TOTAL STATE** | **597.4** | **.2356** | **–6.4** | **9,730** | **32.1** | **244.8** | **.2613** | **10,751,992** | **.2883** | **3,606,373** | **.1980** | **.2508** | **.2350** | **.2322** | **.2674** |
| **FLORIDA** | | | | | | | | | | | | | | | |
| **BRADENTON** | **220.5** | **.0870** | **48.5** | **297** | **91.5** | **94.9** | **.1013** | **3,140,641** | **.0842** | **1,671,344** | **.0918** | **.0870** | **.1063** | **.1178** | **.0844** |
| Manatee | 220.5 | .0870 | 48.5 | 297 | 91.5 | 94.9 | .1013 | 3,140,641 | .0842 | 1,671,344 | .0918 | .0870 | .1063 | .1178 | .0844 |
| **DAYTONA BEACH** | **389.2** | **.1534** | **50.4** | **352** | **90.2** | **161.0** | **.1719** | **5,093,123** | **.1366** | **3,004,950** | **.1650** | **.1484** | **.1983** | **.2036** | **.1373** |
| Volusia | 389.2 | .1534 | 50.4 | 352 | 90.2 | 161.0 | .1719 | 5,093,123 | .1366 | 3,004,950 | .1650 | .1484 | .1983 | .2036 | .1373 |
| **FORT LAUDERDALE - HOLLYWOOD - POMPANO BEACH** | **1,298.2** | **.5118** | **27.5** | **1,074** | **82.1** | **547.5** | **.5844** | **22,008,705** | **.5902** | **12,489,948** | **.6857** | **.6032** | **.5777** | **.6261** | **.6101** |
| Broward | 1,298.2 | .5118 | 27.5 | 1,074 | 82.1 | 547.5 | .5844 | 22,008,705 | .5902 | 12,489,948 | .6857 | .6032 | .5777 | .6261 | .6101 |
| **FORT MYERS - CAPE CORAL** | **357.0** | **.1408** | **73.9** | **444** | **92.7** | **149.4** | **.1595** | **5,568,343** | **.1493** | **3,205,434** | **.1759** | **.1557** | **.1520** | **.1851** | **.1652** |
| Lee | 357.0 | .1408 | 73.9 | 444 | 92.7 | 149.4 | .1595 | 5,568,343 | .1493 | 3,205,434 | .1759 | .1557 | .1520 | .1851 | .1652 |
| **FORT PIERCE** | **267.3** | **.1054** | **76.8** | **237** | **87.3** | **107.7** | **.1149** | **4,238,705** | **.1136** | **2,066,935** | **.1134** | **.1120** | **.1130** | **.1218** | **.1105** |
| Martin | 106.8 | .0421 | 66.8 | 192 | 93.3 | 45.6 | .0486 | 2,117,821 | .0567 | 963,791 | .0529 | .0528 | .0457 | .0498 | .0533 |
| St. Lucie | 160.5 | .0633 | 84.1 | 280 | 83.3 | 62.1 | .0663 | 2,120,884 | .0569 | 1,103,144 | .0605 | .0592 | .0673 | .0720 | .0572 |
| **FORT WALTON BEACH** | **149.8** | **.0591** | **36.3** | **160** | **87.6** | **55.5** | **.0593** | **1,958,897** | **.0526** | **1,217,739** | **.0669** | **.0583** | **.0545** | **.0737** | **.0569** |
| Okaloosa | 149.8 | .0591 | 36.3 | 160 | 87.6 | 55.5 | .0593 | 1,958,897 | .0526 | 1,217,739 | .0669 | .0583 | .0545 | .0737 | .0569 |
| **GAINESVILLE** | **208.9** | **.0824** | **21.9** | **179** | **78.2** | **80.7** | **.0861** | **2,529,202** | **.0678** | **1,658,143** | **.0911** | **.0775** | **.1173** | **.0956** | **.0681** |
| Alachua | 186.2 | .0734 | 23.0 | 213 | 78.1 | 73.4 | .0783 | 2,290,817 | .0614 | 1,540,914 | .0846 | .0706 | .1079 | .0873 | .0623 |
| Bradford | 22.7 | .0090 | 13.4 | 77 | 78.9 | 7.3 | .0078 | 238,385 | .0064 | 117,229 | .0065 | .0069 | .0094 | .0083 | .0058 |
| **JACKSONVILLE** | **943.5** | **.3720** | **30.6** | **358** | **78.1** | **357.6** | **.3818** | **13,202,674** | **.3540** | **7,780,483** | **.4272** | **.3794** | **.3827** | **.4229** | **.3716** |
| Clay | 112.7 | .0444 | 68.1 | 187 | 92.6 | 38.9 | .0416 | 1,548,245 | .0415 | 829,860 | .0456 | .0432 | .0331 | .0438 | .0500 |
| Duval | 695.8 | .2744 | 21.9 | 899 | 73.2 | 266.2 | .2842 | 9,586,865 | .2571 | 6,054,736 | .3324 | .2831 | .2941 | .3211 | .2758 |
| Nassau | 46.0 | .0181 | 39.8 | 71 | 89.6 | 17.0 | .0181 | 583,111 | .0156 | 276,414 | .0152 | .0159 | .0200 | .0187 | .0143 |
| St. Johns | 89.0 | .0351 | 73.5 | 146 | 91.4 | 35.5 | .0379 | 1,484,453 | .0398 | 619,473 | .0340 | .0372 | .0355 | .0393 | .0315 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980-91 | Pop Per Sq. Mi. (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes<br>EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **FLORIDA (continued)** | | | | | | | | | | | | | | | |
| **LAKELAND - WINTER HAVEN** | **418.4** | **.1649** | **30.1** | **223** | **85.8** | **161.2** | **.1721** | **5,095,097** | **.1366** | **2,972,845** | **.1632** | **.1503** | **.1944** | **.2027** | **.1406** |
| Polk | 418.4 | .1649 | 30.1 | 223 | 85.8 | 161.2 | .1721 | 5,095,097 | .1366 | 2,972,845 | .1632 | .1503 | .1944 | .2027 | .1406 |
| **MELBOURNE - TITUSVILLE - PALM BAY** | **419.8** | **.1655** | **53.8** | **412** | **90.5** | **170.4** | **.1819** | **6,340,473** | **.1701** | **3,010,726** | **.1653** | **.1677** | **.1629** | **.1879** | **.1612** |
| Brevard | 419.8 | .1655 | 53.8 | 412 | 90.5 | 170.4 | .1819 | 6,340,473 | .1701 | 3,010,726 | .1653 | .1677 | .1629 | .1879 | .1612 |
| **MIAMI - HIALEAH** | **1,988.4** | **.7840** | **22.3** | **1,023** | **77.0** | **709.4** | **.7573** | **26,145,796** | **.7011** | **15,235,148** | **.8365** | **.7583** | **.8854** | **.8147** | **.7996** |
| Dade | 1,988.4 | .7840 | 22.3 | 1,023 | 77.0 | 709.4 | .7573 | 26,145,796 | .7011 | 15,235,148 | .8365 | .7583 | .8854 | .8147 | .7996 |
| ***MIAMI - FORT LAUDERDALE CONSOLIDATED AREA*** | ***3,286.6*** | ***1.2958*** | ***24.3*** | ***1,042*** | ***79.0*** | ***1,256.9*** | ***1.3417*** | ***48,154,501*** | ***1.2913*** | ***27,725,096*** | ***1.5222*** | ***1.3615*** | ***1.4631*** | ***1.4408*** | ***1.4097*** |
| **NAPLES** | **164.1** | **.0647** | **90.9** | **81** | **94.6** | **66.3** | **.0707** | **3,391,987** | **.0910** | **1,523,374** | **.0836** | **.0835** | **.0639** | **.0736** | **.0944** |
| Collier | 164.1 | .0647 | 90.9 | 81 | 94.6 | 66.3 | .0707 | 3,391,987 | .0910 | 1,523,374 | .0836 | .0835 | .0639 | .0736 | .0944 |
| **OCALA** | **206.4** | **.0814** | **68.5** | **131** | **87.0** | **83.2** | **.0889** | **2,395,763** | **.0643** | **1,482,843** | **.0814** | **.0727** | **.1072** | **.1112** | **.0642** |
| Marion | 206.4 | .0814 | 68.5 | 131 | 87.0 | 83.2 | .0889 | 2,395,763 | .0643 | 1,482,843 | .0814 | .0727 | .1072 | .1112 | .0642 |
| **ORLANDO** | **1,139.5** | **.4492** | **62.8** | **449** | **85.1** | **426.4** | **.4552** | **16,778,120** | **.4498** | **10,430,877** | **.5727** | **.4867** | **.4204** | **.5201** | **.4799** |
| Orange | 717.3 | .2828 | 52.3 | 790 | 82.0 | 269.7 | .2879 | 10,279,446 | .2756 | 7,171,440 | .3938 | .3125 | .2769 | .3460 | .3010 |
| Osceola | 117.1 | .0461 | 137.6 | 89 | 92.5 | 42.5 | .0454 | 1,465,554 | .0393 | 892,916 | .0490 | .0436 | .0444 | .0547 | .0363 |
| Seminole | 305.1 | .1203 | 69.7 | 990 | 89.7 | 114.2 | .1219 | 5,033,120 | .1349 | 2,366,521 | .1299 | .1306 | .0991 | .1194 | .1426 |
| **PANAMA CITY** | **131.8** | **.0520** | **34.8** | **173** | **86.7** | **50.8** | **.0543** | **1,615,762** | **.0433** | **1,162,526** | **.0638** | **.0512** | **.0675** | **.0667** | **.0478** |
| Bay | 131.8 | .0520 | 34.8 | 173 | 86.7 | 50.8 | .0543 | 1,615,762 | .0433 | 1,162,526 | .0638 | .0512 | .0675 | .0667 | .0478 |
| **PENSACOLA** | **353.8** | **.1394** | **22.1** | **211** | **80.9** | **132.0** | **.1409** | **4,391,013** | **.1178** | **2,488,482** | **.1367** | **.1278** | **.1545** | **.1578** | **.1204** |
| Escambia | 268.8 | .1059 | 15.0 | 405 | 76.8 | 100.8 | .1076 | 3,281,378 | .0880 | 2,130,780 | .1170 | .1003 | .1227 | .1247 | .0957 |
| Santa Rosa | 85.0 | .0335 | 51.8 | 84 | 93.9 | 31.2 | .0333 | 1,109,635 | .0298 | 357,702 | .0197 | .0275 | .0318 | .0331 | .0247 |
| **SARASOTA** | **287.8** | **.1135** | **42.3** | **503** | **95.1** | **130.2** | **.1390** | **5,059,593** | **.1357** | **2,952,140** | **.1621** | **.1391** | **.1310** | **.1599** | **.1482** |
| Sarasota | 287.8 | .1135 | 42.3 | 503 | 95.1 | 130.2 | .1390 | 5,059,593 | .1357 | 2,952,140 | .1621 | .1391 | .1310 | .1599 | .1482 |
| **TALLAHASSEE** | **241.8** | **.0953** | **27.0** | **204** | **68.5** | **91.2** | **.0973** | **3,168,921** | **.0850** | **1,850,854** | **.1017** | **.0920** | **.1145** | **.1035** | **.0879** |
| Gadsden | 41.5 | .0164 | -.4 | 80 | 41.9 | 13.5 | .0144 | 342,853 | .0092 | 187,533 | .0103 | .0110 | .0219 | .0156 | .0086 |
| Leon | 200.3 | .0789 | 34.7 | 300 | 74.1 | 77.7 | .0829 | 2,826,068 | .0758 | 1,663,321 | .0914 | .0810 | .0926 | .0879 | .0793 |
| **TAMPA - ST. PETERSBURG - CLEARWATER** | **2,142.5** | **.8447** | **32.8** | **839** | **89.6** | **901.6** | **.9625** | **30,413,795** | **.8157** | **17,402,675** | **.9555** | **.8633** | **1.0330** | **1.1085** | **.8259** |
| Hernando | 110.6 | .0436 | 148.7 | 231 | 95.9 | 46.3 | .0495 | 1,313,366 | .0353 | 556,895 | .0306 | .0355 | .0531 | .0607 | .0315 |
| Hillsborough | 866.7 | .3417 | 34.0 | 825 | 85.0 | 338.0 | .3608 | 12,103,314 | .3246 | 6,602,012 | .3625 | .3393 | .3703 | .3935 | .3426 |
| Pasco | 294.8 | .1162 | 52.2 | 396 | 97.2 | 127.8 | .1364 | 3,457,228 | .0927 | 1,893,234 | .1039 | .1008 | .1654 | .1689 | .0914 |
| Pinellas | 870.4 | .3432 | 19.5 | 3,106 | 90.7 | 389.5 | .4158 | 13,539,887 | .3631 | 8,350,534 | .4585 | .3877 | .4442 | .4854 | .3604 |
| **WEST PALM BEACH - BOCA RATON - DELRAY BEACH** | **926.8** | **.3655** | **60.7** | **456** | **86.3** | **393.0** | **.4195** | **17,625,264** | **.4727** | **8,509,363** | **.4672** | **.4496** | **.3864** | **.4295** | **.4657** |
| Palm Beach | 926.8 | .3655 | 60.7 | 456 | 86.3 | 393.0 | .4195 | 17,625,264 | .4727 | 8,509,363 | .4672 | .4496 | .3864 | .4295 | .4657 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Alachua | 186.2 | .0734 | 23.0 | 213 | 78.1 | 73.4 | .0783 | 2,290,817 | .0614 | 1,540,914 | .0846 | .0706 | .1079 | .0873 | .0623 |
| Baker | 19.2 | .0075 | 25.6 | 33 | 84.4 | 5.8 | .0062 | 184,993 | .0050 | 54,830 | .0030 | .0049 | .0073 | .0060 | .0042 |
| Bay | 131.8 | .0520 | 34.8 | 173 | 86.7 | 50.8 | .0543 | 1,615,762 | .0433 | 1,162,526 | .0638 | .0512 | .0675 | .0667 | .0478 |
| Bradford | 22.7 | .0090 | 13.4 | 77 | 78.9 | 7.3 | .0078 | 238,385 | .0064 | 117,229 | .0065 | .0069 | .0094 | .0083 | .0058 |
| Brevard | 419.8 | .1655 | 53.8 | 412 | 90.5 | 170.4 | .1819 | 6,340,473 | .1701 | 3,010,726 | .1653 | .1677 | .1629 | .1879 | .1612 |
| Broward | 1,298.2 | .5118 | 27.5 | 1,074 | 82.1 | 547.5 | .5844 | 22,008,705 | .5902 | 12,489,948 | .6857 | .6032 | .5777 | .6261 | .6101 |
| Calhoun | 11.3 | .0045 | 21.6 | 20 | 83.0 | 4.0 | .0043 | 108,735 | .0029 | 45,812 | .0025 | .0032 | .0059 | .0049 | .0023 |
| Charlotte | 119.6 | .0471 | 104.6 | 172 | 94.9 | 52.2 | .0557 | 1,667,805 | .0447 | 653,498 | .0359 | .0426 | .0538 | .0651 | .0424 |
| Citrus | 100.1 | .0395 | 83.0 | 172 | 97.0 | 43.6 | .0465 | 1,225,302 | .0329 | 590,482 | .0324 | .0340 | .0554 | .0563 | .0296 |
| Clay | 112.7 | .0444 | 68.1 | 187 | 92.6 | 38.9 | .0416 | 1,548,245 | .0415 | 829,860 | .0456 | .0432 | .0331 | .0438 | .0500 |
| Collier | 164.1 | .0647 | 90.9 | 81 | 94.6 | 66.3 | .0707 | 3,391,987 | .0910 | 1,523,374 | .0836 | .0835 | .0639 | .0736 | .0944 |
| Columbia | 43.5 | .0172 | 22.9 | 55 | 81.2 | 16.0 | .0171 | 437,081 | .0117 | 373,832 | .0205 | .0156 | .0240 | .0220 | .0125 |
| Dade | 1,988.4 | .7840 | 22.3 | 1,023 | 77.0 | 709.4 | .7573 | 26,145,796 | .7011 | 15,235,148 | .8365 | .7583 | .8854 | .8147 | .7996 |
| De Soto | 24.9 | .0098 | 30.8 | 39 | 83.9 | 8.5 | .0091 | 238,107 | .0064 | 130,235 | .0072 | .0073 | .0129 | .0117 | .0048 |
| Dixie | 11.5 | .0045 | 48.4 | 16 | 91.2 | 4.0 | .0042 | 84,906 | .0023 | 42,272 | .0023 | .0027 | .0077 | .0044 | .0018 |
| Duval | 695.8 | .2744 | 21.9 | 899 | 73.2 | 266.2 | 2842 | 9,586,865 | .2571 | 6,054,736 | .3324 | .2831 | .2941 | .3211 | .2758 |
| Escambia | 268.8 | .1059 | 15.0 | 405 | 76.8 | 100.8 | .1076 | 3,281,378 | .0880 | 2,130,780 | .1170 | .1003 | .1227 | .1247 | .0957 |
| Flagler | 31.4 | .0124 | 187.7 | 65 | 91.1 | 13.0 | .0139 | 448,029 | .0120 | 141,964 | .0078 | .0108 | .0128 | .0143 | .0092 |
| Franklin | 9.1 | .0036 | 18.8 | 17 | 87.1 | 3.7 | .0039 | 94,727 | .0025 | 38,439 | .0021 | .0027 | .0065 | .0044 | .0020 |
| Gadsden | 41.5 | .0164 | -.4 | 80 | 41.9 | 13.5 | .0144 | 342,853 | .0092 | 187,533 | .0103 | .0110 | .0219 | .0156 | .0086 |
| Gilchrist | 10.1 | .0040 | 75.1 | 29 | 90.5 | 3.5 | .0038 | 102,314 | .0028 | 24,182 | .0013 | .0026 | .0045 | .0041 | .0021 |
| Glades | 7.7 | .0030 | 28.5 | 10 | 82.0 | 2.9 | .0031 | 85,692 | .0023 | 11,678 | .0007 | .0018 | .0036 | .0033 | .0016 |
| Gulf | 11.8 | .0046 | 10.7 | 21 | 80.6 | 4.4 | .0047 | 115,386 | .0031 | 46,163 | .0025 | .0033 | .0063 | .0054 | .0027 |
| Hamilton | 11.3 | .0045 | 29.0 | 22 | 60.0 | 3.6 | .0038 | 86,933 | .0023 | 53,569 | .0029 | .0030 | .0063 | .0041 | .0020 |
| Hardee | 19.8 | .0078 | -2.7 | 31 | 94.4 | 6.4 | .0069 | 167,789 | .0045 | 120,866 | .0067 | .0058 | .0111 | .0087 | .0042 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980-91 | Pop Per Sq. Mi. (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **FLORIDA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Hendry | 27.1 | .0107 | 45.7 | 24 | 80.7 | 8.8 | .0093 | 266,051 | .0071 | 149,490 | .0082 | .0081 | .0125 | .0105 | .0066 |
| Hernando | 110.6 | .0436 | 148.7 | 231 | 95.9 | 46.3 | .0495 | 1,313,366 | .0353 | 556,895 | .0306 | .0355 | .0531 | .0607 | .0315 |
| Highlands | 72.2 | .0285 | 51.9 | 70 | 89.6 | 31.2 | .0333 | 833,778 | .0223 | 512,871 | .0281 | .0254 | .0435 | .0430 | .0207 |
| Hillsborough | 866.7 | .3417 | 34.0 | 825 | 85.0 | 338.0 | .3608 | 12,103,314 | .3246 | 6,602,012 | .3625 | .3393 | .3703 | .3935 | .3426 |
| Holmes | 16.2 | .0064 | 10.0 | 34 | 93.0 | 5.9 | .0063 | 141,362 | .0038 | 51,693 | .0028 | .0040 | .0090 | .0068 | .0030 |
| Indian River | 95.1 | .0375 | 58.8 | 189 | 91.5 | 40.1 | .0428 | 1,630,313 | .0437 | 746,009 | .0410 | .0416 | .0453 | .0466 | .0393 |
| Jackson | 41.3 | .0163 | 5.5 | 45 | 72.8 | 14.7 | .0157 | 413,394 | .0111 | 274,142 | .0150 | .0134 | .0235 | .0178 | .0132 |
| Jefferson | 11.7 | .0046 | 9.3 | 20 | 56.9 | 3.9 | .0041 | 112,114 | .0030 | 49,234 | .0027 | .0032 | .0053 | .0044 | .0027 |
| Lafayette | 5.9 | .0023 | 46.2 | 11 | 83.9 | 1.9 | .0021 | 61,736 | .0017 | 8,106 | .0005 | .0015 | .0024 | .0018 | .0012 |
| Lake | 160.1 | .0631 | 52.7 | 168 | 90.5 | 67.0 | .0715 | 1,972,719 | .0529 | 1,096,042 | .0602 | .0571 | .0809 | .0884 | .0496 |
| Lee | 357.0 | .1408 | 73.9 | 444 | 92.7 | 149.4 | .1595 | 5,568,343 | .1493 | 3,205,434 | .1759 | .1557 | .1520 | .1851 | .1652 |
| Leon | 200.3 | .0789 | 34.7 | 300 | 74.1 | 77.7 | .0829 | 2,826,068 | .0758 | 1,663,321 | .0914 | .0810 | .0926 | .0879 | .0793 |
| Levy | 26.7 | .0106 | 34.4 | 24 | 87.2 | 10.4 | .0111 | 249,445 | .0067 | 135,947 | .0074 | .0077 | .0170 | .0121 | .0055 |
| Liberty | 6.0 | .0023 | 40.8 | 7 | 80.3 | 1.8 | .0019 | 71,665 | .0019 | 13,179 | .0008 | .0016 | .0022 | .0020 | .0011 |
| Madison | 17.0 | .0067 | 14.1 | 25 | 57.8 | 5.7 | .0061 | 171,728 | .0046 | 64,734 | .0035 | .0048 | .0087 | .0063 | .0038 |
| Manatee | 220.5 | .0870 | 48.5 | 297 | 91.5 | 94.9 | .1013 | 3,140,641 | .0842 | 1,671,344 | .0918 | .0870 | .1063 | .1178 | .0844 |
| Marion | 206.4 | .0814 | 68.5 | 131 | 87.0 | 83.2 | .0889 | 2,395,763 | .0643 | 1,482,843 | .0814 | .0727 | .1072 | .1112 | .0642 |
| Martin | 106.8 | .0421 | 66.8 | 192 | 93.3 | 45.6 | .0486 | 2,117,821 | .0567 | 963,791 | .0529 | .0528 | .0457 | .0498 | .0533 |
| Monroe | 80.7 | .0318 | 27.7 | 81 | 93.4 | 34.7 | .0371 | 1,430,589 | .0384 | 811,131 | .0445 | .0389 | .0405 | .0433 | .0353 |
| Nassau | 46.0 | .0181 | 39.8 | 71 | 89.6 | 17.0 | .0181 | 583,111 | .0156 | 276,414 | .0152 | .0159 | .0200 | .0187 | .0143 |
| Okaloosa | 149.8 | .0591 | 36.3 | 160 | 87.6 | 55.5 | .0593 | 1,958,897 | .0526 | 1,217,739 | .0669 | .0583 | .0545 | .0737 | .0569 |
| Okeechobee | 31.4 | .0124 | 55.0 | 41 | 92.7 | 10.8 | .0115 | 304,986 | .0082 | 208,649 | .0114 | .0099 | .0174 | .0147 | .0075 |
| Orange | 717.3 | .2828 | 52.3 | 790 | 82.0 | 269.7 | .2879 | 10,279,446 | .2756 | 7,171,440 | .3938 | .3125 | .2769 | .3460 | .3010 |
| Osceola | 117.1 | .0461 | 137.6 | 89 | 92.5 | 42.5 | .0454 | 1,465,554 | .0393 | 892,916 | .0490 | .0436 | .0444 | .0547 | .0363 |
| Palm Beach | 926.8 | .3655 | 60.7 | 456 | 86.3 | 393.0 | .4195 | 17,625,264 | .4727 | 8,509,363 | .4672 | .4496 | .3864 | .4295 | .4657 |
| Pasco | 294.8 | .1162 | 52.2 | 396 | 97.2 | 127.8 | .1364 | 3,457,228 | .0927 | 1,893,234 | .1039 | .1008 | .1654 | .1689 | .0914 |
| Pinellas | 870.4 | .3432 | 19.5 | 3,106 | 90.7 | 389.5 | .4158 | 13,539,887 | .3631 | 8,350,534 | .4585 | .3877 | .4442 | .4854 | .3604 |
| Polk | 418.4 | .1649 | 30.1 | 223 | 85.8 | 161.2 | .1721 | 5,095,097 | .1366 | 2,972,845 | .1632 | .1503 | .1944 | .2027 | .1406 |
| Putnam | 66.7 | .0263 | 32.0 | 92 | 81.3 | 25.7 | .0274 | 682,275 | .0183 | 348,844 | .0192 | .0201 | .0383 | .0303 | .0166 |
| St. Johns | 89.0 | .0351 | 73.5 | 146 | 91.4 | 35.5 | .0379 | 1,484,453 | .0398 | 619,473 | .0340 | .0372 | .0355 | .0393 | .0315 |
| St. Lucie | 160.5 | .0633 | 84.1 | 280 | 83.3 | 62.1 | .0663 | 2,120,884 | .0569 | 1,103,144 | .0605 | .0592 | .0673 | .0720 | .0572 |
| Santa Rosa | 85.0 | .0335 | 51.8 | 84 | 93.9 | 31.2 | .0333 | 1,109,635 | .0298 | 357,702 | .0197 | .0275 | .0318 | .0331 | .0247 |
| Sarasota | 287.8 | .1135 | 42.3 | 503 | 95.1 | 130.2 | .1390 | 5,059,593 | .1357 | 2,952,140 | .1621 | .1391 | .1310 | .1599 | .1482 |
| Seminole | 305.1 | .1203 | 69.7 | 990 | 89.7 | 114.2 | .1219 | 5,033,120 | .1349 | 2,366,521 | .1299 | .1306 | .0991 | .1194 | .1426 |
| Sumter | 32.4 | .0128 | 33.5 | 59 | 83.5 | 12.5 | .0133 | 296,862 | .0080 | 156,528 | .0086 | .0091 | .0199 | .0154 | .0063 |
| Suwannee | 27.3 | .0107 | 22.5 | 40 | 85.0 | 10.3 | .0110 | 280,936 | .0075 | 132,513 | .0073 | .0082 | .0145 | .0126 | .0063 |
| Taylor | 17.3 | .0068 | 4.6 | 17 | 81.3 | 6.4 | .0069 | 174,194 | .0047 | 126,972 | .0069 | .0056 | .0101 | .0078 | .0049 |
| Union | 10.2 | .0041 | .3 | 42 | 76.7 | 2.6 | .0027 | 96,740 | .0026 | 17,375 | .0010 | .0025 | .0032 | .0029 | .0017 |
| Volusia | 389.2 | .1534 | 50.4 | 352 | 90.2 | 161.0 | .1719 | 5,093,123 | .1366 | 3,004,950 | .1650 | .1484 | .1983 | .2036 | .1373 |
| Wakulla | 14.8 | .0059 | 35.9 | 24 | 86.7 | 5.4 | .0058 | 152,233 | .0041 | 46,897 | .0025 | .0040 | .0071 | .0060 | .0039 |
| Walton | 28.8 | .0113 | 35.2 | 27 | 91.6 | 11.2 | .0119 | 325,436 | .0087 | 122,269 | .0068 | .0087 | .0154 | .0123 | .0075 |
| Washington | 17.2 | .0068 | 18.5 | 30 | 83.3 | 6.5 | .0070 | 157,663 | .0042 | 53,634 | .0029 | .0043 | .0102 | .0075 | .0035 |
| **TOTAL METRO COUNTIES** | **12,255.5** | **4.8320** | **37.9** | **416** | **84.4** | **4,870.0** | **5.1988** | **180,161,874** | **4.8314** | **102,116,829** | **5.6067** | **5.0637** | **5.4229** | **5.7827** | **5.0399** |
| **TOTAL STATE** | **13,492.9** | **5.3199** | **38.4** | **250** | **84.7** | **5,359.1** | **5.7208** | **195,035,892** | **5.2303** | **109,570,910** | **6.0158** | **5.4837** | **6.0679** | **6.3899** | **5.4015** |
| **GEORGIA** | | | | | | | | | | | | | | | |
| **ALBANY** | **111.7** | **.0441** | **-.6** | **163** | **52.5** | **39.1** | **.0418** | **1,160,488** | **.0311** | **820,125** | **.0450** | **.0379** | **.0552** | **.0475** | **.0369** |
| Dougherty | 95.0 | .0375 | -5.7 | 288 | 47.6 | 33.7 | .0360 | 974,593 | .0261 | 807,616 | .0443 | .0339 | .0509 | .0429 | .0327 |
| Lee | 16.7 | .0066 | 42.9 | 47 | 80.9 | 5.4 | .0058 | 185,895 | .0050 | 12,509 | .0007 | .0040 | .0043 | .0046 | .0042 |
| **ATHENS** | **159.8** | **.0629** | **22.9** | **171** | **79.6** | **59.0** | **.0632** | **1,822,078** | **.0489** | **1,049,549** | **.0576** | **.0544** | **.0772** | **.0686** | **.0487** |
| Clarke | 88.6 | .0349 | 18.9 | 733 | 70.5 | 33.6 | .0359 | 994,448 | .0267 | 812,221 | .0446 | .0338 | .0518 | .0416 | .0286 |
| Jackson | 31.1 | .0122 | 22.7 | 91 | 90.1 | 11.1 | .0119 | 344,590 | .0092 | 161,390 | .0089 | .0097 | .0126 | .0132 | .0088 |
| Madison | 21.7 | .0085 | 22.3 | 76 | 91.1 | 7.9 | .0085 | 218,579 | .0059 | 32,947 | .0018 | .0051 | .0086 | .0082 | .0049 |
| Oconee | 18.4 | .0073 | 48.1 | 99 | 92.3 | 6.4 | .0069 | 264,461 | .0071 | 42,991 | .0023 | .0058 | .0042 | .0056 | .0064 |
| **ATLANTA** | **3,003.8** | **1.1841** | **40.5** | **586** | **71.4** | **1,119.1** | **1.1945** | **48,579,858** | **1.3028** | **24,124,929** | **1.3245** | **1.2851** | **.9849** | **1.1638** | **1.3429** |
| Barrow | 31.3 | .0123 | 46.6 | 193 | 88.1 | 11.2 | .0120 | 344,040 | .0092 | 169,957 | .0093 | .0099 | .0134 | .0122 | .0095 |
| Butts | 16.0 | .0063 | 17.1 | 86 | 64.5 | 4.9 | .0053 | 167,017 | .0045 | 107,949 | .0059 | .0052 | .0064 | .0068 | .0035 |
| Cherokee | 101.2 | .0399 | 95.7 | 239 | 97.5 | 35.1 | .0374 | 1,464,205 | .0392 | 306,795 | .0168 | .0326 | .0227 | .0277 | .0327 |
| Clayton | 187.7 | .0740 | 24.8 | 1,316 | 69.8 | 67.5 | .0720 | 2,606,431 | .0699 | 1,848,925 | .1015 | .0801 | .0599 | .0807 | .0864 |
| Cobb | 483.4 | .1906 | 62.4 | 1,421 | 87.1 | 184.9 | .1974 | 8,561,861 | .2296 | 4,454,257 | .2446 | .2263 | .1335 | .1916 | .2494 |
| Coweta | 56.9 | .0224 | 44.9 | 128 | 77.6 | 20.0 | .0213 | 762,894 | .0205 | 284,600 | .0156 | .0193 | .0199 | .0196 | .0180 |
| De Kalb | 566.4 | .2233 | 17.3 | 2,111 | 51.6 | 216.5 | .2311 | 9,315,270 | .2498 | 5,196,334 | .2853 | .2551 | .1858 | .2402 | .2754 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES | | | | | | | | | | | | | | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980-91 | Pop. Per Sq. Mi. (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **GEORGIA (continued)** | | | | | | | | | | | | | | | |
| **ATLANTA (continued)** | | | | | | | | | | | | | | | |
| Douglas | 75.3 | .0297 | 38.0 | 378 | 90.8 | 25.8 | .0275 | 1,049,717 | .0282 | 562,988 | .0309 | .0293 | .0211 | .0273 | .0252 |
| Fayette | 69.3 | .0273 | 138.6 | 351 | 92.5 | 23.4 | .0250 | 1,255,981 | .0337 | 276,658 | .0152 | .0268 | .0156 | .0166 | .0261 |
| Forsyth | 47.8 | .0188 | 71.0 | 212 | 99.6 | 17.3 | .0185 | 757,512 | .0204 | 209,366 | .0115 | .0174 | .0141 | .0149 | .0168 |
| Fulton | 670.3 | .2643 | 13.6 | 1,268 | 48.5 | 266.0 | .2840 | 11,696,424 | .3137 | 5,864,141 | .3219 | .3062 | .2979 | .2850 | .3085 |
| Gwinnett | 391.4 | .1543 | 134.6 | 904 | 91.1 | 140.6 | .1501 | 6,682,112 | .1792 | 3,220,168 | .1768 | .1734 | .0938 | .1349 | .1930 |
| Henry | 64.1 | .0253 | 76.5 | 199 | 90.1 | 21.9 | .0233 | 932,518 | .0250 | 217,071 | .0119 | .0211 | .0140 | .0176 | .0207 |
| Newton | 43.5 | .0171 | 25.5 | 157 | 77.6 | 15.0 | .0160 | 517,044 | .0138 | 220,445 | .0121 | .0140 | .0159 | .0157 | .0135 |
| Paulding | 45.0 | .0177 | 72.3 | 143 | 95.7 | 15.5 | .0165 | 548,908 | .0147 | 185,561 | .0102 | .0141 | .0138 | .0144 | .0133 |
| Rockdale | 58.3 | .0230 | 59.4 | 446 | 90.9 | 19.7 | .0210 | 860,358 | .0231 | 476,160 | .0262 | .0239 | .0173 | .0209 | .0211 |
| Spalding | 55.9 | .0221 | 16.7 | 282 | 70.0 | 19.9 | .0212 | 590,276 | .0158 | 384,465 | .0211 | .0186 | .0254 | .0241 | .0183 |
| Walton | 40.0 | .0157 | 28.2 | 121 | 81.4 | 13.9 | .0149 | 467,290 | .0125 | 139,089 | .0077 | .0118 | .0144 | .0136 | .0115 |
| **AUGUSTA** | **404.1** | **.1593** | **16.8** | **208** | **67.1** | **145.4** | **.1552** | **4,886,002** | **.1311** | **2,929,097** | **.1609** | **.1456** | **.1734** | **.1677** | **.1403** |
| Columbia | 70.8 | .0280 | 76.5 | 244 | 86.9 | 23.4 | .0250 | 1,049,320 | .0281 | 338,374 | .0186 | .0253 | .0185 | .0208 | .0242 |
| McDuffie | 20.5 | .0080 | 10.5 | 79 | 63.1 | 7.4 | .0079 | 206,820 | .0056 | 139,748 | .0077 | .0067 | .0108 | .0091 | .0063 |
| Richmond | 189.1 | .0746 | 4.1 | 583 | 54.8 | 68.6 | .0732 | 2,177,012 | .0584 | 1,682,805 | .0924 | .0718 | .0858 | .0877 | .0715 |
| *Aiken, S. C.* | *123.7* | *.0487* | *17.1* | *115* | *75.2* | *46.0* | *.0491* | *1,452,850* | *.0390* | *768,170* | *.0422* | *.0418* | *.0583* | *.0501* | *.0383* |
| **COLUMBUS** | **246.7** | **.0972** | **3.1** | **223** | **59.9** | **87.7** | **.0936** | **2,754,110** | **.0740** | **1,686,624** | **.0926** | **.0841** | **.1138** | **.1091** | **.0819** |
| Chattahoochee | 17.0 | .0067 | −21.8 | 68 | 64.8 | 2.9 | .0031 | 140,167 | .0038 | 4,148 | .0002 | .0033 | .0020 | .0044 | .0018 |
| Muscogee | 182.3 | .0719 | 7.2 | 843 | 59.2 | 67.0 | .0715 | 2,115,412 | .0568 | 1,521,195 | .0835 | .0677 | .0885 | .0862 | .0682 |
| *Russell, Ala.* | *47.4* | *.0186* | *.1* | *74* | *61.0* | *17.8* | *.0190* | *498,531* | *.0134* | *161,281* | *.0089* | *.0131* | *.0233* | *.0185* | *.0119* |
| **MACON - WARNER ROBINS** | **286.8** | **.1131** | **8.8** | **245** | **64.1** | **105.3** | **.1124** | **3,608,984** | **.0968** | **2,140,222** | **.1174** | **.1062** | **.1232** | **.1175** | **.1017** |
| Bibb | 151.9 | .0599 | 1.1 | 608 | 57.0 | 57.1 | .0609 | 1,892,153 | .0508 | 1,380,711 | .0758 | .0600 | .0766 | .0672 | .0589 |
| Houston | 92.0 | .0363 | 18.5 | 244 | 76.4 | 33.4 | .0357 | 1,224,715 | .0328 | 599,115 | .0329 | .0336 | .0302 | .0359 | .0315 |
| Jones | 21.1 | .0083 | 27.3 | 54 | 74.7 | 7.5 | .0080 | 268,228 | .0072 | 27,149 | .0014 | .0057 | .0064 | .0066 | .0057 |
| Peach | 21.8 | .0086 | 13.8 | 144 | 51.9 | 7.3 | .0078 | 223,888 | .0060 | 133,247 | .0073 | .0069 | .0100 | .0078 | .0056 |
| **SAVANNAH** | **247.5** | **.0975** | **12.2** | **269** | **63.2** | **91.5** | **.0977** | **3,062,604** | **.0820** | **1,912,718** | **.1051** | **.0920** | **.1126** | **.1064** | **.0934** |
| Chatham | 220.4 | .0869 | 9.0 | 500 | 60.4 | 82.2 | .0877 | 2,738,840 | .0734 | 1,823,957 | .1002 | .0841 | .1037 | .0979 | .0856 |
| Effingham | 27.1 | .0106 | 47.9 | 57 | 86.2 | 9.3 | .0100 | 323,764 | .0086 | 88,761 | .0049 | .0079 | .0089 | .0085 | .0078 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Appling | 15.9 | .0063 | 2.2 | 31 | 78.6 | 6.0 | .0064 | 159,751 | .0043 | 77,348 | .0042 | .0047 | .0085 | .0068 | .0050 |
| Atkinson | 6.2 | .0024 | 1.0 | 18 | 72.9 | 2.2 | .0023 | 48,957 | .0013 | 16,047 | .0009 | .0014 | .0038 | .0023 | .0010 |
| Bacon | 9.6 | .0038 | 2.4 | 34 | 84.0 | 3.5 | .0038 | 85,372 | .0023 | 50,381 | .0028 | .0027 | .0057 | .0040 | .0022 |
| Baker | 3.6 | .0014 | −5.5 | 10 | 48.1 | 1.3 | .0013 | 32,743 | .0009 | 2,218 | .0001 | .0008 | .0017 | .0014 | .0007 |
| Baldwin | 40.0 | .0158 | 15.3 | 155 | 56.0 | 12.3 | .0132 | 392,420 | .0105 | 248,092 | .0136 | .0125 | .0170 | .0150 | .0119 |
| Banks | 10.7 | .0042 | 23.0 | 46 | 96.2 | 3.9 | .0041 | 123,798 | .0033 | 32,315 | .0018 | .0030 | .0035 | .0042 | .0028 |
| Barrow | 31.3 | .0123 | 46.6 | 193 | 88.1 | 11.2 | .0120 | 344,040 | .0092 | 169,957 | .0093 | .0099 | .0134 | .0122 | .0095 |
| Bartow | 59.2 | .0234 | 45.2 | 129 | 90.9 | 21.3 | .0227 | 668,112 | .0180 | 326,066 | .0179 | .0191 | .0233 | .0254 | .0170 |
| Ben Hill | 16.3 | .0064 | 1.9 | 65 | 68.1 | 6.0 | .0064 | 150,749 | .0040 | 91,647 | .0051 | .0047 | .0101 | .0075 | .0044 |
| Berrien | 14.4 | .0057 | 6.5 | 32 | 88.0 | 5.2 | .0056 | 124,564 | .0033 | 72,005 | .0039 | .0041 | .0082 | .0065 | .0033 |
| Bibb | 151.9 | .0599 | 1.1 | 608 | 57.0 | 57.1 | .0609 | 1,892,153 | .0508 | 1,380,711 | .0758 | .0600 | .0766 | .0672 | .0589 |
| Bleckley | 10.5 | .0041 | −2.5 | 48 | 76.7 | 3.8 | .0041 | 119,128 | .0032 | 42,049 | .0023 | .0031 | .0048 | .0040 | .0032 |
| Brantley | 11.6 | .0046 | 33.3 | 26 | 94.4 | 4.0 | .0043 | 102,697 | .0027 | 13,863 | .0008 | .0026 | .0048 | .0045 | .0024 |
| Brooks | 15.4 | .0061 | 1.0 | 31 | 58.5 | 5.4 | .0057 | 130,640 | .0035 | 44,753 | .0025 | .0037 | .0083 | .0058 | .0031 |
| Bryan | 17.2 | .0067 | 69.0 | 39 | 85.6 | 5.7 | .0061 | 188,754 | .0051 | 65,733 | .0036 | .0050 | .0068 | .0059 | .0042 |
| Bulloch | 44.1 | .0174 | 23.2 | 65 | 73.3 | 15.4 | .0165 | 426,354 | .0114 | 248,590 | .0136 | .0132 | .0229 | .0167 | .0123 |
| Burke | 20.6 | .0082 | 6.5 | 25 | 47.7 | 7.0 | .0074 | 152,016 | .0041 | 69,298 | .0038 | .0049 | .0125 | .0074 | .0041 |
| Butts | 16.0 | .0063 | 17.1 | 86 | 64.5 | 4.9 | .0053 | 167,017 | .0045 | 107,949 | .0059 | .0052 | .0064 | .0068 | .0035 |
| Calhoun | 4.8 | .0019 | −16.0 | 17 | 40.5 | 1.8 | .0019 | 44,317 | .0012 | 15,129 | .0009 | .0012 | .0032 | .0018 | .0009 |
| Camden | 32.8 | .0129 | 145.3 | 52 | 79.8 | 10.5 | .0112 | 377,844 | .0101 | 157,466 | .0086 | .0103 | .0099 | .0129 | .0083 |
| Candler | 7.8 | .0031 | 3.8 | 32 | 68.7 | 2.9 | .0031 | 74,490 | .0020 | 44,622 | .0025 | .0024 | .0047 | .0033 | .0020 |
| Carroll | 74.6 | .0294 | 32.4 | 149 | 83.9 | 26.4 | .0282 | 836,876 | .0224 | 423,534 | .0232 | .0240 | .0339 | .0309 | .0214 |
| ☐ Catoosa | 43.6 | .0172 | 17.9 | 269 | 98.5 | 16.1 | .0172 | 458,172 | .0123 | 230,704 | .0127 | .0133 | .0202 | .0196 | .0131 |
| Charlton | 8.7 | .0034 | 18.5 | 11 | 72.0 | 2.9 | .0031 | 79,762 | .0022 | 33,586 | .0018 | .0024 | .0038 | .0032 | .0018 |
| Chatham | 220.4 | .0869 | 9.0 | 500 | 60.4 | 82.2 | .0877 | 2,738,840 | .0734 | 1,823,957 | .1002 | .0841 | .1037 | .0979 | .0856 |
| Chattahoochee | 17.0 | .0067 | −21.8 | 68 | 64.8 | 2.9 | .0031 | 140,167 | .0038 | 4,148 | .0002 | .0033 | .0020 | .0044 | .0018 |
| Chattooga | 22.3 | .0088 | 2.0 | 71 | 90.9 | 8.5 | .0091 | 208,416 | .0056 | 114,322 | .0063 | .0065 | .0123 | .0105 | .0053 |
| Cherokee | 101.2 | .0399 | 95.7 | 239 | 97.5 | 35.1 | .0374 | 1,464,205 | .0392 | 306,795 | .0168 | .0326 | .0227 | .0277 | .0327 |
| Clarke | 88.6 | .0349 | 18.9 | 733 | 70.5 | 33.6 | .0359 | 994,448 | .0267 | 812,221 | .0446 | .0338 | .0518 | .0416 | .0286 |
| Clay | 3.4 | .0014 | −4.3 | 17 | 39.1 | 1.2 | .0013 | 23,061 | .0006 | 9,046 | .0005 | .0007 | .0025 | .0012 | .0005 |
| Clayton | 187.7 | .0740 | 24.8 | 1,316 | 69.8 | 67.5 | .0720 | 2,606,431 | .0699 | 1,848,925 | .1015 | .0801 | .0599 | .0807 | .0864 |
| Clinch | 6.0 | .0023 | −9.9 | 7 | 72.8 | 2.2 | .0024 | 53,659 | .0015 | 25,513 | .0014 | .0016 | .0036 | .0027 | .0014 |
| Cobb | 483.4 | .1906 | 62.4 | 1,421 | 87.1 | 184.9 | .1974 | 8,561,861 | .2296 | 4,454,257 | .2446 | .2263 | .1335 | .1916 | .2494 |
| Coffee | 30.2 | .0119 | 12.3 | 50 | 73.9 | 10.8 | .0115 | 287,904 | .0077 | 216,327 | .0119 | .0099 | .0197 | .0140 | .0083 |
| Colquitt | 36.8 | .0145 | 4.0 | 67 | 75.2 | 13.0 | .0139 | 360,431 | .0097 | 189,206 | .0103 | .0108 | .0197 | .0149 | .0092 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980-91 | Pop Per Sq. Mi. (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes: EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **GEORGIA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Columbia | 70.8 | .0280 | 76.5 | 244 | 86.9 | 23.4 | .0250 | 1,049,320 | .0281 | 338,374 | .0186 | .0253 | .0185 | .0208 | .0242 |
| Cook | 13.5 | .0053 | .1 | 59 | 69.5 | 4.8 | .0051 | 120,496 | .0032 | 68,874 | .0038 | .0038 | .0072 | .0059 | .0037 |
| Coweta | 56.9 | .0224 | 44.9 | 128 | 77.6 | 20.0 | .0213 | 762,894 | .0205 | 284,600 | .0156 | .0193 | .0199 | .0196 | .0180 |
| Crawford | 9.2 | .0036 | 19.7 | 28 | 70.2 | 3.1 | .0033 | 98,312 | .0026 | 7,658 | .0005 | .0023 | .0029 | .0027 | .0023 |
| Crisp | 20.0 | .0079 | 2.6 | 73 | 58.5 | 7.3 | .0078 | 185,164 | .0050 | 161,495 | .0088 | .0066 | .0128 | .0091 | .0057 |
| ☐ Dade | 13.3 | .0053 | 8.0 | 76 | 98.7 | 4.7 | .0050 | 126,998 | .0034 | 57,743 | .0032 | .0037 | .0066 | .0059 | .0028 |
| Dawson | 10.4 | .0041 | 117.8 | 49 | 99.0 | 3.7 | .0040 | 121,925 | .0033 | 14,567 | .0008 | .0028 | .0034 | .0036 | .0027 |
| Decatur | 25.5 | .0100 | .0 | 43 | 59.8 | 9.0 | .0096 | 218,880 | .0058 | 139,728 | .0077 | .0072 | .0139 | .0115 | .0068 |
| De Kalb | 566.4 | .2233 | 17.3 | 2,111 | 51.6 | 216.5 | .2311 | 9,315,270 | .2498 | 5,196,334 | .2853 | .2551 | .1858 | .2402 | .2754 |
| Dodge | 17.5 | .0069 | 3.2 | 35 | 71.8 | 6.4 | .0068 | 152,542 | .0041 | 98,010 | .0053 | .0052 | .0105 | .0072 | .0045 |
| Dooly | 9.6 | .0038 | -11.3 | 24 | 50.3 | 3.4 | .0037 | 83,831 | .0023 | 31,922 | .0018 | .0023 | .0053 | .0033 | .0018 |
| Dougherty | 95.0 | .0375 | -5.7 | 288 | 47.6 | 33.7 | .0360 | 974,593 | .0261 | 807,616 | .0443 | .0339 | .0509 | .0429 | .0327 |
| Douglas | 75.3 | .0297 | 38.0 | 378 | 90.8 | 25.8 | .0275 | 1,049,717 | .0282 | 562,988 | .0309 | .0293 | .0211 | .0273 | .0252 |
| Early | 11.6 | .0046 | -11.9 | 23 | 55.2 | 4.1 | .0044 | 85,736 | .0023 | 53,094 | .0030 | .0029 | .0077 | .0043 | .0023 |
| Echols | 2.3 | .0009 | .1 | 6 | 87.7 | .8 | .0008 | 18,608 | .0005 | 880 | .0000 | .0005 | .0010 | .0010 | .0004 |
| Effingham | 27.1 | .0106 | 47.9 | 57 | 86.2 | 9.3 | .0100 | 323,764 | .0086 | 88,761 | .0049 | .0079 | .0089 | .0085 | .0078 |
| Elbert | 19.0 | .0075 | 1.3 | 52 | 69.5 | 7.1 | .0075 | 173,672 | .0047 | 138,327 | .0076 | .0061 | .0102 | .0095 | .0041 |
| Emanuel | 20.6 | .0082 | -.9 | 30 | 66.9 | 7.4 | .0079 | 175,571 | .0047 | 102,279 | .0056 | .0057 | .0122 | .0086 | .0055 |
| Evans | 8.8 | .0034 | 4.4 | 48 | 65.6 | 3.2 | .0034 | 91,041 | .0024 | 49,054 | .0027 | .0027 | .0045 | .0034 | .0022 |
| Fannin | 16.3 | .0065 | 10.5 | 42 | 99.6 | 6.5 | .0070 | 165,885 | .0045 | 84,583 | .0046 | .0049 | .0093 | .0081 | .0046 |
| Fayette | 69.3 | .0273 | 138.6 | 351 | 92.5 | 23.4 | .0250 | 1,255,981 | .0337 | 276,658 | .0152 | .0268 | .0156 | .0166 | .0261 |
| Floyd | 81.9 | .0323 | 2.6 | 160 | 85.4 | 30.7 | .0327 | 1,009,327 | .0270 | 588,444 | .0323 | .0297 | .0368 | .0349 | .0281 |
| Forsyth | 47.8 | .0188 | 71.0 | 212 | 99.6 | 17.3 | .0185 | 757,512 | .0204 | 209,366 | .0115 | .0174 | .0141 | .0149 | .0168 |
| Franklin | 17.0 | .0067 | 12.0 | 65 | 89.5 | 6.5 | .0069 | 173,940 | .0046 | 126,352 | .0070 | .0058 | .0096 | .0081 | .0046 |
| Fulton | 670.3 | .2643 | 13.6 | 1,268 | 48.5 | 266.0 | .2840 | 11,696,424 | .3137 | 5,864,141 | .3219 | .3062 | .2979 | .2850 | .3085 |
| Gilmer | 13.9 | .0055 | 25.1 | 33 | 99.4 | 5.3 | .0057 | 140,729 | .0038 | 86,259 | .0048 | .0045 | .0071 | .0068 | .0038 |
| Glascock | 2.3 | .0009 | -3.5 | 16 | 87.9 | .8 | .0008 | 21,582 | .0005 | 3,152 | .0001 | .0005 | .0010 | .0008 | .0005 |
| Glynn | 63.7 | .0251 | 15.9 | 151 | 73.9 | 24.4 | .0261 | 863,920 | .0232 | 568,556 | .0312 | .0260 | .0298 | .0295 | .0279 |
| Gordon | 35.9 | .0142 | 19.4 | 101 | 95.7 | 13.0 | .0138 | 395,408 | .0106 | 243,818 | .0134 | .0121 | .0148 | .0160 | .0141 |
| Grady | 20.3 | .0080 | 2.3 | 44 | 67.9 | 7.4 | .0079 | 186,310 | .0050 | 128,616 | .0071 | .0062 | .0109 | .0094 | .0047 |
| Greene | 12.0 | .0047 | 5.3 | 31 | 50.3 | 4.1 | .0044 | 112,849 | .0030 | 51,552 | .0028 | .0034 | .0064 | .0045 | .0030 |
| Gwinnett | 391.4 | .1543 | 134.6 | 904 | 91.1 | 140.6 | .1501 | 6,682,112 | .1792 | 3,220,168 | .1768 | .1734 | .0938 | .1349 | .1930 |
| Habersham | 28.1 | .0111 | 12.3 | 101 | 92.1 | 10.2 | .0109 | 298,883 | .0080 | 167,146 | .0092 | .0090 | .0123 | .0132 | .0090 |
| Hall | 99.0 | .0390 | 30.9 | 251 | 90.4 | 36.0 | .0384 | 1,277,469 | .0343 | 728,814 | .0400 | .0369 | .0376 | .0427 | .0356 |
| Hancock | 8.8 | .0035 | -7.0 | 19 | 20.1 | 3.0 | .0032 | 70,713 | .0019 | 12,999 | .0007 | .0018 | .0045 | .0025 | .0018 |
| Haralson | 22.4 | .0088 | 21.6 | 79 | 93.2 | 8.4 | .0090 | 211,059 | .0057 | 114,251 | .0063 | .0066 | .0114 | .0101 | .0057 |
| Harris | 18.3 | .0072 | 18.3 | 39 | 75.2 | 6.6 | .0070 | 236,114 | .0063 | 29,966 | .0016 | .0050 | .0066 | .0058 | .0049 |
| Hart | 19.9 | .0079 | 7.1 | 86 | 79.7 | 7.6 | .0081 | 210,070 | .0056 | 83,493 | .0046 | .0058 | .0093 | .0085 | .0064 |
| Heard | 9.0 | .0035 | 38.0 | 30 | 86.8 | 3.3 | .0036 | 87,504 | .0024 | 19,807 | .0011 | .0022 | .0048 | .0034 | .0021 |
| Henry | 64.1 | .0253 | 76.5 | 199 | 90.1 | 21.9 | .0233 | 932,518 | .0250 | 217,071 | .0119 | .0211 | .0140 | .0176 | .0207 |
| Houston | 92.0 | .0363 | 18.5 | 244 | 76.4 | 33.4 | .0357 | 1,224,715 | .0328 | 599,115 | .0329 | .0336 | .0302 | .0359 | .0315 |
| Irwin | 8.6 | .0034 | -4.3 | 24 | 69.4 | 3.1 | .0033 | 83,950 | .0023 | 27,760 | .0015 | .0023 | .0043 | .0031 | .0022 |
| Jackson | 31.1 | .0122 | 22.7 | 91 | 90.1 | 11.1 | .0119 | 344,590 | .0092 | 161,390 | .0089 | .0097 | .0126 | .0132 | .0088 |
| Jasper | 8.8 | .0035 | 16.5 | 24 | 65.8 | 3.2 | .0034 | 94,621 | .0026 | 24,390 | .0013 | .0024 | .0040 | .0028 | .0021 |
| Jeff Davis | 12.2 | .0048 | 6.3 | 37 | 84.4 | 4.4 | .0047 | 108,254 | .0029 | 59,755 | .0033 | .0033 | .0067 | .0056 | .0033 |
| Jefferson | 17.2 | .0068 | -6.5 | 33 | 43.8 | 6.1 | .0065 | 131,753 | .0035 | 65,277 | .0036 | .0043 | .0109 | .0068 | .0036 |
| Jenkins | 8.1 | .0032 | -8.4 | 23 | 58.2 | 2.9 | .0031 | 66,775 | .0018 | 26,853 | .0015 | .0019 | .0051 | .0029 | .0017 |
| Johnson | 8.3 | .0033 | -4.2 | 27 | 65.3 | 3.0 | .0032 | 66,664 | .0018 | 19,569 | .0011 | .0019 | .0048 | .0032 | .0016 |
| Jones | 21.1 | .0083 | 27.3 | 54 | 74.7 | 7.5 | .0080 | 268,228 | .0072 | 27,149 | .0014 | .0057 | .0064 | .0066 | .0057 |
| Lamar | 13.4 | .0053 | 9.7 | 73 | 65.7 | 4.8 | .0051 | 130,604 | .0035 | 43,745 | .0024 | .0035 | .0060 | .0054 | .0030 |
| Lanier | 5.5 | .0021 | -2.7 | 29 | 71.7 | 2.0 | .0021 | 47,673 | .0012 | 25,204 | .0014 | .0015 | .0032 | .0026 | .0015 |
| Laurens | 40.3 | .0159 | 8.9 | 50 | 66.1 | 14.7 | .0157 | 400,713 | .0108 | 277,142 | .0152 | .0131 | .0217 | .0178 | .0117 |
| Lee | 16.7 | .0066 | 42.9 | 47 | 80.9 | 5.4 | .0058 | 185,895 | .0050 | 12,509 | .0007 | .0040 | .0043 | .0046 | .0042 |
| Liberty | 54.6 | .0215 | 45.3 | 105 | 56.7 | 15.7 | .0168 | 500,132 | .0134 | 175,657 | .0097 | .0139 | .0173 | .0229 | .0114 |
| Lincoln | 7.5 | .0030 | 11.7 | 36 | 62.6 | 2.7 | .0028 | 73,867 | .0020 | 14,475 | .0008 | .0018 | .0032 | .0026 | .0017 |
| Long | 6.3 | .0025 | 39.3 | 16 | 77.8 | 2.2 | .0024 | 52,044 | .0014 | 2,764 | .0001 | .0013 | .0029 | .0026 | .0011 |
| Lowndes | 76.8 | .0303 | 13.0 | 152 | 66.5 | 26.6 | .0284 | 834,103 | .0223 | 668,833 | .0367 | .0283 | .0370 | .0348 | .0304 |
| Lumpkin | 15.2 | .0060 | 41.2 | 53 | 96.5 | 5.2 | .0055 | 156,966 | .0042 | 68,664 | .0038 | .0044 | .0060 | .0057 | .0037 |
| McDuffie | 20.5 | .0080 | 10.5 | 79 | 63.1 | 7.4 | .0079 | 206,820 | .0056 | 139,748 | .0077 | .0067 | .0108 | .0091 | .0063 |
| McIntosh | 8.8 | .0035 | 9.4 | 20 | 56.9 | 3.2 | .0034 | 73,729 | .0020 | 40,303 | .0022 | .0024 | .0057 | .0035 | .0015 |
| Macon | 13.1 | .0052 | -6.5 | 32 | 40.4 | 4.4 | .0047 | 109,742 | .0029 | 47,190 | .0026 | .0033 | .0075 | .0045 | .0033 |
| Madison | 21.7 | .0085 | 22.3 | 76 | 91.1 | 7.9 | .0085 | 218,579 | .0059 | 32,947 | .0018 | .0051 | .0086 | .0082 | .0049 |
| Marion | 5.6 | .0022 | 5.7 | 15 | 59.0 | 2.0 | .0021 | 53,985 | .0014 | 11,771 | .0006 | .0014 | .0030 | .0020 | .0011 |
| Meriwether | 22.5 | .0089 | 6.0 | 45 | 55.2 | 7.7 | .0082 | 187,423 | .0050 | 91,665 | .0051 | .0057 | .0115 | .0090 | .0043 |
| Miller | 6.3 | .0025 | -10.5 | 22 | 72.5 | 2.3 | .0025 | 67,132 | .0018 | 22,685 | .0012 | .0018 | .0036 | .0025 | .0017 |
| Mitchell | 20.1 | .0079 | -4.8 | 39 | 51.9 | 6.8 | .0072 | 162,501 | .0044 | 77,132 | .0043 | .0050 | .0111 | .0081 | .0044 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980-91 | Pop Per Sq. Mi. (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **GEORGIA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Monroe | 17.6 | .0070 | 20.5 | 44 | 68.9 | 6.0 | .0065 | 193,820 | .0052 | 77,205 | .0042 | .0053 | .0067 | .0065 | .0051 |
| Montgomery | 7.4 | .0029 | 5.5 | 30 | 71.2 | 2.5 | .0026 | 65,421 | .0017 | 62,004 | .0034 | .0025 | .0056 | .0030 | .0019 |
| Morgan | 13.1 | .0051 | 13.2 | 37 | 66.1 | 4.4 | .0047 | 125,532 | .0034 | 64,412 | .0035 | .0038 | .0060 | .0048 | .0031 |
| Murray | 27.5 | .0109 | 39.7 | 80 | 99.4 | 9.9 | .0106 | 276,770 | .0074 | 82,348 | .0046 | .0073 | .0123 | .0118 | .0067 |
| Muscogee | 182.3 | .0719 | 7.2 | 843 | 59.2 | 67.0 | .0715 | 2,115,412 | .0568 | 1,521,195 | .0835 | .0677 | .0885 | .0862 | .0682 |
| Newton | 43.5 | .0171 | 25.5 | 157 | 77.6 | 15.0 | .0160 | 517,044 | .0138 | 220,445 | .0121 | .0140 | .0159 | .0157 | .0135 |
| Oconee | 18.4 | .0073 | 48.1 | 99 | 92.3 | 6.4 | .0069 | 264,461 | .0071 | 42,991 | .0023 | .0058 | .0042 | .0056 | .0064 |
| Oglethorpe | 9.9 | .0039 | 10.9 | 22 | 76.0 | 3.6 | .0038 | 106,351 | .0029 | 23,045 | .0013 | .0024 | .0038 | .0033 | .0025 |
| Paulding | 45.0 | .0177 | 72.3 | 143 | 95.7 | 15.5 | .0165 | 548,908 | .0147 | 165,561 | .0102 | .0141 | .0138 | .0144 | .0133 |
| Peach | 21.8 | .0086 | 13.8 | 144 | 51.9 | 7.3 | .0078 | 223,888 | .0060 | 133,247 | .0073 | .0069 | .0100 | .0078 | .0056 |
| Pickens | 15.0 | .0059 | 28.7 | 65 | 98.0 | 5.6 | .0060 | 164,204 | .0044 | 143,422 | .0079 | .0057 | .0070 | .0075 | .0040 |
| Pierce | 13.6 | .0054 | 14.3 | 40 | 88.3 | 4.9 | .0052 | 121,062 | .0033 | 59,825 | .0033 | .0037 | .0067 | .0058 | .0031 |
| Pike | 10.5 | .0041 | 17.5 | 48 | 80.5 | 3.6 | .0039 | 116,839 | .0031 | 14,384 | .0008 | .0027 | .0037 | .0036 | .0025 |
| Polk | 34.2 | .0135 | 5.6 | 110 | 85.4 | 12.7 | .0135 | 316,103 | .0085 | 160,043 | .0087 | .0095 | .0190 | .0151 | .0084 |
| Pulaski | 7.9 | .0031 | −11.7 | 32 | 67.3 | 3.1 | .0034 | 94,608 | .0025 | 40,422 | .0023 | .0026 | .0048 | .0028 | .0024 |
| Putnam | 14.7 | .0058 | 42.8 | 43 | 67.2 | 5.4 | .0057 | 166,119 | .0045 | 45,047 | .0024 | .0041 | .0069 | .0059 | .0039 |
| Quitman | 2.2 | .0009 | −6.7 | 15 | 50.5 | .9 | .0010 | 20,475 | .0005 | 3,589 | .0002 | .0005 | .0013 | .0009 | .0004 |
| Rabun | 12.0 | .0047 | 14.7 | 32 | 99.3 | 4.8 | .0051 | 132,932 | .0036 | 78,733 | .0044 | .0041 | .0071 | .0064 | .0033 |
| Randolph | 7.9 | .0031 | −17.7 | 18 | 40.9 | 2.8 | .0030 | 58,302 | .0015 | 24,897 | .0013 | .0018 | .0050 | .0031 | .0013 |
| Richmond | 189.1 | .0746 | 4.1 | 583 | 54.8 | 68.6 | .0732 | 2,177,012 | .0584 | 1,682,805 | .0924 | .0718 | .0858 | .0877 | .0715 |
| Rockdale | 58.3 | .0230 | 59.4 | 446 | 90.9 | 19.7 | .0210 | 860,358 | .0231 | 476,160 | .0262 | .0239 | .0173 | .0209 | .0211 |
| Schley | 3.6 | .0014 | 4.9 | 21 | 65.9 | 1.3 | .0014 | 33,347 | .0009 | 11,444 | .0006 | .0009 | .0021 | .0012 | .0006 |
| Screven | 13.8 | .0054 | −1.7 | 21 | 54.9 | 5.0 | .0054 | 120,841 | .0032 | 44,001 | .0024 | .0036 | .0076 | .0054 | .0031 |
| Seminole | 8.9 | .0035 | −1.7 | 37 | 66.9 | 3.1 | .0033 | 88,902 | .0024 | 38,252 | .0021 | .0025 | .0053 | .0031 | .0020 |
| Spalding | 55.9 | .0221 | 16.7 | 282 | 70.0 | 19.9 | .0212 | 590,276 | .0158 | 384,465 | .0211 | .0186 | .0254 | .0241 | .0183 |
| Stephens | 23.6 | .0093 | 8.5 | 132 | 87.4 | 9.1 | .0097 | 246,605 | .0066 | 178,112 | .0098 | .0081 | .0126 | .0110 | .0066 |
| Stewart | 5.5 | .0022 | −6.7 | 12 | 36.1 | 2.0 | .0022 | 40,839 | .0011 | 15,305 | .0008 | .0012 | .0037 | .0021 | .0009 |
| Sumter | 30.0 | .0118 | 2.2 | 62 | 52.2 | 10.4 | .0111 | 283,645 | .0076 | 188,683 | .0104 | .0093 | .0157 | .0124 | .0082 |
| Talbot | 6.7 | .0026 | 2.5 | 17 | 37.6 | 2.4 | .0025 | 61,469 | .0017 | 9,942 | .0005 | .0015 | .0034 | .0022 | .0014 |
| Taliaferro | 1.9 | .0008 | −6.5 | 10 | 39.4 | .7 | .0008 | 13,670 | .0004 | 3,223 | .0002 | .0003 | .0011 | .0007 | .0002 |
| Tattnall | 17.6 | .0069 | −3.0 | 36 | 69.9 | 5.7 | .0061 | 161,579 | .0043 | 62,532 | .0035 | .0047 | .0085 | .0066 | .0034 |
| Taylor | 7.6 | .0030 | −3.8 | 20 | 55.9 | 2.8 | .0030 | 67,769 | .0018 | 25,727 | .0014 | .0019 | .0047 | .0026 | .0016 |
| Telfair | 10.9 | .0043 | −4.8 | 25 | 64.9 | 4.0 | .0042 | 90,002 | .0024 | 42,632 | .0023 | .0028 | .0071 | .0045 | .0027 |
| Terrell | 10.5 | .0041 | −12.6 | 31 | 39.9 | 3.7 | .0040 | 91,220 | .0025 | 38,236 | .0021 | .0026 | .0059 | .0039 | .0024 |
| Thomas | 39.2 | .0155 | 2.9 | 71 | 61.7 | 14.5 | .0155 | 399,432 | .0107 | 263,414 | .0145 | .0128 | .0223 | .0177 | .0104 |
| Tift | 35.4 | .0140 | 7.7 | 134 | 72.3 | 12.4 | .0132 | 359,996 | .0096 | 314,976 | .0173 | .0128 | .0192 | .0164 | .0105 |
| Toombs | 24.4 | .0096 | 8.0 | 67 | 75.2 | 9.0 | .0096 | 226,912 | .0061 | 139,791 | .0076 | .0073 | .0138 | .0105 | .0070 |
| Towns | 6.8 | .0027 | 20.6 | 41 | 99.7 | 2.8 | .0030 | 69,156 | .0019 | 24,518 | .0014 | .0019 | .0037 | .0034 | .0015 |
| Treutlen | 6.2 | .0024 | 1.9 | 31 | 66.8 | 2.2 | .0023 | 52,034 | .0014 | 13,702 | .0007 | .0014 | .0033 | .0025 | .0012 |
| Troup | 56.0 | .0221 | 12.0 | 135 | 69.4 | 20.6 | .0220 | 627,002 | .0168 | 396,846 | .0218 | .0194 | .0265 | .0244 | .0196 |
| Turner | 8.5 | .0033 | −10.6 | 30 | 58.3 | 3.0 | .0032 | 66,334 | .0018 | 34,309 | .0019 | .0021 | .0051 | .0036 | .0016 |
| Twiggs | 9.7 | .0039 | 3.7 | 27 | 54.7 | 3.3 | .0036 | 91,468 | .0024 | 8,843 | .0005 | .0021 | .0041 | .0030 | .0021 |
| Union | 12.5 | .0049 | 33.1 | 39 | 99.4 | 4.9 | .0052 | 139,889 | .0038 | 53,769 | .0029 | .0038 | .0071 | .0052 | .0031 |
| Upson | 26.4 | .0104 | 1.5 | 81 | 71.8 | 9.9 | .0106 | 274,896 | .0073 | 130,590 | .0072 | .0080 | .0133 | .0116 | .0074 |
| ☐ Walker | 59.0 | .0233 | 4.5 | 132 | 95.7 | 22.0 | .0234 | 616,093 | .0166 | 229,882 | .0126 | .0165 | .0262 | .0244 | .0170 |
| Walton | 40.0 | .0157 | 28.2 | 121 | 81.4 | 13.9 | .0149 | 467,290 | .0125 | 139,089 | .0077 | .0118 | .0144 | .0136 | .0115 |
| Ware | 35.0 | .0138 | −5.9 | 39 | 72.8 | 12.9 | .0137 | 346,465 | .0093 | 261,985 | .0144 | .0116 | .0212 | .0162 | .0110 |
| Warren | 6.0 | .0024 | −8.9 | 21 | 39.5 | 2.1 | .0023 | 53,028 | .0014 | 10,815 | .0005 | .0015 | .0031 | .0020 | .0011 |
| Washington | 19.2 | .0076 | 1.9 | 28 | 48.0 | 6.8 | .0072 | 191,652 | .0051 | 105,349 | .0058 | .0058 | .0102 | .0075 | .0054 |
| Wayne | 23.2 | .0091 | 11.8 | 36 | 80.0 | 8.0 | .0086 | 223,337 | .0060 | 134,505 | .0074 | .0070 | .0111 | .0091 | .0080 |
| Webster | 2.2 | .0009 | −6.0 | 10 | 49.8 | .8 | .0008 | 21,630 | .0006 | 1,292 | .0001 | .0005 | .0009 | .0007 | .0005 |
| Wheeler | 4.9 | .0019 | −5.0 | 16 | 69.5 | 1.8 | .0020 | 47,445 | .0013 | 9,633 | .0005 | .0012 | .0028 | .0018 | .0010 |
| White | 13.6 | .0054 | 34.4 | 56 | 96.6 | 5.1 | .0054 | 153,818 | .0041 | 110,042 | .0061 | .0050 | .0062 | .0067 | .0049 |
| Whitfield | 74.0 | .0291 | 12.5 | 255 | 95.1 | 27.4 | .0293 | 910,916 | .0244 | 615,785 | .0338 | .0281 | .0334 | .0360 | .0328 |
| Wilcox | 7.0 | .0028 | −8.9 | 18 | 67.9 | 2.5 | .0026 | 55,365 | .0015 | 13,855 | .0007 | .0016 | .0044 | .0020 | .0013 |
| Wilkes | 10.4 | .0041 | −5.0 | 22 | 53.2 | 4.0 | .0043 | 116,059 | .0031 | 63,348 | .0035 | .0034 | .0062 | .0047 | .0028 |
| Wilkinson | 10.2 | .0040 | −1.6 | 23 | 58.2 | 3.6 | .0038 | 100,664 | .0027 | 25,891 | .0014 | .0026 | .0043 | .0037 | .0023 |
| Worth | 19.9 | .0079 | 10.2 | 35 | 69.4 | 7.0 | .0075 | 184,090 | .0050 | 63,938 | .0035 | .0051 | .0103 | .0070 | .0042 |
| **TOTAL METRO COUNTIES** | **4,405.2** | **1.7367** | **29.5** | **402** | **70.0** | **1,626.1** | **1.7359** | **65,124,006** | **1.7466** | **34,252,142** | **1.8805** | **1.7839** | **1.6117** | **1.7619** | **1.8285** |
| **TOTAL STATE** | **6,708.7** | **2.6451** | **22.8** | **116** | **71.4** | **2,451.4** | **2.6168** | **88,737,006** | **2.3797** | **46,910,489** | **2.5755** | **2.4916** | **2.7523** | **2.7294** | **2.4807** |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980-91 | Pop. Per Sq. Mi. (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **HAWAII** | | | | | | | | | | | | | | | |
| **HONOLULU** | **852.1** | **.3360** | **11.7** | **1,420** | **30.1** | **271.2** | **.2895** | **14,631,226** | **.3924** | **8,557,887** | **.4699** | **.4043** | **.2334** | **.2989** | **.4013** |
| Honolulu | 852.1 | .3360 | 11.7 | 1,420 | 30.1 | 271.2 | .2895 | 14,631,226 | .3924 | 8,557,887 | .4699 | .4043 | .2334 | .2989 | .4013 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Hawaii | 126.2 | .0497 | 37.1 | 31 | 38.4 | 43.7 | .0467 | 1,756,737 | .0471 | 1,045,620 | .0574 | .0507 | .0543 | .0495 | .0532 |
| Honolulu | 852.1 | .3360 | 11.7 | 1,420 | 30.1 | 271.2 | .2895 | 14,631,226 | .3924 | 8,557,887 | .4699 | .4043 | .2334 | .2989 | .4013 |
| Kauai | 53.8 | .0212 | 37.7 | 86 | 33.2 | 17.1 | .0182 | 799,903 | .0214 | 513,774 | .0282 | .0234 | .0204 | .0190 | .0241 |
| Maui | 106.0 | .0418 | 49.3 | 90 | 38.3 | 35.0 | .0374 | 1,724,127 | .0462 | 1,294,523 | .0711 | .0528 | .0425 | .0409 | .0595 |
| **TOTAL METRO COUNTIES** | **852.1** | **.3360** | **11.7** | **1,420** | **30.1** | **271.2** | **.2895** | **14,631,226** | **.3924** | **8,557,887** | **.4699** | **.4043** | **.2334** | **.2989** | **.4013** |
| **TOTAL STATE** | **1,138.1** | **.4487** | **18.0** | **177** | **31.9** | **367.0** | **.3918** | **18,911,993** | **.5071** | **11,411,804** | **.6266** | **.5312** | **.3506** | **.4083** | **.5381** |
| **IDAHO** | | | | | | | | | | | | | | | |
| **BOISE** | **210.9** | **.0832** | **21.8** | **200** | **97.3** | **79.4** | **.0847** | **3,193,125** | **.0857** | **1,550,437** | **.0851** | **.0850** | **.0780** | **.0882** | **.0863** |
| Ada | 210.9 | .0832 | 21.8 | 200 | 97.3 | 79.4 | .0847 | 3,193,125 | .0857 | 1,550,437 | .0851 | .0850 | .0780 | .0882 | .0863 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Ada | 210.9 | .0832 | 21.8 | 200 | 97.3 | 79.4 | .0847 | 3,193,125 | .0857 | 1,550,437 | .0851 | .0850 | .0780 | .0882 | .0863 |
| Adams | 3.2 | .0012 | -4.4 | 2 | 98.5 | 1.2 | .0013 | 41,786 | .0011 | 8,449 | .0005 | .0010 | .0015 | .0013 | .0007 |
| Bannock | 66.5 | .0262 | 1.6 | 60 | 95.1 | 23.6 | .0252 | 778,128 | .0209 | 463,235 | .0254 | .0232 | .0279 | .0268 | .0241 |
| Bear Lake | 6.0 | .0024 | -13.4 | 6 | 99.5 | 2.0 | .0021 | 59,259 | .0015 | 20,098 | .0011 | .0017 | .0023 | .0022 | .0013 |
| Benewah | 8.1 | .0032 | -2.3 | 10 | 91.5 | 3.1 | .0034 | 88,205 | .0024 | 40,523 | .0022 | .0024 | .0043 | .0036 | .0021 |
| Bingham | 38.3 | .0151 | 5.0 | 18 | 91.4 | 11.8 | .0126 | 410,330 | .0110 | 151,102 | .0083 | .0111 | .0132 | .0124 | .0101 |
| Blaine | 14.6 | .0058 | 48.4 | 6 | 98.7 | 6.0 | .0064 | 319,157 | .0086 | 124,483 | .0069 | .0075 | .0053 | .0062 | .0083 |
| Boise | 3.6 | .0014 | 20.0 | 2 | 98.4 | 1.4 | .0015 | 42,400 | .0011 | 5,838 | .0003 | .0010 | .0015 | .0014 | .0009 |
| Bonner | 27.1 | .0107 | 12.2 | 16 | 98.7 | 10.5 | .0112 | 321,299 | .0086 | 154,174 | .0084 | .0089 | .0124 | .0125 | .0089 |
| Bonneville | 74.3 | .0293 | 12.6 | 40 | 97.9 | 25.0 | .0266 | 1,014,215 | .0272 | 590,235 | .0325 | .0292 | .0240 | .0283 | .0303 |
| Boundary | 8.6 | .0033 | 18.0 | 7 | 97.7 | 3.0 | .0033 | 85,454 | .0023 | 37,699 | .0020 | .0024 | .0038 | .0035 | .0021 |
| Butte | 2.9 | .0012 | -13.2 | 1 | 99.0 | 1.0 | .0010 | 31,428 | .0009 | 10,517 | .0006 | .0008 | .0012 | .0009 | .0009 |
| Camas | .7 | .0003 | -14.4 | 1 | 98.0 | .3 | .0003 | 9,356 | .0002 | 505 | .0000 | .0003 | .0002 | .0004 | .0001 |
| Canyon | 91.6 | .0361 | 9.4 | 155 | 97.6 | 31.8 | .0340 | 1,015,935 | .0273 | 569,466 | .0313 | .0302 | .0342 | .0395 | .0285 |
| Caribou | 6.7 | .0026 | -23.0 | 4 | 99.3 | 2.2 | .0023 | 84,431 | .0022 | 21,152 | .0012 | .0020 | .0021 | .0018 | .0018 |
| Cassia | 19.6 | .0077 | .9 | 8 | 98.2 | 6.4 | .0069 | 207,804 | .0056 | 128,907 | .0070 | .0064 | .0082 | .0081 | .0071 |
| Clark | .8 | .0004 | .3 | 0 | 99.3 | .3 | .0003 | 10,500 | .0003 | 1,281 | .0001 | .0002 | .0003 | .0002 | .0002 |
| Clearwater | 8.3 | .0032 | -20.1 | 3 | 97.4 | 3.2 | .0034 | 100,609 | .0027 | 41,370 | .0023 | .0028 | .0038 | .0039 | .0023 |
| Custer | 4,1 | .0017 | 21.1 | 1 | 98.6 | 1.5 | .0016 | 53,117 | .0014 | 14,934 | .0008 | .0012 | .0015 | .0015 | .0012 |
| Elmore | 21.4 | .0084 | -.8 | 7 | 93.0 | 7.2 | .0077 | 235,347 | .0063 | 77,856 | .0043 | .0062 | .0055 | .0094 | .0056 |
| Franklin | 9.4 | .0037 | 5.7 | 14 | 99.3 | 2.9 | .0031 | 91,080 | .0025 | 38,259 | .0021 | .0025 | .0031 | .0031 | .0022 |
| Fremont | 11.1 | .0044 | 2.7 | 6 | 98.6 | 3.5 | .0037 | 104,919 | .0028 | 27,468 | .0015 | .0028 | .0035 | .0036 | .0024 |
| Gem | 12.0 | .0047 | .2 | 21 | 97.4 | 4.5 | .0048 | 139,094 | .0037 | 33,712 | .0018 | .0032 | .0053 | .0048 | .0030 |
| Gooding | 11.6 | .0046 | -2.3 | 16 | 99.2 | 4.4 | .0047 | 129,699 | .0035 | 40,139 | .0022 | .0035 | .0052 | .0053 | .0032 |
| Idaho | 13.9 | .0055 | -5.9 | 2 | 97.0 | 5.3 | .0057 | 163,980 | .0044 | 50,157 | .0028 | .0041 | .0058 | .0058 | .0037 |
| Jefferson | 17.0 | .0067 | 11.1 | 16 | 98.7 | 5.0 | .0053 | 172,396 | .0046 | 36,323 | .0020 | .0042 | .0045 | .0049 | .0038 |
| Jerome | 15.3 | .0060 | 3.1 | 26 | 98.6 | 5.4 | .0058 | 172,517 | .0046 | 53,032 | .0029 | .0044 | .0057 | .0063 | .0035 |
| Kootenai | 71.1 | .0280 | 19.0 | 57 | 98.3 | 27.5 | .0293 | 969,719 | .0260 | 503,356 | .0276 | .0269 | .0314 | .0326 | .0255 |
| Latah | 31.1 | .0123 | 8.2 | 29 | 96.2 | 11.5 | .0123 | 392,655 | .0106 | 174,991 | .0096 | .0107 | .0137 | .0123 | .0111 |
| Lemhi | 7.0 | .0027 | -6.2 | 2 | 98.9 | 2.9 | .0031 | 86,510 | .0023 | 31,040 | .0017 | .0021 | .0032 | .0033 | .0021 |
| Lewis | 3.6 | .0015 | -12.6 | 8 | 94.6 | 1.4 | .0015 | 37,934 | .0010 | 9,943 | .0006 | .0010 | .0018 | .0016 | .0009 |
| Lincoln | 3.3 | .0013 | -4.0 | 3 | 98.0 | 1.2 | .0013 | 33,485 | .0009 | 4,484 | .0002 | .0008 | .0013 | .0013 | .0007 |
| Madison | 24.4 | .0096 | 25.3 | 52 | 98.0 | 6.0 | .0064 | 192,116 | .0051 | 115,767 | .0064 | .0064 | .0072 | .0083 | .0054 |
| Minidoka | 19.3 | .0076 | -2.1 | 25 | 97.4 | 6.4 | .0068 | 220,963 | .0060 | 71,356 | .0039 | .0056 | .0055 | .0072 | .0050 |
| Nez Perce | 34.0 | .0134 | 2.3 | 40 | 94.0 | 13.7 | .0146 | 469,379 | .0126 | 280,787 | .0154 | .0136 | .0163 | .0156 | .0137 |
| Oneida | 3.6 | .0014 | 10.5 | 3 | 98.9 | 1.2 | .0013 | 36,369 | .0009 | 12,727 | .0007 | .0010 | .0012 | .0014 | .0008 |
| Owyhee | 8.7 | .0035 | 5.2 | 1 | 94.8 | 2.9 | .0031 | 85,719 | .0023 | 24,907 | .0014 | .0024 | .0041 | .0037 | .0016 |
| Payette | 16.9 | .0066 | 6.8 | 41 | 97.5 | 6.3 | .0067 | 171,552 | .0046 | 42,572 | .0023 | .0043 | .0079 | .0072 | .0039 |
| Power | 7.2 | .0029 | 5.2 | 5 | 96.1 | 2.4 | .0026 | 75,382 | .0021 | 22,425 | .0013 | .0019 | .0025 | .0027 | .0016 |
| Shoshone | 13.0 | .0051 | -32.4 | 5 | 98.2 | 5.3 | .0057 | 138,741 | .0037 | 77,959 | .0042 | .0041 | .0076 | .0066 | .0036 |
| Teton | 3.6 | .0014 | 24.3 | 8 | 99.5 | 1.1 | .0011 | 33,586 | .0009 | 16,809 | .0010 | .0011 | .0014 | .0014 | .0008 |
| Twin Falls | 54.0 | .0213 | 2.0 | 28 | 98.1 | 19.9 | .0213 | 645,734 | .0173 | 457,291 | .0251 | .0203 | .0226 | .0267 | .0221 |
| Valley | 6.2 | .0024 | 10.6 | 2 | 98.3 | 2.5 | .0027 | 83,159 | .0022 | 37,711 | .0020 | .0023 | .0029 | .0029 | .0020 |
| Washington | 8.6 | .0034 | -2.3 | 6 | 97.6 | 3.3 | .0035 | 83,427 | .0023 | 16,494 | .0009 | .0021 | .0041 | .0041 | .0019 |
| **TOTAL METRO COUNTIES** | **210.9** | **.0832** | **21.8** | **200** | **97.3** | **79.4** | **.0847** | **3,193,125** | **.0857** | **1,550,437** | **.0851** | **.0850** | **.0780** | **.0882** | **.0863** |
| **TOTAL STATE** | **1,023.2** | **.4034** | **8.4** | **12** | **97.1** | **367.4** | **.3922** | **12,832,000** | **.3442** | **6,191,970** | **.3399** | **.3548** | **.3990** | **.4248** | **.3473** |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980-91 | Pop Per Sq. Mi. (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **ILLINOIS** | | | | | | | | | | | | | | | |
| **AURORA - ELGIN** | **371.4** | **.1464** | **17.7** | **441** | **92.6** | **125.0** | **.1335** | **6,358,098** | **.1705** | **2,657,825** | **.1459** | **.1583** | **.0898** | **.1107** | **.1639** |
| Kane | 331.0 | .1305 | 18.9 | 636 | 91.9 | 111.4 | .1189 | 5,603,766 | .1503 | 2,522,200 | .1385 | .1428 | .0829 | .1027 | .1481 |
| Kendall | 40.4 | .0159 | 8.6 | 126 | 98.6 | 13.6 | .0146 | 754,332 | .0202 | 135,625 | .0074 | .0155 | .0069 | .0080 | .0158 |
| **BLOOMINGTON - NORMAL** | **131.7** | **.0519** | **10.5** | **111** | **94.1** | **47.7** | **.0509** | **2,096,878** | **.0562** | **1,067,332** | **.0586** | **.0561** | **.0426** | **.0503** | **.0523** |
| McLean | 131.7 | .0519 | 10.5 | 111 | 94.1 | 47.7 | .0509 | 2,096,878 | .0562 | 1,067,332 | .0586 | .0561 | .0426 | .0503 | .0523 |
| **CHAMPAIGN - URBANA - RANTOUL** | **173.6** | **.0685** | **3.1** | **174** | **85.2** | **64.4** | **.0687** | **2,482,664** | **.0666** | **1,384,518** | **.0760** | **.0698** | **.0663** | **.0745** | **.0677** |
| Champaign | 173.6 | .0685 | 3.1 | 174 | 85.2 | 64.4 | .0687 | 2,482,664 | .0666 | 1,384,518 | .0760 | .0698 | .0663 | .0745 | .0677 |
| **CHICAGO** | **6,109.5** | **2.4088** | **.8** | **3,242** | **73.6** | **2,229.5** | **2.3800** | **106,693,442** | **2.8611** | **47,660,788** | **2.6167** | **2.6976** | **2.0027** | **2.1107** | **2.9323** |
| Cook | 5,107.9 | 2.0139 | -2.8 | 5,401 | 69.7 | 1,874.1 | 2.0006 | 85,176,159 | 2.2841 | 37,088,030 | 2.0363 | 2.1558 | 1.7910 | 1.7838 | 2.3738 |
| Du Page | 810.6 | .3196 | 23.0 | 2,424 | 92.5 | 289.8 | .3094 | 18,024,563 | .4833 | 9,450,047 | .5188 | .4614 | .1740 | .2752 | .4833 |
| McHenry | 191.0 | .0753 | 29.1 | 316 | 98.9 | 65.6 | .0700 | 3,492,720 | .0937 | 1,122,711 | .0616 | .0804 | .0377 | .0517 | .0752 |
| ***CHICAGO - GARY - LAKE COUNTY CONSOLIDATED AREA*** | ***8,150.0*** | ***3.2133*** | ***2.7*** | ***1,450*** | ***77.1*** | ***2,930.4*** | ***3.1283*** | ***141,594,533*** | ***3.7971*** | ***62,125,476*** | ***3.4109*** | ***3.5648*** | ***2.5705*** | ***2.7697*** | ***3.7725*** |
| **DAVENPORT - ROCK ISLAND - MOLINE** | **346.5** | **.1366** | **-10.0** | **203** | **93.3** | **134.8** | **.1440** | **4,883,743** | **.1310** | **2,812,347** | **.1544** | **.1369** | **.1443** | **.1538** | **.1341** |
| Henry | 50.2 | .0198 | -13.4 | 61 | 98.2 | 19.2 | .0205 | 653,982 | .0176 | 301,307 | .0166 | .0176 | .0193 | .0220 | .0165 |
| Rock Island | 146.1 | .0576 | -12.4 | 342 | 91.7 | 58.4 | .0624 | 2,131,033 | .0571 | 1,143,666 | .0628 | .0588 | .0624 | .0640 | .0557 |
| *Scott, Iowa* | *150.2* | *.0592* | *-6.1* | *328* | *93.1* | *57.2* | *.0611* | *2,098,728* | *.0563* | *1,367,374* | *.0750* | *.0625* | *.0626* | *.0678* | *.0619* |
| **DECATUR** | **115.4** | **.0455** | **-12.2** | **199** | **87.0** | **45.3** | **.0484** | **1,679,495** | **.0451** | **950,252** | **.0522** | **.0472** | **.0472** | **.0501** | **.0440** |
| Macon | 115.4 | .0455 | -12.2 | 199 | 87.0 | 45.3 | .0484 | 1,679,495 | .0451 | 950,252 | .0522 | .0472 | .0472 | .0501 | .0440 |
| **JOLIET** | **398.4** | **.1570** | **12.2** | **317** | **88.3** | **131.5** | **.1404** | **6,453,798** | **.1731** | **2,314,614** | **.1270** | **.1562** | **.0895** | **.1097** | **.1484** |
| Grundy | 32.8 | .0129 | 7.3 | 78 | 99.4 | 12.2 | .0130 | 500,529 | .0135 | 197,294 | .0108 | .0126 | .0097 | .0112 | .0117 |
| Will | 365.6 | .1441 | 12.7 | 437 | 87.3 | 119.3 | .1274 | 5,953,269 | .1596 | 2,117,320 | .1162 | .1436 | .0798 | .0985 | .1367 |
| **KANKAKEE** | **96.2** | **.0380** | **-6.5** | **142** | **84.0** | **34.5** | **.0368** | **1,259,854** | **.0338** | **681,065** | **.0374** | **.0357** | **.0362** | **.0375** | **.0316** |
| Kankakee | 96.2 | .0380 | -6.5 | 142 | 84.0 | 34.5 | .0368 | 1,259,854 | .0338 | 681,065 | .0374 | .0357 | .0362 | .0375 | .0316 |
| **LAKE COUNTY** | **537.1** | **.2118** | **22.0** | **1,199** | **90.2** | **181.0** | **.1932** | **12,550,405** | **.3366** | **4,825,251** | **.2650** | **.2901** | **.1225** | **.1615** | **.2639** |
| Lake | 537.1 | .2118 | 22.0 | 1,199 | 90.2 | 181.0 | .1932 | 12,550,405 | .3366 | 4,825,251 | .2650 | .2901 | .1223 | .1615 | .2639 |
| **PEORIA** | **338.3** | **.1333** | **-7.5** | **188** | **91.3** | **129.2** | **.1379** | **4,990,801** | **.1339** | **2,623,303** | **.1441** | **.1368** | **.1304** | **.1380** | **.1300** |
| Peoria | 181.8 | .0716 | -9.3 | 293 | 84.3 | 70.4 | .0751 | 2,721,493 | .0730 | 1,519,836 | .0835 | .0758 | .0738 | .0761 | .0756 |
| Tazewell | 123.6 | .0487 | -6.4 | 190 | 99.3 | 47.3 | .0505 | 1,774,919 | .0476 | 935,935 | .0514 | .0489 | .0486 | .0513 | .0435 |
| Woodford | 32.9 | .0130 | -1.3 | 62 | 99.3 | 11.5 | .0123 | 494,389 | .0133 | 167,532 | .0092 | .0121 | .0080 | .0106 | .0109 |
| **ROCKFORD** | **285.6** | **.1127** | **2.2** | **359** | **90.2** | **108.5** | **.1157** | **4,440,855** | **.1191** | **2,257,983** | **.1240** | **.1194** | **.1012** | **.1129** | **.1213** |
| Boone | 31.5 | .0125 | 10.0 | 112 | 98.9 | 11.2 | .0119 | 501,742 | .0135 | 183,877 | .0101 | .0123 | .0092 | .0099 | .0108 |
| Winnebago | 254.1 | .1002 | 1.3 | 495 | 89.1 | 97.3 | .1038 | 3,939,113 | .1056 | 2,074,106 | .1139 | .1071 | .0920 | .1030 | .1105 |
| **SPRINGFIELD** | **191.4** | **.0755** | **1.9** | **162** | **91.2** | **77.2** | **.0825** | **3,122,923** | **.0838** | **1,513,666** | **.0832** | **.0819** | **.0698** | **.0809** | **.0805** |
| Menard | 11.1 | .0044 | -5.1 | 35 | 99.5 | 4.2 | .0045 | 159,914 | .0043 | 40,317 | .0023 | .0037 | .0041 | .0036 | .0036 |
| Sangamon | 180.3 | .0711 | 2.4 | 208 | 90.7 | 73.0 | .0780 | 2,963,009 | .0795 | 1,473,349 | .0809 | .0782 | .0657 | .0773 | .0769 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Adams | 65.7 | .0259 | -8.3 | 77 | 96.8 | 25.4 | .0271 | 851,253 | .0228 | 428,172 | .0235 | .0237 | .0288 | .0289 | .0245 |
| Alexander | 10.4 | .0041 | -15.2 | 44 | 66.0 | 4.2 | .0045 | 102,435 | .0027 | 47,414 | .0027 | .0029 | .0073 | .0040 | .0023 |
| Bond | 15.0 | .0059 | -7.6 | 39 | 96.7 | 5.7 | .0061 | 174,575 | .0047 | 59,665 | .0032 | .0045 | .0063 | .0056 | .0044 |
| Boone | 31.5 | .0125 | 10.0 | 112 | 98.9 | 11.2 | .0119 | 501,742 | .0135 | 183,877 | .0101 | .0123 | .0092 | .0099 | .0108 |
| Brown | 6.4 | .0025 | 18.3 | 21 | 88.6 | 2.1 | .0023 | 61,685 | .0016 | 13,221 | .0007 | .0016 | .0026 | .0022 | .0014 |
| Bureau | 35.3 | .0139 | -9.8 | 41 | 99.1 | 13.6 | .0145 | 473,814 | .0127 | 168,919 | .0093 | .0118 | .0126 | .0137 | .0123 |
| Calhoun | 5.2 | .0021 | -11.4 | 20 | 99.5 | 2.0 | .0021 | 56,601 | .0015 | 21,269 | .0012 | .0016 | .0024 | .0019 | .0012 |
| Carroll | 16.6 | .0065 | -11.6 | 37 | 98.7 | 6.6 | .0071 | 220,244 | .0060 | 63,088 | .0035 | .0052 | .0068 | .0069 | .0049 |
| Cass | 13.2 | .0052 | -12.5 | 35 | 99.6 | 5.1 | .0054 | 161,234 | .0043 | 53,389 | .0029 | .0041 | .0060 | .0054 | .0037 |
| Champaign | 173.6 | .0685 | 3.1 | 174 | 85.2 | 64.4 | .0687 | 2,482,664 | .0666 | 1,384,518 | .0760 | .0698 | .0663 | .0745 | .0677 |
| Christian | 34.6 | .0136 | -5.1 | 49 | 99.3 | 13.5 | .0145 | 468,354 | .0125 | 209,288 | .0115 | .0125 | .0145 | .0144 | .0118 |
| Clark | 15.9 | .0063 | -6.0 | 32 | 99.5 | 6.4 | .0068 | 201,864 | .0054 | 79,411 | .0043 | .0053 | .0066 | .0070 | .0047 |
| Clay | 14.4 | .0056 | -5.8 | 31 | 99.6 | 5.7 | .0061 | 151,985 | .0041 | 63,027 | .0035 | .0041 | .0070 | .0069 | .0036 |
| ☐ Clinton | 34.2 | .0135 | 4.9 | 72 | 96.1 | 11.7 | .0125 | 436,598 | .0117 | 164,553 | .0090 | .0113 | .0106 | .0112 | .0107 |
| Coles | 51.7 | .0204 | -1.1 | 102 | 97.3 | 19.0 | .0202 | 639,634 | .0172 | 409,381 | .0225 | .0194 | .0214 | .0224 | .0174 |
| Cook | 5,107.9 | 2.0139 | -2.8 | 5,401 | 69.7 | 1,874.1 | 2.0006 | 85,176,159 | 2.2841 | 37,088,030 | 2.0363 | 2.1558 | 1.7910 | 1,7838 | 2.3738 |
| Crawford | 19.4 | .0077 | -6.8 | 44 | 99.2 | 7.6 | .0081 | 252,450 | .0068 | 111,012 | .0061 | .0067 | .0076 | .0086 | .0057 |
| Cumberland | 10.8 | .0042 | -2.4 | 31 | 99.6 | 4.0 | .0043 | 121,410 | .0033 | 34,084 | .0018 | .0029 | .0044 | .0041 | .0029 |
| De Kalb | 79.5 | .0314 | 6.5 | 125 | 94.7 | 27.0 | .0288 | 1,101,336 | .0295 | 503,735 | .0277 | .0294 | .0250 | .0269 | .0274 |
| De Witt | 16.3 | .0064 | -10.0 | 41 | 99.3 | 6.4 | .0069 | 248,421 | .0067 | 103,143 | .0057 | .0063 | .0060 | .0066 | .0055 |
| Douglas | 19.4 | .0077 | -1.9 | 47 | 99.6 | 7.2 | .0076 | 260,744 | .0070 | 113,582 | .0062 | .0069 | .0069 | .0076 | .0075 |
| Du Page | 810.6 | .3196 | 23.0 | 2,424 | 92.5 | 289.8 | .3094 | 18,024,563 | .4833 | 9,450,047 | .5188 | .4614 | .1740 | .2752 | .4833 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES | | | | | | | | | | | | | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980-91 | Pop. Per Sq. Mi. (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **ILLINOIS (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Edgar | 19.2 | .0075 | -11.6 | 31 | 99.4 | 7.7 | .0082 | 237,094 | .0064 | 116,401 | .0064 | .0066 | .0103 | .0086 | .0053 |
| Edwards | 7.4 | .0030 | -7.1 | 33 | 99.5 | 3.0 | .0032 | 88,091 | .0023 | 31,222 | .0017 | .0023 | .0039 | .0033 | .0021 |
| Effingham | 32.3 | .0127 | 4.4 | 67 | 99.5 | 11.7 | .0125 | 420,110 | .0113 | 338,265 | .0186 | .0137 | .0121 | .0153 | .0126 |
| Fayette | 20.7 | .0081 | -6.6 | 29 | 96.4 | 7.7 | .0082 | 247,156 | .0066 | 93,237 | .0051 | .0064 | .0085 | .0084 | .0053 |
| Ford | 14.1 | .0056 | -7.6 | 29 | 99.3 | 5.6 | .0060 | 197,755 | .0053 | 79,574 | .0044 | .0051 | .0051 | .0061 | .0056 |
| Franklin | 39.8 | .0157 | -7.9 | 97 | 99.4 | 16.3 | .0174 | 431,989 | .0116 | 256,297 | .0141 | .0132 | .0237 | .0193 | .0108 |
| Fulton | 38.0 | .0150 | -13.0 | 44 | 97.4 | 14.7 | .0157 | 465,112 | .0125 | 203,911 | .0112 | .0126 | .0190 | .0168 | .0114 |
| Gallatin | 6.7 | .0026 | -11.7 | 21 | 99.0 | 2.7 | .0029 | 82,942 | .0022 | 16,182 | .0009 | .0019 | .0030 | .0025 | .0019 |
| Greene | 15.3 | .0061 | -8.2 | 28 | 99.4 | 5.9 | .0063 | 168,568 | .0045 | 47,799 | .0026 | .0042 | .0072 | .0062 | .0037 |
| Grundy | 32.8 | .0129 | 7.3 | 78 | 99.4 | 12.2 | .0130 | 500,529 | .0135 | 197,294 | .0108 | .0126 | .0097 | .0112 | .0117 |
| Hamilton | 8.4 | .0033 | -8.4 | 19 | 99.6 | 3.5 | .0037 | 95,951 | .0025 | 35,537 | .0020 | .0026 | .0047 | .0036 | .0021 |
| Hancock | 21.1 | .0083 | -11.6 | 27 | 99.6 | 8.3 | .0089 | 266,217 | .0072 | 60,296 | .0033 | .0061 | .0078 | .0082 | .0061 |
| Hardin | 5.2 | .0021 | -3.4 | 29 | 97.4 | 2.1 | .0022 | 50,595 | .0013 | 14,245 | .0008 | .0013 | .0033 | .0021 | .0011 |
| Henderson | 8.1 | .0032 | -11.1 | 21 | 99.4 | 3.2 | .0035 | 100,023 | .0027 | 14,409 | .0007 | .0023 | .0030 | .0030 | .0021 |
| Henry | 50.2 | .0198 | -13.4 | 61 | 98.2 | 19.2 | .0205 | 653,982 | .0176 | 301,307 | .0166 | .0176 | .0193 | .0220 | .0165 |
| Iroquois | 30.6 | .0120 | -7.2 | 27 | 99.0 | 11.7 | .0125 | 398,852 | .0107 | 136,721 | .0075 | .0101 | .0109 | .0128 | .0094 |
| Jackson | 61.1 | .0241 | -.9 | 104 | 85.4 | 23.5 | .0250 | 661,383 | .0177 | 470,304 | .0258 | .0214 | .0371 | .0263 | .0191 |
| Jasper | 10.6 | .0042 | -6.4 | 21 | 99.7 | 4.0 | .0043 | 124,318 | .0033 | 43,005 | .0024 | .0032 | .0042 | .0044 | .0032 |
| Jefferson | 36.8 | .0145 | .7 | 64 | 94.1 | 14.6 | .0156 | 449,363 | .0121 | 294,080 | .0161 | .0138 | .0180 | .0169 | .0127 |
| ☐ Jersey | 20.7 | .0082 | .8 | 56 | 99.1 | 7.5 | .0080 | 256,187 | .0068 | 115,730 | .0064 | .0070 | .0069 | .0082 | .0064 |
| Jo Daviess | 21.7 | .0085 | -7.7 | 36 | 99.7 | 8.3 | .0089 | 291,787 | .0079 | 96,683 | .0053 | .0072 | .0079 | .0087 | .0064 |
| Johnson | 11.7 | .0046 | 21.6 | 34 | 89.4 | 3.6 | .0038 | 116,460 | .0031 | 31,118 | .0017 | .0030 | .0042 | .0034 | .0026 |
| Kane | 331.0 | .1305 | 18.9 | 636 | 91.9 | 111.4 | .1189 | 5,603,766 | .1503 | 2,522,200 | .1385 | .1428 | .0829 | .1027 | .1481 |
| Kankakee | 96.2 | .0380 | -6.5 | 142 | 84.0 | 34.5 | .0368 | 1,259,854 | .0338 | 681,065 | .0374 | .0357 | .0362 | .0375 | .0316 |
| Kendall | 40.4 | .0159 | 3.6 | 126 | 98.6 | 13.6 | .0146 | 754,332 | .0202 | 135,625 | .0074 | .0155 | .0069 | .0080 | .0158 |
| Knox | 56.1 | .0221 | -8.9 | 78 | 93.8 | 21.7 | .0231 | 723,698 | .0194 | 393,799 | .0216 | .0206 | .0247 | .0244 | .0198 |
| Lake | 537.1 | .2118 | 22.0 | 1,199 | 90.2 | 181.0 | .1932 | 12,550,405 | .3366 | 4,825,251 | .2650 | .2901 | .1223 | .1615 | .2639 |
| La Salle | 106.7 | .0420 | -4.8 | 94 | 98.1 | 41.3 | .0441 | 1,465,354 | .0393 | 874,917 | .0480 | .0424 | .0458 | .0457 | .0423 |
| Lawrence | 15.5 | .0062 | -13.0 | 42 | 98.7 | 6.1 | .0065 | 178,107 | .0047 | 76,962 | .0042 | .0050 | .0075 | .0071 | .0039 |
| Lee | 34.9 | .0137 | -3.9 | 48 | 95.2 | 12.6 | .0135 | 442,472 | .0119 | 184,451 | .0101 | .0116 | .0125 | .0133 | .0109 |
| Livingston | 39.2 | .0155 | -5.3 | 38 | 93.8 | 13.7 | .0146 | 514,169 | .0138 | 218,594 | .0120 | .0136 | .0139 | .0140 | .0126 |
| Logan | 31.5 | .0124 | -1.0 | 51 | 94.9 | 10.8 | .0115 | 390,525 | .0105 | 191,033 | .0105 | .0110 | .0100 | .0114 | .0101 |
| McDonough | 34.7 | .0137 | -7.4 | 59 | 93.7 | 12.1 | .0130 | 393,829 | .0105 | 225,006 | .0124 | .0117 | .0156 | .0132 | .0108 |
| McHenry | 191.0 | .0753 | 29.1 | 316 | 98.9 | 65.6 | .0700 | 3,492,720 | .0937 | 1,122,711 | .0616 | .0804 | .0377 | .0517 | .0752 |
| McLean | 131.7 | .0519 | 10.5 | 111 | 94.1 | 47.7 | .0509 | 2,096,878 | .0562 | 1,067,332 | .0586 | .0561 | .0426 | .0503 | .0523 |
| Macon | 115.4 | .0455 | -12.2 | 199 | 87.0 | 45.3 | .0484 | 1,679,495 | .0451 | 950,252 | .0522 | .0472 | .0472 | .0501 | .0440 |
| Macoupin | 47.8 | .0189 | -3.2 | 55 | 98.8 | 18.2 | .0194 | 590,167 | .0158 | 251,978 | .0138 | .0158 | .0190 | .0206 | .0138 |
| ☐ Madison | 250.7 | .0988 | 1.2 | 346 | 92.5 | 95.4 | .1018 | 3,553,057 | .0953 | 1,745,246 | .0959 | .0962 | .1041 | .0996 | .0854 |
| Marion | 41.3 | .0163 | -5.1 | 72 | 95.4 | 16.2 | .0173 | 510,569 | .0137 | 281,550 | .0154 | .0148 | .0207 | .0188 | .0125 |
| Marshall | 12.8 | .0050 | -11.6 | 33 | 99.4 | 4.9 | .0053 | 175,281 | .0047 | 49,644 | .0027 | .0042 | .0045 | .0049 | .0037 |
| Mason | 15.9 | .0063 | -18.4 | 29 | 99.5 | 6.2 | .0066 | 189,333 | .0050 | 56,559 | .0031 | .0046 | .0069 | .0068 | .0041 |
| Massac | 14.8 | .0058 | -1.3 | 62 | 93.6 | 6.0 | .0064 | 170,808 | .0046 | 60,117 | .0033 | .0045 | .0076 | .0062 | .0038 |
| Menard | 11.1 | .0044 | -5.1 | 35 | 99.5 | 4.2 | .0045 | 159,914 | .0043 | 40,317 | .0023 | .0037 | .0041 | .0036 | .0036 |
| Mercer | 17.1 | .0068 | -11.3 | 30 | 99.4 | 6.5 | .0069 | 231,078 | .0062 | 57,339 | .0031 | .0053 | .0055 | .0062 | .0051 |
| ☐ Monroe | 23.2 | .0091 | 15.3 | 60 | 99.4 | 8.5 | .0091 | 352,927 | .0095 | 142,096 | .0078 | .0089 | .0074 | .0082 | .0079 |
| Montgomery | 30.7 | .0121 | -3.1 | 44 | 97.4 | 11.5 | .0123 | 379,965 | .0102 | 176,548 | .0097 | .0105 | .0131 | .0119 | .0094 |
| Morgan | 36.3 | .0143 | -3.2 | 64 | 95.1 | 13.6 | .0145 | 491,009 | .0131 | 284,593 | .0156 | .0141 | .0148 | .0157 | .0133 |
| Moultrie | 13.9 | .0055 | -4.5 | 41 | 99.7 | 5.1 | .0054 | 181,325 | .0049 | 57,700 | .0032 | .0045 | .0048 | .0050 | .0042 |
| Ogle | 46.3 | .0183 | -.1 | 61 | 99.3 | 17.2 | .0184 | 647,147 | .0173 | 193,935 | .0106 | .0156 | .0142 | .0157 | .0153 |
| Peoria | 181.8 | .0716 | -9.3 | 293 | 84.3 | 70.4 | .0751 | 2,721,493 | .0730 | 1,519,836 | .0835 | .0758 | .0738 | .0761 | .0756 |
| Perry | 21.3 | .0084 | -1.9 | 48 | 97.7 | 8.3 | .0089 | 258,191 | .0069 | 93,559 | .0051 | .0067 | .0094 | .0085 | .0064 |
| Piatt | 15.5 | .0061 | -6.5 | 35 | 99.8 | 5.9 | .0063 | 236,456 | .0064 | 69,475 | .0038 | .0055 | .0041 | .0053 | .0053 |
| Pike | 17.5 | .0069 | -7.4 | 21 | 99.6 | 7.0 | .0075 | 192,166 | .0051 | 78,019 | .0043 | .0053 | .0068 | .0080 | .0047 |
| Pope | 4.4 | .0018 | -.1 | 12 | 93.0 | 1.6 | .0017 | 42,201 | .0012 | 3,913 | .0002 | .0008 | .0021 | .0013 | .0009 |
| Pulaski | 7.5 | .0029 | -15.2 | 37 | 67.0 | 2.9 | .0031 | 67,126 | .0018 | 13,973 | .0008 | .0018 | .0046 | .0025 | .0015 |
| Putnam | 5.6 | .0022 | -8.0 | 35 | 99.5 | 2.2 | .0023 | 82,080 | .0022 | 21,319 | .0012 | .0019 | .0021 | .0022 | .0017 |
| Randolph | 34.6 | .0137 | -3.0 | 60 | 91.0 | 11.9 | .0127 | 417,341 | .0112 | 223,365 | .0122 | .0120 | .0141 | .0135 | .0094 |
| Richland | 16.1 | .0063 | -8.5 | 45 | 99.5 | 6.3 | .0067 | 202,878 | .0054 | 94,769 | .0052 | .0057 | .0068 | .0074 | .0052 |
| Rock Island | 146.1 | .0576 | -12.4 | 342 | 91.7 | 58.4 | .0624 | 2,131,033 | .0571 | 1,143,666 | .0628 | .0588 | .0624 | .0640 | .0557 |
| ☐ St. Clair | 262.5 | .1035 | -1.9 | 395 | 71.8 | 95.2 | .1016 | 3,428,968 | .0920 | 1,630,261 | .0895 | .0936 | .0959 | .0996 | .0928 |
| Saline | 26.3 | .0104 | -7.6 | 69 | 95.9 | 10.8 | .0115 | 302,093 | .0081 | 181,368 | .0100 | .0091 | .0160 | .0124 | .0079 |
| Sangamon | 180.3 | .0711 | 2.4 | 208 | 90.7 | 73.0 | .0780 | 2,963,009 | .0795 | 1,473,349 | .0809 | .0782 | .0657 | .0773 | .0769 |
| Schuyler | 7.5 | .0029 | -10.4 | 17 | 99.8 | 3.0 | .0032 | 87,175 | .0023 | 36,055 | .0020 | .0024 | .0037 | .0032 | .0026 |
| Scott | 5.6 | .0023 | -8.8 | 22 | 99.8 | 2.2 | .0023 | 61,773 | .0017 | 14,283 | .0007 | .0014 | .0024 | .0022 | .0015 |
| Shelby | 22.3 | .0087 | -6.8 | 29 | 99.7 | 8.6 | .0092 | 285,500 | .0076 | 68,286 | .0038 | .0068 | .0082 | .0085 | .0067 |
| Stark | 6.3 | .0025 | -14.7 | 22 | 99.4 | 2.5 | .0027 | 83,798 | .0023 | 12,804 | .0007 | .0018 | .0022 | .0024 | .0018 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980-91 | Pop Per Sq. Mi. (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **ILLINOIS (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Stephenson | 48.1 | .0190 | −2.9 | 85 | 92.6 | 19.0 | .0202 | 697,836 | .0187 | 300,229 | .0165 | .0181 | .0180 | .0199 | .0183 |
| Tazewell | 123.6 | .0487 | −6.4 | 190 | 99.3 | 47.3 | .0505 | 1,774,919 | .0476 | 935,935 | .0514 | .0489 | .0486 | .0513 | .0435 |
| Union | 17.7 | .0070 | −.4 | 43 | 98.7 | 6.9 | .0074 | 199,999 | .0053 | 85,270 | .0046 | .0055 | .0088 | .0076 | .0046 |
| Vermilion | 87.5 | .0345 | −8.1 | 97 | 89.9 | 33.7 | .0360 | 1,116,981 | .0300 | 576,852 | .0317 | .0313 | .0401 | .0384 | .0284 |
| Wabash | 13.1 | .0052 | −4.5 | 59 | 99.0 | 5.0 | .0053 | 174,293 | .0047 | 64,848 | .0036 | .0045 | .0055 | .0050 | .0039 |
| Warren | 18.7 | .0073 | −14.8 | 34 | 97.6 | 7.2 | .0077 | 219,218 | .0058 | 90,022 | .0049 | .0059 | .0082 | .0081 | .0053 |
| Washington | 15.1 | .0060 | −2.4 | 27 | 99.3 | 5.8 | .0062 | 187,711 | .0051 | 59,057 | .0033 | .0047 | .0053 | .0064 | .0044 |
| Wayne | 17.0 | .0067 | −5.9 | 24 | 99.5 | 6.9 | .0074 | 191,447 | .0051 | 71,064 | .0039 | .0050 | .0087 | .0079 | .0052 |
| White | 16.2 | .0064 | −9.3 | 33 | 99.3 | 6.7 | .0071 | 208,750 | .0056 | 91,032 | .0050 | .0056 | .0093 | .0071 | .0045 |
| Whiteside | 59.8 | .0236 | −9.4 | 87 | 98.7 | 22.6 | .0241 | 803,226 | .0216 | 378,680 | .0208 | .0218 | .0225 | .0241 | .0201 |
| Will | 365.6 | .1441 | 12.7 | 437 | 87.3 | 119.3 | .1274 | 5,953,269 | .1596 | 2,117,320 | .1162 | .1436 | .0798 | .0985 | .1367 |
| Williamson | 57.8 | .0228 | 2.2 | 136 | 97.3 | 23.2 | .0248 | 746,147 | .0200 | 406,420 | .0223 | .0211 | .0262 | .0258 | .0189 |
| Winnebago | 254.1 | .1002 | 1.3 | 495 | 89.1 | 97.3 | .1038 | 3,939,113 | .1056 | 2,074,106 | .1139 | .1071 | .0920 | .1030 | .1105 |
| Woodford | 32.9 | .0130 | −1.3 | 62 | 99.3 | 11.5 | .0123 | 494,389 | .0133 | 167,532 | .0092 | .0121 | .0080 | .0106 | .0109 |
| **TOTAL METRO COUNTIES** | **9,536.2** | **3.7599** | **2.1** | **615** | **79.2** | **3,469.7** | **3.7039** | **162,941,965** | **4.3698** | **73,179,456** | **4.0181** | **4.1425** | **3.1046** | **3.3496** | **4.3113** |
| **TOTAL STATE** | **11,511.8** | **4.5389** | **.7** | **207** | **82.1** | **4,223.2** | **4.5082** | **187,922,992** | **5.0395** | **84,709,929** | **4.6509** | **4.8229** | **3.9489** | **4.1672** | **4.9408** |
| **INDIANA** | | | | | | | | | | | | | | | |
| **ANDERSON** | **130.6** | **.0515** | **−6.3** | **289** | **91.7** | **49.6** | **.0529** | **1,611,764** | **.0432** | **879,403** | **.0482** | **.0464** | **.0563** | **.0576** | **.0435** |
| Madison | 130.6 | .0515 | −6.3 | 289 | 91.7 | 49.6 | .0529 | 1,611,764 | .0432 | 879,403 | .0482 | .0464 | .0563 | .0576 | .0435 |
| **BLOOMINGTON** | **110.7** | **.0436** | **12.1** | **281** | **94.6** | **40.1** | **.0428** | **1,330,020** | **.0357** | **759,803** | **.0417** | **.0390** | **.0507** | **.0463** | **.0386** |
| Monroe | 110.7 | .0436 | 12.1 | 281 | 94.6 | 40.1 | .0428 | 1,330,020 | .0357 | 759,803 | .0417 | .0390 | .0507 | .0463 | .0386 |
| **ELKHART - GOSHEN** | **159.4** | **.0628** | **16.1** | **344** | **94.4** | **57.8** | **.0617** | **2,232,406** | **.0598** | **1,247,457** | **.0685** | **.0630** | **.0513** | **.0674** | **.0593** |
| Elkhart | 159.4 | .0628 | 16.1 | 344 | 94.4 | 57.8 | .0617 | 2,232,406 | .0598 | 1,247,457 | .0685 | .0630 | .0513 | .0674 | .0593 |
| **EVANSVILLE** | **280.2** | **.1105** | **1.4** | **191** | **93.5** | **109.3** | **.1167** | **3,812,270** | **.1023** | **2,110,287** | **.1158** | **.1080** | **.1205** | **.1250** | **.1123** |
| Posey | 25.9 | .0102 | −2.0 | 63 | 98.6 | 9.5 | .0101 | 353,475 | .0095 | 82,590 | .0045 | .0081 | .0080 | .0086 | .0081 |
| Vanderburgh | 165.1 | .0651 | −1.5 | 704 | 91.6 | 66.9 | .0714 | 2,293,791 | .0615 | 1,545,985 | .0849 | .0693 | .0775 | .0818 | .0752 |
| Warrick | 45.9 | .0181 | 10.7 | 120 | 98.6 | 16.2 | .0173 | 612,326 | .0164 | 159,501 | .0087 | .0144 | .0137 | .0159 | .0141 |
| *Henderson, Ky.* | *43.3* | *.0171* | *6.0* | *98* | *92.4* | *16.7* | *.0179* | *552,678* | *.0149* | *322,211* | *.0177* | *.0162* | *.0213* | *.0187* | *.0149* |
| **FORT WAYNE** | **369.8** | **.1458** | **4.4** | **273** | **90.3** | **138.5** | **.1479** | **5,337,778** | **.1431** | **2,940,637** | **.1613** | **.1492** | **.1224** | **.1585** | **.1534** |
| Allen | 305.2 | .1203 | 3.7 | 464 | 88.4 | 115.1 | .1229 | 4,538,923 | .1217 | 2,597,441 | .1426 | .1277 | .1011 | .1320 | .1321 |
| De Kalb | 36.3 | .0143 | 8.0 | 100 | 99.4 | 13.1 | .0140 | 450,786 | .0121 | 210,783 | .0115 | .0124 | .0110 | .0154 | .0126 |
| Whitley | 28.3 | .0112 | 8.0 | 84 | 99.5 | 10.3 | .0110 | 348,069 | .0093 | 132,413 | .0072 | .0091 | .0103 | .0111 | .0087 |
| **GARY - HAMMOND** | **603.0** | **.2378** | **−6.2** | **659** | **79.6** | **215.6** | **.2302** | **7,868,412** | **.2110** | **3,908,064** | **.2146** | **.2174** | **.2220** | **.2243** | **.2149** |
| Lake | 472.1 | .1862 | −9.7 | 950 | 74.3 | 169.7 | .1812 | 5,999,051 | .1609 | 3,184,426 | .1748 | .1701 | .1830 | .1790 | .1708 |
| Porter | 130.9 | .0516 | 9.3 | 313 | 98.7 | 45.9 | .0490 | 1,869,361 | .0501 | 723,638 | .0398 | .0473 | .0390 | .0453 | .0441 |
| **INDIANAPOLIS** | **1,272.8** | **.5017** | **9.1** | **414** | **85.0** | **488.7** | **.5218** | **19,919,143** | **.5342** | **11,064,113** | **.6077** | **.5497** | **.4353** | **.5462** | **.5499** |
| Boone | 39.1 | .0154 | 7.3 | 93 | 99.3 | 14.3 | .0153 | 693,943 | .0186 | 218,435 | .0120 | .0159 | .0105 | .0130 | .0188 |
| Hamilton | 115.3 | .0454 | 40.6 | 290 | 98.1 | 41.2 | .0440 | 2,286,914 | .0613 | 723,925 | .0398 | .0517 | .0251 | .0359 | .0471 |
| Hancock | 46.6 | .0184 | 6.1 | 152 | 99.4 | 16.4 | .0175 | 713,028 | .0191 | 208,666 | .0114 | .0168 | .0112 | .0145 | .0159 |
| Hendricks | 77.6 | .0306 | 11.2 | 190 | 98.4 | 26.7 | .0285 | 1,263,789 | .0339 | 370,240 | .0204 | .0291 | .0184 | .0223 | .0273 |
| Johnson | 90.6 | .0357 | 17.3 | 283 | 98.3 | 32.3 | .0345 | 1,463,566 | .0392 | 715,996 | .0393 | .0387 | .0225 | .0335 | .0397 |
| Marion | 806.9 | .3181 | 5.4 | 2,036 | 77.2 | 323.3 | .3452 | 12,162,003 | .3262 | 8,331,758 | .4575 | .3638 | .3177 | .3923 | .3685 |
| Morgan | 56.3 | .0222 | 8.3 | 138 | 99.5 | 19.7 | .0210 | 778,899 | .0209 | 297,850 | .0164 | .0199 | .0165 | .0198 | .0190 |
| Shelby | 40.4 | .0159 | 1.3 | 98 | 98.6 | 14.8 | .0158 | 557,001 | .0150 | 197,243 | .0109 | .0138 | .0134 | .0149 | .0136 |
| **KOKOMO** | **96.1** | **.0380** | **−7.4** | **174** | **94.6** | **37.3** | **.0398** | **1,345,591** | **.0360** | **822,139** | **.0451** | **.0391** | **.0386** | **.0417** | **.0339** |
| Howard | 79.9 | .0316 | −8.1 | 273 | 93.6 | 31.3 | .0334 | 1,122,995 | .0301 | 710,195 | .0390 | .0330 | .0337 | .0350 | .0290 |
| Tipton | 16.2 | .0064 | −3.7 | 62 | 99.5 | 6.0 | .0064 | 222,596 | .0059 | 111,944 | .0061 | .0061 | .0049 | .0067 | .0049 |
| **LAFAYETTE - WEST LAFAYETTE** | **132.3** | **.0521** | **8.7** | **265** | **93.8** | **46.3** | **.0494** | **1,769,435** | **.0475** | **1,039,882** | **.0571** | **.0513** | **.0481** | **.0545** | **.0477** |
| Tippecanoe | 132.3 | .0521 | 8.7 | 265 | 93.8 | 46.3 | .0494 | 1,769,435 | .0475 | 1,039,882 | .0571 | .0513 | .0481 | .0545 | .0477 |
| **MUNCIE** | **119.0** | **.0469** | **−7.5** | **303** | **93.1** | **45.1** | **.0481** | **1,511,222** | **.0405** | **753,148** | **.0414** | **.0421** | **.0532** | **.0494** | **.0408** |
| Delaware | 119.0 | .0469 | −7.5 | 303 | 93.1 | 45.1 | .0481 | 1,511,222 | .0405 | 753,148 | .0414 | .0421 | .0532 | .0494 | .0408 |
| **SOUTH BEND - MISHAWAKA** | **249.5** | **.0984** | **3.3** | **546** | **88.5** | **93.3** | **.0996** | **3,405,729** | **.0913** | **1,988,189** | **.1091** | **.0982** | **.0977** | **.1104** | **.1002** |
| St. Joseph | 249.5 | .0984 | 3.3 | 546 | 88.5 | 93.3 | .0996 | 3,405,729 | .0913 | 1,988,189 | .1091 | .0982 | .0977 | .1104 | .1002 |
| **TERRE HAUTE** | **130.0** | **.0513** | **−5.3** | **171** | **94.1** | **48.8** | **.0520** | **1,592,090** | **.0427** | **1,588,002** | **.0872** | **.0579** | **.0579** | **.0693** | **.0672** |
| Clay | 24.8 | .0098 | −.3 | 69 | 99.3 | 9.4 | .0100 | 270,424 | .0072 | 124,072 | .0068 | .0077 | .0104 | .0106 | .0065 |
| Vigo | 105.2 | .0415 | −6.4 | 261 | 92.9 | 39.4 | .0420 | 1,321,666 | .0355 | 1,463,930 | .0804 | .0502 | .0475 | .0587 | .0607 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Adams | 32.0 | .0126 | 8.0 | 94 | 99.5 | 10.7 | .0114 | 356,034 | .0095 | 220,616 | .0121 | .0108 | .0111 | .0131 | .0098 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980-91 | Pop Per Sq. Mi. (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **INDIANA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Allen | 305.2 | .1203 | 3.7 | 464 | 88.4 | 115.1 | .1229 | 4,538,923 | .1217 | 2,597,441 | .1426 | .1277 | .1011 | .1320 | .1321 |
| Bartholomew | 64.3 | .0254 | -1.2 | 158 | 97.2 | 24.4 | .0260 | 872,516 | .0234 | 498,276 | .0274 | .0250 | .0250 | .0289 | .0262 |
| Benton | 9.4 | .0037 | -8.0 | 23 | 99.7 | 3.5 | .0038 | 118,795 | .0032 | 41,120 | .0022 | .0031 | .0032 | .0037 | .0028 |
| Blackford | 14.0 | .0055 | -10.1 | 85 | 99.5 | 5.4 | .0057 | 151,928 | .0040 | 58,696 | .0032 | .0040 | .0060 | .0063 | .0038 |
| Boone | 39.1 | .0154 | 7.3 | 93 | 99.3 | 14.3 | .0153 | 693,943 | .0186 | 218,435 | .0120 | .0159 | .0105 | .0130 | .0188 |
| Brown | 14.4 | .0057 | 16.3 | 46 | 99.4 | 5.5 | .0059 | 210,801 | .0057 | 39,855 | .0022 | .0047 | .0039 | .0049 | .0049 |
| Carroll | 19.0 | .0075 | -3.7 | 51 | 99.7 | 7.2 | .0077 | 252,307 | .0068 | 62,303 | .0034 | .0059 | .0059 | .0071 | .0057 |
| Cass | 38.4 | .0151 | -6.2 | 93 | 98.4 | 14.7 | .0156 | 465,854 | .0125 | 231,868 | .0128 | .0131 | .0159 | .0171 | .0124 |
| ☐ Clark | 88.0 | .0347 | -1.0 | 235 | 93.9 | 33.4 | .0357 | 1,085,268 | .0291 | 865,122 | .0475 | .0357 | .0361 | .0434 | .0363 |
| Clay | 24.8 | .0098 | -.3 | 69 | 99.3 | 9.4 | .0100 | 270,424 | .0072 | 124,072 | .0068 | .0077 | .0104 | .0106 | .0065 |
| Clinton | 31.4 | .0124 | -.5 | 78 | 99.5 | 11.7 | .0125 | 385,754 | .0104 | 158,665 | .0087 | .0102 | .0110 | .0133 | .0097 |
| Crawford | 10.0 | .0039 | 1.8 | 33 | 99.6 | 3.7 | .0040 | 102,418 | .0027 | 31,369 | .0017 | .0028 | .0043 | .0040 | .0024 |
| Daviess | 27.6 | .0109 | -.9 | 64 | 99.5 | 10.0 | .0106 | 288,841 | .0077 | 141,274 | .0078 | .0083 | .0119 | .0119 | .0072 |
| ☐ Dearborn | 40.0 | .0158 | 16.6 | 131 | 99.0 | 14.1 | .0151 | 525,050 | .0141 | 213,339 | .0117 | .0137 | .0125 | .0144 | .0126 |
| Decatur | 23.9 | .0094 | .2 | 64 | 99.2 | 8.5 | .0091 | 300,617 | .0081 | 123,264 | .0068 | .0079 | .0074 | .0094 | .0074 |
| De Kalb | 36.3 | .0143 | 8.0 | 100 | 99.4 | 13.1 | .0140 | 450,786 | .0121 | 210,783 | .0115 | .0124 | .0110 | .0154 | .0126 |
| Delaware | 119.0 | .0469 | -7.5 | 303 | 93.1 | 45.1 | .0481 | 1,511,222 | .0405 | 753,148 | .0414 | .0421 | .0532 | .0494 | .0408 |
| Dubois | 37.4 | .0148 | 9.2 | 87 | 99.6 | 13.3 | .0142 | 480,298 | .0129 | 342,647 | .0188 | .0150 | .0133 | .0160 | .0144 |
| Elkhart | 159.4 | .0628 | 16.1 | 344 | 94.4 | 57.8 | .0617 | 2,232,406 | .0598 | 1,247,457 | .0685 | .0630 | .0513 | .0674 | .0593 |
| Fayette | 25.7 | .0101 | -9.1 | 120 | 97.9 | 9.9 | .0106 | 289,365 | .0078 | 135,572 | .0074 | .0082 | .0114 | .0118 | .0076 |
| ☐ Floyd | 65.4 | .0258 | 6.9 | 442 | 95.3 | 24.5 | .0261 | 911,263 | .0244 | 308,214 | .0169 | .0224 | .0251 | .0239 | .0226 |
| Fountain | 17.7 | .0070 | -7.0 | 45 | 99.7 | 6.8 | .0073 | 200,578 | .0054 | 80,990 | .0045 | .0054 | .0075 | .0081 | .0048 |
| Franklin | 19.7 | .0070 | .4 | 51 | 99.6 | 6.6 | .0070 | 230,859 | .0062 | 58,170 | .0032 | .0057 | .0060 | .0066 | .0057 |
| Fulton | 18.9 | .0074 | -2.3 | 51 | 98.7 | 7.3 | .0078 | 221,104 | .0059 | 95,825 | .0053 | .0061 | .0084 | .0077 | .0056 |
| Gibson | 31.9 | .0126 | -3.8 | 65 | 97.7 | 12.4 | .0133 | 395,077 | .0106 | 149,346 | .0082 | .0102 | .0137 | .0133 | .0095 |
| Grant | 73.8 | .0291 | -8.8 | 178 | 92.1 | 27.5 | .0293 | 907,683 | .0244 | 508,360 | .0279 | .0263 | .0309 | .0326 | .0246 |
| Greene | 30.6 | .0121 | .6 | 56 | 99.6 | 12.0 | .0128 | 358,419 | .0096 | 139,876 | .0076 | .0095 | .0140 | .0130 | .0084 |
| Hamilton | 115.3 | .0458 | 40.6 | 290 | 98.1 | 41.2 | .0440 | 2,286,914 | .0613 | 723,925 | .0398 | .0517 | .0251 | .0359 | .0471 |
| Hancock | 46.6 | .0184 | 6.1 | 152 | 99.4 | 16.4 | .0175 | 713,028 | .0191 | 208,666 | .0114 | .0168 | .0112 | .0145 | .0159 |
| ☐ Harrison | 30.7 | .0121 | 12.6 | 63 | 99.3 | 10.9 | .0116 | 359,248 | .0097 | 136,648 | .0075 | .0094 | .0107 | .0123 | .0084 |
| Hendricks | 77.6 | .0306 | 11.2 | 190 | 98.4 | 26.7 | .0285 | 1,263,789 | .0339 | 370,240 | .0204 | .0291 | .0184 | .0223 | .0273 |
| Henry | 47.8 | .0188 | -10.4 | 122 | 98.7 | 18.5 | .0198 | 553,115 | .0148 | 273,521 | .0150 | .0158 | .0207 | .0218 | .0145 |
| Howard | 79.9 | .0316 | -8.1 | 273 | 93.6 | 31.3 | .0334 | 1,122,995 | .0301 | 710,195 | .0390 | .0330 | .0337 | .0350 | .0290 |
| Huntington | 36.0 | .0141 | 1.1 | 94 | 99.0 | 13.1 | .0140 | 459,552 | .0123 | 189,177 | .0104 | .0121 | .0115 | .0144 | .0115 |
| Jackson | 38.0 | .0150 | 4.0 | 75 | 98.9 | 14.2 | .0152 | 466,183 | .0125 | 248,753 | .0136 | .0133 | .0148 | .0172 | .0124 |
| Jasper | 24.9 | .0098 | -4.7 | 44 | 99.1 | 8.5 | .0090 | 296,728 | .0080 | 129,823 | .0072 | .0082 | .0076 | .0092 | .0079 |
| Jay | 21.4 | .0085 | -7.9 | 56 | 99.4 | 8.1 | .0087 | 242,271 | .0065 | 78,747 | .0043 | .0062 | .0083 | .0093 | .0064 |
| Jefferson | 30.2 | .0119 | -.7 | 84 | 98.1 | 11.0 | .0117 | 360,207 | .0097 | 170,287 | .0093 | .0101 | .0127 | .0135 | .0094 |
| Jennings | 23.8 | .0094 | 4.1 | 63 | 98.7 | 8.4 | .0090 | 258,835 | .0069 | 82,675 | .0046 | .0065 | .0088 | .0092 | .0059 |
| Johnson | 90.6 | .0357 | 17.3 | 283 | 98.3 | 32.3 | .0345 | 1,463,566 | .0392 | 715,996 | .0393 | .0387 | .0225 | .0335 | .0397 |
| Knox | 39.7 | .0156 | -5.1 | 77 | 98.1 | 15.1 | .0161 | 464,546 | .0125 | 265,978 | .0146 | .0137 | .0198 | .0179 | .0121 |
| Kosciusko | 66.4 | .0262 | 11.5 | 124 | 98.8 | 23.8 | .0254 | 934,364 | .0251 | 419,256 | .0230 | .0246 | .0191 | .0245 | .0257 |
| La Grange | 30.4 | .0120 | 19.0 | 80 | 99.3 | 9.5 | .0101 | 301,453 | .0080 | 112,443 | .0062 | .0084 | .0086 | .0108 | .0077 |
| Lake | 472.1 | .1862 | -9.7 | 950 | 74.3 | 169.7 | .1812 | 5,999,051 | .1609 | 3,184,426 | .1748 | .1701 | .1830 | .1790 | .1708 |
| La Porte | 107.5 | .0423 | -1.1 | 180 | 90.2 | 38.6 | .0412 | 1,431,170 | .0384 | 671,303 | .0369 | .0387 | .0388 | .0434 | .0395 |
| Lawrence | 43.2 | .0171 | 1.7 | 96 | 99.3 | 16.4 | .0175 | 511,459 | .0137 | 236,684 | .0130 | .0143 | .0180 | .0193 | .0137 |
| Madison | 130.6 | .0515 | -6.3 | 289 | 91.7 | 49.6 | .0529 | 1,611,764 | .0432 | 879,403 | .0482 | .0464 | .0563 | .0576 | .0435 |
| Marion | 806.9 | .3181 | 5.4 | 2,036 | 77.2 | 323.3 | .3452 | 12,162,003 | .3262 | 8,331,758 | .4575 | .3638 | .3177 | .3923 | .3685 |
| Marshall | 43.0 | .0170 | 9.8 | 97 | 99.2 | 15.5 | .0165 | 549,224 | .0147 | 267,944 | .0147 | .0152 | .0140 | .0182 | .0137 |
| Martin | 10.5 | .0041 | -4.6 | 31 | 99.6 | 3.8 | .0041 | 113,398 | .0031 | 48,833 | .0027 | .0031 | .0044 | .0044 | .0033 |
| Miami | 36.7 | .0145 | -7.8 | 98 | 94.6 | 13.4 | .0143 | 412,681 | .0110 | 154,596 | .0085 | .0111 | .0130 | .0164 | .0108 |
| Monroe | 110.7 | .0436 | 12.1 | 281 | 94.6 | 40.1 | .0428 | 1,330,020 | .0357 | 759,803 | .0417 | .0390 | .0507 | .0463 | .0386 |
| Montgomery | 34.4 | .0136 | -3.1 | 68 | 98.8 | 13.2 | .0141 | 450,955 | .0121 | 230,665 | .0126 | .0125 | .0145 | .0145 | .0114 |
| Morgan | 56.3 | .0222 | 8.3 | 138 | 99.5 | 19.7 | .0210 | 778,899 | .0209 | 297,850 | .0164 | .0199 | .0165 | .0198 | .0190 |
| Newton | 13.5 | .0053 | -9.1 | 34 | 99.4 | 4.8 | .0051 | 163,735 | .0044 | 43,103 | .0024 | .0039 | .0041 | .0049 | .0039 |
| Noble | 38.6 | .0152 | 8.9 | 94 | 99.3 | 13.7 | .0146 | 474,924 | .0127 | 197,905 | .0108 | .0127 | .0126 | .0138 | .0120 |
| Ohio | 5.5 | .0022 | 7.5 | 63 | 98.9 | 2.0 | .0022 | 62,786 | .0017 | 11,975 | .0007 | .0014 | .0019 | .0019 | .0016 |
| Orange | 18.5 | .0073 | -1.0 | 46 | 99.0 | 6.9 | .0073 | 183,960 | .0049 | 67,949 | .0037 | .0052 | .0088 | .0083 | .0045 |
| Owen | 18.0 | .0071 | 13.6 | 47 | 99.4 | 6.7 | .0072 | 214,705 | .0058 | 56,602 | .0031 | .0051 | .0066 | .0071 | .0054 |
| Parke | 15.3 | .0060 | -6.6 | 34 | 98.7 | 5.8 | .0062 | 188,814 | .0050 | 68,348 | .0038 | .0049 | .0059 | .0060 | .0044 |
| Perry | 19.0 | .0075 | -1.8 | 50 | 98.4 | 6.8 | .0072 | 218,424 | .0059 | 86,010 | .0047 | .0058 | .0081 | .0073 | .0056 |
| Pike | 12.4 | .0049 | -7.9 | 37 | 99.7 | 4.9 | .0053 | 156,369 | .0042 | 27,785 | .0015 | .0036 | .0049 | .0049 | .0034 |
| Porter | 130.9 | .0516 | 9.3 | 313 | 98.7 | 45.9 | .0490 | 1,869,361 | .0501 | 723,638 | .0398 | .0473 | .0390 | .0453 | .0441 |
| Posey | 25.9 | .0102 | -2.0 | 63 | 98.6 | 9.5 | .0101 | 353,475 | .0095 | 82,590 | .0045 | .0081 | .0080 | .0086 | .0081 |
| Pulaski | 12.6 | .0050 | -5.0 | 29 | 99.1 | 4.7 | .0050 | 142,251 | .0038 | 56,776 | .0031 | .0038 | .0049 | .0053 | .0037 |
| Putnam | 30.4 | .0120 | 4.2 | 63 | 96.2 | 10.0 | .0107 | 355,340 | .0095 | 134,125 | .0074 | .0094 | .0088 | .0113 | .0090 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES | | | | | | | | | | | | | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980-91 | Pop. Per Sq. Mi. (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **INDIANA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Randolph | 26.7 | .0105 | -11.0 | 59 | 99.5 | 10.3 | .0110 | 306,516 | .0083 | 104,802 | .0057 | .0079 | .0111 | .0113 | .0083 |
| Ripley | 25.0 | .0098 | 2.5 | 56 | 99.6 | 8.9 | .0095 | 291,261 | .0078 | 141,696 | .0078 | .0083 | .0108 | .0103 | .0073 |
| Rush | 18.0 | .0071 | -8.2 | 44 | 98.8 | 6.5 | .0069 | 210,247 | .0056 | 68,505 | .0038 | .0053 | .0064 | .0072 | .0050 |
| St. Joseph | 249.5 | .0984 | 3.3 | 546 | 88.5 | 93.3 | .0996 | 3,405,729 | .0913 | 1,988,189 | .1091 | .0982 | .0977 | .1104 | .1002 |
| Scott | 21.3 | .0084 | 4.3 | 112 | 99.5 | 7.7 | .0083 | 215,374 | .0058 | 105,829 | .0058 | .0063 | .0098 | .0097 | .0052 |
| Shelby | 40.4 | .0159 | 1.3 | 98 | 98.6 | 14.8 | .0158 | 557,001 | .0150 | 197,243 | .0109 | .0138 | .0134 | .0149 | .0136 |
| Spencer | 19.7 | .0078 | 1.8 | 49 | 99.1 | 7.1 | .0075 | 221,126 | .0059 | 72,310 | .0039 | .0057 | .0071 | .0073 | .0056 |
| Starke | 23.2 | .0092 | 5.5 | 75 | 99.0 | 8.3 | .0089 | 249,138 | .0067 | 93,282 | .0052 | .0068 | .0091 | .0095 | .0065 |
| Steuben | 28.4 | .0112 | 15.0 | 92 | 99.1 | 10.6 | .0113 | 350,731 | .0094 | 192,335 | .0105 | .0100 | .0097 | .0124 | .0115 |
| Sullivan | 18.9 | .0074 | -10.5 | 42 | 99.6 | 7.3 | .0078 | 217,564 | .0058 | 108,727 | .0060 | .0063 | .0073 | .0084 | .0049 |
| Switzerland | 7.8 | .0031 | 9.0 | 35 | 99.5 | 2.9 | .0031 | 82,394 | .0022 | 12,916 | .0007 | .0019 | .0033 | .0029 | .0020 |
| Tippecanoe | 132.3 | .0521 | 8.7 | 265 | 93.8 | 46.3 | .0494 | 1,769,435 | .0475 | 1,039,882 | .0571 | .0513 | .0481 | .0545 | .0477 |
| Tipton | 16.2 | .0064 | -3.7 | 62 | 99.5 | 6.0 | .0064 | 222,596 | .0059 | 111,944 | .0061 | .0061 | .0049 | .0067 | .0049 |
| Union | 7.0 | .0028 | 2.0 | 43 | 99.2 | 2.6 | .0028 | 77,239 | .0021 | 24,519 | .0014 | .0020 | .0026 | .0031 | .0023 |
| Vanderburgh | 165.1 | .0651 | -1.5 | 704 | 91.6 | 66.9 | .0714 | 2,293,791 | .0615 | 1,545,985 | .0849 | .0693 | .0775 | .0818 | .0752 |
| Vermillion | 16.7 | .0066 | -8.4 | 65 | 99.5 | 6.6 | .0071 | 212,769 | .0057 | 94,336 | .0051 | .0056 | .0077 | .0074 | .0074 |
| Vigo | 105.2 | .0415 | -6.4 | 261 | 92.9 | 39.4 | .0420 | 1,321,666 | .0355 | 1,463,930 | .0804 | .0502 | .0475 | .0587 | .0607 |
| Wabash | 35.4 | .0139 | -3.4 | 86 | 98.4 | 12.7 | .0136 | 405,352 | .0108 | 198,761 | .0109 | .0115 | .0134 | .0149 | .0105 |
| Warren | 8.2 | .0032 | -8.7 | 22 | 99.5 | 3.0 | .0032 | 91,001 | .0025 | 8,410 | .0005 | .0020 | .0026 | .0031 | .0020 |
| Warrick | 45.9 | .0181 | 10.7 | 120 | 98.6 | 16.2 | .0173 | 612,326 | .0164 | 159,501 | .0087 | .0144 | .0137 | .0159 | .0141 |
| Washington | 24.2 | .0096 | 10.3 | 47 | 99.7 | 8.8 | .0094 | 247,252 | .0066 | 103,625 | .0057 | .0070 | .0098 | .0109 | .0058 |
| Wayne | 71.9 | .0283 | -5.5 | 178 | 94.0 | 27.5 | .0293 | 846,554 | .0227 | 545,995 | .0300 | .0260 | .0330 | .0352 | .0223 |
| Wells | 26.5 | .0105 | 4.3 | 72 | 99.6 | 9.7 | .0104 | 344,345 | .0093 | 124,273 | .0068 | .0087 | .0094 | .0099 | .0087 |
| White | 23.5 | .0092 | -1.5 | 47 | 99.6 | 9.0 | .0096 | 291,425 | .0078 | 130,050 | .0072 | .0080 | .0093 | .0104 | .0069 |
| Whitley | 28.3 | .0112 | 8.0 | 84 | 99.5 | 10.3 | .0110 | 348,069 | .0093 | 132,413 | .0072 | .0091 | .0103 | .0111 | .0087 |
| **TOTAL METRO COUNTIES** | **3,834.2** | **1.5117** | **3.1** | **329** | **88.1** | **1,436.6** | **1.5335** | **54,064,011** | **1.4497** | **30,302,236** | **1.6636** | **1.5263** | **1.4171** | **1.6259** | **1.5267** |
| **TOTAL STATE** | **5,594.4** | **2.2057** | **1.9** | **156** | **91.1** | **2,084.6** | **2.2253** | **75,280,996** | **2.0188** | **39,881,962** | **2.1896** | **2.1074** | **2.0915** | **2.3634** | **2.0812** |
| **IOWA** | | | | | | | | | | | | | | | |
| **CEDAR RAPIDS** | **170.5** | **.0672** | **.4** | **238** | **96.9** | **66.2** | **.0707** | **2,729,064** | **.0732** | **1,497,443** | **.0822** | **.0745** | **.0611** | **.0704** | **.0743** |
| Linn | 170.5 | .0672 | .4 | 238 | 96.9 | 66.2 | .0707 | 2,729,064 | .0732 | 1,497,443 | .0822 | .0745 | .0611 | .0704 | .0743 |
| **DAVENPORT - ROCK ISLAND - MOLINE** | **346.5** | **.1366** | **-10.0** | **203** | **93.3** | **134.8** | **.1440** | **4,883,743** | **.1310** | **2,812,347** | **.1544** | **.1389** | **.1443** | **.1538** | **.1341** |
| Scott | 150.2 | .0592 | -6.1 | 328 | 93.1 | 57.2 | .0611 | 2,098,728 | .0563 | 1,367,374 | .0750 | .0625 | .0626 | .0678 | .0619 |
| *Henry, Ill.* | *50.2* | *.0198* | *-13.4* | *61* | *98.2* | *19.2* | *.0205* | *653,982* | *.0176* | *301,307* | *.0166* | *.0176* | *.0193* | *.0220* | *.0165* |
| *Rock Island, Ill.* | *146.1* | *.0576* | *-12.4* | *342* | *91.7* | *58.4* | *.0624* | *2,131,033* | *.0571* | *1,143,666* | *.0628* | *.0588* | *.0624* | *.0640* | *.0557* |
| **DES MOINES** | **401.3** | **.1582** | **9.2** | **232** | **94.2** | **156.4** | **.1669** | **6,466,837** | **.1734** | **3,611,768** | **.1983** | **.1778** | **.1543** | **.1712** | **.1780** |
| Dallas | 30.3 | .0119 | 2.7 | 52 | 99.4 | 11.5 | .0122 | 405,310 | .0109 | 143,298 | .0079 | .0101 | .0113 | .0123 | .0095 |
| Polk | 334.2 | .1318 | 10.2 | 587 | 93.2 | 132.0 | .1409 | 5,563,401 | .1492 | 3,274,374 | .1798 | .1549 | .1318 | .1465 | .1569 |
| Warren | 36.8 | .0145 | 5.5 | 64 | 99.2 | 12.9 | .0138 | 498,126 | .0133 | 194,096 | .0106 | .0128 | .0112 | .0124 | .0116 |
| **DUBUQUE** | **86.0** | **.0339** | **-8.3** | **141** | **98.9** | **30.7** | **.0327** | **1,135,012** | **.0305** | **725,848** | **.0399** | **.0339** | **.0325** | **.0370** | **.0308** |
| Dubuque | 86.0 | .0339 | -8.3 | 141 | 98.9 | 30.7 | .0327 | 1,135,012 | .0305 | 725,848 | .0399 | .0339 | .0325 | .0370 | .0308 |
| **IOWA CITY** | **98.1** | **.0387** | **20.0** | **160** | **93.5** | **36.8** | **.0393** | **1,525,769** | **.0409** | **725,655** | **.0399** | **.0401** | **.0411** | **.0388** | **.0376** |
| Johnson | 98.1 | .0387 | 20.0 | 160 | 93.5 | 36.8 | .0393 | 1,525,769 | .0409 | 725,655 | .0399 | .0401 | .0411 | .0388 | .0376 |
| **SIOUX CITY** | **115.7** | **.0455** | **-1.5** | **102** | **94.6** | **43.2** | **.0461** | **1,537,900** | **.0412** | **910,208** | **.0499** | **.0446** | **.0498** | **.0510** | **.0412** |
| Woodbury | 98.9 | .0389 | -2.0 | 113 | 94.5 | 37.2 | .0397 | 1,326,084 | .0355 | 842,961 | .0463 | .0394 | .0437 | .0454 | .0361 |
| *Dakota, Neb.* | *16.8* | *.0066* | *1.4* | *64* | *95.3* | *6.0* | *.0064* | *211,816* | *.0057* | *67,247* | *.0036* | *.0052* | *.0061* | *.0056* | *.0051* |
| **WATERLOO - CEDAR FALLS** | **145.2** | **.0573** | **-10.8** | **144** | **93.0** | **54.6** | **.0583** | **1,898,200** | **.0510** | **1,094,120** | **.0601** | **.0550** | **.0614** | **.0620** | **.0472** |
| Black Hawk | 122.6 | .0484 | -11.1 | 216 | 91.9 | 46.3 | .0494 | 1,604,418 | .0431 | 978,188 | .0537 | .0473 | .0534 | .0534 | .0400 |
| Bremer | 22.6 | .0089 | -9.0 | 52 | 99.0 | 8.3 | .0089 | 293,782 | .0079 | 115,932 | .0064 | .0077 | .0080 | .0086 | .0072 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Adair | 8.3 | .0033 | -12.7 | 15 | 99.7 | 3.4 | .0036 | 102,317 | .0028 | 34,630 | .0019 | .0025 | .0039 | .0037 | .0023 |
| Adams | 4.8 | .0019 | -16.3 | 11 | 99.7 | 2.0 | .0021 | 54,895 | .0014 | 17,263 | .0010 | .0014 | .0023 | .0020 | .0020 |
| Allamakee | 13.8 | .0054 | -8.7 | 22 | 99.6 | 5.2 | .0056 | 151,348 | .0041 | 79,950 | .0044 | .0044 | .0069 | .0064 | .0036 |
| Appanoose | 13.7 | .0054 | -11.7 | 28 | 99.0 | 5.6 | .0060 | 150,535 | .0040 | 82,246 | .0045 | .0045 | .0087 | .0069 | .0041 |
| Audubon | 7.1 | .0028 | -17.1 | 16 | 99.9 | 2.9 | .0031 | 94,047 | .0026 | 37,967 | .0021 | .0025 | .0030 | .0033 | .0022 |
| Benton | 22.6 | .0089 | -4.4 | 32 | 99.5 | 8.6 | .0092 | 286,233 | .0076 | 90,975 | .0050 | .0070 | .0082 | .0085 | .0069 |
| Black Hawk | 122.6 | .0484 | -11.1 | 216 | 91.9 | 46.3 | .0494 | 1,604,418 | .0431 | 978,188 | .0537 | .0473 | .0534 | .0534 | .0400 |
| Boone | 25.1 | .0099 | -4.1 | 44 | 99.3 | 9.8 | .0104 | 327,145 | .0087 | 133,152 | .0073 | .0086 | .0104 | .0103 | .0085 |
| Bremer | 22.6 | .0089 | -9.0 | 52 | 99.0 | 8.3 | .0089 | 293,782 | .0079 | 115,932 | .0064 | .0077 | .0080 | .0086 | .0072 |
| Buchanan | 20.8 | .0082 | -9.2 | 36 | 99.5 | 7.5 | .0080 | 257,664 | .0069 | 102,948 | .0056 | .0067 | .0077 | .0081 | .0054 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980-91 | Pop. Per Sq. Mi. (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes: EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **IOWA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Buena Vista | 19.9 | .0078 | −4.2 | 35 | 97.5 | 7.5 | .0080 | 234,400 | .0063 | 135,047 | .0074 | .0070 | .0084 | .0094 | .0065 |
| Butler | 15.5 | .0061 | −12.3 | 27 | 99.7 | 6.0 | .0064 | 190,862 | .0051 | 46,354 | .0026 | .0045 | .0053 | .0064 | .0042 |
| Calhoun | 11.4 | .0045 | −15.8 | 20 | 99.4 | 4.6 | .0049 | 136,956 | .0037 | 46,449 | .0025 | .0035 | .0051 | .0050 | .0032 |
| Carroll | 21.4 | .0085 | −6.8 | 38 | 99.6 | 8.0 | .0086 | 267,807 | .0072 | 158,421 | .0087 | .0079 | .0101 | .0094 | .0075 |
| Cass | 14.9 | .0058 | −12.0 | 26 | 99.7 | 6.1 | .0065 | 177,924 | .0047 | 114,461 | .0063 | .0055 | .0071 | .0080 | .0048 |
| Cedar | 17.3 | .0069 | −7.2 | 30 | 99.5 | 6.7 | .0071 | 230,258 | .0062 | 93,485 | .0051 | .0059 | .0066 | .0067 | .0054 |
| Cerro Gordo | 46.7 | .0184 | −3.6 | 82 | 98.6 | 19.1 | .0204 | 632,650 | .0170 | 467,304 | .0257 | .0199 | .0221 | .0248 | .0178 |
| Cherokee | 13.8 | .0054 | −15.0 | 24 | 99.3 | 5.4 | .0058 | 167,287 | .0045 | 93,489 | .0051 | .0048 | .0063 | .0064 | .0042 |
| Chickasaw | 13.0 | .0051 | −15.8 | 26 | 99.8 | 5.0 | .0053 | 157,881 | .0042 | 56,527 | .0031 | .0042 | .0054 | .0057 | .0037 |
| Clarke | 8.4 | .0033 | −2.5 | 19 | 99.6 | 3.3 | .0035 | 95,606 | .0026 | 57,788 | .0032 | .0028 | .0044 | .0043 | .0021 |
| Clay | 17.3 | .0069 | −11.6 | 30 | 99.3 | 7.0 | .0075 | 239,852 | .0064 | 134,844 | .0074 | .0069 | .0078 | .0082 | .0080 |
| Clayton | 18.9 | .0074 | −10.4 | 24 | 99.7 | 7.2 | .0077 | 218,227 | .0059 | 84,110 | .0046 | .0057 | .0073 | .0080 | .0050 |
| Clinton | 50.7 | .0200 | −11.3 | 73 | 97.8 | 19.7 | .0210 | 647,207 | .0173 | 354,298 | .0195 | .0186 | .0219 | .0228 | .0174 |
| Crawford | 16.7 | .0066 | −11.8 | 23 | 98.8 | 6.4 | .0069 | 186,613 | .0050 | 86,563 | .0047 | .0053 | .0068 | .0074 | .0049 |
| Dallas | 30.3 | .0119 | 2.7 | 52 | 99.4 | 11.5 | .0122 | 405,310 | .0109 | 143,298 | .0079 | .0101 | .0113 | .0123 | .0095 |
| Davis | 8.2 | .0033 | −9.9 | 16 | 99.4 | 3.1 | .0033 | 96,257 | .0026 | 29,805 | .0016 | .0024 | .0033 | .0037 | .0020 |
| Decatur | 8.1 | .0032 | −17.3 | 15 | 98.4 | 3.1 | .0034 | 80,016 | .0021 | 24,992 | .0014 | .0022 | .0043 | .0033 | .0024 |
| Delaware | 18.1 | .0071 | −4.4 | 31 | 99.7 | 6.5 | .0069 | 222,228 | .0060 | 72,534 | .0040 | .0056 | .0066 | .0067 | .0050 |
| Des Moines | 42.6 | .0168 | −7.8 | 102 | 96.0 | 16.9 | .0180 | 571,883 | .0153 | 351,616 | .0193 | .0167 | .0190 | .0192 | .0162 |
| Dickinson | 15.0 | .0059 | −4.0 | 39 | 99.5 | 6.3 | .0068 | 232,230 | .0062 | 130,035 | .0071 | .0065 | .0068 | .0074 | .0058 |
| Dubuque | 86.0 | .0339 | −8.3 | 141 | 98.9 | 30.7 | .0327 | 1,135,012 | .0305 | 725,848 | .0399 | .0339 | .0325 | .0370 | .0308 |
| Emmet | 11.4 | .0045 | −14.5 | 29 | 99.4 | 4.4 | .0047 | 135,626 | .0036 | 66,027 | .0036 | .0039 | .0051 | .0051 | .0032 |
| Fayette | 21.5 | .0085 | −15.7 | 29 | 99.5 | 8.3 | .0089 | 238,985 | .0064 | 126,402 | .0069 | .0070 | .0110 | .0101 | .0062 |
| Floyd | 16.8 | .0066 | −14.3 | 34 | 99.6 | 6.7 | .0071 | 210,364 | .0057 | 87,890 | .0049 | .0056 | .0078 | .0070 | .0051 |
| Franklin | 11.1 | .0044 | −14.9 | 19 | 99.7 | 4.5 | .0048 | 138,337 | .0037 | 36,851 | .0020 | .0033 | .0048 | .0045 | .0029 |
| Fremont | 8.2 | .0032 | −12.8 | 16 | 99.7 | 3.2 | .0035 | 91,552 | .0024 | 25,988 | .0014 | .0023 | .0042 | .0034 | .0026 |
| Greene | 9.8 | .0039 | −19.1 | 17 | 99.5 | 4.1 | .0043 | 121,264 | .0033 | 58,288 | .0032 | .0034 | .0046 | .0048 | .0027 |
| Grundy | 11.8 | .0046 | −17.9 | 23 | 99.7 | 4.7 | .0051 | 166,155 | .0044 | 37,093 | .0021 | .0037 | .0042 | .0046 | .0037 |
| Guthrie | 10.8 | .0043 | −9.9 | 18 | 99.6 | 4.4 | .0047 | 137,721 | .0037 | 35,840 | .0019 | .0034 | .0042 | .0045 | .0032 |
| Hamilton | 15.9 | .0063 | −11.0 | 28 | 99.2 | 6.3 | .0067 | 209,096 | .0056 | 92,629 | .0051 | .0055 | .0061 | .0070 | .0058 |
| Hancock | [illegible] | .0049 | −8.9 | 22 | 99.7 | 4.9 | .0052 | 157,364 | .0043 | 40,513 | .0022 | .0037 | .0044 | .0049 | .0044 |
| Hardin | 18.5 | .0073 | −15.1 | 32 | 98.9 | 7.4 | .0079 | 241,016 | .0064 | 107,188 | .0059 | .0065 | .0081 | .0085 | .0057 |
| Harrison | 14.7 | .0058 | −10.1 | 21 | 99.5 | 5.6 | .0060 | 160,161 | .0043 | 87,301 | .0048 | .0048 | .0061 | .0064 | .0035 |
| Henry | 19.5 | .0077 | 3.2 | 45 | 97.4 | 7.2 | .0077 | 246,556 | .0066 | 108,507 | .0060 | .0066 | .0075 | .0081 | .0059 |
| Howard | 9.6 | .0038 | −13.6 | 20 | 99.6 | 3.8 | .0040 | 107,487 | .0029 | 39,475 | .0021 | .0028 | .0046 | .0043 | .0024 |
| Humboldt | 10.5 | .0041 | −14.3 | 24 | 99.5 | 4.3 | .0046 | 145,889 | .0039 | 53,034 | .0029 | .0038 | .0045 | .0049 | .0035 |
| Ida | 8.3 | .0033 | −6.8 | 19 | 99.7 | 3.2 | .0034 | 102,104 | .0028 | 47,078 | .0026 | .0026 | .0036 | .0036 | .0022 |
| Iowa | 14.5 | .0057 | −6.0 | 25 | 99.6 | 5.7 | .0061 | 198,912 | .0053 | 108,152 | .0060 | .0057 | .0058 | .0063 | .0059 |
| Jackson | 19.8 | .0078 | −12.0 | 31 | 99.6 | 7.5 | .0080 | 244,142 | .0065 | 112,201 | .0061 | .0067 | .0090 | .0081 | .0057 |
| Jasper | 35.3 | .0140 | −3.1 | 48 | 99.1 | 13.8 | .0148 | 485,166 | .0130 | 199,897 | .0110 | .0126 | .0130 | .0147 | .0124 |
| Jefferson | 16.6 | .0065 | 1.7 | 38 | 98.4 | 6.4 | .0068 | 208,003 | .0056 | 109,507 | .0060 | .0059 | .0081 | .0077 | .0054 |
| Johnson | 98.1 | .0387 | 20.0 | 160 | 93.5 | 36.8 | .0393 | 1,525,769 | .0409 | 725,655 | .0399 | .0401 | .0411 | .0388 | .0376 |
| Jones | 18.4 | .0072 | −9.8 | 32 | 97.9 | 7.1 | .0076 | 236,718 | .0064 | 84,779 | .0046 | .0060 | .0069 | .0078 | .0054 |
| Keokuk | 11.5 | .0046 | −11.0 | 20 | 99.5 | 4.5 | .0048 | 135,519 | .0036 | 46,366 | .0026 | .0035 | .0043 | .0050 | .0032 |
| Kossuth | 18.2 | .0071 | −16.9 | 19 | 99.6 | 7.1 | .0075 | 216,511 | .0058 | 98,470 | .0054 | .0059 | .0079 | .0085 | .0052 |
| Lee | 38.5 | .0152 | −10.7 | 74 | 96.5 | 14.8 | .0158 | 465,048 | .0125 | 272,033 | .0149 | .0139 | .0192 | .0170 | .0118 |
| Linn | 170.5 | .0672 | .4 | 238 | 96.9 | 66.2 | .0707 | 2,729,064 | .0732 | 1,497,443 | .0822 | .0745 | .0611 | .0704 | .0743 |
| Louisa | 11.7 | .0047 | −3.0 | 29 | 98.6 | 4.3 | .0046 | 157,734 | .0042 | 37,305 | .0021 | .0039 | .0033 | .0042 | .0035 |
| Lucas | 9.0 | .0035 | −12.7 | 21 | 99.5 | 3.7 | .0039 | 107,015 | .0029 | 33,794 | .0018 | .0026 | .0050 | .0037 | .0026 |
| Lyon | 11.9 | .0047 | −7.7 | 20 | 99.5 | 4.3 | .0046 | 127,771 | .0034 | 38,493 | .0021 | .0032 | .0043 | .0048 | .0034 |
| Madison | 12.7 | .0050 | .8 | 23 | 99.5 | 4.8 | .0052 | 167,904 | .0045 | 65,123 | .0036 | .0044 | .0044 | .0048 | .0040 |
| Mahaska | 21.7 | .0086 | −5.1 | 38 | 98.9 | 8.4 | .0089 | 267,893 | .0072 | 136,684 | .0075 | .0076 | .0102 | .0096 | .0079 |
| Marion | 30.5 | .0120 | 2.8 | 55 | 98.5 | 11.1 | .0119 | 399,605 | .0107 | 156,283 | .0086 | .0102 | .0105 | .0111 | .0098 |
| Marshall | 37.9 | .0149 | −9.0 | 66 | 98.1 | 14.8 | .0158 | 552,205 | .0148 | 265,900 | .0146 | .0148 | .0147 | .0161 | .0142 |
| Mills | 13.2 | .0052 | −1.5 | 30 | 99.5 | 4.7 | .0050 | 162,828 | .0044 | 52,270 | .0029 | .0041 | .0044 | .0049 | .0042 |
| Mitchell | 10.9 | .0043 | −11.6 | 23 | 99.8 | 4.2 | .0045 | 138,519 | .0037 | 48,207 | .0026 | .0036 | .0043 | .0041 | .0034 |
| Monona | 9.8 | .0039 | −16.2 | 14 | 99.5 | 4.0 | .0042 | 115,812 | .0031 | 50,297 | .0028 | .0031 | .0047 | .0047 | .0026 |
| Monroe | 8.1 | .0032 | −12.1 | 19 | 99.1 | 3.2 | .0035 | 91,498 | .0025 | 34,807 | .0019 | .0024 | .0040 | .0036 | .0020 |
| Montgomery | 11.9 | .0047 | −11.3 | 28 | 99.7 | 4.9 | .0052 | 147,112 | .0039 | 68,487 | .0037 | .0041 | .0059 | .0057 | .0033 |
| Muscatine | 40.3 | .0159 | −.3 | 92 | 98.3 | 15.0 | .0160 | 553,502 | .0149 | 255,734 | .0141 | .0147 | .0148 | .0153 | .0145 |
| O'Brien | 15.2 | .0060 | −10.5 | 27 | 99.4 | 5.9 | .0063 | 186,457 | .0050 | 107,666 | .0059 | .0055 | .0068 | .0072 | .0051 |
| Osceola | 7.2 | .0028 | −14.0 | 18 | 99.6 | 2.8 | .0030 | 95,029 | .0025 | 22,704 | .0012 | .0023 | .0026 | .0030 | .0021 |
| Page | 16.6 | .0065 | −12.9 | 31 | 98.6 | 6.6 | .0070 | 212,421 | .0057 | 114,897 | .0063 | .0061 | .0075 | .0073 | .0056 |
| Palo Alto | 10.3 | .0041 | −19.0 | 18 | 99.5 | 4.0 | .0043 | 127,858 | .0034 | 51,027 | .0028 | .0033 | .0047 | .0047 | .0028 |
| Plymouth | 23.7 | .0094 | −4.2 | 27 | 99.5 | 8.5 | .0091 | 300,635 | .0081 | 144,237 | .0080 | .0083 | .0084 | .0091 | .0076 |
| Pocahontas | 9.3 | .0036 | −18.2 | 16 | 99.6 | 3.8 | .0040 | 119,849 | .0032 | 59,805 | .0032 | .0033 | .0066 | .0044 | .0028 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980-91 | Pop. Per Sq. Mi. (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **IOWA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Polk | 334.2 | .1318 | 10.2 | 587 | 93.2 | 132.0 | .1409 | 5,563,401 | .1492 | 3,274,374 | .1798 | .1549 | .1318 | .1465 | .1569 |
| ☐ Pottawattamie | 82.6 | .0326 | −4.6 | 87 | 98.7 | 31.3 | .0335 | 1,067,869 | .0286 | 631,657 | .0347 | .0312 | .0288 | .0365 | .0274 |
| Poweshiek | 19.3 | .0076 | .0 | 33 | 98.3 | 7.3 | .0077 | 260,709 | .0070 | 109,689 | .0060 | .0068 | .0075 | .0078 | .0061 |
| Ringgold | 5.3 | .0021 | −13.3 | 10 | 99.4 | 2.2 | .0024 | 58,020 | .0016 | 28,726 | .0016 | .0017 | .0026 | .0025 | .0022 |
| Sac | 12.1 | .0047 | −14.3 | 21 | 99.7 | 4.9 | .0052 | 160,639 | .0043 | 53,942 | .0030 | .0040 | .0052 | .0055 | .0037 |
| Scott | 150.2 | .0592 | −6.1 | 328 | 93.1 | 57.2 | .0611 | 2,098,728 | .0563 | 1,367,374 | .0750 | .0625 | .0626 | .0678 | .0619 |
| Shelby | 13.1 | .0052 | −12.9 | 22 | 99.6 | 5.0 | .0053 | 159,368 | .0042 | 65,004 | .0036 | .0043 | .0052 | .0063 | .0038 |
| Sioux | 30.1 | .0119 | −2.3 | 39 | 99.1 | 10.0 | .0107 | 332,826 | .0090 | 128,975 | .0071 | .0089 | .0095 | .0114 | .0081 |
| Story | 74.6 | .0294 | 3.1 | 130 | 93.3 | 26.1 | .0279 | 983,901 | .0264 | 528,704 | .0290 | .0278 | .0285 | .0293 | .0253 |
| Tama | 17.2 | .0068 | −12.0 | 24 | 94.5 | 6.7 | .0071 | 219,411 | .0058 | 66,562 | .0037 | .0054 | .0064 | .0070 | .0048 |
| Taylor | 7.0 | .0027 | −16.2 | 13 | 99.6 | 2.8 | .0030 | 73,346 | .0020 | 19,069 | .0010 | .0018 | .0036 | .0029 | .0018 |
| Union | 12.7 | .0050 | −8.4 | 30 | 99.3 | 5.2 | .0056 | 147,543 | .0040 | 77,838 | .0043 | .0043 | .0068 | .0058 | .0036 |
| Van Buren | 7.6 | .0030 | −11.9 | 16 | 99.5 | 3.0 | .0032 | 78,631 | .0021 | 19,400 | .0011 | .0019 | .0036 | .0035 | .0017 |
| Wapello | 35.0 | .0138 | −13.0 | 81 | 98.4 | 14.3 | .0152 | 432,034 | .0116 | 237,189 | .0130 | .0125 | .0179 | .0173 | .0116 |
| Warren | 36.8 | .0145 | 5.5 | 64 | 99.2 | 12.9 | .0138 | 498,126 | .0133 | 194,096 | .0106 | .0128 | .0112 | .0124 | .0116 |
| Washington | 19.7 | .0078 | −2.2 | 35 | 99.1 | 7.5 | .0080 | 238,187 | .0064 | 117,423 | .0065 | .0066 | .0081 | .0088 | .0066 |
| Wayne | 6.9 | .0027 | −15.9 | 13 | 99.6 | 2.9 | .0031 | 74,748 | .0020 | 25,548 | .0014 | .0021 | .0040 | .0034 | .0016 |
| Webster | 40.0 | .0158 | −13.0 | 56 | 97.0 | 15.9 | .0170 | 520,336 | .0140 | 321,908 | .0177 | .0154 | .0173 | .0195 | .0147 |
| Winnebago | 12.0 | .0047 | −7.8 | 30 | 98.9 | 4.7 | .0050 | 142,021 | .0038 | 61,693 | .0033 | .0039 | .0051 | .0054 | .0035 |
| Winneshiek | 21.1 | .0084 | −3.6 | 31 | 98.8 | 7.2 | .0077 | 241,537 | .0065 | 122,128 | .0067 | .0069 | .0085 | .0082 | .0066 |
| Woodbury | 98.9 | .0389 | −2.0 | 113 | 94.5 | 37.2 | .0397 | 1,326,084 | .0355 | 842,961 | .0463 | .0394 | .0437 | .0454 | .0361 |
| Worth | 7.8 | .0031 | −14.1 | 20 | 99.6 | 3.2 | .0034 | 94,727 | .0026 | 19,717 | .0011 | .0023 | .0032 | .0036 | .0022 |
| Wright | 14.0 | .0055 | −14.2 | 24 | 99.5 | 5.8 | .0062 | 175,799 | .0047 | 68,933 | .0038 | .0045 | .0066 | .0063 | .0042 |
| **TOTAL METRO COUNTIES** | **1,232.8** | **.4860** | **.8** | **177** | **94.9** | **470.4** | **.5022** | **18,247,563** | **.4894** | **10,496,826** | **.5764** | **.5144** | **.4855** | **.5291** | **.4933** |
| **TOTAL STATE** | **2,778.1** | **1.0953** | **−4.7** | **50** | **96.9** | **1,066.9** | **1.1389** | **37,683,017** | **1.0106** | **19,511,756** | **1.0713** | **1.0456** | **1.1429** | **1.2007** | **.9859** |

## KANSAS

| METRO AREA<br>County | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980-91 | Pop. Per Sq. Mi. (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **KANSAS CITY** | **1,607.2** | **.6338** | **12.1** | **322** | **85.4** | **618.5** | **.6604** | **25,924,628** | **.6953** | **12,625,622** | **.6931** | **.6826** | **.5732** | **.6430** | **.6585** |
| Johnson | 379.8 | .1498 | 40.5 | 797 | 95.8 | 146.3 | .1562 | 8,206,805 | .2201 | 3,707,724 | .2036 | .2011 | .1057 | .1368 | .1986 |
| Leavenworth | 66.7 | .0263 | 21.7 | 144 | 86.3 | 20.6 | .0220 | 969,639 | .0260 | 287,614 | .0158 | .0231 | .0164 | .0184 | .0198 |
| Miami | 24.2 | .0095 | 11.9 | 42 | 96.9 | 8.7 | .0093 | 330,060 | .0089 | 114,380 | .0062 | .0082 | .0084 | .0085 | .0072 |
| Wyandotte | 160.8 | .0634 | −6.7 | 1,062 | 69.7 | 61.0 | .0651 | 1,801,157 | .0483 | 929,521 | .0510 | .0521 | .0714 | .0683 | .0468 |
| *Cass, Mo.* | *66.6* | *.0263* | *30.5* | *95* | *97.8* | *23.9* | *.0255* | *925,859* | *.0248* | *324,253* | *.0178* | *.0230* | *.0204* | *.0233* | *.0205* |
| *Clay, Mo.* | *157.1* | *.0619* | *15.1* | *396* | *96.8* | *60.4* | *.0645* | *2,469,211* | *.0662* | *1,420,877* | *.0780* | *.0689* | *.0474* | *.0676* | *.0689* |
| *Jackson, Mo.* | *637.4* | *.2513* | *1.3* | *1,054* | *76.6* | *254.3* | *.2715* | *9,506,091* | *.2550* | *5,302,127* | *.2911* | *.2651* | *.2632* | *.2792* | *.2593* |
| *Lafayette, Mo.* | *31.5* | *.0124* | *5.2* | *50* | *96.5* | *11.9* | *.0127* | *392,367* | *.0105* | *121,106* | *.0066* | *.0098* | *.0121* | *.0128* | *.0085* |
| *Platte, Mo.* | *60.7* | *.0240* | *31.0* | *144* | *95.7* | *23.2* | *.0248* | *1,046,250* | *.0281* | *338,088* | *.0186* | *.0244* | *.0209* | *.0204* | *.0225* |
| *Ray, Mo.* | *22.4* | *.0089* | *4.8* | *39* | *97.9* | *8.2* | *.0088* | *277,189* | *.0074* | *79,932* | *.0044* | *.0069* | *.0073* | *.0077* | *.0064* |
| **LAWRENCE** | **84.5** | **.0333** | **24.9** | **185** | **89.9** | **31.1** | **.0332** | **1,086,496** | **.0291** | **521,329** | **.0286** | **.0298** | **.0389** | **.0315** | **.0276** |
| Douglas | 84.5 | .0333 | 24.9 | 185 | 89.9 | 31.1 | .0332 | 1,086,496 | .0291 | 521,329 | .0286 | .0298 | .0389 | .0315 | .0276 |
| **TOPEKA** | **163.3** | **.0644** | **5.4** | **297** | **89.4** | **64.8** | **.0692** | **2,498,089** | **.0670** | **1,337,811** | **.0735** | **.0685** | **.0599** | **.0719** | **.0663** |
| Shawnee | 163.3 | .0644 | 5.4 | 297 | 89.4 | 64.8 | .0692 | 2,498,089 | .0670 | 1,337,811 | .0735 | .0685 | .0599 | .0719 | .0663 |
| **WICHITA** | **464.4** | **.1831** | **12.8** | **191** | **88.5** | **179.0** | **.1910** | **7,104,068** | **.1905** | **3,570,275** | **.1960** | **.1907** | **.1765** | **.1919** | **.1828** |
| Butler | 52.1 | .0205 | 16.3 | 36 | 97.9 | 19.0 | .0202 | 694,470 | .0186 | 227,886 | .0125 | .0171 | .0170 | .0183 | .0160 |
| Sedgwick | 412.3 | .1626 | 12.3 | 412 | 87.3 | 160.0 | .1708 | 6,409,598 | .1719 | 3,342,389 | .1835 | .1736 | .1595 | .1736 | .1668 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Allen | 14.2 | .0056 | −9.3 | 28 | 97.0 | 5.5 | .0059 | 149,009 | .0040 | 64,434 | .0035 | .0042 | .0073 | .0063 | .0037 |
| Anderson | 7.6 | .0030 | −13.1 | 13 | 98.4 | 3.0 | .0032 | 81,149 | .0021 | 26,657 | .0015 | .0021 | .0034 | .0032 | .0020 |
| Atchison | 16.8 | .0067 | −8.7 | 39 | 93.1 | 6.1 | .0065 | 181,826 | .0049 | 86,926 | .0048 | .0053 | .0076 | .0073 | .0046 |
| Barber | 5.6 | .0022 | −14.5 | 5 | 99.1 | 2.2 | .0023 | 59,913 | .0016 | 33,405 | .0018 | .0018 | .0028 | .0027 | .0014 |
| Barton | 28.1 | .0110 | −10.4 | 31 | 97.8 | 11.1 | .0119 | 344,567 | .0093 | 212,534 | .0117 | .0103 | .0136 | .0141 | .0091 |
| Bourbon | 14.7 | .0058 | −8.0 | 23 | 96.5 | 5.8 | .0062 | 176,810 | .0047 | 90,323 | .0049 | .0050 | .0076 | .0063 | .0042 |
| Brown | 11.0 | .0044 | −8.0 | 19 | 91.7 | 4.3 | .0046 | 122,586 | .0033 | 45,162 | .0025 | .0033 | .0055 | .0051 | .0027 |
| Butler | 52.1 | .0205 | 16.3 | 36 | 97.9 | 19.0 | .0202 | 694,470 | .0186 | 227,886 | .0125 | .0171 | .0170 | .0183 | .0160 |
| Chase | 3.0 | .0012 | −9.3 | 4 | 99.5 | 1.2 | .0013 | 36,600 | .0010 | 9,165 | .0005 | .0009 | .0013 | .0013 | .0010 |
| Chautauqua | 4.2 | .0017 | −16.3 | 7 | 95.4 | 1.8 | .0019 | 44,602 | .0012 | 9,182 | .0005 | .0011 | .0024 | .0020 | .0008 |
| Cherokee | 21.2 | .0083 | −5.0 | 36 | 95.6 | 8.4 | .0090 | 215,046 | .0058 | 67,116 | .0037 | .0056 | .0124 | .0095 | .0045 |
| Cheyenne | 3.1 | .0012 | −15.7 | 3 | 99.5 | 1.4 | .0015 | 39,410 | .0010 | 16,634 | .0009 | .0011 | .0018 | .0016 | .0011 |
| Clark | 2.3 | .0009 | −11.5 | 2 | 98.4 | 1.0 | .0011 | 30,050 | .0008 | 11,202 | .0006 | .0008 | .0011 | .0011 | .0009 |
| Clay | 9.0 | .0036 | −8.2 | 14 | 99.2 | 3.6 | .0038 | 106,178 | .0029 | 40,855 | .0023 | .0027 | .0046 | .0042 | .0024 |
| Cloud | 10.7 | .0042 | −14.4 | 15 | 99.3 | 4.3 | .0046 | 128,045 | .0034 | 66,220 | .0036 | .0037 | .0053 | .0053 | .0034 |
| Coffey | 8.2 | .0032 | −12.5 | 13 | 99.0 | 3.3 | .0035 | 105,383 | .0028 | 37,354 | .0021 | .0028 | .0036 | .0034 | .0025 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES | | | | | | | | | | | | | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980-91 | Pop Per Sq. Mi. (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **KANSAS (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Comanche | 2.3 | .0010 | −10.0 | 3 | 99.1 | .9 | .0010 | 24,394 | .0007 | 7,180 | .0004 | .0006 | .0011 | .0011 | .0005 |
| Cowley | 36.9 | .0145 | .2 | 33 | 93.9 | 14.0 | .0149 | 468,778 | .0126 | 209,728 | .0115 | .0126 | .0149 | .0155 | .0118 |
| Crawford | 35.0 | .0138 | −7.7 | 59 | 96.4 | 14.4 | .0154 | 419,564 | .0112 | 209,320 | .0115 | .0118 | .0199 | .0159 | .0103 |
| Decatur | 3.9 | .0015 | −13.5 | 4 | 99.7 | 1.6 | .0017 | 45,456 | .0012 | 14,506 | .0008 | .0011 | .0019 | .0015 | .0009 |
| Dickinson | 19.0 | .0075 | −5.8 | 22 | 98.5 | 7.6 | .0081 | 238,526 | .0064 | 84,108 | .0046 | .0061 | .0084 | .0089 | .0054 |
| Doniphan | 8.1 | .0032 | −12.6 | 21 | 96.7 | 3.1 | .0033 | 81,618 | .0022 | 31,001 | .0017 | .0023 | .0039 | .0032 | .0018 |
| Douglas | 84.5 | .0333 | 24.9 | 185 | 89.9 | 31.1 | .0332 | 1,086,496 | .0291 | 521,329 | .0286 | .0298 | .0389 | .0315 | .0276 |
| Edwards | 3.7 | .0015 | −13.4 | 6 | 99.2 | 1.6 | .0017 | 48,784 | .0014 | 11,720 | .0007 | .0011 | .0017 | .0019 | .0012 |
| Elk | 3.2 | .0013 | −18.3 | 5 | 97.8 | 1.4 | .0015 | 34,948 | .0009 | 6,808 | .0003 | .0009 | .0021 | .0012 | .0007 |
| Ellis | 25.6 | .0101 | −1.9 | 28 | 98.8 | 10.0 | .0107 | 325,362 | .0087 | 236,249 | .0130 | .0103 | .0136 | .0123 | .0092 |
| Ellsworth | 6.6 | .0026 | −.6 | 9 | 97.0 | 2.5 | .0027 | 72,780 | .0020 | 25,644 | .0014 | .0018 | .0033 | .0027 | .0018 |
| Finney | 33.8 | .0133 | 41.9 | 26 | 93.5 | 11.1 | .0118 | 384,730 | .0103 | 259,336 | .0142 | .0122 | .0123 | .0146 | .0110 |
| Ford | 27.6 | .0109 | 13.5 | 25 | 94.5 | 9.9 | .0106 | 324,949 | .0087 | 225,999 | .0125 | .0103 | .0112 | .0132 | .0097 |
| Franklin | 22.0 | .0086 | −.3 | 38 | 97.2 | 8.3 | .0088 | 258,675 | .0069 | 119,654 | .0065 | .0071 | .0098 | .0091 | .0060 |
| Geary | 30.1 | .0119 | .8 | 78 | 70.0 | 10.6 | .0114 | 340,108 | .0092 | 170,703 | .0094 | .0098 | .0106 | .0144 | .0082 |
| Gove | 3.1 | .0012 | −16.8 | 3 | 99.6 | 1.3 | .0014 | 39,657 | .0010 | 17,628 | .0010 | .0010 | .0013 | .0015 | .0010 |
| Graham | 3.4 | .0014 | −14.9 | 4 | 96.4 | 1.4 | .0014 | 41,559 | .0011 | 18,172 | .0010 | .0012 | .0018 | .0015 | .0009 |
| Grant | 7.2 | .0028 | 3.2 | 13 | 97.2 | 2.4 | .0026 | 86,465 | .0024 | 38,858 | .0021 | .0022 | .0025 | .0023 | .0021 |
| Gray | 5.4 | .0021 | 5.1 | 6 | 99.2 | 1.9 | .0020 | 66,817 | .0017 | 11,919 | .0007 | .0016 | .0014 | .0020 | .0013 |
| Greeley | 1.8 | .0007 | −2.4 | 2 | 98.7 | .7 | .0008 | 22,301 | .0006 | 7,967 | .0004 | .0005 | .0007 | .0008 | .0006 |
| Greenwood | 7.5 | .0030 | −14.4 | 7 | 98.8 | 3.1 | .0033 | 88,519 | .0024 | 29,680 | .0016 | .0023 | .0039 | .0033 | .0019 |
| Hamilton | 2.2 | .0009 | −12.5 | 2 | 98.2 | .9 | .0010 | 28,699 | .0008 | 6,806 | .0004 | .0007 | .0008 | .0009 | .0005 |
| Harper | 6.8 | .0027 | −12.6 | 8 | 99.0 | 2.9 | .0031 | 80,546 | .0022 | 34,920 | .0019 | .0022 | .0037 | .0034 | .0020 |
| Harvey | 30.9 | .0121 | 1.2 | 57 | 96.9 | 11.6 | .0123 | 413,571 | .0110 | 183,426 | .0101 | .0109 | .0120 | .0130 | .0105 |
| Haskell | 3.9 | .0016 | 2.3 | 7 | 98.8 | 1.4 | .0015 | 43,783 | .0012 | 8,444 | .0004 | .0012 | .0013 | .0015 | .0011 |
| Hodgeman | 2.2 | .0008 | −3.1 | 3 | 98.8 | .8 | .0009 | 24,895 | .0007 | 5,437 | .0003 | .0005 | .0007 | .0009 | .0006 |
| Jackson | 11.5 | .0046 | −1.2 | 18 | 92.9 | 4.3 | .0046 | 140,915 | .0038 | 48,534 | .0027 | .0036 | .0046 | .0041 | .0031 |
| Jefferson | 16.3 | .0064 | 7.2 | 30 | 98.2 | 6.0 | .0064 | 208,683 | .0056 | 28,995 | .0016 | .0045 | .0050 | .0052 | .0047 |
| Jewell | 3.9 | .0015 | −25.6 | 4 | 99.6 | 1.6 | .0017 | 41,742 | .0011 | 10,773 | .0006 | .0011 | .0019 | .0019 | .0009 |
| Johnson | 379.8 | .1498 | 40.5 | 797 | 95.8 | 146.3 | .1562 | 8,206,805 | .2201 | 3,707,724 | .2036 | .2011 | .1057 | .1368 | .1986 |
| Kearny | 4.1 | .0016 | 19.4 | 5 | 99.0 | 1.4 | .0015 | 50,012 | .0013 | 9,726 | .0005 | .0012 | .0012 | .0013 | .0011 |
| Kingman | 8.1 | .0032 | −9.6 | 9 | 99.4 | 3.1 | .0033 | 92,635 | .0025 | 34,483 | .0019 | .0023 | .0038 | .0034 | .0023 |
| Kiowa | 3.5 | .0014 | −13.5 | 5 | 99.0 | 1.4 | .0015 | 41,714 | .0011 | 15,872 | .0009 | .0012 | .0016 | .0015 | .0009 |
| Labette | 23.3 | .0092 | −9.3 | 36 | 93.4 | 9.2 | .0098 | 263,183 | .0071 | 120,053 | .0065 | .0074 | .0120 | .0109 | .0065 |
| Lane | 2.4 | .0009 | −2.9 | 3 | 99.7 | 1.0 | .0010 | 34,912 | .0009 | 10,677 | .0006 | .0007 | .0009 | .0009 | .0008 |
| Leavenworth | 66.7 | .0263 | 21.7 | 144 | 86.3 | 20.6 | .0220 | 969,639 | .0260 | 287,614 | .0158 | .0231 | .0164 | .0184 | .0198 |
| Lincoln | 3.5 | .0014 | −15.6 | [illegible] | 99.6 | 1.5 | .0016 | 39,120 | .0010 | 13,701 | .0008 | .0010 | .0020 | .0015 | .0010 |
| Linn | 8.4 | .0033 | 2.0 | 14 | 98.9 | 3.2 | .0035 | 99,808 | .0027 | 25,249 | .0014 | .0024 | .0039 | .0033 | .0019 |
| Logan | 2.9 | .0011 | −16.6 | 3 | 99.4 | 1.2 | .0012 | 34,819 | .0010 | 25,819 | .0014 | .0011 | .0015 | .0017 | .0010 |
| Lyon | 34.7 | .0137 | −1.2 | 41 | 94.9 | 13.0 | .0139 | 407,314 | .0109 | 239,008 | .0131 | .0122 | .0159 | .0152 | .0106 |
| McPherson | 27.1 | .0107 | .9 | 30 | 98.3 | 10.2 | .0109 | 374,883 | .0100 | 153,792 | .0084 | .0096 | .0096 | .0106 | .0087 |
| Marion | 12.7 | .0050 | −6.1 | 13 | 98.7 | 4.9 | .0052 | 141,179 | .0038 | 53,167 | .0030 | .0038 | .0053 | .0057 | .0035 |
| Marshall | 11.5 | .0046 | −10.1 | 13 | 99.5 | 4.6 | .0049 | 126,887 | .0034 | 70,222 | .0038 | .0038 | .0062 | .0056 | .0038 |
| Meade | 4.1 | .0016 | −14.4 | 4 | 99.4 | 1.6 | .0017 | 47,551 | .0013 | 11,727 | .0007 | .0012 | .0015 | .0018 | .0013 |
| Miami | 24.2 | .0095 | 11.9 | 42 | 96.9 | 8.7 | .0093 | 330,060 | .0089 | 114,380 | .0062 | .0082 | .0084 | .0085 | .0072 |
| Mitchell | 7.0 | .0028 | −13.8 | 10 | 98.9 | 2.8 | .0030 | 82,173 | .0022 | 56,487 | .0031 | .0026 | .0035 | .0036 | .0021 |
| Montgomery | 38.3 | .0151 | −9.4 | 59 | 90.7 | 15.5 | .0166 | 457,314 | .0122 | 256,423 | .0141 | .0134 | .0217 | .0185 | .0114 |
| Morris | 6.3 | .0025 | −1.9 | 9 | 98.9 | 2.5 | .0026 | 74,219 | .0020 | 27,914 | .0016 | .0019 | .0029 | .0029 | .0017 |
| Morton | 3.5 | .0013 | 1.3 | 5 | 97.6 | 1.3 | .0014 | 49,284 | .0013 | 12,383 | .0006 | .0011 | .0014 | .0012 | .0010 |
| Nemaha | 10.3 | .0041 | −8.1 | 14 | 99.3 | 4.0 | .0043 | 118,224 | .0032 | 46,529 | .0026 | .0032 | .0049 | .0044 | .0027 |
| Neosho | 16.5 | .0065 | −13.0 | 29 | 97.8 | 6.6 | .0070 | 184,079 | .0049 | 111,178 | .0061 | .0055 | .0082 | .0079 | .0052 |
| Ness | 3.9 | .0015 | −13.3 | 4 | 99.8 | 1.7 | .0019 | 52,199 | .0014 | 15,519 | .0008 | .0013 | .0017 | .0016 | .0012 |
| Norton | 5.7 | .0023 | −14.8 | 6 | 96.6 | 2.2 | .0023 | 66,812 | .0018 | 36,518 | .0021 | .0020 | .0028 | .0028 | .0016 |
| Osage | 15.3 | .0060 | −.1 | 22 | 98.9 | 5.8 | .0062 | 177,399 | .0048 | 54,906 | .0030 | .0045 | .0062 | .0061 | .0041 |
| Osborne | 4.7 | .0019 | −21.1 | 5 | 99.4 | 2.0 | .0021 | 50,545 | .0013 | 24,374 | .0013 | .0015 | .0028 | .0026 | .0012 |
| Ottawa | 5.6 | .0022 | −6.2 | 8 | 99.5 | 2.3 | .0025 | 62,498 | .0017 | 23,445 | .0013 | .0016 | .0025 | .0028 | .0014 |
| Pawnee | 7.3 | .0029 | −9.5 | 10 | 95.4 | 2.8 | .0030 | 97,812 | .0026 | 32,771 | .0018 | .0024 | .0028 | .0030 | .0021 |
| Phillips | 6.5 | .0025 | −12.2 | 7 | 99.1 | 2.7 | .0029 | 72,159 | .0020 | 30,107 | .0016 | .0020 | .0041 | .0027 | .0020 |
| Pottawatomie | 16.4 | .0065 | 10.9 | 19 | 98.1 | 6.0 | .0064 | 199,850 | .0053 | 50,432 | .0028 | .0049 | .0056 | .0064 | .0051 |
| Pratt | 9.4 | .0037 | −8.5 | 13 | 97.7 | 3.8 | .0040 | 119,149 | .0032 | 74,548 | .0041 | .0035 | .0047 | .0049 | .0031 |
| Rawlins | 3.4 | .0013 | −17.2 | 3 | 99.4 | 1.4 | .0015 | 43,658 | .0012 | 10,291 | .0006 | .0011 | .0014 | .0014 | .0008 |
| Reno | 61.6 | .0243 | −5.2 | 49 | 96.0 | 24.0 | .0256 | 811,500 | .0218 | 503,391 | .0276 | .0239 | .0275 | .0297 | .0224 |
| Republic | 6.3 | .0025 | −16.8 | 9 | 99.6 | 2.7 | .0029 | 71,443 | .0019 | 21,993 | .0012 | .0019 | .0033 | .0031 | .0014 |
| Rice | 10.3 | .0041 | −13.5 | 14 | 98.1 | 4.0 | .0043 | 109,034 | .0029 | 37,052 | .0021 | .0029 | .0053 | .0045 | .0026 |
| Riley | 67.9 | .0267 | 6.9 | 111 | 85.1 | 21.2 | .0226 | 705,062 | .0189 | 412,704 | .0226 | .0215 | .0267 | .0279 | .0192 |
| Rooks | 5.7 | .0023 | −18.7 | 6 | 99.0 | 2.3 | .0025 | 61,982 | .0017 | 21,434 | .0012 | .0017 | .0027 | .0026 | .0015 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES | | | | | | | | | | | | | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980-91 | Pop Per Sq. Mi. (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **KANSAS (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Rush | 3.6 | .0014 | −20.3 | 5 | 99.7 | 1.6 | .0017 | 46,538 | .0012 | 8,180 | .0004 | .0011 | .0018 | .0017 | .0009 |
| Russell | 7.4 | .0029 | −16.6 | 8 | 98.8 | 3.2 | .0034 | 94,268 | .0025 | 41,709 | .0023 | .0024 | .0042 | .0035 | .0023 |
| Saline | 49.4 | .0195 | 1.0 | 69 | 95.1 | 20.0 | .0213 | 703,747 | .0189 | 468,347 | .0257 | .0211 | .0216 | .0250 | .0211 |
| Scott | 5.1 | .0020 | −11.8 | 7 | 99.3 | 2.0 | .0022 | 63,362 | .0017 | 29,050 | .0016 | .0017 | .0020 | .0023 | .0016 |
| Sedgwick | 412.3 | .1626 | 12.3 | 412 | 87.3 | 160.0 | .1708 | 6,409,598 | .1719 | 3,342,389 | .1835 | .1736 | .1595 | .1736 | .1668 |
| Seward | 18.7 | .0073 | 9.5 | 29 | 90.0 | 6.6 | .0070 | 239,882 | .0064 | 181,507 | .0100 | .0076 | .0072 | .0087 | .0074 |
| Shawnee | 163.3 | .0644 | 5.4 | 297 | 89.4 | 64.8 | .0692 | 2,498,089 | .0670 | 1,337,811 | .0735 | .0685 | .0599 | .0719 | .0663 |
| Sheridan | 2.9 | .0012 | −18.2 | 3 | 99.5 | 1.2 | .0013 | 32,697 | .0009 | 9,667 | .0005 | .0007 | .0014 | .0013 | .0008 |
| Sherman | 6.7 | .0026 | −13.7 | 6 | 99.0 | 2.7 | .0029 | 74,792 | .0020 | 64,034 | .0035 | .0027 | .0036 | .0039 | .0024 |
| Smith | 4.9 | .0019 | −17.6 | 5 | 99.7 | 2.1 | .0022 | 50,541 | .0014 | 20,623 | .0011 | .0013 | .0030 | .0025 | .0012 |
| Stafford | 5.2 | .0021 | −8.7 | 7 | 99.1 | 2.2 | .0024 | 63,149 | .0017 | 10,280 | .0006 | .0015 | .0025 | .0024 | .0013 |
| Stanton | 2.3 | .0009 | −1.7 | 3 | 98.3 | .8 | .0008 | 24,556 | .0006 | 6,178 | .0003 | .0006 | .0009 | .0009 | .0006 |
| Stevens | 5.2 | .0021 | 9.8 | 7 | 98.0 | 1.9 | .0020 | 65,519 | .0018 | 17,373 | .0010 | .0016 | .0018 | .0019 | .0014 |
| Sumner | 26.0 | .0102 | 4.3 | 22 | 97.9 | 9.7 | .0104 | 342,511 | .0092 | 113,632 | .0062 | .0084 | .0098 | .0093 | .0079 |
| Thomas | 8.1 | .0032 | −4.2 | 8 | 98.9 | 3.1 | .0033 | 91,247 | .0024 | 60,834 | .0034 | .0029 | .0037 | .0043 | .0022 |
| Trego | 3.6 | .0014 | −13.6 | 4 | 99.3 | 1.5 | .0016 | 41,243 | .0011 | 22,371 | .0012 | .0012 | .0021 | .0020 | .0009 |
| Wabaunsee | 6.6 | .0026 | −3.9 | 8 | 98.8 | 2.5 | .0027 | 84,372 | .0023 | 20,219 | .0011 | .0019 | .0020 | .0023 | .0020 |
| Wallace | 1.8 | .0007 | −12.0 | 2 | 99.2 | .7 | .0007 | 19,827 | .0005 | 5,255 | .0003 | .0006 | .0008 | .0009 | .0004 |
| Washington | 6.9 | .0027 | −19.2 | 8 | 99.8 | 2.8 | .0030 | 71,854 | .0019 | 24,505 | .0013 | .0019 | .0037 | .0031 | .0018 |
| Wichita | 2.7 | .0011 | −11.2 | 4 | 98.7 | 1.0 | .0011 | 30,584 | .0009 | 5,876 | .0004 | .0007 | .0008 | .0012 | .0007 |
| Wilson | 9.9 | .0039 | −18.4 | 17 | 98.9 | 4.0 | .0042 | 108,941 | .0029 | 42,743 | .0023 | .0029 | .0053 | .0045 | .0024 |
| Woodson | 4.0 | .0016 | −13.1 | 8 | 98.8 | 1.7 | .0019 | 45,674 | .0012 | 14,007 | .0008 | .0013 | .0021 | .0021 | .0010 |
| Wyandotte | 160.8 | .0634 | −6.7 | 1,062 | 69.7 | 61.0 | .0651 | 1,801,157 | .0483 | 929,521 | .0510 | .0521 | .0714 | .0683 | .0468 |
| **TOTAL METRO COUNTIES** | **1,343.7** | **.5298** | **16.5** | **263** | **88.6** | **511.5** | **.5460** | **21,996,314** | **.5899** | **10,468,654** | **.5747** | **.5735** | **.4772** | **.5273** | **.5491** |
| **TOTAL STATE** | **2,506.5** | **.9883** | **6.0** | **31** | **91.7** | **957.0** | **1.0216** | **35,930,028** | **.9635** | **17,159,623** | **.9421** | **.9621** | **1.0022** | **1.0463** | **.9006** |
| **KENTUCKY** | | | | | | | | | | | | | | | |
| **CLARKSVILLE - HOPKINSVILLE** | **172.4** | **.0679** | **14.8** | **137** | **77.1** | **57.0** | **.0608** | **1,933,013** | **.0519** | **1,054,654** | **.0579** | **.0570** | **.0595** | **.0761** | **.0535** |
| Christian | 68.1 | .0268 | 1.8 | 94 | 73.3 | 21.3 | .0227 | 723,839 | .0195 | 350,100 | .0192 | .0208 | .0245 | .0292 | .0169 |
| *Montgomery, Tenn.* | *104.3* | *.0411* | *25.1* | *193* | *79.6* | *35.7* | *.0381* | *1,209,174* | *.0324* | *704,554* | *.0387* | *.0362* | *.0350* | *.0469* | *.0366* |
| **HUNTINGTON - ASHLAND** | **311.0** | **.1226** | **−7.6** | **144** | **97.4** | **119.3** | **.1272** | **3,524,845** | **.0946** | **1,896,545** | **.1042** | **.1027** | **.1630** | **.1325** | **.0979** |
| Boyd | 50.7 | .0200 | −8.7 | 316 | 97.5 | 19.7 | .0211 | 608,711 | .0164 | 453,880 | .0250 | .0196 | .0268 | .0235 | .0171 |
| Carter | 24.3 | .0096 | −3.0 | 59 | 99.7 | 8.7 | .0092 | 229,713 | .0062 | 104,421 | .0057 | .0067 | .0121 | .0095 | .0064 |
| Greenup | 36.9 | .0145 | −5.7 | 107 | 99.1 | 13.5 | .0144 | 411,423 | .0110 | 105,742 | .0058 | .0101 | .0166 | .0130 | .0099 |
| *Lawrence, Ohio* | *62.0* | *.0244* | *−2.9* | *136* | *97.2* | *23.0* | *.0245* | *641,206* | *.0172* | *247,386* | *.0136* | *.0175* | *.0322* | *.0240* | *.0158* |
| *Cabell, W. Va.* | *95.8* | *.0378* | *−10.3* | *340* | *95.2* | *38.8* | *.0414* | *1,213,407* | *.0325* | *875,431* | *.0481* | *.0382* | *.0544* | *.0467* | *.0387* |
| *Wayne, W. Va.* | *41.3* | *.0163* | *−10.3* | *82* | *99.6* | *15.6* | *.0166* | *420,385* | *.0113* | *109,685* | *.0060* | *.0106* | *.0209* | *.0158* | *.0100* |
| **LEXINGTON-FAYETTE** | **355.6** | **.1402** | **12.0** | **240** | **88.0** | **136.9** | **.1460** | **5,326,049** | **.1428** | **3,044,807** | **.1672** | **.1497** | **.1469** | **.1538** | **.1574** |
| Bourbon | 19.4 | .0076 | .0 | 67 | 91.3 | 7.3 | .0078 | 229,982 | .0061 | 94,238 | .0051 | .0061 | .0090 | .0076 | .0051 |
| Clark | 29.9 | .0118 | 5.6 | 118 | 94.2 | 11.1 | .0119 | 365,579 | .0098 | 211,836 | .0116 | .0108 | .0130 | .0127 | .0089 |
| Fayette | 229.3 | .0904 | 12.3 | 806 | 84.7 | 91.3 | .0974 | 3,674,377 | .0985 | 2,379,142 | .1306 | .1066 | .0983 | .1064 | .1204 |
| Jessamine | 31.8 | .0125 | 22.0 | 184 | 96.2 | 11.0 | .0117 | 401,415 | .0107 | 156,225 | .0086 | .0104 | .0116 | .0114 | .0088 |
| Scott | 24.8 | .0098 | 13.7 | 87 | 93.2 | 8.8 | .0093 | 347,496 | .0094 | 107,481 | .0060 | .0085 | .0091 | .0084 | .0074 |
| Woodford | 20.4 | .0081 | 14.7 | 107 | 93.4 | 7.4 | .0079 | 307,200 | .0083 | 95,885 | .0053 | .0073 | .0059 | .0073 | .0068 |
| **LOUISVILLE** | **956.6** | **.3772** | **.0** | **422** | **86.0** | **369.5** | **.3946** | **13,623,424** | **.3654** | **7,310,164** | **.4012** | **.3783** | **.3984** | **.4128** | **.3793** |
| Bullitt | 48.6 | .0192 | 12.1 | 162 | 99.2 | 16.3 | .0174 | 570,833 | .0153 | 117,184 | .0064 | .0133 | .0136 | .0149 | .0140 |
| Jefferson | 662.2 | .2611 | −3.3 | 1,720 | 81.8 | 263.9 | .2818 | 9,781,683 | .2624 | 5,605,969 | .3077 | .2758 | .2954 | .2990 | .2784 |
| Oldham | 36.2 | .0143 | 30.2 | 191 | 96.0 | 11.2 | .0120 | 543,542 | .0146 | 147,078 | .0081 | .0126 | .0084 | .0102 | .0117 |
| Shelby | 25.5 | .0100 | 9.3 | 66 | 89.8 | 9.3 | .0100 | 371,587 | .0099 | 129,949 | .0071 | .0091 | .0091 | .0091 | .0079 |
| *Clark, Ind.* | *88.0* | *.0347* | *−1.0* | *235* | *93.9* | *33.4* | *.0357* | *1,085,268* | *.0291* | *865,122* | *.0475* | *.0357* | *.0361* | *.0434* | *.0363* |
| *Floyd, Ind.* | *65.4* | *.0258* | *6.9* | *442* | *95.3* | *24.5* | *.0261* | *911,263* | *.0244* | *308,214* | *.0169* | *.0224* | *.0251* | *.0239* | *.0226* |
| *Harrison, Ind.* | *30.7* | *.0121* | *12.6* | *63* | *99.3* | *10.9* | *.0116* | *359,248* | *.0097* | *136,648* | *.0075* | *.0094* | *.0107* | *.0123* | *.0084* |
| **OWENSBORO** | **87.4** | **.0344** | **1.7** | **189** | **95.4** | **33.2** | **.0354** | **1,106,900** | **.0297** | **676,408** | **.0371** | **.0329** | **.0398** | **.0383** | **.0337** |
| Daviess | 87.4 | .0344 | 1.7 | 189 | 95.4 | 33.2 | .0354 | 1,106,900 | .0297 | 676,408 | .0371 | .0329 | .0398 | .0383 | .0337 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Adair | 15.2 | .0060 | −.2 | 37 | 96.8 | 5.8 | .0062 | 149,547 | .0040 | 64,433 | .0036 | .0042 | .0089 | .0065 | .0037 |
| Allen | 14.6 | .0057 | 3.3 | 42 | 98.7 | 5.6 | .0059 | 135,607 | .0037 | 63,424 | .0034 | .0041 | .0088 | .0065 | .0032 |
| Anderson | 15.0 | .0060 | 19.4 | 74 | 97.0 | 5.6 | .0060 | 198,992 | .0053 | 75,779 | .0042 | .0051 | .0051 | .0056 | .0046 |
| Ballard | 7.7 | .0030 | −12.5 | 31 | 96.8 | 3.1 | .0033 | 83,703 | .0022 | 55,591 | .0030 | .0026 | .0050 | .0034 | .0027 |
| Barren | 33.9 | .0134 | −.3 | 69 | 94.8 | 13.1 | .0140 | 356,232 | .0096 | 236,304 | .0130 | .0113 | .0200 | .0155 | .0097 |
| Bath | 9.7 | .0038 | −3.3 | 35 | 97.0 | 3.7 | .0040 | 89,648 | .0024 | 29,865 | .0017 | .0025 | .0060 | .0037 | .0023 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980-91 | Pop Per Sq. Mi. (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes: EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **KENTUCKY (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Bell | 31.0 | .0122 | -9.7 | 86 | 97.0 | 11.3 | .0120 | 234,096 | .0063 | 221,471 | .0121 | .0092 | .0222 | .0136 | .0070 |
| ☐ Boone | 60.0 | .0237 | 30.9 | 244 | 98.5 | 21.0 | .0224 | 905,956 | .0243 | 802,131 | .0441 | .0302 | .0179 | .0262 | .0325 |
| Bourbon | 19.4 | .0076 | .0 | 67 | 91.3 | 7.3 | .0078 | 229,982 | .0061 | 94,238 | .0051 | .0061 | .0090 | .0076 | .0051 |
| Boyd | 50.7 | .0200 | -8.7 | 316 | 97.5 | 19.7 | .0211 | 608,711 | .0164 | 453,880 | .0250 | .0196 | .0268 | .0235 | .0171 |
| Boyle | 25.9 | .0102 | 3.3 | 143 | 90.0 | 9.6 | .0102 | 301,307 | .0080 | 224,179 | .0123 | .0098 | .0130 | .0116 | .0090 |
| Bracken | 7.8 | .0031 | .8 | 38 | 99.3 | 2.9 | .0031 | 76,138 | .0021 | 13,937 | .0007 | .0019 | .0037 | .0029 | .0017 |
| Breathitt | 15.6 | .0061 | -8.3 | 32 | 99.6 | 5.5 | .0059 | 109,251 | .0029 | 88,522 | .0049 | .0042 | .0114 | .0058 | .0034 |
| Breckinridge | 16.4 | .0065 | -2.7 | 29 | 96.1 | 6.3 | .0067 | 171,392 | .0046 | 72,817 | .0040 | .0048 | .0087 | .0069 | .0037 |
| Bullitt | 48.6 | .0192 | 12.1 | 162 | 99.2 | 16.3 | .0174 | 570,833 | .0153 | 117,184 | .0064 | .0133 | .0136 | .0149 | .0140 |
| Butler | 11.3 | .0044 | 2.1 | 26 | 99.2 | 4.2 | .0045 | 101,056 | .0027 | 25,868 | .0014 | .0028 | .0062 | .0047 | .0023 |
| Caldwell | 13.1 | .0052 | -2.8 | 38 | 93.9 | 5.3 | .0056 | 146,860 | .0040 | 100,864 | .0056 | .0045 | .0077 | .0067 | .0037 |
| Calloway | 31.2 | .0123 | 3.9 | 81 | 96.3 | 11.9 | .0127 | 338,972 | .0091 | 242,032 | .0133 | .0111 | .0173 | .0151 | .0098 |
| ☐ Campbell | 84.7 | .0334 | 1.7 | 559 | 98.5 | 31.6 | .0338 | 1,220,753 | .0327 | 455,370 | .0250 | .0305 | .0314 | .0296 | .0303 |
| Carlisle | 5.1 | .0020 | -7.1 | 26 | 98.6 | 2.1 | .0022 | 58,467 | .0016 | 17,936 | .0010 | .0015 | .0026 | .0022 | .0013 |
| Carroll | 9.4 | .0037 | 1.4 | 72 | 97.4 | 3.5 | .0038 | 107,655 | .0028 | 62,728 | .0034 | .0032 | .0047 | .0041 | .0023 |
| Carter | 24.3 | .0096 | -3.0 | 59 | 99.7 | 8.7 | .0092 | 229,713 | .0062 | 104,421 | .0057 | .0067 | .0121 | .0095 | .0064 |
| Casey | 14.2 | .0056 | -4.2 | 32 | 99.3 | 5.4 | .0058 | 120,882 | .0032 | 41,189 | .0023 | .0035 | .0090 | .0060 | .0028 |
| Christian | 68.1 | .0268 | 1.8 | 94 | 73.3 | 21.3 | .0227 | 723,839 | .0195 | 350,100 | .0192 | .0208 | .0245 | .0292 | .0169 |
| Clark | 29.9 | .0118 | 5.6 | 118 | 94.2 | 11.1 | .0119 | 365,579 | .0098 | 211,836 | .0116 | .0108 | .0130 | .0127 | .0089 |
| Clay | 21.5 | .0085 | -5.5 | 46 | 98.1 | 7.3 | .0078 | 132,095 | .0035 | 101,965 | .0056 | .0052 | .0152 | .0086 | .0036 |
| Clinton | 9.1 | .0036 | -2.4 | 46 | 99.8 | 3.6 | .0038 | 74,507 | .0020 | 39,332 | .0022 | .0023 | .0073 | .0039 | .0016 |
| Crittenden | 9.2 | .0036 | -.1 | 25 | 98.9 | 3.6 | .0039 | 99,558 | .0027 | 23,504 | .0013 | .0024 | .0048 | .0036 | .0023 |
| Cumberland | 6.7 | .0027 | -8.1 | 22 | 95.3 | 2.7 | .0029 | 54,479 | .0014 | 26,927 | .0015 | .0017 | .0049 | .0031 | .0012 |
| Daviess | 87.4 | .0344 | 1.7 | 189 | 95.4 | 33.2 | .0354 | 1,106,900 | .0297 | 676,408 | .0371 | .0329 | .0398 | .0383 | .0337 |
| Edmonson | 10.1 | .0040 | 1.4 | 33 | 98.1 | 3.7 | .0039 | 77,735 | .0021 | 19,901 | .0011 | .0021 | .0060 | .0040 | .0017 |
| Elliott | 6.5 | .0026 | -5.9 | 28 | 99.9 | 2.3 | .0025 | 50,782 | .0014 | 18,165 | .0010 | .0016 | .0040 | .0021 | .0011 |
| Estill | 14.7 | .0058 | 1.4 | 58 | 99.9 | 5.4 | .0058 | 112,828 | .0030 | 56,646 | .0031 | .0035 | .0088 | .0060 | .0029 |
| Fayette | 229.3 | .0904 | 12.3 | 806 | 84.7 | 91.3 | .0974 | 3,674,377 | .0985 | 2,379,142 | .1306 | .1066 | .0983 | .1064 | .1204 |
| Fleming | 12.4 | .0049 | .6 | 35 | 98.2 | 4.6 | .0049 | 116,618 | .0032 | 77,326 | .0043 | .0038 | .0072 | .0054 | .0026 |
| Floyd | 43.3 | .0170 | -11.2 | 110 | 99.0 | 15.6 | .0167 | 393,951 | .0105 | 237,129 | .0130 | .0126 | .0249 | .0185 | .0102 |
| Franklin | 44.4 | .0175 | 6.1 | 211 | 91.8 | 17.7 | .0189 | 657,319 | .0176 | 324,237 | .0178 | .0176 | .0178 | .0196 | .0174 |
| Fulton | 8.1 | .0032 | -9.7 | 39 | 80.7 | 3.3 | .0035 | 87,681 | .0024 | 61,285 | .0034 | .0029 | .0058 | .0034 | .0022 |
| Gallatin | 5.6 | .0022 | 15.7 | 57 | 98.2 | 2.0 | .0021 | 65,644 | .0018 | 12,549 | .0006 | .0016 | .0022 | .0019 | .0014 |
| Garrard | 11.8 | .0047 | 8.7 | 51 | 96.1 | 4.5 | .0048 | 138,829 | .0037 | 32,650 | .0018 | .0032 | .0055 | .0044 | .0033 |
| Grant | 16.2 | .0064 | 21.7 | 62 | 99.6 | 5.7 | .0061 | 189,295 | .0051 | 86,203 | .0048 | .0053 | .0064 | .0060 | .0042 |
| Graves | 33.6 | .0132 | -1.3 | 60 | 95.2 | 13.5 | .0144 | 368,071 | .0098 | 198,329 | .0109 | .0108 | .0195 | .0150 | .0096 |
| Grayson | 21.4 | .0085 | 2.6 | 42 | 99.3 | 8.1 | .0087 | 202,827 | .0055 | 90,408 | .0049 | .0059 | .0121 | .0095 | .0049 |
| Green | 10.2 | .0040 | -7.6 | 35 | 96.4 | 4.1 | .0044 | 101,777 | .0027 | 28,990 | .0016 | .0027 | .0064 | .0040 | .0025 |
| Greenup | 36.9 | .0145 | -5.7 | 107 | 99.1 | 13.5 | .0144 | 411,423 | .0110 | 105,742 | .0058 | .0101 | .0166 | .0130 | .0099 |
| Hancock | 7.9 | .0031 | 2.0 | 42 | 98.4 | 2.8 | .0030 | 89,474 | .0024 | 18,055 | .0010 | .0021 | .0032 | .0026 | .0019 |
| Hardin | 89.3 | .0353 | .4 | 142 | 86.1 | 29.5 | .0315 | 1,058,332 | .0284 | 682,169 | .0375 | .0325 | .0303 | .0395 | .0281 |
| Harlan | 35.5 | .0139 | -15.3 | 76 | 96.7 | 12.9 | .0137 | 301,923 | .0081 | 169,661 | .0093 | .0097 | .0219 | .0141 | .0083 |
| Harrison | 16.4 | .0065 | 8.1 | 53 | 96.8 | 6.2 | .0066 | 183,634 | .0049 | 79,113 | .0043 | .0050 | .0081 | .0069 | .0044 |
| Hart | 14.8 | .0058 | -3.9 | 36 | 92.7 | 5.7 | .0061 | 123,162 | .0033 | 57,099 | .0032 | .0038 | .0096 | .0066 | .0028 |
| ☐ Henderson | 43.3 | .0171 | 6.0 | 98 | 92.4 | 16.7 | .0179 | 552,678 | .0149 | 322,211 | .0177 | .0162 | .0213 | .0187 | .0149 |
| Henry | 12.9 | .0051 | 1.3 | 45 | 95.8 | 4.9 | .0052 | 148,066 | .0039 | 68,983 | .0037 | .0041 | .0060 | .0050 | .0032 |
| Hickman | 5.4 | .0021 | -11.0 | 22 | 91.0 | 2.2 | .0023 | 61,156 | .0017 | 11,698 | .0007 | .0014 | .0029 | .0021 | .0014 |
| Hopkins | 46.3 | .0183 | .3 | 84 | 93.0 | 17.9 | .0191 | 542,881 | .0145 | 301,470 | .0165 | .0160 | .0233 | .0204 | .0154 |
| Jackson | 12.1 | .0048 | .9 | 35 | 99.8 | 4.4 | .0047 | 101,616 | .0027 | 22,146 | .0013 | .0025 | .0076 | .0043 | .0021 |
| Jefferson | 662.2 | .2611 | -3.3 | 1,720 | 81.8 | 263.9 | .2818 | 9,781,683 | .2624 | 5,605,969 | .3077 | .2758 | .2954 | .2990 | .2784 |
| Jessamine | 31.8 | .0125 | 22.0 | 184 | 96.2 | 11.0 | .0117 | 401,415 | .0107 | 156,225 | .0086 | .0104 | .0116 | .0114 | .0088 |
| Johnson | 23.0 | .0091 | -5.9 | 88 | 99.4 | 8.4 | .0090 | 220,106 | .0059 | 143,862 | .0079 | .0072 | .0139 | .0098 | .0062 |
| ☐ Kenton | 143.4 | .0565 | 4.6 | 882 | 96.4 | 53.3 | .0569 | 2,036,559 | .0546 | 825,510 | .0453 | .0522 | .0508 | .0530 | .0478 |
| Knott | 18.0 | .0071 | .3 | 51 | 99.2 | 6.2 | .0066 | 137,162 | .0037 | 50,985 | .0028 | .0042 | .0118 | .0057 | .0032 |
| Knox | 29.6 | .0117 | -2.1 | 76 | 98.7 | 10.7 | .0114 | 249,891 | .0067 | 160,340 | .0088 | .0082 | .0210 | .0122 | .0064 |
| Larue | 11.8 | .0046 | -1.0 | 45 | 95.5 | 4.6 | .0049 | 132,460 | .0036 | 33,239 | .0019 | .0032 | .0056 | .0042 | .0031 |
| Laurel | 44.5 | .0176 | 14.2 | 102 | 99.0 | 16.0 | .0171 | 428,274 | .0115 | 241,363 | .0132 | .0133 | .0246 | .0195 | .0123 |
| Lawrence | 14.0 | .0055 | -.9 | 33 | 99.5 | 5.0 | .0053 | 116,999 | .0031 | 54,016 | .0030 | .0036 | .0090 | .0052 | .0027 |
| Lee | 7.7 | .0030 | -.7 | 37 | 99.6 | 2.7 | .0029 | 55,853 | .0015 | 29,759 | .0016 | .0018 | .0052 | .0031 | .0010 |
| Leslie | 13.6 | .0054 | -8.6 | 34 | 99.8 | 4.7 | .0050 | 122,461 | .0033 | 35,239 | .0019 | .0033 | .0078 | .0042 | .0030 |
| Letcher | 26.6 | .0105 | -13.3 | 78 | 99.1 | 9.6 | .0103 | 210,933 | .0056 | 111,410 | .0062 | .0067 | .0169 | .0107 | .0055 |
| Lewis | 13.0 | .0051 | -10.6 | 27 | 99.6 | 4.7 | .0050 | 97,967 | .0027 | 29,986 | .0016 | .0029 | .0082 | .0049 | .0022 |
| Lincoln | 20.3 | .0080 | 6.5 | 60 | 96.7 | 7.6 | .0081 | 191,379 | .0051 | 59,340 | .0033 | .0052 | .0112 | .0076 | .0044 |
| Livingston | 8.9 | .0035 | -3.5 | 28 | 99.6 | 3.6 | .0038 | 99,022 | .0027 | 29,651 | .0016 | .0025 | .0047 | .0036 | .0022 |
| Logan | 24.7 | .0097 | 2.3 | 44 | 91.2 | 9.4 | .0101 | 275,990 | .0074 | 104,562 | .0057 | .0073 | .0124 | .0098 | .0068 |
| Lyon | 6.7 | .0027 | 3.2 | 31 | 92.7 | 2.3 | .0024 | 66,590 | .0017 | 12,530 | .0007 | .0016 | .0032 | .0025 | .0013 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980-91 | Pop Per Sq. Mi. (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes: EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **KENTUCKY (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| McCracken | 63.2 | .0249 | 3.1 | 252 | 89.4 | 25.8 | .0276 | 867,680 | .0233 | 657,962 | .0362 | .0275 | .0351 | .0320 | .0305 |
| McCreary | 15.5 | .0061 | −.9 | 36 | 98.9 | 5.4 | .0057 | 86,598 | .0023 | 36,196 | .0019 | .0029 | .0118 | .0055 | .0017 |
| McLean | 9.6 | .0038 | −4.9 | 38 | 99.4 | 3.7 | .0040 | 97,729 | .0027 | 18,207 | .0010 | .0024 | .0048 | .0039 | .0023 |
| Madison | 58.7 | .0231 | 10.0 | 133 | 94.3 | 20.4 | .0218 | 645,360 | .0173 | 349,060 | .0192 | .0191 | .0284 | .0227 | .0161 |
| Magoffin | 12.9 | .0051 | −4.6 | 42 | 99.8 | 4.4 | .0047 | 95,089 | .0025 | 37,136 | .0020 | .0029 | .0078 | .0049 | .0020 |
| Marion | 16.9 | .0067 | −5.6 | 49 | 90.6 | 5.7 | .0061 | 160,437 | .0043 | 62,479 | .0035 | .0045 | .0091 | .0060 | .0037 |
| Marshall | 27.5 | .0108 | 7.3 | 90 | 99.6 | 10.9 | .0116 | 341,714 | .0092 | 150,336 | .0082 | .0092 | .0119 | .0122 | .0079 |
| Martin | 12.3 | .0049 | −11.7 | 53 | 99.8 | 4.3 | .0046 | 106,257 | .0028 | 61,786 | .0034 | .0034 | .0082 | .0043 | .0023 |
| Mason | 16.6 | .0065 | −6.5 | 69 | 92.2 | 6.5 | .0069 | 175,702 | .0047 | 135,148 | .0074 | .0059 | .0106 | .0077 | .0059 |
| Meade | 24.7 | .0098 | 8.1 | 80 | 87.9 | 8.3 | .0089 | 252,701 | .0068 | 82,038 | .0045 | .0068 | .0071 | .0102 | .0059 |
| Menifee | 5.1 | .0020 | −.3 | 25 | 98.0 | 1.8 | .0019 | 42,330 | .0011 | 13,093 | .0008 | .0011 | .0025 | .0021 | .0009 |
| Mercer | 19.2 | .0076 | 1.0 | 77 | 95.2 | 7.4 | .0079 | 230,549 | .0062 | 93,214 | .0051 | .0061 | .0090 | .0076 | .0053 |
| Metcalfe | 9.0 | .0035 | −5.1 | 31 | 97.3 | 3.4 | .0036 | 80,049 | .0022 | 36,802 | .0020 | .0024 | .0052 | .0037 | .0026 |
| Monroe | 11.3 | .0045 | −8.5 | 34 | 96.7 | 4.5 | .0048 | 106,185 | .0028 | 50,063 | .0027 | .0032 | .0080 | .0048 | .0028 |
| Montgomery | 19.6 | .0077 | −2.2 | 99 | 95.8 | 7.3 | .0078 | 196,871 | .0053 | 141,376 | .0078 | .0065 | .0106 | .0092 | .0067 |
| Morgan | 12.1 | .0048 | .0 | 32 | 98.9 | 4.1 | .0044 | 91,528 | .0025 | 50,502 | .0028 | .0030 | .0071 | .0043 | .0021 |
| Muhlenberg | 31.1 | .0122 | −3.5 | 66 | 95.8 | 11.6 | .0124 | 310,204 | .0083 | 156,873 | .0086 | .0091 | .0181 | .0139 | .0074 |
| Nelson | 30.3 | .0120 | 9.8 | 72 | 93.6 | 10.7 | .0114 | 349,268 | .0093 | 151,920 | .0083 | .0096 | .0127 | .0117 | .0091 |
| Nicholas | 6.7 | .0026 | −6.4 | 34 | 98.4 | 2.6 | .0028 | 65,757 | .0018 | 11,487 | .0007 | .0017 | .0037 | .0026 | .0014 |
| Ohio | 20.9 | .0082 | −4.0 | 35 | 98.8 | 7.8 | .0083 | 185,474 | .0050 | 100,590 | .0055 | .0058 | .0120 | .0094 | .0047 |
| Oldham | 36.2 | .0143 | 30.2 | 191 | 96.0 | 11.2 | .0120 | 543,542 | .0146 | 147,078 | .0081 | .0126 | .0084 | .0102 | .0117 |
| Owen | 9.2 | .0036 | 3.1 | 26 | 98.1 | 3.4 | .0036 | 102,760 | .0027 | 34,187 | .0018 | .0027 | .0041 | .0033 | .0023 |
| Owsley | 4.9 | .0020 | −14.2 | 25 | 99.6 | 1.8 | .0019 | 34,559 | .0009 | 10,107 | .0006 | .0009 | .0038 | .0014 | .0008 |
| Pendleton | 12.3 | .0048 | 11.9 | 44 | 99.4 | 4.5 | .0048 | 141,364 | .0038 | 36,571 | .0020 | .0034 | .0048 | .0046 | .0033 |
| Perry | 29.9 | .0118 | −11.5 | 87 | 98.0 | 10.5 | .0112 | 268,908 | .0072 | 199,550 | .0110 | .0093 | .0185 | .0123 | .0089 |
| Pike | 71.3 | .0281 | −12.1 | 91 | 99.3 | 25.7 | .0275 | 667,065 | .0179 | 484,833 | .0266 | .0226 | .0426 | .0322 | .0193 |
| Powell | 12.0 | .0048 | 6.1 | 67 | 99.2 | 4.2 | .0044 | 93,972 | .0025 | 38,875 | .0021 | .0028 | .0068 | .0049 | .0022 |
| Pulaski | 50.5 | .0199 | 10.3 | 76 | 98.4 | 19.3 | .0206 | 501,561 | .0135 | 373,685 | .0205 | .0170 | .0290 | .0251 | .0153 |
| Robertson | 2.1 | .0008 | −7.5 | 21 | 99.8 | .8 | .0009 | 20,213 | .0005 | 2,693 | .0002 | .0003 | .0010 | .0007 | .0004 |
| Rockcastle | 15.1 | .0060 | 8.1 | 48 | 99.8 | 5.6 | .0060 | 130,901 | .0036 | 38,869 | .0021 | .0037 | .0089 | .0062 | .0028 |
| Rowan | 20.9 | .0082 | 9.7 | 74 | 97.7 | 6.9 | .0073 | 178,507 | .0047 | 121,254 | .0067 | .0061 | .0114 | .0078 | .0052 |
| Russell | 15.0 | .0059 | 9.4 | 59 | 99.3 | 6.0 | .0065 | 138,016 | .0037 | 70,681 | .0038 | .0040 | .0102 | .0068 | .0039 |
| Scott | 24.8 | .0098 | 13.7 | 87 | 93.2 | 8.8 | .0093 | 347,496 | .0094 | 107,481 | .0060 | .0085 | .0091 | .0084 | .0074 |
| Shelby | 25.5 | .0100 | 9.3 | 66 | 89.8 | 9.3 | .0100 | 371,587 | .0099 | 129,949 | .0071 | .0091 | .0091 | .0091 | .0079 |
| Simpson | 15.1 | .0060 | 2.9 | 64 | 88.8 | 5.8 | .0062 | 175,954 | .0047 | 98,622 | .0054 | .0052 | .0075 | .0070 | .0048 |
| Spencer | 7.0 | .0028 | 18.1 | 38 | 98.3 | 2.5 | .0026 | 85,342 | .0023 | 15,068 | .0008 | .0020 | .0029 | .0022 | .0017 |
| Taylor | 21.4 | .0084 | 1.0 | 79 | 94.7 | 8.3 | .0089 | 211,081 | .0057 | 132,945 | .0073 | .0066 | .0119 | .0096 | .0061 |
| Todd | 11.0 | .0043 | −7.4 | 29 | 89.0 | 4.1 | .0044 | 112,689 | .0030 | 23,198 | .0013 | .0028 | .0052 | .0042 | .0025 |
| Trigg | 10.4 | .0041 | 10.8 | 23 | 88.0 | 4.1 | .0043 | 109,894 | .0030 | 40,501 | .0022 | .0030 | .0058 | .0045 | .0027 |
| Trimble | 6.1 | .0024 | −2.5 | 41 | 99.6 | 2.3 | .0025 | 72,262 | .0019 | 6,307 | .0004 | .0015 | .0023 | .0022 | .0016 |
| Union | 16.3 | .0065 | −8.5 | 47 | 84.6 | 5.5 | .0059 | 209,738 | .0056 | 87,083 | .0048 | .0056 | .0063 | .0058 | .0046 |
| Warren | 77.2 | .0304 | 7.5 | 142 | 90.8 | 29.0 | .0309 | 973,667 | .0261 | 767,228 | .0421 | .0317 | .0372 | .0357 | .0313 |
| Washington | 10.4 | .0041 | −3.4 | 35 | 91.2 | 3.7 | .0040 | 107,631 | .0029 | 31,049 | .0017 | .0028 | .0052 | .0039 | .0024 |
| Wayne | 17.6 | .0069 | 3.4 | 38 | 98.0 | 6.6 | .0070 | 137,412 | .0037 | 61,424 | .0034 | .0043 | .0118 | .0071 | .0035 |
| Webster | 13.6 | .0054 | −8.3 | 41 | 94.0 | 5.2 | .0056 | 160,449 | .0043 | 66,615 | .0036 | .0044 | .0068 | .0055 | .0036 |
| Whitley | 33.5 | .0132 | .3 | 76 | 99.0 | 12.2 | .0130 | 310,944 | .0083 | 223,601 | .0123 | .0103 | .0192 | .0143 | .0095 |
| Wolfe | 6.4 | .0025 | −4.5 | 29 | 99.7 | 2.5 | .0027 | 44,269 | .0012 | 16,841 | .0009 | .0014 | .0051 | .0026 | .0010 |
| Woodford | 20.4 | .0081 | 14.7 | 107 | 93.4 | 7.4 | .0079 | 307,200 | .0083 | 95,885 | .0053 | .0073 | .0059 | .0073 | .0068 |
| **TOTAL METRO COUNTIES** | **1,726.9** | **.6808** | **3.0** | **296** | **88.3** | **656.6** | **.7010** | **24,390,226** | **.6543** | **13,140,760** | **.7214** | **.6797** | **.7146** | **.7280** | **.6789** |
| **TOTAL STATE** | **3,704.2** | **1.4605** | **1.2** | **93** | **92.2** | **1,388.3** | **1.4820** | **44,585,998** | **1.1957** | **24,097,976** | **1.3231** | **1.2868** | **1.7941** | **1.5609** | **1.2137** |
| **LOUISIANA** | | | | | | | | | | | | | | | |
| **ALEXANDRIA** | **132.0** | **.0520** | **−2.4** | **100** | **70.6** | **46.0** | **.0491** | **1,501,407** | **.0403** | **1,029,500** | **.0565** | **.0475** | **.0635** | **.0570** | **.0442** |
| Rapides | 132.0 | .0520 | −2.4 | 100 | 70.6 | 46.0 | .0491 | 1,501,407 | .0403 | 1,029,500 | .0565 | .0475 | .0635 | .0570 | .0442 |
| **BATON ROUGE** | **533.0** | **.2101** | **7.9** | **336** | **68.6** | **190.3** | **.2032** | **7,399,684** | **.1984** | **4,149,244** | **.2279** | **.2099** | **.2415** | **.2053** | **.2049** |
| Ascension | 59.4 | .0234 | 18.6 | 204 | 76.6 | 19.7 | .0210 | 693,285 | .0186 | 387,967 | .0213 | .0204 | .0244 | .0206 | .0173 |
| East Baton Rouge | 382.4 | .1507 | 4.4 | 839 | 62.8 | 139.8 | .1493 | 5,688,986 | .1526 | 3,405,712 | .1870 | .1626 | .1812 | .1526 | .1646 |
| Livingston | 71.6 | .0282 | 21.8 | 110 | 94.2 | 24.1 | .0258 | 802,353 | .0215 | 267,904 | .0147 | .0209 | .0270 | .0250 | .0184 |
| West Baton Rouge | 19.6 | .0078 | 2.7 | 103 | 64.2 | 6.7 | .0071 | 215,060 | .0057 | 87,661 | .0049 | .0060 | .0089 | .0071 | .0046 |
| **HOUMA - THIBODAUX** | **182.8** | **.0721** | **3.3** | **78** | **80.4** | **60.6** | **.0647** | **1,981,744** | **.0531** | **1,191,935** | **.0655** | **.0606** | **.0868** | **.0706** | **.0515** |
| Lafourche | 86.0 | .0339 | 4.3 | 79 | 84.0 | 28.9 | .0309 | 932,045 | .0250 | 458,953 | .0252 | .0269 | .0426 | .0317 | .0217 |
| Terrebonne | 96.8 | .0382 | 2.5 | 77 | 77.1 | 31.7 | .0338 | 1,049,699 | .0281 | 732,982 | .0403 | .0337 | .0442 | .0389 | .0298 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES | | | | | | | | | | | | | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980–91 | Pop. Per Sq. Mi. (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **LOUISIANA (continued)** | | | | | | | | | | | | | | | |
| **LAFAYETTE** | **209.9** | **.0827** | **10.3** | **208** | **73.8** | **75.6** | **.0807** | **2,570,361** | **.0690** | **1,667,771** | **.0915** | **.0785** | **.1103** | **.0878** | **.0723** |
| Lafayette | 165.7 | .0653 | 10.5 | 614 | 75.9 | 60.9 | .0650 | 2,194,686 | .0589 | 1,528,060 | .0839 | .0676 | .0879 | .0716 | .0640 |
| St. Martin | 44.2 | .0174 | 9.9 | 60 | 65.8 | 14.7 | .0157 | 375,675 | .0101 | 139,711 | .0076 | .0109 | .0224 | .0162 | .0083 |
| **LAKE CHARLES** | **170.1** | **.0671** | **1.7** | **159** | **76.2** | **60.8** | **.0649** | **2,141,451** | **.0575** | **1,189,504** | **.0654** | **.0618** | **.0825** | **.0656** | **.0572** |
| Calcasieu | 170.1 | .0671 | 1.7 | 159 | 76.2 | 60.8 | .0649 | 2,141,451 | .0575 | 1,189,504 | .0654 | .0618 | .0825 | .0656 | .0572 |
| **MONROE** | **142.8** | **.0563** | **2.6** | **234** | **67.8** | **50.4** | **.0538** | **1,653,724** | **.0443** | **1,276,580** | **.0701** | **.0544** | **.0764** | **.0625** | **.0530** |
| Ouachita | 142.8 | .0563 | 2.6 | 234 | 67.8 | 50.4 | .0538 | 1,653,724 | .0443 | 1,276,580 | .0701 | .0544 | .0764 | .0625 | .0530 |
| **NEW ORLEANS** | **1,244.0** | **.4904** | **–1.0** | **539** | **62.5** | **457.1** | **.4879** | **16,867,155** | **.4524** | **9,816,017** | **.5389** | **.4856** | **.6073** | **.5035** | **.4786** |
| Jefferson | 450.9 | .1778 | –.8 | 1,474 | 78.9 | 167.6 | .1789 | 6,560,862 | .1760 | 4,504,889 | .2474 | .1977 | .1962 | .1983 | .2151 |
| Orleans | 493.3 | .1945 | –11.6 | 2,731 | 34.3 | 186.6 | .1992 | 6,254,675 | .1678 | 3,351,948 | .1840 | .1779 | .2840 | .1975 | .1641 |
| St. Bernard | 67.0 | .0264 | 4.5 | 144 | 93.6 | 23.3 | .0248 | 790,525 | .0212 | 408,124 | .0224 | .0226 | .0313 | .0269 | .0199 |
| St. Charles | 43.1 | .0170 | 15.7 | 152 | 75.2 | 14.6 | .0156 | 565,946 | .0151 | 129,578 | .0071 | .0131 | .0152 | .0119 | .0123 |
| St. John the Baptist | 40.7 | .0160 | 27.5 | 186 | 63.5 | 13.0 | .0139 | 452,138 | .0121 | 208,124 | .0114 | .0126 | .0159 | .0130 | .0115 |
| St. Tammany | 149.0 | .0587 | 34.4 | 174 | 88.3 | 52.0 | .0555 | 2,243,009 | .0602 | 1,213,354 | .0666 | .0617 | .0647 | .0559 | .0557 |
| **SHREVEPORT** | **336.4** | **.1326** | **1.0** | **196** | **63.7** | **124.7** | **.1331** | **4,310,781** | **.1156** | **2,560,574** | **.1405** | **.1265** | **.1586** | **.1387** | **.1271** |
| Bossier | 87.4 | .0344 | 8.3 | 104 | 78.0 | 30.9 | .0330 | 1,102,522 | .0296 | 591,972 | .0325 | .0315 | .0345 | .0341 | .0325 |
| Caddo | 249.0 | .0982 | –1.4 | 282 | 58.7 | 93.8 | .1001 | 3,208,259 | .0860 | 1,968,602 | .1080 | .0950 | .1241 | .1046 | .0946 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Acadia | 56.0 | .0221 | –.8 | 85 | 81.4 | 19.4 | .0207 | 492,386 | .0132 | 221,270 | .0121 | .0146 | .0356 | .0202 | .0119 |
| Allen | 22.5 | .0088 | 5.1 | 29 | 77.0 | 7.1 | .0076 | 180,259 | .0048 | 79,237 | .0044 | .0056 | .0115 | .0077 | .0042 |
| Ascension | 59.4 | .0234 | 18.6 | 204 | 76.6 | 19.7 | .0210 | 693,285 | .0186 | 387,967 | .0213 | .0204 | .0244 | .0206 | .0173 |
| Assumption | 22.8 | .0090 | 3.2 | 67 | 67.0 | 7.4 | .0079 | 209,104 | .0056 | 63,456 | .0035 | .0057 | .0104 | .0075 | .0047 |
| Avoyelles | 39.0 | .0154 | –5.8 | 47 | 72.2 | 13.4 | .0143 | 312,693 | .0084 | 163,829 | .0090 | .0099 | .0249 | .0135 | .0076 |
| Beauregard | 30.3 | .0120 | 2.0 | 26 | 84.2 | 10.4 | .0111 | 347,141 | .0093 | 168,426 | .0092 | .0098 | .0119 | .0116 | .0082 |
| Bienville | 16.0 | .0063 | –2.4 | 20 | 56.0 | 5.9 | .0063 | 157,321 | .0042 | 52,127 | .0029 | .0042 | .0095 | .0056 | .0033 |
| Bossier | 87.4 | .0344 | 8.3 | 104 | 78.0 | 30.9 | .0330 | 1,102,522 | .0296 | 591,972 | .0325 | .0315 | .0345 | .0341 | .0325 |
| Caddo | 249.0 | .0982 | –1.4 | 282 | 58.7 | 93.8 | .1001 | 3,208,259 | .0860 | 1,968,602 | .1080 | .0950 | .1241 | .1046 | .0946 |
| Calcasieu | 170.1 | .0671 | 1.7 | 159 | 76.2 | 60.8 | .0649 | 2,141,451 | .0575 | 1,189,504 | .0654 | .0618 | .0825 | .0656 | .0572 |
| Caldwell | 9.8 | .0038 | –8.9 | 19 | 81.8 | 3.5 | .0037 | 92,314 | .0024 | 49,432 | .0027 | .0028 | .0061 | .0041 | .0019 |
| Cameron | 9.2 | .0037 | –1.5 | 7 | 94.1 | 3.1 | .0034 | 108,388 | .0029 | 31,109 | .0017 | .0027 | .0042 | .0032 | .0023 |
| Catahoula | 10.9 | .0043 | –11.3 | 15 | 73.7 | 3.9 | .0041 | 94,559 | .0026 | 37,769 | .0020 | .0027 | .0066 | .0039 | .0021 |
| Claiborne | 17.5 | .0069 | 2.4 | 23 | 53.5 | 6.1 | .0065 | 164,312 | .0044 | 67,837 | .0038 | .0047 | .0100 | .0060 | .0036 |
| Concordia | 20.6 | .0081 | –10.4 | 30 | 62.9 | 7.2 | .0077 | 197,830 | .0053 | 71,655 | .0039 | .0054 | .0104 | .0070 | .0049 |
| De Soto | 25.3 | .0100 | –1.7 | 29 | 55.8 | 9.1 | .0097 | 220,775 | .0059 | 81,916 | .0045 | .0064 | .0146 | .0095 | .0050 |
| East Baton Rouge | 382.4 | .1507 | 4.4 | 839 | 62.8 | 139.8 | .1493 | 5,688,986 | .1526 | 3,405,712 | .1870 | .1626 | .1812 | .1526 | .1646 |
| East Carroll | 9.6 | .0038 | –18.5 | 23 | 34.1 | 3.1 | .0033 | 66,717 | .0018 | 39,441 | .0022 | .0022 | .0072 | .0032 | .0013 |
| East Feliciana | 19.7 | .0078 | 3.6 | 43 | 52.5 | 5.6 | .0060 | 176,451 | .0047 | 42,230 | .0023 | .0046 | .0070 | .0059 | .0035 |
| Evangeline | 33.1 | .0130 | –.7 | 50 | 73.2 | 11.7 | .0124 | 267,613 | .0072 | 128,297 | .0070 | .0083 | .0214 | .0119 | .0065 |
| Franklin | 22.2 | .0088 | –8.1 | 36 | 68.3 | 7.7 | .0083 | 176,507 | .0047 | 106,371 | .0059 | .0059 | .0141 | .0088 | .0041 |
| Grant | 17.7 | .0070 | 6.0 | 27 | 85.2 | 6.4 | .0068 | 162,834 | .0044 | 31,646 | .0017 | .0041 | .0089 | .0068 | .0033 |
| Iberia | 68.3 | .0269 | 7.1 | 119 | 68.5 | 22.8 | .0243 | 700,356 | .0187 | 407,669 | .0224 | .0215 | .0360 | .0258 | .0191 |
| Iberville | 31.9 | .0126 | –.8 | 52 | 53.5 | 9.7 | .0104 | 312,554 | .0084 | 150,912 | .0083 | .0092 | .0159 | .0101 | .0067 |
| Jackson | 15.5 | .0061 | –10.5 | 27 | 70.9 | 5.7 | .0061 | 174,801 | .0047 | 79,542 | .0043 | .0049 | .0095 | .0061 | .0038 |
| Jefferson | 450.9 | .1778 | –.8 | 1,474 | 78.9 | 167.6 | .1789 | 6,560,862 | .1760 | 4,504,889 | .2474 | .1977 | .1962 | .1983 | .2151 |
| Jefferson Davis | 30.5 | .0120 | –5.2 | 47 | 80.6 | 10.6 | .0113 | 311,470 | .0083 | 178,631 | .0098 | .0096 | .0154 | .0121 | .0070 |
| Lafayette | 165.7 | .0653 | 10.5 | 614 | 75.9 | 60.9 | .0650 | 2,194,686 | .0589 | 1,528,060 | .0839 | .0676 | .0879 | .0716 | .0640 |
| Lafourche | 86.0 | .0339 | 4.3 | 79 | 84.0 | 28.9 | .0309 | 932,045 | .0250 | 458,953 | .0252 | .0269 | .0426 | .0317 | .0217 |
| La Salle | 13.4 | .0053 | –21.2 | 21 | 90.0 | 5.0 | .0053 | 140,184 | .0037 | 71,682 | .0039 | .0041 | .0075 | .0058 | .0031 |
| Lincoln | 42.0 | .0166 | 5.6 | 89 | 58.6 | 13.8 | .0147 | 461,046 | .0124 | 256,671 | .0141 | .0136 | .0211 | .0142 | .0117 |
| Livingston | 71.6 | .0282 | 21.8 | 110 | 94.2 | 24.1 | .0258 | 802,353 | .0215 | 267,904 | .0147 | .0209 | .0270 | .0250 | .0184 |
| Madison | 12.2 | .0048 | –22.3 | 20 | 39.9 | 4.2 | .0044 | 96,227 | .0026 | 66,049 | .0036 | .0033 | .0082 | .0048 | .0020 |
| Morehouse | 32.1 | .0127 | –7.8 | 40 | 57.9 | 11.0 | .0118 | 299,026 | .0080 | 158,126 | .0087 | .0092 | .0175 | .0119 | .0071 |
| Natchitoches | 36.7 | .0144 | –7.9 | 29 | 61.0 | 12.6 | .0134 | 325,641 | .0087 | 212,997 | .0117 | .0108 | .0235 | .0137 | .0088 |
| Orleans | 493.3 | .1945 | –11.6 | 2,731 | 34.3 | 186.6 | .1992 | 6,254,675 | .1678 | 3,351,948 | .1840 | .1779 | .2840 | .1975 | .1641 |
| Ouachita | 142.8 | .0563 | 2.6 | 234 | 67.8 | 50.4 | .0538 | 1,653,724 | .0443 | 1,276,580 | .0701 | .0544 | .0764 | .0625 | .0530 |
| Plaquemines | 25.6 | .0101 | –1.7 | 30 | 72.2 | 8.2 | .0088 | 264,950 | .0071 | 187,879 | .0103 | .0087 | .0121 | .0097 | .0061 |
| Pointe Coupee | 22.4 | .0089 | –6.9 | 40 | 58.6 | 7.7 | .0082 | 212,100 | .0057 | 77,490 | .0043 | .0059 | .0123 | .0074 | .0045 |
| Rapides | 132.0 | .0520 | –2.4 | 100 | 70.6 | 46.0 | .0491 | 1,501,407 | .0403 | 1,029,500 | .0565 | .0475 | .0635 | .0570 | .0442 |
| Red River | 9.4 | .0037 | –9.9 | 24 | 61.1 | 3.3 | .0035 | 75,742 | .0020 | 40,307 | .0022 | .0025 | .0055 | .0034 | .0016 |
| Richland | 20.4 | .0080 | –8.1 | 37 | 63.0 | 7.0 | .0075 | 176,699 | .0047 | 94,371 | .0052 | .0055 | .0119 | .0076 | .0039 |
| Sabine | 22.5 | .0089 | –11.0 | 26 | 79.6 | 8.3 | .0089 | 220,839 | .0060 | 107,366 | .0059 | .0065 | .0132 | .0091 | .0053 |
| St. Bernard | 67.0 | .0264 | 4.5 | 144 | 93.6 | 23.3 | .0248 | 790,525 | .0212 | 408,124 | .0224 | .0226 | .0313 | .0269 | .0199 |
| St. Charles | 43.1 | .0170 | 15.7 | 152 | 75.2 | 14.6 | .0156 | 565,946 | .0151 | 129,578 | .0071 | .0131 | .0152 | .0119 | .0123 |
| St. Helena | 9.8 | .0039 | –.3 | 24 | 47.7 | 3.3 | .0035 | 74,033 | .0020 | 8,156 | .0005 | .0019 | .0051 | .0031 | .0016 |
| St. James | 21.0 | .0083 | –2.3 | 85 | 49.7 | 6.5 | .0070 | 210,454 | .0057 | 63,860 | .0035 | .0056 | .0092 | .0061 | .0047 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES | | | | | | | | | | | | | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980-91 | Pop. Per Sq. Mi. (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **LOUISIANA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| St. John the Baptist | 40.7 | .0160 | 27.5 | 186 | 63.5 | 13.0 | .0139 | 452,138 | .0121 | 208,124 | .0114 | .0126 | .0159 | .0130 | .0115 |
| St. Landry | 80.0 | .0316 | −4.9 | 86 | 58.8 | 27.4 | .0292 | 706,088 | .0189 | 365,388 | .0201 | .0218 | .0490 | .0278 | .0176 |
| St. Martin | 44.2 | .0174 | 9.9 | 60 | 65.8 | 14.7 | .0157 | 375,675 | .0101 | 139,711 | .0076 | .0109 | .0224 | .0162 | .0083 |
| St. Mary | 57.3 | .0226 | −10.8 | 93 | 64.5 | 19.2 | .0205 | 567,450 | .0152 | 263,854 | .0145 | .0165 | .0273 | .0211 | .0144 |
| St. Tammany | 149.0 | .0587 | 34.4 | 174 | 88.3 | 52.0 | .0555 | 2,243,009 | .0602 | 1,213,354 | .0666 | .0617 | .0647 | .0559 | .0557 |
| Tangipahoa | 86.5 | .0341 | 7.2 | 109 | 71.0 | 29.9 | .0319 | 852,513 | .0228 | 688,310 | .0378 | .0296 | .0547 | .0359 | .0236 |
| Tensas | 7.0 | .0028 | −17.9 | 12 | 46.5 | 2.5 | .0027 | 64,125 | .0018 | 15,939 | .0009 | .0017 | .0045 | .0023 | .0011 |
| Terrebonne | 96.8 | .0382 | 2.5 | 77 | 77.1 | 31.7 | .0338 | 1,049,699 | .0281 | 732,982 | .0403 | .0337 | .0442 | .0389 | .0298 |
| Union | 20.8 | .0082 | −1.7 | 24 | 72.0 | 7.6 | .0081 | 223,297 | .0060 | 66,772 | .0036 | .0058 | .0103 | .0076 | .0047 |
| Vermilion | 50.1 | .0197 | 3.4 | 43 | 84.4 | 17.8 | .0190 | 524,355 | .0141 | 213,954 | .0118 | .0145 | .0262 | .0185 | .0123 |
| Vernon | 62.8 | .0248 | 17.4 | 47 | 75.1 | 19.7 | .0211 | 569,370 | .0152 | 223,506 | .0122 | .0164 | .0256 | .0288 | .0119 |
| Washington | 43.3 | .0170 | −2.1 | 65 | 68.5 | 15.5 | .0165 | 417,944 | .0112 | 191,843 | .0106 | .0121 | .0248 | .0167 | .0101 |
| Webster | 42.3 | .0167 | −3.1 | 71 | 68.0 | 16.0 | .0171 | 449,447 | .0121 | 250,899 | .0137 | .0134 | .0234 | .0173 | .0129 |
| West Baton Rouge | 19.6 | .0078 | 2.7 | 103 | 64.2 | 6.7 | .0071 | 215,060 | .0057 | 87,661 | .0049 | .0060 | .0089 | .0071 | .0046 |
| West Carroll | 12.1 | .0047 | −6.4 | 34 | 82.7 | 4.4 | .0047 | 109,042 | .0030 | 119,554 | .0065 | .0043 | .0075 | .0061 | .0026 |
| West Feliciana | 13.0 | .0051 | 6.7 | 32 | 44.4 | 2.7 | .0029 | 92,320 | .0024 | 28,290 | .0016 | .0027 | .0046 | .0025 | .0016 |
| Winn | 16.3 | .0065 | −5.5 | 17 | 69.6 | 5.8 | .0062 | 162,410 | .0044 | 89,805 | .0049 | .0050 | .0102 | .0061 | .0037 |
| **TOTAL METRO COUNTIES** | **2,951.0** | **1.1633** | **2.0** | **247** | **67.1** | **1,065.5** | **1.1374** | **38,426,307** | **1.0306** | **22,881,125** | **1.2563** | **1.1248** | **1.4269** | **1.1910** | **1.0888** |
| **TOTAL STATE** | **4,238.4** | **1.6711** | **.8** | **97** | **67.3** | **1,504.7** | **1.6062** | **50,647,994** | **1.3582** | **28,996,995** | **1.5920** | **1.4910** | **2.1332** | **1.6690** | **1.3807** |
| **MAINE** | | | | | | | | | | | | | | | |
| **BANGOR** | **148.6** | **.0586** | **8.5** | **44** | **98.1** | **54.8** | **.0585** | **1,890,233** | **.0507** | **1,271,553** | **.0698** | **.0580** | **.0656** | **.0690** | **.0535** |
| Penobscot | 148.6 | .0586 | 8.5 | 44 | 98.1 | 54.8 | .0585 | 1,890,233 | .0507 | 1,271,553 | .0698 | .0580 | .0656 | .0690 | .0535 |
| **LEWISTON - AUBURN** | **107.0** | **.0422** | **7.5** | **228** | **98.7** | **40.8** | **.0436** | **1,395,088** | **.0374** | **802,205** | **.0440** | **.0404** | **.0490** | **.0464** | **.0354** |
| Androscoggin | 107.0 | .0422 | 7.5 | 228 | 98.7 | 40.8 | .0436 | 1,395,088 | .0374 | 802,205 | .0440 | .0404 | .0490 | .0464 | .0354 |
| **PORTLAND** | **247.4** | **.0976** | **14.6** | **296** | **98.1** | **96.3** | **.1028** | **3,986,585** | **.1069** | **3,058,969** | **.1679** | **.1233** | **.1021** | **.1197** | **.1185** |
| Cumberland | 247.4 | .0976 | 14.6 | 296 | 98.1 | 96.3 | .1028 | 3,986,585 | .1069 | 3,058,969 | .1679 | .1233 | .1021 | .1197 | .1185 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Androscoggin | 107.0 | .0422 | 7.5 | 228 | 98.7 | 40.8 | .0436 | 1,395,088 | .0374 | 802,205 | .0440 | .0404 | .0490 | .0464 | .0354 |
| Aroostook | 86.2 | .0339 | −5.6 | 13 | 97.4 | 31.2 | .0333 | 929,374 | .0249 | 567,046 | .0312 | .0286 | .0432 | .0399 | .0238 |
| Cumberland | 247.4 | .0976 | 14.6 | 296 | 98.1 | 96.3 | .1028 | 3,986,585 | .1069 | 3,058,969 | .1679 | .1233 | .1021 | .1197 | .1185 |
| Franklin | 29.4 | .0116 | 7.1 | 17 | 99.3 | 10.9 | .0116 | 321,207 | .0087 | 196,336 | .0108 | .0099 | .0146 | .0135 | .0083 |
| Hancock | 47.8 | .0188 | 14.4 | 30 | 99.1 | 18.7 | .0200 | 624,791 | .0167 | 391,725 | .0215 | .0186 | .0247 | .0233 | .0161 |
| Kennebec | 117.8 | .0465 | 7.2 | 136 | 98.9 | 44.6 | .0476 | 1,564,573 | .0420 | 996,108 | .0547 | .0466 | .0520 | .0528 | .0399 |
| Knox | 36.7 | .0144 | 11.4 | 100 | 99.3 | 14.6 | .0156 | 488,587 | .0131 | 286,022 | .0157 | .0141 | .0186 | .0186 | .0134 |
| Lincoln | 31.1 | .0123 | 21.1 | 68 | 99.5 | 12.2 | .0130 | 422,888 | .0113 | 213,050 | .0117 | .0118 | .0133 | .0142 | .0106 |
| Oxford | 53.4 | .0211 | 8.9 | 26 | 99.4 | 20.5 | .0219 | 629,299 | .0169 | 235,907 | .0130 | .0164 | .0217 | .0229 | .0155 |
| Penobscot | 148.6 | .0586 | 8.5 | 44 | 98.1 | 54.8 | .0585 | 1,890,233 | .0507 | 1,271,553 | .0698 | .0580 | .0656 | .0690 | .0535 |
| Piscataquis | 18.8 | .0074 | 6.6 | 5 | 99.2 | 7.3 | .0078 | 199,522 | .0053 | 101,331 | .0055 | .0058 | .0095 | .0089 | .0051 |
| Sagadahoc | 34.7 | .0136 | 20.5 | 137 | 97.9 | 13.0 | .0138 | 486,108 | .0131 | 190,940 | .0105 | .0124 | .0135 | .0129 | .0117 |
| Somerset | 50.6 | .0200 | 12.3 | 13 | 99.3 | 18.9 | .0202 | 588,367 | .0157 | 265,753 | .0146 | .0163 | .0228 | .0216 | .0145 |
| Waldo | 33.7 | .0133 | 18.6 | 46 | 99.4 | 12.7 | .0136 | 369,430 | .0100 | 143,588 | .0079 | .0100 | .0160 | .0141 | .0085 |
| Washington | 35.4 | .0139 | 1.2 | 14 | 95.4 | 13.5 | .0144 | 340,222 | .0091 | 210,629 | .0116 | .0108 | .0216 | .0167 | .0085 |
| York | 169.3 | .0668 | 21.2 | 171 | 98.7 | 63.6 | .0679 | 2,545,721 | .0682 | 1,160,666 | .0637 | .0666 | .0559 | .0649 | .0678 |
| **TOTAL METRO COUNTIES** | **503.0** | **.1984** | **11.2** | **107** | **98.2** | **191.9** | **.2049** | **7,271,906** | **.1950** | **5,132,727** | **.2817** | **.2217** | **.2167** | **.2351** | **.2074** |
| **TOTAL STATE** | **1,247.9** | **.4920** | **10.9** | **40** | **98.5** | **473.6** | **.5056** | **16,781,995** | **.4500** | **10,091,828** | **.5541** | **.4896** | **.5441** | **.5594** | **.4511** |
| **MARYLAND** | | | | | | | | | | | | | | | |
| **BALTIMORE** | **2,430.9** | **.9585** | **10.5** | **932** | **71.9** | **898.4** | **.9589** | **38,349,342** | **1.0284** | **17,484,100** | **.9600** | **.9941** | **.8285** | **.8888** | **1.0437** |
| Anne Arundel | 439.4 | .1732 | 18.5 | 1,056 | 85.9 | 153.2 | .1635 | 7,788,854 | .2089 | 3,917,033 | .2151 | .2036 | .1206 | .1497 | .2052 |
| Baltimore | 706.5 | .2786 | 7.8 | 1,180 | 84.3 | 274.7 | .2932 | 12,378,533 | .3320 | 6,969,145 | .3826 | .3366 | .2284 | .2972 | .3724 |
| Baltimore city | 730.0 | .2878 | −7.2 | 9,035 | 38.3 | 274.0 | .2925 | 8,432,512 | .2261 | 3,169,417 | .1741 | .2228 | .3448 | .2793 | .2200 |
| Carroll | 128.8 | .0508 | 33.7 | 287 | 96.9 | 44.2 | .0471 | 2,050,237 | .0549 | 705,040 | .0387 | .0493 | .0307 | .0369 | .0480 |
| Harford | 191.0 | .0754 | 30.9 | 434 | 89.6 | 66.3 | .0708 | 3,036,332 | .0815 | 1,238,669 | .0680 | .0762 | .0495 | .0611 | .0758 |
| Howard | 199.6 | .0787 | 68.3 | 791 | 83.5 | 72.9 | .0778 | 4,118,696 | .1104 | 1,317,090 | .0723 | .0927 | .0431 | .0527 | .1081 |
| Queen Anne's | 35.6 | .0140 | 39.6 | 96 | 89.0 | 13.1 | .0140 | 544,178 | .0146 | 167,706 | .0092 | .0129 | .0114 | .0119 | .0142 |
| **CUMBERLAND** | **101.5** | **.0400** | **−5.8** | **135** | **97.2** | **39.6** | **.0423** | **1,087,381** | **.0292** | **643,437** | **.0352** | **.0331** | **.0548** | **.0493** | **.0321** |
| Allegany | 74.3 | .0293 | −7.8 | 175 | 97.3 | 29.4 | .0314 | 782,054 | .0210 | 560,176 | .0307 | .0256 | .0435 | .0384 | .0244 |
| *Mineral, W. Va.* | *27.2* | *.0107* | *−.1* | *83* | *97.0* | *10.2* | *.0109* | *305,327* | *.0082* | *83,261* | *.0045* | *.0075* | *.0113* | *.0109* | *.0077* |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980–91 | Pop. Per Sq. Mi. (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **MARYLAND (continued)** | | | | | | | | | | | | | | | |
| **HAGERSTOWN** | **122.7** | **.0483** | **8.5** | **268** | **92.8** | **45.2** | **.0483** | **1,518,759** | **.0408** | **868,139** | **.0477** | **.0444** | **.0502** | **.0518** | **.0432** |
| Washington | 122.7 | .0483 | 8.5 | 268 | 92.8 | 45.2 | .0483 | 1,518,759 | .0408 | 868,139 | .0477 | .0444 | .0502 | .0518 | .0432 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Allegony | 74.3 | .0293 | −7.8 | 175 | 97.3 | 29.4 | .0314 | 782,054 | .0210 | 560,176 | .0307 | .0256 | .0435 | .0384 | .0244 |
| Anne Arundel | 439.4 | .1732 | 18.5 | 1,056 | 85.9 | 153.2 | .1635 | 7,788,854 | .2089 | 3,917,033 | .2151 | .2036 | .1206 | .1497 | .2052 |
| Baltimore | 706.5 | .2786 | 7.8 | 1,180 | 84.3 | 274.7 | .2932 | 12,378,533 | .3320 | 6,969,145 | .3826 | .3366 | .2284 | .2972 | .3724 |
| Baltimore city | 730.0 | .2878 | −7.2 | 9,035 | 38.3 | 274.0 | .2925 | 8,432,512 | .2261 | 3,169,417 | .1741 | .2228 | .3448 | .2793 | .2200 |
| ☐ Calvert | 55.2 | .0218 | 59.4 | 257 | 84.6 | 18.2 | .0195 | 990,162 | .0265 | 220,049 | .0121 | .0212 | .0114 | .0116 | .0197 |
| Caroline | 27.7 | .0109 | 19.7 | 87 | 83.0 | 10.2 | .0109 | 304,245 | .0082 | 151,118 | .0083 | .0087 | .0113 | .0116 | .0074 |
| Carroll | 128.8 | .0508 | 33.7 | 287 | 96.9 | 44.2 | .0471 | 2,050,237 | .0549 | 705,040 | .0387 | .0493 | .0307 | .0369 | .0480 |
| ☐ Cecil | 74.2 | .0292 | 22.8 | 213 | 94.9 | 25.7 | .0275 | 1,039,032 | .0279 | 470,515 | .0258 | .0275 | .0208 | .0261 | .0249 |
| ☐ Charles | 106.7 | .0421 | 46.7 | 231 | 79.9 | 34.8 | .0371 | 1,654,408 | .0444 | 679,280 | .0373 | .0417 | .0234 | .0297 | .0436 |
| Dorchester | 30.3 | .0119 | −1.1 | 54 | 71.7 | 12.1 | .0129 | 378,374 | .0101 | 170,087 | .0094 | .0103 | .0139 | .0134 | .0102 |
| ☐ Frederick | 156.9 | .0619 | 36.7 | 237 | 93.4 | 55.0 | .0588 | 2,474,632 | .0664 | 1,095,301 | .0601 | .0637 | .0407 | .0505 | .0661 |
| Garrett | 28.3 | .0111 | 6.8 | 44 | 99.4 | 10.2 | .0108 | 285,142 | .0076 | 173,008 | .0095 | .0088 | .0143 | .0129 | .0079 |
| Harford | 191.0 | .0754 | 30.9 | 434 | 89.6 | 66.3 | .0708 | 3,036,332 | .0815 | 1,238,669 | .0680 | .0762 | .0495 | .0611 | .0758 |
| Howard | 199.6 | .0787 | 68.3 | 791 | 83.5 | 72.9 | .0778 | 4,118,696 | .1104 | 1,317,090 | .0723 | .0927 | .0431 | .0527 | .1081 |
| Kent | 17.9 | .0070 | 7.2 | 64 | 79.9 | 6.7 | .0072 | 261,304 | .0070 | 127,120 | .0070 | .0070 | .0079 | .0072 | .0062 |
| ☐ Montgomery | 800.4 | .3156 | 38.2 | 1,618 | 78.1 | 298.1 | .3182 | 18,408,482 | .4937 | 6,233,787 | .3423 | .4126 | .1974 | .2367 | .4369 |
| ☐ Prince George's | 743.9 | .2933 | 11.9 | 1,529 | 41.9 | 262.4 | .2801 | 12,307,353 | .3300 | 6,109,373 | .3354 | .3243 | .1854 | .2541 | .3525 |
| Queen Anne's | 35.6 | .0140 | 39.6 | 96 | 89.0 | 13.1 | .0140 | 544,178 | .0146 | 167,706 | .0092 | .0129 | .0114 | .0119 | .0142 |
| St. Mary's | 79.6 | .0314 | 32.9 | 220 | 85.1 | 26.6 | .0284 | 1,105,095 | .0297 | 414,717 | .0228 | .0279 | .0219 | .0266 | .0267 |
| Somerset | 23.7 | .0094 | 23.5 | 72 | 60.4 | 8.1 | .0086 | 251,984 | .0067 | 73,831 | .0040 | .0065 | .0104 | .0083 | .0053 |
| Talbot | 31.2 | .0123 | 21.9 | 116 | 82.0 | 12.9 | .0138 | 567,361 | .0152 | 307,649 | .0169 | .0151 | .0129 | .0149 | .0140 |
| Washington | 122.7 | .0483 | 8.5 | 268 | 92.8 | 45.2 | .0483 | 1,518,759 | .0408 | 868,139 | .0477 | .0444 | .0502 | .0518 | .0432 |
| Wicomico | 76.1 | .0300 | 17.9 | 202 | 76.4 | 28.5 | .0304 | 978,992 | .0262 | 721,952 | .0396 | .0310 | .0338 | .0365 | .0310 |
| Worcester | 35.9 | .0142 | 16.2 | 76 | 78.8 | 14.5 | .0155 | 488,234 | .0131 | 525,215 | .0288 | .0180 | .0192 | .0208 | .0211 |
| **TOTAL METRO COUNTIES** | **4,565.2** | **1.8000** | **16.5** | **741** | **70.5** | **1,667.2** | **1.7798** | **77,524,224** | **2.0791** | **33,720,720** | **1.8514** | **1.9551** | **1.4013** | **1.5877** | **2.0550** |
| **TOTAL STATE** | **4,915.9** | **1.9382** | **16.6** | **503** | **71.2** | **1,797.0** | **1.9183** | **82,144,955** | **2.2029** | **36,385,417** | **1.9977** | **2.0884** | **1.5469** | **1.7399** | **2.1848** |
| **MASSACHUSETTS** | | | | | | | | | | | | | | | |
| **BOSTON - LAWRENCE - SALEM - LOWELL - BROCKTON** | **3,785.8** | **1.4927** | **3.4** | **1,551** | **89.5** | **1,409.5** | **1.5047** | **70,275,180** | **1.8845** | **33,301,185** | **1.8283** | **1.7893** | **1.3666** | **1.3033** | **1.7710** |
| Essex | 672.3 | .2651 | 6.1 | 1,350 | 94.3 | 251.8 | .2688 | 11,832,470 | .3173 | 5,845,472 | .3209 | .3079 | .2504 | .2351 | .2952 |
| Middlesex | 1,398.2 | .5513 | 2.3 | 1,698 | 92.8 | 519.1 | .5542 | 28,106,365 | .7537 | 12,429,158 | .6824 | .6919 | .4678 | .4653 | .6915 |
| Norfolk | 614.2 | .2421 | 1.3 | 1,537 | 94.7 | 227.1 | .2425 | 12,649,741 | .3392 | 6,138,917 | .3370 | .3191 | .2059 | .2103 | .3077 |
| Plymouth | 439.8 | .1734 | 8.5 | 666 | 94.5 | 150.7 | .1608 | 7,322,537 | .1964 | 4,046,434 | .2222 | .1996 | .1391 | .1487 | .1927 |
| Suffolk | 661.3 | .2608 | 1.7 | 11,304 | 69.4 | 260.8 | .2784 | 10,364,067 | .2779 | 4,841,204 | .2658 | .2708 | .3034 | .2439 | .2839 |
| **NEW BEDFORD - FALL RIVER - ATTLEBORO** | **511.4** | **.2017** | **7.7** | **920** | **97.0** | **189.4** | **.2022** | **7,334,546** | **.1966** | **4,292,389** | **.2356** | **.2094** | **.2222** | **.1922** | **.2127** |
| Bristol | 511.4 | .2017 | 7.7 | 920 | 97.0 | 189.4 | .2022 | 7,334,546 | .1966 | 4,292,389 | .2356 | .2094 | .2222 | .1922 | .2127 |
| **PITTSFIELD** | **138.0** | **.0544** | **−4.9** | **148** | **97.2** | **53.9** | **.0575** | **2,102,885** | **.0564** | **1,262,477** | **.0693** | **.0599** | **.0601** | **.0605** | **.0581** |
| Berkshire | 138.0 | .0544 | −4.9 | 148 | 97.2 | 53.9 | .0575 | 2,102,885 | .0564 | 1,262,477 | .0693 | .0599 | .0601 | .0605 | .0581 |
| **SPRINGFIELD** | **607.6** | **.2395** | **4.4** | **529** | **91.5** | **222.2** | **.2372** | **8,822,142** | **.2366** | **4,581,446** | **.2515** | **.2417** | **.2402** | **.2236** | **.2354** |
| Hampden | 460.3 | .1815 | 3.9 | 744 | 90.4 | 171.5 | .1831 | 6,640,422 | .1781 | 3,679,985 | .2020 | .1859 | .1911 | .1742 | .1845 |
| Hampshire | 147.3 | .0580 | 6.1 | 278 | 94.8 | 50.7 | .0541 | 2,181,720 | .0585 | 901,461 | .0495 | .0558 | .0491 | .0494 | .0509 |
| **WORCESTER - FITCHBURG - LEOMINSTER** | **723.0** | **.2850** | **11.9** | **478** | **95.6** | **265.2** | **.2831** | **11,465,293** | **.3075** | **5,518,201** | **.3030** | **.3016** | **.2542** | **.2522** | **.2915** |
| Worcester | 723.0 | .2850 | 11.9 | 478 | 95.6 | 265.2 | .2831 | 11,465,293 | .3075 | 5,518,201 | .3030 | .3016 | .2542 | .2522 | .2915 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Barnstable | 192.8 | .0760 | 30.3 | 487 | 97.2 | 80.3 | .0857 | 3,237,650 | .0869 | 2,349,684 | .1290 | .0973 | .0899 | .0968 | .1090 |
| Berkshire | 138.0 | .0544 | −4.9 | 148 | 97.2 | 53.9 | .0575 | 2,102,885 | .0564 | 1,262,477 | .0693 | .0599 | .0601 | .0605 | .0581 |
| Bristol | 511.4 | .2017 | 7.7 | 920 | 97.0 | 189.4 | .2022 | 7,334,546 | .1966 | 4,292,389 | .2356 | .2094 | .2222 | .1922 | .2127 |
| Dukes | 12.2 | .0048 | 36.4 | 118 | 94.6 | 5.2 | .0055 | 220,909 | .0060 | 166,311 | .0092 | .0067 | .0065 | .0062 | .0074 |
| Essex | 672.3 | .2651 | 6.1 | 1,350 | 94.3 | 251.8 | .2688 | 11,832,470 | .3173 | 5,845,472 | .3209 | .3079 | .2504 | .2351 | .2952 |
| Franklin | 71.3 | .0281 | 10.9 | 102 | 98.2 | 28.2 | .0301 | 1,030,072 | .0276 | 478,688 | .0263 | .0273 | .0283 | .0290 | .0247 |
| Hampden | 460.3 | .1815 | 3.9 | 744 | 90.4 | 171.5 | .1831 | 6,640,422 | .1781 | 3,679,985 | .2020 | .1859 | .1911 | .1742 | .1845 |
| Hampshire | 147.3 | .0580 | 6.1 | 278 | 94.8 | 50.7 | .0541 | 2,181,720 | .0585 | 901,461 | .0495 | .0558 | .0491 | .0494 | .0509 |
| Middlesex | 1,398.2 | .5513 | 2.3 | 1,698 | 92.8 | 519.1 | .5542 | 28,106,365 | .7537 | 12,429,158 | .6824 | .6919 | .4678 | .4653 | .6915 |
| Nantucket | 6.2 | .0025 | 21.9 | 130 | 97.0 | 2.6 | .0027 | 122,301 | .0033 | 139,604 | .0077 | .0044 | .0034 | .0036 | .0040 |
| Norfolk | 614.2 | .2421 | 1.3 | 1,537 | 94.7 | 227.1 | .2425 | 12,649,741 | .3392 | 6,138,917 | .3370 | .3191 | .2059 | .2103 | .3077 |
| Plymouth | 439.8 | .1734 | 8.5 | 666 | 94.5 | 150.7 | .1608 | 7,322,537 | .1964 | 4,046,434 | .2222 | .1996 | .1391 | .1487 | .1927 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980-91 | Pop. Per Sq. Mi. (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **MASSACHUSETTS (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Suffolk | 661.3 | .2608 | 1.7 | 11,304 | 69.4 | 260.8 | .2784 | 10,364,067 | .2779 | 4,841,204 | .2658 | .2708 | .3034 | .2439 | .2839 |
| Worcester | 723.0 | .2850 | 11.9 | 478 | 95.6 | 265.2 | .2831 | 11,465,293 | .3075 | 5,518,201 | .3030 | .3016 | .2542 | .2522 | .2915 |
| **TOTAL METRO COUNTIES** | **5,765.8** | **2.2733** | **4.6** | **875** | **91.3** | **2,140.2** | **2.2847** | **100,000,046** | **2.6816** | **48,955,698** | **2.6877** | **2.6019** | **2.1433** | **2.0318** | **2.5687** |
| **TOTAL STATE** | **6,048.3** | **2.3847** | **5.4** | **772** | **91.6** | **2,256.5** | **2.4087** | **104,610,978** | **2.8054** | **52,089,985** | **2.8599** | **2.7376** | **2.2714** | **2.1674** | **2.7138** |
| **MICHIGAN** | | | | | | | | | | | | | | | |
| **ANN ARBOR** | **287.5** | **.1133** | **8.6** | **405** | **83.9** | **106.4** | **.1136** | **4,842,662** | **.1299** | **2,404,889** | **.1321** | **.1272** | **.0950** | **.1099** | **.1335** |
| Washtenaw | 287.5 | .1133 | 8.6 | 405 | 83.9 | 106.4 | .1136 | 4,842,662 | .1299 | 2,404,889 | .1321 | .1272 | .0950 | .1099 | .1335 |
| **BATTLE CREEK** | **137.1** | **.0540** | **-3.2** | **193** | **87.8** | **52.4** | **.0559** | **1,803,234** | **.0484** | **1,082,182** | **.0594** | **.0527** | **.0571** | **.0602** | **.0499** |
| Calhoun | 137.1 | .0540 | -3.2 | 193 | 87.8 | 52.4 | .0559 | 1,803,234 | .0484 | 1,082,182 | .0594 | .0527 | .0571 | .0602 | .0499 |
| **BENTON HARBOR** | **162.3** | **.0640** | **-5.3** | **284** | **82.9** | **61.4** | **.0656** | **2,142,207** | **.0574** | **1,148,486** | **.0630** | **.0605** | **.0665** | **.0672** | **.0546** |
| Berrien | 162.3 | .0640 | -5.3 | 284 | 82.9 | 61.4 | .0656 | 2,142,207 | .0574 | 1,148,486 | .0630 | .0605 | .0665 | .0672 | .0546 |
| **DETROIT** | **4,402.0** | **1.7355** | **-1.9** | **986** | **76.3** | **1,627.1** | **1.7368** | **69,088,249** | **1.8528** | **33,063,279** | **1.8153** | **1.8182** | **1.5782** | **1.5791** | **1.9259** |
| Lapeer | 76.7 | .0303 | 9.5 | 117 | 98.4 | 25.3 | .0270 | 1,044,157 | .0280 | 452,802 | .0249 | .0275 | .0218 | .0254 | .0250 |
| Livingston | 120.1 | .0473 | 19.8 | 211 | 98.3 | 40.3 | .0430 | 2,070,225 | .0556 | 551,313 | .0303 | .0461 | .0220 | .0305 | .0430 |
| Macomb | 724.6 | .2857 | 4.3 | 1,508 | 96.8 | 268.2 | .2863 | 11,637,833 | .3121 | 6,755,190 | .3708 | .3245 | .2198 | .2835 | .3616 |
| Monroe | 134.8 | .0531 | .1 | 245 | 97.4 | 46.9 | .0500 | 1,849,465 | .0496 | 627,795 | .0345 | .0459 | .0419 | .0428 | .0433 |
| Oakland | 1,109.2 | .4373 | 9.6 | 1,271 | 89.6 | 420.8 | .4492 | 23,410,841 | .6278 | 11,051,585 | .6068 | .5835 | .3073 | .4015 | .6468 |
| St. Clair | 148.7 | .0586 | 7.1 | 205 | 97.0 | 54.0 | .0576 | 2,020,820 | .0542 | 847,099 | .0465 | .0528 | .0543 | .0535 | .0519 |
| Wayne | 2,087.9 | .8232 | -10.7 | 3,400 | 57.3 | 771.6 | .8237 | 27,054,908 | .7255 | 12,777,495 | .7015 | .7379 | .9111 | .7419 | .7543 |
| ***DETROIT - ANN ARBOR CONSOLIDATED AREA*** | ***4,689.5*** | ***1.8488*** | ***-1.3*** | ***906*** | ***76.8*** | ***1,733.5*** | ***1.8504*** | ***73,930,911*** | ***1.9827*** | ***35,468,168*** | ***1.9474*** | ***1.9454*** | ***1.6732*** | ***1.6890*** | ***2.0594*** |
| **FLINT** | **428.4** | **.1689** | **-4.9** | **670** | **78.4** | **160.8** | **.1717** | **6,062,024** | **.1626** | **3,365,172** | **.1847** | **.1705** | **.1746** | **.1662** | **.1697** |
| Genesee | 428.4 | .1689 | -4.9 | 670 | 78.4 | 160.8 | .1717 | 6,062,024 | .1626 | 3,365,172 | .1847 | .1705 | .1746 | .1662 | .1697 |
| **GRAND RAPIDS** | **707.6** | **.2790** | **17.6** | **498** | **91.9** | **251.5** | **.2685** | **10,384,777** | **.2785** | **5,603,170** | **.3076** | **.2873** | **.2062** | **.2690** | **.3092** |
| Kent | 512.6 | .2022 | 15.3 | 599 | 89.7 | 186.3 | .1989 | 7,552,634 | .2025 | 4,398,157 | .2415 | .2141 | .1617 | .2070 | .2347 |
| Ottawa | 195.0 | .0768 | 24.1 | 345 | 97.7 | 65.2 | .0696 | 2,832,143 | .0760 | 1,205,013 | .0661 | .0732 | .0445 | .0620 | .0745 |
| **JACKSON** | **152.1** | **.0600** | **.4** | **215** | **90.9** | **54.5** | **.0582** | **1,984,378** | **.0532** | **1,021,984** | **.0561** | **.0554** | **.0531** | **.0590** | **.0502** |
| Jackson | 152.1 | .0600 | .4 | 215 | 90.9 | 54.5 | .0582 | 1,984,378 | .0532 | 1,021,984 | .0561 | .0554 | .0531 | .0590 | .0502 |
| **KALAMAZOO** | **226.1** | **.0891** | **6.5** | **402** | **88.7** | **84.6** | **.0903** | **3,337,873** | **.0896** | **1,799,240** | **.0988** | **.0923** | **.0785** | **.0912** | **.1003** |
| Kalamazoo | 226.1 | .0891 | 6.5 | 402 | 88.7 | 84.6 | .0903 | 3,337,873 | .0896 | 1,799,240 | .0988 | .0923 | .0785 | .0912 | .1003 |
| **LANSING - EAST LANSING** | **437.4** | **.1725** | **4.2** | **256** | **89.6** | **158.7** | **.1695** | **6,311,687** | **.1693** | **3,343,034** | **.1836** | **.1743** | **.1420** | **.1686** | **.1871** |
| Clinton | 59.0 | .0232 | 5.6 | 103 | 98.7 | 20.7 | .0221 | 838,436 | .0225 | 277,372 | .0153 | .0205 | .0158 | .0192 | .0205 |
| Eaton | 94.9 | .0375 | 7.4 | 165 | 95.0 | 34.8 | .0372 | 1,544,830 | .0414 | 762,073 | .0418 | .0408 | .0261 | .0351 | .0462 |
| Ingham | 283.5 | .1118 | 2.9 | 507 | 85.9 | 103.2 | .1102 | 3,928,421 | .1054 | 2,303,589 | .1265 | .1130 | .1001 | .1143 | .1204 |
| **MUSKEGON** | **161.4** | **.0636** | **2.4** | **317** | **84.8** | **58.6** | **.0625** | **1,917,630** | **.0514** | **974,238** | **.0535** | **.0544** | **.0634** | **.0648** | **.0518** |
| Muskegon | 161.4 | .0636 | 2.4 | 317 | 84.8 | 58.6 | .0625 | 1,917,630 | .0514 | 974,238 | .0535 | .0544 | .0634 | .0648 | .0518 |
| **SAGINAW - BAY CITY - MIDLAND** | **398.8** | **.1573** | **-5.4** | **225** | **88.7** | **148.5** | **.1585** | **5,239,263** | **.1405** | **2,967,082** | **.1629** | **.1507** | **.1632** | **.1618** | **.1578** |
| Bay | 111.1 | .0438 | -7.3 | 250 | 97.7 | 42.1 | .0449 | 1,422,780 | .0382 | 823,262 | .0452 | .0414 | .0459 | .0463 | .0388 |
| Midland | 77.0 | .0304 | 4.7 | 148 | 97.4 | 28.4 | .0303 | 1,180,788 | .0316 | 369,244 | .0203 | .0281 | .0248 | .0269 | .0269 |
| Saginaw | 210.7 | .0831 | -7.6 | 260 | 80.8 | 78.0 | .0833 | 2,635,695 | .0707 | 1,774,576 | .0974 | .0812 | .0925 | .0886 | .0921 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Alcona | 10.2 | .0040 | 4.7 | 15 | 98.9 | 4.3 | .0046 | 107,985 | .0029 | 43,152 | .0023 | .0029 | .0055 | .0055 | .0028 |
| Alger | 9.1 | .0036 | -1.4 | 10 | 93.4 | 3.3 | .0036 | 95,015 | .0025 | 32,491 | .0018 | .0025 | .0047 | .0036 | .0024 |
| Allegan | 93.1 | .0367 | 14.2 | 113 | 97.3 | 32.7 | .0349 | 1,202,463 | .0323 | 496,284 | .0273 | .0317 | .0322 | .0338 | .0297 |
| Alpena | 30.6 | .0121 | -5.3 | 53 | 99.3 | 11.8 | .0126 | 345,322 | .0092 | 225,125 | .0123 | .0108 | .0157 | .0147 | .0103 |
| Antrim | 18.6 | .0073 | 14.9 | 39 | 98.5 | 7.2 | .0076 | 208,671 | .0056 | 81,077 | .0045 | .0057 | .0088 | .0090 | .0047 |
| Arenac | 15.5 | .0061 | 5.4 | 42 | 98.7 | 5.7 | .0061 | 156,509 | .0042 | 95,471 | .0052 | .0048 | .0085 | .0068 | .0037 |
| Baraga | 8.0 | .0032 | -5.7 | 9 | 87.2 | 3.1 | .0033 | 75,463 | .0021 | 37,268 | .0021 | .0022 | .0051 | .0035 | .0017 |
| Barry | 51.3 | .0202 | 12.1 | 92 | 99.1 | 18.2 | .0195 | 658,700 | .0176 | 188,081 | .0103 | .0160 | .0159 | .0176 | .0156 |
| Bay | 111.1 | .0438 | -7.3 | 250 | 97.7 | 42.1 | .0449 | 1,422,780 | .0382 | 823,262 | .0452 | .0414 | .0459 | .0463 | .0388 |
| Benzie | 12.4 | .0049 | 10.7 | 39 | 97.4 | 4.9 | .0052 | 145,300 | .0039 | 61,483 | .0034 | .0039 | .0058 | .0060 | .0037 |
| Berrien | 162.3 | .0640 | -5.3 | 284 | 82.9 | 61.4 | .0656 | 2,142,207 | .0574 | 1,148,486 | .0630 | .0605 | .0665 | .0672 | .0546 |
| Branch | 43.0 | .0170 | 7.0 | 85 | 97.0 | 15.1 | .0161 | 483,871 | .0130 | 183,621 | .0101 | .0130 | .0154 | .0165 | .0129 |
| Calhoun | 137.1 | .0540 | -3.2 | 193 | 87.8 | 52.4 | .0559 | 1,803,234 | .0484 | 1,082,182 | .0594 | .0527 | .0571 | .0602 | .0499 |
| Cass | 50.0 | .0197 | 1.0 | 102 | 91.1 | 18.5 | .0198 | 628,509 | .0168 | 169,266 | .0093 | .0152 | .0173 | .0183 | .0143 |
| Charlevoix | 22.2 | .0088 | 11.5 | 53 | 97.9 | 8.5 | .0091 | 268,040 | .0072 | 135,809 | .0075 | .0076 | .0111 | .0102 | .0074 |
| Cheboygan | 21.7 | .0085 | 5.1 | 30 | 97.2 | 8.3 | .0088 | 231,852 | .0062 | 170,679 | .0093 | .0076 | .0108 | .0109 | .0071 |
| Chippewa | 35.3 | .0140 | 21.6 | 23 | 80.8 | 11.8 | .0126 | 361,413 | .0097 | 224,365 | .0124 | .0113 | .0171 | .0149 | .0094 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES | | | | | | | | | | | | | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980-91 | Pop Per Sq. Mi. (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **MICHIGAN (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Clare | 25.6 | .0101 | 7.5 | 45 | 98.9 | 10.0 | .0107 | 256,359 | .0069 | 167,006 | .0091 | .0082 | .0159 | .0126 | .0063 |
| Clinton | 59.0 | .0232 | 5.6 | 103 | 98.7 | 20.7 | .0221 | 838,436 | .0225 | 277,372 | .0153 | .0205 | .0158 | .0192 | .0205 |
| Crawford | 12.8 | .0051 | 35.2 | 23 | 95.9 | 4.6 | .0049 | 126,253 | .0034 | 76,866 | .0042 | .0040 | .0052 | .0063 | .0028 |
| Delta | 37.6 | .0148 | -3.5 | 32 | 97.4 | 14.5 | .0155 | 425,843 | .0114 | 281,431 | .0154 | .0132 | .0218 | .0174 | .0132 |
| Dickinson | 27.0 | .0106 | 6.5 | 35 | 98.9 | 10.8 | .0115 | 357,408 | .0096 | 207,046 | .0114 | .0104 | .0135 | .0126 | .0106 |
| Eaton | 94.9 | .0375 | 7.4 | 165 | 95.0 | 34.8 | .0372 | 1,544,830 | .0414 | 762,073 | .0418 | .0408 | .0261 | .0351 | .0462 |
| Emmet | 25.7 | .0101 | 11.8 | 55 | 96.4 | 9.8 | .0104 | 342,850 | .0092 | 285,099 | .0157 | .0113 | .0125 | .0136 | .0140 |
| Genesee | 428.4 | .1689 | -4.9 | 670 | 78.4 | 160.8 | .1717 | 6,062,024 | .1626 | 3,365,172 | .1847 | .1705 | .1746 | .1662 | .1697 |
| Gladwin | 22.4 | .0088 | 12.2 | 44 | 99.2 | 8.5 | .0090 | 222,465 | .0059 | 101,428 | .0056 | .0064 | .0129 | .0098 | .0049 |
| Gogebic | 17.7 | .0070 | -10.1 | 16 | 96.8 | 7.4 | .0079 | 182,610 | .0049 | 106,899 | .0059 | .0056 | .0109 | .0092 | .0049 |
| Grand Traverse | 66.8 | .0263 | 21.7 | 144 | 98.2 | 25.0 | .0267 | 934,370 | .0251 | 789,029 | .0433 | .0308 | .0253 | .0333 | .0354 |
| Gratiot | 39.6 | .0157 | -2.1 | 69 | 98.3 | 13.7 | .0147 | 437,606 | .0117 | 180,437 | .0099 | .0119 | .0151 | .0156 | .0106 |
| Hillsdale | 44.0 | .0173 | 4.6 | 73 | 99.1 | 15.9 | .0169 | 519,845 | .0139 | 214,614 | .0118 | .0141 | .0194 | .0171 | .0130 |
| Houghton | 35.4 | .0140 | -6.5 | 35 | 97.3 | 13.2 | .0141 | 346,204 | .0093 | 203,492 | .0112 | .0107 | .0197 | .0158 | .0095 |
| Huron | 34.9 | .0137 | -4.3 | 42 | 99.5 | 13.2 | .0141 | 358,564 | .0096 | 223,742 | .0122 | .0112 | .0182 | .0163 | .0099 |
| Ingham | 283.5 | .1118 | 2.9 | 507 | 85.9 | 103.2 | .1102 | 3,928,421 | .1054 | 2,303,589 | .1265 | .1130 | .1001 | .1143 | .1204 |
| Ionia | 58.8 | .0232 | 13.5 | 103 | 93.7 | 18.8 | .0200 | 665,980 | .0179 | 250,220 | .0138 | .0177 | .0197 | .0188 | .0156 |
| Iosco | 30.6 | .0120 | 7.9 | 56 | 96.2 | 11.7 | .0125 | 317,963 | .0085 | 189,271 | .0104 | .0098 | .0155 | .0163 | .0082 |
| Iron | 13.1 | .0052 | -3.9 | 11 | 98.9 | 5.6 | .0060 | 131,538 | .0035 | 71,111 | .0039 | .0040 | .0085 | .0067 | .0035 |
| Isabella | 55.3 | .0218 | 2.2 | 96 | 95.9 | 17.8 | .0190 | 600,954 | .0161 | 350,275 | .0192 | .0181 | .0219 | .0216 | .0170 |
| Jackson | 152.1 | .0600 | .4 | 215 | 90.9 | 54.5 | .0582 | 1,984,378 | .0532 | 1,021,984 | .0561 | .0554 | .0531 | .0590 | .0502 |
| Kalamazoo | 226.1 | .0891 | 6.5 | 402 | 88.7 | 84.6 | .0903 | 3,337,873 | .0896 | 1,799,240 | .0988 | .0923 | .0785 | .0912 | .1003 |
| Kalkaska | 14.0 | .0055 | 27.8 | 25 | 98.8 | 5.1 | .0054 | 141,965 | .0038 | 84,690 | .0046 | .0044 | .0061 | .0067 | .0034 |
| Kent | 512.6 | .2022 | 15.3 | 599 | 89.7 | 186.3 | .1989 | 7,552,634 | .2025 | 4,398,157 | .2415 | .2141 | .1617 | .2070 | .2347 |
| Keweenaw | 1.7 | .0006 | -13.4 | 3 | 99.4 | .8 | .0009 | 17,782 | .0005 | 7,066 | .0004 | .0005 | .0014 | .0009 | .0004 |
| Lake | 8.9 | .0035 | 15.4 | 16 | 86.1 | 3.7 | .0039 | 79,245 | .0021 | 33,028 | .0018 | .0024 | .0063 | .0042 | .0016 |
| Lapeer | 76.7 | .0303 | 9.5 | 117 | 98.4 | 25.3 | .0270 | 1,044,157 | .0280 | 452,802 | .0249 | .0275 | .0218 | .0254 | .0250 |
| Leelanau | 17.0 | .0067 | 21.4 | 49 | 96.6 | 6.4 | .0069 | 235,024 | .0063 | 73,761 | .0040 | .0057 | .0063 | .0066 | .0058 |
| Lenawee | 93.6 | .0369 | 4.1 | 125 | 97.3 | 32.0 | .0341 | 1,198,639 | .0321 | 541,058 | .0297 | .0324 | .0308 | .0333 | .0300 |
| Livingston | 120.1 | .0473 | 19.8 | 211 | 98.3 | 40.3 | .0430 | 2,070,225 | .0556 | 551,313 | .0303 | .0461 | .0220 | .0305 | .0430 |
| Luce | 5.7 | .0023 | -14.4 | 6 | 93.8 | 2.1 | .0023 | 56,488 | .0015 | 40,634 | .0022 | .0020 | .0033 | .0028 | .0015 |
| Mackinac | 10.8 | .0042 | 6.1 | 11 | 82.8 | 4.4 | .0047 | 120,171 | .0032 | 80,800 | .0045 | .0037 | .0064 | .0059 | .0033 |
| Macomb | 724.6 | .2857 | 4.3 | 1,508 | 96.8 | 268.2 | .2863 | 11,637,833 | .3121 | 6,755,190 | .3708 | .3245 | .2198 | .2835 | .3616 |
| Manistee | 21.2 | .0084 | -7.9 | 39 | 98.6 | 8.6 | .0092 | 231,913 | .0062 | 139,226 | .0077 | .0072 | .0127 | .0100 | .0069 |
| Marquette | 70.9 | .0279 | -4.3 | 39 | 96.1 | 25.5 | .0272 | 843,015 | .0226 | 473,722 | .0260 | .0246 | .0296 | .0301 | .0248 |
| Mason | 25.5 | .0101 | -3.3 | 51 | 98.3 | 10.0 | .0107 | 288,963 | .0078 | 161,561 | .0089 | .0086 | .0129 | .0125 | .0077 |
| Mecosta | 37.5 | .0148 | 1.5 | 67 | 96.0 | 12.4 | .0132 | 363,107 | .0097 | 218,916 | .0120 | .0114 | .0177 | .0151 | .0102 |
| Menominee | 24.9 | .0098 | -5.0 | 24 | 98.1 | 9.8 | .0105 | 277,591 | .0075 | 119,560 | .0065 | .0076 | .0134 | .0110 | .0063 |
| Midland | 77.0 | .0304 | 4.7 | 148 | 97.4 | 28.4 | .0303 | 1,180,788 | .0316 | 369,244 | .0203 | .0281 | .0248 | .0269 | .0269 |
| Missaukee | 12.5 | .0049 | 24.9 | 22 | 99.0 | 4.5 | .0048 | 121,869 | .0033 | 56,065 | .0031 | .0034 | .0055 | .0053 | .0029 |
| Monroe | 134.8 | .0531 | .1 | 245 | 97.4 | 46.9 | .0500 | 1,849,465 | .0496 | 627,795 | .0345 | .0459 | .0419 | .0428 | .0433 |
| Montcalm | 54.7 | .0216 | 15.0 | 77 | 96.8 | 19.1 | .0204 | 563,209 | .0151 | 306,980 | .0168 | .0168 | .0231 | .0229 | .0143 |
| Montmorency | 9.1 | .0036 | 21.5 | 17 | 99.3 | 3.6 | .0039 | 93,971 | .0025 | 38,220 | .0021 | .0027 | .0053 | .0046 | .0021 |
| Muskegon | 161.4 | .0636 | 2.4 | 317 | 84.8 | 58.6 | .0625 | 1,917,630 | .0514 | 974,238 | .0535 | .0544 | .0634 | .0648 | .0518 |
| Newaygo | 39.4 | .0156 | 12.8 | 47 | 97.8 | 14.2 | .0152 | 435,418 | .0117 | 171,143 | .0094 | .0118 | .0166 | .0153 | .0105 |
| Oakland | 1,109.2 | .4373 | 9.6 | 1,271 | 89.6 | 420.8 | .4492 | 23,410,841 | .6278 | 11,051,585 | .6068 | .5835 | .3073 | .4015 | .6468 |
| Oceana | 22.9 | .0090 | 4.1 | 42 | 98.2 | 8.2 | .0087 | 228,672 | .0062 | 101,502 | .0055 | .0064 | .0117 | .0092 | .0059 |
| Ogemaw | 19.3 | .0076 | 17.4 | 34 | 99.0 | 7.4 | .0079 | 189,050 | .0050 | 107,779 | .0060 | .0059 | .0105 | .0093 | .0046 |
| Ontonagon | 8.8 | .0035 | -10.8 | 7 | 98.4 | 3.6 | .0039 | 105,808 | .0029 | 53,131 | .0029 | .0030 | .0044 | .0041 | .0025 |
| Osceola | 20.5 | .0081 | 8.3 | 36 | 98.8 | 7.5 | .0080 | 195,691 | .0052 | 78,930 | .0043 | .0055 | .0107 | .0084 | .0043 |
| Oscoda | 8.1 | .0032 | 18.1 | 14 | 99.4 | 3.3 | .0035 | 78,125 | .0021 | 33,938 | .0019 | .0024 | .0051 | .0041 | .0017 |
| Otsego | 18.7 | .0074 | 24.7 | 36 | 98.8 | 6.8 | .0073 | 221,311 | .0059 | 150,894 | .0083 | .0068 | .0064 | .0086 | .0063 |
| Ottawa | 195.0 | .0768 | 24.1 | 345 | 97.7 | 65.2 | .0696 | 2,832,143 | .0760 | 1,205,013 | .0661 | .0732 | .0445 | .0620 | .0745 |
| Presque Isle | 13.8 | .0055 | -3.3 | 21 | 99.4 | 5.4 | .0057 | 140,067 | .0037 | 72,845 | .0040 | .0042 | .0078 | .0063 | .0037 |
| Roscommon | 20.7 | .0081 | 26.4 | 40 | 99.1 | 8.9 | .0095 | 208,364 | .0056 | 164,546 | .0091 | .0071 | .0150 | .0125 | .0052 |
| Saginaw | 210.7 | .0831 | -7.6 | 260 | 80.8 | 78.0 | .0833 | 2,635,695 | .0707 | 1,774,576 | .0974 | .0812 | .0925 | .0886 | .0921 |
| St. Clair | 148.7 | .0586 | 7.1 | 205 | 97.0 | 54.0 | .0576 | 2,020,820 | .0542 | 847,099 | .0465 | .0528 | .0543 | .0535 | .0519 |
| St. Joseph | 59.9 | .0237 | 6.8 | 119 | 96.3 | 22.0 | .0235 | 745,747 | .0200 | 305,709 | .0168 | .0197 | .0230 | .0237 | .0189 |
| Sanilac | 40.3 | .0158 | -1.2 | 42 | 99.1 | 14.8 | .0158 | 429,875 | .0115 | 210,890 | .0116 | .0125 | .0184 | .0178 | .0109 |
| Schoolcraft | 8.3 | .0033 | -3.2 | 7 | 93.1 | 3.3 | .0035 | 84,318 | .0023 | 51,149 | .0028 | .0025 | .0050 | .0042 | .0022 |
| Shiawassee | 70.4 | .0278 | -1.1 | 131 | 98.9 | 25.1 | .0268 | 873,063 | .0234 | 401,001 | .0220 | .0239 | .0264 | .0268 | .0221 |
| Tuscola | 55.7 | .0219 | -2.2 | 69 | 98.0 | 19.6 | .0210 | 668,437 | .0179 | 252,415 | .0138 | .0176 | .0218 | .0205 | .0160 |
| Van Buren | 71.6 | .0283 | 7.2 | 117 | 92.0 | 26.0 | .0277 | 842,539 | .0226 | 365,871 | .0201 | .0229 | .0306 | .0285 | .0198 |
| Washtenaw | 287.5 | .1133 | 8.6 | 405 | 83.9 | 106.4 | .1136 | 4,842,662 | .1299 | 2,404,889 | .1321 | .1272 | .0950 | .1099 | .1335 |
| Wayne | 2,087.9 | .8232 | -10.7 | 3,400 | 57.3 | 771.6 | .8237 | 27,054,908 | .7255 | 12,777,495 | .7015 | .7379 | .9111 | .7419 | .7543 |
| Wexford | 26.8 | .0106 | 6.8 | 47 | 98.8 | 10.1 | .0108 | 298,635 | .0080 | 249,056 | .0137 | .0103 | .0147 | .0134 | .0100 |

1992 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES | | | | | | | | | | | | | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980-91 | Pop. Per Sq. Mi. (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **MICHIGAN (continued)** | | | | | | | | | | | | | | | |
| **TOTAL METRO COUNTIES** | **7,500.7** | **2.9572** | **.3** | **544** | **80.8** | **2,764.5** | **2.9511** | **113,113,984** | **3.0336** | **56,772,756** | **3.1170** | **3.0435** | **2.6778** | **2.7970** | **3.1900** |
| **TOTAL STATE** | **9,382.2** | **3.6992** | **1.3** | **165** | **84.0** | **3,452.6** | **3.6857** | **134,687,981** | **3.6119** | **67,760,980** | **3.7203** | **3.6620** | **3.5166** | **3.5959** | **3.7609** |
| **MINNESOTA** | | | | | | | | | | | | | | | |
| **DULUTH** | **237.1** | **.0935** | **−11.1** | **31** | **96.9** | **94.5** | **.1010** | **2,869,209** | **.0770** | **1,786,197** | **.0980** | **.0866** | **.1207** | **.1102** | **.0807** |
| St. Louis | 195.1 | .0769 | −12.2 | 31 | 96.9 | 77.9 | .0832 | 2,373,723 | .0637 | 1,499,982 | .0823 | .0719 | .1008 | .0908 | .0683 |
| *Douglas, Wisc.* | *42.0* | *.0166* | *−5.5* | *32* | *96.9* | *16.6* | *.0178* | *495,486* | *.0133* | *286,215* | *.0157* | *.0147* | *.0199* | *.0194* | *.0124* |
| **FARGO - MOORHEAD** | **156.0** | **.0616** | **13.4** | **55** | **97.6** | **58.9** | **.0629** | **2,147,798** | **.0576** | **1,387,563** | **.0762** | **.0641** | **.0648** | **.0693** | **.0606** |
| Clay | 50.7 | .0200 | 2.8 | 49 | 97.4 | 17.5 | .0187 | 571,413 | .0154 | 314,123 | .0172 | .0169 | .0207 | .0194 | .0174 |
| *Cass, N. D.* | *105.3* | *.0416* | *19.3* | *60* | *97.7* | *41.4* | *.0442* | *1,576,385* | *.0422* | *1,073,440* | *.0590* | *.0472* | *.0441* | *.0499* | *.0432* |
| **MINNEAPOLIS - ST. PAUL** | **2,547.1** | **1.0042** | **19.2** | **504** | **92.3** | **967.3** | **1.0327** | **41,864,933** | **1.1227** | **21,358,004** | **1.1726** | **1.1138** | **.8255** | **.9951** | **1.1251** |
| Anoka | 254.4 | .1003 | 29.8 | 600 | 97.3 | 86.1 | .0919 | 3,581,483 | .0960 | 1,609,020 | .0883 | .0946 | .0614 | .0805 | .1017 |
| Carver | 50.6 | .0199 | 36.6 | 142 | 98.5 | 17.6 | .0188 | 804,214 | .0216 | 190,905 | .0105 | .0180 | .0125 | .0138 | .0166 |
| Chisago | 31.4 | .0124 | 22.1 | 75 | 99.0 | 10.9 | .0116 | 414,194 | .0111 | 160,860 | .0089 | .0107 | .0109 | .0107 | .0094 |
| Dakota | 298.7 | .1178 | 53.7 | 524 | 96.5 | 106.8 | .1140 | 4,830,223 | .1295 | 2,276,917 | .1250 | .1257 | .0781 | .1016 | .1393 |
| Hennepin | 1,057.3 | .4169 | 12.3 | 1,900 | 89.2 | 429.7 | .4587 | 18,925,018 | .5076 | 10,349,106 | .5682 | .5075 | .3861 | .4622 | .5066 |
| Isanti | 26.7 | .0105 | 13.1 | 61 | 98.7 | 9.1 | .0097 | 338,062 | .0091 | 131,090 | .0072 | .0088 | .0084 | .0088 | .0081 |
| Ramsey | 490.0 | .1932 | 6.6 | 3,145 | 88.6 | 192.4 | .2054 | 7,783,469 | .2087 | 4,739,017 | .2601 | .2210 | .1889 | .2168 | .2261 |
| Scott | 61.2 | .0241 | 39.8 | 172 | 97.8 | 20.5 | .0219 | 908,536 | .0243 | 303,832 | .0167 | .0220 | .0124 | .0174 | .0202 |
| Washington | 152.8 | .0602 | 34.5 | 390 | 97.1 | 51.7 | .0552 | 2,514,521 | .0674 | 843,699 | .0463 | .0596 | .0340 | .0422 | .0570 |
| Wright | 71.5 | .0282 | 21.8 | 108 | 99.1 | 24.0 | .0257 | 938,670 | .0252 | 436,905 | .0240 | .0254 | .0188 | .0241 | .0222 |
| *St. Croix, Wisc.* | *52.5* | *.0207* | *21.4* | *73* | *99.3* | *18.5* | *.0198* | *826,543* | *.0222* | *316,653* | *.0174* | *.0205* | *.0140* | *.0170* | *.0179* |
| **ROCHESTER** | **109.5** | **.0432** | **19.0** | **168** | **95.7** | **41.2** | **.0440** | **1,716,654** | **.0460** | **1,058,720** | **.0581** | **.0492** | **.0382** | **.0454** | **.0494** |
| Olmsted | 109.5 | .0432 | 19.0 | 168 | 95.7 | 41.2 | .0440 | 1,716,654 | .0460 | 1,058,720 | .0581 | .0492 | .0382 | .0454 | .0494 |
| **ST. CLOUD** | **196.0** | **.0773** | **20.1** | **90** | **98.6** | **66.2** | **.0706** | **2,335,643** | **.0627** | **2,613,718** | **.1435** | **.0898** | **.0652** | **.0987** | **.0655** |
| Benton | 31.1 | .0123 | 23.5 | 76 | 98.9 | 11.3 | .0121 | 350,266 | .0094 | 104,269 | .0057 | .0089 | .0110 | .0117 | .0082 |
| Sherburne | 44.0 | .0174 | 47.1 | 101 | 98.3 | 14.3 | .0152 | 557,376 | .0150 | 220,726 | .0121 | .0146 | .0119 | .0139 | .0131 |
| Stearns | 120.9 | .0476 | 11.8 | 90 | 98.6 | 40.6 | .0433 | 1,428,001 | .0383 | 2,288,723 | .1257 | .0663 | .0423 | .0731 | .0442 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Aitkin | 12.4 | .0049 | −7.5 | 7 | 98.1 | 5.1 | .0054 | 121,531 | .0033 | 62,116 | .0034 | .0035 | .0075 | .0063 | .0027 |
| Anoka | 254.4 | .1003 | 29.8 | 600 | 97.3 | 86.1 | .0919 | 3,581,483 | .0960 | 1,609,020 | .0883 | .0946 | .0614 | .0805 | .1017 |
| Becker | 28.1 | .0111 | −4.2 | 21 | 92.7 | 10.6 | .0113 | 288,619 | .0078 | 189,986 | .0104 | .0092 | .0144 | .0134 | .0093 |
| Beltrami | 34.8 | .0137 | 12.3 | 14 | 82.0 | 12.1 | .0129 | 335,263 | .0090 | 279,114 | .0154 | .0119 | .0176 | .0154 | .0118 |
| Benton | 31.1 | .0123 | 23.5 | 76 | 98.9 | 11.3 | .0121 | 350,266 | .0094 | 104,269 | .0057 | .0089 | .0110 | .0117 | .0082 |
| Big Stone | 6.1 | .0024 | −21.0 | 12 | 99.2 | 2.4 | .0026 | 61,970 | .0016 | 33,144 | .0018 | .0018 | .0033 | .0030 | .0019 |
| Blue Earth | 54.1 | .0213 | 3.4 | 72 | 97.7 | 19.3 | .0206 | 636,924 | .0171 | 526,639 | .0289 | .0216 | .0265 | .0258 | .0190 |
| Brown | 26.9 | .0106 | −6.1 | 44 | 99.5 | 10.3 | .0110 | 292,123 | .0078 | 174,150 | .0096 | .0088 | .0133 | .0132 | .0085 |
| Carlton | 29.4 | .0116 | −1.8 | 34 | 94.8 | 11.0 | .0117 | 330,129 | .0089 | 182,249 | .0100 | .0097 | .0134 | .0124 | .0082 |
| Carver | 50.6 | .0199 | 36.6 | 142 | 98.5 | 17.6 | .0188 | 804,214 | .0216 | 190,905 | .0105 | .0180 | .0125 | .0138 | .0166 |
| Cass | 21.8 | .0086 | 3.6 | 11 | 88.3 | 8.3 | .0089 | 206,800 | .0055 | 120,519 | .0066 | .0065 | .0119 | .0106 | .0050 |
| Chippewa | 12.9 | .0051 | −13.7 | 22 | 99.4 | 5.1 | .0054 | 149,965 | .0040 | 82,627 | .0045 | .0043 | .0060 | .0060 | .0039 |
| Chisago | 31.4 | .0124 | 22.1 | 75 | 99.0 | 10.9 | .0116 | 414,194 | .0111 | 160,860 | .0089 | .0107 | .0109 | .0107 | .0094 |
| Clay | 50.7 | .0200 | 2.8 | 49 | 97.4 | 17.5 | .0187 | 571,413 | .0154 | 314,123 | .0172 | .0169 | .0207 | .0194 | .0174 |
| Clearwater | 8.2 | .0032 | −6.4 | 8 | 92.2 | 3.1 | .0033 | 73,458 | .0019 | 27,209 | .0015 | .0020 | .0045 | .0036 | .0016 |
| Cook | 3.8 | .0015 | −7.1 | 3 | 92.3 | 1.6 | .0017 | 47,861 | .0013 | 33,225 | .0018 | .0015 | .0018 | .0022 | .0011 |
| Cottonwood | 12.4 | .0049 | −16.5 | 19 | 99.1 | 4.9 | .0053 | 127,914 | .0034 | 60,711 | .0034 | .0037 | .0057 | .0062 | .0033 |
| Crow Wing | 45.2 | .0178 | 8.3 | 45 | 98.7 | 17.6 | .0188 | 524,624 | .0141 | 455,277 | .0250 | .0182 | .0228 | .0237 | .0136 |
| Dakota | 298.7 | .1178 | 53.7 | 524 | 96.5 | 106.8 | .1140 | 4,830,223 | .1295 | 2,276,917 | .1250 | .1257 | .0781 | .1016 | .1393 |
| Dodge | 15.9 | .0063 | 7.6 | 36 | 99.3 | 5.6 | .0059 | 186,534 | .0050 | 49,669 | .0027 | .0046 | .0054 | .0055 | .0046 |
| Douglas | 28.9 | .0114 | 3.8 | 46 | 99.3 | 11.1 | .0119 | 312,352 | .0084 | 248,904 | .0137 | .0106 | .0148 | .0144 | .0107 |
| Faribault | 16.4 | .0064 | −16.8 | 23 | 99.4 | 6.6 | .0070 | 187,165 | .0050 | 72,932 | .0040 | .0050 | .0078 | .0079 | .0045 |
| Fillmore | 20.5 | .0081 | −6.5 | 24 | 99.5 | 7.8 | .0084 | 217,557 | .0059 | 99,623 | .0054 | .0061 | .0096 | .0090 | .0051 |
| Freeborn | 32.7 | .0129 | −10.0 | 46 | 99.3 | 13.0 | .0138 | 361,101 | .0097 | 267,512 | .0147 | .0119 | .0157 | .0176 | .0115 |
| Goodhue | 41.1 | .0162 | 6.1 | 54 | 98.6 | 15.4 | .0165 | 526,403 | .0141 | 268,308 | .0147 | .0146 | .0174 | .0164 | .0154 |
| Grant | 6.1 | .0024 | −14.9 | 11 | 99.5 | 2.4 | .0025 | 62,234 | .0016 | 33,058 | .0019 | .0020 | .0030 | .0030 | .0014 |
| Hennepin | 1,057.3 | .4169 | 12.3 | 1,900 | 89.2 | 429.7 | .4587 | 18,925,018 | .5076 | 10,349,106 | .5682 | .5075 | .3861 | .4622 | .5066 |
| Houston | 18.6 | .0073 | 1.2 | 33 | 99.3 | 6.9 | .0074 | 224,093 | .0060 | 61,364 | .0033 | .0055 | .0064 | .0073 | .0049 |
| Hubbard | 15.1 | .0060 | 7.1 | 16 | 98.0 | 5.9 | .0063 | 161,136 | .0043 | 95,721 | .0053 | .0049 | .0080 | .0071 | .0042 |
| Isanti | 26.7 | .0105 | 13.1 | 61 | 98.7 | 9.1 | .0097 | 338,062 | .0091 | 131,090 | .0072 | .0088 | .0084 | .0088 | .0081 |
| Itasca | 40.4 | .0159 | −6.2 | 15 | 96.3 | 15.3 | .0163 | 458,508 | .0122 | 277,592 | .0152 | .0140 | .0190 | .0183 | .0124 |
| Jackson | 11.2 | .0044 | −18.2 | 16 | 98.3 | 4.4 | .0047 | 132,412 | .0036 | 69,733 | .0039 | .0038 | .0041 | .0053 | .0034 |
| Kanabec | 13.1 | .0052 | 7.7 | 25 | 98.9 | 4.9 | .0053 | 138,816 | .0037 | 74,181 | .0040 | .0040 | .0060 | .0056 | .0033 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES | | | | | | | | | | | | | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980-91 | Pop. Per Sq. Mi. (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **MINNESOTA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Kandiyohi | 39.3 | .0155 | 6.9 | 49 | 98.9 | 14.6 | .0156 | 490,837 | .0132 | 286,248 | .0157 | .0145 | .0158 | .0169 | .0141 |
| Kittson | 5.6 | .0022 | −16.1 | 5 | 99.7 | 2.2 | .0023 | 63,988 | .0017 | 34,464 | .0019 | .0019 | .0029 | .0024 | .0017 |
| Koochiching | 15.9 | .0063 | −9.5 | 5 | 96.3 | 5.8 | .0062 | 204,161 | .0055 | 97,142 | .0054 | .0055 | .0066 | .0067 | .0047 |
| Lac qui Parle | 8.6 | .0034 | −18.8 | 11 | 99.4 | 3.4 | .0036 | 94,587 | .0025 | 30,559 | .0016 | .0025 | .0038 | .0039 | .0021 |
| Lake | 10.0 | .0039 | −23.3 | 5 | 99.2 | 4.1 | .0044 | 133,761 | .0036 | 70,920 | .0039 | .0038 | .0042 | .0049 | .0032 |
| Lake of the Woods | 4.1 | .0016 | 8.9 | 3 | 99.2 | 1.6 | .0017 | 44,501 | .0012 | 24,232 | .0014 | .0012 | .0020 | .0020 | .0009 |
| Le Sueur | 23.1 | .0091 | −1.4 | 52 | 99.4 | 8.5 | .0091 | 271,059 | .0073 | 76,750 | .0042 | .0068 | .0078 | .0086 | .0066 |
| Lincoln | 6.7 | .0027 | −18.4 | 12 | 99.7 | 2.7 | .0029 | 70,355 | .0018 | 27,900 | .0015 | .0019 | .0034 | .0031 | .0014 |
| Lyon | 24.9 | .0098 | −1.2 | 35 | 98.9 | 9.1 | .0097 | 275,258 | .0074 | 191,468 | .0105 | .0088 | .0122 | .0114 | .0087 |
| McLeod | 32.7 | .0129 | 10.3 | 66 | 99.3 | 12.1 | .0129 | 407,214 | .0110 | 262,102 | .0144 | .0124 | .0173 | .0142 | .0113 |
| Mahnomen | 5.0 | .0020 | −9.7 | 9 | 75.2 | 1.8 | .0019 | 41,335 | .0011 | 22,464 | .0013 | .0013 | .0028 | .0022 | .0008 |
| Marshall | 10.8 | .0042 | −17.1 | 6 | 99.3 | 4.2 | .0045 | 109,211 | .0029 | 48,234 | .0026 | .0030 | .0051 | .0049 | .0025 |
| Martin | 22.3 | .0088 | −9.7 | 31 | 99.4 | 8.9 | .0095 | 259,169 | .0069 | 139,742 | .0077 | .0077 | .0105 | .0107 | .0077 |
| Meeker | 21.0 | .0083 | 2.0 | 35 | 99.3 | 7.8 | .0083 | 236,689 | .0064 | 94,289 | .0051 | .0063 | .0084 | .0084 | .0057 |
| Mille Lacs | 18.8 | .0074 | 2.0 | 33 | 96.2 | 6.9 | .0074 | 201,145 | .0054 | 92,981 | .0052 | .0056 | .0091 | .0077 | .0051 |
| Morrison | 29.8 | .0118 | 1.7 | 27 | 99.4 | 10.5 | .0112 | 285,268 | .0076 | 141,014 | .0077 | .0087 | .0138 | .0124 | .0072 |
| Mower | 36.7 | .0144 | −9.1 | 52 | 98.8 | 14.8 | .0158 | 435,132 | .0117 | 237,230 | .0130 | .0126 | .0180 | .0182 | .0118 |
| Murray | 9.4 | .0037 | −18.3 | 13 | 99.8 | 3.6 | .0039 | 108,506 | .0029 | 36,329 | .0020 | .0028 | .0038 | .0037 | .0026 |
| Nicollet | 28.2 | .0112 | 4.7 | 62 | 98.7 | 9.5 | .0101 | 358,496 | .0096 | 117,023 | .0064 | .0090 | .0076 | .0093 | .0089 |
| Nobles | 19.8 | .0078 | −9.4 | 28 | 97.2 | 7.5 | .0080 | 212,100 | .0057 | 136,762 | .0075 | .0065 | .0091 | .0096 | .0071 |
| Norman | 7.7 | .0030 | −17.9 | 9 | 98.7 | 3.0 | .0032 | 78,139 | .0021 | 35,939 | .0020 | .0023 | .0039 | .0034 | .0018 |
| Olmsted | 109.5 | .0432 | 19.0 | 168 | 95.7 | 41.2 | .0440 | 1,716,654 | .0460 | 1,058,720 | .0581 | .0492 | .0382 | .0454 | .0494 |
| Otter Tail | 50.7 | .0200 | −2.4 | 26 | 99.0 | 19.6 | .0209 | 542,611 | .0146 | 290,910 | .0160 | .0160 | .0246 | .0235 | .0142 |
| Pennington | 13.0 | .0051 | −14.8 | 21 | 98.7 | 5.0 | .0053 | 143,198 | .0038 | 90,614 | .0050 | .0045 | .0073 | .0057 | .0040 |
| Pine | 21.5 | .0085 | 8.2 | 15 | 96.0 | 7.7 | .0083 | 220,235 | .0059 | 119,354 | .0065 | .0065 | .0096 | .0090 | .0054 |
| Pipestone | 10.3 | .0040 | −11.9 | 22 | 97.6 | 4.0 | .0042 | 101,614 | .0028 | 56,646 | .0032 | .0032 | .0057 | .0048 | .0028 |
| Polk | 32.1 | .0127 | −7.9 | 16 | 98.0 | 11.9 | .0127 | 360,425 | .0096 | 172,722 | .0094 | .0101 | .0162 | .0135 | .0088 |
| Pope | 10.7 | .0042 | −8.2 | 16 | 99.6 | 4.1 | .0044 | 107,063 | .0029 | 49,408 | .0028 | .0032 | .0055 | .0050 | .0024 |
| Ramsey | 490.0 | .1932 | 6.6 | 3,145 | 88.6 | 192.4 | .2054 | 7,783,469 | .2087 | 4,739,017 | .2601 | .2210 | .1889 | .2168 | .2261 |
| Red Lake | 4.4 | .0017 | −19.6 | 10 | 99.6 | 1.7 | .0018 | 42,371 | .0012 | 14,252 | .0008 | .0011 | .0020 | .0018 | .0009 |
| Redwood | 16.8 | .0066 | −13.1 | 19 | 97.8 | 6.4 | .0068 | 179,087 | .0048 | 89,266 | .0049 | .0053 | .0081 | .0078 | .0043 |
| Renville | 17.2 | .0068 | −15.7 | 17 | 99.3 | 6.6 | .0071 | 187,189 | .0050 | 74,441 | .0041 | .0050 | .0077 | .0077 | .0041 |
| Rice | 50.2 | .0198 | 8.9 | 101 | 98.1 | 16.7 | .0178 | 627,374 | .0168 | 309,821 | .0170 | .0175 | .0167 | .0185 | .0163 |
| Rock | 9.5 | .0038 | −11.2 | 20 | 99.3 | 3.6 | .0039 | 104,168 | .0028 | 38,649 | .0021 | .0027 | .0042 | .0039 | .0029 |
| Roseau | 15.7 | .0062 | 24.9 | 9 | 98.3 | 5.7 | .0060 | 182,466 | .0049 | 76,677 | .0043 | .0051 | .0058 | .0059 | .0046 |
| St. Louis | 195.1 | .0769 | −12.2 | 31 | 96.9 | 77.9 | .0832 | 2,373,723 | .0637 | 1,499,982 | .0823 | .0719 | .1008 | .0908 | .0683 |
| Scott | 61.2 | .0241 | 39.8 | 172 | 97.8 | 20.5 | .0219 | 908,536 | .0243 | 303,832 | .0167 | .0220 | .0124 | .0174 | .0202 |
| Sherburne | 44.0 | .0174 | 47.1 | 101 | 98.3 | 14.3 | .0152 | 557,376 | .0150 | 220,726 | .0121 | .0146 | .0119 | .0139 | .0131 |
| Sibley | 14.2 | .0056 | −8.1 | 24 | 99.6 | 5.3 | .0057 | 146,223 | .0039 | 42,557 | .0023 | .0038 | .0059 | .0060 | .0035 |
| Stearns | 120.9 | .0476 | 11.8 | 90 | 98.6 | 40.6 | .0433 | 1,428,001 | .0383 | 2,288,723 | .1257 | .0663 | .0423 | .0731 | .0442 |
| Steele | 30.9 | .0122 | 1.9 | 72 | 99.1 | 11.4 | .0122 | 417,940 | .0112 | 222,584 | .0122 | .0116 | .0105 | .0124 | .0109 |
| Stevens | 10.4 | .0041 | −8.2 | 19 | 97.7 | 3.7 | .0040 | 110,099 | .0029 | 66,327 | .0037 | .0035 | .0047 | .0044 | .0031 |
| Swift | 10.3 | .0041 | −20.3 | 14 | 99.2 | 4.1 | .0043 | 100,774 | .0027 | 44,648 | .0024 | .0029 | .0057 | .0047 | .0025 |
| Todd | 23.2 | .0091 | −7.2 | 25 | 99.5 | 8.6 | .0092 | 206,463 | .0056 | 88,958 | .0049 | .0060 | .0125 | .0097 | .0050 |
| Traverse | 4.2 | .0017 | −24.2 | 7 | 96.5 | 1.7 | .0018 | 45,302 | .0012 | 19,671 | .0011 | .0012 | .0020 | .0021 | .0011 |
| Wabasha | 19.8 | .0078 | 2.4 | 38 | 99.2 | 7.3 | .0078 | 235,362 | .0063 | 104,132 | .0057 | .0065 | .0077 | .0080 | .0053 |
| Wadena | 13.1 | .0051 | −7.7 | 24 | 99.0 | 5.0 | .0054 | 120,894 | .0033 | 91,569 | .0050 | .0042 | .0081 | .0062 | .0032 |
| Waseca | 18.1 | .0072 | −1.9 | 43 | 99.0 | 6.7 | .0071 | 198,485 | .0053 | 84,384 | .0047 | .0055 | .0070 | .0075 | .0046 |
| Washington | 152.8 | .0602 | 34.5 | 390 | 97.1 | 51.7 | .0552 | 2,514,521 | .0674 | 843,699 | .0463 | .0596 | .0340 | .0422 | .0570 |
| Watonwan | 11.5 | .0046 | −7.0 | 26 | 99.0 | 4.5 | .0048 | 116,571 | .0031 | 49,339 | .0027 | .0034 | .0057 | .0056 | .0032 |
| Wilkin | 7.4 | .0029 | −12.5 | 10 | 99.1 | 2.8 | .0030 | 76,685 | .0021 | 37,317 | .0020 | .0022 | .0033 | .0031 | .0017 |
| Winona | 48.1 | .0189 | 4.0 | 77 | 98.2 | 17.0 | .0181 | 560,662 | .0150 | 291,155 | .0160 | .0161 | .0198 | .0194 | .0140 |
| Wright | 71.5 | .0282 | 21.8 | 108 | 99.1 | 24.0 | .0257 | 938,670 | .0252 | 436,905 | .0240 | .0254 | .0188 | .0241 | .0222 |
| Yellow Medicine | 11.5 | .0046 | −15.8 | 15 | 98.7 | 4.6 | .0049 | 127,496 | .0034 | 57,337 | .0032 | .0035 | .0056 | .0053 | .0034 |
| **TOTAL METRO COUNTIES** | **3,045.9** | **1.2009** | **16.2** | **211** | **93.1** | **1,151.6** | **1.2294** | **48,035,823** | **1.2883** | **26,527,894** | **1.4563** | **1.3211** | **1.0364** | **1.2324** | **1.3078** |
| **TOTAL STATE** | **4,457.2** | **1.7574** | **9.4** | **56** | **94.6** | **1,680.6** | **1.7940** | **63,842,983** | **1.7121** | **35,159,987** | **1.9304** | **1.7865** | **1.6823** | **1.8577** | **1.7272** |
| **MISSISSIPPI** | | | | | | | | | | | | | | | |
| **BILOXI - GULFPORT** | **198.5** | **.0783** | **9.0** | **188** | **79.5** | **71.9** | **.0767** | **2,180,813** | **.0585** | **1,180,632** | **.0648** | **.0644** | **.0923** | **.0859** | **.0562** |
| Hancock | 33.2 | .0131 | 35.5 | 70 | 90.5 | 12.4 | .0132 | 357,149 | .0096 | 124,286 | .0068 | .0095 | .0178 | .0124 | .0078 |
| Harrison | 165.3 | .0652 | 4.8 | 285 | 77.4 | 59.5 | .0635 | 1,823,664 | .0489 | 1,056,346 | .0580 | .0549 | .0745 | .0735 | .0484 |
| **JACKSON** | **401.3** | **.1582** | **10.8** | **170** | **56.8** | **142.4** | **.1521** | **5,226,784** | **.1402** | **2,926,089** | **.1606** | **.1499** | **.1609** | **.1593** | **.1440** |
| Hinds | 253.6 | .1000 | 1.0 | 292 | 47.3 | 90.7 | .0969 | 3,278,838 | .0879 | 2,131,296 | .1170 | .0990 | .1095 | .1067 | .0925 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980-91 | Pop Per Sq. Mi. (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes: EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **MISSISSIPPI (continued)** | | | | | | | | | | | | | | | |
| **JACKSON (continued)** | | | | | | | | | | | | | | | |
| Madison | 57.0 | .0225 | 37.0 | 79 | 57.4 | 20.6 | .0220 | 709,738 | .0191 | 391,088 | .0214 | .0205 | .0232 | .0233 | .0228 |
| Rankin | 90.7 | .0357 | 30.6 | 117 | 83.0 | 31.1 | .0332 | 1,238,208 | .0332 | 403,705 | .0222 | .0304 | .0282 | .0293 | .0287 |
| **PASCAGOULA** | **115.5** | **.0455** | **-2.1** | **159** | **78.0** | **40.5** | **.0432** | **1,282,695** | **.0344** | **569,203** | **.0312** | **.0356** | **.0476** | **.0437** | **.0333** |
| Jackson | 115.5 | .0455 | -2.1 | 159 | 78.0 | 40.5 | .0432 | 1,282,695 | .0344 | 569,203 | .0312 | .0356 | .0476 | .0437 | .0333 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Adams | 34.7 | .0137 | -8.9 | 75 | 50.9 | 13.1 | .0140 | 354,717 | .0095 | 255,579 | .0140 | .0118 | .0224 | .0152 | .0111 |
| Alcorn | 31.5 | .0124 | -4.7 | 79 | 88.4 | 12.4 | .0132 | 313,396 | .0084 | 211,729 | .0116 | .0102 | .0190 | .0144 | .0108 |
| Amite | 13.3 | .0052 | -.5 | 18 | 54.9 | 4.8 | .0051 | 116,177 | .0031 | 31,246 | .0017 | .0030 | .0077 | .0049 | .0025 |
| Attala | 18.4 | .0073 | -7.4 | 25 | 60.0 | 6.9 | .0074 | 156,175 | .0042 | 83,681 | .0046 | .0050 | .0114 | .0080 | .0039 |
| Benton | 8.0 | .0031 | -1.9 | 20 | 60.2 | 2.8 | .0030 | 56,097 | .0015 | 9,154 | .0005 | .0015 | .0045 | .0029 | .0011 |
| Bolivar | 41.1 | .0162 | -10.6 | 47 | 36.4 | 13.1 | .0140 | 308,111 | .0083 | 176,853 | .0097 | .0103 | .0246 | .0134 | .0085 |
| Calhoun | 15.0 | .0059 | -4.2 | 26 | 72.5 | 5.8 | .0062 | 144,660 | .0039 | 61,357 | .0034 | .0041 | .0083 | .0065 | .0037 |
| Carroll | 9.2 | .0037 | -5.9 | 15 | 61.1 | 3.3 | .0035 | 77,960 | .0021 | 11,406 | .0006 | .0020 | .0049 | .0032 | .0015 |
| Chickasaw | 18.3 | .0072 | 2.5 | 36 | 60.7 | 6.6 | .0070 | 168,179 | .0045 | 91,711 | .0051 | .0052 | .0101 | .0082 | .0050 |
| Choctaw | 9.2 | .0036 | 2.3 | 22 | 69.3 | 3.2 | .0034 | 80,137 | .0021 | 22,796 | .0012 | .0021 | .0045 | .0035 | .0015 |
| Claiborne | 12.0 | .0047 | -2.3 | 25 | 16.0 | 3.5 | .0038 | 82,644 | .0022 | 20,399 | .0011 | .0024 | .0060 | .0034 | .0018 |
| Clarke | 17.3 | .0069 | 2.1 | 25 | 65.3 | 6.3 | .0067 | 166,085 | .0045 | 34,033 | .0019 | .0042 | .0084 | .0064 | .0038 |
| Clay | 21.1 | .0083 | .1 | 52 | 45.7 | 7.2 | .0077 | 217,348 | .0058 | 91,277 | .0050 | .0061 | .0101 | .0079 | .0047 |
| Coahoma | 31.0 | .0122 | -16.0 | 56 | 34.6 | 10.3 | .0110 | 243,014 | .0065 | 163,216 | .0090 | .0083 | .0195 | .0108 | .0075 |
| Copiah | 28.0 | .0110 | 5.6 | 36 | 48.9 | 9.4 | .0100 | 239,638 | .0065 | 109,689 | .0060 | .0072 | .0146 | .0103 | .0055 |
| Covington | 16.7 | .0066 | 4.9 | 40 | 64.6 | 5.9 | .0063 | 138,355 | .0037 | 55,462 | .0030 | .0042 | .0093 | .0067 | .0032 |
| ☐ De Soto | 74.5 | .0294 | 38.1 | 156 | 87.6 | 25.6 | .0273 | 998,295 | .0268 | 284,455 | .0157 | .0239 | .0239 | .0237 | .0227 |
| Forrest | 68.8 | .0271 | 4.2 | 147 | 67.7 | 25.2 | .0269 | 704,148 | .0188 | 562,855 | .0309 | .0241 | .0412 | .0315 | .0217 |
| Franklin | 8.4 | .0033 | 2.3 | 15 | 63.2 | 3.1 | .0034 | 71,860 | .0020 | 18,513 | .0010 | .0020 | .0048 | .0030 | .0015 |
| George | 17.0 | .0067 | 11.1 | 36 | 90.1 | 5.9 | .0062 | 146,714 | .0039 | 49,953 | .0027 | .0041 | .0084 | .0064 | .0036 |
| Greene | 10.2 | .0041 | 3.8 | 14 | 78.1 | 3.3 | .0036 | 80,556 | .0022 | 26,448 | .0015 | .0024 | .0050 | .0034 | .0017 |
| Grenada | 21.7 | .0085 | 2.8 | 51 | 58.3 | 7.7 | .0082 | 201,941 | .0054 | 160,840 | .0088 | .0070 | .0127 | .0097 | .0057 |
| Hancock | 33.2 | .0131 | 35.5 | 70 | 90.5 | 12.4 | .0132 | 357,149 | .0096 | 124,286 | .0068 | .0095 | .0178 | .0124 | .0078 |
| Harrison | 165.3 | .0652 | 4.8 | 285 | 77.4 | 59.5 | .0635 | 1,823,664 | .0489 | 1,056,346 | .0580 | .0549 | .0745 | .0735 | .0484 |
| Hinds | 253.6 | .1000 | 1.0 | 292 | 47.3 | 90.7 | .0969 | 3,278,838 | .0879 | 2,131,296 | .1170 | .0990 | .1095 | .1067 | .0925 |
| Holmes | 21.4 | .0084 | -6.8 | 28 | 23.0 | 7.1 | .0075 | 135,571 | .0036 | 49,528 | .0028 | .0044 | .0149 | .0059 | .0030 |
| Humphreys | 12.0 | .0047 | -13.9 | 29 | 31.3 | 3.9 | .0042 | 95,200 | .0026 | 42,047 | .0023 | .0028 | .0073 | .0039 | .0020 |
| Issaquena | 1.9 | .0008 | -24.4 | 5 | 43.4 | .6 | .0006 | 11,333 | .0003 | 972 | .0000 | .0004 | .0011 | .0005 | .0002 |
| Itawamba | 20.0 | .0079 | -2.5 | 38 | 92.8 | 7.5 | .0081 | 208,865 | .0056 | 46,039 | .0026 | .0052 | .0090 | .0076 | .0048 |
| Jackson | 115.5 | .0455 | -2.1 | 159 | 78.0 | 40.5 | .0432 | 1,282,695 | .0344 | 569,203 | .0312 | .0356 | .0476 | .0437 | .0333 |
| Jasper | 17.0 | .0067 | -1.5 | 25 | 48.8 | 6.0 | .0064 | 139,535 | .0037 | 48,592 | .0027 | .0040 | .0096 | .0059 | .0032 |
| Jefferson | 8.5 | .0034 | -7.4 | 16 | 12.8 | 2.8 | .0030 | 53,362 | .0015 | 9,676 | .0005 | .0016 | .0054 | .0024 | .0010 |
| Jefferson Davis | 14.0 | .0055 | 1.1 | 34 | 44.8 | 4.8 | .0051 | 104,072 | .0027 | 48,046 | .0026 | .0033 | .0083 | .0052 | .0023 |
| Jones | 62.2 | .0245 | .5 | 90 | 74.1 | 22.6 | .0241 | 645,809 | .0174 | 345,355 | .0190 | .0192 | .0326 | .0272 | .0181 |
| Kemper | 10.5 | .0042 | 3.5 | 14 | 42.1 | 3.7 | .0040 | 89,878 | .0024 | 23,786 | .0013 | .0024 | .0062 | .0038 | .0019 |
| Lafayette | 31.6 | .0124 | 1.8 | 50 | 72.9 | 11.0 | .0117 | 304,502 | .0081 | 159,105 | .0087 | .0092 | .0171 | .0123 | .0092 |
| Lamar | 31.0 | .0122 | 30.1 | 62 | 87.3 | 11.1 | .0119 | 353,759 | .0095 | 74,392 | .0041 | .0085 | .0132 | .0103 | .0073 |
| Lauderdale | 75.4 | .0298 | -2.4 | 107 | 63.9 | 28.3 | .0302 | 838,294 | .0225 | 558,594 | .0307 | .0263 | .0423 | .0335 | .0230 |
| Lawrence | 12.6 | .0049 | .7 | 29 | 66.2 | 4.5 | .0048 | 114,100 | .0031 | 31,483 | .0017 | .0030 | .0064 | .0048 | .0027 |
| Leake | 18.5 | .0073 | -1.6 | 32 | 60.0 | 6.9 | .0074 | 153,493 | .0041 | 75,259 | .0042 | .0049 | .0109 | .0078 | .0041 |
| Lee | 67.3 | .0266 | 17.9 | 150 | 78.0 | 25.2 | .0269 | 847,581 | .0227 | 550,235 | .0302 | .0257 | .0299 | .0297 | .0256 |
| Leflore | 36.7 | .0144 | -11.6 | 62 | 38.5 | 12.6 | .0134 | 354,162 | .0095 | 214,811 | .0118 | .0112 | .0217 | .0133 | .0098 |
| Lincoln | 30.4 | .0120 | .7 | 52 | 69.9 | 11.2 | .0120 | 295,703 | .0079 | 177,848 | .0097 | .0093 | .0168 | .0131 | .0083 |
| Lowndes | 59.1 | .0233 | 3.1 | 118 | 61.5 | 21.3 | .0227 | 690,037 | .0185 | 390,244 | .0215 | .0202 | .0276 | .0236 | .0200 |
| Madison | 57.0 | .0225 | 37.0 | 79 | 57.4 | 20.6 | .0220 | 709,738 | .0191 | 391,088 | .0214 | .0205 | .0232 | .0233 | .0228 |
| Marion | 25.3 | .0100 | -1.6 | 47 | 69.3 | 9.1 | .0097 | 236,651 | .0063 | 112,780 | .0062 | .0070 | .0149 | .0107 | .0061 |
| Marshall | 30.8 | .0121 | 5.1 | 44 | 49.3 | 10.2 | .0109 | 259,794 | .0070 | 69,526 | .0038 | .0071 | .0143 | .0101 | .0059 |
| Monroe | 36.7 | .0145 | .8 | 48 | 69.3 | 13.5 | .0144 | 364,196 | .0098 | 143,766 | .0079 | .0101 | .0186 | .0141 | .0101 |
| Montgomery | 12.3 | .0048 | -8.0 | 30 | 55.2 | 4.5 | .0048 | 105,741 | .0028 | 48,033 | .0027 | .0032 | .0073 | .0048 | .0028 |
| Neshoba | 24.9 | .0099 | 4.7 | 44 | 67.7 | 8.8 | .0094 | 210,892 | .0056 | 131,812 | .0072 | .0070 | .0146 | .0109 | .0061 |
| Newton | 20.2 | .0079 | 1.2 | 35 | 67.0 | 7.3 | .0078 | 194,191 | .0053 | 79,366 | .0044 | .0055 | .0102 | .0080 | .0050 |
| Noxubee | 12.3 | .0049 | -6.9 | 18 | 30.6 | 4.0 | .0043 | 89,510 | .0024 | 30,122 | .0016 | .0026 | .0066 | .0044 | .0020 |
| Oktibbeha | 38.7 | .0152 | 7.4 | 85 | 62.7 | 12.9 | .0137 | 364,239 | .0097 | 174,690 | .0096 | .0109 | .0199 | .0124 | .0120 |
| Panola | 30.7 | .0121 | 9.0 | 45 | 51.3 | 10.4 | .0111 | 238,336 | .0064 | 149,149 | .0082 | .0080 | .0179 | .0120 | .0068 |
| Pearl River | 39.6 | .0156 | 17.2 | 49 | 85.1 | 14.1 | .0151 | 396,759 | .0107 | 170,081 | .0093 | .0112 | .0196 | .0156 | .0098 |
| Perry | 10.9 | .0043 | 10.5 | 17 | 76.5 | 3.8 | .0040 | 95,360 | .0025 | 20,578 | .0012 | .0026 | .0057 | .0038 | .0021 |
| Pike | 36.6 | .0145 | 1.2 | 90 | 53.6 | 13.3 | .0142 | 309,532 | .0083 | 232,536 | .0127 | .0109 | .0240 | .0149 | .0099 |
| Pontotoc | 22.7 | .0089 | 8.5 | 46 | 85.2 | 8.5 | .0091 | 217,666 | .0059 | 66,504 | .0037 | .0058 | .0111 | .0092 | .0060 |
| Prentiss | 23.3 | .0092 | -3.0 | 56 | 87.8 | 8.6 | .0092 | 219,176 | .0058 | 137,747 | .0075 | .0070 | .0139 | .0105 | .0055 |
| Quitman | 10.1 | .0040 | -20.1 | 25 | 39.9 | 3.4 | .0036 | 76,066 | .0021 | 26,821 | .0015 | .0022 | .0056 | .0032 | .0017 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980-91 | Pop Per Sq. Mi. (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **MISSISSIPPI (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Rankin | 90.7 | .0357 | 30.6 | 117 | 83.0 | 31.1 | .0332 | 1,238,208 | .0332 | 403,705 | .0222 | .0304 | .0282 | .0293 | .0287 |
| Scott | 24.6 | .0097 | .2 | 40 | 61.0 | 8.7 | .0093 | 205,602 | .0055 | 117,907 | .0065 | .0067 | .0150 | .0095 | .0053 |
| Sharkey | 6.9 | .0028 | −13.4 | 16 | 33.0 | 2.1 | .0022 | 45,823 | .0012 | 16,363 | .0008 | .0014 | .0039 | .0020 | .0011 |
| Simpson | 24.0 | .0094 | 2.4 | 41 | 67.0 | 8.4 | .0090 | 212,232 | .0057 | 108,944 | .0060 | .0066 | .0124 | .0100 | .0056 |
| Smith | 14.9 | .0059 | −1.2 | 23 | 77.7 | 5.4 | .0058 | 142,614 | .0038 | 32,821 | .0018 | .0036 | .0078 | .0054 | .0031 |
| Stone | 11.2 | .0044 | 15.3 | 25 | 77.9 | 3.8 | .0040 | 103,471 | .0028 | 53,431 | .0030 | .0032 | .0055 | .0045 | .0023 |
| Sunflower | 34.3 | .0135 | −1.6 | 49 | 34.9 | 9.3 | .0100 | 253,415 | .0068 | 127,890 | .0070 | .0082 | .0173 | .0095 | .0055 |
| Tallahatchie | 15.4 | .0061 | −10.3 | 24 | 40.8 | 5.1 | .0054 | 106,850 | .0029 | 33,889 | .0018 | .0032 | .0090 | .0050 | .0023 |
| Tate | 22.0 | .0087 | 9.3 | 54 | 65.7 | 7.2 | .0077 | 201,410 | .0054 | 120,689 | .0067 | .0063 | .0107 | .0085 | .0049 |
| Tippah | 19.8 | .0078 | 5.7 | 43 | 83.1 | 7.3 | .0078 | 173,231 | .0046 | 90,063 | .0049 | .0054 | .0110 | .0088 | .0050 |
| Tishomingo | 17.7 | .0070 | −4.0 | 42 | 96.3 | 7.1 | .0076 | 185,128 | .0050 | 67,630 | .0037 | .0050 | .0099 | .0077 | .0049 |
| Tunica | 8.0 | .0031 | −17.1 | 18 | 23.9 | 2.5 | .0026 | 53,256 | .0014 | 26,375 | .0015 | .0018 | .0053 | .0023 | .0010 |
| Union | 22.2 | .0088 | 2.1 | 53 | 85.1 | 8.4 | .0090 | 236,276 | .0063 | 95,682 | .0052 | .0066 | .0108 | .0093 | .0066 |
| Walthall | 14.5 | .0057 | 5.4 | 36 | 57.2 | 4.9 | .0052 | 110,623 | .0030 | 49,831 | .0028 | .0034 | .0083 | .0052 | .0024 |
| Warren | 47.2 | .0186 | −8.6 | 80 | 60.0 | 17.2 | .0184 | 544,672 | .0146 | 361,694 | .0198 | .0169 | .0245 | .0192 | .0158 |
| Washington | 67.6 | .0267 | −6.6 | 93 | 41.3 | 22.5 | .0240 | 624,284 | .0168 | 402,766 | .0221 | .0204 | .0376 | .0242 | .0187 |
| Wayne | 19.6 | .0077 | 2.4 | 24 | 63.6 | 7.0 | .0075 | 157,110 | .0042 | 74,537 | .0041 | .0048 | .0112 | .0079 | .0046 |
| Webster | 10.0 | .0039 | −2.9 | 24 | 77.3 | 3.8 | .0040 | 86,505 | .0023 | 34,488 | .0019 | .0026 | .0062 | .0040 | .0020 |
| Wilkinson | 9.5 | .0038 | −5.2 | 14 | 32.1 | 3.3 | .0036 | 63,617 | .0017 | 26,762 | .0015 | .0020 | .0067 | .0035 | .0012 |
| Winston | 19.4 | .0076 | −.4 | 32 | 56.9 | 7.0 | .0074 | 181,354 | .0049 | 77,208 | .0042 | .0053 | .0100 | .0075 | .0048 |
| Yalobusha | 12.0 | .0048 | −9.0 | 26 | 62.2 | 4.6 | .0049 | 101,592 | .0027 | 38,788 | .0022 | .0028 | .0076 | .0047 | .0024 |
| Yazoo | 25.1 | .0099 | −8.2 | 27 | 46.6 | 8.7 | .0093 | 206,075 | .0055 | 86,589 | .0047 | .0062 | .0148 | .0083 | .0051 |
| **TOTAL METRO COUNTIES** | **789.8** | **.3114** | **10.3** | **171** | **68.5** | **280.4** | **.2993** | **9,688,587** | **.2599** | **4,960,379** | **.2723** | **.2738** | **.3247** | **.3126** | **.2562** |
| **TOTAL STATE** | **2,591.8** | **1.0219** | **2.8** | **55** | **63.4** | **918.0** | **.9799** | **26,565,004** | **.7124** | **13,692,446** | **.7517** | **.7861** | **1.3121** | **1.0147** | **.7094** |
| **MISSOURI** | | | | | | | | | | | | | | | |
| **COLUMBIA** | **114.3** | **.0450** | **13.9** | **167** | **89.0** | **42.6** | **.0454** | **1,559,176** | **.0418** | **921,455** | **.0506** | **.0452** | **.0474** | **.0495** | **.0405** |
| Boone | 114.3 | .0450 | 13.9 | 167 | 89.0 | 42.6 | .0454 | 1,559,176 | .0418 | 921,455 | .0506 | .0452 | .0474 | .0495 | .0405 |
| **JOPLIN** | **136.4** | **.0538** | **7.0** | **108** | **96.4** | **53.6** | **.0572** | **1,583,757** | **.0424** | **1,058,134** | **.0581** | **.0493** | **.0692** | **.0693** | **.0434** |
| Jasper | 91.4 | .0361 | 5.1 | 143 | 96.3 | 36.5 | .0389 | 1,053,454 | .0282 | 855,531 | .0470 | .0354 | .0501 | .0494 | .0302 |
| Newton | 45.0 | .0177 | 11.0 | 72 | 96.7 | 17.1 | .0183 | 530,303 | .0142 | 202,603 | .0111 | .0139 | .0191 | .0199 | .0132 |
| **KANSAS CITY** | **1,607.2** | **.6338** | **12.1** | **322** | **85.4** | **618.5** | **.6604** | **25,924,628** | **.6953** | **12,625,622** | **.6931** | **.6826** | **.5732** | **.6430** | **.6585** |
| Cass | 66.6 | .0263 | 30.5 | 95 | 97.8 | 23.9 | .0255 | 925,859 | .0248 | 324,253 | .0178 | .0230 | .0204 | .0233 | .0205 |
| Clay | 157.1 | .0619 | 15.1 | 396 | 96.8 | 60.4 | .0645 | 2,469,211 | .0662 | 1,420,877 | .0780 | .0689 | .0474 | .0676 | .0689 |
| Jackson | 637.4 | .2513 | 1.3 | 1,054 | 76.6 | 254.3 | .2715 | 9,506,091 | .2550 | 5,302,127 | .2911 | .2651 | .2632 | .2792 | .2593 |
| Lafayette | 31.5 | .0124 | 5.2 | 50 | 96.5 | 11.9 | .0127 | 392,367 | .0105 | 121,106 | .0066 | .0098 | .0121 | .0128 | .0085 |
| Platte | 60.7 | .0240 | 31.0 | 144 | 95.7 | 23.2 | .0248 | 1,046,250 | .0281 | 338,088 | .0186 | .0244 | .0209 | .0204 | .0225 |
| Ray | 22.4 | .0089 | 4.8 | 39 | 97.9 | 8.2 | .0088 | 277,189 | .0074 | 79,932 | .0044 | .0069 | .0073 | .0077 | .0064 |
| *Johnson, Kans.* | *379.8* | *.1498* | *40.5* | *797* | *95.8* | *146.3* | *.1562* | *8,206,805* | *.2201* | *3,707,724* | *.2036* | *.2011* | *.1057* | *.1368* | *.1986* |
| *Leavenworth, Kans.* | *66.7* | *.0263* | *21.7* | *144* | *86.3* | *20.6* | *.0220* | *969,639* | *.0260* | *287,614* | *.0158* | *.0231* | *.0164* | *.0184* | *.0198* |
| *Miami, Kans.* | *24.2* | *.0095* | *11.9* | *42* | *96.9* | *8.7* | *.0093* | *330,060* | *.0089* | *114,380* | *.0062* | *.0082* | *.0084* | *.0085* | *.0072* |
| *Wyandotte, Kans.* | *160.8* | *.0634* | *−6.7* | *1,062* | *69.7* | *61.0* | *.0651* | *1,801,157* | *.0483* | *929,521* | *.0510* | *.0521* | *.0714* | *.0683* | *.0468* |
| **ST. JOSEPH** | **82.7** | **.0327** | **−5.9** | **202** | **96.1** | **32.2** | **.0344** | **1,001,411** | **.0269** | **610,742** | **.0335** | **.0300** | **.0401** | **.0371** | **.0245** |
| Buchanan | 82.7 | .0327 | −5.9 | 202 | 96.1 | 32.2 | .0344 | 1,001,411 | .0269 | 610,742 | .0335 | .0300 | .0401 | .0371 | .0245 |
| **ST. LOUIS** | **2,475.7** | **.9761** | **4.2** | **464** | **81.5** | **936.3** | **.9995** | **38,851,311** | **1.0417** | **18,310,538** | **1.0052** | **1.0179** | **.8974** | **.9519** | **.9909** |
| Franklin | 84.2 | .0332 | 18.2 | 91 | 98.6 | 29.2 | .0311 | 1,013,756 | .0272 | 502,807 | .0276 | .0284 | .0286 | .0327 | .0258 |
| Jefferson | 177.2 | .0698 | 21.2 | 270 | 98.7 | 61.3 | .0655 | 2,312,819 | .0620 | 866,303 | .0475 | .0592 | .0527 | .0587 | .0544 |
| St. Charles | 231.5 | .0913 | 60.6 | 412 | 96.5 | 81.0 | .0865 | 3,757,062 | .1007 | 1,553,068 | .0852 | .0943 | .0595 | .0718 | .0953 |
| St. Louis | 1,005.2 | .3964 | 3.2 | 1,980 | 83.8 | 385.8 | .4119 | 19,180,960 | .5143 | 9,180,157 | .5040 | .4877 | .3047 | .3868 | .4987 |
| St. Louis city | 386.3 | .1523 | −14.7 | 6,241 | 50.8 | 160.7 | .1715 | 4,558,977 | .1222 | 2,410,317 | .1323 | .1313 | .2270 | .1751 | .1135 |
| *Clinton, Ill.* | *34.2* | *.0135* | *4.9* | *72* | *96.1* | *11.7* | *.0125* | *436,598* | *.0117* | *164,553* | *.0090* | *.0113* | *.0106* | *.0112* | *.0107* |
| *Jersey, Ill.* | *20.7* | *.0082* | *.8* | *56* | *99.1* | *7.5* | *.0080* | *256,187* | *.0068* | *115,730* | *.0064* | *.0070* | *.0069* | *.0082* | *.0064* |
| *Madison, Ill.* | *250.7* | *.0988* | *1.2* | *346* | *92.5* | *95.4* | *.1018* | *3,553,057* | *.0953* | *1,745,246* | *.0959* | *.0962* | *.1041* | *.0996* | *.0854* |
| *Monroe, Ill.* | *23.2* | *.0091* | *15.3* | *60* | *99.4* | *8.5* | *.0091* | *352,927* | *.0095* | *142,096* | *.0078* | *.0089* | *.0074* | *.0082* | *.0079* |
| *St. Clair, Ill.* | *262.5* | *.1035* | *−1.9* | *395* | *71.8* | *95.2* | *.1016* | *3,428,968* | *.0920* | *1,630,261* | *.0895* | *.0936* | *.0959* | *.0996* | *.0928* |
| **SPRINGFIELD** | **248.2** | **.0979** | **19.5** | **200** | **97.1** | **95.7** | **.1021** | **3,240,192** | **.0868** | **2,111,044** | **.1159** | **.0978** | **.1057** | **.1183** | **.0840** |
| Christian | 35.1 | .0139 | 56.7 | 62 | 99.1 | 12.8 | .0136 | 406,072 | .0108 | 145,708 | .0080 | .0106 | .0127 | .0137 | .0096 |
| Greene | 213.1 | .0840 | 15.0 | 316 | 96.8 | 82.9 | .0885 | 2,834,120 | .0760 | 1,965,336 | .1079 | .0872 | .0930 | .1046 | .0744 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Adair | 24.3 | .0095 | −2.3 | 43 | 98.0 | 8.9 | .0095 | 244,125 | .0066 | 177,198 | .0097 | .0082 | .0148 | .0104 | .0065 |
| Andrew | 14.8 | .0059 | 5.9 | 34 | 99.3 | 5.6 | .0060 | 178,159 | .0047 | 42,584 | .0024 | .0043 | .0056 | .0053 | .0040 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980-91 | Pop Per Sq. Mi. (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **MISSOURI (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Atchison | 7.2 | .0028 | –16.3 | 13 | 98.3 | 2.9 | .0031 | 83,562 | .0023 | 27,978 | .0015 | .0021 | .0035 | .0031 | .0018 |
| Audrain | 23.2 | .0092 | –12.3 | 33 | 93.4 | 9.0 | .0096 | 277,098 | .0074 | 140,551 | .0077 | .0078 | .0111 | .0101 | .0078 |
| Barry | 28.3 | .0111 | 15.9 | 36 | 98.5 | 11.2 | .0120 | 293,658 | .0079 | 126,257 | .0070 | .0082 | .0152 | .0144 | .0069 |
| Barton | 11.4 | .0045 | 1.0 | 19 | 98.6 | 4.6 | .0049 | 127,698 | .0034 | 46,375 | .0025 | .0035 | .0056 | .0056 | .0027 |
| Bates | 15.1 | .0060 | –4.9 | 18 | 98.6 | 6.0 | .0064 | 155,211 | .0042 | 64,958 | .0036 | .0042 | .0085 | .0065 | .0036 |
| Benton | 14.1 | .0055 | 15.7 | 20 | 99.2 | 5.9 | .0063 | 142,765 | .0038 | 62,946 | .0034 | .0041 | .0078 | .0075 | .0031 |
| Bollinger | 10.8 | .0043 | 4.8 | 17 | 99.3 | 4.0 | .0043 | 104,296 | .0028 | 33,314 | .0019 | .0028 | .0051 | .0043 | .0023 |
| Boone | 114.3 | .0450 | 13.9 | 167 | 89.0 | 42.6 | .0454 | 1,559,176 | .0418 | 921,455 | .0506 | .0452 | .0474 | .0495 | .0405 |
| Buchanan | 82.7 | .0327 | –5.9 | 202 | 96.1 | 32.2 | .0344 | 1,001,411 | .0269 | 610,742 | .0335 | .0300 | .0401 | .0371 | .0245 |
| Butler | 38.7 | .0152 | 2.7 | 55 | 94.2 | 15.3 | .0163 | 378,812 | .0101 | 292,621 | .0161 | .0130 | .0258 | .0191 | .0112 |
| Caldwell | 8.4 | .0033 | –3.0 | 20 | 99.5 | 3.2 | .0035 | 86,317 | .0023 | 15,804 | .0008 | .0019 | .0044 | .0034 | .0018 |
| Callaway | 33.8 | .0134 | 4.8 | 40 | 94.5 | 11.6 | .0123 | 391,004 | .0105 | 161,362 | .0089 | .0107 | .0116 | .0127 | .0092 |
| Camden | 28.6 | .0112 | 42.9 | 44 | 99.2 | 11.8 | .0126 | 374,374 | .0101 | 260,442 | .0143 | .0115 | .0144 | .0161 | .0105 |
| Cape Girardeau | 62.3 | .0246 | 5.9 | 108 | 94.0 | 23.8 | .0254 | 792,682 | .0212 | 618,645 | .0339 | .0258 | .0289 | .0301 | .0239 |
| Carroll | 10.5 | .0041 | –13.5 | 15 | 97.7 | 4.3 | .0046 | 115,263 | .0031 | 39,125 | .0022 | .0030 | .0059 | .0048 | .0026 |
| Carter | 5.6 | .0022 | 3.2 | 11 | 99.1 | 2.1 | .0023 | 44,429 | .0012 | 14,757 | .0008 | .0013 | .0036 | .0024 | .0010 |
| Cass | 66.6 | .0263 | 30.5 | 95 | 97.8 | 23.9 | .0255 | 925,859 | .0248 | 324,253 | .0178 | .0230 | .0204 | .0233 | .0205 |
| Cedar | 12.1 | .0048 | 1.7 | 25 | 99.1 | 5.0 | .0053 | 118,907 | .0032 | 51,977 | .0029 | .0034 | .0075 | .0058 | .0027 |
| Chariton | 9.0 | .0035 | –14.2 | 12 | 96.3 | 3.6 | .0039 | 105,540 | .0029 | 24,600 | .0013 | .0025 | .0041 | .0039 | .0023 |
| Christian | 35.1 | .0139 | 56.7 | 62 | 99.1 | 12.8 | .0136 | 406,072 | .0108 | 145,708 | .0080 | .0106 | .0127 | .0137 | .0096 |
| Clark | 7.4 | .0029 | –12.9 | 15 | 99.8 | 2.8 | .0030 | 71,620 | .0020 | 30,290 | .0017 | .0021 | .0037 | .0030 | .0015 |
| Clay | 157.1 | .0619 | 15.1 | 396 | 96.8 | 60.4 | .0645 | 2,469,211 | .0662 | 1,420,877 | .0780 | .0689 | .0474 | .0676 | .0689 |
| Clinton | 16.8 | .0066 | 5.6 | 40 | 97.4 | 6.3 | .0067 | 211,885 | .0057 | 77,181 | .0042 | .0053 | .0061 | .0067 | .0046 |
| Cole | 64.4 | .0254 | 13.7 | 164 | 91.5 | 23.4 | .0250 | 963,426 | .0258 | 729,719 | .0401 | .0301 | .0210 | .0302 | .0229 |
| Cooper | 14.8 | .0059 | 1.1 | 26 | 91.2 | 5.3 | .0057 | 157,396 | .0042 | 72,087 | .0039 | .0046 | .0064 | .0061 | .0037 |
| Crawford | 19.7 | .0077 | 7.7 | 27 | 99.6 | 7.5 | .0080 | 192,946 | .0052 | 96,167 | .0053 | .0055 | .0099 | .0092 | .0043 |
| Dade | 7.5 | .0030 | 1.6 | 15 | 98.5 | 3.0 | .0032 | 80,537 | .0022 | 18,970 | .0011 | .0021 | .0037 | .0033 | .0015 |
| Dallas | 13.1 | .0052 | 8.3 | 24 | 99.0 | 5.1 | .0054 | 125,638 | .0033 | 51,671 | .0028 | .0035 | .0074 | .0059 | .0030 |
| Daviess | 7.8 | .0030 | –12.4 | 14 | 99.4 | 3.0 | .0032 | 76,135 | .0021 | 33,004 | .0018 | .0021 | .0038 | .0037 | .0016 |
| De Kalb | 10.9 | .0043 | 32.6 | 26 | 89.8 | 3.3 | .0035 | 109,882 | .0029 | 22,945 | .0013 | .0028 | .0038 | .0031 | .0022 |
| Dent | 13.7 | .0054 | –5.6 | 18 | 99.1 | 5.3 | .0057 | 136,250 | .0037 | 61,041 | .0033 | .0039 | .0081 | .0059 | .0032 |
| Douglas | 12.0 | .0048 | 3.5 | 15 | 99.0 | 4.7 | .0050 | 115,775 | .0031 | 56,240 | .0031 | .0035 | .0070 | .0061 | .0021 |
| Dunklin | 32.6 | .0128 | –10.3 | 60 | 91.2 | 12.9 | .0138 | 319,755 | .0085 | 182,581 | .0100 | .0099 | .0219 | .0144 | .0075 |
| Franklin | 84.2 | .0332 | 18.2 | 91 | 98.6 | 29.2 | .0311 | 1,013,756 | .0272 | 502,807 | .0276 | .0284 | .0286 | .0327 | .0258 |
| Gasconade | 14.2 | .0056 | 7.7 | 27 | 99.6 | 5.7 | .0061 | 163,774 | .0044 | 72,722 | .0040 | .0046 | .0068 | .0064 | .0039 |
| Gentry | 6.6 | .0026 | –16.3 | 13 | 99.4 | 2.6 | .0028 | 68,511 | .0019 | 29,740 | .0017 | .0019 | .0038 | .0033 | .0014 |
| Greene | 213.1 | .0840 | 15.0 | 316 | 96.8 | 82.9 | .0885 | 2,834,120 | .0760 | 1,965,336 | .1079 | .0872 | .0930 | .1046 | .0744 |
| Grundy | 10.3 | .0041 | –13.9 | 24 | 99.2 | 4.3 | .0046 | 113,793 | .0030 | 52,156 | .0028 | .0032 | .0066 | .0050 | .0027 |
| Harrison | 8.3 | .0033 | –16.1 | 11 | 99.2 | 3.5 | .0037 | 89,428 | .0024 | 81,529 | .0045 | .0032 | .0048 | .0048 | .0019 |
| Henry | 20.1 | .0079 | 2.2 | 29 | 98.2 | 8.2 | .0088 | 221,572 | .0060 | 127,926 | .0070 | .0066 | .0114 | .0104 | .0056 |
| Hickory | 7.4 | .0029 | 16.2 | 19 | 99.0 | 3.2 | .0034 | 69,725 | .0018 | 16,326 | .0009 | .0018 | .0043 | .0039 | .0014 |
| Holt | 5.9 | .0023 | –14.3 | 13 | 99.4 | 2.4 | .0026 | 63,961 | .0017 | 26,608 | .0015 | .0018 | .0031 | .0029 | .0012 |
| Howard | 9.6 | .0038 | –4.1 | 21 | 92.0 | 3.6 | .0038 | 105,908 | .0029 | 25,283 | .0014 | .0025 | .0040 | .0036 | .0023 |
| Howell | 31.9 | .0126 | 10.7 | 34 | 99.0 | 12.5 | .0133 | 308,541 | .0083 | 203,396 | .0111 | .0101 | .0213 | .0154 | .0075 |
| Iron | 10.7 | .0042 | –3.5 | 19 | 99.3 | 4.0 | .0043 | 96,569 | .0025 | 42,979 | .0024 | .0028 | .0063 | .0046 | .0021 |
| Jackson | 637.4 | .2513 | 1.3 | 1,054 | 76.6 | 254.3 | .2715 | 9,506,091 | .2550 | 5,302,127 | .2911 | .2651 | .2632 | .2792 | .2593 |
| Jasper | 91.4 | .0361 | 5.1 | 143 | 96.3 | 36.5 | .0389 | 1,053,454 | .0282 | 855,531 | .0470 | .0354 | .0501 | .0494 | .0302 |
| Jefferson | 177.2 | .0698 | 21.2 | 270 | 98.7 | 61.3 | .0655 | 2,312,819 | .0620 | 866,303 | .0475 | .0592 | .0527 | .0587 | .0544 |
| Johnson | 43.5 | .0172 | 11.4 | 52 | 92.0 | 14.8 | .0158 | 478,219 | .0129 | 181,839 | .0100 | .0129 | .0162 | .0171 | .0103 |
| Knox | 4.3 | .0017 | –21.9 | 9 | 99.5 | 1.8 | .0019 | 43,889 | .0011 | 10,275 | .0006 | .0010 | .0027 | .0019 | .0009 |
| Laclede | 27.6 | .0109 | 13.5 | 36 | 98.8 | 10.6 | .0113 | 296,479 | .0080 | 216,606 | .0119 | .0098 | .0130 | .0142 | .0104 |
| Lafayette | 31.5 | .0124 | 5.2 | 50 | 96.5 | 11.9 | .0127 | 392,367 | .0105 | 121,106 | .0066 | .0098 | .0121 | .0128 | .0085 |
| Lawrence | 30.7 | .0121 | 6.0 | 50 | 98.7 | 11.9 | .0127 | 325,348 | .0087 | 127,789 | .0071 | .0088 | .0149 | .0134 | .0077 |
| Lewis | 10.0 | .0039 | –8.3 | 20 | 96.2 | 3.6 | .0039 | 100,003 | .0027 | 31,304 | .0017 | .0027 | .0046 | .0036 | .0021 |
| Lincoln | 30.5 | .0121 | 37.4 | 48 | 97.4 | 10.9 | .0116 | 370,832 | .0100 | 129,553 | .0071 | .0095 | .0112 | .0111 | .0084 |
| Linn | 13.7 | .0054 | –11.6 | 22 | 98.9 | 5.7 | .0061 | 145,207 | .0039 | 79,701 | .0044 | .0044 | .0086 | .0070 | .0035 |
| Livingston | 14.5 | .0057 | –7.9 | 27 | 97.1 | 5.6 | .0060 | 176,224 | .0047 | 103,356 | .0056 | .0051 | .0069 | .0065 | .0046 |
| McDonald | 17.3 | .0068 | 16.0 | 32 | 96.1 | 6.5 | .0069 | 158,345 | .0042 | 64,071 | .0036 | .0046 | .0086 | .0081 | .0039 |
| Macon | 15.3 | .0060 | –6.2 | 19 | 97.0 | 6.1 | .0065 | 172,840 | .0047 | 83,250 | .0045 | .0049 | .0074 | .0070 | .0040 |
| Madison | 11.4 | .0045 | 6.3 | 23 | 99.2 | 4.5 | .0048 | 104,743 | .0028 | 52,302 | .0029 | .0032 | .0068 | .0054 | .0024 |
| Maries | 8.1 | .0032 | 7.3 | 15 | 99.2 | 3.0 | .0032 | 77,829 | .0021 | 21,127 | .0012 | .0019 | .0038 | .0034 | .0016 |
| Marion | 27.5 | .0109 | –4.0 | 63 | 94.8 | 10.7 | .0114 | 302,386 | .0081 | 203,004 | .0111 | .0097 | .0134 | .0132 | .0082 |
| Mercer | 3.5 | .0013 | –25.3 | 8 | 99.7 | 1.5 | .0016 | 37,365 | .0010 | 5,793 | .0003 | .0009 | .0022 | .0015 | .0007 |
| Miller | 21.0 | .0083 | 13.3 | 35 | 99.3 | 8.1 | .0087 | 213,080 | .0057 | 153,331 | .0084 | .0069 | .0109 | .0109 | .0055 |
| Mississippi | 14.3 | .0057 | –9.1 | 35 | 80.1 | 5.4 | .0058 | 135,934 | .0036 | 88,871 | .0049 | .0045 | .0093 | .0060 | .0028 |
| Moniteau | 12.3 | .0048 | 1.9 | 30 | 98.0 | 4.6 | .0049 | 140,292 | .0038 | 56,865 | .0031 | .0037 | .0050 | .0054 | .0032 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES | | | | | | | | | | | | | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980-91 | Pop. Per Sq. Mi. (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **MISSOURI (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Monroe | 9.0 | .0036 | −7.4 | 14 | 95.6 | 3.5 | .0037 | 90,107 | .0024 | 31,724 | .0018 | .0025 | .0047 | .0041 | .0020 |
| Montgomery | 11.4 | .0044 | −1.2 | 21 | 97.3 | 4.4 | .0047 | 125,609 | .0034 | 83,708 | .0046 | .0039 | .0055 | .0055 | .0027 |
| Morgan | 15.9 | .0063 | 15.2 | 27 | 98.8 | 6.4 | .0068 | 170,059 | .0045 | 100,709 | .0055 | .0052 | .0094 | .0082 | .0042 |
| New Madrid | 20.4 | .0081 | −11.1 | 30 | 84.0 | 7.6 | .0081 | 200,136 | .0054 | 74,149 | .0041 | .0056 | .0101 | .0081 | .0051 |
| Newton | 45.0 | .0177 | 11.0 | 72 | 96.7 | 17.1 | .0183 | 530,303 | .0142 | 202,603 | .0111 | .0139 | .0191 | .0199 | .0132 |
| Nodaway | 21.7 | .0086 | −1.4 | 25 | 98.2 | 7.5 | .0080 | 224,089 | .0060 | 100,924 | .0055 | .0065 | .0103 | .0078 | .0053 |
| Oregon | 9.4 | .0037 | −8.2 | 12 | 99.3 | 3.8 | .0041 | 78,596 | .0021 | 50,651 | .0028 | .0026 | .0069 | .0045 | .0017 |
| Osage | 12.0 | .0047 | −.1 | 20 | 99.4 | 4.3 | .0045 | 138,764 | .0038 | 58,593 | .0032 | .0037 | .0037 | .0046 | .0031 |
| Ozark | 8.8 | .0035 | 10.5 | 12 | 99.3 | 3.6 | .0039 | 84,431 | .0022 | 29,580 | .0017 | .0023 | .0054 | .0043 | .0018 |
| Pemiscot | 21.6 | .0085 | −13.6 | 44 | 74.1 | 8.2 | .0087 | 185,754 | .0050 | 90,761 | .0049 | .0057 | .0143 | .0080 | .0041 |
| Perry | 16.7 | .0066 | −.5 | 35 | 99.3 | 6.1 | .0066 | 186,100 | .0050 | 106,916 | .0059 | .0057 | .0063 | .0070 | .0040 |
| Pettis | 35.6 | .0140 | −2.1 | 52 | 96.1 | 14.2 | .0151 | 423,512 | .0114 | 256,041 | .0141 | .0126 | .0176 | .0173 | .0117 |
| Phelps | 35.7 | .0141 | 6.1 | 53 | 96.0 | 13.5 | .0144 | 413,854 | .0111 | 262,655 | .0144 | .0127 | .0180 | .0162 | .0104 |
| Pike | 15.9 | .0062 | −9.5 | 24 | 94.2 | 6.1 | .0065 | 173,666 | .0046 | 69,654 | .0038 | .0047 | .0071 | .0069 | .0039 |
| Platte | 60.7 | .0240 | 31.0 | 144 | 95.7 | 23.2 | .0248 | 1,046,250 | .0281 | 338,088 | .0186 | .0244 | .0209 | .0204 | .0225 |
| Polk | 22.4 | .0088 | 19.0 | 35 | 98.6 | 8.2 | .0088 | 215,410 | .0058 | 105,786 | .0058 | .0064 | .0121 | .0099 | .0051 |
| Pulaski | 40.8 | .0161 | −2.9 | 75 | 81.9 | 12.3 | .0131 | 426,632 | .0114 | 166,966 | .0092 | .0117 | .0115 | .0164 | .0094 |
| Putnam | 4.9 | .0019 | −19.6 | 9 | 99.7 | 2.1 | .0022 | 47,697 | .0013 | 12,385 | .0006 | .0013 | .0034 | .0024 | .0010 |
| Ralls | 8.5 | .0034 | −5.4 | 18 | 98.1 | 3.2 | .0034 | 101,885 | .0027 | 19,618 | .0011 | .0024 | .0032 | .0031 | .0021 |
| Randolph | 24.2 | .0095 | −5.0 | 50 | 91.5 | 8.9 | .0095 | 282,771 | .0076 | 143,542 | .0079 | .0079 | .0117 | .0107 | .0068 |
| Ray | 22.4 | .0089 | 4.8 | 39 | 97.9 | 8.2 | .0088 | 277,189 | .0074 | 79,932 | .0044 | .0069 | .0073 | .0077 | .0064 |
| Reynolds | 6.5 | .0025 | −10.1 | 8 | 99.6 | 2.5 | .0027 | 63,636 | .0017 | 14,039 | .0008 | .0015 | .0034 | .0028 | .0012 |
| Ripley | 12.4 | .0049 | −.5 | 20 | 99.4 | 4.9 | .0052 | 99,528 | .0027 | 47,798 | .0026 | .0031 | .0093 | .0056 | .0020 |
| St. Charles | 231.5 | .0913 | 60.6 | 412 | 96.5 | 81.0 | .0865 | 3,757,062 | .1007 | 1,553,068 | .0852 | .0943 | .0595 | .0718 | .0953 |
| St. Clair | 8.5 | .0033 | −1.4 | 13 | 99.2 | 3.5 | .0037 | 88,026 | .0024 | 34,719 | .0020 | .0023 | .0049 | .0037 | .0020 |
| Ste. Genevieve | 16.4 | .0065 | 8.0 | 33 | 99.4 | 5.9 | .0063 | 186,501 | .0050 | 55,785 | .0030 | .0048 | .0058 | .0059 | .0046 |
| St. Francois | 50.3 | .0198 | 18.1 | 112 | 97.2 | 18.3 | .0195 | 534,793 | .0144 | 276,891 | .0152 | .0157 | .0230 | .0221 | .0141 |
| St. Louis | 1,005.2 | .3964 | 3.2 | 1,980 | 83.8 | 385.8 | .4119 | 19,180,960 | .5143 | 9,180,157 | .5040 | .4877 | .3047 | .3868 | .4987 |
| St. Louis city | 386.3 | .1523 | −14.7 | 6,241 | 50.8 | 160.7 | .1715 | 4,558,977 | .1222 | 2,410,317 | .1323 | .1313 | .2270 | .1751 | .1135 |
| Saline | 23.4 | .0092 | −6.1 | 31 | 93.6 | 8.9 | .0095 | 269,345 | .0073 | 116,006 | .0064 | .0073 | .0106 | .0109 | .0067 |
| Schuyler | 4.1 | .0016 | −17.7 | 13 | 99.7 | 1.7 | .0018 | 40,876 | .0010 | 15,656 | .0009 | .0011 | .0025 | .0021 | .0010 |
| Scotland | 4.7 | .0019 | −13.2 | 11 | 99.7 | 1.9 | .0020 | 45,017 | .0013 | 20,306 | .0011 | .0013 | .0030 | .0021 | .0009 |
| Scott | 39.6 | .0156 | −.1 | 94 | 90.5 | 14.9 | .0159 | 423,489 | .0113 | 293,236 | .0161 | .0137 | .0232 | .0177 | .0110 |
| Shannon | 7.6 | .0030 | −3.6 | 8 | 99.5 | 2.9 | .0031 | 63,945 | .0017 | 16,019 | .0009 | .0017 | .0043 | .0032 | .0013 |
| Shelby | 6.8 | .0026 | −13.1 | 14 | 98.9 | 2.8 | .0030 | 73,939 | .0020 | 28,935 | .0015 | .0021 | .0039 | .0035 | .0015 |
| Stoddard | 28.9 | .0114 | −.4 | 35 | 98.3 | 11.4 | .0122 | 293,887 | .0079 | 172,592 | .0095 | .0089 | .0177 | .0134 | .0069 |
| Stone | 19.8 | .0078 | 27.0 | 43 | 99.0 | 8.2 | .0087 | 251,310 | .0067 | 70,694 | .0039 | .0062 | .0085 | .0092 | .0054 |
| Sullivan | 6.2 | .0025 | −16.6 | 10 | 99.8 | 2.6 | .0028 | 61,614 | .0017 | 16,884 | .0009 | .0016 | .0041 | .0032 | .0013 |
| Taney | 26.4 | .0104 | 29.0 | 42 | 99.0 | 10.7 | .0114 | 313,050 | .0084 | 202,911 | .0112 | .0096 | .0140 | .0148 | .0068 |
| Texas | 21.5 | .0085 | 2.0 | 18 | 99.2 | 8.5 | .0091 | 194,247 | .0052 | 105,918 | .0058 | .0061 | .0131 | .0110 | .0042 |
| Vernon | 18.9 | .0074 | −4.6 | 23 | 98.7 | 7.3 | .0078 | 197,991 | .0053 | 104,161 | .0057 | .0058 | .0095 | .0095 | .0054 |
| Warren | 20.5 | .0081 | 37.6 | 47 | 97.0 | 7.4 | .0079 | 251,169 | .0067 | 69,673 | .0038 | .0061 | .0067 | .0071 | .0055 |
| Washington | 20.9 | .0082 | 16.2 | 28 | 97.6 | 7.2 | .0077 | 173,616 | .0047 | 58,661 | .0033 | .0049 | .0107 | .0078 | .0037 |
| Wayne | 11.7 | .0047 | 3.8 | 15 | 99.5 | 4.6 | .0049 | 103,096 | .0028 | 42,783 | .0023 | .0031 | .0083 | .0049 | .0020 |
| Webster | 24.6 | .0097 | 20.5 | 41 | 98.2 | 8.7 | .0093 | 239,013 | .0064 | 91,128 | .0050 | .0066 | .0105 | .0105 | .0053 |
| Worth | 2.3 | .0009 | −23.5 | 9 | 99.7 | 1.0 | .0010 | 21,723 | .0005 | 8,917 | .0005 | .0006 | .0017 | .0012 | .0005 |
| Wright | 16.8 | .0066 | 3.8 | 25 | 98.9 | 6.5 | .0070 | 139,080 | .0038 | 78,409 | .0043 | .0045 | .0119 | .0075 | .0033 |
| **TOTAL METRO COUNTIES** | **3,441.7** | **1.3572** | **6.7** | **357** | **83.9** | **1,324.0** | **1.4134** | **52,825,077** | **1.4163** | **26,800,410** | **1.4712** | **1.4213** | **1.3062** | **1.4103** | **1.3662** |
| **TOTAL STATE** | **5,184.8** | **2.0442** | **5.5** | **75** | **88.0** | **1,986.9** | **2.1210** | **71,678,982** | **1.9222** | **36,427,985** | **2.0000** | **1.9700** | **2.1821** | **2.1941** | **1.8194** |
| **MONTANA** | | | | | | | | | | | | | | | |
| **BILLINGS** | **112.8** | **.0445** | **4.4** | **43** | **95.9** | **44.5** | **.0475** | **1,582,270** | **.0425** | **1,093,984** | **.0601** | **.0481** | **.0549** | **.0541** | **.0485** |
| Yellowstone | 112.8 | .0445 | 4.4 | 43 | 95.9 | 44.5 | .0475 | 1,582,270 | .0425 | 1,093,984 | .0601 | .0481 | .0549 | .0541 | .0483 |
| **GREAT FALLS** | **77.9** | **.0307** | **−3.5** | **29** | **93.4** | **30.3** | **.0323** | **1,029,820** | **.0276** | **623,438** | **.0343** | **.0301** | **.0345** | **.0377** | **.0299** |
| Cascade | 77.9 | .0307 | −3.5 | 29 | 93.4 | 30.3 | .0323 | 1,029,820 | .0276 | 623,438 | .0343 | .0301 | .0345 | .0377 | .0299 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Beaverhead | 8.6 | .0034 | 5.1 | 2 | 97.8 | 3.3 | .0035 | 96,001 | .0026 | 40,382 | .0023 | .0026 | .0047 | .0038 | .0026 |
| Big Horn | 11.4 | .0045 | 2.7 | 2 | 42.1 | 3.4 | .0037 | 92,531 | .0025 | 45,338 | .0024 | .0029 | .0053 | .0035 | .0022 |
| Blaine | 6.7 | .0026 | −4.3 | 2 | 58.7 | 2.4 | .0025 | 61,232 | .0016 | 24,991 | .0014 | .0019 | .0035 | .0029 | .0016 |
| Broadwater | 3.4 | .0014 | 4.1 | 3 | 98.1 | 1.3 | .0014 | 41,106 | .0011 | 9,063 | .0005 | .0008 | .0014 | .0015 | .0008 |
| Carbon | 8.0 | .0031 | −1.2 | 4 | 99.1 | 3.2 | .0034 | 95,683 | .0026 | 25,105 | .0014 | .0024 | .0038 | .0033 | .0021 |
| Carter | 1.5 | .0006 | −16.6 | 0 | 99.2 | .6 | .0007 | 17,490 | .0005 | 2,891 | .0001 | .0004 | .0008 | .0008 | .0003 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES | | | | | | | | | | | | | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980–91 | Pop. Per Sq. Mi. (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **MONTANA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Cascade | 77.9 | .0307 | −3.5 | 29 | 93.4 | 30.3 | .0323 | 1,029,820 | .0276 | 623,438 | .0343 | .0301 | .0345 | .0377 | .0299 |
| Chouteau | 5.4 | .0022 | −11.4 | 1 | 95.7 | 2.0 | .0022 | 70,557 | .0019 | 18,248 | .0010 | .0018 | .0018 | .0022 | .0015 |
| Custer | 11.6 | .0045 | −11.5 | 3 | 97.9 | 4.6 | .0049 | 138,810 | .0037 | 93,807 | .0051 | .0044 | .0072 | .0056 | .0042 |
| Daniels | 2.2 | .0009 | −22.4 | 2 | 99.0 | .9 | .0009 | 24,344 | .0007 | 6,446 | .0004 | .0005 | .0010 | .0011 | .0005 |
| Dawson | 9.0 | .0035 | −23.8 | 4 | 98.8 | 3.5 | .0038 | 106,956 | .0028 | 49,395 | .0027 | .0029 | .0040 | .0037 | .0030 |
| Deer Lodge | 10.1 | .0040 | −19.3 | 14 | 96.7 | 4.0 | .0042 | 109,851 | .0030 | 45,566 | .0025 | .0031 | .0055 | .0045 | .0030 |
| Fallon | 2.9 | .0012 | −22.9 | 2 | 99.3 | 1.1 | .0012 | 32,510 | .0008 | 11,907 | .0006 | .0009 | .0010 | .0014 | .0009 |
| Fergus | 12.0 | .0047 | −8.2 | 3 | 98.8 | 4.6 | .0049 | 141,607 | .0038 | 58,794 | .0033 | .0037 | .0053 | .0055 | .0039 |
| Flathead | 60.2 | .0237 | 15.8 | 12 | 97.9 | 23.3 | .0249 | 890,433 | .0239 | 496,013 | .0272 | .0250 | .0258 | .0257 | .0243 |
| Gallatin | 51.2 | .0202 | 19.4 | 20 | 97.7 | 19.4 | .0207 | 714,431 | .0192 | 445,684 | .0245 | .0208 | .0235 | .0239 | .0200 |
| Garfield | 1.6 | .0007 | −3.4 | 0 | 99.6 | .6 | .0006 | 17,598 | .0004 | 5,702 | .0003 | .0005 | .0008 | .0007 | .0004 |
| Glacier | 12.3 | .0048 | 15.7 | 4 | 41.7 | 3.8 | .0041 | 107,015 | .0029 | 56,216 | .0031 | .0034 | .0055 | .0042 | .0031 |
| Golden Valley | .9 | .0004 | −12.3 | 1 | 98.3 | .3 | .0003 | 7,351 | .0002 | 1,959 | .0001 | .0002 | .0005 | .0003 | .0001 |
| Granite | 2.5 | .0009 | −7.4 | 1 | 99.0 | 1.0 | .0011 | 29,647 | .0008 | 8,955 | .0005 | .0007 | .0012 | .0010 | .0006 |
| Hill | 17.8 | .0071 | −1.0 | 6 | 83.0 | 6.5 | .0069 | 220,151 | .0059 | 109,617 | .0060 | .0062 | .0083 | .0069 | .0066 |
| Jefferson | 8.3 | .0032 | 18.1 | 5 | 98.2 | 3.0 | .0032 | 128,900 | .0035 | 17,713 | .0010 | .0026 | .0025 | .0023 | .0025 |
| Judith Basin | 2.3 | .0009 | −13.1 | 1 | 99.4 | .9 | .0010 | 31,986 | .0008 | 3,493 | .0002 | .0007 | .0008 | .0009 | .0008 |
| Lake | 21.6 | .0086 | 13.4 | 14 | 77.5 | 8.1 | .0086 | 237,552 | .0064 | 106,897 | .0058 | .0066 | .0105 | .0089 | .0056 |
| Lewis and Clark | 48.2 | .0190 | 12.0 | 14 | 97.0 | 19.0 | .0203 | 685,676 | .0184 | 362.700 | .0199 | .0190 | .0215 | .0211 | .0186 |
| Liberty | 2.3 | .0009 | −1.3 | 2 | 99.2 | .8 | .0009 | 28,090 | .0007 | 8,059 | .0005 | .0008 | .0006 | .0008 | .0006 |
| Lincoln | 17.5 | .0069 | −1.4 | 5 | 97.9 | 6.7 | .0071 | 209,776 | .0057 | 89,610 | .0049 | .0056 | .0084 | .0075 | .0054 |
| McCone | 2.2 | .0008 | −18.6 | 1 | 99.0 | .8 | .0009 | 21,566 | .0005 | 5,753 | .0003 | .0005 | .0009 | .0010 | .0005 |
| Madison | 6.0 | .0024 | 10.1 | 2 | 99.0 | 2.4 | .0025 | 72,274 | .0020 | 19,287 | .0011 | .0017 | .0028 | .0024 | .0015 |
| Meagher | 1.8 | .0007 | −16.4 | 1 | 98.7 | .7 | .0008 | 19,460 | .0005 | 5,510 | .0003 | .0006 | .0009 | .0007 | .0005 |
| Mineral | 3.3 | .0013 | −10.2 | 3 | 96.5 | 1.3 | .0014 | 34,192 | .0009 | 15,314 | .0008 | .0010 | .0017 | .0017 | .0008 |
| Missoula | 79.6 | .0314 | 4.7 | 31 | 96.2 | 31.1 | .0332 | 1,086,074 | .0291 | 709,657 | .0390 | .0325 | .0386 | .0370 | .0327 |
| Musselshell | 3.9 | .0015 | −11.9 | 2 | 99.1 | 1.6 | .0017 | 37,930 | .0011 | 15,283 | .0008 | .0010 | .0024 | .0019 | .0008 |
| Park | 14.5 | .0058 | 12.7 | 5 | 98.1 | 5.6 | .0060 | 189,335 | .0050 | 76,526 | .0042 | .0051 | .0066 | .0062 | .0045 |
| Petroleum | .5 | .0002 | −23.7 | 0 | 99.4 | .2 | .0002 | 5,128 | .0002 | 827 | .0001 | .0000 | .0003 | .0002 | .0001 |
| Phillips | 5.1 | .0020 | −5.0 | 1 | 91.9 | 1.9 | .0020 | 63,265 | .0017 | 23,068 | .0012 | .0017 | .0022 | .0021 | .0015 |
| Pondera | 6.5 | .0025 | −3.4 | 4 | 88.4 | 2.2 | .0024 | 70,204 | .0019 | 26,815 | .0015 | .0018 | .0026 | .0023 | .0019 |
| Powder River | 2.0 | .0008 | −20.6 | 1 | 98.0 | .8 | .0008 | 26,906 | .0007 | 3,620 | .0002 | .0007 | .0006 | .0009 | .0005 |
| Powell | 6.7 | .0027 | −3.7 | 3 | 95.1 | 2.2 | .0024 | 72,286 | .0019 | 26,800 | .0015 | .0019 | .0029 | .0025 | .0013 |
| Prairie | 1.3 | .0005 | −29.2 | 1 | 98.6 | .5 | .0005 | 11,463 | .0003 | 1,257 | .0000 | .0002 | .0005 | .0005 | .0002 |
| Ravalli | 25.6 | .0101 | 13.8 | 11 | 98.3 | 10.0 | .0107 | 294,574 | .0079 | 99,428 | .0055 | .0077 | .0121 | .0116 | .0075 |
| Richland | 10.1 | .0039 | −17.5 | 5 | 98.1 | 3.7 | .0039 | 107,529 | .0029 | 46,967 | .0026 | .0030 | .0038 | .0043 | .0034 |
| Roosevelt | 11.1 | .0044 | 6.0 | 5 | 48.6 | 3.7 | .0040 | 98,607 | .0027 | 53,837 | .0029 | .0030 | .0052 | .0042 | .0027 |
| Rosebud | 10.5 | .0042 | 6.1 | 2 | 72.0 | 3.5 | .0037 | 126,367 | .0033 | 40,229 | .0023 | .0032 | .0036 | .0035 | .0031 |
| Sanders | 8.6 | .0034 | −.9 | 3 | 93.8 | 3.4 | .0036 | 89,576 | .0024 | 28,117 | .0015 | .0024 | .0044 | .0046 | .0019 |
| Sheridan | 4.7 | .0018 | −13.2 | 3 | 98.6 | 1.9 | .0021 | 56,273 | .0016 | 24,740 | .0014 | .0016 | .0023 | .0022 | .0017 |
| Silver Bow | 33.6 | .0133 | −11.8 | 47 | 97.9 | 13.8 | .0147 | 422,393 | .0113 | 249,603 | .0137 | .0123 | .0187 | .0164 | .0121 |
| Stillwater | 6.9 | .0027 | 23.3 | 4 | 98.8 | 2.6 | .0028 | 94,083 | .0025 | 33,163 | .0018 | .0024 | .0025 | .0025 | .0022 |
| Sweet Grass | 3.2 | .0012 | −.5 | 2 | 99.3 | 1.3 | .0014 | 40,451 | .0011 | 16,413 | .0009 | .0010 | .0013 | .0016 | .0010 |
| Teton | 6.3 | .0025 | −3.0 | 3 | 98.2 | 2.3 | .0024 | 74,411 | .0020 | 18,683 | .0010 | .0018 | .0025 | .0023 | .0015 |
| Toole | 4.9 | .0020 | −11.9 | 3 | 97.0 | 1.9 | .0020 | 61,651 | .0016 | 20,074 | .0011 | .0016 | .0023 | .0018 | .0016 |
| Treasure | .9 | .0003 | −8.3 | 1 | 98.6 | .3 | .0004 | 9,060 | .0003 | 876 | .0001 | .0003 | .0003 | .0005 | .0001 |
| Valley | 8.0 | .0032 | −22.0 | 2 | 90.1 | 3.2 | .0034 | 94,317 | .0025 | 42,011 | .0023 | .0025 | .0041 | .0033 | .0026 |
| Wheatland | 2.2 | .0008 | −6.8 | 2 | 98.4 | .8 | .0008 | 22,420 | .0006 | 6,067 | .0003 | .0006 | .0011 | .0011 | .0004 |
| Wibaux | 1.2 | .0005 | −18.7 | 1 | 99.7 | .5 | .0006 | 15,839 | .0004 | 984 | .0000 | .0004 | .0005 | .0004 | .0004 |
| Yellowstone | 112.8 | .0445 | 4.4 | 43 | 95.9 | 44.5 | .0475 | 1,582,270 | .0425 | 1,093,984 | .0601 | .0481 | .0549 | .0541 | .0483 |
| **TOTAL METRO COUNTIES** | **190.7** | **.0752** | **1.0** | **36** | **94.8** | **74.8** | **.0798** | **2,612,090** | **.0701** | **1,717,422** | **.0944** | **.0782** | **.0894** | **.0918** | **.0782** |
| **TOTAL STATE** | **801.4** | **.3160** | **1.9** | **6** | **92.9** | **307.3** | **.3281** | **10,267,008** | **.2754** | **5,472,882** | **.3005** | **.2911** | **.3723** | **.3555** | **.2824** |
| **NEBRASKA** | | | | | | | | | | | | | | | |
| **LINCOLN** | **217.6** | **.0858** | **12.8** | **259** | **95.4** | **84.3** | **.0900** | **3,385,708** | **.0908** | **1,579,558** | **.0867** | **.0885** | **.0795** | **.0895** | **.0859** |
| Lancaster | 217.6 | .0858 | 12.8 | 259 | 95.4 | 84.3 | .0900 | 3,385,708 | .0908 | 1,579,558 | .0867 | .0885 | .0795 | .0895 | .0859 |
| **OMAHA** | **625.9** | **.2469** | **7.0** | **327** | **89.8** | **235.2** | **.2512** | **9,728,236** | **.2609** | **4,877,841** | **.2678** | **.2600** | **.2187** | **.2515** | **.2627** |
| Douglas | 420.8 | .1659 | 6.0 | 1,271 | 87.1 | 162.7 | .1737 | 6,822,375 | .1830 | 3,717,333 | .2041 | .1857 | .1646 | .1781 | .1944 |
| Sarpy | 105.6 | .0417 | 22.8 | 439 | 92.1 | 35.0 | .0374 | 1,589,928 | .0426 | 455,183 | .0250 | .0372 | .0212 | .0301 | .0356 |
| Washington | 16.9 | .0067 | 9.0 | 43 | 99.0 | 6.2 | .0066 | 248,064 | .0067 | 73,668 | .0040 | .0059 | .0041 | .0068 | .0053 |
| *Pottawattamie, Iowa* | *82.6* | *.0326* | *−4.6* | *87* | *98.7* | *31.3* | *.0335* | *1,067,869* | *.0286* | *631,657* | *.0347* | *.0312* | *.0288* | *.0365* | *.0274* |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES | | | | | | | | | | | | | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980-91 | Pop. Per Sq. Mi. (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **NEBRASKA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Adams | 29.5 | .0116 | −3.8 | 52 | 98.5 | 11.5 | .0122 | 421,676 | .0113 | 211,701 | .0116 | .0114 | .0140 | .0135 | .0111 |
| Antelope | 7.8 | .0031 | −10.1 | 9 | 99.6 | 3.0 | .0032 | 86,625 | .0023 | 34,170 | .0019 | .0023 | .0033 | .0034 | .0017 |
| Arthur | .5 | .0002 | −2.5 | 1 | 99.4 | .2 | .0003 | 4,972 | .0001 | 795 | .0001 | .0001 | .0002 | .0003 | .0002 |
| Banner | .8 | .0003 | −12.9 | 1 | 99.4 | .3 | .0003 | 8,829 | .0003 | 47 | .0000 | .0002 | .0002 | .0002 | .0001 |
| Blaine | .7 | .0003 | −19.3 | 1 | 99.7 | .3 | .0003 | 8,304 | .0002 | 1,381 | .0000 | .0003 | .0004 | .0004 | .0002 |
| Boone | 6.6 | .0026 | −10.7 | 10 | 99.8 | 2.5 | .0027 | 77,233 | .0021 | 38,055 | .0021 | .0021 | .0029 | .0027 | .0018 |
| Box Butte | 12.9 | .0051 | −5.8 | 12 | 96.7 | 4.8 | .0051 | 171,751 | .0046 | 64,229 | .0035 | .0044 | .0049 | .0051 | .0041 |
| Boyd | 2.8 | .0011 | −16.0 | 5 | 99.1 | 1.1 | .0012 | 28,680 | .0007 | 8,460 | .0005 | .0007 | .0016 | .0011 | .0006 |
| Brown | 3.5 | .0013 | −20.0 | 3 | 99.5 | 1.5 | .0016 | 40,418 | .0011 | 14,996 | .0008 | .0011 | .0018 | .0019 | .0009 |
| Buffalo | 37.8 | .0149 | 8.6 | 39 | 98.6 | 14.0 | .0149 | 474,436 | .0127 | 279,829 | .0154 | .0140 | .0154 | .0169 | .0142 |
| Burt | 7.8 | .0031 | −11.5 | 16 | 98.7 | 3.1 | .0033 | 90,434 | .0025 | 28,357 | .0016 | .0022 | .0036 | .0031 | .0021 |
| Butler | 8.6 | .0034 | −7.8 | 15 | 99.5 | 3.3 | .0035 | 117,275 | .0031 | 26,623 | .0015 | .0028 | .0030 | .0034 | .0025 |
| Cass | 21.7 | .0086 | 6.9 | 39 | 98.9 | 7.9 | .0085 | 293,863 | .0079 | 59,637 | .0033 | .0066 | .0054 | .0073 | .0064 |
| Cedar | 9.9 | .0039 | −13.0 | 13 | 99.7 | 3.6 | .0038 | 105,230 | .0028 | 29,664 | .0016 | .0028 | .0039 | .0038 | .0023 |
| Chase | 4.2 | .0016 | −11.7 | 5 | 99.7 | 1.7 | .0018 | 49,679 | .0013 | 21,785 | .0012 | .0012 | .0019 | .0019 | .0013 |
| Cherry | 6.1 | .0024 | −9.7 | 1 | 96.7 | 2.4 | .0026 | 76,639 | .0021 | 40,133 | .0022 | .0023 | .0032 | .0033 | .0020 |
| Cheyenne | 9.5 | .0038 | −5.5 | 8 | 98.9 | 3.9 | .0042 | 125,997 | .0034 | 235,750 | .0130 | .0062 | .0038 | .0075 | .0039 |
| Clay | 7.1 | .0028 | −12.4 | 12 | 99.5 | 2.7 | .0028 | 84,929 | .0023 | 27,068 | .0015 | .0022 | .0027 | .0029 | .0019 |
| Colfax | 8.9 | .0035 | −10.0 | 22 | 99.4 | 3.5 | .0038 | 108,110 | .0029 | 36,527 | .0020 | .0027 | .0036 | .0038 | .0026 |
| Cuming | 10.0 | .0039 | −14.3 | 17 | 99.6 | 3.8 | .0040 | 117,238 | .0031 | 52,267 | .0028 | .0033 | .0037 | .0048 | .0028 |
| Custer | 11.9 | .0047 | −14.3 | 5 | 99.2 | 4.8 | .0052 | 154,336 | .0041 | 60,466 | .0034 | .0040 | .0057 | .0053 | .0032 |
| ☐ Dakota | 16.8 | .0066 | 1.4 | 64 | 95.3 | 6.0 | .0064 | 211,816 | .0057 | 67,247 | .0036 | .0052 | .0061 | .0056 | .0051 |
| Dawes | 9.1 | .0036 | −5.3 | 7 | 94.1 | 3.3 | .0035 | 97,045 | .0026 | 59,159 | .0033 | .0029 | .0042 | .0042 | .0020 |
| Dawson | 19.5 | .0077 | −12.6 | 19 | 99.3 | 7.7 | .0082 | 246,027 | .0066 | 118,757 | .0065 | .0069 | .0086 | .0093 | .0061 |
| Deuel | 2.2 | .0009 | −10.7 | 5 | 99.1 | .9 | .0010 | 27,337 | .0008 | 17,019 | .0010 | .0009 | .0010 | .0011 | .0007 |
| Dixon | 6.0 | .0024 | −15.9 | 13 | 99.7 | 2.3 | .0024 | 67,723 | .0018 | 14,699 | .0008 | .0015 | .0024 | .0023 | .0014 |
| Dodge | 34.7 | .0136 | −3.2 | 65 | 99.1 | 13.5 | .0144 | 461,150 | .0123 | 284,627 | .0156 | .0137 | .0137 | .0162 | .0109 |
| Douglas | 420.8 | .1659 | 6.0 | 1,271 | 87.1 | 162.7 | .1737 | 6,822,375 | .1830 | 3,717,333 | .2041 | .1857 | .1646 | .1781 | .1944 |
| Dundy | 2.6 | .0011 | −9.1 | 3 | 99.7 | 1.1 | .0012 | 32,907 | .0009 | 5,513 | .0003 | .0009 | .0013 | .0012 | .0007 |
| Fillmore | 7.1 | .0028 | −10.4 | 12 | 99.2 | 2.8 | .0030 | 98,983 | .0026 | 19,779 | .0011 | .0022 | .0025 | .0028 | .0023 |
| Franklin | 3.9 | .0015 | −10.9 | 7 | 99.4 | 1.6 | .0017 | 47,329 | .0013 | 12,967 | .0007 | .0011 | .0018 | .0018 | .0010 |
| Frontier | 3.1 | .0012 | −15.0 | 3 | 99.5 | 1.2 | .0013 | 34,303 | .0009 | 6,821 | .0004 | .0009 | .0013 | .0011 | .0007 |
| Furnas | 5.4 | .0022 | −16.8 | 8 | 99.4 | 2.3 | .0024 | 59,619 | .0016 | 24,946 | .0013 | .0016 | .0032 | .0028 | .0012 |
| Gage | 22.7 | .0089 | −7.2 | 27 | 98.9 | 9.0 | .0096 | 291,386 | .0078 | 129,588 | .0071 | .0078 | .0104 | .0095 | .0080 |
| Garden | 2.4 | .0010 | −14.4 | 1 | 100.0 | 1.0 | .0011 | 27,402 | .0008 | 7,315 | .0004 | .0008 | .0011 | .0014 | .0005 |
| Garfield | 2.1 | .0008 | −11.1 | 4 | 99.6 | .8 | .0008 | 21,307 | .0005 | 12,777 | .0007 | .0006 | .0010 | .0011 | .0005 |
| Gosper | 1.9 | .0007 | −11.2 | 4 | 99.9 | .8 | .0009 | 26,313 | .0007 | 1,695 | .0001 | .0005 | .0006 | .0006 | .0005 |
| Grant | .8 | .0003 | −8.8 | 1 | 98.9 | .3 | .0003 | 8,840 | .0003 | 1,890 | .0001 | .0001 | .0004 | .0005 | .0003 |
| Greeley | 3.0 | .0012 | −13.4 | 5 | 99.8 | 1.1 | .0012 | 30,024 | .0008 | 6,146 | .0004 | .0008 | .0012 | .0012 | .0006 |
| Hall | 49.0 | .0194 | 2.7 | 90 | 98.2 | 18.8 | .0201 | 648,448 | .0174 | 454,760 | .0249 | .0201 | .0176 | .0236 | .0197 |
| Hamilton | 8.8 | .0034 | −5.4 | 16 | 99.5 | 3.2 | .0034 | 111,342 | .0030 | 30,969 | .0017 | .0026 | .0024 | .0033 | .0024 |
| Harlan | 3.8 | .0015 | −11.5 | 7 | 99.9 | 1.6 | .0017 | 43,615 | .0011 | 12,794 | .0007 | .0011 | .0019 | .0019 | .0010 |
| Hayes | 1.2 | .0005 | −11.5 | 2 | 99.7 | .5 | .0005 | 19,863 | .0006 | 2,336 | .0002 | .0005 | .0004 | .0006 | .0004 |
| Hitchcock | 3.7 | .0015 | −9.3 | 5 | 99.6 | 1.4 | .0015 | 45,210 | .0012 | 9,509 | .0005 | .0010 | .0016 | .0015 | .0008 |
| Holt | 12.3 | .0048 | −9.2 | 5 | 99.6 | 4.6 | .0049 | 143,596 | .0038 | 75,212 | .0041 | .0042 | .0054 | .0057 | .0035 |
| Hooker | .8 | .0003 | −19.2 | 1 | 100.0 | .3 | .0004 | 8,011 | .0002 | 4,128 | .0003 | .0002 | .0003 | .0003 | .0002 |
| Howard | 6.0 | .0024 | −11.4 | 11 | 99.7 | 2.3 | .0024 | 66,849 | .0018 | 17,803 | .0009 | .0016 | .0024 | .0025 | .0015 |
| Jefferson | 8.6 | .0034 | −12.4 | 15 | 99.6 | 3.6 | .0038 | 111,302 | .0030 | 47,126 | .0026 | .0030 | .0041 | .0040 | .0028 |
| Johnson | 4.6 | .0018 | −13.0 | 12 | 97.6 | 1.9 | .0021 | 58,859 | .0016 | 16,525 | .0009 | .0015 | .0020 | .0022 | .0012 |
| Kearney | 6.7 | .0026 | −5.0 | 13 | 99.8 | 2.5 | .0026 | 89,339 | .0024 | 21,922 | .0012 | .0020 | .0019 | .0025 | .0022 |
| Keith | 8.4 | .0033 | −10.3 | 8 | 99.0 | 3.4 | .0037 | 104,008 | .0028 | 80,339 | .0044 | .0035 | .0038 | .0048 | .0025 |
| Keya Paha | 1.0 | .0004 | −23.1 | 1 | 99.9 | .4 | .0004 | 9,572 | .0002 | 2,487 | .0002 | .0001 | .0004 | .0004 | .0001 |
| Kimball | 3.9 | .0016 | −20.1 | 4 | 99.6 | 1.6 | .0017 | 51,054 | .0014 | 23,702 | .0013 | .0015 | .0018 | .0018 | .0012 |
| Knox | 9.3 | .0036 | −18.8 | 8 | 94.6 | 3.8 | .0041 | 111,809 | .0030 | 34,780 | .0019 | .0028 | .0048 | .0042 | .0023 |
| Lancaster | 217.6 | .0858 | 12.8 | 259 | 95.4 | 84.3 | .0900 | 3,385,708 | .0908 | 1,579,558 | .0867 | .0885 | .0795 | .0895 | .0859 |
| Lincoln | 32.3 | .0128 | −11.4 | 13 | 98.9 | 12.7 | .0135 | 441,983 | .0119 | 227,979 | .0125 | .0122 | .0145 | .0135 | .0115 |
| Logan | .9 | .0003 | −8.5 | 2 | 99.6 | .3 | .0003 | 9,062 | .0002 | 1,948 | .0001 | .0003 | .0002 | .0004 | .0003 |
| Loup | .7 | .0003 | −18.5 | 1 | 99.9 | .3 | .0004 | 7,943 | .0002 | 1,109 | .0001 | .0002 | .0002 | .0004 | .0001 |
| McPherson | .5 | .0002 | −15.7 | 1 | 99.8 | .2 | .0002 | 6,477 | .0002 | 1,162 | .0001 | .0001 | .0003 | .0002 | .0001 |
| Madison | 32.9 | .0130 | 4.8 | 57 | 98.0 | 12.4 | .0132 | 413,359 | .0111 | 264,591 | .0145 | .0126 | .0147 | .0151 | .0137 |
| Merrick | 8.0 | .0031 | −10.6 | 17 | 99.5 | 3.0 | .0032 | 96,382 | .0026 | 34,104 | .0019 | .0024 | .0028 | .0034 | .0021 |
| Morrill | 5.4 | .0022 | −11.3 | 4 | 98.9 | 2.1 | .0022 | 62,542 | .0016 | 11,820 | .0006 | .0014 | .0021 | .0024 | .0013 |
| Nance | 4.1 | .0016 | −13.5 | 9 | 99.6 | 1.6 | .0018 | 45,863 | .0013 | 8,356 | .0005 | .0011 | .0016 | .0020 | .0010 |
| Nemaha | 7.8 | .0030 | −6.8 | 19 | 98.8 | 3.0 | .0032 | 102,908 | .0027 | 30,023 | .0016 | .0025 | .0030 | .0027 | .0021 |
| Nuckolls | 5.6 | .0023 | −16.8 | 10 | 99.8 | 2.3 | .0024 | 63,673 | .0017 | 30,527 | .0017 | .0019 | .0031 | .0028 | .0018 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES | | | | | | | | | | | | | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980-91 | Pop Per Sq. Mi (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **NEBRASKA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Otoe | 14.2 | .0055 | −6.5 | 23 | 99.4 | 5.6 | .0060 | 170,860 | .0046 | 80,566 | .0044 | .0047 | .0064 | .0065 | .0043 |
| Pawnee | 3.3 | .0014 | −16.2 | 8 | 99.7 | 1.4 | .0015 | 36,219 | .0010 | 8,711 | .0005 | .0008 | .0019 | .0015 | .0008 |
| Perkins | 3.3 | .0013 | −9.3 | 4 | 99.2 | 1.3 | .0014 | 39,417 | .0010 | 9,813 | .0005 | .0010 | .0011 | .0014 | .0010 |
| Phelps | 9.7 | .0038 | −.7 | 18 | 99.6 | 3.8 | .0040 | 142,436 | .0039 | 54,082 | .0030 | .0036 | .0029 | .0040 | .0035 |
| Pierce | 7.8 | .0031 | −8.0 | 14 | 99.5 | 2.9 | .0031 | 93,227 | .0025 | 28,435 | .0016 | .0022 | .0029 | .0030 | .0021 |
| Platte | 30.4 | .0119 | 5.4 | 45 | 99.3 | 11.2 | .0120 | 395,637 | .0106 | 209,685 | .0115 | .0112 | .0107 | .0136 | .0111 |
| Polk | 5.6 | .0022 | −11.4 | 13 | 99.5 | 2.2 | .0023 | 74,259 | .0020 | 11,865 | .0006 | .0016 | .0019 | .0021 | .0016 |
| Red Willow | 11.5 | .0046 | −8.8 | 16 | 99.4 | 4.7 | .0050 | 151,385 | .0040 | 105,687 | .0058 | .0048 | .0053 | .0061 | .0045 |
| Richardson | 9.7 | .0038 | −14.3 | 18 | 98.0 | 4.1 | .0044 | 113,228 | .0031 | 48,987 | .0027 | .0030 | .0050 | .0049 | .0025 |
| Rock | 2.0 | .0008 | −16.1 | 2 | 100.0 | .8 | .0009 | 21,899 | .0005 | 6,943 | .0004 | .0007 | .0007 | .0011 | .0006 |
| Saline | 12.8 | .0050 | −2.5 | 22 | 98.8 | 4.8 | .0051 | 154,239 | .0042 | 85,320 | .0047 | .0044 | .0049 | .0055 | .0046 |
| Sarpy | 105.6 | .0417 | 22.8 | 439 | 92.1 | 35.0 | .0374 | 1,589,928 | .0426 | 455,183 | .0250 | .0372 | .0212 | .0301 | .0356 |
| Saunders | 18.4 | .0072 | −1.7 | 24 | 99.5 | 6.9 | .0073 | 236,836 | .0064 | 75,707 | .0041 | .0058 | .0055 | .0066 | .0056 |
| Scotts Bluff | 35.8 | .0141 | −6.6 | 48 | 97.2 | 14.1 | .0151 | 440,618 | .0118 | 287,731 | .0158 | .0134 | .0186 | .0177 | .0124 |
| Seward | 15.7 | .0062 | −.6 | 27 | 99.5 | 5.6 | .0060 | 204,817 | .0055 | 64,744 | .0036 | .0051 | .0046 | .0056 | .0045 |
| Sheridan | 6.7 | .0027 | −11.2 | 3 | 91.5 | 2.6 | .0027 | 82,520 | .0022 | 27,783 | .0015 | .0022 | .0032 | .0030 | .0018 |
| Sherman | 3.7 | .0014 | −12.5 | 7 | 99.6 | 1.4 | .0015 | 35,721 | .0009 | 9,278 | .0005 | .0008 | .0017 | .0015 | .0008 |
| Sioux | 1.5 | .0006 | −18.7 | 1 | 99.2 | .6 | .0007 | 18,106 | .0005 | 3,176 | .0002 | .0005 | .0006 | .0009 | .0003 |
| Stanton | 6.4 | .0026 | −2.3 | 15 | 98.7 | 2.2 | .0023 | 68,480 | .0019 | 4,849 | .0003 | .0015 | .0018 | .0022 | .0015 |
| Thayer | 6.5 | .0025 | −14.3 | 11 | 99.6 | 2.7 | .0029 | 78,768 | .0021 | 32,749 | .0018 | .0021 | .0028 | .0033 | .0016 |
| Thomas | .8 | .0003 | −17.8 | 1 | 99.5 | .3 | .0003 | 7,597 | .0002 | 2,851 | .0001 | .0001 | .0003 | .0003 | .0003 |
| Thurston | 6.9 | .0027 | −4.0 | 18 | 54.0 | 2.3 | .0025 | 64,337 | .0017 | 13,101 | .0007 | .0018 | .0030 | .0026 | .0012 |
| Valley | 5.0 | .0020 | −11.2 | 9 | 99.4 | 2.1 | .0022 | 56,877 | .0015 | 23,066 | .0013 | .0014 | .0025 | .0022 | .0015 |
| Washington | 16.9 | .0067 | 9.0 | 43 | 99.0 | 6.2 | .0066 | 248,064 | .0067 | 73,668 | .0040 | .0059 | .0041 | .0068 | .0053 |
| Wayne | 9.6 | .0038 | −2.6 | 22 | 98.8 | 3.2 | .0035 | 95,874 | .0026 | 48,337 | .0027 | .0028 | .0033 | .0039 | .0022 |
| Webster | 4.2 | .0016 | −13.6 | 7 | 99.5 | 1.7 | .0018 | 46,204 | .0012 | 11,866 | .0006 | .0012 | .0021 | .0018 | .0010 |
| Wheeler | .9 | .0004 | −15.1 | 2 | 99.7 | .3 | .0003 | 10,203 | .0003 | 580 | .0001 | .0003 | .0002 | .0003 | .0003 |
| York | 14.5 | .0057 | −2.0 | 25 | 98.7 | 5.5 | .0059 | 188,861 | .0050 | 100,820 | .0055 | .0052 | .0053 | .0065 | .0049 |
| **TOTAL METRO COUNTIES** | **777.7** | **.3067** | **9.8** | **377** | **90.6** | **294.2** | **.3141** | **12,257,891** | **.3288** | **5,892,989** | **.3234** | **.3225** | **.2755** | **.3101** | **.3263** |
| **TOTAL STATE** | **1,586.0** | **.6253** | **1.0** | **21** | **94.5** | **605.9** | **.6468** | **22,384,014** | **.6002** | **10,693,370** | **.5871** | **.6012** | **.6079** | **.6701** | **.5819** |
| **NEVADA** | | | | | | | | | | | | | | | |
| **LAS VEGAS** | **817.4** | **.3223** | **76.5** | **103** | **85.6** | **316.0** | **.3374** | **12,010,367** | **.3221** | **5,970,528** | **.3278** | **.3238** | **.3265** | **.3577** | **.3366** |
| Clark | 817.4 | .3223 | 76.5 | 103 | 85.6 | 316.0 | .3374 | 12,010,367 | .3221 | 5,970,528 | .3278 | .3238 | .3265 | .3577 | .3366 |
| **RENO** | **266.1** | **.1050** | **37.4** | **42** | **91.4** | **106.7** | **.1139** | **4,254,404** | **.1141** | **2,584,652** | **.1419** | **.1206** | **.1083** | **.1266** | **.1179** |
| Washoe | 266.1 | .1050 | 37.4 | 42 | 91.4 | 106.7 | .1139 | 4,254,404 | .1141 | 2,584,652 | .1419 | .1206 | .1083 | .1266 | .1179 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Carson City | 41.9 | .0165 | 30.8 | 292 | 94.1 | 16.5 | .0176 | 615,557 | .0165 | 459,701 | .0252 | .0192 | .0202 | .0205 | .0169 |
| Churchill | 19.1 | .0075 | 37.2 | 4 | 90.8 | 7.1 | .0075 | 237,118 | .0064 | 113,377 | .0062 | .0066 | .0080 | .0076 | .0060 |
| Clark | 817.4 | .3223 | 76.5 | 103 | 85.6 | 316.0 | .3374 | 12,010,367 | .3221 | 5,970,528 | .3278 | .3238 | .3265 | .3577 | .3366 |
| Douglas | 29.1 | .0115 | 49.8 | 41 | 96.1 | 11.1 | .0118 | 530,345 | .0142 | 147,763 | .0082 | .0120 | .0087 | .0101 | .0114 |
| Elko | 36.0 | .0142 | 108.5 | 2 | 91.7 | 12.6 | .0135 | 491,298 | .0132 | 165,733 | .0091 | .0120 | .0112 | .0119 | .0118 |
| Esmeralda | 1.3 | .0005 | 67.3 | 0 | 92.3 | .6 | .0006 | 16,823 | .0004 | 3,569 | .0001 | .0004 | .0007 | .0004 | .0003 |
| Eureka | 1.7 | .0007 | 41.9 | 0 | 96.3 | .6 | .0006 | 23,564 | .0007 | 4,072 | .0003 | .0006 | .0006 | .0005 | .0006 |
| Humboldt | 14.1 | .0055 | 49.2 | 1 | 92.7 | 5.0 | .0054 | 195,740 | .0052 | 91,274 | .0050 | .0052 | .0045 | .0049 | .0049 |
| Lander | 6.7 | .0027 | 64.4 | 1 | 94.3 | 2.4 | .0025 | 91,785 | .0025 | 17,427 | .0009 | .0020 | .0021 | .0019 | .0020 |
| Lincoln | 3.8 | .0015 | 1.8 | 0 | 95.5 | 1.3 | .0014 | 37,771 | .0010 | 7,523 | .0005 | .0009 | .0016 | .0012 | .0009 |
| Lyon | 21.5 | .0084 | 58.2 | 11 | 95.4 | 8.3 | .0089 | 264,445 | .0071 | 77,782 | .0042 | .0066 | .0090 | .0091 | .0058 |
| Mineral | 6.6 | .0026 | 6.2 | 2 | 81.2 | 2.5 | .0027 | 82,226 | .0022 | 32,720 | .0018 | .0021 | .0028 | .0023 | .0020 |
| Nye | 18.9 | .0075 | 108.9 | 1 | 94.5 | 7.1 | .0075 | 298,051 | .0080 | 63,044 | .0035 | .0066 | .0073 | .0063 | .0055 |
| Pershing | 4.8 | .0019 | 40.8 | 1 | 94.2 | 1.8 | .0020 | 54,910 | .0014 | 24,996 | .0014 | .0015 | .0020 | .0018 | .0011 |
| Storey | 2.7 | .0010 | 79.6 | 10 | 96.5 | 1.0 | .0010 | 42,972 | .0012 | 8,307 | .0004 | .0009 | .0007 | .0006 | .0010 |
| Washoe | 266.1 | .1050 | 37.4 | 42 | 91.4 | 106.7 | .1139 | 4,254,404 | .1141 | 2,584,652 | .1419 | .1206 | .1083 | .1266 | .1179 |
| White Pine | 9.7 | .0038 | 18.8 | 1 | 93.8 | 3.4 | .0037 | 118,618 | .0032 | 53,483 | .0030 | .0032 | .0031 | .0033 | .0031 |
| **TOTAL METRO COUNTIES** | **1,083.5** | **.4273** | **65.0** | **76** | **87.0** | **422.7** | **.4513** | **16,264,771** | **.4362** | **8,555,180** | **.4697** | **.4444** | **.4348** | **.4843** | **.4545** |
| **TOTAL STATE** | **1,301.4** | **.5131** | **62.6** | **12** | **88.1** | **504.0** | **.5380** | **19,365,994** | **.5194** | **9,825,951** | **.5395** | **.5242** | **.5173** | **.5667** | **.5278** |
| **NEW HAMPSHIRE** | | | | | | | | | | | | | | | |
| **MANCHESTER - NASHUA** | **347.7** | **.1371** | **25.7** | **397** | **97.6** | **129.2** | **.1379** | **6,350,280** | **.1703** | **3,278,802** | **.1801** | **.1666** | **.1144** | **.1238** | **.1717** |
| Hillsborough | 347.7 | .1371 | 25.7 | 397 | 97.6 | 129.2 | .1379 | 6,350,280 | .1703 | 3,278,802 | .1801 | .1666 | .1144 | .1238 | .1717 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

S&MM ESTIMATES

| | | | | | | | | | | | | | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980-91 | Pop Per Sq. Mi. (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **NEW HAMPSHIRE (continued)** | | | | | | | | | | | | | | | |
| **PORTSMOUTH - DOVER - ROCHESTER** | **363.2** | **.1432** | **31.7** | **341** | **98.0** | **131.6** | **.1405** | **6,230,070** | **.1671** | **3,517,328** | **.1931** | **.1700** | **.1211** | **.1362** | **.1721** |
| Rockingham | 255.7 | .1008 | 34.3 | 368 | 97.9 | 92.5 | .0987 | 4,615,665 | .1238 | 2,757,352 | .1514 | .1274 | .0821 | .0963 | .1348 |
| Strafford | 107.5 | .0424 | 25.9 | 291 | 98.2 | 39.1 | .0418 | 1,614,405 | .0433 | 759,976 | .0417 | .0426 | .0390 | .0399 | .0373 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Belknap | 49.8 | .0196 | 16.1 | 124 | 99.2 | 19.1 | .0204 | 740,061 | .0198 | 581,189 | .0319 | .0234 | .0219 | .0246 | .0228 |
| Carroll | 37.0 | .0146 | 32.5 | 40 | 99.3 | 14.9 | .0159 | 543,444 | .0146 | 471,230 | .0259 | .0180 | .0180 | .0208 | .0193 |
| Cheshire | 72.1 | .0285 | 16.1 | 102 | 99.0 | 26.8 | .0286 | 1,055,688 | .0283 | 699,146 | .0384 | .0314 | .0301 | .0307 | .0264 |
| Coos | 34.9 | .0137 | –.7 | 19 | 99.3 | 13.8 | .0147 | 429,873 | .0115 | 287,307 | .0157 | .0131 | .0177 | .0161 | .0117 |
| Grafton | 76.0 | .0300 | 15.5 | 44 | 98.1 | 27.8 | .0297 | 1,068,554 | .0287 | 757,923 | .0416 | .0328 | .0324 | .0339 | .0318 |
| Hillsborough | 347.7 | .1371 | 25.7 | 397 | 97.6 | 129.2 | .1379 | 6,350,280 | .1703 | 3,278,802 | .1801 | .1666 | .1144 | .1238 | .1717 |
| Merrimack | 123.4 | .0486 | 25.5 | 132 | 98.9 | 45.9 | .0490 | 2,101,615 | .0563 | 1,137,382 | .0624 | .0568 | .0451 | .0487 | .0488 |
| Rockingham | 255.7 | .1008 | 34.3 | 368 | 97.9 | 92.5 | .0987 | 4,615,665 | .1238 | 2,757,352 | .1514 | .1274 | .0821 | .0963 | .1348 |
| Strafford | 107.5 | .0424 | 25.9 | 291 | 98.2 | 39.1 | .0418 | 1,614,405 | .0433 | 759,976 | .0417 | .0426 | .0390 | .0399 | .0373 |
| Sullivan | 39.5 | .0156 | 9.5 | 74 | 99.1 | 15.2 | .0162 | 535,389 | .0144 | 278,467 | .0153 | .0149 | .0157 | .0161 | .0142 |
| **TOTAL METRO COUNTIES** | **710.9** | **.2803** | **28.7** | **366** | **97.8** | **260.8** | **.2784** | **12,580,350** | **.3374** | **6,796,130** | **.3732** | **.3366** | **.2355** | **.2600** | **.3438** |
| **TOTAL STATE** | **1,143.6** | **.4509** | **24.2** | **128** | **98.2** | **424.3** | **.4529** | **19,054,994** | **.5110** | **11,008,774** | **.6044** | **.5270** | **.4164** | **.4509** | **.5188** |
| **NEW JERSEY** | | | | | | | | | | | | | | | |
| **ATLANTIC CITY** | **326.7** | **.1287** | **18.2** | **400** | **83.6** | **125.6** | **.1341** | **5,361,276** | **.1437** | **3,092,484** | **.1698** | **.1486** | **.1356** | **.1359** | **.1551** |
| Atlantic | 229.1 | .0903 | 18.0 | 408 | 79.5 | 86.8 | .0927 | 3,755,645 | .1007 | 2,112,969 | .1160 | .1032 | .0912 | .0907 | .1125 |
| Cape May | 97.6 | .0384 | 18.6 | 382 | 93.5 | 38.8 | .0414 | 1,605,631 | .0430 | 979,515 | .0538 | .0454 | .0444 | .0452 | .0426 |
| **BERGEN - PASSAIC** | **1,275.7** | **.5030** | **–1.3** | **3,042** | **85.2** | **461.9** | **.4930** | **28,321,161** | **.7594** | **12,323,838** | **.6766** | **.6834** | **.4066** | **.4305** | **.7366** |
| Bergen | 822.2 | .3242 | –2.8 | 3,511 | 87.8 | 307.7 | .3284 | 20,653,130 | .5538 | 8,650,466 | .4750 | .4843 | .2614 | .2803 | .5081 |
| Passaic | 453.5 | .1788 | 1.3 | 2,450 | 80.3 | 154.2 | .1646 | 7,668,031 | .2056 | 3,673,372 | .2016 | .1991 | .1452 | .1502 | .2285 |
| **JERSEY CITY** | **548.9** | **.2164** | **–1.5** | **11,754** | **76.9** | **205.6** | **.2195** | **8,743,710** | **.2345** | **3,223,295** | **.1770** | **.2136** | **.2112** | **.1802** | **.2701** |
| Hudson | 548.9 | .2164 | –1.5 | 11,754 | 76.9 | 205.6 | .2195 | 8,743,710 | .2345 | 3,223,295 | .1770 | .2136 | .2112 | .1802 | .2701 |
| **MIDDLESEX - SOMERSET - HUNTERDON** | **1,044.2** | **.4118** | **17.8** | **999** | **86.5** | **374.0** | **.3992** | **23,569,843** | **.6321** | **8,614,081** | **.4729** | **.5405** | **.2879** | **.2977** | **.5558** |
| Hunterdon | 111.4 | .0440 | 27.5 | 259 | 96.3 | 39.0 | .0416 | 2,816,471 | .0756 | 952,108 | .0523 | .0623 | .0293 | .0300 | .0621 |
| Middlesex | 683.1 | .2693 | 14.6 | 2,199 | 84.1 | 242.9 | .2593 | 13,762,890 | .3691 | 5,341,893 | .2932 | .3265 | .1870 | .1988 | .3598 |
| Somerset | 249.7 | .0985 | 22.9 | 819 | 88.8 | 92.1 | .0983 | 6,990,482 | .1874 | 2,320,080 | .1274 | .1517 | .0716 | .0689 | .1339 |
| **MONMOUTH - OCEAN** | **1,015.0** | **.4002** | **19.5** | **916** | **91.7** | **376.2** | **.4016** | **19,713,290** | **.5287** | **8,542,256** | **.4690** | **.4850** | **.3506** | **.3627** | **.4822** |
| Monmouth | 566.6 | .2234 | 12.6 | 1,201 | 88.3 | 202.2 | .2158 | 12,382,699 | .3321 | 5,065,087 | .2781 | .2941 | .1758 | .1805 | .2950 |
| Ocean | 448.4 | .1768 | 29.6 | 705 | 96.1 | 174.0 | .1858 | 7,330,591 | .1966 | 3,477,169 | .1909 | .1909 | .1748 | .1822 | .1872 |
| **NEWARK** | **1,823.6** | **.7191** | **–3.0** | **1,495** | **72.8** | **648.8** | **.6926** | **37,939,378** | **1.0175** | **13,548,005** | **.7439** | **.8755** | **.6026** | **.5500** | **.8600** |
| Essex | 771.5 | .3042 | –9.4 | 6,108 | 54.8 | 274.4 | .2929 | 14,131,117 | .3790 | 4,656,138 | .2557 | .3270 | .2909 | .2363 | .3469 |
| Morris | 423.7 | .1671 | 3.9 | 903 | 92.7 | 149.7 | .1598 | 10,795,734 | .2895 | 4,289,744 | .2356 | .2488 | .1275 | .1259 | .2259 |
| Sussex | 134.0 | .0528 | 15.4 | 257 | 97.9 | 45.4 | .0485 | 2,635,889 | .0707 | 853,116 | .0468 | .0599 | .0355 | .0337 | .0539 |
| Union | 494.4 | .1950 | –1.9 | 4,786 | 77.3 | 179.3 | .1914 | 10,376,638 | .2783 | 3,749,007 | .2058 | .2398 | .1487 | .1541 | .2333 |
| **TRENTON** | **330.8** | **.1304** | **7.5** | **1,464** | **77.2** | **118.6** | **.1266** | **6,782,113** | **.1818** | **2,708,053** | **.1487** | **.1615** | **.1027** | **.1075** | **.1633** |
| Mercer | 330.8 | .1304 | 7.5 | 1,464 | 77.2 | 118.6 | .1266 | 6,782,113 | .1818 | 2,708,053 | .1487 | .1615 | .1027 | .1075 | .1633 |
| **VINELAND - MILLVILLE - BRIDGETON** | **139.1** | **.0549** | **4.7** | **284** | **79.9** | **47.1** | **.0503** | **1,874,468** | **.0503** | **1,039,955** | **.0571** | **.0533** | **.0555** | **.0502** | **.0492** |
| Cumberland | 139.1 | .0549 | 4.7 | 284 | 79.9 | 47.1 | .0503 | 1,874,468 | .0503 | 1,039,955 | .0571 | .0533 | .0555 | .0502 | .0492 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Atlantic | 229.1 | .0903 | 18.0 | 408 | 79.5 | 86.8 | .0927 | 3,755,645 | .1007 | 2,112,969 | .1160 | .1032 | .0912 | .0907 | .1125 |
| Bergen | 822.2 | .3242 | –2.8 | 3,511 | 87.8 | 307.7 | .3284 | 20,653,130 | .5538 | 8,650,466 | .4750 | .4843 | .2614 | .2803 | .5081 |
| ☐ Burlington | 403.8 | .1592 | 11.4 | 502 | 82.7 | 139.6 | .1491 | 7,787,897 | .2089 | 3,484,868 | .1913 | .1937 | .1094 | .1284 | .1784 |
| ☐ Camden | 511.7 | .2018 | 8.5 | 2,302 | 79.9 | 181.8 | .1940 | 8,617,024 | .2311 | 3,682,068 | .2021 | .2164 | .1791 | .1685 | .2341 |
| Cape May | 97.6 | .0384 | 18.6 | 382 | 93.5 | 38.8 | .0414 | 1,605,631 | .0430 | 979,515 | .0538 | .0454 | .0444 | .0452 | .0426 |
| Cumberland | 139.1 | .0549 | 4.7 | 284 | 79.9 | 47.1 | .0503 | 1,874,468 | .0503 | 1,039,955 | .0571 | .0533 | .0555 | .0502 | .0492 |
| Essex | 771.5 | .3042 | –9.4 | 6,108 | 54.8 | 274.4 | .2929 | 14,131,117 | .3790 | 4,656,138 | .2557 | .3270 | .2909 | .2363 | .3469 |
| ☐ Gloucester | 235.5 | .0928 | 17.8 | 725 | 89.7 | 80.7 | .0862 | 3,870,100 | .1037 | 1,861,067 | .1021 | .1011 | .0691 | .0770 | .1010 |
| Hudson | 548.9 | .2164 | –1.5 | 11,754 | 76.9 | 205.6 | .2195 | 8,743,710 | .2345 | 3,223,295 | .1770 | .2136 | .2112 | .1802 | .2701 |
| Hunterdon | 111.4 | .0440 | 27.5 | 259 | 96.3 | 39.0 | .0416 | 2,816,471 | .0756 | 952,108 | .0523 | .0623 | .0293 | .0300 | .0621 |
| Mercer | 330.8 | .1304 | 7.5 | 1,464 | 77.2 | 118.6 | .1266 | 6,782,113 | .1818 | 2,708,053 | .1487 | .1615 | .1027 | .1075 | .1633 |
| Middlesex | 683.1 | .2693 | 14.6 | 2,199 | 84.1 | 242.9 | .2593 | 13,762,890 | .3691 | 5,341,893 | .2932 | .3265 | .1870 | .1988 | .3598 |
| Monmouth | 566.6 | .2234 | 12.6 | 1,201 | 88.3 | 202.2 | .2158 | 12,382,699 | .3321 | 5,065,087 | .2781 | .2941 | .1758 | .1805 | .2950 |
| Morris | 423.7 | .1671 | 3.9 | 903 | 92.7 | 149.7 | .1598 | 10,795,734 | .2895 | 4,289,744 | .2356 | .2488 | .1275 | .1259 | .2259 |
| Ocean | 448.4 | .1768 | 29.6 | 705 | 96.1 | 174.0 | .1858 | 7,330,591 | .1966 | 3,477,169 | .1909 | .1909 | .1748 | .1822 | .1872 |
| Passaic | 453.5 | .1788 | 1.3 | 2,450 | 80.3 | 154.2 | .1646 | 7,668,031 | .2056 | 3,673,372 | .2016 | .1991 | .1452 | .1502 | .2285 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES | | | | | | | | | | | | | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980-91 | Pop. Per Sq. Mi. (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **NEW JERSEY (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| ☐ Salem | 65.6 | .0258 | 1.4 | 194 | 84.3 | 24.0 | .0256 | 1,049,737 | .0282 | 367,009 | .0202 | .0253 | .0204 | .0205 | .0234 |
| Somerset | 249.7 | .0985 | 22.9 | 819 | 88.8 | 92.1 | .0983 | 6,990,482 | .1874 | 2,320,080 | .1274 | .1517 | .0716 | .0689 | .1339 |
| Sussex | 134.0 | .0528 | 15.4 | 257 | 97.9 | 45.4 | .0485 | 2,635,889 | .0707 | 853,116 | .0468 | .0599 | .0355 | .0337 | .0539 |
| Union | 494.4 | .1950 | -1.9 | 4,786 | 77.3 | 179.3 | .1914 | 10,376,638 | .2783 | 3,749,007 | .2058 | .2398 | .1487 | .1541 | .2333 |
| ☐ Warren | 92.9 | .0366 | 10.0 | 260 | 97.5 | 34.5 | .0368 | 1,542,909 | .0414 | 723,008 | .0397 | .0400 | .0323 | .0321 | .0373 |
| **TOTAL METRO COUNTIES** | **7,813.5** | **3.0807** | **6.1** | **1,053** | **82.1** | **2,818.4** | **3.0086** | **155,172,906** | **4.1613** | **63,209,987** | **3.4704** | **3.7379** | **2.5630** | **2.5412** | **3.8465** |
| **TOTAL STATE** | **7,813.5** | **3.0807** | **6.1** | **1,053** | **82.1** | **2,818.4** | **3.0086** | **155,172,906** | **4.1613** | **63,209,987** | **3.4704** | **3.7379** | **2.5630** | **2.5412** | **3.8465** |
| **NEW MEXICO** | | | | | | | | | | | | | | | |
| **ALBUQUERQUE** | **503.5** | **.1985** | **19.8** | **432** | **91.5** | **194.9** | **.2081** | **6,978,337** | **.1871** | **4,036,429** | **.2217** | **.1998** | **.2088** | **.2303** | **.2079** |
| Bernalillo | 503.5 | .1985 | 19.8 | 432 | 91.5 | 194.9 | .2081 | 6,978,337 | .1871 | 4,036,429 | .2217 | .1998 | .2088 | .2303 | .2079 |
| **LAS CRUCES** | **142.6** | **.0563** | **48.0** | **37** | **96.7** | **47.4** | **.0506** | **1,360,283** | **.0365** | **642,154** | **.0352** | **.0400** | **.0627** | **.0538** | **.0363** |
| Dona Ana | 142.6 | .0563 | 48.0 | 37 | 96.7 | 47.4 | .0506 | 1,360,283 | .0365 | 642,154 | .0352 | .0400 | .0627 | .0538 | .0363 |
| **SANTA FE** | **120.9** | **.0476** | **29.8** | **60** | **95.7** | **46.5** | **.0497** | **2,033,098** | **.0545** | **920,812** | **.0505** | **.0520** | **.0415** | **.0500** | **.0536** |
| Los Alamos | 18.3 | .0072 | 4.0 | 167 | 96.3 | 7.3 | .0078 | 423,349 | .0113 | 85,020 | .0046 | .0085 | .0057 | .0044 | .0081 |
| Santa Fe | 102.6 | .0404 | 35.9 | 54 | 95.6 | 39.2 | .0419 | 1,609,749 | .0432 | 835,792 | .0459 | .0435 | .0358 | .0456 | .0455 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Bernalillo | 503.5 | .1985 | 19.8 | 432 | 91.5 | 194.9 | .2081 | 6,978,337 | .1871 | 4,036,429 | .2217 | .1998 | .2088 | .2303 | .2079 |
| Catron | 2.6 | .0010 | -4.4 | 0 | 99.0 | 1.0 | .0010 | 20,975 | .0006 | 3,496 | .0001 | .0006 | .0014 | .0011 | .0005 |
| Chaves | 58.3 | .0230 | 14.1 | 10 | 96.5 | 20.7 | .0221 | 626,834 | .0168 | 288,765 | .0159 | .0177 | .0283 | .0239 | .0157 |
| Cibola | 23.8 | .0094 | -21.6 | 5 | 60.3 | 7.3 | .0078 | 169,548 | .0045 | 90,283 | .0050 | .0056 | .0108 | .0086 | .0044 |
| Colfax | 12.7 | .0050 | -7.1 | 3 | 98.4 | 4.9 | .0053 | 138,505 | .0037 | 86,466 | .0047 | .0042 | .0070 | .0058 | .0034 |
| Curry | 42.5 | .0168 | 1.1 | 30 | 89.7 | 15.1 | .0161 | 431,510 | .0116 | 307,803 | .0169 | .0143 | .0210 | .0218 | .0128 |
| De Baca | 2.2 | .0008 | -10.4 | 1 | 97.7 | .9 | .0009 | 21,365 | .0006 | 8,601 | .0005 | .0006 | .0014 | .0010 | .0004 |
| Dona Ana | 142.6 | .0563 | 48.0 | 37 | 96.7 | 47.4 | .0506 | 1,360,283 | .0365 | 642,154 | .0352 | .0400 | .0627 | .0538 | .0363 |
| Eddy | 48.4 | .0190 | 1.1 | 12 | 97.0 | 17.4 | .0186 | 536,491 | .0143 | 281,428 | .0155 | .0156 | .0212 | .0195 | .0145 |
| Grant | 28.1 | .0111 | 7.2 | 7 | 98.3 | 9.9 | .0106 | 282,350 | .0076 | 159,710 | .0088 | .0087 | .0138 | .0122 | .0076 |
| Guadalupe | 4.0 | .0016 | -11.0 | 1 | 98.2 | 1.5 | .0016 | 27,116 | .0007 | 27,062 | .0014 | .0012 | .0028 | .0019 | .0005 |
| Harding | 1.0 | .0004 | -8.3 | 0 | 99.1 | .4 | .0004 | 10,468 | .0003 | 3,546 | .0002 | .0002 | .0006 | .0005 | .0003 |
| Hidalgo | 5.8 | .0023 | -4.1 | 2 | 98.5 | 2.0 | .0021 | 62,837 | .0017 | 27,021 | .0015 | .0018 | .0025 | .0022 | .0012 |
| Lea | 54.0 | .0213 | -3.6 | 12 | 94.2 | 18.7 | .0200 | 556,004 | .0149 | 285,003 | .0157 | .0164 | .0274 | .0206 | .0153 |
| Lincoln | 12.1 | .0047 | 10.0 | 3 | 98.0 | 4.8 | .0051 | 139,349 | .0038 | 99,993 | .0055 | .0045 | .0070 | .0061 | .0044 |
| Los Alamos | 18.3 | .0072 | 4.0 | 167 | 96.3 | 7.3 | .0078 | 423,349 | .0113 | 85,020 | .0046 | .0085 | .0057 | .0044 | .0081 |
| Luna | 18.6 | .0074 | 19.3 | 6 | 97.6 | 7.0 | .0075 | 147,570 | .0040 | 102,007 | .0056 | .0050 | .0129 | .0088 | .0035 |
| McKinley | 62.7 | .0247 | 10.9 | 12 | 25.2 | 17.1 | .0182 | 437,533 | .0117 | 373,113 | .0205 | .0171 | .0285 | .0210 | .0139 |
| Mora | 4.2 | .0017 | -.1 | 2 | 99.1 | 1.5 | .0017 | 30,034 | .0008 | 5,744 | .0003 | .0008 | .0025 | .0017 | .0006 |
| Otero | 52.5 | .0207 | 17.5 | 8 | 86.4 | 18.4 | .0196 | 583,255 | .0156 | 250,867 | .0138 | .0160 | .0202 | .0230 | .0159 |
| Quay | 10.7 | .0042 | 1.2 | 4 | 96.0 | 4.2 | .0045 | 98,992 | .0027 | 63,388 | .0035 | .0034 | .0069 | .0051 | .0025 |
| Rio Arriba | 35.2 | .0139 | 20.2 | 6 | 83.0 | 11.8 | .0126 | 282,225 | .0076 | 129,504 | .0071 | .0086 | .0181 | .0140 | .0065 |
| Roosevelt | 16.6 | .0065 | 5.8 | 7 | 96.6 | 5.9 | .0063 | 156,038 | .0042 | 91,881 | .0050 | .0049 | .0103 | .0072 | .0035 |
| Sandoval | 69.4 | .0274 | 101.7 | 19 | 78.5 | 23.0 | .0245 | 862,795 | .0231 | 113,995 | .0063 | .0189 | .0168 | .0188 | .0197 |
| San Juan | 91.8 | .0362 | 12.7 | 17 | 61.4 | 28.7 | .0307 | 823,095 | .0221 | 591,003 | .0324 | .0280 | .0437 | .0341 | .0250 |
| San Miguel | 25.9 | .0102 | 13.8 | 5 | 97.3 | 8.7 | .0092 | 222,658 | .0059 | 108,463 | .0060 | .0068 | .0142 | .0100 | .0053 |
| Santa Fe | 102.6 | .0404 | 35.9 | 54 | 95.6 | 39.2 | .0419 | 1,609,749 | .0432 | 835,792 | .0459 | .0435 | .0358 | .0456 | .0455 |
| Sierra | 10.1 | .0040 | 19.5 | 2 | 98.5 | 4.6 | .0049 | 116,961 | .0031 | 47,233 | .0026 | .0032 | .0072 | .0052 | .0023 |
| Socorro | 14.8 | .0058 | 17.8 | 2 | 87.3 | 5.2 | .0056 | 142,241 | .0039 | 47,618 | .0026 | .0038 | .0073 | .0048 | .0033 |
| Taos | 23.3 | .0092 | 19.8 | 11 | 92.1 | 8.9 | .0095 | 213,415 | .0057 | 167,493 | .0092 | .0074 | .0164 | .0118 | .0064 |
| Torrance | 11.1 | .0044 | 48.2 | 3 | 97.8 | 4.0 | .0042 | 103,769 | .0028 | 39,432 | .0021 | .0029 | .0054 | .0047 | .0022 |
| Union | 3.9 | .0015 | -17.5 | 1 | 99.5 | 1.6 | .0017 | 42,864 | .0011 | 16,346 | .0009 | .0012 | .0023 | .0017 | .0011 |
| Valencia | 48.1 | .0190 | 56.3 | 45 | 95.1 | 16.2 | .0173 | 539,476 | .0145 | 228,355 | .0126 | .0148 | .0217 | .0182 | .0121 |
| **TOTAL METRO COUNTIES** | **767.0** | **.3024** | **25.8** | **110** | **93.1** | **288.8** | **.3084** | **10,371,718** | **.2781** | **5,599,395** | **.3074** | **.2918** | **.3130** | **.3341** | **.2978** |
| **TOTAL STATE** | **1,561.4** | **.6156** | **19.8** | **13** | **87.6** | **560.2** | **.5980** | **18,197,991** | **.4880** | **9,645,014** | **.5296** | **.5260** | **.6926** | **.6494** | **.5026** |
| **NEW YORK** | | | | | | | | | | | | | | | |
| **ALBANY - SCHENECTADY - TROY** | **886.2** | **.3494** | **6.0** | **273** | **93.5** | **340.7** | **.3638** | **13,817,504** | **.3705** | **6,971,896** | **.3828** | **.3697** | **.3453** | **.3586** | **.3763** |
| Albany | 293.8 | .1158 | 2.8 | 561 | 89.1 | 116.5 | .1244 | 4,789,730 | .1284 | 3,099,377 | .1701 | .1384 | .1218 | .1327 | .1541 |
| Greene | 45.9 | .0181 | 12.3 | 71 | 93.5 | 16.9 | .0180 | 588,885 | .0158 | 292,292 | .0160 | .0163 | .0208 | .0184 | .0143 |
| Montgomery | 51.9 | .0205 | -2.9 | 128 | 98.3 | 20.2 | .0216 | 655,892 | .0176 | 296,138 | .0163 | .0177 | .0241 | .0233 | .0154 |
| Rensselaer | 154.9 | .0611 | 1.9 | 237 | 94.8 | 57.8 | .0617 | 2,252,822 | .0604 | 842,521 | .0463 | .0562 | .0589 | .0560 | .0511 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES | | | | | | | | | | | | | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980-91 | Pop Per Sq. Mi. (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **NEW YORK (continued)** | | | | | | | | | | | | | | | |
| **ALBANY - SCHENECTADY - TROY (continued)** | | | | | | | | | | | | | | | |
| Saratoga | 190.3 | .0750 | 23.8 | 234 | 97.7 | 69.9 | .0747 | 3,165,529 | .0849 | 1,289,700 | .0708 | .0787 | .0577 | .0647 | .0756 |
| Schenectady | 149.4 | .0589 | -.4 | 725 | 93.9 | 59.4 | .0634 | 2,364,646 | .0634 | 1,151,868 | .0633 | .0624 | .0620 | .0635 | .0658 |
| **BINGHAMTON** | 264.1 | .1041 | .2 | 215 | 96.4 | 100.4 | .1072 | 3,667,013 | .0983 | 1,905,840 | .1047 | .1013 | .1051 | .1103 | .1005 |
| Broome | 211.3 | .0833 | -1.1 | 299 | 95.8 | 81.4 | .0869 | 2,949,298 | .0791 | 1,669,198 | .0917 | .0837 | .0877 | .0917 | .0848 |
| Tioga | 52.8 | .0208 | 6.0 | 102 | 98.6 | 19.0 | .0203 | 717,715 | .0192 | 236,642 | .0130 | .0176 | .0174 | .0186 | .0157 |
| **BUFFALO** | 964.4 | .3803 | -5.0 | 923 | 86.6 | 376.3 | .4017 | 13,260,348 | .3556 | 6,873,197 | .3774 | .3671 | .4539 | .4019 | .3707 |
| Erie | 964.4 | .3803 | -5.0 | 923 | 86.6 | 376.3 | .4017 | 13,260,348 | .3556 | 6,873,197 | .3774 | .3671 | .4539 | .4019 | .3707 |
| ***BUFFALO - NIAGARA FALLS CONSOLIDATED AREA*** | *1,185.1* | *.4674* | *-4.7* | *756* | *87.8* | *461.3* | *.4924* | *16,191,765* | *.4342* | *8,335,500* | *.4576* | *.4479* | *.5488* | *.4923* | *.4555* |
| **ELMIRA** | 95.6 | .0377 | -2.1 | 234 | 93.0 | 35.5 | .0379 | 1,218,757 | .0327 | 676,981 | .0372 | .0350 | .0394 | .0411 | .0353 |
| Chemung | 95.6 | .0377 | -2.1 | 234 | 93.0 | 35.5 | .0379 | 1,218,757 | .0327 | 676,981 | .0372 | .0350 | .0394 | .0411 | .0353 |
| **GLENS FALLS** | 120.7 | .0476 | 10.1 | 71 | 97.2 | 43.8 | .0467 | 1,653,312 | .0444 | 963,701 | .0529 | .0474 | .0489 | .0513 | .0445 |
| Warren | 60.3 | .0238 | 9.9 | 69 | 98.8 | 23.1 | .0246 | 875,116 | .0235 | 702,595 | .0386 | .0280 | .0273 | .0297 | .0279 |
| Washington | 60.4 | .0238 | 10.2 | 72 | 95.6 | 20.7 | .0221 | 778,196 | .0209 | 261,106 | .0143 | .0194 | .0216 | .0216 | .0166 |
| **JAMESTOWN - DUNKIRK** | 140.8 | .0555 | -4.2 | 133 | 97.3 | 53.3 | .0569 | 1,401,196 | .0376 | 856,749 | .0470 | .0440 | .0773 | .0670 | .0399 |
| Chautauqua | 140.8 | .0555 | -4.2 | 133 | 97.3 | 53.3 | .0569 | 1,401,196 | .0376 | 856,749 | .0470 | .0440 | .0773 | .0670 | .0399 |
| **NASSAU - SUFFOLK** | 2,653.2 | 1.0461 | 1.8 | 2,215 | 89.5 | 867.6 | .9261 | 53,636,941 | 1.4384 | 25,171,481 | 1.3820 | 1.3430 | .7565 | .8069 | 1.3556 |
| Nassau | 1,285.9 | .5070 | -2.7 | 4,484 | 87.5 | 430.0 | .4590 | 28,582,574 | .7665 | 13,939,172 | .7653 | .7143 | .3660 | .4168 | .7376 |
| Suffolk | 1,367.3 | .5391 | 6.5 | 1,501 | 91.3 | 437.6 | .4671 | 25,054,367 | .6719 | 11,232,309 | .6167 | .6287 | .3905 | .3901 | .6180 |
| **NEW YORK** | 8,627.2 | 3.4014 | 4.3 | 7,518 | 63.2 | 3,260.1 | 3.4801 | 149,120,140 | 3.9989 | 48,759,376 | 2.6771 | 3.4832 | 3.4255 | 2.7850 | 3.8375 |
| Bronx | 1,218.4 | .4804 | 4.2 | 29,010 | 51.6 | 424.9 | .4536 | 13,608,330 | .3649 | 3,160,617 | .1735 | .3307 | .5430 | .3522 | .3432 |
| Kings | 2,320.3 | .9148 | 4.0 | 32,912 | 53.1 | 827.3 | .8831 | 29,673,508 | .7957 | 7,478,523 | .4106 | .7041 | .9807 | .6934 | .7516 |
| New York (Manhattan) | 1,505.7 | .5936 | 5.4 | 53,018 | 65.9 | 721.8 | .7705 | 39,824,276 | 1.0679 | 17,896,000 | .9826 | .9476 | .7569 | .6889 | 1.2219 |
| Putnam | 86.0 | .0339 | 11.4 | 371 | 97.8 | 28.7 | .0307 | 1,771,193 | .0475 | 492,222 | .0271 | .0387 | .0207 | .0183 | .0328 |
| Queens | 1,966.0 | .7752 | 3.9 | 17,971 | 63.2 | 719.6 | .7681 | 30,498,689 | .8179 | 8,137,333 | .4467 | .6980 | .6543 | .5863 | .7467 |
| Richmond | 386.4 | .1523 | 9.8 | 6,594 | 86.6 | 132.7 | .1417 | 6,781,066 | .1819 | 2,037,983 | .1119 | .1550 | .1302 | .1011 | .1534 |
| Rockland | 265.9 | .1048 | 2.5 | 1,526 | 84.7 | 84.7 | .0904 | 5,405,529 | .1450 | 1,784,720 | .0980 | .1228 | .0671 | .0649 | .1137 |
| Westchester | 878.5 | .3464 | 1.4 | 2,029 | 81.6 | 320.4 | .3420 | 21,557,549 | .5781 | 7,771,978 | .4267 | .4863 | .2726 | .2799 | .4742 |
| ***NEW YORK - NORTHERN NEW JERSEY - LONG ISLAND CONSOLIDATED AREA*** | *18,131.2* | *7.1488* | *4.1* | *2,377* | *74.5* | *6,602.8* | *7.0482* | *346,788,883* | *9.2999* | *130,124,509* | *7.1444* | *8.2235* | *6.4044* | *5.7853* | *8.6512* |
| **NIAGARA FALLS** | 220.7 | .0871 | -2.9 | 422 | 93.1 | 85.0 | .0907 | 2,931,417 | .0786 | 1,462,303 | .0802 | .0808 | .0949 | .0904 | .0848 |
| Niagara | 220.7 | .0871 | -2.9 | 422 | 93.1 | 85.0 | .0907 | 2,931,417 | .0786 | 1,462,303 | .0802 | .0808 | .0949 | .0904 | .0848 |
| **ORANGE COUNTY** | 318.1 | .1254 | 22.5 | 390 | 90.8 | 104.9 | .1119 | 4,948,106 | .1327 | 2,302,542 | .1264 | .1294 | .1027 | .0999 | .1300 |
| Orange | 318.1 | .1254 | 22.5 | 390 | 90.8 | 104.9 | .1119 | 4,948,106 | .1327 | 2,302,542 | .1264 | .1294 | .1027 | .0999 | .1300 |
| **POUGHKEEPSIE** | 265.1 | .1045 | 8.2 | 331 | 88.7 | 91.6 | .0978 | 4,567,297 | .1225 | 2,261,077 | .1241 | .1195 | .0868 | .0887 | .1206 |
| Dutchess | 265.1 | .1045 | 8.2 | 331 | 88.7 | 91.6 | .0978 | 4,567,297 | .1225 | 2,261,077 | .1241 | .1195 | .0868 | .0887 | .1206 |
| **ROCHESTER** | 1,008.0 | .3975 | 3.8 | 344 | 88.4 | 376.8 | .4023 | 15,453,199 | .4144 | 7,440,110 | .4085 | .4093 | .3836 | .3820 | .4242 |
| Livingston | 63.7 | .0251 | 11.7 | 101 | 96.3 | 21.5 | .0230 | 828,943 | .0223 | 333,561 | .0183 | .0216 | .0202 | .0222 | .0187 |
| Monroe | 715.5 | .2821 | 1.9 | 1,085 | 85.3 | 273.0 | .2914 | 11,439,918 | .3068 | 5,668,842 | .3112 | .3032 | .2821 | .2743 | .3218 |
| Ontario | 95.8 | .0378 | 7.8 | 149 | 97.3 | 35.3 | .0377 | 1,527,314 | .0410 | 847,927 | .0465 | .0419 | .0331 | .0376 | .0440 |
| Orleans | 42.8 | .0169 | 11.2 | 109 | 92.0 | 14.6 | .0156 | 535,276 | .0143 | 164,501 | .0091 | .0133 | .0141 | .0149 | .0126 |
| Wayne | 90.2 | .0356 | 6.6 | 149 | 96.1 | 32.4 | .0346 | 1,121,748 | .0300 | 425,279 | .0234 | .0293 | .0341 | .0330 | .0271 |
| **SYRACUSE** | 662.7 | .2613 | 3.1 | 277 | 92.0 | 245.0 | .2616 | 9,379,763 | .2516 | 4,799,631 | .2635 | .2572 | .2633 | .2597 | .2741 |
| Madison | 70.2 | .0277 | 7.8 | 107 | 97.7 | 23.7 | .0253 | 940,353 | .0252 | 369,381 | .0203 | .0242 | .0228 | .0237 | .0219 |
| Onondaga | 469.0 | .1849 | 1.1 | 601 | 89.3 | 178.2 | .1903 | 6,945,587 | .1863 | 3,799,335 | .2086 | .1928 | .1947 | .1911 | .2165 |
| Oswego | 123.5 | .0487 | 8.4 | 130 | 98.7 | 43.1 | .0460 | 1,493,823 | .0401 | 630,915 | .0346 | .0402 | .0458 | .0449 | .0357 |
| **UTICA - ROME** | 316.1 | .1246 | -1.3 | 120 | 94.2 | 116.8 | .1247 | 3,970,361 | .1065 | 2,040,739 | .1121 | .1117 | .1334 | .1321 | .1085 |
| Herkimer | 65.7 | .0259 | -1.5 | 47 | 99.3 | 24.9 | .0266 | 737,278 | .0198 | 351,631 | .0193 | .0209 | .0309 | .0291 | .0191 |
| Oneida | 250.4 | .0987 | -1.2 | 206 | 92.8 | 91.9 | .0981 | 3,233,083 | .0867 | 1,689,108 | .0928 | .0908 | .1025 | .1030 | .0894 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Albany | 293.8 | .1158 | 2.8 | 561 | 89.1 | 116.5 | .1244 | 4,789,730 | .1284 | 3,099,377 | .1701 | .1384 | .1218 | .1327 | .1541 |
| Allegany | 50.6 | .0200 | -2.2 | 49 | 98.5 | 17.0 | .0181 | 534,891 | .0144 | 187,052 | .0103 | .0142 | .0200 | .0185 | .0130 |
| Bronx | 1,218.4 | .4804 | 4.2 | 29,010 | 51.6 | 424.9 | .4536 | 13,608,330 | .3649 | 3,160,617 | .1735 | .3307 | .5430 | .3522 | .3432 |
| Broome | 211.3 | .0833 | -1.1 | 299 | 95.8 | 81.4 | .0869 | 2,949,298 | .0791 | 1,669,198 | .0917 | .0837 | .0877 | .0917 | .0848 |
| Cattaraugus | 83.6 | .0330 | -2.5 | 64 | 96.4 | 30.3 | .0323 | 926,506 | .0248 | 461,199 | .0253 | .0267 | .0357 | .0376 | .0254 |
| Cayuga | 82.7 | .0326 | 3.5 | 119 | 95.2 | 29.2 | .0312 | 991,298 | .0266 | 415,973 | .0229 | .0266 | .0333 | .0318 | .0262 |
| Chautauqua | 140.8 | .0555 | -4.2 | 133 | 97.3 | 53.3 | .0569 | 1,401,196 | .0376 | 856,749 | .0470 | .0440 | .0773 | .0670 | .0399 |
| Chemung | 95.6 | .0377 | -2.1 | 234 | 93.0 | 35.5 | .0379 | 1,218,757 | .0327 | 676,981 | .0372 | .0350 | .0394 | .0411 | .0353 |
| Chenango | 52.5 | .0207 | 6.4 | 59 | 98.5 | 19.5 | .0208 | 674,913 | .0181 | 264,635 | .0145 | .0175 | .0199 | .0220 | .0159 |
| Clinton | 86.3 | .0340 | 6.9 | 83 | 94.0 | 29.5 | .0315 | 1,020,064 | .0273 | 626,177 | .0344 | .0308 | .0352 | .0361 | .0308 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES | | | | | | | | | | | | | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980-91 | Pop Per Sq Mi (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **NEW YORK (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Columbia | 63.4 | .0250 | 6.6 | 100 | 95.4 | 23.9 | .0255 | 904,144 | .0243 | 341,978 | .0187 | .0228 | .0260 | .0243 | .0205 |
| Cortland | 49.0 | .0193 | .4 | 98 | 98.5 | 17.3 | .0185 | 594,675 | .0159 | 357,160 | .0197 | .0177 | .0195 | .0204 | .0165 |
| Delaware | 47.7 | .0188 | 1.9 | 33 | 98.2 | 17.9 | .0191 | 576,074 | .0155 | 331,792 | .0182 | .0169 | .0218 | .0221 | .0141 |
| Dutchess | 265.1 | .1045 | 8.2 | 331 | 88.7 | 91.6 | .0978 | 4,567,297 | .1225 | 2,261,077 | .1241 | .1195 | .0868 | .0887 | .1206 |
| Erie | 964.4 | .3803 | -5.0 | 923 | 86.6 | 376.3 | .4017 | 13,260,348 | .3556 | 6,873,197 | .3774 | .3671 | .4539 | .4019 | .3707 |
| Essex | 37.4 | .0147 | 3.4 | 21 | 95.9 | 13.7 | .0146 | 429,293 | .0115 | 264,004 | .0145 | .0129 | .0184 | .0166 | .0107 |
| Franklin | 47.4 | .0187 | 5.5 | 29 | 90.0 | 16.3 | .0174 | 520,643 | .0139 | 271,582 | .0149 | .0152 | .0212 | .0191 | .0125 |
| Fulton | 54.6 | .0215 | -1.0 | 110 | 98.1 | 20.9 | .0223 | 640,807 | .0172 | 316,635 | .0174 | .0181 | .0260 | .0243 | .0160 |
| Genesee | 60.2 | .0238 | 1.3 | 122 | 96.7 | 21.7 | .0232 | 800,155 | .0215 | 361,375 | .0198 | .0215 | .0201 | .0236 | .0207 |
| Greene | 45.9 | .0181 | 12.3 | 71 | 93.5 | 16.9 | .0180 | 588,885 | .0158 | 292,292 | .0160 | .0163 | .0208 | .0184 | .0143 |
| Hamilton | 5.3 | .0021 | 5.3 | 3 | 99.4 | 2.2 | .0024 | 69,103 | .0018 | 23,909 | .0014 | .0018 | .0024 | .0026 | .0016 |
| Herkimer | 65.7 | .0259 | -1.5 | 47 | 99.3 | 24.9 | .0266 | 737,278 | .0198 | 351,631 | .0193 | .0209 | .0309 | .0291 | .0191 |
| Jefferson | 118.0 | .0465 | 33.9 | 93 | 91.3 | 40.0 | .0427 | 1,368,223 | .0367 | 830,171 | .0455 | .0412 | .0445 | .0503 | .0423 |
| Kings | 2,320.3 | .9148 | 4.0 | 32,912 | 53.1 | 827.3 | .8831 | 29,673,508 | .7957 | 7,478,523 | .4106 | .7041 | .9807 | .6934 | .7516 |
| Lewis | 27.6 | .0109 | 10.2 | 22 | 98.9 | 9.6 | .0102 | 301,764 | .0081 | 90,482 | .0050 | .0077 | .0107 | .0098 | .0069 |
| Livingston | 63.7 | .0251 | 11.7 | 101 | 96.3 | 21.5 | .0230 | 828,943 | .0223 | 333,561 | .0183 | .0216 | .0202 | .0222 | .0187 |
| Madison | 70.2 | .0277 | 7.8 | 107 | 97.7 | 23.7 | .0253 | 940,353 | .0252 | 369,381 | .0203 | .0242 | .0228 | .0237 | .0219 |
| Monroe | 715.5 | .2821 | 1.9 | 1,085 | 85.3 | 273.0 | .2914 | 11,439,918 | .3068 | 5,668,842 | .3112 | .3032 | .2821 | .2743 | .3218 |
| Montgomery | 51.9 | .0205 | -2.9 | 128 | 98.3 | 20.2 | .0216 | 655,892 | .0176 | 296,138 | .0163 | .0177 | .0241 | .0233 | .0154 |
| Nassau | 1,285.9 | .5070 | -2.7 | 4,484 | 87.5 | 430.0 | .4590 | 28,582,574 | .7665 | 13,939,172 | .7653 | .7143 | .3660 | .4168 | .7376 |
| New York (Manhattan) | 1,505.7 | .5936 | 5.4 | 53,018 | 65.9 | 721.8 | .7705 | 39,824,276 | 1.0679 | 17,896,000 | .9826 | .9476 | .7569 | .6889 | 1.2219 |
| Niagara | 220.7 | .0871 | -2.9 | 422 | 93.1 | 85.0 | .0907 | 2,931,417 | .0786 | 1,462,303 | .0802 | .0808 | .0949 | .0904 | .0848 |
| Oneida | 250.4 | .0987 | -1.2 | 206 | 92.8 | 91.9 | .0981 | 3,233,083 | .0867 | 1,689,108 | .0928 | .0908 | .1025 | .1030 | .0894 |
| Onondaga | 469.0 | .1849 | 1.1 | 601 | 89.3 | 178.2 | .1903 | 6,945,587 | .1863 | 3,799,335 | .2086 | .1928 | .1947 | .1911 | .2165 |
| Ontario | 95.8 | .0378 | 7.8 | 149 | 97.3 | 35.3 | .0377 | 1,527,314 | .0410 | 847,927 | .0465 | .0419 | .0331 | .0376 | .0440 |
| Orange | 318.1 | .1254 | 22.5 | 390 | 90.8 | 104.9 | .1119 | 4,948,106 | .1327 | 2,302,542 | .1264 | .1294 | .1027 | .0999 | .1300 |
| Orleans | 42.8 | .0169 | 11.2 | 109 | 92.0 | 14.6 | .0156 | 535,276 | .0143 | 164,501 | .0091 | .0133 | .0141 | .0149 | .0126 |
| Oswego | 123.5 | .0487 | 8.4 | 130 | 98.7 | 43.1 | .0460 | 1,493,823 | .0401 | 630,915 | .0346 | .0402 | .0458 | .0449 | .0357 |
| Otsego | 61.3 | .0241 | 3.8 | 61 | 97.7 | 22.0 | .0235 | 770,809 | .0206 | 483,298 | .0265 | .0230 | .0252 | .0273 | .0175 |
| Putnam | 86.0 | .0339 | 11.4 | 371 | 97.8 | 28.7 | .0307 | 1,771,193 | .0475 | 492,222 | .0271 | .0387 | .0207 | .0183 | .0328 |
| Queens | 1,966.0 | .7752 | 3.9 | 17,971 | 63.2 | 719.6 | .7681 | 30,498,689 | .8179 | 8,137,333 | .4467 | .6980 | .6543 | .5863 | .7467 |
| Rensselaer | 154.9 | .0611 | 1.9 | 237 | 94.8 | 57.8 | .0617 | 2,252,822 | .0604 | 842,521 | .0463 | .0562 | .0589 | .0560 | .0511 |
| Richmond | 386.4 | .1523 | 9.8 | 6,594 | 86.6 | 132.7 | .1417 | 6,781,066 | .1819 | 2,037,983 | .1119 | .1550 | .1302 | .1011 | .1534 |
| Rockland | 265.9 | .1048 | 2.5 | 1,526 | 84.7 | 84.7 | .0904 | 5,405,529 | .1450 | 1,784,720 | .0980 | .1228 | .0671 | .0649 | .1137 |
| St. Lawrence | 112.0 | .0442 | -2.1 | 42 | 96.6 | 37.9 | .0404 | 1,151,509 | .0308 | 710,975 | .0390 | .0361 | .0546 | .0462 | .0297 |
| Saratoga | 190.3 | .0750 | 23.8 | 234 | 97.7 | 69.9 | .0747 | 3,165,529 | .0849 | 1,289,700 | .0708 | .0787 | .0577 | .0647 | .0756 |
| Schenectady | 149.4 | .0589 | -.4 | 725 | 93.9 | 59.4 | .0634 | 2,364,646 | .0634 | 1,151,868 | .0633 | .0624 | .0620 | .0635 | .0658 |
| Schoharie | 32.4 | .0128 | 9.1 | 52 | 97.9 | 11.5 | .0122 | 394,168 | .0106 | 150,036 | .0082 | .0103 | .0125 | .0127 | .0095 |
| Schuyler | 18.7 | .0074 | 5.7 | 57 | 98.5 | 6.8 | .0073 | 213,311 | .0057 | 98,640 | .0054 | .0060 | .0064 | .0079 | .0034 |
| Seneca | 33.3 | .0131 | -1.3 | 102 | 97.3 | 12.2 | .0130 | 429,318 | .0115 | 175,709 | .0097 | .0112 | .0120 | .0132 | .0101 |
| Steuben | 99.5 | .0392 | .3 | 71 | 98.0 | 37.6 | .0402 | 1,241,710 | .0333 | 582,419 | .0319 | .0342 | .0458 | .0435 | .0339 |
| Suffolk | 1,367.3 | .5391 | 6.5 | 1,501 | 91.3 | 437.6 | .4671 | 25,054,367 | .6719 | 11,232,309 | .6167 | .6287 | .3905 | .3901 | .6180 |
| Sullivan | 70.7 | .0279 | 8.5 | 73 | 89.9 | 25.1 | .0268 | 900,975 | .0242 | 470,506 | .0259 | .0255 | .0325 | .0287 | .0222 |
| Tioga | 52.8 | .0208 | 6.0 | 102 | 98.6 | 19.0 | .0203 | 717,715 | .0192 | 236,642 | .0130 | .0176 | .0174 | .0186 | .0157 |
| Tompkins | 95.1 | .0375 | 9.2 | 200 | 90.6 | 33.6 | .0358 | 1,287,065 | .0345 | 626,988 | .0344 | .0351 | .0398 | .0367 | .0329 |
| Ulster | 167.4 | .0660 | 5.8 | 149 | 93.3 | 61.3 | .0655 | 2,452,458 | .0658 | 1,237,196 | .0679 | .0665 | .0638 | .0638 | .0620 |
| Warren | 60.3 | .0238 | 9.9 | 69 | 98.8 | 23.1 | .0246 | 875,116 | .0235 | 702,595 | .0386 | .0280 | .0273 | .0297 | .0279 |
| Washington | 60.4 | .0238 | 10.2 | 72 | 95.6 | 20.7 | .0221 | 778,196 | .0209 | 261,106 | .0143 | .0194 | .0216 | .0216 | .0166 |
| Wayne | 90.2 | .0356 | 6.6 | 149 | 96.1 | 32.4 | .0346 | 1,121,748 | .0300 | 425,279 | .0234 | .0293 | .0341 | .0330 | .0271 |
| Westchester | 878.5 | .3464 | 1.4 | 2,029 | 81.6 | 320.4 | .3420 | 21,557,549 | .5781 | 7,771,978 | .4267 | .4863 | .2726 | .2799 | .4742 |
| Wyoming | 43.6 | .0171 | 9.3 | 74 | 93.6 | 14.0 | .0150 | 444,061 | .0120 | 185,586 | .0102 | .0125 | .0147 | .0167 | .0112 |
| Yates | 23.1 | .0092 | 7.6 | 68 | 98.8 | 8.6 | .0092 | 263,598 | .0070 | 94,852 | .0052 | .0069 | .0099 | .0096 | .0060 |
| **TOTAL METRO COUNTIES** | **16,542.9** | **6.5225** | **3.3** | **783** | **76.3** | **6,097.8** | **6.5094** | **279,025,354** | **7.4827** | **112,485,623** | **6.1759** | **6.8986** | **6.3166** | **5.6749** | **7.3025** |
| **TOTAL STATE** | **18,166.3** | **7.1626** | **3.5** | **385** | **78.0** | **6,677.4** | **7.1281** | **298,926,889** | **8.0163** | **122,445,952** | **6.7227** | **7.4575** | **6.9885** | **6.3403** | **7.8160** |
| **NORTH CAROLINA** | | | | | | | | | | | | | | | |
| **ASHEVILLE** | **177.7** | **.0700** | **10.4** | **271** | **91.1** | **72.2** | **.0771** | **2,373,607** | **.0636** | **1,334,803** | **.0733** | **.0679** | **.0845** | **.0852** | **.0727** |
| Buncombe | 177.7 | .0700 | 10.4 | 271 | 91.1 | 72.2 | .0771 | 2,373,607 | .0636 | 1,334,803 | .0733 | .0679 | .0845 | .0852 | .0727 |
| **BURLINGTON** | **109.9** | **.0433** | **10.7** | **255** | **79.9** | **43.4** | **.0463** | **1,491,854** | **.0400** | **900,048** | **.0494** | **.0435** | **.0474** | **.0517** | **.0470** |
| Alamance | 109.9 | .0433 | 10.7 | 255 | 79.9 | 43.4 | .0463 | 1,491,854 | .0400 | 900,048 | .0494 | .0435 | .0474 | .0517 | .0470 |
| **CHARLOTTE - GASTONIA - ROCK HILL** | **1,200.4** | **.4732** | **23.6** | **355** | **78.6** | **455.6** | **.4861** | **17,448,531** | **.4677** | **8,749,247** | **.4803** | **.4727** | **.4428** | **.5016** | **.4981** |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980-91 | Pop. Per Sq. Mi. (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **NORTH CAROLINA (continued)** | | | | | | | | | | | | | | | |
| **CHARLOTTE - GASTONIA - ROCK HILL (continued)** | | | | | | | | | | | | | | | |
| Cabarrus | 101.0 | .0398 | 17.6 | 277 | 86.4 | 38.3 | .0408 | 1,362,461 | .0365 | 694,096 | .0381 | .0377 | .0390 | .0429 | .0404 |
| Gaston | 176.9 | .0697 | 8.8 | 496 | 86.1 | 66.0 | .0705 | 2,186,947 | .0586 | 1,177,955 | .0647 | .0627 | .0720 | .0770 | .0622 |
| Lincoln | 52.1 | .0205 | 23.0 | 174 | 91.3 | 19.5 | .0208 | 656,385 | .0176 | 259,161 | .0143 | .0172 | .0189 | .0213 | .0175 |
| Mecklenburg | 534.6 | .2108 | 32.2 | 1,014 | 71.5 | 209.4 | .2235 | 8,944,877 | .2399 | 4,773,731 | .2620 | .2407 | .1895 | .2289 | .2611 |
| Rowan | 112.6 | .0444 | 13.5 | 220 | 83.1 | 43.3 | .0462 | 1,359,188 | .0364 | 509,548 | .0280 | .0355 | .0447 | .0472 | .0365 |
| Union | 87.4 | .0344 | 24.1 | 137 | 83.5 | 30.4 | .0324 | 1,146,896 | .0307 | 433,493 | .0238 | .0294 | .0280 | .0318 | .0292 |
| *York, S. C.* | *135.8* | *.0536* | *27.2* | *199* | *79.3* | *48.7* | *.0519* | *1,791,777* | *.0480* | *901,263* | *.0494* | *.0495* | *.0507* | *.0525* | *.0512* |
| **FAYETTEVILLE** | **278.1** | **.1097** | **12.5** | **426** | **63.4** | **92.6** | **.0989** | **3,100,589** | **.0832** | **1,719,843** | **.0944** | **.0919** | **.0968** | **.1222** | **.0908** |
| Cumberland | 278.1 | .1097 | 12.5 | 426 | 63.4 | 92.6 | .0989 | 3,100,589 | .0832 | 1,719,843 | .0944 | .0919 | .0968 | .1222 | .0908 |
| **GREENSBORO - WINSTON-SALEM - HIGH POINT** | **961.1** | **.3790** | **12.9** | **278** | **79.5** | **380.0** | **.4057** | **13,665,330** | **.3664** | **7,348,775** | **.4036** | **.3802** | **.3891** | **.4395** | **.4456** |
| Davidson | 129.2 | .0510 | 14.2 | 234 | 89.6 | 50.0 | .0534 | 1,638,106 | .0439 | 633,983 | .0348 | .0426 | .0518 | .0535 | .0437 |
| Davie | 28.8 | .0113 | 17.1 | 109 | 90.8 | 11.2 | .0120 | 412,132 | .0110 | 110,814 | .0061 | .0097 | .0108 | .0113 | .0099 |
| Forsyth | 270.7 | .1068 | 11.1 | 661 | 74.1 | 109.6 | .1170 | 4,110,674 | .1102 | 2,457,880 | .1350 | .1170 | .1138 | .1309 | .1352 |
| Guilford | 354.0 | .1396 | 11.6 | 545 | 71.7 | 140.1 | .1495 | 5,327,969 | .1429 | 3,384,298 | .1858 | .1551 | .1427 | .1693 | .1970 |
| Randolph | 109.5 | .0432 | 19.9 | 139 | 93.2 | 42.3 | .0452 | 1,341,854 | .0360 | 522,546 | .0287 | .0353 | .0416 | .0473 | .0402 |
| Stokes | 37.9 | .0149 | 14.5 | 84 | 94.3 | 14.4 | .0153 | 468,343 | .0126 | 106,100 | .0059 | .0109 | .0142 | .0141 | .0108 |
| Yadkin | 31.0 | .0122 | 9.0 | 92 | 95.6 | 12.4 | .0133 | 366,252 | .0098 | 133,154 | .0073 | .0096 | .0142 | .0131 | .0088 |
| **HICKORY - MORGANTON** | **226.0** | **.0892** | **11.5** | **194** | **91.1** | **86.9** | **.0928** | **2,877,284** | **.0772** | **1,563,932** | **.0859** | **.0821** | **.0904** | **.1029** | **.0895** |
| Alexander | 28.1 | .0111 | 12.4 | 108 | 93.6 | 10.5 | .0112 | 324,522 | .0087 | 114,812 | .0063 | .0085 | .0105 | .0113 | .0093 |
| Burke | 76.7 | .0303 | 5.8 | 151 | 91.9 | 29.6 | .0316 | 905,509 | .0243 | 431,743 | .0237 | .0252 | .0336 | .0346 | .0267 |
| Catawba | 121.2 | .0478 | 15.2 | 303 | 90.0 | 46.8 | .0500 | 1,647,253 | .0442 | 1,017,377 | .0559 | .0484 | .0463 | .0570 | .0535 |
| **JACKSONVILLE** | **153.5** | **.0605** | **36.1** | **200** | **76.8** | **42.4** | **.0452** | **1,728,365** | **.0464** | **759,280** | **.0416** | **.0478** | **.0444** | **.0637** | **.0390** |
| Onslow | 153.5 | .0605 | 36.1 | 200 | 76.8 | 42.4 | .0452 | 1,728,365 | .0464 | 759,280 | .0416 | .0478 | .0444 | .0637 | .0390 |
| **RALEIGH - DURHAM** | **768.5** | **.3030** | **37.0** | **381** | **72.9** | **301.4** | **.3216** | **12,496,707** | **.3351** | **6,216,681** | **.3415** | **.3304** | **.2804** | **.3165** | **.3401** |
| Durham | 186.9 | .0737 | 22.8 | 643 | 60.4 | 74.5 | .0795 | 2,880,260 | .0773 | 1,441,020 | .0792 | .0770 | .0757 | .0780 | .0820 |
| Franklin | 37.8 | .0149 | 25.8 | 77 | 65.1 | 14.0 | .0149 | 431,436 | .0116 | 115,230 | .0063 | .0106 | .0157 | .0138 | .0100 |
| Orange | 96.9 | .0382 | 25.8 | 242 | 81.4 | 37.5 | .0400 | 1,532,302 | .0410 | 627,651 | .0345 | .0384 | .0420 | .0392 | .0335 |
| Wake | 446.9 | .1762 | 48.3 | 536 | 77.0 | 175.4 | .1872 | 7,652,709 | .2052 | 4,032,780 | .2215 | .2044 | .1470 | .1855 | .2146 |
| **WILMINGTON** | **123.0** | **.0485** | **18.9** | **618** | **79.2** | **49.3** | **.0526** | **1,720,435** | **.0462** | **1,163,612** | **.0639** | **.0520** | **.0582** | **.0587** | **.0572** |
| New Hanover | 123.0 | .0485 | 18.9 | 618 | 79.2 | 49.3 | .0526 | 1,720,435 | .0462 | 1,163,612 | .0639 | .0520 | .0582 | .0587 | .0572 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Alamance | 109.9 | .0433 | 10.7 | 255 | 79.9 | 43.4 | .0463 | 1,491,854 | .0400 | 900,048 | .0494 | .0435 | .0474 | .0517 | .0470 |
| Alexander | 28.1 | .0111 | 12.4 | 108 | 93.6 | 10.5 | .0112 | 324,522 | .0087 | 114,812 | .0063 | .0085 | .0105 | .0113 | .0093 |
| Alleghany | 9.6 | .0037 | .1 | 41 | 98.0 | 3.9 | .0042 | 100,198 | .0027 | 51,677 | .0028 | .0028 | .0060 | .0048 | .0021 |
| Anson | 23.4 | .0093 | -8.8 | 44 | 52.0 | 8.5 | .0090 | 227,128 | .0061 | 97,318 | .0054 | .0066 | .0117 | .0096 | .0060 |
| Ashe | 22.4 | .0088 | .3 | 53 | 99.1 | 9.0 | .0097 | 219,442 | .0059 | 128,367 | .0070 | .0068 | .0132 | .0117 | .0061 |
| Avery | 15.0 | .0059 | 4.1 | 61 | 98.6 | 5.5 | .0058 | 153,931 | .0041 | 84,001 | .0046 | .0046 | .0074 | .0068 | .0042 |
| Beaufort | 42.7 | .0169 | 5.8 | 52 | 68.6 | 16.4 | .0175 | 467,588 | .0126 | 241,052 | .0133 | .0136 | .0218 | .0186 | .0126 |
| Bertie | 20.2 | .0079 | -3.9 | 29 | 37.7 | 7.4 | .0079 | 173,130 | .0046 | 58,283 | .0032 | .0050 | .0111 | .0083 | .0038 |
| Bladen | 28.6 | .0113 | -6.2 | 33 | 58.9 | 10.8 | .0116 | 265,576 | .0071 | 114,817 | .0063 | .0076 | .0161 | .0122 | .0072 |
| Brunswick | 53.7 | .0212 | 50.1 | 63 | 82.1 | 21.2 | .0226 | 664,943 | .0179 | 255,414 | .0140 | .0174 | .0250 | .0234 | .0158 |
| Buncombe | 177.7 | .0700 | 10.4 | 271 | 91.1 | 72.2 | .0771 | 2,373,607 | .0636 | 1,334,803 | .0733 | .0679 | .0845 | .0852 | .0727 |
| Burke | 76.7 | .0303 | 5.8 | 151 | 91.9 | 29.6 | .0316 | 905,509 | .0243 | 431,743 | .0237 | .0252 | .0336 | .0346 | .0267 |
| Cabarrus | 101.0 | .0398 | 17.6 | 277 | 86.4 | 38.3 | .0408 | 1,362,461 | .0365 | 694,096 | .0381 | .0377 | .0390 | .0429 | .0404 |
| Caldwell | 71.5 | .0282 | 5.5 | 152 | 94.2 | 27.5 | .0294 | 812,487 | .0218 | 427,946 | .0235 | .0236 | .0324 | .0329 | .0288 |
| Camden | 6.1 | .0024 | 4.6 | 25 | 75.6 | 2.2 | .0024 | 64,716 | .0018 | 8,513 | .0004 | .0014 | .0022 | .0019 | .0015 |
| Carteret | 54.2 | .0214 | 31.9 | 102 | 90.6 | 22.0 | .0234 | 736,948 | .0197 | 400,187 | .0220 | .0208 | .0262 | .0263 | .0219 |
| Caswell | 20.6 | .0081 | -.5 | 48 | 59.3 | 7.5 | .0080 | 211,102 | .0057 | 29,143 | .0016 | .0049 | .0086 | .0069 | .0047 |
| Catawba | 121.2 | .0478 | 15.2 | 303 | 90.0 | 46.8 | .0500 | 1,647,253 | .0442 | 1,017,377 | .0559 | .0484 | .0463 | .0570 | .0535 |
| Chatham | 39.5 | .0155 | 18.2 | 58 | 77.2 | 15.6 | .0167 | 528,196 | .0141 | 153,596 | .0084 | .0128 | .0158 | .0154 | .0129 |
| Cherokee | 20.7 | .0082 | 9.3 | 45 | 95.8 | 8.2 | .0087 | 200,575 | .0054 | 138,325 | .0076 | .0065 | .0135 | .0101 | .0062 |
| Chowan | 13.7 | .0054 | 9.1 | 79 | 62.5 | 5.2 | .0056 | 150,652 | .0040 | 74,385 | .0041 | .0044 | .0072 | .0064 | .0038 |
| Clay | 7.3 | .0029 | 10.3 | 34 | 98.7 | 3.0 | .0032 | 73,058 | .0020 | 27,166 | .0015 | .0020 | .0042 | .0033 | .0018 |
| Cleveland | 85.7 | .0338 | 2.7 | 185 | 78.4 | 32.3 | .0344 | 1,005,080 | .0270 | 553,871 | .0304 | .0293 | .0392 | .0377 | .0295 |
| Columbus | 49.8 | .0196 | -2.4 | 53 | 66.2 | 18.7 | .0200 | 471,641 | .0126 | 278,863 | .0153 | .0149 | .0292 | .0220 | .0139 |
| Craven | 83.2 | .0328 | 17.1 | 120 | 72.7 | 30.2 | .0322 | 973,841 | .0261 | 566,080 | .0311 | .0289 | .0361 | .0372 | .0268 |
| Cumberland | 278.1 | .1097 | 12.5 | 426 | 63.4 | 92.6 | .0989 | 3,100,589 | .0832 | 1,719,843 | .0944 | .0919 | .0968 | .1222 | .0908 |
| Currituck | 14.2 | .0056 | 28.1 | 54 | 88.6 | 5.2 | .0055 | 178,987 | .0048 | 76,085 | .0042 | .0047 | .0047 | .0056 | .0042 |
| Dare | 25.0 | .0098 | 86.9 | 65 | 96.3 | 10.3 | .0110 | 380,031 | .0102 | 301,290 | .0165 | .0120 | .0136 | .0137 | .0120 |
| Davidson | 129.2 | .0510 | 14.2 | 234 | 89.6 | 50.0 | .0534 | 1,638,106 | .0439 | 633,983 | .0348 | .0426 | .0518 | .0535 | .0437 |
| Davie | 28.8 | .0113 | 17.1 | 109 | 90.8 | 11.2 | .0120 | 412,132 | .0110 | 110,814 | .0061 | .0097 | .0108 | .0113 | .0099 |
| Duplin | 40.2 | .0159 | -1.8 | 49 | 66.3 | 15.0 | .0160 | 387,829 | .0104 | 188,220 | .0103 | .0115 | .0219 | .0179 | .0105 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

S&MM ESTIMATES

| METRO AREA County | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980-91 | Pop Per Sq. Mi. (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **NORTH CAROLINA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Durham | 186.9 | .0737 | 22.8 | 643 | 60.4 | 74.5 | .0795 | 2,880,260 | .0773 | 1,441,020 | .0792 | .0770 | .0757 | .0780 | .0820 |
| Edgecombe | 57.0 | .0224 | 1.8 | 113 | 42.7 | 20.5 | .0219 | 569,665 | .0153 | 225,564 | .0123 | .0159 | .0276 | .0220 | .0150 |
| Forsyth | 270.7 | .1068 | 11.1 | 661 | 74.1 | 109.6 | .1170 | 4,110,674 | .1102 | 2,457,880 | .1350 | .1170 | .1138 | .1309 | .1352 |
| Franklin | 37.8 | .0149 | 25.8 | 77 | 65.1 | 14.0 | .0149 | 431,436 | .0116 | 115,230 | .0063 | .0106 | .0157 | .0138 | .0100 |
| Gaston | 176.9 | .0697 | 8.8 | 496 | 86.1 | 66.0 | .0705 | 2,186,947 | .0586 | 1,177,955 | .0647 | .0627 | .0720 | .0770 | .0622 |
| Gates | 9.5 | .0038 | 7.0 | 28 | 56.1 | 3.4 | .0036 | 113,641 | .0031 | 30,857 | .0017 | .0027 | .0042 | .0033 | .0022 |
| Graham | 7.1 | .0028 | -1.6 | 24 | 93.4 | 2.8 | .0030 | 69,644 | .0018 | 23,097 | .0013 | .0020 | .0041 | .0031 | .0015 |
| Granville | 39.3 | .0154 | 15.4 | 74 | 61.3 | 13.6 | .0145 | 444,825 | .0120 | 180,067 | .0098 | .0119 | .0169 | .0144 | .0111 |
| Greene | 15.3 | .0061 | -5.1 | 58 | 57.7 | 5.4 | .0058 | 158,634 | .0042 | 35,339 | .0020 | .0040 | .0057 | .0055 | .0040 |
| Guilford | 354.0 | .1396 | 11.6 | 545 | 71.7 | 140.1 | .1495 | 5,327,969 | .1429 | 3,384,298 | .1858 | .1551 | .1427 | .1693 | .1970 |
| Halifax | 55.9 | .0220 | 1.5 | 77 | 46.2 | 20.6 | .0220 | 518,325 | .0139 | 328,292 | .0180 | .0167 | .0323 | .0246 | .0169 |
| Harnett | 69.9 | .0276 | 17.3 | 117 | 76.0 | 25.9 | .0277 | 731,747 | .0196 | 263,490 | .0145 | .0197 | .0320 | .0290 | .0182 |
| Haywood | 47.0 | .0185 | 1.1 | 85 | 98.1 | 19.3 | .0206 | 548,769 | .0147 | 348,257 | .0191 | .0168 | .0256 | .0249 | .0156 |
| Henderson | 71.2 | .0281 | 21.5 | 190 | 95.9 | 29.6 | .0316 | 977,094 | .0262 | 557,116 | .0306 | .0279 | .0304 | .0350 | .0258 |
| Hertford | 22.3 | .0087 | -4.6 | 63 | 40.3 | 8.1 | .0086 | 206,864 | .0056 | 149,859 | .0082 | .0070 | .0136 | .0104 | .0053 |
| Hoke | 24.1 | .0096 | 18.2 | 62 | 42.1 | 7.6 | .0081 | 209,485 | .0056 | 56,548 | .0031 | .0056 | .0102 | .0082 | .0048 |
| Hyde | 5.3 | .0020 | -9.8 | 9 | 67.3 | 2.1 | .0023 | 54,631 | .0015 | 27,162 | .0015 | .0016 | .0032 | .0030 | .0011 |
| Iredell | 94.5 | .0373 | 14.5 | 165 | 83.5 | 36.1 | .0385 | 1,243,410 | .0333 | 602,045 | .0331 | .0341 | .0370 | .0400 | .0351 |
| Jackson | 27.3 | .0108 | 5.8 | 56 | 88.0 | 9.8 | .0105 | 289,841 | .0078 | 140,092 | .0077 | .0083 | .0145 | .0113 | .0076 |
| Johnston | 83.4 | .0328 | 18.1 | 105 | 82.0 | 32.5 | .0347 | 1,012,784 | .0271 | 525,912 | .0288 | .0289 | .0406 | .0352 | .0313 |
| Jones | 9.4 | .0038 | -3.2 | 20 | 61.3 | 3.5 | .0037 | 89,190 | .0024 | 23,374 | .0013 | .0023 | .0047 | .0036 | .0020 |
| Lee | 42.2 | .0166 | 14.9 | 164 | 76.0 | 16.0 | .0171 | 514,506 | .0138 | 377,734 | .0208 | .0165 | .0194 | .0202 | .0166 |
| Lenoir | 57.1 | .0225 | -4.6 | 143 | 59.9 | 21.9 | .0234 | 614,718 | .0165 | 416,679 | .0228 | .0195 | .0322 | .0260 | .0186 |
| Lincoln | 52.1 | .0205 | 23.0 | 174 | 91.3 | 19.5 | .0208 | 656,385 | .0176 | 259,161 | .0143 | .0172 | .0189 | .0213 | .0175 |
| McDowell | 35.8 | .0142 | 1.9 | 81 | 95.1 | 13.7 | .0146 | 393,683 | .0106 | 183,550 | .0100 | .0111 | .0169 | .0163 | .0099 |
| Macon | 23.8 | .0093 | 18.0 | 46 | 97.7 | 10.0 | .0107 | 270,183 | .0072 | 160,561 | .0089 | .0082 | .0146 | .0124 | .0082 |
| Madison | 16.9 | .0067 | .4 | 38 | 98.9 | 6.5 | .0069 | 159,323 | .0043 | 43,321 | .0023 | .0041 | .0092 | .0070 | .0037 |
| Martin | 24.9 | .0098 | -4.0 | 54 | 54.9 | 9.3 | .0100 | 238,215 | .0064 | 144,257 | .0080 | .0076 | .0132 | .0109 | .0065 |
| Mecklenburg | 534.6 | .2108 | 32.2 | 1,014 | 71.5 | 209.4 | .2235 | 8,944,877 | .2399 | 4,773,731 | .2620 | .2407 | .1895 | .2289 | .2611 |
| Mitchell | 14.6 | .0058 | 1.2 | 66 | 99.6 | 5.9 | .0063 | 157,102 | .0042 | 80,071 | .0044 | .0046 | .0082 | .0075 | .0042 |
| Montgomery | 23.7 | .0093 | 5.5 | 48 | 72.7 | 8.4 | .0089 | 255,043 | .0068 | 104,001 | .0058 | .0070 | .0108 | .0095 | .0063 |
| Moore | 61.3 | .0242 | 21.4 | 88 | 81.2 | 24.8 | .0265 | 903,561 | .0242 | 403,566 | .0221 | .0236 | .0267 | .0271 | .0222 |
| Nash | 78.0 | .0307 | 16.2 | 144 | 68.0 | 29.6 | .0316 | 999,188 | .0268 | 658,117 | .0361 | .0303 | .0338 | .0369 | .0292 |
| New Hanover | 123.0 | .0485 | 18.9 | 618 | 79.2 | 49.3 | .0526 | 1,720,435 | .0462 | 1,163,612 | .0639 | .0520 | .0582 | .0587 | .0572 |
| Northampton | 20.5 | .0081 | -7.6 | 38 | 40.5 | 7.5 | .0081 | 180,356 | .0048 | 55,281 | .0031 | .0050 | .0106 | .0082 | .0039 |
| Onslow | 153.5 | .0605 | 36.1 | 200 | 76.8 | 42.4 | .0452 | 1,728,365 | .0464 | 759,280 | .0416 | .0478 | .0444 | .0637 | .0390 |
| Orange | 96.9 | .0382 | 25.8 | 242 | 81.4 | 37.5 | .0400 | 1,532,302 | .0410 | 627,651 | .0345 | .0384 | .0420 | .0392 | .0335 |
| Pamlico | 11.4 | .0045 | 9.6 | 34 | 74.4 | 4.5 | .0048 | 124,878 | .0034 | 34,476 | .0019 | .0032 | .0063 | .0048 | .0026 |
| Pasquotank | 31.8 | .0126 | 11.7 | 140 | 61.9 | 11.6 | .0124 | 348,954 | .0094 | 276,036 | .0152 | .0117 | .0173 | .0153 | .0107 |
| Pender | 30.3 | .0119 | 36.1 | 35 | 70.4 | 11.7 | .0125 | 344,130 | .0092 | 80,108 | .0044 | .0084 | .0141 | .0122 | .0078 |
| Perquimans | 10.8 | .0043 | 13.9 | 44 | 67.6 | 4.1 | .0044 | 112,944 | .0030 | 30,892 | .0017 | .0029 | .0054 | .0044 | .0024 |
| Person | 30.8 | .0121 | 5.6 | 79 | 69.3 | 11.7 | .0125 | 353,821 | .0095 | 172,604 | .0094 | .0099 | .0141 | .0131 | .0105 |
| Pitt | 111.6 | .0440 | 23.8 | 171 | 65.8 | 41.9 | .0447 | 1,343,061 | .0360 | 849,907 | .0467 | .0409 | .0572 | .0486 | .0368 |
| Polk | 14.5 | .0057 | 11.7 | 61 | 92.7 | 6.1 | .0065 | 201,383 | .0054 | 57,413 | .0031 | .0048 | .0065 | .0062 | .0044 |
| Randolph | 109.5 | .0432 | 19.9 | 139 | 93.2 | 42.3 | .0452 | 1,341,854 | .0360 | 522,546 | .0287 | .0353 | .0416 | .0473 | .0402 |
| Richmond | 44.7 | .0176 | -1.7 | 94 | 69.0 | 16.9 | .0180 | 446,019 | .0120 | 254,788 | .0140 | .0136 | .0236 | .0198 | .0135 |
| Robeson | 106.6 | .0421 | 4.9 | 112 | 35.6 | 36.6 | .0391 | 970,199 | .0260 | 577,661 | .0317 | .0309 | .0543 | .0435 | .0364 |
| Rockingham | 86.8 | .0342 | 4.0 | 153 | 79.1 | 33.8 | .0361 | 995,324 | .0267 | 481,045 | .0264 | .0281 | .0411 | .0385 | .0306 |
| Rowan | 112.6 | .0444 | 13.5 | 220 | 83.1 | 43.3 | .0462 | 1,359,188 | .0364 | 509,548 | .0280 | .0355 | .0447 | .0472 | .0365 |
| Rutherford | 57.6 | .0227 | 7.1 | 102 | 88.3 | 22.5 | .0240 | 647,335 | .0174 | 371,634 | .0204 | .0194 | .0283 | .0271 | .0183 |
| Sampson | 47.6 | .0188 | -4.2 | 50 | 64.6 | 17.6 | .0188 | 470,427 | .0126 | 206,114 | .0113 | .0134 | .0245 | .0197 | .0117 |
| Scotland | 34.4 | .0135 | 6.6 | 108 | 56.1 | 12.1 | .0129 | 345,038 | .0092 | 180,677 | .0100 | .0103 | .0160 | .0141 | .0094 |
| Stanly | 52.4 | .0207 | 8.0 | 133 | 87.6 | 20.0 | .0214 | 595,211 | .0160 | 316,430 | .0173 | .0174 | .0242 | .0235 | .0158 |
| Stokes | 37.9 | .0149 | 14.5 | 84 | 94.3 | 14.4 | .0153 | 468,343 | .0126 | 106,100 | .0059 | .0109 | .0142 | .0141 | .0108 |
| Surry | 62.5 | .0247 | 5.1 | 116 | 95.2 | 24.6 | .0263 | 716,105 | .0192 | 509,369 | .0279 | .0230 | .0342 | .0317 | .0235 |
| Swain | 11.3 | .0044 | 9.9 | 21 | 70.0 | 4.2 | .0045 | 105,408 | .0028 | 66,164 | .0037 | .0034 | .0068 | .0055 | .0022 |
| Transylvania | 26.1 | .0103 | 11.5 | 69 | 94.7 | 10.2 | .0109 | 329,284 | .0088 | 124,020 | .0068 | .0085 | .0122 | .0116 | .0076 |
| Tyrrell | 3.9 | .0016 | -1.9 | 10 | 59.5 | 1.5 | .0016 | 31,001 | .0009 | 12,599 | .0007 | .0009 | .0025 | .0020 | .0006 |
| Union | 87.4 | .0344 | 24.1 | 137 | 83.5 | 30.4 | .0324 | 1,146,896 | .0307 | 433,493 | .0238 | .0294 | .0280 | .0318 | .0292 |
| Vance | 39.4 | .0155 | 7.2 | 155 | 54.2 | 14.3 | .0153 | 417,476 | .0112 | 305,804 | .0167 | .0137 | .0199 | .0185 | .0119 |
| Wake | 446.9 | .1762 | 48.3 | 536 | 77.0 | 175.4 | .1872 | 7,652,709 | .2052 | 4,032,780 | .2215 | .2044 | .1470 | .1855 | .2146 |
| Warren | 17.4 | .0069 | 7.2 | 41 | 38.6 | 6.4 | .0069 | 157,034 | .0042 | 34,098 | .0018 | .0039 | .0095 | .0063 | .0034 |
| Washington | 14.0 | .0053 | -5.4 | 40 | 53.6 | 5.1 | .0054 | 138,997 | .0038 | 62,370 | .0035 | .0041 | .0077 | .0055 | .0041 |
| Watauga | 37.4 | .0148 | 18.1 | 120 | 97.2 | 13.8 | .0147 | 408,139 | .0109 | 310,537 | .0170 | .0136 | .0211 | .0172 | .0120 |
| Wayne | 104.8 | .0413 | 8.0 | 190 | 66.5 | 38.5 | .0411 | 1,223,518 | .0328 | 611,029 | .0336 | .0347 | .0449 | .0471 | .0338 |
| Wilkes | 59.8 | .0236 | 1.9 | 79 | 94.9 | 23.2 | .0248 | 648,859 | .0174 | 342,335 | .0188 | .0191 | .0305 | .0287 | .0179 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980–91 | Pop. Per Sq. Mi. (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **NORTH CAROLINA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Wilson | 66.7 | .0263 | 5.7 | 180 | 61.5 | 25.4 | .0271 | 778,181 | .0209 | 470,353 | .0258 | .0233 | .0337 | .0283 | .0220 |
| Yadkin | 31.0 | .0122 | 9.0 | 92 | 95.6 | 12.4 | .0133 | 366,252 | .0098 | 133,154 | .0073 | .0096 | .0142 | .0131 | .0088 |
| Yancey | 15.6 | .0061 | 4.5 | 50 | 98.8 | 6.3 | .0067 | 150,838 | .0041 | 85,755 | .0047 | .0046 | .0093 | .0080 | .0035 |
| **TOTAL METRO COUNTIES** | **3,862.4** | **1.5228** | **20.6** | **321** | **77.9** | **1,475.1** | **1.5744** | **55,110,925** | **1.4778** | **28,854,958** | **1.5845** | **1.5190** | **1.4833** | **1.6895** | **1.6288** |
| **TOTAL STATE** | **6,777.2** | **2.6720** | **15.3** | **139** | **75.9** | **2,579.7** | **2.7538** | **87,885,995** | **2.3569** | **46,077,984** | **2.5298** | **2.4717** | **2.9138** | **2.9789** | **2.5453** |
| **NORTH DAKOTA** | | | | | | | | | | | | | | | |
| **BISMARCK** | **84.0** | **.0330** | **5.0** | **24** | **97.0** | **31.5** | **.0335** | **1,170,576** | **.0314** | **737,213** | **.0405** | **.0344** | **.0319** | **.0368** | **.0310** |
| Burleigh | 60.8 | .0239 | 10.9 | 37 | 96.6 | 23.0 | .0245 | 889,149 | .0239 | 586,508 | .0322 | .0263 | .0225 | .0271 | .0243 |
| Morton | 23.2 | .0091 | -7.9 | 12 | 97.8 | 8.5 | .0090 | 281,427 | .0075 | 150,705 | .0083 | .0081 | .0094 | .0097 | .0067 |
| **FARGO - MOORHEAD** | **156.0** | **.0616** | **13.4** | **55** | **97.6** | **58.9** | **.0629** | **2,147,798** | **.0576** | **1,387,563** | **.0762** | **.0641** | **.0648** | **.0693** | **.0606** |
| Cass | 105.3 | .0416 | 19.3 | 60 | 97.7 | 41.4 | .0442 | 1,576,385 | .0422 | 1,073,440 | .0590 | .0472 | .0441 | .0499 | .0432 |
| *Clay, Minn.* | *50.7* | *.0200* | *2.8* | *49* | *97.4* | *17.5* | *.0187* | *571,413* | *.0154* | *314,123* | *.0172* | *.0169* | *.0207* | *.0194* | *.0174* |
| **GRAND FORKS** | **71.7** | **.0283** | **8.5** | **50** | **94.7** | **25.7** | **.0274** | **927,700** | **.0249** | **670,639** | **.0368** | **.0290** | **.0284** | **.0331** | **.0263** |
| Grand Forks | 71.7 | .0283 | 8.5 | 50 | 94.7 | 25.7 | .0274 | 927,700 | .0249 | 670,639 | .0368 | .0290 | .0284 | .0331 | .0263 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Adams | 3.1 | .0013 | -13.5 | 3 | 99.6 | 1.2 | .0013 | 34,392 | .0009 | 19,035 | .0010 | .0011 | .0016 | .0014 | .0011 |
| Barnes | 12.4 | .0049 | -11.2 | 8 | 99.0 | 5.0 | .0053 | 144,246 | .0039 | 76,644 | .0042 | .0041 | .0066 | .0060 | .0038 |
| Benson | 7.0 | .0027 | -11.9 | 5 | 59.7 | 2.4 | .0026 | 56,975 | .0015 | 11,157 | .0007 | .0016 | .0034 | .0028 | .0011 |
| Billings | 1.1 | .0004 | -3.3 | 1 | 99.7 | .4 | .0004 | 12,968 | .0003 | 1,057 | .0000 | .0003 | .0003 | .0003 | .0004 |
| Bottineau | 7.8 | .0031 | -15.6 | 5 | 99.0 | 3.1 | .0033 | 95,674 | .0026 | 41,283 | .0023 | .0026 | .0034 | .0035 | .0026 |
| Bowman | 3.4 | .0014 | -19.6 | 3 | 99.8 | 1.4 | .0015 | 40,917 | .0011 | 21,632 | .0012 | .0011 | .0017 | .0016 | .0010 |
| Burke | 2.8 | .0011 | -26.7 | 3 | 99.3 | 1.2 | .0013 | 30,817 | .0008 | 8,292 | .0004 | .0008 | .0015 | .0013 | .0007 |
| Burleigh | 60.8 | .0239 | 10.9 | 37 | 96.6 | 23.0 | .0245 | 889,149 | .0239 | 586,508 | .0322 | .0263 | .0225 | .0271 | .0243 |
| Cass | 105.3 | .0416 | 19.3 | 60 | 97.7 | 41.4 | .0442 | 1,576,385 | .0422 | 1,073,440 | .0590 | .0472 | .0441 | .0499 | .0432 |
| Cavalier | 5.9 | .0023 | -22.7 | 4 | 99.1 | 2.3 | .0025 | 72,005 | .0020 | 36,573 | .0020 | .0019 | .0028 | .0027 | .0018 |
| Dickey | 5.9 | .0023 | -18.1 | 5 | 99.3 | 2.3 | .0024 | 68,587 | .0018 | 27,871 | .0015 | .0020 | .0028 | .0026 | .0017 |
| Divide | 2.8 | .0011 | -19.9 | 2 | 99.4 | 1.2 | .0013 | 35,275 | .0010 | 11,903 | .0007 | .0008 | .0011 | .0014 | .0008 |
| Dunn | 3.8 | .0015 | -17.9 | 2 | 90.3 | 1.4 | .0015 | 40,134 | .0010 | 15,469 | .0008 | .0011 | .0019 | .0013 | .0010 |
| Eddy | 2.9 | .0012 | -18.4 | 5 | 98.1 | 1.2 | .0013 | 32,815 | .0009 | 9,406 | .0005 | .0009 | .0014 | .0015 | .0007 |
| Emmons | 4.6 | .0018 | -21.7 | 3 | 99.8 | 1.8 | .0019 | 46,816 | .0013 | 18,680 | .0010 | .0012 | .0024 | .0021 | .0011 |
| Foster | 3.8 | .0015 | -17.6 | 6 | 99.4 | 1.5 | .0016 | 41,579 | .0011 | 26,377 | .0015 | .0013 | .0018 | .0019 | .0008 |
| Golden Valley | 2.1 | .0008 | -12.2 | 2 | 99.0 | .8 | .0009 | 22,432 | .0006 | 14,974 | .0008 | .0008 | .0009 | .0011 | .0006 |
| Grand Forks | 71.7 | .0283 | 8.5 | 50 | 94.7 | 25.7 | .0274 | 927,700 | .0249 | 670,639 | .0368 | .0290 | .0284 | .0331 | .0263 |
| Grant | 3.4 | .0013 | -20.5 | 2 | 98.9 | 1.4 | .0015 | 35,285 | .0009 | 9,690 | .0006 | .0010 | .0018 | .0015 | .0008 |
| Griggs | 3.3 | .0013 | -11.2 | 5 | 99.6 | 1.3 | .0014 | 34,371 | .0009 | 12,587 | .0007 | .0010 | .0016 | .0016 | .0008 |
| Hettinger | 3.3 | .0013 | -22.8 | 3 | 99.6 | 1.3 | .0014 | 34,603 | .0010 | 10,745 | .0006 | .0008 | .0016 | .0014 | .0007 |
| Kidder | 3.3 | .0013 | -13.9 | 2 | 99.9 | 1.2 | .0012 | 33,120 | .0009 | 6,777 | .0003 | .0009 | .0015 | .0013 | .0008 |
| La Moure | 5.2 | .0021 | -19.7 | 5 | 99.9 | 2.0 | .0022 | 54,197 | .0014 | 13,882 | .0008 | .0013 | .0024 | .0023 | .0011 |
| Logan | 2.7 | .0010 | -22.7 | 3 | 99.7 | 1.1 | .0012 | 32,357 | .0009 | 9,495 | .0005 | .0008 | .0015 | .0012 | .0006 |
| McHenry | 6.3 | .0025 | -19.8 | 3 | 99.5 | 2.5 | .0026 | 64,331 | .0017 | 15,998 | .0009 | .0016 | .0030 | .0027 | .0015 |
| McIntosh | 3.9 | .0015 | -18.8 | 4 | 99.7 | 1.7 | .0018 | 43,302 | .0012 | 20,808 | .0011 | .0013 | .0022 | .0020 | .0009 |
| McKenzie | 6.1 | .0024 | -14.5 | 2 | 85.2 | 2.2 | .0024 | 69,469 | .0018 | 14,845 | .0008 | .0016 | .0022 | .0018 | .0016 |
| McLean | 10.1 | .0040 | -18.4 | 5 | 94.3 | 3.8 | .0040 | 112,574 | .0030 | 34,807 | .0020 | .0029 | .0046 | .0037 | .0026 |
| Mercer | 9.5 | .0038 | 1.0 | 9 | 97.1 | 3.4 | .0037 | 131,313 | .0036 | 46,912 | .0025 | .0033 | .0041 | .0032 | .0028 |
| Morton | 23.2 | .0091 | -7.9 | 12 | 97.8 | 8.5 | .0090 | 281,427 | .0075 | 150,705 | .0083 | .0081 | .0094 | .0097 | .0067 |
| Mountrail | 6.8 | .0027 | -11.5 | 4 | 78.5 | 2.5 | .0027 | 69,710 | .0019 | 39,810 | .0022 | .0021 | .0035 | .0030 | .0016 |
| Nelson | 4.3 | .0017 | -17.8 | 4 | 99.7 | 1.8 | .0019 | 48,046 | .0013 | 20,400 | .0011 | .0012 | .0022 | .0021 | .0013 |
| Oliver | 2.3 | .0009 | -7.8 | 3 | 98.3 | .8 | .0009 | 26,557 | .0007 | 2,162 | .0001 | .0007 | .0006 | .0008 | .0005 |
| Pembina | 9.2 | .0036 | -11.5 | 8 | 97.8 | 3.5 | .0037 | 116,184 | .0031 | 63,417 | .0035 | .0032 | .0034 | .0042 | .0025 |
| Pierce | 4.9 | .0020 | -20.5 | 5 | 99.2 | 2.0 | .0022 | 53,622 | .0014 | 29,719 | .0016 | .0017 | .0025 | .0021 | .0015 |
| Ramsey | 12.6 | .0049 | -3.4 | 11 | 94.5 | 4.9 | .0052 | 159,477 | .0043 | 117,986 | .0065 | .0050 | .0057 | .0067 | .0053 |
| Ransom | 5.8 | .0023 | -13.4 | 7 | 99.5 | 2.3 | .0024 | 75,484 | .0020 | 23,455 | .0013 | .0019 | .0025 | .0024 | .0018 |
| Renville | 3.0 | .0012 | -16.9 | 3 | 98.3 | 1.2 | .0013 | 38,385 | .0011 | 16,009 | .0009 | .0010 | .0011 | .0015 | .0010 |
| Richland | 18.0 | .0071 | -6.3 | 13 | 96.9 | 6.5 | .0070 | 219,786 | .0059 | 105,971 | .0058 | .0061 | .0074 | .0071 | .0056 |
| Rolette | 12.8 | .0050 | 5.1 | 14 | 31.5 | 4.2 | .0044 | 103,693 | .0027 | 40,330 | .0022 | .0031 | .0068 | .0042 | .0024 |
| Sargent | 4.4 | .0018 | -20.2 | 5 | 99.6 | 1.7 | .0019 | 52,565 | .0014 | 12,554 | .0007 | .0013 | .0018 | .0017 | .0011 |
| Sheridan | 2.1 | .0008 | -25.5 | 2 | 99.5 | .8 | .0008 | 19,661 | .0006 | 2,862 | .0002 | .0005 | .0010 | .0009 | .0004 |
| Sioux | 3.9 | .0015 | 7.7 | 4 | 22.3 | 1.0 | .0011 | 22,173 | .0006 | 5,529 | .0003 | .0007 | .0014 | .0009 | .0007 |
| Slope | .9 | .0004 | -22.2 | 1 | 99.7 | .3 | .0003 | 7,530 | .0002 | 450 | .0000 | .0001 | .0003 | .0004 | .0001 |
| Stark | 22.8 | .0090 | -3.8 | 17 | 98.9 | 8.5 | .0091 | 262,872 | .0070 | 188,533 | .0103 | .0085 | .0105 | .0105 | .0081 |
| Steele | 2.4 | .0009 | -22.7 | 3 | 99.8 | 1.0 | .0010 | 33,182 | .0009 | 5,150 | .0003 | .0006 | .0007 | .0008 | .0007 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980-91 | Pop. Per Sq. Mi. (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes<br>EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **NORTH DAKOTA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Stutsman | 22.0 | .0087 | -8.9 | 10 | 98.7 | 8.6 | .0092 | 281,342 | .0076 | 178,277 | .0098 | .0086 | .0098 | .0109 | .0080 |
| Towner | 3.5 | .0014 | -13.6 | 3 | 98.3 | 1.4 | .0015 | 40,655 | .0010 | 9,957 | .0006 | .0008 | .0016 | .0015 | .0008 |
| Traill | 8.6 | .0034 | -10.7 | 10 | 99.0 | 3.3 | .0035 | 108,140 | .0029 | 47,129 | .0025 | .0030 | .0033 | .0038 | .0025 |
| Walsh | 13.5 | .0053 | -12.2 | 11 | 98.6 | 5.1 | .0055 | 163,737 | .0044 | 80,936 | .0045 | .0047 | .0060 | .0061 | .0039 |
| Ward | 57.4 | .0226 | -1.7 | 29 | 94.5 | 21.3 | .0227 | 695,118 | .0187 | 498,940 | .0274 | .0220 | .0241 | .0281 | .0205 |
| Wells | 5.5 | .0022 | -21.2 | 4 | 99.8 | 2.2 | .0024 | 60,684 | .0016 | 36,277 | .0020 | .0018 | .0033 | .0026 | .0016 |
| Williams | 20.1 | .0079 | -9.6 | 10 | 94.6 | 7.7 | .0082 | 256,191 | .0069 | 125,870 | .0069 | .0070 | .0079 | .0088 | .0071 |
| **TOTAL METRO COUNTIES** | **261.0** | **.1029** | **11.4** | **39** | **96.6** | **98.6** | **.1051** | **3,674,661** | **.0985** | **2,481,292** | **.1363** | **.1106** | **.1044** | **.1198** | **.1005** |
| **TOTAL STATE** | **634.3** | **.2501** | **-2.8** | **9** | **94.6** | **240.3** | **.2565** | **8,010,009** | **.2148** | **4,669,914** | **.2564** | **.2343** | **.2719** | **.2851** | **.2129** |
| **OHIO** | | | | | | | | | | | | | | | |
| **AKRON** | **661.2** | **.2607** | **.1** | **730** | **88.7** | **250.9** | **.2678** | **9,527,448** | **.2555** | **4,633,778** | **.2545** | **.2562** | **.2678** | **.2671** | **.2572** |
| Portage | 144.0 | .0568 | 6.0 | 292 | 96.1 | 49.6 | .0529 | 1,928,490 | .0517 | 758,650 | .0417 | .0496 | .0460 | .0493 | .0417 |
| Summit | 517.2 | .2039 | -1.4 | 1,253 | 86.6 | 201.3 | .2149 | 7,598,958 | .2038 | 3,875,128 | .2128 | .2066 | .2218 | .2178 | .2155 |
| **CANTON** | **395.1** | **.1557** | **-2.3** | **407** | **92.8** | **149.8** | **.1598** | **5,233,570** | **.1403** | **2,796,293** | **.1535** | **.1472** | **.1636** | **.1681** | **.1480** |
| Carroll | 26.8 | .0105 | 4.7 | 68 | 99.1 | 9.8 | .0104 | 307,470 | .0082 | 114,855 | .0063 | .0081 | .0097 | .0103 | .0075 |
| Stark | 368.3 | .1452 | -2.8 | 639 | 92.4 | 140.0 | .1494 | 4,926,100 | .1321 | 2,681,438 | .1472 | .1391 | .1539 | .1578 | .1405 |
| **CINCINNATI** | **1,466.0** | **.5780** | **4.6** | **690** | **85.7** | **554.2** | **.5918** | **22,408,196** | **.6009** | **11,301,759** | **.6205** | **.6024** | **.5773** | **.5821** | **.5956** |
| Clermont | 154.4 | .0609 | 20.2 | 342 | 98.6 | 54.3 | .0580 | 2,078,901 | .0558 | 925,471 | .0508 | .0553 | .0543 | .0567 | .0556 |
| Hamilton | 866.1 | .3414 | -.8 | 2,126 | 77.4 | 339.6 | .3626 | 13,811,005 | .3704 | 7,366,272 | .4045 | .3748 | .3765 | .3639 | .3716 |
| Warren | 117.4 | .0463 | 18.3 | 294 | 97.0 | 40.3 | .0430 | 1,829,972 | .0490 | 713,666 | .0391 | .0457 | .0339 | .0383 | .0452 |
| *Dearborn, Ind.* | *40.0* | *.0158* | *16.6* | *131* | *99.0* | *14.1* | *.0151* | *525,050* | *.0141* | *213,339* | *.0117* | *.0137* | *.0125* | *.0144* | *.0126* |
| *Boone, Ky.* | *60.0* | *.0237* | *30.9* | *244* | *98.5* | *21.0* | *.0224* | *905,956* | *.0243* | *802,131* | *.0441* | *.0302* | *.0179* | *.0262* | *.0325* |
| *Campbell, Ky.* | *84.7* | *.0334* | *1.7* | *559* | *98.5* | *31.6* | *.0338* | *1,220,753* | *.0327* | *455,370* | *.0250* | *.0305* | *.0314* | *.0296* | *.0303* |
| *Kenton, Ky.* | *143.4* | *.0565* | *4.6* | *882* | *96.4* | *53.3* | *.0569* | *2,036,559* | *.0546* | *825,510* | *.0453* | *.0522* | *.0508* | *.0530* | *.0478* |
| ***CINCINNATI - HAMILTON CONSOLIDATED AREA*** | ***1,763.5*** | ***.6953*** | ***6.2*** | ***680*** | ***87.2*** | ***661.1*** | ***.7059*** | ***26,617,203*** | ***.7138*** | ***13,016,062*** | ***.7146*** | ***.7105*** | ***.6802*** | ***.6889*** | ***.6942*** |
| **CLEVELAND** | **1,825.8** | **.7199** | **-3.9** | **1,207** | **78.9** | **710.9** | **.7588** | **28,009,404** | **.7511** | **13,429,474** | **.7372** | **.7410** | **.7431** | **.7318** | **.7614** |
| Cuyahoga | 1,400.3 | .5521 | -6.6 | 3,055 | 73.1 | 559.2 | .5969 | 21,121,101 | .5664 | 10,325,386 | .5669 | .5637 | .6196 | .5834 | .5882 |
| Geauga | 83.2 | .0328 | 11.7 | 206 | 98.2 | 27.7 | .0295 | 1,440,516 | .0386 | 381,477 | .0209 | .0323 | .0191 | .0223 | .0283 |
| Lake | 216.8 | .0855 | 1.9 | 950 | 97.5 | 81.1 | .0866 | 3,539,286 | .0949 | 1,916,071 | .1052 | .0962 | .0667 | .0858 | .0998 |
| Medina | 125.5 | .0495 | 10.9 | 298 | 98.6 | 42.9 | .0458 | 1,908,501 | .0512 | 806,540 | .0442 | .0488 | .0377 | .0403 | .0451 |
| ***CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA*** | ***2,759.5*** | ***1.0880*** | ***-2.6*** | ***948*** | ***82.5*** | ***1,057.6*** | ***1.1288*** | ***40,866,158*** | ***1.0959*** | ***19,776,060*** | ***1.0858*** | ***1.0916*** | ***1.1073*** | ***1.1034*** | ***1.1101*** |
| **COLUMBUS** | **1,407.2** | **.5549** | **13.1** | **393** | **86.0** | **534.5** | **.5708** | **21,361,169** | **.5730** | **11,017,287** | **.6049** | **.5788** | **.4968** | **.5784** | **.5891** |
| Delaware | 70.2 | .0277 | 30.4 | 159 | 97.1 | 24.2 | .0259 | 1,259,785 | .0338 | 337,789 | .0185 | .0279 | .0164 | .0205 | .0240 |
| Fairfield | 105.9 | .0418 | 13.0 | 209 | 98.2 | 37.5 | .0400 | 1,483,962 | .0398 | 554,691 | .0305 | .0375 | .0340 | .0378 | .0390 |
| Franklin | 981.0 | .3868 | 12.9 | 1,817 | 81.5 | 385.6 | .4117 | 15,320,520 | .4109 | 8,736,493 | .4797 | .4267 | .3662 | .4275 | .4462 |
| Licking | 130.1 | .0513 | 7.5 | 190 | 97.7 | 48.0 | .0513 | 1,743,733 | .0468 | 839,902 | .0461 | .0474 | .0454 | .0525 | .0454 |
| Madison | 37.7 | .0149 | 14.2 | 81 | 91.2 | 12.1 | .0129 | 477,828 | .0128 | 197,710 | .0109 | .0127 | .0106 | .0130 | .0106 |
| Pickaway | 49.7 | .0196 | 13.8 | 99 | 92.3 | 15.7 | .0168 | 583,196 | .0157 | 200,600 | .0110 | .0150 | .0151 | .0168 | .0131 |
| Union | 32.6 | .0128 | 10.4 | 75 | 95.4 | 11.4 | .0122 | 492,145 | .0132 | 150,102 | .0082 | .0116 | .0091 | .0103 | .0108 |
| **DAYTON - SPRINGFIELD** | **959.9** | **.3786** | **1.9** | **570** | **85.3** | **367.7** | **.3925** | **14,004,896** | **.3757** | **7,075,679** | **.3884** | **.3801** | **.3660** | **.3911** | **.3659** |
| Clark | 148.6 | .0586 | -1.1 | 372 | 90.4 | 55.6 | .0593 | 1,919,471 | .0515 | 1,023,509 | .0562 | .0543 | .0600 | .0620 | .0522 |
| Greene | 139.2 | .0549 | 7.3 | 336 | 90.9 | 49.2 | .0525 | 2,123,172 | .0570 | 816,403 | .0448 | .0528 | .0421 | .0450 | .0472 |
| Miami | 94.5 | .0373 | 4.6 | 232 | 97.2 | 35.1 | .0375 | 1,345,981 | .0361 | 652,543 | .0358 | .0363 | .0307 | .0383 | .0363 |
| Montgomery | 577.6 | .2278 | 1.0 | 1,251 | 80.7 | 227.8 | .2432 | 8,616,272 | .2311 | 4,583,224 | .2516 | .2367 | .2332 | .2458 | .2302 |
| **HAMILTON - MIDDLETOWN** | **297.5** | **.1173** | **15.0** | **637** | **94.4** | **106.9** | **.1141** | **4,209,007** | **.1129** | **1,714,303** | **.0941** | **.1081** | **.1029** | **.1068** | **.0986** |
| Butler | 297.5 | .1173 | 15.0 | 637 | 94.4 | 106.9 | .1141 | 4,209,007 | .1129 | 1,714,303 | .0941 | .1081 | .1029 | .1068 | .0986 |
| **LIMA** | **155.8** | **.0614** | **.6** | **193** | **91.1** | **55.8** | **.0596** | **1,903,158** | **.0511** | **1,256,475** | **.0689** | **.0584** | **.0608** | **.0669** | **.0576** |
| Allen | 110.6 | .0436 | -1.5 | 273 | 87.7 | 39.5 | .0422 | 1,315,990 | .0353 | 984,011 | .0540 | .0425 | .0463 | .0494 | .0416 |
| Auglaize | 45.2 | .0178 | 6.2 | 113 | 99.3 | 16.3 | .0174 | 587,168 | .0158 | 272,464 | .0149 | .0159 | .0145 | .0175 | .0160 |
| **LORAIN - ELYRIA** | **272.5** | **.1074** | **-.9** | **553** | **91.1** | **95.8** | **.1022** | **3,329,306** | **.0893** | **1,712,808** | **.0941** | **.0944** | **.0964** | **.1045** | **.0915** |
| Lorain | 272.5 | .1074 | -.9 | 553 | 91.1 | 95.8 | .1022 | 3,329,306 | .0893 | 1,712,808 | .0941 | .0944 | .0964 | .1045 | .0915 |
| **MANSFIELD** | **126.1** | **.0497** | **-3.9** | **254** | **91.2** | **48.1** | **.0513** | **1,645,434** | **.0441** | **976,218** | **.0536** | **.0481** | **.0498** | **.0572** | **.0479** |
| Richland | 126.1 | .0497 | -3.9 | 254 | 91.2 | 48.1 | .0513 | 1,645,434 | .0441 | 976,218 | .0536 | .0481 | .0498 | .0572 | .0479 |
| **PARKERSBURG - MARIETTA** | **148.6** | **.0587** | **-5.9** | **148** | **98.4** | **57.7** | **.0616** | **1,850,848** | **.0497** | **1,085,469** | **.0596** | **.0543** | **.0688** | **.0668** | **.0519** |
| Washington | 62.0 | .0245 | -3.5 | 98 | 98.2 | 23.6 | .0252 | 761,805 | .0205 | 364,375 | .0200 | .0211 | .0282 | .0263 | .0200 |
| *Wood, W. Va.* | *86.6* | *.0342* | *-7.5* | *236* | *98.5* | *34.1* | *.0364* | *1,089,043* | *.0292* | *721,094* | *.0396* | *.0332* | *.0406* | *.0405* | *.0319* |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES | | | | | | | | | | | | | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980-91 | Pop. Per Sq. Mi. (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **OHIO (continued)** | | | | | | | | | | | | | | | |
| **STEUBENVILLE - WEIRTON** | **140.8** | **.0555** | **–14.0** | **242** | **95.6** | **54.7** | **.0584** | **1,715,190** | **.0460** | **777,653** | **.0426** | **.0469** | **.0663** | **.0595** | **.0445** |
| Jefferson | 79.1 | .0312 | –13.6 | 193 | 93.8 | 30.9 | .0329 | 981,950 | .0263 | 515,074 | .0283 | .0278 | .0377 | .0342 | .0263 |
| *Brooke, W. Va.* | *26.7* | *.0105* | *–14.2* | *300* | *98.9* | *10.1* | *.0108* | *345,205* | *.0093* | *108,456* | *.0059* | *.0086* | *.0106* | *.0097* | *.0088* |
| *Hancock, W. Va.* | *35.0* | *.0138* | *–14.8* | *422* | *97.0* | *13.7* | *.0147* | *388,035* | *.0104* | *154,123* | *.0084* | *.0105* | *.0180* | *.0156* | *.0094* |
| **TOLEDO** | **619.0** | **.2440** | **.3** | **454** | **87.1** | **232.8** | **.2486** | **8,511,504** | **.2283** | **4,676,569** | **.2567** | **.2399** | **.2604** | **.2533** | **.2388** |
| Fulton | 39.1 | .0154 | 3.6 | 96 | 99.1 | 13.8 | .0147 | 522,836 | .0140 | 250,352 | .0137 | .0142 | .0120 | .0141 | .0137 |
| Lucas | 465.0 | .1833 | –1.4 | 1,366 | 83.4 | 178.6 | .1907 | 6,372,106 | .1709 | 3,723,241 | .2044 | .1834 | .2106 | .1968 | .1825 |
| Wood | 114.9 | .0453 | 7.0 | 186 | 97.8 | 40.4 | .0432 | 1,616,562 | .0434 | 702,976 | .0386 | .0423 | .0378 | .0424 | .0426 |
| **YOUNGSTOWN - WARREN** | **489.2** | **.1929** | **–7.9** | **474** | **88.0** | **186.5** | **.1991** | **6,039,451** | **.1620** | **3,620,789** | **.1987** | **.1792** | **.2146** | **.2193** | **.1841** |
| Mahoning | 262.5 | .1035 | –9.3 | 632 | 84.1 | 100.6 | .1074 | 3,181,334 | .0853 | 2,012,221 | .1104 | .0965 | .1235 | .1193 | .1008 |
| Trumbull | 226.7 | .0894 | –6.3 | 368 | 92.6 | 85.9 | .0917 | 2,858,117 | .0767 | 1,608,568 | .0883 | .0827 | .0911 | .1000 | .0833 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Adams | 26.0 | .0103 | 6.9 | 45 | 99.4 | 9.5 | .0101 | 232,220 | .0062 | 125,260 | .0069 | .0074 | .0151 | .0104 | .0055 |
| Allen | 110.6 | .0436 | –1.5 | 273 | 87.7 | 39.5 | .0422 | 1,315,990 | .0353 | 984,011 | .0540 | .0425 | .0463 | .0494 | .0416 |
| Ashland | 48.0 | .0189 | 3.9 | 113 | 98.3 | 17.4 | .0186 | 594,766 | .0159 | 235,071 | .0129 | .0157 | .0168 | .0192 | .0154 |
| Ashtabula | 99.9 | .0394 | –4.2 | 142 | 96.2 | 36.8 | .0393 | 1,172,766 | .0315 | 580,653 | .0319 | .0332 | .0413 | .0419 | .0306 |
| Athens | 60.9 | .0240 | 8.0 | 120 | 94.5 | 20.4 | .0217 | 612,031 | .0164 | 276,958 | .0152 | .0175 | .0293 | .0218 | .0139 |
| Auglaize | 45.2 | .0178 | 6.2 | 113 | 99.3 | 16.3 | .0174 | 587,168 | .0158 | 272,464 | .0149 | .0159 | .0145 | .0175 | .0160 |
| ☐ Belmont | 69.6 | .0275 | –15.7 | 130 | 97.9 | 27.7 | .0296 | 765,248 | .0205 | 520,462 | .0286 | .0243 | .0381 | .0350 | .0251 |
| Brown | 36.0 | .0142 | 12.8 | 73 | 98.7 | 12.8 | .0137 | 392,625 | .0105 | 105,597 | .0058 | .0099 | .0140 | .0133 | .0089 |
| Butler | 297.5 | .1173 | 15.0 | 637 | 94.4 | 106.9 | .1141 | 4,209,007 | .1129 | 1,714,303 | .0941 | .1081 | .1029 | .1068 | .0986 |
| Carroll | 26.8 | .0105 | 4.7 | 68 | 99.1 | 9.8 | .0104 | 307,470 | .0082 | 114,855 | .0063 | .0081 | .0097 | .0103 | .0075 |
| Champaign | 36.8 | .0145 | 9.4 | 86 | 96.7 | 13.6 | .0146 | 511,754 | .0137 | 158,514 | .0087 | .0124 | .0120 | .0123 | .0117 |
| Clark | 148.6 | .0586 | –1.1 | 372 | 90.4 | 55.6 | .0593 | 1,919,471 | .0515 | 1,023,509 | .0562 | .0543 | .0600 | .0620 | .0522 |
| Clermont | 154.4 | .0609 | 20.2 | 342 | 98.6 | 54.3 | .0580 | 2,078,901 | .0558 | 925,471 | .0508 | .0553 | .0543 | .0567 | .0556 |
| Clinton | 36.1 | .0142 | 4.3 | 88 | 97.4 | 13.3 | .0142 | 445,684 | .0119 | 245,888 | .0135 | .0129 | .0165 | .0149 | .0110 |
| Columbiana | 108.2 | .0427 | –4.7 | 203 | 98.3 | 40.9 | .0436 | 1,252,017 | .0336 | 584,553 | .0321 | .0349 | .0493 | .0464 | .0321 |
| Coshocton | 35.6 | .0140 | –1.2 | 63 | 98.3 | 13.5 | .0144 | 407,616 | .0109 | 158,245 | .0087 | .0109 | .0165 | .0150 | .0108 |
| Crawford | 47.9 | .0189 | –4.4 | 119 | 99.1 | 18.5 | .0198 | 572,179 | .0154 | 240,491 | .0132 | .0154 | .0197 | .0211 | .0147 |
| Cuyahoga | 1,400.3 | .5521 | –6.6 | 3,055 | 73.1 | 559.2 | .5969 | 21,121,101 | .5664 | 10,325,386 | .5669 | .5637 | .6196 | .5834 | .5882 |
| Darke | 54.1 | .0214 | –1.8 | 90 | 99.2 | 19.7 | .0211 | 686,749 | .0184 | 351,804 | .0193 | .0193 | .0195 | .0222 | .0186 |
| Defiance | 39.7 | .0156 | –.7 | 97 | 97.9 | 14.2 | .0151 | 489,885 | .0131 | 273,859 | .0151 | .0142 | .0148 | .0163 | .0148 |
| Delaware | 70.2 | .0277 | 30.4 | 159 | 97.1 | 24.2 | .0259 | 1,259,785 | .0338 | 337,789 | .0185 | .0279 | .0164 | .0205 | .0240 |
| Erie | 76.9 | .0303 | –3.5 | 302 | 91.0 | 29.0 | .0309 | 1,026,586 | .0275 | 619,059 | .0340 | .0301 | .0289 | .0347 | .0294 |
| Fairfield | 105.9 | .0418 | 13.0 | 209 | 98.2 | 37.5 | .0400 | 1,483,962 | .0398 | 554,691 | .0305 | .0375 | .0340 | .0378 | .0390 |
| Fayette | 27.5 | .0108 | .1 | 68 | 97.0 | 10.2 | .0109 | 312,478 | .0084 | 188,588 | .0103 | .0094 | .0120 | .0126 | .0081 |
| Franklin | 981.0 | .3868 | 12.9 | 1,817 | 81.5 | 385.6 | .4117 | 15,320,520 | .4109 | 8,736,493 | .4797 | .4267 | .3662 | .4275 | .4462 |
| Fulton | 39.1 | .0154 | 3.6 | 96 | 99.1 | 13.8 | .0147 | 522,836 | .0140 | 250,352 | .0137 | .0142 | .0120 | .0141 | .0137 |
| Gallia | 31.1 | .0123 | 3.3 | 66 | 96.5 | 11.4 | .0122 | 317,156 | .0085 | 211,730 | .0117 | .0101 | .0169 | .0134 | .0093 |
| Geauga | 83.2 | .0328 | 11.7 | 206 | 98.2 | 27.7 | .0295 | 1,440,516 | .0386 | 381,477 | .0209 | .0323 | .0191 | .0223 | .0283 |
| Greene | 139.2 | .0549 | 7.3 | 336 | 90.9 | 49.2 | .0525 | 2,123,172 | .0570 | 816,403 | .0448 | .0528 | .0421 | .0450 | .0472 |
| Guernsey | 38.8 | .0153 | –7.7 | 74 | 97.8 | 14.8 | .0158 | 426,044 | .0114 | 233,078 | .0128 | .0126 | .0192 | .0172 | .0112 |
| Hamilton | 866.1 | .3414 | –.8 | 2,126 | 77.4 | 339.6 | .3626 | 13,811,005 | .3704 | 7,366,272 | .4045 | .3748 | .3765 | .3639 | .3716 |
| Hancock | 66.0 | .0261 | 2.2 | 124 | 98.2 | 24.9 | .0265 | 972,262 | .0260 | 578,404 | .0317 | .0278 | .0197 | .0275 | .0254 |
| Hardin | 31.3 | .0123 | –4.3 | 67 | 98.6 | 11.3 | .0121 | 344,230 | .0093 | 126,898 | .0070 | .0092 | .0143 | .0122 | .0079 |
| Harrison | 15.8 | .0062 | –13.0 | 39 | 97.3 | 6.0 | .0064 | 155,188 | .0041 | 45,661 | .0025 | .0041 | .0080 | .0064 | .0034 |
| Henry | 29.3 | .0116 | 3.2 | 70 | 98.8 | 10.5 | .0112 | 367,515 | .0099 | 141,991 | .0078 | .0095 | .0094 | .0104 | .0094 |
| Highland | 36.5 | .0144 | 9.0 | 66 | 97.7 | 13.5 | .0144 | 371,694 | .0100 | 181,648 | .0100 | .0109 | .0178 | .0156 | .0092 |
| Hocking | 26.0 | .0102 | 7.0 | 61 | 98.7 | 9.5 | .0102 | 274,282 | .0073 | 122,361 | .0067 | .0078 | .0109 | .0116 | .0066 |
| Holmes | 33.4 | .0132 | 13.5 | 79 | 99.6 | 9.5 | .0101 | 327,190 | .0088 | 135,541 | .0074 | .0091 | .0088 | .0111 | .0074 |
| Huron | 57.0 | .0225 | 4.4 | 116 | 98.5 | 20.5 | .0219 | 684,377 | .0183 | 381,453 | .0210 | .0200 | .0214 | .0244 | .0197 |
| Jackson | 30.2 | .0119 | –1.3 | 72 | 98.9 | 11.2 | .0120 | 292,023 | .0079 | 166,426 | .0091 | .0091 | .0182 | .0130 | .0069 |
| Jefferson | 79.1 | .0312 | –13.6 | 193 | 93.8 | 30.9 | .0329 | 981,950 | .0263 | 515,074 | .0283 | .0278 | .0377 | .0342 | .0263 |
| Knox | 47.8 | .0188 | 3.2 | 91 | 98.5 | 17.4 | .0186 | 566,356 | .0152 | 224,642 | .0123 | .0151 | .0176 | .0188 | .0143 |
| Lake | 216.8 | .0855 | 1.9 | 950 | 97.5 | 81.1 | .0866 | 3,539,286 | .0949 | 1,916,071 | .1052 | .0962 | .0667 | .0858 | .0998 |
| ☐ Lawrence | 62.0 | .0244 | –2.9 | 136 | 97.2 | 23.0 | .0245 | 641,206 | .0172 | 247,386 | .0136 | .0175 | .0322 | .0240 | .0158 |
| Licking | 130.1 | .0513 | 7.5 | 190 | 97.7 | 48.0 | .0513 | 1,743,733 | .0468 | 839,902 | .0461 | .0474 | .0454 | .0525 | .0454 |
| Logan | 43.2 | .0171 | 10.3 | 94 | 97.3 | 16.3 | .0174 | 595,174 | .0159 | 217,527 | .0119 | .0150 | .0163 | .0155 | .0152 |
| Lorain | 272.5 | .1074 | –.9 | 553 | 91.1 | 95.8 | .1022 | 3,329,306 | .0893 | 1,712,808 | .0941 | .0944 | .0964 | .1045 | .0915 |
| Lucas | 465.0 | .1833 | –1.4 | 1,366 | 83.4 | 178.6 | .1907 | 6,372,106 | .1709 | 3,723,241 | .2044 | .1834 | .2106 | .1968 | .1825 |
| Madison | 37.7 | .0149 | 14.2 | 81 | 91.2 | 12.1 | .0129 | 477,828 | .0128 | 197,710 | .0109 | .0127 | .0106 | .0130 | .0106 |
| Mahoning | 262.5 | .1035 | –9.3 | 632 | 84.1 | 100.6 | .1074 | 3,181,334 | .0853 | 2,012,221 | .1104 | .0965 | .1235 | .1193 | .1008 |
| Marion | 63.7 | .0251 | –6.3 | 158 | 94.9 | 23.4 | .0250 | 757,286 | .0203 | 414,037 | .0228 | .0219 | .0257 | .0270 | .0209 |
| Medina | 125.5 | .0495 | 10.9 | 298 | 98.6 | 42.9 | .0458 | 1,908,501 | .0512 | 806,540 | .0442 | .0488 | .0377 | .0403 | .0451 |
| Meigs | 23.0 | .0091 | –2.7 | 54 | 99.0 | 8.7 | .0093 | 203,007 | .0054 | 92,646 | .0051 | .0061 | .0136 | .0102 | .0054 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES | | | | | | | | | | | | | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980-91 | Pop. Per Sq. Mi. (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **OHIO (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Mercer | 40.0 | .0157 | 4.3 | 86 | 99.4 | 13.7 | .0146 | 510,221 | .0137 | 234,200 | .0129 | .0138 | .0124 | .0142 | .0134 |
| Miami | 94.5 | .0373 | 4.6 | 232 | 97.2 | 35.1 | .0375 | 1,345,981 | .0361 | 652,543 | .0358 | .0363 | .0307 | .0383 | .0363 |
| Monroe | 15.3 | .0060 | −12.0 | 34 | 99.6 | 5.7 | .0060 | 164,968 | .0044 | 51,657 | .0029 | .0042 | .0074 | .0056 | .0040 |
| Montgomery | 577.6 | .2278 | 1.0 | 1,251 | 80.7 | 227.8 | .2432 | 8,616,272 | .2311 | 4,583,224 | .2516 | .2367 | .2332 | .2458 | .2302 |
| Morgan | 14.3 | .0056 | .4 | 34 | 95.3 | 5.2 | .0056 | 133,960 | .0036 | 32,736 | .0018 | .0034 | .0062 | .0053 | .0032 |
| Morrow | 28.2 | .0111 | 6.5 | 70 | 99.4 | 9.8 | .0104 | 306,615 | .0082 | 91,991 | .0050 | .0079 | .0089 | .0108 | .0073 |
| Muskingum | 82.5 | .0326 | −1.0 | 124 | 95.3 | 31.0 | .0331 | 946,075 | .0254 | 606,589 | .0333 | .0291 | .0386 | .0370 | .0335 |
| Noble | 11.3 | .0044 | −.1 | 28 | 99.7 | 4.1 | .0044 | 101,833 | .0027 | 41,443 | .0023 | .0029 | .0053 | .0048 | .0026 |
| Ottawa | 40.2 | .0159 | .3 | 158 | 98.9 | 15.3 | .0163 | 586,086 | .0157 | 244,428 | .0134 | .0152 | .0148 | .0156 | .0136 |
| Paulding | 20.7 | .0081 | −2.8 | 50 | 98.4 | 7.4 | .0079 | 267,818 | .0072 | 51,346 | .0029 | .0060 | .0061 | .0064 | .0064 |
| Perry | 31.8 | .0126 | 2.5 | 78 | 99.6 | 11.4 | .0122 | 306,151 | .0082 | 94,672 | .0052 | .0082 | .0137 | .0127 | .0071 |
| Pickaway | 49.7 | .0196 | 13.8 | 99 | 92.3 | 15.7 | .0168 | 583,196 | .0157 | 200,600 | .0110 | .0150 | .0151 | .0168 | .0131 |
| Pike | 24.7 | .0097 | 8.3 | 56 | 98.1 | 9.0 | .0096 | 231,496 | .0062 | 108,999 | .0059 | .0069 | .0140 | .0093 | .0055 |
| Portage | 144.0 | .0568 | 6.0 | 292 | 96.1 | 49.6 | .0529 | 1,928,490 | .0517 | 758,650 | .0417 | .0496 | .0460 | .0493 | .0417 |
| Preble | 40.7 | .0160 | 6.5 | 96 | 99.3 | 14.5 | .0155 | 530,393 | .0142 | 153,919 | .0085 | .0129 | .0119 | .0143 | .0126 |
| Putnam | 34.2 | .0135 | 3.7 | 71 | 99.6 | 11.2 | .0120 | 411,840 | .0111 | 169,618 | .0093 | .0110 | .0088 | .0109 | .0103 |
| Richland | 126.1 | .0497 | −3.9 | 254 | 91.2 | 48.1 | .0513 | 1,645,434 | .0441 | 976,218 | .0536 | .0481 | .0498 | .0572 | .0479 |
| Ross | 70.8 | .0279 | 8.9 | 103 | 92.7 | 24.4 | .0260 | 791,489 | .0212 | 391,658 | .0215 | .0227 | .0295 | .0266 | .0233 |
| Sandusky | 62.3 | .0246 | −1.5 | 152 | 96.9 | 22.6 | .0242 | 763,625 | .0205 | 361,196 | .0198 | .0211 | .0234 | .0245 | .0203 |
| Scioto | 79.8 | .0315 | −5.6 | 130 | 96.1 | 29.8 | .0318 | 787,304 | .0211 | 477,276 | .0262 | .0247 | .0461 | .0342 | .0221 |
| Seneca | 59.9 | .0236 | −3.2 | 109 | 97.3 | 21.4 | .0228 | 675,922 | .0181 | 332,004 | .0182 | .0192 | .0233 | .0248 | .0198 |
| Shelby | 45.5 | .0179 | 5.6 | 111 | 97.5 | 15.9 | .0170 | 667,026 | .0179 | 192,503 | .0106 | .0158 | .0118 | .0147 | .0157 |
| Stark | 368.3 | .1452 | −2.8 | 639 | 92.4 | 140.0 | .1494 | 4,926,100 | .1321 | 2,681,438 | .1472 | .1391 | .1539 | .1578 | .1405 |
| Summit | 517.2 | .2039 | −1.4 | 1,253 | 86.6 | 201.3 | .2149 | 7,598,958 | .2038 | 3,875,128 | .2128 | .2066 | .2218 | .2178 | .2155 |
| Trumbull | 226.7 | .0894 | −6.3 | 368 | 92.6 | 85.9 | .0917 | 2,858,117 | .0767 | 1,608,568 | .0883 | .0827 | .0911 | .1000 | .0833 |
| Tuscarawas | 84.6 | .0334 | .0 | 149 | 98.9 | 32.2 | .0344 | 967,171 | .0259 | 581,361 | .0319 | .0292 | .0382 | .0398 | .0288 |
| Union | 32.6 | .0128 | 10.4 | 75 | 95.4 | 11.4 | .0122 | 492,145 | .0132 | 150,102 | .0082 | .0116 | .0091 | .0103 | .0108 |
| Van Wert | 30.7 | .0121 | .8 | 75 | 98.9 | 11.4 | .0121 | 374,227 | .0100 | 152,680 | .0084 | .0099 | .0102 | .0126 | .0097 |
| Vinton | 11.1 | .0044 | −4.2 | 27 | 99.8 | 4.1 | .0044 | 98,391 | .0027 | 26,0[illegible] | .0015 | .0026 | .0059 | .0045 | .0022 |
| Warren | 117.4 | .0463 | 18.3 | 294 | 97.0 | 40.3 | .0430 | 1,829,972 | .0490 | 713,666 | .0391 | .0457 | .0339 | .0383 | .0452 |
| Washington | 62.0 | .0245 | −3.5 | 98 | 98.2 | 23.6 | .0252 | 761,805 | .0205 | 364,375 | .0200 | .0211 | .0282 | .0263 | .0200 |
| Wayne | 103.9 | .0409 | 6.7 | 187 | 97.7 | 36.5 | .0390 | 1,319,257 | .0353 | 589,576 | .0324 | .0356 | .0358 | .0399 | .0341 |
| Williams | 37.4 | .0148 | 2.8 | 89 | 99.4 | 14.0 | .0149 | 460,865 | .0124 | 216,422 | .0119 | .0127 | .0140 | .0160 | .0123 |
| Wood | 114.9 | .0453 | 7.0 | 186 | 97.8 | 40.4 | .0432 | 1,616,562 | .0434 | 702,976 | .0386 | .0423 | .0378 | .0424 | .0426 |
| Wyandot | 22.2 | .0087 | −2.0 | 55 | 99.5 | 8.1 | .0086 | 259,609 | .0069 | 111,707 | .0061 | .0070 | .0077 | .0090 | .0066 |
| **TOTAL METRO COUNTIES** | **8,619.9** | **3.3987** | **1.2** | **519** | **85.6** | **3,279.1** | **3.5004** | **124,644,434** | **3.3430** | **63,562,379** | **3.4895** | **3.3979** | **3.4231** | **3.5229** | **3.3997** |
| **TOTAL STATE** | **10,918.7** | **4.3050** | **1.1** | **267** | **88.1** | **4,116.5** | **4.3943** | **151,669,916** | **4.0673** | **76,294,964** | **4.1888** | **4.1514** | **4.3606** | **4.4528** | **4.1118** |
| **OKLAHOMA** | | | | | | | | | | | | | | | |
| **ENID** | **54.8** | **.0216** | **−12.8** | **52** | **92.8** | **21.7** | **.0232** | **621,828** | **.0167** | **398,061** | **.0219** | **.0192** | **.0277** | **.0275** | **.0186** |
| Garfield | 54.8 | .0216 | −12.8 | 52 | 92.8 | 21.7 | .0232 | 621,828 | .0167 | 398,061 | .0219 | .0192 | .0277 | .0275 | .0186 |
| **LAWTON** | **111.9** | **.0441** | **−.5** | **105** | **73.3** | **37.8** | **.0404** | **1,220,932** | **.0327** | **678,432** | **.0373** | **.0364** | **.0422** | **.0494** | **.0332** |
| Comanche | 111.9 | .0441 | −.5 | 105 | 73.3 | 37.8 | .0404 | 1,220,932 | .0327 | 678,432 | .0373 | .0364 | .0422 | .0494 | .0332 |
| **OKLAHOMA CITY** | **968.0** | **.3816** | **12.4** | **228** | **81.8** | **371.2** | **.3963** | **12,580,300** | **.3374** | **7,253,250** | **.3983** | **.3646** | **.4227** | **.4437** | **.3737** |
| Canadian | 76.2 | .0301 | 35.0 | 85 | 91.1 | 26.2 | .0280 | 993,980 | .0266 | 359,718 | .0198 | .0253 | .0238 | .0251 | .0255 |
| Cleveland | 179.6 | .0708 | 34.9 | 335 | 88.7 | 66.1 | .0705 | 2,306,452 | .0619 | 970,545 | .0533 | .0611 | .0652 | .0703 | .0622 |
| Logan | 29.0 | .0114 | 7.9 | 39 | 81.9 | 10.1 | .0108 | 313,123 | .0084 | 94,634 | .0052 | .0080 | .0119 | .0105 | .0069 |
| McClain | 23.0 | .0090 | 13.4 | 40 | 91.4 | 8.4 | .0090 | 247,125 | .0067 | 114,477 | .0063 | .0070 | .0103 | .0094 | .0058 |
| Oklahoma | 601.7 | .2372 | 5.8 | 848 | 77.9 | 238.7 | .2548 | 8,095,648 | .2171 | 5,376,866 | .2952 | .2446 | .2791 | .3037 | .2561 |
| Pottawatomie | 58.5 | .0231 | 5.9 | 74 | 84.4 | 21.7 | .0232 | 623,972 | .0167 | 337,010 | .0185 | .0186 | .0324 | .0247 | .0172 |
| **TULSA** | **715.5** | **.2821** | **8.9** | **143** | **83.5** | **280.0** | **.2990** | **9,485,966** | **.2544** | **5,224,460** | **.2869** | **.2697** | **.3373** | **.3296** | **.2760** |
| Creek | 60.9 | .0240 | 3.2 | 64- | 87.7 | 22.5 | .0240 | 628,218 | .0168 | 213,284 | .0117 | .0168 | .0294 | .0249 | .0157 |
| Osage | 41.1 | .0162 | 4.5 | 18 | 73.7 | 15.2 | .0163 | 441,139 | .0119 | 88,349 | .0049 | .0106 | .0200 | .0148 | .0097 |
| Rogers | 55.9 | .0220 | 20.4 | 83 | 85.2 | 20.1 | .0215 | 686,440 | .0184 | 217,014 | .0119 | .0172 | .0199 | .0204 | .0165 |
| Tulsa | 508.5 | .2005 | 8.1 | 892 | 83.4 | 204.8 | .2186 | 7,176,447 | .1924 | 4,616,821 | .2535 | .2124 | .2511 | .2523 | .2216 |
| Wagoner | 49.1 | .0194 | 17.5 | 87 | 85.8 | 17.4 | .0186 | 553,722 | .0149 | 88,992 | .0049 | .0127 | .0169 | .0172 | .0125 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Adair | 18.9 | .0075 | 1.7 | 33 | 54.1 | 6.5 | .0069 | 142,035 | .0038 | 43,113 | .0024 | .0041 | .0108 | .0074 | .0030 |
| Alfalfa | 6.1 | .0024 | −13.8 | 7 | 93.2 | 2.3 | .0025 | 58,033 | .0016 | 19,762 | .0011 | .0016 | .0034 | .0026 | .0012 |
| Atoka | 13.1 | .0051 | 2.8 | 13 | 80.9 | 4.5 | .0048 | 110,970 | .0030 | 64,195 | .0035 | .0036 | .0085 | .0052 | .0026 |
| Beaver | 5.8 | .0023 | −14.8 | 3 | 98.3 | 2.3 | .0025 | 69,756 | .0018 | 18,368 | .0010 | .0017 | .0023 | .0024 | .0015 |
| Beckham | 18.0 | .0071 | −6.5 | 20 | 95.2 | 7.0 | .0074 | 194,093 | .0052 | 110,943 | .0061 | .0058 | .0105 | .0082 | .0054 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES | | | | | | | | | | | | | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980-91 | Pop Per Sq. Mi (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **OKLAHOMA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Blaine | 11.2 | .0044 | -16.7 | 12 | 86.0 | 4.4 | .0047 | 116,774 | .0032 | 39,914 | .0022 | .0032 | .0061 | .0048 | .0027 |
| Bryan | 32.8 | .0130 | 7.4 | 36 | 82.8 | 12.8 | .0137 | 305,125 | .0081 | 162,016 | .0089 | .0093 | .0213 | .0141 | .0078 |
| Caddo | 29.3 | .0115 | -5.2 | 23 | 72.5 | 10.8 | .0115 | 258,441 | .0070 | 109,566 | .0060 | .0076 | .0171 | .0125 | .0060 |
| Canadian | 76.2 | .0301 | 35.0 | 85 | 91.1 | 26.2 | .0280 | 993,980 | .0266 | 359,718 | .0198 | .0253 | .0238 | .0251 | .0255 |
| Carter | 42.4 | .0167 | -2.8 | 51 | 82.0 | 16.4 | .0175 | 464,859 | .0125 | 303,483 | .0166 | .0145 | .0255 | .0191 | .0142 |
| Cherokee | 35.1 | .0138 | 14.4 | 47 | 63.8 | 13.1 | .0140 | 333,042 | .0089 | 166,312 | .0091 | .0100 | .0213 | .0150 | .0088 |
| Choctaw | 15.6 | .0062 | -9.3 | 20 | 70.9 | 6.1 | .0065 | 116,648 | .0032 | 65,422 | .0036 | .0038 | .0123 | .0060 | .0027 |
| Cimarron | 3.4 | .0013 | -6.8 | 2 | 98.5 | 1.3 | .0014 | 31,741 | .0008 | 17,069 | .0010 | .0011 | .0019 | .0015 | .0007 |
| Cleveland | 179.6 | .0708 | 34.9 | 335 | 88.7 | 66.1 | .0705 | 2,306,452 | .0619 | 970,545 | .0533 | .0611 | .0652 | .0703 | .0622 |
| Coal | 5.8 | .0023 | -4.0 | 11 | 81.7 | 2.3 | .0025 | 45,259 | .0012 | 15,274 | .0008 | .0012 | .0043 | .0025 | .0010 |
| Comanche | 111.9 | .0441 | -.5 | 105 | 73.3 | 37.8 | .0404 | 1,220,932 | .0327 | 678,432 | .0373 | .0364 | .0422 | .0494 | .0332 |
| Cotton | 6.6 | .0026 | -10.1 | 10 | 88.5 | 2.6 | .0027 | 62,498 | .0017 | 17,724 | .0009 | .0017 | .0038 | .0025 | .0014 |
| Craig | 14.1 | .0056 | -6.1 | 19 | 75.9 | 5.2 | .0056 | 133,762 | .0036 | 82,653 | .0046 | .0042 | .0080 | .0067 | .0037 |
| Creek | 60.9 | .0240 | 3.2 | 64 | 87.7 | 22.5 | .0240 | 628,218 | .0168 | 213,284 | .0117 | .0168 | .0294 | .0249 | .0157 |
| Custer | 26.3 | .0104 | -1.2 | 27 | 88.1 | 9.7 | .0104 | 279,671 | .0075 | 175,831 | .0096 | .0087 | .0140 | .0113 | .0080 |
| Delaware | 29.0 | .0114 | 21.1 | 39 | 73.6 | 11.4 | .0121 | 278,579 | .0075 | 122,356 | .0067 | .0080 | .0167 | .0146 | .0068 |
| Dewey | 5.4 | .0021 | -8.8 | 5 | 93.9 | 2.2 | .0024 | 54,148 | .0015 | 15,193 | .0009 | .0014 | .0031 | .0023 | .0012 |
| Ellis | 4.3 | .0017 | -23.2 | 3 | 97.8 | 1.8 | .0019 | 46,230 | .0012 | 15,709 | .0008 | .0012 | .0022 | .0023 | .0011 |
| Garfield | 54.8 | .0216 | -12.8 | 52 | 92.8 | 21.7 | .0232 | 621,828 | .0167 | 398,061 | .0219 | .0192 | .0277 | .0275 | .0186 |
| Garvin | 26.1 | .0103 | -6.3 | 32 | 89.3 | 10.2 | .0108 | 249,150 | .0066 | 127,529 | .0070 | .0075 | .0164 | .0120 | .0061 |
| Grady | 41.6 | .0164 | 5.3 | 38 | 90.2 | 15.5 | .0166 | 434,719 | .0117 | 200,964 | .0110 | .0125 | .0210 | .0178 | .0118 |
| Grant | 5.5 | .0022 | -15.6 | 5 | 98.3 | 2.3 | .0024 | 61,950 | .0017 | 13,770 | .0008 | .0015 | .0026 | .0025 | .0012 |
| Greer | 6.3 | .0025 | -10.4 | 10 | 89.1 | 2.5 | .0027 | 58,981 | .0016 | 15,071 | .0008 | .0015 | .0042 | .0026 | .0013 |
| Harmon | 3.7 | .0014 | -18.1 | 7 | 89.4 | 1.4 | .0015 | 28,521 | .0007 | 11,456 | .0006 | .0009 | .0025 | .0015 | .0006 |
| Harper | 3.9 | .0016 | -17.3 | 4 | 99.0 | 1.6 | .0017 | 46,472 | .0013 | 12,198 | .0007 | .0011 | .0016 | .0019 | .0010 |
| Haskell | 10.9 | .0043 | -1.0 | 19 | 83.4 | 4.3 | .0046 | 94,517 | .0025 | 50,262 | .0028 | .0029 | .0072 | .0050 | .0020 |
| Hughes | 12.9 | .0051 | -10.0 | 16 | 79.1 | 5.2 | .0056 | 112,362 | .0030 | 46,347 | .0025 | .0034 | .0094 | .0056 | .0025 |
| Jackson | 28.3 | .0111 | -6.8 | 35 | 86.5 | 10.4 | .0111 | 300,782 | .0081 | 193,909 | .0107 | .0094 | .0130 | .0139 | .0085 |
| Jefferson | 6.8 | .0027 | -18.0 | 9 | 93.3 | 2.8 | .0029 | 60,041 | .0016 | 24,246 | .0013 | .0017 | .0049 | .0031 | .0013 |
| Johnston | 10.1 | .0040 | -2.5 | 16 | 81.1 | 3.8 | .0041 | 81,428 | .0022 | 25,003 | .0014 | .0023 | .0064 | .0039 | .0018 |
| Kay | 47.7 | .0188 | -4.3 | 52 | 89.5 | 18.9 | .0202 | 593,778 | .0159 | 322,167 | .0177 | .0170 | .0251 | .0216 | .0164 |
| Kingfisher | 12.7 | .0050 | -10.5 | 14 | 94.5 | 4.8 | .0051 | 144,103 | .0039 | 66,731 | .0036 | .0041 | .0055 | .0057 | .0033 |
| Kiowa | 11.3 | .0045 | -11.1 | 11 | 86.4 | 4.5 | .0048 | 102,479 | .0027 | 45,992 | .0025 | .0031 | .0079 | .0051 | .0024 |
| Latimer | 10.7 | .0042 | 8.7 | 15 | 82.4 | 3.8 | .0041 | 103,466 | .0028 | 29,294 | .0017 | .0025 | .0060 | .0047 | .0020 |
| Le Flore | 44.9 | .0177 | 10.3 | 28 | 84.8 | 16.6 | .0177 | 415,552 | .0111 | 155,626 | .0085 | .0118 | .0246 | .0189 | .0098 |
| Lincoln | 29.4 | .0116 | 10.5 | 31 | 90.2 | 10.9 | .0116 | 298,729 | .0080 | 89,620 | .0049 | .0078 | .0142 | .0110 | .0070 |
| Logan | 29.0 | .0114 | 7.9 | 39 | 81.9 | 10.1 | .0108 | 313,123 | .0084 | 94,634 | .0052 | .0080 | .0119 | .0105 | .0069 |
| Love | 8.3 | .0033 | 11.1 | 16 | 87.3 | 3.0 | .0032 | 81,760 | .0022 | 36,239 | .0020 | .0023 | .0045 | .0034 | .0018 |
| McClain | 23.0 | .0090 | 13.4 | 40 | 91.4 | 8.4 | .0090 | 247,125 | .0067 | 114,477 | .0063 | .0070 | .0103 | .0094 | .0058 |
| McCurtain | 33.9 | .0134 | -6.2 | 18 | 73.8 | 12.4 | .0132 | 281,450 | .0075 | 190,937 | .0105 | .0097 | .0230 | .0150 | .0069 |
| McIntosh | 17.0 | .0067 | 9.2 | 27 | 75.3 | 6.9 | .0074 | 168,074 | .0045 | 90,193 | .0049 | .0052 | .0107 | .0083 | .0042 |
| Major | 7.9 | .0031 | -10.0 | 8 | 98.0 | 3.1 | .0033 | 85,241 | .0023 | 44,943 | .0025 | .0024 | .0041 | .0036 | .0022 |
| Marshall | 11.0 | .0044 | 4.3 | 30 | 87.3 | 4.4 | .0047 | 109,907 | .0029 | 50,297 | .0028 | .0032 | .0073 | .0050 | .0023 |
| Mayes | 33.7 | .0133 | 4.5 | 51 | 80.7 | 12.8 | .0136 | 334,338 | .0090 | 183,632 | .0100 | .0102 | .0189 | .0155 | .0089 |
| Murray | 11.9 | .0046 | -2.0 | 28 | 86.2 | 4.6 | .0050 | 113,302 | .0030 | 66,998 | .0037 | .0035 | .0077 | .0053 | .0025 |
| Muskogee | 68.5 | .0271 | 2.2 | 84 | 71.2 | 25.3 | .0270 | 665,075 | .0179 | 423,616 | .0233 | .0213 | .0398 | .0291 | .0200 |
| Noble | 10.9 | .0043 | -5.8 | 15 | 89.0 | 4.2 | .0044 | 115,038 | .0031 | 44,647 | .0024 | .0031 | .0056 | .0047 | .0024 |
| Nowata | 9.8 | .0038 | -14.7 | 17 | 78.8 | 4.0 | .0043 | 93,377 | .0025 | 29,818 | .0017 | .0026 | .0058 | .0047 | .0020 |
| Okfuskee | 11.5 | .0046 | 3.4 | 18 | 67.2 | 4.1 | .0044 | 99,230 | .0026 | 39,072 | .0021 | .0028 | .0072 | .0044 | .0020 |
| Oklahoma | 601.7 | .2372 | 5.8 | 848 | 77.9 | 238.7 | .2548 | 8,095,648 | .2171 | 5,376,866 | .2952 | .2446 | .2791 | .3037 | .2561 |
| Okmulgee | 36.3 | .0143 | -7.3 | 52 | 74.8 | 13.9 | .0148 | 328,125 | .0088 | 162,802 | .0089 | .0099 | .0218 | .0151 | .0087 |
| Osage | 41.1 | .0162 | 4.5 | 18 | 73.7 | 15.2 | .0163 | 441,139 | .0119 | 88,349 | .0049 | .0106 | .0200 | .0148 | .0097 |
| Ottawa | 30.4 | .0120 | -7.5 | 64 | 79.7 | 12.0 | .0128 | 281,497 | .0075 | 183,262 | .0101 | .0092 | .0189 | .0152 | .0080 |
| Pawnee | 15.7 | .0062 | 2.5 | 28 | 87.9 | 6.1 | .0065 | 158,149 | .0043 | 87,237 | .0048 | .0049 | .0091 | .0075 | .0041 |
| Payne | 61.6 | .0243 | -1.3 | 90 | 89.5 | 23.9 | .0255 | 678,531 | .0181 | 334,125 | .0183 | .0194 | .0365 | .0258 | .0177 |
| Pittsburg | 41.1 | .0162 | 1.4 | 31 | 82.8 | 16.0 | .0171 | 413,184 | .0111 | 238,997 | .0131 | .0127 | .0243 | .0191 | .0107 |
| Pontotoc | 34.4 | .0135 | 5.5 | 48 | 82.0 | 13.5 | .0144 | 342,304 | .0092 | 191,092 | .0105 | .0104 | .0212 | .0152 | .0101 |
| Pottawatomie | 58.5 | .0231 | 5.9 | 74 | 84.4 | 21.7 | .0232 | 623,972 | .0167 | 337,010 | .0185 | .0186 | .0324 | .0247 | .0172 |
| Pushmataha | 10.8 | .0043 | -8.3 | 8 | 82.8 | 4.3 | .0045 | 81,377 | .0022 | 54,219 | .0030 | .0029 | .0086 | .0054 | .0016 |
| Roger Mills | 3.9 | .0015 | -18.7 | 3 | 95.9 | 1.5 | .0016 | 37,603 | .0010 | 8,504 | .0005 | .0009 | .0020 | .0018 | .0008 |
| Rogers | 55.9 | .0220 | 20.4 | 83 | 85.2 | 20.1 | .0215 | 686,440 | .0184 | 217,014 | .0119 | .0172 | .0199 | .0204 | .0165 |
| Seminole | 24.7 | .0098 | -10.1 | 39 | 74.6 | 9.4 | .0100 | 228,780 | .0062 | 99,090 | .0054 | .0065 | .0156 | .0100 | .0052 |
| ☐ Sequoyah | 34.9 | .0137 | 13.5 | 52 | 75.6 | 12.7 | .0136 | 319,965 | .0086 | 119,650 | .0082 | .0096 | .0194 | .0148 | .0079 |
| Stephens | 42.0 | .0166 | -3.3 | 48 | 92.8 | 16.6 | .0177 | 472,431 | .0126 | 270,437 | .0149 | .0142 | .0248 | .0178 | .0127 |
| Texas | 16.1 | .0063 | -9.2 | 5 | 97.2 | 6.1 | .0065 | 178,969 | .0048 | 81,979 | .0045 | .0049 | .0073 | .0073 | .0050 |
| Tillman | 10.3 | .0041 | -16.9 | 12 | 84.7 | 3.9 | .0042 | 87,698 | .0024 | 29,730 | .0016 | .0025 | .0059 | .0044 | .0022 |

1992 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES | | | | | | | | | | | | | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980-91 | Pop. Per Sq. Mi. (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **OKLAHOMA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Tulsa | 508.5 | .2005 | 8.1 | 892 | 83.4 | 204.8 | .2186 | 7,176,447 | .1924 | 4,616,821 | .2535 | .2124 | .2511 | .2523 | .2216 |
| Wagoner | 49.1 | .0194 | 17.5 | 87 | 85.8 | 17.4 | .0186 | 553,722 | .0149 | 88,992 | .0049 | .0127 | .0169 | .0172 | .0125 |
| Washington | 47.2 | .0186 | -1.9 | 113 | 88.1 | 19.0 | .0203 | 693,218 | .0186 | 358,099 | .0196 | .0190 | .0228 | .0218 | .0197 |
| Washita | 10.8 | .0042 | -21.7 | 11 | 97.0 | 4.2 | .0045 | 104,482 | .0028 | 19,492 | .0011 | .0025 | .0058 | .0046 | .0021 |
| Woods | 8.8 | .0035 | -19.4 | 7 | 97.4 | 3.7 | .0039 | 104,109 | .0028 | 51,244 | .0028 | .0030 | .0055 | .0041 | .0027 |
| Woodward | 18.2 | .0072 | -14.0 | 15 | 95.7 | 6.7 | .0072 | 200,053 | .0053 | 130,616 | .0072 | .0062 | .0088 | .0087 | .0064 |
| **TOTAL METRO COUNTIES** | **1,885.1** | **.7431** | **9.3** | **156** | **82.1** | **723.4** | **.7725** | **24,228,991** | **.6498** | **13,703,853** | **.7526** | **.6995** | **.8493** | **.8650** | **.7094** |
| **TOTAL STATE** | **3,157.8** | **1.2451** | **4.4** | **46** | **82.5** | **1,211.2** | **1.2930** | **37,055,007** | **.9937** | **20,200,258** | **1.1091** | **1.0786** | **1.5884** | **1.4256** | **1.0411** |
| **OREGON** | | | | | | | | | | | | | | | |
| **EUGENE - SPRINGFIELD** | **287.1** | **.1132** | **4.3** | **63** | **96.0** | **112.6** | **.1202** | **3,681,104** | **.0988** | **2,267,764** | **.1245** | **.1093** | **.1344** | **.1359** | **.1095** |
| Lane | 287.1 | .1132 | 4.3 | 63 | 96.0 | 112.6 | .1202 | 3,681,104 | .0988 | 2,267,764 | .1245 | .1093 | .1344 | .1359 | .1095 |
| **MEDFORD** | **151.4** | **.0597** | **14.3** | **54** | **97.3** | **59.3** | **.0633** | **1,895,855** | **.0508** | **1,487,367** | **.0817** | **.0619** | **.0712** | **.0778** | **.0563** |
| Jackson | 151.4 | .0597 | 14.3 | 54 | 97.3 | 59.3 | .0633 | 1,895,855 | .0508 | 1,487,367 | .0817 | .0619 | .0712 | .0778 | .0563 |
| **PORTLAND** | **1,276.5** | **.5034** | **15.4** | **341** | **91.9** | **500.5** | **.5342** | **19,687,214** | **.5279** | **11,286,876** | **.6197** | **.5507** | **.4809** | **.5699** | **.6025** |
| Clackamas | 288.7 | .1139 | 19.3 | 155 | 97.0 | 107.1 | .1143 | 4,685,785 | .1256 | 2,128,478 | .1169 | .1208 | .0927 | .1092 | .1219 |
| Multnomah | 591.4 | .2332 | 5.1 | 1,359 | 87.6 | 244.8 | .2613 | 8,668,590 | .2325 | 5,366,436 | .2946 | .2513 | .2605 | .2934 | .2864 |
| Washington | 328.5 | .1295 | 33.6 | 454 | 94.1 | 125.4 | .1338 | 5,422,202 | .1454 | 3,392,408 | .1862 | .1545 | .1034 | .1418 | .1724 |
| Yamhill | 67.9 | .0268 | 22.7 | 95 | 96.7 | 23.2 | .0248 | 910,637 | .0244 | 399,554 | .0220 | .0241 | .0243 | .0255 | .0218 |
| ***PORTLAND - VANCOUVER CONSOLIDATED AREA*** | ***1,526.7*** | ***.6020*** | ***17.6*** | ***349*** | ***92.4*** | ***593.3*** | ***.6333*** | ***23,317,789*** | ***.6253*** | ***12,679,335*** | ***.6962*** | ***.6420*** | ***.5637*** | ***.6618*** | ***.6960*** |
| **SALEM** | **286.4** | **.1129** | **14.6** | **149** | **95.5** | **104.6** | **.1117** | **3,630,206** | **.0973** | **1,928,316** | **.1059** | **.1030** | **.1111** | **.1234** | **.1019** |
| Marion | 234.9 | .0926 | 14.8 | 198 | 95.3 | 85.7 | .0915 | 3,031,304 | .0813 | 1,760,089 | .0966 | .0882 | .0892 | .1024 | .0888 |
| Polk | 51.5 | .0203 | 13.9 | 69 | 96.4 | 18.9 | .0202 | 598,902 | .0160 | 168,227 | .0093 | .0148 | .0219 | .0210 | .0131 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Baker | 15.2 | .0060 | -5.8 | 5 | 98.3 | 6.1 | .0065 | 176,308 | .0048 | 78,103 | .0043 | .0048 | .0078 | .0068 | .0047 |
| Benton | 72.2 | .0284 | 5.8 | 107 | 92.5 | 26.7 | .0285 | 954,916 | .0256 | 394,033 | .0216 | .0250 | .0305 | .0274 | .0247 |
| Clackamas | 288.7 | .1139 | 19.3 | 155 | 97.0 | 107.1 | .1143 | 4,685,785 | .1256 | 2,128,478 | .1169 | .1208 | .0927 | .1092 | .1219 |
| Clatsop | 33.9 | .0133 | 4.3 | 41 | 97.1 | 13.6 | .0145 | 413,665 | .0111 | 274,772 | .0151 | .0127 | .0188 | .0165 | .0128 |
| Columbia | 38.7 | .0153 | 8.6 | 59 | 97.6 | 14.3 | .0153 | 508,248 | .0136 | 148,507 | .0081 | .0122 | .0138 | .0143 | .0125 |
| Coos | 61.3 | .0241 | -4.3 | 38 | 96.3 | 24.6 | .0262 | 714,033 | .0192 | 471,657 | .0259 | .0222 | .0318 | .0305 | .0201 |
| Crook | 14.5 | .0058 | 10.8 | 5 | 97.8 | 5.6 | .0060 | 159,909 | .0043 | 61,938 | .0034 | .0043 | .0067 | .0066 | .0042 |
| Curry | 20.2 | .0079 | 18.9 | 12 | 96.7 | 8.7 | .0093 | 251,852 | .0067 | 141,504 | .0078 | .0073 | .0121 | .0106 | .0066 |
| Deschutes | 78.0 | .0308 | 25.5 | 26 | 98.4 | 30.5 | .0326 | 1,094,277 | .0294 | 728,971 | .0400 | .0328 | .0337 | .0387 | .0355 |
| Douglas | 96.1 | .0379 | 2.5 | 19 | 97.5 | 36.5 | .0389 | 1,062,934 | .0285 | 646,391 | .0355 | .0325 | .0437 | .0465 | .0288 |
| Gilliam | 1.7 | .0006 | -17.4 | 1 | 98.9 | .7 | .0008 | 20,838 | .0005 | 7,208 | .0004 | .0005 | .0007 | .0008 | .0005 |
| Grant | 7.9 | .0032 | -3.8 | 2 | 98.5 | 3.2 | .0034 | 96,000 | .0026 | 43,093 | .0023 | .0027 | .0042 | .0036 | .0026 |
| Harney | 7.2 | .0028 | -13.4 | 1 | 95.3 | 2.9 | .0031 | 88,824 | .0024 | 50,712 | .0028 | .0026 | .0038 | .0039 | .0021 |
| Hood River | 17.2 | .0068 | 8.6 | 33 | 96.4 | 6.6 | .0070 | 211,709 | .0057 | 123,509 | .0068 | .0062 | .0084 | .0078 | .0055 |
| Jackson | 151.4 | .0597 | 14.3 | 54 | 97.3 | 59.3 | .0633 | 1,895,855 | .0508 | 1,487,367 | .0817 | .0619 | .0712 | .0778 | .0563 |
| Jefferson | 14.0 | .0055 | 20.7 | 8 | 79.0 | 4.9 | .0053 | 147,515 | .0040 | 68,913 | .0038 | .0041 | .0061 | .0057 | .0036 |
| Josephine | 64.9 | .0256 | 10.3 | 40 | 97.5 | 26.1 | .0278 | 718,145 | .0192 | 464,553 | .0255 | .0226 | .0356 | .0326 | .0206 |
| Klamath | 58.4 | .0230 | -1.2 | 10 | 93.9 | 22.6 | .0241 | 679,965 | .0183 | 403,800 | .0221 | .0203 | .0285 | .0273 | .0209 |
| Lake | 7.2 | .0028 | -4.4 | 1 | 96.1 | 2.8 | .0030 | 81,234 | .0021 | 44,224 | .0025 | .0024 | .0038 | .0034 | .0019 |
| Lane | 287.1 | .1132 | 4.3 | 63 | 96.0 | 112.6 | .1202 | 3,681,104 | .0988 | 2,267,764 | .1245 | .1093 | .1344 | .1359 | .1095 |
| Lincoln | 40.3 | .0159 | 14.3 | 41 | 96.2 | 17.0 | .0182 | 500,808 | .0134 | 364,841 | .0200 | .0158 | .0245 | .0224 | .0140 |
| Linn | 92.2 | .0364 | 3.0 | 40 | 97.6 | 35.1 | .0375 | 1,107,764 | .0297 | 595,523 | .0327 | .0320 | .0379 | .0417 | .0293 |
| Malheur | 25.9 | .0102 | -3.7 | 3 | 94.7 | 9.3 | .0099 | 270,297 | .0072 | 227,181 | 0125 | .0095 | .0140 | .0128 | .0095 |
| Marion | 234.9 | .0926 | 14.8 | 198 | 95.3 | 85.7 | .0915 | 3,031,304 | .0813 | 1,760,089 | .0966 | .0882 | .0892 | .1024 | .0888 |
| Morrow | 7.4 | .0029 | -1.6 | 4 | 98.1 | 2.8 | .0030 | 87,791 | .0024 | 19,687 | .0011 | .0020 | .0028 | .0028 | .0019 |
| Multnomah | 591.4 | .2332 | 5.1 | 1,359 | 87.6 | 244.8 | .2613 | 8,668,590 | .2325 | 5,366,436 | .2946 | .2513 | .2605 | .2934 | .2864 |
| Polk | 51.5 | .0203 | 13.9 | 69 | 96.4 | 18.9 | .0202 | 598,902 | .0160 | 168,227 | .0093 | .0148 | .0219 | .0210 | .0131 |
| Sherman | 1.9 | .0008 | -12.5 | 2 | 97.8 | .8 | .0008 | 23,584 | .0007 | 10,841 | .0006 | .0006 | .0008 | .0009 | .0005 |
| Tillamook | 21.9 | .0086 | 3.5 | 20 | 97.9 | 9.0 | .0096 | 258,972 | .0069 | 120,167 | .0065 | .0072 | .0119 | .0112 | .0064 |
| Umatilla | 59.7 | .0235 | 1.4 | 19 | 94.6 | 22.1 | .0236 | 675,143 | .0181 | 409,339 | .0225 | .0205 | .0288 | .0283 | .0193 |
| Union | 23.6 | .0093 | -1.4 | 12 | 97.1 | 9.1 | .0097 | 265,773 | .0071 | 135,782 | .0075 | .0077 | .0113 | .0105 | .0084 |
| Wallowa | 6.9 | .0028 | -5.1 | 2 | 99.0 | 2.8 | .0030 | 76,884 | .0021 | 41,101 | .0022 | .0023 | .0039 | .0035 | .0019 |
| Wasco | 21.6 | .0085 | -.6 | 9 | 94.0 | 8.6 | .0092 | 281,155 | .0075 | 210,441 | .0116 | .0089 | .0102 | .0111 | .0077 |
| Washington | 328.5 | .1295 | 33.6 | 454 | 94.1 | 125.4 | .1338 | 5,422,202 | .1454 | 3,392,408 | .1862 | 1545 | .1034 | .1418 | .1724 |
| Wheeler | 1.4 | .0005 | -7.5 | 1 | 98.9 | .6 | .0007 | 13,129 | .0004 | 5,065 | .0003 | .0004 | .0009 | .0006 | .0003 |
| Yamhill | 67.9 | .0268 | 22.7 | 95 | 96.7 | 23.2 | .0248 | 910,637 | .0244 | 399,554 | .0220 | .0241 | .0243 | .0255 | .0218 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES | | | | | | | | | | | | | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980-91 | Pop Per Sq. Mi. (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **OREGON (continued)** | | | | | | | | | | | | | | | |
| **TOTAL METRO COUNTIES** | 2,001.4 | .7892 | 13.5 | 154 | 93.4 | 777.0 | .8294 | 28,894,379 | .7748 | 16,970,323 | .9318 | .8249 | .7976 | .9070 | .8702 |
| **TOTAL STATE** | 2,912.8 | 1.1484 | 10.6 | 30 | 94.3 | 1,130.6 | 1.2069 | 39,836,051 | 1.0683 | 23,262,179 | 1.2772 | 1.1470 | 1.2346 | 1.3358 | 1.1770 |
| **PENNSYLVANIA** | | | | | | | | | | | | | | | |
| **ALLENTOWN - BETHLEHEM - EASTON** | 701.0 | .2764 | 10.3 | 480 | 96.5 | 265.6 | .2835 | 10,887,253 | .2920 | 5,067,637 | .2784 | .2847 | .2553 | .2730 | .2888 |
| Carbon | 58.0 | .0228 | 8.8 | 152 | 99.3 | 22.5 | .0240 | 735,512 | .0197 | 242,524 | .0134 | .0183 | .0238 | .0231 | .0176 |
| Lehigh | 296.4 | .1169 | 8.8 | 855 | 95.8 | 115.1 | .1229 | 4,767,431 | .1279 | 2,724,295 | .1496 | .1322 | .1103 | .1282 | .1443 |
| Northampton | 253.7 | .1001 | 12.5 | 679 | 96.4 | 93.5 | .0998 | 3,841,401 | .1030 | 1,377,810 | .0757 | .0942 | .0889 | .0896 | .0896 |
| *Warren, N. J.* | *92.9* | *.0366* | *10.0* | *260* | *97.5* | *34.5* | *.0368* | *1,542,909* | *.0414* | *723,008* | *.0397* | *.0400* | *.0323* | *.0321* | *.0373* |
| **ALTOONA** | 130.2 | .0513 | -4.7 | 248 | 98.8 | 50.3 | .0537 | 1,585,914 | .0425 | 967,197 | .0531 | .0475 | .0659 | .0613 | .0489 |
| Blair | 130.2 | .0513 | -4.7 | 248 | 98.8 | 50.3 | .0537 | 1,585,914 | .0425 | 967,197 | .0531 | .0475 | .0659 | .0613 | .0489 |
| **BEAVER COUNTY** | 184.2 | .0726 | -9.9 | 423 | 94.0 | 71.5 | .0763 | 2,292,214 | .0615 | 918,288 | .0504 | .0604 | .0834 | .0793 | .0589 |
| Beaver | 184.2 | .0726 | -9.9 | 423 | 94.0 | 71.5 | .0763 | 2,292,214 | .0615 | 918,288 | .0504 | .0604 | .0834 | .0793 | .0589 |
| **ERIE** | 275.4 | .1086 | -1.6 | 343 | 93.9 | 101.7 | .1085 | 3,646,389 | .0977 | 1,788,155 | .0981 | .1001 | .1144 | .1116 | .1014 |
| Erie | 275.4 | .1086 | -1.6 | 343 | 93.9 | 101.7 | .1085 | 3,646,389 | .0977 | 1,788,155 | .0981 | .1001 | .1144 | .1116 | .1014 |
| **HARRISBURG - LEBANON - CARLISLE** | 598.0 | .2359 | 7.5 | 300 | 91.8 | 230.0 | .2455 | 9,336,477 | .2504 | 4,927,231 | .2705 | .2534 | .2052 | .2493 | .2495 |
| Cumberland | 200.4 | .0790 | 11.6 | 364 | 96.9 | 75.2 | .0803 | 3,355,536 | .0900 | 1,901,051 | .1044 | .0921 | .0626 | .0837 | .0872 |
| Dauphin | 239.6 | .0945 | 3.1 | 456 | 83.0 | 96.0 | .1025 | 3,796,926 | .1018 | 1,943,949 | .1067 | .1018 | .0890 | .1015 | .1047 |
| Lebanon | 115.5 | .0456 | 6.4 | 319 | 98.3 | 43.4 | .0463 | 1,629,026 | .0437 | 887,926 | .0487 | .0455 | .0401 | .0485 | .0438 |
| Perry | 42.5 | .0168 | 19.0 | 77 | 99.4 | 15.4 | .0164 | 554,989 | .0149 | 194,305 | .0107 | .0140 | .0135 | .0156 | .0138 |
| **JOHNSTOWN** | 238.2 | .0939 | -10.0 | 135 | 98.1 | 90.8 | .0969 | 2,634,240 | .0707 | 1,315,957 | .0722 | .0759 | .1188 | .1111 | .0687 |
| Cambria | 160.4 | .0632 | -12.5 | 233 | 97.3 | 61.3 | .0654 | 1,756,076 | .0471 | 912,827 | .0501 | .0512 | .0826 | .0749 | .0470 |
| Somerset | 77.8 | .0307 | -4.2 | 72 | 99.6 | 29.5 | .0315 | 878,164 | .0236 | 403,130 | .0221 | .0247 | .0356 | .0362 | .0217 |
| **LANCASTER** | 437.6 | .1725 | 20.8 | 461 | 95.9 | 156.4 | .1670 | 6,576,099 | .1764 | 3,181,507 | .1746 | .1751 | .1414 | .1623 | .1900 |
| Lancaster | 437.6 | .1725 | 20.8 | 461 | 95.9 | 156.4 | .1670 | 6,576,099 | .1764 | 3,181,507 | .1746 | .1751 | .1414 | .1623 | .1900 |
| **PHILADELPHIA** | 4,924.1 | 1.9415 | 4.4 | 1,400 | 78.0 | 1,802.3 | 1.9240 | 84,966,348 | 2.2786 | 35,120,446 | 1.9281 | 2.1056 | 1.7379 | 1.6804 | 2.1175 |
| Bucks | 557.6 | .2199 | 16.4 | 918 | 95.4 | 196.6 | .2098 | 10,512,840 | .2819 | 4,958,338 | .2722 | .2664 | .1608 | .1849 | .2520 |
| Chester | 392.4 | .1547 | 23.9 | 519 | 92.4 | 139.1 | .1485 | 8,297,170 | .2225 | 2,546,075 | .1398 | .1841 | .0946 | .1120 | .1743 |
| Delaware | 551.4 | .2174 | -.7 | 2,993 | 86.3 | 203.2 | .2169 | 9,843,248 | .2640 | 4,056,706 | .2228 | .2423 | .1808 | .1891 | .2386 |
| Montgomery | 687.5 | .2711 | 6.9 | 1,423 | 91.4 | 259.5 | .2770 | 15,462,219 | .4147 | 7,079,937 | .3887 | .3781 | .2147 | .2508 | .3820 |
| Philadelphia | 1,584.2 | .6246 | -6.2 | 11,726 | 55.9 | 601.8 | .6425 | 20,575,850 | .5518 | 7,451,387 | .4091 | .5235 | .7294 | .5697 | .5571 |
| *Burlington, N. J.* | *403.8* | *.1592* | *11.4* | *502* | *82.7* | *139.6* | *.1491* | *7,787,897* | *.2089* | *3,484,868* | *.1913* | *.1937* | *.1094* | *.1284* | *.1784* |
| *Camden, N. J.* | *511.7* | *.2018* | *8.5* | *2,302* | *79.9* | *181.8* | *.1940* | *8,617,024* | *.2311* | *3,682,068* | *.2021* | *.2164* | *.1791* | *.1685* | *.2341* |
| *Gloucester, N. J.* | *235.5* | *.0928* | *17.8* | *725* | *89.7* | *80.7* | *.0862* | *3,870,100* | *.1037* | *1,861,067* | *.1021* | *.1011* | *.0691* | *.0770* | *.1010* |
| ***PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA*** | ***5,986.2*** | ***2.3602*** | ***5.4*** | ***1,120*** | ***78.5*** | ***2,185.9*** | ***2.3335*** | ***103,282,683*** | ***2.7698*** | ***43,684,006*** | ***2.3983*** | ***2.5759*** | ***2.0860*** | ***2.0557*** | ***2.5864*** |
| **PITTSBURGH** | 2,037.9 | .8035 | -8.2 | 599 | 90.8 | 815.1 | .8702 | 30,378,056 | .8147 | 13,598,441 | .7466 | .7920 | .9182 | .8642 | .8016 |
| Allegheny | 1,323.1 | .5217 | -8.8 | 1,812 | 87.4 | 537.7 | .5740 | 21,088,130 | .5656 | 9,205,579 | .5054 | .5387 | .5754 | .5528 | .5565 |
| Fayette | 143.9 | .0567 | -9.7 | 182 | 96.3 | 55.7 | .0595 | 1,506,693 | .0404 | 959,179 | .0527 | .0473 | .0886 | .0687 | .0436 |
| Washington | 202.9 | .0800 | -6.5 | 237 | 96.3 | 78.0 | .0833 | 2,761,434 | .0740 | 1,181,695 | .0649 | .0724 | .0941 | .0843 | .0714 |
| Westmoreland | 368.0 | .1451 | -6.2 | 360 | 97.6 | 143.7 | .1534 | 5,021,799 | .1347 | 2,251,988 | .1236 | .1336 | .1601 | .1584 | .1301 |
| ***PITTSBURGH - BEAVER VALLEY CONSOLIDATED AREA*** | ***2,222.1*** | ***.8761*** | ***-8.3*** | ***579*** | ***91.0*** | ***886.6*** | ***.9465*** | ***32,670,270*** | ***.8762*** | ***14,516,729*** | ***.7970*** | ***.8524*** | ***1.0016*** | ***.9435*** | ***.8605*** |
| **READING** | 342.8 | .1352 | 9.7 | 399 | 95.6 | 130.0 | .1387 | 5,203,317 | .1395 | 2,548,238 | .1399 | .1387 | .1233 | .1356 | .1653 |
| Berks | 342.8 | .1352 | 9.7 | 399 | 95.6 | 130.0 | .1387 | 5,203,317 | .1395 | 2,548,238 | .1399 | .1387 | .1233 | .1356 | .1653 |
| **SCRANTON - WILKES-BARRE** | 739.5 | .2915 | 1.5 | 260 | 98.2 | 283.1 | .3022 | 9,731,681 | .2609 | 5,268,973 | .2893 | .2754 | .3377 | .3218 | .2680 |
| Columbia | 63.5 | .0250 | 2.5 | 131 | 99.1 | 23.6 | .0252 | 747,592 | .0201 | 412,604 | .0226 | .0218 | .0256 | .0294 | .0193 |
| Lackawanna | 218.3 | .0861 | -4.2 | 476 | 98.5 | 84.5 | .0902 | 2,890,516 | .0775 | 1,643,765 | .0903 | .0831 | .1070 | .0953 | .0808 |
| Luzerne | 327.2 | .1290 | -4.6 | 367 | 98.1 | 128.5 | .1372 | 4,244,462 | .1138 | 2,186,878 | .1201 | .1187 | .1582 | .1454 | .1179 |
| Monroe | 101.8 | .0401 | 46.7 | 168 | 97.2 | 36.2 | .0386 | 1,485,887 | .0398 | 897,617 | .0493 | .0427 | .0370 | .0413 | .0409 |
| Wyoming | 28.7 | .0113 | 8.6 | 72 | 99.1 | 10.3 | .0110 | 363,224 | .0097 | 128,109 | .0070 | .0091 | .0099 | .0104 | .0091 |
| **SHARON** | 119.9 | .0473 | -6.6 | 178 | 94.6 | 45.3 | .0484 | 1,483,757 | .0398 | 699,910 | .0385 | .0409 | .0508 | .0518 | .0436 |
| Mercer | 119.9 | .0473 | -6.6 | 178 | 94.6 | 45.3 | .0484 | 1,483,757 | .0398 | 699,910 | .0385 | .0409 | .0508 | .0518 | .0436 |
| **STATE COLLEGE** | 126.0 | .0497 | 11.7 | 114 | 94.2 | 43.3 | .0462 | 1,586,966 | .0425 | 813,758 | .0446 | .0447 | .0466 | .0496 | .0442 |
| Centre | 126.0 | .0497 | 11.7 | 114 | 94.2 | 43.3 | .0462 | 1,586,966 | .0425 | 813,758 | .0446 | .0447 | .0466 | .0496 | .0442 |
| **WILLIAMSPORT** | 120.0 | .0473 | 1.3 | 97 | 96.8 | 45.6 | .0486 | 1,515,511 | .0406 | 867,624 | .0476 | .0441 | .0524 | .0543 | .0452 |
| Lycoming | 120.0 | .0473 | 1.3 | 97 | 96.8 | 45.6 | .0486 | 1,515,511 | .0406 | 867,624 | .0476 | .0441 | .0524 | .0543 | .0452 |
| **YORK** | 427.7 | .1687 | 12.2 | 300 | 96.2 | 160.1 | .1709 | 6,458,905 | .1732 | 3,063,336 | .1682 | .1709 | .1385 | .1677 | .1662 |
| Adams | 80.9 | .0319 | 18.5 | 156 | 98.1 | 28.9 | .0308 | 1,119,382 | .0300 | 340,495 | .0187 | .0270 | .0239 | .0287 | .0264 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES | | | | | | | | | | | | | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980-91 | Pop. Per Sq. Mi. (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **PENNSYLVANIA (continued)** | | | | | | | | | | | | | | | |
| **YORK (continued)** | | | | | | | | | | | | | | | |
| York | 346.8 | .1368 | 10.8 | 383 | 95.7 | 131.2 | .1401 | 5,339,523 | .1432 | 2,722,841 | .1495 | .1439 | .1146 | .1390 | .1398 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Adams | 80.9 | .0319 | 18.5 | 156 | 98.1 | 28.9 | .0308 | 1,119,382 | .0300 | 340,495 | .0187 | .0270 | .0239 | .0287 | .0264 |
| Allegheny | 1,323.1 | .5217 | -8.8 | 1,812 | 87.4 | 537.7 | .5740 | 21,088,130 | .5656 | 9,205,579 | .5054 | .5387 | .5754 | .5528 | .5565 |
| Armstrong | 73.0 | .0288 | -6.1 | 112 | 99.0 | 28.2 | .0301 | 830,696 | .0222 | 318,574 | .0175 | .0221 | .0325 | .0329 | .0205 |
| Beaver | 184.2 | .0726 | -9.9 | 423 | 94.0 | 71.5 | .0763 | 2,292,214 | .0615 | 918,288 | .0504 | .0604 | .0834 | .0793 | .0589 |
| Bedford | 48.3 | .0190 | 3.2 | 48 | 99.4 | 18.2 | .0195 | 524,050 | .0141 | 339,153 | .0186 | .0165 | .0212 | .0239 | .0139 |
| Berks | 342.8 | .1352 | 9.7 | 399 | 95.6 | 130.0 | .1387 | 5,203,317 | .1395 | 2,548,238 | .1399 | .1387 | .1233 | .1356 | .1653 |
| Blair | 130.2 | .0513 | -4.7 | 248 | 98.8 | 50.3 | .0537 | 1,585,914 | .0425 | 967,197 | .0531 | .0475 | .0659 | .0613 | .0489 |
| Bradford | 61.4 | .0242 | -2.4 | 53 | 99.2 | 22.7 | .0243 | 718,943 | .0193 | 364,104 | .0200 | .0206 | .0258 | .0264 | .0179 |
| Bucks | 557.6 | .2199 | 16.4 | 918 | 95.4 | 196.6 | .2098 | 10,512,840 | .2819 | 4,958,338 | .2722 | .2664 | .1608 | .1849 | .2520 |
| Butler | 153.5 | .0605 | 3.8 | 195 | 99.0 | 56.0 | .0598 | 2,078,568 | .0558 | 919,148 | .0505 | .0552 | .0563 | .0600 | .0537 |
| Cambria | 160.4 | .0632 | -12.5 | 233 | 97.3 | 61.3 | .0654 | 1,756,076 | .0471 | 912,827 | .0501 | .0512 | .0826 | .0749 | .0470 |
| Cameron | 5.9 | .0024 | -11.6 | 15 | 99.5 | 2.4 | .0026 | 63,404 | .0017 | 27,995 | .0015 | .0019 | .0031 | .0033 | .0014 |
| Carbon | 58.0 | .0228 | 8.8 | 152 | 99.3 | 22.5 | .0240 | 735,512 | .0197 | 242,524 | .0134 | .0183 | .0238 | .0231 | .0176 |
| Centre | 126.0 | .0497 | 11.7 | 114 | 94.2 | 43.3 | .0462 | 1,586,966 | .0425 | 813,758 | .0446 | .0447 | .0466 | .0496 | .0442 |
| Chester | 392.4 | .1547 | 23.9 | 519 | 92.4 | 139.1 | .1485 | 8,297,170 | .2225 | 2,546,075 | .1398 | .1841 | .0946 | .1120 | .1743 |
| Clarion | 41.5 | .0164 | -4.3 | 69 | 98.8 | 15.0 | .0160 | 444,122 | .0120 | 207,354 | .0114 | .0126 | .0196 | .0173 | .0122 |
| Clearfield | 77.4 | .0305 | -7.4 | 67 | 99.4 | 29.6 | .0316 | 856,225 | .0229 | 573,879 | .0315 | .0271 | .0421 | .0380 | .0277 |
| Clinton | 37.2 | .0147 | -4.6 | 42 | 99.1 | 13.8 | .0148 | 413,965 | .0111 | 281,929 | .0155 | .0131 | .0182 | .0178 | .0130 |
| Columbia | 63.5 | .0250 | 2.5 | 131 | 99.1 | 23.6 | .0252 | 747,592 | .0201 | 412,604 | .0226 | .0218 | .0256 | .0294 | .0193 |
| Crawford | 85.5 | .0337 | -3.8 | 84 | 98.3 | 32.0 | .0341 | 985,356 | .0264 | 462,156 | .0254 | .0276 | .0363 | .0371 | .0263 |
| Cumberland | 200.4 | .0790 | 11.6 | 364 | 96.9 | 75.2 | .0803 | 3,355,536 | .0900 | 1,901,051 | .1044 | .0921 | .0626 | .0837 | .0872 |
| Dauphin | 239.6 | .0945 | 3.1 | 456 | 83.0 | 96.0 | .1025 | 3,796,926 | .1018 | 1,943,949 | .1067 | .1018 | .0890 | .1015 | .1047 |
| Delaware | 551.4 | .2174 | -.7 | 2,993 | 86.3 | 203.2 | .2169 | 9,843,248 | .2640 | 4,056,706 | .2228 | .2423 | .1808 | .1891 | .2386 |
| Elk | 34.4 | .0136 | -10.3 | 42 | 99.5 | 13.0 | .0139 | 394,956 | .0106 | 167,869 | .0092 | .0108 | .0154 | .0137 | .0105 |
| Erie | 275.4 | .1086 | -1.6 | 343 | 93.9 | 101.7 | .1085 | 3,646,389 | .0977 | 1,788,155 | .0981 | .1001 | .1144 | .1116 | .1014 |
| Fayette | 143.9 | .0567 | -9.7 | 182 | 96.3 | 55.7 | .0595 | 1,506,693 | .0404 | 959,179 | .0527 | .0473 | .0886 | .0687 | .0436 |
| Forest | 4.8 | .0019 | -5.4 | 11 | 98.7 | 1.9 | .0020 | 50,453 | .0014 | 14,412 | .0008 | .0013 | .0023 | .0023 | .0011 |
| Franklin | 122.9 | .0484 | 8.2 | 159 | 96.9 | 46.5 | .0497 | 1,698,513 | .0456 | 729,469 | .0400 | .0444 | .0424 | .0522 | .0444 |
| Fulton | 14.2 | .0056 | 10.6 | 32 | 98.8 | 5.3 | .0056 | 156,850 | .0042 | 51,505 | .0029 | .0041 | .0053 | .0059 | .0038 |
| Greene | 39.3 | .0155 | -2.9 | 68 | 98.5 | 14.6 | .0156 | 424,312 | .0113 | 166,942 | .0091 | .0115 | .0201 | .0167 | .0096 |
| Huntingdon | 44.4 | .0175 | 5.1 | 51 | 94.8 | 15.7 | .0168 | 513,337 | .0138 | 191,874 | .0106 | .0136 | .0191 | .0173 | .0116 |
| Indiana | 89.7 | .0354 | -2.8 | 108 | 97.9 | 31.7 | .0338 | 984,875 | .0264 | 530,910 | .0291 | .0290 | .0416 | .0376 | .0256 |
| Jefferson | 45.8 | .0181 | -5.2 | 70 | 99.6 | 17.5 | .0187 | 505,570 | .0136 | 238,684 | .0131 | .0144 | .0228 | .0210 | .0131 |
| Juniata | 20.9 | .0082 | 8.9 | 53 | 99.6 | 7.8 | .0083 | 244,576 | .0065 | 81,876 | .0045 | .0062 | .0079 | .0089 | .0060 |
| Lackawanna | 218.3 | .0861 | -4.2 | 476 | 98.5 | 84.5 | .0902 | 2,890,516 | .0775 | 1,643,765 | .0903 | .0831 | .1070 | .0953 | .0808 |
| Lancaster | 437.6 | .1725 | 20.8 | 461 | 95.9 | 156.4 | .1670 | 6,576,099 | .1764 | 3,181,507 | .1746 | .1751 | .1414 | .1623 | .1900 |
| Lawrence | 95.2 | .0375 | -11.2 | 264 | 96.5 | 36.0 | .0384 | 1,108,784 | .0297 | 526,768 | .0290 | .0311 | .0449 | .0421 | .0275 |
| Lebanon | 115.5 | .0456 | 6.4 | 319 | 98.3 | 43.4 | .0463 | 1,629,026 | .0437 | 887,926 | .0487 | .0455 | .0401 | .0485 | .0438 |
| Lehigh | 296.4 | .1169 | 8.8 | 855 | 95.8 | 115.1 | .1229 | 4,767,431 | .1279 | 2,724,295 | .1496 | .1322 | .1103 | .1282 | .1443 |
| Luzerne | 327.2 | .1290 | -4.6 | 367 | 98.1 | 128.5 | .1372 | 4,244,462 | .1138 | 2,186,878 | .1201 | .1187 | .1582 | .1454 | .1179 |
| Lycoming | 120.0 | .0473 | 1.3 | 97 | 96.8 | 45.6 | .0486 | 1,515,511 | .0406 | 867,624 | .0476 | .0441 | .0524 | .0543 | .0452 |
| McKean | 46.3 | .0182 | -8.6 | 47 | 98.0 | 17.5 | .0187 | 547,204 | .0147 | 215,708 | .0118 | .0145 | .0215 | .0185 | .0129 |
| Mercer | 119.9 | .0473 | -6.6 | 178 | 94.6 | 45.3 | .0484 | 1,483,757 | .0398 | 699,910 | .0385 | .0409 | .0508 | .0518 | .0436 |
| Mifflin | 46.3 | .0183 | -1.3 | 113 | 99.5 | 17.8 | .0190 | 528,829 | .0142 | 298,221 | .0163 | .0157 | .0229 | .0219 | .0144 |
| Monroe | 101.8 | .0401 | 46.7 | 168 | 97.2 | 36.2 | .0386 | 1,485,887 | .0398 | 897,617 | .0493 | .0427 | .0370 | .0413 | .0409 |
| Montgomery | 687.5 | .2711 | 6.9 | 1,423 | 91.4 | 259.5 | .2770 | 15,462,219 | .4147 | 7,079,937 | .3887 | .3781 | .2147 | .2508 | .3820 |
| Montour | 17.7 | .0069 | 6.1 | 135 | 98.7 | 6.5 | .0070 | 262,238 | .0070 | 78,527 | .0043 | .0063 | .0067 | .0066 | .0057 |
| Northampton | 253.7 | .1001 | 12.5 | 679 | 96.4 | 93.5 | .0998 | 3,841,401 | .1030 | 1,377,810 | .0757 | .0942 | .0889 | .0896 | .0896 |
| Northumberland | 96.5 | .0380 | -3.9 | 210 | 99.3 | 38.7 | .0413 | 1,148,359 | .0308 | 548,515 | .0301 | .0320 | .0492 | .0437 | .0312 |
| Perry | 42.5 | .0168 | 19.0 | 77 | 99.4 | 15.4 | .0164 | 554,989 | .0149 | 194,305 | .0107 | .0140 | .0135 | .0156 | .0138 |
| Philadelphia | 1,584.2 | .6246 | -6.2 | 11,726 | 55.9 | 601.8 | .6425 | 20,575,850 | .5518 | 7,451,387 | .4091 | .5235 | .7294 | .5697 | .5571 |
| Pike | 31.1 | .0122 | 70.2 | 57 | 98.3 | 11.7 | .0124 | 444,719 | .0119 | 96,350 | .0053 | .0100 | .0096 | .0112 | .0096 |
| Potter | 16.8 | .0067 | -5.2 | 16 | 99.5 | 6.2 | .0067 | 182,955 | .0049 | 83,079 | .0045 | .0052 | .0081 | .0073 | .0044 |
| Schuylkill | 152.5 | .0601 | -5.1 | 196 | 99.0 | 60.4 | .0644 | 1,843,990 | .0495 | 830,934 | .0456 | .0504 | .0759 | .0658 | .0482 |
| Snyder | 37.3 | .0147 | 11.1 | 113 | 99.2 | 13.0 | .0139 | 445,225 | .0119 | 295,995 | .0163 | .0137 | .0134 | .0163 | .0130 |
| Somerset | 77.8 | .0307 | -4.2 | 72 | 99.6 | 29.5 | .0315 | 878,164 | .0236 | 403,130 | .0221 | .0247 | .0356 | .0362 | .0217 |
| Sullivan | 6.1 | .0024 | -3.9 | 14 | 98.3 | 2.3 | .0025 | 68,714 | .0018 | 26,489 | .0015 | .0018 | .0028 | .0026 | .0014 |
| Susquehanna | 41.3 | .0163 | 9.0 | 50 | 99.3 | 15.2 | .0162 | 492,783 | .0132 | 165,120 | .0091 | .0125 | .0166 | .0159 | .0111 |
| Tioga | 41.1 | .0162 | .3 | 36 | 98.9 | 15.0 | .0160 | 456,547 | .0123 | 203,244 | .0111 | .0128 | .0178 | .0182 | .0108 |
| Union | 36.6 | .0144 | 11.3 | 116 | 96.4 | 11.9 | .0127 | 460,870 | .0123 | 166,033 | .0091 | .0117 | .0117 | .0127 | .0108 |
| Venango | 58.3 | .0230 | -9.5 | 86 | 98.7 | 22.0 | .0235 | 677,934 | .0182 | 327,190 | .0180 | .0191 | .0257 | .0265 | .0172 |
| Warren | 44.7 | .0176 | -5.8 | 51 | 99.5 | 17.2 | .0183 | 595,532 | .0160 | 678,012 | .0372 | .0228 | .0175 | .0263 | .0164 |
| Washington | 202.9 | .0800 | -6.5 | 237 | 96.3 | 78.0 | .0833 | 2,761,434 | .0740 | 1,181,695 | .0649 | .0724 | .0941 | .0843 | .0714 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES |  |  |  |  |  |  |  |  |  |  |  |  | Graduated Buying Power Indexes |  |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980-91 | Pop Per Sq. Mi (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **PENNSYLVANIA (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **ALL COUNTIES (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Wayne | 41.6 | .0164 | 18.1 | 57 | 98.8 | 15.2 | .0162 | 500,237 | .0134 | 337,980 | .0186 | .0155 | .0200 | .0193 | .0131 |
| Westmoreland | 368.0 | .1451 | -6.2 | 360 | 97.6 | 143.7 | .1534 | 5,021,799 | .1347 | 2,251,988 | .1236 | .1336 | .1601 | .1584 | .1301 |
| Wyoming | 28.7 | .0113 | 8.6 | 72 | 99.1 | 10.3 | .0110 | 363,224 | .0097 | 128,109 | .0070 | .0091 | .0099 | .0104 | .0091 |
| York | 346.8 | .1368 | 10.8 | 383 | 95.7 | 131.2 | .1401 | 5,339,523 | .1432 | 2,722,841 | .1495 | .1439 | .1146 | .1390 | .1398 |
| **TOTAL METRO COUNTIES** | **10,158.6** | **4.0055** | **1.2** | **478** | **87.6** | **3,854.5** | **4.1145** | **156,465,197** | **4.1959** | **70,395,687** | **3.8649** | **4.0582** | **3.9993** | **3.9673** | **4.1070** |
| **TOTAL STATE** | **11,968.1** | **4.7188** | **.9** | **267** | **89.2** | **4,533.0** | **4.8389** | **178,118,888** | **4.7766** | **80,941,685** | **4.4439** | **4.6653** | **4.7956** | **4.7545** | **4.6670** |
| **RHODE ISLAND** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **PROVIDENCE - PAWTUCKET - WOONSOCKET** | **924.7** | **.3645** | **6.8** | **983** | **93.0** | **347.9** | **.3714** | **13,046,653** | **.3499** | **6,141,315** | **.3372** | **.3490** | **.3715** | **.3561** | **.3439** |
| Bristol | 49.0 | .0193 | 4.4 | 1,984 | 98.9 | 17.6 | .0188 | 793,390 | .0213 | 221,984 | .0122 | .0181 | .0151 | .0160 | .0169 |
| Kent | 163.2 | .0643 | 5.9 | 959 | 98.3 | 62.9 | .0671 | 2,514,523 | .0674 | 1,539,131 | .0845 | .0720 | .0591 | .0691 | .0764 |
| Providence | 600.0 | .2365 | 5.0 | 1,452 | 90.4 | 227.2 | .2426 | 7,964,517 | .2136 | 3,586,461 | .1969 | .2131 | .2586 | .2322 | .2074 |
| Washington | 112.5 | .0444 | 20.6 | 338 | 96.7 | 40.2 | .0429 | 1,774,223 | .0476 | 793,739 | .0436 | .0458 | .0387 | .0388 | .0432 |
| **ALL COUNTIES** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Bristol | 49.0 | .0193 | 4.4 | 1,984 | 98.9 | 17.6 | .0188 | 793,390 | .0213 | 221,984 | .0122 | .0181 | .0151 | .0160 | .0169 |
| Kent | 163.2 | .0643 | 5.9 | 959 | 98.3 | 62.9 | .0671 | 2,514,523 | .0674 | 1,539,131 | .0845 | .0720 | .0591 | .0691 | .0764 |
| Newport | 87.4 | .0345 | 7.4 | 840 | 94.3 | 32.9 | .0351 | 1,398,344 | .0375 | 619,074 | .0340 | .0358 | .0284 | .0337 | .0344 |
| Providence | 600.0 | .2365 | 5.0 | 1,452 | 90.4 | 227.2 | .2426 | 7,964,517 | .2136 | 3,586,461 | .1969 | .2131 | .2586 | .2322 | .2074 |
| Washington | 112.5 | .0444 | 20.6 | 338 | 96.7 | 40.2 | .0429 | 1,774,223 | .0476 | 793,739 | .0436 | .0458 | .0387 | .0388 | .0432 |
| **TOTAL METRO COUNTIES** | **924.7** | **.3645** | **6.8** | **983** | **93.0** | **347.9** | **.3714** | **13,046,653** | **.3499** | **6,141,315** | **.3372** | **.3490** | **.3715** | **.3561** | **.3439** |
| **TOTAL STATE** | **1,012.1** | **.3990** | **6.9** | **968** | **93.1** | **380.8** | **.4065** | **14,444,997** | **.3874** | **6,760,389** | **.3712** | **.3848** | **.3999** | **.3898** | **.3783** |
| **SOUTH CAROLINA** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **ANDERSON** | **147.7** | **.0582** | **10.9** | **206** | **83.1** | **56.3** | **.0601** | **1,777,722** | **.0476** | **1,042,563** | **.0572** | **.0527** | **.0700** | **.0655** | **.0522** |
| Anderson | 147.7 | .0582 | 10.9 | 206 | 83.1 | 56.3 | .0601 | 1,777,722 | .0476 | 1,042,563 | .0572 | .0527 | .0700 | .0655 | .0522 |
| **CHARLESTON** | **524.3** | **.2067** | **21.8** | **202** | **68.2** | **183.8** | **.1961** | **6,485,378** | **.1740** | **3,562,689** | **.1955** | **.1870** | **.2038** | **.2129** | **.1906** |
| Berkeley | 134.9 | .0532 | 42.4 | 123 | 73.3 | 44.4 | .0474 | 1,487,981 | .0399 | 355,265 | .0195 | .0364 | .0368 | .0449 | .0367 |
| Charleston | 300.6 | .1185 | 8.7 | 328 | 63.7 | 109.3 | .1166 | 3,939,083 | .1057 | 2,818,645 | .1547 | .1230 | .1386 | .1380 | .1278 |
| Dorchester | 88.8 | .0350 | 50.4 | 154 | 75.6 | 30.1 | .0321 | 1,058,314 | .0284 | 388,779 | .0213 | .0276 | .0284 | .0300 | .0261 |
| **CHARLOTTE - GASTONIA - ROCK HILL** | **1,200.4** | **.4732** | **23.6** | **355** | **78.6** | **455.6** | **.4861** | **17,448,531** | **.4677** | **8,749,247** | **.4803** | **.4727** | **.4428** | **.5016** | **.4981** |
| York | 135.8 | .0536 | 27.2 | 199 | 79.3 | 48.7 | .0519 | 1,791,777 | .0480 | 901,263 | .0494 | .0495 | .0507 | .0525 | .0512 |
| *Cabarrus, N. C.* | *101.0* | *.0398* | *17.6* | *277* | *86.4* | *38.3* | *.0408* | *1,362,461* | *.0365* | *694,096* | *.0381* | *.0377* | *.0390* | *.0429* | *.0404* |
| *Gaston, N. C.* | *176.9* | *.0697* | *8.8* | *496* | *86.1* | *66.0* | *.0705* | *2,186,947* | *.0586* | *1,177,955* | *.0647* | *.0627* | *.0720* | *.0770* | *.0622* |
| *Lincoln, N. C.* | *52.1* | *.0205* | *23.0* | *174* | *91.3* | *19.5* | *.0208* | *656,385* | *.0176* | *259,161* | *.0143* | *.0172* | *.0189* | *.0213* | *.0175* |
| *Mecklenburg, N. C.* | *534.6* | *.2108* | *32.2* | *1,014* | *71.5* | *209.4* | *.2235* | *8,944,877* | *.2399* | *4,773,731* | *.2620* | *.2407* | *.1895* | *.2289* | *.2611* |
| *Rowan, N. C.* | *112.6* | *.0444* | *13.5* | *220* | *83.1* | *43.3* | *.0462* | *1,359,188* | *.0364* | *509,548* | *.0280* | *.0355* | *.0447* | *.0472* | *.0365* |
| *Union, N. C.* | *87.4* | *.0344* | *24.1* | *137* | *83.5* | *30.4* | *.0324* | *1,146,896* | *.0307* | *433,493* | *.0238* | *.0294* | *.0280* | *.0318* | *.0292* |
| **COLUMBIA** | **462.3** | **.1823** | **12.8** | **317** | **67.8** | **166.6** | **.1778** | **6,300,724** | **.1690** | **3,626,176** | **.1991** | **.1807** | **.1654** | **.1926** | **.1884** |
| Lexington | 173.5 | .0684 | 23.6 | 248 | 87.9 | 63.7 | .0680 | 2,467,133 | .0662 | 1,130,961 | .0621 | .0654 | .0597 | .0666 | .0660 |
| Richland | 288.8 | .1139 | 7.1 | 382 | 55.8 | 102.9 | .1098 | 3,833,591 | .1028 | 2,495,215 | .1370 | .1153 | .1057 | .1260 | .1224 |
| **FLORENCE** | **115.8** | **.0456** | **5.1** | **145** | **60.5** | **40.7** | **.0434** | **1,307,896** | **.0351** | **965,081** | **.0530** | **.0425** | **.0562** | **.0493** | **.0392** |
| Florence | 115.8 | .0456 | 5.1 | 145 | 60.5 | 40.7 | .0434 | 1,307,896 | .0351 | 965,081 | .0530 | .0425 | .0562 | .0493 | .0392 |
| **GREENVILLE - SPARTANBURG** | **655.3** | **.2584** | **14.9** | **312** | **81.6** | **246.9** | **.2636** | **8,675,341** | **.2328** | **4,977,475** | **.2734** | **.2500** | **.2807** | **.2839** | **.2641** |
| Greenville | 327.4 | .1291 | 13.7 | 413 | 81.0 | 125.9 | .1344 | 4,652,249 | .1248 | 2,771,060 | .1522 | .1339 | .1377 | .1453 | .1363 |
| Pickens | 96.9 | .0382 | 22.2 | 195 | 91.7 | 34.7 | .0371 | 1,165,716 | .0313 | 463,151 | .0254 | .0309 | .0391 | .0367 | .0299 |
| Spartanburg | 231.0 | .0911 | 13.8 | 285 | 78.3 | 86.3 | .0921 | 2,857,376 | .0767 | 1,743,264 | .0958 | .0852 | .1039 | .1019 | .0979 |
| **ALL COUNTIES** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Abbeville | 24.0 | .0095 | 6.1 | 47 | 68.3 | 8.9 | .0095 | 242,976 | .0065 | 55,060 | .0030 | .0061 | .0111 | .0089 | .0057 |
| ☐ Aiken | 123.7 | .0487 | 17.1 | 115 | 75.2 | 46.0 | .0491 | 1,452,850 | .0390 | 768,170 | .0422 | .0418 | .0583 | .0501 | .0383 |
| Allendale | 12.1 | .0048 | 13.1 | 30 | 30.5 | 3.8 | .0040 | 88,019 | .0024 | 32,297 | .0018 | .0027 | .0070 | .0037 | .0020 |
| Anderson | 147.7 | .0582 | 10.9 | 206 | 83.1 | 56.3 | .0601 | 1,777,722 | .0476 | 1,042,563 | .0572 | .0527 | .0700 | .0655 | .0522 |
| Bamberg | 16.6 | .0066 | -8.4 | 42 | 37.5 | 5.6 | .0060 | 138,887 | .0037 | 63,489 | .0035 | .0041 | .0090 | .0061 | .0035 |
| Barnwell | 20.4 | .0080 | 2.7 | 37 | 56.5 | 7.1 | .0076 | 205,804 | .0056 | 101,845 | .0056 | .0061 | .0114 | .0074 | .0052 |
| Beaufort | 89.9 | .0355 | 37.5 | 153 | 70.7 | 32.1 | .0343 | 1,253,054 | .0336 | 733,845 | .0403 | .0360 | .0375 | .0390 | .0385 |
| Berkeley | 134.9 | .0532 | 42.4 | 123 | 73.3 | 44.4 | .0474 | 1,487,981 | .0399 | 355,265 | .0195 | .0364 | .0368 | .0449 | .0367 |
| Calhoun | 12.8 | .0050 | 4.9 | 34 | 48.8 | 4.5 | .0048 | 129,060 | .0034 | 25,297 | .0014 | .0032 | .0054 | .0039 | .0033 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES | | | | | | | | | | | | | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980-91 | Pop. Per Sq. Mi. (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **SOUTH CAROLINA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Charleston | 300.6 | .1185 | 8.7 | 328 | 63.7 | 109.3 | .1166 | 3,939,083 | .1057 | 2,818,645 | .1547 | .1230 | .1386 | .1380 | .1278 |
| Cherokee | 45.3 | .0179 | 10.5 | 115 | 78.5 | 16.8 | .0180 | 466,019 | .0125 | 265,673 | .0146 | .0141 | .0214 | .0193 | .0164 |
| Chester | 32.6 | .0128 | 8.1 | 56 | 59.3 | 11.6 | .0124 | 335,117 | .0090 | 122,161 | .0067 | .0091 | .0152 | .0126 | .0087 |
| Chesterfield | 38.9 | .0154 | 1.9 | 49 | 66.1 | 14.2 | .0151 | 369,678 | .0099 | 174,495 | .0096 | .0109 | .0206 | .0164 | .0096 |
| Clarendon | 28.9 | .0114 | 5.2 | 48 | 43.2 | 9.7 | .0104 | 236,426 | .0063 | 120,773 | .0066 | .0075 | .0162 | .0110 | .0058 |
| Colleton | 35.0 | .0138 | 10.1 | 33 | 54.4 | 12.3 | .0131 | 334,692 | .0090 | 189,049 | .0104 | .0102 | .0189 | .0133 | .0095 |
| Darlington | 62.2 | .0245 | -.8 | 111 | 59.6 | 22.2 | .0237 | 661,520 | .0177 | 305,083 | .0167 | .0189 | .0295 | .0247 | .0185 |
| Dillon | 29.3 | .0116 | -5.7 | 72 | 54.1 | 10.0 | .0107 | 235,460 | .0063 | 151,925 | .0084 | .0081 | .0163 | .0126 | .0070 |
| Dorchester | 88.8 | .0350 | 50.4 | 154 | 75.6 | 30.1 | .0321 | 1,058,314 | .0284 | 388,779 | .0213 | .0276 | .0284 | .0300 | .0261 |
| Edgefield | 18.8 | .0074 | 7.3 | 37 | 53.9 | 6.6 | .0071 | 202,177 | .0054 | 100,369 | .0055 | .0057 | .0085 | .0073 | .0049 |
| Fairfield | 22.6 | .0089 | 9.2 | 33 | 41.4 | 7.6 | .0081 | 223,067 | .0060 | 81,675 | .0045 | .0062 | .0105 | .0080 | .0052 |
| Florence | 115.8 | .0456 | 5.1 | 145 | 60.5 | 40.7 | .0434 | 1,307,896 | .0351 | 965,081 | .0530 | .0425 | .0562 | .0493 | .0392 |
| Georgetown | 47.8 | .0189 | 12.6 | 59 | 56.7 | 16.9 | .0181 | 529,378 | .0142 | 318,963 | .0175 | .0161 | .0237 | .0197 | .0153 |
| Greenville | 327.4 | .1291 | 13.7 | 413 | 81.0 | 125.9 | .1344 | 4,652,249 | .1248 | 2,771,060 | .1522 | .1339 | .1377 | .1453 | .1363 |
| Greenwood | 60.1 | .0237 | 7.6 | 132 | 69.0 | 23.0 | .0245 | 715,345 | .0191 | 460,539 | .0253 | .0219 | .0299 | .0268 | .0215 |
| Hampton | 18.3 | .0072 | .8 | 33 | 45.1 | 6.3 | .0067 | 149,970 | .0041 | 90,531 | .0049 | .0049 | .0107 | .0072 | .0046 |
| Horry | 151.0 | .0595 | 48.9 | 133 | 82.2 | 58.7 | .0627 | 1,892,419 | .0507 | 1,758,119 | .0965 | .0663 | .0773 | .0846 | .0911 |
| Jasper | 15.8 | .0063 | 8.9 | 24 | 42.1 | 5.4 | .0058 | 133,360 | .0036 | 71,833 | .0040 | .0042 | .0082 | .0062 | .0032 |
| Kershaw | 45.1 | .0177 | 15.6 | 62 | 71.7 | 16.3 | .0174 | 532,601 | .0143 | 292,697 | .0161 | .0155 | .0185 | .0185 | .0150 |
| Lancaster | 55.1 | .0218 | 3.3 | 100 | 74.1 | 20.0 | .0213 | 618,059 | .0165 | 281,264 | .0154 | .0173 | .0249 | .0222 | .0173 |
| Laurens | 59.0 | .0232 | 13.0 | 83 | 71.6 | 21.0 | .0224 | 632,023 | .0170 | 243,938 | .0134 | .0170 | .0246 | .0230 | .0161 |
| Lee | 18.4 | .0073 | -2.8 | 45 | 36.8 | 6.0 | .0064 | 134,708 | .0036 | 53,255 | .0029 | .0043 | .0096 | .0066 | .0036 |
| Lexington | 173.5 | .0684 | 23.6 | 248 | 87.9 | 63.7 | .0680 | 2,467,133 | .0662 | 1,130,961 | .0621 | .0654 | .0597 | .0666 | .0660 |
| McCormick | 8.8 | .0035 | 12.9 | 24 | 41.5 | 2.7 | .0029 | 69,158 | .0018 | 15,707 | .0009 | .0019 | .0040 | .0026 | .0014 |
| Marion | 34.1 | .0134 | -.2 | 70 | 44.1 | 11.9 | .0127 | 277,169 | .0075 | 165,961 | .0091 | .0090 | .0190 | .0139 | .0083 |
| Marlboro | 30.0 | .0118 | -5.2 | 63 | 48.2 | 10.1 | .0108 | 260,831 | .0069 | 105,552 | .0058 | .0077 | .0154 | .0108 | .0072 |
| Newberry | 33.7 | .0133 | 7.9 | 53 | 64.2 | 12.6 | .0134 | 365,496 | .0098 | 172,679 | .0095 | .0104 | .0155 | .0143 | .0099 |
| Oconee | 59.7 | .0236 | 22.8 | 96 | 90.9 | 23.3 | .0249 | 743,457 | .0200 | 329,159 | .0180 | .0201 | .0252 | .0266 | .0193 |
| Orangeburg | 86.3 | .0340 | 4.9 | 78 | 40.7 | 29.6 | .0316 | 791,512 | .0212 | 538,795 | .0296 | .0263 | .0455 | .0345 | .0245 |
| Pickens | 96.9 | .0382 | 22.2 | 195 | 91.7 | 34.7 | .0371 | 1,165,716 | .0313 | 463,151 | .0254 | .0309 | .0391 | .0367 | .0299 |
| Richland | 288.8 | .1139 | 7.1 | 382 | 55.8 | 102.9 | .1098 | 3,833,591 | .1028 | 2,495,215 | .1370 | .1153 | .1057 | .1260 | .1224 |
| Saluda | 16.3 | .0064 | 1.0 | 36 | 67.0 | 5.8 | .0062 | 162,623 | .0043 | 56,536 | .0031 | .0044 | .0076 | .0062 | .0039 |
| Spartanburg | 231.0 | .0911 | 13.8 | 285 | 78.3 | 86.3 | .0921 | 2,857,376 | .0767 | 1,743,264 | .0958 | .0852 | .1039 | .1019 | .0979 |
| Sumter | 104.4 | .0411 | 18.3 | 157 | 55.6 | 33.4 | .0357 | 1,119,522 | .0300 | 642,943 | .0353 | .0338 | .0418 | .0425 | .0309 |
| Union | 30.4 | .0120 | -1.2 | 59 | 69.7 | 11.5 | .0122 | 289,961 | .0078 | 133,082 | .0073 | .0085 | .0171 | .0131 | .0084 |
| Williamsburg | 36.8 | .0145 | -3.7 | 39 | 35.1 | 12.1 | .0130 | 283,750 | .0076 | 121,847 | .0067 | .0087 | .0186 | .0133 | .0082 |
| York | 135.8 | .0536 | 27.2 | 199 | 79.3 | 48.7 | .0519 | 1,791,777 | .0480 | 901,263 | .0494 | .0495 | .0507 | .0525 | .0512 |
| **TOTAL METRO COUNTIES** | **2,164.9** | **.8535** | **16.0** | **230** | **73.9** | **789.0** | **.8420** | **27,791,688** | **.7455** | **15,843,417** | **.8698** | **.8042** | **.8851** | **.9068** | **.8240** |
| **TOTAL STATE** | **3,565.4** | **1.4058** | **14.2** | **118** | **69.2** | **1,288.6** | **1.3755** | **42,614,986** | **1.1428** | **24,219,853** | **1.3297** | **1.2514** | **1.5607** | **1.4936** | **1.2775** |
| **SOUTH DAKOTA** | | | | | | | | | | | | | | | |
| **RAPID CITY** | **84.2** | **.0331** | **19.7** | **30** | **89.5** | **31.8** | **.0340** | **1,266,610** | **.0339** | **868,870** | **.0477** | **.0380** | **.0322** | **.0402** | **.0358** |
| Pennington | 84.2 | .0331 | 19.7 | 30 | 89.5 | 31.8 | .0340 | 1,266,610 | .0339 | 868,870 | .0477 | .0380 | .0322 | .0402 | .0358 |
| **SIOUX FALLS** | **126.7** | **.0500** | **15.8** | **157** | **97.3** | **48.9** | **.0522** | **2,086,917** | **.0560** | **1,316,538** | **.0723** | **.0596** | **.0460** | **.0563** | **.0566** |
| Minnehaha | 126.7 | .0500 | 15.8 | 157 | 97.3 | 48.9 | .0522 | 2,086,917 | .0560 | 1,316,538 | .0723 | .0596 | .0460 | .0563 | .0566 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Aurora | 3.1 | .0012 | -14.6 | 4 | 98.4 | 1.1 | .0012 | 31,614 | .0009 | 8,938 | .0005 | .0009 | .0012 | .0013 | .0006 |
| Beadle | 18.2 | .0072 | -5.2 | 14 | 98.3 | 7.3 | .0078 | 240,442 | .0064 | 114,712 | .0063 | .0066 | .0079 | .0080 | .0074 |
| Bennett | 3.3 | .0013 | 8.4 | 3 | 51.9 | 1.0 | .0011 | 30,213 | .0008 | 18,781 | .0011 | .0010 | .0013 | .0012 | .0007 |
| Bon Homme | 6.9 | .0027 | -14.4 | 12 | 97.3 | 2.6 | .0028 | 71,719 | .0020 | 27,864 | .0015 | .0018 | .0031 | .0031 | .0016 |
| Brookings | 25.4 | .0100 | 4.4 | 32 | 97.8 | 9.0 | .0096 | 321,582 | .0086 | 134,704 | .0074 | .0086 | .0090 | .0094 | .0084 |
| Brown | 35.7 | .0141 | -3.4 | 21 | 96.6 | 13.9 | .0148 | 517,311 | .0138 | 340,436 | .0187 | .0154 | .0157 | .0170 | .0141 |
| Brule | 5.5 | .0021 | 4.9 | 7 | 91.7 | 2.0 | .0021 | 65,484 | .0018 | 48,264 | .0026 | .0022 | .0022 | .0025 | .0015 |
| Buffalo | 1.8 | .0007 | .3 | 4 | 21.1 | .5 | .0006 | 12,735 | .0003 | 940 | .0001 | .0002 | .0006 | .0005 | .0001 |
| Butte | 7.9 | .0032 | -5.6 | 4 | 97.2 | 3.0 | .0032 | 98,670 | .0027 | 47,251 | .0026 | .0027 | .0035 | .0036 | .0022 |
| Campbell | 2.0 | .0007 | -10.8 | 3 | 99.8 | .8 | .0008 | 22,731 | .0006 | 8,628 | .0004 | .0007 | .0008 | .0009 | .0006 |
| Charles Mix | 9.1 | .0036 | -6.0 | 8 | 77.3 | 3.2 | .0034 | 86,632 | .0023 | 30,024 | .0017 | .0023 | .0049 | .0032 | .0019 |
| Clark | 4.4 | .0018 | -10.1 | 5 | 99.4 | 1.7 | .0019 | 51,926 | .0014 | 11,338 | .0006 | .0013 | .0015 | .0017 | .0011 |
| Clay | 13.3 | .0052 | -2.9 | 32 | 95.2 | 4.4 | .0047 | 148,685 | .0040 | 62,645 | .0035 | .0040 | .0060 | .0046 | .0030 |
| Codington | 23.0 | .0091 | 10.1 | 33 | 98.4 | 8.9 | .0095 | 305,100 | .0082 | 230,356 | .0126 | .0097 | .0121 | .0120 | .0091 |
| Corson | 4.0 | .0016 | -23.0 | 2 | 51.2 | 1.3 | .0013 | 33,675 | .0009 | 7,082 | .0004 | .0008 | .0019 | .0011 | .0008 |
| Custer | 6.2 | .0024 | 3.3 | 4 | 97.2 | 2.4 | .0026 | 85,379 | .0023 | 28,563 | .0016 | .0022 | .0025 | .0026 | .0018 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980-91 | Pop. Per Sq. Mi. (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **SOUTH DAKOTA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Davison | 17.4 | .0069 | -2.4 | 40 | 98.0 | 6.9 | .0074 | 223,548 | .0060 | 167,956 | .0092 | .0072 | .0087 | .0089 | .0061 |
| Day | 6.8 | .0026 | -16.4 | 7 | 93.0 | 2.7 | .0029 | 79,934 | .0021 | 30,491 | .0017 | .0021 | .0030 | .0030 | .0019 |
| Deuel | 4.5 | .0018 | -14.9 | 7 | 99.5 | 1.8 | .0019 | 53,167 | .0014 | 18,320 | .0010 | .0014 | .0020 | .0020 | .0011 |
| Dewey | 5.5 | .0022 | 2.5 | 2 | 31.4 | 1.7 | .0018 | 46,137 | .0013 | 18,768 | .0010 | .0013 | .0026 | .0016 | .0010 |
| Douglas | 3.7 | .0014 | -11.5 | 9 | 99.3 | 1.3 | .0014 | 35,929 | .0009 | 10,797 | .0006 | .0009 | .0017 | .0015 | .0007 |
| Edmunds | 4.3 | .0017 | -16.7 | 4 | 99.4 | 1.6 | .0017 | 46,244 | .0013 | 13,558 | .0007 | .0012 | .0019 | .0015 | .0012 |
| Fall River | 7.3 | .0029 | -13.5 | 4 | 92.8 | 2.8 | .0030 | 96,473 | .0026 | 42,016 | .0023 | .0026 | .0035 | .0030 | .0019 |
| Faulk | 2.7 | .0011 | -18.9 | 3 | 99.8 | 1.0 | .0010 | 27,784 | .0007 | 8,992 | .0005 | .0007 | .0012 | .0011 | .0006 |
| Grant | 8.3 | .0033 | -7.9 | 12 | 99.4 | 3.1 | .0034 | 107,052 | .0029 | 51,019 | .0028 | .0029 | .0034 | .0031 | .0028 |
| Gregory | 5.3 | .0020 | -11.9 | 5 | 94.3 | 2.1 | .0022 | 59,509 | .0016 | 16,786 | .0009 | .0015 | .0028 | .0023 | .0012 |
| Haakon | 2.5 | .0010 | -10.5 | 1 | 97.9 | .9 | .0010 | 32,819 | .0009 | 13,268 | .0008 | .0008 | .0009 | .0010 | .0007 |
| Hamlin | 5.0 | .0020 | -5.0 | 10 | 99.6 | 1.9 | .0020 | 60,238 | .0016 | 8,926 | .0005 | .0014 | .0019 | .0017 | .0013 |
| Hand | 4.2 | .0017 | -15.1 | 3 | 99.5 | 1.6 | .0017 | 48,898 | .0013 | 20,823 | .0011 | .0013 | .0019 | .0016 | .0012 |
| Hanson | 3.0 | .0011 | -12.2 | 7 | 99.8 | 1.1 | .0012 | 39,206 | .0010 | 8,090 | .0005 | .0010 | .0008 | .0012 | .0008 |
| Harding | 1.6 | .0007 | -5.9 | 1 | 98.6 | .6 | .0006 | 19,277 | .0006 | 5,487 | .0003 | .0005 | .0005 | .0006 | .0003 |
| Hughes | 15.1 | .0059 | 6.2 | 20 | 92.7 | 5.9 | .0063 | 233,490 | .0062 | 137,455 | .0075 | .0065 | .0066 | .0065 | .0073 |
| Hutchinson | 8.1 | .0032 | -13.4 | 10 | 99.6 | 3.2 | .0034 | 97,241 | .0026 | 33,919 | .0019 | .0025 | .0039 | .0034 | .0024 |
| Hyde | 1.7 | .0007 | -17.8 | 2 | 96.7 | .7 | .0008 | 21,353 | .0006 | 8,876 | .0005 | .0006 | .0009 | .0007 | .0007 |
| Jackson | 2.8 | .0011 | -18.5 | 1 | 57.4 | .9 | .0009 | 24,061 | .0006 | 13,220 | .0007 | .0007 | .0012 | .0009 | .0005 |
| Jerauld | 2.4 | .0009 | -18.1 | 5 | 99.5 | 1.0 | .0011 | 31,448 | .0009 | 13,104 | .0007 | .0009 | .0011 | .0013 | .0007 |
| Jones | 1.3 | .0006 | -11.2 | 1 | 99.4 | .5 | .0005 | 15,558 | .0004 | 16,945 | .0009 | .0006 | .0006 | .0006 | .0004 |
| Kingsbury | 5.9 | .0023 | -11.7 | 7 | 99.6 | 2.3 | .0025 | 71,802 | .0019 | 33,697 | .0019 | .0019 | .0028 | .0026 | .0015 |
| Lake | 10.5 | .0041 | -2.1 | 19 | 99.3 | 4.0 | .0043 | 149,268 | .0040 | 72,648 | .0040 | .0041 | .0038 | .0044 | .0035 |
| Lawrence | 21.0 | .0083 | 14.5 | 26 | 96.8 | 8.1 | .0086 | 290,171 | .0078 | 139,663 | .0076 | .0078 | .0094 | .0085 | .0067 |
| Lincoln | 15.7 | .0062 | 12.6 | 27 | 99.2 | 5.6 | .0060 | 232,480 | .0062 | 44,042 | .0025 | .0051 | .0037 | .0046 | .0047 |
| Lyman | 3.6 | .0014 | -6.8 | 2 | 69.9 | 1.3 | .0014 | 46,018 | .0013 | 24,190 | .0013 | .0012 | .0018 | .0016 | .0011 |
| McCook | 5.6 | .0022 | -13.1 | 10 | 99.3 | 2.1 | .0022 | 68,419 | .0018 | 25,298 | .0014 | .0019 | .0020 | .0022 | .0015 |
| McPherson | 3.2 | .0013 | -20.5 | 3 | 99.8 | 1.3 | .0014 | 33,934 | .0009 | 10,096 | .0005 | .0008 | .0017 | .0014 | .0007 |
| Marshall | 4.8 | .0019 | -11.2 | 6 | 94.3 | 1.9 | .0020 | 53,330 | .0015 | 9,432 | .0005 | .0013 | .0021 | .0022 | .0010 |
| Meade | 22.4 | .0088 | 8.1 | 6 | 94.8 | 7.3 | .0078 | 270,701 | .0072 | 73,567 | .0041 | .0067 | .0062 | .0076 | .0058 |
| Mellette | 2.1 | .0008 | -6.6 | 2 | 51.6 | .7 | .0008 | 19,674 | .0005 | 4,862 | .0002 | .0003 | .0011 | .0004 | .0004 |
| Miner | 3.3 | .0013 | -11.8 | 6 | 99.9 | 1.3 | .0014 | 43,082 | .0012 | 13,277 | .0008 | .0012 | .0013 | .0014 | .0008 |
| Minnehaha | 126.7 | .0500 | 15.8 | 157 | 97.3 | 48.9 | .0522 | 2,086,917 | .0560 | 1,316,538 | .0723 | .0596 | .0460 | .0563 | .0566 |
| Moody | 6.5 | .0026 | -2.9 | 13 | 91.0 | 2.4 | .0025 | 82,306 | .0022 | 17,801 | .0009 | .0019 | .0021 | .0024 | .0017 |
| Pennington | 84.2 | .0331 | 19.7 | 30 | 89.5 | 31.8 | .0340 | 1,266,610 | .0339 | 868,870 | .0477 | .0380 | .0322 | .0402 | .0358 |
| Perkins | 3.9 | .0016 | -17.0 | 1 | 98.1 | 1.6 | .0017 | 55,743 | .0015 | 17,431 | .0010 | .0013 | .0016 | .0017 | .0012 |
| Potter | 3.2 | .0012 | -12.9 | 4 | 99.1 | 1.3 | .0014 | 42,534 | .0012 | 12,034 | .0007 | .0010 | .0015 | .0014 | .0009 |
| Roberts | 9.9 | .0040 | -9.3 | 9 | 76.2 | 3.6 | .0038 | 97,660 | .0026 | 33,414 | .0018 | .0027 | .0042 | .0039 | .0023 |
| Sanborn | 2.7 | .0010 | -16.0 | 5 | 99.9 | 1.0 | .0011 | 29,619 | .0008 | 7,965 | .0004 | .0007 | .0009 | .0011 | .0006 |
| Shannon | 10.0 | .0040 | -11.7 | 5 | 4.9 | 2.2 | .0023 | 44,030 | .0012 | 9,365 | .0005 | .0016 | .0038 | .0021 | .0010 |
| Spink | 7.9 | .0031 | -14.1 | 5 | 99.1 | 3.0 | .0032 | 95,676 | .0025 | 27,798 | .0016 | .0023 | .0030 | .0034 | .0021 |
| Stanley | 2.5 | .0010 | -1.3 | 2 | 93.1 | .9 | .0010 | 31,243 | .0009 | 14,954 | .0008 | .0009 | .0011 | .0010 | .0006 |
| Sully | 1.6 | .0006 | -19.6 | 2 | 98.9 | .6 | .0006 | 21,826 | .0006 | 16,672 | .0009 | .0007 | .0007 | .0008 | .0005 |
| Todd | 8.6 | .0034 | 17.4 | 6 | 16.4 | 2.3 | .0025 | 59,107 | .0015 | 9,733 | .0005 | .0016 | .0035 | .0020 | .0012 |
| Tripp | 6.9 | .0027 | -5.1 | 4 | 89.9 | 2.6 | .0027 | 89,161 | .0024 | 53,635 | .0030 | .0027 | .0033 | .0030 | .0022 |
| Turner | 8.4 | .0033 | -9.2 | 14 | 99.6 | 3.3 | .0036 | 105,912 | .0029 | 29,135 | .0016 | .0025 | .0035 | .0035 | .0022 |
| Union | 10.3 | .0041 | -5.8 | 22 | 99.2 | 4.0 | .0042 | 141,253 | .0038 | 20,516 | .0011 | .0030 | .0033 | .0033 | .0029 |
| Walworth | 6.0 | .0023 | -14.4 | 8 | 91.8 | 2.4 | .0026 | 76,965 | .0020 | 44,695 | .0025 | .0022 | .0031 | .0030 | .0019 |
| Yankton | 19.6 | .0078 | 3.4 | 38 | 96.9 | 7.1 | .0076 | 253,188 | .0068 | 152,023 | .0083 | .0076 | .0084 | .0088 | .0068 |
| Ziebach | 2.2 | .0008 | -4.7 | 1 | 34.5 | .6 | .0006 | 15,521 | .0004 | 5,016 | .0003 | .0003 | .0008 | .0006 | .0003 |
| **TOTAL METRO COUNTIES** | **210.9** | **.0831** | **17.3** | **59** | **94.2** | **80.7** | **.0862** | **3,353,527** | **.0899** | **2,185,408** | **.1200** | **.0976** | **.0782** | **.0965** | **.0924** |
| **TOTAL STATE** | **702.5** | **.2769** | **1.7** | **9** | **91.5** | **261.9** | **.2796** | **9,397,414** | **.2520** | **4,887,709** | **.2684** | **.2619** | **.2842** | **.2956** | **.2382** |
| **TENNESSEE** | | | | | | | | | | | | | | | |
| **CHATTANOOGA** | **438.1** | **.1728** | **2.7** | **210** | **85.7** | **168.4** | **.1796** | **5,603,955** | **.1505** | **3,105,428** | **.1704** | **.1606** | **.1998** | **.1960** | **.1680** |
| Hamilton | 288.1 | .1136 | .2 | 531 | 79.8 | 113.0 | .1206 | 4,069,132 | .1092 | 2,424,327 | .1331 | .1172 | .1287 | .1310 | .1260 |
| Marion | 25.1 | .0099 | 2.8 | 50 | 95.6 | 9.3 | .0099 | 241,231 | .0065 | 124,642 | .0068 | .0074 | .0133 | .0115 | .0071 |
| Sequatchie | 9.0 | .0035 | 4.6 | 34 | 99.9 | 3.3 | .0035 | 92,329 | .0025 | 38,130 | .0020 | .0025 | .0048 | .0036 | .0020 |
| *Catoosa, Ga.* | *43.6* | *.0172* | *17.9* | *269* | *98.5* | *16.1* | *.0172* | *458,172* | *.0123* | *230,704* | *.0127* | *.0133* | *.0202* | *.0196* | *.0131* |
| *Dade, Ga.* | *13.3* | *.0053* | *8.0* | *76* | *98.7* | *4.7* | *.0050* | *126,998* | *.0034* | *57,743* | *.0032* | *.0037* | *.0066* | *.0059* | *.0028* |
| *Walker, Ga.* | *59.0* | *.0233* | *4.5* | *132* | *95.7* | *22.0* | *.0234* | *616,093* | *.0166* | *229,882* | *.0126* | *.0165* | *.0262* | *.0244* | *.0170* |
| **CLARKSVILLE - HOPKINSVILLE** | **172.4** | **.0679** | **14.8** | **137** | **77.1** | **57.0** | **.0608** | **1,933,013** | **.0519** | **1,054,654** | **.0579** | **.0570** | **.0595** | **.0761** | **.0535** |
| Montgomery | 104.3 | .0411 | 25.1 | 193 | 79.6 | 35.7 | .0381 | 1,209,174 | .0324 | 704,554 | .0387 | .0362 | .0350 | .0469 | .0366 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980-91 | Pop Per Sq. Mi. (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **TENNESSEE (continued)** | | | | | | | | | | | | | | | |
| **CLARKSVILLE - HOPKINSVILLE (continued)** | | | | | | | | | | | | | | | |
| *Christian, Ky.* | *68.1* | *.0268* | *1.8* | *94* | *73.3* | *21.3* | *.0227* | *723,839* | *.0195* | *350,100* | *.0192* | *.0208* | *.0245* | *.0292* | *.0169* |
| **JACKSON** | **78.6** | **.0310** | **5.4** | **141** | **68.3** | **29.9** | **.0319** | **979,743** | **.0263** | **665,758** | **.0366** | **.0303** | **.0379** | **.0365** | **.0300** |
| Madison | 78.6 | .0310 | 5.4 | 141 | 68.3 | 29.9 | .0319 | 979,743 | .0263 | 665,758 | .0366 | .0303 | .0379 | .0365 | .0300 |
| **JOHNSON CITY - KINGSPORT - BRISTOL** | **438.0** | **.1727** | **1.0** | **153** | **97.5** | **171.6** | **.1832** | **5,227,214** | **.1401** | **2,621,185** | **.1440** | **.1481** | **.2178** | **.1962** | **.1389** |
| Carter | 51.5 | .0203 | 2.6 | 151 | 98.6 | 20.3 | .0216 | 541,561 | .0145 | 190,641 | .0105 | .0145 | .0275 | .0230 | .0125 |
| Hawkins | 45.0 | .0177 | 2.9 | 92 | 98.1 | 17.4 | .0186 | 493,519 | .0132 | 138,174 | .0075 | .0125 | .0222 | .0181 | .0118 |
| Sullivan | 144.7 | .0571 | .5 | 350 | 97.6 | 57.3 | .0612 | 1,947,949 | .0522 | 1,105,688 | .0607 | .0558 | .0623 | .0666 | .0514 |
| Unicoi | 16.5 | .0065 | .8 | 89 | 99.8 | 6.6 | .0070 | 185,634 | .0050 | 50,511 | .0028 | .0046 | .0089 | .0066 | .0042 |
| Washington | 93.2 | .0367 | 5.0 | 286 | 95.8 | 36.2 | .0387 | 1,167,408 | .0313 | 610,385 | .0336 | .0331 | .0442 | .0411 | .0320 |
| *Bristol city, Va.* | *18.1* | *.0072* | *-5.0* | *1,560* | *93.7* | *7.4* | *.0079* | *188,241* | *.0050* | *234,374* | *.0129* | *.0080* | *.0136* | *.0100* | *.0097* |
| *Scott, Va.* | *22.9* | *.0090* | *-8.7* | *43* | *99.3* | *8.8* | *.0094* | *204,552* | *.0055* | *113,246* | *.0062* | *.0064* | *.0162* | *.0100* | *.0048* |
| *Washington, Va.* | *46.1* | *.0182* | *-.8* | *82* | *98.3* | *17.6* | *.0188* | *498,350* | *.0134* | *178,166* | *.0098* | *.0132* | *.0229* | *.0208* | *.0125* |
| **KNOXVILLE** | **614.7** | **.2422** | **8.6** | **222** | **92.9** | **242.4** | **.2588** | **8,375,174** | **.2248** | **4,967,265** | **.2727** | **.2423** | **.2885** | **.2837** | **.2542** |
| Anderson | 69.3 | .0274 | 2.9 | 205 | 94.7 | 27.9 | .0298 | 968,857 | .0260 | 471,878 | .0259 | .0263 | .0333 | .0293 | .0242 |
| Blount | 87.9 | .0346 | 13.0 | 157 | 96.0 | 34.4 | .0368 | 1,156,681 | .0311 | 717,429 | .0394 | .0342 | .0404 | .0414 | .0311 |
| Grainger | 17.2 | .0067 | 2.7 | 61 | 99.1 | 6.5 | .0070 | 159,482 | .0043 | 37,285 | .0020 | .0040 | .0087 | .0075 | .0039 |
| Jefferson | 33.4 | .0131 | 6.8 | 122 | 96.8 | 12.6 | .0134 | 382,544 | .0103 | 144,299 | .0079 | .0101 | .0154 | .0141 | .0091 |
| Knox | 339.9 | .1340 | 6.3 | 668 | 89.9 | 135.6 | .1447 | 4,970,182 | .1333 | 3,125,526 | .1716 | .1448 | .1601 | .1584 | .1569 |
| Sevier | 53.0 | .0209 | 28.0 | 89 | 98.9 | 20.3 | .0217 | 611,325 | .0164 | 451,946 | .0249 | .0198 | .0243 | .0275 | .0259 |
| Union | 14.0 | .0055 | 19.6 | 63 | 99.8 | 5.1 | .0054 | 126,103 | .0034 | 18,902 | .0010 | .0031 | .0063 | .0055 | .0031 |
| **MEMPHIS** | **1,003.3** | **.3956** | **9.8** | **436** | **58.2** | **365.1** | **.3896** | **13,635,172** | **.3657** | **6,991,400** | **.3838** | **.3772** | **.4063** | **.3955** | **.3793** |
| Shelby | 839.1 | .3309 | 8.0 | 1,112 | 54.8 | 308.5 | .3293 | 11,686,510 | .3134 | 6,175,216 | .3390 | .3247 | .3430 | .3367 | .3334 |
| Tipton | 39.1 | .0154 | 18.7 | 85 | 76.3 | 13.6 | .0145 | 421,346 | .0113 | 131,834 | .0072 | .0109 | .0153 | .0140 | .0099 |
| *Crittenden, Ark.* | *50.6* | *.0199* | *2.2* | *83* | *56.5* | *17.4* | *.0185* | *529,021* | *.0142* | *399,895* | *.0219* | *.0177* | *.0241* | *.0211* | *.0133* |
| *De Soto, Miss.* | *74.5* | *.0294* | *38.1* | *156* | *87.6* | *25.6* | *.0273* | *998,295* | *.0268* | *284,455* | *.0157* | *.0239* | *.0239* | *.0237* | *.0227* |
| **NASHVILLE** | **1,016.4** | **.4008** | **19.5** | **250** | **83.4** | **388.6** | **.4147** | **15,468,643** | **.4149** | **8,202,528** | **.4503** | **.4226** | **.3822** | **.4269** | **.4294** |
| Cheatham | 28.6 | .0113 | 32.3 | 94 | 97.7 | 10.0 | .0107 | 360,204 | .0097 | 64,070 | .0035 | .0081 | .0090 | .0086 | .0080 |
| Davidson | 517.8 | .2041 | 8.4 | 1,031 | 74.7 | 211.4 | .2256 | 8,200,654 | .2200 | 5,435,728 | .2985 | .2403 | .2175 | .2540 | .2542 |
| Dickson | 36.5 | .0144 | 21.5 | 75 | 94.7 | 13.6 | .0145 | 431,305 | .0115 | 217,788 | .0120 | .0123 | .0179 | .0152 | .0114 |
| Robertson | 43.1 | .0170 | 16.4 | 90 | 89.1 | 15.4 | .0164 | 546,469 | .0147 | 202,779 | .0111 | .0140 | .0159 | .0156 | .0126 |
| Rutherford | 125.1 | .0494 | 48.8 | 202 | 89.5 | 44.5 | .0475 | 1,672,287 | .0448 | 765,645 | .0420 | .0449 | .0427 | .0450 | .0453 |
| Sumner | 107.9 | .0425 | 25.8 | 204 | 94.2 | 38.6 | .0412 | 1,537,826 | .0412 | 536,280 | .0294 | .0379 | .0367 | .0374 | .0355 |
| Williamson | 86.1 | .0340 | 48.2 | 148 | 92.9 | 29.8 | .0318 | 1,708,895 | .0459 | 620,708 | .0340 | .0399 | .0222 | .0267 | .0381 |
| Wilson | 71.3 | .0281 | 27.2 | 125 | 92.8 | 25.3 | .0270 | 1,011,003 | .0271 | 359,530 | .0198 | .0252 | .0203 | .0244 | .0243 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Anderson | 69.3 | .0274 | 2.9 | 205 | 94.7 | 27.9 | .0298 | 968,857 | .0260 | 471,878 | .0259 | .0263 | .0333 | .0293 | .0242 |
| Bedford | 31.0 | .0122 | 11.0 | 65 | 89.4 | 11.9 | .0127 | 366,130 | .0098 | 149,510 | .0082 | .0098 | .0151 | .0126 | .0089 |
| Benton | 14.5 | .0057 | -2.7 | 37 | 97.2 | 5.8 | .0062 | 155,520 | .0042 | 64,150 | .0035 | .0043 | .0078 | .0063 | .0035 |
| Bledsoe | 9.8 | .0039 | 3.4 | 24 | 95.5 | 3.4 | .0036 | 83,234 | .0022 | 20,960 | .0012 | .0023 | .0049 | .0040 | .0019 |
| Blount | 87.9 | .0346 | 13.0 | 157 | 96.0 | 34.4 | .0368 | 1,156,681 | .0311 | 717,429 | .0394 | .0342 | .0404 | .0414 | .0311 |
| Bradley | 75.5 | .0298 | 11.8 | 230 | 95.4 | 28.3 | .0302 | 946,522 | .0253 | 490,696 | .0269 | .0267 | .0311 | .0321 | .0275 |
| Campbell | 34.9 | .0137 | -.1 | 73 | 99.0 | 13.1 | .0139 | 303,005 | .0082 | 166,222 | .0091 | .0096 | .0219 | .0153 | .0081 |
| Cannon | 10.6 | .0042 | 3.6 | 40 | 97.9 | 4.1 | .0044 | 112,385 | .0030 | 26,658 | .0015 | .0027 | .0049 | .0040 | .0026 |
| Carroll | 27.6 | .0109 | -2.4 | 46 | 88.4 | 10.8 | .0116 | 298,184 | .0080 | 120,854 | .0066 | .0082 | .0143 | .0120 | .0078 |
| Carter | 51.5 | .0203 | 2.6 | 151 | 98.6 | 20.3 | .0216 | 541,561 | .0145 | 190,641 | .0105 | .0145 | .0275 | .0230 | .0125 |
| Cheatham | 28.6 | .0113 | 32.3 | 94 | 97.7 | 10.0 | .0107 | 360,204 | .0097 | 64,070 | .0035 | .0081 | .0090 | .0086 | .0080 |
| Chester | 12.9 | .0051 | 1.4 | 45 | 88.5 | 4.6 | .0049 | 116,386 | .0031 | 43,231 | .0024 | .0032 | .0062 | .0048 | .0035 |
| Claiborne | 26.6 | .0105 | 8.2 | 61 | 98.4 | 9.8 | .0105 | 227,626 | .0061 | 64,468 | .0035 | .0063 | .0154 | .0115 | .0051 |
| Clay | 7.2 | .0028 | -6.2 | 30 | 98.2 | 2.8 | .0030 | 67,690 | .0018 | 15,183 | .0009 | .0018 | .0040 | .0030 | .0014 |
| Cocke | 29.4 | .0116 | 2.1 | 68 | 97.5 | 11.3 | .0120 | 272,482 | .0073 | 157,871 | .0086 | .0086 | .0183 | .0136 | .0067 |
| Coffee | 41.2 | .0162 | 7.5 | 96 | 95.4 | 15.9 | .0170 | 493,385 | .0132 | 311,254 | .0171 | .0150 | .0202 | .0179 | .0139 |
| Crockett | 13.2 | .0052 | -11.7 | 50 | 83.3 | 5.2 | .0055 | 157,162 | .0043 | 56,130 | .0031 | .0040 | .0069 | .0055 | .0034 |
| Cumberland | 36.1 | .0143 | 25.9 | 53 | 99.3 | 13.9 | .0149 | 368,560 | .0098 | 217,371 | .0119 | .0114 | .0203 | .0179 | .0102 |
| Davidson | 517.8 | .2041 | 8.4 | 1,031 | 74.7 | 211.4 | .2256 | 8,200,654 | .2200 | 5,435,728 | .2985 | .2403 | .2175 | .2540 | .2542 |
| Decatur | 10.3 | .0041 | -5.1 | 31 | 95.6 | 4.2 | .0045 | 104,816 | .0028 | 57,292 | .0031 | .0032 | .0069 | .0048 | .0025 |
| De Kalb | 14.5 | .0057 | 6.7 | 48 | 98.3 | 5.8 | .0062 | 148,875 | .0040 | 48,743 | .0027 | .0039 | .0081 | .0066 | .0036 |
| Dickson | 36.5 | .0144 | 21.5 | 75 | 94.7 | 13.6 | .0145 | 431,305 | .0115 | 217,788 | .0120 | .0123 | .0179 | .0152 | .0114 |
| Dyer | 35.5 | .0140 | 2.4 | 70 | 87.7 | 13.9 | .0149 | 406,830 | .0109 | 295,249 | .0162 | .0130 | .0192 | .0167 | .0125 |
| Fayette | 25.9 | .0102 | 2.4 | 37 | 56.6 | 8.6 | .0092 | 266,196 | .0072 | 53,575 | .0029 | .0066 | .0106 | .0077 | .0059 |
| Fentress | 14.8 | .0058 | -.2 | 30 | 99.8 | 5.6 | .0059 | 111,327 | .0030 | 51,623 | .0028 | .0035 | .0106 | .0069 | .0030 |
| Franklin | 35.2 | .0139 | 10.1 | 64 | 93.7 | 12.9 | .0138 | 394,253 | .0105 | 146,158 | .0081 | .0105 | .0155 | .0142 | .0094 |
| Gibson | 46.1 | .0182 | -6.8 | 76 | 80.4 | 18.3 | .0195 | 498,325 | .0134 | 252,998 | .0139 | .0143 | .0229 | .0210 | .0135 |
| Giles | 26.0 | .0103 | 5.6 | 43 | 86.4 | 10.0 | .0107 | 306,413 | .0082 | 129,507 | .0071 | .0085 | .0134 | .0106 | .0077 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES | | | | | | | | | | | | | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980-91 | Pop. Per Sq. Mi. (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **TENNESSEE (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Grainger | 17.2 | .0067 | 2.7 | 61 | 99.1 | 6.5 | .0070 | 159,482 | .0043 | 37,285 | .0020 | .0040 | .0087 | .0075 | .0039 |
| Greene | 56.0 | .0221 | 2.9 | 90 | 97.5 | 21.6 | .0230 | 610,387 | .0164 | 282,402 | .0155 | .0173 | .0271 | .0264 | .0161 |
| Grundy | 13.3 | .0053 | -3.5 | 37 | 99.5 | 4.8 | .0051 | 102,140 | .0027 | 44,370 | .0025 | .0031 | .0077 | .0061 | .0022 |
| Hamblen | 50.7 | .0199 | 2.8 | 315 | 95.0 | 19.5 | .0209 | 594,910 | .0159 | 378,604 | .0207 | .0182 | .0242 | .0239 | .0170 |
| Hamilton | 288.1 | .1136 | .2 | 531 | 79.8 | 113.0 | .1206 | 4,069,132 | .1092 | 2,424,327 | .1331 | .1172 | .1287 | .1310 | .1260 |
| Hancock | 6.7 | .0027 | -2.7 | 30 | 97.6 | 2.5 | .0027 | 46,990 | .0012 | 10,735 | .0006 | .0014 | .0046 | .0025 | .0010 |
| Hardeman | 23.6 | .0093 | -1.2 | 35 | 62.0 | 8.4 | .0089 | 218,333 | .0059 | 114,775 | .0063 | .0066 | .0122 | .0098 | .0049 |
| Hardin | 22.8 | .0090 | 2.3 | 39 | 95.2 | 8.8 | .0094 | 237,399 | .0064 | 111,449 | .0062 | .0068 | .0124 | .0101 | .0059 |
| Hawkins | 45.0 | .0177 | 2.9 | 92 | 98.1 | 17.4 | .0186 | 493,519 | .0132 | 138,174 | .0075 | .0125 | .0222 | .0181 | .0118 |
| Haywood | 19.5 | .0077 | -4.0 | 37 | 50.2 | 7.1 | .0076 | 185,532 | .0050 | 87,474 | .0048 | .0054 | .0108 | .0075 | .0049 |
| Henderson | 22.0 | .0087 | 2.9 | 42 | 91.6 | 8.6 | .0091 | 218,675 | .0058 | 116,903 | .0065 | .0067 | .0114 | .0104 | .0062 |
| Henry | 27.9 | .0110 | -2.6 | 50 | 89.7 | 11.4 | .0122 | 302,340 | .0081 | 173,844 | .0095 | .0090 | .0172 | .0140 | .0085 |
| Hickman | 17.2 | .0068 | 13.5 | 28 | 94.6 | 6.2 | .0066 | 182,787 | .0049 | 39,827 | .0022 | .0046 | .0074 | .0064 | .0041 |
| Houston | 7.2 | .0028 | 4.8 | 36 | 96.1 | 2.7 | .0029 | 69,382 | .0019 | 15,131 | .0008 | .0017 | .0036 | .0027 | .0017 |
| Humphreys | 15.9 | .0063 | -.4 | 30 | 96.2 | 6.2 | .0066 | 182,115 | .0049 | 75,673 | .0042 | .0049 | .0076 | .0073 | .0045 |
| Jackson | 9.4 | .0037 | .0 | 30 | 99.5 | 3.6 | .0039 | 91,801 | .0024 | 38,181 | .0021 | .0027 | .0059 | .0039 | .0020 |
| Jefferson | 33.4 | .0131 | 6.8 | 122 | 96.8 | 12.6 | .0134 | 382,544 | .0103 | 144,299 | .0079 | .0101 | .0154 | .0141 | .0091 |
| Johnson | 14.3 | .0057 | 4.0 | 48 | 99.4 | 5.4 | .0058 | 110,559 | .0030 | 40,590 | .0022 | .0033 | .0091 | .0062 | .0025 |
| Knox | 339.9 | .1340 | 6.3 | 668 | 89.9 | 135.6 | .1447 | 4,970,182 | .1333 | 3,125,526 | .1716 | .1448 | .1601 | .1584 | .1569 |
| Lake | 6.9 | .0027 | -7.5 | 42 | 75.2 | 2.4 | .0026 | 65,288 | .0017 | 14,034 | .0008 | .0018 | .0034 | .0024 | .0013 |
| Lauderdale | 24.1 | .0095 | -1.9 | 51 | 68.2 | 8.3 | .0089 | 204,794 | .0055 | 80,188 | .0044 | .0059 | .0122 | .0093 | .0051 |
| Lawrence | 35.7 | .0141 | 4.7 | 58 | 98.3 | 13.5 | .0144 | 383,051 | .0103 | 200,750 | .0110 | .0113 | .0189 | .0166 | .0108 |
| Lewis | 9.4 | .0037 | -3.1 | 33 | 98.4 | 3.7 | .0039 | 82,156 | .0022 | 28,515 | .0016 | .0023 | .0055 | .0045 | .0021 |
| Lincoln | 28.6 | .0113 | 8.0 | 50 | 91.2 | 11.0 | .0118 | 310,980 | .0083 | 132,286 | .0072 | .0086 | .0139 | .0122 | .0076 |
| Loudon | 31.9 | .0126 | 11.7 | 140 | 98.4 | 12.5 | .0133 | 405,227 | .0109 | 166,279 | .0092 | .0107 | .0146 | .0141 | .0093 |
| McMinn | 42.7 | .0168 | 2.0 | 99 | 94.6 | 16.5 | .0176 | 472,011 | .0126 | 225,281 | .0123 | .0134 | .0210 | .0178 | .0132 |
| McNairy | 22.7 | .0089 | .8 | 41 | 93.3 | 9.0 | .0096 | 217,372 | .0059 | 88,532 | .0049 | .0061 | .0139 | .0099 | .0057 |
| Macon | 16.0 | .0063 | 1.9 | 52 | 99.4 | 6.3 | .0068 | 177,145 | .0047 | 53,630 | .0029 | .0045 | .0087 | .0065 | .0037 |
| Madison | 78.6 | .0310 | 5.4 | 141 | 68.3 | 29.9 | .0319 | 979,743 | .0263 | 665,758 | .0366 | .0303 | .0379 | .0365 | .0300 |
| Marion | 25.1 | .0099 | 2.8 | 50 | 95.6 | 9.3 | .0099 | 241,231 | .0065 | 124,642 | .0068 | .0074 | .0133 | .0115 | .0071 |
| Marshall | 22.1 | .0087 | 12.2 | 59 | 90.9 | 8.5 | .0091 | 263,091 | .0070 | 125,478 | .0069 | .0072 | .0110 | .0095 | .0064 |
| Maury | 56.0 | .0221 | 9.6 | 91 | 83.9 | 21.1 | .0225 | 746,250 | .0200 | 360,087 | .0198 | .0204 | .0235 | .0216 | .0213 |
| Meigs | 8.3 | .0033 | 11.7 | 43 | 98.2 | 3.1 | .0033 | 78,737 | .0021 | 10,929 | .0006 | .0019 | .0042 | .0031 | .0018 |
| Monroe | 31.0 | .0122 | 8.0 | 49 | 96.9 | 11.5 | .0123 | 296,611 | .0080 | 146,917 | .0081 | .0088 | .0167 | .0146 | .0074 |
| Montgomery | 104.3 | .0411 | 25.1 | 193 | 79.6 | 35.7 | .0381 | 1,209,174 | .0324 | 704,554 | .0387 | .0362 | .0350 | .0469 | .0366 |
| Moore | 4.7 | .0019 | 4.2 | 36 | 96.3 | 1.7 | .0018 | 57,603 | .0016 | 4,041 | .0002 | .0010 | .0014 | .0013 | .0013 |
| Morgan | 17.9 | .0071 | 7.8 | 34 | 97.9 | 5.9 | .0063 | 148,992 | .0040 | 25,976 | .0014 | .0040 | .0075 | .0065 | .0035 |
| Obion | 31.6 | .0124 | -3.6 | 58 | 89.2 | 12.4 | .0132 | 357,497 | .0095 | 202,386 | .0111 | .0105 | .0165 | .0143 | .0092 |
| Overton | 17.9 | .0071 | 1.8 | 41 | 99.8 | 6.9 | .0074 | 168,438 | .0046 | 43,945 | .0024 | .0045 | .0096 | .0081 | .0040 |
| Perry | 6.8 | .0027 | 11.3 | 16 | 98.1 | 2.5 | .0027 | 62,626 | .0016 | 17,182 | .0010 | .0016 | .0035 | .0031 | .0015 |
| Pickett | 4.5 | .0017 | 3.3 | 28 | 99.9 | 1.8 | .0019 | 46,987 | .0013 | 10,353 | .0005 | .0011 | .0029 | .0021 | .0008 |
| Polk | 13.7 | .0054 | .7 | 31 | 99.5 | 5.1 | .0054 | 132,972 | .0036 | 31,408 | .0018 | .0034 | .0068 | .0055 | .0031 |
| Putnam | 52.5 | .0207 | 10.1 | 131 | 97.2 | 20.3 | .0217 | 611,089 | .0164 | 409,433 | .0224 | .0191 | .0283 | .0255 | .0176 |
| Rhea | 24.6 | .0097 | 1.5 | 78 | 97.1 | 9.3 | .0099 | 241,593 | .0064 | 107,351 | .0059 | .0070 | .0138 | .0108 | .0058 |
| Roane | 47.2 | .0186 | -2.5 | 131 | 96.3 | 18.5 | .0198 | 619,334 | .0166 | 222,680 | .0123 | .0157 | .0225 | .0183 | .0145 |
| Robertson | 43.1 | .0170 | 16.4 | 90 | 89.1 | 15.4 | .0164 | 546,469 | .0147 | 202,779 | .0111 | .0140 | .0159 | .0156 | .0126 |
| Rutherford | 125.1 | .0494 | 48.8 | 202 | 89.5 | 44.5 | .0475 | 1,672,287 | .0448 | 765,645 | .0420 | .0449 | .0427 | .0450 | .0453 |
| Scott | 18.3 | .0072 | -5.0 | 34 | 99.5 | 6.5 | .0070 | 151,478 | .0041 | 58,686 | .0033 | .0045 | .0102 | .0076 | .0033 |
| Sequatchie | 9.0 | .0035 | 4.6 | 34 | 99.9 | 3.3 | .0035 | 92,329 | .0025 | 38,130 | .0020 | .0025 | .0048 | .0036 | .0020 |
| Sevier | 53.0 | .0209 | 28.0 | 89 | 98.9 | 20.3 | .0217 | 611,325 | .0164 | 451,946 | .0249 | .0198 | .0243 | .0275 | .0259 |
| Shelby | 839.1 | .3309 | 8.0 | 1,112 | 54.8 | 308.5 | .3293 | 11,686,510 | .3134 | 6,175,216 | .3390 | .3247 | .3430 | .3367 | .3334 |
| Smith | 14.2 | .0056 | -4.9 | 45 | 96.5 | 5.4 | .0058 | 162,848 | .0043 | 73,028 | .0040 | .0045 | .0068 | .0060 | .0046 |
| Stewart | 9.6 | .0037 | 10.8 | 21 | 98.1 | 3.8 | .0040 | 109,320 | .0030 | 26,497 | .0015 | .0026 | .0051 | .0038 | .0028 |
| Sullivan | 144.7 | .0571 | .5 | 350 | 97.6 | 57.3 | .0612 | 1,947,949 | .0522 | 1,105,688 | .0607 | .0558 | .0623 | .0666 | .0514 |
| Sumner | 107.9 | .0425 | 25.8 | 204 | 94.2 | 38.6 | .0412 | 1,537,826 | .0412 | 536,280 | .0294 | .0379 | .0367 | .0374 | .0355 |
| Tipton | 39.1 | .0154 | 18.7 | 85 | 76.3 | 13.6 | .0145 | 421,346 | .0113 | 131,834 | .0072 | .0109 | .0153 | .0140 | .0099 |
| Trousdale | 6.0 | .0024 | -2.2 | 53 | 85.2 | 2.3 | .0025 | 61,658 | .0017 | 24,974 | .0014 | .0017 | .0032 | .0026 | .0014 |
| Unicoi | 16.5 | .0065 | .8 | 89 | 99.8 | 6.6 | .0070 | 185,634 | .0050 | 50,511 | .0028 | .0046 | .0089 | .0066 | .0042 |
| Union | 14.0 | .0055 | 19.6 | 63 | 99.8 | 5.1 | .0054 | 126,103 | .0034 | 18,902 | .0010 | .0031 | .0063 | .0055 | .0031 |
| Van Buren | 4.8 | .0019 | 1.5 | 18 | 99.5 | 1.8 | .0020 | 43,295 | .0011 | 3,135 | .0002 | .0010 | .0024 | .0016 | .0010 |
| Warren | 33.3 | .0132 | 2.0 | 77 | 96.0 | 12.8 | .0136 | 374,945 | .0101 | 195,672 | .0107 | .0109 | .0184 | .0146 | .0104 |
| Washington | 93.2 | .0367 | 5.0 | 286 | 95.8 | 36.2 | .0387 | 1,167,408 | .0313 | 610,385 | .0336 | .0331 | .0442 | .0411 | .0320 |
| Wayne | 14.0 | .0055 | .4 | 19 | 98.8 | 5.2 | .0055 | 124,038 | .0033 | 45,298 | .0024 | .0035 | .0079 | .0062 | .0027 |
| Weakley | 32.2 | .0127 | -2.1 | 55 | 91.9 | 12.1 | .0129 | 351,461 | .0094 | 139,473 | .0077 | .0095 | .0150 | .0130 | .0090 |
| White | 20.3 | .0080 | 3.7 | 54 | 97.9 | 7.8 | .0084 | 205,083 | .0055 | 110,287 | .0061 | .0062 | .0110 | .0093 | .0051 |
| Williamson | 86.1 | .0340 | 48.2 | 148 | 92.9 | 29.8 | .0318 | 1,708,895 | .0459 | 620,708 | .0340 | .0399 | .0222 | .0267 | .0381 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980-91 | Pop Per Sq Mi (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes: EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **TENNESSEE (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Wilson | 71.3 | .0281 | 27.2 | 125 | 92.8 | 25.3 | .0270 | 1,011,003 | .0271 | 359,530 | .0198 | .0252 | .0203 | .0244 | .0243 |
| **TOTAL METRO COUNTIES** | **3,365.3** | **1.3267** | **10.4** | **275** | **78.7** | **1,282.1** | **1.3684** | **46,879,353** | **1.2575** | **25,529,653** | **1.4015** | **1.3146** | **1.4138** | **1.4462** | **1.3405** |
| **TOTAL STATE** | **4,960.1** | **1.9557** | **8.0** | **120** | **83.1** | **1,888.6** | **2.0161** | **63,971,979** | **1.7156** | **33,384,025** | **1.8329** | **1.7989** | **2.2338** | **2.1347** | **1.7819** |
| **TEXAS** | | | | | | | | | | | | | | | |
| **ABILENE** | **120.1** | **.0474** | **8.3** | **131** | **91.6** | **43.6** | **.0466** | **1,521,975** | **.0409** | **931,907** | **.0512** | **.0453** | **.0476** | **.0537** | **.0417** |
| Taylor | 120.1 | .0474 | 8.3 | 131 | 91.6 | 43.6 | .0466 | 1,521,975 | .0409 | 931,907 | .0512 | .0453 | .0476 | .0537 | .0417 |
| **AMARILLO** | **189.6** | **.0748** | **9.2** | **104** | **91.8** | **72.8** | **.0777** | **2,533,257** | **.0680** | **1,915,518** | **.1051** | **.0805** | **.0920** | **.0924** | **.0794** |
| Potter | 96.8 | .0382 | -1.9 | 106 | 86.6 | 36.8 | .0393 | 1,010,825 | .0271 | 1,142,556 | .0627 | .0401 | .0623 | .0537 | .0412 |
| Randall | 92.8 | .0366 | 23.6 | 101 | 97.3 | 36.0 | .0384 | 1,522,432 | .0409 | 772,962 | .0424 | .0404 | .0297 | .0387 | .0382 |
| **AUSTIN** | **819.4** | **.3231** | **52.7** | **294** | **87.4** | **318.8** | **.3403** | **12,816,120** | **.3436** | **6,523,400** | **.3582** | **.3439** | **.3678** | **.3464** | **.3493** |
| Hays | 68.6 | .0270 | 69.0 | 101 | 95.3 | 23.4 | .0250 | 834,218 | .0223 | 390,021 | .0214 | .0230 | .0297 | .0236 | .0213 |
| Travis | 601.8 | .2373 | 43.4 | 608 | 85.1 | 243.2 | .2596 | 9,809,809 | .2631 | 5,397,938 | .2964 | .2679 | .2875 | .2745 | .2775 |
| Williamson | 149.0 | .0588 | 94.7 | 133 | 93.2 | 52.2 | .0557 | 2,172,093 | .0582 | 735,441 | .0404 | .0530 | .0506 | .0483 | .0505 |
| **BEAUMONT - PORT ARTHUR** | **357.7** | **.1410** | **-4.2** | **166** | **74.2** | **133.1** | **.1421** | **4,514,844** | **.1209** | **2,719,519** | **.1493** | **.1336** | **.1685** | **.1490** | **.1257** |
| Hardin | 41.1 | .0162 | .9 | 46 | 91.3 | 14.7 | .0157 | 506,501 | .0135 | 212,384 | .0116 | .0135 | .0171 | .0155 | .0107 |
| Jefferson | 236.4 | .0932 | -4.9 | 262 | 65.6 | 89.5 | .0956 | 3,052,392 | .0818 | 2,051,576 | .1127 | .0935 | .1159 | .1022 | .0908 |
| Orange | 80.2 | .0316 | -4.3 | 225 | 90.7 | 28.9 | .0308 | 955,951 | .0256 | 455,559 | .0250 | .0266 | .0355 | .0313 | .0242 |
| **BRAZORIA** | **194.3** | **.0766** | **14.6** | **140** | **89.8** | **65.0** | **.0694** | **2,698,507** | **.0724** | **1,135,072** | **.0623** | **.0701** | **.0639** | **.0644** | **.0641** |
| Brazoria | 194.3 | .0766 | 14.6 | 140 | 89.8 | 65.0 | .0694 | 2,698,507 | .0724 | 1,135,072 | .0623 | .0701 | .0639 | .0644 | .0641 |
| **BROWNSVILLE - HARLINGEN** | **267.2** | **.1054** | **27.4** | **295** | **99.1** | **74.9** | **.0799** | **2,056,785** | **.0552** | **1,442,992** | **.0792** | **.0725** | **.1235** | **.0912** | **.0663** |
| Cameron | 267.2 | .1054 | 27.4 | 295 | 99.1 | 74.9 | .0799 | 2,056,785 | .0552 | 1,442,992 | .0792 | .0725 | .1235 | .0912 | .0663 |
| **BRYAN - COLLEGE STATION** | **124.5** | **.0491** | **33.0** | **213** | **84.6** | **44.7** | **.0477** | **1,420,515** | **.0381** | **842,911** | **.0463** | **.0428** | **.0690** | **.0489** | **.0363** |
| Brazos | 124.5 | .0491 | 33.0 | 213 | 84.6 | 44.7 | .0477 | 1,420,515 | .0381 | 842,911 | .0463 | .0428 | .0690 | .0489 | .0363 |
| **CORPUS CHRISTI** | **353.0** | **.1392** | **8.2** | **231** | **94.7** | **119.5** | **.1275** | **4,218,333** | **.1131** | **2,411,511** | **.1324** | **.1242** | **.1551** | **.1354** | **.1133** |
| Nueces | 294.3 | .1161 | 9.7 | 352 | 94.1 | 100.8 | .1076 | 3,666,960 | .0983 | 2,162,670 | .1187 | .1081 | .1283 | .1147 | .1004 |
| San Patricio | 58.7 | .0231 | 1.2 | 85 | 97.5 | 18.7 | .0199 | 551,373 | .0148 | 248,841 | .0137 | .0161 | .0268 | .0207 | .0129 |
| **DALLAS** | **2,665.1** | **1.0508** | **36.2** | **596** | **80.3** | **994.0** | **1.0613** | **45,940,107** | **1.2318** | **24,500,160** | **1.3451** | **1.2299** | **.9641** | **1.0852** | **1.2304** |
| Collin | 286.8 | .1131 | 98.4 | 338 | 92.4 | 104.3 | .1113 | 6,264,991 | .1680 | 2,270,391 | .1247 | .1441 | .0753 | .0881 | .1372 |
| Dallas | 1,908.5 | .7525 | 22.6 | 2,169 | 75.9 | 720.4 | .7691 | 32,375,390 | .8682 | 19,326,349 | 1.0611 | .9029 | .7292 | .8372 | .9307 |
| Denton | 295.0 | .1163 | 106.1 | 332 | 91.6 | 110.0 | .1175 | 4,890,310 | .1311 | 1,867,462 | .1025 | .1196 | .0967 | .1007 | .1101 |
| Ellis | 90.6 | .0357 | 51.6 | 96 | 89.5 | 30.5 | .0326 | 1,199,766 | .0321 | 470,884 | .0259 | .0310 | .0320 | .0301 | .0265 |
| Kaufman | 55.8 | .0220 | 42.9 | 71 | 85.9 | 19.0 | .0203 | 693,232 | .0186 | 390,631 | .0214 | .0202 | .0238 | .0208 | .0160 |
| Rockwall | 28.4 | .0112 | 95.5 | 220 | 95.8 | 9.8 | .0105 | 516,418 | .0138 | 174,443 | .0095 | .0121 | .0071 | .0083 | .0099 |
| ***DALLAS - FORT WORTH CONSOLIDATED AREA*** | ***4,061.9*** | ***1.6015*** | ***38.6*** | ***583*** | ***82.3*** | ***1,513.1*** | ***1.6153*** | ***68,445,202*** | ***1.8354*** | ***35,902,357*** | ***1.9710*** | ***1.8294*** | ***1.4650*** | ***1.6363*** | ***1.8111*** |
| **EL PASO** | **617.2** | **.2433** | **28.6** | **609** | **94.4** | **185.5** | **.1980** | **5,987,200** | **.1606** | **3,716,231** | **.2040** | **.1900** | **.2372** | **.2326** | **.1804** |
| El Paso | 617.2 | .2433 | 28.6 | 609 | 94.4 | 185.5 | .1980 | 5,987,200 | .1606 | 3,716,231 | .2040 | .1900 | .2372 | .2326 | .1804 |
| **FORT WORTH - ARLINGTON** | **1,396.8** | **.5507** | **43.5** | **560** | **86.1** | **519.1** | **.5540** | **22,505,095** | **.6036** | **11,402,197** | **.6259** | **.5995** | **.5009** | **.5511** | **.5807** |
| Johnson | 101.8 | .0402 | 50.5 | 140 | 96.4 | 35.0 | .0373 | 1,329,014 | .0357 | 556,604 | .0305 | .0350 | .0343 | .0354 | .0336 |
| Parker | 69.3 | .0273 | 55.3 | 77 | 98.0 | 24.6 | .0262 | 979,023 | .0263 | 372,344 | .0204 | .0246 | .0232 | .0238 | .0220 |
| Tarrant | 1,225.7 | .4832 | 42.4 | 1,419 | 84.5 | 459.5 | .4905 | 20,197,058 | .5416 | 10,473,249 | .5750 | .5399 | .4434 | .4919 | .5251 |
| **GALVESTON - TEXAS CITY** | **219.8** | **.0867** | **12.3** | **551** | **80.3** | **82.4** | **.0879** | **3,087,218** | **.0828** | **1,587,897** | **.0871** | **.0850** | **.1065** | **.0871** | **.0817** |
| Galveston | 219.8 | .0867 | 12.3 | 551 | 80.3 | 82.4 | .0879 | 3,087,218 | .0828 | 1,587,897 | .0871 | .0850 | .1065 | .0871 | .0817 |
| **HOUSTON** | **3,370.6** | **1.3291** | **23.3** | **633** | **76.8** | **1,207.0** | **1.2884** | **54,608,495** | **1.4644** | **25,108,665** | **1.3786** | **1.4115** | **1.2554** | **1.2433** | **1.4099** |
| Fort Bend | 242.1 | .0955 | 84.9 | 277 | 71.2 | 75.6 | .0807 | 4,078,196 | .1094 | 923,447 | .0507 | .0890 | .0541 | .0543 | .0824 |
| Harris | 2,[illegible]2.0 | 1.1285 | 18.8 | 1,655 | 76.0 | 1,039.5 | 1.1096 | 46,786,080 | 1.2547 | 22,802,726 | 1.2520 | 1.2285 | 1.1057 | 1.1003 | 1.2481 |
| Liberty | 53.4 | .0210 | 13.4 | 46 | 86.2 | 18.4 | .0197 | 590,418 | .0158 | 267,425 | .0147 | .0165 | .0250 | .0191 | .0136 |
| Montgomery | 189.4 | .0747 | 48.9 | 181 | 94.6 | 66.1 | .0705 | 2,888,196 | .0774 | 902,110 | .0496 | .0685 | .0602 | .0602 | .0604 |
| Waller | 23.7 | .0094 | 19.7 | 46 | 62.4 | 7.4 | .0079 | 265,605 | .0071 | 212,957 | .0116 | .0090 | .0104 | .0094 | .0054 |
| ***HOUSTON - GALVESTON - BRAZORIA CONSOLIDATED AREA*** | ***3,784.7*** | ***1.4924*** | ***22.1*** | ***533*** | ***77.7*** | ***1,354.4*** | ***1.4457*** | ***60,394,220*** | ***1.6196*** | ***27,831,634*** | ***1.5280*** | ***1.5666*** | ***1.4258*** | ***1.3948*** | ***1.5557*** |
| **KILLEEN - TEMPLE** | **262.6** | **.1035** | **22.4** | **124** | **76.1** | **86.7** | **.0926** | **3,[illegible]60,649** | **.0821** | **1,398,926** | **.0768** | **.0845** | **.0912** | **.1091** | **.0764** |
| Bell | 195.9 | .0772 | 24.1 | 185 | 76.7 | 69.0 | .0737 | 2,353,768 | .0631 | 1,236,913 | .0679 | .0673 | .0752 | .0869 | .0633 |
| Coryell | 66.7 | .0263 | 17.5 | 63 | 74.3 | 17.7 | .0189 | 706,881 | .0190 | 162,013 | .0089 | .0172 | .0160 | .0222 | .0131 |
| **LAREDO** | **139.2** | **.0549** | **40.2** | **41** | **99.2** | **35.8** | **.0382** | **1,016,874** | **.0272** | **899,643** | **.0494** | **.0394** | **.0628** | **.0470** | **.0439** |
| Webb | 139.2 | .0549 | 40.2 | 41 | 99.2 | 35.8 | .0382 | 1,016,874 | .0272 | 899,643 | .0494 | .0394 | .0628 | .0470 | .0439 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES | | | | | | | | | | | | | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980-91 | Pop. Per Sq. Mi. (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **TEXAS (continued)** | | | | | | | | | | | | | | | |
| **LONGVIEW - MARSHALL** | **163.6** | **.0645** | **7.8** | **139** | **76.9** | **61.2** | **.0654** | **2,055,522** | **.0552** | **1,400,761** | **.0769** | **.0636** | **.0808** | **.0721** | **.0641** |
| Gregg | 105.3 | .0415 | 5.8 | 384 | 79.7 | 40.2 | .0430 | 1,392,725 | .0374 | 1,117,680 | .0614 | .0454 | .0538 | .0504 | .0465 |
| Harrison | 58.3 | .0230 | 11.5 | 65 | 71.9 | 21.0 | .0224 | 662,797 | .0178 | 283,081 | .0155 | .0182 | .0270 | .0217 | .0176 |
| **LUBBOCK** | **226.5** | **.0893** | **7.0** | **252** | **90.4** | **82.9** | **.0885** | **2,853,595** | **.0765** | **2,025,939** | **.1112** | **.0893** | **.1055** | **.1022** | **.0843** |
| Lubbock | 226.5 | .0893 | 7.0 | 252 | 90.4 | 82.9 | .0885 | 2,853,595 | .0765 | 2,025,939 | .1112 | .0893 | .1055 | .1022 | .0843 |
| **McALLEN - EDINBURG - MISSION** | **405.5** | **.1599** | **43.1** | **258** | **99.2** | **108.8** | **.1161** | **2,993,234** | **.0802** | **2,028,729** | **.1114** | **.1056** | **.1788** | **.1327** | **.0950** |
| Hidalgo | 405.5 | .1599 | 43.1 | 258 | 99.2 | 108.8 | .1161 | 2,993,234 | .0802 | 2,028,729 | .1114 | .1056 | .1788 | .1327 | .0950 |
| **MIDLAND** | **108.1** | **.0426** | **30.8** | **120** | **90.9** | **39.5** | **.0422** | **1,703,611** | **.0457** | **857,033** | **.0470** | **.0454** | **.0463** | **.0436** | **.0411** |
| Midland | 108.1 | .0426 | 30.8 | 120 | 90.9 | 39.5 | .0422 | 1,703,611 | .0457 | 857,033 | .0470 | .0454 | .0463 | .0436 | .0411 |
| **ODESSA** | **117.2** | **.0463** | **1.6** | **130** | **93.8** | **41.7** | **.0445** | **1,373,396** | **.0368** | **852,792** | **.0468** | **.0418** | **.0562** | **.0496** | **.0377** |
| Ector | 117.2 | .0463 | 1.6 | 130 | 93.8 | 41.7 | .0445 | 1,373,396 | .0368 | 852,792 | .0468 | .0418 | .0562 | .0496 | .0377 |
| **SAN ANGELO** | **100.6** | **.0396** | **18.7** | **66** | **94.0** | **36.2** | **.0387** | **1,275,751** | **.0342** | **715,038** | **.0392** | **.0368** | **.0421** | **.0428** | **.0372** |
| Tom Green | 100.6 | .0396 | 18.7 | 66 | 94.0 | 36.2 | .0387 | 1,275,751 | .0342 | 715,038 | .0392 | .0368 | .0421 | .0428 | .0372 |
| **SAN ANTONIO** | **1,355.4** | **.5345** | **26.4** | **538** | **91.3** | **469.8** | **.5015** | **16,787,626** | **.4503** | **9,836,767** | **.5401** | **.4942** | **.5644** | **.5574** | **.4945** |
| Bexar | 1,232.2 | .4858 | 24.6 | 988 | 90.8 | 425.4 | .4541 | 15,234,193 | .4086 | 9,040,233 | .4964 | .4504 | .5147 | .5082 | .4531 |
| Comal | 54.8 | .0217 | 50.4 | 98 | 98.5 | 20.5 | .0219 | 758,730 | .0203 | 465,820 | .0256 | .0223 | .0233 | .0237 | .0204 |
| Guadalupe | 68.4 | .0270 | 46.4 | 96 | 93.2 | 23.9 | .0255 | 794,703 | .0214 | 330,714 | .0181 | .0215 | .0264 | .0255 | .0210 |
| **SHERMAN - DENISON** | **95.6** | **.0377** | **6.5** | **102** | **91.4** | **37.1** | **.0396** | **1,229,366** | **.0330** | **785,566** | **.0431** | **.0371** | **.0471** | **.0434** | **.0333** |
| Grayson | 95.6 | .0377 | 6.5 | 102 | 91.4 | 37.1 | .0396 | 1,229,366 | .0330 | 785,566 | .0431 | .0371 | .0471 | .0434 | .0333 |
| **TEXARKANA** | **120.8** | **.0477** | **6.8** | **80** | **77.2** | **45.2** | **.0482** | **1,446,166** | **.0388** | **923,316** | **.0507** | **.0442** | **.0579** | **.0523** | **.0404** |
| Bowie | 82.1 | .0324 | 9.0 | 92 | 77.3 | 30.8 | .0329 | 1,039,128 | .0279 | 696,496 | .0383 | .0320 | .0354 | .0368 | .0305 |
| *Miller, Ark.* | *38.7* | *.0153* | *2.5* | *62* | *77.0* | *14.4* | *.0153* | *407,038* | *.0109* | *226,820* | *.0124* | *.0122* | *.0225* | *.0155* | *.0099* |
| **TYLER** | **154.8** | **.0610** | **20.6** | **167** | **78.3** | **58.2** | **.0621** | **2,076,837** | **.0557** | **1,322,221** | **.0726** | **.0618** | **.0716** | **.0695** | **.0612** |
| Smith | 154.8 | .0610 | 20.6 | 167 | 78.3 | 58.2 | .0621 | 2,076,837 | .0557 | 1,322,221 | .0726 | .0618 | .0716 | .0695 | .0612 |
| **VICTORIA** | **74.4** | **.0293** | **8.1** | **84** | **92.6** | **26.3** | **.0281** | **947,794** | **.0254** | **591,622** | **.0325** | **.0284** | **.0345** | **.0305** | **.0279** |
| Victoria | 74.4 | .0293 | 8.1 | 84 | 92.6 | 26.3 | .0281 | 947,794 | .0254 | 591,622 | .0325 | .0284 | .0345 | .0305 | .0279 |
| **WACO** | **191.2** | **.0754** | **12.0** | **184** | **83.1** | **71.0** | **.0758** | **2,354,411** | **.0632** | **1,430,358** | **.0786** | **.0702** | **.0973** | **.0804** | **.0631** |
| McLennan | 191.2 | .0754 | 12.0 | 184 | 83.1 | 71.0 | .0758 | 2,354,411 | .0632 | 1,430,358 | .0786 | .0702 | .0973 | .0804 | .0631 |
| **WICHITA FALLS** | **122.3** | **.0482** | **1.0** | **195** | **88.1** | **45.2** | **.0483** | **1,516,167** | **.0406** | **968,316** | **.0532** | **.0460** | **.0526** | **.0553** | **.0427** |
| Wichita | 122.3 | .0482 | 1.0 | 195 | 88.1 | 45.2 | .0483 | 1,516,167 | .0406 | 968,316 | .0532 | .0460 | .0526 | .0553 | .0427 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Anderson | 48.8 | .0192 | 27.1 | 46 | 75.3 | 14.5 | .0155 | 492,984 | .0132 | 240,197 | .0132 | .0144 | .0198 | .0161 | .0123 |
| Andrews | 13.8 | .0055 | 3.6 | 9 | 96.0 | 4.6 | .0049 | 148,910 | .0040 | 68,104 | .0037 | .0042 | .0051 | .0053 | .0037 |
| Angelina | 70.6 | .0278 | 10.0 | 88 | 83.6 | 25.2 | .0269 | 904,984 | .0243 | 480,134 | .0264 | .0256 | .0320 | .0286 | .0236 |
| Aransas | 18.1 | .0071 | 26.9 | 72 | 94.0 | 7.1 | .0076 | 225,525 | .0060 | 112,622 | .0061 | .0063 | .0108 | .0080 | .0050 |
| Archer | 8.0 | .0032 | 10.1 | 9 | 99.4 | 3.0 | .0032 | 99,634 | .0027 | 15,829 | .0009 | .0022 | .0030 | .0029 | .0021 |
| Armstrong | 2.0 | .0008 | .3 | 2 | 99.1 | .8 | .0008 | 23,490 | .0006 | 4,199 | .0002 | .0006 | .0010 | .0009 | .0006 |
| Atascosa | 31.6 | .0124 | 26.1 | 26 | 98.8 | 10.3 | .0110 | 296,313 | .0080 | 134,000 | .0074 | .0087 | .0153 | .0113 | .0066 |
| Austin | 19.6 | .0078 | 10.6 | 30 | 86.6 | 7.4 | .0079 | 230,054 | .0061 | 115,744 | .0064 | .0065 | .0096 | .0076 | .0049 |
| Bailey | 6.8 | .0027 | −16.8 | 8 | 98.0 | 2.4 | .0026 | 69,987 | .0019 | 30,047 | .0016 | .0020 | .0035 | .0033 | .0017 |
| Bandera | 11.2 | .0044 | 58.1 | 14 | 98.8 | 4.5 | .0048 | 142,627 | .0038 | 35,821 | .0020 | .0033 | .0056 | .0045 | .0030 |
| Bastrop | 40.5 | .0159 | 63.8 | 46 | 88.0 | 14.0 | .0149 | 451,185 | .0121 | 142,858 | .0078 | .0116 | .0158 | .0141 | .0099 |
| Baylor | 4.2 | .0017 | −14.6 | 5 | 95.3 | 1.9 | .0020 | 54,220 | .0015 | 17,786 | .0010 | .0014 | .0030 | .0016 | .0012 |
| Bee | 25.3 | .0100 | −2.8 | 29 | 95.5 | 8.7 | .0093 | 251,587 | .0067 | 137,156 | .0075 | .0077 | .0120 | .0094 | .0068 |
| Bell | 195.9 | .0772 | 24.1 | 185 | 76.7 | 69.0 | .0737 | 2,353,768 | .0631 | 1,236,913 | .0679 | .0673 | .0752 | .0869 | .0633 |
| Bexar | 1,232.2 | .4858 | 24.6 | 988 | 90.8 | 425.4 | .4541 | 15,234,193 | .4086 | 9,040,233 | .4964 | .4504 | .5147 | .5082 | .4531 |
| Blanco | 6.3 | .0025 | 34.6 | 9 | 98.5 | 2.5 | .0027 | 77,844 | .0021 | 12,945 | .0007 | .0017 | .0031 | .0023 | .0016 |
| Borden | .8 | .0003 | −6.9 | 1 | 98.3 | .3 | .0003 | 14,741 | .0004 | 643 | .0000 | .0002 | .0002 | .0003 | .0003 |
| Bosque | 15.4 | .0061 | 14.9 | 16 | 97.4 | 6.1 | .0065 | 185,657 | .0049 | 49,705 | .0027 | .0045 | .0076 | .0060 | .0039 |
| Bowie | 82.1 | .0324 | 9.0 | 92 | 77.3 | 30.8 | .0329 | 1,039,128 | .0279 | 696,496 | .0383 | .0320 | .0354 | .0368 | .0305 |
| Brazoria | 194.3 | .0766 | 14.6 | 140 | 89.8 | 65.0 | .0694 | 2,698,507 | .0724 | 1,135,072 | .0623 | .0701 | .0639 | .0644 | .0641 |
| Brazos | 124.5 | .0491 | 33.0 | 213 | 84.6 | 44.7 | .0477 | 1,420,515 | .0381 | 842,911 | .0463 | .0428 | .0690 | .0489 | .0363 |
| Brewster | 9.0 | .0035 | 18.8 | 1 | 98.1 | 3.5 | .0037 | 105,995 | .0028 | 50,898 | .0028 | .0030 | .0053 | .0040 | .0026 |
| Briscoe | 1.9 | .0008 | −26.3 | 2 | 96.1 | .8 | .0009 | 20,375 | .0006 | 5,640 | .0003 | .0005 | .0013 | .0008 | .0004 |
| Brooks | 8.2 | .0032 | −2.7 | 9 | 99.6 | 2.7 | .0029 | 60,398 | .0016 | 45,765 | .0025 | .0022 | .0055 | .0029 | .0015 |
| Brown | 34.5 | .0136 | 4.4 | 37 | 94.7 | 13.1 | .0139 | 357,218 | .0096 | 206,607 | .0113 | .0109 | .0198 | .0157 | .0096 |
| Burleson | 13.6 | .0054 | 10.5 | 20 | 81.9 | 5.2 | .0056 | 145,986 | .0039 | 38,492 | .0022 | .0037 | .0066 | .0050 | .0032 |
| Burnet | 23.4 | .0092 | 31.4 | 24 | 97.7 | 9.3 | .0099 | 292,160 | .0078 | 166,671 | .0091 | .0085 | .0122 | .0110 | .0066 |
| Caldwell | 27.0 | .0106 | 14.2 | 49 | 89.4 | 9.0 | .0096 | 264,777 | .0071 | 112,989 | .0062 | .0075 | .0140 | .0103 | .0057 |
| Calhoun | 18.7 | .0074 | −4.5 | 36 | 93.8 | 6.6 | .0071 | 202,685 | .0054 | 89,076 | .0049 | .0056 | .0091 | .0072 | .0056 |
| Callahan | 12.0 | .0047 | 9.2 | 13 | 99.2 | 4.7 | .0050 | 133,476 | .0036 | 35,491 | .0020 | .0033 | .0062 | .0049 | .0027 |
| Cameron | 267.2 | .1054 | 27.4 | 295 | 99.1 | 74.9 | .0799 | 2,056,785 | .0552 | 1,442,992 | .0792 | .0725 | .1235 | .0912 | .0663 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980-91 | Pop. Per Sq. Mi. (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **TEXAS (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Camp | 10.1 | .0040 | 8.9 | 51 | 75.5 | 3.9 | .0042 | 113,219 | .0030 | 76,904 | .0042 | .0036 | .0063 | .0043 | .0035 |
| Carson | 6.4 | .0025 | –4.1 | 7 | 99.0 | 2.4 | .0026 | 83,214 | .0022 | 25,825 | .0014 | .0020 | .0024 | .0024 | .0017 |
| Cass | 30.2 | .0119 | 2.6 | 32 | 79.5 | 11.4 | .0121 | 324,097 | .0087 | 145,046 | .0080 | .0092 | .0172 | .0116 | .0081 |
| Castro | 9.0 | .0036 | –14.8 | 10 | 96.7 | 2.9 | .0031 | 76,697 | .0021 | 29,670 | .0016 | .0022 | .0042 | .0036 | .0017 |
| Chambers | 19.8 | .0078 | 6.8 | 33 | 86.6 | 6.8 | .0073 | 241,969 | .0065 | 81,237 | .0045 | .0061 | .0076 | .0060 | .0054 |
| Cherokee | 41.6 | .0164 | 9.1 | 40 | 82.4 | 15.2 | .0162 | 416,970 | .0112 | 204,358 | .0112 | .0123 | .0222 | .0166 | .0103 |
| Childress | 5.8 | .0022 | –16.6 | 8 | 93.6 | 2.4 | .0026 | 59,391 | .0016 | 39,949 | .0022 | .0018 | .0044 | .0028 | .0016 |
| Clay | 10.0 | .0040 | 4.4 | 9 | 98.4 | 3.8 | .0040 | 112,855 | .0030 | 25,832 | .0014 | .0028 | .0041 | .0040 | .0025 |
| Cochran | 4.2 | .0016 | –13.0 | 5 | 94.3 | 1.4 | .0015 | 37,348 | .0010 | 10,055 | .0006 | .0009 | .0019 | .0014 | .0008 |
| Coke | 3.4 | .0014 | 6.4 | 4 | 99.3 | 1.4 | .0015 | 38,750 | .0010 | 12,377 | .0006 | .0011 | .0018 | .0015 | .0009 |
| Coleman | 9.5 | .0037 | –9.0 | 7 | 97.3 | 4.0 | .0043 | 90,370 | .0025 | 37,749 | .0021 | .0025 | .0070 | .0042 | .0022 |
| Collin | 286.8 | .1131 | 98.4 | 338 | 92.4 | 104.3 | .1113 | 6,264,991 | .1680 | 2,270,391 | .1247 | .1441 | .0753 | .0881 | .1372 |
| Collingsworth | 3.5 | .0014 | –24.7 | 4 | 92.8 | 1.4 | .0015 | 36,447 | .0009 | 11,262 | .0006 | .0009 | .0022 | .0014 | .0006 |
| Colorado | 17.9 | .0070 | –4.9 | 19 | 82.6 | 6.9 | .0074 | 202,359 | .0055 | 128,625 | .0070 | .0062 | .0105 | .0079 | .0047 |
| Comal | 54.8 | .0217 | 50.4 | 98 | 98.5 | 20.5 | .0219 | 758,730 | .0203 | 465,820 | .0256 | .0223 | .0233 | .0237 | .0204 |
| Comanche | 13.3 | .0052 | 5.4 | 14 | 99.3 | 5.3 | .0056 | 135,710 | .0037 | 65,234 | .0036 | .0039 | .0089 | .0060 | .0030 |
| Concho | 3.0 | .0012 | 2.9 | 3 | 99.0 | 1.0 | .0011 | 28,721 | .0007 | 13,640 | .0007 | .0009 | .0013 | .0012 | .0006 |
| Cooke | 31.9 | .0126 | 15.3 | 37 | 94.9 | 12.0 | .0128 | 403,372 | .0108 | 203,911 | .0112 | .0113 | .0155 | .0128 | .0095 |
| Coryell | 66.7 | .0263 | 17.5 | 63 | 74.3 | 17.7 | .0189 | 706,881 | .0190 | 162,013 | .0089 | .0172 | .0160 | .0222 | .0131 |
| Cottle | 2.1 | .0008 | –28.8 | 2 | 90.5 | .9 | .0010 | 24,452 | .0006 | 15,085 | .0009 | .0009 | .0018 | .0009 | .0006 |
| Crane | 4.5 | .0018 | –2.2 | 6 | 96.2 | 1.5 | .0016 | 53,027 | .0015 | 19,089 | .0010 | .0014 | .0017 | .0013 | .0012 |
| Crockett | 3.9 | .0015 | –15.4 | 1 | 98.8 | 1.4 | .0015 | 41,682 | .0011 | 18,911 | .0010 | .0011 | .0019 | .0016 | .0009 |
| Crosby | 7.1 | .0028 | –19.9 | 8 | 95.3 | 2.5 | .0026 | 66,703 | .0018 | 18,424 | .0011 | .0017 | .0038 | .0027 | .0013 |
| Culberson | 3.4 | .0013 | 2.6 | 1 | 98.6 | 1.1 | .0012 | 28,326 | .0007 | 32,873 | .0018 | .0013 | .0017 | .0018 | .0008 |
| Dallam | 5.2 | .0021 | –20.4 | 3 | 96.6 | 2.1 | .0022 | 54,554 | .0015 | 38,601 | .0021 | .0018 | .0029 | .0026 | .0015 |
| Dallas | 1,908.5 | .7525 | 22.6 | 2,169 | 75.9 | 720.4 | .7691 | 32,375,390 | .8682 | 19,326,349 | 1.0611 | .9029 | .7292 | .8372 | .9307 |
| Dawson | 13.7 | .0054 | –15.4 | 15 | 95.2 | 4.9 | .0052 | 140,305 | .0038 | 79,792 | .0043 | .0042 | .0079 | .0057 | .0034 |
| Deaf Smith | 18.9 | .0074 | –10.7 | 13 | 97.7 | 6.1 | .0065 | 197,200 | .0053 | 98,731 | .0055 | .0059 | .0084 | .0072 | .0046 |
| Delta | 5.0 | .0020 | 3.3 | 18 | 90.6 | 1.9 | .0020 | 52,727 | .0014 | 14,409 | .0008 | .0013 | .0027 | .0016 | .0011 |
| Denton | 295.0 | .1163 | 106.1 | 332 | 91.6 | 110.0 | .1175 | 4,890,310 | .1311 | 1,867,462 | .1025 | .1196 | .0967 | .1007 | .1101 |
| De Witt | 18.6 | .0073 | –1.6 | 20 | 87.7 | 7.1 | .0075 | 188,564 | .0051 | 84,713 | .0046 | .0054 | .0119 | .0074 | .0040 |
| Dickens | 2.4 | .0010 | –32.2 | 3 | 94.9 | 1.0 | .0011 | 21,977 | .0006 | 9,711 | .0006 | .0006 | .0020 | .0009 | .0005 |
| Dimmit | 10.2 | .0040 | –10.3 | 8 | 99.0 | 3.0 | .0032 | 59,467 | .0016 | 35,011 | .0019 | .0022 | .0060 | .0034 | .0013 |
| Donley | 3.7 | .0015 | –9.2 | 4 | 96.3 | 1.5 | .0016 | 36,110 | .0009 | 16,478 | .0009 | .0011 | .0023 | .0016 | .0007 |
| Duval | 12.8 | .0050 | 2.3 | 7 | 99.6 | 4.1 | .0044 | 101,230 | .0027 | 26,694 | .0015 | .0027 | .0069 | .0041 | .0019 |
| Eastland | 18.1 | .0071 | –7.1 | 20 | 97.3 | 7.2 | .0077 | 172,424 | .0047 | 102,702 | .0056 | .0054 | .0121 | .0086 | .0036 |
| Ector | 117.2 | .0463 | 1.6 | 130 | 93.8 | 41.7 | .0445 | 1,373,396 | .0368 | 852,792 | .0468 | .0418 | .0562 | .0496 | .0377 |
| Edwards | 2.3 | .0009 | 13.1 | 1 | 99.7 | .8 | .0008 | 17,345 | .0005 | 6,956 | .0004 | .0005 | .0015 | .0009 | .0004 |
| Ellis | 90.6 | .0357 | 51.6 | 96 | 89.5 | 30.5 | .0326 | 1,199,766 | .0321 | 470,884 | .0259 | .0310 | .0320 | .0301 | .0265 |
| El Paso | 617.2 | .2433 | 28.6 | 609 | 94.4 | 185.5 | .1980 | 5,987,200 | .1606 | 3,716,231 | .2040 | .1900 | .2372 | .2326 | .1804 |
| Erath | 29.0 | .0115 | 28.5 | 27 | 98.4 | 11.2 | .0120 | 345,145 | .0093 | 182,530 | .0100 | .0100 | .0160 | .0124 | .0085 |
| Falls | 17.5 | .0069 | –2.5 | 23 | 71.9 | 6.4 | .0068 | 165,936 | .0044 | 49,385 | .0027 | .0044 | .0101 | .0062 | .0038 |
| Fannin | 25.0 | .0098 | 2.9 | 28 | 92.5 | 9.8 | .0105 | 300,923 | .0081 | 121,381 | .0067 | .0080 | .0127 | .0096 | .0066 |
| Fayette | 19.9 | .0079 | 5.7 | 21 | 91.3 | 8.1 | .0086 | 237,073 | .0063 | 148,913 | .0082 | .0073 | .0130 | .0098 | .0053 |
| Fisher | 4.8 | .0019 | –18.5 | 5 | 95.5 | 1.9 | .0020 | 46,789 | .0013 | 12,441 | .0006 | .0011 | .0028 | .0019 | .0010 |
| Floyd | 8.4 | .0033 | –14.6 | 8 | 94.8 | 2.9 | .0031 | 80,790 | .0022 | 34,556 | .0019 | .0024 | .0043 | .0032 | .0017 |
| Foard | 1.7 | .0006 | –21.2 | 2 | 94.0 | .7 | .0008 | 16,521 | .0004 | 2,475 | .0002 | .0003 | .0009 | .0009 | .0003 |
| Fort Bend | 242.1 | .0955 | 84.9 | 277 | 71.2 | 75.6 | .0807 | 4,078,196 | .1094 | 923,447 | .0507 | .0890 | .0541 | .0543 | .0824 |
| Franklin | 7.9 | .0031 | 14.6 | 28 | 94.5 | 3.0 | .0032 | 102,658 | .0027 | 28,063 | .0015 | .0025 | .0037 | .0029 | .0021 |
| Freestone | 15.6 | .0062 | 5.2 | 18 | 80.6 | 6.0 | .0064 | 180,043 | .0048 | 65,112 | .0036 | .0047 | .0084 | .0055 | .0038 |
| Frio | 13.6 | .0053 | –1.4 | 12 | 97.8 | 4.1 | .0044 | 106,581 | .0029 | 50,155 | .0028 | .0034 | .0065 | .0049 | .0023 |
| Gaines | 13.9 | .0055 | 5.7 | 9 | 96.8 | 4.5 | .0048 | 133,844 | .0036 | 45,606 | .0025 | .0035 | .0060 | .0048 | .0031 |
| Galveston | 219.8 | .0867 | 12.3 | 551 | 80.3 | 82.4 | .0879 | 3,087,218 | .0828 | 1,587,897 | .0871 | .0850 | .1065 | .0871 | .0817 |
| Garza | 5.0 | .0019 | –6.3 | 6 | 93.0 | 1.8 | .0020 | 46,300 | .0012 | 20,477 | .0012 | .0014 | .0028 | .0019 | .0011 |
| Gillespie | 17.7 | .0070 | 30.8 | 17 | 99.2 | 6.9 | .0073 | 222,207 | .0060 | 116,016 | .0063 | .0062 | .0096 | .0077 | .0059 |
| Glasscock | 1.5 | .0006 | 15.0 | 2 | 99.9 | .5 | .0006 | 24,526 | .0006 | 1,915 | .0001 | .0006 | .0006 | .0005 | .0004 |
| Goliad | 6.1 | .0024 | 17.5 | 7 | 92.9 | 2.2 | .0023 | 73,275 | .0020 | 18,222 | .0010 | .0018 | .0025 | .0022 | .0015 |
| Gonzales | 17.2 | .0068 | 1.5 | 16 | 89.4 | 6.2 | .0066 | 174,033 | .0047 | 78,686 | .0044 | .0049 | .0090 | .0069 | .0040 |
| Gray | 22.9 | .0090 | –13.2 | 25 | 94.7 | 9.2 | .0098 | 286,265 | .0076 | 139,189 | .0076 | .0078 | .0112 | .0100 | .0092 |
| Grayson | 95.6 | .0377 | 6.5 | 102 | 91.4 | 37.1 | .0396 | 1,229,366 | .0330 | 785,566 | .0431 | .0371 | .0471 | .0434 | .0333 |
| Gregg | 105.3 | .0415 | 5.8 | 384 | 79.7 | 40.2 | .0430 | 1,392,725 | .0374 | 1,117,680 | .0614 | .0454 | .0538 | .0504 | .0465 |
| Grimes | 19.5 | .0077 | 43.6 | 25 | 74.9 | 6.2 | .0066 | 196,758 | .0052 | 71,005 | .0039 | .0053 | .0080 | .0062 | .0041 |
| Guadalupe | 68.4 | .0270 | 46.4 | 96 | 93.2 | 23.9 | .0255 | 794,703 | .0214 | 330,714 | .0181 | .0215 | .0264 | .0255 | .0210 |
| Hale | 34.6 | .0136 | –8.0 | 34 | 93.2 | 11.6 | .0124 | 373,369 | .0100 | 233,603 | .0129 | .0116 | .0173 | .0150 | .0098 |
| Hall | 3.6 | .0015 | –35.7 | 4 | 91.8 | 1.6 | .0017 | 39,411 | .0010 | 15,301 | .0008 | .0010 | .0026 | .0016 | .0008 |
| Hamilton | 7.7 | .0030 | –7.2 | 9 | 99.3 | 3.2 | .0034 | 86,551 | .0023 | 27,832 | .0015 | .0023 | .0052 | .0037 | .0018 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES | | | | | | | | | | | | | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980-91 | Pop. Per Sq. Mi. (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **TEXAS (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Hansford | 5.7 | .0022 | −8.2 | 6 | 98.9 | 2.1 | .0022 | 69,893 | .0019 | 28,939 | .0016 | .0018 | .0025 | .0023 | .0017 |
| Hardeman | 5.1 | .0020 | −19.9 | 7 | 92.5 | 2.1 | .0023 | 57,618 | .0016 | 18,776 | .0011 | .0016 | .0032 | .0023 | .0013 |
| Hardin | 41.1 | .0162 | .9 | 46 | 91.3 | 14.7 | .0157 | 506,501 | .0135 | 212,384 | .0116 | .0135 | .0171 | .0155 | .0107 |
| Harris | 2,862.0 | 1.1285 | 18.8 | 1,655 | 76.0 | 1,039.5 | 1.1096 | 46,786,080 | 1.2547 | 22,802,726 | 1.2520 | 1.2285 | 1.1057 | 1.1003 | 1.2481 |
| Harrison | 58.3 | .0230 | 11.5 | 65 | 71.9 | 21.0 | .0224 | 662,797 | .0178 | 283,081 | .0155 | .0182 | .0270 | .0217 | .0176 |
| Hartley | 3.6 | .0014 | −9.7 | 2 | 98.7 | 1.3 | .0014 | 48,604 | .0013 | 12,541 | .0007 | .0011 | .0013 | .0011 | .0013 |
| Haskell | 6.6 | .0026 | −14.6 | 7 | 95.3 | 2.7 | .0029 | 80,822 | .0022 | 39,802 | .0022 | .0023 | .0038 | .0030 | .0023 |
| Hays | 68.6 | .0270 | 69.0 | 101 | 95.3 | 23.4 | .0250 | 834,218 | .0223 | 390,021 | .0214 | .0230 | .0297 | .0236 | .0213 |
| Hemphill | 3.4 | .0014 | −35.9 | 4 | 99.0 | 1.3 | .0014 | 55,718 | .0015 | 16,719 | .0009 | .0014 | .0013 | .0012 | .0010 |
| Henderson | 60.9 | .0240 | 42.9 | 70 | 91.7 | 23.9 | .0255 | 676,586 | .0182 | 293,127 | .0161 | .0186 | .0306 | .0271 | .0167 |
| Hidalgo | 405.5 | .1599 | 43.1 | 258 | 99.2 | 108.8 | .1161 | 2,993,234 | .0802 | 2,028,729 | .1114 | .1056 | .1788 | .1327 | .0950 |
| Hill | 27.6 | .0108 | 10.3 | 29 | 90.3 | 10.4 | .0111 | 322,016 | .0087 | 172,994 | .0095 | .0093 | .0150 | .0112 | .0073 |
| Hockley | 23.8 | .0094 | 2.5 | 26 | 95.0 | 7.8 | .0084 | 284,128 | .0076 | 118,442 | .0065 | .0076 | .0100 | .0084 | .0059 |
| Hood | 32.1 | .0127 | 81.2 | 76 | 98.6 | 12.4 | .0132 | 529,038 | .0142 | 223,101 | .0122 | .0133 | .0129 | .0129 | .0123 |
| Hopkins | 29.4 | .0116 | 16.4 | 37 | 90.9 | 11.1 | .0119 | 322,956 | .0086 | 212,353 | .0117 | .0102 | .0166 | .0138 | .0101 |
| Houston | 21.9 | .0086 | −1.8 | 18 | 70.1 | 7.5 | .0080 | 201,433 | .0054 | 92,234 | .0051 | .0059 | .0126 | .0076 | .0044 |
| Howard | 31.4 | .0124 | −5.3 | 35 | 94.5 | 11.1 | .0118 | 368,441 | .0099 | 191,372 | .0105 | .0107 | .0147 | .0121 | .0090 |
| Hudspeth | 3.0 | .0012 | 10.0 | 1 | 99.1 | .9 | .0010 | 24,147 | .0007 | 6,479 | .0003 | .0006 | .0013 | .0012 | .0005 |
| Hunt | 66.0 | .0260 | 19.5 | 78 | 88.7 | 24.7 | .0263 | 845,466 | .0226 | 395,288 | .0217 | .0230 | .0303 | .0250 | .0222 |
| Hutchinson | 24.7 | .0097 | −6.1 | 28 | 94.6 | 9.3 | .0100 | 312,166 | .0084 | 127,938 | .0071 | .0082 | .0111 | .0093 | .0081 |
| Irion | 1.6 | .0007 | 15.4 | 2 | 99.8 | .6 | .0006 | 20,563 | .0006 | 2,840 | .0001 | .0005 | .0006 | .0004 | .0003 |
| Jack | 6.8 | .0026 | −8.2 | 7 | 98.9 | 2.7 | .0029 | 80,999 | .0021 | 21,840 | .0012 | .0020 | .0034 | .0029 | .0017 |
| Jackson | 12.7 | .0050 | −4.9 | 15 | 90.2 | 4.7 | .0050 | 141,070 | .0038 | 60,476 | .0033 | .0039 | .0072 | .0047 | .0032 |
| Jasper | 31.2 | .0123 | 1.4 | 33 | 80.7 | 11.4 | .0122 | 319,670 | .0086 | 195,485 | .0108 | .0099 | .0168 | .0139 | .0097 |
| Jeff Davis | 2.0 | .0008 | 21.4 | 1 | 98.7 | .8 | .0008 | 21,853 | .0006 | 6,856 | .0003 | .0005 | .0012 | .0009 | .0003 |
| Jefferson | 236.4 | .0932 | −4.9 | 262 | 65.6 | 89.5 | .0956 | 3,052,392 | .0818 | 2,051,576 | .1127 | .0935 | .1159 | .1022 | .0908 |
| Jim Hogg | 5.0 | .0020 | −3.3 | 4 | 99.5 | 1.7 | .0018 | 39,512 | .0011 | 19,347 | .0010 | .0012 | .0032 | .0018 | .0009 |
| Jim Wells | 37.1 | .0146 | 1.6 | 43 | 98.7 | 11.8 | .0126 | 336,913 | .0090 | 167,877 | .0093 | .0102 | .0176 | .0135 | .0082 |
| Johnson | 101.8 | .0402 | 50.5 | 140 | 96.4 | 35.0 | .0373 | 1,329,014 | .0357 | 556,604 | .0305 | .0350 | .0343 | .0354 | .0336 |
| Jones | 16.2 | .0064 | −6.2 | 17 | 95.3 | 6.1 | .0066 | 174,383 | .0046 | 57,144 | .0031 | .0046 | .0082 | .0066 | .0038 |
| Karnes | 12.2 | .0048 | −10.3 | 16 | 96.5 | 4.3 | .0045 | 110,086 | .0030 | 44,385 | .0025 | .0031 | .0069 | .0045 | .0025 |
| Kaufman | 55.8 | .0220 | 42.9 | 71 | 85.9 | 19.0 | .0203 | 693,232 | .0186 | 390,631 | .0214 | .0202 | .0238 | .0208 | .0160 |
| Kendall | 15.6 | .0061 | 46.7 | 24 | 98.7 | 5.8 | .0062 | 224,968 | .0060 | 142,614 | .0079 | .0066 | .0079 | .0069 | .0045 |
| Kenedy | .4 | .0002 | −26.3 | 0 | 100.0 | .1 | .0001 | 3,277 | .0001 | 987 | .0000 | .0000 | .0002 | .0001 | .0001 |
| Kent | 1.0 | .0004 | −12.7 | 1 | 99.4 | .4 | .0004 | 11,695 | .0003 | 5,191 | .0003 | .0004 | .0005 | .0005 | .0002 |
| Kerr | 37.0 | .0146 | 28.6 | 33 | 96.9 | 14.8 | .0158 | 512,062 | .0138 | 257,198 | .0141 | .0139 | .0177 | .0178 | .0123 |
| Kimble | 4.1 | .0016 | .9 | 3 | 99.3 | 1.6 | .0018 | 48,745 | .0013 | 23,613 | .0013 | .0014 | .0021 | .0021 | .0009 |
| King | .4 | .0001 | −5.9 | 0 | 100.0 | .1 | .0001 | 3,949 | .0001 | 568 | .0001 | .0001 | .0000 | .0001 | .0000 |
| Kinney | 3.3 | .0013 | 44.8 | 2 | 97.2 | 1.2 | .0012 | 25,908 | .0007 | 5,801 | .0003 | .0007 | .0021 | .0014 | .0005 |
| Kleberg | 29.5 | .0117 | −11.6 | 34 | 94.8 | 9.7 | .0104 | 320,707 | .0086 | 177,186 | .0097 | .0097 | .0159 | .0101 | .0086 |
| Knox | 4.7 | .0018 | −11.8 | 6 | 92.3 | 1.9 | .0020 | 49,928 | .0013 | 15,599 | .0009 | .0012 | .0029 | .0019 | .0010 |
| Lamar | 44.3 | .0175 | 5.1 | 48 | 84.1 | 16.9 | .0181 | 511,518 | .0137 | 314,202 | .0172 | .0155 | .0235 | .0185 | .0162 |
| Lamb | 14.6 | .0058 | −21.8 | 14 | 93.7 | 5.3 | .0056 | 146,233 | .0039 | 49,834 | .0027 | .0040 | .0078 | .0060 | .0034 |
| Lampasas | 13.8 | .0054 | 15.0 | 19 | 96.1 | 5.2 | .0056 | 157,724 | .0043 | 63,396 | .0035 | .0043 | .0069 | .0055 | .0036 |
| La Salle | 5.1 | .0020 | −7.5 | 3 | 98.3 | 1.7 | .0018 | 44,578 | .0012 | 22,375 | .0013 | .0013 | .0029 | .0018 | .0009 |
| Lavaca | 18.3 | .0072 | −3.7 | 19 | 92.6 | 7.2 | .0077 | 201,612 | .0054 | 98,917 | .0054 | .0058 | .0108 | .0078 | .0046 |
| Lee | 12.8 | .0051 | 16.9 | 20 | 85.8 | 4.7 | .0050 | 137,760 | .0037 | 64,492 | .0035 | .0038 | .0070 | .0051 | .0034 |
| Leon | 12.7 | .0050 | 32.4 | 12 | 88.0 | 5.0 | .0053 | 160,551 | .0043 | 66,871 | .0037 | .0043 | .0073 | .0049 | .0035 |
| Liberty | 53.4 | .0210 | 13.4 | 46 | 86.2 | 18.4 | .0197 | 590,418 | .0158 | 267,425 | .0147 | .0165 | .0250 | .0191 | .0136 |
| Limestone | 21.1 | .0083 | 4.3 | 23 | 80.0 | 7.7 | .0082 | 210,253 | .0056 | 119,304 | .0065 | .0065 | .0121 | .0085 | .0052 |
| Lipscomb | 2.9 | .0012 | −23.0 | 3 | 98.4 | 1.2 | .0013 | 37,849 | .0011 | 8,675 | .0005 | .0008 | .0014 | .0011 | .0009 |
| Live Oak | 10.1 | .0040 | 5.1 | 10 | 99.0 | 3.4 | .0036 | 94,796 | .0025 | 63,220 | .0035 | .0032 | .0064 | .0045 | .0020 |
| Llano | 12.0 | .0047 | 18.3 | 13 | 99.3 | 5.5 | .0059 | 151,984 | .0041 | 60,693 | .0033 | .0040 | .0082 | .0062 | .0034 |
| Loving | .1 | .0000 | 9.9 | 0 | 100.0 | .1 | .0001 | 3,503 | .0001 | 67 | .0000 | .0001 | .0000 | .0001 | .0000 |
| Lubbock | 226.5 | .0893 | 7.0 | 252 | 90.4 | 82.9 | .0885 | 2,853,595 | .0765 | 2,025,939 | .1112 | .0893 | .1055 | .1022 | .0843 |
| Lynn | 6.5 | .0026 | −24.5 | 7 | 96.2 | 2.3 | .0024 | 64,220 | .0017 | 13,504 | .0008 | .0017 | .0036 | .0022 | .0013 |
| McCulloch | 8.9 | .0035 | 1.9 | 8 | 98.0 | 3.4 | .0037 | 78,740 | .0021 | 64,566 | .0035 | .0028 | .0064 | .0037 | .0027 |
| McLennan | 191.2 | .0754 | 12.0 | 184 | 83.1 | 71.0 | .0758 | 2,354,411 | .0632 | 1,430,358 | .0786 | .0702 | .0973 | .0804 | .0631 |
| McMullen | .8 | .0003 | 1.4 | 1 | 99.6 | .3 | .0003 | 11,965 | .0003 | 1,272 | .0000 | .0003 | .0003 | .0002 | .0002 |
| Madison | 11.3 | .0045 | 6.1 | 24 | 75.6 | 3.3 | .0035 | 97,622 | .0026 | 54,615 | .0030 | .0031 | .0054 | .0038 | .0020 |
| Marion | 9.9 | .0039 | −4.5 | 26 | 69.0 | 4.0 | .0043 | 95,092 | .0026 | 35,370 | .0020 | .0027 | .0069 | .0040 | .0020 |
| Martin | 4.9 | .0019 | 4.6 | 5 | 97.7 | 1.6 | .0017 | 52,525 | .0014 | 27,207 | .0015 | .0014 | .0021 | .0019 | .0010 |
| Mason | 3.3 | .0013 | −10.4 | 4 | 99.2 | 1.4 | .0015 | 32,295 | .0008 | 21,687 | .0012 | .0011 | .0026 | .0017 | .0008 |
| Matagorda | 36.4 | .0144 | −3.8 | 33 | 83.4 | 12.9 | .0137 | 414,399 | .0111 | 222,878 | .0122 | .0122 | .0193 | .0139 | .0106 |
| Maverick | 37.6 | .0148 | 19.8 | 29 | 97.6 | 10.1 | .0108 | 211,962 | .0057 | 153,575 | .0084 | .0082 | .0199 | .0124 | .0075 |
| Medina | 28.4 | .0112 | 22.6 | 21 | 98.9 | 9.5 | .0102 | 296,496 | .0080 | 182,889 | .0101 | .0093 | .0144 | .0113 | .0060 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES | | | | | | | | | | | | | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980-91 | Pop. Per Sq. Mi. (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **TEXAS (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Menard | 2.2 | .0009 | -6.2 | 2 | 99.4 | .9 | .0009 | 23,169 | .0006 | 4,085 | .0002 | .0006 | .0014 | .0010 | .0005 |
| Midland | 108.1 | .0426 | 30.8 | 120 | 90.9 | 39.5 | .0422 | 1,703,611 | .0457 | 857,033 | .0470 | .0454 | .0463 | .0436 | .0411 |
| Milam | 22.6 | .0089 | -.6 | 22 | 86.6 | 8.6 | .0092 | 235,333 | .0063 | 107,131 | .0059 | .0068 | .0152 | .0088 | .0050 |
| Mills | 4.5 | .0018 | .5 | 6 | 99.6 | 1.8 | .0019 | 52,474 | .0014 | 19,364 | .0011 | .0013 | .0026 | .0019 | .0012 |
| Mitchell | 7.8 | .0030 | -14.2 | 9 | 95.3 | 3.0 | .0032 | 81,423 | .0022 | 42,972 | .0023 | .0024 | .0049 | .0034 | .0020 |
| Montague | 17.1 | .0068 | -1.8 | 18 | 99.4 | 6.8 | .0073 | 190,337 | .0051 | 90,802 | .0050 | .0054 | .0105 | .0076 | .0044 |
| Montgomery | 189.4 | .0747 | 48.9 | 181 | 94.6 | 66.1 | .0705 | 2,888,196 | .0774 | 902,110 | .0496 | .0685 | .0602 | .0602 | .0604 |
| Moore | 17.9 | .0070 | 8.0 | 20 | 96.3 | 6.1 | .0065 | 198,927 | .0054 | 104,089 | .0057 | .0058 | .0068 | .0072 | .0055 |
| Morris | 13.0 | .0051 | -11.1 | 51 | 74.3 | 4.9 | .0053 | 148,982 | .0040 | 34,841 | .0019 | .0035 | .0065 | .0047 | .0032 |
| Motley | 1.5 | .0006 | -23.1 | 2 | 95.1 | .6 | .0006 | 13,699 | .0003 | 5,296 | .0003 | .0005 | .0011 | .0006 | .0003 |
| Nacogdoches | 56.0 | .0221 | 19.7 | 59 | 82.6 | 20.6 | .0220 | 589,867 | .0159 | 391,531 | .0215 | .0188 | .0329 | .0224 | .0167 |
| Navarro | 40.5 | .0160 | 14.7 | 38 | 80.0 | 15.0 | .0160 | 444,360 | .0119 | 272,169 | .0149 | .0136 | .0215 | .0175 | .0122 |
| Newton | 13.6 | .0053 | 2.6 | 15 | 77.4 | 4.9 | .0052 | 118,320 | .0032 | 30,196 | .0017 | .0031 | .0077 | .0051 | .0029 |
| Nolan | 16.5 | .0065 | -5.0 | 18 | 94.3 | 6.1 | .0065 | 167,997 | .0045 | 83,548 | .0046 | .0049 | .0084 | .0071 | .0043 |
| Nueces | 294.3 | .1161 | 9.7 | 352 | 94.1 | 100.8 | .1076 | 3,666,960 | .0983 | 2,162,670 | .1187 | .1081 | .1283 | .1147 | .1004 |
| Ochiltree | 8.7 | .0034 | -9.3 | 9 | 98.3 | 3.1 | .0034 | 123,390 | .0033 | 46,399 | .0025 | .0031 | .0034 | .0034 | .0031 |
| Oldham | 2.3 | .0009 | .7 | 2 | 97.1 | .7 | .0007 | 26,051 | .0007 | 6,685 | .0004 | .0006 | .0006 | .0006 | .0005 |
| Orange | 80.2 | .0316 | -4.3 | 225 | 90.7 | 28.9 | .0308 | 955,951 | .0256 | 455,559 | .0250 | .0266 | .0355 | .0313 | .0242 |
| Palo Pinto | 24.8 | .0098 | 3.1 | 26 | 95.7 | 9.5 | .0102 | 261,319 | .0070 | 158,426 | .0087 | .0081 | .0139 | .0124 | .0065 |
| Panola | 22.3 | .0088 | 7.6 | 28 | 81.4 | 8.4 | .0090 | 233,502 | .0063 | 106,562 | .0059 | .0068 | .0117 | .0084 | .0054 |
| Parker | 69.3 | .0273 | 55.3 | 77 | 98.0 | 24.6 | .0262 | 979,023 | .0263 | 372,344 | .0204 | .0246 | .0232 | .0238 | .0220 |
| Parmer | 9.6 | .0038 | -13.0 | 11 | 98.2 | 3.2 | .0034 | 98,431 | .0026 | 35,718 | .0020 | .0027 | .0042 | .0040 | .0022 |
| Pecos | 14.3 | .0057 | -2.2 | 3 | 98.6 | 4.6 | .0049 | 139,458 | .0037 | 74,227 | .0041 | .0042 | .0073 | .0051 | .0032 |
| Polk | 31.9 | .0125 | 30.7 | 30 | 85.0 | 12.3 | .0132 | 345,730 | .0093 | 181,538 | .0099 | .0101 | .0191 | .0138 | .0083 |
| Potter | 96.8 | .0382 | -1.9 | 106 | 86.6 | 36.8 | .0393 | 1,010,825 | .0271 | 1,142,556 | .0627 | .0401 | .0623 | .0537 | .0412 |
| Presidio | 7.0 | .0028 | 34.9 | 2 | 99.3 | 2.4 | .0025 | 54,875 | .0015 | 28,765 | .0016 | .0017 | .0045 | .0026 | .0014 |
| Rains | 7.2 | .0028 | 48.8 | 31 | 95.4 | 2.8 | .0030 | 86,899 | .0023 | 21,334 | .0012 | .0022 | .0031 | .0030 | .0023 |
| Randall | 92.8 | .0366 | 23.6 | 101 | 97.3 | 36.0 | .0384 | 1,522,432 | .0409 | 772,962 | .0424 | .0404 | .0297 | .0387 | .0382 |
| Reagan | 4.3 | .0017 | 4.0 | 4 | 97.0 | 1.3 | .0014 | 44,261 | .0011 | 21,601 | .0012 | .0012 | .0014 | .0017 | .0009 |
| Real | 2.5 | .0010 | 1.3 | 4 | 98.9 | .9 | .0010 | 19,320 | .0006 | 10,580 | .0006 | .0006 | .0016 | .0011 | .0004 |
| Red River | 14.2 | .0056 | -11.8 | 14 | 79.1 | 5.6 | .0060 | 131,528 | .0035 | 52,417 | .0029 | .0039 | .0100 | .0054 | .0030 |
| Reeves | 15.5 | .0061 | -1.9 | 6 | 97.4 | 4.7 | .0050 | 122,145 | .0033 | 68,243 | .0037 | .0039 | .0077 | .0053 | .0032 |
| Refugio | 7.8 | .0030 | -16.0 | 10 | 91.4 | 2.9 | .0031 | 86,453 | .0023 | 40,732 | .0023 | .0025 | .0044 | .0033 | .0020 |
| Roberts | 1.0 | .0004 | -15.8 | 1 | 99.7 | .4 | .0004 | 15,746 | .0004 | 2,026 | .0001 | .0003 | .0004 | .0003 | .0003 |
| Robertson | 15.5 | .0062 | 5.8 | 18 | 72.7 | 5.8 | .0062 | 166,832 | .0045 | 56,125 | .0031 | .0043 | .0095 | .0051 | .0033 |
| Rockwall | 28.4 | .0112 | 95.5 | 220 | 95.8 | 9.8 | .0105 | 516,418 | .0138 | 174,443 | .0095 | .0121 | .0071 | .0083 | .0099 |
| Runnels | 11.1 | .0043 | -6.5 | 11 | 98.1 | 4.3 | .0045 | 111,544 | .0030 | 35,210 | .0020 | .0030 | .0061 | .0047 | .0026 |
| Rusk | 44.1 | .0174 | 6.6 | 48 | 79.0 | 16.5 | .0177 | 535,144 | .0144 | 152,909 | .0084 | .0131 | .0199 | .0154 | .0128 |
| Sabine | 9.8 | .0039 | 12.6 | 20 | 88.8 | 4.1 | .0043 | 108,254 | .0029 | 45,123 | .0024 | .0031 | .0067 | .0048 | .0026 |
| San Augustine | 8.0 | .0031 | -8.9 | 15 | 71.8 | 3.1 | .0033 | 68,609 | .0018 | 36,617 | .0021 | .0021 | .0055 | .0032 | .0017 |
| San Jacinto | 16.9 | .0067 | 47.8 | 30 | 84.8 | 6.4 | .0069 | 169,187 | .0045 | 39,349 | .0021 | .0042 | .0100 | .0055 | .0037 |
| San Patricio | 58.7 | .0231 | 1.2 | 85 | 97.5 | 18.7 | .0199 | 551,373 | .0148 | 248,841 | .0137 | .0161 | .0268 | .0207 | .0129 |
| San Saba | 5.4 | .0022 | -7.6 | 5 | 99.6 | 2.1 | .0023 | 57,493 | .0016 | 27,106 | .0015 | .0016 | .0041 | .0020 | .0009 |
| Schleicher | 2.8 | .0011 | -.7 | 2 | 98.9 | 1.0 | .0011 | 29,927 | .0008 | 5,598 | .0003 | .0007 | .0012 | .0010 | .0006 |
| Scurry | 18.0 | .0071 | -1.1 | 20 | 93.9 | 6.2 | .0066 | 201,119 | .0054 | 105,927 | .0058 | .0059 | .0072 | .0071 | .0054 |
| Shackelford | 3.1 | .0012 | -20.8 | 3 | 99.3 | 1.3 | .0014 | 43,154 | .0011 | 10,627 | .0006 | .0011 | .0017 | .0015 | .0007 |
| Shelby | 22.3 | .0088 | -3.4 | 28 | 78.1 | 8.6 | .0091 | 223,746 | .0060 | 112,809 | .0062 | .0065 | .0139 | .0093 | .0060 |
| Sherman | 2.8 | .0011 | -11.8 | 3 | 99.1 | 1.0 | .0011 | 32,406 | .0009 | 9,180 | .0005 | .0008 | .0010 | .0011 | .0006 |
| Smith | 154.8 | .0610 | 20.6 | 167 | 78.3 | 58.2 | .0621 | 2,076,837 | .0557 | 1,322,221 | .0726 | .0618 | .0716 | .0695 | .0612 |
| Somervell | 5.8 | .0023 | 39.6 | 31 | 98.7 | 2.1 | .0023 | 69,689 | .0019 | 22,711 | .0012 | .0018 | .0030 | .0021 | .0015 |
| Starr | 43.2 | .0170 | 58.4 | 35 | 99.7 | 11.0 | .0117 | 192,427 | .0051 | 111,731 | .0061 | .0079 | .0251 | .0109 | .0059 |
| Stephens | 8.6 | .0034 | -13.4 | 10 | 96.6 | 3.4 | .0036 | 89,406 | .0024 | 56,178 | .0031 | .0028 | .0057 | .0040 | .0019 |
| Sterling | 1.4 | .0006 | 16.1 | 2 | 99.3 | .5 | .0006 | 21,500 | .0006 | 5,354 | .0003 | .0005 | .0006 | .0005 | .0004 |
| Stonewall | 2.0 | .0008 | -16.9 | 2 | 94.9 | .8 | .0008 | 22,946 | .0006 | 5,496 | .0003 | .0006 | .0010 | .0009 | .0005 |
| Sutton | 3.9 | .0015 | -24.0 | 3 | 99.3 | 1.4 | .0015 | 48,414 | .0013 | 16,028 | .0009 | .0012 | .0020 | .0015 | .0010 |
| Swisher | 8.0 | .0032 | -17.7 | 9 | 94.9 | 2.9 | .0031 | 82,420 | .0022 | 28,567 | .0016 | .0022 | .0039 | .0032 | .0019 |
| Tarrant | 1,225.7 | .4832 | 42.4 | 1,419 | 84.5 | 459.5 | .4905 | 20,197,058 | .5416 | 10,473,249 | .5750 | .5399 | .4434 | .4919 | .5251 |
| Taylor | 120.1 | .0474 | 8.3 | 131 | 91.6 | 43.6 | .0466 | 1,521,975 | .0409 | 931,907 | .0512 | .0453 | .0476 | .0537 | .0417 |
| Terrell | 1.4 | .0005 | -12.2 | 1 | 99.4 | .5 | .0005 | 15,782 | .0004 | 4,939 | .0002 | .0003 | .0006 | .0004 | .0003 |
| Terry | 12.9 | .0051 | -11.5 | 14 | 95.9 | 4.3 | .0046 | 155,126 | .0041 | 62,490 | .0035 | .0042 | .0058 | .0045 | .0033 |
| Throckmorton | 1.7 | .0007 | -17.2 | 2 | 99.4 | .8 | .0009 | 20,253 | .0006 | 4,708 | .0002 | .0004 | .0012 | .0008 | .0003 |
| Titus | 24.3 | .0096 | 13.3 | 59 | 85.7 | 8.5 | .0090 | 302,781 | .0081 | 191,993 | .0106 | .0092 | .0109 | .0098 | .0083 |
| Tom Green | 100.6 | .0396 | 18.7 | 66 | 94.0 | 36.2 | .0387 | 1,275,751 | .0342 | 715,038 | .0392 | .0368 | .0421 | .0428 | .0372 |
| Travis | 601.8 | .2373 | 43.4 | 608 | 85.1 | 243.2 | .2596 | 9,809,809 | .2631 | 5,397,938 | .2964 | .2679 | .2875 | .2745 | .2775 |
| Trinity | 11.7 | .0046 | 23.8 | 17 | 86.2 | 4.8 | .0051 | 136,627 | .0036 | 55,039 | .0030 | .0037 | .0072 | .0052 | .0029 |
| Tyler | 17.0 | .0067 | 4.8 | 18 | 87.8 | 6.1 | .0065 | 166,685 | .0045 | 76,277 | .0042 | .0048 | .0086 | .0066 | .0038 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES | | | | | | | | | | | | | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980-91 | Pop Per Sq. Mi. (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **TEXAS (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Upshur | 31.5 | .0124 | 10.2 | 54 | 87.6 | 11.4 | .0122 | 341,237 | .0092 | 140,046 | .0077 | .0094 | .0143 | .0123 | .0077 |
| Upton | 4.3 | .0017 | -6.9 | 3 | 97.2 | 1.5 | .0016 | 48,100 | .0013 | 11,446 | .0006 | .0012 | .0019 | .0016 | .0011 |
| Uvalde | 23.6 | .0093 | 5.2 | 15 | 99.0 | 7.7 | .0082 | 227,069 | .0060 | 165,517 | .0091 | .0076 | .0130 | .0099 | .0052 |
| Val Verde | 39.4 | .0156 | 9.7 | 12 | 96.8 | 12.0 | .0128 | 332,967 | .0090 | 210,174 | .0115 | .0109 | .0191 | .0147 | .0096 |
| Van Zandt | 39.3 | .0155 | 25.1 | 46 | 95.6 | 14.8 | .0158 | 409,943 | .0110 | 180,212 | .0099 | .0116 | .0202 | .0166 | .0095 |
| Victoria | 74.4 | .0293 | 8.1 | 84 | 92.6 | 26.3 | .0281 | 947,794 | .0254 | 591,622 | .0325 | .0284 | .0345 | .0305 | .0279 |
| Walker | 53.1 | .0209 | 27.1 | 67 | 74.2 | 15.6 | .0166 | 552,777 | .0148 | 303,238 | .0167 | .0166 | .0229 | .0182 | .0114 |
| Waller | 23.7 | .0094 | 19.7 | 46 | 62.4 | 7.4 | .0079 | 265,605 | .0071 | 212,957 | .0116 | .0090 | .0104 | .0094 | .0054 |
| Ward | 12.5 | .0049 | -10.6 | 15 | 95.4 | 4.2 | .0045 | 133,319 | .0036 | 44,570 | .0025 | .0034 | .0053 | .0044 | .0032 |
| Washington | 26.6 | .0105 | 20.9 | 44 | 78.1 | 9.8 | .0105 | 311,857 | .0084 | 181,064 | .0099 | .0093 | .0140 | .0108 | .0096 |
| Webb | 139.2 | .0549 | 40.2 | 41 | 99.2 | 35.8 | .0382 | 1,016,874 | .0272 | 899,643 | .0494 | .0394 | .0628 | .0470 | .0439 |
| Wharton | 39.6 | .0156 | -1.6 | 36 | 83.7 | 14.1 | .0151 | 453,851 | .0122 | 231,604 | .0127 | .0130 | .0202 | .0151 | .0120 |
| Wheeler | 5.6 | .0022 | -21.5 | 6 | 96.0 | 2.2 | .0023 | 61,335 | .0017 | 30,300 | .0017 | .0018 | .0034 | .0025 | .0014 |
| Wichita | 122.3 | .0482 | 1.0 | 195 | 88.1 | 45.2 | .0483 | 1,516,167 | .0406 | 968,316 | .0532 | .0460 | .0526 | .0553 | .0427 |
| Wilbarger | 14.7 | .0058 | -7.7 | 15 | 89.5 | 5.6 | .0059 | 160,265 | .0043 | 89,806 | .0049 | .0047 | .0074 | .0062 | .0045 |
| Willacy | 17.8 | .0070 | 1.7 | 30 | 99.3 | 5.0 | .0054 | 121,527 | .0033 | 56,271 | .0031 | .0040 | .0088 | .0056 | .0028 |
| Williamson | 149.0 | .0588 | 94.7 | 133 | 93.2 | 52.2 | .0557 | 2,172,093 | .0582 | 735,441 | .0404 | .0530 | .0506 | .0483 | .0505 |
| Wilson | 23.9 | .0094 | 42.6 | 30 | 98.5 | 7.9 | .0084 | 247,821 | .0067 | 93,370 | .0051 | .0067 | .0093 | .0084 | .0054 |
| Winkler | 8.1 | .0032 | -18.6 | 10 | 97.0 | 2.7 | .0029 | 86,105 | .0023 | 32,258 | .0018 | .0023 | .0037 | .0029 | .0023 |
| Wise | 35.7 | .0141 | 34.3 | 39 | 97.8 | 12.5 | .0134 | 436,490 | .0117 | 259,456 | .0142 | .0130 | .0146 | .0144 | .0095 |
| Wood | 30.2 | .0119 | 22.3 | 46 | 91.6 | 11.8 | .0126 | 371,175 | .0099 | 164,962 | .0091 | .0101 | .0155 | .0130 | .0087 |
| Yoakum | 8.7 | .0034 | 4.8 | 11 | 98.6 | 2.8 | .0029 | 96,205 | .0026 | 38,906 | .0021 | .0026 | .0041 | .0030 | .0023 |
| Young | 17.6 | .0070 | -7.8 | 19 | 97.8 | 6.9 | .0074 | 205,210 | .0055 | 111,211 | .0061 | .0059 | .0097 | .0076 | .0053 |
| Zapata | 9.8 | .0038 | 47.9 | 10 | 99.8 | 3.0 | .0032 | 73,607 | .0020 | 19,077 | .0011 | .0021 | .0048 | .0030 | .0016 |
| Zavala | 12.3 | .0049 | 5.4 | 9 | 96.8 | 3.4 | .0036 | 69,442 | .0019 | 23,121 | .0012 | .0023 | .0068 | .0035 | .0015 |
| **TOTAL METRO COUNTIES** | **14,294.4** | **5.6363** | **26.5** | **310** | **84.3** | **5,091.6** | **5.4353** | **206,192,412** | **5.5294** | **110,048,187** | **6.0418** | **5.7049** | **5.7181** | **5.6531** | **5.5921** |
| **TOTAL STATE** | **17,434.7** | **6.8741** | **22.6** | **67** | **85.4** | **6,222.6** | **6.6425** | **240,066,570** | **6.4379** | **126,161,041** | **6.9266** | **6.6717** | **7.3427** | **6.8911** | **6.4116** |
| **UTAH** | | | | | | | | | | | | | | | |
| **PROVO - OREM** | **271.7** | **.1072** | **24.6** | **136** | **97.5** | **72.3** | **.0772** | **2,613,258** | **.0701** | **1,173,520** | **.0644** | **.0758** | **.0739** | **.0807** | **.0703** |
| Utah | 271.7 | .1072 | 24.6 | 136 | 97.5 | 72.3 | .0772 | 2,613,258 | .0701 | 1,173,520 | .0644 | .0758 | .0739 | .0807 | .0703 |
| **SALT LAKE CITY - OGDEN** | **1,103.5** | **.4351** | **21.2** | **682** | **95.6** | **357.4** | **.3815** | **13,709,209** | **.3675** | **7,391,884** | **.4059** | **.3927** | **.3527** | **.3959** | **.4234** |
| Davis | 196.2 | .0774 | 33.9 | 644 | 96.3 | 56.0 | .0598 | 2,349,951 | .0630 | 1,009,760 | .0555 | .0636 | .0461 | .0541 | .0644 |
| Salt Lake | 745.6 | .2940 | 20.4 | 1,011 | 95.3 | 247.0 | .2637 | 9,372,187 | .2513 | 5,191,536 | .2850 | .2700 | .2522 | .2811 | .2980 |
| Weber | 161.7 | .0637 | 11.8 | 281 | 96.0 | 54.4 | .0580 | 1,987,071 | .0532 | 1,190,588 | .0654 | .0591 | .0544 | .0607 | .0610 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Beaver | 4.6 | .0018 | 5.1 | 2 | 98.5 | 1.6 | .0017 | 44,253 | .0011 | 22,923 | .0013 | .0013 | .0021 | .0020 | .0009 |
| Box Elder | 37.7 | .0149 | 13.5 | 7 | 98.1 | 11.3 | .0121 | 426,650 | .0115 | 170,378 | .0093 | .0115 | .0093 | .0099 | .0108 |
| Cache | 72.0 | .0283 | 25.9 | 62 | 96.0 | 21.0 | .0224 | 699,187 | .0187 | 337,536 | .0186 | .0206 | .0224 | .0239 | .0206 |
| Carbon | 19.8 | .0079 | -10.7 | 13 | 98.2 | 6.8 | .0073 | 216,205 | .0058 | 103,089 | .0056 | .0062 | .0085 | .0071 | .0061 |
| Daggett | .7 | .0002 | -9.0 | 1 | 97.7 | .3 | .0003 | 8,463 | .0003 | 2,006 | .0001 | .0002 | .0003 | .0004 | .0001 |
| Davis | 196.2 | .0774 | 33.9 | 644 | 96.3 | 56.0 | .0598 | 2,349,951 | .0630 | 1,009,760 | .0555 | .0636 | .0461 | .0541 | .0644 |
| Duchesne | 12.1 | .0048 | -3.7 | 4 | 93.6 | 3.6 | .0038 | 106,668 | .0028 | 52,743 | .0029 | .0033 | .0045 | .0041 | .0029 |
| Emery | 10.1 | .0039 | -11.8 | 2 | 99.2 | 3.0 | .0032 | 102,616 | .0028 | 25,739 | .0014 | .0025 | .0025 | .0026 | .0025 |
| Garfield | 4.1 | .0017 | 11.6 | 1 | 97.9 | 1.3 | .0014 | 34,150 | .0009 | 13,226 | .0007 | .0011 | .0015 | .0016 | .0007 |
| Grand | 6.4 | .0025 | -22.3 | 2 | 96.2 | 2.4 | .0026 | 65,156 | .0018 | 29,966 | .0017 | .0019 | .0034 | .0027 | .0019 |
| Iron | 21.0 | .0083 | 21.0 | 6 | 96.0 | 6.3 | .0067 | 189,417 | .0050 | 136,480 | .0075 | .0064 | .0073 | .0085 | .0058 |
| Juab | 5.7 | .0022 | 3.1 | 2 | 98.2 | 1.8 | .0019 | 54,690 | .0015 | 29,912 | .0016 | .0017 | .0018 | .0019 | .0014 |
| Kane | 5.5 | .0022 | 36.7 | 1 | 97.8 | 1.9 | .0021 | 53,099 | .0014 | 22,798 | .0012 | .0015 | .0024 | .0024 | .0012 |
| Millard | 10.9 | .0043 | 21.5 | 2 | 97.2 | 3.2 | .0034 | 96,051 | .0026 | 47,215 | .0026 | .0030 | .0036 | .0035 | .0028 |
| Morgan | 5.7 | .0022 | 15.9 | 9 | 99.5 | 1.6 | .0017 | 64,840 | .0017 | 9,710 | .0006 | .0014 | .0012 | .0012 | .0014 |
| Piute | 1.3 | .0005 | -2.2 | 2 | 99.2 | .5 | .0005 | 12,418 | .0004 | 2,333 | .0001 | .0003 | .0006 | .0005 | .0003 |
| Rich | 1.7 | .0007 | -19.1 | 2 | 99.6 | .5 | .0005 | 15,699 | .0004 | 5,290 | .0003 | .0004 | .0005 | .0006 | .0003 |
| Salt Lake | 745.6 | .2940 | 20.4 | 1,011 | 95.3 | 247.0 | .2637 | 9,372,187 | .2513 | 5,191,536 | .2850 | .2700 | .2522 | .2811 | .2980 |
| San Juan | 12.7 | .0050 | 3.6 | 2 | 43.6 | 3.4 | .0036 | 79,522 | .0022 | 22,067 | .0012 | .0024 | .0052 | .0032 | .0019 |
| Sanpete | 16.9 | .0066 | 15.6 | 11 | 97.3 | 4.9 | .0053 | 139,668 | .0037 | 57,124 | .0032 | .0042 | .0072 | .0056 | .0032 |
| Sevier | 15.4 | .0061 | 4.6 | 8 | 97.5 | 4.9 | .0052 | 145,254 | .0039 | 93,269 | .0051 | .0047 | .0056 | .0057 | .0054 |
| Summit | 16.6 | .0066 | 62.8 | 9 | 98.9 | 5.6 | .0060 | 282,603 | .0076 | 141,524 | .0078 | .0074 | .0062 | .0061 | .0067 |
| Tooele | 26.9 | .0106 | 3.3 | 4 | 96.6 | 8.7 | .0093 | 300,149 | .0080 | 116,283 | .0063 | .0081 | .0085 | .0084 | .0071 |
| Uintah | 22.0 | .0086 | 7.3 | 5 | 88.8 | 6.6 | .0070 | 194,014 | .0052 | 85,880 | .0048 | .0057 | .0077 | .0075 | .0049 |
| Utah | 271.7 | .1072 | 24.6 | 136 | 97.5 | 72.3 | .0772 | 2,613,258 | .0701 | 1,173,520 | .0644 | .0758 | .0739 | .0807 | .0703 |
| Wasatch | 10.5 | .0041 | 23.2 | 9 | 99.1 | 3.2 | .0034 | 117,085 | .0032 | 30,830 | .0017 | .0029 | .0028 | .0032 | .0026 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES METRO AREA County | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980-91 | Pop Per Sq. Mi. (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **UTAH (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Washington | 52.5 | .0207 | 101.4 | 22 | 97.6 | 16.5 | .0176 | 529,475 | .0142 | 322,525 | .0177 | .0165 | .0179 | .0209 | .0175 |
| Wayne | 2.2 | .0009 | 15.1 | 1 | 97.8 | .7 | .0008 | 18,995 | .0005 | 5,449 | .0003 | .0005 | .0009 | .0009 | .0003 |
| Weber | 161.7 | .0637 | 11.8 | 281 | 96.0 | 54.4 | .0580 | 1,987,071 | .0532 | 1,190,588 | .0654 | .0591 | .0544 | .0607 | .0610 |
| **TOTAL METRO COUNTIES** | **1,375.2** | **.5423** | **21.9** | **380** | **95.9** | **429.7** | **.4587** | **16,322,467** | **.4376** | **8,565,404** | **.4703** | **.4685** | **.4266** | **.4766** | **.4937** |
| **TOTAL STATE** | **1,770.2** | **.6979** | **21.2** | **22** | **95.7** | **551.3** | **.5885** | **20,318,794** | **.5448** | **10,451,699** | **.5739** | **.5842** | **.5605** | **.6110** | **.6030** |
| **VERMONT** | | | | | | | | | | | | | | | |
| **BURLINGTON** | **140.4** | **.0554** | **16.9** | **226** | **98.0** | **51.8** | **.0552** | **2,244,893** | **.0602** | **1,189,146** | **.0653** | **.0609** | **.0496** | **.0544** | **.0618** |
| Chittenden | 135.1 | .0533 | 16.9 | 251 | 97.9 | 49.8 | .0531 | 2,172,129 | .0583 | 1,170,130 | .0642 | .0591 | .0480 | .0523 | .0603 |
| Grand Isle | 5.3 | .0021 | 14.9 | 64 | 99.1 | 2.0 | .0021 | 72,764 | .0019 | 19,016 | .0011 | .0018 | .0016 | .0021 | .0015 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Addison | 33.6 | .0133 | 14.3 | 44 | 98.7 | 11.7 | .0125 | 433,116 | .0117 | 201,888 | .0110 | .0118 | .0112 | .0130 | .0105 |
| Bennington | 36.4 | .0143 | 9.2 | 54 | 99.0 | 13.9 | .0149 | 495,414 | .0132 | 429,009 | .0236 | .0165 | .0178 | .0185 | .0168 |
| Caledonia | 28.3 | .0112 | 9.7 | 43 | 99.1 | 10.6 | .0113 | 334,459 | .0090 | 180,087 | .0099 | .0097 | .0128 | .0129 | .0100 |
| Chittenden | 135.1 | .0533 | 16.9 | 251 | 97.9 | 49.8 | .0531 | 2,172,129 | .0583 | 1,170,130 | .0642 | .0591 | .0480 | .0523 | .0603 |
| Essex | 6.6 | .0026 | 4.5 | 10 | 99.3 | 2.5 | .0027 | 70,525 | .0019 | 11,039 | .0006 | .0017 | .0026 | .0028 | .0016 |
| Franklin | 40.8 | .0160 | 17.3 | 64 | 98.1 | 14.6 | .0156 | 478,605 | .0128 | 266,100 | .0146 | .0139 | .0170 | .0168 | .0133 |
| Grand Isle | 5.3 | .0021 | 14.9 | 64 | 99.1 | 2.0 | .0021 | 72,764 | .0019 | 19,016 | .0011 | .0018 | .0016 | .0021 | .0015 |
| Lamoille | 20.2 | .0080 | 20.5 | 44 | 99.2 | 7.6 | .0082 | 262,647 | .0071 | 144,027 | .0079 | .0074 | .0089 | .0088 | .0063 |
| Orange | 26.5 | .0104 | 16.5 | 38 | 99.3 | 9.5 | .0101 | 318,531 | .0085 | 119,241 | .0065 | .0084 | .0097 | .0104 | .0074 |
| Orleans | 24.2 | .0096 | 3.2 | 35 | 99.3 | 8.9 | .0095 | 259,460 | .0070 | 164,665 | .0091 | .0080 | .0123 | .0115 | .0066 |
| Rutland | 62.9 | .0248 | 7.8 | 67 | 99.3 | 24.0 | .0256 | 804,765 | .0216 | 537,169 | .0295 | .0247 | .0271 | .0291 | .0235 |
| Washington | 55.9 | .0220 | 6.7 | 81 | 99.0 | 21.3 | .0228 | 763,683 | .0205 | 438,588 | .0241 | .0219 | .0231 | .0243 | .0206 |
| Windham | 42.2 | .0167 | 14.3 | 53 | 98.7 | 16.5 | .0176 | 554,061 | .0148 | 392,494 | .0215 | .0171 | .0199 | .0205 | .0175 |
| Windsor | 54.8 | .0216 | 7.4 | 56 | 98.9 | 21.9 | .0233 | 778,840 | .0209 | 376,416 | .0207 | .0209 | .0224 | .0253 | .0191 |
| **TOTAL METRO COUNTIES** | **140.4** | **.0554** | **16.9** | **226** | **98.0** | **51.8** | **.0552** | **2,244,893** | **.0602** | **1,189,146** | **.0653** | **.0609** | **.0496** | **.0544** | **.0618** |
| **TOTAL STATE** | **572.8** | **.2259** | **12.0** | **62** | **98.7** | **214.8** | **.2293** | **7,798,999** | **.2092** | **4,449,869** | **.2443** | **.2229** | **.2344** | **.2483** | **.2150** |
| **VIRGINIA** | | | | | | | | | | | | | | | |
| **CHARLOTTESVILLE** | **133.8** | **.0528** | **17.8** | **114** | **83.4** | **49.9** | **.0532** | **1,994,139** | **.0534** | **1,076,098** | **.0591** | **.0551** | **.0550** | **.0551** | **.0572** |
| Albemarle | 69.7 | .0275 | 24.9 | 96 | 87.5 | 25.2 | .0269 | 1,125,701 | .0302 | 217,801 | .0120 | .0242 | .0175 | .0219 | .0258 |
| Charlottesville city | 40.6 | .0160 | 1.7 | 3,942 | 75.7 | 16.2 | .0173 | 576,061 | .0154 | 818,993 | .0449 | .0244 | .0298 | .0262 | .0247 |
| Fluvanna | 12.9 | .0051 | 25.9 | 45 | 77.8 | 4.7 | .0050 | 161,012 | .0043 | 17,607 | .0010 | .0036 | .0042 | .0038 | .0037 |
| Greene | 10.6 | .0042 | 39.0 | 68 | 93.3 | 3.8 | .0040 | 131,365 | .0035 | 21,697 | .0012 | .0029 | .0035 | .0032 | .0030 |
| **DANVILLE** | **107.6** | **.0425** | **−3.8** | **106** | **67.5** | **42.0** | **.0449** | **1,216,447** | **.0326** | **671,019** | **.0368** | **.0359** | **.0568** | **.0489** | **.0326** |
| Danville city | 53.1 | .0210 | 16.3 | 1,232 | 61.4 | 21.8 | .0233 | 609,194 | .0163 | 565,662 | .0310 | .0218 | .0354 | .0288 | .0187 |
| Pittsylvania | 54.5 | .0215 | −17.6 | 56 | 73.5 | 20.2 | .0216 | 607,253 | .0163 | 105,357 | .0058 | .0141 | .0214 | .0201 | .0139 |
| **LYNCHBURG** | **142.3** | **.0561** | **.7** | **138** | **77.9** | **52.9** | **.0565** | **1,675,672** | **.0450** | **1,024,751** | **.0562** | **.0506** | **.0663** | **.0653** | **.0482** |
| Amherst | 28.6 | .0113 | −1.8 | 60 | 79.1 | 9.8 | .0105 | 308,969 | .0083 | 112,829 | .0062 | .0082 | .0112 | .0108 | .0072 |
| Campbell | 48.0 | .0189 | 5.7 | 95 | 85.2 | 18.1 | .0193 | 566,263 | .0152 | 194,699 | .0106 | .0146 | .0185 | .0197 | .0144 |
| Lynchburg city | 65.7 | .0259 | −1.6 | 1,330 | 72.0 | 25.0 | .0267 | 800,440 | .0215 | 717,223 | .0394 | .0278 | .0366 | .0348 | .0266 |
| **NORFOLK - VIRGINIA BEACH - NEWPORT NEWS** | **1,447.2** | **.5705** | **24.7** | **859** | **68.1** | **511.9** | **.5464** | **19,448,668** | **.5216** | **10,037,389** | **.5510** | **.5401** | **.4946** | **.5840** | **.5604** |
| Chesapeake city | 161.5 | .0636 | 41.1 | 474 | 70.9 | 55.4 | .0591 | 2,167,201 | .0581 | 1,016,251 | .0558 | .0585 | .0468 | .0574 | .0549 |
| Gloucester | 32.3 | .0127 | 60.6 | 149 | 88.7 | 11.8 | .0126 | 394,899 | .0106 | 164,091 | .0090 | .0105 | .0121 | .0127 | .0100 |
| Hampton city | 136.1 | .0537 | 11.0 | 2,627 | 58.0 | 50.6 | .0540 | 1,802,935 | .0483 | 1,318,021 | .0724 | .0566 | .0483 | .0623 | .0590 |
| James City | 37.5 | .0148 | 67.9 | 262 | 81.6 | 14.0 | .0149 | 619,818 | .0166 | 195,555 | .0107 | .0145 | .0091 | .0131 | .0308 |
| Newport News city | 173.0 | .0683 | 19.4 | 2,533 | 62.9 | 65.2 | .0696 | 2,202,193 | .0591 | 1,249,231 | .0686 | .0636 | .0693 | .0770 | .0617 |
| Norfolk city | 266.0 | .1048 | −.4 | 4,944 | 56.7 | 90.6 | .0967 | 3,164,784 | .0849 | 1,843,870 | .1012 | .0938 | .1107 | .1176 | .0883 |
| Poquoson city | 11.4 | .0045 | 30.6 | 735 | 97.4 | 3.9 | .0041 | 170,612 | .0046 | 26,232 | .0014 | .0037 | .0029 | .0033 | .0035 |
| Portsmouth city | 104.1 | .0411 | −.5 | 3,145 | 50.9 | 38.9 | .0416 | 1,139,514 | .0306 | 608,420 | .0334 | .0335 | .0505 | .0472 | .0316 |
| Suffolk city | 53.3 | .0210 | 11.9 | 133 | 55.2 | 19.0 | .0203 | 669,531 | .0179 | 268,577 | .0148 | .0176 | .0213 | .0193 | .0168 |
| Virginia Beach city | 415.8 | .1640 | 58.6 | 1,675 | 80.3 | 143.6 | .1533 | 6,269,754 | .1682 | 2,847,285 | .1563 | .1638 | .1047 | .1529 | .1778 |
| Williamsburg city | 11.9 | .0046 | 15.6 | 1,384 | 80.6 | 3.7 | .0040 | 153,701 | .0041 | 354,335 | .0195 | .0088 | .0083 | .0089 | .0110 |
| York | 44.3 | .0174 | 24.9 | 420 | 81.8 | 15.2 | .0162 | 693,726 | .0186 | 145,521 | .0079 | .0152 | .0106 | .0123 | .0150 |
| **RICHMOND - PETERSBURG** | **886.6** | **.3496** | **16.5** | **301** | **68.9** | **340.2** | **.3631** | **13,703,755** | **.3672** | **6,782,404** | **.3722** | **.3651** | **.3257** | **.3615** | **.3830** |
| Charles City | 6.2 | .0025 | −7.4 | 34 | 30.0 | 2.2 | .0024 | 68,428 | .0018 | 5,416 | .0003 | .0015 | .0018 | .0020 | .0017 |
| Chesterfield | 221.0 | .0871 | 56.3 | 519 | 84.3 | 77.6 | .0828 | 3,592,171 | .0963 | 1,569,783 | .0862 | .0914 | .0484 | .0726 | .0979 |
| Colonial Heights city | 16.0 | .0064 | −3.1 | 2,133 | 96.6 | 6.4 | .0068 | 269,914 | .0072 | 140,939 | .0077 | .0072 | .0064 | .0067 | .0070 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES |  |  |  |  |  |  |  |  |  |  |  |  | Graduated Buying Power Indexes |  |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980-91 | Pop Per Sq. Mi. (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **VIRGINIA (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **RICHMOND - PETERSBURG (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Dinwiddie | 20.9 | .0082 | -7.5 | 41 | 64.9 | 7.5 | .0080 | 257,441 | .0069 | 24,857 | .0013 | .0055 | .0066 | .0069 | .0057 |
| Goochland | 14.7 | .0058 | 25.0 | 52 | 71.0 | 5.1 | .0054 | 255,368 | .0069 | 40,642 | .0022 | .0052 | .0040 | .0041 | .0050 |
| Hanover | 66.5 | .0262 | 31.9 | 141 | 89.7 | 23.9 | .0255 | 1,083,254 | .0291 | 403,195 | .0222 | .0263 | .0188 | .0215 | .0278 |
| Henrico | 225.0 | .0888 | 24.5 | 945 | 76.5 | 92.3 | .0985 | 3,825,196 | .1025 | 1,840,306 | .1010 | .0994 | .0795 | .1001 | .1135 |
| Hopewell city | 23.0 | .0091 | -1.7 | 2,255 | 71.6 | 9.0 | .0096 | 300,059 | .0080 | 157,377 | .0086 | .0083 | .0097 | .0098 | .0078 |
| New Kent | 11.1 | .0044 | 26.4 | 53 | 78.5 | 3.9 | .0042 | 169,776 | .0045 | 26,440 | .0014 | .0035 | .0024 | .0028 | .0036 |
| Petersburg city | 38.4 | .0151 | -6.5 | 1,677 | 24.7 | 14.5 | .0155 | 400,989 | .0107 | 469,799 | .0258 | .0162 | .0244 | .0207 | .0126 |
| Powhatan | 15.9 | .0062 | 21.7 | 61 | 78.8 | 4.7 | .0050 | 245,710 | .0066 | 33,698 | .0018 | .0051 | .0030 | .0036 | .0043 |
| Prince George | 27.8 | .0110 | 8.0 | 105 | 67.8 | 8.4 | .0090 | 415,489 | .0111 | 37,363 | .0021 | .0084 | .0034 | .0062 | .0083 |
| Richmond city | 200.1 | .0788 | -8.7 | 3,329 | 42.7 | 84.7 | .0904 | 2,819,960 | .0756 | 2,032,589 | .1116 | .0871 | .1173 | .1045 | .0878 |
| **ROANOKE** | **225.0** | **.0889** | **2.1** | **264** | **86.7** | **90.0** | **.0961** | **3,173,337** | **.0851** | **2,090,618** | **.1147** | **.0947** | **.0969** | **.1094** | **.0968** |
| Botetourt | 25.5 | .0101 | 9.6 | 47 | 95.2 | 9.3 | .0099 | 336,670 | .0090 | 79,566 | .0044 | .0078 | .0079 | .0090 | .0073 |
| Roanoke | 80.0 | .0316 | 9.7 | 319 | 96.4 | 30.7 | .0328 | 1,275,267 | .0342 | 351,304 | .0192 | .0292 | .0235 | .0275 | .0348 |
| Roanoke city | 95.4 | .0377 | -4.8 | 2,224 | 74.3 | 40.7 | .0435 | 1,210,638 | .0325 | 1,184,920 | .0650 | .0433 | .0524 | .0572 | .0452 |
| Salem city | 24.1 | .0095 | .6 | 1,651 | 94.6 | 9.3 | .0099 | 350,762 | .0094 | 474,828 | .0261 | .0144 | .0131 | .0157 | .0095 |
| **ALL COUNTIES** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Accomack | 32.0 | .0126 | 2.3 | 70 | 65.3 | 12.8 | .0137 | 334,852 | .0090 | 166,752 | .0091 | .0099 | .0187 | .0158 | .0091 |
| Albemarle | 69.7 | .0275 | 24.9 | 96 | 87.5 | 25.2 | .0269 | 1,125,701 | .0302 | 217,801 | .0120 | .0242 | .0175 | .0219 | .0258 |
| ☐ Alexandria city | 111.8 | .0441 | 8.3 | 7,307 | 73.1 | 53.4 | .0570 | 2,883,913 | .0774 | 1,405,354 | .0772 | .0706 | .0354 | .0474 | .0711 |
| Alleghany | 12.8 | .0050 | -10.7 | 29 | 97.1 | 4.8 | .0051 | 163,791 | .0044 | 13,562 | .0007 | .0034 | .0039 | .0042 | .0036 |
| Amelia | 8.9 | .0035 | 5.9 | 25 | 68.6 | 3.1 | .0033 | 95,986 | .0025 | 21,644 | .0012 | .0024 | .0030 | .0034 | .0022 |
| Amherst | 28.6 | .0113 | -1.8 | 60 | 79.1 | 9.8 | .0105 | 308,969 | .0083 | 112,829 | .0062 | .0082 | .0112 | .0108 | .0072 |
| Appomattox | 12.3 | .0048 | 2.7 | 37 | 76.9 | 4.5 | .0048 | 125,766 | .0034 | 47,448 | .0026 | .0034 | .0053 | .0052 | .0032 |
| ☐ Arlington | 171.5 | .0677 | 12.4 | 6,622 | 81.5 | 78.3 | .0836 | 4,127,595 | .1107 | 1,360,705 | .0747 | .0913 | .0492 | .0630 | .0878 |
| Augusta | 55.8 | .0220 | 10.5 | 57 | 96.0 | 20.3 | .0217 | 718,194 | .0192 | 208,991 | .0115 | .0174 | .0160 | .0211 | .0164 |
| Bath | 4.6 | .0018 | -21.5 | 9 | 95.3 | 1.9 | .0020 | 58,613 | .0016 | 15,722 | .0009 | .0015 | .0021 | .0018 | .0014 |
| Bedford | 47.4 | .0187 | 35.7 | 63 | 92.3 | 18.0 | .0192 | 693,378 | .0186 | 41,978 | .0023 | .0137 | .0122 | .0153 | .0144 |
| Bedford city | 6.1 | .0024 | 1.8 | 897 | 76.8 | 2.5 | .0026 | 67,555 | .0018 | 107,067 | .0059 | .0031 | .0055 | .0037 | .0029 |
| Bland | 6.5 | .0025 | 2.4 | 18 | 96.2 | 2.2 | .0024 | 59,008 | .0016 | 20,539 | .0011 | .0016 | .0026 | .0024 | .0013 |
| Botetourt | 25.5 | .0101 | 9.6 | 47 | 95.2 | 9.3 | .0099 | 336,670 | .0090 | 79,566 | .0044 | .0078 | .0079 | .0090 | .0073 |
| ☐ Bristol city | 18.1 | .0072 | -5.0 | 1,560 | 93.7 | 7.4 | .0079 | 188,241 | .0050 | 234,374 | .0129 | .0080 | .0136 | .0100 | .0097 |
| Brunswick | 15.9 | .0063 | 1.7 | 28 | 41.0 | 5.5 | .0058 | 144,484 | .0039 | 43,809 | .0024 | .0040 | .0080 | .0058 | .0036 |
| Buchanan | 30.4 | .0119 | -20.0 | 60 | 99.4 | 10.7 | .0115 | 277,078 | .0074 | 128,013 | .0070 | .0083 | .0176 | .0132 | .0070 |
| Buckingham | 13.0 | .0052 | 10.6 | 22 | 58.9 | 4.4 | .0047 | 119,369 | .0032 | 33,870 | .0019 | .0031 | .0058 | .0043 | .0027 |
| Buena Vista city | 6.3 | .0025 | -8.8 | 926 | 95.0 | 2.4 | .0026 | 69,189 | .0019 | 36,917 | .0020 | .0020 | .0033 | .0029 | .0016 |
| Campbell | 48.0 | .0189 | 5.7 | 95 | 85.2 | 18.1 | .0193 | 566,263 | .0152 | 194,699 | .0106 | .0146 | .0185 | .0197 | .0144 |
| Caroline | 19.5 | .0077 | 8.9 | 37 | 61.8 | 6.7 | .0071 | 230,535 | .0062 | 50,752 | .0028 | .0054 | .0071 | .0062 | .0052 |
| Carroll | 26.2 | .0103 | -3.9 | 55 | 99.4 | 10.3 | .0110 | 244,775 | .0066 | 72,323 | .0040 | .0066 | .0143 | .0119 | .0062 |
| Charles City | 6.2 | .0025 | -7.4 | 34 | 30.0 | 2.2 | .0024 | 68,428 | .0018 | 5,416 | .0003 | .0015 | .0018 | .0020 | .0017 |
| Charlotte | 11.7 | .0046 | -4.6 | 25 | 63.6 | 4.3 | .0046 | 104,507 | .0028 | 24,229 | .0013 | .0027 | .0061 | .0047 | .0022 |
| Charlottesville city | 40.6 | .0160 | 1.7 | 3,942 | 75.7 | 16.2 | .0173 | 576,061 | .0154 | 818,993 | .0449 | .0244 | .0298 | .0262 | .0247 |
| Chesapeake city | 161.5 | .0636 | 41.1 | 474 | 70.9 | 55.4 | .0591 | 2,167,201 | .0581 | 1,016,251 | .0558 | .0585 | .0468 | .0574 | .0549 |
| Chesterfield | 221.0 | .0871 | 56.3 | 519 | 84.3 | 77.6 | .0828 | 3,592,171 | .0963 | 1,569,783 | .0862 | .0914 | .0484 | .0726 | .0979 |
| Clarke | 12.5 | .0049 | 25.4 | 71 | 91.4 | 4.3 | .0046 | 199,009 | .0054 | 21,600 | .0012 | .0041 | .0031 | .0031 | .0039 |
| Clifton Forge city | 4.6 | .0018 | -8.8 | 1,484 | 85.0 | 1.9 | .0021 | 52,579 | .0015 | 28,339 | .0016 | .0015 | .0033 | .0021 | .0011 |
| Colonial Heights city | 16.0 | .0064 | -3.1 | 2,133 | 96.6 | 6.4 | .0068 | 269,914 | .0072 | 140,939 | .0077 | .0072 | .0064 | .0067 | .0070 |
| Covington city | 6.8 | .0026 | -25.0 | 1,545 | 85.1 | 3.0 | .0032 | 76,927 | .0021 | 141,223 | .0078 | .0038 | .0054 | .0055 | .0034 |
| Craig | 4.5 | .0018 | 14.0 | 14 | 99.6 | 1.7 | .0018 | 56,476 | .0015 | 3,944 | .0002 | .0011 | .0014 | .0015 | .0012 |
| Culpeper | 28.9 | .0114 | 27.8 | 76 | 81.9 | 10.1 | .0108 | 422,076 | .0113 | 165,350 | .0091 | .0108 | .0096 | .0094 | .0103 |
| Cumberland | 7.8 | .0031 | -1.0 | 26 | 61.7 | 2.8 | .0030 | 75,869 | .0020 | 29,340 | .0016 | .0020 | .0042 | .0030 | .0021 |
| Danville city | 53.1 | .0210 | 16.3 | 1,232 | 61.4 | 21.8 | .0233 | 609,194 | .0163 | 565,662 | .0310 | .0218 | .0354 | .0288 | .0187 |
| Dickenson | 17.0 | .0067 | -14.2 | 51 | 99.5 | 6.3 | .0067 | 146,887 | .0040 | 57,755 | .0032 | .0043 | .0100 | .0076 | .0033 |
| Dinwiddie | 20.9 | .0082 | -7.5 | 41 | 64.9 | 7.5 | .0080 | 257,441 | .0069 | 24,857 | .0013 | .0055 | .0066 | .0069 | .0057 |
| Emporia city | 6.1 | .0024 | 26.0 | 884 | 52.6 | 1.9 | .0020 | 51,313 | .0014 | 103,688 | .0057 | .0029 | .0041 | .0036 | .0021 |
| Essex | 8.7 | .0034 | -1.9 | 34 | 61.7 | 3.3 | .0035 | 108,779 | .0029 | 94,216 | .0052 | .0037 | .0048 | .0043 | .0040 |
| ☐ Fairfax | 858.1 | .3384 | 44.0 | 2,169 | 82.7 | 305.6 | .3263 | 21,200,803 | .5685 | 6,891,549 | .3784 | .4655 | .1867 | .2148 | .4931 |
| ☐ Fairfax city | 19.5 | .0077 | -5.1 | 3,145 | 86.9 | 7.3 | .0078 | 375,032 | .0100 | 796,842 | .0438 | .0197 | .0088 | .0166 | .0193 |
| ☐ Falls Church city | 9.6 | .0038 | .9 | 4,800 | 91.1 | 4.2 | .0045 | 250,669 | .0068 | 269,385 | .0148 | .0085 | .0046 | .0061 | .0099 |
| Fauquier | 51.6 | .0203 | 43.8 | 79 | 88.6 | 17.5 | .0186 | 914,067 | .0245 | 284,127 | .0156 | .0209 | .0150 | .0150 | .0182 |
| Floyd | 12.2 | .0048 | 5.5 | 32 | 97.4 | 4.9 | .0053 | 132,615 | .0036 | 40,239 | .0022 | .0034 | .0059 | .0055 | .0032 |
| Fluvanna | 12.9 | .0051 | 25.9 | 45 | 77.8 | 4.7 | .0050 | 161,012 | .0043 | 17,607 | .0010 | .0036 | .0042 | .0038 | .0037 |
| Franklin | 40.2 | .0159 | 12.5 | 58 | 89.2 | 15.0 | .0160 | 479,098 | .0129 | 144,690 | .0079 | .0119 | .0159 | .0158 | .0120 |
| Franklin city | 7.9 | .0031 | 2.3 | 1,026 | 46.5 | 3.0 | .0032 | 81,242 | .0021 | 93,232 | .0051 | .0033 | .0058 | .0042 | .0028 |
| Frederick | 47.8 | .0188 | 40.0 | 115 | 97.4 | 17.2 | .0184 | 611,857 | .0164 | 134,377 | .0074 | .0142 | .0129 | .0160 | .0145 |
| Fredericksburg city | 20.4 | .0080 | 14.9 | 1,943 | 76.7 | 8.1 | .0086 | 282,813 | .0076 | 539,470 | .0296 | .0143 | .0151 | .0160 | .0093 |

1992 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES | | | | | | | | | | | | | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980-91 | Pop Per Sq. Mi. (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **VIRGINIA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Galax city | 6.6 | .0026 | 1.2 | 815 | 93.6 | 2.8 | .0030 | 72,615 | .0020 | 125,214 | .0069 | .0035 | .0052 | .0046 | .0033 |
| Giles | 16.2 | .0064 | -9.0 | 45 | 98.1 | 6.4 | .0068 | 180,856 | .0048 | 89,110 | .0049 | .0052 | .0084 | .0079 | .0046 |
| Gloucester | 32.3 | .0127 | 60.6 | 149 | 88.7 | 11.8 | .0126 | 394,899 | .0106 | 164,091 | .0090 | .0105 | .0121 | .0127 | .0100 |
| Goochland | 14.7 | .0058 | 25.0 | 52 | 71.0 | 5.1 | .0054 | 255,368 | .0069 | 40,642 | .0022 | .0052 | .0040 | .0041 | .0050 |
| Grayson | 16.2 | .0064 | -2.3 | 37 | 96.9 | 6.5 | .0070 | 164,492 | .0044 | 21,291 | .0012 | .0039 | .0077 | .0070 | .0040 |
| Greene | 10.6 | .0042 | 39.0 | 68 | 93.3 | 3.8 | .0040 | 131,365 | .0035 | 21,697 | .0012 | .0029 | .0035 | .0032 | .0030 |
| Greensville | 8.7 | .0034 | -20.2 | 29 | 44.1 | 3.1 | .0033 | 90,529 | .0024 | 6,737 | .0003 | .0021 | .0034 | .0027 | .0020 |
| Halifax | 28.9 | .0114 | -5.6 | 36 | 60.4 | 10.7 | .0115 | 264,446 | .0071 | 61,633 | .0034 | .0069 | .0141 | .0118 | .0063 |
| Hampton city | 136.1 | .0537 | 11.0 | 2,627 | 58.0 | 50.6 | .0540 | 1,802,935 | .0483 | 1,318,021 | .0724 | .0566 | .0483 | .0623 | .0590 |
| Hanover | 66.5 | .0262 | 31.9 | 141 | 89.7 | 23.9 | .0255 | 1,083,254 | .0291 | 403,195 | .0222 | .0263 | .0188 | .0215 | .0278 |
| Harrisonburg city | 31.3 | .0123 | 27.0 | 1,778 | 91.3 | 10.5 | .0112 | 371,202 | .0100 | 444,881 | .0244 | .0149 | .0157 | .0160 | .0146 |
| Henrico | 225.0 | .0888 | 24.5 | 945 | 76.5 | 92.3 | .0985 | 3,825,196 | .1025 | 1,840,306 | .1010 | .0994 | .0795 | .1001 | .1135 |
| Henry | 57.3 | .0225 | -.6 | 150 | 76.6 | 22.0 | .0235 | 628,608 | .0169 | 208,058 | .0114 | .0163 | .0250 | .0252 | .0157 |
| Highland | 2.6 | .0011 | -11.5 | 6 | 99.8 | 1.1 | .0012 | 29,359 | .0008 | 6,507 | .0004 | .0008 | .0015 | .0011 | .0006 |
| Hopewell city | 23.0 | .0091 | -1.7 | 2,255 | 71.6 | 9.0 | .0096 | 300,059 | .0080 | 157,377 | .0086 | .0083 | .0097 | .0098 | .0078 |
| Isle of Wight | 25.7 | .0101 | 19.0 | 81 | 69.4 | 9.4 | .0100 | 314,304 | .0084 | 87,824 | .0048 | .0076 | .0098 | .0093 | .0073 |
| James City | 37.5 | .0148 | 67.9 | 262 | 81.6 | 14.0 | .0149 | 619,818 | .0166 | 195,555 | .0107 | .0145 | .0091 | .0131 | .0308 |
| King and Queen | 6.3 | .0025 | 5.6 | 20 | 57.6 | 2.3 | .0025 | 74,919 | .0021 | 5,997 | .0004 | .0016 | .0020 | .0020 | .0016 |
| King George | 14.0 | .0055 | 32.8 | 78 | 78.9 | 4.9 | .0052 | 224,982 | .0060 | 35,195 | .0019 | .0047 | .0032 | .0040 | .0045 |
| King William | 11.2 | .0044 | 20.0 | 41 | 68.1 | 4.0 | .0043 | 161,165 | .0043 | 70,837 | .0039 | .0042 | .0037 | .0042 | .0042 |
| Lancaster | 11.1 | .0044 | 9.6 | 83 | 70.1 | 4.7 | .0050 | 193,782 | .0052 | 88,415 | .0048 | .0049 | .0067 | .0048 | .0048 |
| Lee | 24.2 | .0095 | -6.8 | 55 | 99.4 | 9.1 | .0097 | 186,553 | .0050 | 83,916 | .0047 | .0058 | .0176 | .0101 | .0040 |
| Lexington city | 6.9 | .0027 | -5.4 | 2,760 | 86.7 | 2.1 | .0023 | 68,009 | .0018 | 104,080 | .0057 | .0032 | .0043 | .0033 | .0026 |
| ☐ Loudoun | 91.8 | .0362 | 59.9 | 177 | 90.3 | 32.5 | .0347 | 1,773,243 | .0476 | 701,353 | .0385 | .0427 | .0219 | .0256 | .0401 |
| Louisa | 20.7 | .0082 | 16.1 | 42 | 74.8 | 7.6 | .0081 | 282,105 | .0075 | 50,839 | .0028 | .0062 | .0073 | .0066 | .0057 |
| Lunenburg | 11.3 | .0044 | -6.8 | 26 | 62.3 | 4.4 | .0047 | 115,577 | .0031 | 40,335 | .0022 | .0031 | .0058 | .0050 | .0029 |
| Lynchburg city | 65.7 | .0259 | -1.6 | 1,330 | 72.0 | 25.0 | .0267 | 800,440 | .0215 | 717,223 | .0394 | .0278 | .0366 | .0348 | .0266 |
| Madison | 12.2 | .0049 | 19.2 | 38 | 85.9 | 4.2 | .0045 | 131,798 | .0036 | 39,146 | .0021 | .0034 | .0045 | .0043 | .0029 |
| ☐ Manassas city | 30.2 | .0119 | 94.8 | 3,020 | 85.6 | 10.2 | .0109 | 553,105 | .0148 | 598,684 | .0329 | .0196 | .0133 | .0144 | .0168 |
| ☐ Manassas Park city | 6.9 | .0027 | 5.8 | 3,833 | 89.4 | 2.2 | .0023 | 88,781 | .0024 | 6,449 | .0003 | .0018 | .0009 | .0013 | .0022 |
| Martinsville city | 16.0 | .0063 | -11.9 | 1,455 | 61.7 | 6.8 | .0073 | 209,566 | .0056 | 269,158 | .0148 | .0086 | .0106 | .0108 | .0082 |
| Mathews | 8.5 | .0033 | 6.3 | 99 | 86.2 | 3.7 | .0040 | 112,570 | .0030 | 23,507 | .0013 | .0025 | .0042 | .0034 | .0026 |
| Mecklenburg | 29.3 | .0116 | -.5 | 47 | 61.6 | 11.3 | .0120 | 299,082 | .0080 | 174,960 | .0096 | .0092 | .0169 | .0137 | .0088 |
| Middlesex | 8.8 | .0034 | 14.0 | 68 | 75.9 | 3.6 | .0039 | 127,465 | .0034 | 37,647 | .0021 | .0030 | .0043 | .0039 | .0027 |
| Montgomery | 75.1 | .0296 | 18.7 | 193 | 91.9 | 26.7 | .0285 | 831,546 | .0223 | 525,323 | .0288 | .0257 | .0359 | .0328 | .0215 |
| Nelson | 12.8 | .0051 | 4.9 | 27 | 81.6 | 4.8 | .0051 | 151,363 | .0041 | 62,867 | .0035 | .0042 | .0057 | .0056 | .0033 |
| New Kent | 11.1 | .0044 | 26.4 | 53 | 78.5 | 3.9 | .0042 | 169,776 | .0045 | 26,440 | .0014 | .0035 | .0024 | .0028 | .0036 |
| Newport News city | 173.0 | .0683 | 19.4 | 2,533 | 62.9 | 65.2 | .0696 | 2,202,193 | .0591 | 1,249,231 | .0686 | .0636 | .0693 | .0770 | .0617 |
| Norfolk city | 266.0 | .1048 | -.4 | 4,944 | 56.7 | 90.6 | .0967 | 3,164,784 | .0849 | 1,843,870 | .1012 | .0938 | .1107 | .1176 | .0883 |
| Northampton | 13.0 | .0051 | -11.1 | 63 | 54.0 | 5.1 | .0054 | 144,203 | .0039 | 53,518 | .0030 | .0039 | .0078 | .0053 | .0030 |
| Northumberland | 10.6 | .0042 | 7.9 | 55 | 71.0 | 4.5 | .0048 | 148,447 | .0040 | 35,276 | .0019 | .0034 | .0052 | .0044 | .0030 |
| Norton city | 4.2 | .0017 | -11.7 | 575 | 92.2 | 1.7 | .0018 | 37,543 | .0010 | 70,667 | .0039 | .0020 | .0035 | .0026 | .0016 |
| Nottoway | 14.9 | .0058 | 1.6 | 47 | 57.9 | 5.2 | .0056 | 142,769 | .0038 | 85,400 | .0047 | .0045 | .0080 | .0065 | .0040 |
| Orange | 22.2 | .0088 | 22.9 | 65 | 85.8 | 8.3 | .0088 | 301,928 | .0081 | 105,291 | .0058 | .0074 | .0072 | .0082 | .0075 |
| Page | 22.1 | .0087 | 13.9 | 71 | 97.6 | 8.2 | .0088 | 243,936 | .0065 | 162,971 | .0089 | .0078 | .0102 | .0107 | .0063 |
| Patrick | 17.4 | .0069 | -1.4 | 36 | 92.6 | 6.9 | .0073 | 189,547 | .0051 | 57,533 | .0032 | .0049 | .0088 | .0070 | .0044 |
| Petersburg city | 38.4 | .0151 | -6.5 | 1,677 | 24.7 | 14.5 | .0155 | 400,989 | .0107 | 469,799 | .0258 | .0162 | .0244 | .0207 | .0126 |
| Pittsylvania | 54.5 | .0215 | -17.6 | 56 | 73.5 | 20.2 | .0216 | 607,253 | .0163 | 105,357 | .0058 | .0141 | .0214 | .0201 | .0139 |
| Poquoson city | 11.4 | .0045 | 30.6 | 735 | 97.4 | 3.9 | .0041 | 170,612 | .0046 | 26,232 | .0014 | .0037 | .0029 | .0033 | .0035 |
| Portsmouth city | 104.1 | .0411 | -.5 | 3,145 | 50.9 | 38.9 | .0416 | 1,139,514 | .0306 | 608,420 | .0334 | .0335 | .0505 | .0472 | .0316 |
| Powhatan | 15.9 | .0062 | 21.7 | 61 | 78.8 | 4.7 | .0050 | 245,710 | .0066 | 33,698 | .0018 | .0051 | .0030 | .0036 | .0043 |
| Prince Edward | 17.5 | .0069 | 6.3 | 50 | 63.3 | 5.4 | .0058 | 160,096 | .0043 | 140,427 | .0077 | .0059 | .0093 | .0069 | .0056 |
| Prince George | 27.8 | .0110 | 8.0 | 105 | 67.8 | 8.4 | .0090 | 415,489 | .0111 | 37,363 | .0021 | .0084 | .0034 | .0062 | .0083 |
| ☐ Prince William | 229.8 | .0906 | 58.9 | 679 | 84.1 | 74.2 | .0792 | 3,951,958 | .1060 | 1,486,833 | .0816 | .0956 | .0452 | .0578 | .1176 |
| Pulaski | 34.5 | .0136 | -2.1 | 108 | 93.7 | 13.3 | .0142 | 351,337 | .0094 | 154,947 | .0085 | .0099 | .0176 | .0164 | .0084 |
| Radford city | 16.2 | .0064 | 20.4 | 1,653 | 92.2 | 5.2 | .0055 | 146,293 | .0039 | 122,490 | .0068 | .0052 | .0092 | .0067 | .0043 |
| Rappahannock | 6.7 | .0026 | 10.0 | 25 | 92.8 | 2.5 | .0026 | 101,073 | .0027 | 16,364 | .0009 | .0022 | .0020 | .0023 | .0021 |
| Richmond | 7.3 | .0029 | 5.0 | 38 | 69.5 | 2.7 | .0029 | 84,180 | .0023 | 53,638 | .0030 | .0026 | .0036 | .0032 | .0025 |
| Richmond city | 200.1 | .0788 | -8.7 | 3,329 | 42.7 | 84.7 | .0904 | 2,819,960 | .0756 | 2,032,589 | .1116 | .0871 | .1173 | .1045 | .0878 |
| Roanoke | 80.0 | .0316 | 9.7 | 319 | 96.4 | 30.7 | .0328 | 1,275,267 | .0342 | 351,304 | .0192 | .0292 | .0235 | .0275 | .0348 |
| Roanoke city | 95.4 | .0377 | -4.8 | 2,224 | 74.3 | 40.7 | .0435 | 1,210,638 | .0325 | 1,184,920 | .0650 | .0433 | .0524 | .0572 | .0452 |
| Rockbridge | 18.3 | .0072 | 3.2 | 31 | 96.4 | 7.2 | .0077 | 200,066 | .0054 | 78,638 | .0044 | .0054 | .0078 | .0078 | .0045 |
| Rockingham | 58.7 | .0231 | 12.7 | 69 | 98.1 | 21.2 | .0226 | 729,215 | .0195 | 143,522 | .0078 | .0168 | .0179 | .0211 | .0174 |
| Russell | 28.0 | .0111 | -11.9 | 59 | 98.8 | 10.4 | .0111 | 230,467 | .0062 | 110,314 | .0061 | .0071 | .0173 | .0121 | .0059 |
| Salem city | 24.1 | .0095 | .6 | 1,651 | 94.6 | 9.3 | .0099 | 350,762 | .0094 | 474,828 | .0261 | .0144 | .0131 | .0157 | .0095 |
| ☐ Scott | 22.9 | .0090 | -8.7 | 43 | 99.3 | 8.8 | .0094 | 204,552 | .0055 | 113,246 | .0062 | .0064 | .0162 | .0100 | .0048 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980-91 | Pop Per Sq. Mi. (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes: EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **VIRGINIA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Shenandoah | 32.2 | .0127 | 16.8 | 63 | 98.5 | 12.7 | .0136 | 401,438 | .0108 | 188,045 | .0103 | .0110 | .0142 | .0140 | .0097 |
| Smyth | 32.1 | .0126 | -3.7 | 71 | 97.6 | 12.2 | .0130 | 314,108 | .0084 | 177,798 | .0098 | .0097 | .0175 | .0153 | .0083 |
| Southampton | 17.1 | .0068 | -6.6 | 28 | 55.4 | 6.1 | .0065 | 201,673 | .0054 | 38,521 | .0021 | .0047 | .0074 | .0052 | .0043 |
| South Boston city | 6.7 | .0026 | -5.6 | 1,218 | 62.4 | 2.7 | .0029 | 81,801 | .0022 | 107,599 | .0059 | .0034 | .0041 | .0046 | .0028 |
| Spotsylvania | 61.1 | .0241 | 91.0 | 152 | 88.4 | 20.1 | .0214 | 857,393 | .0230 | 226,957 | .0125 | .0200 | .0099 | .0161 | .0262 |
| ☐ Stafford | 65.5 | .0258 | 61.8 | 243 | 91.2 | 20.8 | .0223 | 1,015,658 | .0272 | 299,749 | .0164 | .0237 | .0127 | .0155 | .0226 |
| Staunton city | 24.6 | .0097 | 12.5 | 1,242 | 86.5 | 9.6 | .0102 | 324,732 | .0087 | 250,094 | .0137 | .0103 | .0123 | .0125 | .0095 |
| Suffolk city | 53.3 | .0210 | 11.9 | 133 | 55.2 | 19.0 | .0203 | 669,531 | .0179 | 268,577 | .0148 | .0176 | .0213 | .0193 | .0168 |
| Surry | 6.3 | .0025 | 4.2 | 23 | 45.4 | 2.3 | .0024 | 63,298 | .0017 | 10,483 | .0006 | .0016 | .0028 | .0026 | .0014 |
| Sussex | 10.1 | .0040 | -7.1 | 21 | 41.9 | 3.8 | .0041 | 100,939 | .0027 | 53,024 | .0029 | .0030 | .0058 | .0042 | .0027 |
| Tazewell | 45.2 | .0178 | -10.5 | 87 | 96.7 | 17.1 | .0182 | 459,088 | .0123 | 396,421 | .0218 | .0163 | .0311 | .0232 | .0114 |
| Virginia Beach city | 415.8 | .1640 | 58.6 | 1,675 | 80.3 | 143.6 | .1533 | 6,269,754 | .1682 | 2,847,285 | .1563 | .1638 | .1047 | .1529 | .1778 |
| Warren | 27.2 | .0107 | 28.3 | 127 | 94.7 | 10.3 | .0110 | 354,877 | .0095 | 169,427 | .0093 | .0096 | .0108 | .0110 | .0091 |
| ☐ Washington | 46.1 | .0182 | -.8 | 82 | 98.3 | 17.6 | .0188 | 498,350 | .0134 | 178,166 | .0098 | .0132 | .0229 | .0208 | .0125 |
| Waynesboro city | 18.5 | .0073 | -.3 | 1,321 | 89.9 | 7.6 | .0081 | 239,971 | .0064 | 193,683 | .0106 | .0079 | .0101 | .0108 | .0075 |
| Westmoreland | 15.7 | .0062 | 11.8 | 68 | 67.1 | 6.2 | .0066 | 198,567 | .0053 | 61,486 | .0033 | .0050 | .0071 | .0067 | .0041 |
| Williamsburg city | 11.9 | .0046 | 15.6 | 1,384 | 80.6 | 3.7 | .0040 | 153,701 | .0041 | 354,335 | .0195 | .0088 | .0083 | .0089 | .0110 |
| Winchester city | 22.9 | .0091 | 13.3 | 2,462 | 88.6 | 9.5 | .0101 | 331,542 | .0089 | 502,919 | .0276 | .0145 | .0153 | .0165 | .0161 |
| Wise | 38.7 | .0152 | -11.8 | 96 | 97.8 | 14.3 | .0153 | 371,100 | .0100 | 251,536 | .0139 | .0121 | .0251 | .0179 | .0096 |
| Wythe | 25.5 | .0101 | -.1 | 55 | 96.1 | 9.9 | .0106 | 254,837 | .0068 | 160,323 | .0088 | .0081 | .0134 | .0130 | .0069 |
| York | 44.3 | .0174 | 24.9 | 420 | 81.8 | 15.2 | .0162 | 693,726 | .0186 | 145,521 | .0079 | .0152 | .0106 | .0123 | .0150 |
| **TOTAL METRO COUNTIES** | **4,624.3** | **1.8237** | **23.5** | **406** | **75.6** | **1,709.4** | **1.8249** | **78,323,918** | **2.1002** | **36,024,968** | **1.9775** | **2.0081** | **1.5267** | **1.7275** | **2.0857** |
| **TOTAL STATE** | **6,348.1** | **2.5029** | **18.7** | **160** | **78.0** | **2,349.7** | **2.5083** | **98,575,962** | **2.6435** | **45,782,963** | **2.5136** | **2.5765** | **2.3205** | **2.4569** | **2.6089** |
| **WASHINGTON** | | | | | | | | | | | | | | | |
| **BELLINGHAM** | **132.5** | **.0523** | **24.2** | **62** | **94.3** | **50.5** | **.0539** | **1,913,245** | **.0513** | **1,090,725** | **.0599** | **.0540** | **.0582** | **.0587** | **.0553** |
| Whatcom | 132.5 | .0523 | 24.2 | 62 | 94.3 | 50.5 | .0539 | 1,913,245 | .0513 | 1,090,725 | .0599 | .0540 | .0582 | .0587 | .0553 |
| **BREMERTON** | **199.4** | **.0786** | **35.5** | **504** | **90.7** | **72.9** | **.0778** | **2,963,850** | **.0795** | **1,178,139** | **.0647** | **.0748** | **.0659** | **.0729** | **.0777** |
| Kitsap | 199.4 | .0786 | 35.5 | 504 | 90.7 | 72.9 | .0778 | 2,963,850 | .0795 | 1,178,139 | .0647 | .0748 | .0659 | .0729 | .0777 |
| **OLYMPIA** | **168.3** | **.0664** | **35.4** | **231** | **92.4** | **64.8** | **.0691** | **2,471,655** | **.0663** | **1,203,358** | **.0660** | **.0662** | **.0637** | **.0696** | **.0678** |
| Thurston | 168.3 | .0664 | 35.4 | 231 | 92.4 | 64.8 | .0691 | 2,471,655 | .0663 | 1,203,358 | .0660 | .0662 | .0637 | .0696 | .0678 |
| **RICHLAND - KENNEWICK - PASCO** | **152.2** | **.0601** | **5.4** | **52** | **95.1** | **55.2** | **.0589** | **2,063,175** | **.0554** | **1,109,990** | **.0609** | **.0579** | **.0613** | **.0592** | **.0527** |
| Benton | 114.1 | .0450 | 4.3 | 67 | 96.0 | 42.9 | .0458 | 1,639,209 | .0440 | 765,207 | .0420 | .0436 | .0452 | .0437 | .0431 |
| Franklin | 38.1 | .0151 | 8.8 | 31 | 92.6 | 12.3 | .0131 | 423,966 | .0114 | 344,783 | .0189 | .0143 | .0161 | .0155 | .0096 |
| **SEATTLE** | **2,032.6** | **.8014** | **26.4** | **482** | **87.3** | **811.2** | **.8660** | **37,732,103** | **1.0118** | **17,886,958** | **.9820** | **.9608** | **.7236** | **.8079** | **1.0641** |
| King | 1,542.9 | .6083 | 21.5 | 726 | 85.3 | 630.6 | .6732 | 29,704,922 | .7966 | 14,314,846 | .7859 | .7557 | .5784 | .6336 | .8309 |
| Snohomish | 489.7 | .1931 | 45.0 | 234 | 93.8 | 180.6 | .1928 | 8,027,181 | .2152 | 3,572,112 | .1961 | .2051 | .1452 | .1743 | .2332 |
| ***SEATTLE - TACOMA CONSOLIDATED AREA*** | ***2,637.5*** | ***1.0399*** | ***26.0*** | ***448*** | ***86.9*** | ***1,032.6*** | ***1.1024*** | ***46,257,962*** | ***1.2405*** | ***22,083,981*** | ***1.2124*** | ***1.1919*** | ***.9392*** | ***1.0485*** | ***1.3012*** |
| **SPOKANE** | **365.4** | **.1441** | **6.9** | **207** | **95.0** | **143.4** | **.1531** | **4,909,450** | **.1317** | **3,118,833** | **.1713** | **.1460** | **.1792** | **.1712** | **.1385** |
| Spokane | 365.4 | .1441 | 6.9 | 207 | 95.0 | 143.4 | .1531 | 4,909,450 | .1317 | 3,118,833 | .1713 | .1460 | .1792 | .1712 | .1385 |
| **TACOMA** | **604.9** | **.2385** | **24.6** | **361** | **85.7** | **221.4** | **.2364** | **8,525,859** | **.2287** | **4,197,023** | **.2304** | **.2311** | **.2156** | **.2406** | **.2371** |
| Pierce | 604.9 | .2385 | 24.6 | 361 | 85.7 | 221.4 | .2364 | 8,525,859 | .2287 | 4,197,023 | .2304 | .2311 | .2156 | .2406 | .2371 |
| **VANCOUVER** | **250.2** | **.0986** | **30.2** | **398** | **95.1** | **92.8** | **.0991** | **3,630,575** | **.0974** | **1,392,459** | **.0765** | **.0913** | **.0828** | **.0919** | **.0935** |
| Clark | 250.2 | .0986 | 30.2 | 398 | 95.1 | 92.8 | .0991 | 3,630,575 | .0974 | 1,392,459 | .0765 | .0913 | .0828 | .0919 | .0935 |
| **YAKIMA** | **191.7** | **.0755** | **11.1** | **45** | **90.4** | **66.7** | **.0712** | **2,128,143** | **.0571** | **1,233,243** | **.0677** | **.0639** | **.0876** | **.0802** | **.0602** |
| Yakima | 191.7 | .0755 | 11.1 | 45 | 90.4 | 66.7 | .0712 | 2,128,143 | .0571 | 1,233,242 | .0677 | .0639 | .0876 | .0802 | .0602 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Adams | 13.7 | .0054 | 3.3 | 7 | 98.2 | 4.6 | .0049 | 141,411 | .0038 | 50,442 | .0028 | .0039 | .0055 | .0050 | .0034 |
| Asotin | 17.6 | .0069 | 4.6 | 28 | 97.5 | 7.0 | .0075 | 209,925 | .0056 | 75,683 | .0041 | .0054 | .0091 | .0072 | .0055 |
| Benton | 114.1 | .0450 | 4.3 | 67 | 96.0 | 42.9 | .0458 | 1,639,209 | .0440 | 765,207 | .0420 | .0436 | .0452 | .0437 | .0431 |
| Chelan | 53.3 | .0210 | 18.3 | 18 | 97.9 | 21.1 | .0225 | 702,974 | .0188 | 466,148 | .0256 | .0213 | .0270 | .0266 | .0191 |
| Clallam | 58.7 | .0232 | 13.7 | 34 | 93.2 | 23.6 | .0252 | 778,865 | .0209 | 397,038 | .0218 | .0216 | .0283 | .0266 | .0213 |
| Clark | 250.2 | .0986 | 30.2 | 398 | 95.1 | 92.8 | .0991 | 3,630,575 | .0974 | 1,392,459 | .0765 | .0913 | .0828 | .0919 | .0935 |
| Columbia | 4.0 | .0016 | -1.4 | 5 | 98.8 | 1.6 | .0017 | 46,396 | .0012 | 10,106 | .0005 | .0012 | .0019 | .0014 | .0009 |
| Cowlitz | 83.9 | .0331 | 5.5 | 74 | 96.4 | 32.3 | .0345 | 1,107,903 | .0298 | 593,555 | .0326 | .0312 | .0386 | .0351 | .0295 |
| Douglas | 27.0 | .0106 | 21.9 | 15 | 98.2 | 10.0 | .0106 | 334,530 | .0089 | 161,090 | .0089 | .0093 | .0134 | .0114 | .0089 |
| Ferry | 6.4 | .0025 | 10.1 | 3 | 81.1 | 2.2 | .0024 | 67,617 | .0018 | 23,699 | .0013 | .0018 | .0028 | .0021 | .0018 |
| Franklin | 38.1 | .0151 | 8.8 | 31 | 92.6 | 12.3 | .0131 | 423,966 | .0114 | 344,783 | .0189 | .0143 | .0161 | .0155 | .0096 |
| Garfield | 2.2 | .0008 | -10.9 | 3 | 99.1 | .9 | .0010 | 26,956 | .0007 | 5,732 | .0003 | .0007 | .0009 | .0009 | .0006 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

S&MM ESTIMATES

| METRO AREA County | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980-91 | Pop Per Sq. Mi. (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **WASHINGTON (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Grant | 55.7 | .0220 | 14.8 | 21 | 96.2 | 20.0 | .0213 | 603,991 | .0162 | 333,277 | .0183 | .0180 | .0275 | .0247 | .0151 |
| Grays Harbor | 64.8 | .0255 | -2.3 | 34 | 94.3 | 25.8 | .0276 | 809,107 | .0217 | 390,257 | .0214 | .0223 | .0338 | .0285 | .0219 |
| Island | 63.9 | .0252 | 45.1 | 306 | 92.1 | 23.1 | .0246 | 922,728 | .0248 | 262,727 | .0145 | .0218 | .0200 | .0251 | .0215 |
| Jefferson | 21.2 | .0084 | 32.8 | 12 | 95.7 | 9.1 | .0097 | 295,904 | .0079 | 96,792 | .0053 | .0073 | .0106 | .0096 | .0068 |
| King | 1,542.9 | .6083 | 21.5 | 726 | 85.3 | 630.6 | .6732 | 29,704,922 | .7966 | 14,314,846 | .7859 | .7557 | .5784 | .6336 | .8309 |
| Kitsap | 199.4 | .0786 | 35.5 | 504 | 90.7 | 72.9 | .0778 | 2,963,850 | .0795 | 1,178,139 | .0647 | .0748 | .0659 | .0729 | .0777 |
| Kittitas | 27.3 | .0108 | 9.7 | 12 | 96.7 | 10.6 | .0113 | 300,197 | .0080 | 184,000 | .0101 | .0092 | .0166 | .0121 | .0079 |
| Klickitat | 16.6 | .0065 | 4.9 | 9 | 95.2 | 6.2 | .0067 | 195,841 | .0053 | 48,048 | .0026 | .0047 | .0073 | .0063 | .0043 |
| Lewis | 60.8 | .0240 | 8.5 | 25 | 97.8 | 23.0 | .0245 | 706,137 | .0189 | 413,538 | .0227 | .0211 | .0313 | .0266 | .0184 |
| Lincoln | 8.8 | .0035 | -8.4 | 4 | 97.9 | 3.6 | .0039 | 111,168 | .0030 | 29,314 | .0017 | .0027 | .0043 | .0037 | .0025 |
| Mason | 40.2 | .0158 | 28.9 | 42 | 93.8 | 15.3 | .0163 | 499,215 | .0134 | 169,324 | .0092 | .0127 | .0185 | .0158 | .0124 |
| Okanogan | 33.8 | .0134 | 10.2 | 6 | 87.5 | 12.8 | .0136 | 351,622 | .0094 | 205,210 | .0113 | .0107 | .0207 | .0160 | .0083 |
| Pacific | 19.2 | .0075 | 11.4 | 20 | 94.1 | 8.0 | .0086 | 221,208 | .0060 | 88,325 | .0049 | .0060 | .0116 | .0088 | .0050 |
| Pend Oreille | 9.0 | .0036 | 4.9 | 6 | 97.2 | 3.4 | .0036 | 89,389 | .0023 | 35,218 | .0019 | .0025 | .0051 | .0040 | .0020 |
| Pierce | 604.9 | .2385 | 24.6 | 361 | 85.7 | 221.4 | .2364 | 8,525,859 | .2287 | 4,197,023 | .2304 | .2311 | .2156 | .2406 | .2371 |
| San Juan | 10.7 | .0042 | 36.5 | 61 | 98.0 | 4.7 | .0050 | 228,582 | .0061 | 72,632 | .0040 | .0051 | .0048 | .0047 | .0044 |
| Skagit | 82.5 | .0325 | 28.6 | 48 | 96.2 | 31.7 | .0338 | 1,176,215 | .0316 | 623,512 | .0342 | .0325 | .0346 | .0361 | .0320 |
| Skamania | 8.4 | .0033 | 6.1 | 5 | 96.6 | 3.1 | .0033 | 97,384 | .0026 | 11,861 | .0007 | .0022 | .0031 | .0027 | .0023 |
| Snohomish | 489.7 | .1931 | 45.0 | 234 | 93.8 | 180.6 | .1928 | 8,027,181 | .2152 | 3,572,112 | .1961 | .2051 | .1452 | .1743 | .2332 |
| Spokane | 365.4 | .1441 | 6.9 | 207 | 95.0 | 143.4 | .1531 | 4,909,450 | .1317 | 3,118,833 | .1713 | .1460 | .1792 | .1712 | .1385 |
| Stevens | 31.5 | .0124 | 8.7 | 13 | 93.2 | 11.5 | .0123 | 349,505 | .0094 | 116,664 | .0064 | .0091 | .0144 | .0111 | .0092 |
| Thurston | 168.3 | .0664 | 35.4 | 231 | 92.4 | 64.8 | .0691 | 2,471,655 | .0663 | 1,203,358 | .0660 | .0662 | .0637 | .0696 | .0678 |
| Wahkiakum | 3.3 | .0013 | -13.9 | 12 | 97.5 | 1.3 | .0014 | 39,745 | .0010 | 6,280 | .0004 | .0010 | .0015 | .0011 | .0009 |
| Walla Walla | 48.6 | .0191 | 2.5 | 38 | 96.0 | 17.7 | .0189 | 584,616 | .0157 | 277,440 | .0152 | .0162 | .0235 | .0198 | .0155 |
| Whatcom | 132.5 | .0523 | 24.2 | 62 | 94.3 | 50.5 | .0539 | 1,913,245 | .0513 | 1,090,725 | .0599 | .0540 | .0582 | .0587 | .0553 |
| Whitman | 38.8 | .0153 | -3.3 | 18 | 92.4 | 13.7 | .0147 | 443,756 | .0119 | 158,542 | .0087 | .0117 | .0192 | .0140 | .0089 |
| Yakima | 191.7 | .0755 | 11.1 | 45 | 90.4 | 66.7 | .0712 | 2,128,143 | .0571 | 1,233,242 | .0677 | .0639 | .0876 | .0802 | .0602 |
| **TOTAL METRO COUNTIES** | **4,097.2** | **1.6155** | **23.3** | **218** | **89.3** | **1,578.9** | **1.6855** | **66,338,055** | **1.7792** | **32,410,727** | **1.7794** | **1.7460** | **1.5379** | **1.6522** | **1.8469** |
| **TOTAL STATE** | **5,009.1** | **1.9749** | **21.2** | **75** | **90.3** | **1,926.8** | **2.0569** | **77,780,942** | **2.0859** | **37,717,181** | **2.0708** | **2.0592** | **1.9738** | **2.0392** | **2.1372** |
| **WEST VIRGINIA** | | | | | | | | | | | | | | | |
| **CHARLESTON** | **249.9** | **.0986** | **-7.3** | **200** | **93.6** | **100.4** | **.1071** | **3,340,037** | **.0895** | **1,825,939** | **.1002** | **.0947** | **.1231** | **.1173** | **.0900** |
| Kanawha | 205.9 | .0812 | -11.0 | 228 | 92.4 | 84.3 | .0900 | 2,798,418 | .0750 | 1,640,185 | .0900 | .0809 | .1063 | .1002 | .0771 |
| Putnam | 44.0 | .0174 | 15.2 | 127 | 99.2 | 16.1 | .0171 | 541,619 | .0145 | 185,754 | .0102 | .0138 | .0168 | .0171 | .0129 |
| **HUNTINGTON - ASHLAND** | **311.0** | **.1226** | **-7.6** | **144** | **97.4** | **119.3** | **.1272** | **3,524,845** | **.0946** | **1,896,545** | **.1042** | **.1027** | **.1630** | **.1325** | **.0979** |
| Cabell | 95.8 | .0378 | -10.3 | 340 | 95.2 | 38.8 | .0414 | 1,213,407 | .0325 | 875,431 | .0481 | .0382 | .0544 | .0467 | .0387 |
| Wayne | 41.3 | .0163 | -10.3 | 82 | 99.6 | 15.6 | .0166 | 420,385 | .0113 | 109,685 | .0060 | .0106 | .0209 | .0158 | .0100 |
| *Boyd, Ky.* | *50.7* | *.0200* | *-8.7* | *316* | *97.5* | *19.7* | *.0211* | *608,711* | *.0164* | *453,880* | *.0250* | *.0196* | *.0268* | *.0235* | *.0171* |
| *Carter, Ky.* | *24.3* | *.0096* | *-3.0* | *59* | *99.7* | *8.7* | *.0092* | *229,713* | *.0062* | *104,421* | *.0057* | *.0067* | *.0121* | *.0095* | *.0064* |
| *Greenup, Ky.* | *36.9* | *.0145* | *-5.7* | *107* | *99.1* | *13.5* | *.0144* | *411,423* | *.0110* | *105,742* | *.0058* | *.0101* | *.0166* | *.0130* | *.0099* |
| *Lawrence, Ohio* | *62.0* | *.0244* | *-2.9* | *136* | *97.2* | *23.0* | *.0245* | *641,206* | *.0172* | *247,386* | *.0136* | *.0175* | *.0322* | *.0240* | *.0158* |
| **PARKERSBURG - MARIETTA** | **148.6** | **.0587** | **-5.9** | **148** | **98.4** | **57.7** | **.0616** | **1,850,848** | **.0497** | **1,085,469** | **.0596** | **.0543** | **.0688** | **.0668** | **.0519** |
| Wood | 86.6 | .0342 | -7.5 | 236 | 98.5 | 34.1 | .0364 | 1,089,043 | .0292 | 721,094 | .0396 | .0332 | .0406 | .0405 | .0319 |
| *Washington, Ohio* | *62.0* | *.0245* | *-3.5* | *98* | *98.2* | *23.6* | *.0252* | *761,805* | *.0205* | *364,375* | *.0200* | *.0211* | *.0282* | *.0263* | *.0200* |
| **STEUBENVILLE - WEIRTON** | **140.8** | **.0555** | **-14.0** | **242** | **95.6** | **54.7** | **.0584** | **1,715,190** | **.0460** | **777,653** | **.0426** | **.0469** | **.0663** | **.0595** | **.0445** |
| Brooke | 26.7 | .0105 | -14.2 | 300 | 98.9 | 10.1 | .0108 | 345,205 | .0093 | 108,456 | .0059 | .0086 | .0106 | .0097 | .0088 |
| Hancock | 35.0 | .0138 | -14.8 | 422 | 97.0 | 13.7 | .0147 | 388,035 | .0104 | 154,123 | .0084 | .0105 | .0180 | .0156 | .0094 |
| *Jefferson, Ohio* | *79.1* | *.0312* | *-13.6* | *193* | *93.8* | *30.9* | *.0329* | *981,950* | *.0263* | *515,074* | *.0283* | *.0278* | *.0377* | *.0342* | *.0263* |
| **WHEELING** | **157.1** | **.0621** | **-15.4** | **165** | **97.6** | **62.3** | **.0665** | **1,841,173** | **.0493** | **1,038,228** | **.0571** | **.0541** | **.0833** | **.0731** | **.0532** |
| Marshall | 37.2 | .0147 | -10.6 | 121 | 99.1 | 14.1 | .0151 | 419,031 | .0112 | 189,465 | .0104 | .0116 | .0193 | .0160 | .0105 |
| Ohio | 50.3 | .0199 | -18.1 | 474 | 96.0 | 20.4 | .0218 | 656,894 | .0176 | 328,301 | .0181 | .0182 | .0259 | .0221 | .0176 |
| *Belmont, Ohio* | *69.6* | *.0275* | *-15.7* | *130* | *97.9* | *27.7* | *.0296* | *765,248* | *.0205* | *520,462* | *.0286* | *.0243* | *.0381* | *.0350* | *.0251* |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Barbour | 15.6 | .0062 | -6.3 | 46 | 97.6 | 5.8 | .0061 | 126,016 | .0034 | 51,595 | .0028 | .0037 | .0102 | .0063 | .0027 |
| Berkeley | 61.5 | .0242 | 31.5 | 191 | 95.6 | 23.3 | .0249 | 777,688 | .0208 | 350,470 | .0193 | .0212 | .0245 | .0245 | .0247 |
| Boone | 25.2 | .0100 | -17.2 | 50 | 99.0 | 9.5 | .0102 | 256,958 | .0069 | 115,216 | .0063 | .0073 | .0155 | .0104 | .0056 |
| Braxton | 12.9 | .0051 | -7.2 | 25 | 99.4 | 4.9 | .0052 | 115,401 | .0031 | 97,762 | .0054 | .0041 | .0085 | .0066 | .0026 |
| Brooke | 26.7 | .0105 | -14.2 | 300 | 98.9 | 10.1 | .0108 | 345,205 | .0093 | 108,456 | .0059 | .0086 | .0106 | .0097 | .0088 |
| Cabell | 95.8 | .0378 | -10.3 | 340 | 95.2 | 38.8 | .0414 | 1,213,407 | .0325 | 875,431 | .0481 | .0382 | .0544 | .0467 | .0387 |
| Calhoun | 7.8 | .0030 | -5.5 | 28 | 99.4 | 2.9 | .0031 | 55,988 | .0015 | 23,622 | .0013 | .0018 | .0055 | .0032 | .0013 |
| Clay | 10.0 | .0040 | -11.2 | 29 | 99.9 | 3.7 | .0039 | 79,865 | .0021 | 20,401 | .0011 | .0022 | .0064 | .0035 | .0019 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980-91 | Pop. Per Sq. Mi. (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **WEST VIRGINIA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Doddridge | 6.9 | .0027 | -7.2 | 22 | 99.3 | 2.6 | .0028 | 62,663 | .0017 | 7,336 | .0004 | .0015 | .0035 | .0029 | .0014 |
| Fayette | 46.7 | .0184 | -19.3 | 70 | 93.5 | 17.9 | .0191 | 447,786 | .0120 | 213,046 | .0117 | .0132 | .0272 | .0218 | .0111 |
| Gilmer | 7.6 | .0030 | -8.8 | 22 | 99.1 | 2.7 | .0029 | 67,963 | .0018 | 17,716 | .0010 | .0018 | .0045 | .0028 | .0014 |
| Grant | 10.5 | .0042 | 2.8 | 22 | 98.6 | 4.0 | .0043 | 126,230 | .0034 | 43,535 | .0024 | .0032 | .0047 | .0043 | .0029 |
| Greenbrier | 34.4 | .0135 | -8.7 | 34 | 96.1 | 13.8 | .0147 | 363,979 | .0098 | 203,770 | .0112 | .0109 | .0197 | .0174 | .0096 |
| Hampshire | 17.2 | .0068 | 15.7 | 27 | 99.0 | 6.5 | .0069 | 187,077 | .0050 | 54,609 | .0030 | .0048 | .0079 | .0069 | .0040 |
| Hancock | 35.0 | .0138 | -14.8 | 422 | 97.0 | 13.7 | .0147 | 388,035 | .0104 | 154,123 | .0084 | .0105 | .0180 | .0156 | .0094 |
| Hardy | 11.4 | .0045 | 13.7 | 20 | 97.9 | 4.4 | .0047 | 116,676 | .0031 | 35,460 | .0020 | .0030 | .0062 | .0048 | .0026 |
| Harrison | 69.0 | .0272 | -11.2 | 166 | 98.1 | 27.0 | .0288 | 755,144 | .0203 | 574,724 | .0315 | .0251 | .0380 | .0353 | .0235 |
| Jackson | 26.1 | .0103 | 1.2 | 56 | 99.5 | 9.7 | .0103 | 267,374 | .0072 | 129,700 | .0071 | .0078 | .0131 | .0111 | .0069 |
| Jefferson | 37.1 | .0146 | 22.4 | 177 | 92.3 | 13.3 | .0142 | 488,898 | .0131 | 138,887 | .0077 | .0117 | .0130 | .0123 | .0116 |
| Kanawha | 205.9 | .0812 | -11.0 | 228 | 92.4 | 84.3 | .0900 | 2,798,418 | .0750 | 1,640,185 | .0900 | .0809 | .1063 | .1002 | .0771 |
| Lewis | 16.9 | .0067 | -10.2 | 43 | 99.2 | 6.5 | .0070 | 153,963 | .0041 | 76,429 | .0042 | .0045 | .0107 | .0071 | .0043 |
| Lincoln | 21.3 | .0084 | -10.0 | 49 | 99.8 | 7.7 | .0082 | 166,152 | .0045 | 44,956 | .0025 | .0048 | .0130 | .0077 | .0037 |
| Logan | 42.1 | .0166 | -16.9 | 93 | 96.4 | 15.1 | .0161 | 385,122 | .0103 | 236,636 | .0130 | .0123 | .0243 | .0182 | .0092 |
| McDowell | 32.9 | .0129 | -34.1 | 62 | 86.5 | 12.1 | .0129 | 241,839 | .0065 | 117,320 | .0064 | .0078 | .0236 | .0132 | .0058 |
| Marion | 56.5 | .0223 | -14.1 | 182 | 96.3 | 22.4 | .0239 | 650,563 | .0175 | 320,923 | .0176 | .0185 | .0297 | .0247 | .0163 |
| Marshall | 37.2 | .0147 | -10.6 | 121 | 99.1 | 14.1 | .0151 | 419,031 | .0112 | 189,465 | .0104 | .0116 | .0193 | .0160 | .0105 |
| Mason | 25.3 | .0099 | -6.5 | 59 | 99.1 | 9.7 | .0103 | 263,141 | .0071 | 75,990 | .0042 | .0067 | .0136 | .0096 | .0059 |
| Mercer | 64.1 | .0253 | -13.2 | 152 | 93.1 | 25.1 | .0268 | 722,899 | .0193 | 443,919 | .0244 | .0222 | .0344 | .0312 | .0192 |
| ☐ Mineral | 27.2 | .0107 | -.1 | 83 | 97.0 | 10.2 | .0109 | 305,327 | .0082 | 83,261 | .0045 | .0075 | .0113 | .0109 | .0077 |
| Mingo | 33.2 | .0131 | -11.1 | 79 | 97.4 | 11.7 | .0125 | 297,329 | .0080 | 127,258 | .0070 | .0087 | .0181 | .0122 | .0094 |
| Monongalia | 76.1 | .0300 | 1.4 | 211 | 95.1 | 29.2 | .0312 | 897,386 | .0241 | 509,019 | .0280 | .0264 | .0417 | .0330 | .0263 |
| Monroe | 12.6 | .0050 | -2.1 | 27 | 98.5 | 4.8 | .0051 | 120,569 | .0032 | 19,440 | .0011 | .0030 | .0061 | .0052 | .0025 |
| Morgan | 12.7 | .0050 | 18.6 | 55 | 98.9 | 5.0 | .0053 | 160,143 | .0043 | 36,973 | .0020 | .0037 | .0051 | .0053 | .0039 |
| Nicholas | 26.7 | .0105 | -5.1 | 41 | 99.7 | 10.0 | .0107 | 237,433 | .0064 | 159,483 | .0087 | .0080 | .0153 | .0133 | .0060 |
| Ohio | 50.3 | .0199 | -18.1 | 474 | 96.0 | 20.4 | .0218 | 656,894 | .0176 | 328,301 | .0181 | .0182 | .0259 | .0221 | .0176 |
| Pendleton | 8.2 | .0032 | 3.7 | 12 | 97.8 | 3.1 | .0033 | 80,911 | .0022 | 22,405 | .0012 | .0020 | .0040 | .0036 | .0018 |
| Pleasants | 7.6 | .0030 | -7.7 | 58 | 99.6 | 2.8 | .0030 | 88,206 | .0023 | 33,449 | .0018 | .0024 | .0037 | .0029 | .0017 |
| Pocahontas | 8.9 | .0035 | -10.3 | 9 | 99.0 | 3.6 | .0038 | 87,997 | .0024 | 37,783 | .0021 | .0024 | .0055 | .0045 | .0021 |
| Preston | 29.0 | .0114 | -4.8 | 45 | 99.5 | 10.7 | .0115 | 277,208 | .0074 | 109,192 | .0060 | .0079 | .0148 | .0125 | .0063 |
| Putnam | 44.0 | .0174 | 15.2 | 127 | 99.2 | 16.1 | .0171 | 541,619 | .0145 | 185,754 | .0102 | .0138 | .0168 | .0171 | .0129 |
| Raleigh | 74.8 | .0295 | -13.9 | 123 | 91.7 | 28.8 | .0308 | 800,300 | .0215 | 525,747 | .0289 | .0252 | .0407 | .0368 | .0211 |
| Randolph | 28.2 | .0111 | -1.9 | 27 | 98.8 | 10.4 | .0111 | 256,661 | .0069 | 167,229 | .0091 | .0085 | .0163 | .0140 | .0065 |
| Ritchie | 10.1 | .0040 | -11.7 | 22 | 99.8 | 3.9 | .0042 | 94,732 | .0025 | 43,880 | .0025 | .0028 | .0064 | .0049 | .0021 |
| Roane | 15.2 | .0060 | -4.7 | 31 | 99.7 | 5.8 | .0061 | 130,537 | .0035 | 60,087 | .0033 | .0039 | .0094 | .0072 | .0027 |
| Summers | 14.1 | .0055 | -11.2 | 39 | 94.5 | 5.2 | .0056 | 124,474 | .0034 | 37,678 | .0020 | .0034 | .0085 | .0057 | .0026 |
| Taylor | 14.9 | .0059 | -10.2 | 86 | 99.0 | 5.7 | .0061 | 139,414 | .0037 | 44,500 | .0025 | .0037 | .0087 | .0063 | .0034 |
| Tucker | 7.7 | .0031 | -11.2 | 18 | 99.7 | 3.0 | .0032 | 78,937 | .0021 | 27,177 | .0015 | .0022 | .0039 | .0036 | .0020 |
| Tyler | 9.7 | .0038 | -14.3 | 38 | 99.6 | 3.7 | .0039 | 99,278 | .0027 | 25,992 | .0014 | .0025 | .0052 | .0036 | .0023 |
| Upshur | 22.7 | .0089 | -3.1 | 64 | 99.0 | 8.1 | .0087 | 210,893 | .0056 | 113,552 | .0062 | .0066 | .0121 | .0101 | .0050 |
| Wayne | 41.3 | .0163 | -10.3 | 82 | 99.6 | 15.6 | .0166 | 420,385 | .0113 | 109,685 | .0060 | .0106 | .0209 | .0158 | .0100 |
| Webster | 10.6 | .0042 | -13.4 | 19 | 99.8 | 3.9 | .0042 | 76,749 | .0021 | 27,158 | .0015 | .0023 | .0071 | .0044 | .0017 |
| Wetzel | 19.0 | .0075 | -13.1 | 53 | 99.6 | 7.2 | .0077 | 225,766 | .0060 | 131,179 | .0072 | .0068 | .0116 | .0075 | .0060 |
| Wirt | 5.2 | .0020 | 5.6 | 22 | 99.8 | 1.9 | .0020 | 40,478 | .0011 | 8,867 | .0005 | .0011 | .0030 | .0021 | .0009 |
| Wood | 86.6 | .0342 | -7.5 | 236 | 98.5 | 34.1 | .0364 | 1,089,043 | .0292 | 721,094 | .0396 | .0332 | .0406 | .0405 | .0319 |
| Wyoming | 28.1 | .0111 | -21.9 | 56 | 99.0 | 10.2 | .0109 | 246,847 | .0066 | 89,541 | .0049 | .0070 | .0160 | .0114 | .0060 |
| **TOTAL METRO COUNTIES** | **650.0** | **.2565** | **-9.5** | **196** | **95.9** | **257.4** | **.2748** | **8,177,364** | **.2192** | **4,395,755** | **.2412** | **.2331** | **.3241** | **.2946** | **.2246** |
| **TOTAL STATE** | **1,784.3** | **.7036** | **-8.5** | **74** | **96.3** | **686.7** | **.7330** | **19,828,997** | **.5317** | **10,147,366** | **.5571** | **.5737** | **.9450** | **.7965** | **.5251** |
| **WISCONSIN** | | | | | | | | | | | | | | | |
| **APPLETON - OSHKOSH - NEENAH** | **321.0** | **.1265** | **10.2** | **229** | **97.5** | **118.0** | **.1259** | **4,539,214** | **.1218** | **2,456,787** | **.1348** | **.1265** | **.1025** | **.1294** | **.1331** |
| Calumet | 34.9 | .0137 | 13.1 | 109 | 98.9 | 12.0 | .0128 | 438,884 | .0118 | 161,343 | .0088 | .0112 | .0127 | .0116 | .0114 |
| Outagamie | 143.3 | .0565 | 11.3 | 224 | 97.0 | 51.7 | .0552 | 2,056,153 | .0551 | 1,170,664 | .0643 | .0581 | .0411 | .0561 | .0591 |
| Winnebago | 142.8 | .0563 | 8.4 | 326 | 97.7 | 54.3 | .0579 | 2,044,177 | .0549 | 1,124,780 | .0617 | .0572 | .0487 | .0617 | .0626 |
| **EAU CLAIRE** | **139.8** | **.0551** | **6.8** | **85** | **97.5** | **51.2** | **.0547** | **1,730,239** | **.0464** | **1,081,860** | **.0595** | **.0521** | **.0572** | **.0619** | **.0488** |
| Chippewa | 52.9 | .0209 | 1.5 | 52 | 99.1 | 19.3 | .0206 | 624,115 | .0167 | 420,938 | .0232 | .0196 | .0216 | .0238 | .0151 |
| Eau Claire | 86.9 | .0342 | 10.3 | 136 | 96.5 | 31.9 | .0341 | 1,106,124 | .0297 | 660,922 | .0363 | .0325 | .0356 | .0381 | .0337 |
| **GREEN BAY** | **197.4** | **.0778** | **12.6** | **373** | **95.9** | **73.5** | **.0785** | **2,889,996** | **.0775** | **1,758,825** | **.0966** | **.0833** | **.0685** | **.0829** | **.0890** |
| Brown | 197.4 | .0778 | 12.6 | 373 | 95.9 | 73.5 | .0785 | 2,889,996 | .0775 | 1,758,825 | .0966 | .0833 | .0685 | .0829 | .0890 |
| **JANESVILLE - BELOIT** | **139.6** | **.0550** | **.1** | **194** | **94.0** | **52.4** | **.0559** | **1,905,928** | **.0511** | **1,081,442** | **.0594** | **.0544** | **.0548** | **.0591** | **.0514** |
| Rock | 139.6 | .0550 | .1 | 194 | 94.0 | 52.4 | .0559 | 1,905,928 | .0511 | 1,081,442 | .0594 | .0544 | .0548 | .0591 | .0514 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

| S&MM ESTIMATES | | | | | | | | | | | | | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980-91 | Pop Per Sq. Mi. (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **WISCONSIN (continued)** | | | | | | | | | | | | | | | |
| **KENOSHA** | **130.6** | **.0515** | **6.1** | **479** | **94.5** | **47.8** | **.0510** | **1,670,378** | **.0448** | **758,934** | **.0417** | **.0452** | **.0442** | **.0528** | **.0491** |
| Kenosha | 130.6 | .0515 | 6.1 | 479 | 94.5 | 47.8 | .0510 | 1,670,378 | .0448 | 758,934 | .0417 | .0452 | .0442 | .0528 | .0491 |
| **LA CROSSE** | **99.2** | **.0391** | **8.9** | **219** | **96.3** | **37.4** | **.0399** | **1,264,955** | **.0339** | **841,620** | **.0463** | **.0386** | **.0400** | **.0457** | **.0393** |
| La Crosse | 99.2 | .0391 | 8.9 | 219 | 96.3 | 37.4 | .0399 | 1,264,955 | .0339 | 841,620 | .0463 | .0386 | .0400 | .0457 | .0393 |
| **MADISON** | **374.6** | **.1477** | **15.8** | **312** | **94.1** | **145.6** | **.1554** | **6,153,767** | **.1650** | **3,168,517** | **.1740** | **.1643** | **.1237** | **.1524** | **.1824** |
| Dane | 374.6 | .1477 | 15.8 | 312 | 94.1 | 145.6 | .1554 | 6,153,767 | .1650 | 3,168,517 | .1740 | .1643 | .1237 | .1524 | .1824 |
| **MILWAUKEE** | **1,445.6** | **.5700** | **3.5** | **990** | **83.6** | **543.4** | **.5802** | **22,353,128** | **.5995** | **10,841,914** | **.5952** | **.5924** | **.5032** | **.5531** | **.6376** |
| Milwaukee | 961.9 | .3793 | –.3 | 3,981 | 76.0 | 374.5 | .3998 | 13,636,188 | .3657 | 6,972,461 | .3828 | .3736 | .3898 | .3992 | .4185 |
| Ozaukee | 74.5 | .0294 | 11.2 | 321 | 98.5 | 26.4 | .0282 | 1,434,090 | .0385 | 495,095 | .0271 | .0333 | .0164 | .0228 | .0311 |
| Washington | 97.6 | .0384 | 15.0 | 227 | 99.3 | 33.8 | .0361 | 1,520,343 | .0408 | 537,116 | .0295 | .0370 | .0225 | .0292 | .0364 |
| Waukesha | 311.6 | .1229 | 11.2 | 561 | 98.5 | 108.7 | .1161 | 5,762,507 | .1545 | 2,837,242 | .1558 | .1485 | .0745 | .1019 | .1516 |
| ***MILWAUKEE - RACINE CONSOLIDATED AREA*** | *1,622.0* | *.6396* | *3.3* | *905* | *84.2* | *607.6* | *.6487* | *24,959,941* | *.6694* | *12,125,389* | *.6656* | *.6623* | *.5596* | *.6196* | *.7107* |
| **RACINE** | **176.4** | **.0696** | **1.9** | **530** | **88.9** | **64.2** | **.0685** | **2,606,813** | **.0699** | **1,283,475** | **.0704** | **.0699** | **.0564** | **.0665** | **.0731** |
| Racine | 176.4 | .0696 | 1.9 | 530 | 88.9 | 64.2 | .0685 | 2,606,813 | .0699 | 1,283,475 | .0704 | .0699 | .0564 | .0665 | .0731 |
| **SHEBOYGAN** | **105.0** | **.0414** | **4.0** | **204** | **97.1** | **39.1** | **.0417** | **1,439,615** | **.0386** | **661,655** | **.0363** | **.0385** | **.0358** | **.0415** | **.0357** |
| Sheboygan | 105.0 | .0414 | 4.0 | 204 | 97.1 | 39.1 | .0417 | 1,439,615 | .0386 | 661,655 | .0363 | .0385 | .0358 | .0415 | .0357 |
| **WAUSAU** | **116.9** | **.0461** | **5.1** | **76** | **97.2** | **42.1** | **.0449** | **1,563,652** | **.0420** | **794,910** | **.0437** | **.0433** | **.0378** | **.0467** | **.0425** |
| Marathon | 116.9 | .0461 | 5.1 | 76 | 97.2 | 42.1 | .0449 | 1,563,652 | .0420 | 794,910 | .0437 | .0433 | .0378 | .0467 | .0425 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Adams | 16.0 | .0063 | 18.9 | 25 | 96.1 | 6.1 | .0065 | 185,639 | .0050 | 34,129 | .0019 | .0044 | .0068 | .0067 | .0036 |
| Ashland | 16.3 | .0064 | –2.9 | 16 | 90.1 | 6.3 | .0067 | 180,951 | .0049 | 113,855 | .0062 | .0055 | .0090 | .0078 | .0051 |
| Barron | 41.5 | .0164 | 7.2 | 48 | 99.1 | 15.8 | .0169 | 463,365 | .0124 | 270,531 | .0149 | .0139 | .0172 | .0196 | .0122 |
| Bayfield | 14.2 | .0056 | 2.7 | 10 | 90.3 | 5.7 | .0061 | 154,113 | .0041 | 48,982 | .0027 | .0041 | .0069 | .0063 | .0035 |
| Brown | 197.4 | .0778 | 12.6 | 373 | 95.9 | 73.5 | .0785 | 2,889,996 | .0775 | 1,758,825 | .0966 | .0833 | .0685 | .0829 | .0890 |
| Buffalo | 13.7 | .0054 | –4.3 | 20 | 99.6 | 5.2 | .0055 | 171,509 | .0046 | 40,907 | .0022 | .0041 | .0048 | .0053 | .0038 |
| Burnett | 13.2 | .0052 | 7.0 | 16 | 95.4 | 5.3 | .0057 | 142,003 | .0038 | 61,549 | .0034 | .0039 | .0067 | .0061 | .0032 |
| Calumet | 34.9 | .0137 | 13.1 | 109 | 98.9 | 12.0 | .0128 | 438,884 | .0118 | 161,343 | .0088 | .0112 | .0127 | .0116 | .0114 |
| Chippewa | 52.9 | .0209 | 1.5 | 52 | 99.1 | 19.3 | .0206 | 624,115 | .0167 | 420,938 | .0232 | .0196 | .0216 | .0238 | .0151 |
| Clark | 31.6 | .0125 | –4.0 | 26 | 99.5 | 11.2 | .0119 | 333,388 | .0090 | 110,710 | .0060 | .0088 | .0124 | .0127 | .0075 |
| Columbia | 46.0 | .0181 | 6.4 | 59 | 98.7 | 17.3 | .0185 | 611,132 | .0164 | 320,757 | .0176 | .0171 | .0166 | .0191 | .0155 |
| Crawford | 16.0 | .0063 | –3.4 | 28 | 99.1 | 6.0 | .0064 | 169,372 | .0045 | 111,127 | .0061 | .0053 | .0077 | .0076 | .0048 |
| Dane | 374.6 | .1477 | 15.8 | 312 | 94.1 | 145.6 | .1554 | 6,153,767 | .1650 | 3,168,517 | .1740 | .1643 | .1237 | .1524 | .1824 |
| Dodge | 77.2 | .0304 | 2.8 | 87 | 97.9 | 27.1 | .0290 | 1,014,043 | .0272 | 354,419 | .0195 | .0255 | .0224 | .0272 | .0240 |
| Door | 26.0 | .0103 | 3.9 | 54 | 99.0 | 10.2 | .0108 | 333,557 | .0090 | 202,424 | .0111 | .0098 | .0112 | .0124 | .0102 |
| ☐ Douglas | 42.0 | .0166 | –5.5 | 32 | 96.9 | 16.6 | .0178 | 495,486 | .0133 | 286,215 | .0157 | .0147 | .0199 | .0194 | .0124 |
| Dunn | 36.3 | .0143 | 5.8 | 43 | 97.4 | 12.5 | .0133 | 408,997 | .0109 | 161,881 | .0089 | .0110 | .0138 | .0135 | .0095 |
| Eau Claire | 86.9 | .0342 | 10.3 | 136 | 96.5 | 31.9 | .0341 | 1,106,124 | .0297 | 660,922 | .0363 | .0325 | .0356 | .0381 | .0337 |
| Florence | 4.6 | .0018 | 10.3 | 9 | 99.5 | 1.8 | .0019 | 52,542 | .0014 | 13,517 | .0007 | .0013 | .0018 | .0017 | .0011 |
| Fond du Lac | 91.1 | .0360 | 2.4 | 126 | 98.8 | 33.1 | .0353 | 1,146,017 | .0307 | 593,792 | .0326 | .0324 | .0303 | .0372 | .0304 |
| Forest | 8.8 | .0034 | –2.7 | 9 | 88.8 | 3.3 | .0035 | 76,894 | .0021 | 30,156 | .0017 | .0022 | .0056 | .0040 | .0016 |
| Grant | 49.2 | .0194 | –4.9 | 43 | 99.2 | 17.2 | .0184 | 600,338 | .0161 | 256,880 | .0141 | .0162 | .0179 | .0193 | .0139 |
| Green | 30.6 | .0121 | 2.0 | 52 | 99.5 | 11.7 | .0125 | 422,523 | .0113 | 382,562 | .0210 | .0144 | .0105 | .0164 | .0105 |
| Green Lake | 18.8 | .0074 | 2.3 | 53 | 99.0 | 7.3 | .0078 | 238,312 | .0064 | 88,344 | .0048 | .0061 | .0074 | .0080 | .0062 |
| Iowa | 20.4 | .0080 | 3.0 | 27 | 99.8 | 7.5 | .0080 | 237,469 | .0064 | 541,144 | .0297 | .0137 | .0074 | .0157 | .0059 |
| Iron | 6.1 | .0025 | –9.4 | 8 | 99.5 | 2.6 | .0028 | 64,330 | .0017 | 41,725 | .0023 | .0021 | .0043 | .0034 | .0014 |
| Jackson | 16.7 | .0065 | –.8 | 17 | 95.2 | 6.3 | .0067 | 170,436 | .0046 | 84,880 | .0047 | .0049 | .0079 | .0078 | .0041 |
| Jefferson | 69.3 | .0274 | 4.8 | 124 | 99.0 | 24.5 | .0261 | 963,239 | .0258 | 383,580 | .0210 | .0247 | .0205 | .0245 | .0239 |
| Juneau | 22.0 | .0086 | 4.6 | 29 | 98.7 | 8.4 | .0090 | 251,659 | .0068 | 110,831 | .0061 | .0069 | .0088 | .0096 | .0059 |
| Kenosha | 130.6 | .0515 | 6.1 | 479 | 94.5 | 47.8 | .0510 | 1,670,378 | .0448 | 758,934 | .0417 | .0452 | .0442 | .0528 | .0491 |
| Kewaunee | 19.0 | .0075 | –2.8 | 55 | 99.4 | 6.9 | .0074 | 216,520 | .0058 | 81,129 | .0044 | .0058 | .0077 | .0071 | .0052 |
| La Crosse | 99.2 | .0391 | 8.9 | 219 | 96.3 | 37.4 | .0399 | 1,264,955 | .0339 | 841,620 | .0463 | .0386 | .0400 | .0457 | .0393 |
| Lafayette | 16.0 | .0063 | –8.1 | 25 | 99.6 | 5.8 | .0062 | 181,133 | .0048 | 51,027 | .0028 | .0045 | .0058 | .0064 | .0043 |
| Langlade | 19.5 | .0077 | –2.4 | 22 | 99.0 | 7.6 | .0081 | 212,460 | .0057 | 128,032 | .0070 | .0066 | .0099 | .0096 | .0054 |
| Lincoln | 27.5 | .0109 | 3.6 | 31 | 99.0 | 10.3 | .0110 | 329,906 | .0089 | 152,466 | .0084 | .0091 | .0111 | .0116 | .0082 |
| Manitowoc | 80.3 | .0316 | –3.2 | 136 | 98.1 | 30.2 | .0323 | 1,083,530 | .0290 | 405,756 | .0222 | .0275 | .0293 | .0314 | .0263 |
| Marathon | 116.9 | .0461 | 5.1 | 76 | 97.2 | 42.1 | .0449 | 1,563,652 | .0420 | 794,910 | .0437 | .0433 | .0378 | .0467 | .0425 |
| Marinette | 41.1 | .0162 | 4.5 | 29 | 99.4 | 15.8 | .0169 | 454,415 | .0122 | 242,525 | .0133 | .0133 | .0192 | .0191 | .0132 |
| Marquette | 12.6 | .0050 | 8.0 | 28 | 99.1 | 5.0 | .0053 | 142,495 | .0038 | 42,123 | .0023 | .0036 | .0054 | .0058 | .0030 |
| Menominee | 4.1 | .0016 | 21.6 | 11 | 10.8 | 1.2 | .0013 | 25,861 | .0007 | 4,082 | .0002 | .0007 | .0018 | .0011 | .0006 |
| Milwaukee | 961.9 | .3793 | –.3 | 3,981 | 76.0 | 374.5 | .3998 | 13,636,188 | .3657 | 6,972,461 | .3828 | .3736 | .3898 | .3992 | .4185 |
| Monroe | 37.5 | .0148 | 6.9 | 42 | 98.3 | 13.5 | .0144 | 442,471 | .0118 | 215,598 | .0119 | .0124 | .0141 | .0156 | .0110 |
| Oconto | 30.8 | .0121 | 6.4 | 31 | 99.0 | 11.5 | .0122 | 341,142 | .0092 | 121,550 | .0067 | .0090 | .0138 | .0122 | .0077 |
| Oneida | 32.0 | .0126 | 2.5 | 28 | 98.9 | 12.8 | .0137 | 396,049 | .0106 | 262,913 | .0144 | .0122 | .0143 | .0166 | .0121 |

# POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Population (Thousands) | % Of U.S. | % Change 1980-91 | Pop. Per Sq. Mi. (Density) | % White | 12/31/91 Households (Thousands) | % Of U.S. | 1991 EBI ($000) | % Of U.S. | 1991 Retail Sales ($000) | % Of U.S. | Buying Power Index (BPI) | Graduated Buying Power Indexes | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | EPP (Economy-Priced Products) | MPP (Moderate-Priced Products) | PPP (Premium-Priced Products) |
| **WISCONSIN (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Outagamie | 143.3 | .0565 | 11.3 | 224 | 97.0 | 51.7 | .0552 | 2,056,153 | .0551 | 1,170,664 | .0643 | .0581 | .0411 | .0561 | .0591 |
| Ozaukee | 74.5 | .0294 | 11.2 | 321 | 98.5 | 26.4 | .0282 | 1,434,090 | .0385 | 495,095 | .0271 | .0333 | .0164 | .0228 | .0311 |
| Pepin | 7.1 | .0028 | –5.1 | 31 | 99.6 | 2.6 | .0028 | 82,809 | .0022 | 38,985 | .0022 | .0023 | .0030 | .0028 | .0021 |
| Pierce | 33.6 | .0132 | 7.9 | 58 | 98.9 | 11.3 | .0120 | 437,305 | .0117 | 154,507 | .0085 | .0111 | .0097 | .0114 | .0103 |
| Polk | 35.5 | .0140 | 9.7 | 39 | 98.8 | 13.4 | .0143 | 446,870 | .0120 | 168,005 | .0092 | .0116 | .0149 | .0145 | .0107 |
| Portage | 62.7 | .0248 | 9.2 | 78 | 97.9 | 21.9 | .0234 | 785,207 | .0211 | 424,895 | .0233 | .0225 | .0213 | .0242 | .0213 |
| Price | 15.6 | .0061 | –1.2 | 12 | 99.2 | 6.1 | .0065 | 169,133 | .0045 | 75,727 | .0042 | .0047 | .0083 | .0066 | .0045 |
| Racine | 176.4 | .0696 | 1.9 | 530 | 88.9 | 64.2 | .0685 | 2,606,813 | .0699 | 1,283,475 | .0704 | .0699 | .0564 | .0665 | .0731 |
| Richland | 17.6 | .0069 | .7 | 30 | 99.5 | 6.6 | .0071 | 200,577 | .0054 | 92,339 | .0051 | .0057 | .0078 | .0078 | .0050 |
| Rock | 139.6 | .0550 | .1 | 194 | 94.0 | 52.4 | .0559 | 1,905,928 | .0511 | 1,081,442 | .0594 | .0544 | .0548 | .0591 | .0514 |
| Rusk | 15.0 | .0059 | –3.8 | 16 | 98.4 | 5.7 | .0061 | 152,218 | .0041 | 58,177 | .0032 | .0041 | .0073 | .0067 | .0038 |
| ☐ St. Croix | 52.5 | .0207 | 21.4 | 73 | 99.3 | 18.5 | .0198 | 826,543 | .0222 | 316,653 | .0174 | .0205 | .0140 | .0170 | .0179 |
| Sauk | 47.7 | .0189 | 9.7 | 57 | 99.0 | 18.0 | .0192 | 602,822 | .0161 | 346,498 | .0190 | .0176 | .0194 | .0214 | .0157 |
| Sawyer | 14.6 | .0057 | 13.7 | 12 | 83.7 | 5.7 | .0061 | 152,596 | .0041 | 104,246 | .0057 | .0048 | .0094 | .0073 | .0039 |
| Shawano | 37.8 | .0149 | 5.2 | 42 | 94.8 | 14.0 | .0149 | 434,916 | .0117 | 180,175 | .0099 | .0117 | .0157 | .0157 | .0111 |
| Sheboygan | 105.0 | .0414 | 4.0 | 204 | 97.1 | 39.1 | .0417 | 1,439,615 | .0386 | 661,655 | .0363 | .0385 | .0358 | .0415 | .0357 |
| Taylor | 19.0 | .0075 | 1.0 | 19 | 99.5 | 6.8 | .0073 | 210,021 | .0056 | 78,936 | .0044 | .0057 | .0074 | .0077 | .0049 |
| Trempealeau | 25.3 | .0100 | –3.3 | 34 | 99.6 | 9.6 | .0103 | 287,887 | .0077 | 139,420 | .0076 | .0081 | .0112 | .0112 | .0065 |
| Vernon | 25.7 | .0101 | .2 | 32 | 99.6 | 9.8 | .0104 | 287,483 | .0077 | 94,397 | .0052 | .0075 | .0111 | .0108 | .0083 |
| Vilas | 18.0 | .0071 | 8.9 | 21 | 90.8 | 7.4 | .0079 | 213,370 | .0058 | 150,382 | .0083 | .0067 | .0099 | .0102 | .0058 |
| Walworth | 76.0 | .0300 | 6.3 | 137 | 98.4 | 27.5 | .0294 | 1,054,026 | .0282 | 485,982 | .0266 | .0282 | .0252 | .0303 | .0273 |
| Washburn | 13.9 | .0055 | 5.5 | 17 | 98.6 | 5.6 | .0059 | 149,246 | .0040 | 130,420 | .0072 | .0052 | .0090 | .0076 | .0041 |
| Washington | 97.6 | .0384 | 15.0 | 227 | 99.3 | 33.8 | .0361 | 1,520,343 | .0408 | 537,116 | .0295 | .0370 | .0225 | .0292 | .0364 |
| Waukesha | 311.6 | .1229 | 11.2 | 561 | 98.5 | 108.7 | .1161 | 5,762,507 | .1545 | 2,837,242 | .1558 | .1485 | .0745 | .1019 | .1516 |
| Waupaca | 46.7 | .0184 | 9.0 | 62 | 99.4 | 17.3 | .0184 | 605,360 | .0163 | 255,998 | .0140 | .0160 | .0172 | .0188 | .0146 |
| Waushara | 19.8 | .0078 | 6.9 | 32 | 99.2 | 7.8 | .0084 | 222,352 | .0059 | 79,064 | .0044 | .0058 | .0090 | .0090 | .0049 |
| Winnebago | 142.8 | .0563 | 8.4 | 326 | 97.7 | 54.3 | .0579 | 2,044,177 | .0549 | 1,124,780 | .0617 | .0572 | .0487 | .0617 | .0626 |
| Wood | 74.2 | .0293 | 1.9 | 94 | 98.1 | 27.8 | .0297 | 1,017,286 | .0272 | 724,493 | .0398 | .0315 | .0290 | .0343 | .0265 |
| **TOTAL METRO COUNTIES** | **3,340.6** | **1.3171** | **6.2** | **276** | **90.2** | **1,249.8** | **1.3342** | **49,439,714** | **1.3260** | **25,332,607** | **1.3910** | **1.3437** | **1.1580** | **1.3284** | **1.4123** |
| **TOTAL STATE** | **4,952.4** | **1.9526** | **5.2** | **91** | **92.8** | **1,847.7** | **1.9724** | **69,169,008** | **1.8549** | **35,181,336** | **1.9316** | **1.8975** | **1.7941** | **2.0151** | **1.9084** |
| **WYOMING** | | | | | | | | | | | | | | | |
| **CASPER** | **60.1** | **.0237** | **–16.4** | **11** | **98.0** | **23.5** | **.0250** | **862,403** | **.0231** | **460,991** | **.0253** | **.0238** | **.0272** | **.0257** | **.0240** |
| Natrona | 60.1 | .0237 | –16.4 | 11 | 98.0 | 23.5 | .0250 | 862,403 | .0231 | 460,991 | .0253 | .0238 | .0272 | .0257 | .0240 |
| **CHEYENNE** | **74.1** | **.0292** | **7.9** | **28** | **94.8** | **28.5** | **.0304** | **1,063,711** | **.0285** | **549,806** | **.0302** | **.0291** | **.0267** | **.0321** | **.0282** |
| Laramie | 74.1 | .0292 | 7.9 | 28 | 94.8 | 28.5 | .0304 | 1,063,711 | .0285 | 549,806 | .0302 | .0291 | .0267 | .0321 | .0282 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Albany | 31.7 | .0125 | 9.1 | 7 | 96.1 | 12.4 | .0132 | 417,004 | .0112 | 183,184 | .0101 | .0111 | .0165 | .0133 | .0101 |
| Big Horn | 10.3 | .0040 | –13.4 | 3 | 99.2 | 3.8 | .0041 | 112,024 | .0030 | 25,087 | .0013 | .0027 | .0044 | .0040 | .0026 |
| Campbell | 29.2 | .0115 | 19.8 | 6 | 98.3 | 9.9 | .0106 | 427,665 | .0115 | 163,713 | .0090 | .0107 | .0087 | .0086 | .0105 |
| Carbon | 16.3 | .0065 | –25.6 | 2 | 97.8 | 5.9 | .0063 | 217,717 | .0058 | 86,757 | .0048 | .0056 | .0062 | .0059 | .0051 |
| Converse | 10.5 | .0041 | –25.4 | 2 | 98.5 | 3.8 | .0040 | 137,663 | .0037 | 42,234 | .0023 | .0035 | .0035 | .0039 | .0031 |
| Crook | 5.4 | .0021 | 1.7 | 2 | 99.4 | 1.9 | .0020 | 59,536 | .0016 | 16,099 | .0009 | .0015 | .0020 | .0020 | .0015 |
| Fremont | 33.3 | .0132 | –14.6 | 4 | 79.4 | 11.9 | .0127 | 367,048 | .0099 | 177,267 | .0097 | .0104 | .0146 | .0134 | .0096 |
| Goshen | 12.6 | .0049 | 4.7 | 6 | 98.7 | 4.9 | .0053 | 152,286 | .0040 | 47,342 | .0026 | .0038 | .0054 | .0051 | .0036 |
| Hot Springs | 4.7 | .0019 | –17.7 | 2 | 97.2 | 1.9 | .0020 | 61,706 | .0017 | 21,026 | .0012 | .0016 | .0021 | .0019 | .0015 |
| Johnson | 6.0 | .0024 | –10.5 | 1 | 98.7 | 2.3 | .0025 | 74,739 | .0020 | 24,135 | .0013 | .0019 | .0025 | .0025 | .0018 |
| Laramie | 74.1 | .0292 | 7.9 | 28 | 94.8 | 28.5 | .0304 | 1,063,711 | .0285 | 549,806 | .0302 | .0291 | .0267 | .0321 | .0282 |
| Lincoln | 12.5 | .0049 | 2.7 | 3 | 99.1 | 4.1 | .0044 | 146,333 | .0040 | 54,738 | .0030 | .0039 | .0037 | .0042 | .0037 |
| Natrona | 60.1 | .0237 | –16.4 | 11 | 98.0 | 23.5 | .0250 | 862,403 | .0231 | 460,991 | .0253 | .0238 | .0272 | .0257 | .0240 |
| Niobrara | 2.4 | .0009 | –17.9 | 1 | 98.6 | 1.0 | .0011 | 33,643 | .0009 | 11,932 | .0007 | .0009 | .0010 | .0011 | .0006 |
| Park | 23.6 | .0093 | 9.1 | 3 | 98.8 | 8.9 | .0095 | 312,289 | .0084 | 147,065 | .0080 | .0085 | .0089 | .0099 | .0081 |
| Platte | 8.0 | .0032 | –33.2 | 4 | 99.5 | 3.2 | .0034 | 97,782 | .0026 | 38,288 | .0021 | .0025 | .0040 | .0033 | .0023 |
| Sheridan | 23.5 | .0093 | –6.2 | 9 | 98.5 | 9.4 | .0101 | 330,008 | .0088 | 171,248 | .0094 | .0092 | .0111 | .0106 | .0090 |
| Sublette | 4.8 | .0019 | 5.5 | 1 | 98.0 | 1.9 | .0020 | 69,071 | .0019 | 19,720 | .0011 | .0015 | .0018 | .0019 | .0017 |
| Sweetwater | 38.4 | .0151 | –8.0 | 4 | 97.7 | 13.5 | .0144 | 588,189 | .0158 | 251,221 | .0138 | .0151 | .0119 | .0119 | .0157 |
| Teton | 12.1 | .0048 | 29.3 | 3 | 98.4 | 5.0 | .0053 | 228,868 | .0061 | 142,838 | .0078 | .0064 | .0036 | .0058 | .0074 |
| Uinta | 18.2 | .0071 | 39.8 | 9 | 98.8 | 5.7 | .0061 | 243,369 | .0065 | 81,685 | .0045 | .0060 | .0049 | .0049 | .0058 |
| Washakie | 8.2 | .0033 | –13.7 | 4 | 98.4 | 3.1 | .0033 | 101,223 | .0027 | 45,510 | .0025 | .0028 | .0037 | .0035 | .0027 |
| Weston | 6.4 | .0025 | –9.9 | 3 | 98.5 | 2.4 | .0026 | 80,629 | .0022 | 32,209 | .0018 | .0021 | .0024 | .0026 | .0021 |
| **TOTAL METRO COUNTIES** | **134.2** | **.0529** | **–4.5** | **17** | **96.2** | **52.0** | **.0554** | **1,926,114** | **.0516** | **1,010,797** | **.0555** | **.0529** | **.0539** | **.0578** | **.0522** |
| **TOTAL STATE** | **452.3** | **.1783** | **–3.7** | **5** | **96.2** | **168.9** | **.1803** | **6,184,906** | **.1659** | **2,794,115** | **.1534** | **.1646** | **.1768** | **.1781** | **.1667** |

1992 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# SECTION 5

## Population By Age And Sex For Metropolitan Markets And All Counties

0-5 Years
6-11 Years
12-17 Years
18-24 Years
25-34 Years
35-44 Years
45-54 Years
55-64 Years
65 And Over
Media Age By Sex

**EXPLANATION OF TERMS**

An explanation of terms used in the **Survey of Buying Power Demographics USA 1992** will be found in the Introductory Section starting on page A-5.

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MARKET STATISTICS
PRODUCERS OF THE SURVEY OF BUYING POWER

**SYMBOLS USED IN TABLES**

☐ Metropolitan county of another state's metropolitan area. For area name, see page facing state map in Section 1.

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# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **ALABAMA** | | | | | | | | | | | | | |
| **ANNISTON** | **116.7** | **Male** | **56,436** | **4,812** | **5,015** | **5,391** | **7,405** | **8,840** | **8,608** | **6,070** | **4,720** | **5,575** | **31.3** |
| | | **Female** | **60,264** | **4,483** | **4,846** | **4,947** | **6,985** | **9,033** | **8,881** | **6,418** | **5,695** | **8,976** | **34.8** |
| Calhoun | 116.7 | Male | 56,436 | 4,812 | 5,015 | 5,391 | 7,405 | 8,840 | 8,608 | 6,070 | 4,720 | 5,575 | 31.3 |
| | | Female | 60,264 | 4,483 | 4,846 | 4,947 | 6,985 | 9,033 | 8,881 | 6,418 | 5,695 | 8,976 | 34.8 |
| **BIRMINGHAM** | **917.1** | **Male** | **434,526** | **40,860** | **40,092** | **38,472** | **42,720** | **72,014** | **70,742** | **46,707** | **36,433** | **46,486** | **32.7** |
| | | **Female** | **482,574** | **38,878** | **38,730** | **37,606** | **44,900** | **77,091** | **75,411** | **51,495** | **43,606** | **74,857** | **35.5** |
| Blount | 39.7 | Male | 19,383 | 1,671 | 1,678 | 1,817 | 1,955 | 2,927 | 2,981 | 2,438 | 1,793 | 2,123 | 33.8 |
| | | Female | 20,317 | 1,618 | 1,644 | 1,786 | 1,848 | 2,889 | 3,058 | 2,499 | 1,863 | 3,112 | 36.2 |
| Jefferson | 652.3 | Male | 304,787 | 28,569 | 28,007 | 26,656 | 30,233 | 50,439 | 48,900 | 31,412 | 25,821 | 34,750 | 32.7 |
| | | Female | 347,513 | 27,424 | 27,435 | 26,124 | 31,945 | 55,186 | 53,527 | 36,144 | 32,328 | 57,400 | 36.1 |
| St. Clair | 52.2 | Male | 26,248 | 2,493 | 2,379 | 2,436 | 2,480 | 4,314 | 4,233 | 3,109 | 2,278 | 2,526 | 32.7 |
| | | Female | 25,952 | 2,224 | 2,132 | 2,330 | 2,358 | 3,886 | 3,969 | 3,058 | 2,443 | 3,552 | 35.1 |
| Shelby | 105.0 | Male | 51,489 | 5,407 | 5,077 | 4,431 | 4,810 | 9,569 | 9,624 | 5,756 | 3,493 | 3,322 | 31.3 |
| | | Female | 53,511 | 5,077 | 4,673 | 4,288 | 5,640 | 10,169 | 9,649 | 5,718 | 3,606 | 4,691 | 32.0 |
| Walker | 67.9 | Male | 32,619 | 2,720 | 2,951 | 3,132 | 3,242 | 4,765 | 5,004 | 3,992 | 3,048 | 3,765 | 33.9 |
| | | Female | 35,281 | 2,535 | 2,846 | 3,078 | 3,109 | 4,961 | 5,208 | 4,076 | 3,366 | 6,102 | 37.1 |
| **DECATUR** | **102.8** | **Male** | **50,066** | **4,500** | **4,721** | **4,666** | **4,612** | **8,323** | **8,078** | **6,045** | **4,327** | **4,794** | **32.9** |
| | | **Female** | **52,734** | **4,354** | **4,291** | **4,428** | **4,653** | **8,392** | **8,343** | **6,194** | **4,771** | **7,308** | **35.3** |
| Morgan | 102.8 | Male | 50,066 | 4,500 | 4,721 | 4,666 | 4,612 | 8,323 | 8,078 | 6,045 | 4,327 | 4,794 | 32.9 |
| | | Female | 52,734 | 4,354 | 4,291 | 4,428 | 4,653 | 8,392 | 8,343 | 6,194 | 4,771 | 7,308 | 35.3 |
| **DOTHAN** | **133.0** | **Male** | **64,672** | **6,602** | **6,312** | **6,146** | **7,239** | **11,230** | **9,678** | **6,572** | **4,982** | **5,911** | **30.4** |
| | | **Female** | **68,328** | **6,310** | **5,987** | **5,933** | **6,587** | **11,147** | **10,019** | **7,394** | **5,747** | **9,204** | **33.4** |
| Dale | 50.2 | Male | 25,355 | 2,671 | 2,327 | 2,259 | 3,621 | 5,090 | 3,492 | 2,279 | 1,683 | 1,933 | 28.5 |
| | | Female | 24,845 | 2,661 | 2,207 | 2,107 | 2,727 | 4,450 | 3,434 | 2,532 | 1,904 | 2,823 | 31.1 |
| Houston | 82.8 | Male | 39,317 | 3,931 | 3,985 | 3,887 | 3,618 | 6,140 | 6,186 | 4,293 | 3,299 | 3,978 | 31.9 |
| | | Female | 43,483 | 3,649 | 3,780 | 3,826 | 3,860 | 6,697 | 6,585 | 4,862 | 3,843 | 6,381 | 34.9 |
| **FLORENCE** | **131.3** | **Male** | **62,836** | **5,441** | **5,495** | **5,439** | **6,714** | **9,237** | **9,391** | **7,496** | **6,044** | **7,579** | **34.0** |
| | | **Female** | **68,464** | **5,095** | **5,175** | **5,227** | **6,699** | **9,915** | **9,874** | **8,092** | **6,814** | **11,573** | **37.1** |
| Colbert | 51.4 | Male | 24,696 | 2,122 | 2,212 | 2,175 | 2,428 | 3,597 | 3,669 | 2,957 | 2,486 | 3,050 | 34.5 |
| | | Female | 26,704 | 2,043 | 2,012 | 2,007 | 2,287 | 3,900 | 3,890 | 3,280 | 2,727 | 4,558 | 37.8 |
| Lauderdale | 79.9 | Male | 38,140 | 3,319 | 3,283 | 3,264 | 4,286 | 5,640 | 5,722 | 4,539 | 3,558 | 4,529 | 33.7 |
| | | Female | 41,760 | 3,052 | 3,163 | 3,220 | 4,412 | 6,015 | 5,984 | 4,812 | 4,087 | 7,015 | 36.7 |
| **GADSDEN** | **99.8** | **Male** | **47,280** | **3,822** | **4,252** | **4,558** | **4,683** | **6,655** | **7,279** | **5,400** | **4,487** | **6,144** | **34.5** |
| | | **Female** | **52,520** | **3,676** | **4,054** | **4,371** | **4,589** | **7,025** | **7,712** | **5,826** | **5,413** | **9,854** | **38.3** |
| Etowah | 99.8 | Male | 47,280 | 3,822 | 4,252 | 4,558 | 4,683 | 6,655 | 7,279 | 5,400 | 4,487 | 6,144 | 34.5 |
| | | Female | 52,520 | 3,676 | 4,054 | 4,371 | 4,589 | 7,025 | 7,712 | 5,826 | 5,413 | 9,854 | 38.3 |
| **HUNTSVILLE** | **248.2** | **Male** | **122,376** | **11,472** | **10,457** | **9,660** | **13,934** | **24,366** | **18,835** | **14,147** | **10,501** | **9,004** | **31.4** |
| | | **Female** | **125,824** | **10,940** | **9,933** | **9,306** | **13,716** | **23,334** | **19,095** | **15,213** | **10,888** | **13,399** | **33.1** |
| Madison | 248.2 | Male | 122,376 | 11,472 | 10,457 | 9,660 | 13,934 | 24,366 | 18,835 | 14,147 | 10,501 | 9,004 | 31.4 |
| | | Female | 125,824 | 10,940 | 9,933 | 9,306 | 13,716 | 23,334 | 19,095 | 15,213 | 10,888 | 13,399 | 33.1 |
| **MOBILE** | **483.7** | **Male** | **230,771** | **23,358** | **23,291** | **23,070** | **22,401** | **35,578** | **34,984** | **24,479** | **19,015** | **24,595** | **31.5** |
| | | **Female** | **252,929** | **22,522** | **22,249** | **22,064** | **23,830** | **39,299** | **37,517** | **27,114** | **22,113** | **36,221** | **34.1** |
| Baldwin | 101.8 | Male | 49,480 | 4,439 | 4,596 | 4,742 | 4,058 | 6,933 | 7,465 | 5,597 | 4,868 | 6,782 | 35.0 |
| | | Female | 52,320 | 4,268 | 4,237 | 4,372 | 4,138 | 7,545 | 7,670 | 6,054 | 5,324 | 8,712 | 37.1 |
| Mobile | 381.9 | Male | 181,291 | 18,919 | 18,695 | 18,328 | 18,343 | 28,645 | 27,519 | 18,882 | 14,147 | 17,813 | 30.7 |
| | | Female | 200,609 | 18,254 | 18,012 | 17,692 | 19,692 | 31,754 | 29,847 | 21,060 | 16,789 | 27,509 | 33.4 |
| **MONTGOMERY** | **298.9** | **Male** | **143,319** | **14,528** | **14,199** | **13,707** | **15,612** | **23,935** | **22,525** | **14,998** | **10,902** | **12,913** | **30.7** |
| | | **Female** | **155,581** | **13,591** | **13,447** | **13,265** | **15,927** | **24,986** | **23,761** | **16,257** | **12,903** | **21,444** | **33.6** |
| Autaugn | 35.2 | Male | 17,136 | 1,742 | 1,847 | 1,818 | 1,642 | 2,669 | 2,594 | 2,047 | 1,389 | 1,388 | 30.7 |
| | | Female | 18,064 | 1,635 | 1,655 | 1,741 | 1,605 | 2,861 | 2,814 | 2,140 | 1,504 | 2,109 | 33.4 |
| Elmore | 50.8 | Male | 25,680 | 2,318 | 2,219 | 2,370 | 2,816 | 4,453 | 4,133 | 2,922 | 2,018 | 2,431 | 32.0 |
| | | Female | 25,120 | 2,064 | 2,131 | 2,219 | 2,326 | 3,950 | 3,867 | 2,814 | 2,210 | 3,539 | 34.7 |
| Montgomery | 212.9 | Male | 100,503 | 10,468 | 10,133 | 9,519 | 11,154 | 16,813 | 15,798 | 10,029 | 7,495 | 9,094 | 30.3 |
| | | Female | 112,397 | 9,892 | 9,661 | 9,305 | 11,996 | 18,175 | 17,080 | 11,303 | 9,189 | 15,796 | 33.4 |
| **TUSCALOOSA** | **153.4** | **Male** | **74,095** | **6,289** | **6,318** | **6,276** | **12,608** | **11,541** | **11,030** | **7,167** | **5,698** | **7,168** | **29.8** |
| | | **Female** | **79,305** | **5,888** | **5,986** | **6,091** | **13,218** | **11,797** | **11,540** | **7,609** | **6,729** | **10,447** | **32.2** |
| Tuscaloosa | 153.4 | Male | 74,095 | 6,289 | 6,318 | 6,276 | 12,608 | 11,541 | 11,030 | 7,167 | 5,698 | 7,168 | 29.8 |
| | | Female | 79,305 | 5,888 | 5,986 | 6,091 | 13,218 | 11,797 | 11,540 | 7,609 | 6,729 | 10,447 | 32.2 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

**ALABAMA (continued)**

**ALL COUNTIES**

| METRO AREA County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| Autauga | 35.2 | Male | 17,136 | 1,742 | 1,847 | 1,818 | 1,642 | 2,669 | 2,594 | 2,047 | 1,389 | 1,388 | 30.7 |
| | | Female | 18,064 | 1,635 | 1,655 | 1,741 | 1,605 | 2,861 | 2,814 | 2,140 | 1,504 | 2,109 | 33.4 |
| Baldwin | 101.8 | Male | 49,480 | 4,439 | 4,596 | 4,742 | 4,058 | 6,933 | 7,465 | 5,597 | 4,868 | 6,782 | 35.0 |
| | | Female | 52,320 | 4,268 | 4,237 | 4,372 | 4,138 | 7,545 | 7,670 | 6,054 | 5,324 | 8,712 | 37.1 |
| Barbour | 26.6 | Male | 12,626 | 1,269 | 1,371 | 1,407 | 1,162 | 1,811 | 1,867 | 1,211 | 1,029 | 1,499 | 31.1 |
| | | Female | 13,974 | 1,239 | 1,319 | 1,249 | 1,229 | 1,879 | 2,021 | 1,365 | 1,240 | 2,433 | 35.4 |
| Bibb | 16.8 | Male | 8,220 | 759 | 860 | 917 | 889 | 1,196 | 1,202 | 912 | 672 | 813 | 30.7 |
| | | Female | 8,580 | 716 | 768 | 864 | 855 | 1,194 | 1,197 | 943 | 711 | 1,332 | 34.1 |
| Blount | 39.7 | Male | 19,383 | 1,671 | 1,678 | 1,817 | 1,955 | 2,927 | 2,981 | 2,438 | 1,793 | 2,123 | 33.8 |
| | | Female | 20,317 | 1,618 | 1,644 | 1,786 | 1,848 | 2,889 | 3,058 | 2,499 | 1,863 | 3,112 | 36.2 |
| Bullock | 11.4 | Male | 5,497 | 596 | 589 | 557 | 506 | 892 | 806 | 511 | 354 | 686 | 30.6 |
| | | Female | 5,903 | 644 | 541 | 591 | 499 | 784 | 713 | 507 | 476 | 1,148 | 33.6 |
| Butler | 21.9 | Male | 10,244 | 1,057 | 1,210 | 1,106 | 858 | 1,348 | 1,381 | 1,020 | 850 | 1,414 | 31.6 |
| | | Female | 11,656 | 1,036 | 1,128 | 1,081 | 912 | 1,562 | 1,482 | 1,086 | 1,074 | 2,295 | 35.7 |
| Calhoun | 116.7 | Male | 56,436 | 4,812 | 5,015 | 5,391 | 7,405 | 8,840 | 8,608 | 6,070 | 4,720 | 5,575 | 31.3 |
| | | Female | 60,264 | 4,483 | 4,846 | 4,947 | 6,985 | 9,033 | 8,881 | 6,418 | 5,695 | 8,976 | 34.8 |
| Chambers | 36.9 | Male | 17,413 | 1,586 | 1,613 | 1,743 | 1,829 | 2,437 | 2,435 | 1,866 | 1,492 | 2,412 | 32.9 |
| | | Female | 19,487 | 1,476 | 1,569 | 1,722 | 1,731 | 2,588 | 2,650 | 1,974 | 1,907 | 3,870 | 37.5 |
| Cherokee | 20.0 | Male | 9,826 | 752 | 820 | 958 | 971 | 1,388 | 1,478 | 1,220 | 980 | 1,259 | 35.2 |
| | | Female | 10,174 | 653 | 787 | 863 | 898 | 1,361 | 1,502 | 1,250 | 1,130 | 1,730 | 38.5 |
| Chilton | 32.9 | Male | 15,975 | 1,421 | 1,504 | 1,550 | 1,538 | 2,385 | 2,370 | 1,874 | 1,458 | 1,875 | 33.3 |
| | | Female | 16,925 | 1,355 | 1,434 | 1,586 | 1,470 | 2,449 | 2,384 | 1,912 | 1,577 | 2,758 | 35.7 |
| Choctaw | 16.0 | Male | 7,596 | 695 | 773 | 896 | 696 | 1,035 | 1,044 | 921 | 622 | 914 | 32.1 |
| | | Female | 8,404 | 711 | 755 | 892 | 756 | 1,128 | 1,164 | 900 | 788 | 1,310 | 34.6 |
| Clarke | 27.3 | Male | 13,051 | 1,271 | 1,415 | 1,497 | 1,309 | 1,853 | 1,749 | 1,439 | 1,072 | 1,446 | 30.6 |
| | | Female | 14,249 | 1,171 | 1,401 | 1,459 | 1,364 | 2,011 | 1,876 | 1,578 | 1,201 | 2,188 | 33.6 |
| Clay | 13.1 | Male | 6,300 | 513 | 592 | 611 | 656 | 861 | 852 | 753 | 589 | 873 | 34.0 |
| | | Female | 6,800 | 471 | 541 | 572 | 609 | 890 | 906 | 787 | 675 | 1,349 | 38.5 |
| Cleburne | 12.9 | Male | 6,362 | 551 | 592 | 625 | 645 | 968 | 909 | 775 | 577 | 720 | 32.9 |
| | | Female | 6,538 | 532 | 528 | 543 | 618 | 936 | 924 | 783 | 650 | 1,024 | 36.2 |
| Coffee | 40.4 | Male | 19,752 | 1,730 | 1,754 | 1,938 | 2,002 | 3,093 | 2,993 | 2,310 | 1,777 | 2,155 | 32.9 |
| | | Female | 20,648 | 1,603 | 1,615 | 1,806 | 1,853 | 3,046 | 3,162 | 2,413 | 1,913 | 3,237 | 36.3 |
| Colbert | 51.4 | Male | 24,696 | 2,122 | 2,212 | 2,175 | 2,428 | 3,597 | 3,669 | 2,957 | 2,486 | 3,050 | 34.5 |
| | | Female | 26,704 | 2,043 | 2,012 | 2,007 | 2,287 | 3,900 | 3,890 | 3,280 | 2,727 | 4,558 | 37.8 |
| Conecuh | 13.9 | Male | 6,579 | 636 | 716 | 646 | 575 | 886 | 874 | 695 | 591 | 960 | 33.1 |
| | | Female | 7,321 | 556 | 667 | 687 | 584 | 978 | 965 | 691 | 724 | 1,469 | 37.0 |
| Coosa | 11.0 | Male | 5,404 | 506 | 480 | 492 | 544 | 825 | 738 | 586 | 527 | 706 | 33.2 |
| | | Female | 5,596 | 465 | 478 | 482 | 532 | 782 | 714 | 642 | 597 | 904 | 35.8 |
| Covington | 36.5 | Male | 17,257 | 1,465 | 1,582 | 1,675 | 1,541 | 2,492 | 2,413 | 1,896 | 1,722 | 2,471 | 34.5 |
| | | Female | 19,243 | 1,464 | 1,547 | 1,554 | 1,579 | 2,465 | 2,562 | 2,168 | 1,994 | 3,910 | 39.0 |
| Crenshaw | 13.6 | Male | 6,441 | 618 | 595 | 686 | 578 | 870 | 857 | 676 | 599 | 962 | 33.5 |
| | | Female | 7,159 | 507 | 604 | 638 | 581 | 892 | 968 | 730 | 707 | 1,532 | 38.7 |
| Cullman | 68.6 | Male | 33,337 | 2,921 | 2,943 | 3,032 | 3,316 | 5,045 | 4,940 | 3,895 | 3,201 | 4,044 | 33.8 |
| | | Female | 35,263 | 2,748 | 2,786 | 2,965 | 3,158 | 5,007 | 5,073 | 4,113 | 3,437 | 5,976 | 36.9 |
| Dale | 50.2 | Male | 25,355 | 2,671 | 2,327 | 2,259 | 3,621 | 5,090 | 3,492 | 2,279 | 1,683 | 1,933 | 28.5 |
| | | Female | 24,845 | 2,661 | 2,207 | 2,107 | 2,727 | 4,450 | 3,434 | 2,532 | 1,904 | 2,823 | 31.1 |
| Dallas | 47.1 | Male | 21,497 | 2,354 | 2,555 | 2,570 | 2,146 | 2,914 | 2,845 | 2,098 | 1,647 | 2,368 | 28.9 |
| | | Female | 25,603 | 2,453 | 2,432 | 2,573 | 2,328 | 3,581 | 3,334 | 2,481 | 2,277 | 4,144 | 33.4 |
| De Kalb | 55.3 | Male | 26,704 | 2,229 | 2,420 | 2,684 | 2,612 | 3,963 | 4,041 | 3,089 | 2,474 | 3,192 | 33.6 |
| | | Female | 28,596 | 2,002 | 2,383 | 2,393 | 2,507 | 4,051 | 4,155 | 3,334 | 2,780 | 4,991 | 37.3 |
| Elmore | 50.8 | Male | 25,680 | 2,318 | 2,219 | 2,370 | 2,816 | 4,453 | 4,133 | 2,922 | 2,018 | 2,431 | 32.0 |
| | | Female | 25,120 | 2,064 | 2,131 | 2,219 | 2,326 | 3,950 | 3,867 | 2,814 | 2,210 | 3,539 | 34.7 |
| Escambia | 35.9 | Male | 17,650 | 1,552 | 1,638 | 1,796 | 1,803 | 2,821 | 2,635 | 1,957 | 1,511 | 1,937 | 32.2 |
| | | Female | 18,250 | 1,391 | 1,541 | 1,715 | 1,553 | 2,466 | 2,597 | 2,106 | 1,779 | 3,102 | 36.8 |
| Etowah | 99.8 | Male | 47,280 | 3,822 | 4,252 | 4,558 | 4,683 | 6,655 | 7,279 | 5,400 | 4,487 | 6,144 | 34.5 |
| | | Female | 52,520 | 3,676 | 4,054 | 4,371 | 4,589 | 7,025 | 7,712 | 5,826 | 5,413 | 9,854 | 38.3 |
| Fayette | 17.7 | Male | 8,454 | 685 | 803 | 817 | 826 | 1,166 | 1,256 | 996 | 774 | 1,131 | 34.4 |
| | | Female | 9,246 | 662 | 726 | 850 | 797 | 1,220 | 1,281 | 1,070 | 858 | 1,782 | 37.9 |
| Franklin | 27.6 | Male | 13,193 | 1,143 | 1,178 | 1,230 | 1,292 | 1,858 | 1,875 | 1,614 | 1,325 | 1,678 | 34.4 |
| | | Female | 14,407 | 1,088 | 1,096 | 1,143 | 1,248 | 1,991 | 2,044 | 1,703 | 1,472 | 2,622 | 38.1 |
| Geneva | 23.6 | Male | 11,373 | 967 | 996 | 1,125 | 1,102 | 1,528 | 1,616 | 1,297 | 1,128 | 1,614 | 34.8 |
| | | Female | 12,227 | 916 | 926 | 992 | 1,045 | 1,591 | 1,671 | 1,461 | 1,241 | 2,384 | 38.9 |
| Greene | 10.0 | Male | 4,584 | 535 | 617 | 564 | 369 | 583 | 537 | 390 | 381 | 608 | 28.6 |
| | | Female | 5,416 | 451 | 588 | 559 | 458 | 744 | 693 | 474 | 479 | 970 | 33.8 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **ALABAMA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Hale | 15.7 | Male | 7,325 | 799 | 863 | 852 | 651 | 964 | 954 | 672 | 559 | 1,011 | 30.2 |
| | | Female | 8,375 | 750 | 868 | 849 | 689 | 1,205 | 1,016 | 773 | 709 | 1,516 | 33.6 |
| Henry | 15.4 | Male | 7,267 | 621 | 701 | 749 | 690 | 965 | 1,074 | 802 | 682 | 983 | 34.0 |
| | | Female | 8,133 | 643 | 671 | 749 | 686 | 1,005 | 1,157 | 870 | 787 | 1,565 | 37.7 |
| Houston | 82.8 | Male | 39,317 | 3,931 | 3,985 | 3,887 | 3,618 | 6,140 | 6,186 | 4,293 | 3,299 | 3,978 | 31.9 |
| | | Female | 43,483 | 3,649 | 3,780 | 3,826 | 3,860 | 6,697 | 6,585 | 4,862 | 3,843 | 6,381 | 34.9 |
| Jackson | 47.7 | Male | 23,040 | 1,893 | 2,021 | 2,340 | 2,234 | 3,396 | 3,600 | 2,990 | 2,142 | 2,424 | 33.9 |
| | | Female | 24,660 | 1,854 | 2,045 | 2,236 | 2,184 | 3,518 | 3,805 | 3,031 | 2,391 | 3,596 | 36.3 |
| Jefferson | 652.3 | Male | 304,787 | 28,569 | 28,007 | 26,656 | 30,233 | 50,439 | 48,900 | 31,412 | 25,821 | 34,750 | 32.7 |
| | | Female | 347,513 | 27,424 | 27,435 | 26,124 | 31,945 | 55,186 | 53,527 | 36,144 | 32,328 | 57,400 | 36.1 |
| Lamar | 15.5 | Male | 7,425 | 632 | 664 | 748 | 697 | 1,056 | 1,084 | 879 | 705 | 960 | 34.2 |
| | | Female | 8,075 | 602 | 620 | 715 | 728 | 1,091 | 1,079 | 934 | 795 | 1,511 | 37.6 |
| Lauderdale | 79.9 | Male | 38,140 | 3,319 | 3,283 | 3,264 | 4,286 | 5,640 | 5,722 | 4,539 | 3,558 | 4,529 | 33.7 |
| | | Female | 41,760 | 3,052 | 3,163 | 3,220 | 4,412 | 6,015 | 5,984 | 4,812 | 4,087 | 7,015 | 36.7 |
| Lawrence | 31.9 | Male | 15,698 | 1,519 | 1,465 | 1,611 | 1,712 | 2,414 | 2,242 | 1,860 | 1,297 | 1,578 | 31.4 |
| | | Female | 16,202 | 1,368 | 1,376 | 1,484 | 1,692 | 2,497 | 2,297 | 1,845 | 1,406 | 2,237 | 33.7 |
| Lee | 88.5 | Male | 43,958 | 3,455 | 3,321 | 3,266 | 11,736 | 6,784 | 5,748 | 3,945 | 2,707 | 2,996 | 25.3 |
| | | Female | 44,542 | 3,358 | 3,206 | 3,177 | 10,570 | 6,568 | 5,809 | 4,103 | 3,113 | 4,638 | 28.0 |
| Limestone | 55.8 | Male | 27,917 | 2,426 | 2,372 | 2,496 | 2,974 | 5,188 | 4,369 | 3,305 | 2,288 | 2,499 | 32.1 |
| | | Female | 27,883 | 2,295 | 2,223 | 2,314 | 2,772 | 4,595 | 4,150 | 3,201 | 2,482 | 3,851 | 34.4 |
| Lowndes | 12.6 | Male | 5,837 | 719 | 751 | 776 | 591 | 804 | 659 | 496 | 406 | 535 | 26.0 |
| | | Female | 6,763 | 691 | 738 | 751 | 672 | 960 | 845 | 613 | 523 | 970 | 30.5 |
| Macon | 25.0 | Male | 11,582 | 1,112 | 1,037 | 1,181 | 2,095 | 1,414 | 1,359 | 944 | 798 | 1,642 | 27.6 |
| | | Female | 13,418 | 1,146 | 1,095 | 1,225 | 2,268 | 1,619 | 1,687 | 1,107 | 1,038 | 2,233 | 31.0 |
| Madison | 248.2 | Male | 122,376 | 11,472 | 10,457 | 9,660 | 13,934 | 24,366 | 18,835 | 14,147 | 10,501 | 9,004 | 31.4 |
| | | Female | 125,824 | 10,940 | 9,933 | 9,306 | 13,716 | 23,334 | 19,095 | 15,213 | 10,888 | 13,399 | 33.1 |
| Marengo | 23.1 | Male | 10,911 | 1,152 | 1,166 | 1,338 | 978 | 1,453 | 1,473 | 1,120 | 937 | 1,294 | 30.7 |
| | | Female | 12,189 | 1,061 | 1,193 | 1,134 | 1,107 | 1,619 | 1,615 | 1,234 | 1,128 | 2,098 | 34.9 |
| Marion | 29.8 | Male | 14,585 | 1,196 | 1,243 | 1,326 | 1,513 | 2,131 | 2,139 | 1,810 | 1,395 | 1,832 | 34.5 |
| | | Female | 15,215 | 1,123 | 1,192 | 1,289 | 1,370 | 2,017 | 2,134 | 1,855 | 1,493 | 2,742 | 37.9 |
| Marshall | 72.4 | Male | 34,657 | 2,948 | 2,998 | 3,172 | 3,321 | 5,288 | 5,244 | 4,223 | 3,442 | 4,021 | 34.2 |
| | | Female | 37,743 | 2,886 | 2,878 | 3,085 | 3,259 | 5,444 | 5,564 | 4,510 | 3,865 | 6,252 | 37.4 |
| Mobile | 381.9 | Male | 181,291 | 18,919 | 18,695 | 18,328 | 18,343 | 28,645 | 27,519 | 18,882 | 14,147 | 17,813 | 30.7 |
| | | Female | 200,609 | 18,254 | 18,012 | 17,692 | 19,692 | 31,754 | 29,847 | 21,060 | 16,789 | 27,509 | 33.4 |
| Monroe | 24.3 | Male | 11,738 | 1,177 | 1,281 | 1,358 | 1,173 | 1,680 | 1,624 | 1,220 | 953 | 1,272 | 30.2 |
| | | Female | 12,562 | 1,177 | 1,223 | 1,306 | 1,138 | 1,721 | 1,736 | 1,261 | 1,068 | 1,932 | 33.3 |
| Montgomery | 212.9 | Male | 100,503 | 10,468 | 10,133 | 9,519 | 11,154 | 16,813 | 15,798 | 10,029 | 7,495 | 9,094 | 30.3 |
| | | Female | 112,397 | 9,892 | 9,661 | 9,305 | 11,996 | 18,175 | 17,080 | 11,303 | 9,189 | 15,796 | 33.4 |
| Morgan | 102.8 | Male | 50,066 | 4,500 | 4,721 | 4,666 | 4,612 | 8,323 | 8,078 | 6,045 | 4,327 | 4,794 | 32.9 |
| | | Female | 52,734 | 4,354 | 4,291 | 4,428 | 4,653 | 8,392 | 8,343 | 6,194 | 4,771 | 7,308 | 35.3 |
| Perry | 12.5 | Male | 5,822 | 608 | 670 | 745 | 729 | 671 | 616 | 535 | 458 | 790 | 27.4 |
| | | Female | 6,678 | 591 | 634 | 702 | 758 | 787 | 778 | 635 | 561 | 1,232 | 33.3 |
| Pickens | 20.5 | Male | 9,595 | 935 | 1,037 | 990 | 851 | 1,257 | 1,237 | 986 | 975 | 1,327 | 32.8 |
| | | Female | 10,905 | 936 | 999 | 995 | 892 | 1,434 | 1,314 | 1,206 | 1,099 | 2,030 | 36.5 |
| Pike | 27.6 | Male | 12,953 | 1,236 | 1,167 | 1,194 | 2,379 | 1,690 | 1,585 | 1,255 | 973 | 1,474 | 28.0 |
| | | Female | 14,647 | 1,058 | 1,135 | 1,178 | 2,475 | 1,871 | 1,799 | 1,400 | 1,118 | 2,613 | 32.9 |
| Randolph | 20.0 | Male | 9,652 | 824 | 959 | 979 | 921 | 1,408 | 1,299 | 1,010 | 924 | 1,328 | 33.1 |
| | | Female | 10,348 | 768 | 849 | 866 | 912 | 1,375 | 1,393 | 1,082 | 1,064 | 2,039 | 37.9 |
| ☐ Russell | 47.4 | Male | 22,669 | 2,333 | 2,135 | 2,161 | 2,412 | 3,551 | 3,248 | 2,501 | 2,012 | 2,316 | 31.5 |
| | | Female | 24,731 | 2,121 | 2,001 | 2,013 | 2,399 | 3,724 | 3,486 | 2,829 | 2,441 | 3,717 | 35.3 |
| St. Clair | 52.2 | Male | 26,248 | 2,493 | 2,379 | 2,436 | 2,480 | 4,314 | 4,233 | 3,109 | 2,278 | 2,526 | 32.7 |
| | | Female | 25,952 | 2,224 | 2,132 | 2,330 | 2,358 | 3,886 | 3,969 | 3,058 | 2,443 | 3,552 | 35.1 |
| Shelby | 105.0 | Male | 51,489 | 5,407 | 5,077 | 4,431 | 4,810 | 9,569 | 9,624 | 5,756 | 3,493 | 3,322 | 31.3 |
| | | Female | 53,511 | 5,077 | 4,673 | 4,288 | 5,640 | 10,169 | 9,649 | 5,718 | 3,606 | 4,691 | 32.0 |
| Sumter | 16.1 | Male | 7,449 | 779 | 830 | 935 | 1,030 | 1,029 | 864 | 563 | 514 | 905 | 26.5 |
| | | Female | 8,651 | 777 | 825 | 869 | 1,117 | 1,183 | 1,004 | 707 | 697 | 1,472 | 31.2 |
| Talladega | 74.5 | Male | 35,999 | 3,257 | 3,495 | 3,877 | 3,563 | 5,272 | 5,668 | 3,885 | 3,110 | 3,872 | 32.2 |
| | | Female | 38,501 | 3,142 | 3,439 | 3,648 | 3,844 | 5,435 | 5,476 | 4,064 | 3,623 | 5,830 | 34.5 |
| Tallapoosa | 39.2 | Male | 18,440 | 1,558 | 1,682 | 1,813 | 1,785 | 2,589 | 2,708 | 2,086 | 1,750 | 2,469 | 34.2 |
| | | Female | 20,760 | 1,571 | 1,617 | 1,861 | 1,830 | 2,728 | 2,893 | 2,235 | 2,129 | 3,896 | 37.7 |
| Tuscaloosa | 153.4 | Male | 74,095 | 6,289 | 6,318 | 6,276 | 12,608 | 11,541 | 11,030 | 7,167 | 5,698 | 7,168 | 29.8 |
| | | Female | 79,305 | 5,888 | 5,986 | 6,091 | 13,218 | 11,797 | 11,540 | 7,609 | 6,729 | 10,447 | 32.2 |
| Walker | 67.9 | Male | 32,619 | 2,720 | 2,951 | 3,132 | 3,242 | 4,765 | 5,004 | 3,992 | 3,048 | 3,765 | 33.9 |
| | | Female | 35,281 | 2,535 | 2,846 | 3,078 | 3,109 | 4,961 | 5,208 | 4,076 | 3,366 | 6,102 | 37.1 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **ALABAMA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Washington | 16.7 | Male | 8,155 | 842 | 894 | 913 | 784 | 1,184 | 1,134 | 885 | 668 | 851 | 30.4 |
| | | Female | 8,545 | 724 | 911 | 820 | 806 | 1,238 | 1,200 | 940 | 714 | 1,192 | 33.2 |
| Wilcox | 13.3 | Male | 6,192 | 677 | 791 | 853 | 571 | 766 | 755 | 531 | 440 | 808 | 27.7 |
| | | Female | 7,108 | 623 | 790 | 828 | 591 | 880 | 811 | 635 | 629 | 1,321 | 33.2 |
| Winston | 22.0 | Male | 10,737 | 881 | 939 | 967 | 1,059 | 1,604 | 1,585 | 1,366 | 1,043 | 1,293 | 34.5 |
| | | Female | 11,263 | 876 | 860 | 912 | 1,042 | 1,524 | 1,679 | 1,402 | 1,145 | 1,823 | 37.5 |
| **TOTAL METRO COUNTIES** | **2,732.3** | **Male** | **1,309,046** | **124,017** | **122,287** | **119,546** | **140,340** | **215,270** | **204,398** | **141,582** | **109,121** | **132,485** | **31.9** |
| | | **Female** | **1,423,254** | **117,858** | **116,699** | **115,251** | **143,503** | **225,743** | **215,639** | **154,441** | **127,120** | **207,000** | **34.7** |
| **TOTAL STATE** | **4,089.4** | **Male** | **1,961,315** | **183,074** | **184,250** | **185,147** | **214,142** | **310,495** | **297,131** | **212,951** | **165,639** | **208,486** | **31.9** |
| | | **Female** | **2,128,085** | **174,188** | **176,246** | **178,023** | **216,069** | **323,653** | **312,918** | **230,555** | **192,384** | **324,049** | **34.9** |
| **ALASKA** | | | | | | | | | | | | | |
| **ANCHORAGE** | **232.4** | **Male** | **119,590** | **13,934** | **11,970** | **9,667** | **12,871** | **24,524** | **23,715** | **13,013** | **6,194** | **3,702** | **29.6** |
| | | **Female** | **112,810** | **13,231** | **11,229** | **9,041** | **11,138** | **23,865** | **22,008** | **11,733** | **5,836** | **4,729** | **29.9** |
| Anchorage | 232.4 | Male | 119,590 | 13,934 | 11,970 | 9,667 | 12,871 | 24,524 | 23,715 | 13,013 | 6,194 | 3,702 | 29.6 |
| | | Female | 112,810 | 13,231 | 11,229 | 9,041 | 11,138 | 23,865 | 22,008 | 11,733 | 5,836 | 4,729 | 29.9 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Aleutians East | 2.6 | Male | 1,668 | 115 | 116 | 78 | 309 | 445 | 312 | 163 | 97 | 33 | 29.9 |
| | | Female | 932 | 121 | 95 | 66 | 110 | 212 | 159 | 106 | 40 | 23 | 28.5 |
| Aleutians West | 10.1 | Male | 6,647 | 551 | 318 | 215 | 1,653 | 2,063 | 1,219 | 431 | 150 | 47 | 27.8 |
| | | Female | 3,453 | 477 | 316 | 176 | 662 | 961 | 535 | 200 | 87 | 39 | 26.0 |
| Anchorage | 232.4 | Male | 119,590 | 13,934 | 11,970 | 9,667 | 12,871 | 24,524 | 23,715 | 13,013 | 6,194 | 3,702 | 29.6 |
| | | Female | 112,810 | 13,231 | 11,229 | 9,041 | 11,138 | 23,865 | 22,008 | 11,733 | 5,836 | 4,729 | 29.9 |
| Bethel | 14.3 | Male | 7,508 | 1,200 | 949 | 719 | 759 | 1,376 | 1,134 | 635 | 390 | 346 | 25.9 |
| | | Female | 6,792 | 1,116 | 938 | 698 | 751 | 1,193 | 853 | 593 | 323 | 327 | 24.0 |
| Bristol Bay | 1.5 | Male | 895 | 72 | 71 | 57 | 100 | 281 | 164 | 84 | 49 | 17 | 30.2 |
| | | Female | 605 | 87 | 67 | 53 | 53 | 131 | 115 | 56 | 21 | 22 | 28.2 |
| Denali | 1.9 | Male | 1,073 | 130 | 123 | 98 | 77 | 201 | 205 | 125 | 64 | 50 | 30.4 |
| | | Female | 827 | 122 | 107 | 85 | 53 | 151 | 149 | 76 | 46 | 38 | 28.1 |
| Dillingham | 4.3 | Male | 2,230 | 358 | 291 | 186 | 187 | 418 | 370 | 197 | 125 | 98 | 27.2 |
| | | Female | 2,070 | 357 | 251 | 180 | 176 | 381 | 313 | 189 | 109 | 114 | 26.9 |
| Fairbanks North Star | 81.0 | Male | 43,296 | 5,350 | 4,551 | 3,415 | 6,010 | 8,913 | 8,082 | 3,859 | 1,854 | 1,262 | 27.6 |
| | | Female | 37,704 | 5,065 | 4,114 | 3,115 | 4,297 | 8,208 | 6,723 | 3,175 | 1,631 | 1,376 | 27.8 |
| Haines | 2.1 | Male | 1,117 | 105 | 102 | 99 | 74 | 184 | 238 | 138 | 91 | 86 | 34.7 |
| | | Female | 983 | 90 | 110 | 81 | 59 | 157 | 198 | 133 | 67 | 88 | 34.6 |
| Juneau | 27.3 | Male | 13,875 | 1,567 | 1,451 | 1,123 | 1,060 | 2,568 | 3,063 | 1,698 | 742 | 603 | 31.8 |
| | | Female | 13,425 | 1,490 | 1,331 | 1,071 | 1,065 | 2,568 | 2,960 | 1,450 | 700 | 790 | 31.8 |
| Kenai Peninsula | 42.8 | Male | 22,696 | 2,495 | 2,578 | 2,246 | 1,627 | 3,862 | 4,850 | 2,575 | 1,399 | 1,064 | 31.2 |
| | | Female | 20,104 | 2,445 | 2,355 | 1,978 | 1,421 | 3,591 | 4,052 | 2,044 | 1,187 | 1,031 | 30.2 |
| Ketchikan Gateway | 14.1 | Male | 7,381 | 792 | 744 | 656 | 633 | 1,291 | 1,403 | 938 | 483 | 441 | 31.7 |
| | | Female | 6,719 | 724 | 731 | 574 | 543 | 1,225 | 1,268 | 767 | 393 | 494 | 31.4 |
| Kodiak Island | 13.8 | Male | 7,663 | 926 | 743 | 558 | 896 | 1,730 | 1,556 | 697 | 342 | 215 | 29.1 |
| | | Female | 6,137 | 853 | 694 | 559 | 558 | 1,299 | 1,172 | 523 | 249 | 230 | 28.1 |
| Lake and Peninsula | 1.8 | Male | 983 | 139 | 126 | 81 | 77 | 209 | 144 | 90 | 67 | 50 | 28.3 |
| | | Female | 817 | 143 | 119 | 82 | 63 | 153 | 106 | 66 | 43 | 42 | 25.1 |
| Matanuska - Susitna | 41.8 | Male | 21,747 | 2,655 | 2,800 | 2,123 | 1,229 | 3,575 | 4,674 | 2,418 | 1,282 | 991 | 30.8 |
| | | Female | 20,053 | 2,494 | 2,606 | 2,127 | 1,166 | 3,709 | 4,092 | 1,825 | 1,071 | 963 | 29.4 |
| Nome | 8.7 | Male | 4,701 | 698 | 534 | 476 | 444 | 852 | 807 | 427 | 247 | 216 | 27.3 |
| | | Female | 3,999 | 677 | 528 | 429 | 358 | 693 | 555 | 328 | 210 | 221 | 25.1 |
| North Slope | 6.4 | Male | 3,489 | 571 | 406 | 265 | 308 | 659 | 610 | 380 | 198 | 92 | 28.0 |
| | | Female | 2,911 | 524 | 394 | 261 | 284 | 554 | 400 | 253 | 133 | 108 | 24.8 |
| Northwest Arctic | 6.5 | Male | 3,434 | 628 | 475 | 362 | 336 | 606 | 461 | 261 | 175 | 130 | 23.2 |
| | | Female | 3,066 | 615 | 450 | 303 | 313 | 516 | 351 | 194 | 166 | 158 | 21.7 |
| Prince of Wales - Outer Ketchikan | 6.7 | Male | 3,787 | 406 | 391 | 325 | 311 | 707 | 773 | 522 | 228 | 124 | 31.5 |
| | | Female | 2,913 | 389 | 379 | 285 | 234 | 542 | 551 | 292 | 142 | 99 | 28.1 |
| Sitka | 8.8 | Male | 4,628 | 471 | 523 | 420 | 442 | 856 | 862 | 563 | 275 | 216 | 30.4 |
| | | Female | 4,172 | 499 | 444 | 346 | 351 | 809 | 752 | 454 | 241 | 276 | 30.5 |
| Skagway - Yakutat - Angoon | 4.6 | Male | 2,530 | 242 | 289 | 234 | 170 | 494 | 530 | 290 | 165 | 116 | 31.7 |
| | | Female | 2,070 | 260 | 259 | 228 | 132 | 356 | 377 | 223 | 115 | 120 | 29.4 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **ALASKA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Southeast Fairbanks | 6.1 | Male | 3,288 | 405 | 424 | 346 | 271 | 566 | 623 | 374 | 159 | 120 | 28.5 |
| | | Female | 2,812 | 364 | 400 | 251 | 231 | 536 | 533 | 266 | 126 | 105 | 28.0 |
| Valdez - Cordova | 10.2 | Male | 5,606 | 580 | 548 | 435 | 445 | 1,077 | 1,209 | 688 | 371 | 253 | 32.4 |
| | | Female | 4,594 | 523 | 505 | 389 | 355 | 866 | 994 | 501 | 247 | 214 | 31.1 |
| Wade Hampton | 6.2 | Male | 3,227 | 677 | 423 | 332 | 340 | 535 | 371 | 239 | 157 | 153 | 21.7 |
| | | Female | 2,973 | 642 | 425 | 353 | 344 | 429 | 313 | 185 | 158 | 124 | 19.4 |
| Wrangell - Petersburg | 7.3 | Male | 3,913 | 452 | 407 | 306 | 302 | 690 | 784 | 465 | 240 | 267 | 32.1 |
| | | Female | 3,387 | 406 | 361 | 341 | 215 | 634 | 622 | 328 | 225 | 255 | 30.8 |
| Yukon - Koyukuk | 6.9 | Male | 3,898 | 470 | 449 | 355 | 280 | 728 | 748 | 454 | 232 | 182 | 30.4 |
| | | Female | 3,002 | 444 | 384 | 310 | 195 | 545 | 545 | 272 | 168 | 139 | 28.1 |
| **TOTAL METRO COUNTIES** | **232.4** | **Male** | **119,590** | **13,934** | **11,970** | **9,667** | **12,871** | **24,524** | **23,715** | **13,013** | **6,194** | **3,702** | **29.6** |
| | | **Female** | **112,810** | **13,231** | **11,229** | **9,041** | **11,138** | **23,865** | **22,008** | **11,733** | **5,836** | **4,729** | **29.9** |
| **TOTAL STATE** | **570.2** | **Male** | **300,870** | **35,989** | **31,802** | **25,177** | **31,211** | **59,410** | **58,907** | **31,724** | **15,776** | **10,874** | **29.4** |
| | | **Female** | **269,330** | **34,158** | **29,592** | **23,382** | **25,127** | **54,284** | **50,696** | **26,232** | **13,734** | **12,125** | **29.1** |
| **ARIZONA** | | | | | | | | | | | | | |
| **PHOENIX** | **2,224.8** | **Male** | **1,097,120** | **112,840** | **99,680** | **88,422** | **119,636** | **202,268** | **169,454** | **109,116** | **77,879** | **117,825** | **31.3** |
| | | **Female** | **1,127,680** | **107,616** | **95,186** | **84,682** | **111,007** | **194,814** | **170,215** | **113,821** | **87,519** | **162,820** | **33.5** |
| Maricopa | 2,224.8 | Male | 1,097,120 | 112,840 | 99,680 | 88,422 | 119,636 | 202,268 | 169,454 | 109,116 | 77,879 | 117,825 | 31.3 |
| | | Female | 1,127,680 | 107,616 | 95,186 | 84,682 | 111,007 | 194,814 | 170,215 | 113,821 | 87,519 | 162,820 | 33.5 |
| **TUCSON** | **690.5** | **Male** | **338,067** | **32,791** | **29,390** | **26,641** | **40,139** | **57,906** | **52,315** | **32,378** | **26,099** | **40,408** | **31.9** |
| | | **Female** | **352,433** | **31,036** | **28,354** | **25,558** | **38,467** | **56,383** | **52,474** | **34,957** | **29,970** | **55,234** | **34.4** |
| Pima | 690.5 | Male | 338,067 | 32,791 | 29,390 | 26,641 | 40,139 | 57,906 | 52,315 | 32,378 | 26,099 | 40,408 | 31.9 |
| | | Female | 352,433 | 31,036 | 28,354 | 25,558 | 38,467 | 56,383 | 52,474 | 34,957 | 29,970 | 55,234 | 34.4 |
| **YUMA** | **112.1** | **Male** | **57,059** | **5,958** | **5,732** | **5,424** | **6,936** | **8,952** | **7,264** | **4,737** | **4,463** | **7,593** | **30.0** |
| | | **Female** | **55,041** | **5,872** | **5,550** | **5,001** | **5,438** | **8,370** | **7,050** | **4,935** | **4,744** | **8,081** | **31.8** |
| Yuma | 112.1 | Male | 57,059 | 5,958 | 5,732 | 5,424 | 6,936 | 8,952 | 7,264 | 4,737 | 4,463 | 7,593 | 30.0 |
| | | Female | 55,041 | 5,872 | 5,550 | 5,001 | 5,438 | 8,370 | 7,050 | 4,935 | 4,744 | 8,081 | 31.8 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Apache | 63.7 | Male | 31,339 | 4,965 | 4,584 | 4,047 | 3,249 | 4,436 | 3,736 | 2,639 | 1,747 | 1,936 | 22.5 |
| | | Female | 32,361 | 4,915 | 4,440 | 3,985 | 3,108 | 4,823 | 3,924 | 2,845 | 2,023 | 2,298 | 24.4 |
| Cochise | 99.8 | Male | 50,859 | 4,972 | 4,837 | 4,903 | 5,490 | 7,831 | 7,373 | 5,235 | 4,336 | 5,882 | 31.7 |
| | | Female | 48,941 | 4,520 | 4,631 | 4,494 | 4,161 | 7,168 | 6,962 | 5,397 | 4,663 | 6,945 | 34.3 |
| Coconino | 100.9 | Male | 50,312 | 5,752 | 5,439 | 5,015 | 8,064 | 8,331 | 7,818 | 4,485 | 2,787 | 2,621 | 26.1 |
| | | Female | 50,588 | 5,533 | 5,292 | 4,752 | 8,362 | 8,328 | 7,715 | 4,472 | 2,938 | 3,196 | 26.6 |
| Gila | 41.1 | Male | 20,106 | 1,830 | 1,861 | 1,851 | 1,360 | 2,256 | 2,709 | 2,221 | 2,219 | 3,799 | 38.3 |
| | | Female | 20,994 | 1,846 | 1,835 | 1,782 | 1,328 | 2,343 | 2,783 | 2,360 | 2,499 | 4,218 | 39.9 |
| Graham | 27.3 | Male | 14,031 | 1,508 | 1,611 | 1,443 | 1,551 | 2,124 | 1,970 | 1,253 | 1,025 | 1,546 | 29.2 |
| | | Female | 13,269 | 1,517 | 1,550 | 1,480 | 1,232 | 1,641 | 1,578 | 1,226 | 1,135 | 1,910 | 30.2 |
| Greenlee | 7.6 | Male | 3,859 | 379 | 507 | 491 | 193 | 503 | 599 | 422 | 356 | 409 | 32.1 |
| | | Female | 3,741 | 353 | 452 | 434 | 244 | 540 | 527 | 409 | 341 | 441 | 32.2 |
| La Paz | 14.0 | Male | 7,197 | 716 | 644 | 596 | 509 | 920 | 890 | 752 | 785 | 1,385 | 37.4 |
| | | Female | 6,803 | 654 | 580 | 555 | 521 | 831 | 883 | 723 | 750 | 1,306 | 38.0 |
| Maricopa | 2,224.8 | Male | 1,097,120 | 112,840 | 99,680 | 88,422 | 119,636 | 202,268 | 169,454 | 109,116 | 77,879 | 117,825 | 31.3 |
| | | Female | 1,127,680 | 107,616 | 95,186 | 84,682 | 111,007 | 194,814 | 170,215 | 113,821 | 87,519 | 162,820 | 33.5 |
| Mohave | 98.8 | Male | 49,263 | 4,135 | 3,855 | 3,639 | 3,284 | 6,345 | 6,499 | 5,495 | 6,139 | 9,872 | 40.2 |
| | | Female | 49,537 | 3,904 | 3,648 | 3,307 | 3,096 | 6,282 | 6,475 | 5,868 | 6,449 | 10,508 | 42.0 |
| Navajo | 79.5 | Male | 39,606 | 5,577 | 5,328 | 4,759 | 3,718 | 5,810 | 5,079 | 3,596 | 2,723 | 3,016 | 25.7 |
| | | Female | 39,894 | 5,488 | 5,094 | 4,649 | 3,426 | 5,752 | 5,210 | 3,823 | 2,968 | 3,484 | 27.2 |
| Pima | 690.5 | Male | 338,067 | 32,791 | 29,390 | 26,641 | 40,139 | 57,906 | 52,315 | 32,378 | 26,099 | 40,408 | 31.9 |
| | | Female | 352,433 | 31,036 | 28,354 | 25,558 | 38,467 | 56,383 | 52,474 | 34,957 | 29,970 | 55,234 | 34.4 |
| Pinal | 120.6 | Male | 61,848 | 6,366 | 6,278 | 5,644 | 5,793 | 9,435 | 8,934 | 6,177 | 5,403 | 7,818 | 32.3 |
| | | Female | 58,752 | 6,201 | 5,875 | 5,291 | 4,795 | 8,339 | 7,951 | 5,881 | 5,664 | 8,755 | 33.7 |
| Santa Cruz | 31.2 | Male | 14,843 | 1,806 | 1,859 | 1,815 | 1,348 | 2,033 | 2,038 | 1,366 | 1,140 | 1,438 | 27.9 |
| | | Female | 16,357 | 1,818 | 1,817 | 1,738 | 1,446 | 2,382 | 2,326 | 1,584 | 1,376 | 1,870 | 30.7 |
| Yavapai | 113.6 | Male | 55,628 | 4,107 | 4,484 | 4,116 | 4,317 | 6,074 | 7,728 | 5,726 | 6,396 | 12,680 | 41.1 |
| | | Female | 57,972 | 3,841 | 4,226 | 3,811 | 3,289 | 6,421 | 8,084 | 6,531 | 7,371 | 14,398 | 44.2 |
| Yuma | 112.1 | Male | 57,059 | 5,958 | 5,732 | 5,424 | 6,936 | 8,952 | 7,264 | 4,737 | 4,463 | 7,593 | 30.0 |
| | | Female | 55,041 | 5,872 | 5,550 | 5,001 | 5,438 | 8,370 | 7,050 | 4,935 | 4,744 | 8,081 | 31.8 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **ARIZONA (continued)** | | | | | | | | | | | | | |
| **TOTAL METRO COUNTIES** ........ | 3,027.4 | Male | 1,492,246 | 151,589 | 134,802 | 120,487 | 166,711 | 269,126 | 229,033 | 146,231 | 108,441 | 165,826 | 31.4 |
| | | Female | 1,535,154 | 144,524 | 129,090 | 115,241 | 154,912 | 259,567 | 229,739 | 153,713 | 122,233 | 226,135 | 33.6 |
| **TOTAL STATE** ................. | 3,825.5 | Male | 1,891,137 | 193,702 | 176,089 | 158,806 | 205,587 | 325,224 | 284,406 | 185,598 | 143,497 | 218,228 | 31.5 |
| | | Female | 1,934,363 | 185,114 | 168,530 | 151,519 | 189,920 | 314,417 | 284,157 | 194,832 | 160,410 | 285,464 | 33.7 |
| **ARKANSAS** | | | | | | | | | | | | | |
| **FAYETTEVILLE - SPRINGDALE** ...... | 116.6 | Male | 57,655 | 5,118 | 4,987 | 4,819 | 8,871 | 9,844 | 8,607 | 5,834 | 4,170 | 5,405 | 30.1 |
| | | Female | 58,945 | 4,932 | 4,891 | 4,416 | 8,149 | 9,111 | 8,853 | 6,161 | 4,520 | 7,912 | 32.8 |
| Washington ................ | 116.6 | Male | 57,655 | 5,118 | 4,987 | 4,819 | 8,871 | 9,844 | 8,607 | 5,834 | 4,170 | 5,405 | 30.1 |
| | | Female | 58,945 | 4,932 | 4,891 | 4,416 | 8,149 | 9,111 | 8,853 | 6,161 | 4,520 | 7,912 | 32.8 |
| **FORT SMITH** .................. | 180.1 | Male | 87,538 | 8,476 | 8,634 | 8,466 | 8,058 | 13,614 | 13,167 | 10,135 | 7,240 | 9,748 | 32.4 |
| | | Female | 92,562 | 7,928 | 7,991 | 7,958 | 8,035 | 14,044 | 13,722 | 10,395 | 7,854 | 14,635 | 35.2 |
| Crawford .................. | 44.1 | Male | 21,581 | 2,090 | 2,376 | 2,241 | 1,832 | 3,267 | 3,221 | 2,554 | 1,802 | 2,198 | 31.9 |
| | | Female | 22,519 | 2,028 | 2,056 | 2,091 | 1,875 | 3,556 | 3,369 | 2,580 | 1,800 | 3,164 | 34.0 |
| Sebastian .................. | 101.1 | Male | 48,887 | 4,735 | 4,549 | 4,415 | 4,664 | 8,006 | 7,555 | 5,492 | 3,907 | 5,564 | 32.6 |
| | | Female | 52,213 | 4,378 | 4,324 | 4,187 | 4,568 | 8,017 | 7,799 | 5,709 | 4,431 | 3,800 | 35.8 |
| *Sequoyah, Okla.* ............ | *34.9* | *Male* | *17,070* | *1,651* | *1,709* | *1,810* | *1,562* | *2,341* | *2,391* | *2,089* | *1,531* | *1,986* | *32.7* |
| | | *Female* | *17,830* | *1,522* | *1,611* | *1,680* | *1,592* | *2,471* | *2,554* | *2,106* | *1,623* | *2,671* | *35.2* |
| **LITTLE ROCK - NORTH LITTLE ROCK** . | 521.2 | Male | 250,645 | 24,397 | 24,007 | 23,073 | 25,823 | 43,698 | 40,367 | 27,045 | 18,827 | 23,408 | 31.4 |
| | | Female | 270,555 | 23,279 | 22,640 | 22,041 | 27,466 | 45,565 | 42,858 | 28,748 | 21,545 | 36,413 | 33.7 |
| Faulkner .................. | 63.1 | Male | 30,572 | 2,820 | 2,839 | 2,708 | 4,629 | 4,923 | 4,536 | 3,131 | 2,180 | 2,806 | 29.7 |
| | | Female | 32,528 | 2,716 | 2,640 | 2,588 | 5,307 | 5,117 | 4,604 | 3,175 | 2,351 | 4,030 | 30.9 |
| Lonoke .................. | 40.4 | Male | 19,861 | 1,840 | 2,205 | 2,105 | 1,671 | 3,087 | 3,070 | 2,387 | 1,579 | 1,917 | 31.8 |
| | | Female | 20,539 | 1,723 | 2,073 | 1,999 | 1,646 | 3,178 | 3,180 | 2,378 | 1,543 | 2,819 | 33.9 |
| Pulaski .................. | 351.1 | Male | 167,268 | 16,791 | 15,719 | 14,961 | 16,695 | 30,437 | 27,384 | 17,472 | 12,261 | 15,548 | 31.4 |
| | | Female | 183,832 | 16,129 | 14,899 | 14,423 | 17,654 | 31,935 | 29,630 | 19,208 | 14,684 | 25,270 | 34.0 |
| Saline .................. | 66.6 | Male | 32,944 | 2,946 | 3,244 | 3,299 | 2,828 | 5,251 | 5,377 | 4,055 | 2,807 | 3,137 | 32.9 |
| | | Female | 33,656 | 2,711 | 3,028 | 3,031 | 2,859 | 5,335 | 5,444 | 3,987 | 2,967 | 4,294 | 34.7 |
| **PINE BLUFF** .................. | 85.9 | Male | 41,319 | 3,974 | 4,248 | 4,366 | 4,816 | 6,003 | 5,837 | 4,319 | 3,068 | 4,688 | 30.4 |
| | | Female | 44,581 | 3,913 | 4,202 | 3,819 | 4,589 | 6,463 | 6,280 | 4,489 | 3,838 | 6,988 | 33.9 |
| Jefferson .................. | 85.9 | Male | 41,319 | 3,974 | 4,248 | 4,366 | 4,816 | 6,003 | 5,837 | 4,319 | 3,068 | 4,688 | 30.4 |
| | | Female | 44,581 | 3,913 | 4,202 | 3,819 | 4,589 | 6,463 | 6,280 | 4,489 | 3,838 | 6,988 | 33.9 |
| **TEXARKANA** .................. | 120.8 | Male | 58,171 | 5,591 | 5,789 | 5,753 | 5,360 | 8,883 | 8,832 | 6,355 | 4,767 | 6,841 | 32.4 |
| | | Female | 62,629 | 5,261 | 5,674 | 5,486 | 5,313 | 9,004 | 9,217 | 6,579 | 5,543 | 10,552 | 35.6 |
| Miller .................. | 38.7 | Male | 18,476 | 1,862 | 1,897 | 1,934 | 1,814 | 2,758 | 2,569 | 1,983 | 1,513 | 2,146 | 31.3 |
| | | Female | 20,224 | 1,739 | 1,903 | 1,759 | 1,799 | 2,927 | 2,883 | 2,097 | 1,777 | 3,340 | 34.9 |
| *Bowie, Tex.* .................. | *82.1* | *Male* | *39,695* | *3,729* | *3,892* | *3,819* | *3,546* | *6,125* | *6,263* | *4,372* | *3,254* | *4,695* | *32.9* |
| | | *Female* | *42,405* | *3,522* | *3,771* | *3,727* | *3,514* | *6,077* | *6,334* | *4,482* | *3,766* | *7,212* | *35.9* |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Arkansas .................. | 21.3 | Male | 10,082 | 938 | 982 | 1,054 | 771 | 1,344 | 1,560 | 1,116 | 928 | 1,389 | 34.6 |
| | | Female | 11,218 | 839 | 1,037 | 1,015 | 809 | 1,560 | 1,573 | 1,137 | 1,044 | 2,204 | 37.2 |
| Ashley .................. | 24.1 | Male | 11,558 | 1,037 | 1,148 | 1,200 | 1,064 | 1,617 | 1,659 | 1,392 | 1,023 | 1,418 | 33.2 |
| | | Female | 12,542 | 1,091 | 1,156 | 1,180 | 1,095 | 1,642 | 1,761 | 1,374 | 1,115 | 2,128 | 35.6 |
| Baxter .................. | 32.0 | Male | 15,276 | 1,007 | 1,088 | 1,148 | 906 | 1,539 | 1,902 | 1,546 | 1,834 | 4,306 | 45.3 |
| | | Female | 16,724 | 885 | 1,042 | 1,055 | 916 | 1,682 | 2,016 | 1,818 | 2,172 | 5,138 | 49.0 |
| Benton .................. | 102.6 | Male | 50,051 | 4,422 | 4,575 | 4,245 | 4,292 | 7,441 | 7,005 | 5,163 | 4,677 | 8,231 | 35.1 |
| | | Female | 52,549 | 4,292 | 4,242 | 3,887 | 4,397 | 7,394 | 7,191 | 5,468 | 5,381 | 10,297 | 37.9 |
| Boone .................. | 28.8 | Male | 13,799 | 1,209 | 1,240 | 1,270 | 1,223 | 1,908 | 1,973 | 1,534 | 1,349 | 2,093 | 35.3 |
| | | Female | 15,001 | 1,120 | 1,159 | 1,178 | 1,214 | 2,050 | 2,070 | 1,721 | 1,549 | 2,940 | 38.8 |
| Bradley .................. | 11.6 | Male | 5,512 | 481 | 551 | 554 | 482 | 697 | 752 | 608 | 527 | 860 | 34.9 |
| | | Female | 6,088 | 458 | 470 | 506 | 503 | 752 | 749 | 671 | 626 | 1,353 | 39.7 |
| Calhoun .................. | 5.8 | Male | 2,802 | 261 | 296 | 266 | 233 | 407 | 405 | 287 | 250 | 397 | 33.5 |
| | | Female | 2,998 | 256 | 256 | 231 | 263 | 437 | 389 | 325 | 280 | 561 | 36.4 |
| Carroll .................. | 19.1 | Male | 9,225 | 755 | 826 | 787 | 731 | 1,258 | 1,358 | 1,053 | 957 | 1,500 | 36.9 |
| | | Female | 9,875 | 716 | 773 | 777 | 698 | 1,239 | 1,467 | 1,167 | 1,028 | 2,010 | 40.0 |
| Chicot .................. | 15.5 | Male | 7,141 | 791 | 872 | 911 | 637 | 839 | 824 | 681 | 579 | 1,007 | 29.3 |
| | | Female | 8,359 | 749 | 865 | 850 | 727 | 1,024 | 997 | 837 | 799 | 1,511 | 34.7 |
| Clark .................. | 21.0 | Male | 9,986 | 796 | 823 | 792 | 1,872 | 1,261 | 1,212 | 982 | 815 | 1,433 | 30.6 |
| | | Female | 11,014 | 769 | 758 | 803 | 1,818 | 1,350 | 1,349 | 1,068 | 973 | 2,126 | 35.1 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **ARKANSAS (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Clay | 17.9 | Male | 8,579 | 636 | 712 | 794 | 726 | 1,142 | 1,105 | 1,034 | 910 | 1,520 | 37.5 |
| | | Female | 9,321 | 621 | 672 | 703 | 694 | 1,102 | 1,156 | 1,084 | 1,070 | 2,219 | 42.5 |
| Cleburne | 19.9 | Male | 9,655 | 664 | 756 | 802 | 684 | 1,201 | 1,267 | 1,158 | 1,213 | 1,910 | 40.7 |
| | | Female | 10,245 | 647 | 721 | 744 | 636 | 1,287 | 1,253 | 1,336 | 1,336 | 2,285 | 43.7 |
| Cleveland | 7.9 | Male | 3,846 | 339 | 327 | 389 | 358 | 521 | 547 | 496 | 381 | 488 | 34.8 |
| | | Female | 4,054 | 297 | 369 | 357 | 338 | 516 | 617 | 487 | 368 | 705 | 37.4 |
| Columbia | 25.7 | Male | 12,063 | 1,116 | 1,234 | 1,066 | 1,430 | 1,695 | 1,572 | 1,180 | 1,088 | 1,682 | 32.0 |
| | | Female | 13,637 | 1,120 | 1,141 | 1,127 | 1,383 | 1,855 | 1,667 | 1,400 | 1,270 | 2,674 | 36.2 |
| Conway | 19.0 | Male | 9,095 | 802 | 902 | 938 | 764 | 1,313 | 1,234 | 1,023 | 836 | 1,283 | 33.7 |
| | | Female | 9,905 | 846 | 846 | 860 | 812 | 1,360 | 1,268 | 1,058 | 990 | 1,865 | 36.8 |
| Craighead | 70.4 | Male | 33,884 | 3,095 | 3,013 | 2,937 | 4,762 | 5,456 | 4,923 | 3,699 | 2,692 | 3,307 | 30.7 |
| | | Female | 36,516 | 2,919 | 2,827 | 2,777 | 4,930 | 5,546 | 5,218 | 3,885 | 3,068 | 5,346 | 33.7 |
| Crawford | 44.1 | Male | 21,581 | 2,090 | 2,376 | 2,241 | 1,832 | 3,267 | 3,221 | 2,554 | 1,802 | 2,198 | 31.9 |
| | | Female | 22,519 | 2,028 | 2,056 | 2,091 | 1,875 | 3,556 | 3,369 | 2,580 | 1,800 | 3,164 | 34.0 |
| ☐ Crittenden | 50.6 | Male | 23,871 | 2,817 | 2,737 | 2,640 | 2,342 | 3,671 | 3,370 | 2,443 | 1,730 | 2,121 | 28.8 |
| | | Female | 26,729 | 2,779 | 2,718 | 2,570 | 2,607 | 4,229 | 3,749 | 2,754 | 2,053 | 3,270 | 31.4 |
| Cross | 19.0 | Male | 9,131 | 926 | 987 | 1,054 | 820 | 1,255 | 1,313 | 986 | 702 | 1,088 | 31.2 |
| | | Female | 9,869 | 852 | 939 | 1,020 | 892 | 1,373 | 1,308 | 1,073 | 836 | 1,576 | 34.0 |
| Dallas | 9.4 | Male | 4,500 | 405 | 445 | 454 | 358 | 573 | 652 | 504 | 410 | 699 | 35.2 |
| | | Female | 4,900 | 374 | 400 | 430 | 379 | 634 | 684 | 493 | 474 | 1,032 | 38.4 |
| Desha | 16.4 | Male | 7,676 | 849 | 907 | 880 | 665 | 1,031 | 1,045 | 783 | 565 | 951 | 30.2 |
| | | Female | 8,724 | 826 | 924 | 833 | 765 | 1,224 | 1,133 | 823 | 693 | 1,503 | 33.3 |
| Drew | 17.3 | Male | 8,352 | 801 | 878 | 814 | 1,051 | 1,157 | 1,174 | 886 | 656 | 935 | 30.5 |
| | | Female | 8,948 | 718 | 785 | 843 | 1,007 | 1,265 | 1,263 | 927 | 717 | 1,423 | 33.9 |
| Faulkner | 63.1 | Male | 30,572 | 2,820 | 2,839 | 2,708 | 4,629 | 4,923 | 4,536 | 3,131 | 2,180 | 2,806 | 29.7 |
| | | Female | 32,528 | 2,716 | 2,640 | 2,588 | 5,307 | 5,117 | 4,604 | 3,175 | 2,351 | 4,030 | 30.9 |
| Franklin | 15.0 | Male | 7,439 | 606 | 691 | 793 | 713 | 996 | 1,047 | 853 | 691 | 1,049 | 34.2 |
| | | Female | 7,561 | 597 | 636 | 636 | 588 | 1,034 | 1,036 | 856 | 684 | 1,494 | 37.8 |
| Fulton | 10.2 | Male | 4,891 | 360 | 383 | 448 | 363 | 563 | 681 | 577 | 545 | 971 | 39.8 |
| | | Female | 5,309 | 369 | 421 | 421 | 347 | 604 | 702 | 596 | 652 | 1,197 | 42.0 |
| Garland | 74.4 | Male | 35,449 | 2,687 | 2,751 | 2,834 | 2,821 | 4,553 | 4,882 | 3,862 | 3,882 | 7,177 | 39.3 |
| | | Female | 38,951 | 2,605 | 2,610 | 2,647 | 2,698 | 4,785 | 5,163 | 4,329 | 4,687 | 9,427 | 43.0 |
| Grant | 14.3 | Male | 7,047 | 590 | 669 | 692 | 633 | 1,032 | 1,118 | 952 | 602 | 759 | 34.1 |
| | | Female | 7,253 | 602 | 624 | 672 | 584 | 1,053 | 1,106 | 894 | 627 | 1,091 | 35.8 |
| Greene | 32.0 | Male | 15,485 | 1,394 | 1,323 | 1,441 | 1,435 | 2,242 | 2,331 | 1,861 | 1,430 | 2,028 | 34.6 |
| | | Female | 16,515 | 1,264 | 1,296 | 1,387 | 1,469 | 2,236 | 2,296 | 1,956 | 1,633 | 2,978 | 37.6 |
| Hempstead | 21.4 | Male | 10,177 | 1,004 | 1,061 | 962 | 874 | 1,459 | 1,396 | 1,109 | 881 | 1,431 | 33.1 |
| | | Female | 11,223 | 913 | 1,035 | 974 | 864 | 1,618 | 1,442 | 1,165 | 1,026 | 2,186 | 36.4 |
| Hot Spring | 26.1 | Male | 12,612 | 1,096 | 1,177 | 1,242 | 1,061 | 1,677 | 1,900 | 1,416 | 1,236 | 1,807 | 35.3 |
| | | Female | 13,488 | 1,012 | 1,098 | 1,153 | 1,036 | 1,761 | 1,959 | 1,551 | 1,358 | 2,560 | 38.5 |
| Howard | 13.6 | Male | 6,549 | 630 | 652 | 701 | 571 | 895 | 872 | 730 | 547 | 951 | 33.1 |
| | | Female | 7,051 | 561 | 625 | 609 | 594 | 933 | 953 | 741 | 614 | 1,421 | 37.1 |
| Independence | 31.2 | Male | 15,164 | 1,348 | 1,490 | 1,459 | 1,355 | 2,197 | 2,282 | 1,747 | 1,360 | 1,926 | 33.8 |
| | | Female | 16,036 | 1,204 | 1,351 | 1,382 | 1,386 | 2,281 | 2,403 | 1,809 | 1,518 | 2,702 | 36.7 |
| Izard | 11.5 | Male | 5,523 | 432 | 429 | 430 | 376 | 615 | 674 | 616 | 622 | 1,329 | 42.1 |
| | | Female | 5,977 | 372 | 410 | 410 | 359 | 658 | 702 | 694 | 685 | 1,687 | 46.0 |
| Jackson | 18.7 | Male | 8,941 | 751 | 760 | 983 | 714 | 1,219 | 1,309 | 1,044 | 831 | 1,330 | 35.3 |
| | | Female | 9,759 | 700 | 817 | 787 | 712 | 1,315 | 1,334 | 1,105 | 980 | 2,009 | 39.1 |
| Jefferson | 85.9 | Male | 41,319 | 3,974 | 4,248 | 4,366 | 4,816 | 6,003 | 5,837 | 4,319 | 3,068 | 4,688 | 30.4 |
| | | Female | 44,581 | 3,913 | 4,202 | 3,819 | 4,589 | 6,463 | 6,280 | 4,489 | 3,838 | 6,988 | 33.9 |
| Johnson | 18.3 | Male | 8,941 | 743 | 824 | 800 | 992 | 1,220 | 1,227 | 971 | 849 | 1,315 | 34.1 |
| | | Female | 9,359 | 685 | 754 | 736 | 903 | 1,268 | 1,180 | 1,018 | 927 | 1,888 | 37.8 |
| Lafayette | 9.5 | Male | 4,523 | 430 | 455 | 478 | 422 | 583 | 584 | 529 | 394 | 648 | 33.2 |
| | | Female | 4,977 | 376 | 456 | 450 | 415 | 616 | 641 | 533 | 441 | 1,049 | 37.7 |
| Lawrence | 17.1 | Male | 8,212 | 714 | 769 | 752 | 807 | 1,082 | 1,099 | 911 | 761 | 1,317 | 34.8 |
| | | Female | 8,888 | 634 | 658 | 698 | 766 | 1,159 | 1,159 | 1,008 | 888 | 1,918 | 39.6 |
| Lee | 12.7 | Male | 5,988 | 648 | 764 | 840 | 464 | 624 | 707 | 600 | 526 | 815 | 29.5 |
| | | Female | 6,712 | 635 | 681 | 718 | 574 | 790 | 835 | 643 | 635 | 1,201 | 34.5 |
| Lincoln | 13.9 | Male | 8,152 | 492 | 551 | 556 | 992 | 2,137 | 1,434 | 803 | 518 | 669 | 31.9 |
| | | Female | 5,748 | 545 | 553 | 562 | 485 | 755 | 740 | 575 | 508 | 1,025 | 34.7 |
| Little River | 14.0 | Male | 6,793 | 600 | 690 | 736 | 634 | 926 | 969 | 830 | 608 | 800 | 33.0 |
| | | Female | 7,207 | 577 | 669 | 692 | 620 | 994 | 1,029 | 818 | 631 | 1,177 | 35.5 |
| Logan | 20.7 | Male | 10,206 | 905 | 957 | 1,119 | 861 | 1,443 | 1,394 | 1,163 | 900 | 1,464 | 33.7 |
| | | Female | 10,494 | 868 | 870 | 903 | 823 | 1,361 | 1,422 | 1,176 | 968 | 2,103 | 38.0 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES | | | | Population by Age and Sex | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | Median Age By Sex |
| **ARKANSAS (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Lonoke | 40.4 | Male | 19,861 | 1,840 | 2,205 | 2,105 | 1,671 | 3,087 | 3,070 | 2,387 | 1,579 | 1,917 | 31.8 |
| | | Female | 20,539 | 1,723 | 2,073 | 1,999 | 1,646 | 3,178 | 3,180 | 2,378 | 1,543 | 2,819 | 33.9 |
| Madison | 11.8 | Male | 5,797 | 521 | 536 | 532 | 514 | 748 | 854 | 684 | 550 | 858 | 35.6 |
| | | Female | 6,003 | 515 | 544 | 521 | 415 | 789 | 862 | 696 | 577 | 1,084 | 37.5 |
| Marion | 12.4 | Male | 6,046 | 421 | 488 | 511 | 407 | 657 | 784 | 731 | 744 | 1,303 | 41.9 |
| | | Female | 6,354 | 373 | 461 | 469 | 377 | 729 | 860 | 744 | 816 | 1,525 | 43.9 |
| Miller | 38.7 | Male | 18,476 | 1,862 | 1,897 | 1,934 | 1,814 | 2,758 | 2,569 | 1,983 | 1,513 | 2,146 | 31.3 |
| | | Female | 20,224 | 1,739 | 1,903 | 1,759 | 1,799 | 2,927 | 2,883 | 2,097 | 1,777 | 3,340 | 34.9 |
| Mississippi | 57.1 | Male | 27,584 | 3,250 | 3,088 | 2,869 | 3,094 | 4,411 | 3,772 | 2,528 | 1,940 | 2,632 | 28.4 |
| | | Female | 29,516 | 3,032 | 2,899 | 2,847 | 3,028 | 4,613 | 3,938 | 2,723 | 2,268 | 4,168 | 31.4 |
| Monroe | 10.9 | Male | 5,125 | 546 | 571 | 556 | 409 | 645 | 631 | 526 | 457 | 784 | 32.4 |
| | | Female | 5,775 | 517 | 527 | 525 | 426 | 721 | 696 | 586 | 576 | 1,201 | 37.5 |
| Montgomery | 7.9 | Male | 3,890 | 282 | 309 | 328 | 305 | 489 | 527 | 476 | 434 | 740 | 39.4 |
| | | Female | 4,010 | 274 | 301 | 328 | 282 | 474 | 491 | 516 | 494 | 850 | 42.0 |
| Nevada | 9.9 | Male | 4,723 | 408 | 472 | 491 | 413 | 616 | 696 | 502 | 397 | 728 | 34.4 |
| | | Female | 5,177 | 399 | 452 | 480 | 412 | 652 | 685 | 530 | 470 | 1,097 | 37.8 |
| Newton | 7.8 | Male | 3,900 | 334 | 402 | 396 | 310 | 487 | 581 | 485 | 383 | 522 | 35.4 |
| | | Female | 3,900 | 310 | 382 | 361 | 269 | 499 | 554 | 511 | 351 | 663 | 37.3 |
| Ouachita | 30.8 | Male | 14,538 | 1,365 | 1,497 | 1,394 | 1,165 | 2,083 | 2,196 | 1,517 | 1,345 | 1,976 | 33.9 |
| | | Female | 16,262 | 1,317 | 1,423 | 1,353 | 1,229 | 2,258 | 2,252 | 1,649 | 1,652 | 3,129 | 37.4 |
| Perry | 8.1 | Male | 3,977 | 315 | 317 | 411 | 346 | 523 | 592 | 488 | 430 | 555 | 36.3 |
| | | Female | 4,123 | 317 | 362 | 345 | 344 | 543 | 551 | 462 | 428 | 771 | 37.7 |
| Phillips | 27.8 | Male | 12,719 | 1,557 | 1,622 | 1,670 | 1,045 | 1,441 | 1,499 | 1,248 | 1,005 | 1,632 | 28.2 |
| | | Female | 15,081 | 1,567 | 1,614 | 1,557 | 1,199 | 1,943 | 1,829 | 1,457 | 1,306 | 2,609 | 33.3 |
| Pike | 10.2 | Male | 4,976 | 435 | 445 | 484 | 427 | 667 | 670 | 609 | 464 | 775 | 35.4 |
| | | Female | 5,224 | 396 | 440 | 464 | 392 | 665 | 695 | 582 | 482 | 1,108 | 38.7 |
| Poinsett | 24.6 | Male | 11,832 | 1,104 | 1,130 | 1,154 | 1,107 | 1,689 | 1,631 | 1,421 | 1,085 | 1,511 | 33.4 |
| | | Female | 12,768 | 1,038 | 1,106 | 1,056 | 1,083 | 1,773 | 1,757 | 1,519 | 1,184 | 2,252 | 36.9 |
| Polk | 17.5 | Male | 8,526 | 702 | 830 | 806 | 688 | 1,001 | 1,148 | 976 | 870 | 1,505 | 37.1 |
| | | Female | 8,974 | 690 | 743 | 745 | 631 | 1,077 | 1,183 | 1,072 | 924 | 1,909 | 40.1 |
| Pope | 46.8 | Male | 23,161 | 2,203 | 2,127 | 2,133 | 3,070 | 3,532 | 3,411 | 2,444 | 1,825 | 2,416 | 30.8 |
| | | Female | 23,639 | 2,056 | 1,997 | 1,902 | 2,689 | 3,587 | 3,492 | 2,500 | 1,969 | 3,447 | 33.9 |
| Prairie | 9.5 | Male | 4,651 | 428 | 408 | 448 | 414 | 631 | 653 | 546 | 442 | 681 | 34.9 |
| | | Female | 4,849 | 379 | 382 | 430 | 362 | 678 | 651 | 550 | 511 | 906 | 38.0 |
| Pulaski | 351.1 | Male | 167,268 | 16,791 | 15,719 | 14,961 | 16,695 | 30,437 | 27,384 | 17,472 | 12,261 | 15,548 | 31.4 |
| | | Female | 183,832 | 16,129 | 14,899 | 14,423 | 17,654 | 31,935 | 29,630 | 19,208 | 14,684 | 25,270 | 34.0 |
| Randolph | 16.5 | Male | 7,984 | 692 | 739 | 750 | 693 | 1,074 | 1,086 | 913 | 823 | 1,214 | 35.4 |
| | | Female | 8,516 | 628 | 690 | 762 | 640 | 1,084 | 1,121 | 1,011 | 916 | 1,664 | 39.0 |
| St. Francis | 28.1 | Male | 13,083 | 1,508 | 1,605 | 1,636 | 1,087 | 1,672 | 1,737 | 1,340 | 991 | 1,507 | 29.2 |
| | | Female | 15,017 | 1,441 | 1,565 | 1,568 | 1,283 | 2,109 | 2,063 | 1,441 | 1,263 | 2,284 | 32.8 |
| Saline | 66.6 | Male | 32,944 | 2,946 | 3,244 | 3,299 | 2,828 | 5,251 | 5,377 | 4,055 | 2,807 | 3,137 | 32.9 |
| | | Female | 33,656 | 2,711 | 3,028 | 3,031 | 2,859 | 5,335 | 5,444 | 3,987 | 2,967 | 4,294 | 34.7 |
| Scott | 10.4 | Male | 5,116 | 481 | 450 | 451 | 471 | 716 | 639 | 630 | 506 | 772 | 34.8 |
| | | Female | 5,284 | 433 | 407 | 445 | 410 | 699 | 673 | 668 | 555 | 994 | 38.7 |
| Searcy | 7.6 | Male | 3,713 | 289 | 305 | 362 | 275 | 419 | 526 | 433 | 428 | 676 | 38.9 |
| | | Female | 3,887 | 278 | 323 | 302 | 261 | 447 | 551 | 451 | 437 | 837 | 41.0 |
| Sebastian | 101.1 | Male | 48,887 | 4,735 | 4,549 | 4,415 | 4,664 | 8,006 | 7,555 | 5,492 | 3,907 | 5,564 | 32.6 |
| | | Female | 52,213 | 4,378 | 4,324 | 4,187 | 4,568 | 8,017 | 7,799 | 5,709 | 4,431 | 8,800 | 35.8 |
| Sevier | 13.6 | Male | 6,728 | 551 | 709 | 601 | 647 | 1,014 | 938 | 740 | 581 | 947 | 33.4 |
| | | Female | 6,872 | 550 | 615 | 544 | 541 | 943 | 954 | 767 | 640 | 1,318 | 37.5 |
| Sharp | 14.2 | Male | 6,770 | 436 | 507 | 636 | 447 | 719 | 790 | 691 | 787 | 1,757 | 43.1 |
| | | Female | 7,430 | 428 | 516 | 565 | 450 | 733 | 871 | 770 | 949 | 2,148 | 46.8 |
| Stone | 10.1 | Male | 4,954 | 360 | 454 | 470 | 330 | 615 | 697 | 627 | 597 | 804 | 38.6 |
| | | Female | 5,146 | 347 | 424 | 396 | 313 | 655 | 762 | 680 | 613 | 956 | 40.7 |
| Union | 46.5 | Male | 22,002 | 2,129 | 2,260 | 2,162 | 1,825 | 3,210 | 3,314 | 2,272 | 1,832 | 2,998 | 33.2 |
| | | Female | 24,498 | 2,086 | 2,149 | 2,032 | 1,892 | 3,465 | 3,402 | 2,453 | 2,191 | 4,828 | 36.8 |
| Van Buren | 14.3 | Male | 7,042 | 501 | 584 | 617 | 465 | 759 | 875 | 748 | 880 | 1,613 | 41.8 |
| | | Female | 7,258 | 437 | 509 | 564 | 462 | 766 | 869 | 819 | 1,021 | 1,811 | 45.3 |
| Washington | 116.6 | Male | 57,655 | 5,118 | 4,987 | 4,819 | 8,871 | 9,844 | 8,607 | 5,834 | 4,170 | 5,405 | 30.1 |
| | | Female | 58,945 | 4,932 | 4,891 | 4,416 | 8,149 | 9,111 | 8,853 | 6,161 | 4,520 | 7,912 | 32.8 |
| White | 55.6 | Male | 27,026 | 2,313 | 2,425 | 2,486 | 3,561 | 3,761 | 3,708 | 3,002 | 2,331 | 3,439 | 32.3 |
| | | Female | 28,574 | 2,156 | 2,343 | 2,322 | 3,529 | 3,820 | 3,900 | 3,139 | 2,565 | 4,800 | 35.3 |
| Woodruff | 9.2 | Male | 4,339 | 413 | 468 | 494 | 381 | 554 | 623 | 427 | 336 | 643 | 32.5 |
| | | Female | 4,861 | 412 | 438 | 440 | 376 | 635 | 646 | 477 | 439 | 998 | 37.0 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **ARKANSAS (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Yell | 18.1 | Male | 8,818 | 826 | 766 | 831 | 789 | 1,270 | 1,173 | 1,036 | 846 | 1,281 | 34.4 |
| | | Female | 9,282 | 737 | 743 | 765 | 800 | 1,267 | 1,222 | 1,100 | 927 | 1,721 | 37.7 |
| **TOTAL METRO COUNTIES** | **958.2** | **Male** | **462,434** | **44,993** | **44,801** | **43,488** | **50,162** | **77,247** | **71,526** | **49,670** | **35,017** | **45,530** | **31.2** |
| | | **Female** | **495,766** | **43,048** | **42,734** | **40,883** | **51,053** | **79,868** | **75,791** | **52,538** | **39,964** | **69,887** | **33.8** |
| **TOTAL STATE** | **2,374.8** | **Male** | **1,145,759** | **106,123** | **109,273** | **108,788** | **114,764** | **171,768** | **166,665** | **124,395** | **97,901** | **146,082** | **32.8** |
| | | **Female** | **1,229,041** | **101,075** | **104,035** | **101,984** | **114,647** | **178,005** | **174,552** | **132,030** | **111,739** | **210,974** | **35.8** |
| **CALIFORNIA** | | | | | | | | | | | | | |
| **ANAHEIM - SANTA ANA** | **2,510.6** | **Male** | **1,264,421** | **121,480** | **101,082** | **97,688** | **165,325** | **257,163** | **202,493** | **137,626** | **89,352** | **92,212** | **30.7** |
| | | **Female** | **1,246,179** | **115,545** | **96,106** | **90,952** | **139,709** | **228,480** | **201,674** | **139,692** | **94,080** | **139,941** | **32.9** |
| Orange | 2,510.6 | Male | 1,264,421 | 121,480 | 101,082 | 97,688 | 165,325 | 257,163 | 202,493 | 137,626 | 89,352 | 92,212 | 30.7 |
| | | Female | 1,246,179 | 115,545 | 96,106 | 90,952 | 139,709 | 228,480 | 201,674 | 139,692 | 94,080 | 139,941 | 32.9 |
| **BAKERSFIELD** | **581.5** | **Male** | **293,363** | **35,713** | **32,332** | **26,593** | **29,476** | **53,443** | **44,067** | **27,406** | **19,749** | **24,584** | **29.2** |
| | | **Female** | **288,137** | **34,335** | **30,615** | **25,237** | **27,011** | **48,916** | **41,773** | **27,096** | **21,034** | **32,120** | **30.5** |
| Kern | 581.5 | Male | 293,363 | 35,713 | 32,332 | 26,593 | 29,476 | 53,443 | 44,067 | 27,406 | 19,749 | 24,584 | 29.2 |
| | | Female | 288,137 | 34,335 | 30,615 | 25,237 | 27,011 | 48,916 | 41,773 | 27,096 | 21,034 | 32,120 | 30.5 |
| **CHICO** | **190.1** | **Male** | **93,256** | **8,395** | **8,144** | **6,795** | **13,147** | **13,328** | **13,516** | **8,382** | **7,104** | **14,445** | **32.6** |
| | | **Female** | **96,844** | **7,874** | **7,676** | **6,398** | **12,200** | **13,133** | **13,651** | **8,819** | **8,376** | **18,717** | **35.8** |
| Butte | 190.1 | Male | 93,256 | 8,395 | 8,144 | 6,795 | 13,147 | 13,328 | 13,516 | 8,382 | 7,104 | 14,445 | 32.6 |
| | | Female | 96,844 | 7,874 | 7,676 | 6,398 | 12,200 | 13,133 | 13,651 | 8,819 | 8,376 | 18,717 | 35.8 |
| **FRESNO** | **709.4** | **Male** | **352,070** | **42,760** | **39,345** | **33,502** | **40,433** | **58,788** | **51,301** | **32,141** | **22,875** | **30,925** | **28.4** |
| | | **Female** | **357,330** | **40,863** | **37,326** | **31,126** | **36,943** | **57,917** | **51,425** | **32,685** | **25,844** | **43,201** | **30.6** |
| Fresno | 709.4 | Male | 352,070 | 42,760 | 39,345 | 33,502 | 40,433 | 58,788 | 51,301 | 32,141 | 22,875 | 30,925 | 28.4 |
| | | Female | 357,330 | 40,863 | 37,326 | 31,126 | 36,943 | 57,917 | 51,425 | 32,685 | 25,844 | 43,201 | 30.6 |
| **LOS ANGELES - LONG BEACH** | **9,087.0** | **Male** | **4,533,768** | **477,540** | **391,695** | **371,577** | **583,876** | **901,984** | **701,699** | **442,128** | **306,141** | **357,128** | **29.9** |
| | | **Female** | **4,553,232** | **457,367** | **373,812** | **350,058** | **506,555** | **834,623** | **704,560** | **458,394** | **338,173** | **529,690** | **32.1** |
| Los Angeles | 9,087.0 | Male | 4,533,768 | 477,540 | 391,695 | 371,577 | 583,876 | 901,984 | 701,699 | 442,128 | 306,141 | 357,128 | 29.9 |
| | | Female | 4,553,232 | 457,367 | 373,812 | 350,058 | 506,555 | 834,623 | 704,560 | 458,394 | 338,173 | 529,690 | 32.1 |
| **LOS ANGELES - ANAHEIM - RIVERSIDE CONSOLIDATED AREA** | ***15,109.6*** | ***Male*** | ***7,560,305*** | ***801,815*** | ***671,274*** | ***621,816*** | ***940,380*** | ***1,481,067*** | ***1,178,229*** | ***746,154*** | ***511,604*** | ***607,966*** | ***30.0*** |
| | | ***Female*** | ***7,549,295*** | ***767,625*** | ***640,345*** | ***584,364*** | ***810,891*** | ***1,370,467*** | ***1,171,683*** | ***761,807*** | ***558,396*** | ***883,717*** | ***32.1*** |
| **MERCED** | **186.7** | **Male** | **94,313** | **12,399** | **11,264** | **9,444** | **10,613** | **16,163** | **12,883** | **7,918** | **6,044** | **7,585** | **27.1** |
| | | **Female** | **92,387** | **11,598** | **10,751** | **8,803** | **8,947** | **15,166** | **12,402** | **8,214** | **6,719** | **9,787** | **29.0** |
| Merced | 186.7 | Male | 94,313 | 12,399 | 11,264 | 9,444 | 10,613 | 16,163 | 12,883 | 7,918 | 6,044 | 7,585 | 27.1 |
| | | Female | 92,387 | 11,598 | 10,751 | 8,803 | 8,947 | 15,166 | 12,402 | 8,214 | 6,719 | 9,787 | 29.0 |
| **MODESTO** | **394.6** | **Male** | **194,111** | **23,009** | **21,327** | **17,965** | **18,910** | **33,453** | **29,639** | **18,861** | **13,109** | **17,838** | **29.7** |
| | | **Female** | **200,489** | **21,993** | **20,549** | **16,948** | **18,594** | **33,382** | **29,896** | **19,364** | **14,644** | **25,119** | **31.6** |
| Stanislaus | 394.6 | Male | 194,111 | 23,009 | 21,327 | 17,965 | 18,910 | 33,453 | 29,639 | 18,861 | 13,109 | 17,838 | 29.7 |
| | | Female | 200,489 | 21,993 | 20,549 | 16,948 | 18,594 | 33,382 | 29,896 | 19,364 | 14,644 | 25,119 | 31.6 |
| **OAKLAND** | **2,149.1** | **Male** | **1,056,848** | **102,124** | **88,723** | **78,291** | **113,614** | **196,690** | **187,221** | **120,403** | **76,191** | **93,591** | **32.4** |
| | | **Female** | **1,092,252** | **97,632** | **84,596** | **75,140** | **102,372** | **194,139** | **194,648** | **122,237** | **83,627** | **137,861** | **34.6** |
| Alameda | 1,311.9 | Male | 646,735 | 62,097 | 52,473 | 45,892 | 76,188 | 126,564 | 113,626 | 69,454 | 44,478 | 55,963 | 31.9 |
| | | Female | 665,165 | 59,599 | 50,064 | 44,667 | 67,110 | 122,485 | 117,039 | 70,797 | 49,507 | 83,897 | 34.1 |
| Contra Costa | 837.2 | Male | 410,113 | 40,027 | 36,250 | 32,399 | 37,426 | 70,126 | 73,595 | 50,949 | 31,713 | 37,628 | 33.4 |
| | | Female | 427,087 | 38,033 | 34,532 | 30,473 | 35,262 | 71,654 | 77,609 | 51,440 | 34,120 | 53,964 | 35.5 |
| **OXNARD - VENTURA** | **688.3** | **Male** | **347,292** | **35,018** | **32,285** | **30,062** | **39,265** | **62,304** | **58,403** | **38,695** | **24,305** | **26,955** | **30.9** |
| | | **Female** | **341,008** | **33,538** | **30,901** | **28,294** | **32,127** | **57,529** | **57,793** | **37,747** | **24,803** | **38,276** | **32.9** |
| Ventura | 688.3 | Male | 347,292 | 35,018 | 32,285 | 30,062 | 39,265 | 62,304 | 58,403 | 38,695 | 24,305 | 26,955 | 30.9 |
| | | Female | 341,008 | 33,538 | 30,901 | 28,294 | 32,127 | 57,529 | 57,793 | 37,747 | 24,803 | 38,276 | 32.9 |
| **REDDING** | **156.4** | **Male** | **76,664** | **7,873** | **7,740** | **6,883** | **6,023** | **10,647** | **12,284** | **8,887** | **6,535** | **9,792** | **34.2** |
| | | **Female** | **79,736** | **7,122** | **7,219** | **6,409** | **6,000** | **11,569** | **12,868** | **9,016** | **7,189** | **12,344** | **36.2** |
| Shasta | 156.4 | Male | 76,664 | 7,873 | 7,740 | 6,883 | 6,023 | 10,647 | 12,284 | 8,887 | 6,535 | 9,792 | 34.2 |
| | | Female | 79,736 | 7,122 | 7,219 | 6,409 | 6,000 | 11,569 | 12,868 | 9,016 | 7,189 | 12,344 | 36.2 |
| **RIVERSIDE - SAN BERNARDINO** | **2,823.7** | **Male** | **1,414,824** | **167,777** | **146,212** | **122,489** | **151,914** | **259,616** | **215,634** | **127,705** | **91,806** | **131,671** | **29.6** |
| | | **Female** | **1,408,876** | **161,175** | **139,526** | **115,060** | **132,500** | **249,835** | **207,656** | **125,974** | **101,240** | **175,810** | **31.3** |
| Riverside | 1,290.0 | Male | 645,819 | 73,858 | 63,479 | 53,111 | 65,002 | 115,947 | 96,062 | 58,225 | 45,168 | 74,967 | 30.8 |
| | | Female | 644,181 | 69,885 | 61,347 | 50,075 | 57,731 | 109,439 | 90,532 | 57,779 | 50,785 | 96,608 | 32.6 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **CALIFORNIA (continued)** | | | | | | | | | | | | | |
| **RIVERSIDE - SAN BERNARDINO (continued)** | | | | | | | | | | | | | |
| San Bernardino | 1,533.7 | Male | 769,005 | 93,919 | 82,733 | 69,378 | 86,912 | 143,669 | 119,572 | 69,480 | 46,638 | 56,704 | 28.6 |
| | | Female | 764,695 | 91,290 | 78,179 | 64,985 | 74,769 | 140,396 | 117,124 | 68,195 | 50,555 | 79,202 | 30.2 |
| **SACRAMENTO** | **1,569.8** | **Male** | **772,451** | **78,573** | **72,520** | **60,991** | **80,225** | **140,531** | **130,719** | **79,502** | **57,417** | **71,973** | **31.7** |
| | | **Female** | **797,349** | **75,090** | **69,311** | **58,021** | **79,130** | **140,235** | **132,477** | **82,458** | **62,613** | **98,014** | **33.4** |
| El Dorado | 136.6 | Male | 68,412 | 6,417 | 6,693 | 5,441 | 4,793 | 10,382 | 13,571 | 7,800 | 5,803 | 7,512 | 35.4 |
| | | Female | 68,188 | 6,240 | 6,266 | 5,163 | 4,096 | 11,113 | 13,045 | 7,536 | 6,047 | 8,682 | 35.9 |
| Placer | 186.4 | Male | 92,380 | 8,671 | 8,891 | 7,584 | 7,142 | 13,952 | 17,488 | 11,462 | 7,466 | 9,724 | 35.0 |
| | | Female | 94,020 | 8,283 | 8,366 | 7,197 | 6,649 | 14,603 | 17,470 | 11,019 | 7,758 | 12,675 | 36.1 |
| Sacramento | 1,098.8 | Male | 538,238 | 56,377 | 50,722 | 42,570 | 54,899 | 103,487 | 88,756 | 53,514 | 39,290 | 48,623 | 31.2 |
| | | Female | 560,562 | 54,034 | 48,689 | 40,661 | 54,917 | 101,952 | 91,060 | 56,893 | 43,902 | 68,454 | 33.0 |
| Yolo | 148.0 | Male | 73,421 | 7,108 | 6,214 | 5,396 | 13,391 | 12,710 | 10,904 | 6,726 | 4,858 | 6,114 | 28.6 |
| | | Female | 74,579 | 6,533 | 5,990 | 5,000 | 13,468 | 12,567 | 10,902 | 7,010 | 4,906 | 8,203 | 30.0 |
| **SALINAS - SEASIDE - MONTEREY** | **367.4** | **Male** | **190,719** | **20,574** | **17,241** | **14,907** | **27,956** | **38,246** | **28,926** | **16,042** | **11,671** | **15,156** | **28.8** |
| | | **Female** | **176,681** | **19,647** | **16,326** | **14,040** | **18,919** | **31,088** | **26,470** | **15,988** | **13,329** | **20,874** | **31.2** |
| Monterey | 367.4 | Male | 190,719 | 20,574 | 17,241 | 14,907 | 27,956 | 38,246 | 28,926 | 16,042 | 11,671 | 15,156 | 28.8 |
| | | Female | 176,681 | 19,647 | 16,326 | 14,040 | 18,919 | 31,088 | 26,470 | 15,988 | 13,329 | 20,874 | 31.2 |
| **SAN DIEGO** | **2,604.4** | **Male** | **1,326,832** | **128,478** | **108,012** | **94,456** | **198,404** | **267,378** | **206,526** | **117,992** | **84,664** | **120,922** | **30.0** |
| | | **Female** | **1,277,568** | **122,394** | **102,364** | **89,833** | **144,008** | **233,909** | **201,101** | **122,149** | **94,894** | **166,916** | **32.7** |
| San Diego | 2,604.4 | Male | 1,326,832 | 128,478 | 108,012 | 94,456 | 198,404 | 267,378 | 206,526 | 117,992 | 84,664 | 120,922 | 30.0 |
| | | Female | 1,277,568 | 122,394 | 102,364 | 89,833 | 144,008 | 233,909 | 201,101 | 122,149 | 94,894 | 166,916 | 32.7 |
| **SAN FRANCISCO** | **1,631.2** | **Male** | **810,969** | **60,925** | **50,956** | **48,862** | **79,827** | **164,140** | **153,642** | **96,716** | **67,585** | **88,316** | **35.1** |
| | | **Female** | **820,231** | **57,768** | **48,633** | **45,781** | **74,440** | **150,234** | **146,198** | **95,215** | **72,824** | **129,138** | **37.3** |
| Marin | 235.9 | Male | 116,917 | 8,802 | 7,612 | 6,899 | 9,522 | 20,384 | 24,332 | 17,102 | 10,227 | 12,037 | 37.2 |
| | | Female | 118,983 | 8,277 | 7,064 | 6,625 | 7,878 | 18,622 | 25,737 | 17,219 | 10,682 | 16,879 | 39.3 |
| San Francisco | 726.5 | Male | 364,285 | 22,702 | 18,954 | 19,387 | 37,446 | 81,365 | 71,577 | 40,615 | 29,889 | 42,350 | 35.3 |
| | | Female | 362,215 | 21,781 | 18,203 | 18,088 | 37,215 | 72,167 | 61,665 | 37,492 | 32,031 | 63,573 | 37.2 |
| San Mateo | 668.8 | Male | 329,767 | 29,421 | 24,390 | 22,576 | 32,859 | 62,391 | 57,733 | 38,999 | 27,469 | 33,929 | 33.9 |
| | | Female | 339,033 | 27,710 | 23,366 | 21,068 | 29,347 | 59,445 | 58,796 | 40,504 | 30,111 | 48,686 | 36.5 |
| ***SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA*** | ***6,434.8*** | ***Male*** | ***3,205,718*** | ***291,273*** | ***251,793*** | ***237,572*** | ***342,982*** | ***626,935*** | ***576,244*** | ***363,131*** | ***235,361*** | ***290,427*** | ***32.8*** |
| | | ***Female*** | ***3,229,082*** | ***276,429*** | ***239,823*** | ***215,385*** | ***306,910*** | ***582,932*** | ***567,829*** | ***361,981*** | ***254,475*** | ***423,318*** | ***34.9*** |
| **SAN JOSE** | **1,532.8** | **Male** | **777,462** | **72,883** | **61,274** | **56,732** | **91,356** | **168,214** | **131,300** | **86,582** | **54,734** | **54,387** | **31.3** |
| | | **Female** | **755,338** | **69,090** | **58,704** | **53,722** | **78,913** | **144,853** | **125,886** | **87,161** | **57,415** | **79,594** | **33.1** |
| Santa Clara | 1,532.8 | Male | 777,462 | 72,883 | 61,274 | 56,732 | 91,356 | 168,214 | 131,300 | 86,582 | 54,734 | 54,387 | 31.3 |
| | | Female | 755,338 | 69,090 | 58,704 | 53,722 | 78,913 | 144,853 | 125,886 | 87,161 | 57,415 | 79,594 | 33.1 |
| **SANTA BARBARA - SANTA MARIA - LOMPOC** | **378.8** | **Male** | **190,354** | **17,603** | **15,158** | **13,235** | **28,407** | **35,155** | **29,499** | **18,154** | **13,729** | **19,414** | **30.9** |
| | | **Female** | **188,446** | **16,634** | **14,379** | **12,313** | **25,414** | **31,269** | **27,195** | **18,426** | **14,958** | **27,858** | **33.1** |
| Santa Barbara | 378.8 | Male | 190,354 | 17,603 | 15,158 | 13,235 | 28,407 | 35,155 | 29,499 | 18,154 | 13,729 | 19,414 | 30.9 |
| | | Female | 188,446 | 16,634 | 14,379 | 12,313 | 25,414 | 31,269 | 27,195 | 18,426 | 14,958 | 27,858 | 33.1 |
| **SANTA CRUZ** | **234.5** | **Male** | **116,712** | **10,807** | **9,617** | **8,759** | **14,303** | **20,495** | **23,011** | **12,032** | **7,032** | **10,656** | **32.3** |
| | | **Female** | **117,788** | **10,293** | **9,019** | **7,989** | **13,468** | **19,686** | **22,009** | **11,394** | **7,959** | **15,971** | **34.2** |
| Santa Cruz | 234.5 | Male | 116,712 | 10,807 | 9,617 | 8,759 | 14,303 | 20,495 | 23,011 | 12,032 | 7,032 | 10,656 | 32.3 |
| | | Female | 117,788 | 10,293 | 9,019 | 7,989 | 13,468 | 19,686 | 22,009 | 11,394 | 7,959 | 15,971 | 34.2 |
| **SANTA ROSA - PETALUMA** | **407.7** | **Male** | **199,965** | **19,156** | **17,881** | **15,308** | **18,363** | **32,809** | **38,086** | **22,080** | **13,709** | **22,573** | **33.9** |
| | | **Female** | **207,735** | **17,901** | **17,034** | **14,091** | **16,749** | **33,233** | **38,702** | **22,004** | **15,446** | **32,575** | **36.3** |
| Sonoma | 407.7 | Male | 199,965 | 19,156 | 17,881 | 15,308 | 18,363 | 32,809 | 38,086 | 22,080 | 13,709 | 22,573 | 33.9 |
| | | Female | 207,735 | 17,901 | 17,034 | 14,091 | 16,749 | 33,233 | 38,702 | 22,004 | 15,446 | 32,575 | 36.3 |
| **STOCKTON** | **501.7** | **Male** | **254,008** | **28,400** | **26,496** | **22,647** | **27,470** | **43,889** | **39,284** | **24,575** | **17,168** | **24,079** | **30.0** |
| | | **Female** | **247,692** | **27,131** | **24,738** | **20,730** | **23,172** | **40,025** | **37,318** | **23,803** | **18,657** | **32,118** | **32.0** |
| San Joaquin | 501.7 | Male | 254,008 | 28,400 | 26,496 | 22,647 | 27,470 | 43,889 | 39,284 | 24,575 | 17,168 | 24,079 | 30.0 |
| | | Female | 247,692 | 27,131 | 24,738 | 20,730 | 23,172 | 40,025 | 37,318 | 23,803 | 18,657 | 32,118 | 32.0 |
| **VALLEJO - FAIRFIELD - NAPA** | **479.5** | **Male** | **243,762** | **25,370** | **23,342** | **19,620** | **25,519** | **44,587** | **42,984** | **25,318** | **16,110** | **20,904** | **31.3** |
| | | **Female** | **235,738** | **23,745** | **21,837** | **18,662** | **20,968** | **40,787** | **40,386** | **23,970** | **17,204** | **28,179** | **33.0** |
| Napa | 114.3 | Male | 56,663 | 4,838 | 4,692 | 4,164 | 5,393 | 8,588 | 9,458 | 6,532 | 4,761 | 8,237 | 35.7 |
| | | Female | 57,637 | 4,675 | 4,370 | 3,971 | 4,717 | 8,205 | 9,364 | 6,487 | 4,994 | 10,854 | 38.1 |
| Solano | 365.2 | Male | 187,099 | 20,540 | 18,650 | 15,456 | 20,126 | 35,999 | 33,526 | 18,786 | 11,349 | 12,667 | 30.2 |
| | | Female | 178,101 | 19,070 | 17,467 | 14,691 | 16,251 | 32,582 | 31,022 | 17,483 | 12,210 | 17,325 | 31.6 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **CALIFORNIA (continued)** | | | | | | | | | | | | | |
| **VISALIA - TULARE - PORTERVILLE** | **328.1** | **Male** | **163,654** | **19,756** | **19,555** | **16,940** | **17,169** | **25,800** | **22,980** | **15,303** | **10,884** | **15,267** | **28.3** |
| | | **Female** | **164,446** | **18,926** | **18,559** | **15,862** | **15,045** | **25,008** | **22,959** | **15,540** | **12,035** | **20,512** | **30.5** |
| Tulare | 328.1 | Male | 163,654 | 19,756 | 19,555 | 16,940 | 17,169 | 25,800 | 22,980 | 15,303 | 10,884 | 15,267 | 28.3 |
| | | Female | 164,446 | 18,926 | 18,559 | 15,862 | 15,045 | 25,008 | 22,959 | 15,540 | 12,035 | 20,512 | 30.5 |
| **YUBA CITY** | **129.1** | **Male** | **64,228** | **7,677** | **6,764** | **5,619** | **6,527** | **10,444** | **9,122** | **6,456** | **5,219** | **6,400** | **30.3** |
| | | **Female** | **64,872** | **7,308** | **6,392** | **5,418** | **5,931** | **10,334** | **9,125** | **6,792** | **5,379** | **8,193** | **32.1** |
| Sutter | 68.3 | Male | 33,813 | 3,753 | 3,387 | 3,038 | 3,175 | 5,330 | 4,970 | 3,770 | 2,959 | 3,431 | 31.7 |
| | | Female | 34,487 | 3,424 | 3,221 | 2,869 | 2,981 | 5,317 | 5,102 | 3,893 | 2,996 | 4,684 | 33.9 |
| Yuba | 60.8 | Male | 30,415 | 3,924 | 3,377 | 2,581 | 3,352 | 5,114 | 4,152 | 2,686 | 2,260 | 2,969 | 28.9 |
| | | Female | 30,385 | 3,884 | 3,171 | 2,549 | 2,950 | 5,017 | 4,023 | 2,899 | 2,383 | 3,509 | 30.3 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Alameda | 1,311.9 | Male | 646,735 | 62,097 | 52,473 | 45,892 | 76,188 | 126,564 | 113,626 | 69,454 | 44,478 | 55,963 | 31.9 |
| | | Female | 665,165 | 59,599 | 50,064 | 44,667 | 67,110 | 122,485 | 117,039 | 70,797 | 49,507 | 83,897 | 34.1 |
| Alpine | 1.1 | Male | 584 | 52 | 61 | 24 | 63 | 93 | 121 | 76 | 56 | 38 | 34.9 |
| | | Female | 516 | 53 | 56 | 34 | 41 | 103 | 88 | 63 | 40 | 38 | 32.2 |
| Amador | 33.4 | Male | 18,752 | 1,039 | 1,149 | 1,058 | 2,580 | 3,405 | 3,138 | 1,920 | 1,707 | 2,756 | 35.5 |
| | | Female | 14,648 | 1,046 | 1,134 | 918 | 707 | 1,763 | 2,321 | 1,766 | 1,792 | 3,201 | 42.6 |
| Butte | 190.1 | Male | 93,256 | 8,395 | 8,144 | 6,795 | 13,147 | 13,328 | 13,516 | 8,382 | 7,104 | 14,445 | 32.6 |
| | | Female | 96,844 | 7,874 | 7,676 | 6,398 | 12,200 | 13,133 | 13,651 | 8,819 | 8,376 | 18,717 | 35.8 |
| Calaveras | 35.0 | Male | 17,387 | 1,488 | 1,603 | 1,452 | 884 | 2,033 | 2,875 | 2,134 | 1,989 | 2,929 | 39.3 |
| | | Female | 17,613 | 1,387 | 1,463 | 1,301 | 810 | 2,264 | 2,917 | 2,148 | 2,069 | 3,254 | 40.4 |
| Colusa | 16.9 | Male | 8,644 | 899 | 943 | 868 | 810 | 1,295 | 1,328 | 866 | 683 | 952 | 31.2 |
| | | Female | 8,256 | 847 | 892 | 766 | 648 | 1,188 | 1,153 | 811 | 729 | 1,222 | 33.2 |
| Contra Costa | 837.2 | Male | 410,113 | 40,027 | 36,250 | 32,399 | 37,426 | 70,126 | 73,595 | 50,949 | 31,713 | 37,628 | 33.4 |
| | | Female | 427,087 | 38,033 | 34,532 | 30,473 | 35,262 | 71,654 | 77,609 | 51,440 | 34,120 | 53,964 | 35.5 |
| Del Norte | 26.5 | Male | 14,376 | 1,323 | 1,356 | 1,108 | 1,488 | 2,996 | 2,177 | 1,303 | 1,012 | 1,613 | 31.4 |
| | | Female | 12,124 | 1,172 | 1,294 | 969 | 834 | 1,847 | 1,779 | 1,289 | 1,096 | 1,844 | 34.7 |
| El Dorado | 136.6 | Male | 68,412 | 6,417 | 6,693 | 5,441 | 4,793 | 10,382 | 13,571 | 7,800 | 5,803 | 7,512 | 35.4 |
| | | Female | 68,188 | 6,240 | 6,266 | 5,163 | 4,096 | 11,113 | 13,045 | 7,536 | 6,047 | 8,682 | 35.9 |
| Fresno | 709.4 | Male | 352,070 | 42,760 | 39,345 | 33,502 | 40,433 | 58,788 | 51,301 | 32,141 | 22,875 | 30,925 | 28.4 |
| | | Female | 357,330 | 40,863 | 37,326 | 31,126 | 36,943 | 57,917 | 51,425 | 32,685 | 25,844 | 43,201 | 30.6 |
| Glenn | 25.5 | Male | 12,739 | 1,402 | 1,364 | 1,236 | 1,139 | 1,901 | 1,896 | 1,260 | 980 | 1,561 | 31.5 |
| | | Female | 12,761 | 1,311 | 1,375 | 1,147 | 940 | 1,820 | 1,759 | 1,278 | 1,094 | 2,037 | 33.8 |
| Humboldt | 122.9 | Male | 61,071 | 5,662 | 5,793 | 4,803 | 6,792 | 9,764 | 10,825 | 6,306 | 4,509 | 6,617 | 32.7 |
| | | Female | 61,829 | 5,467 | 5,513 | 4,550 | 6,334 | 9,781 | 10,643 | 6,009 | 4,923 | 8,609 | 34.3 |
| Imperial | 116.6 | Male | 57,449 | 6,862 | 7,016 | 6,771 | 5,643 | 8,436 | 7,665 | 4,974 | 4,432 | 5,650 | 27.9 |
| | | Female | 59,151 | 6,564 | 6,640 | 6,532 | 5,653 | 9,054 | 8,231 | 5,495 | 4,776 | 6,206 | 29.6 |
| Inyo | 18.5 | Male | 9,080 | 769 | 798 | 683 | 530 | 1,217 | 1,541 | 1,097 | 973 | 1,472 | 38.5 |
| | | Female | 9,420 | 767 | 799 | 704 | 465 | 1,184 | 1,479 | 1,069 | 1,003 | 1,950 | 40.3 |
| Kern | 581.5 | Male | 293,363 | 35,713 | 32,332 | 26,593 | 29,476 | 53,443 | 44,067 | 27,406 | 19,749 | 24,584 | 29.2 |
| | | Female | 288,137 | 34,335 | 30,615 | 25,237 | 27,011 | 48,916 | 41,773 | 27,096 | 21,034 | 32,120 | 30.5 |
| Kings | 106.5 | Male | 57,412 | 6,348 | 5,719 | 4,785 | 8,116 | 12,776 | 8,534 | 4,583 | 3,017 | 3,534 | 27.9 |
| | | Female | 49,088 | 5,930 | 5,374 | 4,499 | 5,042 | 8,967 | 6,900 | 4,414 | 3,195 | 4,767 | 29.1 |
| Lake | 53.5 | Male | 26,236 | 2,268 | 2,335 | 2,041 | 1,443 | 3,123 | 4,037 | 2,629 | 2,697 | 5,663 | 39.7 |
| | | Female | 27,264 | 2,260 | 2,169 | 1,785 | 1,465 | 3,351 | 3,873 | 2,821 | 3,060 | 6,480 | 41.7 |
| Lassen | 29.1 | Male | 16,961 | 1,243 | 1,368 | 1,197 | 2,328 | 3,821 | 2,928 | 1,523 | 1,141 | 1,412 | 31.1 |
| | | Female | 12,139 | 1,145 | 1,216 | 1,106 | 908 | 1,762 | 2,035 | 1,263 | 1,100 | 1,604 | 34.6 |
| Los Angeles | 9,087.0 | Male | 4,533,768 | 477,540 | 391,695 | 371,577 | 583,876 | 901,984 | 701,699 | 442,128 | 306,141 | 357,128 | 29.9 |
| | | Female | 4,553,232 | 457,367 | 373,812 | 350,038 | 506,555 | 834,623 | 704,560 | 458,394 | 338,173 | 529,690 | 32.1 |
| Madera | 97.1 | Male | 48,751 | 5,278 | 5,369 | 5,009 | 4,607 | 6,835 | 7,519 | 4,952 | 3,819 | 5,363 | 31.0 |
| | | Female | 48,349 | 4,944 | 5,096 | 4,723 | 3,888 | 6,907 | 7,315 | 4,771 | 4,156 | 6,549 | 33.0 |
| Marin | 235.9 | Male | 116,917 | 8,802 | 7,612 | 6,899 | 9,522 | 20,384 | 24,332 | 17,102 | 10,227 | 12,037 | 37.2 |
| | | Female | 118,983 | 8,277 | 7,064 | 6,625 | 7,878 | 18,622 | 25,737 | 17,219 | 10,682 | 16,879 | 39.3 |
| Mariposa | 15.3 | Male | 7,732 | 598 | 663 | 548 | 530 | 1,033 | 1,256 | 939 | 861 | 1,304 | 38.9 |
| | | Female | 7,568 | 587 | 604 | 495 | 435 | 1,087 | 1,157 | 924 | 894 | 1,385 | 40.0 |
| Mendocino | 82.9 | Male | 41,349 | 4,007 | 4,153 | 3,746 | 3,237 | 5,669 | 7,620 | 4,745 | 3,273 | 4,899 | 34.8 |
| | | Female | 41,551 | 3,669 | 3,831 | 3,376 | 2,754 | 5,701 | 7,632 | 4,650 | 3,563 | 6,375 | 36.9 |
| Merced | 186.7 | Male | 94,313 | 12,399 | 11,264 | 9,444 | 10,613 | 16,163 | 12,883 | 7,918 | 6,044 | 7,585 | 27.1 |
| | | Female | 92,387 | 11,598 | 10,751 | 8,803 | 8,947 | 15,166 | 12,402 | 8,214 | 6,719 | 9,787 | 29.0 |
| Modoc | 10.0 | Male | 5,103 | 436 | 539 | 475 | 329 | 650 | 815 | 559 | 502 | 798 | 36.5 |
| | | Female | 4,897 | 390 | 461 | 426 | 260 | 637 | 760 | 556 | 516 | 891 | 38.6 |
| Mono | 10.3 | Male | 5,601 | 550 | 447 | 344 | 567 | 1,237 | 1,137 | 615 | 393 | 311 | 32.2 |
| | | Female | 4,699 | 487 | 409 | 308 | 386 | 1,001 | 959 | 496 | 326 | 327 | 32.6 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **CALIFORNIA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Monterey | 367.4 | Male | 190,719 | 20,574 | 17,241 | 14,907 | 27,956 | 38,246 | 28,926 | 16,042 | 11,671 | 15,156 | 28.8 |
| | | Female | 176,681 | 19,647 | 16,326 | 14,040 | 18,919 | 31,088 | 26,470 | 15,988 | 13,329 | 20,874 | 31.2 |
| Napa | 114.3 | Male | 56,663 | 4,838 | 4,692 | 4,164 | 5,393 | 8,588 | 9,458 | 6,532 | 4,761 | 8,237 | 35.7 |
| | | Female | 57,637 | 4,675 | 4,370 | 3,971 | 4,717 | 8,205 | 9,364 | 6,487 | 4,994 | 10,854 | 38.1 |
| Nevada | 83.4 | Male | 41,069 | 3,461 | 3,892 | 3,217 | 2,387 | 4,688 | 7,828 | 4,701 | 3,935 | 6,960 | 38.7 |
| | | Female | 42,331 | 3,044 | 3,577 | 3,039 | 2,014 | 5,282 | 7,989 | 4,668 | 4,474 | 8,244 | 40.3 |
| Orange | 2,510.6 | Male | 1,264,421 | 121,480 | 101,082 | 97,688 | 165,325 | 257,163 | 202,493 | 137,626 | 89,352 | 92,212 | 30.7 |
| | | Female | 1,246,179 | 115,545 | 96,106 | 90,952 | 139,709 | 228,480 | 201,674 | 139,692 | 94,080 | 139,941 | 32.9 |
| Placer | 186.4 | Male | 92,380 | 8,671 | 8,891 | 7,584 | 7,142 | 13,952 | 17,488 | 11,462 | 7,466 | 9,724 | 35.0 |
| | | Female | 94,020 | 8,283 | 8,366 | 7,197 | 6,649 | 14,603 | 17,470 | 11,019 | 7,758 | 12,675 | 36.1 |
| Plumas | 20.5 | Male | 10,216 | 883 | 932 | 904 | 512 | 1,103 | 1,818 | 1,237 | 1,174 | 1,653 | 39.3 |
| | | Female | 10,284 | 805 | 930 | 784 | 478 | 1,378 | 1,702 | 1,194 | 1,196 | 1,817 | 39.5 |
| Riverside | 1,290.0 | Male | 645,819 | 73,858 | 63,479 | 53,111 | 65,002 | 115,947 | 96,062 | 58,225 | 45,168 | 74,967 | 30.8 |
| | | Female | 644,181 | 69,885 | 61,347 | 50,075 | 57,731 | 109,439 | 90,532 | 57,779 | 50,785 | 96,608 | 32.6 |
| Sacramento | 1,098.8 | Male | 538,238 | 56,377 | 50,722 | 42,570 | 54,899 | 103,487 | 88,756 | 53,514 | 39,290 | 48,623 | 31.2 |
| | | Female | 560,562 | 54,034 | 48,689 | 40,661 | 54,917 | 101,952 | 91,060 | 56,893 | 43,902 | 68,454 | 33.0 |
| San Benito | 38.5 | Male | 19,460 | 2,111 | 2,155 | 1,868 | 1,966 | 3,245 | 3,096 | 1,891 | 1,373 | 1,755 | 30.0 |
| | | Female | 19,040 | 2,135 | 2,043 | 1,760 | 1,725 | 3,148 | 2,944 | 1,824 | 1,382 | 2,079 | 30.9 |
| San Bernardino | 1,533.7 | Male | 769,005 | 93,919 | 82,733 | 69,378 | 86,912 | 143,669 | 119,572 | 69,480 | 46,638 | 56,704 | 28.6 |
| | | Female | 764,695 | 91,290 | 78,179 | 64,985 | 74,769 | 140,396 | 117,124 | 68,195 | 50,555 | 79,202 | 30.2 |
| San Diego | 2,604.4 | Male | 1,326,832 | 128,478 | 108,012 | 94,456 | 198,404 | 267,378 | 206,526 | 117,992 | 84,664 | 120,922 | 30.0 |
| | | Female | 1,277,568 | 122,394 | 102,364 | 89,833 | 144,008 | 233,909 | 201,101 | 122,149 | 94,894 | 166,916 | 32.7 |
| San Francisco | 726.5 | Male | 364,285 | 22,702 | 18,954 | 19,387 | 37,446 | 81,365 | 71,577 | 40,615 | 29,889 | 42,350 | 35.3 |
| | | Female | 362,215 | 21,781 | 18,203 | 18,088 | 37,215 | 72,167 | 61,665 | 37,492 | 32,031 | 63,573 | 37.2 |
| San Joaquin | 501.7 | Male | 254,008 | 28,400 | 26,496 | 22,647 | 27,470 | 43,889 | 39,284 | 24,575 | 17,168 | 24,079 | 30.0 |
| | | Female | 247,692 | 27,131 | 24,738 | 20,730 | 23,172 | 40,025 | 37,318 | 23,803 | 18,657 | 32,118 | 32.0 |
| San Luis Obispo | 224.9 | Male | 116,069 | 9,289 | 8,784 | 7,801 | 17,572 | 20,288 | 19,743 | 10,488 | 8,064 | 14,040 | 32.2 |
| | | Female | 108,831 | 8,650 | 8,487 | 6,783 | 13,833 | 16,588 | 17,010 | 10,243 | 9,099 | 18,138 | 35.0 |
| San Mateo | 668.8 | Male | 329,767 | 29,421 | 24,390 | 22,576 | 32,859 | 62,391 | 57,723 | 38,999 | 27,469 | 33,929 | 33.9 |
| | | Female | 339,033 | 27,710 | 23,366 | 21,068 | 29,347 | 59,445 | 58,796 | 40,504 | 30,111 | 48,686 | 36.5 |
| Santa Barbara | 378.8 | Male | 190,354 | 17,603 | 15,158 | 13,235 | 28,407 | 35,155 | 29,499 | 18,154 | 13,729 | 19,414 | 30.9 |
| | | Female | 188,446 | 16,634 | 14,379 | 12,313 | 25,414 | 31,269 | 27,195 | 18,426 | 14,958 | 27,858 | 33.1 |
| Santa Clara | 1,532.8 | Male | 777,462 | 72,883 | 61,274 | 56,732 | 91,356 | 168,214 | 131,300 | 86,582 | 54,734 | 54,387 | 31.3 |
| | | Female | 755,338 | 69,090 | 58,704 | 53,722 | 78,913 | 144,853 | 125,886 | 87,161 | 57,415 | 79,594 | 33.1 |
| Santa Cruz | 234.5 | Male | 116,712 | 10,807 | 9,617 | 8,759 | 14,303 | 20,495 | 23,011 | 12,032 | 7,032 | 10,656 | 32.3 |
| | | Female | 117,788 | 10,293 | 9,019 | 7,989 | 13,468 | 19,686 | 22,009 | 11,394 | 7,959 | 15,971 | 34.2 |
| Shasta | 156.4 | Male | 76,664 | 7,873 | 7,740 | 6,883 | 6,023 | 10,647 | 12,284 | 8,887 | 6,535 | 9,792 | 34.2 |
| | | Female | 79,736 | 7,122 | 7,219 | 6,409 | 6,000 | 11,569 | 12,868 | 9,016 | 7,189 | 12,344 | 36.2 |
| Sierra | 3.3 | Male | 1,657 | 156 | 184 | 111 | 84 | 195 | 276 | 231 | 151 | 269 | 38.6 |
| | | Female | 1,643 | 132 | 161 | 119 | 62 | 208 | 292 | 193 | 155 | 321 | 39.8 |
| Siskiyou | 44.5 | Male | 21,940 | 1,930 | 2,223 | 1,996 | 1,465 | 2,607 | 3,727 | 2,515 | 2,150 | 3,327 | 37.0 |
| | | Female | 22,560 | 1,864 | 2,066 | 1,893 | 1,297 | 2,908 | 3,807 | 2,439 | 2,288 | 3,998 | 38.3 |
| Solano | 365.2 | Male | 187,099 | 20,540 | 18,650 | 15,456 | 20,126 | 35,999 | 33,526 | 18,786 | 11,349 | 12,667 | 30.2 |
| | | Female | 178,101 | 19,070 | 17,467 | 14,691 | 16,251 | 32,582 | 31,022 | 17,483 | 12,210 | 17,325 | 31.6 |
| Sonoma | 407.7 | Male | 199,965 | 19,156 | 17,881 | 15,308 | 18,363 | 32,809 | 38,086 | 22,080 | 13,709 | 22,573 | 33.9 |
| | | Female | 207,735 | 17,901 | 17,034 | 14,091 | 16,749 | 33,233 | 38,702 | 22,004 | 15,446 | 32,575 | 36.3 |
| Stanislaus | 394.6 | Male | 194,111 | 23,009 | 21,327 | 17,965 | 18,910 | 33,453 | 29,639 | 18,861 | 13,109 | 17,838 | 29.7 |
| | | Female | 200,489 | 21,993 | 20,549 | 16,948 | 18,594 | 33,382 | 29,896 | 19,364 | 14,644 | 25,119 | 31.6 |
| Sutter | 68.3 | Male | 33,813 | 3,753 | 3,387 | 3,038 | 3,175 | 5,330 | 4,970 | 3,770 | 2,959 | 3,431 | 31.7 |
| | | Female | 34,487 | 3,424 | 3,221 | 2,869 | 2,981 | 5,317 | 5,102 | 3,893 | 2,996 | 4,684 | 33.9 |
| Tehama | 51.9 | Male | 25,547 | 2,404 | 2,629 | 2,299 | 1,909 | 3,450 | 3,592 | 2,787 | 2,502 | 3,975 | 35.2 |
| | | Female | 26,353 | 2,359 | 2,350 | 2,186 | 1,733 | 3,579 | 3,729 | 2,985 | 2,630 | 4,802 | 37.6 |
| Trinity | 13.3 | Male | 6,795 | 560 | 700 | 588 | 406 | 788 | 1,277 | 789 | 736 | 951 | 37.8 |
| | | Female | 6,505 | 547 | 592 | 543 | 326 | 813 | 1,187 | 753 | 721 | 1,023 | 38.6 |
| Tulare | 328.1 | Male | 163,654 | 19,756 | 19,555 | 16,940 | 17,169 | 25,800 | 22,980 | 15,303 | 10,884 | 15,267 | 28.3 |
| | | Female | 164,446 | 18,926 | 18,559 | 15,862 | 15,045 | 25,008 | 22,959 | 15,540 | 12,035 | 20,512 | 30.5 |
| Tuolumne | 51.2 | Male | 27,146 | 1,947 | 2,184 | 1,897 | 2,438 | 4,802 | 4,679 | 2,735 | 2,474 | 3,990 | 35.7 |
| | | Female | 24,054 | 1,766 | 1,997 | 1,769 | 1,361 | 3,147 | 4,017 | 2,716 | 2,747 | 4,534 | 39.9 |
| Ventura | 688.3 | Male | 347,292 | 35,018 | 32,285 | 30,062 | 39,265 | 62,304 | 58,403 | 38,695 | 24,305 | 26,955 | 30.9 |
| | | Female | 341,008 | 33,538 | 30,901 | 28,294 | 32,127 | 57,529 | 57,793 | 37,747 | 24,803 | 38,276 | 32.9 |
| Yolo | 148.0 | Male | 73,421 | 7,108 | 6,214 | 5,396 | 13,391 | 12,710 | 10,904 | 6,726 | 4,858 | 6,114 | 28.6 |
| | | Female | 74,579 | 6,533 | 5,990 | 5,000 | 13,468 | 12,567 | 10,902 | 7,010 | 4,906 | 8,203 | 30.0 |
| Yuba | 60.8 | Male | 30,415 | 3,924 | 3,377 | 2,581 | 3,352 | 5,114 | 4,152 | 2,680 | 2,260 | 2,969 | 28.9 |
| | | Female | 30,385 | 3,884 | 3,171 | 2,549 | 2,950 | 5,017 | 4,023 | 2,899 | 2,383 | 3,509 | 30.3 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **CALIFORNIA (continued)** | | | | | | | | | | | | | |
| **TOTAL METRO COUNTIES** | 29,642.4 | Male | 14,832,046 | 1,524,293 | 1,308,965 | 1,179,365 | 1,788,122 | 2,855,267 | 2,385,219 | 1,490,904 | 1,023,133 | 1,276,773 | 30.7 |
| | | Female | 14,810,354 | 1,454,969 | 1,246,373 | 1,110,887 | 1,539,115 | 2,645,350 | 2,358,172 | 1,514,138 | 1,118,542 | 1,822,808 | 32.8 |
| **TOTAL STATE** | 30,975.0 | Male | 15,511,172 | 1,587,263 | 1,373,324 | 1,236,194 | 1,857,947 | 2,962,717 | 2,496,667 | 1,558,759 | 1,077,736 | 1,360,565 | 30.7 |
| | | Female | 15,463,828 | 1,514,297 | 1,306,902 | 1,163,402 | 1,593,514 | 2,740,818 | 2,461,850 | 1,580,976 | 1,177,566 | 1,924,503 | 32.9 |
| **COLORADO** | | | | | | | | | | | | | |
| **BOULDER - LONGMONT** | 230.0 | Male | 115,330 | 10,015 | 9,423 | 7,897 | 17,016 | 22,139 | 22,716 | 12,302 | 6,815 | 7,007 | 31.0 |
| | | Female | 114,670 | 9,757 | 8,647 | 7,625 | 15,265 | 21,466 | 21,699 | 12,301 | 7,108 | 10,802 | 32.5 |
| Boulder | 230.0 | Male | 115,330 | 10,015 | 9,423 | 7,897 | 17,016 | 22,139 | 22,716 | 12,302 | 6,815 | 7,007 | 31.0 |
| | | Female | 114,670 | 9,757 | 8,647 | 7,625 | 15,265 | 21,466 | 21,699 | 12,301 | 7,108 | 10,802 | 32.5 |
| **COLORADO SPRINGS** | 414.9 | Male | 208,296 | 21,971 | 19,680 | 17,276 | 28,000 | 39,804 | 34,061 | 20,271 | 13,626 | 13,607 | 29.3 |
| | | Female | 206,604 | 21,123 | 18,790 | 16,418 | 20,845 | 38,695 | 34,892 | 21,258 | 14,701 | 19,882 | 31.8 |
| El Paso | 414.9 | Male | 208,296 | 21,971 | 19,680 | 17,276 | 28,000 | 39,804 | 34,061 | 20,271 | 13,626 | 13,607 | 29.3 |
| | | Female | 206,604 | 21,123 | 18,790 | 16,418 | 20,845 | 38,695 | 34,892 | 21,258 | 14,701 | 19,882 | 31.8 |
| **DENVER** | 1,652.8 | Male | 811,935 | 81,719 | 74,459 | 64,829 | 72,458 | 155,328 | 152,253 | 90,123 | 58,489 | 62,277 | 32.2 |
| | | Female | 840,865 | 78,061 | 70,795 | 62,074 | 72,106 | 156,585 | 152,705 | 92,199 | 63,265 | 93,075 | 33.8 |
| Adams | 268.3 | Male | 133,302 | 14,625 | 13,860 | 11,710 | 12,792 | 25,853 | 22,399 | 13,586 | 9,862 | 8,615 | 30.3 |
| | | Female | 134,998 | 14,144 | 13,087 | 11,122 | 13,025 | 25,335 | 21,674 | 14,282 | 10,404 | 11,925 | 31.4 |
| Arapahoe | 402.9 | Male | 196,564 | 20,023 | 19,168 | 16,855 | 16,899 | 36,621 | 38,193 | 23,246 | 13,123 | 12,436 | 31.9 |
| | | Female | 206,336 | 19,116 | 18,180 | 16,518 | 17,415 | 38,810 | 40,928 | 23,544 | 14,043 | 17,782 | 33.2 |
| Denver | 467.9 | Male | 227,829 | 21,695 | 17,146 | 14,432 | 22,552 | 47,352 | 40,957 | 21,759 | 16,986 | 24,950 | 33.0 |
| | | Female | 240,071 | 20,596 | 16,361 | 13,789 | 22,166 | 45,171 | 38,573 | 22,705 | 20,156 | 40,554 | 35.5 |
| Douglas | 65.5 | Male | 32,907 | 3,927 | 3,547 | 3,030 | 1,706 | 5,916 | 7,424 | 4,192 | 1,891 | 1,274 | 32.2 |
| | | Female | 32,593 | 3,738 | 3,334 | 2,743 | 1,786 | 6,746 | 7,417 | 3,767 | 1,609 | 1,453 | 32.0 |
| Jefferson | 448.2 | Male | 221,333 | 21,449 | 20,738 | 18,802 | 18,509 | 39,586 | 43,280 | 27,340 | 16,627 | 15,002 | 32.9 |
| | | Female | 226,867 | 20,467 | 19,833 | 17,902 | 17,714 | 40,523 | 44,113 | 27,901 | 17,053 | 21,361 | 34.3 |
| ***DENVER - BOULDER CONSOLIDATED AREA*** | *1,882.8* | *Male* | *927,265* | *91,734* | *83,882* | *72,726* | *89,474* | *177,467* | *174,969* | *102,425* | *65,304* | *69,284* | *32.1* |
| | | *Female* | *955,535* | *87,818* | *79,442* | *69,699* | *87,371* | *178,051* | *174,404* | *104,500* | *70,373* | *103,877* | *33.6* |
| **FORT COLLINS - LOVELAND** | 196.4 | Male | 97,262 | 9,191 | 8,929 | 7,636 | 13,805 | 16,959 | 17,232 | 9,696 | 5,927 | 7,887 | 30.3 |
| | | Female | 99,138 | 8,593 | 8,441 | 7,266 | 13,102 | 17,142 | 17,164 | 9,633 | 6,584 | 11,213 | 32.1 |
| Larimer | 196.4 | Male | 97,262 | 9,191 | 8,929 | 7,636 | 13,805 | 16,959 | 17,232 | 9,696 | 5,927 | 7,887 | 30.3 |
| | | Female | 99,138 | 8,593 | 8,441 | 7,266 | 13,102 | 17,142 | 17,164 | 9,633 | 6,584 | 11,213 | 32.1 |
| **GREELEY** | 133.6 | Male | 66,070 | 6,680 | 6,822 | 5,921 | 8,270 | 10,587 | 10,668 | 6,732 | 4,542 | 5,848 | 30.0 |
| | | Female | 67,530 | 6,441 | 6,359 | 5,639 | 8,621 | 10,642 | 10,459 | 6,639 | 4,760 | 7,970 | 31.3 |
| Weld | 133.6 | Male | 66,070 | 6,680 | 6,822 | 5,921 | 8,270 | 10,587 | 10,668 | 6,732 | 4,542 | 5,848 | 30.0 |
| | | Female | 67,530 | 6,441 | 6,359 | 5,639 | 8,621 | 10,642 | 10,459 | 6,639 | 4,760 | 7,970 | 31.3 |
| **PUEBLO** | 124.1 | Male | 60,090 | 5,437 | 5,809 | 5,508 | 5,424 | 8,724 | 9,357 | 6,201 | 5,642 | 7,988 | 34.0 |
| | | Female | 64,010 | 5,301 | 5,600 | 5,293 | 5,457 | 9,133 | 9,336 | 6,497 | 6,341 | 11,052 | 36.3 |
| Pueblo | 124.1 | Male | 60,090 | 5,437 | 5,809 | 5,508 | 5,424 | 8,724 | 9,357 | 6,201 | 5,642 | 7,988 | 34.0 |
| | | Female | 64,010 | 5,301 | 5,600 | 5,293 | 5,457 | 9,133 | 9,336 | 6,497 | 6,341 | 11,052 | 36.3 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Adams | 268.3 | Male | 133,302 | 14,625 | 13,860 | 11,710 | 12,792 | 25,853 | 22,399 | 13,586 | 9,862 | 8,615 | 30.3 |
| | | Female | 134,998 | 14,144 | 13,087 | 11,122 | 13,025 | 25,335 | 21,674 | 14,282 | 10,404 | 11,925 | 31.4 |
| Alamosa | 14.1 | Male | 6,922 | 741 | 701 | 653 | 1,045 | 1,081 | 1,032 | 680 | 448 | 541 | 28.0 |
| | | Female | 7,178 | 732 | 716 | 602 | 1,115 | 1,050 | 1,076 | 642 | 473 | 772 | 29.0 |
| Arapahoe | 402.9 | Male | 196,564 | 20,023 | 19,168 | 16,855 | 16,899 | 36,621 | 38,193 | 23,246 | 13,123 | 12,436 | 31.9 |
| | | Female | 206,336 | 19,116 | 18,180 | 16,518 | 17,415 | 38,810 | 40,928 | 23,544 | 14,043 | 17,782 | 33.2 |
| Archuleta | 5.5 | Male | 2,802 | 312 | 317 | 247 | 126 | 357 | 502 | 307 | 309 | 325 | 35.8 |
| | | Female | 2,698 | 253 | 262 | 240 | 157 | 392 | 477 | 311 | 295 | 311 | 35.9 |
| Baca | 4.5 | Male | 2,214 | 172 | 204 | 188 | 132 | 293 | 341 | 242 | 229 | 413 | 38.5 |
| | | Female | 2,286 | 186 | 206 | 183 | 107 | 267 | 315 | 249 | 250 | 523 | 41.2 |
| Bent | 4.8 | Male | 2,494 | 185 | 218 | 232 | 127 | 269 | 399 | 286 | 321 | 457 | 40.4 |
| | | Female | 2,306 | 209 | 215 | 208 | 127 | 280 | 328 | 248 | 240 | 451 | 38.5 |
| Boulder | 230.0 | Male | 115,330 | 10,015 | 9,423 | 7,897 | 17,016 | 22,139 | 22,716 | 12,302 | 6,815 | 7,007 | 31.0 |
| | | Female | 114,670 | 9,757 | 8,647 | 7,625 | 15,265 | 21,466 | 21,699 | 12,301 | 7,108 | 10,802 | 32.5 |
| Chaffee | 12.7 | Male | 6,810 | 451 | 558 | 554 | 728 | 1,145 | 1,103 | 740 | 607 | 924 | 34.7 |
| | | Female | 5,890 | 427 | 472 | 449 | 283 | 753 | 945 | 684 | 701 | 1,176 | 40.9 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES | | | | Population by Age and Sex | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | Median Age By Sex |
| **COLORADO (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Cheyenne | 2.4 | Male | 1,224 | 154 | 138 | 113 | 76 | 213 | 187 | 104 | 81 | 158 | 31.2 |
| | | Female | 1,176 | 121 | 128 | 106 | 60 | 188 | 154 | 100 | 105 | 214 | 34.2 |
| Clear Creek | 7.6 | Male | 3,949 | 369 | 362 | 310 | 206 | 584 | 1,029 | 539 | 305 | 245 | 36.4 |
| | | Female | 3,651 | 314 | 329 | 294 | 199 | 603 | 877 | 484 | 248 | 303 | 36.0 |
| Conejos | 7.5 | Male | 3,744 | 400 | 486 | 428 | 271 | 454 | 502 | 369 | 338 | 496 | 31.3 |
| | | Female | 3,756 | 384 | 475 | 431 | 264 | 492 | 460 | 343 | 346 | 561 | 31.6 |
| Costilla | 3.2 | Male | 1,590 | 138 | 173 | 144 | 122 | 181 | 228 | 185 | 173 | 246 | 36.6 |
| | | Female | 1,610 | 146 | 174 | 136 | 125 | 215 | 187 | 176 | 167 | 284 | 35.5 |
| Crowley | 4.5 | Male | 2,805 | 175 | 193 | 159 | 292 | 726 | 537 | 243 | 177 | 303 | 33.0 |
| | | Female | 1,695 | 140 | 163 | 121 | 107 | 230 | 219 | 164 | 191 | 360 | 38.9 |
| Custer | 1.9 | Male | 959 | 80 | 106 | 96 | 35 | 103 | 143 | 148 | 114 | 134 | 39.2 |
| | | Female | 941 | 63 | 82 | 83 | 33 | 128 | 163 | 124 | 126 | 139 | 40.0 |
| Delta | 20.7 | Male | 10,219 | 783 | 940 | 911 | 624 | 1,171 | 1,465 | 1,154 | 1,045 | 2,126 | 39.6 |
| | | Female | 10,481 | 752 | 856 | 828 | 559 | 1,132 | 1,465 | 1,169 | 1,169 | 2,551 | 42.6 |
| Denver | 467.9 | Male | 227,829 | 21,695 | 17,146 | 14,432 | 22,552 | 47,352 | 40,957 | 21,759 | 16,986 | 24,950 | 33.0 |
| | | Female | 240,071 | 20,596 | 16,361 | 13,789 | 22,166 | 45,171 | 38,573 | 22,705 | 20,156 | 40,554 | 35.5 |
| Dolores | 1.5 | Male | 762 | 61 | 79 | 80 | 52 | 104 | 109 | 94 | 80 | 103 | 35.5 |
| | | Female | 738 | 63 | 61 | 70 | 48 | 97 | 108 | 82 | 94 | 115 | 37.8 |
| Douglas | 65.5 | Male | 32,907 | 3,927 | 3,547 | 3,030 | 1,706 | 5,916 | 7,424 | 4,192 | 1,891 | 1,274 | 32.2 |
| | | Female | 32,593 | 3,738 | 3,334 | 2,743 | 1,786 | 6,746 | 7,417 | 3,767 | 1,609 | 1,453 | 32.0 |
| Eagle | 22.9 | Male | 12,087 | 1,263 | 1,028 | 721 | 1,244 | 3,180 | 2,797 | 1,057 | 443 | 354 | 30.6 |
| | | Female | 10,813 | 1,221 | 1,012 | 664 | 1,020 | 2,854 | 2,363 | 895 | 411 | 373 | 30.2 |
| Elbert | 10.0 | Male | 4,999 | 450 | 585 | 517 | 258 | 728 | 1,097 | 633 | 362 | 369 | 34.5 |
| | | Female | 5,001 | 474 | 557 | 492 | 247 | 845 | 1,103 | 561 | 317 | 405 | 33.6 |
| El Paso | 414.9 | Male | 208,296 | 21,971 | 19,680 | 17,276 | 28,000 | 39,804 | 34,061 | 20,271 | 13,626 | 13,607 | 29.3 |
| | | Female | 206,604 | 21,123 | 18,790 | 16,418 | 20,843 | 38,695 | 34,892 | 21,258 | 14,701 | 19,882 | 31.8 |
| Fremont | 33.4 | Male | 17,362 | 1,193 | 1,405 | 1,293 | 1,405 | 2,932 | 2,929 | 1,841 | 1,604 | 2,760 | 36.5 |
| | | Female | 16,038 | 1,138 | 1,266 | 1,275 | 1,018 | 2,091 | 2,326 | 1,690 | 1,648 | 3,586 | 40.3 |
| Garfield | 31.2 | Male | 15,921 | 1,676 | 1,616 | 1,216 | 1,338 | 2,861 | 3,154 | 1,627 | 1,071 | 1,362 | 32.4 |
| | | Female | 15,279 | 1,495 | 1,494 | 1,164 | 1,188 | 2,721 | 2,840 | 1,504 | 1,107 | 1,766 | 33.4 |
| Gilpin | 3.1 | Male | 1,639 | 134 | 131 | 141 | 76 | 271 | 440 | 214 | 129 | 103 | 36.5 |
| | | Female | 1,461 | 110 | 129 | 101 | 65 | 284 | 380 | 184 | 95 | 113 | 36.1 |
| Grand | 7.9 | Male | 4,190 | 333 | 388 | 337 | 390 | 820 | 875 | 411 | 353 | 283 | 32.9 |
| | | Female | 3,710 | 319 | 320 | 316 | 274 | 755 | 731 | 359 | 324 | 312 | 33.3 |
| Gunnison | 10.3 | Male | 5,467 | 391 | 364 | 337 | 1,347 | 946 | 980 | 487 | 307 | 308 | 28.1 |
| | | Female | 4,833 | 431 | 396 | 278 | 954 | 865 | 814 | 437 | 303 | 355 | 29.1 |
| Hinsdale | .5 | Male | 263 | 11 | 23 | 13 | 14 | 43 | 59 | 35 | 34 | 31 | 39.7 |
| | | Female | 237 | 14 | 20 | 9 | 12 | 39 | 52 | 26 | 32 | 33 | 39.7 |
| Huerfano | 5.8 | Male | 2,830 | 212 | 270 | 297 | 184 | 309 | 408 | 320 | 302 | 528 | 38.5 |
| | | Female | 2,970 | 234 | 239 | 249 | 143 | 342 | 399 | 336 | 325 | 703 | 42.0 |
| Jackson | 1.6 | Male | 852 | 64 | 64 | 88 | 62 | 129 | 144 | 124 | 92 | 85 | 36.3 |
| | | Female | 748 | 70 | 66 | 62 | 58 | 110 | 126 | 96 | 71 | 89 | 35.6 |
| Jefferson | 448.2 | Male | 221,333 | 21,449 | 20,738 | 18,802 | 18,509 | 39,586 | 43,280 | 27,340 | 16,627 | 15,002 | 32.9 |
| | | Female | 226,867 | 20,467 | 19,833 | 17,902 | 17,714 | 40,523 | 44,113 | 27,901 | 17,053 | 21,361 | 34.3 |
| Kiowa | 1.7 | Male | 836 | 72 | 87 | 81 | 37 | 106 | 143 | 86 | 66 | 158 | 37.4 |
| | | Female | 864 | 68 | 94 | 86 | 31 | 115 | 117 | 95 | 78 | 180 | 38.2 |
| Kit Carson | 7.1 | Male | 3,515 | 381 | 373 | 333 | 206 | 513 | 511 | 372 | 316 | 510 | 34.1 |
| | | Female | 3,585 | 311 | 359 | 319 | 192 | 524 | 486 | 395 | 337 | 662 | 36.8 |
| Lake | 5.7 | Male | 2,939 | 297 | 295 | 223 | 300 | 545 | 540 | 297 | 218 | 224 | 31.5 |
| | | Female | 2,761 | 282 | 283 | 226 | 248 | 515 | 475 | 290 | 203 | 239 | 31.6 |
| La Plata | 33.0 | Male | 16,618 | 1,440 | 1,647 | 1,316 | 2,451 | 2,423 | 3,072 | 1,692 | 1,168 | 1,409 | 31.0 |
| | | Female | 16,382 | 1,407 | 1,421 | 1,265 | 2,055 | 2,521 | 2,962 | 1,611 | 1,228 | 1,912 | 33.1 |
| Larimer | 196.4 | Male | 97,262 | 9,191 | 8,929 | 7,636 | 13,805 | 16,959 | 17,232 | 9,696 | 5,927 | 7,887 | 30.3 |
| | | Female | 99,138 | 8,593 | 8,441 | 7,266 | 13,102 | 17,142 | 17,164 | 9,633 | 6,584 | 11,213 | 32.1 |
| Las Animas | 13.6 | Male | 6,637 | 554 | 622 | 643 | 583 | 769 | 1,012 | 689 | 622 | 1,143 | 36.5 |
| | | Female | 6,963 | 513 | 564 | 584 | 529 | 819 | 948 | 712 | 700 | 1,594 | 40.0 |
| Lincoln | 4.5 | Male | 2,202 | 231 | 203 | 189 | 130 | 329 | 278 | 251 | 215 | 376 | 35.7 |
| | | Female | 2,298 | 194 | 221 | 156 | 112 | 331 | 277 | 266 | 232 | 509 | 39.9 |
| Logan | 17.1 | Male | 8,337 | 746 | 862 | 767 | 677 | 1,273 | 1,231 | 875 | 787 | 1,119 | 33.8 |
| | | Female | 8,763 | 732 | 770 | 710 | 735 | 1,231 | 1,198 | 959 | 847 | 1,581 | 36.7 |
| Mesa | 95.3 | Male | 46,278 | 4,214 | 4,654 | 4,232 | 3,955 | 6,668 | 7,617 | 4,958 | 3,968 | 6,012 | 34.1 |
| | | Female | 49,022 | 4,204 | 4,490 | 3,934 | 3,951 | 7,146 | 7,774 | 5,149 | 4,487 | 7,887 | 36.0 |
| Mineral | .5 | Male | 258 | 29 | 17 | 11 | 11 | 48 | 47 | 35 | 28 | 32 | 37.8 |
| | | Female | 242 | 24 | 17 | 12 | 10 | 44 | 32 | 32 | 28 | 43 | 39.4 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **COLORADO (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Moffat | 11.0 | Male | 5,568 | 607 | 682 | 558 | 355 | 895 | 1,048 | 642 | 412 | 369 | 31.5 |
| | | Female | 5,432 | 591 | 609 | 529 | 366 | 938 | 953 | 541 | 384 | 521 | 31.6 |
| Montezuma | 18.6 | Male | 9,064 | 1,033 | 1,045 | 922 | 622 | 1,208 | 1,448 | 949 | 826 | 1,011 | 32.5 |
| | | Female | 9,536 | 893 | 1,007 | 943 | 636 | 1,402 | 1,449 | 1,018 | 872 | 1,316 | 34.2 |
| Montrose | 24.6 | Male | 12,025 | 1,036 | 1,330 | 1,121 | 718 | 1,537 | 1,859 | 1,461 | 1,157 | 1,806 | 36.5 |
| | | Female | 12,575 | 992 | 1,228 | 1,062 | 732 | 1,593 | 1,979 | 1,511 | 1,226 | 2,252 | 38.4 |
| Morgan | 22.0 | Male | 10,780 | 1,102 | 1,171 | 1,003 | 889 | 1,690 | 1,553 | 1,051 | 913 | 1,408 | 32.2 |
| | | Female | 11,220 | 1,174 | 1,133 | 975 | 778 | 1,628 | 1,496 | 1,075 | 1,024 | 1,937 | 34.5 |
| Otero | 20.0 | Male | 9,651 | 950 | 1,012 | 1,028 | 733 | 1,254 | 1,333 | 1,033 | 926 | 1,382 | 33.8 |
| | | Female | 10,349 | 872 | 989 | 944 | 774 | 1,293 | 1,427 | 1,065 | 923 | 2,062 | 37.1 |
| Ouray | 2.4 | Male | 1,212 | 87 | 123 | 107 | 44 | 144 | 237 | 199 | 118 | 153 | 39.3 |
| | | Female | 1,188 | 79 | 111 | 91 | 55 | 150 | 222 | 186 | 139 | 155 | 39.9 |
| Park | 7.6 | Male | 3,891 | 327 | 403 | 336 | 161 | 626 | 892 | 541 | 326 | 279 | 36.0 |
| | | Female | 3,709 | 324 | 394 | 287 | 141 | 658 | 882 | 473 | 287 | 263 | 35.6 |
| Phillips | 4.2 | Male | 1,997 | 177 | 180 | 184 | 99 | 279 | 291 | 208 | 212 | 367 | 37.7 |
| | | Female | 2,203 | 166 | 199 | 195 | 111 | 277 | 279 | 219 | 233 | 524 | 40.5 |
| Pitkin | 13.1 | Male | 6,885 | 459 | 376 | 308 | 646 | 1,587 | 1,856 | 954 | 413 | 286 | 35.4 |
| | | Female | 6,215 | 450 | 370 | 258 | 567 | 1,494 | 1,648 | 796 | 357 | 275 | 34.8 |
| Prowers | 13.3 | Male | 6,481 | 683 | 772 | 644 | 559 | 953 | 974 | 687 | 504 | 705 | 31.1 |
| | | Female | 6,819 | 691 | 733 | 654 | 529 | 966 | 1,020 | 615 | 596 | 1,015 | 33.3 |
| Pueblo | 124.1 | Male | 60,090 | 5,437 | 5,809 | 5,508 | 5,424 | 8,724 | 9,357 | 6,201 | 5,642 | 7,988 | 34.0 |
| | | Female | 64,010 | 5,301 | 5,600 | 5,293 | 5,457 | 9,133 | 9,336 | 6,497 | 6,341 | 11,052 | 36.3 |
| Rio Blanco | 5.8 | Male | 2,943 | 266 | 334 | 309 | 244 | 453 | 500 | 369 | 233 | 235 | 32.0 |
| | | Female | 2,857 | 281 | 301 | 265 | 248 | 430 | 482 | 313 | 221 | 316 | 32.8 |
| Rio Grande | 10.9 | Male | 5,377 | 565 | 617 | 519 | 370 | 742 | 791 | 562 | 494 | 717 | 33.3 |
| | | Female | 5,523 | 491 | 572 | 555 | 407 | 758 | 783 | 592 | 485 | 880 | 34.7 |
| Routt | 14.2 | Male | 7,584 | 683 | 669 | 567 | 837 | 1,485 | 1,838 | 761 | 357 | 387 | 32.0 |
| | | Female | 6,616 | 584 | 629 | 464 | 560 | 1,378 | 1,602 | 640 | 337 | 422 | 32.8 |
| Saguache | 4.8 | Male | 2,460 | 252 | 306 | 262 | 194 | 361 | 399 | 235 | 178 | 273 | 31.0 |
| | | Female | 2,340 | 239 | 232 | 235 | 179 | 352 | 361 | 240 | 181 | 321 | 33.1 |
| San Juan | .8 | Male | 446 | 37 | 50 | 45 | 23 | 69 | 109 | 55 | 30 | 28 | 34.9 |
| | | Female | 354 | 32 | 40 | 35 | 28 | 53 | 91 | 31 | 25 | 19 | 32.9 |
| San Miguel | 3.9 | Male | 2,083 | 159 | 165 | 115 | 197 | 464 | 554 | 237 | 113 | 79 | 33.7 |
| | | Female | 1,817 | 185 | 160 | 97 | 152 | 393 | 474 | 191 | 71 | 94 | 33.0 |
| Sedgwick | 2.6 | Male | 1,266 | 86 | 117 | 115 | 70 | 140 | 195 | 134 | 144 | 265 | 40.4 |
| | | Female | 1,334 | 83 | 102 | 126 | 61 | 156 | 179 | 136 | 156 | 335 | 42.8 |
| Summit | 13.3 | Male | 7,244 | 577 | 453 | 346 | 935 | 2,169 | 1,659 | 601 | 337 | 167 | 31.0 |
| | | Female | 6,056 | 603 | 459 | 324 | 770 | 1,751 | 1,238 | 496 | 283 | 132 | 30.0 |
| Teller | 13.2 | Male | 6,728 | 661 | 711 | 661 | 314 | 1,012 | 1,538 | 861 | 514 | 456 | 35.0 |
| | | Female | 6,472 | 589 | 663 | 528 | 313 | 1,161 | 1,496 | 733 | 491 | 498 | 34.8 |
| Washington | 4.8 | Male | 2,393 | 204 | 246 | 204 | 153 | 312 | 355 | 266 | 251 | 402 | 37.2 |
| | | Female | 2,407 | 194 | 240 | 208 | 121 | 327 | 307 | 268 | 281 | 461 | 38.7 |
| Weld | 133.6 | Male | 66,070 | 6,680 | 6,822 | 5,921 | 8,270 | 10,587 | 10,668 | 6,732 | 4,542 | 5,848 | 30.0 |
| | | Female | 67,530 | 6,441 | 6,359 | 5,639 | 8,621 | 10,642 | 10,459 | 6,639 | 4,760 | 7,970 | 31.3 |
| Yuma | 8.9 | Male | 4,359 | 384 | 482 | 462 | 257 | 604 | 638 | 502 | 377 | 653 | 34.8 |
| | | Female | 4,541 | 374 | 455 | 412 | 253 | 589 | 668 | 473 | 440 | 877 | 37.8 |
| **TOTAL METRO COUNTIES** | **2,751.8** | **Male** | **1,358,983** | **135,013** | **125,122** | **109,067** | **144,973** | **253,541** | **246,287** | **145,325** | **95,041** | **104,614** | **31.5** |
| | | **Female** | **1,392,817** | **129,276** | **118,632** | **104,315** | **135,396** | **253,663** | **246,255** | **148,527** | **102,759** | **153,994** | **33.2** |
| **TOTAL STATE** | **3,367.9** | **Male** | **1,669,144** | **163,060** | **155,475** | **135,753** | **171,897** | **303,099** | **301,265** | **178,728** | **120,188** | **139,679** | **31.9** |
| | | **Female** | **1,698,756** | **156,194** | **147,115** | **129,155** | **159,203** | **301,389** | **297,468** | **180,512** | **128,949** | **198,771** | **33.6** |
| **CONNECTICUT** | | | | | | | | | | | | | |
| **BRIDGEPORT - STAMFORD - NORWALK - DANBURY** | **825.3** | **Male** | **397,743** | **35,865** | **30,328** | **30,134** | **38,340** | **67,341** | **64,723** | **49,601** | **37,761** | **43,650** | **34.5** |
| | | **Female** | **427,557** | **33,622** | **29,235** | **28,897** | **37,892** | **68,608** | **68,913** | **53,328** | **40,354** | **66,708** | **37.3** |
| Fairfield | 825.3 | Male | 397,743 | 35,865 | 30,328 | 30,134 | 38,340 | 67,341 | 64,723 | 49,601 | 37,761 | 43,650 | 34.5 |
| | | Female | 427,557 | 33,622 | 29,235 | 28,897 | 37,892 | 68,608 | 68,913 | 53,328 | 40,354 | 66,708 | 37.3 |
| **HARTFORD - NEW BRITAIN - MIDDLETOWN - BRISTOL** | **1,136.9** | **Male** | **550,835** | **48,475** | **42,849** | **40,523** | **60,739** | **98,184** | **90,001** | **62,277** | **46,876** | **60,911** | **33.4** |
| | | **Female** | **586,065** | **46,603** | **40,905** | **38,784** | **60,283** | **98,047** | **93,519** | **64,720** | **51,124** | **92,080** | **35.9** |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **CONNECTICUT (continued)** | | | | | | | | | | | | | |
| **HARTFORD - NEW BRITAIN - MIDDLETOWN - BRISTOL (continued)** | | | | | | | | | | | | | |
| Hartford | 859.6 | Male | 413,800 | 36,843 | 32,542 | 30,569 | 43,312 | 73,645 | 65,942 | 46,323 | 36,287 | 48,337 | 33.6 |
| | | Female | 445,800 | 35,322 | 31,048 | 29,598 | 43,017 | 74,260 | 69,616 | 49,084 | 40,402 | 73,453 | 36.4 |
| Middlesex | 145.8 | Male | 71,246 | 6,103 | 5,290 | 5,286 | 7,200 | 12,911 | 12,635 | 8,371 | 5,909 | 7,541 | 34.1 |
| | | Female | 74,554 | 5,808 | 5,064 | 4,727 | 7,009 | 12,881 | 12,717 | 8,530 | 6,068 | 11,750 | 36.4 |
| Tolland | 131.5 | Male | 65,789 | 5,529 | 5,017 | 4,668 | 10,227 | 11,628 | 11,424 | 7,583 | 4,680 | 5,033 | 31.4 |
| | | Female | 65,711 | 5,473 | 4,793 | 4,459 | 10,257 | 10,906 | 11,186 | 7,106 | 4,654 | 6,877 | 32.2 |
| **NEW HAVEN - WATERBURY - MERIDEN** | **812.0** | **Male** | **389,952** | **36,177** | **30,676** | **28,715** | **42,489** | **69,731** | **61,807** | **41,318** | **32,090** | **46,949** | **33.2** |
| | | **Female** | **422,048** | **34,326** | **29,156** | **27,214** | **41,709** | **71,135** | **64,913** | **43,895** | **36,414** | **73,286** | **36.2** |
| New Haven | 812.0 | Male | 389,952 | 36,177 | 30,676 | 28,715 | 42,489 | 69,731 | 61,807 | 41,318 | 32,090 | 46,949 | 33.2 |
| | | Female | 422,048 | 34,326 | 29,156 | 27,214 | 41,709 | 71,135 | 64,913 | 43,895 | 36,414 | 73,286 | 36.2 |
| **NEW LONDON - NORWICH** | **257.6** | **Male** | **130,217** | **11,946** | **10,193** | **9,053** | **17,124** | **25,564** | **20,307** | **13,337** | **10,183** | **12,510** | **31.6** |
| | | **Female** | **127,383** | **11,526** | **9,773** | **8,770** | **12,658** | **22,440** | **19,393** | **13,342** | **10,883** | **18,598** | **34.3** |
| New London | 257.6 | Male | 130,217 | 11,946 | 10,193 | 9,053 | 17,124 | 25,564 | 20,307 | 13,337 | 10,183 | 12,510 | 31.6 |
| | | Female | 127,383 | 11,526 | 9,773 | 8,770 | 12,658 | 22,440 | 19,393 | 13,342 | 10,883 | 18,598 | 34.3 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Fairfield | 825.3 | Male | 397,743 | 35,865 | 30,328 | 30,134 | 38,340 | 67,341 | 64,723 | 49,601 | 37,761 | 43,650 | 34.5 |
| | | Female | 427,557 | 33,622 | 29,235 | 28,897 | 37,892 | 68,608 | 68,913 | 53,328 | 40,354 | 66,708 | 37.3 |
| Hartford | 859.6 | Male | 413,800 | 36,843 | 32,542 | 30,569 | 43,312 | 73,645 | 65,942 | 46,323 | 36,287 | 48,337 | 33.6 |
| | | Female | 445,800 | 35,322 | 31,048 | 29,598 | 43,017 | 74,260 | 69,616 | 49,084 | 40,402 | 73,453 | 36.4 |
| Litchfield | 177.4 | Male | 86,920 | 7,736 | 7,135 | 6,515 | 7,625 | 14,224 | 15,662 | 10,476 | 7,305 | 10,242 | 35.1 |
| | | Female | 90,480 | 7,329 | 6,771 | 6,238 | 7,063 | 14,467 | 15,496 | 10,509 | 7,661 | 14,946 | 37.2 |
| Middlesex | 145.8 | Male | 71,246 | 6,103 | 5,290 | 5,286 | 7,200 | 12,911 | 12,635 | 8,371 | 5,909 | 7,541 | 34.1 |
| | | Female | 74,554 | 5,808 | 5,064 | 4,727 | 7,009 | 12,881 | 12,717 | 8,530 | 6,068 | 11,750 | 36.4 |
| New Haven | 812.0 | Male | 389,952 | 36,177 | 30,676 | 28,715 | 42,489 | 69,731 | 61,807 | 41,318 | 32,090 | 46,949 | 33.2 |
| | | Female | 422,048 | 34,326 | 29,156 | 27,214 | 41,709 | 71,135 | 64,913 | 43,895 | 36,414 | 73,286 | 36.2 |
| New London | 257.6 | Male | 130,217 | 11,946 | 10,193 | 9,053 | 17,124 | 25,564 | 20,307 | 13,337 | 10,183 | 12,510 | 31.6 |
| | | Female | 127,383 | 11,526 | 9,773 | 8,770 | 12,658 | 22,440 | 19,393 | 13,342 | 10,883 | 18,598 | 34.3 |
| Tolland | 131.5 | Male | 65,789 | 5,529 | 5,017 | 4,668 | 10,227 | 11,628 | 11,424 | 7,583 | 4,680 | 5,033 | 31.4 |
| | | Female | 65,711 | 5,473 | 4,793 | 4,459 | 10,257 | 10,906 | 11,186 | 7,106 | 4,654 | 6,877 | 32.2 |
| Windham | 104.7 | Male | 51,056 | 5,006 | 4,777 | 4,340 | 5,457 | 8,701 | 8,242 | 5,542 | 3,820 | 5,171 | 31.8 |
| | | Female | 53,644 | 4,561 | 4,509 | 4,006 | 5,525 | 9,029 | 8,231 | 5,521 | 4,123 | 8,139 | 34.1 |
| **TOTAL METRO COUNTIES** | **3,031.8** | **Male** | **1,468,747** | **132,463** | **114,046** | **108,425** | **158,692** | **260,820** | **236,838** | **166,533** | **126,910** | **164,020** | **33.5** |
| | | **Female** | **1,563,053** | **126,077** | **109,069** | **103,665** | **152,542** | **260,230** | **246,738** | **175,285** | **138,775** | **250,672** | **36.2** |
| **TOTAL STATE** | **3,313.9** | **Male** | **1,606,723** | **145,205** | **125,958** | **119,280** | **171,774** | **283,745** | **260,742** | **182,551** | **138,035** | **179,433** | **33.5** |
| | | **Female** | **1,707,177** | **137,967** | **120,349** | **113,909** | **165,130** | **283,726** | **270,465** | **191,315** | **150,559** | **273,757** | **36.2** |
| **DELAWARE** | | | | | | | | | | | | | |
| **WILMINGTON** | **592.2** | **Male** | **287,850** | **27,138** | **25,183** | **23,022** | **32,359** | **50,657** | **45,797** | **31,697** | **23,902** | **28,095** | **32.2** |
| | | **Female** | **304,350** | **25,765** | **24,079** | **21,907** | **33,331** | **51,733** | **47,674** | **32,710** | **25,906** | **41,245** | **34.1** |
| New Castle | 452.4 | Male | 219,131 | 20,739 | 18,768 | 16,699 | 25,803 | 40,170 | 34,603 | 23,617 | 18,013 | 20,719 | 31.9 |
| | | Female | 233,269 | 19,561 | 17,955 | 16,022 | 27,063 | 40,552 | 36,263 | 24,879 | 19,763 | 31,211 | 33.9 |
| *Cecil, Md.* | *74.2* | *Male* | *37,098* | *3,663* | *3,422* | *3,388* | *3,706* | *5,862* | *6,230* | *4,359* | *3,028* | *3,440* | *32.5* |
| | | *Female* | *37,102* | *3,500* | *3,272* | *3,196* | *3,473* | *6,144* | *6,119* | *4,075* | *3,036* | *4,287* | *33.3* |
| *Salem, N. J.* | *65.6* | *Male* | *31,621* | *2,736* | *2,993* | *2,935* | *2,850* | *4,625* | *4,964* | *3,721* | *2,861* | *3,936* | *34.3* |
| | | *Female* | *33,979* | *2,704* | *2,852* | *2,689* | *2,795* | *5,037* | *5,292* | *3,756* | *3,107* | *5,747* | *36.7* |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Kent | 114.2 | Male | 55,909 | 5,923 | 5,386 | 4,695 | 6,658 | 9,728 | 8,207 | 5,861 | 4,592 | 4,859 | 30.4 |
| | | Female | 58,291 | 5,771 | 5,011 | 4,585 | 6,375 | 9,903 | 8,561 | 6,280 | 4,731 | 7,074 | 32.5 |
| New Castle | 452.4 | Male | 219,131 | 20,739 | 18,768 | 16,699 | 25,803 | 40,170 | 34,603 | 23,617 | 18,013 | 20,719 | 31.9 |
| | | Female | 233,269 | 19,561 | 17,955 | 16,022 | 27,063 | 40,552 | 36,263 | 24,879 | 19,763 | 31,211 | 33.9 |
| Sussex | 117.5 | Male | 56,909 | 5,074 | 4,926 | 4,423 | 4,820 | 8,717 | 8,591 | 6,050 | 5,909 | 8,399 | 35.6 |
| | | Female | 60,591 | 4,936 | 4,667 | 4,326 | 4,764 | 8,884 | 8,527 | 6,422 | 6,718 | 11,347 | 38.2 |
| **TOTAL METRO COUNTIES** | **452.4** | **Male** | **219,131** | **30,739** | **18,768** | **16,699** | **25,803** | **40,170** | **34,603** | **23,617** | **18,013** | **20,719** | **31.9** |
| | | **Female** | **233,269** | **19,561** | **17,955** | **16,022** | **27,063** | **40,552** | **36,263** | **24,879** | **19,763** | **31,211** | **33.9** |
| **TOTAL STATE** | **684.1** | **Male** | **331,949** | **31,736** | **29,080** | **25,817** | **37,281** | **58,615** | **51,401** | **35,528** | **28,514** | **33,977** | **32.2** |
| | | **Female** | **352,151** | **30,268** | **27,653** | **24,933** | **38,202** | **59,339** | **53,351** | **37,581** | **31,212** | **49,632** | **34.3** |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **DISTRICT OF COLUMBIA** | | | | | | | | | | | | | |
| **WASHINGTON** | **4,055.2** | **Male** | **1,977,741** | **185,207** | **160,126** | **148,503** | **217,151** | **393,524** | **356,032** | **240,059** | **141,440** | **135,699** | **32.1** |
| | | **Female** | **2,077,459** | **177,497** | **153,214** | **142,034** | **217,794** | **402,088** | **378,583** | **244,965** | **149,711** | **211,573** | **33.7** |
| District of Columbia | 597.4 | Male | 278,853 | 22,956 | 18,676 | 17,778 | 36,957 | 55,884 | 46,429 | 29,961 | 21,980 | 28,232 | 32.7 |
| | | Female | 318,547 | 22,263 | 18,247 | 17,616 | 41,677 | 59,313 | 50,046 | 33,663 | 26,855 | 48,867 | 35.0 |
| *Calvert, Md.* | *55.2* | *Male* | *27,427* | *2,775* | *2,869* | *2,492* | *2,259* | *4,435* | *5,132* | *3,487* | *1,926* | *2,052* | *32.5* |
| | | *Female* | *27,773* | *2,648* | *2,623* | *2,375* | *2,271* | *4,888* | *5,081* | *3,094* | *1,926* | *2,867* | *33.1* |
| *Charles, Md.* | *106.7* | *Male* | *53,049* | *5,662* | *5,418* | *4,975* | *5,565* | *9,771* | *9,061* | *6,485* | *3,316* | *2,796* | *30.0* |
| | | *Female* | *53,651* | *5,624* | *5,238* | *4,709* | *5,391* | *9,922* | *9,296* | *6,084* | *3,252* | *4,135* | *30.9* |
| *Frederick, Md.* | *156.9* | *Male* | *77,375* | *7,739* | *7,147* | *6,411* | *7,706* | *13,725* | *14,151* | *9,104* | *5,371* | *6,021* | *32.1* |
| | | *Female* | *79,525* | *7,542* | *6,993* | *5,934* | *8,003* | *13,943* | *13,995* | *8,419* | *5,724* | *8,972* | *33.1* |
| *Montgomery, Md.* | *800.4* | *Male* | *385,958* | *37,744* | *31,122* | *28,402* | *34,623* | *74,046* | *69,561* | *47,272* | *30,429* | *32,759* | *33.3* |
| | | *Female* | *414,442* | *35,870* | *29,809* | *26,910* | *34,850* | *77,736* | *75,977* | *50,529* | *33,082* | *49,679* | *35.3* |
| *Prince George's, Md.* | *743.9* | *Male* | *360,670* | *35,590* | *30,209* | *28,059* | *46,867* | *72,320* | *60,158* | *41,375* | *25,575* | *20,517* | *30.5* |
| | | *Female* | *383,250* | *33,801* | *29,178* | *26,914* | *47,348* | *76,235* | *67,309* | *44,830* | *26,525* | *31,090* | *32.1* |
| *Alexandria city, Va.* | *111.8* | *Male* | *53,128* | *3,745* | *2,625* | *2,416* | *5,959* | *14,304* | *10,194* | *6,247* | *3,621* | *4,017* | *33.3* |
| | | *Female* | *58,672* | *3,756* | *2,588* | *2,341* | *6,635* | *14,780* | *10,855* | *6,062* | *4,089* | *7,566* | *34.5* |
| *Arlington, Va.* | *171.5* | *Male* | *84,346* | *5,821* | *4,136* | *3,638* | *10,179* | *21;700* | *16,284* | *9,644* | *5,619* | *7,325* | *33.5* |
| | | *Female* | *87,154* | *5,545* | *3,858* | *3,322* | *10,074* | *20,777* | *15,698* | *9,497* | *6,025* | *12,358* | *35.0* |
| *Fairfax, Va.* | *858.1* | *Male* | *426,792* | *38,110* | *35,232* | *34,492* | *42,052* | *80,428* | *82,609* | *59,519* | *31,004* | *23,346* | *32.9* |
| | | *Female* | *431,308* | *36,303* | *33,672* | *33,039* | *39,538* | *79,603* | *88,266* | *57,756* | *30,262* | *32,869* | *34.2* |
| *Fairfax city, Va.* | *19.5* | *Male* | *9,516* | *703* | *659* | *587* | *1,270* | *1,966* | *1,497* | *1,108* | *874* | *852* | *32.8* |
| | | *Female* | *9,984* | *656* | *570* | *600* | *1,248* | *1,832* | *1,552* | *1,231* | *1,021* | *1,274* | *35.6* |
| *Falls Church city, Va.* | *9.6* | *Male* | *4,578* | *341* | *334* | *298* | *317* | *831* | *971* | *582* | *378* | *526* | *36.7* |
| | | *Female* | *5,022* | *320* | *307* | *281* | *348* | *804* | *1,010* | *623* | *402* | *927* | *39.5* |
| *Loudoun, Va.* | *91.8* | *Male* | *45,673* | *4,969* | *4,119* | *3,650* | *3,985* | *9,389* | *8,598* | *5,859* | *2,882* | *2,222* | *31.5* |
| | | *Female* | *46,127* | *4,880* | *3,863* | *3,492* | *4,010* | *9,499* | *8,857* | *5,506* | *2,649* | *3,371* | *32.2* |
| *Manassas city, Va.* | *30.2* | *Male* | *15,423* | *1,829* | *1,487* | *1,168* | *1,827* | *3,606* | *2,767* | *1,518* | *665* | *556* | *28.9* |
| | | *Female* | *14,777* | *1,772* | *1,372* | *1,089* | *1,649* | *3,258* | *2,587* | *1,391* | *710* | *949* | *29.6* |
| *Manassas Park city, Va.* | *6.9* | *Male* | *3,436* | *406* | *363* | *301* | *369* | *897* | *491* | *304* | *206* | *99* | *28.1* |
| | | *Female* | *3,464* | *434* | *377* | *294* | *398* | *811* | *476* | *312* | *207* | *155* | *27.8* |
| *Prince William, Va.* | *229.8* | *Male* | *117,688* | *13,350* | *12,359* | *10,668* | *13,050* | *24,266* | *22,063* | *13,556* | *5,646* | *2,730* | *28.9* |
| | | *Female* | *112,112* | *12,777* | *11,332* | *10,131* | *11,437* | *23,088* | *21,614* | *12,375* | *5,105* | *4,253* | *29.5* |
| *Stafford, Va.* | *65.5* | *Male* | *33,829* | *3,467* | *3,371* | *3,168* | *4,166* | *5,956* | *6,066* | *4,038* | *1,948* | *1,649* | *29.6* |
| | | *Female* | *31,671* | *3,306* | *3,187* | *2,987* | *2,917* | *3,599* | *5,964* | *3,593* | *1,877* | *2,241* | *31.1* |
| **TOTAL METRO COUNTIES** | **597.4** | **Male** | **278,853** | **22,956** | **18,676** | **17,778** | **36,957** | **55,884** | **46,429** | **29,961** | **21,980** | **28,232** | **32.7** |
| | | **Female** | **318,547** | **22,263** | **18,247** | **17,616** | **41,677** | **59,313** | **50,046** | **33,663** | **26,855** | **48,867** | **35.0** |
| **TOTAL STATE** | **597.4** | **Male** | **278,853** | **22,956** | **18,676** | **17,778** | **36,957** | **55,884** | **46,429** | **29,961** | **21,980** | **28,232** | **32.7** |
| | | **Female** | **318,547** | **22,263** | **18,247** | **17,616** | **41,677** | **59,313** | **50,046** | **33,663** | **26,855** | **48,867** | **35.0** |
| **FLORIDA** | | | | | | | | | | | | | |
| **BRADENTON** | **220.5** | **Male** | **104,444** | **8,239** | **7,190** | **6,551** | **7,818** | **14,579** | **13,464** | **9,432** | **10,342** | **26,829** | **40.8** |
| | | **Female** | **116,056** | **7,705** | **6,853** | **6,081** | **7,570** | **14,566** | **13,764** | **10,658** | **13,247** | **35,612** | **46.3** |
| Manatee | 220.5 | Male | 104,444 | 8,239 | 7,190 | 6,551 | 7,818 | 14,579 | 13,464 | 9,432 | 10,342 | 26,829 | 40.8 |
| | | Female | 116,056 | 7,705 | 6,853 | 6,081 | 7,570 | 14,566 | 13,764 | 10,658 | 13,247 | 35,612 | 46.3 |
| **DAYTONA BEACH** | **389.2** | **Male** | **188,556** | **14,211** | **13,072** | **12,432** | **19,470** | **28,385** | **25,904** | **18,142** | **18,530** | **38,410** | **37.6** |
| | | **Female** | **200,644** | **13,490** | **12,335** | **11,854** | **16,165** | **27,012** | **26,296** | **19,915** | **22,600** | **50,977** | **42.4** |
| Volusia | 389.2 | Male | 188,556 | 14,211 | 13,072 | 12,432 | 19,470 | 28,385 | 25,904 | 18,142 | 18,530 | 38,410 | 37.6 |
| | | Female | 200,644 | 13,490 | 12,335 | 11,854 | 16,165 | 27,012 | 26,296 | 19,915 | 22,600 | 50,977 | 42.4 |
| **FORT LAUDERDALE - HOLLYWOOD - POMPANO BEACH** | **1,298.2** | **Male** | **622,348** | **51,957** | **44,010** | **40,624** | **50,865** | **108,210** | **98,961** | **65,746** | **50,717** | **111,258** | **36.6** |
| | | **Female** | **675,852** | **48,947** | **42,359** | **39,468** | **52,263** | **106,041** | **98,880** | **67,423** | **59,920** | **160,551** | **39.9** |
| Broward | 1,298.2 | Male | 622,348 | 51,957 | 44,010 | 40,624 | 50,865 | 108,210 | 98,961 | 65,746 | 50,717 | 111,258 | 36.6 |
| | | Female | 675,852 | 48,947 | 42,359 | 39,468 | 52,263 | 106,041 | 98,880 | 67,423 | 59,920 | 160,551 | 39.9 |
| **FORT MYERS - CAPE CORAL** | **357.0** | **Male** | **172,736** | **13,556** | **11,767** | **10,864** | **12,762** | **24,407** | **22,536** | **16,818** | **19,103** | **40,923** | **40.8** |
| | | **Female** | **184,264** | **12,771** | **11,283** | **10,262** | **12,505** | **24,295** | **23,416** | **18,675** | **22,972** | **48,085** | **44.0** |
| Lee | 357.0 | Male | 172,736 | 13,556 | 11,767 | 10,864 | 12,762 | 24,407 | 22,536 | 16,818 | 19,103 | 40,923 | 40.8 |
| | | Female | 184,264 | 12,771 | 11,283 | 10,262 | 12,505 | 24,295 | 23,416 | 18,675 | 22,972 | 48,085 | 44.0 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **FLORIDA (continued)** | | | | | | | | | | | | | |
| **FORT PIERCE** | **267.3** | **Male** | **131,093** | **10,655** | **9,697** | **8,530** | **9,807** | **19,308** | **17,665** | **12,564** | **13,593** | **29,274** | **39.3** |
| | | **Female** | **136,207** | **10,166** | **9,100** | **8,246** | **9,005** | **18,539** | **17,321** | **13,332** | **16,498** | **34,000** | **42.5** |
| Martin | 106.8 | Male | 52,467 | 3,510 | 3,299 | 2,914 | 3,861 | 7,491 | 7,099 | 5,140 | 5,686 | 13,467 | 42.3 |
| | | Female | 54,333 | 3,318 | 3,050 | 2,856 | 3,195 | 6,526 | 6,854 | 5,565 | 6,973 | 15,996 | 47.3 |
| St. Lucie | 160.5 | Male | 78,626 | 7,145 | 6,398 | 5,616 | 5,946 | 11,817 | 10,566 | 7,424 | 7,907 | 15,807 | 37.3 |
| | | Female | 81,874 | 6,848 | 6,050 | 5,390 | 5,810 | 12,013 | 10,467 | 7,767 | 9,525 | 18,004 | 39.6 |
| **FORT WALTON BEACH** | **149.8** | **Male** | **75,839** | **7,299** | **6,616** | **6,060** | **8,646** | **15,268** | **11,502** | **7,854** | **6,489** | **6,105** | **31.1** |
| | | **Female** | **73,961** | **7,098** | **6,303** | **5,870** | **7,301** | **13,284** | **11,142** | **8,360** | **6,751** | **7,852** | **32.8** |
| Okaloosa | 149.8 | Male | 75,839 | 7,299 | 6,616 | 6,060 | 8,646 | 15,268 | 11,502 | 7,854 | 6,489 | 6,105 | 31.1 |
| | | Female | 73,961 | 7,098 | 6,303 | 5,870 | 7,301 | 13,284 | 11,142 | 8,360 | 6,751 | 7,852 | 32.8 |
| **GAINESVILLE** | **208.9** | **Male** | **104,005** | **8,540** | **8,222** | **7,028** | **21,526** | **19,221** | **15,770** | **9,105** | **6,253** | **8,340** | **28.5** |
| | | **Female** | **104,895** | **8,496** | **7,665** | **6,828** | **20,060** | **17,562** | **15,511** | **9,508** | **7,303** | **11,962** | **30.4** |
| Alachua | 186.2 | Male | 91,474 | 7,597 | 7,245 | 6,089 | 20,315 | 16,435 | 13,647 | 7,697 | 5,309 | 7,140 | 27.7 |
| | | Female | 94,726 | 7,616 | 6,771 | 5,974 | 19,203 | 16,092 | 14,049 | 8,340 | 6,300 | 10,381 | 29.8 |
| Bradford | 22.7 | Male | 12,531 | 943 | 977 | 939 | 1,211 | 2,786 | 2,123 | 1,408 | 944 | 1,200 | 32.9 |
| | | Female | 10,169 | 880 | 894 | 854 | 857 | 1,470 | 1,462 | 1,168 | 1,003 | 1,581 | 35.9 |
| **JACKSONVILLE** | **943.5** | **Male** | **461,577** | **46,773** | **41,383** | **37,504** | **51,998** | **85,515** | **74,349** | **47,888** | **34,901** | **41,266** | **31.2** |
| | | **Female** | **481,923** | **44,808** | **40,124** | **36,752** | **46,283** | **84,083** | **76,685** | **50,840** | **39,793** | **62,555** | **33.7** |
| Clay | 112.7 | Male | 55,617 | 5,384 | 5,511 | 5,609 | 5,344 | 9,003 | 9,818 | 6,838 | 4,009 | 4,101 | 31.6 |
| | | Female | 57,083 | 5,207 | 5,407 | 5,526 | 4,995 | 9,218 | 10,349 | 6,793 | 4,084 | 5,504 | 33.0 |
| Duval | 695.8 | Male | 339,966 | 35,649 | 30,315 | 26,454 | 40,798 | 66,378 | 53,770 | 33,318 | 24,552 | 28,732 | 30.5 |
| | | Female | 355,834 | 34,071 | 29,559 | 26,067 | 35,486 | 64,278 | 55,375 | 36,038 | 28,874 | 46,086 | 33.2 |
| Nassau | 46.0 | Male | 22,793 | 2,136 | 2,154 | 2,188 | 2,028 | 3,660 | 3,696 | 2,889 | 2,066 | 1,976 | 32.9 |
| | | Female | 23,207 | 2,060 | 1,987 | 2,018 | 1,998 | 3,724 | 3,777 | 2,832 | 2,087 | 2,724 | 34.5 |
| St. Johns | 89.0 | Male | 43,201 | 3,604 | 3,403 | 3,253 | 3,828 | 6,474 | 7,065 | 4,843 | 4,274 | 6,457 | 36.5 |
| | | Female | 45,799 | 3,470 | 3,171 | 3,141 | 3,804 | 6,863 | 7,184 | 5,177 | 4,748 | 8,241 | 38.4 |
| **LAKELAND - WINTER HAVEN** | **418.4** | **Male** | **203,139** | **18,692** | **17,183** | **16,575** | **18,176** | **29,733** | **27,794** | **21,178** | **19,505** | **34,303** | **35.4** |
| | | **Female** | **215,261** | **17,627** | **16,315** | **15,511** | **18,536** | **29,745** | **28,798** | **22,527** | **22,467** | **43,735** | **38.4** |
| Polk | 418.4 | Male | 203,139 | 18,692 | 17,183 | 16,575 | 18,176 | 29,733 | 27,794 | 21,178 | 19,505 | 34,303 | 35.4 |
| | | Female | 215,261 | 17,627 | 16,315 | 15,511 | 18,536 | 29,745 | 28,798 | 22,527 | 22,467 | 43,735 | 38.4 |
| **MELBOURNE - TITUSVILLE - PALM BAY** | **419.8** | **Male** | **207,570** | **17,562** | **15,780** | **14,144** | **18,839** | **36,729** | **29,632** | **22,073** | **21,297** | **31,514** | **35.2** |
| | | **Female** | **212,230** | **16,697** | **15,075** | **13,553** | **16,685** | **34,236** | **29,436** | **24,058** | **23,630** | **38,860** | **38.4** |
| Brevard | 419.8 | Male | 207,570 | 17,562 | 15,780 | 14,144 | 18,839 | 36,729 | 29,632 | 22,073 | 21,297 | 31,514 | 35.2 |
| | | Female | 212,230 | 16,697 | 15,075 | 13,553 | 16,685 | 34,236 | 29,436 | 24,058 | 23,630 | 38,860 | 38.4 |
| **MIAMI - HIALEAH** | **1,988.4** | **Male** | **953,668** | **91,266** | **79,597** | **78,488** | **96,010** | **161,194** | **141,958** | **108,662** | **85,260** | **111,233** | **33.2** |
| | | **Female** | **1,034,732** | **87,430** | **75,550** | **73,236** | **96,215** | **167,638** | **152,083** | **117,878** | **96,503** | **168,199** | **36.1** |
| Dade | 1,988.4 | Male | 953,668 | 91,266 | 79,597 | 78,488 | 96,010 | 161,194 | 141,958 | 108,662 | 85,260 | 111,233 | 33.2 |
| | | Female | 1,034,732 | 87,430 | 75,550 | 73,236 | 96,215 | 167,638 | 152,083 | 117,878 | 96,503 | 168,199 | 36.1 |
| ***MIAMI - FORT LAUDERDALE CONSOLIDATED AREA*** | ***3,286.6*** | ***Male*** | ***1,576,016*** | ***143,223*** | ***123,607*** | ***119,112*** | ***146,875*** | ***269,404*** | ***240,919*** | ***174,408*** | ***135,977*** | ***222,491*** | ***34.5*** |
| | | ***Female*** | ***1,710,584*** | ***136,377*** | ***117,909*** | ***112,704*** | ***148,478*** | ***273,679*** | ***250,963*** | ***185,301*** | ***156,423*** | ***328,750*** | ***37.6*** |
| **NAPLES** | **164.1** | **Male** | **81,433** | **6,255** | **5,536** | **5,096** | **6,618** | **12,186** | **11,005** | **8,132** | **8,871** | **17,734** | **39.6** |
| | | **Female** | **82,667** | **6,139** | **5,399** | **4,711** | **5,736** | **11,010** | **10,640** | **8,850** | **10,310** | **19,872** | **42.8** |
| Collier | 164.1 | Male | 81,433 | 6,255 | 5,536 | 5,096 | 6,618 | 12,186 | 11,005 | 8,132 | 8,871 | 17,734 | 39.6 |
| | | Female | 82,667 | 6,139 | 5,399 | 4,711 | 5,736 | 11,010 | 10,640 | 8,850 | 10,310 | 19,872 | 42.8 |
| **OCALA** | **206.4** | **Male** | **99,514** | **8,379** | **7,937** | **7,341** | **7,540** | **13,438** | **12,808** | **9,993** | **10,885** | **21,193** | **39.0** |
| | | **Female** | **106,886** | **7,903** | **7,468** | **7,090** | **7,699** | **13,983** | **13,793** | **11,193** | **13,009** | **24,748** | **41.7** |
| Marion | 206.4 | Male | 99,514 | 8,379 | 7,937 | 7,341 | 7,540 | 13,438 | 12,808 | 9,993 | 10,885 | 21,193 | 39.0 |
| | | Female | 106,886 | 7,903 | 7,468 | 7,090 | 7,699 | 13,983 | 13,793 | 11,193 | 13,009 | 24,748 | 41.7 |
| **ORLANDO** | **1,139.5** | **Male** | **562,460** | **52,434** | **47,060** | **43,829** | **66,739** | **109,509** | **90,638** | **58,102** | **42,507** | **51,642** | **31.5** |
| | | **Female** | **577,040** | **50,131** | **45,285** | **42,255** | **61,123** | **105,394** | **92,041** | **60,517** | **46,963** | **73,331** | **33.5** |
| Orange | 717.3 | Male | 355,848 | 33,403 | 28,591 | 26,039 | 46,837 | 73,270 | 55,485 | 34,429 | 26,326 | 31,468 | 30.9 |
| | | Female | 361,452 | 32,150 | 27,778 | 25,365 | 41,425 | 68,622 | 54,862 | 36,319 | 29,492 | 45,439 | 32.9 |
| Osceola | 117.1 | Male | 57,345 | 5,464 | 5,025 | 4,718 | 5,697 | 9,593 | 8,841 | 6,149 | 4,836 | 7,022 | 33.1 |
| | | Female | 59,755 | 5,236 | 4,820 | 4,532 | 5,671 | 9,577 | 8,978 | 6,360 | 5,256 | 9,325 | 35.0 |
| Seminole | 305.1 | Male | 149,267 | 13,567 | 13,444 | 13,072 | 14,205 | 26,646 | 26,312 | 17,524 | 11,345 | 13,152 | 32.6 |
| | | Female | 155,833 | 12,745 | 12,687 | 12,358 | 14,027 | 27,195 | 28,201 | 17,838 | 12,215 | 18,567 | 34.6 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES | | | | Population by Age and Sex | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | Median Age By Sex |
| **FLORIDA (continued)** | | | | | | | | | | | | | |
| **PANAMA CITY** | **131.8** | **Male** | **65,001** | **6,027** | **5,816** | **5,491** | **6,490** | **11,445** | **9,875** | **7,130** | **5,885** | **6,842** | **32.6** |
| | | **Female** | **66,799** | **5,864** | **5,449** | **5,187** | **6,117** | **11,221** | **9,903** | **7,607** | **6,387** | **9,064** | **34.6** |
| Bay | 131.8 | Male | 65,001 | 6,027 | 5,816 | 5,491 | 6,490 | 11,445 | 9,875 | 7,130 | 5,885 | 6,842 | 32.6 |
| | | Female | 66,799 | 5,864 | 5,449 | 5,187 | 6,117 | 11,221 | 9,903 | 7,607 | 6,387 | 9,064 | 34.6 |
| **PENSACOLA** | **353.8** | **Male** | **172,909** | **16,843** | **15,657** | **14,740** | **20,176** | **29,633** | **25,425** | **19,183** | **14,655** | **16,597** | **31.4** |
| | | **Female** | **180,891** | **15,960** | **14,859** | **13,775** | **18,519** | **29,758** | **27,196** | **20,578** | **16,439** | **23,807** | **34.2** |
| Escambia | 268.8 | Male | 130,569 | 12,551 | 11,670 | 10,906 | 16,270 | 22,236 | 18,737 | 14,099 | 11,040 | 13,060 | 31.2 |
| | | Female | 138,231 | 12,039 | 11,118 | 10,325 | 14,856 | 22,238 | 20,363 | 15,376 | 12,688 | 19,228 | 34.3 |
| Santa Rosa | 85.0 | Male | 42,340 | 4,292 | 3,987 | 3,834 | 3,906 | 7,397 | 6,688 | 5,084 | 3,615 | 3,537 | 32.0 |
| | | Female | 42,660 | 3,921 | 3,741 | 3,450 | 3,663 | 7,520 | 6,833 | 5,202 | 3,751 | 4,579 | 33.7 |
| **SARASOTA** | **287.8** | **Male** | **134,918** | **8,354** | **7,639** | **7,378** | **8,710** | **16,560** | **17,387** | **13,066** | **15,053** | **40,771** | **46.0** |
| | | **Female** | **152,882** | **7,821** | **7,215** | **7,100** | **8,373** | **16,788** | **18,270** | **15,213** | **19,463** | **52,639** | **52.0** |
| Sarasota | 287.8 | Male | 134,918 | 8,354 | 7,639 | 7,378 | 8,710 | 16,560 | 17,387 | 13,066 | 15,053 | 40,771 | 46.0 |
| | | Female | 152,882 | 7,821 | 7,215 | 7,100 | 8,373 | 16,788 | 18,270 | 15,213 | 19,463 | 52,639 | 52.0 |
| **TALLAHASSEE** | **241.8** | **Male** | **116,300** | **10,338** | **10,146** | **9,123** | **20,793** | **20,141** | **18,679** | **11,218** | **7,185** | **8,677** | **28.8** |
| | | **Female** | **125,500** | **9,766** | **9,725** | **8,980** | **22,883** | **20,975** | **19,768** | **11,810** | **8,348** | **13,245** | **30.4** |
| Gadsden | 41.5 | Male | 19,746 | 2,131 | 2,241 | 2,007 | 1,949 | 3,016 | 2,825 | 1,944 | 1,483 | 2,150 | 30.1 |
| | | Female | 21,754 | 1,910 | 2,092 | 2,034 | 2,022 | 3,247 | 3,117 | 2,304 | 1,899 | 3,129 | 33.7 |
| Leon | 200.3 | Male | 96,554 | 8,207 | 7,905 | 7,116 | 18,844 | 17,125 | 15,854 | 9,274 | 5,702 | 6,527 | 28.6 |
| | | Female | 103,746 | 7,856 | 7,633 | 6,946 | 20,861 | 17,728 | 16,651 | 9,506 | 6,449 | 10,116 | 29.8 |
| **TAMPA - ST. PETERSBURG - CLEARWATER** | **2,142.5** | **Male** | **1,022,273** | **81,815** | **73,760** | **70,221** | **88,179** | **161,978** | **149,965** | **104,757** | **95,346** | **196,252** | **37.3** |
| | | **Female** | **1,120,227** | **77,906** | **70,708** | **67,011** | **89,722** | **163,485** | **154,902** | **113,191** | **113,742** | **269,560** | **40.9** |
| Hernando | 110.6 | Male | 53,142 | 3,446 | 3,472 | 3,476 | 3,130 | 5,400 | 5,957 | 4,869 | 6,917 | 16,475 | 48.2 |
| | | Female | 57,458 | 3,364 | 3,459 | 3,282 | 3,159 | 5,753 | 6,466 | 5,597 | 8,688 | 17,690 | 50.6 |
| Hillsborough | 866.7 | Male | 422,512 | 40,081 | 35,710 | 33,189 | 44,420 | 77,788 | 67,854 | 45,764 | 33,558 | 44,148 | 32.4 |
| | | Female | 444,188 | 38,022 | 33,894 | 31,374 | 45,495 | 78,177 | 69,913 | 47,625 | 37,027 | 62,661 | 34.4 |
| Pasco | 294.8 | Male | 139,952 | 9,668 | 8,929 | 8,451 | 9,536 | 16,675 | 16,169 | 12,438 | 14,976 | 43,110 | 45.4 |
| | | Female | 154,848 | 9,120 | 8,558 | 8,251 | 9,346 | 17,044 | 16,790 | 13,810 | 19,006 | 52,923 | 50.8 |
| Pinellas | 870.4 | Male | 406,667 | 28,620 | 25,649 | 25,105 | 31,093 | 62,115 | 59,985 | 41,686 | 39,895 | 92,519 | 40.1 |
| | | Female | 463,733 | 27,400 | 24,797 | 24,104 | 31,722 | 62,511 | 61,733 | 46,159 | 49,021 | 136,286 | 44.9 |
| **WEST PALM BEACH - BOCA RATON - DELRAY BEACH** | **926.8** | **Male** | **445,615** | **36,442** | **30,289** | **27,169** | **34,083** | **71,376** | **64,947** | **43,833** | **38,880** | **98,596** | **38.6** |
| | | **Female** | **481,185** | **34,280** | **29,085** | **26,344** | **33,500** | **69,558** | **64,809** | **46,005** | **49,006** | **128,598** | **42.4** |
| Palm Beach | 926.8 | Male | 445,615 | 36,442 | 30,289 | 27,169 | 34,083 | 71,376 | 64,947 | 43,833 | 38,880 | 98,596 | 38.6 |
| | | Female | 481,185 | 34,280 | 29,085 | 26,344 | 33,500 | 69,558 | 64,809 | 46,005 | 49,006 | 128,598 | 42.4 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Alachua | 186.2 | Male | 91,474 | 7,597 | 7,245 | 6,089 | 20,315 | 16,435 | 13,647 | 7,697 | 5,309 | 7,140 | 27.7 |
| | | Female | 94,726 | 7,616 | 6,771 | 5,974 | 19,203 | 16,092 | 14,049 | 8,340 | 6,300 | 10,381 | 29.8 |
| Baker | 19.2 | Male | 10,013 | 966 | 1,050 | 995 | 1,043 | 1,906 | 1,635 | 1,061 | 701 | 656 | 30.0 |
| | | Female | 9,187 | 943 | 987 | 973 | 842 | 1,499 | 1,434 | 950 | 688 | 871 | 30.7 |
| Bay | 131.8 | Male | 65,001 | 6,027 | 5,816 | 5,491 | 6,490 | 11,445 | 9,875 | 7,130 | 5,885 | 6,842 | 32.6 |
| | | Female | 66,799 | 5,864 | 5,449 | 5,187 | 6,117 | 11,221 | 9,903 | 7,607 | 6,387 | 9,064 | 34.6 |
| Bradford | 22.7 | Male | 12,531 | 943 | 977 | 939 | 1,211 | 2,786 | 2,123 | 1,408 | 944 | 1,200 | 32.9 |
| | | Female | 10,169 | 880 | 894 | 854 | 857 | 1,470 | 1,462 | 1,168 | 1,003 | 1,581 | 35.9 |
| Brevard | 419.8 | Male | 207,570 | 17,562 | 15,780 | 14,144 | 18,839 | 36,729 | 29,632 | 22,073 | 21,297 | 31,514 | 35.2 |
| | | Female | 212,230 | 16,697 | 15,075 | 13,533 | 16,685 | 34,236 | 29,436 | 24,058 | 23,630 | 38,860 | 38.4 |
| Broward | 1,298.2 | Male | 622,348 | 51,957 | 44,010 | 40,624 | 50,865 | 108,210 | 98,961 | 65,746 | 50,717 | 111,258 | 36.6 |
| | | Female | 675,852 | 48,947 | 42,359 | 39,468 | 52,263 | 106,041 | 98,880 | 67,423 | 59,920 | 160,551 | 39.9 |
| Calhoun | 11.3 | Male | 5,834 | 496 | 519 | 506 | 676 | 1,019 | 837 | 650 | 469 | 662 | 32.1 |
| | | Female | 5,466 | 487 | 476 | 482 | 445 | 746 | 719 | 633 | 486 | 992 | 36.3 |
| Charlotte | 119.6 | Male | 57,733 | 3,325 | 3,251 | 3,058 | 3,609 | 6,561 | 6,215 | 4,898 | 7,815 | 19,001 | 50.6 |
| | | Female | 61,867 | 3,137 | 3,030 | 2,960 | 3,081 | 5,866 | 6,493 | 5,997 | 9,645 | 21,658 | 55.4 |
| Citrus | 100.1 | Male | 47,927 | 3,044 | 3,077 | 2,959 | 2,625 | 4,920 | 5,348 | 4,626 | 6,461 | 14,867 | 49.2 |
| | | Female | 52,173 | 2,901 | 2,873 | 2,859 | 2,667 | 5,258 | 5,735 | 5,498 | 7,737 | 16,645 | 51.8 |
| Clay | 112.7 | Male | 55,617 | 5,384 | 5,511 | 5,609 | 5,344 | 9,003 | 9,818 | 6,838 | 4,009 | 4,101 | 31.6 |
| | | Female | 57,083 | 5,207 | 5,407 | 5,526 | 4,995 | 9,218 | 10,349 | 6,793 | 4,084 | 5,504 | 33.0 |
| Collier | 164.1 | Male | 81,433 | 6,255 | 5,536 | 5,096 | 6,618 | 12,186 | 11,005 | 8,132 | 8,871 | 17,734 | 39.6 |
| | | Female | 82,667 | 6,139 | 5,399 | 4,711 | 5,736 | 11,010 | 10,640 | 8,850 | 10,310 | 19,872 | 42.8 |
| Columbia | 43.5 | Male | 21,367 | 2,109 | 2,201 | 2,060 | 1,899 | 3,094 | 3,097 | 2,362 | 1,973 | 2,572 | 32.8 |
| | | Female | 22,133 | 1,970 | 2,016 | 1,895 | 1,922 | 3,247 | 3,303 | 2,455 | 2,091 | 3,234 | 35.0 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex<br>0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **FLORIDA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Dade | 1,988.4 | Male | 953,668 | 91,266 | 79,597 | 78,488 | 96,010 | 161,194 | 141,958 | 108,662 | 85,260 | 111,233 | 33.2 |
| | | Female | 1,034,732 | 87,430 | 75,550 | 73,236 | 96,215 | 167,638 | 152,083 | 117,878 | 96,503 | 168,199 | 36.1 |
| De Soto | 24.9 | Male | 12,848 | 1,066 | 974 | 1,048 | 1,355 | 2,038 | 1,735 | 1,243 | 1,156 | 2,233 | 34.7 |
| | | Female | 12,052 | 1,032 | 946 | 922 | 913 | 1,513 | 1,523 | 1,305 | 1,279 | 2,619 | 39.6 |
| Dixie | 11.5 | Male | 5,983 | 480 | 500 | 453 | 552 | 891 | 874 | 712 | 697 | 824 | 36.3 |
| | | Female | 5,517 | 465 | 500 | 441 | 416 | 665 | 774 | 718 | 681 | 857 | 38.5 |
| Duval | 695.8 | Male | 339,966 | 35,649 | 30,315 | 26,454 | 40,798 | 66,378 | 53,770 | 33,318 | 24,552 | 28,732 | 30.5 |
| | | Female | 355,834 | 34,071 | 29,559 | 26,067 | 35,486 | 64,278 | 55,375 | 36,038 | 28,874 | 46,086 | 33.2 |
| Escambia | 268.8 | Male | 130,569 | 12,551 | 11,670 | 10,906 | 16,270 | 22,236 | 18,737 | 14,099 | 11,040 | 13,060 | 31.2 |
| | | Female | 138,231 | 12,039 | 11,118 | 10,325 | 14,856 | 22,238 | 20,363 | 15,376 | 12,688 | 19,228 | 34.3 |
| Flagler | 31.4 | Male | 15,078 | 988 | 1,016 | 1,007 | 917 | 1,668 | 1,836 | 1,431 | 2,208 | 4,007 | 45.7 |
| | | Female | 16,322 | 1,056 | 999 | 990 | 959 | 1,781 | 2,051 | 1,770 | 2,688 | 4,028 | 46.9 |
| Franklin | 9.1 | Male | 4,448 | 361 | 369 | 389 | 322 | 579 | 571 | 616 | 530 | 711 | 38.6 |
| | | Female | 4,652 | 365 | 357 | 354 | 338 | 583 | 619 | 597 | 521 | 918 | 40.3 |
| Gadsden | 41.5 | Male | 19,746 | 2,131 | 2,241 | 2,007 | 1,949 | 3,016 | 2,825 | 1,944 | 1,483 | 2,150 | 30.1 |
| | | Female | 21,754 | 1,910 | 2,092 | 2,034 | 2,022 | 3,247 | 3,117 | 2,304 | 1,899 | 3,129 | 33.7 |
| Gilchrist | 10.1 | Male | 5,338 | 437 | 431 | 474 | 932 | 681 | 727 | 536 | 525 | 595 | 30.8 |
| | | Female | 4,762 | 422 | 407 | 378 | 369 | 638 | 677 | 571 | 495 | 805 | 37.5 |
| Glades | 7.7 | Male | 3,899 | 327 | 322 | 344 | 235 | 496 | 461 | 455 | 499 | 760 | 39.9 |
| | | Female | 3,801 | 295 | 306 | 304 | 282 | 418 | 485 | 475 | 492 | 744 | 41.1 |
| Gulf | 11.8 | Male | 5,931 | 483 | 512 | 558 | 579 | 943 | 772 | 672 | 657 | 755 | 33.8 |
| | | Female | 5,869 | 429 | 444 | 503 | 433 | 819 | 785 | 723 | 675 | 1,058 | 38.9 |
| Hamilton | 11.3 | Male | 5,929 | 547 | 551 | 582 | 744 | 1,099 | 863 | 588 | 403 | 552 | 29.9 |
| | | Female | 5,371 | 501 | 497 | 615 | 491 | 749 | 772 | 547 | 450 | 749 | 32.8 |
| Hardee | 19.8 | Male | 10,029 | 1,069 | 1,030 | 1,007 | 1,028 | 1,352 | 1,288 | 1,032 | 851 | 1,372 | 31.5 |
| | | Female | 9,771 | 905 | 971 | 864 | 856 | 1,302 | 1,296 | 998 | 926 | 1,653 | 34.9 |
| Hendry | 27.1 | Male | 13,751 | 1,502 | 1,511 | 1,439 | 1,388 | 2,151 | 1,796 | 1,461 | 1,132 | 1,371 | 29.8 |
| | | Female | 13,349 | 1,556 | 1,317 | 1,290 | 1,311 | 1,967 | 1,809 | 1,414 | 1,075 | 1,610 | 31.1 |
| Hernando | 110.6 | Male | 53,142 | 3,446 | 3,472 | 3,476 | 3,130 | 5,400 | 5,957 | 4,869 | 6,917 | 16,475 | 48.2 |
| | | Female | 57,458 | 3,364 | 3,459 | 3,282 | 3,159 | 5,753 | 6,466 | 5,597 | 8,688 | 17,690 | 50.6 |
| Highlands | 72.2 | Male | 34,312 | 2,395 | 2,320 | 2,161 | 2,045 | 3,576 | 3,500 | 2,808 | 4,245 | 11,262 | 49.2 |
| | | Female | 37,888 | 2,287 | 2,333 | 2,161 | 1,907 | 3,814 | 3,661 | 3,428 | 5,287 | 13,010 | 53.1 |
| Hillsborough | 866.7 | Male | 422,512 | 40,081 | 35,710 | 33,189 | 44,420 | 77,788 | 67,854 | 45,764 | 33,558 | 44,148 | 32.4 |
| | | Female | 444,188 | 38,022 | 33,894 | 31,374 | 45,495 | 78,177 | 69,913 | 47,625 | 37,027 | 62,661 | 34.4 |
| Holmes | 16.2 | Male | 8,249 | 625 | 693 | 797 | 826 | 1,292 | 1,181 | 1,001 | 755 | 1,079 | 34.2 |
| | | Female | 7,951 | 629 | 630 | 679 | 640 | 1,025 | 1,129 | 947 | 770 | 1,502 | 38.3 |
| Indian River | 95.1 | Male | 45,972 | 3,315 | 3,186 | 2,972 | 3,317 | 5,973 | 5,844 | 4,197 | 5,110 | 12,058 | 42.2 |
| | | Female | 49,128 | 3,201 | 3,140 | 2,781 | 2,961 | 5,871 | 5,887 | 4,845 | 6,420 | 14,022 | 46.4 |
| Jackson | 41.3 | Male | 20,893 | 1,557 | 1,780 | 2,077 | 2,531 | 3,337 | 3,183 | 2,246 | 1,772 | 2,410 | 32.5 |
| | | Female | 20,407 | 1,504 | 1,707 | 1,729 | 1,779 | 2,808 | 2,844 | 2,241 | 1,970 | 3,825 | 37.4 |
| Jefferson | 11.7 | Male | 5,600 | 514 | 617 | 598 | 530 | 715 | 827 | 598 | 473 | 728 | 32.6 |
| | | Female | 6,100 | 563 | 561 | 557 | 471 | 848 | 900 | 627 | 552 | 1,021 | 35.6 |
| Lafayette | 5.9 | Male | 3,385 | 238 | 244 | 280 | 414 | 789 | 518 | 334 | 264 | 304 | 31.5 |
| | | Female | 2,515 | 219 | 247 | 242 | 214 | 341 | 364 | 286 | 248 | 354 | 34.8 |
| Lake | 160.1 | Male | 76,874 | 5,704 | 5,498 | 5,290 | 5,203 | 9,277 | 9,340 | 7,544 | 8,951 | 20,067 | 43.0 |
| | | Female | 83,226 | 5,571 | 5,100 | 4,979 | 5,134 | 9,614 | 9,595 | 8,418 | 10,510 | 24,305 | 46.9 |
| Lee | 357.0 | Male | 172,736 | 13,556 | 11,767 | 10,864 | 12,762 | 24,407 | 22,536 | 16,818 | 19,103 | 40,923 | 40.8 |
| | | Female | 184,264 | 12,771 | 11,283 | 10,262 | 12,505 | 24,295 | 23,416 | 18,675 | 22,972 | 48,085 | 44.0 |
| Leon | 200.3 | Male | 96,554 | 8,207 | 7,905 | 7,116 | 18,844 | 17,125 | 15,854 | 9,274 | 5,702 | 6,527 | 28.6 |
| | | Female | 103,746 | 7,856 | 7,633 | 6,946 | 20,861 | 17,728 | 16,651 | 9,506 | 6,449 | 10,116 | 29.8 |
| Levy | 26.7 | Male | 12,772 | 1,056 | 1,120 | 1,108 | 936 | 1,582 | 1,685 | 1,449 | 1,480 | 2,356 | 38.5 |
| | | Female | 13,928 | 1,072 | 1,128 | 1,039 | 1,052 | 1,831 | 1,922 | 1,589 | 1,564 | 2,731 | 39.4 |
| Liberty | 6.0 | Male | 3,414 | 220 | 252 | 291 | 440 | 786 | 565 | 320 | 263 | 277 | 31.4 |
| | | Female | 2,586 | 232 | 240 | 230 | 208 | 355 | 379 | 276 | 268 | 398 | 35.7 |
| Madison | 17.0 | Male | 8,708 | 882 | 791 | 822 | 974 | 1,543 | 1,201 | 885 | 656 | 954 | 30.7 |
| | | Female | 8,292 | 777 | 716 | 739 | 754 | 1,094 | 1,077 | 899 | 772 | 1,464 | 35.6 |
| Manatee | 220.5 | Male | 104,444 | 8,239 | 7,190 | 6,551 | 7,818 | 14,579 | 13,464 | 9,432 | 10,342 | 26,829 | 40.8 |
| | | Female | 116,056 | 7,705 | 6,853 | 6,081 | 7,570 | 14,566 | 13,764 | 10,658 | 13,247 | 35,612 | 46.3 |
| Marion | 206.4 | Male | 99,514 | 8,379 | 7,937 | 7,341 | 7,540 | 13,438 | 12,808 | 9,993 | 10,885 | 21,193 | 39.0 |
| | | Female | 106,886 | 7,903 | 7,468 | 7,090 | 7,699 | 13,983 | 13,793 | 11,193 | 13,009 | 24,748 | 41.7 |
| Martin | 106.8 | Male | 52,467 | 3,510 | 3,299 | 2,914 | 3,861 | 7,491 | 7,099 | 5,140 | 5,686 | 13,467 | 42.3 |
| | | Female | 54,333 | 3,318 | 3,050 | 2,856 | 3,195 | 6,526 | 6,854 | 5,565 | 6,973 | 15,996 | 47.3 |
| Monroe | 80.7 | Male | 42,456 | 2,917 | 2,326 | 2,082 | 3,372 | 7,425 | 7,811 | 5,433 | 4,801 | 6,289 | 39.0 |
| | | Female | 38,244 | 2,811 | 2,207 | 1,797 | 2,792 | 6,496 | 6,456 | 4,672 | 4,417 | 6,596 | 39.7 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **FLORIDA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Nassau | 46.0 | Male | 22,793 | 2,136 | 2,154 | 2,188 | 2,028 | 3,660 | 3,696 | 2.889 | 2,066 | 1,976 | 32.9 |
| | | Female | 23,207 | 2,060 | 1,987 | 2,018 | 1,998 | 3,724 | 3,777 | 2,832 | 2,087 | 2,724 | 34.5 |
| Okaloosa | 149.8 | Male | 75,839 | 7,299 | 6,616 | 6,060 | 8,646 | 15,268 | 11,502 | 7,854 | 6,489 | 6,105 | 31.1 |
| | | Female | 73,961 | 7,098 | 6,303 | 5,870 | 7,301 | 13,284 | 11,142 | 8,360 | 6,751 | 7,852 | 32.8 |
| Okeechobee | 31.4 | Male | 16,074 | 1,595 | 1,467 | 1,562 | 1,496 | 2,324 | 2,030 | 1,580 | 1,574 | 2,446 | 33.2 |
| | | Female | 15,326 | 1,410 | 1,358 | 1,226 | 1,280 | 2,139 | 1,985 | 1,594 | 1,696 | 2,638 | 36.3 |
| Orange | 717.3 | Male | 355,848 | 33,403 | 28,591 | 26,039 | 46,837 | 73,270 | 55,485 | 34,429 | 26,326 | 31,468 | 30.9 |
| | | Female | 361,452 | 32,150 | 27,778 | 25,365 | 41,425 | 68,622 | 54,862 | 36,319 | 29,492 | 45,439 | 32.9 |
| Osceola | 117.1 | Male | 57,345 | 5,464 | 5,025 | 4,718 | 5,697 | 9,593 | 8,841 | 6,149 | 4,836 | 7,022 | 33.1 |
| | | Female | 59,755 | 5,236 | 4,820 | 4,532 | 5,671 | 9,577 | 8,978 | 6,360 | 5,256 | 9,325 | 35.0 |
| Palm Beach | 926.8 | Male | 445,615 | 36,442 | 30,289 | 27,169 | 34,083 | 71,376 | 64,947 | 43,833 | 38,880 | 98,596 | 38.6 |
| | | Female | 481,185 | 34,280 | 29,085 | 26,344 | 33,500 | 69,558 | 64,809 | 46,005 | 49,006 | 128,598 | 42.4 |
| Pasco | 294.8 | Male | 139,952 | 9,668 | 8,929 | 8,451 | 9,536 | 16,675 | 16,169 | 12,438 | 14,976 | 43,110 | 45.4 |
| | | Female | 154,848 | 9,120 | 8,558 | 8,251 | 9,346 | 17,044 | 16,790 | 13,810 | 19,006 | 52,923 | 50.8 |
| Pinellas | 870.4 | Male | 406,667 | 28,620 | 25,649 | 25,105 | 31,093 | 62,115 | 59,985 | 41,686 | 39,895 | 92,519 | 40.1 |
| | | Female | 463,733 | 27,400 | 24,797 | 24,104 | 31,722 | 62,511 | 61,733 | 46,159 | 49,021 | 136,286 | 44.9 |
| Polk | 418.4 | Male | 203,139 | 18,692 | 17,183 | 16,575 | 18,176 | 29,733 | 27,794 | 21,178 | 19,505 | 34,303 | 35.4 |
| | | Female | 215,261 | 17,627 | 16,315 | 15,511 | 18,536 | 29,745 | 28,798 | 22,527 | 22,467 | 43,735 | 38.4 |
| Putnam | 66.7 | Male | 32,566 | 2,982 | 2,953 | 2,838 | 2,637 | 4,259 | 4,413 | 3,354 | 3,661 | 5,469 | 36.4 |
| | | Female | 34,134 | 2,826 | 2,817 | 2,701 | 2,454 | 4,525 | 4,510 | 3,730 | 4,004 | 6,567 | 38.9 |
| St. Johns | 89.0 | Male | 43,201 | 3,604 | 3,403 | 3,253 | 3,828 | 6,474 | 7,065 | 4,843 | 4,274 | 6,457 | 36.5 |
| | | Female | 45,799 | 3,470 | 3,171 | 3,141 | 3,804 | 6,863 | 7,184 | 5,177 | 4,748 | 8,241 | 38.4 |
| St. Lucie | 160.5 | Male | 78,626 | 7,145 | 6,398 | 5,616 | 5,946 | 11,817 | 10,566 | 7,424 | 7,907 | 15,807 | 37.3 |
| | | Female | 81,874 | 6,848 | 6,050 | 5,390 | 5,810 | 12,013 | 10,467 | 7,767 | 9,525 | 18,004 | 39.6 |
| Santa Rosa | 85.0 | Male | 42,340 | 4,292 | 3,987 | 3,834 | 3,906 | 7,397 | 6,688 | 5,084 | 3,615 | 3,537 | 32.0 |
| | | Female | 42,660 | 3,921 | 3,741 | 3,450 | 3,663 | 7,520 | 6,833 | 5,202 | 3,751 | 4,579 | 33.7 |
| Sarasota | 287.8 | Male | 134,918 | 8,354 | 7,639 | 7,378 | 8,710 | 16,560 | 17,387 | 13,066 | 15,053 | 40,771 | 46.0 |
| | | Female | 152,882 | 7,821 | 7,215 | 7,100 | 8,373 | 16,788 | 18,270 | 15,213 | 19,463 | 52,639 | 52.0 |
| Seminole | 305.1 | Male | 149,267 | 13,567 | 13,444 | 13,072 | 14,205 | 26,646 | 26,312 | 17,524 | 11,345 | 13,152 | 32.6 |
| | | Female | 155,833 | 12,745 | 12,687 | 12,358 | 14,027 | 27,195 | 28,201 | 17,[illegible]38 | 12,215 | 18,567 | 34.6 |
| Sumter | 32.4 | Male | 16,312 | 1,239 | 1,263 | 1,267 | 1,542 | 2,164 | 1,984 | 1,620 | 1,781 | 3,452 | 38.4 |
| | | Female | 16,088 | 1,181 | 1,212 | 1,109 | 1,103 | 1,960 | 1,840 | 1,748 | 2,086 | 3,849 | 43.0 |
| Suwannee | 27.3 | Male | 13,200 | 1,048 | 1,342 | 1,409 | 1,113 | 1,685 | 1,841 | 1,491 | 1,352 | 1,919 | 35.0 |
| | | Female | 14,100 | 1,062 | 1,205 | 1,211 | 1,071 | 1,772 | 1,908 | 1,650 | 1,506 | 2,715 | 38.8 |
| Taylor | 17.3 | Male | 8,423 | 883 | 817 | 765 | 737 | 1,242 | 1,212 | 912 | 810 | 1,045 | 33.1 |
| | | Female | 8,877 | 826 | 790 | 819 | 719 | 1,332 | 1,214 | 976 | 915 | 1,286 | 34.6 |
| Union | 10.2 | Male | 6,313 | 461 | 511 | 421 | 593 | 1,683 | 1,273 | 628 | 390 | 353 | 32.0 |
| | | Female | 3,887 | 411 | 422 | 410 | 314 | 658 | 558 | 394 | 306 | 414 | 30.9 |
| Volusia | 389.2 | Male | 188,556 | 14,211 | 13,072 | 12,432 | 19,470 | 28,385 | 25,904 | 18,142 | 18,530 | 38,410 | 37.6 |
| | | Female | 200,644 | 13,490 | 12,335 | 11,854 | 16,165 | 27,012 | 26,296 | 19,915 | 22,600 | 50,977 | 42.4 |
| Wakulla | 14.8 | Male | 7,260 | 648 | 775 | 732 | 585 | 974 | 1,227 | 895 | 663 | 761 | 34.1 |
| | | Female | 7,540 | 655 | 693 | 694 | 573 | 1,151 | 1,296 | 879 | 639 | 960 | 35.0 |
| Walton | 28.8 | Male | 14,155 | 1.156 | 1,199 | 1,249 | 1,100 | 1,943 | 2,002 | 1,656 | 1,712 | 2,138 | 37.2 |
| | | Female | 14,645 | 1,074 | 1,097 | 1,106 | 1,038 | 2,073 | 2,015 | 1,806 | 1,816 | 2,620 | 39.6 |
| Washington | 17.2 | Male | 8,318 | 713 | 697 | 812 | 743 | 1,060 | 1,144 | 977 | 855 | 1,317 | 36.2 |
| | | Female | 8.882 | 661 | 709 | 773 | 692 | 1,100 | 1,201 | 1,032 | 973 | 1,741 | 39.2 |
| **TOTAL METRO COUNTIES** | **12,255.5** | **Male** | **5,925,398** | **515,637** | **458,357** | **429,188** | **575,245** | **988,815** | **880,264** | **614,876** | **525,257** | **937,759** | **35.0** |
| | | **Female** | **6,330,102** | **491,005** | **438,155** | **410,114** | **556,260** | **979,173** | **904,654** | **658,138** | **615,351** | **1,277,252** | **38.2** |
| **TOTAL STATE** | **13,492.9** | **Male** | **6,536,762** | **562,985** | **505,522** | **475,600** | **624,283** | **1,071,842** | **961,100** | **677,147** | **592,902** | **1,065,381** | **35.3** |
| | | **Female** | **6,956,138** | **536,441** | **482,593** | **452,926** | **598,741** | **1,057,031** | **983,870** | **724,826** | **691,999** | **1,427,711** | **38.6** |
| **GEORGIA** | | | | | | | | | | | | | |
| **ALBANY** | **111.7** | **Male** | **53,083** | **5,943** | **5,955** | **5,728** | **6,192** | **8,015** | **8,178** | **5,154** | **3,812** | **4,106** | **28.4** |
| | | **Female** | **58,617** | **5,579** | **5,701** | **5,700** | **6,122** | **9,193** | **9,063** | **5,879** | **4,650** | **6,730** | **31.8** |
| Dougherty | 95.0 | Male | 44,602 | 5,066 | 4,966 | 4,827 | 5,334 | 6,456 | 6,606 | 4,320 | 3,335 | 3,692 | 28.3 |
| | | Female | 50,398 | 4,833 | 4,732 | 4,782 | 5,469 | 7,727 | 7,511 | 5,120 | 4,157 | 6,067 | 32.0 |
| Lee | 16.7 | Male | 8,481 | 877 | 989 | 901 | 858 | 1,559 | 1,572 | 834 | 477 | 414 | 28.9 |
| | | Female | 8,219 | 746 | 969 | 918 | 653 | 1,466 | 1,552 | 759 | 493 | 663 | 30.6 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **GEORGIA (continued)** | | | | | | | | | | | | | |
| **ATHENS** | **159.8** | **Male** | **77,403** | **6,765** | **6,504** | **6,083** | **15,235** | **13,058** | **11,396** | **7,491** | **4,953** | **5,918** | **28.2** |
| | | **Female** | **82,397** | **6,384** | **6,067** | **5,762** | **16,419** | **12,993** | **11,598** | **7,901** | **5,517** | **9,756** | **30.1** |
| Clarke | 88.6 | Male | 42,368 | 3,428 | 3,159 | 2,791 | 11,808 | 7,286 | 5,535 | 3,239 | 2,277 | 2,845 | 25.0 |
| | | Female | 46,232 | 3,194 | 2,853 | 2,716 | 13,102 | 7,221 | 5,759 | 3,742 | 2,685 | 4,960 | 26.7 |
| Jackson | 31.1 | Male | 15,426 | 1,463 | 1,385 | 1,413 | 1,561 | 2,594 | 2,422 | 1,864 | 1,248 | 1,476 | 32.3 |
| | | Female | 15,674 | 1,313 | 1,389 | 1,337 | 1,478 | 2,435 | 2,327 | 1,816 | 1,302 | 2,277 | 34.5 |
| Madison | 21.7 | Male | 10,621 | 955 | 1,024 | 1,012 | 1,061 | 1,743 | 1,743 | 1,304 | 828 | 951 | 32.2 |
| | | Female | 11,079 | 977 | 938 | 922 | 1,052 | 1,808 | 1,739 | 1,280 | 913 | 1,450 | 34.1 |
| Oconee | 18.4 | Male | 8,988 | 919 | 936 | 867 | 805 | 1,435 | 1,696 | 1,084 | 600 | 646 | 31.7 |
| | | Female | 9,412 | 900 | 887 | 787 | 787 | 1,529 | 1,773 | 1,063 | 617 | 1,069 | 33.8 |
| **ATLANTA** | **3,003.8** | **Male** | **1,463,579** | **146,478** | **132,040** | **123,313** | **157,814** | **289,230** | **262,746** | **166,277** | **95,035** | **90,646** | **31.0** |
| | | **Female** | **1,540,221** | **139,550** | **126,461** | **117,867** | **158,723** | **297,713** | **279,037** | **168,595** | **104,530** | **147,745** | **32.6** |
| Barrow | 31.3 | Male | 15,309 | 1,704 | 1,505 | 1,406 | 1,552 | 2,821 | 2,295 | 1,618 | 1,108 | 1,300 | 30.3 |
| | | Female | 15,991 | 1,564 | 1,388 | 1,277 | 1,608 | 2,843 | 2,275 | 1,650 | 1,243 | 2,143 | 32.6 |
| Butts | 16.0 | Male | 8,455 | 674 | 722 | 717 | 1,007 | 1,662 | 1,415 | 897 | 598 | 763 | 31.7 |
| | | Female | 7,545 | 698 | 735 | 628 | 677 | 1,096 | 1,104 | 839 | 663 | 1,105 | 34.4 |
| Cherokee | 101.2 | Male | 50,917 | 5,915 | 4,866 | 4,137 | 4,565 | 10,564 | 9,466 | 5,645 | 2,925 | 2,834 | 30.7 |
| | | Female | 50,283 | 5,359 | 4,507 | 3,862 | 4,543 | 10,613 | 9,054 | 5,111 | 2,939 | 4,295 | 31.5 |
| Clayton | 187.7 | Male | 91,556 | 9,729 | 8,882 | 8,425 | 10,489 | 18,145 | 15,383 | 10,328 | 5,852 | 4,323 | 29.5 |
| | | Female | 96,144 | 9,414 | 8,514 | 7,969 | 10,887 | 19,168 | 16,751 | 10,461 | 6,257 | 6,723 | 30.9 |
| Cobb | 483.4 | Male | 237,713 | 22,963 | 20,587 | 19,407 | 24,499 | 48,787 | 45,824 | 28,469 | 15,047 | 12,130 | 31.4 |
| | | Female | 245,687 | 21,871 | 19,939 | 18,442 | 24,158 | 50,338 | 49,102 | 27,762 | 15,536 | 18,539 | 32.6 |
| Coweta | 56.9 | Male | 27,500 | 2,983 | 2,682 | 2,586 | 2,590 | 4,501 | 4,496 | 3,364 | 2,086 | 2,212 | 31.5 |
| | | Female | 29,400 | 2,892 | 2,638 | 2,528 | 2,741 | 4,774 | 4,630 | 3,279 | 2,328 | 3,590 | 33.2 |
| De Kalb | 566.4 | Male | 271,512 | 25,127 | 22,626 | 21,863 | 32,197 | 56,140 | 47,335 | 28,749 | 18,874 | 18,601 | 31.0 |
| | | Female | 294,888 | 24,174 | 21,446 | 20,713 | 32,419 | 58,041 | 52,875 | 32,933 | 22,300 | 29,987 | 33.4 |
| Douglas | 75.3 | Male | 37,381 | 3,859 | 3,664 | 3,547 | 3,831 | 6,682 | 6,628 | 4,588 | 2,446 | 2,136 | 30.7 |
| | | Female | 37,919 | 3,445 | 3,509 | 3,470 | 3,789 | 6,839 | 6,899 | 4,272 | 2,521 | 3,175 | 31.9 |
| Fayette | 69.3 | Male | 34,277 | 3,190 | 3,656 | 3,543 | 2,737 | 4,443 | 7,107 | 5,241 | 2,303 | 2,057 | 34.0 |
| | | Female | 35,023 | 2,901 | 3,546 | 3,411 | 2,575 | 5,064 | 7,803 | 4,645 | 2,170 | 2,908 | 35.0 |
| Forsyth | 47.8 | Male | 23,947 | 2,288 | 2,065 | 2,008 | 2,307 | 4,307 | 4,289 | 3,103 | 1,856 | 1,724 | 32.7 |
| | | Female | 23,853 | 2,230 | 1,912 | 1,932 | 2,208 | 4,293 | 4,072 | 2,839 | 1,826 | 2,541 | 33.5 |
| Fulton | 670.3 | Male | 320,059 | 31,054 | 27,082 | 25,166 | 39,110 | 62,079 | 55,525 | 35,123 | 20,898 | 24,022 | 31.1 |
| | | Female | 350,241 | 29,903 | 26,525 | 24,525 | 39,011 | 64,612 | 60,236 | 37,164 | 24,859 | 43,406 | 33.5 |
| Gwinnett | 391.4 | Male | 194,885 | 21,301 | 18,823 | 16,467 | 18,023 | 42,879 | 38,748 | 21,557 | 9,769 | 7,318 | 30.3 |
| | | Female | 196,515 | 20,169 | 17,822 | 15,668 | 18,615 | 43,435 | 39,382 | 20,041 | 9,984 | 11,399 | 31.0 |
| Henry | 64.1 | Male | 31,709 | 3,303 | 3,128 | 2,785 | 2,858 | 5,766 | 5,394 | 3,879 | 2,477 | 2,119 | 31.6 |
| | | Female | 32,391 | 3,035 | 2,889 | 2,681 | 3,007 | 5,850 | 5,360 | 3,809 | 2,468 | 3,292 | 32.8 |
| Newton | 43.5 | Male | 20,850 | 2,212 | 2,071 | 1,924 | 2,340 | 3,445 | 3,085 | 2,402 | 1,642 | 1,729 | 30.5 |
| | | Female | 22,650 | 2,160 | 1,920 | 1,972 | 2,572 | 3,525 | 3,294 | 2,518 | 1,792 | 2,897 | 32.7 |
| Paulding | 45.0 | Male | 22,497 | 2,615 | 2,206 | 2,043 | 2,241 | 4,622 | 3,612 | 2,327 | 1,452 | 1,379 | 29.6 |
| | | Female | 22,503 | 2,468 | 2,032 | 1,824 | 2,440 | 4,537 | 3,534 | 2,218 | 1,488 | 1,962 | 30.5 |
| Rockdale | 58.3 | Male | 28,810 | 2,895 | 2,835 | 2,792 | 2,768 | 4,738 | 5,080 | 3,695 | 2,156 | 1,851 | 31.6 |
| | | Female | 29,490 | 2,652 | 2,763 | 2,673 | 2,641 | 4,934 | 5,270 | 3,583 | 2,141 | 2,833 | 33.1 |
| Spalding | 55.9 | Male | 26,840 | 2,813 | 2,697 | 2,693 | 2,702 | 4,388 | 4,039 | 3,021 | 2,113 | 2,374 | 30.7 |
| | | Female | 29,060 | 2,653 | 2,477 | 2,547 | 2,754 | 4,499 | 4,381 | 3,127 | 2,400 | 4,222 | 34.1 |
| Walton | 40.0 | Male | 19,362 | 1,853 | 1,943 | 1,804 | 1,998 | 3,261 | 3,025 | 2,271 | 1,433 | 1,774 | 31.4 |
| | | Female | 20,638 | 1,962 | 1,899 | 1,745 | 2,078 | 3,252 | 3,015 | 2,344 | 1,615 | 2,728 | 33.1 |
| **AUGUSTA** | **404.1** | **Male** | **196,720** | **20,271** | **19,605** | **18,314** | **22,281** | **33,650** | **31,407** | **20,505** | **14,936** | **15,751** | **30.3** |
| | | **Female** | **207,380** | **19,341** | **18,750** | **17,541** | **20,621** | **35,513** | **33,133** | **21,416** | **16,791** | **24,274** | **32.7** |
| Columbia | 70.8 | Male | 35,361 | 3,692 | 3,917 | 3,542 | 3,005 | 6,062 | 6,965 | 4,213 | 2,236 | 1,729 | 30.8 |
| | | Female | 35,439 | 3,514 | 3,715 | 3,372 | 2,967 | 6,349 | 7,025 | 3,887 | 2,178 | 2,432 | 31.5 |
| McDuffie | 20.5 | Male | 9,679 | 1,041 | 1,062 | 1,002 | 913 | 1,431 | 1,503 | 1,019 | 800 | 908 | 30.7 |
| | | Female | 10,821 | 973 | 1,016 | 963 | 970 | 1,658 | 1,680 | 1,145 | 889 | 1,527 | 34.0 |
| Richmond | 189.1 | Male | 91,681 | 9,626 | 8,721 | 8,185 | 12,544 | 16,404 | 13,461 | 8,743 | 6,675 | 7,322 | 29.1 |
| | | Female | 97,419 | 9,245 | 8,354 | 7,776 | 10,819 | 17,226 | 14,580 | 9,607 | 7,915 | 11,897 | 32.3 |
| *Aiken, S. C.* | *123.7* | *Male* | *59,999* | *5,912* | *5,905* | *5,585* | *5,819* | *9,753* | *9,478* | *6,530* | *5,225* | *5,792* | *32.0* |
| | | *Female* | *63,701* | *5,609* | *5,665* | *5,430* | *5,865* | *10,280* | *9,848* | *6,777* | *5,809* | *8,418* | *34.0* |
| **COLUMBUS** | **246.7** | **Male** | **122,341** | **12,644** | **11,133** | **10,607** | **19,485** | **22,190** | **16,984** | **10,789** | **8,854** | **9,655** | **28.3** |
| | | **Female** | **124,359** | **12,006** | **10,919** | **10,108** | **12,616** | **20,828** | **17,935** | **12,425** | **11,060** | **16,462** | **32.9** |
| Chattahoochee | 17.0 | Male | 11,161 | 868 | 876 | 664 | 4,608 | 2,536 | 1,169 | 252 | 105 | 83 | 22.8 |
| | | Female | 5,839 | 883 | 908 | 654 | 678 | 1,401 | 851 | 205 | 113 | 146 | 22.9 |
| Muscogee | 182.3 | Male | 88,511 | 9,443 | 8,122 | 7,782 | 12,465 | 16,103 | 12,567 | 8,036 | 6,737 | 7,256 | 29.0 |
| | | Female | 93,789 | 9,002 | 8,010 | 7,441 | 9,539 | 15,703 | 13,598 | 9,391 | 8,506 | 12,599 | 33.2 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex: 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **GEORGIA (continued)** | | | | | | | | | | | | | |
| **COLUMBUS (continued)** | | | | | | | | | | | | | |
| *Russell, Ala.* | *47.4* | *Male* | *22,669* | *2,333* | *2,135* | *2,161* | *2,412* | *3,551* | *3,248* | *2,501* | *2,012* | *2,316* | *31.5* |
| | | *Female* | *24,731* | *2,121* | *2,001* | *2,013* | *2,399* | *3,724* | *3,486* | *2,829* | *2,441* | *3,717* | *35.3* |
| **MACON - WARNER ROBINS** | **286.8** | **Male** | **136,532** | **13,949** | **13,159** | **12,908** | **14,298** | **23,618** | **21,357** | **14,634** | **10,949** | **11,663** | **30.9** |
| | | **Female** | **150,268** | **13,464** | **13,096** | **12,354** | **15,461** | **24,621** | **22,825** | **16,314** | **12,637** | **19,496** | **33.4** |
| Bibb | 151.9 | Male | 70,722 | 7,206 | 6,723 | 6,619 | 7,390 | 11,862 | 10,943 | 7,124 | 5,693 | 7,162 | 31.3 |
| | | Female | 81,178 | 6,978 | 6,697 | 6,574 | 8,346 | 12,672 | 11,957 | 8,264 | 7,086 | 12,604 | 34.5 |
| Houston | 92.0 | Male | 45,162 | 4,728 | 4,337 | 4,257 | 4,480 | 8,461 | 7,255 | 5,110 | 3,683 | 2,851 | 30.6 |
| | | Female | 46,838 | 4,580 | 4,363 | 3,905 | 4,457 | 8,468 | 7,384 | 5,538 | 3,801 | 4,342 | 32.2 |
| Jones | 21.1 | Male | 10,259 | 995 | 1,040 | 981 | 966 | 1,737 | 1,668 | 1,292 | 766 | 814 | 31.6 |
| | | Female | 10,841 | 975 | 1,013 | 940 | 984 | 1,805 | 1,854 | 1,288 | 798 | 1,184 | 33.4 |
| Peach | 21.8 | Male | 10,389 | 1,020 | 1,059 | 1,048 | 1,462 | 1,558 | 1,491 | 1,108 | 807 | 836 | 28.9 |
| | | Female | 11,411 | 931 | 1,023 | 935 | 1,674 | 1,676 | 1,630 | 1,224 | 952 | 1,366 | 31.8 |
| **SAVANNAH** | **247.5** | **Male** | **119,135** | **12,462** | **11,579** | **10,433** | **13,214** | **20,526** | **17,800** | **11,998** | **9,185** | **11,938** | **30.8** |
| | | **Female** | **128,365** | **11,604** | **11,008** | **10,206** | **12,979** | **21,048** | **19,083** | **12,012** | **10,921** | **18,504** | **33.7** |
| Chatham | 220.4 | Male | 105,538 | 11,058 | 10,021 | 9,012 | 11,892 | 18,210 | 15,634 | 10,433 | 8,233 | 11,045 | 30.9 |
| | | Female | 114,862 | 10,310 | 9,598 | 8,816 | 11,719 | 18,689 | 16,907 | 11,567 | 9,995 | 17,261 | 34.1 |
| Effingham | 27.1 | Male | 13,597 | 1,404 | 1,558 | 1,421 | 1,322 | 2,316 | 2,166 | 1,565 | 952 | 893 | 29.7 |
| | | Female | 13,503 | 1,294 | 1,410 | 1,390 | 1,260 | 2,359 | 2,176 | 1,445 | 926 | 1,243 | 30.9 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Appling | 15.9 | Male | 7,669 | 684 | 813 | 860 | 741 | 1,134 | 1,184 | 859 | 624 | 770 | 31.5 |
| | | Female | 8,231 | 673 | 800 | 821 | 762 | 1,202 | 1,224 | 890 | 678 | 1,181 | 33.8 |
| Atkinson | 6.2 | Male | 3,021 | 327 | 297 | 348 | 312 | 448 | 419 | 333 | 241 | 296 | 30.1 |
| | | Female | 3,179 | 292 | 308 | 309 | 335 | 473 | 414 | 357 | 233 | 458 | 32.3 |
| Bacon | 9.6 | Male | 4,552 | 456 | 491 | 502 | 461 | 666 | 676 | 479 | 373 | 448 | 30.5 |
| | | Female | 5,048 | 430 | 495 | 522 | 507 | 669 | 736 | 519 | 443 | 727 | 33.5 |
| Baker | 3.6 | Male | 1,652 | 170 | 167 | 183 | 159 | 245 | 250 | 173 | 135 | 170 | 31.0 |
| | | Female | 1,948 | 161 | 202 | 193 | 191 | 270 | 265 | 180 | 176 | 310 | 33.4 |
| Baldwin | 40.0 | Male | 20,706 | 1,540 | 1,649 | 1,817 | 2,659 | 4,153 | 3,363 | 2,177 | 1,537 | 1,811 | 31.5 |
| | | Female | 19,294 | 1,510 | 1,468 | 1,373 | 2,578 | 3,306 | 2,893 | 2,100 | 1,560 | 2,506 | 33.2 |
| Banks | 10.7 | Male | 5,378 | 451 | 503 | 552 | 572 | 836 | 898 | 624 | 427 | 515 | 32.3 |
| | | Female | 5,322 | 430 | 441 | 485 | 514 | 806 | 849 | 633 | 436 | 728 | 34.8 |
| Barrow | 31.3 | Male | 15,309 | 1,704 | 1,505 | 1,406 | 1,552 | 2,821 | 2,295 | 1,618 | 1,108 | 1,300 | 30.3 |
| | | Female | 15,991 | 1,564 | 1,388 | 1,277 | 1,608 | 2,843 | 2,275 | 1,650 | 1,243 | 2,143 | 32.6 |
| Bartow | 59.2 | Male | 29,217 | 3,050 | 2,822 | 2,636 | 3,152 | 5,123 | 4,594 | 3,319 | 2,235 | 2,286 | 30.8 |
| | | Female | 29,983 | 2,886 | 2,547 | 2,468 | 3,063 | 4,989 | 4,657 | 3,279 | 2,368 | 3,726 | 33.1 |
| Ben Hill | 16.3 | Male | 7,468 | 802 | 861 | 807 | 669 | 1,049 | 1,102 | 750 | 583 | 845 | 30.7 |
| | | Female | 8,832 | 809 | 889 | 858 | 719 | 1,240 | 1,249 | 876 | 723 | 1,469 | 34.2 |
| Berrien | 14.4 | Male | 7,025 | 693 | 694 | 699 | 715 | 1,044 | 1,000 | 844 | 617 | 719 | 31.8 |
| | | Female | 7,375 | 664 | 626 | 650 | 703 | 1,053 | 1,065 | 821 | 677 | 1,116 | 34.9 |
| Bibb | 151.9 | Male | 70,722 | 7,206 | 6,723 | 6,619 | 7,390 | 11,862 | 10,943 | 7,124 | 5,693 | 7,162 | 31.3 |
| | | Female | 81,178 | 6,978 | 6,697 | 6,574 | 8,346 | 12,672 | 11,957 | 8,264 | 7,086 | 12,604 | 34.5 |
| Bleckley | 10.5 | Male | 5,054 | 488 | 473 | 478 | 646 | 708 | 699 | 579 | 438 | 545 | 31.2 |
| | | Female | 5,446 | 411 | 464 | 470 | 611 | 760 | 742 | 596 | 504 | 888 | 35.1 |
| Brantley | 11.6 | Male | 5,781 | 589 | 621 | 655 | 557 | 875 | 894 | 667 | 490 | 433 | 30.4 |
| | | Female | 5,819 | 539 | 552 | 591 | 579 | 888 | 945 | 645 | 465 | 615 | 32.3 |
| Brooks | 15.4 | Male | 7,267 | 830 | 843 | 758 | 690 | 1,027 | 912 | 708 | 584 | 915 | 30.0 |
| | | Female | 8,133 | 765 | 742 | 707 | 756 | 1,116 | 1,061 | 799 | 731 | 1,456 | 34.8 |
| Bryan | 17.2 | Male | 8,478 | 896 | 996 | 920 | 788 | 1,338 | 1,528 | 903 | 563 | 546 | 29.8 |
| | | Female | 8,722 | 924 | 982 | 895 | 756 | 1,508 | 1,544 | 840 | 578 | 695 | 30.3 |
| Bulloch | 44.1 | Male | 21,459 | 1,880 | 1,757 | 1,714 | 5,374 | 2,928 | 2,693 | 1,930 | 1,385 | 1,798 | 25.0 |
| | | Female | 22,641 | 1,728 | 1,623 | 1,571 | 5,482 | 2,992 | 2,815 | 1,982 | 1,621 | 2,827 | 28.1 |
| Burke | 20.6 | Male | 9,745 | 1,246 | 1,173 | 1,154 | 892 | 1,409 | 1,343 | 946 | 683 | 899 | 27.9 |
| | | Female | 10,855 | 1,145 | 1,153 | 1,027 | 1,032 | 1,695 | 1,484 | 980 | 864 | 1,475 | 31.3 |
| Butts | 16.0 | Male | 8,455 | 674 | 722 | 717 | 1,007 | 1,662 | 1,415 | 897 | 598 | 763 | 31.7 |
| | | Female | 7,545 | 698 | 735 | 628 | 677 | 1,096 | 1,104 | 839 | 663 | 1,105 | 34.4 |
| Calhoun | 4.8 | Male | 2,172 | 195 | 237 | 282 | 191 | 297 | 320 | 198 | 170 | 282 | 31.1 |
| | | Female | 2,628 | 233 | 228 | 229 | 218 | 366 | 319 | 241 | 252 | 542 | 36.3 |
| Camden | 32.8 | Male | 17,491 | 2,085 | 1,719 | 1,352 | 2,421 | 4,335 | 2,761 | 1,334 | 765 | 719 | 27.7 |
| | | Female | 15,309 | 2,068 | 1,558 | 1,301 | 2,060 | 3,198 | 2,188 | 1,191 | 775 | 970 | 27.1 |
| Candler | 7.8 | Male | 3,708 | 366 | 340 | 395 | 375 | 489 | 527 | 414 | 298 | 504 | 32.7 |
| | | Female | 4,092 | 348 | 318 | 364 | 374 | 496 | 587 | 436 | 378 | 791 | 37.5 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **GEORGIA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Carroll | 74.6 | Male | 36,166 | 3,509 | 3,498 | 3,378 | 4,883 | 5,923 | 5,456 | 4,077 | 2,508 | 2,934 | 29.8 |
| | | Female | 38,434 | 3,332 | 3,277 | 3,208 | 5,277 | 5,993 | 5,652 | 4,078 | 2,836 | 4,781 | 31.9 |
| ☐ Catoosa | 43.6 | Male | 21,091 | 1,839 | 1,892 | 2,114 | 2,020 | 3,313 | 3,393 | 2,695 | 1,930 | 1,895 | 33.1 |
| | | Female | 22,509 | 1,789 | 1,809 | 1,967 | 2,013 | 3,448 | 3,687 | 2,778 | 2,134 | 2,884 | 35.6 |
| Charlton | 8.7 | Male | 4,223 | 479 | 460 | 431 | 414 | 688 | 553 | 496 | 337 | 365 | 29.8 |
| | | Female | 4,477 | 487 | 426 | 449 | 433 | 695 | 576 | 497 | 359 | 555 | 31.4 |
| Chatham | 220.4 | Male | 105,538 | 11,058 | 10,021 | 9,012 | 11,892 | 18,210 | 15,634 | 10,433 | 8,233 | 11,045 | 30.9 |
| | | Female | 114,862 | 10,310 | 9,598 | 8,816 | 11,719 | 18,689 | 16,907 | 11,567 | 9,995 | 17,261 | 34.1 |
| Chattahoochee | 17.0 | Male | 11,161 | 868 | 876 | 664 | 4,608 | 2,536 | 1,169 | 252 | 105 | 83 | 22.8 |
| | | Female | 5,839 | 883 | 908 | 654 | 678 | 1,401 | 851 | 205 | 113 | 146 | 22.9 |
| Chattooga | 22.3 | Male | 10,702 | 933 | 995 | 1,038 | 1,099 | 1,553 | 1,538 | 1,255 | 1,006 | 1,285 | 33.3 |
| | | Female | 11,598 | 951 | 880 | 947 | 1,063 | 1,580 | 1,604 | 1,307 | 1,195 | 2,071 | 37.4 |
| Cherokee | 101.2 | Male | 50,917 | 5,915 | 4,866 | 4,137 | 4,565 | 10,564 | 9,466 | 5,645 | 2,925 | 2,834 | 30.7 |
| | | Female | 50,283 | 5,359 | 4,507 | 3,862 | 4,543 | 10,613 | 9,054 | 5,111 | 2,939 | 4,295 | 31.5 |
| Clarke | 88.6 | Male | 42,368 | 3,428 | 3,159 | 2,791 | 11,808 | 7,286 | 5,535 | 3,239 | 2,277 | 2,845 | 25.0 |
| | | Female | 46,232 | 3,194 | 2,853 | 2,716 | 13,102 | 7,221 | 5,759 | 3,742 | 2,685 | 4,960 | 26.7 |
| Clay | 3.4 | Male | 1,534 | 138 | 169 | 157 | 136 | 189 | 226 | 133 | 154 | 232 | 33.8 |
| | | Female | 1,866 | 168 | 205 | 161 | 153 | 242 | 226 | 164 | 168 | 379 | 35.2 |
| Clayton | 187.7 | Male | 91,556 | 9,729 | 8,882 | 8,425 | 10,489 | 18,145 | 15,383 | 10,328 | 5,852 | 4,323 | 29.5 |
| | | Female | 96,144 | 9,414 | 8,514 | 7,969 | 10,887 | 19,168 | 16,751 | 10,461 | 6,257 | 6,723 | 30.9 |
| Clinch | 6.0 | Male | 2,899 | 295 | 279 | 341 | 274 | 425 | 443 | 322 | 239 | 281 | 31.1 |
| | | Female | 3,101 | 282 | 308 | 310 | 303 | 439 | 445 | 320 | 265 | 429 | 32.9 |
| Cobb | 483.4 | Male | 237,713 | 22,963 | 20,587 | 19,407 | 24,499 | 48,787 | 45,824 | 28,469 | 15,047 | 12,130 | 31.4 |
| | | Female | 245,687 | 21,871 | 19,939 | 18,442 | 24,158 | 50,338 | 49,102 | 27,762 | 15,536 | 18,539 | 32.6 |
| Coffee | 30.2 | Male | 14,534 | 1,599 | 1,587 | 1,534 | 1,592 | 2,238 | 2,119 | 1,564 | 1,026 | 1,275 | 29.3 |
| | | Female | 15,666 | 1,438 | 1,501 | 1,457 | 1,605 | 2,501 | 2,269 | 1,629 | 1,193 | 2,073 | 32.3 |
| Colquitt | 36.8 | Male | 17,858 | 1,761 | 1,885 | 1,817 | 2,000 | 2,573 | 2,504 | 1,902 | 1,385 | 2,031 | 30.7 |
| | | Female | 18,942 | 1,646 | 1,761 | 1,667 | 1,722 | 2,555 | 2,696 | 2,040 | 1,642 | 3,213 | 35.4 |
| Columbia | 70.8 | Male | 35,361 | 3,692 | 3,917 | 3,542 | 3,005 | 6,062 | 6,965 | 4,213 | 2,236 | 1,729 | 30.8 |
| | | Female | 35,439 | 3,514 | 3,715 | 3,372 | 2,967 | 6,349 | 7,025 | 3,887 | 2,178 | 2,432 | 31.5 |
| Cook | 13.5 | Male | 6,486 | 674 | 654 | 667 | 703 | 912 | 909 | 729 | 535 | 703 | 31.0 |
| | | Female | 7,014 | 643 | 643 | 623 | 665 | 928 | 927 | 759 | 647 | 1,179 | 35.1 |
| Coweta | 56.9 | Male | 27,500 | 2,983 | 2,682 | 2,586 | 2,590 | 4,501 | 4,496 | 3,364 | 2,086 | 2,212 | 31.5 |
| | | Female | 29,400 | 2,892 | 2,638 | 2,528 | 2,741 | 4,774 | 4,630 | 3,279 | 2,328 | 3,590 | 33.2 |
| Crawford | 9.2 | Male | 4,554 | 479 | 428 | 438 | 452 | 792 | 667 | 571 | 362 | 365 | 31.1 |
| | | Female | 4,646 | 419 | 422 | 441 | 424 | 785 | 724 | 535 | 322 | 574 | 32.9 |
| Crisp | 20.0 | Male | 9,179 | 981 | 1,009 | 1,064 | 806 | 1,237 | 1,370 | 961 | 774 | 977 | 30.9 |
| | | Female | 10,821 | 951 | 1,029 | 1,019 | 917 | 1,506 | 1,522 | 1,083 | 969 | 1,825 | 34.9 |
| ☐ Dade | 13.3 | Male | 6,496 | 543 | 584 | 688 | 726 | 988 | 998 | 837 | 524 | 608 | 32.2 |
| | | Female | 6,804 | 562 | 536 | 590 | 780 | 1,029 | 1,066 | 787 | 593 | 861 | 34.1 |
| Dawson | 10.4 | Male | 5,259 | 485 | 510 | 519 | 480 | 945 | 859 | 626 | 418 | 417 | 31.7 |
| | | Female | 5,141 | 500 | 448 | 438 | 469 | 744 | 784 | 613 | 423 | 522 | 32.6 |
| Decatur | 25.5 | Male | 12,149 | 1,214 | 1,315 | 1,382 | 1,170 | 1,845 | 1,806 | 1,184 | 939 | 1,294 | 30.4 |
| | | Female | 13,351 | 1,193 | 1,258 | 1,323 | 1,253 | 1,987 | 1,813 | 1,304 | 1,196 | 2,024 | 33.3 |
| De Kalb | 566.4 | Male | 271,512 | 25,127 | 22,626 | 21,863 | 32,197 | 56,140 | 47,335 | 28,749 | 18,874 | 18,601 | 31.0 |
| | | Female | 294,888 | 24,174 | 21,446 | 20,713 | 32,419 | 58,041 | 52,875 | 32,933 | 22,300 | 29,987 | 33.4 |
| Dodge | 17.5 | Male | 8,591 | 774 | 730 | 801 | 926 | 1,415 | 1,339 | 973 | 716 | 917 | 32.5 |
| | | Female | 8,909 | 735 | 763 | 777 | 855 | 1,161 | 1,201 | 1,008 | 831 | 1,578 | 36.4 |
| Dooly | 9.6 | Male | 4,372 | 483 | 480 | 493 | 390 | 571 | 594 | 480 | 347 | 534 | 31.0 |
| | | Female | 5,228 | 434 | 534 | 493 | 443 | 711 | 708 | 522 | 469 | 914 | 35.0 |
| Dougherty | 95.0 | Male | 44,602 | 5,066 | 4,966 | 4,827 | 5,334 | 6,456 | 6,606 | 4,320 | 3,335 | 3,692 | 28.3 |
| | | Female | 50,398 | 4,833 | 4,732 | 4,782 | 5,469 | 7,727 | 7,511 | 5,120 | 4,157 | 6,067 | 32.0 |
| Douglas | 75.3 | Male | 37,381 | 3,859 | 3,664 | 3,547 | 3,831 | 6,682 | 6,628 | 4,588 | 2,446 | 2,136 | 30.7 |
| | | Female | 37,919 | 3,445 | 3,509 | 3,470 | 3,789 | 6,839 | 6,899 | 4,272 | 2,521 | 3,175 | 31.9 |
| Early | 11.6 | Male | 5,341 | 549 | 589 | 612 | 488 | 664 | 754 | 537 | 423 | 725 | 31.5 |
| | | Female | 6,259 | 582 | 593 | 592 | 502 | 795 | 836 | 619 | 599 | 1,141 | 35.8 |
| Echols | 2.3 | Male | 1,181 | 122 | 113 | 142 | 125 | 185 | 171 | 113 | 102 | 108 | 29.8 |
| | | Female | 1,119 | 98 | 106 | 116 | 106 | 177 | 150 | 137 | 104 | 125 | 32.5 |
| Effingham | 27.1 | Male | 13,597 | 1,404 | 1,558 | 1,421 | 1,322 | 2,316 | 2,166 | 1,565 | 952 | 893 | 29.7 |
| | | Female | 13,503 | 1,294 | 1,410 | 1,390 | 1,260 | 2,359 | 2,176 | 1,445 | 926 | 1,243 | 30.9 |
| Elbert | 19.0 | Male | 9,034 | 893 | 895 | 863 | 832 | 1,312 | 1,318 | 1,031 | 785 | 1,105 | 32.9 |
| | | Female | 9,966 | 834 | 856 | 802 | 861 | 1,370 | 1,384 | 1,108 | 943 | 1,808 | 36.9 |
| Emanuel | 20.6 | Male | 9,803 | 1,044 | 1,139 | 1,118 | 860 | 1,329 | 1,381 | 983 | 783 | 1,166 | 30.6 |
| | | Female | 10,797 | 981 | 1,021 | 1,008 | 928 | 1,525 | 1,481 | 1,139 | 907 | 1,807 | 34.6 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **GEORGIA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Evans | 8.8 | Male | 4,269 | 448 | 422 | 497 | 437 | 658 | 577 | 427 | 332 | 471 | 30.0 |
| | | Female | 4,531 | 421 | 388 | 422 | 362 | 670 | 605 | 460 | 395 | 808 | 35.0 |
| Fannin | 16.3 | Male | 7,866 | 603 | 641 | 687 | 631 | 1,031 | 1,142 | 945 | 911 | 1,275 | 38.0 |
| | | Female | 8,434 | 577 | 647 | 640 | 606 | 1,050 | 1,231 | 950 | 1,092 | 1,641 | 40.7 |
| Fayette | 69.3 | Male | 34,277 | 3,190 | 3,656 | 3,543 | 2,737 | 4,443 | 7,107 | 5,241 | 2,303 | 2,057 | 34.0 |
| | | Female | 35,023 | 2,901 | 3,546 | 3,411 | 2,575 | 5,064 | 7,803 | 4,645 | 2,170 | 2,908 | 35.0 |
| Floyd | 81.9 | Male | 38,968 | 3,498 | 3,293 | 3,425 | 4,355 | 6,116 | 5,908 | 4,388 | 3,570 | 4,415 | 33.0 |
| | | Female | 42,932 | 3,276 | 3,159 | 3,153 | 4,575 | 6,072 | 6,104 | 4,770 | 4,193 | 7,630 | 37.0 |
| Forsyth | 47.8 | Male | 23,947 | 2,288 | 2,065 | 2,008 | 2,307 | 4,307 | 4,289 | 3,103 | 1,856 | 1,724 | 32.7 |
| | | Female | 23,853 | 2,230 | 1,912 | 1,932 | 2,208 | 4,293 | 4,072 | 2,839 | 1,826 | 2,541 | 33.5 |
| Franklin | 17.0 | Male | 8,144 | 699 | 626 | 714 | 877 | 1,193 | 1,160 | 1,002 | 787 | 1,086 | 34.7 |
| | | Female | 8,856 | 640 | 680 | 703 | 868 | 1,153 | 1,218 | 1,046 | 961 | 1,587 | 38.2 |
| Fulton | 670.3 | Male | 320,059 | 31,054 | 27,082 | 25,166 | 39,110 | 62,079 | 55,525 | 35,123 | 20,898 | 24,022 | 31.1 |
| | | Female | 350,241 | 29,903 | 26,525 | 24,525 | 39,011 | 64,612 | 60,236 | 37,164 | 24,859 | 43,406 | 33.5 |
| Gilmer | 13.9 | Male | 6,839 | 594 | 612 | 593 | 671 | 992 | 1,040 | 826 | 726 | 785 | 34.6 |
| | | Female | 7,061 | 543 | 565 | 608 | 606 | 960 | 1,018 | 869 | 756 | 1,136 | 37.4 |
| Glascock | 2.3 | Male | 1,074 | 88 | 88 | 108 | 91 | 157 | 148 | 138 | 105 | 151 | 35.3 |
| | | Female | 1,226 | 78 | 90 | 97 | 103 | 154 | 168 | 144 | 127 | 265 | 40.4 |
| Glynn | 63.7 | Male | 30,294 | 2,960 | 2,877 | 2,725 | 2,859 | 4,611 | 4,569 | 3,430 | 2,621 | 3,642 | 33.1 |
| | | Female | 33,406 | 2,863 | 2,700 | 2,545 | 3,005 | 5,144 | 5,013 | 3,766 | 3,044 | 5,326 | 35.9 |
| Gordon | 35.9 | Male | 17,642 | 1,676 | 1,640 | 1,788 | 1,830 | 2,884 | 2,762 | 2,123 | 1,454 | 1,485 | 31.5 |
| | | Female | 18,258 | 1,523 | 1,525 | 1,632 | 1,784 | 2,901 | 2,786 | 2,209 | 1,528 | 2,368 | 34.2 |
| Grady | 20.3 | Male | 9,650 | 951 | 983 | 1,017 | 935 | 1,418 | 1,361 | 1,047 | 772 | 1,166 | 31.6 |
| | | Female | 10,650 | 927 | 912 | 973 | 955 | 1,559 | 1,446 | 1,119 | 930 | 1,829 | 35.0 |
| Greene | 12.0 | Male | 5,609 | 574 | 625 | 609 | 541 | 745 | 778 | 608 | 469 | 660 | 31.1 |
| | | Female | 6,391 | 575 | 664 | 647 | 524 | 834 | 874 | 666 | 550 | 1,057 | 34.4 |
| Gwinnett | 391.4 | Male | 194,885 | 21,301 | 18,823 | 16,467 | 18,023 | 42,879 | 38,748 | 21,557 | 9,769 | 7,318 | 30.3 |
| | | Female | 196,515 | 20,169 | 17,822 | 15,668 | 18,615 | 43,435 | 39,382 | 20,041 | 9,984 | 11,399 | 31.0 |
| Habersham | 28.1 | Male | 14,334 | 1,121 | 1,171 | 1,166 | 2,438 | 2,083 | 2,032 | 1,510 | 1,274 | 1,539 | 31.1 |
| | | Female | 13,766 | 1,063 | 1,139 | 1,070 | 1,247 | 2,008 | 1,988 | 1,608 | 1,408 | 2,235 | 36.8 |
| Hall | 99.0 | Male | 48,841 | 4,652 | 4,340 | 4,176 | 5,496 | 8,767 | 7,790 | 5,684 | 3,730 | 4,206 | 31.6 |
| | | Female | 50,159 | 4,487 | 4,097 | 3,891 | 5,296 | 8,194 | 7,738 | 5,640 | 4,268 | 6,548 | 33.9 |
| Hancock | 8.8 | Male | 4,003 | 470 | 454 | 479 | 405 | 519 | 545 | 365 | 303 | 463 | 28.7 |
| | | Female | 4,797 | 418 | 473 | 488 | 431 | 694 | 653 | 459 | 427 | 754 | 33.5 |
| Haralson | 22.4 | Male | 10,751 | 1,099 | 990 | 998 | 1,092 | 1,674 | 1,549 | 1,283 | 950 | 1,116 | 32.1 |
| | | Female | 11,649 | 967 | 993 | 951 | 1,107 | 1,642 | 1,686 | 1,351 | 1,068 | 1,884 | 36.0 |
| Harris | 18.3 | Male | 9,044 | 753 | 834 | 828 | 800 | 1,307 | 1,546 | 1,110 | 825 | 1,041 | 35.0 |
| | | Female | 9,256 | 718 | 760 | 762 | 715 | 1,354 | 1,508 | 1,089 | 940 | 1,410 | 37.1 |
| Hart | 19.9 | Male | 9,591 | 887 | 786 | 887 | 938 | 1,469 | 1,362 | 1,059 | 926 | 1,277 | 33.8 |
| | | Female | 10,309 | 773 | 764 | 857 | 919 | 1,366 | 1,412 | 1,200 | 1,099 | 1,919 | 38.4 |
| Heard | 9.0 | Male | 4,391 | 419 | 427 | 427 | 454 | 665 | 676 | 535 | 345 | 443 | 32.0 |
| | | Female | 4,609 | 403 | 451 | 446 | 423 | 721 | 644 | 514 | 372 | 635 | 33.1 |
| Henry | 64.1 | Male | 31,709 | 3,303 | 3,128 | 2,785 | 2,858 | 5,766 | 5,394 | 3,879 | 2,477 | 2,119 | 31.6 |
| | | Female | 32,391 | 3,035 | 2,889 | 2,681 | 3,007 | 5,850 | 5,360 | 3,809 | 2,468 | 3,292 | 32.8 |
| Houston | 92.0 | Male | 45,162 | 4,728 | 4,337 | 4,257 | 4,480 | 8.461 | 7,255 | 5,110 | 3,683 | 2,851 | 30.6 |
| | | Female | 46,838 | 4,580 | 4,363 | 3,905 | 4,457 | 8,468 | 7,384 | 5,538 | 3,801 | 4,342 | 32.2 |
| Irwin | 8.6 | Male | 4,052 | 421 | 448 | 400 | 386 | 545 | 542 | 468 | 341 | 501 | 31.8 |
| | | Female | 4,548 | 394 | 448 | 378 | 385 | 618 | 571 | 486 | 419 | 849 | 35.9 |
| Jackson | 31.1 | Male | 15,426 | 1,463 | 1,385 | 1,413 | 1,561 | 2,594 | 2,422 | 1,864 | 1,248 | 1,476 | 32.3 |
| | | Female | 15,674 | 1,313 | 1,389 | 1,337 | 1,478 | 2,435 | 2,327 | 1,816 | 1,302 | 2,277 | 34.5 |
| Jasper | 8.8 | Male | 4,243 | 409 | 446 | 405 | 369 | 619 | 670 | 449 | 396 | 480 | 33.0 |
| | | Female | 4,557 | 416 | 423 | 396 | 376 | 658 | 706 | 457 | 390 | 735 | 35.1 |
| Jeff Davis | 12.2 | Male | 6,013 | 588 | 575 | 632 | 676 | 920 | 908 | 660 | 498 | 556 | 30.8 |
| | | Female | 6,187 | 550 | 554 | 555 | 645 | 897 | 935 | 690 | 539 | 822 | 33.8 |
| Jefferson | 17.2 | Male | 7,949 | 888 | 888 | 878 | 834 | 1,116 | 1,077 | 743 | 590 | 935 | 29.4 |
| | | Female | 9,251 | 854 | 830 | 895 | 927 | 1,234 | 1,285 | 876 | 748 | 1,602 | 34.1 |
| Jenkins | 8.1 | Male | 3,823 | 413 | 387 | 382 | 336 | 534 | 525 | 415 | 337 | 494 | 32.4 |
| | | Female | 4,277 | 407 | 416 | 395 | 405 | 587 | 589 | 431 | 390 | 657 | 33.8 |
| Johnson | 8.3 | Male | 3,863 | 406 | 422 | 406 | 362 | 543 | 505 | 408 | 334 | 477 | 31.2 |
| | | Female | 4,437 | 395 | 392 | 426 | 390 | 628 | 531 | 440 | 418 | 817 | 34.8 |
| Jones | 21.1 | Male | 10,259 | 995 | 1,040 | 981 | 966 | 1,737 | 1,668 | 1,292 | 766 | 814 | 31.6 |
| | | Female | 10,841 | 975 | 1,013 | 940 | 984 | 1,805 | 1,854 | 1,288 | 798 | 1,184 | 33.4 |
| Lamar | 13.4 | Male | 6,336 | 583 | 593 | 589 | 670 | 951 | 959 | 734 | 558 | 699 | 32.7 |
| | | Female | 7,064 | 561 | 625 | 619 | 721 | 1,008 | 1,019 | 760 | 639 | 1,112 | 35.0 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **GEORGIA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Lanier | 5.5 | Male | 2,683 | 276 | 294 | 288 | 259 | 424 | 384 | 302 | 215 | 241 | 30.3 |
| | | Female | 2,817 | 267 | 242 | 247 | 297 | 422 | 390 | 294 | 245 | 413 | 33.4 |
| Laurens | 40.3 | Male | 19,288 | 1,887 | 2,020 | 1,882 | 1,823 | 2,889 | 2,820 | 2,059 | 1,600 | 2,308 | 32.0 |
| | | Female | 21,012 | 1,861 | 1,913 | 1,859 | 1,929 | 3,049 | 3,063 | 2,163 | 1,864 | 3,311 | 34.7 |
| Lee | 16.7 | Male | 8,481 | 877 | 989 | 901 | 858 | 1,559 | 1,572 | 834 | 477 | 414 | 28.9 |
| | | Female | 8,219 | 746 | 969 | 918 | 653 | 1,466 | 1,552 | 759 | 493 | 663 | 30.6 |
| Liberty | 54.6 | Male | 30,166 | 3,796 | 2,808 | 1,984 | 8,239 | 6,905 | 3,355 | 1,435 | 819 | 829 | 23.5 |
| | | Female | 24,434 | 3,816 | 2,563 | 1,943 | 4,124 | 5,384 | 2,956 | 1,529 | 900 | 1,219 | 24.6 |
| Lincoln | 7.5 | Male | 3,631 | 322 | 331 | 363 | 357 | 503 | 537 | 423 | 336 | 459 | 33.8 |
| | | Female | 3,869 | 317 | 330 | 351 | 334 | 548 | 538 | 424 | 400 | 627 | 36.0 |
| Long | 6.3 | Male | 3,180 | 396 | 317 | 277 | 501 | 535 | 444 | 289 | 191 | 230 | 26.9 |
| | | Female | 3,120 | 396 | 288 | 264 | 464 | 485 | 412 | 286 | 223 | 302 | 28.1 |
| Lowndes | 76.8 | Male | 37,616 | 3,907 | 3,646 | 3,433 | 5,491 | 6,816 | 5,581 | 3,477 | 2,411 | 2,854 | 28.4 |
| | | Female | 39,184 | 3,884 | 3,480 | 3,408 | 5,435 | 6,286 | 5,576 | 3,788 | 2,806 | 4,521 | 30.4 |
| Lumpkin | 15.2 | Male | 7,552 | 678 | 698 | 594 | 1,147 | 1,272 | 1,101 | 808 | 592 | 662 | 30.2 |
| | | Female | 7,648 | 609 | 608 | 567 | 1,240 | 1,231 | 1,052 | 821 | 628 | 892 | 31.5 |
| McDuffie | 20.5 | Male | 9,679 | 1,041 | 1,062 | 1,002 | 913 | 1,431 | 1,503 | 1,019 | 800 | 908 | 30.7 |
| | | Female | 10,821 | 973 | 1,016 | 963 | 970 | 1,658 | 1,680 | 1,145 | 889 | 1,527 | 34.0 |
| McIntosh | 8.8 | Male | 4,265 | 429 | 408 | 424 | 402 | 640 | 620 | 450 | 400 | 492 | 32.3 |
| | | Female | 4,535 | 401 | 402 | 419 | 391 | 678 | 640 | 525 | 423 | 656 | 34.7 |
| Macon | 13.1 | Male | 6,072 | 662 | 701 | 751 | 593 | 844 | 860 | 614 | 412 | 635 | 28.9 |
| | | Female | 7,028 | 655 | 710 | 696 | 603 | 1,011 | 962 | 664 | 547 | 1,180 | 33.4 |
| Madison | 21.7 | Male | 10,621 | 955 | 1,024 | 1,012 | 1,061 | 1,743 | 1,743 | 1,304 | 828 | 951 | 32.2 |
| | | Female | 11,079 | 977 | 938 | 922 | 1,052 | 1,808 | 1,739 | 1,280 | 913 | 1,450 | 34.1 |
| Marion | 5.6 | Male | 2,692 | 287 | 270 | 284 | 260 | 413 | 398 | 304 | 196 | 280 | 30.9 |
| | | Female | 2,908 | 257 | 270 | 244 | 275 | 451 | 417 | 325 | 225 | 444 | 34.0 |
| Meriwether | 22.5 | Male | 10,751 | 1,104 | 1,156 | 1,140 | 1,148 | 1,612 | 1,471 | 1,123 | 866 | 1,131 | 30.1 |
| | | Female | 11,749 | 1,096 | 1,034 | 1,073 | 1,144 | 1,635 | 1,597 | 1,240 | 1,019 | 1,911 | 34.3 |
| Miller | 6.3 | Male | 2,992 | 273 | 295 | 338 | 281 | 381 | 382 | 359 | 268 | 415 | 33.1 |
| | | Female | 3,308 | 264 | 287 | 296 | 274 | 429 | 419 | 376 | 309 | 654 | 37.5 |
| Mitchell | 20.1 | Male | 9,438 | 1,010 | 1,122 | 1,178 | 971 | 1,281 | 1,242 | 948 | 731 | 955 | 28.4 |
| | | Female | 10,662 | 940 | 1,111 | 1,063 | 963 | 1,501 | 1,414 | 1,111 | 870 | 1,689 | 33.4 |
| Monroe | 17.6 | Male | 8,642 | 785 | 857 | 842 | 930 | 1,333 | 1,458 | 1,010 | 697 | 730 | 31.8 |
| | | Female | 8,958 | 750 | 800 | 761 | 762 | 1,394 | 1,455 | 1,006 | 745 | 1,285 | 35.1 |
| Montgomery | 7.4 | Male | 3,639 | 298 | 323 | 340 | 495 | 667 | 514 | 345 | 288 | 369 | 30.4 |
| | | Female | 3,761 | 311 | 333 | 345 | 488 | 516 | 524 | 406 | 285 | 553 | 32.8 |
| Morgan | 13.1 | Male | 6,317 | 612 | 627 | 608 | 592 | 1,055 | 929 | 717 | 475 | 702 | 31.8 |
| | | Female | 6,783 | 603 | 615 | 593 | 617 | 998 | 982 | 736 | 582 | 1,057 | 34.7 |
| Murray | 27.5 | Male | 13,646 | 1,372 | 1,399 | 1,324 | 1,491 | 2,497 | 2,110 | 1,609 | 954 | 890 | 30.0 |
| | | Female | 13,854 | 1,286 | 1,287 | 1,237 | 1,506 | 2,446 | 2,107 | 1,581 | 1,049 | 1,355 | 31.6 |
| Muscogee | 182.3 | Male | 88,511 | 9,443 | 8,122 | 7,782 | 12,465 | 16,103 | 12,567 | 8,036 | 6,737 | 7,256 | 29.0 |
| | | Female | 93,789 | 9,002 | 8,010 | 7,441 | 9,539 | 15,703 | 13,598 | 9,391 | 8,506 | 12,599 | 33.2 |
| Newton | 43.5 | Male | 20,850 | 2,212 | 2,071 | 1,924 | 2,340 | 3,445 | 3,085 | 2,402 | 1,642 | 1,729 | 30.5 |
| | | Female | 22,650 | 2,160 | 1,920 | 1,972 | 2,572 | 3,525 | 3,294 | 2,518 | 1,792 | 2,897 | 32.7 |
| Oconee | 18.4 | Male | 8,988 | 919 | 936 | 867 | 805 | 1,435 | 1,696 | 1,084 | 600 | 646 | 31.7 |
| | | Female | 9,412 | 900 | 887 | 787 | 787 | 1,529 | 1,773 | 1,063 | 617 | 1,069 | 33.8 |
| Oglethorpe | 9.9 | Male | 4,777 | 450 | 420 | 443 | 491 | 779 | 746 | 579 | 399 | 470 | 32.5 |
| | | Female | 5,123 | 436 | 420 | 431 | 446 | 794 | 789 | 609 | 451 | 747 | 35.4 |
| Paulding | 45.0 | Male | 22,497 | 2,615 | 2,206 | 2,043 | 2,241 | 4,622 | 3,612 | 2,327 | 1,452 | 1,379 | 29.6 |
| | | Female | 22,503 | 2,468 | 2,032 | 1,824 | 2,440 | 4,537 | 3,524 | 2,218 | 1,488 | 1,962 | 30.5 |
| Peach | 21.8 | Male | 10,389 | 1,020 | 1,059 | 1,048 | 1,462 | 1,558 | 1,491 | 1,108 | 807 | 836 | 28.9 |
| | | Female | 11,411 | 931 | 1,023 | 935 | 1,674 | 1,676 | 1,630 | 1,224 | 952 | 1,366 | 31.8 |
| Pickens | 15.0 | Male | 7,344 | 666 | 623 | 634 | 732 | 1,153 | 1,096 | 898 | 689 | 853 | 33.8 |
| | | Female | 7,656 | 634 | 600 | 631 | 734 | 1,124 | 1,139 | 884 | 730 | 1,180 | 35.9 |
| Pierce | 13.6 | Male | 6,619 | 545 | 675 | 733 | 601 | 956 | 1,056 | 803 | 610 | 640 | 32.9 |
| | | Female | 6,981 | 580 | 610 | 702 | 656 | 999 | 1,066 | 824 | 585 | 959 | 34.4 |
| Pike | 10.5 | Male | 5,193 | 507 | 516 | 464 | 492 | 797 | 787 | 619 | 466 | 545 | 32.7 |
| | | Female | 5,307 | 460 | 466 | 462 | 444 | 788 | 794 | 658 | 450 | 785 | 35.4 |
| Polk | 34.2 | Male | 16,416 | 1,590 | 1,522 | 1,583 | 1,695 | 2,524 | 2,334 | 1,893 | 1,509 | 1,766 | 32.2 |
| | | Female | 17,784 | 1,432 | 1,464 | 1,518 | 1,640 | 2,485 | 2,481 | 2,026 | 1,643 | 3,095 | 36.4 |
| Pulaski | 7.9 | Male | 3,678 | 347 | 382 | 336 | 347 | 502 | 551 | 416 | 346 | 451 | 33.5 |
| | | Female | 4,222 | 319 | 399 | 361 | 327 | 557 | 557 | 500 | 417 | 785 | 37.7 |
| Putnam | 14.7 | Male | 7,199 | 621 | 672 | 630 | 658 | 1,145 | 1,065 | 907 | 731 | 770 | 33.9 |
| | | Female | 7,501 | 669 | 643 | 577 | 711 | 1,102 | 1,070 | 879 | 801 | 1,049 | 35.5 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

**GEORGIA (continued)**

**ALL COUNTIES (continued)**

| METRO AREA County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Quitman | 2.2 | Male | 1,018 | 104 | 91 | 87 | 83 | 120 | 152 | 108 | 106 | 167 | 36.6 |
| | | Female | 1,182 | 110 | 93 | 94 | 130 | 147 | 128 | 130 | 129 | 221 | 36.3 |
| Rabun | 12.0 | Male | 5,813 | 440 | 428 | 484 | 520 | 743 | 870 | 735 | 656 | 937 | 38.4 |
| | | Female | 6,187 | 392 | 397 | 518 | 447 | 770 | 927 | 769 | 721 | 1,246 | 41.1 |
| Randolph | 7.9 | Male | 3,597 | 342 | 433 | 411 | 425 | 435 | 455 | 314 | 288 | 494 | 29.3 |
| | | Female | 4,303 | 353 | 428 | 380 | 431 | 560 | 520 | 384 | 366 | 881 | 35.0 |
| Richmond | 189.1 | Male | 91,681 | 9,626 | 8,721 | 8,185 | 12,544 | 16,404 | 13,461 | 8,743 | 6,675 | 7,322 | 29.1 |
| | | Female | 97,419 | 9,245 | 8,354 | 7,776 | 10,819 | 17,226 | 14,580 | 9,607 | 7,915 | 11,897 | 32.3 |
| Rockdale | 58.3 | Male | 28,810 | 2,895 | 2,835 | 2,792 | 2,768 | 4,738 | 5,080 | 3,695 | 2,156 | 1,851 | 31.6 |
| | | Female | 29,490 | 2,652 | 2,763 | 2,673 | 2,641 | 4,934 | 5,270 | 3,583 | 2,141 | 2,833 | 33.1 |
| Schley | 3.6 | Male | 1,726 | 186 | 186 | 153 | 211 | 239 | 236 | 230 | 116 | 169 | 30.3 |
| | | Female | 1,874 | 169 | 162 | 174 | 196 | 234 | 254 | 218 | 144 | 323 | 35.1 |
| Screven | 13.8 | Male | 6,549 | 674 | 740 | 679 | 581 | 936 | 998 | 639 | 509 | 793 | 31.4 |
| | | Female | 7,251 | 689 | 635 | 645 | 613 | 1,052 | 1,008 | 717 | 628 | 1,264 | 34.9 |
| Seminole | 8.9 | Male | 4,403 | 381 | 416 | 425 | 515 | 693 | 592 | 457 | 411 | 513 | 31.7 |
| | | Female | 4,497 | 362 | 374 | 424 | 400 | 587 | 571 | 476 | 479 | 824 | 36.8 |
| Spalding | 55.9 | Male | 26,840 | 2,813 | 2,697 | 2,693 | 2,702 | 4,388 | 4,039 | 3,021 | 2,113 | 2,374 | 30.7 |
| | | Female | 29,060 | 2,653 | 2,477 | 2,547 | 2,754 | 4,499 | 4,381 | 3,127 | 2,400 | 4,222 | 34.1 |
| Stephens | 23.6 | Male | 11,395 | 992 | 1,003 | 987 | 1,367 | 1,615 | 1,735 | 1,311 | 973 | 1,412 | 33.3 |
| | | Female | 12,205 | 930 | 871 | 943 | 1,280 | 1,678 | 1,753 | 1,410 | 1,158 | 2,182 | 37.3 |
| Stewart | 5.5 | Male | 2,641 | 231 | 294 | 260 | 282 | 354 | 349 | 254 | 235 | 382 | 32.2 |
| | | Female | 2,859 | 223 | 262 | 243 | 255 | 374 | 372 | 292 | 253 | 585 | 36.9 |
| Sumter | 30.0 | Male | 13,833 | 1,518 | 1,530 | 1,422 | 1,699 | 2,047 | 1,974 | 1,359 | 936 | 1,348 | 28.7 |
| | | Female | 16,167 | 1,446 | 1,435 | 1,467 | 1,910 | 2,313 | 2,160 | 1,531 | 1,235 | 2,670 | 32.9 |
| Talbot | 6.7 | Male | 3,184 | 282 | 291 | 371 | 285 | 486 | 483 | 341 | 270 | 375 | 32.5 |
| | | Female | 3,516 | 281 | 299 | 304 | 309 | 527 | 532 | 381 | 348 | 535 | 35.7 |
| Taliaferro | 1.9 | Male | 895 | 81 | 103 | 96 | 77 | 118 | 113 | 107 | 64 | 136 | 32.7 |
| | | Female | 1,005 | 81 | 82 | 86 | 75 | 123 | 111 | 112 | 101 | 234 | 40.0 |
| Tattnall | 17.6 | Male | 9,441 | 757 | 725 | 693 | 1,028 | 2,083 | 1,542 | 984 | 693 | 936 | 32.3 |
| | | Female | 8,159 | 696 | 733 | 699 | 713 | 1,149 | 1,041 | 919 | 768 | 1,441 | 35.9 |
| Taylor | 7.6 | Male | 3,566 | 365 | 357 | 370 | 370 | 514 | 465 | 399 | 318 | 408 | 31.2 |
| | | Female | 4,034 | 321 | 344 | 380 | 383 | 595 | 509 | 464 | 334 | 704 | 34.9 |
| Telfair | 10.9 | Male | 5,005 | 457 | 504 | 526 | 470 | 719 | 706 | 482 | 444 | 697 | 32.6 |
| | | Female | 5,895 | 497 | 581 | 474 | 502 | 801 | 778 | 524 | 519 | 1,219 | 36.2 |
| Terrell | 10.5 | Male | 4,823 | 501 | 536 | 529 | 433 | 657 | 647 | 532 | 416 | 572 | 31.3 |
| | | Female | 5,677 | 503 | 549 | 522 | 477 | 753 | 744 | 591 | 517 | 1,021 | 35.5 |
| Thomas | 39.2 | Male | 18,297 | 1,934 | 1,937 | 1,892 | 1,650 | 2,680 | 2,628 | 2,010 | 1,533 | 2,033 | 31.5 |
| | | Female | 20,903 | 1,815 | 1,894 | 1,852 | 1,759 | 3,031 | 2,989 | 2,252 | 1,847 | 3,464 | 35.3 |
| Tift | 35.4 | Male | 17,206 | 1,774 | 1,741 | 1,714 | 2,249 | 2,654 | 2,589 | 1,744 | 1,219 | 1,522 | 29.2 |
| | | Female | 18,194 | 1,713 | 1,652 | 1,686 | 1,908 | 2,774 | 2,643 | 1,841 | 1,470 | 2,507 | 32.7 |
| Toombs | 24.4 | Male | 11,595 | 1,201 | 1,247 | 1,218 | 1,089 | 1,819 | 1,728 | 1,277 | 906 | 1,110 | 30.7 |
| | | Female | 12,805 | 1,209 | 1,195 | 1,179 | 1,094 | 1,900 | 1,873 | 1,398 | 991 | 1,966 | 34.1 |
| Towns | 6.8 | Male | 3,304 | 215 | 232 | 187 | 363 | 373 | 426 | 330 | 439 | 739 | 41.6 |
| | | Female | 3,496 | 168 | 189 | 202 | 358 | 396 | 412 | 375 | 497 | 899 | 45.6 |
| Treutlen | 6.2 | Male | 2,873 | 260 | 298 | 293 | 309 | 412 | 395 | 309 | 249 | 348 | 31.7 |
| | | Female | 3,327 | 298 | 315 | 313 | 301 | 420 | 428 | 348 | 298 | 606 | 35.4 |
| Troup | 56.0 | Male | 26,423 | 2,607 | 2,647 | 2,618 | 2,719 | 4,109 | 4,013 | 2,631 | 2,077 | 2,802 | 30.9 |
| | | Female | 29,577 | 2,634 | 2,571 | 2,491 | 2,846 | 4,407 | 4,290 | 2,819 | 2,573 | 4,946 | 34.6 |
| Turner | 8.5 | Male | 4,000 | 434 | 478 | 456 | 416 | 493 | 522 | 400 | 334 | 467 | 29.4 |
| | | Female | 4,500 | 440 | 459 | 413 | 426 | 580 | 599 | 479 | 363 | 741 | 33.8 |
| Twiggs | 9.7 | Male | 4,660 | 456 | 544 | 480 | 442 | 767 | 661 | 505 | 378 | 427 | 30.3 |
| | | Female | 5,040 | 514 | 553 | 441 | 485 | 779 | 692 | 530 | 402 | 644 | 31.8 |
| Union | 12.5 | Male | 6,208 | 489 | 476 | 511 | 551 | 824 | 850 | 727 | 724 | 1,056 | 38.0 |
| | | Female | 6,292 | 410 | 447 | 479 | 470 | 744 | 904 | 728 | 850 | 1,260 | 41.6 |
| Upson | 26.4 | Male | 12,470 | 1,203 | 1,134 | 1,215 | 1,218 | 1,879 | 1,761 | 1,438 | 1,074 | 1,548 | 32.8 |
| | | Female | 13,930 | 1,056 | 1,043 | 1,117 | 1,222 | 2,006 | 1,894 | 1,527 | 1,367 | 2,698 | 37.8 |
| ☐ Walker | 59.0 | Male | 28,630 | 2,437 | 2,668 | 2,796 | 2,690 | 4,418 | 4,448 | 3,489 | 2,582 | 3,102 | 33.4 |
| | | Female | 30,370 | 2,347 | 2,462 | 2,608 | 2,565 | 4,488 | 4,550 | 3,587 | 2,969 | 4,794 | 36.6 |
| Walton | 40.0 | Male | 19,362 | 1,853 | 1,943 | 1,804 | 1,998 | 3,261 | 3,025 | 2,271 | 1,433 | 1,774 | 31.4 |
| | | Female | 20,638 | 1,962 | 1,899 | 1,745 | 2,078 | 3,252 | 3,015 | 2,344 | 1,615 | 2,728 | 33.1 |
| Ware | 35.0 | Male | 16,924 | 1,596 | 1,540 | 1,724 | 1,683 | 2,504 | 2,647 | 1,725 | 1,533 | 1,972 | 32.7 |
| | | Female | 18,076 | 1,448 | 1,523 | 1,620 | 1,450 | 2,455 | 2,589 | 1,889 | 1,757 | 3,345 | 37.1 |
| Warren | 6.0 | Male | 2,720 | 298 | 277 | 279 | 251 | 386 | 368 | 269 | 238 | 354 | 31.6 |
| | | Female | 3,280 | 305 | 291 | 248 | 298 | 447 | 440 | 315 | 293 | 643 | 36.2 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **GEORGIA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Washington | 19.2 | Male | 9,012 | 1,003 | 1,012 | 942 | 828 | 1,385 | 1,327 | 891 | 682 | 942 | 30.2 |
| | | Female | 10,188 | 918 | 950 | 866 | 889 | 1,585 | 1,419 | 997 | 841 | 1,723 | 34.3 |
| Wayne | 23.2 | Male | 11,278 | 1,109 | 1,112 | 1,139 | 1,037 | 1,717 | 1,833 | 1,247 | 993 | 1,091 | 32.2 |
| | | Female | 11,922 | 1,106 | 1,147 | 1,157 | 1,041 | 1,712 | 1,783 | 1,304 | 1,039 | 1,633 | 33.8 |
| Webster | 2.2 | Male | 1,031 | 80 | 106 | 111 | 93 | 143 | 154 | 114 | 91 | 139 | 33.8 |
| | | Female | 1,169 | 109 | 102 | 109 | 113 | 174 | 162 | 103 | 121 | 176 | 33.7 |
| Wheeler | 4.9 | Male | 2,377 | 241 | 230 | 254 | 248 | 313 | 334 | 274 | 177 | 306 | 31.9 |
| | | Female | 2,523 | 218 | 209 | 258 | 215 | 286 | 362 | 263 | 224 | 488 | 37.1 |
| White | 13.6 | Male | 6,615 | 511 | 536 | 538 | 684 | 924 | 1,028 | 841 | 681 | 872 | 36.1 |
| | | Female | 6,985 | 489 | 505 | 567 | 628 | 925 | 1,040 | 904 | 761 | 1,166 | 38.6 |
| Whitfield | 74.0 | Male | 36,418 | 3,348 | 3,173 | 3,409 | 4,217 | 6,278 | 5,821 | 4,419 | 2,937 | 2,816 | 31.5 |
| | | Female | 37,582 | 3,194 | 3,137 | 3,299 | 3,871 | 5,979 | 5,894 | 4,444 | 3,196 | 4,568 | 33.8 |
| Wilcox | 7.0 | Male | 3,311 | 333 | 329 | 376 | 275 | 427 | 470 | 339 | 289 | 473 | 33.0 |
| | | Female | 3,689 | 313 | 331 | 318 | 323 | 456 | 498 | 392 | 315 | 743 | 37.1 |
| Wilkes | 10.4 | Male | 4,972 | 448 | 490 | 462 | 431 | 712 | 702 | 576 | 461 | 690 | 34.2 |
| | | Female | 5,428 | 427 | 487 | 447 | 406 | 759 | 753 | 564 | 500 | 1,085 | 37.5 |
| Wilkinson | 10.2 | Male | 4,844 | 490 | 528 | 496 | 467 | 798 | 681 | 522 | 387 | 475 | 30.5 |
| | | Female | 5,356 | 500 | 544 | 471 | 577 | 814 | 698 | 569 | 465 | 718 | 32.2 |
| Worth | 19.9 | Male | 9,592 | 1,055 | 1,062 | 982 | 923 | 1,397 | 1,446 | 1,060 | 732 | 935 | 30.5 |
| | | Female | 10,308 | 976 | 986 | 1,000 | 990 | 1,532 | 1,516 | 1,101 | 823 | 1,384 | 32.8 |
| **TOTAL METRO COUNTIES** | **4,405.2** | **Male** | **2,142,342** | **215,086** | **197,079** | **185,235** | **245,724** | **405,702** | **365,981** | **234,838** | **145,523** | **147,174** | **30.6** |
| | | **Female** | **2,262,858** | **204,896** | **189,143** | **177,260** | **240,035** | **416,870** | **388,643** | **243,088** | **163,552** | **239,371** | **32.7** |
| **TOTAL STATE** | **6,708.7** | **Male** | **3,259,454** | **324,862** | **305,686** | **292,620** | **373,696** | **582,795** | **530,824** | **354,656** | **234,434** | **259,881** | **30.7** |
| | | **Female** | **3,449,246** | **309,971** | **292,915** | **279,408** | **362,224** | **594,034** | **558,094** | **369,030** | **265,673** | **417,897** | **33.1** |
| **HAWAII** | | | | | | | | | | | | | |
| **HONOLULU** | **852.1** | **Male** | **434,415** | **40,243** | **35,739** | **32,491** | **55,659** | **80,758** | **69,601** | **43,235** | **32,768** | **43,921** | **31.6** |
| | | **Female** | **417,685** | **37,783** | **33,793** | **30,725** | **43,246** | **73,126** | **67,592** | **40,724** | **37,832** | **49,864** | **33.7** |
| Honolulu | 852.1 | Male | 434,415 | 40,243 | 35,739 | 32,491 | 55,659 | 80,758 | 69,601 | 43,235 | 32,768 | 43,921 | 31.6 |
| | | Female | 417,685 | 37,783 | 33,793 | 30,725 | 43,246 | 73,126 | 67,592 | 43,724 | 37,832 | 49,864 | 33.7 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Hawaii | 126.2 | Male | 63,698 | 6,337 | 6,678 | 5,689 | 4,560 | 9,077 | 11,721 | 6,563 | 5,140 | 7,933 | 34.5 |
| | | Female | 62,502 | 6,082 | 6,252 | 5,396 | 4,445 | 9,433 | 11,021 | 6,296 | 5,686 | 7,891 | 34.6 |
| Honolulu | 852.1 | Male | 434,415 | 40,243 | 35,739 | 32,491 | 55,659 | 80,758 | 69,601 | 43,235 | 32,768 | 43,921 | 31.6 |
| | | Female | 417,685 | 37,783 | 33,793 | 30,725 | 43,246 | 73,126 | 67,592 | 43,724 | 37,832 | 49,864 | 33.7 |
| Kauai | 53.8 | Male | 27,334 | 2,672 | 2,782 | 2,253 | 2,209 | 4.208 | 4,914 | 2,692 | 2,024 | 3,580 | 33.9 |
| | | Female | 26,466 | 2,573 | 2,524 | 2,174 | 2,040 | 4,193 | 4,460 | 2,754 | 2,319 | 3,429 | 34.4 |
| Maui | 106.0 | Male | 54,169 | 5,294 | 4,932 | 4,608 | 4,561 | 9,284 | 10,221 | 5,504 | 3,847 | 5,918 | 33.3 |
| | | Female | 51,831 | 5,094 | 4,700 | 4,007 | 4,124 | 8,936 | 9,088 | 5,439 | 4,318 | 6,125 | 33.9 |
| **TOTAL METRO COUNTIES** | **852.1** | **Male** | **434,415** | **40,243** | **35,739** | **32,491** | **55,659** | **80,758** | **69,601** | **43,235** | **32,768** | **43,921** | **31.6** |
| | | **Female** | **417,685** | **37,783** | **33,793** | **30,725** | **43,246** | **73,126** | **67,592** | **43,724** | **37,832** | **49,864** | **33.7** |
| **TOTAL STATE** | **1,138.1** | **Male** | **579,616** | **54,546** | **50,131** | **45,041** | **66,989** | **103,327** | **96,457** | **57,994** | **43,779** | **61,352** | **32.1** |
| | | **Female** | **558,484** | **51,532** | **47,269** | **42,302** | **53,855** | **95,688** | **92,161** | **58,213** | **50,155** | **67,309** | **33.8** |
| **IDAHO** | | | | | | | | | | | | | |
| **BOISE** | **210.9** | **Male** | **103,870** | **10,397** | **10,749** | **9,529** | **9,869** | **17,856** | **18,466** | **11,076** | **6,815** | **9,113** | **31.4** |
| | | **Female** | **107,030** | **9,847** | **10,425** | **9,075** | **10,010** | **18,128** | **18,255** | **10,950** | **7,261** | **13,079** | **32.8** |
| Ada | 210.9 | Male | 103,870 | 10,397 | 10,749 | 9,529 | 9,869 | 17,856 | 18,466 | 11,076 | 6,815 | 9,113 | 31.4 |
| | | Female | 107,030 | 9,847 | 10,425 | 9,075 | 10,010 | 18,128 | 18,255 | 10,950 | 7,261 | 13,079 | 32.8 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Ada | 210.9 | Male | 103,870 | 10,397 | 10,749 | 9,529 | 9,869 | 17,856 | 18,466 | 11,076 | 6,815 | 9,113 | 31.4 |
| | | Female | 107,030 | 9,847 | 10,425 | 9,075 | 10,010 | 18,128 | 18,255 | 10,950 | 7,261 | 13,079 | 32.8 |
| Adams | 3.2 | Male | 1,651 | 164 | 161 | 149 | 105 | 199 | 255 | 207 | 178 | 233 | 36.9 |
| | | Female | 1,549 | 123 | 165 | 149 | 70 | 225 | 256 | 181 | 144 | 236 | 36.7 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>• County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **IDAHO (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Bannock | 66.5 | Male | 32,992 | 3,555 | 4,021 | 3,596 | 3,411 | 5,042 | 5,154 | 3,170 | 2,152 | 2,891 | 28.8 |
| | | Female | 33,508 | 3,389 | 3,847 | 3,354 | 3,491 | 5,129 | 5,017 | 3,105 | 2,254 | 3,922 | 30.2 |
| Bear Lake | 6.0 | Male | 2,961 | 345 | 437 | 349 | 169 | 374 | 368 | 286 | 251 | 382 | 29.8 |
| | | Female | 3,039 | 335 | 428 | 361 | 158 | 369 | 337 | 276 | 251 | 524 | 31.4 |
| Benewah | 8.1 | Male | 4,110 | 378 | 431 | 438 | 287 | 509 | 714 | 487 | 373 | 493 | 35.2 |
| | | Female | 3,990 | 364 | 401 | 405 | 285 | 529 | 624 | 455 | 355 | 572 | 35.2 |
| Bingham | 38.3 | Male | 19,200 | 2,303 | 2,800 | 2,475 | 1,521 | 2,672 | 2,571 | 1,793 | 1,336 | 1,729 | 26.9 |
| | | Female | 19,100 | 2,234 | 2,657 | 2,392 | 1,342 | 2,591 | 2,515 | 1,823 | 1,394 | 2,152 | 28.6 |
| Blaine | 14.6 | Male | 7,587 | 701 | 699 | 612 | 572 | 1,469 | 1,718 | 931 | 439 | 446 | 33.2 |
| | | Female | 7,013 | 681 | 677 | 523 | 473 | 1,370 | 1,540 | 777 | 446 | 526 | 33.4 |
| Boise | 3.6 | Male | 1,895 | 174 | 196 | 184 | 122 | 238 | 351 | 232 | 200 | 198 | 36.0 |
| | | Female | 1,705 | 151 | 163 | 152 | 95 | 257 | 321 | 212 | 159 | 195 | 36.1 |
| Bonner | 27.1 | Male | 13,491 | 1,200 | 1,429 | 1,259 | 761 | 1,697 | 2,490 | 1,552 | 1,253 | 1,850 | 36.6 |
| | | Female | 13,609 | 1,187 | 1,350 | 1,313 | 727 | 1,782 | 2,408 | 1,535 | 1,257 | 2,050 | 36.9 |
| Bonneville | 74.3 | Male | 37,413 | 4,413 | 4,826 | 4,320 | 3,508 | 5,808 | 5,434 | 3,653 | 2,553 | 2,898 | 27.8 |
| | | Female | 36,887 | 4,195 | 4,507 | 3,998 | 2,903 | 5,673 | 5,412 | 3,715 | 2,667 | 3,817 | 30.0 |
| Boundary | 8.6 | Male | 4,391 | 425 | 506 | 526 | 332 | 557 | 728 | 433 | 400 | 484 | 32.3 |
| | | Female | 4,209 | 417 | 477 | 448 | 281 | 539 | 683 | 414 | 353 | 597 | 33.9 |
| Butte | 2.9 | Male | 1,461 | 135 | 180 | 199 | 73 | 168 | 228 | 151 | 149 | 178 | 33.5 |
| | | Female | 1,439 | 135 | 190 | 183 | 69 | 173 | 210 | 159 | 132 | 188 | 33.2 |
| Camas | .7 | Male | 372 | 46 | 37 | 35 | 20 | 48 | 55 | 55 | 31 | 45 | 35.0 |
| | | Female | 328 | 24 | 30 | 34 | 15 | 47 | 49 | 43 | 37 | 49 | 37.9 |
| Canyon | 91.6 | Male | 45,113 | 4,800 | 5,069 | 4,778 | 4,475 | 6,359 | 6,527 | 4,542 | 3,163 | 5,400 | 30.4 |
| | | Female | 46,487 | 4,575 | 4,638 | 4,537 | 4,202 | 6,335 | 6,621 | 4,646 | 3,629 | 7,304 | 33.4 |
| Caribou | 6.7 | Male | 3,363 | 345 | 501 | 451 | 210 | 422 | 475 | 331 | 259 | 369 | 29.1 |
| | | Female | 3,337 | 337 | 478 | 434 | 182 | 430 | 451 | 321 | 269 | 435 | 30.5 |
| Cassia | 19.6 | Male | 9,858 | 1,197 | 1,323 | 1,205 | 787 | 1,301 | 1,295 | 885 | 741 | 1,124 | 28.2 |
| | | Female | 9,742 | 1,070 | 1,294 | 1,144 | 710 | 1,226 | 1,284 | 896 | 785 | 1,333 | 30.3 |
| Clark | .8 | Male | 438 | 36 | 47 | 37 | 39 | 74 | 63 | 51 | 40 | 51 | 33.1 |
| | | Female | 362 | 35 | 55 | 35 | 20 | 51 | 42 | 51 | 29 | 44 | 32.1 |
| Clearwater | 8.3 | Male | 4,331 | 290 | 383 | 412 | 282 | 624 | 703 | 573 | 457 | 607 | 37.5 |
| | | Female | 3,969 | 270 | 365 | 374 | 192 | 544 | 636 | 526 | 415 | 647 | 38.8 |
| Custer | 4.1 | Male | 2,115 | 202 | 219 | 219 | 105 | 289 | 381 | 261 | 183 | 256 | 35.6 |
| | | Female | 1,985 | 199 | 215 | 195 | 111 | 286 | 351 | 222 | 161 | 245 | 34.5 |
| Elmore | 21.4 | Male | 11,175 | 1,410 | 1,141 | 937 | 1,475 | 2,383 | 1,612 | 886 | 598 | 733 | 27.6 |
| | | Female | 10,225 | 1,345 | 1,114 | 864 | 1,086 | 1,954 | 1,403 | 902 | 652 | 905 | 28.6 |
| Franklin | 9.4 | Male | 4,729 | 565 | 706 | 657 | 389 | 551 | 559 | 408 | 319 | 575 | 25.9 |
| | | Female | 4,671 | 528 | 678 | 611 | 294 | 563 | 530 | 396 | 319 | 752 | 29.0 |
| Fremont | 11.1 | Male | 5,653 | 642 | 781 | 795 | 469 | 718 | 699 | 530 | 443 | 576 | 26.9 |
| | | Female | 5,447 | 573 | 768 | 661 | 415 | 691 | 698 | 499 | 448 | 694 | 29.4 |
| Gem | 12.0 | Male | 5,995 | 543 | 608 | 596 | 457 | 773 | 798 | 683 | 547 | 990 | 35.3 |
| | | Female | 6,005 | 528 | 604 | 491 | 384 | 743 | 832 | 679 | 560 | 1,184 | 38.0 |
| Gooding | 11.6 | Male | 5,793 | 522 | 643 | 623 | 405 | 774 | 795 | 613 | 518 | 900 | 34.1 |
| | | Female | 5,807 | 523 | 600 | 602 | 357 | 699 | 739 | 618 | 547 | 1,122 | 36.7 |
| Idaho | 13.9 | Male | 7,051 | 578 | 732 | 643 | 467 | 928 | 1,140 | 845 | 702 | 1,016 | 36.6 |
| | | Female | 6,849 | 565 | 679 | 675 | 342 | 900 | 1,006 | 781 | 724 | 1,177 | 37.6 |
| Jefferson | 17.0 | Male | 8,631 | 1,090 | 1,281 | 1,172 | 695 | 1,087 | 1,144 | 842 | 567 | 753 | 25.7 |
| | | Female | 8,369 | 1,026 | 1,215 | 1,118 | 559 | 1,115 | 1,104 | 760 | 563 | 909 | 27.4 |
| Jerome | 15.3 | Male | 7,658 | 812 | 897 | 824 | 554 | 1,106 | 1,088 | 795 | 608 | 974 | 31.7 |
| | | Female | 7,642 | 752 | 884 | 768 | 481 | 1,072 | 1,053 | 755 | 690 | 1,187 | 33.7 |
| Kootenai | 71.1 | Male | 34,941 | 3,224 | 3,488 | 3,214 | 2,859 | 4,843 | 5,890 | 4,223 | 3,005 | 4,195 | 34.7 |
| | | Female | 36,159 | 3,073 | 3,314 | 3,043 | 2,814 | 5,162 | 6,125 | 4,092 | 3,137 | 5,399 | 36.1 |
| Latah | 31.1 | Male | 15,862 | 1,263 | 1,305 | 1,056 | 3,743 | 2,647 | 2,213 | 1,432 | 907 | 1,296 | 27.1 |
| | | Female | 15,238 | 1,267 | 1,234 | 1,075 | 3,154 | 2,377 | 2,179 | 1,274 | 893 | 1,785 | 28.7 |
| Lemhi | 7.0 | Male | 3,475 | 291 | 362 | 344 | 169 | 391 | 558 | 458 | 329 | 573 | 38.2 |
| | | Female | 3,525 | 311 | 332 | 301 | 191 | 414 | 547 | 414 | 357 | 658 | 38.9 |
| Lewis | 3.6 | Male | 1,839 | 186 | 171 | 183 | 106 | 230 | 276 | 214 | 189 | 284 | 36.6 |
| | | Female | 1,761 | 130 | 190 | 158 | 94 | 236 | 226 | 209 | 183 | 335 | 38.2 |
| Lincoln | 3.3 | Male | 1,692 | 165 | 198 | 181 | 138 | 193 | 269 | 171 | 157 | 220 | 33.5 |
| | | Female | 1,608 | 133 | 186 | 182 | 106 | 198 | 224 | 161 | 146 | 272 | 34.9 |
| Madison | 24.4 | Male | 11,734 | 1,348 | 1,489 | 1,441 | 3,324 | 1,209 | 1,076 | 746 | 478 | 623 | 21.3 |
| | | Female | 12,666 | 1,183 | 1,370 | 1,339 | 4,450 | 1,202 | 1,035 | 784 | 473 | 830 | 21.8 |
| Minidoka | 19.3 | Male | 9,675 | 1,013 | 1,266 | 1,164 | 733 | 1,341 | 1,335 | 982 | 705 | 1,136 | 29.9 |
| | | Female | 9,625 | 1,025 | 1,246 | 1,087 | 669 | 1,336 | 1,244 | 955 | 778 | 1,285 | 30.9 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **IDAHO (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Nez Perce | 34.0 | Male | 16,681 | 1,388 | 1,524 | 1,503 | 1,470 | 2,483 | 2,576 | 1,850 | 1,511 | 2,376 | 34.9 |
| | | Female | 17,319 | 1,365 | 1,432 | 1,304 | 1,522 | 2,440 | 2,576 | 1,943 | 1,581 | 3,156 | 37.3 |
| Oneida | 3.6 | Male | 1,797 | 215 | 249 | 230 | 104 | 228 | 210 | 162 | 119 | 280 | 29.4 |
| | | Female | 1,803 | 200 | 248 | 200 | 77 | 222 | 203 | 154 | 143 | 356 | 33.0 |
| Owyhee | 8.7 | Male | 4,553 | 475 | 478 | 581 | 489 | 594 | 581 | 452 | 362 | 541 | 29.3 |
| | | Female | 4,147 | 458 | 465 | 432 | 330 | 528 | 561 | 428 | 353 | 592 | 32.4 |
| Payette | 16.9 | Male | 8,301 | 885 | 905 | 869 | 642 | 1,053 | 1,114 | 947 | 688 | 1,198 | 33.1 |
| | | Female | 8,599 | 784 | 901 | 795 | 615 | 1,090 | 1,199 | 957 | 710 | 1,548 | 36.0 |
| Power | 7.2 | Male | 3,581 | 404 | 401 | 436 | 291 | 476 | 593 | 376 | 270 | 334 | 30.4 |
| | | Female | 3,619 | 397 | 446 | 461 | 237 | 509 | 553 | 342 | 261 | 413 | 30.3 |
| Shoshone | 13.0 | Male | 6,485 | 502 | 591 | 675 | 475 | 822 | 1,022 | 803 | 610 | 985 | 36.7 |
| | | Female | 6,515 | 452 | 556 | 605 | 411 | 853 | 996 | 774 | 657 | 1,211 | 38.8 |
| Teton | 3.6 | Male | 1,906 | 219 | 226 | 208 | 166 | 290 | 293 | 183 | 129 | 192 | 29.6 |
| | | Female | 1,694 | 212 | 200 | 152 | 136 | 245 | 264 | 155 | 129 | 201 | 31.0 |
| Twin Falls | 54.0 | Male | 26,501 | 2,598 | 2,978 | 2,743 | 2,245 | 3,719 | 3,911 | 2,733 | 2,047 | 3,527 | 32.2 |
| | | Female | 27,499 | 2,556 | 2,821 | 2,570 | 2,015 | 3,713 | 3,968 | 2,755 | 2,309 | 4,792 | 35.2 |
| Valley | 6.2 | Male | 3,158 | 282 | 325 | 299 | 147 | 381 | 647 | 407 | 288 | 382 | 37.2 |
| | | Female | 3,042 | 250 | 306 | 256 | 142 | 429 | 590 | 358 | 306 | 405 | 37.3 |
| Washington | 8.6 | Male | 4,161 | 388 | 426 | 440 | 265 | 462 | 574 | 427 | 409 | 770 | 36.7 |
| | | Female | 4,439 | 353 | 448 | 434 | 252 | 507 | 566 | 464 | 455 | 960 | 39.0 |
| **TOTAL METRO COUNTIES** | **210.9** | **Male** | **103,870** | **10,397** | **10,749** | **9,529** | **9,869** | **17,856** | **18,466** | **11,076** | **6,815** | **9,113** | **31.4** |
| | | **Female** | **107,030** | **9,847** | **10,425** | **9,075** | **10,010** | **18,128** | **18,255** | **10,950** | **7,261** | **13,079** | **32.8** |
| **TOTAL STATE** | **1,023.2** | **Male** | **509,639** | **52,114** | **57,185** | **52,587** | **48,925** | **75,388** | **78,949** | **52,837** | **37,478** | **54,176** | **30.8** |
| | | **Female** | **513,561** | **49,557** | **54,599** | **49,290** | **46,469** | **74,882** | **77,433** | **51,916** | **39,372** | **70,043** | **32.6** |
| **ILLINOIS** | | | | | | | | | | | | | |
| **AURORA - ELGIN** | **371.4** | **Male** | **184,588** | **20,380** | **19,577** | **17,544** | **18,091** | **32,027** | **30,971** | **20,146** | **12,371** | **13,481** | **30.2** |
| | | **Female** | **186,812** | **19,274** | **18,514** | **16,173** | **16,899** | **31,481** | **30,946** | **19,395** | **12,890** | **21,240** | **32.2** |
| Kane | 331.0 | Male | 164,361 | 18,376 | 17,341 | 15,491 | 16,301 | 28,924 | 27,474 | 17,478 | 10,977 | 11,999 | 30.1 |
| | | Female | 166,639 | 17,402 | 16,481 | 14,261 | 15,184 | 28,295 | 27,448 | 16,908 | 11,498 | 19,162 | 32.1 |
| Kendall | 40.4 | Male | 20,227 | 2,004 | 2,236 | 2,053 | 1,790 | 3,103 | 3,497 | 2,668 | 1,394 | 1,482 | 31.5 |
| | | Female | 20,173 | 1,872 | 2,033 | 1,912 | 1,715 | 3,186 | 3,498 | 2,487 | 1,392 | 2,078 | 33.0 |
| **BLOOMINGTON - NORMAL** | **131.7** | **Male** | **62,973** | **5,627** | **5,432** | **4,742** | **12,293** | **10,134** | **9,359** | **5,882** | **4,186** | **5,318** | **28.3** |
| | | **Female** | **68,727** | **5,256** | **5,193** | **4,559** | **13,952** | **10,603** | **9,714** | **6,029** | **4,790** | **8,631** | **30.1** |
| McLean | 131.7 | Male | 62,973 | 5,627 | 5,432 | 4,742 | 12,293 | 10,134 | 9,359 | 5,882 | 4,186 | 5,318 | 28.3 |
| | | Female | 68,727 | 5,256 | 5,193 | 4,559 | 13,952 | 10,603 | 9,714 | 6,029 | 4,790 | 8,631 | 30.1 |
| **CHAMPAIGN - URBANA - RANTOUL** | **173.6** | **Male** | **87,766** | **7,574** | **6,591** | **5,572** | **20,512** | **16,569** | **12,498** | **7,112** | **5,260** | **6,078** | **27.2** |
| | | **Female** | **85,834** | **7,213** | **6,187** | **5,412** | **17,450** | **15,257** | **11,967** | **7,354** | **5,607** | **9,387** | **29.4** |
| Champaign | 173.6 | Male | 87,766 | 7,574 | 6,591 | 5,572 | 20,512 | 16,569 | 12,498 | 7,112 | 5,260 | 6,078 | 27.2 |
| | | Female | 85,834 | 7,213 | 6,187 | 5,412 | 17,450 | 15,257 | 11,967 | 7,354 | 5,607 | 9,387 | 29.4 |
| **CHICAGO** | **6,109.5** | **Male** | **2,952,796** | **292,587** | **261,954** | **246,450** | **314,067** | **546,271** | **459,702** | **312,083** | **236,695** | **282,987** | **31.6** |
| | | **Female** | **3,156,704** | **280,169** | **251,448** | **234,795** | **305,093** | **551,424** | **484,222** | **339,666** | **265,793** | **444,094** | **34.2** |
| Cook | 5,107.9 | Male | 2,457,247 | 240,495 | 215,298 | 205,414 | 267,879 | 454,087 | 371,186 | 253,858 | 201,272 | 247,758 | 31.6 |
| | | Female | 2,650,653 | 231,168 | 207,586 | 196,225 | 261,631 | 457,821 | 394,049 | 282,437 | 229,630 | 390,106 | 34.4 |
| Du Page | 810.6 | Male | 400,061 | 41,628 | 36,605 | 32,576 | 38,250 | 75,732 | 71,423 | 47,050 | 28,976 | 27,821 | 31.7 |
| | | Female | 410,539 | 39,273 | 34,681 | 30,662 | 36,045 | 76,846 | 73,273 | 46,846 | 29,740 | 43,173 | 33.4 |
| McHenry | 191.0 | Male | 95,488 | 10,464 | 10,051 | 8,460 | 7,938 | 16,452 | 17,093 | 11,175 | 6,447 | 7,408 | 31.6 |
| | | Female | 95,512 | 9,728 | 9,181 | 7,908 | 7,417 | 16,757 | 16,900 | 10,383 | 6,423 | 10,815 | 33.1 |
| ***CHICAGO - GARY - LAKE COUNTY CONSOLIDATED AREA*** | ***8,150.0*** | ***Male*** | ***3,962,458*** | ***396,007*** | ***364,060*** | ***340,645*** | ***419,309*** | ***713,140*** | ***627,083*** | ***424,589*** | ***312,112*** | ***365,513*** | ***31.5*** |
| | | ***Female*** | ***4,187,542*** | ***378,665*** | ***348,668*** | ***323,671*** | ***397,798*** | ***722,633*** | ***654,030*** | ***451,149*** | ***344,836*** | ***566,092*** | ***33.9*** |
| **DAVENPORT - ROCK ISLAND - MOLINE** | **346.5** | **Male** | **167,584** | **15,872** | **16,581** | **15,318** | **15,456** | **25,476** | **26,740** | **18,784** | **14,412** | **18,945** | **33.1** |
| | | **Female** | **178,916** | **15,269** | **15,581** | **14,586** | **15,981** | **26,753** | **27,053** | **19,361** | **15,533** | **28,799** | **35.5** |
| Henry | 50.2 | Male | 24,505 | 2,187 | 2,492 | 2,409 | 1,887 | 3,326 | 3,762 | 2,875 | 2,245 | 3,322 | 34.9 |
| | | Female | 25,695 | 2,027 | 2,235 | 2,194 | 1,873 | 3,351 | 3,782 | 2,850 | 2,397 | 4,986 | 38.1 |
| Rock Island | 146.1 | Male | 70,306 | 6,353 | 6,631 | 6,172 | 6,607 | 10,472 | 10,959 | 7,947 | 6,451 | 8,714 | 34.0 |
| | | Female | 75,794 | 6,098 | 6,282 | 5,897 | 6,891 | 10,905 | 11,055 | 8,289 | 7,070 | 13,307 | 36.6 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **ILLINOIS (continued)** | | | | | | | | | | | | | |
| **DAVENPORT - ROCK ISLAND - MOLINE (continued)** | | | | | | | | | | | | | |
| *Scott, Iowa* | *150.2* | *Male* | *72,773* | *7,332* | *7,458* | *6,737* | *6,962* | *11,678* | *12,019* | *7,962* | *5,716* | *6,909* | *31.8* |
| | | *Female* | *77,427* | *7,144* | *7,064* | *6,495* | *7,217* | *12,497* | *12,216* | *8,222* | *6,066* | *10,506* | *33.6* |
| **DECATUR** | **115.4** | **Male** | **55,026** | **4,990** | **5,151** | **5,230** | **4,904** | **7,963** | **8,700** | **6,373** | **5,125** | **6,590** | **34.1** |
| | | **Female** | **60,374** | **4,803** | **4,972** | **4,960** | **5,278** | **8,521** | **9,116** | **6,642** | **5,666** | **10,416** | **36.8** |
| Macon | 115.4 | Male | 55,026 | 4,990 | 5,151 | 5,230 | 4,904 | 7,963 | 8,700 | 6,373 | 5,125 | 6,590 | 34.1 |
| | | Female | 60,374 | 4,803 | 4,972 | 4,960 | 5,278 | 8,521 | 9,116 | 6,642 | 5,666 | 10,416 | 36.8 |
| **JOLIET** | **398.4** | **Male** | **198,839** | **20,681** | **20,938** | **19,554** | **19,921** | **33,478** | **34,178** | **22,420** | **13,336** | **14,333** | **30.5** |
| | | **Female** | **199,561** | **19,508** | **19,995** | **18,092** | **17,924** | **33,190** | **34,188** | **21,362** | **13,585** | **21,717** | **32.3** |
| Grundy | 32.8 | Male | 16,270 | 1,456 | 1,650 | 1,568 | 1,435 | 2,621 | 2,660 | 1,846 | 1,273 | 1,761 | 32.7 |
| | | Female | 16,530 | 1,459 | 1,574 | 1,413 | 1,343 | 2,585 | 2,520 | 1,789 | 1,331 | 2,516 | 34.6 |
| Will | 365.6 | Male | 182,569 | 19,225 | 19,288 | 17,986 | 18,486 | 30,857 | 31,518 | 20,574 | 12,063 | 12,572 | 30.3 |
| | | Female | 183,031 | 18,049 | 18,421 | 16,679 | 16,581 | 30,605 | 31,668 | 19,573 | 12,254 | 19,201 | 32.1 |
| **KANKAKEE** | **96.2** | **Male** | **46,569** | **4,726** | **4,750** | **4,483** | **4,510** | **6,835** | **6,888** | **5,034** | **3,808** | **5,535** | **32.0** |
| | | **Female** | **49,631** | **4,381** | **4,590** | **4,315** | **4,639** | **7,379** | **7,280** | **5,030** | **4,249** | **7,768** | **34.3** |
| Kankakee | 96.2 | Male | 46,569 | 4,726 | 4,750 | 4,483 | 4,510 | 6,835 | 6,888 | 5,034 | 3,808 | 5,535 | 32.0 |
| | | Female | 49,631 | 4,381 | 4,590 | 4,315 | 4,639 | 7,379 | 7,280 | 5,030 | 4,249 | 7,768 | 34.3 |
| **LAKE COUNTY** | **537.1** | **Male** | **271,587** | **28,670** | **25,719** | **22,370** | **33,017** | **46,573** | **46,683** | **30,449** | **19,383** | **18,723** | **30.6** |
| | | **Female** | **265,513** | **27,454** | **24,236** | **21,080** | **22,965** | **46,734** | **47,030** | **29,775** | **19,477** | **26,762** | **32.9** |
| Lake | 537.1 | Male | 271,587 | 28,670 | 25,719 | 22,370 | 33,017 | 46,573 | 46,683 | 30,449 | 19,383 | 18,723 | 30.6 |
| | | Female | 265,513 | 27,454 | 24,236 | 21,080 | 22,965 | 46,734 | 47,030 | 29,775 | 19,477 | 26,762 | 32.9 |
| **PEORIA** | **338.3** | **Male** | **163,104** | **14,996** | **15,734** | **15,353** | **15,850** | **23,855** | **25,665** | **18,351** | **14,541** | **18,759** | **33.2** |
| | | **Female** | **175,196** | **14,316** | **14,804** | **14,664** | **15,882** | **25,401** | **26,794** | **18,956** | **15,815** | **28,564** | **35.9** |
| Peoria | 181.8 | Male | 87,055 | 8,152 | 8,323 | 8,008 | 9,358 | 12,855 | 13,309 | 9,515 | 7,384 | 10,151 | 32.5 |
| | | Female | 94,745 | 7,718 | 7,669 | 7,701 | 9,401 | 13,799 | 14,301 | 9,921 | 8,290 | 15,945 | 35.8 |
| Tazewell | 123.6 | Male | 59,958 | 5,324 | 5,687 | 5,733 | 5,171 | 8,787 | 9,692 | 7,029 | 5,842 | 6,693 | 34.2 |
| | | Female | 63,642 | 5,168 | 5,467 | 5,387 | 5,170 | 9,340 | 9,870 | 7,267 | 6,113 | 9,860 | 36.3 |
| Woodford | 32.9 | Male | 16,091 | 1,520 | 1,724 | 1,612 | 1,321 | 2,213 | 2,664 | 1,807 | 1,315 | 1,915 | 33.4 |
| | | Female | 16,809 | 1,430 | 1,668 | 1,576 | 1,311 | 2,262 | 2,623 | 1,768 | 1,412 | 2,759 | 35.6 |
| **ROCKFORD** | **285.6** | **Male** | **138,822** | **13,628** | **12,912** | **12,189** | **12,895** | **23,102** | **22,022** | **15,841** | **11,657** | **14,576** | **32.7** |
| | | **Female** | **146,778** | **13,053** | **12,513** | **11,594** | **13,147** | **23,399** | **22,964** | **16,030** | **12,453** | **21,625** | **34.9** |
| Boone | 31.5 | Male | 15,568 | 1,480 | 1,523 | 1,483 | 1,469 | 2,329 | 2,507 | 1,973 | 1,276 | 1,528 | 32.9 |
| | | Female | 15,932 | 1,495 | 1,485 | 1,366 | 1,424 | 2,413 | 2,515 | 1,850 | 1,237 | 2,147 | 34.1 |
| Winnebago | 254.1 | Male | 123,254 | 12,148 | 11,389 | 10,706 | 11,426 | 20,773 | 19,515 | 13,868 | 10,381 | 13,048 | 32.7 |
| | | Female | 130,846 | 11,558 | 11,028 | 10,228 | 11,723 | 20,986 | 20,449 | 14,180 | 11,216 | 19,478 | 35.0 |
| **SPRINGFIELD** | **191.4** | **Male** | **90,225** | **8,693** | **8,699** | **7,829** | **7,555** | **15,158** | **15,091** | **9,874** | **7,466** | **9,860** | **33.1** |
| | | **Female** | **101,175** | **8,257** | **8,410** | **7,485** | **8,212** | **16,191** | **16,412** | **10,759** | **8,625** | **16,824** | **36.2** |
| Menard | 11.1 | Male | 5,320 | 510 | 559 | 502 | 356 | 850 | 865 | 621 | 464 | 643 | 34.2 |
| | | Female | 5,780 | 445 | 550 | 477 | 395 | 801 | 919 | 672 | 473 | 1,048 | 37.4 |
| Sangamon | 180.3 | Male | 84,905 | 8,183 | 8,140 | 7,327 | 7,199 | 14,358 | 14,226 | 9,253 | 7,002 | 9,217 | 33.1 |
| | | Female | 95,395 | 7,812 | 7,860 | 7,008 | 7,817 | 15,390 | 15,493 | 10,087 | 8,152 | 15,776 | 36.2 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Adams | 65.7 | Male | 31,259 | 2,824 | 2,991 | 2,790 | 2,837 | 4,461 | 4,507 | 3,280 | 2,899 | 4,670 | 34.4 |
| | | Female | 34,441 | 2,873 | 2,956 | 2,581 | 2,884 | 4,701 | 4,695 | 3,515 | 3,237 | 6,999 | 37.6 |
| Alexander | 10.4 | Male | 4,878 | 555 | 515 | 494 | 346 | 646 | 623 | 492 | 451 | 756 | 33.2 |
| | | Female | 5,522 | 527 | 448 | 475 | 441 | 715 | 668 | 553 | 552 | 1,143 | 37.3 |
| Bond | 15.0 | Male | 7,245 | 585 | 621 | 632 | 854 | 1,030 | 1,051 | 706 | 696 | 1,070 | 34.0 |
| | | Female | 7,755 | 607 | 628 | 615 | 764 | 1,053 | 1,033 | 751 | 734 | 1,570 | 37.0 |
| Boone | 31.5 | Male | 15,568 | 1,480 | 1,523 | 1,483 | 1,469 | 2,329 | 2,507 | 1,973 | 1,276 | 1,528 | 32.9 |
| | | Female | 15,932 | 1,495 | 1,485 | 1,366 | 1,424 | 2,413 | 2,515 | 1,850 | 1,237 | 2,147 | 34.1 |
| Brown | 6.4 | Male | 3,600 | 232 | 244 | 263 | 468 | 830 | 566 | 302 | 236 | 459 | 32.1 |
| | | Female | 2,800 | 212 | 266 | 200 | 203 | 367 | 360 | 303 | 253 | 636 | 39.2 |
| Bureau | 35.3 | Male | 16,888 | 1,456 | 1,662 | 1,570 | 1,362 | 2,363 | 2,477 | 1,881 | 1,550 | 2,567 | 35.1 |
| | | Female | 18,412 | 1,440 | 1,623 | 1,616 | 1,302 | 2,342 | 2,575 | 1,928 | 1,662 | 3,924 | 38.4 |
| Calhoun | 5.2 | Male | 2,606 | 223 | 226 | 227 | 214 | 357 | 325 | 303 | 276 | 455 | 36.7 |
| | | Female | 2,594 | 202 | 196 | 194 | 192 | 308 | 332 | 291 | 281 | 598 | 41.2 |
| Carroll | 16.6 | Male | 8,052 | 679 | 727 | 733 | 601 | 1,064 | 1,202 | 936 | 806 | 1,304 | 36.8 |
| | | Female | 8,548 | 642 | 697 | 713 | 580 | 1,114 | 1,149 | 913 | 912 | 1,828 | 39.6 |
| Cass | 13.2 | Male | 6,422 | 568 | 634 | 613 | 537 | 901 | 953 | 732 | 566 | 918 | 34.5 |
| | | Female | 6,778 | 495 | 560 | 554 | 537 | 935 | 946 | 717 | 670 | 1,364 | 38.3 |

# POPULATION BY AGE AND SEX

**S&MM** ESTIMATES

| METRO AREA County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **ILLINOIS (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Champaign | 173.6 | Male | 87,766 | 7,574 | 6,591 | 5,572 | 20,512 | 16,569 | 12,498 | 7,112 | 5,260 | 6,078 | 27.2 |
| | | Female | 85,834 | 7,213 | 6,187 | 5,412 | 17,450 | 15,257 | 11,967 | 7,354 | 5,607 | 9,387 | 29.4 |
| Christian | 34.6 | Male | 16,312 | 1,446 | 1,476 | 1,507 | 1,334 | 2,400 | 2,418 | 1,866 | 1,571 | 2,294 | 35.0 |
| | | Female | 18,288 | 1,465 | 1,480 | 1,421 | 1,414 | 2,432 | 2,410 | 1,954 | 1,754 | 3,958 | 38.9 |
| Clark | 15.9 | Male | 7,649 | 681 | 686 | 667 | 632 | 1,119 | 1,080 | 842 | 723 | 1,219 | 35.4 |
| | | Female | 8,251 | 619 | 650 | 618 | 605 | 1,101 | 1,068 | 863 | 840 | 1,887 | 40.0 |
| Clay | 14.4 | Male | 6,820 | 555 | 658 | 610 | 557 | 1,007 | 985 | 726 | 620 | 1,102 | 35.2 |
| | | Female | 7,580 | 557 | 691 | 591 | 513 | 990 | 999 | 799 | 729 | 1,711 | 39.5 |
| ☐ Clinton | 34.2 | Male | 17,433 | 1,553 | 1,682 | 1,579 | 1,780 | 3,059 | 2,634 | 1,727 | 1,449 | 1,970 | 31.9 |
| | | Female | 16,767 | 1,421 | 1,597 | 1,454 | 1,423 | 2,580 | 2,291 | 1,694 | 1,535 | 2,772 | 34.6 |
| Coles | 51.7 | Male | 24,424 | 1,853 | 1,925 | 1,810 | 5,327 | 3,380 | 3,262 | 2,228 | 1,932 | 2,707 | 28.8 |
| | | Female | 27,276 | 1,736 | 1,886 | 1,650 | 6,108 | 3,437 | 3,367 | 2,457 | 2,113 | 4,522 | 31.6 |
| Cook | 5,107.9 | Male | 2,457,247 | 240,495 | 215,298 | 205,414 | 267,879 | 454,087 | 371,186 | 253,858 | 201,272 | 247,758 | 31.6 |
| | | Female | 2,650,653 | 231,168 | 207,586 | 196,225 | 261,631 | 457,821 | 394,049 | 282,437 | 229,630 | 390,106 | 34.4 |
| Crawford | 19.4 | Male | 9,376 | 797 | 866 | 820 | 721 | 1,366 | 1,377 | 1,034 | 941 | 1,454 | 35.9 |
| | | Female | 10,024 | 755 | 795 | 787 | 691 | 1,354 | 1,369 | 1,089 | 1,037 | 2,147 | 39.6 |
| Cumberland | 10.8 | Male | 5,332 | 526 | 554 | 509 | 500 | 779 | 748 | 563 | 479 | 674 | 32.4 |
| | | Female | 5,468 | 500 | 496 | 452 | 414 | 774 | 718 | 576 | 506 | 1,032 | 36.4 |
| De Kalb | 79.5 | Male | 39,152 | 3,134 | 3,105 | 2,621 | 9,464 | 6,220 | 5,291 | 3,490 | 2,540 | 3,287 | 27.0 |
| | | Female | 40,348 | 3,069 | 2,811 | 2,554 | 9,915 | 5,798 | 5,024 | 3,539 | 2,619 | 5,019 | 28.1 |
| De Witt | 16.3 | Male | 7,990 | 725 | 770 | 750 | 650 | 1,239 | 1,148 | 909 | 716 | 1,063 | 33.9 |
| | | Female | 8,310 | 636 | 730 | 607 | 604 | 1,204 | 1,150 | 964 | 767 | 1,648 | 38.3 |
| Douglas | 19.4 | Male | 9,390 | 907 | 992 | 907 | 719 | 1,412 | 1,369 | 970 | 919 | 1,195 | 33.3 |
| | | Female | 10,010 | 848 | 957 | 886 | 674 | 1,425 | 1,326 | 1,069 | 1,025 | 1,800 | 36.6 |
| Du Page | 810.6 | Male | 400,061 | 41,628 | 36,605 | 32,576 | 38,250 | 75,732 | 71,423 | 47,050 | 28,976 | 27,821 | 31.7 |
| | | Female | 410,539 | 39,273 | 34,681 | 30,662 | 36,045 | 76,846 | 73,273 | 46,846 | 29,740 | 43,173 | 33.4 |
| Edgar | 19.2 | Male | 9,115 | 783 | 842 | 874 | 708 | 1,265 | 1,329 | 1,033 | 844 | 1,437 | 35.6 |
| | | Female | 10,085 | 728 | 822 | 876 | 686 | 1,256 | 1,364 | 1,113 | 985 | 2,255 | 39.9 |
| Edwards | 7.4 | Male | 3,554 | 278 | 346 | 306 | 285 | 495 | 529 | 381 | 319 | 615 | 36.3 |
| | | Female | 3,846 | 300 | 290 | 311 | 275 | 501 | 534 | 406 | 358 | 871 | 39.6 |
| Effingham | 32.3 | Male | 15,776 | 1,766 | 1,723 | 1,493 | 1,369 | 2,549 | 2,292 | 1,569 | 1,185 | 1,830 | 31.0 |
| | | Female | 16,524 | 1,702 | 1,710 | 1,362 | 1,275 | 2,552 | 2,224 | 1,618 | 1,362 | 2,719 | 33.7 |
| Fayette | 20.7 | Male | 10,515 | 847 | 901 | 919 | 1,002 | 1,818 | 1,511 | 1,054 | 926 | 1,537 | 33.7 |
| | | Female | 10,185 | 819 | 904 | 793 | 712 | 1,374 | 1,308 | 1,102 | 960 | 2,213 | 38.7 |
| Ford | 14.1 | Male | 6,745 | 593 | 673 | 634 | 483 | 942 | 1,004 | 683 | 687 | 1,046 | 35.5 |
| | | Female | 7,355 | 550 | 655 | 565 | 455 | 1,022 | 924 | 775 | 721 | 1,688 | 39.7 |
| Franklin | 39.8 | Male | 18,874 | 1,525 | 1,642 | 1,790 | 1,662 | 2,490 | 2,793 | 2,180 | 1,698 | 3,094 | 36.2 |
| | | Female | 20,926 | 1,465 | 1,533 | 1,632 | 1,591 | 2,648 | 2,828 | 2,238 | 1,969 | 5,022 | 40.6 |
| Fulton | 38.0 | Male | 18,646 | 1,410 | 1,679 | 1,722 | 1,679 | 2,777 | 2,794 | 1,908 | 1,715 | 2,962 | 35.2 |
| | | Female | 19,354 | 1,337 | 1,555 | 1,622 | 1,373 | 2,499 | 2,655 | 2,047 | 1,950 | 4,316 | 39.9 |
| Gallatin | 6.7 | Male | 3,206 | 265 | 271 | 280 | 270 | 412 | 422 | 426 | 333 | 527 | 37.5 |
| | | Female | 3,494 | 227 | 265 | 273 | 288 | 391 | 507 | 419 | 328 | 796 | 41.0 |
| Greene | 15.3 | Male | 7,429 | 667 | 730 | 763 | 608 | 1,029 | 976 | 757 | 711 | 1,188 | 34.2 |
| | | Female | 7,871 | 667 | 636 | 597 | 601 | 1,028 | 995 | 822 | 786 | 1,739 | 39.1 |
| Grundy | 32.8 | Male | 16,270 | 1,456 | 1,650 | 1,568 | 1,435 | 2,621 | 2,660 | 1,846 | 1,273 | 1,761 | 32.7 |
| | | Female | 16,530 | 1,459 | 1,574 | 1,413 | 1,343 | 2,585 | 2,520 | 1,789 | 1,331 | 2,516 | 34.6 |
| Hamilton | 8.4 | Male | 3,969 | 284 | 361 | 355 | 283 | 551 | 567 | 438 | 415 | 715 | 37.7 |
| | | Female | 4,431 | 344 | 349 | 322 | 277 | 552 | 542 | 483 | 430 | 1,132 | 41.9 |
| Hancock | 21.1 | Male | 10,030 | 802 | 979 | 922 | 711 | 1,409 | 1,531 | 1,055 | 1,013 | 1,608 | 36.3 |
| | | Female | 11,070 | 848 | 958 | 916 | 755 | 1,430 | 1,469 | 1,174 | 1,140 | 2,380 | 39.3 |
| Hardin | 5.2 | Male | 2,612 | 187 | 243 | 221 | 246 | 377 | 383 | 294 | 265 | 396 | 35.8 |
| | | Female | 2,588 | 164 | 208 | 212 | 201 | 322 | 370 | 278 | 296 | 537 | 40.1 |
| Henderson | 8.1 | Male | 3,966 | 334 | 365 | 348 | 265 | 537 | 604 | 528 | 424 | 561 | 37.2 |
| | | Female | 4,134 | 321 | 372 | 346 | 264 | 568 | 558 | 509 | 431 | 765 | 38.5 |
| Henry | 50.2 | Male | 24,505 | 2,187 | 2,492 | 2,409 | 1,887 | 3,326 | 3,762 | 2,875 | 2,245 | 3,322 | 34.9 |
| | | Female | 25,695 | 2,027 | 2,235 | 2,194 | 1,873 | 3,351 | 3,782 | 2,850 | 2,397 | 4,986 | 38.1 |
| Iroquois | 30.6 | Male | 14,819 | 1,333 | 1,465 | 1,393 | 1,093 | 2,037 | 2,099 | 1,669 | 1,435 | 2,295 | 35.4 |
| | | Female | 15,781 | 1,195 | 1,296 | 1,266 | 1,040 | 2,104 | 2,140 | 1,742 | 1,625 | 3,373 | 39.6 |
| Jackson | 61.1 | Male | 31,409 | 2,158 | 2,133 | 1,854 | 9,543 | 5,106 | 3,801 | 2,421 | 1,800 | 2,593 | 25.0 |
| | | Female | 29,691 | 2,051 | 1,931 | 1,728 | 7,196 | 4,385 | 3,772 | 2,453 | 2,055 | 4,120 | 29.4 |
| Jasper | 10.6 | Male | 5,182 | 481 | 561 | 493 | 375 | 793 | 697 | 534 | 453 | 795 | 33.6 |
| | | Female | 5,418 | 461 | 543 | 467 | 387 | 727 | 718 | 543 | 482 | 1,090 | 36.7 |
| Jefferson | 36.8 | Male | 17,657 | 1,669 | 1,757 | 1,606 | 1,474 | 2,604 | 2,725 | 1,888 | 1,491 | 2,443 | 33.9 |
| | | Female | 19,143 | 1,648 | 1,646 | 1,603 | 1,474 | 2,687 | 2,725 | 1,945 | 1,709 | 3,706 | 36.9 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES | | | | Population by Age and Sex | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | Median Age By Sex |
| **ILLINOIS (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| ☐ Jersey | 20.7 | Male | 10,127 | 919 | 1,016 | 947 | 1,053 | 1,506 | 1,502 | 1,102 | 913 | 1,169 | 32.5 |
| | | Female | 10,573 | 896 | 973 | 838 | 1,080 | 1,552 | 1,430 | 1,160 | 935 | 1,709 | 34.7 |
| Jo Daviess | 21.7 | Male | 10,675 | 913 | 1,014 | 1,027 | 848 | 1,483 | 1,557 | 1,213 | 1,086 | 1,534 | 35.3 |
| | | Female | 11,025 | 884 | 915 | 958 | 773 | 1,515 | 1,534 | 1,259 | 1,081 | 2,106 | 38.0 |
| Johnson | 11.7 | Male | 6,762 | 352 | 398 | 416 | 789 | 1,494 | 1,202 | 773 | 548 | 790 | 34.5 |
| | | Female | 4,938 | 348 | 418 | 393 | 345 | 628 | 644 | 600 | 534 | 1,028 | 40.2 |
| Kane | 331.0 | Male | 164,361 | 18,376 | 17,341 | 15,491 | 16,301 | 28,924 | 27,474 | 17,478 | 10,977 | 11,999 | 30.1 |
| | | Female | 166,639 | 17,402 | 16,481 | 14,261 | 15,184 | 28,295 | 27,448 | 16,908 | 11,498 | 19,162 | 32.1 |
| Kankakee | 96.2 | Male | 46,569 | 4,726 | 4,750 | 4,483 | 4,510 | 6,835 | 6,888 | 5,034 | 3,808 | 5,535 | 32.0 |
| | | Female | 49,631 | 4,381 | 4,590 | 4,315 | 4,639 | 7,379 | 7,280 | 5,030 | 4,249 | 7,768 | 34.3 |
| Kendall | 40.4 | Male | 20,227 | 2,004 | 2,236 | 2,053 | 1,790 | 3,103 | 3,497 | 2,668 | 1,394 | 1,482 | 31.5 |
| | | Female | 20,173 | 1,872 | 2,033 | 1,912 | 1,715 | 3,186 | 3,498 | 2,487 | 1,392 | 2,078 | 33.0 |
| Knox | 56.1 | Male | 27,479 | 2,205 | 2,367 | 2,385 | 2,645 | 4,080 | 4,391 | 3,052 | 2,571 | 3,783 | 35.1 |
| | | Female | 28,621 | 1,999 | 2,235 | 2,273 | 2,416 | 3,699 | 4,106 | 3,073 | 2,889 | 5,931 | 39.1 |
| Lake | 537.1 | Male | 271,587 | 28,670 | 25,719 | 22,370 | 33,017 | 46,573 | 46,683 | 30,449 | 19,383 | 18,723 | 30.6 |
| | | Female | 265,513 | 27,454 | 24,236 | 21,080 | 22,965 | 46,734 | 47,030 | 29,775 | 19,477 | 26,762 | 32.9 |
| La Salle | 106.7 | Male | 52,136 | 4,600 | 4,903 | 4,604 | 4,865 | 7,775 | 7,506 | 5,663 | 4,804 | 7,416 | 34.1 |
| | | Female | 54,564 | 4,381 | 4,578 | 4,238 | 4,070 | 7,741 | 7,354 | 5,762 | 5,207 | 11,233 | 38.1 |
| Lawrence | 15.5 | Male | 7,262 | 604 | 655 | 622 | 573 | 1,038 | 1,044 | 780 | 719 | 1,227 | 36.3 |
| | | Female | 8,238 | 570 | 652 | 603 | 561 | 1,095 | 1,057 | 827 | 821 | 2,052 | 41.0 |
| Lee | 34.9 | Male | 17,590 | 1,562 | 1,599 | 1,501 | 1,578 | 3,042 | 2,853 | 1,867 | 1,528 | 2,060 | 33.4 |
| | | Female | 17,310 | 1,434 | 1,568 | 1,434 | 1,304 | 2,628 | 2,449 | 1,806 | 1,574 | 3,113 | 36.2 |
| Livingston | 39.2 | Male | 19,668 | 1,668 | 1,699 | 1,637 | 1,891 | 3,636 | 3,044 | 2,016 | 1,604 | 2,473 | 33.1 |
| | | Female | 19,532 | 1,611 | 1,671 | 1,540 | 1,390 | 2,994 | 2,740 | 1,993 | 1,769 | 3,824 | 37.0 |
| Logan | 31.5 | Male | 15,788 | 1,283 | 1,383 | 1,166 | 1,803 | 2,855 | 2,415 | 1,681 | 1,280 | 1,922 | 32.9 |
| | | Female | 15,712 | 1,216 | 1,310 | 1,197 | 1,253 | 2,203 | 2,223 | 1,712 | 1,401 | 3,197 | 38.0 |
| McDonough | 34.7 | Male | 17,239 | 1,087 | 1,172 | 1,084 | 5,194 | 2,185 | 1,978 | 1,473 | 1,192 | 1,874 | 25.4 |
| | | Female | 17,461 | 1,037 | 1,063 | 1,065 | 4,304 | 2,103 | 2,019 | 1,504 | 1,336 | 3,030 | 31.0 |
| McHenry | 191.0 | Male | 95,488 | 10,464 | 10,051 | 8,460 | 7,938 | 16,452 | 17,093 | 11,175 | 6,447 | 7,408 | 31.6 |
| | | Female | 95,512 | 9,728 | 9,181 | 7,908 | 7,417 | 16,757 | 16,900 | 10,383 | 6,423 | 10,815 | 33.1 |
| McLean | 131.7 | Male | 62,973 | 5,627 | 5,432 | 4,742 | 12,293 | 10,134 | 9,359 | 5,882 | 4,186 | 5,318 | 28.3 |
| | | Female | 68,727 | 5,256 | 5,193 | 4,559 | 13,952 | 10,603 | 9,714 | 6,029 | 4,790 | 8,631 | 30.1 |
| Macon | 115.4 | Male | 55,026 | 4,990 | 5,151 | 5,230 | 4,904 | 7,963 | 8,700 | 6,373 | 5,125 | 6,590 | 34.1 |
| | | Female | 60,374 | 4,803 | 4,972 | 4,960 | 5,278 | 8,521 | 9,116 | 6,642 | 5,666 | 10,416 | 36.8 |
| Macoupin | 47.8 | Male | 22,879 | 1,965 | 2,201 | 2,150 | 1,958 | 3,169 | 3,319 | 2,407 | 2,244 | 3,466 | 35.0 |
| | | Female | 24,921 | 1,890 | 2,121 | 2,096 | 1,973 | 3,319 | 3,367 | 2,516 | 2,368 | 5,271 | 38.2 |
| ☐ Madison | 250.7 | Male | 120,374 | 11,318 | 11,157 | 10,377 | 11,496 | 19,850 | 18,400 | 13,297 | 10,824 | 13,655 | 33.0 |
| | | Female | 130,326 | 10,945 | 10,665 | 10,108 | 11,911 | 20,112 | 18,952 | 13,873 | 12,262 | 21,498 | 35.8 |
| Marion | 41.3 | Male | 19,643 | 1,867 | 1,993 | 1,845 | 1,645 | 2,862 | 2,799 | 2,165 | 1,746 | 2,721 | 33.6 |
| | | Female | 21,657 | 1,738 | 1,879 | 1,729 | 1,612 | 3,076 | 2,984 | 2,291 | 1,954 | 4,394 | 37.7 |
| Marshall | 12.8 | Male | 6,196 | 436 | 596 | 578 | 497 | 817 | 931 | 725 | 599 | 1,017 | 36.9 |
| | | Female | 6,604 | 520 | 550 | 541 | 459 | 804 | 924 | 698 | 620 | 1,488 | 39.6 |
| Mason | 15.9 | Male | 7,751 | 664 | 729 | 748 | 641 | 1,008 | 1,142 | 894 | 748 | 1,177 | 35.7 |
| | | Female | 8,149 | 638 | 682 | 696 | 576 | 1,102 | 1,146 | 920 | 760 | 1,629 | 38.3 |
| Massac | 14.8 | Male | 6,975 | 532 | 632 | 600 | 578 | 969 | 984 | 816 | 701 | 1,163 | 36.8 |
| | | Female | 7,825 | 526 | 604 | 631 | 540 | 1,094 | 993 | 887 | 819 | 1,731 | 40.2 |
| Menard | 11.1 | Male | 5,320 | 510 | 559 | 502 | 356 | 800 | 865 | 621 | 464 | 643 | 34.2 |
| | | Female | 5,780 | 445 | 550 | 477 | 395 | 801 | 919 | 672 | 473 | 1,048 | 37.4 |
| Mercer | 17.1 | Male | 8,305 | 686 | 819 | 800 | 629 | 1,148 | 1,274 | 1,035 | 774 | 1,140 | 35.6 |
| | | Female | 8,795 | 683 | 803 | 773 | 629 | 1,163 | 1,269 | 1,044 | 774 | 1,657 | 37.7 |
| ☐ Monroe | 23.2 | Male | 11,425 | 1,065 | 1,182 | 999 | 919 | 1,870 | 1,783 | 1,255 | 1,078 | 1,274 | 33.3 |
| | | Female | 11,775 | 1,012 | 1,071 | 894 | 934 | 1,921 | 1,678 | 1,328 | 1,052 | 1,885 | 35.3 |
| Montgomery | 30.7 | Male | 15,267 | 1,347 | 1,415 | 1,306 | 1,343 | 2,587 | 2,237 | 1,510 | 1,302 | 2,220 | 33.6 |
| | | Female | 15,433 | 1,206 | 1,367 | 1,199 | 1,077 | 2,115 | 2,048 | 1,522 | 1,455 | 3,444 | 38.7 |
| Morgan | 36.3 | Male | 17,645 | 1,454 | 1,604 | 1,504 | 2,001 | 2,872 | 2,595 | 1,903 | 1,519 | 2,193 | 32.9 |
| | | Female | 18,655 | 1,421 | 1,491 | 1,440 | 1,803 | 2,601 | 2,563 | 1,967 | 1,736 | 3,633 | 37.2 |
| Moultrie | 13.9 | Male | 6,624 | 578 | 677 | 626 | 498 | 901 | 970 | 741 | 580 | 1,053 | 35.3 |
| | | Female | 7,276 | 573 | 587 | 620 | 446 | 975 | 1,004 | 758 | 668 | 1,645 | 39.4 |
| Ogle | 46.3 | Male | 22,686 | 2,093 | 2,330 | 2,056 | 1,830 | 3,571 | 3,476 | 2,654 | 1,946 | 2,730 | 33.5 |
| | | Female | 23,614 | 2,108 | 2,157 | 2,038 | 1,802 | 3,541 | 3,462 | 2,623 | 2,044 | 3,839 | 35.5 |
| Peoria | 181.8 | Male | 87,055 | 8,152 | 8,323 | 8,008 | 9,358 | 12,855 | 13,309 | 9,515 | 7,384 | 10,151 | 32.5 |
| | | Female | 94,745 | 7,718 | 7,669 | 7,701 | 9,401 | 13,799 | 14,301 | 9,921 | 8,290 | 15,945 | 35.8 |
| Perry | 21.3 | Male | 10,249 | 923 | 966 | 1,022 | 878 | 1,461 | 1,571 | 1,088 | 938 | 1,402 | 34.1 |
| | | Female | 11,051 | 832 | 949 | 949 | 876 | 1,477 | 1,558 | 1,129 | 1,012 | 2,269 | 37.8 |

# POPULATION BY AGE AND SEX

**S&MM ESTIMATES**

| METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **ILLINOIS (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Piatt | 15.5 | Male | 7,543 | 652 | 744 | 676 | 545 | 1,133 | 1,197 | 916 | 730 | 950 | 35.2 |
| | | Female | 7,957 | 579 | 677 | 666 | 530 | 1,132 | 1,211 | 961 | 740 | 1,461 | 38.3 |
| Pike | 17.5 | Male | 8,440 | 681 | 814 | 770 | 655 | 1,119 | 1,196 | 888 | 810 | 1,507 | 36.5 |
| | | Female | 9,060 | 685 | 722 | 688 | 644 | 1,093 | 1,205 | 943 | 921 | 2,159 | 40.8 |
| Pope | 4.4 | Male | 2,340 | 148 | 170 | 245 | 352 | 301 | 302 | 265 | 196 | 361 | 33.5 |
| | | Female | 2,060 | 126 | 162 | 167 | 155 | 271 | 280 | 239 | 208 | 452 | 40.3 |
| Pulaski | 7.5 | Male | 3,481 | 329 | 390 | 357 | 263 | 450 | 451 | 342 | 330 | 569 | 33.9 |
| | | Female | 4,019 | 357 | 390 | 356 | 294 | 536 | 442 | 413 | 385 | 846 | 36.7 |
| Putnam | 5.6 | Male | 2,804 | 261 | 263 | 237 | 218 | 400 | 416 | 356 | 264 | 389 | 35.6 |
| | | Female | 2,796 | 227 | 251 | 232 | 199 | 400 | 398 | 350 | 255 | 484 | 37.2 |
| Randolph | 34.6 | Male | 18,450 | 1,342 | 1,528 | 1,469 | 2,023 | 3,681 | 2,988 | 1,846 | 1,380 | 2,193 | 32.8 |
| | | Female | 16,150 | 1,310 | 1,438 | 1,360 | 1,226 | 2,245 | 2,217 | 1,683 | 1,485 | 3,186 | 37.2 |
| Richland | 16.1 | Male | 7,689 | 711 | 754 | 678 | 649 | 1,151 | 1,059 | 870 | 717 | 1,100 | 34.1 |
| | | Female | 8,411 | 689 | 735 | 630 | 583 | 1,209 | 1,080 | 911 | 825 | 1,749 | 38.3 |
| Rock Island | 146.1 | Male | 70,306 | 6,353 | 6,631 | 6,172 | 6,607 | 10,472 | 10,959 | 7,947 | 6,451 | 8,714 | 34.0 |
| | | Female | 75,794 | 6,098 | 6,282 | 5,897 | 6,891 | 10,905 | 11,055 | 8,289 | 7,070 | 13,307 | 36.6 |
| ☐ St. Clair | 262.5 | Male | 125,443 | 13,192 | 13,096 | 12,273 | 12,507 | 20,458 | 18,540 | 11,969 | 10,335 | 13,073 | 30.7 |
| | | Female | 137,057 | 12,680 | 12,397 | 11,653 | 12,413 | 22,139 | 19,817 | 13,341 | 12,037 | 20,580 | 33.8 |
| Saline | 26.3 | Male | 12,402 | 998 | 1,103 | 1,246 | 1,047 | 1,626 | 1,751 | 1,406 | 1,203 | 2,022 | 36.0 |
| | | Female | 13,898 | 970 | 1,039 | 1,019 | 975 | 1,809 | 1,823 | 1,503 | 1,367 | 3,393 | 41.2 |
| Sangamon | 180.3 | Male | 84,905 | 8,183 | 8,140 | 7,327 | 7,199 | 14,358 | 14,226 | 9,253 | 7,002 | 9,217 | 33.1 |
| | | Female | 95,395 | 7,812 | 7,860 | 7,008 | 7,817 | 15,390 | 15,493 | 10,087 | 8,152 | 15,776 | 36.2 |
| Schuyler | 7.5 | Male | 3,654 | 253 | 357 | 355 | 302 | 490 | 537 | 398 | 352 | 610 | 36.3 |
| | | Female | 3,846 | 287 | 309 | 307 | 250 | 530 | 515 | 404 | 395 | 849 | 39.7 |
| Scott | 5.6 | Male | 2,670 | 256 | 238 | 251 | 206 | 398 | 379 | 285 | 258 | 399 | 34.6 |
| | | Female | 2,930 | 224 | 275 | 225 | 210 | 405 | 378 | 330 | 267 | 616 | 38.3 |
| Shelby | 22.3 | Male | 10,977 | 931 | 1,018 | 1,060 | 936 | 1,540 | 1,506 | 1,202 | 1,078 | 1,706 | 35.0 |
| | | Female | 11,323 | 933 | 920 | 919 | 788 | 1,557 | 1,491 | 1,250 | 1,123 | 2,342 | 38.7 |
| Stark | 6.3 | Male | 3,040 | 249 | 285 | 301 | 223 | 401 | 436 | 365 | 290 | 490 | 36.4 |
| | | Female | 3,260 | 248 | 274 | 265 | 208 | 414 | 445 | 346 | 318 | 742 | 40.0 |
| Stephenson | 48.1 | Male | 23,219 | 2,161 | 2,185 | 2,036 | 2,013 | 3,585 | 3,473 | 2,614 | 2,093 | 3,059 | 34.0 |
| | | Female | 24,881 | 2,046 | 2,085 | 1,940 | 1,985 | 3,591 | 3,567 | 2,730 | 2,230 | 4,707 | 37.2 |
| Tazewell | 123.6 | Male | 59,958 | 5,324 | 5,687 | 5,733 | 5,171 | 8,787 | 9,692 | 7,029 | 5,842 | 6,693 | 34.2 |
| | | Female | 63,642 | 5,168 | 5,467 | 5,387 | 5,170 | 9,340 | 9,870 | 7,267 | 6,113 | 9,860 | 36.3 |
| Union | 17.7 | Male | 8,615 | 685 | 693 | 747 | 723 | 1,205 | 1,309 | 1,094 | 790 | 1,369 | 36.9 |
| | | Female | 9,085 | 643 | 671 | 686 | 647 | 1,192 | 1,265 | 1,072 | 896 | 2,013 | 40.6 |
| Vermilion | 87.5 | Male | 42,637 | 3,664 | 3,946 | 3,982 | 3,573 | 6,428 | 6,553 | 4,812 | 3,996 | 5,683 | 34.6 |
| | | Female | 44,863 | 3,608 | 3,800 | 3,771 | 3,467 | 6,231 | 6,451 | 4,908 | 4,341 | 8,286 | 37.4 |
| Wabash | 13.1 | Male | 6,295 | 541 | 642 | 572 | 542 | 944 | 970 | 683 | 556 | 845 | 34.0 |
| | | Female | 6,805 | 525 | 590 | 560 | 568 | 960 | 958 | 675 | 671 | 1,298 | 37.1 |
| Warren | 18.7 | Male | 9,027 | 783 | 918 | 823 | 939 | 1,185 | 1,325 | 977 | 783 | 1,294 | 33.9 |
| | | Female | 9,673 | 699 | 844 | 816 | 913 | 1,230 | 1,307 | 986 | 896 | 1,982 | 37.6 |
| Washington | 15.1 | Male | 7,347 | 631 | 706 | 675 | 537 | 1,108 | 1,061 | 759 | 672 | 1,198 | 35.2 |
| | | Female | 7,753 | 636 | 719 | 616 | 538 | 1,052 | 1,033 | 836 | 691 | 1,632 | 38.1 |
| Wayne | 17.0 | Male | 8,179 | 715 | 750 | 726 | 681 | 1,147 | 1,077 | 941 | 782 | 1,360 | 35.7 |
| | | Female | 8,821 | 616 | 688 | 682 | 683 | 1,149 | 1,127 | 992 | 894 | 1,990 | 40.3 |
| White | 16.2 | Male | 7,643 | 635 | 642 | 653 | 544 | 1,114 | 1,110 | 842 | 774 | 1,329 | 37.1 |
| | | Female | 8,557 | 588 | 686 | 625 | 552 | 1,134 | 1,091 | 911 | 886 | 2,084 | 41.4 |
| Whiteside | 59.8 | Male | 29,161 | 2,658 | 2,832 | 2,880 | 2,495 | 4,266 | 4,401 | 3,287 | 2,676 | 3,666 | 33.7 |
| | | Female | 30,639 | 2,496 | 2,604 | 2,712 | 2,396 | 4,321 | 4,510 | 3,329 | 2,947 | 5,324 | 36.8 |
| Will | 365.6 | Male | 182,569 | 19,225 | 19,288 | 17,986 | 18,486 | 30,857 | 31,518 | 20,574 | 12,063 | 12,572 | 30.3 |
| | | Female | 183,031 | 18,049 | 18,421 | 16,679 | 16,581 | 30,605 | 31,668 | 19,573 | 12,254 | 19,201 | 32.1 |
| Williamson | 57.8 | Male | 27,844 | 2,320 | 2,411 | 2,370 | 2,518 | 4,346 | 4,373 | 3,311 | 2,414 | 3,781 | 34.9 |
| | | Female | 29,956 | 2,228 | 2,300 | 2,283 | 2,444 | 4,233 | 4,220 | 3,387 | 2,748 | 6,113 | 38.5 |
| Winnebago | 254.1 | Male | 123,254 | 12,148 | 11,389 | 10,706 | 11,426 | 20,773 | 19,515 | 13,868 | 10,381 | 13,048 | 32.7 |
| | | Female | 130,846 | 11,558 | 11,028 | 10,228 | 11,723 | 20,986 | 20,449 | 14,180 | 11,216 | 19,478 | 35.0 |
| Woodford | 32.9 | Male | 16,091 | 1,520 | 1,724 | 1,612 | 1,321 | 2,213 | 2,664 | 1,807 | 1,315 | 1,915 | 33.4 |
| | | Female | 16,809 | 1,430 | 1,668 | 1,576 | 1,311 | 2,262 | 2,623 | 1,768 | 1,412 | 2,759 | 35.6 |
| **TOTAL METRO COUNTIES** | **9,536.2** | **Male** | **4,631,908** | **459,139** | **424,713** | **396,072** | **499,864** | **822,506** | **729,337** | **493,737** | **367,123** | **439,417** | **31.5** |
| | | **Female** | **4,904,292** | **438,763** | **406,082** | **376,167** | **477,966** | **832,140** | **759,638** | **523,533** | **406,238** | **683,765** | **34.1** |
| **TOTAL STATE** | **11,511.8** | **Male** | **5,595,083** | **540,690** | **512,577** | **480,354** | **603,711** | **967,242** | **869,934** | **596,730** | **452,331** | **571,514** | **31.8** |
| | | **Female** | **5,916,717** | **517,108** | **489,404** | **455,510** | **573,121** | **970,803** | **896,918** | **629,531** | **499,827** | **884,495** | **34.5** |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **INDIANA** | | | | | | | | | | | | | |
| **ANDERSON** | **130.6** | **Male** | **63,938** | **5,367** | **5,549** | **5,881** | **6,695** | **9,871** | **10,007** | **7,684** | **5,762** | **7,122** | **33.6** |
| | | **Female** | **66,662** | **5,001** | **5,247** | **5,482** | **6,217** | **9,326** | **10,040** | **7,608** | **6,367** | **11,374** | **37.0** |
| Madison | 130.6 | Male | 63,938 | 5,367 | 5,549 | 5,881 | 6,695 | 9,871 | 10,007 | 7,684 | 5,762 | 7,122 | 33.6 |
| | | Female | 66,662 | 5,001 | 5,247 | 5,482 | 6,217 | 9,326 | 10,040 | 7,608 | 6,367 | 11,374 | 37.0 |
| **BLOOMINGTON** | **110.7** | **Male** | **53,585** | **3,829** | **3,596** | **3,324** | **14,633** | **9,268** | **7,311** | **4,547** | **3,296** | **3,781** | **26.5** |
| | | **Female** | **57,115** | **3,664** | **3,375** | **3,036** | **16,339** | **8,873** | **7,459** | **4,765** | **3,730** | **5,874** | **27.4** |
| Monroe | 110.7 | Male | 53,585 | 3,829 | 3,596 | 3,324 | 14,633 | 9,268 | 7,311 | 4,547 | 3,296 | 3,781 | 26.5 |
| | | Female | 57,115 | 3,664 | 3,375 | 3,036 | 16,339 | 8,873 | 7,459 | 4,765 | 3,730 | 5,874 | 27.4 |
| **ELKHART - GOSHEN** | **159.4** | **Male** | **78,012** | **8,514** | **7,748** | **7,157** | **7,869** | **12,826** | **12,424** | **8,484** | **5,901** | **7,089** | **31.0** |
| | | **Female** | **81,388** | **8,021** | **7,314** | **6,882** | **7,845** | **12,679** | **12,628** | **8,566** | **6,494** | **10,959** | **33.4** |
| Elkhart | 159.4 | Male | 78,012 | 8,514 | 7,748 | 7,157 | 7,869 | 12,826 | 12,424 | 8,484 | 5,901 | 7,089 | 31.0 |
| | | Female | 81,388 | 8,021 | 7,314 | 6,882 | 7,845 | 12,679 | 12,628 | 8,566 | 6,494 | 10,959 | 33.4 |
| **EVANSVILLE** | **280.2** | **Male** | **134,016** | **12,388** | **12,667** | **11,629** | **12,361** | **22,116** | **21,518** | **14,774** | **11,345** | **15,218** | **33.1** |
| | | **Female** | **146,184** | **11,765** | **12,163** | **10,984** | **13,180** | **23,027** | **21,994** | **15,500** | **13,083** | **24,488** | **35.9** |
| Posey | 25.9 | Male | 12,820 | 1,240 | 1,291 | 1,249 | 1,031 | 2,046 | 2,123 | 1,456 | 1,053 | 1,331 | 32.8 |
| | | Female | 13,080 | 1,187 | 1,214 | 1,114 | 1,021 | 2,124 | 2,097 | 1,402 | 1,122 | 1,799 | 34.4 |
| Vanderburgh | 165.1 | Male | 77,831 | 7,165 | 6,932 | 6,153 | 7,584 | 13,253 | 11,994 | 8,152 | 6,873 | 9,725 | 33.4 |
| | | Female | 87,269 | 6,860 | 6,720 | 5,860 | 8,371 | 13,578 | 12,238 | 8,860 | 8,251 | 16,531 | 36.8 |
| Warrick | 45.9 | Male | 22,590 | 2,068 | 2,326 | 2,364 | 1,897 | 3,407 | 4,043 | 2,813 | 1,687 | 1,985 | 32.7 |
| | | Female | 23,310 | 1,894 | 2,187 | 2,195 | 1,836 | 3,662 | 4,218 | 2,789 | 1,743 | 2,786 | 34.7 |
| *Henderson, Ky.* | *43.3* | *Male* | *20,775* | *1,915* | *2,118* | *1,863* | *1,849* | *3,410* | *3,358* | *2,353* | *1,732* | *2,177* | *32.7* |
| | | *Female* | *22,525* | *1,824* | *2,042* | *1,815* | *1,952* | *3,663* | *3,441* | *2,449* | *1,967* | *3,372* | *34.9* |
| **FORT WAYNE** | **369.8** | **Male** | **179,687** | **18,369** | **17,930** | **16,776** | **17,425** | **30,574** | **29,357** | **18,476** | **13,892** | **16,888** | **31.3** |
| | | **Female** | **190,113** | **17,512** | **17,208** | **16,118** | **17,274** | **31,284** | **29,866** | **19,300** | **15,331** | **26,220** | **33.6** |
| Allen | 305.2 | Male | 148,001 | 15,248 | 14,732 | 13,560 | 14,546 | 25,463 | 24,206 | 15,248 | 11,356 | 13,642 | 31.3 |
| | | Female | 157,199 | 14,544 | 14,050 | 13,155 | 14,557 | 26,097 | 24,970 | 15,902 | 12,563 | 21,361 | 33.5 |
| De Kalb | 36.3 | Male | 17,787 | 1,758 | 1,839 | 1,780 | 1,672 | 2,967 | 2,823 | 1,827 | 1,393 | 1,728 | 31.2 |
| | | Female | 18,513 | 1,674 | 1,825 | 1,689 | 1,554 | 3,004 | 2,709 | 1,932 | 1,473 | 2,653 | 33.4 |
| Whitley | 28.3 | Male | 13,899 | 1,363 | 1,359 | 1,436 | 1,207 | 2,144 | 2,328 | 1,401 | 1,143 | 1,518 | 32.4 |
| | | Female | 14,401 | 1,294 | 1,333 | 1,274 | 1,163 | 2,183 | 2,187 | 1,466 | 1,295 | 2,206 | 34.8 |
| **GARY - HAMMOND** | **603.0** | **Male** | **290,679** | **27,114** | **29,906** | **29,167** | **27,728** | **44,091** | **45,664** | **32,456** | **25,252** | **29,301** | **32.1** |
| | | **Female** | **312,321** | **26,094** | **28,708** | **28,313** | **28,529** | **48,694** | **47,955** | **34,080** | **27,648** | **42,300** | **34.1** |
| Lake | 472.1 | Male | 226,597 | 21,494 | 23,434 | 22,820 | 21,002 | 34,660 | 34,265 | 24,613 | 20,256 | 24,053 | 32.1 |
| | | Female | 245,503 | 20,644 | 22,443 | 22,210 | 21,784 | 38,301 | 36,509 | 26,566 | 22,485 | 34,561 | 34.3 |
| Porter | 130.9 | Male | 64,082 | 5,620 | 6,472 | 6,347 | 6,726 | 9,431 | 11,399 | 7,843 | 4,996 | 5,248 | 32.3 |
| | | Female | 66,818 | 5,450 | 6,265 | 6,103 | 6,745 | 10,393 | 11,446 | 7,514 | 5,163 | 7,739 | 33.5 |
| **INDIANAPOLIS** | **1,272.8** | **Male** | **612,108** | **61,837** | **57,752** | **53,251** | **59,149** | **112,847** | **98,297** | **65,940** | **48,091** | **54,944** | **31.6** |
| | | **Female** | **660,692** | **59,025** | **55,260** | **50,773** | **62,257** | **118,025** | **104,222** | **69,629** | **53,809** | **87,692** | **33.7** |
| Boone | 39.1 | Male | 18,846 | 1,873 | 1,855 | 1,805 | 1,384 | 2,965 | 3,169 | 2,323 | 1,572 | 1,900 | 33.5 |
| | | Female | 20,254 | 1,727 | 1,785 | 1,691 | 1,423 | 3,139 | 3,344 | 2,398 | 1,589 | 3,158 | 36.1 |
| Hamilton | 115.3 | Male | 56,449 | 5,968 | 5,852 | 5,192 | 4,126 | 9,361 | 10,734 | 7,105 | 4,165 | 3,946 | 32.6 |
| | | Female | 58,851 | 5,677 | 5,729 | 5,109 | 4,186 | 10,182 | 11,174 | 7,013 | 4,161 | 5,620 | 33.6 |
| Hancock | 46.6 | Male | 22,930 | 2,001 | 2,305 | 2,325 | 2,020 | 3,315 | 3,951 | 3,095 | 1,941 | 1,977 | 33.5 |
| | | Female | 23,670 | 1,832 | 2,196 | 2,223 | 1,842 | 3,429 | 4,249 | 3,024 | 1,949 | 2,926 | 35.7 |
| Hendricks | 77.6 | Male | 39,060 | 3,437 | 3,763 | 4,082 | 3,647 | 6,328 | 6,690 | 4,937 | 3,093 | 3,083 | 32.3 |
| | | Female | 38,540 | 3,283 | 3,610 | 3,484 | 2,827 | 6,05[illegible] | 6,896 | 4,825 | 3,044 | 4,513 | 35.0 |
| Johnson | 90.6 | Male | 43,975 | 4,061 | 4,242 | 4,311 | 4,534 | 7,137 | 7,470 | 5,255 | 3,285 | 3,680 | 31.8 |
| | | Female | 46,625 | 3,892 | 4,030 | 4,105 | 4,419 | 7,388 | 7,855 | 5,292 | 3,592 | 6,052 | 34.3 |
| Marion | 806.9 | Male | 383,503 | 40,083 | 35,097 | 30,883 | 39,104 | 76,203 | 58,652 | 37,468 | 30,017 | 35,996 | 31.1 |
| | | Female | 423,397 | 38,385 | 33,440 | 29,713 | 43,205 | 80,114 | 63,028 | 41,312 | 35,254 | 58,946 | 33.4 |
| Morgan | 56.3 | Male | 27,674 | 2,539 | 2,779 | 2,761 | 2,584 | 4,313 | 4,477 | 3,485 | 2,335 | 2,401 | 32.4 |
| | | Female | 28,626 | 2,426 | 2,621 | 2,610 | 2,554 | 4,433 | 4,607 | 3,507 | 2,410 | 3,458 | 34.3 |
| Shelby | 40.4 | Male | 19,671 | 1,875 | 1,859 | 1,892 | 1,750 | 3,225 | 3,154 | 2,272 | 1,683 | 1,961 | 32.6 |
| | | Female | 20,729 | 1,803 | 1,849 | 1,838 | 1,801 | 3,282 | 3,069 | 2,258 | 1,810 | 3,019 | 34.4 |
| **KOKOMO** | **96.1** | **Male** | **46,083** | **4,273** | **4,328** | **4,538** | **4,089** | **6,945** | **7,217** | **5,965** | **4,192** | **4,536** | **33.4** |
| | | **Female** | **50,017** | **4,066** | **4,155** | **4,261** | **4,197** | **7,396** | **7,797** | **6,164** | **4,627** | **7,354** | **36.2** |
| Howard | 79.9 | Male | 38,209 | 3,588 | 3,594 | 3,726 | 3,418 | 5,829 | 5,960 | 4,977 | 3,539 | 3,578 | 33.2 |
| | | Female | 41,691 | 3,479 | 3,444 | 3,541 | 3,532 | 6,209 | 6,533 | 5,174 | 3,886 | 5,893 | 36.0 |
| Tipton | 16.2 | Male | 7,874 | 685 | 734 | 812 | 671 | 1,116 | 1,257 | 988 | 653 | 958 | 34.3 |
| | | Female | 8,326 | 587 | 711 | 720 | 665 | 1,187 | 1,264 | 990 | 741 | 1,461 | 37.3 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **INDIANA (continued)** | | | | | | | | | | | | | |
| **LAFAYETTE - WEST LAFAYETTE** | **132.3** | **Male** | **67,076** | **5,327** | **4,912** | **4,456** | **18,350** | **10,719** | **8,748** | **5,584** | **3,970** | **5,010** | **25.5** |
| | | **Female** | **65,224** | **5,021** | **4,455** | **4,069** | **14,846** | **10,146** | **8,820** | **5,761** | **4,377** | **7,729** | **29.2** |
| Tippecanoe | 132.3 | Male | 67,076 | 5,327 | 4,912 | 4,456 | 18,350 | 10,719 | 8,748 | 5,584 | 3,970 | 5,010 | 25.5 |
| | | Female | 65,224 | 5,021 | 4,455 | 4,069 | 14,846 | 10,146 | 8,820 | 5,761 | 4,377 | 7,729 | 29.2 |
| **MUNCIE** | **119.0** | **Male** | **56,574** | **4,432** | **4,443** | **4,612** | **10,339** | **7,920** | **7,698** | **6,465** | **4,876** | **5,789** | **30.6** |
| | | **Female** | **62,426** | **4,522** | **4,194** | **4,379** | **11,197** | **8,076** | **8,429** | **6,739** | **5,401** | **9,489** | **33.6** |
| Delaware | 119.0 | Male | 56,574 | 4,432 | 4,443 | 4,612 | 10,339 | 7,920 | 7,698 | 6,465 | 4,876 | 5,789 | 30.6 |
| | | Female | 62,426 | 4,522 | 4,194 | 4,379 | 11,197 | 8,076 | 8,429 | 6,739 | 5,401 | 9,489 | 33.6 |
| **SOUTH BEND - MISHAWAKA** | **249.5** | **Male** | **120,307** | **11,529** | **10,990** | **10,134** | **14,990** | **18,875** | **18,485** | **11,497** | **9,870** | **13,937** | **31.6** |
| | | **Female** | **129,193** | **10,796** | **10,425** | **9,746** | **14,576** | **19,309** | **18,907** | **12,304** | **11,457** | **21,673** | **34.9** |
| St. Joseph | 249.5 | Male | 120,307 | 11,529 | 10,990 | 10,134 | 14,990 | 18,875 | 18,485 | 11,497 | 9,870 | 13,937 | 31.6 |
| | | Female | 129,193 | 10,796 | 10,425 | 9,746 | 14,576 | 19,309 | 18,907 | 12,304 | 11,457 | 21,673 | 34.9 |
| **TERRE HAUTE** | **130.0** | **Male** | **63,409** | **5,229** | **5,455** | **5,223** | **9,124** | **9,860** | **9,541** | **6,313** | **5,137** | **7,527** | **31.8** |
| | | **Female** | **66,591** | **5,025** | **5,181** | **4,825** | **7,750** | **9,426** | **9,046** | **6,608** | **5,959** | **12,771** | **36.2** |
| Clay | 24.8 | Male | 11,883 | 1,035 | 1,224 | 1,109 | 1,039 | 1,774 | 1,725 | 1,262 | 1,081 | 1,634 | 33.6 |
| | | Female | 12,917 | 1,058 | 1,060 | 1,046 | 971 | 1,834 | 1,737 | 1,384 | 1,238 | 2,589 | 37.8 |
| Vigo | 105.2 | Male | 51,526 | 4,194 | 4,231 | 4,114 | 8,085 | 8,086 | 7,816 | 5,051 | 4,056 | 5,893 | 31.4 |
| | | Female | 53,674 | 3,967 | 4,121 | 3,779 | 6,779 | 7,592 | 7,309 | 5,224 | 4,721 | 10,182 | 35.8 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Adams | 32.0 | Male | 15,702 | 1,749 | 1,838 | 1,698 | 1,527 | 2,336 | 2,225 | 1,513 | 1,099 | 1,717 | 29.4 |
| | | Female | 16,298 | 1,688 | 1,684 | 1,554 | 1,494 | 2,289 | 2,186 | 1,548 | 1,220 | 2,635 | 32.6 |
| Allen | 305.2 | Male | 148,001 | 15,248 | 14,732 | 13,560 | 14,546 | 25,463 | 24,206 | 15,248 | 11,356 | 13,642 | 31.3 |
| | | Female | 157,199 | 14,544 | 14,050 | 13,155 | 14,557 | 26,097 | 24,970 | 15,902 | 12,563 | 21,361 | 33.5 |
| Bartholomew | 64.3 | Male | 31,252 | 2,886 | 2,784 | 2,815 | 2,942 | 4,859 | 5,162 | 4,072 | 2,749 | 2,983 | 33.6 |
| | | Female | 33,048 | 2,746 | 2,591 | 2,884 | 2,888 | 5,091 | 5,328 | 4,148 | 2,912 | 4,460 | 35.6 |
| Benton | 9.4 | Male | 4,594 | 468 | 494 | 426 | 333 | 677 | 657 | 492 | 397 | 650 | 33.5 |
| | | Female | 4,806 | 388 | 407 | 468 | 354 | 655 | 631 | 496 | 467 | 940 | 37.1 |
| Blackford | 14.0 | Male | 6,793 | 629 | 625 | 626 | 610 | 990 | 1,010 | 827 | 641 | 835 | 34.2 |
| | | Female | 7,207 | 558 | 554 | 580 | 573 | 1,007 | 1,038 | 852 | 728 | 1,317 | 38.2 |
| Boone | 39.1 | Male | 18,846 | 1,873 | 1,855 | 1,805 | 1,384 | 2,965 | 3,169 | 2,323 | 1,572 | 1,900 | 33.5 |
| | | Female | 20,254 | 1,727 | 1,785 | 1,691 | 1,423 | 3,139 | 3,344 | 2,398 | 1,589 | 3,158 | 36.1 |
| Brown | 14.4 | Male | 7,206 | 568 | 636 | 663 | 578 | 996 | 1,230 | 996 | 725 | 814 | 36.3 |
| | | Female | 7,194 | 552 | 553 | 585 | 520 | 1,071 | 1,237 | 935 | 723 | 1,018 | 37.6 |
| Carroll | 19.0 | Male | 9,308 | 821 | 851 | 914 | 776 | 1,404 | 1,430 | 1,095 | 843 | 1,174 | 34.2 |
| | | Female | 9,692 | 804 | 827 | 837 | 734 | 1,390 | 1,403 | 1,117 | 912 | 1,668 | 36.8 |
| Cass | 38.4 | Male | 18,444 | 1,622 | 1,739 | 1,846 | 1,534 | 2,821 | 2,806 | 2,118 | 1,682 | 2,276 | 33.8 |
| | | Female | 19,956 | 1,563 | 1,666 | 1,759 | 1,495 | 2,833 | 2,940 | 2,204 | 1,847 | 3,649 | 37.3 |
| ☐ Clark | 88.0 | Male | 42,037 | 3,642 | 3,974 | 4,031 | 3,936 | 6,955 | 6,899 | 4,846 | 3,595 | 4,159 | 32.8 |
| | | Female | 45,963 | 3,473 | 3,720 | 3,892 | 4,098 | 7,387 | 7,443 | 5,203 | 4,165 | 6,582 | 35.6 |
| Clay | 24.8 | Male | 11,883 | 1,035 | 1,224 | 1,109 | 1,039 | 1,774 | 1,725 | 1,262 | 1,081 | 1,634 | 33.6 |
| | | Female | 12,917 | 1,058 | 1,060 | 1,046 | 971 | 1,834 | 1,737 | 1,384 | 1,238 | 2,589 | 37.8 |
| Clinton | 31.4 | Male | 15,156 | 1,466 | 1,566 | 1,452 | 1,286 | 2,306 | 2,239 | 1,616 | 1,305 | 1,920 | 32.8 |
| | | Female | 16,244 | 1,421 | 1,399 | 1,395 | 1,232 | 2,366 | 2,312 | 1,681 | 1,425 | 3,013 | 36.3 |
| Crawford | 10.0 | Male | 4,968 | 432 | 493 | 499 | 461 | 721 | 747 | 560 | 422 | 633 | 33.3 |
| | | Female | 5,032 | 431 | 402 | 503 | 431 | 713 | 716 | 553 | 481 | 802 | 35.5 |
| Daviess | 27.6 | Male | 13,336 | 1,360 | 1,463 | 1,311 | 1,142 | 1,939 | 1,907 | 1,325 | 1,106 | 1,783 | 32.2 |
| | | Female | 14,264 | 1,343 | 1,270 | 1,271 | 1,093 | 1,933 | 1,966 | 1,410 | 1,296 | 2,682 | 36.1 |
| ☐ Dearborn | 40.0 | Male | 19,607 | 1,852 | 2,072 | 1,991 | 1,707 | 2,876 | 3,274 | 2,262 | 1,644 | 1,929 | 32.6 |
| | | Female | 20,393 | 1,855 | 1,951 | 1,789 | 1,650 | 3,147 | 3,184 | 2,216 | 1,709 | 2,892 | 34.4 |
| Decatur | 23.9 | Male | 11,802 | 1,130 | 1,224 | 1,261 | 1,099 | 1,832 | 1,702 | 1,247 | 954 | 1,353 | 31.5 |
| | | Female | 12,098 | 1,002 | 1,159 | 1,153 | 1,016 | 1,838 | 1,716 | 1,313 | 1,029 | 1,872 | 34.4 |
| De Kalb | 36.3 | Male | 17,787 | 1,758 | 1,839 | 1,780 | 1,672 | 2,967 | 2,823 | 1,827 | 1,393 | 1,728 | 31.2 |
| | | Female | 18,513 | 1,674 | 1,825 | 1,689 | 1,554 | 3,004 | 2,709 | 1,932 | 1,473 | 2,653 | 33.4 |
| Delaware | 119.0 | Male | 56,574 | 4,432 | 4,443 | 4,612 | 10,339 | 7,920 | 7,698 | 6,465 | 4,876 | 5,789 | 30.6 |
| | | Female | 62,426 | 4,522 | 4,194 | 4,379 | 11,197 | 8,076 | 8,429 | 6,739 | 5,401 | 9,489 | 33.6 |
| Dubois | 37.4 | Male | 18,370 | 1,858 | 1,863 | 1,601 | 1,709 | 3,317 | 2,800 | 1,906 | 1,446 | 1,870 | 31.5 |
| | | Female | 19,030 | 1,860 | 1,769 | 1,636 | 1,627 | 3,094 | 2,760 | 1,923 | 1,556 | 2,805 | 33.5 |
| Elkhart | 159.4 | Male | 78,012 | 8,514 | 7,748 | 7,157 | 7,869 | 12,826 | 12,424 | 8,484 | 5,901 | 7,089 | 31.0 |
| | | Female | 81,388 | 8,021 | 7,314 | 6,882 | 7,845 | 12,679 | 12,628 | 8,566 | 6,494 | 10,959 | 33.4 |
| Fayette | 25.7 | Male | 12,429 | 1,003 | 1,160 | 1,360 | 1,220 | 1,636 | 1,976 | 1,461 | 1,137 | 1,476 | 34.0 |
| | | Female | 13,271 | 964 | 1,106 | 1,260 | 1,069 | 1,805 | 2,044 | 1,474 | 1,259 | 2,290 | 37.1 |
| ☐ Floyd | 65.4 | Male | 31,225 | 2,813 | 3,084 | 2,976 | 2,806 | 4,834 | 5,270 | 3,584 | 2,613 | 3,245 | 33.1 |
| | | Female | 34,175 | 2,801 | 2,952 | 2,789 | 2,893 | 5,277 | 5,595 | 3,741 | 2,961 | 5,166 | 35.7 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **INDIANA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Fountain | 17.7 | Male | 8,546 | 755 | 802 | 809 | 736 | 1,236 | 1,159 | 1,076 | 824 | 1,149 | 34.5 |
| | | Female | 9,154 | 723 | 747 | 762 | 696 | 1,223 | 1,257 | 1,058 | 874 | 1,814 | 38.4 |
| Franklin | 19.7 | Male | 9,752 | 905 | 1,008 | 1,085 | 899 | 1,460 | 1,522 | 1,061 | 829 | 983 | 31.7 |
| | | Female | 9,948 | 882 | 971 | 987 | 797 | 1,441 | 1,455 | 1,051 | 873 | 1,491 | 34.3 |
| Fulton | 18.9 | Male | 9,186 | 841 | 914 | 832 | 674 | 1,422 | 1,306 | 1,048 | 875 | 1,274 | 34.4 |
| | | Female | 9,714 | 781 | 869 | 829 | 671 | 1,381 | 1,343 | 1,082 | 976 | 1,782 | 37.4 |
| Gibson | 31.9 | Male | 15,320 | 1,293 | 1,502 | 1,363 | 1,348 | 2,394 | 2,315 | 1,715 | 1,390 | 2,000 | 34.0 |
| | | Female | 16,580 | 1,302 | 1,431 | 1,331 | 1,330 | 2,362 | 2,345 | 1,768 | 1,623 | 3,088 | 37.3 |
| Grant | 73.8 | Male | 35,593 | 2,978 | 3,126 | 3,316 | 3,856 | 4,856 | 5,309 | 4,430 | 3,556 | 4,166 | 34.3 |
| | | Female | 38,207 | 2,913 | 2,948 | 3,117 | 4,054 | 5,257 | 5,521 | 4,552 | 3,746 | 6,099 | 36.5 |
| Greene | 30.6 | Male | 14,842 | 1,255 | 1,378 | 1,393 | 1,277 | 2,173 | 2,225 | 1,726 | 1,373 | 2,042 | 34.7 |
| | | Female | 15,758 | 1,193 | 1,273 | 1,317 | 1,242 | 2,151 | 2,230 | 1,811 | 1,504 | 3,037 | 38.2 |
| Hamilton | 115.3 | Male | 56,449 | 5,968 | 5,852 | 5,192 | 4,126 | 9,361 | 10,734 | 7,105 | 4,165 | 3,946 | 32.6 |
| | | Female | 58,851 | 5,677 | 5,729 | 5,109 | 4,186 | 10,182 | 11,174 | 7,013 | 4,161 | 5,620 | 33.6 |
| Hancock | 46.6 | Male | 22,930 | 2,001 | 2,305 | 2,325 | 2,020 | 3,315 | 3,951 | 3,095 | 1,941 | 1,977 | 33.5 |
| | | Female | 23,670 | 1,832 | 2,196 | 2,223 | 1,842 | 3,429 | 4,249 | 3,024 | 1,949 | 2,926 | 35.7 |
| ☐ Harrison | 30.7 | Male | 15,228 | 1,361 | 1,621 | 1,539 | 1,301 | 2,363 | 2,567 | 1,767 | 1,252 | 1,457 | 32.6 |
| | | Female | 15,472 | 1,293 | 1,442 | 1,465 | 1,261 | 2,387 | 2,531 | 1,694 | 1,340 | 2,059 | 34.5 |
| Hendricks | 77.6 | Male | 39,060 | 3,437 | 3,763 | 4,082 | 3,647 | 6,328 | 6,690 | 4,937 | 3,093 | 3,083 | 32.3 |
| | | Female | 38,540 | 3,283 | 3,610 | 3,484 | 2,827 | 6,058 | 6,896 | 4,825 | 3,044 | 4,513 | 35.0 |
| Henry | 47.8 | Male | 22,966 | 1,782 | 1,992 | 2,196 | 2,097 | 3,352 | 3,626 | 2,895 | 2,222 | 2,804 | 35.2 |
| | | Female | 24,834 | 1,797 | 1,878 | 2,134 | 1,998 | 3,507 | 3,736 | 2,986 | 2,483 | 4,315 | 38.0 |
| Howard | 79.9 | Male | 38,209 | 3,588 | 3,594 | 3,726 | 3,418 | 5,829 | 5,960 | 4,977 | 3,539 | 3,578 | 33.2 |
| | | Female | 41,691 | 3,479 | 3,444 | 3,541 | 3,532 | 6,209 | 6,533 | 5,174 | 3,886 | 5,893 | 36.0 |
| Huntington | 36.0 | Male | 17,450 | 1,709 | 1,763 | 1,670 | 1,695 | 2,833 | 2,580 | 1,813 | 1,396 | 1,991 | 31.7 |
| | | Female | 18,550 | 1,642 | 1,690 | 1,550 | 1,648 | 2,782 | 2,616 | 1,876 | 1,532 | 3,214 | 34.9 |
| Jackson | 38.0 | Male | 18,413 | 1,655 | 1,781 | 1,820 | 1,689 | 2,933 | 2,775 | 2,115 | 1,565 | 2,080 | 32.7 |
| | | Female | 19,587 | 1,635 | 1,677 | 1,748 | 1,710 | 2,973 | 2,814 | 2,151 | 1,733 | 3,146 | 35.2 |
| Jasper | 24.9 | Male | 12,337 | 1,130 | 1,283 | 1,310 | 1,403 | 1,754 | 1,808 | 1,434 | 950 | 1,265 | 30.9 |
| | | Female | 12,563 | 1,054 | 1,235 | 1,161 | 1,266 | 1,768 | 1,890 | 1,348 | 1,007 | 1,834 | 33.9 |
| Jay | 21.4 | Male | 10,413 | 982 | 974 | 1,013 | 967 | 1,467 | 1,496 | 1,251 | 929 | 1,334 | 33.7 |
| | | Female | 10,987 | 845 | 945 | 945 | 896 | 1,510 | 1,529 | 1,292 | 1,050 | 1,975 | 37.3 |
| Jefferson | 30.2 | Male | 14,733 | 1,221 | 1,371 | 1,365 | 1,625 | 2,246 | 2,246 | 1,704 | 1,242 | 1,713 | 32.9 |
| | | Female | 15,467 | 1,210 | 1,186 | 1,264 | 1,745 | 2,224 | 2,266 | 1,780 | 1,379 | 2,413 | 35.5 |
| Jennings | 23.8 | Male | 11,796 | 1,096 | 1,051 | 1,170 | 1,141 | 1,879 | 1,822 | 1,486 | 996 | 1,155 | 32.7 |
| | | Female | 12,004 | 995 | 1,061 | 1,090 | 1,069 | 1,861 | 1,873 | 1,396 | 1,057 | 1,602 | 34.6 |
| Johnson | 90.6 | Male | 43,975 | 4,061 | 4,242 | 4,311 | 4,534 | 7,137 | 7,470 | 5,255 | 3,285 | 3,680 | 31.8 |
| | | Female | 46,625 | 3,8[illegible] | 4,030 | 4,105 | 4,419 | 7,388 | 7,855 | 5,292 | 3,592 | 6,052 | 34.3 |
| Knox | 39.7 | Male | 19,270 | 1,540 | 1,674 | 1,531 | 3,216 | 2,723 | 2,604 | 1,946 | 1,646 | 2,390 | 31.1 |
| | | Female | 20,430 | 1,516 | 1,598 | 1,429 | 2,353 | 2,685 | 2,683 | 2,112 | 1,969 | 4,085 | 37.4 |
| Kosciusko | 66.4 | Male | 32,559 | 3,432 | 3,427 | 2,958 | 2,998 | 5,196 | 4,994 | 3,596 | 2,644 | 3,314 | 31.7 |
| | | Female | 33,841 | 3,250 | 3,209 | 2,931 | 3,098 | 5,282 | 5,058 | 3,586 | 2,804 | 4,623 | 33.4 |
| La Grange | 30.4 | Male | 15,190 | 1,890 | 1,774 | 1,893 | 1,526 | 2,141 | 2,085 | 1,435 | 1,096 | 1,350 | 27.4 |
| | | Female | 15,210 | 1,823 | 1,714 | 1,628 | 1,471 | 2,144 | 2,029 | 1,497 | 1,121 | 1,783 | 29.5 |
| Lake | 472.1 | Male | 226,597 | 21,494 | 23,434 | 22,820 | 21,002 | 34,660 | 34,265 | 24,613 | 20,256 | 24,053 | 32.1 |
| | | Female | 245,503 | 20,644 | 22,443 | 22,210 | 21,784 | 38,301 | 36,509 | 26,566 | 22,485 | 34,561 | 34.3 |
| La Porte | 107.5 | Male | 54,733 | 4,593 | 4,765 | 4,729 | 5,379 | 9,511 | 9,289 | 6,074 | 4,551 | 5,842 | 33.3 |
| | | Female | 52,767 | 4,336 | 4,547 | 4,424 | 4,422 | 7,734 | 8,091 | 5,797 | 5,038 | 8,378 | 36.1 |
| Lawrence | 43.2 | Male | 20,947 | 1,811 | 1,867 | 2,060 | 1,933 | 3,030 | 3,245 | 2,564 | 1,907 | 2,530 | 34.2 |
| | | Female | 22,253 | 1,698 | 1,771 | 1,885 | 1,834 | 3,178 | 3,345 | 2,622 | 2,141 | 3,779 | 37.3 |
| Madison | 130.6 | Male | 63,938 | 5,367 | 5,549 | 5,881 | 6,695 | 9,871 | 10,007 | 7,684 | 5,762 | 7,122 | 33.6 |
| | | Female | 66,662 | 5,001 | 5,247 | 5,482 | 6,217 | 9,326 | 10,040 | 7,608 | 6,367 | 11,374 | 37.0 |
| Marion | 806.9 | Male | 383,503 | 40,083 | 35,097 | 30,883 | 39,104 | 76,203 | 58,652 | 37,468 | 30,017 | 35,996 | 31.1 |
| | | Female | 423,397 | 38,385 | 33,440 | 29,713 | 43,205 | 80,114 | 63,028 | 41,312 | 35,254 | 58,946 | 33.4 |
| Marshall | 43.0 | Male | 21,125 | 2,124 | 2,219 | 2,063 | 1,820 | 3,264 | 3,281 | 2,196 | 1,833 | 2,325 | 32.2 |
| | | Female | 21,875 | 2,010 | 2,036 | 1,877 | 1,747 | 3,231 | 3,214 | 2,333 | 1,953 | 3,474 | 35.1 |
| Martin | 10.5 | Male | 5,175 | 438 | 533 | 499 | 473 | 774 | 774 | 584 | 484 | 616 | 33.3 |
| | | Female | 5,325 | 445 | 451 | 482 | 448 | 759 | 788 | 613 | 498 | 841 | 36.0 |
| Miami | 36.7 | Male | 18,107 | 1,868 | 1,809 | 1,707 | 1,981 | 2,973 | 2,747 | 1,861 | 1,428 | 1,733 | 30.7 |
| | | Female | 18,593 | 1,722 | 1,704 | 1,693 | 1,713 | 2,992 | 2,729 | 1,909 | 1,543 | 2,588 | 33.2 |
| Monroe | 110.7 | Male | 53,585 | 3,829 | 3,596 | 3,324 | 14,633 | 9,268 | 7,311 | 4,547 | 3,296 | 3,781 | 26.5 |
| | | Female | 57,115 | 3,664 | 3,375 | 3,036 | 16,339 | 8,873 | 7,459 | 4,765 | 3,730 | 5,874 | 27.4 |
| Montgomery | 34.[illegible] | Male | 17,065 | 1,574 | 1,488 | 1,437 | 2,064 | 2,694 | 2,416 | 1,954 | 1,497 | 1,941 | 32.3 |
| | | Female | 17,335 | 1,393 | 1,387 | 1,455 | 1,375 | 2,599 | 2,497 | 1,971 | 1,633 | 3,025 | 36.8 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **INDIANA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Morgan | 56.3 | Male | 27,674 | 2,539 | 2,779 | 2,761 | 2,584 | 4,313 | 4,477 | 3,485 | 2,335 | 2,401 | 32.4 |
| | | Female | 28,626 | 2,426 | 2,621 | 2,610 | 2,554 | 4,433 | 4,607 | 3,507 | 2,410 | 3,458 | 34.3 |
| Newton | 13.5 | Male | 6,652 | 612 | 691 | 710 | 538 | 966 | 1,027 | 793 | 572 | 743 | 33.0 |
| | | Female | 6,848 | 587 | 684 | 653 | 482 | 1,004 | 1,001 | 782 | 577 | 1,078 | 35.1 |
| Noble | 38.6 | Male | 19,033 | 1,975 | 2,012 | 1,869 | 1,850 | 3,018 | 2,975 | 1,962 | 1,502 | 1,870 | 31.0 |
| | | Female | 19,567 | 1,907 | 1,835 | 1,799 | 1,738 | 2,973 | 2,861 | 2,049 | 1,583 | 2,822 | 33.4 |
| Ohio | 5.5 | Male | 2,678 | 225 | 262 | 253 | 237 | 427 | 425 | 309 | 251 | 289 | 33.5 |
| | | Female | 2,822 | 236 | 252 | 216 | 226 | 449 | 371 | 327 | 258 | 487 | 35.9 |
| Orange | 18.5 | Male | 9,010 | 823 | 814 | 894 | 786 | 1,366 | 1,337 | 994 | 820 | 1,176 | 33.7 |
| | | Female | 9,490 | 776 | 822 | 847 | 728 | 1,355 | 1,383 | 1,012 | 886 | 1,681 | 36.6 |
| Owen | 18.0 | Male | 8,881 | 795 | 861 | 800 | 754 | 1,286 | 1,353 | 1,077 | 900 | 1,055 | 34.6 |
| | | Female | 9,119 | 753 | 789 | 850 | 746 | 1,292 | 1,377 | 1,055 | 879 | 1,378 | 35.9 |
| Parke | 15.3 | Male | 7,418 | 646 | 641 | 730 | 657 | 1,011 | 1,064 | 918 | 741 | 1,010 | 35.2 |
| | | Female | 7,882 | 593 | 623 | 614 | 602 | 1,122 | 1,150 | 912 | 828 | 1,438 | 38.4 |
| Perry | 19.0 | Male | 9,610 | 730 | 890 | 871 | 1,051 | 1,719 | 1,476 | 980 | 760 | 1,133 | 32.3 |
| | | Female | 9,390 | 754 | 861 | 835 | 739 | 1,378 | 1,279 | 961 | 917 | 1,666 | 36.0 |
| Pike | 12.4 | Male | 6,123 | 514 | 588 | 518 | 523 | 909 | 940 | 720 | 595 | 816 | 35.1 |
| | | Female | 6,277 | 443 | 483 | 498 | 475 | 910 | 891 | 780 | 640 | 1,157 | 38.7 |
| Porter | 130.9 | Male | 64,082 | 5,620 | 6,472 | 6,347 | 6,726 | 9,431 | 11,399 | 7,843 | 4,996 | 5,248 | 32.3 |
| | | Female | 66,818 | 5,450 | 6,265 | 6,103 | 6,745 | 10,393 | 11,446 | 7,514 | 5,163 | 7,739 | 33.5 |
| Posey | 25.9 | Male | 12,820 | 1,240 | 1,291 | 1,249 | 1,031 | 2,046 | 2,123 | 1,456 | 1,053 | 1,331 | 32.8 |
| | | Female | 13,080 | 1,187 | 1,214 | 1,114 | 1,021 | 2,124 | 2,097 | 1,402 | 1,122 | 1,799 | 34.4 |
| Pulaski | 12.6 | Male | 6,206 | 581 | 633 | 654 | 508 | 925 | 885 | 649 | 561 | 810 | 32.9 |
| | | Female | 6,394 | 614 | 575 | 564 | 521 | 878 | 837 | 632 | 607 | 1,166 | 35.5 |
| Putnam | 30.4 | Male | 15,589 | 1,138 | 1,216 | 1,206 | 2,574 | 2,603 | 2,259 | 1,621 | 1,385 | 1,587 | 31.4 |
| | | Female | 14,811 | 1,154 | 1,192 | 1,197 | 2,128 | 1,877 | 1,984 | 1,612 | 1,334 | 2,333 | 34.2 |
| Randolph | 26.7 | Male | 12,935 | 1,113 | 1,153 | 1,325 | 1,144 | 1,829 | 1,905 | 1,521 | 1,263 | 1,682 | 34.5 |
| | | Female | 13,765 | 1,038 | 1,079 | 1,243 | 1,105 | 1,894 | 1,983 | 1,553 | 1,401 | 2,469 | 37.6 |
| Ripley | 25.0 | Male | 12,251 | 1,177 | 1,252 | 1,242 | 1,086 | 1,868 | 1,832 | 1,320 | 992 | 1,482 | 32.3 |
| | | Female | 12,749 | 1,137 | 1,143 | 1,205 | 1,096 | 1,847 | 1,778 | 1,317 | 1,134 | 2,092 | 34.7 |
| Rush | 18.0 | Male | 8,719 | 783 | 851 | 963 | 764 | 1,330 | 1,253 | 918 | 767 | 1,090 | 32.5 |
| | | Female | 9,281 | 744 | 832 | 889 | 803 | 1,275 | 1,310 | 985 | 844 | 1,599 | 35.7 |
| St. Joseph | 249.5 | Male | 120,307 | 11,529 | 10,990 | 10,134 | 14,990 | 18,875 | 18,485 | 11,497 | 9,870 | 13,937 | 31.6 |
| | | Female | 129,193 | 10,796 | 10,425 | 9,746 | 14,576 | 19,309 | 18,907 | 12,304 | 11,457 | 21,673 | 34.9 |
| Scott | 21.3 | Male | 10,335 | 946 | 976 | 1,098 | 1,012 | 1,614 | 1,538 | 1,284 | 867 | 1,000 | 32.0 |
| | | Female | 10,965 | 948 | 955 | 1,024 | 1,029 | 1,643 | 1,653 | 1,273 | 885 | 1,555 | 34.3 |
| Shelby | 40.4 | Male | 19,671 | 1,875 | 1,859 | 1,892 | 1,750 | 3,225 | 3,154 | 2,272 | 1,683 | 1,961 | 32.6 |
| | | Female | 20,729 | 1,803 | 1,849 | 1,838 | 1,801 | 3,282 | 3,069 | 2,258 | 1,810 | 3,019 | 34.4 |
| Spencer | 19.7 | Male | 9,861 | 841 | 967 | 907 | 875 | 1,614 | 1,551 | 1,141 | 836 | 1,129 | 33.3 |
| | | Female | 9,839 | 871 | 907 | 905 | 740 | 1,511 | 1,428 | 1,103 | 893 | 1,481 | 34.9 |
| Starke | 23.2 | Male | 11,434 | 1,110 | 1,159 | 1,166 | 1,044 | 1,723 | 1,547 | 1,208 | 1,043 | 1,434 | 32.2 |
| | | Female | 11,766 | 980 | 1,047 | 1,101 | 984 | 1,744 | 1,555 | 1,296 | 1,107 | 1,952 | 35.2 |
| Steuben | 28.4 | Male | 14,165 | 1,309 | 1,247 | 1,243 | 1,686 | 2,105 | 2,143 | 1,599 | 1,238 | 1,595 | 32.6 |
| | | Female | 14,235 | 1,250 | 1,236 | 1,188 | 1,300 | 2,118 | 2,116 | 1,562 | 1,300 | 2,165 | 35.1 |
| Sullivan | 18.9 | Male | 9,062 | 783 | 836 | 858 | 777 | 1,181 | 1,481 | 1,008 | 822 | 1,316 | 35.6 |
| | | Female | 9,838 | 696 | 786 | 860 | 720 | 1,278 | 1,400 | 1,047 | 954 | 2,097 | 39.1 |
| Switzerland | 7.8 | Male | 3,826 | 302 | 400 | 382 | 300 | 541 | 555 | 474 | 363 | 509 | 34.8 |
| | | Female | 3,974 | 342 | 344 | 362 | 297 | 542 | 551 | 465 | 387 | 684 | 36.8 |
| Tippecanoe | 132.3 | Male | 67,076 | 5,327 | 4,912 | 4,456 | 18,350 | 10,719 | 8,748 | 5,584 | 3,970 | 5,010 | 25.5 |
| | | Female | 65,224 | 5,021 | 4,455 | 4,069 | 14,846 | 10,146 | 8,820 | 5,761 | 4,377 | 7,729 | 29.2 |
| Tipton | 16.2 | Male | 7,874 | 685 | 734 | 812 | 671 | 1,116 | 1,257 | 988 | 653 | 958 | 34.3 |
| | | Female | 8,326 | 587 | 711 | 720 | 665 | 1,187 | 1,264 | 990 | 741 | 1,461 | 37.3 |
| Union | 7.0 | Male | 3,409 | 313 | 329 | 372 | 309 | 481 | 535 | 404 | 265 | 401 | 32.9 |
| | | Female | 3,591 | 288 | 322 | 338 | 295 | 517 | 554 | 384 | 309 | 584 | 35.6 |
| Vanderburgh | 165.1 | Male | 77,831 | 7,165 | 6,932 | 6,153 | 7,584 | 13,253 | 11,994 | 8,152 | 6,873 | 9,725 | 33.4 |
| | | Female | 87,269 | 6,860 | 6,720 | 5,860 | 8,371 | 13,578 | 12,238 | 8,860 | 8,251 | 16,531 | 36.8 |
| Vermillion | 16.7 | Male | 7,931 | 623 | 734 | 760 | 697 | 1,111 | 1,234 | 1,010 | 668 | 1,094 | 35.3 |
| | | Female | 8,769 | 616 | 716 | 736 | 675 | 1,164 | 1,276 | 934 | 824 | 1,828 | 38.7 |
| Vigo | 105.2 | Male | 51,526 | 4,194 | 4,231 | 4,114 | 8,085 | 8,086 | 7,816 | 5,051 | 4,056 | 5,893 | 31.4 |
| | | Female | 53,674 | 3,967 | 4,121 | 3,779 | 6,779 | 7,592 | 7,309 | 5,224 | 4,721 | 10,182 | 35.8 |
| Wabash | 35.4 | Male | 17,133 | 1,510 | 1,692 | 1,679 | 1,846 | 2,505 | 2,508 | 1,887 | 1,471 | 2,035 | 32.3 |
| | | Female | 18,267 | 1,431 | 1,515 | 1,530 | 1,836 | 2,536 | 2,538 | 1,938 | 1,638 | 3,305 | 36.1 |
| Warren | 8.2 | Male | 4,051 | 404 | 378 | 347 | 330 | 545 | 622 | 506 | 390 | 529 | 35.3 |
| | | Female | 4,149 | 301 | 341 | 380 | 324 | 565 | 618 | 518 | 407 | 695 | 37.6 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **INDIANA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Warrick | 45.9 | Male | 22,590 | 2,068 | 2,326 | 2,364 | 1,897 | 3,407 | 4,043 | 2,813 | 1,687 | 1,985 | 32.7 |
| | | Female | 23,310 | 1,894 | 2,187 | 2,195 | 1,836 | 3,662 | 4,218 | 2,789 | 1,743 | 2,786 | 34.7 |
| Washington | 24.2 | Male | 12,058 | 1,045 | 1,211 | 1,270 | 1,138 | 1,865 | 1,806 | 1,364 | 963 | 1,396 | 32.3 |
| | | Female | 12,142 | 997 | 1,083 | 1,066 | 1,034 | 1,859 | 1,788 | 1,324 | 1,089 | 1,902 | 35.2 |
| Wayne | 71.9 | Male | 34,339 | 3,083 | 3,162 | 3,279 | 3,384 | 5,053 | 4,990 | 3,892 | 3,251 | 4,245 | 33.4 |
| | | Female | 37,561 | 2,758 | 2,971 | 2,980 | 3,625 | 5,169 | 5,376 | 4,252 | 3,683 | 6,747 | 37.4 |
| Wells | 26.5 | Male | 12,869 | 1,326 | 1,389 | 1,249 | 1,074 | 2,063 | 1,968 | 1,366 | 1,027 | 1,407 | 31.8 |
| | | Female | 13,631 | 1,204 | 1,292 | 1,096 | 1,081 | 2,163 | 1,960 | 1,468 | 1,151 | 2,216 | 34.9 |
| White | 23.5 | Male | 11,380 | 965 | 1,142 | 1,122 | 912 | 1,639 | 1,814 | 1,183 | 1,073 | 1,530 | 34.5 |
| | | Female | 12,120 | 995 | 1,057 | 1,104 | 856 | 1,714 | 1,768 | 1,252 | 1,173 | 2,201 | 36.9 |
| Whitley | 28.3 | Male | 13,899 | 1,363 | 1,359 | 1,436 | 1,207 | 2,144 | 2,328 | 1,401 | 1,143 | 1,518 | 32.4 |
| | | Female | 14,401 | 1,294 | 1,333 | 1,274 | 1,163 | 2,183 | 2,187 | 1,466 | 1,295 | 2,206 | 34.8 |
| **TOTAL METRO COUNTIES** | 3,834.2 | Male | 1,852,796 | 175,961 | 173,909 | 164,822 | 210,653 | 309,530 | 290,919 | 198,291 | 148,956 | 179,755 | 31.5 |
| | | Female | 1,981,404 | 168,110 | 165,708 | 156,988 | 212,157 | 320,796 | 302,475 | 207,429 | 166,491 | 281,250 | 34.0 |
| **TOTAL STATE** | 5,594.4 | Male | 2,714,632 | 254,497 | 256,632 | 247,280 | 294,523 | 440,972 | 421,457 | 295,591 | 224,081 | 279,599 | 31.9 |
| | | Female | 2,879,768 | 243,008 | 243,165 | 234,992 | 290,451 | 450,702 | 432,847 | 306,467 | 248,571 | 429,565 | 34.5 |
| **IOWA** | | | | | | | | | | | | | |
| **CEDAR RAPIDS** | 170.5 | Male | 82,891 | 7,638 | 7,561 | 7,040 | 8,680 | 14,071 | 13,540 | 9,229 | 6,825 | 8,307 | 32.5 |
| | | Female | 87,609 | 7,256 | 7,102 | 6,576 | 9,227 | 14,123 | 13,788 | 9,667 | 7,195 | 12,675 | 34.7 |
| Linn | 170.5 | Male | 82,891 | 7,638 | 7,561 | 7,040 | 8,680 | 14,071 | 13,540 | 9,229 | 6,825 | 8,307 | 32.5 |
| | | Female | 87,609 | 7,256 | 7,102 | 6,576 | 9,227 | 14,123 | 13,788 | 9,667 | 7,195 | 12,675 | 34.7 |
| **DAVENPORT - ROCK ISLAND - MOLINE** | 346.5 | Male | 167,584 | 15,872 | 16,581 | 15,318 | 15,456 | 25,476 | 26,740 | 18,784 | 14,412 | 18,945 | 33.1 |
| | | Female | 178,916 | 15,269 | 15,581 | 14,586 | 15,981 | 26,753 | 27,053 | 19,361 | 15,533 | 28,799 | 35.5 |
| Scott | 150.2 | Male | 72,773 | 7,332 | 7,458 | 6,737 | 6,962 | 11,678 | 12,019 | 7,962 | 5,716 | 6,909 | 31.8 |
| | | Female | 77,427 | 7,144 | 7,064 | 6,495 | 7,217 | 12,497 | 12,216 | 8,222 | 6,066 | 10,506 | 33.6 |
| *Henry, Ill.* | *50.2* | *Male* | *24,505* | *2,187* | *2,492* | *2,409* | *1,887* | *3,326* | *3,762* | *2,875* | *2,245* | *3,322* | *34.9* |
| | | *Female* | *25,695* | *2,027* | *2,235* | *2,194* | *1,873* | *3,351* | *3,782* | *2,850* | *2,397* | *4,986* | *38.1* |
| *Rock Island, Ill.* | *146.1* | *Male* | *70,306* | *6,353* | *6,631* | *6,172* | *6,607* | *10,472* | *10,959* | *7,947* | *6,451* | *8,714* | *34.0* |
| | | *Female* | *75,794* | *6,098* | *6,282* | *5,897* | *6,891* | *10,905* | *11,055* | *8,289* | *7,070* | *13,307* | *36.6* |
| **DES MOINES** | 401.3 | Male | 192,159 | 19,069 | 18,143 | 15,762 | 19,563 | 34,157 | 31,567 | 20,808 | 15,104 | 17,986 | 31.9 |
| | | Female | 209,141 | 18,027 | 17,075 | 15,222 | 21,458 | 36,143 | 33,193 | 21,997 | 16,458 | 29,568 | 34.1 |
| Dallas | 30.3 | Male | 14,801 | 1,403 | 1,628 | 1,381 | 1,048 | 2,220 | 2,468 | 1,671 | 1,219 | 1,763 | 33.7 |
| | | Female | 15,499 | 1,307 | 1,448 | 1,275 | 1,003 | 2,396 | 2,455 | 1,635 | 1,265 | 2,715 | 36.3 |
| Polk | 334.2 | Male | 159,405 | 15,974 | 14,615 | 12,589 | 16,735 | 29,377 | 26,088 | 16,945 | 12,467 | 14,615 | 31.7 |
| | | Female | 174,795 | 15,121 | 13,875 | 12,247 | 18,657 | 30,949 | 27,645 | 18,155 | 13,772 | 24,374 | 33.9 |
| Warren | 36.8 | Male | 17,953 | 1,692 | 1,900 | 1,792 | 1,780 | 2,560 | 3,011 | 2,192 | 1,418 | 1,608 | 32.1 |
| | | Female | 18,847 | 1,599 | 1,752 | 1,700 | 1,798 | 2,798 | 3,093 | 2,207 | 1,421 | 2,479 | 34.2 |
| **DUBUQUE** | 86.0 | Male | 41,591 | 3,862 | 4,210 | 3,919 | 4,593 | 6,242 | 6,200 | 4,483 | 3,502 | 4,580 | 31.7 |
| | | Female | 44,409 | 3,631 | 4,046 | 3,736 | 4,287 | 6,382 | 6,365 | 4,480 | 3,816 | 7,666 | 35.2 |
| Dubuque | 86.0 | Male | 41,591 | 3,862 | 4,210 | 3,919 | 4,593 | 6,242 | 6,200 | 4,483 | 3,502 | 4,580 | 31.7 |
| | | Female | 44,409 | 3,631 | 4,046 | 3,736 | 4,287 | 6,382 | 6,365 | 4,480 | 3,816 | 7,666 | 35.2 |
| **IOWA CITY** | 98.1 | Male | 48,672 | 3,940 | 3,481 | 2,795 | 11,954 | 9,867 | 7,351 | 3,848 | 2,487 | 2,949 | 27.2 |
| | | Female | 49,428 | 3,821 | 3,365 | 2,689 | 11,778 | 9,331 | 7,370 | 3,914 | 2,683 | 4,477 | 28.3 |
| Johnson | 98.1 | Male | 48,672 | 3,940 | 3,481 | 2,795 | 11,954 | 9,867 | 7,351 | 3,848 | 2,487 | 2,949 | 27.2 |
| | | Female | 49,428 | 3,821 | 3,365 | 2,689 | 11,778 | 9,331 | 7,370 | 3,914 | 2,683 | 4,477 | 28.3 |
| **SIOUX CITY** | 115.7 | Male | 55,951 | 5,732 | 5,936 | 5,283 | 5,331 | 8,788 | 8,441 | 5,376 | 4,558 | 6,506 | 31.5 |
| | | Female | 59,749 | 5,389 | 5,661 | 5,041 | 5,277 | 8,866 | 8,544 | 5,564 | 5,160 | 10,247 | 34.6 |
| Woodbury | 98.9 | Male | 47,645 | 4,847 | 4,983 | 4,486 | 4,572 | 7,391 | 7,219 | 4,510 | 3,942 | 5,695 | 31.7 |
| | | Female | 51,255 | 4,483 | 4,835 | 4,285 | 4,555 | 7,498 | 7,304 | 4,712 | 4,531 | 9,052 | 35.0 |
| *Dakota, Neb.* | *16.8* | *Male* | *8,306* | *885* | *953* | *797* | *759* | *1,397* | *1,222* | *866* | *616* | *811* | *30.4* |
| | | *Female* | *8,494* | *906* | *826* | *756* | *722* | *1,368* | *1,240* | *852* | *629* | *1,195* | *32.6* |
| **WATERLOO - CEDAR FALLS** | 145.2 | Male | 69,370 | 6,089 | 6,709 | 6,146 | 8,968 | 9,222 | 10,659 | 7,555 | 5,787 | 8,235 | 32.3 |
| | | Female | 75,830 | 5,826 | 6,364 | 5,885 | 9,791 | 10,260 | 11,062 | 7,688 | 6,457 | 12,497 | 34.8 |
| Black Hawk | 122.6 | Male | 58,389 | 5,250 | 5,661 | 5,137 | 7,667 | 7,851 | 9,045 | 6,203 | 4,864 | 6,711 | 32.0 |
| | | Female | 64,211 | 4,973 | 5,345 | 4,933 | 8,579 | 8,871 | 9,419 | 6,391 | 5,489 | 10,211 | 34.3 |
| Bremer | 22.6 | Male | 10,981 | 839 | 1,048 | 1,009 | 1,301 | 1,371 | 1,614 | 1,352 | 923 | 1,524 | 34.4 |
| | | Female | 11,619 | 853 | 1,019 | 952 | 1,212 | 1,389 | 1,643 | 1,297 | 968 | 2,286 | 37.3 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **IOWA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Adair | 8.3 | Male | 3,998 | 322 | 383 | 358 | 255 | 519 | 550 | 398 | 420 | 793 | 37.9 |
| | | Female | 4,302 | 331 | 357 | 333 | 240 | 523 | 472 | 463 | 409 | 1,174 | 42.8 |
| Adams | 4.8 | Male | 2,352 | 220 | 199 | 199 | 138 | 317 | 300 | 273 | 262 | 444 | 38.4 |
| | | Female | 2,448 | 174 | 194 | 187 | 127 | 294 | 310 | 288 | 255 | 619 | 43.0 |
| Allamakee | 13.8 | Male | 6,739 | 604 | 666 | 634 | 479 | 938 | 951 | 710 | 662 | 1,095 | 35.5 |
| | | Female | 7,061 | 609 | 648 | 609 | 398 | 896 | 890 | 708 | 672 | 1,631 | 39.2 |
| Appanoose | 13.7 | Male | 6,526 | 524 | 615 | 612 | 494 | 895 | 879 | 684 | 595 | 1,228 | 36.4 |
| | | Female | 7,174 | 560 | 568 | 583 | 480 | 884 | 905 | 721 | 723 | 1,750 | 40.7 |
| Audubon | 7.1 | Male | 3,413 | 306 | 324 | 289 | 206 | 411 | 463 | 365 | 366 | 683 | 38.7 |
| | | Female | 3,687 | 308 | 319 | 263 | 176 | 423 | 422 | 391 | 409 | 976 | 43.4 |
| Benton | 22.6 | Male | 11,086 | 1,061 | 1,141 | 1,050 | 804 | 1,689 | 1,601 | 1,175 | 981 | 1,584 | 33.8 |
| | | Female | 11,514 | 996 | 1,094 | 939 | 799 | 1,657 | 1,562 | 1,187 | 1,053 | 2,227 | 36.7 |
| Black Hawk | 122.6 | Male | 58,389 | 5,250 | 5,661 | 5,137 | 7,667 | 7,851 | 9,045 | 6,203 | 4,864 | 6,711 | 32.0 |
| | | Female | 64,211 | 4,973 | 5,345 | 4,933 | 8,579 | 8,871 | 9,419 | 6,391 | 5,489 | 10,211 | 34.3 |
| Boone | 25.1 | Male | 11,995 | 1,019 | 1,121 | 966 | 924 | 1,822 | 1,968 | 1,285 | 1,146 | 1,744 | 35.7 |
| | | Female | 13,105 | 1,035 | 1,074 | 953 | 916 | 1,859 | 1,906 | 1,348 | 1,196 | 2,818 | 38.8 |
| Bremer | 22.6 | Male | 10,981 | 839 | 1,048 | 1,009 | 1,301 | 1,371 | 1,614 | 1,352 | 923 | 1,524 | 34.4 |
| | | Female | 11,619 | 853 | 1,019 | 952 | 1,212 | 1,389 | 1,643 | 1,297 | 968 | 2,286 | 37.3 |
| Buchanan | 20.8 | Male | 10,212 | 996 | 1,182 | 1,121 | 741 | 1,416 | 1,494 | 1,080 | 818 | 1,364 | 32.5 |
| | | Female | 10,588 | 1,011 | 1,103 | 1,011 | 707 | 1,449 | 1,418 | 1,075 | 900 | 1,914 | 35.1 |
| Buena Vista | 19.9 | Male | 9,661 | 894 | 913 | 341 | 1,118 | 1,425 | 1,327 | 816 | 847 | 1,480 | 32.5 |
| | | Female | 10,239 | 842 | 882 | 826 | 1,037 | 1,363 | 1,290 | 872 | 984 | 2,143 | 36.3 |
| Butler | 15.5 | Male | 7,569 | 620 | 777 | 725 | 524 | 949 | 1,153 | 799 | 702 | 1,320 | 36.6 |
| | | Female | 7,931 | 590 | 718 | 654 | 436 | 986 | 1,044 | 799 | 791 | 1,913 | 40.6 |
| Calhoun | 11.4 | Male | 5,431 | 435 | 545 | 483 | 310 | 702 | 792 | 568 | 550 | 1,046 | 38.0 |
| | | Female | 5,969 | 430 | 519 | 445 | 254 | 680 | 740 | 601 | 605 | 1,695 | 43.9 |
| Carroll | 21.4 | Male | 10,348 | 1,069 | 1,186 | 1,011 | 741 | 1,528 | 1,414 | 979 | 890 | 1,530 | 32.6 |
| | | Female | 11,052 | 1,031 | 1,081 | 1,005 | 695 | 1,476 | 1,334 | 1,030 | 1,058 | 2,342 | 36.8 |
| Cass | 14.9 | Male | 7,102 | 622 | 719 | 625 | 432 | 991 | 1,025 | 778 | 690 | 1,220 | 36.6 |
| | | Female | 7,798 | 574 | 676 | 613 | 428 | 963 | 1,010 | 823 | 764 | 1,947 | 41.4 |
| Cedar | 17.3 | Male | 8,445 | 709 | 843 | 763 | 578 | 1,236 | 1,350 | 938 | 757 | 1,271 | 35.7 |
| | | Female | 8,855 | 707 | 857 | 748 | 564 | 1,230 | 1,301 | 942 | 837 | 1,669 | 37.5 |
| Cerro Gordo | 46.7 | Male | 22,085 | 2,028 | 2,170 | 1,816 | 1,913 | 3,407 | 3,390 | 2,229 | 2,076 | 3,056 | 34.1 |
| | | Female | 24,615 | 1,881 | 1,914 | 1,804 | 2,070 | 3,676 | 3,466 | 2,480 | 2,381 | 4,943 | 37.8 |
| Cherokee | 13.8 | Male | 6,673 | 591 | 689 | 588 | 420 | 923 | 1,005 | 684 | 728 | 1,045 | 36.2 |
| | | Female | 7,127 | 563 | 623 | 688 | 385 | 877 | 952 | 746 | 750 | 1,543 | 39.5 |
| Chickasaw | 13.0 | Male | 6,458 | 571 | 709 | 631 | 445 | 902 | 909 | 721 | 591 | 979 | 34.7 |
| | | Female | 6,542 | 543 | 625 | 577 | 360 | 878 | 875 | 724 | 577 | 1,383 | 38.3 |
| Clarke | 8.4 | Male | 4,007 | 351 | 391 | 361 | 280 | 585 | 589 | 430 | 386 | 634 | 35.6 |
| | | Female | 4,393 | 364 | 385 | 356 | 273 | 557 | 603 | 475 | 430 | 950 | 39.3 |
| Clay | 17.3 | Male | 8,256 | 757 | 870 | 795 | 576 | 1,215 | 1,277 | 846 | 764 | 1,156 | 34.3 |
| | | Female | 9,044 | 755 | 849 | 707 | 659 | 1,290 | 1,313 | 869 | 871 | 1,731 | 37.0 |
| Clayton | 18.9 | Male | 9,292 | 795 | 963 | 898 | 632 | 1,320 | 1,306 | 983 | 916 | 1,479 | 35.3 |
| | | Female | 9,608 | 826 | 911 | 873 | 578 | 1,253 | 1,247 | 965 | 959 | 1,996 | 37.9 |
| Clinton | 50.7 | Male | 24,339 | 2,254 | 2,355 | 2,264 | 1,990 | 3,574 | 3,722 | 2,745 | 2,199 | 3,236 | 34.3 |
| | | Female | 26,361 | 2,152 | 2,356 | 2,210 | 1,926 | 3,788 | 3,724 | 2,806 | 2,440 | 4,959 | 37.0 |
| Crawford | 16.7 | Male | 8,148 | 720 | 754 | 804 | 649 | 1,202 | 1,136 | 908 | 783 | 1,192 | 34.5 |
| | | Female | 8,552 | 719 | 810 | 800 | 573 | 1,095 | 1,094 | 895 | 801 | 1,765 | 37.6 |
| Dallas | 30.3 | Male | 14,801 | 1,403 | 1,628 | 1,381 | 1,048 | 2,220 | 2,468 | 1,671 | 1,219 | 1,763 | 33.7 |
| | | Female | 15,499 | 1,307 | 1,448 | 1,275 | 1,003 | 2,396 | 2,455 | 1,635 | 1,265 | 2,715 | 36.3 |
| Davis | 8.2 | Male | 3,996 | 376 | 383 | 395 | 304 | 562 | 549 | 429 | 366 | 632 | 34.6 |
| | | Female | 4,204 | 353 | 380 | 346 | 280 | 525 | 538 | 461 | 392 | 929 | 39.1 |
| Decatur | 8.1 | Male | 3,908 | 314 | 314 | 322 | 553 | 458 | 494 | 377 | 360 | 716 | 34.8 |
| | | Female | 4,192 | 304 | 321 | 324 | 519 | 475 | 471 | 398 | 406 | 974 | 38.2 |
| Delaware | 18.1 | Male | 8,903 | 908 | 1,036 | 862 | 701 | 1,357 | 1,240 | 916 | 785 | 1,098 | 32.0 |
| | | Female | 9,197 | 865 | 1,026 | 870 | 594 | 1,364 | 1,150 | 910 | 825 | 1,593 | 34.1 |
| Des Moines | 42.6 | Male | 20,345 | 1,750 | 1,975 | 1,869 | 1,730 | 2,900 | 3,283 | 2,365 | 1,813 | 2,660 | 34.8 |
| | | Female | 22,255 | 1,782 | 1,943 | 1,672 | 1,718 | 3,023 | 3,308 | 2,396 | 2,085 | 4,328 | 36.0 |
| Dickinson | 15.0 | Male | 7,185 | 510 | 627 | 644 | 453 | 921 | 1,137 | 806 | 774 | 1,313 | 38.8 |
| | | Female | 7,815 | 532 | 647 | 573 | 408 | 913 | 1,172 | 836 | 896 | 1,838 | 42.1 |
| Dubuque | 86.0 | Male | 41,591 | 3,862 | 4,210 | 3,919 | 4,593 | 6,242 | 6,200 | 4,483 | 3,502 | 4,580 | 31.7 |
| | | Female | 44,409 | 3,631 | 4,046 | 3,736 | 4,287 | 6,382 | 6,365 | 4,480 | 3,816 | 7,666 | 35.2 |
| Emmet | 11.4 | Male | 5,489 | 440 | 547 | 570 | 544 | 662 | 798 | 560 | 522 | 846 | 34.7 |
| | | Female | 5,911 | 426 | 538 | 530 | 445 | 703 | 775 | 555 | 606 | 1,333 | 39.0 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **IOWA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Fayette | 21.5 | Male | 10,436 | 919 | 980 | 972 | 886 | 1,439 | 1,483 | 1,093 | 1,003 | 1,661 | 35.1 |
| | | Female | 11,064 | 912 | 1,007 | 908 | 746 | 1,401 | 1,385 | 1,144 | 1,046 | 2,515 | 39.0 |
| Floyd | 16.8 | Male | 7,980 | 679 | 747 | 742 | 606 | 989 | 1,151 | 977 | 766 | 1,323 | 37.0 |
| | | Female | 8,820 | 669 | 771 | 759 | 578 | 1,029 | 1,151 | 981 | 881 | 2,001 | 40.2 |
| Franklin | 11.1 | Male | 5,357 | 444 | 533 | 476 | 345 | 730 | 814 | 581 | 538 | 896 | 36.8 |
| | | Female | 5,743 | 466 | 489 | 446 | 309 | 704 | 778 | 585 | 601 | 1,365 | 40.9 |
| Fremont | 8.2 | Male | 3,883 | 321 | 385 | 354 | 252 | 469 | 576 | 416 | 386 | 724 | 37.8 |
| | | Female | 4,317 | 311 | 376 | 390 | 239 | 494 | 569 | 427 | 446 | 1,065 | 41.1 |
| Greene | 9.8 | Male | 4,669 | 398 | 457 | 401 | 295 | 597 | 665 | 498 | 484 | 874 | 37.8 |
| | | Female | 5,131 | 361 | 428 | 376 | 269 | 614 | 652 | 509 | 558 | 1,364 | 42.9 |
| Grundy | 11.8 | Male | 5,671 | 492 | 525 | 516 | 344 | 736 | 858 | 695 | 551 | 954 | 37.6 |
| | | Female | 6,129 | 456 | 527 | 503 | 317 | 747 | 831 | 678 | 619 | 1,451 | 41.2 |
| Guthrie | 10.8 | Male | 5,184 | 407 | 495 | 439 | 317 | 648 | 744 | 615 | 574 | 945 | 38.8 |
| | | Female | 5,616 | 382 | 496 | 464 | 297 | 631 | 741 | 599 | 649 | 1,357 | 42.3 |
| Hamilton | 15.9 | Male | 7,712 | 647 | 728 | 692 | 537 | 1,164 | 1,155 | 799 | 786 | 1,204 | 35.8 |
| | | Female | 8,188 | 652 | 670 | 664 | 493 | 1,082 | 1,117 | 894 | 846 | 1,770 | 39.8 |
| Hancock | 12.6 | Male | 6,140 | 581 | 652 | 598 | 388 | 889 | 911 | 639 | 550 | 932 | 34.6 |
| | | Female | 6,460 | 552 | 627 | 552 | 377 | 896 | 866 | 607 | 604 | 1,379 | 37.6 |
| Hardin | 18.5 | Male | 8,959 | 712 | 829 | 914 | 763 | 1,166 | 1,256 | 894 | 860 | 1,565 | 35.8 |
| | | Female | 9,541 | 663 | 788 | 717 | 629 | 1,159 | 1,236 | 980 | 962 | 2,407 | 41.6 |
| Harrison | 14.7 | Male | 7,086 | 677 | 695 | 690 | 487 | 995 | 961 | 755 | 677 | 1,149 | 35.0 |
| | | Female | 7,614 | 586 | 674 | 638 | 483 | 1,024 | 951 | 774 | 747 | 1,737 | 39.2 |
| Henry | 19.5 | Male | 9,737 | 805 | 875 | 828 | 1,039 | 1,571 | 1,524 | 1,060 | 738 | 1,297 | 33.4 |
| | | Female | 9,763 | 808 | 830 | 789 | 806 | 1,326 | 1,432 | 973 | 815 | 1,984 | 37.3 |
| Howard | 9.6 | Male | 4,684 | 394 | 480 | 433 | 295 | 659 | 609 | 473 | 456 | 885 | 36.3 |
| | | Female | 4,916 | 411 | 450 | 415 | 242 | 612 | 563 | 479 | 511 | 1,233 | 40.8 |
| Humboldt | 10.5 | Male | 5,097 | 454 | 480 | 442 | 320 | 686 | 711 | 526 | 539 | 939 | 37.3 |
| | | Female | 5,403 | 404 | 489 | 416 | 279 | 680 | 680 | 565 | 592 | 1,298 | 41.4 |
| Ida | 8.3 | Male | 4,018 | 400 | 419 | 385 | 246 | 552 | 568 | 383 | 385 | 680 | 35.1 |
| | | Female | 4,282 | 371 | 400 | 355 | 206 | 559 | 529 | 373 | 458 | 1,031 | 39.7 |
| Iowa | 14.5 | Male | 7,013 | 633 | 657 | 566 | 503 | 1,093 | 1,054 | 728 | 677 | 1,102 | 35.5 |
| | | Female | 7,487 | 653 | 660 | 556 | 412 | 1,070 | 966 | 789 | 714 | 1,667 | 39.1 |
| Jackson | 19.8 | Male | 9,712 | 888 | 1,038 | 954 | 757 | 1,389 | 1,345 | 1,063 | 914 | 1,364 | 33.8 |
| | | Female | 10,088 | 862 | 898 | 902 | 688 | 1,360 | 1,314 | 1,093 | 1,015 | 1,956 | 37.5 |
| Jasper | 35.3 | Male | 17,254 | 1,429 | 1,606 | 1,637 | 1,342 | 2,586 | 2,679 | 1,944 | 1,701 | 2,330 | 35.1 |
| | | Female | 18,046 | 1,393 | 1,501 | 1,486 | 1,218 | 2,526 | 2,639 | 2,047 | 1,861 | 3,375 | 38.4 |
| Jefferson | 16.6 | Male | 8,105 | 664 | 735 | 668 | 591 | 1,156 | 1,871 | 841 | 608 | 971 | 36.3 |
| | | Female | 8,495 | 681 | 749 | 562 | 538 | 1,139 | 1,758 | 890 | 675 | 1,503 | 38.3 |
| Johnson | 98.1 | Male | 48,672 | 3,940 | 3,481 | 2,795 | 11,954 | 9,867 | 7,351 | 3,848 | 2,487 | 2,949 | 27.2 |
| | | Female | 49,428 | 3,821 | 3,365 | 2,689 | 11,778 | 9,331 | 7,370 | 3,914 | 2,683 | 4,477 | 28.3 |
| Jones | 18.4 | Male | 9,497 | 765 | 814 | 843 | 969 | 1,622 | 1,490 | 976 | 795 | 1,223 | 33.4 |
| | | Female | 8,903 | 727 | 819 | 776 | 602 | 1,208 | 1,222 | 946 | 845 | 1,758 | 37.6 |
| Keokuk | 11.5 | Male | 5,593 | 499 | 575 | 496 | 368 | 806 | 756 | 570 | 546 | 977 | 35.7 |
| | | Female | 5,907 | 450 | 539 | 440 | 354 | 782 | 702 | 586 | 609 | 1,445 | 40.5 |
| Kossuth | 18.2 | Male | 8,848 | 784 | 973 | 865 | 510 | 1,252 | 1,259 | 910 | 886 | 1,409 | 35.3 |
| | | Female | 9,352 | 789 | 903 | 789 | 495 | 1,162 | 1,187 | 992 | 941 | 2,094 | 39.5 |
| Lee | 38.5 | Male | 18,846 | 1,637 | 1,848 | 1,664 | 1,479 | 2,915 | 3,003 | 2,095 | 1,694 | 2,511 | 34.6 |
| | | Female | 19,654 | 1,524 | 1,687 | 1,593 | 1,442 | 2,672 | 2,783 | 2,082 | 1,880 | 3,991 | 38.3 |
| Linn | 170.5 | Male | 82,891 | 7,638 | 7,561 | 7,040 | 8,680 | 14,071 | 13,540 | 9,229 | 5,825 | 8,307 | 32.5 |
| | | Female | 87,609 | 7,256 | 7,102 | 6,576 | 9,227 | 14,123 | 13,788 | 9,667 | 7,195 | 12,675 | 34.7 |
| Louisa | 11.7 | Male | 5,888 | 521 | 597 | 541 | 550 | 926 | 853 | 634 | 499 | 767 | 32.9 |
| | | Female | 5,812 | 465 | 546 | 535 | 416 | 816 | 858 | 628 | 529 | 1,019 | 36.5 |
| Lucas | 9.0 | Male | 4,286 | 358 | 396 | 376 | 308 | 538 | 594 | 503 | 459 | 754 | 37.8 |
| | | Female | 4,714 | 351 | 385 | 349 | 294 | 590 | 603 | 504 | 510 | 1,128 | 41.4 |
| Lyon | 11.9 | Male | 5,838 | 607 | 701 | 586 | 391 | 781 | 798 | 516 | 580 | 878 | 33.1 |
| | | Female | 6,062 | 543 | 603 | 575 | 378 | 730 | 778 | 563 | 621 | 1,271 | 37.6 |
| Madison | 12.7 | Male | 6,175 | 537 | 646 | 619 | 446 | 803 | 977 | 695 | 535 | 917 | 35.4 |
| | | Female | 6,525 | 524 | 607 | 563 | 411 | 853 | 927 | 693 | 549 | 1,398 | 38.3 |
| Mahaska | 21.7 | Male | 10,559 | 981 | 1,033 | 919 | 1,003 | 1,566 | 1,560 | 1,039 | 885 | 1,573 | 33.6 |
| | | Female | 11,141 | 915 | 937 | 921 | 952 | 1,534 | 1,488 | 1,063 | 1,035 | 2,296 | 37.1 |
| Marion | 30.5 | Male | 15,162 | 1,329 | 1,426 | 1,357 | 1,623 | 2,111 | 2,214 | 1,617 | 1,326 | 2,159 | 33.7 |
| | | Female | 15,338 | 1,176 | 1,356 | 1,205 | 1,718 | 2,045 | 2,135 | 1,539 | 1,323 | 2,841 | 35.8 |
| Marshall | 37.9 | Male | 18,537 | 1,550 | 1,732 | 1,587 | 1,478 | 2,549 | 2,898 | 2,121 | 1,709 | 2,913 | 36.3 |
| | | Female | 19,363 | 1,492 | 1,614 | 1,549 | 1,436 | 2,634 | 2,930 | 2,122 | 1,789 | 3,797 | 38.3 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **IOWA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Mills | 13.2 | Male | 6,557 | 556 | 698 | 667 | 471 | 981 | 1,123 | 772 | 562 | 727 | 34.0 |
| | | Female | 6,643 | 485 | 576 | 645 | 457 | 974 | 1,134 | 722 | 553 | 1,097 | 36.6 |
| Mitchell | 10.9 | Male | 5,289 | 457 | 515 | 493 | 344 | 708 | 710 | 541 | 544 | 977 | 36.8 |
| | | Female | 5,611 | 431 | 489 | 460 | 332 | 661 | 640 | 596 | 574 | 1,428 | 41.8 |
| Monona | 9.8 | Male | 4,659 | 370 | 453 | 381 | 268 | 577 | 655 | 532 | 479 | 944 | 39.3 |
| | | Female | 5,141 | 336 | 430 | 427 | 260 | 590 | 575 | 542 | 555 | 1,426 | 44.2 |
| Monroe | 8.1 | Male | 3,896 | 332 | 370 | 355 | 293 | 532 | 525 | 417 | 384 | 688 | 36.3 |
| | | Female | 4,204 | 302 | 368 | 341 | 263 | 538 | 537 | 411 | 437 | 1,007 | 40.4 |
| Montgomery | 11.9 | Male | 5,624 | 468 | 539 | 498 | 391 | 750 | 833 | 562 | 563 | 1,020 | 37.0 |
| | | Female | 6,276 | 436 | 503 | 502 | 365 | 791 | 840 | 597 | 620 | 1,622 | 41.4 |
| Muscatine | 40.3 | Male | 19,740 | 1,911 | 2,072 | 1,823 | 1,778 | 3,145 | 3,124 | 2,146 | 1,572 | 2,169 | 32.3 |
| | | Female | 20,560 | 1,775 | 1,940 | 1,787 | 1,709 | 3,153 | 3,052 | 2,193 | 1,664 | 3,287 | 34.7 |
| O'Brien | 15.2 | Male | 7,332 | 631 | 787 | 674 | 569 | 1,019 | 1,006 | 684 | 715 | 1,247 | 34.9 |
| | | Female | 7,868 | 604 | 730 | 649 | 400 | 990 | 971 | 769 | 830 | 1,925 | 40.8 |
| Osceola | 7.2 | Male | 3,505 | 316 | 348 | 334 | 259 | 518 | 462 | 345 | 361 | 562 | 34.6 |
| | | Female | 3,695 | 318 | 340 | 306 | 227 | 474 | 446 | 356 | 370 | 858 | 39.1 |
| Page | 16.6 | Male | 8,050 | 625 | 721 | 785 | 640 | 1,041 | 1,246 | 848 | 761 | 1,383 | 36.7 |
| | | Female | 8,550 | 597 | 737 | 685 | 461 | 1,056 | 1,124 | 838 | 907 | 2,145 | 41.6 |
| Palo Alto | 10.3 | Male | 4,976 | 410 | 495 | 508 | 409 | 657 | 630 | 479 | 544 | 844 | 35.1 |
| | | Female | 5,324 | 408 | 500 | 434 | 315 | 587 | 621 | 544 | 599 | 1,316 | 41.7 |
| Plymouth | 23.7 | Male | 11,626 | 1,086 | 1,334 | 1,154 | 1,043 | 1,568 | 1,621 | 1,132 | 1,088 | 1,600 | 32.6 |
| | | Female | 12,074 | 1,082 | 1,176 | 1,065 | 903 | 1,571 | 1,615 | 1,164 | 1,147 | 2,351 | 36.5 |
| Pocahontas | 9.3 | Male | 4,504 | 424 | 445 | 413 | 227 | 618 | 596 | 507 | 464 | 810 | 37.1 |
| | | Female | 4,796 | 373 | 425 | 348 | 211 | 565 | 593 | 535 | 506 | 1,240 | 43.0 |
| Polk | 334.2 | Male | 159,405 | 15,974 | 14,615 | 12,589 | 16,735 | 29,377 | 26,088 | 16,945 | 12,467 | 14,615 | 31.7 |
| | | Female | 174,795 | 15,121 | 13,875 | 12,247 | 18,657 | 30,949 | 27,645 | 18,155 | 13,772 | 24,374 | 33.9 |
| ☐ Pottawattamie | 82.6 | Male | 39,698 | 3,898 | 4,034 | 3,663 | 3,411 | 6,327 | 5,932 | 4,250 | 3,716 | 4,467 | 32.7 |
| | | Female | 42,902 | 3,795 | 3,813 | 3,456 | 3,666 | 6,632 | 6,156 | 4,575 | 4,117 | 6,692 | 35.1 |
| Poweshiek | 19.3 | Male | 9,301 | 767 | 867 | 806 | 1,177 | 1,265 | 1,328 | 948 | 836 | 1,307 | 33.2 |
| | | Female | 9,999 | 716 | 820 | 781 | 1,113 | 1,297 | 1,338 | 1,068 | 882 | 1,984 | 37.0 |
| Ringgold | 5.3 | Male | 2,519 | 206 | 246 | 193 | 145 | 310 | 326 | 263 | 315 | 515 | 39.9 |
| | | Female | 2,781 | 162 | 245 | 207 | 137 | 305 | 338 | 284 | 309 | 794 | 44.9 |
| Sac | 12.1 | Male | 5,899 | 556 | 607 | 520 | 366 | 788 | 788 | 574 | 607 | 1,093 | 36.4 |
| | | Female | 6,201 | 463 | 558 | 510 | 309 | 738 | 765 | 579 | 660 | 1,619 | 41.8 |
| Scott | 150.2 | Male | 72,773 | 7,332 | 7,458 | 6,737 | 6,962 | 11,678 | 12,019 | 7,962 | 5,716 | 6,909 | 31.8 |
| | | Female | 77,427 | 7,144 | 7,064 | 6,495 | 7,217 | 12,497 | 12,216 | 8,222 | 6,066 | 10,506 | 33.6 |
| Shelby | 13.1 | Male | 6,392 | 601 | 637 | 584 | 424 | 865 | 873 | 667 | 643 | 1,098 | 36.0 |
| | | Female | 6,708 | 508 | 601 | 620 | 378 | 832 | 846 | 658 | 676 | 1,589 | 39.9 |
| Sioux | 30.1 | Male | 14,616 | 1,479 | 1,704 | 1,412 | 1,817 | 1,917 | 1,960 | 1,333 | 1,167 | 1,827 | 29.7 |
| | | Female | 15,484 | 1,404 | 1,656 | 1,416 | 1,836 | 1,919 | 1,886 | 1,408 | 1,269 | 2,690 | 32.5 |
| Story | 74.6 | Male | 38,583 | 2,883 | 2,641 | 2,250 | 11,990 | 6,123 | 4,761 | 2,954 | 2,108 | 2,873 | 24.7 |
| | | Female | 36,017 | 2,572 | 2,463 | 2,186 | 8,837 | 5,486 | 4,676 | 2,999 | 2,287 | 4,511 | 28.6 |
| Tama | 17.2 | Male | 8,335 | 734 | 796 | 745 | 619 | 1,127 | 1,148 | 965 | 821 | 1,380 | 36.3 |
| | | Female | 8,865 | 665 | 775 | 773 | 571 | 1,104 | 1,110 | 965 | 898 | 2,004 | 39.9 |
| Taylor | 7.0 | Male | 3,310 | 249 | 367 | 275 | 204 | 382 | 478 | 328 | 341 | 686 | 38.7 |
| | | Female | 3,690 | 266 | 320 | 314 | 192 | 409 | 432 | 357 | 374 | 1,026 | 43.0 |
| Union | 12.7 | Male | 5,970 | 490 | 588 | 541 | 530 | 792 | 918 | 636 | 525 | 950 | 35.5 |
| | | Female | 6,730 | 489 | 565 | 610 | 489 | 857 | 917 | 650 | 613 | 1,540 | 38.9 |
| Van Buren | 7.6 | Male | 3,745 | 343 | 363 | 362 | 262 | 478 | 510 | 398 | 375 | 654 | 36.3 |
| | | Female | 3,855 | 325 | 345 | 257 | 233 | 488 | 489 | 427 | 384 | 907 | 40.7 |
| Wapello | 35.0 | Male | 16,704 | 1,400 | 1,509 | 1,434 | 1,550 | 2,274 | 2,514 | 1,757 | 1,645 | 2,621 | 35.7 |
| | | Female | 18,296 | 1,400 | 1,324 | 1,381 | 1,394 | 2,449 | 2,566 | 1,861 | 1,896 | 4,025 | 39.7 |
| Warren | 36.8 | Male | 17,953 | 1,692 | 1,900 | 1,792 | 1,780 | 2,560 | 3,011 | 2,192 | 1,418 | 1,608 | 32.1 |
| | | Female | 18,847 | 1,599 | 1,752 | 1,700 | 1,798 | 2,798 | 3,093 | 2,207 | 1,421 | 2,479 | 34.2 |
| Washington | 19.7 | Male | 9,470 | 905 | 941 | 861 | 692 | 1,447 | 1,420 | 966 | 817 | 1,421 | 34.2 |
| | | Female | 10,230 | 886 | 875 | 827 | 666 | 1,404 | 1,376 | 994 | 915 | 2,287 | 38.3 |
| Wayne | 6.9 | Male | 3,277 | 261 | 276 | 273 | 180 | 403 | 422 | 330 | 357 | 775 | 40.8 |
| | | Female | 3,623 | 270 | 284 | 260 | 196 | 414 | 401 | 354 | 386 | 1,058 | 44.7 |
| Webster | 40.0 | Male | 19,097 | 1,809 | 1,892 | 1,610 | 1,672 | 2,730 | 2,750 | 1,970 | 1,875 | 2,789 | 34.4 |
| | | Female | 20,903 | 1,747 | 1,807 | 1,593 | 1,629 | 2,880 | 2,791 | 2,060 | 2,038 | 4,358 | 37.9 |
| Winnebago | 12.0 | Male | 5,817 | 514 | 558 | 497 | 539 | 800 | 889 | 579 | 507 | 934 | 35.0 |
| | | Female | 6,183 | 479 | 551 | 469 | 514 | 788 | 814 | 589 | 556 | 1,423 | 38.6 |
| Winneshiek | 21.1 | Male | 10,337 | 895 | 909 | 849 | 1,573 | 1,503 | 1,366 | 964 | 896 | 1,382 | 31.3 |
| | | Female | 10,763 | 862 | 926 | 801 | 1,679 | 1,394 | 1,255 | 1,008 | 917 | 1,921 | 33.0 |

# POPULATION BY AGE AND SEX

SMM ESTIMATES

| METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **IOWA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Woodbury | 98.9 | Male | 47,645 | 4,847 | 4,983 | 4,486 | 4,572 | 7,391 | 7,219 | 4,510 | 3,942 | 5,695 | 31.7 |
| | | Female | 51,255 | 4,483 | 4,835 | 4,285 | 4,555 | 7,498 | 7,304 | 4,712 | 4,531 | 9,052 | 35.0 |
| Worth | 7.8 | Male | 3,779 | 307 | 363 | 331 | 260 | 516 | 534 | 433 | 370 | 665 | 37.1 |
| | | Female | 4,021 | 295 | 334 | 304 | 249 | 502 | 531 | 420 | 403 | 983 | 41.1 |
| Wright | 14.0 | Male | 6,674 | 582 | 578 | 560 | 448 | 883 | 979 | 709 | 675 | 1,260 | 37.9 |
| | | Female | 7,326 | 554 | 572 | 578 | 421 | 890 | 962 | 699 | 771 | 1,879 | 41.7 |
| **TOTAL METRO COUNTIES** | **1,232.8** | **Male** | **594,799** | **56,675** | **56,579** | **50,548** | **68,703** | **98,955** | **94,487** | **62,645** | **47,079** | **59,128** | **31.6** |
| | | **Female** | **638,001** | **53,983** | **53,664** | **48,344** | **71,979** | **102,866** | **97,454** | **65,255** | **51,323** | **93,133** | **33.8** |
| **TOTAL STATE** | **2,778.1** | **Male** | **1,346,269** | **122,520** | **129,652** | **117,792** | **138,215** | **205,881** | **204,421** | **140,887** | **115,852** | **171,049** | **33.0** |
| | | **Female** | **1,431,831** | **117,005** | **123,143** | **112,572** | **134,394** | **208,151** | **204,158** | **145,771** | **126,625** | **260,012** | **36.0** |
| **KANSAS** | | | | | | | | | | | | | |
| **KANSAS CITY** | **1,607.2** | **Male** | **777,601** | **77,997** | **74,475** | **65,912** | **70,318** | **139,964** | **129,111** | **85,297** | **61,502** | **73,025** | **32.2** |
| | | **Female** | **829,599** | **74,236** | **71,079** | **63,470** | **72,367** | **143,602** | **133,519** | **88,735** | **67,957** | **114,634** | **34.3** |
| Johnson | 379.8 | Male | 183,724 | 18,705 | 17,986 | 15,583 | 14,752 | 33,539 | 34,248 | 21,029 | 13,260 | 14,622 | 32.4 |
| | | Female | 196,076 | 18,004 | 17,027 | 14,941 | 15,729 | 36,285 | 36,654 | 21,477 | 14,528 | 21,431 | 33.9 |
| Leavenworth | 66.7 | Male | 36,748 | 3,067 | 3,353 | 2,779 | 2,939 | 7,449 | 8,345 | 3,715 | 2,334 | 2,767 | 33.4 |
| | | Female | 29,952 | 2,758 | 3,143 | 2,749 | 2,346 | 4,908 | 5,249 | 2,974 | 2,175 | 3,650 | 33.1 |
| Miami | 24.2 | Male | 11,909 | 1,106 | 1,212 | 1,162 | 897 | 1,860 | 1,857 | 1,428 | 1,047 | 1,340 | 33.5 |
| | | Female | 12,291 | 1,061 | 1,148 | 1,046 | 883 | 1,805 | 1,853 | 1,374 | 1,070 | 2,051 | 36.1 |
| Wyandotte | 160.8 | Male | 76,727 | 8,436 | 8,168 | 6,936 | 7,409 | 13,199 | 10,842 | 7,332 | 6,255 | 8,150 | 30.6 |
| | | Female | 84,073 | 8,126 | 7,699 | 6,743 | 7,840 | 13,948 | 11,593 | 8,015 | 7,165 | 12,944 | 33.3 |
| *Cass, Mo.* | *66.6* | *Male* | *32,480* | *3,338* | *3,490* | *3,137* | *2,744* | *5,307* | *5,054* | *3,931* | *2,659* | *2,820* | *31.7* |
| | | *Female* | *34,120* | *3,201* | *3,279* | *2,985* | *2,774* | *5,594* | *5,354* | *3,958* | *2,584* | *4,391* | *33.6* |
| *Clay, Mo.* | *157.1* | *Male* | *76,041* | *7,388* | *7,002* | *6,295* | *7,287* | *13,707* | *12,627* | *8,911* | *6,291* | *6,533* | *32.3* |
| | | *Female* | *81,059* | *6,987* | *6,906* | *6,112* | *7,629* | *14,303* | *13,298* | *9,250* | *6,755* | *9,819* | *34.0* |
| *Jackson, Mo.* | *637.4* | *Male* | *303,444* | *30,638* | *27,863* | *24,872* | *29,356* | *55,668* | *46,974* | *31,647* | *25,084* | *31,342* | *32.0* |
| | | *Female* | *333,956* | *29,037* | *26,767* | *24,140* | *30,333* | *57,399* | *49,923* | *34,818* | *29,103* | *52,436* | *34.9* |
| *Lafayette, Mo.* | *31.5* | *Male* | *15,406* | *1,427* | *1,500* | *1,438* | *1,394* | *2,251* | *2,157* | *1,801* | *1,394* | *2,044* | *33.6* |
| | | *Female* | *16,094* | *1,367* | *1,382* | *1,241* | *1,207* | *2,178* | *2,275* | *1,747* | *1,442* | *3,255* | *38.0* |
| *Platte, Mo.* | *60.7* | *Male* | *30,124* | *2,875* | *2,742* | *2,584* | *2,696* | *5,366* | *5,396* | *4,099* | *2,186* | *2,180* | *32.8* |
| | | *Female* | *30,576* | *2,661* | *2,653* | *2,531* | *2,825* | *5,508* | *5,648* | *3,751* | *2,132* | *2,867* | *33.4* |
| *Ray, Mo.* | *22.4* | *Male* | *10,998* | *1,017* | *1,159* | *1,126* | *844* | *1,618* | *1,611* | *1,404* | *992* | *1,227* | *33.4* |
| | | *Female* | *11,402* | *1,034* | *1,075* | *982* | *801* | *1,674* | *1,672* | *1,371* | *1,003* | *1,790* | *35.8* |
| **LAWRENCE** | **84.5** | **Male** | **42,113** | **3,442** | **3,117** | **2,456** | **11,797** | **7,357** | **5,713** | **3,251** | **2,200** | **2,780** | **25.3** |
| | | **Female** | **42,387** | **3,141** | **2,947** | **2,485** | **11,174** | **7,021** | **5,749** | **3,265** | **2,378** | **4,227** | **27.1** |
| Douglas | 84.5 | Male | 42,113 | 3,442 | 3,117 | 2,456 | 11,797 | 7,357 | 5,713 | 3,251 | 2,200 | 2,780 | 25.3 |
| | | Female | 42,387 | 3,141 | 2,947 | 2,485 | 11,174 | 7,021 | 5,749 | 3,265 | 2,378 | 4,227 | 27.1 |
| **TOPEKA** | **163.3** | **Male** | **78,811** | **7,650** | **7,671** | **6,755** | **7,183** | **13,004** | **12,802** | **8,392** | **6,910** | **8,444** | **32.8** |
| | | **Female** | **84,489** | **6,989** | **7,158** | **6,328** | **7,319** | **13,696** | **13,332** | **8,956** | **7,492** | **13,219** | **35.6** |
| Shawnee | 163.3 | Male | 78,811 | 7,650 | 7,671 | 6,755 | 7,183 | 13,004 | 12,802 | 8,392 | 6,910 | 8,444 | 32.8 |
| | | Female | 84,489 | 6,989 | 7,158 | 6,328 | 7,319 | 13,696 | 13,332 | 8,956 | 7,492 | 13,219 | 35.6 |
| **WICHITA** | **464.4** | **Male** | **227,556** | **24,614** | **22,610** | **19,236** | **21,562** | **41,376** | **36,488** | **22,000** | **17,971** | **21,699** | **31.2** |
| | | **Female** | **236,844** | **23,621** | **21,624** | **18,641** | **21,425** | **40,550** | **35,654** | **23,156** | **19,330** | **32,843** | **33.2** |
| Butler | 52.1 | Male | 25,593 | 2,547 | 2,766 | 2,464 | 1,980 | 3,835 | 4,210 | 2,643 | 2,276 | 2,872 | 32.9 |
| | | Female | 26,507 | 2,359 | 2,647 | 2,334 | 1,918 | 3,922 | 4,138 | 2,704 | 2,308 | 4,177 | 35.2 |
| Sedgwick | 412.3 | Male | 201,963 | 22,067 | 19,844 | 16,772 | 19,582 | 37,541 | 32,278 | 19,357 | 15,695 | 18,827 | 31.1 |
| | | Female | 210,337 | 21,262 | 18,977 | 16,307 | 19,507 | 36,628 | 31,516 | 20,452 | 17,022 | 28,666 | 32.9 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Allen | 14.2 | Male | 6,825 | 633 | 716 | 632 | 589 | 904 | 937 | 685 | 615 | 1,114 | 34.3 |
| | | Female | 7,375 | 612 | 688 | 597 | 520 | 968 | 968 | 709 | 696 | 1,617 | 38.1 |
| Anderson | 7.6 | Male | 3,673 | 307 | 355 | 352 | 253 | 482 | 462 | 406 | 347 | 709 | 36.9 |
| | | Female | 3,927 | 315 | 366 | 313 | 259 | 464 | 463 | 404 | 364 | 979 | 40.3 |
| Atchison | 16.8 | Male | 8,184 | 774 | 767 | 950 | 866 | 1,131 | 1,058 | 820 | 743 | 1,075 | 31.5 |
| | | Female | 8,616 | 706 | 761 | 717 | 819 | 1,165 | 1,013 | 873 | 758 | 1,804 | 36.4 |
| Barber | 5.6 | Male | 2,682 | 243 | 290 | 208 | 147 | 377 | 393 | 257 | 276 | 491 | 36.9 |
| | | Female | 2,918 | 246 | 268 | 245 | 146 | 385 | 362 | 257 | 295 | 714 | 39.7 |
| Barton | 28.1 | Male | 13,569 | 1,355 | 1,440 | 1,173 | 1,040 | 2,098 | 1,977 | 1,340 | 1,284 | 1,862 | 33.5 |
| | | Female | 14,531 | 1,300 | 1,311 | 1,048 | 1,080 | 2,109 | 1,923 | 1,446 | 1,426 | 2,888 | 37.2 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **KANSAS (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Bourbon | 14.7 | Male | 6,915 | 676 | 683 | 583 | 632 | 907 | 951 | 707 | 637 | 1,139 | 34.7 |
| | | Female | 7,785 | 622 | 654 | 607 | 554 | 952 | 1,023 | 724 | 749 | 1,900 | 39.9 |
| Brown | 11.0 | Male | 5,279 | 520 | 573 | 454 | 357 | 706 | 701 | 512 | 489 | 967 | 35.4 |
| | | Female | 5,721 | 487 | 523 | 473 | 348 | 737 | 686 | 513 | 494 | 1,460 | 39.3 |
| Butler | 52.1 | Male | 25,593 | 2,547 | 2,766 | 2,464 | 1,980 | 3,835 | 4,210 | 2,643 | 2,276 | 2,872 | 32.9 |
| | | Female | 26,507 | 2,359 | 2,647 | 2,334 | 1,918 | 3,922 | 4,138 | 2,704 | 2,308 | 4,177 | 35.2 |
| Chase | 3.0 | Male | 1,486 | 129 | 144 | 143 | 84 | 187 | 197 | 157 | 143 | 302 | 37.8 |
| | | Female | 1,514 | 113 | 131 | 92 | 80 | 196 | 201 | 141 | 153 | 407 | 42.2 |
| Chautauqua | 4.2 | Male | 2,033 | 166 | 173 | 178 | 109 | 237 | 238 | 251 | 198 | 483 | 41.4 |
| | | Female | 2,167 | 143 | 171 | 147 | 108 | 237 | 244 | 259 | 217 | 641 | 46.4 |
| Cherokee | 21.2 | Male | 10,105 | 935 | 1,016 | 957 | 906 | 1,365 | 1,431 | 1,173 | 870 | 1,452 | 34.1 |
| | | Female | 11,095 | 822 | 943 | 946 | 911 | 1,407 | 1,477 | 1,205 | 1,055 | 2,329 | 38.5 |
| Cheyenne | 3.1 | Male | 1,492 | 120 | 138 | 129 | 78 | 160 | 237 | 131 | 188 | 311 | 40.1 |
| | | Female | 1,608 | 115 | 123 | 122 | 55 | 174 | 202 | 150 | 209 | 458 | 45.9 |
| Clark | 2.3 | Male | 1,109 | 89 | 122 | 100 | 53 | 142 | 154 | 128 | 106 | 215 | 38.1 |
| | | Female | 1,191 | 86 | 95 | 82 | 53 | 130 | 162 | 106 | 132 | 345 | 44.2 |
| Clay | 9.0 | Male | 4,354 | 394 | 418 | 356 | 294 | 567 | 605 | 438 | 418 | 864 | 37.4 |
| | | Female | 4,646 | 334 | 408 | 387 | 244 | 503 | 636 | 435 | 477 | 1,222 | 42.0 |
| Cloud | 10.7 | Male | 5,050 | 427 | 478 | 419 | 459 | 622 | 648 | 529 | 453 | 1,015 | 36.9 |
| | | Female | 5,650 | 374 | 405 | 350 | 491 | 604 | 648 | 550 | 548 | 1,680 | 44.3 |
| Coffey | 8.2 | Male | 4,049 | 347 | 428 | 374 | 251 | 577 | 623 | 414 | 335 | 700 | 35.8 |
| | | Female | 4,151 | 329 | 389 | 363 | 251 | 558 | 584 | 414 | 333 | 930 | 38.2 |
| Comanche | 2.3 | Male | 1,102 | 108 | 89 | 90 | 67 | 129 | 144 | 120 | 114 | 241 | 39.7 |
| | | Female | 1,198 | 92 | 98 | 82 | 54 | 136 | 145 | 113 | 112 | 366 | 44.4 |
| Cowley | 36.9 | Male | 17,886 | 1,626 | 1,789 | 1,614 | 1,677 | 2,640 | 2,601 | 1,958 | 1,601 | 2,380 | 33.5 |
| | | Female | 19,014 | 1,597 | 1,712 | 1,496 | 1,553 | 2,563 | 2,671 | 1,960 | 1,732 | 3,730 | 37.2 |
| Crawford | 35.0 | Male | 16,810 | 1,399 | 1,492 | 1,371 | 2,385 | 2,470 | 2,215 | 1,599 | 1,281 | 2,598 | 32.1 |
| | | Female | 18,190 | 1,261 | 1,446 | 1,215 | 2,100 | 2,368 | 2,245 | 1,661 | 1,515 | 4,379 | 38.1 |
| Decatur | 3.9 | Male | 1,900 | 168 | 189 | 170 | 85 | 269 | 240 | 179 | 199 | 401 | 37.9 |
| | | Female | 2,000 | 168 | 178 | 135 | 70 | 253 | 217 | 172 | 231 | 576 | 44.0 |
| Dickinson | 19.0 | Male | 9,141 | 787 | 905 | 867 | 623 | 1,270 | 1,290 | 992 | 906 | 1,501 | 35.9 |
| | | Female | 9,859 | 783 | 838 | 787 | 587 | 1,283 | 1,278 | 1,015 | 973 | 2,315 | 40.1 |
| Doniphan | 8.1 | Male | 3,967 | 356 | 376 | 350 | 431 | 523 | 595 | 396 | 325 | 615 | 34.0 |
| | | Female | 4,133 | 330 | 371 | 328 | 365 | 544 | 536 | 392 | 396 | 871 | 37.4 |
| Douglas | 84.5 | Male | 42,113 | 3,442 | 3,117 | 2,456 | 11,797 | 7,357 | 5,713 | 3,251 | 2,200 | 2,780 | 25.3 |
| | | Female | 42,387 | 3,141 | 2,947 | 2,485 | 11,174 | 7,021 | 5,749 | 3,265 | 2,378 | 4,227 | 27.1 |
| Edwards | 3.7 | Male | 1,768 | 134 | 172 | 152 | 109 | 234 | 259 | 181 | 183 | 344 | 38.2 |
| | | Female | 1,932 | 147 | 174 | 143 | 93 | 242 | 216 | 197 | 188 | 532 | 42.7 |
| Elk | 3.2 | Male | 1,533 | 133 | 121 | 121 | 96 | 156 | 165 | 179 | 176 | 386 | 43.5 |
| | | Female | 1,667 | 109 | 102 | 102 | 84 | 143 | 182 | 181 | 188 | 576 | 51.1 |
| Ellis | 25.6 | Male | 12,539 | 1,126 | 1,286 | 1,063 | 1,833 | 1,924 | 1,847 | 1,099 | 930 | 1,431 | 30.0 |
| | | Female | 13,061 | 1,066 | 1,131 | 983 | 1,829 | 1,932 | 1,858 | 1,139 | 1,056 | 2,047 | 32.8 |
| Ellsworth | 6.6 | Male | 3,411 | 229 | 300 | 272 | 309 | 575 | 506 | 330 | 289 | 601 | 35.4 |
| | | Female | 3,189 | 219 | 261 | 279 | 151 | 380 | 376 | 317 | 312 | 894 | 43.1 |
| Finney | 33.8 | Male | 17,182 | 2,258 | 2,087 | 1,651 | 1,979 | 3,273 | 2,545 | 1,397 | 907 | 1,085 | 26.9 |
| | | Female | 16,618 | 2,127 | 1,938 | 1,602 | 1,739 | 3,002 | 2,301 | 1,364 | 978 | 1,567 | 28.0 |
| Ford | 27.6 | Male | 13,967 | 1,541 | 1,433 | 1,189 | 1,806 | 2,272 | 1,967 | 1,275 | 997 | 1,487 | 29.5 |
| | | Female | 13,633 | 1,454 | 1,335 | 1,124 | 1,456 | 2,112 | 1,789 | 1,259 | 1,073 | 2,031 | 31.9 |
| Franklin | 22.0 | Male | 10,661 | 1,095 | 1,104 | 977 | 958 | 1,637 | 1,502 | 1,111 | 899 | 1,378 | 32.3 |
| | | Female | 11,339 | 1,079 | 1,036 | 902 | 934 | 1,666 | 1,490 | 1,142 | 989 | 2,101 | 35.4 |
| Geary | 30.1 | Male | 15,457 | 2,061 | 1,415 | 1,097 | 2,848 | 3,047 | 2,009 | 1,129 | 850 | 1,001 | 26.0 |
| | | Female | 14,643 | 1,981 | 1,393 | 1,063 | 2,261 | 2,663 | 1,813 | 1,142 | 986 | 1,341 | 27.3 |
| Gove | 3.1 | Male | 1,549 | 157 | 162 | 131 | 92 | 206 | 216 | 159 | 165 | 261 | 36.2 |
| | | Female | 1,551 | 106 | 145 | 135 | 73 | 186 | 197 | 160 | 174 | 375 | 41.6 |
| Graham | 3.4 | Male | 1,662 | 126 | 193 | 150 | 80 | 213 | 223 | 193 | 185 | 299 | 38.1 |
| | | Female | 1,738 | 124 | 162 | 134 | 70 | 240 | 207 | 202 | 200 | 399 | 41.7 |
| Grant | 7.2 | Male | 3,586 | 418 | 484 | 370 | 292 | 593 | 540 | 357 | 263 | 269 | 28.9 |
| | | Female | 3,614 | 390 | 461 | 379 | 285 | 555 | 546 | 344 | 273 | 381 | 30.3 |
| Gray | 5.4 | Male | 2,655 | 298 | 315 | 272 | 207 | 380 | 434 | 259 | 208 | 282 | 31.2 |
| | | Female | 2,745 | 266 | 323 | 269 | 175 | 395 | 404 | 265 | 207 | 441 | 33.6 |
| Greeley | 1.8 | Male | 898 | 109 | 108 | 72 | 52 | 146 | 139 | 74 | 87 | 111 | 32.4 |
| | | Female | 902 | 86 | 104 | 80 | 51 | 147 | 101 | 87 | 88 | 158 | 33.8 |
| Greenwood | 7.5 | Male | 3,623 | 309 | 310 | 323 | 240 | 440 | 479 | 348 | 386 | 788 | 39.0 |
| | | Female | 3,877 | 277 | 287 | 285 | 223 | 433 | 451 | 374 | 412 | 1,135 | 44.6 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **KANSAS (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Hamilton | 2.2 | Male | 1,050 | 105 | 98 | 81 | 66 | 151 | 147 | 128 | 113 | 161 | 36.6 |
| | | Female | 1,150 | 93 | 104 | 92 | 50 | 148 | 152 | 115 | 126 | 270 | 40.8 |
| Harper | 6.8 | Male | 3,279 | 303 | 320 | 301 | 194 | 431 | 443 | 337 | 347 | 603 | 37.0 |
| | | Female | 3,521 | 271 | 284 | 246 | 170 | 422 | 442 | 341 | 355 | 990 | 43.3 |
| Harvey | 30.9 | Male | 14,973 | 1,319 | 1,474 | 1,399 | 1,490 | 2,131 | 2,327 | 1,507 | 1,317 | 2,009 | 33.5 |
| | | Female | 15,927 | 1,290 | 1,414 | 1,247 | 1,355 | 2,189 | 2,262 | 1,640 | 1,398 | 3,132 | 37.1 |
| Haskell | 3.9 | Male | 1,953 | 205 | 219 | 209 | 168 | 341 | 287 | 213 | 143 | 168 | 30.1 |
| | | Female | 1,947 | 223 | 219 | 195 | 138 | 305 | 282 | 194 | 156 | 235 | 31.5 |
| Hodgeman | 2.2 | Male | 1,089 | 105 | 110 | 99 | 56 | 160 | 151 | 115 | 124 | 169 | 36.0 |
| | | Female | 1,111 | 97 | 114 | 88 | 47 | 156 | 122 | 124 | 108 | 255 | 39.4 |
| Jackson | 11.5 | Male | 5,655 | 565 | 609 | 562 | 425 | 739 | 850 | 653 | 461 | 791 | 34.0 |
| | | Female | 5,845 | 523 | 523 | 522 | 406 | 788 | 839 | 634 | 518 | 1,092 | 36.9 |
| Jefferson | 16.3 | Male | 8,202 | 740 | 874 | 761 | 587 | 1,183 | 1,270 | 1,008 | 729 | 1,050 | 34.6 |
| | | Female | 8,098 | 658 | 789 | 664 | 518 | 1,187 | 1,238 | 986 | 695 | 1,363 | 36.9 |
| Jewell | 3.9 | Male | 1,917 | 156 | 182 | 159 | 92 | 209 | 264 | 192 | 240 | 423 | 41.1 |
| | | Female | 1,983 | 125 | 169 | 142 | 74 | 218 | 245 | 202 | 249 | 559 | 46.0 |
| Johnson | 379.8 | Male | 183,724 | 18,705 | 17,986 | 15,583 | 14,752 | 33,539 | 34,248 | 21,029 | 13,260 | 14,622 | 32.4 |
| | | Female | 196,076 | 18,004 | 17,027 | 14,941 | 15,729 | 36,285 | 36,654 | 21,477 | 14,528 | 21,431 | 33.9 |
| Kearny | 4.1 | Male | 2,089 | 253 | 258 | 219 | 162 | 324 | 328 | 189 | 162 | 194 | 29.7 |
| | | Female | 2,011 | 223 | 222 | 195 | 137 | 320 | 287 | 190 | 156 | 281 | 32.1 |
| Kingman | 8.1 | Male | 3,944 | 371 | 392 | 368 | 238 | 538 | 583 | 396 | 414 | 644 | 36.1 |
| | | Female | 4,156 | 363 | 385 | 365 | 220 | 541 | 498 | 438 | 384 | 962 | 39.1 |
| Kiowa | 3.5 | Male | 1,694 | 137 | 164 | 164 | 107 | 219 | 242 | 176 | 185 | 300 | 37.3 |
| | | Female | 1,806 | 144 | 152 | 144 | 106 | 202 | 238 | 160 | 203 | 457 | 41.5 |
| Labette | 23.3 | Male | 11,169 | 1,074 | 1,099 | 1,055 | 986 | 1,667 | 1,576 | 1,105 | 938 | 1,669 | 33.2 |
| | | Female | 12,131 | 964 | 1,076 | 935 | 986 | 1,618 | 1,585 | 1,196 | 1,078 | 2,693 | 38.1 |
| Lane | 2.4 | Male | 1,214 | 129 | 141 | 120 | 71 | 158 | 161 | 126 | 124 | 184 | 34.2 |
| | | Female | 1,186 | 82 | 112 | 80 | 58 | 140 | 156 | 135 | 116 | 307 | 42.8 |
| Leavenworth | 66.7 | Male | 36,748 | 3,067 | 3,353 | 2,779 | 2,939 | 7,449 | 8,345 | 3,715 | 2,334 | 2,767 | 33.4 |
| | | Female | 29,952 | 2,758 | 3,143 | 2,749 | 2,346 | 4,908 | 5,249 | 2,974 | 2,175 | 3,650 | 33.1 |
| Lincoln | 3.5 | Male | 1,669 | 124 | 151 | 156 | 69 | 193 | 243 | 160 | 207 | 366 | 40.8 |
| | | Female | 1,831 | 117 | 147 | 145 | 66 | 197 | 227 | 164 | 202 | 566 | 46.0 |
| Linn | 8.4 | Male | 4,110 | 354 | 397 | 385 | 282 | 490 | 528 | 449 | 444 | 781 | 37.8 |
| | | Female | 4,290 | 306 | 369 | 347 | 240 | 496 | 543 | 452 | 447 | 1,090 | 42.1 |
| Logan | 2.9 | Male | 1,432 | 128 | 147 | 128 | 87 | 187 | 210 | 132 | 166 | 247 | 36.9 |
| | | Female | 1,468 | 125 | 123 | 122 | 73 | 187 | 170 | 159 | 161 | 348 | 41.1 |
| Lyon | 34.7 | Male | 16,957 | 1,676 | 1,672 | 1,376 | 2,668 | 2,861 | 2,505 | 1,455 | 1,059 | 1,685 | 28.8 |
| | | Female | 17,743 | 1,691 | 1,628 | 1,327 | 2,815 | 2,674 | 2,315 | 1,481 | 1,191 | 2,621 | 30.3 |
| McPherson | 27.1 | Male | 13,205 | 1,230 | 1,336 | 1,111 | 1,351 | 1,867 | 2,012 | 1,318 | 1,106 | 1,874 | 33.4 |
| | | Female | 13,895 | 1,140 | 1,253 | 1,031 | 1,265 | 1,877 | 1,872 | 1,304 | 1,238 | 2,915 | 37.0 |
| Marion | 12.7 | Male | 6,100 | 472 | 550 | 451 | 533 | 788 | 814 | 640 | 607 | 1,245 | 38.1 |
| | | Female | 6,600 | 475 | 537 | 487 | 481 | 709 | 799 | 644 | 685 | 1,783 | 42.6 |
| Marshall | 11.5 | Male | 5,624 | 547 | 591 | 494 | 297 | 770 | 746 | 550 | 557 | 1,072 | 36.5 |
| | | Female | 5,876 | 481 | 512 | 419 | 298 | 750 | 660 | 564 | 594 | 1,598 | 42.2 |
| Meade | 4.1 | Male | 2,005 | 197 | 194 | 191 | 130 | 276 | 302 | 203 | 215 | 297 | 35.5 |
| | | Female | 2,095 | 182 | 195 | 167 | 115 | 279 | 249 | 209 | 213 | 486 | 39.4 |
| Miami | 24.2 | Male | 11,909 | 1,106 | 1,212 | 1,162 | 897 | 1,860 | 1,857 | 1,428 | 1,047 | 1,340 | 33.5 |
| | | Female | 12,291 | 1,061 | 1,148 | 1,046 | 883 | 1,805 | 1,853 | 1,374 | 1,070 | 2,051 | 36.1 |
| Mitchell | 7.0 | Male | 3,366 | 272 | 329 | 298 | 285 | 429 | 504 | 348 | 317 | 584 | 36.4 |
| | | Female | 3,634 | 300 | 291 | 375 | 177 | 428 | 462 | 316 | 322 | 963 | 40.3 |
| Montgomery | 38.3 | Male | 18,089 | 1,747 | 1,761 | 1,596 | 1,545 | 2,469 | 2,490 | 2,004 | 1,602 | 2,875 | 34.7 |
| | | Female | 20,211 | 1,676 | 1,678 | 1,491 | 1,531 | 2,551 | 2,613 | 2,100 | 1,954 | 4,617 | 39.5 |
| Morris | 6.3 | Male | 3,086 | 289 | 292 | 247 | 187 | 395 | 430 | 311 | 330 | 605 | 38.1 |
| | | Female | 3,214 | 223 | 277 | 260 | 169 | 411 | 391 | 320 | 351 | 812 | 41.8 |
| Morton | 3.5 | Male | 1,734 | 158 | 181 | 189 | 133 | 261 | 247 | 197 | 165 | 203 | 32.9 |
| | | Female | 1,766 | 174 | 192 | 167 | 104 | 268 | 241 | 170 | 171 | 279 | 34.2 |
| Nemaha | 10.3 | Male | 5,083 | 489 | 556 | 447 | 354 | 726 | 657 | 456 | 482 | 916 | 34.6 |
| | | Female | 5,217 | 523 | 499 | 448 | 293 | 675 | 577 | 456 | 518 | 1,228 | 38.0 |
| Neosho | 16.5 | Male | 7,926 | 685 | 745 | 703 | 624 | 1,185 | 1,107 | 851 | 747 | 1,279 | 35.2 |
| | | Female | 8,574 | 737 | 769 | 644 | 619 | 1,090 | 1,135 | 839 | 834 | 1,907 | 38.8 |
| Ness | 3.9 | Male | 1,910 | 145 | 210 | 179 | 84 | 282 | 273 | 176 | 194 | 367 | 37.0 |
| | | Female | 1,990 | 141 | 202 | 145 | 74 | 259 | 249 | 183 | 205 | 532 | 42.0 |
| Norton | 5.7 | Male | 2,960 | 230 | 236 | 201 | 279 | 494 | 428 | 300 | 284 | 508 | 35.9 |
| | | Female | 2,740 | 179 | 212 | 209 | 147 | 303 | 330 | 297 | 273 | 790 | 44.7 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **KANSAS (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Osage | 15.3 | Male | 7,458 | 639 | 744 | 728 | 484 | 1,085 | 1,090 | 817 | 728 | 1,143 | 35.4 |
| | | Female | 7,842 | 638 | 726 | 674 | 476 | 1,110 | 1,091 | 817 | 733 | 1,577 | 37.7 |
| Osborne | 4.7 | Male | 2,248 | 200 | 199 | 173 | 125 | 262 | 299 | 229 | 240 | 521 | 40.5 |
| | | Female | 2,452 | 204 | 180 | 174 | 100 | 276 | 243 | 232 | 266 | 777 | 46.9 |
| Ottawa | 5.6 | Male | 2,696 | 235 | 259 | 217 | 160 | 376 | 395 | 301 | 290 | 463 | 37.6 |
| | | Female | 2,904 | 219 | 271 | 235 | 126 | 369 | 376 | 299 | 296 | 713 | 41.2 |
| Pawnee | 7.3 | Male | 3,680 | 271 | 339 | 394 | 259 | 539 | 580 | 406 | 336 | 556 | 35.7 |
| | | Female | 3,620 | 272 | 319 | 292 | 176 | 448 | 506 | 394 | 340 | 873 | 41.0 |
| Phillips | 6.5 | Male | 3,155 | 278 | 290 | 260 | 169 | 414 | 477 | 327 | 309 | 631 | 38.5 |
| | | Female | 3,345 | 248 | 293 | 262 | 144 | 373 | 433 | 358 | 339 | 895 | 43.1 |
| Pottawatomie | 16.4 | Male | 8,178 | 816 | 919 | 783 | 608 | 1,270 | 1,291 | 789 | 654 | 1,048 | 32.6 |
| | | Female | 8,222 | 836 | 799 | 697 | 660 | 1,275 | 1,155 | 785 | 615 | 1,400 | 33.8 |
| Pratt | 9.4 | Male | 4,542 | 401 | 424 | 416 | 361 | 603 | 682 | 501 | 436 | 718 | 36.0 |
| | | Female | 4,858 | 357 | 454 | 385 | 303 | 648 | 659 | 467 | 491 | 1,094 | 39.3 |
| Rawlins | 3.4 | Male | 1,684 | 132 | 211 | 140 | 83 | 210 | 233 | 171 | 195 | 309 | 37.8 |
| | | Female | 1,716 | 121 | 172 | 130 | 77 | 212 | 215 | 173 | 199 | 417 | 41.8 |
| Reno | 61.6 | Male | 30,268 | 2,744 | 2,822 | 2,508 | 2,811 | 4,875 | 4,668 | 3,232 | 2,618 | 3,990 | 33.7 |
| | | Female | 31,332 | 2,530 | 2,711 | 2,425 | 2,370 | 4,439 | 4,500 | 3,284 | 2,941 | 6,132 | 37.6 |
| Republic | 6.3 | Male | 3,016 | 230 | 255 | 253 | 139 | 377 | 380 | 318 | 326 | 738 | 41.7 |
| | | Female | 3,284 | 244 | 221 | 227 | 118 | 336 | 390 | 326 | 381 | 1,041 | 48.5 |
| Rice | 10.3 | Male | 4,919 | 460 | 519 | 408 | 404 | 654 | 646 | 513 | 491 | 824 | 35.2 |
| | | Female | 5,381 | 464 | 453 | 425 | 369 | 667 | 640 | 541 | 544 | 1,278 | 39.9 |
| Riley | 67.9 | Male | 37,370 | 3,227 | 2,597 | 1,925 | 13,573 | 7,190 | 3,992 | 1,854 | 1,254 | 1,758 | 23.6 |
| | | Female | 30,530 | 3,017 | 2,382 | 1,827 | 8,363 | 5,408 | 3,629 | 1,865 | 1,392 | 2,647 | 24.7 |
| Rooks | 5.7 | Male | 2,746 | 242 | 270 | 257 | 167 | 403 | 380 | 261 | 274 | 492 | 35.9 |
| | | Female | 2,954 | 254 | 280 | 222 | 150 | 354 | 334 | 292 | 313 | 755 | 41.5 |
| Rush | 3.6 | Male | 1,735 | 133 | 139 | 134 | 82 | 243 | 227 | 180 | 216 | 381 | 41.0 |
| | | Female | 1,865 | 131 | 149 | 132 | 69 | 200 | 220 | 178 | 242 | 544 | 46.8 |
| Russell | 7.4 | Male | 3,571 | 274 | 319 | 300 | 197 | 483 | 526 | 362 | 387 | 723 | 39.0 |
| | | Female | 3,829 | 247 | 337 | 228 | 184 | 464 | 462 | 397 | 436 | 1,074 | 44.8 |
| Saline | 49.4 | Male | 23,860 | 2,334 | 2,376 | 1,956 | 2,281 | 4,007 | 3,666 | 2,507 | 1,973 | 2,760 | 32.4 |
| | | Female | 25,540 | 2,226 | 2,217 | 1,958 | 2,153 | 4,068 | 3,759 | 2,624 | 2,221 | 4,314 | 35.4 |
| Scott | 5.1 | Male | 2,534 | 259 | 284 | 254 | 174 | 356 | 393 | 265 | 211 | 338 | 33.3 |
| | | Female | 2,566 | 218 | 222 | 239 | 147 | 368 | 378 | 268 | 228 | 498 | 37.4 |
| Sedgwick | 412.3 | Male | 201,963 | 22,067 | 19,844 | 16,772 | 19,582 | 37,541 | 32,278 | 19,357 | 15,695 | 18,827 | 31.1 |
| | | Female | 210,337 | 21,262 | 18,977 | 16,307 | 19,507 | 36,628 | 31,516 | 20,452 | 17,022 | 28,666 | 32.9 |
| Seward | 18.7 | Male | 9,455 | 1,176 | 1,059 | 842 | 1,098 | 1,728 | 1,322 | 843 | 662 | 725 | 28.2 |
| | | Female | 9,245 | 990 | 1,043 | 815 | 944 | 1,632 | 1,225 | 831 | 718 | 1,047 | 30.1 |
| Shawnee | 163.3 | Male | 78,811 | 7,650 | 7,671 | 6,755 | 7,183 | 13,004 | 12,802 | 8,392 | 6,910 | 8,444 | 32.8 |
| | | Female | 84,489 | 6,989 | 7,158 | 6,328 | 7,319 | 13,696 | 13,332 | 8,956 | 7,492 | 13,219 | 35.6 |
| Sheridan | 2.9 | Male | 1,462 | 135 | 149 | 158 | 71 | 195 | 206 | 154 | 164 | 230 | 36.1 |
| | | Female | 1,438 | 125 | 141 | 124 | 60 | 165 | 194 | 157 | 172 | 300 | 40.4 |
| Sherman | 6.7 | Male | 3,259 | 334 | 330 | 262 | 321 | 419 | 449 | 390 | 293 | 461 | 34.1 |
| | | Female | 3,441 | 305 | 289 | 271 | 255 | 442 | 439 | 396 | 380 | 664 | 38.6 |
| Smith | 4.9 | Male | 2,357 | 169 | 210 | 202 | 97 | 288 | 299 | 221 | 299 | 572 | 42.1 |
| | | Female | 2,543 | 157 | 177 | 179 | 88 | 272 | 289 | 270 | 293 | 818 | 48.9 |
| Stafford | 5.2 | Male | 2,509 | 240 | 262 | 192 | 139 | 330 | 361 | 242 | 247 | 496 | 37.5 |
| | | Female | 2,691 | 220 | 222 | 196 | 144 | 324 | 324 | 262 | 263 | 736 | 42.4 |
| Stanton | 2.3 | Male | 1,153 | 138 | 127 | 104 | 90 | 192 | 159 | 121 | 120 | 102 | 31.1 |
| | | Female | 1,147 | 130 | 130 | 115 | 88 | 183 | 134 | 131 | 102 | 134 | 31.0 |
| Stevens | 5.2 | Male | 2,544 | 247 | 287 | 239 | 177 | 422 | 373 | 291 | 211 | 297 | 32.6 |
| | | Female | 2,656 | 300 | 265 | 267 | 175 | 382 | 335 | 269 | 217 | 446 | 33.4 |
| Sumner | 26.0 | Male | 12,676 | 1,292 | 1,350 | 1,302 | 847 | 1,808 | 1,902 | 1,343 | 1,126 | 1,706 | 33.6 |
| | | Female | 13,324 | 1,148 | 1,294 | 1,184 | 810 | 1,821 | 1,864 | 1,309 | 1,208 | 2,686 | 37.2 |
| Thomas | 8.1 | Male | 3,956 | 394 | 406 | 363 | 450 | 554 | 585 | 370 | 334 | 500 | 31.6 |
| | | Female | 4,144 | 356 | 428 | 366 | 398 | 606 | 566 | 383 | 330 | 711 | 33.6 |
| Trego | 3.6 | Male | 1,765 | 149 | 191 | 156 | 86 | 236 | 232 | 177 | 186 | 352 | 37.8 |
| | | Female | 1,835 | 136 | 167 | 141 | 61 | 220 | 239 | 165 | 195 | 511 | 43.1 |
| Wabaunsee | 6.6 | Male | 3,270 | 286 | 345 | 272 | 243 | 445 | 484 | 353 | 323 | 519 | 35.9 |
| | | Female | 3,330 | 290 | 322 | 270 | 196 | 465 | 449 | 351 | 330 | 657 | 37.7 |
| Wallace | 1.8 | Male | 915 | 94 | 92 | 90 | 76 | 124 | 132 | 87 | 89 | 131 | 33.5 |
| | | Female | 885 | 78 | 99 | 72 | 67 | 100 | 126 | 71 | 103 | 169 | 37.1 |
| Washington | 6.9 | Male | 3,376 | 255 | 306 | 298 | 197 | 403 | 421 | 320 | 390 | 786 | 40.4 |
| | | Female | 3,524 | 237 | 298 | 300 | 166 | 375 | 369 | 355 | 369 | 1,055 | 45.5 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **KANSAS (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Wichita | 2.7 | Male | 1,341 | 145 | 154 | 135 | 82 | 200 | 193 | 133 | 119 | 180 | 32.7 |
| | | Female | 1,359 | 142 | 150 | 126 | 79 | 181 | 187 | 139 | 127 | 228 | 35.1 |
| Wilson | 9.9 | Male | 4,741 | 439 | 443 | 429 | 291 | 573 | 656 | 520 | 474 | 916 | 38.0 |
| | | Female | 5,159 | 369 | 429 | 434 | 303 | 597 | 683 | 525 | 538 | 1,281 | 41.6 |
| Woodson | 4.0 | Male | 1,943 | 148 | 159 | 168 | 99 | 234 | 289 | 166 | 209 | 471 | 40.7 |
| | | Female | 2,057 | 151 | 187 | 144 | 99 | 228 | 249 | 178 | 224 | 597 | 43.8 |
| Wyandotte | 160.8 | Male | 76,727 | 8,436 | 8,168 | 6,936 | 7,409 | 13,199 | 10,842 | 7,332 | 6,255 | 8,150 | 30.6 |
| | | Female | 84,073 | 8,126 | 7,699 | 6,743 | 7,840 | 13,948 | 11,593 | 8,015 | 7,165 | 12,944 | 33.3 |
| **TOTAL METRO COUNTIES** | **1,343.7** | **Male** | **657,588** | **67,020** | **64,117** | **54,907** | **66,539** | **117,784** | **110,295** | **67,147** | **49,977** | **59,802** | **31.5** |
| | | **Female** | **686,112** | **63,700** | **60,746** | **52,933** | **66,716** | **118,213** | **110,084** | **69,217** | **54,138** | **90,365** | **33.4** |
| **TOTAL STATE** | **2,506.5** | **Male** | **1,229,556** | **121,294** | **120,312** | **104,184** | **128,817** | **204,065** | **190,936** | **122,889** | **97,993** | **139,066** | **31.9** |
| | | **Female** | **1,276,944** | **114,852** | **113,771** | **99,180** | **119,438** | **200,441** | **187,540** | **125,994** | **106,574** | **209,154** | **34.5** |
| **KENTUCKY** | | | | | | | | | | | | | |
| **CLARKSVILLE - HOPKINSVILLE** | **172.4** | **Male** | **90,067** | **9,295** | **7,579** | **6,660** | **17,374** | **18,011** | **12,355** | **7,199** | **5,511** | **6,083** | **27.3** |
| | | **Female** | **82,333** | **8,801** | **7,241** | **6,452** | **10,474** | **14,924** | **11,427** | **7,845** | **6,015** | **9,154** | **30.5** |
| Christian | 68.1 | Male | 36,637 | 3,598 | 2,935 | 2,557 | 8,189 | 7,392 | 4,514 | 2,663 | 2,076 | 2,713 | 26.4 |
| | | Female | 31,463 | 3,523 | 2,908 | 2,469 | 3,658 | 5,489 | 3,976 | 2,922 | 2,379 | 4,139 | 30.8 |
| *Montgomery, Tenn.* | *104.3* | *Male* | *53,430* | *5,697* | *4,644* | *4,103* | *9,185* | *10,619* | *7,841* | *4,536* | *3,435* | *3,370* | *27.9* |
| | | *Female* | *50,870* | *5,278* | *4,333* | *3,983* | *6,816* | *9,435* | *7,451* | *4,923* | *3,636* | *5,015* | *30.3* |
| **HUNTINGTON - ASHLAND** | **311.0** | **Male** | **148,748** | **11,544** | **13,567** | **14,253** | **15,253** | **21,214** | **22,859** | **17,920** | **14,316** | **17,822** | **34.3** |
| | | **Female** | **162,252** | **11,229** | **12,601** | **13,472** | **15,846** | **22,543** | **24,145** | **18,931** | **16,317** | **27,168** | **37.3** |
| Boyd | 50.7 | Male | 24,590 | 1,819 | 2,163 | 2,175 | 2,097 | 3,838 | 4,061 | 3,029 | 2,494 | 2,914 | 35.5 |
| | | Female | 26,110 | 1,822 | 1,961 | 2,030 | 2,041 | 3,771 | 3,944 | 3,127 | 2,800 | 4,614 | 38.6 |
| Carter | 24.3 | Male | 11,904 | 961 | 1,174 | 1,216 | 1,321 | 1,723 | 1,727 | 1,429 | 1,027 | 1,326 | 32.4 |
| | | Female | 12,396 | 913 | 1,055 | 1,198 | 1,341 | 1,744 | 1,831 | 1,464 | 1,044 | 1,806 | 34.7 |
| Greenup | 36.9 | Male | 17,865 | 1,302 | 1,671 | 1,887 | 1,583 | 2,468 | 2,935 | 2,357 | 1,759 | 1,903 | 35.1 |
| | | Female | 19,035 | 1,318 | 1,550 | 1,798 | 1,573 | 2,671 | 3,140 | 2,453 | 1,936 | 2,596 | 36.9 |
| *Lawrence, Ohio* | *62.0* | *Male* | *29,522* | *2,599* | *2,922* | *3,126* | *2,762* | *4,124* | *4,337* | *3,522* | *2,798* | *3,332* | *33.1* |
| | | *Female* | *32,478* | *2,577* | *2,823* | *2,846* | *2,902* | *4,624* | *4,730* | *3,829* | *3,195* | *4,952* | *36.0* |
| *Cabell, W. Va.* | *95.8* | *Male* | *44,892* | *3,359* | *3,705* | *3,821* | *5,562* | *6,363* | *6,678* | *5,080* | *4,355* | *5,969* | *34.4* |
| | | *Female* | *50,908* | *3,158* | *3,439* | *3,634* | *6,134* | *6,734* | *7,209* | *5,520* | *5,214* | *9,866* | *38.3* |
| *Wayne, W. Va.* | *41.3* | *Male* | *19,975* | *1,504* | *1,932* | *2,028* | *1,928* | *2,698* | *3,121* | *2,503* | *1,883* | *2,378* | *34.6* |
| | | *Female* | *21,325* | *1,441* | *1,773* | *1,966* | *1,855* | *2,999* | *3,291* | *2,538* | *2,128* | *3,334* | *36.9* |
| **LEXINGTON-FAYETTE** | **355.6** | **Male** | **170,905** | **15,420** | **14,607** | **13,862** | **22,055** | **31,793** | **28,299** | **17,992** | **12,516** | **14,361** | **31.1** |
| | | **Female** | **184,695** | **14,614** | **13,904** | **13,287** | **23,228** | **33,342** | **30,280** | **19,220** | **14,063** | **22,757** | **33.2** |
| Bourbon | 19.4 | Male | 9,382 | 844 | 898 | 929 | 906 | 1,426 | 1,464 | 1,078 | 788 | 1,049 | 32.8 |
| | | Female | 10,018 | 795 | 815 | 845 | 837 | 1,491 | 1,569 | 1,149 | 888 | 1,629 | 36.4 |
| Clark | 29.9 | Male | 14,393 | 1,309 | 1,338 | 1,335 | 1,355 | 2,243 | 2,385 | 1,734 | 1,234 | 1,460 | 33.3 |
| | | Female | 15,507 | 1,206 | 1,291 | 1,289 | 1,325 | 2,393 | 2,558 | 1,764 | 1,379 | 2,302 | 36.0 |
| Fayette | 229.3 | Male | 109,751 | 9,749 | 8,690 | 8,062 | 15,832 | 21,911 | 18,192 | 10,871 | 7,739 | 8,705 | 30.7 |
| | | Female | 119,549 | 9,353 | 8,277 | 7,772 | 16,629 | 22,921 | 19,468 | 12,011 | 8,874 | 14,244 | 32.7 |
| Jessamine | 31.8 | Male | 15,602 | 1,501 | 1,571 | 1,511 | 1,756 | 2,748 | 2,571 | 1,693 | 1,086 | 1,165 | 30.3 |
| | | Female | 16,198 | 1,371 | 1,452 | 1,366 | 1,960 | 2,817 | 2,754 | 1,688 | 1,140 | 1,650 | 31.9 |
| Scott | 24.8 | Male | 12,029 | 1,099 | 1,240 | 1,141 | 1,349 | 1,904 | 1,911 | 1,367 | 922 | 1,096 | 31.2 |
| | | Female | 12,771 | 995 | 1,142 | 1,084 | 1,536 | 2,010 | 2,061 | 1,323 | 982 | 1,638 | 33.1 |
| Woodford | 20.4 | Male | 9,748 | 918 | 870 | 884 | 857 | 1,561 | 1,776 | 1,249 | 747 | 886 | 33.6 |
| | | Female | 10,652 | 894 | 927 | 931 | 941 | 1,710 | 1,870 | 1,285 | 800 | 1,294 | 34.5 |
| **LOUISVILLE** | **956.6** | **Male** | **456,660** | **41,149** | **42,341** | **40,996** | **43,410** | **76,805** | **75,586** | **50,616** | **39,313** | **46,444** | **32.9** |
| | | **Female** | **499,940** | **39,091** | **40,290** | **39,201** | **44,430** | **81,654** | **80,353** | **54,320** | **45,255** | **75,346** | **35.7** |
| Bullitt | 48.6 | Male | 24,258 | 2,257 | 2,468 | 2,626 | 2,486 | 3,969 | 4,136 | 3,102 | 1,776 | 1,438 | 30.8 |
| | | Female | 24,342 | 2,127 | 2,328 | 2,479 | 2,439 | 4,205 | 4,275 | 2,916 | 1,657 | 1,916 | 31.7 |
| Jefferson | 662.2 | Male | 312,852 | 28,502 | 28,129 | 26,941 | 30,148 | 53,708 | 50,787 | 33,203 | 27,757 | 33,677 | 33.0 |
| | | Female | 349,348 | 26,910 | 26,899 | 25,721 | 31,319 | 57,612 | 54,604 | 37,079 | 32,947 | 56,257 | 36.1 |
| Oldham | 36.2 | Male | 18,851 | 1,536 | 1,962 | 1,791 | 1,590 | 3,170 | 3,943 | 2,565 | 1,238 | 1,056 | 33.0 |
| | | Female | 17,349 | 1,449 | 1,864 | 1,746 | 1,276 | 2,763 | 3,678 | 2,136 | 1,041 | 1,396 | 33.5 |
| Shelby | 25.5 | Male | 12,209 | 1,038 | 1,103 | 1,092 | 1,143 | 1,806 | 1,984 | 1,549 | 1,082 | 1,412 | 34.6 |
| | | Female | 13,291 | 1,038 | 1,085 | 1,109 | 1,144 | 2,023 | 2,227 | 1,551 | 1,144 | 1,970 | 36.1 |
| *Clark, Ind.* | *88.0* | *Male* | *42,037* | *3,642* | *3,974* | *4,031* | *3,936* | *6,955* | *6,899* | *4,846* | *3,595* | *4,159* | *32.8* |
| | | *Female* | *45,963* | *3,473* | *3,720* | *3,892* | *4,098* | *7,387* | *7,443* | *5,203* | *4,165* | *6,582* | *35.6* |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **KENTUCKY (continued)** | | | | | | | | | | | | | |
| **LOUISVILLE (continued)** | | | | | | | | | | | | | |
| *Floyd, Ind.* | *65.4* | *Male* | *31,225* | *2,813* | *3,084* | *2,976* | *2,806* | *4,834* | *5,270* | *3,584* | *2,613* | *3,245* | *33.1* |
| | | *Female* | *34,175* | *2,801* | *2,952* | *2,789* | *2,893* | *5,277* | *5,595* | *3,741* | *2,961* | *5,166* | *35.7* |
| *Harrison, Ind.* | *30.7* | *Male* | *15,228* | *1,361* | *1,621* | *1,539* | *1,301* | *2,363* | *2,567* | *1,767* | *1,252* | *1,457* | *32.6* |
| | | *Female* | *15,472* | *1,293* | *1,442* | *1,465* | *1,261* | *2,387* | *2,531* | *1,694* | *1,340* | *2,059* | *34.5* |
| **OWENSBORO** | **87.4** | **Male** | **41,779** | **4,099** | **4,214** | **3,981** | **3,960** | **6,612** | **6,381** | **4,610** | **3,672** | **4,250** | **32.0** |
| | | **Female** | **45,621** | **3,831** | **3,978** | **3,783** | **4,145** | **7,012** | **6,699** | **4,930** | **4,190** | **7,053** | **35.1** |
| Daviess | 87.4 | Male | 41,779 | 4,099 | 4,214 | 3,981 | 3,960 | 6,612 | 6,381 | 4,610 | 3,672 | 4,250 | 32.0 |
| | | Female | 45,621 | 3,831 | 3,978 | 3,783 | 4,145 | 7,012 | 6,699 | 4,930 | 4,190 | 7,053 | 35.1 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Adair | 15.2 | Male | 7,445 | 574 | 710 | 704 | 812 | 1,034 | 1,064 | 860 | 680 | 1,007 | 33.9 |
| | | Female | 7,755 | 540 | 581 | 649 | 824 | 1,075 | 1,054 | 895 | 728 | 1,409 | 37.0 |
| Allen | 14.6 | Male | 7,101 | 648 | 679 | 681 | 622 | 1,007 | 978 | 809 | 677 | 1,000 | 34.1 |
| | | Female | 7,499 | 631 | 620 | 604 | 640 | 986 | 1,042 | 879 | 714 | 1,383 | 37.6 |
| Anderson | 15.0 | Male | 7,314 | 665 | 682 | 697 | 668 | 1,186 | 1,209 | 881 | 603 | 723 | 33.0 |
| | | Female | 7,686 | 633 | 635 | 669 | 651 | 1,248 | 1,253 | 837 | 614 | 1,146 | 35.1 |
| Ballard | 7.7 | Male | 3,771 | 280 | 327 | 345 | 331 | 504 | 587 | 482 | 351 | 564 | 36.7 |
| | | Female | 3,929 | 239 | 284 | 327 | 294 | 523 | 568 | 466 | 382 | 846 | 40.2 |
| Barren | 33.9 | Male | 16,070 | 1,347 | 1,510 | 1,440 | 1,342 | 2,465 | 2,449 | 1,844 | 1,539 | 2,134 | 34.7 |
| | | Female | 17,830 | 1,340 | 1,416 | 1,414 | 1,504 | 2,576 | 2,476 | 2,052 | 1,743 | 3,309 | 37.7 |
| Bath | 9.7 | Male | 4,732 | 388 | 422 | 439 | 434 | 728 | 717 | 529 | 458 | 617 | 34.4 |
| | | Female | 4,968 | 385 | 396 | 429 | 435 | 720 | 720 | 539 | 467 | 877 | 36.7 |
| Bell | 31.0 | Male | 14,927 | 1,300 | 1,440 | 1,615 | 1,552 | 2,296 | 2,250 | 1,675 | 1,185 | 1,614 | 31.8 |
| | | Female | 16,073 | 1,278 | 1,328 | 1,495 | 1,587 | 2,363 | 2,363 | 1,701 | 1,427 | 2,531 | 34.9 |
| ☐ Boone | 60.0 | Male | 29,294 | 3,074 | 3,229 | 2,802 | 2,704 | 5,070 | 5,088 | 3,285 | 2,109 | 1,933 | 30.6 |
| | | Female | 30,706 | 2,935 | 3,008 | 2,670 | 2,749 | 5,514 | 5,234 | 3,234 | 2,302 | 3,060 | 32.2 |
| Bourbon | 19.4 | Male | 9,382 | 844 | 898 | 929 | 906 | 1,426 | 1,464 | 1,078 | 788 | 1,049 | 32.8 |
| | | Female | 10,018 | 795 | 815 | 845 | 837 | 1,491 | 1,569 | 1,149 | 888 | 1,629 | 36.4 |
| Boyd | 50.7 | Male | 24,590 | 1,819 | 2,163 | 2,175 | 2,097 | 3,838 | 4,061 | 3,029 | 2,494 | 2,914 | 35.5 |
| | | Female | 26,110 | 1,822 | 1,961 | 2,030 | 2,041 | 3,771 | 3,944 | 3,127 | 2,800 | 4,614 | 38.6 |
| Boyle | 25.9 | Male | 12,714 | 1,007 | 1,014 | 1,249 | 1,431 | 1,917 | 1,987 | 1,406 | 1,192 | 1,511 | 33.6 |
| | | Female | 13,186 | 939 | 1,061 | 1,038 | 1,301 | 1,793 | 2,070 | 1,486 | 1,204 | 2,294 | 37.2 |
| Bracken | 7.8 | Male | 3,771 | 314 | 363 | 351 | 363 | 553 | 536 | 422 | 382 | 487 | 33.9 |
| | | Female | 4,029 | 319 | 340 | 353 | 337 | 573 | 544 | 447 | 386 | 730 | 36.7 |
| Breathitt | 15.6 | Male | 7,729 | 677 | 851 | 871 | 815 | 1,128 | 1,223 | 815 | 629 | 720 | 30.8 |
| | | Female | 7,871 | 623 | 692 | 802 | 822 | 1,222 | 1,226 | 848 | 640 | 996 | 33.2 |
| Breckinridge | 16.4 | Male | 8,137 | 702 | 810 | 784 | 655 | 1,129 | 1,198 | 970 | 755 | 1,134 | 34.9 |
| | | Female | 8,263 | 628 | 716 | 738 | 646 | 1,146 | 1,254 | 958 | 803 | 1,374 | 37.1 |
| Bullitt | 48.6 | Male | 24,258 | 2,257 | 2,468 | 2,626 | 2,486 | 3,969 | 4,136 | 3,102 | 1,776 | 1,438 | 30.8 |
| | | Female | 24,342 | 2,127 | 2,328 | 2,479 | 2,439 | 4,205 | 4,275 | 2,916 | 1,657 | 1,916 | 31.7 |
| Butler | 11.3 | Male | 5,586 | 458 | 551 | 572 | 516 | 794 | 817 | 697 | 475 | 706 | 33.8 |
| | | Female | 5,714 | 450 | 489 | 493 | 471 | 850 | 828 | 659 | 495 | 979 | 36.3 |
| Caldwell | 13.1 | Male | 6,196 | 476 | 518 | 576 | 552 | 819 | 916 | 732 | 625 | 982 | 36.7 |
| | | Female | 6,904 | 493 | 557 | 509 | 507 | 875 | 962 | 765 | 726 | 1,510 | 40.3 |
| Calloway | 31.2 | Male | 15,036 | 1,054 | 1,089 | 1,064 | 2,993 | 2,003 | 1,971 | 1,548 | 1,227 | 2,087 | 31.6 |
| | | Female | 16,164 | 988 | 955 | 1,017 | 3,043 | 1,976 | 2,067 | 1,680 | 1,405 | 3,033 | 35.5 |
| ☐ Campbell | 84.7 | Male | 40,558 | 4,175 | 3,965 | 3,512 | 4,161 | 6,972 | 6,120 | 4,027 | 3,449 | 4,177 | 31.4 |
| | | Female | 44,142 | 3,892 | 3,865 | 3,456 | 4,289 | 7,237 | 6,281 | 4,403 | 3,895 | 6,824 | 34.1 |
| Carlisle | 5.1 | Male | 2,462 | 204 | 213 | 224 | 214 | 309 | 357 | 290 | 260 | 391 | 36.9 |
| | | Female | 2,638 | 163 | 208 | 226 | 221 | 319 | 357 | 289 | 300 | 555 | 40.1 |
| Carroll | 9.4 | Male | 4,562 | 390 | 461 | 428 | 433 | 702 | 669 | 522 | 409 | 548 | 33.1 |
| | | Female | 4,838 | 415 | 443 | 424 | 385 | 725 | 688 | 520 | 458 | 780 | 35.4 |
| Carter | 24.3 | Male | 11,904 | 961 | 1,174 | 1,216 | 1,321 | 1,723 | 1,727 | 1,429 | 1,027 | 1,326 | 32.4 |
| | | Female | 12,396 | 913 | 1,055 | 1,198 | 1,341 | 1,744 | 1,831 | 1,464 | 1,044 | 1,806 | 34.7 |
| Casey | 14.2 | Male | 6,938 | 558 | 642 | 712 | 629 | 964 | 1,018 | 804 | 670 | 941 | 34.6 |
| | | Female | 7,262 | 584 | 625 | 659 | 603 | 989 | 1,067 | 803 | 723 | 1,209 | 36.6 |
| Christian | 68.1 | Male | 36,637 | 3,598 | 2,935 | 2,557 | 8,189 | 7,392 | 4,514 | 2,663 | 2,076 | 2,713 | 26.4 |
| | | Female | 31,463 | 3,523 | 2,908 | 2,469 | 3,658 | 5,489 | 3,976 | 2,922 | 2,379 | 4,139 | 30.8 |
| Clark | 29.9 | Male | 14,393 | 1,309 | 1,338 | 1,335 | 1,355 | 2,243 | 2,385 | 1,734 | 1,234 | 1,460 | 33.3 |
| | | Female | 15,507 | 1,206 | 1,291 | 1,289 | 1,325 | 2,393 | 2,558 | 1,764 | 1,379 | 2,302 | 36.0 |
| Clay | 21.5 | Male | 10,583 | 1,011 | 1,158 | 1,142 | 1,119 | 1,704 | 1,537 | 1,106 | 785 | 1,021 | 30.1 |
| | | Female | 10,917 | 971 | 1,097 | 1,184 | 1,082 | 1,717 | 1,642 | 1,095 | 846 | 1,283 | 31.5 |
| Clinton | 9.1 | Male | 4,361 | 337 | 351 | 422 | 390 | 655 | 671 | 534 | 422 | 579 | 35.4 |
| | | Female | 4,739 | 349 | 399 | 423 | 403 | 694 | 624 | 572 | 446 | 829 | 36.6 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **KENTUCKY (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Crittenden | 9.2 | Male | 4,461 | 368 | 417 | 406 | 376 | 628 | 631 | 552 | 406 | 677 | 35.6 |
| | | Female | 4,739 | 355 | 382 | 361 | 377 | 632 | 656 | 567 | 438 | 971 | 39.0 |
| Cumberland | 6.7 | Male | 3,159 | 275 | 262 | 250 | 253 | 472 | 425 | 362 | 355 | 505 | 36.6 |
| | | Female | 3,541 | 265 | 282 | 272 | 297 | 476 | 460 | 387 | 375 | 727 | 38.9 |
| Daviess | 87.4 | Male | 41,779 | 4,099 | 4,214 | 3,981 | 3,960 | 6,612 | 6,381 | 4,610 | 3,672 | 4,250 | 32.0 |
| | | Female | 45,621 | 3,831 | 3,978 | 3,783 | 4,145 | 7,012 | 6,699 | 4,930 | 4,190 | 7,053 | 35.1 |
| Edmonson | 10.1 | Male | 4,978 | 409 | 422 | 561 | 511 | 653 | 673 | 640 | 503 | 606 | 34.0 |
| | | Female | 5,122 | 373 | 409 | 491 | 475 | 679 | 762 | 638 | 515 | 780 | 36.8 |
| Elliott | 6.5 | Male | 3,219 | 261 | 352 | 348 | 338 | 444 | 500 | 350 | 252 | 374 | 32.0 |
| | | Female | 3,281 | 303 | 318 | 327 | 292 | 504 | 462 | 356 | 274 | 445 | 32.9 |
| Estill | 14.7 | Male | 7,067 | 602 | 683 | 742 | 767 | 1,014 | 1,027 | 816 | 606 | 810 | 32.3 |
| | | Female | 7,633 | 550 | 693 | 681 | 732 | 1,128 | 1,097 | 870 | 662 | 1,220 | 35.3 |
| Fayette | 229.3 | Male | 109,751 | 9,749 | 8,690 | 8,062 | 15,832 | 21,911 | 18,192 | 10,871 | 7,739 | 8,705 | 30.7 |
| | | Female | 119,549 | 9,353 | 8,277 | 7,772 | 16,629 | 22,921 | 19,468 | 12,011 | 8,874 | 14,244 | 32.7 |
| Fleming | 12.4 | Male | 6,089 | 490 | 570 | 610 | 585 | 905 | 881 | 681 | 539 | 828 | 33.7 |
| | | Female | 6,311 | 498 | 490 | 504 | 600 | 894 | 901 | 670 | 622 | 1,132 | 36.9 |
| Floyd | 43.3 | Male | 21,133 | 1,898 | 2,116 | 2,470 | 2,145 | 3,140 | 3,410 | 2,277 | 1,638 | 2,039 | 31.2 |
| | | Female | 22,167 | 1,918 | 2,033 | 2,116 | 2,094 | 3,457 | 3,455 | 2,284 | 1,852 | 2,958 | 33.5 |
| Franklin | 44.4 | Male | 21,364 | 1,787 | 1,913 | 1,865 | 2,194 | 3,428 | 3,702 | 2,519 | 1,848 | 2,108 | 33.5 |
| | | Female | 23,036 | 1,708 | 1,721 | 1,781 | 2,107 | 3,682 | 3,957 | 2,732 | 2,045 | 3,303 | 36.3 |
| Fulton | 8.1 | Male | 3,706 | 342 | 362 | 352 | 342 | 496 | 506 | 388 | 362 | 556 | 34.2 |
| | | Female | 4,394 | 311 | 338 | 337 | 343 | 550 | 551 | 438 | 425 | 1,101 | 40.8 |
| Gallatin | 5.6 | Male | 2,780 | 247 | 271 | 316 | 254 | 421 | 417 | 333 | 231 | 290 | 32.2 |
| | | Female | 2,820 | 274 | 240 | 243 | 261 | 407 | 449 | 315 | 220 | 411 | 34.6 |
| Garrard | 11.8 | Male | 5,721 | 446 | 507 | 493 | 494 | 884 | 852 | 692 | 567 | 786 | 35.4 |
| | | Female | 6,079 | 440 | 455 | 510 | 503 | 913 | 879 | 704 | 630 | 1,045 | 37.5 |
| Grant | 16.2 | Male | 7,988 | 770 | 829 | 827 | 783 | 1,212 | 1,160 | 1,005 | 623 | 779 | 31.5 |
| | | Female | 8,212 | 701 | 803 | 771 | 761 | 1,263 | 1,227 | 938 | 641 | 1,107 | 33.5 |
| Graves | 33.6 | Male | 16,079 | 1,309 | 1,404 | 1,493 | 1,340 | 2,286 | 2,495 | 1,915 | 1,412 | 2,425 | 35.8 |
| | | Female | 17,521 | 1,283 | 1,377 | 1,311 | 1,365 | 2,401 | 2,420 | 1,965 | 1,644 | 3,755 | 39.2 |
| Grayson | 21.4 | Male | 10,445 | 840 | 961 | 987 | 940 | 1,570 | 1,538 | 1,196 | 1,019 | 1,394 | 34.5 |
| | | Female | 10,955 | 854 | 959 | 999 | 952 | 1,548 | 1,558 | 1,272 | 1,073 | 1,740 | 36.1 |
| Green | 10.2 | Male | 4,961 | 371 | 437 | 451 | 403 | 706 | 703 | 598 | 506 | 786 | 36.6 |
| | | Female | 5,239 | 323 | 372 | 423 | 410 | 748 | 755 | 611 | 538 | 1,059 | 39.5 |
| Greenup | 36.9 | Male | 17,865 | 1,302 | 1,671 | 1,887 | 1,583 | 2,468 | 2,935 | 2,357 | 1,759 | 1,903 | 35.1 |
| | | Female | 19,035 | 1,318 | 1,550 | 1,798 | 1,573 | 2,671 | 3,140 | 2,453 | 1,936 | 2,596 | 36.9 |
| Hancock | 7.9 | Male | 3,958 | 370 | 398 | 433 | 344 | 570 | 661 | 495 | 306 | 381 | 32.6 |
| | | Female | 3,942 | 333 | 372 | 414 | 336 | 633 | 654 | 437 | 314 | 449 | 33.2 |
| Hardin | 89.3 | Male | 46,802 | 4,741 | 4,262 | 4,223 | 9,298 | 8,298 | 6,387 | 3,900 | 2,814 | 2,879 | 26.1 |
| | | Female | 42,498 | 4,334 | 4,163 | 3,878 | 4,595 | 7,641 | 6,418 | 4,284 | 3,034 | 4,151 | 30.6 |
| Harlan | 35.5 | Male | 17,111 | 1,627 | 1,768 | 1,905 | 1,667 | 2,468 | 2,763 | 1,815 | 1,328 | 1,770 | 31.4 |
| | | Female | 18,389 | 1,471 | 1,673 | 1,833 | 1,673 | 2,727 | 2,790 | 1,804 | 1,558 | 2,860 | 34.3 |
| Harrison | 16.4 | Male | 7,950 | 666 | 795 | 787 | 689 | 1,184 | 1,178 | 893 | 675 | 1,083 | 33.8 |
| | | Female | 8,450 | 660 | 723 | 759 | 676 | 1,201 | 1,229 | 927 | 772 | 1,503 | 36.7 |
| Hart | 14.8 | Male | 7,145 | 594 | 681 | 699 | 632 | 1,079 | 1,001 | 819 | 662 | 978 | 34.0 |
| | | Female | 7,655 | 571 | 657 | 677 | 649 | 1,072 | 1,102 | 877 | 748 | 1,302 | 36.8 |
| ☐ Henderson | 43.3 | Male | 20,775 | 1,915 | 2,118 | 1,863 | 1,849 | 3,410 | 3,358 | 2,353 | 1,732 | 2,177 | 32.7 |
| | | Female | 22,525 | 1,824 | 2,042 | 1,815 | 1,952 | 3,663 | 3,441 | 2,449 | 1,967 | 3,372 | 34.9 |
| Henry | 12.9 | Male | 6,330 | 554 | 573 | 572 | 561 | 973 | 950 | 813 | 568 | 766 | 34.3 |
| | | Female | 6,570 | 515 | 544 | 534 | 568 | 964 | 993 | 785 | 591 | 1,076 | 36.6 |
| Hickman | 5.4 | Male | 2,545 | 206 | 207 | 231 | 178 | 373 | 374 | 277 | 248 | 451 | 37.1 |
| | | Female | 2,855 | 209 | 192 | 206 | 214 | 370 | 356 | 335 | 280 | 693 | 41.6 |
| Hopkins | 46.3 | Male | 22,218 | 1,949 | 2,084 | 2,220 | 1,992 | 3,292 | 3,592 | 2,499 | 1,869 | 2,721 | 33.7 |
| | | Female | 24,082 | 1,884 | 1,903 | 2,082 | 1,928 | 3,606 | 3,662 | 2,677 | 2,137 | 4,203 | 36.7 |
| Jackson | 12.1 | Male | 5,976 | 566 | 612 | 659 | 594 | 859 | 893 | 605 | 479 | 709 | 31.5 |
| | | Female | 6,124 | 503 | 546 | 613 | 567 | 954 | 882 | 639 | 522 | 898 | 33.7 |
| Jefferson | 662.2 | Male | 312,852 | 28,502 | 28,129 | 26,941 | 30,148 | 53,708 | 50,787 | 33,203 | 27,757 | 33,677 | 33.0 |
| | | Female | 349,348 | 26,910 | 26,899 | 25,721 | 31,319 | 57,612 | 54,604 | 37,079 | 32,947 | 56,257 | 36.1 |
| Jessamine | 31.8 | Male | 15,602 | 1,501 | 1,571 | 1,511 | 1,756 | 2,748 | 2,571 | 1,693 | 1,086 | 1,165 | 30.3 |
| | | Female | 16,198 | 1,371 | 1,452 | 1,366 | 1,960 | 2,817 | 2,754 | 1,688 | 1,140 | 1,650 | 31.9 |
| Johnson | 23.0 | Male | 11,248 | 911 | 1,112 | 1,212 | 1,140 | 1,667 | 1,893 | 1,288 | 893 | 1,132 | 32.5 |
| | | Female | 11,752 | 893 | 1,043 | 1,143 | 1,068 | 1,801 | 1,873 | 1,346 | 986 | 1,599 | 34.6 |
| ☐ Kenton | 143.4 | Male | 69,122 | 7,381 | 6,960 | 6,255 | 6,844 | 12,518 | 11,033 | 6,827 | 5,188 | 6,116 | 30.7 |
| | | Female | 74,278 | 6,798 | 6,572 | 5,885 | 7,162 | 12,639 | 11,280 | 7,416 | 6,023 | 10,503 | 33.5 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **KENTUCKY (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Knott | 18.0 | Male | 8,870 | 740 | 951 | 1,004 | 977 | 1,432 | 1,450 | 915 | 619 | 782 | 30.3 |
| | | Female | 9,130 | 767 | 918 | 922 | 1,043 | 1,419 | 1,357 | 931 | 676 | 1,097 | 31.4 |
| Knox | 29.6 | Male | 14,252 | 1,340 | 1,501 | 1,529 | 1,625 | 2,015 | 2,082 | 1,587 | 1,079 | 1,494 | 30.6 |
| | | Female | 15,348 | 1,268 | 1,348 | 1,474 | 1,566 | 2,240 | 2,245 | 1,658 | 1,184 | 2,365 | 34.0 |
| Larue | 11.8 | Male | 5,765 | 488 | 525 | 536 | 461 | 854 | 873 | 680 | 561 | 787 | 35.2 |
| | | Female | 6,035 | 430 | 507 | 479 | 456 | 884 | 836 | 744 | 572 | 1,127 | 38.1 |
| Laurel | 44.5 | Male | 21,794 | 1,947 | 2,131 | 2,283 | 2,204 | 3,381 | 3,508 | 2,392 | 1,767 | 2,181 | 31.9 |
| | | Female | 22,706 | 1,803 | 2,088 | 2,117 | 2,124 | 3,700 | 3,478 | 2,498 | 1,937 | 2,961 | 33.7 |
| Lawrence | 14.0 | Male | 6,891 | 605 | 664 | 791 | 656 | 1,000 | 1,037 | 748 | 629 | 761 | 32.3 |
| | | Female | 7,109 | 540 | 677 | 712 | 633 | 1,028 | 1,055 | 808 | 599 | 1,057 | 34.7 |
| Lee | 7.7 | Male | 3,715 | 344 | 358 | 376 | 347 | 534 | 556 | 373 | 361 | 466 | 33.1 |
| | | Female | 3,985 | 338 | 377 | 363 | 354 | 567 | 550 | 434 | 349 | 653 | 34.9 |
| Leslie | 13.6 | Male | 6,730 | 674 | 698 | 799 | 685 | 1,102 | 1,034 | 688 | 517 | 533 | 29.6 |
| | | Female | 6,870 | 621 | 662 | 701 | 717 | 1,167 | 1,049 | 694 | 528 | 731 | 31.3 |
| Letcher | 26.6 | Male | 12,915 | 1,080 | 1,344 | 1,488 | 1,250 | 1,992 | 2,077 | 1,400 | 1,022 | 1,262 | 31.5 |
| | | Female | 13,685 | 1,018 | 1,336 | 1,422 | 1,212 | 2,149 | 2,065 | 1,466 | 1,138 | 1,879 | 33.6 |
| Lewis | 13.0 | Male | 6,470 | 535 | 650 | 688 | 642 | 955 | 945 | 714 | 562 | 779 | 32.5 |
| | | Female | 6,530 | 491 | 597 | 650 | 597 | 978 | 955 | 731 | 548 | 983 | 34.5 |
| Lincoln | 20.3 | Male | 10,010 | 927 | 918 | 1,013 | 935 | 1,533 | 1,403 | 1,142 | 894 | 1,245 | 32.9 |
| | | Female | 10,290 | 785 | 859 | 924 | 968 | 1,494 | 1,494 | 1,165 | 957 | 1,644 | 35.8 |
| Livingston | 8.9 | Male | 4,369 | 315 | 337 | 402 | 388 | 660 | 681 | 556 | 431 | 599 | 36.2 |
| | | Female | 4,531 | 299 | 326 | 361 | 373 | 665 | 707 | 548 | 462 | 790 | 38.4 |
| Logan | 24.7 | Male | 11,890 | 1,019 | 1,158 | 1,136 | 995 | 1,799 | 1,754 | 1,431 | 1,115 | 1,483 | 34.1 |
| | | Female | 12,810 | 987 | 1,130 | 1,079 | 1,046 | 1,851 | 1,787 | 1,493 | 1,162 | 2,275 | 36.7 |
| Lyon | 6.7 | Male | 3,748 | 158 | 194 | 223 | 384 | 883 | 633 | 423 | 347 | 503 | 35.5 |
| | | Female | 2,952 | 173 | 163 | 195 | 187 | 364 | 415 | 405 | 356 | 694 | 44.5 |
| McCracken | 63.2 | Male | 29,680 | 2,485 | 2,738 | 2,632 | 2,415 | 4,580 | 4,786 | 3,382 | 2,715 | 3,947 | 35.0 |
| | | Female | 33,520 | 2,391 | 2,647 | 2,618 | 2,486 | 4,962 | 5,029 | 3,671 | 3,289 | 6,427 | 38.3 |
| McCreary | 15.5 | Male | 7,626 | 738 | 834 | 890 | 887 | 1,068 | 1,105 | 830 | 563 | 711 | 29.3 |
| | | Female | 7,874 | 691 | 744 | 832 | 760 | 1,121 | 1,201 | 851 | 646 | 1,028 | 33.1 |
| McLean | 9.6 | Male | 4,721 | 369 | 455 | 433 | 446 | 651 | 725 | 585 | 434 | 623 | 35.1 |
| | | Female | 4,879 | 338 | 390 | 423 | 400 | 648 | 749 | 590 | 443 | 898 | 38.2 |
| Madison | 58.7 | Male | 27,983 | 2,268 | 2,249 | 2,291 | 5,552 | 4,294 | 4,013 | 2,829 | 1,962 | 2,525 | 28.8 |
| | | Female | 30,717 | 2,084 | 2,157 | 2,272 | 6,540 | 4,509 | 4,234 | 3,004 | 2,277 | 3,640 | 30.1 |
| Magoffin | 12.9 | Male | 6,376 | 549 | 729 | 745 | 674 | 1,038 | 946 | 656 | 477 | 562 | 29.7 |
| | | Female | 6,524 | 605 | 671 | 728 | 698 | 1,045 | 934 | 646 | 441 | 756 | 30.4 |
| Marion | 16.9 | Male | 8,432 | 696 | 870 | 824 | 889 | 1,465 | 1,321 | 840 | 667 | 860 | 31.4 |
| | | Female | 8,468 | 670 | 837 | 761 | 773 | 1,267 | 1,183 | 848 | 749 | 1,380 | 34.4 |
| Marshall | 27.5 | Male | 13,418 | 1,058 | 1,128 | 1,150 | 1,017 | 1,895 | 2,000 | 1,671 | 1,460 | 2,039 | 37.3 |
| | | Female | 14,082 | 976 | 1,060 | 1,018 | 1,027 | 1,937 | 1,999 | 1,782 | 1,536 | 2,747 | 40.1 |
| Martin | 12.3 | Male | 6,033 | 616 | 675 | 719 | 587 | 943 | 980 | 615 | 416 | 482 | 29.4 |
| | | Female | 6,267 | 557 | 670 | 697 | 671 | 1,062 | 972 | 589 | 450 | 599 | 30.1 |
| Mason | 16.6 | Male | 7,971 | 706 | 760 | 753 | 748 | 1,178 | 1,177 | 851 | 732 | 1,066 | 33.6 |
| | | Female | 8,629 | 655 | 681 | 736 | 724 | 1,240 | 1,232 | 885 | 876 | 1,600 | 37.3 |
| Meade | 24.7 | Male | 12,301 | 1,576 | 1,455 | 1,146 | 1,112 | 2,699 | 1,754 | 1,081 | 733 | 745 | 28.2 |
| | | Female | 12,399 | 1,548 | 1,421 | 1,100 | 1,244 | 2,631 | 1,642 | 1,094 | 750 | 969 | 28.4 |
| Menifee | 5.1 | Male | 2,548 | 215 | 234 | 294 | 290 | 381 | 369 | 271 | 212 | 282 | 31.3 |
| | | Female | 2,552 | 208 | 221 | 241 | 264 | 372 | 382 | 300 | 219 | 345 | 34.2 |
| Mercer | 19.2 | Male | 9,179 | 762 | 798 | 843 | 830 | 1,381 | 1,422 | 1,108 | 883 | 1,152 | 34.8 |
| | | Female | 10,021 | 720 | 786 | 839 | 818 | 1,410 | 1,487 | 1,217 | 976 | 1,768 | 37.9 |
| Metcalfe | 9.0 | Male | 4,316 | 327 | 381 | 394 | 400 | 660 | 602 | 505 | 451 | 596 | 34.9 |
| | | Female | 4,684 | 350 | 401 | 388 | 421 | 648 | 642 | 545 | 442 | 847 | 37.1 |
| Monroe | 11.3 | Male | 5,409 | 442 | 479 | 483 | 473 | 834 | 771 | 672 | 491 | 764 | 34.9 |
| | | Female | 5,891 | 413 | 494 | 491 | 516 | 816 | 797 | 708 | 587 | 1,069 | 37.7 |
| Montgomery | 19.6 | Male | 9,453 | 782 | 858 | 1,000 | 948 | 1,390 | 1,544 | 1,069 | 825 | 1,037 | 33.2 |
| | | Female | 10,147 | 764 | 848 | 959 | 873 | 1,460 | 1,658 | 1,118 | 931 | 1,536 | 36.0 |
| Morgan | 12.1 | Male | 6,199 | 508 | 563 | 688 | 608 | 1,001 | 985 | 650 | 528 | 668 | 32.3 |
| | | Female | 5,901 | 488 | 580 | 525 | 499 | 924 | 859 | 644 | 529 | 853 | 34.3 |
| Muhlenberg | 31.1 | Male | 14,992 | 1,156 | 1,357 | 1,601 | 1,572 | 2,097 | 2,260 | 1,759 | 1,301 | 1,889 | 33.6 |
| | | Female | 16,108 | 1,185 | 1,337 | 1,394 | 1,364 | 2,259 | 2,404 | 1,797 | 1,491 | 2,877 | 37.1 |
| Nelson | 30.3 | Male | 14,757 | 1,434 | 1,630 | 1,480 | 1,374 | 2,483 | 2,356 | 1,563 | 1,127 | 1,310 | 30.9 |
| | | Female | 15,543 | 1,362 | 1,520 | 1,425 | 1,447 | 2,542 | 2,347 | 1,588 | 1,186 | 2,126 | 32.9 |
| Nicholas | 6.7 | Male | 3,252 | 248 | 317 | 309 | 305 | 459 | 479 | 389 | 300 | 446 | 34.7 |
| | | Female | 3,448 | 226 | 285 | 312 | 278 | 471 | 514 | 407 | 325 | 630 | 38.0 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **KENTUCKY (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Ohio | 20.9 | Male | 10,060 | 866 | 945 | 1,028 | 837 | 1,397 | 1,504 | 1,222 | 922 | 1,339 | 34.7 |
| | | Female | 10,840 | 881 | 992 | 974 | 864 | 1,511 | 1,543 | 1,210 | 954 | 1,911 | 36.3 |
| Oldham | 36.2 | Male | 18,851 | 1,536 | 1,962 | 1,791 | 1,590 | 3,170 | 3,943 | 2,565 | 1,238 | 1,056 | 33.0 |
| | | Female | 17,349 | 1,449 | 1,864 | 1,746 | 1,276 | 2,763 | 3,678 | 2,136 | 1,041 | 1,396 | 33.5 |
| Owen | 9.2 | Male | 4,578 | 408 | 424 | 463 | 357 | 670 | 669 | 508 | 463 | 616 | 34.5 |
| | | Female | 4,622 | 327 | 412 | 432 | 366 | 657 | 662 | 516 | 426 | 824 | 36.8 |
| Owsley | 4.9 | Male | 2,481 | 221 | 224 | 256 | 233 | 344 | 347 | 286 | 209 | 361 | 33.9 |
| | | Female | 2,419 | 172 | 210 | 222 | 247 | 327 | 353 | 254 | 226 | 408 | 35.9 |
| Pendleton | 12.3 | Male | 6,012 | 626 | 603 | 586 | 586 | 1,010 | 851 | 592 | 521 | 637 | 31.0 |
| | | Female | 6,288 | 582 | 602 | 594 | 597 | 960 | 856 | 686 | 546 | 865 | 33.0 |
| Perry | 29.9 | Male | 14,618 | 1,277 | 1,504 | 1,673 | 1,543 | 2,264 | 2,401 | 1,609 | 1,073 | 1,274 | 30.8 |
| | | Female | 15,282 | 1,192 | 1,391 | 1,558 | 1,588 | 2,399 | 2,443 | 1,573 | 1,232 | 1,906 | 33.0 |
| Pike | 71.3 | Male | 34,908 | 2,940 | 3,507 | 3,934 | 3,364 | 5,511 | 5,756 | 3,917 | 2,818 | 3,161 | 31.7 |
| | | Female | 36,392 | 2,610 | 3,278 | 3,679 | 3,630 | 5,837 | 5,838 | 3,899 | 3,153 | 4,468 | 33.6 |
| Powell | 12.0 | Male | 5,900 | 546 | 644 | 648 | 597 | 878 | 900 | 681 | 452 | 554 | 30.9 |
| | | Female | 6,100 | 558 | 594 | 597 | 576 | 974 | 939 | 689 | 460 | 713 | 32.4 |
| Pulaski | 50.5 | Male | 24,522 | 2,016 | 2,127 | 2,290 | 2,334 | 3,709 | 3,725 | 2,913 | 2,369 | 3,039 | 34.4 |
| | | Female | 25,978 | 1,869 | 2,049 | 2,180 | 2,275 | 3,821 | 3,862 | 3,083 | 2,614 | 4,225 | 37.1 |
| Robertson | 2.1 | Male | 1,022 | 83 | 80 | 94 | 100 | 137 | 146 | 128 | 98 | 156 | 36.2 |
| | | Female | 1,078 | 69 | 98 | 87 | 97 | 148 | 136 | 123 | 102 | 218 | 37.9 |
| Rockcastle | 15.1 | Male | 7,451 | 650 | 677 | 758 | 804 | 1,127 | 1,023 | 864 | 663 | 885 | 32.4 |
| | | Female | 7,649 | 624 | 646 | 689 | 771 | 1,100 | 1,129 | 854 | 678 | 1,158 | 34.9 |
| Rowan | 20.9 | Male | 10,064 | 773 | 748 | 753 | 2,653 | 1,387 | 1,195 | 942 | 714 | 899 | 25.8 |
| | | Female | 10,836 | 682 | 688 | 756 | 2,902 | 1,407 | 1,374 | 1,017 | 784 | 1,226 | 27.8 |
| Russell | 15.0 | Male | 7,229 | 580 | 585 | 665 | 685 | 1,072 | 1,056 | 866 | 682 | 1,038 | 35.3 |
| | | Female | 7,771 | 520 | 616 | 593 | 690 | 1,130 | 1,087 | 893 | 838 | 1,404 | 38.1 |
| Scott | 24.8 | Male | 12,029 | 1,099 | 1,240 | 1,141 | 1,349 | 1,904 | 1,911 | 1,367 | 922 | 1,096 | 31.2 |
| | | Female | 12,771 | 995 | 1,142 | 1,084 | 1,536 | 2,010 | 2,061 | 1,323 | 982 | 1,638 | 33.1 |
| Shelby | 25.5 | Male | 12,209 | 1,038 | 1,103 | 1,092 | 1,143 | 1,806 | 1,984 | 1,549 | 1,082 | 1,412 | 34.6 |
| | | Female | 13,291 | 1,038 | 1,085 | 1,109 | 1,144 | 2,023 | 2,227 | 1,551 | 1,144 | 1,970 | 36.1 |
| Simpson | 15.1 | Male | 7,309 | 733 | 688 | 720 | 676 | 1,140 | 1,084 | 821 | 597 | 850 | 32.3 |
| | | Female | 7,791 | 600 | 673 | 642 | 713 | 1,128 | 1,183 | 850 | 647 | 1,355 | 36.2 |
| Spencer | 7.0 | Male | 3,510 | 306 | 332 | 338 | 317 | 555 | 549 | 418 | 312 | 383 | 33.3 |
| | | Female | 3,490 | 278 | 338 | 300 | 295 | 579 | 540 | 370 | 322 | 468 | 34.2 |
| Taylor | 21.4 | Male | 10,327 | 867 | 988 | 892 | 1,019 | 1,605 | 1,531 | 1,194 | 985 | 1,246 | 33.7 |
| | | Female | 11,073 | 837 | 893 | 862 | 996 | 1,690 | 1,606 | 1,291 | 1,076 | 1,822 | 36.6 |
| Todd | 11.0 | Male | 5,332 | 480 | 495 | 525 | 498 | 835 | 709 | 599 | 465 | 726 | 33.0 |
| | | Female | 5,668 | 471 | 476 | 460 | 511 | 822 | 749 | 593 | 541 | 1,045 | 36.3 |
| Trigg | 10.4 | Male | 5,077 | 380 | 374 | 461 | 420 | 645 | 697 | 627 | 558 | 915 | 38.7 |
| | | Female | 5,323 | 338 | 363 | 455 | 392 | 647 | 720 | 668 | 638 | 1,102 | 41.5 |
| Trimble | 6.1 | Male | 2,986 | 278 | 253 | 275 | 269 | 434 | 463 | 372 | 262 | 380 | 34.6 |
| | | Female | 3,114 | 259 | 259 | 285 | 252 | 456 | 501 | 365 | 267 | 470 | 35.9 |
| Union | 16.3 | Male | 8,342 | 639 | 731 | 1,136 | 1,489 | 1,034 | 1,167 | 746 | 574 | 826 | 26.7 |
| | | Female | 7,958 | 593 | 762 | 842 | 812 | 1,128 | 1,158 | 776 | 675 | 1,212 | 33.6 |
| Warren | 77.2 | Male | 37,018 | 3,111 | 3,374 | 3,236 | 5,443 | 5,830 | 5,698 | 4,154 | 2,770 | 3,402 | 30.7 |
| | | Female | 40,182 | 2,991 | 3,155 | 3,092 | 6,055 | 6,207 | 6,047 | 4,243 | 3,095 | 5,297 | 32.7 |
| Washington | 10.4 | Male | 4,980 | 450 | 514 | 465 | 479 | 755 | 723 | 535 | 431 | 628 | 32.7 |
| | | Female | 5,420 | 456 | 444 | 495 | 458 | 808 | 712 | 568 | 473 | 1,006 | 35.7 |
| Wayne | 17.6 | Male | 8,653 | 754 | 863 | 882 | 839 | 1,210 | 1,281 | 909 | 778 | 1,137 | 33.2 |
| | | Female | 8,947 | 686 | 790 | 796 | 835 | 1,271 | 1,307 | 1,033 | 876 | 1,353 | 35.7 |
| Webster | 13.6 | Male | 6,534 | 551 | 629 | 649 | 591 | 910 | 962 | 712 | 613 | 917 | 34.3 |
| | | Female | 7,066 | 512 | 634 | 608 | 543 | 1,006 | 973 | 750 | 666 | 1,374 | 37.4 |
| Whitley | 33.5 | Male | 16,024 | 1,423 | 1,560 | 1,760 | 1,917 | 2,219 | 2,353 | 1,823 | 1,266 | 1,703 | 31.1 |
| | | Female | 17,476 | 1,416 | 1,453 | 1,551 | 1,993 | 2,467 | 2,483 | 1,971 | 1,463 | 2,679 | 34.4 |
| Wolfe | 6.4 | Male | 3,173 | 266 | 316 | 363 | 275 | 511 | 463 | 366 | 282 | 331 | 32.2 |
| | | Female | 3,227 | 262 | 326 | 329 | 277 | 506 | 487 | 334 | 274 | 432 | 33.3 |
| Woodford | 20.4 | Male | 9,748 | 918 | 870 | 884 | 857 | 1,561 | 1,776 | 1,249 | 747 | 886 | 33.6 |
| | | Female | 10,652 | 894 | 927 | 931 | 941 | 1,710 | 1,870 | 1,285 | 800 | 1,294 | 34.5 |
| **TOTAL METRO COUNTIES** | **1,726.9** | **Male** | **831,599** | **77,077** | **76,698** | **72,560** | **90,130** | **144,449** | **134,366** | **88,991** | **67,875** | **79,453** | **31.9** |
| | | **Female** | **895,301** | **72,994** | **73,019** | **69,446** | **88,316** | **149,685** | **140,890** | **95,300** | **77,388** | **128,263** | **34.6** |
| **TOTAL STATE** | **3,704.2** | **Male** | **1,795,642** | **160,397** | **167,611** | **167,781** | **195,822** | **291,194** | **280,013** | **195,824** | **148,966** | **188,034** | **32.1** |
| | | **Female** | **1,908,558** | **152,027** | **159,429** | **158,401** | **189,729** | **301,122** | **290,189** | **206,117** | **166,428** | **285,116** | **34.8** |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **LOUISIANA** | | | | | | | | | | | | | |
| **ALEXANDRIA** | **132.0** | **Male** | **63,243** | **6,431** | **6,893** | **6,219** | **6,589** | **10,435** | **9,028** | **6,342** | **5,068** | **6,238** | **30.3** |
| | | **Female** | **68,757** | **6,390** | **6,669** | **6,068** | **6,439** | **10,650** | **9,771** | **7,230** | **5,787** | **9,753** | **33.3** |
| Rapides | 132.0 | Male | 63,243 | 6,431 | 6,893 | 6,219 | 6,589 | 10,435 | 9,028 | 6,342 | 5,068 | 6,238 | 30.3 |
| | | Female | 68,757 | 6,390 | 6,669 | 6,068 | 6,439 | 10,650 | 9,771 | 7,230 | 5,787 | 9,753 | 33.3 |
| **BATON ROUGE** | **533.0** | **Male** | **257,759** | **27,225** | **27,285** | **24,389** | **32,170** | **43,804** | **40,780** | **25,667** | **17,241** | **19,198** | **29.1** |
| | | **Female** | **275,241** | **25,559** | **26,164** | **23,608** | **33,895** | **46,425** | **43,606** | **27,555** | **19,765** | **28,664** | **31.1** |
| Ascension | 59.4 | Male | 29,162 | 3,280 | 3,446 | 3,131 | 2,907 | 4,963 | 4,594 | 3,024 | 1,884 | 1,933 | 28.7 |
| | | Female | 30,238 | 3,089 | 3,299 | 2,972 | 3,068 | 5,261 | 4,687 | 3,069 | 1,972 | 2,821 | 30.1 |
| East Baton Rouge | 382.4 | Male | 183,578 | 19,067 | 18,545 | 16,605 | 24,912 | 31,512 | 28,966 | 17,805 | 12,156 | 14,010 | 29.0 |
| | | Female | 198,822 | 18,013 | 17,995 | 16,137 | 26,376 | 33,288 | 31,517 | 19,634 | 14,476 | 21,386 | 31.3 |
| Livingston | 71.6 | Male | 35,504 | 3,816 | 4,219 | 3,749 | 3,357 | 5,725 | 5,787 | 3,847 | 2,478 | 2,526 | 29.6 |
| | | Female | 36,096 | 3,501 | 3,827 | 3,627 | 3,436 | 6,096 | 5,898 | 3,768 | 2,570 | 3,373 | 31.0 |
| West Baton Rouge | 19.6 | Male | 9,515 | 1,062 | 1,075 | 904 | 994 | 1,604 | 1,433 | 991 | 723 | 729 | 29.5 |
| | | Female | 10,085 | 956 | 1,043 | 872 | 1,015 | 1,780 | 1,504 | 1,084 | 747 | 1,084 | 31.5 |
| **HOUMA - THIBODAUX** | **182.8** | **Male** | **89,496** | **9,907** | **10,373** | **8,994** | **9,650** | **15,073** | **13,092** | **9,145** | **6,649** | **6,613** | **28.9** |
| | | **Female** | **93,304** | **9,408** | **10,126** | **8,807** | **10,075** | **15,506** | **13,364** | **9,538** | **6,928** | **9,552** | **30.3** |
| Lafourche | 86.0 | Male | 42,084 | 4,511 | 4,659 | 4,132 | 4,937 | 7,055 | 6,002 | 4,294 | 3,193 | 3,301 | 29.0 |
| | | Female | 43,916 | 4,268 | 4,474 | 3,962 | 5,127 | 7,291 | 6,229 | 4,431 | 3,343 | 4,791 | 30.7 |
| Terrebonne | 96.8 | Male | 47,412 | 5,396 | 5,714 | 4,862 | 4,713 | 8,018 | 7,090 | 4,851 | 3,456 | 3,312 | 28.8 |
| | | Female | 49,388 | 5,140 | 5,652 | 4,845 | 4,948 | 8,215 | 7,135 | 5,107 | 3,585 | 4,761 | 30.0 |
| **LAFAYETTE** | **209.9** | **Male** | **101,822** | **11,460** | **11,184** | **9,458** | **11,558** | **18,345** | **15,884** | **9,461** | **7,190** | **7,282** | **29.0** |
| | | **Female** | **108,078** | **11,018** | **10,767** | **9,220** | **12,335** | **19,329** | **16,171** | **10,407** | **7,989** | **10,842** | **30.5** |
| Lafayette | 165.7 | Male | 80,331 | 8,889 | 8,580 | 7,242 | 9,409 | 14,865 | 12,822 | 7,341 | 5,656 | 5,527 | 29.1 |
| | | Female | 85,369 | 8,604 | 8,300 | 7,048 | 9,992 | 15,511 | 13,027 | 8,093 | 6,367 | 8,427 | 30.6 |
| St. Martin | 44.2 | Male | 21,491 | 2,571 | 2,604 | 2,216 | 2,149 | 3,480 | 3,062 | 2,120 | 1,534 | 1,755 | 28.5 |
| | | Female | 22,709 | 2,414 | 2,467 | 2,172 | 2,343 | 3,818 | 3,144 | 2,314 | 1,622 | 2,415 | 30.1 |
| **LAKE CHARLES** | **170.1** | **Male** | **82,647** | **8,554** | **9,068** | **8,035** | **8,269** | **13,172** | **12,467** | **8,571** | **6,890** | **7,621** | **30.6** |
| | | **Female** | **87,453** | **8,146** | **8,648** | **7,696** | **8,271** | **13,923** | **12,877** | **9,151** | **7,798** | **10,943** | **32.9** |
| Calcasieu | 170.1 | Male | 82,647 | 8,554 | 9,068 | 8,035 | 8,269 | 13,172 | 12,467 | 8,571 | 6,890 | 7,621 | 30.6 |
| | | Female | 87,453 | 8,146 | 8,648 | 7,696 | 8,271 | 13,923 | 12,877 | 9,151 | 7,798 | 10,943 | 32.9 |
| **MONROE** | **142.8** | **Male** | **67,361** | **7,231** | **7,189** | **7,119** | **8,343** | **10,293** | **9,444** | **6,509** | **5,001** | **6,232** | **28.7** |
| | | **Female** | **75,439** | **7,091** | **7,016** | **6,702** | **8,992** | **11,324** | **10,556** | **7,521** | **6,234** | **10,003** | **32.0** |
| Ouachita | 142.8 | Male | 67,361 | 7,231 | 7,189 | 7,119 | 8,343 | 10,293 | 9,444 | 6,509 | 5,001 | 6,232 | 28.7 |
| | | Female | 75,439 | 7,091 | 7,016 | 6,702 | 8,992 | 11,324 | 10,556 | 7,521 | 6,234 | 10,003 | 32.0 |
| **NEW ORLEANS** | **1,244.0** | **Male** | **592,926** | **61,349** | **60,853** | **56,184** | **59,966** | **100,243** | **94,853** | **60,772** | **45,237** | **53,469** | **30.8** |
| | | **Female** | **651,074** | **59,148** | **58,233** | **55,006** | **63,495** | **108,094** | **102,513** | **66,827** | **53,244** | **84,514** | **33.3** |
| Jefferson | 450.9 | Male | 216,867 | 21,080 | 21,290 | 19,980 | 21,591 | 37,699 | 35,685 | 24,032 | 17,219 | 18,291 | 31.5 |
| | | Female | 234,033 | 20,178 | 20,260 | 19,276 | 22,680 | 40,118 | 38,041 | 25,947 | 19,508 | 28,025 | 33.6 |
| Orleans | 493.3 | Male | 229,342 | 24,209 | 22,934 | 21,882 | 26,039 | 38,532 | 34,228 | 20,754 | 16,796 | 23,968 | 30.1 |
| | | Female | 263,958 | 23,967 | 22,256 | 21,714 | 28,177 | 41,958 | 38,606 | 24,878 | 21,671 | 40,731 | 33.5 |
| St. Bernard | 67.0 | Male | 32,213 | 3,184 | 3,219 | 2,993 | 3,177 | 5,258 | 5,052 | 3,299 | 2,915 | 3,116 | 31.7 |
| | | Female | 34,787 | 2,989 | 3,080 | 2,964 | 3,294 | 5,553 | 5,308 | 3,614 | 3,466 | 4,519 | 34.1 |
| St. Charles | 43.1 | Male | 21,096 | 2,506 | 2,465 | 1,985 | 1,815 | 3,834 | 3,454 | 2,172 | 1,587 | 1,278 | 29.6 |
| | | Female | 22,004 | 2,420 | 2,309 | 1,994 | 1,908 | 4,216 | 3,452 | 2,128 | 1,664 | 1,913 | 30.6 |
| St. John the Baptist | 40.7 | Male | 19,935 | 2,527 | 2,607 | 1,954 | 1,738 | 3,666 | 3,201 | 1,880 | 1,191 | 1,171 | 28.1 |
| | | Female | 20,765 | 2,438 | 2,504 | 1,971 | 1,825 | 3,893 | 3,286 | 1,931 | 1,197 | 1,720 | 29.2 |
| St. Tammany | 149.0 | Male | 73,473 | 7,843 | 8,338 | 7,390 | 5,606 | 11,254 | 13,233 | 8,635 | 5,529 | 5,645 | 31.7 |
| | | Female | 75,527 | 7,156 | 7,824 | 7,087 | 5,611 | 12,356 | 13,820 | 8,329 | 5,738 | 7,606 | 33.2 |
| **SHREVEPORT** | **336.4** | **Male** | **158,774** | **16,946** | **16,993** | **15,430** | **15,484** | **25,353** | **23,795** | **16,273** | **12,779** | **15,721** | **30.7** |
| | | **Female** | **177,626** | **16,548** | **16,245** | **15,197** | **16,075** | **27,458** | **26,259** | **18,569** | **15,520** | **25,755** | **34.0** |
| Bossier | 87.4 | Male | 42,464 | 4,594 | 4,497 | 3,974 | 4,430 | 7,487 | 6,420 | 4,514 | 3,350 | 3,198 | 30.0 |
| | | Female | 44,936 | 4,544 | 4,184 | 3,986 | 4,337 | 7,673 | 6,844 | 4,948 | 3,607 | 4,813 | 32.1 |
| Caddo | 249.0 | Male | 116,310 | 12,352 | 12,496 | 11,456 | 11,054 | 17,866 | 17,373 | 11,759 | 9,429 | 12,523 | 31.0 |
| | | Female | 132,690 | 12,004 | 12,061 | 11,211 | 11,738 | 19,785 | 19,415 | 13,621 | 11,913 | 20,942 | 34.8 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Acadia | 56.0 | Male | 26,690 | 3,068 | 3,238 | 2,767 | 2,423 | 4,139 | 3,622 | 2,688 | 2,119 | 2,626 | 29.5 |
| | | Female | 29,310 | 2,913 | 3,188 | 2,853 | 2,700 | 4,345 | 3,858 | 2,931 | 2,436 | 4,086 | 31.9 |
| Allen | 22.5 | Male | 11,385 | 1,075 | 1,118 | 1,124 | 984 | 1,961 | 1,784 | 1,200 | 919 | 1,220 | 32.1 |
| | | Female | 11,115 | 1,066 | 1,060 | 1,086 | 956 | 1,540 | 1,459 | 1,180 | 1,040 | 1,728 | 34.0 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex<br>0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **LOUISIANA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Ascension | 59.4 | Male | 29,162 | 3,280 | 3,446 | 3,131 | 2,907 | 4,963 | 4,594 | 3,024 | 1,884 | 1,933 | 28.7 |
| | | Female | 30,238 | 3,089 | 3,299 | 2,972 | 3,068 | 5,261 | 4,687 | 3,069 | 1,972 | 2,821 | 30.1 |
| Assumption | 22.8 | Male | 11,055 | 1,153 | 1,304 | 1,211 | 1,120 | 1,727 | 1,562 | 1,135 | 824 | 1,019 | 29.3 |
| | | Female | 11,745 | 1,152 | 1,282 | 1,174 | 1,201 | 1,852 | 1,588 | 1,152 | 858 | 1,486 | 30.7 |
| Avoyelles | 39.0 | Male | 18,779 | 1,872 | 2,072 | 1,874 | 1,772 | 2,762 | 2,610 | 1,902 | 1,565 | 2,350 | 31.5 |
| | | Female | 20,221 | 1,859 | 2,021 | 1,813 | 1,710 | 2,769 | 2,645 | 2,020 | 1,817 | 3,567 | 34.8 |
| Beauregard | 30.3 | Male | 15,263 | 1,483 | 1,555 | 1,537 | 1,621 | 2,537 | 2,327 | 1,604 | 1,194 | 1,405 | 30.7 |
| | | Female | 15,037 | 1,448 | 1,469 | 1,427 | 1,313 | 2,223 | 2,242 | 1,628 | 1,326 | 1,961 | 33.4 |
| Bienville | 16.0 | Male | 7,624 | 776 | 812 | 729 | 676 | 991 | 945 | 805 | 705 | 1,185 | 33.3 |
| | | Female | 8,376 | 760 | 777 | 673 | 694 | 1,071 | 1,001 | 824 | 783 | 1,793 | 37.1 |
| Bossier | 87.4 | Male | 42,464 | 4,594 | 4,497 | 3,974 | 4,430 | 7,487 | 6,420 | 4,514 | 3,350 | 3,198 | 30.0 |
| | | Female | 44,936 | 4,544 | 4,184 | 3,986 | 4,337 | 7,673 | 6,844 | 4,948 | 3,607 | 4,813 | 32.1 |
| Caddo | 249.0 | Male | 116,310 | 12,352 | 12,496 | 11,456 | 11,054 | 17,866 | 17,375 | 11,750 | 9,429 | 12,523 | 31.0 |
| | | Female | 132,690 | 12,004 | 12,061 | 11,211 | 11,738 | 19,785 | 19,415 | 13,621 | 11,913 | 20,942 | 34.8 |
| Calcasieu | 170.1 | Male | 82,647 | 8,554 | 9,068 | 8,035 | 8,269 | 13,172 | 12,467 | 8,571 | 6,890 | 7,621 | 30.6 |
| | | Female | 87,453 | 8,146 | 8,648 | 7,696 | 8,271 | 13,923 | 12,877 | 9,151 | 7,798 | 10,943 | 32.9 |
| Caldwell | 9.8 | Male | 4,785 | 479 | 490 | 528 | 424 | 670 | 647 | 522 | 415 | 610 | 32.0 |
| | | Female | 5,015 | 399 | 477 | 474 | 421 | 680 | 663 | 566 | 457 | 878 | 35.9 |
| Cameron | 9.2 | Male | 4,579 | 469 | 489 | 442 | 425 | 780 | 656 | 469 | 433 | 416 | 31.0 |
| | | Female | 4,621 | 492 | 521 | 422 | 401 | 800 | 601 | 478 | 402 | 504 | 30.9 |
| Catahoula | 10.9 | Male | 5,285 | 539 | 601 | 551 | 464 | 739 | 741 | 550 | 466 | 634 | 31.6 |
| | | Female | 5,615 | 531 | 579 | 531 | 470 | 815 | 749 | 564 | 535 | 841 | 33.5 |
| Claiborne | 17.5 | Male | 8,884 | 742 | 803 | 740 | 953 | 1,500 | 1,297 | 844 | 754 | 1,251 | 33.0 |
| | | Female | 8,616 | 724 | 804 | 700 | 682 | 1,048 | 1,047 | 850 | 881 | 1,880 | 38.3 |
| Concordia | 20.6 | Male | 9,776 | 990 | 1,157 | 1,072 | 871 | 1,367 | 1,321 | 1,002 | 929 | 1,067 | 30.8 |
| | | Female | 10,824 | 996 | 1,103 | 1,035 | 924 | 1,522 | 1,466 | 1,178 | 1,094 | 1,506 | 33.9 |
| De Soto | 25.3 | Male | 12,010 | 1,259 | 1,278 | 1,268 | 1,143 | 1,722 | 1,674 | 1,198 | 998 | 1,470 | 31.1 |
| | | Female | 13,290 | 1,274 | 1,330 | 1,185 | 1,117 | 1,861 | 1,808 | 1,329 | 1,157 | 2,229 | 34.3 |
| East Baton Rouge | 382.4 | Male | 183,578 | 19,067 | 18,545 | 16,605 | 24,912 | 31,512 | 28,966 | 17,805 | 12,156 | 14,010 | 29.0 |
| | | Female | 198,822 | 18,013 | 17,995 | 16,137 | 26,376 | 33,288 | 31,517 | 19,634 | 14,476 | 21,386 | 31.3 |
| East Carroll | 9.6 | Male | 4,515 | 589 | 572 | 613 | 440 | 569 | 470 | 359 | 365 | 538 | 25.8 |
| | | Female | 5,085 | 570 | 591 | 550 | 466 | 648 | 577 | 463 | 441 | 779 | 30.6 |
| East Feliciana | 19.7 | Male | 10,254 | 1,006 | 1,054 | 1,000 | 1,065 | 1,867 | 1,596 | 1,021 | 714 | 931 | 30.4 |
| | | Female | 9,446 | 968 | 989 | 894 | 840 | 1,451 | 1,405 | 983 | 718 | 1,198 | 32.1 |
| Evangeline | 33.1 | Male | 15,874 | 1,765 | 1,842 | 1,743 | 1,473 | 2,273 | 2,015 | 1,624 | 1,352 | 1,787 | 29.9 |
| | | Female | 17,226 | 1,775 | 1,765 | 1,630 | 1,540 | 2,434 | 2,163 | 1,672 | 1,562 | 2,685 | 32.8 |
| Franklin | 22.2 | Male | 10,508 | 1,064 | 1,175 | 1,236 | 982 | 1,366 | 1,364 | 1,054 | 877 | 1,390 | 30.8 |
| | | Female | 11,692 | 1,051 | 1,132 | 1,183 | 1,021 | 1,510 | 1,467 | 1,167 | 1,102 | 2,059 | 34.7 |
| Grant | 17.7 | Male | 8,564 | 905 | 961 | 848 | 780 | 1,290 | 1,167 | 908 | 689 | 1,016 | 31.1 |
| | | Female | 9,136 | 845 | 911 | 843 | 811 | 1,338 | 1,226 | 987 | 764 | 1,411 | 33.7 |
| Iberia | 68.3 | Male | 32,971 | 3,771 | 4,095 | 3,427 | 3,266 | 5,239 | 4,566 | 3,161 | 2,462 | 2,984 | 28.7 |
| | | Female | 35,329 | 3,721 | 3,770 | 3,374 | 3,435 | 5,712 | 4,828 | 3,420 | 2,745 | 4,324 | 30.9 |
| Iberville | 31.9 | Male | 15,476 | 1,641 | 1,742 | 1,497 | 1,672 | 2,608 | 2,274 | 1,470 | 1,144 | 1,428 | 29.5 |
| | | Female | 16,424 | 1,677 | 1,633 | 1,394 | 1,675 | 2,709 | 2,385 | 1,629 | 1,248 | 2,074 | 31.8 |
| Jackson | 15.5 | Male | 7,404 | 711 | 801 | 762 | 672 | 965 | 946 | 847 | 647 | 1,053 | 32.8 |
| | | Female | 8,096 | 615 | 770 | 757 | 672 | 1,023 | 1,092 | 855 | 750 | 1,562 | 36.9 |
| Jefferson | 450.9 | Male | 216,867 | 21,080 | 21,290 | 19,980 | 21,591 | 37,699 | 35,685 | 24,032 | 17,219 | 18,291 | 31.5 |
| | | Female | 234,033 | 20,178 | 20,260 | 19,276 | 22,680 | 40,118 | 38,041 | 25,947 | 19,508 | 28,025 | 33.6 |
| Jefferson Davis | 30.5 | Male | 14,697 | 1,553 | 1,708 | 1,575 | 1,310 | 2,218 | 1,946 | 1,494 | 1,290 | 1,603 | 30.4 |
| | | Female | 15,803 | 1,497 | 1,696 | 1,525 | 1,297 | 2,313 | 2,107 | 1,627 | 1,423 | 2,318 | 33.2 |
| Lafayette | 165.7 | Male | 80,331 | 8,889 | 8,580 | 7,242 | 9,409 | 14,865 | 12,822 | 7,341 | 5,656 | 5,527 | 29.1 |
| | | Female | 85,369 | 8,604 | 8,300 | 7,048 | 9,992 | 15,511 | 13,027 | 8,093 | 6,367 | 8,427 | 30.6 |
| Lafourche | 86.0 | Male | 42,084 | 4,511 | 4,659 | 4,132 | 4,937 | 7,055 | 6,002 | 4,294 | 3,193 | 3,301 | 29.0 |
| | | Female | 43,916 | 4,268 | 4,474 | 3,962 | 5,127 | 7,291 | 6,229 | 4,431 | 3,343 | 4,791 | 30.7 |
| La Salle | 13.4 | Male | 6,351 | 560 | 657 | 654 | 532 | 908 | 953 | 692 | 585 | 810 | 33.5 |
| | | Female | 7,049 | 560 | 658 | 615 | 567 | 931 | 966 | 754 | 679 | 1,319 | 37.0 |
| Lincoln | 42.0 | Male | 20,426 | 1,737 | 1,786 | 1,568 | 5,589 | 2,712 | 2,325 | 1,633 | 1,227 | 1,849 | 24.4 |
| | | Female | 21,574 | 1,584 | 1,668 | 1,516 | 5,601 | 2,741 | 2,427 | 1,757 | 1,494 | 2,786 | 26.5 |
| Livingston | 71.6 | Male | 35,504 | 3,816 | 4,219 | 3,749 | 3,357 | 5,725 | 5,787 | 3,847 | 2,478 | 2,526 | 29.6 |
| | | Female | 36,096 | 3,501 | 3,827 | 3,627 | 3,436 | 6,096 | 5,898 | 3,768 | 2,570 | 3,373 | 31.0 |
| Madison | 12.2 | Male | 5,639 | 666 | 696 | 795 | 501 | 673 | 717 | 504 | 425 | 662 | 27.4 |
| | | Female | 6,561 | 634 | 704 | 774 | 547 | 871 | 825 | 602 | 559 | 1,045 | 32.1 |
| Morehouse | 32.1 | Male | 15,133 | 1,631 | 1,783 | 1,685 | 1,441 | 1,990 | 2,008 | 1,362 | 1,334 | 1,899 | 30.2 |
| | | Female | 16,967 | 1,485 | 1,695 | 1,656 | 1,499 | 2,378 | 2,210 | 1,552 | 1,645 | 2,847 | 34.0 |

# POPULATION BY AGE AND SEX

| SMM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **LOUISIANA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Natchitoches | 36.7 | Male | 17,412 | 1,837 | 1,971 | 1,877 | 2,486 | 2,246 | 2,210 | 1,603 | 1,263 | 1,919 | 27.4 |
| | | Female | 19,288 | 1,717 | 1,835 | 1,840 | 2,626 | 2,526 | 2,475 | 1,759 | 1,588 | 2,922 | 31.4 |
| Orleans | 493.3 | Male | 229,342 | 24,209 | 22,934 | 21,882 | 26,039 | 38,532 | 34,228 | 20,754 | 16,796 | 23,968 | 30.1 |
| | | Female | 263,958 | 23,967 | 22,256 | 21,714 | 28,177 | 41,958 | 38,606 | 24,878 | 21,671 | 40,731 | 33.5 |
| Ouachita | 142.8 | Male | 67,361 | 7,231 | 7,189 | 7,119 | 8,343 | 10,293 | 9,444 | 6,509 | 5,001 | 6,232 | 28.7 |
| | | Female | 75,439 | 7,091 | 7,016 | 6,702 | 8,992 | 11,324 | 10,556 | 7,521 | 6,234 | 10,003 | 32.0 |
| Plaquemines | 25.6 | Male | 12,991 | 1,379 | 1,462 | 1,361 | 1,392 | 2,332 | 1,835 | 1,305 | 1,005 | 920 | 28.9 |
| | | Female | 12,609 | 1,344 | 1,381 | 1,172 | 1,261 | 2,169 | 1,814 | 1,289 | 1,062 | 1,117 | 30.3 |
| Pointe Coupee | 22.4 | Male | 10,780 | 1,113 | 1,295 | 1,092 | 986 | 1,589 | 1,542 | 1,089 | 835 | 1,239 | 30.7 |
| | | Female | 11,620 | 1,059 | 1,184 | 1,084 | 1,021 | 1,765 | 1,622 | 1,173 | 1,035 | 1,677 | 33.3 |
| Rapides | 132.0 | Male | 63,243 | 6,431 | 6,893 | 6,219 | 6,589 | 10,435 | 9,028 | 6,342 | 5,068 | 6,238 | 30.3 |
| | | Female | 68,757 | 6,390 | 6,669 | 6,068 | 6,439 | 10,650 | 9,771 | 7,230 | 5,787 | 9,753 | 33.3 |
| Red River | 9.4 | Male | 4,459 | 507 | 556 | 437 | 396 | 615 | 542 | 434 | 365 | 607 | 30.4 |
| | | Female | 4,941 | 510 | 503 | 438 | 422 | 703 | 583 | 488 | 429 | 865 | 33.5 |
| Richland | 20.4 | Male | 9,578 | 1,005 | 1,134 | 1,062 | 853 | 1,345 | 1,213 | 880 | 785 | 1,301 | 30.5 |
| | | Female | 10,822 | 955 | 1,098 | 1,048 | 910 | 1,497 | 1,345 | 1,043 | 996 | 1,930 | 34.4 |
| Sabine | 22.5 | Male | 10,952 | 1,102 | 1,156 | 1,054 | 915 | 1,423 | 1,396 | 1,200 | 1,087 | 1,619 | 33.8 |
| | | Female | 11,548 | 1,050 | 1,107 | 986 | 925 | 1,524 | 1,404 | 1,249 | 1,172 | 2,131 | 36.3 |
| St. Bernard | 67.0 | Male | 32,213 | 3,184 | 3,219 | 2,993 | 3,177 | 5,258 | 5,052 | 3,299 | 2,915 | 3,116 | 31.7 |
| | | Female | 34,787 | 2,989 | 3,080 | 2,964 | 3,294 | 5,553 | 5,308 | 3,614 | 3,466 | 4,519 | 34.1 |
| St. Charles | 43.1 | Male | 21,096 | 2,506 | 2,465 | 1,985 | 1,815 | 3,834 | 3,454 | 2,172 | 1,587 | 1,278 | 29.6 |
| | | Female | 22,004 | 2,420 | 2,309 | 1,994 | 1,908 | 4,216 | 3,452 | 2,128 | 1,664 | 1,913 | 30.6 |
| St. Helena | 9.8 | Male | 4,694 | 560 | 511 | 530 | 456 | 665 | 645 | 458 | 356 | 513 | 29.4 |
| | | Female | 5,106 | 501 | 544 | 471 | 514 | 731 | 688 | 509 | 452 | 696 | 32.2 |
| St. James | 21.0 | Male | 10,066 | 1,146 | 1,224 | 982 | 1,080 | 1,697 | 1,389 | 971 | 757 | 820 | 28.5 |
| | | Female | 10,934 | 1,156 | 1,185 | 1,018 | 1,130 | 1,706 | 1,554 | 1,126 | 825 | 1,234 | 30.7 |
| St. John the Baptist | 40.7 | Male | 19,935 | 2,527 | 2,607 | 1,954 | 1,738 | 3,666 | 3,201 | 1,880 | 1,191 | 1,171 | 28.1 |
| | | Female | 20,765 | 2,438 | 2,504 | 1,971 | 1,825 | 3,893 | 3,286 | 1,931 | 1,197 | 1,720 | 29.2 |
| St. Landry | 80.0 | Male | 38,123 | 4,423 | 4,611 | 4,115 | 3,519 | 5,420 | 5,013 | 3,819 | 3,191 | 4,012 | 29.4 |
| | | Female | 41,877 | 4,065 | 4,477 | 3,962 | 3,773 | 6,067 | 5,517 | 4,306 | 3,718 | 5,992 | 32.7 |
| St. Martin | 44.2 | Male | 21,491 | 2,571 | 2,604 | 2,216 | 2,149 | 3,480 | 3,062 | 2,120 | 1,534 | 1,755 | 28.5 |
| | | Female | 22,709 | 2,414 | 2,467 | 2,172 | 2,343 | 3,818 | 3,144 | 2,314 | 1,622 | 2,415 | 30.1 |
| St. Mary | 57.3 | Male | 28,044 | 3,174 | 3,273 | 3,021 | 2,781 | 4,564 | 3,929 | 2,962 | 2,054 | 2,286 | 28.9 |
| | | Female | 29,256 | 3,186 | 3,242 | 2,693 | 2,785 | 4,910 | 4,027 | 2,986 | 2,239 | 3,188 | 30.5 |
| St. Tammany | 149.0 | Male | 73,473 | 7,843 | 8,338 | 7,390 | 5,606 | 11,254 | 13,233 | 8,635 | 5,529 | 5,645 | 31.7 |
| | | Female | 75,527 | 7,156 | 7,824 | 7,087 | 5,611 | 12,356 | 13,820 | 8,329 | 5,738 | 7,606 | 33.2 |
| Tangipahoa | 86.5 | Male | 41,457 | 4,299 | 4,785 | 4,470 | 4,924 | 6,119 | 5,999 | 4,022 | 3,002 | 3,837 | 28.7 |
| | | Female | 45,043 | 4,227 | 4,481 | 4,178 | 5,186 | 6,662 | 6,518 | 4,332 | 3,613 | 5,846 | 31.7 |
| Tensas | 7.0 | Male | 3,212 | 358 | 350 | 406 | 268 | 418 | 410 | 281 | 244 | 477 | 30.4 |
| | | Female | 3,788 | 365 | 418 | 377 | 266 | 496 | 510 | 307 | 336 | 713 | 34.4 |
| Terrebonne | 96.8 | Male | 47,412 | 5,396 | 5,714 | 4,862 | 4,713 | 8,018 | 7,090 | 4,851 | 3,456 | 3,312 | 28.8 |
| | | Female | 49,388 | 5,140 | 5,652 | 4,845 | 4,948 | 8,215 | 7,135 | 5,107 | 3,585 | 4,761 | 30.0 |
| Union | 20.8 | Male | 9,988 | 949 | 1,074 | 989 | 899 | 1,333 | 1,398 | 1,091 | 941 | 1,314 | 33.1 |
| | | Female | 10,812 | 919 | 994 | 939 | 878 | 1,475 | 1,457 | 1,196 | 1,013 | 1,941 | 36.4 |
| Vermilion | 50.1 | Male | 24,324 | 2,596 | 2,927 | 2,497 | 2,175 | 3,689 | 3,277 | 2,474 | 2,027 | 2,662 | 30.3 |
| | | Female | 25,776 | 2,470 | 2,686 | 2,319 | 2,227 | 4,004 | 3,449 | 2,490 | 2,161 | 3,970 | 33.0 |
| Vernon | 62.8 | Male | 34,459 | 4,094 | 3,030 | 2,542 | 8,818 | 6,888 | 3,887 | 2,158 | 1,480 | 1,562 | 24.0 |
| | | Female | 28,341 | 3,873 | 2,823 | 2,329 | 4,508 | 5,391 | 3,502 | 2,154 | 1,616 | 2,145 | 26.2 |
| Washington | 43.3 | Male | 20,916 | 1,888 | 2,296 | 2,163 | 1,906 | 3,192 | 3,045 | 2,166 | 1,785 | 2,475 | 31.9 |
| | | Female | 22,384 | 1,927 | 2,121 | 2,163 | 1,770 | 3,046 | 3,090 | 2,367 | 2,134 | 3,766 | 35.5 |
| Webster | 42.3 | Male | 20,033 | 1,894 | 2,048 | 1,961 | 1,750 | 2,865 | 2,749 | 2,159 | 1,865 | 2,742 | 33.2 |
| | | Female | 22,267 | 1,911 | 1,922 | 1,897 | 1,769 | 2,981 | 2,952 | 2,415 | 2,225 | 4,195 | 37.2 |
| West Baton Rouge | 19.6 | Male | 9,515 | 1,062 | 1,075 | 904 | 994 | 1,604 | 1,433 | 991 | 723 | 729 | 29.5 |
| | | Female | 10,085 | 956 | 1,043 | 872 | 1,015 | 1,780 | 1,504 | 1,084 | 747 | 1,084 | 31.5 |
| West Carroll | 12.1 | Male | 5,794 | 572 | 657 | 590 | 499 | 757 | 791 | 648 | 512 | 768 | 32.6 |
| | | Female | 6,306 | 522 | 609 | 595 | 481 | 820 | 798 | 713 | 595 | 1,173 | 36.6 |
| West Feliciana | 13.0 | Male | 8,839 | 430 | 473 | 417 | 805 | 2,765 | 2,240 | 871 | 428 | 410 | 33.3 |
| | | Female | 4,161 | 423 | 462 | 390 | 357 | 690 | 625 | 392 | 340 | 482 | 31.5 |
| Winn | 16.3 | Male | 8,071 | 720 | 843 | 760 | 856 | 1,221 | 1,103 | 843 | 675 | 1,050 | 32.0 |
| | | Female | 8,229 | 745 | 767 | 733 | 687 | 1,066 | 1,105 | 881 | 787 | 1,458 | 36.1 |
| **TOTAL METRO COUNTIES** | **2,951.0** | **Male** | **1,414,028** | **149,103** | **149,838** | **135,828** | **152,029** | **236,718** | **219,343** | **142,740** | **106,055** | **122,374** | **30.1** |
| | | **Female** | **1,536,972** | **143,308** | **143,868** | **132,304** | **159,577** | **252,709** | **235,117** | **156,798** | **123,265** | **190,026** | **32.5** |
| **TOTAL STATE** | **4,238.4** | **Male** | **2,042,147** | **214,653** | **219,303** | **199,400** | **222,392** | **333,434** | **305,489** | **204,222** | **155,144** | **188,110** | **30.0** |
| | | **Female** | **2,196,253** | **206,829** | **210,300** | **193,020** | **225,633** | **349,523** | **322,957** | **222,141** | **179,517** | **286,333** | **32.5** |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **MAINE** | | | | | | | | | | | | | |
| **BANGOR** | **148.6** | **Male** | **72,663** | **6,234** | **6,352** | **6,060** | **9,811** | **11,701** | **11,683** | **7,772** | **6,204** | **6,846** | **31.7** |
| | | **Female** | **75,937** | **5,901** | **5,995** | **5,875** | **9,247** | **12,156** | **11,751** | **7,862** | **6,585** | **10,565** | **34.0** |
| Penobscot | 148.6 | Male | 72,663 | 6,234 | 6,352 | 6,060 | 9,811 | 11,701 | 11,683 | 7,772 | 6,204 | 6,846 | 31.7 |
| | | Female | 75,937 | 5,901 | 5,995 | 5,875 | 9,247 | 12,156 | 11,751 | 7,862 | 6,585 | 10,565 | 34.0 |
| **LEWISTON - AUBURN** | **107.0** | **Male,** | **51,803** | **5,139** | **4,723** | **4,448** | **5,511** | **8,716** | **8,003** | **5,418** | **4,234** | **5,611** | **32.0** |
| | | **Female** | **55,197** | **4,708** | **4,640** | **4,187** | **5,681** | **8,873** | **7,967** | **5,517** | **4,670** | **8,954** | **34.4** |
| Androscoggin | 107.0 | Male | 51,803 | 5,139 | 4,723 | 4,448 | 5,511 | 8,716 | 8,003 | 5,418 | 4,234 | 5,611 | 32.0 |
| | | Female | 55,197 | 4,708 | 4,640 | 4,187 | 5,681 | 8,873 | 7,967 | 5,517 | 4,670 | 8,954 | 34.4 |
| **PORTLAND** | **247.4** | **Male** | **119,012** | **10,875** | **9,922** | **9,195** | **12,907** | **21,294** | **20,544** | **12,574** | **9,249** | **12,452** | **32.8** |
| | | **Female** | **128,388** | **10,329** | **9,353** | **8,726** | **12,941** | **22,098** | **21,085** | **12,992** | **10,655** | **20,209** | **35.4** |
| Cumberland | 247.4 | Male | 119,012 | 10,875 | 9,922 | 9,195 | 12,907 | 21,294 | 20,544 | 12,574 | 9,249 | 12,452 | 32.8 |
| | | Female | 128,388 | 10,329 | 9,353 | 8,726 | 12,941 | 22,098 | 21,085 | 12,992 | 10,655 | 20,209 | 35.4 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Androscoggin | 107.0 | Male | 51,803 | 5,139 | 4,723 | 4,448 | 5,511 | 8,716 | 8,003 | 5,418 | 4,234 | 5,611 | 32.0 |
| | | Female | 55,197 | 4,708 | 4,640 | 4,187 | 5,681 | 8,873 | 7,967 | 5,517 | 4,670 | 8,954 | 34.4 |
| Aroostook | 86.2 | Male | 43,550 | 3,875 | 3,794 | 3,853 | 4,610 | 7,575 | 7,056 | 4,396 | 3,744 | 4,647 | 32.4 |
| | | Female | 42,650 | 3,589 | 3,517 | 3,684 | 3,829 | 6,573 | 6,467 | 4,558 | 3,923 | 6,510 | 35.2 |
| Cumberland | 247.4 | Male | 119,012 | 10,875 | 9,922 | 9,195 | 12,907 | 21,294 | 20,544 | 12,574 | 9,249 | 12,452 | 32.8 |
| | | Female | 128,388 | 10,329 | 9,353 | 8,726 | 12,941 | 22,098 | 21,085 | 12,992 | 10,655 | 20,209 | 35.4 |
| Franklin | 29.4 | Male | 14,187 | 1,324 | 1,398 | 1,290 | 1,462 | 2,149 | 2,207 | 1,627 | 1,225 | 1,505 | 32.5 |
| | | Female | 15,213 | 1,222 | 1,279 | 1,246 | 1,873 | 2,191 | 2,345 | 1,605 | 1,291 | 2,161 | 34.1 |
| Hancock | 47.8 | Male | 23,461 | 2,117 | 2,082 | 1,817 | 2,195 | 3,584 | 3,988 | 2,551 | 2,141 | 2,986 | 34.8 |
| | | Female | 24,339 | 1,969 | 1,942 | 1,681 | 1,846 | 3,661 | 3,945 | 2,640 | 2,284 | 4,371 | 37.7 |
| Kennebec | 117.8 | Male | 56,865 | 5,008 | 5,250 | 5,001 | 5,763 | 8,684 | 9,654 | 6,384 | 4,784 | 6,337 | 33.5 |
| | | Female | 60,935 | 4,863 | 5,073 | 4,772 | 5,674 | 9,356 | 9,791 | 6,434 | 5,365 | 9,607 | 35.7 |
| Knox | 36.7 | Male | 17,807 | 1,600 | 1,552 | 1,421 | 1,350 | 2,574 | 3,192 | 1,944 | 1,606 | 2,568 | 36.3 |
| | | Female | 18,893 | 1,494 | 1,525 | 1,408 | 1,256 | 2,651 | 3,077 | 1,997 | 1,742 | 3,743 | 38.6 |
| Lincoln | 31.1 | Male | 15,161 | 1,303 | 1,381 | 1,371 | 1,015 | 2,094 | 2,573 | 1,749 | 1,483 | 2,192 | 36.6 |
| | | Female | 15,939 | 1,281 | 1,283 | 1,216 | 1,010 | 2,137 | 2,641 | 1,787 | 1,574 | 3,010 | 38.9 |
| Oxford | 53.4 | Male | 26,052 | 2,464 | 2,392 | 2,371 | 1,985 | 3,991 | 4,178 | 2,905 | 2,431 | 3,335 | 34.6 |
| | | Female | 27,348 | 2,324 | 2,385 | 2,223 | 1,922 | 4,225 | 4,062 | 2,885 | 2,561 | 4,761 | 36.5 |
| Penobscot | 148.6 | Male | 72,663 | 6,234 | 6,352 | 6,060 | 9,811 | 11,701 | 11,683 | 7,772 | 6,204 | 6,846 | 31.7 |
| | | Female | 75,937 | 5,901 | 5,995 | 5,875 | 9,247 | 12,156 | 11,751 | 7,862 | 6,585 | 10,565 | 34.0 |
| Piscataquis | 18.8 | Male | 9,168 | 757 | 894 | 892 | 649 | 1,209 | 1,510 | 1,094 | 899 | 1,264 | 36.2 |
| | | Female | 9,632 | 700 | 841 | 868 | 664 | 1,323 | 1,475 | 1,053 | 913 | 1,795 | 37.8 |
| Sagadahoc | 34.7 | Male | 17,112 | 1,735 | 1,571 | 1,403 | 1,586 | 3,210 | 2,962 | 1,929 | 1,207 | 1,509 | 32.0 |
| | | Female | 17,588 | 1,706 | 1,518 | 1,373 | 1,460 | 3,039 | 2,976 | 1,881 | 1,266 | 2,369 | 34.0 |
| Somerset | 50.6 | Male | 24,809 | 2,296 | 2,451 | 2,443 | 2,113 | 3,776 | 3,961 | 2,852 | 2,166 | 2,751 | 33.2 |
| | | Female | 25,791 | 2,145 | 2,272 | 2,332 | 2,154 | 3,921 | 4,018 | 2,718 | 2,300 | 3,931 | 35.2 |
| Waldo | 33.7 | Male | 16,551 | 1,512 | 1,623 | 1,586 | 1,414 | 2,350 | 2,851 | 1,820 | 1,492 | 1,903 | 34.1 |
| | | Female | 17,149 | 1,457 | 1,572 | 1,400 | 1,300 | 2,562 | 2,937 | 1,841 | 1,552 | 2,528 | 36.0 |
| Washington | 35.4 | Male | 17,330 | 1,407 | 1,631 | 1,596 | 1,562 | 2,447 | 2,651 | 1,940 | 1,669 | 2,427 | 35.1 |
| | | Female | 18,070 | 1,429 | 1,539 | 1,518 | 1,463 | 2,493 | 2,574 | 1,905 | 1,816 | 3,333 | 37.3 |
| York | 169.3 | Male | 82,505 | 7,993 | 7,700 | 7,186 | 7,087 | 14,117 | 14,274 | 8,826 | 6,619 | 8,703 | 33.0 |
| | | Female | 86,795 | 7,580 | 7,296 | 6,714 | 7,160 | 14,722 | 14,354 | 8,804 | 7,277 | 12,888 | 34.9 |
| **TOTAL METRO COUNTIES** | **503.0** | **Male** | **243,478** | **22,248** | **20,997** | **19,703** | **28,229** | **41,711** | **40,230** | **25,764** | **19,687** | **24,909** | **32.3** |
| | | **Female** | **259,522** | **20,938** | **19,988** | **18,788** | **27,869** | **43,127** | **40,803** | **26,371** | **21,910** | **39,728** | **34.8** |
| **TOTAL STATE** | **1,247.9** | **Male** | **608,036** | **55,639** | **54,716** | **51,933** | **61,020** | **99,471** | **101,287** | **65,781** | **51,153** | **67,036** | **33.1** |
| | | **Female** | **639,864** | **52,697** | **52,030** | **49,223** | **59,480** | **101,981** | **101,465** | **66,479** | **55,774** | **100,735** | **35.4** |
| **MARYLAND** | | | | | | | | | | | | | |
| **BALTIMORE** | **2,430.9** | **Male** | **1,175,668** | **114,376** | **99,084** | **88,299** | **122,933** | **214,500** | **195,339** | **132,869** | **96,219** | **112,049** | **32.6** |
| | | **Female** | **1,255,232** | **109,036** | **96,062** | **84,806** | **120,601** | **221,482** | **205,552** | **138,326** | **106,490** | **172,877** | **34.8** |
| Anne Arundel | 439.4 | Male | 221,287 | 20,574 | 18,307 | 17,129 | 25,805 | 40,268 | 37,941 | 27,873 | 17,408 | 15,982 | 32.2 |
| | | Female | 218,113 | 19,557 | 17,291 | 16,065 | 20,469 | 39,089 | 38,526 | 26,568 | 17,678 | 22,870 | 34.1 |
| Baltimore | 706.5 | Male | 337,442 | 30,111 | 25,599 | 23,427 | 32,855 | 60,187 | 55,585 | 37,896 | 31,850 | 39,932 | 34.4 |
| | | Female | 369,058 | 28,849 | 25,007 | 22,423 | 34,608 | 62,535 | 59,354 | 41,093 | 35,459 | 59,730 | 36.9 |
| Baltimore city | 730.0 | Male | 341,010 | 35,717 | 30,148 | 25,622 | 38,395 | 63,547 | 51,231 | 32,108 | 26,849 | 37,393 | 31.4 |
| | | Female | 388,990 | 34,314 | 29,659 | 25,333 | 41,511 | 68,572 | 55,983 | 37,005 | 33,447 | 63,166 | 34.3 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **MARYLAND (continued)** | | | | | | | | | | | | | |
| **BALTIMORE (continued)** | | | | | | | | | | | | | |
| Carroll | 128.8 | Male | 63,460 | 6,361 | 5,897 | 5,389 | 5,839 | 10,445 | 11,590 | 8,040 | 4,654 | 5,245 | 32.9 |
| | | Female | 65,340 | 6,023 | 5,689 | 4,986 | 5,668 | 10,974 | 11,575 | 7,622 | 4,822 | 7,981 | 34.4 |
| Harford | 191.0 | Male | 95,438 | 9,811 | 8,854 | 7,670 | 9,998 | 17,092 | 16,635 | 11,624 | 7,243 | 6,511 | 31.7 |
| | | Female | 95,562 | 9,194 | 8,543 | 7,422 | 8,475 | 17,303 | 16,703 | 11,326 | 7,270 | 9,326 | 33.2 |
| Howard | 199.6 | Male | 99,422 | 10,116 | 8,735 | 7,789 | 8,678 | 20,133 | 19,438 | 13,131 | 6,485 | 4,917 | 32.1 |
| | | Female | 100,178 | 9,570 | 8,357 | 7,322 | 8,540 | 20,036 | 20,442 | 12,565 | 6,077 | 7,269 | 33.1 |
| Queen Anne's | 35.6 | Male | 17,609 | 1,686 | 1,544 | 1,273 | 1,363 | 2,828 | 2,919 | 2,197 | 1,730 | 2,069 | 35.4 |
| | | Female | 17,991 | 1,529 | 1,516 | 1,255 | 1,330 | 2,973 | 2,969 | 2,147 | 1,737 | 2,535 | 36.3 |
| **CUMBERLAND** | **101.5** | **Male** | **48,185** | **3,847** | **4,003** | **4,081** | **5,708** | **6,212** | **6,872** | **5,684** | **4,887** | **6,891** | **35.4** |
| | | **Female** | **53,315** | **3,648** | **3,817** | **3,863** | **5,436** | **6,684** | **7,356** | **5,914** | **5,573** | **11,024** | **39.4** |
| Allegany | 74.3 | Male | 35,010 | 2,748 | 2,849 | 2,835 | 4,219 | 4,517 | 4,854 | 4,017 | 3,690 | 5,281 | 35.7 |
| | | Female | 39,290 | 2,619 | 2,680 | 2,665 | 4,143 | 4,805 | 5,220 | 4,293 | 4,256 | 8,609 | 40.2 |
| *Mineral, W. Va.* | *27.2* | *Male* | *13,175* | *1,099* | *1,154* | *1,246* | *1,489* | *1,695* | *2,018* | *1,667* | *1,197* | *1,610* | *34.4* |
| | | *Female* | *14,025* | *1,029* | *1,137* | *1,198* | *1,293* | *1,879* | *2,136* | *1,621* | *1,317* | *2,415* | *37.2* |
| **HAGERSTOWN** | **122.7** | **Male** | **61,919** | **5,159** | **4,734** | **4,427** | **7,030** | **11,659** | **9,913** | **6,855** | **5,382** | **6,760** | **33.2** |
| | | **Female** | **60,781** | **4,940** | **4,595** | **4,184** | **5,533** | **9,411** | **9,031** | **6,787** | **5,915** | **10,385** | **36.9** |
| Washington | 122.7 | Male | 61,919 | 5,159 | 4,734 | 4,427 | 7,030 | 11,659 | 9,913 | 6,855 | 5,382 | 6,760 | 33.2 |
| | | Female | 60,781 | 4,940 | 4,595 | 4,184 | 5,533 | 9,411 | 9,031 | 6,787 | 5,915 | 10,385 | 36.9 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Allegany | 74.3 | Male | 35,010 | 2,748 | 2,849 | 2,835 | 4,219 | 4,517 | 4,854 | 4,017 | 3,690 | 5,281 | 35.7 |
| | | Female | 39,290 | 2,619 | 2,680 | 2,665 | 4,143 | 4,805 | 5,220 | 4,293 | 4,256 | 8,609 | 40.2 |
| Anne Arundel | 439.4 | Male | 221,287 | 20,574 | 18,307 | 17,129 | 25,805 | 40,268 | 37,941 | 27,873 | 17,408 | 15,982 | 32.2 |
| | | Female | 218,113 | 19,557 | 17,291 | 16,065 | 20,469 | 39,089 | 38,526 | 26,568 | 17,678 | 22,870 | 34.1 |
| Baltimore | 706.5 | Male | 337,442 | 30,111 | 25,599 | 23,427 | 32,855 | 60,187 | 55,585 | 37,896 | 31,850 | 39,932 | 34.4 |
| | | Female | 369,058 | 28,849 | 25,007 | 22,423 | 34,608 | 62,535 | 59,354 | 41,093 | 35,459 | 59,730 | 36.9 |
| Baltimore city | 730.0 | Male | 341,010 | 35,717 | 30,148 | 25,622 | 38,395 | 63,547 | 51,231 | 32,108 | 26,849 | 37,393 | 31.4 |
| | | Female | 388,990 | 34,314 | 29,659 | 25,333 | 41,511 | 68,572 | 55,983 | 37,005 | 33,447 | 63,166 | 34.3 |
| ☐ Calvert | 55.2 | Male | 27,427 | 2,775 | 2,869 | 2,492 | 2,259 | 4,435 | 5,132 | 3,487 | 1,926 | 2,052 | 32.5 |
| | | Female | 27,773 | 2,648 | 2,623 | 2,375 | 2,271 | 4,888 | 5,081 | 3,094 | 1,926 | 2,867 | 33.1 |
| Caroline | 27.7 | Male | 13,444 | 1,310 | 1,249 | 1,153 | 1,198 | 2,087 | 2,052 | 1,570 | 1,150 | 1,675 | 33.7 |
| | | Female | 14,256 | 1,361 | 1,137 | 1,090 | 1,190 | 2,242 | 2,100 | 1,479 | 1,315 | 2,342 | 35.5 |
| Carroll | 128.8 | Male | 63,460 | 6,361 | 5,897 | 5,389 | 5,839 | 10,445 | 11,590 | 8,040 | 4,654 | 5,245 | 32.9 |
| | | Female | 65,340 | 6,023 | 5,689 | 4,986 | 5,668 | 10,974 | 11,575 | 7,622 | 4,822 | 7,981 | 34.4 |
| ☐ Cecil | 74.2 | Male | 37,098 | 3,663 | 3,422 | 3,388 | 3,706 | 5,862 | 6,230 | 4,359 | 3,028 | 3,440 | 32.5 |
| | | Female | 37,102 | 3,500 | 3,272 | 3,196 | 3,473 | 6,144 | 6,119 | 4,075 | 3,036 | 4,287 | 33.3 |
| ☐ Charles | 106.7 | Male | 53,049 | 5,662 | 5,418 | 4,975 | 5,565 | 9,771 | 9,061 | 6,485 | 3,316 | 2,796 | 30.0 |
| | | Female | 53,651 | 5,624 | 5,238 | 4,709 | 5,391 | 9,922 | 9,296 | 6,084 | 3,252 | 4,135 | 30.9 |
| Dorchester | 30.3 | Male | 14,366 | 1,273 | 1,237 | 1,075 | 1,174 | 2,209 | 2,103 | 1,623 | 1,529 | 2,143 | 36.0 |
| | | Female | 15,934 | 1,226 | 1,140 | 1,045 | 1,301 | 2,351 | 2,288 | 1,785 | 1,679 | 3,119 | 39.0 |
| ☐ Frederick | 156.9 | Male | 77,375 | 7,739 | 7,147 | 6,411 | 7,706 | 13,725 | 14,151 | 9,104 | 5,371 | 6,021 | 32.1 |
| | | Female | 79,525 | 7,542 | 6,993 | 5,934 | 8,003 | 13,943 | 13,995 | 8,419 | 5,724 | 8,972 | 33.1 |
| Garrett | 28.3 | Male | 13,815 | 1,251 | 1,371 | 1,338 | 1,241 | 2,120 | 2,040 | 1,626 | 1,166 | 1,662 | 33.0 |
| | | Female | 14,485 | 1,184 | 1,338 | 1,218 | 1,283 | 2,158 | 2,096 | 1,594 | 1,377 | 2,237 | 35.3 |
| Harford | 191.0 | Male | 95,438 | 9,811 | 8,854 | 7,670 | 9,998 | 17,092 | 16,635 | 11,624 | 7,243 | 6,511 | 31.7 |
| | | Female | 95,562 | 9,194 | 8,543 | 7,422 | 8,475 | 17,303 | 16,703 | 11,326 | 7,270 | 9,326 | 33.2 |
| Howard | 199.6 | Male | 99,422 | 10,116 | 8,735 | 7,789 | 8,678 | 20,133 | 19,438 | 13,131 | 6,485 | 4,917 | 32.1 |
| | | Female | 100,178 | 9,570 | 8,357 | 7,322 | 8,540 | 20,036 | 20,442 | 12,565 | 6,077 | 7,269 | 33.1 |
| Kent | 17.9 | Male | 8,649 | 712 | 643 | 602 | 1,015 | 1,212 | 1,223 | 1,021 | 881 | 1,340 | 36.1 |
| | | Female | 9,251 | 670 | 618 | 623 | 1,043 | 1,281 | 1,225 | 1,067 | 1,017 | 1,707 | 38.2 |
| ☐ Montgomery | 800.4 | Male | 385,958 | 37,744 | 31,122 | 28,402 | 34,623 | 74,046 | 69,561 | 47,272 | 30,429 | 32,759 | 33.3 |
| | | Female | 414,442 | 35,870 | 29,809 | 26,910 | 34,850 | 77,736 | 75,977 | 50,529 | 33,082 | 49,679 | 35.3 |
| ☐ Prince George's | 743.9 | Male | 360,670 | 35,590 | 30,209 | 28,059 | 46,867 | 72,320 | 60,158 | 41,375 | 25,575 | 20,517 | 30.5 |
| | | Female | 383,230 | 33,801 | 29,178 | 26,914 | 47,348 | 76,235 | 67,309 | 44,830 | 26,525 | 31,090 | 32.1 |
| Queen Anne's | 35.6 | Male | 17,609 | 1,686 | 1,544 | 1,273 | 1,363 | 2,828 | 2,919 | 2,197 | 1,730 | 2,069 | 35.4 |
| | | Female | 17,991 | 1,529 | 1,516 | 1,255 | 1,330 | 2,973 | 2,969 | 2,147 | 1,737 | 2,535 | 36.3 |
| St. Mary's | 79.6 | Male | 40,561 | 4,453 | 3,796 | 3,289 | 4,750 | 8,208 | 6,314 | 4,278 | 2,501 | 2,972 | 29.9 |
| | | Female | 39,039 | 4,324 | 3,727 | 3,235 | 4,460 | 7,326 | 5,943 | 3,836 | 2,509 | 3,679 | 30.2 |
| Somerset | 23.7 | Male | 12,588 | 819 | 799 | 830 | 1,776 | 2,681 | 1,882 | 1,186 | 1,104 | 1,511 | 32.7 |
| | | Female | 11,112 | 770 | 857 | 772 | 1,360 | 1,500 | 1,467 | 1,136 | 1,174 | 2,076 | 37.0 |
| Talbot | 31.2 | Male | 14,834 | 1,246 | 1,171 | 998 | 1,100 | 2,153 | 2,163 | 1,765 | 1,627 | 2,611 | 38.5 |
| | | Female | 16,366 | 1,185 | 1,140 | 890 | 1,143 | 2,263 | 2,409 | 1,852 | 1,809 | 3,675 | 41.5 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **MARYLAND (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Washington | 122.7 | Male | 61,919 | 5,159 | 4,734 | 4,427 | 7,030 | 11,659 | 9,913 | 6,855 | 5,382 | 6,760 | 33.2 |
| | | Female | 60,781 | 4,940 | 4,595 | 4,184 | 5,533 | 9,411 | 9,031 | 6,787 | 5,915 | 10,385 | 36.9 |
| Wicomico | 76.1 | Male | 36,494 | 3,482 | 3,242 | 2,924 | 4,306 | 6,000 | 5,734 | 4,006 | 3,032 | 3,766 | 32.2 |
| | | Female | 39,606 | 3,215 | 3,055 | 2,816 | 4,599 | 6,107 | 6,110 | 4,133 | 3,515 | 6,056 | 35.0 |
| Worcester | 35.9 | Male | 17,278 | 1,433 | 1,370 | 1,202 | 1,415 | 2,745 | 2,706 | 1,854 | 1,883 | 2,670 | 36.8 |
| | | Female | 18,622 | 1,461 | 1,299 | 1,170 | 1,404 | 2,835 | 2,630 | 2,061 | 2,168 | 3,594 | 39.3 |
| **TOTAL METRO COUNTIES** | **4,565.2** | **Male** | **2,214,174** | **215,456** | **186,854** | **169,288** | **234,908** | **410,835** | **374,399** | **255,823** | **174,936** | **191,675** | **32.3** |
| | | **Female** | **2,351,026** | **205,580** | **180,450** | **161,693** | **231,613** | **424,566** | **397,580** | **266,437** | **190,206** | **292,901** | **34.3** |
| **TOTAL STATE** | **4,915.9** | **Male** | **2,386,203** | **231,435** | **201,732** | **182,699** | **252,885** | **440,250** | **400,616** | **274,752** | **189,809** | **212,025** | **32.4** |
| | | **Female** | **2,529,697** | **220,976** | **194,761** | **174,552** | **249,396** | **452,629** | **423,848** | **285,380** | **206,769** | **321,386** | **34.4** |
| **MASSACHUSETTS** | | | | | | | | | | | | | |
| **BOSTON - LAWRENCE - SALEM - LOWELL - BROCKTON** | **3,785.8** | **Male** | **1,819,367** | **159,998** | **135,888** | **129,731** | **220,780** | **349,934** | **294,693** | **194,528** | **148,950** | **184,865** | **32.5** |
| | | **Female** | **1,966,433** | **153,298** | **129,172** | **123,885** | **222,274** | **349,953** | **308,146** | **207,490** | **165,396** | **306,819** | **35.2** |
| Essex | 672.3 | Male | 321,224 | 31,034 | 26,646 | 24,768 | 31,619 | 55,497 | 52,889 | 35,268 | 27,313 | 36,190 | 33.4 |
| | | Female | 351,076 | 29,304 | 25,341 | 23,490 | 32,510 | 57,519 | 55,902 | 37,044 | 30,377 | 59,589 | 36.3 |
| Middlesex | 1,398.2 | Male | 673,292 | 56,757 | 47,729 | 45,888 | 82,548 | 133,605 | 110,483 | 73,422 | 56,675 | 66,185 | 32.8 |
| | | Female | 724,908 | 54,080 | 45,262 | 44,361 | 81,265 | 132,015 | 116,182 | 78,597 | 62,340 | 110,806 | 35.5 |
| Norfolk | 614.2 | Male | 292,071 | 24,677 | 21,183 | 20,963 | 30,965 | 52,849 | 48,392 | 33,623 | 26,774 | 32,645 | 34.1 |
| | | Female | 322,129 | 23,510 | 20,301 | 19,697 | 32,402 | 53,963 | 51,668 | 36,488 | 29,822 | 54,278 | 37.2 |
| Plymouth | 439.8 | Male | 214,839 | 21,051 | 19,572 | 19,126 | 22,184 | 35,166 | 36,751 | 24,714 | 16,353 | 19,922 | 32.2 |
| | | Female | 224,961 | 20,220 | 18,572 | 17,794 | 21,205 | 35,873 | 38,113 | 25,173 | 16,856 | 31,155 | 34.7 |
| Suffolk | 661.3 | Male | 317,941 | 26,479 | 20,758 | 18,986 | 53,464 | 72,817 | 46,178 | 27,501 | 21,835 | 29,923 | 30.4 |
| | | Female | 343,359 | 26,184 | 19,696 | 18,543 | 54,892 | 70,583 | 46,281 | 30,188 | 26,001 | 50,991 | 32.4 |
| **NEW BEDFORD - FALL RIVER - ATTLEBORO** | **511.4** | **Male** | **244,462** | **22,836** | **21,187** | **20,628** | **26,229** | **40,634** | **38,071** | **26,249** | **20,180** | **28,448** | **32.7** |
| | | **Female** | **266,938** | **21,722** | **20,011** | **19,835** | **27,132** | **42,026** | **39,869** | **27,132** | **23,008** | **46,203** | **35.7** |
| Bristol | 511.4 | Male | 244,462 | 22,836 | 21,187 | 20,628 | 26,229 | 40,634 | 38,071 | 26,249 | 20,180 | 28,448 | 32.7 |
| | | Female | 266,938 | 21,722 | 20,011 | 19,835 | 27,132 | 42,026 | 39,869 | 27,132 | 23,008 | 46,203 | 35.7 |
| **PITTSFIELD** | **138.0** | **Male** | **66,126** | **5,534** | **5,399** | **5,338** | **7,448** | **9,951** | **10,329** | **7,026** | **6,033** | **9,068** | **34.4** |
| | | **Female** | **71,874** | **5,157** | **5,195** | **4,955** | **7,004** | **10,077** | **10,582** | **7,538** | **6,849** | **14,517** | **38.4** |
| Berkshire | 138.0 | Male | 66,126 | 5,534 | 5,399 | 5,338 | 7,448 | 9,951 | 10,329 | 7,026 | 6,033 | 9,068 | 34.4 |
| | | Female | 71,874 | 5,157 | 5,195 | 4,955 | 7,004 | 10,077 | 10,582 | 7,538 | 6,849 | 14,517 | 38.4 |
| **SPRINGFIELD** | **607.6** | **Male** | **288,757** | **26,629** | **24,938** | **22,631** | **37,746** | **47,357** | **44,369** | **28,694** | **23,062** | **33,331** | **31.8** |
| | | **Female** | **318,843** | **25,650** | **23,522** | **21,381** | **42,677** | **49,266** | **46,896** | **30,413** | **26,221** | **52,817** | **34.4** |
| Hampden | 460.3 | Male | 219,063 | 21,577 | 19,897 | 17,950 | 23,973 | 36,189 | 32,834 | 22,069 | 18,236 | 26,338 | 32.2 |
| | | Female | 241,237 | 20,664 | 18,735 | 17,081 | 24,860 | 37,887 | 34,887 | 23,768 | 20,956 | 42,399 | 35.4 |
| Hampshire | 147.3 | Male | 69,694 | 5,052 | 5,041 | 4,681 | 13,773 | 11,168 | 11,535 | 6,625 | 4,826 | 6,993 | 30.6 |
| | | Female | 77,606 | 4,986 | 4,787 | 4,300 | 17,817 | 11,379 | 12,009 | 6,645 | 5,265 | 10,418 | 31.1 |
| **WORCESTER - FITCHBURG - LEOMINSTER** | **723.0** | **Male** | **352,442** | **34,237** | **29,728** | **27,380** | **40,142** | **62,863** | **56,675** | **35,731** | **26,941** | **38,745** | **32.1** |
| | | **Female** | **370,558** | **32,462** | **28,207** | **26,055** | **38,213** | **62,068** | **56,036** | **36,426** | **29,644** | **61,447** | **34.7** |
| Worcester | 723.0 | Male | 352,442 | 34,237 | 29,728 | 27,380 | 40,142 | 62,863 | 56,675 | 35,731 | 26,941 | 38,745 | 32.1 |
| | | Female | 370,558 | 32,462 | 28,207 | 26,055 | 38,213 | 62,068 | 56,036 | 36,426 | 29,644 | 61,447 | 34.7 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Barnstable | 192.8 | Male | 91,131 | 7,840 | 6,992 | 6,067 | 7,165 | 13,112 | 14,386 | 8,981 | 8,860 | 17,728 | 38.1 |
| | | Female | 101,669 | 7,347 | 6,704 | 5,861 | 6,667 | 14,069 | 15,163 | 9,902 | 10,926 | 25,030 | 41.7 |
| Berkshire | 138.0 | Male | 66,126 | 5,534 | 5,399 | 5,338 | 7,448 | 9,951 | 10,329 | 7,026 | 6,033 | 9,068 | 34.4 |
| | | Female | 71,874 | 5,157 | 5,195 | 4,955 | 7,004 | 10,077 | 10,582 | 7,538 | 6,849 | 14,517 | 38.4 |
| Bristol | 511.4 | Male | 244,462 | 22,836 | 21,187 | 20,628 | 26,229 | 40,634 | 38,071 | 26,249 | 20,180 | 28,448 | 32.7 |
| | | Female | 266,938 | 21,722 | 20,011 | 19,835 | 27,132 | 42,026 | 39,869 | 27,132 | 23,008 | 46,203 | 35.7 |
| Dukes | 12.2 | Male | 5,932 | 583 | 467 | 413 | 363 | 963 | 1,261 | 620 | 487 | 775 | 36.4 |
| | | Female | 6,268 | 518 | 470 | 406 | 331 | 970 | 1,262 | 588 | 571 | 1,152 | 38.5 |
| Essex | 672.3 | Male | 321,224 | 31,034 | 26,646 | 24,768 | 31,619 | 55,497 | 52,889 | 35,268 | 27,313 | 36,190 | 33.4 |
| | | Female | 351,076 | 29,304 | 25,341 | 23,490 | 32,510 | 57,519 | 55,902 | 37,044 | 30,377 | 59,589 | 36.3 |
| Franklin | 71.3 | Male | 34,570 | 3,251 | 3,107 | 2,743 | 3,098 | 5,309 | 6,477 | 3,648 | 2,590 | 4,147 | 34.2 |
| | | Female | 36,730 | 3,110 | 2,901 | 2,573 | 3,026 | 5,846 | 6,558 | 3,547 | 2,882 | 6,287 | 36.4 |

# POPULATION BY AGE AND SEX

| SMM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **MASSACHUSETTS (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Hampden | 460.3 | Male | 219,063 | 21,577 | 19,897 | 17,950 | 23,973 | 36,189 | 32,834 | 22,069 | 18,236 | 26,338 | 32.2 |
| | | Female | 241,237 | 20,664 | 18,735 | 17,081 | 24,860 | 37,887 | 34,887 | 23,768 | 20,956 | 42,399 | 35.4 |
| Hampshire | 147.3 | Male | 69,694 | 5,052 | 5,041 | 4,681 | 13,773 | 11,168 | 11,535 | 6,625 | 4,826 | 6,993 | 30.6 |
| | | Female | 77,606 | 4,986 | 4,787 | 4,300 | 17,817 | 11,379 | 12,009 | 6,645 | 5,265 | 10,418 | 31.1 |
| Middlesex | 1,398.2 | Male | 673,292 | 56,757 | 47,729 | 45,888 | 82,548 | 133,605 | 110,483 | 73,422 | 56,675 | 66,185 | 32.8 |
| | | Female | 724,908 | 54,080 | 45,262 | 44,361 | 81,265 | 132,015 | 116,182 | 78,597 | 62,340 | 110,806 | 35.5 |
| Nantucket | 6.2 | Male | 3,106 | 298 | 239 | 186 | 212 | 614 | 641 | 321 | 265 | 330 | 35.1 |
| | | Female | 3,094 | 234 | 188 | 166 | 241 | 621 | 535 | 299 | 283 | 527 | 36.8 |
| Norfolk | 614.2 | Male | 292,071 | 24,677 | 21,183 | 20,963 | 30,965 | 52,849 | 48,392 | 33,623 | 26,774 | 32,645 | 34.1 |
| | | Female | 322,129 | 23,510 | 20,301 | 19,697 | 32,402 | 53,963 | 51,668 | 36,488 | 29,822 | 54,278 | 37.2 |
| Plymouth | 439.8 | Male | 214,839 | 21,051 | 19,572 | 19,126 | 22,184 | 35,166 | 36,751 | 24,714 | 16,353 | 19,922 | 32.2 |
| | | Female | 224,961 | 20,220 | 18,572 | 17,794 | 21,205 | 35,873 | 38,113 | 25,173 | 16,356 | 31,155 | 34.7 |
| Suffolk | 661.3 | Male | 317,941 | 26,479 | 20,758 | 18,986 | 53,464 | 72,817 | 46,178 | 27,501 | 21,835 | 29,923 | 30.4 |
| | | Female | 343,359 | 26,184 | 19,696 | 18,543 | 54,892 | 70,583 | 46,281 | 30,188 | 26,001 | 50,991 | 32.4 |
| Worcester | 723.0 | Male | 352,442 | 34,237 | 29,728 | 27,380 | 40,142 | 62,863 | 56,675 | 35,731 | 26,941 | 38,745 | 32.1 |
| | | Female | 370,558 | 32,462 | 28,207 | 26,055 | 38,213 | 62,068 | 56,036 | 36,426 | 29,644 | 61,447 | 34.7 |
| **TOTAL METRO COUNTIES** | **5,765.8** | **Male** | **2,771,154** | **249,234** | **217,140** | **205,708** | **332,345** | **510,739** | **444,137** | **292,228** | **225,166** | **294,457** | **32.5** |
| | | **Female** | **2,994,646** | **238,289** | **206,107** | **196,111** | **337,300** | **513,390** | **461,529** | **308,999** | **251,118** | **481,803** | **35.1** |
| **TOTAL STATE** | **6,048.3** | **Male** | **2,905,893** | **261,206** | **227,945** | **215,117** | **343,183** | **530,937** | **466,902** | **305,798** | **237,368** | **317,437** | **32.6** |
| | | **Female** | **3,142,407** | **249,493** | **216,370** | **205,117** | **347,565** | **534,896** | **485,047** | **323,335** | **265,780** | **514,799** | **35.4** |
| **MICHIGAN** | | | | | | | | | | | | | |
| **ANN ARBOR** | **287.5** | **Male** | **142,248** | **12,338** | **10,451** | **9,493** | **27,401** | **27,955** | **23,683** | **14,031** | **8,324** | **8,572** | **29.1** |
| | | **Female** | **145,252** | **11,583** | **10,088** | **8,995** | **27,153** | **27,118** | **24,144** | **13,972** | **8,929** | **13,270** | **30.5** |
| Washtenaw | 287.5 | Male | 142,248 | 12,338 | 10,451 | 9,493 | 27,401 | 27,955 | 23,683 | 14,031 | 8,324 | 8,572 | 29.1 |
| | | Female | 145,252 | 11,583 | 10,088 | 8,995 | 27,153 | 27,118 | 24,144 | 13,972 | 8,929 | 13,270 | 30.5 |
| **BATTLE CREEK** | **137.1** | **Male** | **66,360** | **6,429** | **6,346** | **6,242** | **6,232** | **9,844** | **10,448** | **7,365** | **5,947** | **7,507** | **33.1** |
| | | **Female** | **70,740** | **6,126** | **5,918** | **5,669** | **6,663** | **10,538** | **10,742** | **7,562** | **6,593** | **10,929** | **35.4** |
| Calhoun | 137.1 | Male | 66,360 | 6,429 | 6,346 | 6,242 | 6,232 | 9,844 | 10,448 | 7,365 | 5,947 | 7,507 | 33.1 |
| | | Female | 70,740 | 6,126 | 5,918 | 5,669 | 6,663 | 10,538 | 10,742 | 7,562 | 6,593 | 10,929 | 35.4 |
| **BENTON HARBOR** | **162.3** | **Male** | **77,842** | **7,596** | **7,582** | **7,256** | **7,312** | **11,820** | **11,699** | **8,560** | **6,860** | **9,157** | **32.8** |
| | | **Female** | **84,458** | **7,272** | **7,360** | **7,030** | **7,738** | **12,412** | **12,481** | **9,133** | **7,728** | **13,304** | **35.3** |
| Berrien | 162.3 | Male | 77,842 | 7,596 | 7,582 | 7,256 | 7,312 | 11,820 | 11,699 | 8,560 | 6,860 | 9,157 | 32.8 |
| | | Female | 84,458 | 7,272 | 7,360 | 7,030 | 7,738 | 12,412 | 12,481 | 9,133 | 7,728 | 13,304 | 35.3 |
| **DETROIT** | **4,402.0** | **Male** | **2,120,560** | **209,748** | **192,979** | **188,248** | **208,246** | **361,752** | **341,063** | **233,564** | **177,062** | **207,898** | **32.2** |
| | | **Female** | **2,281,440** | **200,818** | **184,240** | **181,299** | **213,719** | **379,971** | **361,165** | **246,765** | **197,080** | **316,383** | **34.5** |
| Lapeer | 76.7 | Male | 38,440 | 3,636 | 4,145 | 3,902 | 3,751 | 6,002 | 6,586 | 4,771 | 2,814 | 2,833 | 31.3 |
| | | Female | 38,260 | 3,389 | 3,887 | 3,804 | 3,382 | 6,039 | 6,547 | 4,526 | 2,805 | 3,881 | 32.7 |
| Livingston | 120.1 | Male | 60,667 | 5,719 | 6,034 | 6,218 | 5,414 | 9,380 | 11,294 | 8,021 | 4,420 | 4,167 | 32.4 |
| | | Female | 59,433 | 5,518 | 5,672 | 5,334 | 4,731 | 9,567 | 11,226 | 7,574 | 4,082 | 5,729 | 33.8 |
| Macomb | 724.6 | Male | 352,258 | 31,108 | 29,559 | 28,756 | 35,922 | 62,965 | 55,717 | 40,744 | 32,132 | 35,355 | 33.1 |
| | | Female | 372,342 | 29,516 | 28,133 | 27,420 | 35,631 | 62,188 | 56,755 | 43,095 | 34,779 | 54,825 | 35.6 |
| Monroe | 134.8 | Male | 66,507 | 6,670 | 6,753 | 6,502 | 6,409 | 10,545 | 10,830 | 7,695 | 5,429 | 5,674 | 31.6 |
| | | Female | 68,293 | 6,111 | 6,333 | 6,406 | 6,259 | 10,764 | 10,803 | 7,564 | 5,632 | 8,421 | 33.4 |
| Oakland | 1,109.2 | Male | 539,730 | 50,408 | 46,891 | 44,409 | 49,010 | 96,893 | 93,983 | 65,451 | 44,673 | 48,012 | 33.2 |
| | | Female | 569,470 | 47,610 | 44,299 | 42,328 | 49,437 | 99,463 | 98,632 | 66,320 | 47,810 | 73,571 | 35.2 |
| St. Clair | 148.7 | Male | 72,406 | 7,098 | 7,166 | 7,002 | 6,797 | 11,304 | 11,389 | 8,212 | 6,012 | 7,426 | 32.2 |
| | | Female | 76,294 | 6,895 | 6,813 | 6,509 | 6,984 | 11,890 | 11,673 | 8,173 | 6,336 | 11,021 | 34.2 |
| Wayne | 2,087.9 | Male | 990,552 | 105,109 | 92,431 | 91,459 | 100,943 | 164,663 | 151,264 | 98,670 | 81,582 | 104,431 | 31.4 |
| | | Female | 1,097,348 | 101,779 | 89,103 | 89,498 | 107,295 | 180,060 | 165,529 | 109,513 | 95,636 | 158,935 | 33.9 |
| ***DETROIT - ANN ARBOR CONSOLIDATED AREA*** | ***4,689.5*** | ***Male*** | ***2,262,808*** | ***222,086*** | ***203,430*** | ***197,741*** | ***235,647*** | ***389,707*** | ***364,746*** | ***247,595*** | ***185,386*** | ***216,470*** | ***32.0*** |
| | | ***Female*** | ***2,426,692*** | ***212,401*** | ***194,328*** | ***190,294*** | ***240,872*** | ***407,089*** | ***385,309*** | ***260,737*** | ***206,009*** | ***329,653*** | ***34.2*** |
| **FLINT** | **428.4** | **Male** | **205,147** | **20,845** | **20,381** | **20,090** | **20,650** | **33,259** | **31,684** | **23,515** | **17,500** | **17,223** | **31.2** |
| | | **Female** | **223,253** | **20,183** | **20,164** | **19,242** | **21,666** | **36,777** | **34,756** | **24,865** | **18,840** | **26,760** | **33.3** |
| Genesee | 428.4 | Male | 205,147 | 20,845 | 20,381 | 20,090 | 20,650 | 33,259 | 31,684 | 23,515 | 17,500 | 17,223 | 31.2 |
| | | Female | 223,253 | 20,183 | 20,164 | 19,242 | 21,666 | 36,777 | 34,756 | 24,865 | 18,840 | 26,760 | 33.3 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34[b] Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **MICHIGAN (continued)** | | | | | | | | | | | | | |
| **GRAND RAPIDS** | 707.6 | Male | 344,622 | 38,810 | 35,296 | 30,069 | 36,996 | 62,274 | 53,893 | 33,348 | 24,021 | 29,915 | 30.0 |
| | | Female | 362,978 | 37,058 | 33,959 | 28,563 | 38,656 | 62,877 | 55,137 | 34,882 | 26,336 | 45,510 | 31.9 |
| Kent | 512.6 | Male | 248,367 | 28,235 | 25,122 | 21,277 | 26,163 | 46,044 | 38,668 | 23,401 | 17,452 | 22,005 | 30.1 |
| | | Female | 264,233 | 27,039 | 24,271 | 20,174 | 27,540 | 46,876 | 39,963 | 24,908 | 19,474 | 33,988 | 32.1 |
| Ottawa | 195.0 | Male | 96,255 | 10,575 | 10,174 | 8,792 | 10,833 | 16,230 | 15,225 | 9,947 | 6,569 | 7,910 | 29.8 |
| | | Female | 98,745 | 10,019 | 9,688 | 8,389 | 11,116 | 16,001 | 15,174 | 9,974 | 6,862 | 11,522 | 31.3 |
| **JACKSON** | 152.1 | Male | 77,325 | 6,938 | 6,763 | 6,435 | 7,352 | 14,192 | 13,157 | 8,405 | 6,415 | 7,668 | 32.9 |
| | | Female | 74,775 | 6,707 | 6,437 | 6,143 | 6,602 | 11,602 | 11,419 | 7,857 | 6,635 | 11,373 | 34.9 |
| Jackson | 152.1 | Male | 77,325 | 6,938 | 6,763 | 6,435 | 7,352 | 14,192 | 13,157 | 8,405 | 6,415 | 7,668 | 32.9 |
| | | Female | 74,775 | 6,707 | 6,437 | 6,143 | 6,602 | 11,602 | 11,419 | 7,857 | 6,635 | 11,373 | 34.9 |
| **KALAMAZOO** | 226.1 | Male | 108,980 | 10,443 | 9,481 | 8,601 | 16,524 | 18,111 | 17,169 | 11,305 | 7,967 | 9,379 | 30.2 |
| | | Female | 117,120 | 9,898 | 9,115 | 8,214 | 17,137 | 18,959 | 18,100 | 11,942 | 8,791 | 14,964 | 32.5 |
| Kalamazoo | 226.1 | Male | 108,980 | 10,443 | 9,481 | 8,601 | 16,524 | 18,111 | 17,169 | 11,305 | 7,967 | 9,379 | 30.2 |
| | | Female | 117,120 | 9,898 | 9,115 | 8,214 | 17,137 | 18,959 | 18,100 | 11,942 | 8,791 | 14,964 | 32.5 |
| **LANSING - EAST LANSING** | 437.4 | Male | 211,827 | 20,087 | 19,483 | 17,906 | 33,108 | 35,629 | 34,029 | 21,776 | 14,139 | 15,670 | 29.3 |
| | | Female | 225,573 | 19,560 | 18,922 | 17,278 | 34,573 | 37,515 | 35,798 | 22,429 | 15,184 | 24,314 | 31.0 |
| Clinton | 59.0 | Male | 29,381 | 2,854 | 3,044 | 2,949 | 2,671 | 4,637 | 4,890 | 3,707 | 2,291 | 2,338 | 31.8 |
| | | Female | 29,619 | 2,616 | 2,866 | 2,703 | 2,655 | 4,684 | 5,007 | 3,577 | 2,295 | 3,216 | 33.5 |
| Eaton | 94.9 | Male | 46,101 | 4,253 | 4,547 | 4,498 | 4,512 | 7,065 | 8,122 | 5,737 | 3,584 | 3,783 | 32.4 |
| | | Female | 48,799 | 4,160 | 4,479 | 4,353 | 4,448 | 7,760 | 8,498 | 5,719 | 3,660 | 5,722 | 34.0 |
| Ingham | 283.5 | Male | 136,345 | 12,980 | 11,892 | 10,459 | 25,925 | 23,927 | 21,017 | 12,332 | 8,264 | 9,549 | 27.9 |
| | | Female | 147,155 | 12,784 | 11,577 | 10,222 | 27,470 | 25,071 | 22,293 | 13,133 | 9,229 | 15,376 | 29.6 |
| **MUSKEGON** | 161.4 | Male | 78,869 | 8,344 | 7,806 | 7,124 | 7,326 | 12,980 | 12,298 | 7,954 | 6,396 | 8,641 | 31.8 |
| | | Female | 82,531 | 7,854 | 7,609 | 6,888 | 7,189 | 12,624 | 12,202 | 8,290 | 7,223 | 12,652 | 34.3 |
| Muskegon | 161.4 | Male | 78,869 | 8,344 | 7,806 | 7,124 | 7,326 | 12,980 | 12,298 | 7,954 | 6,396 | 8,641 | 31.8 |
| | | Female | 82,531 | 7,854 | 7,609 | 6,888 | 7,189 | 12,624 | 12,202 | 8,290 | 7,223 | 12,652 | 34.3 |
| **SAGINAW - BAY CITY - MIDLAND** | 398.8 | Male | 192,360 | 18,940 | 18,801 | 18,601 | 18,858 | 29,207 | 30,147 | 22,389 | 16,084 | 19,333 | 32.2 |
| | | Female | 206,440 | 17,937 | 17,913 | 17,946 | 19,110 | 31,854 | 32,099 | 22,977 | 17,423 | 29,181 | 34.5 |
| Bay | 111.1 | Male | 53,829 | 4,995 | 4,989 | 5,015 | 5,121 | 8,270 | 8,551 | 6,323 | 4,562 | 6,003 | 33.2 |
| | | Female | 57,271 | 4,692 | 4,850 | 4,816 | 5,049 | 8,811 | 8,736 | 6,280 | 5,013 | 9,024 | 35.5 |
| Midland | 77.0 | Male | 38,045 | 3,669 | 3,785 | 3,471 | 3,985 | 6,163 | 6,208 | 4,509 | 3,090 | 3,165 | 31.7 |
| | | Female | 38,955 | 3,446 | 3,430 | 3,381 | 3,616 | 6,299 | 6,382 | 4,568 | 3,241 | 4,592 | 33.9 |
| Saginaw | 210.7 | Male | 100,486 | 10,276 | 10,027 | 10,115 | 9,752 | 14,774 | 15,388 | 11,557 | 8,432 | 10,165 | 31.8 |
| | | Female | 110,214 | 9,799 | 9,633 | 9,749 | 10,445 | 16,744 | 16,981 | 12,129 | 9,169 | 15,565 | 34.2 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Alcona | 10.2 | Male | 5,079 | 361 | 396 | 365 | 345 | 560 | 611 | 576 | 715 | 1,150 | 43.4 |
| | | Female | 5,121 | 289 | 340 | 398 | 279 | 557 | 606 | 621 | 700 | 1,331 | 46.4 |
| Alger | 9.1 | Male | 4,670 | 325 | 435 | 400 | 416 | 656 | 766 | 527 | 452 | 693 | 36.3 |
| | | Female | 4,430 | 354 | 376 | 401 | 272 | 584 | 642 | 474 | 434 | 893 | 38.6 |
| Allegan | 93.1 | Male | 46,145 | 4,955 | 4,911 | 4,350 | 4,031 | 7,746 | 7,403 | 4,805 | 3,407 | 4,537 | 31.2 |
| | | Female | 46,955 | 4,608 | 4,711 | 4,275 | 3,877 | 7,568 | 7,195 | 4,818 | 3,616 | 6,287 | 32.9 |
| Alpena | 30.6 | Male | 14,856 | 1,276 | 1,487 | 1,390 | 1,156 | 2,232 | 2,177 | 1,747 | 1,497 | 1,894 | 34.5 |
| | | Female | 15,744 | 1,250 | 1,369 | 1,343 | 1,125 | 2,256 | 2,233 | 1,806 | 1,627 | 2,735 | 37.4 |
| Antrim | 18.6 | Male | 9,108 | 812 | 848 | 800 | 654 | 1,259 | 1,318 | 983 | 958 | 1,476 | 36.4 |
| | | Female | 9,492 | 771 | 787 | 794 | 649 | 1,316 | 1,279 | 1,048 | 1,057 | 1,791 | 38.4 |
| Arenac | 15.5 | Male | 7,587 | 655 | 730 | 726 | 568 | 1,071 | 1,041 | 838 | 793 | 1,165 | 35.4 |
| | | Female | 7,913 | 640 | 712 | 694 | 587 | 1,101 | 1,084 | 821 | 893 | 1,381 | 37.1 |
| Baraga | 8.0 | Male | 4,030 | 353 | 368 | 371 | 342 | 516 | 633 | 448 | 304 | 695 | 36.0 |
| | | Female | 3,970 | 329 | 351 | 339 | 304 | 459 | 554 | 429 | 327 | 878 | 38.7 |
| Barry | 51.3 | Male | 25,683 | 2,349 | 2,620 | 2,390 | 2,136 | 3,872 | 4,261 | 3,127 | 2,245 | 2,683 | 33.6 |
| | | Female | 25,617 | 2,371 | 2,397 | 2,266 | 1,939 | 3,931 | 4,069 | 3,064 | 2,209 | 3,371 | 34.8 |
| Bay | 111.1 | Male | 53,829 | 4,995 | 4,989 | 5,015 | 5,121 | 8,270 | 8,551 | 6,323 | 4,562 | 6,003 | 33.2 |
| | | Female | 57,271 | 4,692 | 4,850 | 4,816 | 5,049 | 8,811 | 8,736 | 6,280 | 5,013 | 9,024 | 35.5 |
| Benzie | 12.4 | Male | 6,109 | 546 | 510 | 496 | 439 | 865 | 937 | 703 | 684 | 929 | 37.1 |
| | | Female | 6,291 | 511 | 526 | 426 | 440 | 879 | 884 | 754 | 657 | 1,214 | 39.1 |
| Berrien | 162.3 | Male | 77,842 | 7,596 | 7,582 | 7,256 | 7,312 | 11,820 | 11,699 | 8,560 | 6,860 | 9,157 | 32.8 |
| | | Female | 84,458 | 7,272 | 7,360 | 7,030 | 7,738 | 12,412 | 12,481 | 9,133 | 7,728 | 13,304 | 35.3 |
| Branch | 43.0 | Male | 21,016 | 2,147 | 2,223 | 1,932 | 1,759 | 3,239 | 3,134 | 2,357 | 1,837 | 2,388 | 32.6 |
| | | Female | 21,984 | 1,975 | 1,995 | 1,764 | 1,779 | 3,477 | 3,269 | 2,382 | 1,976 | 3,367 | 35.0 |
| Calhoun | 137.1 | Male | 66,360 | 6,429 | 6,346 | 6,242 | 6,232 | 9,844 | 10,448 | 7,365 | 5,947 | 7,507 | 33.1 |
| | | Female | 70,740 | 6,126 | 5,918 | 5,669 | 6,663 | 10,538 | 10,742 | 7,562 | 6,593 | 10,929 | 35.4 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **MICHIGAN (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Cass | 50.0 | Male | 24,563 | 2,278 | 2,403 | 2,262 | 2,186 | 3,555 | 3,839 | 2,884 | 2,318 | 2,838 | 33.9 |
| | | Female | 25,437 | 2,126 | 2,296 | 2,217 | 2,077 | 3,698 | 3,956 | 2,919 | 2,420 | 3,728 | 35.8 |
| Charlevoix | 22.2 | Male | 10,885 | 1,052 | 1,107 | 944 | 850 | 1,649 | 1,725 | 1,234 | 978 | 1,346 | 34.0 |
| | | Female | 11,315 | 1,015 | 973 | 929 | 846 | 1,717 | 1,689 | 1,211 | 1,092 | 1,843 | 36.1 |
| Cheboygan | 21.7 | Male | 10,520 | 932 | 1,036 | 936 | 773 | 1,334 | 1,533 | 1,149 | 1,126 | 1,701 | 36.6 |
| | | Female | 11,180 | 922 | 940 | 952 | 769 | 1,464 | 1,563 | 1,278 | 1,206 | 2,086 | 38.5 |
| Chippewa | 35.3 | Male | 19,559 | 1,383 | 1,497 | 1,368 | 2,977 | 3,962 | 3,226 | 1,729 | 1,478 | 1,939 | 31.4 |
| | | Female | 15,741 | 1,354 | 1,448 | 1,270 | 1,672 | 2,301 | 2,128 | 1,531 | 1,482 | 2,555 | 34.2 |
| Clare | 25.6 | Male | 12,388 | 1,151 | 1,181 | 1,074 | 973 | 1,651 | 1,599 | 1,326 | 1,385 | 2,048 | 36.0 |
| | | Female | 13,212 | 1,190 | 1,098 | 1,082 | 1,022 | 1,798 | 1,658 | 1,365 | 1,522 | 2,477 | 37.5 |
| Clinton | 59.0 | Male | 29,381 | 2,854 | 3,044 | 2,949 | 2,671 | 4,637 | 4,890 | 3,707 | 2,291 | 2,338 | 31.8 |
| | | Female | 29,619 | 2,616 | 2,866 | 2,703 | 2,655 | 4,684 | 5,007 | 3,577 | 2,295 | 3,216 | 33.5 |
| Crawford | 12.8 | Male | 6,546 | 624 | 628 | 546 | 554 | 1,059 | 961 | 689 | 649 | 836 | 33.7 |
| | | Female | 6,254 | 525 | 548 | 481 | 468 | 925 | 820 | 707 | 679 | 1,101 | 37.2 |
| Delta | 37.6 | Male | 18,350 | 1,570 | 1,823 | 1,843 | 1,476 | 2,558 | 2,922 | 2,052 | 1,680 | 2,426 | 34.6 |
| | | Female | 19,250 | 1,535 | 1,701 | 1,713 | 1,495 | 2,707 | 2,797 | 2,066 | 1,826 | 3,410 | 36.7 |
| Dickinson | 27.0 | Male | 13,262 | 1,238 | 1,272 | 1,158 | 945 | 1,908 | 2,106 | 1,393 | 1,170 | 2,072 | 35.5 |
| | | Female | 13,738 | 1,041 | 1,243 | 1,093 | 880 | 1,976 | 1,964 | 1,312 | 1,321 | 2,908 | 38.2 |
| Eaton | 94.9 | Male | 46,101 | 4,253 | 4,547 | 4,498 | 4,512 | 7,065 | 8,122 | 5,737 | 3,584 | 3,783 | 32.4 |
| | | Female | 48,799 | 4,160 | 4,479 | 4,353 | 4,448 | 7,760 | 8,498 | 5,719 | 3,660 | 5,722 | 34.0 |
| Emmet | 25.7 | Male | 12,506 | 1,298 | 1,212 | 1,050 | 1,015 | 1,922 | 2,198 | 1,339 | 991 | 1,481 | 33.7 |
| | | Female | 13,194 | 1,136 | 1,125 | 1,084 | 934 | 2,075 | 2,142 | 1,319 | 1,174 | 2,205 | 36.1 |
| Genesee | 428.4 | Male | 205,147 | 20,845 | 20,381 | 20,090 | 20,650 | 33,259 | 31,684 | 23,515 | 17,500 | 17,223 | 31.2 |
| | | Female | 223,253 | 20,183 | 20,164 | 19,242 | 21,666 | 36,777 | 34,756 | 24,865 | 18,840 | 26,760 | 33.3 |
| Gladwin | 22.4 | Male | 11,036 | 1,010 | 1,087 | 1,015 | 853 | 1,419 | 1,382 | 1,175 | 1,305 | 1,790 | 36.0 |
| | | Female | 11,364 | 944 | 939 | 924 | 849 | 1,461 | 1,457 | 1,277 | 1,379 | 2,134 | 38.9 |
| Gogebic | 17.7 | Male | 8,689 | 624 | 679 | 694 | 804 | 1,104 | 1,213 | 872 | 859 | 1,840 | 38.6 |
| | | Female | 9,011 | 624 | 701 | 643 | 619 | 999 | 1,088 | 900 | 987 | 2,450 | 43.5 |
| Grand Traverse | 66.8 | Male | 32,574 | 3,248 | 3,325 | 2,858 | 2,998 | 5,359 | 5,827 | 3,295 | 2,393 | 3,271 | 32.2 |
| | | Female | 34,226 | 3,025 | 3,081 | 2,664 | 2,791 | 5,673 | 5,944 | 3,402 | 2,653 | 4,993 | 34.8 |
| Gratiot | 39.6 | Male | 19,261 | 1,813 | 1,906 | 1,872 | 2,107 | 2,916 | 2,824 | 2,103 | 1,555 | 2,165 | 31.6 |
| | | Female | 20,339 | 1,615 | 1,875 | 1,720 | 2,170 | 2,870 | 2,910 | 2,146 | 1,678 | 3,355 | 34.7 |
| Hillsdale | 44.0 | Male | 21,620 | 2,167 | 2,243 | 2,081 | 2,180 | 3,128 | 3,128 | 2,382 | 1,864 | 2,447 | 31.8 |
| | | Female | 22,380 | 2,001 | 2,024 | 1,980 | 2,232 | 3,231 | 3,187 | 2,387 | 1,932 | 3,406 | 34.1 |
| Houghton | 35.4 | Male | 18,631 | 1,345 | 1,432 | 1,324 | 4,450 | 2,213 | 2,233 | 1,617 | 1,337 | 2,680 | 28.5 |
| | | Female | 16,769 | 1,300 | 1,320 | 1,316 | 2,111 | 1,984 | 2,051 | 1,602 | 1,301 | 3,784 | 36.7 |
| Huron | 34.9 | Male | 17,118 | 1,583 | 1,720 | 1,587 | 1.338 | 2,377 | 2,452 | 1,692 | 1,587 | 2,782 | 34.8 |
| | | Female | 17,782 | 1,462 | 1,570 | 1,468 | 1,317 | 2,361 | 2,339 | 1,738 | 1,815 | 3,712 | 38.0 |
| Ingham | 283.5 | Male | 136,345 | 12,980 | 11,892 | 10,459 | 25,925 | 23,927 | 21,017 | 12,332 | 8,264 | 9,549 | 27.9 |
| | | Female | 147,155 | 12,784 | 11,577 | 10,222 | 27,470 | 25,071 | 22,293 | 13,133 | 9,229 | 15,376 | 29.6 |
| Ionia | 58.8 | Male | 31,300 | 2,827 | 2,850 | 2,837 | 4,899 | 5,666 | 4,782 | 3,014 | 2,008 | 2,417 | 28.9 |
| | | Female | 27,500 | 2,780 | 2,867 | 2,570 | 2,537 | 4,298 | 4,017 | 2,749 | 2,113 | 3,569 | 32.0 |
| Iosco | 30.6 | Male | 15,301 | 1,622 | 1,409 | 1,221 | 1,717 | 2,564 | 1,919 | 1,309 | 1,508 | 2,032 | 31.6 |
| | | Female | 15,299 | 1,535 | 1,299 | 1,057 | 1,403 | 2,432 | 1,918 | 1,424 | 1,602 | 2,629 | 34.7 |
| Iron | 13.1 | Male | 6,283 | 437 | 536 | 502 | 342 | 716 | 890 | 620 | 721 | 1,519 | 41.8 |
| | | Female | 6,817 | 433 | 511 | 500 | 312 | 721 | 826 | 657 | 813 | 2,044 | 46.5 |
| Isabella | 55.3 | Male | 26,490 | 2,247 | 2,255 | 1,999 | 6,973 | 3,856 | 3,426 | 2,149 | 1,625 | 1,960 | 24.8 |
| | | Female | 28,810 | 2,244 | 2,145 | 2,029 | 8,302 | 3,828 | 3,476 | 2,247 | 1,759 | 2,780 | 24.7 |
| Jackson | 152.1 | Male | 77,325 | 6,938 | 6,763 | 6,435 | 7,352 | 14,192 | 13,157 | 8,405 | 6,415 | 7,668 | 32.9 |
| | | Female | 74,775 | 6,707 | 6,437 | 6,143 | 6,602 | 11,602 | 11,419 | 7,857 | 6,635 | 11,373 | 34.9 |
| Kalamazoo | 226.1 | Male | 108,980 | 10,443 | 9,481 | 8,601 | 16,524 | 18,111 | 17,169 | 11,305 | 7,967 | 9,379 | 30.2 |
| | | Female | 117,120 | 9,898 | 9,115 | 8,214 | 17,137 | 18,959 | 18,100 | 11,942 | 8,791 | 14,964 | 32.5 |
| Kalkaska | 14.0 | Male | 7,038 | 703 | 737 | 700 | 529 | 1,073 | 1,046 | 714 | 672 | 864 | 32.9 |
| | | Female | 6,962 | 622 | 721 | 647 | 533 | 1,077 | 991 | 725 | 618 | 1,028 | 33.9 |
| Kent | 512.6 | Male | 248,367 | 28,235 | 25,122 | 21,277 | 26,163 | 46,044 | 38,668 | 23,401 | 17,452 | 22,005 | 30.1 |
| | | Female | 264,233 | 27,039 | 24,271 | 20,174 | 27,540 | 46,876 | 39,963 | 24,908 | 19,474 | 33,988 | 32.1 |
| Keweenaw | 1.7 | Male | 839 | 56 | 58 | 63 | 35 | 74 | 138 | 93 | 93 | 229 | 44.7 |
| | | Female | 861 | 51 | 60 | 55 | 36 | 92 | 106 | 87 | 92 | 282 | 48.8 |
| Lake | 8.9 | Male | 4,357 | 367 | 409 | 372 | 271 | 474 | 537 | 471 | 559 | 897 | 40.3 |
| | | Female | 4,543 | 378 | 383 | 330 | 276 | 544 | 508 | 496 | 609 | 1,019 | 42.1 |
| Lapeer | 76.7 | Male | 38,440 | 3,636 | 4,145 | 3,902 | 3,751 | 6,002 | 6,586 | 4,771 | 2,814 | 2,833 | 31.3 |
| | | Female | 38,260 | 3,389 | 3,887 | 3,804 | 3,382 | 6,039 | 6,547 | 4,526 | 2,805 | 3,881 | 32.7 |
| Leelanau | 17.0 | Male | 8,473 | 829 | 817 | 650 | 561 | 1,161 | 1,526 | 917 | 822 | 1,190 | 36.4 |
| | | Female | 8,527 | 741 | 757 | 648 | 516 | 1,227 | 1,474 | 907 | 877 | 1,380 | 37.5 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **MICHIGAN (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Lenawee | 93.6 | Male | 46,184 | 4,321 | 4,741 | 4,778 | 4,682 | 7,024 | 7,397 | 5,067 | 3,629 | 4,545 | 31.5 |
| | | Female | 47,416 | 4,182 | 4,209 | 4,293 | 4,622 | 6,833 | 7,347 | 5,069 | 3,973 | 6,888 | 34.4 |
| Livingston | 120.1 | Male | 60,667 | 5,719 | 6,034 | 6,218 | 5,414 | 9,380 | 11,294 | 8,021 | 4,420 | 4,167 | 32.4 |
| | | Female | 59,433 | 5,518 | 5,672 | 5,334 | 4,731 | 9,567 | 11,226 | 7,574 | 4,082 | 5,729 | 33.8 |
| Luce | 5.7 | Male | 2,794 | 255 | 258 | 301 | 178 | 363 | 418 | 312 | 287 | 422 | 36.0 |
| | | Female | 2,906 | 233 | 252 | 262 | 175 | 351 | 411 | 326 | 330 | 566 | 39.4 |
| Mackinac | 10.8 | Male | 5,347 | 466 | 472 | 544 | 385 | 709 | 782 | 583 | 589 | 817 | 36.2 |
| | | Female | 5,453 | 458 | 420 | 454 | 342 | 754 | 739 | 601 | 642 | 1,043 | 39.0 |
| Macomb | 724.6 | Male | 352,258 | 31,108 | 29,559 | 28,756 | 35,922 | 62,965 | 55,717 | 40,744 | 32,132 | 35,355 | 33.1 |
| | | Female | 372,342 | 29,516 | 28,133 | 27,420 | 35,631 | 62,188 | 56,755 | 43,095 | 34,779 | 54,825 | 35.6 |
| Manistee | 21.2 | Male | 10,270 | 825 | 852 | 861 | 720 | 1,402 | 1,591 | 1,190 | 1,156 | 1,673 | 38.0 |
| | | Female | 10,930 | 797 | 890 | 888 | 709 | 1,471 | 1,546 | 1,237 | 1,144 | 2,248 | 39.6 |
| Marquette | 70.9 | Male | 36,028 | 3,202 | 3,363 | 2,999 | 5,129 | 6,135 | 5,961 | 3,428 | 2,425 | 3,386 | 30.4 |
| | | Female | 34,872 | 3,116 | 3,065 | 2,799 | 4,614 | 5,592 | 5,369 | 3,145 | 2,480 | 4,692 | 31.9 |
| Mason | 25.5 | Male | 12,402 | 1,124 | 1,207 | 1,109 | 1,000 | 1,651 | 1,914 | 1,353 | 1,173 | 1,871 | 35.6 |
| | | Female | 13,098 | 1,099 | 1,121 | 1,074 | 910 | 1,783 | 1,859 | 1,410 | 1,280 | 2,562 | 38.0 |
| Mecosta | 37.5 | Male | 19,339 | 1,461 | 1,468 | 1,414 | 5,688 | 2,244 | 2,170 | 1,618 | 1,390 | 1,886 | 24.6 |
| | | Female | 18,161 | 1,440 | 1,297 | 1,328 | 4,083 | 2,282 | 2,162 | 1,662 | 1,474 | 2,433 | 29.1 |
| Menominee | 24.9 | Male | 12,298 | 1,042 | 1,220 | 1,159 | 936 | 1,807 | 1,925 | 1,270 | 1,103 | 1,836 | 34.9 |
| | | Female | 12,602 | 964 | 1,167 | 1,043 | 860 | 1,751 | 1,835 | 1,281 | 1,200 | 2,501 | 37.8 |
| Midland | 77.0 | Male | 38,045 | 3,669 | 3,785 | 3,471 | 3,985 | 6,163 | 6,208 | 4,509 | 3,090 | 3,165 | 31.7 |
| | | Female | 38,955 | 3,446 | 3,430 | 3,381 | 3,616 | 6,299 | 6,382 | 4,568 | 3,241 | 4,592 | 33.9 |
| Missaukee | 12.5 | Male | 6,174 | 633 | 694 | 559 | 464 | 908 | 835 | 680 | 574 | 827 | 33.1 |
| | | Female | 6,326 | 587 | 696 | 559 | 435 | 928 | 844 | 638 | 591 | 1,048 | 34.5 |
| Monroe | 134.8 | Male | 66,507 | 6,670 | 6,753 | 6,502 | 6,409 | 10,545 | 10,830 | 7,695 | 5,429 | 5,674 | 31.6 |
| | | Female | 68,293 | 6,111 | 6,333 | 6,406 | 6,259 | 10,764 | 10,803 | 7,564 | 5,632 | 8,421 | 33.4 |
| Montcalm | 54.7 | Male | 27,872 | 2,642 | 2,817 | 2,675 | 2,749 | 4,794 | 4,163 | 2,901 | 2,206 | 2,925 | 31.4 |
| | | Female | 26,828 | 2,608 | 2,576 | 2,427 | 2,177 | 4,073 | 3,881 | 2,850 | 2,325 | 3,911 | 33.9 |
| Montmorency | 9.1 | Male | 4,456 | 355 | 402 | 364 | 278 | 475 | 569 | 425 | 612 | 976 | 41.2 |
| | | Female | 4,644 | 313 | 370 | 351 | 252 | 530 | 578 | 471 | 659 | 1,120 | 43.8 |
| Muskegon | 161.4 | Male | 78,869 | 8,344 | 7,806 | 7,124 | 7,326 | 12,980 | 12,298 | 7,954 | 6,396 | 8,641 | 31.8 |
| | | Female | 82,531 | 7,854 | 7,609 | 6,888 | 7,189 | 12,624 | 12,202 | 8,290 | 7,223 | 12,652 | 34.3 |
| Newaygo | 39.4 | Male | 19,402 | 2,076 | 2,040 | 1,886 | 1,444 | 2,828 | 2,847 | 2,102 | 1,802 | 2,377 | 33.0 |
| | | Female | 19,998 | 1,982 | 1,959 | 1,759 | 1,493 | 3,015 | 2,791 | 2,183 | 1,823 | 2,993 | 34.3 |
| Oakland | 1,109.2 | Male | 539,730 | 50,408 | 46,891 | 44,409 | 49,010 | 96,893 | 93,983 | 65,451 | 44,673 | 48,012 | 33.2 |
| | | Female | 569,470 | 47,610 | 44,299 | 42,328 | 49,437 | 99,463 | 98,632 | 66,320 | 47,810 | 73,571 | 35.2 |
| Oceana | 22.9 | Male | 11,262 | 1,138 | 1,195 | 1,098 | 847 | 1,612 | 1,637 | 1,297 | 1,037 | 1,401 | 33.4 |
| | | Female | 11,638 | 1,112 | 1,196 | 1,086 | 837 | 1,671 | 1,630 | 1,286 | 1,065 | 1,755 | 34.5 |
| Ogemaw | 19.3 | Male | 9,517 | 871 | 1,000 | 865 | 645 | 1,208 | 1,225 | 1,031 | 1,080 | 1,592 | 36.4 |
| | | Female | 9,783 | 766 | 810 | 817 | 696 | 1,319 | 1,242 | 1,036 | 1,180 | 1,917 | 38.9 |
| Ontonagon | 8.8 | Male | 4,467 | 352 | 337 | 408 | 271 | 560 | 671 | 582 | 510 | 776 | 39.6 |
| | | Female | 4,333 | 308 | 337 | 357 | 258 | 523 | 591 | 541 | 483 | 935 | 41.5 |
| Osceola | 20.5 | Male | 10,171 | 992 | 1,139 | 1,068 | 842 | 1,359 | 1,394 | 1,099 | 995 | 1,283 | 32.7 |
| | | Female | 10,329 | 925 | 1,019 | 960 | 790 | 1,454 | 1,459 | 1,126 | 990 | 1,606 | 35.1 |
| Oscoda | 8.1 | Male | 3,998 | 344 | 354 | 305 | 271 | 509 | 474 | 439 | 521 | 781 | 39.6 |
| | | Female | 4,102 | 346 | 335 | 269 | 248 | 541 | 450 | 446 | 571 | 896 | 41.9 |
| Otsego | 18.7 | Male | 9,190 | 907 | 970 | 840 | 724 | 1,391 | 1,422 | 966 | 845 | 1,125 | 33.3 |
| | | Female | 9,510 | 885 | 934 | 825 | 734 | 1,413 | 1,409 | 974 | 902 | 1,434 | 34.7 |
| Ottawa | 195.0 | Male | 96,255 | 10,575 | 10,174 | 8,792 | 10,833 | 16,230 | 15,225 | 9,947 | 6,569 | 7,910 | 29.8 |
| | | Female | 98,745 | 10,019 | 9,688 | 8,389 | 11,116 | 16,001 | 15,174 | 9,974 | 6,862 | 11,522 | 31.3 |
| Presque Isle | 13.8 | Male | 6,815 | 556 | 653 | 628 | 482 | 829 | 930 | 711 | 803 | 1,223 | 37.8 |
| | | Female | 6,985 | 523 | 608 | 563 | 432 | 853 | 885 | 726 | 862 | 1,533 | 40.6 |
| Roscommon | 20.7 | Male | 10,116 | 749 | 775 | 780 | 607 | 1,163 | 1,169 | 987 | 1,449 | 2,437 | 43.4 |
| | | Female | 10,584 | 678 | 744 | 684 | 590 | 1,188 | 1,188 | 1,141 | 1,608 | 2,763 | 47.0 |
| Saginaw | 210.7 | Male | 100,486 | 10,276 | 10,027 | 10,115 | 9,752 | 14,774 | 15,388 | 11,557 | 8,432 | 10,165 | 31.8 |
| | | Female | 110,214 | 9,799 | 9,633 | 9,749 | 10,445 | 16,744 | 16,981 | 12,129 | 9,169 | 15,565 | 34.2 |
| St. Clair | 148.7 | Male | 72,406 | 7,098 | 7,166 | 7,002 | 6,797 | 11,304 | 11,389 | 8,212 | 6,012 | 7,426 | 32.2 |
| | | Female | 76,294 | 6,895 | 6,813 | 6,509 | 6,984 | 11,890 | 11,673 | 8,173 | 6,336 | 11,021 | 34.2 |
| St. Joseph | 59.9 | Male | 29,286 | 3,051 | 3,044 | 2,848 | 2,601 | 4,519 | 4,488 | 3,098 | 2,432 | 3,205 | 31.9 |
| | | Female | 30,614 | 2,881 | 2,860 | 2,690 | 2,484 | 4,576 | 4,553 | 3,152 | 2,703 | 4,715 | 34.6 |
| Sanilac | 40.3 | Male | 19,781 | 1,901 | 1,984 | 1,937 | 1,577 | 2,949 | 2,793 | 2,063 | 1,796 | 2,781 | 33.4 |
| | | Female | 20,519 | 1,800 | 1,938 | 1,915 | 1,545 | 2,893 | 2,801 | 2,120 | 1,955 | 3,552 | 35.6 |
| Schoolcraft | 8.3 | Male | 3,994 | 321 | 374 | 372 | 256 | 527 | 597 | 454 | 423 | 670 | 37.5 |
| | | Female | 4,306 | 322 | 361 | 376 | 280 | 586 | 561 | 462 | 476 | 882 | 39.1 |

# POPULATION BY AGE AND SEX

| SMM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **MICHIGAN (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Shiawassee | 70.4 | Male | 34,360 | 3,219 | 3,587 | 3,535 | 3,167 | 5,399 | 5,467 | 4,067 | 2,738 | 3,181 | 31.8 |
| | | Female | 36,040 | 3,149 | 3,345 | 3,358 | 3,329 | 5,468 | 5,717 | 4,123 | 2,822 | 4,729 | 33.8 |
| Tuscola | 55.7 | Male | 27,636 | 2,584 | 2,811 | 2,867 | 2,485 | 4,238 | 4,330 | 3,267 | 2,177 | 2,877 | 32.2 |
| | | Female | 28,064 | 2,384 | 2,659 | 2,645 | 2,383 | 4,147 | 4,467 | 3,214 | 2,258 | 3,907 | 34.6 |
| Van Buren | 71.6 | Male | 35,032 | 3,615 | 3,773 | 3,441 | 2,835 | 5,087 | 5,620 | 3,859 | 2,944 | 3,858 | 32.6 |
| | | Female | 36,568 | 3,295 | 3,606 | 3,245 | 2,900 | 5,527 | 5,709 | 3,824 | 3,175 | 5,287 | 34.5 |
| Washtenaw | 287.5 | Male | 142,248 | 12,338 | 10,451 | 9,493 | 27,401 | 27,955 | 23,683 | 14,031 | 8,324 | 8,572 | 29.1 |
| | | Female | 145,252 | 11,583 | 10,088 | 8,995 | 27,153 | 27,118 | 24,144 | 13,972 | 8,929 | 13,270 | 30.5 |
| Wayne | 2,087.9 | Male | 990,552 | 105,109 | 92,431 | 91,459 | 100,943 | 164,663 | 151,264 | 98,670 | 81,582 | 104,431 | 31.4 |
| | | Female | 1,097,348 | 101,779 | 89,103 | 89,498 | 107,295 | 180,060 | 165,529 | 109,513 | 95,636 | 158,935 | 33.9 |
| Wexford | 26.8 | Male | 13,055 | 1,315 | 1,425 | 1,216 | 1,095 | 1,969 | 1,988 | 1,302 | 1,177 | 1,568 | 32.5 |
| | | Female | 13,745 | 1,306 | 1,319 | 1,140 | 1,072 | 2,119 | 1,971 | 1,406 | 1,234 | 2,178 | 34.6 |
| **TOTAL METRO COUNTIES** | **7,500.7** | **Male** | **3,626,140** | **360,518** | **335,369** | **320,065** | **390,005** | **617,023** | **579,270** | **392,212** | **290,715** | **340,963** | **31.6** |
| | | **Female** | **3,874,560** | **344,996** | **321,725** | **307,267** | **400,206** | **642,247** | **608,043** | **410,674** | **320,762** | **518,640** | **33.8** |
| **TOTAL STATE** | **9,382.2** | **Male** | **4,559,258** | **447,018** | **426,474** | **405,098** | **486,015** | **756,396** | **719,760** | **490,692** | **372,163** | **455,642** | **31.8** |
| | | **Female** | **4,822,942** | **427,152** | **407,007** | **387,506** | **486,874** | **779,475** | **744,862** | **509,793** | **407,413** | **672,860** | **34.0** |
| **MINNESOTA** | | | | | | | | | | | | | |
| **DULUTH** | **237.1** | **Male** | **115,427** | **9,490** | **10,621** | **9,986** | **11,669** | **16,282** | **19,018** | **12,173** | **10,136** | **16,052** | **34.8** |
| | | **Female** | **121,673** | **9,020** | **9,995** | **9,475** | **11,089** | **16,744** | **18,140** | **12,176** | **10,857** | **24,177** | **37.5** |
| St. Louis | 195.1 | Male | 95,009 | 7,664 | 8,737 | 8,169 | 9,711 | 13,336 | 15,678 | 10,014 | 8,400 | 13,300 | 34.9 |
| | | Female | 100,091 | 7,345 | 8,116 | 7,748 | 9,182 | 13,581 | 15,006 | 10,054 | 9,059 | 20,000 | 37.7 |
| *Douglas, Wisc.* | *42.0* | *Male* | *20,418* | *1,826* | *1,884* | *1,817* | *1,958* | *2,946* | *3,340* | *2,159* | *1,736* | *2,752* | *34.2* |
| | | *Female* | *21,582* | *1,675* | *1,879* | *1,727* | *1,907* | *3,163* | *3,134* | *2,122* | *1,798* | *4,177* | *36.4* |
| **FARGO - MOORHEAD** | **156.0** | **Male** | **76,771** | **7,173** | **6,884** | **6,080** | **12,661** | **13,036** | **12,023** | **6,908** | **5,230** | **6,776** | **29.3** |
| | | **Female** | **79,229** | **6,886** | **6,698** | **5,634** | **12,616** | **13,336** | **11,663** | **6,964** | **5,543** | **9,889** | **30.8** |
| Clay | 50.7 | Male | 24,367 | 2,312 | 2,319 | 2,034 | 4,277 | 3,381 | 3,427 | 2,220 | 1,846 | 2,551 | 28.7 |
| | | Female | 26,333 | 2,136 | 2,202 | 1,851 | 5,282 | 3,591 | 3,410 | 2,307 | 1,959 | 3,595 | 29.7 |
| *Cass, N. D.* | *105.3* | *Male* | *52,404* | *4,861* | *4,565* | *4,046* | *8,384* | *9,655* | *8,596* | *4,688* | *3,384* | *4,225* | *29.5* |
| | | *Female* | *52,896* | *4,750* | *4,496* | *3,783* | *7,334* | *9,745* | *8,253* | *4,657* | *3,584* | *6,294* | *31.2* |
| **MINNEAPOLIS - ST. PAUL** | **2,547.1** | **Male** | **1,246,079** | **129,609** | **117,017** | **98,240** | **122,735** | **248,349** | **214,051** | **132,100** | **85,803** | **98,175** | **31.3** |
| | | **Female** | **1,301,021** | **124,824** | **111,794** | **93,467** | **126,786** | **247,907** | **216,286** | **133,897** | **90,602** | **155,458** | **32.8** |
| Anoka | 254.4 | Male | 127,465 | 13,991 | 13,974 | 12,038 | 12,185 | 24,688 | 22,124 | 14,534 | 8,035 | 5,896 | 29.7 |
| | | Female | 126,935 | 13,598 | 13,114 | 11,386 | 11,801 | 24,469 | 22,224 | 14,276 | 7,670 | 8,397 | 30.5 |
| Carver | 50.6 | Male | 25,438 | 3,107 | 2,685 | 2,235 | 2,110 | 5,065 | 4,264 | 2,570 | 1,664 | 1,738 | 30.1 |
| | | Female | 25,162 | 2,779 | 2,573 | 2,029 | 2,114 | 4,881 | 4,150 | 2,492 | 1,596 | 2,548 | 31.3 |
| Chisago | 31.4 | Male | 15,805 | 1,619 | 1,814 | 1,610 | 1,167 | 2,452 | 2,585 | 1,753 | 1,130 | 1,675 | 31.9 |
| | | Female | 15,595 | 1,569 | 1,687 | 1,433 | 1,091 | 2,495 | 2,445 | 1,604 | 1,098 | 2,173 | 33.1 |
| Dakota | 298.7 | Male | 147,750 | 17,382 | 15,647 | 12,706 | 12,960 | 30,471 | 26,085 | 15,932 | 8,749 | 7,818 | 30.0 |
| | | Female | 150,950 | 16,620 | 14,919 | 12,392 | 13,655 | 31,029 | 26,730 | 15,723 | 8,584 | 11,298 | 30.8 |
| Hennepin | 1,057.3 | Male | 512,115 | 49,126 | 41,589 | 34,765 | 53,306 | 107,454 | 89,216 | 53,310 | 37,218 | 46,131 | 32.2 |
| | | Female | 545,185 | 47,483 | 40,193 | 33,338 | 55,221 | 106,668 | 90,553 | 55,529 | 41,026 | 75,174 | 34.0 |
| Isanti | 26.7 | Male | 13,356 | 1,329 | 1,581 | 1,393 | 1,015 | 2,104 | 2,225 | 1,526 | 929 | 1,254 | 31.5 |
| | | Female | 13,344 | 1,314 | 1,419 | 1,336 | 920 | 2,108 | 2,152 | 1,494 | 851 | 1,750 | 33.0 |
| Ramsey | 490.0 | Male | 234,205 | 24,493 | 20,842 | 17,168 | 26,067 | 45,655 | 37,589 | 22,915 | 17,125 | 22,351 | 31.2 |
| | | Female | 255,795 | 23,658 | 19,824 | 16,286 | 28,734 | 46,207 | 38,824 | 24,471 | 19,428 | 38,363 | 33.5 |
| Scott | 61.2 | Male | 30,991 | 3,698 | 3,392 | 2,802 | 2,670 | 6,152 | 5,220 | 3,368 | 1,788 | 1,901 | 29.8 |
| | | Female | 30,209 | 3,423 | 3,218 | 2,609 | 2,447 | 6,019 | 5,054 | 3,083 | 1,705 | 2,651 | 30.7 |
| Washington | 152.8 | Male | 76,680 | 8,000 | 8,408 | 7,368 | 6,013 | 13,586 | 14,519 | 9,548 | 5,093 | 4,145 | 31.3 |
| | | Female | 76,120 | 7,769 | 8,042 | 6,947 | 5,819 | 13,550 | 14,360 | 8,994 | 4,754 | 5,885 | 32.0 |
| Wright | 71.5 | Male | 36,043 | 4,106 | 4,265 | 3,612 | 3,030 | 6,261 | 5,655 | 3,767 | 2,267 | 3,080 | 29.8 |
| | | Female | 35,457 | 3,954 | 4,113 | 3,345 | 2,881 | 6,022 | 5,487 | 3,517 | 2,138 | 4,000 | 30.7 |
| *St. Croix, Wisc.* | *52.5* | *Male* | *26,231* | *2,758* | *2,820* | *2,543* | *2,212* | *4,461* | *4,569* | *2,877* | *1,805* | *2,186* | *31.2* |
| | | *Female* | *26,269* | *2,657* | *2,692* | *2,366* | *2,103* | *4,459* | *4,307* | *2,714* | *1,752* | *3,219* | *32.4* |
| **ROCHESTER** | **109.5** | **Male** | **53,180** | **5,887** | **5,446** | **4,274** | **4,607** | **10,448** | **8,603** | **5,965** | **3,757** | **4,193** | **31.1** |
| | | **Female** | **56,320** | **5,700** | **5,062** | **4,175** | **5,072** | **10,759** | **8,841** | **6,040** | **3,810** | **6,861** | **32.6** |
| Olmsted | 109.5 | Male | 53,180 | 5,887 | 5,446 | 4,274 | 4,607 | 10,448 | 8,603 | 5,965 | 3,757 | 4,193 | 31.1 |
| | | Female | 56,320 | 5,700 | 5,062 | 4,175 | 5,072 | 10,759 | 8,841 | 6,040 | 3,810 | 6,861 | 32.6 |

# POPULATION BY AGE AND SEX

| ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **MINNESOTA (continued)** | | | | | | | | | | | | | |
| **ST. CLOUD** | **196.0** | **Male** | **98,500** | **10,050** | **10,610** | **8,944** | **14,843** | **16,392** | **14,197** | **8,706** | **6,349** | **8,409** | **27.9** |
| | | **Female** | **97,500** | **9,542** | **9,870** | **8,425** | **13,885** | **15,939** | **13,583** | **8,556** | **6,337** | **11,363** | **29.4** |
| Benton | 31.1 | Male | 15,318 | 1,757 | 1,693 | 1,339 | 1,736 | 2,837 | 2,188 | 1,312 | 969 | 1,487 | 29.0 |
| | | Female | 15,782 | 1,614 | 1,697 | 1,268 | 1,830 | 2,796 | 2,102 | 1,308 | 972 | 2,195 | 30.3 |
| Sherburne | 44.0 | Male | 22,500 | 2,408 | 2,646 | 2,177 | 2,787 | 3,925 | 3,738 | 2,296 | 1,216 | 1,307 | 28.1 |
| | | Female | 21,500 | 2,333 | 2,399 | 2,097 | 2,195 | 3,867 | 3,538 | 2,061 | 1,154 | 1,856 | 29.5 |
| Stearns | 120.9 | Male | 60,682 | 5,885 | 6,271 | 5,428 | 10,320 | 9,630 | 8,271 | 5,098 | 4,164 | 5,615 | 27.5 |
| | | Female | 60,218 | 5,595 | 5,774 | 5,060 | 9,860 | 9,276 | 7,943 | 5,187 | 4,211 | 7,312 | 29.1 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Aitkin | 12.4 | Male | 6,135 | 444 | 585 | 498 | 291 | 687 | 820 | 697 | 750 | 1,363 | 41.9 |
| | | Female | 6,265 | 414 | 538 | 465 | 281 | 686 | 788 | 757 | 744 | 1,592 | 44.5 |
| Anoka | 254.4 | Male | 127,465 | 13,991 | 13,974 | 12,038 | 12,185 | 24,688 | 22,124 | 14,534 | 8,035 | 5,896 | 29.7 |
| | | Female | 126,935 | 13,598 | 13,114 | 11,386 | 11,801 | 24,469 | 22,224 | 14,276 | 7,670 | 8,397 | 30.5 |
| Becker | 28.1 | Male | 13,930 | 1,306 | 1,527 | 1,364 | 990 | 1,903 | 2,081 | 1,485 | 1,267 | 2,007 | 34.3 |
| | | Female | 14,170 | 1,293 | 1,427 | 1,273 | 891 | 1,882 | 1,987 | 1,448 | 1,297 | 2,672 | 36.6 |
| Beltrami | 34.8 | Male | 17,257 | 1,898 | 1,915 | 1,586 | 2,398 | 2,464 | 2,471 | 1,567 | 1,232 | 1,726 | 28.4 |
| | | Female | 17,543 | 1,764 | 1,720 | 1,585 | 2,316 | 2,559 | 2,454 | 1,539 | 1,250 | 2,356 | 30.4 |
| Benton | 31.1 | Male | 15,318 | 1,757 | 1,693 | 1,339 | 1,736 | 2,837 | 2,188 | 1,312 | 969 | 1,487 | 29.0 |
| | | Female | 15,782 | 1,614 | 1,697 | 1,268 | 1,830 | 2,796 | 2,102 | 1,308 | 972 | 2,195 | 30.3 |
| Big Stone | 6.1 | Male | 2,919 | 264 | 284 | 243 | 157 | 348 | 397 | 300 | 322 | 604 | 39.1 |
| | | Female | 3,181 | 265 | 278 | 251 | 145 | 344 | 372 | 331 | 332 | 863 | 43.3 |
| Blue Earth | 54.1 | Male | 26,835 | 2,197 | 2,379 | 1,938 | 6,255 | 4,019 | 3,501 | 2,196 | 1,770 | 2,580 | 26.6 |
| | | Female | 27,265 | 2,068 | 2,110 | 1,841 | 5,821 | 3,754 | 3,413 | 2,272 | 1,829 | 4,157 | 29.8 |
| Brown | 26.9 | Male | 13,031 | 1,239 | 1,393 | 1,142 | 1,066 | 1,932 | 1,848 | 1,315 | 1,148 | 1,948 | 33.7 |
| | | Female | 13,869 | 1,225 | 1,327 | 1,058 | 1,125 | 1,950 | 1,780 | 1,310 | 1,238 | 2,856 | 36.4 |
| Carlton | 29.4 | Male | 14,525 | 1,305 | 1,500 | 1,420 | 1,083 | 2,074 | 2,282 | 1,586 | 1,322 | 1,953 | 34.4 |
| | | Female | 14,875 | 1,250 | 1,421 | 1,377 | 961 | 2,127 | 2,190 | 1,559 | 1,361 | 2,629 | 36.4 |
| Carver | 50.6 | Male | 25,438 | 3,107 | 2,685 | 2,235 | 2,110 | 5,065 | 4,264 | 2,570 | 1,664 | 1,738 | 30.1 |
| | | Female | 25,162 | 2,779 | 2,573 | 2,029 | 2,114 | 4,881 | 4,150 | 2,492 | 1,596 | 2,548 | 31.3 |
| Cass | 21.8 | Male | 10,940 | 1,026 | 1,084 | 963 | 613 | 1,306 | 1,505 | 1,199 | 1,235 | 2,009 | 38.2 |
| | | Female | 10,860 | 928 | 1,008 | 931 | 588 | 1,326 | 1,438 | 1,216 | 1,223 | 2,202 | 39.5 |
| Chippewa | 12.9 | Male | 6,218 | 546 | 655 | 556 | 380 | 823 | 914 | 655 | 551 | 1,138 | 36.6 |
| | | Female | 6,682 | 539 | 653 | 549 | 365 | 831 | 888 | 635 | 638 | 1,584 | 39.5 |
| Chisago | 31.4 | Male | 15,805 | 1,619 | 1,814 | 1,610 | 1,167 | 2,452 | 2,585 | 1,753 | 1,130 | 1,675 | 31.9 |
| | | Female | 15,595 | 1,569 | 1,687 | 1,433 | 1,091 | 2,495 | 2,445 | 1,604 | 1,098 | 2,173 | 33.1 |
| Clay | 50.7 | Male | 24,367 | 2,312 | 2,319 | 2,034 | 4,277 | 3,381 | 3,427 | 2,220 | 1,846 | 2,551 | 28.7 |
| | | Female | 26,333 | 2,136 | 2,202 | 1,851 | 5,282 | 3,591 | 3,410 | 2,307 | 1,959 | 3,595 | 29.7 |
| Clearwater | 8.2 | Male | 4,128 | 355 | 436 | 423 | 292 | 476 | 562 | 446 | 381 | 757 | 36.5 |
| | | Female | 4,072 | 376 | 410 | 383 | 219 | 507 | 528 | 462 | 336 | 851 | 37.7 |
| Cook | 3.8 | Male | 1,896 | 156 | 172 | 143 | 88 | 275 | 362 | 233 | 196 | 271 | 38.1 |
| | | Female | 1,904 | 156 | 155 | 142 | 104 | 251 | 341 | 215 | 179 | 361 | 39.2 |
| Cottonwood | 12.4 | Male | 6,016 | 500 | 573 | 588 | 364 | 762 | 832 | 653 | 594 | 1,150 | 37.7 |
| | | Female | 6,384 | 482 | 523 | 559 | 342 | 723 | 803 | 649 | 625 | 1,678 | 42.0 |
| Crow Wing | 45.2 | Male | 21,900 | 2,053 | 2,213 | 1,902 | 1,691 | 2,994 | 3,220 | 2,301 | 2,126 | 3,400 | 35.3 |
| | | Female | 23,300 | 1,988 | 2,175 | 1,937 | 1,632 | 3,133 | 3,265 | 2,416 | 2,270 | 4,484 | 37.4 |
| Dakota | 298.7 | Male | 147,750 | 17,382 | 15,647 | 12,706 | 12,960 | 30,471 | 26,085 | 15,932 | 8,749 | 7,818 | 30.0 |
| | | Female | 150,950 | 16,620 | 14,919 | 12,392 | 13,655 | 31,029 | 26,730 | 15,723 | 8,584 | 11,298 | 30.8 |
| Dodge | 15.9 | Male | 7,884 | 860 | 948 | 747 | 585 | 1,279 | 1,186 | 798 | 548 | 933 | 31.3 |
| | | Female | 8,016 | 836 | 889 | 741 | 608 | 1,281 | 1,118 | 787 | 560 | 1,196 | 32.3 |
| Douglas | 28.9 | Male | 14,201 | 1,269 | 1,460 | 1,265 | 1,252 | 1,937 | 2,026 | 1,505 | 1,196 | 2,291 | 34.6 |
| | | Female | 14,699 | 1,254 | 1,465 | 1,187 | 1,046 | 1,983 | 1,956 | 1,439 | 1,351 | 3,018 | 37.1 |
| Faribault | 16.4 | Male | 7,867 | 662 | 811 | 760 | 480 | 988 | 1,098 | 849 | 809 | 1,410 | 37.1 |
| | | Female | 8,533 | 630 | 777 | 700 | 419 | 1,005 | 1,057 | 869 | 894 | 2,182 | 42.0 |
| Fillmore | 20.5 | Male | 10,109 | 903 | 1,083 | 963 | 753 | 1,291 | 1,382 | 1,001 | 920 | 1,813 | 35.4 |
| | | Female | 10,391 | 932 | 946 | 877 | 617 | 1,318 | 1,324 | 990 | 993 | 2,394 | 38.8 |
| Freeborn | 32.7 | Male | 15,969 | 1,426 | 1,521 | 1,374 | 1,160 | 2,235 | 2,378 | 1,832 | 1,509 | 2,534 | 36.1 |
| | | Female | 16,731 | 1,350 | 1,423 | 1,357 | 1,083 | 2,172 | 2,266 | 1,836 | 1,636 | 3,608 | 39.3 |
| Goodhue | 41.1 | Male | 20,215 | 1,961 | 2,154 | 1,900 | 1,482 | 3,149 | 3,148 | 2,133 | 1,638 | 2,650 | 33.3 |
| | | Female | 20,885 | 1,880 | 1,991 | 1,714 | 1,400 | 3,086 | 3,063 | 2,070 | 1,698 | 3,983 | 36.2 |
| Grant | 6.1 | Male | 2,955 | 233 | 306 | 262 | 148 | 375 | 390 | 315 | 304 | 622 | 38.9 |
| | | Female | 3,145 | 250 | 289 | 231 | 130 | 355 | 376 | 312 | 342 | 860 | 43.4 |
| Hennepin | 1,057.3 | Male | 512,115 | 49,126 | 41,589 | 34,765 | 53,306 | 107,454 | 89,216 | 53,310 | 37,218 | 46,131 | 32.2 |
| | | Female | 545,185 | 47,483 | 40,193 | 33,338 | 55,221 | 106,668 | 90,553 | 55,529 | 41,026 | 75,174 | 34.0 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES | | | | Population by Age and Sex | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | Median Age By Sex |
| **MINNESOTA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Houston | 18.6 | Male | 9,221 | 945 | 985 | 856 | 639 | 1,402 | 1,428 | 897 | 804 | 1,265 | 33.5 |
| | | Female | 9,379 | 888 | 901 | 780 | 610 | 1,385 | 1,373 | 887 | 827 | 1,728 | 35.9 |
| Hubbard | 15.1 | Male | 7,456 | 664 | 721 | 689 | 424 | 958 | 1,096 | 848 | 786 | 1,270 | 37.5 |
| | | Female | 7,644 | 615 | 766 | 683 | 405 | 956 | 1,045 | 914 | 815 | 1,445 | 38.8 |
| Isanti | 26.7 | Male | 13,356 | 1,329 | 1,581 | 1,393 | 1,015 | 2,104 | 2,225 | 1,526 | 929 | 1,254 | 31.5 |
| | | Female | 13,344 | 1,314 | 1,419 | 1,336 | 920 | 2,108 | 2,152 | 1,494 | 851 | 1,750 | 33.0 |
| Itasca | 40.4 | Male | 19,984 | 1,766 | 2,073 | 2,089 | 1,342 | 2,478 | 3,258 | 2,232 | 1,875 | 2,871 | 35.7 |
| | | Female | 20,416 | 1,585 | 2,012 | 1,933 | 1,305 | 2,673 | 3,172 | 2,227 | 1,905 | 3,604 | 37.2 |
| Jackson | 11.2 | Male | 5,542 | 505 | 558 | 506 | 391 | 783 | 774 | 528 | 531 | 966 | 35.4 |
| | | Female | 5,658 | 448 | 528 | 478 | 323 | 716 | 736 | 549 | 588 | 1,292 | 39.6 |
| Kanabec | 13.1 | Male | 6,527 | 610 | 769 | 624 | 468 | 948 | 965 | 685 | 564 | 894 | 33.4 |
| | | Female | 6,573 | 631 | 724 | 621 | 416 | 958 | 900 | 717 | 556 | 1,050 | 34.3 |
| Kandiyohi | 39.3 | Male | 19,347 | 1,934 | 2,042 | 1,793 | 1,847 | 2,840 | 2,942 | 1,914 | 1,525 | 2,510 | 32.2 |
| | | Female | 19,953 | 1,821 | 1,997 | 1,662 | 1,651 | 3,000 | 2,802 | 1,963 | 1,580 | 3,477 | 34.5 |
| Kittson | 5.6 | Male | 2,762 | 239 | 254 | 233 | 164 | 340 | 430 | 303 | 242 | 557 | 38.5 |
| | | Female | 2,838 | 238 | 264 | 227 | 136 | 356 | 368 | 269 | 298 | 682 | 40.4 |
| Koochiching | 15.9 | Male | 8,242 | 640 | 712 | 753 | 707 | 1,272 | 1,373 | 960 | 749 | 1,076 | 35.3 |
| | | Female | 7,658 | 607 | 678 | 663 | 567 | 1,079 | 1,088 | 878 | 771 | 1,327 | 37.2 |
| Lac qui Parle | 8.6 | Male | 4,254 | 365 | 409 | 391 | 194 | 548 | 588 | 430 | 451 | 878 | 38.7 |
| | | Female | 4,346 | 351 | 398 | 361 | 171 | 512 | 530 | 438 | 456 | 1,129 | 42.2 |
| Lake | 10.0 | Male | 4,982 | 373 | 445 | 434 | 265 | 656 | 763 | 607 | 650 | 789 | 39.2 |
| | | Female | 5,018 | 371 | 419 | 400 | 268 | 641 | 720 | 586 | 652 | 961 | 40.7 |
| Lake of the Woods | 4.1 | Male | 2,054 | 198 | 197 | 162 | 122 | 327 | 315 | 230 | 168 | 335 | 35.7 |
| | | Female | 2,046 | 225 | 193 | 160 | 129 | 277 | 273 | 230 | 196 | 363 | 36.4 |
| Le Sueur | 23.1 | Male | 11,497 | 1,103 | 1,253 | 1,099 | 909 | 1,752 | 1,719 | 1,232 | 930 | 1,500 | 32.9 |
| | | Female | 11,603 | 1,107 | 1,202 | 1,082 | 769 | 1,623 | 1,632 | 1,194 | 983 | 2,011 | 35.1 |
| Lincoln | 6.7 | Male | 3,273 | 230 | 318 | 313 | 187 | 364 | 419 | 345 | 356 | 741 | 40.4 |
| | | Female | 3,427 | 224 | 336 | 323 | 148 | 322 | 401 | 364 | 340 | 969 | 44.0 |
| Lyon | 24.9 | Male | 12,194 | 1,103 | 1,323 | 1,105 | 1,595 | 1,711 | 1,706 | 1,157 | 884 | 1,610 | 30.7 |
| | | Female | 12,706 | 1,086 | 1,196 | 996 | 1,561 | 1,846 | 1,626 | 1,122 | 959 | 2,314 | 33.2 |
| McLeod | 32.7 | Male | 16,193 | 1,716 | 1,653 | 1,513 | 1,431 | 2,569 | 2,426 | 1,642 | 1,229 | 2,014 | 31.9 |
| | | Female | 16,507 | 1,569 | 1,622 | 1,444 | 1,187 | 2,495 | 2,363 | 1,658 | 1,287 | 2,882 | 34.7 |
| Mahnomen | 5.0 | Male | 2,515 | 223 | 297 | 284 | 136 | 314 | 308 | 276 | 251 | 426 | 35.1 |
| | | Female | 2,485 | 202 | 293 | 269 | 145 | 296 | 296 | 273 | 224 | 487 | 36.3 |
| Marshall | 10.8 | Male | 5,460 | 433 | 577 | 597 | 325 | 706 | 777 | 601 | 519 | 925 | 36.2 |
| | | Female | 5,340 | 443 | 510 | 556 | 279 | 650 | 725 | 568 | 528 | 1,081 | 38.2 |
| Martin | 22.3 | Male | 10,860 | 1,008 | 1,138 | 961 | 671 | 1,493 | 1,646 | 1,154 | 955 | 1,834 | 36.0 |
| | | Female | 11,440 | 911 | 1,033 | 933 | 586 | 1,543 | 1,553 | 1,166 | 1,072 | 2,643 | 39.6 |
| Meeker | 21.0 | Male | 10,352 | 1,017 | 1,091 | 1,013 | 707 | 1,433 | 1,517 | 1,075 | 928 | 1,571 | 34.4 |
| | | Female | 10,648 | 972 | 1,117 | 974 | 642 | 1,386 | 1,461 | 1,069 | 959 | 2,068 | 36.6 |
| Mille Lacs | 18.8 | Male | 9,252 | 926 | 1,008 | 913 | 669 | 1,252 | 1,316 | 951 | 824 | 1,393 | 33.9 |
| | | Female | 9,548 | 869 | 977 | 806 | 618 | 1,307 | 1,266 | 1,009 | 847 | 1,849 | 36.6 |
| Morrison | 29.8 | Male | 14,872 | 1,547 | 1,789 | 1,543 | 1,143 | 2,095 | 2,076 | 1,372 | 1,264 | 2,043 | 31.7 |
| | | Female | 14,928 | 1,415 | 1,627 | 1,450 | 1,004 | 2,085 | 1,941 | 1,426 | 1,321 | 2,659 | 34.4 |
| Mower | 36.7 | Male | 17,819 | 1,573 | 1,773 | 1,576 | 1,304 | 2,450 | 2,476 | 1,783 | 1,830 | 3,054 | 35.9 |
| | | Female | 18,881 | 1,461 | 1,596 | 1,455 | 1,244 | 2,417 | 2,370 | 1,867 | 2,027 | 4,444 | 40.3 |
| Murray | 9.4 | Male | 4,642 | 399 | 447 | 467 | 289 | 539 | 670 | 469 | 496 | 866 | 37.7 |
| | | Female | 4,758 | 379 | 465 | 403 | 247 | 549 | 602 | 470 | 548 | 1,095 | 40.6 |
| Nicollet | 28.2 | Male | 13,981 | 1,304 | 1,358 | 1,121 | 2,140 | 2,147 | 2,307 | 1,299 | 986 | 1,319 | 30.0 |
| | | Female | 14,219 | 1,269 | 1,266 | 1,114 | 2,217 | 2,123 | 2,041 | 1,321 | 1,022 | 1,846 | 30.9 |
| Nobles | 19.8 | Male | 9,705 | 864 | 994 | 842 | 840 | 1,406 | 1,332 | 1,016 | 910 | 1,501 | 34.3 |
| | | Female | 10,095 | 835 | 894 | 843 | 692 | 1,312 | 1,298 | 1,008 | 1,013 | 2,200 | 38.6 |
| Norman | 7.7 | Male | 3,819 | 298 | 393 | 350 | 211 | 462 | 524 | 403 | 399 | 779 | 38.7 |
| | | Female | 3,881 | 292 | 359 | 373 | 164 | 472 | 463 | 389 | 412 | 957 | 41.1 |
| Olmsted | 109.5 | Male | 53,180 | 5,887 | 5,446 | 4,274 | 4,607 | 10,448 | 8,603 | 5,965 | 3,757 | 4,193 | 31.1 |
| | | Female | 56,320 | 5,700 | 5,062 | 4,175 | 5,072 | 10,759 | 8,841 | 6,040 | 3,810 | 6,861 | 32.6 |
| Otter Tail | 50.7 | Male | 25,133 | 2,281 | 2,505 | 2,166 | 1,706 | 3,373 | 3,590 | 2,649 | 2,541 | 4,322 | 36.5 |
| | | Female | 25,567 | 2,046 | 2,384 | 2,102 | 1,541 | 3,151 | 3,430 | 2,673 | 2,610 | 5,630 | 39.5 |
| Pennington | 13.0 | Male | 6,434 | 574 | 619 | 610 | 730 | 888 | 935 | 673 | 488 | 917 | 32.7 |
| | | Female | 6,566 | 547 | 591 | 572 | 519 | 880 | 925 | 658 | 562 | 1,312 | 36.9 |
| Pine | 21.5 | Male | 11,242 | 950 | 1,131 | 1,087 | 853 | 1,789 | 1,683 | 1,168 | 1,046 | 1,535 | 33.9 |
| | | Female | 10,258 | 903 | 1,026 | 1,005 | 607 | 1,419 | 1,298 | 1,113 | 1,000 | 1,887 | 36.3 |
| Pipestone | 10.3 | Male | 4,935 | 518 | 513 | 440 | 345 | 694 | 629 | 462 | 440 | 894 | 34.4 |
| | | Female | 5,365 | 440 | 522 | 472 | 333 | 660 | 645 | 473 | 524 | 1,296 | 39.0 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **MINNESOTA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Polk | 32.1 | Male | 15,824 | 1,528 | 1,714 | 1,500 | 1,281 | 2,163 | 2,302 | 1,547 | 1,375 | 2,414 | 33.7 |
| | | Female | 16,276 | 1,412 | 1,577 | 1,351 | 1,242 | 2,128 | 2,170 | 1,630 | 1,392 | 3,374 | 37.0 |
| Pope | 10.7 | Male | 5,275 | 495 | 550 | 470 | 283 | 631 | 740 | 537 | 510 | 1,059 | 37.8 |
| | | Female | 5,425 | 438 | 564 | 447 | 248 | 638 | 672 | 537 | 542 | 1,339 | 40.6 |
| Ramsey | 490.0 | Male | 234,205 | 24,493 | 20,842 | 17,168 | 26,067 | 45,655 | 37,589 | 22,915 | 17,125 | 22,351 | 31.2 |
| | | Female | 255,795 | 23,658 | 19,824 | 16,286 | 28,734 | 46,207 | 38,824 | 24,471 | 19,428 | 38,363 | 33.5 |
| Red Lake | 4.4 | Male | 2,221 | 201 | 234 | 221 | 142 | 300 | 317 | 235 | 197 | 374 | 35.4 |
| | | Female | 2,179 | 191 | 245 | 212 | 101 | 295 | 279 | 204 | 196 | 456 | 36.6 |
| Redwood | 16.8 | Male | 8,254 | 791 | 873 | 746 | 526 | 1,129 | 1,086 | 864 | 752 | 1,487 | 35.6 |
| | | Female | 8,546 | 758 | 799 | 762 | 451 | 1,052 | 1,066 | 858 | 773 | 2,027 | 39.2 |
| Renville | 17.2 | Male | 8,502 | 747 | 906 | 800 | 531 | 1,156 | 1,166 | 829 | 846 | 1,521 | 36.0 |
| | | Female | 8,698 | 791 | 831 | 723 | 446 | 1,117 | 1,050 | 824 | 888 | 2,028 | 39.2 |
| Rice | 50.2 | Male | 24,646 | 2,280 | 2,456 | 2,053 | 3,950 | 3,720 | 3,535 | 2,527 | 1,716 | 2,409 | 29.3 |
| | | Female | 25,554 | 2,096 | 2,334 | 2,085 | 3,950 | 3,664 | 3,362 | 2,461 | 1,781 | 3,621 | 31.3 |
| Rock | 9.5 | Male | 4,609 | 436 | 483 | 470 | 279 | 608 | 663 | 465 | 415 | 790 | 35.4 |
| | | Female | 4,891 | 406 | 477 | 433 | 275 | 595 | 633 | 463 | 482 | 1,127 | 39.1 |
| Roseau | 15.7 | Male | 8,055 | 926 | 888 | 730 | 698 | 1,416 | 1,093 | 769 | 542 | 993 | 30.5 |
| | | Female | 7,645 | 872 | 825 | 683 | 606 | 1,248 | 997 | 727 | 541 | 1,146 | 31.7 |
| St. Louis | 195.1 | Male | 95,009 | 7,664 | 8,737 | 8,169 | 9,711 | 13,336 | 15,678 | 10,014 | 8,400 | 13,300 | 34.9 |
| | | Female | 100,091 | 7,345 | 8,116 | 7,748 | 9,182 | 13,581 | 15,006 | 10,054 | 9,059 | 20,000 | 37.7 |
| Scott | 61.2 | Male | 30,991 | 3,698 | 3,392 | 2,802 | 2,670 | 6,152 | 5,220 | 3,368 | 1,788 | 1,901 | 29.8 |
| | | Female | 30,209 | 3,423 | 3,218 | 2,609 | 2,447 | 6,019 | 5,054 | 3,083 | 1,705 | 2,651 | 30.7 |
| Sherburne | 44.0 | Male | 22,500 | 2,408 | 2,646 | 2,177 | 2,787 | 3,925 | 3,738 | 2,296 | 1,216 | 1,307 | 28.1 |
| | | Female | 21,500 | 2,333 | 2,399 | 2,097 | 2,195 | 3,867 | 3,538 | 2,061 | 1,154 | 1,856 | 29.5 |
| Sibley | 14.2 | Male | 7,066 | 664 | 700 | 710 | 465 | 1,003 | 1,000 | 729 | 691 | 1,104 | 34.9 |
| | | Female | 7,134 | 639 | 701 | 626 | 437 | 945 | 891 | 744 | 707 | 1,444 | 37.5 |
| Stearns | 120.9 | Male | 60,682 | 5,885 | 6,271 | 5,428 | 10,320 | 9,630 | 8,271 | 5,098 | 4,164 | 5,615 | 27.5 |
| | | Female | 60,218 | 5,595 | 5,774 | 5,060 | 9,860 | 9,276 | 7,943 | 5,187 | 4,211 | 7,312 | 29.1 |
| Steele | 30.9 | Male | 15,134 | 1,507 | 1,549 | 1,419 | 1,323 | 2,455 | 2,353 | 1,534 | 1,173 | 1,821 | 32.2 |
| | | Female | 15,766 | 1,499 | 1,592 | 1,334 | 1,265 | 2,395 | 2,270 | 1,577 | 1,276 | 2,558 | 34.2 |
| Stevens | 10.4 | Male | 5,030 | 393 | 458 | 422 | 995 | 584 | 628 | 422 | 412 | 716 | 29.2 |
| | | Female | 5,370 | 399 | 417 | 389 | 1,091 | 560 | 636 | 407 | 482 | 989 | 31.9 |
| Swift | 10.3 | Male | 5,064 | 427 | 530 | 498 | 307 | 681 | 677 | 492 | 459 | 993 | 36.3 |
| | | Female | 5,236 | 384 | 464 | 477 | 241 | 653 | 643 | 516 | 533 | 1,325 | 41.2 |
| Todd | 23.2 | Male | 11,549 | 972 | 1,303 | 1,246 | 871 | 1,473 | 1,649 | 1,202 | 1,073 | 1,760 | 34.4 |
| | | Female | 11,651 | 1,095 | 1,292 | 1,187 | 654 | 1,446 | 1,511 | 1,197 | 1,035 | 2,234 | 36.0 |
| Traverse | 4.2 | Male | 2,038 | 197 | 197 | 175 | 84 | 260 | 245 | 193 | 238 | 449 | 39.3 |
| | | Female | 2,162 | 162 | 214 | 163 | 86 | 229 | 238 | 221 | 260 | 589 | 44.5 |
| Wabasha | 19.8 | Male | 9,835 | 958 | 1,074 | 883 | 744 | 1,400 | 1,502 | 1,058 | 811 | 1,405 | 34.0 |
| | | Female | 9,965 | 972 | 995 | 856 | 650 | 1,449 | 1,412 | 1,027 | 809 | 1,795 | 35.4 |
| Wadena | 13.1 | Male | 6,402 | 613 | 666 | 587 | 487 | 824 | 841 | 712 | 591 | 1,081 | 35.3 |
| | | Female | 6,698 | 568 | 671 | 603 | 421 | 828 | 807 | 704 | 630 | 1,466 | 38.2 |
| Waseca | 18.1 | Male | 8,951 | 886 | 957 | 852 | 815 | 1,337 | 1,405 | 823 | 650 | 1,226 | 32.2 |
| | | Female | 9,149 | 779 | 937 | 809 | 754 | 1,287 | 1,335 | 819 | 768 | 1,661 | 35.1 |
| Washington | 152.8 | Male | 76,680 | 8,000 | 8,408 | 7,368 | 6,013 | 13,586 | 14,519 | 9,548 | 5,093 | 4,145 | 31.3 |
| | | Female | 76,120 | 7,769 | 8,042 | 6,947 | 5,819 | 13,550 | 14,360 | 8,994 | 4,754 | 5,885 | 32.0 |
| Watonwan | 11.5 | Male | 5,640 | 542 | 604 | 514 | 379 | 813 | 793 | 578 | 546 | 871 | 34.6 |
| | | Female | 5,860 | 522 | 598 | 464 | 361 | 759 | 690 | 591 | 599 | 1,276 | 38.3 |
| Wilkin | 7.4 | Male | 3,661 | 340 | 389 | 354 | 304 | 547 | 514 | 329 | 364 | 520 | 33.1 |
| | | Female | 3,739 | 353 | 365 | 302 | 220 | 524 | 478 | 370 | 348 | 779 | 37.2 |
| Winona | 48.1 | Male | 23,495 | 2,012 | 2,188 | 1,880 | 4,005 | 3,380 | 3,364 | 2,197 | 1,682 | 2,787 | 29.9 |
| | | Female | 24,605 | 1,976 | 2,062 | 1,777 | 4,347 | 3,312 | 3,237 | 2,131 | 1,806 | 3,957 | 31.5 |
| Wright | 71.5 | Male | 36,043 | 4,106 | 4,265 | 3,612 | 3,030 | 6,261 | 5,655 | 3,767 | 2,267 | 3,080 | 29.8 |
| | | Female | 35,457 | 3,954 | 4,113 | 3,345 | 2,881 | 6,022 | 5,487 | 3,517 | 2,138 | 4,000 | 30.7 |
| Yellow Medicine | 11.5 | Male | 5,698 | 524 | 588 | 524 | 379 | 717 | 751 | 590 | 548 | 1,077 | 36.6 |
| | | Female | 5,802 | 460 | 545 | 466 | 302 | 741 | 668 | 604 | 599 | 1,417 | 40.8 |
| **TOTAL METRO COUNTIES** | **3,045.9** | **Male** | **1,490,904** | **152,764** | **141,309** | **119,118** | **153,961** | **287,445** | **251,387** | **156,128** | **104,350** | **124,442** | **31.2** |
| | | **Female** | **1,554,996** | **146,890** | **134,352** | **113,300** | **158,104** | **287,318** | **252,819** | **158,140** | **110,015** | **194,058** | **32.8** |
| **TOTAL STATE** | **4,457.2** | **Male** | **2,187,332** | **217,112** | **212,960** | **182,739** | **217,091** | **385,348** | **352,402** | **227,187** | **165,380** | **227,113** | **31.8** |
| | | **Female** | **2,269,868** | **208,292** | **202,278** | **173,747** | **216,829** | **383,545** | **348,814** | **229,343** | **174,140** | **332,880** | **33.7** |

# POPULATION BY AGE AND SEX

SMM ESTIMATES

| METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **MISSISSIPPI** | | | | | | | | | | | | | |
| **BILOXI - GULFPORT** | **198.5** | **Male** | **98,910** | **10,091** | **9,288** | **8,899** | **12,041** | **16,945** | **13,985** | **9,741** | **8,347** | **9,673** | **30.4** |
| | | **Female** | **99,590** | **9,520** | **9,035** | **8,321** | **10,033** | **16,452** | **14,210** | **10,229** | **8,728** | **13,062** | **32.8** |
| Hancock | 33.2 | Male | 16,554 | 1,527 | 1,550 | 1,732 | 1,438 | 2,294 | 2,306 | 1,879 | 1,678 | 2,150 | 33.8 |
| | | Female | 16,646 | 1,432 | 1,503 | 1,404 | 1,359 | 2,414 | 2,379 | 1,873 | 1,712 | 2,570 | 35.9 |
| Harrison | 165.3 | Male | 82,356 | 8,564 | 7,738 | 7,167 | 10,603 | 14,651 | 11,679 | 7,862 | 6,569 | 7,523 | 29.9 |
| | | Female | 82,944 | 8,088 | 7,532 | 6,917 | 8,674 | 14,038 | 11,831 | 8,356 | 7,016 | 10,492 | 32.3 |
| **JACKSON** | **401.3** | **Male** | **190,093** | **19,464** | **19,740** | **18,657** | **20,763** | **32,454** | **30,027** | **18,710** | **13,734** | **16,544** | **30.1** |
| | | **Female** | **211,207** | **19,068** | **19,064** | **17,813** | **22,887** | **35,942** | **32,589** | **21,113** | **16,768** | **25,963** | **32.4** |
| Hinds | 253.6 | Male | 118,843 | 12,262 | 12,447 | 11,480 | 13,969 | 20,010 | 18,146 | 11,065 | 8,430 | 11,034 | 29.6 |
| | | Female | 134,757 | 12,111 | 12,113 | 11,093 | 15,574 | 22,381 | 19,932 | 13,041 | 10,855 | 17,657 | 32.4 |
| Madison | 57.0 | Male | 27,054 | 3,150 | 2,907 | 2,638 | 2,716 | 5,232 | 4,214 | 2,364 | 1,699 | 2,134 | 29.0 |
| | | Female | 29,946 | 3,097 | 2,716 | 2,532 | 3,240 | 5,805 | 4,431 | 2,636 | 2,116 | 3,373 | 30.8 |
| Rankin | 90.7 | Male | 44,196 | 4,052 | 4,386 | 4,539 | 4,078 | 7,212 | 7,667 | 5,281 | 3,605 | 3,376 | 32.0 |
| | | Female | 46,554 | 3,860 | 4,235 | 4,188 | 4,073 | 7,756 | 8,226 | 5,436 | 3,797 | 4,933 | 33.9 |
| **PASCAGOULA** | **115.5** | **Male** | **56,778** | **5,578** | **5,971** | **6,143** | **5,394** | **8,760** | **8,811** | **6,724** | **4,888** | **4,509** | **31.1** |
| | | **Female** | **58,722** | **5,318** | **5,699** | **5,873** | **5,281** | **9,191** | **9,174** | **7,016** | **4,847** | **6,323** | **32.8** |
| Jackson | 115.5 | Male | 56,778 | 5,578 | 5,971 | 6,143 | 5,394 | 8,760 | 8,811 | 6,724 | 4,888 | 4,509 | 31.1 |
| | | Female | 58,722 | 5,318 | 5,699 | 5,873 | 5,281 | 9,191 | 9,174 | 7,016 | 4,847 | 6,323 | 32.8 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Adams | 34.7 | Male | 15,975 | 1,652 | 1,768 | 1,625 | 1,307 | 2,255 | 2,266 | 1,590 | 1,480 | 2,032 | 32.3 |
| | | Female | 18,725 | 1,621 | 1,751 | 1,720 | 1,486 | 2,666 | 2,647 | 1,991 | 1,845 | 2,998 | 35.4 |
| Alcorn | 31.5 | Male | 15,107 | 1,299 | 1,412 | 1,507 | 1,413 | 2,148 | 2,295 | 1,820 | 1,306 | 1,907 | 34.0 |
| | | Female | 16,393 | 1,154 | 1,330 | 1,369 | 1,399 | 2,263 | 2,405 | 1,950 | 1,531 | 2,992 | 37.8 |
| Amite | 13.3 | Male | 6,435 | 607 | 696 | 711 | 586 | 909 | 789 | 671 | 576 | 890 | 31.8 |
| | | Female | 6,865 | 602 | 657 | 668 | 591 | 899 | 911 | 711 | 650 | 1,176 | 35.2 |
| Attala | 18.4 | Male | 8,634 | 805 | 883 | 870 | 785 | 1,128 | 1,085 | 945 | 800 | 1,333 | 33.6 |
| | | Female | 9,766 | 788 | 846 | 869 | 860 | 1,185 | 1,234 | 929 | 982 | 2,073 | 37.7 |
| Benton | 8.0 | Male | 3,856 | 384 | 429 | 386 | 384 | 556 | 478 | 379 | 364 | 496 | 31.2 |
| | | Female | 4,144 | 365 | 422 | 420 | 381 | 608 | 461 | 406 | 391 | 690 | 33.0 |
| Bolivar | 41.1 | Male | 18,898 | 2,307 | 2,464 | 2,339 | 2,603 | 2,303 | 2,274 | 1,586 | 1,080 | 1,942 | 24.3 |
| | | Female | 22,202 | 2,244 | 2,335 | 2,355 | 3,026 | 2,810 | 2,866 | 1,781 | 1,531 | 3,254 | 29.1 |
| Calhoun | 15.0 | Male | 7,168 | 674 | 659 | 733 | 750 | 952 | 1,015 | 797 | 619 | 969 | 33.1 |
| | | Female | 7,832 | 597 | 660 | 647 | 718 | 1,030 | 996 | 831 | 742 | 1,611 | 37.7 |
| Carroll | 9.2 | Male | 4,415 | 414 | 448 | 436 | 390 | 581 | 618 | 538 | 384 | 606 | 33.9 |
| | | Female | 4,785 | 415 | 455 | 473 | 409 | 636 | 620 | 547 | 432 | 798 | 35.1 |
| Chickasaw | 18.3 | Male | 8,744 | 977 | 1,034 | 894 | 862 | 1,275 | 1,163 | 888 | 691 | 960 | 29.7 |
| | | Female | 9,556 | 856 | 882 | 886 | 946 | 1,404 | 1,228 | 946 | 809 | 1,599 | 33.6 |
| Choctaw | 9.2 | Male | 4,370 | 394 | 482 | 530 | 379 | 607 | 591 | 456 | 394 | 537 | 31.6 |
| | | Female | 4,830 | 419 | 481 | 488 | 394 | 638 | 624 | 531 | 411 | 844 | 34.9 |
| Claiborne | 12.0 | Male | 5,548 | 534 | 611 | 584 | 1,190 | 646 | 623 | 423 | 335 | 602 | 24.1 |
| | | Female | 6,452 | 530 | 580 | 602 | 1,534 | 801 | 676 | 474 | 408 | 847 | 24.9 |
| Clarke | 17.3 | Male | 8,216 | 733 | 908 | 899 | 816 | 1,073 | 1,176 | 859 | 707 | 1,045 | 32.0 |
| | | Female | 9,084 | 816 | 858 | 817 | 812 | 1,258 | 1,245 | 911 | 799 | 1,568 | 34.8 |
| Clay | 21.1 | Male | 9,979 | 1,071 | 1,185 | 1,120 | 1,078 | 1,364 | 1,408 | 918 | 739 | 1,096 | 28.9 |
| | | Female | 11,121 | 1,008 | 1,099 | 1,127 | 1,140 | 1,624 | 1,461 | 1,002 | 932 | 1,728 | 32.3 |
| Coahoma | 31.0 | Male | 14,120 | 1,727 | 1,914 | 1,809 | 1,457 | 1,746 | 1,728 | 1,149 | 973 | 1,617 | 25.9 |
| | | Female | 16,880 | 1,720 | 1,793 | 1,742 | 1,605 | 2,305 | 1,953 | 1,514 | 1,411 | 2,837 | 31.9 |
| Copiah | 28.0 | Male | 13,368 | 1,335 | 1,463 | 1,519 | 1,703 | 1,874 | 1,729 | 1,271 | 980 | 1,494 | 28.5 |
| | | Female | 14,632 | 1,354 | 1,409 | 1,407 | 1,589 | 2,031 | 1,892 | 1,402 | 1,233 | 2,315 | 32.7 |
| Covington | 16.7 | Male | 8,059 | 865 | 883 | 904 | 840 | 1,125 | 1,060 | 860 | 632 | 890 | 29.8 |
| | | Female | 8,641 | 792 | 882 | 863 | 827 | 1,199 | 1,134 | 955 | 710 | 1,279 | 33.0 |
| ☐ De Soto | 74.5 | Male | 36,679 | 3,781 | 3,751 | 3,600 | 3,615 | 5,925 | 5,842 | 4,750 | 2,797 | 2,618 | 31.1 |
| | | Female | 37,821 | 3,504 | 3,458 | 3,551 | 3,586 | 6,236 | 6,292 | 4,748 | 2,881 | 3,565 | 32.7 |
| Forrest | 68.8 | Male | 32,145 | 3,160 | 3,105 | 2,894 | 5,392 | 5,197 | 4,175 | 2,920 | 2,172 | 3,130 | 27.9 |
| | | Female | 36,655 | 3,094 | 3,085 | 2,780 | 6,202 | 5,476 | 4,655 | 3,241 | 2,833 | 5,289 | 30.8 |
| Franklin | 8.4 | Male | 4,012 | 420 | 417 | 414 | 349 | 540 | 548 | 379 | 391 | 554 | 32.5 |
| | | Female | 4,388 | 384 | 457 | 409 | 320 | 606 | 574 | 404 | 428 | 806 | 35.3 |
| George | 17.0 | Male | 8,388 | 808 | 916 | 962 | 876 | 1,264 | 1,152 | 955 | 662 | 793 | 30.0 |
| | | Female | 8,612 | 782 | 846 | 871 | 848 | 1,221 | 1,236 | 968 | 695 | 1,145 | 32.9 |
| Greene | 10.2 | Male | 5,249 | 485 | 548 | 579 | 541 | 904 | 777 | 556 | 355 | 504 | 30.2 |
| | | Female | 4,951 | 428 | 497 | 536 | 458 | 722 | 665 | 543 | 408 | 694 | 32.7 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **MISSISSIPPI (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Granada | 21.7 | Male | 10,123 | 995 | 1,100 | 1,091 | 947 | 1,483 | 1,489 | 1,039 | 812 | 1,167 | 31.3 |
| | | Female | 11,577 | 1,076 | 1,069 | 1,033 | 1,085 | 1,625 | 1,623 | 1,150 | 982 | 1,934 | 34.4 |
| Hancock | 33.2 | Male | 16,554 | 1,527 | 1,550 | 1,732 | 1,438 | 2,294 | 2,306 | 1,879 | 1,678 | 2,150 | 33.8 |
| | | Female | 16,646 | 1,432 | 1,503 | 1,404 | 1,339 | 2,414 | 2,379 | 1,873 | 1,712 | 2,570 | 35.9 |
| Harrison | 165.3 | Male | 82,356 | 8,564 | 7,738 | 7,167 | 10,603 | 14,651 | 11,679 | 7,862 | 6,569 | 7,523 | 29.9 |
| | | Female | 82,944 | 8,088 | 7,532 | 6,917 | 8,674 | 14,038 | 11,831 | 8,356 | 7,016 | 10,492 | 32.3 |
| Hinds | 253.6 | Male | 118,843 | 12,262 | 12,447 | 11,480 | 13,969 | 20,010 | 18,146 | 11,065 | 8,430 | 11,034 | 29.6 |
| | | Female | 134,757 | 12,111 | 12,113 | 11,093 | 15,574 | 22,381 | 19,932 | 13,041 | 10,855 | 17,657 | 32.4 |
| Holmes | 21.4 | Male | 9,918 | 1,229 | 1,302 | 1,372 | 1,132 | 1,190 | 1,084 | 726 | 673 | 1,210 | 24.5 |
| | | Female | 11,482 | 1,185 | 1,291 | 1,209 | 1,179 | 1,526 | 1,321 | 990 | 899 | 1,882 | 30.7 |
| Humphreys | 12.0 | Male | 5,570 | 760 | 758 | 701 | 570 | 743 | 626 | 472 | 363 | 577 | 25.0 |
| | | Female | 6,430 | 663 | 776 | 674 | 637 | 894 | 757 | 557 | 493 | 979 | 30.2 |
| Issaquena | 1.9 | Male | 915 | 92 | 95 | 107 | 96 | 130 | 113 | 107 | 78 | 97 | 30.2 |
| | | Female | 985 | 121 | 100 | 115 | 88 | 133 | 103 | 111 | 70 | 144 | 30.2 |
| Itawamba | 20.0 | Male | 9,783 | 809 | 821 | 895 | 1,141 | 1,424 | 1,391 | 1,188 | 884 | 1,230 | 33.6 |
| | | Female | 10,217 | 730 | 777 | 872 | 1,075 | 1,286 | 1,385 | 1,199 | 1,000 | 1,893 | 37.7 |
| Jackson | 115.5 | Male | 56,778 | 5,578 | 5,971 | 6,143 | 5,394 | 8,760 | 8,811 | 6,724 | 4,888 | 4,509 | 31.1 |
| | | Female | 58,722 | 5,318 | 5,699 | 5,873 | 5,281 | 9,191 | 9,174 | 7,016 | 4,847 | 6,323 | 32.8 |
| Jasper | 17.0 | Male | 8,138 | 750 | 924 | 985 | 821 | 1,111 | 1,083 | 802 | 629 | 1,033 | 30.3 |
| | | Female | 8,862 | 768 | 881 | 918 | 788 | 1,223 | 1,137 | 878 | 766 | 1,503 | 33.8 |
| Jefferson | 8.5 | Male | 4,004 | 472 | 554 | 535 | 407 | 530 | 463 | 334 | 278 | 431 | 25.6 |
| | | Female | 4,496 | 458 | 502 | 510 | 417 | 678 | 557 | 432 | 345 | 597 | 30.3 |
| Jefferson Davis | 14.0 | Male | 6,612 | 656 | 744 | 805 | 718 | 831 | 860 | 679 | 509 | 810 | 29.6 |
| | | Female | 7,388 | 653 | 783 | 761 | 673 | 1,004 | 942 | 713 | 631 | 1,228 | 33.2 |
| Jones | 62.2 | Male | 29,660 | 2,760 | 3,110 | 2,927 | 2,945 | 4,346 | 4,307 | 3,110 | 2,670 | 3,485 | 32.1 |
| | | Female | 32,540 | 2,582 | 2,934 | 2,839 | 2,937 | 4,615 | 4,589 | 3,427 | 3,165 | 5,452 | 35.8 |
| Kemper | 10.5 | Male | 5,047 | 496 | 555 | 548 | 569 | 644 | 628 | 502 | 413 | 692 | 30.5 |
| | | Female | 5,453 | 454 | 534 | 552 | 558 | 720 | 669 | 496 | 479 | 991 | 33.7 |
| Lafayette | 31.6 | Male | 15,392 | 1,095 | 1,137 | 1,111 | 4,275 | 2,402 | 1,803 | 1,320 | 934 | 1,315 | 25.3 |
| | | Female | 16,208 | 1,095 | 1,120 | 1,118 | 4,278 | 2,225 | 1,940 | 1,416 | 1,078 | 1,938 | 27.2 |
| Lamar | 31.0 | Male | 15,090 | 1,566 | 1,608 | 1,581 | 1,581 | 2,545 | 2,399 | 1,545 | 1,104 | 1,161 | 29.8 |
| | | Female | 15,910 | 1,490 | 1,659 | 1,433 | 1,634 | 2,710 | 2,418 | 1,635 | 1,157 | 1,774 | 31.4 |
| Lauderdale | 75.4 | Male | 35,733 | 3,691 | 3,761 | 3,483 | 3,908 | 5,570 | 5,179 | 3,639 | 2,730 | 3,772 | 30.4 |
| | | Female | 39,667 | 3,438 | 3,508 | 3,423 | 3,850 | 5,928 | 5,573 | 3,883 | 3,538 | 6,526 | 34.5 |
| Lawrence | 12.6 | Male | 6,029 | 600 | 696 | 682 | 536 | 826 | 801 | 632 | 553 | 703 | 31.1 |
| | | Female | 6,571 | 532 | 662 | 657 | 566 | 960 | 875 | 710 | 592 | 1,017 | 34.0 |
| Leake | 18.5 | Male | 8,849 | 860 | 949 | 944 | 830 | 1,192 | 1,183 | 909 | 780 | 1,202 | 32.1 |
| | | Female | 9,651 | 782 | 903 | 865 | 856 | 1,263 | 1,227 | 967 | 960 | 1,828 | 36.3 |
| Lee | 67.3 | Male | 32,134 | 3,393 | 3,283 | 3,107 | 3,063 | 5,345 | 5,012 | 3,454 | 2,539 | 2,938 | 31.0 |
| | | Female | 35,166 | 3,271 | 3,130 | 2,927 | 3,293 | 5,723 | 5,204 | 3,810 | 2,848 | 4,960 | 33.7 |
| Leflore | 36.7 | Male | 17,015 | 2,000 | 2,106 | 1,964 | 2,118 | 2,261 | 2,099 | 1,454 | 1,109 | 1,904 | 26.4 |
| | | Female | 19,685 | 1,831 | 2,073 | 1,935 | 2,071 | 2,693 | 2,447 | 1,725 | 1,633 | 3,277 | 32.2 |
| Lincoln | 30.4 | Male | 14,470 | 1,241 | 1,509 | 1,640 | 1,372 | 2,039 | 2,153 | 1,486 | 1,245 | 1,785 | 32.2 |
| | | Female | 15,930 | 1,242 | 1,478 | 1,575 | 1,312 | 2,171 | 2,253 | 1,647 | 1,499 | 2,753 | 35.8 |
| Lowndes | 59.1 | Male | 28,213 | 3,164 | 2,991 | 2,892 | 3,257 | 4,788 | 4,188 | 2,724 | 2,012 | 2,197 | 28.8 |
| | | Female | 30,887 | 3,042 | 2,870 | 2,743 | 3,659 | 5,142 | 4,412 | 2,902 | 2,301 | 3,816 | 31.1 |
| Madison | 57.0 | Male | 27,054 | 3,150 | 2,907 | 2,638 | 2,716 | 5,232 | 4,214 | 2,364 | 1,699 | 2,134 | 29.0 |
| | | Female | 29,946 | 3,097 | 2,716 | 2,532 | 3,240 | 5,805 | 4,431 | 2,636 | 2,116 | 3,373 | 30.8 |
| Marion | 25.3 | Male | 12,194 | 1,190 | 1,392 | 1,501 | 1,126 | 1,709 | 1,665 | 1,199 | 990 | 1,422 | 30.2 |
| | | Female | 13,106 | 1,122 | 1,297 | 1,274 | 1,140 | 1,856 | 1,726 | 1,216 | 1,245 | 2,230 | 34.3 |
| Marshall | 30.8 | Male | 14,711 | 1,513 | 1,576 | 1,583 | 1,740 | 2,219 | 1,954 | 1,492 | 1,164 | 1,470 | 29.3 |
| | | Female | 16,089 | 1,566 | 1,591 | 1,503 | 1,871 | 2,380 | 2,141 | 1,633 | 1,320 | 2,084 | 31.4 |
| Monroe | 36.7 | Male | 17,296 | 1,730 | 1,844 | 1,806 | 1,738 | 2,481 | 2,464 | 1,848 | 1,409 | 1,976 | 31.2 |
| | | Female | 19,404 | 1,688 | 1,729 | 1,791 | 1,798 | 2,680 | 2,609 | 2,065 | 1,684 | 3,360 | 35.1 |
| Montgomery | 12.3 | Male | 5,737 | 551 | 637 | 611 | 542 | 734 | 759 | 618 | 512 | 773 | 32.2 |
| | | Female | 6,563 | 517 | 633 | 585 | 604 | 824 | 785 | 679 | 635 | 1,301 | 36.5 |
| Neshoba | 24.9 | Male | 11,937 | 1,178 | 1,333 | 1,353 | 1,133 | 1,620 | 1,702 | 1,194 | 975 | 1,449 | 31.0 |
| | | Female | 12,963 | 1,135 | 1,184 | 1,315 | 1,162 | 1,744 | [illegible] | 1,279 | 1,229 | 2,130 | 34.7 |
| Newton | 20.2 | Male | 9,671 | 872 | 961 | 1,008 | 1,122 | 1,306 | 1,319 | 957 | 827 | 1,299 | 31.7 |
| | | Female | 10,529 | 874 | 885 | 1,014 | 1,079 | 1,356 | 1,372 | 1,038 | 1,024 | 1,887 | 35.4 |
| Noxubee | 12.3 | Male | 5,794 | 730 | 742 | 647 | 566 | 857 | 688 | 489 | 433 | 642 | 27.5 |
| | | Female | 6,506 | 681 | 726 | 673 | 634 | 948 | 727 | 554 | 537 | 1,026 | 30.7 |
| Oktibbeha | 38.7 | Male | 19,322 | 1,567 | 1,552 | 1,441 | 5,774 | 2,840 | 2,241 | 1,510 | 1,029 | 1,368 | 24.2 |
| | | Female | 19,378 | 1,533 | 1,434 | 1,378 | 4,932 | 2,821 | 2,258 | 1,651 | 1,220 | 2,151 | 26.5 |

# POPULATION BY AGE AND SEX

| SMM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **MISSISSIPPI (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Panola | 30.7 | Male | 14,565 | 1,573 | 1,748 | 1,733 | 1,550 | 2,051 | 1,857 | 1,341 | 1,114 | 1,598 | 28.3 |
| | | Female | 16,135 | 1,565 | 1,619 | 1,632 | 1,566 | 2,301 | 2,054 | 1,491 | 1,384 | 2,523 | 32.3 |
| Pearl River | 39.6 | Male | 19,157 | 1,851 | 2,041 | 2,040 | 1,908 | 2,621 | 2,751 | 2,312 | 1,746 | 1,887 | 31.6 |
| | | Female | 20,443 | 1,835 | 1,877 | 1,898 | 1,973 | 2,857 | 3,007 | 2,317 | 1,941 | 2,738 | 34.2 |
| Perry | 10.9 | Male | 5,289 | 535 | 601 | 617 | 541 | 788 | 743 | 557 | 403 | 504 | 29.4 |
| | | Female | 5,611 | 527 | 580 | 570 | 546 | 834 | 767 | 607 | 458 | 722 | 32.0 |
| Pike | 36.6 | Male | 17,098 | 1,698 | 2,003 | 2,010 | 1,695 | 2,258 | 2,349 | 1,651 | 1,420 | 2,014 | 30.1 |
| | | Female | 19,502 | 1,571 | 1,915 | 1,917 | 1,791 | 2,654 | 2,698 | 1,868 | 1,730 | 3,358 | 34.6 |
| Pontotoc | 22.7 | Male | 10,999 | 1,042 | 1,068 | 1,095 | 1,132 | 1,713 | 1,598 | 1,153 | 946 | 1,252 | 31.8 |
| | | Female | 11,701 | 972 | 1,000 | 1,020 | 1,090 | 1,713 | 1,630 | 1,232 | 1,035 | 2,009 | 35.3 |
| Prentiss | 23.3 | Male | 11,204 | 1,022 | 1,069 | 1,034 | 1,389 | 1,593 | 1,568 | 1,263 | 956 | 1,310 | 31.8 |
| | | Female | 12,096 | 931 | 933 | 1,069 | 1,397 | 1,622 | 1,624 | 1,359 | 1,134 | 2,027 | 35.6 |
| Quitman | 10.1 | Male | 4,711 | 535 | 543 | 634 | 495 | 589 | 577 | 424 | 309 | 605 | 27.5 |
| | | Female | 5,389 | 538 | 518 | 619 | 507 | 686 | 636 | 437 | 456 | 992 | 32.5 |
| Rankin | 90.7 | Male | 44,196 | 4,052 | 4,386 | 4,539 | 4,078 | 7,212 | 7,667 | 5,281 | 3,605 | 3,376 | 32.0 |
| | | Female | 46,504 | 3,860 | 4,235 | 4,188 | 4,073 | 7,756 | 8,226 | 5,436 | 3,797 | 4,933 | 33.9 |
| Scott | 24.6 | Male | 11,802 | 1,314 | 1,262 | 1,305 | 1,205 | 1,726 | 1,551 | 1,150 | 979 | 1,310 | 29.7 |
| | | Female | 12,798 | 1,197 | 1,210 | 1,206 | 1,204 | 1,798 | 1,728 | 1,276 | 1,164 | 2,015 | 33.8 |
| Sharkey | 6.9 | Male | 3,185 | 377 | 445 | 453 | 336 | 408 | 396 | 262 | 196 | 312 | 24.6 |
| | | Female | 3,715 | 406 | 419 | 451 | 396 | 484 | 485 | 276 | 261 | 537 | 28.8 |
| Simpson | 24.0 | Male | 11,712 | 1,131 | 1,269 | 1,273 | 1,102 | 1,783 | 1,697 | 1,226 | 983 | 1,248 | 31.1 |
| | | Female | 12,288 | 1,119 | 1,169 | 1,185 | 1,061 | 1,805 | 1,703 | 1,281 | 1,100 | 1,865 | 33.9 |
| Smith | 14.9 | Male | 7,307 | 678 | 776 | 745 | 728 | 1,016 | 1,017 | 815 | 648 | 884 | 32.2 |
| | | Female | 7,593 | 664 | 673 | 709 | 672 | 1,054 | 1,008 | 811 | 726 | 1,276 | 35.2 |
| Stone | 11.2 | Male | 5,502 | 537 | 583 | 549 | 728 | 772 | 760 | 577 | 415 | 581 | 29.6 |
| | | Female | 5,698 | 524 | 488 | 550 | 658 | 802 | 812 | 577 | 478 | 809 | 32.8 |
| Sunflower | 34.3 | Male | 17,226 | 1,747 | 1,923 | 1,814 | 2,211 | 3,064 | 2,431 | 1,382 | 1,029 | 1,625 | 28.0 |
| | | Female | 17,074 | 1,661 | 2,006 | 1,860 | 1,862 | 2,277 | 2,025 | 1,387 | 1,287 | 2,709 | 30.0 |
| Tallahatchie | 15.4 | Male | 7,249 | 836 | 853 | 926 | 789 | 934 | 884 | 638 | 508 | 881 | 27.4 |
| | | Female | 8,151 | 822 | 858 | 862 | 775 | 1,090 | 946 | 760 | 690 | 1,348 | 32.0 |
| Tate | 22.0 | Male | 10,590 | 1,039 | 1,142 | 1,163 | 1,284 | 1,469 | 1,465 | 1,143 | 801 | 1,084 | 29.5 |
| | | Female | 11,410 | 1,037 | 1,069 | 1,057 | 1,300 | 1,697 | 1,600 | 1,163 | 879 | 1,608 | 32.3 |
| Tippah | 19.8 | Male | 9,509 | 807 | 912 | 956 | 1,015 | 1,417 | 1,315 | 1,031 | 806 | 1,250 | 32.5 |
| | | Female | 10,291 | 874 | 908 | 917 | 1,006 | 1,383 | 1,332 | 1,104 | 913 | 1,854 | 35.4 |
| Tishomingo | 17.7 | Male | 8,454 | 702 | 709 | 723 | 799 | 1,201 | 1,228 | 1,038 | 842 | 1,212 | 35.8 |
| | | Female | 9,246 | 673 | 670 | 718 | 845 | 1,188 | 1,284 | 1,079 | 986 | 1,803 | 39.1 |
| Tunica | 8.0 | Male | 3,723 | 471 | 557 | 508 | 406 | 464 | 407 | 285 | 232 | 393 | 23.6 |
| | | Female | 4,277 | 521 | 514 | 496 | 442 | 582 | 489 | 352 | 296 | 585 | 27.8 |
| Union | 22.2 | Male | 10,694 | 942 | 1,005 | 1,082 | 1,055 | 1,538 | 1,585 | 1,158 | 967 | 1,362 | 33.2 |
| | | Female | 11,506 | 869 | 979 | 1,016 | 1,072 | 1,562 | 1,602 | 1,238 | 1,055 | 2,113 | 36.6 |
| Walthall | 14.5 | Male | 7,013 | 735 | 854 | 802 | 689 | 931 | 885 | 680 | 592 | 845 | 29.6 |
| | | Female | 7,487 | 640 | 797 | 779 | 652 | 996 | 899 | 760 | 690 | 1,274 | 33.8 |
| Warren | 47.2 | Male | 22,309 | 2,237 | 2,434 | 2,550 | 2,029 | 3,203 | 3,482 | 2,404 | 1,613 | 2,357 | 30.9 |
| | | Female | 24,891 | 2,082 | 2,478 | 2,404 | 2,044 | 3,786 | 3,694 | 2,589 | 1,981 | 3,833 | 34.1 |
| Washington | 67.6 | Male | 31,639 | 3,799 | 4,134 | 3,842 | 3,197 | 4,440 | 4,217 | 2,735 | 2,216 | 3,059 | 26.9 |
| | | Female | 35,961 | 3,651 | 3,905 | 3,775 | 3,430 | 5,279 | 4,737 | 3,216 | 2,796 | 5,172 | 31.1 |
| Wayne | 19.6 | Male | 9,386 | 963 | 1,118 | 1,036 | 909 | 1,436 | 1,285 | 942 | 735 | 962 | 29.6 |
| | | Female | 10,214 | 960 | 1,051 | 1,037 | 966 | 1,563 | 1,387 | 1,059 | 834 | 1,357 | 32.0 |
| Webster | 10.0 | Male | 4,807 | 441 | 517 | 478 | 449 | 634 | 653 | 500 | 422 | 713 | 33.2 |
| | | Female | 5,193 | 379 | 446 | 437 | 489 | 677 | 664 | 562 | 492 | 1,047 | 37.5 |
| Wilkinson | 9.5 | Male | 4,458 | 502 | 529 | 470 | 429 | 648 | 587 | 393 | 335 | 565 | 29.6 |
| | | Female | 5,042 | 481 | 512 | 439 | 447 | 721 | 630 | 509 | 440 | 863 | 33.9 |
| Winston | 19.4 | Male | 9,146 | 891 | 992 | 1,019 | 873 | 1,137 | 1,313 | 926 | 843 | 1,152 | 32.0 |
| | | Female | 10,254 | 843 | 948 | 1,041 | 831 | 1,305 | 1,407 | 999 | 1,027 | 1,853 | 36.1 |
| Yalobusha | 12.0 | Male | 5,609 | 531 | 595 | 631 | 506 | 760 | 752 | 566 | 477 | 791 | 32.1 |
| | | Female | 6,391 | 512 | 553 | 548 | 520 | 819 | 837 | 639 | 621 | 1,342 | 37.9 |
| Yazoo | 25.1 | Male | 11,755 | 1,316 | 1,499 | 1,337 | 1,055 | 1,611 | 1,486 | 1,064 | 928 | 1,459 | 29.2 |
| | | Female | 13,345 | 1,308 | 1,425 | 1,307 | 1,156 | 1,856 | 1,552 | 1,251 | 1,238 | 2,252 | 33.0 |
| **TOTAL METRO COUNTIES** | **789.8** | **Male** | **382,460** | **38,914** | **38,750** | **37,299** | **41,813** | **64,084** | **58,665** | **39,925** | **29,666** | **33,344** | **30.4** |
| | | **Female** | **407,340** | **37,410** | **37,256** | **35,558** | **41,787** | **67,821** | **62,265** | **43,106** | **33,224** | **48,913** | **32.6** |
| **TOTAL STATE** | **2,591.8** | **Male** | **1,240,601** | **125,777** | **132,196** | **129,159** | **140,045** | **187,902** | **176,107** | **124,930** | **96,421** | **128,064** | **30.0** |
| | | **Female** | **1,351,199** | **121,070** | **126,630** | **123,818** | **142,206** | **201,722** | **187,820** | **136,105** | **113,827** | **198,001** | **33.0** |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **MISSOURI** | | | | | | | | | | | | | |
| **COLUMBIA** | **114.3** | **Male** | **55,414** | **5,090** | **4,484** | **3,724** | **11,782** | **10,306** | **8,348** | **4,679** | **3,107** | **3,894** | **27.5** |
| | | **Female** | **58,886** | **4,886** | **4,437** | **3,628** | **12,531** | **10,587** | **8,506** | **5,058** | **3,337** | **5,916** | **28.7** |
| Boone | 114.3 | Male | 55,414 | 5,090 | 4,484 | 3,724 | 11,782 | 10,306 | 8,348 | 4,679 | 3,107 | 3,894 | 27.5 |
| | | Female | 58,886 | 4,886 | 4,437 | 3,628 | 12,531 | 10,587 | 8,506 | 5,058 | 3,337 | 5,916 | 28.7 |
| **JOPLIN** | **136.4** | **Male** | **65,456** | **6,009** | **6,262** | **5,880** | **6,532** | **9,966** | **9,613** | **7,173** | **5,756** | **8,265** | **33.1** |
| | | **Female** | **70,944** | **5,739** | **5,943** | **5,661** | **6,407** | **10,317** | **10,086** | **7,594** | **6,418** | **12,779** | **36.4** |
| Jasper | 91.4 | Male | 43,520 | 3,978 | 4,175 | 3,863 | 4,469 | 6,813 | 6,419 | 4,574 | 3,685 | 5,544 | 32.7 |
| | | Female | 47,880 | 3,776 | 3,956 | 3,775 | 4,454 | 7,079 | 6,765 | 4,852 | 4,338 | 8,885 | 36.3 |
| Newton | 45.0 | Male | 21,936 | 2,031 | 2,087 | 2,017 | 2,063 | 3,153 | 3,194 | 2,599 | 2,071 | 2,721 | 33.8 |
| | | Female | 23,064 | 1,963 | 1,987 | 1,886 | 1,953 | 3,238 | 3,321 | 2,742 | 2,080 | 3,894 | 36.5 |
| **KANSAS CITY** | **1,607.2** | **Male** | **777,601** | **77,997** | **74,475** | **65,912** | **70,318** | **139,964** | **129,111** | **85,297** | **61,502** | **73,025** | **32.2** |
| | | **Female** | **829,599** | **74,236** | **71,079** | **63,470** | **72,367** | **143,602** | **133,519** | **88,735** | **67,957** | **114,634** | **34.3** |
| Cass | 66.6 | Male | 32,480 | 3,338 | 3,490 | 3,137 | 2,744 | 5,307 | 5,054 | 3,931 | 2,659 | 2,820 | 31.7 |
| | | Female | 34,120 | 3,201 | 3,279 | 2,985 | 2,774 | 5,594 | 5,354 | 3,958 | 2,584 | 4,391 | 33.6 |
| Clay | 157.1 | Male | 76,041 | 7,388 | 7,002 | 6,295 | 7,287 | 13,707 | 12,627 | 8,911 | 6,291 | 6,533 | 32.3 |
| | | Female | 81,059 | 6,987 | 6,906 | 6,112 | 7,629 | 14,303 | 13,298 | 9,250 | 6,755 | 9,819 | 34.0 |
| Jackson | 637.4 | Male | 303,444 | 30,638 | 27,863 | 24,872 | 29,356 | 55,668 | 46,974 | 31,647 | 25,084 | 31,342 | 32.0 |
| | | Female | 333,956 | 29,037 | 26,767 | 24,140 | 30,333 | 57,399 | 49,923 | 34,818 | 29,103 | 52,436 | 34.9 |
| Lafayette | 31.5 | Male | 15,406 | 1,427 | 1,500 | 1,438 | 1,394 | 2,251 | 2,157 | 1,801 | 1,394 | 2,044 | 33.6 |
| | | Female | 16,094 | 1,367 | 1,382 | 1,241 | 1,207 | 2,178 | 2,275 | 1,747 | 1,442 | 3,255 | 38.0 |
| Platte | 60.7 | Male | 30,124 | 2,875 | 2,742 | 2,584 | 2,696 | 5,366 | 5,396 | 4,099 | 2,186 | 2,180 | 32.8 |
| | | Female | 30,576 | 2,661 | 2,653 | 2,531 | 2,825 | 5,508 | 5,648 | 3,751 | 2,132 | 2,867 | 33.4 |
| Ray | 22.4 | Male | 10,998 | 1,017 | 1,159 | 1,126 | 844 | 1,618 | 1,611 | 1,404 | 992 | 1,227 | 33.4 |
| | | Female | 11,402 | 1,034 | 1,075 | 982 | 801 | 1,674 | 1,672 | 1,371 | 1,003 | 1,790 | 35.8 |
| *Johnson, Kans.* | *379.8* | Male | *183,724* | *18,705* | *17,986* | *15,583* | *14,752* | *33,539* | *34,248* | *21,029* | *13,260* | *14,622* | *32.4* |
| | | Female | *196,076* | *18,004* | *17,027* | *14,941* | *15,729* | *36,285* | *36,654* | *21,477* | *14,528* | *21,431* | *33.9* |
| *Leavenworth, Kans.* | *66.7* | Male | *36,748* | *3,067* | *3,353* | *2,779* | *2,939* | *7,449* | *8,345* | *3,715* | *2,334* | *2,767* | *33.4* |
| | | Female | *29,952* | *2,758* | *3,143* | *2,749* | *2,346* | *4,908* | *5,249* | *2,974* | *2,175* | *3,650* | *33.1* |
| *Miami, Kans.* | *24.2* | Male | *11,909* | *1,106* | *1,212* | *1,162* | *897* | *1,860* | *1,857* | *1,428* | *1,047* | *1,340* | *33.5* |
| | | Female | *12,291* | *1,061* | *1,148* | *1,046* | *883* | *1,805* | *1,853* | *1,374* | *1,070* | *2,051* | *36.1* |
| *Wyandotte, Kans.* | *160.8* | Male | *76,727* | *8,436* | *8,168* | *6,936* | *7,409* | *13,199* | *10,842* | *7,332* | *6,255* | *8,150* | *30.6* |
| | | Female | *84,073* | *8,126* | *7,699* | *6,743* | *7,840* | *13,948* | *11,593* | *8,015* | *7,165* | *12,944* | *33.3* |
| **ST. JOSEPH** | **82.7** | **Male** | **39,221** | **3,776** | **3,765** | **3,530** | **3,750** | **6,223** | **5,643** | **3,921** | **3,441** | **5,172** | **32.7** |
| | | **Female** | **43,479** | **3,611** | **3,508** | **3,322** | **3,985** | **6,388** | **5,870** | **4,304** | **3,937** | **8,554** | **36.6** |
| Buchanan | 82.7 | Male | 39,221 | 3,776 | 3,765 | 3,530 | 3,750 | 6,223 | 5,643 | 3,921 | 3,441 | 5,172 | 32.7 |
| | | Female | 43,479 | 3,611 | 3,508 | 3,322 | 3,985 | 6,388 | 5,870 | 4,304 | 3,937 | 8,554 | 36.6 |
| **ST. LOUIS** | **2,475.7** | **Male** | **1,184,438** | **118,163** | **114,238** | **102,365** | **111,079** | **205,437** | **184,945** | **127,037** | **99,331** | **121,843** | **32.1** |
| | | **Female** | **1,291,262** | **112,956** | **109,037** | **98,702** | **114,458** | **214,044** | **196,904** | **136,254** | **112,139** | **196,768** | **34.8** |
| Franklin | 84.2 | Male | 41,559 | 4,188 | 4,405 | 3,838 | 3,892 | 6,789 | 6,133 | 4,645 | 3,411 | 4,258 | 31.6 |
| | | Female | 42,641 | 4,001 | 4,011 | 3,722 | 3,862 | 6,646 | 6,143 | 4,686 | 3,525 | 6,045 | 33.6 |
| Jefferson | 177.2 | Male | 87,989 | 9,651 | 9,423 | 8,251 | 7,887 | 16,161 | 14,224 | 9,935 | 6,308 | 6,149 | 30.4 |
| | | Female | 89,211 | 8,860 | 9,048 | 7,829 | 8,138 | 16,276 | 14,346 | 9,684 | 6,344 | 8,686 | 31.6 |
| St. Charles | 231.5 | Male | 114,816 | 13,172 | 12,383 | 10,321 | 9,828 | 21,992 | 20,109 | 13,001 | 7,544 | 6,466 | 30.3 |
| | | Female | 116,684 | 12,263 | 11,999 | 9,920 | 10,198 | 22,700 | 20,446 | 12,191 | 7,340 | 9,627 | 31.2 |
| St. Louis | 1,005.2 | Male | 479,280 | 44,085 | 43,547 | 39,366 | 43,281 | 80,815 | 77,306 | 55,381 | 43,706 | 51,793 | 33.6 |
| | | Female | 525,920 | 42,227 | 41,393 | 37,998 | 43,846 | 84,794 | 85,378 | 60,561 | 48,705 | 81,018 | 36.5 |
| St. Louis city | 386.3 | Male | 175,992 | 19,020 | 16,347 | 14,414 | 18,436 | 32,937 | 24,314 | 14,725 | 13,763 | 22,036 | 31.0 |
| | | Female | 210,308 | 18,651 | 15,883 | 14,286 | 20,653 | 35,324 | 26,423 | 17,736 | 18,404 | 42,948 | 35.1 |
| *Clinton, Ill.* | *34.2* | Male | *17,433* | *1,553* | *1,682* | *1,579* | *1,780* | *3,059* | *2,634* | *1,727* | *1,449* | *1,970* | *31.9* |
| | | Female | *16,767* | *1,421* | *1,597* | *1,454* | *1,423* | *2,580* | *2,291* | *1,694* | *1,535* | *2,772* | *34.6* |
| *Jersey, Ill.* | *20.7* | Male | *10,127* | *919* | *1,016* | *947* | *1,053* | *1,506* | *1,502* | *1,102* | *913* | *1,169* | *32.5* |
| | | Female | *10,573* | *896* | *973* | *838* | *1,080* | *1,552* | *1,430* | *1,160* | *935* | *1,709* | *34.7* |
| *Madison, Ill.* | *250.7* | Male | *120,374* | *11,318* | *11,157* | *10,377* | *11,496* | *19,850* | *18,400* | *13,297* | *10,824* | *13,655* | *33.0* |
| | | Female | *130,326* | *10,945* | *10,665* | *10,108* | *11,911* | *20,112* | *18,952* | *13,873* | *12,262* | *21,498* | *35.8* |
| *Monroe, Ill.* | *23.2* | Male | *11,425* | *1,065* | *1,182* | *999* | *919* | *1,870* | *1,783* | *1,255* | *1,078* | *1,274* | *33.3* |
| | | Female | *11,775* | *1,012* | *1,071* | *894* | *934* | *1,921* | *1,678* | *1,328* | *1,052* | *1,885* | *35.3* |
| *St. Clair, Ill.* | *262.5* | Male | *125,443* | *13,192* | *13,096* | *12,273* | *12,507* | *20,458* | *18,540* | *11,969* | *10,335* | *13,073* | *30.7* |
| | | Female | *137,057* | *12,680* | *12,397* | *11,653* | *12,413* | *22,139* | *19,817* | *13,341* | *12,037* | *20,580* | *33.8* |
| **SPRINGFIELD** | **248.2** | **Male** | **119,326** | **10,384** | **10,320** | **9,864** | **16,140** | **19,428** | **18,[illegible]20** | **12,570** | **9,352** | **12,648** | **31.7** |
| | | **Female** | **128,874** | **9,790** | **9,705** | **9,303** | **16,895** | **19,881** | **19,168** | **13,387** | **10,586** | **20,159** | **34.4** |
| Christian | 35.1 | Male | 17,165 | 1,681 | 1,822 | 1,736 | 1,409 | 2,741 | 2,820 | 1,952 | 1,345 | 1,659 | 32.1 |
| | | Female | 17,935 | 1,576 | 1,657 | 1,610 | 1,499 | 3,041 | 2,939 | 1,930 | 1,373 | 2,310 | 33.6 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES | | | | Population by Age and Sex | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | Median Age By Sex |
| **MISSOURI (continued)** | | | | | | | | | | | | | |
| **SPRINGFIELD (continued)** | | | | | | | | | | | | | |
| Greene | 213.1 | Male | 102,161 | 8,703 | 8,498 | 8,128 | 14,731 | 16,687 | 15,800 | 10,618 | 8,007 | 10,989 | 31.6 |
| | | Female | 110,939 | 8,214 | 8,048 | 7,693 | 15,396 | 16,840 | 16,229 | 11,457 | 9,213 | 17,849 | 34.6 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Adair | 24.3 | Male | 11,382 | 824 | 848 | 807 | 2,865 | 1,586 | 1,467 | 1,008 | 711 | 1,266 | 27.2 |
| | | Female | 12,918 | 878 | 818 | 814 | 3,319 | 1,593 | 1,518 | 1,049 | 885 | 2,044 | 29.0 |
| Andrew | 14.8 | Male | 7,198 | 597 | 760 | 690 | 559 | 1,012 | 1,176 | 814 | 637 | 953 | 34.8 |
| | | Female | 7,602 | 616 | 685 | 659 | 590 | 1,078 | 1,100 | 825 | 650 | 1,399 | 36.6 |
| Atchison | 7.2 | Male | 3,518 | 272 | 278 | 308 | 437 | 445 | 481 | 362 | 315 | 620 | 35.4 |
| | | Female | 3,682 | 219 | 292 | 260 | 342 | 425 | 478 | 352 | 382 | 932 | 41.3 |
| Audrain | 23.2 | Male | 11,182 | 1,007 | 1,083 | 1,050 | 798 | 1,514 | 1,608 | 1,164 | 1,044 | 1,914 | 35.9 |
| | | Female | 12,018 | 942 | 1,009 | 1,036 | 798 | 1,501 | 1,663 | 1,263 | 1,198 | 2,608 | 39.3 |
| Barry | 28.3 | Male | 13,839 | 1,211 | 1,297 | 1,253 | 1,063 | 1,907 | 1,774 | 1,592 | 1,418 | 2,324 | 36.1 |
| | | Female | 14,461 | 1,093 | 1,163 | 1,170 | 1,075 | 1,871 | 1,814 | 1,687 | 1,563 | 3,025 | 39.7 |
| Barton | 11.4 | Male | 5,506 | 501 | 591 | 479 | 402 | 819 | 752 | 537 | 486 | 939 | 34.5 |
| | | Female | 5,894 | 461 | 527 | 460 | 382 | 819 | 738 | 569 | 588 | 1,350 | 39.0 |
| Bates | 15.1 | Male | 7,286 | 621 | 766 | 661 | 498 | 951 | 1,016 | 785 | 758 | 1,230 | 36.4 |
| | | Female | 7,814 | 623 | 654 | 619 | 539 | 973 | 972 | 827 | 838 | 1,769 | 40.1 |
| Benton | 14.1 | Male | 6,901 | 464 | 532 | 587 | 454 | 731 | 819 | 850 | 992 | 1,472 | 43.3 |
| | | Female | 7,199 | 424 | 500 | 522 | 400 | 737 | 888 | 934 | 1,041 | 1,753 | 46.3 |
| Bollinger | 10.8 | Male | 5,334 | 466 | 512 | 450 | 459 | 743 | 741 | 598 | 529 | 836 | 35.5 |
| | | Female | 5,466 | 463 | 492 | 469 | 411 | 721 | 741 | 604 | 541 | 1,024 | 37.4 |
| Boone | 114.3 | Male | 55,414 | 5,090 | 4,484 | 3,724 | 11,782 | 10,306 | 8,348 | 4,679 | 3,107 | 3,894 | 27.5 |
| | | Female | 58,886 | 4,886 | 4,437 | 3,628 | 12,531 | 10,587 | 8,506 | 5,058 | 3,337 | 5,916 | 28.7 |
| Buchanan | 82.7 | Male | 39,221 | 3,776 | 3,765 | 3,530 | 3,750 | 6,223 | 5,643 | 3,921 | 3,441 | 5,172 | 32.7 |
| | | Female | 43,479 | 3,611 | 3,508 | 3,322 | 3,985 | 6,388 | 5,870 | 4,304 | 3,937 | 8,554 | 36.6 |
| Butler | 38.7 | Male | 18,461 | 1,610 | 1,737 | 1,826 | 1,556 | 2,568 | 2,586 | 2,040 | 1,848 | 2,690 | 34.7 |
| | | Female | 20,239 | 1,561 | 1,621 | 1,645 | 1,620 | 2,811 | 2,827 | 2,219 | 2,149 | 3,786 | 38.0 |
| Caldwell | 8.4 | Male | 3,991 | 352 | 350 | 382 | 292 | 516 | 554 | 439 | 403 | 703 | 36.9 |
| | | Female | 4,409 | 369 | 382 | 372 | 292 | 530 | 537 | 472 | 386 | 1,069 | 39.8 |
| Callaway | 33.8 | Male | 16,435 | 1,563 | 1,601 | 1,438 | 1,627 | 2,633 | 2,682 | 1,771 | 1,355 | 1,765 | 32.6 |
| | | Female | 17,365 | 1,477 | 1,473 | 1,347 | 2,094 | 2,705 | 2,570 | 1,774 | 1,406 | 2,519 | 33.5 |
| Camden | 28.6 | Male | 14,282 | 1,125 | 1,129 | 1,098 | 909 | 1,764 | 1,905 | 1,788 | 2,022 | 2,542 | 40.9 |
| | | Female | 14,318 | 929 | 1,024 | 965 | 859 | 1,781 | 2,032 | 1,879 | 2,107 | 2,742 | 42.9 |
| Cape Girardeau | 62.3 | Male | 29,945 | 2,648 | 2,665 | 2,345 | 4,296 | 4,695 | 4,487 | 3,028 | 2,347 | 3,434 | 31.4 |
| | | Female | 32,355 | 2,488 | 2,428 | 2,356 | 4,595 | 4,738 | 4,624 | 3,235 | 2,597 | 5,294 | 34.1 |
| Carroll | 10.5 | Male | 4,992 | 424 | 472 | 490 | 335 | 639 | 690 | 548 | 487 | 907 | 37.0 |
| | | Female | 5,508 | 422 | 481 | 468 | 383 | 633 | 678 | 566 | 529 | 1,348 | 40.4 |
| Carter | 5.6 | Male | 2,767 | 253 | 276 | 292 | 219 | 351 | 357 | 323 | 289 | 407 | 34.8 |
| | | Female | 2,833 | 235 | 250 | 247 | 225 | 361 | 380 | 340 | 305 | 490 | 37.6 |
| Cass | 66.6 | Male | 32,480 | 3,338 | 3,490 | 3,137 | 2,744 | 5,307 | 5,054 | 3,931 | 2,659 | 2,820 | 31.7 |
| | | Female | 34,120 | 3,201 | 3,279 | 2,985 | 2,774 | 5,594 | 5,354 | 3,958 | 2,584 | 4,391 | 33.6 |
| Cedar | 12.1 | Male | 5,724 | 444 | 482 | 497 | 407 | 652 | 668 | 631 | 704 | 1,239 | 40.7 |
| | | Female | 6,376 | 441 | 455 | 502 | 370 | 673 | 770 | 704 | 731 | 1,730 | 44.7 |
| Chariton | 9.0 | Male | 4,333 | 360 | 420 | 372 | 292 | 566 | 562 | 470 | 442 | 849 | 37.8 |
| | | Female | 4,667 | 399 | 411 | 369 | 280 | 542 | 562 | 472 | 507 | 1,125 | 40.9 |
| Christian | 35.1 | Male | 17,165 | 1,681 | 1,822 | 1,736 | 1,409 | 2,741 | 2,820 | 1,952 | 1,345 | 1,659 | 32.1 |
| | | Female | 17,935 | 1,576 | 1,657 | 1,610 | 1,499 | 3,041 | 2,939 | 1,930 | 1,373 | 2,310 | 33.6 |
| Clark | 7.4 | Male | 3,677 | 327 | 374 | 349 | 290 | 506 | 518 | 446 | 326 | 541 | 34.9 |
| | | Female | 3,723 | 291 | 377 | 308 | 285 | 463 | 523 | 390 | 349 | 737 | 37.6 |
| Clay | 157.1 | Male | 76,041 | 7,388 | 7,002 | 6,295 | 7,287 | 13,707 | 12,627 | 8,911 | 6,291 | 6,533 | 32.3 |
| | | Female | 81,059 | 6,987 | 6,906 | 6,112 | 7,629 | 14,303 | 13,298 | 9,250 | 6,755 | 9,819 | 34.0 |
| Clinton | 16.8 | Male | 8,144 | 769 | 845 | 767 | 597 | 1,177 | 1,199 | 1,043 | 729 | 1,018 | 34.3 |
| | | Female | 8,656 | 723 | 789 | 783 | 592 | 1,193 | 1,241 | 1,040 | 737 | 1,558 | 37.0 |
| Cole | 64.4 | Male | 32,851 | 2,772 | 2,892 | 2,622 | 3,409 | 6,791 | 5,760 | 3,360 | 2,302 | 2,943 | 32.0 |
| | | Female | 31,549 | 2,690 | 2,731 | 2,492 | 2,845 | 5,071 | 4,946 | 3,175 | 2,535 | 5,064 | 34.9 |
| Cooper | 14.8 | Male | 7,615 | 605 | 653 | 603 | 1,390 | 976 | 974 | 712 | 584 | 1,118 | 30.7 |
| | | Female | 7,185 | 565 | 650 | 564 | 481 | 984 | 962 | 718 | 659 | 1,602 | 38.6 |
| Crawford | 19.7 | Male | 9,586 | 844 | 990 | 877 | 732 | 1,369 | 1,262 | 1,072 | 966 | 1,474 | 34.9 |
| | | Female | 10,114 | 804 | 931 | 861 | 728 | 1,421 | 1,308 | 1,116 | 1,002 | 1,943 | 37.4 |
| Dade | 7.5 | Male | 3,575 | 340 | 327 | 286 | 243 | 479 | 469 | 369 | 381 | 681 | 37.4 |
| | | Female | 3,925 | 286 | 337 | 317 | 224 | 486 | 447 | 404 | 417 | 1,007 | 42.0 |
| Dallas | 13.1 | Male | 6,402 | 581 | 605 | 628 | 465 | 862 | 816 | 731 | 649 | 1,065 | 35.7 |
| | | Female | 6,698 | 557 | 565 | 588 | 441 | 870 | 889 | 722 | 698 | 1,368 | 38.7 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **MISSOURI (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Daviess | 7.8 | Male | 3,702 | 346 | 335 | 385 | 250 | 465 | 447 | 440 | 395 | 639 | 36.6 |
| | | Female | 4,098 | 346 | 368 | 339 | 264 | 478 | 486 | 429 | 420 | 968 | 40.2 |
| De Kalb | 10.9 | Male | 6,348 | 394 | 440 | 397 | 806 | 1,606 | 990 | 568 | 431 | 716 | 32.1 |
| | | Female | 4,552 | 356 | 423 | 326 | 291 | 610 | 559 | 462 | 430 | 1,095 | 39.8 |
| Dent | 13.7 | Male | 6,593 | 550 | 625 | 696 | 487 | 829 | 904 | 748 | 686 | 1,068 | 36.2 |
| | | Female | 7,107 | 506 | 621 | 621 | 478 | 901 | 924 | 821 | 702 | 1,533 | 39.6 |
| Douglas | 12.0 | Male | 5,831 | 534 | 560 | 552 | 413 | 724 | 790 | 734 | 609 | 915 | 36.7 |
| | | Female | 6,169 | 514 | 540 | 520 | 423 | 785 | 807 | 736 | 655 | 1,189 | 38.7 |
| Dunklin | 32.6 | Male | 15,114 | 1,372 | 1,476 | 1,544 | 1,281 | 2,022 | 2,015 | 1,760 | 1,409 | 2,235 | 34.3 |
| | | Female | 17,486 | 1,334 | 1,375 | 1,542 | 1,372 | 2,233 | 2,266 | 2,011 | 1,642 | 3,711 | 38.9 |
| Franklin | 84.2 | Male | 41,559 | 4,188 | 4,405 | 3,838 | 3,892 | 6,789 | 6,133 | 4,645 | 3,411 | 4,258 | 31.6 |
| | | Female | 42,641 | 4,001 | 4,011 | 3,722 | 3,862 | 6,646 | 6,143 | 4,686 | 3,525 | 6,045 | 33.6 |
| Gasconade | 14.2 | Male | 6,865 | 589 | 619 | 571 | 492 | 1,011 | 940 | 693 | 691 | 1,259 | 36.6 |
| | | Female | 7,335 | 614 | 581 | 571 | 501 | 988 | 867 | 725 | 745 | 1,743 | 39.8 |
| Gentry | 6.6 | Male | 3,107 | 272 | 310 | 254 | 208 | 427 | 344 | 358 | 314 | 620 | 37.4 |
| | | Female | 3,493 | 251 | 283 | 251 | 217 | 405 | 348 | 337 | 340 | 1,061 | 44.8 |
| Greene | 213.1 | Male | 102,161 | 8,703 | 8,498 | 8,128 | 14,731 | 16,687 | 15,800 | 10,618 | 8,007 | 10,989 | 31.6 |
| | | Female | 110,939 | 8,214 | 8,048 | 7,693 | 15,396 | 16,840 | 16,229 | 11,457 | 9,213 | 17,849 | 34.6 |
| Grundy | 10.3 | Male | 4,791 | 369 | 436 | 414 | 330 | 615 | 678 | 570 | 501 | 878 | 38.4 |
| | | Female | 5,509 | 386 | 411 | 425 | 358 | 649 | 689 | 615 | 558 | 1,418 | 42.6 |
| Harrison | 8.3 | Male | 3,988 | 318 | 364 | 311 | 270 | 520 | 496 | 441 | 450 | 818 | 39.3 |
| | | Female | 4,312 | 274 | 324 | 303 | 248 | 528 | 458 | 485 | 467 | 1,225 | 45.4 |
| Henry | 20.1 | Male | 9,621 | 790 | 857 | 900 | 770 | 1,297 | 1,289 | 1,103 | 943 | 1,672 | 36.5 |
| | | Female | 10,479 | 809 | 812 | 771 | 693 | 1,305 | 1,387 | 1,139 | 1,053 | 2,510 | 41.1 |
| Hickory | 7.4 | Male | 3,628 | 213 | 284 | 235 | 195 | 309 | 381 | 401 | 602 | 1,008 | 49.7 |
| | | Female | 3,772 | 201 | 241 | 252 | 177 | 360 | 431 | 413 | 610 | 1,087 | 50.5 |
| Holt | 5.9 | Male | 2,872 | 247 | 276 | 262 | 205 | 367 | 423 | 271 | 268 | 553 | 36.9 |
| | | Female | 3,028 | 243 | 237 | 239 | 187 | 367 | 363 | 286 | 296 | 810 | 41.6 |
| Howard | 9.6 | Male | 4,656 | 370 | 444 | 423 | 580 | 626 | 613 | 451 | 412 | 737 | 33.2 |
| | | Female | 4,944 | 395 | 425 | 338 | 489 | 640 | 613 | 479 | 459 | 1,106 | 38.0 |
| Howell | 31.9 | Male | 15,330 | 1,429 | 1,445 | 1,490 | 1,236 | 2,027 | 2,119 | 1,754 | 1,529 | 2,301 | 35.2 |
| | | Female | 16,570 | 1,280 | 1,414 | 1,344 | 1,243 | 2,172 | 2,258 | 1,887 | 1,642 | 3,330 | 38.7 |
| Iron | 10.7 | Male | 5,052 | 430 | 510 | 494 | 367 | 662 | 666 | 584 | 531 | 808 | 35.9 |
| | | Female | 5,648 | 402 | 514 | 504 | 418 | 682 | 735 | 616 | 542 | 1,235 | 39.1 |
| Jackson | 637.4 | Male | 303,444 | 30,638 | 27,863 | 24,872 | 29,356 | 55,668 | 46,974 | 31,647 | 25,084 | 31,342 | 32.0 |
| | | Female | 333,956 | 29,037 | 26,767 | 24,140 | 30,333 | 57,399 | 49,923 | 34,818 | 29,103 | 52,436 | 34.9 |
| Jasper | 91.4 | Male | 43,520 | 3,978 | 4,175 | 3,863 | 4,469 | 6,813 | 6,419 | 4,574 | 3,685 | 5,544 | 32.7 |
| | | Female | 47,880 | 3,776 | 3,956 | 3,775 | 4,454 | 7,079 | 6,765 | 4,852 | 4,338 | 8,885 | 36.3 |
| Jefferson | 177.2 | Male | 87,989 | 9,651 | 9,423 | 8,251 | 7,887 | 16,161 | 14,224 | 9,935 | 6,308 | 6,149 | 30.4 |
| | | Female | 89,211 | 8,860 | 9,048 | 7,829 | 8,138 | 16,276 | 14,346 | 9,684 | 6,344 | 8,686 | 31.6 |
| Johnson | 43.5 | Male | 22,048 | 2,123 | 1,972 | 1,599 | 5,145 | 3,643 | 2,668 | 1,878 | 1,347 | 1,673 | 25.5 |
| | | Female | 21,452 | 1,945 | 1,731 | 1,436 | 4,659 | 3,363 | 2,564 | 1,905 | 1,391 | 2,458 | 27.8 |
| Knox | 4.3 | Male | 2,055 | 164 | 172 | 190 | 158 | 276 | 253 | 238 | 241 | 363 | 37.7 |
| | | Female | 2,245 | 163 | 148 | 186 | 137 | 250 | 280 | 258 | 247 | 576 | 43.5 |
| Laclede | 27.6 | Male | 13,439 | 1,281 | 1,387 | 1,190 | 1,194 | 2,038 | 1,874 | 1,515 | 1,188 | 1,772 | 33.2 |
| | | Female | 14,161 | 1,168 | 1,243 | 1,170 | 1,148 | 2,088 | 1,987 | 1,559 | 1,280 | 2,518 | 36.3 |
| Lafayette | 31.5 | Male | 15,406 | 1,427 | 1,500 | 1,438 | 1,394 | 2,251 | 2,157 | 1,801 | 1,394 | 2,044 | 33.6 |
| | | Female | 16,094 | 1,367 | 1,382 | 1,241 | 1,207 | 2,178 | 2,275 | 1,747 | 1,442 | 3,255 | 38.0 |
| Lawrence | 30.7 | Male | 14,871 | 1,397 | 1,446 | 1,390 | 1,262 | 2,072 | 2,019 | 1,677 | 1,336 | 2,272 | 34.4 |
| | | Female | 15,829 | 1,261 | 1,391 | 1,353 | 1,133 | 2,157 | 2,041 | 1,799 | 1,428 | 3,266 | 38.0 |
| Lewis | 10.0 | Male | 4,783 | 382 | 443 | 381 | 629 | 643 | 598 | 551 | 428 | 728 | 33.7 |
| | | Female | 5,217 | 341 | 407 | 415 | 733 | 624 | 608 | 543 | 466 | 1,080 | 36.5 |
| Lincoln | 30.5 | Male | 15,219 | 1,650 | 1,724 | 1,416 | 1,164 | 2,568 | 2,245 | 1,755 | 1,235 | 1,462 | 31.4 |
| | | Female | 15,281 | 1,541 | 1,536 | 1,330 | 1,199 | 2,557 | 2,228 | 1,609 | 1,193 | 2,088 | 33.0 |
| Linn | 13.7 | Male | 6,401 | 554 | 576 | 584 | 426 | 856 | 871 | 635 | 654 | 1,245 | 37.3 |
| | | Female | 7,299 | 546 | 630 | 517 | 425 | 868 | 862 | 710 | 725 | 2,016 | 42.7 |
| Livingston | 14.5 | Male | 6,637 | 585 | 662 | 601 | 520 | 854 | 916 | 779 | 641 | 1,079 | 36.1 |
| | | Female | 7,863 | 596 | 639 | 583 | 544 | 1,124 | 1,089 | 776 | 746 | 1,766 | 39.1 |
| McDonald | 17.3 | Male | 8,590 | 872 | 865 | 814 | 733 | 1,269 | 1,140 | 991 | 841 | 1,065 | 33.0 |
| | | Female | 8,710 | 777 | 784 | 699 | 725 | 1,218 | 1,152 | 1,055 | 858 | 1,442 | 36.3 |
| Macon | 15.3 | Male | 7,274 | 581 | 644 | 691 | 559 | 955 | 1,036 | 786 | 696 | 1,326 | 37.0 |
| | | Female | 8,026 | 528 | 651 | 679 | 550 | 976 | 1,068 | 827 | 762 | 1,985 | 40.9 |
| Madison | 11.4 | Male | 5,501 | 479 | 535 | 515 | 462 | 763 | 708 | 553 | 541 | 945 | 35.0 |
| | | Female | 5,899 | 453 | 479 | 482 | 416 | 796 | 760 | 651 | 610 | 1,252 | 39.3 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **MISSOURI (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Maries | 8.1 | Male | 4,001 | 330 | 373 | 375 | 328 | 552 | 508 | 483 | 440 | 612 | 35.8 |
| | | Female | 4,099 | 342 | 334 | 357 | 313 | 519 | 500 | 527 | 429 | 778 | 38.7 |
| Marion | 27.5 | Male | 12,944 | 1,251 | 1,345 | 1,232 | 1,054 | 1,910 | 1,952 | 1,232 | 1,093 | 1,875 | 33.3 |
| | | Female | 14,556 | 1,194 | 1,350 | 1,138 | 1,135 | 2,024 | 1,974 | 1,352 | 1,265 | 3,124 | 37.2 |
| Mercer | 3.5 | Male | 1,702 | 120 | 160 | 134 | 97 | 203 | 214 | 176 | 211 | 387 | 41.4 |
| | | Female | 1,798 | 104 | 131 | 138 | 81 | 200 | 202 | 180 | 231 | 531 | 47.7 |
| Miller | 21.0 | Male | 10,241 | 1,015 | 1,034 | 985 | 870 | 1,458 | 1,476 | 1,048 | 971 | 1,384 | 33.3 |
| | | Female | 10,759 | 946 | 1,042 | 869 | 833 | 1,594 | 1,423 | 1,130 | 1,006 | 1,916 | 35.7 |
| Mississippi | 14.3 | Male | 6,688 | 679 | 709 | 769 | 573 | 913 | 859 | 737 | 555 | 894 | 31.7 |
| | | Female | 7,612 | 634 | 704 | 659 | 595 | 1,040 | 978 | 812 | 711 | 1,479 | 36.8 |
| Moniteau | 12.3 | Male | 6,065 | 515 | 656 | 579 | 544 | 939 | 901 | 640 | 476 | 815 | 32.9 |
| | | Female | 6,235 | 529 | 558 | 564 | 454 | 847 | 865 | 582 | 546 | 1,290 | 36.9 |
| Monroe | 9.0 | Male | 4,403 | 417 | 481 | 406 | 324 | 589 | 605 | 479 | 394 | 708 | 34.7 |
| | | Female | 4,597 | 379 | 443 | 364 | 288 | 624 | 557 | 503 | 423 | 1,016 | 38.6 |
| Montgomery | 11.4 | Male | 5,489 | 496 | 503 | 512 | 406 | 749 | 724 | 630 | 550 | 919 | 36.1 |
| | | Female | 5,911 | 458 | 529 | 493 | 382 | 779 | 717 | 648 | 536 | 1,369 | 39.4 |
| Morgan | 15.9 | Male | 7,774 | 660 | 640 | 628 | 522 | 918 | 917 | 953 | 1,025 | 1,511 | 40.7 |
| | | Female | 8,126 | 621 | 600 | 555 | 540 | 933 | 966 | 996 | 1,109 | 1,806 | 43.4 |
| New Madrid | 20.4 | Male | 9,721 | 982 | 1,065 | 1,075 | 872 | 1,297 | 1,333 | 1,073 | 821 | 1,203 | 31.7 |
| | | Female | 10,679 | 882 | 1,008 | 985 | 865 | 1,534 | 1,419 | 1,101 | 998 | 1,887 | 35.5 |
| Newton | 45.0 | Male | 21,936 | 2,031 | 2,087 | 2,017 | 2,063 | 3,153 | 3,194 | 2,599 | 2,071 | 2,721 | 33.8 |
| | | Female | 23,064 | 1,963 | 1,987 | 1,886 | 1,953 | 3,238 | 3,321 | 2,742 | 2,080 | 3,894 | 36.5 |
| Nodaway | 21.7 | Male | 10,496 | 824 | 896 | 803 | 2,336 | 1,399 | 1,240 | 886 | 746 | 1,366 | 27.8 |
| | | Female | 11,204 | 781 | 903 | 748 | 2,478 | 1,327 | 1,197 | 948 | 823 | 1,999 | 30.2 |
| Oregon | 9.4 | Male | 4,526 | 347 | 393 | 427 | 337 | 519 | 599 | 579 | 519 | 806 | 39.0 |
| | | Female | 4,874 | 304 | 351 | 419 | 338 | 560 | 698 | 571 | 555 | 1,078 | 41.7 |
| Osage | 12.0 | Male | 6,196 | 552 | 581 | 609 | 728 | 935 | 856 | 619 | 518 | 798 | 31.7 |
| | | Female | 5,804 | 518 | 579 | 508 | 491 | 834 | 732 | 606 | 510 | 1,026 | 34.7 |
| Ozark | 8.8 | Male | 4,353 | 293 | 374 | 375 | 267 | 498 | 559 | 514 | 597 | 876 | 41.6 |
| | | Female | 4,447 | 263 | 355 | 369 | 264 | 507 | 572 | 558 | 570 | 989 | 43.1 |
| Pemiscot | 21.6 | Male | 10,092 | 1,143 | 1,135 | 1,164 | 845 | 1,308 | 1,302 | 972 | 835 | 1,388 | 30.8 |
| | | Female | 11,508 | 1,054 | 1,072 | 1,117 | 1,017 | 1,471 | 1,416 | 1,082 | 1,062 | 2,217 | 35.2 |
| Perry | 16.7 | Male | 8,270 | 782 | 838 | 816 | 704 | 1,163 | 1,209 | 802 | 689 | 1,267 | 33.6 |
| | | Female | 8,430 | 699 | 762 | 785 | 652 | 1,154 | 1,088 | 807 | 758 | 1,725 | 36.5 |
| Pettis | 35.6 | Male | 17,144 | 1,603 | 1,709 | 1,517 | 1,492 | 2,686 | 2,424 | 1,750 | 1,627 | 2,336 | 33.4 |
| | | Female | 18,456 | 1,533 | 1,506 | 1,438 | 1,494 | 2,724 | 2,454 | 1,963 | 1,793 | 3,551 | 37.2 |
| Phelps | 35.7 | Male | 18,292 | 1,492 | 1,461 | 1,556 | 3,448 | 2,655 | 2,329 | 1,863 | 1,427 | 2,061 | 29.5 |
| | | Female | 17,408 | 1,372 | 1,449 | 1,279 | 1,908 | 2,525 | 2,421 | 1,951 | 1,584 | 2,919 | 35.7 |
| Pike | 15.9 | Male | 7,680 | 705 | 767 | 772 | 615 | 1,024 | 1,033 | 869 | 793 | 1,102 | 34.6 |
| | | Female | 8,220 | 672 | 762 | 675 | 531 | 1,081 | 1,080 | 942 | 799 | 1,678 | 38.6 |
| Platte | 60.7 | Male | 30,124 | 2,875 | 2,742 | 2,584 | 2,696 | 5,366 | 5,396 | 4,099 | 2,186 | 2,180 | 32.8 |
| | | Female | 30,576 | 2,661 | 2,653 | 2,531 | 2,825 | 5,508 | 5,648 | 3,751 | 2,132 | 2,867 | 33.4 |
| Polk | 22.4 | Male | 10,942 | 931 | 994 | 996 | 1,484 | 1,459 | 1,386 | 1,126 | 951 | 1,615 | 32.3 |
| | | Female | 11,458 | 864 | 930 | 816 | 1,541 | 1,475 | 1,398 | 1,133 | 1,071 | 2,230 | 35.7 |
| Pulaski | 40.8 | Male | 22,544 | 2,317 | 2,121 | 1,781 | 4,760 | 4,596 | 3,257 | 1,487 | 1,072 | 1,153 | 25.6 |
| | | Female | 18,256 | 2,172 | 1,982 | 1,592 | 1,949 | 3,700 | 2,566 | 1,481 | 1,166 | 1,648 | 28.9 |
| Putnam | 4.9 | Male | 2,378 | 174 | 210 | 185 | 183 | 305 | 288 | 269 | 273 | 491 | 39.6 |
| | | Female | 2,522 | 169 | 185 | 178 | 148 | 269 | 309 | 270 | 293 | 701 | 45.1 |
| Ralls | 8.5 | Male | 4,143 | 330 | 396 | 397 | 289 | 550 | 671 | 497 | 378 | 635 | 36.6 |
| | | Female | 4,357 | 334 | 386 | 428 | 287 | 588 | 636 | 487 | 424 | 787 | 37.4 |
| Randolph | 24.2 | Male | 12,247 | 1,000 | 1,100 | 1,032 | 1,217 | 2,181 | 1,930 | 1,273 | 930 | 1,584 | 33.1 |
| | | Female | 11,953 | 937 | 1,050 | 966 | 1,006 | 1,658 | 1,646 | 1,183 | 1,052 | 2,455 | 37.2 |
| Ray | 22.4 | Male | 10,998 | 1,017 | 1,159 | 1,126 | 844 | 1,618 | 1,611 | 1,404 | 992 | 1,227 | 33.4 |
| | | Female | 11,402 | 1,034 | 1,075 | 982 | 801 | 1,674 | 1,672 | 1,371 | 1,003 | 1,790 | 35.8 |
| Reynolds | 6.5 | Male | 3,206 | 258 | 316 | 323 | 232 | 420 | 419 | 402 | 371 | 465 | 36.3 |
| | | Female | 3,294 | 250 | 271 | 300 | 217 | 433 | 447 | 399 | 356 | 621 | 38.9 |
| Ripley | 12.4 | Male | 5,873 | 482 | 569 | 591 | 467 | 754 | 706 | 665 | 673 | 966 | 36.0 |
| | | Female | 6,527 | 550 | 553 | 588 | 466 | 776 | 797 | 739 | 710 | 1,348 | 39.1 |
| St. Charles | 231.5 | Male | 114,816 | 13,172 | 12,383 | 10,321 | 9,828 | 21,992 | 20,109 | 13,001 | 7,544 | 6,466 | 30.3 |
| | | Female | 116,684 | 12,263 | 11,999 | 9,920 | 10,198 | 22,700 | 20,446 | 12,191 | 7,340 | 9,627 | 31.2 |
| St. Clair | 8.5 | Male | 4,067 | 302 | 353 | 367 | 271 | 478 | 497 | 464 | 503 | 832 | 40.3 |
| | | Female | 4,433 | 317 | 329 | 320 | 265 | 476 | 528 | 458 | 583 | 1,157 | 44.6 |
| Ste. Genevieve | 16.4 | Male | 8,164 | 733 | 836 | 785 | 651 | 1,269 | 1,224 | 853 | 791 | 1,022 | 33.5 |
| | | Female | 8,236 | 760 | 752 | 734 | 616 | 1,208 | 1,136 | 910 | 786 | 1,334 | 35.4 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **MISSOURI (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| St. Francois | 50.3 | Male | 25,094 | 2,066 | 2,349 | 2,256 | 2,452 | 4,258 | 3,662 | 2,588 | 2,234 | 3,229 | 33.0 |
| | | Female | 25,206 | 2,001 | 2,116 | 2,091 | 2,052 | 3,568 | 3,406 | 2,694 | 2,464 | 4,814 | 37.3 |
| St. Louis | 1,005.2 | Male | 479,280 | 44,085 | 43,547 | 39,366 | 43,281 | 80,815 | 77,306 | 55,381 | 43,706 | 51,793 | 33.6 |
| | | Female | 525,920 | 42,227 | 41,393 | 37,998 | 43,846 | 84,794 | 85,378 | 60,561 | 48,705 | 81,018 | 36.5 |
| St. Louis city | 386.3 | Male | 175,992 | 19,020 | 16,347 | 14,414 | 18,436 | 32,937 | 24,314 | 14,725 | 13,763 | 22,036 | 31.0 |
| | | Female | 210,308 | 18,651 | 15,883 | 14,286 | 20,653 | 35,324 | 26,423 | 17,736 | 18,404 | 42,948 | 35.1 |
| Saline | 23.4 | Male | 11,271 | 902 | 1,076 | 1,023 | 1,250 | 1,610 | 1,651 | 1,131 | 957 | 1,671 | 33.6 |
| | | Female | 12,129 | 927 | 1,028 | 939 | 1,077 | 1,598 | 1,574 | 1,220 | 1,081 | 2,685 | 38.1 |
| Schuyler | 4.1 | Male | 1,974 | 184 | 176 | 166 | 135 | 262 | 254 | 228 | 185 | 384 | 37.5 |
| | | Female | 2,126 | 166 | 168 | 152 | 143 | 261 | 247 | 220 | 200 | 569 | 42.0 |
| Scotland | 4.7 | Male | 2,259 | 229 | 206 | 202 | 155 | 281 | 285 | 246 | 222 | 433 | 37.0 |
| | | Female | 2,441 | 193 | 191 | 169 | 164 | 306 | 267 | 262 | 236 | 653 | 42.4 |
| Scott | 39.6 | Male | 18,744 | 1,908 | 1,989 | 1,911 | 1,711 | 2,760 | 2,801 | 2,058 | 1,445 | 2,161 | 31.7 |
| | | Female | 20,856 | 1,796 | 1,850 | 1,855 | 1,758 | 3,061 | 3,055 | 2,230 | 1,707 | 3,544 | 35.4 |
| Shannon | 7.6 | Male | 3,710 | 336 | 361 | 353 | 289 | 530 | 501 | 434 | 360 | 546 | 34.7 |
| | | Female | 3,890 | 351 | 325 | 303 | 283 | 539 | 541 | 456 | 395 | 697 | 37.7 |
| Shelby | 6.8 | Male | 3,179 | 276 | 325 | 280 | 195 | 427 | 433 | 345 | 295 | 603 | 37.0 |
| | | Female | 3,621 | 288 | 302 | 291 | 209 | 446 | 391 | 368 | 329 | 997 | 42.0 |
| Stoddard | 28.9 | Male | 13,822 | 1,143 | 1,252 | 1,361 | 1,226 | 1,882 | 1,966 | 1,664 | 1,292 | 2,036 | 35.2 |
| | | Female | 15,078 | 1,080 | 1,192 | 1,213 | 1,199 | 1,988 | 2,080 | 1,740 | 1,511 | 3,075 | 39.2 |
| Stone | 19.8 | Male | 9,648 | 666 | 725 | 770 | 697 | 1,093 | 1,224 | 1,177 | 1,359 | 1,937 | 42.1 |
| | | Female | 10,152 | 624 | 724 | 757 | 630 | 1,158 | 1,309 | 1,317 | 1,392 | 2,241 | 44.0 |
| Sullivan | 6.2 | Male | 2,971 | 207 | 237 | 259 | 226 | 375 | 381 | 351 | 309 | 626 | 39.8 |
| | | Female | 3,229 | 201 | 216 | 238 | 230 | 330 | 397 | 356 | 336 | 925 | 45.1 |
| Taney | 26.4 | Male | 12,760 | 914 | 974 | 1,002 | 1,250 | 1,537 | 1,586 | 1,432 | 1,490 | 2,575 | 39.4 |
| | | Female | 13,640 | 826 | 953 | 825 | 1,302 | 1,622 | 1,744 | 1,545 | 1,692 | 3,131 | 42.4 |
| Texas | 21.5 | Male | 10,389 | 920 | 1,031 | 1,048 | 752 | 1,380 | 1,419 | 1,193 | 1,124 | 1,522 | 35.4 |
| | | Female | 11,111 | 868 | 995 | 958 | 786 | 1,426 | 1,520 | 1,259 | 1,146 | 2,153 | 38.4 |
| Vernon | 18.9 | Male | 8,903 | 808 | 890 | 834 | 688 | 1,244 | 1,314 | 972 | 850 | 1,303 | 34.9 |
| | | Female | 9,997 | 769 | 885 | 770 | 963 | 1,274 | 1,384 | 1,028 | 954 | 1,970 | 37.4 |
| Warren | 20.5 | Male | 10,159 | 1,050 | 1,008 | 859 | 790 | 1,639 | 1,489 | 1,159 | 877 | 1,288 | 33.4 |
| | | Female | 10,341 | 1,008 | 1,013 | 849 | 783 | 1,595 | 1,459 | 1,143 | 894 | 1,597 | 34.5 |
| Washington | 20.9 | Male | 10,637 | 1,011 | 1,159 | 1,141 | 1,002 | 1,699 | 1,516 | 1,165 | 892 | 1,052 | 30.9 |
| | | Female | 10,263 | 951 | 1,001 | 1,008 | 922 | 1,506 | 1,471 | 1,124 | 881 | 1,399 | 33.3 |
| Wayne | 11.7 | Male | 5,694 | 455 | 502 | 496 | 443 | 701 | 647 | 680 | 732 | 1,038 | 38.9 |
| | | Female | 6,006 | 427 | 462 | 455 | 445 | 716 | 709 | 770 | 707 | 1,315 | 42.0 |
| Webster | 24.6 | Male | 12,419 | 1,181 | 1,275 | 1,234 | 1,162 | 1,949 | 1,816 | 1,433 | 1,001 | 1,368 | 32.0 |
| | | Female | 12,181 | 1,100 | 1,173 | 1,106 | 1,023 | 1,749 | 1,756 | 1,406 | 1,011 | 1,857 | 34.7 |
| Worth | 2.3 | Male | 1,087 | 95 | 110 | 92 | 72 | 127 | 119 | 123 | 122 | 227 | 39.0 |
| | | Female | 1,213 | 79 | 95 | 87 | 56 | 121 | 129 | 139 | 146 | 361 | 47.7 |
| Wright | 16.8 | Male | 8,117 | 774 | 894 | 792 | 627 | 1,110 | 1,024 | 902 | 800 | 1,194 | 33.8 |
| | | Female | 8,683 | 735 | 790 | 745 | 626 | 1,148 | 1,110 | 930 | 875 | 1,724 | 37.7 |
| **TOTAL METRO COUNTIES** | **3,441.7** | **Male** | **1,647,546** | **162,058** | **154,692** | **138,640** | **165,849** | **288,534** | **258,129** | **177,823** | **134,994** | **166,827** | **32.0** |
| | | **Female** | **1,794,154** | **154,315** | **147,989** | **133,660** | **172,084** | **299,569** | **274,536** | **190,096** | **151,615** | **270,290** | **34.6** |
| **TOTAL STATE** | **5,184.8** | **Male** | **2,499,266** | **237,187** | **235,138** | **215,366** | **251,623** | **412,821** | **376,381** | **269,160** | **213,412** | **288,178** | **32.5** |
| | | **Female** | **2,685,534** | **225,529** | **223,597** | **205,242** | **251,087** | **420,945** | **392,845** | **285,091** | **236,788** | **444,410** | **35.4** |
| **MONTANA** | | | | | | | | | | | | | |
| **BILLINGS** | 112.8 | **Male** | **54,725** | **5,419** | **5,458** | **5,034** | **4,566** | **8,710** | **9,232** | **6,008** | **4,495** | **5,803** | **32.9** |
| | | **Female** | **58,075** | **4,977** | **5,277** | **4,696** | **5,032** | **9,503** | **9,363** | **6,120** | **4,867** | **8,240** | **34.5** |
| Yellowstone | 112.8 | Male | 54,725 | 5,419 | 5,458 | 5,034 | 4,566 | 8,710 | 9,232 | 6,008 | 4,495 | 5,803 | 32.9 |
| | | Female | 58,075 | 4,977 | 5,277 | 4,696 | 5,032 | 9,503 | 9,363 | 6,120 | 4,867 | 8,240 | 34.5 |
| **GREAT FALLS** | 77.9 | **Male** | **38,442** | **4,013** | **3,827** | **3,302** | **3,505** | **6,428** | **5,849** | **4,124** | **3,165** | **4,229** | **32.1** |
| | | **Female** | **39,458** | **3,866** | **3,664** | **3,073** | **3,284** | **6,388** | **5,837** | **4,260** | **3,333** | **5,753** | **34.1** |
| Cascade | 77.9 | Male | 38,442 | 4,013 | 3,827 | 3,302 | 3,505 | 6,428 | 5,849 | 4,124 | 3,165 | 4,229 | 32.1 |
| | | Female | 39,458 | 3,866 | 3,664 | 3,073 | 3,284 | 6,388 | 5,837 | 4,260 | 3,333 | 5,753 | 34.1 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Beaverhead | 8.6 | Male | 4,358 | 392 | 453 | 388 | 481 | 628 | 668 | 485 | 363 | 500 | 32.4 |
| | | Female | 4,242 | 378 | 455 | 331 | 442 | 612 | 646 | 448 | 314 | 616 | 33.4 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **MONTANA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Big Horn | 11.4 | Male | 5,637 | 823 | 715 | 666 | 460 | 784 | 810 | 570 | 364 | 445 | 27.0 |
| | | Female | 5,763 | 740 | 692 | 579 | 505 | 869 | 870 | 560 | 368 | 580 | 29.2 |
| Blaine | 6.7 | Male | 3,359 | 381 | 403 | 367 | 242 | 463 | 489 | 334 | 272 | 408 | 31.2 |
| | | Female | 3,341 | 394 | 368 | 330 | 236 | 456 | 485 | 309 | 286 | 477 | 32.5 |
| Broadwater | 3.4 | Male | 1,727 | 150 | 189 | 181 | 95 | 211 | 266 | 209 | 164 | 262 | 36.4 |
| | | Female | 1,673 | 137 | 174 | 152 | 75 | 233 | 244 | 205 | 156 | 297 | 37.7 |
| Carbon | 8.0 | Male | 3,882 | 293 | 393 | 356 | 169 | 440 | 690 | 428 | 392 | 721 | 39.2 |
| | | Female | 4,118 | 290 | 406 | 414 | 175 | 497 | 672 | 413 | 395 | 856 | 39.1 |
| Carter | 1.5 | Male | 773 | 73 | 63 | 65 | 49 | 103 | 115 | 91 | 81 | 133 | 37.9 |
| | | Female | 727 | 65 | 58 | 59 | 36 | 90 | 98 | 96 | 74 | 151 | 40.7 |
| Cascade | 77.9 | Male | 38,442 | 4,013 | 3,827 | 3,302 | 3,505 | 6,428 | 5,849 | 4,124 | 3,165 | 4,229 | 32.1 |
| | | Female | 39,458 | 3,866 | 3,664 | 3,073 | 3,284 | 6,388 | 5,837 | 4,260 | 3,333 | 5,753 | 34.1 |
| Chouteau | 5.4 | Male | 2,759 | 269 | 281 | 263 | 148 | 365 | 440 | 277 | 268 | 448 | 36.2 |
| | | Female | 2,641 | 215 | 252 | 239 | 134 | 332 | 419 | 257 | 287 | 506 | 38.5 |
| Custer | 11.6 | Male | 5,654 | 458 | 575 | 634 | 403 | 757 | 855 | 577 | 512 | 883 | 35.0 |
| | | Female | 5,946 | 479 | 555 | 491 | 435 | 809 | 901 | 589 | 551 | 1,136 | 37.3 |
| Daniels | 2.2 | Male | 1,075 | 54 | 99 | 118 | 51 | 122 | 166 | 122 | 133 | 210 | 40.6 |
| | | Female | 1,125 | 82 | 104 | 107 | 32 | 118 | 168 | 117 | 119 | 278 | 42.1 |
| Dawson | 9.0 | Male | 4,467 | 404 | 469 | 436 | 308 | 627 | 716 | 485 | 432 | 590 | 34.8 |
| | | Female | 4,533 | 376 | 433 | 383 | 304 | 619 | 698 | 488 | 451 | 781 | 37.2 |
| Deer Lodge | 10.1 | Male | 4,999 | 349 | 367 | 516 | 451 | 640 | 802 | 531 | 486 | 857 | 37.2 |
| | | Female | 5,101 | 356 | 362 | 415 | 380 | 632 | 704 | 530 | 558 | 1,164 | 40.8 |
| Fallon | 2.9 | Male | 1,446 | 166 | 152 | 145 | 69 | 201 | 214 | 136 | 171 | 192 | 34.5 |
| | | Female | 1,454 | 119 | 168 | 139 | 55 | 214 | 195 | 170 | 147 | 247 | 36.6 |
| Fergus | 12.0 | Male | 5,890 | 515 | 601 | 538 | 336 | 763 | 874 | 655 | 571 | 1,037 | 37.2 |
| | | Female | 6,110 | 483 | 561 | 507 | 337 | 758 | 850 | 629 | 627 | 1,358 | 39.8 |
| Flathead | 60.2 | Male | 29,839 | 2,786 | 3,205 | 2,847 | 1,853 | 4,069 | 5,575 | 3,499 | 2,498 | 3,507 | 35.3 |
| | | Female | 30,361 | 2,599 | 2,952 | 2,676 | 1,826 | 4,532 | 5,484 | 3,364 | 2,532 | 4,396 | 36.1 |
| Gallatin | 51.2 | Male | 26,197 | 2,295 | 2,237 | 1,899 | 4,808 | 4,573 | 4,452 | 2,423 | 1,536 | 1,974 | 29.1 |
| | | Female | 25,003 | 2,186 | 2,208 | 1,739 | 3,929 | 4,215 | 4,205 | 2,334 | 1,543 | 2,644 | 30.8 |
| Garfield | 1.6 | Male | 819 | 70 | 93 | 91 | 47 | 108 | 128 | 76 | 78 | 128 | 35.0 |
| | | Female | 781 | 71 | 81 | 82 | 36 | 101 | 106 | 86 | 74 | 144 | 36.8 |
| Glacier | 12.3 | Male | 6,082 | 866 | 787 | 704 | 471 | 915 | 819 | 577 | 417 | 526 | 27.3 |
| | | Female | 6,218 | 821 | 803 | 614 | 480 | 993 | 827 | 594 | 416 | 670 | 28.9 |
| Golden Valley | .9 | Male | 460 | 43 | 44 | 47 | 28 | 51 | 69 | 43 | 51 | 84 | 37.5 |
| | | Female | 440 | 34 | 38 | 43 | 27 | 57 | 53 | 50 | 54 | 84 | 39.0 |
| Granite | 2.5 | Male | 1,300 | 125 | 124 | 117 | 64 | 163 | 194 | 170 | 119 | 224 | 37.9 |
| | | Female | 1,200 | 92 | 97 | 109 | 72 | 148 | 184 | 147 | 115 | 236 | 39.5 |
| Hill | 17.8 | Male | 8,836 | 992 | 986 | 863 | 802 | 1,349 | 1,427 | 820 | 693 | 904 | 30.7 |
| | | Female | 8,964 | 873 | 971 | 808 | 770 | 1,372 | 1,326 | 858 | 724 | 1,262 | 32.7 |
| Jefferson | 8.3 | Male | 4,221 | 375 | 445 | 437 | 232 | 554 | 859 | 584 | 330 | 405 | 35.8 |
| | | Female | 4,079 | 354 | 454 | 392 | 203 | 603 | 821 | 510 | 278 | 464 | 35.4 |
| Judith Basin | 2.3 | Male | 1,173 | 94 | 112 | 98 | 68 | 156 | 185 | 155 | 108 | 197 | 38.2 |
| | | Female | 1,127 | 92 | 93 | 100 | 52 | 152 | 163 | 131 | 125 | 219 | 39.6 |
| Lake | 21.6 | Male | 10,786 | 1,095 | 1,194 | 1,139 | 864 | 1,253 | 1,558 | 1,142 | 942 | 1,599 | 33.8 |
| | | Female | 10,814 | 1,048 | 1,040 | 1,009 | 688 | 1,412 | 1,633 | 1,142 | 1,023 | 1,819 | 36.3 |
| Lewis and Clark | 48.2 | Male | 23,564 | 2,239 | 2,446 | 2,121 | 1,818 | 3,484 | 4,458 | 2,790 | 1,838 | 2,370 | 34.1 |
| | | Female | 24,636 | 2,201 | 2,333 | 2,034 | 1,946 | 3,814 | 4,467 | 2,689 | 1,882 | 3,270 | 35.0 |
| Liberty | 2.3 | Male | 1,126 | 127 | 152 | 103 | 44 | 173 | 174 | 103 | 102 | 148 | 32.9 |
| | | Female | 1,174 | 120 | 118 | 121 | 54 | 170 | 161 | 114 | 115 | 201 | 35.2 |
| Lincoln | 17.5 | Male | 8,797 | 837 | 940 | 895 | 528 | 1,185 | 1,513 | 1,108 | 790 | 1,001 | 35.1 |
| | | Female | 8,703 | 771 | 926 | 873 | 529 | 1,208 | 1,434 | 1,055 | 739 | 1,168 | 35.3 |
| McCone | 2.2 | Male | 1,117 | 79 | 124 | 120 | 73 | 143 | 186 | 105 | 118 | 169 | 36.0 |
| | | Female | 1,083 | 84 | 117 | 109 | 59 | 134 | 162 | 111 | 116 | 191 | 37.4 |
| Madison | 6.0 | Male | 3,095 | 241 | 287 | 294 | 200 | 422 | 496 | 380 | 312 | 463 | 37.1 |
| | | Female | 2,905 | 232 | 230 | 252 | 166 | 365 | 495 | 303 | 312 | 550 | 39.2 |
| Meagher | 1.8 | Male | 935 | 80 | 90 | 89 | 54 | 124 | 138 | 98 | 108 | 154 | 37.2 |
| | | Female | 865 | 69 | 78 | 75 | 44 | 122 | 140 | 98 | 86 | 153 | 38.2 |
| Mineral | 3.3 | Male | 1,657 | 147 | 172 | 161 | 87 | 226 | 271 | 219 | 179 | 195 | 36.3 |
| | | Female | 1,643 | 130 | 186 | 180 | 87 | 235 | 255 | 193 | 154 | 223 | 35.1 |
| Missoula | 79.6 | Male | 39,154 | 3,632 | 3,698 | 3,223 | 4,909 | 6,529 | 7,068 | 4,128 | 2,594 | 3,373 | 31.3 |
| | | Female | 40,446 | 3,618 | 3,417 | 3,035 | 5,081 | 6,719 | 6,898 | 4,043 | 2,697 | 4,938 | 32.5 |
| Musselshell | 3.9 | Male | 1,943 | 133 | 190 | 197 | 117 | 215 | 331 | 209 | 198 | 353 | 38.6 |
| | | Female | 1,957 | 114 | 164 | 190 | 92 | 223 | 312 | 212 | 217 | 433 | 41.3 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **MONTANA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Park | 14.5 | Male | 7,068 | 662 | 662 | 583 | 376 | 1,047 | 1,405 | 742 | 622 | 969 | 36.5 |
| | | Female | 7,432 | 607 | 648 | 527 | 360 | 1,076 | 1,419 | 803 | 667 | 1,325 | 38.5 |
| Petroleum | .5 | Male | 270 | 23 | 24 | 26 | 17 | 46 | 39 | 27 | 34 | 34 | 34.8 |
| | | Female | 230 | 22 | 22 | 18 | 16 | 27 | 37 | 36 | 19 | 33 | 37.7 |
| Phillips | 5.1 | Male | 2,513 | 236 | 262 | 277 | 171 | 367 | 373 | 245 | 234 | 348 | 33.5 |
| | | Female | 2,587 | 217 | 309 | 256 | 129 | 381 | 333 | 291 | 225 | 446 | 35.0 |
| Pondera | 6.5 | Male | 3,221 | 358 | 361 | 314 | 201 | 441 | 456 | 330 | 308 | 452 | 33.5 |
| | | Female | 3,279 | 319 | 356 | 297 | 175 | 466 | 440 | 317 | 293 | 616 | 35.6 |
| Powder River | 2.0 | Male | 1,012 | 98 | 93 | 97 | 64 | 129 | 157 | 111 | 108 | 155 | 36.6 |
| | | Female | 988 | 84 | 90 | 96 | 49 | 127 | 150 | 107 | 122 | 163 | 38.2 |
| Powell | 6.7 | Male | 3,907 | 272 | 271 | 257 | 323 | 810 | 790 | 477 | 275 | 432 | 35.3 |
| | | Female | 2,793 | 222 | 252 | 238 | 154 | 367 | 424 | 340 | 277 | 519 | 38.9 |
| Prairie | 1.3 | Male | 678 | 40 | 56 | 73 | 33 | 70 | 99 | 79 | 70 | 158 | 41.8 |
| | | Female | 622 | 35 | 44 | 61 | 21 | 58 | 94 | 66 | 72 | 171 | 44.8 |
| Ravalli | 25.6 | Male | 12,627 | 1,012 | 1,355 | 1,244 | 798 | 1,350 | 2,032 | 1,647 | 1,234 | 1,955 | 37.7 |
| | | Female | 12,973 | 1,071 | 1,185 | 1,142 | 697 | 1,580 | 2,174 | 1,540 | 1,260 | 2,324 | 38.7 |
| Richland | 10.1 | Male | 5,002 | 523 | 559 | 537 | 310 | 761 | 829 | 501 | 379 | 603 | 32.5 |
| | | Female | 5,098 | 497 | 553 | 523 | 309 | 764 | 738 | 513 | 435 | 766 | 33.7 |
| Roosevelt | 11.1 | Male | 5,416 | 771 | 627 | 552 | 393 | 835 | 825 | 499 | 395 | 519 | 29.4 |
| | | Female | 5,684 | 721 | 684 | 586 | 415 | 883 | 773 | 509 | 411 | 702 | 29.9 |
| Rosebud | 10.5 | Male | 5,367 | 625 | 688 | 661 | 399 | 799 | 970 | 555 | 334 | 336 | 28.9 |
| | | Female | 5,133 | 595 | 624 | 655 | 347 | 825 | 889 | 484 | 316 | 398 | 29.2 |
| Sanders | 8.6 | Male | 4,364 | 374 | 455 | 442 | 240 | 480 | 741 | 522 | 423 | 687 | 37.6 |
| | | Female | 4,236 | 376 | 399 | 415 | 213 | 547 | 674 | 477 | 426 | 709 | 37.5 |
| Sheridan | 4.7 | Male | 2,321 | 174 | 250 | 197 | 83 | 300 | 376 | 238 | 243 | 460 | 39.2 |
| | | Female | 2,379 | 183 | 213 | 208 | 109 | 290 | 312 | 253 | 253 | 558 | 41.0 |
| Silver Bow | 33.6 | Male | 16,502 | 1,463 | 1,420 | 1,456 | 1,534 | 2,370 | 2,562 | 1,885 | 1,473 | 2,339 | 35.0 |
| | | Female | 17,098 | 1,341 | 1,386 | 1,333 | 1,394 | 2,356 | 2,414 | 1,789 | 1,627 | 3,458 | 38.1 |
| Stillwater | 6.9 | Male | 3,443 | 313 | 341 | 340 | 190 | 452 | 588 | 402 | 309 | 508 | 36.5 |
| | | Female | 3,457 | 299 | 357 | 282 | 183 | 463 | 556 | 360 | 306 | 651 | 37.6 |
| Sweet Grass | 3.2 | Male | 1,566 | 131 | 139 | 141 | 82 | 174 | 248 | 194 | 162 | 295 | 39.7 |
| | | Female | 1,634 | 139 | 146 | 146 | 67 | 178 | 261 | 161 | 153 | 383 | 40.4 |
| Teton | 6.3 | Male | 3,137 | 264 | 347 | 318 | 202 | 381 | 474 | 345 | 296 | 510 | 36.2 |
| | | Female | 3,163 | 278 | 319 | 315 | 152 | 377 | 433 | 384 | 274 | 631 | 38.2 |
| Toole | 4.9 | Male | 2,416 | 221 | 250 | 234 | 143 | 348 | 389 | 269 | 205 | 357 | 35.3 |
| | | Female | 2,484 | 218 | 272 | 236 | 121 | 357 | 352 | 263 | 227 | 438 | 36.1 |
| Treasure | .9 | Male | 451 | 35 | 41 | 51 | 29 | 58 | 68 | 51 | 50 | 68 | 36.7 |
| | | Female | 449 | 36 | 44 | 51 | 27 | 58 | 64 | 57 | 38 | 74 | 36.3 |
| Valley | 8.0 | Male | 4,009 | 334 | 405 | 403 | 240 | 541 | 638 | 430 | 416 | 602 | 36.3 |
| | | Female | 3,991 | 331 | 373 | 356 | 199 | 517 | 596 | 445 | 404 | 770 | 38.7 |
| Wheatland | 2.2 | Male | 1,106 | 101 | 106 | 101 | 69 | 131 | 159 | 126 | 102 | 211 | 37.8 |
| | | Female | 1,094 | 83 | 101 | 111 | 54 | 130 | 138 | 111 | 117 | 249 | 39.9 |
| Wibaux | 1.2 | Male | 600 | 48 | 57 | 78 | 29 | 73 | 91 | 69 | 51 | 104 | 36.6 |
| | | Female | 600 | 34 | 56 | 58 | 33 | 80 | 86 | 55 | 64 | 134 | 39.5 |
| Yellowstone | 112.8 | Male | 54,725 | 5,419 | 5,458 | 5,034 | 4,566 | 8,710 | 9,232 | 6,008 | 4,495 | 5,803 | 32.9 |
| | | Female | 58,075 | 4,977 | 5,277 | 4,696 | 5,032 | 9,503 | 9,363 | 6,120 | 4,867 | 8,240 | 34.5 |
| **TOTAL METRO COUNTIES** | **190.7** | **Male** | **93,167** | **9,432** | **9,285** | **8,336** | **8,071** | **15,138** | **15,081** | **10,132** | **7,660** | **10,032** | **32.6** |
| | | **Female** | **97,533** | **8,843** | **8,941** | **7,769** | **8,316** | **15,891** | **15,200** | **10,380** | **8,200** | **13,993** | **34.4** |
| **TOTAL STATE** | **801.4** | **Male** | **397,290** | **38,093** | **40,140** | **36,836** | **34,326** | **58,897** | **66,396** | **43,405** | **32,603** | **46,594** | **33.4** |
| | | **Female** | **404,110** | **36,174** | **38,268** | **34,266** | **32,827** | **60,612** | **64,633** | **42,586** | **33,721** | **61,023** | **35.0** |
| **NEBRASKA** | | | | | | | | | | | | | |
| **LINCOLN** | **217.6** | **Male** | **106,530** | **9,718** | **9,185** | **7,817** | **16,469** | **19,511** | **17,320** | **9,921** | **7,342** | **9,247** | **30.2** |
| | | **Female** | **111,070** | **9,452** | **8,848** | **7,502** | **16,272** | **18,935** | **17,162** | **10,117** | **7,955** | **14,827** | **32.1** |
| Lancaster | 217.6 | Male | 106,530 | 9,718 | 9,185 | 7,817 | 16,469 | 19,511 | 17,320 | 9,921 | 7,342 | 9,247 | 30.2 |
| | | Female | 111,070 | 9,452 | 8,848 | 7,502 | 16,272 | 18,935 | 17,162 | 10,117 | 7,955 | 14,827 | 32.1 |
| **OMAHA** | **625.9** | **Male** | **303,999** | **32,042** | **30,600** | **27,253** | **30,151** | **54,808** | **48,772** | **31,027** | **23,276** | **26,072** | **30.8** |
| | | **Female** | **321,901** | **30,615** | **29,094** | **25,869** | **21,340** | **55,866** | **51,034** | **32,330** | **24,864** | **40,889** | **32.9** |
| Douglas | 420.8 | Male | 202,781 | 21,222 | 19,717 | 17,439 | 20,505 | 37,005 | 32,130 | 20,473 | 15,712 | 18,578 | 31.1 |
| | | Female | 218,019 | 20,246 | 18,752 | 16,564 | 21,947 | 37,927 | 34,172 | 21,491 | 17,091 | 29,829 | 33.3 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **NEBRASKA (continued)** | | | | | | | | | | | | | |
| **OMAHA (continued)** | | | | | | | | | | | | | |
| Sarpy | 105.6 | Male | 53,229 | 6,227 | 6,025 | 5,316 | 5,527 | 10,333 | 9,329 | 5,312 | 3,094 | 2,066 | 28.4 |
| | | Female | 52,371 | 5,893 | 5,669 | 5,086 | 5,026 | 10,152 | 9,307 | 5,321 | 2,904 | 3,013 | 29.4 |
| Washington | 16.9 | Male | 8,291 | 695 | 824 | 835 | 708 | 1,143 | 1,381 | 990 | 754 | 961 | 34.5 |
| | | Female | 8,609 | 681 | 860 | 763 | 701 | 1,155 | 1,399 | 943 | 752 | 1,355 | 36.0 |
| *Pottawattamie, Iowa* | *82.6* | *Male* | *39,698* | *3,898* | *4,034* | *3,663* | *3,411* | *6,327* | *5,932* | *4,250* | *3,716* | *4,467* | *32.7* |
| | | *Female* | *42,902* | *3,795* | *3,813* | *3,456* | *3,666* | *6,632* | *6,156* | *4,575* | *4,117* | *6,692* | *35.1* |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Adams | 29.5 | Male | 14,290 | 1,351 | 1,313 | 1,185 | 1,523 | 2,261 | 2,136 | 1,455 | 1,173 | 1,893 | 32.8 |
| | | Female | 15,210 | 1,244 | 1,208 | 1,071 | 1,495 | 2,201 | 2,112 | 1,438 | 1,331 | 3,110 | 36.8 |
| Antelope | 7.8 | Male | 3,821 | 407 | 444 | 388 | 207 | 502 | 538 | 354 | 360 | 621 | 34.3 |
| | | Female | 3,979 | 382 | 404 | 375 | 168 | 518 | 486 | 375 | 368 | 903 | 37.9 |
| Arthur | .5 | Male | 251 | 22 | 15 | 28 | 11 | 45 | 29 | 31 | 27 | 43 | 36.6 |
| | | Female | 249 | 24 | 25 | 15 | 10 | 34 | 31 | 34 | 30 | 46 | 40.3 |
| Banner | .8 | Male | 405 | 33 | 40 | 45 | 20 | 49 | 64 | 54 | 44 | 56 | 37.4 |
| | | Female | 395 | 38 | 45 | 38 | 20 | 47 | 63 | 49 | 37 | 58 | 36.5 |
| Blaine | .7 | Male | 342 | 25 | 29 | 37 | 23 | 46 | 42 | 44 | 45 | 51 | 37.6 |
| | | Female | 358 | 28 | 35 | 43 | 16 | 45 | 42 | 50 | 32 | 67 | 37.9 |
| Boone | 6.6 | Male | 3,302 | 364 | 357 | 302 | 175 | 481 | 406 | 325 | 306 | 586 | 34.4 |
| | | Female | 3,298 | 320 | 331 | 261 | 156 | 431 | 393 | 299 | 357 | 750 | 38.8 |
| Box Butte | 12.9 | Male | 6,353 | 708 | 823 | 655 | 351 | 992 | 1,098 | 598 | 433 | 695 | 31.4 |
| | | Female | 6,547 | 603 | 753 | 643 | 394 | 1,020 | 1,005 | 567 | 512 | 1,050 | 33.6 |
| Boyd | 2.8 | Male | 1,387 | 113 | 143 | 140 | 49 | 162 | 204 | 137 | 140 | 299 | 39.2 |
| | | Female | 1,413 | 112 | 133 | 114 | 39 | 151 | 154 | 137 | 168 | 405 | 45.3 |
| Brown | 3.5 | Male | 1,688 | 160 | 165 | 169 | 83 | 205 | 244 | 179 | 163 | 320 | 37.5 |
| | | Female | 1,812 | 141 | 150 | 154 | 85 | 214 | 236 | 201 | 188 | 443 | 41.9 |
| Buffalo | 37.8 | Male | 18,435 | 1,800 | 1,675 | 1,630 | 3,412 | 2,768 | 2,528 | 1,547 | 1,248 | 1,827 | 27.5 |
| | | Female | 19,365 | 1,614 | 1,675 | 1,408 | 3,510 | 2,768 | 2,673 | 1,522 | 1,353 | 2,842 | 30.3 |
| Burt | 7.8 | Male | 3,773 | 325 | 372 | 369 | 208 | 450 | 535 | 407 | 411 | 696 | 38.0 |
| | | Female | 4,027 | 307 | 395 | 322 | 185 | 462 | 531 | 377 | 435 | 1,013 | 41.5 |
| Butler | 8.6 | Male | 4,273 | 398 | 460 | 412 | 279 | 577 | 584 | 426 | 409 | 728 | 35.2 |
| | | Female | 4,327 | 346 | 413 | 375 | 225 | 514 | 563 | 431 | 418 | 1,042 | 40.2 |
| Cass | 21.7 | Male | 10,827 | 1,117 | 1,120 | 1,014 | 818 | 1,734 | 1,674 | 1,214 | 955 | 1,181 | 32.8 |
| | | Female | 10,873 | 1,000 | 1,077 | 950 | 825 | 1,616 | 1,630 | 1,159 | 918 | 1,698 | 34.8 |
| Cedar | 9.9 | Male | 4,920 | 505 | 558 | 499 | 331 | 662 | 661 | 457 | 464 | 783 | 33.6 |
| | | Female | 4,980 | 500 | 549 | 459 | 276 | 602 | 559 | 431 | 487 | 1,117 | 36.9 |
| Chase | 4.2 | Male | 2,054 | 171 | 246 | 206 | 93 | 260 | 331 | 213 | 199 | 335 | 36.5 |
| | | Female | 2,146 | 213 | 197 | 189 | 99 | 282 | 266 | 221 | 212 | 467 | 38.5 |
| Cherry | 6.1 | Male | 3,027 | 316 | 331 | 273 | 162 | 429 | 430 | 353 | 300 | 433 | 35.1 |
| | | Female | 3,073 | 280 | 282 | 246 | 162 | 415 | 428 | 347 | 298 | 615 | 38.5 |
| Cheyenne | 9.5 | Male | 4,587 | 450 | 485 | 425 | 330 | 654 | 671 | 445 | 456 | 671 | 34.2 |
| | | Female | 4,913 | 425 | 443 | 404 | 292 | 655 | 662 | 481 | 510 | 1,041 | 38.6 |
| Clay | 7.1 | Male | 3,455 | 283 | 343 | 328 | 207 | 474 | 503 | 401 | 317 | 599 | 36.8 |
| | | Female | 3,645 | 311 | 370 | 304 | 179 | 477 | 471 | 381 | 353 | 799 | 38.9 |
| Colfax | 8.9 | Male | 4,399 | 466 | 462 | 355 | 336 | 672 | 556 | 436 | 372 | 744 | 33.6 |
| | | Female | 4,501 | 390 | 436 | 366 | 259 | 599 | 519 | 409 | 420 | 1,103 | 38.9 |
| Cuming | 10.0 | Male | 4,950 | 482 | 480 | 459 | 331 | 689 | 656 | 485 | 494 | 874 | 35.5 |
| | | Female | 5,050 | 429 | 486 | 469 | 279 | 588 | 590 | 512 | 528 | 1,169 | 39.6 |
| Custer | 11.9 | Male | 5,742 | 517 | 558 | 589 | 292 | 681 | 787 | 620 | 605 | 1,093 | 38.0 |
| | | Female | 6,158 | 469 | 526 | 558 | 285 | 704 | 813 | 622 | 626 | 1,555 | 41.6 |
| ☐ Dakota | 16.8 | Male | 8,306 | 885 | 953 | 797 | 759 | 1,397 | 1,222 | 866 | 616 | 811 | 30.4 |
| | | Female | 8,494 | 906 | 826 | 756 | 722 | 1,368 | 1,240 | 852 | 629 | 1,195 | 32.6 |
| Dawes | 9.1 | Male | 4,475 | 414 | 420 | 414 | 807 | 530 | 580 | 418 | 334 | 558 | 28.4 |
| | | Female | 4,625 | 336 | 384 | 355 | 765 | 529 | 594 | 390 | 382 | 890 | 33.9 |
| Dawson | 19.5 | Male | 9,496 | 881 | 966 | 900 | 648 | 1,300 | 1,507 | 1,024 | 843 | 1,427 | 35.4 |
| | | Female | 10,004 | 856 | 929 | 931 | 580 | 1,266 | 1,424 | 1,043 | 972 | 2,003 | 38.1 |
| Deuel | 2.2 | Male | 1,088 | 92 | 112 | 114 | 58 | 154 | 133 | 102 | 115 | 208 | 36.1 |
| | | Female | 1,112 | 88 | 99 | 81 | 55 | 134 | 133 | 117 | 112 | 293 | 42.4 |
| Dixon | 6.0 | Male | 2,957 | 298 | 277 | 301 | 201 | 366 | 430 | 281 | 274 | 509 | 35.8 |
| | | Female | 3,043 | 255 | 283 | 272 | 172 | 366 | 389 | 285 | 302 | 719 | 39.5 |
| Dodge | 34.7 | Male | 16,589 | 1,527 | 1,650 | 1,450 | 1,441 | 2,390 | 2,388 | 1,786 | 1,561 | 2,396 | 34.3 |
| | | Female | 18,111 | 1,464 | 1,576 | 1,416 | 1,528 | 2,399 | 2,420 | 1,829 | 1,755 | 3,724 | 37.8 |
| Douglas | 420.8 | Male | 202,781 | 21,222 | 19,717 | 17,439 | 20,505 | 37,005 | 32,130 | 20,473 | 15,712 | 18,578 | 31.1 |
| | | Female | 218,019 | 20,246 | 18,752 | 16,564 | 21,947 | 37,927 | 34,172 | 21,491 | 17,091 | 29,829 | 33.3 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **NEBRASKA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Dundy | 2.6 | Male | 1,252 | 100 | 120 | 119 | 78 | 161 | 196 | 115 | 117 | 246 | 37.4 |
| | | Female | 1,348 | 89 | 114 | 110 | 68 | 166 | 174 | 119 | 152 | 356 | 42.3 |
| Fillmore | 7.1 | Male | 3,442 | 309 | 327 | 316 | 200 | 482 | 498 | 354 | 331 | 625 | 36.7 |
| | | Female | 3,658 | 281 | 301 | 352 | 168 | 427 | 465 | 358 | 363 | 943 | 41.5 |
| Franklin | 3.9 | Male | 1,870 | 169 | 125 | 156 | 93 | 247 | 241 | 202 | 203 | 434 | 41.0 |
| | | Female | 2,030 | 151 | 153 | 159 | 80 | 225 | 226 | 217 | 213 | 606 | 46.0 |
| Frontier | 3.1 | Male | 1,547 | 147 | 170 | 137 | 87 | 209 | 211 | 182 | 159 | 245 | 36.1 |
| | | Female | 1,553 | 117 | 157 | 134 | 81 | 187 | 213 | 191 | 154 | 319 | 39.7 |
| Furnas | 5.4 | Male | 2,595 | 177 | 271 | 244 | 139 | 326 | 356 | 247 | 270 | 565 | 38.9 |
| | | Female | 2,805 | 173 | 220 | 193 | 112 | 289 | 348 | 270 | 277 | 923 | 47.4 |
| Gage | 22.7 | Male | 10,882 | 950 | 962 | 891 | 833 | 1,669 | 1,612 | 1,134 | 1,078 | 1,753 | 35.8 |
| | | Female | 11,818 | 916 | 980 | 852 | 763 | 1,586 | 1,577 | 1,195 | 1,171 | 2,778 | 40.1 |
| Garden | 2.4 | Male | 1,154 | 105 | 109 | 73 | 56 | 151 | 148 | 135 | 129 | 248 | 40.6 |
| | | Female | 1,246 | 90 | 100 | 83 | 61 | 144 | 147 | 138 | 145 | 338 | 44.9 |
| Garfield | 2.1 | Male | 1,008 | 87 | 88 | 98 | 50 | 112 | 128 | 127 | 98 | 220 | 40.4 |
| | | Female | 1,092 | 79 | 88 | 104 | 43 | 118 | 129 | 135 | 102 | 294 | 43.8 |
| Gosper | 1.9 | Male | 974 | 69 | 95 | 92 | 50 | 120 | 133 | 123 | 113 | 179 | 39.6 |
| | | Female | 926 | 60 | 68 | 80 | 31 | 107 | 122 | 126 | 112 | 220 | 44.6 |
| Grant | .8 | Male | 398 | 37 | 54 | 35 | 19 | 61 | 65 | 38 | 40 | 49 | 33.9 |
| | | Female | 402 | 42 | 41 | 23 | 19 | 61 | 53 | 46 | 49 | 68 | 37.8 |
| Greeley | 3.0 | Male | 1,464 | 130 | 168 | 159 | 77 | 174 | 214 | 138 | 134 | 270 | 36.1 |
| | | Female | 1,536 | 130 | 163 | 168 | 68 | 163 | 174 | 147 | 149 | 374 | 39.4 |
| Hall | 49.0 | Male | 23,751 | 2,375 | 2,470 | 2,257 | 1,956 | 3,722 | 3,693 | 2,401 | 1,978 | 2,899 | 32.6 |
| | | Female | 25,249 | 2,339 | 2,312 | 2,217 | 2,046 | 3,863 | 3,788 | 2,401 | 2,136 | 4,147 | 34.6 |
| Hamilton | 8.8 | Male | 4,305 | 442 | 479 | 408 | 263 | 629 | 675 | 446 | 387 | 576 | 33.9 |
| | | Female | 4,495 | 390 | 459 | 399 | 228 | 614 | 651 | 468 | 431 | 855 | 37.4 |
| Harlan | 3.8 | Male | 1,829 | 151 | 166 | 147 | 84 | 210 | 280 | 183 | 216 | 392 | 40.6 |
| | | Female | 1,971 | 149 | 185 | 139 | 69 | 225 | 272 | 203 | 194 | 535 | 43.0 |
| Hayes | 1.2 | Male | 621 | 55 | 62 | 63 | 28 | 92 | 87 | 75 | 66 | 93 | 36.2 |
| | | Female | 579 | 42 | 53 | 54 | 27 | 67 | 81 | 69 | 71 | 115 | 40.7 |
| Hitchcock | 3.7 | Male | 1,818 | 145 | 207 | 218 | 84 | 222 | 268 | 182 | 161 | 331 | 36.2 |
| | | Female | 1,882 | 163 | 172 | 160 | 88 | 220 | 245 | 173 | 195 | 466 | 40.6 |
| Holt | 12.3 | Male | 6,089 | 665 | 658 | 611 | 389 | 861 | 848 | 560 | 556 | 941 | 33.4 |
| | | Female | 6,211 | 594 | 666 | 540 | 334 | 871 | 799 | 577 | 601 | 1,229 | 36.3 |
| Hooker | .8 | Male | 394 | 32 | 41 | 33 | 27 | 41 | 54 | 42 | 35 | 89 | 39.3 |
| | | Female | 406 | 24 | 35 | 31 | 18 | 37 | 47 | 43 | 41 | 130 | 47.4 |
| Howard | 6.0 | Male | 2,943 | 290 | 279 | 314 | 173 | 371 | 401 | 320 | 303 | 492 | 36.1 |
| | | Female | 3,057 | 241 | 297 | 290 | 177 | 356 | 400 | 318 | 328 | 650 | 39.2 |
| Jefferson | 8.6 | Male | 4,162 | 352 | 363 | 372 | 241 | 551 | 600 | 413 | 416 | 854 | 38.4 |
| | | Female | 4,438 | 341 | 376 | 313 | 242 | 509 | 551 | 421 | 477 | 1,208 | 42.9 |
| Johnson | 4.6 | Male | 2,216 | 163 | 225 | 196 | 117 | 315 | 292 | 241 | 229 | 438 | 38.2 |
| | | Female | 2,384 | 187 | 194 | 159 | 99 | 295 | 261 | 260 | 265 | 664 | 44.9 |
| Kearney | 6.7 | Male | 3,321 | 324 | 317 | 306 | 225 | 492 | 502 | 356 | 303 | 496 | 34.9 |
| | | Female | 3,379 | 290 | 309 | 264 | 217 | 479 | 479 | 338 | 317 | 686 | 37.7 |
| Keith | 8.4 | Male | 4,085 | 381 | 428 | 390 | 239 | 581 | 557 | 442 | 449 | 618 | 35.4 |
| | | Female | 4,315 | 361 | 427 | 351 | 218 | 569 | 608 | 490 | 462 | 829 | 38.8 |
| Keya Paha | 1.0 | Male | 519 | 40 | 55 | 44 | 25 | 76 | 68 | 54 | 55 | 102 | 37.9 |
| | | Female | 481 | 29 | 44 | 47 | 16 | 62 | 62 | 58 | 56 | 107 | 41.9 |
| Kimball | 3.9 | Male | 1,911 | 178 | 189 | 178 | 98 | 263 | 275 | 218 | 203 | 309 | 36.8 |
| | | Female | 1,989 | 167 | 175 | 153 | 83 | 270 | 259 | 235 | 218 | 429 | 40.7 |
| Knox | 9.3 | Male | 4,537 | 358 | 454 | 436 | 230 | 548 | 615 | 454 | 496 | 946 | 38.9 |
| | | Female | 4,763 | 383 | 408 | 394 | 190 | 500 | 600 | 459 | 533 | 1,296 | 43.4 |
| Lancaster | 217.6 | Male | 106,530 | 9,718 | 9,185 | 7,817 | 16,469 | 19,511 | 17,320 | 9,921 | 7,342 | 9,247 | 30.2 |
| | | Female | 111,070 | 9,452 | 8,848 | 7,502 | 16,272 | 18,935 | 17,162 | 10,117 | 7,955 | 14,827 | 32.1 |
| Lincoln | 32.3 | Male | 15,697 | 1,546 | 1,726 | 1,574 | 1,150 | 2,142 | 2,498 | 1,666 | 1,386 | 2,009 | 33.6 |
| | | Female | 16,603 | 1,417 | 1,616 | 1,478 | 1,153 | 2,282 | 2,474 | 1,700 | 1,532 | 2,951 | 36.4 |
| Logan | .9 | Male | 451 | 47 | 61 | 58 | 15 | 64 | 64 | 37 | 44 | 61 | 32.0 |
| | | Female | 449 | 50 | 45 | 42 | 21 | 55 | 70 | 40 | 53 | 73 | 36.6 |
| Loup | .7 | Male | 341 | 27 | 38 | 29 | 16 | 51 | 38 | 49 | 31 | 62 | 37.5 |
| | | Female | 359 | 27 | 40 | 29 | 15 | 49 | 47 | 40 | 41 | 71 | 39.1 |
| McPherson | .5 | Male | 254 | 22 | 36 | 18 | 10 | 36 | 29 | 28 | 27 | 48 | 36.7 |
| | | Female | 246 | 24 | 21 | 24 | 7 | 38 | 29 | 27 | 27 | 49 | 38.1 |
| Madison | 32.9 | Male | 16,074 | 1,772 | 1,720 | 1,365 | 1,515 | 2,725 | 2,426 | 1,430 | 1,248 | 1,873 | 31.1 |
| | | Female | 16,826 | 1,620 | 1,630 | 1,342 | 1,432 | 2,713 | 2,276 | 1,458 | 1,316 | 3,039 | 33.8 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **NEBRASKA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Merrick | 8.0 | Male | 3,964 | 380 | 396 | 375 | 259 | 563 | 527 | 456 | 389 | 619 | 35.2 |
| | | Female | 4,036 | 342 | 352 | 383 | 237 | 499 | 572 | 440 | 375 | 836 | 38.6 |
| Morrill | 5.4 | Male | 2,676 | 243 | 270 | 278 | 154 | 334 | 421 | 289 | 267 | 420 | 36.4 |
| | | Female | 2,724 | 243 | 253 | 219 | 125 | 337 | 357 | 315 | 284 | 591 | 40.2 |
| Nance | 4.1 | Male | 2,036 | 205 | 211 | 179 | 111 | 294 | 278 | 183 | 216 | 359 | 35.6 |
| | | Female | 2,064 | 183 | 196 | 204 | 92 | 264 | 240 | 212 | 214 | 459 | 38.9 |
| Nemaha | 7.8 | Male | 3,865 | 325 | 375 | 302 | 488 | 502 | 562 | 380 | 341 | 590 | 33.8 |
| | | Female | 3,935 | 300 | 319 | 297 | 433 | 477 | 518 | 369 | 340 | 882 | 37.7 |
| Nuckolls | 5.6 | Male | 2,700 | 200 | 277 | 259 | 136 | 356 | 352 | 259 | 306 | 555 | 38.5 |
| | | Female | 2,900 | 219 | 263 | 230 | 105 | 309 | 375 | 295 | 325 | 779 | 43.6 |
| Otoe | 14.2 | Male | 6,795 | 624 | 658 | 625 | 446 | 917 | 934 | 776 | 636 | 1,179 | 36.4 |
| | | Female | 7,405 | 562 | 653 | 588 | 416 | 914 | 975 | 730 | 758 | 1,809 | 40.8 |
| Pawnee | 3.3 | Male | 1,586 | 127 | 118 | 127 | 93 | 162 | 214 | 159 | 167 | 419 | 42.8 |
| | | Female | 1,714 | 134 | 131 | 124 | 77 | 169 | 192 | 153 | 198 | 536 | 47.1 |
| Perkins | 3.3 | Male | 1,644 | 146 | 175 | 200 | 93 | 176 | 250 | 169 | 143 | 292 | 36.3 |
| | | Female | 1,656 | 140 | 175 | 139 | 57 | 190 | 242 | 171 | 146 | 396 | 40.2 |
| Phelps | 9.7 | Male | 4,679 | 461 | 485 | 434 | 294 | 692 | 710 | 488 | 434 | 681 | 34.6 |
| | | Female | 5,021 | 433 | 440 | 404 | 312 | 655 | 712 | 534 | 461 | 1,070 | 38.7 |
| Pierce | 7.8 | Male | 3,818 | 401 | 449 | 333 | 251 | 531 | 512 | 385 | 343 | 613 | 33.9 |
| | | Female | 3,982 | 377 | 421 | 314 | 220 | 543 | 452 | 391 | 368 | 896 | 37.6 |
| Platte | 30.4 | Male | 14,961 | 1,622 | 1,701 | 1,477 | 1,167 | 2,385 | 2,262 | 1,459 | 1,197 | 1,691 | 31.3 |
| | | Female | 15,439 | 1,606 | 1,682 | 1,390 | 1,096 | 2,294 | 2,187 | 1,484 | 1,297 | 2,403 | 33.5 |
| Polk | 5.6 | Male | 2,739 | 239 | 269 | 264 | 146 | 342 | 388 | 289 | 261 | 541 | 37.8 |
| | | Female | 2,861 | 202 | 261 | 264 | 120 | 301 | 401 | 264 | 294 | 754 | 42.0 |
| Red Willow | 11.5 | Male | 5,486 | 542 | 564 | 474 | 425 | 790 | 789 | 555 | 558 | 789 | 34.3 |
| | | Female | 6,014 | 478 | 589 | 487 | 487 | 815 | 784 | 582 | 578 | 1,214 | 36.9 |
| Richardson | 9.7 | Male | 4,655 | 456 | 417 | 379 | 288 | 606 | 628 | 513 | 434 | 934 | 37.9 |
| | | Female | 5,045 | 397 | 414 | 356 | 267 | 603 | 591 | 496 | 507 | 1,414 | 43.2 |
| Rock | 2.0 | Male | 984 | 93 | 114 | 95 | 53 | 129 | 144 | 101 | 97 | 158 | 35.6 |
| | | Female | 1,016 | 76 | 90 | 116 | 36 | 135 | 149 | 92 | 105 | 217 | 38.7 |
| Saline | 12.8 | Male | 6,205 | 539 | 570 | 528 | 689 | 829 | 843 | 627 | 551 | 1,029 | 34.4 |
| | | Female | 6,595 | 491 | 591 | 483 | 624 | 814 | 824 | 556 | 573 | 1,639 | 38.6 |
| Sarpy | 105.6 | Male | 53,229 | 6,227 | 6,025 | 5,316 | 5,527 | 10,333 | 9,329 | 5,312 | 3,094 | 2,066 | 28.4 |
| | | Female | 52,371 | 5,893 | 5,669 | 5,086 | 5,026 | 10,152 | 9,307 | 5,321 | 2,904 | 3,013 | 29.4 |
| Saunders | 18.4 | Male | 9,210 | 855 | 949 | 903 | 603 | 1,361 | 1,380 | 987 | 873 | 1,299 | 34.5 |
| | | Female | 9,190 | 841 | 890 | 820 | 525 | 1,265 | 1,290 | 946 | 924 | 1,689 | 37.0 |
| Scotts Bluff | 35.8 | Male | 17,214 | 1,615 | 1,833 | 1,689 | 1,308 | 2,361 | 2,611 | 1,741 | 1,625 | 2,431 | 34.2 |
| | | Female | 18,586 | 1,523 | 1,727 | 1,667 | 1,330 | 2,513 | 2,750 | 1,861 | 1,783 | 3,432 | 36.9 |
| Seward | 15.7 | Male | 7,850 | 681 | 817 | 678 | 1,134 | 1,017 | 1,098 | 777 | 636 | 1,012 | 31.0 |
| | | Female | 7,850 | 672 | 707 | 655 | 778 | 988 | 1,098 | 761 | 670 | 1,521 | 36.1 |
| Sheridan | 6.7 | Male | 3,276 | 285 | 358 | 344 | 196 | 375 | 471 | 315 | 332 | 600 | 36.7 |
| | | Female | 3,424 | 246 | 345 | 296 | 182 | 391 | 454 | 327 | 364 | 819 | 40.6 |
| Sherman | 3.7 | Male | 1,856 | 143 | 180 | 210 | 123 | 203 | 246 | 194 | 198 | 359 | 37.8 |
| | | Female | 1,844 | 156 | 180 | 169 | 95 | 187 | 225 | 198 | 188 | 446 | 41.0 |
| Sioux | 1.5 | Male | 758 | 65 | 58 | 85 | 40 | 101 | 109 | 99 | 93 | 108 | 37.8 |
| | | Female | 742 | 49 | 83 | 59 | 25 | 92 | 105 | 111 | 90 | 128 | 41.0 |
| Stanton | 6.4 | Male | 3,192 | 378 | 382 | 309 | 215 | 518 | 449 | 336 | 256 | 349 | 31.0 |
| | | Female | 3,208 | 345 | 360 | 342 | 195 | 480 | 452 | 316 | 273 | 445 | 32.5 |
| Thayer | 6.5 | Male | 3,143 | 238 | 299 | 281 | 174 | 378 | 399 | 335 | 312 | 727 | 40.1 |
| | | Female | 3,357 | 231 | 281 | 265 | 153 | 353 | 414 | 325 | 351 | 984 | 44.6 |
| Thomas | .8 | Male | 383 | 28 | 50 | 44 | 21 | 41 | 66 | 45 | 39 | 49 | 36.1 |
| | | Female | 417 | 36 | 53 | 38 | 21 | 52 | 61 | 49 | 44 | 63 | 36.4 |
| Thurston | 6.9 | Male | 3,409 | 484 | 433 | 328 | 277 | 454 | 389 | 319 | 290 | 435 | 29.0 |
| | | Female | 3,491 | 457 | 406 | 329 | 270 | 452 | 402 | 313 | 337 | 525 | 31.3 |
| Valley | 5.0 | Male | 2,399 | 196 | 231 | 207 | 145 | 290 | 344 | 267 | 234 | 485 | 38.8 |
| | | Female | 2,601 | 203 | 228 | 225 | 124 | 281 | 343 | 245 | 288 | 664 | 42.0 |
| Washington | 16.9 | Male | 8,291 | 695 | 824 | 835 | 708 | 1,143 | 1,381 | 990 | 754 | 961 | 34.5 |
| | | Female | 8,609 | 681 | 860 | 763 | 701 | 1,155 | 1,399 | 943 | 752 | 1,355 | 36.0 |
| Wayne | 9.6 | Male | 4,667 | 412 | 369 | 400 | 932 | 644 | 578 | 403 | 379 | 550 | 28.4 |
| | | Female | 4,933 | 405 | 417 | 338 | 1,015 | 607 | 502 | 415 | 409 | 825 | 29.8 |
| Webster | 4.2 | Male | 2,026 | 160 | 185 | 176 | 88 | 254 | 250 | 206 | 241 | 466 | 41.0 |
| | | Female | 2,174 | 159 | 162 | 159 | 81 | 237 | 233 | 228 | 247 | 668 | 47.2 |
| Wheeler | .9 | Male | 455 | 56 | 38 | 54 | 21 | 74 | 52 | 44 | 49 | 67 | 32.9 |
| | | Female | 445 | 56 | 49 | 44 | 22 | 61 | 53 | 51 | 41 | 68 | 33.4 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **NEBRASKA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| York | 14.5 | Male | 7,035 | 709 | 682 | 697 | 573 | 989 | 1,047 | 708 | 621 | 1,009 | 33.7 |
| | | Female | 7,465 | 682 | 653 | 577 | 561 | 1,024 | 1,061 | 749 | 678 | 1,480 | 37.2 |
| **TOTAL METRO COUNTIES** | **777.7** | **Male** | **379,137** | **38,747** | **36,704** | **32,204** | **43,968** | **69,389** | **61,382** | **37,562** | **27,518** | **31,663** | **30.5** |
| | | **Female** | **398,563** | **37,178** | **34,955** | **30,671** | **44,668** | **69,537** | **63,280** | **38,724** | **29,331** | **50,219** | **32.5** |
| **TOTAL STATE** | **1,586.0** | **Male** | **773,593** | **76,525** | **76,924** | **68,962** | **75,874** | **125,294** | **118,492** | **77,610** | **63,345** | **90,567** | **32.1** |
| | | **Female** | **812,407** | **72,563** | **73,379** | **65,155** | **74,982** | **124,423** | **119,108** | **79,130** | **68,126** | **135,541** | **34.7** |
| **NEVADA** | | | | | | | | | | | | | |
| **LAS VEGAS** | **817.4** | **Male** | **414,983** | **39,780** | **33,863** | **29,728** | **41,978** | **77,551** | **66,829** | **48,948** | **36,593** | **39,713** | **33.0** |
| | | **Female** | **402,417** | **37,756** | **32,619** | **28,693** | **39,594** | **70,351** | **64,168** | **47,344** | **35,823** | **46,069** | **33.9** |
| Clark | 817.4 | Male | 414,983 | 39,780 | 33,863 | 29,728 | 41,978 | 77,551 | 66,829 | 48,948 | 36,593 | 39,713 | 33.0 |
| | | Female | 402,417 | 37,756 | 32,619 | 28,693 | 39,594 | 70,351 | 64,168 | 47,344 | 35,823 | 46,069 | 33.9 |
| **RENO** | **266.1** | **Male** | **134,972** | **12,533** | **10,494** | **9,043** | **14,143** | **25,158** | **24,319** | **16,093** | **11,108** | **12,081** | **33.5** |
| | | **Female** | **131,128** | **11,625** | **9,889** | **8,630** | **13,156** | **23,718** | **22,868** | **15,087** | **10,846** | **15,309** | **34.4** |
| Washoe | 266.1 | Male | 134,972 | 12,533 | 10,494 | 9,043 | 14,143 | 25,158 | 24,319 | 16,093 | 11,108 | 12,081 | 33.5 |
| | | Female | 131,128 | 11,625 | 9,889 | 8,630 | 13,156 | 23,718 | 22,868 | 15,087 | 10,846 | 15,309 | 34.4 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Carson City | 41.9 | Male | 21,413 | 1,780 | 1,618 | 1,477 | 1,873 | 3,665 | 3,729 | 2,570 | 1,932 | 2,769 | 35.8 |
| | | Female | 20,487 | 1,668 | 1,505 | 1,351 | 1,557 | 3,022 | 3,426 | 2,406 | 2,032 | 3,520 | 38.3 |
| Churchill | 19.1 | Male | 9,631 | 1,018 | 927 | 828 | 857 | 1,558 | 1,480 | 1,043 | 803 | 1,117 | 32.6 |
| | | Female | 9,469 | 963 | 872 | 810 | 763 | 1,443 | 1,454 | 982 | 840 | 1,342 | 34.2 |
| Clark | 817.4 | Male | 414,983 | 39,780 | 33,863 | 29,728 | 41,978 | 77,551 | 66,829 | 48,948 | 36,593 | 39,713 | 33.0 |
| | | Female | 402,417 | 37,756 | 32,619 | 28,693 | 39,594 | 70,351 | 64,168 | 47,344 | 35,823 | 46,069 | 33.9 |
| Douglas | 29.1 | Male | 14,684 | 1,353 | 1,367 | 1,130 | 890 | 2,185 | 2,899 | 1,818 | 1,348 | 1,694 | 36.4 |
| | | Female | 14,416 | 1,332 | 1,287 | 1,030 | 842 | 2,301 | 2,782 | 1,681 | 1,336 | 1,825 | 36.5 |
| Elko | 36.0 | Male | 19,184 | 2,195 | 2,055 | 1,903 | 1,768 | 3,553 | 3,323 | 2,188 | 1,174 | 1,025 | 29.7 |
| | | Female | 16,816 | 2,094 | 1,954 | 1,541 | 1,547 | 3,174 | 2,675 | 1,757 | 906 | 1,168 | 29.0 |
| Esmeralda | 1.3 | Male | 725 | 50 | 65 | 55 | 59 | 116 | 125 | 102 | 84 | 69 | 36.4 |
| | | Female | 575 | 51 | 47 | 47 | 44 | 87 | 101 | 79 | 53 | 66 | 36.1 |
| Eureka | 1.7 | Male | 929 | 95 | 72 | 68 | 74 | 154 | 152 | 146 | 90 | 78 | 35.1 |
| | | Female | 771 | 91 | 82 | 62 | 50 | 134 | 124 | 97 | 67 | 64 | 32.5 |
| Humboldt | 14.1 | Male | 7,584 | 763 | 792 | 693 | 737 | 1,417 | 1,304 | 821 | 539 | 518 | 30.7 |
| | | Female | 6,516 | 768 | 719 | 566 | 573 | 1,172 | 1,039 | 694 | 460 | 525 | 30.4 |
| Lander | 6.7 | Male | 3,468 | 398 | 387 | 371 | 281 | 648 | 578 | 407 | 224 | 174 | 29.6 |
| | | Female | 3,232 | 412 | 411 | 330 | 323 | 553 | 515 | 326 | 159 | 203 | 27.5 |
| Lincoln | 3.8 | Male | 1,983 | 186 | 217 | 283 | 129 | 243 | 251 | 184 | 196 | 294 | 32.3 |
| | | Female | 1,817 | 180 | 199 | 217 | 85 | 214 | 218 | 219 | 166 | 319 | 35.6 |
| Lyon | 21.5 | Male | 10,978 | 1,080 | 1,044 | 981 | 675 | 1,480 | 1,648 | 1,346 | 1,150 | 1,574 | 36.4 |
| | | Female | 10,522 | 1,030 | 971 | 796 | 601 | 1,520 | 1,579 | 1,245 | 1,112 | 1,668 | 37.2 |
| Mineral | 6.6 | Male | 3,361 | 377 | 326 | 319 | 217 | 497 | 488 | 369 | 349 | 419 | 33.9 |
| | | Female | 3,239 | 319 | 303 | 281 | 263 | 469 | 453 | 358 | 343 | 450 | 34.7 |
| Nye | 18.9 | Male | 10,120 | 840 | 833 | 711 | 628 | 1,619 | 1,546 | 1,507 | 1,260 | 1,176 | 37.8 |
| | | Female | 8,780 | 840 | 795 | 680 | 605 | 1,322 | 1,308 | 1,125 | 1,000 | 1,105 | 36.1 |
| Pershing | 4.8 | Male | 2,465 | 294 | 233 | 209 | 203 | 405 | 351 | 288 | 219 | 263 | 32.2 |
| | | Female | 2,335 | 284 | 271 | 179 | 192 | 364 | 297 | 262 | 195 | 291 | 31.6 |
| Storey | 2.7 | Male | 1,341 | 108 | 109 | 91 | 71 | 177 | 273 | 236 | 157 | 119 | 39.2 |
| | | Female | 1,359 | 114 | 117 | 90 | 90 | 230 | 277 | 181 | 113 | 147 | 36.4 |
| Washoe | 266.1 | Male | 134,972 | 12,533 | 10,494 | 9,043 | 14,143 | 25,158 | 24,319 | 16,093 | 11,108 | 12,081 | 33.5 |
| | | Female | 131,128 | 11,625 | 9,889 | 8,630 | 13,156 | 23,718 | 22,868 | 15,087 | 10,846 | 15,309 | 34.4 |
| White Pine | 9.7 | Male | 5,293 | 506 | 505 | 409 | 438 | 910 | 906 | 645 | 408 | 506 | 33.7 |
| | | Female | 4,407 | 425 | 435 | 407 | 316 | 635 | 639 | 479 | 425 | 646 | 34.8 |
| **TOTAL METRO COUNTIES** | **1,083.5** | **Male** | **549,955** | **52,313** | **44,357** | **38,771** | **56,121** | **102,709** | **91,148** | **65,041** | **47,701** | **51,794** | **33.1** |
| | | **Female** | **533,545** | **49,381** | **42,508** | **37,323** | **52,750** | **94,069** | **87,036** | **62,431** | **46,669** | **61,378** | **34.0** |
| **TOTAL STATE** | **1,301.4** | **Male** | **663,114** | **63,356** | **54,907** | **48,299** | **65,021** | **121,336** | **110,201** | **78,711** | **57,694** | **63,589** | **33.2** |
| | | **Female** | **638,286** | **59,952** | **52,476** | **45,710** | **60,601** | **110,709** | **103,923** | **74,322** | **55,876** | **74,717** | **34.1** |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **NEW HAMPSHIRE** | | | | | | | | | | | | | |
| **MANCHESTER - NASHUA** | **347.7** | **Male** | **170,308** | **17,279** | **15,161** | **13,382** | **17,040** | **33,170** | **29,636** | **18,496** | **12,262** | **13,882** | **31.7** |
| | | **Female** | **177,392** | **16,866** | **14,206** | **12,971** | **17,350** | **32,959** | **29,574** | **18,255** | **13,061** | **22,150** | **33.3** |
| Hillsborough | 347.7 | Male | 170,308 | 17,279 | 15,161 | 13,382 | 17,040 | 33,170 | 29,636 | 18,496 | 12,262 | 13,882 | 31.7 |
| | | Female | 177,392 | 16,866 | 14,206 | 12,971 | 17,350 | 32,959 | 29,574 | 18,255 | 13,061 | 22,150 | 33.3 |
| **PORTSMOUTH - DOVER - ROCHESTER** | **363.2** | **Male** | **179,093** | **17,877** | **15,640** | **13,631** | **19,275** | **34,283** | **31,662** | **19,598** | **12,857** | **14,270** | **31.7** |
| | | **Female** | **184,107** | **17,311** | **15,128** | **12,942** | **19,712** | **34,470** | **31,474** | **18,955** | **13,112** | **21,003** | **32.8** |
| Rockingham | 255.7 | Male | 126,965 | 12,857 | 11,273 | 9,955 | 11,453 | 24,570 | 23,729 | 14,473 | 8,961 | 9,694 | 32.3 |
| | | Female | 128,735 | 12,527 | 10,858 | 9,478 | 10,886 | 24,800 | 23,479 | 13,753 | 8,969 | 13,985 | 33.3 |
| Strafford | 107.5 | Male | 52,128 | 5,020 | 4,367 | 3,676 | 7,822 | 9,713 | 7,933 | 5,125 | 3,896 | 4,576 | 30.3 |
| | | Female | 55,372 | 4,784 | 4,270 | 3,464 | 8,826 | 9,670 | 7,995 | 5,202 | 4,143 | 7,018 | 31.6 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Belknap | 49.8 | Male | 24,346 | 2,217 | 2,228 | 2,070 | 1,935 | 3,908 | 4,245 | 2,752 | 2,166 | 2,825 | 34.5 |
| | | Female | 25,454 | 2,151 | 2,200 | 1,950 | 1,850 | 4,065 | 4,242 | 2,671 | 2,281 | 4,044 | 36.2 |
| Carroll | 37.0 | Male | 18,042 | 1,598 | 1,601 | 1,360 | 1,147 | 2,753 | 3,194 | 2,019 | 1,748 | 2,622 | 36.8 |
| | | Female | 18,958 | 1,527 | 1,554 | 1,274 | 1,231 | 2,928 | 3,201 | 1,942 | 1,941 | 3,360 | 38.0 |
| Cheshire | 72.1 | Male | 34,881 | 3,213 | 3,206 | 2,684 | 4,163 | 5,311 | 5,733 | 3,831 | 2,874 | 3,866 | 32.9 |
| | | Female | 37,219 | 3,080 | 2,940 | 2,595 | 4,551 | 5,608 | 5,808 | 3,865 | 3,056 | 5,716 | 34.7 |
| Coos | 34.9 | Male | 16,919 | 1,422 | 1,456 | 1,490 | 1,404 | 2,542 | 2,679 | 1,857 | 1,721 | 2,348 | 35.5 |
| | | Female | 17,981 | 1,397 | 1,436 | 1,423 | 1,324 | 2,564 | 2,630 | 1,889 | 1,856 | 3,462 | 38.2 |
| Grafton | 76.0 | Male | 37,514 | 3,200 | 3,094 | 2,726 | 6,131 | 5,741 | 6,018 | 3,756 | 2,943 | 3,905 | 31.3 |
| | | Female | 38,486 | 3,025 | 2,958 | 2,609 | 5,383 | 5,877 | 6,111 | 3,805 | 3,126 | 5,592 | 34.0 |
| Hillsborough | 347.7 | Male | 170,308 | 17,279 | 15,161 | 13,382 | 17,040 | 33,170 | 29,636 | 18,496 | 12,262 | 13,882 | 31.7 |
| | | Female | 177,392 | 16,866 | 14,206 | 12,971 | 17,350 | 32,959 | 29,574 | 18,255 | 13,061 | 22,150 | 33.3 |
| Merrimack | 123.4 | Male | 60,472 | 5,922 | 5,426 | 4,767 | 5,637 | 10,832 | 10,905 | 6,446 | 4,695 | 5,842 | 32.8 |
| | | Female | 62,928 | 5,498 | 5,270 | 4,509 | 5,393 | 11,116 | 10,554 | 6,356 | 4,913 | 9,319 | 34.7 |
| Rockingham | 255.7 | Male | 126,965 | 12,857 | 11,273 | 9,955 | 11,453 | 24,570 | 23,729 | 14,473 | 8,961 | 9,694 | 32.3 |
| | | Female | 128,735 | 12,527 | 10,858 | 9,478 | 10,886 | 24,800 | 23,479 | 13,753 | 8,969 | 13,985 | 33.3 |
| Strafford | 107.5 | Male | 52,128 | 5,020 | 4,367 | 3,676 | 7,822 | 9,713 | 7,933 | 5,125 | 3,896 | 4,576 | 30.3 |
| | | Female | 55,372 | 4,784 | 4,270 | 3,464 | 8,826 | 9,670 | 7,995 | 5,202 | 4,143 | 7,018 | 31.6 |
| Sullivan | 39.5 | Male | 19,380 | 1,844 | 1,745 | 1,696 | 1,578 | 2,921 | 3,276 | 2,149 | 1,755 | 2,416 | 34.7 |
| | | Female | 20,120 | 1,675 | 1,638 | 1,555 | 1,602 | 3,002 | 3,298 | 2,086 | 1,842 | 3,422 | 36.8 |
| **TOTAL METRO COUNTIES** | **710.9** | **Male** | **349,401** | **35,156** | **30,801** | **27,012** | **36,315** | **67,453** | **61,298** | **38,094** | **25,119** | **28,152** | **31.7** |
| | | **Female** | **361,499** | **34,177** | **29,334** | **25,913** | **37,062** | **67,429** | **61,048** | **37,210** | **26,173** | **43,153** | **33.0** |
| **TOTAL STATE** | **1,143.6** | **Male** | **560,955** | **54,572** | **49,557** | **43,806** | **58,310** | **101,461** | **97,348** | **60,904** | **43,021** | **51,976** | **32.3** |
| | | **Female** | **582,645** | **52,530** | **47,330** | **41,828** | **58,396** | **102,589** | **96,892** | **59,824** | **45,188** | **78,068** | **33.9** |
| **NEW JERSEY** | | | | | | | | | | | | | |
| **ATLANTIC CITY** | **326.7** | **Male** | **157,088** | **14,345** | **12,230** | **11,637** | **15,911** | **27,716** | **23,914** | **15,877** | **14,221** | **21,237** | **33.8** |
| | | **Female** | **169,612** | **13,853** | **11,718** | **11,208** | **15,379** | **27,806** | **24,041** | **17,306** | **16,297** | **32,004** | **37.0** |
| Atlantic | 229.1 | Male | 110,208 | 10,262 | 8,563 | 8,344 | 11,609 | 20,466 | 17,055 | 11,234 | 9,530 | 13,145 | 33.0 |
| | | Female | 118,892 | 9,889 | 8,086 | 8,048 | 11,632 | 20,465 | 17,341 | 12,228 | 10,890 | 20,313 | 35.8 |
| Cape May | 97.6 | Male | 46,880 | 4,083 | 3,667 | 3,293 | 4,302 | 7,250 | 6,859 | 4,643 | 4,691 | 8,092 | 36.2 |
| | | Female | 50,720 | 3,964 | 3,632 | 3,160 | 3,747 | 7,341 | 6,700 | 5,078 | 5,407 | 11,691 | 40.2 |
| **BERGEN - PASSAIC** | **1,275.7** | **Male** | **613,474** | **51,510** | **45,412** | **46,149** | **61,251** | **103,616** | **98,023** | **73,046** | **60,593** | **73,874** | **34.9** |
| | | **Female** | **662,226** | **48,937** | **43,027** | **44,192** | **59,446** | **104,305** | **103,709** | **79,926** | **67,170** | **111,514** | **38.0** |
| Bergen | 822.2 | Male | 394,950 | 30,768 | 27,566 | 28,402 | 36,464 | 64,840 | 64,460 | 49,350 | 42,058 | 51,042 | 36.5 |
| | | Female | 427,250 | 28,897 | 26,188 | 27,082 | 35,105 | 65,743 | 68,451 | 53,947 | 46,299 | 75,538 | 39.5 |
| Passaic | 453.5 | Male | 218,524 | 20,742 | 17,846 | 17,747 | 24,787 | 38,776 | 33,563 | 23,696 | 18,535 | 22,832 | 32.3 |
| | | Female | 234,976 | 20,040 | 16,839 | 17,110 | 24,341 | 38,562 | 35,258 | 25,979 | 20,871 | 35,976 | 35.2 |
| **JERSEY CITY** | **548.9** | **Male** | **266,241** | **23,031** | **19,737** | **20,235** | **30,600** | **55,548** | **40,387** | **27,590** | **22,472** | **26,641** | **32.1** |
| | | **Female** | **282,659** | **22,034** | **19,097** | **19,287** | **29,386** | **52,200** | **40,895** | **30,276** | **26,069** | **43,415** | **34.9** |
| Hudson | 548.9 | Male | 266,241 | 23,031 | 19,737 | 20,235 | 30,600 | 55,548 | 40,387 | 27,590 | 22,472 | 26,641 | 32.1 |
| | | Female | 282,659 | 22,034 | 19,097 | 19,287 | 29,386 | 52,200 | 40,895 | 30,276 | 26,069 | 43,415 | 34.9 |
| **MIDDLESEX - SOMERSET - HUNTERDON** | **1,044.2** | **Male** | **514,678** | **44,440** | **37,591** | **37,060** | **56,089** | **98,633** | **86,942** | **60,219** | **45,205** | **48,499** | **33.3** |
| | | **Female** | **529,522** | **42,401** | **35,127** | **34,569** | **53,630** | **97,042** | **87,973** | **61,151** | **47,829** | **69,800** | **35.2** |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **NEW JERSEY (continued)** | | | | | | | | | | | | | |
| **MIDDLESEX - SOMERSET - HUNTERDON (continued)** | | | | | | | | | | | | | |
| Hunterdon | 111.4 | Male | 55,559 | 4,899 | 4,584 | 4,313 | 5,019 | 9,008 | 10,754 | 7,951 | 4,639 | 4,392 | 35.0 |
| | | Female | 55,841 | 4,737 | 4,259 | 4,089 | 4,185 | 9,331 | 11,173 | 7,459 | 4,409 | 6,199 | 36.2 |
| Middlesex | 683.1 | Male | 336,325 | 28,644 | 24,166 | 23,919 | 40,434 | 65,630 | 54,633 | 36,910 | 28,981 | 33,008 | 32.8 |
| | | Female | 346,775 | 27,396 | 22,498 | 22,269 | 39,378 | 63,605 | 54,540 | 37,946 | 31,566 | 47,577 | 34.7 |
| Somerset | 249.7 | Male | 122,794 | 10,897 | 8,841 | 8,828 | 10,636 | 23,995 | 21,555 | 15,358 | 11,585 | 11,099 | 34.2 |
| | | Female | 126,906 | 10,268 | 8,370 | 8,211 | 10,067 | 24,106 | 22,260 | 15,746 | 11,854 | 16,024 | 36.1 |
| **MONMOUTH - OCEAN** | **1,015.0** | **Male** | **486,374** | **43,487** | **40,316** | **39,131** | **42,807** | **75,541** | **78,628** | **54,385** | **41,205** | **70,874** | **35.3** |
| | | **Female** | **528,626** | **42,043** | **38,712** | **37,471** | **40,733** | **77,504** | **81,962** | **55,661** | **47,972** | **106,568** | **38.4** |
| Monmouth | 566.6 | Male | 274,810 | 25,013 | 23,089 | 22,893 | 25,691 | 44,489 | 47,804 | 33,734 | 23,706 | 28,391 | 34.2 |
| | | Female | 291,790 | 23,883 | 22,234 | 21,809 | 23,778 | 45,862 | 49,821 | 34,150 | 26,108 | 44,145 | 36.7 |
| Ocean | 448.4 | Male | 211,564 | 18,474 | 17,227 | 16,238 | 17,116 | 31,052 | 30,824 | 20,651 | 17,499 | 42,483 | 36.8 |
| | | Female | 236,836 | 18,160 | 16,478 | 15,662 | 16,955 | 31,642 | 32,141 | 21,511 | 21,864 | 62,423 | 41.1 |
| **NEWARK** | **1,823.6** | **Male** | **875,275** | **79,129** | **71,037** | **71,356** | **90,123** | **150,747** | **141,770** | **104,395** | **77,610** | **89,108** | **33.4** |
| | | **Female** | **948,325** | **75,970** | **68,166** | **68,111** | **88,732** | **155,017** | **153,662** | **112,398** | **86,015** | **140,254** | **36.2** |
| Essex | 771.5 | Male | 364,795 | 34,277 | 30,873 | 31,382 | 41,138 | 63,788 | 55,914 | 39,715 | 30,707 | 37,001 | 32.0 |
| | | Female | 406,705 | 33,113 | 29,785 | 30,161 | 40,824 | 67,231 | 63,019 | 45,354 | 36,443 | 60,775 | 35.4 |
| Morris | 423.7 | Male | 207,056 | 17,331 | 15,963 | 16,523 | 20,173 | 34,702 | 36,203 | 28,907 | 19,459 | 17,795 | 34.7 |
| | | Female | 216,644 | 16,560 | 15,302 | 15,671 | 19,703 | 34,540 | 38,801 | 29,571 | 19,383 | 27,113 | 36.7 |
| Sussex | 134.0 | Male | 66,510 | 7,030 | 6,357 | 5,830 | 5,635 | 11,363 | 12,770 | 8,418 | 4,386 | 4,721 | 32.4 |
| | | Female | 67,490 | 6,657 | 6,033 | 5,491 | 5,179 | 11,904 | 12,874 | 7,711 | 4,335 | 7,306 | 33.7 |
| Union | 494.4 | Male | 236,914 | 20,491 | 17,844 | 17,621 | 23,177 | 40,894 | 36,883 | 27,355 | 23,058 | 29,591 | 34.6 |
| | | Female | 257,486 | 19,640 | 17,046 | 16,788 | 23,026 | 41,342 | 38,968 | 29,762 | 25,854 | 45,060 | 37.8 |
| **TRENTON** | **330.8** | **Male** | **160,155** | **14,095** | **12,513** | **11,916** | **19,204** | **27,783** | **26,193** | **17,890** | **13,681** | **16,880** | **33.0** |
| | | **Female** | **170,645** | **13,325** | **11,946** | **11,519** | **18,599** | **27,540** | **27,237** | **18,999** | **15,230** | **26,250** | **35.9** |
| Mercer | 330.8 | Male | 160,155 | 14,095 | 12,513 | 11,916 | 19,204 | 27,783 | 26,193 | 17,890 | 13,681 | 16,880 | 33.0 |
| | | Female | 170,645 | 13,325 | 11,946 | 11,519 | 18,599 | 27,540 | 27,237 | 18,999 | 15,230 | 26,250 | 35.9 |
| **VINELAND - MILLVILLE - BRIDGETON** | **139.1** | **Male** | **67,887** | **6,517** | **6,186** | **6,122** | **6,969** | **11,521** | **10,298** | **7,222** | **5,526** | **7,526** | **32.1** |
| | | **Female** | **71,213** | **6,135** | **5,844** | **5,774** | **6,687** | **10,687** | **10,503** | **7,661** | **6,525** | **11,397** | **35.5** |
| Cumberland | 139.1 | Male | 67,887 | 6,517 | 6,186 | 6,122 | 6,969 | 11,521 | 10,298 | 7,222 | 5,526 | 7,526 | 32.1 |
| | | Female | 71,213 | 6,135 | 5,844 | 5,774 | 6,687 | 10,687 | 10,503 | 7,661 | 6,525 | 11,397 | 35.5 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Atlantic | 229.1 | Male | 110,208 | 10,262 | 8,563 | 8,344 | 11,609 | 20,466 | 17,055 | 11,234 | 9,530 | 13,145 | 33.0 |
| | | Female | 118,892 | 9,889 | 8,086 | 8,048 | 11,632 | 20,465 | 17,341 | 12,228 | 10,890 | 20,313 | 35.8 |
| Bergen | 822.2 | Male | 394,950 | 30,768 | 27,566 | 28,402 | 36,464 | 64,840 | 64,460 | 49,350 | 42,058 | 51,042 | 36.5 |
| | | Female | 427,250 | 28,897 | 26,188 | 27,082 | 35,105 | 65,743 | 68,451 | 53,947 | 46,299 | 75,538 | 39.5 |
| ☐ Burlington | 403.8 | Male | 199,633 | 18,318 | 17,249 | 16,363 | 22,618 | 35,518 | 32,274 | 22,408 | 17,059 | 17,826 | 32.1 |
| | | Female | 204,167 | 17,499 | 16,444 | 15,419 | 19,030 | 35,013 | 33,541 | 23,401 | 18,204 | 25,616 | 34.6 |
| ☐ Camden | 511.7 | Male | 246,264 | 25,487 | 23,295 | 21,343 | 23,990 | 43,032 | 38,416 | 25,764 | 20,130 | 24,807 | 31.7 |
| | | Female | 265,436 | 24,339 | 22,065 | 20,068 | 24,324 | 44,950 | 41,195 | 27,854 | 22,776 | 37,865 | 34.3 |
| Cape May | 97.6 | Male | 46,880 | 4,083 | 3,667 | 3,293 | 4,302 | 7,250 | 6,859 | 4,643 | 4,691 | 8,092 | 36.2 |
| | | Female | 50,720 | 3,964 | 3,632 | 3,160 | 3,747 | 7,341 | 6,700 | 5,078 | 5,407 | 11,691 | 40.2 |
| Cumberland | 139.1 | Male | 67,887 | 6,517 | 6,186 | 6,122 | 6,969 | 11,521 | 10,298 | 7,222 | 5,526 | 7,526 | 32.1 |
| | | Female | 71,213 | 6,135 | 5,844 | 5,774 | 6,687 | 10,687 | 10,503 | 7,661 | 6,525 | 11,397 | 35.5 |
| Essex | 771.5 | Male | 364,795 | 34,277 | 30,873 | 31,382 | 41,138 | 63,788 | 55,914 | 39,715 | 30,707 | 37,001 | 32.0 |
| | | Female | 406,705 | 33,113 | 29,785 | 30,161 | 40,824 | 67,231 | 63,019 | 45,354 | 36,443 | 60,775 | 35.4 |
| ☐ Gloucester | 235.5 | Male | 114,702 | 11,451 | 11,080 | 9,991 | 11,447 | 19,714 | 19,101 | 12,392 | 9,151 | 10,375 | 31.8 |
| | | Female | 120,798 | 10,803 | 10,513 | 9,709 | 11,820 | 20,602 | 19,712 | 12,552 | 9,987 | 15,100 | 33.5 |
| Hudson | 548.9 | Male | 266,241 | 23,031 | 19,737 | 20,235 | 30,600 | 55,548 | 40,387 | 27,590 | 22,472 | 26,641 | 32.1 |
| | | Female | 282,659 | 22,034 | 19,097 | 19,287 | 29,386 | 52,200 | 40,895 | 30,276 | 26,069 | 43,415 | 34.9 |
| Hunterdon | 111.4 | Male | 55,559 | 4,899 | 4,584 | 4,313 | 5,019 | 9,008 | 10,754 | 7,951 | 4,639 | 4,392 | 35.0 |
| | | Female | 55,841 | 4,737 | 4,259 | 4,089 | 4,185 | 9,331 | 11,173 | 7,459 | 4,409 | 6,199 | 36.2 |
| Mercer | 330.8 | Male | 160,155 | 14,095 | 12,513 | 11,916 | 19,204 | 27,783 | 26,193 | 17,890 | 13,681 | 16,880 | 33.0 |
| | | Female | 170,645 | 13,325 | 11,946 | 11,519 | 18,599 | 27,540 | 27,237 | 18,999 | 15,230 | 26,250 | 35.9 |
| Middlesex | 683.1 | Male | 336,325 | 28,644 | 24,166 | 23,919 | 40,434 | 65,630 | 54,633 | 36,910 | 28,981 | 33,008 | 32.8 |
| | | Female | 346,775 | 27,396 | 22,498 | 22,269 | 39,378 | 63,605 | 54,540 | 37,946 | 31,566 | 47,577 | 34.7 |
| Monmouth | 566.6 | Male | 274,810 | 25,013 | 23,089 | 22,893 | 25,691 | 44,489 | 47,804 | 33,734 | 23,706 | 28,391 | 34.2 |
| | | Female | 291,790 | 23,883 | 22,234 | 21,809 | 23,778 | 45,862 | 49,821 | 34,150 | 26,108 | 44,145 | 36.7 |
| Morris | 423.7 | Male | 207,056 | 17,331 | 15,963 | 16,523 | 20,173 | 34,702 | 36,203 | 28,907 | 19,459 | 17,795 | 34.7 |
| | | Female | 216,644 | 16,560 | 15,302 | 15,671 | 19,703 | 34,540 | 38,801 | 29,571 | 19,383 | 27,113 | 36.7 |
| Ocean | 448.4 | Male | 211,564 | 18,474 | 17,227 | 16,238 | 17,116 | 31,052 | 30,824 | 20,651 | 17,499 | 42,483 | 36.8 |
| | | Female | 236,836 | 18,160 | 16,478 | 15,662 | 16,955 | 31,642 | 32,141 | 21,511 | 21,864 | 62,423 | 41.1 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **NEW JERSEY (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Passaic | 453.5 | Male | 218,524 | 20,742 | 17,846 | 17,747 | 24,787 | 38,776 | 33,563 | 23,696 | 18,535 | 22,832 | 32.3 |
| | | Female | 234,976 | 20,040 | 16,839 | 17,110 | 24,341 | 38,562 | 35,258 | 25,979 | 20,871 | 35,976 | 35.2 |
| ☐ Salem | 65.6 | Male | 31,621 | 2,736 | 2,993 | 2,935 | 2,850 | 4,625 | 4,964 | 3,721 | 2,861 | 3,936 | 34.3 |
| | | Female | 33,979 | 2,704 | 2,852 | 2,689 | 2,795 | 5,037 | 5,292 | 3,756 | 3,107 | 5,747 | 36.7 |
| Somerset | 249.7 | Male | 122,794 | 10,897 | 8,841 | 8,828 | 10,636 | 23,995 | 21,555 | 15,358 | 11,585 | 11,099 | 34.2 |
| | | Female | 126,906 | 10,268 | 8,370 | 8,211 | 10,067 | 24,106 | 22,260 | 15,746 | 11,854 | 16,024 | 36.1 |
| Sussex | 134.0 | Male | 66,510 | 7,030 | 6,357 | 5,830 | 5,635 | 11,363 | 12,770 | 8,418 | 4,386 | 4,721 | 32.4 |
| | | Female | 67,490 | 6,657 | 6,033 | 5,491 | 5,179 | 11,904 | 12,874 | 7,711 | 4,335 | 7,306 | 33.7 |
| Union | 494.4 | Male | 236,914 | 20,491 | 17,844 | 17,621 | 23,177 | 40,894 | 36,883 | 27,355 | 23,058 | 29,591 | 34.6 |
| | | Female | 257,486 | 19,640 | 17,046 | 16,788 | 23,026 | 41,342 | 38,968 | 29,762 | 25,854 | 45,060 | 37.8 |
| ☐ Warren | 92.9 | Male | 44,889 | 4,339 | 3,879 | 3,551 | 3,833 | 7,717 | 7,581 | 5,343 | 3,798 | 4,848 | 33.9 |
| | | Female | 48,011 | 4,273 | 3,704 | 3,391 | 4,135 | 7,929 | 7,751 | 5,183 | 4,124 | 7,521 | 35.7 |
| **TOTAL METRO COUNTIES** | **7,813.5** | **Male** | **3,778,281** | **338,885** | **303,518** | **297,789** | **387,692** | **661,711** | **608,491** | **430,252** | **333,512** | **416,431** | **33.5** |
| | | **Female** | **4,035,219** | **324,316** | **289,215** | **283,407** | **374,696** | **665,632** | **637,473** | **456,124** | **371,305** | **633,051** | **36.3** |
| **TOTAL STATE** | **7,813.5** | **Male** | **3,778,281** | **338,885** | **303,518** | **297,789** | **387,692** | **661,711** | **608,491** | **430,252** | **333,512** | **416,431** | **33.5** |
| | | **Female** | **4,035,219** | **324,316** | **289,215** | **283,407** | **374,696** | **665,632** | **637,473** | **456,124** | **371,305** | **633,051** | **36.3** |
| **NEW MEXICO** | | | | | | | | | | | | | |
| **ALBUQUERQUE** | **503.5** | **Male** | **245,938** | **24,726** | **22,897** | **20,028** | **25,606** | **45,546** | **41,542** | **25,538** | **18,032** | **22,023** | **31.5** |
| | | **Female** | **257,562** | **23,527** | **22,246** | **19,193** | **25,518** | **45,342** | **42,617** | **27,461** | **20,377** | **31,281** | **33.4** |
| Bernalillo | 503.5 | Male | 245,938 | 24,726 | 22,897 | 20,028 | 25,606 | 45,546 | 41,542 | 25,538 | 18,032 | 22,023 | 31.5 |
| | | Female | 257,562 | 23,527 | 22,246 | 19,193 | 25,518 | 45,342 | 42,617 | 27,461 | 20,377 | 31,281 | 33.4 |
| **LAS CRUCES** | **142.6** | **Male** | **71,006** | **7,931** | **7,523** | **7,000** | **10,084** | **11,683** | **9,715** | **6,286** | **5,122** | **5,662** | **27.5** |
| | | **Female** | **71,594** | **7,584** | **7,164** | **6,752** | **9,795** | **11,587** | **9,901** | **6,619** | **5,283** | **6,909** | **28.9** |
| Dona Ana | 142.6 | Male | 71,006 | 7,931 | 7,523 | 7,000 | 10,084 | 11,683 | 9,715 | 6,286 | 5,122 | 5,662 | 27.5 |
| | | Female | 71,594 | 7,584 | 7,164 | 6,752 | 9,795 | 11,587 | 9,901 | 6,619 | 5,283 | 6,909 | 28.9 |
| **SANTA FE** | **120.9** | **Male** | **59,602** | **5,420** | **5,493** | **5,097** | **4,906** | **9,474** | **11,596** | **7,626** | **4,797** | **5,193** | **34.4** |
| | | **Female** | **61,298** | **5,350** | **5,309** | **4,863** | **4,578** | **9,372** | **11,989** | **7,822** | **5,108** | **6,907** | **36.0** |
| Los Alamos | 18.3 | Male | 9,268 | 715 | 888 | 838 | 471 | 1,240 | 1,700 | 1,639 | 993 | 784 | 37.8 |
| | | Female | 9,032 | 697 | 771 | 840 | 404 | 1,237 | 1,709 | 1,541 | 939 | 894 | 38.3 |
| Santa Fe | 102.6 | Male | 50,334 | 4,705 | 4,605 | 4,259 | 4,435 | 8,234 | 9,896 | 5,987 | 3,804 | 4,409 | 33.7 |
| | | Female | 52,266 | 4,653 | 4,538 | 4,023 | 4,174 | 8,135 | 10,280 | 6,281 | 4,169 | 6,013 | 35.6 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Bernalillo | 503.5 | Male | 245,938 | 24,726 | 22,897 | 20,028 | 25,606 | 45,546 | 41,542 | 25,538 | 18,032 | 22,023 | 31.5 |
| | | Female | 257,562 | 23,527 | 22,246 | 19,193 | 25,518 | 45,342 | 42,617 | 27,461 | 20,377 | 31,281 | 33.4 |
| Catron | 2.6 | Male | 1,374 | 122 | 132 | 120 | 78 | 162 | 220 | 176 | 153 | 211 | 38.3 |
| | | Female | 1,226 | 83 | 123 | 121 | 65 | 141 | 212 | 152 | 138 | 191 | 38.8 |
| Chaves | 58.3 | Male | 28,651 | 3,033 | 3,309 | 3,023 | 2,845 | 4,031 | 3,903 | 2,647 | 2,236 | 3,624 | 30.2 |
| | | Female | 29,649 | 2,863 | 3,120 | 2,634 | 2,463 | 4,185 | 4,023 | 2,748 | 2,701 | 4,912 | 33.9 |
| Cibola | 23.8 | Male | 11,667 | 1,345 | 1,427 | 1,338 | 1,048 | 1,867 | 1,666 | 1,142 | 924 | 910 | 28.6 |
| | | Female | 12,133 | 1,316 | 1,388 | 1,341 | 1,061 | 1,890 | 1,760 | 1,268 | 1,019 | 1,090 | 30.1 |
| Colfax | 12.7 | Male | 6,348 | 549 | 636 | 802 | 432 | 783 | 961 | 679 | 592 | 914 | 34.6 |
| | | Female | 6,352 | 553 | 559 | 549 | 423 | 889 | 911 | 670 | 629 | 1,169 | 37.2 |
| Curry | 42.5 | Male | 20,879 | 2,435 | 2,270 | 1,914 | 2,439 | 3,863 | 2,824 | 1,800 | 1,442 | 1,892 | 28.6 |
| | | Female | 21,621 | 2,387 | 2,236 | 1,934 | 2,265 | 3,622 | 2,826 | 1,977 | 1,596 | 2,778 | 30.5 |
| De Baca | 2.2 | Male | 1,073 | 92 | 114 | 90 | 56 | 130 | 134 | 123 | 125 | 209 | 39.1 |
| | | Female | 1,127 | 80 | 104 | 76 | 59 | 128 | 134 | 122 | 137 | 287 | 43.7 |
| Dona Ana | 142.6 | Male | 71,006 | 7,931 | 7,523 | 7,000 | 10,084 | 11,683 | 9,715 | 6,286 | 5,122 | 5,662 | 27.5 |
| | | Female | 71,594 | 7,584 | 7,164 | 6,752 | 9,795 | 11,587 | 9,901 | 6,619 | 5,283 | 6,909 | 28.9 |
| Eddy | 48.4 | Male | 23,732 | 2,443 | 2,790 | 2,453 | 1,839 | 3,315 | 3,433 | 2,298 | 2,021 | 3,140 | 32.1 |
| | | Female | 24,668 | 2,273 | 2,480 | 2,255 | 1,806 | 3,463 | 3,469 | 2,356 | 2,282 | 4,284 | 35.2 |
| Grant | 28.1 | Male | 13,811 | 1,383 | 1,556 | 1,502 | 1,221 | 1,670 | 1,934 | 1,493 | 1,257 | 1,795 | 32.4 |
| | | Female | 14,289 | 1,302 | 1,453 | 1,406 | 1,234 | 1,839 | 2,105 | 1,480 | 1,321 | 2,149 | 34.5 |
| Guadalupe | 4.0 | Male | 2,001 | 200 | 227 | 209 | 145 | 309 | 262 | 202 | 177 | 270 | 32.1 |
| | | Female | 1,999 | 203 | 216 | 182 | 163 | 309 | 236 | 224 | 189 | 277 | 32.6 |
| Harding | 1.0 | Male | 505 | 37 | 47 | 50 | 36 | 46 | 82 | 49 | 56 | 102 | 39.5 |
| | | Female | 495 | 45 | 38 | 62 | 24 | 47 | 73 | 47 | 56 | 103 | 39.3 |
| Hidalgo | 5.8 | Male | 2,927 | 307 | 343 | 328 | 259 | 442 | 399 | 298 | 265 | 286 | 30.1 |
| | | Female | 2,873 | 299 | 321 | 338 | 235 | 402 | 391 | 280 | 227 | 380 | 31.1 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **NEW MEXICO (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Lea | 54.0 | Male | 26,668 | 3,035 | 3,331 | 2,884 | 2,282 | 4,176 | 3,814 | 2,473 | 2,179 | 2,494 | **29.3** |
| | | Female | 27,332 | 2,878 | 3,107 | 2,845 | 2,289 | 4,186 | 3,752 | 2,606 | 2,392 | 3,277 | **31.1** |
| Lincoln | 12.1 | Male | 5,985 | 521 | 542 | 503 | 418 | 847 | 951 | 721 | 627 | 855 | **36.7** |
| | | Female | 6,115 | 480 | 542 | 507 | 365 | 815 | 996 | 718 | 674 | 1,018 | **38.5** |
| Los Alamos | 18.3 | Male | 9,268 | 715 | 888 | 838 | 471 | 1,240 | 1,700 | 1,639 | 993 | 784 | **37.8** |
| | | Female | 9,032 | 697 | 771 | 840 | 404 | 1,237 | 1,709 | 1,541 | 939 | 894 | **38.3** |
| Luna | 18.6 | Male | 8,946 | 847 | 936 | 926 | 627 | 1,009 | 1,023 | 869 | 958 | 1,751 | **36.3** |
| | | Female | 9,654 | 886 | 934 | 928 | 656 | 1,096 | 1,119 | 955 | 1,053 | 2,027 | **37.9** |
| McKinley | 62.7 | Male | 30,307 | 4,634 | 4,077 | 3,645 | 3,152 | 4,874 | 3,993 | 2,491 | 1,673 | 1,768 | **24.2** |
| | | Female | 32,393 | 4,625 | 4,026 | 3,697 | 3,203 | 5,309 | 4,446 | 2,907 | 1,968 | 2,212 | **26.2** |
| Mora | 4.2 | Male | 2,114 | 188 | 243 | 187 | 180 | 283 | 297 | 224 | 209 | 303 | **34.2** |
| | | Female | 2,086 | 185 | 236 | 200 | 159 | 285 | 279 | 195 | 216 | 331 | **34.2** |
| Otero | 52.5 | Male | 26,606 | 3,184 | 2,642 | 2,382 | 3,155 | 4,915 | 3,735 | 2,399 | 1,999 | 2,195 | **28.9** |
| | | Female | 25,894 | 2,975 | 2,752 | 2,308 | 2,567 | 4,487 | 3,566 | 2,498 | 2,092 | 2,649 | **30.2** |
| Quay | 10.7 | Male | 5,188 | 451 | 511 | 532 | 355 | 639 | 764 | 652 | 521 | 763 | **36.4** |
| | | Female | 5,512 | 463 | 500 | 486 | 352 | 689 | 792 | 639 | 551 | 1,040 | **38.4** |
| Rio Arriba | 35.2 | Male | 17,496 | 2,003 | 1,947 | 1,859 | 1,607 | 2,775 | 2,676 | 1,776 | 1,276 | 1,577 | **29.8** |
| | | Female | 17,704 | 2,076 | 1,935 | 1,722 | 1,631 | 2,756 | 2,621 | 1,710 | 1,425 | 1,828 | **30.4** |
| Roosevelt | 16.6 | Male | 8,112 | 775 | 809 | 785 | 1,326 | 1,152 | 974 | 762 | 585 | 944 | **28.1** |
| | | Female | 8,488 | 750 | 764 | 736 | 1,345 | 1,120 | 1,020 | 748 | 656 | 1,349 | **30.8** |
| Sandoval | 69.4 | Male | 34,089 | 4,377 | 4,037 | 3,114 | 2,466 | 6,119 | 5,704 | 3,028 | 2,072 | 3,172 | **30.0** |
| | | Female | 35,311 | 4,171 | 3,713 | 2,994 | 2,634 | 6,558 | 5,750 | 3,198 | 2,457 | 3,836 | **31.3** |
| San Juan | 91.8 | Male | 45,140 | 5,722 | 6,123 | 5,170 | 3,730 | 7,284 | 6,772 | 4,208 | 3,032 | 3,099 | **27.5** |
| | | Female | 46,660 | 5,632 | 5,928 | 5,143 | 3,937 | 7,480 | 6,971 | 4,415 | 3,220 | 3,934 | **28.6** |
| San Miguel | 25.9 | Male | 12,864 | 1,385 | 1,411 | 1,301 | 1,413 | 1,985 | 1,846 | 1,316 | 875 | 1,332 | **29.6** |
| | | Female | 13,036 | 1,299 | 1,338 | 1,201 | 1,319 | 1,986 | 1,893 | 1,290 | 1,014 | 1,696 | **31.9** |
| Santa Fe | 102.6 | Male | 50,334 | 4,705 | 4,605 | 4,259 | 4,435 | 8,234 | 9,896 | 5,987 | 3,804 | 4,409 | **33.7** |
| | | Female | 52,266 | 4,653 | 4,538 | 4,023 | 4,174 | 8,135 | 10,280 | 6,281 | 4,169 | 6,013 | **35.6** |
| Sierra | 10.1 | Male | 4,953 | 379 | 346 | 289 | 251 | 454 | 469 | 479 | 704 | 1,582 | **51.0** |
| | | Female | 5,147 | 322 | 348 | 319 | 263 | 490 | 509 | 572 | 681 | 1,643 | **50.9** |
| Socorro | 14.8 | Male | 7,535 | 720 | 774 | 794 | 913 | 1,163 | 1,099 | 758 | 584 | 730 | **29.9** |
| | | Female | 7,265 | 759 | 774 | 737 | 706 | 1,119 | 1,026 | 770 | 537 | 837 | **30.9** |
| Taos | 23.3 | Male | 11,404 | 1,167 | 1,244 | 1,073 | 918 | 1,565 | 2,013 | 1,355 | 926 | 1,141 | **33.3** |
| | | Female | 11,896 | 1,116 | 1,165 | 1,045 | 856 | 1,753 | 2,129 | 1,365 | 1,034 | 1,433 | **35.1** |
| Torrance | 11.1 | Male | 5,578 | 561 | 653 | 640 | 352 | 752 | 956 | 584 | 483 | 597 | **32.8** |
| | | Female | 5,522 | 542 | 608 | 585 | 348 | 847 | 886 | 593 | 432 | 681 | **33.0** |
| Union | 3.9 | Male | 1,896 | 189 | 181 | 190 | 111 | 235 | 265 | 219 | 199 | 307 | **36.6** |
| | | Female | 2,004 | 183 | 212 | 153 | 108 | 261 | 250 | 225 | 210 | 402 | **38.4** |
| Valencia | 48.1 | Male | 24,158 | 2,582 | 2,623 | 2,357 | 1,970 | 4,038 | 3,921 | 2,548 | 1,868 | 2,251 | **31.3** |
| | | Female | 23,942 | 2,552 | 2,533 | 2,271 | 1,901 | 3,902 | 3,787 | 2,440 | 1,926 | 2,630 | **32.0** |
| **TOTAL METRO COUNTIES** | **767.0** | **Male** | **376,546** | **38,077** | **35,913** | **32,125** | **40,596** | **66,703** | **62,853** | **39,450** | **27,951** | **32,878** | **31.2** |
| | | **Female** | **390,454** | **36,461** | **34,719** | **30,808** | **39,891** | **66,301** | **64,507** | **41,902** | **30,768** | **45,097** | **33.0** |
| **TOTAL STATE** | **1,561.4** | **Male** | **768,553** | **82,743** | **81,194** | **72,585** | **76,220** | **127,586** | **119,945** | **77,219** | **57,969** | **73,092** | **30.6** |
| | | **Female** | **792,847** | **79,759** | **78,172** | **69,583** | **74,328** | **128,355** | **122,439** | **81,070** | **63,601** | **95,540** | **32.4** |
| **NEW YORK** | | | | | | | | | | | | | |
| **ALBANY - SCHENECTADY - TROY** | **886.3** | **Male** | **428,735** | **38,137** | **35,011** | **33,267** | **51,609** | **71,173** | **69,473** | **45,021** | **35,942** | **49,102** | **32.9** |
| | | **Female** | **457,465** | **36,489** | **33,409** | **31,756** | **48,041** | **72,501** | **70,589** | **47,206** | **39,945** | **77,529** | **35.9** |
| Albany | 293.8 | Male | 139,373 | 11,716 | 10,603 | 9,989 | 19,083 | 23,353 | 22,726 | 13,980 | 11,669 | 16,254 | **32.8** |
| | | Female | 154,427 | 11,261 | 10,321 | 9,589 | 19,290 | 24,472 | 23,593 | 15,246 | 13,437 | 27,218 | **36.0** |
| Greene | 45.9 | Male | 23,303 | 1,860 | 1,812 | 1,766 | 2,644 | 3,931 | 3,554 | 2,550 | 2,114 | 3,072 | **34.1** |
| | | Female | 22,597 | 1,882 | 1,679 | 1,726 | 1,675 | 3,243 | 3,439 | 2,454 | 2,194 | 4,305 | **38.2** |
| Montgomery | 51.9 | Male | 24,709 | 2,315 | 2,190 | 2,112 | 2,143 | 3,516 | 3,760 | 2,457 | 2,236 | 3,980 | **35.2** |
| | | Female | 27,191 | 2,160 | 2,140 | 1,988 | 2,086 | 3,742 | 3,664 | 2,597 | 2,604 | 6,210 | **39.0** |
| Rensselaer | 154.9 | Male | 76,055 | 6,869 | 6,375 | 6,046 | 10,630 | 12,473 | 11,876 | 7,571 | 6,218 | 7,997 | **31.5** |
| | | Female | 78,845 | 6,515 | 5,967 | 5,592 | 8,646 | 12,683 | 11,849 | 8,055 | 6,804 | 12,734 | **35.0** |
| Saratoga | 190.3 | Male | 93,992 | 8,803 | 8,320 | 7,929 | 9,883 | 16,392 | 16,266 | 11,011 | 7,222 | 8,166 | **32.4** |
| | | Female | 96,308 | 8,473 | 7,842 | 7,735 | 9,395 | 16,381 | 16,456 | 10,872 | 7,498 | 11,656 | **34.0** |
| Schenectady | 149.4 | Male | 71,303 | 6,574 | 5,711 | 5,425 | 7,226 | 11,508 | 11,291 | 7,452 | 6,483 | 9,633 | **34.3** |
| | | Female | 78,097 | 6,198 | 5,460 | 5,126 | 6,949 | 11,980 | 11,588 | 7,982 | 7,408 | 15,406 | **37.9** |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **NEW YORK (continued)** | | | | | | | | | | | | | |
| **BINGHAMTON** | 264.1 | Male | 128,060 | 11,859 | 11,238 | 10,018 | 13,941 | 21,480 | 19,196 | 13,986 | 11,499 | 14,843 | 32.9 |
| | | Female | 136,040 | 11,124 | 10,148 | 9,464 | 14,489 | 21,305 | 19,442 | 14,587 | 12,417 | 23,064 | 35.8 |
| Broome | 211.3 | Male | 101,973 | 9,233 | 8,552 | 7,542 | 11,803 | 17,218 | 15,164 | 10,891 | 9,115 | 12,455 | 33.0 |
| | | Female | 109,327 | 8,579 | 7,729 | 7,179 | 12,397 | 16,915 | 15,327 | 11,450 | 10,119 | 19,632 | 36.2 |
| Tioga | 52.8 | Male | 26,087 | 2,626 | 2,686 | 2,476 | 2,138 | 4,262 | 4,032 | 3,095 | 2,384 | 2,388 | 32.3 |
| | | Female | 26,713 | 2,545 | 2,419 | 2,285 | 2,092 | 4,390 | 4,115 | 3,137 | 2,298 | 3,432 | 34.1 |
| **BUFFALO** | 964.4 | Male | 459,500 | 42,085 | 38,141 | 35,755 | 50,267 | 75,256 | 69,041 | 47,906 | 43,573 | 57,476 | 33.4 |
| | | Female | 504,900 | 39,742 | 36,284 | 34,352 | 49,735 | 78,191 | 73,333 | 53,312 | 49,717 | 90,234 | 36.9 |
| Erie | 964.4 | Male | 459,500 | 42,085 | 38,141 | 35,755 | 50,267 | 75,256 | 69,041 | 47,906 | 43,573 | 57,476 | 33.4 |
| | | Female | 504,900 | 39,742 | 36,284 | 34,352 | 49,735 | 78,191 | 73,333 | 53,312 | 49,717 | 90,234 | 36.9 |
| **BUFFALO - NIAGARA FALLS CONSOLIDATED AREA** | *1,185.1* | *Male* | *565,327* | *52,060* | *47,552* | *44,574* | *60,324* | *91,954* | *85,166* | *59,114* | *53,479* | *71,104* | *33.5* |
| | | *Female* | *619,773* | *49,252* | *45,558* | *42,792* | *60,287* | *95,762* | *89,837* | *65,253* | *60,677* | *110,355* | *36.8* |
| **ELMIRA** | 95.6 | Male | 46,413 | 4,300 | 4,214 | 3,917 | 5,019 | 7,305 | 7,115 | 4,907 | 4,031 | 5,605 | 32.9 |
| | | Female | 49,187 | 4,091 | 4,145 | 3,733 | 4,310 | 7,158 | 7,124 | 5,069 | 4,601 | 8,956 | 36.6 |
| Chemung | 95.6 | Male | 46,413 | 4,300 | 4,214 | 3,917 | 5,019 | 7,305 | 7,115 | 4,907 | 4,031 | 5,605 | 32.9 |
| | | Female | 49,187 | 4,091 | 4,145 | 3,733 | 4,310 | 7,158 | 7,124 | 5,069 | 4,601 | 8,956 | 36.6 |
| **GLENS FALLS** | 120.7 | Male | 60,075 | 5,403 | 5,249 | 5,218 | 6,334 | 10,173 | 9,588 | 6,478 | 4,919 | 6,713 | 32.7 |
| | | Female | 60,625 | 5,102 | 4,848 | 4,948 | 5,489 | 9,133 | 9,026 | 6,438 | 5,550 | 10,091 | 35.9 |
| Warren | 60.3 | Male | 29,042 | 2,612 | 2,608 | 2,529 | 2,973 | 4,505 | 4,723 | 3,201 | 2,445 | 3,446 | 33.4 |
| | | Female | 31,258 | 2,478 | 2,389 | 2,471 | 2,907 | 4,717 | 4,787 | 3,304 | 2,864 | 5,341 | 36.4 |
| Washington | 60.4 | Male | 31,033 | 2,791 | 2,641 | 2,689 | 3,361 | 5,668 | 4,865 | 3,277 | 2,474 | 3,267 | 32.1 |
| | | Female | 29,367 | 2,624 | 2,459 | 2,477 | 2,582 | 4,416 | 4,239 | 3,134 | 2,686 | 4,750 | 35.3 |
| **JAMESTOWN - DUNKIRK** | 140.8 | Male | 67,968 | 6,200 | 6,303 | 5,891 | 7,359 | 10,038 | 10,043 | 7,046 | 6,248 | 8,840 | 33.2 |
| | | Female | 72,832 | 5,872 | 5,994 | 5,632 | 7,391 | 10,067 | 10,130 | 7,397 | 6,792 | 13,557 | 36.4 |
| Chautauqua | 140.8 | Male | 67,968 | 6,200 | 6,303 | 5,891 | 7,359 | 10,038 | 10,043 | 7,046 | 6,248 | 8,840 | 33.2 |
| | | Female | 72,832 | 5,872 | 5,994 | 5,632 | 7,391 | 10,067 | 10,130 | 7,397 | 6,792 | 13,557 | 36.4 |
| **NASSAU - SUFFOLK** | 2,653.2 | Male | 1,290,272 | 110,371 | 101,931 | 107,990 | 136,279 | 211,479 | 205,842 | 154,803 | 125,970 | 135,607 | 33.9 |
| | | Female | 1,362,928 | 105,113 | 96,359 | 102,123 | 129,429 | 210,759 | 219,012 | 168,760 | 136,528 | 194,845 | 36.7 |
| Nassau | 1,285.9 | Male | 621,370 | 49,856 | 46,792 | 48,798 | 63,560 | 97,736 | 98,638 | 72,828 | 66,399 | 76,763 | 35.4 |
| | | Female | 664,530 | 47,527 | 43,948 | 46,138 | 60,428 | 97,649 | 105,112 | 81,664 | 75,648 | 106,416 | 38.5 |
| Suffolk | 1,367.3 | Male | 668,902 | 60,515 | 55,139 | 59,192 | 72,719 | 113,743 | 107,204 | 81,975 | 59,571 | 58,844 | 32.6 |
| | | Female | 698,398 | 57,586 | 52,411 | 55,985 | 69,001 | 113,110 | 113,900 | 87,096 | 60,880 | 88,429 | 35.1 |
| **NEW YORK** | 8,627.2 | Male | 4,063,338 | 379,958 | 325,090 | 321,090 | 435,608 | 749,120 | 644,371 | 445,711 | 339,522 | 422,868 | 32.6 |
| | | Female | 4,563,862 | 364,269 | 313,359 | 312,721 | 449,886 | 785,352 | 709,953 | 516,997 | 412,112 | 699,213 | 35.8 |
| Bronx | 1,218.4 | Male | 561,869 | 65,925 | 54,948 | 52,284 | 68,923 | 98,317 | 77,322 | 53,866 | 39,611 | 50,673 | 29.0 |
| | | Female | 656,531 | 63,528 | 53,421 | 51,258 | 69,978 | 110,257 | 93,543 | 69,377 | 54,053 | 91,116 | 33.2 |
| Kings | 2,320.3 | Male | 1,080,782 | 115,210 | 101,049 | 97,845 | 119,128 | 188,367 | 162,412 | 107,086 | 81,830 | 107,855 | 30.7 |
| | | Female | 1,239,518 | 110,864 | 98,371 | 97,446 | 124,289 | 207,453 | 186,743 | 129,988 | 106,121 | 178,243 | 34.1 |
| New York (Manhattan) | 1,505.7 | Male | 709,752 | 49,858 | 40,129 | 39,115 | 70,817 | 155,059 | 131,726 | 86,579 | 62,901 | 73,568 | 35.0 |
| | | Female | 795,948 | 48,219 | 38,534 | 38,359 | 80,447 | 160,287 | 139,076 | 95,323 | 70,343 | 125,360 | 37.3 |
| Putnam | 86.0 | Male | 42,949 | 4,246 | 3,756 | 3,590 | 4,006 | 7,073 | 7,983 | 5,772 | 3,292 | 3,231 | 33.3 |
| | | Female | 43,051 | 3,931 | 3,441 | 3,351 | 3,677 | 7,332 | 8,046 | 5,548 | 3,188 | 4,537 | 34.7 |
| Queens | 1,966.0 | Male | 934,951 | 77,907 | 66,916 | 68,596 | 99,169 | 178,645 | 146,769 | 103,174 | 82,806 | 110,969 | 33.7 |
| | | Female | 1,031,049 | 74,509 | 64,352 | 66,053 | 97,514 | 175,269 | 153,747 | 117,712 | 102,551 | 179,342 | 37.5 |
| Richmond | 386.4 | Male | 186,797 | 18,240 | 15,743 | 15,850 | 20,069 | 32,269 | 30,795 | 22,031 | 15,180 | 16,620 | 32.3 |
| | | Female | 199,603 | 17,032 | 14,681 | 15,323 | 19,696 | 33,194 | 33,048 | 23,240 | 16,762 | 26,627 | 35.0 |
| Rockland | 265.9 | Male | 129,098 | 12,163 | 11,465 | 12,133 | 13,129 | 19,617 | 20,164 | 17,075 | 12,800 | 10,552 | 33.0 |
| | | Female | 136,802 | 11,435 | 10,885 | 11,544 | 12,802 | 19,581 | 22,537 | 18,627 | 12,950 | 16,441 | 36.0 |
| Westchester | 878.5 | Male | 417,140 | 36,409 | 31,084 | 31,677 | 40,367 | 69,773 | 67,200 | 50,128 | 41,102 | 49,400 | 34.9 |
| | | Female | 461,360 | 34,751 | 29,674 | 29,387 | 41,483 | 71,979 | 73,213 | 57,182 | 46,144 | 77,547 | 38.2 |
| **NEW YORK - NORTHERN NEW JERSEY - LONG ISLAND CONSOLIDATED AREA** | *18,131.2* | *Male* | *8,667,365* | *784,681* | *686,471* | *687,226* | *909,476* | *1,539,053* | *1,387,481* | *987,178* | *761,599* | *924,200* | *33.2* |
| | | *Female* | *9,463,835* | *750,312* | *657,418* | *659,964* | *903,446* | *1,577,003* | *1,492,173* | *1,095,190* | *875,700* | *1,452,629* | *36.2* |
| **NIAGARA FALLS** | 220.7 | Male | 105,827 | 9,975 | 9,411 | 8,819 | 10,057 | 16,698 | 16,125 | 11,208 | 9,906 | 13,628 | 33.8 |
| | | Female | 114,873 | 9,510 | 9,274 | 8,440 | 10,552 | 17,571 | 16,504 | 11,941 | 10,960 | 20,121 | 36.3 |
| Niagara | 220.7 | Male | 105,827 | 9,975 | 9,411 | 8,819 | 10,057 | 16,698 | 16,125 | 11,208 | 9,906 | 13,628 | 33.8 |
| | | Female | 114,873 | 9,510 | 9,274 | 8,440 | 10,552 | 17,571 | 16,504 | 11,941 | 10,960 | 20,121 | 36.3 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **NEW YORK (continued)** | | | | | | | | | | | | | |
| **ORANGE COUNTY** | **318.1** | **Male** | **159,970** | **16,890** | **15,029** | **14,081** | **18,379** | **27,028** | **26,795** | **17,428** | **11,261** | **13,079** | **30.8** |
| | | **Female** | **158,130** | **15,923** | **14,336** | **12,593** | **14,312** | **26,216** | **26,094** | **16,693** | **11,651** | **20,312** | **33.4** |
| Orange | 318.1 | Male | 159,970 | 16,890 | 15,029 | 14,081 | 18,379 | 27,028 | 26,795 | 17,428 | 11,261 | 13,079 | 30.8 |
| | | Female | 158,130 | 15,923 | 14,336 | 12,593 | 14,312 | 26,216 | 26,094 | 16,693 | 11,651 | 20,312 | 33.4 |
| **POUGHKEEPSIE** | **265.1** | **Male** | **133,377** | **11,893** | **10,851** | **10,192** | **15,019** | **24,404** | **22,574** | **15,441** | **10,875** | **12,128** | **32.7** |
| | | **Female** | **131,723** | **11,321** | **9,970** | **9,636** | **13,475** | **21,359** | **21,477** | **15,085** | **10,953** | **18,447** | **35.0** |
| Dutchess | 265.1 | Male | 133,377 | 11,893 | 10,851 | 10,192 | 15,019 | 24,404 | 22,574 | 15,441 | 10,875 | 12,128 | 32.7 |
| | | Female | 131,723 | 11,321 | 9,970 | 9,636 | 13,475 | 21,359 | 21,477 | 15,085 | 10,953 | 18,447 | 35.0 |
| **ROCHESTER** | **1,008.0** | **Male** | **487,468** | **47,889** | **43,407** | **38,795** | **54,801** | **82,781** | **78,345** | **53,229** | **38,758** | **49,463** | **32.1** |
| | | **Female** | **520,532** | **45,878** | **41,322** | **36,567** | **54,495** | **86,087** | **82,308** | **55,235** | **41,906** | **76,734** | **34.5** |
| Livingston | 63.7 | Male | 30,829 | 2,760 | 2,835 | 2,538 | 4,035 | 5,158 | 4,777 | 3,269 | 2,534 | 2,923 | 31.3 |
| | | Female | 32,871 | 2,636 | 2,593 | 2,309 | 5,311 | 5,105 | 4,886 | 3,197 | 2,532 | 4,302 | 32.0 |
| Monroe | 715.5 | Male | 343,720 | 34,185 | 29,781 | 26,723 | 39,737 | 59,260 | 55,133 | 37,286 | 26,962 | 34,653 | 32.0 |
| | | Female | 371,780 | 32,787 | 28,463 | 25,195 | 38,924 | 62,401 | 58,819 | 39,564 | 30,011 | 55,616 | 34.7 |
| Ontario | 95.8 | Male | 47,030 | 4,310 | 4,193 | 3,732 | 4,880 | 7,330 | 7,896 | 5,287 | 4,016 | 5,386 | 33.7 |
| | | Female | 48,770 | 4,183 | 4,052 | 3,638 | 4,672 | 7,563 | 8,071 | 5,248 | 4,001 | 7,342 | 35.3 |
| Orleans | 42.8 | Male | 21,431 | 1,991 | 2,137 | 1,879 | 2,219 | 3,706 | 3,335 | 2,256 | 1,668 | 2,240 | 31.7 |
| | | Female | 21,369 | 1,927 | 1,953 | 1,731 | 1,909 | 3,484 | 3,211 | 2,239 | 1,707 | 3,208 | 34.1 |
| Wayne | 90.2 | Male | 44,458 | 4,643 | 4,461 | 3,923 | 3,930 | 7,327 | 7,204 | 5,131 | 3,578 | 4,261 | 32.2 |
| | | Female | 45,742 | 4,345 | 4,261 | 3,694 | 3,679 | 7,534 | 7,321 | 4,987 | 3,655 | 6,266 | 34.1 |
| **SYRACUSE** | **662.7** | **Male** | **319,940** | **31,308** | **28,907** | **25,841** | **40,175** | **53,641** | **48,878** | **32,659** | **26,062** | **32,469** | **31.3** |
| | | **Female** | **342,760** | **29,948** | **27,640** | **24,965** | **40,430** | **55,096** | **50,955** | **34,574** | **28,540** | **50,612** | **33.8** |
| Madison | 70.2 | Male | 34,531 | 3,065 | 3,290 | 2,826 | 5,365 | 5,177 | 5,054 | 3,759 | 2,625 | 3,370 | 30.3 |
| | | Female | 35,669 | 3,068 | 2,953 | 2,720 | 5,205 | 5,176 | 5,198 | 3,737 | 2,803 | 4,809 | 32.5 |
| Onondaga | 469.0 | Male | 224,662 | 22,019 | 19,524 | 17,381 | 27,269 | 38,636 | 34,554 | 22,721 | 18,876 | 23,682 | 31.8 |
| | | Female | 244,338 | 21,111 | 18,909 | 17,052 | 27,144 | 39,924 | 36,693 | 24,631 | 21,100 | 37,774 | 34.5 |
| Oswego | 123.5 | Male | 60,747 | 6,224 | 6,093 | 5,634 | 7,541 | 9,828 | 9,270 | 6,179 | 4,561 | 5,417 | 30.0 |
| | | Female | 62,753 | 5,769 | 5,778 | 5,193 | 8,081 | 9,996 | 9,064 | 6,206 | 4,637 | 8,029 | 31.6 |
| **UTICA - ROME** | **316.1** | **Male** | **155,705** | **13,980** | **13,609** | **12,858** | **17,761** | **25,589** | **22,947** | **16,096** | **13,105** | **19,760** | **32.7** |
| | | **Female** | **160,395** | **13,304** | **12,612** | **11,730** | **15,451** | **23,114** | **22,579** | **16,540** | **14,567** | **30,498** | **36.8** |
| Herkimer | 65.7 | Male | 31,733 | 2,831 | 3,034 | 2,831 | 2,913 | 4,506 | 4,859 | 3,514 | 2,761 | 4,484 | 34.4 |
| | | Female | 33,967 | 2,756 | 2,795 | 2,680 | 3,022 | 4,634 | 4,760 | 3,572 | 3,058 | 6,690 | 37.3 |
| Oneida | 250.4 | Male | 123,972 | 11,149 | 10,575 | 10,027 | 14,848 | 21,083 | 18,088 | 12,582 | 10,344 | 15,276 | 32.3 |
| | | Female | 126,428 | 10,548 | 9,817 | 9,050 | 12,429 | 18,480 | 17,819 | 12,968 | 11,509 | 23,808 | 36.6 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Albany | 293.8 | Male | 139,373 | 11,716 | 10,603 | 9,989 | 19,083 | 23,353 | 22,726 | 13,980 | 11,669 | 16,254 | 32.8 |
| | | Female | 154,427 | 11,261 | 10,321 | 9,589 | 19,290 | 24,472 | 23,593 | 15,246 | 13,437 | 27,218 | 36.0 |
| Allegany | 50.6 | Male | 25,116 | 2,248 | 2,262 | 2,296 | 4,214 | 3,100 | 3,392 | 2,510 | 2,158 | 2,936 | 30.0 |
| | | Female | 25,484 | 2,079 | 2,175 | 2,195 | 3,638 | 3,207 | 3,434 | 2,553 | 2,232 | 3,971 | 33.3 |
| Bronx | 1,218.4 | Male | 561,869 | 65,925 | 54,948 | 52,284 | 68,923 | 98,317 | 77,322 | 53,866 | 39,611 | 50,673 | 29.0 |
| | | Female | 656,531 | 63,528 | 53,421 | 51,258 | 69,978 | 110,257 | 93,543 | 69,377 | 54,053 | 91,116 | 33.2 |
| Broome | 211.3 | Male | 101,973 | 9,233 | 8,552 | 7,542 | 11,803 | 17,218 | 15,164 | 10,891 | 9,115 | 12,455 | 33.0 |
| | | Female | 109,327 | 8,579 | 7,729 | 7,179 | 12,397 | 16,915 | 15,327 | 11,450 | 10,119 | 19,632 | 36.2 |
| Cattaraugus | 83.6 | Male | 40,563 | 4,088 | 4,086 | 3,879 | 4,235 | 5,641 | 6,093 | 4,148 | 3,552 | 4,841 | 32.1 |
| | | Female | 43,037 | 3,803 | 3,756 | 3,681 | 4,303 | 6,010 | 6,136 | 4,346 | 3,978 | 7,024 | 34.9 |
| Cayuga | 82.7 | Male | 41,337 | 3,965 | 3,854 | 3,452 | 4,053 | 7,340 | 6,611 | 4,162 | 3,241 | 4,659 | 32.3 |
| | | Female | 41,363 | 3,700 | 3,659 | 3,217 | 3,836 | 6,385 | 5,940 | 3,969 | 3,553 | 7,104 | 34.8 |
| Chautauqua | 140.8 | Male | 67,968 | 6,200 | 6,303 | 5,891 | 7,359 | 10,038 | 10,043 | 7,046 | 6,248 | 8,840 | 33.2 |
| | | Female | 72,832 | 5,872 | 5,994 | 5,632 | 7,391 | 10,067 | 10,130 | 7,397 | 6,792 | 13,557 | 36.4 |
| Chemung | 95.6 | Male | 46,413 | 4,300 | 4,214 | 3,917 | 5,019 | 7,305 | 7,115 | 4,907 | 4,031 | 5,605 | 32.9 |
| | | Female | 49,187 | 4,091 | 4,145 | 3,733 | 4,310 | 7,158 | 7,124 | 5,069 | 4,601 | 8,956 | 36.6 |
| Chenango | 52.5 | Male | 25,726 | 2,476 | 2,565 | 2,346 | 2,167 | 3,947 | 4,021 | 2,920 | 2,167 | 3,117 | 33.4 |
| | | Female | 26,774 | 2,418 | 2,447 | 2,362 | 2,097 | 4,004 | 3,939 | 2,932 | 2,295 | 4,280 | 35.1 |
| Clinton | 86.3 | Male | 44,265 | 4,234 | 3,661 | 3,311 | 6,569 | 9,112 | 6,686 | 4,256 | 3,151 | 3,285 | 29.8 |
| | | Female | 42,035 | 3,849 | 3,502 | 3,215 | 6,037 | 7,195 | 5,825 | 3,978 | 3,265 | 5,169 | 31.1 |
| Columbia | 63.4 | Male | 31,168 | 2,804 | 2,647 | 2,683 | 2,600 | 4,549 | 5,095 | 3,629 | 2,786 | 4,375 | 35.6 |
| | | Female | 32,232 | 2,612 | 2,521 | 2,356 | 2,418 | 4,509 | 5,056 | 3,706 | 2,986 | 6,068 | 38.4 |
| Cortland | 49.0 | Male | 23,410 | 2,218 | 2,074 | 2,026 | 3,574 | 3,564 | 3,455 | 2,381 | 1,729 | 2,389 | 30.1 |
| | | Female | 25,590 | 2,082 | 1,980 | 1,938 | 4,389 | 3,664 | 3,508 | 2,460 | 1,927 | 3,642 | 31.6 |
| Delaware | 47.7 | Male | 23,460 | 2,078 | 2,075 | 2,126 | 2,615 | 2,993 | 3,413 | 2,637 | 2,214 | 3,309 | 34.5 |
| | | Female | 24,240 | 1,959 | 2,014 | 1,867 | 2,164 | 3,112 | 3,440 | 2,664 | 2,418 | 4,602 | 37.9 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **NEW YORK (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Dutchess | 265.1 | Male | 133,377 | 11,893 | 10,851 | 10,192 | 15,019 | 24,404 | 22,574 | 15,441 | 10,875 | 12,128 | 32.7 |
| | | Female | 131,723 | 11,321 | 9,970 | 9,636 | 13,475 | 21,359 | 21,477 | 15,085 | 10,953 | 18,447 | 35.0 |
| Erie | 964.4 | Male | 459,500 | 42,085 | 38,141 | 35,755 | 50,267 | 75,256 | 69,041 | 47,906 | 43,573 | 57,476 | 33.4 |
| | | Female | 504,900 | 39,742 | 36,284 | 34,352 | 49,735 | 78,191 | 73,333 | 53,312 | 49,717 | 90,234 | 36.9 |
| Essex | 37.4 | Male | 19,239 | 1,679 | 1,575 | 1,534 | 1,798 | 3,430 | 3,181 | 2,102 | 1,686 | 2,254 | 33.8 |
| | | Female | 18,161 | 1,523 | 1,421 | 1,380 | 1,430 | 2,633 | 2,643 | 2,037 | 1,788 | 3,306 | 37.6 |
| Franklin | 47.4 | Male | 24,426 | 2,097 | 2,159 | 2,028 | 2,784 | 4,714 | 3,871 | 2,428 | 1,920 | 2,425 | 31.7 |
| | | Female | 22,974 | 2,013 | 2,065 | 1,863 | 2,037 | 3,480 | 3,279 | 2,412 | 2,069 | 3,756 | 35.1 |
| Fulton | 54.6 | Male | 26,283 | 2,272 | 2,595 | 2,531 | 2,320 | 3,798 | 4,002 | 2,817 | 2,322 | 3,626 | 34.0 |
| | | Female | 28,317 | 2,279 | 2,300 | 2,270 | 2,327 | 3,974 | 4,143 | 2,919 | 2,591 | 5,514 | 37.4 |
| Genesee | 60.2 | Male | 29,331 | 2,844 | 2,855 | 2,499 | 2,840 | 4,758 | 4,466 | 3,213 | 2,478 | 3,378 | 32.6 |
| | | Female | 30,869 | 2,731 | 2,687 | 2,423 | 2,819 | 4,814 | 4,485 | 3,278 | 2,674 | 4,958 | 34.9 |
| Greene | 45.9 | Male | 23,303 | 1,860 | 1,812 | 1,766 | 2,644 | 3,931 | 3,554 | 2,550 | 2,114 | 3,072 | 34.1 |
| | | Female | 22,597 | 1,882 | 1,679 | 1,726 | 1,675 | 3,243 | 3,439 | 2,454 | 2,194 | 4,305 | 38.2 |
| Hamilton | 5.3 | Male | 2,654 | 179 | 204 | 208 | 211 | 342 | 387 | 363 | 330 | 430 | 39.7 |
| | | Female | 2,646 | 151 | 208 | 193 | 182 | 336 | 387 | 359 | 342 | 488 | 41.5 |
| Herkimer | 65.7 | Male | 31,733 | 2,831 | 3,034 | 2,831 | 2,913 | 4,506 | 4,859 | 3,514 | 2,761 | 4,484 | 34.4 |
| | | Female | 33,967 | 2,756 | 2,795 | 2,680 | 3,022 | 4,634 | 4,760 | 3,572 | 3,058 | 6,690 | 37.3 |
| Jefferson | 118.0 | Male | 60,544 | 6,275 | 5,622 | 4,884 | 9,959 | 11,286 | 8,520 | 5,049 | 3,869 | 5,080 | 28.1 |
| | | Female | 57,456 | 6,103 | 5,311 | 4,640 | 6,223 | 9,781 | 7,907 | 5,137 | 4,289 | 8,065 | 31.6 |
| Kings | 2,320.3 | Male | 1,080,782 | 115,210 | 101,049 | 97,845 | 119,128 | 188,367 | 162,412 | 107,086 | 81,830 | 107,855 | 30.7 |
| | | Female | 1,239,518 | 110,864 | 98,371 | 97,446 | 124,289 | 207,453 | 186,743 | 129,988 | 106,121 | 178,243 | 34.1 |
| Lewis | 27.6 | Male | 13,784 | 1,482 | 1,465 | 1,375 | 1,214 | 2,212 | 2,015 | 1,382 | 1,173 | 1,466 | 31.1 |
| | | Female | 13,816 | 1,385 | 1,391 | 1,377 | 1,125 | 2,183 | 1,905 | 1,377 | 1,191 | 1,882 | 32.5 |
| Livingston | 63.7 | Male | 30,829 | 2,760 | 2,835 | 2,538 | 4,035 | 5,158 | 4,777 | 3,269 | 2,534 | 2,923 | 31.3 |
| | | Female | 32,871 | 2,636 | 2,593 | 2,309 | 5,311 | 5,105 | 4,886 | 3,197 | 2,532 | 4,302 | 32.0 |
| Madison | 70.2 | Male | 34,531 | 3,065 | 3,290 | 2,826 | 5,365 | 5,177 | 5,054 | 3,759 | 2,625 | 3,370 | 30.3 |
| | | Female | 35,669 | 3,068 | 2,953 | 2,720 | 5,205 | 5,176 | 5,198 | 3,737 | 2,803 | 4,809 | 32.5 |
| Monroe | 715.5 | Male | 343,720 | 34,185 | 29,781 | 26,723 | 39,737 | 59,260 | 55,133 | 37,286 | 26,962 | 34,653 | 32.0 |
| | | Female | 371,780 | 32,787 | 28,463 | 25,195 | 38,924 | 62,401 | 58,819 | 39,564 | 30,011 | 55,616 | 34.7 |
| Montgomery | 51.9 | Male | 24,709 | 2,315 | 2,190 | 2,112 | 2,143 | 3,516 | 3,760 | 2,457 | 2,236 | 3,980 | 35.2 |
| | | Female | 27,191 | 2,160 | 2,140 | 1,988 | 2,086 | 3,742 | 3,664 | 2,597 | 2,604 | 6,210 | 39.0 |
| Nassau | 1,285.9 | Male | 621,370 | 49,856 | 46,792 | 48,798 | 63,560 | 97,736 | 98,638 | 72,828 | 66,399 | 76,763 | 35.4 |
| | | Female | 664,530 | 47,527 | 43,948 | 46,138 | 60,428 | 97,649 | 105,112 | 81,664 | 75,648 | 106,416 | 38.5 |
| New York (Manhattan) | 1,505.7 | Male | 709,752 | 49,858 | 40,129 | 39,115 | 70,817 | 155,059 | 131,726 | 86,579 | 62,901 | 73,568 | 35.0 |
| | | Female | 795,948 | 48,219 | 38,534 | 38,359 | 80,447 | 160,287 | 139,076 | 95,323 | 70,343 | 125,360 | 37.3 |
| Niagara | 220.7 | Male | 105,827 | 9,975 | 9,411 | 8,819 | 10,057 | 16,698 | 16,125 | 11,208 | 9,906 | 13,628 | 33.8 |
| | | Female | 114,873 | 9,510 | 9,274 | 8,440 | 10,552 | 17,571 | 16,504 | 11,941 | 10,960 | 20,121 | 36.3 |
| Oneida | 250.4 | Male | 123,972 | 11,149 | 10,575 | 10,027 | 14,848 | 21,083 | 18,088 | 12,582 | 10,344 | 15,276 | 32.3 |
| | | Female | 126,428 | 10,548 | 9,817 | 9,050 | 12,429 | 18,480 | 17,819 | 12,968 | 11,509 | 23,808 | 36.6 |
| Onondaga | 469.0 | Male | 224,662 | 22,019 | 19,524 | 17,381 | 27,269 | 38,636 | 34,554 | 22,721 | 18,876 | 23,682 | 31.8 |
| | | Female | 244,338 | 21,111 | 18,909 | 17,052 | 27,144 | 39,924 | 36,693 | 24,631 | 21,100 | 37,774 | 34.5 |
| Ontario | 95.8 | Male | 47,030 | 4,310 | 4,193 | 3,732 | 4,880 | 7,330 | 7,896 | 5,287 | 4,016 | 5,386 | 33.7 |
| | | Female | 48,770 | 4,183 | 4,052 | 3,638 | 4,672 | 7,563 | 8,071 | 5,248 | 4,001 | 7,342 | 35.3 |
| Orange | 318.1 | Male | 159,970 | 16,890 | 15,029 | 14,081 | 18,379 | 27,028 | 26,795 | 17,428 | 11,261 | 13,079 | 30.8 |
| | | Female | 158,130 | 15,923 | 14,336 | 12,593 | 14,312 | 26,216 | 26,094 | 16,693 | 11,651 | 20,312 | 33.4 |
| Orleans | 42.8 | Male | 21,431 | 1,991 | 2,137 | 1,879 | 2,219 | 3,706 | 3,335 | 2,256 | 1,668 | 2,240 | 31.7 |
| | | Female | 21,369 | 1,927 | 1,953 | 1,731 | 1,909 | 3,484 | 3,211 | 2,239 | 1,707 | 3,208 | 34.1 |
| Oswego | 123.5 | Male | 60,747 | 6,224 | 6,093 | 5,634 | 7,541 | 9,828 | 9,270 | 6,179 | 4,561 | 5,417 | 30.0 |
| | | Female | 62,753 | 5,769 | 5,778 | 5,193 | 8,081 | 9,996 | 9,064 | 6,206 | 4,637 | 8,029 | 31.6 |
| Otsego | 61.3 | Male | 29,311 | 2,465 | 2,531 | 2,433 | 4,333 | 3,740 | 4,278 | 3,179 | 2,496 | 3,856 | 32.7 |
| | | Female | 31,989 | 2,389 | 2,390 | 2,184 | 5,117 | 4,101 | 4,389 | 3,190 | 2,704 | 5,525 | 34.5 |
| Putnam | 86.0 | Male | 42,949 | 4,246 | 3,756 | 3,590 | 4,006 | 7,073 | 7,983 | 5,772 | 3,292 | 3,231 | 33.3 |
| | | Female | 43,051 | 3,931 | 3,441 | 3,351 | 3,677 | 7,332 | 8,046 | 5,548 | 3,188 | 4,537 | 34.7 |
| Queens | 1,966.0 | Male | 934,951 | 77,907 | 66,916 | 68,596 | 99,169 | 178,645 | 146,769 | 103,174 | 82,806 | 110,969 | 33.7 |
| | | Female | 1,031,049 | 74,509 | 64,352 | 66,053 | 97,514 | 175,269 | 153,747 | 117,712 | 102,551 | 179,342 | 37.5 |
| Rensselaer | 154.9 | Male | 76,055 | 6,869 | 6,375 | 6,046 | 10,630 | 12,473 | 11,876 | 7,571 | 6,218 | 7,997 | 31.5 |
| | | Female | 78,845 | 6,515 | 5,967 | 5,592 | 8,646 | 12,683 | 11,849 | 8,055 | 6,804 | 12,734 | 35.0 |
| Richmond | 386.4 | Male | 186,797 | 18,240 | 15,743 | 15,850 | 20,069 | 32,269 | 30,795 | 22,031 | 15,180 | 16,620 | 32.3 |
| | | Female | 199,603 | 17,032 | 14,681 | 15,323 | 19,696 | 33,194 | 33,048 | 23,240 | 16,762 | 26,627 | 35.0 |
| Rockland | 265.9 | Male | 129,098 | 12,163 | 11,465 | 12,133 | 13,129 | 19,617 | 20,164 | 17,075 | 12,800 | 10,552 | 33.0 |
| | | Female | 136,802 | 11,435 | 10,885 | 11,544 | 12,802 | 19,581 | 22,537 | 18,627 | 12,950 | 16,441 | 36.0 |
| St. Lawrence | 112.0 | Male | 56,317 | 4,854 | 4,980 | 4,991 | 9,722 | 8,309 | 7,919 | 5,497 | 4,538 | 5,507 | 29.3 |
| | | Female | 55,683 | 4,549 | 4,697 | 4,522 | 7,729 | 7,707 | 7,740 | 5,623 | 4,902 | 8,214 | 33.2 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **NEW YORK (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Saratoga | 190.3 | Male | 93,992 | 8,803 | 8,320 | 7,929 | 9,883 | 16,392 | 16,266 | 11,011 | 7,222 | 8,166 | 32.4 |
| | | Female | 96,308 | 8,473 | 7,842 | 7,735 | 9,395 | 16,381 | 16,456 | 10,872 | 7,498 | 11,656 | 34.0 |
| Schenectady | 149.4 | Male | 71,303 | 6,574 | 5,711 | 5,425 | 7,226 | 11,508 | 11,291 | 7,452 | 6,483 | 9,633 | 34.3 |
| | | Female | 78,097 | 6,198 | 5,460 | 5,126 | 6,949 | 11,980 | 11,588 | 7,982 | 7,408 | 15,406 | 37.9 |
| Schoharie | 32.4 | Male | 15,851 | 1,307 | 1,389 | 1,373 | 2,135 | 2,119 | 2,378 | 1,731 | 1,455 | 1,964 | 33.1 |
| | | Female | 16,549 | 1,266 | 1,332 | 1,288 | 2,069 | 2,276 | 2,476 | 1,722 | 1,418 | 2,702 | 35.2 |
| Schuyler | 18.7 | Male | 9,278 | 876 | 915 | 865 | 836 | 1,295 | 1,469 | 1,077 | 825 | 1,120 | 33.9 |
| | | Female | 9,422 | 770 | 844 | 808 | 682 | 1,383 | 1,474 | 1,077 | 815 | 1,569 | 36.5 |
| Seneca | 33.3 | Male | 16,391 | 1,558 | 1,443 | 1,384 | 1,542 | 2,519 | 2,587 | 1,783 | 1,493 | 2,082 | 34.0 |
| | | Female | 16,909 | 1,451 | 1,444 | 1,348 | 1,329 | 2,532 | 2,581 | 1,769 | 1,571 | 2,884 | 36.4 |
| Steuben | 99.5 | Male | 48,915 | 4,742 | 4,838 | 4,504 | 4,173 | 7,089 | 7,359 | 5,474 | 4,552 | 6,184 | 33.7 |
| | | Female | 50,585 | 4,370 | 4,484 | 4,252 | 4,067 | 7,307 | 7,469 | 5,422 | 4,762 | 8,452 | 36.1 |
| Suffolk | 1,367.3 | Male | 668,902 | 60,515 | 55,139 | 59,192 | 72,719 | 113,743 | 107,204 | 81,975 | 59,571 | 58,844 | 32.6 |
| | | Female | 698,398 | 57,586 | 52,411 | 55,985 | 69,001 | 113,110 | 113,900 | 87,096 | 60,880 | 88,429 | 35.1 |
| Sullivan | 70.7 | Male | 36,305 | 3,353 | 3,032 | 2,792 | 3,285 | 6,110 | 6,021 | 3,937 | 3,165 | 4,610 | 34.3 |
| | | Female | 34,395 | 2,977 | 2,906 | 2,631 | 2,926 | 5,101 | 5,140 | 3,717 | 3,179 | 5,818 | 36.3 |
| Tioga | 52.8 | Male | 26,087 | 2,626 | 2,686 | 2,476 | 2,138 | 4,262 | 4,032 | 3,095 | 2,384 | 2,388 | 32.3 |
| | | Female | 26,713 | 2,545 | 2,419 | 2,285 | 2,092 | 4,390 | 4,115 | 3,137 | 2,298 | 3,432 | 34.1 |
| Tompkins | 95.1 | Male | 47,205 | 3,443 | 3,299 | 2,918 | 12,716 | 7,913 | 6,817 | 3,982 | 2,714 | 3,403 | 26.5 |
| | | Female | 47,895 | 3,296 | 3,074 | 2,804 | 11,647 | 7,649 | 6,960 | 4,108 | 3,020 | 5,337 | 29.1 |
| Ulster | 167.4 | Male | 83,007 | 7,300 | 6,675 | 6,291 | 8,466 | 14,802 | 14,063 | 9,447 | 7,122 | 8,841 | 33.6 |
| | | Female | 84,393 | 7,090 | 6,304 | 5,739 | 8,240 | 13,399 | 13,800 | 9,217 | 7,532 | 13,072 | 36.0 |
| Warren | 60.3 | Male | 29,042 | 2,612 | 2,608 | 2,529 | 2,973 | 4,505 | 4,723 | 3,201 | 2,445 | 3,446 | 33.4 |
| | | Female | 31,258 | 2,478 | 2,389 | 2,471 | 2,907 | 4,717 | 4,787 | 3,304 | 2,864 | 5,341 | 36.4 |
| Washington | 60.4 | Male | 31,033 | 2,791 | 2,641 | 2,689 | 3,361 | 5,668 | 4,865 | 3,277 | 2,474 | 3,267 | 32.1 |
| | | Female | 29,367 | 2,624 | 2,459 | 2,477 | 2,582 | 4,416 | 4,239 | 3,134 | 2,686 | 4,750 | 35.3 |
| Wayne | 90.2 | Male | 44,458 | 4,643 | 4,461 | 3,923 | 3,930 | 7,327 | 7,204 | 5,131 | 3,578 | 4,261 | 32.2 |
| | | Female | 45,742 | 4,345 | 4,261 | 3,694 | 3,679 | 7,534 | 7,321 | 4,987 | 3,655 | 6,266 | 34.1 |
| Westchester | 878.5 | Male | 417,140 | 36,409 | 31,084 | 31,677 | 40,367 | 69,773 | 67,200 | 50,128 | 41,102 | 49,400 | 34.9 |
| | | Female | 461,360 | 34,751 | 29,674 | 29,387 | 41,483 | 71,979 | 73,213 | 57,182 | 46,144 | 77,547 | 38.2 |
| Wyoming | 43.6 | Male | 23,243 | 1,942 | 2,159 | 1,876 | 2,465 | 4,736 | 3,822 | 2,433 | 1,604 | 2,206 | 31.7 |
| | | Female | 20,357 | 1,864 | 1,903 | 1,811 | 1,649 | 3,125 | 3,103 | 2,129 | 1,661 | 3,112 | 34.4 |
| Yates | 23,1 | Male | 11,196 | 1,102 | 1,110 | 938 | 939 | 1,608 | 1,732 | 1,225 | 1,031 | 1,511 | 34.4 |
| | | Female | 11,904 | 1,040 | 1,012 | 946 | 1,110 | 1,650 | 1,743 | 1,233 | 1,124 | 2,046 | 36.1 |
| **TOTAL METRO COUNTIES** | **16,542.9** | **Male** | **7,906,648** | **730,248** | **648,391** | **633,732** | **862,608** | **1,386,165** | **1,250,333** | **871,919** | **681,671** | **841,581** | **32.8** |
| | | **Female** | **8,636,252** | **697,686** | **619,700** | **608,660** | **857,485** | **1,423,909** | **1,338,526** | **969,834** | **786,239** | **1,334,218** | **35.8** |
| **TOTAL STATE** | **18,166.3** | **Male** | **8,714,973** | **804,129** | **720,461** | **701,275** | **964,373** | **1,517,191** | **1,373,986** | **955,681** | **747,442** | **930,435** | **32.7** |
| | | **Female** | **9,451,327** | **767,435** | **687,527** | **671,970** | **949,075** | **1,545,426** | **1,457,428** | **1,053,168** | **856,525** | **1,462,773** | **35.7** |
| **NORTH CAROLINA** | | | | | | | | | | | | | |
| **ASHEVILLE** | **177.7** | **Male** | **84,427** | **6,973** | **6,705** | **6,774** | **8,018** | **12,912** | **13,988** | **9,936** | **7,717** | **11,404** | **35.6** |
| | | **Female** | **93,273** | **6,645** | **6,301** | **6,411** | **8,025** | **13,616** | **14,776** | **10,771** | **9,258** | **17,470** | **38.8** |
| Buncombe | 177.7 | Male | 84,427 | 6,973 | 6,705 | 6,774 | 8,018 | 12,912 | 13,988 | 9,936 | 7,717 | 11,404 | 35.6 |
| | | Female | 93,273 | 6,645 | 6,301 | 6,411 | 8,025 | 13,616 | 14,776 | 10,771 | 9,258 | 17,470 | 38.8 |
| **BURLINGTON** | **109.9** | **Male** | **52,174** | **4,294** | **3,944** | **4,046** | **5,977** | **8,308** | **8,093** | **6,151** | **5,002** | **6,359** | **34.4** |
| | | **Female** | **57,726** | **4,305** | **3,764** | **3,963** | **6,075** | **8,427** | **8,749** | **6,553** | **5,880** | **10,010** | **37.7** |
| Alamance | 109.9 | Male | 52,174 | 4,294 | 3,944 | 4,046 | 5,977 | 8,308 | 8,093 | 6,151 | 5,002 | 6,359 | 34.4 |
| | | Female | 57,726 | 4,305 | 3,764 | 3,963 | 6,075 | 8,427 | 8,749 | 6,553 | 5,880 | 10,010 | 37.7 |
| **CHARLOTTE - GASTONIA - ROCK HILL** | **1,200.4** | **Male** | **579,543** | **55,179** | **49,561** | **48,041** | **63,149** | **104,980** | **96,207** | **65,590** | **46,202** | **50,634** | **32.0** |
| | | **Female** | **620,857** | **52,987** | **47,809** | **46,340** | **64,969** | **106,598** | **100,222** | **68,481** | **52,352** | **81,099** | **34.2** |
| Cabarrus | 101.0 | Male | 48,864 | 4,292 | 4,032 | 4,254 | 4,993 | 8,022 | 7,964 | 5,888 | 4,368 | 5,051 | 33.6 |
| | | Female | 52,136 | 4,249 | 3,907 | 3,848 | 4,850 | 7,903 | 8,157 | 6,092 | 4,755 | 8,375 | 36.6 |
| Gaston | 176.9 | Male | 85,056 | 7,954 | 7,266 | 7,853 | 9,175 | 13,941 | 13,754 | 9,674 | 7,409 | 8,030 | 32.4 |
| | | Female | 91,844 | 7,606 | 6,968 | 7,483 | 9,104 | 14,199 | 14,139 | 10,298 | 8,669 | 13,378 | 35.4 |
| Lincoln | 52.1 | Male | 25,635 | 2,245 | 2,143 | 2,208 | 2,733 | 4,260 | 4,185 | 3,215 | 2,202 | 2,444 | 33.2 |
| | | Female | 26,465 | 2,216 | 2,129 | 2,090 | 2,431 | 4,128 | 4,204 | 3,176 | 2,411 | 3,680 | 35.6 |
| Mecklenburg | 534.6 | Male | 257,042 | 25,225 | 21,679 | 19,521 | 28,584 | 52,198 | 44,367 | 27,783 | 18,539 | 19,146 | 31.4 |
| | | Female | 277,558 | 24,199 | 20,752 | 19,231 | 30,350 | 53,707 | 47,232 | 29,490 | 21,369 | 31,228 | 33.2 |
| Rowan | 112.6 | Male | 54,711 | 4,817 | 4,534 | 4,351 | 5,597 | 8,792 | 8,429 | 6,201 | 5,127 | 6,863 | 34.2 |
| | | Female | 57,889 | 4,596 | 4,479 | 4,157 | 5,205 | 8,614 | 8,310 | 6,350 | 5,700 | 10,478 | 37.3 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **NORTH CAROLINA (continued)** | | | | | | | | | | | | | |
| **CHARLOTTE - GASTONIA - ROCK HILL (continued)** | | | | | | | | | | | | | |
| Union | 87.4 | Male | 42,893 | 4,325 | 3,952 | 4,009 | 4,738 | 6,998 | 6,971 | 5,232 | 3,278 | 3,390 | 31.3 |
| | | Female | 44,507 | 4,038 | 3,858 | 3,908 | 4,572 | 7,077 | 7,173 | 5,236 | 3,535 | 5,110 | 33.3 |
| *York, S. C.* | *135.8* | *Male* | *65,342* | *6,321* | *5,955* | *5,845* | *7,329* | *10,769* | *10,537* | *7,597* | *5,279* | *5,710* | *31.7* |
| | | *Female* | *70,458* | *6,083* | *5,716* | *5,623* | *8,457* | *10,970* | *11,007* | *7,839* | *5,913* | *8,850* | *33.5* |
| **FAYETTEVILLE** | **278.1** | **Male** | **143,642** | **15,768** | **12,960** | **11,509** | **28,905** | **28,687** | **19,214** | **11,562** | **8,410** | **6,627** | **25.9** |
| | | **Female** | **134,458** | **15,119** | **12,504** | **11,163** | **17,125** | **25,796** | **19,757** | **13,108** | **9,375** | **10,511** | **29.4** |
| Cumberland | 278.1 | Male | 143,642 | 15,768 | 12,960 | 11,509 | 28,905 | 28,687 | 19,214 | 11,562 | 8,410 | 6,627 | 25.9 |
| | | Female | 134,458 | 15,119 | 12,504 | 11,163 | 17,125 | 25,796 | 19,757 | 13,108 | 9,375 | 10,511 | 29.4 |
| **GREENSBORO - WINSTON-SALEM - HIGH POINT** | **961.1** | **Male** | **459,918** | **39,970** | **36,925** | **37,334** | **50,825** | **79,296** | **75,541** | **54,362** | **40,300** | **45,365** | **33.2** |
| | | **Female** | **501,182** | **38,093** | **34,893** | **35,867** | **53,870** | **81,881** | **80,315** | **57,673** | **45,913** | **72,677** | **35.7** |
| Davidson | 129.2 | Male | 63,386 | 5,395 | 5,244 | 5,445 | 6,401 | 10,580 | 10,282 | 7,982 | 5,717 | 6,340 | 33.7 |
| | | Female | 65,814 | 5,084 | 4,828 | 5,214 | 6,090 | 10,366 | 10,594 | 8,078 | 6,261 | 9,299 | 36.3 |
| Davie | 28.8 | Male | 14,153 | 1,059 | 1,154 | 1,276 | 1,307 | 2,104 | 2,469 | 1,811 | 1,353 | 1,620 | 35.7 |
| | | Female | 14,647 | 1,009 | 1,057 | 1,231 | 1,194 | 2,150 | 2,397 | 1,832 | 1,429 | 2,348 | 37.8 |
| Forsyth | 270.7 | Male | 127,712 | 11,554 | 10,075 | 10,112 | 13,993 | 22,873 | 20,996 | 14,609 | 11,175 | 12,325 | 32.9 |
| | | Female | 142,988 | 11,042 | 9,714 | 9,582 | 14,886 | 24,460 | 23,085 | 15,960 | 13,176 | 21,083 | 35.8 |
| Guilford | 354.0 | Male | 167,492 | 14,394 | 13,342 | 13,142 | 20,571 | 29,158 | 27,485 | 18,925 | 14,356 | 16,119 | 32.6 |
| | | Female | 186,508 | 13,944 | 12,504 | 12,743 | 23,290 | 30,533 | 29,804 | 20,643 | 16,652 | 26,395 | 35.1 |
| Randolph | 109.5 | Male | 53,514 | 4,839 | 4,391 | 4,423 | 5,288 | 9,084 | 8,768 | 6,647 | 4,700 | 5,374 | 33.6 |
| | | Female | 55,986 | 4,429 | 4,226 | 4,343 | 5,219 | 8,963 | 8,889 | 6,713 | 5,110 | 8,094 | 35.9 |
| Stokes | 37.9 | Male | 18,611 | 1,552 | 1,576 | 1,691 | 1,864 | 3,083 | 3,155 | 2,412 | 1,541 | 1,737 | 33.5 |
| | | Female | 19,289 | 1,411 | 1,473 | 1,600 | 1,798 | 3,091 | 3,140 | 2,459 | 1,666 | 2,651 | 35.9 |
| Yadkin | 31.0 | Male | 15,050 | 1,177 | 1,143 | 1,245 | 1,401 | 2,414 | 2,386 | 1,976 | 1,458 | 1,850 | 35.6 |
| | | Female | 15,950 | 1,174 | 1,091 | 1,154 | 1,393 | 2,318 | 2,406 | 1,988 | 1,619 | 2,807 | 38.5 |
| **HICKORY - MORGANTON** | **226.0** | **Male** | **110,439** | **9,174** | **8,901** | **9,927** | **11,577** | **18,230** | **17,999** | **13,842** | **9,868** | **10,921** | **33.6** |
| | | **Female** | **115,561** | **8,735** | **8,516** | **9,078** | **10,978** | **17,767** | **18,497** | **14,068** | **11,071** | **16,851** | **36.5** |
| Alexander | 28.1 | Male | 13,984 | 1,112 | 1,185 | 1,317 | 1,466 | 2,315 | 2,276 | 1,826 | 1,245 | 1,242 | 33.3 |
| | | Female | 14,116 | 1,103 | 1,102 | 1,141 | 1,342 | 2,229 | 2,265 | 1,769 | 1,280 | 1,885 | 35.6 |
| Burke | 76.7 | Male | 37,543 | 3,134 | 2,911 | 3,463 | 4,005 | 5,883 | 5,976 | 4,781 | 3,424 | 3,966 | 33.9 |
| | | Female | 39,157 | 2,851 | 2,784 | 3,013 | 3,592 | 5,918 | 6,116 | 4,911 | 3,894 | 6,078 | 37.3 |
| Catawba | 121.2 | Male | 58,912 | 4,928 | 4,805 | 5,147 | 6,106 | 10,032 | 9,747 | 7,235 | 5,199 | 5,713 | 33.4 |
| | | Female | 62,288 | 4,781 | 4,630 | 4,924 | 6,044 | 9,620 | 10,116 | 7,388 | 5,897 | 8,888 | 36.1 |
| **JACKSONVILLE** | **153.5** | **Male** | **91,594** | **8,569** | **6,111** | **4,678** | **30,963** | **20,431** | **10,187** | **4,647** | **3,230** | **2,778** | **24.0** |
| | | **Female** | **61,906** | **8,257** | **5,835** | **4,498** | **10,333** | **12,608** | **7,822** | **4,796** | **3,574** | **4,183** | **26.6** |
| Onslow | 153.5 | Male | 91,594 | 8,569 | 6,111 | 4,678 | 30,963 | 20,431 | 10,187 | 4,647 | 3,230 | 2,778 | 24.0 |
| | | Female | 61,906 | 8,257 | 5,835 | 4,498 | 10,333 | 12,608 | 7,822 | 4,796 | 3,574 | 4,183 | 26.6 |
| **RALEIGH - DURHAM** | **768.5** | **Male** | **371,260** | **33,192** | **29,023** | **26,969** | **52,416** | **75,991** | **64,668** | **38,952** | **24,092** | **25,957** | **30.8** |
| | | **Female** | **397,240** | **32,096** | **28,004** | **26,151** | **53,854** | **77,308** | **68,735** | **40,478** | **27,413** | **43,201** | **32.6** |
| Durham | 186.9 | Male | 88,216 | 8,328 | 7,064 | 6,594 | 11,988 | 17,460 | 15,042 | 8,616 | 5,766 | 7,358 | 30.8 |
| | | Female | 98,684 | 7,984 | 6,768 | 6,418 | 12,364 | 18,975 | 16,820 | 9,383 | 7,114 | 12,858 | 33.3 |
| Franklin | 37.8 | Male | 18,135 | 1,548 | 1,612 | 1,573 | 2,003 | 3,095 | 2,886 | 2,035 | 1,517 | 1,866 | 32.5 |
| | | Female | 19,665 | 1,590 | 1,444 | 1,503 | 1,957 | 3,069 | 3,016 | 2,154 | 1,746 | 3,186 | 35.9 |
| Orange | 96.9 | Male | 45,991 | 3,554 | 3,179 | 2,841 | 9,654 | 8,858 | 7,442 | 4,277 | 2,798 | 3,388 | 29.3 |
| | | Female | 50,909 | 3,299 | 3,011 | 2,783 | 11,771 | 9,202 | 7,932 | 4,632 | 3,147 | 5,132 | 30.0 |
| Wake | 446.9 | Male | 218,918 | 19,762 | 17,168 | 15,961 | 28,771 | 46,578 | 39,298 | 24,024 | 14,011 | 13,345 | 31.0 |
| | | Female | 227,982 | 19,223 | 16,781 | 15,447 | 27,762 | 46,062 | 40,967 | 24,309 | 15,406 | 22,025 | 32.6 |
| **WILMINGTON** | **123.0** | **Male** | **58,392** | **4,746** | **4,706** | **4,860** | **7,164** | **9,487** | **9,776** | **6,594** | **4,958** | **6,101** | **33.1** |
| | | **Female** | **64,608** | **4,730** | **4,546** | **4,664** | **7,621** | **10,097** | **10,538** | **7,117** | **5,781** | **9,514** | **35.6** |
| New Hanover | 123.0 | Male | 58,392 | 4,746 | 4,706 | 4,860 | 7,164 | 9,487 | 9,776 | 6,594 | 4,958 | 6,101 | 33.1 |
| | | Female | 64,608 | 4,730 | 4,546 | 4,664 | 7,621 | 10,097 | 10,538 | 7,117 | 5,781 | 9,514 | 35.6 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Alamance | 109.9 | Male | 52,174 | 4,294 | 3,944 | 4,046 | 5,977 | 8,308 | 8,093 | 6,151 | 5,002 | 6,359 | 34.4 |
| | | Female | 57,726 | 4,305 | 3,764 | 3,963 | 6,075 | 8,427 | 8,749 | 6,553 | 5,880 | 10,010 | 37.7 |
| Alexander | 28.1 | Male | 13,984 | 1,112 | 1,185 | 1,317 | 1,466 | 2,315 | 2,276 | 1,826 | 1,245 | 1,242 | 33.3 |
| | | Female | 14,116 | 1,103 | 1,102 | 1,141 | 1,342 | 2,229 | 2,265 | 1,769 | 1,280 | 1,885 | 35.6 |
| Alleghany | 9.6 | Male | 4,637 | 281 | 372 | 412 | 390 | 679 | 699 | 562 | 532 | 710 | 37.6 |
| | | Female | 4,963 | 309 | 330 | 358 | 341 | 640 | 686 | 652 | 563 | 1,084 | 42.3 |
| Anson | 23.4 | Male | 10,971 | 985 | 1,041 | 1,151 | 1,063 | 1,622 | 1,681 | 1,123 | 931 | 1,374 | 32.7 |
| | | Female | 12,429 | 981 | 1,021 | 1,188 | 1,107 | 1,680 | 1,780 | 1,237 | 1,135 | 2,300 | 36.3 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **NORTH CAROLINA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Ashe | 22.4 | Male | 10,866 | 699 | 877 | 905 | 973 | 1,540 | 1,729 | 1,364 | 1,174 | 1,605 | 37.5 |
| | | Female | 11,534 | 688 | 785 | 897 | 901 | 1,552 | 1,695 | 1,530 | 1,231 | 2,255 | 40.6 |
| Avery | 15.0 | Male | 7,525 | 571 | 545 | 650 | 1,062 | 1,041 | 1,153 | 882 | 657 | 964 | 34.0 |
| | | Female | 7,475 | 496 | 566 | 577 | 837 | 986 | 1,130 | 872 | 751 | 1,260 | 37.4 |
| Beaufort | 42.7 | Male | 20,160 | 1,779 | 1,864 | 2,065 | 1,725 | 2,789 | 3,228 | 2,322 | 1,991 | 2,397 | 34.5 |
| | | Female | 22,540 | 1,686 | 1,783 | 1,949 | 1,787 | 3,110 | 3,390 | 2,541 | 2,265 | 4,029 | 37.8 |
| Bertie | 20.2 | Male | 9,332 | 936 | 976 | 1,020 | 764 | 1,377 | 1,298 | 941 | 844 | 1,176 | 32.0 |
| | | Female | 10,868 | 919 | 1,004 | 995 | 911 | 1,590 | 1,447 | 1,064 | 1,134 | 1,804 | 35.1 |
| Bladen | 28.6 | Male | 13,471 | 1,120 | 1,289 | 1,442 | 1,227 | 1,870 | 2,142 | 1,581 | 1,226 | 1,574 | 33.9 |
| | | Female | 15,129 | 1,167 | 1,256 | 1,372 | 1,314 | 2,047 | 2,301 | 1,701 | 1,441 | 2,530 | 36.8 |
| Brunswick | 53.7 | Male | 26,296 | 2,206 | 2,079 | 2,252 | 2,217 | 3,720 | 3,878 | 3,112 | 3,147 | 3,685 | 36.7 |
| | | Female | 27,404 | 2,126 | 1,988 | 2,123 | 2,189 | 3,909 | 3,990 | 3,427 | 3,421 | 4,231 | 38.4 |
| Buncombe | 177.7 | Male | 84,427 | 6,973 | 6,705 | 6,774 | 8,018 | 12,912 | 13,988 | 9,936 | 7,717 | 11,404 | 35.6 |
| | | Female | 93,273 | 6,645 | 6,301 | 6,411 | 8,025 | 13,616 | 14,776 | 10,771 | 9,258 | 17,470 | 38.8 |
| Burke | 76.7 | Male | 37,543 | 3,134 | 2,911 | 3,463 | 4,005 | 5,883 | 5,976 | 4,781 | 3,424 | 3,966 | 33.9 |
| | | Female | 39,157 | 2,851 | 2,784 | 3,013 | 3,592 | 5,918 | 6,116 | 4,911 | 3,894 | 6,078 | 37.3 |
| Cabarrus | 101.0 | Male | 48,864 | 4,292 | 4,032 | 4,254 | 4,993 | 8,022 | 7,964 | 5,888 | 4,368 | 5,051 | 33.6 |
| | | Female | 52,136 | 4,249 | 3,907 | 3,848 | 4,850 | 7,903 | 8,157 | 6,092 | 4,755 | 8,375 | 36.6 |
| Caldwell | 71.5 | Male | 35,069 | 2,911 | 2,710 | 3,076 | 3,708 | 5,763 | 5,635 | 4,562 | 3,246 | 3,458 | 33.9 |
| | | Female | 36,431 | 2,789 | 2,700 | 2,843 | 3,577 | 5,571 | 5,734 | 4,503 | 3,471 | 5,243 | 36.3 |
| Camden | 6.1 | Male | 3,067 | 240 | 275 | 272 | 264 | 471 | 467 | 382 | 320 | 376 | 35.2 |
| | | Female | 3,033 | 243 | 219 | 234 | 247 | 462 | 447 | 386 | 311 | 484 | 37.5 |
| Carteret | 54.2 | Male | 26,805 | 2,162 | 2,071 | 2,131 | 2,507 | 4,460 | 4,252 | 3,075 | 2,746 | 3,401 | 35.2 |
| | | Female | 27,395 | 2,042 | 1,987 | 1,886 | 2,341 | 4,323 | 4,178 | 3,218 | 3,035 | 4,385 | 37.7 |
| Caswell | 20.6 | Male | 10,069 | 782 | 791 | 885 | 1,008 | 1,559 | 1,675 | 1,295 | 867 | 1,207 | 35.1 |
| | | Female | 10,531 | 774 | 800 | 903 | 809 | 1,574 | 1,645 | 1,262 | 1,018 | 1,746 | 37.5 |
| Catawba | 121.2 | Male | 58,912 | 4,928 | 4,805 | 5,147 | 6,106 | 10,032 | 9,747 | 7,235 | 5,199 | 5,713 | 33.4 |
| | | Female | 62,288 | 4,781 | 4,630 | 4,924 | 6,044 | 9,620 | 10,116 | 7,388 | 5,897 | 8,888 | 36.1 |
| Chatham | 39.5 | Male | 19,192 | 1,748 | 1,478 | 1,409 | 1,718 | 3,147 | 3,448 | 2,192 | 1,733 | 2,319 | 35.3 |
| | | Female | 20,308 | 1,598 | 1,402 | 1,297 | 1,566 | 3,276 | 3,523 | 2,213 | 2,016 | 3,417 | 37.9 |
| Cherokee | 20.7 | Male | 9,951 | 706 | 736 | 909 | 892 | 1,271 | 1,455 | 1,217 | 1,036 | 1,729 | 38.2 |
| | | Female | 10,749 | 695 | 785 | 895 | 827 | 1,312 | 1,546 | 1,272 | 1,213 | 2,204 | 40.6 |
| Chowan | 13.7 | Male | 6,379 | 580 | 606 | 582 | 500 | 852 | 963 | 662 | 642 | 992 | 35.7 |
| | | Female | 7,321 | 635 | 590 | 606 | 516 | 981 | 1,012 | 773 | 758 | 1,450 | 38.3 |
| Clay | 7.3 | Male | 3,548 | 231 | 307 | 320 | 274 | 412 | 534 | 415 | 384 | 671 | 39.3 |
| | | Female | 3,752 | 221 | 269 | 303 | 246 | 463 | 573 | 435 | 409 | 833 | 41.5 |
| Cleveland | 85.7 | Male | 41,114 | 3,726 | 3,427 | 3,813 | 4,361 | 6,309 | 6,394 | 4,915 | 3,695 | 4,474 | 33.3 |
| | | Female | 44,586 | 3,388 | 3,321 | 3,554 | 4,321 | 6,395 | 6,788 | 5,292 | 4,278 | 7,249 | 36.9 |
| Columbus | 49.8 | Male | 23,490 | 2,182 | 2,373 | 2,422 | 2,067 | 3,360 | 3,608 | 2,778 | 2,160 | 2,540 | 33.0 |
| | | Female | 26,310 | 2,034 | 2,257 | 2,453 | 2,228 | 3,716 | 3,865 | 3,006 | 2,577 | 4,174 | 36.2 |
| Craven | 83.2 | Male | 41,377 | 4,307 | 3,763 | 3,345 | 6,221 | 7,290 | 5,799 | 3,640 | 3,106 | 3,906 | 29.2 |
| | | Female | 41,823 | 4,345 | 3,617 | 3,337 | 4,408 | 7,032 | 5,915 | 3,931 | 3,727 | 5,511 | 32.4 |
| Cumberland | 278.1 | Male | 143,642 | 15,768 | 12,960 | 11,509 | 28,905 | 28,687 | 19,214 | 11,562 | 8,410 | 6,627 | 25.9 |
| | | Female | 134,458 | 15,119 | 12,504 | 11,163 | 17,125 | 25,796 | 19,757 | 13,108 | 9,378 | 10,511 | 29.4 |
| Currituck | 14.2 | Male | 7,167 | 653 | 650 | 576 | 570 | 1,273 | 1,126 | 851 | 688 | 780 | 33.9 |
| | | Female | 7,033 | 615 | 607 | 552 | 530 | 1,137 | 1,082 | 809 | 698 | 1,003 | 35.7 |
| Dare | 25.0 | Male | 12,454 | 1,086 | 959 | 850 | 997 | 2,357 | 2,228 | 1,342 | 1,213 | 1,422 | 34.9 |
| | | Female | 12,546 | 1,027 | 907 | 806 | 966 | 2,299 | 2,142 | 1,393 | 1,288 | 1,718 | 36.3 |
| Davidson | 129.2 | Male | 63,386 | 5,395 | 5,244 | 5,445 | 6,401 | 10,580 | 10,282 | 7,982 | 5,717 | 6,340 | 33.7 |
| | | Female | 65,814 | 5,084 | 4,828 | 5,214 | 6,090 | 10,366 | 10,594 | 8,078 | 6,261 | 9,299 | 36.3 |
| Davie | 28.8 | Male | 14,153 | 1,059 | 1,154 | 1,276 | 1,307 | 2,104 | 2,469 | 1,811 | 1,353 | 1,620 | 35.7 |
| | | Female | 14,647 | 1,009 | 1,057 | 1,231 | 1,194 | 2,150 | 2,397 | 1,832 | 1,429 | 2,348 | 37.8 |
| Duplin | 40.2 | Male | 19,303 | 1,789 | 1,729 | 1,923 | 1,849 | 3,001 | 2,955 | 2,159 | 1,745 | 2,153 | 32.9 |
| | | Female | 20,897 | 1,689 | 1,724 | 1,853 | 1,781 | 2,946 | 3,035 | 2,330 | 2,050 | 3,489 | 36.5 |
| Durham | 186.9 | Male | 88,216 | 8,328 | 7,064 | 6,594 | 11,988 | 17,460 | 15,042 | 8,616 | 5,766 | 7,358 | 30.8 |
| | | Female | 98,684 | 7,984 | 6,768 | 6,418 | 12,364 | 18,975 | 16,820 | 9,383 | 7,114 | 12,858 | 33.3 |
| Edgecombe | 57.0 | Male | 26,096 | 2,647 | 2,732 | 2,831 | 2,479 | 4,021 | 4,094 | 2,647 | 2,095 | 2,550 | 30.9 |
| | | Female | 30,904 | 2,698 | 2,657 | 2,750 | 2,773 | 4,878 | 4,792 | 3,186 | 2,710 | 4,460 | 34.4 |
| Forsyth | 270.7 | Male | 127,712 | 11,554 | 10,075 | 10,112 | 13,993 | 22,873 | 20,996 | 14,609 | 11,175 | 12,325 | 32.9 |
| | | Female | 142,988 | 11,042 | 9,714 | 9,582 | 14,886 | 24,460 | 23,085 | 15,960 | 13,176 | 21,083 | 35.8 |
| Franklin | 37.8 | Male | 18,135 | 1,548 | 1,612 | 1,573 | 2,003 | 3,095 | 2,886 | 2,035 | 1,517 | 1,866 | 32.5 |
| | | Female | 19,665 | 1,590 | 1,444 | 1,503 | 1,957 | 3,069 | 3,016 | 2,154 | 1,746 | 3,186 | 35.9 |
| Gaston | 176.9 | Male | 85,056 | 7,954 | 7,266 | 7,853 | 9,175 | 13,941 | 13,754 | 9,674 | 7,409 | 8,030 | 32.4 |
| | | Female | 91,844 | 7,606 | 6,968 | 7,483 | 9,104 | 14,199 | 14,139 | 10,298 | 8,669 | 13,378 | 35.4 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **NORTH CAROLINA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Gates | 9.5 | Male | 4,693 | 426 | 417 | 392 | 419 | 817 | 678 | 520 | 444 | 580 | 33.5 |
| | | Female | 4,807 | 432 | 412 | 365 | 395 | 729 | 670 | 513 | 476 | 815 | 36.1 |
| Graham | 7.1 | Male | 3,534 | 264 | 290 | 340 | 358 | 473 | 504 | 442 | 347 | 516 | 35.8 |
| | | Female | 3,566 | 245 | 262 | 284 | 328 | 447 | 536 | 447 | 383 | 634 | 39.0 |
| Granville | 39.3 | Male | 19,465 | 1,612 | 1,526 | 1,675 | 1,926 | 3,564 | 3,221 | 2,364 | 1,661 | 1,916 | 33.4 |
| | | Female | 19,835 | 1,609 | 1,472 | 1,659 | 1,728 | 3,229 | 3,056 | 2,240 | 1,839 | 3,003 | 35.7 |
| Greene | 15.3 | Male | 7,630 | 650 | 694 | 741 | 737 | 1,374 | 1,265 | 828 | 653 | 688 | 32.2 |
| | | Female | 7,670 | 581 | 667 | 665 | 597 | 1,223 | 1,130 | 820 | 770 | 1,217 | 35.9 |
| Guilford | 354.0 | Male | 167,492 | 14,394 | 13,342 | 13,142 | 20,571 | 29,158 | 27,485 | 18,925 | 14,356 | 16,119 | 32.6 |
| | | Female | 186,508 | 13,944 | 12,504 | 12,743 | 23,290 | 30,533 | 29,804 | 20,643 | 16,652 | 26,395 | 35.1 |
| Halifax | 55.9 | Male | 26,531 | 2,588 | 2,679 | 2,649 | 2,399 | 4,084 | 4,035 | 2,670 | 2,357 | 3,070 | 32.2 |
| | | Female | 29,369 | 2,480 | 2,535 | 2,603 | 2,552 | 4,190 | 4,104 | 3,054 | 2,878 | 4,973 | 35.8 |
| Harnett | 69.9 | Male | 33,956 | 3,389 | 2,856 | 2,852 | 4,635 | 5,870 | 4,922 | 3,581 | 2,707 | 3,144 | 30.5 |
| | | Female | 35,944 | 3,284 | 2,743 | 2,930 | 4,510 | 5,412 | 5,049 | 3,698 | 3,204 | 5,114 | 33.3 |
| Haywood | 47.0 | Male | 22,411 | 1,620 | 1,596 | 1,816 | 2,047 | 3,023 | 3,362 | 2,954 | 2,501 | 3,492 | 38.3 |
| | | Female | 24,589 | 1,590 | 1,515 | 1,678 | 1,883 | 3,164 | 3,557 | 3,235 | 2,847 | 5,120 | 41.9 |
| Henderson | 71.2 | Male | 34,054 | 2,493 | 2,634 | 2,678 | 2,624 | 4,536 | 5,045 | 3,821 | 3,516 | 6,707 | 39.1 |
| | | Female | 37,146 | 2,360 | 2,402 | 2,475 | 2,550 | 4,652 | 5,290 | 4,225 | 4,226 | 8,966 | 42.8 |
| Hertford | 22.3 | Male | 10,335 | 994 | 1,018 | 1,007 | 1,152 | 1,409 | 1,491 | 1,114 | 925 | 1,225 | 32.1 |
| | | Female | 11,965 | 994 | 1,036 | 1,060 | 1,087 | 1,688 | 1,646 | 1,240 | 1,138 | 2,076 | 35.7 |
| Hoke | 24.1 | Male | 12,045 | 1,283 | 1,235 | 1,295 | 1,493 | 2,085 | 1,790 | 1,158 | 871 | 835 | 28.4 |
| | | Female | 12,055 | 1,253 | 1,201 | 1,187 | 1,183 | 2,012 | 1,718 | 1,140 | 968 | 1,393 | 31.0 |
| Hyde | 5.3 | Male | 2,592 | 217 | 234 | 272 | 231 | 366 | 387 | 269 | 242 | 374 | 34.3 |
| | | Female | 2,708 | 199 | 204 | 219 | 213 | 389 | 380 | 309 | 278 | 517 | 38.4 |
| Iredell | 94.5 | Male | 45,736 | 3,957 | 3,779 | 3,984 | 4,558 | 7,399 | 7,252 | 5,656 | 4,209 | 4,942 | 33.9 |
| | | Female | 48,764 | 3,871 | 3,613 | 3,803 | 4,411 | 7,406 | 7,389 | 5,813 | 4,828 | 7,630 | 36.7 |
| Jackson | 27.3 | Male | 13,170 | 856 | 969 | 1,021 | 2,585 | 1,655 | 1,840 | 1,541 | 1,116 | 1,587 | 32.0 |
| | | Female | 14,130 | 861 | 888 | 989 | 2,474 | 1,713 | 2,035 | 1,632 | 1,295 | 2,243 | 35.7 |
| Johnston | 83.4 | Male | 40,303 | 3,651 | 3,360 | 3,687 | 3,916 | 6,650 | 6,646 | 4,931 | 3,399 | 4,063 | 33.3 |
| | | Female | 43,097 | 3,441 | 3,187 | 3,472 | 3,897 | 6,808 | 6,752 | 5,045 | 3,945 | 6,550 | 36.1 |
| Jones | 9.4 | Male | 4,412 | 445 | 390 | 413 | 348 | 699 | 666 | 474 | 434 | 543 | 33.7 |
| | | Female | 4,988 | 441 | 397 | 429 | 421 | 748 | 687 | 568 | 479 | 818 | 35.8 |
| Lee | 42.2 | Male | 20,334 | 1,906 | 1,840 | 1,799 | 1,894 | 3,293 | 3,252 | 2,228 | 1,905 | 2,217 | 33.3 |
| | | Female | 21,866 | 1,847 | 1,889 | 1,787 | 1,835 | 3,268 | 3,354 | 2,446 | 2,114 | 3,326 | 35.9 |
| Lenoir | 57.1 | Male | 26,629 | 2,352 | 2,484 | 2,799 | 2,479 | 4,016 | 4,138 | 3,048 | 2,397 | 2,916 | 33.0 |
| | | Female | 30,471 | 2,285 | 2,345 | 2,683 | 2,549 | 4,439 | 4,685 | 3,488 | 3,040 | 4,957 | 37.0 |
| Lincoln | 52.1 | Male | 25,635 | 2,245 | 2,143 | 2,208 | 2,733 | 4,260 | 4,185 | 3,215 | 2,202 | 2,444 | 33.2 |
| | | Female | 26,465 | 2,216 | 2,129 | 2,090 | 2,431 | 4,128 | 4,204 | 3,176 | 2,411 | 3,680 | 35.6 |
| McDowell | 35.8 | Male | 17,450 | 1,394 | 1,472 | 1,630 | 1,745 | 2,628 | 2,703 | 2,151 | 1,633 | 2,094 | 34.5 |
| | | Female | 18,350 | 1,319 | 1,293 | 1,534 | 1,602 | 2,604 | 2,852 | 2,163 | 1,867 | 3,116 | 37.9 |
| Macon | 23.8 | Male | 11,404 | 763 | 857 | 821 | 902 | 1,369 | 1,570 | 1,391 | 1,369 | 2,362 | 41.3 |
| | | Female | 12,396 | 730 | 783 | 784 | 783 | 1,431 | 1,791 | 1,508 | 1,563 | 3,023 | 44.4 |
| Madison | 16.9 | Male | 8,311 | 612 | 617 | 754 | 984 | 1,052 | 1,264 | 994 | 804 | 1,230 | 36.1 |
| | | Female | 8,589 | 525 | 569 | 627 | 1,004 | 1,111 | 1,260 | 1,014 | 852 | 1,627 | 38.6 |
| Martin | 24.9 | Male | 11,703 | 1,122 | 1,064 | 1,217 | 1,060 | 1,704 | 1,799 | 1,289 | 1,085 | 1,363 | 33.1 |
| | | Female | 13,197 | 1,032 | 1,078 | 1,169 | 1,134 | 1,801 | 1,955 | 1,481 | 1,286 | 2,261 | 37.0 |
| Mecklenburg | 534.6 | Male | 257,042 | 25,225 | 21,679 | 19,521 | 28,584 | 52,198 | 44,367 | 27,783 | 18,539 | 19,146 | 31.4 |
| | | Female | 277,558 | 24,199 | 20,752 | 19,231 | 30,350 | 53,707 | 47,232 | 29,490 | 21,369 | 31,228 | 33.2 |
| Mitchell | 14.6 | Male | 7,009 | 517 | 566 | 541 | 606 | 959 | 1,109 | 877 | 784 | 1,050 | 37.8 |
| | | Female | 7,591 | 508 | 497 | 534 | 561 | 1,034 | 1,081 | 944 | 876 | 1,556 | 41.1 |
| Montgomery | 23.7 | Male | 11,939 | 1,049 | 1,014 | 1,177 | 1,346 | 1,974 | 1,866 | 1,267 | 953 | 1,293 | 32.0 |
| | | Female | 11,761 | 944 | 976 | 1,021 | 1,008 | 1,706 | 1,738 | 1,289 | 1,107 | 1,972 | 36.3 |
| Moore | 61.3 | Male | 29,282 | 2,353 | 2,357 | 2,426 | 2,431 | 4,155 | 4,085 | 2,890 | 3,104 | 5,481 | 37.2 |
| | | Female | 32,018 | 2,287 | 2,294 | 2,244 | 2,359 | 4,318 | 4,189 | 3,255 | 3,770 | 7,302 | 41.0 |
| Nash | 78.0 | Male | 37,061 | 3,421 | 3,262 | 3,485 | 3,578 | 6,105 | 6,242 | 4,203 | 3,093 | 3,672 | 32.8 |
| | | Female | 40,939 | 3,191 | 3,252 | 3,459 | 3,746 | 6,445 | 6,724 | 4,373 | 3,696 | 6,053 | 35.6 |
| New Hanover | 123.0 | Male | 58,392 | 4,746 | 4,706 | 4,860 | 7,164 | 9,487 | 9,776 | 6,594 | 4,958 | 6,101 | 33.1 |
| | | Female | 64,608 | 4,730 | 4,546 | 4,664 | 7,621 | 10,097 | 10,538 | 7,117 | 5,781 | 9,514 | 35.6 |
| Northampton | 20.5 | Male | 9,930 | 835 | 886 | 937 | 854 | 1,494 | 1,480 | 1,068 | 950 | 1,426 | 34.7 |
| | | Female | 10,570 | 807 | 872 | 834 | 823 | 1,397 | 1,416 | 1,154 | 1,235 | 2,032 | 38.9 |
| Onslow | 153.5 | Male | 91,594 | 8,569 | 6,111 | 4,678 | 30,963 | 20,431 | 10,187 | 4,647 | 3,230 | 2,778 | 24.0 |
| | | Female | 61,906 | 8,257 | 5,835 | 4,498 | 10,333 | 12,608 | 7,822 | 4,796 | 3,574 | 4,183 | 26.6 |
| Orange | 96.9 | Male | 45,991 | 3,554 | 3,179 | 2,841 | 9,654 | 8,858 | 7,442 | 4,277 | 2,798 | 3,388 | 29.3 |
| | | Female | 50,909 | 3,299 | 3,011 | 2,783 | 11,771 | 9,202 | 7,932 | 4,632 | 3,147 | 5,132 | 30.0 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

**NORTH CAROLINA (continued)**

**ALL COUNTIES (continued)**

| METRO AREA County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| Pamlico | 11.4 | Male | 5,447 | 479 | 464 | 451 | 429 | 722 | 811 | 624 | 673 | 794 | 37.2 |
| | | Female | 5,953 | 398 | 464 | 479 | 387 | 810 | 844 | 718 | 724 | 1,129 | 40.2 |
| Pasquotank | 31.8 | Male | 14,958 | 1,573 | 1,518 | 1,316 | 1,651 | 2,330 | 2,178 | 1,461 | 1,194 | 1,737 | 31.1 |
| | | Female | 16,842 | 1,546 | 1,477 | 1,269 | 1,840 | 2,636 | 2,280 | 1,588 | 1,487 | 2,719 | 33.7 |
| Pender | 30.3 | Male | 14,725 | 1,264 | 1,293 | 1,335 | 1,285 | 2,163 | 2,287 | 1,789 | 1,459 | 1,850 | 35.1 |
| | | Female | 15,575 | 1,253 | 1,179 | 1,172 | 1,292 | 2,268 | 2,390 | 1,855 | 1,676 | 2,490 | 37.6 |
| Perquimans | 10.8 | Male | 5,185 | 452 | 486 | 424 | 394 | 725 | 694 | 578 | 579 | 853 | 36.6 |
| | | Female | 5,615 | 424 | 459 | 436 | 400 | 755 | 725 | 640 | 641 | 1,135 | 39.6 |
| Person | 30.8 | Male | 14,754 | 1,352 | 1,235 | 1,316 | 1,313 | 2,465 | 2,372 | 1,694 | 1,337 | 1,670 | 33.8 |
| | | Female | 16,046 | 1,255 | 1,174 | 1,297 | 1,358 | 2,480 | 2,431 | 1,800 | 1,523 | 2,728 | 36.9 |
| Pitt | 111.6 | Male | 53,112 | 5,078 | 4,517 | 4,457 | 9,271 | 9,016 | 8,056 | 4,999 | 3,646 | 4,072 | 28.6 |
| | | Female | 58,488 | 4,775 | 4,333 | 4,384 | 9,852 | 9,790 | 8,629 | 5,264 | 4,403 | 7,058 | 31.0 |
| Polk | 14.5 | Male | 6,794 | 443 | 499 | 481 | 516 | 856 | 962 | 812 | 769 | 1,456 | 41.3 |
| | | Female | 7,706 | 494 | 446 | 450 | 500 | 866 | 1,026 | 863 | 915 | 2,146 | 45.8 |
| Randolph | 109.5 | Male | 53,514 | 4,839 | 4,391 | 4,423 | 5,288 | 9,084 | 8,768 | 6,647 | 4,700 | 5,374 | 33.6 |
| | | Female | 55,986 | 4,429 | 4,226 | 4,343 | 5,219 | 8,963 | 8,889 | 6,713 | 5,110 | 8,094 | 35.9 |
| Richmond | 44.7 | Male | 21,341 | 1,929 | 1,941 | 2,210 | 2,356 | 3,060 | 3,117 | 2,333 | 1,955 | 2,440 | 32.3 |
| | | Female | 23,359 | 1,851 | 1,918 | 2,097 | 2,089 | 3,254 | 3,391 | 2,590 | 2,236 | 3,933 | 36.4 |
| Robeson | 106.6 | Male | 50,450 | 5,432 | 5,368 | 5,956 | 5,554 | 7,550 | 7,635 | 5,019 | 3,680 | 4,256 | 28.9 |
| | | Female | 56,150 | 5,333 | 5,316 | 5,751 | 5,830 | 8,410 | 8,244 | 5,607 | 4,455 | 7,204 | 32.0 |
| Rockingham | 86.8 | Male | 41,343 | 3,522 | 3,381 | 3,683 | 4,008 | 6,513 | 6,695 | 4,924 | 3,826 | 4,791 | 34.3 |
| | | Female | 45,457 | 3,466 | 3,224 | 3,512 | 4,029 | 6,739 | 6,955 | 5,339 | 4,460 | 7,733 | 37.5 |
| Rowan | 112.6 | Male | 54,711 | 4,817 | 4,534 | 4,351 | 5,597 | 8,792 | 8,429 | 6,201 | 5,127 | 6,863 | 34.2 |
| | | Female | 57,889 | 4,596 | 4,479 | 4,157 | 5,205 | 8,614 | 8,310 | 6,350 | 5,700 | 10,478 | 37.3 |
| Rutherford | 57.6 | Male | 27,705 | 2,353 | 2,362 | 2,580 | 2,784 | 4,117 | 4,164 | 3,206 | 2,602 | 3,537 | 34.2 |
| | | Female | 29,895 | 2,270 | 2,260 | 2,350 | 2,742 | 4,044 | 4,250 | 3,439 | 3,010 | 5,530 | 38.0 |
| Sampson | 47.6 | Male | 22,649 | 1,956 | 2,114 | 2,300 | 2,137 | 3,287 | 3,475 | 2,647 | 2,072 | 2,661 | 33.6 |
| | | Female | 24,951 | 1,886 | 2,125 | 2,245 | 2,098 | 3,537 | 3,622 | 2,803 | 2,424 | 4,211 | 36.6 |
| Scotland | 34.4 | Male | 16,061 | 1,621 | 1,690 | 1,853 | 1,820 | 2,240 | 2,569 | 1,724 | 1,154 | 1,390 | 29.7 |
| | | Female | 18,339 | 1,563 | 1,642 | 1,842 | 1,941 | 2,581 | 2,902 | 1,946 | 1,456 | 2,466 | 33.5 |
| Stanly | 52.4 | Male | 25,278 | 2,308 | 2,085 | 2,127 | 2,658 | 3,917 | 3,967 | 2,908 | 2,295 | 3,013 | 33.8 |
| | | Female | 27,122 | 2,280 | 2,066 | 2,075 | 2,578 | 3,792 | 3,879 | 3,027 | 2,705 | 4,720 | 37.0 |
| Stokes | 37.9 | Male | 18,611 | 1,552 | 1,576 | 1,691 | 1,864 | 3,083 | 3,155 | 2,412 | 1,541 | 1,737 | 33.5 |
| | | Female | 19,289 | 1,411 | 1,473 | 1,600 | 1,798 | 3,091 | 3,140 | 2,459 | 1,666 | 2,651 | 35.9 |
| Surry | 62.5 | Male | 29,934 | 2,335 | 2,398 | 2,664 | 3,035 | 4,600 | 4,716 | 3,755 | 2,925 | 3,506 | 34.9 |
| | | Female | 32,566 | 2,246 | 2,227 | 2,531 | 2,934 | 4,536 | 4,853 | 4,066 | 3,328 | 5,845 | 38.7 |
| Swain | 11.3 | Male | 5,640 | 514 | 515 | 570 | 608 | 737 | 817 | 611 | 548 | 720 | 33.3 |
| | | Female | 5,660 | 393 | 453 | 437 | 449 | 820 | 820 | 665 | 590 | 1,033 | 38.4 |
| Transylvania | 26.1 | Male | 12,756 | 938 | 982 | 1,108 | 1,380 | 1,679 | 1,762 | 1,458 | 1,317 | 2,132 | 36.7 |
| | | Female | 13,344 | 903 | 852 | 954 | 1,227 | 1,762 | 1,761 | 1,590 | 1,555 | 2,740 | 40.5 |
| Tyrrell | 3.9 | Male | 1,858 | 190 | 201 | 173 | 121 | 249 | 252 | 200 | 179 | 293 | 34.8 |
| | | Female | 2,042 | 150 | 184 | 185 | 158 | 289 | 272 | 209 | 167 | 408 | 37.0 |
| Union | 87.4 | Male | 42,893 | 4,325 | 3,952 | 4,009 | 4,738 | 6,998 | 6,971 | 5,232 | 3,278 | 3,390 | 31.3 |
| | | Female | 44,507 | 4,038 | 3,858 | 3,908 | 4,572 | 7,077 | 7,173 | 5,236 | 3,535 | 5,110 | 33.3 |
| Vance | 39.4 | Male | 18,571 | 1,892 | 1,733 | 1,874 | 1,975 | 2,866 | 2,902 | 1,887 | 1,532 | 1,910 | 31.3 |
| | | Female | 20,829 | 1,695 | 1,660 | 1,807 | 2,020 | 3,154 | 3,169 | 2,146 | 1,917 | 3,261 | 35.2 |
| Wake | 446.9 | Male | 218,918 | 19,762 | 17,168 | 15,961 | 28,771 | 46,578 | 39,298 | 24,024 | 14,011 | 13,345 | 31.0 |
| | | Female | 227,982 | 19,223 | 16,781 | 15,447 | 27,762 | 46,062 | 40,967 | 24,309 | 15,406 | 22,025 | 32.6 |
| Warren | 17.4 | Male | 8,353 | 750 | 767 | 803 | 681 | 1,103 | 1,213 | 856 | 873 | 1,307 | 35.6 |
| | | Female | 9,047 | 683 | 710 | 720 | 696 | 1,139 | 1,222 | 924 | 1,113 | 1,840 | 39.7 |
| Washington | 14.0 | Male | 6,657 | 623 | 650 | 690 | 609 | 916 | 1,042 | 746 | 599 | 782 | 33.3 |
| | | Female | 7,343 | 629 | 652 | 673 | 658 | 1,008 | 1,096 | 776 | 686 | 1,165 | 35.5 |
| Watauga | 37.4 | Male | 18,322 | 1,075 | 1,170 | 1,078 | 5,210 | 2,502 | 2,417 | 1,844 | 1,308 | 1,718 | 27.5 |
| | | Female | 19,078 | 1,099 | 1,055 | 1,028 | 5,318 | 2,352 | 2,508 | 1,917 | 1,441 | 2,360 | 29.4 |
| Wayne | 104.8 | Male | 52,128 | 5,027 | 4,566 | 4,587 | 5,820 | 10,341 | 8,194 | 5,393 | 4,105 | 4,095 | 30.9 |
| | | Female | 52,672 | 4,756 | 4,387 | 4,347 | 5,118 | 8,769 | 7,975 | 5,824 | 4,785 | 6,711 | 33.8 |
| Wilkes | 59.8 | Male | 29,271 | 2,225 | 2,445 | 2,659 | 2,967 | 4,672 | 4,757 | 3,685 | 2,674 | 3,187 | 34.3 |
| | | Female | 30,529 | 2,175 | 2,194 | 2,455 | 2,684 | 4,663 | 4,865 | 3,846 | 2,894 | 4,753 | 37.2 |
| Wilson | 66.7 | Male | 31,192 | 2,789 | 3,066 | 3,125 | 3,195 | 4,548 | 5,131 | 3,550 | 2,680 | 3,108 | 32.5 |
| | | Female | 35,508 | 2,783 | 2,820 | 2,988 | 3,477 | 5,339 | 5,566 | 3,837 | 3,303 | 5,395 | 35.6 |
| Yadkin | 31.0 | Male | 15,050 | 1,177 | 1,143 | 1,245 | 1,401 | 2,414 | 2,386 | 1,976 | 1,458 | 1,850 | 35.6 |
| | | Female | 15,950 | 1,174 | 1,091 | 1,154 | 1,393 | 2,318 | 2,406 | 1,988 | 1,619 | 2,807 | 38.5 |
| Yancey | 15.6 | Male | 7,566 | 566 | 547 | 675 | 693 | 1,073 | 1,207 | 912 | 770 | 1,123 | 36.9 |
| | | Female | 8,034 | 556 | 549 | 598 | 670 | 1,049 | 1,232 | 944 | 848 | 1,588 | 39.8 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **NORTH CAROLINA (continued)** | | | | | | | | | | | | | |
| **TOTAL METRO COUNTIES** | **3,862.4** | **Male** | **1,886,047** | **171,544** | **152,881** | **148,293** | **251,665** | **347,553** | **305,136** | **204,039** | **144,500** | **160,436** | **31.3** |
| | | **Female** | **1,976,353** | **164,884** | **146,456** | **142,512** | **224,393** | **343,128** | **318,404** | **215,206** | **164,704** | **256,666** | **34.0** |
| **TOTAL STATE** | **6,777.2** | **Male** | **3,288,355** | **295,326** | **274,620** | **276,437** | **400,278** | **564,737** | **521,581** | **361,402** | **270,888** | **323,086** | **32.0** |
| | | **Female** | **3,488,845** | **284,027** | **263,239** | **264,819** | **368,894** | **565,213** | **543,051** | **383,556** | **311,926** | **504,120** | **35.0** |
| **NORTH DAKOTA** | | | | | | | | | | | | | |
| **BISMARCK** | **84.0** | **Male** | **40,975** | **3,960** | **4,389** | **3,958** | **3,704** | **6,710** | **6,868** | **4,113** | **3,322** | **3,951** | **31.7** |
| | | **Female** | **43,025** | **3,877** | **4,100** | **3,762** | **3,732** | **7,154** | **6,816** | **4,324** | **3,479** | **5,781** | **33.4** |
| Burleigh | 60.8 | Male | 29,487 | 2,898 | 3,123 | 2,696 | 2,802 | 5,027 | 5,045 | 2,994 | 2,289 | 2,613 | 31.4 |
| | | Female | 31,313 | 2,827 | 2,878 | 2,596 | 2,955 | 5,419 | 5,095 | 3,154 | 2,444 | 3,945 | 33.1 |
| Morton | 23.2 | Male | 11,488 | 1,062 | 1,266 | 1,262 | 902 | 1,683 | 1,823 | 1,119 | 1,033 | 1,338 | 32.4 |
| | | Female | 11,712 | 1,050 | 1,222 | 1,166 | 777 | 1,735 | 1,721 | 1,170 | 1,035 | 1,836 | 34.5 |
| **FARGO - MOORHEAD** | **156.0** | **Male** | **76,771** | **7,173** | **6,884** | **6,080** | **12,661** | **13,036** | **12,023** | **6,908** | **5,230** | **6,776** | **29.3** |
| | | **Female** | **79,229** | **6,886** | **6,698** | **5,634** | **12,616** | **13,336** | **11,663** | **6,964** | **5,543** | **9,889** | **30.8** |
| Cass | 105.3 | Male | 52,404 | 4,861 | 4,565 | 4,046 | 8,384 | 9,655 | 8,596 | 4,688 | 3,384 | 4,225 | 29.5 |
| | | Female | 52,896 | 4,750 | 4,496 | 3,783 | 7,334 | 9,745 | 8,253 | 4,657 | 3,584 | 6,294 | 31.2 |
| *Clay, Minn.* | *50.7* | *Male* | *24,367* | *2,312* | *2,319* | *2,034* | *4,277* | *3,381* | *3,427* | *2,220* | *1,846* | *2,551* | *28.7* |
| | | *Female* | *26,333* | *2,136* | *2,202* | *1,851* | *5,282* | *3,591* | *3,410* | *2,307* | *1,959* | *3,595* | *29.7* |
| **GRAND FORKS** | **71.7** | **Male** | **36,676** | **3,812** | **3,274** | **2,660** | **7,191** | **7,333** | **5,224** | **2,692** | **1,925** | **2,565** | **26.9** |
| | | **Female** | **35,024** | **3,601** | **3,111** | **2,463** | **6,166** | **6,461** | **4,680** | **2,670** | **2,044** | **3,828** | **28.4** |
| Grand Forks | 71.7 | Male | 36,676 | 3,812 | 3,274 | 2,660 | 7,191 | 7,333 | 5,224 | 2,692 | 1,925 | 2,565 | 26.9 |
| | | Female | 35,024 | 3,601 | 3,111 | 2,463 | 6,166 | 6,461 | 4,680 | 2,670 | 2,044 | 3,828 | 28.4 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Adams | 3.1 | Male | 1,541 | 138 | 155 | 133 | 83 | 188 | 236 | 158 | 147 | 303 | 38.1 |
| | | Female | 1,559 | 101 | 143 | 131 | 72 | 189 | 231 | 158 | 169 | 365 | 41.2 |
| Barnes | 12.4 | Male | 6,061 | 498 | 544 | 525 | 629 | 771 | 859 | 583 | 523 | 1,129 | 35.7 |
| | | Female | 6,339 | 471 | 543 | 483 | 578 | 766 | 798 | 606 | 567 | 1,527 | 39.1 |
| Benson | 7.0 | Male | 3,534 | 430 | 452 | 365 | 283 | 440 | 411 | 331 | 291 | 531 | 30.4 |
| | | Female | 3,466 | 453 | 406 | 339 | 250 | 413 | 420 | 311 | 302 | 572 | 31.9 |
| Billings | 1.1 | Male | 574 | 47 | 66 | 64 | 30 | 77 | 91 | 63 | 62 | 74 | 35.3 |
| | | Female | 526 | 56 | 63 | 66 | 35 | 72 | 81 | 47 | 47 | 59 | 31.0 |
| Bottineau | 7.8 | Male | 3,927 | 305 | 369 | 372 | 332 | 484 | 580 | 388 | 370 | 727 | 36.7 |
| | | Female | 3,873 | 296 | 331 | 352 | 219 | 451 | 538 | 386 | 377 | 923 | 40.3 |
| Bowman | 3.4 | Male | 1,672 | 142 | 176 | 183 | 90 | 224 | 247 | 168 | 185 | 257 | 35.9 |
| | | Female | 1,728 | 144 | 148 | 159 | 77 | 212 | 250 | 180 | 181 | 377 | 40.0 |
| Burke | 2.8 | Male | 1,410 | 77 | 135 | 134 | 67 | 169 | 199 | 141 | 192 | 296 | 41.2 |
| | | Female | 1,390 | 81 | 131 | 127 | 45 | 133 | 180 | 147 | 182 | 364 | 44.9 |
| Burleigh | 60.8 | Male | 29,487 | 2,898 | 3,123 | 2,696 | 2,802 | 5,027 | 5,045 | 2,994 | 2,289 | 2,613 | 31.4 |
| | | Female | 31,313 | 2,827 | 2,878 | 2,596 | 2,955 | 5,419 | 5,095 | 3,154 | 2,444 | 3,945 | 33.1 |
| Cass | 105.3 | Male | 52,404 | 4,861 | 4,565 | 4,046 | 8,384 | 9,655 | 8,596 | 4,688 | 3,384 | 4,225 | 29.5 |
| | | Female | 52,896 | 4,750 | 4,496 | 3,783 | 7,334 | 9,745 | 8,253 | 4,657 | 3,584 | 6,294 | 31.2 |
| Cavalier | 5.9 | Male | 2,931 | 251 | 246 | 288 | 169 | 379 | 420 | 329 | 349 | 500 | 38.2 |
| | | Female | 2,969 | 263 | 296 | 243 | 134 | 319 | 385 | 327 | 333 | 669 | 41.0 |
| Dickey | 5.9 | Male | 2,932 | 236 | 277 | 276 | 284 | 357 | 384 | 283 | 256 | 579 | 35.9 |
| | | Female | 2,968 | 195 | 274 | 227 | 255 | 328 | 364 | 307 | 311 | 707 | 40.6 |
| Divide | 2.8 | Male | 1,404 | 102 | 136 | 113 | 52 | 159 | 190 | 152 | 138 | 362 | 42.4 |
| | | Female | 1,396 | 107 | 116 | 93 | 52 | 146 | 172 | 150 | 165 | 395 | 45.8 |
| Dunn | 3.8 | Male | 1,946 | 186 | 243 | 166 | 119 | 253 | 297 | 206 | 177 | 299 | 35.2 |
| | | Female | 1,854 | 194 | 186 | 197 | 91 | 241 | 261 | 174 | 175 | 335 | 35.7 |
| Eddy | 2.9 | Male | 1,432 | 106 | 136 | 129 | 79 | 186 | 207 | 120 | 156 | 313 | 38.9 |
| | | Female | 1,468 | 96 | 128 | 131 | 59 | 155 | 181 | 126 | 178 | 414 | 44.1 |
| Emmons | 4.6 | Male | 2,358 | 195 | 212 | 230 | 134 | 283 | 300 | 257 | 285 | 462 | 39.2 |
| | | Female | 2,242 | 168 | 190 | 197 | 113 | 243 | 245 | 273 | 289 | 524 | 43.6 |
| Foster | 3.8 | Male | 1,850 | 174 | 185 | 167 | 107 | 250 | 248 | 188 | 202 | 329 | 36.7 |
| | | Female | 1,950 | 163 | 167 | 185 | 93 | 253 | 224 | 193 | 209 | 463 | 40.1 |
| Golden Valley | 2.1 | Male | 1,062 | 89 | 125 | 143 | 66 | 117 | 143 | 102 | 84 | 193 | 34.2 |
| | | Female | 1,038 | 86 | 110 | 93 | 52 | 127 | 122 | 93 | 104 | 251 | 39.2 |
| Grand Forks | 71.7 | Male | 36,676 | 3,812 | 3,274 | 2,660 | 7,191 | 7,333 | 5,224 | 2,692 | 1,925 | 2,565 | 26.9 |
| | | Female | 35,024 | 3,601 | 3,111 | 2,463 | 6,166 | 6,461 | 4,680 | 2,670 | 2,044 | 3,828 | 28.4 |
| Grant | 3.4 | Male | 1,730 | 148 | 144 | 166 | 103 | 191 | 243 | 204 | 188 | 343 | 39.7 |
| | | Female | 1,670 | 123 | 166 | 149 | 68 | 175 | 211 | 185 | 192 | 401 | 42.3 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES | | | | Population by Age and Sex | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | Median Age By Sex |
| **NORTH DAKOTA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Griggs | 3.3 | Male | 1,644 | 116 | 158 | 147 | 83 | 176 | 264 | 163 | 161 | 376 | 40.4 |
| | | Female | 1,656 | 131 | 154 | 138 | 70 | 167 | 227 | 146 | 200 | 423 | 42.4 |
| Hettinger | 3.3 | Male | 1,638 | 134 | 159 | 138 | 78 | 201 | 230 | 179 | 191 | 328 | 39.7 |
| | | Female | 1,662 | 142 | 153 | 135 | 80 | 177 | 198 | 174 | 200 | 403 | 42.3 |
| Kidder | 3.3 | Male | 1,695 | 140 | 169 | 184 | 86 | 206 | 220 | 180 | 195 | 315 | 37.8 |
| | | Female | 1,605 | 114 | 156 | 153 | 72 | 177 | 204 | 172 | 197 | 360 | 41.4 |
| La Moure | 5.2 | Male | 2,626 | 215 | 271 | 259 | 140 | 327 | 358 | 262 | 278 | 516 | 37.8 |
| | | Female | 2,574 | 189 | 249 | 230 | 103 | 292 | 304 | 259 | 292 | 656 | 42.4 |
| Logan | 2.7 | Male | 1,372 | 112 | 93 | 146 | 59 | 191 | 154 | 142 | 180 | 295 | 40.5 |
| | | Female | 1,328 | 93 | 118 | 110 | 50 | 139 | 151 | 164 | 175 | 328 | 45.2 |
| McHenry | 6.3 | Male | 3,196 | 248 | 315 | 332 | 179 | 362 | 471 | 341 | 346 | 602 | 38.4 |
| | | Female | 3,104 | 235 | 291 | 286 | 127 | 328 | 413 | 359 | 319 | 746 | 41.9 |
| McIntosh | 3.9 | Male | 1,884 | 129 | 166 | 117 | 82 | 213 | 214 | 179 | 273 | 511 | 46.3 |
| | | Female | 2,016 | 132 | 171 | 127 | 58 | 205 | 187 | 220 | 265 | 651 | 51.1 |
| McKenzie | 6.1 | Male | 3,097 | 352 | 369 | 319 | 174 | 419 | 507 | 314 | 235 | 408 | 33.0 |
| | | Female | 3,003 | 359 | 336 | 295 | 156 | 450 | 430 | 295 | 241 | 441 | 32.9 |
| McLean | 10.1 | Male | 5,078 | 429 | 547 | 541 | 271 | 581 | 803 | 536 | 452 | 918 | 37.1 |
| | | Female | 5,022 | 400 | 509 | 511 | 189 | 625 | 754 | 495 | 484 | 1,055 | 38.7 |
| Mercer | 9.5 | Male | 4,776 | 551 | 562 | 452 | 208 | 860 | 811 | 494 | 307 | 531 | 32.2 |
| | | Female | 4,724 | 493 | 581 | 448 | 218 | 838 | 732 | 401 | 326 | 687 | 32.4 |
| Morton | 23.2 | Male | 11,488 | 1,062 | 1,266 | 1,262 | 902 | 1,683 | 1,823 | 1,119 | 1,033 | 1,338 | 32.4 |
| | | Female | 11,712 | 1,050 | 1,222 | 1,166 | 777 | 1,735 | 1,721 | 1,170 | 1,035 | 1,836 | 34.5 |
| Mountrail | 6.8 | Male | 3,377 | 301 | 359 | 390 | 205 | 423 | 495 | 353 | 292 | 559 | 35.2 |
| | | Female | 3,423 | 309 | 366 | 322 | 196 | 385 | 499 | 331 | 316 | 699 | 37.7 |
| Nelson | 4.3 | Male | 2,123 | 132 | 194 | 171 | 98 | 248 | 283 | 234 | 255 | 508 | 42.7 |
| | | Female | 2,177 | 152 | 187 | 169 | 59 | 226 | 254 | 241 | 240 | 649 | 47.0 |
| Oliver | 2.3 | Male | 1,206 | 106 | 170 | 139 | 70 | 151 | 216 | 126 | 103 | 125 | 32.8 |
| | | Female | 1,094 | 113 | 128 | 121 | 40 | 158 | 202 | 107 | 94 | 131 | 34.2 |
| Pembina | 9.2 | Male | 4,554 | 397 | 494 | 423 | 262 | 631 | 719 | 448 | 441 | 739 | 36.0 |
| | | Female | 4,646 | 398 | 449 | 420 | 236 | 601 | 642 | 461 | 446 | 993 | 38.4 |
| Pierce | 4.9 | Male | 2,431 | 186 | 235 | 256 | 139 | 294 | 314 | 246 | 265 | 496 | 38.4 |
| | | Female | 2,469 | 160 | 220 | 198 | 117 | 272 | 278 | 260 | 247 | 717 | 44.6 |
| Ramsey | 12.6 | Male | 6,182 | 584 | 628 | 509 | 527 | 904 | 864 | 604 | 559 | 1,003 | 34.3 |
| | | Female | 6,418 | 517 | 581 | 524 | 471 | 926 | 871 | 620 | 576 | 1,332 | 37.2 |
| Ransom | 5.8 | Male | 2,988 | 241 | 281 | 287 | 163 | 394 | 437 | 293 | 329 | 563 | 37.9 |
| | | Female | 2,812 | 202 | 257 | 235 | 125 | 354 | 371 | 265 | 292 | 711 | 41.3 |
| Renville | 3.0 | Male | 1,492 | 90 | 172 | 143 | 86 | 196 | 224 | 171 | 139 | 271 | 37.6 |
| | | Female | 1,508 | 134 | 141 | 144 | 72 | 189 | 193 | 153 | 145 | 337 | 38.8 |
| Richland | 18.0 | Male | 9,215 | 814 | 891 | 800 | 1,339 | 1,318 | 1,310 | 777 | 703 | 1,263 | 30.8 |
| | | Female | 8,785 | 800 | 872 | 748 | 744 | 1,276 | 1,100 | 781 | 763 | 1,701 | 34.6 |
| Rolette | 12.8 | Male | 6,271 | 920 | 889 | 775 | 510 | 871 | 748 | 545 | 423 | 590 | 25.5 |
| | | Female | 6,529 | 848 | 783 | 723 | 613 | 985 | 809 | 566 | 442 | 760 | 28.0 |
| Sargent | 4.4 | Male | 2,266 | 174 | 203 | 238 | 146 | 314 | 355 | 276 | 204 | 356 | 36.6 |
| | | Female | 2,134 | 168 | 204 | 200 | 101 | 253 | 307 | 245 | 225 | 431 | 39.6 |
| Sheridan | 2.1 | Male | 1,097 | 93 | 87 | 87 | 49 | 127 | 152 | 133 | 129 | 240 | 41.9 |
| | | Female | 1,003 | 73 | 87 | 80 | 30 | 108 | 129 | 108 | 140 | 248 | 44.6 |
| Sioux | 3.9 | Male | 2,015 | 333 | 310 | 256 | 175 | 292 | 249 | 173 | 105 | 122 | 22.3 |
| | | Female | 1,885 | 277 | 274 | 253 | 173 | 254 | 255 | 161 | 124 | 114 | 23.6 |
| Slope | .9 | Male | 477 | 44 | 56 | 50 | 30 | 58 | 82 | 44 | 58 | 55 | 35.1 |
| | | Female | 423 | 32 | 46 | 43 | 23 | 55 | 57 | 44 | 59 | 64 | 37.2 |
| Stark | 22.8 | Male | 11,204 | 1,129 | 1,266 | 1,046 | 1,039 | 1,865 | 1,712 | 1,027 | 831 | 1,289 | 31.0 |
| | | Female | 11,596 | 1,090 | 1,219 | 1,037 | 1,022 | 1,936 | 1,553 | 1,030 | 943 | 1,766 | 32.4 |
| Steele | 2.4 | Male | 1,217 | 97 | 113 | 105 | 53 | 162 | 149 | 154 | 142 | 242 | 40.3 |
| | | Female | 1,183 | 99 | 101 | 121 | 47 | 134 | 142 | 142 | 147 | 250 | 41.3 |
| Stutsman | 22.0 | Male | 10,736 | 937 | 1,087 | 961 | 939 | 1,640 | 1,670 | 1,039 | 979 | 1,484 | 33.8 |
| | | Female | 11,264 | 893 | 997 | 873 | 873 | 1,644 | 1,594 | 1,131 | 1,135 | 2,124 | 37.2 |
| Towner | 3.5 | Male | 1,742 | 154 | 179 | 131 | 103 | 240 | 246 | 180 | 156 | 353 | 37.6 |
| | | Female | 1,758 | 157 | 158 | 164 | 82 | 196 | 228 | 137 | 173 | 463 | 40.4 |
| Traill | 8.6 | Male | 4,230 | 368 | 409 | 353 | 418 | 556 | 599 | 414 | 361 | 752 | 35.2 |
| | | Female | 4,370 | 319 | 389 | 375 | 412 | 526 | 517 | 416 | 394 | 1,022 | 38.2 |
| Walsh | 13.5 | Male | 6,721 | 625 | 684 | 596 | 452 | 960 | 982 | 686 | 630 | 1,106 | 35.4 |
| | | Female | 6,779 | 577 | 658 | 581 | 383 | 936 | 913 | 647 | 622 | 1,462 | 37.8 |
| Ward | 57.4 | Male | 28,591 | 3,111 | 2,799 | 2,450 | 3,829 | 5,310 | 4,136 | 2,369 | 1,897 | 2,690 | 29.0 |
| | | Female | 28,809 | 2,904 | 2,668 | 2,311 | 3,661 | 4,958 | 3,949 | 2,429 | 2,054 | 3,875 | 30.8 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **NORTH DAKOTA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Wells | 5.5 | Male | 2,662 | 195 | 225 | 249 | 132 | 342 | 341 | 297 | 311 | 570 | 40.5 |
| | | Female | 2,838 | 220 | 250 | 210 | 99 | 313 | 327 | 302 | 337 | 780 | 45.0 |
| Williams | 20.1 | Male | 9,909 | 985 | 1,175 | 912 | 648 | 1,560 | 1,641 | 982 | 803 | 1,203 | 32.9 |
| | | Female | 10,191 | 937 | 1,110 | 909 | 656 | 1,582 | 1,483 | 984 | 852 | 1,678 | 34.4 |
| **TOTAL METRO COUNTIES** | **261.0** | **Male** | **130,055** | **12,633** | **12,228** | **10,664** | **19,279** | **23,698** | **20,688** | **11,493** | **8,631** | **10,741** | **29.3** |
| | | **Female** | **130,945** | **12,228** | **11,707** | **10,008** | **17,232** | **23,360** | **19,749** | **11,651** | **9,107** | **15,903** | **31.1** |
| **TOTAL STATE** | **634.3** | **Male** | **316,131** | **30,199** | **31,544** | **28,080** | **34,678** | **50,618** | **47,699** | **29,527** | **24,969** | **28,817** | **31.6** |
| | | **Female** | **318,169** | **28,892** | **29,968** | **26,374** | **30,783** | **49,248** | **44,685** | **29,560** | **26,353** | **52,306** | **33.7** |
| **OHIO** | | | | | | | | | | | | | |
| **AKRON** | **661.2** | **Male** | **318,097** | **28,816** | **28,253** | **26,372** | **36,626** | **51,479** | **50,759** | **33,607** | **28,127** | **34,058** | **32.6** |
| | | **Female** | **343,103** | **27,556** | **26,928** | **25,029** | **38,018** | **53,962** | **52,940** | **36,029** | **30,842** | **51,799** | **35.0** |
| Portage | 144.0 | Male | 70,303 | 5,966 | 6,290 | 5,987 | 11,313 | 11,204 | 10,767 | 7,451 | 5,600 | 5,725 | 30.0 |
| | | Female | 73,697 | 5,857 | 5,996 | 5,612 | 12,802 | 11,351 | 10,919 | 7,494 | 5,722 | 7,944 | 30.8 |
| Summit | 517.2 | Male | 247,794 | 22,850 | 21,963 | 20,385 | 25,313 | 40,275 | 39,992 | 26,156 | 22,527 | 28,333 | 33.3 |
| | | Female | 269,406 | 21,699 | 20,932 | 19,417 | 25,216 | 42,611 | 42,021 | 28,535 | 25,120 | 43,855 | 36.1 |
| **CANTON** | **395.1** | **Male** | **189,539** | **17,094** | **17,409** | **17,119** | **17,316** | **28,816** | **30,033** | **21,557** | **17,354** | **22,841** | **34.0** |
| | | **Female** | **205,561** | **16,432** | **16,518** | **15,977** | **17,658** | **30,414** | **32,046** | **22,713** | **19,310** | **34,493** | **36.8** |
| Carroll | 26.8 | Male | 13,168 | 1,171 | 1,358 | 1,304 | 1,028 | 1,949 | 2,035 | 1,538 | 1,206 | 1,579 | 33.8 |
| | | Female | 13,632 | 1,127 | 1,210 | 1,199 | 1,079 | 2,046 | 2,125 | 1,481 | 1,230 | 2,135 | 35.7 |
| Stark | 368.3 | Male | 176,371 | 15,923 | 16,051 | 15,815 | 16,288 | 26,867 | 27,998 | 20,019 | 16,148 | 21,262 | 34.0 |
| | | Female | 191,929 | 15,305 | 15,308 | 14,778 | 16,579 | 28,368 | 29,921 | 21,232 | 18,080 | 32,358 | 36.9 |
| **CINCINNATI** | **1,466.0** | **Male** | **703,735** | **72,925** | **68,810** | **61,127** | **71,198** | **122,271** | **110,320** | **72,357** | **57,007** | **67,720** | **31.4** |
| | | **Female** | **762,265** | **68,938** | **65,714** | **58,348** | **72,522** | **127,831** | **114,698** | **78,475** | **65,031** | **110,708** | **34.0** |
| Clermont | 154.4 | Male | 75,749 | 8,009 | 8,039 | 7,250 | 7,125 | 13,324 | 12,763 | 8,323 | 5,512 | 5,404 | 30.6 |
| | | Female | 78,651 | 7,615 | 7,683 | 6,979 | 7,299 | 13,959 | 12,801 | 8,462 | 5,710 | 8,143 | 32.0 |
| Hamilton | 866.1 | Male | 410,108 | 42,735 | 39,025 | 34,158 | 43,373 | 70,422 | 61,542 | 40,751 | 34,368 | 43,734 | 31.5 |
| | | Female | 455,992 | 40,436 | 37,413 | 32,834 | 44,628 | 75,175 | 66,012 | 45,891 | 40,594 | 73,009 | 34.7 |
| Warren | 117.4 | Male | 59,297 | 5,699 | 5,520 | 5,159 | 5,284 | 11,089 | 10,500 | 6,882 | 4,737 | 4,427 | 32.2 |
| | | Female | 58,103 | 5,407 | 5,222 | 4,735 | 4,745 | 10,160 | 9,906 | 6,853 | 4,798 | 6,277 | 33.8 |
| *Dearborn, Ind.* | *40.0* | *Male* | *19,607* | *1,852* | *2,072* | *1,991* | *1,707* | *2,876* | *3,274* | *2,262* | *1,644* | *1,929* | *32.6* |
| | | *Female* | *20,393* | *1,855* | *1,951* | *1,789* | *1,650* | *3,147* | *3,184* | *2,216* | *1,709* | *2,892* | *34.4* |
| *Boone, Ky.* | *60.0* | *Male* | *29,294* | *3,074* | *3,229* | *2,802* | *2,704* | *5,070* | *5,088* | *3,285* | *2,109* | *1,933* | *30.6* |
| | | *Female* | *30,706* | *2,935* | *3,008* | *2,670* | *2,749* | *5,514* | *5,234* | *3,234* | *2,302* | *3,060* | *32.2* |
| *Campbell, Ky.* | *84.7* | *Male* | *40,558* | *4,175* | *3,965* | *3,512* | *4,161* | *6,972* | *6,120* | *4,027* | *3,449* | *4,177* | *31.4* |
| | | *Female* | *44,142* | *3,892* | *3,865* | *3,456* | *4,289* | *7,237* | *6,281* | *4,403* | *3,895* | *6,824* | *34.1* |
| *Kenton, Ky.* | *143.4* | *Male* | *69,122* | *7,381* | *6,960* | *6,255* | *6,844* | *12,518* | *11,033* | *6,827* | *5,188* | *6,116* | *30.7* |
| | | *Female* | *74,278* | *6,798* | *6,572* | *5,885* | *7,162* | *12,639* | *11,280* | *7,416* | *6,023* | *10,503* | *33.5* |
| ***CINCINNATI - HAMILTON CONSOLIDATED AREA*** | ***1,763.5*** | ***Male*** | ***847,801*** | ***86,859*** | ***82,710*** | ***73,636*** | ***89,372*** | ***145,711*** | ***133,241*** | ***87,660*** | ***68,816*** | ***79,796*** | ***31.3*** |
| | | ***Female*** | ***915,699*** | ***82,161*** | ***78,678*** | ***70,318*** | ***91,975*** | ***152,401*** | ***138,455*** | ***94,699*** | ***77,725*** | ***129,287*** | ***33.8*** |
| **CLEVELAND** | **1,825.8** | **Male** | **866,328** | **81,637** | **76,861** | **72,159** | **79,872** | **142,662** | **134,942** | **93,708** | **79,028** | **105,459** | **33.6** |
| | | **Female** | **959,472** | **78,280** | **74,016** | **69,220** | **82,020** | **151,975** | **145,584** | **104,644** | **90,784** | **162,949** | **36.7** |
| Cuyahoga | 1,400.3 | Male | 658,124 | 62,344 | 56,843 | 53,048 | 61,762 | 109,960 | 99,183 | 67,688 | 61,073 | 86,223 | 33.6 |
| | | Female | 742,176 | 59,779 | 55,165 | 50,891 | 64,330 | 117,989 | 108,673 | 78,289 | 72,137 | 134,923 | 37.1 |
| Geauga | 83.2 | Male | 41,182 | 4,098 | 4,193 | 4,023 | 3,358 | 5,435 | 7,144 | 5,526 | 3,596 | 3,809 | 34.1 |
| | | Female | 42,018 | 3,932 | 3,897 | 3,745 | 3,147 | 5,782 | 7,350 | 5,488 | 3,577 | 5,100 | 35.7 |
| Lake | 216.8 | Male | 105,309 | 9,379 | 9,431 | 8,972 | 9,446 | 17,967 | 17,525 | 12,579 | 9,551 | 10,459 | 33.6 |
| | | Female | 111,491 | 8,985 | 8,889 | 8,709 | 9,448 | 18,316 | 18,101 | 13,152 | 10,225 | 15,666 | 35.8 |
| Medina | 125.5 | Male | 61,713 | 5,816 | 6,394 | 6,116 | 5,306 | 9,300 | 11,090 | 7,915 | 4,808 | 4,968 | 32.8 |
| | | Female | 63,787 | 5,584 | 6,065 | 5,875 | 5,095 | 9,888 | 11,460 | 7,715 | 4,845 | 7,260 | 34.4 |
| ***CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA*** | ***2,759.5*** | ***Male*** | ***1,317,095*** | ***123,144*** | ***118,136*** | ***111,383*** | ***129,671*** | ***214,861*** | ***207,253*** | ***141,905*** | ***118,275*** | ***152,468*** | ***33.2*** |
| | | ***Female*** | ***1,442,405*** | ***117,897*** | ***113,163*** | ***106,622*** | ***133,421*** | ***227,922*** | ***220,498*** | ***155,840*** | ***133,457*** | ***233,586*** | ***36.0*** |
| **COLUMBUS** | **1,407.2** | **Male** | **686,464** | **65,986** | **60,619** | **56,084** | **86,136** | **129,713** | **110,818** | **70,674** | **51,655** | **54,789** | **30.7** |
| | | **Female** | **720,736** | **63,339** | **57,634** | **53,230** | **82,667** | **128,741** | **115,339** | **75,793** | **56,507** | **87,486** | **33.0** |
| Delaware | 70.2 | Male | 34,755 | 3,275 | 3,533 | 3,250 | 3,361 | 5,067 | 6,494 | 4,356 | 2,801 | 2,618 | 32.8 |
| | | Female | 35,445 | 3,172 | 3,078 | 3,037 | 3,306 | 5,460 | 6,500 | 4,282 | 2,756 | 3,854 | 34.4 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **OHIO (continued)** | | | | | | | | | | | | | |
| **COLUMBUS (continued)** | | | | | | | | | | | | | |
| Fairfield | 105.9 | Male | 52,501 | 4,656 | 5,077 | 5,109 | 5,709 | 7,755 | 8,670 | 6,407 | 4,317 | 4,801 | 32.3 |
| | | Female | 53,399 | 4,428 | 4,855 | 4,643 | 4,299 | 7,939 | 9,092 | 6,396 | 4,493 | 7,254 | 35.6 |
| Franklin | 981.0 | Male | 473,290 | 47,035 | 40,833 | 36,909 | 63,908 | 94,286 | 74,973 | 45,126 | 34,229 | 35,991 | 30.1 |
| | | Female | 507,710 | 44,995 | 39,131 | 35,206 | 63,622 | 95,604 | 80,184 | 50,575 | 38,638 | 59,755 | 32.4 |
| Licking | 130.1 | Male | 63,037 | 5,750 | 6,059 | 5,685 | 6,311 | 9,836 | 9,840 | 7,737 | 5,608 | 6,211 | 32.8 |
| | | Female | 67,063 | 5,838 | 5,709 | 5,363 | 6,364 | 10,290 | 10,442 | 7,872 | 5,881 | 9,304 | 35.0 |
| Madison | 37.7 | Male | 20,441 | 1,628 | 1,601 | 1,556 | 2,320 | 4,553 | 3,605 | 2,208 | 1,397 | 1,573 | 31.8 |
| | | Female | 17,259 | 1,558 | 1,503 | 1,557 | 1,582 | 2,746 | 2,663 | 1,963 | 1,428 | 2,259 | 33.8 |
| Pickaway | 49.7 | Male | 27,237 | 2,147 | 2,008 | 2,099 | 3,195 | 5,706 | 4,751 | 3,103 | 2,097 | 2,131 | 32.3 |
| | | Female | 22,463 | 1,922 | 1,943 | 1,999 | 1,940 | 3,438 | 3,570 | 2,846 | 1,946 | 2,859 | 35.0 |
| Union | 32.6 | Male | 15,203 | 1,495 | 1,508 | 1,476 | 1,322 | 2,510 | 2,485 | 1,737 | 1,206 | 1,464 | 32.2 |
| | | Female | 17,397 | 1,426 | 1,415 | 1,425 | 1,554 | 3,264 | 2,888 | 1,859 | 1,365 | 2,201 | 33.8 |
| **DAYTON - SPRINGFIELD** | **959.9** | **Male** | **462,379** | **43,587** | **42,272** | **39,355** | **49,447** | **75,028** | **71,956** | **53,035** | **40,285** | **47,414** | **32.5** |
| | | **Female** | **497,521** | **41,160** | **40,653** | **37,449** | **50,147** | **77,784** | **76,772** | **56,083** | **45,171** | **72,302** | **35.2** |
| Clark | 148.6 | Male | 71,331 | 6,534 | 6,571 | 6,574 | 7,515 | 10,075 | 10,935 | 8,733 | 6,177 | 8,217 | 33.4 |
| | | Female | 77,269 | 6,205 | 6,467 | 6,040 | 7,653 | 10,857 | 11,587 | 8,885 | 7,012 | 12,563 | 36.2 |
| Greene | 139.2 | Male | 68,213 | 5,964 | 6,417 | 6,085 | 8,645 | 10,195 | 11,269 | 8,216 | 5,837 | 5,585 | 31.9 |
| | | Female | 70,987 | 5,611 | 6,043 | 5,876 | 8,878 | 10,469 | 11,613 | 8,314 | 6,074 | 8,109 | 33.7 |
| Miami | 94.5 | Male | 45,945 | 4,230 | 4,502 | 4,219 | 4,150 | 6,919 | 7,240 | 5,839 | 4,057 | 4,789 | 33.5 |
| | | Female | 48,555 | 4,006 | 4,337 | 4,106 | 4,007 | 7,067 | 7,714 | 5,801 | 4,276 | 7,241 | 36.0 |
| Montgomery | 577.6 | Male | 276,890 | 26,859 | 24,782 | 22,477 | 29,137 | 47,839 | 42,512 | 30,247 | 24,214 | 28,823 | 32.4 |
| | | Female | 300,710 | 25,338 | 23,806 | 21,427 | 29,609 | 49,391 | 45,858 | 33,083 | 27,809 | 44,389 | 35.2 |
| **HAMILTON - MIDDLETOWN** | **297.5** | **Male** | **144,066** | **13,934** | **13,900** | **12,509** | **18,174** | **23,440** | **22,921** | **15,303** | **11,809** | **12,076** | **30.8** |
| | | **Female** | **153,434** | **13,223** | **12,964** | **11,970** | **19,453** | **24,570** | **23,757** | **16,224** | **12,694** | **18,579** | **32.8** |
| Butler | 297.5 | Male | 144,066 | 13,934 | 13,900 | 12,509 | 18,174 | 23,440 | 22,921 | 15,303 | 11,809 | 12,076 | 30.8 |
| | | Female | 153,434 | 13,223 | 12,964 | 11,970 | 19,453 | 24,570 | 23,757 | 16,224 | 12,694 | 18,579 | 32.8 |
| **LIMA** | **155.8** | **Male** | **76,814** | **7,673** | **7,672** | **7,276** | **7,465** | **12,391** | **11,885** | **7,834** | **6,346** | **8,272** | **31.7** |
| | | **Female** | **78,986** | **7,174** | **7,241** | **6,718** | **6,866** | **11,576** | **11,512** | **8,000** | **6,997** | **12,902** | **34.9** |
| Allen | 110.6 | Male | 54,783 | 5,386 | 5,358 | 5,101 | 5,585 | 8,945 | 8,443 | 5,618 | 4,516 | 5,831 | 31.7 |
| | | Female | 55,817 | 4,960 | 4,940 | 4,732 | 4,992 | 8,201 | 8,078 | 5,752 | 5,004 | 9,158 | 35.1 |
| Auglaize | 45.2 | Male | 22,031 | 2,287 | 2,314 | 2,175 | 1,880 | 3,446 | 3,442 | 2,216 | 1,830 | 2,441 | 31.8 |
| | | Female | 23,169 | 2,214 | 2,301 | 1,986 | 1,874 | 3,375 | 3,434 | 2,248 | 1,993 | 3,744 | 34.5 |
| **LORAIN - ELYRIA** | **272.5** | **Male** | **132,670** | **12,691** | **13,022** | **12,851** | **13,173** | **20,720** | **21,552** | **14,590** | **11,120** | **12,951** | **32.0** |
| | | **Female** | **139,830** | **12,061** | **12,218** | **12,373** | **13,383** | **21,985** | **21,974** | **15,167** | **11,831** | **18,838** | **34.0** |
| Lorain | 272.5 | Male | 132,670 | 12,691 | 13,022 | 12,851 | 13,173 | 20,720 | 21,552 | 14,590 | 11,120 | 12,951 | 32.0 |
| | | Female | 139,830 | 12,061 | 12,218 | 12,373 | 13,383 | 21,985 | 21,974 | 15,167 | 11,831 | 18,838 | 34.0 |
| **MANSFIELD** | **126.1** | **Male** | **61,812** | **5,482** | **5,671** | **5,806** | **6,182** | **9,653** | **9,418** | **7,170** | **5,758** | **6,672** | **33.0** |
| | | **Female** | **64,288** | **5,341** | **5,424** | **5,392** | **5,206** | **9,292** | **9,871** | **7,684** | **6,247** | **9,831** | **36.5** |
| Richland | 126.1 | Male | 61,812 | 5,482 | 5,671 | 5,806 | 6,182 | 9,653 | 9,418 | 7,170 | 5,758 | 6,672 | 33.0 |
| | | Female | 64,288 | 5,341 | 5,424 | 5,392 | 5,206 | 9,292 | 9,871 | 7,684 | 6,247 | 9,831 | 36.5 |
| **PARKERSBURG - MARIETTA** | **148.6** | **Male** | **71,128** | **5,958** | **6,554** | **6,626** | **6,455** | **10,563** | **11,217** | **8,806** | **6,561** | **8,388** | **34.6** |
| | | **Female** | **77,472** | **5,756** | **6,176** | **6,297** | **6,614** | **11,145** | **11,951** | **9,126** | **7,330** | **13,077** | **37.3** |
| Washington | 62.0 | Male | 29,911 | 2,539 | 2,849 | 2,759 | 2,917 | 4,438 | 4,690 | 3,537 | 2,762 | 3,420 | 33.8 |
| | | Female | 32,089 | 2,435 | 2,693 | 2,708 | 2,871 | 4,661 | 4,898 | 3,661 | 3,027 | 5,135 | 36.4 |
| *Wood, W. Va.* | *86.6* | *Male* | *41,217* | *3,419* | *3,705* | *3,867* | *3,538* | *6,125* | *6,527* | *5,269* | *3,799* | *4,968* | *34.9* |
| | | *Female* | *45,383* | *3,321* | *3,483* | *3,589* | *3,743* | *6,484* | *7,053* | *5,465* | *4,303* | *7,942* | *37.9* |
| **STEUBENVILLE - WEIRTON** | **140.8** | **Male** | **67,020** | **4,922** | **5,639** | **6,245** | **6,091** | **8,788** | **10,799** | **7,750** | **7,206** | **9,580** | **36.7** |
| | | **Female** | **73,780** | **4,682** | **5,362** | **6,084** | **6,104** | **9,661** | **11,003** | **8,424** | **8,267** | **14,193** | **39.5** |
| Jefferson | 79.1 | Male | 37,432 | 2,863 | 3,234 | 3,433 | 3,271 | 4,884 | 5,855 | 4,377 | 4,010 | 5,505 | 36.8 |
| | | Female | 41,668 | 2,762 | 3,079 | 3,388 | 3,419 | 5,398 | 6,061 | 4,729 | 4,620 | 8,212 | 39.6 |
| *Brooke, W. Va.* | *26.7* | *Male* | *12,802* | *863* | *1,070* | *1,236* | *1,394* | *1,605* | *2,091* | *1,460* | *1,318* | *1,765* | *36.1* |
| | | *Female* | *13,898* | *803* | *972* | *1,140* | *1,358* | *1,734* | *2,128* | *1,551* | *1,566* | *2,646* | *39.4* |
| *Hancock, W. Va.* | *35.0* | *Male* | *16,786* | *1,196* | *1,335* | *1,576* | *1,426* | *2,299* | *2,853* | *1,913* | *1,878* | *2,310* | *37.0* |
| | | *Female* | *18,214* | *1,117* | *1,311* | *1,556* | *1,327* | *2,529* | *2,814* | *2,144* | *2,081* | *3,335* | *39.5* |
| **TOLEDO** | **619.0** | **Male** | **296,351** | **29,077** | **27,981** | **26,248** | **35,450** | **48,387** | **45,678** | **29,675** | **23,796** | **30,059** | **31.1** |
| | | **Female** | **322,649** | **28,399** | **26,762** | **25,390** | **37,862** | **50,590** | **47,613** | **31,638** | **26,665** | **47,730** | **33.5** |
| Fulton | 39.1 | Male | 19,120 | 1,856 | 2,016 | 2,015 | 1,620 | 3,030 | 3,046 | 2,068 | 1,472 | 1,997 | 31.8 |
| | | Female | 19,980 | 1,862 | 1,953 | 1,849 | 1,631 | 3,038 | 3,020 | 2,053 | 1,592 | 2,982 | 33.9 |
| Lucas | 465.0 | Male | 221,971 | 22,575 | 20,816 | 19,446 | 24,312 | 36,940 | 34,144 | 22,109 | 18,243 | 23,386 | 31.5 |
| | | Female | 243,029 | 22,021 | 20,077 | 19,076 | 24,686 | 38,907 | 35,892 | 24,037 | 20,760 | 37,573 | 34.2 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **OHIO (continued)** | | | | | | | | | | | | | |
| **TOLEDO (continued)** | | | | | | | | | | | | | |
| Wood | 114.9 | Male | 55,260 | 4,646 | 5,149 | 4,787 | 9,518 | 8,417 | 8,488 | 5,498 | 4,081 | 4,676 | 29.2 |
| | | Female | 59,640 | 4,516 | 4,732 | 4,465 | 11,545 | 8,645 | 8,701 | 5,548 | 4,313 | 7,175 | 30.3 |
| **YOUNGSTOWN - WARREN** | **489.2** | **Male** | **232,845** | **20,373** | **20,840** | **21,049** | **21,034** | **33,197** | **36,076** | **25,640** | **22,916** | **31,720** | **35.0** |
| | | **Female** | **256,355** | **19,709** | **20,059** | **20,017** | **21,215** | **36,085** | **38,384** | **28,011** | **26,551** | **46,324** | **37.9** |
| Mahoning | 262.5 | Male | 124,024 | 10,819 | 10,964 | 11,053 | 11,123 | 17,599 | 18,918 | 12,807 | 12,424 | 18,317 | 35.2 |
| | | Female | 138,476 | 10,426 | 10,763 | 10,646 | 11,235 | 19,438 | 20,037 | 14,441 | 14,706 | 26,784 | 38.4 |
| Trumbull | 226.7 | Male | 108,821 | 9,554 | 9,876 | 9,996 | 9,911 | 15,598 | 17,158 | 12,833 | 10,492 | 13,403 | 34.7 |
| | | Female | 117,879 | 9,283 | 9,296 | 9,371 | 9,980 | 16,647 | 18,347 | 13,570 | 11,845 | 19,540 | 37.4 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Adams | 26.0 | Male | 12,773 | 1,185 | 1,271 | 1,394 | 1,218 | 1,762 | 1,839 | 1,433 | 1,152 | 1,519 | 32.5 |
| | | Female | 13,227 | 1,118 | 1,277 | 1,322 | 1,177 | 1,893 | 1,824 | 1,446 | 1,151 | 2,019 | 34.1 |
| Allen | 110.6 | Male | 54,783 | 5,386 | 5,358 | 5,101 | 5,585 | 8,945 | 8,443 | 5,618 | 4,516 | 5,831 | 31.7 |
| | | Female | 55,817 | 4,960 | 4,940 | 4,732 | 4,992 | 8,201 | 8,078 | 5,752 | 5,004 | 9,158 | 35.1 |
| Ashland | 48.0 | Male | 23,451 | 2,208 | 2,332 | 2,296 | 2,507 | 3,330 | 3,467 | 2,619 | 2,008 | 2,684 | 32.2 |
| | | Female | 24,549 | 2,032 | 2,167 | 2,135 | 2,467 | 3,446 | 3,507 | 2,635 | 2,154 | 4,006 | 35.1 |
| Ashtabula | 99.9 | Male | 48,293 | 4,693 | 4,713 | 4,617 | 4,085 | 7,016 | 7,448 | 5,206 | 4,431 | 6,084 | 33.6 |
| | | Female | 51,607 | 4,303 | 4,565 | 4,599 | 4,267 | 7,318 | 7,561 | 5,488 | 4,787 | 8,719 | 36.0 |
| Athens | 60.9 | Male | 29,945 | 2,088 | 2,275 | 2,070 | 8,503 | 4,319 | 3,878 | 2,509 | 1,893 | 2,410 | 25.1 |
| | | Female | 30,955 | 2,018 | 2,247 | 1,959 | 8,517 | 4,102 | 3,804 | 2,611 | 2,006 | 3,691 | 26.8 |
| Auglaize | 45.2 | Male | 22,031 | 2,287 | 2,314 | 2,175 | 1,880 | 3,446 | 3,442 | 2,216 | 1,830 | 2,441 | 31.8 |
| | | Female | 23,169 | 2,214 | 2,301 | 1,986 | 1,874 | 3,375 | 3,434 | 2,248 | 1,993 | 3,744 | 34.5 |
| ☐ Belmont | 69.6 | Male | 32,739 | 2,624 | 2,832 | 2,986 | 2,652 | 4,440 | 5,235 | 3,566 | 3,283 | 5,121 | 36.6 |
| | | Female | 36,861 | 2,490 | 2,790 | 2,819 | 2,687 | 4,885 | 5,296 | 3,860 | 3,946 | 8,088 | 40.2 |
| Brown | 36.0 | Male | 17,684 | 1,680 | 1,802 | 1,803 | 1,611 | 2,732 | 2,624 | 1,945 | 1,521 | 1,966 | 32.1 |
| | | Female | 18,316 | 1,654 | 1,762 | 1,664 | 1,543 | 2,808 | 2,661 | 1,939 | 1,576 | 2,709 | 34.0 |
| Butler | 297.5 | Male | 144,066 | 13,934 | 13,900 | 12,509 | 18,174 | 23,440 | 22,921 | 15,303 | 11,809 | 12,076 | 30.8 |
| | | Female | 153,434 | 13,223 | 12,964 | 11,970 | 19,453 | 24,570 | 23,757 | 16,224 | 12,694 | 18,579 | 32.8 |
| Carroll | 26.8 | Male | 13,168 | 1,171 | 1,358 | 1,304 | 1,028 | 1,949 | 2,035 | 1,538 | 1,206 | 1,579 | 33.8 |
| | | Female | 13,632 | 1,127 | 1,210 | 1,199 | 1,079 | 2,046 | 2,125 | 1,481 | 1,230 | 2,135 | 35.7 |
| Champaign | 36.8 | Male | 18,116 | 1,664 | 1,713 | 1,701 | 1,728 | 2,630 | 2,751 | 2,538 | 1,451 | 1,940 | 33.6 |
| | | Female | 18,684 | 1,501 | 1,598 | 1,626 | 1,617 | 2,718 | 2,904 | 2,310 | 1,578 | 2,832 | 36.0 |
| Clark | 148.6 | Male | 71,331 | 6,534 | 6,571 | 6,574 | 7,515 | 10,075 | 10,935 | 8,733 | 6,177 | 8,217 | 33.4 |
| | | Female | 77,269 | 6,205 | 6,467 | 6,040 | 7,653 | 10,857 | 11,587 | 8,885 | 7,012 | 12,563 | 36.2 |
| Clermont | 154.4 | Male | 75,749 | 8,009 | 8,039 | 7,250 | 7,125 | 13,324 | 12,763 | 8,323 | 5,512 | 5,404 | 30.6 |
| | | Female | 78,651 | 7,615 | 7,683 | 6,979 | 7,299 | 13,959 | 12,801 | 8,462 | 5,710 | 8,143 | 32.0 |
| Clinton | 36.1 | Male | 17,543 | 1,645 | 1,797 | 1,671 | 1,874 | 2,670 | 2,699 | 1,892 | 1,420 | 1,875 | 31.7 |
| | | Female | 18,557 | 1,577 | 1,646 | 1,591 | 1,830 | 2,827 | 2,741 | 1,904 | 1,549 | 2,892 | 34.3 |
| Columbiana | 108.2 | Male | 52,201 | 4,782 | 5,035 | 5,107 | 4,396 | 7,429 | 8,141 | 5,740 | 4,923 | 6,648 | 34.1 |
| | | Female | 55,999 | 4,567 | 4,595 | 4,815 | 4,505 | 8,043 | 8,415 | 6,083 | 5,404 | 9,572 | 36.8 |
| Coshocton | 35.6 | Male | 17,227 | 1,609 | 1,838 | 1,579 | 1,396 | 2,446 | 2,665 | 1,962 | 1,626 | 2,106 | 34.0 |
| | | Female | 18,373 | 1,578 | 1,670 | 1,481 | 1,398 | 2,681 | 2,670 | 2,073 | 1,751 | 3,071 | 36.4 |
| Crawford | 47.9 | Male | 23,132 | 2,210 | 2,189 | 2,256 | 2,036 | 3,391 | 3,466 | 2,716 | 2,129 | 2,739 | 33.5 |
| | | Female | 24,768 | 2,044 | 2,104 | 2,042 | 2,069 | 3,550 | 3,570 | 2,849 | 2,264 | 4,276 | 36.6 |
| Cuyahoga | 1,400.3 | Male | 658,124 | 62,344 | 56,843 | 53,048 | 61,762 | 109,960 | 99,183 | 67,688 | 61,073 | 86,223 | 33.6 |
| | | Female | 742,176 | 59,779 | 55,165 | 50,891 | 64,330 | 117,989 | 108,673 | 78,289 | 72,137 | 134,923 | 37.1 |
| Darke | 54.1 | Male | 26,228 | 2,525 | 2,641 | 2,533 | 2,360 | 3,934 | 3,889 | 2,998 | 2,190 | 3,158 | 32.8 |
| | | Female | 27,872 | 2,308 | 2,515 | 2,462 | 2,291 | 3,947 | 3,951 | 3,075 | 2,421 | 4,902 | 36.0 |
| Defiance | 39.7 | Male | 19,604 | 1,860 | 2,046 | 1,983 | 1,930 | 2,927 | 3,159 | 2,258 | 1,581 | 1,860 | 31.8 |
| | | Female | 20,096 | 1,748 | 1,908 | 1,879 | 1,863 | 2,964 | 3,048 | 2,218 | 1,651 | 2,817 | 33.9 |
| Delaware | 70.2 | Male | 34,755 | 3,275 | 3,533 | 3,250 | 3,361 | 5,067 | 6,494 | 4,356 | 2,801 | 2,618 | 32.8 |
| | | Female | 35,445 | 3,172 | 3,078 | 3,037 | 3,306 | 5,460 | 6,500 | 4,282 | 2,756 | 3,854 | 34.4 |
| Erie | 76.9 | Male | 37,401 | 3,430 | 3,512 | 3,426 | 3,106 | 5,501 | 5,889 | 4,458 | 3,561 | 4,518 | 34.5 |
| | | Female | 39,499 | 3,260 | 3,390 | 3,209 | 3,237 | 5,887 | 6,126 | 4,569 | 3,781 | 6,040 | 36.3 |
| Fairfield | 105.9 | Male | 52,501 | 4,656 | 5,077 | 5,109 | 5,709 | 7,755 | 8,670 | 6,407 | 4,317 | 4,801 | 32.3 |
| | | Female | 53,399 | 4,428 | 4,855 | 4,643 | 4,299 | 7,939 | 9,092 | 6,396 | 4,493 | 7,254 | 35.6 |
| Fayette | 27.5 | Male | 13,345 | 1,223 | 1,292 | 1,233 | 1,194 | 1,910 | 2,079 | 1,546 | 1,189 | 1,679 | 34.1 |
| | | Female | 14,155 | 1,131 | 1,160 | 1,251 | 1,192 | 2,028 | 2,093 | 1,544 | 1,336 | 2,420 | 36.5 |
| Franklin | 981.0 | Male | 473,290 | 47,035 | 40,833 | 36,909 | 63,908 | 94,286 | 74,973 | 45,126 | 34,229 | 35,991 | 30.1 |
| | | Female | 507,710 | 44,995 | 39,131 | 35,206 | 63,622 | 95,604 | 80,184 | 50,575 | 38,638 | 59,755 | 32.4 |
| Fulton | 39.1 | Male | 19,120 | 1,856 | 2,016 | 2,015 | 1,620 | 3,030 | 3,046 | 2,068 | 1,472 | 1,997 | 31.8 |
| | | Female | 19,980 | 1,862 | 1,953 | 1,849 | 1,631 | 3,038 | 3,020 | 2,053 | 1,592 | 2,982 | 33.9 |
| Gallia | 31.1 | Male | 15,203 | 1,414 | 1,535 | 1,417 | 1,493 | 2,298 | 2,240 | 1,767 | 1,402 | 1,637 | 32.6 |
| | | Female | 15,897 | 1,276 | 1,391 | 1,334 | 1,489 | 2,458 | 2,298 | 1,848 | 1,404 | 2,399 | 35.0 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **OHIO (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Geauga | 83.2 | Male | 41,182 | 4,098 | 4,193 | 4,023 | 3,358 | 5,435 | 7,144 | 5,526 | 3,596 | 3,809 | 34.1 |
| | | Female | 42,018 | 3,932 | 3,897 | 3,745 | 3,147 | 5,782 | 7,350 | 5,488 | 3,577 | 5,100 | 35.7 |
| Greene | 139.2 | Male | 68,213 | 5,964 | 6,417 | 6,085 | 8,645 | 10,195 | 11,269 | 8,216 | 5,837 | 5,585 | 31.9 |
| | | Female | 70,987 | 5,611 | 6,043 | 5,876 | 8,878 | 10,469 | 11,613 | 8,314 | 6,074 | 8,109 | 33.7 |
| Guernsey | 38.8 | Male | 18,520 | 1,712 | 1,848 | 1,700 | 1,588 | 2,695 | 2,854 | 2,111 | 1,690 | 2,322 | 33.9 |
| | | Female | 20,280 | 1,648 | 1,855 | 1,700 | 1,617 | 2,934 | 2,925 | 2,177 | 1,879 | 3,545 | 36.3 |
| Hamilton | 866.1 | Male | 410,108 | 42,735 | 39,025 | 34,158 | 43,373 | 70,422 | 61,542 | 40,751 | 34,368 | 43,734 | 31.5 |
| | | Female | 455,992 | 40,436 | 37,413 | 32,834 | 44,628 | 75,175 | 66,012 | 45,891 | 40,594 | 73,009 | 34.7 |
| Hancock | 66.0 | Male | 31,988 | 3,089 | 3,076 | 2,901 | 3,170 | 5,260 | 4,973 | 3,547 | 2,562 | 3,410 | 32.1 |
| | | Female | 34,012 | 2,989 | 2,980 | 2,814 | 3,056 | 5,325 | 5,135 | 3,666 | 2,785 | 5,262 | 34.7 |
| Hardin | 31.3 | Male | 15,345 | 1,379 | 1,416 | 1,397 | 2,287 | 2,234 | 2,075 | 1,642 | 1,226 | 1,689 | 30.3 |
| | | Female | 15,955 | 1,245 | 1,296 | 1,363 | 2,125 | 2,168 | 2,165 | 1,661 | 1,320 | 2,612 | 34.0 |
| Harrison | 15.8 | Male | 7,640 | 574 | 660 | 799 | 612 | 1,029 | 1,167 | 871 | 750 | 1,178 | 36.3 |
| | | Female | 8,160 | 575 | 679 | 718 | 601 | 1,091 | 1,183 | 870 | 841 | 1,602 | 38.5 |
| Henry | 29.3 | Male | 14,416 | 1,488 | 1,503 | 1,451 | 1,252 | 2,262 | 2,125 | 1,507 | 1,231 | 1,597 | 31.7 |
| | | Female | 14,884 | 1,353 | 1,417 | 1,342 | 1,192 | 2,198 | 2,064 | 1,566 | 1,314 | 2,438 | 34.7 |
| Highland | 36.5 | Male | 17,733 | 1,697 | 1,753 | 1,693 | 1,597 | 2,579 | 2,522 | 1,959 | 1,606 | 2,327 | 33.2 |
| | | Female | 18,767 | 1,569 | 1,654 | 1,682 | 1,535 | 2,624 | 2,668 | 2,045 | 1,778 | 3,212 | 36.2 |
| Hocking | 26.0 | Male | 12,982 | 1,204 | 1,237 | 1,216 | 1,154 | 1,896 | 1,836 | 1,681 | 1,243 | 1,515 | 33.9 |
| | | Female | 13,018 | 1,043 | 1,155 | 1,090 | 1,161 | 1,919 | 2,002 | 1,512 | 1,164 | 1,972 | 35.7 |
| Holmes | 33.4 | Male | 16,451 | 2,239 | 1,973 | 1,870 | 1,604 | 2,371 | 2,110 | 1,540 | 1,179 | 1,565 | 27.3 |
| | | Female | 16,949 | 2,147 | 2,009 | 1,797 | 1,574 | 2,386 | 2,164 | 1,534 | 1,256 | 2,082 | 29.0 |
| Huron | 57.0 | Male | 27,771 | 2,927 | 2,912 | 2,775 | 2,523 | 4,340 | 4,302 | 2,908 | 2,291 | 2,793 | 31.3 |
| | | Female | 29,229 | 2,711 | 2,679 | 2,755 | 2,674 | 4,507 | 4,289 | 3,045 | 2,485 | 4,084 | 33.4 |
| Jackson | 30.2 | Male | 14,425 | 1,327 | 1,447 | 1,526 | 1,286 | 2,125 | 2,251 | 1,568 | 1,240 | 1,655 | 32.7 |
| | | Female | 15,775 | 1,319 | 1,366 | 1,373 | 1,345 | 2,316 | 2,235 | 1,632 | 1,556 | 2,633 | 35.8 |
| Jefferson | 79.1 | Male | 37,432 | 2,863 | 3,234 | 3,433 | 3,271 | 4,884 | 5,855 | 4,377 | 4,010 | 5,505 | 36.8 |
| | | Female | 41,668 | 2,762 | 3,079 | 3,388 | 3,419 | 5,398 | 6,061 | 4,729 | 4,620 | 8,212 | 39.6 |
| Knox | 47.8 | Male | 23,061 | 1,920 | 2,218 | 2,084 | 2,632 | 3,257 | 3,414 | 2,618 | 2,040 | 2,878 | 33.2 |
| | | Female | 24,739 | 1,900 | 1,928 | 1,939 | 2,793 | 3,423 | 3,624 | 2,614 | 2,271 | 4,247 | 36.1 |
| Lake | 216.8 | Male | 105,309 | 9,379 | 9,431 | 8,972 | 9,446 | 17,967 | 17,525 | 12,579 | 9,551 | 10,459 | 33.6 |
| | | Female | 111,491 | 8,985 | 8,889 | 8,709 | 9,448 | 18,316 | 18,101 | 13,152 | 10,225 | 15,666 | 35.8 |
| ☐ Lawrence | 62.0 | Male | 29,522 | 2,599 | 2,922 | 3,126 | 2,762 | 4,124 | 4,337 | 3,522 | 2,798 | 3,332 | 33.1 |
| | | Female | 32,478 | 2,577 | 2,823 | 2,846 | 2,902 | 4,624 | 4,730 | 3,829 | 3,195 | 4,952 | 36.0 |
| Licking | 130.1 | Male | 63,037 | 5,750 | 6,059 | 5,685 | 6,311 | 9,836 | 9,840 | 7,737 | 5,608 | 6,211 | 32.8 |
| | | Female | 67,063 | 5,838 | 5,709 | 5,363 | 6,364 | 10,290 | 10,442 | 7,872 | 5,881 | 9,304 | 35.0 |
| Logan | 43.2 | Male | 20,966 | 2,010 | 2,067 | 2,053 | 1,903 | 3,160 | 3,125 | 2,215 | 1,867 | 2,566 | 32.8 |
| | | Female | 22,234 | 1,911 | 2,041 | 1,925 | 1,909 | 3,222 | 3,153 | 2,300 | 2,033 | 3,740 | 35.3 |
| Lorain | 272.5 | Male | 132,670 | 12,691 | 13,022 | 12,851 | 13,173 | 20,720 | 21,552 | 14,590 | 11,120 | 12,951 | 32.0 |
| | | Female | 139,830 | 12,061 | 12,218 | 12,373 | 13,383 | 21,985 | 21,974 | 15,167 | 11,831 | 18,838 | 34.0 |
| Lucas | 465.0 | Male | 221,971 | 22,575 | 20,816 | 19,446 | 24,312 | 36,940 | 34,144 | 22,109 | 18,243 | 23,386 | 31.5 |
| | | Female | 243,029 | 22,021 | 20,077 | 19,076 | 24,686 | 38,907 | 35,892 | 24,037 | 20,760 | 37,573 | 34.2 |
| Madison | 37.7 | Male | 20,441 | 1,628 | 1,601 | 1,556 | 2,320 | 4,553 | 3,605 | 2,208 | 1,397 | 1,573 | 31.8 |
| | | Female | 17,259 | 1,558 | 1,503 | 1,557 | 1,582 | 2,746 | 2,663 | 1,963 | 1,428 | 2,259 | 33.8 |
| Mahoning | 262.5 | Male | 124,024 | 10,819 | 10,964 | 11,053 | 11,123 | 17,599 | 18,918 | 12,807 | 12,424 | 18,317 | 35.2 |
| | | Female | 138,476 | 10,426 | 10,763 | 10,646 | 11,235 | 19,438 | 20,037 | 14,441 | 14,706 | 26,784 | 38.4 |
| Marion | 63.7 | Male | 31,761 | 2,989 | 2,953 | 2,855 | 2,844 | 5,534 | 5,291 | 3,445 | 2,606 | 3,244 | 32.7 |
| | | Female | 31,939 | 2,910 | 2,716 | 2,670 | 2,744 | 4,705 | 4,857 | 3,541 | 2,900 | 4,896 | 35.5 |
| Medina | 125.5 | Male | 61,713 | 5,816 | 6,394 | 6,116 | 5,306 | 9,300 | 11,090 | 7,915 | 4,808 | 4,968 | 32.8 |
| | | Female | 63,787 | 5,584 | 6,065 | 5,875 | 5,095 | 9,888 | 11,460 | 7,715 | 4,845 | 7,260 | 34.4 |
| Meigs | 23.0 | Male | 11,147 | 960 | 1,107 | 1,122 | 942 | 1,554 | 1,721 | 1,314 | 1,019 | 1,408 | 34.3 |
| | | Female | 11,853 | 953 | 1,006 | 1,065 | 992 | 1,594 | 1,721 | 1,340 | 1,112 | 2,070 | 36.8 |
| Mercer | 40.0 | Male | 19,966 | 2,278 | 2,194 | 2,063 | 1,678 | 3,059 | 2,888 | 1,853 | 1,673 | 2,280 | 30.8 |
| | | Female | 20,034 | 2,019 | 2,037 | 1,870 | 1,651 | 2,905 | 2,747 | 1,830 | 1,803 | 3,172 | 33.4 |
| Miami | 94.5 | Male | 45,945 | 4,230 | 4,502 | 4,219 | 4,150 | 6,919 | 7,240 | 5,839 | 4,057 | 4,789 | 33.5 |
| | | Female | 48,555 | 4,006 | 4,337 | 4,106 | 4,007 | 7,067 | 7,714 | 5,801 | 4,276 | 7,241 | 36.0 |
| Monroe | 15.3 | Male | 7,520 | 584 | 720 | 700 | 656 | 974 | 1,125 | 981 | 745 | 1,035 | 36.1 |
| | | Female | 7,780 | 601 | 649 | 693 | 575 | 1,043 | 1,154 | 938 | 756 | 1,371 | 37.9 |
| Montgomery | 577.6 | Male | 276,890 | 26,859 | 24,782 | 22,477 | 29,137 | 47,839 | 42,512 | 30,247 | 24,214 | 28,823 | 32.4 |
| | | Female | 300,710 | 25,338 | 23,806 | 21,427 | 29,609 | 49,391 | 45,858 | 33,083 | 27,809 | 44,389 | 35.2 |
| Morgan | 14.3 | Male | 6,924 | 632 | 736 | 662 | 562 | 972 | 1,009 | 774 | 639 | 938 | 34.0 |
| | | Female | 7,376 | 658 | 732 | 696 | 559 | 1,028 | 1,011 | 778 | 679 | 1,235 | 35.1 |
| Morrow | 28.2 | Male | 14,004 | 1,305 | 1,414 | 1,528 | 1,261 | 2,029 | 2,175 | 1,761 | 1,163 | 1,368 | 32.4 |
| | | Female | 14,196 | 1,258 | 1,356 | 1,374 | 1,175 | 2,145 | 2,264 | 1,680 | 1,184 | 1,760 | 34.0 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex |  |  |  |  |  |  |  |  | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  |  | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over |  |
| **OHIO (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **ALL COUNTIES (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Muskingum | 82.5 | Male | 39,314 | 3,732 | 3,892 | 3,719 | 3,980 | 5,905 | 5,796 | 4,314 | 3,559 | 4,417 | 32.3 |
|  |  | Female | 43,186 | 3,676 | 3,691 | 3,470 | 4,114 | 6,370 | 6,206 | 4,575 | 3,960 | 7,124 | 35.4 |
| Noble | 11.3 | Male | 5,523 | 542 | 601 | 522 | 445 | 825 | 801 | 559 | 532 | 696 | 32.9 |
|  |  | Female | 5,777 | 533 | 575 | 510 | 423 | 823 | 768 | 590 | 544 | 1,011 | 35.3 |
| Ottawa | 40.2 | Male | 19,688 | 1,571 | 1,807 | 1,769 | 1,593 | 2,829 | 3,167 | 2,329 | 1,994 | 2,629 | 35.9 |
|  |  | Female | 20,512 | 1,496 | 1,713 | 1,648 | 1,503 | 2,956 | 3,073 | 2,357 | 2,112 | 3,654 | 38.1 |
| Paulding | 20.7 | Male | 10,187 | 1,017 | 1,074 | 1,067 | 914 | 1,533 | 1,583 | 1,159 | 795 | 1,045 | 31.7 |
|  |  | Female | 10,513 | 981 | 1,056 | 1,024 | 916 | 1,563 | 1,512 | 1,139 | 868 | 1,454 | 33.2 |
| Perry | 31.8 | Male | 15,535 | 1,506 | 1,673 | 1,559 | 1,436 | 2,435 | 2,314 | 1,682 | 1,256 | 1,674 | 31.5 |
|  |  | Female | 16,265 | 1,445 | 1,575 | 1,514 | 1,430 | 2,425 | 2,347 | 1,610 | 1,430 | 2,489 | 33.9 |
| Pickaway | 49.7 | Male | 27,237 | 2,147 | 2,008 | 2,099 | 3,195 | 5,706 | 4,751 | 3,103 | 2,097 | 2,131 | 32.3 |
|  |  | Female | 22,463 | 1,922 | 1,943 | 1,999 | 1,940 | 3,438 | 3,570 | 2,846 | 1,946 | 2,859 | 35.0 |
| Pike | 24.7 | Male | 12,045 | 1,120 | 1,241 | 1,292 | 1,097 | 1,788 | 1,756 | 1,277 | 1,046 | 1,428 | 32.1 |
|  |  | Female | 12,655 | 1,086 | 1,192 | 1,188 | 1,134 | 1,863 | 1,756 | 1,366 | 1,122 | 1,948 | 34.3 |
| Portage | 144.0 | Male | 70,303 | 5,966 | 6,290 | 5,987 | 11,313 | 11,204 | 10,767 | 7,451 | 5,600 | 5,725 | 30.0 |
|  |  | Female | 73,697 | 5,857 | 5,996 | 5,612 | 12,802 | 11,351 | 10,919 | 7,494 | 5,722 | 7,944 | 30.8 |
| Preble | 40.7 | Male | 20,089 | 1,850 | 2,019 | 1,907 | 1,807 | 2,958 | 3,210 | 2,381 | 1,742 | 2,215 | 33.3 |
|  |  | Female | 20,611 | 1,754 | 1,930 | 1,823 | 1,669 | 3,170 | 3,194 | 2,345 | 1,878 | 2,848 | 34.9 |
| Putnam | 34.2 | Male | 17,033 | 1,861 | 1,983 | 1,742 | 1,562 | 2,760 | 2,461 | 1,586 | 1,336 | 1,742 | 30.0 |
|  |  | Female | 17,167 | 1,813 | 1,857 | 1,646 | 1,416 | 2,628 | 2,258 | 1,670 | 1,377 | 2,502 | 32.0 |
| Richland | 126.1 | Male | 61,812 | 5,482 | 5,671 | 5,806 | 6,182 | 9,653 | 9,418 | 7,170 | 5,758 | 6,672 | 33.0 |
|  |  | Female | 64,288 | 5,341 | 5,424 | 5,392 | 5,206 | 9,292 | 9,871 | 7,684 | 6,247 | 9,831 | 36.5 |
| Ross | 70.8 | Male | 36,892 | 2,958 | 3,117 | 3,124 | 3,489 | 6,913 | 6,253 | 4,258 | 3,031 | 3,749 | 33.3 |
|  |  | Female | 33,908 | 2,669 | 2,992 | 2,922 | 2,894 | 5,315 | 5,074 | 3,854 | 3,118 | 5,070 | 35.3 |
| Sandusky | 62.3 | Male | 30,546 | 2,941 | 3,200 | 3,001 | 2,697 | 4,804 | 4,732 | 3,125 | 2,640 | 3,406 | 32.1 |
|  |  | Female | 31,754 | 2,746 | 2,916 | 2,766 | 2,704 | 4,805 | 4,644 | 3,255 | 2,901 | 5,017 | 34.9 |
| Scioto | 79.8 | Male | 38,725 | 3,386 | 3,789 | 3,858 | 3,543 | 6,168 | 5,843 | 4,099 | 3,482 | 4,557 | 32.8 |
|  |  | Female | 41,075 | 3,267 | 3,533 | 3,663 | 3,420 | 5,667 | 5,509 | 4,519 | 4,059 | 7,438 | 36.8 |
| Seneca | 59.9 | Male | 29,202 | 2,749 | 3,135 | 2,884 | 2,999 | 4,443 | 4,460 | 2,896 | 2,442 | 3,194 | 31.4 |
|  |  | Female | 30,698 | 2,662 | 2,917 | 2,816 | 2,917 | 4,368 | 4,415 | 2,964 | 2,733 | 4,906 | 34.2 |
| Shelby | 45.5 | Male | 22,696 | 2,367 | 2,495 | 2,332 | 2,077 | 3,694 | 3,408 | 2,378 | 1,748 | 2,197 | 30.6 |
|  |  | Female | 22,804 | 2,179 | 2,211 | 2,092 | 1,964 | 3,553 | 3,396 | 2,370 | 1,880 | 3,159 | 33.3 |
| Stark | 368.3 | Male | 176,371 | 15,923 | 16,051 | 15,815 | 16,288 | 26,867 | 27,998 | 20,019 | 16,148 | 21,262 | 34.0 |
|  |  | Female | 191,929 | 15,305 | 15,308 | 14,778 | 16,579 | 28,368 | 29,921 | 21,232 | 18,080 | 32,358 | 36.9 |
| Summit | 517.2 | Male | 247,794 | 22,850 | 21,963 | 20,385 | 25,313 | 40,275 | 39,992 | 26,156 | 22,527 | 28,333 | 33.3 |
|  |  | Female | 269,406 | 21,699 | 20,932 | 19,417 | 25,216 | 42,611 | 42,021 | 28,535 | 25,120 | 43,855 | 36.1 |
| Trumbull | 226.7 | Male | 108,821 | 9,554 | 9,876 | 9,996 | 9,911 | 15,598 | 17,158 | 12,833 | 10,492 | 13,403 | 34.7 |
|  |  | Female | 117,879 | 9,283 | 9,296 | 9,371 | 9,980 | 16,647 | 18,347 | 13,570 | 11,845 | 19,540 | 37.4 |
| Tuscarawas | 84.6 | Male | 40,504 | 3,789 | 3,969 | 3,671 | 3,223 | 6,150 | 6,321 | 4,468 | 3,802 | 5,111 | 34.1 |
|  |  | Female | 44,096 | 3,549 | 3,797 | 3,613 | 3,483 | 6,475 | 6,545 | 4,839 | 4,146 | 7,649 | 36.7 |
| Union | 32.6 | Male | 15,203 | 1,495 | 1,508 | 1,476 | 1,322 | 2,510 | 2,485 | 1,737 | 1,206 | 1,464 | 32.2 |
|  |  | Female | 17,397 | 1,426 | 1,415 | 1,425 | 1,554 | 3,264 | 2,888 | 1,859 | 1,365 | 2,201 | 33.8 |
| Van Wert | 30.7 | Male | 14,949 | 1,387 | 1,510 | 1,527 | 1,228 | 2,278 | 2,309 | 1,531 | 1,320 | 1,859 | 33.0 |
|  |  | Female | 15,751 | 1,358 | 1,481 | 1,262 | 1,242 | 2,340 | 2,255 | 1,605 | 1,419 | 2,789 | 35.9 |
| Vinton | 11.1 | Male | 5,472 | 508 | 523 | 569 | 487 | 797 | 811 | 617 | 470 | 690 | 33.1 |
|  |  | Female | 5,628 | 440 | 500 | 563 | 518 | 806 | 805 | 612 | 516 | 868 | 34.8 |
| Warren | 117.4 | Male | 59,297 | 5,699 | 5,520 | 5,159 | 5,284 | 11,089 | 10,500 | 6,882 | 4,737 | 4,427 | 32.2 |
|  |  | Female | 58,103 | 5,407 | 5,222 | 4,735 | 4,745 | 10,160 | 9,906 | 6,853 | 4,798 | 6,277 | 33.8 |
| Washington | 62.0 | Male | 29,911 | 2,539 | 2,849 | 2,759 | 2,917 | 4,438 | 4,690 | 3,537 | 2,762 | 3,420 | 33.8 |
|  |  | Female | 32,089 | 2,435 | 2,693 | 2,708 | 2,871 | 4,661 | 4,898 | 3,661 | 3,027 | 5,135 | 36.4 |
| Wayne | 103.9 | Male | 50,954 | 5,263 | 5,228 | 4,821 | 5,117 | 7,984 | 7,935 | 5,522 | 4,126 | 4,958 | 31.3 |
|  |  | Female | 52,946 | 4,822 | 4,917 | 4,622 | 5,147 | 7,998 | 8,135 | 5,656 | 4,354 | 7,295 | 33.7 |
| Williams | 37.4 | Male | 18,349 | 1,822 | 1,875 | 1,786 | 1,575 | 2,931 | 2,774 | 2,006 | 1,455 | 2,125 | 32.2 |
|  |  | Female | 19,051 | 1,697 | 1,819 | 1,619 | 1,496 | 2,953 | 2,767 | 2,032 | 1,617 | 3,051 | 34.8 |
| Wood | 114.9 | Male | 55,260 | 4,646 | 5,149 | 4,787 | 9,518 | 8,417 | 8,488 | 5,498 | 4,081 | 4,676 | 29.2 |
|  |  | Female | 59,640 | 4,516 | 4,732 | 4,465 | 11,545 | 8,645 | 8,701 | 5,548 | 4,313 | 7,175 | 30.3 |
| Wyandot | 22.2 | Male | 10,676 | 998 | 1,052 | 1,015 | 898 | 1,667 | 1,577 | 1,170 | 1,001 | 1,298 | 33.2 |
|  |  | Female | 11,524 | 1,009 | 1,077 | 982 | 919 | 1,646 | 1,587 | 1,217 | 1,092 | 1,995 | 35.8 |
| **TOTAL METRO COUNTIES** | **8,619.9** | **Male** | **4,142,123** | **393,418** | **378,921** | **355,699** | **438,249** | **688,207** | **650,960** | **443,751** | **355,664** | **437,254** | **32.3** |
|  |  | **Female** | **4,477,777** | **376,396** | **362,120** | **339,074** | **443,046** | **715,836** | **685,496** | **479,271** | **399,489** | **677,049** | **35.0** |
| **TOTAL STATE** | **10,918.7** | **Male** | **5,265,268** | **499,315** | **490,329** | **463,345** | **547,404** | **858,694** | **821,668** | **566,990** | **452,688** | **564,835** | **32.4** |
|  |  | **Female** | **5,653,432** | **476,502** | **467,419** | **441,052** | **551,095** | **887,763** | **856,276** | **605,167** | **504,544** | **863,614** | **35.0** |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex — | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **OKLAHOMA** | | | | | | | | | | | | | |
| **ENID** | **54.8** | **Male** | **26,318** | **2,385** | **2,604** | **2,338** | **2,301** | **4,359** | **3,870** | **2,813** | **2,337** | **3,311** | **33.1** |
| | | **Female** | **28,482** | **2,308** | **2,599** | **2,221** | **2,304** | **4,266** | **3,939** | **2,991** | **2,603** | **5,251** | **36.4** |
| Garfield | 54.8 | Male | 26,318 | 2,385 | 2,604 | 2,338 | 2,301 | 4,359 | 3,870 | 2,813 | 2,337 | 3,311 | 33.1 |
| | | Female | 28,482 | 2,308 | 2,599 | 2,221 | 2,304 | 4,266 | 3,939 | 2,991 | 2,603 | 5,251 | 36.4 |
| **LAWTON** | **111.9** | **Male** | **58,017** | **5,949** | **5,584** | **4,913** | **10,624** | **10,854** | **7,704** | **4,714** | **3,745** | **3,930** | **26.8** |
| | | **Female** | **53,883** | **5,812** | **5,238** | **4,530** | **6,115** | **9,678** | **7,471** | **5,188** | **4,045** | **5,806** | **30.4** |
| Comanche | 111.9 | Male | 58,017 | 5,949 | 5,584 | 4,913 | 10,624 | 10,854 | 7,704 | 4,714 | 3,745 | 3,930 | 26.8 |
| | | Female | 53,883 | 5,812 | 5,238 | 4,530 | 6,115 | 9,678 | 7,471 | 5,188 | 4,045 | 5,806 | 30.4 |
| **OKLAHOMA CITY** | **968.0** | **Male** | **471,494** | **45,938** | **45,644** | **41,241** | **51,664** | **83,521** | **74,871** | **50,117** | **36,398** | **42,100** | **31.1** |
| | | **Female** | **496,506** | **43,769** | **43,587** | **39,358** | **51,216** | **83,206** | **77,022** | **52,531** | **40,500** | **65,317** | **33.5** |
| Canadian | 76.2 | Male | 38,189 | 3,788 | 4,171 | 3,922 | 2,940 | 6,605 | 6,931 | 4,613 | 2,710 | 2,509 | 31.5 |
| | | Female | 38,011 | 3,582 | 4,011 | 3,627 | 2,803 | 6,458 | 6,796 | 4,258 | 2,617 | 3,859 | 32.7 |
| Cleveland | 179.6 | Male | 90,407 | 8,178 | 8,561 | 7,780 | 13,280 | 17,071 | 15,102 | 9,718 | 5,676 | 5,041 | 29.3 |
| | | Female | 89,193 | 7,777 | 8,120 | 7,391 | 12,308 | 16,043 | 15,189 | 9,507 | 5,671 | 7,187 | 30.6 |
| Logan | 29.0 | Male | 14,177 | 1,280 | 1,417 | 1,427 | 1,746 | 1,920 | 2,138 | 1,537 | 1,167 | 1,545 | 31.3 |
| | | Female | 14,823 | 1,199 | 1,352 | 1,261 | 1,607 | 2,071 | 2,146 | 1,577 | 1,240 | 2,370 | 34.6 |
| McClain | 23.0 | Male | 11,466 | 962 | 1,246 | 1,156 | 948 | 1,652 | 1,704 | 1,519 | 1,071 | 1,208 | 33.6 |
| | | Female | 11,534 | 889 | 1,081 | 1,041 | 893 | 1,698 | 1,788 | 1,483 | 1,059 | 1,602 | 35.9 |
| Oklahoma | 601.7 | Male | 289,294 | 29,235 | 27,496 | 24,155 | 29,742 | 52,274 | 45,018 | 29,590 | 23,311 | 28,473 | 31.5 |
| | | Female | 312,406 | 27,882 | 26,298 | 23,355 | 30,526 | 52,807 | 46,834 | 32,402 | 27,205 | 45,097 | 34.1 |
| Pottawatomie | 58.5 | Male | 27,961 | 2,495 | 2,753 | 2,801 | 3,008 | 3,999 | 3,978 | 3,140 | 2,463 | 3,324 | 32.3 |
| | | Female | 30,539 | 2,440 | 2,725 | 2,683 | 3,079 | 4,129 | 4,269 | 3,304 | 2,708 | 5,202 | 35.5 |
| **TULSA** | **715.5** | **Male** | **346,858** | **34,153** | **33,704** | **30,871** | **33,072** | **58,733** | **56,568** | **38,663** | **27,943** | **33,151** | **32.1** |
| | | **Female** | **368,642** | **32,921** | **32,337** | **29,063** | **32,713** | **59,900** | **59,192** | **40,782** | **31,317** | **50,417** | **34.6** |
| Creek | 60.9 | Male | 29,593 | 2,815 | 2,963 | 2,973 | 2,547 | 4,208 | 4,496 | 3,706 | 2,623 | 3,262 | 33.3 |
| | | Female | 31,307 | 2,693 | 2,898 | 2,815 | 2,433 | 4,349 | 4,932 | 3,713 | 2,780 | 4,694 | 35.9 |
| Osage | 41.1 | Male | 20,446 | 1,830 | 2,043 | 1,995 | 1,566 | 3,067 | 3,288 | 2,505 | 1,815 | 2,337 | 34.1 |
| | | Female | 20,654 | 1,750 | 1,953 | 1,866 | 1,384 | 2,855 | 3,198 | 2,433 | 1,903 | 3,312 | 36.6 |
| Rogers | 55.9 | Male | 27,615 | 2,549 | 2,904 | 2,761 | 2,264 | 3,856 | 4,520 | 3,718 | 2,529 | 2,514 | 33.6 |
| | | Female | 28,285 | 2,535 | 2,639 | 2,559 | 2,223 | 4,122 | 4,770 | 3,751 | 2,453 | 3,233 | 35.1 |
| Tulsa | 508.5 | Male | 245,013 | 24,683 | 23,215 | 20,495 | 24,697 | 44,102 | 40,224 | 25,574 | 19,106 | 22,917 | 31.7 |
| | | Female | 263,487 | 23,782 | 22,307 | 19,353 | 24,720 | 44,824 | 42,000 | 27,826 | 22,197 | 36,478 | 34.3 |
| Wagoner | 49.1 | Male | 24,191 | 2,276 | 2,579 | 2,647 | 1,998 | 3,500 | 4,040 | 3,160 | 1,870 | 2,121 | 32.4 |
| | | Female | 24,909 | 2,161 | 2,540 | 2,470 | 1,953 | 3,750 | 4,292 | 3,059 | 1,984 | 2,700 | 33.9 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Adair | 18.9 | Male | 9,263 | 932 | 1,035 | 1,065 | 893 | 1,289 | 1,201 | 1,005 | 738 | 1,105 | 30.5 |
| | | Female | 9,637 | 909 | 982 | 905 | 882 | 1,324 | 1,318 | 1,000 | 830 | 1,487 | 33.6 |
| Alfalfa | 6.1 | Male | 3,195 | 180 | 222 | 225 | 292 | 568 | 426 | 373 | 310 | 599 | 37.6 |
| | | Female | 2,905 | 220 | 226 | 226 | 137 | 312 | 317 | 325 | 323 | 819 | 45.4 |
| Atoka | 13.1 | Male | 6,876 | 549 | 588 | 671 | 620 | 1,195 | 1,012 | 747 | 651 | 843 | 33.5 |
| | | Female | 6,224 | 488 | 534 | 585 | 460 | 794 | 866 | 691 | 618 | 1,188 | 37.9 |
| Beaver | 5.8 | Male | 2,890 | 232 | 313 | 292 | 177 | 402 | 427 | 343 | 277 | 427 | 35.7 |
| | | Female | 2,910 | 219 | 284 | 276 | 153 | 393 | 405 | 317 | 294 | 569 | 38.2 |
| Beckham | 18.0 | Male | 8,623 | 893 | 901 | 824 | 625 | 1,312 | 1,217 | 840 | 721 | 1,290 | 33.1 |
| | | Female | 9,377 | 757 | 900 | 801 | 678 | 1,331 | 1,190 | 895 | 858 | 1,967 | 36.9 |
| Blaine | 11.2 | Male | 5,386 | 511 | 544 | 505 | 411 | 733 | 735 | 585 | 488 | 874 | 34.8 |
| | | Female | 5,814 | 524 | 532 | 497 | 369 | 757 | 701 | 582 | 533 | 1,319 | 38.3 |
| Bryan | 32.8 | Male | 15,749 | 1,374 | 1,409 | 1,475 | 1,933 | 2,076 | 2,098 | 1,662 | 1,464 | 2,258 | 33.1 |
| | | Female | 17,051 | 1,328 | 1,384 | 1,324 | 1,823 | 2,153 | 2,275 | 1,836 | 1,558 | 3,370 | 37.3 |
| Caddo | 29.3 | Male | 14,208 | 1,420 | 1,477 | 1,418 | 1,190 | 1,984 | 1,934 | 1,501 | 1,303 | 1,981 | 33.1 |
| | | Female | 15,092 | 1,306 | 1,471 | 1,300 | 1,155 | 1,991 | 1,942 | 1,607 | 1,403 | 2,917 | 36.7 |
| Canadian | 76.2 | Male | 38,189 | 3,788 | 4,171 | 3,922 | 2,940 | 6,605 | 6,931 | 4,613 | 2,710 | 2,509 | 31.5 |
| | | Female | 38,011 | 3,582 | 4,011 | 3,627 | 2,803 | 6,458 | 6,796 | 4,258 | 2,617 | 3,859 | 32.7 |
| Carter | 42.4 | Male | 20,326 | 1,993 | 1,988 | 2,025 | 1,462 | 2,944 | 3,032 | 2,115 | 1,889 | 2,878 | 34.2 |
| | | Female | 22,074 | 1,748 | 1,960 | 1,925 | 1,585 | 3,123 | 3,109 | 2,313 | 2,137 | 4,174 | 37.2 |
| Cherokee | 35.1 | Male | 17,032 | 1,650 | 1,658 | 1,643 | 2,088 | 2,439 | 2,283 | 1,719 | 1,485 | 2,067 | 31.1 |
| | | Female | 18,068 | 1,549 | 1,571 | 1,505 | 2,229 | 2,498 | 2,418 | 1,924 | 1,563 | 2,811 | 33.7 |
| Choctaw | 15.6 | Male | 7,385 | 724 | 761 | 798 | 585 | 886 | 949 | 770 | 723 | 1,189 | 34.3 |
| | | Female | 8,215 | 676 | 719 | 732 | 606 | 1,014 | 1,035 | 851 | 825 | 1,757 | 38.5 |
| Cimarron | 3.4 | Male | 1,710 | 148 | 170 | 180 | 117 | 211 | 248 | 182 | 156 | 298 | 36.2 |
| | | Female | 1,690 | 139 | 155 | 155 | 91 | 203 | 223 | 194 | 171 | 359 | 39.6 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **OKLAHOMA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Cleveland | 179.6 | Male | 90,407 | 8,178 | 8,561 | 7,780 | 13,280 | 17,071 | 15,102 | 9,718 | 5,676 | 5,041 | 29.3 |
| | | Female | 89,193 | 7,777 | 8,120 | 7,391 | 12,308 | 16,043 | 15,189 | 9,507 | 5,671 | 7,187 | 30.6 |
| Coal | 5.8 | Male | 2,786 | 235 | 250 | 303 | 223 | 369 | 405 | 284 | 280 | 437 | 35.3 |
| | | Female | 3,014 | 213 | 264 | 281 | 224 | 384 | 375 | 313 | 310 | 650 | 38.8 |
| Comanche | 111.9 | Male | 58,017 | 5,949 | 5,584 | 4,913 | 10,624 | 10,854 | 7,704 | 4,714 | 3,745 | 3,930 | 26.8 |
| | | Female | 53,883 | 5,812 | 5,238 | 4,530 | 6,115 | 9,678 | 7,471 | 5,188 | 4,045 | 5,806 | 30.4 |
| Cotton | 6.6 | Male | 3,119 | 277 | 290 | 257 | 235 | 461 | 392 | 365 | 292 | 550 | 36.0 |
| | | Female | 3,481 | 247 | 307 | 310 | 256 | 439 | 417 | 378 | 335 | 792 | 39.4 |
| Craig | 14.1 | Male | 6,881 | 517 | 539 | 627 | 537 | 1,047 | 1,072 | 856 | 682 | 1,004 | 36.6 |
| | | Female | 7,219 | 520 | 552 | 559 | 501 | 940 | 969 | 932 | 747 | 1,499 | 40.5 |
| Creek | 60.9 | Male | 29,593 | 2,815 | 2,963 | 2,973 | 2,547 | 4,208 | 4,496 | 3,706 | 2,623 | 3,262 | 33.3 |
| | | Female | 31,307 | 2,693 | 2,898 | 2,815 | 2,433 | 4,349 | 4,932 | 3,713 | 2,780 | 4,694 | 35.9 |
| Custer | 26.3 | Male | 12,873 | 1,204 | 1,278 | 1,135 | 1,975 | 2,023 | 1,661 | 1,205 | 944 | 1,448 | 29.2 |
| | | Female | 13,427 | 1,157 | 1,266 | 1,009 | 2,111 | 1,881 | 1,681 | 1,234 | 958 | 2,130 | 31.2 |
| Delaware | 29.0 | Male | 14,088 | 1,110 | 1,273 | 1,188 | 1,087 | 1,643 | 1,737 | 1,666 | 1,705 | 2,679 | 39.3 |
| | | Female | 14,912 | 1,126 | 1,212 | 1,150 | 1,040 | 1,734 | 1,847 | 1,803 | 1,825 | 3,175 | 41.5 |
| Dewey | 5.4 | Male | 2,588 | 201 | 261 | 226 | 159 | 372 | 347 | 296 | 249 | 477 | 37.2 |
| | | Female | 2,812 | 198 | 264 | 267 | 151 | 358 | 321 | 302 | 237 | 714 | 40.2 |
| Ellis | 4.3 | Male | 2,096 | 144 | 214 | 235 | 98 | 232 | 341 | 235 | 184 | 413 | 38.7 |
| | | Female | 2,204 | 138 | 192 | 191 | 102 | 239 | 314 | 238 | 213 | 577 | 42.6 |
| Garfield | 54.8 | Male | 26,318 | 2,385 | 2,604 | 2,338 | 2,301 | 4,359 | 3,870 | 2,813 | 2,337 | 3,311 | 33.1 |
| | | Female | 28,482 | 2,308 | 2,599 | 2,221 | 2,304 | 4,266 | 3,939 | 2,991 | 2,603 | 5,251 | 36.4 |
| Garvin | 26.1 | Male | 12,431 | 977 | 1,226 | 1,215 | 1,015 | 1,728 | 1,683 | 1,325 | 1,172 | 2,090 | 35.3 |
| | | Female | 13,669 | 977 | 1,156 | 1,094 | 944 | 1,790 | 1,700 | 1,438 | 1,411 | 3,159 | 40.1 |
| Grady | 41.6 | Male | 20,064 | 1,882 | 2,145 | 2,029 | 1,680 | 2,970 | 3,014 | 2,373 | 1,667 | 2,304 | 32.7 |
| | | Female | 21,536 | 1,786 | 2,085 | 1,891 | 1,764 | 3,241 | 3,150 | 2,408 | 1,783 | 3,428 | 35.0 |
| Grant | 5.5 | Male | 2,612 | 231 | 232 | 215 | 145 | 370 | 357 | 275 | 296 | 491 | 38.2 |
| | | Female | 2,888 | 233 | 234 | 243 | 147 | 339 | 350 | 267 | 296 | 779 | 42.1 |
| Greer | 6.3 | Male | 3,278 | 202 | 228 | 233 | 339 | 610 | 461 | 328 | 289 | 588 | 35.6 |
| | | Female | 3,022 | 186 | 208 | 205 | 190 | 301 | 323 | 301 | 341 | 967 | 48.3 |
| Harmon | 3.7 | Male | 1,750 | 159 | 177 | 201 | 126 | 219 | 207 | 148 | 165 | 348 | 34.7 |
| | | Female | 1,950 | 155 | 185 | 142 | 132 | 203 | 200 | 176 | 193 | 564 | 42.9 |
| Harper | 3.9 | Male | 1,915 | 131 | 171 | 205 | 101 | 250 | 285 | 219 | 218 | 335 | 38.5 |
| | | Female | 1,985 | 130 | 205 | 150 | 81 | 245 | 259 | 206 | 220 | 489 | 42.0 |
| Haskell | 10.9 | Male | 5,304 | 423 | 521 | 526 | 441 | 645 | 721 | 597 | 534 | 896 | 36.3 |
| | | Female | 5,596 | 437 | 462 | 471 | 368 | 690 | 729 | 637 | 614 | 1,188 | 40.1 |
| Hughes | 12.9 | Male | 6,069 | 447 | 588 | 608 | 450 | 707 | 771 | 685 | 651 | 1,162 | 38.0 |
| | | Female | 6,831 | 453 | 515 | 558 | 422 | 745 | 868 | 721 | 749 | 1,800 | 43.3 |
| Jackson | 28.3 | Male | 14,022 | 1,642 | 1,396 | 1,253 | 1,792 | 2,453 | 1,953 | 1,254 | 929 | 1,350 | 28.8 |
| | | Female | 14,278 | 1,527 | 1,392 | 1,195 | 1,481 | 2,317 | 1,875 | 1,321 | 1,057 | 2,113 | 31.7 |
| Jefferson | 6.8 | Male | 3,228 | 259 | 290 | 299 | 251 | 394 | 447 | 336 | 330 | 622 | 37.7 |
| | | Female | 3,572 | 238 | 296 | 301 | 232 | 428 | 474 | 354 | 363 | 886 | 41.1 |
| Johnston | 10.1 | Male | 4,925 | 380 | 520 | 519 | 496 | 628 | 649 | 519 | 465 | 749 | 33.7 |
| | | Female | 5,175 | 420 | 457 | 407 | 470 | 651 | 703 | 563 | 480 | 1,024 | 37.6 |
| Kay | 47.7 | Male | 23,009 | 2,210 | 2,263 | 2,101 | 1,837 | 3,323 | 3,446 | 2,440 | 2,044 | 3,345 | 34.3 |
| | | Female | 24,691 | 2,057 | 2,160 | 1,911 | 1,807 | 3,336 | 3,469 | 2,548 | 2,321 | 5,082 | 38.1 |
| Kingfisher | 12.7 | Male | 6,159 | 595 | 647 | 614 | 416 | 981 | 880 | 677 | 546 | 803 | 33.2 |
| | | Female | 6,541 | 563 | 653 | 582 | 408 | 982 | 847 | 680 | 586 | 1,240 | 36.0 |
| Kiowa | 11.3 | Male | 5,336 | 513 | 561 | 493 | 374 | 691 | 673 | 516 | 518 | 997 | 35.5 |
| | | Female | 5,964 | 449 | 508 | 498 | 370 | 750 | 673 | 562 | 598 | 1,556 | 41.0 |
| Latimer | 10.7 | Male | 5,334 | 442 | 537 | 511 | 588 | 684 | 650 | 542 | 499 | 881 | 33.6 |
| | | Female | 5,366 | 466 | 493 | 463 | 547 | 691 | 688 | 545 | 482 | 991 | 35.3 |
| Le Flore | 44.9 | Male | 22,047 | 1,979 | 2,234 | 2,287 | 2,014 | 3,133 | 3,132 | 2,586 | 1,884 | 2,798 | 33.0 |
| | | Female | 22,853 | 1,930 | 1,950 | 2,040 | 1,871 | 3,117 | 3,196 | 2,625 | 2,046 | 4,078 | 36.6 |
| Lincoln | 29.4 | Male | 14,414 | 1,280 | 1,559 | 1,494 | 1,086 | 1,996 | 2,036 | 1,747 | 1,380 | 1,836 | 34.0 |
| | | Female | 14,986 | 1,226 | 1,403 | 1,357 | 1,027 | 2,089 | 2,182 | 1,730 | 1,380 | 2,592 | 36.8 |
| Logan | 29.0 | Male | 14,177 | 1,280 | 1,417 | 1,427 | 1,746 | 1,920 | 2,138 | 1,537 | 1,167 | 1,545 | 31.3 |
| | | Female | 14,823 | 1,199 | 1,352 | 1,261 | 1,607 | 2,071 | 2,146 | 1,577 | 1,240 | 2,370 | 34.6 |
| Love | 8.3 | Male | 4,242 | 327 | 384 | 381 | 400 | 651 | 660 | 491 | 375 | 573 | 34.7 |
| | | Female | 4,058 | 296 | 334 | 382 | 294 | 494 | 580 | 473 | 406 | 799 | 38.9 |
| McClain | 23.0 | Male | 11,466 | 962 | 1,246 | 1,156 | 948 | 1,652 | 1,704 | 1,519 | 1,071 | 1,208 | 33.6 |
| | | Female | 11,534 | 889 | 1,081 | 1,041 | 893 | 1,698 | 1,788 | 1,483 | 1,059 | 1,602 | 35.9 |
| McCurtain | 33.9 | Male | 16,250 | 1,649 | 1,678 | 1,786 | 1,448 | 2,176 | 2,235 | 1,882 | 1,425 | 1,971 | 32.2 |
| | | Female | 17,650 | 1,609 | 1,698 | 1,690 | 1,476 | 2,380 | 2,430 | 1,903 | 1,595 | 2,869 | 34.9 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **OKLAHOMA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| McIntosh | 17.0 | Male | 8,180 | 603 | 685 | 732 | 592 | 871 | 959 | 962 | 1,084 | 1,692 | 41.3 |
| | | Female | 8,820 | 589 | 671 | 706 | 542 | 965 | 1,078 | 1,072 | 1,169 | 2,028 | 43.7 |
| Major | 7.9 | Male | 3,827 | 355 | 396 | 327 | 236 | 539 | 544 | 451 | 350 | 629 | 36.1 |
| | | Female | 4,073 | 309 | 382 | 365 | 238 | 515 | 504 | 456 | 396 | 908 | 39.5 |
| Marshall | 11.0 | Male | 5,284 | 417 | 393 | 469 | 433 | 681 | 640 | 597 | 570 | 1,084 | 38.9 |
| | | Female | 5,716 | 361 | 419 | 443 | 376 | 679 | 688 | 648 | 659 | 1,443 | 43.4 |
| Mayes | 33.7 | Male | 16,529 | 1,527 | 1,674 | 1,598 | 1,333 | 2,203 | 2,301 | 1,959 | 1,598 | 2,336 | 34.7 |
| | | Female | 17,171 | 1,428 | 1,548 | 1,431 | 1,316 | 2,272 | 2,368 | 2,040 | 1,802 | 2,966 | 37.5 |
| Murray | 11.9 | Male | 5,804 | 488 | 556 | 541 | 414 | 715 | 831 | 639 | 605 | 1,015 | 37.3 |
| | | Female | 6,096 | 410 | 538 | 510 | 418 | 739 | 883 | 658 | 634 | 1,306 | 39.9 |
| Muskogee | 68.5 | Male | 32,811 | 3,079 | 3,388 | 3,135 | 2,852 | 4,882 | 4,844 | 3,358 | 2,934 | 4,339 | 33.1 |
| | | Female | 35,689 | 2,933 | 3,303 | 3,003 | 2,926 | 5,003 | 4,984 | 3,684 | 3,247 | 6,606 | 36.4 |
| Noble | 10.9 | Male | 5,283 | 476 | 560 | 469 | 393 | 807 | 768 | 620 | 481 | 709 | 34.2 |
| | | Female | 5,617 | 471 | 512 | 467 | 407 | 786 | 741 | 632 | 510 | 1,091 | 37.2 |
| Nowata | 9.8 | Male | 4,782 | 395 | 482 | 458 | 352 | 597 | 629 | 574 | 514 | 781 | 36.7 |
| | | Female | 5,018 | 374 | 379 | 388 | 340 | 627 | 676 | 567 | 549 | 1,118 | 40.9 |
| Okfuskee | 11.5 | Male | 5,825 | 484 | 533 | 545 | 495 | 915 | 793 | 668 | 540 | 852 | 34.3 |
| | | Female | 5,675 | 448 | 516 | 503 | 399 | 638 | 723 | 657 | 576 | 1,215 | 39.6 |
| Oklahoma | 601.7 | Male | 289,294 | 29,235 | 27,496 | 24,155 | 29,742 | 52,274 | 45,018 | 29,590 | 23,311 | 28,473 | 31.5 |
| | | Female | 312,406 | 27,882 | 26,298 | 23,355 | 30,526 | 52,807 | 46,834 | 32,402 | 27,205 | 45,097 | 34.1 |
| Okmulgee | 36.3 | Male | 17,517 | 1,687 | 1,701 | 1,702 | 1,709 | 2,250 | 2,369 | 1,983 | 1,547 | 2,569 | 33.7 |
| | | Female | 18,783 | 1,540 | 1,666 | 1,527 | 1,424 | 2,400 | 2,594 | 2,070 | 1,804 | 3,758 | 38.2 |
| Osage | 41.1 | Male | 20,446 | 1,830 | 2,043 | 1,995 | 1,566 | 3,067 | 3,288 | 2,505 | 1,815 | 2,337 | 34.1 |
| | | Female | 20,654 | 1,750 | 1,953 | 1,866 | 1,384 | 2,855 | 3,198 | 2,433 | 1,903 | 3,312 | 36.6 |
| Ottawa | 30.4 | Male | 14,389 | 1,188 | 1,228 | 1,349 | 1,617 | 1,775 | 1,932 | 1,593 | 1,485 | 2,222 | 35.2 |
| | | Female | 16,011 | 1,177 | 1,229 | 1,191 | 1,474 | 1,904 | 2,082 | 1,784 | 1,699 | 3,471 | 39.9 |
| Pawnee | 15.7 | Male | 7,777 | 715 | 760 | 783 | 584 | 1,010 | 1,169 | 947 | 702 | 1,107 | 35.3 |
| | | Female | 7,923 | 644 | 674 | 689 | 507 | 1,086 | 1,157 | 944 | 767 | 1,455 | 38.1 |
| Payne | 61.6 | Male | 30,810 | 2,290 | 2,445 | 2,062 | 7,991 | 5,316 | 3,694 | 2,472 | 1,801 | 2,739 | 26.2 |
| | | Female | 30,790 | 2,223 | 2,259 | 1,990 | 7,169 | 4,665 | 3,762 | 2,588 | 1,985 | 4,149 | 28.8 |
| Pittsburg | 41.1 | Male | 20,175 | 1,638 | 1,855 | 1,904 | 1,580 | 2,886 | 2,932 | 2,291 | 1,970 | 3,119 | 35.8 |
| | | Female | 20,925 | 1,452 | 1,599 | 1,748 | 1,469 | 2,610 | 2,857 | 2,416 | 2,298 | 4,476 | 40.5 |
| Pontotoc | 34.4 | Male | 16,254 | 1,414 | 1,579 | 1,439 | 1,977 | 2,224 | 2,264 | 1,670 | 1,456 | 2,231 | 32.7 |
| | | Female | 18,146 | 1,374 | 1,402 | 1,439 | 2,040 | 2,412 | 2,398 | 1,841 | 1,605 | 3,635 | 36.7 |
| Pottawatomie | 58.5 | Male | 27,961 | 2,495 | 2,753 | 2,801 | 3,008 | 3,999 | 3,978 | 3,140 | 2,463 | 3,324 | 32.3 |
| | | Female | 30,539 | 2,440 | 2,725 | 2,683 | 3,079 | 4,129 | 4,269 | 3,304 | 2,708 | 5,202 | 35.5 |
| Pushmataha | 10.8 | Male | 5,294 | 451 | 515 | 505 | 383 | 637 | 689 | 649 | 573 | 892 | 37.3 |
| | | Female | 5,506 | 413 | 445 | 436 | 403 | 618 | 729 | 661 | 629 | 1,172 | 41.0 |
| Roger Mills | 3.9 | Male | 1,929 | 165 | 207 | 186 | 148 | 263 | 275 | 212 | 165 | 308 | 34.8 |
| | | Female | 1,971 | 162 | 206 | 163 | 111 | 252 | 277 | 210 | 177 | 413 | 38.3 |
| Rogers | 55.9 | Male | 27,615 | 2,549 | 2,904 | 2,761 | 2,264 | 3,856 | 4,520 | 3,718 | 2,529 | 2,514 | 33.6 |
| | | Female | 28,285 | 2,535 | 2,639 | 2,559 | 2,223 | 4,122 | 4,770 | 3,751 | 2,453 | 3,233 | 35.1 |
| Seminole | 24.7 | Male | 11,771 | 1,012 | 1,197 | 1,177 | 1,015 | 1,518 | 1,618 | 1,277 | 1,138 | 1,819 | 34.8 |
| | | Female | 12,929 | 1,013 | 1,172 | 1,042 | 964 | 1,616 | 1,626 | 1,394 | 1,274 | 2,828 | 39.0 |
| ☐ Sequoyah | 34.9 | Male | 17,070 | 1,651 | 1,709 | 1,810 | 1,562 | 2,341 | 2,391 | 2,089 | 1,531 | 1,986 | 32.7 |
| | | Female | 17,830 | 1,522 | 1,611 | 1,680 | 1,592 | 2,471 | 2,554 | 2,106 | 1,623 | 2,671 | 35.2 |
| Stephens | 42.0 | Male | 20,034 | 1,706 | 1,960 | 1,948 | 1,388 | 2,788 | 2,990 | 2,091 | 2,020 | 3,143 | 35.8 |
| | | Female | 21,966 | 1,617 | 1,893 | 1,814 | 1,422 | 2,916 | 3,107 | 2,240 | 2,356 | 4,601 | 39.3 |
| Texas | 16.1 | Male | 8,008 | 775 | 801 | 771 | 827 | 1,171 | 1,148 | 903 | 711 | 901 | 32.1 |
| | | Female | 8,092 | 650 | 779 | 772 | 750 | 1,129 | 1,193 | 866 | 734 | 1,219 | 34.7 |
| Tillman | 10.3 | Male | 4,944 | 475 | 543 | 506 | 422 | 617 | 601 | 526 | 437 | 816 | 33.5 |
| | | Female | 5,356 | 424 | 488 | 457 | 388 | 626 | 623 | 547 | 501 | 1,302 | 39.7 |
| Tulsa | 508.5 | Male | 245,013 | 24,683 | 23,215 | 20,495 | 24,697 | 44,102 | 40,224 | 25,574 | 19,106 | 22,917 | 31.7 |
| | | Female | 263,487 | 23,782 | 22,307 | 19,353 | 24,720 | 44,824 | 42,000 | 27,826 | 22,197 | 36,478 | 34.3 |
| Wagoner | 49.1 | Male | 24,191 | 2,276 | 2,579 | 2,647 | 1,998 | 3,500 | 4,040 | 3,160 | 1,870 | 2,121 | 32.4 |
| | | Female | 24,909 | 2,161 | 2,540 | 2,470 | 1,953 | 3,750 | 4,292 | 3,059 | 1,984 | 2,700 | 33.9 |
| Washington | 47.2 | Male | 22,614 | 2,019 | 2,301 | 1,996 | 1,660 | 3,067 | 3,552 | 2,657 | 2,229 | 3,133 | 35.7 |
| | | Female | 24,586 | 1,969 | 2,038 | 1,923 | 1,638 | 3,365 | 3,707 | 2,889 | 2,494 | 4,563 | 38.7 |
| Washita | 10.8 | Male | 5,216 | 461 | 550 | 488 | 347 | 709 | 703 | 567 | 499 | 892 | 33.8 |
| | | Female | 5,584 | 454 | 507 | 470 | 336 | 730 | 693 | 559 | 569 | 1,266 | 39.3 |
| Woods | 8.8 | Male | 4,194 | 313 | 348 | 326 | 575 | 524 | 505 | 438 | 400 | 765 | 35.2 |
| | | Female | 4,606 | 308 | 332 | 283 | 512 | 526 | 527 | 458 | 427 | 1,233 | 41.5 |
| Woodward | 18.2 | Male | 9,115 | 796 | 982 | 873 | 807 | 1,543 | 1,370 | 982 | 782 | 980 | 32.1 |
| | | Female | 9,085 | 798 | 909 | 779 | 616 | 1,422 | 1,295 | 993 | 824 | 1,449 | 35.1 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES | | | | Population by Age and Sex | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | Median Age By Sex |
| **OKLAHOMA (continued)** | | | | | | | | | | | | | |
| **TOTAL METRO COUNTIES** | **1,885.1** | **Male** | **919,757** | **90,076** | **89,245** | **81,173** | **99,223** | **159,808** | **145,404** | **98,396** | **71,954** | **84,478** | **31.3** |
| | | **Female** | **965,343** | **86,332** | **85,372** | **76,852** | **93,940** | **159,521** | **150,178** | **103,598** | **80,088** | **129,462** | **33.8** |
| **TOTAL STATE** | **3,157.8** | **Male** | **1,537,586** | **145,028** | **149,412** | **139,524** | **159,059** | **247,111** | **231,301** | **165,171** | **128,473** | **172,507** | **32.1** |
| | | **Female** | **1,620,214** | **138,473** | **142,407** | **130,969** | **150,709** | **246,679** | **237,869** | **173,665** | **142,432** | **257,011** | **35.0** |
| **OREGON** | | | | | | | | | | | | | |
| **EUGENE - SPRINGFIELD** | **287.1** | **Male** | **139,931** | **12,138** | **12,527** | **11,444** | **16,056** | **21,330** | **24,700** | **15,332** | **10,432** | **15,972** | **33.3** |
| | | **Female** | **147,169** | **11,680** | **12,093** | **10,822** | **16,344** | **21,812** | **25,439** | **15,378** | **11,605** | **21,996** | **35.3** |
| Lane | 287.1 | Male | 139,931 | 12,138 | 12,527 | 11,444 | 16,056 | 21,330 | 24,700 | 15,332 | 10,432 | 15,972 | 33.3 |
| | | Female | 147,169 | 11,680 | 12,093 | 10,822 | 16,344 | 21,812 | 25,439 | 15,378 | 11,605 | 21,996 | 35.3 |
| **MEDFORD** | **151.4** | **Male** | **74,010** | **6,407** | **6,649** | **6,343** | **6,138** | **9,809** | **12,497** | **8,530** | **6,711** | **10,926** | **36.3** |
| | | **Female** | **77,390** | **6,240** | **6,430** | **6,026** | **6,088** | **10,272** | **12,895** | **8,655** | **7,057** | **13,727** | **37.8** |
| Jackson | 151.4 | Male | 74,010 | 6,407 | 6,649 | 6,343 | 6,138 | 9,809 | 12,497 | 8,530 | 6,711 | 10,926 | 36.3 |
| | | Female | 77,390 | 6,240 | 6,430 | 6,026 | 6,088 | 10,272 | 12,895 | 8,655 | 7,057 | 13,727 | 37.8 |
| **PORTLAND** | **1,276.5** | **Male** | **624,462** | **58,815** | **56,255** | **49,950** | **57,673** | **108,158** | **117,052** | **69,793** | **44,364** | **62,402** | **33.3** |
| | | **Female** | **652,038** | **56,149** | **53,771** | **48,029** | **57,122** | **107,944** | **117,231** | **68,856** | **48,285** | **94,651** | **35.3** |
| Clackamas | 288.7 | Male | 141,924 | 12,677 | 13,734 | 13,135 | 11,393 | 20,597 | 26,730 | 18,624 | 11,092 | 13,942 | 34.7 |
| | | Female | 146,776 | 12,254 | 13,033 | 12,388 | 10,749 | 21,473 | 27,860 | 18,068 | 11,576 | 19,375 | 36.3 |
| Multnomah | 591.4 | Male | 287,779 | 26,595 | 23,424 | 20,187 | 28,605 | 53,197 | 54,491 | 29,601 | 20,459 | 31,220 | 33.5 |
| | | Female | 303,621 | 25,258 | 22,490 | 19,796 | 28,966 | 51,992 | 52,685 | 29,602 | 22,915 | 49,917 | 35.6 |
| Washington | 328.5 | Male | 160,697 | 16,256 | 15,555 | 13,556 | 14,248 | 29,243 | 30,171 | 17,922 | 10,361 | 13,385 | 32.1 |
| | | Female | 167,803 | 15,497 | 14,832 | 12,931 | 14,295 | 29,654 | 31,362 | 17,854 | 11,191 | 20,187 | 33.9 |
| Yamhill | 67.9 | Male | 34,062 | 3,287 | 3,542 | 3,072 | 3,427 | 5,121 | 5,660 | 3,646 | 2,452 | 3,855 | 32.2 |
| | | Female | 33,838 | 3,140 | 3,416 | 2,914 | 3,112 | 4,825 | 5,324 | 3,332 | 2,603 | 5,172 | 34.0 |
| ***PORTLAND - VANCOUVER CONSOLIDATED AREA*** | ***1,526.7*** | ***Male*** | ***748,028*** | ***71,196*** | ***68,923*** | ***61,667*** | ***68,282*** | ***127,760*** | ***138,878*** | ***84,330*** | ***53,287*** | ***73,705*** | ***33.1*** |
| | | ***Female*** | ***778,672*** | ***67,906*** | ***65,739*** | ***59,041*** | ***67,676*** | ***128,151*** | ***139,768*** | ***82,682*** | ***57,482*** | ***110,227*** | ***35.1*** |
| **SALEM** | **286.4** | **Male** | **141,485** | **13,341** | **13,519** | **12,315** | **14,236** | **22,562** | **23,400** | **14,660** | **10,374** | **17,078** | **32.7** |
| | | **Female** | **144,915** | **12,575** | **12,890** | **11,432** | **13,123** | **20,630** | **22,664** | **14,991** | **11,826** | **24,784** | **35.8** |
| Marion | 234.9 | Male | 116,621 | 11,064 | 10,964 | 10,042 | 11,531 | 19,354 | 19,325 | 12,048 | 8,402 | 13,891 | 32.6 |
| | | Female | 118,279 | 10,420 | 10,535 | 9,330 | 10,212 | 17,225 | 18,466 | 12,280 | 9,619 | 20,192 | 35.8 |
| Polk | 51.5 | Male | 24,864 | 2,277 | 2,555 | 2,273 | 2,705 | 3,208 | 4,075 | 2,612 | 1,972 | 3,187 | 33.2 |
| | | Female | 26,636 | 2,155 | 2,355 | 2,102 | 2,911 | 3,405 | 4,198 | 2,711 | 2,207 | 4,592 | 35.9 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Baker | 15.2 | Male | 7,583 | 638 | 748 | 692 | 465 | 975 | 1,116 | 907 | 768 | 1,274 | 37.5 |
| | | Female | 7,617 | 636 | 683 | 579 | 413 | 962 | 1,084 | 855 | 803 | 1,602 | 39.9 |
| Benton | 72.2 | Male | 36,514 | 2,906 | 2,865 | 2,632 | 8,037 | 5,792 | 5,858 | 3,309 | 2,169 | 2,946 | 28.1 |
| | | Female | 35,686 | 2,647 | 2,696 | 2,532 | 6,630 | 5,432 | 5,878 | 3,388 | 2,365 | 4,118 | 31.1 |
| Clackamas | 288.7 | Male | 141,924 | 12,677 | 13,734 | 13,135 | 11,393 | 20,597 | 26,730 | 18,624 | 11,092 | 13,942 | 34.7 |
| | | Female | 146,776 | 12,254 | 13,033 | 12,388 | 10,749 | 21,473 | 27,860 | 18,068 | 11,576 | 19,375 | 36.3 |
| Clatsop | 33.9 | Male | 16,826 | 1,521 | 1,635 | 1,422 | 1,376 | 2,431 | 2,811 | 1,824 | 1,407 | 2,399 | 35.1 |
| | | Female | 17,074 | 1,376 | 1,422 | 1,383 | 1,271 | 2,342 | 2,752 | 1,789 | 1,563 | 3,176 | 37.7 |
| Columbia | 38.7 | Male | 19,382 | 1,815 | 1,972 | 1,949 | 1,379 | 2,639 | 3,387 | 2,472 | 1,560 | 2,209 | 34.8 |
| | | Female | 19,318 | 1,746 | 1,854 | 1,801 | 1,347 | 2,708 | 3,374 | 2,228 | 1,568 | 2,692 | 35.6 |
| Coos | 61.3 | Male | 30,317 | 2,566 | 2,805 | 2,596 | 2,140 | 4,016 | 4,665 | 3,553 | 3,102 | 4,874 | 37.2 |
| | | Female | 30,983 | 2,357 | 2,615 | 2,494 | 2,007 | 4,124 | 4,781 | 3,627 | 3,221 | 5,757 | 39.0 |
| Crook | 14.5 | Male | 7,285 | 686 | 694 | 725 | 542 | 958 | 1,139 | 819 | 661 | 1,061 | 35.3 |
| | | Female | 7,215 | 648 | 629 | 590 | 541 | 964 | 1,113 | 753 | 711 | 1,266 | 37.1 |
| Curry | 20.2 | Male | 10,002 | 708 | 749 | 655 | 492 | 1,096 | 1,487 | 1,083 | 1,313 | 2,419 | 43.7 |
| | | Female | 10,198 | 721 | 696 | 677 | 502 | 1,120 | 1,451 | 1,155 | 1,378 | 2,498 | 44.5 |
| Deschutes | 78.0 | Male | 38,873 | 3,439 | 3,640 | 3,399 | 2,901 | 5,490 | 7,252 | 4,345 | 3,368 | 5,039 | 35.8 |
| | | Female | 39,127 | 3,247 | 3,408 | 3,044 | 2,641 | 5,870 | 7,120 | 4,448 | 3,507 | 5,842 | 36.9 |
| Douglas | 96.1 | Male | 47,644 | 4,364 | 4,474 | 4,498 | 3,577 | 6,282 | 7,517 | 5,466 | 4,638 | 6,828 | 35.8 |
| | | Female | 48,456 | 4,094 | 4,322 | 4,150 | 3,470 | 6,527 | 7,563 | 5,411 | 4,863 | 8,056 | 37.2 |
| Gilliam | 1.7 | Male | 846 | 62 | 106 | 74 | 39 | 112 | 128 | 78 | 91 | 156 | 37.3 |
| | | Female | 854 | 69 | 87 | 59 | 37 | 121 | 118 | 97 | 96 | 170 | 39.6 |
| Grant | 7.9 | Male | 3,981 | 347 | 397 | 353 | 243 | 526 | 679 | 486 | 402 | 548 | 36.8 |
| | | Female | 3,919 | 337 | 380 | 333 | 229 | 549 | 628 | 466 | 382 | 615 | 37.1 |
| Harney | 7.2 | Male | 3,624 | 357 | 343 | 329 | 218 | 506 | 580 | 465 | 350 | 476 | 36.0 |
| | | Female | 3,576 | 308 | 338 | 345 | 217 | 511 | 544 | 437 | 347 | 529 | 36.3 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **OREGON (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Hood River | 17.2 | Male | 8,756 | 829 | 777 | 774 | 724 | 1,458 | 1,501 | 948 | 678 | 1,067 | 33.7 |
| | | Female | 8,444 | 807 | 821 | 723 | 568 | 1,268 | 1,297 | 878 | 718 | 1,364 | 35.3 |
| Jackson | 151.4 | Male | 74,010 | 6,407 | 6,649 | 6,343 | 6,138 | 9,809 | 12,497 | 8,530 | 6,711 | 10,926 | 36.3 |
| | | Female | 77,390 | 6,240 | 6,430 | 6,026 | 6,088 | 10,272 | 12,895 | 8,655 | 7,057 | 13,727 | 37.8 |
| Jefferson | 14.0 | Male | 7,049 | 873 | 724 | 655 | 596 | 1,062 | 1,033 | 697 | 555 | 854 | 31.4 |
| | | Female | 6,951 | 883 | 693 | 593 | 555 | 1,023 | 964 | 704 | 633 | 903 | 32.3 |
| Josephine | 64.9 | Male | 31,582 | 2,657 | 2,803 | 2,722 | 2,026 | 3,697 | 4,757 | 3,689 | 3,213 | 6,018 | 39.0 |
| | | Female | 33,318 | 2,483 | 2,588 | 2,500 | 1,989 | 3,917 | 5,133 | 3,891 | 3,472 | 7,345 | 41.2 |
| Klamath | 58.4 | Male | 29,428 | 2,661 | 2,700 | 2,746 | 2,909 | 3,964 | 4,640 | 3,276 | 2,660 | 3,872 | 34.3 |
| | | Female | 28,972 | 2,542 | 2,524 | 2,456 | 2,410 | 3,951 | 4,652 | 3,095 | 2,810 | 4,532 | 36.3 |
| Lake | 7.2 | Male | 3,608 | 325 | 382 | 334 | 196 | 483 | 578 | 448 | 359 | 503 | 36.5 |
| | | Female | 3,592 | 355 | 318 | 332 | 207 | 489 | 553 | 413 | 387 | 538 | 36.7 |
| Lane | 287.1 | Male | 139,931 | 12,138 | 12,527 | 11,444 | 16,056 | 21,330 | 24,700 | 15,332 | 10,432 | 15,972 | 33.3 |
| | | Female | 147,169 | 11,680 | 12,093 | 10,822 | 16,344 | 21,812 | 25,439 | 15,378 | 11,605 | 21,996 | 35.3 |
| Lincoln | 40.3 | Male | 19,464 | 1,579 | 1,726 | 1,468 | 1,122 | 2,423 | 3,325 | 2,068 | 2,063 | 3,690 | 39.3 |
| | | Female | 20,836 | 1,531 | 1,679 | 1,441 | 1,152 | 2,587 | 3,363 | 2,274 | 2,408 | 4,401 | 41.0 |
| Linn | 92.2 | Male | 45,426 | 4,270 | 4,396 | 4,040 | 3,940 | 6,575 | 7,241 | 5,204 | 3,783 | 5,977 | 34.2 |
| | | Female | 46,774 | 4,097 | 4,118 | 3,847 | 3,759 | 6,632 | 7,284 | 5,214 | 4,039 | 7,784 | 36.3 |
| Malheur | 25.9 | Male | 12,704 | 1,328 | 1,370 | 1,346 | 1,092 | 1,628 | 1,666 | 1,327 | 1,152 | 1,795 | 32.5 |
| | | Female | 13,196 | 1,339 | 1,335 | 1,241 | 989 | 1,557 | 1,833 | 1,361 | 1,278 | 2,263 | 35.7 |
| Marion | 234.9 | Male | 116,621 | 11,064 | 10,964 | 10,042 | 11,531 | 19,354 | 19,325 | 12,048 | 8,402 | 13,891 | 32.6 |
| | | Female | 118,279 | 10,420 | 10,535 | 9,330 | 10,212 | 17,225 | 18,466 | 12,280 | 9,619 | 20,192 | 35.8 |
| Morrow | 7.4 | Male | 3,761 | 360 | 407 | 408 | 272 | 534 | 615 | 408 | 355 | 402 | 33.1 |
| | | Female | 3,639 | 359 | 389 | 337 | 253 | 504 | 568 | 401 | 342 | 486 | 34.6 |
| Multnomah | 591.4 | Male | 287,779 | 26,595 | 23,424 | 20,147 | 28,605 | 53,197 | 54,491 | 29,601 | 20,459 | 31,220 | 33.5 |
| | | Female | 303,621 | 25,258 | 22,490 | 19,796 | 28,966 | 51,992 | 52,685 | 29,602 | 22,915 | 49,917 | 35.6 |
| Polk | 51.5 | Male | 24,864 | 2,277 | 2,555 | 2,273 | 2,705 | 3,208 | 4,075 | 2,612 | 1,972 | 3,187 | 33.2 |
| | | Female | 26,636 | 2,155 | 2,355 | 2,102 | 2,911 | 3,405 | 4,198 | 2,711 | 2,207 | 4,592 | 35.9 |
| Sherman | 1.9 | Male | 969 | 85 | 92 | 105 | 38 | 139 | 150 | 88 | 115 | 157 | 36.7 |
| | | Female | 931 | 94 | 80 | 78 | 32 | 124 | 149 | 92 | 116 | 166 | 38.9 |
| Tillamook | 21.9 | Male | 10,813 | 867 | 957 | 854 | 640 | 1,325 | 1,639 | 1,143 | 1,267 | 2,121 | 39.7 |
| | | Female | 11,087 | 792 | 880 | 831 | 565 | 1,301 | 1,620 | 1,202 | 1,410 | 2,486 | 42.2 |
| Umatilla | 59.7 | Male | 30,223 | 2,877 | 2,958 | 2,828 | 3,030 | 4,781 | 4,669 | 3,130 | 2,321 | 3,629 | 32.2 |
| | | Female | 29,477 | 2,741 | 2,812 | 2,532 | 2,384 | 4,115 | 4,541 | 3,091 | 2,544 | 4,717 | 35.3 |
| Union | 23.6 | Male | 11,646 | 1,056 | 1,189 | 1,159 | 1,211 | 1,431 | 1,940 | 1,261 | 950 | 1,449 | 33.4 |
| | | Female | 11,954 | 971 | 1,094 | 1,092 | 1,169 | 1,594 | 1,884 | 1,255 | 976 | 1,919 | 35.3 |
| Wallowa | 6.9 | Male | 3,431 | 278 | 335 | 304 | 182 | 419 | 589 | 403 | 345 | 576 | 38.4 |
| | | Female | 3,469 | 302 | 338 | 283 | 169 | 431 | 524 | 379 | 374 | 669 | 39.0 |
| Wasco | 21.6 | Male | 10,486 | 949 | 1,021 | 1,020 | 691 | 1,324 | 1,713 | 1,244 | 875 | 1,649 | 36.4 |
| | | Female | 11,114 | 940 | 1,004 | 918 | 669 | 1,454 | 1,751 | 1,157 | 1,071 | 2,150 | 38.3 |
| Washington | 328.5 | Male | 160,697 | 16,256 | 15,555 | 13,556 | 14,248 | 29,243 | 30,171 | 17,922 | 10,361 | 13,385 | 32.1 |
| | | Female | 167,803 | 15,497 | 14,832 | 12,931 | 14,295 | 29,654 | 31,362 | 17,854 | 11,191 | 20,187 | 33.9 |
| Wheeler | 1.4 | Male | 698 | 44 | 55 | 57 | 35 | 59 | 100 | 97 | 99 | 152 | 44.9 |
| | | Female | 702 | 48 | 52 | 58 | 34 | 74 | 107 | 97 | 88 | 144 | 42.9 |
| Yamhill | 67.9 | Male | 34,062 | 3,287 | 3,542 | 3,072 | 3,427 | 5,121 | 5,660 | 3,646 | 2,452 | 3,855 | 32.2 |
| | | Female | 33,838 | 3,140 | 3,416 | 2,914 | 3,112 | 4,825 | 5,324 | 3,332 | 2,603 | 5,172 | 34.0 |
| **TOTAL METRO COUNTIES** | **2,001.4** | **Male** | **979,888** | **90,701** | **88,950** | **80,052** | **94,103** | **161,859** | **177,649** | **108,315** | **71,881** | **106,378** | **33.4** |
| | | **Female** | **1,021,512** | **86,644** | **85,184** | **76,309** | **92,677** | **160,658** | **178,229** | **107,880** | **78,773** | **155,158** | **35.5** |
| **TOTAL STATE** | **2,912.8** | **Male** | **1,432,809** | **131,148** | **131,270** | **120,196** | **134,216** | **223,984** | **250,424** | **158,553** | **112,500** | **170,518** | **33.9** |
| | | **Female** | **1,479,991** | **125,114** | **125,039** | **113,558** | **128,886** | **222,909** | **250,858** | **158,038** | **122,243** | **233,346** | **36.0** |
| **PENNSYLVANIA** | | | | | | | | | | | | | |
| **ALLENTOWN - BETHLEHEM - EASTON** | **701.0** | **Male** | **338,991** | **29,748** | **27,980** | **25,911** | **33,709** | **55,277** | **54,719** | **37,479** | **31,253** | **42,915** | **34.4** |
| | | **Female** | **362,009** | **28,288** | **26,518** | **24,852** | **32,665** | **56,039** | **55,386** | **38,527** | **34,969** | **64,765** | **37.3** |
| Carbon | 58.0 | Male | 28,029 | 2,274 | 2,305 | 2,278 | 2,375 | 4,222 | 4,246 | 3,008 | 2,867 | 4,454 | 36.3 |
| | | Female | 29,971 | 2,140 | 2,161 | 2,169 | 2,320 | 4,234 | 4,098 | 3,133 | 3,370 | 6,346 | 39.8 |
| Lehigh | 296.4 | Male | 142,597 | 12,484 | 11,648 | 10,644 | 13,187 | 24,076 | 23,230 | 15,749 | 13,427 | 18,152 | 34.7 |
| | | Female | 153,803 | 11,700 | 10,850 | 10,250 | 13,539 | 24,317 | 23,602 | 16,465 | 15,084 | 27,996 | 37.6 |
| Northampton | 253.7 | Male | 123,476 | 10,651 | 10,148 | 9,438 | 14,314 | 19,262 | 19,662 | 13,379 | 11,161 | 15,461 | 33.9 |
| | | Female | 130,224 | 10,175 | 9,803 | 9,042 | 12,671 | 19,559 | 19,935 | 13,746 | 12,391 | 22,902 | 36.9 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **PENNSYLVANIA (continued)** | | | | | | | | | | | | | |
| **ALLENTOWN - BETHLEHEM - EASTON (continued)** | | | | | | | | | | | | | |
| *Warren, N. J.* | *92.9* | *Male* | *44,889* | *4,339* | *3,879* | *3,551* | *3,833* | *7,717* | *7,581* | *5,343* | *3,798* | *4,848* | *33.9* |
| | | *Female* | *48,011* | *4,273* | *3,704* | *3,391* | *4,135* | *7,929* | *7,751* | *5,183* | *4,124* | *7,521* | *35.7* |
| **ALTOONA** | **130.2** | **Male** | **61,370** | **5,270** | **5,553** | **5,480** | **5,574** | **8,899** | **9,460** | **6,605** | **5,957** | **8,572** | **34.9** |
| | | **Female** | **68,830** | **4,950** | **5,392** | **5,302** | **5,824** | **9,387** | **10,007** | **7,267** | **6,980** | **13,721** | **38.6** |
| Blair | 130.2 | Male | 61,370 | 5,270 | 5,553 | 5,480 | 5,574 | 8,899 | 9,460 | 6,605 | 5,957 | 8,572 | 34.9 |
| | | Female | 68,830 | 4,950 | 5,392 | 5,302 | 5,824 | 9,387 | 10,007 | 7,267 | 6,980 | 13,721 | 38.6 |
| **BEAVER COUNTY** | **184.2** | **Male** | **87,849** | **7,362** | **7,538** | **7,263** | **7,485** | **12,973** | **13,141** | **9,646** | **9,554** | **12,887** | **36.0** |
| | | **Female** | **96,351** | **6,986** | **7,273** | **6,864** | **7,452** | **13,945** | **13,839** | **10,584** | **10,843** | **18,565** | **39.1** |
| Beaver | 184.2 | Male | 87,849 | 7,362 | 7,538 | 7,263 | 7,485 | 12,973 | 13,141 | 9,646 | 9,554 | 12,887 | 36.0 |
| | | Female | 96,351 | 6,986 | 7,273 | 6,864 | 7,452 | 13,945 | 13,839 | 10,584 | 10,843 | 18,565 | 39.1 |
| **ERIE** | **275.4** | **Male** | **133,074** | **12,690** | **12,531** | **11,714** | **15,639** | **20,158** | **20,257** | **13,437** | **11,197** | **15,451** | **31.9** |
| | | **Female** | **142,326** | **11,929** | **11,768** | **11,227** | **15,891** | **21,031** | **20,705** | **14,144** | **12,610** | **23,021** | **34.7** |
| Erie | 275.4 | Male | 133,074 | 12,690 | 12,531 | 11,714 | 15,639 | 20,158 | 20,257 | 13,437 | 11,197 | 15,451 | 31.9 |
| | | Female | 142,326 | 11,929 | 11,768 | 11,227 | 15,891 | 21,031 | 20,705 | 14,144 | 12,610 | 23,021 | 34.7 |
| **HARRISBURG - LEBANON - CARLISLE** | **598.0** | **Male** | **289,148** | **24,910** | **24,349** | **23,205** | **29,811** | **47,150** | **48,161** | **32,201** | **26,255** | **33,106** | **34.0** |
| | | **Female** | **308,852** | **23,556** | **22,754** | **21,982** | **30,434** | **48,057** | **48,592** | **33,684** | **28,914** | **50,879** | **36.6** |
| Cumberland | 200.4 | Male | 96,951 | 7,596 | 7,680 | 7,625 | 11,928 | 15,392 | 16,087 | 11,191 | 8,704 | 10,748 | 33.9 |
| | | Female | 103,449 | 7,216 | 7,155 | 7,158 | 12,613 | 15,221 | 16,411 | 11,581 | 9,713 | 16,381 | 36.4 |
| Dauphin | 239.6 | Male | 114,635 | 10,405 | 9,636 | 8,794 | 10,739 | 19,654 | 19,413 | 12,282 | 10,377 | 13,335 | 34.0 |
| | | Female | 124,965 | 9,928 | 9,179 | 8,533 | 10,814 | 20,474 | 19,756 | 13,317 | 11,743 | 21,221 | 36.8 |
| Lebanon | 115.5 | Male | 56,390 | 4,945 | 5,025 | 4,771 | 5,263 | 8,751 | 8,915 | 6,318 | 5,416 | 6,986 | 34.4 |
| | | Female | 59,110 | 4,585 | 4,497 | 4,513 | 5,176 | 8,853 | 8,839 | 6,491 | 5,614 | 10,542 | 37.2 |
| Perry | 42.5 | Male | 21,172 | 1,964 | 2,008 | 2,015 | 1,881 | 3,353 | 3,746 | 2,410 | 1,758 | 2,037 | 33.1 |
| | | Female | 21,328 | 1,827 | 1,923 | 1,778 | 1,831 | 3,509 | 3,586 | 2,295 | 1,844 | 2,735 | 34.4 |
| **JOHNSTOWN** | **238.2** | **Male** | **114,544** | **8,904** | **10,024** | **10,330** | **10,413** | **16,203** | **17,990** | **12,018** | **11,226** | **17,436** | **35.8** |
| | | **Female** | **123,656** | **8,616** | **9,332** | **9,844** | **10,069** | **16,227** | **17,361** | **12,544** | **13,484** | **26,179** | **39.5** |
| Cambria | 160.4 | Male | 76,945 | 5,809 | 6,594 | 6,883 | 7,232 | 10,779 | 12,065 | 7,941 | 7,620 | 12,022 | 36.0 |
| | | Female | 83,455 | 5,587 | 6,071 | 6,580 | 7,071 | 10,546 | 11,716 | 8,329 | 9,230 | 18,325 | 40.0 |
| Somerset | 77.8 | Male | 37,599 | 3,095 | 3,430 | 3,447 | 3,181 | 5,424 | 5,925 | 4,077 | 3,606 | 5,414 | 35.4 |
| | | Female | 40,201 | 3,029 | 3,261 | 3,264 | 2,998 | 5,681 | 5,645 | 4,215 | 4,254 | 7,854 | 38.3 |
| **LANCASTER** | **437.6** | **Male** | **212,640** | **21,752** | **20,129** | **17,961** | **21,939** | **34,962** | **32,868** | **22,244** | **17,414** | **23,371** | **32.0** |
| | | **Female** | **224,960** | **20,611** | **18,939** | **17,317** | **22,670** | **35,270** | **33,415** | **23,009** | **19,054** | **34,675** | **34.3** |
| Lancaster | 437.6 | Male | 212,640 | 21,752 | 20,129 | 17,961 | 21,939 | 34,962 | 32,868 | 22,244 | 17,414 | 23,371 | 32.0 |
| | | Female | 224,960 | 20,611 | 18,939 | 17,317 | 22,670 | 35,270 | 33,415 | 23,009 | 19,054 | 34,675 | 34.3 |
| **PHILADELPHIA** | **4,924.1** | **Male** | **2,358,780** | **226,125** | **203,884** | **190,420** | **248,750** | **408,604** | **367,511** | **250,445** | **203,636** | **259,405** | **32.6** |
| | | **Female** | **2,565,320** | **215,842** | **195,285** | **181,599** | **246,799** | **420,460** | **390,506** | **272,952** | **233,192** | **408,685** | **35.6** |
| Bucks | 557.6 | Male | 274,700 | 26,133 | 24,563 | 23,357 | 25,013 | 47,133 | 47,576 | 32,302 | 23,703 | 24,920 | 33.1 |
| | | Female | 282,900 | 24,271 | 23,770 | 21,893 | 24,022 | 47,383 | 48,272 | 32,246 | 24,862 | 36,181 | 35.0 |
| Chester | 392.4 | Male | 192,423 | 18,410 | 16,648 | 15,745 | 18,538 | 32,021 | 33,634 | 23,437 | 16,292 | 17,698 | 33.4 |
| | | Female | 199,977 | 17,489 | 15,818 | 14,673 | 19,199 | 32,754 | 34,729 | 23,311 | 16,779 | 25,225 | 35.0 |
| Delaware | 551.4 | Male | 262,995 | 24,201 | 21,786 | 20,292 | 28,696 | 44,370 | 39,208 | 26,514 | 24,384 | 33,544 | 33.2 |
| | | Female | 288,405 | 23,335 | 20,628 | 18,544 | 28,010 | 45,710 | 41,483 | 29,633 | 28,347 | 52,715 | 36.9 |
| Montgomery | 687.5 | Male | 330,749 | 29,290 | 26,454 | 24,373 | 29,354 | 56,936 | 54,333 | 37,635 | 31,417 | 40,957 | 34.8 |
| | | Female | 356,751 | 27,709 | 25,076 | 23,087 | 29,917 | 57,054 | 55,668 | 40,231 | 34,730 | 63,279 | 37.8 |
| Philadelphia | 1,584.2 | Male | 737,314 | 72,835 | 62,809 | 58,956 | 89,094 | 129,880 | 102,969 | 69,993 | 61,500 | 89,278 | 31.5 |
| | | Female | 846,886 | 70,397 | 60,971 | 58,206 | 90,477 | 136,994 | 115,906 | 83,724 | 77,507 | 152,704 | 35.6 |
| *Burlington, N. J.* | *403.8* | *Male* | *199,633* | *18,318* | *17,249* | *16,363* | *22,618* | *35,518* | *32,274* | *22,408* | *17,059* | *17,826* | *32.1* |
| | | *Female* | *204,167* | *17,499* | *16,444* | *15,419* | *19,030* | *35,013* | *33,541* | *23,401* | *18,204* | *25,616* | [illegible] |
| *Camden, N. J.* | *511.7* | *Male* | *246,264* | *25,487* | *23,295* | *21,343* | *23,990* | *43,032* | *38,416* | *25,764* | *20,130* | *24,807* | *31.7* |
| | | *Female* | *265,436* | *24,339* | *22,065* | *20,068* | *24,324* | *44,950* | *41,195* | *27,854* | *22,776* | *37,865* | *34.3* |
| *Gloucester, N. J.* | *235.5* | *Male* | *114,702* | *11,451* | *11,080* | *9,991* | *11,447* | *19,714* | *19,101* | *12,392* | *9,151* | *10,375* | *31.8* |
| | | *Female* | *120,798* | *10,803* | *10,513* | *9,709* | *11,820* | *20,602* | *19,712* | *12,552* | *9,987* | *15,100* | *33.5* |
| ***PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA*** | ***5,986.2*** | ***Male*** | ***2,874,672*** | ***273,875*** | ***247,766*** | ***231,480*** | ***307,282*** | ***498,565*** | ***449,799*** | ***307,254*** | ***246,745*** | ***311,906*** | ***32.6*** |
| | | ***Female*** | ***3,111,528*** | ***261,067*** | ***237,154*** | ***220,799*** | ***305,416*** | ***510,420*** | ***475,920*** | ***332,322*** | ***280,853*** | ***487,577*** | ***35.4*** |
| **PITTSBURGH** | **2,037.9** | **Male** | **962,661** | **79,227** | **75,911** | **72,724** | **91,745** | **151,505** | **151,626** | **102,889** | **97,164** | **139,870** | **35.7** |
| | | **Female** | **1,075,239** | **75,406** | **72,339** | **69,784** | **92,364** | **159,051** | **159,380** | **115,503** | **114,199** | **217,213** | **39.3** |
| Allegheny | 1,323.1 | Male | 620,830 | 52,096 | 47,387 | 44,147 | 61,252 | 102,518 | 97,245 | 64,431 | 62,514 | 89,240 | 35.3 |
| | | Female | 702,270 | 49,939 | 45,590 | 42,505 | 62,368 | 107,903 | 103,464 | 74,063 | 73,941 | 142,497 | 39.1 |
| Fayette | 143.9 | Male | 68,451 | 5,646 | 6,139 | 6,320 | 6,109 | 9,450 | 10,553 | 7,237 | 6,610 | 10,387 | 35.5 |
| | | Female | 75,449 | 5,182 | 5,728 | 5,928 | 5,985 | 10,182 | 10,804 | 7,831 | 8,166 | 15,643 | 39.4 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **PENNSYLVANIA (continued)** | | | | | | | | | | | | | |
| **PITTSBURGH (continued)** | | | | | | | | | | | | | |
| Washington | 202.9 | Male | 97,185 | 7,516 | 8,024 | 8,126 | 9,226 | 13,727 | 15,416 | 10,974 | 9,736 | 14,440 | 36.3 |
| | | Female | 105,715 | 7,103 | 7,459 | 7,636 | 8,906 | 14,355 | 15,896 | 11,757 | 11,254 | 21,349 | 39.7 |
| Westmoreland | 368.0 | Male | 176,195 | 13,969 | 14,361 | 14,131 | 15,158 | 25,810 | 28,412 | 20,247 | 18,304 | 25,803 | 36.6 |
| | | Female | 191,805 | 13,182 | 13,562 | 13,715 | 15,105 | 26,611 | 29,216 | 21,852 | 20,838 | 37,724 | 39.7 |
| **PITTSBURGH - BEAVER VALLEY CONSOLIDATED AREA** | **2,222.1** | **Male** | **1,050,510** | **86,589** | **83,449** | **79,987** | **99,230** | **164,478** | **164,767** | **112,535** | **106,718** | **152,757** | **35.7** |
| | | **Female** | **1,171,590** | **82,392** | **79,612** | **76,648** | **99,816** | **172,996** | **173,219** | **126,087** | **125,042** | **235,778** | **39.3** |
| **READING** | **342.8** | **Male** | **165,844** | **14,505** | **13,910** | **12,816** | **16,259** | **26,805** | **25,892** | **17,993** | **15,907** | **21,757** | **34.5** |
| | | **Female** | **176,956** | **13,849** | **13,172** | **12,207** | **16,651** | **26,471** | **26,163** | **18,855** | **17,291** | **32,297** | **37.3** |
| Berks | 342.8 | Male | 165,844 | 14,505 | 13,910 | 12,816 | 16,259 | 26,805 | 25,892 | 17,993 | 15,907 | 21,757 | 34.5 |
| | | Female | 176,956 | 13,849 | 13,172 | 12,207 | 16,651 | 26,471 | 26,163 | 18,855 | 17,291 | 32,297 | 37.3 |
| **SCRANTON - WILKES-BARRE** | **739.5** | **Male** | **351,474** | **29,083** | **28,200** | **27,754** | **36,501** | **52,188** | **54,061** | **38,281** | **33,945** | **51,461** | **35.4** |
| | | **Female** | **388,026** | **27,414** | **26,891** | **26,775** | **37,125** | **52,214** | **53,602** | **39,409** | **40,280** | **84,316** | **39.4** |
| Columbia | 63.5 | Male | 30,109 | 2,353 | 2,400 | 2,366 | 4,251 | 4,230 | 4,465 | 3,207 | 2,797 | 4,040 | 33.7 |
| | | Female | 33,391 | 2,309 | 2,349 | 2,226 | 5,132 | 4,404 | 4,467 | 3,386 | 3,003 | 6,115 | 35.6 |
| Lackawanna | 218.3 | Male | 102,166 | 8,412 | 8,191 | 8,134 | 10,528 | 14,660 | 15,150 | 11,007 | 9,982 | 16,102 | 35.8 |
| | | Female | 116,134 | 7,919 | 7,637 | 7,831 | 10,744 | 15,147 | 15,566 | 11,541 | 12,397 | 27,352 | 40.6 |
| Luzerne | 327.2 | Male | 154,843 | 12,179 | 11,896 | 11,786 | 15,367 | 23,229 | 23,605 | 17,056 | 15,752 | 23,973 | 36.3 |
| | | Female | 172,357 | 11,432 | 11,483 | 11,650 | 14,745 | 22,175 | 23,082 | 17,690 | 18,956 | 41,144 | 41.4 |
| Monroe | 101.8 | Male | 50,170 | 4,802 | 4,401 | 4,020 | 4,939 | 8,011 | 8,524 | 5,338 | 4,306 | 5,829 | 33.6 |
| | | Female | 51,630 | 4,506 | 4,138 | 3,747 | 5,051 | 8,385 | 8,211 | 5,289 | 4,729 | 7,574 | 35.0 |
| Wyoming | 28.7 | Male | 14,186 | 1,337 | 1,312 | 1,448 | 1,416 | 2,058 | 2,317 | 1,673 | 1,108 | 1,517 | 32.7 |
| | | Female | 14,514 | 1,248 | 1,284 | 1,321 | 1,453 | 2,103 | 2,276 | 1,503 | 1,195 | 2,131 | 34.3 |
| **SHARON** | **119.9** | **Male** | **58,145** | **4,755** | **4,922** | **5,158** | **6,095** | **8,118** | **8,588** | **6,212** | **5,938** | **8,359** | **35.0** |
| | | **Female** | **61,755** | **4,417** | **4,536** | **4,496** | **5,765** | **8,278** | **8,571** | **6,761** | **6,496** | **12,435** | **38.9** |
| Mercer | 119.9 | Male | 58,145 | 4,755 | 4,922 | 5,158 | 6,095 | 8,118 | 8,588 | 6,212 | 5,938 | 8,359 | 35.0 |
| | | Female | 61,755 | 4,417 | 4,536 | 4,496 | 5,765 | 8,278 | 8,571 | 6,761 | 6,496 | 12,435 | 38.9 |
| **STATE COLLEGE** | **126.0** | **Male** | **65,300** | **4,403** | **3,883** | **3,682** | **19,271** | **11,276** | **8,389** | **5,518** | **4,145** | **4,733** | **26.3** |
| | | **Female** | **60,700** | **4,233** | **3,722** | **3,493** | **15,458** | **9,151** | **7,931** | **5,563** | **4,367** | **6,783** | **28.8** |
| Centre | 126.0 | Male | 65,300 | 4,403 | 3,883 | 3,682 | 19,271 | 11,276 | 8,389 | 5,518 | 4,145 | 4,733 | 26.3 |
| | | Female | 60,700 | 4,233 | 3,722 | 3,493 | 15,458 | 9,151 | 7,931 | 5,562 | 4,367 | 6,783 | 28.8 |
| **WILLIAMSPORT** | **120.0** | **Male** | **57,891** | **5,232** | **5,242** | **4,877** | **5,846** | **8,798** | **9,052** | **6,253** | **5,343** | **7,248** | **33.8** |
| | | **Female** | **62,109** | **4,998** | **5,027** | **4,723** | **5,491** | **9,200** | **9,198** | **6,424** | **5,932** | **11,116** | **36.8** |
| Lycoming | 120.0 | Male | 57,891 | 5,232 | 5,242 | 4,877 | 5,846 | 8,798 | 9,052 | 6,253 | 5,343 | 7,248 | 33.8 |
| | | Female | 62,109 | 4,998 | 5,027 | 4,723 | 5,491 | 9,200 | 9,198 | 6,424 | 5,932 | 11,116 | 36.8 |
| **YORK** | **427.7** | **Male** | **209,391** | **19,127** | **17,851** | **16,836** | **20,361** | **34,695** | **34,735** | **24,066** | **18,362** | **23,358** | **33.8** |
| | | **Female** | **218,309** | **17,704** | **16,967** | **16,444** | **20,164** | **35,063** | **34,874** | **24,114** | **19,355** | **33,624** | **35.8** |
| Adams | 80.9 | Male | 39,505 | 3,596 | 3,542 | 3,240 | 4,482 | 6,244 | 6,195 | 4,304 | 3,362 | 4,540 | 32.8 |
| | | Female | 41,395 | 3,416 | 3,336 | 3,244 | 4,256 | 6,412 | 6,204 | 4,339 | 3,592 | 6,596 | 35.1 |
| York | 346.8 | Male | 169,886 | 15,531 | 14,309 | 13,596 | 15,879 | 28,451 | 28,540 | 19,762 | 15,000 | 18,818 | 34.0 |
| | | Female | 176,914 | 14,288 | 13,631 | 13,200 | 15,908 | 28,651 | 28,670 | 19,775 | 15,763 | 27,028 | 36.0 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Adams | 80.9 | Male | 39,505 | 3,596 | 3,542 | 3,240 | 4,482 | 6,244 | 6,195 | 4,304 | 3,362 | 4,540 | 32.8 |
| | | Female | 41,395 | 3,416 | 3,336 | 3,244 | 4,256 | 6,412 | 6,204 | 4,339 | 3,592 | 6,596 | 35.1 |
| Allegheny | 1,323.1 | Male | 620,830 | 52,096 | 47,387 | 44,147 | 61,252 | 102,518 | 97,245 | 64,431 | 62,514 | 89,240 | 35.3 |
| | | Female | 702,270 | 49,939 | 45,590 | 42,505 | 62,368 | 107,903 | 103,464 | 74,063 | 73,941 | 142,497 | 39.1 |
| Armstrong | 73.0 | Male | 35,145 | 2,761 | 3,132 | 3,134 | 2,906 | 5,303 | 5,396 | 3,789 | 3,379 | 5,345 | 35.6 |
| | | Female | 37,855 | 2,758 | 2,972 | 2,893 | 2,993 | 5,306 | 5,455 | 3,960 | 3,923 | 7,595 | 38.7 |
| Beaver | 184.2 | Male | 87,849 | 7,362 | 7,538 | 7,263 | 7,485 | 12,973 | 13,141 | 9,646 | 9,554 | 12,887 | 36.0 |
| | | Female | 96,351 | 6,986 | 7,273 | 6,864 | 7,452 | 13,945 | 13,839 | 10,584 | 10,843 | 18,565 | 39.1 |
| Bedford | 48.3 | Male | 23,613 | 1,947 | 2,143 | 2,166 | 2,124 | 3,563 | 3,400 | 2,809 | 2,320 | 3,141 | 34.6 |
| | | Female | 24,687 | 1,839 | 1,969 | 2,122 | 2,011 | 3,413 | 3,455 | 2,943 | 2,368 | 4,367 | 37.9 |
| Berks | 342.8 | Male | 165,844 | 14,505 | 13,910 | 12,816 | 16,259 | 26,805 | 25,892 | 17,993 | 15,907 | 21,757 | 34.5 |
| | | Female | 176,956 | 13,849 | 13,172 | 12,207 | 16,651 | 26,471 | 26,163 | 18,855 | 17,291 | 32,297 | 37.3 |
| Blair | 130.2 | Male | 61,370 | 5,270 | 5,553 | 5,480 | 5,574 | 8,899 | 9,460 | 6,605 | 5,957 | 8,572 | 34.9 |
| | | Female | 68,830 | 4,950 | 5,392 | 5,302 | 5,824 | 9,387 | 10,007 | 7,267 | 6,980 | 13,721 | 38.6 |
| Bradford | 61.4 | Male | 29,877 | 2,876 | 2,935 | 2,848 | 2,432 | 4,344 | 4,550 | 3,505 | 2,676 | 3,711 | 33.9 |
| | | Female | 31,523 | 2,626 | 2,768 | 2,692 | 2,487 | 4,580 | 4,605 | 3,545 | 2,850 | 5,370 | 36.3 |
| Bucks | 557.6 | Male | 274,700 | 26,133 | 24,563 | 23,357 | 25,013 | 47,133 | 47,576 | 32,302 | 23,703 | 24,920 | 33.1 |
| | | Female | 282,900 | 24,271 | 23,770 | 21,893 | 24,022 | 47,383 | 48,272 | 32,246 | 24,862 | 36,181 | 35.0 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **PENNSYLVANIA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Butler | 153.5 | Male | 74,923 | 6,583 | 6,761 | 6,424 | 7,969 | 11,721 | 12,265 | 8,295 | 6,469 | 8,436 | 33.3 |
| | | Female | 78,577 | 6,249 | 6,232 | 6,028 | 8,086 | 12,005 | 12,282 | 8,345 | 6,845 | 12,505 | 35.6 |
| Cambria | 160.4 | Male | 76,945 | 5,809 | 6,594 | 6,883 | 7,232 | 10,779 | 12,065 | 7,941 | 7,620 | 12,022 | 36.0 |
| | | Female | 83,455 | 5,587 | 6,071 | 6,580 | 7,071 | 10,546 | 11,716 | 8,329 | 9,230 | 18,325 | 40.0 |
| Cameron | 5.9 | Male | 2,891 | 277 | 282 | 262 | 224 | 375 | 427 | 311 | 298 | 435 | 35.6 |
| | | Female | 3,009 | 257 | 229 | 200 | 220 | 400 | 420 | 302 | 315 | 666 | 39.7 |
| Carbon | 58.0 | Male | 28,029 | 2,274 | 2,305 | 2,278 | 2,375 | 4,222 | 4,246 | 3,008 | 2,867 | 4,454 | 36.3 |
| | | Female | 29,971 | 2,140 | 2,161 | 2,169 | 2,320 | 4,234 | 4,098 | 3,133 | 3,370 | 6,346 | 39.8 |
| Centre | 126.0 | Male | 65,300 | 4,403 | 3,883 | 3,682 | 19,271 | 11,276 | 8,389 | 5,518 | 4,145 | 4,733 | 26.3 |
| | | Female | 60,700 | 4,233 | 3,722 | 3,493 | 15,458 | 9,151 | 7,931 | 5,562 | 4,367 | 6,783 | 28.8 |
| Chester | 392.4 | Male | 192,423 | 18,410 | 16,648 | 15,745 | 18,538 | 32,021 | 33,634 | 23,437 | 16,292 | 17,698 | 33.4 |
| | | Female | 199,977 | 17,489 | 15,818 | 14,673 | 19,199 | 32,754 | 34,729 | 23,311 | 16,779 | 25,225 | 35.0 |
| Clarion | 41.5 | Male | 20,065 | 1,552 | 1,727 | 1,727 | 3,168 | 2,787 | 2,774 | 2,143 | 1,792 | 2,395 | 31.7 |
| | | Female | 21,435 | 1,454 | 1,637 | 1,628 | 3,544 | 2,761 | 2,773 | 2,256 | 1,905 | 3,477 | 33.9 |
| Clearfield | 77.4 | Male | 37,359 | 3,231 | 3,392 | 3,444 | 3,319 | 5,587 | 5,633 | 4,046 | 3,477 | 5,230 | 34.5 |
| | | Female | 40,041 | 3,003 | 3,176 | 3,319 | 3,284 | 5,594 | 5,517 | 4,373 | 3,989 | 7,786 | 38.0 |
| Clinton | 37.2 | Male | 17,837 | 1,435 | 1,539 | 1,539 | 2,302 | 2,354 | 2,513 | 1,924 | 1,772 | 2,459 | 33.9 |
| | | Female | 19,363 | 1,287 | 1,482 | 1,454 | 2,490 | 2,477 | 2,609 | 2,045 | 1,957 | 3,562 | 36.9 |
| Columbia | 63.5 | Male | 30,109 | 2,353 | 2,400 | 2,366 | 4,251 | 4,230 | 4,465 | 3,207 | 2,797 | 4,040 | 33.7 |
| | | Female | 33,391 | 2,309 | 2,349 | 2,226 | 5,132 | 4,404 | 4,467 | 3,386 | 3,003 | 6,115 | 35.6 |
| Crawford | 85.5 | Male | 41,535 | 3,683 | 3,999 | 3,868 | 4,391 | 5,651 | 6,234 | 4,521 | 3,701 | 5,487 | 33.5 |
| | | Female | 43,965 | 3,494 | 3,615 | 3,611 | 4,247 | 5,944 | 6,406 | 4,729 | 4,059 | 7,860 | 36.7 |
| Cumberland | 200.4 | Male | 96,951 | 7,596 | 7,680 | 7,625 | 11,928 | 15,392 | 16,087 | 11,191 | 8,704 | 10,748 | 33.9 |
| | | Female | 103,449 | 7,216 | 7,155 | 7,158 | 12,613 | 15,221 | 16,411 | 11,581 | 9,713 | 16,381 | 36.4 |
| Dauphin | 239.6 | Male | 114,635 | 10,405 | 9,636 | 8,794 | 10,739 | 19,654 | 19,413 | 12,282 | 10,377 | 13,335 | 34.0 |
| | | Female | 124,965 | 9,928 | 9,179 | 8,533 | 10,814 | 20,474 | 19,756 | 13,317 | 11,743 | 21,221 | 36.8 |
| Delaware | 551.4 | Male | 262,995 | 24,201 | 21,786 | 20,292 | 28,696 | 44,370 | 39,208 | 26,514 | 24,384 | 33,544 | 33.2 |
| | | Female | 288,405 | 23,335 | 20,628 | 18,544 | 28,010 | 45,710 | 41,483 | 29,633 | 28,347 | 52,715 | 36.9 |
| Elk | 34.4 | Male | 16,923 | 1,506 | 1,569 | 1,472 | 1,425 | 2,628 | 2,491 | 1,831 | 1,710 | 2,291 | 34.5 |
| | | Female | 17,477 | 1,418 | 1,493 | 1,406 | 1,371 | 2,457 | 2,354 | 1,875 | 1,822 | 3,281 | 37.5 |
| Erie | 275.4 | Male | 133,074 | 12,690 | 12,531 | 11,714 | 15,639 | 20,158 | 20,257 | 13,437 | 11,197 | 15,451 | 31.9 |
| | | Female | 142,326 | 11,929 | 11,768 | 11,227 | 15,891 | 21,031 | 20,705 | 14,144 | 12,610 | 23,021 | 34.7 |
| Fayette | 143.9 | Male | 68,451 | 5,646 | 6,139 | 6,320 | 6,109 | 9,450 | 10,553 | 7,237 | 6,610 | 10,387 | 35.5 |
| | | Female | 75,449 | 5,182 | 5,728 | 5,928 | 5,985 | 10,182 | 10,804 | 7,831 | 8,166 | 15,643 | 39.4 |
| Forest | 4.8 | Male | 2,475 | 184 | 175 | 299 | 180 | 264 | 334 | 293 | 284 | 462 | 39.1 |
| | | Female | 2,325 | 139 | 164 | 163 | 157 | 269 | 323 | 308 | 282 | 520 | 43.4 |
| Franklin | 122.9 | Male | 59,692 | 5,106 | 5,162 | 5,169 | 5,933 | 9,179 | 9,430 | 6,895 | 5,538 | 7,280 | 34.2 |
| | | Female | 63,208 | 4,956 | 4,864 | 4,922 | 5,700 | 9,361 | 9,464 | 7,235 | 6,078 | 10,628 | 36.9 |
| Fulton | 14.2 | Male | 7,031 | 651 | 651 | 633 | 674 | 1,072 | 999 | 852 | 679 | 820 | 33.5 |
| | | Female | 7,169 | 600 | 603 | 689 | 596 | 1,044 | 1,051 | 852 | 702 | 1,032 | 35.5 |
| Greene | 39.3 | Male | 18,699 | 1,568 | 1,674 | 1,869 | 1,871 | 2,513 | 3,045 | 1,965 | 1,526 | 2,668 | 34.4 |
| | | Female | 20,601 | 1,530 | 1,668 | 1,809 | 1,862 | 2,828 | 3,138 | 1,959 | 1,935 | 3,872 | 36.9 |
| Huntingdon | 44.4 | Male | 22,987 | 1,777 | 1,718 | 1,946 | 2,800 | 3,899 | 3,936 | 2,488 | 2,007 | 2,416 | 33.3 |
| | | Female | 21,413 | 1,736 | 1,632 | 1,699 | 2,216 | 2,848 | 3,035 | 2,360 | 2,229 | 3,658 | 36.9 |
| Indiana | 89.7 | Male | 43,323 | 3,367 | 3,794 | 3,593 | 7,081 | 6,070 | 6,391 | 4,355 | 3,419 | 5,253 | 31.3 |
| | | Female | 46,377 | 3,232 | 3,616 | 3,514 | 7,865 | 6,051 | 6,327 | 4,484 | 3,956 | 7,332 | 33.2 |
| Jefferson | 45.8 | Male | 22,155 | 1,912 | 2,161 | 1,989 | 1,851 | 3,341 | 3,297 | 2,311 | 2,009 | 3,284 | 34.5 |
| | | Female | 23,645 | 1,797 | 1,943 | 1,885 | 1,878 | 3,261 | 3,230 | 2,502 | 2,455 | 4,694 | 38.3 |
| Juniata | 20.9 | Male | 10,300 | 887 | 986 | 895 | 957 | 1,610 | 1,601 | 1,156 | 957 | 1,251 | 33.9 |
| | | Female | 10,600 | 863 | 887 | 881 | 895 | 1,545 | 1,523 | 1,187 | 1,023 | 1,796 | 36.5 |
| Lackawanna | 218.3 | Male | 102,166 | 8,412 | 8,191 | 8,134 | 10,528 | 14,660 | 15,150 | 11,007 | 9,982 | 16,102 | 35.8 |
| | | Female | 116,134 | 7,919 | 7,637 | 7,831 | 10,744 | 15,147 | 15,566 | 11,541 | 12,397 | 27,352 | 40.6 |
| Lancaster | 437.6 | Male | 212,640 | 21,752 | 20,129 | 17,961 | 21,939 | 34,962 | 32,868 | 22,244 | 17,414 | 23,371 | 32.0 |
| | | Female | 224,960 | 20,611 | 18,939 | 17,317 | 22,670 | 35,270 | 33,415 | 23,009 | 19,054 | 34,675 | 34.3 |
| Lawrence | 95.2 | Male | 45,166 | 3,730 | 4,003 | 3,849 | 4,171 | 6,172 | 6,705 | 4,798 | 4,667 | 7,071 | 36.0 |
| | | Female | 50,034 | 3,574 | 3,741 | 3,612 | 4,239 | 6,492 | 7,052 | 5,235 | 5,394 | 10,695 | 39.8 |
| Lebanon | 115.5 | Male | 56,390 | 4,945 | 5,025 | 4,771 | 5,263 | 8,751 | 8,915 | 6,318 | 5,416 | 6,986 | 34.4 |
| | | Female | 59,110 | 4,585 | 4,497 | 4,513 | 5,176 | 8,853 | 8,839 | 6,491 | 5,614 | 10,542 | 37.2 |
| Lehigh | 296.4 | Male | 142,597 | 12,484 | 11,648 | 10,644 | 13,187 | 24,076 | 23,230 | 15,749 | 13,427 | 18,152 | 34.7 |
| | | Female | 153,803 | 11,700 | 10,850 | 10,250 | 13,539 | 24,317 | 23,602 | 16,465 | 15,084 | 27,996 | 37.6 |
| Luzerne | 327.2 | Male | 154,843 | 12,179 | 11,896 | 11,786 | 15,367 | 23,229 | 23,605 | 17,056 | 15,752 | 23,973 | 36.3 |
| | | Female | 172,357 | 11,432 | 11,483 | 11,650 | 14,745 | 22,175 | 23,082 | 17,690 | 18,956 | 41,144 | 41.4 |
| Lycoming | 120.0 | Male | 57,891 | 5,232 | 5,242 | 4,877 | 5,846 | 8,798 | 9,052 | 6,253 | 5,343 | 7,248 | 33.8 |
| | | Female | 62,109 | 4,998 | 5,027 | 4,723 | 5,491 | 9,200 | 9,198 | 6,424 | 5,932 | 11,116 | 36.8 |

# POPULATION BY AGE AND SEX

| SMM ESTIMATES | | | | Population by Age and Sex | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | Median Age By Sex |
| **PENNSYLVANIA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| McKean | 46.3 | Male | 22,822 | 1,940 | 2,048 | 1,964 | 2,080 | 3,414 | 3,532 | 2,517 | 2,166 | 3,161 | 34.9 |
| | | Female | 23,478 | 1,793 | 1,832 | 1,957 | 1,920 | 3,206 | 3,208 | 2,475 | 2,412 | 4,675 | 38.2 |
| Mercer | 119.9 | Male | 58,145 | 4,755 | 4,922 | 5,158 | 6,095 | 8,118 | 8,588 | 6,212 | 5,938 | 8,359 | 35.0 |
| | | Female | 61,755 | 4,417 | 4,536 | 4,496 | 5,765 | 8,278 | 8,571 | 6,761 | 6,496 | 12,435 | 38.9 |
| Mifflin | 46.3 | Male | 22,177 | 2,060 | 1,952 | 1,948 | 2,111 | 3,277 | 3,175 | 2,679 | 2,110 | 2,865 | 34.2 |
| | | Female | 24,123 | 1,944 | 1,841 | 1,839 | 2,068 | 3,276 | 3,419 | 2,735 | 2,387 | 4,614 | 38.2 |
| Monroe | 101.8 | Male | 50,170 | 4,802 | 4,401 | 4,020 | 4,939 | 8,011 | 8,524 | 5,338 | 4,306 | 5,829 | 33.6 |
| | | Female | 51,630 | 4,506 | 4,138 | 3,747 | 5,051 | 8,385 | 8,211 | 5,289 | 4,729 | 7,574 | 35.0 |
| Montgomery | 687.5 | Male | 330,749 | 29,290 | 26,454 | 24,373 | 29,354 | 56,936 | 54,333 | 37,635 | 31,417 | 40,957 | 34.8 |
| | | Female | 356,751 | 27,709 | 25,076 | 23,087 | 29,917 | 57,054 | 55,668 | 40,231 | 34,730 | 63,279 | 37.8 |
| Montour | 17.7 | Male | 8,312 | 759 | 741 | 714 | 698 | 1,353 | 1,276 | 945 | 749 | 1,077 | 34.2 |
| | | Female | 9,388 | 765 | 707 | 644 | 744 | 1,509 | 1,317 | 969 | 846 | 1,887 | 37.5 |
| Northampton | 253.7 | Male | 123,476 | 10,651 | 10,148 | 9,438 | 14,314 | 19,262 | 19,662 | 13,379 | 11,161 | 15,461 | 33.9 |
| | | Female | 130,224 | 10,175 | 9,803 | 9,042 | 12,671 | 19,559 | 19,935 | 13,746 | 12,391 | 22,902 | 36.9 |
| Northumberland | 96.5 | Male | 45,777 | 3,867 | 3,808 | 3,839 | 3,884 | 6,608 | 6,940 | 5,240 | 4,565 | 7,026 | 36.3 |
| | | Female | 50,723 | 3,540 | 3,682 | 3,762 | 3,881 | 6,718 | 6,907 | 5,418 | 5,397 | 11,418 | 40.5 |
| Perry | 42.5 | Male | 21,172 | 1,964 | 2,008 | 2,015 | 1,881 | 3,353 | 3,746 | 2,410 | 1,758 | 2,037 | 33.1 |
| | | Female | 21,328 | 1,827 | 1,923 | 1,778 | 1,831 | 3,509 | 3,586 | 2,295 | 1,844 | 2,735 | 34.4 |
| Philadelphia | 1,584.2 | Male | 737,314 | 72,835 | 62,809 | 58,956 | 89,094 | 129,880 | 102,969 | 69,993 | 61,500 | 89,278 | 31.5 |
| | | Female | 846,886 | 70,397 | 60,971 | 58,206 | 90,477 | 136,994 | 115,906 | 83,724 | 77,507 | 152,704 | 35.6 |
| Pike | 31.1 | Male | 15,408 | 1,518 | 1,381 | 1,166 | 982 | 2,477 | 2,450 | 1,640 | 1,619 | 2,175 | 35.7 |
| | | Female | 15,692 | 1,531 | 1,287 | 1,049 | 960 | 2,550 | 2,369 | 1,542 | 1,725 | 2,679 | 37.0 |
| Potter | 16.8 | Male | 8,157 | 772 | 793 | 831 | 625 | 1,096 | 1,181 | 921 | 800 | 1,138 | 34.6 |
| | | Female | 8,643 | 710 | 804 | 727 | 612 | 1,142 | 1,224 | 920 | 867 | 1,637 | 37.7 |
| Schuylkill | 152.5 | Male | 73,527 | 5,604 | 5,874 | 5,968 | 6,608 | 10,853 | 11,140 | 7,836 | 7,668 | 11,976 | 36.7 |
| | | Female | 78,973 | 5,221 | 5,596 | 5,555 | 6,036 | 10,083 | 10,688 | 7,971 | 8,969 | 18,854 | 41.5 |
| Snyder | 37.3 | Male | 18,218 | 1,699 | 1,585 | 1,526 | 2,307 | 2,813 | 2,783 | 1,987 | 1,535 | 1,983 | 32.1 |
| | | Female | 19,082 | 1,654 | 1,546 | 1,510 | 2,318 | 2,824 | 2,753 | 2,050 | 1,684 | 2,743 | 33.9 |
| Somerset | 77.8 | Male | 37,599 | 3,095 | 3,430 | 3,447 | 3,181 | 5,424 | 5,925 | 4,077 | 3,606 | 5,414 | 35.4 |
| | | Female | 40,201 | 3,029 | 3,261 | 3,264 | 2,998 | 5,681 | 5,645 | 4,215 | 4,254 | 7,854 | 38.3 |
| Sullivan | 6.1 | Male | 3,063 | 206 | 254 | 315 | 332 | 389 | 397 | 285 | 335 | 550 | 35.9 |
| | | Female | 3,037 | 206 | 211 | 229 | 230 | 397 | 376 | 320 | 335 | 733 | 41.5 |
| Susquehanna | 41.3 | Male | 20,395 | 1,902 | 2,044 | 1,787 | 1,607 | 3,064 | 3,080 | 2,420 | 1,816 | 2,675 | 34.3 |
| | | Female | 20,905 | 1,793 | 1,888 | 1,738 | 1,522 | 3,087 | 2,976 | 2,320 | 1,873 | 3,708 | 36.4 |
| Tioga | 41.1 | Male | 20,065 | 1,730 | 1,862 | 1,844 | 2,254 | 2,690 | 2,830 | 2,322 | 1,868 | 2,665 | 33.7 |
| | | Female | 21,035 | 1,609 | 1,728 | 1,694 | 2,424 | 2,808 | 2,839 | 2,421 | 1,949 | 3,563 | 35.9 |
| Union | 36.6 | Male | 18,910 | 1,596 | 1,464 | 1,382 | 3,100 | 2,853 | 3,077 | 2,084 | 1,501 | 1,853 | 31.7 |
| | | Female | 17,690 | 1,382 | 1,352 | 1,311 | 2,624 | 2,361 | 2,509 | 1,838 | 1,498 | 2,815 | 34.2 |
| Venango | 58.3 | Male | 28,276 | 2,452 | 2,639 | 2,798 | 2,226 | 4,091 | 4,551 | 3,108 | 2,855 | 3,556 | 34.8 |
| | | Female | 30,024 | 2,333 | 2,499 | 2,443 | 2,137 | 4,341 | 4,508 | 3,306 | 3,160 | 5,297 | 37.8 |
| Warren | 44.7 | Male | 21,786 | 1,917 | 1,984 | 1,923 | 1,698 | 3,216 | 3,360 | 2,618 | 2,120 | 2,950 | 35.5 |
| | | Female | 22,914 | 1,812 | 1,882 | 1,776 | 1,689 | 3,210 | 3,410 | 2,653 | 2,359 | 4,123 | 38.2 |
| Washington | 202.9 | Male | 97,185 | 7,516 | 8,024 | 8,126 | 9,226 | 13,727 | 15.416 | 10,974 | 9,736 | 14,440 | 36.3 |
| | | Female | 105,715 | 7,103 | 7,459 | 7,636 | 8,906 | 14,355 | 15,896 | 11,757 | 11,254 | 21,349 | 39.7 |
| Wayne | 41.6 | Male | 20,643 | 1,784 | 1,875 | 1,778 | 1,753 | 3,051 | 3,221 | 2,248 | 1,947 | 2,986 | 35.2 |
| | | Female | 20,957 | 1,667 | 1,718 | 1,662 | 1,513 | 2,838 | 3,045 | 2,244 | 2,152 | 4,118 | 38.5 |
| Westmoreland | 368.0 | Male | 176,195 | 13,969 | 14,361 | 14,131 | 15,158 | 25,810 | 28,412 | 20,247 | 18,304 | 25,803 | 36.6 |
| | | Female | 191,805 | 13,182 | 13,562 | 13,715 | 15,105 | 26,611 | 29,216 | 21,852 | 20,838 | 37,724 | 39.7 |
| Wyoming | 28.7 | Male | 14,186 | 1,337 | 1,312 | 1,448 | 1,416 | 2,058 | 2,317 | 1,673 | 1,108 | 1,517 | 32.7 |
| | | Female | 14,514 | 1,248 | 1,284 | 1,321 | 1,453 | 2,103 | 2,276 | 1,503 | 1,195 | 2,131 | 34.3 |
| York | 346.8 | Male | 169,886 | 15,531 | 14,309 | 13,596 | 15,879 | 28,451 | 28,540 | 19,762 | 15,000 | 18,818 | 34.0 |
| | | Female | 176,914 | 14,288 | 13,631 | 13,200 | 15,908 | 28,651 | 28,670 | 19,775 | 15,763 | 27,028 | 36.0 |
| **TOTAL METRO COUNTIES** | **10,158.6** | **Male** | **4,861,614** | **433,498** | **406,404** | **384,883** | **507,510** | **791,630** | **759,078** | **519,380** | **447,158** | **612,073** | **33.8** |
| | | **Female** | **5,296,986** | **411,885** | **387,189** | **368,322** | **505,513** | **811,350** | **787,331** | **560,349** | **512,875** | **952,172** | **37.1** |
| **TOTAL STATE** | **11,968.1** | **Male** | **5,741,146** | **508,337** | **484,511** | **461,792** | **595,553** | **921,308** | **893,492** | **616,517** | **529,492** | **730,144** | **33.9** |
| | | **Female** | **6,226,954** | **482,657** | **460,453** | **440,745** | **592,332** | **940,336** | **919,898** | **660,026** | **604,775** | **1,125,732** | **37.1** |
| **RHODE ISLAND** | | | | | | | | | | | | | |
| **PROVIDENCE - PAWTUCKET - WOONSOCKET** | **924.7** | **Male** | **442,391** | **39,297** | **35,602** | **33,039** | **53,391** | **76,295** | **68,612** | **44,496** | **37,326** | **54,333** | **32.8** |
| | | **Female** | **482,309** | **37,111** | **33,644** | **31,695** | **53,535** | **77,646** | **70,251** | **47,833** | **43,053** | **87,543** | **36.1** |

1992 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **RHODE ISLAND (continued)** | | | | | | | | | | | | | |
| **PROVIDENCE - PAWTUCKET - WOONSOCKET (continued)** | | | | | | | | | | | | | |
| Bristol | 49.0 | Male | 23,790 | 2,036 | 1,776 | 1,767 | 2,751 | 3,609 | 3,676 | 2,613 | 2,316 | 3,246 | 34.9 |
| | | Female | 25,210 | 1,896 | 1,722 | 1,698 | 2,481 | 3,734 | 3,823 | 2,823 | 2,489 | 4,544 | 37.8 |
| Kent | 163.2 | Male | 78,249 | 6,458 | 6,348 | 6,283 | 7,126 | 13,161 | 13,236 | 8,887 | 7,112 | 9,638 | 34.8 |
| | | Female | 84,951 | 6,193 | 5,874 | 5,899 | 7,154 | 13,721 | 13,637 | 9,337 | 8,029 | 15,107 | 37.7 |
| Providence | 600.0 | Male | 285,376 | 26,038 | 22,783 | 20,886 | 35,860 | 50,668 | 42,426 | 27,242 | 23,711 | 35,762 | 32.3 |
| | | Female | 314,624 | 24,495 | 21,786 | 20,239 | 35,819 | 51,189 | 43,546 | 29,864 | 28,069 | 59,617 | 35.9 |
| Washington | 112.5 | Male | 54,976 | 4,765 | 4,695 | 4,103 | 7,654 | 8,857 | 9,274 | 5,754 | 4,187 | 5,687 | 32.1 |
| | | Female | 57,524 | 4,527 | 4,262 | 3,859 | 8,081 | 9,002 | 9,245 | 5,808 | 4,466 | 8,274 | 33.9 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Bristol | 49.0 | Male | 23,790 | 2,036 | 1,776 | 1,767 | 2,751 | 3,609 | 3,676 | 2,613 | 2,316 | 3,246 | 34.9 |
| | | Female | 25,210 | 1,896 | 1,722 | 1,698 | 2,481 | 3,734 | 3,823 | 2,823 | 2,489 | 4,544 | 37.8 |
| Kent | 163.2 | Male | 78,249 | 6,458 | 6,348 | 6,283 | 7,126 | 13,161 | 13,236 | 8,887 | 7,112 | 9,638 | 34.8 |
| | | Female | 84,951 | 6,193 | 5,874 | 5,899 | 7,154 | 13,721 | 13,637 | 9,337 | 8,029 | 15,107 | 37.7 |
| Newport | 87.4 | Male | 43,553 | 3,627 | 3,366 | 3,159 | 5,639 | 7,955 | 7,416 | 4,578 | 3,399 | 4,414 | 32.5 |
| | | Female | 43,847 | 3,468 | 3,206 | 3,028 | 4,508 | 7,047 | 7,250 | 4,611 | 3,722 | 7,007 | 35.9 |
| Providence | 600.0 | Male | 285,376 | 26,038 | 22,783 | 20,886 | 35,860 | 50,668 | 42,426 | 27,242 | 23,711 | 35,762 | 32.3 |
| | | Female | 314,624 | 24,495 | 21,786 | 20,239 | 35,819 | 51,189 | 43,546 | 29,864 | 28,069 | 59,617 | 35.9 |
| Washington | 112.5 | Male | 54,976 | 4,765 | 4,695 | 4,103 | 7,654 | 8,857 | 9,274 | 5,754 | 4,187 | 5,687 | 32.1 |
| | | Female | 57,524 | 4,527 | 4,262 | 3,859 | 8,081 | 9,002 | 9,245 | 5,808 | 4,466 | 8,274 | 33.9 |
| **TOTAL METRO COUNTIES** | **924.7** | **Male** | **442,391** | **39,297** | **35,602** | **33,039** | **53,391** | **76,295** | **68,612** | **44,496** | **37,326** | **54,333** | **32.8** |
| | | **Female** | **482,309** | **37,111** | **33,644** | **31,695** | **53,535** | **77,646** | **70,251** | **47,832** | **43,053** | **87,542** | **36.1** |
| **TOTAL STATE** | **1,012.1** | **Male** | **485,944** | **42,924** | **38,968** | **36,198** | **59,030** | **84,250** | **76,028** | **49,074** | **40,725** | **58,747** | **32.8** |
| | | **Female** | **526,156** | **40,579** | **36,850** | **34,723** | **58,043** | **84,693** | **77,501** | **52,443** | **46,775** | **94,549** | **36.1** |
| **SOUTH CAROLINA** | | | | | | | | | | | | | |
| **ANDERSON** | **147.7** | **Male** | **70,705** | **6,085** | **6,317** | **6,444** | **6,931** | **10,845** | **11,041** | **8,730** | **6,430** | **7,882** | **33.8** |
| | | **Female** | **76,995** | **5,893** | **5,935** | **6,324** | **6,996** | **11,301** | **11,809** | **9,132** | **7,327** | **12,278** | **36.7** |
| Anderson | 147.7 | Male | 70,705 | 6,085 | 6,317 | 6,444 | 6,931 | 10,845 | 11,041 | 8,730 | 6,430 | 7,882 | 33.8 |
| | | Female | 76,995 | 5,893 | 5,935 | 6,324 | 6,996 | 11,301 | 11,809 | 9,132 | 7,327 | 12,278 | 36.7 |
| **CHARLESTON** | **524.3** | **Male** | **261,726** | **28,777** | **24,681** | **21,300** | **36,353** | **51,540** | **40,107** | **24,573** | **16,494** | **17,901** | **28.8** |
| | | **Female** | **262,574** | **27,400** | **24,028** | **20,634** | **30,044** | **48,163** | **40,872** | **25,552** | **18,871** | **27,010** | **31.1** |
| Berkeley | 134.9 | Male | 68,149 | 8,397 | 7,689 | 6,690 | 7,538 | 13,584 | 10,698 | 6,447 | 3,853 | 3,253 | 27.8 |
| | | Female | 66,751 | 7,977 | 7,127 | 6,321 | 6,933 | 12,768 | 10,760 | 6,335 | 4,014 | 4,516 | 28.9 |
| Charleston | 300.6 | Male | 149,301 | 15,384 | 12,527 | 10,668 | 23,898 | 29,106 | 22,041 | 13,561 | 9,991 | 12,125 | 29.2 |
| | | Female | 151,299 | 14,706 | 12,460 | 10,415 | 18,578 | 27,391 | 22,563 | 14,701 | 12,053 | 18,432 | 32.1 |
| Dorchester | 88.8 | Male | 44,276 | 4,996 | 4,465 | 3,942 | 4,917 | 8,850 | 7,368 | 4,565 | 2,650 | 2,523 | 29.3 |
| | | Female | 44,524 | 4,717 | 4,441 | 3,898 | 4,533 | 8,004 | 7,549 | 4,516 | 2,804 | 4,062 | 30.8 |
| **CHARLOTTE - GASTONIA - ROCK HILL** | **1,200.4** | **Male** | **579,543** | **55,179** | **49,561** | **48,041** | **63,149** | **104,980** | **96,207** | **65,590** | **46,202** | **50,634** | **32.0** |
| | | **Female** | **620,857** | **52,987** | **47,809** | **46,340** | **64,969** | **106,598** | **100,222** | **68,481** | **52,352** | **81,099** | **34.2** |
| York | 135.8 | Male | 65,342 | 6,321 | 5,955 | 5,845 | 7,329 | 10,769 | 10,537 | 7,597 | 5,279 | 5,710 | 31.7 |
| | | Female | 70,458 | 6,083 | 5,716 | 5,623 | 8,457 | 10,970 | 11,007 | 7,839 | 5,913 | 8,850 | 33.5 |
| *Cabarrus, N. C.* | *101.0* | *Male* | *48,864* | *4,292* | *4,032* | *4,254* | *4,993* | *8,022* | *7,964* | *5,888* | *4,368* | *5,051* | *33.6* |
| | | *Female* | *52,136* | *4,249* | *3,907* | *3,848* | *4,850* | *7,903* | *8,157* | *6,092* | *4,755* | *8,375* | *36.6* |
| *Gaston, N. C.* | *176.9* | *Male* | *85,056* | *7,954* | *7,266* | *7,853* | *9,175* | *13,941* | *13,754* | *9,674* | *7,409* | *8,030* | *32.4* |
| | | *Female* | *91,844* | *7,606* | *6,968* | *7,483* | *9,104* | *14,199* | *14,139* | *10,298* | *8,669* | *13,378* | *35.4* |
| *Lincoln, N. C.* | *52.1* | *Male* | *25,635* | *2,245* | *2,143* | *2,208* | *2,733* | *4,260* | *4,185* | *3,215* | *2,202* | *2,444* | *33.2* |
| | | *Female* | *26,465* | *2,216* | *2,129* | *2,090* | *2,431* | *4,128* | *4,204* | *3,176* | *2,411* | *3,680* | *35.6* |
| *Mecklenburg, N. C.* | *534.6* | *Male* | *257,042* | *25,225* | *21,679* | *19,521* | *28,584* | *52,198* | *44,367* | *27,783* | *18,539* | *19,146* | *31.4* |
| | | *Female* | *277,558* | *24,199* | *20,752* | *19,231* | *30,350* | *53,707* | *47,232* | *29,490* | *21,369* | *31,228* | *33.2* |
| *Rowan, N. C.* | *112.6* | *Male* | *54,711* | *4,817* | *4,534* | *4,351* | *5,597* | *8,792* | *8,429* | *6,201* | *5,127* | *6,863* | *34.2* |
| | | *Female* | *57,889* | *4,596* | *4,479* | *4,157* | *5,205* | *8,614* | *8,310* | *6,350* | *5,700* | *10,478* | *37.3* |
| *Union, N. C.* | *87.4* | *Male* | *42,893* | *4,325* | *3,952* | *4,009* | *4,738* | *6,998* | *6,971* | *5,232* | *3,278* | *3,390* | *31.3* |
| | | *Female* | *44,507* | *4,038* | *3,858* | *3,908* | *4,572* | *7,077* | *7,173* | *5,236* | *3,535* | *5,110* | *33.3* |
| **COLUMBIA** | **462.3** | **Male** | **225,070** | **20,630** | **19,197** | **19,869** | **29,152** | **41,972** | **37,952** | **23,437** | **15,969** | **16,892** | **30.6** |
| | | **Female** | **237,230** | **19,751** | **18,756** | **18,644** | **29,239** | **43,013** | **39,223** | **24,672** | **17,681** | **26,251** | **32.5** |
| Lexington | 173.5 | Male | 84,587 | 7,887 | 7,724 | 8,041 | 8,297 | 14,411 | 14,980 | 10,465 | 6,510 | 6,272 | 32.2 |
| | | Female | 88,913 | 7,676 | 7,500 | 7,578 | 8,321 | 15,320 | 15,737 | 10,673 | 6,858 | 9,250 | 33.7 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **SOUTH CAROLINA (continued)** | | | | | | | | | | | | | |
| **COLUMBIA (continued)** | | | | | | | | | | | | | |
| Richland | 288.8 | Male | 140,483 | 12,743 | 11,473 | 11,828 | 20,855 | 27,561 | 22,972 | 12,972 | 9,459 | 10,620 | 29.8 |
| | | Female | 148,317 | 12,075 | 11,256 | 11,066 | 20,918 | 27,693 | 23,486 | 13,999 | 10,823 | 17,001 | 31.8 |
| **FLORENCE** | **115.8** | **Male** | **54,573** | **5,321** | **5,701** | **5,796** | **5,607** | **8,204** | **8,873** | **5,931** | **4,288** | **4,852** | **30.9** |
| | | **Female** | **61,227** | **5,276** | **5,430** | **5,700** | **6,100** | **9,263** | **9,729** | **6,587** | **5,051** | **8,091** | **33.8** |
| Florence | 115.8 | Male | 54,573 | 5,321 | 5,701 | 5,796 | 5,607 | 8,204 | 8,873 | 5,931 | 4,288 | 4,852 | 30.9 |
| | | Female | 61,227 | 5,276 | 5,430 | 5,700 | 6,100 | 9,263 | 9,729 | 6,587 | 5,051 | 8,091 | 33.8 |
| **GREENVILLE - SPARTANBURG** | **655.3** | **Male** | **317,000** | **28,090** | **27,066** | **26,625** | **38,926** | **52,250** | **50,540** | **36,819** | **25,981** | **30,703** | **33.2** |
| | | **Female** | **338,300** | **27,035** | **25,842** | **25,895** | **38,018** | **51,949** | **52,699** | **38,398** | **29,528** | **48,936** | **35.1** |
| Greenville | 327.4 | Male | 157,488 | 14,684 | 13,796 | 13,117 | 16,976 | 26,940 | 25,564 | 18,450 | 12,897 | 15,064 | 32.5 |
| | | Female | 169,912 | 13,840 | 13,082 | 12,795 | 17,440 | 27,542 | 26,871 | 19,356 | 14,849 | 24,137 | 35.1 |
| Pickens | 96.9 | Male | 48,182 | 3,651 | 3,639 | 3,759 | 9,856 | 7,224 | 6,885 | 5,144 | 3,709 | 4,315 | 29.4 |
| | | Female | 48,718 | 3,607 | 3,537 | 3,602 | 8,272 | 6,844 | 7,068 | 5,235 | 3,893 | 6,660 | 32.8 |
| Spartanburg | 231.0 | Male | 111,330 | 9,755 | 9,631 | 9,749 | 12,094 | 18,086 | 18,091 | 13,225 | 9,375 | 11,324 | 33.0 |
| | | Female | 119,670 | 9,588 | 9,223 | 9,498 | 12,306 | 17,563 | 18,760 | 13,807 | 10,786 | 18,139 | 35.9 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Abbeville | 24.0 | Male | 11,386 | 1,043 | 1,053 | 1,082 | 1,290 | 1,559 | 1,692 | 1,259 | 1,048 | 1,360 | 32.9 |
| | | Female | 12,614 | 1,041 | 1,015 | 1,028 | 1,301 | 1,678 | 1,830 | 1,319 | 1,195 | 2,207 | 36.3 |
| ☐ Aiken | 123.7 | Male | 59,999 | 5,912 | 5,905 | 5,585 | 5,819 | 9,753 | 9,478 | 6,530 | 5,225 | 5,792 | 32.0 |
| | | Female | 63,701 | 5,609 | 5,665 | 5,430 | 5,865 | 10,280 | 9,848 | 6,777 | 5,809 | 8,418 | 34.0 |
| Allendale | 12.1 | Male | 6,096 | 608 | 611 | 621 | 862 | 1,043 | 873 | 499 | 391 | 588 | 28.3 |
| | | Female | 6,004 | 581 | 602 | 612 | 529 | 814 | 879 | 561 | 467 | 959 | 33.3 |
| Anderson | 147.7 | Male | 70,705 | 6,085 | 6,317 | 6,444 | 6,931 | 10,845 | 11,041 | 8,730 | 6,430 | 7,882 | 33.8 |
| | | Female | 76,995 | 5,893 | 5,935 | 6,324 | 6,996 | 11,301 | 11,809 | 9,132 | 7,327 | 12,278 | 36.7 |
| Bamberg | 16.6 | Male | 7,777 | 773 | 805 | 878 | 1,072 | 1,031 | 1,049 | 729 | 579 | 861 | 28.5 |
| | | Female | 8,823 | 763 | 790 | 893 | 1,207 | 1,126 | 1,206 | 804 | 752 | 1,282 | 31.7 |
| Barnwell | 20.4 | Male | 9,818 | 1,086 | 1,071 | 1,077 | 936 | 1,419 | 1,496 | 983 | 745 | 1,005 | 30.2 |
| | | Female | 10,582 | 998 | 1,004 | 1,029 | 939 | 1,636 | 1,548 | 1,022 | 904 | 1,502 | 33.1 |
| Beaufort | 89.9 | Male | 45,485 | 4,738 | 3,659 | 3,096 | 7,984 | 8,205 | 5,892 | 3,418 | 3,356 | 5,137 | 29.0 |
| | | Female | 44,415 | 4,701 | 3,772 | 3,125 | 4,722 | 7,916 | 6,065 | 3,942 | 4,138 | 6,034 | 32.4 |
| Berkeley | 134.9 | Male | 68,149 | 8,397 | 7,689 | 6,690 | 7,538 | 13,584 | 10,698 | 6,447 | 3,853 | 3,253 | 27.8 |
| | | Female | 66,751 | 7,977 | 7,127 | 6,321 | 6,933 | 12,768 | 10,760 | 6,335 | 4,014 | 4,516 | 28.9 |
| Calhoun | 12.8 | Male | 6,058 | 576 | 592 | 596 | 534 | 891 | 972 | 688 | 503 | 706 | 33.2 |
| | | Female | 6,742 | 591 | 560 | 609 | 584 | 953 | 1,032 | 741 | 583 | 1,089 | 35.7 |
| Charleston | 300.6 | Male | 149,301 | 15,384 | 12,527 | 10,668 | 23,898 | 29,106 | 22,041 | 13,561 | 9,991 | 12,125 | 29.2 |
| | | Female | 151,299 | 14,706 | 12,460 | 10,415 | 18,578 | 27,391 | 22,563 | 14,701 | 12,053 | 18,432 | 32.1 |
| Cherokee | 45.3 | Male | 21,701 | 2,014 | 1,951 | 2,134 | 2,293 | 3,236 | 3,407 | 2,576 | 1,831 | 2,259 | 32.6 |
| | | Female | 23,599 | 1,901 | 1,871 | 2,120 | 2,309 | 3,364 | 3,547 | 2,654 | 2,165 | 3,668 | 35.7 |
| Chester | 32.6 | Male | 15,432 | 1,549 | 1,539 | 1,563 | 1,594 | 2,241 | 2,301 | 1,664 | 1,316 | 1,665 | 31.6 |
| | | Female | 17,168 | 1,517 | 1,533 | 1,477 | 1,546 | 2,479 | 2,516 | 1,870 | 1,526 | 2,704 | 35.1 |
| Chesterfield | 38.9 | Male | 18,603 | 1,718 | 1,866 | 1,942 | 1,875 | 2,718 | 2,841 | 2,126 | 1,598 | 1,919 | 32.0 |
| | | Female | 20,297 | 1,722 | 1,800 | 1,750 | 1,885 | 2,892 | 3,108 | 2,212 | 1,858 | 3,070 | 35.3 |
| Clarendon | 28.9 | Male | 13,777 | 1,425 | 1,518 | 1,526 | 1,279 | 1,802 | 2,059 | 1,476 | 1,132 | 1,560 | 31.3 |
| | | Female | 15,123 | 1,395 | 1,486 | 1,298 | 1,343 | 2,163 | 2,207 | 1,602 | 1,371 | 2,258 | 34.4 |
| Colleton | 35.0 | Male | 16,723 | 1,718 | 1,771 | 1,771 | 1,499 | 2,305 | 2,500 | 1,827 | 1,465 | 1,867 | 32.0 |
| | | Female | 18,277 | 1,652 | 1,706 | 1,755 | 1,583 | 2,603 | 2,724 | 1,974 | 1,644 | 2,636 | 34.4 |
| Darlington | 62.2 | Male | 29,289 | 2,801 | 2,914 | 3,400 | 2,922 | 4,152 | 4,795 | 3,239 | 2,352 | 2,714 | 31.3 |
| | | Female | 32,911 | 2,623 | 2,777 | 3,212 | 3,014 | 4,802 | 5,249 | 3,600 | 2,858 | 4,776 | 35.1 |
| Dillon | 29.3 | Male | 13,626 | 1,568 | 1,576 | 1,710 | 1,302 | 1,868 | 1,966 | 1,379 | 998 | 1,259 | 28.5 |
| | | Female | 15,674 | 1,409 | 1,488 | 1,601 | 1,459 | 2,260 | 2,226 | 1,584 | 1,302 | 2,345 | 33.3 |
| Dorchester | 88.8 | Male | 44,276 | 4,996 | 4,465 | 3,942 | 4,917 | 8,850 | 7,368 | 4,565 | 2,650 | 2,523 | 29.3 |
| | | Female | 44,524 | 4,717 | 4,441 | 3,898 | 4,533 | 8,004 | 7,549 | 4,516 | 2,804 | 4,062 | 30.8 |
| Edgefield | 18.8 | Male | 9,091 | 899 | 959 | 907 | 852 | 1,405 | 1,444 | 994 | 730 | 901 | 31.6 |
| | | Female | 9,709 | 949 | 875 | 868 | 840 | 1,541 | 1,463 | 935 | 841 | 1,397 | 33.6 |
| Fairfield | 22.6 | Male | 10,856 | 1,042 | 1,066 | 1,220 | 1,109 | 1,553 | 1,674 | 1,070 | 887 | 1,235 | 31.4 |
| | | Female | 11,744 | 1,030 | 1,054 | 1,115 | 1,130 | 1,733 | 1,661 | 1,130 | 1,021 | 1,870 | 33.9 |
| Florence | 115.8 | Male | 54,573 | 5,321 | 5,701 | 5,796 | 5,607 | 8,204 | 8,873 | 5,931 | 4,288 | 4,852 | 30.9 |
| | | Female | 61,227 | 5,276 | 5,430 | 5,700 | 6,100 | 9,263 | 9,729 | 6,587 | 5,051 | 8,091 | 33.8 |
| Georgetown | 47.8 | Male | 22,791 | 2,330 | 2,470 | 2,426 | 2,099 | 3,139 | 3,527 | 2,279 | 1,886 | 2,635 | 31.6 |
| | | Female | 25,009 | 2,223 | 2,461 | 2,466 | 2,057 | 3,684 | 3,718 | 2,511 | 2,350 | 3,539 | 34.0 |
| Greenville | 327.4 | Male | 157,488 | 14,684 | 13,796 | 13,117 | 16,976 | 26,940 | 25,564 | 18,450 | 12,897 | 15,064 | 32.5 |
| | | Female | 169,912 | 13,840 | 13,082 | 12,795 | 17,440 | 27,542 | 26,871 | 19,356 | 14,849 | 24,137 | 35.1 |

1992 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **SOUTH CAROLINA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Greenwood | 60.1 | Male | 28,193 | 2,606 | 2,594 | 2,597 | 3,041 | 4,231 | 4,303 | 3,229 | 2,463 | 3,129 | 32.7 |
| | | Female | 31,907 | 2,577 | 2,548 | 2,527 | 3,438 | 4,612 | 4,625 | 3,332 | 2,974 | 5,274 | 35.5 |
| Hampton | 18.3 | Male | 8,575 | 954 | 1,011 | 981 | 790 | 1,152 | 1,276 | 888 | 654 | 869 | 29.8 |
| | | Female | 9,725 | 973 | 1,005 | 976 | 876 | 1,343 | 1,398 | 976 | 784 | 1,394 | 32.7 |
| Horry | 151.0 | Male | 73,968 | 6,414 | 6,126 | 5,908 | 7,734 | 13,322 | 11,367 | 7,696 | 6,932 | 8,469 | 33.1 |
| | | Female | 77,032 | 5,921 | 5,882 | 6,096 | 7,543 | 12,550 | 11,587 | 8,518 | 8,175 | 10,760 | 35.5 |
| Jasper | 15.8 | Male | 7,574 | 899 | 899 | 834 | 686 | 1,099 | 991 | 704 | 616 | 846 | 29.3 |
| | | Female | 8,226 | 826 | 826 | 785 | 757 | 1,215 | 1,143 | 857 | 681 | 1,136 | 32.6 |
| Kershaw | 45.1 | Male | 21,764 | 1,907 | 2,119 | 2,329 | 1,887 | 3,265 | 3,580 | 2,526 | 1,935 | 2,216 | 33.1 |
| | | Female | 23,336 | 1,897 | 2,049 | 2,012 | 1,920 | 3,590 | 3,754 | 2,642 | 2,215 | 3,257 | 35.5 |
| Lancaster | 55.1 | Male | 26,355 | 2,514 | 2,445 | 2,520 | 2,683 | 3,996 | 4,121 | 3,158 | 2,272 | 2,646 | 32.5 |
| | | Female | 28,745 | 2,487 | 2,443 | 2,515 | 2,674 | 4,206 | 4,450 | 3,274 | 2,536 | 4,160 | 35.1 |
| Laurens | 59.0 | Male | 28,291 | 2,586 | 2,504 | 2,740 | 3,169 | 4,099 | 4,360 | 3,359 | 2,472 | 3,002 | 32.7 |
| | | Female | 30,709 | 2,438 | 2,328 | 2,542 | 3,184 | 4,333 | 4,525 | 3,432 | 2,951 | 4,976 | 36.2 |
| Lee | 18.4 | Male | 8,623 | 905 | 984 | 1,006 | 834 | 1,336 | 1,264 | 821 | 645 | 828 | 29.4 |
| | | Female | 9,777 | 897 | 956 | 969 | 893 | 1,513 | 1,400 | 891 | 828 | 1,430 | 32.8 |
| Lexington | 173.5 | Male | 84,587 | 7,887 | 7,724 | 8,041 | 8,297 | 14,411 | 14,980 | 10,465 | 6,510 | 6,272 | 32.2 |
| | | Female | 88,913 | 7,676 | 7,500 | 7,578 | 8,321 | 15,320 | 15,737 | 10,673 | 6,858 | 9,250 | 33.7 |
| McCormick | 8.8 | Male | 4,737 | 286 | 366 | 454 | 655 | 966 | 756 | 443 | 331 | 480 | 31.3 |
| | | Female | 4,063 | 296 | 352 | 394 | 380 | 564 | 570 | 422 | 400 | 685 | 35.8 |
| Marion | 34.1 | Male | 15,494 | 1,610 | 1,774 | 1,981 | 1,346 | 2,079 | 2,377 | 1,599 | 1,156 | 1,572 | 30.0 |
| | | Female | 18,606 | 1,609 | 1,859 | 1,929 | 1,570 | 2,638 | 2,795 | 1,868 | 1,641 | 2,697 | 33.9 |
| Marlboro | 30.0 | Male | 14,184 | 1,375 | 1,436 | 1,649 | 1,505 | 2,146 | 2,066 | 1,485 | 1,080 | 1,442 | 30.3 |
| | | Female | 15,816 | 1,406 | 1,393 | 1,508 | 1,528 | 2,259 | 2,330 | 1,589 | 1,385 | 2,418 | 34.2 |
| Newberry | 33.7 | Male | 16,086 | 1,459 | 1,430 | 1,505 | 1,789 | 2,370 | 2,427 | 1,798 | 1,321 | 1,987 | 32.8 |
| | | Female | 17,614 | 1,352 | 1,429 | 1,431 | 1,750 | 2,439 | 2,492 | 1,869 | 1,574 | 3,278 | 36.6 |
| Oconee | 59.7 | Male | 29,356 | 2,464 | 2,589 | 2,685 | 2,803 | 4,375 | 4,521 | 3,612 | 2,874 | 3,433 | 34.5 |
| | | Female | 30,344 | 2,163 | 2,429 | 2,358 | 2,599 | 4,491 | 4,502 | 3,736 | 3,212 | 4,854 | 37.5 |
| Orangeburg | 86.3 | Male | 40,336 | 3,926 | 4,301 | 4,206 | 4,997 | 5,626 | 5,931 | 4,057 | 3,146 | 4,146 | 29.9 |
| | | Female | 45,964 | 4,052 | 4,147 | 3,944 | 5,622 | 6,625 | 6,504 | 4,591 | 3,866 | 6,613 | 32.9 |
| Pickens | 96.9 | Male | 48,182 | 3,651 | 3,639 | 3,759 | 9,856 | 7,224 | 6,885 | 5,144 | 3,709 | 4,315 | 29.4 |
| | | Female | 48,718 | 3,607 | 3,537 | 3,602 | 8,272 | 6,844 | 7,068 | 5,235 | 3,893 | 6,660 | 32.8 |
| Richland | 288.8 | Male | 140,483 | 12,743 | 11,473 | 11,828 | 20,855 | 27,561 | 22,972 | 12,972 | 9,459 | 10,620 | 29.8 |
| | | Female | 148,317 | 12,075 | 11,256 | 11,066 | 20,918 | 27,693 | 23,486 | 13,999 | 10,823 | 17,001 | 31.8 |
| Saluda | 16.3 | Male | 7,960 | 682 | 765 | 778 | 755 | 1,146 | 1,233 | 935 | 734 | 932 | 33.7 |
| | | Female | 8,340 | 663 | 737 | 701 | 714 | 1,185 | 1,182 | 960 | 777 | 1,421 | 36.4 |
| Spartanburg | 231.0 | Male | 111,330 | 9,755 | 9,631 | 9,749 | 12,094 | 18,086 | 18,091 | 13,225 | 9,375 | 11,324 | 33.0 |
| | | Female | 119,670 | 9,588 | 9,223 | 9,498 | 12,306 | 17,563 | 18,760 | 13,807 | 10,786 | 18,139 | 35.9 |
| Sumter | 104.4 | Male | 52,235 | 5,507 | 5,198 | 4,730 | 6,169 | 10,656 | 8,260 | 4,676 | 3,333 | 3,706 | 29.2 |
| | | Female | 52,165 | 5,315 | 4,992 | 4,489 | 5,873 | 9,016 | 7,462 | 4,985 | 3,903 | 6,130 | 31.0 |
| Union | 30.4 | Male | 14,129 | 1,142 | 1,283 | 1,349 | 1,430 | 2,122 | 2,194 | 1,682 | 1,348 | 1,579 | 33.8 |
| | | Female | 16,271 | 1,183 | 1,320 | 1,355 | 1,386 | 2,284 | 2,385 | 1,794 | 1,606 | 2,958 | 37.5 |
| Williamsburg | 36.8 | Male | 17,181 | 1,891 | 2,054 | 2,243 | 1,709 | 2,258 | 2,470 | 1,639 | 1,263 | 1,654 | 28.1 |
| | | Female | 19,619 | 1,762 | 2,008 | 2,120 | 1,875 | 2,623 | 2,909 | 1,853 | 1,702 | 2,767 | 32.8 |
| York | 135.8 | Male | 65,342 | 6,321 | 5,955 | 5,845 | 7,329 | 10,769 | 10,537 | 7,597 | 5,279 | 5,710 | 31.7 |
| | | Female | 70,458 | 6,083 | 5,716 | 5,623 | 8,457 | 10,970 | 11,007 | 7,839 | 5,913 | 8,850 | 33.5 |
| **TOTAL METRO COUNTIES** | **2,164.9** | **Male** | **1,084,415** | **101,136** | **94,822** | **91,464** | **130,117** | **185,333** | **168,528** | **113,617** | **79,666** | **89,732** | **30.9** |
| | | **Female** | **1,110,485** | **97,047** | **91,372** | **88,250** | **124,719** | **184,939** | **175,187** | **118,987** | **90,180** | **139,834** | **33.3** |
| **TOTAL STATE** | **3,565.4** | **Male** | **1,727,965** | **166,151** | **160,121** | **157,908** | **203,601** | **290,144** | **270,513** | **184,130** | **135,058** | **160,339** | **31.1** |
| | | **Female** | **1,837,435** | **159,960** | **154,869** | **151,859** | **195,749** | **294,069** | **282,179** | **193,007** | **156,365** | **247,378** | **33.7** |
| **SOUTH DAKOTA** | | | | | | | | | | | | | |
| **RAPID CITY** | **84.2** | **Male** | **41,766** | **4,854** | **4,230** | **3,509** | **4,746** | **7,679** | **6,436** | **3,829** | **2,986** | **3,497** | **29.6** |
| | | **Female** | **42,434** | **4,644** | **4,154** | **3,423** | **4,305** | **7,412** | **6,287** | **4,040** | **3,150** | **5,019** | **31.3** |
| Pennington | 84.2 | Male | 41,766 | 4,854 | 4,230 | 3,509 | 4,746 | 7,679 | 6,436 | 3,829 | 2,986 | 3,497 | 29.6 |
| | | Female | 42,434 | 4,644 | 4,154 | 3,423 | 4,305 | 7,412 | 6,287 | 4,040 | 3,150 | 5,019 | 31.3 |
| **SIOUX FALLS** | **126.7** | **Male** | **60,989** | **6,304** | **5,997** | **5,093** | **5,987** | **11,585** | **9,801** | **5,784** | **4,550** | **5,888** | **31.1** |
| | | **Female** | **65,711** | **6,177** | **5,849** | **5,067** | **6,989** | **11,703** | **9,896** | **6,064** | **4,926** | **9,040** | **32.5** |
| Minnehaha | 126.7 | Male | 60,989 | 6,304 | 5,997 | 5,093 | 5,987 | 11,585 | 9,801 | 5,784 | 4,550 | 5,888 | 31.1 |
| | | Female | 65,711 | 6,177 | 5,849 | 5,067 | 6,989 | 11,703 | 9,896 | 6,064 | 4,926 | 9,040 | 32.5 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **SOUTH DAKOTA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Aurora | 3.1 | Male | 1,577 | 123 | 147 | 212 | 98 | 194 | 189 | 147 | 161 | 306 | 35.8 |
| | | Female | 1,523 | 116 | 155 | 150 | 53 | 176 | 181 | 146 | 169 | 377 | 41.2 |
| Beadle | 18.2 | Male | 8,869 | 842 | 901 | 802 | 655 | 1,346 | 1,307 | 875 | 807 | 1,334 | 34.2 |
| | | Female | 9,331 | 813 | 812 | 728 | 639 | 1,289 | 1,208 | 915 | 910 | 2,017 | 38.2 |
| Bennett | 3.3 | Male | 1,621 | 206 | 200 | 175 | 131 | 238 | 210 | 162 | 130 | 169 | 29.1 |
| | | Female | 1,679 | 200 | 236 | 183 | 128 | 216 | 206 | 151 | 137 | 222 | 29.3 |
| Bon Homme | 6.9 | Male | 3,513 | 270 | 297 | 315 | 276 | 577 | 471 | 313 | 324 | 670 | 35.5 |
| | | Female | 3,387 | 290 | 312 | 253 | 179 | 400 | 407 | 306 | 347 | 893 | 41.4 |
| Brookings | 25.4 | Male | 12,958 | 1,035 | 1,060 | 922 | 3,445 | 1,879 | 1,578 | 981 | 777 | 1,281 | 25.1 |
| | | Female | 12,442 | 934 | 1,048 | 862 | 2,750 | 1,727 | 1,556 | 955 | 825 | 1,785 | 28.6 |
| Brown | 35.7 | Male | 17,137 | 1,606 | 1,713 | 1,479 | 1,849 | 2,626 | 2,554 | 1,683 | 1,417 | 2,210 | 32.3 |
| | | Female | 18,563 | 1,449 | 1,596 | 1,433 | 2,189 | 2,726 | 2,599 | 1,707 | 1,580 | 3,284 | 34.6 |
| Brule | 5.5 | Male | 2,748 | 273 | 347 | 346 | 164 | 376 | 371 | 242 | 231 | 398 | 31.5 |
| | | Female | 2,752 | 261 | 343 | 264 | 150 | 382 | 317 | 270 | 248 | 517 | 34.4 |
| Buffalo | 1.8 | Male | 951 | 159 | 160 | 129 | 88 | 125 | 103 | 82 | 44 | 61 | 20.2 |
| | | Female | 849 | 131 | 120 | 107 | 74 | 128 | 85 | 88 | 49 | 67 | 24.3 |
| Butte | 7.9 | Male | 3,920 | 437 | 405 | 380 | 249 | 568 | 593 | 404 | 339 | 545 | 33.6 |
| | | Female | 3,980 | 360 | 406 | 328 | 256 | 588 | 530 | 385 | 394 | 733 | 36.0 |
| Campbell | 2.0 | Male | 1,020 | 100 | 93 | 75 | 59 | 142 | 129 | 115 | 117 | 190 | 38.2 |
| | | Female | 980 | 92 | 89 | 64 | 35 | 129 | 109 | 120 | 123 | 219 | 42.4 |
| Charles Mix | 9.1 | Male | 4,472 | 481 | 529 | 475 | 282 | 556 | 574 | 487 | 427 | 661 | 33.4 |
| | | Female | 4,628 | 470 | 484 | 487 | 286 | 549 | 542 | 445 | 407 | 958 | 35.7 |
| Clark | 4.4 | Male | 2,215 | 199 | 241 | 209 | 110 | 276 | 306 | 202 | 236 | 436 | 37.4 |
| | | Female | 2,185 | 172 | 210 | 209 | 104 | 223 | 269 | 216 | 244 | 538 | 41.5 |
| Clay | 13.3 | Male | 6,494 | 467 | 507 | 402 | 2,059 | 845 | 798 | 459 | 368 | 589 | 24.4 |
| | | Female | 6,806 | 474 | 461 | 405 | 2,180 | 824 | 733 | 469 | 417 | 843 | 24.6 |
| Codington | 23.0 | Male | 11,171 | 1,096 | 1,276 | 1,070 | 1,062 | 1,652 | 1,664 | 1,043 | 845 | 1,463 | 31.5 |
| | | Female | 11,829 | 1,049 | 1,173 | 978 | 953 | 1,830 | 1,556 | 1,086 | 954 | 2,250 | 34.6 |
| Corson | 4.0 | Male | 2,035 | 271 | 269 | 231 | 166 | 267 | 235 | 201 | 182 | 213 | 28.0 |
| | | Female | 1,965 | 260 | 271 | 237 | 118 | 249 | 218 | 203 | 173 | 236 | 28.9 |
| Custer | 6.2 | Male | 3,142 | 243 | 333 | 321 | 189 | 392 | 549 | 356 | 330 | 429 | 36.7 |
| | | Female | 3,058 | 227 | 325 | 275 | 140 | 428 | 486 | 374 | 302 | 501 | 37.8 |
| Davison | 17.4 | Male | 8,294 | 835 | 856 | 744 | 854 | 1,232 | 1,192 | 750 | 678 | 1,153 | 32.0 |
| | | Female | 9,106 | 793 | 871 | 714 | 756 | 1,290 | 1,159 | 826 | 770 | 1,927 | 36.1 |
| Day | 6.8 | Male | 3,350 | 292 | 320 | 322 | 206 | 418 | 413 | 333 | 332 | 714 | 37.8 |
| | | Female | 3,450 | 306 | 316 | 286 | 168 | 389 | 425 | 310 | 377 | 873 | 41.1 |
| Deuel | 4.5 | Male | 2,319 | 208 | 223 | 220 | 127 | 297 | 295 | 253 | 257 | 439 | 37.9 |
| | | Female | 2,181 | 176 | 192 | 184 | 113 | 265 | 265 | 236 | 251 | 497 | 41.1 |
| Dewey | 5.5 | Male | 2,688 | 408 | 374 | 325 | 226 | 418 | 314 | 230 | 194 | 199 | 25.3 |
| | | Female | 2,812 | 422 | 373 | 330 | 230 | 430 | 328 | 241 | 203 | 255 | 26.2 |
| Douglas | 3.7 | Male | 1,817 | 195 | 206 | 188 | 105 | 216 | 227 | 189 | 182 | 309 | 34.9 |
| | | Female | 1,883 | 182 | 178 | 172 | 87 | 211 | 204 | 185 | 189 | 475 | 40.5 |
| Edmunds | 4.3 | Male | 2,138 | 192 | 196 | 213 | 107 | 266 | 258 | 231 | 240 | 435 | 38.7 |
| | | Female | 2,162 | 175 | 188 | 182 | 102 | 236 | 248 | 222 | 253 | 556 | 43.0 |
| Fall River | 7.3 | Male | 3,783 | 240 | 337 | 311 | 166 | 396 | 630 | 457 | 507 | 739 | 42.0 |
| | | Female | 3,517 | 234 | 332 | 333 | 166 | 411 | 517 | 374 | 365 | 785 | 40.5 |
| Faulk | 2.7 | Male | 1,351 | 129 | 154 | 108 | 70 | 167 | 165 | 154 | 159 | 245 | 37.9 |
| | | Female | 1,349 | 106 | 116 | 113 | 65 | 153 | 146 | 146 | 186 | 318 | 43.3 |
| Grant | 8.3 | Male | 4,114 | 378 | 465 | 427 | 246 | 614 | 606 | 374 | 363 | 641 | 33.8 |
| | | Female | 4,186 | 361 | 429 | 407 | 217 | 573 | 564 | 378 | 382 | 875 | 36.9 |
| Gregory | 5.3 | Male | 2,571 | 225 | 286 | 259 | 119 | 347 | 331 | 254 | 253 | 497 | 36.5 |
| | | Female | 2,729 | 254 | 253 | 242 | 109 | 307 | 320 | 266 | 261 | 717 | 41.2 |
| Haakon | 2.5 | Male | 1,219 | 113 | 180 | 136 | 71 | 177 | 197 | 98 | 92 | 155 | 31.2 |
| | | Female | 1,281 | 126 | 185 | 145 | 63 | 171 | 168 | 118 | 95 | 210 | 32.1 |
| Hamlin | 5.0 | Male | 2,465 | 228 | 274 | 240 | 160 | 295 | 320 | 221 | 234 | 493 | 36.1 |
| | | Female | 2,535 | 216 | 264 | 217 | 127 | 265 | 308 | 222 | 256 | 660 | 40.8 |
| Hand | 4.2 | Male | 2,064 | 168 | 204 | 208 | 126 | 267 | 266 | 217 | 232 | 376 | 37.2 |
| | | Female | 2,136 | 180 | 198 | 197 | 92 | 245 | 257 | 218 | 257 | 492 | 41.1 |
| Hanson | 3.0 | Male | 1,512 | 149 | 180 | 164 | 107 | 190 | 204 | 144 | 172 | 202 | 33.2 |
| | | Female | 1,488 | 130 | 126 | 183 | 81 | 173 | 197 | 168 | 143 | 287 | 37.6 |
| Harding | 1.6 | Male | 820 | 86 | 84 | 106 | 47 | 123 | 133 | 73 | 68 | 100 | 32.1 |
| | | Female | 780 | 96 | 94 | 74 | 45 | 111 | 111 | 69 | 59 | 121 | 32.3 |
| Hughes | 15.1 | Male | 7,194 | 745 | 804 | 676 | 461 | 1,143 | 1,265 | 811 | 602 | 687 | 33.0 |
| | | Female | 7,906 | 728 | 830 | 732 | 486 | 1,268 | 1,326 | 786 | 610 | 1,140 | 34.3 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **SOUTH DAKOTA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Hutchinson | 8.1 | Male | 3,988 | 342 | 374 | 359 | 234 | 467 | 501 | 377 | 455 | 879 | 39.4 |
| | | Female | 4,112 | 289 | 331 | 345 | 165 | 413 | 470 | 409 | 459 | 1,231 | 46.0 |
| Hyde | 1.7 | Male | 810 | 78 | 76 | 64 | 30 | 111 | 121 | 76 | 96 | 158 | 38.8 |
| | | Female | 890 | 68 | 84 | 79 | 35 | 104 | 95 | 90 | 88 | 247 | 42.9 |
| Jackson | 2.8 | Male | 1,399 | 201 | 176 | 140 | 99 | 173 | 189 | 149 | 120 | 152 | 29.8 |
| | | Female | 1,401 | 156 | 176 | 166 | 112 | 169 | 187 | 129 | 110 | 196 | 30.4 |
| Jerauld | 2.4 | Male | 1,186 | 89 | 120 | 117 | 66 | 132 | 171 | 117 | 123 | 251 | 39.0 |
| | | Female | 1,214 | 87 | 108 | 102 | 47 | 126 | 142 | 135 | 131 | 336 | 44.6 |
| Jones | 1.3 | Male | 674 | 74 | 65 | 64 | 41 | 83 | 107 | 69 | 68 | 103 | 35.9 |
| | | Female | 626 | 56 | 62 | 49 | 33 | 94 | 74 | 71 | 69 | 118 | 37.6 |
| Kingsbury | 5.9 | Male | 2,854 | 240 | 274 | 265 | 166 | 344 | 398 | 273 | 310 | 584 | 38.5 |
| | | Female | 3,046 | 263 | 278 | 232 | 111 | 349 | 360 | 285 | 325 | 843 | 43. |
| Lake | 10.5 | Male | 5,115 | 440 | 549 | 432 | 510 | 746 | 751 | 440 | 436 | 811 | 33.4 |
| | | Female | 5,385 | 451 | 491 | 448 | 541 | 754 | 647 | 453 | 463 | 1,137 | 35.1 |
| Lawrence | 21.0 | Male | 10,353 | 962 | 1,058 | 938 | 1,194 | 1,509 | 1,667 | 982 | 794 | 1,249 | 31.8 |
| | | Female | 10,647 | 857 | 999 | 936 | 1,145 | 1,624 | 1,507 | 913 | 882 | 1,784 | 33.5 |
| Lincoln | 15.7 | Male | 7,818 | 815 | 905 | 791 | 508 | 1,205 | 1,268 | 791 | 556 | 979 | 32.4 |
| | | Female | 7,882 | 762 | 842 | 733 | 461 | 1,205 | 1,232 | 712 | 639 | 1,296 | 34.5 |
| Lyman | 3.6 | Male | 1,829 | 209 | 200 | 210 | 131 | 277 | 238 | 168 | 167 | 229 | 30.9 |
| | | Female | 1,771 | 182 | 226 | 177 | 118 | 228 | 226 | 183 | 176 | 255 | 33.0 |
| McCook | 5.6 | Male | 2,757 | 284 | 278 | 237 | 166 | 348 | 358 | 265 | 279 | 542 | 36.8 |
| | | Female | 2,843 | 220 | 286 | 258 | 136 | 325 | 342 | 257 | 281 | 738 | 40.7 |
| McPherson | 3.2 | Male | 1,543 | 104 | 121 | 127 | 68 | 171 | 182 | 169 | 200 | 401 | 44.9 |
| | | Female | 1,657 | 116 | 135 | 126 | 65 | 142 | 185 | 162 | 228 | 498 | 48.8 |
| Marshall | 4.8 | Male | 2,393 | 209 | 237 | 207 | 136 | 302 | 331 | 249 | 247 | 475 | 38.2 |
| | | Female | 2,407 | 208 | 235 | 186 | 127 | 271 | 283 | 256 | 252 | 589 | 41.2 |
| Meade | 22.4 | Male | 11,604 | 1,213 | 1,329 | 1,163 | 1,330 | 1,952 | 1,861 | 951 | 748 | 1,057 | 28.9 |
| | | Female | 10,796 | 1,242 | 1,283 | 1,072 | 722 | 1,941 | 1,709 | 910 | 737 | 1,180 | 30.6 |
| Mellette | 2.1 | Male | 1,057 | 120 | 134 | 127 | 76 | 140 | 145 | 93 | 92 | 130 | 30.1 |
| | | Female | 1,043 | 139 | 127 | 117 | 77 | 132 | 124 | 94 | 91 | 142 | 29.7 |
| Miner | 3.3 | Male | 1,649 | 149 | 153 | 150 | 103 | 198 | 218 | 139 | 169 | 370 | 38.3 |
| | | Female | 1,651 | 136 | 171 | 140 | 73 | 192 | 160 | 150 | 181 | 448 | 42.1 |
| Minnehaha | 126.7 | Male | 60,989 | 6,304 | 5,997 | 5,093 | 5,987 | 11,585 | 9,801 | 5,784 | 4,550 | 5,888 | 31.1 |
| | | Female | 65,711 | 6,177 | 5,849 | 5,067 | 6,989 | 11,703 | 9,896 | 6,064 | 4,926 | 9,040 | 32.5 |
| Moody | 6.5 | Male | 3,267 | 339 | 370 | 339 | 216 | 444 | 459 | 306 | 270 | 524 | 33.3 |
| | | Female | 3,233 | 315 | 363 | 283 | 196 | 412 | 444 | 322 | 266 | 632 | 36.1 |
| Pennington | 84.2 | Male | 41,766 | 4,854 | 4,230 | 3,509 | 4,746 | 7,679 | 6,436 | 3,829 | 2,986 | 3,497 | 29.6 |
| | | Female | 42,434 | 4,644 | 4,154 | 3,423 | 4,305 | 7,412 | 6,287 | 4,040 | 3,150 | 5,019 | 31.3 |
| Perkins | 3.9 | Male | 1,947 | 160 | 205 | 165 | 104 | 265 | 278 | 194 | 203 | 373 | 37.7 |
| | | Female | 1,953 | 145 | 175 | 158 | 77 | 276 | 267 | 184 | 217 | 454 | 40.4 |
| Potter | 3.2 | Male | 1,561 | 113 | 151 | 169 | 75 | 177 | 219 | 162 | 173 | 322 | 39.4 |
| | | Female | 1,639 | 123 | 165 | 163 | 74 | 186 | 208 | 167 | 177 | 376 | 40.2 |
| Roberts | 9.9 | Male | 4,970 | 541 | 521 | 509 | 354 | 602 | 630 | 510 | 467 | 836 | 34.3 |
| | | Female | 4,930 | 449 | 507 | 473 | 305 | 567 | 603 | 487 | 486 | 1,053 | 37.7 |
| Sanborn | 2.7 | Male | 1,380 | 144 | 134 | 130 | 76 | 185 | 192 | 118 | 158 | 243 | 36.1 |
| | | Female | 1,320 | 125 | 134 | 111 | 68 | 172 | 146 | 132 | 151 | 281 | 38.4 |
| Shannon | 10.0 | Male | 5,054 | 959 | 733 | 665 | 578 | 684 | 524 | 401 | 257 | 253 | 20.1 |
| | | Female | 4,946 | 814 | 750 | 629 | 568 | 667 | 573 | 391 | 274 | 280 | 21.5 |
| Spink | 7.9 | Male | 3,838 | 352 | 378 | 350 | 254 | 551 | 571 | 374 | 370 | 638 | 35.6 |
| | | Female | 4,062 | 349 | 381 | 339 | 243 | 544 | 527 | 392 | 450 | 837 | 38.3 |
| Stanley | 2.5 | Male | 1,250 | 131 | 141 | 145 | 78 | 177 | 183 | 160 | 111 | 124 | 32.3 |
| | | Female | 1,250 | 124 | 123 | 136 | 94 | 187 | 183 | 160 | 97 | 146 | 32.9 |
| Sully | 1.6 | Male | 821 | 52 | 97 | 73 | 60 | 126 | 121 | 105 | 79 | 108 | 35.2 |
| | | Female | 779 | 65 | 86 | 72 | 43 | 114 | 88 | 102 | 81 | 128 | 36.1 |
| Todd | 8.6 | Male | 4,278 | 749 | 693 | 553 | 420 | 601 | 506 | 297 | 233 | 226 | 20.4 |
| | | Female | 4,322 | 724 | 628 | 579 | 437 | 605 | 536 | 303 | 253 | 257 | 21.7 |
| Tripp | 6.9 | Male | 3,448 | 385 | 370 | 348 | 209 | 491 | 456 | 338 | 318 | 533 | 33.4 |
| | | Female | 3,452 | 309 | 353 | 324 | 216 | 452 | 432 | 358 | 343 | 665 | 36.7 |
| Turner | 8.4 | Male | 4,100 | 336 | 409 | 389 | 236 | 503 | 599 | 382 | 420 | 826 | 38.0 |
| | | Female | 4,300 | 319 | 406 | 383 | 179 | 510 | 528 | 417 | 452 | 1,106 | 41.7 |
| Union | 10.3 | Male | 5,090 | 469 | 549 | 529 | 349 | 701 | 804 | 461 | 654 | 774 | 34.3 |
| | | Female | 5,210 | 454 | 544 | 472 | 326 | 704 | 757 | 510 | 490 | 953 | 36.4 |
| Walworth | 6.0 | Male | 2,890 | 252 | 297 | 240 | 161 | 356 | 390 | 318 | 327 | 549 | 38.6 |
| | | Female | 3,110 | 243 | 258 | 263 | 165 | 340 | 396 | 360 | 358 | 727 | 42.2 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **SOUTH DAKOTA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Yankton | 19.6 | Male | 9,616 | 917 | 983 | 764 | 854 | 1,674 | 1,482 | 1,011 | 772 | 1,159 | 32.7 |
| | | Female | 9,984 | 886 | 904 | 756 | 908 | 1,535 | 1,356 | 988 | 849 | 1,802 | 35.0 |
| Ziebach | 2.2 | Male | 1,105 | 158 | 171 | 144 | 72 | 167 | 123 | 101 | 88 | 81 | 25.4 |
| | | Female | 1,095 | 179 | 166 | 130 | 97 | 162 | 106 | 89 | 80 | 86 | 23.2 |
| **TOTAL METRO COUNTIES** | **210.9** | **Male** | **102,755** | **11,158** | **10,227** | **8,602** | **10,733** | **19,264** | **16,237** | **9,613** | **7,536** | **9,385** | **30.5** |
| | | **Female** | **108,145** | **10,821** | **10,003** | **8,490** | **11,294** | **19,115** | **16,183** | **10,104** | **8,076** | **14,059** | **32.0** |
| **TOTAL STATE** | **702.5** | **Male** | **345,941** | **35,143** | **36,099** | **31,695** | **33,767** | **53,751** | **50,727** | **32,700** | **28,396** | **43,663** | **31.7** |
| | | **Female** | **356,559** | **33,459** | **34,766** | **30,401** | **32,399** | **52,979** | **48,621** | **33,278** | **30,148** | **60,508** | **33.9** |
| **TENNESSEE** | | | | | | | | | | | | | |
| **CHATTANOOGA** | **438.1** | **Male** | **209,000** | **18,290** | **18,526** | **19,309** | **20,915** | **32,710** | **33,913** | **24,769** | **18,727** | **21,841** | **33.4** |
| | | **Female** | **229,100** | **17,561** | **17,616** | **18,108** | **21,357** | **34,725** | **35,973** | **26,453** | **21,813** | **35,494** | **36.4** |
| Hamilton | 288.1 | Male | 136,072 | 12,033 | 11,836 | 12,047 | 13,814 | 21,542 | 22,381 | 15,663 | 12,177 | 14,579 | 33.5 |
| | | Female | 152,028 | 11,553 | 11,376 | 11,368 | 14,459 | 23,136 | 23,993 | 17,205 | 14,533 | 24,405 | 36.7 |
| Marion | 25.1 | Male | 12,263 | 1,081 | 1,156 | 1,217 | 1,178 | 1,797 | 1,953 | 1,528 | 1,142 | 1,211 | 33.3 |
| | | Female | 12,837 | 969 | 1,039 | 1,165 | 1,145 | 1,927 | 1,964 | 1,564 | 1,195 | 1,869 | 35.9 |
| Sequatchie | 9.0 | Male | 4,448 | 357 | 390 | 447 | 487 | 652 | 740 | 557 | 372 | 446 | 33.3 |
| | | Female | 4,552 | 341 | 394 | 410 | 395 | 697 | 713 | 532 | 389 | 681 | 35.5 |
| *Catoosa, Ga.* | *43.6* | *Male* | *21,091* | *1,839* | *1,892* | *2,114* | *2,020* | *3,313* | *3,393* | *2,695* | *1,930* | *1,895* | *33.1* |
| | | *Female* | *22,509* | *1,789* | *1,809* | *1,967* | *2,013* | *3,448* | *3,687* | *2,778* | *2,134* | *2,884* | *35.6* |
| *Dade, Ga.* | *13.3* | *Male* | *6,496* | *543* | *584* | *688* | *726* | *988* | *998* | *837* | *524* | *608* | *32.2* |
| | | *Female* | *6,804* | *562* | *536* | *590* | *780* | *1,029* | *1,066* | *787* | *593* | *861* | *34.1* |
| *Walker, Ga.* | *59.0* | *Male* | *28,630* | *2,437* | *2,668* | *2,796* | *2,690* | *4,418* | *4,448* | *3,489* | *2,582* | *3,102* | *33.4* |
| | | *Female* | *30,370* | *2,347* | *2,462* | *2,608* | *2,565* | *4,488* | *4,550* | *3,587* | *2,969* | *4,794* | *36.6* |
| **CLARKSVILLE - HOPKINSVILLE** | **172.4** | **Male** | **90,067** | **9,295** | **7,579** | **6,660** | **17,374** | **18,011** | **12,355** | **7,199** | **5,511** | **6,083** | **27.3** |
| | | **Female** | **82,333** | **8,801** | **7,241** | **6,452** | **10,474** | **14,924** | **11,427** | **7,845** | **6,015** | **9,154** | **30.5** |
| Montgomery | 104.3 | Male | 53,430 | 5,697 | 4,644 | 4,103 | 9,185 | 10,619 | 7,841 | 4,536 | 3,435 | 3,370 | 27.9 |
| | | Female | 50,870 | 5,278 | 4,333 | 3,983 | 6,816 | 9,435 | 7,451 | 4,923 | 3,636 | 5,015 | 30.3 |
| *Christian, Ky.* | *68.1* | *Male* | *36,637* | *3,598* | *2,935* | *2,557* | *8,189* | *7,392* | *4,514* | *2,663* | *2,076* | *2,713* | *26.4* |
| | | *Female* | *31,463* | *3,523* | *2,908* | *2,469* | *3,658* | *5,489* | *3,976* | *2,922* | *2,379* | *4,139* | *30.8* |
| **JACKSON** | **78.6** | **Male** | **37,081** | **3,584** | **3,628** | **3,443** | **4,017** | **5,665** | **5,837** | **3,809** | **2,913** | **4,185** | **31.8** |
| | | **Female** | **41,519** | **3,293** | **3,469** | **3,274** | **4,328** | **6,557** | **6,190** | **4,099** | **3,494** | **6,815** | **34.8** |
| Madison | 78.6 | Male | 37,081 | 3,584 | 3,628 | 3,443 | 4,017 | 5,665 | 5,837 | 3,809 | 2,913 | 4,185 | 31.8 |
| | | Female | 41,519 | 3,293 | 3,469 | 3,274 | 4,328 | 6,557 | 6,190 | 4,099 | 3,494 | 6,815 | 34.8 |
| **JOHNSON CITY - KINGSPORT - BRISTOL** | **438.0** | **Male** | **210,953** | **15,990** | **16,287** | **18,009** | **22,193** | **31,766** | **33,474** | **27,320** | **20,296** | **25,598** | **35.4** |
| | | **Female** | **227,047** | **15,123** | **15,665** | **17,107** | **22,078** | **32,335** | **34,699** | **28,035** | **23,039** | **38,966** | **38.2** |
| Carter | 51.5 | Male | 24,885 | 1,872 | 1,893 | 2,074 | 2,770 | 3,759 | 3,858 | 3,175 | 2,336 | 3,148 | 35.2 |
| | | Female | 26,615 | 1,745 | 1,850 | 2,011 | 2,661 | 3,718 | 4,016 | 3,256 | 2,603 | 4,755 | 38.3 |
| Hawkins | 45.0 | Male | 22,007 | 1,737 | 1,796 | 1,996 | 2,230 | 3,424 | 3,500 | 2,930 | 1,977 | 2,417 | 34.5 |
| | | Female | 22,993 | 1,617 | 1,727 | 1,850 | 2,053 | 3,401 | 3,625 | 2,943 | 2,207 | 3,570 | 37.3 |
| Sullivan | 144.7 | Male | 69,464 | 5,339 | 5,276 | 6,060 | 6,764 | 10,269 | 11,137 | 9,491 | 6,928 | 8,200 | 35.9 |
| | | Female | 75,236 | 5,085 | 5,213 | 5,693 | 6,612 | 10,571 | 11,746 | 9,761 | 7,974 | 12,581 | 38.8 |
| Unicoi | 16.5 | Male | 7,916 | 567 | 589 | 679 | 695 | 1,217 | 1,246 | 1,007 | 793 | 1,123 | 36.7 |
| | | Female | 8,584 | 514 | 590 | 663 | 694 | 1,169 | 1,219 | 1,014 | 958 | 1,763 | 40.4 |
| Washington | 93.2 | Male | 45,131 | 3,482 | 3,450 | 3,600 | 5,564 | 7,133 | 7,221 | 5,333 | 4,080 | 5,268 | 34.1 |
| | | Female | 48,069 | 3,233 | 3,220 | 3,457 | 5,881 | 7,313 | 7,258 | 5,352 | 4,474 | 7,881 | 36.3 |
| *Bristol city, Va.* | *18.1* | *Male* | *8,075* | *649* | *678* | *683* | *804* | *1,210* | *1,164* | *938* | *820* | *1,131* | *35.1* |
| | | *Female* | *10,025* | *655* | *642* | *616* | *989* | *1,304* | *1,307* | *1,123* | *1,090* | *2,299* | *41.2* |
| *Scott, Va.* | *22.9* | *Male* | *11,070* | *733* | *850* | *1,026* | *1,071* | *1,566* | *1,651* | *1,482* | *1,141* | *1,550* | *36.8* |
| | | *Female* | *11,830* | *742* | *783* | *954* | *1,013* | *1,506* | *1,742* | *1,529* | *1,264* | *2,297* | *40.3* |
| *Washington, Va.* | *46.1* | *Male* | *22,405* | *1,611* | *1,755* | *1,911* | *2,295* | *3,188* | *3,697* | *2,966* | *2,221* | *2,761* | *36.2* |
| | | *Female* | *23,695* | *1,532* | *1,640* | *1,863* | *2,175* | *3,353* | *3,786* | *3,057* | *2,469* | *2,820* | *38.4* |
| **KNOXVILLE** | **614.7** | **Male** | **295,357** | **24,206** | **24,191** | **24,203** | **34,039** | **47,982** | **47,856** | **35,055** | **25,593** | **32,232** | **33.6** |
| | | **Female** | **319,343** | **23,207** | **23,006** | **22,897** | **33,383** | **49,780** | **50,306** | **36,850** | **29,695** | **50,219** | **36.5** |
| Anderson | 69.3 | Male | 33,062 | 2,705 | 2,881 | 2,895 | 2,905 | 4,862 | 5,305 | 4,096 | 3,132 | 4,281 | 35.5 |
| | | Female | 36,238 | 2,609 | 2,770 | 2,767 | 2,841 | 5,156 | 5,698 | 4,186 | 3,737 | 6,474 | 38.5 |
| Blount | 87.9 | Male | 42,254 | 3,370 | 3,463 | 3,486 | 4,097 | 6,463 | 7,072 | 5,336 | 3,657 | 5,310 | 35.4 |
| | | Female | 45,646 | 3,223 | 3,308 | 3,382 | 4,067 | 6,810 | 7,378 | 5,512 | 4,238 | 7,728 | 37.8 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **TENNESSEE (continued)** | | | | | | | | | | | | | |
| **KNOXVILLE (continued)** | | | | | | | | | | | | | |
| Grainger | 17.2 | Male | 8,509 | 693 | 717 | 803 | 876 | 1,298 | 1,286 | 1,100 | 793 | 943 | 34.0 |
| | | Female | 8,691 | 606 | 661 | 728 | 860 | 1,293 | 1,305 | 1,099 | 840 | 1,299 | 36.5 |
| Jefferson | 33.4 | Male | 16,343 | 1,126 | 1,230 | 1,522 | 2,054 | 2,348 | 2,354 | 2,217 | 1,632 | 1,860 | 34.5 |
| | | Female | 17,057 | 1,097 | 1,116 | 1,262 | 2,081 | 2,350 | 2,510 | 2,255 | 1,720 | 2,666 | 37.5 |
| Knox | 339.9 | Male | 162,457 | 13,606 | 12,985 | 12,543 | 20,979 | 27,870 | 26,605 | 18,130 | 13,373 | 16,366 | 32.6 |
| | | Female | 177,443 | 13,184 | 12,484 | 11,969 | 20,483 | 28,815 | 27,878 | 19,433 | 15,922 | 27,275 | 35.6 |
| Sevier | 53.0 | Male | 25,805 | 2,094 | 2,246 | 2,294 | 2,388 | 4,007 | 4,186 | 3,343 | 2,418 | 2,829 | 34.7 |
| | | Female | 27,195 | 1,900 | 2,036 | 2,187 | 2,363 | 4,203 | 4,466 | 3,503 | 2,666 | 3,871 | 37.0 |
| Union | 14.0 | Male | 6,927 | 612 | 669 | 660 | 740 | 1,134 | 1,048 | 833 | 588 | 643 | 31.9 |
| | | Female | 7,073 | 588 | 631 | 602 | 688 | 1,153 | 1,071 | 862 | 572 | 906 | 33.9 |
| **MEMPHIS** | **1,003.3** | **Male** | **479,419** | **51,443** | **48,204** | **44,457** | **54,178** | **82,528** | **76,649** | **48,228** | **33,906** | **39,826** | **30.0** |
| | | **Female** | **523,881** | **49,175** | **45,861** | **42,986** | **52,765** | **90,311** | **83,580** | **53,692** | **41,172** | **64,339** | **32.9** |
| Shelby | 839.1 | Male | 399,783 | 42,749 | 39,610 | 36,203 | 46,464 | 69,940 | 64,550 | 38,954 | 27,952 | 33,361 | 30.0 |
| | | Female | 439,317 | 40,864 | 37,755 | 35,015 | 44,720 | 76,567 | 70,592 | 44,151 | 34,691 | 54,962 | 33.0 |
| Tipton | 39.1 | Male | 19,086 | 2,096 | 2,106 | 2,014 | 1,757 | 2,992 | 2,887 | 2,081 | 1,427 | 1,726 | 30.2 |
| | | Female | 20,014 | 2,028 | 1,930 | 1,850 | 1,852 | 3,279 | 2,947 | 2,039 | 1,547 | 2,542 | 32.2 |
| *Crittenden, Ark.* | *50.6* | *Male* | *23,871* | *2,817* | *2,737* | *2,640* | *2,342* | *3,671* | *3,370* | *2,443* | *1,730* | *2,121* | *28.8* |
| | | *Female* | *26,729* | *2,779* | *2,718* | *2,570* | *2,607* | *4,229* | *3,749* | *2,754* | *2,053* | *3,270* | *31.4* |
| *De Soto, Miss.* | *74.5* | *Male* | *36,679* | *3,781* | *3,751* | *3,600* | *3,615* | *5,925* | *5,842* | *4,750* | *2,797* | *2,618* | *31.1* |
| | | *Female* | *37,821* | *3,504* | *3,458* | *3,551* | *3,586* | *6,236* | *6,292* | *4,748* | *2,881* | *3,565* | *32.7* |
| **NASHVILLE** | **1,016.4** | **Male** | **491,421** | **46,483** | **44,321** | **41,727** | **52,326** | **89,566** | **83,134** | **54,867** | **36,906** | **42,091** | **31.8** |
| | | **Female** | **524,979** | **43,947** | **42,107** | **39,532** | **54,198** | **93,918** | **85,797** | **56,952** | **41,912** | **66,616** | **33.8** |
| Cheatham | 28.6 | Male | 14,341 | 1,447 | 1,352 | 1,391 | 1,197 | 2,558 | 2,540 | 1,726 | 1,091 | 1,039 | 32.0 |
| | | Female | 14,259 | 1,288 | 1,335 | 1,246 | 1,224 | 2,613 | 2,458 | 1,660 | 1,061 | 1,374 | 32.8 |
| Davidson | 517.8 | Male | 246,062 | 22,982 | 19,872 | 18,253 | 28,464 | 49,914 | 40,564 | 25,141 | 18,711 | 22,161 | 31.7 |
| | | Female | 271,738 | 21,907 | 19,059 | 17,644 | 29,937 | 51,857 | 42,106 | 27,980 | 22,819 | 38,429 | 34.1 |
| Dickson | 36.5 | Male | 17,720 | 1,698 | 1,679 | 1,737 | 1,651 | 2,838 | 2,626 | 2,122 | 1,464 | 1,905 | 32.4 |
| | | Female | 18,780 | 1,630 | 1,672 | 1,611 | 1,760 | 2,942 | 2,762 | 2,061 | 1,627 | 2,715 | 34.2 |
| Robertson | 43.1 | Male | 21,120 | 2,119 | 2,077 | 1,997 | 1,778 | 3,483 | 3,340 | 2,350 | 1,773 | 2,203 | 32.4 |
| | | Female | 21,980 | 1,944 | 1,969 | 1,782 | 1,843 | 3,645 | 3,389 | 2,394 | 1,918 | 3,096 | 34.5 |
| Rutherford | 125.1 | Male | 61,712 | 5,924 | 5,949 | 5,483 | 8,343 | 11,272 | 10,058 | 6,304 | 3,912 | 4,467 | 29.6 |
| | | Female | 63,388 | 5,755 | 5,612 | 5,184 | 8,734 | 11,535 | 9,974 | 6,229 | 4,174 | 6,191 | 30.6 |
| Sumner | 107.9 | Male | 52,848 | 4,965 | 5,270 | 5,225 | 4,805 | 8,186 | 9,039 | 6,819 | 4,117 | 4,422 | 32.5 |
| | | Female | 55,052 | 4,536 | 4,907 | 4,945 | 4,791 | 8,654 | 9,528 | 6,748 | 4,346 | 6,597 | 34.6 |
| Williamson | 86.1 | Male | 42,341 | 4,068 | 4,538 | 4,220 | 3,051 | 5,899 | 8,675 | 5,727 | 3,167 | 2,996 | 34.0 |
| | | Female | 43,759 | 3,858 | 4,263 | 4,111 | 3,004 | 6,616 | 9,109 | 5,468 | 3,207 | 4,123 | 35.0 |
| Wilson | 71.3 | Male | 35,277 | 3,280 | 3,584 | 3,421 | 3,037 | 5,416 | 6,292 | 4,678 | 2,671 | 2,898 | 33.0 |
| | | Female | 36,023 | 3,029 | 3,290 | 3,009 | 2,905 | 6,056 | 6,471 | 4,412 | 2,760 | 4,091 | 34.5 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Anderson | 69.3 | Male | 33,062 | 2,705 | 2,881 | 2,895 | 2,905 | 4,862 | 5,305 | 4,096 | 3,132 | 4,281 | 35.5 |
| | | Female | 36,238 | 2,609 | 2.770 | 2,767 | 2,841 | 5,156 | 5,698 | 4,186 | 3,737 | 6,474 | 38.5 |
| Bedford | 31.0 | Male | 15,023 | 1,284 | 1,401 | 1,368 | 1,437 | 2,260 | 2,186 | 1,772 | 1,432 | 1,883 | 33.9 |
| | | Female | 15,977 | 1,259 | 1,265 | 1,352 | 1,402 | 2,281 | 2,329 | 1,833 | 1,459 | 2,797 | 36.8 |
| Benton | 14.5 | Male | 6,883 | 503 | 540 | 613 | 594 | 933 | 1,036 | 862 | 743 | 1,059 | 37.5 |
| | | Female | 7,617 | 517 | 589 | 567 | 615 | 978 | 1,036 | 916 | 840 | 1,559 | 40.2 |
| Bledsoe | 9.8 | Male | 5,344 | 357 | 417 | 538 | 544 | 998 | 923 | 629 | 421 | 517 | 33.2 |
| | | Female | 4,456 | 350 | 362 | 386 | 392 | 644 | 685 | 553 | 432 | 652 | 36.4 |
| Blount | 87.[illegible] | Male | 42,254 | 3,370 | 3,463 | 3,486 | 4,097 | 6,463 | 7,072 | 5,336 | 3,657 | 5,310 | 35.4 |
| | | Female | 45,646 | 3,223 | 3,308 | 3,382 | 4,067 | 6,810 | 7,378 | 5,512 | 4,238 | 7,728 | 37.8 |
| Bradley | 75.5 | Male | 36,412 | 3,067 | 3,131 | 3,438 | 4,169 | 5,895 | 5,714 | 4,529 | 3,101 | 3,368 | 32.5 |
| | | Female | 39,088 | 2,950 | 3,008 | 3,232 | 4,379 | 6,140 | 6,046 | 4,771 | 3,473 | 5,089 | 34.7 |
| Campbell | 34.9 | Male | 16,670 | 1,346 | 1,519 | 1,691 | 1,711 | 2,314 | 2,523 | 2,036 | 1,499 | 2,031 | 33.9 |
| | | Female | 18,230 | 1,355 | 1,458 | 1,628 | 1,654 | 2,485 | 2,610 | 2,143 | 1,778 | 3,119 | 37.0 |
| Cannon | 10.6 | Male | 5,160 | 429 | 466 | 473 | 486 | 756 | 738 | 624 | 528 | 660 | 34.6 |
| | | Female | 5,440 | 420 | 449 | 444 | 485 | 746 | 752 | 635 | 540 | 969 | 37.3 |
| Carroll | 27.6 | Male | 13,254 | 1,066 | 1,147 | 1,166 | 1,289 | 1,865 | 1,834 | 1,576 | 1,319 | 1,992 | 35.5 |
| | | Female | 14,346 | 1,032 | 1,083 | 1,077 | 1,239 | 1,759 | 2,001 | 1,673 | 1,461 | 3,021 | 39.9 |
| Carter | 51.5 | Male | 24,885 | 1,872 | 1,893 | 2,074 | 2,770 | 3,759 | 3,858 | 3,175 | 2,336 | 3,148 | 35.2 |
| | | Female | 26,615 | 1,745 | 1,850 | 2,011 | 2,661 | 3,718 | 4,016 | 3,256 | 2,603 | 4,755 | 38.3 |
| Cheatham | 28.6 | Male | 14,341 | 1,447 | 1,352 | 1.391 | 1,197 | 2,558 | 2,540 | 1,726 | 1,091 | 1,039 | 32.0 |
| | | Female | 14,259 | 1,288 | 1,335 | 1,246 | 1,224 | 2,613 | 2,458 | 1,660 | 1,061 | 1,374 | 32.8 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **TENNESSEE (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Chester | 12.9 | Male | 6,171 | 510 | 508 | 544 | 906 | 893 | 824 | 667 | 554 | 765 | 31.9 |
| | | Female | 6,729 | 493 | 513 | 500 | 1,010 | 812 | 918 | 692 | 589 | 1,202 | 35.4 |
| Claiborne | 26.6 | Male | 12,902 | 1,074 | 1,136 | 1,276 | 1,441 | 1,855 | 2,060 | 1,531 | 1,138 | 1,391 | 33.2 |
| | | Female | 13,698 | 978 | 1,154 | 1,215 | 1,359 | 1,996 | 2,121 | 1,576 | 1,221 | 2,078 | 35.7 |
| Clay | 7.2 | Male | 3,550 | 226 | 303 | 325 | 345 | 480 | 526 | 456 | 348 | 541 | 36.8 |
| | | Female | 3,650 | 264 | 263 | 295 | 308 | 518 | 511 | 467 | 385 | 639 | 38.5 |
| Cocke | 29.4 | Male | 14,147 | 1,048 | 1,189 | 1,362 | 1,435 | 2,144 | 2,178 | 1,868 | 1,398 | 1,525 | 34.5 |
| | | Female | 15,253 | 1,106 | 1,117 | 1,285 | 1,418 | 2,283 | 2,391 | 1,828 | 1,528 | 2,297 | 36.7 |
| Coffee | 41.2 | Male | 19,883 | 1,821 | 1,897 | 1,723 | 1,773 | 3,014 | 2,885 | 2,393 | 2,001 | 2,376 | 34.0 |
| | | Female | 21,317 | 1,697 | 1,778 | 1,730 | 1,815 | 3,081 | 3,085 | 2,568 | 2,160 | 3,403 | 36.8 |
| Crockett | 13.2 | Male | 6,286 | 528 | 543 | 577 | 553 | 953 | 875 | 747 | 521 | 989 | 34.9 |
| | | Female | 6,914 | 491 | 588 | 495 | 539 | 975 | 890 | 762 | 625 | 1,549 | 39.1 |
| Cumberland | 36.1 | Male | 17,468 | 1,410 | 1,420 | 1,523 | 1,577 | 2,420 | 2,462 | 1,952 | 1,866 | 2,838 | 36.6 |
| | | Female | 18,632 | 1,313 | 1,363 | 1,472 | 1,500 | 2,542 | 2,568 | 2,163 | 2,134 | 3,577 | 39.4 |
| Davidson | 517.8 | Male | 246,062 | 22,982 | 19,872 | 18,253 | 28,464 | 49,914 | 40,564 | 25,141 | 18,711 | 22,161 | 31.7 |
| | | Female | 271,738 | 21,907 | 19,059 | 17,644 | 29,937 | 51,857 | 42,106 | 27,980 | 22,819 | 38,429 | 34.1 |
| Decatur | 10.3 | Male | 4,967 | 347 | 392 | 449 | 448 | 670 | 724 | 609 | 505 | 823 | 37.5 |
| | | Female | 5,333 | 329 | 416 | 426 | 421 | 659 | 728 | 649 | 563 | 1,142 | 40.7 |
| De Kalb | 14.5 | Male | 6,933 | 548 | 605 | 651 | 646 | 971 | 1,005 | 859 | 706 | 942 | 35.5 |
| | | Female | 7,567 | 544 | 560 | 610 | 652 | 1,021 | 1,112 | 932 | 746 | 1,390 | 38.6 |
| Dickson | 36.5 | Male | 17,720 | 1,698 | 1,679 | 1,737 | 1,651 | 2,838 | 2,626 | 2,122 | 1,464 | 1,905 | 32.4 |
| | | Female | 18,780 | 1,630 | 1,672 | 1,611 | 1,760 | 2,942 | 2,762 | 2,061 | 1,627 | 2,715 | 34.2 |
| Dyer | 35.5 | Male | 16,831 | 1,482 | 1,571 | 1,577 | 1,644 | 2,560 | 2,637 | 1,982 | 1,375 | 2,003 | 33.4 |
| | | Female | 18,669 | 1,476 | 1,500 | 1,511 | 1,738 | 2,718 | 2,728 | 2,034 | 1,621 | 3,343 | 36.4 |
| Fayette | 25.9 | Male | 12,618 | 1,242 | 1,364 | 1,460 | 1,111 | 1,778 | 1,805 | 1,328 | 1,082 | 1,448 | 31.4 |
| | | Female | 13,282 | 1,238 | 1,252 | 1,216 | 1,161 | 2,015 | 1,890 | 1,453 | 1,110 | 1,947 | 33.8 |
| Fentress | 14.8 | Male | 7,264 | 609 | 689 | 737 | 730 | 1,011 | 1,114 | 898 | 638 | 838 | 33.6 |
| | | Female | 7,536 | 548 | 614 | 670 | 712 | 1,038 | 1,184 | 925 | 683 | 1,162 | 36.6 |
| Franklin | 35.2 | Male | 17,318 | 1,378 | 1,507 | 1,641 | 1,889 | 2,486 | 2,591 | 2,045 | 1,656 | 2,125 | 34.0 |
| | | Female | 17,882 | 1,330 | 1,375 | 1,463 | 1,721 | 2,465 | 2,604 | 2,144 | 1,795 | 2,985 | 37.3 |
| Gibson | 46.1 | Male | 21,618 | 1,880 | 1,900 | 1,887 | 2,002 | 3,091 | 3,007 | 2,438 | 2,109 | 3,304 | 35.2 |
| | | Female | 24,482 | 1,684 | 1,842 | 1,871 | 1,976 | 3,239 | 3,352 | 2,738 | 2,525 | 5,255 | 39.9 |
| Giles | 26.0 | Male | 12,571 | 1,083 | 1,100 | 1,138 | 1,219 | 1,780 | 1,824 | 1,558 | 1,128 | 1,741 | 34.8 |
| | | Female | 13,429 | 1,090 | 1,041 | 1,076 | 1,207 | 1,796 | 1,912 | 1,596 | 1,207 | 2,504 | 37.6 |
| Grainger | 17.2 | Male | 8,509 | 693 | 717 | 803 | 876 | 1,298 | 1,286 | 1,100 | 793 | 943 | 34.0 |
| | | Female | 8,691 | 606 | 661 | 728 | 860 | 1,293 | 1,305 | 1,099 | 840 | 1,299 | 36.5 |
| Greene | 56.0 | Male | 27,110 | 2,037 | 2,198 | 2,397 | 2,676 | 4,024 | 4,254 | 3,619 | 2,779 | 3,126 | 35.5 |
| | | Female | 28,890 | 1,964 | 2,055 | 2,256 | 2,605 | 4,162 | 4,445 | 3,681 | 3,038 | 4,684 | 38.2 |
| Grundy | 13.3 | Male | 6,428 | 518 | 661 | 699 | 651 | 886 | 902 | 801 | 534 | 776 | 32.7 |
| | | Female | 6,872 | 542 | 619 | 685 | 609 | 929 | 962 | 820 | 570 | 1,136 | 35.5 |
| Hamblen | 50.7 | Male | 24,420 | 2,026 | 2,037 | 2,240 | 2,534 | 3,704 | 3,841 | 3,282 | 2,326 | 2,430 | 34.1 |
| | | Female | 26,280 | 1,900 | 1,874 | 2,154 | 2,521 | 3,853 | 4,126 | 3,527 | 2,650 | 3,675 | 37.0 |
| Hamilton | 288.1 | Male | 136,072 | 12,033 | 11,836 | 12,047 | 13,814 | 21,542 | 22,381 | 15,663 | 12,177 | 14,579 | 33.5 |
| | | Female | 152,028 | 11,553 | 11,376 | 11,368 | 14,459 | 23,136 | 23,993 | 17,205 | 14,533 | 24,405 | 36.7 |
| Hancock | 6.7 | Male | 3,306 | 270 | 301 | 317 | 319 | 484 | 475 | 394 | 307 | 439 | 34.2 |
| | | Female | 3,394 | 260 | 285 | 282 | 285 | 486 | 450 | 377 | 347 | 622 | 37.2 |
| Hardeman | 23.6 | Male | 11,369 | 1,141 | 1,145 | 1,187 | 1,100 | 1,687 | 1,613 | 1,135 | 979 | 1,382 | 31.6 |
| | | Female | 12,231 | 1,053 | 1,100 | 1,108 | 1,056 | 1,802 | 1,737 | 1,237 | 1,113 | 2,025 | 35.0 |
| Hardin | 22.8 | Male | 11,015 | 923 | 981 | 1,054 | 991 | 1,467 | 1,650 | 1,385 | 1,088 | 1,476 | 35.6 |
| | | Female | 11,785 | 870 | 908 | 994 | 1,047 | 1,548 | 1,733 | 1,357 | 1,242 | 2,086 | 38.0 |
| Hawkins | 45.0 | Male | 22,007 | 1,737 | 1,796 | 1,996 | 2,230 | 3,424 | 3,500 | 2,930 | 1,977 | 2,417 | 34.5 |
| | | Female | 22,993 | 1,617 | 1,727 | 1,850 | 2,053 | 3,401 | 3,625 | 2,943 | 2,207 | 3,570 | 37.3 |
| Haywood | 19.5 | Male | 9,123 | 872 | 1,040 | 994 | 841 | 1,308 | 1,298 | 817 | 761 | 1,192 | 31.2 |
| | | Female | 10,377 | 870 | 956 | 967 | 929 | 1,484 | 1,442 | 1,000 | 870 | 1,859 | 34.9 |
| Henderson | 22.0 | Male | 10,589 | 882 | 974 | 965 | 971 | 1,568 | 1,590 | 1,217 | 1,038 | 1,384 | 34.6 |
| | | Female | 11,411 | 815 | 959 | 936 | 954 | 1,607 | 1,698 | 1,288 | 1,180 | 1,974 | 37.6 |
| Henry | 27.9 | Male | 13,402 | 995 | 1,194 | 1,163 | 1,091 | 1,858 | 1,855 | 1,580 | 1,381 | 2,285 | 37.2 |
| | | Female | 14,498 | 968 | 1,039 | 1,050 | 1,047 | 1,806 | 1,992 | 1,660 | 1,666 | 3,270 | 41.7 |
| Hickman | 17.2 | Male | 8,855 | 696 | 714 | 747 | 812 | 1,657 | 1,418 | 1,060 | 756 | 995 | 33.8 |
| | | Female | 8,345 | 661 | 641 | 693 | 725 | 1,162 | 1,235 | 1,005 | 793 | 1,430 | 37.4 |
| Houston | 7.2 | Male | 3,505 | 267 | 296 | 333 | 289 | 469 | 488 | 425 | 395 | 543 | 37.0 |
| | | Female | 3,695 | 261 | 266 | 326 | 291 | 449 | 518 | 442 | 393 | 749 | 39.9 |
| Humphreys | 15.9 | Male | 7,803 | 645 | 714 | 741 | 653 | 1,093 | 1,169 | 1,012 | 807 | 969 | 35.5 |
| | | Female | 8,097 | 558 | 659 | 696 | 655 | 1,084 | 1,211 | 995 | 866 | 1,373 | 36.3 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **TENNESSEE (continued)** | | | — | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Jackson | 9.4 | Male | 4,582 | 323 | 354 | 412 | 427 | 639 | 705 | 580 | 469 | 673 | 36.9 |
| | | Female | 4,818 | 316 | 356 | 391 | 390 | 644 | 709 | 554 | 510 | 948 | 39.4 |
| Jefferson | 33.4 | Male | 16,343 | 1,126 | 1,230 | 1,522 | 2,054 | 2,348 | 2,354 | 2,217 | 1,632 | 1,860 | 34.5 |
| | | Female | 17,057 | 1,097 | 1,116 | 1,262 | 2,081 | 2,350 | 2,510 | 2,255 | 1,720 | 2,666 | 37.5 |
| Johnson | 14.3 | Male | 7,099 | 519 | 564 | 682 | 683 | 976 | 1,052 | 941 | 664 | 1,018 | 36.2 |
| | | Female | 7,201 | 468 | 488 | 614 | 599 | 913 | 1,092 | 927 | 743 | 1,357 | 39.7 |
| Knox | 339.9 | Male | 162,457 | 13,606 | 12,985 | 12,543 | 20,979 | 27,870 | 26,605 | 18,130 | 13,373 | 16,366 | 32.6 |
| | | Female | 177,443 | 13,184 | 12,484 | 11,969 | 20,483 | 28,815 | 27,878 | 19,433 | 15,922 | 27,275 | 35.6 |
| Lake | 6.9 | Male | 3,679 | 243 | 238 | 293 | 561 | 713 | 548 | 368 | 292 | 423 | 32.1 |
| | | Female | 3,221 | 230 | 244 | 271 | 288 | 429 | 458 | 373 | 307 | 621 | 38.2 |
| Lauderdale | 24.1 | Male | 11,691 | 1,050 | 1,221 | 1,101 | 1,100 | 2,006 | 1,663 | 1,209 | 904 | 1,437 | 31.8 |
| | | Female | 12,409 | 1,095 | 1,118 | 1,042 | 1,172 | 1,817 | 1,644 | 1,291 | 1,018 | 2,212 | 34.8 |
| Lawrence | 35.7 | Male | 17,151 | 1,614 | 1,591 | 1,598 | 1,752 | 2,563 | 2,408 | 2,037 | 1,526 | 2,062 | 32.9 |
| | | Female | 18,549 | 1,554 | 1,514 | 1,517 | 1,656 | 2,616 | 2,518 | 2,120 | 1,798 | 3,256 | 36.7 |
| Lewis | 9.4 | Male | 4,611 | 417 | 475 | 468 | 408 | 651 | 692 | 490 | 415 | 595 | 33.3 |
| | | Female | 4,789 | 357 | 409 | 411 | 411 | 663 | 681 | 552 | 466 | 839 | 37.1 |
| Lincoln | 28.6 | Male | 13,797 | 1,238 | 1,213 | 1,191 | 1,314 | 2,046 | 1,994 | 1,649 | 1,356 | 1,796 | 34.5 |
| | | Female | 14,803 | 1,139 | 1,191 | 1,170 | 1,230 | 2,111 | 2,077 | 1,743 | 1,463 | 2,679 | 37.7 |
| Loudon | 31.9 | Male | 15,399 | 1,233 | 1,260 | 1,400 | 1,446 | 2,269 | 2,502 | 1,961 | 1,509 | 1,819 | 35.4 |
| | | Female | 16,501 | 1,189 | 1,164 | 1,257 | 1,392 | 2,377 | 2,509 | 1,998 | 1,734 | 2,881 | 38.5 |
| McMinn | 42.7 | Male | 20,383 | 1,665 | 1,757 | 1,925 | 2,019 | 3,043 | 3,088 | 2,522 | 1,934 | 2,430 | 34.3 |
| | | Female | 22,317 | 1,574 | 1,776 | 1,825 | 2,023 | 3,195 | 3,258 | 2,784 | 2,130 | 3,752 | 37.3 |
| McNairy | 22.7 | Male | 10,958 | 873 | 955 | 1,070 | 899 | 1,494 | 1,658 | 1,395 | 1,100 | 1,514 | 36.1 |
| | | Female | 11,742 | 801 | 920 | 950 | 950 | 1,573 | 1,683 | 1,473 | 1,205 | 2,187 | 39.0 |
| Macon | 16.0 | Male | 7,774 | 678 | 710 | 673 | 806 | 1,172 | 1,191 | 905 | 721 | 918 | 33.7 |
| | | Female | 8,226 | 674 | 666 | 665 | 759 | 1,187 | 1,179 | 941 | 743 | 1,412 | 36.4 |
| Madison | 78.6 | Male | 37,081 | 3,584 | 3,628 | 3,443 | 4,017 | 5,665 | 5,837 | 3,809 | 2,913 | 4,185 | 31.8 |
| | | Female | 41,519 | 3,293 | 3,469 | 3,274 | 4,328 | 6,557 | 6,190 | 4,099 | 3,494 | 6,815 | 34.8 |
| Marion | 25.1 | Male | 12,263 | 1,081 | 1,156 | 1,217 | 1,178 | 1,797 | 1,953 | 1,528 | 1,142 | 1,211 | 33.3 |
| | | Female | 12,837 | 969 | 1,039 | 1,165 | 1,145 | 1,927 | 1,964 | 1,564 | 1,195 | 1,869 | 35.9 |
| Marshall | 22.1 | Male | 10,676 | 867 | 989 | 987 | 1,026 | 1,631 | 1,658 | 1,272 | 908 | 1,338 | 34.0 |
| | | Female | 11,424 | 872 | 951 | 933 | 1,010 | 1,655 | 1,682 | 1,236 | 1,037 | 2,048 | 36.7 |
| Maury | 56.0 | Male | 26,810 | 2,471 | 2,647 | 2,437 | 2,477 | 4,242 | 4,343 | 2,934 | 2,367 | 2,892 | 33.0 |
| | | Female | 29,190 | 2,381 | 2,425 | 2,327 | 2,537 | 4,612 | 4,489 | 3,189 | 2,667 | 4,563 | 35.7 |
| Meigs | 8.3 | Male | 4,172 | 300 | 362 | 431 | 416 | 583 | 700 | 548 | 383 | 449 | 34.9 |
| | | Female | 4,128 | 305 | 320 | 363 | 403 | 573 | 692 | 520 | 373 | 579 | 36.4 |
| Monroe | 31.0 | Male | 15,069 | 1,278 | 1,308 | 1,433 | 1,600 | 2,152 | 2,307 | 1,886 | 1,323 | 1,782 | 33.9 |
| | | Female | 15,931 | 1,186 | 1,253 | 1,441 | 1,582 | 2,181 | 2,382 | 1,922 | 1,469 | 2,515 | 36.4 |
| Montgomery | 104.3 | Male | 53,430 | 5,697 | 4,644 | 4,103 | 9,185 | 10,619 | 7,841 | 4,536 | 3,435 | 3,370 | 27.9 |
| | | Female | 50,870 | 5,278 | 4,333 | 3,983 | 6,816 | 9,435 | 7,451 | 4,923 | 3,636 | 5,015 | 30.3 |
| Moore | 4.7 | Male | 2,341 | 162 | 214 | 230 | 232 | 304 | 362 | 323 | 239 | 275 | 35.8 |
| | | Female | 2,359 | 182 | 195 | 213 | 190 | 332 | 361 | 302 | 218 | 366 | 36.9 |
| Morgan | 17.9 | Male | 9,432 | 704 | 817 | 936 | 963 | 1,726 | 1,586 | 1,042 | 749 | 909 | 32.5 |
| | | Female | 8,468 | 690 | 719 | 787 | 760 | 1,242 | 1,299 | 989 | 761 | 1,221 | 35.3 |
| Obion | 31.6 | Male | 15,094 | 1,184 | 1,316 | 1,521 | 1,453 | 2,054 | 2,389 | 1,875 | 1,382 | 1,920 | 35.1 |
| | | Female | 16,506 | 1,153 | 1,217 | 1,471 | 1,460 | 2,219 | 2,440 | 1,964 | 1,537 | 3,045 | 38.0 |
| Overton | 17.9 | Male | 8,786 | 645 | 772 | 839 | 878 | 1,221 | 1,347 | 1,078 | 856 | 1,150 | 35.3 |
| | | Female | 9,114 | 629 | 672 | 765 | 824 | 1,175 | 1,340 | 1,159 | 923 | 1,627 | 38.7 |
| Perry | 6.8 | Male | 3,335 | 304 | 282 | 305 | 280 | 416 | 490 | 402 | 369 | 487 | 36.6 |
| | | Female | 3,465 | 271 | 247 | 304 | 243 | 437 | 493 | 419 | 407 | 644 | 39.7 |
| Pickett | 4.5 | Male | 2,200 | 165 | 191 | 196 | 189 | 296 | 320 | 274 | 246 | 323 | 37.0 |
| | | Female | 2,300 | 179 | 179 | 198 | 168 | 275 | 325 | 283 | 247 | 446 | 39.6 |
| Polk | 13.7 | Male | 6,765 | 516 | 556 | 671 | 702 | 922 | 1,034 | 925 | 670 | 769 | 35.1 |
| | | Female | 6,935 | 453 | 466 | 657 | 619 | 930 | 1,034 | 885 | 686 | 1,205 | 38.3 |
| Putnam | 52.5 | Male | 25,758 | 2,002 | 2,036 | 1,957 | 4,607 | 3,883 | 3,634 | 2,820 | 2,103 | 2,716 | 30.9 |
| | | Female | 26,742 | 1,883 | 1,854 | 1,880 | 3,939 | 3,802 | 3,846 | 2,922 | 2,426 | 4,190 | 35.0 |
| Rhea | 24.6 | Male | 11,856 | 982 | 1,062 | 1,187 | 1,219 | 1,713 | 1,816 | 1,427 | 1,045 | 1,405 | 33.6 |
| | | Female | 12,744 | 929 | 1,026 | 1,074 | 1,274 | 1,753 | 1,872 | 1,528 | 1,142 | 2,146 | 36.7 |
| Roane | 47.2 | Male | 22,729 | 1,710 | 1,880 | 2,158 | 2,017 | 3,037 | 3,605 | 3,032 | 2,372 | 2,918 | 36.6 |
| | | Female | 24,471 | 1,638 | 1,801 | 1,971 | 1,961 | 3,267 | 3,842 | 3,063 | 2,725 | 4,203 | 39.2 |
| Robertson | 43.1 | Male | 21,120 | 2,119 | 2,077 | 1,997 | 1,778 | 3,483 | 3,340 | 2,350 | 1,773 | 2,203 | 32.4 |
| | | Female | 21,980 | 1,944 | 1,969 | 1,782 | 1,843 | 3,645 | 3,389 | 2,394 | 1,918 | 3,096 | 34.5 |
| Rutherford | 125.1 | Male | 61,712 | 5,924 | 5,949 | 5,483 | 8,343 | 11,272 | 10,058 | 6,304 | 3,912 | 4,467 | 29.6 |
| | | Female | 63,388 | 5,755 | 5,612 | 5,184 | 8,734 | 11,535 | 9,974 | 6,229 | 4,174 | 6,191 | 30.6 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **TENNESSEE (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Scott | 18.3 | Male | 8,908 | 820 | 968 | 1,001 | 938 | 1,302 | 1,307 | 1,011 | 684 | 877 | 30.6 |
| | | Female | 9,392 | 767 | 871 | 962 | 875 | 1,373 | 1,365 | 1,048 | 809 | 1,322 | 33.9 |
| Sequatchie | 9.0 | Male | 4,448 | 357 | 390 | 447 | 487 | 652 | 740 | 557 | 372 | 446 | 33.3 |
| | | Female | 4,552 | 341 | 394 | 410 | 395 | 697 | 713 | 532 | 389 | 681 | 35.5 |
| Sevier | 53.0 | Male | 25,805 | 2,094 | 2,246 | 2,294 | 2,388 | 4,007 | 4,106 | 3,343 | 2,418 | 2,829 | 34.7 |
| | | Female | 27,195 | 1,900 | 2,036 | 2,187 | 2,363 | 4,203 | 4,466 | 3,503 | 2,666 | 3,871 | 37.0 |
| Shelby | 839.1 | Male | 399,783 | 42,749 | 39,610 | 36,203 | 46,464 | 69,940 | 64,550 | 38,954 | 27,952 | 33,361 | 30.0 |
| | | Female | 439,317 | 40,864 | 37,755 | 35,015 | 44,720 | 76,567 | 70,592 | 44,151 | 34,691 | 54,962 | 33.0 |
| Smith | 14.2 | Male | 6,875 | 573 | 629 | 570 | 619 | 1,080 | 1,044 | 785 | 619 | 956 | 34.7 |
| | | Female | 7,325 | 606 | 596 | 578 | 616 | 1,060 | 1,027 | 807 | 701 | 1,334 | 37.0 |
| Stewart | 9.6 | Male | 4,732 | 311 | 381 | 409 | 410 | 614 | 733 | 591 | 536 | 747 | 38.3 |
| | | Female | 4,868 | 316 | 317 | 409 | 372 | 650 | 687 | 622 | 553 | 942 | 40.4 |
| Sullivan | 144.7 | Male | 69,464 | 5,339 | 5,276 | 6,060 | 6,764 | 10,269 | 11,137 | 9,491 | 6,928 | 8,200 | 35.9 |
| | | Female | 75,236 | 5,085 | 5,213 | 5,693 | 6,612 | 10,571 | 11,746 | 9,761 | 7,974 | 12,581 | 38.8 |
| Sumner | 107.9 | Male | 52,848 | 4,965 | 5,270 | 5,225 | 4,805 | 8,186 | 9,039 | 6,819 | 4,117 | 4,422 | 32.5 |
| | | Female | 55,052 | 4,536 | 4,907 | 4,945 | 4,791 | 8,654 | 9,528 | 6,748 | 4,346 | 6,597 | 34.6 |
| Tipton | 39.1 | Male | 19,086 | 2,096 | 2,106 | 2,014 | 1,757 | 2,992 | 2,887 | 2,081 | 1,427 | 1,726 | 30.2 |
| | | Female | 20,014 | 2,028 | 1,930 | 1,850 | 1,852 | 3,279 | 2,947 | 2,039 | 1,547 | 2,542 | 32.2 |
| Trousdale | 6.0 | Male | 2,920 | 203 | 280 | 274 | 244 | 417 | 456 | 347 | 271 | 428 | 35.9 |
| | | Female | 3,080 | 216 | 264 | 215 | 279 | 436 | 457 | 332 | 295 | 586 | 37.8 |
| Unicoi | 16.5 | Male | 7,916 | 567 | 589 | 679 | 695 | 1,217 | 1,246 | 1,007 | 793 | 1,123 | 36.7 |
| | | Female | 8,584 | 514 | 590 | 663 | 694 | 1,169 | 1,219 | 1,014 | 958 | 1,763 | 40.4 |
| Union | 14.0 | Male | 6,927 | 612 | 669 | 660 | 740 | 1,134 | 1,048 | 833 | 588 | 643 | 31.9 |
| | | Female | 7,073 | 588 | 631 | 602 | 688 | 1,153 | 1,071 | 862 | 572 | 906 | 33.9 |
| Van Buren | 4.8 | Male | 2,390 | 208 | 222 | 223 | 238 | 368 | 369 | 276 | 215 | 271 | 33.3 |
| | | Female | 2,410 | 188 | 228 | 201 | 206 | 385 | 358 | 286 | 244 | 314 | 34.9 |
| Warren | 33.3 | Male | 16,058 | 1,301 | 1,454 | 1,491 | 1,597 | 2,427 | 2,442 | 1,898 | 1,514 | 1,934 | 34.0 |
| | | Female | 17,242 | 1,370 | 1,397 | 1,426 | 1,479 | 2,455 | 2,537 | 1,982 | 1,663 | 2,933 | 36.9 |
| Washington | 93.2 | Male | 45,131 | 3,482 | 3,450 | 3,600 | 5,564 | 7,133 | 7,221 | 5,333 | 4,080 | 5,268 | 34.1 |
| | | Female | 48,069 | 3,233 | 3,220 | 3,457 | 5,881 | 7,313 | 7,258 | 5,352 | 4,474 | 7,881 | 36.3 |
| Wayne | 14.0 | Male | 6,844 | 579 | 612 | 657 | 680 | 1,011 | 975 | 865 | 592 | 873 | 33.8 |
| | | Female | 7,156 | 557 | 588 | 633 | 625 | 968 | 1,035 | 833 | 704 | 1,213 | 37.0 |
| Weakley | 32.2 | Male | 15,463 | 1,185 | 1,260 | 1,211 | 2,544 | 2,210 | 2,076 | 1,604 | 1,301 | 2,072 | 31.9 |
| | | Female | 16,737 | 1,134 | 1,219 | 1,151 | 2,574 | 2,182 | 2,090 | 1,710 | 1,455 | 3,222 | 35.5 |
| White | 20.3 | Male | 9,808 | 775 | 848 | 887 | 917 | 1,382 | 1,468 | 1,190 | 1,006 | 1,335 | 35.6 |
| | | Female | 10,492 | 756 | 774 | 828 | 904 | 1,414 | 1,546 | 1,249 | 1,060 | 1,961 | 38.7 |
| Williamson | 86.1 | Male | 42,341 | 4,068 | 4,538 | 4,220 | 3,051 | 5,899 | 8,675 | 5,727 | 3,167 | 2,996 | 34.0 |
| | | Female | 43,759 | 3,858 | 4,263 | 4,111 | 3,004 | 6,616 | 9,109 | 5,468 | 3,207 | 4,123 | 35.0 |
| Wilson | 71.3 | Male | 35,277 | 3,280 | 3,584 | 3,421 | 3,037 | 5,416 | 6,292 | 4,678 | 2,671 | 2,898 | 33.0 |
| | | Female | 36,023 | 3,029 | 3,290 | 3,009 | 2,905 | 6,056 | 6,471 | 4,412 | 2,760 | 4,091 | 34.5 |
| **TOTAL METRO COUNTIES** | **3,365.3** | **Male** | **1,618,344** | **151,283** | **144,886** | **139,813** | **181,290** | **276,557** | **264,141** | **178,986** | **128,031** | **153,357** | **31.9** |
| | | **Female** | **1,746,956** | **143,674** | **138,009** | **133,168** | **179,197** | **291,468** | **277,817** | **190,643** | **149,208** | **243,674** | **34.6** |
| **TOTAL STATE** | **4,960.1** | **Male** | **2,390,687** | **214,891** | **213,310** | **211,631** | **259,828** | **390,452** | **380,127** | **271,534** | **199,890** | **249,024** | **32.6** |
| | | **Female** | **2,569,413** | **204,918** | **202,385** | **200,736** | **255,394** | **406,932** | **397,826** | **287,087** | **229,130** | **385,005** | **35.4** |
| **TEXAS** | | | | | | | | | | | | | |
| **ABILENE** | **120.1** | **Male** | **58,445** | **6,303** | **5,765** | **4,899** | **7,968** | **10,195** | **8,197** | **5,274** | **4,268** | **5,576** | **29.2** |
| | | **Female** | **61,655** | **5,911** | **5,482** | **4,703** | **7,457** | **9,837** | **8,367** | **5,832** | **4,988** | **9,078** | **32.4** |
| Taylor | 120.1 | Male | 58,445 | 6,303 | 5,765 | 4,899 | 7,968 | 10,195 | 8,197 | 5,274 | 4,268 | 5,576 | 29.2 |
| | | Female | 61,655 | 5,911 | 5,482 | 4,703 | 7,457 | 9,837 | 8,367 | 5,832 | 4,988 | 9,078 | 32.4 |
| **AMARILLO** | **189.6** | **Male** | **91,295** | **9,606** | **9,426** | **8,075** | **9,202** | **15,632** | **13,984** | **9,022** | **7,606** | **8,742** | **31.0** |
| | | **Female** | **98,305** | **9,474** | **9,101** | **7,974** | **9,678** | **15,814** | **14,508** | **9,903** | **8,422** | **13,431** | **33.2** |
| Potter | 96.8 | Male | 46,509 | 5,376 | 4,790 | 4,096 | 4,775 | 8,146 | 6,481 | 4,179 | 3,760 | 4,906 | 30.2 |
| | | Female | 50,291 | 5,298 | 4,584 | 4,003 | 4,867 | 7,930 | 6,623 | 4,733 | 4,329 | 7,924 | 33.1 |
| Randall | 92.8 | Male | 44,786 | 4,230 | 4,636 | 3,979 | 4,427 | 7,486 | 7,503 | 4,843 | 3,846 | 3,836 | 31.8 |
| | | Female | 48,014 | 4,176 | 4,517 | 3,971 | 4,811 | 7,884 | 7,885 | 5,170 | 4,093 | 5,507 | 33.3 |
| **AUSTIN** | **819.4** | **Male** | **409,142** | **40,387** | **35,985** | **30,800** | **61,620** | **86,047** | **70,841** | **36,689** | **23,108** | **24,665** | **29.2** |
| | | **Female** | **410,258** | **38,428** | **34,317** | **29,680** | **59,709** | **82,022** | **68,151** | **37,090** | **24,289** | **36,572** | **30.2** |
| Hays | 68.6 | Male | 34,487 | 2,897 | 2,986 | 2,853 | 7,470 | 5,577 | 5,454 | 3,092 | 1,854 | 2,364 | 26.9 |
| | | Female | 34,113 | 2,852 | 2,846 | 2,522 | 7,855 | 4,981 | 5,001 | 2,893 | 2,008 | 3,155 | 27.0 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **TEXAS (continued)** | | | | | | | | | | | | | |
| **AUSTIN (continued)** | | | | | | | | | | | | | |
| Travis | 601.8 | Male | 301,231 | 29,226 | 24,740 | 20,746 | 47,514 | 66,703 | 52,162 | 26,106 | 16,314 | 17,720 | 29.3 |
| | | Female | 300,569 | 27,593 | 23,754 | 20,199 | 44,996 | 62,577 | 49,622 | 27,109 | 18,184 | 26,535 | 30.4 |
| Williamson | 149.0 | Male | 73,424 | 8,264 | 8,259 | 7,201 | 6,636 | 13,767 | 13,225 | 7,551 | 3,940 | 4,581 | 29.6 |
| | | Female | 75,576 | 7,983 | 7,717 | 6,959 | 6,858 | 14,464 | 13,528 | 7,088 | 4,097 | 6,882 | 30.7 |
| **BEAUMONT - PORT ARTHUR** | **357.7** | **Male** | **172,958** | **16,791** | **18,144** | **16,198** | **15,906** | **26,833** | **26,039** | **18,350** | **15,671** | **19,026** | **32.2** |
| | | **Female** | **184,742** | **16,027** | **16,992** | **15,488** | **16,154** | **28,161** | **26,605** | **19,609** | **17,589** | **28,117** | **34.8** |
| Hardin | 41.1 | Male | 20,168 | 1,929 | 2,270 | 2,019 | 1,731 | 2,848 | 3,156 | 2,394 | 1,758 | 2,063 | 32.5 |
| | | Female | 20,932 | 1,788 | 2,091 | 1,996 | 1,696 | 3,072 | 3,225 | 2,363 | 1,878 | 2,823 | 34.4 |
| Jefferson | 236.4 | Male | 113,539 | 11,117 | 11,740 | 10,217 | 10,650 | 18,036 | 16,896 | 11,296 | 10,268 | 13,319 | 32.2 |
| | | Female | 122,861 | 10,720 | 10,936 | 9,714 | 10,918 | 18,919 | 17,234 | 12,371 | 11,847 | 20,202 | 35.1 |
| Orange | 80.2 | Male | 39,251 | 3,745 | 4,134 | 3,962 | 3,525 | 5,949 | 5,987 | 4,660 | 3,645 | 3,644 | 32.2 |
| | | Female | 40,949 | 3,519 | 3,965 | 3,778 | 3,540 | 6,170 | 6,146 | 4,875 | 3,864 | 5,092 | 34.2 |
| **BRAZORIA** | **194.3** | **Male** | **100,983** | **9,998** | **10,254** | **9,157** | **9,292** | **19,772** | **17,922** | **10,958** | **7,209** | **6,421** | **31.0** |
| | | **Female** | **93,317** | **9,714** | **9,755** | **8,536** | **8,321** | **16,499** | **14,725** | **9,834** | **7,108** | **8,825** | **31.3** |
| Brazoria | 194.3 | Male | 100,983 | 9,998 | 10,254 | 9,157 | 9,292 | 19,772 | 17,922 | 10,958 | 7,209 | 6,421 | 31.0 |
| | | Female | 93,317 | 9,714 | 9,755 | 8,536 | 8,321 | 16,499 | 14,725 | 9,834 | 7,108 | 8,825 | 31.3 |
| **BROWNSVILLE - HARLINGEN** | **267.2** | **Male** | **128,159** | **15,079** | **16,000** | **17,216** | **14,052** | **17,842** | **16,462** | **10,336** | **8,421** | **12,751** | **26.0** |
| | | **Female** | **139,041** | **14,792** | **15,585** | **16,638** | **14,592** | **19,733** | **19,014** | **12,424** | **10,584** | **15,679** | **29.0** |
| Cameron | 267.2 | Male | 128,159 | 15,079 | 16,000 | 17,216 | 14,052 | 17,842 | 16,462 | 10,336 | 8,421 | 12,751 | 26.0 |
| | | Female | 139,041 | 14,792 | 15,585 | 16,638 | 14,592 | 19,733 | 19,014 | 12,424 | 10,584 | 15,679 | 29.0 |
| **BRYAN - COLLEGE STATION** | **124.5** | **Male** | **64,079** | **5,359** | **4,620** | **3,878** | **21,209** | **11,392** | **7,234** | **4,310** | **2,782** | **3,295** | **24.0** |
| | | **Female** | **60,421** | **5,140** | **4,592** | **3,710** | **17,573** | **9,772** | **7,074** | **4,460** | **2,949** | **5,151** | **24.7** |
| Brazos | 124.5 | Male | 64,079 | 5,359 | 4,620 | 3,878 | 21,209 | 11,392 | 7,234 | 4,310 | 2,782 | 3,295 | 24.0 |
| | | Female | 60,421 | 5,140 | 4,592 | 3,710 | 17,573 | 9,772 | 7,074 | 4,460 | 2,949 | 5,151 | 24.7 |
| **CORPUS CHRISTI** | **353.0** | **Male** | **173,127** | **18,656** | **19,568** | **17,916** | **16,958** | **28,684** | **26,621** | **16,857** | **12,877** | **14,990** | **29.7** |
| | | **Female** | **179,873** | **17,755** | **18,476** | **17,204** | **16,761** | **29,055** | **26,916** | **17,920** | **14,690** | **21,096** | **31.8** |
| Nueces | 294.3 | Male | 144,062 | 15,494 | 16,171 | 14,732 | 14,143 | 24,532 | 22,336 | 13,814 | 10,497 | 12,343 | 29.7 |
| | | Female | 150,238 | 14,808 | 15,170 | 14,106 | 14,083 | 24,897 | 22,585 | 14,776 | 12,193 | 17,620 | 31.8 |
| San Patricio | 58.7 | Male | 29,065 | 3,162 | 3,397 | 3,184 | 2,815 | 4,152 | 4,285 | 3,043 | 2,380 | 2,647 | 29.8 |
| | | Female | 29,635 | 2,947 | 3,306 | 3,098 | 2,678 | 4,158 | 4,331 | 3,144 | 2,497 | 3,476 | 31.7 |
| **DALLAS** | **2,665.1** | **Male** | **1,314,379** | **141,150** | **123,354** | **110,011** | **143,015** | **277,738** | **221,192** | **137,559** | **81,018** | **79,342** | **30.0** |
| | | **Female** | **1,350,721** | **135,382** | **117,762** | **105,151** | **141,272** | **269,518** | **225,337** | **139,636** | **89,270** | **127,393** | **31.5** |
| Collin | 286.8 | Male | 142,709 | 15,264 | 14,293 | 13,304 | 12,493 | 28,423 | 27,673 | 17,982 | 7,500 | 5,777 | 30.6 |
| | | Female | 144,091 | 14,695 | 13,551 | 12,454 | 12,376 | 29,152 | 28,795 | 16,588 | 7,235 | 9,245 | 31.5 |
| Dallas | 1,908.5 | Male | 939,509 | 100,952 | 85,978 | 76,496 | 104,640 | 203,064 | 152,892 | 94,547 | 60,330 | 60,610 | 30.0 |
| | | Female | 968,991 | 96,810 | 82,293 | 73,431 | 100,575 | 193,395 | 156,410 | 99,606 | 68,576 | 97,895 | 31.8 |
| Denton | 295.0 | Male | 146,016 | 15,921 | 13,696 | 11,412 | 18,343 | 32,705 | 26,496 | 14,816 | 6,750 | 5,877 | 29.2 |
| | | Female | 148,984 | 15,235 | 12,924 | 11,038 | 21,142 | 33,017 | 25,945 | 13,696 | 6,807 | 9,180 | 29.3 |
| Ellis | 90.6 | Male | 44,737 | 4,872 | 4,949 | 4,609 | 4,161 | 7,243 | 7,097 | 5,062 | 3,130 | 3,614 | 30.2 |
| | | Female | 45,863 | 4,656 | 4,762 | 4,359 | 3,872 | 7,393 | 7,134 | 4,760 | 3,261 | 5,666 | 32.1 |
| Kaufman | 55.8 | Male | 27,284 | 2,725 | 2,929 | 2,802 | 2,364 | 4,050 | 4,416 | 3,204 | 2,233 | 2,561 | 32.0 |
| | | Female | 28,516 | 2,701 | 2,750 | 2,566 | 2,284 | 4,240 | 4,382 | 3,150 | 2,342 | 4,101 | 34.3 |
| Rockwall | 28.4 | Male | 14,124 | 1,416 | 1,509 | 1,388 | 1,014 | 2,253 | 2,618 | 1,948 | 1,075 | 903 | 32.7 |
| | | Female | 14,276 | 1,285 | 1,482 | 1,303 | 1,023 | 2,321 | 2,671 | 1,836 | 1,049 | 1,306 | 33.8 |
| ***DALLAS - FORT WORTH CONSOLIDATED AREA*** | ***4,061.9*** | ***Male*** | ***2,006,277*** | ***215,847*** | ***189,269*** | ***166,712*** | ***217,436*** | ***418,031*** | ***334,033*** | ***210,522*** | ***127,482*** | ***126,945*** | ***30.1*** |
| | | ***Female*** | ***2,055,623*** | ***205,696*** | ***180,577*** | ***159,828*** | ***214,233*** | ***403,417*** | ***338,946*** | ***212,419*** | ***139,338*** | ***201,169*** | ***31.6*** |
| **EL PASO** | **617.2** | **Male** | **300,171** | **35,630** | **33,961** | **34,060** | **37,242** | **49,847** | **41,593** | **26,188** | **20,307** | **21,343** | **26.8** |
| | | **Female** | **317,029** | **33,729** | **32,571** | **33,452** | **35,442** | **52,635** | **45,473** | **30,207** | **24,213** | **29,307** | **29.4** |
| El Paso | 617.2 | Male | 300,171 | 35,630 | 33,961 | 34,060 | 37,242 | 49,847 | 41,593 | 26,188 | 20,307 | 21,343 | 26.8 |
| | | Female | 317,029 | 33,729 | 32,571 | 33,452 | 35,442 | 52,635 | 45,473 | 30,207 | 24,213 | 29,307 | 29.4 |
| **FORT WORTH - ARLINGTON** | **1,396.8** | **Male** | **691,898** | **74,697** | **65,915** | **56,701** | **74,421** | **140,293** | **112,841** | **72,963** | **46,464** | **47,603** | **30.3** |
| | | **Female** | **704,902** | **70,314** | **62,815** | **54,677** | **72,961** | **133,899** | **113,609** | **72,783** | **50,068** | **73,776** | **31.8** |
| Johnson | 101.8 | Male | 50,497 | 5,102 | 5,327 | 5,032 | 4,745 | 8,072 | 8,055 | 6,008 | 3,939 | 4,217 | 31.2 |
| | | Female | 51,303 | 4,684 | 4,994 | 4,691 | 4,377 | 8,117 | 8,200 | 5,782 | 3,993 | 6,465 | 33.5 |
| Parker | 69.3 | Male | 34,666 | 3,366 | 3,541 | 3,221 | 3,042 | 5,159 | 5,702 | 4,342 | 3,025 | 3,268 | 33.1 |
| | | Female | 34,634 | 3,042 | 3,285 | 3,046 | 2,679 | 5,368 | 5,752 | 4,190 | 2,876 | 4,396 | 34.8 |
| Tarrant | 1,225.7 | Male | 606,735 | 66,229 | 57,047 | 48,448 | 66,634 | 127,062 | 99,084 | 62,613 | 39,500 | 40,118 | 30.1 |
| | | Female | 618,965 | 62,588 | 54,536 | 46,940 | 65,905 | 120,414 | 99,657 | 62,811 | 43,199 | 62,915 | 31.6 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex |  |  |  |  |  |  |  |  | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  |  | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over |  |
| **TEXAS (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **GALVESTON - TEXAS CITY** | **219.8** | **Male** | **108,199** | **10,655** | **10,645** | **9,842** | **9,884** | **18,658** | **17,693** | **11,996** | **9,163** | **9,663** | **32.0** |
|  |  | **Female** | **111,601** | **10,267** | **10,332** | **9,280** | **9,608** | **19,058** | **17,762** | **12,109** | **9,705** | **13,480** | **33.6** |
| Galveston | 219.8 | Male | 108,199 | 10,655 | 10,645 | 9,842 | 9,884 | 18,658 | 17,693 | 11,996 | 9,163 | 9,663 | 32.0 |
|  |  | Female | 111,601 | 10,267 | 10,332 | 9,280 | 9,608 | 19,058 | 17,762 | 12,109 | 9,705 | 13,480 | 33.6 |
| **HOUSTON** | **3,370.6** | **Male** | **1,677,273** | **183,701** | **168,058** | **151,878** | **176,817** | **327,568** | **291,841** | **174,332** | **106,730** | **96,348** | **29.8** |
|  |  | **Female** | **1,693,327** | **175,592** | **161,180** | **144,826** | **170,043** | **320,737** | **291,064** | **173,259** | **113,449** | **143,177** | **31.1** |
| Fort Bend | 242.1 | Male | 121,757 | 14,668 | 14,453 | 12,611 | 9,820 | 21,378 | 24,807 | 12,757 | 6,277 | 4,986 | 29.4 |
|  |  | Female | 120,343 | 13,859 | 13,636 | 11,534 | 8,839 | 22,811 | 25,016 | 11,502 | 6,157 | 6,989 | 30.4 |
| Harris | 2,862.0 | Male | 1,423,035 | 155,641 | 139,689 | 126,162 | 154,079 | 285,404 | 245,208 | 145,905 | 90,081 | 80,866 | 29.8 |
|  |  | Female | 1,438,965 | 149,293 | 134,326 | 120,928 | 148,972 | 277,011 | 243,819 | 146,348 | 96,833 | 121,435 | 31.0 |
| Liberty | 53.4 | Male | 26,673 | 2,531 | 2,857 | 2,679 | 2,425 | 4,149 | 4,156 | 2,996 | 2,262 | 2,618 | 31.9 |
|  |  | Female | 26,727 | 2,487 | 2,609 | 2,567 | 2,180 | 3,964 | 3,966 | 2,893 | 2,407 | 3,654 | 33.9 |
| Montgomery | 189.4 | Male | 94,150 | 9,816 | 9,966 | 9,434 | 8,242 | 15,055 | 16,116 | 11,533 | 7,224 | 6,764 | 31.4 |
|  |  | Female | 95,250 | 9,009 | 9,535 | 8,815 | 7,733 | 15,419 | 16,665 | 11,328 | 7,166 | 9,580 | 33.1 |
| Waller | 23.7 | Male | 11,658 | 1,045 | 1,093 | 992 | 2,251 | 1,582 | 1,554 | 1,141 | 886 | 1,114 | 27.8 |
|  |  | Female | 12,042 | 944 | 1,074 | 982 | 2,319 | 1,532 | 1,598 | 1,188 | 886 | 1,519 | 29.6 |
| ***HOUSTON - GALVESTON - BRAZORIA CONSOLIDATED AREA*** | ***3,784.7*** | ***Male*** | ***1,886,455*** | ***204,354*** | ***188,957*** | ***170,877*** | ***195,993*** | ***365,998*** | ***327,456*** | ***197,286*** | ***123,102*** | ***112,432*** | ***30.0*** |
|  |  | ***Female*** | ***1,898,245*** | ***195,573*** | ***181,267*** | ***162,643*** | ***187,972*** | ***356,294*** | ***333,551*** | ***195,202*** | ***130,263*** | ***165,482*** | ***31.2*** |
| **KILLEEN - TEMPLE** | **262.6** | **Male** | **137,322** | **15,349** | **12,746** | **10,493** | **27,200** | **27,376** | **17,831** | **10,270** | **7,390** | **8,568** | **26.0** |
|  |  | **Female** | **125,278** | **14,472** | **11,940** | **10,043** | **16,217** | **23,793** | **17,481** | **10,787** | **7,938** | **12,607** | **29.2** |
| Bell | 195.9 | Male | 99,806 | 11,728 | 9,582 | 7,997 | 16,654 | 19,239 | 13,509 | 8,056 | 6,009 | 7,032 | 27.0 |
|  |  | Female | 96,094 | 11,138 | 9,023 | 7,637 | 12,202 | 17,546 | 13,367 | 8,465 | 6,367 | 10,349 | 29.6 |
| Coryell | 66.7 | Male | 37,516 | 3,621 | 3,164 | 2,495 | 10,646 | 8,137 | 4,322 | 2,214 | 1,381 | 1,536 | 24.2 |
|  |  | Female | 29,184 | 3,334 | 2,917 | 2,406 | 4,015 | 6,247 | 4,114 | 2,322 | 1,571 | 2,258 | 28.1 |
| **LAREDO** | **139.2** | **Male** | **66,860** | **8,930** | **8,622** | **8,777** | **8,007** | **10,355** | **8,486** | **5,413** | **3,878** | **4,392** | **24.2** |
|  |  | **Female** | **72,340** | **8,621** | **8,288** | **8,319** | **8,609** | **11,180** | **9,395** | **6,355** | **4,922** | **6,651** | **27.1** |
| Webb | 139.2 | Male | 66,860 | 8,930 | 8,622 | 8,777 | 8,007 | 10,355 | 8,486 | 5,413 | 3,878 | 4,392 | 24.2 |
|  |  | Female | 72,340 | 8,621 | 8,288 | 8,319 | 8,609 | 11,180 | 9,395 | 6,355 | 4,922 | 6,651 | 27.1 |
| **LONGVIEW - MARSHALL** | **163.6** | **Male** | **78,609** | **7,734** | **8,148** | **7,523** | **7,691** | **12,371** | **11,818** | **8,254** | **6,567** | **8,503** | **31.6** |
|  |  | **Female** | **84,991** | **7,497** | **7,842** | **7,238** | **7,619** | **12,723** | **12,389** | **8,734** | **7,327** | **13,622** | **34.7** |
| Gregg | 105.3 | Male | 50,557 | 5,088 | 5,109 | 4,615 | 5,131 | 8,177 | 7,645 | 5,241 | 4,213 | 5,338 | 31.5 |
|  |  | Female | 54,743 | 4,887 | 4,965 | 4,430 | 4,950 | 8,446 | 7,978 | 5,611 | 4,694 | 8,782 | 34.6 |
| Harrison | 58.3 | Male | 28,052 | 2,646 | 3,039 | 2,908 | 2,560 | 4,194 | 4,173 | 3,013 | 2,354 | 3,165 | 31.9 |
|  |  | Female | 30,248 | 2,610 | 2,877 | 2,808 | 2,669 | 4,277 | 4,411 | 3,123 | 2,633 | 4,840 | 34.7 |
| **LUBBOCK** | **226.5** | **Male** | **111,615** | **11,169** | **10,589** | **9,279** | **18,648** | **19,700** | **15,359** | **9,808** | **7,873** | **9,190** | **28.1** |
|  |  | **Female** | **114,885** | **10,441** | **10,162** | **8,930** | **17,400** | **18,902** | **15,974** | **10,884** | **8,710** | **13,482** | **30.6** |
| Lubbock | 226.5 | Male | 111,615 | 11,169 | 10,589 | 9,279 | 18,648 | 19,700 | 15,359 | 9,808 | 7,873 | 9,190 | 28.1 |
|  |  | Female | 114,885 | 10,441 | 10,162 | 8,930 | 17,400 | 18,902 | 15,974 | 10,884 | 8,710 | 13,482 | 30.6 |
| **McALLEN - EDINBURG - MISSION** | **405.5** | **Male** | **195,910** | **24,223** | **25,627** | **26,427** | **22,263** | **27,049** | **24,663** | **15,377** | **11,644** | **18,637** | **24.8** |
|  |  | **Female** | **209,590** | **23,392** | **24,722** | **25,733** | **23,053** | **30,071** | **28,492** | **17,414** | **14,503** | **22,210** | **27.6** |
| Hidalgo | 405.5 | Male | 195,910 | 24,223 | 25,627 | 26,427 | 22,263 | 27,049 | 24,663 | 15,377 | 11,644 | 18,637 | 24.8 |
|  |  | Female | 209,590 | 23,392 | 24,722 | 25,733 | 23,053 | 30,071 | 28,492 | 17,414 | 14,503 | 22,210 | 27.6 |
| **MIDLAND** | **108.1** | **Male** | **52,533** | **6,420** | **6,142** | **4,822** | **4,216** | **9,381** | **8,462** | **4,877** | **4,182** | **4,031** | **30.0** |
|  |  | **Female** | **55,567** | **6,140** | **5,886** | **4,773** | **4,513** | **9,887** | **8,649** | **5,361** | **4,643** | **5,715** | **31.5** |
| Midland | 108.1 | Male | 52,533 | 6,420 | 6,142 | 4,822 | 4,216 | 9,381 | 8,462 | 4,877 | 4,182 | 4,031 | 30.0 |
|  |  | Female | 55,567 | 6,140 | 5,886 | 4,773 | 4,513 | 9,887 | 8,649 | 5,361 | 4,643 | 5,715 | 31.5 |
| **ODESSA** | **117.2** | **Male** | **57,442** | **6,817** | **6,792** | **5,563** | **5,196** | **9,614** | **8,751** | **5,544** | **4,515** | **4,650** | **29.5** |
|  |  | **Female** | **59,758** | **6,462** | **6,393** | **5,466** | **5,528** | **10,136** | **8,568** | **5,856** | **5,050** | **6,299** | **30.9** |
| Ector | 117.2 | Male | 57,442 | 6,817 | 6,792 | 5,563 | 5,196 | 9,614 | 8,751 | 5,544 | 4,515 | 4,650 | 29.5 |
|  |  | Female | 59,758 | 6,462 | 6,393 | 5,466 | 5,528 | 10,136 | 8,568 | 5,856 | 5,050 | 6,299 | 30.9 |
| **SAN ANGELO** | **100.6** | **Male** | **48,820** | **5,022** | **4,886** | **4,089** | **6,364** | **7,877** | **7,152** | **4,591** | **3,680** | **5,159** | **30.1** |
|  |  | **Female** | **51,780** | **4,697** | **4,747** | **4,001** | **6,019** | **8,084** | **7,277** | **4,889** | **4,225** | **7,841** | **32.9** |
| Tom Green | 100.6 | Male | 48,820 | 5,022 | 4,886 | 4,089 | 6,364 | 7,877 | 7,152 | 4,591 | 3,680 | 5,159 | 30.1 |
|  |  | Female | 51,780 | 4,697 | 4,747 | 4,001 | 6,019 | 8,084 | 7,277 | 4,889 | 4,225 | 7,841 | 32.9 |
| **SAN ANTONIO** | **1,355.4** | **Male** | **658,580** | **71,621** | **67,792** | **62,776** | **75,109** | **114,241** | **99,169** | **63,875** | **47,124** | **56,873** | **29.6** |
|  |  | **Female** | **696,820** | **68,845** | **64,805** | **60,715** | **72,894** | **116,804** | **105,960** | **69,206** | **54,090** | **83,501** | **31.9** |
| Bexar | 1,232.2 | Male | 598,058 | 65,751 | 61,836 | 57,285 | 69,741 | 105,387 | 89,849 | 57,047 | 41,636 | 49,526 | 29.2 |
|  |  | Female | 634,142 | 63,291 | 59,191 | 55,533 | 67,739 | 107,661 | 96,497 | 62,253 | 48,316 | 73,661 | 31.6 |
| Comal | 54.8 | Male | 26,755 | 2,407 | 2,444 | 2,371 | 2,147 | 3,570 | 4,233 | 3,113 | 2,629 | 3,841 | 36.0 |
|  |  | Female | 28,045 | 2,297 | 2,343 | 2,193 | 1,984 | 3,799 | 4,340 | 3,131 | 2,854 | 5,104 | 38.2 |

1992 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# POPULATION BY AGE AND SEX

| ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **TEXAS (continued)** | | | | | | | | | | | | | |
| **SAN ANTONIO (continued)** | | | | | | | | | | | | | |
| Guadalupe | 68.4 | Male | 33,767 | 3,463 | 3,512 | 3,120 | 3,221 | 5,284 | 5,087 | 3,715 | 2,859 | 3,506 | 31.8 |
| | | Female | 34,633 | 3,257 | 3,271 | 2,989 | 3,171 | 5,344 | 5,123 | 3,822 | 2,920 | 4,736 | 33.7 |
| **SHERMAN - DENISON** | **95.6** | **Male** | **45,623** | **4,143** | **4,212** | **4,112** | **4,306** | **6,954** | **6,666** | **4,979** | **4,102** | **6,149** | **33.7** |
| | | **Female** | **49,977** | **3,983** | **4,150** | **3,814** | **4,386** | **6,962** | **7,029** | **5,339** | **4,669** | **9,645** | **37.4** |
| Grayson | 95.6 | Male | 45,623 | 4,143 | 4,212 | 4,112 | 4,306 | 6,954 | 6,666 | 4,979 | 4,102 | 6,149 | 33.7 |
| | | Female | 49,977 | 3,983 | 4,150 | 3,814 | 4,386 | 6,962 | 7,029 | 5,339 | 4,669 | 9,645 | 37.4 |
| **TEXARKANA** | **120.8** | **Male** | **58,171** | **5,591** | **5,789** | **5,753** | **5,360** | **8,883** | **8,832** | **6,355** | **4,767** | **6,841** | **32.4** |
| | | **Female** | **62,629** | **5,261** | **5,674** | **5,486** | **5,313** | **9,004** | **9,217** | **6,579** | **5,543** | **10,552** | **35.6** |
| Bowie | 82.1 | Male | 39,695 | 3,729 | 3,892 | 3,819 | 3,546 | 6,125 | 6,263 | 4,372 | 3,254 | 4,695 | 32.9 |
| | | Female | 42,405 | 3,522 | 3,771 | 3,727 | 3,514 | 6,077 | 6,334 | 4,482 | 3,766 | 7,212 | 35.9 |
| *Miller, Ark.* | *38.7* | *Male* | *18,476* | *1,862* | *1,897* | *1,934* | *1,814* | *2,758* | *2,569* | *1,983* | *1,513* | *2,146* | *31.3* |
| | | *Female* | *20,224* | *1,739* | *1,903* | *1,759* | *1,799* | *2,927* | *2,883* | *2,097* | *1,777* | *3,340* | *34.9* |
| **TYLER** | **154.8** | **Male** | **74,526** | **7,243** | **7,194** | **6,699** | **7,549** | **11,808** | **11,239** | **7,837** | **6,240** | **8,717** | **32.3** |
| | | **Female** | **80,274** | **7,056** | **6,894** | **6,435** | **7,637** | **12,137** | **11,688** | **8,448** | **7,182** | **12,797** | **35.0** |
| Smith | 154.8 | Male | 74,526 | 7,243 | 7,194 | 6,699 | 7,549 | 11,808 | 11,239 | 7,837 | 6,240 | 8,717 | 32.3 |
| | | Female | 80,274 | 7,056 | 6,894 | 6,435 | 7,637 | 12,137 | 11,688 | 8,448 | 7,182 | 12,797 | 35.0 |
| **VICTORIA** | **74.4** | **Male** | **36,216** | **3,983** | **4,051** | **3,594** | **3,210** | **5,787** | **5,700** | **3,684** | **2,834** | **3,373** | **30.7** |
| | | **Female** | **38,184** | **3,703** | **3,894** | **3,461** | **3,337** | **6,034** | **5,853** | **3,935** | **3,157** | **4,810** | **32.8** |
| Victoria | 74.4 | Male | 36,216 | 3,983 | 4,051 | 3,594 | 3,210 | 5,787 | 5,700 | 3,684 | 2,834 | 3,373 | 30.7 |
| | | Female | 38,184 | 3,703 | 3,894 | 3,461 | 3,337 | 6,034 | 5,853 | 3,935 | 3,157 | 4,810 | 32.8 |
| **WACO** | **191.2** | **Male** | **92,848** | **9,091** | **8,578** | **8,037** | **13,603** | **14,369** | **12,697** | **8,799** | **7,318** | **10,356** | **30.0** |
| | | **Female** | **98,352** | **8,811** | **8,204** | **7,576** | **13,183** | **13,944** | **13,075** | **9,364** | **8,254** | **15,941** | **33.2** |
| McLennan | 191.2 | Male | 92,848 | 9,091 | 8,578 | 8,037 | 13,603 | 14,369 | 12,697 | 8,799 | 7,318 | 10,356 | 30.0 |
| | | Female | 98,352 | 8,811 | 8,204 | 7,576 | 13,183 | 13,944 | 13,075 | 9,364 | 8,254 | 15,941 | 33.2 |
| **WICHITA FALLS** | **122.3** | **Male** | **59,871** | **5,933** | **5,640** | **4,862** | **7,952** | **10,387** | **8,344** | **5,648** | **5,022** | **6,083** | **30.3** |
| | | **Female** | **62,429** | **5,684** | **5,458** | **4,726** | **6,328** | **10,122** | **8,449** | **6,281** | **5,624** | **9,757** | **33.9** |
| Wichita | 122.3 | Male | 59,871 | 5,933 | 5,640 | 4,862 | 7,952 | 10,387 | 8,344 | 5,648 | 5,022 | 6,083 | 30.3 |
| | | Female | 62,429 | 5,684 | 5,458 | 4,726 | 6,328 | 10,122 | 8,449 | 6,281 | 5,624 | 9,757 | 33.9 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Anderson | 48.8 | Male | 28,211 | 1,899 | 2,044 | 1,927 | 4,056 | 7,534 | 4,252 | 2,286 | 1,692 | 2,521 | 30.5 |
| | | Female | 20,589 | 1,902 | 1,925 | 1,874 | 1,556 | 2,813 | 2,804 | 2,094 | 1,847 | 3,774 | 35.8 |
| Andrews | 13.8 | Male | 6,826 | 794 | 850 | 812 | 581 | 1,031 | 975 | 652 | 546 | 585 | 28.6 |
| | | Female | 6,974 | 796 | 807 | 754 | 580 | 1,079 | 953 | 658 | 602 | 745 | 30.1 |
| Angelina | 70.6 | Male | 34,258 | 3,422 | 3,565 | 3,392 | 3,487 | 5,222 | 4,955 | 3,669 | 2,822 | 3,724 | 31.2 |
| | | Female | 36,342 | 3,217 | 3,449 | 3,328 | 3,400 | 5,340 | 5,067 | 3,892 | 3,110 | 5,539 | 33.9 |
| Aransas | 18.1 | Male | 8,964 | 805 | 810 | 748 | 624 | 1,134 | 1,206 | 986 | 1,045 | 1,606 | 38.0 |
| | | Female | 9,136 | 742 | 792 | 692 | 666 | 1,190 | 1,156 | 1,006 | 1,135 | 1,757 | 39.2 |
| Archer | 8.0 | Male | 3,992 | 376 | 396 | 404 | 293 | 594 | 589 | 465 | 386 | 489 | 33.9 |
| | | Female | 4,008 | 344 | 381 | 349 | 267 | 580 | 583 | 478 | 387 | 639 | 36.4 |
| Armstrong | 2.0 | Male | 970 | 79 | 116 | 93 | 49 | 113 | 134 | 96 | 100 | 190 | 37.6 |
| | | Female | 1,030 | 81 | 97 | 92 | 56 | 118 | 128 | 102 | 111 | 245 | 40.5 |
| Atascosa | 31.6 | Male | 15,644 | 1,692 | 1,888 | 1,739 | 1,436 | 2,225 | 2,248 | 1,566 | 1,205 | 1,645 | 29.8 |
| | | Female | 15,956 | 1,684 | 1,809 | 1,666 | 1,298 | 2,321 | 2,225 | 1,604 | 1,252 | 2,097 | 31.6 |
| Austin | 19.6 | Male | 9,567 | 879 | 984 | 862 | 790 | 1,308 | 1,397 | 1,069 | 850 | 1,428 | 34.7 |
| | | Female | 10,033 | 816 | 890 | 840 | 749 | 1,327 | 1,410 | 1,028 | 897 | 2,076 | 37.8 |
| Bailey | 6.8 | Male | 3,368 | 345 | 409 | 367 | 296 | 466 | 436 | 362 | 281 | 406 | 30.7 |
| | | Female | 3,432 | 345 | 369 | 344 | 248 | 469 | 447 | 339 | 312 | 559 | 33.7 |
| Bandera | 11.2 | Male | 5,570 | 437 | 451 | 510 | 301 | 624 | 889 | 683 | 745 | 930 | 40.2 |
| | | Female | 5,630 | 395 | 422 | 445 | 279 | 722 | 848 | 759 | 697 | 1,063 | 41.5 |
| Bastrop | 40.5 | Male | 20,579 | 2,048 | 2,167 | 1,927 | 1,469 | 3,335 | 3,616 | 2,181 | 1,643 | 2,193 | 33.0 |
| | | Female | 19,921 | 1,980 | 1,885 | 1,735 | 1,486 | 3,096 | 3,092 | 2,095 | 1,681 | 2,871 | 34.3 |
| Baylor | 4.2 | Male | 1,971 | 156 | 199 | 135 | 113 | 247 | 261 | 215 | 214 | 431 | 40.2 |
| | | Female | 2,229 | 158 | 158 | 131 | 143 | 221 | 261 | 232 | 241 | 684 | 46.6 |
| Bee | 25.3 | Male | 12,521 | 1,448 | 1,453 | 1,278 | 1,305 | 2,045 | 1,715 | 1,117 | 932 | 1,228 | 28.8 |
| | | Female | 12,779 | 1,318 | 1,337 | 1,220 | 1,297 | 1,926 | 1,702 | 1,199 | 1,092 | 1,688 | 31.3 |
| Bell | 195.9 | Male | 99,806 | 11,728 | 9,582 | 7,997 | 16,654 | 19,239 | 13,509 | 8,056 | 6,009 | 7,032 | 27.0 |
| | | Female | 96,094 | 11,138 | 9,023 | 7,637 | 12,202 | 17,546 | 13,367 | 8,465 | 6,367 | 10,349 | 29.6 |
| Bexar | 1,232.2 | Male | 598,058 | 65,751 | 61,836 | 57,285 | 69,741 | 105,387 | 89,849 | 57,047 | 41,636 | 49,526 | 29.2 |
| | | Female | 634,142 | 63,291 | 59,191 | 55,533 | 67,739 | 107,661 | 96,497 | 62,253 | 48,316 | 73,661 | 31.6 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **TEXAS (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Blanco | 6.3 | Male | 3,004 | 263 | 277 | 243 | 193 | 386 | 457 | 350 | 303 | 532 | 38.1 |
| | | Female | 3,296 | 272 | 272 | 254 | 201 | 410 | 440 | 354 | 348 | 745 | 40.4 |
| Borden | .8 | Male | 409 | 37 | 43 | 39 | 23 | 63 | 46 | 58 | 46 | 54 | 34.9 |
| | | Female | 391 | 33 | 48 | 28 | 20 | 52 | 48 | 59 | 51 | 52 | 38.0 |
| Bosque | 15.4 | Male | 7,436 | 601 | 673 | 612 | 549 | 902 | 973 | 838 | 734 | 1,554 | 38.9 |
| | | Female | 7,964 | 557 | 624 | 563 | 494 | 866 | 987 | 819 | 793 | 2,261 | 43.9 |
| Bowie | 82.1 | Male | 39,695 | 3,729 | 3,892 | 3,819 | 3,546 | 6,125 | 6,263 | 4,372 | 3,254 | 4,695 | 32.9 |
| | | Female | 42,405 | 3,522 | 3,771 | 3,727 | 3,514 | 6,077 | 6,334 | 4,482 | 3,766 | 7,212 | 35.9 |
| Brazoria | 194.3 | Male | 100,983 | 9,998 | 10,254 | 9,157 | 9,292 | 19,772 | 17,922 | 10,958 | 7,209 | 6,421 | 31.0 |
| | | Female | 93,317 | 9,714 | 9,755 | 8,536 | 8,321 | 16,499 | 14,725 | 9,834 | 7,108 | 8,825 | 31.3 |
| Brazos | 124.5 | Male | 64,079 | 5,359 | 4,620 | 3,878 | 21,209 | 11,392 | 7,234 | 4,310 | 2,782 | 3,295 | 24.0 |
| | | Female | 60,421 | 5,140 | 4,592 | 3,710 | 17,573 | 9,772 | 7,074 | 4,460 | 2,949 | 5,151 | 24.7 |
| Brewster | 9.0 | Male | 4,549 | 382 | 374 | 348 | 751 | 632 | 634 | 470 | 387 | 571 | 31.6 |
| | | Female | 4,451 | 367 | 363 | 313 | 630 | 606 | 610 | 449 | 415 | 698 | 34.1 |
| Briscoe | 1.9 | Male | 945 | 81 | 93 | 98 | 66 | 92 | 138 | 115 | 93 | 169 | 38.1 |
| | | Female | 955 | 71 | 104 | 85 | 36 | 98 | 127 | 120 | 92 | 222 | 41.6 |
| Brooks | 8.2 | Male | 3,986 | 487 | 498 | 437 | 371 | 549 | 515 | 380 | 315 | 434 | 28.6 |
| | | Female | 4,214 | 444 | 466 | 403 | 352 | 550 | 526 | 412 | 404 | 657 | 33.0 |
| Brown | 34.5 | Male | 16,698 | 1,550 | 1,572 | 1,801 | 1,663 | 2,206 | 2,279 | 1,719 | 1,465 | 2,443 | 33.0 |
| | | Female | 17,802 | 1,428 | 1,522 | 1,461 | 1,528 | 2,216 | 2,429 | 1,751 | 1,714 | 3,753 | 38.1 |
| Burleson | 13.6 | Male | 6,641 | 636 | 659 | 606 | 546 | 932 | 918 | 674 | 679 | 991 | 34.4 |
| | | Female | 6,959 | 595 | 637 | 589 | 511 | 911 | 895 | 661 | 742 | 1,418 | 37.6 |
| Burnet | 23.4 | Male | 11,293 | 930 | 1,010 | 1,042 | 709 | 1,411 | 1,515 | 1,142 | 1,218 | 2,316 | 38.6 |
| | | Female | 12,107 | 946 | 983 | 860 | 724 | 1,418 | 1,550 | 1,247 | 1,384 | 2,995 | 42.2 |
| Caldwell | 27.0 | Male | 13,521 | 1,340 | 1,369 | 1,514 | 1,780 | 1,982 | 1,867 | 1,189 | 1,013 | 1,467 | 28.8 |
| | | Female | 13,479 | 1,288 | 1,344 | 1,221 | 1,272 | 1,871 | 1,860 | 1,272 | 1,091 | 2,260 | 33.6 |
| Calhoun | 18.7 | Male | 9,268 | 894 | 989 | 899 | 786 | 1,441 | 1,354 | 1,033 | 954 | 918 | 32.4 |
| | | Female | 9,432 | 873 | 1,004 | 890 | 782 | 1,366 | 1,299 | 1,068 | 983 | 1,167 | 33.5 |
| Callahan | 12.0 | Male | 5,801 | 509 | 661 | 524 | 378 | 766 | 855 | 669 | 590 | 849 | 35.7 |
| | | Female | 6,199 | 505 | 604 | 506 | 353 | 789 | 876 | 690 | 654 | 1,222 | 38.9 |
| Cameron | 267.2 | Male | 128,159 | 15,079 | 16,000 | 17,216 | 14,052 | 17,842 | 16,462 | 10,336 | 8,421 | 12,751 | 26.0 |
| | | Female | 139,041 | 14,792 | 15,585 | 16,638 | 14,592 | 19,733 | 19,014 | 12,424 | 10,584 | 15,679 | 29.0 |
| Camp | 10.1 | Male | 4,837 | 452 | 457 | 451 | 412 | 647 | 681 | 517 | 483 | 737 | 35.0 |
| | | Female | 5,263 | 394 | 464 | 464 | 419 | 653 | 729 | 536 | 541 | 1,063 | 38.3 |
| Carson | 6.4 | Male | 3,108 | 265 | 345 | 347 | 193 | 446 | 453 | 327 | 292 | 440 | 34.1 |
| | | Female | 3,292 | 290 | 356 | 320 | 190 | 443 | 452 | 363 | 331 | 547 | 36.0 |
| Cass | 30.2 | Male | 14,487 | 1,308 | 1,499 | 1,413 | 1,206 | 1,927 | 2,049 | 1,636 | 1,352 | 2,097 | 34.4 |
| | | Female | 15,713 | 1,218 | 1,429 | 1,419 | 1,148 | 2,029 | 2,110 | 1,729 | 1,508 | 3,123 | 37.9 |
| Castro | 9.0 | Male | 4,458 | 546 | 581 | 574 | 390 | 611 | 590 | 435 | 375 | 356 | 27.3 |
| | | Female | 4,542 | 541 | 546 | 518 | 366 | 615 | 578 | 445 | 378 | 555 | 29.9 |
| Chambers | 19.8 | Male | 9,957 | 852 | 1,130 | 1,082 | 843 | 1,460 | 1,754 | 1,193 | 815 | 828 | 32.3 |
| | | Female | 9,843 | 893 | 972 | 996 | 823 | 1,482 | 1,759 | 1,101 | 752 | 1,065 | 33.4 |
| Cherokee | 41.6 | Male | 20,460 | 1,909 | 1,856 | 1,873 | 2,045 | 3,050 | 2,799 | 2,226 | 1,783 | 2,919 | 33.4 |
| | | Female | 21,140 | 1,782 | 1,817 | 1,730 | 1,765 | 2,679 | 2,740 | 2,193 | 2,002 | 4,432 | 37.9 |
| Childress | 5.8 | Male | 2,703 | 228 | 304 | 257 | 190 | 292 | 359 | 294 | 279 | 500 | 37.2 |
| | | Female | 3,097 | 214 | 254 | 267 | 180 | 344 | 386 | 304 | 329 | 819 | 42.5 |
| Clay | 10.0 | Male | 4,885 | 418 | 487 | 464 | 305 | 663 | 681 | 624 | 520 | 723 | 36.5 |
| | | Female | 5,115 | 393 | 456 | 411 | 302 | 698 | 700 | 612 | 542 | 1,001 | 39.2 |
| Cochran | 4.2 | Male | 2,089 | 236 | 264 | 214 | 196 | 302 | 254 | 209 | 190 | 224 | 29.5 |
| | | Female | 2,111 | 214 | 245 | 242 | 171 | 302 | 224 | 241 | 174 | 298 | 31.1 |
| Coke | 3.4 | Male | 1,637 | 118 | 148 | 149 | 75 | 180 | 204 | 170 | 210 | 383 | 42.3 |
| | | Female | 1,763 | 116 | 132 | 129 | 95 | 198 | 186 | 184 | 229 | 494 | 46.4 |
| Coleman | 9.5 | Male | 4,508 | 403 | 413 | 386 | 284 | 549 | 556 | 463 | 448 | 1,006 | 38.9 |
| | | Female | 4,992 | 381 | 348 | 361 | 308 | 528 | 549 | 503 | 538 | 1,476 | 45.4 |
| Collin | 286.8 | Male | 142,709 | 15,264 | 14,293 | 13,304 | 12,493 | 28,423 | 27,673 | 17,982 | 7,500 | 5,777 | 30.6 |
| | | Female | 144,091 | 14,695 | 13,551 | 12,454 | 12,376 | 29,152 | 28,795 | 16,588 | 7,235 | 9,245 | 31.5 |
| Collingsworth | 3.5 | Male | 1,689 | 150 | 174 | 183 | 126 | 197 | 217 | 157 | 162 | 323 | 35.7 |
| | | Female | 1,811 | 144 | 162 | 124 | 110 | 212 | 210 | 147 | 184 | 518 | 42.3 |
| Colorado | 17.9 | Male | 8,581 | 776 | 854 | 755 | 608 | 1,189 | 1,144 | 926 | 899 | 1,470 | 35.9 |
| | | Female | 9,319 | 801 | 887 | 711 | 588 | 1,081 | 1,185 | 920 | 1,003 | 2,143 | 40.0 |
| Comal | 54.8 | Male | 26,755 | 2,407 | 2,444 | 2,371 | 2,147 | 3,570 | 4,233 | 3,113 | 2,629 | 3,841 | 36.0 |
| | | Female | 28,045 | 2,297 | 2,343 | 2,193 | 1,984 | 3,799 | 4,340 | 3,131 | 2,854 | 5,104 | 38.2 |
| Comanche | 13.3 | Male | 6,512 | 553 | 542 | 542 | 524 | 780 | 821 | 741 | 698 | 1,311 | 38.8 |
| | | Female | 6,788 | 514 | 477 | 506 | 402 | 720 | 791 | 759 | 750 | 1,869 | 44.8 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **TEXAS (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Concho | 3.0 | Male | 1,617 | 98 | 121 | 126 | 169 | 331 | 244 | 164 | 117 | 247 | 33.9 |
| | | Female | 1,383 | 110 | 125 | 118 | 82 | 160 | 171 | 143 | 136 | 338 | 40.6 |
| Cooke | 31.9 | Male | 15,623 | 1,472 | 1,605 | 1,677 | 1,252 | 2,251 | 2,320 | 1,629 | 1,344 | 2,073 | 33.0 |
| | | Female | 16,277 | 1,523 | 1,477 | 1,301 | 1,267 | 2,235 | 2,249 | 1,654 | 1,533 | 3,038 | 36.5 |
| Coryell | 66.7 | Male | 37,516 | 3,621 | 3,164 | 2,495 | 10,646 | 8,137 | 4,322 | 2,214 | 1,381 | 1,536 | 24.2 |
| | | Female | 29,184 | 3,334 | 2,917 | 2,406 | 4,015 | 6,247 | 4,114 | 2,322 | 1,571 | 2,258 | 28.1 |
| Cottle | 2.1 | Male | 1,026 | 85 | 104 | 97 | 62 | 123 | 124 | 103 | 122 | 206 | 38.4 |
| | | Female | 1,074 | 79 | 79 | 96 | 53 | 108 | 112 | 125 | 121 | 301 | 45.7 |
| Crane | 4.5 | Male | 2,244 | 253 | 288 | 288 | 178 | 338 | 343 | 234 | 145 | 177 | 28.4 |
| | | Female | 2,256 | 231 | 265 | 251 | 185 | 330 | 344 | 220 | 161 | 269 | 30.9 |
| Crockett | 3.9 | Male | 1,971 | 214 | 212 | 207 | 140 | 289 | 315 | 229 | 189 | 176 | 32.4 |
| | | Female | 1,929 | 183 | 207 | 179 | 126 | 285 | 288 | 204 | 182 | 275 | 34.5 |
| Crosby | 7.1 | Male | 3,436 | 389 | 396 | 364 | 254 | 462 | 399 | 375 | 326 | 471 | 31.8 |
| | | Female | 3,664 | 339 | 378 | 364 | 300 | 459 | 400 | 411 | 323 | 690 | 34.8 |
| Culberson | 3.4 | Male | 1,734 | 223 | 222 | 194 | 163 | 215 | 238 | 190 | 142 | 147 | 28.0 |
| | | Female | 1,666 | 187 | 184 | 171 | 166 | 240 | 252 | 174 | 143 | 149 | 30.2 |
| Dallam | 5.2 | Male | 2,546 | 267 | 280 | 231 | 183 | 409 | 365 | 250 | 243 | 318 | 32.6 |
| | | Female | 2,654 | 257 | 299 | 250 | 188 | 382 | 329 | 276 | 244 | 429 | 33.7 |
| Dallas | 1,908.5 | Male | 939,509 | 100,952 | 85,978 | 76,496 | 104,640 | 203,064 | 152,892 | 94,547 | 60,330 | 60,610 | 30.0 |
| | | Female | 968,991 | 96,810 | 82,293 | 73,431 | 100,575 | 193,395 | 156,410 | 99,606 | 68,576 | 97,895 | 31.8 |
| Dawson | 13.7 | Male | 6,646 | 706 | 786 | 748 | 517 | 915 | 864 | 635 | 605 | 870 | 31.2 |
| | | Female | 7,054 | 679 | 750 | 696 | 507 | 904 | 885 | 717 | 645 | 1,271 | 34.9 |
| Deaf Smith | 18.9 | Male | 9,343 | 1,151 | 1,221 | 1,085 | 865 | 1,392 | 1,228 | 854 | 684 | 863 | 27.5 |
| | | Female | 9,557 | 1,090 | 1,155 | 1,041 | 879 | 1,303 | 1,239 | 885 | 751 | 1,214 | 29.7 |
| Delta | 5.0 | Male | 2,373 | 200 | 217 | 200 | 195 | 302 | 291 | 261 | 227 | 480 | 37.5 |
| | | Female | 2,627 | 183 | 202 | 207 | 207 | 292 | 289 | 281 | 252 | 714 | 42.7 |
| Denton | 295.0 | Male | 146,016 | 15,921 | 13,696 | 11,412 | 18,343 | 32,705 | 26,496 | 14,816 | 6,750 | 5,877 | 29.2 |
| | | Female | 148,984 | 15,235 | 12,924 | 11,038 | 21,142 | 33,017 | 25,945 | 13,696 | 6,807 | 9,180 | 29.3 |
| De Witt | 18.6 | Male | 8,799 | 806 | 883 | 837 | 612 | 1,185 | 1,184 | 854 | 884 | 1,554 | 35.6 |
| | | Female | 9,801 | 805 | 862 | 811 | 625 | 1,172 | 1,217 | 905 | 991 | 2,413 | 40.1 |
| Dickens | 2.4 | Male | 1,140 | 87 | 87 | 117 | 83 | 128 | 138 | 123 | 121 | 256 | 39.9 |
| | | Female | 1,260 | 77 | 102 | 103 | 78 | 116 | 154 | 144 | 124 | 362 | 45.0 |
| Dimmit | 10.2 | Male | 4,972 | 608 | 648 | 661 | 471 | 621 | 666 | 413 | 346 | 538 | 26.6 |
| | | Female | 5,228 | 535 | 621 | 659 | 513 | 629 | 717 | 504 | 407 | 643 | 29.5 |
| Donley | 3.7 | Male | 1,774 | 105 | 147 | 142 | 185 | 212 | 195 | 191 | 184 | 413 | 39.9 |
| | | Female | 1,926 | 130 | 134 | 146 | 166 | 167 | 222 | 205 | 206 | 550 | 44.9 |
| Duval | 12.8 | Male | 6,263 | 665 | 703 | 754 | 633 | 872 | 843 | 584 | 513 | 696 | 29.3 |
| | | Female | 6,537 | 698 | 698 | 706 | 584 | 865 | 782 | 650 | 564 | 990 | 31.7 |
| Eastland | 18.1 | Male | 8,686 | 640 | 808 | 748 | 930 | 1,084 | 1,117 | 861 | 868 | 1,630 | 36.2 |
| | | Female | 9,414 | 648 | 744 | 661 | 715 | 1,054 | 1,097 | 938 | 998 | 2,559 | 43.1 |
| Ector | 117.2 | Male | 57,442 | 6,817 | 6,792 | 5,563 | 5,196 | 9,614 | 8,751 | 5,544 | 4,515 | 4,650 | 29.5 |
| | | Female | 59,758 | 6,462 | 6,393 | 5,466 | 5,528 | 10,136 | 8,568 | 5,856 | 5,050 | 6,299 | 30.9 |
| Edwards | 2.3 | Male | 1,164 | 131 | 140 | 123 | 86 | 145 | 166 | 135 | 116 | 122 | 32.0 |
| | | Female | 1,136 | 103 | 133 | 136 | 74 | 143 | 156 | 129 | 98 | 164 | 33.5 |
| Ellis | 90.6 | Male | 44,737 | 4,872 | 4,949 | 4,609 | 4,161 | 7,243 | 7,097 | 5,062 | 3,130 | 3,614 | 30.2 |
| | | Female | 45,863 | 4,656 | 4,762 | 4,359 | 3,872 | 7,393 | 7,134 | 4,760 | 3,261 | 5,666 | 32.1 |
| El Paso | 617.2 | Male | 300,171 | 35,630 | 33,961 | 34,060 | 37,242 | 49,847 | 41,593 | 26,188 | 20,307 | 21,343 | 26.8 |
| | | Female | 317,029 | 33,729 | 32,571 | 33,452 | 35,442 | 52,635 | 45,473 | 30,207 | 24,213 | 29,307 | 29.4 |
| Erath | 29.0 | Male | 14,255 | 1,272 | 1,208 | 1,124 | 2,601 | 2,121 | 1,778 | 1,287 | 1,051 | 1,813 | 29.3 |
| | | Female | 14,745 | 1,244 | 1,137 | 1,015 | 2,303 | 1,945 | 1,800 | 1,305 | 1,182 | 2,814 | 33.6 |
| Falls | 17.5 | Male | 8,773 | 818 | 788 | 744 | 962 | 1,406 | 1,113 | 776 | 801 | 1,365 | 32.6 |
| | | Female | 8,727 | 735 | 725 | 697 | 640 | 1,088 | 989 | 807 | 896 | 2,150 | 39.8 |
| Fannin | 25.0 | Male | 12,047 | 964 | 1,054 | 1,041 | 976 | 1,558 | 1,613 | 1,383 | 1,283 | 2,175 | 37.7 |
| | | Female | 12,953 | 1,010 | 990 | 999 | 920 | 1,592 | 1,669 | 1,374 | 1,282 | 3,117 | 40.8 |
| Fayette | 19.9 | Male | 9,685 | 753 | 875 | 828 | 672 | 1,278 | 1,381 | 1,008 | 953 | 1,937 | 38.2 |
| | | Female | 10,215 | 733 | 856 | 737 | 605 | 1,224 | 1,286 | 928 | 1,078 | 2,768 | 42.4 |
| Fisher | 4.8 | Male | 2,319 | 193 | 218 | 228 | 149 | 281 | 320 | 266 | 258 | 406 | 37.8 |
| | | Female | 2,481 | 189 | 209 | 217 | 141 | 274 | 291 | 271 | 261 | 628 | 42.2 |
| Floyd | 8.4 | Male | 4,072 | 469 | 436 | 424 | 348 | 524 | 536 | 395 | 349 | 591 | 31.9 |
| | | Female | 4,328 | 434 | 488 | 415 | 337 | 538 | 458 | 439 | 401 | 818 | 34.1 |
| Foard | 1.7 | Male | 784 | 66 | 65 | 61 | 58 | 104 | 99 | 76 | 76 | 179 | 38.8 |
| | | Female | 916 | 74 | 81 | 66 | 60 | 95 | 98 | 91 | 84 | 267 | 43.4 |
| Fort Bend | 242.1 | Male | 121,757 | 14,668 | 14,453 | 12,611 | 9,820 | 21,378 | 24,807 | 12,757 | 6,277 | 4,986 | 29.4 |
| | | Female | 120,343 | 13,859 | 13,636 | 11,534 | 8,839 | 22,811 | 25,016 | 11,502 | 6,157 | 6,989 | 30.4 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex: 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **TEXAS (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Franklin | 7.9 | Male | 3,834 | 348 | 348 | 347 | 298 | 504 | 495 | 454 | 428 | 612 | 36.5 |
| | | Female | 4,066 | 311 | 350 | 318 | 256 | 503 | 536 | 454 | 456 | 882 | 40.5 |
| Freestone | 15.6 | Male | 7,496 | 675 | 727 | 815 | 529 | 986 | 1,111 | 760 | 715 | 1,178 | 35.1 |
| | | Female | 8,104 | 621 | 694 | 704 | 528 | 1,044 | 1,055 | 831 | 759 | 1,868 | 39.4 |
| Frio | 13.6 | Male | 6,737 | 768 | 803 | 810 | 690 | 985 | 930 | 625 | 476 | 650 | 28.0 |
| | | Female | 6,863 | 779 | 785 | 808 | 624 | 986 | 841 | 627 | 547 | 866 | 29.4 |
| Gaines | 13.9 | Male | 6,975 | 920 | 919 | 806 | 606 | 1,088 | 911 | 641 | 541 | 543 | 27.2 |
| | | Female | 6,925 | 860 | 836 | 755 | 629 | 1,047 | 842 | 678 | 544 | 734 | 28.7 |
| Galveston | 219.8 | Male | 108,199 | 10,655 | 10,645 | 9,842 | 9,884 | 18,658 | 17,693 | 11,996 | 9,163 | 9,663 | 32.0 |
| | | Female | 111,601 | 10,267 | 10,332 | 9,280 | 9,608 | 19,058 | 17,762 | 12,109 | 9,705 | 13,480 | 33.6 |
| Garza | 5.0 | Male | 2,393 | 248 | 273 | 266 | 171 | 335 | 310 | 256 | 197 | 337 | 32.1 |
| | | Female | 2,607 | 251 | 280 | 272 | 183 | 331 | 318 | 277 | 226 | 469 | 34.6 |
| Gillespie | 17.7 | Male | 8,481 | 697 | 765 | 662 | 501 | 1,003 | 1,152 | 891 | 937 | 1,873 | 40.3 |
| | | Female | 9,219 | 666 | 702 | 643 | 494 | 1,011 | 1,139 | 955 | 1,116 | 2,493 | 44.6 |
| Glasscock | 1.5 | Male | 772 | 91 | 91 | 85 | 69 | 131 | 101 | 88 | 65 | 51 | 28.8 |
| | | Female | 728 | 99 | 102 | 66 | 57 | 119 | 97 | 84 | 62 | 42 | 28.4 |
| Goliad | 6.1 | Male | 2,949 | 269 | 305 | 270 | 196 | 404 | 449 | 307 | 294 | 455 | 35.7 |
| | | Female | 3,151 | 267 | 298 | 271 | 203 | 430 | 425 | 329 | 340 | 588 | 37.5 |
| Gonzales | 17.2 | Male | 8,414 | 832 | 951 | 792 | 705 | 1,195 | 1,075 | 790 | 784 | 1,290 | 32.8 |
| | | Female | 8,786 | 839 | 837 | 734 | 699 | 1,114 | 1,043 | 877 | 850 | 1,793 | 36.6 |
| Gray | 22.9 | Male | 10,991 | 1,023 | 1,102 | 990 | 820 | 1,626 | 1,528 | 1,169 | 1,145 | 1,588 | 34.6 |
| | | Female | 11,909 | 952 | 1,070 | 950 | 808 | 1,607 | 1,533 | 1,315 | 1,258 | 2,416 | 38.7 |
| Grayson | 95.6 | Male | 45,623 | 4,143 | 4,212 | 4,112 | 4,306 | 6,954 | 6,666 | 4,979 | 4,102 | 6,149 | 33.7 |
| | | Female | 49,977 | 3,983 | 4,750 | 3,814 | 4,386 | 6,962 | 7,029 | 5,339 | 4,669 | 9,645 | 37.4 |
| Gregg | 105.3 | Male | 50,557 | 5,088 | 5,109 | 4,615 | 5,131 | 8,177 | 7,645 | 5,241 | 4,213 | 5,338 | 31.5 |
| | | Female | 54,743 | 4,887 | 4,965 | 4,430 | 4,950 | 8,446 | 7,978 | 5,611 | 4,694 | 8,782 | 34.6 |
| Grimes | 19.5 | Male | 10,631 | 875 | 937 | 837 | 1,383 | 2,040 | 1,705 | 951 | 807 | 1,096 | 31.3 |
| | | Female | 8,869 | 829 | 917 | 762 | 679 | 1,226 | 1,197 | 837 | 834 | 1,588 | 35.2 |
| Guadalupe | 68.4 | Male | 33,767 | 3,463 | 3,512 | 3,120 | 3,221 | 5,284 | 5,087 | 3,715 | 2,859 | 3,506 | 31.8 |
| | | Female | 34,633 | 3,257 | 3,271 | 2,989 | 3,171 | 5,344 | 5,123 | 3,822 | 2,920 | 4,736 | 33.7 |
| Hale | 34.6 | Male | 16,945 | 1,989 | 2,006 | 1,752 | 1,773 | 2,603 | 2,131 | 1,555 | 1,404 | 1,732 | 28.7 |
| | | Female | 17,655 | 1,897 | 1,909 | 1,673 | 1,721 | 2,523 | 2,147 | 1,712 | 1,477 | 2,596 | 31.5 |
| Hall | 3.6 | Male | 1,683 | 125 | 155 | 158 | 123 | 182 | 201 | 188 | 174 | 377 | 39.9 |
| | | Female | 1,917 | 126 | 148 | 144 | 103 | 179 | 215 | 192 | 218 | 592 | 47.2 |
| Hamilton | 7.7 | Male | 3,677 | 321 | 297 | 285 | 252 | 452 | 434 | 384 | 393 | 859 | 40.3 |
| | | Female | 4,023 | 250 | 289 | 281 | 230 | 425 | 436 | 414 | 425 | 1,273 | 47.3 |
| Hansford | 5.7 | Male | 2,841 | 281 | 354 | 287 | 183 | 423 | 417 | 323 | 262 | 311 | 32.5 |
| | | Female | 2,859 | 273 | 316 | 271 | 217 | 379 | 389 | 312 | 265 | 437 | 34.3 |
| Hardeman | 5.1 | Male | 2,414 | 194 | 246 | 228 | 171 | 290 | 306 | 263 | 243 | 473 | 37.5 |
| | | Female | 2,686 | 218 | 232 | 206 | 176 | 300 | 303 | 266 | 267 | 718 | 42.0 |
| Hardin | 41.1 | Male | 20,168 | 1,929 | 2,270 | 2,019 | 1,731 | 2,848 | 3,156 | 2,394 | 1,758 | 2,063 | 32.5 |
| | | Female | 20,932 | 1,788 | 2,091 | 1,996 | 1,696 | 3,072 | 3,225 | 2,363 | 1,878 | 2,823 | 34.4 |
| Harris | 2,862.0 | Male | 1,423,035 | 155,641 | 139,689 | 126,162 | 154,079 | 285,404 | 245,208 | 145,905 | 90,081 | 80,866 | 29.8 |
| | | Female | 1,438,965 | 149,293 | 134,326 | 120,928 | 148,972 | 277,011 | 243,819 | 146,348 | 96,833 | 121,435 | 31.0 |
| Harrison | 58.3 | Male | 28,052 | 2,646 | 3,039 | 2,908 | 2,560 | 4,194 | 4,173 | 3,013 | 2,354 | 3,165 | 31.9 |
| | | Female | 30,248 | 2,610 | 2,877 | 2,808 | 2,669 | 4,277 | 4,411 | 3,123 | 2,633 | 4,840 | 34.7 |
| Hartley | 3.6 | Male | 1,738 | 147 | 186 | 192 | 93 | 209 | 268 | 241 | 174 | 228 | 36.6 |
| | | Female | 1,862 | 153 | 177 | 181 | 97 | 216 | 286 | 226 | 181 | 345 | 38.7 |
| Haskell | 6.6 | Male | 3,198 | 283 | 302 | 293 | 212 | 417 | 382 | 290 | 361 | 658 | 37.4 |
| | | Female | 3,402 | 251 | 265 | 253 | 178 | 383 | 386 | 308 | 399 | 979 | 44.6 |
| Hays | 68.6 | Male | 34,487 | 2,897 | 2,986 | 2,853 | 7,470 | 5,577 | 5,454 | 3,032 | 1,854 | 2,364 | 26.9 |
| | | Female | 34,113 | 2,852 | 2,846 | 2,522 | 7,855 | 4,981 | 5,001 | 2,893 | 2,008 | 3,155 | 27.0 |
| Hemphill | 3.4 | Male | 1,666 | 169 | 181 | 182 | 104 | 249 | 262 | 200 | 135 | 184 | 32.9 |
| | | Female | 1,734 | 147 | 200 | 174 | 103 | 231 | 278 | 181 | 144 | 276 | 35.4 |
| Henderson | 60.9 | Male | 29,548 | 2,386 | 2,665 | 2,575 | 2,431 | 3,633 | 3,730 | 3,410 | 3,470 | 5,248 | 37.9 |
| | | Female | 31,352 | 2,339 | 2,452 | 2,340 | 2,292 | 3,848 | 4,034 | 3,648 | 3,882 | 6,517 | 41.0 |
| Hidalgo | 405.5 | Male | 195,910 | 24,223 | 25,627 | 26,427 | 22,263 | 27,049 | 24,663 | 15,377 | 11,644 | 18,637 | 24.8 |
| | | Female | 209,590 | 23,392 | 24,722 | 25,733 | 23,053 | 30,071 | 28,492 | 17,414 | 14,503 | 22,210 | 27.6 |
| Hill | 27.6 | Male | 13,230 | 1,134 | 1,258 | 1,170 | 1,128 | 1,652 | 1,789 | 1,437 | 1,311 | 2,351 | 36.5 |
| | | Female | 14,370 | 1,151 | 1,165 | 1,128 | 1,065 | 1,706 | 1,756 | 1,449 | 1,451 | 3,499 | 40.5 |
| Hockley | 23.8 | Male | 11,748 | 1,287 | 1,431 | 1,237 | 1,331 | 1,805 | 1,587 | 1,129 | 867 | 1,074 | 28.3 |
| | | Female | 12,052 | 1,253 | 1,363 | 1,170 | 1,264 | 1,810 | 1,545 | 1,188 | 940 | 1,519 | 33.4 |
| Hood | 32.1 | Male | 15,925 | 1,394 | 1,509 | 1,324 | 1,033 | 2,270 | 2,409 | 1,823 | 1,776 | 2,387 | 36.8 |
| | | Female | 16,175 | 1,335 | 1,426 | 1,240 | 990 | 2,356 | 2,346 | 1,885 | 1,808 | 2,789 | 38.2 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **TEXAS (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Hopkins | 29.4 | Male | 14,422 | 1,353 | 1,400 | 1,332 | 1,379 | 2,168 | 2,018 | 1,633 | 1,189 | 1,950 | 33.1 |
| | | Female | 14,978 | 1,292 | 1,275 | 1,222 | 1,243 | 2,050 | 2,130 | 1,550 | 1,321 | 2,895 | 36.9 |
| Houston | 21.9 | Male | 11,115 | 832 | 990 | 979 | 840 | 1,983 | 1,683 | 1,099 | 755 | 1,754 | 34.7 |
| | | Female | 10,785 | 908 | 979 | 837 | 771 | 1,324 | 1,332 | 1,033 | 1,107 | 2,494 | 39.3 |
| Howard | 31.4 | Male | 15,830 | 1,532 | 1,502 | 1,393 | 1,406 | 2,620 | 2,275 | 1,697 | 1,517 | 1,888 | 32.9 |
| | | Female | 15,570 | 1,428 | 1,451 | 1,220 | 1,242 | 2,216 | 2,012 | 1,690 | 1,606 | 2,705 | 36.1 |
| Hudspeth | 3.0 | Male | 1,554 | 154 | 157 | 173 | 157 | 251 | 227 | 156 | 142 | 137 | 30.4 |
| | | Female | 1,446 | 158 | 170 | 164 | 116 | 213 | 200 | 148 | 129 | 148 | 30.4 |
| Hunt | 66.0 | Male | 32,248 | 3,087 | 3,126 | 2,781 | 3,184 | 4,965 | 4,521 | 3,896 | 2,914 | 3,774 | 32.9 |
| | | Female | 33,752 | 2,958 | 2,871 | 2,764 | 3,196 | 4,872 | 4,576 | 3,959 | 2,934 | 5,622 | 35.5 |
| Hutchinson | 24.7 | Male | 12,201 | 1,157 | 1,378 | 1,162 | 930 | 1,764 | 1,802 | 1,210 | 1,151 | 1,647 | 33.4 |
| | | Female | 12,499 | 1,077 | 1,270 | 1,175 | 898 | 1,758 | 1,729 | 1,207 | 1,293 | 2,092 | 35.4 |
| Irion | 1.6 | Male | 798 | 83 | 75 | 71 | 67 | 108 | 110 | 106 | 83 | 95 | 34.5 |
| | | Female | 802 | 78 | 71 | 81 | 61 | 111 | 115 | 97 | 75 | 113 | 34.9 |
| Jack | 6.8 | Male | 3,295 | 305 | 334 | 297 | 203 | 453 | 455 | 347 | 361 | 540 | 36.2 |
| | | Female | 3,505 | 297 | 315 | 276 | 209 | 463 | 441 | 391 | 367 | 746 | 39.4 |
| Jackson | 12.7 | Male | 6,135 | 577 | 686 | 573 | 454 | 801 | 930 | 636 | 558 | 920 | 34.7 |
| | | Female | 6,565 | 558 | 644 | 558 | 436 | 848 | 855 | 709 | 685 | 1,272 | 37.8 |
| Jasper | 31.2 | Male | 14,944 | 1,346 | 1,660 | 1,560 | 1,174 | 1,953 | 1,981 | 1,655 | 1,514 | 2,101 | 33.9 |
| | | Female | 16,256 | 1,297 | 1,514 | 1,510 | 1,205 | 2,134 | 2,214 | 1,760 | 1,635 | 2,987 | 37.1 |
| Jeff Davis | 2.0 | Male | 1,028 | 76 | 96 | 123 | 69 | 110 | 148 | 126 | 99 | 181 | 37.7 |
| | | Female | 972 | 56 | 80 | 105 | 62 | 104 | 135 | 118 | 114 | 198 | 40.9 |
| Jefferson | 236.4 | Male | 113,539 | 11,117 | 11,740 | 10,217 | 10,650 | 18,036 | 16,896 | 11,296 | 10,268 | 13,319 | 32.2 |
| | | Female | 122,861 | 10,720 | 10,936 | 9,714 | 10,918 | 18,919 | 17,234 | 12,371 | 11,847 | 20,202 | 35.1 |
| Jim Hogg | 5.0 | Male | 2,442 | 287 | 289 | 261 | 227 | 337 | 312 | 238 | 184 | 307 | 29.7 |
| | | Female | 2,558 | 286 | 271 | 243 | 234 | 324 | 324 | 256 | 235 | 385 | 32.6 |
| Jim Wells | 37.1 | Male | 18,268 | 2,056 | 2,184 | 2,055 | 1,669 | 2,568 | 2,561 | 1,763 | 1,520 | 1,892 | 29.6 |
| | | Female | 18,832 | 1,881 | 2,057 | 1,911 | 1,670 | 2,626 | 2,649 | 1,896 | 1,668 | 2,474 | 32.2 |
| Johnson | 101.8 | Male | 50,497 | 5,102 | 5,327 | 5,032 | 4,745 | 8,072 | 8,055 | 6,008 | 3,939 | 4,217 | 31.2 |
| | | Female | 51,303 | 4,684 | 4,994 | 4,691 | 4 377 | 8,117 | 8,200 | 5,782 | 3,993 | 6,465 | 33.5 |
| Jones | 16.2 | Male | 7,771 | 665 | [illegible] | 785 | 576 | 1,024 | 1,079 | 858 | 723 | 1,234 | 35.1 |
| | | Female | 8,429 | 711 | 792 | 702 | 555 | 1,029 | 1,070 | 913 | 801 | 1,856 | 39.0 |
| Karnes | 12.2 | Male | 5,832 | 657 | 688 | 550 | 434 | 797 | 716 | 529 | 540 | 921 | 32.4 |
| | | Female | 6,368 | 599 | 654 | 607 | 460 | 819 | 740 | 565 | 651 | 1,273 | 35.6 |
| Kaufman | 55.8 | Male | 27,284 | 2,725 | 2,929 | 2,802 | 2,364 | 4,050 | 4,416 | 3,204 | 2,233 | 2,561 | 32.0 |
| | | Female | 28,516 | 2,701 | 2,750 | 2,566 | 2,284 | 4,240 | 4,382 | 3,150 | 2,342 | 4,101 | 34.3 |
| Kendall | 15.6 | Male | 7,587 | 701 | 739 | 718 | 565 | 980 | 1,181 | 951 | 692 | 1,060 | 35.8 |
| | | Female | 8,013 | 671 | 658 | 610 | 533 | 1,092 | 1,231 | 996 | 733 | 1,489 | 38.6 |
| Kenedy | .4 | Male | 196 | 18 | 18 | 23 | 13 | 33 | 23 | 23 | 26 | 19 | 32.9 |
| | | Female | 204 | 21 | 28 | 12 | 16 | 34 | 26 | 24 | 24 | 19 | 32.4 |
| Kent | 1.0 | Male | 481 | 43 | 45 | 47 | 23 | 56 | 60 | 67 | 49 | 91 | 39.4 |
| | | Female | 519 | 41 | 44 | 41 | 21 | 61 | 66 | 54 | 62 | 129 | 42.8 |
| Kerr | 37.0 | Male | 17,519 | 1,497 | 1,441 | 1,453 | 1,274 | 2,220 | 2,251 | 1,675 | 1,749 | 3,959 | 38.9 |
| | | Female | 19,481 | 1,409 | 1,468 | 1,372 | 1,295 | 2,244 | 2,384 | 1,933 | 2,116 | 5,260 | 43.2 |
| Kimble | 4.1 | Male | 2,011 | 174 | 183 | 196 | 120 | 219 | 256 | 237 | 218 | 408 | 39.4 |
| | | Female | 2,089 | 159 | 172 | 166 | 98 | 224 | 290 | 258 | 248 | 475 | 42.8 |
| King | .4 | Male | 207 | 18 | 23 | 21 | 18 | 32 | 36 | 26 | 22 | 11 | 32.3 |
| | | Female | 193 | 16 | 17 | 29 | 13 | 32 | 37 | 24 | 13 | 12 | 31.7 |
| Kinney | 3.3 | Male | 1,684 | 152 | 129 | 161 | 123 | 205 | 213 | 146 | 210 | 345 | 38.4 |
| | | Female | 1,616 | 131 | 144 | 123 | 103 | 193 | 186 | 146 | 219 | 371 | 41.1 |
| Kleberg | 29.5 | Male | 14,689 | 1,570 | 1,519 | 1,342 | 2,382 | 2,463 | 1,862 | 1,360 | 1,036 | 1,155 | 27.2 |
| | | Female | 14,811 | 1,537 | 1,435 | 1,316 | 2,145 | 2,132 | 1,924 | 1,427 | 1,128 | 1,767 | 29.6 |
| Knox | 4.7 | Male | 2,276 | 232 | 217 | 220 | 145 | 313 | 303 | 210 | 210 | 426 | 35.4 |
| | | Female | 2,424 | 212 | 212 | 202 | 138 | 272 | 264 | 238 | 257 | 629 | 41.7 |
| Lamar | 44.3 | Male | 21,013 | 1,958 | 1,980 | 1,910 | 2,104 | 2,884 | 2,939 | 2,367 | 1,807 | 3,064 | 33.9 |
| | | Female | 23,287 | 1,969 | 1,986 | 1,808 | 2,044 | 3,105 | 3,052 | 2,498 | 2,069 | 4,756 | 37.4 |
| Lamb | 14.6 | Male | 7,057 | 704 | 797 | 697 | 594 | 908 | 874 | 711 | 679 | 1,093 | 33.1 |
| | | Female | 7,543 | 700 | 813 | 672 | 537 | 970 | 846 | 753 | 723 | 1,529 | 35.9 |
| Lampasas | 13.8 | Male | 6,682 | 689 | 650 | 661 | 529 | 878 | 965 | 794 | 652 | 864 | 34.2 |
| | | Female | 7,118 | 617 | 615 | 603 | 563 | 911 | 963 | 803 | 713 | 1,330 | 37.6 |
| La Salle | 5.1 | Male | 2,528 | 262 | 335 | 259 | 232 | 368 | 349 | 240 | 175 | 308 | 29.8 |
| | | Female | 2,572 | 286 | 287 | 270 | 230 | 330 | 319 | 249 | 220 | 381 | 31.5 |
| Lavaca | 18.3 | Male | 8,775 | 748 | 826 | 760 | 617 | 1,120 | 1,188 | 886 | 847 | 1,783 | 37.7 |
| | | Female | 9,525 | 687 | 743 | 755 | 634 | 1,088 | 1,126 | 971 | 916 | 2,605 | 42.6 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

**TEXAS (continued)**

**ALL COUNTIES (continued)**

| METRO AREA County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| Lee | 12.8 | Male | 6,456 | 589 | 631 | 818 | 527 | 900 | 934 | 619 | 561 | 877 | 32.4 |
| | | Female | 6,344 | 589 | 597 | 579 | 417 | 923 | 823 | 629 | 606 | 1,181 | 35.8 |
| Leon | 12.7 | Male | 6,166 | 548 | 571 | 572 | 461 | 823 | 804 | 653 | 657 | 1,077 | 36.3 |
| | | Female | 6,534 | 530 | 607 | 479 | 414 | 818 | 784 | 648 | 791 | 1,463 | 40.3 |
| Liberty | 53.4 | Male | 26,673 | 2,531 | 2,857 | 2,679 | 2,425 | 4,149 | 4,156 | 2,996 | 2,262 | 2,618 | 31.9 |
| | | Female | 26,727 | 2,487 | 2,609 | 2,567 | 2,180 | 3,964 | 3,966 | 2,893 | 2,407 | 3,654 | 33.9 |
| Limestone | 21.1 | Male | 9,958 | 927 | 973 | 936 | 748 | 1,461 | 1,441 | 1,025 | 913 | 1,534 | 34.5 |
| | | Female | 11,142 | 928 | 924 | 892 | 755 | 1,490 | 1,459 | 1,124 | 1,062 | 2,508 | 39.0 |
| Lipscomb | 2.9 | Male | 1,449 | 139 | 154 | 148 | 62 | 222 | 202 | 168 | 141 | 213 | 35.0 |
| | | Female | 1,451 | 120 | 145 | 136 | 79 | 193 | 190 | 172 | 148 | 268 | 37.8 |
| Live Oak | 10.1 | Male | 4,934 | 402 | 501 | 480 | 363 | 637 | 700 | 568 | 547 | 736 | 36.2 |
| | | Female | 5,166 | 447 | 503 | 443 | 328 | 636 | 705 | 616 | 553 | 935 | 38.2 |
| Llano | 12.0 | Male | 5,691 | 304 | 331 | 347 | 282 | 503 | 640 | 590 | 866 | 1,828 | 52.5 |
| | | Female | 6,309 | 338 | 323 | 329 | 245 | 504 | 648 | 615 | 1,045 | 2,262 | 56.5 |
| Loving | .1 | Male | 55 | 4 | 6 | 6 | 2 | 9 | 6 | 10 | 7 | 5 | 35.8 |
| | | Female | 45 | 2 | 6 | 2 | 6 | 5 | 8 | 5 | 5 | 6 | 36.9 |
| Lubbock | 226.5 | Male | 111,615 | 11,169 | 10,589 | 9,279 | 18,648 | 19,700 | 15,359 | 9,808 | 7,873 | 9,190 | 28.1 |
| | | Female | 114,885 | 10,441 | 10,162 | 8,930 | 17,400 | 18,902 | 15,974 | 10,884 | 8,710 | 13,482 | 30.6 |
| Lynn | 6.5 | Male | 3,190 | 345 | 357 | 321 | 259 | 460 | 371 | 329 | 301 | 447 | 31.8 |
| | | Female | 3,310 | 346 | 341 | 293 | 261 | 471 | 338 | 377 | 325 | 558 | 33.8 |
| McCulloch | 8.9 | Male | 4,233 | 398 | 388 | 449 | 307 | 513 | 592 | 412 | 383 | 791 | 36.0 |
| | | Female | 4,667 | 370 | 414 | 397 | 337 | 503 | 550 | 453 | 450 | 1,193 | 40.7 |
| McLennan | 191.2 | Male | 92,848 | 9,091 | 8,578 | 8,037 | 13,603 | 14,369 | 12,697 | 8.799 | 7,318 | 10,356 | 30.0 |
| | | Female | 98,352 | 8,811 | 8,204 | 7,576 | 13,183 | 13,944 | 13,075 | 9,364 | 8,254 | 15,941 | 33.2 |
| McMullen | .8 | Male | 408 | 42 | 32 | 26 | 31 | 59 | 67 | 50 | 49 | 52 | 37.1 |
| | | Female | 392 | 31 | 34 | 34 | 26 | 45 | 54 | 54 | 45 | 69 | 39.8 |
| Madison | 11.3 | Male | 6,554 | 460 | 444 | 419 | 1,599 | 1,372 | 664 | 464 | 439 | 693 | 27.6 |
| | | Female | 4,746 | 364 | 424 | 353 | 361 | 566 | 573 | 541 | 426 | 1,138 | 40.3 |
| Marion | 9.9 | Male | 4,880 | 405 | 458 | 471 | 319 | 585 | 643 | 572 | 577 | 850 | 38.1 |
| | | Female | 5,020 | 360 | 385 | 377 | 324 | 625 | 611 | 611 | 596 | 1,131 | 42.2 |
| Martin | 4.9 | Male | 2,424 | 264 | 315 | 293 | 184 | 333 | 329 | 267 | 198 | 241 | 29.7 |
| | | Female | 2,476 | 282 | 273 | 268 | 183 | 359 | 326 | 250 | 199 | 336 | 31.5 |
| Mason | 3.3 | Male | 1,579 | 129 | 149 | 144 | 83 | 189 | 210 | 178 | 175 | 322 | 39.5 |
| | | Female | 1,721 | 122 | 127 | 106 | 102 | 176 | 206 | 192 | 199 | 491 | 46.0 |
| Matagorda | 36.4 | Male | 18,022 | 2,013 | 2,132 | 1,761 | 1,443 | 2,935 | 2,715 | 1,821 | 1,400 | 1,802 | 30.7 |
| | | Female | 18,378 | 1,921 | 1,962 | 1,735 | 1,481 | 2,850 | 2,561 | 1,826 | 1,604 | 2,438 | 32.3 |
| Maverick | 37.6 | Male | 17,863 | 2,284 | 2,358 | 2,560 | 1,888 | 2,303 | 2,280 | 1,491 | 1,220 | 1,479 | 24.4 |
| | | Female | 19,737 | 2,287 | 2,355 | 2,638 | 2,068 | 2,645 | 2,755 | 1,810 | 1,462 | 1,717 | 27.0 |
| Medina | 28.4 | Male | 14,104 | 1,443 | 1,487 | 1,450 | 1,205 | 1,963 | 2,007 | 1,434 | 1,286 | 1,829 | 32.5 |
| | | Female | 14,296 | 1,357 | 1,449 | 1,308 | 1,166 | 1,925 | 2,062 | 1,492 | 1,310 | 2,227 | 34.7 |
| Menard | 2.2 | Male | 1,090 | 112 | 106 | 78 | 51 | 140 | 146 | 112 | 119 | 226 | 39.0 |
| | | Female | 1,110 | 74 | 93 | 80 | 68 | 127 | 127 | 103 | 139 | 299 | 43.9 |
| Midland | 108.1 | Male | 52,533 | 6,420 | 6,142 | 4,822 | 4,216 | 9,381 | 8,462 | 4,877 | 4,182 | 4,031 | 30.0 |
| | | Female | 55,567 | 6,140 | 5,886 | 4,773 | 4,513 | 9,887 | 8,649 | 5,361 | 4,643 | 5,715 | 31.5 |
| Milam | 22.6 | Male | 10,943 | 1,009 | 1,132 | 1,151 | 848 | 1,380 | 1,513 | 1,154 | 1,013 | 1,743 | 34.6 |
| | | Female | 11,657 | 985 | 1,070 | 1,035 | 818 | 1,453 | 1,489 | 1,171 | 1,106 | 2,530 | 38.1 |
| Mills | 4.5 | Male | 2,194 | 164 | 177 | 219 | 121 | 231 | 301 | 238 | 230 | 513 | 41.1 |
| | | Female | 2,306 | 160 | 173 | 189 | 119 | 235 | 266 | 215 | 255 | 694 | 45.4 |
| Mitchell | 7.8 | Male | 3,732 | 320 | 396 | 383 | 279 | 477 | 491 | 343 | 382 | 661 | 35.2 |
| | | Female | 4,068 | 314 | 377 | 363 | 262 | 452 | 506 | 383 | 433 | 978 | 40.3 |
| Montague | 17.1 | Male | 8,189 | 705 | 717 | 754 | 611 | 1,048 | 1,029 | 920 | 887 | 1,518 | 37.5 |
| | | Female | 8,911 | 679 | 678 | 680 | 539 | 1,034 | 1,106 | 966 | 944 | 2,285 | 42.6 |
| Montgomery | 189.4 | Male | 94,150 | 9,816 | 9,966 | 9,434 | 8,242 | 15,055 | 16,116 | 11,533 | 7,224 | 6,764 | 31.4 |
| | | Female | 95,250 | 9,009 | 9,535 | 8,815 | 7,733 | 15,419 | 16,665 | 11,328 | 7,166 | 9,580 | 33.1 |
| Moore | 17.9 | Male | 8,960 | 1,073 | 997 | 956 | 867 | 1,502 | 1,263 | 854 | 690 | 758 | 28.9 |
| | | Female | 8,940 | 1,047 | 1,018 | 884 | 800 | 1,392 | 1,180 | 833 | 736 | 1,050 | 30.2 |
| Morris | 13.0 | Male | 6,269 | 585 | 694 | 626 | 430 | 868 | 885 | 658 | 663 | 860 | 34.2 |
| | | Female | 6,731 | 498 | 601 | 570 | 480 | 903 | 902 | 724 | 695 | 1,358 | 38.5 |
| Motley | 1.5 | Male | 728 | 54 | 71 | 71 | 37 | 88 | 87 | 86 | 78 | 156 | 39.9 |
| | | Female | 772 | 47 | 49 | 56 | 46 | 71 | 93 | 76 | 98 | 236 | 47.4 |
| Nacogdoches | 56.0 | Male | 27,164 | 2,381 | 2,402 | 2,082 | 5,966 | 3,936 | 3,568 | 2,305 | 1,892 | 2,632 | 26.9 |
| | | Female | 28,836 | 2,177 | 2,115 | 2,043 | 6,454 | 3,827 | 3,548 | 2,480 | 2,111 | 4,081 | 29.3 |
| Navarro | 40.5 | Male | 19,487 | 1,891 | 1,976 | 1,841 | 1,974 | 2,803 | 2,593 | 2,026 | 1,679 | 2,704 | 32.4 |
| | | Female | 21,013 | 1,870 | 1,766 | 1,663 | 1,801 | 2,846 | 2,676 | 2,161 | 1,899 | 4,331 | 37.1 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex<br>0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **TEXAS (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Newton | 13.6 | Male | 6,631 | 615 | 761 | 675 | 550 | 879 | 952 | 751 | 641 | 807 | 33.1 |
| | | Female | 6,969 | 620 | 704 | 669 | 573 | 958 | 919 | 777 | 711 | 1,038 | 34.6 |
| Nolan | 16.5 | Male | 8,020 | 761 | 814 | 746 | 751 | 1,156 | 1,153 | 844 | 712 | 1,083 | 33.1 |
| | | Female | 8,480 | 739 | 763 | 793 | 656 | 1,071 | 1,116 | 861 | 813 | 1,668 | 37.0 |
| Nueces | 294.3 | Male | 144,062 | 15,494 | 16,171 | 14,732 | 14,143 | 24,532 | 22,336 | 13,814 | 10,497 | 12,343 | 29.7 |
| | | Female | 150,238 | 14,808 | 15,170 | 14,106 | 14,083 | 24,897 | 22,585 | 14,776 | 12,193 | 17,620 | 31.8 |
| Ochiltree | 8.7 | Male | 4,352 | 468 | 507 | 415 | 342 | 742 | 678 | 426 | 355 | 419 | 31.0 |
| | | Female | 4,348 | 438 | 470 | 409 | 322 | 727 | 620 | 426 | 390 | 546 | 32.4 |
| Oldham | 2.3 | Male | 1,307 | 84 | 154 | 405 | 79 | 134 | 139 | 109 | 98 | 105 | 18.9 |
| | | Female | 993 | 81 | 112 | 109 | 51 | 141 | 159 | 116 | 94 | 130 | 35.2 |
| Orange | 80.2 | Male | 39,251 | 3,745 | 4,134 | 3,962 | 3,525 | 5,949 | 5,987 | 4,660 | 3,645 | 3,644 | 32.2 |
| | | Female | 40,949 | 3,519 | 3,965 | 3,778 | 3,540 | 6,170 | 6,146 | 4,875 | 3,864 | 5,092 | 34.2 |
| Palo Pinto | 24.8 | Male | 11,958 | 1,150 | 1,121 | 1,070 | 1,014 | 1,714 | 1,654 | 1,311 | 1,179 | 1,745 | 34.5 |
| | | Female | 12,842 | 1,113 | 1,100 | 1,037 | 970 | 1,730 | 1,704 | 1,362 | 1,303 | 2,523 | 37.8 |
| Panola | 22.3 | Male | 10,709 | 999 | 1,160 | 1,027 | 884 | 1,489 | 1,617 | 1,199 | 950 | 1,384 | 33.6 |
| | | Female | 11,591 | 904 | 1,081 | 1,079 | 953 | 1,527 | 1,574 | 1,204 | 1,090 | 2,179 | 36.6 |
| Parker | 69.3 | Male | 34,666 | 3,366 | 3,541 | 3,221 | 3,042 | 5,159 | 5,702 | 4,342 | 3,025 | 3,268 | 33.1 |
| | | Female | 34,634 | 3,042 | 3,285 | 3,046 | 2,679 | 5,368 | 5,752 | 4,190 | 2,876 | 4,396 | 34.8 |
| Parmer | 9.6 | Male | 4,849 | 575 | 593 | 529 | 432 | 702 | 653 | 523 | 379 | 463 | 29.2 |
| | | Female | 4,751 | 497 | 533 | 477 | 363 | 692 | 618 | 478 | 362 | 731 | 32.3 |
| Pecos | 14.3 | Male | 7,042 | 724 | 942 | 819 | 607 | 977 | 986 | 722 | 653 | 612 | 29.4 |
| | | Female | 7,258 | 812 | 861 | 806 | 619 | 991 | 955 | 790 | 630 | 794 | 30.4 |
| Polk | 31.9 | Male | 15,586 | 1,308 | 1,395 | 1,356 | 1,161 | 1,845 | 1,943 | 1,685 | 1,914 | 2,979 | 38.7 |
| | | Female | 16,314 | 1,226 | 1,305 | 1,349 | 1,073 | 1,892 | 1,950 | 1,786 | 2,146 | 3,587 | 41.7 |
| Potter | 96.8 | Male | 46,509 | 5,376 | 4,790 | 4,096 | 4,775 | 8,146 | 6,481 | 4,179 | 3,760 | 4,906 | 30.2 |
| | | Female | 50,291 | 5,298 | 4,584 | 4,003 | 4,867 | 7,930 | 6,623 | 4,733 | 4,329 | 7,924 | 33.1 |
| Presidio | 7.0 | Male | 3,386 | 352 | 380 | 416 | 309 | 405 | 418 | 354 | 321 | 431 | 30.8 |
| | | Female | 3,614 | 358 | 390 | 414 | 318 | 431 | 463 | 346 | 337 | 557 | 32.6 |
| Rains | 7.2 | Male | 3,539 | 271 | 352 | 316 | 260 | 471 | 492 | 401 | 410 | 566 | 37.0 |
| | | Female | 3,661 | 275 | 311 | 288 | 246 | 468 | 484 | 426 | 408 | 755 | 40.0 |
| Randall | 92.8 | Male | 44,786 | 4,230 | 4,636 | 3,979 | 4,427 | 7,486 | 7,503 | 4,843 | 3,846 | 3,836 | 31.8 |
| | | Female | 48,014 | 4,176 | 4,517 | 3,971 | 4,811 | 7,884 | 7,885 | 5,170 | 4,093 | 5,507 | 33.3 |
| Reagan | 4.3 | Male | 2,180 | 279 | 310 | 277 | 168 | 359 | 334 | 185 | 131 | 137 | 26.6 |
| | | Female | 2,120 | 275 | 280 | 230 | 191 | 339 | 320 | 163 | 135 | 187 | 27.5 |
| Real | 2.5 | Male | 1,203 | 98 | 105 | 103 | 102 | 124 | 144 | 152 | 149 | 226 | 39.8 |
| | | Female | 1,297 | 90 | 92 | 107 | 110 | 122 | 157 | 160 | 167 | 292 | 43.1 |
| Red River | 14.2 | Male | 6,684 | 525 | 599 | 634 | 571 | 832 | 867 | 748 | 688 | 1,220 | 37.1 |
| | | Female | 7,516 | 525 | 557 | 589 | 552 | 870 | 911 | 799 | 804 | 1,909 | 42.3 |
| Reeves | 15.5 | Male | 8,004 | 899 | 918 | 905 | 832 | 1,267 | 1,079 | 756 | 627 | 721 | 28.5 |
| | | Female | 7,496 | 846 | 892 | 784 | 657 | 1,065 | 946 | 780 | 632 | 894 | 30.3 |
| Refugio | 7.8 | Male | 3,743 | 314 | 377 | 381 | 295 | 537 | 501 | 445 | 349 | 544 | 34.4 |
| | | Female | 4,057 | 323 | 399 | 363 | 329 | 514 | 529 | 439 | 413 | 748 | 36.9 |
| Roberts | 1.0 | Male | 488 | 41 | 57 | 56 | 21 | 71 | 81 | 59 | 56 | 46 | 34.7 |
| | | Female | 512 | 42 | 48 | 58 | 24 | 72 | 85 | 70 | 43 | 70 | 36.4 |
| Robertson | 15.5 | Male | 7,428 | 771 | 804 | 714 | 626 | 1,033 | 948 | 692 | 683 | 1,157 | 32.7 |
| | | Female | 8,072 | 804 | 717 | 646 | 666 | 1,028 | 936 | 786 | 779 | 1,710 | 36.9 |
| Rockwall | 28.4 | Male | 14,124 | 1,416 | 1,509 | 1,388 | 1,014 | 2,253 | 2,618 | 1,948 | 1,075 | 903 | 32.7 |
| | | Female | 14,276 | 1,285 | 1,482 | 1,303 | 1,023 | 2,321 | 2,671 | 1,836 | 1,049 | 1,306 | 33.8 |
| Runnels | 11.1 | Male | 5,415 | 513 | 576 | 530 | 402 | 703 | 724 | 549 | 508 | 910 | 34.8 |
| | | Female | 5,685 | 453 | 471 | 501 | 386 | 634 | 704 | 558 | 549 | 1,429 | 40.6 |
| Rusk | 44.1 | Male | 21,144 | 1,966 | 2,201 | 2,117 | 1,666 | 2,953 | 3,116 | 2,248 | 1,861 | 3,016 | 33.9 |
| | | Female | 22,956 | 1,899 | 2,119 | 2,010 | 1,670 | 3,103 | 3,124 | 2,306 | 2,066 | 4,659 | 37.2 |
| Sabine | 9.8 | Male | 4,724 | 350 | 316 | 398 | 306 | 481 | 475 | 529 | 694 | 1,175 | 45.7 |
| | | Female | 5,076 | 323 | 338 | 346 | 307 | 504 | 522 | 615 | 783 | 1,338 | 48.3 |
| San Augustine | 8.0 | Male | 3,786 | 334 | 334 | 332 | 296 | 433 | 433 | 405 | 441 | 778 | 38.8 |
| | | Female | 4,214 | 313 | 358 | 300 | 287 | 498 | 441 | 462 | 520 | 1,035 | 43.0 |
| San Jacinto | 16.9 | Male | 8,493 | 728 | 824 | 837 | 618 | 1,037 | 1,131 | 1,018 | 1,049 | 1,251 | 36.8 |
| | | Female | 8,407 | 636 | 730 | 713 | 573 | 1,100 | 1,140 | 1,046 | 1,050 | 1,419 | 39.0 |
| San Patricio | 58.7 | Male | 29,065 | 3,162 | 3,397 | 3,184 | 2,815 | 4,152 | 4,285 | 3,043 | 2,380 | 2,647 | 29.8 |
| | | Female | 29,635 | 2,947 | 3,306 | 3,098 | 2,678 | 4,158 | 4,331 | 3,144 | 2,497 | 3,476 | 31.7 |
| San Saba | 5.4 | Male | 2,617 | 236 | 275 | 256 | 186 | 283 | 354 | 271 | 248 | 508 | 37.0 |
| | | Female | 2,783 | 209 | 230 | 199 | 185 | 299 | 331 | 284 | 289 | 757 | 43.1 |
| Schleicher | 2.8 | Male | 1,363 | 151 | 150 | 160 | 74 | 181 | 218 | 125 | 128 | 176 | 33.1 |
| | | Female | 1,437 | 136 | 160 | 163 | 79 | 188 | 187 | 141 | 130 | 253 | 34.6 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **TEXAS (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Scurry | 18.0 | Male | 9,206 | 882 | 949 | 814 | 812 | 1,663 | 1,482 | 844 | 777 | 983 | 31.9 |
| | | Female | 8,794 | 809 | 929 | 802 | 704 | 1,236 | 1,171 | 856 | 847 | 1,440 | 34.3 |
| Shackelford | 3.1 | Male | 1,508 | 144 | 159 | 146 | 77 | 210 | 215 | 155 | 154 | 248 | 35.8 |
| | | Female | 1,592 | 108 | 146 | 136 | 80 | 211 | 209 | 159 | 150 | 393 | 40.5 |
| Shelby | 22.3 | Male | 10,574 | 987 | 956 | 1,024 | 905 | 1,428 | 1,405 | 1,119 | 1,056 | 1,694 | 34.9 |
| | | Female | 11,726 | 973 | 957 | 977 | 908 | 1,405 | 1,393 | 1,245 | 1,204 | 2,664 | 39.6 |
| Sherman | 2.8 | Male | 1,398 | 118 | 141 | 146 | 109 | 207 | 189 | 181 | 144 | 163 | 33.9 |
| | | Female | 1,402 | 133 | 146 | 140 | 91 | 161 | 207 | 158 | 151 | 215 | 36.4 |
| Smith | 154.8 | Male | 74,526 | 7,243 | 7,194 | 6,699 | 7,549 | 11,808 | 11,239 | 7,837 | 6,240 | 8,717 | 32.3 |
| | | Female | 80,274 | 7,056 | 6,894 | 6,435 | 7,637 | 12,137 | 11,688 | 8,448 | 7,182 | 12,797 | 35.0 |
| Somervell | 5.8 | Male | 2,959 | 329 | 366 | 339 | 235 | 398 | 485 | 322 | 212 | 273 | 30.3 |
| | | Female | 2,841 | 276 | 281 | 276 | 223 | 425 | 464 | 277 | 202 | 417 | 33.6 |
| Starr | 43.2 | Male | 21,294 | 2,817 | 2,936 | 3,142 | 2,473 | 2,963 | 2,473 | 1,862 | 1,204 | 1,424 | 23.0 |
| | | Female | 21,906 | 2,605 | 2,763 | 2,934 | 2,600 | 3,139 | 2,782 | 2,047 | 1,389 | 1,647 | 25.2 |
| Stephens | 8.6 | Male | 4,115 | 400 | 428 | 379 | 286 | 539 | 552 | 458 | 392 | 681 | 35.5 |
| | | Female | 4,485 | 366 | 411 | 378 | 271 | 545 | 586 | 452 | 493 | 983 | 39.6 |
| Sterling | 1.4 | Male | 687 | 75 | 94 | 68 | 45 | 127 | 104 | 55 | 52 | 67 | 29.8 |
| | | Female | 713 | 82 | 90 | 64 | 50 | 128 | 79 | 66 | 56 | 98 | 30.5 |
| Stonewall | 2.0 | Male | 964 | 87 | 92 | 75 | 67 | 142 | 117 | 104 | 114 | 166 | 36.6 |
| | | Female | 1,036 | 84 | 98 | 85 | 54 | 139 | 107 | 113 | 111 | 245 | 40.4 |
| Sutton | 3.9 | Male | 1,890 | 155 | 206 | 210 | 159 | 287 | 314 | 229 | 170 | 160 | 32.5 |
| | | Female | 2,010 | 216 | 206 | 217 | 163 | 264 | 317 | 200 | 185 | 242 | 32.7 |
| Swisher | 8.0 | Male | 3,929 | 419 | 453 | 386 | 308 | 520 | 479 | 401 | 389 | 574 | 32.7 |
| | | Female | 4,071 | 415 | 384 | 361 | 297 | 482 | 494 | 427 | 442 | 769 | 37.0 |
| Tarrant | 1,225.7 | Male | 606,735 | 66,229 | 57,047 | 48,448 | 66,634 | 127,062 | 99,084 | 62,613 | 39,500 | 40,118 | 30.1 |
| | | Female | 618,965 | 62,588 | 54,536 | 46,940 | 65,905 | 120,414 | 99,657 | 62,811 | 43,199 | 62,915 | 31.6 |
| Taylor | 120.1 | Male | 58,445 | 6,303 | 5,765 | 4,899 | 7,968 | 10,195 | 8,197 | 5,274 | 4,268 | 5,576 | 29.2 |
| | | Female | 61,655 | 5,911 | 5,482 | 4,703 | 7,457 | 9,837 | 8,367 | 5,832 | 4,988 | 9,078 | 32.4 |
| Terrell | 1.4 | Male | 730 | 59 | 74 | 82 | 33 | 98 | 114 | 100 | 83 | 87 | 36.7 |
| | | Female | 670 | 51 | 72 | 78 | 37 | 81 | 96 | 84 | 58 | 113 | 36.7 |
| Terry | 12.9 | Male | 6,263 | 720 | 796 | 694 | 519 | 840 | 782 | 615 | 558 | 739 | 29.8 |
| | | Female | 6,637 | 679 | 755 | 649 | 496 | 901 | 821 | 688 | 600 | 1,048 | 33.2 |
| Throckmorton | 1.7 | Male | 823 | 73 | 66 | 64 | 54 | 114 | 114 | 94 | 90 | 154 | 38.6 |
| | | Female | 877 | 61 | 70 | 72 | 42 | 102 | 98 | 102 | 99 | 231 | 44.3 |
| Titus | 24.3 | Male | 11,818 | 1,237 | 1,158 | 1,173 | 1,197 | 1,811 | 1,687 | 1,146 | 913 | 1,496 | 31.3 |
| | | Female | 12,482 | 1,213 | 1,154 | 1,037 | 1,096 | 1,723 | 1,693 | 1,191 | 1,037 | 2,338 | 35.1 |
| Tom Green | 100.6 | Male | 48,820 | 5,022 | 4,886 | 4,089 | 6,364 | 7,877 | 7,152 | 4,591 | 3,680 | 5,159 | 30.1 |
| | | Female | 51,780 | 4,697 | 4,747 | 4,001 | 6,019 | 8,084 | 7,277 | 4,889 | 4,225 | 7,841 | 32.9 |
| Travis | 601.8 | Male | 301,231 | 29,226 | 24,740 | 20,746 | 47,514 | 66,703 | 52,162 | 26,106 | 16,314 | 17,720 | 29.3 |
| | | Female | 300,569 | 27,593 | 23,754 | 20,199 | 44,996 | 62,577 | 49,622 | 27,109 | 18,184 | 26,535 | 30.4 |
| Trinity | 11.7 | Male | 5,658 | 430 | 503 | 450 | 413 | 704 | 677 | 624 | 720 | 1,137 | 39.9 |
| | | Female | 6,042 | 459 | 477 | 434 | 384 | 710 | 689 | 671 | 793 | 1,425 | 43.1 |
| Tyler | 17.0 | Male | 8,267 | 647 | 777 | 809 | 586 | 977 | 1,002 | 955 | 976 | 1,538 | 38.4 |
| | | Female | 8,733 | 613 | 677 | 736 | 589 | 993 | 1,069 | 1,083 | 1,037 | 1,936 | 42.1 |
| Upshur | 31.5 | Male | 15,265 | 1,421 | 1,579 | 1,482 | 1,371 | 2,153 | 2,238 | 1,751 | 1,433 | 1,837 | 33.3 |
| | | Female | 16,235 | 1,395 | 1,515 | 1,377 | 1,387 | 2,228 | 2,191 | 1,821 | 1,513 | 2,808 | 36.0 |
| Upton | 4.3 | Male | 2,135 | 239 | 293 | 247 | 164 | 319 | 324 | 215 | 178 | 156 | 28.9 |
| | | Female | 2,165 | 244 | 272 | 245 | 166 | 313 | 293 | 225 | 164 | 243 | 30.0 |
| Uvalde | 23.6 | Male | 11,381 | 1,251 | 1,298 | 1,258 | 1,253 | 1,548 | 1,470 | 1,128 | 915 | 1,260 | 29.1 |
| | | Female | 12,219 | 1,263 | 1,295 | 1,279 | 1,243 | 1,592 | 1,589 | 1,194 | 1,034 | 1,730 | 31.5 |
| Val Verde | 39.4 | Male | 19,581 | 2,341 | 2,210 | 2,259 | 2,419 | 3,006 | 2,364 | 1,867 | 1,431 | 1,684 | 26.9 |
| | | Female | 19,819 | 2,143 | 2,024 | 2,141 | 2,129 | 2,926 | 2,644 | 2,074 | 1,599 | 2,139 | 30.0 |
| Van Zandt | 39.3 | Male | 19,179 | 1,647 | 1,750 | 1,935 | 1,484 | 2,381 | 2,651 | 2,335 | 2,027 | 2,969 | 36.5 |
| | | Female | 20,121 | 1,525 | 1,629 | 1,624 | 1,374 | 2,456 | 2,799 | 2,335 | 2,257 | 4,122 | 40.2 |
| Victoria | 74.4 | Male | 36,216 | 3,983 | 4,051 | 3,594 | 3,210 | 5,787 | 5,700 | 3,684 | 2,834 | 3,373 | 30.7 |
| | | Female | 38,184 | 3,703 | 3,894 | 3,461 | 3,337 | 6,034 | 5,853 | 3,935 | 3,157 | 4,810 | 32.8 |
| Walker | 53.1 | Male | 31,716 | 1,898 | 1,687 | 1,832 | 5,761 | 7,414 | 6,153 | 3,077 | 1,825 | 2,069 | 31.3 |
| | | Female | 21,384 | 1,644 | 1,685 | 1,512 | 4,655 | 2,990 | 2,636 | 1,909 | 1,654 | 2,699 | 29.0 |
| Waller | 23.7 | Male | 11,658 | 1,045 | 1,093 | 992 | 2,251 | 1,582 | 1,554 | 1,141 | 886 | 1,114 | 27.8 |
| | | Female | 12,042 | 944 | 1,074 | 982 | 2,319 | 1,532 | 1,598 | 1,188 | 886 | 1,519 | 29.6 |
| Ward | 12.5 | Male | 6,243 | 602 | 762 | 843 | 575 | 906 | 877 | 587 | 526 | 565 | 28.7 |
| | | Female | 6,257 | 641 | 708 | 615 | 482 | 913 | 907 | 618 | 546 | 827 | 32.5 |
| Washington | 26.6 | Male | 12,879 | 1,167 | 1,212 | 1,114 | 1,489 | 1,890 | 1,771 | 1,219 | 1,157 | 1,860 | 32.7 |
| | | Female | 13,721 | 1,139 | 1,130 | 1,067 | 1,314 | 1,858 | 1,831 | 1,244 | 1,315 | 2,823 | 36.9 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **TEXAS (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Webb | 139.2 | Male | 66,860 | 8,930 | 8,622 | 8,777 | 8,007 | 10,355 | 8,486 | 5,413 | 3,878 | 4,392 | 24.2 |
| | | Female | 72,340 | 8,621 | 8,288 | 8,319 | 8,609 | 11,180 | 9,395 | 6,355 | 4,922 | 6,651 | 27.1 |
| Wharton | 39.6 | Male | 19,347 | 2,010 | 2,167 | 1,958 | 1,723 | 2,826 | 2,838 | 1,948 | 1,576 | 2,301 | 31.4 |
| | | Female | 20,253 | 1,948 | 2,041 | 1,778 | 1,668 | 2,834 | 2,705 | 2,027 | 1,788 | 3,464 | 34.5 |
| Wheeler | 5.6 | Male | 2,659 | 230 | 287 | 284 | 158 | 308 | 363 | 296 | 257 | 476 | 36.7 |
| | | Female | 2,941 | 204 | 255 | 244 | 150 | 357 | 355 | 320 | 288 | 768 | 42.3 |
| Wichita | 122.3 | Male | 59,871 | 5,933 | 5,640 | 4,862 | 7,952 | 10,387 | 8,344 | 5,648 | 5,022 | 6,083 | 30.3 |
| | | Female | 62,429 | 5,684 | 5,458 | 4,726 | 6,328 | 10,122 | 8,449 | 6,281 | 5,624 | 9,757 | 33.9 |
| Wilbarger | 14.7 | Male | 7,268 | 657 | 708 | 708 | 652 | 1,118 | 992 | 750 | 606 | 1,077 | 33.1 |
| | | Female | 7,432 | 654 | 584 | 603 | 563 | 957 | 940 | 730 | 689 | 1,712 | 38.8 |
| Willacy | 17.8 | Male | 8,615 | 1,017 | 1,179 | 1,179 | 834 | 1,156 | 1,010 | 699 | 624 | 917 | 25.9 |
| | | Female | 9,185 | 931 | 1,123 | 1,118 | 854 | 1,259 | 1,171 | 834 | 797 | 1,098 | 29.5 |
| Williamson | 149.0 | Male | 73,424 | 8,264 | 8,259 | 7,201 | 6,636 | 13,767 | 13,225 | 7,551 | 3,940 | 4,581 | 29.6 |
| | | Female | 75,576 | 7,983 | 7,717 | 6,959 | 6,858 | 14,464 | 13,528 | 7,088 | 4,097 | 6,882 | 30.7 |
| Wilson | 23.9 | Male | 11,886 | 1,203 | 1,373 | 1,217 | 1,044 | 1,686 | 1,782 | 1,271 | 976 | 1,334 | 31.6 |
| | | Female | 12,014 | 1,203 | 1,274 | 1,147 | 943 | 1,807 | 1,770 | 1,213 | 945 | 1,712 | 33.0 |
| Winkler | 8.1 | Male | 3,997 | 435 | 470 | 468 | 302 | 622 | 519 | 386 | 336 | 459 | 30.2 |
| | | Female | 4,103 | 398 | 476 | 460 | 304 | 596 | 509 | 396 | 384 | 580 | 31.9 |
| Wise | 35.7 | Male | 18,006 | 1,744 | 1,794 | 1,702 | 1,511 | 2,799 | 2,796 | 2,227 | 1,568 | 1,865 | 33.0 |
| | | Female | 17,694 | 1,658 | 1,655 | 1,607 | 1,348 | 2,648 | 2,644 | 2,030 | 1,476 | 2,628 | 34.7 |
| Wood | 30.2 | Male | 14,507 | 1,096 | 1,356 | 1,293 | 1,162 | 1,760 | 1,908 | 1,655 | 1,629 | 2,648 | 38.1 |
| | | Female | 15,693 | 1,101 | 1,227 | 1,220 | 1,085 | 1,803 | 1,959 | 1,722 | 1,816 | 3,760 | 42.2 |
| Yoakum | 8.7 | Male | 4,391 | 486 | 536 | 520 | 337 | 748 | 642 | 472 | 319 | 331 | 29.2 |
| | | Female | 4,309 | 469 | 594 | 453 | 332 | 709 | 604 | 416 | 307 | 425 | 29.3 |
| Young | 17.6 | Male | 8,433 | 780 | 856 | 750 | 580 | 1,272 | 1,200 | 869 | 835 | 1,291 | 34.8 |
| | | Female | 9,167 | 781 | 810 | 735 | 572 | 1,190 | 1,230 | 953 | 948 | 1,948 | 39.0 |
| Zapata | 9.8 | Male | 4,810 | 553 | 599 | 574 | 438 | 624 | 582 | 407 | 329 | 704 | 28.9 |
| | | Female | 4,990 | 586 | 549 | 575 | 463 | 630 | 612 | 409 | 393 | 773 | 30.1 |
| Zavala | 12.3 | Male | 6,193 | 742 | 725 | 806 | 736 | 930 | 775 | 497 | 404 | 578 | 25.9 |
| | | Female | 6,107 | 717 | 692 | 761 | 622 | 775 | 778 | 547 | 492 | 723 | 28.4 |
| **TOTAL METRO COUNTIES** | **14,294.4** | **Male** | **7,046,578** | **759,419** | **706,606** | **641,502** | **812,546** | **1,323,895** | **1,125,060** | **698,162** | **470,247** | **509,141** | **29.6** |
| | | **Female** | **7,247,822** | **725,851** | **676,116** | **616,276** | **779,808** | **1,303,596** | **1,145,218** | **722,401** | **521,384** | **757,172** | **31.3** |
| **TOTAL STATE** | **17,434.7** | **Male** | **8,592,594** | **906,347** | **863,802** | **791,790** | **957,382** | **1,548,079** | **1,339,744** | **857,931** | **609,231** | **718,288** | **30.0** |
| | | **Female** | **8,842,106** | **867,055** | **824,687** | **756,165** | **913,487** | **1,514,412** | **1,353,900** | **886,861** | **673,398** | **1,052,141** | **32.0** |
| **UTAH** | | | | | | | | | | | | | |
| **PROVO - OREM** | **271.7** | **Male** | **134,558** | **18,417** | **18,520** | **16,358** | **23,344** | **20,435** | **14,064** | **8,791** | **6,284** | **8,345** | **22.2** |
| | | **Female** | **137,142** | **17,255** | **17,374** | **15,943** | **26,083** | **19,010** | **14,483** | **9,166** | **6,891** | **10,937** | **22.8** |
| Utah | 271.7 | Male | 134,558 | 18,417 | 18,520 | 16,358 | 23,344 | 20,435 | 14,064 | 8,791 | 6,284 | 8,345 | 22.2 |
| | | Female | 137,142 | 17,255 | 17,374 | 15,943 | 26,083 | 19,010 | 14,483 | 9,166 | 6,891 | 10,937 | 22.8 |
| **SALT LAKE CITY - OGDEN** | **1,103.5** | **Male** | **548,509** | **68,125** | **72,168** | **62,014** | **55,776** | **90,390** | **79,655** | **48,069** | **32,741** | **39,571** | **26.8** |
| | | **Female** | **554,991** | **64,865** | **68,761** | **59,383** | **54,399** | **89,559** | **79,439** | **49,219** | **34,974** | **54,392** | **28.4** |
| Davis | 196.2 | Male | 98,741 | 13,320 | 14,744 | 12,673 | 10,171 | 15,070 | 13,025 | 8,521 | 5,762 | 5,455 | 23.9 |
| | | Female | 97,459 | 12,584 | 13,906 | 12,025 | 9,007 | 15,082 | 13,474 | 8,821 | 5,857 | 6,703 | 25.8 |
| Salt Lake | 745.6 | Male | 370,117 | 45,639 | 47,625 | 40,432 | 37,580 | 62,929 | 55,749 | 32,390 | 21,272 | 26,501 | 27.2 |
| | | Female | 375,483 | 43,281 | 45,413 | 38,767 | 37,299 | 62,507 | 55,046 | 33,022 | 23,003 | 37,145 | 28.7 |
| Weber | 161.7 | Male | 79,651 | 9,166 | 9,799 | 8,909 | 8,025 | 12,391 | 10,881 | 7,158 | 5,707 | 7,615 | 28.2 |
| | | Female | 82,049 | 9,000 | 9,442 | 8,591 | 8,093 | 11,970 | 10,919 | 7,376 | 6,114 | 10,544 | 29.9 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Beaver | 4.6 | Male | 2,251 | 232 | 317 | 294 | 144 | 243 | 293 | 194 | 207 | 327 | 30.7 |
| | | Female | 2,349 | 245 | 310 | 275 | 131 | 267 | 289 | 188 | 216 | 428 | 33.0 |
| Box Elder | 37.7 | Male | 18,784 | 2,480 | 2,928 | 2,398 | 1,330 | 2,664 | 2,328 | 1,626 | 1,407 | 1,623 | 26.0 |
| | | Female | 18,916 | 2,424 | 2,823 | 2,329 | 1,219 | 2,696 | 2,219 | 1,727 | 1,354 | 2,125 | 27.5 |
| Cache | 72.0 | Male | 36,190 | 4,851 | 4,815 | 4,144 | 5,600 | 5,938 | 4,227 | 2,454 | 1,679 | 2,482 | 23.4 |
| | | Female | 35,810 | 4,600 | 4,488 | 3,696 | 5,905 | 5,359 | 4,067 | 2,522 | 1,709 | 3,464 | 24.1 |
| Carbon | 19.8 | Male | 9,654 | 1,014 | 1,290 | 1,192 | 743 | 1,253 | 1,492 | 835 | 697 | 1,138 | 29.7 |
| | | Female | 10,146 | 965 | 1,231 | 1,186 | 798 | 1,368 | 1,412 | 862 | 773 | 1,551 | 31.5 |
| Daggett | .7 | Male | 355 | 38 | 44 | 33 | 19 | 47 | 55 | 40 | 47 | 32 | 34.3 |
| | | Female | 345 | 38 | 46 | 44 | 22 | 47 | 46 | 41 | 31 | 30 | 29.8 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **UTAH (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Davis | 196.2 | Male | 98,741 | 13,320 | 14,744 | 12,673 | 10,171 | 15,070 | 13,025 | 8,521 | 5,762 | 5,455 | 23.9 |
| | | Female | 97,459 | 12,584 | 13,906 | 12,025 | 9,007 | 15,082 | 13,474 | 8,821 | 5,857 | 6,703 | 25.8 |
| Duchesne | 12.1 | Male | 6,109 | 843 | 984 | 894 | 414 | 774 | 785 | 564 | 373 | 478 | 23.6 |
| | | Female | 5,991 | 776 | 903 | 815 | 402 | 834 | 774 | 578 | 354 | 555 | 26.2 |
| Emery | 10.1 | Male | 5,149 | 628 | 888 | 762 | 316 | 666 | 762 | 450 | 313 | 364 | 24.6 |
| | | Female | 4,951 | 580 | 827 | 678 | 290 | 713 | 682 | 452 | 288 | 441 | 26.4 |
| Garfield | 4.1 | Male | 2,094 | 228 | 287 | 269 | 139 | 241 | 255 | 200 | 191 | 284 | 30.1 |
| | | Female | 2,006 | 237 | 249 | 201 | 130 | 233 | 259 | 194 | 207 | 296 | 33.0 |
| Grand | 6.4 | Male | 3,115 | 300 | 358 | 331 | 186 | 427 | 509 | 328 | 302 | 374 | 34.0 |
| | | Female | 3,285 | 321 | 371 | 361 | 165 | 449 | 508 | 341 | 330 | 439 | 34.5 |
| Iron | 21.0 | Male | 10,455 | 1,260 | 1,367 | 1,281 | 1,453 | 1,333 | 1,271 | 872 | 692 | 926 | 24.4 |
| | | Female | 10,545 | 1,138 | 1,313 | 1,176 | 1,665 | 1,299 | 1,266 | 884 | 700 | 1,104 | 24.9 |
| Juab | 5.7 | Male | 2,828 | 322 | 409 | 394 | 199 | 327 | 364 | 254 | 193 | 366 | 27.8 |
| | | Female | 2,872 | 327 | 384 | 391 | 171 | 320 | 363 | 246 | 218 | 452 | 30.1 |
| Kane | 5.5 | Male | 2,767 | 325 | 361 | 364 | 190 | 296 | 383 | 262 | 230 | 356 | 29.8 |
| | | Female | 2,733 | 285 | 361 | 326 | 167 | 300 | 384 | 273 | 231 | 406 | 32.6 |
| Millard | 10.9 | Male | 5,471 | 744 | 913 | 773 | 300 | 657 | 691 | 464 | 352 | 577 | 25.1 |
| | | Female | 5,429 | 711 | 837 | 713 | 301 | 680 | 659 | 426 | 378 | 724 | 27.2 |
| Morgan | 5.7 | Male | 2,873 | 346 | 453 | 417 | 184 | 347 | 359 | 327 | 214 | 226 | 26.1 |
| | | Female | 2,827 | 310 | 426 | 400 | 204 | 359 | 367 | 318 | 195 | 248 | 27.0 |
| Piute | 1.3 | Male | 671 | 58 | 91 | 85 | 45 | 53 | 54 | 89 | 72 | 124 | 35.6 |
| | | Female | 629 | 50 | 73 | 71 | 38 | 46 | 70 | 80 | 71 | 130 | 40.2 |
| Rich | 1.7 | Male | 868 | 119 | 152 | 110 | 39 | 105 | 132 | 67 | 54 | 90 | 26.3 |
| | | Female | 832 | 113 | 127 | 120 | 32 | 121 | 117 | 53 | 52 | 97 | 27.0 |
| Salt Lake | 745.6 | Male | 370,117 | 45,639 | 47,625 | 40,432 | 37,580 | 62,929 | 55,749 | 32,390 | 21,272 | 26,501 | 27.2 |
| | | Female | 375,483 | 43,281 | 45,413 | 38,767 | 37,299 | 62,507 | 55,046 | 33,022 | 23,003 | 37,145 | 28.7 |
| San Juan | 12.7 | Male | 6,287 | 1,020 | 938 | 932 | 577 | 810 | 739 | 491 | 381 | 399 | 21.1 |
| | | Female | 6,413 | 915 | 889 | 900 | 550 | 927 | 782 | 561 | 403 | 486 | 24.4 |
| Sanpete | 16.9 | Male | 8,345 | 904 | 1,287 | 1,138 | 956 | 843 | 1,031 | 661 | 515 | 1,010 | 24.2 |
| | | Female | 8,555 | 894 | 1,162 | 1,117 | 1,018 | 894 | 1,002 | 646 | 553 | 1,269 | 26.0 |
| Sevier | 15.4 | Male | 7,620 | 903 | 1,129 | 1,059 | 492 | 838 | 991 | 679 | 572 | 957 | 27.7 |
| | | Female | 7,780 | 848 | 1,106 | 1,028 | 438 | 943 | 940 | 685 | 623 | 1,169 | 30.0 |
| Summit | 16.6 | Male | 8,495 | 958 | 1,051 | 857 | 684 | 1,523 | 1,672 | 858 | 471 | 421 | 29.6 |
| | | Female | 8,105 | 906 | 975 | 822 | 594 | 1,530 | 1,575 | 761 | 416 | 526 | 29.9 |
| Tooele | 26.9 | Male | 13,617 | 1,523 | 1,831 | 1,732 | 1,206 | 1,926 | 1,919 | 1,452 | 979 | 1,049 | 27.7 |
| | | Female | 13,283 | 1,411 | 1,627 | 1,665 | 1,124 | 1,927 | 1,840 | 1,377 | 1,015 | 1,297 | 29.2 |
| Uintah | 22.0 | Male | 10,906 | 1,430 | 1,726 | 1,512 | 734 | 1,504 | 1,535 | 943 | 736 | 786 | 25.3 |
| | | Female | 11,094 | 1,430 | 1,639 | 1,426 | 768 | 1,694 | 1,479 | 999 | 725 | 934 | 26.7 |
| Utah | 271.7 | Male | 134,558 | 18,417 | 18,520 | 16,358 | 23,344 | 20,435 | 14,064 | 8,791 | 6,284 | 8,345 | 22.2 |
| | | Female | 137,142 | 17,255 | 17,374 | 15,943 | 26,083 | 19,010 | 14,483 | 9,166 | 6,891 | 10,937 | 22.8 |
| Wasatch | 10.5 | Male | 5,267 | 674 | 738 | 743 | 408 | 707 | 754 | 489 | 339 | 415 | 26.0 |
| | | Female | 5,233 | 612 | 744 | 646 | 394 | 720 | 734 | 468 | 350 | 565 | 28.1 |
| Washington | 52.5 | Male | 25,807 | 3,136 | 3,586 | 3,144 | 2,506 | 2,936 | 2,749 | 1,843 | 1,854 | 4,053 | 26.8 |
| | | Female | 26,693 | 3,039 | 3,318 | 2,988 | 2,412 | 3,107 | 2,993 | 2,047 | 2,184 | 4,605 | 30.1 |
| Wayne | 2.2 | Male | 1,139 | 127 | 153 | 168 | 64 | 128 | 151 | 97 | 73 | 178 | 29.5 |
| | | Female | 1,061 | 114 | 149 | 124 | 62 | 132 | 140 | 84 | 86 | 170 | 31.2 |
| Weber | 161.7 | Male | 79,651 | 9,166 | 9,799 | 8,909 | 8,025 | 12,391 | 10,881 | 7,158 | 5,707 | 7,615 | 28.2 |
| | | Female | 82,049 | 9,000 | 9,442 | 8,591 | 8,093 | 11,970 | 10,919 | 7,376 | 6,114 | 10,544 | 29.9 |
| **TOTAL METRO COUNTIES** | **1,375.2** | **Male** | **683,067** | **86,542** | **90,688** | **78,372** | **79,120** | **110,825** | **93,719** | **56,860** | **39,025** | **47,916** | **25.6** |
| | | **Female** | **692,133** | **82,120** | **86,135** | **75,326** | **80,482** | **108,569** | **93,922** | **58,385** | **41,865** | **65,329** | **27.0** |
| **TOTAL STATE** | **1,770.2** | **Male** | **880,184** | **111,005** | **118,784** | **103,398** | **98,048** | **137,411** | **119,220** | **73,399** | **51,968** | **66,951** | **25.6** |
| | | **Female** | **890,016** | **105,409** | **112,513** | **98,824** | **99,482** | **135,534** | **118,889** | **75,198** | **55,327** | **88,840** | **27.1** |
| **VERMONT** | | | | | | | | | | | | | |
| **BURLINGTON** | **140.4** | **Male** | **68,328** | **6,490** | **5,541** | **5,029** | **10,431** | **12,977** | **11,754** | **7,159** | **4,524** | **4,423** | **30.1** |
| | | **Female** | **72,072** | **6,166** | **5,352** | **4,860** | **11,362** | **13,058** | **11,986** | **7,252** | **4,807** | **7,229** | **31.4** |
| Chittenden | 135.1 | Male | 65,662 | 6,224 | 5,282 | 4,818 | 10,239 | 12,533 | 11,285 | 6,838 | 4,304 | 4,139 | 30.0 |
| | | Female | 69,438 | 5,920 | 5,107 | 4,673 | 11,171 | 12,621 | 11,502 | 6,972 | 4,545 | 6,927 | 31.2 |
| Grand Isle | 5.3 | Male | 2,666 | 266 | 259 | 211 | 192 | 444 | 469 | 321 | 220 | 284 | 34.1 |
| | | Female | 2,634 | 246 | 245 | 187 | 191 | 437 | 484 | 280 | 262 | 302 | 35.2 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **VERMONT (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Addison | 33.6 | Male | 16,761 | 1,558 | 1,587 | 1,416 | 2,259 | 2,590 | 2,938 | 1,747 | 1,156 | 1,510 | 31.0 |
| | | Female | 16,839 | 1,552 | 1,392 | 1,312 | 2,197 | 2,582 | 2,905 | 1,642 | 1,236 | 2,021 | 32.6 |
| Bennington | 36.4 | Male | 17,616 | 1,697 | 1,604 | 1,452 | 1,663 | 2,643 | 2,801 | 1,946 | 1,568 | 2,242 | 34.1 |
| | | Female | 18,784 | 1,600 | 1,517 | 1,308 | 1,736 | 2,774 | 2,877 | 2,035 | 1,708 | 3,229 | 36.6 |
| Caledonia | 28.3 | Male | 13,852 | 1,308 | 1,370 | 1,300 | 1,408 | 1,984 | 2,359 | 1,479 | 1,122 | 1,522 | 32.8 |
| | | Female | 14,448 | 1,329 | 1,301 | 1,232 | 1,244 | 2,102 | 2,358 | 1,422 | 1,243 | 2,217 | 35.1 |
| Chittenden | 135.1 | Male | 65,662 | 6,224 | 5,282 | 4,818 | 10,239 | 12,533 | 11,285 | 6,838 | 4,304 | 4,139 | 30.0 |
| | | Female | 69,438 | 5,920 | 5,107 | 4,673 | 11,171 | 12,621 | 11,502 | 6,972 | 4,545 | 6,927 | 31.2 |
| Essex | 6.6 | Male | 3,243 | 279 | 284 | 305 | 223 | 459 | 533 | 396 | 336 | 428 | 36.3 |
| | | Female | 3,357 | 285 | 317 | 277 | 233 | 490 | 506 | 373 | 356 | 520 | 36.5 |
| Franklin | 40.8 | Male | 20,147 | 2,215 | 2,102 | 1,903 | 1,688 | 3,514 | 3,347 | 2,123 | 1,457 | 1,798 | 31.2 |
| | | Female | 20,653 | 1,998 | 2,056 | 1,818 | 1,747 | 3,567 | 3,254 | 1,992 | 1,568 | 2,653 | 32.6 |
| Grand Isle | 5.3 | Male | 2,666 | 266 | 259 | 211 | 192 | 444 | 469 | 321 | 220 | 284 | 34.1 |
| | | Female | 2,634 | 246 | 245 | 187 | 191 | 437 | 484 | 280 | 262 | 302 | 35.2 |
| Lamoille | 20.2 | Male | 10,092 | 994 | 916 | 794 | 1,233 | 1,695 | 1,738 | 1,063 | 736 | 923 | 31.5 |
| | | Female | 10,108 | 863 | 883 | 785 | 1,117 | 1,724 | 1,656 | 1,053 | 708 | 1,319 | 33.2 |
| Orange | 26.5 | Male | 13,288 | 1,325 | 1,289 | 1,178 | 1,334 | 2,094 | 2,226 | 1,429 | 1,072 | 1,341 | 32.2 |
| | | Female | 13,212 | 1,232 | 1,246 | 1,100 | 953 | 2,170 | 2,249 | 1,404 | 1,059 | 1,799 | 34.6 |
| Orleans | 24.2 | Male | 11,942 | 1,178 | 1,253 | 1,156 | 1,004 | 1,653 | 1,992 | 1,340 | 1,005 | 1,361 | 33.3 |
| | | Female | 12,258 | 1,017 | 1,143 | 1,149 | 911 | 1,746 | 1,983 | 1,303 | 1,071 | 1,935 | 35.8 |
| Rutland | 62.9 | Male | 30,498 | 2,746 | 2,670 | 2,356 | 3,222 | 4,906 | 5,244 | 3,348 | 2,570 | 3,436 | 33.7 |
| | | Female | 32,402 | 2,691 | 2,547 | 2,273 | 3,175 | 5,007 | 5,196 | 3,456 | 2,736 | 5,321 | 36.0 |
| Washington | 55.9 | Male | 27,372 | 2,521 | 2,519 | 2,287 | 3,145 | 4,140 | 4,865 | 3,103 | 2,149 | 2,643 | 32.8 |
| | | Female | 28,528 | 2,402 | 2,412 | 2,115 | 2,287 | 4,421 | 5,109 | 3,039 | 2,317 | 4,426 | 36.2 |
| Windham | 42.2 | Male | 20,619 | 1,988 | 1,956 | 1,642 | 1,761 | 3,341 | 3,814 | 2,284 | 1,619 | 2,214 | 33.9 |
| | | Female | 21,581 | 1,841 | 1,836 | 1,579 | 1,670 | 3,505 | 3,865 | 2,220 | 1,741 | 3,324 | 35.9 |
| Windsor | 54.8 | Male | 26,857 | 2,424 | 2,408 | 2,176 | 1,987 | 4,162 | 4,778 | 3,162 | 2,358 | 3,402 | 35.6 |
| | | Female | 27,943 | 2,360 | 2,275 | 1,962 | 1,834 | 4,416 | 4,787 | 3,149 | 2,467 | 4,693 | 37.3 |
| **TOTAL METRO COUNTIES** | **140.4** | **Male** | **68,328** | **6,490** | **5,541** | **5,029** | **10,431** | **12,977** | **11,754** | **7,159** | **4,524** | **4,423** | **30.1** |
| | | **Female** | **72,072** | **6,166** | **5,352** | **4,860** | **11,362** | **13,058** | **11,986** | **7,252** | **4,807** | **7,229** | **31.4** |
| **TOTAL STATE** | **572.8** | **Male** | **280,615** | **26,723** | **25,499** | **22,994** | **31,358** | **46,158** | **48,389** | **30,579** | **21,672** | **27,243** | **32.3** |
| | | **Female** | **292,185** | **25,336** | **24,277** | **21,770** | **30,466** | **47,562** | **48,731** | **30,340** | **23,017** | **40,686** | **34.3** |
| **VIRGINIA** | | | | | | | | | | | | | |
| **CHARLOTTESVILLE** | **133.8** | **Male** | **64,738** | **5,708** | **5,043** | **4,294** | **10,776** | **11,751** | **10,141** | **6,300** | **4,761** | **5,964** | **30.6** |
| | | **Female** | **69,062** | **5,449** | **4,824** | **4,124** | **10,623** | **12,477** | **10,682** | **6,971** | **5,374** | **8,538** | **32.6** |
| Albemarle | 69.7 | Male | 34,029 | 3,030 | 2,730 | 2,334 | 5,208 | 5,929 | 5,697 | 3,569 | 2,547 | 2,985 | 31.3 |
| | | Female | 35,671 | 2,857 | 2,649 | 2,269 | 4,911 | 6,494 | 6,055 | 3,860 | 2,756 | 3,820 | 32.9 |
| Charlottesville city | 40.6 | Male | 19,052 | 1,521 | 1,219 | 995 | 4,578 | 3,854 | 2,499 | 1,422 | 1,220 | 1,744 | 28.1 |
| | | Female | 21,548 | 1,494 | 1,196 | 980 | 4,765 | 3,855 | 2,677 | 1,780 | 1,529 | 3,272 | 31.1 |
| Fluvanna | 12.9 | Male | 6,395 | 610 | 576 | 503 | 561 | 1,033 | 1,036 | 695 | 609 | 772 | 34.2 |
| | | Female | 6,505 | 582 | 523 | 483 | 512 | 1,113 | 993 | 732 | 663 | 904 | 35.4 |
| Greene | 10.6 | Male | 5,262 | 547 | 518 | 462 | 429 | 935 | 909 | 614 | 385 | 463 | 32.2 |
| | | Female | 5,338 | 516 | 456 | 392 | 435 | 1,015 | 957 | 599 | 426 | 542 | 33.6 |
| **DANVILLE** | **107.6** | **Male** | **50,980** | **4,387** | **4,258** | **4,521** | **4,657** | **7,589** | **7,899** | **6,051** | **4,947** | **6,671** | **35.1** |
| | | **Female** | **56,620** | **4,066** | **4,134** | **4,082** | **4,764** | **8,215** | **8,424** | **6,357** | **5,950** | **10,628** | **38.6** |
| Danville city | 53.1 | Male | 24,227 | 2,220 | 1,956 | 2,081 | 2,301 | 3,458 | 3,542 | 2,661 | 2,431 | 3,577 | 35.3 |
| | | Female | 28,873 | 2,055 | 1,895 | 1,898 | 2,495 | 3,929 | 4,016 | 2,992 | 3,193 | 6,400 | 40.4 |
| Pittsylvania | 54.5 | Male | 26,753 | 2,167 | 2,302 | 2,440 | 2,356 | 4,131 | 4,357 | 3,390 | 2,516 | 3,094 | 35.0 |
| | | Female | 27,747 | 2,011 | 2,239 | 2,184 | 2,269 | 4,286 | 4,408 | 3,365 | 2,757 | 4,228 | 37.0 |
| **LYNCHBURG** | **142.3** | **Male** | **67,116** | **6,080** | **5,516** | **5,540** | **8,085** | **10,367** | **10,145** | **7,665** | **6,033** | **7,685** | **33.0** |
| | | **Female** | **75,184** | **5,572** | **5,335** | **5,393** | **9,647** | **10,893** | **10,906** | **8,230** | **6,784** | **12,424** | **35.7** |
| Amherst | 28.6 | Male | 13,802 | 1,175 | 1,109 | 1,200 | 1,336 | 2,121 | 2,271 | 1,739 | 1,361 | 1,490 | 34.8 |
| | | Female | 14,798 | 1,058 | 1,099 | 1,131 | 1,687 | 2,195 | 2,361 | 1,809 | 1,383 | 2,075 | 36.0 |
| Campbell | 48.0 | Male | 23,687 | 2,074 | 1,948 | 2,105 | 2,445 | 3,853 | 3,678 | 2,980 | 2,207 | 2,397 | 33.5 |
| | | Female | 24,313 | 1,866 | 1,804 | 1,966 | 2,388 | 3,853 | 3,888 | 3,145 | 2,234 | 3,169 | 35.7 |
| Lynchburg city | 65.7 | Male | 29,627 | 2,831 | 2,459 | 2,235 | 4,304 | 4,393 | 4,196 | 2,946 | 2,465 | 3,798 | 31.8 |
| | | Female | 36,073 | 2,648 | 2,432 | 2,296 | 5,572 | 4,845 | 4,657 | 3,276 | 3,167 | 7,180 | 35.5 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **VIRGINIA (continued)** | | | | | | | | | | | | | |
| **NORFOLK - VIRGINIA BEACH - NEWPORT NEWS** | **1,447.2** | **Male** | **725,685** | **75,902** | **65,180** | **55,828** | **110,621** | **144,737** | **109,442** | **65,790** | **46,202** | **51,983** | **28.8** |
| | | **Female** | **721,515** | **72,403** | **62,770** | **54,664** | **82,924** | **135,900** | **110,837** | **69,656** | **53,009** | **79,352** | **31.5** |
| Chesapeake city | 161.5 | Male | 79,187 | 8,331 | 8,019 | 7,303 | 7,784 | 14,616 | 13,660 | 8,660 | 5,328 | 5,486 | 30.6 |
| | | Female | 82,313 | 8,196 | 7,814 | 7,023 | 7,099 | 15,053 | 14,235 | 8,735 | 5,946 | 8,212 | 32.3 |
| Gloucester | 32.3 | Male | 15,952 | 1,598 | 1,541 | 1,413 | 1,188 | 2,730 | 2,801 | 1,908 | 1,234 | 1,539 | 33.2 |
| | | Female | 16,348 | 1,462 | 1,485 | 1,351 | 1,253 | 2,820 | 2,721 | 1,840 | 1,323 | 2,093 | 34.3 |
| Hampton city | 136.1 | Male | 66,406 | 6,647 | 5,751 | 5,012 | 8,704 | 13,076 | 10,029 | 6,728 | 5,154 | 5,305 | 30.4 |
| | | Female | 69,694 | 6,437 | 5,511 | 5,028 | 8,987 | 12,709 | 10,270 | 7,500 | 5,457 | 7,795 | 32.0 |
| James City | 37.5 | Male | 18,345 | 1,717 | 1,605 | 1,344 | 1,657 | 3,135 | 3,158 | 2,123 | 1,691 | 1,915 | 34.1 |
| | | Female | 19,155 | 1,567 | 1,498 | 1,470 | 1,667 | 3,255 | 3,173 | 2,265 | 1,804 | 2,456 | 35.4 |
| Newport News city | 173.0 | Male | 84,838 | 10,090 | 7,938 | 6,471 | 10,771 | 18,279 | 12,193 | 7,457 | 5,372 | 6,267 | 28.9 |
| | | Female | 88,162 | 9,601 | 7,466 | 6,438 | 9,898 | 17,675 | 12,621 | 8,095 | 6,398 | 9,970 | 31.0 |
| Norfolk city | 266.0 | Male | 141,688 | 13,630 | 10,213 | 7,766 | 37,944 | 28,388 | 16,754 | 8,679 | 7,444 | 10,870 | 25.5 |
| | | Female | 124,312 | 13,102 | 9,878 | 7,653 | 18,711 | 22,829 | 15,652 | 9,646 | 9,404 | 17,437 | 30.6 |
| Poquoson city | 11.4 | Male | 5,670 | 467 | 582 | 581 | 479 | 761 | 1,076 | 870 | 496 | 358 | 34.5 |
| | | Female | 5,730 | 401 | 493 | 602 | 433 | 736 | 1,192 | 831 | 428 | 614 | 36.7 |
| Portsmouth city | 104.1 | Male | 49,567 | 5,507 | 4,751 | 4,188 | 5,625 | 8,941 | 6,734 | 4,391 | 3,836 | 5,594 | 30.3 |
| | | Female | 54,533 | 5,205 | 4,507 | 4,059 | 5,489 | 9,117 | 7,353 | 5,032 | 4,827 | 8,944 | 33.8 |
| Suffolk city | 53.3 | Male | 25,280 | 2,578 | 2,468 | 2,335 | 2,137 | 4,018 | 3,870 | 2,945 | 2,228 | 2,701 | 32.8 |
| | | Female | 28,020 | 2,472 | 2,393 | 2,298 | 2,320 | 4,484 | 4,087 | 3,151 | 2,572 | 4,243 | 35.1 |
| Virginia Beach city | 415.8 | Male | 211,124 | 23,131 | 19,826 | 16,947 | 29,793 | 46,665 | 34,561 | 18,743 | 11,458 | 10,000 | 28.4 |
| | | Female | 204,676 | 21,860 | 19,278 | 16,328 | 22,390 | 43,099 | 34,826 | 19,311 | 12,818 | 14,766 | 30.2 |
| Williamsburg city | 11.9 | Male | 5,545 | 199 | 177 | 198 | 2,576 | 768 | 476 | 347 | 271 | 533 | 24.0 |
| | | Female | 6,355 | 209 | 176 | 188 | 3,021 | 664 | 467 | 344 | 354 | 932 | 24.0 |
| York | 44.3 | Male | 22,083 | 2,007 | 2,309 | 2,270 | 1,963 | 3,360 | 4,130 | 2,939 | 1,690 | 1,415 | 32.4 |
| | | Female | 22,217 | 1,891 | 2,271 | 2,226 | 1,656 | 3,459 | 4,240 | 2,906 | 1,678 | 1,890 | 33.9 |
| **RICHMOND - PETERSBURG** | **886.6** | **Male** | **422,852** | **39,982** | **36,939** | **34,065** | **43,582** | **75,812** | **74,144** | **47,238** | **32,839** | **38,251** | **32.5** |
| | | **Female** | **463,748** | **38,769** | **35,596** | **32,699** | **46,185** | **82,167** | **78,438** | **50,014** | **37,997** | **61,883** | **34.6** |
| Charles City | 6.2 | Male | 3,037 | 248 | 258 | 228 | 309 | 482 | 502 | 381 | 311 | 318 | 34.9 |
| | | Female | 3,163 | 235 | 285 | 242 | 258 | 500 | 548 | 366 | 354 | 375 | 36.1 |
| Chesterfield | 221.0 | Male | 108,214 | 11,357 | 11,352 | 10,411 | 9,058 | 18,226 | 22,002 | 13,179 | 6,971 | 5,658 | 31.5 |
| | | Female | 112,786 | 10,656 | 10,989 | 10,195 | 9,411 | 20,352 | 23,161 | 12,841 | 7,258 | 7,923 | 32.4 |
| Colonial Heights city | 16.0 | Male | 7,479 | 568 | 582 | 625 | 737 | 1,041 | 1,166 | 983 | 875 | 902 | 36.6 |
| | | Female | 8,521 | 535 | 556 | 646 | 688 | 1,121 | 1,322 | 1,073 | 989 | 1,591 | 40.4 |
| Dinwiddie | 20.9 | Male | 10,318 | 873 | 868 | 886 | 978 | 1,666 | 1,599 | 1,379 | 952 | 1,117 | 34.3 |
| | | Female | 10,582 | 831 | 824 | 834 | 950 | 1,647 | 1,621 | 1,384 | 1,005 | 1,486 | 36.3 |
| Goochland | 14.7 | Male | 7,198 | 579 | 521 | 530 | 557 | 1,245 | 1,361 | 940 | 740 | 725 | 36.2 |
| | | Female | 7,502 | 566 | 510 | 442 | 590 | 1,441 | 1,316 | 1,008 | 712 | 917 | 36.5 |
| Hanover | 66.5 | Male | 32,580 | 2,894 | 2,849 | 2,854 | 3,086 | 5,127 | 5,732 | 4,262 | 2,871 | 2,905 | 34.0 |
| | | Female | 33,920 | 2,834 | 2,723 | 2,525 | 3,064 | 5,322 | 6,011 | 4,297 | 2,985 | 4,159 | 35.8 |
| Henrico | 225.0 | Male | 104,569 | 9,573 | 8,850 | 8,070 | 10,049 | 19,658 | 17,905 | 11,425 | 8,394 | 10,645 | 33.0 |
| | | Female | 120,431 | 9,422 | 8,302 | 7,841 | 11,353 | 22,484 | 20,375 | 12,925 | 10,258 | 17,471 | 35.4 |
| Hopewell city | 23.0 | Male | 10,914 | 1,158 | 1,000 | 941 | 1,145 | 1,825 | 1,601 | 1,164 | 962 | 1,118 | 31.6 |
| | | Female | 12,086 | 1,116 | 963 | 899 | 1,221 | 2,002 | 1,667 | 1,252 | 1,065 | 1,901 | 34.2 |
| New Kent | 11.1 | Male | 5,573 | 515 | 477 | 479 | 439 | 899 | 1,118 | 727 | 477 | 442 | 34.7 |
| | | Female | 5,527 | 462 | 428 | 450 | 410 | 951 | 1,088 | 711 | 470 | 557 | 35.6 |
| Petersburg city | 38.4 | Male | 17,741 | 1,817 | 1,462 | 1,316 | 2,057 | 3,010 | 2,592 | 1,750 | 1,574 | 2,163 | 32.4 |
| | | Female | 20,659 | 1,743 | 1,499 | 1,272 | 2,231 | 3,350 | 2,811 | 2,120 | 2,006 | 3,627 | 35.8 |
| Powhatan | 15.9 | Male | 8,945 | 606 | 583 | 723 | 878 | 1,978 | 1,781 | 1,142 | 628 | 626 | 33.5 |
| | | Female | 6,955 | 606 | 543 | 605 | 578 | 1,154 | 1,245 | 882 | 580 | 762 | 34.9 |
| Prince George | 27.8 | Male | 14,756 | 1,331 | 1,274 | 1,162 | 2,189 | 2,824 | 2,580 | 1,661 | 946 | 789 | 30.0 |
| | | Female | 13,044 | 1,360 | 1,269 | 1,087 | 1,507 | 2,447 | 2,138 | 1,414 | 898 | 924 | 30.3 |
| Richmond city | 200.1 | Male | 91,528 | 8,463 | 6,863 | 5,840 | 12,100 | 17,831 | 14,205 | 8,245 | 7,138 | 10,843 | 32.0 |
| | | Female | 108,572 | 8,403 | 6,705 | 5,661 | 13,924 | 19,396 | 15,135 | 9,741 | 9,417 | 20,190 | 35.1 |
| **ROANOKE** | **225.0** | **Male** | **106,327** | **8,706** | **8,296** | **8,372** | **9,892** | **17,138** | **18,255** | **12,465** | **10,032** | **13,171** | **35.4** |
| | | **Female** | **118,673** | **8,403** | **7,914** | **8,241** | **10,928** | **17,705** | **19,157** | **13,417** | **11,629** | **21,279** | **38.2** |
| Botetourt | 25.5 | Male | 12,786 | 940 | 991 | 1,069 | 1,101 | 1,939 | 2,333 | 1,758 | 1,288 | 1,367 | 36.5 |
| | | Female | 12,714 | 896 | 965 | 1,083 | 949 | 1,816 | 2,245 | 1,766 | 1,252 | 1,742 | 37.9 |
| Roanoke | 80.0 | Male | 37,826 | 2,769 | 3,045 | 3,340 | 3,121 | 5,414 | 7,068 | 5,089 | 3,764 | 4,216 | 36.7 |
| | | Female | 42,174 | 2,677 | 2,963 | 3,245 | 3,678 | 5,874 | 7,590 | 5,410 | 4,094 | 6,643 | 38.5 |
| Roanoke city | 95.4 | Male | 44,181 | 4,200 | 3,430 | 3,129 | 4,288 | 8,087 | 7,109 | 4,245 | 3,793 | 5,900 | 33.7 |
| | | Female | 51,219 | 4,077 | 3,208 | 3,121 | 4,825 | 8,296 | 7,376 | 4,828 | 4,947 | 10,541 | 37.8 |
| Salem city | 24.1 | Male | 11,534 | 797 | 830 | 834 | 1,382 | 1,698 | 1,745 | 1,373 | 1,187 | 1,688 | 36.3 |
| | | Female | 12,566 | 753 | 778 | 792 | 1,476 | 1,719 | 1,946 | 1,413 | 1,336 | 2,353 | 38.9 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES | | | | Population by Age and Sex | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | Median Age By Sex |
| **VIRGINIA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Accomack | 32.0 | Male | 15,114 | 1,324 | 1,314 | 1,289 | 1,281 | 2,148 | 2,151 | 1,642 | 1,580 | 2,385 | 35.9 |
| | | Female | 16,886 | 1,257 | 1,209 | 1,246 | 1,267 | 2,257 | 2,343 | 1,854 | 1,877 | 3,576 | 40.2 |
| Albemarle | 69.7 | Male | 34,029 | 3,030 | 2,730 | 2,334 | 5,208 | 5,929 | 5,697 | 3,569 | 2,547 | 2,985 | 31.3 |
| | | Female | 35,671 | 2,857 | 2,649 | 2,269 | 4,911 | 6,494 | 6,055 | 3,860 | 2,756 | 3,820 | 32.9 |
| ☐ Alexandria city | 111.8 | Male | 53,128 | 3,745 | 2,625 | 2,416 | 5,959 | 14,304 | 10,194 | 6,247 | 3,621 | 4,017 | 33.3 |
| | | Female | 58,672 | 3,756 | 2,588 | 2,341 | 6,635 | 14,780 | 10,855 | 6,062 | 4,089 | 7,566 | 34.5 |
| Alleghany | 12.8 | Male | 6,390 | 482 | 551 | 601 | 545 | 827 | 1,051 | 923 | 645 | 765 | 36.8 |
| | | Female | 6,410 | 458 | 484 | 516 | 508 | 896 | 1,035 | 839 | 686 | 988 | 38.3 |
| Amelia | 8.9 | Male | 4,395 | 414 | 418 | 395 | 369 | 686 | 648 | 538 | 396 | 531 | 33.8 |
| | | Female | 4,505 | 369 | 356 | 375 | 369 | 703 | 674 | 582 | 413 | 664 | 36.2 |
| Amherst | 28.6 | Male | 13,802 | 1,175 | 1,109 | 1,200 | 1,336 | 2,121 | 2,271 | 1,739 | 1,361 | 1,490 | 34.8 |
| | | Female | 14,798 | 1,058 | 1,099 | 1,131 | 1,687 | 2,195 | 2,361 | 1,809 | 1,383 | 2,075 | 36.0 |
| Appomattox | 12.3 | Male | 5,948 | 474 | 547 | 530 | 532 | 838 | 874 | 786 | 589 | 778 | 35.6 |
| | | Female | 6,352 | 500 | 473 | 548 | 543 | 913 | 932 | 797 | 606 | 1,040 | 37.1 |
| ☐ Arlington | 171.5 | Male | 84,346 | 5,821 | 4,136 | 3,638 | 10,179 | 21,700 | 16,284 | 9,644 | 5,619 | 7,325 | 33.5 |
| | | Female | 87,154 | 5,545 | 3,858 | 3,322 | 10,074 | 20,777 | 15,698 | 9,497 | 6,025 | 12,358 | 35.0 |
| Augusta | 55.8 | Male | 28,216 | 2,288 | 2,497 | 2,359 | 2,507 | 4,770 | 4,866 | 3,605 | 2,579 | 2,745 | 34.3 |
| | | Female | 27,584 | 2,153 | 2,283 | 2,218 | 2,236 | 4,282 | 4,698 | 3,530 | 2,562 | 3,622 | 36.3 |
| Bath | 4.6 | Male | 2,334 | 158 | 183 | 185 | 235 | 320 | 328 | 351 | 264 | 310 | 37.6 |
| | | Female | 2,266 | 151 | 163 | 141 | 182 | 294 | 322 | 321 | 279 | 413 | 41.3 |
| Bedford | 47.4 | Male | 23,624 | 1,996 | 1,898 | 1,932 | 1,838 | 3,825 | 4,137 | 3,108 | 2,291 | 2,599 | 35.8 |
| | | Female | 23,776 | 1,846 | 1,897 | 1,782 | 1,865 | 3,886 | 4,016 | 2,971 | 2,290 | 3,223 | 36.5 |
| Bedford city | 6.1 | Male | 2,874 | 250 | 231 | 188 | 221 | 432 | 365 | 247 | 279 | 661 | 38.2 |
| | | Female | 3,226 | 208 | 195 | 196 | 245 | 435 | 385 | 344 | 351 | 867 | 43.7 |
| Bland | 6.5 | Male | 3,481 | 232 | 236 | 297 | 308 | 604 | 671 | 445 | 310 | 378 | 35.9 |
| | | Female | 3,019 | 198 | 229 | 250 | 236 | 423 | 479 | 375 | 325 | 504 | 38.6 |
| Botetourt | 25.5 | Male | 12,786 | 940 | 991 | 1,069 | 1,101 | 1,939 | 2,333 | 1,758 | 1,288 | 1,367 | 36.5 |
| | | Female | 12,714 | 896 | 965 | 1,083 | 949 | 1,816 | 2,245 | 1,766 | 1,252 | 1,742 | 37.9 |
| ☐ Bristol city | 18.1 | Male | 8,075 | 649 | 678 | 683 | 804 | 1,210 | 1,164 | 936 | 820 | 1,131 | 35.1 |
| | | Female | 10,025 | 655 | 642 | 616 | 989 | 1,304 | 1,307 | 1,123 | 1,090 | 2,299 | 41.2 |
| Brunswick | 15.9 | Male | 7,899 | 625 | 622 | 668 | 961 | 1,262 | 1,247 | 826 | 737 | 951 | 33.5 |
| | | Female | 8,001 | 601 | 663 | 651 | 948 | 1,044 | 1,108 | 802 | 850 | 1,334 | 35.8 |
| Buchanan | 30.4 | Male | 15,056 | 1,047 | 1,535 | 1,743 | 1,527 | 2,527 | 2,496 | 1,911 | 1,187 | 1,083 | 31.6 |
| | | Female | 15,344 | 1,054 | 1,397 | 1,626 | 1,461 | 2,564 | 2,557 | 1,857 | 1,244 | 1,584 | 33.3 |
| Buckingham | 13.0 | Male | 6,785 | 543 | 485 | 542 | 612 | 1,274 | 1,147 | 740 | 603 | 839 | 34.5 |
| | | Female | 6,215 | 552 | 481 | 478 | 542 | 876 | 922 | 702 | 591 | 1,071 | 36.9 |
| Buena Vista city | 6.3 | Male | 2,868 | 217 | 221 | 271 | 283 | 407 | 426 | 353 | 289 | 401 | 35.8 |
| | | Female | 3,432 | 192 | 235 | 242 | 490 | 406 | 495 | 388 | 355 | 629 | 38.1 |
| Campbell | 48.0 | Male | 23,687 | 2,074 | 1,948 | 2,105 | 2,445 | 3,853 | 3,678 | 2,980 | 2,207 | 2,397 | 33.5 |
| | | Female | 24,313 | 1,866 | 1,804 | 1,966 | 2,388 | 3,853 | 3,888 | 3,145 | 2,234 | 3,169 | 35.7 |
| Caroline | 19.5 | Male | 9,675 | 936 | 876 | 828 | 961 | 1,576 | 1,506 | 1,153 | 844 | 995 | 32.8 |
| | | Female | 9,825 | 891 | 816 | 787 | 927 | 1,654 | 1,415 | 1,140 | 873 | 1,322 | 34.0 |
| Carroll | 26.2 | Male | 12,918 | 924 | 963 | 1,177 | 1,217 | 1,854 | 2,014 | 1,620 | 1,389 | 1,760 | 36.6 |
| | | Female | 13,282 | 841 | 901 | 1,001 | 1,081 | 1,802 | 2,009 | 1,679 | 1,500 | 2,468 | 40.1 |
| Charles City | 6.2 | Male | 3,037 | 248 | 258 | 228 | 309 | 482 | 502 | 381 | 311 | 318 | 34.9 |
| | | Female | 3,163 | 235 | 285 | 242 | 258 | 500 | 548 | 366 | 354 | 375 | 36.1 |
| Charlotte | 11.7 | Male | 5,709 | 458 | 463 | 559 | 545 | 770 | 752 | 640 | 610 | 912 | 35.8 |
| | | Female | 5,991 | 491 | 438 | 496 | 528 | 768 | 780 | 707 | 667 | 1,116 | 38.5 |
| Charlottesville city | 40.6 | Male | 19,052 | 1,521 | 1,219 | 995 | 4,578 | 3,854 | 2,499 | 1,422 | 1,220 | 1,744 | 28.1 |
| | | Female | 21,548 | 1,494 | 1,196 | 980 | 4,765 | 3,855 | 2,677 | 1,780 | 1,529 | 3,272 | 31.1 |
| Chesapeake city | 161.5 | Male | 79,187 | 8,331 | 8,019 | 7,303 | 7,784 | 14,616 | 13,660 | 8,660 | 5,328 | 5,486 | 30.6 |
| | | Female | 82,313 | 8,196 | 7,814 | 7,023 | 7,099 | 15,053 | 14,235 | 8,735 | 5,946 | 8,212 | 32.3 |
| Chesterfield | 221.0 | Male | 108,214 | 11,357 | 11,352 | 10,411 | 9,058 | 18,226 | 22,002 | 13,179 | 6,971 | 5,658 | 31.5 |
| | | Female | 112,786 | 10,656 | 10,989 | 10,195 | 9,411 | 20,352 | 23,161 | 12,841 | 7,258 | 7,923 | 32.4 |
| Clarke | 12.5 | Male | 6,184 | 493 | 514 | 487 | 542 | 990 | 1,058 | 773 | 604 | 723 | 35.6 |
| | | Female | 6,316 | 475 | 498 | 394 | 489 | 966 | 1,023 | 772 | 648 | 1,051 | 38.3 |
| Clifton Forge city | 4.6 | Male | 2,053 | 165 | 177 | 162 | 174 | 293 | 282 | 237 | 194 | 369 | 37.0 |
| | | Female | 2,547 | 163 | 160 | 149 | 179 | 313 | 281 | 247 | 272 | 783 | 46.1 |
| Colonial Heights city | 16.0 | Male | 7,479 | 568 | 582 | 625 | 737 | 1,041 | 1,166 | 983 | 875 | 902 | 36.6 |
| | | Female | 8,521 | 535 | 556 | 646 | 688 | 1,121 | 1,322 | 1,073 | 989 | 1,591 | 40.4 |
| Covington city | 6.8 | Male | 3 180 | 242 | 229 | 215 | 321 | 485 | 438 | 365 | 312 | 573 | 37.2 |
| | | Female | 3,620 | 245 | 216 | 236 | 313 | 475 | 437 | 383 | 371 | 944 | 42.4 |
| Craig | 4.5 | Male | 2,286 | 198 | 186 | 185 | 210 | 348 | 370 | 298 | 235 | 256 | 35.4 |
| | | Female | 2,214 | 148 | 154 | 168 | 167 | 352 | 370 | 267 | 217 | 371 | 38.2 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **VIRGINIA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Culpeper | 28.9 | Male | 14,171 | 1,368 | 1,389 | 1,190 | 1,326 | 2,395 | 2,297 | 1,616 | 1,108 | 1,482 | 32.6 |
| | | Female | 14,729 | 1,406 | 1,205 | 1,173 | 1,317 | 2,458 | 2,296 | 1,523 | 1,175 | 2,176 | 34.2 |
| Cumberland | 7.8 | Male | 3,786 | 340 | 345 | 364 | 352 | 524 | 530 | 463 | 345 | 523 | 34.4 |
| | | Female | 4,014 | 345 | 332 | 324 | 310 | 578 | 560 | 504 | 369 | 692 | 37.1 |
| Danville city | 53.1 | Male | 24,227 | 2,220 | 1,956 | 2,081 | 2,301 | 3,458 | 3,542 | 2,661 | 2,431 | 3,577 | 35.3 |
| | | Female | 28,873 | 2,055 | 1,895 | 1,898 | 2,495 | 3,929 | 4,016 | 2,992 | 3,193 | 6,400 | 40.4 |
| Dickenson | 17.0 | Male | 8,334 | 654 | 864 | 904 | 768 | 1,221 | 1,342 | 991 | 757 | 833 | 33.0 |
| | | Female | 8,666 | 597 | 760 | 875 | 727 | 1,281 | 1,361 | 1,025 | 787 | 1,253 | 35.7 |
| Dinwiddie | 20.9 | Male | 10,318 | 873 | 868 | 886 | 978 | 1,666 | 1,599 | 1,379 | 952 | 1,117 | 34.3 |
| | | Female | 10,582 | 831 | 824 | 834 | 950 | 1,647 | 1,621 | 1,384 | 1,005 | 1,486 | 36.3 |
| Emporia city | 6.1 | Male | 2,858 | 300 | 271 | 254 | 233 | 400 | 359 | 282 | 262 | 497 | 34.3 |
| | | Female | 3,242 | 251 | 223 | 208 | 255 | 438 | 394 | 309 | 357 | 807 | 41.2 |
| Essex | 8.7 | Male | 4,102 | 338 | 359 | 343 | 337 | 595 | 596 | 505 | 427 | 602 | 36.3 |
| | | Female | 4,598 | 322 | 351 | 345 | 348 | 628 | 667 | 512 | 463 | 962 | 39.6 |
| ☐ Fairfax | 858.1 | Male | 426,792 | 38,110 | 35,232 | 34,492 | 42,052 | 80,428 | 82,609 | 59,519 | 31,004 | 23,346 | 32.9 |
| | | Female | 431,308 | 36,303 | 33,672 | 33,039 | 39,538 | 79,603 | 88,266 | 57,756 | 30,262 | 32,869 | 34.2 |
| ☐ Fairfax city | 19.5 | Male | 9,516 | 703 | 659 | 587 | 1,270 | 1,966 | 1,497 | 1,108 | 874 | 852 | 32.8 |
| | | Female | 9,984 | 656 | 570 | 600 | 1,248 | 1,832 | 1,552 | 1,231 | 1,021 | 1,274 | 35.6 |
| ☐ Falls Church city | 9.6 | Male | 4,578 | 341 | 334 | 298 | 317 | 831 | 971 | 582 | 378 | 526 | 36.7 |
| | | Female | 5,022 | 320 | 307 | 281 | 348 | 804 | 1,010 | 623 | 402 | 927 | 39.5 |
| Fauquier | 51.6 | Male | 26,001 | 2,622 | 2,411 | 2,171 | 2,310 | 4,396 | 4,594 | 3,421 | 2,043 | 2,033 | 32.9 |
| | | Female | 25,599 | 2,449 | 2,275 | 1,967 | 2,037 | 4,501 | 4,467 | 3,110 | 2,016 | 2,777 | 34.0 |
| Floyd | 12.2 | Male | 6,037 | 445 | 488 | 526 | 529 | 827 | 1,004 | 820 | 541 | 857 | 37.0 |
| | | Female | 6,163 | 410 | 463 | 467 | 460 | 833 | 970 | 753 | 626 | 1,181 | 39.6 |
| Fluvanna | 12.9 | Male | 6,395 | 610 | 576 | 503 | 561 | 1,033 | 1,036 | 695 | 609 | 772 | 34.2 |
| | | Female | 6,505 | 582 | 523 | 483 | 512 | 1,113 | 993 | 732 | 663 | 904 | 35.4 |
| Franklin | 40.2 | Male | 19,847 | 1,538 | 1,569 | 1,552 | 2,350 | 2,971 | 3,157 | 2,504 | 1,920 | 2,286 | 34.8 |
| | | Female | 20,353 | 1,541 | 1,447 | 1,600 | 2,094 | 3,009 | 3,218 | 2,454 | 1,969 | 3,021 | 36.5 |
| Franklin city | 7.9 | Male | 3,568 | 382 | 367 | 339 | 308 | 487 | 530 | 381 | 322 | 452 | 33.0 |
| | | Female | 4,332 | 370 | 358 | 314 | 321 | 657 | 609 | 445 | 441 | 817 | 37.4 |
| Frederick | 47.8 | Male | 23,894 | 2,268 | 2,334 | 2,073 | 2,030 | 4,154 | 4,057 | 3,016 | 1,956 | 2,006 | 32.8 |
| | | Female | 23,906 | 2,149 | 2,115 | 1,908 | 2,068 | 4,234 | 4,028 | 2,884 | 1,978 | 2,542 | 33.8 |
| Fredericksburg city | 20.4 | Male | 9,356 | 856 | 568 | 539 | 1,849 | 1,870 | 1,207 | 821 | 636 | 1,010 | 29.6 |
| | | Female | 11,044 | 788 | 580 | 538 | 2,759 | 1,627 | 1,209 | 888 | 833 | 1,822 | 30.3 |
| Galax city | 6.6 | Male | 2,980 | 264 | 208 | 238 | 272 | 446 | 391 | 357 | 337 | 467 | 36.6 |
| | | Female | 3,620 | 276 | 233 | 201 | 290 | 449 | 477 | 385 | 403 | 906 | 42.6 |
| Giles | 16.2 | Male | 7,888 | 568 | 605 | 696 | 727 | 1,125 | 1,249 | 1,048 | 775 | 1,095 | 36.8 |
| | | Female | 8,312 | 556 | 543 | 633 | 746 | 1,051 | 1,253 | 982 | 891 | 1,657 | 40.0 |
| Gloucester | 32.3 | Male | 15,952 | 1,598 | 1,541 | 1,413 | 1,188 | 2,730 | 2,801 | 1,908 | 1,234 | 1,539 | 33.2 |
| | | Female | 16,348 | 1,462 | 1,485 | 1,351 | 1,253 | 2,820 | 2,721 | 1,840 | 1,323 | 2,093 | 34.3 |
| Goochland | 14.7 | Male | 7,198 | 579 | 521 | 530 | 557 | 1,245 | 1,361 | 940 | 740 | 725 | 36.2 |
| | | Female | 7,502 | 566 | 510 | 442 | 590 | 1,441 | 1,316 | 1,008 | 712 | 917 | 36.5 |
| Grayson | 16.2 | Male | 7,905 | 574 | 594 | 723 | 747 | 1,105 | 1,250 | 950 | 837 | 1,125 | 36.7 |
| | | Female | 8,295 | 542 | 530 | 680 | 644 | 1,129 | 1,175 | 1,068 | 939 | 1,588 | 40.3 |
| Greene | 10.6 | Male | 5,262 | 547 | 518 | 462 | 429 | 935 | 909 | 614 | 385 | 463 | 32.2 |
| | | Female | 5,338 | 516 | 456 | 392 | 435 | 1,015 | 957 | 599 | 426 | 542 | 33.6 |
| Greensville | 8.7 | Male | 4,133 | 389 | 372 | 461 | 401 | 509 | 618 | 476 | 418 | 489 | 33.7 |
| | | Female | 4,567 | 362 | 362 | 426 | 387 | 628 | 682 | 540 | 468 | 712 | 36.7 |
| Halifax | 28.9 | Male | 13,949 | 1,064 | 1,243 | 1,322 | 1,236 | 1,947 | 2,178 | 1,732 | 1,294 | 1,933 | 35.7 |
| | | Female | 14,951 | 1,049 | 1,161 | 1,237 | 1,194 | 1,958 | 2,179 | 1,776 | 1,528 | 2,869 | 39.0 |
| Hampton city | 136.1 | Male | 66,406 | 6,647 | 5,751 | 5,012 | 8,704 | 13,076 | 10,029 | 6,728 | 5,154 | 5,305 | 30.4 |
| | | Female | 69,694 | 6,437 | 5,511 | 5,028 | 8,987 | 12,709 | 10,270 | 7,500 | 5,457 | 7,795 | 32.0 |
| Hanover | 66.5 | Male | 32,580 | 2,894 | 2,849 | 2,854 | 3,086 | 5,127 | 5,732 | 4,262 | 2,871 | 2,905 | 34.0 |
| | | Female | 33,920 | 2,834 | 2,723 | 2,525 | 3,064 | 5,322 | 6,011 | 4,297 | 2,985 | 4,159 | 35.8 |
| Harrisonburg city | 31.3 | Male | 14,509 | 936 | 873 | 753 | 5,083 | 2,227 | 1,606 | 1,086 | 781 | 1,164 | 24.5 |
| | | Female | 16,791 | 947 | 776 | 722 | 6,188 | 2,052 | 1,757 | 1,141 | 1,013 | 2,195 | 24.7 |
| Henrico | 225.0 | Male | 104,569 | 9,573 | 8,850 | 8,070 | 10,049 | 19,658 | 17,905 | 11,425 | 8,394 | 10,645 | 33.0 |
| | | Female | 120,431 | 9,422 | 8,302 | 7,841 | 11,353 | 22,484 | 20,375 | 12,925 | 10,258 | 17,471 | 35.4 |
| Henry | 57.3 | Male | 27,827 | 2,224 | 2,195 | 2,415 | 2,742 | 4,523 | 4,212 | 3,783 | 2,715 | 3,018 | 34.6 |
| | | Female | 29,473 | 2,318 | 2,116 | 2,170 | 2,788 | 4,471 | 4,510 | 3,924 | 3,055 | 4,121 | 36.9 |
| Highland | 2.6 | Male | 1,290 | 91 | 119 | 79 | 74 | 186 | 206 | 167 | 144 | 224 | 39.7 |
| | | Female | 1,310 | 92 | 86 | 91 | 66 | 181 | 190 | 171 | 143 | 290 | 42.3 |
| Hopewell city | 23.0 | Male | 10,914 | 1,158 | 1,000 | 941 | 1,145 | 1,825 | 1,601 | 1,164 | 962 | 1,118 | 31.6 |
| | | Female | 12,086 | 1,116 | 963 | 899 | 1,221 | 2,002 | 1,667 | 1,252 | 1,065 | 1,901 | 34.2 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **VIRGINIA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Isle of Wight | 25.7 | Male | 12,614 | 1,263 | 1,151 | 1,064 | 1,077 | 2,177 | 2,048 | 1,562 | 1,114 | 1,158 | 33.0 |
| | | Female | 13,086 | 1,150 | 1,090 | 989 | 1,049 | 2,235 | 2,113 | 1,564 | 1,149 | 1,747 | 35.1 |
| James City | 37.5 | Male | 18,345 | 1,717 | 1,605 | 1,344 | 1,657 | 3,135 | 3,158 | 2,123 | 1,691 | 1,915 | 34.1 |
| | | Female | 19,155 | 1,567 | 1,498 | 1,470 | 1,667 | 3,255 | 3,173 | 2,265 | 1,804 | 2,456 | 35.4 |
| King and Queen | 6.3 | Male | 3,090 | 311 | 248 | 272 | 286 | 442 | 459 | 344 | 302 | 426 | 34.7 |
| | | Female | 3,210 | 264 | 251 | 254 | 264 | 473 | 458 | 390 | 331 | 525 | 37.2 |
| King George | 14.0 | Male | 7,003 | 729 | 621 | 598 | 702 | 1,294 | 1,106 | 845 | 539 | 569 | 31.6 |
| | | Female | 6,997 | 731 | 687 | 589 | 622 | 1,242 | 1,105 | 747 | 513 | 761 | 32.0 |
| King William | 11.2 | Male | 5,422 | 510 | 481 | 500 | 481 | 822 | 909 | 687 | 466 | 566 | 34.0 |
| | | Female | 5,778 | 526 | 504 | 484 | 437 | 928 | 954 | 630 | 461 | 854 | 35.1 |
| Lancaster | 11.1 | Male | 5,184 | 377 | 414 | 371 | 311 | 580 | 649 | 553 | 685 | 1,244 | 43.3 |
| | | Female | 5,916 | 343 | 392 | 379 | 315 | 615 | 718 | 677 | 823 | 1,654 | 47.9 |
| Lee | 24.2 | Male | 11,580 | 961 | 1,013 | 1,204 | 988 | 1,674 | 1,820 | 1,365 | 1,023 | 1,532 | 34.7 |
| | | Female | 12,620 | 900 | 1,073 | 1,163 | 1,055 | 1,738 | 1,779 | 1,447 | 1,183 | 2,282 | 37.1 |
| Lexington city | 6.9 | Male | 4,005 | 118 | 144 | 188 | 2,137 | 282 | 284 | 244 | 234 | 374 | 23.1 |
| | | Female | 2,895 | 140 | 123 | 131 | 631 | 260 | 326 | 284 | 314 | 686 | 40.0 |
| ☐ Loudoun | 91.8 | Male | 45,673 | 4,969 | 4,119 | 3,650 | 3,985 | 9,389 | 8,598 | 5,859 | 2,882 | 2,222 | 31.5 |
| | | Female | 46,127 | 4,880 | 3,863 | 3,492 | 4,010 | 9,499 | 8,857 | 5,506 | 2,649 | 3,371 | 32.2 |
| Louisa | 20.7 | Male | 10,220 | 883 | 929 | 881 | 887 | 1,573 | 1,628 | 1,190 | 1,000 | 1,249 | 34.7 |
| | | Female | 10,480 | 884 | 847 | 815 | 846 | 1,707 | 1,596 | 1,200 | 949 | 1,636 | 35.9 |
| Lunenburg | 11.3 | Male | 5,488 | 468 | 549 | 540 | 414 | 692 | 851 | 644 | 545 | 785 | 36.0 |
| | | Female | 5,812 | 470 | 451 | 467 | 384 | 761 | 843 | 655 | 639 | 1,142 | 39.4 |
| Lynchburg city | 65.7 | Male | 29,627 | 2,831 | 2,459 | 2,235 | 4,304 | 4,393 | 4,196 | 2,946 | 2,465 | 3,798 | 31.8 |
| | | Female | 36,073 | 2,648 | 2,432 | 2,296 | 5,572 | 4,845 | 4,657 | 3,276 | 3,167 | 7,180 | 35.5 |
| Madison | 12.2 | Male | 6,004 | 516 | 591 | 494 | 507 | 892 | 931 | 709 | 579 | 785 | 35.0 |
| | | Female | 6,196 | 505 | 515 | 478 | 447 | 931 | 952 | 726 | 604 | 1,038 | 37.3 |
| ☐ Manassas city | 30.2 | Male | 15,423 | 1,829 | 1,487 | 1,168 | 1,827 | 3,606 | 2,767 | 1,518 | 665 | 556 | 28.9 |
| | | Female | 14,777 | 1,772 | 1,372 | 1,089 | 1,649 | 3,258 | 2,587 | 1,391 | 710 | 949 | 29.6 |
| ☐ Manassas Park city | 6.9 | Male | 3,436 | 406 | 363 | 301 | 369 | 897 | 491 | 304 | 206 | 99 | 28.1 |
| | | Female | 3,464 | 434 | 377 | 294 | 398 | 811 | 476 | 312 | 207 | 155 | 27.8 |
| Martinsville city | 16.0 | Male | 7,208 | 647 | 547 | 587 | 605 | 1,076 | 1,091 | 784 | 712 | 1,159 | 36.3 |
| | | Female | 8,792 | 618 | 603 | 605 | 675 | 1,184 | 1,162 | 993 | 992 | 1,960 | 41.1 |
| Mathews | 8.5 | Male | 4,079 | 250 | 309 | 348 | 291 | 477 | 584 | 523 | 490 | 807 | 41.2 |
| | | Female | 4,421 | 253 | 282 | 279 | 286 | 493 | 599 | 534 | 565 | 1,130 | 45.3 |
| Mecklenburg | 29.3 | Male | 14,093 | 1,092 | 1,154 | 1,234 | 1,214 | 2,131 | 2,119 | 1,574 | 1,483 | 2,092 | 36.0 |
| | | Female | 15,207 | 1,083 | 1,118 | 1,202 | 1,160 | 2,010 | 2,121 | 1,703 | 1,820 | 2,990 | 39.9 |
| Middlesex | 8.8 | Male | 4,236 | 310 | 327 | 283 | 279 | 576 | 565 | 523 | 549 | 824 | 41.1 |
| | | Female | 4,564 | 298 | 302 | 286 | 267 | 542 | 601 | 557 | 587 | 1,124 | 44.8 |
| Montgomery | 75.1 | Male | 38,940 | 2,616 | 2,281 | 2,273 | 12,900 | 6,190 | 4,822 | 3,261 | 2,142 | 2,455 | 24.7 |
| | | Female | 36,160 | 2,432 | 2,109 | 2,072 | 9,591 | 5,772 | 4,876 | 3,293 | 2,285 | 3,730 | 28.3 |
| Nelson | 12.8 | Male | 6,275 | 500 | 546 | 517 | 523 | 893 | 1,049 | 729 | 645 | 873 | 36.5 |
| | | Female | 6,525 | 514 | 552 | 472 | 423 | 938 | 1,036 | 746 | 670 | 1,174 | 38.5 |
| New Kent | 11.1 | Male | 5,573 | 515 | 477 | 479 | 439 | 899 | 1,118 | 727 | 477 | 442 | 34.7 |
| | | Female | 5,527 | 462 | 428 | 450 | 410 | 951 | 1,088 | 711 | 470 | 557 | 35.6 |
| Newport News city | 173.0 | Male | 84,838 | 10,090 | 7,938 | 6,471 | 10,771 | 18,279 | 12,193 | 7,457 | 5,372 | 6,267 | 28.9 |
| | | Female | 88,162 | 9,601 | 7,466 | 6,438 | 9,898 | 17,675 | 12,621 | 8,095 | 6,398 | 9,970 | 31.0 |
| Norfolk city | 266.0 | Male | 141,688 | 13,630 | 10,213 | 7,766 | 37,944 | 28,388 | 16,754 | 8,679 | 7,444 | 10,870 | 25.5 |
| | | Female | 124,312 | 13,102 | 9,878 | 7,653 | 18,711 | 22,829 | 15,652 | 9,646 | 9,404 | 17,437 | 30.6 |
| Northampton | 13.0 | Male | 6,025 | 546 | 601 | 503 | 439 | 820 | 786 | 548 | 683 | 1,099 | 36.3 |
| | | Female | 6,975 | 552 | 603 | 524 | 426 | 954 | 886 | 722 | 802 | 1,506 | 39.8 |
| Northumberland | 10.6 | Male | 5,006 | 330 | 379 | 337 | 306 | 602 | 593 | 571 | 704 | 1,184 | 44.3 |
| | | Female | 5,594 | 377 | 384 | 327 | 317 | 634 | 657 | 638 | 799 | 1,461 | 46.5 |
| Norton city | 4.2 | Male | 1,935 | 155 | 210 | 203 | 204 | 287 | 311 | 192 | 170 | 203 | 31.8 |
| | | Female | 2,265 | 171 | 172 | 187 | 221 | 336 | 332 | 243 | 220 | 383 | 36.4 |
| Nottoway | 14.9 | Male | 7,578 | 548 | 578 | 575 | 727 | 1,365 | 1,185 | 831 | 665 | 1,104 | 35.0 |
| | | Female | 7,322 | 513 | 593 | 548 | 557 | 946 | 983 | 779 | 778 | 1,625 | 40.1 |
| Orange | 22.2 | Male | 10,808 | 919 | 984 | 884 | 882 | 1,591 | 1,680 | 1,268 | 1,072 | 1,528 | 35.9 |
| | | Female | 11,392 | 884 | 890 | 850 | 866 | 1,705 | 1,691 | 1,317 | 1,173 | 2,016 | 38.0 |
| Page | 22.1 | Male | 10,832 | 880 | 902 | 881 | 1,008 | 1,642 | 1,689 | 1,383 | 1,081 | 1,366 | 35.6 |
| | | Female | 11,268 | 881 | 851 | 851 | 921 | 1,642 | 1,653 | 1,306 | 1,168 | 1,995 | 38.0 |
| Patrick | 17.4 | Male | 8,558 | 583 | 623 | 743 | 830 | 1,211 | 1,307 | 1,187 | 880 | 1,194 | 37.2 |
| | | Female | 8,842 | 580 | 617 | 722 | 687 | 1,233 | 1,236 | 1,188 | 913 | 1,666 | 39.7 |
| Petersburg city | 38.4 | Male | 17,741 | 1,817 | 1,462 | 1,316 | 2,057 | 3,010 | 2,592 | 1,750 | 1,574 | 2,163 | 32.4 |
| | | Female | 20,659 | 1,743 | 1,499 | 1,272 | 2,231 | 3,350 | 2,811 | 2,120 | 2,006 | 3,627 | 35.8 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex<br>0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **VIRGINIA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Pittsylvania | 54.5 | Male | 26,753 | 2,167 | 2,302 | 2,440 | 2,356 | 4,131 | 4,357 | 3,390 | 2,516 | 3,094 | 35.0 |
| | | Female | 27,747 | 2,011 | 2,239 | 2,184 | 2,269 | 4,286 | 4,408 | 3,365 | 2,757 | 4,228 | 37.0 |
| Poquoson city | 11.4 | Male | 5,670 | 467 | 582 | 581 | 479 | 761 | 1,076 | 870 | 496 | 358 | 34.5 |
| | | Female | 5,730 | 401 | 493 | 602 | 433 | 736 | 1,192 | 831 | 428 | 614 | 36.7 |
| Portsmouth city | 104.1 | Male | 49,567 | 5,507 | 4,751 | 4,188 | 5,625 | 8,941 | 6,734 | 4,391 | 3,836 | 5,594 | 30.3 |
| | | Female | 54,533 | 5,205 | 4,507 | 4,059 | 5,489 | 9,117 | 7,353 | 5,032 | 4,827 | 8,944 | 33.8 |
| Powhatan | 15.9 | Male | 8,945 | 606 | 583 | 723 | 878 | 1,978 | 1,781 | 1,142 | 628 | 626 | 33.5 |
| | | Female | 6,955 | 606 | 543 | 605 | 578 | 1,154 | 1,245 | 882 | 580 | 762 | 34.9 |
| Prince Edward | 17.5 | Male | 8,405 | 640 | 658 | 615 | 2,113 | 969 | 1,031 | 730 | 684 | 965 | 26.8 |
| | | Female | 9,095 | 583 | 599 | 613 | 2,044 | 1,073 | 1,041 | 792 | 744 | 1,606 | 31.6 |
| Prince George | 27.8 | Male | 14,756 | 1,331 | 1,274 | 1,162 | 2,189 | 2,824 | 2,580 | 1,661 | 946 | 789 | 30.0 |
| | | Female | 13,044 | 1,360 | 1,269 | 1,087 | 1,507 | 2,447 | 2,138 | 1,414 | 898 | 924 | 30.3 |
| ☐ Prince William | 229.8 | Male | 117,688 | 13,350 | 12,359 | 10,668 | 13,050 | 24,266 | 22,063 | 13,556 | 5,646 | 2,730 | 28.9 |
| | | Female | 112,112 | 12,777 | 11,332 | 10,131 | 11,437 | 23,088 | 21,614 | 12,375 | 5,105 | 4,253 | 29.5 |
| Pulaski | 34.5 | Male | 16,693 | 1,278 | 1,241 | 1,477 | 1,768 | 2,448 | 2,801 | 2,108 | 1,590 | 1,982 | 35.5 |
| | | Female | 17,807 | 1,218 | 1,141 | 1,397 | 1,683 | 2,463 | 2,830 | 2,160 | 1,758 | 3,157 | 38.5 |
| Radford city | 16.2 | Male | 7,224 | 385 | 362 | 389 | 3,043 | 796 | 744 | 544 | 412 | 549 | 23.7 |
| | | Female | 8,976 | 337 | 325 | 329 | 4,484 | 774 | 736 | 580 | 531 | 880 | 23.5 |
| Rappahannock | 6.7 | Male | 3,350 | 283 | 245 | 244 | 262 | 501 | 576 | 489 | 341 | 409 | 37.4 |
| | | Female | 3,350 | 265 | 264 | 238 | 242 | 485 | 591 | 477 | 328 | 460 | 38.1 |
| Richmond | 7.3 | Male | 3,568 | 294 | 334 | 271 | 315 | 512 | 533 | 396 | 338 | 575 | 36.1 |
| | | Female | 3,732 | 267 | 278 | 256 | 255 | 512 | 494 | 406 | 414 | 850 | 41.0 |
| Richmond city | 200.1 | Male | 91,528 | 8,463 | 6,863 | 5,840 | 12,100 | 17,831 | 14,205 | 8,245 | 7,138 | 10,843 | 32.0 |
| | | Female | 108,572 | 8,403 | 6,705 | 5,661 | 13,924 | 19,396 | 15,135 | 9,741 | 9,417 | 20,190 | 35.1 |
| Roanoke | 80.0 | Male | 37,826 | 2,769 | 3,045 | 3,340 | 3,121 | 5,414 | 7,068 | 5,089 | 3,764 | 4,216 | 36.7 |
| | | Female | 42,174 | 2,677 | 2,963 | 3,245 | 3,678 | 5,874 | 7,590 | 5,410 | 4,094 | 6,643 | 38.5 |
| Roanoke city | 95.4 | Male | 44,181 | 4,200 | 3,430 | 3,129 | 4,288 | 8,087 | 7,109 | 4,245 | 3,793 | 5,900 | 33.7 |
| | | Female | 51,219 | 4,077 | 3,208 | 3,121 | 4,825 | 8,296 | 7,376 | 4,828 | 4,947 | 10,541 | 37.8 |
| Rockbridge | 18.3 | Male | 9,143 | 691 | 715 | 761 | 891 | 1,322 | 1,427 | 1,171 | 1,006 | 1,159 | 36.3 |
| | | Female | 9,157 | 686 | 719 | 646 | 756 | 1,337 | 1,391 | 1,162 | 1,049 | 1,411 | 38.1 |
| Rockingham | 58.7 | Male | 28,887 | 2,519 | 2,507 | 2,367 | 2,958 | 4,639 | 4,672 | 3,413 | 2,591 | 3,221 | 33.8 |
| | | Female | 29,813 | 2,392 | 2,386 | 2,242 | 2,799 | 4,548 | 4,659 | 3,434 | 2,700 | 4,653 | 36.2 |
| Russell | 28.0 | Male | 13,725 | 990 | 1,237 | 1,349 | 1,273 | 2,185 | 2,336 | 1,674 | 1,250 | 1,431 | 34.2 |
| | | Female | 14,275 | 967 | 1,199 | 1,292 | 1,233 | 2,245 | 2,234 | 1,749 | 1,344 | 2,012 | 35.9 |
| Salem city | 24.1 | Male | 11,534 | 797 | 830 | 834 | 1,382 | 1,698 | 1,745 | 1,373 | 1,187 | 1,688 | 36.3 |
| | | Female | 12,566 | 753 | 778 | 792 | 1,476 | 1,719 | 1,946 | 1,413 | 1,336 | 2,353 | 38.9 |
| ☐ Scott | 22.9 | Male | 11,070 | 733 | 850 | 1,026 | 1,071 | 1,566 | 1,651 | 1,482 | 1,141 | 1,550 | 36.8 |
| | | Female | 11,830 | 742 | 783 | 954 | 1,013 | 1,506 | 1,742 | 1,529 | 1,264 | 2,297 | 40.3 |
| Shenandoah | 32.2 | Male | 15,572 | 1,263 | 1,202 | 1,165 | 1,412 | 2,362 | 2,452 | 1,948 | 1,567 | 2,201 | 36.6 |
| | | Female | 16,628 | 1,182 | 1,273 | 1,068 | 1,374 | 2,334 | 2,430 | 2,019 | 1,710 | 3,238 | 39.5 |
| Smyth | 32.1 | Male | 15,357 | 1,162 | 1,233 | 1,401 | 1,476 | 2,336 | 2,347 | 1,954 | 1,588 | 1,860 | 35.3 |
| | | Female | 16,743 | 1,120 | 1,152 | 1,360 | 1,557 | 2,294 | 2,392 | 2,025 | 1,789 | 3,054 | 38.7 |
| Southampton | 17.1 | Male | 8,954 | 681 | 709 | 765 | 1,180 | 1,627 | 1,258 | 963 | 768 | 1,003 | 32.0 |
| | | Female | 8,146 | 631 | 610 | 631 | 654 | 1,254 | 1,140 | 956 | 813 | 1,457 | 37.6 |
| South Boston city | 6.7 | Male | 2,955 | 266 | 259 | 257 | 262 | 376 | 441 | 325 | 288 | 481 | 36.3 |
| | | Female | 3,745 | 264 | 245 | 302 | 292 | 448 | 535 | 403 | 370 | 886 | 41.0 |
| Spotsylvania | 61.1 | Male | 30,318 | 3,388 | 3,205 | 2,922 | 2,583 | 5,389 | 5,592 | 3,427 | 1,877 | 1,935 | 30.7 |
| | | Female | 30,782 | 3,213 | 3,100 | 2,833 | 2,649 | 5,702 | 5,612 | 3,109 | 2,001 | 2,563 | 31.3 |
| ☐ Stafford | 65.5 | Male | 33,829 | 3,467 | 3,371 | 3,168 | 4,166 | 5,956 | 6,066 | 4,038 | 1,948 | 1,649 | 29.6 |
| | | Female | 31,671 | 3,306 | 3,187 | 2,987 | 2,917 | 5,599 | 5,964 | 3,593 | 1,877 | 2,241 | 31.1 |
| Staunton city | 24.6 | Male | 11,608 | 881 | 855 | 833 | 1,048 | 2,019 | 1,938 | 1,341 | 1,136 | 1,557 | 35.9 |
| | | Female | 12,992 | 841 | 796 | 869 | 1,447 | 1,796 | 1,800 | 1,435 | 1,342 | 2,666 | 39.1 |
| Suffolk city | 53.3 | Male | 25,280 | 2,578 | 2,468 | 2,335 | 2,137 | 4,018 | 3,870 | 2,945 | 2,228 | 2,701 | 32.8 |
| | | Female | 28,020 | 2,472 | 2,393 | 2,298 | 2,320 | 4,484 | 4,087 | 3,151 | 2,572 | 4,243 | 35.1 |
| Surry | 6.3 | Male | 3,037 | 275 | 292 | 267 | 250 | 469 | 475 | 334 | 272 | 403 | 34.3 |
| | | Female | 3,263 | 280 | 290 | 270 | 276 | 513 | 457 | 362 | 288 | 527 | 35.1 |
| Sussex | 10.1 | Male | 4,827 | 473 | 400 | 445 | 468 | 700 | 687 | 531 | 508 | 615 | 34.0 |
| | | Female | 5,273 | 416 | 394 | 383 | 492 | 742 | 787 | 560 | 558 | 941 | 37.7 |
| Tazewell | 45.2 | Male | 21,793 | 1,673 | 1,953 | 2,395 | 1,966 | 3,110 | 3,695 | 2,619 | 1,982 | 2,400 | 34.4 |
| | | Female | 23,407 | 1,541 | 1,857 | 2,129 | 1,924 | 3,344 | 3,751 | 2,725 | 2,320 | 3,816 | 37.4 |
| Virginia Beach city | 415.8 | Male | 211,124 | 23,131 | 19,826 | 16,947 | 29,793 | 46,665 | 34,561 | 18,743 | 11,458 | 10,000 | 28.4 |
| | | Female | 204,676 | 21,860 | 19,278 | 16,328 | 22,390 | 43,099 | 34,826 | 19,311 | 12,818 | 14,766 | 30.2 |
| Warren | 27.2 | Male | 13,370 | 1,293 | 1,142 | 1,016 | 1,255 | 2,320 | 2,142 | 1,619 | 1,134 | 1,449 | 33.5 |
| | | Female | 13,830 | 1,271 | 1,096 | 942 | 1,221 | 2,318 | 2,016 | 1,538 | 1,271 | 2,137 | 35.3 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **VIRGINIA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| ☐ Washington | 46.1 | Male | 22,405 | 1,611 | 1,755 | 1,911 | 2,295 | 3,188 | 3,697 | 2,966 | 2,221 | 2,761 | 36.2 |
| | | Female | 23,695 | 1,532 | 1,640 | 1,863 | 2,175 | 3,353 | 3,786 | 3,057 | 2,469 | 3,820 | 38.4 |
| Waynesboro city | 18.5 | Male | 8,749 | 786 | 699 | 750 | 809 | 1,369 | 1,274 | 1,008 | 841 | 1,213 | 34.7 |
| | | Female | 9,751 | 763 | 709 | 603 | 817 | 1,425 | 1,315 | 1,161 | 1,024 | 1,934 | 39.2 |
| Westmoreland | 15.7 | Male | 7,554 | 687 | 629 | 598 | 611 | 994 | 1,016 | 912 | 811 | 1,296 | 37.5 |
| | | Female | 8,146 | 636 | 581 | 654 | 601 | 1,107 | 1,086 | 933 | 949 | 1,699 | 40.5 |
| Williamsburg city | 11.9 | Male | 5,545 | 199 | 177 | 198 | 2,576 | 768 | 476 | 347 | 271 | 533 | 24.0 |
| | | Female | 6,355 | 209 | 176 | 188 | 3,021 | 664 | 467 | 344 | 354 | 932 | 24.0 |
| Winchester city | 22.9 | Male | 10,959 | 960 | 854 | 720 | 1,355 | 2,091 | 1,685 | 1,102 | 931 | 1,261 | 32.6 |
| | | Female | 11,941 | 978 | 744 | 736 | 1,380 | 1,868 | 1,642 | 1,175 | 1,140 | 2,278 | 36.6 |
| Wise | 38.7 | Male | 18,694 | 1,527 | 1,791 | 1,989 | 2,007 | 2,633 | 3,027 | 2,123 | 1,598 | 1,999 | 32.7 |
| | | Female | 20,006 | 1,419 | 1,705 | 1,890 | 1,867 | 2,858 | 3,132 | 2,211 | 1,808 | 3,116 | 35.8 |
| Wythe | 25.5 | Male | 12,106 | 952 | 1,007 | 1,077 | 1,180 | 1,777 | 1,923 | 1,513 | 1,147 | 1,530 | 35.3 |
| | | Female | 13,394 | 935 | 973 | 1,047 | 1,211 | 1,897 | 1,983 | 1,554 | 1,352 | 2,442 | 38.2 |
| York | 44.3 | Male | 22,083 | 2,007 | 2,309 | 2,270 | 1,963 | 3,360 | 4,130 | 2,939 | 1,690 | 1,415 | 32.4 |
| | | Female | 22,217 | 1,891 | 2,271 | 2,226 | 1,656 | 3,459 | 4,240 | 2,906 | 1,678 | 1,890 | 33.9 |
| **TOTAL METRO COUNTIES** | **4,624.3** | **Male** | **2,273,657** | **216,499** | **193,200** | **176,626** | **274,957** | **436,701** | **388,078** | **253,268** | **161,839** | **172,489** | **31.3** |
| | | **Female** | **2,350,643** | **207,340** | **184,764** | **170,212** | **247,502** | **433,571** | **402,158** | **258,700** | **177,913** | **268,483** | **33.4** |
| **TOTAL STATE** | **6,348.1** | **Male** | **3,116,112** | **286,045** | **263,631** | **247,734** | **372,303** | **567,078** | **518,826** | **352,009** | **237,817** | **270,669** | **31.8** |
| | | **Female** | **3,231,988** | **274,177** | **251,373** | **236,895** | **340,782** | **563,659** | **533,172** | **358,936** | **261,685** | **411,309** | **34.1** |
| **WASHINGTON** | | | | | | | | | | | | | |
| **BELLINGHAM** | **132.5** | **Male** | **65,239** | **5,807** | **6,001** | **5,366** | **8,153** | **10,050** | **11,180** | **6,782** | **4,806** | **7,094** | **32.3** |
| | | **Female** | **67,261** | **5,576** | **5,670** | **5,022** | **8,579** | **9,968** | **11,206** | **6,487** | **5,026** | **9,727** | **33.8** |
| Whatcom | 132.5 | Male | 65,239 | 5,807 | 6,001 | 5,366 | 8,153 | 10,050 | 11,180 | 6,782 | 4,806 | 7,094 | 32.3 |
| | | Female | 67,261 | 5,576 | 5,670 | 5,022 | 8,579 | 9,968 | 11,206 | 6,487 | 5,026 | 9,727 | 33.8 |
| **BREMERTON** | **199.4** | **Male** | **101,894** | **10,277** | **10,049** | **8,547** | **12,030** | **17,054** | **17,074** | **10,973** | **6,674** | **9,216** | **30.9** |
| | | **Female** | **97,506** | **9,915** | **9,152** | **8,116** | **8,368** | **15,584** | **17,047** | **9,992** | **6,955** | **12,377** | **33.5** |
| Kitsap | 199.4 | Male | 101,894 | 10,277 | 10,049 | 8,547 | 12,030 | 17,054 | 17,074 | 10,973 | 6,674 | 9,216 | 30.9 |
| | | Female | 97,506 | 9,915 | 9,152 | 8,116 | 8,368 | 15,584 | 17,047 | 9,992 | 6,955 | 12,377 | 33.5 |
| **OLYMPIA** | **168.3** | **Male** | **82,110** | **7,728** | **8,277** | **7,528** | **7,529** | **12,599** | **14,618** | **9,557** | **6,006** | **8,268** | **32.9** |
| | | **Female** | **86,190** | **7,202** | **7,774** | **7,058** | **7,477** | **13,456** | **15,739** | **9,414** | **6,574** | **11,496** | **35.1** |
| Thurston | 168.3 | Male | 82,110 | 7,728 | 8,277 | 7,528 | 7,529 | 12,599 | 14,618 | 9,557 | 6,006 | 8,268 | 32.9 |
| | | Female | 86,190 | 7,202 | 7,774 | 7,058 | 7,477 | 13,456 | 15,739 | 9,414 | 6,574 | 11,496 | 35.1 |
| **RICHLAND - KENNEWICK - PASCO** | **152.2** | **Male** | **75,996** | **8,408** | **8,616** | **7,338** | **6,572** | **12,003** | **12,427** | **8,173** | **5,696** | **6,763** | **30.9** |
| | | **Female** | **76,204** | **7,930** | **8,150** | **7,262** | **6,342** | **12,022** | **12,061** | **7,820** | **5,955** | **8,662** | **32.0** |
| Benton | 114.1 | Male | 56,457 | 6,073 | 6,156 | 5,292 | 4,603 | 9,030 | 9,453 | 6,472 | 4,382 | 4,996 | 31.8 |
| | | Female | 57,643 | 5,744 | 5,884 | 5,268 | 4,690 | 9,283 | 9,396 | 6,226 | 4,560 | 6,592 | 32.8 |
| Franklin | 38.1 | Male | 19,539 | 2,335 | 2,460 | 2,046 | 1,969 | 2,973 | 2,974 | 1,701 | 1,314 | 1,767 | 28.2 |
| | | Female | 18,561 | 2,186 | 2,266 | 1,994 | 1,652 | 2,739 | 2,665 | 1,594 | 1,395 | 2,070 | 29.3 |
| **SEATTLE** | **2,032.6** | **Male** | **1,005,260** | **93,713** | **83,777** | **71,880** | **96,709** | **196,708** | **186,401** | **114,383** | **71,955** | **89,734** | **33.0** |
| | | **Female** | **1,027,340** | **89,832** | **80,482** | **68,733** | **95,747** | **191,021** | **185,596** | **111,535** | **75,003** | **129,391** | **34.4** |
| King | 1,542.9 | Male | 760,867 | 67,115 | 59,636 | 52,378 | 75,818 | 150,742 | 142,164 | 87,576 | 55,392 | 70,046 | 33.3 |
| | | Female | 782,033 | 64,929 | 57,397 | 50,249 | 74,876 | 146,345 | 142,178 | 85,784 | 57,921 | 102,354 | 34.8 |
| Snohomish | 489.7 | Male | 244,393 | 26,598 | 24,141 | 19,502 | 20,891 | 45,966 | 44,237 | 26,807 | 16,563 | 19,688 | 31.8 |
| | | Female | 245,307 | 24,903 | 23,085 | 18,484 | 20,871 | 44,676 | 43,418 | 25,751 | 17,082 | 27,037 | 32.9 |
| **SEATTLE - TACOMA CONSOLIDATED AREA** | ***2,637.5*** | ***Male*** | ***1,307,635*** | ***125,560*** | ***113,031*** | ***96,077*** | ***132,626*** | ***250,764*** | ***234,645*** | ***145,176*** | ***93,411*** | ***116,345*** | ***32.4*** |
| | | ***Female*** | ***1,329,865*** | ***119,804*** | ***108,292*** | ***91,903*** | ***126,336*** | ***243,046*** | ***233,548*** | ***142,095*** | ***98,033*** | ***166,808*** | ***34.0*** |
| **SPOKANE** | **365.4** | **Male** | **177,821** | **17,181** | **17,270** | **15,479** | **18,509** | **28,662** | **28,985** | **18,370** | **13,488** | **19,877** | **32.1** |
| | | **Female** | **187,579** | **16,353** | **16,184** | **14,477** | **18,577** | **29,231** | **29,896** | **18,952** | **14,739** | **29,170** | **34.6** |
| Spokane | 365.4 | Male | 177,821 | 17,181 | 17,270 | 15,479 | 18,509 | 28,662 | 28,985 | 18,370 | 13,488 | 19,877 | 32.1 |
| | | Female | 187,579 | 16,353 | 16,184 | 14,477 | 18,577 | 29,231 | 29,896 | 18,952 | 14,739 | 29,170 | 34.6 |
| **TACOMA** | **604.9** | **Male** | **302,375** | **31,847** | **29,254** | **24,197** | **35,917** | **54,056** | **48,244** | **30,793** | **21,456** | **26,611** | **30.5** |
| | | **Female** | **302,525** | **29,972** | **27,810** | **23,170** | **30,589** | **52,025** | **47,952** | **30,560** | **23,030** | **37,417** | **32.6** |
| Pierce | 604.9 | Male | 302,375 | 31,847 | 29,254 | 24,197 | 35,917 | 54,056 | 48,244 | 30,793 | 21,456 | 26,611 | 30.5 |
| | | Female | 302,525 | 29,972 | 27,810 | 23,170 | 30,589 | 52,025 | 47,952 | 30,560 | 23,030 | 37,417 | 32.6 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **WASHINGTON (continued)** | | | | | | | | | | | | | |
| **VANCOUVER** | **250.2** | **Male** | **123,566** | **12,381** | **12,668** | **11,717** | **10,609** | **19,602** | **21,826** | **14,537** | **8,923** | **11,303** | **32.4** |
| | | **Female** | **126,634** | **11,757** | **11,968** | **11,012** | **10,554** | **20,207** | **22,537** | **13,826** | **9,197** | **15,576** | **33.9** |
| Clark | 250.2 | Male | 123,566 | 12,381 | 12,668 | 11,717 | 10,609 | 19,602 | 21,826 | 14,537 | 8,923 | 11,303 | 32.4 |
| | | Female | 126,634 | 11,757 | 11,968 | 11,012 | 10,554 | 20,207 | 22,537 | 13,826 | 9,197 | 15,576 | 33.9 |
| **YAKIMA** | **191.7** | **Male** | **95,285** | **10,701** | **10,091** | **9,432** | **9,482** | **14,424** | **13,840** | **9,608** | **7,070** | **10,637** | **30.5** |
| | | **Female** | **96,415** | **10,147** | **9,585** | **8,704** | **8,403** | **13,852** | **14,054** | **9,568** | **7,609** | **14,493** | **33.2** |
| Yakima | 191.7 | Male | 95,285 | 10,701 | 10,091 | 9,432 | 9,482 | 14,424 | 13,840 | 9,608 | 7,070 | 10,637 | 30.5 |
| | | Female | 96,415 | 10,147 | 9,585 | 8,704 | 8,403 | 13,852 | 14,054 | 9,568 | 7,609 | 14,493 | 33.2 |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Adams | 13.7 | Male | 6,920 | 809 | 834 | 767 | 565 | 958 | 981 | 735 | 553 | 718 | 30.1 |
| | | Female | 6,780 | 797 | 794 | 702 | 484 | 938 | 998 | 679 | 558 | 830 | 31.5 |
| Asotin | 17.6 | Male | 8,390 | 842 | 878 | 756 | 604 | 1,192 | 1,251 | 878 | 742 | 1,247 | 34.4 |
| | | Female | 9,210 | 786 | 818 | 802 | 650 | 1,346 | 1,342 | 929 | 824 | 1,713 | 36.5 |
| Benton | 114.1 | Male | 56,457 | 6,073 | 6,156 | 5,292 | 4,603 | 9,030 | 9,453 | 6,472 | 4,382 | 4,996 | 31.8 |
| | | Female | 57,643 | 5,744 | 5,884 | 5,268 | 4,690 | 9,283 | 9,396 | 6,226 | 4,560 | 6,592 | 32.8 |
| Chelan | 53.3 | Male | 26,343 | 2,621 | 2,600 | 2,173 | 2,164 | 3,887 | 4,396 | 2,754 | 2,180 | 3,568 | 34.3 |
| | | Female | 26,957 | 2,499 | 2,468 | 2,003 | 1,958 | 3,889 | 4,135 | 2,755 | 2,418 | 4,832 | 36.6 |
| Clallam | 58.7 | Male | 29,240 | 2,473 | 2,634 | 2,256 | 2,146 | 3,915 | 4,589 | 3,031 | 2,756 | 5,440 | 37.6 |
| | | Female | 29,460 | 2,271 | 2,490 | 2,154 | 1,766 | 3,733 | 4,374 | 3,013 | 3,044 | 6,615 | 40.3 |
| Clark | 250.2 | Male | 123,566 | 12,381 | 12,668 | 11,717 | 10,609 | 19,602 | 21,826 | 14,537 | 8,923 | 11,303 | 32.4 |
| | | Female | 126,634 | 11,757 | 11,968 | 11,012 | 10,554 | 20,207 | 22,537 | 13,826 | 9,197 | 15,576 | 33.9 |
| Columbia | 4.0 | Male | 1,986 | 134 | 194 | 203 | 119 | 254 | 323 | 234 | 190 | 335 | 37.8 |
| | | Female | 2,014 | 136 | 165 | 158 | 127 | 230 | 301 | 255 | 203 | 439 | 41.3 |
| Cowlitz | 83.9 | Male | 41,502 | 3,927 | 4,163 | 3,726 | 3,544 | 6,096 | 6,778 | 4,815 | 3,525 | 4,928 | 33.8 |
| | | Female | 42,398 | 3,781 | 3,813 | 3,618 | 3,445 | 6,206 | 6,761 | 4,641 | 3,640 | 6,493 | 35.5 |
| Douglas | 27.0 | Male | 13,582 | 1,363 | 1,412 | 1,250 | 1,156 | 2,010 | 2,237 | 1,518 | 1,126 | 1,510 | 33.0 |
| | | Female | 13,418 | 1,301 | 1,381 | 1,134 | 974 | 2,010 | 2,218 | 1,475 | 1,142 | 1,783 | 34.5 |
| Ferry | 6.4 | Male | 3,343 | 326 | 347 | 393 | 280 | 409 | 612 | 365 | 262 | 349 | 33.0 |
| | | Female | 3,057 | 308 | 338 | 327 | 222 | 440 | 503 | 349 | 231 | 339 | 32.6 |
| Franklin | 38.1 | Male | 19,539 | 2,335 | 2,460 | 2,046 | 1,969 | 2,973 | 2,974 | 1,701 | 1,314 | 1,767 | 28.2 |
| | | Female | 18,561 | 2,186 | 2,266 | 1,994 | 1,652 | 2,739 | 2,665 | 1,594 | 1,395 | 2,070 | 29.3 |
| Garfield | 2.2 | Male | 1,073 | 83 | 100 | 107 | 39 | 115 | 178 | 104 | 123 | 224 | 40.2 |
| | | Female | 1,127 | 69 | 111 | 107 | 38 | 119 | 162 | 118 | 134 | 269 | 42.4 |
| Grant | 55.7 | Male | 28,222 | 3,166 | 3,144 | 2,833 | 2,449 | 3,975 | 4,113 | 2,818 | 2,366 | 3,358 | 31.3 |
| | | Female | 27,478 | 2,916 | 2,956 | 2,613 | 2,164 | 3,898 | 4,002 | 2,702 | 2,437 | 3,790 | 32.9 |
| Grays Harbor | 64.8 | Male | 32,287 | 3,105 | 3,169 | 2,876 | 2,527 | 4,471 | 5,074 | 3,598 | 2,867 | 4,600 | 35.0 |
| | | Female | 32,513 | 2,804 | 2,964 | 2,624 | 2,431 | 4,587 | 4,864 | 3,503 | 2,964 | 5,772 | 36.7 |
| Island | 63.9 | Male | 33,250 | 3,282 | 2,889 | 2,285 | 4,297 | 6,202 | 4,949 | 2,828 | 2,416 | 4,102 | 31.2 |
| | | Female | 30,650 | 3,209 | 2,699 | 2,166 | 2,534 | 4,972 | 4,642 | 2,986 | 2,676 | 4,766 | 34.5 |
| Jefferson | 21.2 | Male | 10,479 | 745 | 921 | 793 | 524 | 1,166 | 1,856 | 1,234 | 1,150 | 2,090 | 40.9 |
| | | Female | 10,721 | 785 | 828 | 711 | 524 | 1,226 | 1,927 | 1,171 | 1,236 | 2,313 | 41.7 |
| King | 1,542.9 | Male | 760,867 | 67,115 | 59,636 | 52,378 | 75,818 | 150,742 | 142,164 | 87,576 | 55,392 | 70,046 | 33.3 |
| | | Female | 782,033 | 64,929 | 57,397 | 50,249 | 74,876 | 146,345 | 142,178 | 85,784 | 57,921 | 102,354 | 34.8 |
| Kitsap | 199.4 | Male | 101,894 | 10,277 | 10,049 | 8,547 | 12,030 | 17,054 | 17,074 | 10,973 | 6,674 | 9,216 | 30.9 |
| | | Female | 97,506 | 9,915 | 9,152 | 8,116 | 8,368 | 15,584 | 17,047 | 9,992 | 6,955 | 12,377 | 33.5 |
| Kittitas | 27.3 | Male | 13,555 | 972 | 1,048 | 953 | 2,922 | 1,748 | 1,936 | 1,385 | 968 | 1,623 | 30.0 |
| | | Female | 13,745 | 965 | 999 | 909 | 2,840 | 1,710 | 1,923 | 1,368 | 968 | 2,063 | 31.8 |
| Klickitat | 16.6 | Male | 8,367 | 791 | 875 | 838 | 590 | 1,140 | 1,459 | 969 | 683 | 1,022 | 34.6 |
| | | Female | 8,233 | 758 | 846 | 763 | 534 | 1,158 | 1,391 | 872 | 668 | 1,243 | 35.4 |
| Lewis | 60.8 | Male | 29,921 | 2,794 | 3,166 | 2,963 | 2,347 | 4,022 | 4,611 | 3,232 | 2,604 | 4,182 | 34.2 |
| | | Female | 30,879 | 2,711 | 2,959 | 2,735 | 2,283 | 4,121 | 4,580 | 3,267 | 2,772 | 5,451 | 36.4 |
| Lincoln | 8.8 | Male | 4,394 | 351 | 474 | 417 | 190 | 498 | 680 | 499 | 499 | 786 | 38.9 |
| | | Female | 4,406 | 322 | 413 | 357 | 178 | 545 | 642 | 517 | 475 | 957 | 41.0 |
| Mason | 40.2 | Male | 20,757 | 1,648 | 1,873 | 1,684 | 1,661 | 2,965 | 3,384 | 2,246 | 2,099 | 3,197 | 36.6 |
| | | Female | 19,443 | 1,604 | 1,780 | 1,572 | 1,174 | 2,556 | 2,985 | 2,169 | 2,156 | 3,447 | 38.5 |
| Okanogan | 33.8 | Male | 17,063 | 1,635 | 1,802 | 1,654 | 1,251 | 2,262 | 2,759 | 1,995 | 1,581 | 2,124 | 34.7 |
| | | Female | 16,737 | 1,612 | 1,688 | 1,380 | 1,104 | 2,280 | 2,615 | 1,929 | 1,532 | 2,597 | 36.2 |
| Pacific | 19.2 | Male | 9,474 | 790 | 797 | 856 | 600 | 1,119 | 1,343 | 994 | 1,078 | 1,897 | 39.3 |
| | | Female | 9,726 | 733 | 752 | 697 | 544 | 1,126 | 1,348 | 1,059 | 1,221 | 2,246 | 42.5 |
| Pend Oreille | 9.0 | Male | 4,467 | 382 | 469 | 478 | 239 | 531 | 759 | 569 | 462 | 578 | 36.8 |
| | | Female | 4,533 | 444 | 454 | 442 | 233 | 596 | 722 | 530 | 434 | 678 | 36.4 |
| Pierce | 604.9 | Male | 302,375 | 31,847 | 29,254 | 24,197 | 35,917 | 54,056 | 48,244 | 30,793 | 21,456 | 26,611 | 30.5 |
| | | Female | 302,525 | 29,972 | 27,810 | 23,170 | 30,589 | 52,025 | 47,952 | 30,560 | 23,030 | 37,417 | 32.6 |

# POPULATION BY AGE AND SEX

| SMM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **WASHINGTON (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| San Juan | 10.7 | Male | 5,306 | 401 | 408 | 347 | 198 | 555 | 1,019 | 675 | 606 | 1,097 | 42.3 |
| | | Female | 5,394 | 378 | 367 | 312 | 178 | 601 | 1,099 | 680 | 616 | 1,163 | 42.8 |
| Skagit | 82.5 | Male | 40,695 | 3,781 | 3,882 | 3,419 | 3,362 | 5,712 | 6,806 | 4,477 | 3,480 | 5,776 | 35.3 |
| | | Female | 41,805 | 3,628 | 3,714 | 3,330 | 3,087 | 5,927 | 6,686 | 4,424 | 3,796 | 7,213 | 36.8 |
| Skamania | 8.4 | Male | 4,300 | 386 | 474 | 433 | 281 | 624 | 796 | 525 | 347 | 434 | 34.2 |
| | | Female | 4,100 | 415 | 440 | 340 | 281 | 669 | 670 | 474 | 340 | 471 | 33.6 |
| Snohomish | 489.7 | Male | 244,393 | 26,598 | 24,141 | 19,502 | 20,891 | 45,966 | 44,237 | 26,807 | 16,563 | 19,688 | 31.8 |
| | | Female | 245,307 | 24,903 | 23,085 | 18,484 | 20,871 | 44,676 | 43,418 | 25,751 | 17,082 | 27,037 | 32.9 |
| Spokane | 365.4 | Male | 177,821 | 17,181 | 17,270 | 15,479 | 18,509 | 28,662 | 28,985 | 18,370 | 13,488 | 19,877 | 32.1 |
| | | Female | 187,579 | 16,353 | 16,184 | 14,477 | 18,577 | 29,231 | 29,896 | 18,952 | 14,739 | 29,170 | 34.6 |
| Stevens | 31.5 | Male | 15,729 | 1,504 | 1,874 | 1,739 | 915 | 1,944 | 2,688 | 1,940 | 1,310 | 1,815 | 34.4 |
| | | Female | 15,771 | 1,422 | 1,724 | 1,669 | 898 | 2,081 | 2,777 | 1,814 | 1,246 | 2,140 | 35.3 |
| Thurston | 168.3 | Male | 82,110 | 7,728 | 8,277 | 7,528 | 7,529 | 12,599 | 14,618 | 9,557 | 6,006 | 8,268 | 32.9 |
| | | Female | 86,190 | 7,202 | 7,774 | 7,058 | 7,477 | 13,456 | 15,739 | 9,414 | 6,574 | 11,496 | 35.1 |
| Wahkiakum | 3.3 | Male | 1,635 | 134 | 139 | 139 | 106 | 185 | 268 | 194 | 162 | 308 | 39.3 |
| | | Female | 1,665 | 123 | 148 | 141 | 87 | 181 | 250 | 207 | 169 | 359 | 41.1 |
| Walla Walla | 48.6 | Male | 24,470 | 2,074 | 2,158 | 1,969 | 3,136 | 3,756 | 3,837 | 2,424 | 1,840 | 3,276 | 32.7 |
| | | Female | 24,130 | 2,051 | 2,100 | 1,832 | 2,737 | 3,194 | 3,368 | 2,299 | 2,065 | 4,484 | 35.4 |
| Whatcom | 132.5 | Male | 65,239 | 5,807 | 6,001 | 5,366 | 8,153 | 10,050 | 11,180 | 6,782 | 4,806 | 7,094 | 32.3 |
| | | Female | 67,261 | 5,576 | 5,670 | 5,022 | 8,579 | 9,968 | 11,206 | 6,487 | 5,026 | 9,727 | 33.8 |
| Whitman | 38.8 | Male | 20,106 | 1,244 | 1,241 | 1,112 | 7,136 | 2,916 | 2,210 | 1,513 | 1,067 | 1,667 | 24.3 |
| | | Female | 18,694 | 1,215 | 1,192 | 1,023 | 5,877 | 2,572 | 2,130 | 1,511 | 1,074 | 2,100 | 25.2 |
| Yakima | 191.7 | Male | 95,285 | 10,701 | 10,091 | 9,432 | 9,482 | 14,424 | 13,840 | 9,608 | 7,070 | 10,637 | 30.5 |
| | | Female | 96,415 | 10,147 | 9,585 | 8,704 | 8,403 | 13,852 | 14,054 | 9,568 | 7,609 | 14,493 | 33.2 |
| **TOTAL METRO COUNTIES** | **4,097.2** | **Male** | **2,029,546** | **198,043** | **186,003** | **161,484** | **205,510** | **365,158** | **354,595** | **223,176** | **146,074** | **189,503** | **32.2** |
| | | **Female** | **2,067,654** | **188,684** | **176,775** | **153,554** | **194,636** | **357,366** | **356,088** | **218,154** | **154,088** | **268,309** | **34.0** |
| **TOTAL STATE** | **5,009.1** | **Male** | **2,486,402** | **239,806** | **229,968** | **200,903** | **250,858** | **429,785** | **426,487** | **271,725** | **185,116** | **251,754** | **32.5** |
| | | **Female** | **2,522,698** | **228,727** | **218,176** | **190,175** | **233,988** | **420,277** | **425,503** | **265,850** | **195,127** | **344,875** | **34.3** |
| **WEST VIRGINIA** | | | | | | | | | | | | | |
| **CHARLESTON** | **249.9** | **Male** | **118,809** | **9,556** | **10,517** | **10,913** | **10,033** | **17,849** | **19,952** | **13,912** | **11,293** | **14,774** | **35.3** |
| | | **Female** | **131,091** | **9,127** | **9,773** | **10,105** | **10,418** | **19,650** | **20,980** | **14,823** | **13,601** | **22,614** | **38.1** |
| Kanawha | 205.9 | Male | 97,239 | 7,659 | 8,511 | 8,757 | 8,305 | 14,557 | 16,089 | 11,194 | 9,467 | 12,700 | 35.5 |
| | | Female | 108,661 | 7,322 | 7,794 | 8,122 | 8,673 | 15,992 | 17,108 | 12,146 | 11,685 | 19,819 | 38.8 |
| Putnam | 44.0 | Male | 21,570 | 1,897 | 2,006 | 2,156 | 1,728 | 3,292 | 3,873 | 2,718 | 1,826 | 2,074 | 34.1 |
| | | Female | 22,430 | 1,805 | 1,979 | 1,983 | 1,745 | 3,658 | 3,872 | 2,677 | 1,916 | 2,795 | 35.1 |
| **HUNTINGTON - ASHLAND** | **311.0** | **Male** | **148,748** | **11,544** | **13,567** | **14,253** | **15,253** | **21,214** | **22,859** | **17,920** | **14,316** | **17,822** | **34.3** |
| | | **Female** | **162,252** | **11,229** | **12,601** | **13,472** | **15,846** | **22,543** | **24,145** | **18,931** | **16,317** | **27,168** | **37.3** |
| Cabell | 95.8 | Male | 44,892 | 3,359 | 3,705 | 3,821 | 5,562 | 6,363 | 6,678 | 5,080 | 4,355 | 5,969 | 34.4 |
| | | Female | 50,908 | 3,158 | 3,439 | 3,634 | 6,134 | 6,734 | 7,209 | 5,520 | 5,214 | 9,866 | 38.3 |
| Wayne | 41.3 | Male | 19,975 | 1,504 | 1,932 | 2,028 | 1,928 | 2,698 | 3,121 | 2,503 | 1,883 | 2,378 | 34.6 |
| | | Female | 21,325 | 1,441 | 1,773 | 1,966 | 1,855 | 2,999 | 3,291 | 2,538 | 2,128 | 3,334 | 36.9 |
| *Boyd, Ky.* | *50.7* | *Male* | *24,590* | *1,819* | *2,163* | *2,175* | *2,097* | *3,838* | *4,061* | *3,029* | *2,494* | *2,914* | *35.5* |
| | | *Female* | *26,110* | *1,822* | *1,961* | *2,030* | *2,041* | *3,771* | *3,944* | *3,127* | *2,800* | *4,614* | *38.6* |
| *Carter, Ky.* | *24.3* | *Male* | *11,904* | *961* | *1,174* | *1,216* | *1,321* | *1,723* | *1,727* | *1,429* | *1,027* | *1,326* | *32.4* |
| | | *Female* | *12,396* | *913* | *1,055* | *1,198* | *1,341* | *1,744* | *1,831* | *1,464* | *1,044* | *1,806* | *34.7* |
| *Greenup, Ky.* | *36.9* | *Male* | *17,865* | *1,302* | *1,671* | *1,887* | *1,583* | *2,468* | *2,935* | *2,357* | *1,759* | *1,903* | *35.1* |
| | | *Female* | *19,035* | *1,318* | *1,550* | *1,798* | *1,573* | *2,671* | *3,140* | *2,453* | *1,936* | *2,596* | *36.9* |
| *Lawrence, Ohio* | *62.0* | *Male* | *29,522* | *2,599* | *2,922* | *3,126* | *2,762* | *4,124* | *4,337* | *3,522* | *2,798* | *3,332* | *33.1* |
| | | *Female* | *32,478* | *2,577* | *2,823* | *2,846* | *2,902* | *4,624* | *4,730* | *3,829* | *3,195* | *4,952* | *36.0* |
| **PARKERSBURG - MARIETTA** | **148.6** | **Male** | **71,128** | **5,958** | **6,554** | **6,626** | **6,455** | **10,563** | **11,217** | **8,806** | **6,561** | **8,388** | **34.4** |
| | | **Female** | **77,472** | **5,756** | **6,176** | **6,297** | **6,614** | **11,145** | **11,951** | **9,126** | **7,330** | **13,077** | **37.3** |
| Wood | 86.6 | Male | 41,217 | 3,419 | 3,705 | 3,867 | 3,538 | 6,125 | 6,527 | 5,269 | 3,799 | 4,968 | 34.9 |
| | | Female | 45,383 | 3,321 | 3,483 | 3,589 | 3,743 | 6,484 | 7,053 | 5,465 | 4,303 | 7,942 | 37.9 |
| *Washington, Ohio* | *62.0* | *Male* | *29,911* | *2,539* | *2,849* | *2,759* | *2,917* | *4,438* | *4,690* | *3,537* | *2,762* | *3,420* | *33.8* |
| | | *Female* | *32,089* | *2,435* | *2,693* | *2,708* | *2,871* | *4,661* | *4,898* | *3,661* | *3,027* | *5,135* | *36.4* |
| **STEUBENVILLE - WEIRTON** | **140.8** | **Male** | **67,02[illegible]** | **4,922** | **5,639** | **6,245** | **6,091** | **8,788** | **10,799** | **7,750** | **7,206** | **9,580** | **36.7** |
| | | **Female** | **73,780** | **4,682** | **5,362** | **6,084** | **6,104** | **9,661** | **11,003** | **8,424** | **8,267** | **14,193** | **39.5** |
| Brooke | 26.7 | Male | 12,802 | 863 | 1,070 | 1,236 | 1,394 | 1,605 | 2,091 | 1,460 | 1,318 | 1,765 | 36.1 |
| | | Female | 13,898 | 803 | 972 | 1,140 | 1,358 | 1,734 | 2,128 | 1,551 | 1,566 | 2,646 | 39.4 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **WEST VIRGINIA (continued)** | | | | | | | | | | | | | |
| **STEUBENVILLE - WEIRTON (continued)** | | | | | | | | | | | | | |
| Hancock | 35.0 | Male | 16,786 | 1,196 | 1,335 | 1,576 | 1,426 | 2,299 | 2,853 | 1,913 | 1,878 | 2,310 | 37.0 |
| | | Female | 18,214 | 1,117 | 1,311 | 1,556 | 1,327 | 2,529 | 2,814 | 2,144 | 2,081 | 3,335 | 39.5 |
| *Jefferson, Ohio* | *79.1* | *Male* | *37,432* | *2,863* | *3,234* | *3,433* | *3,271* | *4,884* | *5,855* | *4,377* | *4,010* | *5,505* | *36.8* |
| | | *Female* | *41,668* | *2,762* | *3,079* | *3,388* | *3,419* | *5,398* | *6,061* | *4,729* | *4,620* | *8,212* | *39.6* |
| **WHEELING** | **157.1** | **Male** | **74,230** | **5,925** | **6,270** | **6,609** | **6,646** | **10,192** | **11,948** | **8,214** | **7,369** | **11,057** | **36.2** |
| | | **Female** | **82,870** | **5,599** | **6,138** | **6,261** | **6,730** | **10,860** | **12,220** | **8,774** | **8,833** | **17,455** | **39.8** |
| Marshall | 37.2 | Male | 18,086 | 1,437 | 1,534 | 1,709 | 1,528 | 2,585 | 3,091 | 2,118 | 1,774 | 2,310 | 35.8 |
| | | Female | 19,114 | 1,326 | 1,514 | 1,616 | 1,515 | 2,574 | 3,053 | 2,155 | 1,968 | 3,393 | 38.3 |
| Ohio | 50.3 | Male | 23,405 | 1,864 | 1,904 | 1,914 | 2,466 | 3,167 | 3,622 | 2,530 | 2,312 | 3,626 | 36.1 |
| | | Female | 26,895 | 1,783 | 1,834 | 1,826 | 2,528 | 3,401 | 3,871 | 2,759 | 2,919 | 5,974 | 40.4 |
| *Belmont, Ohio* | *69.6* | *Male* | *32,739* | *2,624* | *2,832* | *2,986* | *2,652* | *4,440* | *5,235* | *3,566* | *3,283* | *5,121* | *36.6* |
| | | *Female* | *36,861* | *2,490* | *2,790* | *2,819* | *2,687* | *4,885* | *5,296* | *3,860* | *3,946* | *8,088* | *40.2* |
| **ALL COUNTIES** | | | | | | | | | | | | | |
| Barbour | 15.6 | Male | 7,461 | 617 | 686 | 741 | 770 | 1,019 | 1,124 | 844 | 676 | 984 | 34.0 |
| | | Female | 8,139 | 558 | 634 | 710 | 851 | 1,091 | 1,166 | 849 | 748 | 1,532 | 36.9 |
| Berkeley | 61.5 | Male | 30,591 | 2,909 | 2,756 | 2,697 | 2,790 | 5,126 | 5,077 | 3,366 | 2,704 | 3,166 | 33.1 |
| | | Female | 30,909 | 2,703 | 2,619 | 2,477 | 2,953 | 5,137 | 4,841 | 3,291 | 2,769 | 4,119 | 34.2 |
| Boone | 25.2 | Male | 12,273 | 940 | 1,115 | 1,462 | 1,072 | 1,706 | 2,183 | 1,435 | 1,059 | 1,301 | 34.1 |
| | | Female | 12,927 | 858 | 1,095 | 1,382 | 1,093 | 1,857 | 2,145 | 1,408 | 1,201 | 1,888 | 35.8 |
| Braxton | 12.9 | Male | 6,269 | 527 | 536 | 627 | 501 | 845 | 988 | 736 | 609 | 900 | 36.0 |
| | | Female | 6,631 | 518 | 561 | 572 | 487 | 872 | 995 | 666 | 631 | 1,329 | 38.1 |
| Brooke | 26.7 | Male | 12,802 | 863 | 1,070 | 1,236 | 1,394 | 1,605 | 2,091 | 1,460 | 1,318 | 1,765 | 36.1 |
| | | Female | 13,898 | 803 | 972 | 1,140 | 1,358 | 1,734 | 2,128 | 1,551 | 1,566 | 2,646 | 39.4 |
| Cabell | 95.8 | Male | 44,892 | 3,359 | 3,705 | 3,821 | 5,562 | 6,363 | 6,678 | 5,080 | 4,355 | 5,969 | 34.4 |
| | | Female | 50,908 | 3,158 | 3,439 | 3,634 | 6,134 | 6,734 | 7,209 | 5,520 | 5,214 | 9,866 | 38.3 |
| Calhoun | 7.8 | Male | 3,830 | 330 | 378 | 378 | 295 | 498 | 620 | 432 | 364 | 535 | 35.6 |
| | | Female | 3,970 | 296 | 380 | 359 | 282 | 557 | 588 | 410 | 387 | 711 | 36.9 |
| Clay | 10.0 | Male | 4,927 | 435 | 546 | 543 | 424 | 669 | 768 | 529 | 445 | 568 | 32.7 |
| | | Female | 5,073 | 438 | 479 | 561 | 436 | 708 | 764 | 477 | 474 | 736 | 33.8 |
| Doddridge | 6.9 | Male | 3,417 | 275 | 343 | 348 | 252 | 481 | 516 | 381 | 338 | 483 | 35.2 |
| | | Female | 3,483 | 252 | 335 | 297 | 269 | 502 | 497 | 363 | 323 | 645 | 36.7 |
| Fayette | 46.7 | Male | 22,397 | 1,582 | 2,060 | 2,415 | 2,373 | 2,824 | 3,630 | 2,287 | 2,090 | 3,136 | 34.8 |
| | | Female | 24,303 | 1,474 | 2,022 | 2,275 | 1,925 | 3,103 | 3,576 | 2,437 | 2,597 | 4,894 | 38.8 |
| Gilmer | 7.6 | Male | 3,774 | 291 | 336 | 311 | 602 | 488 | 505 | 382 | 340 | 519 | 32.1 |
| | | Female | 3,826 | 277 | 274 | 289 | 538 | 496 | 478 | 398 | 343 | 733 | 35.8 |
| Grant | 10.5 | Male | 5,170 | 434 | 457 | 502 | 469 | 717 | 808 | 661 | 474 | 648 | 35.1 |
| | | Female | 5,330 | 377 | 400 | 497 | 444 | 749 | 868 | 604 | 470 | 921 | 37.3 |
| Greenbrier | 34.4 | Male | 16,502 | 1,236 | 1,435 | 1,547 | 1,417 | 2,340 | 2,667 | 1,926 | 1,606 | 2,328 | 36.0 |
| | | Female | 17,898 | 1,169 | 1,366 | 1,471 | 1,304 | 2,451 | 2,669 | 2,051 | 1,870 | 3,547 | 39.5 |
| Hampshire | 17.2 | Male | 8,518 | 759 | 801 | 837 | 822 | 1,175 | 1,288 | 942 | 830 | 1,064 | 33.9 |
| | | Female | 8,682 | 694 | 758 | 739 | 778 | 1,243 | 1,306 | 985 | 846 | 1,333 | 36.0 |
| Hancock | 35.0 | Male | 16,786 | 1,196 | 1,335 | 1,576 | 1,426 | 2,299 | 2,853 | 1,913 | 1,878 | 2,310 | 37.0 |
| | | Female | 18,214 | 1,117 | 1,311 | 1,556 | 1,327 | 2,529 | 2,814 | 2,144 | 2,081 | 3,335 | 39.5 |
| Hardy | 11.4 | Male | 5,624 | 444 | 437 | 470 | 530 | 832 | 891 | 650 | 584 | 786 | 36.1 |
| | | Female | 5,776 | 462 | 453 | 467 | 455 | 860 | 858 | 626 | 618 | 977 | 37.2 |
| Harrison | 69.0 | Male | 32,725 | 2,623 | 3,009 | 3,132 | 2,895 | 4,541 | 4,977 | 3,621 | 3,113 | 4,814 | 35.3 |
| | | Female | 36,275 | 2,487 | 2,878 | 2,884 | 2,776 | 4,867 | 5,236 | 3,906 | 3,715 | 7,526 | 39.3 |
| Jackson | 26.1 | Male | 12,778 | 1,094 | 1,268 | 1,223 | 1,056 | 1,753 | 1,838 | 1,629 | 1,410 | 1,507 | 35.0 |
| | | Female | 13,322 | 997 | 1,071 | 1,166 | 1,037 | 1,917 | 1,965 | 1,745 | 1,400 | 2,024 | 37.4 |
| Jefferson | 37.1 | Male | 18,280 | 1,650 | 1,675 | 1,644 | 2,089 | 2,807 | 3,008 | 2,126 | 1,490 | 1,791 | 32.4 |
| | | Female | 18,820 | 1,622 | 1,483 | 1,517 | 2,253 | 2,890 | 3,047 | 2,028 | 1,496 | 2,484 | 33.8 |
| Kanawha | 205.9 | Male | 97,239 | 7,659 | 8,511 | 8,757 | 8,305 | 14,557 | 16,089 | 11,194 | 9,467 | 12,700 | 35.5 |
| | | Female | 108,661 | 7,322 | 7,794 | 8,122 | 8,673 | 15,992 | 17,108 | 12,146 | 11,685 | 19,819 | 38.8 |
| Lewis | 16.9 | Male | 8,229 | 633 | 725 | 827 | 737 | 1,196 | 1,274 | 944 | 762 | 1,131 | 35.0 |
| | | Female | 8,671 | 563 | 655 | 692 | 698 | 1,208 | 1,282 | 1,000 | 892 | 1,681 | 39.1 |
| Lincoln | 21.3 | Male | 10,451 | 812 | 1,081 | 1,145 | 994 | 1,493 | 1,620 | 1,206 | 905 | 1,195 | 33.0 |
| | | Female | 10,849 | 799 | 1,006 | 1,136 | 958 | 1,597 | 1,634 | 1,228 | 989 | 1,502 | 34.6 |
| Logan | 42.1 | Male | 20,313 | 1,542 | 2,007 | 2,532 | 1,883 | 2,779 | 3,522 | 2,071 | 1,799 | 2,178 | 32.9 |
| | | Female | 21,787 | 1,424 | 1,902 | 2,358 | 1,909 | 3,141 | 3,490 | 2,268 | 2,143 | 3,152 | 35.5 |
| McDowell | 32.9 | Male | 15,509 | 1,242 | 1,556 | 1,970 | 1,291 | 2,083 | 2,484 | 1,621 | 1,349 | 1,913 | 33.1 |
| | | Female | 17,391 | 1,299 | 1,633 | 1,862 | 1,354 | 2,424 | 2,467 | 1,660 | 1,733 | 2,959 | 35.5 |
| Marion | 56.5 | Male | 26,377 | 1,932 | 2,177 | 2,348 | 2,877 | 3,473 | 4,181 | 2,991 | 2,484 | 3,914 | 35.9 |
| | | Female | 30,123 | 1,879 | 2,144 | 2,410 | 2,933 | 3,693 | 4,283 | 3,199 | 3,097 | 6,485 | 39.7 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **WEST VIRGINIA (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Marshall | 37.2 | Male | 18,086 | 1,437 | 1,534 | 1,709 | 1,528 | 2,585 | 3,091 | 2,118 | 1,774 | 2,310 | 35.8 |
| | | Female | 19,114 | 1,326 | 1,514 | 1,616 | 1,515 | 2,574 | 3,053 | 2,155 | 1,968 | 3,393 | 38.3 |
| Mason | 25.3 | Male | 12,290 | 976 | 1,212 | 1,207 | 949 | 1,725 | 1,974 | 1,503 | 1,238 | 1,506 | 35.4 |
| | | Female | 13,010 | 866 | 1,147 | 1,169 | 983 | 1,906 | 1,964 | 1,529 | 1,346 | 2,100 | 37.2 |
| Mercer | 64.1 | Male | 30,086 | 2,315 | 2,659 | 3,013 | 3,016 | 4,010 | 4,851 | 3,365 | 2,844 | 4,013 | 35.1 |
| | | Female | 34,014 | 2,079 | 2,546 | 2,866 | 3,226 | 4,452 | 5,094 | 3,628 | 3,408 | 6,715 | 38.6 |
| □ Mineral | 27.2 | Male | 13,175 | 1,099 | 1,154 | 1,246 | 1,489 | 1,695 | 2,018 | 1,667 | 1,197 | 1,610 | 34.4 |
| | | Female | 14,025 | 1,029 | 1,137 | 1,198 | 1,293 | 1,879 | 2,136 | 1,621 | 1,317 | 2,415 | 37.2 |
| Mingo | 33.2 | Male | 16,217 | 1,426 | 1,809 | 2,019 | 1,607 | 2,465 | 2,577 | 1,668 | 1,234 | 1,412 | 30.1 |
| | | Female | 16,983 | 1,355 | 1,746 | 1,852 | 1,619 | 2,646 | 2,593 | 1,670 | 1,458 | 2,044 | 32.3 |
| Monongalia | 76.1 | Male | 37,760 | 2,615 | 2,626 | 2,632 | 8,994 | 6,037 | 5,611 | 3,444 | 2,524 | 3,277 | 28.3 |
| | | Female | 38,340 | 2,500 | 2,553 | 2,498 | 7,956 | 5,791 | 5,409 | 3,538 | 2,888 | 5,207 | 31.3 |
| Monroe | 12.6 | Male | 6,111 | 486 | 520 | 551 | 565 | 800 | 918 | 725 | 638 | 908 | 36.5 |
| | | Female | 6,489 | 451 | 513 | 578 | 510 | 781 | 976 | 748 | 682 | 1,250 | 39.2 |
| Morgan | 12.7 | Male | 6,166 | 453 | 485 | 527 | 528 | 860 | 959 | 720 | 711 | 923 | 37.4 |
| | | Female | 6,534 | 459 | 486 | 505 | 503 | 865 | 954 | 776 | 770 | 1,216 | 39.7 |
| Nicholas | 26.7 | Male | 13,083 | 1,101 | 1,287 | 1,431 | 1,099 | 1,786 | 2,155 | 1,451 | 1,171 | 1,602 | 34.1 |
| | | Female | 13,617 | 1,034 | 1,192 | 1,332 | 1,071 | 1,920 | 2,118 | 1,460 | 1,325 | 2,165 | 36.2 |
| Ohio | 50.3 | Male | 23,405 | 1,864 | 1,904 | 1,914 | 2,466 | 3,167 | 3,622 | 2,530 | 2,312 | 3,626 | 36.1 |
| | | Female | 26,895 | 1,783 | 1,834 | 1,826 | 2,528 | 3,401 | 3,871 | 2,759 | 2,919 | 5,974 | 40.4 |
| Pendleton | 8.2 | Male | 4,099 | 325 | 350 | 334 | 366 | 601 | 639 | 421 | 420 | 643 | 36.2 |
| | | Female | 4,101 | 344 | 333 | 289 | 317 | 584 | 583 | 449 | 414 | 788 | 38.1 |
| Pleasants | 7.6 | Male | 3,703 | 302 | 362 | 383 | 301 | 572 | 577 | 456 | 312 | 438 | 33.8 |
| | | Female | 3,897 | 245 | 323 | 341 | 334 | 587 | 578 | 427 | 375 | 687 | 37.1 |
| Pocahontas | 8.9 | Male | 4,445 | 361 | 381 | 392 | 305 | 588 | 691 | 545 | 432 | 750 | 37.8 |
| | | Female | 4,455 | 300 | 300 | 341 | 324 | 631 | 632 | 511 | 480 | 936 | 40.2 |
| Preston | 29.0 | Male | 14,306 | 1,242 | 1,417 | 1,453 | 1,211 | 2,061 | 2,263 | 1,633 | 1,297 | 1,729 | 33.9 |
| | | Female | 14,694 | 1,084 | 1,343 | 1,356 | 1,208 | 2,091 | 2,264 | 1,585 | 1,378 | 2,385 | 36.2 |
| Putnam | 44.0 | Male | 21,570 | 1,897 | 2,006 | 2,156 | 1,728 | 3,292 | 3,873 | 2,718 | 1,826 | 2,074 | 34.1 |
| | | Female | 22,430 | 1,805 | 1,979 | 1,983 | 1,745 | 3,658 | 3,872 | 2,677 | 1,916 | 2,795 | 35.1 |
| Raleigh | 74.8 | Male | 35,281 | 2,747 | 3,355 | 3,937 | 2,872 | 4,635 | 6,185 | 3,917 | 3,268 | 4,365 | 35.2 |
| | | Female | 39,519 | 2,560 | 3,270 | 3,741 | 3,066 | 5,270 | 6,358 | 4,089 | 4,029 | 7,136 | 37.9 |
| Randolph | 28.2 | Male | 13,925 | 1,042 | 1,181 | 1,280 | 1,423 | 2,160 | 2,249 | 1,669 | 1,140 | 1,781 | 34.4 |
| | | Female | 14,275 | 1,038 | 1,106 | 1,190 | 1,289 | 1,972 | 2,134 | 1,573 | 1,249 | 2,724 | 37.5 |
| Ritchie | 10.1 | Male | 4,900 | 353 | 447 | 445 | 413 | 712 | 736 | 593 | 469 | 732 | 36.1 |
| | | Female | 5,200 | 357 | 436 | 447 | 412 | 711 | 762 | 563 | 465 | 1,047 | 38.1 |
| Roane | 15.2 | Male | 7,484 | 540 | 821 | 794 | 580 | 939 | 1,218 | 884 | 708 | 1,000 | 35.6 |
| | | Female | 7,716 | 527 | 659 | 735 | 564 | 1,071 | 1,142 | 908 | 735 | 1,375 | 37.6 |
| Summers | 14.1 | Male | 6,349 | 471 | 622 | 633 | 463 | 778 | 1,035 | 669 | 683 | 995 | 37.0 |
| | | Female | 7,751 | 449 | 543 | 592 | 575 | 1,253 | 1,199 | 828 | 811 | 1,501 | 38.9 |
| Taylor | 14.9 | Male | 7,195 | 610 | 701 | 684 | 616 | 1,076 | 1,136 | 799 | 659 | 914 | 34.2 |
| | | Female | 7,705 | 593 | 624 | 580 | 638 | 1,081 | 1,116 | 814 | 752 | 1,507 | 38.0 |
| Tucker | 7.7 | Male | 3,730 | 259 | 298 | 379 | 333 | 503 | 626 | 474 | 345 | 513 | 36.5 |
| | | Female | 3,970 | 275 | 320 | 317 | 320 | 503 | 576 | 476 | 383 | 800 | 39.3 |
| Tyler | 9.7 | Male | 4,761 | 370 | 426 | 488 | 402 | 614 | 738 | 565 | 485 | 673 | 36.1 |
| | | Female | 4,939 | 374 | 395 | 432 | 372 | 685 | 725 | 609 | 510 | 837 | 37.9 |
| Upshur | 22.7 | Male | 11,109 | 909 | 1,047 | 1,063 | 1,466 | 1,465 | 1,691 | 1,212 | 862 | 1,394 | 32.3 |
| | | Female | 11,591 | 839 | 970 | 955 | 1,374 | 1,570 | 1,707 | 1,218 | 956 | 2,002 | 35.5 |
| Wayne | 41.3 | Male | 19,975 | 1,504 | 1,932 | 2,028 | 1,928 | 2,698 | 3,121 | 2,503 | 1,883 | 2,378 | 34.6 |
| | | Female | 21,325 | 1,441 | 1,773 | 1,966 | 1,855 | 2,999 | 3,291 | 2,538 | 2,128 | 3,334 | 36.9 |
| Webster | 10.6 | Male | 5,152 | 420 | 478 | 556 | 448 | 704 | 817 | 557 | 439 | 733 | 34.6 |
| | | Female | 5,448 | 403 | 497 | 549 | 451 | 742 | 804 | 543 | 531 | 928 | 36.0 |
| Wetzel | 19.0 | Male | 9,152 | 738 | 848 | 903 | 815 | 1,193 | 1,398 | 1,156 | 937 | 1,164 | 35.6 |
| | | Female | 9,848 | 722 | 823 | 870 | 817 | 1,301 | 1,445 | 1,208 | 965 | 1,697 | 37.7 |
| Wirt | 5.2 | Male | 2,560 | 216 | 243 | 258 | 200 | 403 | 364 | 327 | 222 | 327 | 34.0 |
| | | Female | 2,640 | 206 | 243 | 237 | 197 | 417 | 370 | 307 | 237 | 426 | 35.5 |
| Wood | 86.6 | Male | 41,217 | 3,419 | 3,705 | 3,867 | 3,538 | 6,125 | 6,527 | 5,269 | 3,799 | 4,968 | 34.9 |
| | | Female | 45,383 | 3,321 | 3,483 | 3,589 | 3,743 | 6,484 | 7,053 | 5,465 | 4,303 | 7,942 | 37.9 |
| Wyoming | 28.1 | Male | 13,679 | 1,079 | 1,346 | 1,709 | 1,205 | 1,873 | 2,404 | 1,570 | 1,212 | 1,281 | 33.0 |
| | | Female | 14,421 | 982 | 1,280 | 1,675 | 1,195 | 2,153 | 2,404 | 1,502 | 1,425 | 1,805 | 34.7 |
| **TOTAL METRO COUNTIES** | **650.0** | **Male** | **309,147** | **24,297** | **26,856** | **28,310** | **29,364** | **44,386** | **49,963** | **36,452** | **29,809** | **39,710** | **35.3** |
| | | **Female** | **340,853** | **23,105** | **25,236** | **26,630** | **30,171** | **47,984** | **52,535** | **38,576** | **35,097** | **61,519** | **38.3** |
| **TOTAL STATE** | **1,784.3** | **Male** | **858,105** | **67,960** | **77,161** | **83,080** | **85,680** | **121,791** | **137,744** | **97,555** | **79,490** | **107,644** | **34.5** |
| | | **Female** | **926,195** | **64,293** | **73,032** | **78,198** | **85,225** | **130,330** | **140,597** | **101,134** | **91,411** | **161,975** | **37.3** |

1992 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **WISCONSIN** | | | | | | | | | | | | | |
| **APPLETON - OSHKOSH - NEENAH** | **321.0** | **Male** | **158,194** | **15,514** | **15,245** | **13,512** | **16,873** | **28,071** | **24,905** | **16,332** | **12,207** | **15,535** | **31.4** |
| | | **Female** | **162,806** | **[illegible],846** | **14,630** | **12,552** | **17,054** | **27,299** | **24,331** | **16,306** | **12,638** | **23,150** | **33.2** |
| Calumet | 34.9 | Male | 17,379 | [illegible]816 | 1,909 | 1,732 | 1,426 | 3,028 | 2,713 | 1,749 | 1,347 | 1,659 | 31.0 |
| | | Female | 17,521 | [illegible]788 | 1,881 | 1,607 | 1,369 | 2,992 | 2,656 | 1,698 | 1,318 | 2,212 | 32.1 |
| Outagamie | 143.3 | Male | 70,812 | [illegible],330 | 7,217 | 6,474 | 6,831 | 12,749 | 11,205 | 7,225 | 5,229 | 6,552 | 30.9 |
| | | Female | 72,488 | 7,041 | 6,904 | 5,976 | 6,810 | 12,458 | 11,071 | 7,204 | 5,379 | 9,645 | 32.6 |
| Winnebago | 142.8 | Male | 70,003 | 6,368 | 6,119 | 5,306 | 8,616 | 12,294 | 10,987 | 7,358 | 5,631 | 7,324 | 32.0 |
| | | Female | 72,797 | 6,017 | 5,845 | 4,969 | 8,875 | 11,849 | 10,604 | 7,404 | 5,941 | 11,293 | 34.0 |
| **EAU CLAIRE** | **139.8** | **Male** | **67,834** | **6,425** | **6,552** | **5,840** | **8,748** | **10,400** | **10,476** | **6,665** | **5,095** | **7,633** | **31.1** |
| | | **Female** | **71,966** | **6,113** | **6,304** | **5,511** | **9,929** | **10,316** | **10,585** | **6,636** | **5,584** | **10,988** | **32.9** |
| Chippewa | 52.9 | Male | 26,128 | 2,492 | 2,767 | 2,412 | 2,114 | 4,137 | 4,112 | 2,666 | 2,170 | 3,258 | 32.9 |
| | | Female | 26,772 | 2,441 | 2,601 | 2,338 | 2,062 | 4,010 | 3,957 | 2,642 | 2,323 | 4,398 | 34.8 |
| Eau Claire | 86.9 | Male | 41,706 | 3,933 | 3,785 | 3,428 | 6,634 | 6,263 | 6,364 | 3,999 | 2,925 | 4,375 | 29.9 |
| | | Female | 45,194 | 3,672 | 3,703 | 3,173 | 7,867 | 6,306 | 6,628 | 3,994 | 3,261 | 6,590 | 31.6 |
| **GREEN BAY** | **197.4** | **Male** | **96,361** | **9,559** | **9,241** | **8,599** | **10,367** | **17,521** | **15,799** | **9,899** | **6,900** | **8,476** | **30.9** |
| | | **Female** | **101,039** | **9,363** | **8,915** | **8,083** | **10,683** | **17,648** | **15,948** | **9,973** | **7,293** | **13,133** | **32.6** |
| Brown | 197.4 | Male | 96,361 | 9,559 | 9,241 | 8,599 | 10,367 | 17,521 | 15,799 | 9,899 | 6,900 | 8,476 | 30.9 |
| | | Female | 101,039 | 9,363 | 8,915 | 8,083 | 10,683 | 17,648 | 15,948 | 9,973 | 7,293 | 13,133 | 32.6 |
| **JANESVILLE - BELOIT** | **139.6** | **Male** | **68,059** | **6,775** | **6,601** | **6,152** | **6,553** | **10,896** | **10,424** | **7,626** | **5,903** | **7,129** | **32.3** |
| | | **Female** | **71,541** | **6,520** | **6,261** | **5,804** | **6,554** | **11,148** | **10,641** | **7,846** | **6,092** | **10,675** | **34.5** |
| Rock | 139.6 | Male | 68,059 | 6,775 | 6,601 | 6,152 | 6,553 | 10,896 | 10,424 | 7,626 | 5,903 | 7,129 | 32.3 |
| | | Female | 71,541 | 6,520 | 6,261 | 5,804 | 6,554 | 11,148 | 10,641 | 7,846 | 6,092 | 10,675 | 34.5 |
| **KENOSHA** | **130.6** | **Male** | **63,969** | **6,575** | **5,966** | **5,560** | **6,485** | **10,700** | **9,885** | **7,035** | **5,075** | **6,688** | **31.9** |
| | | **Female** | **66,631** | **6,166** | **5,767** | **5,218** | **6,388** | **11,110** | **9,689** | **6,871** | **5,443** | **9,979** | **33.8** |
| Kenosha | 130.6 | Male | 63,969 | 6,575 | 5,966 | 5,560 | 6,485 | 10,700 | 9,885 | 7,035 | 5,075 | 6,688 | 31.9 |
| | | Female | 66,631 | 6,166 | 5,767 | 5,218 | 6,388 | 11,110 | 9,689 | 6,871 | 5,443 | 9,979 | 33.8 |
| **LA CROSSE** | **99.2** | **Male** | **47,728** | **4,529** | **4,463** | **3,766** | **6,811** | **7,604** | **7,379** | **4,604** | **3,552** | **5,020** | **30.6** |
| | | **Female** | **51,472** | **4,152** | **4,162** | **3,575** | **7,981** | **7,935** | **7,400** | **4,575** | **3,807** | **7,885** | **32.4** |
| La Crosse | 99.2 | Male | 47,728 | 4,529 | 4,463 | 3,766 | 6,811 | 7,604 | 7,379 | 4,604 | 3,552 | 5,020 | 30.6 |
| | | Female | 51,472 | 4,152 | 4,162 | 3,575 | 7,981 | 7,935 | 7,400 | 4,575 | 3,807 | 7,885 | 32.4 |
| **MADISON** | **374.6** | **Male** | **184,250** | **16,392** | **14,952** | **12,576** | **28,513** | **36,152** | **31,957** | **17,871** | **11,727** | **14,110** | **30.4** |
| | | **Female** | **190,350** | **15,885** | **13,894** | **12,185** | **28,464** | **35,609** | **32,369** | **18,248** | **12,536** | **21,160** | **31.9** |
| Dane | 374.6 | Male | 184,250 | 16,392 | 14,952 | 12,576 | 28,513 | 36,152 | 31,957 | 17,871 | 11,727 | 14,110 | 30.4 |
| | | Female | 190,350 | 15,885 | 13,894 | 12,185 | 28,464 | 35,609 | 32,369 | 18,248 | 12,536 | 21,160 | 31.9 |
| **MILWAUKEE** | **1,445.6** | **Male** | **696,492** | **69,781** | **66,421** | **59,483** | **69,533** | **120,683** | **110,217** | **71,755** | **57,758** | **70,861** | **31.9** |
| | | **Female** | **749,108** | **66,753** | **63,012** | **56,922** | **71,076** | **125,572** | **115,047** | **76,581** | **62,774** | **111,371** | **34.3** |
| Milwaukee | 961.9 | Male | 456,340 | 47,540 | 42,620 | 36,879 | 48,938 | 83,335 | 68,219 | 41,608 | 36,877 | 50,324 | 31.3 |
| | | Female | 505,560 | 45,536 | 40,912 | 35,806 | 51,820 | 88,118 | 71,986 | 46,624 | 42,388 | 82,370 | 33.9 |
| Ozaukee | 74.5 | Male | 36,965 | 3,463 | 3,690 | 3,307 | 3,059 | 5,469 | 6,383 | 4,697 | 3,343 | 3,554 | 34.1 |
| | | Female | 37,535 | 3,314 | 3,282 | 3,108 | 2,898 | 5,496 | 6,611 | 4,690 | 3,332 | 4,804 | 36.0 |
| Washington | 97.6 | Male | 48,640 | 4,724 | 4,989 | 4,549 | 4,434 | 8,110 | 8,047 | 5,753 | 3,760 | 4,274 | 31.9 |
| | | Female | 48,960 | 4,428 | 4,724 | 4,334 | 4,106 | 7,857 | 8,218 | 5,623 | 3,636 | 6,034 | 33.8 |
| Waukesha | 311.6 | Male | 154,547 | 14,054 | 15,122 | 14,748 | 13,102 | 23,769 | 27,568 | 19,697 | 13,778 | 12,709 | 33.5 |
| | | Female | 157,053 | 13,475 | 14,094 | 13,674 | 12,252 | 24,101 | 28,232 | 19,644 | 13,418 | 18,163 | 35.3 |
| ***MILWAUKEE - RACINE CONSOLIDATED AREA*** | ***1,622.0*** | ***Male*** | ***782,168*** | ***78,549*** | ***74,998*** | ***67,251*** | ***77,079*** | ***134,831*** | ***123,852*** | ***81,190*** | ***64,943*** | ***79,475*** | ***31.9*** |
| | | ***Female*** | ***839,832*** | ***75,111*** | ***71,388*** | ***64,338*** | ***78,743*** | ***140,431*** | ***128,929*** | ***86,292*** | ***70,341*** | ***124,259*** | ***34.3*** |
| **RACINE** | **176.4** | **Male** | **85,676** | **8,768** | **8,577** | **7,768** | **7,546** | **14,148** | **13,635** | **9,435** | **7,185** | **8,614** | **32.2** |
| | | **Female** | **90,724** | **8,358** | **8,376** | **7,416** | **7,667** | **14,859** | **13,882** | **9,711** | **7,567** | **12,888** | **34.1** |
| Racine | 176.4 | Male | 85,676 | 8,768 | 8,577 | 7,768 | 7,546 | 14,148 | 13,635 | 9,435 | 7,185 | 8,614 | 32.2 |
| | | Female | 90,724 | 8,358 | 8,376 | 7,416 | 7,667 | 14,859 | 13,882 | 9,711 | 7,567 | 12,888 | 34.1 |
| **SHEBOYGAN** | **105.0** | **Male** | **51,961** | **4,741** | **5,014** | **4,764** | **4,677** | **8,593** | **8,251** | **5,359** | **4,343** | **6,219** | **32.9** |
| | | **Female** | **53,039** | **4,570** | **4,746** | **4,427** | **4,124** | **8,154** | **7,869** | **5,481** | **4,412** | **9,256** | **35.6** |
| Sheboygan | 105.0 | Male | 51,961 | 4,741 | 5,014 | 4,764 | 4,677 | 8,593 | 8,251 | 5,359 | 4,343 | 6,219 | 32.9 |
| | | Female | 53,039 | 4,570 | 4,746 | 4,427 | 4,124 | 8,154 | 7,869 | 5,481 | 4,412 | 9,256 | 35.6 |
| **WAUSAU** | **116.9** | **Male** | **57,809** | **5,472** | **5,885** | **5,512** | **5,207** | **9,475** | **9,238** | **6,243** | **4,515** | **6,262** | **32.2** |
| | | **Female** | **59,091** | **5,349** | **5,707** | **5,107** | **5,125** | **9,182** | **9,001** | **6,093** | **4,796** | **8,731** | **34.0** |
| Marathon | 116.9 | Male | 57,809 | 5,472 | 5,885 | 5,512 | 5,207 | 9,475 | 9,238 | 6,243 | 4,515 | 6,262 | 32.2 |
| | | Female | 59,091 | 5,349 | 5,707 | 5,107 | 5,125 | 9,182 | 9,001 | 6,093 | 4,796 | 8,731 | 34.0 |

# POPULATION BY AGE AND SEX

S&MM ESTIMATES

**WISCONSIN (continued)**

**ALL COUNTIES**

| METRO AREA County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| Adams | 16.0 | Male | 8,508 | 580 | 607 | 564 | 552 | 1,366 | 1,311 | 950 | 1,046 | 1,532 | 39.5 |
| | | Female | 7,492 | 528 | 563 | 546 | 441 | 973 | 909 | 929 | 1,025 | 1,578 | 42.6 |
| Ashland | 16.3 | Male | 7,979 | 785 | 835 | 689 | 849 | 1,139 | 1,099 | 779 | 593 | 1,211 | 32.3 |
| | | Female | 8,321 | 690 | 781 | 659 | 743 | 1,171 | 1,106 | 720 | 714 | 1,737 | 36.1 |
| Barron | 41.5 | Male | 20,514 | 1,975 | 2,189 | 1,875 | 1,683 | 2,986 | 3,043 | 2,029 | 1,708 | 3,026 | 33.5 |
| | | Female | 20,986 | 1,744 | 2,029 | 1,737 | 1,539 | 3,008 | 2,882 | 2,112 | 1,847 | 4,088 | 36.5 |
| Bayfield | 14.2 | Male | 7,193 | 648 | 736 | 635 | 452 | 911 | 1,124 | 797 | 737 | 1,153 | 36.9 |
| | | Female | 7,007 | 532 | 647 | 577 | 396 | 978 | 1,056 | 782 | 672 | 1,367 | 38.5 |
| Brown | 197.4 | Male | 96,361 | 9,559 | 9,241 | 8,599 | 10,367 | 17,521 | 15,799 | 9,899 | 6,900 | 8,476 | 30.9 |
| | | Female | 101,039 | 9,363 | 8,915 | 8,083 | 10,683 | 17,648 | 15,948 | 9,973 | 7,293 | 13,133 | 32.6 |
| Buffalo | 13.7 | Male | 6,886 | 613 | 653 | 628 | 548 | 1,033 | 1,032 | 704 | 641 | 1,034 | 34.7 |
| | | Female | 6,814 | 605 | 672 | 543 | 430 | 1,054 | 868 | 716 | 643 | 1,283 | 36.2 |
| Burnett | 13.2 | Male | 6,550 | 514 | 610 | 549 | 415 | 791 | 934 | 743 | 770 | 1,224 | 39.2 |
| | | Female | 6,650 | 494 | 573 | 566 | 361 | 818 | 889 | 714 | 757 | 1,478 | 40.8 |
| Calumet | 34.9 | Male | 17,379 | 1,816 | 1,909 | 1,732 | 1,426 | 3,028 | 2,713 | 1,749 | 1,347 | 1,659 | 31.0 |
| | | Female | 17,521 | 1,788 | 1,881 | 1,607 | 1,369 | 2,992 | 2,656 | 1,698 | 1,318 | 2,212 | 32.1 |
| Chippewa | 52.9 | Male | 26,128 | 2,492 | 2,767 | 2,412 | 2,114 | 4,137 | 4,112 | 2,666 | 2,170 | 3,258 | 32.9 |
| | | Female | 26,772 | 2,441 | 2,601 | 2,338 | 2,062 | 4,010 | 3,957 | 2,642 | 2,323 | 4,398 | 34.8 |
| Clark | 31.6 | Male | 15,863 | 1,565 | 1,847 | 1,616 | 1,216 | 2,175 | 2,161 | 1,522 | 1,308 | 2,453 | 32.8 |
| | | Female | 15,737 | 1,468 | 1,612 | 1,479 | 1,029 | 2,088 | 2,020 | 1,564 | 1,398 | 3,079 | 36.0 |
| Columbia | 46.0 | Male | 22,844 | 1,990 | 2,176 | 2,009 | 1,877 | 3,555 | 3,734 | 2,465 | 2,011 | 3,027 | 34.5 |
| | | Female | 23,156 | 1,989 | 2,079 | 1,929 | 1,618 | 3,309 | 3,359 | 2,481 | 2,138 | 4,254 | 36.9 |
| Crawford | 16.0 | Male | 7,942 | 788 | 822 | 815 | 612 | 1,034 | 1,142 | 833 | 714 | 1,182 | 34.0 |
| | | Female | 8,058 | 675 | 790 | 762 | 518 | 1,073 | 1,126 | 803 | 766 | 1,545 | 36.9 |
| Dane | 374.6 | Male | 184,250 | 16,392 | 14,952 | 12,576 | 28,513 | 36,152 | 31,957 | 17,871 | 11,727 | 14,110 | 30.4 |
| | | Female | 190,350 | 15,885 | 13,894 | 12,185 | 28,464 | 35,609 | 32,369 | 18,248 | 12,536 | 21,160 | 31.9 |
| Dodge | 77.2 | Male | 39,500 | 3,553 | 3,727 | 3,332 | 3,433 | 7,016 | 6,311 | 4,123 | 3,124 | 4,881 | 33.1 |
| | | Female | 37,700 | 3,369 | 3,571 | 3,149 | 2,819 | 5,674 | 5,233 | 3,933 | 3,242 | 6,710 | 35.5 |
| Door | 26.0 | Male | 12,784 | 1,091 | 1,254 | 1,150 | 850 | 1,907 | 2,098 | 1,380 | 1,134 | 1,920 | 35.7 |
| | | Female | 13,216 | 1,064 | 1,153 | 1,047 | 762 | 1,916 | 1,961 | 1,342 | 1,230 | 2,741 | 38.4 |
| ☐ Douglas | 42.0 | Male | 20,418 | 1,826 | 1,884 | 1,817 | 1,958 | 2,946 | 3,340 | 2,159 | 1,736 | 2,752 | 34.2 |
| | | Female | 21,582 | 1,675 | 1,879 | 1,727 | 1,907 | 3,163 | 3,134 | 2,122 | 1,798 | 4,177 | 36.4 |
| Dunn | 36.3 | Male | 18,125 | 1,477 | 1,674 | 1,476 | 3,565 | 2,606 | 2,544 | 1,593 | 1,271 | 1,919 | 28.3 |
| | | Female | 18,175 | 1,478 | 1,552 | 1,364 | 3,594 | 2,395 | 2,423 | 1,551 | 1,273 | 2,545 | 29.6 |
| Eau Claire | 86.9 | Male | 41,706 | 3,933 | 3,785 | 3,428 | 6,634 | 6,263 | 6,364 | 3,999 | 2,925 | 4,375 | 29.9 |
| | | Female | 45,194 | 3,672 | 3,703 | 3,173 | 7,867 | 6,306 | 6,628 | 3,994 | 3,261 | 6,590 | 31.6 |
| Florence | 4.6 | Male | 2,335 | 211 | 217 | 212 | 142 | 342 | 342 | 285 | 224 | 360 | 36.3 |
| | | Female | 2,265 | 178 | 217 | 197 | 139 | 323 | 325 | 257 | 211 | 418 | 37.4 |
| Fond du Lac | 91.1 | Male | 44,206 | 4,169 | 4,510 | 4,099 | 4,297 | 6,753 | 6,995 | 4,640 | 3,685 | 5,058 | 32.4 |
| | | Female | 46,894 | 3,872 | 4,318 | 3,968 | 4,243 | 6,982 | 6,940 | 4,667 | 3,963 | 7,941 | 35.1 |
| Forest | 8.8 | Male | 4,427 | 426 | 395 | 414 | 394 | 540 | 558 | 450 | 443 | 807 | 35.8 |
| | | Female | 4,373 | 401 | 366 | 410 | 347 | 559 | 531 | 418 | 463 | 878 | 36.9 |
| Grant | 49.2 | Male | 24,800 | 2,117 | 2,379 | 2,290 | 4,010 | 3,474 | 3,248 | 2,320 | 1,961 | 3,001 | 29.6 |
| | | Female | 24,400 | 2,121 | 2,220 | 2,120 | 2,640 | 3,255 | 3,190 | 2,373 | 2,096 | 4,385 | 34.5 |
| Green | 30.6 | Male | 14,992 | 1,401 | 1,477 | 1,348 | 1,203 | 2,345 | 2,470 | 1,606 | 1,196 | 1,946 | 33.8 |
| | | Female | 15,608 | 1,307 | 1,495 | 1,343 | 1,101 | 2,319 | 2,336 | 1,568 | 1,345 | 2,794 | 36.0 |
| Green Lake | 18.8 | Male | 9,134 | 768 | 886 | 810 | 658 | 1,282 | 1,401 | 940 | 864 | 1,525 | 36.2 |
| | | Female | 9,666 | 747 | 916 | 769 | 637 | 1,264 | 1,292 | 944 | 943 | 2,154 | 38.9 |
| Iowa | 20.4 | Male | 10,155 | 1,019 | 1,087 | 915 | 848 | 1,582 | 1,653 | 960 | 823 | 1,268 | 32.6 |
| | | Female | 10,245 | 954 | 974 | 898 | 739 | 1,640 | 1,535 | 942 | 901 | 1,662 | 34.5 |
| Iron | 6.1 | Male | 3,014 | 191 | 239 | 239 | 201 | 385 | 440 | 318 | 327 | 674 | 40.7 |
| | | Female | 3,086 | 197 | 210 | 229 | 166 | 378 | 376 | 328 | 367 | 835 | 44.7 |
| Jackson | 16.7 | Male | 8,481 | 759 | 859 | 768 | 691 | 1,179 | 1,284 | 880 | 759 | 1,302 | 34.9 |
| | | Female | 8,219 | 692 | 759 | 714 | 570 | 1,117 | 1,151 | 834 | 790 | 1,592 | 37.2 |
| Jefferson | 69.3 | Male | 34,209 | 3,044 | 3,166 | 3,012 | 3,999 | 5,292 | 5,329 | 3,821 | 2,749 | 3,797 | 32.3 |
| | | Female | 35,091 | 2,938 | 3,032 | 2,908 | 3,790 | 5,281 | 5,185 | 3,753 | 2,818 | 5,386 | 34.2 |
| Juneau | 22.0 | Male | 10,862 | 989 | 1,095 | 1,015 | 762 | 1,608 | 1,481 | 1,128 | 1,095 | 1,689 | 34.8 |
| | | Female | 11,138 | 978 | 1,033 | 913 | 751 | 1,543 | 1,416 | 1,208 | 1,095 | 2,201 | 37.5 |
| Kenosha | 130.6 | Male | 63,969 | 6,575 | 5,966 | 5,560 | 6,485 | 10,700 | 9,885 | 7,035 | 5,075 | 6,688 | 31.9 |
| | | Female | 66,631 | 6,166 | 5,767 | 5,218 | 6,388 | 11,110 | 9,689 | 6,871 | 5,443 | 9,979 | 33.8 |
| Kewaunee | 19.0 | Male | 9,555 | 868 | 970 | 917 | 852 | 1,476 | 1,401 | 977 | 792 | 1,302 | 32.9 |
| | | Female | 9,445 | 845 | 890 | 864 | 723 | 1,341 | 1,304 | 903 | 841 | 1,734 | 35.5 |
| La Crosse | 99.2 | Male | 47,728 | 4,529 | 4,463 | 3,766 | 6,811 | 7,604 | 7,379 | 4,604 | 3,552 | 5,020 | 30.6 |
| | | Female | 51,472 | 4,152 | 4,162 | 3,575 | 7,981 | 7,935 | 7,400 | 4,575 | 3,807 | 7,885 | 32.4 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **WISCONSIN (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Lafayette | 16.0 | Male | 7,917 | 759 | 893 | 723 | 592 | 1,229 | 1,160 | 757 | 756 | 1,048 | 33.1 |
| | | Female | 8,083 | 754 | 865 | 714 | 547 | 1,184 | 1,019 | 785 | 764 | 1,451 | 34.8 |
| Langlade | 19.5 | Male | 9,478 | 851 | 927 | 917 | 679 | 1,303 | 1,342 | 1,017 | 912 | 1,530 | 35.5 |
| | | Female | 10,022 | 782 | 856 | 888 | 647 | 1,334 | 1,298 | 999 | 1,015 | 2,203 | 38.9 |
| Lincoln | 27.5 | Male | 13,626 | 1,165 | 1,289 | 1,431 | 1,097 | 2,014 | 1,886 | 1,537 | 1,283 | 1,924 | 34.1 |
| | | Female | 13,874 | 1,111 | 1,283 | 1,158 | 1,002 | 2,038 | 1,820 | 1,527 | 1,337 | 2,598 | 36.9 |
| Manitowoc | 80.3 | Male | 39,318 | 3,586 | 3,820 | 3,494 | 3,398 | 6,044 | 6,046 | 4,199 | 3,486 | 5,245 | 33.9 |
| | | Female | 40,982 | 3,455 | 3,684 | 3,343 | 3,232 | 5,909 | 5,766 | 4,147 | 3,714 | 7,732 | 36.5 |
| Marathon | 116.9 | Male | 57,809 | 5,472 | 5,885 | 5,512 | 5,207 | 9,475 | 9,238 | 6,243 | 4,515 | 6,262 | 32.2 |
| | | Female | 59,091 | 5,349 | 5,707 | 5,107 | 5,125 | 9,182 | 9,001 | 6,093 | 4,796 | 8,731 | 34.0 |
| Marinette | 41.1 | Male | 20,117 | 1,835 | 2,083 | 1,836 | 1,487 | 2,883 | 2,948 | 2,207 | 1,822 | 3,016 | 34.8 |
| | | Female | 20,983 | 1,696 | 1,915 | 1,729 | 1,420 | 2,957 | 2,869 | 2,143 | 1,941 | 4,313 | 37.7 |
| Marquette | 12.6 | Male | 6,253 | 477 | 550 | 541 | 424 | 819 | 828 | 630 | 775 | 1,209 | 38.8 |
| | | Female | 6,347 | 470 | 562 | 501 | 363 | 808 | 812 | 662 | 790 | 1,379 | 40.8 |
| Menominee | 4.1 | Male | 2,012 | 330 | 301 | 233 | 185 | 272 | 206 | 168 | 148 | 169 | 23.4 |
| | | Female | 2,088 | 327 | 297 | 226 | 188 | 321 | 216 | 175 | 166 | 172 | 25.2 |
| Milwaukee | 961.9 | Male | 456,340 | 47,540 | 42,620 | 36,879 | 48,938 | 83,335 | 68,219 | 41,608 | 36,877 | 50,324 | 31.3 |
| | | Female | 505,560 | 45,536 | 40,912 | 35,806 | 51,820 | 88,118 | 71,986 | 46,624 | 42,388 | 82,370 | 33.9 |
| Monroe | 37.5 | Male | 18,850 | 1,929 | 1,927 | 1,774 | 1,454 | 2,697 | 2,927 | 1,996 | 1,669 | 2,477 | 33.7 |
| | | Female | 18,650 | 1,765 | 1,919 | 1,670 | 1,390 | 2,710 | 2,685 | 1,865 | 1,529 | 3,117 | 34.5 |
| Oconto | 30.8 | Male | 15,396 | 1,406 | 1,518 | 1,415 | 1,123 | 2,258 | 2,331 | 1,627 | 1,425 | 2,293 | 34.9 |
| | | Female | 15,404 | 1,348 | 1,420 | 1,314 | 1,072 | 2,265 | 2,079 | 1,598 | 1,450 | 2,858 | 36.4 |
| Oneida | 32.0 | Male | 15,741 | 1,302 | 1,336 | 1,317 | 1,001 | 2,182 | 2,396 | 1,854 | 1,830 | 2,523 | 38.1 |
| | | Female | 16,259 | 1,238 | 1,304 | 1,129 | 944 | 2,201 | 2,347 | 1,970 | 1,804 | 3,322 | 40.6 |
| Outagamie | 143.3 | Male | 70,812 | 7,330 | 7,217 | 6,474 | 6,831 | 12,749 | 11,205 | 7,225 | 5,229 | 6,552 | 30.9 |
| | | Female | 72,488 | 7,041 | 6,904 | 5,976 | 6,810 | 12,458 | 11,071 | 7,204 | 5,379 | 9,645 | 32.6 |
| Ozaukee | 74.5 | Male | 36,965 | 3,463 | 3,690 | 3,307 | 3,059 | 5,469 | 6,383 | 4,697 | 3,343 | 3,554 | 34.1 |
| | | Female | 37,535 | 3,314 | 3,282 | 3,108 | 2,898 | 5,496 | 6,611 | 4,690 | 3,332 | 4,804 | 36.0 |
| Pepin | 7.1 | Male | 3,517 | 291 | 396 | 348 | 257 | 493 | 548 | 328 | 305 | 551 | 34.5 |
| | | Female | 3,583 | 354 | 349 | 314 | 206 | 472 | 455 | 358 | 297 | 778 | 37.1 |
| Pierce | 33.6 | Male | 16,769 | 1,623 | 1,663 | 1,459 | 2,550 | 2,634 | 2,563 | 1,635 | 1,107 | 1,535 | 29.1 |
| | | Female | 16,831 | 1,415 | 1,609 | 1,380 | 2,630 | 2,662 | 2,445 | 1,528 | 1,068 | 2,094 | 30.2 |
| Polk | 35.5 | Male | 17,665 | 1,663 | 1,872 | 1,715 | 1,213 | 2,637 | 2,774 | 1,881 | 1,420 | 2,490 | 34.0 |
| | | Female | 17,835 | 1,628 | 1,743 | 1,513 | 1,113 | 2,574 | 2,626 | 1,842 | 1,564 | 3,232 | 36.3 |
| Portage | 62.7 | Male | 31,350 | 2,800 | 2,916 | 2,642 | 5,404 | 4,948 | 4,654 | 2,978 | 2,105 | 2,903 | 28.9 |
| | | Female | 31,350 | 2,641 | 2,767 | 2,461 | 5,053 | 4,854 | 4,542 | 2,896 | 2,180 | 3,956 | 30.7 |
| Price | 15.6 | Male | 7,822 | 664 | 752 | 714 | 556 | 1,110 | 1,072 | 797 | 748 | 1,409 | 36.1 |
| | | Female | 7,778 | 640 | 664 | 713 | 470 | 996 | 1,062 | 768 | 808 | 1,657 | 38.8 |
| Racine | 176.4 | Male | 85,676 | 8,768 | 8,577 | 7,768 | 7,546 | 14,148 | 13,635 | 9,435 | 7,185 | 8,614 | 32.2 |
| | | Female | 90,724 | 8,358 | 8,376 | 7,416 | 7,667 | 14,859 | 13,882 | 9,711 | 7,567 | 12,888 | 34.1 |
| Richland | 17.6 | Male | 8,697 | 791 | 903 | 813 | 738 | 1,180 | 1,271 | 916 | 758 | 1,327 | 34.4 |
| | | Female | 8,903 | 780 | 816 | 712 | 639 | 1,209 | 1,237 | 849 | 856 | 1,805 | 37.4 |
| Rock | 139.6 | Male | 68,059 | 6,775 | 6,601 | 6,152 | 6,553 | 10,896 | 10,424 | 7,626 | 5,903 | 7,129 | 32.3 |
| | | Female | 71,541 | 6,520 | 6,261 | 5,804 | 6,554 | 11,148 | 10,641 | 7,846 | 6,092 | 10,675 | 34.5 |
| Rusk | 15.0 | Male | 7,431 | 662 | 715 | 701 | 623 | 1,034 | 1,059 | 746 | 653 | 1,238 | 34.8 |
| | | Female | 7,569 | 667 | 697 | 703 | 537 | 1,004 | 984 | 739 | 712 | 1,526 | 36.8 |
| ☐ St. Croix | 52.5 | Male | 26,231 | 2,758 | 2,820 | 2,543 | 2,212 | 4,461 | 4,569 | 2,877 | 1,805 | 2,186 | 31.2 |
| | | Female | 26,269 | 2,657 | 2,692 | 2,366 | 2,103 | 4,459 | 4,307 | 2,714 | 1,752 | 3,219 | 32.4 |
| Sauk | 47.7 | Male | 23,477 | 2,301 | 2,322 | 2,095 | 1,951 | 3,637 | 3,646 | 2,429 | 1,910 | 3,186 | 33.4 |
| | | Female | 24,223 | 2,109 | 2,188 | 2,002 | 1,822 | 3,674 | 3,500 | 2,412 | 2,087 | 4,429 | 35.9 |
| Sawyer | 14.6 | Male | 7,369 | 674 | 702 | 653 | 446 | 932 | 1,035 | 750 | 841 | 1,336 | 37.7 |
| | | Female | 7,231 | 598 | 648 | 574 | 401 | 930 | 975 | 777 | 821 | 1,507 | 39.8 |
| Shawano | 37.8 | Male | 18,792 | 1,688 | 1,824 | 1,724 | 1,513 | 2,695 | 2,571 | 1,975 | 1,759 | 3,043 | 34.8 |
| | | Female | 19,008 | 1,590 | 1,740 | 1,624 | 1,356 | 2,656 | 2,389 | 1,981 | 1,829 | 3,843 | 37.3 |
| Sheboygan | 105.0 | Male | 51,961 | 4,741 | 5,014 | 4,764 | 4,677 | 8,593 | 8,251 | 5,359 | 4,343 | 6,219 | 32.9 |
| | | Female | 53,039 | 4,570 | 4,746 | 4,427 | 4,124 | 8,154 | 7,869 | 5,481 | 4,412 | 9,256 | 35.6 |
| Taylor | 19.0 | Male | 9,588 | 986 | 1,082 | 916 | 749 | 1,506 | 1,339 | 904 | 755 | 1,351 | 32.0 |
| | | Female | 9,412 | 918 | 971 | 880 | 721 | 1,459 | 1,212 | 897 | 772 | 1,582 | 33.3 |
| Trempealeau | 25.3 | Male | 12,615 | 1,128 | 1,143 | 1,103 | 991 | 1,853 | 1,880 | 1,368 | 1,102 | 2,047 | 35.5 |
| | | Female | 12,685 | 1,060 | 1,099 | 1,083 | 971 | 1,719 | 1,744 | 1,293 | 1,073 | 2,643 | 37.4 |
| Vernon | 25.7 | Male | 12,639 | 1,137 | 1,273 | 1,168 | 881 | 1,758 | 1,907 | 1,354 | 1,108 | 2,053 | 35.5 |
| | | Female | 13,061 | 1,192 | 1,229 | 1,067 | 761 | 1,752 | 1,754 | 1,277 | 1,241 | 2,788 | 38.0 |
| Vilas | 18.0 | Male | 8,946 | 733 | 734 | 686 | 485 | 1,035 | 1,213 | 1,033 | 1,137 | 1,890 | 41.6 |
| | | Female | 9,054 | 620 | 639 | 595 | 460 | 1,043 | 1,189 | 1,047 | 1,210 | 2,251 | 44.8 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex |  |  |  |  |  |  |  |  | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  |  | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over |  |
| **WISCONSIN (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **ALL COUNTIES (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Walworth | 76.0 | Male | 37,365 | 3,177 | 3,306 | 3,010 | 5,145 | 5,647 | 5,684 | 3,926 | 3,050 | 4,420 | 32.2 |
|  |  | Female | 38,635 | 3,013 | 3,074 | 2,761 | 5,016 | 5,522 | 5,498 | 4,005 | 3,226 | 6,520 | 34.9 |
| Washburn | 13.9 | Male | 6,926 | 597 | 706 | 614 | 456 | 839 | 1,051 | 764 | 705 | 1,194 | 37.4 |
|  |  | Female | 6,974 | 549 | 637 | 555 | 361 | 914 | 993 | 746 | 747 | 1,472 | 39.7 |
| Washington | 97.6 | Male | 48,640 | 4,724 | 4,989 | 4,549 | 4,434 | 8,110 | 8,047 | 5,753 | 3,760 | 4,274 | 31.9 |
|  |  | Female | 48,960 | 4,428 | 4,724 | 4,334 | 4,106 | 7,857 | 8,218 | 5,623 | 3,636 | 6,034 | 33.8 |
| Waukesha | 311.6 | Male | 154,547 | 14,054 | 15,122 | 14,748 | 13,102 | 23,769 | 27,568 | 19,697 | 13,778 | 12,709 | 33.5 |
|  |  | Female | 157,053 | 13,475 | 14,094 | 13,674 | 12,252 | 24,101 | 28,232 | 19,644 | 13,418 | 18,163 | 35.3 |
| Waupaca | 46.7 | Male | 23,027 | 2,098 | 2,256 | 2,097 | 1,738 | 3,470 | 3,455 | 2,352 | 1,980 | 3,581 | 34.6 |
|  |  | Female | 23,673 | 1,968 | 2,163 | 2,006 | 1,764 | 3,404 | 3,261 | 2,299 | 2,022 | 4,786 | 36.6 |
| Waushara | 19.8 | Male | 9,827 | 826 | 917 | 821 | 657 | 1,266 | 1,456 | 1,064 | 1,101 | 1,719 | 37.9 |
|  |  | Female | 9,973 | 734 | 815 | 811 | 594 | 1,315 | 1,317 | 1,070 | 1,157 | 2,160 | 40.4 |
| Winnebago | 142.8 | Male | 70,003 | 6,368 | 6,119 | 5,306 | 8,616 | 12,294 | 10,987 | 7,358 | 5,631 | 7,324 | 32.0 |
|  |  | Female | 72,797 | 6,017 | 5,845 | 4,969 | 8,875 | 11,849 | 10,604 | 7,404 | 5,941 | 11,293 | 34.0 |
| Wood | 74.2 | Male | 36,239 | 3,559 | 3,773 | 3,278 | 3,060 | 5,807 | 5,529 | 3,920 | 2,929 | 4,384 | 32.7 |
|  |  | Female | 37,961 | 3,354 | 3,575 | 3,210 | 3,044 | 6,011 | 5,492 | 3,859 | 3,151 | 6,265 | 34.6 |
| **TOTAL METRO COUNTIES** | **3,340.6** | **Male** | **1,624,982** | **159,115** | **153,621** | **137,892** | **175,483** | **281,650** | **260,075** | **167,860** | **127,801** | **161,485** | **31.6** |
|  |  | **Female** | **1,715,618** | **152,407** | **146,345** | **130,893** | **179,055** | **286,454** | **264,203** | **173,157** | **136,492** | **246,612** | **33.7** |
| **TOTAL STATE** | **4,952.4** | **Male** | **2,424,609** | **231,694** | **231,930** | **209,507** | **250,445** | **400,609** | **379,987** | **251,215** | **197,355** | **271,867** | **32.2** |
|  |  | **Female** | **2,527,791** | **221,049** | **220,325** | **198,220** | **247,875** | **402,810** | **377,202** | **255,513** | **209,361** | **395,436** | **34.3** |
| **WYOMING** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **CASPER** | **60.1** | **Male** | **29,515** | **2,990** | **3,271** | **2,762** | **2,289** | **4,759** | **5,209** | **3,030** | **2,483** | **2,722** | **32.2** |
|  |  | **Female** | **30,585** | **2,834** | **3,105** | **2,656** | **2,501** | **4,960** | **4,948** | **3,244** | **2,670** | **3,667** | **33.5** |
| Natrona | 60.1 | Male | 29,515 | 2,990 | 3,271 | 2,762 | 2,289 | 4,759 | 5,209 | 3,030 | 2,483 | 2,722 | 32.2 |
|  |  | Female | 30,585 | 2,834 | 3,105 | 2,656 | 2,501 | 4,960 | 4,948 | 3,244 | 2,670 | 3,667 | 33.5 |
| **CHEYENNE** | **74.1** | **Male** | **36,930** | **3,749** | **3,597** | **3,254** | **3,788** | **6,380** | **6,148** | **4,001** | **2,837** | **3,176** | **31.4** |
|  |  | **Female** | **37,170** | **3,639** | **3,434** | **3,081** | **3,312** | **6,284** | **5,950** | **3,928** | **2,957** | **4,585** | **33.1** |
| Laramie | 74.1 | Male | 36,930 | 3,749 | 3,597 | 3,254 | 3,788 | 6,380 | 6,148 | 4,001 | 2,837 | 3,176 | 31.4 |
|  |  | Female | 37,170 | 3,639 | 3,434 | 3,081 | 3,312 | 6,284 | 5,950 | 3,928 | 2,957 | 4,585 | 33.1 |
| **ALL COUNTIES** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Albany | 31.7 | Male | 16,396 | 1,299 | 1,232 | 1,054 | 4,377 | 2,887 | 2,304 | 1,359 | 843 | 1,041 | 25.8 |
|  |  | Female | 15,304 | 1,187 | 1,158 | 970 | 3,535 | 2,563 | 2,252 | 1,289 | 924 | 1,426 | 28.1 |
| Big Horn | 10.3 | Male | 5,133 | 488 | 590 | 562 | 331 | 572 | 729 | 561 | 509 | 791 | 35.3 |
|  |  | Female | 5,167 | 453 | 515 | 523 | 294 | 559 | 732 | 590 | 484 | 1,017 | 38.3 |
| Campbell | 29.2 | Male | 14,886 | 1,755 | 1,887 | 1,706 | 993 | 2,872 | 2,986 | 1,400 | 807 | 480 | 28.8 |
|  |  | Female | 14,314 | 1,620 | 1,940 | 1,567 | 1,049 | 2,975 | 2,633 | 1,252 | 661 | 617 | 28.3 |
| Carbon | 16.3 | Male | 8,561 | 727 | 878 | 864 | 646 | 1,491 | 1,550 | 977 | 645 | 783 | 32.8 |
|  |  | Female | 7,739 | 718 | 871 | 801 | 500 | 1,162 | 1,339 | 826 | 626 | 896 | 33.4 |
| Converse | 10.5 | Male | 5,148 | 510 | 613 | 601 | 331 | 744 | 966 | 576 | 408 | 399 | 32.0 |
|  |  | Female | 5,352 | 558 | 626 | 574 | 341 | 846 | 902 | 565 | 402 | 538 | 31.8 |
| Crook | 5.4 | Male | 2,702 | 263 | 340 | 288 | 156 | 372 | 429 | 320 | 244 | 290 | 33.2 |
|  |  | Female | 2,698 | 282 | 305 | 267 | 157 | 395 | 389 | 310 | 230 | 363 | 33.6 |
| Fremont | 33.3 | Male | 16,564 | 1,762 | 2,007 | 1,737 | 1,233 | 2,206 | 2,655 | 1,828 | 1,417 | 1,719 | 32.0 |
|  |  | Female | 16,736 | 1,616 | 1,818 | 1,556 | 1,191 | 2,457 | 2,629 | 1,881 | 1,466 | 2,122 | 33.9 |
| Goshen | 12.6 | Male | 6,098 | 528 | 647 | 628 | 474 | 844 | 895 | 691 | 550 | 841 | 34.1 |
|  |  | Female | 6,502 | 555 | 602 | 607 | 507 | 874 | 908 | 665 | 586 | 1,198 | 36.2 |
| Hot Springs | 4.7 | Male | 2,315 | 161 | 249 | 253 | 118 | 287 | 360 | 277 | 226 | 384 | 37.5 |
|  |  | Female | 2,385 | 159 | 189 | 214 | 111 | 302 | 362 | 279 | 253 | 516 | 41.0 |
| Johnson | 6.0 | Male | 2,953 | 253 | 292 | 282 | 186 | 333 | 490 | 372 | 285 | 460 | 37.7 |
|  |  | Female | 3,047 | 228 | 284 | 271 | 187 | 376 | 502 | 343 | 278 | 578 | 38.5 |
| Laramie | 74.1 | Male | 36,930 | 3,749 | 3,597 | 3,254 | 3,788 | 6,380 | 6,148 | 4,001 | 2,837 | 3,176 | 31.4 |
|  |  | Female | 37,170 | 3,639 | 3,434 | 3,081 | 3,312 | 6,284 | 5,950 | 3,928 | 2,957 | 4,585 | 33.1 |
| Lincoln | 12.5 | Male | 6,363 | 702 | 933 | 830 | 356 | 834 | 1,021 | 664 | 414 | 609 | 29.3 |
|  |  | Female | 6,137 | 720 | 859 | 735 | 360 | 885 | 920 | 585 | 428 | 645 | 29.5 |
| Natrona | 60.1 | Male | 29,515 | 2,990 | 3,271 | 2,762 | 2,289 | 4,759 | 5,209 | 3,030 | 2,483 | 2,722 | 32.2 |
|  |  | Female | 30,585 | 2,834 | 3,105 | 2,656 | 2,501 | 4,960 | 4,948 | 3,244 | 2,670 | 3,667 | 33.5 |
| Niobrara | 2.4 | Male | 1,107 | 86 | 105 | 104 | 56 | 143 | 170 | 127 | 133 | 183 | 38.5 |
|  |  | Female | 1,293 | 88 | 100 | 105 | 66 | 191 | 178 | 161 | 121 | 283 | 40.4 |

# POPULATION BY AGE AND SEX

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Population (Thousands) | Sex | Population By Sex | Population by Age and Sex | | | | | | | | | Median Age By Sex |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | 0-5 Years | 6-11 Years | 12-17 Years | 18-24 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | |
| **WYOMING (continued)** | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | |
| Park | 23.6 | Male | 11,599 | 1,121 | 1,202 | 1,069 | 1,000 | 1,607 | 1,989 | 1,325 | 948 | 1,338 | 33.8 |
| | | Female | 12,001 | 1,048 | 1,176 | 1,051 | 967 | 1,766 | 1,892 | 1,286 | 995 | 1,820 | 35.0 |
| Platte | 8.0 | Male | 3,953 | 375 | 412 | 388 | 256 | 485 | 683 | 466 | 365 | 523 | 35.9 |
| | | Female | 4,047 | 353 | 399 | 380 | 224 | 500 | 635 | 480 | 338 | 738 | 37.6 |
| Sheridan | 23.5 | Male | 11,557 | 955 | 1,167 | 1,107 | 769 | 1,482 | 2,224 | 1,360 | 1,015 | 1,478 | 36.3 |
| | | Female | 11,943 | 871 | 1,101 | 1,093 | 795 | 1,629 | 2,000 | 1,304 | 1,090 | 2,060 | 37.4 |
| Sublette | 4.8 | Male | 2,493 | 244 | 248 | 232 | 161 | 367 | 461 | 299 | 224 | 257 | 34.9 |
| | | Female | 2,307 | 204 | 214 | 207 | 125 | 335 | 437 | 285 | 191 | 309 | 36.6 |
| Sweetwater | 38.4 | Male | 19,406 | 1,977 | 2,462 | 2,178 | 1,437 | 3,218 | 3,686 | 2,085 | 1,171 | 1,192 | 30.1 |
| | | Female | 18,994 | 1,954 | 2,424 | 2,127 | 1,473 | 3,216 | 3,338 | 1,804 | 1,075 | 1,583 | 29.7 |
| Teton | 12.1 | Male | 6,323 | 619 | 500 | 445 | 463 | 1,338 | 1,450 | 722 | 415 | 371 | 33.5 |
| | | Female | 5,777 | 551 | 475 | 369 | 460 | 1,233 | 1,237 | 653 | 391 | 408 | 33.4 |
| Uinta | 18.2 | Male | 9,278 | 1,138 | 1,386 | 1,211 | 627 | 1,544 | 1,693 | 764 | 498 | 417 | 26.8 |
| | | Female | 8,922 | 1,089 | 1,304 | 1,132 | 597 | 1,614 | 1,512 | 707 | 409 | 558 | 27.1 |
| Washakie | 8.2 | Male | 4,117 | 372 | 466 | 466 | 275 | 542 | 660 | 478 | 355 | 503 | 33.8 |
| | | Female | 4,083 | 346 | 443 | 387 | 223 | 572 | 641 | 445 | 382 | 644 | 36.1 |
| Weston | 6.4 | Male | 3,192 | 281 | 380 | 321 | 209 | 452 | 579 | 352 | 279 | 339 | 34.0 |
| | | Female | 3,208 | 268 | 360 | 296 | 190 | 466 | 501 | 371 | 283 | 473 | 35.5 |
| **TOTAL METRO COUNTIES** | **134.2** | **Male** | **66,445** | **6,739** | **6,868** | **6,016** | **6,077** | **11,139** | **11,357** | **7,031** | **5,320** | **5,898** | **31.8** |
| | | **Female** | **67,755** | **6,473** | **6,539** | **5,737** | **5,813** | **11,244** | **10,898** | **7,172** | **5,627** | **8,252** | **33.3** |
| **TOTAL STATE** | **452.3** | **Male** | **226,589** | **22,355** | **24,864** | **22,342** | **20,531** | **35,759** | **39,337** | **24,034** | **17,071** | **20,296** | **31.5** |
| | | **Female** | **225,711** | **21,341** | **23,702** | **20,969** | **19,165** | **36,160** | **36,837** | **23,253** | **17,240** | **27,044** | **32.7** |

# SECTION 6

## Households By Age Of Householder And By Number Of Persons For Metropolitan Markets And All Counties

### By Age Of Householder

Under 25 Years

25-34 Years

35-44 Years

45-54 Years

55-64 Years

65 And Over

### By Number Of Persons: 1, 2, 3, 4, 5, 6 Or More

### Average Household Size

**EXPLANATION OF TERMS**

An explanation of terms used in the **Survey of Buying Power Demographics USA 1992** will be found in the Introductory Section starting on page A-5.

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MARKET STATISTICS
PRODUCERS OF THE SURVEY OF BUYING POWER

**SYMBOLS USED IN TABLES**

☐ Metropolitan county of another state's metropolitan area. For area name, see page facing state map in Section 1.

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# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average Household Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **ALABAMA** | | | | | | | | | | | | | | |
| **ANNISTON** | **43.1** | **2,582** | **8,448** | **9,380** | **6,712** | **6,259** | **9,719** | **10,170** | **13,890** | **8,463** | **6,926** | **2,466** | **1,185** | **2.71** |
| Calhoun | 43.1 | 2,582 | 8,448 | 9,380 | 6,712 | 6,259 | 9,719 | 10,170 | 13,890 | 8,463 | 6,926 | 2,466 | 1,185 | 2.71 |
| **BIRMINGHAM** | **349.1** | **16,166** | **71,051** | **79,154** | **53,510** | **48,456** | **80,763** | **87,598** | **110,131** | **65,141** | **54,023** | **21,110** | **11,097** | **2.63** |
| Blount | 14.8 | 694 | 2,652 | 3,131 | 2,578 | 2,212 | 3,533 | 2,870 | 4,996 | 3,066 | 2,545 | 955 | 368 | 2.68 |
| Jefferson | 252.0 | 11,560 | 50,553 | 56,080 | 37,108 | 35,238 | 61,461 | 67,918 | 78,687 | 45,499 | 36,761 | 14,850 | 8,285 | 2.59 |
| St. Clair | 18.5 | 842 | 3,635 | 4,087 | 3,198 | 2,799 | 3,939 | 3,482 | 5,999 | 3,786 | 3,342 | 1,269 | 622 | 2.82 |
| Shelby | 38.1 | 1,927 | 9,733 | 10,587 | 6,379 | 4,301 | 5,173 | 7,586 | 12,097 | 7,632 | 7,179 | 2,499 | 1,107 | 2.76 |
| Walker | 25.7 | 1,143 | 4,478 | 5,269 | 4,247 | 3,906 | 6,657 | 5,742 | 8,352 | 5,158 | 4,196 | 1,537 | 715 | 2.64 |
| **DECATUR** | **38.9** | **1,841** | **8,280** | **8,726** | **6,638** | **5,511** | **7,904** | **8,770** | **12,847** | **7,536** | **6,417** | **2,307** | **1,023** | **2.64** |
| Morgan | 38.9 | 1,841 | 8,280 | 8,726 | 6,638 | 5,511 | 7,904 | 8,770 | 12,847 | 7,536 | 6,417 | 2,307 | 1,023 | 2.64 |
| **DOTHAN** | **49.3** | **2,917** | **11,106** | **10,781** | **7,659** | **6,612** | **10,225** | **11,547** | **15,585** | **9,326** | **8,056** | **3,121** | **1,665** | **2.70** |
| Dale | 17.8 | 1,377 | 4,662 | 3,735 | 2,645 | 2,222 | 3,159 | 3,825 | 5,612 | 3,490 | 3,084 | 1,199 | 590 | 2.82 |
| Houston | 31.5 | 1,540 | 6,444 | 7,046 | 5,014 | 4,390 | 7,066 | 7,722 | 9,973 | 5,836 | 4,972 | 1,922 | 1,075 | 2.63 |
| **FLORENCE** | **51.1** | **2,691** | **9,019** | **10,299** | **8,312** | **7,801** | **12,978** | **12,064** | **17,399** | **9,654** | **8,033** | **2,798** | **1,152** | **2.57** |
| Colbert | 20.0 | 851 | 3,393 | 4,007 | 3,327 | 3,185 | 5,237 | 4,652 | 6,782 | 3,848 | 3,132 | 1,087 | 499 | 2.57 |
| Lauderdale | 31.1 | 1,840 | 5,626 | 6,292 | 4,985 | 4,616 | 7,741 | 7,412 | 10,617 | 5,806 | 4,901 | 1,711 | 653 | 2.57 |
| **GADSDEN** | **38.7** | **1,659** | **6,342** | **7,951** | **5,985** | **6,046** | **10,717** | **9,584** | **12,579** | **7,292** | **6,064** | **2,144** | **1,037** | **2.58** |
| Etowah | 38.7 | 1,659 | 6,342 | 7,951 | 5,985 | 6,046 | 10,717 | 9,584 | 12,579 | 7,292 | 6,064 | 2,144 | 1,037 | 2.58 |
| **HUNTSVILLE** | **95.1** | **5,353** | **24,536** | **21,173** | **16,038** | **13,230** | **14,770** | **23,261** | **31,004** | **18,042** | **14,824** | **5,392** | **2,577** | **2.61** |
| Madison | 95.1 | 5,353 | 24,536 | 21,173 | 16,038 | 13,230 | 14,770 | 23,261 | 31,004 | 18,042 | 14,824 | 5,392 | 2,577 | 2.61 |
| **MOBILE** | **176.7** | **8,226** | **35,474** | **39,449** | **28,245** | **25,047** | **40,259** | **41,092** | **54,340** | **32,689** | **28,229** | **12,733** | **7,617** | **2.74** |
| Baldwin | 38.5 | 1,437 | 6,774 | 8,104 | 6,174 | 5,935 | 10,076 | 8,380 | 13,758 | 6,765 | 5,753 | 2,420 | 1,424 | 2.64 |
| Mobile | 138.2 | 6,789 | 28,700 | 31,345 | 22,071 | 19,112 | 30,183 | 32,712 | 40,582 | 25,924 | 22,476 | 10,313 | 6,193 | 2.76 |
| **MONTGOMERY** | **107.4** | **5,272** | **22,806** | **24,948** | **17,078** | **14,595** | **22,701** | **26,750** | **32,339** | **19,606** | **16,592** | **7,236** | **4,877** | **2.78** |
| Autauga | 12.2 | 487 | 2,531 | 2,858 | 2,245 | 1,757 | 2,322 | 2,199 | 3,587 | 2,564 | 2,284 | 975 | 591 | 2.89 |
| Elmore | 17.1 | 722 | 3,238 | 3,846 | 2,927 | 2,490 | 3,877 | 3,382 | 5,529 | 3,355 | 2,841 | 1,180 | 813 | 2.97 |
| Montgomery | 78.1 | 4,063 | 17,037 | 18,244 | 11,906 | 10,348 | 16,502 | 21,169 | 23,223 | 13,687 | 11,467 | 5,081 | 3,473 | 2.73 |
| **TUSCALOOSA** | **56.4** | **6,455** | **11,419** | **12,105** | **7,950** | **7,253** | **11,218** | **14,790** | **17,939** | **10,179** | **8,313** | **3,307** | **1,872** | **2.72** |
| Tuscaloosa | 56.4 | 6,455 | 11,419 | 12,105 | 7,950 | 7,253 | 11,218 | 14,790 | 17,939 | 10,179 | 8,313 | 3,307 | 1,872 | 2.72 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Autauga | 12.2 | 487 | 2,531 | 2,858 | 2,245 | 1,757 | 2,322 | 2,199 | 3,587 | 2,564 | 2,284 | 975 | 591 | 2.89 |
| Baldwin | 38.5 | 1,437 | 6,774 | 8,104 | 6,174 | 5,935 | 10,076 | 8,380 | 13,758 | 6,765 | 5,753 | 2,420 | 1,424 | 2.64 |
| Barbour | 9.3 | 382 | 1,670 | 2,004 | 1,314 | 1,321 | 2,609 | 2,400 | 2,755 | 1,567 | 1,428 | 661 | 489 | 2.86 |
| Bibb | 5.8 | 264 | 1,064 | 1,248 | 944 | 842 | 1,438 | 1,195 | 1,713 | 1,086 | 1,027 | 463 | 316 | 2.90 |
| Blount | 14.8 | 694 | 2,652 | 3,131 | 2,578 | 2,212 | 3,533 | 2,870 | 4,996 | 3,066 | 2,545 | 955 | 368 | 2.68 |
| Bullock | 3.8 | 168 | 642 | 721 | 519 | 475 | 1,275 | 1,040 | 1,047 | 641 | 527 | 271 | 274 | 3.00 |
| Butler | 7.9 | 275 | 1,323 | 1,533 | 1,110 | 1,131 | 2,528 | 2,010 | 2,359 | 1,329 | 1,128 | 586 | 488 | 2.77 |
| Calhoun | 43.1 | 2,582 | 8,448 | 9,380 | 6,712 | 6,259 | 9,719 | 10,170 | 13,890 | 8,463 | 6,926 | 2,466 | 1,185 | 2.71 |
| Chambers | 13.9 | 631 | 2,281 | 2,703 | 2,073 | 2,039 | 4,173 | 3,373 | 4,443 | 2,518 | 2,078 | 837 | 651 | 2.65 |
| Cherokee | 7.6 | 317 | 1,241 | 1,510 | 1,306 | 1,220 | 2,006 | 1,579 | 2,679 | 1,498 | 1,205 | 423 | 216 | 2.63 |
| Chilton | 12.3 | 591 | 2,216 | 2,464 | 2,062 | 1,818 | 3,149 | 2,638 | 4,005 | 2,471 | 2,010 | 761 | 415 | 2.67 |
| Choctaw | 5.7 | 193 | 966 | 1,141 | 1,008 | 820 | 1,572 | 1,381 | 1,574 | 1,079 | 900 | 439 | 327 | 2.81 |
| Clarke | 9.5 | 421 | 1,735 | 1,889 | 1,571 | 1,393 | 2,491 | 2,218 | 2,715 | 1,695 | 1,518 | 687 | 667 | 2.87 |
| Clay | 5.0 | 234 | 815 | 902 | 822 | 780 | 1,447 | 1,172 | 1,632 | 949 | 769 | 302 | 176 | 2.62 |
| Cleburne | 4.8 | 255 | 880 | 960 | 836 | 704 | 1,165 | 978 | 1,552 | 1,026 | 869 | 259 | 116 | 2.69 |
| Coffee | 15.4 | 753 | 3,016 | 3,304 | 2,516 | 2,257 | 3,554 | 3,406 | 5,175 | 3,032 | 2,476 | 859 | 452 | 2.62 |
| Colbert | 20.0 | 851 | 3,393 | 4,007 | 3,327 | 3,185 | 5,237 | 4,652 | 6,782 | 3,848 | 3,132 | 1,087 | 499 | 2.57 |
| Conecuh | 5.2 | 181 | 860 | 952 | 744 | 786 | 1,677 | 1,310 | 1,639 | 876 | 761 | 374 | 240 | 2.67 |
| Coosa | 4.0 | 167 | 720 | 737 | 635 | 567 | 1,074 | 866 | 1,303 | 750 | 634 | 257 | 190 | 2.75 |
| Covington | 14.5 | 666 | 2,390 | 2,638 | 2,133 | 2,269 | 4,404 | 3,786 | 4,833 | 2,601 | 2,090 | 810 | 380 | 2.52 |
| Crenshaw | 5.2 | 202 | 818 | 924 | 752 | 780 | 1,724 | 1,413 | 1,594 | 918 | 739 | 334 | 202 | 2.62 |
| Cullman | 26.1 | 1,407 | 4,790 | 5,238 | 4,194 | 3,930 | 6,541 | 5,485 | 9,005 | 5,150 | 4,312 | 1,520 | 628 | 2.63 |
| Dale | 17.8 | 1,377 | 4,662 | 3,735 | 2,645 | 2,222 | 3,159 | 3,825 | 5,612 | 3,490 | 3,084 | 1,199 | 590 | 2.82 |
| Dallas | 16.6 | 678 | 3,050 | 3,415 | 2,573 | 2,440 | 4,444 | 4,281 | 4,610 | 2,889 | 2,490 | 1,216 | 1,114 | 2.84 |
| De Kalb | 21.2 | 1,041 | 3,813 | 4,289 | 3,364 | 3,225 | 5,468 | 4,705 | 7,103 | 4,248 | 3,461 | 1,196 | 487 | 2.61 |
| Elmore | 17.1 | 722 | 3,238 | 3,846 | 2,927 | 2,490 | 3,877 | 3,382 | 5,529 | 3,355 | 2,841 | 1,180 | 813 | 2.97 |
| Escambia | 12.7 | 566 | 2,154 | 2,528 | 2,101 | 1,993 | 3,358 | 3,134 | 3,929 | 2,283 | 1,988 | 849 | 517 | 2.83 |
| Etowah | 38.7 | 1,659 | 6,342 | 7,951 | 5,985 | 6,046 | 10,717 | 9,584 | 12,579 | 7,292 | 6,064 | 2,144 | 1,037 | 2.58 |
| Fayette | 6.8 | 311 | 1,092 | 1,345 | 1,071 | 998 | 1,983 | 1,598 | 2,196 | 1,321 | 1,056 | 455 | 174 | 2.60 |
| Franklin | 10.8 | 568 | 1,846 | 2,036 | 1,747 | 1,716 | 2,887 | 2,562 | 3,631 | 2,070 | 1,712 | 619 | 206 | 2.56 |
| Geneva | 9.2 | 417 | 1,447 | 1,705 | 1,449 | 1,469 | 2,713 | 2,266 | 3,059 | 1,727 | 1,377 | 482 | 289 | 2.57 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | Average Household Size |
| **ALABAMA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Greene | 3.5 | 105 | 586 | 685 | 469 | 548 | 1,107 | 929 | 960 | 524 | 457 | 293 | 337 | 2.86 |
| Hale | 5.5 | 197 | 982 | 1,039 | 820 | 767 | 1,695 | 1,366 | 1,577 | 942 | 749 | 427 | 439 | 2.85 |
| Henry | 5.8 | 234 | 869 | 1,206 | 877 | 897 | 1,717 | 1,376 | 1,929 | 1,005 | 886 | 346 | 258 | 2.66 |
| Houston | 31.5 | 1,540 | 6,444 | 7,046 | 5,014 | 4,390 | 7,066 | 7,722 | 9,973 | 5,836 | 4,972 | 1,922 | 1,075 | 2.63 |
| Jackson | 18.0 | 869 | 3,215 | 3,834 | 3,237 | 2,711 | 4,134 | 3,790 | 5,883 | 3,723 | 3,114 | 1,053 | 437 | 2.65 |
| Jefferson | 252.0 | 11,560 | 50,553 | 56,080 | 37,108 | 35,238 | 61,461 | 67,918 | 78,687 | 45,499 | 36,761 | 14,850 | 8,285 | 2.59 |
| Lamar | 6.0 | 259 | 1,035 | 1,169 | 933 | 934 | 1,670 | 1,474 | 1,929 | 1,095 | 975 | 358 | 169 | 2.58 |
| Lauderdale | 31.1 | 1,840 | 5,626 | 6,292 | 4,985 | 4,616 | 7,741 | 7,412 | 10,617 | 5,806 | 4,901 | 1,711 | 653 | 2.57 |
| Lawrence | 11.5 | 653 | 2,260 | 2,347 | 2,007 | 1,646 | 2,587 | 2,285 | 3,559 | 2,381 | 2,052 | 832 | 391 | 2.77 |
| Lee | 33.6 | 7,631 | 6,843 | 6,283 | 4,407 | 3,529 | 4,907 | 8,915 | 11,183 | 5,796 | 4,967 | 1,788 | 951 | 2.63 |
| Limestone | 20.4 | 1,025 | 4,436 | 4,311 | 3,443 | 2,904 | 4,281 | 4,303 | 6,568 | 4,130 | 3,569 | 1,252 | 578 | 2.74 |
| Lowndes | 4.0 | 152 | 736 | 799 | 607 | 583 | 1,123 | 852 | 1,021 | 695 | 622 | 351 | 459 | 3.15 |
| Macon | 8.6 | 670 | 1,480 | 1,659 | 1,174 | 1,090 | 2,527 | 2,555 | 2,356 | 1,416 | 1,107 | 587 | 579 | 2.91 |
| Madison | 95.1 | 5,353 | 24,536 | 21,173 | 16,038 | 13,230 | 14,770 | 23,261 | 31,004 | 18,042 | 14,824 | 5,392 | 2,577 | 2.61 |
| Marengo | 8.1 | 275 | 1,363 | 1,627 | 1,254 | 1,249 | 2,332 | 1,993 | 2,291 | 1,431 | 1,206 | 635 | 544 | 2.85 |
| Marion | 11.5 | 609 | 1,958 | 2,222 | 1,928 | 1,708 | 3,075 | 2,693 | 3,883 | 2,290 | 1,738 | 655 | 241 | 2.59 |
| Marshall | 28.5 | 1,415 | 5,241 | 5,715 | 4,717 | 4,471 | 6,941 | 6,617 | 9,787 | 5,677 | 4,400 | 1,418 | 601 | 2.54 |
| Mobile | 138.2 | 6,789 | 28,700 | 31,345 | 22,071 | 19,112 | 30,183 | 32,712 | 40,582 | 25,924 | 22,476 | 10,313 | 6,193 | 2.76 |
| Monroe | 8.6 | 420 | 1,585 | 1,789 | 1,353 | 1,223 | 2,230 | 1,991 | 2,377 | 1,595 | 1,420 | 677 | 540 | 2.83 |
| Montgomery | 78.1 | 4,063 | 17,037 | 18,244 | 11,906 | 10,348 | 16,502 | 21,169 | 23,223 | 13,687 | 11,467 | 5,081 | 3,473 | 2.73 |
| Morgan | 38.9 | 1,841 | 8,280 | 8,726 | 6,638 | 5,511 | 7,904 | 8,770 | 12,847 | 7,536 | 6,417 | 2,307 | 1,023 | 2.64 |
| Perry | 4.1 | 148 | 624 | 749 | 635 | 613 | 1,331 | 1,040 | 1,166 | 666 | 512 | 303 | 413 | 3.05 |
| Pickens | 7.5 | 282 | 1,186 | 1,391 | 1,119 | 1,259 | 2,263 | 1,835 | 2,322 | 1,284 | 1,163 | 480 | 416 | 2.73 |
| Pike | 10.4 | 1,102 | 1,789 | 1,869 | 1,483 | 1,301 | 2,856 | 2,964 | 3,277 | 1,803 | 1,383 | 576 | 397 | 2.65 |
| Randolph | 7.7 | 362 | 1,334 | 1,441 | 1,118 | 1,208 | 2,237 | 1,898 | 2,488 | 1,401 | 1,121 | 524 | 268 | 2.60 |
| ☐ Russell | 17.8 | 989 | 3,385 | 3,593 | 2,939 | 2,762 | 4,132 | 4,435 | 5,455 | 3,273 | 2,696 | 1,151 | 790 | 2.66 |
| St. Clair | 18.5 | 842 | 3,635 | 4,087 | 3,198 | 2,799 | 3,939 | 3,482 | 5,999 | 3,786 | 3,342 | 1,269 | 622 | 2.82 |
| Shelby | 38.1 | 1,927 | 9,733 | 10,587 | 6,379 | 4,301 | 5,173 | 7,586 | 12,097 | 7,632 | 7,179 | 2,499 | 1,107 | 2.76 |
| Sumter | 5.4 | 322 | 999 | 987 | 735 | 733 | 1,624 | 1,460 | 1,475 | 883 | 736 | 438 | 408 | 2.98 |
| Talladega | 26.5 | 1,164 | 4,806 | 5,734 | 4,184 | 4,048 | 6,564 | 5,896 | 8,307 | 4,959 | 4,319 | 1,847 | 1,172 | 2.81 |
| Tallapoosa | 14.8 | 628 | 2,452 | 2,952 | 2,340 | 2,307 | 4,121 | 3,528 | 4,842 | 2,720 | 2,288 | 923 | 499 | 2.65 |
| Tuscaloosa | 56.4 | 6,455 | 11,419 | 12,105 | 7,950 | 7,253 | 11,218 | 14,790 | 17,939 | 10,179 | 8,313 | 3,307 | 1,872 | 2.72 |
| Walker | 25.7 | 1,143 | 4,478 | 5,269 | 4,247 | 3,906 | 6,657 | 5,742 | 8,352 | 5,158 | 4,196 | 1,537 | 715 | 2.64 |
| Washington | 5.7 | 213 | 1,052 | 1,197 | 973 | 870 | 1,395 | 1,114 | 1,632 | 1,104 | 1,016 | 494 | 340 | 2.93 |
| Wilcox | 4.4 | 131 | 680 | 818 | 656 | 656 | 1,459 | 1,067 | 1,159 | 669 | 632 | 381 | 492 | 3.02 |
| Winston | 8.5 | 473 | 1,512 | 1,672 | 1,467 | 1,300 | 2,076 | 1,859 | 2,996 | 1,686 | 1,315 | 451 | 193 | 2.59 |
| **TOTAL METRO COUNTIES** | **1,023.6** | **54,151** | **211,866** | **227,559** | **161,066** | **143,572** | **225,386** | **250,061** | **323,508** | **191,201** | **160,173** | **63,765** | **34,892** | **2.67** |
| **TOTAL STATE** | **1,525.5** | **84,178** | **301,718** | **327,240** | **239,846** | **217,200** | **355,318** | **368,657** | **483,026** | **284,800** | **238,475** | **95,514** | **55,028** | **2.68** |
| **ALASKA** | | | | | | | | | | | | | | |
| **ANCHORAGE** | **84.9** | **6,502** | **24,750** | **26,382** | **14,445** | **7,628** | **5,193** | **19,795** | **25,811** | **15,809** | **14,454** | **5,840** | **3,191** | **2.74** |
| Anchorage | 84.9 | 6,502 | 24,750 | 26,382 | 14,445 | 7,628 | 5,193 | 19,795 | 25,811 | 15,809 | 14,454 | 5,840 | 3,191 | 2.74 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Aleutians East | .6 | 54 | 195 | 178 | 102 | 63 | 8 | 138 | 144 | 106 | 99 | 63 | 50 | 4.33 |
| Aleutians West | 2.1 | 230 | 830 | 627 | 245 | 112 | 56 | 383 | 564 | 456 | 446 | 164 | 87 | 4.81 |
| Anchorage | 84.9 | 6,502 | 24,750 | 26,382 | 14,445 | 7,628 | 5,193 | 19,795 | 25,811 | 15,809 | 14,454 | 5,840 | 3,191 | 2.74 |
| Bethel | 3.7 | 188 | 938 | 1,000 | 635 | 443 | 476 | 683 | 640 | 559 | 544 | 503 | 771 | 3.86 |
| Bristol Bay | .4 | 17 | 117 | 123 | 71 | 43 | 29 | 110 | 93 | 68 | 65 | 37 | 27 | 3.75 |
| Denali | .5 | 24 | 122 | 156 | 92 | 56 | 50 | 141 | 113 | 81 | 72 | 49 | 44 | 3.80 |
| Dillingham | 1.3 | 68 | 348 | 387 | 208 | 133 | 156 | 245 | 292 | 209 | 232 | 155 | 167 | 3.31 |
| Fairbanks North Star | 27.8 | 2,550 | 8,574 | 8,668 | 4,090 | 2,187 | 1,731 | 6,330 | 7,853 | 5,129 | 5,109 | 2,229 | 1,150 | 2.91 |
| Haines | .8 | 30 | 162 | 251 | 145 | 93 | 119 | 202 | 280 | 125 | 102 | 63 | 28 | 2.63 |
| Juneau | 10.1 | 547 | 2,541 | 3,374 | 1,855 | 915 | 868 | 2,421 | 3,112 | 1,814 | 1,700 | 655 | 398 | 2.70 |
| Kenai Peninsula | 15.0 | 781 | 3,570 | 5,004 | 2,633 | 1,609 | 1,403 | 3,323 | 4,555 | 2,546 | 2,576 | 1,195 | 805 | 2.85 |
| Ketchikan Gateway | 5.2 | 276 | 1,196 | 1,566 | 985 | 553 | 624 | 1,268 | 1,556 | 912 | 821 | 413 | 230 | 2.71 |
| Kodiak Island | 4.2 | 290 | 1,316 | 1,385 | 617 | 324 | 268 | 787 | 1,133 | 757 | 811 | 411 | 301 | 3.29 |
| Lake and Peninsula | .5 | 35 | 147 | 126 | 74 | 63 | 55 | 110 | 103 | 82 | 80 | 62 | 63 | 3.60 |
| Matanuska - Susitna | 14.2 | 583 | 3,602 | 4,865 | 2,475 | 1,438 | 1,237 | 2,740 | 4,100 | 2,481 | 2,663 | 1,352 | 864 | 2.94 |
| Nome | 2.5 | 111 | 613 | 740 | 445 | 305 | 286 | 551 | 490 | 366 | 385 | 288 | 420 | 3.48 |
| North Slope | 1.8 | 118 | 458 | 523 | 340 | 216 | 145 | 380 | 356 | 274 | 267 | 215 | 308 | 3.56 |
| Northwest Arctic | 1.6 | 94 | 422 | 433 | 262 | 201 | 188 | 285 | 260 | 234 | 229 | 201 | 391 | 4.06 |
| Prince of Wales - Outer Ketchikan | 2.2 | 117 | 576 | 682 | 433 | 232 | 160 | 479 | 610 | 370 | 363 | 218 | 160 | 3.05 |
| Sitka | 3.0 | 167 | 783 | 860 | 581 | 315 | 294 | 639 | 889 | 550 | 517 | 258 | 147 | 2.93 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | Average Household Size |
| **ALASKA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Skagway - Yakutat - Angoon | 1.5 | 58 | 356 | 488 | 271 | 159 | 168 | 361 | 400 | 228 | 235 | 152 | 124 | 3.07 |
| Southeast Fairbanks | 2.0 | 108 | 536 | 632 | 365 | 193 | 166 | 402 | 521 | 385 | 374 | 189 | 129 | 3.05 |
| Valdez - Cordova | 3.5 | 147 | 875 | 1,160 | 626 | 371 | 321 | 860 | 1,017 | 593 | 559 | 290 | 181 | 2.91 |
| Wade Hampton | 1.5 | 72 | 400 | 392 | 238 | 193 | 205 | 256 | 198 | 172 | 192 | 225 | 457 | 4.13 |
| Wrangell - Petersburg | 2.6 | 138 | 609 | 760 | 459 | 292 | 342 | 605 | 778 | 432 | 490 | 184 | 111 | 2.81 |
| Yukon - Koyukuk | 2.4 | 116 | 584 | 749 | 444 | 269 | 238 | 676 | 546 | 387 | 345 | 235 | 211 | 2.88 |
| **TOTAL METRO COUNTIES** | **84.9** | **6,502** | **24,750** | **26,382** | **14,445** | **7,628** | **5,193** | **19,795** | **25,811** | **15,809** | **14,454** | **5,840** | **3,191** | **2.74** |
| **TOTAL STATE** | **195.9** | **13,421** | **54,640** | **61,511** | **33,136** | **18,406** | **14,786** | **44,170** | **56,414** | **35,125** | **33,730** | **15,646** | **10,815** | **2.91** |
| **ARIZONA** | | | | | | | | | | | | | | |
| **PHOENIX** | **848.4** | **57,357** | **200,050** | **190,054** | **125,361** | **98,457** | **177,121** | **215,747** | **293,516** | **133,745** | **113,372** | **53,285** | **38,735** | **2.62** |
| Maricopa | 848.4 | 57,357 | 200,050 | 190,054 | 125,361 | 98,457 | 177,121 | 215,747 | 293,516 | 133,745 | 113,372 | 53,285 | 38,735 | 2.62 |
| **TUCSON** | **272.1** | **21,405** | **58,039** | **59,305** | **37,848** | **33,871** | **61,632** | **76,812** | **93,556** | **41,243** | **33,917** | **16,098** | **10,474** | **2.54** |
| Pima | 272.1 | 21,405 | 58,039 | 59,305 | 37,848 | 33,871 | 61,632 | 76,812 | 93,556 | 41,243 | 33,917 | 16,098 | 10,474 | 2.54 |
| **YUMA** | **36.9** | **2,309** | **7,765** | **7,343** | **4,939** | **5,055** | **9,489** | **7,162** | **13,160** | **5,500** | **5,248** | **3,132** | **2,698** | **3.04** |
| Yuma | 36.9 | 2,309 | 7,765 | 7,343 | 4,939 | 5,055 | 9,489 | 7,162 | 13,160 | 5,500 | 5,248 | 3,132 | 2,698 | 3.04 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Apache | 16.5 | 641 | 3,529 | 4,075 | 3,021 | 2,366 | 2,868 | 2,811 | 2,977 | 2,355 | 2,671 | 2,124 | 3,562 | 3.86 |
| Cochise | 35.2 | 1,895 | 6,651 | 7,476 | 5,618 | 5,307 | 8,253 | 8,359 | 11,786 | 5,730 | 4,916 | 2,623 | 1,786 | 2.84 |
| Coconino | 31.0 | 2,790 | 7,575 | 8,477 | 4,945 | 3,470 | 3,743 | 6,279 | 9,127 | 5,068 | 4,978 | 2,739 | 2,809 | 3.25 |
| Gila | 15.8 | 515 | 2,044 | 2,895 | 2,462 | 2,697 | 5,187 | 3,908 | 6,147 | 2,058 | 1,871 | 1,000 | 816 | 2.60 |
| Graham | 8.1 | 439 | 1,383 | 1,595 | 1,237 | 1,192 | 2,254 | 1,637 | 2,465 | 1,175 | 1,090 | 783 | 950 | 3.37 |
| Greenlee | 2.6 | 77 | 480 | 631 | 434 | 412 | 566 | 599 | 772 | 405 | 378 | 268 | 178 | 2.92 |
| La Paz | 5.4 | 231 | 822 | 936 | 782 | 902 | 1,727 | 1,350 | 2,179 | 608 | 616 | 354 | 293 | 2.59 |
| Maricopa | 848.4 | 57,357 | 200,050 | 190,054 | 125,361 | 98,457 | 177,121 | 215,747 | 293,516 | 133,745 | 113,372 | 53,285 | 38,735 | 2.62 |
| Mohave | 39.0 | 1,436 | 5,827 | 6,741 | 5,739 | 6,861 | 12,396 | 8,664 | 17,332 | 5,427 | 4,297 | 1,917 | 1,363 | 2.53 |
| Navajo | 22.5 | 1,024 | 4,657 | 5,247 | 3,904 | 3,413 | 4,255 | 3,837 | 5,665 | 3,391 | 3,406 | 2,565 | 3,636 | 3.53 |
| Pima | 272.1 | 21,405 | 58,039 | 59,305 | 37,848 | 33,871 | 61,632 | 76,812 | 93,556 | 41,243 | 33,917 | 16,098 | 10,474 | 2.54 |
| Pinal | 40.6 | 1,912 | 7,405 | 8,259 | 6,234 | 6,232 | 10,558 | 8,246 | 14,136 | 6,125 | 5,829 | 3,468 | 2,796 | 2.97 |
| Santa Cruz | 9.2 | 274 | 1,687 | 2,203 | 1,560 | 1,404 | 2,072 | 1,562 | 2,276 | 1,440 | 1,587 | 1,218 | 1,117 | 3.39 |
| Yavapai | 47.4 | 1,816 | 5,972 | 8,480 | 6,384 | 7,695 | 17,053 | 12,014 | 20,925 | 6,002 | 4,940 | 2,240 | 1,279 | 2.40 |
| Yuma | 36.9 | 2,309 | 7,765 | 7,343 | 4,939 | 5,055 | 9,489 | 7,162 | 13,160 | 5,500 | 5,248 | 3,132 | 2,698 | 3.04 |
| **TOTAL METRO COUNTIES** | **1,157.4** | **81,071** | **265,854** | **256,702** | **168,148** | **137,383** | **248,242** | **299,721** | **400,232** | **180,468** | **152,537** | **72,515** | **51,907** | **2.62** |
| **TOTAL STATE** | **1,430.7** | **94,121** | **313,886** | **313,717** | **210,468** | **179,334** | **319,174** | **358,987** | **496,019** | **220,272** | **189,116** | **93,814** | **72,492** | **2.67** |
| **ARKANSAS** | | | | | | | | | | | | | | |
| **FAYETTEVILLE - SPRINGDALE** | **44.7** | **4,592** | **9,954** | **9,659** | **6,459** | **5,282** | **8,754** | **11,114** | **15,386** | **7,833** | **6,686** | **2,565** | **1,116** | **2.61** |
| Washington | 44.7 | 4,592 | 9,954 | 9,659 | 6,459 | 5,282 | 8,754 | 11,114 | 15,386 | 7,833 | 6,686 | 2,565 | 1,116 | 2.61 |
| **FORT SMITH** | **68.5** | **3,812** | **13,863** | **14,489** | **11,301** | **9,152** | **15,883** | **16,404** | **22,287** | **12,759** | **10,651** | **4,242** | **2,157** | **2.63** |
| Crawford | 15.9 | 832 | 3,316 | 3,441 | 2,746 | 2,163 | 3,402 | 2,897 | 5,275 | 3,232 | 2,814 | 1,129 | 553 | 2.77 |
| Sebastian | 39.9 | 2,324 | 8,296 | 8,492 | 6,267 | 5,096 | 9,425 | 10,816 | 13,005 | 6,960 | 5,761 | 2,261 | 1,097 | 2.53 |
| *Sequoyah, Okla.* | *12.7* | *656* | *2,251* | *2,556* | *2,288* | *1,893* | *3,056* | *2,691* | *4,007* | *2,567* | *2,076* | *852* | *507* | *2.75* |
| **LITTLE ROCK - NORTH LITTLE ROCK** | **198.7** | **11,951** | **45,483** | **46,434** | **31,164** | **24,381** | **39,287** | **50,170** | **64,082** | **36,168** | **30,489** | **11,618** | **6,173** | **2.62** |
| Faulkner | 22.5 | 2,171 | 4,981 | 4,860 | 3,407 | 2,636 | 4,445 | 4,693 | 7,645 | 4,200 | 3,862 | 1,442 | 658 | 2.80 |
| Lonoke | 14.3 | 619 | 2,944 | 3,277 | 2,552 | 1,857 | 3,051 | 2,689 | 4,358 | 2,901 | 2,744 | 1,084 | 524 | 2.83 |
| Pulaski | 137.9 | 8,154 | 32,570 | 32,587 | 20,954 | 16,551 | 27,084 | 38,494 | 44,137 | 24,037 | 19,399 | 7,511 | 4,322 | 2.55 |
| Saline | 24.0 | 1,007 | 4,988 | 5,710 | 4,251 | 3,337 | 4,707 | 4,294 | 7,942 | 5,030 | 4,484 | 1,581 | 669 | 2.78 |
| **PINE BLUFF** | **30.1** | **1,463** | **5,588** | **6,376** | **4,759** | **4,138** | **7,776** | **7,403** | **9,034** | **5,384** | **4,560** | **2,129** | **1,590** | **2.85** |
| Jefferson | 30.1 | 1,463 | 5,588 | 6,376 | 4,759 | 4,138 | 7,776 | 7,403 | 9,034 | 5,384 | 4,560 | 2,129 | 1,590 | 2.85 |
| **TEXARKANA** | **45.2** | **2,258** | **8,585** | **9,586** | **7,012** | **6,282** | **11,477** | **11,115** | **14,406** | **8,083** | **7,046** | **2,987** | **1,563** | **2.67** |
| Miller | 14.4 | 775 | 2,771 | 2,945 | 2,238 | 2,013 | 3,658 | 3,474 | 4,479 | 2,607 | 2,314 | 982 | 544 | 2.69 |
| *Bowie, Tex.* | *30.8* | *1,483* | *5,814* | *6,641* | *4,774* | *4,269* | *7,819* | *7,641* | *9,927* | *5,476* | *4,732* | *2,005* | *1,019* | *2.67* |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Arkansas | 8.3 | 323 | 1,446 | 1,719 | 1,242 | 1,186 | 2,384 | 2,176 | 2,681 | 1,498 | 1,182 | 485 | 278 | 2.57 |
| Ashley | 8.8 | 392 | 1,558 | 1,765 | 1,477 | 1,271 | 2,337 | 1,959 | 2,767 | 1,678 | 1,412 | 594 | 390 | 2.74 |
| Baxter | 13.9 | 390 | 1,586 | 2,030 | 1,705 | 2,211 | 5,978 | 3,459 | 6,434 | 1,799 | 1,481 | 492 | 235 | 2.30 |
| Benton | 39.5 | 1,928 | 7,365 | 7,506 | 5,551 | 5,608 | 11,542 | 8,035 | 15,876 | 6,494 | 5,617 | 2,386 | 1,092 | 2.60 |
| Boone | 11.3 | 597 | 1,943 | 2,128 | 1,689 | 1,679 | 3,264 | 2,667 | 4,120 | 1,958 | 1,701 | 587 | 267 | 2.55 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average Household Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **ARKANSAS (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Bradley | 4.5 | 175 | 715 | 813 | 645 | 679 | 1,473 | 1,152 | 1,504 | 793 | 670 | 224 | 157 | 2.58 |
| Calhoun | 2.2 | 88 | 387 | 438 | 325 | 302 | 660 | 537 | 701 | 407 | 326 | 150 | 79 | 2.64 |
| Carroll | 7.7 | 328 | 1,231 | 1,481 | 1,182 | 1,172 | 2,306 | 1,912 | 2,956 | 1,230 | 1,005 | 398 | 199 | 2.48 |
| Chicot | 5.4 | 214 | 820 | 924 | 835 | 832 | 1,775 | 1,469 | 1,446 | 849 | 777 | 424 | 435 | 2.87 |
| Clark | 7.7 | 599 | 1,289 | 1,360 | 1,081 | 1,033 | 2,338 | 2,147 | 2,701 | 1,227 | 1,067 | 366 | 192 | 2.73 |
| Clay | 7.5 | 336 | 1,091 | 1,197 | 1,133 | 1,168 | 2,575 | 2,048 | 2,759 | 1,275 | 952 | 308 | 158 | 2.39 |
| Cleburne | 8.1 | 284 | 1,164 | 1,327 | 1,238 | 1,421 | 2,666 | 1,813 | 3,452 | 1,289 | 1,018 | 400 | 128 | 2.46 |
| Cleveland | 2.9 | 108 | 468 | 593 | 507 | 443 | 781 | 585 | 972 | 539 | 526 | 207 | 71 | 2.72 |
| Columbia | 9.6 | 502 | 1,698 | 1,695 | 1,339 | 1,391 | 2,975 | 2,618 | 3,048 | 1,557 | 1,373 | 615 | 389 | 2.68 |
| Conway | 7.2 | 293 | 1,259 | 1,350 | 1,106 | 1,067 | 2,125 | 1,723 | 2,423 | 1,207 | 1,088 | 485 | 274 | 2.64 |
| Craighead | 26.8 | 2,503 | 5,557 | 5,503 | 4,113 | 3,482 | 5,642 | 6,399 | 9,014 | 5,327 | 4,072 | 1,392 | 596 | 2.63 |
| Crawford | 15.9 | 832 | 3,316 | 3,441 | 2,746 | 2,163 | 3,402 | 2,897 | 5,275 | 3,232 | 2,814 | 1,129 | 553 | 2.77 |
| ☐ Crittenden | 17.4 | 912 | 3,689 | 3,944 | 2,865 | 2,349 | 3,641 | 3,769 | 4,866 | 3,395 | 2,855 | 1,290 | 1,225 | 2.91 |
| Cross | 6.7 | 305 | 1,221 | 1,402 | 1,094 | 896 | 1,782 | 1,420 | 2,022 | 1,268 | 1,139 | 497 | 354 | 2.84 |
| Dallas | 3.6 | 121 | 573 | 699 | 535 | 530 | 1,142 | 956 | 1,156 | 590 | 497 | 239 | 162 | 2.61 |
| Desha | 5.8 | 255 | 1,086 | 1,154 | 879 | 756 | 1,670 | 1,431 | 1,627 | 1,018 | 910 | 448 | 366 | 2.83 |
| Drew | 6.3 | 404 | 1,175 | 1,266 | 995 | 847 | 1,613 | 1,516 | 1,958 | 1,204 | 1,024 | 362 | 236 | 2.75 |
| Faulkner | 22.5 | 2,171 | 4,981 | 4,860 | 3,407 | 2,636 | 4,445 | 4,693 | 7,645 | 4,200 | 3,862 | 1,442 | 658 | 2.80 |
| Franklin | 5.6 | 226 | 936 | 1,115 | 888 | 813 | 1,622 | 1,266 | 1,942 | 992 | 899 | 351 | 150 | 2.68 |
| Fulton | 4.1 | 159 | 524 | 715 | 605 | 653 | 1,444 | 972 | 1,571 | 690 | 559 | 221 | 87 | 2.49 |
| Garland | 31.3 | 1,172 | 4,534 | 5,443 | 4,364 | 4,983 | 10,804 | 8,780 | 12,246 | 4,646 | 3,703 | 1,358 | 567 | 2.38 |
| Grant | 5.3 | 225 | 965 | 1,146 | 1,003 | 731 | 1,230 | 1,049 | 1,716 | 1,067 | 982 | 337 | 149 | 2.70 |
| Greene | 12.4 | 632 | 2,198 | 2,454 | 2,026 | 1,810 | 3,280 | 2,775 | 4,388 | 2,370 | 1,899 | 715 | 253 | 2.58 |
| Hempstead | 8.2 | 373 | 1,493 | 1,555 | 1,226 | 1,176 | 2,377 | 2,086 | 2,654 | 1,398 | 1,212 | 551 | 299 | 2.61 |
| Hot Spring | 10.1 | 399 | 1,697 | 2,012 | 1,534 | 1,515 | 2,943 | 2,387 | 3,509 | 1,818 | 1,537 | 559 | 290 | 2.58 |
| Howard | 5.0 | 233 | 907 | 909 | 790 | 667 | 1,494 | 1,192 | 1,577 | 902 | 796 | 346 | 187 | 2.72 |
| Independence | 11.8 | 495 | 2,161 | 2,445 | 1,903 | 1,725 | 3,071 | 2,742 | 3,964 | 2,184 | 1,895 | 708 | 307 | 2.64 |
| Izard | 4.8 | 161 | 582 | 685 | 683 | 756 | 1,933 | 1,217 | 2,014 | 684 | 574 | 214 | 97 | 2.40 |
| Jackson | 7.3 | 274 | 1,150 | 1,372 | 1,170 | 1,120 | 2,214 | 1,857 | 2,434 | 1,325 | 1,040 | 421 | 223 | 2.56 |
| Jefferson | 30.1 | 1,463 | 5,588 | 6,376 | 4,759 | 4,138 | 7,775 | 7,403 | 9,034 | 5,384 | 4,560 | 2,129 | 1,590 | 2.85 |
| Johnson | 7.2 | 423 | 1,206 | 1,268 | 1,075 | 1,063 | 2,165 | 1,862 | 2,478 | 1,272 | 1,008 | 409 | 171 | 2.54 |
| Lafayette | 3.6 | 141 | 553 | 610 | 567 | 517 | 1,212 | 971 | 1,116 | 573 | 486 | 252 | 202 | 2.64 |
| Lawrence | 6.7 | 307 | 1,064 | 1,185 | 1,002 | 985 | 2,157 | 1,699 | 2,354 | 1,166 | 957 | 345 | 179 | 2.55 |
| Lee | 4.5 | 173 | 667 | 852 | 710 | 700 | 1,398 | 1,171 | 1,266 | 743 | 651 | 287 | 382 | 2.82 |
| Lincoln | 3.8 | 161 | 673 | 726 | 590 | 572 | 1,078 | 906 | 1,119 | 684 | 570 | 295 | 226 | 3.66 |
| Little River | 5.2 | 257 | 921 | 1,075 | 880 | 736 | 1,331 | 1,171 | 1,641 | 947 | 894 | 357 | 190 | 2.69 |
| Logan | 7.6 | 336 | 1,285 | 1,392 | 1,169 | 1,081 | 2,337 | 1,824 | 2,492 | 1,358 | 1,153 | 513 | 260 | 2.72 |
| Lonoke | 14.3 | 619 | 2,944 | 3,277 | 2,552 | 1,857 | 3,051 | 2,689 | 4,358 | 2,901 | 2,744 | 1,084 | 524 | 2.83 |
| Madison | 4.5 | 199 | 731 | 885 | 720 | 661 | 1,304 | 951 | 1,592 | 816 | 713 | 277 | 151 | 2.62 |
| Marion | 5.1 | 144 | 636 | 833 | 782 | 863 | 1,842 | 1,207 | 2,163 | 792 | 589 | 230 | 119 | 2.43 |
| Miller | 14.4 | 775 | 2,771 | 2,945 | 2,238 | 2,013 | 3,658 | 3,474 | 4,479 | 2,607 | 2,314 | 982 | 544 | 2.69 |
| Mississippi | 20.3 | 1,447 | 4,484 | 4,230 | 2,871 | 2,603 | 4,665 | 4,629 | 5,966 | 3,820 | 3,421 | 1,424 | 1,040 | 2.81 |
| Monroe | 4.2 | 163 | 687 | 710 | 596 | 647 | 1,397 | 1,223 | 1,279 | 680 | 585 | 223 | 210 | 2.60 |
| Montgomery | 3.1 | 120 | 460 | 518 | 475 | 523 | 1,004 | 732 | 1,221 | 509 | 388 | 173 | 77 | 2.55 |
| Nevada | 3.8 | 155 | 590 | 752 | 553 | 528 | 1,222 | 1,041 | 1,142 | 657 | 555 | 263 | 142 | 2.61 |
| Newton | 2.8 | 98 | 429 | 583 | 485 | 427 | 778 | 584 | 960 | 487 | 459 | 192 | 118 | 2.79 |
| Ouachita | 11.8 | 451 | 2,089 | 2,362 | 1,683 | 1,782 | 3,433 | 3,099 | 3,738 | 1,997 | 1,828 | 701 | 437 | 2.61 |
| Perry | 3.1 | 135 | 484 | 598 | 498 | 516 | 869 | 729 | 1,091 | 541 | 451 | 169 | 119 | 2.61 |
| Phillips | 9.8 | 435 | 1,620 | 1,844 | 1,500 | 1,496 | 2,905 | 2,663 | 2,688 | 1,616 | 1,326 | 721 | 786 | 2.84 |
| Pike | 3.9 | 175 | 642 | 686 | 629 | 553 | 1,215 | 913 | 1,364 | 680 | 602 | 234 | 107 | 2.62 |
| Poinsett | 9.3 | 452 | 1,598 | 1,768 | 1,555 | 1,365 | 2,562 | 2,185 | 2,963 | 1,810 | 1,533 | 528 | 281 | 2.65 |
| Polk | 6.9 | 324 | 999 | 1,212 | 1,022 | 1,083 | 2,260 | 1,683 | 2,559 | 1,110 | 914 | 404 | 230 | 2.54 |
| Pope | 17.4 | 1,303 | 3,639 | 3,772 | 2,597 | 2,310 | 3,779 | 3,861 | 5,765 | 3,319 | 2,891 | 1,112 | 452 | 2.69 |
| Prairie | 3.7 | 120 | 621 | 683 | 591 | 580 | 1,105 | 927 | 1,196 | 671 | 591 | 199 | 116 | 2.57 |
| Pulaski | 137.9 | 8,154 | 32,570 | 32,587 | 20,954 | 16,551 | 27,084 | 38,494 | 44,137 | 24,037 | 19,399 | 7,511 | 4,322 | 2.55 |
| Randolph | 6.4 | 300 | 1,027 | 1,123 | 998 | 1,035 | 1,917 | 1,507 | 2,253 | 1,165 | 939 | 358 | 178 | 2.58 |
| St. Francis | 9.9 | 458 | 1,807 | 2,061 | 1,541 | 1,414 | 2,619 | 2,391 | 2,777 | 1,769 | 1,505 | 735 | 723 | 2.84 |
| Saline | 24.0 | 1,007 | 4,988 | 5,710 | 4,251 | 3,337 | 4,707 | 4,294 | 7,942 | 5,030 | 4,484 | 1,581 | 669 | 2.78 |
| Scott | 4.0 | 224 | 697 | 630 | 663 | 622 | 1,164 | 895 | 1,435 | 775 | 560 | 223 | 112 | 2.60 |
| Searcy | 3.1 | 118 | 389 | 570 | 464 | 509 | 1,050 | 812 | 1,106 | 526 | 432 | 151 | 73 | 2.45 |
| Sebastian | 39.9 | 2,324 | 8,296 | 8,492 | 6,267 | 5,096 | 9,425 | 10,816 | 13,005 | 6,960 | 5,761 | 2,261 | 1,097 | 2.53 |
| Sevier | 5.1 | 220 | 925 | 986 | 786 | 727 | 1,456 | 1,202 | 1,713 | 882 | 762 | 361 | 180 | 2.67 |
| Sharp | 5.9 | 179 | 680 | 840 | 756 | 971 | 2,474 | 1,440 | 2,541 | 838 | 651 | 284 | 146 | 2.41 |
| Stone | 4.0 | 121 | 607 | 737 | 680 | 698 | 1,157 | 896 | 1,525 | 740 | 542 | 192 | 105 | 2.53 |
| Union | 17.8 | 738 | 3,280 | 3,606 | 2,571 | 2,416 | 5,189 | 4,675 | 5,582 | 3,082 | 2,695 | 1,139 | 627 | 2.61 |
| Van Buren | 5.8 | 151 | 701 | 905 | 795 | 1,057 | 2,191 | 1,344 | 2,501 | 820 | 654 | 304 | 177 | 2.47 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | Average House-hold Size |
| **ARKANSAS (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Washington | 44.7 | 4,592 | 9,954 | 9,659 | 6,459 | 5,282 | 8,754 | 11,114 | 15,386 | 7,833 | 6,686 | 2,565 | 1,116 | 2.61 |
| White | 20.1 | 1,142 | 3,640 | 3,925 | 3,201 | 2,887 | 5,305 | 4,387 | 6,982 | 3,668 | 3,248 | 1,260 | 555 | 2.77 |
| Woodruff | 3.5 | 139 | 577 | 685 | 481 | 474 | 1,144 | 953 | 1,068 | 602 | 527 | 204 | 146 | 2.63 |
| Yell | 7.1 | 374 | 1,221 | 1,280 | 1,144 | 1,052 | 2,029 | 1,650 | 2,516 | 1,287 | 1,052 | 388 | 207 | 2.55 |
| **TOTAL METRO COUNTIES** | **361.1** | **22,849** | **79,097** | **81,291** | **56,498** | **45,422** | **75,943** | **89,643** | **116,127** | **65,579** | **55,479** | **21,974** | **12,298** | **2.65** |
| **TOTAL STATE** | **901.8** | **49,026** | **171,505** | **183,384** | **137,991** | **124,798** | **235,096** | **220,171** | **303,911** | **159,264** | **134,544** | **53,721** | **30,189** | **2.63** |
| **CALIFORNIA** | | | | | | | | | | | | | | |
| **ANAHEIM - SANTA ANA** | **852.1** | **43,171** | **201,909** | **209,773** | **150,797** | **107,721** | **138,729** | **178,893** | **272,899** | **148,682** | **128,492** | **60,740** | **62,394** | **2.95** |
| Orange | 852.1 | 43,171 | 201,909 | 209,773 | 150,797 | 107,721 | 138,729 | 178,893 | 272,899 | 148,682 | 128,492 | 60,740 | 62,394 | 2.95 |
| **BAKERSFIELD** | **193.3** | **11,613** | **46,713** | **45,082** | **29,323** | **23,963** | **36,606** | **39,888** | **57,908** | **32,825** | **31,405** | **17,024** | **14,250** | **3.01** |
| Kern | 193.3 | 11,613 | 46,713 | 45,082 | 29,323 | 23,963 | 36,606 | 39,888 | 57,908 | 32,825 | 31,405 | 17,024 | 14,250 | 3.01 |
| **CHICO** | **74.8** | **7,256** | **13,193** | **15,090** | **9,266** | **8,926** | **21,069** | **19,302** | **28,346** | **10,984** | **9,667** | **3,867** | **2,634** | **2.54** |
| Butte | 74.8 | 7,256 | 13,193 | 15,090 | 9,266 | 8,926 | 21,069 | 19,302 | 28,346 | 10,984 | 9,667 | 3,867 | 2,634 | 2.54 |
| **FRESNO** | **233.7** | **15,640** | **53,173** | **54,717** | **34,992** | **28,436** | **46,742** | **49,747** | **68,940** | **39,376** | **36,101** | **19,561** | **19,975** | **3.04** |
| Fresno | 233.7 | 15,640 | 53,173 | 54,717 | 34,992 | 28,436 | 46,742 | 49,747 | 68,940 | 39,376 | 36,101 | 19,561 | 19,975 | 3.04 |
| **LOS ANGELES - LONG BEACH** | **3,049.0** | **161,237** | **729,600** | **742,230** | **496,420** | **380,414** | **539,099** | **770,763** | **845,914** | **484,465** | **421,479** | **244,417** | **281,962** | **2.98** |
| Los Angeles | 3,049.0 | 161,237 | 729,600 | 742,230 | 496,420 | 380,414 | 539,099 | 770,763 | 845,914 | 484,465 | 421,479 | 244,417 | 281,962 | 2.98 |
| ***LOS ANGELES - ANAHEIM - RIVERSIDE CONSOLIDATED AREA*** | ***5,064.4*** | ***264,711*** | ***1,206,069*** | ***1,234,029*** | ***825,196*** | ***627,643*** | ***906,752*** | ***1,177,732*** | ***1,475,917*** | ***832,853*** | ***740,747*** | ***407,093*** | ***430,058*** | ***2.98*** |
| **MERCED** | **57.5** | **3,731** | **14,243** | **13,060** | **8,408** | **7,152** | **10,906** | **10,323** | **16,039** | **10,066** | **9,629** | **5,438** | **6,005** | **3.25** |
| Merced | 57.5 | 3,731 | 14,243 | 13,060 | 8,408 | 7,152 | 10,906 | 10,323 | 16,039 | 10,066 | 9,629 | 5,438 | 6,005 | 3.25 |
| **MODESTO** | **132.9** | **7,154** | **30,682** | **31,762** | **20,587** | **16,108** | **26,607** | **26,805** | **40,181** | **22,975** | **22,415** | **11,418** | **9,106** | **2.97** |
| Stanislaus | 132.9 | 7,154 | 30,682 | 31,762 | 20,587 | 16,108 | 26,607 | 26,805 | 40,181 | 22,975 | 22,415 | 11,418 | 9,106 | 2.97 |
| **OAKLAND** | **800.4** | **38,490** | **177,332** | **207,162** | **136,206** | **96,021** | **145,189** | **204,066** | **257,705** | **137,933** | **115,636** | **49,274** | **35,786** | **2.69** |
| Alameda | 488.3 | 26,459 | 112,608 | 125,988 | 78,854 | 56,550 | 87,841 | 133,195 | 152,757 | 82,341 | 67,018 | 29,538 | 23,451 | 2.69 |
| Contra Costa | 312.1 | 12,031 | 64,724 | 81,174 | 57,352 | 39,471 | 57,348 | 70,871 | 104,948 | 55,592 | 48,618 | 19,736 | 12,335 | 2.68 |
| **OXNARD - VENTURA** | **221.8** | **8,311** | **47,721** | **58,520** | **40,461** | **28,306** | **38,481** | **39,462** | **67,697** | **40,695** | **37,808** | **18,751** | **17,387** | **3.10** |
| Ventura | 221.8 | 8,311 | 47,721 | 58,520 | 40,461 | 28,306 | 38,481 | 39,462 | 67,697 | 40,695 | 37,808 | 18,751 | 17,387 | 3.10 |
| **REDDING** | **59.6** | **2,975** | **10,830** | **13,611** | **9,831** | **8,092** | **14,261** | **13,553** | **21,873** | **9,850** | **8,482** | **3,674** | **2,168** | **2.62** |
| Shasta | 59.6 | 2,975 | 10,830 | 13,611 | 9,831 | 8,092 | 14,261 | 13,553 | 21,873 | 9,850 | 8,482 | 3,674 | 2,168 | 2.62 |
| **RIVERSIDE - SAN BERNARDINO** | **941.5** | **51,992** | **226,839** | **223,506** | **137,518** | **111,202** | **190,443** | **188,614** | **289,407** | **159,011** | **152,968** | **83,185** | **68,315** | **3.00** |
| Riverside | 441.3 | 22,068 | 98,676 | 97,484 | 62,198 | 54,507 | 106,367 | 92,372 | 144,586 | 69,798 | 66,274 | 36,919 | 31,351 | 2.92 |
| San Bernardino | 500.2 | 29,924 | 128,163 | 126,022 | 75,320 | 56,695 | 84,076 | 96,242 | 144,821 | 89,213 | 86,694 | 46,266 | 36,964 | 3.07 |
| **SACRAMENTO** | **588.7** | **36,608** | **135,013** | **146,068** | **90,671** | **72,231** | **108,109** | **142,836** | **199,490** | **101,397** | **85,081** | **35,503** | **24,393** | **2.67** |
| El Dorado | 50.7 | 1,647 | 9,825 | 14,251 | 8,277 | 6,704 | 9,996 | 9,470 | 19,217 | 8,830 | 8,251 | 3,190 | 1,742 | 2.69 |
| Placer | 69.2 | 2,365 | 13,098 | 18,650 | 12,342 | 8,899 | 13,846 | 13,767 | 24,894 | 12,351 | 11,556 | 4,339 | 2,293 | 2.69 |
| Sacramento | 415.5 | 26,262 | 99,941 | 101,053 | 62,411 | 50,700 | 75,133 | 107,049 | 137,558 | 70,878 | 57,219 | 24,651 | 18,145 | 2.64 |
| Yolo | 53.3 | 6,334 | 12,149 | 12,114 | 7,641 | 5,928 | 9,134 | 12,550 | 17,821 | 9,338 | 8,055 | 3,323 | 2,213 | 2.78 |
| **SALINAS - SEASIDE - MONTEREY** | **115.9** | **7,091** | **27,538** | **27,940** | **16,663** | **14,243** | **22,425** | **23,978** | **35,231** | **19,787** | **17,683** | **9,327** | **9,894** | **3.17** |
| Monterey | 115.9 | 7,091 | 27,538 | 27,940 | 16,663 | 14,243 | 22,425 | 23,978 | 35,231 | 19,787 | 17,683 | 9,327 | 9,894 | 3.17 |
| **SAN DIEGO** | **920.6** | **63,172** | **225,432** | **219,245** | **132,304** | **104,823** | **175,624** | **214,341** | **308,894** | **155,795** | **129,361** | **62,085** | **50,124** | **2.83** |
| San Diego | 920.6 | 63,172 | 225,432 | 219,245 | 132,304 | 104,823 | 175,624 | 214,341 | 308,894 | 155,795 | 129,361 | 62,085 | 50,124 | 2.83 |
| **SAN FRANCISCO** | **648.7** | **25,748** | **134,634** | **160,147** | **107,254** | **83,318** | **137,599** | **212,214** | **208,668** | **94,086** | **71,484** | **32,253** | **29,995** | **2.51** |
| Marin | 97.3 | 2,574 | 16,247 | 26,623 | 20,011 | 12,998 | 18,847 | 28,098 | 35,964 | 15,727 | 11,697 | 3,873 | 1,941 | 2.42 |
| San Francisco | 304.0 | 14,432 | 67,305 | 73,050 | 44,094 | 36,679 | 68,440 | 121,116 | 90,772 | 37,443 | 26,087 | 13,411 | 15,171 | 2.39 |
| San Mateo | 247.4 | 8,742 | 51,082 | 60,474 | 43,149 | 33,641 | 50,312 | 63,000 | 81,932 | 40,916 | 33,700 | 14,969 | 12,883 | 2.70 |
| ***SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA*** | ***2,380.6*** | ***107,123*** | ***528,938*** | ***610,223*** | ***402,425*** | ***289,204*** | ***442,687*** | ***625,918*** | ***766,019*** | ***394,495*** | ***329,585*** | ***145,775*** | ***118,808*** | ***2.70*** |
| **SAN JOSE** | **527.4** | **23,977** | **132,671** | **133,536** | **94,350** | **64,636** | **78,230** | **116,420** | **165,082** | **93,274** | **80,485** | **37,774** | **34,365** | **2.91** |
| Santa Clara | 527.4 | 23,977 | 132,671 | 133,536 | 94,350 | 64,636 | 78,230 | 116,420 | 165,082 | 93,274 | 80,485 | 37,774 | 34,365 | 2.91 |
| **SANTA BARBARA - SANTA MARIA - LOMPOC** | **132.3** | **10,130** | **28,195** | **29,087** | **19,352** | **16,633** | **28,903** | **30,916** | **44,302** | **21,574** | **18,820** | **8,655** | **8,033** | **2.86** |
| Santa Barbara | 132.3 | 10,130 | 28,195 | 29,087 | 19,352 | 16,633 | 28,903 | 30,916 | 44,302 | 21,574 | 18,820 | 8,655 | 8,033 | 2.86 |
| **SANTA CRUZ** | **84.6** | **4,465** | **17,005** | **24,232** | **13,142** | **8,731** | **17,025** | **20,716** | **28,210** | **14,309** | **11,834** | **5,078** | **4,453** | **2.77** |
| Santa Cruz | 84.6 | 4,465 | 17,005 | 24,232 | 13,142 | 8,731 | 17,025 | 20,716 | 28,210 | 14,309 | 11,834 | 5,078 | 4,453 | 2.77 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/91 Total Households (Thousands) | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | Average Household Size |
| **CALIFORNIA (continued)** | | | | | | | | | | | | | | |
| **SANTA ROSA - PETALUMA** | **156.0** | **6,437** | **30,188** | **41,796** | **24,690** | **17,397** | **35,492** | **39,009** | **54,494** | **25,397** | **22,436** | **9,010** | **5,654** | **2.61** |
| Sonoma | 156.0 | 6,437 | 30,188 | 41,796 | 24,690 | 17,397 | 35,492 | 39,009 | 54,494 | 25,397 | 22,436 | 9,010 | 5,654 | 2.61 |
| **STOCKTON** | **163.6** | **8,742** | **35,257** | **38,846** | **25,475** | **20,557** | **34,723** | **34,763** | **48,227** | **27,710** | **26,110** | **13,812** | **12,978** | **3.07** |
| San Joaquin | 163.6 | 8,742 | 35,257 | 38,846 | 25,475 | 20,557 | 34,723 | 34,763 | 48,227 | 27,710 | 26,110 | 13,812 | 12,978 | 3.07 |
| **VALLEJO - FAIRFIELD - NAPA** | **163.5** | **8,006** | **37,108** | **43,350** | **26,783** | **19,101** | **29,152** | **33,493** | **51,860** | **29,496** | **27,710** | **12,386** | **8,555** | **2.93** |
| Napa | 42.5 | 1,580 | 7,369 | 9,918 | 6,994 | 5,514 | 11,125 | 10,659 | 15,242 | 6,661 | 5,912 | 2,390 | 1,636 | 2.69 |
| Solano | 121.0 | 6,426 | 29,739 | 33,432 | 19,789 | 13,587 | 18,027 | 22,834 | 36,618 | 22,835 | 21,798 | 9,996 | 6,919 | 3.02 |
| **VISALIA - TULARE - PORTERVILLE** | **102.3** | **5,539** | **21,965** | **23,168** | **15,892** | **12,965** | **22,771** | **18,779** | **29,127** | **17,010** | **17,154** | **10,076** | **10,154** | **3.21** |
| Tulare | 102.3 | 5,539 | 21,965 | 23,168 | 15,892 | 12,965 | 22,771 | 18,779 | 29,127 | 17,010 | 17,154 | 10,076 | 10,154 | 3.21 |
| **YUBA CITY** | **45.2** | **2,808** | **9,936** | **9,705** | **6,956** | **6,280** | **9,515** | **9,714** | **14,671** | **7,654** | **7,033** | **3,403** | **2,725** | **2.86** |
| Sutter | 24.5 | 1,309 | 5,063 | 5,301 | 4,092 | 3,494 | 5,241 | 5,384 | 8,152 | 4,033 | 3,732 | 1,821 | 1,378 | 2.79 |
| Yuba | 20.7 | 1,499 | 4,873 | 4,404 | 2,864 | 2,786 | 4,274 | 4,330 | 6,519 | 3,621 | 3,301 | 1,582 | 1,347 | 2.94 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Alameda | 488.3 | 26,459 | 112,608 | 125,988 | 78,854 | 56,550 | 87,841 | 133,195 | 152,757 | 82,341 | 67,018 | 29,538 | 23,451 | 2.69 |
| Alpine | .4 | 21 | 88 | 117 | 69 | 53 | 52 | 121 | 133 | 59 | 43 | 29 | 15 | 2.75 |
| Amador | 11.7 | 291 | 1,545 | 2,439 | 1,812 | 1,913 | 3,700 | 2,654 | 5,140 | 1,652 | 1,421 | 575 | 258 | 2.85 |
| Butte | 74.8 | 7,256 | 13,193 | 15,090 | 9,266 | 8,926 | 21,069 | 19,302 | 28,346 | 10,984 | 9,667 | 3,867 | 2,634 | 2.54 |
| Calaveras | 13.9 | 323 | 1,933 | 3,071 | 2,290 | 2,343 | 3,940 | 3,003 | 5,857 | 1,982 | 1,856 | 769 | 433 | 2.52 |
| Colusa | 5.8 | 222 | 1,129 | 1,297 | 864 | 835 | 1,453 | 1,321 | 1,816 | 863 | 896 | 469 | 435 | 2.91 |
| Contra Costa | 312.1 | 12,031 | 64,724 | 81,174 | 57,352 | 39,471 | 57,348 | 70,871 | 104,948 | 55,592 | 48,618 | 19,736 | 12,335 | 2.68 |
| Del Norte | 8.7 | 388 | 1,712 | 1,893 | 1,323 | 1,190 | 2,194 | 2,038 | 3,079 | 1,366 | 1,209 | 586 | 422 | 3.05 |
| El Dorado | 50.7 | 1,647 | 9,825 | 14,251 | 8,277 | 6,704 | 9,996 | 9,470 | 19,217 | 8,830 | 8,251 | 3,190 | 1,742 | 2.69 |
| Fresno | 233.7 | 15,640 | 53,173 | 54,717 | 34,992 | 28,436 | 46,742 | 49,747 | 68,940 | 39,376 | 36,101 | 19,561 | 19,975 | 3.04 |
| Glenn | 9.1 | 381 | 1,698 | 2,019 | 1,354 | 1,228 | 2,420 | 2,140 | 2,925 | 1,362 | 1,336 | 748 | 589 | 2.80 |
| Humboldt | 48.0 | 3,602 | 9,682 | 12,239 | 6,898 | 5,678 | 9,901 | 12,787 | 16,575 | 7,775 | 6,678 | 2,753 | 1,432 | 2.56 |
| Imperial | 34.0 | 1,388 | 6,882 | 7,805 | 5,329 | 5,200 | 7,396 | 6,224 | 8,284 | 5,679 | 5,780 | 4,254 | 3,779 | 3.43 |
| Inyo | 7.7 | 201 | 1,176 | 1,683 | 1,211 | 1,185 | 2,244 | 2,271 | 2,922 | 1,002 | 897 | 398 | 210 | 2.40 |
| Kern | 193.3 | 11,613 | 46,713 | 45,082 | 29,323 | 23,963 | 36,606 | 39,888 | 57,908 | 32,825 | 31,405 | 17,024 | 14,250 | 3.01 |
| Kings | 30.5 | 2,394 | 8,344 | 7,647 | 4,859 | 3,834 | 3,422 | 5,411 | 8,505 | 5,550 | 5,397 | 3,111 | 2,526 | 3.49 |
| Lake | 22.1 | 742 | 2,987 | 4,270 | 2,863 | 3,331 | 7,907 | 5,921 | 9,057 | 2,876 | 2,479 | 1,079 | 688 | 2.42 |
| Lassen | 8.9 | 454 | 1,634 | 2,179 | 1,394 | 1,284 | 1,955 | 1,933 | 3,147 | 1,418 | 1,408 | 649 | 345 | 3.27 |
| Los Angeles | 3,049.0 | 161,237 | 729,600 | 742,230 | 496,420 | 380,414 | 539,099 | 770,763 | 845,914 | 484,465 | 421,479 | 244,417 | 281,962 | 2.98 |
| Madera | 30.3 | 1,223 | 5,476 | 7,335 | 4,845 | 4,275 | 7,146 | 5,237 | 9,664 | 4,966 | 5,037 | 2,772 | 2,624 | 3.20 |
| Marin | 97.3 | 2,574 | 16,247 | 26,623 | 20,011 | 12,998 | 18,847 | 28,098 | 35,964 | 15,727 | 11,697 | 3,873 | 1,941 | 2.42 |
| Mariposa | 6.0 | 144 | 895 | 1,258 | 971 | 1,008 | 1,724 | 1,457 | 2,473 | 865 | 727 | 324 | 154 | 2.55 |
| Mendocino | 31.4 | 1,315 | 5,259 | 8,323 | 5,219 | 4,011 | 7,273 | 7,856 | 10,969 | 4,998 | 4,394 | 1,894 | 1,289 | 2.64 |
| Merced | 57.5 | 3,731 | 14,243 | 13,060 | 8,408 | 7,152 | 10,906 | 10,323 | 16,039 | 10,066 | 9,629 | 5,438 | 6,005 | 3.25 |
| Modoc | 3.8 | 142 | 539 | 846 | 579 | 588 | 1,106 | 970 | 1,433 | 565 | 458 | 237 | 137 | 2.63 |
| Mono | 4.1 | 250 | 1,118 | 1,199 | 627 | 470 | 436 | 1,043 | 1,487 | 661 | 583 | 209 | 117 | 2.51 |
| Monterey | 115.9 | 7,091 | 27,538 | 27,940 | 16,663 | 14,243 | 22,425 | 23,978 | 35,231 | 19,787 | 17,683 | 9,327 | 9,894 | 3.17 |
| Napa | 42.5 | 1,580 | 7,369 | 9,918 | 6,994 | 5,514 | 11,125 | 10,659 | 15,242 | 6,661 | 5,912 | 2,390 | 1,636 | 2.69 |
| Nevada | 32.7 | 775 | 4,406 | 8,347 | 5,110 | 4,692 | 9,370 | 6,920 | 13,656 | 4,967 | 4,453 | 1,784 | 920 | 2.55 |
| Orange | 852.1 | 43,171 | 201,909 | 209,773 | 150,797 | 107,721 | 138,729 | 178,893 | 272,899 | 148,682 | 128,492 | 60,740 | 62,394 | 2.95 |
| Placer | 69.2 | 2,365 | 13,098 | 18,650 | 12,342 | 8,899 | 13,846 | 13,767 | 24,894 | 12,351 | 11,556 | 4,339 | 2,293 | 2.69 |
| Plumas | 8.5 | 281 | 1,264 | 1,977 | 1,325 | 1,370 | 2,283 | 2,088 | 3,500 | 1,205 | 1,062 | 456 | 189 | 2.41 |
| Riverside | 441.3 | 22,068 | 98,676 | 97,484 | 62,198 | 54,507 | 106,367 | 92,372 | 144,586 | 69,798 | 66,274 | 36,919 | 31,351 | 2.92 |
| Sacramento | 415.5 | 26,262 | 99,941 | 101,053 | 62,411 | 50,700 | 75,133 | 107,049 | 137,558 | 70,878 | 57,219 | 24,651 | 18,145 | 2.64 |
| San Benito | 11.9 | 484 | 2,575 | 3,088 | 1,919 | 1,507 | 2,327 | 1,945 | 3,483 | 2,060 | 2,060 | 1,211 | 1,141 | 3.24 |
| San Bernardino | 500.2 | 29,924 | 128,163 | 126,022 | 75,320 | 56,695 | 84,076 | 96,242 | 144,821 | 89,213 | 86,694 | 46,266 | 36,964 | 3.07 |
| San Diego | 920.6 | 63,172 | 225,432 | 219,245 | 132,304 | 104,823 | 175,624 | 214,341 | 308,894 | 155,795 | 129,361 | 62,085 | 50,124 | 2.83 |
| San Francisco | 304.0 | 14,432 | 67,305 | 73,050 | 44,094 | 36,679 | 68,440 | 121,116 | 90,772 | 37,443 | 26,087 | 13,411 | 15,171 | 2.39 |
| San Joaquin | 163.6 | 8,742 | 35,257 | 38,846 | 25,475 | 20,557 | 34,723 | 34,763 | 48,227 | 27,710 | 26,110 | 13,812 | 12,978 | 3.07 |
| San Luis Obispo | 83.2 | 7,154 | 15,974 | 19,214 | 10,945 | 9,756 | 20,157 | 20,182 | 30,780 | 13,128 | 11,545 | 4,583 | 2,982 | 2.70 |
| San Mateo | 247.4 | 8,742 | 51,082 | 60,474 | 43,149 | 33,641 | 50,312 | 63,000 | 81,932 | 40,916 | 33,700 | 14,969 | 12,883 | 2.70 |
| Santa Barbara | 132.3 | 10,130 | 28,195 | 29,087 | 19,352 | 16,633 | 28,903 | 30,916 | 44,302 | 21,574 | 18,820 | 8,655 | 8,033 | 2.86 |
| Santa Clara | 527.4 | 23,977 | 132,671 | 133,536 | 94,350 | 64,636 | 78,230 | 116,420 | 165,082 | 93,274 | 80,485 | 37,774 | 34,365 | 2.91 |
| Santa Cruz | 84.6 | 4,465 | 17,005 | 24,232 | 13,142 | 8,731 | 17,025 | 20,716 | 28,210 | 14,309 | 11,834 | 5,078 | 4,453 | 2.77 |
| Shasta | 59.6 | 2,975 | 10,830 | 13,611 | 9,831 | 8,092 | 14,261 | 13,553 | 21,873 | 9,850 | 8,482 | 3,674 | 2,168 | 2.62 |
| Sierra | 1.3 | 22 | 187 | 305 | 239 | 178 | 369 | 348 | 497 | 158 | 172 | 86 | 39 | 2.54 |
| Siskiyou | 17.8 | 567 | 2,645 | 4,210 | 2,749 | 2,621 | 4,908 | 4,646 | 6,581 | 2,642 | 2,314 | 1,037 | 580 | 2.50 |
| Solano | 121.0 | 6,426 | 29,739 | 33,432 | 19,789 | 13,587 | 18,027 | 22,834 | 36,618 | 22,835 | 21,798 | 9,996 | 6,919 | 3.02 |
| Sonoma | 156.0 | 6,437 | 30,188 | 41,796 | 24,690 | 17,397 | 35,492 | 39,009 | 54,494 | 25,397 | 22,436 | 9,010 | 5,654 | 2.61 |
| Stanislaus | 132.9 | 7,154 | 30,682 | 31,762 | 20,587 | 16,108 | 26,607 | 26,805 | 40,181 | 22,975 | 22,415 | 11,418 | 9,106 | 2.97 |
| Sutter | 24.5 | 1,309 | 5,063 | 5,301 | 4,092 | 3,494 | 5,241 | 5,384 | 8,152 | 4,033 | 3,732 | 1,821 | 1,378 | 2.79 |
| Tehama | 19.6 | 821 | 3,267 | 3,862 | 3,009 | 2,977 | 5,664 | 4,444 | 7,393 | 2,951 | 2,707 | 1,243 | 862 | 2.65 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/91 Total Households (Thousands) | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | Average Household Size |
| **CALIFORNIA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Trinity | 5.2 | 158 | 747 | 1,306 | 833 | 836 | 1,320 | 1,303 | 1,981 | 780 | 633 | 327 | 176 | 2.56 |
| Tulare | 102.3 | 5.539 | 21,965 | 23,168 | 15,892 | 12,965 | 22,771 | 18,779 | 29,127 | 17,010 | 17,154 | 10,076 | 10,154 | 3.21 |
| Tuolumne | 19.2 | 661 | 2,808 | 4,406 | 2,894 | 2,938 | 5,493 | 4,399 | 7,885 | 2,924 | 2,504 | 1,011 | 477 | 2.67 |
| Ventura | 221.8 | 8,311 | 47,721 | 58,520 | 40,461 | 28,306 | 38,481 | 39,462 | 67,697 | 40,695 | 37,808 | 18,751 | 17,387 | 3.10 |
| Yolo | 53.3 | 6,334 | 12,149 | 12,114 | 7,641 | 5,928 | 9,134 | 12,550 | 17,821 | 9,338 | 8,055 | 3,323 | 2,213 | 2.78 |
| Yuba | 20.7 | 1,499 | 4,873 | 4,404 | 2,864 | 2,786 | 4,274 | 4,330 | 6,519 | 3,621 | 3,301 | 1,582 | 1,347 | 2.94 |
| **TOTAL METRO COUNTIES** | **10,265.4** | **554,293** | **2,387,177** | **2,511,633** | **1,647,341** | **1,257,256** | **1,907,700** | **2,438,595** | **3,155,165** | **1,704,351** | **1,489,273** | **756,711** | **721,305** | **2.89** |
| **TOTAL STATE** | **10,741.2** | **578,797** | **2,473,147** | **2,623,968** | **1,718,871** | **1,322,557** | **2,023,860** | **2,547,257** | **3,324,387** | **1,778,805** | **1,557,322** | **789,305** | **744,124** | **2.88** |
| **COLORADO** | | | | | | | | | | | | | | |
| **BOULDER - LONGMONT** | **90.5** | **7,987** | **22,790** | **25,766** | **14,103** | **8,580** | **11,274** | **24,203** | **31,189** | **15,555** | **12,889** | **4,600** | **2,064** | **2.54** |
| Boulder | 90.5 | 7,987 | 22,790 | 25,766 | 14,103 | 8,580 | 11,274 | 24,203 | 31,189 | 15,555 | 12,889 | 4,600 | 2,064 | 2.54 |
| **COLORADO SPRINGS** | **154.1** | **11,471** | **41,273** | **39,182** | **23,471** | **17,465** | **21,238** | **37,153** | **49,744** | **27,842** | **24,880** | **9,850** | **4,631** | **2.69** |
| El Paso | 154.1 | 11,471 | 41,273 | 39,182 | 23,471 | 17,465 | 21,238 | 37,153 | 49,744 | 27,842 | 24,880 | 9,850 | 4,631 | 2.69 |
| **DENVER** | **662.1** | **36,095** | **165,415** | **178,217** | **105,474** | **75,855** | **101,044** | **192,230** | **211,575** | **107,957** | **94,200** | **37,196** | **18,942** | **2.50** |
| Adams | 97.6 | 6,013 | 25,627 | 25,013 | 15,523 | 12,431 | 12,993 | 21,530 | 30,127 | 18,087 | 16,693 | 7,233 | 3,930 | 2.75 |
| Arapahoe | 159.8 | 8,993 | 41,312 | 46,173 | 27,377 | 16,841 | 19,104 | 42,798 | 51,286 | 27,386 | 25,100 | 9,260 | 3,970 | 2.52 |
| Denver | 211.2 | 13,446 | 51,939 | 49,535 | 26,970 | 23,930 | 45,380 | 86,568 | 64,470 | 26,533 | 19,065 | 8,659 | 5,905 | 2.22 |
| Douglas | 22.7 | 487 | 6,147 | 7,989 | 4,402 | 2,094 | 1,581 | 2,863 | 7,723 | 4,686 | 4,984 | 1,781 | 663 | 2.89 |
| Jefferson | 170.8 | 7,156 | 40,390 | 49,507 | 31,202 | 20,559 | 21,986 | 38,471 | 57,969 | 31,265 | 28,358 | 10,263 | 4,474 | 2.62 |
| ***DENVER - BOULDER CONSOLIDATED AREA*** | ***752.6*** | ***44,082*** | ***188,205*** | ***203,983*** | ***119,577*** | ***84,435*** | ***112,318*** | ***216,433*** | ***242,764*** | ***123,512*** | ***107,089*** | ***41,796*** | ***21,006*** | ***2.50*** |
| **FORT COLLINS - LOVELAND** | **74.5** | **7,208** | **17,687** | **19,499** | **10,890** | **7,353** | **11,863** | **17,406** | **26,598** | **12,396** | **11,711** | **4,454** | **1,935** | **2.64** |
| Larimer | 74.5 | 7,208 | 17,687 | 19,499 | 10,890 | 7,353 | 11,863 | 17,406 | 26,598 | 12,396 | 11,711 | 4,454 | 1,935 | 2.64 |
| **GREELEY** | **48.1** | **4,195** | **10,587** | **11,676** | **7,237** | **5,533** | **8,872** | **10,887** | **15,669** | **8,158** | **7,876** | **3,529** | **1,981** | **2.78** |
| Weld | 48.1 | 4,195 | 10,587 | 11,676 | 7,237 | 5,533 | 8,872 | 10,887 | 15,669 | 8,158 | 7,876 | 3,529 | 1,981 | 2.78 |
| **PUEBLO** | **47.6** | **2,369** | **8,501** | **10,172** | **6,906** | **7,172** | **12,480** | **12,517** | **15,572** | **8,002** | **6,876** | **2,996** | **1,637** | **2.61** |
| Pueblo | 47.6 | 2,369 | 8,501 | 10,172 | 6,906 | 7,172 | 12,480 | 12,517 | 15,572 | 8,002 | 6,876 | 2,996 | 1,637 | 2.61 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Adams | 97.6 | 6,013 | 25,627 | 25,013 | 15,523 | 12,431 | 12,993 | 21,530 | 30,127 | 18,087 | 16,693 | 7,233 | 3,930 | 2.75 |
| Alamosa | 4.9 | 453 | 1,105 | 1,179 | 732 | 554 | 877 | 1,227 | 1,491 | 843 | 746 | 385 | 208 | 2.88 |
| Arapahoe | 159.8 | 8,993 | 41,312 | 46,173 | 27,377 | 16,841 | 19,104 | 42,798 | 51,286 | 27,386 | 25,100 | 9,260 | 3,970 | 2.52 |
| Archuleta | 2.1 | 57 | 373 | 558 | 326 | 364 | 422 | 432 | 781 | 342 | 332 | 132 | 81 | 2.62 |
| Baca | 1.8 | 59 | 275 | 347 | 252 | 273 | 594 | 519 | 670 | 233 | 222 | 107 | 49 | 2.50 |
| Bent | 1.8 | 49 | 255 | 387 | 265 | 306 | 538 | 533 | 587 | 258 | 233 | 124 | 65 | 2.67 |
| Boulder | 90.5 | 7,987 | 22,790 | 25,766 | 14,103 | 8,580 | 11,274 | 24,203 | 31,189 | 15,555 | 12,889 | 4,600 | 2,064 | 2.54 |
| Chaffee | 4.8 | 142 | 714 | 1,047 | 741 | 761 | 1,395 | 1,340 | 1,841 | 645 | 610 | 246 | 118 | 2.65 |
| Cheyenne | .9 | 48 | 199 | 195 | 112 | 105 | 241 | 265 | 268 | 111 | 131 | 83 | 42 | 2.67 |
| Clear Creek | 3.1 | 101 | 605 | 1,111 | 584 | 350 | 349 | 865 | 1,100 | 479 | 438 | 160 | 58 | 2.45 |
| Conejos | 2.6 | 76 | 422 | 552 | 384 | 430 | 736 | 596 | 730 | 405 | 375 | 273 | 221 | 2.88 |
| Costilla | 1.2 | 34 | 174 | 231 | 186 | 211 | 364 | 290 | 383 | 197 | 184 | 104 | 42 | 2.67 |
| Crowley | 1.3 | 64 | 241 | 279 | 195 | 238 | 283 | 355 | 462 | 174 | 173 | 90 | 46 | 3.46 |
| Custer | .8 | 10 | 119 | 158 | 164 | 136 | 213 | 242 | 282 | 111 | 99 | 45 | 21 | 2.38 |
| Delta | 8.2 | 237 | 1,066 | 1,521 | 1,209 | 1,243 | 2,924 | 2,041 | 3,335 | 1,109 | 976 | 495 | 244 | 2.52 |
| Denver | 211.2 | 13,446 | 51,939 | 49,535 | 26,970 | 23,930 | 45,380 | 86,568 | 64,470 | 26,533 | 19,065 | 8,659 | 5,905 | 2.22 |
| Dolores | .6 | 20 | 99 | 119 | 109 | 98 | 155 | 168 | 204 | 78 | 89 | 37 | 24 | 2.50 |
| Douglas | 22.7 | 487 | 6,147 | 7,989 | 4,402 | 2,094 | 1,581 | 2,863 | 7,723 | 4,686 | 4,984 | 1,781 | 663 | 2.89 |
| Eagle | 8.7 | 542 | 2,969 | 2,975 | 1,188 | 521 | 505 | 1,949 | 2,823 | 1,734 | 1,447 | 514 | 233 | 2.63 |
| Elbert | 3.5 | 79 | 722 | 1,153 | 658 | 395 | 493 | 543 | 1,218 | 643 | 671 | 302 | 123 | 2.86 |
| El Paso | 154.1 | 11,471 | 41,273 | 39,182 | 23,471 | 17,465 | 21,238 | 37,153 | 49,744 | 27,842 | 24,880 | 9,850 | 4,631 | 2.69 |
| Fremont | 12.1 | 441 | 1,752 | 2,362 | 1,756 | 1,839 | 3,950 | 3,254 | 4,594 | 1,711 | 1,532 | 674 | 335 | 2.76 |
| Garfield | 11.8 | 634 | 2,712 | 3,408 | 1,713 | 1,319 | 2,014 | 2,676 | 4,015 | 2,066 | 2,008 | 684 | 351 | 2.64 |
| Gilpin | 1.3 | 27 | 274 | 478 | 223 | 136 | 162 | 360 | 492 | 217 | 146 | 62 | 23 | 2.38 |
| Grand | 3.1 | 173 | 786 | 919 | 420 | 395 | 407 | 755 | 1,140 | 479 | 499 | 160 | 67 | 2.55 |
| Gunnison | 3.8 | 598 | 891 | 1,020 | 501 | 351 | 439 | 1,036 | 1,389 | 606 | 532 | 174 | 63 | 2.71 |
| Hinsdale | .2 | 6 | 44 | 48 | 33 | 34 | 35 | 58 | 90 | 22 | 20 | 9 | 1 | 2.50 |
| Huerfano | 2.4 | 62 | 301 | 444 | 347 | 377 | 869 | 755 | 821 | 316 | 288 | 144 | 76 | 2.42 |
| Jackson | .6 | 26 | 112 | 143 | 115 | 97 | 107 | 152 | 213 | 92 | 90 | 30 | 23 | 2.67 |
| Jefferson | 170.8 | 7,156 | 40,390 | 49,507 | 31,202 | 20,559 | 21,986 | 38,471 | 57,969 | 31,265 | 28,358 | 10,263 | 4,474 | 2.62 |
| Kiowa | .7 | 22 | 111 | 157 | 98 | 81 | 231 | 239 | 216 | 87 | 97 | 46 | 15 | 2.43 |
| Kit Carson | 2.8 | 111 | 535 | 563 | 424 | 382 | 785 | 746 | 990 | 370 | 395 | 195 | 104 | 2.54 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average Household Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **COLORADO (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Lake | 2.3 | 175 | 566 | 621 | 332 | 265 | 341 | 671 | 701 | 382 | 338 | 157 | 51 | 2.48 |
| La Plata | 12.3 | 1,007 | 2,399 | 3,444 | 1,859 | 1,430 | 2,161 | 2,957 | 4,297 | 2,058 | 1,839 | 779 | 370 | 2.68 |
| Larimer | 74.5 | 7,208 | 17,687 | 19,499 | 10,890 | 7,353 | 11,863 | 17,406 | 26,598 | 12,396 | 11,711 | 4,454 | 1,935 | 2.64 |
| Las Animas | 5.4 | 232 | 724 | 1,061 | 769 | 826 | 1,788 | 1,604 | 1,777 | 831 | 652 | 340 | 196 | 2.52 |
| Lincoln | 1.8 | 60 | 345 | 303 | 265 | 255 | 572 | 521 | 638 | 218 | 259 | 115 | 49 | 2.50 |
| Logan | 6.8 | 373 | 1,306 | 1,375 | 958 | 972 | 1,816 | 1,901 | 2,374 | 955 | 938 | 439 | 193 | 2.51 |
| Mesa | 37.3 | 2,141 | 7,076 | 8,660 | 5,552 | 4,946 | 8,925 | 9,393 | 13,477 | 5,727 | 5,478 | 2,162 | 1,063 | 2.55 |
| Mineral | .2 | 6 | 38 | 45 | 28 | 32 | 51 | 62 | 78 | 24 | 23 | 11 | 2 | 2.50 |
| Moffat | 4.0 | 210 | 916 | 1,124 | 663 | 478 | 609 | 955 | 1,202 | 640 | 748 | 325 | 130 | 2.75 |
| Montezuma | 6.7 | 262 | 1,261 | 1,599 | 1,043 | 991 | 1,544 | 1,464 | 2,215 | 1,074 | 1,092 | 522 | 333 | 2.78 |
| Montrose | 9.5 | 322 | 1,542 | 2,100 | 1,566 | 1,392 | 2,578 | 2,178 | 3,575 | 1,430 | 1,432 | 603 | 282 | 2.59 |
| Morgan | 8.2 | 452 | 1,692 | 1,678 | 1,139 | 1,087 | 2,152 | 2,052 | 2,692 | 1,240 | 1,220 | 647 | 349 | 2.68 |
| Otero | 7.5 | 312 | 1,295 | 1,468 | 1,081 | 1,121 | 2,223 | 1,959 | 2,470 | 1,189 | 1,050 | 515 | 317 | 2.67 |
| Ouray | .9 | 22 | 124 | 227 | 201 | 124 | 202 | 223 | 359 | 133 | 122 | 46 | 17 | 2.67 |
| Park | 2.9 | 44 | 628 | 953 | 573 | 343 | 359 | 588 | 1,142 | 451 | 450 | 191 | 78 | 2.62 |
| Phillips | 1.7 | 58 | 275 | 308 | 235 | 247 | 577 | 499 | 628 | 209 | 198 | 108 | 58 | 2.47 |
| Pitkin | 6.1 | 331 | 1,611 | 2,146 | 1,107 | 523 | 382 | 2,193 | 2,145 | 893 | 634 | 171 | 64 | 2.15 |
| Prowers | 5.0 | 272 | 999 | 1,084 | 763 | 661 | 1,221 | 1,309 | 1,556 | 757 | 776 | 383 | 219 | 2.66 |
| Pueblo | 47.6 | 2,369 | 8,501 | 10,172 | 6,906 | 7,172 | 12,480 | 12,517 | 15,572 | 8,002 | 6,876 | 2,996 | 1,637 | 2.61 |
| Rio Blanco | 2.2 | 111 | 480 | 554 | 384 | 282 | 389 | 569 | 693 | 349 | 374 | 145 | 70 | 2.64 |
| Rio Grande | 4.0 | 179 | 766 | 867 | 620 | 582 | 986 | 890 | 1,342 | 685 | 587 | 331 | 165 | 2.73 |
| Routt | 5.6 | 366 | 1,461 | 1,999 | 812 | 410 | 552 | 1,376 | 1,873 | 1,028 | 896 | 319 | 108 | 2.54 |
| Saguache | 1.7 | 74 | 323 | 408 | 265 | 219 | 411 | 414 | 518 | 255 | 285 | 137 | 91 | 2.82 |
| San Juan | .3 | 6 | 61 | 109 | 55 | 36 | 33 | 79 | 94 | 42 | 53 | 24 | 8 | 2.67 |
| San Miguel | 1.6 | 85 | 419 | 603 | 249 | 124 | 120 | 431 | 559 | 266 | 245 | 79 | 20 | 2.44 |
| Sedgwick | 1.1 | 27 | 150 | 213 | 147 | 168 | 395 | 321 | 444 | 118 | 133 | 58 | 26 | 2.36 |
| Summit | 5.4 | 542 | 2,004 | 1,664 | 625 | 362 | 203 | 1,303 | 2,049 | 979 | 764 | 216 | 89 | 2.46 |
| Teller | 5.0 | 110 | 1,065 | 1,682 | 936 | 600 | 607 | 984 | 1,832 | 915 | 817 | 328 | 124 | 2.64 |
| Washington | 1.9 | 66 | 302 | 374 | 270 | 303 | 585 | 504 | 694 | 240 | 270 | 130 | 62 | 2.53 |
| Weld | 48.1 | 4,195 | 10,587 | 11,676 | 7,237 | 5,533 | 8,872 | 10,887 | 15,669 | 8,158 | 7,876 | 3,529 | 1,981 | 2.78 |
| Yuma | 3.5 | 130 | 622 | 712 | 531 | 474 | 1,031 | 1,000 | 1,156 | 446 | 504 | 276 | 118 | 2.54 |
| **TOTAL METRO COUNTIES** | **1,076.9** | **69,325** | **266,253** | **284,512** | **168,081** | **121,958** | **166,771** | **294,396** | **350,347** | **179,910** | **158,432** | **62,625** | **31,190** | **2.56** |
| **TOTAL STATE** | **1,312.9** | **81,371** | **313,559** | **343,247** | **203,844** | **152,207** | **218,672** | **354,192** | **433,062** | **216,772** | **192,942** | **77,457** | **38,475** | **2.57** |
| **CONNECTICUT** | | | | | | | | | | | | | | |
| **BRIDGEPORT - STAMFORD - NORWALK - DANBURY** | **303.7** | **9,328** | **56,681** | **68,484** | **55,229** | **46,296** | **67,682** | **70,634** | **96,205** | **55,118** | **48,736** | **21,312** | **11,695** | **2.72** |
| Fairfield | 303.7 | 9,328 | 56,681 | 68,484 | 55,229 | 46,296 | 67,682 | 70,634 | 96,205 | 55,118 | 48,736 | 21,312 | 11,695 | 2.72 |
| **HARTFORD - NEW BRITAIN - MIDDLETOWN - BRISTOL** | **428.3** | **18,526** | **90,463** | **98,029** | **69,389** | **57,829** | **94,064** | **106,332** | **140,827** | **76,593** | **66,607** | **25,820** | **12,121** | **2.65** |
| Hartford | 327.4 | 14,183 | 68,371 | 72,618 | 52,239 | 45,218 | 74,771 | 83,220 | 106,513 | 58,236 | 50,007 | 19,822 | 9,602 | 2.63 |
| Middlesex | 55.7 | 2,001 | 11,993 | 13,632 | 9,204 | 7,125 | 11,745 | 13,838 | 19,134 | 9,833 | 8,527 | 3,075 | 1,293 | 2.62 |
| Tolland | 45.2 | 2,342 | 10,099 | 11,779 | 7,946 | 5,486 | 7,548 | 9,274 | 15,180 | 8,524 | 8,073 | 2,923 | 1,226 | 2.91 |
| **NEW HAVEN - WATERBURY - MERIDEN** | **307.5** | **12,893** | **64,328** | **67,880** | **46,906** | **40,770** | **74,723** | **81,019** | **96,499** | **54,043** | **46,863** | **19,496** | **9,580** | **2.64** |
| New Haven | 307.5 | 12,893 | 64,328 | 67,880 | 46,906 | 40,770 | 74,723 | 81,019 | 96,499 | 54,043 | 46,863 | 19,496 | 9,580 | 2.64 |
| **NEW LONDON - NORWICH** | **94.2** | **4,757** | **22,036** | **21,074** | **14,512** | **12,507** | **19,314** | **22,105** | **31,018** | **17,389** | **15,279** | **5,847** | **2,562** | **2.73** |
| New London | 94.2 | 4,757 | 22,036 | 21,074 | 14,512 | 12,507 | 19,314 | 22,105 | 31,018 | 17,389 | 15,279 | 5,847 | 2,562 | 2.73 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Fairfield | 303.7 | 9,328 | 56,681 | 68,484 | 55,229 | 46,296 | 67,682 | 70,634 | 96,205 | 55,118 | 48,736 | 21,312 | 11,695 | 2.72 |
| Hartford | 327.4 | 14,183 | 68,371 | 72,618 | 52,239 | 45,218 | 74,771 | 83,220 | 106,513 | 58,236 | 50,007 | 19,822 | 9,602 | 2.63 |
| Litchfield | 67.7 | 2,146 | 12,871 | 16,449 | 11,503 | 8,878 | 15,853 | 15,900 | 22,399 | 12,148 | 11,265 | 4,208 | 1,780 | 2.62 |
| Middlesex | 55.7 | 2,001 | 11,993 | 13,632 | 9,204 | 7,125 | 11,745 | 13,838 | 19,134 | 9,833 | 8,527 | 3,075 | 1,293 | 2.62 |
| New Haven | 307.5 | 12,893 | 64,328 | 67,880 | 46,906 | 40,770 | 74,723 | 81,019 | 96,499 | 54,043 | 46,863 | 19,496 | 9,580 | 2.64 |
| New London | 94.2 | 4,757 | 22,036 | 21,074 | 14,512 | 12,507 | 19,314 | 22,105 | 31,018 | 17,389 | 15,279 | 5,847 | 2,562 | 2.73 |
| Tolland | 45.2 | 2,342 | 10,099 | 11,779 | 7,946 | 5,486 | 7,548 | 9,274 | 15,180 | 8,524 | 8,073 | 2,923 | 1,226 | 2.91 |
| Windham | 38.1 | 1,886 | 8,468 | 8,817 | 6,033 | 4,723 | 8,173 | 8,596 | 12,122 | 7,097 | 6,413 | 2,625 | 1,247 | 2.75 |
| **TOTAL METRO COUNTIES** | **1,133.7** | **45,504** | **233,508** | **255,467** | **186,036** | **157,402** | **255,783** | **280,090** | **364,549** | **203,143** | **177,485** | **72,475** | **35,958** | **2.67** |
| **TOTAL STATE** | **1,239.5** | **49,536** | **254,847** | **280,733** | **203,572** | **171,003** | **279,809** | **304,586** | **399,070** | **222,388** | **195,163** | **79,308** | **38,985** | **2.67** |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/91 Total Households (Thousands) | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | Average House-hold Size |
| **DELAWARE** | | | | | | | | | | | | | | |
| **WILMINGTON** | 217.9 | 11,076 | 48,109 | 50,211 | 35,107 | 29,753 | 43,644 | 51,145 | 68,932 | 40,450 | 35,342 | 14,531 | 7,500 | 2.72 |
| New Castle | 168.2 | 9,180 | 38,418 | 38,322 | 26,597 | 22,728 | 32,955 | 40,993 | 53,421 | 30,902 | 26,432 | 10,868 | 5,584 | 2.69 |
| *Cecil, Md.* | 25.7 | 1,160 | 5,439 | 6,453 | 4,506 | 3,508 | 4,634 | 4,682 | 7,955 | 5,237 | 4,838 | 1,966 | 1,022 | 2.89 |
| *Salem, N. J.* | 24.0 | 736 | 4,252 | 5,436 | 4,004 | 3,517 | 6,055 | 5,470 | 7,556 | 4,311 | 4,072 | 1,697 | 894 | 2.73 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Kent | 40.0 | 2,412 | 9,417 | 8,897 | 6,473 | 5,596 | 7,205 | 8,619 | 12,669 | 7,825 | 6,637 | 2,717 | 1,533 | 2.86 |
| New Castle | 168.2 | 9,180 | 38,418 | 38,322 | 26,597 | 22,728 | 32,955 | 40,993 | 53,421 | 30,902 | 26,432 | 10,868 | 5,584 | 2.69 |
| Sussex | 45.3 | 1,775 | 8,126 | 9,039 | 6,575 | 7,269 | 12,516 | 10,276 | 16,689 | 8,170 | 6,277 | 2,430 | 1,458 | 2.59 |
| **TOTAL METRO COUNTIES** | 168.2 | 9,180 | 38,418 | 38,322 | 26,597 | 22,728 | 32,955 | 40,993 | 53,421 | 30,902 | 26,432 | 10,868 | 5,584 | 2.69 |
| **TOTAL STATE** | 253.5 | 13,367 | 55,961 | 56,258 | 39,645 | 35,593 | 52,676 | 59,888 | 82,779 | 46,897 | 39,346 | 16,015 | 8,575 | 2.70 |
| **DISTRICT OF COLUMBIA** | | | | | | | | | | | | | | |
| **WASHINGTON** | 1,502.0 | 69,412 | 363,112 | 400,184 | 275,081 | 179,226 | 214,985 | 381,506 | 458,811 | 273,600 | 229,162 | 96,975 | 61,946 | 2.70 |
| District of Columbia | 244.8 | 14,154 | 53,921 | 54,587 | 38,320 | 31,859 | 51,959 | 102,973 | 65,261 | 32,335 | 21,800 | 11,014 | 11,417 | 2.44 |
| *Calvert, Md.* | 18.2 | 477 | 3,766 | 5,205 | 3,560 | 2,230 | 2,962 | 2,629 | 5,410 | 3,778 | 3,760 | 1,632 | 991 | 3.03 |
| *Charles, Md.* | 34.8 | 1,432 | 8,611 | 9,665 | 6,895 | 3,924 | 4,273 | 5,035 | 9,583 | 7,637 | 7,484 | 3,172 | 1,889 | 3.07 |
| *Frederick, Md.* | 55.0 | 2,385 | 12,704 | 14,844 | 9,499 | 6,581 | 8,987 | 10,101 | 17,302 | 11,154 | 10,404 | 4,099 | 1,940 | 2.85 |
| *Montgomery, Md.* | 298.1 | 9,798 | 68,237 | 77,775 | 54,054 | 38,030 | 50,206 | 67,668 | 96,335 | 55,256 | 48,198 | 19,679 | 10,964 | 2.69 |
| *Prince George's, Md.* | 262.4 | 13,771 | 66,092 | 70,811 | 48,906 | 31,864 | 30,956 | 57,777 | 76,921 | 53,393 | 42,246 | 18,910 | 13,153 | 2.83 |
| *Alexandria city, Va.* | 53.4 | 3,507 | 16,177 | 13,328 | 7,881 | 5,157 | 7,350 | 22,734 | 17,596 | 6,562 | 3,776 | 1,540 | 1,192 | 2.09 |
| *Arlington, Va.* | 78.3 | 4,863 | 21,707 | 19,277 | 11,665 | 7,623 | 13,165 | 31,183 | 25,807 | 10,314 | 6,553 | 2,544 | 1,899 | 2.19 |
| *Fairfax, Va.* | 305.6 | 11,076 | 69,580 | 89,723 | 65,593 | 37,072 | 32,556 | 58,343 | 99,662 | 60,627 | 53,758 | 21,495 | 11,715 | 2.81 |
| *Fairfax city, Va.* | 7.3 | 479 | 1,619 | 1,640 | 1,276 | 1,097 | 1,189 | 1,497 | 2,659 | 1,445 | 1,068 | 402 | 229 | 2.67 |
| *Falls Church city, Va.* | 4.2 | 125 | 758 | 1,095 | 713 | 500 | 1,009 | 1,414 | 1,425 | 600 | 498 | 158 | 105 | 2.29 |
| *Loudoun, Va.* | 32.5 | 1,284 | 8,798 | 9,369 | 6,271 | 3,429 | 3,349 | 5,553 | 10,527 | 6,763 | 6,059 | 2;391 | 1,207 | 2.82 |
| *Manassas city, Va.* | 10.2 | 737 | 3,348 | 2,922 | 1,633 | 824 | 736 | 1,766 | 3,070 | 2,171 | 1,898 | 810 | 485 | 2.96 |
| *Manassas Park city, Va.* | 2.2 | 136 | 807 | 526 | 313 | 269 | 149 | 292 | 614 | 484 | 459 | 215 | 136 | 3.14 |
| *Prince William, Va.* | 74.2 | 4,242 | 21,985 | 23,206 | 14,359 | 6,512 | 3,896 | 9,959 | 20,640 | 16,489 | 16,543 | 6,986 | 3,583 | 3.10 |
| *Stafford, Va.* | 20.8 | 946 | 5,002 | 6,211 | 4,143 | 2,255 | 2,243 | 2,582 | 5,999 | 4,592 | 4,658 | 1,928 | 1,041 | 3.15 |
| **TOTAL METRO COUNTIES** | 244.8 | 14,154 | 53,921 | 54,587 | 38,320 | 31,859 | 51,959 | 102,973 | 65,261 | 32,335 | 21,800 | 11,014 | 11,417 | 2.44 |
| **TOTAL STATE** | 244.8 | 14,154 | 53,921 | 54,587 | 38,320 | 31,859 | 51,959 | 102,973 | 65,261 | 32,335 | 21,800 | 11,014 | 11,417 | 2.44 |
| **FLORIDA** | | | | | | | | | | | | | | |
| **BRADENTON** | 94.9 | 3,339 | 13,724 | 14,725 | 10,766 | 13,101 | 39,245 | 26,059 | 41,639 | 12,011 | 8,911 | 3,787 | 2,493 | 2.32 |
| Manatee | 94.9 | 3,339 | 13,724 | 14,725 | 10,766 | 13,101 | 39,245 | 26,059 | 41,639 | 12,011 | 8,911 | 3,787 | 2,493 | 2.32 |
| **DAYTONA BEACH** | 161.0 | 7,901 | 25,626 | 27,494 | 20,230 | 23,365 | 56,384 | 43,238 | 66,015 | 24,155 | 17,305 | 6,747 | 3,540 | 2.42 |
| Volusia | 161.0 | 7,901 | 25,626 | 27,494 | 20,230 | 23,365 | 56,384 | 43,238 | 66,015 | 24,155 | 17,305 | 6,747 | 3,540 | 2.42 |
| **FORT LAUDERDALE - HOLLYWOOD - POMPANO BEACH** | 547.5 | 20,154 | 101,681 | 109,262 | 75,285 | 65,619 | 175,499 | 164,206 | 202,374 | 78,768 | 61,306 | 25,197 | 15,649 | 2.37 |
| Broward | 547.5 | 20,154 | 101,681 | 109,262 | 75,285 | 65,619 | 175,499 | 164,206 | 202,374 | 78,768 | 61,306 | 25,197 | 15,649 | 2.37 |
| **FORT MYERS - CAPE CORAL** | 149.4 | 5,601 | 23,170 | 24,414 | 18,537 | 22,906 | 54,772 | 35,029 | 68,396 | 20,895 | 15,191 | 6,221 | 3,668 | 2.39 |
| Lee | 149.4 | 5,601 | 23,170 | 24,414 | 18,537 | 22,906 | 54,772 | 35,029 | 68,396 | 20,895 | 15,191 | 6,221 | 3,668 | 2.39 |
| **FORT PIERCE** | 107.7 | 3,459 | 16,914 | 18,282 | 13,476 | 16,368 | 39,201 | 24,407 | 47,401 | 15,503 | 11,903 | 5,164 | 3,322 | 2.48 |
| Martin | 45.6 | 1,231 | 6,194 | 7,191 | 5,565 | 6,877 | 18,542 | 11,601 | 21,139 | 5,838 | 4,339 | 1,690 | 993 | 2.34 |
| St. Lucie | 62.1 | 2,228 | 10,720 | 11,091 | 7,911 | 9,491 | 20,659 | 12,806 | 26,262 | 9,665 | 7,564 | 3,474 | 2,329 | 2.58 |
| **FORT WALTON BEACH** | 55.5 | 3,658 | 14,306 | 12,073 | 8,657 | 7,978 | 8,828 | 11,832 | 19,322 | 10,761 | 8,851 | 3,269 | 1,465 | 2.70 |
| Okaloosa | 55.5 | 3,658 | 14,306 | 12,073 | 8,657 | 7,978 | 8,828 | 11,832 | 19,322 | 10,761 | 8,851 | 3,269 | 1,465 | 2.70 |
| **GAINESVILLE** | 80.7 | 12,908 | 18,783 | 17,326 | 10,359 | 8,248 | 13,076 | 22,456 | 27,890 | 13,895 | 10,524 | 3,815 | 2,120 | 2.59 |
| Alachua | 73.4 | 12,537 | 17,494 | 15,835 | 9,094 | 7,110 | 11,330 | 20,943 | 25,387 | 12,582 | 9,330 | 3,328 | 1,830 | 2.54 |
| Bradford | 7.3 | 371 | 1,289 | 1,491 | 1,265 | 1,138 | 1,746 | 1,513 | 2,503 | 1,313 | 1,194 | 487 | 290 | 3.11 |
| **JACKSONVILLE** | 357.6 | 22,059 | 83,827 | 83,326 | 55,290 | 46,085 | 67,013 | 88,812 | 115,711 | 65,859 | 53,894 | 21,946 | 11,378 | 2.64 |
| Clay | 38.9 | 1,995 | 8,674 | 10,659 | 7,461 | 4,859 | 5,252 | 6,011 | 12,286 | 8,354 | 7,821 | 3,094 | 1,334 | 2.90 |
| Duval | 266.2 | 17,799 | 65,353 | 61,029 | 39,214 | 33,418 | 49,387 | 70,428 | 84,190 | 48,359 | 38,652 | 15,953 | 8,618 | 2.61 |
| Nassau | 17.0 | 757 | 3,476 | 3,934 | 3,125 | 2,569 | 3,139 | 3,675 | 5,415 | 3,205 | 2,997 | 1,139 | 569 | 2.71 |
| St. Johns | 35.5 | 1,508 | 6,324 | 7,704 | 5,490 | 5,239 | 9,235 | 8,698 | 13,820 | 5,941 | 4,424 | 1,760 | 857 | 2.51 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/91 Total Households (Thousands) | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | Average Household Size |
| **FLORIDA (continued)** | | | | | | | | | | | | | | |
| **LAKELAND - WINTER HAVEN** | **161.2** | **7,681** | **27,811** | **29,620** | **23,154** | **23,876** | **49,058** | **36,776** | **62,122** | **26,517** | **21,140** | **9,061** | **5,584** | **2.60** |
| Polk | 161.2 | 7,681 | 27,811 | 29,620 | 23,154 | 23,876 | 49,058 | 36,776 | 62,122 | 26,517 | 21,140 | 9,061 | 5,584 | 2.60 |
| **MELBOURNE - TITUSVILLE - PALM BAY** | **170.4** | **7,664** | **35,112** | **32,084** | **24,964** | **26,362** | **44,214** | **41,073** | **67,507** | **28,263** | **21,458** | **8,141** | **3,958** | **2.46** |
| Brevard | 170.4 | 7,664 | 35,112 | 32,084 | 24,964 | 26,362 | 44,214 | 41,073 | 67,507 | 28,263 | 21,458 | 8,141 | 3,958 | 2.46 |
| **MIAMI - HIALEAH** | **709.4** | **28,831** | **136,828** | **152,981** | **121,971** | **105,026** | **163,763** | **178,548** | **205,465** | **125,184** | **101,218** | **54,424** | **44,561** | **2.80** |
| Dade | 709.4 | 28,831 | 136,828 | 152,981 | 121,971 | 105,026 | 163,763 | 178,548 | 205,465 | 125,184 | 101,218 | 54,424 | 44,561 | 2.80 |
| ***MIAMI - FORT LAUDERDALE CONSOLIDATED AREA*** | ***1,256.9*** | ***48,985*** | ***238,509*** | ***262,243*** | ***197,256*** | ***170,645*** | ***339,262*** | ***342,754*** | ***407,839*** | ***203,952*** | ***162,524*** | ***79,621*** | ***60,210*** | ***2.61*** |
| **NAPLES** | **66.3** | **2,441** | **10,469** | **11,273** | **8,753** | **10,489** | **22,875** | **15,231** | **30,096** | **8,949** | **6,886** | **2,997** | **2,141** | **2.48** |
| Collier | 66.3 | 2,441 | 10,469 | 11,273 | 8,753 | 10,489 | 22,875 | 15,231 | 30,096 | 8,949 | 6,886 | 2,997 | 2,141 | 2.48 |
| **OCALA** | **83.2** | **3,346** | **12,545** | **13,788** | **11,060** | **13,430** | **29,031** | **19,413** | **34,819** | **12,789** | **9,598** | **4,148** | **2,433** | **2.48** |
| Marion | 83.2 | 3,346 | 12,545 | 13,788 | 11,060 | 13,430 | 29,031 | 19,413 | 34,819 | 12,789 | 9,598 | 4,148 | 2,433 | 2.48 |
| **ORLANDO** | **426.4** | **27,334** | **104,775** | **99,813** | **65,302** | **53,052** | **76,124** | **97,994** | **147,448** | **77,222** | **62,581** | **26,078** | **15,077** | **2.67** |
| Orange | 269.7 | 19,651 | 69,818 | 60,705 | 39,039 | 33,266 | 47,221 | 64,970 | 93,607 | 48,302 | 37,378 | 15,690 | 9,753 | 2.66 |
| Osceola | 42.5 | 2,365 | 8,915 | 9,262 | 6,598 | 5,662 | 9,698 | 8,322 | 15,374 | 7,652 | 6,525 | 2,980 | 1,647 | 2.76 |
| Seminole | 114.2 | 5,318 | 26,042 | 29,846 | 19,665 | 14,124 | 19,205 | 24,702 | 38,467 | 21,268 | 18,678 | 7,408 | 3,677 | 2.67 |
| **PANAMA CITY** | **50.8** | **3,075** | **11,338** | **10,680** | **8,044** | **7,407** | **10,256** | **11,911** | **17,890** | **9,383** | **7,469** | **2,760** | **1,387** | **2.59** |
| Bay | 50.8 | 3,075 | 11,338 | 10,680 | 8,044 | 7,407 | 10,256 | 11,911 | 17,890 | 9,383 | 7,469 | 2,760 | 1,387 | 2.59 |
| **PENSACOLA** | **132.0** | **7,820** | **28,853** | **28,543** | **21,749** | **18,908** | **26,127** | **30,061** | **45,196** | **24,602** | **19,928** | **7,970** | **4,243** | **2.68** |
| Escambia | 100.8 | 6,278 | 21,546 | 21,268 | 16,198 | 14,512 | 20,998 | 24,231 | 34,413 | 18,272 | 14,553 | 5,954 | 3,377 | 2.67 |
| Santa Rosa | 31.2 | 1,542 | 7,307 | 7,275 | 5,551 | 4,396 | 5,129 | 5,830 | 10,783 | 6,330 | 5,375 | 2,016 | 866 | 2.72 |
| **SARASOTA** | **130.2** | **3,329** | **15,677** | **19,011** | **15,023** | **19,181** | **57,979** | **36,628** | **60,840** | **15,771** | **10,939** | **4,113** | **1,909** | **2.21** |
| Sarasota | 130.2 | 3,329 | 15,677 | 19,011 | 15,023 | 19,181 | 57,979 | 36,628 | 60,840 | 15,771 | 10,939 | 4,113 | 1,909 | 2.21 |
| **TALLAHASSEE** | **91.2** | **12,275** | **20,819** | **21,572** | **12,950** | **9,535** | **14,049** | **24,284** | **30,686** | **16,255** | **12,300** | **4,746** | **2,929** | **2.65** |
| Gadsden | 13.5 | 581 | 2,465 | 2,956 | 2,223 | 1,994 | 3,281 | 2,955 | 4,000 | 2,449 | 1,942 | 1,052 | 1,102 | 3.07 |
| Leon | 77.7 | 11,694 | 18,354 | 18,616 | 10,727 | 7,541 | 10,768 | 21,329 | 26,686 | 13,806 | 10,358 | 3,694 | 1,827 | 2.58 |
| **TAMPA - ST. PETERSBURG - CLEARWATER** | **901.6** | **40,125** | **161,243** | **167,246** | **119,697** | **121,102** | **292,187** | **255,787** | **354,461** | **132,964** | **98,656** | **38,737** | **20,995** | **2.38** |
| Hernando | 46.3 | 1,147 | 4,952 | 6,210 | 5,173 | 8,124 | 20,694 | 9,269 | 23,157 | 6,246 | 4,618 | 1,966 | 1,044 | 2.39 |
| Hillsborough | 338.0 | 21,545 | 78,396 | 76,176 | 52,106 | 42,470 | 67,307 | 87,030 | 116,626 | 58,637 | 46,117 | 18,818 | 10,772 | 2.56 |
| Pasco | 127.8 | 3,811 | 15,815 | 17,164 | 13,673 | 18,286 | 59,051 | 33,365 | 58,916 | 16,409 | 11,851 | 4,774 | 2,485 | 2.31 |
| Pinellas | 389.5 | 13,622 | 62,080 | 67,696 | 48,745 | 52,222 | 145,135 | 126,123 | 155,762 | 51,672 | 36,070 | 13,179 | 6,694 | 2.23 |
| **WEST PALM BEACH - BOCA RATON - DELRAY BEACH** | **393.0** | **13,119** | **66,671** | **70,730** | **49,138** | **49,511** | **143,831** | **109,777** | **162,405** | **53,344** | **40,383** | **16,772** | **10,319** | **2.36** |
| Palm Beach | 393.0 | 13,119 | 66,671 | 70,730 | 49,138 | 49,511 | 143,831 | 109,777 | 162,405 | 53,344 | 40,383 | 16,772 | 10,319 | 2.36 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Alachua | 73.4 | 12,537 | 17,494 | 15,835 | 9,094 | 7,110 | 11,330 | 20,943 | 25,387 | 12,582 | 9,330 | 3,328 | 1,830 | 2.54 |
| Baker | 5.8 | 361 | 1,288 | 1,394 | 1,040 | 791 | 926 | 931 | 1,628 | 1,208 | 1,129 | 552 | 352 | 3.31 |
| Bay | 50.8 | 3,075 | 11,338 | 10,680 | 8,044 | 7,407 | 10,256 | 11,911 | 17,890 | 9,383 | 7,469 | 2,760 | 1,387 | 2.59 |
| Bradford | 7.3 | 371 | 1,289 | 1,491 | 1,265 | 1,138 | 1,746 | 1,513 | 2,503 | 1,313 | 1,194 | 487 | 290 | 3.11 |
| Brevard | 170.4 | 7,664 | 35,112 | 32,084 | 24,964 | 26,362 | 44,214 | 41,073 | 67,507 | 28,263 | 21,458 | 8,141 | 3,958 | 2.46 |
| Broward | 547.5 | 20,154 | 101,681 | 109,262 | 75,285 | 65,619 | 175,499 | 164,206 | 202,374 | 78,768 | 61,306 | 25,197 | 15,649 | 2.37 |
| Calhoun | 4.0 | 247 | 752 | 901 | 801 | 696 | 603 | 1,025 | 1,246 | 684 | 626 | 270 | 149 | 2.83 |
| Charlotte | 52.2 | 1,231 | 5,354 | 6,365 | 5,328 | 9,147 | 24,775 | 12,224 | 26,820 | 6,226 | 4,250 | 1,765 | 915 | 2.29 |
| Citrus | 43.6 | 1,103 | 4,764 | 5,615 | 5,087 | 7,646 | 19,385 | 10,267 | 21,448 | 5,546 | 3,919 | 1,621 | 799 | 2.30 |
| Clay | 38.9 | 1,995 | 8,674 | 10,659 | 7,461 | 4,859 | 5,252 | 6,011 | 12,286 | 8,354 | 7,821 | 3,094 | 1,334 | 2.90 |
| Collier | 66.3 | 2,441 | 10,469 | 11,273 | 8,753 | 10,489 | 22,875 | 15,231 | 30,096 | 8,949 | 6,886 | 2,997 | 2,141 | 2.48 |
| Columbia | 16.0 | 837 | 2,984 | 3,430 | 2,608 | 2,454 | 3,687 | 3,699 | 5,225 | 2,869 | 2,420 | 1,088 | 699 | 2.72 |
| Dade | 709.4 | 28,831 | 136,828 | 152,981 | 121,971 | 105,026 | 163,763 | 178,548 | 205,465 | 125,184 | 101,218 | 54,424 | 44,561 | 2.80 |
| De Soto | 8.5 | 361 | 1,288 | 1,411 | 1,208 | 1,293 | 2,939 | 1,916 | 3,283 | 1,259 | 1,094 | 513 | 435 | 2.93 |
| Dixie | 4.0 | 196 | 595 | 691 | 677 | 755 | 1,086 | 910 | 1,481 | 678 | 561 | 245 | 125 | 2.88 |
| Duval | 266.2 | 17,799 | 65,353 | 61,029 | 39,214 | 33,418 | 49,387 | 70,428 | 84,190 | 48,359 | 38,652 | 15,953 | 8,618 | 2.61 |
| Escambia | 100.8 | 6,278 | 21,546 | 21,268 | 16,198 | 14,512 | 20,998 | 24,231 | 34,413 | 18,272 | 14,553 | 5,954 | 3,377 | 2.67 |
| Flagler | 13.0 | 354 | 1,522 | 1,999 | 1,623 | 2,557 | 4,945 | 2,506 | 6,456 | 1,820 | 1,313 | 603 | 302 | 2.42 |
| Franklin | 3.7 | 171 | 580 | 594 | 627 | 652 | 1,076 | 957 | 1,418 | 603 | 460 | 162 | 100 | 2.46 |
| Gadsden | 13.5 | 581 | 2,465 | 2,956 | 2,223 | 1,994 | 3,281 | 2,955 | 4,000 | 2,449 | 1,942 | 1,052 | 1,102 | 3.07 |
| Gilchrist | 3.5 | 162 | 589 | 711 | 581 | 606 | 851 | 677 | 1,278 | 674 | 528 | 225 | 118 | 2.89 |
| Glades | 2.9 | 86 | 390 | 454 | 464 | 547 | 959 | 652 | 1,227 | 357 | 347 | 167 | 150 | 2.66 |
| Gulf | 4.4 | 185 | 743 | 749 | 727 | 809 | 1,187 | 1,012 | 1,537 | 823 | 660 | 237 | 131 | 2.68 |
| Hamilton | 3.6 | 217 | 709 | 863 | 668 | 580 | 563 | 815 | 1,019 | 696 | 577 | 280 | 213 | 3.14 |
| Hardee | 6.4 | 325 | 1,053 | 1,212 | 975 | 957 | 1,878 | 1,144 | 2,156 | 1,060 | 1,004 | 547 | 489 | 3.09 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES |  | Households by Age of Householder |  |  |  |  |  | Households by Number of Persons |  |  |  |  |  |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/91 Total Households (Thousands) | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | Average Household Size |
| **FLORIDA (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **ALL COUNTIES (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Hendry | 8.8 | 483 | 1,880 | 1,861 | 1,483 | 1,273 | 1,820 | 1,571 | 2,724 | 1,541 | 1,484 | 780 | 700 | 3.08 |
| Hernando | 46.3 | 1,147 | 4,952 | 6,210 | 5,173 | 8,124 | 20,694 | 9,269 | 23,157 | 6,246 | 4,618 | 1,966 | 1,044 | 2.39 |
| Highlands | 31.2 | 899 | 3,397 | 3,789 | 3,082 | 5,003 | 15,030 | 7,680 | 15,355 | 3,454 | 2,657 | 1,237 | 817 | 2.31 |
| Hillsborough | 338.0 | 21,545 | 78,396 | 76,176 | 52,106 | 42,470 | 67,307 | 87,030 | 116,626 | 58,637 | 46,117 | 18,818 | 10,772 | 2.56 |
| Holmes | 5.9 | 296 | 930 | 1,096 | 985 | 911 | 1,682 | 1,419 | 2,001 | 1,102 | 845 | 357 | 176 | 2.75 |
| Indian River | 40.1 | 1,158 | 5,455 | 6,243 | 4,685 | 6,304 | 16,255 | 9,746 | 18,281 | 5,408 | 4,028 | 1,698 | 939 | 2.37 |
| Jackson | 14.7 | 730 | 2,450 | 2,828 | 2,302 | 2,224 | 4,166 | 3,790 | 4,869 | 2,504 | 2,105 | 902 | 530 | 2.81 |
| Jefferson | 3.9 | 153 | 640 | 860 | 617 | 580 | 1,050 | 879 | 1,201 | 675 | 605 | 305 | 235 | 3.00 |
| Lafayette | 1.9 | 113 | 369 | 410 | 343 | 341 | 324 | 438 | 625 | 313 | 304 | 141 | 79 | 3.11 |
| Lake | 67.0 | 2,104 | 8,704 | 9,773 | 8,173 | 10,619 | 27,627 | 16,196 | 30,560 | 8,878 | 6,798 | 2,889 | 1,679 | 2.39 |
| Lee | 149.4 | 5,601 | 23,170 | 24,414 | 18,537 | 22,906 | 54,772 | 35,029 | 68,396 | 20,895 | 15,191 | 6,221 | 3,668 | 2.39 |
| Leon | 77.7 | 11,694 | 18,354 | 18,616 | 10,727 | 7,541 | 10,768 | 21,329 | 26,686 | 13,806 | 10,358 | 3,694 | 1,827 | 2.58 |
| Levy | 10.4 | 393 | 1,531 | 1,839 | 1,605 | 1,781 | 3,251 | 2,373 | 4,044 | 1,749 | 1,305 | 565 | 364 | 2.57 |
| Liberty | 1.8 | 114 | 357 | 374 | 295 | 204 | 456 | 402 | 578 | 326 | 291 | 134 | 69 | 3.33 |
| Madison | 5.7 | 340 | 1,140 | 1,237 | 1,046 | 970 | 967 | 1,325 | 1,757 | 997 | 863 | 417 | 341 | 2.98 |
| Manatee | 94.9 | 3,339 | 13,724 | 14,725 | 10,766 | 13,101 | 39,245 | 26,059 | 41,639 | 12,011 | 8,911 | 3,787 | 2,493 | 2.32 |
| Marion | 83.2 | 3,346 | 12,545 | 13,788 | 11,060 | 13,430 | 29,031 | 19,413 | 34,819 | 12,789 | 9,598 | 4,148 | 2,433 | 2.48 |
| Martin | 45.6 | 1,231 | 6,194 | 7,191 | 5,565 | 6,877 | 18,542 | 11,601 | 21,139 | 5,838 | 4,339 | 1,690 | 993 | 2.34 |
| Monroe | 34.7 | 1,455 | 6,519 | 7,724 | 5,555 | 5,398 | 8,049 | 9,808 | 14,923 | 4,842 | 3,307 | 1,216 | 604 | 2.33 |
| Nassau | 17.0 | 757 | 3,476 | 3,934 | 3,125 | 2,569 | 3,139 | 3,675 | 5,415 | 3,205 | 2,997 | 1,139 | 569 | 2.71 |
| Okaloosa | 55.5 | 3,658 | 14,306 | 12,073 | 8,657 | 7,978 | 8,828 | 11,832 | 19,322 | 10,761 | 8,851 | 3,269 | 1,465 | 2.70 |
| Okeechobee | 10.8 | 578 | 1,994 | 2,020 | 1,590 | 1,729 | 2,889 | 2,103 | 4,045 | 1,782 | 1,475 | 717 | 678 | 2.91 |
| Orange | 269.7 | 19,651 | 69,818 | 60,705 | 39,039 | 33,266 | 47,221 | 64,970 | 93,607 | 48,302 | 37,378 | 15,690 | 9,753 | 2.66 |
| Osceola | 42.5 | 2,365 | 8,915 | 9,262 | 6,598 | 5,662 | 9,698 | 8,322 | 15,374 | 7,652 | 6,525 | 2,980 | 1,647 | 2.76 |
| Palm Beach | 393.0 | 13,119 | 66,671 | 70,730 | 49,138 | 49,511 | 143,831 | 109,777 | 162,405 | 53,344 | 40,383 | 16,772 | 10,319 | 2.36 |
| Pasco | 127.8 | 3,811 | 15,815 | 17,164 | 13,673 | 18,286 | 59,051 | 33,365 | 58,916 | 16,409 | 11,851 | 4,774 | 2,485 | 2.31 |
| Pinellas | 389.5 | 13,622 | 62,080 | 67,696 | 48,745 | 52,222 | 145,135 | 126,123 | 155,762 | 51,672 | 36,070 | 13,179 | 6,694 | 2.23 |
| Polk | 161.2 | 7,681 | 27,811 | 29,620 | 23,154 | 23,876 | 49,058 | 36,776 | 62,122 | 26,517 | 21,140 | 9,061 | 5,584 | 2.60 |
| Putnam | 25.7 | 1,079 | 3,924 | 4,608 | 3,691 | 4,478 | 7,920 | 6,053 | 9,728 | 4,168 | 3,215 | 1,470 | 1,066 | 2.60 |
| St. Johns | 35.5 | 1,508 | 6,324 | 7,704 | 5,490 | 5,239 | 9,235 | 8,698 | 13,820 | 5,941 | 4,424 | 1,760 | 857 | 2.51 |
| St. Lucie | 62.1 | 2,228 | 10,720 | 11,091 | 7,911 | 9,491 | 20,659 | 12,806 | 26,262 | 9,665 | 7,564 | 3,474 | 2,329 | 2.58 |
| Santa Rosa | 31.2 | 1,542 | 7,307 | 7,275 | 5,551 | 4,396 | 5,129 | 5,830 | 10,783 | 6,330 | 5,375 | 2,016 | 866 | 2.72 |
| Sarasota | 130.2 | 3,329 | 15,677 | 19,011 | 15,023 | 19,181 | 57,979 | 36,628 | 60,840 | 15,771 | 10,939 | 4,113 | 1,909 | 2.21 |
| Seminole | 114.2 | 5,318 | 26,042 | 29,846 | 19,665 | 14,124 | 19,205 | 24,702 | 38,467 | 21,268 | 18,678 | 7,408 | 3,677 | 2.67 |
| Sumter | 12.5 | 440 | 1,668 | 1,878 | 1,695 | 2,154 | 4,665 | 2,971 | 5,209 | 1,860 | 1,389 | 619 | 452 | 2.59 |
| Suwannee | 10.3 | 463 | 1,590 | 1,925 | 1,650 | 1,655 | 3,017 | 2,430 | 3,578 | 1,697 | 1,495 | 678 | 422 | 2.65 |
| Taylor | 6.4 | 318 | 1,207 | 1,250 | 1,007 | 1,026 | 1,592 | 1,392 | 2,137 | 1,212 | 1,000 | 397 | 262 | 2.70 |
| Union | 2.6 | 137 | 592 | 572 | 420 | 366 | 513 | 496 | 725 | 518 | 471 | 249 | 141 | 3.92 |
| Volusia | 161.0 | 7,901 | 25,626 | 27,494 | 20,230 | 23,365 | 56,384 | 43,238 | 66,015 | 24,155 | 17,305 | 6,747 | 3,540 | 2.42 |
| Wakulla | 5.4 | 225 | 988 | 1,356 | 971 | 778 | 1,082 | 1,044 | 1,860 | 1,093 | 834 | 389 | 180 | 2.74 |
| Walton | 11.2 | 432 | 1,895 | 2,014 | 1,785 | 2,011 | 3,063 | 2,796 | 4,334 | 1,854 | 1,355 | 548 | 313 | 2.57 |
| Washington | 6.5 | 288 | 977 | 1,163 | 1,060 | 1,048 | 1,964 | 1,532 | 2,313 | 1,155 | 900 | 381 | 219 | 2.65 |
| **TOTAL METRO COUNTIES** | **4,870.0** | **236,119** | **930,172** | **964,243** | **694,405** | **661,549** | **1,383,512** | **1,273,522** | **1,807,683** | **773,090** | **600,441** | **256,093** | **159,171** | **2.52** |
| **TOTAL STATE** | **5,359.1** | **254,153** | **1,000,990** | **1,045,452** | **760,859** | **741,892** | **1,555,754** | **1,388,701** | **2,014,752** | **844,721** | **656,055** | **280,457** | **174,414** | **2.52** |
| **GEORGIA** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **ALBANY** | **39.1** | **2,396** | **8,391** | **9,756** | **6,258** | **5,222** | **7,077** | **8,821** | **11,368** | **7,586** | **6,431** | **2,975** | **1,919** | **2.86** |
| Dougherty | 33.7 | 2,172 | 7,096 | 8,100 | 5,376 | 4,620 | 6,336 | 7,993 | 9,990 | 6,320 | 5,201 | 2,521 | 1,675 | 2.82 |
| Lee | 5.4 | 224 | 1,295 | 1,656 | 882 | 602 | 741 | 828 | 1,378 | 1,266 | 1,230 | 454 | 244 | 3.09 |
| **ATHENS** | **59.0** | **8,128** | **13,298** | **12,609** | **8,477** | **6,388** | **10,100** | **14,596** | **19,365** | **11,057** | **9,051** | **3,164** | **1,767** | **2.71** |
| Clarke | 33.6 | 6,843 | 7,970 | 6,584 | 3,964 | 3,145 | 5,094 | 9,833 | 11,187 | 5,727 | 4,575 | 1,441 | 837 | 2.64 |
| Jackson | 11.1 | 609 | 2,237 | 2,377 | 1,980 | 1,493 | 2,404 | 2,200 | 3,564 | 2,296 | 1,853 | 743 | 444 | 2.80 |
| Madison | 7.9 | 415 | 1,659 | 1,833 | 1,376 | 1,033 | 1,584 | 1,517 | 2,619 | 1,638 | 1,375 | 500 | 251 | 2.75 |
| Oconee | 6.4 | 261 | 1,432 | 1,815 | 1,157 | 717 | 1,018 | 1,046 | 1,995 | 1,396 | 1,248 | 480 | 235 | 2.88 |
| **ATLANTA** | **1,119.1** | **64,122** | **291,338** | **301,606** | **189,775** | **121,745** | **150,514** | **259,655** | **352,967** | **215,020** | **182,017** | **70,892** | **38,549** | **2.68** |
| Barrow | 11.2 | 673 | 2,735 | 2,446 | 1,758 | 1,376 | 2,212 | 2,154 | 3,517 | 2,331 | 1,968 | 786 | 444 | 2.79 |
| Butts | 4.9 | 210 | 885 | 1,105 | 868 | 730 | 1,102 | 925 | 1,526 | 904 | 853 | 389 | 303 | 3.27 |
| Cherokee | 35.1 | 1,521 | 9,906 | 10,020 | 5,836 | 3,475 | 4,342 | 5,048 | 11,276 | 8,013 | 7,036 | 2,569 | 1,158 | 2.88 |
| Clayton | 67.5 | 4,757 | 18,794 | 18,185 | 11,664 | 7,442 | 6,658 | 13,676 | 20,445 | 14,065 | 11,859 | 4,867 | 2,588 | 2.78 |
| Cobb | 184.9 | 10,856 | 51,425 | 52,961 | 32,170 | 18,603 | 18,885 | 42,343 | 59,958 | 35,950 | 31,254 | 10,835 | 4,560 | 2.61 |
| Coweta | 20.0 | 990 | 4,249 | 4,793 | 3,598 | 2,701 | 3,669 | 3,652 | 6,241 | 4,083 | 3,654 | 1,509 | 861 | 2.85 |
| De Kalb | 216.5 | 12,847 | 56,156 | 57,246 | 35,269 | 24,735 | 30,247 | 55,547 | 70,937 | 39,144 | 29,734 | 12,739 | 8,399 | 2.62 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/91 Total Households (Thousands) | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | Average Household Size |
| **GEORGIA (continued)** | | | | | | | | | | | | | | |
| **ATLANTA (continued)** | | | | | | | | | | | | | | |
| Douglas | 25.8 | 1,300 | 6,321 | 7,147 | 4,917 | 2,956 | 3,159 | 3,946 | 7,823 | 5,699 | 5,300 | 2,013 | 1,019 | 2.92 |
| Fayette | 23.4 | 585 | 4,103 | 7,559 | 5,497 | 2,654 | 3,002 | 2,992 | 7,001 | 5,165 | 5,611 | 1,911 | 720 | 2.96 |
| Forsyth | 17.3 | 778 | 4,033 | 4,429 | 3,212 | 2,195 | 2,653 | 2,867 | 5,928 | 3,726 | 3,114 | 1,159 | 506 | 2.76 |
| Fulton | 266.0 | 16,810 | 64,884 | 66,816 | 42,549 | 29,277 | 45,664 | 83,804 | 81,360 | 43,852 | 33,116 | 14,132 | 9,736 | 2.52 |
| Gwinnett | 140.6 | 7,470 | 43,823 | 43,101 | 23,522 | 11,804 | 10,880 | 25,393 | 43,856 | 29,439 | 28,273 | 9,824 | 3,815 | 2.78 |
| Henry | 21.9 | 936 | 5,219 | 5,605 | 4,095 | 2,912 | 3,133 | 2,958 | 7,174 | 4,824 | 4,357 | 1,711 | 876 | 2.93 |
| Newton | 15.0 | 869 | 3,144 | 3,304 | 2,632 | 2,059 | 2,992 | 2,794 | 4,545 | 3,061 | 2,691 | 1,161 | 748 | 2.90 |
| Paulding | 15.5 | 928 | 4,396 | 3,847 | 2,463 | 1,745 | 2,121 | 2,167 | 4,848 | 3,671 | 3,134 | 1,134 | 546 | 2.90 |
| Rockdale | 19.7 | 752 | 4,361 | 5,401 | 3,873 | 2,569 | 2,744 | 2,889 | 6,032 | 4,197 | 4,176 | 1,656 | 750 | 2.96 |
| Spalding | 19.9 | 1,080 | 4,000 | 4,473 | 3,366 | 2,772 | 4,209 | 4,041 | 6,178 | 4,018 | 3,386 | 1,409 | 868 | 2.81 |
| Walton | 13.9 | 760 | 2,904 | 3,168 | 2,486 | 1,740 | 2,842 | 2,459 | 4,322 | 2,878 | 2,501 | 1,088 | 652 | 2.88 |
| **AUGUSTA** | **145.4** | **8,070** | **33,482** | **35,069** | **23,423** | **19,355** | **26,001** | **33,568** | **43,911** | **27,862** | **24,147** | **10,215** | **5,697** | **2.78** |
| Columbia | 23.4 | 900 | 5,593 | 7,331 | 4,471 | 2,638 | 2,467 | 3,210 | 6,661 | 5,272 | 5,378 | 2,076 | 803 | 3.03 |
| McDuffie | 7.4 | 406 | 1,477 | 1,683 | 1,208 | 1,036 | 1,590 | 1,614 | 2,229 | 1,469 | 1,233 | 559 | 296 | 2.77 |
| Richmond | 68.6 | 4,468 | 16,528 | 15,649 | 10,369 | 9,044 | 12,542 | 18,194 | 20,328 | 12,594 | 10,061 | 4,498 | 2,925 | 2.76 |
| *Aiken, S. C.* | *46.0* | *2,296* | *9,884* | *10,406* | *7,375* | *6,637* | *9,402* | *10,550* | *14,693* | *8,527* | *7,475* | *3,082* | *1,673* | *2.69* |
| **COLUMBUS** | **87.7** | **5,850** | **20,129** | **18,930** | **13,030** | **12,438** | **17,323** | **21,340** | **26,417** | **16,757** | **13,928** | **5,890** | **3,368** | **2.81** |
| Chattahoochee | 2.9 | 142 | 1,240 | 992 | 246 | 122 | 158 | 221 | 456 | 558 | 837 | 550 | 278 | 5.86 |
| Muscogee | 67.0 | 4,719 | 15,504 | 14,345 | 9,845 | 9,554 | 13,033 | 16,684 | 20,506 | 12,926 | 10,395 | 4,189 | 2,300 | 2.72 |
| *Russell, Ala.* | *17.8* | *989* | *3,385* | *3,593* | *2,939* | *2,762* | *4,132* | *4,435* | *5,455* | *3,273* | *2,696* | *1,151* | *790* | *2.66* |
| **MACON - WARNER ROBINS** | **105.3** | **5,876** | **23,352** | **24,089** | **17,126** | **14,611** | **20,246** | **25,252** | **32,225** | **20,131** | **16,776** | **6,838** | **4,078** | **2.72** |
| Bibb | 57.1 | 3,254 | 11,776 | 12,638 | 8,616 | 7,844 | 12,972 | 15,359 | 17,367 | 10,285 | 8,300 | 3,557 | 2,232 | 2.66 |
| Houston | 33.4 | 1,858 | 8,425 | 8,028 | 5,832 | 4,716 | 4,541 | 7,002 | 10,372 | 6,748 | 5,887 | 2,233 | 1,158 | 2.75 |
| Jones | 7.5 | 336 | 1,678 | 1,833 | 1,419 | 975 | 1,259 | 1,406 | 2,220 | 1,609 | 1,413 | 560 | 292 | 2.81 |
| Peach | 7.3 | 428 | 1,473 | 1,590 | 1,259 | 1,076 | 1,474 | 1,485 | 2,266 | 1,489 | 1,176 | 488 | 396 | 2.99 |
| **SAVANNAH** | **91.5** | **5,272** | **19,904** | **20,252** | **13,866** | **12,212** | **19,994** | **23,214** | **28,324** | **16,765** | **13,566** | **5,781** | **3,850** | **2.70** |
| Chatham | 82.2 | 4,782 | 17,706 | 17,906 | 12,211 | 11,086 | 18,509 | 21,676 | 25,723 | 14,686 | 11,703 | 4,974 | 3,438 | 2.68 |
| Effingham | 9.3 | 490 | 2,198 | 2,346 | 1,655 | 1,126 | 1,485 | 1,538 | 2,601 | 2,079 | 1,863 | 807 | 412 | 2.91 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Appling | 6.0 | 326 | 1,160 | 1,324 | 945 | 849 | 1,396 | 1,527 | 1,714 | 1,105 | 1,034 | 392 | 228 | 2.65 |
| Atkinson | 2.2 | 110 | 425 | 439 | 378 | 292 | 556 | 524 | 618 | 396 | 347 | 170 | 145 | 2.82 |
| Bacon | 3.5 | 225 | 657 | 753 | 565 | 470 | 830 | 783 | 1,019 | 699 | 608 | 248 | 143 | 2.74 |
| Baker | 1.3 | 53 | 223 | 277 | 198 | 195 | 354 | 332 | 343 | 241 | 203 | 105 | 76 | 2.77 |
| Baldwin | 12.3 | 876 | 2,660 | 2,730 | 1,965 | 1,662 | 2,407 | 2,852 | 3,923 | 2,299 | 1,974 | 779 | 473 | 3.25 |
| Banks | 3.9 | 204 | 762 | 909 | 672 | 504 | 849 | 762 | 1,191 | 873 | 713 | 237 | 124 | 2.74 |
| Barrow | 11.2 | 673 | 2,735 | 2,446 | 1,758 | 1,376 | 2,212 | 2,154 | 3,517 | 2,331 | 1,968 | 786 | 444 | 2.79 |
| Bartow | 21.3 | 1,343 | 4,781 | 4,867 | 3,537 | 2,809 | 3,963 | 4,169 | 6,501 | 4,499 | 3,837 | 1,525 | 769 | 2.78 |
| Ben Hill | 6.0 | 301 | 1,171 | 1,251 | 926 | 817 | 1,534 | 1,538 | 1,754 | 1,057 | 946 | 458 | 247 | 2.72 |
| Berrien | 5.2 | 291 | 964 | 1,058 | 875 | 808 | 1,204 | 1,136 | 1,589 | 1,068 | 878 | 355 | 174 | 2.77 |
| Bibb | 57.1 | 3,254 | 11,776 | 12,638 | 8,616 | 7,844 | 12,972 | 15,359 | 17,367 | 10,285 | 8,300 | 3,557 | 2,232 | 2.66 |
| Bleckley | 3.8 | 202 | 704 | 742 | 653 | 556 | 943 | 895 | 1,207 | 752 | 585 | 233 | 128 | 2.76 |
| Brantley | 4.0 | 201 | 822 | 964 | 693 | 597 | 723 | 673 | 1,158 | 848 | 817 | 323 | 181 | 2.90 |
| Brooks | 5.4 | 284 | 995 | 1,030 | 802 | 810 | 1,479 | 1,246 | 1,664 | 934 | 794 | 398 | 364 | 2.85 |
| Bryan | 5.7 | 259 | 1,326 | 1,623 | 941 | 699 | 852 | 842 | 1,590 | 1,163 | 1,276 | 563 | 266 | 3.02 |
| Bulloch | 15.4 | 2,630 | 2,870 | 3,024 | 2,057 | 1,782 | 3,037 | 3,647 | 4,973 | 2,769 | 2,492 | 950 | 569 | 2.86 |
| Burke | 7.0 | 370 | 1,466 | 1,559 | 1,079 | 936 | 1,590 | 1,591 | 1,914 | 1,265 | 1,119 | 597 | 514 | 2.94 |
| Butts | 4.9 | 210 | 885 | 1,105 | 868 | 730 | 1,102 | 925 | 1,526 | 904 | 853 | 389 | 303 | 3.27 |
| Calhoun | 1.8 | 53 | 306 | 355 | 241 | 276 | 569 | 534 | 462 | 310 | 261 | 127 | 106 | 2.67 |
| Camden | 10.5 | 999 | 3,426 | 2,519 | 1,436 | 958 | 1,162 | 1,834 | 2,923 | 2,314 | 2,138 | 857 | 434 | 3.12 |
| Candler | 2.9 | 155 | 496 | 587 | 473 | 406 | 783 | 771 | 873 | 505 | 427 | 198 | 126 | 2.69 |
| Carroll | 26.4 | 2,038 | 5,707 | 6,000 | 4,410 | 3,297 | 4,948 | 5,681 | 8,126 | 5,200 | 4,609 | 1,864 | 920 | 2.83 |
| ☐ Catoosa | 16.1 | 787 | 3,149 | 3,740 | 2,958 | 2,357 | 3,109 | 3,160 | 5,273 | 3,401 | 2,886 | 963 | 417 | 2.71 |
| Charlton | 2.9 | 164 | 647 | 572 | 510 | 428 | 579 | 581 | 840 | 543 | 536 | 226 | 174 | 3.00 |
| Chatham | 82.2 | 4,782 | 17,706 | 17,906 | 12,211 | 11,086 | 18,509 | 21,676 | 25,723 | 14,686 | 11,703 | 4,974 | 3,438 | 2.68 |
| Chattahoochee | 2.9 | 142 | 1,240 | 992 | 246 | 122 | 158 | 221 | 456 | 558 | 837 | 550 | 278 | 5.86 |
| Chattooga | 8.5 | 438 | 1,511 | 1,607 | 1,348 | 1,323 | 2,273 | 1,956 | 2,814 | 1,602 | 1,342 | 512 | 274 | 2.62 |
| Cherokee | 35.1 | 1,521 | 9,906 | 10,020 | 5,836 | 3,475 | 4,342 | 5,048 | 11,276 | 8,013 | 7,036 | 2,569 | 1,158 | 2.88 |
| Clarke | 33.6 | 6,843 | 7,970 | 6,584 | 3,964 | 3,145 | 5,094 | 9,833 | 11,187 | 5,727 | 4,575 | 1,441 | 837 | 2.64 |
| Clay | 1.2 | 46 | 191 | 237 | 156 | 172 | 398 | 321 | 366 | 180 | 171 | 76 | 86 | 2.83 |
| Clayton | 67.5 | 4,757 | 18,794 | 18,185 | 11,664 | 7,442 | 6,658 | 13,676 | 20,445 | 14,065 | 11,859 | 4,867 | 2,588 | 2.78 |
| Clinch | 2.2 | 106 | 438 | 498 | 356 | 334 | 468 | 552 | 623 | 406 | 342 | 172 | 105 | 2.73 |
| Cobb | 184.9 | 10,856 | 51,425 | 52,961 | 32,170 | 18,603 | 18,885 | 42,343 | 59,958 | 35,950 | 31,254 | 10,835 | 4,560 | 2.61 |
| Coffee | 10.8 | 660 | 2,338 | 2,361 | 1,765 | 1,386 | 2,290 | 2,418 | 3,104 | 2,154 | 1,851 | 790 | 483 | 2.80 |
| Colquitt | 13.0 | 657 | 2,288 | 2,698 | 2,098 | 1,795 | 3,464 | 3,020 | 3,973 | 2,529 | 2,016 | 889 | 573 | 2.83 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | Average Household Size |
| **GEORGIA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Columbia | 23.4 | 900 | 5,593 | 7,331 | 4,471 | 2,638 | 2,467 | 3,210 | 6,661 | 5,272 | 5,378 | 2,076 | 803 | 3.03 |
| Cook | 4.8 | 250 | 860 | 911 | 803 | 714 | 1,262 | 1,129 | 1,439 | 866 | 767 | 355 | 244 | 2.81 |
| Coweta | 20.0 | 990 | 4,249 | 4,793 | 3,598 | 2,701 | 3,669 | 3,652 | 6,241 | 4,083 | 3,654 | 1,509 | 861 | 2.85 |
| Crawford | 3.1 | 116 | 695 | 704 | 596 | 412 | 577 | 594 | 906 | 588 | 607 | 258 | 147 | 2.97 |
| Crisp | 7.3 | 350 | 1,334 | 1,608 | 1,111 | 1,097 | 1,800 | 1,841 | 2,207 | 1,300 | 1,039 | 523 | 390 | 2.74 |
| ☐ Dade | 4.7 | 241 | 922 | 1,059 | 858 | 658 | 962 | 880 | 1,569 | 1,000 | 818 | 307 | 126 | 2.83 |
| Dawson | 3.7 | 193 | 873 | 868 | 668 | 509 | 589 | 601 | 1,246 | 778 | 670 | 276 | 129 | 2.81 |
| Decatur | 9.0 | 427 | 1,719 | 1,921 | 1,295 | 1,291 | 2,347 | 2,126 | 2,730 | 1,563 | 1,403 | 664 | 514 | 2.83 |
| De Kalb | 216.5 | 12,847 | 56,156 | 57,246 | 35,269 | 24,735 | 30,247 | 55,547 | 70,937 | 39,144 | 29,734 | 12,739 | 8,399 | 2.62 |
| Dodge | 6.4 | 351 | 1,168 | 1,394 | 1,148 | 1,041 | 1,298 | 1,640 | 1,951 | 1,190 | 971 | 415 | 233 | 2.73 |
| Dooly | 3.4 | 126 | 580 | 674 | 550 | 498 | 972 | 887 | 977 | 561 | 510 | 256 | 209 | 2.82 |
| Dougherty | 33.7 | 2,172 | 7,096 | 8,100 | 5,376 | 4,620 | 6,336 | 7,993 | 9,990 | 6,320 | 5,201 | 2,521 | 1,675 | 2.82 |
| Douglas | 25.8 | 1,300 | 6,321 | 7,147 | 4,917 | 2,956 | 3,159 | 3,946 | 7,823 | 5,699 | 5,300 | 2,013 | 1,019 | 2.92 |
| Early | 4.1 | 146 | 647 | 834 | 613 | 609 | 1,251 | 1,040 | 1,225 | 692 | 597 | 295 | 251 | 2.83 |
| Echols | .8 | 47 | 177 | 173 | 116 | 127 | 160 | 153 | 237 | 159 | 153 | 63 | 35 | 2.88 |
| Effingham | 9.3 | 490 | 2,198 | 2,346 | 1,655 | 1,126 | 1,485 | 1,538 | 2,601 | 2,079 | 1,863 | 807 | 412 | 2.91 |
| Elbert | 7.1 | 361 | 1,264 | 1,401 | 1,143 | 1,023 | 1,908 | 1,706 | 2,278 | 1,348 | 1,063 | 428 | 277 | 2.68 |
| Emanuel | 7.4 | 371 | 1,354 | 1,558 | 1,129 | 1,015 | 1,973 | 1,825 | 2,186 | 1,294 | 1,147 | 562 | 386 | 2.78 |
| Evans | 3.2 | 143 | 598 | 661 | 475 | 466 | 857 | 809 | 936 | 581 | 533 | 196 | 145 | 2.75 |
| Fannin | 6.5 | 203 | 956 | 1,215 | 992 | 1,164 | 1,970 | 1,468 | 2,430 | 1,162 | 974 | 335 | 131 | 2.51 |
| Fayette | 23.4 | 585 | 4,103 | 7,559 | 5,497 | 2,654 | 3,002 | 2,992 | 7,001 | 5,165 | 5,611 | 1,911 | 720 | 2.96 |
| Floyd | 30.7 | 1,519 | 5,616 | 6,350 | 4,914 | 4,603 | 7,698 | 7,378 | 10,189 | 5,982 | 4,557 | 1,753 | 841 | 2.67 |
| Forsyth | 17.3 | 778 | 4,033 | 4,429 | 3,212 | 2,195 | 2,653 | 2,867 | 5,928 | 3,726 | 3,114 | 1,159 | 506 | 2.76 |
| Franklin | 6.5 | 308 | 1,067 | 1,242 | 1,097 | 1,032 | 1,754 | 1,538 | 2,198 | 1,248 | 973 | 358 | 185 | 2.62 |
| Fulton | 266.0 | 16,810 | 64,884 | 66,816 | 42,549 | 29,277 | 45,664 | 83,804 | 81,360 | 43,852 | 33,116 | 14,132 | 9,736 | 2.52 |
| Gilmer | 5.3 | 257 | 931 | 1,081 | 870 | 871 | 1,290 | 1,125 | 1,872 | 1,012 | 856 | 304 | 131 | 2.62 |
| Glascock | .8 | 25 | 137 | 155 | 135 | 138 | 210 | 185 | 268 | 156 | 126 | 43 | 22 | 2.88 |
| Glynn | 24.4 | 1,150 | 4,669 | 5,270 | 4,073 | 3,477 | 5,761 | 5,856 | 8,363 | 4,389 | 3,584 | 1,393 | 815 | 2.61 |
| Gordon | 13.0 | 713 | 2,679 | 2,924 | 2,321 | 1,804 | 2,559 | 2,621 | 3,951 | 2,828 | 2,324 | 884 | 392 | 2.76 |
| Grady | 7.4 | 357 | 1,369 | 1,498 | 1,155 | 1,026 | 1,995 | 1,677 | 2,293 | 1,346 | 1,226 | 515 | 343 | 2.74 |
| Greene | 4.1 | 149 | 671 | 863 | 659 | 619 | 1,139 | 994 | 1,186 | 672 | 585 | 342 | 321 | 2.93 |
| Gwinnett | 140.6 | 7,470 | 43,823 | 43,101 | 23,522 | 11,804 | 10,880 | 25,393 | 43,856 | 29,439 | 28,273 | 9,824 | 3,815 | 2.78 |
| Habersham | 10.2 | 509 | 1,897 | 2,106 | 1,676 | 1,588 | 2,424 | 2,197 | 3,487 | 2,059 | 1,638 | 558 | 261 | 2.75 |
| Hall | 36.0 | 2,078 | 7,958 | 8,130 | 6,223 | 4,747 | 6,864 | 7,349 | 11,696 | 7,255 | 6,127 | 2,282 | 1,291 | 2.75 |
| Hancock | 3.0 | 102 | 520 | 642 | 468 | 463 | 805 | 743 | 791 | 484 | 435 | 253 | 294 | 2.93 |
| Haralson | 8.4 | 447 | 1,641 | 1,684 | 1,435 | 1,246 | 1,947 | 1,903 | 2,665 | 1,693 | 1,364 | 527 | 248 | 2.67 |
| Harris | 6.6 | 197 | 1,123 | 1,538 | 1,167 | 1,036 | 1,539 | 1,285 | 2,249 | 1,251 | 1,075 | 476 | 264 | 2.77 |
| Hart | 7.6 | 329 | 1,323 | 1,473 | 1,197 | 1,206 | 2,072 | 1,705 | 2,687 | 1,362 | 1,129 | 453 | 264 | 2.62 |
| Heard | 3.3 | 182 | 689 | 698 | 592 | 433 | 706 | 708 | 1,030 | 657 | 532 | 237 | 136 | 2.73 |
| Henry | 21.9 | 936 | 5,219 | 5,605 | 4,095 | 2,912 | 3,133 | 2,958 | 7,174 | 4,824 | 4,357 | 1,711 | 876 | 2.93 |
| Houston | 33.4 | 1,858 | 8,425 | 8,028 | 5,832 | 4,716 | 4,541 | 7,002 | 10,372 | 6,748 | 5,887 | 2,233 | 1,158 | 2.75 |
| Irwin | 3.1 | 164 | 533 | 570 | 502 | 451 | 880 | 755 | 957 | 521 | 477 | 233 | 157 | 2.77 |
| Jackson | 11.1 | 609 | 2,237 | 2,377 | 1,980 | 1,493 | 2,404 | 2,200 | 3,564 | 2,296 | 1,853 | 743 | 444 | 2.80 |
| Jasper | 3.2 | 137 | 540 | 723 | 491 | 498 | 811 | 691 | 1,030 | 579 | 471 | 237 | 192 | 2.75 |
| Jeff Davis | 4.4 | 262 | 874 | 961 | 732 | 636 | 935 | 894 | 1,354 | 918 | 759 | 298 | 177 | 2.77 |
| Jefferson | 6.1 | 270 | 1,066 | 1,295 | 926 | 836 | 1,707 | 1,522 | 1,703 | 1,083 | 894 | 496 | 402 | 2.82 |
| Jenkins | 2.9 | 110 | 508 | 590 | 469 | 442 | 781 | 691 | 847 | 531 | 470 | 195 | 166 | 2.79 |
| Johnson | 3.0 | 141 | 544 | 569 | 440 | 444 | 862 | 755 | 839 | 549 | 524 | 191 | 142 | 2.77 |
| Jones | 7.5 | 336 | 1,678 | 1,833 | 1,419 | 975 | 1,259 | 1,406 | 2,220 | 1,609 | 1,413 | 560 | 292 | 2.81 |
| Lamar | 4.8 | 210 | 875 | 1,022 | 823 | 697 | 1,173 | 1,047 | 1,488 | 926 | 780 | 341 | 218 | 2.79 |
| Lanier | 2.0 | 110 | 404 | 422 | 328 | 291 | 445 | 459 | 555 | 416 | 337 | 150 | 83 | 2.75 |
| Laurens | 14.7 | 811 | 2,855 | 3,126 | 2,324 | 2,057 | 3,527 | 3,477 | 4,456 | 2,755 | 2,455 | 994 | 563 | 2.74 |
| Lee | 5.4 | 224 | 1,295 | 1,656 | 882 | 602 | 741 | 828 | 1,378 | 1,266 | 1,230 | 454 | 244 | 3.09 |
| Liberty | 15.7 | 2,577 | 5,699 | 3,419 | 1,644 | 1,035 | 1,326 | 2,362 | 4,229 | 3,677 | 3,295 | 1,384 | 753 | 3.48 |
| Lincoln | 2.7 | 90 | 438 | 551 | 463 | 423 | 735 | 602 | 847 | 479 | 455 | 173 | 144 | 2.78 |
| Long | 2.2 | 308 | 493 | 457 | 298 | 239 | 405 | 456 | 638 | 466 | 382 | 147 | 111 | 2.86 |
| Lowndes | 26.6 | 2,445 | 6,228 | 5,874 | 3,986 | 3,243 | 4,824 | 5,912 | 8,084 | 5,042 | 4,541 | 1,934 | 1,087 | 2.89 |
| Lumpkin | 5.2 | 297 | 1,183 | 1,134 | 880 | 723 | 983 | 1,030 | 1,777 | 1,023 | 889 | 314 | 167 | 2.92 |
| McDuffie | 7.4 | 406 | 1,477 | 1,683 | 1,208 | 1,036 | 1,590 | 1,614 | 2,229 | 1,469 | 1,233 | 559 | 296 | 2.77 |
| McIntosh | 3.2 | 124 | 559 | 664 | 529 | 517 | 807 | 746 | 992 | 610 | 467 | 222 | 163 | 2.75 |
| Macon | 4.4 | 191 | 806 | 976 | 669 | 601 | 1,157 | 1,011 | 1,165 | 816 | 670 | 375 | 363 | 2.98 |
| Madison | 7.9 | 415 | 1,659 | 1,833 | 1,376 | 1,033 | 1,584 | 1,517 | 2,619 | 1,638 | 1,375 | 500 | 251 | 2.75 |
| Marion | 2.0 | 99 | 402 | 431 | 325 | 245 | 498 | 406 | 634 | 392 | 298 | 160 | 110 | 2.80 |
| Meriwether | 7.7 | 322 | 1,387 | 1,567 | 1,268 | 1,148 | 2,008 | 1,728 | 2,246 | 1,386 | 1,180 | 592 | 568 | 2.92 |
| Miller | 2.3 | 90 | 379 | 425 | 390 | 332 | 684 | 554 | 738 | 419 | 356 | 129 | 104 | 2.74 |
| Mitchell | 6.8 | 312 | 1,191 | 1,433 | 1,116 | 976 | 1,772 | 1,438 | 1,972 | 1,190 | 1,112 | 527 | 561 | 2.96 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average Household Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **GEORGIA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Monroe | 6.0 | 210 | 1,147 | 1,508 | 1,067 | 879 | 1,189 | 1,183 | 1,792 | 1,163 | 1,095 | 470 | 297 | 2.93 |
| Montgomery | 2.5 | 120 | 490 | 516 | 382 | 347 | 645 | 611 | 769 | 436 | 389 | 176 | 119 | 2.96 |
| Morgan | 4.4 | 149 | 823 | 979 | 739 | 609 | 1,101 | 870 | 1,298 | 861 | 708 | 383 | 280 | 2.98 |
| Murray | 9.9 | 696 | 2,424 | 2,297 | 1,742 | 1,269 | 1,472 | 1,754 | 3,076 | 2,212 | 1,885 | 654 | 319 | 2.78 |
| Muscogee | 67.0 | 4,719 | 15,504 | 14,345 | 9,845 | 9,554 | 13,033 | 16,684 | 20,506 | 12,926 | 10,395 | 4,189 | 2,300 | 2.72 |
| Newton | 15.0 | 869 | 3,144 | 3,304 | 2,632 | 2,059 | 2,992 | 2,794 | 4,545 | 3,061 | 2,691 | 1,161 | 748 | 2.90 |
| Oconee | 6.4 | 261 | 1,432 | 1,815 | 1,157 | 717 | 1,018 | 1,046 | 1,995 | 1,396 | 1,248 | 480 | 235 | 2.88 |
| Oglethorpe | 3.6 | 185 | 704 | 814 | 613 | 525 | 759 | 755 | 1,167 | 735 | 585 | 205 | 153 | 2.75 |
| Paulding | 15.5 | 928 | 4,396 | 3,847 | 2,463 | 1,745 | 2,121 | 2,167 | 4,848 | 3,671 | 3,134 | 1,134 | 546 | 2.90 |
| Peach | 7.3 | 428 | 1,473 | 1,590 | 1,259 | 1,076 | 1,474 | 1,485 | 2,266 | 1,489 | 1,176 | 488 | 396 | 2.99 |
| Pickens | 5.6 | 281 | 1,058 | 1,152 | 984 | 836 | 1,289 | 1,113 | 1,920 | 1,181 | 895 | 319 | 172 | 2.68 |
| Pierce | 4.9 | 216 | 888 | 1,123 | 851 | 733 | 1,089 | 1,018 | 1,458 | 970 | 901 | 373 | 180 | 2.78 |
| Pike | 3.6 | 122 | 679 | 789 | 652 | 547 | 811 | 672 | 1,125 | 664 | 659 | 287 | 193 | 2.92 |
| Polk | 12.7 | 606 | 2,332 | 2,482 | 2,110 | 1,915 | 3,255 | 2,924 | 3,976 | 2,397 | 2,077 | 833 | 493 | 2.69 |
| Pulaski | 3.1 | 113 | 487 | 615 | 509 | 518 | 858 | 897 | 939 | 500 | 446 | 189 | 129 | 2.55 |
| Putnam | 5.4 | 256 | 1,011 | 1,109 | 941 | 909 | 1,174 | 1,175 | 1,899 | 970 | 785 | 349 | 222 | 2.72 |
| Quitman | .9 | 42 | 131 | 148 | 131 | 156 | 292 | 266 | 296 | 151 | 102 | 43 | 42 | 2.44 |
| Rabun | 4.8 | 193 | 708 | 907 | 772 | 818 | 1,402 | 1,093 | 1,858 | 856 | 652 | 239 | 102 | 2.50 |
| Randolph | 2.8 | 100 | 436 | 526 | 368 | 418 | 952 | 781 | 783 | 483 | 359 | 189 | 205 | 2.82 |
| Richmond | 68.6 | 4,468 | 16,528 | 15,649 | 10,369 | 9,044 | 12,542 | 18,194 | 20,328 | 12,594 | 10,061 | 4,498 | 2,925 | 2.76 |
| Rockdale | 19.7 | 752 | 4,361 | 5,401 | 3,873 | 2,569 | 2,744 | 2,889 | 6,032 | 4,197 | 4,176 | 1,656 | 750 | 2.96 |
| Schley | 1.3 | 81 | 225 | 234 | 248 | 170 | 342 | 326 | 356 | 265 | 186 | 104 | 63 | 2.77 |
| Screven | 5.0 | 205 | 901 | 1,129 | 735 | 674 | 1,356 | 1,247 | 1,469 | 889 | 761 | 391 | 243 | 2.76 |
| Seminole | 3.1 | 116 | 525 | 547 | 464 | 521 | 927 | 750 | 1,010 | 518 | 464 | 190 | 168 | 2.87 |
| Spalding | 19.9 | 1,080 | 4,000 | 4,473 | 3,366 | 2,772 | 4,209 | 4,041 | 6,178 | 4,018 | 3,386 | 1,409 | 868 | 2.81 |
| Stephens | 9.1 | 487 | 1,548 | 1,872 | 1,457 | 1,285 | 2,451 | 2,207 | 3,106 | 1,671 | 1,360 | 538 | 218 | 2.59 |
| Stewart | 2.0 | 71 | 281 | 383 | 312 | 311 | 642 | 534 | 553 | 316 | 325 | 131 | 141 | 2.75 |
| Sumter | 10.4 | 652 | 2,112 | 2,286 | 1,647 | 1,332 | 2,371 | 2,566 | 2,983 | 1,902 | 1,585 | 758 | 606 | 2.88 |
| Talbot | 2.4 | 69 | 402 | 530 | 375 | 365 | 659 | 565 | 666 | 472 | 369 | 185 | 143 | 2.79 |
| Taliaferro | .7 | 16 | 100 | 107 | 112 | 102 | 263 | 224 | 198 | 98 | 71 | 59 | 50 | 2.71 |
| Tattnall | 5.7 | 258 | 1,064 | 1,071 | 938 | 828 | 1,541 | 1,424 | 1,803 | 1,025 | 864 | 370 | 214 | 3.09 |
| Taylor | 2.8 | 110 | 512 | 513 | 466 | 406 | 793 | 685 | 794 | 538 | 453 | 177 | 153 | 2.71 |
| Telfair | 4.0 | 173 | 678 | 764 | 540 | 597 | 1,248 | 1,057 | 1,186 | 685 | 594 | 286 | 192 | 2.73 |
| Terrell | 3.7 | 128 | 622 | 708 | 615 | 563 | 1,064 | 892 | 1,106 | 635 | 516 | 257 | 294 | 2.84 |
| Thomas | 14.5 | 711 | 2,740 | 3,045 | 2,275 | 2,069 | 3,660 | 3,444 | 4,437 | 2,720 | 2,306 | 973 | 620 | 2.70 |
| Tift | 12.4 | 795 | 2,534 | 2,774 | 1,976 | 1,635 | 2,686 | 2,821 | 3,696 | 2,298 | 2,061 | 933 | 591 | 2.85 |
| Toombs | 9.0 | 491 | 1,820 | 1,945 | 1,485 | 1,205 | 2,054 | 2,267 | 2,508 | 1,755 | 1,424 | 643 | 403 | 2.71 |
| Towns | 2.8 | 93 | 349 | 446 | 363 | 525 | 1,024 | 722 | 1,243 | 401 | 302 | 104 | 28 | 2.43 |
| Treutlen | 2.2 | 108 | 377 | 416 | 326 | 332 | 641 | 532 | 653 | 388 | 347 | 159 | 121 | 2.82 |
| Troup | 20.6 | 1,163 | 4,153 | 4,447 | 2,993 | 2,796 | 5,048 | 4,911 | 6,281 | 3,891 | 3,229 | 1,401 | 887 | 2.72 |
| Turner | 3.0 | 175 | 520 | 594 | 459 | 435 | 817 | 675 | 922 | 515 | 426 | 241 | 221 | 2.83 |
| Twiggs | 3.3 | 146 | 707 | 702 | 577 | 467 | 701 | 678 | 908 | 628 | 570 | 305 | 211 | 2.94 |
| Union | 4.9 | 171 | 706 | 873 | 765 | 867 | 1,518 | 1,038 | 1,977 | 829 | 705 | 236 | 115 | 2.55 |
| Upson | 9.9 | 449 | 1,763 | 1,882 | 1,582 | 1,447 | 2,777 | 2,416 | 3,105 | 1,901 | 1,541 | 608 | 329 | 2.67 |
| ☐ Walker | 22.0 | 1,044 | 4,028 | 4,625 | 3,810 | 3,321 | 5,172 | 4,499 | 7,353 | 4,485 | 3,664 | 1,414 | 585 | 2.68 |
| Walton | 13.9 | 760 | 2,904 | 3,168 | 2,486 | 1,740 | 2,842 | 2,459 | 4,322 | 2,878 | 2,501 | 1,088 | 652 | 2.88 |
| Ware | 12.9 | 611 | 2,183 | 2,675 | 1,969 | 2,034 | 3,428 | 3,331 | 3,976 | 2,349 | 1,958 | 813 | 473 | 2.71 |
| Warren | 2.1 | 74 | 356 | 411 | 316 | 313 | 630 | 488 | 615 | 377 | 325 | 155 | 140 | 2.86 |
| Washington | 6.8 | 295 | 1,287 | 1,489 | 1,051 | 926 | 1,752 | 1,649 | 1,877 | 1,228 | 1,095 | 541 | 410 | 2.82 |
| Wayne | 8.0 | 422 | 1,511 | 1,800 | 1,274 | 1,256 | 1,737 | 1,717 | 2,446 | 1,519 | 1,367 | 605 | 346 | 2.90 |
| Webster | .8 | 25 | 125 | 162 | 133 | 125 | 230 | 193 | 226 | 130 | 138 | 69 | 44 | 2.75 |
| Wheeler | 1.8 | 89 | 265 | 364 | 281 | 242 | 559 | 452 | 523 | 318 | 286 | 142 | 79 | 2.72 |
| White | 5.1 | 197 | 856 | 1,028 | 906 | 844 | 1,269 | 1,083 | 1,861 | 965 | 806 | 288 | 97 | 2.67 |
| Whitfield | 27.4 | 1,856 | 5,961 | 6,205 | 4,839 | 3,737 | 4,802 | 5,667 | 8,783 | 5,799 | 4,604 | 1,726 | 821 | 2.70 |
| Wilcox | 2.5 | 94 | 389 | 504 | 373 | 366 | 774 | 648 | 735 | 414 | 388 | 169 | 146 | 2.80 |
| Wilkes | 4.0 | 142 | 643 | 758 | 619 | 609 | 1,229 | 1,019 | 1,279 | 694 | 575 | 261 | 172 | 2.60 |
| Wilkinson | 3.6 | 174 | 741 | 740 | 589 | 540 | 816 | 798 | 1,060 | 649 | 591 | 293 | 209 | 2.83 |
| Worth | 7.0 | 318 | 1,352 | 1,564 | 1,191 | 945 | 1,630 | 1,391 | 2,132 | 1,359 | 1,168 | 536 | 414 | 2.84 |
| **TOTAL METRO COUNTIES** | **1,626.1** | **98,501** | **404,724** | **417,736** | **269,267** | **188,908** | **246,964** | **380,000** | **508,624** | **312,264** | **263,113** | **104,206** | **57,893** | **2.71** |
| **TOTAL STATE** | **2,451.4** | **146,222** | **568,163** | **593,438** | **401,682** | **304,506** | **437,389** | **565,333** | **764,939** | **469,949** | **397,504** | **160,702** | **92,973** | **2.74** |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/91 Total Households (Thousands) | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | Average Household Size |
| **HAWAII** | | | | | | | | | | | | | | |
| **HONOLULU** | **271.2** | **12,459** | **55,904** | **66,227** | **44,841** | **38,114** | **53,655** | **53,043** | **75,913** | **50,282** | **45,677** | **23,112** | **23,173** | **3.14** |
| Honolulu | 271.2 | 12,459 | 55,904 | 66,227 | 44,841 | 38,114 | 53,655 | 53,043 | 75,913 | 50,282 | 45,677 | 23,112 | 23,173 | 3.14 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Hawaii | 43.7 | 1,523 | 7,430 | 11,949 | 6,878 | 6,029 | 9,891 | 9,160 | 13,435 | 7,609 | 6,714 | 3,720 | 3,062 | 2.89 |
| Honolulu | 271.2 | 12,459 | 55,904 | 66,227 | 44,841 | 38,114 | 53,655 | 53,043 | 75,913 | 50,282 | 45,677 | 23,112 | 23,173 | 3.14 |
| Kauai | 17.1 | 422 | 2,888 | 4,619 | 2,773 | 2,256 | 4,142 | 3,023 | 4,971 | 3,046 | 2,766 | 1,653 | 1,641 | 3.15 |
| Maui | 35.0 | 1,106 | 6,827 | 9,900 | 5,618 | 4,390 | 7,159 | 7,082 | 10,624 | 6,062 | 5,141 | 2,952 | 3,139 | 3.03 |
| **TOTAL METRO COUNTIES** | **271.2** | **12,459** | **55,904** | **66,227** | **44,841** | **38,114** | **53,655** | **53,043** | **75,913** | **50,282** | **45,677** | **23,112** | **23,173** | **3.14** |
| **TOTAL STATE** | **367.0** | **15,510** | **73,049** | **92,695** | **60,110** | **50,789** | **74,847** | **72,308** | **104,943** | **66,999** | **60,298** | **31,437** | **31,015** | **3.10** |
| **IDAHO** | | | | | | | | | | | | | | |
| **BOISE** | **79.4** | **5,250** | **18,390** | **20,780** | **12,472** | **8,414** | **14,094** | **19,034** | **27,290** | **13,164** | **11,889** | **4,854** | **3,169** | **2.66** |
| Ada | 79.4 | 5,250 | 18,390 | 20,780 | 12,472 | 8,414 | 14,094 | 19,034 | 27,290 | 13,164 | 11,889 | 4,854 | 3,169 | 2.66 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Ada | 79.4 | 5,250 | 18,390 | 20,780 | 12,472 | 8,414 | 14,094 | 19,034 | 27,290 | 13,164 | 11,889 | 4,854 | 3,169 | 2.66 |
| Adams | 1.2 | 48 | 202 | 267 | 203 | 179 | 301 | 251 | 478 | 161 | 188 | 81 | 41 | 2.67 |
| Bannock | 23.6 | 1,849 | 5,362 | 5,765 | 3,467 | 2,656 | 4,501 | 5,722 | 7,346 | 3,618 | 3,406 | 1,738 | 1,770 | 2.82 |
| Bear Lake | 2.0 | 68 | 350 | 370 | 292 | 298 | 622 | 450 | 647 | 232 | 232 | 198 | 241 | 3.00 |
| Benewah | 3.1 | 155 | 521 | 754 | 526 | 432 | 712 | 709 | 1,091 | 511 | 465 | 199 | 125 | 2.61 |
| Bingham | 11.8 | 558 | 2,509 | 2,728 | 1,876 | 1,622 | 2,507 | 1,982 | 3,511 | 1,741 | 1,792 | 1,170 | 1,604 | 3.25 |
| Blaine | 6.0 | 261 | 1,452 | 1,996 | 1,032 | 579 | 680 | 1,718 | 2,048 | 964 | 823 | 282 | 165 | 2.43 |
| Boise | 1.4 | 42 | 255 | 365 | 249 | 220 | 269 | 365 | 501 | 201 | 193 | 94 | 46 | 2.57 |
| Bonner | 10.5 | 357 | 1,711 | 2,738 | 1,655 | 1,480 | 2,559 | 2,479 | 3,849 | 1,514 | 1,537 | 762 | 359 | 2.58 |
| Bonneville | 25.0 | 1,706 | 5,972 | 5,951 | 4,022 | 3,017 | 4,332 | 5,170 | 7,646 | 4,004 | 3,758 | 2,162 | 2,260 | 2.97 |
| Boundary | 3.0 | 124 | 540 | 761 | 425 | 462 | 688 | 640 | 1,025 | 447 | 464 | 242 | 182 | 2.87 |
| Butte | 1.0 | 25 | 171 | 227 | 170 | 164 | 243 | 229 | 343 | 137 | 113 | 73 | 105 | 2.90 |
| Camas | .3 | 9 | 50 | 65 | 61 | 41 | 74 | 114 | 82 | 41 | 37 | 19 | 7 | 2.33 |
| Canyon | 31.8 | 1,879 | 6,160 | 6,972 | 4,953 | 3,902 | 7,934 | 6,867 | 10,535 | 4,973 | 4,847 | 2,518 | 2,060 | 2.88 |
| Caribou | 2.2 | 94 | 427 | 486 | 365 | 300 | 528 | 440 | 668 | 309 | 309 | 224 | 250 | 3.05 |
| Cassia | 6.4 | 347 | 1,248 | 1,368 | 936 | 884 | 1,617 | 1,330 | 1,983 | 849 | 914 | 602 | 722 | 3.06 |
| Clark | .3 | 13 | 57 | 56 | 57 | 46 | 71 | 85 | 105 | 28 | 37 | 22 | 23 | 2.67 |
| Clearwater | 3.2 | 90 | 518 | 682 | 589 | 504 | 817 | 761 | 1,269 | 482 | 424 | 176 | 88 | 2.59 |
| Custer | 1.5 | 45 | 294 | 386 | 258 | 201 | 316 | 367 | 498 | 235 | 232 | 107 | 61 | 2.73 |
| Elmore | 7.2 | 668 | 2,132 | 1,658 | 960 | 741 | 1,041 | 1,362 | 2,308 | 1,293 | 1,332 | 603 | 302 | 2.97 |
| Franklin | 2.9 | 125 | 544 | 579 | 422 | 360 | 870 | 544 | 887 | 336 | 378 | 304 | 451 | 3.24 |
| Fremont | 3.5 | 176 | 683 | 712 | 567 | 497 | 865 | 694 | 1,068 | 494 | 474 | 280 | 490 | 3.17 |
| Gem | 4.5 | 176 | 727 | 837 | 713 | 649 | 1,398 | 1,006 | 1,704 | 651 | 604 | 308 | 227 | 2.67 |
| Gooding | 4.4 | 181 | 753 | 822 | 662 | 622 | 1,360 | 1,114 | 1,601 | 575 | 546 | 302 | 262 | 2.64 |
| Idaho | 5.3 | 171 | 837 | 1,137 | 871 | 839 | 1,445 | 1,303 | 1,971 | 701 | 719 | 392 | 214 | 2.62 |
| Jefferson | 5.0 | 211 | 1,025 | 1,166 | 845 | 624 | 1,129 | 781 | 1,427 | 717 | 745 | 543 | 787 | 3.40 |
| Jerome | 5.4 | 240 | 1,055 | 1,134 | 810 | 718 | 1,443 | 1,156 | 1,803 | 825 | 830 | 447 | 339 | 2.83 |
| Kootenai | 27.5 | 1,408 | 4,988 | 6,608 | 4,604 | 3,670 | 6,222 | 6,440 | 9,977 | 4,337 | 4,150 | 1,736 | 860 | 2.59 |
| Latah | 11.5 | 1,704 | 2,739 | 2,505 | 1,544 | 1,063 | 1,945 | 2,991 | 4,290 | 1,778 | 1,507 | 629 | 305 | 2.70 |
| Lemhi | 2.9 | 99 | 424 | 626 | 495 | 414 | 842 | 853 | 1,040 | 395 | 349 | 150 | 113 | 2.41 |
| Lewis | 1.4 | 54 | 225 | 268 | 218 | 205 | 430 | 371 | 513 | 182 | 187 | 104 | 43 | 2.57 |
| Lincoln | 1.2 | 58 | 191 | 275 | 182 | 176 | 318 | 298 | 402 | 164 | 141 | 104 | 91 | 2.75 |
| Madison | 6.0 | 1,494 | 1,115 | 1,148 | 767 | 539 | 937 | 700 | 1,448 | 796 | 796 | 685 | 1,575 | 4.07 |
| Minidoka | 6.4 | 320 | 1,283 | 1,361 | 1,024 | 840 | 1,572 | 1,239 | 2,098 | 953 | 962 | 564 | 584 | 3.02 |
| Nez Perce | 13.7 | 842 | 2,559 | 2,831 | 2,063 | 1,858 | 3,547 | 3,714 | 4,988 | 2,088 | 1,805 | 734 | 371 | 2.48 |
| Oneida | 1.2 | 36 | 213 | 228 | 159 | 132 | 432 | 292 | 362 | 147 | 148 | 106 | 145 | 3.00 |
| Owyhee | 2.9 | 166 | 523 | 589 | 447 | 417 | 758 | 693 | 886 | 438 | 390 | 274 | 219 | 3.00 |
| Payette | 6.3 | 313 | 1,053 | 1,272 | 1,010 | 856 | 1,796 | 1,406 | 2,247 | 966 | 878 | 457 | 346 | 2.68 |
| Power | 2.4 | 124 | 469 | 604 | 395 | 330 | 478 | 470 | 739 | 385 | 386 | 223 | 197 | 3.00 |
| Shoshone | 5.3 | 235 | 820 | 1,138 | 853 | 767 | 1,487 | 1,480 | 1,901 | 798 | 699 | 290 | 132 | 2.45 |
| Teton | 1.1 | 56 | 235 | 274 | 160 | 130 | 245 | 227 | 351 | 155 | 145 | 95 | 127 | 3.27 |
| Twin Falls | 19.9 | 1,107 | 3,721 | 4,260 | 2,992 | 2,463 | 5,357 | 4,741 | 6,873 | 2,935 | 2,920 | 1,396 | 1,035 | 2.71 |
| Valley | 2.5 | 67 | 425 | 719 | 438 | 345 | 506 | 635 | 937 | 348 | 374 | 154 | 52 | 2.48 |
| Washington | 3.3 | 108 | 463 | 607 | 472 | 493 | 1,157 | 824 | 1,239 | 403 | 431 | 227 | 176 | 2.61 |
| **TOTAL METRO COUNTIES** | **79.4** | **5,250** | **18,390** | **20,780** | **12,472** | **8,414** | **14,094** | **19,034** | **27,290** | **13,164** | **11,889** | **4,854** | **3,169** | **2.66** |
| **TOTAL STATE** | **367.4** | **23,059** | **75,391** | **86,075** | **57,281** | **45,149** | **80,445** | **84,047** | **123,975** | **56,471** | **53,556** | **26,630** | **22,721** | **2.78** |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average House-hold Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **ILLINOIS** | | | | | | | | | | | | | | |
| **AURORA - ELGIN** | **125.0** | **5,191** | **29,091** | **32,838** | **21,357** | **14,953** | **21,570** | **24,820** | **36,060** | **22,250** | **22,974** | **11,366** | **7,530** | **2.97** |
| Kane | 111.4 | 4,736 | 26,272 | 29,120 | 18,615 | 13,302 | 19,355 | 22,589 | 32,012 | 19,734 | 20,148 | 10,005 | 6,912 | 2.97 |
| Kendall | 13.6 | 455 | 2,819 | 3,718 | 2,742 | 1,651 | 2,215 | 2,231 | 4,048 | 2,516 | 2,826 | 1,361 | 618 | 2.97 |
| **BLOOMINGTON - NORMAL** | **47.7** | **4,986** | **11,151** | **10,743** | **6,611** | **5,396** | **8,813** | **12,651** | **15,557** | **7,610** | **7,918** | **2,759** | **1,205** | **2.76** |
| McLean | 47.7 | 4,986 | 11,151 | 10,743 | 6,611 | 5,396 | 8,813 | 12,651 | 15,557 | 7,610 | 7,918 | 2,759 | 1,205 | 2.76 |
| **CHAMPAIGN - URBANA - RANTOUL** | **64.4** | **8,655** | **17,089** | **13,878** | **8,028** | **6,649** | **10,101** | **18,780** | **21,069** | **10,485** | **9,238** | **3,341** | **1,487** | **2.70** |
| Champaign | 64.4 | 8,655 | 17,089 | 13,878 | 8,028 | 6,649 | 10,101 | 18,780 | 21,069 | 10,485 | 9,238 | 3,341 | 1,487 | 2.70 |
| **CHICAGO** | **2,229.5** | **95,051** | **499,759** | **510,006** | **359,800** | **303,551** | **461,333** | **608,837** | **637,868** | **365,044** | **323,010** | **164,387** | **130,354** | **2.74** |
| Cook | 1,874.1 | 82,374 | 412,040 | 413,793 | 296,399 | 261,165 | 408,329 | 537,282 | 528,352 | 300,606 | 257,023 | 134,416 | 116,421 | 2.73 |
| Du Page | 289.8 | 10,637 | 72,647 | 78,221 | 51,598 | 34,812 | 41,885 | 60,264 | 89,397 | 52,278 | 52,870 | 23,767 | 11,224 | 2.80 |
| McHenry | 65.6 | 2,040 | 15,072 | 17,992 | 11,803 | 7,574 | 11,119 | 11,291 | 20,119 | 12,160 | 13,117 | 6,204 | 2,709 | 2.91 |
| ***CHICAGO - GARY - LAKE COUNTY CONSOLIDATED AREA*** | ***2,930.4*** | ***121,855*** | ***652,^06*** | ***689,526*** | ***481,664*** | ***395,655*** | ***589,694*** | ***752,608*** | ***843,599*** | ***493,019*** | ***450,552*** | ***224,787*** | ***165,835*** | ***2.78*** |
| **DAVENPORT - ROCK ISLAND - MOLINE** | **134.8** | **7,389** | **26,776** | **29,937** | **21,023** | **18,027** | **31,648** | **36,161** | **44,117** | **22,049** | **19,810** | **8,643** | **4,020** | **2.57** |
| Henry | 19.2 | 721 | 3,268 | 4,016 | 3,033 | 2,684 | 5,478 | 4,685 | 6,414 | 3,135 | 3,001 | 1,373 | 592 | 2.61 |
| Rock Island | 58.4 | 3,060 | 10,922 | 12,228 | 9,057 | 8,226 | 14,907 | 16,997 | 19,359 | 9,188 | 7,846 | 3,388 | 1,622 | 2.50 |
| *Scott, Iowa* | *57.2* | *3,608* | *12,586* | *13,693* | *8,933* | *7,117* | *11,263* | *14,479* | *18,344* | *9,726* | *8,963* | *3,882* | *1,806* | *2.63* |
| **DECATUR** | **45.3** | **2,262** | **8,477** | **9,920** | **7,114** | **6,478** | **11,049** | **12,150** | **15,255** | **7,628** | **6,460** | **2,526** | **1,281** | **2.55** |
| Macon | 45.3 | 2,262 | 8,477 | 9,920 | 7,114 | 6,478 | 11,049 | 12,150 | 15,255 | 7,628 | 6,460 | 2,526 | 1,281 | 2.55 |
| **JOLIET** | **131.5** | **4,344** | **29,322** | **36,087** | **23,778** | **15,842** | **22,127** | **24,321** | **36,279** | **24,328** | **26,326** | **13,065** | **7,181** | **3.03** |
| Grundy | 12.2 | 477 | 2,567 | 2,861 | 1,972 | 1,544 | 2,779 | 2,836 | 3,826 | 2,047 | 2,159 | 913 | 419 | 2.69 |
| Will | 119.3 | 3,867 | 26,755 | 33,226 | 21,806 | 14,298 | 19,348 | 21,485 | 32,453 | 22,281 | 24,167 | 12,152 | 6,762 | 3.06 |
| **KANKAKEE** | **34.5** | **1,654** | **6,861** | **7,511** | **5,404** | **4,698** | **8,372** | **8,515** | **10,467** | **5,944** | **5,478** | **2,554** | **1,542** | **2.79** |
| Kankakee | 34.5 | 1,654 | 6,861 | 7,511 | 5,404 | 4,698 | 8,372 | 8,515 | 10,467 | 5,944 | 5,478 | 2,554 | 1,542 | 2.79 |
| **LAKE COUNTY** | **181.0** | **6,782** | **41,870** | **49,271** | **32,612** | **23,017** | **27,448** | **34,128** | **55,057** | **33,701** | **34,731** | **15,135** | **8,248** | **2.97** |
| Lake | 181.0 | 6,782 | 41,870 | 49,271 | 32,612 | 23,017 | 27,448 | 34,128 | 55,057 | 33,701 | 34,731 | 15,135 | 8,248 | 2.97 |
| **PEORIA** | **129.2** | **6,694** | **24,848** | **28,805** | **20,340** | **18,067** | **30,446** | **33,357** | **42,447** | **21,342** | **19,551** | **8,376** | **4,127** | **2.62** |
| Peoria | 70.4 | 4,140 | 13,701 | 15,380 | 10,813 | 9,492 | 16,874 | 20,089 | 22,776 | 11,056 | 9,851 | 4,293 | 2,335 | 2.58 |
| Tazewell | 47.3 | 2,186 | 9,017 | 10,641 | 7,676 | 7,050 | 10,730 | 10,990 | 15,930 | 8,367 | 7,616 | 3,091 | 1,306 | 2.61 |
| Woodford | 11.5 | 368 | 2,130 | 2,784 | 1,851 | 1,525 | 2,842 | 2,278 | 3,741 | 1,919 | 2,084 | 992 | 486 | 2.86 |
| **ROCKFORD** | **108.5** | **5,453** | **23,296** | **24,608** | **17,643** | **14,398** | **23,102** | **26,412** | **35,588** | **18,890** | **17,095** | **7,052** | **3,463** | **2.63** |
| Boone | 11.2 | 500 | 2,231 | 2,644 | 2,061 | 1,444 | 2,320 | 2,137 | 3,625 | 2,103 | 1,983 | 872 | 480 | 2.81 |
| Winnebago | 97.3 | 4,953 | 21,065 | 21,964 | 15,582 | 12,954 | 20,782 | 24,275 | 31,963 | 16,787 | 15,112 | 6,180 | 2,983 | 2.61 |
| **SPRINGFIELD** | **77.2** | **3,734** | **16,381** | **17,937** | **11,586** | **9,832** | **17,730** | **22,764** | **24,727** | **12,497** | **10,813** | **4,397** | **2,002** | **2.48** |
| Menard | 4.2 | 127 | 803 | 942 | 679 | 585 | 1,064 | 947 | 1,429 | 737 | 679 | 300 | 108 | 2.64 |
| Sangamon | 73.0 | 3,607 | 15,578 | 16,995 | 10,907 | 9,247 | 16,666 | 21,817 | 23,298 | 11,760 | 10,134 | 4,097 | 1,894 | 2.47 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Adams | 25.4 | 1,271 | 4,638 | 5,022 | 3,704 | 3,542 | 7,223 | 7,144 | 8,268 | 3,971 | 3,573 | 1,700 | 744 | 2.59 |
| Alexander | 4.2 | 221 | 699 | 729 | 594 | 625 | 1,332 | 1,280 | 1,342 | 652 | 525 | 236 | 165 | 2.48 |
| Bond | 5.7 | 252 | 986 | 1,133 | 762 | 849 | 1,718 | 1,454 | 1,960 | 916 | 835 | 377 | 158 | 2.63 |
| Boone | 11.2 | 500 | 2,231 | 2,644 | 2,061 | 1,444 | 2,320 | 2,137 | 3,625 | 2,103 | 1,983 | 872 | 480 | 2.81 |
| Brown | 2.1 | 106 | 435 | 464 | 339 | 334 | 422 | 625 | 683 | 297 | 297 | 144 | 54 | 3.05 |
| Bureau | 13.6 | 469 | 2,314 | 2,700 | 2,013 | 1,854 | 4,250 | 3,571 | 4,539 | 2,103 | 2,021 | 892 | 474 | 2.60 |
| Calhoun | 2.0 | 55 | 315 | 336 | 297 | 310 | 687 | 497 | 703 | 288 | 306 | 140 | 66 | 2.60 |
| Carroll | 6.6 | 237 | 1,081 | 1,253 | 984 | 1,017 | 2,028 | 1,703 | 2,397 | 955 | 955 | 412 | 178 | 2.52 |
| Cass | 5.1 | 225 | 901 | 1,014 | 754 | 716 | 1,490 | 1,327 | 1,727 | 798 | 770 | 348 | 130 | 2.59 |
| Champaign | 64.4 | 8,655 | 17,089 | 13,878 | 8,028 | 6,649 | 10,101 | 18,780 | 21,069 | 10,485 | 9,238 | 3,341 | 1,487 | 2.70 |
| Christian | 13.5 | 499 | 2,341 | 2,568 | 1,996 | 1,949 | 4,147 | 3,705 | 4,439 | 2,225 | 1,955 | 832 | 344 | 2.56 |
| Clark | 6.4 | 226 | 1,149 | 1,175 | 902 | 887 | 2,061 | 1,713 | 2,198 | 1,067 | 928 | 387 | 107 | 2.48 |
| Clay | 5.7 | 242 | 986 | 1,034 | 800 | 776 | 1,862 | 1,516 | 1,984 | 914 | 803 | 341 | 142 | 2.53 |
| ☐ Clinton | 11.7 | 391 | 2,342 | 2,436 | 1,739 | 1,707 | 3,085 | 2,644 | 3,461 | 2,067 | 2,008 | 1,002 | 518 | 2.92 |
| Coles | 19.0 | 2,158 | 3,581 | 3,687 | 2,516 | 2,362 | 4,696 | 5,439 | 6,483 | 3,037 | 2,617 | 1,012 | 412 | 2.72 |
| Cook | 1,874.1 | 82,374 | 412,040 | 413,793 | 296,399 | 261,165 | 408,329 | 537,282 | 528,352 | 300,606 | 257,023 | 134,416 | 116,421 | 2.73 |
| Crawford | 7.6 | 314 | 1,334 | 1,463 | 1,048 | 1,094 | 2,347 | 2,035 | 2,688 | 1,138 | 1,136 | 434 | 169 | 2.55 |
| Cumberland | 4.0 | 175 | 735 | 770 | 574 | 591 | 1,155 | 981 | 1,306 | 653 | 611 | 276 | 173 | 2.70 |
| De Kalb | 27.0 | 3,192 | 6,057 | 5,717 | 3,840 | 3,083 | 5,111 | 6,922 | 8,804 | 4,481 | 4,188 | 1,736 | 869 | 2.94 |
| De Witt | 6.4 | 267 | 1,232 | 1,235 | 977 | 871 | 1,818 | 1,664 | 2,221 | 991 | 953 | 388 | 183 | 2.55 |
| Douglas | 7.2 | 259 | 1,383 | 1,478 | 1,044 | 1,088 | 1,948 | 1,685 | 2,451 | 1,139 | 1,119 | 493 | 313 | 2.69 |
| Du Page | 289.8 | 10,637 | 72,647 | 78,221 | 51,598 | 34,812 | 41,885 | 60,264 | 89,397 | 52,278 | 52,870 | 23,767 | 11,224 | 2.80 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/91 Total Households (Thousands) | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | Average House-hold Size |
| **ILLINOIS (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Edgar | 7.7 | 286 | 1,216 | 1,465 | 1,137 | 1,107 | 2,489 | 2,179 | 2,571 | 1,223 | 1,092 | 439 | 196 | 2.49 |
| Edwards | 3.0 | 121 | 493 | 572 | 416 | 383 | 1,015 | 814 | 1,044 | 475 | 433 | 177 | 57 | 2.47 |
| Effingham | 11.7 | 549 | 2,567 | 2,473 | 1,678 | 1,466 | 2,967 | 2,826 | 3,503 | 1,904 | 1,936 | 945 | 586 | 2.76 |
| Fayette | 7.7 | 311 | 1,339 | 1,390 | 1,093 | 1,076 | 2,491 | 2,045 | 2,575 | 1,230 | 1,083 | 515 | 252 | 2.69 |
| Ford | 5.6 | 198 | 980 | 1,063 | 762 | 873 | 1,724 | 1,545 | 1,896 | 842 | 828 | 356 | 133 | 2.52 |
| Franklin | 16.3 | 623 | 2,555 | 2,990 | 2,365 | 2,183 | 5,584 | 4,785 | 5,379 | 2,684 | 2,304 | 816 | 332 | 2.44 |
| Fulton | 14.7 | 591 | 2,297 | 2,857 | 2,052 | 2,117 | 4,786 | 4,010 | 5,101 | 2,321 | 2,046 | 861 | 361 | 2.59 |
| Gallatin | 2.7 | 102 | 415 | 470 | 45[illegible] | 405 | 857 | 738 | 937 | 474 | 348 | 148 | 55 | 2.48 |
| Greene | 5.9 | 221 | 985 | 1,034 | 837 | 861 | 1,962 | 1,550 | 1,941 | 919 | 875 | 403 | 212 | 2.59 |
| Grundy | 12.2 | 477 | 2,567 | 2,861 | 1,972 | 1,544 | 2,779 | 2,836 | 3,826 | 2,047 | 2,159 | 913 | 419 | 2.69 |
| Hamilton | 3.5 | 104 | 526 | 594 | 482 | 514 | 1,280 | 1,041 | 1,184 | 542 | 483 | 178 | 72 | 2.40 |
| Hancock | 8.3 | 287 | 1,412 | 1,626 | 1,140 | 1,246 | 2,589 | 2,167 | 2,889 | 1,280 | 1,214 | 535 | 215 | 2.54 |
| Hardin | 2.1 | 86 | 307 | 384 | 312 | 353 | 658 | 641 | 687 | 343 | 271 | 111 | 47 | 2.48 |
| Henderson | 3.2 | 88 | 529 | 622 | 545 | 491 | 925 | 851 | 1,127 | 479 | 430 | 223 | 90 | 2.53 |
| Henry | 19.2 | 721 | 3,268 | 4,016 | 3,033 | 2,684 | 5,478 | 4,685 | 6,414 | 3,135 | 3,001 | 1,373 | 592 | 2.61 |
| Iroquois | 11.7 | 395 | 1,969 | 2,202 | 1,799 | 1,732 | 3,603 | 2,867 | 4,132 | 1,784 | 1,735 | 807 | 375 | 2.62 |
| Jackson | 23.5 | 4,415 | 5,192 | 4,359 | 2,697 | 2,319 | 4,518 | 7,662 | 7,711 | 3,765 | 2,958 | 958 | 446 | 2.60 |
| Jasper | 4.0 | 134 | 800 | 727 | 538 | 522 | 1,279 | 938 | 1,388 | 571 | 614 | 322 | 167 | 2.65 |
| Jefferson | 14.6 | 670 | 2,724 | 3,040 | 2,097 | 1,893 | 4,176 | 3,909 | 4,816 | 2,443 | 2,197 | 832 | 403 | 2.52 |
| ☐ Jersey | 7.5 | 271 | 1,474 | 1,576 | 1,189 | 1,105 | 1,885 | 1,701 | 2,422 | 1,334 | 1,193 | 578 | 272 | 2.76 |
| Jo Daviess | 8.3 | 267 | 1,406 | 1,661 | 1,256 | 1,253 | 2,457 | 2,020 | 2,899 | 1,238 | 1,245 | 593 | 305 | 2.61 |
| Johnson | 3.6 | 134 | 537 | 644 | 586 | 576 | 1,123 | 882 | 1,330 | 608 | 496 | 201 | 83 | 3.25 |
| Kane | 111.4 | 4,736 | 26,272 | 29,120 | 18,615 | 13,302 | 19,355 | 22,589 | 32,012 | 19,734 | 20,148 | 10,005 | 6,912 | 2.97 |
| Kankakee | 34.5 | 1,654 | 6,861 | 7,511 | 5,404 | 4,698 | 8,372 | 8,515 | 10,467 | 5,944 | 5,478 | 2,554 | 1,542 | 2.79 |
| Kendall | 13.6 | 455 | 2,819 | 3,718 | 2,742 | 1,651 | 2,215 | 2,231 | 4,048 | 2,516 | 2,826 | 1,361 | 618 | 2.97 |
| Knox | 21.7 | 977 | 3,580 | 4,539 | 3,271 | 3,177 | 6,156 | 6,236 | 7,466 | 3,358 | 2,911 | 1,223 | 506 | 2.59 |
| Lake | 181.0 | 6,782 | 41,870 | 49,271 | 32,612 | 23,017 | 27,448 | 34,128 | 55,057 | 33,701 | 34,731 | 15,135 | 8,248 | 2.97 |
| La Salle | 41.3 | 1,480 | 7,435 | 7,998 | 6,127 | 5,951 | 12,309 | 11,068 | 13,667 | 6,420 | 6,000 | 2,851 | 1,294 | 2.58 |
| Lawrence | 6.1 | 239 | 1,026 | 1,123 | 822 | 890 | 2,000 | 1,699 | 2,119 | 973 | 836 | 331 | 142 | 2.54 |
| Lee | 12.6 | 500 | 2,512 | 2,663 | 1,834 | 1,731 | 3,360 | 3,214 | 4,165 | 1,963 | 1,884 | 929 | 445 | 2.77 |
| Livingston | 13.7 | 484 | 2,535 | 2,830 | 2,055 | 1,944 | 3,852 | 3,444 | 4,686 | 2,071 | 2,054 | 918 | 527 | 2.86 |
| Logan | 10.8 | 429 | 2,026 | 2,133 | 1,610 | 1,492 | 3,110 | 2,955 | 3,639 | 1,673 | 1,577 | 652 | 304 | 2.92 |
| McDonough | 12.1 | 1,343 | 2,246 | 2,219 | 1,613 | 1,480 | 3,199 | 3,640 | 4,213 | 1,844 | 1,566 | 610 | 227 | 2.87 |
| McHenry | 65.6 | 2,040 | 15,072 | 17,992 | 11,803 | 7,574 | 11,119 | 11,291 | 20,119 | 12,160 | 13,117 | 6,204 | 2,709 | 2.91 |
| McLean | 47.7 | 4,986 | 11,151 | 10,743 | 6,611 | 5,396 | 8,813 | 12,651 | 15,557 | 7,610 | 7,918 | 2,759 | 1,205 | 2.76 |
| Macon | 45.3 | 2,262 | 8,477 | 9,920 | 7,114 | 6,478 | 11,049 | 12,150 | 15,255 | 7,628 | 6,460 | 2,526 | 1,281 | 2.55 |
| Macoupin | 18.2 | 672 | 3,111 | 3,521 | 2,555 | 2,700 | 5,641 | 4,500 | 6,182 | 2,982 | 2,808 | 1,178 | 550 | 2.63 |
| ☐ Madison | 95.4 | 4,566 | 19,166 | 20,051 | 14,713 | 13,711 | 23,193 | 23,204 | 30,625 | 17,453 | 15,173 | 6,098 | 2,847 | 2.63 |
| Marion | 16.2 | 708 | 2,953 | 3,149 | 2,407 | 2,281 | 4,702 | 4,398 | 5,255 | 2,714 | 2,387 | 981 | 465 | 2.55 |
| Marshall | 4.9 | 175 | 755 | 979 | 748 | 688 | 1,555 | 1,176 | 1,734 | 772 | 725 | 334 | 159 | 2.61 |
| Mason | 6.2 | 263 | 1,040 | 1,206 | 952 | 883 | 1,856 | 1,530 | 2,178 | 1,005 | 891 | 415 | 181 | 2.56 |
| Massac | 6.0 | 203 | 998 | 1,091 | 916 | 911 | 1,881 | 1,676 | 1,981 | 1,100 | 824 | 295 | 124 | 2.47 |
| Menard | 4.2 | 127 | 803 | 942 | 679 | 585 | 1,064 | 947 | 1,429 | 737 | 679 | 300 | 108 | 2.64 |
| Mercer | 6.5 | 221 | 1,148 | 1,341 | 1,086 | 881 | 1,823 | 1,509 | 2,236 | 1,060 | 1,048 | 465 | 182 | 2.63 |
| ☐ Monroe | 8.5 | 283 | 1,730 | 1,898 | 1,324 | 1,279 | 1,986 | 1,819 | 2,719 | 1,527 | 1,527 | 629 | 279 | 2.73 |
| Montgomery | 11.5 | 410 | 2,125 | 2,163 | 1,526 | 1,571 | 3,705 | 3,020 | 3,785 | 1,911 | 1,705 | 757 | 322 | 2.67 |
| Morgan | 13.6 | 626 | 2,622 | 2,718 | 2,010 | 1,854 | 3,770 | 3,952 | 4,472 | 2,179 | 1,841 | 800 | 356 | 2.67 |
| Moultrie | 5.1 | 169 | 906 | 1,049 | 768 | 701 | 1,507 | 1,194 | 1,779 | 819 | 796 | 345 | 167 | 2.73 |
| Ogle | 17.2 | 678 | 3,519 | 3,663 | 2,836 | 2,327 | 4,177 | 3,884 | 5,789 | 2,802 | 2,873 | 1,312 | 540 | 2.69 |
| Peoria | 70.4 | 4,140 | 13,701 | 15,380 | 10,813 | 9,492 | 16,874 | 20,089 | 22,776 | 11,056 | 9,851 | 4,293 | 2,335 | 2.58 |
| Perry | 8.3 | 349 | 1,442 | 1,663 | 1,198 | 1,145 | 2,503 | 2,163 | 2,677 | 1,427 | 1,250 | 572 | 211 | 2.57 |
| Piatt | 5.9 | 181 | 1,108 | 1,271 | 953 | 865 | 1,522 | 1,303 | 2,115 | 982 | 971 | 393 | 136 | 2.63 |
| Pike | 7.0 | 252 | 1,100 | 1,272 | 953 | 997 | 2,426 | 1,885 | 2,501 | 1,004 | 982 | 461 | 167 | 2.50 |
| Pope | 1.6 | 80 | 231 | 273 | 265 | 238 | 513 | 428 | 538 | 301 | 216 | 75 | 42 | 2.75 |
| Pulaski | 2.9 | 116 | 492 | 483 | 380 | 429 | 1,000 | 865 | 913 | 442 | 359 | 185 | 136 | 2.59 |
| Putnam | 2.2 | 63 | 377 | 454 | 395 | 293 | 618 | 545 | 755 | 343 | 340 | 147 | 70 | 2.55 |
| Randolph | 11.9 | 448 | 2,185 | 2,445 | 1,764 | 1,657 | 3,401 | 3,063 | 3,806 | 1,943 | 1,963 | 789 | 336 | 2.91 |
| Richland | 6.3 | 289 | 1,193 | 1,133 | 964 | 894 | 1,827 | 1,668 | 2,159 | 994 | 947 | 370 | 162 | 2.56 |
| Rock Island | 58.4 | 3,060 | 10,922 | 12,228 | 9,057 | 8,226 | 14,907 | 16,997 | 19,359 | 9,188 | 7,846 | 3,388 | 1,622 | 2.50 |
| ☐ St. Clair | 95.2 | 4,377 | 20,210 | 21,177 | 14,040 | 13,625 | 21,771 | 23,591 | 27,821 | 17,210 | 14,965 | 6,883 | 4,730 | 2.76 |
| Saline | 10.8 | 410 | 1,662 | 1,930 | 1,559 | 1,555 | 3,684 | 3,306 | 3,553 | 1,768 | 1,442 | 535 | 196 | 2.44 |
| Sangamon | 73.0 | 3,607 | 15,578 | 16,995 | 10,907 | 9,247 | 16,666 | 21,817 | 23,298 | 11,760 | 10,134 | 4,097 | 1,894 | 2.47 |
| Schuyler | 3.0 | 133 | 500 | 566 | 410 | 427 | 964 | 767 | 1,104 | 462 | 433 | 169 | 65 | 2.50 |
| Scott | 2.2 | 75 | 395 | 411 | 307 | 329 | 683 | 563 | 736 | 374 | 325 | 142 | 60 | 2.55 |
| Shelby | 8.6 | 328 | 1,485 | 1,594 | 1,248 | 1,264 | 2,681 | 1,984 | 3,034 | 1,474 | 1,301 | 546 | 261 | 2.59 |
| Stark | 2.5 | 83 | 397 | 461 | 389 | 366 | 804 | 716 | 824 | 358 | 348 | 174 | 80 | 2.52 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/91 Total Households (Thousands) | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | Average Household Size |
| **ILLINOIS (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Stephenson | 19.0 | 939 | 3,709 | 3,817 | 2,896 | 2,552 | 5,087 | 5,030 | 6,465 | 2,996 | 2,783 | 1,246 | 480 | 2.53 |
| Tazewell | 47.3 | 2,186 | 9,017 | 10,641 | 7,676 | 7,050 | 10,730 | 10,990 | 15,930 | 8,367 | 7,616 | 3,091 | 1,306 | 2.61 |
| Union | 6.9 | 269 | 1,098 | 1,319 | 1,080 | 952 | 2,182 | 1,896 | 2,342 | 1,214 | 967 | 337 | 144 | 2.57 |
| Vermilion | 33.7 | 1,441 | 6,031 | 6,902 | 5,215 | 4,918 | 9,193 | 9,260 | 11,069 | 5,488 | 4,819 | 2,055 | 1,009 | 2.60 |
| Wabash | 5.0 | 243 | 930 | 1,016 | 706 | 706 | 1,399 | 1,287 | 1,618 | 814 | 805 | 335 | 141 | 2.62 |
| Warren | 7.2 | 342 | 1,262 | 1,414 | 1,058 | 968 | 2,156 | 2,010 | 2,413 | 1,059 | 1,057 | 453 | 208 | 2.60 |
| Washington | 5.8 | 159 | 1,066 | 1,088 | 793 | 810 | 1,884 | 1,540 | 1,801 | 953 | 921 | 411 | 174 | 2.60 |
| Wayne | 6.9 | 292 | 1,155 | 1,164 | 1,009 | 976 | 2,304 | 1,802 | 2,430 | 1,179 | 961 | 382 | 146 | 2.46 |
| White | 6.7 | 229 | 1,145 | 1,163 | 939 | 972 | 2,252 | 1,906 | 2,420 | 1,048 | 913 | 302 | 111 | 2.42 |
| Whiteside | 22.6 | 959 | 4,235 | 4,825 | 3,501 | 3,252 | 5,828 | 5,430 | 7,648 | 3,656 | 3,502 | 1,595 | 769 | 2.65 |
| Will | 119.3 | 3,867 | 26,755 | 33,226 | 21,806 | 14,298 | 19,348 | 21,485 | 32,453 | 22,281 | 24,167 | 12,152 | 6,762 | 3.06 |
| Williamson | 23.2 | 1,090 | 4,175 | 4,562 | 3,558 | 3,114 | 6,701 | 6,491 | 7,701 | 3,955 | 3,391 | 1,183 | 479 | 2.49 |
| Winnebago | 97.3 | 4,953 | 21,065 | 21,964 | 15,582 | 12,954 | 20,782 | 24,275 | 31,963 | 16,787 | 15,112 | 6,180 | 2,983 | 2.61 |
| Woodford | 11.5 | 368 | 2,130 | 2,784 | 1,851 | 1,525 | 2,842 | 2,278 | 3,741 | 1,919 | 2,084 | 992 | 486 | 2.86 |
| **TOTAL METRO COUNTIES** | **3,469.7** | **158,475** | **767,257** | **804,986** | **559,368** | **465,218** | **714,396** | **901,376** | **1,023,195** | **581,633** | **529,307** | **254,909** | **179,280** | **2.75** |
| **TOTAL STATE** | **4,223.2** | **196,572** | **903,583** | **952,548** | **669,431** | **569,677** | **931,389** | **1,103,110** | **1,276,466** | **702,263** | **639,209** | **301,730** | **200,422** | **2.73** |
| **INDIANA** | | | | | | | | | | | | | | |
| **ANDERSON** | **49.6** | **2,399** | **8,792** | **10,480** | **8,276** | **7,334** | **12,319** | **12,548** | **16,706** | **8,750** | **7,443** | **2,880** | **1,273** | **2.63** |
| Madison | 49.6 | 2,399 | 8,792 | 10,480 | 8,276 | 7,334 | 12,319 | 12,548 | 16,706 | 8,750 | 7,443 | 2,880 | 1,273 | 2.63 |
| **BLOOMINGTON** | **40.1** | **6,249** | **9,621** | **8,426** | **5,252** | **4,274** | **6,278** | **11,621** | **13,535** | **6,851** | **5,429** | **1,946** | **718** | **2.76** |
| Monroe | 40.1 | 6,249 | 9,621 | 8,426 | 5,252 | 4,274 | 6,278 | 11,621 | 13,535 | 6,851 | 5,429 | 1,946 | 718 | 2.76 |
| **ELKHART - GOSHEN** | **57.8** | **3,510** | **12,711** | **13,491** | **9,267** | **7,367** | **11,454** | **12,727** | **18,773** | **10,080** | **9,618** | **4,234** | **2,368** | **2.76** |
| Elkhart | 57.8 | 3,510 | 12,711 | 13,491 | 9,267 | 7,367 | 11,454 | 12,727 | 18,773 | 10,080 | 9,618 | 4,234 | 2,368 | 2.76 |
| **EVANSVILLE** | **109.3** | **5,593** | **22,688** | **24,048** | **16,453** | **14,712** | **25,806** | **28,619** | **35,351** | **19,432** | **16,920** | **6,374** | **2,604** | **2.56** |
| Posey | 9.5 | 340 | 2,047 | 2,242 | 1,525 | 1,261 | 2,085 | 1,976 | 3,012 | 1,753 | 1,763 | 735 | 261 | 2.73 |
| Vanderburgh | 66.9 | 3,864 | 13,755 | 13,670 | 9,292 | 9,136 | 17,183 | 19,872 | 21,857 | 11,115 | 9,094 | 3,471 | 1,491 | 2.47 |
| Warrick | 16.2 | 585 | 3,328 | 4,383 | 3,012 | 2,035 | 2,857 | 2,767 | 5,096 | 3,332 | 3,330 | 1,224 | 451 | 2.83 |
| *Henderson, Ky.* | *16.7* | *804* | *3,558* | *3,753* | *2,624* | *2,280* | *3,681* | *4,004* | *5,386* | *3,232* | *2,733* | *944* | *401* | *2.59* |
| **FORT WAYNE** | **138.5** | **7,561** | **31,550** | **33,101** | **20,821** | **17,581** | **27,886** | **34,137** | **43,520** | **23,622** | **22,219** | **9,983** | **5,019** | **2.67** |
| Allen | 115.1 | 6,480 | 26,524 | 27,616 | 17,343 | 14,446 | 22,691 | 29,169 | 36,158 | 19,559 | 17,933 | 8,085 | 4,196 | 2.65 |
| De Kalb | 13.1 | 623 | 2,911 | 3,017 | 1,968 | 1,720 | 2,861 | 2,843 | 3,925 | 2,365 | 2,416 | 1,075 | 476 | 2.77 |
| Whitley | 10.3 | 458 | 2,115 | 2,468 | 1,510 | 1,415 | 2,334 | 2,125 | 3,437 | 1,698 | 1,870 | 823 | 347 | 2.75 |
| **GARY - HAMMOND** | **215.6** | **8,038** | **41,577** | **50,720** | **36,479** | **32,067** | **46,719** | **49,206** | **63,428** | **39,216** | **35,774** | **17,348** | **10,628** | **2.80** |
| Lake | 169.7 | 6,124 | 32,496 | 38,455 | 28,027 | 26,038 | 38,560 | 40,023 | 49,316 | 30,620 | 27,137 | 13,670 | 8,934 | 2.78 |
| Porter | 45.9 | 1,914 | 9,081 | 12,265 | 8,452 | 6,029 | 8,159 | 9,183 | 14,112 | 8,596 | 8,637 | 3,678 | 1,694 | 2.85 |
| **INDIANAPOLIS** | **488.7** | **27,031** | **118,262** | **113,128** | **75,766** | **62,278** | **92,235** | **126,477** | **156,415** | **85,349** | **74,823** | **30,453** | **15,183** | **2.60** |
| Boone | 14.3 | 463 | 2,893 | 3,446 | 2,491 | 1,905 | 3,102 | 2,870 | 4,704 | 2,684 | 2,694 | 985 | 363 | 2.73 |
| Hamilton | 41.2 | 1,336 | 9,562 | 11,772 | 7,701 | 4,904 | 5,925 | 7,152 | 13,486 | 7,922 | 8,294 | 3,202 | 1,144 | 2.80 |
| Hancock | 16.4 | 487 | 3,078 | 4,179 | 3,261 | 2,325 | 3,070 | 2,847 | 5,180 | 3,212 | 3,304 | 1,332 | 525 | 2.84 |
| Hendricks | 26.7 | 768 | 5,478 | 6,932 | 5,161 | 3,636 | 4,725 | 4,470 | 8,513 | 5,439 | 5,415 | 2,076 | 787 | 2.91 |
| Johnson | 32.3 | 1,496 | 7,089 | 8,271 | 5,743 | 4,066 | 5,635 | 6,349 | 10,350 | 6,317 | 6,171 | 2,263 | 850 | 2.80 |
| Marion | 323.3 | 21,056 | 83,102 | 70,454 | 45,296 | 40,581 | 62,811 | 96,374 | 103,067 | 53,094 | 42,489 | 17,950 | 10,326 | 2.50 |
| Morgan | 19.7 | 774 | 3,996 | 4,735 | 3,697 | 2,779 | 3,719 | 3,256 | 6,368 | 3,966 | 3,842 | 1,580 | 688 | 2.86 |
| Shelby | 14.8 | 651 | 3,064 | 3,339 | 2,416 | 2,082 | 3,248 | 3,159 | 4,747 | 2,715 | 2,614 | 1,065 | 500 | 2.73 |
| **KOKOMO** | **37.3** | **1,690** | **7,272** | **8,311** | **6,745** | **5,339** | **7,943** | **9,291** | **12,225** | **6,707** | **5,727** | **2,363** | **987** | **2.58** |
| Howard | 31.3 | 1,493 | 6,195 | 7,017 | 5,683 | 4,539 | 6,373 | 7,957 | 10,240 | 5,636 | 4,740 | 1,920 | 807 | 2.55 |
| Tipton | 6.0 | 197 | 1,077 | 1,294 | 1,062 | 800 | 1,570 | 1,334 | 1,985 | 1,071 | 987 | 443 | 180 | 2.70 |
| **LAFAYETTE - WEST LAFAYETTE** | **46.3** | **6,437** | **10,957** | **9,748** | **6,277** | **4,944** | **7,937** | **11,980** | **15,569** | **7,919** | **7,137** | **2,587** | **1,108** | **2.86** |
| Tippecanoe | 46.3 | 6,437 | 10,957 | 9,748 | 6,277 | 4,944 | 7,937 | 11,980 | 15,569 | 7,919 | 7,137 | 2,587 | 1,108 | 2.86 |
| **MUNCIE** | **45.1** | **4,385** | **8,155** | **8,841** | **7,291** | **6,200** | **10,228** | **11,885** | **15,317** | **7,959** | **6,559** | **2,338** | **1,042** | **2.64** |
| Delaware | 45.1 | 4,385 | 8,155 | 8,841 | 7,291 | 6,200 | 10,228 | 11,885 | 15,317 | 7,959 | 6,559 | 2,338 | 1,042 | 2.64 |
| **SOUTH BEND - MISHAWAKA** | **93.3** | **4,861** | **19,038** | **20,693** | **12,950** | **12,727** | **23,031** | **25,097** | **30,039** | **15,488** | **13,461** | **6,005** | **3,210** | **2.67** |
| St. Joseph | 93.3 | 4,861 | 19,038 | 20,693 | 12,950 | 12,727 | 23,031 | 25,097 | 30,039 | 15,488 | 13,461 | 6,005 | 3,210 | 2.67 |
| **TERRE HAUTE** | **48.8** | **3,125** | **9,262** | **9,697** | **6,834** | **6,505** | **13,377** | **13,653** | **15,757** | **8,166** | **7,096** | **2,871** | **1,257** | **2.66** |
| Clay | 9.4 | 366 | 1,677 | 1,803 | 1,378 | 1,358 | 2,818 | 2,299 | 3,027 | 1,638 | 1,491 | 659 | 286 | 2.64 |
| Vigo | 39.4 | 2,759 | 7,585 | 7,894 | 5,456 | 5,147 | 10,559 | 11,354 | 12,730 | 6,528 | 5,605 | 2,212 | 971 | 2.67 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Adams | 10.7 | 560 | 2,201 | 2,358 | 1,598 | 1,323 | 2,660 | 2,271 | 3,256 | 1,736 | 1,748 | 972 | 717 | 2.99 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average Household Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **INDIANA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Allen | 115.1 | 6,480 | 26,524 | 27,616 | 17,343 | 14,446 | 22,691 | 29,169 | 36,158 | 19,559 | 17,933 | 8,085 | 4,196 | 2.65 |
| Bartholomew | 24.4 | 1,201 | 4,840 | 5,710 | 4,435 | 3,371 | 4,843 | 5,390 | 8,186 | 4,706 | 4,040 | 1,498 | 580 | 2.64 |
| Benton | 3.5 | 125 | 644 | 675 | 521 | 497 | 1,038 | 851 | 1,184 | 518 | 504 | 295 | 148 | 2.69 |
| Blackford | 5.4 | 221 | 970 | 1,075 | 883 | 798 | 1,453 | 1,274 | 1,853 | 973 | 812 | 332 | 156 | 2.59 |
| Boone | 14.3 | 463 | 2,893 | 3,446 | 2,491 | 1,905 | 3,102 | 2,870 | 4,704 | 2,684 | 2,694 | 985 | 363 | 2.73 |
| Brown | 5.5 | 176 | 909 | 1,308 | 1,039 | 848 | 1,220 | 1,142 | 2,069 | 943 | 810 | 360 | 176 | 2.62 |
| Curroll | 7.2 | 273 | 1,356 | 1,530 | 1,168 | 1,020 | 1,853 | 1,569 | 2,562 | 1,176 | 1,145 | 507 | 241 | 2.64 |
| Cass | 14.7 | 600 | 2,750 | 3,052 | 2,313 | 2,093 | 3,892 | 3,662 | 4,970 | 2,437 | 2,296 | 907 | 428 | 2.61 |
| ☐ Clark | 33.4 | 1,422 | 6,889 | 7,902 | 5,507 | 4,759 | 6,921 | 7,923 | 10,564 | 6,436 | 5,532 | 2,060 | 885 | 2.63 |
| Clay | 9.4 | 366 | 1,677 | 1,803 | 1,378 | 1,358 | 2,818 | 2,299 | 3,027 | 1,638 | 1,491 | 659 | 286 | 2.64 |
| Clinton | 11.7 | 532 | 2,313 | 2,463 | 1,740 | 1,591 | 3,061 | 2,628 | 3,889 | 1,983 | 1,987 | 834 | 379 | 2.68 |
| Crawford | 3.7 | 181 | 635 | 788 | 590 | 529 | 977 | 854 | 1,150 | 689 | 608 | 255 | 144 | 2.70 |
| Daviess | 10.0 | 427 | 1,873 | 2,016 | 1,452 | 1,380 | 2,852 | 2,457 | 3,202 | 1,587 | 1,491 | 721 | 542 | 2.76 |
| ☐ Dearborn | 14.1 | 487 | 2,770 | 3,395 | 2,418 | 1,997 | 3,033 | 2,759 | 4,247 | 2,657 | 2,669 | 1,193 | 575 | 2.84 |
| Decatur | 8.5 | 388 | 1,729 | 1,830 | 1,338 | 1,155 | 2,060 | 1,808 | 2,621 | 1,489 | 1,508 | 709 | 365 | 2.81 |
| De Kalb | 13.1 | 623 | 2,911 | 3,017 | 1,968 | 1,720 | 2,861 | 2,843 | 3,925 | 2,365 | 2,416 | 1,075 | 476 | 2.77 |
| Delaware | 45.1 | 4,385 | 8,155 | 8,841 | 7,291 | 6,200 | 10,228 | 11,885 | 15,317 | 7,959 | 6,559 | 2,338 | 1,042 | 2.64 |
| Dubois | 13.3 | 581 | 3,140 | 2,948 | 1,990 | 1,681 | 2,960 | 2,961 | 3,931 | 2,374 | 2,385 | 1,130 | 519 | 2.81 |
| Elkhart | 57.8 | 3,510 | 12,711 | 13,491 | 9,267 | 7,367 | 11,454 | 12,727 | 18,773 | 10,080 | 9,618 | 4,234 | 2,368 | 2.76 |
| Fayette | 9.9 | 468 | 1,679 | 2,182 | 1,621 | 1,428 | 2,522 | 2,426 | 3,235 | 1,738 | 1,574 | 653 | 274 | 2.60 |
| ☐ Floyd | 24.5 | 1,078 | 4,862 | 5,919 | 4,022 | 3,296 | 5,323 | 5,464 | 7,858 | 4,815 | 4,095 | 1,604 | 664 | 2.67 |
| Fountain | 6.8 | 306 | 1,153 | 1,256 | 1,103 | 990 | 1,992 | 1,646 | 2,333 | 1,137 | 1,031 | 449 | 204 | 2.60 |
| Franklin | 6.6 | 246 | 1,292 | 1,499 | 1,110 | 932 | 1,521 | 1,225 | 1,897 | 1,268 | 1,268 | 607 | 335 | 2.98 |
| Fulton | 7.3 | 277 | 1,376 | 1,425 | 1,114 | 1,084 | 2,024 | 1,795 | 2,588 | 1,156 | 1,066 | 480 | 215 | 2.59 |
| Gibson | 12.4 | 482 | 2,314 | 2,516 | 1,875 | 1,791 | 3,422 | 3,120 | 4,031 | 2,149 | 2,032 | 759 | 309 | 2.57 |
| Grant | 27.5 | 1,327 | 4,874 | 5,813 | 4,771 | 4,249 | 6,466 | 6,620 | 9,338 | 4,882 | 4,287 | 1,575 | 798 | 2.68 |
| Greene | 12.0 | 518 | 2,083 | 2,427 | 1,855 | 1,749 | 3,368 | 3,032 | 4,011 | 2,098 | 1,870 | 714 | 275 | 2.55 |
| Hamilton | 41.2 | 1,336 | 9,562 | 11,772 | 7,701 | 4,904 | 5,925 | 7,152 | 13,486 | 7,922 | 8,294 | 3,202 | 1,144 | 2.80 |
| Hancock | 16.4 | 487 | 3,078 | 4,179 | 3,261 | 2,325 | 3,070 | 2,847 | 5,180 | 3,212 | 3,304 | 1,332 | 525 | 2.84 |
| ☐ Harrison | 10.9 | 446 | 2,179 | 2,641 | 1,856 | 1,503 | 2,275 | 2,018 | 3,419 | 2,176 | 2,053 | 818 | 416 | 2.82 |
| Hendricks | 26.7 | 768 | 5,478 | 6,932 | 5,161 | 3,636 | 4,725 | 4,470 | 8,513 | 5,439 | 5,415 | 2,076 | 787 | 2.91 |
| Henry | 18.5 | 729 | 3,243 | 3,881 | 3,103 | 2,771 | 4,773 | 4,289 | 6,439 | 3,401 | 2,882 | 1,056 | 433 | 2.58 |
| Howard | 31.3 | 1,493 | 6,195 | 7,017 | 5,683 | 4,539 | 6,373 | 7,957 | 10,240 | 5,636 | 4,740 | 1,920 | 807 | 2.55 |
| Huntington | 13.1 | 653 | 2,803 | 2,829 | 1,980 | 1,678 | 3,157 | 2,920 | 4,215 | 2,272 | 2,249 | 1,016 | 428 | 2.75 |
| Jackson | 14.2 | 683 | 2,870 | 3,016 | 2,235 | 1,961 | 3,435 | 3,063 | 4,608 | 2,631 | 2,530 | 967 | 401 | 2.68 |
| Jasper | 8.5 | 375 | 1,669 | 1,846 | 1,474 | 1,157 | 1,979 | 1,653 | 2,736 | 1,421 | 1,560 | 765 | 365 | 2.93 |
| Jay | 8.1 | 356 | 1,402 | 1,626 | 1,369 | 1,140 | 2,207 | 1,951 | 2,735 | 1,388 | 1,174 | 539 | 313 | 2.64 |
| Jefferson | 11.0 | 533 | 2,155 | 2,371 | 1,812 | 1,526 | 2,603 | 2,613 | 3,636 | 2,137 | 1,669 | 638 | 307 | 2.75 |
| Jennings | 8.4 | 400 | 1,675 | 1,771 | 1,519 | 1,183 | 1,852 | 1,709 | 2,717 | 1,504 | 1,481 | 667 | 322 | 2.83 |
| Johnson | 32.3 | 1,496 | 7,089 | 8,271 | 5,743 | 4,066 | 5,635 | 6,349 | 10,350 | 6,317 | 6,171 | 2,263 | 850 | 2.80 |
| Knox | 15.1 | 965 | 2,702 | 2,850 | 2,192 | 2,141 | 4,250 | 4,289 | 5,008 | 2,392 | 2,206 | 822 | 383 | 2.63 |
| Kosciusko | 23.8 | 1,205 | 5,252 | 5,403 | 3,848 | 3,103 | 4,989 | 4,866 | 8,042 | 4,104 | 3,966 | 1,779 | 1,043 | 2.79 |
| La Grange | 9.5 | 533 | 2,050 | 2,174 | 1,491 | 1,258 | 1,994 | 1,610 | 3,032 | 1,525 | 1,521 | 797 | 1,015 | 3.20 |
| Lake | 169.7 | 6,124 | 32,496 | 38,455 | 28,027 | 26,038 | 38,560 | 40,023 | 49,316 | 30,620 | 27,137 | 13,670 | 8,934 | 2.78 |
| La Porte | 38.6 | 1,652 | 7,197 | 8,682 | 6,185 | 5,575 | 9,309 | 9,270 | 12,581 | 6,717 | 5,914 | 2,648 | 1,470 | 2.78 |
| Lawrence | 16.4 | 685 | 2,935 | 3,491 | 2,778 | 2,386 | 4,125 | 3,757 | 5,443 | 3,048 | 2,684 | 1,050 | 418 | 2.63 |
| Madison | 49.6 | 2,399 | 8,792 | 10,480 | 8,276 | 7,334 | 12,319 | 12,548 | 16,706 | 8,750 | 7,443 | 2,880 | 1,273 | 2.63 |
| Marion | 323.3 | 21,056 | 83,102 | 70,454 | 45,296 | 40,581 | 62,811 | 96,374 | 103,067 | 53,094 | 42,489 | 17,950 | 10,326 | 2.50 |
| Marshall | 15.5 | 652 | 3,144 | 3,493 | 2,387 | 2,189 | 3,635 | 3,317 | 5,005 | 2,632 | 2,603 | 1,261 | 682 | 2.77 |
| Martin | 3.8 | 151 | 697 | 787 | 606 | 566 | 993 | 922 | 1,164 | 701 | 608 | 267 | 138 | 2.76 |
| Miami | 13.4 | 816 | 2,946 | 2,949 | 2,022 | 1,765 | 2,902 | 2,897 | 4,326 | 2,447 | 2,344 | 981 | 405 | 2.74 |
| Monroe | 40.1 | 6,249 | 9,621 | 8,426 | 5,252 | 4,274 | 6,278 | 11,621 | 13,535 | 6,851 | 5,429 | 1,946 | 718 | 2.76 |
| Montgomery | 13.2 | 661 | 2,744 | 2,638 | 2,082 | 1,826 | 3,249 | 3,283 | 4,596 | 2,257 | 1,994 | 739 | 331 | 2.61 |
| Morgan | 19.7 | 774 | 3,996 | 4,735 | 3,697 | 2,779 | 3,719 | 3,256 | 6,368 | 3,966 | 3,842 | 1,580 | 688 | 2.86 |
| Newton | 4.8 | 153 | 917 | 1,049 | 830 | 658 | 1,193 | 998 | 1,491 | 840 | 852 | 438 | 181 | 2.81 |
| Noble | 13.7 | 728 | 2,910 | 3,133 | 2,114 | 1,843 | 2,972 | 2,762 | 4,491 | 2,348 | 2,342 | 1,112 | 645 | 2.82 |
| Ohio | 2.0 | 75 | 401 | 412 | 310 | 303 | 499 | 440 | 665 | 340 | 356 | 143 | 56 | 2.75 |
| Orange | 6.9 | 279 | 1,311 | 1,402 | 1,081 | 985 | 1,842 | 1,601 | 2,277 | 1,255 | 1,106 | 461 | 200 | 2.68 |
| Owen | 6.7 | 283 | 1,220 | 1,451 | 1,082 | 1,065 | 1,599 | 1,334 | 2,376 | 1,191 | 1,086 | 483 | 230 | 2.69 |
| Parke | 5.8 | 203 | 968 | 1,154 | 934 | 914 | 1,627 | 1,391 | 2,026 | 1,001 | 861 | 358 | 163 | 2.64 |
| Perry | 6.8 | 261 | 1,296 | 1,394 | 1,011 | 964 | 1,874 | 1,590 | 2,130 | 1,218 | 1,123 | 489 | 250 | 2.79 |
| Pike | 4.9 | 184 | 889 | 956 | 781 | 728 | 1,362 | 1,177 | 1,683 | 907 | 761 | 285 | 87 | 2.53 |
| Porter | 45.9 | 1,914 | 9,081 | 12,265 | 8,452 | 6,029 | 8,159 | 9,183 | 14,112 | 8,596 | 8,637 | 3,678 | 1,694 | 2.85 |
| Posey | 9.5 | 340 | 2,047 | 2,242 | 1,525 | 1,261 | 2,085 | 1,976 | 3,012 | 1,753 | 1,763 | 735 | 261 | 2.73 |
| Pulaski | 4.7 | 206 | 911 | 913 | 658 | 663 | 1,349 | 1,138 | 1,506 | 769 | 726 | 376 | 185 | 2.68 |
| Putnam | 10.0 | 454 | 1,865 | 2,052 | 1,604 | 1,542 | 2,483 | 2,209 | 3,452 | 1,752 | 1,590 | 697 | 300 | 3.04 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/91 Total Households (Thousands) | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | Average Household Size |
| **INDIANA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Randolph | 10.3 | 446 | 1,795 | 2,149 | 1,613 | 1,568 | 2,729 | 2,397 | 3,573 | 1,789 | 1,598 | 664 | 279 | 2.59 |
| Ripley | 8.9 | 336 | 1,764 | 1,876 | 1,424 | 1,195 | 2,305 | 2,014 | 2,623 | 1,550 | 1,535 | 766 | 412 | 2.81 |
| Rush | 6.5 | 243 | 1,257 | 1,316 | 983 | 948 | 1,753 | 1,396 | 2,097 | 1,143 | 1,120 | 499 | 245 | 2.77 |
| St. Joseph | 93.3 | 4,861 | 19,038 | 20,693 | 12,950 | 12,727 | 23,031 | 25,097 | 30,039 | 15,488 | 13,461 | 6,005 | 3,210 | 2.67 |
| Scott | 7.7 | 391 | 1,543 | 1,638 | 1,393 | 1,066 | 1,669 | 1,576 | 2,355 | 1,623 | 1,350 | 499 | 297 | 2.77 |
| Shelby | 14.8 | 651 | 3,064 | 3,339 | 2,416 | 2,082 | 3,248 | 3,159 | 4,747 | 2,715 | 2,614 | 1,065 | 500 | 2.73 |
| Spencer | 7.1 | 271 | 1,394 | 1,574 | 1,151 | 1,015 | 1,695 | 1,507 | 2,224 | 1,308 | 1,280 | 517 | 264 | 2.77 |
| Starke | 8.3 | 353 | 1,550 | 1,645 | 1,279 | 1,307 | 2,166 | 1,783 | 2,613 | 1,457 | 1,389 | 676 | 382 | 2.80 |
| Steuben | 10.6 | 563 | 2,085 | 2,284 | 1,733 | 1,475 | 2,460 | 2,459 | 3,693 | 1,736 | 1,592 | 749 | 371 | 2.68 |
| Sullivan | 7.3 | 246 | 1,138 | 1,502 | 1,090 | 1,032 | 2,292 | 1,901 | 2,371 | 1,192 | 1,155 | 502 | 179 | 2.59 |
| Switzerland | 2.9 | 85 | 500 | 580 | 501 | 441 | 793 | 680 | 933 | 486 | 464 | 211 | 126 | 2.69 |
| Tippecanoe | 46.3 | 6,437 | 10,957 | 9,748 | 6,277 | 4,944 | 7,937 | 11,980 | 15,569 | 7,919 | 7,137 | 2,587 | 1,108 | 2.86 |
| Tipton | 6.0 | 197 | 1,077 | 1,294 | 1,062 | 800 | 1,570 | 1,334 | 1,985 | 1,071 | 987 | 443 | 180 | 2.70 |
| Union | 2.6 | 133 | 486 | 567 | 456 | 323 | 635 | 561 | 864 | 479 | 412 | 194 | 90 | 2.69 |
| Vanderburgh | 66.9 | 3,864 | 13,755 | 13,670 | 9,292 | 9,136 | 17,183 | 19,872 | 21,857 | 11,115 | 9,094 | 3,471 | 1,491 | 2.47 |
| Vermillion | 6.6 | 229 | 1,116 | 1,310 | 1,089 | 885 | 1,971 | 1,828 | 2,092 | 1,125 | 991 | 413 | 151 | 2.53 |
| Vigo | 39.4 | 2,759 | 7,585 | 7,894 | 5,456 | 5,147 | 10,559 | 11,354 | 12,730 | 6,528 | 5,605 | 2,212 | 971 | 2.67 |
| Wabash | 12.7 | 597 | 2,441 | 2,700 | 2,006 | 1,842 | 3,114 | 2,899 | 4,320 | 2,147 | 2,020 | 916 | 398 | 2.79 |
| Warren | 3.0 | 102 | 495 | 652 | 509 | 453 | 789 | 585 | 1,057 | 550 | 497 | 210 | 101 | 2.73 |
| Warrick | 16.2 | 585 | 3,328 | 4,383 | 3,012 | 2,035 | 2,857 | 2,767 | 5,096 | 3,332 | 3,330 | 1,224 | 451 | 2.83 |
| Washington | 8.8 | 413 | 1,729 | 1,872 | 1,431 | 1,221 | 2,134 | 1,899 | 2,804 | 1,638 | 1,495 | 641 | 323 | 2.75 |
| Wayne | 27.5 | 1,442 | 5,042 | 5,540 | 4,361 | 4,120 | 6,995 | 6,979 | 9,273 | 4,800 | 4,138 | 1,623 | 687 | 2.61 |
| Wells | 9.7 | 449 | 2,083 | 2,124 | 1,515 | 1,284 | 2,245 | 2,065 | 3,112 | 1,667 | 1,805 | 766 | 285 | 2.73 |
| White | 9.0 | 296 | 1,695 | 1,928 | 1,262 | 1,338 | 2,481 | 2,154 | 3,130 | 1,390 | 1,411 | 646 | 269 | 2.61 |
| Whitley | 10.3 | 458 | 2,115 | 2,468 | 1,510 | 1,415 | 2,334 | 2,125 | 3,437 | 1,698 | 1,870 | 823 | 347 | 2.75 |
| **TOTAL METRO COUNTIES** | **1,436.6** | **83,508** | **313,027** | **326,788** | **223,590** | **190,603** | **299,084** | **361,401** | **457,337** | **252,391** | **223,822** | **94,113** | **47,536** | **2.67** |
| **TOTAL STATE** | **2,084.6** | **112,867** | **437,443** | **464,639** | **327,390** | **282,515** | **459,746** | **509,864** | **671,157** | **365,708** | **328,724** | **139,196** | **69,951** | **2.68** |
| **IOWA** | | | | | | | | | | | | | | |
| **CEDAR RAPIDS** | **66.2** | **4,166** | **14,664** | **15,072** | **10,265** | **8,480** | **13,553** | **16,867** | **22,755** | **10,938** | **9,959** | **3,955** | **1,726** | **2.58** |
| Linn | 66.2 | 4,166 | 14,664 | 15,072 | 10,265 | 8,480 | 13,553 | 16,867 | 22,755 | 10,938 | 9,959 | 3,955 | 1,726 | 2.58 |
| **DAVENPORT - ROCK ISLAND - MOLINE** | **134.8** | **7,389** | **26,776** | **29,937** | **21,023** | **18,027** | **31,648** | **36,161** | **44,117** | **22,049** | **19,810** | **8,643** | **4,020** | **2.57** |
| Scott | 57.2 | 3,608 | 12,586 | 13,693 | 8,933 | 7,117 | 11,263 | 14,479 | 18,344 | 9,726 | 8,963 | 3,882 | 1,806 | 2.63 |
| *Henry, Ill.* | *19.2* | *721* | *3,268* | *4,016* | *3,033* | *2,684* | *5,478* | *4,685* | *6,414* | *3,135* | *3,001* | *1,373* | *592* | *2.61* |
| *Rock Island, Ill.* | *58.4* | *3,060* | *10,922* | *12,228* | *9,057* | *8,226* | *14,907* | *16,997* | *19,359* | *9,188* | *7,846* | *3,388* | *1,622* | *2.50* |
| **DES MOINES** | **156.4** | **10,123** | **36,541** | **36,255** | **23,600** | **19,214** | **30,667** | **41,199** | **52,595** | **26,029** | **23,329** | **9,194** | **4,054** | **2.57** |
| Dallas | 11.5 | 432 | 2,364 | 2,677 | 1,806 | 1,432 | 2,789 | 2,596 | 4,002 | 1,916 | 1,889 | 745 | 352 | 2.63 |
| Polk | 132.0 | 9,110 | 31,569 | 30,310 | 19,471 | 16,128 | 25,412 | 36,193 | 44,326 | 21,679 | 19,046 | 7,464 | 3,292 | 2.53 |
| Warren | 12.9 | 581 | 2,608 | 3,268 | 2,323 | 1,654 | 2,466 | 2,410 | 4,267 | 2,434 | 2,394 | 985 | 410 | 2.85 |
| **DUBUQUE** | **30.7** | **1,563** | **6,112** | **6,652** | **4,731** | **4,246** | **7,396** | **7,608** | **9,463** | **4,931** | **4,869** | **2,472** | **1,357** | **2.80** |
| Dubuque | 30.7 | 1,563 | 6,112 | 6,652 | 4,731 | 4,246 | 7,396 | 7,608 | 9,463 | 4,931 | 4,869 | 2,472 | 1,357 | 2.80 |
| **IOWA CITY** | **36.8** | **5,840** | **10,341** | **8,454** | **4,279** | **3,092** | **4,794** | **10,401** | **12,588** | **6,194** | **4,961** | **1,907** | **749** | **2.67** |
| Johnson | 36.8 | 5,840 | 10,341 | 8,454 | 4,279 | 3,092 | 4,794 | 10,401 | 12,588 | 6,194 | 4,961 | 1,907 | 749 | 2.67 |
| **SIOUX CITY** | **43.2** | **2,424** | **9,013** | **9,310** | **5,857** | **5,750** | **10,846** | **11,215** | **13,767** | **6,768** | **6,557** | **3,211** | **1,682** | **2.68** |
| Woodbury | 37.2 | 2,081 | 7,618 | 7,950 | 4,957 | 4,998 | 9,596 | 9,815 | 11,957 | 5,768 | 5,546 | 2,701 | 1,413 | 2.66 |
| *Dakota, Neb.* | *6.0* | *343* | *1,395* | *1,360* | *900* | *752* | *1,250* | *1,400* | *1,810* | *1,000* | *1,011* | *510* | *269* | *2.80* |
| **WATERLOO - CEDAR FALLS** | **54.6** | **3,894** | **9,738** | **11,966** | **8,321** | **7,235** | **13,446** | **14,089** | **18,912** | **8,625** | **7,995** | **3,538** | **1,441** | **2.66** |
| Black Hawk | 46.3 | 3,523 | 8,377 | 10,253 | 6,957 | 6,152 | 11,038 | 12,065 | 15,947 | 7,401 | 6,712 | 2,958 | 1,217 | 2.65 |
| Bremer | 8.3 | 371 | 1,361 | 1,713 | 1,364 | 1,083 | 2,408 | 2,024 | 2,965 | 1,224 | 1,283 | 580 | 224 | 2.72 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Adair | 3.4 | 141 | 553 | 551 | 443 | 474 | 1,238 | 969 | 1,292 | 408 | 421 | 224 | 86 | 2.44 |
| Adams | 2.0 | 65 | 317 | 341 | 279 | 314 | 684 | 603 | 748 | 233 | 242 | 130 | 44 | 2.40 |
| Allamakee | 5.2 | 177 | 886 | 955 | 718 | 757 | 1,707 | 1,433 | 1,725 | 721 | 709 | 403 | 209 | 2.65 |
| Appanoose | 5.6 | 231 | 902 | 969 | 773 | 762 | 1,963 | 1,636 | 1,972 | 789 | 713 | 346 | 144 | 2.45 |
| Audubon | 2.9 | 104 | 425 | 487 | 415 | 436 | 1,033 | 837 | 1,113 | 330 | 340 | 199 | 81 | 2.45 |
| Benton | 8.6 | 347 | 1,712 | 1,661 | 1,221 | 1,147 | 2,512 | 2,055 | 2,977 | 1,348 | 1,302 | 639 | 279 | 2.63 |
| Black Hawk | 46.3 | 3,523 | 8,377 | 10,253 | 6,957 | 6,152 | 11,038 | 12,065 | 15,947 | 7,401 | 6,712 | 2,958 | 1,217 | 2.65 |
| Boone | 9.8 | 437 | 1,804 | 2,072 | 1,362 | 1,341 | 2,784 | 2,571 | 3,571 | 1,448 | 1,424 | 569 | 217 | 2.56 |
| Bremer | 8.3 | 371 | 1,361 | 1,713 | 1,364 | 1,083 | 2,408 | 2,024 | 2,965 | 1,224 | 1,283 | 580 | 224 | 2.72 |
| Buchanan | 7.5 | 279 | 1,421 | 1,569 | 1,113 | 989 | 2,129 | 1,799 | 2,457 | 1,096 | 1,174 | 603 | 371 | 2.77 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average House-hold Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **IOWA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Buena Vista | 7.5 | 410 | 1,469 | 1,449 | 855 | 1,030 | 2,287 | 2,097 | 2,595 | 941 | 1,139 | 519 | 209 | 2.65 |
| Butler | 6.0 | 181 | 924 | 1,180 | 823 | 854 | 2,038 | 1,479 | 2,167 | 845 | 880 | 457 | 172 | 2.58 |
| Calhoun | 4.6 | 109 | 651 | 815 | 576 | 655 | 1,794 | 1,437 | 1,666 | 519 | 551 | 298 | 129 | 2.48 |
| Carroll | 8.0 | 338 | 1,509 | 1,498 | 1,061 | 1,104 | 2,490 | 2,196 | 2,549 | 1,078 | 1,082 | 683 | 412 | 2.68 |
| Cass | 6.1 | 237 | 1,020 | 1,106 | 839 | 859 | 2,039 | 1,835 | 2,188 | 775 | 766 | 374 | 162 | 2.44 |
| Cedar | 6.7 | 227 | 1,248 | 1,416 | 974 | 917 | 1,918 | 1,617 | 2,344 | 1,031 | 1,058 | 502 | 148 | 2.58 |
| Cerro Gordo | 19.1 | 1,063 | 3,829 | 3,792 | 2,541 | 2,613 | 5,262 | 5,697 | 6,606 | 2,714 | 2,683 | 1,097 | 303 | 2.45 |
| Cherokee | 5.4 | 192 | 897 | 1,042 | 738 | 867 | 1,664 | 1,527 | 1,872 | 705 | 756 | 368 | 172 | 2.56 |
| Chickasaw | 5.0 | 180 | 911 | 943 | 752 | 678 | 1,536 | 1,307 | 1,680 | 709 | 738 | 383 | 183 | 2.60 |
| Clarke | 3.3 | 137 | 608 | 632 | 465 | 440 | 1,018 | 900 | 1,188 | 459 | 468 | 215 | 70 | 2.55 |
| Clay | 7.0 | 391 | 1,344 | 1,459 | 941 | 942 | 1,923 | 1,984 | 2,431 | 964 | 955 | 509 | 157 | 2.47 |
| Clayton | 7.2 | 248 | 1,274 | 1,342 | 1,011 | 1,059 | 2,266 | 1,849 | 2,491 | 964 | 1,026 | 587 | 283 | 2.63 |
| Clinton | 19.7 | 904 | 3,761 | 4,040 | 2,987 | 2,710 | 5,298 | 5,125 | 6,598 | 3,149 | 2,935 | 1,316 | 577 | 2.57 |
| Crawford | 6.4 | 229 | 1,178 | 1,213 | 937 | 920 | 1,923 | 1,769 | 2,109 | 918 | 901 | 472 | 231 | 2.61 |
| Dallas | 11.5 | 432 | 2,364 | 2,677 | 1,806 | 1,432 | 2,789 | 2,596 | 4,002 | 1,916 | 1,889 | 745 | 352 | 2.63 |
| Davis | 3.1 | 112 | 551 | 580 | 457 | 427 | 973 | 733 | 1,128 | 410 | 503 | 199 | 127 | 2.65 |
| Decatur | 3.1 | 198 | 476 | 530 | 394 | 419 | 1,083 | 939 | 1,109 | 410 | 378 | 173 | 91 | 2.61 |
| Delaware | 6.5 | 255 | 1,342 | 1,269 | 956 | 926 | 1,752 | 1,468 | 2,086 | 917 | 1,046 | 625 | 358 | 2.78 |
| Des Moines | 16.9 | 723 | 3,023 | 3,635 | 2,578 | 2,311 | 4,630 | 4,648 | 5,650 | 2,689 | 2,426 | 1,045 | 442 | 2.52 |
| Dickinson | 6.3 | 226 | 965 | 1,279 | 850 | 939 | 2,041 | 1,854 | 2,415 | 817 | 780 | 328 | 106 | 2.38 |
| Dubuque | 30.7 | 1,563 | 6,112 | 6,652 | 4,731 | 4,246 | 7,396 | 7,608 | 9,463 | 4,931 | 4,869 | 2,472 | 1,357 | 2.80 |
| Emmet | 4.4 | 257 | 701 | 842 | 575 | 638 | 1,387 | 1,194 | 1,560 | 601 | 623 | 284 | 138 | 2.59 |
| Fayette | 8.3 | 319 | 1,395 | 1,542 | 1,108 | 1,219 | 2,717 | 2,309 | 2,832 | 1,167 | 1,108 | 635 | 249 | 2.59 |
| Floyd | 6.7 | 297 | 1,041 | 1,230 | 1,031 | 949 | 2,152 | 1,865 | 2,369 | 936 | 929 | 435 | 166 | 2.51 |
| Franklin | 4.5 | 162 | 740 | 867 | 615 | 640 | 1,476 | 1,271 | 1,608 | 597 | 627 | 281 | 116 | 2.47 |
| Fremont | 3.2 | 89 | 470 | 620 | 416 | 469 | 1,136 | 851 | 1,150 | 442 | 443 | 215 | 99 | 2.56 |
| Greene | 4.1 | 142 | 612 | 736 | 523 | 590 | 1,497 | 1,225 | 1,541 | 503 | 486 | 238 | 107 | 2.39 |
| Grundy | 4.7 | 128 | 755 | 902 | 728 | 641 | 1,546 | 1,186 | 1,759 | 660 | 664 | 339 | 92 | 2.51 |
| Guthrie | 4.4 | 142 | 653 | 787 | 634 | 718 | 1,466 | 1,211 | 1,671 | 590 | 558 | 261 | 109 | 2.45 |
| Hamilton | 6.3 | 235 | 1,119 | 1,240 | 861 | 921 | 1,924 | 1,603 | 2,318 | 886 | 960 | 379 | 154 | 2.52 |
| Hancock | 4.9 | 182 | 928 | 974 | 654 | 641 | 1,521 | 1,273 | 1,703 | 683 | 705 | 410 | 126 | 2.57 |
| Hardin | 7.4 | 275 | 1,192 | 1,349 | 994 | 1,050 | 2,540 | 2,104 | 2,745 | 965 | 1,012 | 428 | 146 | 2.50 |
| Harrison | 5.6 | 186 | 974 | 998 | 794 | 816 | 1,832 | 1,465 | 1,927 | 804 | 796 | 410 | 198 | 2.63 |
| Henry | 7.2 | 360 | 1,345 | 1,537 | 1,043 | 870 | 2,045 | 1,890 | 2,494 | 1,020 | 1,156 | 466 | 174 | 2.71 |
| Howard | 3.8 | 127 | 662 | 626 | 494 | 549 | 1,342 | 1,101 | 1,317 | 486 | 477 | 277 | 142 | 2.53 |
| Humboldt | 4.3 | 135 | 691 | 781 | 563 | 658 | 1,472 | 1,213 | 1,583 | 540 | 579 | 292 | 93 | 2.44 |
| Ida | 3.2 | 112 | 544 | 585 | 400 | 466 | 1,093 | 857 | 1,133 | 398 | 456 | 235 | 121 | 2.59 |
| Iowa | 5.7 | 212 | 1,063 | 1,097 | 743 | 810 | 1,775 | 1,456 | 2,039 | 868 | 797 | 389 | 151 | 2.54 |
| Jackson | 7.5 | 277 | 1,374 | 1,424 | 1,098 | 1,143 | 2,184 | 1,895 | 2,523 | 1,071 | 1,108 | 602 | 301 | 2.64 |
| Jasper | 13.8 | 570 | 2,608 | 2,847 | 2,048 | 2,075 | 3,652 | 3,328 | 5,042 | 2,236 | 2,050 | 853 | 291 | 2.56 |
| Jefferson | 6.4 | 241 | 1,064 | 1,888 | 912 | 720 | 1,575 | 1,835 | 2,195 | 1,003 | 852 | 390 | 125 | 2.59 |
| Johnson | 36.8 | 5,840 | 10,341 | 8,454 | 4,279 | 3,092 | 4,794 | 10,401 | 12,588 | 6,194 | 4,961 | 1,907 | 749 | 2.67 |
| Jones | 7.1 | 259 | 1,254 | 1,496 | 1,039 | 987 | 2,065 | 1,797 | 2,397 | 1,095 | 1,077 | 511 | 223 | 2.59 |
| Keokuk | 4.5 | 137 | 768 | 794 | 579 | 648 | 1,574 | 1,184 | 1,627 | 630 | 626 | 287 | 146 | 2.56 |
| Kossuth | 7.1 | 229 | 1,240 | 1,311 | 959 | 1,050 | 2,311 | 1,969 | 2,423 | 926 | 959 | 552 | 271 | 2.56 |
| Lee | 14.8 | 641 | 2,605 | 3,066 | 2,173 | 2,109 | 4,206 | 4,029 | 4,954 | 2,354 | 2,136 | 920 | 407 | 2.60 |
| Linn | 66.2 | 4,166 | 14,664 | 15,072 | 10,265 | 8,480 | 13,553 | 16,867 | 22,755 | 10,938 | 9,959 | 3,955 | 1,726 | 2.58 |
| Louisa | 4.3 | 201 | 845 | 911 | 649 | 587 | 1,107 | 961 | 1,428 | 748 | 717 | 317 | 129 | 2.72 |
| Lucas | 3.7 | 159 | 576 | 664 | 534 | 528 | 1,239 | 1,125 | 1,320 | 497 | 469 | 214 | 75 | 2.43 |
| Lyon | 4.3 | 139 | 755 | 803 | 543 | 681 | 1,379 | 977 | 1,473 | 589 | 599 | 410 | 252 | 2.77 |
| Madison | 4.8 | 173 | 818 | 1,033 | 700 | 622 | 1,454 | 1,153 | 1,703 | 683 | 732 | 371 | 158 | 2.65 |
| Mahaska | 8.4 | 446 | 1,607 | 1,662 | 1,094 | 1,098 | 2,493 | 2,134 | 3,031 | 1,181 | 1,313 | 518 | 223 | 2.58 |
| Marion | 11.1 | 529 | 2,118 | 2,326 | 1,650 | 1,481 | 2,996 | 2,800 | 3,810 | 1,602 | 1,838 | 774 | 276 | 2.75 |
| Marshall | 14.8 | 688 | 2,681 | 3,212 | 2,295 | 1,972 | 3,952 | 3,916 | 5,226 | 2,237 | 2,168 | 908 | 345 | 2.56 |
| Mills | 4.7 | 158 | 869 | 1,111 | 728 | 635 | 1,199 | 1,104 | 1,553 | 708 | 827 | 360 | 148 | 2.81 |
| Mitchell | 4.2 | 173 | 669 | 718 | 562 | 631 | 1,447 | 1,141 | 1,566 | 519 | 522 | 300 | 152 | 2.60 |
| Monona | 4.0 | 122 | 584 | 675 | 537 | 592 | 1,490 | 1,166 | 1,492 | 521 | 485 | 225 | 111 | 2.45 |
| Monroe | 3.2 | 110 | 528 | 566 | 432 | 463 | 1,101 | 910 | 1,096 | 453 | 416 | 221 | 104 | 2.53 |
| Montgomery | 4.9 | 196 | 826 | 919 | 604 | 693 | 1,662 | 1,447 | 1,777 | 649 | 638 | 281 | 108 | 2.43 |
| Muscatine | 15.0 | 726 | 3,192 | 3,367 | 2,302 | 1,915 | 3,498 | 3,515 | 4,845 | 2,539 | 2,475 | 1,105 | 521 | 2.69 |
| O'Brien | 5.9 | 276 | 1,027 | 1,054 | 749 | 850 | 1,944 | 1,628 | 2,139 | 727 | 756 | 431 | 219 | 2.58 |
| Osceola | 2.8 | 112 | 522 | 471 | 356 | 422 | 917 | 757 | 936 | 396 | 411 | 203 | 97 | 2.57 |
| Page | 6.6 | 223 | 987 | 1,251 | 918 | 914 | 2,307 | 1,925 | 2,335 | 873 | 893 | 410 | 164 | 2.52 |
| Palo Alto | 4.0 | 199 | 625 | 662 | 509 | 640 | 1,365 | 1,197 | 1,383 | 475 | 474 | 301 | 170 | 2.58 |
| Plymouth | 8.5 | 359 | 1,527 | 1,719 | 1,175 | 1,259 | 2,461 | 2,038 | 2,811 | 1,159 | 1,304 | 795 | 393 | 2.79 |
| Pocahontas | 3.8 | 92 | 623 | 637 | 547 | 551 | 1,350 | 1,132 | 1,342 | 472 | 518 | 232 | 104 | 2.45 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/91 Total Households (Thousands) | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | Average Household Size |
| **IOWA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Polk | 132.0 | 9,110 | 31,569 | 30,310 | 19,471 | 16,128 | 25,412 | 36,193 | 44,326 | 21,679 | 19,046 | 7,464 | 3,292 | 2.53 |
| ☐ Pottawattamie | 31.3 | 1,522 | 6,443 | 6,571 | 4,749 | 4,642 | 7,373 | 7,420 | 10,445 | 5,331 | 4,920 | 2,227 | 957 | 2.64 |
| Poweshiek | 7.3 | 374 | 1,345 | 1,462 | 1,044 | 994 | 2,081 | 1,925 | 2,561 | 1,099 | 1,073 | 472 | 170 | 2.64 |
| Ringgold | 2.2 | 61 | 300 | 358 | 283 | 380 | 818 | 647 | 845 | 252 | 264 | 149 | 43 | 2.41 |
| Sac | 4.9 | 163 | 796 | 845 | 616 | 728 | 1,752 | 1,442 | 1,730 | 590 | 649 | 335 | 154 | 2.47 |
| Scott | 57.2 | 3,608 | 12,586 | 13,693 | 8,933 | 7,117 | 11,263 | 14,479 | 18,344 | 9,726 | 8,963 | 3,882 | 1,806 | 2.63 |
| Shelby | 5.0 | 179 | 864 | 910 | 682 | 730 | 1,635 | 1,263 | 1,806 | 663 | 700 | 377 | 191 | 2.62 |
| Sioux | 10.0 | 503 | 1,925 | 2,023 | 1,371 | 1,343 | 2,835 | 2,234 | 3,278 | 1,293 | 1,529 | 1,053 | 613 | 3.01 |
| Story | 26.1 | 4,149 | 6,059 | 5,363 | 3,281 | 2,572 | 4,676 | 6,741 | 9,398 | 4,307 | 3,713 | 1,426 | 515 | 2.86 |
| Tama | 6.7 | 274 | 1,108 | 1,197 | 1,005 | 982 | 2,134 | 1,694 | 2,489 | 937 | 930 | 426 | 224 | 2.57 |
| Taylor | 2.8 | 89 | 381 | 488 | 354 | 410 | 1,078 | 789 | 1,050 | 355 | 342 | 172 | 92 | 2.50 |
| Union | 5.2 | 276 | 894 | 1,014 | 693 | 668 | 1,655 | 1,565 | 1,785 | 693 | 720 | 320 | 117 | 2.44 |
| Van Buren | 3.0 | 104 | 495 | 534 | 401 | 441 | 1,025 | 823 | 1,087 | 422 | 377 | 196 | 95 | 2.53 |
| Wapello | 14.3 | 691 | 2,371 | 2,814 | 1,907 | 2,087 | 4,430 | 3,945 | 5,125 | 2,282 | 1,932 | 729 | 287 | 2.45 |
| Warren | 12.9 | 581 | 2,608 | 3,268 | 2,323 | 1,654 | 2,466 | 2,410 | 4,267 | 2,434 | 2,394 | 985 | 410 | 2.85 |
| Washington | 7.5 | 295 | 1,451 | 1,527 | 1,030 | 996 | 2,201 | 1,977 | 2,554 | 1,100 | 1,090 | 516 | 263 | 2.63 |
| Wayne | 2.9 | 85 | 413 | 442 | 342 | 425 | 1,193 | 842 | 1,122 | 352 | 368 | 145 | 71 | 2.38 |
| Webster | 15.9 | 921 | 2,927 | 3,110 | 2,182 | 2,289 | 4,471 | 4,513 | 5,486 | 2,333 | 2,197 | 1,003 | 368 | 2.52 |
| Winnebago | 4.7 | 168 | 845 | 917 | 629 | 606 | 1,535 | 1,391 | 1,614 | 628 | 651 | 312 | 104 | 2.55 |
| Winneshiek | 7.2 | 376 | 1,396 | 1,401 | 977 | 991 | 2,059 | 1,872 | 2,424 | 993 | 1,071 | 551 | 289 | 2.93 |
| Woodbury | 37.2 | 2,081 | 7,618 | 7,950 | 4,957 | 4,998 | 9,596 | 9,815 | 11,957 | 5,768 | 5,546 | 2,701 | 1,413 | 2.66 |
| Worth | 3.2 | 115 | 527 | 567 | 458 | 454 | 1,079 | 913 | 1,133 | 444 | 450 | 202 | 58 | 2.44 |
| Wright | 5.8 | 247 | 938 | 1,047 | 750 | 828 | 1,990 | 1,670 | 2,150 | 747 | 811 | 323 | 99 | 2.41 |
| **TOTAL METRO COUNTIES** | **470.4** | **32,797** | **104,043** | **106,613** | **69,835** | **59,024** | **98,088** | **121,878** | **157,059** | **77,542** | **70,542** | **29,876** | **13,503** | **2.62** |
| **TOTAL STATE** | **1,066.9** | **60,803** | **211,255** | **223,757** | **152,767** | **141,749** | **276,569** | **281,625** | **365,599** | **162,908** | **155,544** | **70,311** | **30,913** | **2.60** |
| **KANSAS** | | | | | | | | | | | | | | |
| **KANSAS CITY** | **618.5** | **31,096** | **143,545** | **145,717** | **97,293** | **78,865** | **121,984** | **163,128** | **198,056** | **105,310** | **93,766** | **38,654** | **19,586** | **2.60** |
| Johnson | 146.3 | 6,523 | 36,638 | 39,742 | 23,975 | 16,594 | 22,828 | 34,272 | 48,815 | 25,718 | 24,608 | 9,414 | 3,473 | 2.60 |
| Leavenworth | 20.6 | 838 | 4,324 | 5,799 | 3,239 | 2,519 | 3,881 | 4,240 | 6,118 | 3,732 | 4,030 | 1,683 | 797 | 3.24 |
| Miami | 8.7 | 319 | 1,692 | 1,904 | 1,447 | 1,193 | 2,145 | 1,927 | 2,871 | 1,429 | 1,554 | 610 | 309 | 2.78 |
| Wyandotte | 61.0 | 3,503 | 13,567 | 12,705 | 8,679 | 8,384 | 14,162 | 17,020 | 18,163 | 10,146 | 8,577 | 4,196 | 2,898 | 2.64 |
| *Cass, Mo.* | *23.9* | *1,025* | *5,360* | *5,557* | *4,210* | *3,153* | *4,595* | *4,656* | *7,660* | *4,470* | *4,484* | *1,848* | *782* | *2.79* |
| *Clay, Mo.* | *60.4* | *3,161* | *14,477* | *14,369* | *10,138* | *7,859* | *10,396* | *14,430* | *20,426* | *10,880* | *9,530* | *3,676* | *1,458* | *2.60* |
| *Jackson, Mo.* | *254.3* | *13,771* | *58,104* | *55,397* | *37,808* | *33,718* | *55,502* | *76,476* | *79,653* | *41,259* | *33,926* | *14,346* | *8,640* | *2.51* |
| *Lafayette, Mo.* | *11.9* | *522* | *2,133* | *2,310* | *1,831* | *1,677* | *3,427* | *2,999* | *3,974* | *1,907* | *1,836* | *794* | *390* | *2.65* |
| *Platte, Mo.* | *23.2* | *1,152* | *5,675* | *6,240* | *4,478* | *2,578* | *3,077* | *5,401* | *7,682* | *4,293* | *3,836* | *1,442* | *546* | *2.62* |
| *Ray, Mo.* | *8.2* | *282* | *1,575* | *1,694* | *1,488* | *1,190* | *1,971* | *1,707* | *2,694* | *1,476* | *1,385* | *645* | *293* | *2.73* |
| **LAWRENCE** | **31.1** | **5,924** | **7,751** | **6,664** | **3,665** | **2,681** | **4,415** | **8,529** | **10,882** | **5,189** | **4,264** | **1,587** | **649** | **2.72** |
| Douglas | 31.1 | 5,924 | 7,751 | 6,664 | 3,665 | 2,681 | 4,415 | 8,529 | 10,882 | 5,189 | 4,264 | 1,587 | 649 | 2.72 |
| **TOPEKA** | **64.8** | **3,721** | **13,832** | **14,769** | **9,651** | **8,791** | **14,036** | **18,212** | **21,505** | **10,474** | **9,308** | **3,606** | **1,695** | **2.52** |
| Shawnee | 64.8 | 3,721 | 13,832 | 14,769 | 9,651 | 8,791 | 14,036 | 18,212 | 21,505 | 10,474 | 9,308 | 3,606 | 1,695 | 2.52 |
| **WICHITA** | **179.0** | **11,397** | **43,426** | **40,957** | **25,209** | **22,732** | **35,279** | **47,468** | **57,802** | **29,182** | **26,682** | **11,683** | **6,183** | **2.59** |
| Butler | 19.0 | 856 | 3,741 | 4,489 | 2,841 | 2,675 | 4,398 | 3,963 | 6,499 | 3,177 | 3,250 | 1,464 | 647 | 2.74 |
| Sedgwick | 160.0 | 10,541 | 39,685 | 36,468 | 22,368 | 20,057 | 30,881 | 43,505 | 51,303 | 26,005 | 23,432 | 10,219 | 5,536 | 2.58 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Allen | 5.5 | 232 | 985 | 1,021 | 728 | 743 | 1,791 | 1,528 | 1,875 | 767 | 793 | 363 | 174 | 2.58 |
| Anderson | 3.0 | 103 | 474 | 506 | 403 | 420 | 1,094 | 802 | 1,117 | 409 | 361 | 183 | 128 | 2.53 |
| Atchison | 6.1 | 269 | 1,131 | 1,157 | 866 | 869 | 1,808 | 1,629 | 1,929 | 1,001 | 896 | 441 | 204 | 2.75 |
| Barber | 2.2 | 65 | 375 | 377 | 273 | 324 | 786 | 623 | 798 | 281 | 290 | 144 | 64 | 2.55 |
| Barton | 11.1 | 536 | 2,218 | 2,155 | 1,479 | 1,580 | 3,132 | 3,077 | 3,796 | 1,599 | 1,635 | 681 | 312 | 2.53 |
| Bourbon | 5.8 | 239 | 937 | 1,057 | 789 | 799 | 1,979 | 1,670 | 1,984 | 837 | 767 | 340 | 202 | 2.53 |
| Brown | 4.3 | 165 | 706 | 757 | 544 | 575 | 1,553 | 1,270 | 1,433 | 538 | 589 | 307 | 163 | 2.56 |
| Butler | 19.0 | 856 | 3,741 | 4,489 | 2,841 | 2,675 | 4,398 | 3,963 | 6,499 | 3,177 | 3,250 | 1,464 | 647 | 2.74 |
| Chase | 1.2 | 35 | 187 | 204 | 176 | 175 | 423 | 329 | 450 | 160 | 150 | 82 | 29 | 2.50 |
| Chautauqua | 1.8 | 31 | 251 | 259 | 270 | 239 | 750 | 616 | 637 | 214 | 191 | 104 | 38 | 2.33 |
| Cherokee | 8.4 | 390 | 1,395 | 1,585 | 1,306 | 1,124 | 2,600 | 2,261 | 2,767 | 1,363 | 1,267 | 501 | 241 | 2.52 |
| Cheyenne | 1.4 | 48 | 176 | 251 | 148 | 232 | 545 | 514 | 488 | 159 | 141 | 69 | 29 | 2.21 |
| Clark | 1.0 | 32 | 141 | 174 | 138 | 139 | 376 | 363 | 333 | 116 | 107 | 54 | 27 | 2.30 |
| Clay | 3.6 | 139 | 527 | 670 | 449 | 501 | 1,314 | 990 | 1,332 | 452 | 485 | 249 | 92 | 2.50 |
| Cloud | 4.3 | 268 | 656 | 689 | 555 | 548 | 1,584 | 1,307 | 1,578 | 523 | 549 | 238 | 105 | 2.49 |
| Coffey | 3.3 | 120 | 594 | 696 | 447 | 383 | 1,060 | 934 | 1,157 | 433 | 478 | 214 | 84 | 2.48 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/91 Total Households (Thousands) | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | Average Household Size |
| **KANSAS (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Comanche | .9 | 36 | 133 | 136 | 131 | 110 | 354 | 280 | 324 | 125 | 102 | 46 | 23 | 2.56 |
| Cowley | 14.0 | 725 | 2,597 | 2,791 | 2,088 | 1,943 | 3,856 | 3,735 | 4,790 | 2,144 | 2,084 | 876 | 371 | 2.64 |
| Crawford | 14.4 | 1,327 | 2,500 | 2,488 | 1,748 | 1,640 | 4,697 | 4,644 | 4,836 | 2,051 | 1,781 | 750 | 338 | 2.43 |
| Decatur | 1.6 | 48 | 266 | 264 | 192 | 243 | 587 | 494 | 601 | 175 | 182 | 101 | 47 | 2.44 |
| Dickinson | 7.6 | 286 | 1,307 | 1,389 | 1,059 | 1,084 | 2,475 | 2,104 | 2,644 | 1,123 | 1,056 | 510 | 163 | 2.50 |
| Doniphan | 3.1 | 125 | 530 | 602 | 426 | 394 | 1,023 | 834 | 1,010 | 485 | 455 | 216 | 100 | 2.61 |
| Douglas | 31.1 | 5,924 | 7,751 | 6,664 | 3,665 | 2,681 | 4,415 | 8,529 | 10,882 | 5,189 | 4,264 | 1,587 | 649 | 2.72 |
| Edwards | 1.6 | 58 | 275 | 255 | 214 | 221 | 577 | 551 | 560 | 185 | 183 | 76 | 45 | 2.31 |
| Elk | 1.4 | 41 | 157 | 171 | 191 | 205 | 635 | 453 | 538 | 175 | 141 | 68 | 25 | 2.29 |
| Ellis | 10.0 | 1,136 | 2,098 | 2,139 | 1,231 | 1,172 | 2,224 | 2,956 | 3,253 | 1,379 | 1,465 | 679 | 268 | 2.56 |
| Ellsworth | 2.5 | 77 | 373 | 440 | 315 | 342 | 953 | 805 | 877 | 293 | 299 | 153 | 73 | 2.64 |
| Finney | 11.1 | 907 | 3,173 | 2,738 | 1,485 | 1,114 | 1,683 | 2,178 | 2,993 | 1,891 | 2,040 | 1,165 | 833 | 3.05 |
| Ford | 9.9 | 788 | 2,260 | 2,052 | 1,379 | 1,154 | 2,267 | 2,447 | 3,080 | 1,575 | 1,501 | 810 | 487 | 2.79 |
| Franklin | 8.3 | 440 | 1,678 | 1,616 | 1,192 | 1,122 | 2,252 | 2,043 | 2,822 | 1,294 | 1,280 | 602 | 259 | 2.65 |
| Geary | 10.6 | 1,647 | 2,966 | 2,058 | 1,282 | 1,098 | 1,549 | 2,112 | 3,359 | 2,214 | 1,837 | 743 | 335 | 2.84 |
| Gove | 1.3 | 43 | 218 | 232 | 161 | 197 | 449 | 432 | 417 | 161 | 175 | 82 | 33 | 2.38 |
| Graham | 1.4 | 33 | 229 | 227 | 202 | 232 | 477 | 416 | 517 | 154 | 177 | 92 | 44 | 2.43 |
| Grant | 2.4 | 135 | 590 | 587 | 373 | 319 | 396 | 433 | 721 | 386 | 466 | 251 | 143 | 3.00 |
| Gray | 1.9 | 100 | 396 | 452 | 278 | 227 | 447 | 435 | 589 | 286 | 301 | 197 | 92 | 2.84 |
| Greeley | .7 | 24 | 156 | 145 | 83 | 98 | 194 | 208 | 221 | 92 | 98 | 51 | 30 | 2.57 |
| Greenwood | 3.1 | 94 | 432 | 515 | 362 | 450 | 1,247 | 979 | 1,103 | 400 | 380 | 171 | 67 | 2.42 |
| Hamilton | .9 | 32 | 149 | 166 | 128 | 143 | 282 | 295 | 301 | 116 | 108 | 52 | 28 | 2.44 |
| Harper | 2.9 | 99 | 455 | 498 | 368 | 416 | 1,064 | 961 | 1,025 | 360 | 329 | 159 | 66 | 2.34 |
| Harvey | 11.6 | 510 | 2,201 | 2,559 | 1,649 | 1,593 | 3,088 | 2,969 | 4,003 | 1,771 | 1,736 | 761 | 360 | 2.66 |
| Haskell | 1.4 | 76 | 355 | 299 | 229 | 170 | 271 | 313 | 433 | 204 | 253 | 122 | 75 | 2.79 |
| Hodgeman | .8 | 11 | 148 | 140 | 110 | 139 | 252 | 194 | 295 | 105 | 110 | 65 | 31 | 2.75 |
| Jackson | 4.3 | 149 | 747 | 873 | 698 | 566 | 1,267 | 1,020 | 1,414 | 638 | 723 | 336 | 169 | 2.67 |
| Jefferson | 6.0 | 178 | 1,123 | 1,327 | 1,011 | 833 | 1,528 | 1,263 | 2,112 | 986 | 981 | 439 | 219 | 2.72 |
| Jewell | 1.6 | 43 | 209 | 266 | 185 | 264 | 633 | 464 | 647 | 176 | 177 | 97 | 39 | 2.44 |
| Johnson | 146.3 | 6,523 | 36,638 | 39,742 | 23,975 | 16,594 | 22,828 | 34,272 | 48,815 | 25,718 | 24,608 | 9,414 | 3,473 | 2.60 |
| Kearny | 1.4 | 63 | 327 | 327 | 187 | 186 | 310 | 286 | 430 | 203 | 261 | 133 | 87 | 2.93 |
| Kingman | 3.1 | 81 | 526 | 599 | 432 | 455 | 1,007 | 792 | 1,125 | 422 | 403 | 233 | 125 | 2.61 |
| Kiowa | 1.4 | 45 | 207 | 268 | 180 | 207 | 493 | 417 | 526 | 153 | 167 | 93 | 44 | 2.50 |
| Labette | 9.2 | 525 | 1,663 | 1,722 | 1,255 | 1,200 | 2,835 | 2,715 | 3,025 | 1,397 | 1,239 | 579 | 245 | 2.53 |
| Lane | 1.0 | 30 | 175 | 188 | 138 | 151 | 318 | 326 | 343 | 110 | 134 | 64 | 23 | 2.40 |
| Leavenworth | 20.6 | 838 | 4,324 | 5,799 | 3,239 | 2,519 | 3,881 | 4,240 | 6,118 | 3,732 | 4,030 | 1,683 | 797 | 3.24 |
| Lincoln | 1.5 | 31 | 196 | 258 | 181 | 226 | 608 | 486 | 559 | 161 | 171 | 88 | 35 | 2.33 |
| Linn | 3.2 | 105 | 479 | 526 | 447 | 511 | 1,132 | 784 | 1,236 | 435 | 432 | 209 | 104 | 2.63 |
| Logan | 1.2 | 30 | 193 | 219 | 151 | 211 | 396 | 397 | 399 | 139 | 138 | 86 | 41 | 2.42 |
| Lyon | 13.0 | 1,522 | 3,005 | 2,739 | 1,569 | 1,322 | 2,843 | 3,744 | 4,098 | 1,905 | 1,945 | 933 | 375 | 2.67 |
| McPherson | 10.2 | 479 | 1,963 | 2,114 | 1,418 | 1,333 | 2,893 | 2,647 | 3,636 | 1,417 | 1,502 | 702 | 296 | 2.66 |
| Marion | 4.9 | 148 | 761 | 820 | 665 | 700 | 1,806 | 1,324 | 1,870 | 664 | 597 | 317 | 128 | 2.59 |
| Marshall | 4.6 | 150 | 759 | 746 | 574 | 651 | 1,720 | 1,393 | 1,614 | 543 | 563 | 337 | 150 | 2.50 |
| Meade | 1.6 | 72 | 272 | 307 | 216 | 238 | 495 | 449 | 562 | 195 | 235 | 96 | 63 | 2.56 |
| Miami | 8.7 | 319 | 1,692 | 1,904 | 1,447 | 1,193 | 2,145 | 1,927 | 2,871 | 1,429 | 1,554 | 610 | 309 | 2.78 |
| Mitchell | 2.8 | 109 | 432 | 543 | 343 | 371 | 1,002 | 881 | 971 | 321 | 361 | 173 | 93 | 2.50 |
| Montgomery | 15.5 | 732 | 2,626 | 2,770 | 2,247 | 2,080 | 5,045 | 4,546 | 5,255 | 2,341 | 2,057 | 870 | 431 | 2.47 |
| Morris | 2.5 | 85 | 393 | 455 | 328 | 375 | 866 | 671 | 960 | 326 | 354 | 133 | 56 | 2.52 |
| Morton | 1.3 | 63 | 272 | 274 | 194 | 195 | 302 | 315 | 430 | 193 | 213 | 91 | 58 | 2.69 |
| Nemaha | 4.0 | 147 | 683 | 670 | 455 | 578 | 1,467 | 1,148 | 1,302 | 509 | 507 | 301 | 233 | 2.58 |
| Neosho | 6.6 | 277 | 1,207 | 1,195 | 904 | 915 | 2,102 | 1,867 | 2,312 | 935 | 884 | 429 | 173 | 2.50 |
| Ness | 1.7 | 40 | 302 | 287 | 197 | 243 | 631 | 616 | 539 | 189 | 232 | 93 | 31 | 2.29 |
| Norton | 2.2 | 69 | 305 | 367 | 299 | 336 | 824 | 731 | 787 | 244 | 274 | 120 | 44 | 2.59 |
| Osage | 5.8 | 188 | 1,088 | 1,165 | 851 | 835 | 1,673 | 1,364 | 2,080 | 883 | 905 | 397 | 171 | 2.64 |
| Osborne | 2.0 | 58 | 272 | 313 | 236 | 295 | 826 | 639 | 751 | 235 | 205 | 118 | 52 | 2.35 |
| Ottawa | 2.3 | 86 | 376 | 417 | 311 | 355 | 755 | 676 | 833 | 298 | 297 | 144 | 52 | 2.43 |
| Pawnee | 2.8 | 97 | 421 | 555 | 412 | 399 | 916 | 898 | 980 | 341 | 354 | 156 | 71 | 2.61 |
| Phillips | 2.7 | 78 | 421 | 493 | 362 | 377 | 969 | 829 | 978 | 322 | 343 | 169 | 59 | 2.41 |
| Pottawatomie | 6.0 | 318 | 1,305 | 1,324 | 810 | 716 | 1,527 | 1,377 | 2,051 | 912 | 945 | 488 | 227 | 2.73 |
| Pratt | 3.8 | 161 | 660 | 734 | 528 | 535 | 1,182 | 1,124 | 1,358 | 493 | 489 | 243 | 93 | 2.47 |
| Rawlins | 1.4 | 27 | 212 | 248 | 195 | 214 | 504 | 454 | 472 | 167 | 155 | 95 | 57 | 2.43 |
| Reno | 24.0 | 1,276 | 4,539 | 4,981 | 3,508 | 3,313 | 6,383 | 6,514 | 8,411 | 3,655 | 3,389 | 1,455 | 576 | 2.57 |
| Republic | 2.7 | 72 | 390 | 399 | 335 | 394 | 1,110 | 861 | 1,046 | 300 | 281 | 161 | 51 | 2.33 |
| Rice | 4.0 | 149 | 683 | 691 | 550 | 590 | 1,337 | 1,133 | 1,467 | 498 | 514 | 275 | 113 | 2.58 |
| Riley | 21.2 | 4,491 | 6,175 | 4,171 | 2,014 | 1,541 | 2,808 | 5,082 | 6,967 | 3,886 | 3,316 | 1,378 | 571 | 3.20 |
| Rooks | 2.3 | 75 | 379 | 397 | 273 | 323 | 853 | 703 | 827 | 266 | 269 | 165 | 70 | 2.48 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average Household Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **KANSAS (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Rush | 1.6 | 35 | 239 | 253 | 195 | 267 | 611 | 558 | 577 | 198 | 157 | 79 | 31 | 2.25 |
| Russell | 3.2 | 94 | 495 | 546 | 384 | 477 | 1,204 | 1,044 | 1,182 | 394 | 326 | 181 | 73 | 2.31 |
| Saline | 20.0 | 1,315 | 4,325 | 4,234 | 2,861 | 2,554 | 4,711 | 5,549 | 6,916 | 3,067 | 2,868 | 1,113 | 487 | 2.47 |
| Scott | 2.0 | 93 | 376 | 433 | 292 | 256 | 550 | 544 | 673 | 271 | 307 | 148 | 57 | 2.55 |
| Sedgwick | 160.0 | 10,541 | 39,685 | 36,468 | 22,368 | 20,057 | 30,881 | 43,505 | 51,303 | 26,005 | 23,432 | 10,219 | 5,536 | 2.58 |
| Seward | 6.6 | 529 | 1,731 | 1,434 | 911 | 822 | 1,173 | 1,416 | 2,015 | 1,179 | 1,120 | 520 | 350 | 2.83 |
| Shawnee | 64.8 | 3,721 | 13,832 | 14,769 | 9,651 | 8,791 | 14,036 | 18,212 | 21,505 | 10,474 | 9,308 | 3,606 | 1,695 | 2.52 |
| Sheridan | 1.2 | 43 | 202 | 227 | 152 | 206 | 370 | 402 | 375 | 145 | 148 | 97 | 33 | 2.42 |
| Sherman | 2.7 | 172 | 459 | 496 | 400 | 369 | 804 | 782 | 928 | 385 | 368 | 157 | 80 | 2.48 |
| Smith | 2.1 | 39 | 274 | 342 | 232 | 338 | 875 | 643 | 840 | 227 | 242 | 110 | 38 | 2.33 |
| Stafford | 2.2 | 87 | 345 | 372 | 284 | 302 | 810 | 732 | 778 | 260 | 232 | 144 | 54 | 2.36 |
| Stanton | .8 | 38 | 189 | 159 | 129 | 133 | 152 | 178 | 247 | 130 | 133 | 68 | 44 | 2.88 |
| Stevens | 1.9 | 92 | 410 | 380 | 280 | 240 | 498 | 476 | 613 | 278 | 303 | 148 | 82 | 2.74 |
| Sumner | 9.7 | 329 | 1,762 | 2,027 | 1,434 | 1,372 | 2,776 | 2,413 | 3,254 | 1,413 | 1,522 | 698 | 400 | 2.68 |
| Thomas | 3.1 | 253 | 615 | 654 | 407 | 405 | 766 | 829 | 1,054 | 438 | 443 | 219 | 117 | 2.61 |
| Trego | 1.5 | 36 | 244 | 255 | 193 | 213 | 559 | 491 | 503 | 188 | 181 | 98 | 39 | 2.40 |
| Wabaunsee | 2.5 | 75 | 436 | 485 | 373 | 369 | 762 | 586 | 886 | 377 | 374 | 171 | 106 | 2.64 |
| Wallace | .7 | 22 | 133 | 129 | 97 | 119 | 200 | 217 | 214 | 86 | 89 | 56 | 38 | 2.57 |
| Washington | 2.8 | 67 | 376 | 419 | 322 | 434 | 1,182 | 850 | 1,023 | 311 | 321 | 162 | 133 | 2.46 |
| Wichita | 1.0 | 40 | 195 | 215 | 141 | 146 | 263 | 252 | 315 | 144 | 147 | 98 | 44 | 2.70 |
| Wilson | 4.0 | 143 | 586 | 698 | 559 | 560 | 1,454 | 1,168 | 1,416 | 562 | 512 | 225 | 117 | 2.48 |
| Woodson | 1.7 | 43 | 226 | 292 | 185 | 245 | 709 | 578 | 606 | 190 | 190 | 89 | 47 | 2.35 |
| Wyandotte | 61.0 | 3,503 | 13,567 | 12,705 | 8,679 | 8,384 | 14,162 | 17,020 | 18,163 | 10,146 | 8,577 | 4,196 | 2,898 | 2.64 |
| **TOTAL METRO COUNTIES** | **511.5** | **32,225** | **121,230** | **122,540** | **75,865** | **62,894** | **96,746** | **131,668** | **166,156** | **85,870** | **79,023** | **32,779** | **16,004** | **2.63** |
| **TOTAL STATE** | **957.0** | **59,489** | **206,989** | **208,855** | **135,802** | **121,230** | **224,635** | **253,496** | **317,930** | **150,967** | **142,256** | **62,324** | **30,027** | **2.62** |
| **KENTUCKY** | | | | | | | | | | | | | | |
| **CLARKSVILLE - HOPKINSVILLE** | **57.0** | **5,494** | **14,835** | **12,280** | **7,843** | **6,944** | **9,604** | **11,054** | **18,011** | **12,256** | **9,960** | **3,895** | **1,824** | **3.02** |
| Christian | 21.3 | 1,961 | 5,372 | 4,158 | 2,869 | 2,614 | 4,326 | 4,478 | 6,491 | 4,455 | 3,486 | 1,567 | 823 | 3.20 |
| *Montgomery, Tenn.* | *35.7* | *3,533* | *9,463* | *8,122* | *4,974* | *4,330* | *5,278* | *6,576* | *11,520* | *7,801* | *6,474* | *2,328* | *1,001* | *2.92* |
| **HUNTINGTON - ASHLAND** | **119.3** | **5,833** | **20,446** | **24,438** | **19,619** | **18,367** | **30,597** | **28,850** | **38,629** | **23,143** | **18,799** | **6,996** | **2,883** | **2.61** |
| Boyd | 19.7 | 714 | 3,398 | 4,066 | 3,166 | 3,134 | 5,222 | 4,813 | 6,603 | 3,890 | 3,047 | 1,008 | 339 | 2.57 |
| Carter | 8.7 | 389 | 1,588 | 1,813 | 1,485 | 1,257 | 2,168 | 1,702 | 2,691 | 1,873 | 1,476 | 648 | 310 | 2.79 |
| Greenup | 13.5 | 463 | 2,303 | 3,104 | 2,522 | 2,184 | 2,924 | 2,491 | 4,468 | 2,919 | 2,367 | 881 | 374 | 2.73 |
| *Lawrence, Ohio* | *23.0* | *984* | *4,080* | *4,741* | *3,963* | *3,633* | *5,599* | *5,057* | *7,142* | *4,610* | *3,868* | *1,613* | *710* | *2.70* |
| *Cabell, W. Va.* | *38.8* | *2,679* | *6,459* | *7,426* | *5,745* | *5,780* | *10,711* | *11,426* | *12,711* | *6,820* | *5,292* | *1,833* | *718* | *2.47* |
| *Wayne, W. Va.* | *15.6* | *604* | *2,618* | *3,288* | *2,738* | *2,379* | *3,973* | *3,361* | *5,014* | *3,031* | *2,749* | *1,013* | *432* | *2.65* |
| **LEXINGTON-FAYETTE** | **136.9** | **10,297** | **33,350** | **32,350** | **20,522** | **16,137** | **24,244** | **35,883** | **45,000** | **25,467** | **20,316** | **7,236** | **2,998** | **2.60** |
| Bourbon | 7.3 | 329 | 1,388 | 1,584 | 1,176 | 995 | 1,828 | 1,578 | 2,361 | 1,478 | 1,266 | 435 | 182 | 2.66 |
| Clark | 11.1 | 460 | 2,135 | 2,582 | 1,884 | 1,573 | 2,466 | 2,269 | 3,599 | 2,341 | 1,910 | 664 | 317 | 2.69 |
| Fayette | 91.3 | 8,217 | 23,732 | 21,319 | 12,832 | 10,208 | 14,992 | 27,031 | 30,187 | 15,937 | 12,131 | 4,239 | 1,775 | 2.51 |
| Jessamine | 11.0 | 573 | 2,660 | 2,825 | 1,826 | 1,324 | 1,792 | 1,861 | 3,650 | 2,291 | 2,093 | 796 | 309 | 2.89 |
| Scott | 8.8 | 434 | 1,907 | 2,130 | 1,438 | 1,126 | 1,765 | 1,780 | 2,788 | 1,831 | 1,577 | 595 | 229 | 2.82 |
| Woodford | 7.4 | 284 | 1,528 | 1,910 | 1,366 | 911 | 1,401 | 1,364 | 2,415 | 1,589 | 1,339 | 507 | 186 | 2.76 |
| **LOUISVILLE** | **369.5** | **16,847** | **76,776** | **86,085** | **58,027** | **51,882** | **79,883** | **94,942** | **116,702** | **69,062** | **56,733** | **21,865** | **10,196** | **2.59** |
| Bullitt | 16.3 | 712 | 3,696 | 4,346 | 3,264 | 2,132 | 2,150 | 2,243 | 4,615 | 3,791 | 3,591 | 1,444 | 616 | 2.98 |
| Jefferson | 263.9 | 12,515 | 55,241 | 59,506 | 39,388 | 37,587 | 59,663 | 73,810 | 83,846 | 47,388 | 37,444 | 14,401 | 7,011 | 2.51 |
| Oldham | 11.2 | 298 | 2,223 | 3,623 | 2,332 | 1,286 | 1,438 | 1,576 | 3,290 | 2,535 | 2,495 | 940 | 364 | 3.23 |
| Shelby | 9.3 | 376 | 1,686 | 2,148 | 1,658 | 1,319 | 2,113 | 1,908 | 3,110 | 1,921 | 1,523 | 598 | 240 | 2.74 |
| *Clark, Ind.* | *33.4* | *1,422* | *6,889* | *7,902* | *5,507* | *4,759* | *6,921* | *7,923* | *10,564* | *6,436* | *5,532* | *2,060* | *885* | *2.63* |
| *Floyd, Ind.* | *24.5* | *1,078* | *4,862* | *5,919* | *4,022* | *3,296* | *5,323* | *5,464* | *7,858* | *4,815* | *4,095* | *1,604* | *664* | *2.67* |
| *Harrison, Ind.* | *10.9* | *446* | *2,179* | *2,641* | *1,856* | *1,503* | *2,275* | *2,018* | *3,419* | *2,176* | *2,053* | *818* | *416* | *2.82* |
| **OWENSBORO** | **33.2** | **1,726** | **6,789** | **7,153** | **5,173** | **4,797** | **7,562** | **8,365** | **10,403** | **6,020** | **5,294** | **2,138** | **980** | **2.63** |
| Daviess | 33.2 | 1,726 | 6,789 | 7,153 | 5,173 | 4,797 | 7,562 | 8,365 | 10,403 | 6,020 | 5,294 | 2,138 | 980 | 2.63 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Adair | 5.8 | 282 | 942 | 1,121 | 945 | 856 | 1,654 | 1,325 | 1,968 | 1,196 | 853 | 295 | 163 | 2.62 |
| Allen | 5.6 | 307 | 960 | 1,020 | 879 | 851 | 1,583 | 1,260 | 1,904 | 1,087 | 888 | 288 | 173 | 2.61 |
| Anderson | 5.6 | 227 | 1,162 | 1,319 | 937 | 711 | 1,244 | 1,139 | 1,847 | 1,140 | 984 | 337 | 153 | 2.68 |
| Ballard | 3.1 | 136 | 505 | 606 | 493 | 422 | 938 | 796 | 1,071 | 598 | 433 | 152 | 50 | 2.48 |
| Barren | 13.1 | 592 | 2,420 | 2,576 | 2,007 | 1,970 | 3,535 | 3,072 | 4,486 | 2,506 | 2,053 | 687 | 296 | 2.59 |
| Bath | 3.7 | 155 | 662 | 763 | 541 | 575 | 1,004 | 850 | 1,173 | 779 | 586 | 203 | 109 | 2.62 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average Household Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **KENTUCKY (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Bell | 11.3 | 538 | 2,110 | 2,377 | 1,765 | 1,602 | 2,908 | 2,531 | 3,296 | 2,422 | 1,929 | 719 | 403 | 2.74 |
| ☐ Boone | 21.0 | 908 | 5,018 | 5,610 | 3,603 | 2,647 | 3,214 | 3,941 | 6,182 | 4,173 | 4,052 | 1,789 | 863 | 2.86 |
| Bourbon | 7.3 | 329 | 1,388 | 1,584 | 1,176 | 995 | 1,828 | 1,578 | 2,361 | 1,478 | 1,266 | 435 | 182 | 2.66 |
| Boyd | 19.7 | 714 | 3,398 | 4,066 | 3,166 | 3,134 | 5,222 | 4,813 | 6,603 | 3,890 | 3,047 | 1,008 | 339 | 2.57 |
| Boyle | 9.6 | 447 | 1,707 | 2,055 | 1,548 | 1,413 | 2,430 | 2,385 | 3,258 | 1,798 | 1,491 | 468 | 200 | 2.70 |
| Bracken | 2.9 | 122 | 506 | 552 | 432 | 475 | 813 | 648 | 898 | 562 | 486 | 213 | 93 | 2.69 |
| Breathitt | 5.5 | 299 | 1,056 | 1,290 | 895 | 794 | 1,166 | 1,097 | 1,602 | 1,169 | 1,009 | 415 | 208 | 2.84 |
| Breckinridge | 6.3 | 226 | 1,065 | 1,296 | 1,042 | 957 | 1,714 | 1,509 | 1,998 | 1,178 | 1,021 | 405 | 189 | 2.60 |
| Bullitt | 16.3 | 712 | 3,696 | 4,346 | 3,264 | 2,132 | 2,150 | 2,243 | 4,615 | 3,791 | 3,591 | 1,444 | 616 | 2.98 |
| Butler | 4.2 | 215 | 753 | 831 | 722 | 582 | 1,097 | 916 | 1,320 | 862 | 742 | 261 | 99 | 2.69 |
| Caldwell | 5.3 | 211 | 828 | 989 | 783 | 806 | 1,683 | 1,431 | 1,808 | 916 | 773 | 266 | 106 | 2.47 |
| Calloway | 11.9 | 960 | 2,023 | 2,204 | 1,752 | 1,547 | 3,414 | 3,279 | 4,419 | 2,006 | 1,537 | 496 | 163 | 2.62 |
| ☐ Campbell | 31.6 | 1,582 | 6,844 | 6,798 | 4,536 | 4,450 | 7,390 | 8,116 | 9,235 | 5,591 | 4,884 | 2,435 | 1,339 | 2.68 |
| Carlisle | 2.1 | 90 | 306 | 376 | 309 | 311 | 708 | 574 | 708 | 364 | 293 | 120 | 41 | 2.43 |
| Carroll | 3.5 | 162 | 694 | 707 | 563 | 493 | 881 | 868 | 1,086 | 682 | 529 | 203 | 132 | 2.69 |
| Carter | 8.7 | 389 | 1,588 | 1,813 | 1,485 | 1,257 | 2,168 | 1,702 | 2,691 | 1,873 | 1,476 | 648 | 310 | 2.79 |
| Casey | 5.4 | 276 | 865 | 1,062 | 850 | 855 | 1,492 | 1,213 | 1,786 | 1,126 | 852 | 275 | 148 | 2.63 |
| Christian | 21.3 | 1,961 | 5,372 | 4,158 | 2,869 | 2,614 | 4,326 | 4,478 | 6,491 | 4,455 | 3,486 | 1,567 | 823 | 3.20 |
| Clark | 11.1 | 460 | 2,135 | 2,582 | 1,884 | 1,573 | 2,466 | 2,269 | 3,599 | 2,341 | 1,910 | 664 | 317 | 2.69 |
| Clay | 7.3 | 402 | 1,574 | 1,579 | 1,184 | 980 | 1,581 | 1,203 | 2,037 | 1,692 | 1,432 | 565 | 371 | 2.95 |
| Clinton | 3.6 | 142 | 617 | 698 | 609 | 567 | 967 | 893 | 1,214 | 674 | 532 | 195 | 92 | 2.53 |
| Crittenden | 3.6 | 152 | 600 | 653 | 581 | 520 | 1,094 | 937 | 1,252 | 636 | 520 | 165 | 90 | 2.56 |
| Cumberland | 2.7 | 101 | 455 | 468 | 374 | 446 | 856 | 669 | 964 | 527 | 342 | 135 | 63 | 2.48 |
| Daviess | 33.2 | 1,726 | 6,789 | 7,153 | 5,173 | 4,797 | 7,562 | 8,365 | 10,403 | 6,020 | 5,294 | 2,138 | 980 | 2.63 |
| Edmonson | 3.7 | 179 | 610 | 718 | 653 | 594 | 946 | 700 | 1,312 | 751 | 630 | 214 | 93 | 2.73 |
| Elliott | 2.3 | 118 | 432 | 494 | 359 | 327 | 570 | 453 | 698 | 495 | 390 | 161 | 103 | 2.83 |
| Estill | 5.4 | 239 | 952 | 1,118 | 896 | 766 | 1,429 | 1,147 | 1,636 | 1,177 | 897 | 342 | 201 | 2.72 |
| Fayette | 91.3 | 8,217 | 23,732 | 21,319 | 12,832 | 10,208 | 14,992 | 27,031 | 30,187 | 15,937 | 12,131 | 4,239 | 1,775 | 2.51 |
| Fleming | 4.6 | 218 | 827 | 885 | 714 | 675 | 1,281 | 1,057 | 1,465 | 909 | 735 | 290 | 144 | 2.70 |
| Floyd | 15.6 | 814 | 3,104 | 3,595 | 2,459 | 2,163 | 3,465 | 3,098 | 4,503 | 3,542 | 2,838 | 1,094 | 525 | 2.78 |
| Franklin | 17.7 | 955 | 3,505 | 4,205 | 2,913 | 2,417 | 3,705 | 4,855 | 5,702 | 3,439 | 2,519 | 873 | 312 | 2.51 |
| Fulton | 3.3 | 145 | 505 | 576 | 434 | 485 | 1,155 | 987 | 1,049 | 576 | 427 | 179 | 82 | 2.45 |
| Gallatin | 2.0 | 88 | 369 | 440 | 346 | 286 | 471 | 422 | 590 | 422 | 342 | 140 | 84 | 2.80 |
| Garrard | 4.5 | 189 | 840 | 889 | 708 | 659 | 1,215 | 915 | 1,581 | 965 | 703 | 226 | 110 | 2.62 |
| Grant | 5.7 | 319 | 1,147 | 1,210 | 1,029 | 729 | 1,266 | 1,130 | 1,724 | 1,198 | 996 | 397 | 255 | 2.84 |
| Graves | 13.5 | 557 | 2,332 | 2,618 | 2,085 | 1,793 | 4,115 | 3,434 | 4,674 | 2,453 | 2,026 | 643 | 270 | 2.49 |
| Grayson | 8.1 | 395 | 1,482 | 1,614 | 1,296 | 1,269 | 2,044 | 1,778 | 2,699 | 1,622 | 1,277 | 520 | 204 | 2.64 |
| Green | 4.1 | 169 | 704 | 752 | 641 | 611 | 1,223 | 1,001 | 1,428 | 841 | 569 | 192 | 69 | 2.49 |
| Greenup | 13.5 | 463 | 2,303 | 3,104 | 2,522 | 2,184 | 2,924 | 2,491 | 4,468 | 2,919 | 2,367 | 881 | 374 | 2.73 |
| Hancock | 2.8 | 135 | 557 | 687 | 491 | 375 | 555 | 502 | 870 | 584 | 541 | 224 | 79 | 2.82 |
| Hardin | 29.5 | 2,363 | 7,629 | 6,927 | 4,422 | 3,583 | 4,576 | 5,597 | 8,918 | 6,163 | 5,607 | 2,207 | 1,008 | 3.03 |
| Harlan | 12.9 | 593 | 2,378 | 2,866 | 1,934 | 1,812 | 3,317 | 2,877 | 3,659 | 2,612 | 2,335 | 921 | 496 | 2.75 |
| Harrison | 6.2 | 284 | 1,122 | 1,281 | 965 | 867 | 1,681 | 1,429 | 2,009 | 1,165 | 1,022 | 388 | 187 | 2.65 |
| Hart | 5.7 | 255 | 1,001 | 1,071 | 917 | 849 | 1,607 | 1,323 | 1,867 | 1,162 | 847 | 340 | 161 | 2.60 |
| ☐ Henderson | 16.7 | 804 | 3,558 | 3,753 | 2,624 | 2,280 | 3,681 | 4,004 | 5,386 | 3,232 | 2,733 | 944 | 401 | 2.59 |
| Henry | 4.9 | 172 | 922 | 1,017 | 852 | 685 | 1,252 | 1,087 | 1,615 | 1,008 | 756 | 302 | 132 | 2.63 |
| Hickman | 2.2 | 76 | 355 | 404 | 332 | 313 | 720 | 611 | 750 | 404 | 296 | 94 | 45 | 2.45 |
| Hopkins | 17.9 | 842 | 3,404 | 3,886 | 2,783 | 2,426 | 4,559 | 4,192 | 5,879 | 3,566 | 2,875 | 985 | 403 | 2.59 |
| Jackson | 4.4 | 257 | 836 | 935 | 666 | 583 | 1,123 | 903 | 1,375 | 923 | 755 | 271 | 173 | 2.75 |
| Jefferson | 263.9 | 12,515 | 55,241 | 59,506 | 39,388 | 37,587 | 59,663 | 73,810 | 83,846 | 47,388 | 37,444 | 14,401 | 7,011 | 2.51 |
| Jessamine | 11.0 | 573 | 2,660 | 2,825 | 1,826 | 1,324 | 1,792 | 1,861 | 3,650 | 2,291 | 2,093 | 796 | 309 | 2.89 |
| Johnson | 8.4 | 410 | 1,562 | 1,971 | 1,354 | 1,161 | 1,942 | 1,758 | 2,538 | 1,773 | 1,508 | 563 | 260 | 2.74 |
| ☐ Kenton | 53.3 | 2,683 | 12,465 | 12,350 | 7,875 | 6,902 | 11,025 | 13,647 | 15,407 | 9,483 | 8,634 | 3,981 | 2,148 | 2.69 |
| Knott | 6.2 | 306 | 1,332 | 1,477 | 991 | 803 | 1,291 | 1,171 | 1,694 | 1,387 | 1,197 | 499 | 252 | 2.90 |
| Knox | 10.7 | 611 | 2,000 | 2,268 | 1,752 | 1,430 | 2,639 | 2,276 | 3,193 | 2,273 | 1,831 | 743 | 384 | 2.77 |
| Larue | 4.6 | 188 | 782 | 916 | 762 | 677 | 1,275 | 1,071 | 1,584 | 870 | 683 | 275 | 117 | 2.57 |
| Laurel | 16.0 | 871 | 3,277 | 3,684 | 2,594 | 2,200 | 3,374 | 2,885 | 5,037 | 3,661 | 2,853 | 1,035 | 529 | 2.78 |
| Lawrence | 5.0 | 212 | 889 | 1,092 | 798 | 756 | 1,253 | 1,027 | 1,469 | 1,018 | 917 | 370 | 199 | 2.80 |
| Lee | 2.7 | 152 | 466 | 545 | 404 | 419 | 714 | 624 | 851 | 555 | 418 | 160 | 92 | 2.85 |
| Leslie | 4.7 | 295 | 1,041 | 1,088 | 720 | 672 | 884 | 764 | 1,319 | 1,105 | 993 | 358 | 161 | 2.89 |
| Letcher | 9.6 | 439 | 1,849 | 2,201 | 1,492 | 1,383 | 2,236 | 1,922 | 2,821 | 2,040 | 1,810 | 682 | 325 | 2.77 |
| Lewis | 4.7 | 231 | 896 | 964 | 744 | 663 | 1,202 | 941 | 1,437 | 1,031 | 787 | 334 | 170 | 2.77 |
| Lincoln | 7.6 | 375 | 1,443 | 1,488 | 1,172 | 1,115 | 2,007 | 1,580 | 2,470 | 1,518 | 1,334 | 482 | 216 | 2.67 |
| Livingston | 3.6 | 133 | 640 | 755 | 579 | 557 | 936 | 895 | 1,215 | 741 | 539 | 166 | 44 | 2.47 |
| Logan | 9.4 | 385 | 1,757 | 1,815 | 1,540 | 1,370 | 2,533 | 2,202 | 2,984 | 1,828 | 1,590 | 566 | 230 | 2.63 |
| Lyon | 2.3 | 67 | 307 | 423 | 363 | 392 | 748 | 637 | 868 | 414 | 274 | 76 | 31 | 2.91 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/91 Total Households (Thousands) | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | Average House-hold Size |
| **KENTUCKY (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| McCracken | 25.8 | 1,091 | 4,840 | 5,403 | 3,864 | 3,604 | 6,998 | 7,076 | 8,825 | 4,589 | 3,617 | 1,215 | 478 | 2.45 |
| McCreary | 5.4 | 324 | 978 | 1,190 | 897 | 753 | 1,258 | 1,109 | 1,532 | 1,116 | 993 | 425 | 225 | 2.87 |
| McLean | 3.7 | 150 | 616 | 781 | 623 | 510 | 1,020 | 841 | 1,243 | 721 | 593 | 225 | 77 | 2.59 |
| Madison | 20.4 | 1,944 | 4,259 | 4,483 | 3,158 | 2,532 | 4,024 | 4,526 | 6,914 | 4,293 | 3,141 | 1,070 | 456 | 2.88 |
| Magoffin | 4.4 | 283 | 999 | 989 | 707 | 543 | 879 | 754 | 1,253 | 942 | 882 | 376 | 193 | 2.93 |
| Marion | 5.7 | 251 | 1,126 | 1,250 | 853 | 814 | 1,406 | 1,246 | 1,643 | 1,104 | 1,007 | 473 | 227 | 2.96 |
| Marshall | 10.9 | 425 | 1,812 | 2,100 | 1,790 | 1,729 | 3,044 | 2,392 | 4,165 | 2,036 | 1,619 | 526 | 162 | 2.52 |
| Martin | 4.3 | 261 | 940 | 1,042 | 683 | 554 | 820 | 769 | 1,144 | 989 | 881 | 360 | 157 | 2.86 |
| Mason | 6.5 | 305 | 1,168 | 1,283 | 929 | 976 | 1,839 | 1,672 | 2,083 | 1,242 | 969 | 380 | 154 | 2.55 |
| Meade | 8.3 | 555 | 2,676 | 1,839 | 1,160 | 913 | 1,157 | 1,215 | 2,289 | 1,829 | 1,880 | 760 | 327 | 2.98 |
| Menifee | 1.8 | 89 | 362 | 364 | 297 | 258 | 430 | 363 | 585 | 374 | 320 | 102 | 56 | 2.83 |
| Mercer | 7.4 | 315 | 1,301 | 1,528 | 1,202 | 1,105 | 1,949 | 1,662 | 2,546 | 1,414 | 1,185 | 428 | 165 | 2.59 |
| Metcalfe | 3.4 | 150 | 608 | 615 | 540 | 547 | 940 | 761 | 1,140 | 714 | 501 | 199 | 85 | 2.65 |
| Monroe | 4.5 | 183 | 812 | 817 | 746 | 664 | 1,278 | 1,114 | 1,511 | 901 | 657 | 230 | 87 | 2.51 |
| Montgomery | 7.3 | 362 | 1,332 | 1,647 | 1,196 | 1,052 | 1,711 | 1,557 | 2,335 | 1,535 | 1,229 | 477 | 167 | 2.68 |
| Morgan | 4.1 | 195 | 792 | 860 | 625 | 615 | 1,013 | 817 | 1,256 | 910 | 685 | 266 | 166 | 2.95 |
| Muhlenberg | 11.6 | 525 | 2,036 | 2,376 | 1,863 | 1,623 | 3,177 | 2,542 | 3,806 | 2,261 | 2,007 | 704 | 280 | 2.68 |
| Nelson | 10.7 | 515 | 2,379 | 2,560 | 1,692 | 1,420 | 2,134 | 2,145 | 3,108 | 2,155 | 2,010 | 874 | 408 | 2.83 |
| Nicholas | 2.6 | 108 | 448 | 515 | 401 | 370 | 758 | 633 | 844 | 510 | 412 | 137 | 64 | 2.58 |
| Ohio | 7.8 | 344 | 1,357 | 1,575 | 1,306 | 1,142 | 2,076 | 1,655 | 2,551 | 1,511 | 1,322 | 543 | 218 | 2.68 |
| Oldham | 11.2 | 298 | 2,223 | 3,623 | 2,332 | 1,286 | 1,438 | 1,576 | 3,290 | 2,535 | 2,495 | 940 | 364 | 3.23 |
| Owen | 3.4 | 120 | 633 | 695 | 521 | 532 | 899 | 788 | 1,110 | 633 | 543 | 222 | 104 | 2.71 |
| Owsley | 1.8 | 94 | 326 | 359 | 287 | 243 | 491 | 358 | 594 | 404 | 273 | 114 | 57 | 2.72 |
| Pendleton | 4.5 | 234 | 982 | 922 | 663 | 655 | 1,044 | 980 | 1,352 | 872 | 770 | 326 | 200 | 2.73 |
| Perry | 10.5 | 528 | 2,128 | 2,440 | 1,727 | 1,463 | 2,214 | 2,031 | 2,833 | 2,416 | 1,981 | 808 | 431 | 2.85 |
| Pike | 25.7 | 1,211 | 5,249 | 6,087 | 4,247 | 3,655 | 5,251 | 4,883 | 7,558 | 5,894 | 5,028 | 1,668 | 669 | 2.77 |
| Powell | 4.2 | 216 | 855 | 960 | 735 | 563 | 871 | 761 | 1,218 | 898 | 805 | 338 | 180 | 2.86 |
| Pulaski | 19.3 | 922 | 3,488 | 3,950 | 3,147 | 2,966 | 4,827 | 4,268 | 6,577 | 3,958 | 3,028 | 1,044 | 425 | 2.62 |
| Robertson | .8 | 31 | 123 | 140 | 128 | 117 | 261 | 225 | 213 | 163 | 123 | 49 | 27 | 2.63 |
| Rockcastle | 5.6 | 325 | 1,033 | 1,104 | 906 | 844 | 1,388 | 1,181 | 1,763 | 1,190 | 909 | 380 | 177 | 2.70 |
| Rowan | 6.9 | 757 | 1,381 | 1,358 | 1,073 | 892 | 1,439 | 1,701 | 2,401 | 1,377 | 909 | 345 | 167 | 3.03 |
| Russell | 6.0 | 294 | 1,048 | 1,119 | 934 | 925 | 1,680 | 1,452 | 2,090 | 1,214 | 843 | 289 | 112 | 2.50 |
| Scott | 8.8 | 434 | 1,907 | 2,130 | 1,438 | 1,126 | 1,765 | 1,780 | 2,788 | 1,831 | 1,577 | 595 | 229 | 2.82 |
| Shelby | 9.3 | 376 | 1,686 | 2,148 | 1,658 | 1,319 | 2,113 | 1,908 | 3,110 | 1,921 | 1,523 | 598 | 240 | 2.74 |
| Simpson | 5.8 | 307 | 1,131 | 1,220 | 900 | 767 | 1,475 | 1,368 | 1,851 | 1,163 | 924 | 352 | 142 | 2.60 |
| Spencer | 2.5 | 92 | 517 | 545 | 417 | 367 | 562 | 472 | 772 | 541 | 460 | 180 | 75 | 2.80 |
| Taylor | 8.3 | 420 | 1,599 | 1,662 | 1,316 | 1,265 | 2,038 | 1,898 | 2,870 | 1,661 | 1,316 | 412 | 143 | 2.58 |
| Todd | 4.1 | 207 | 775 | 732 | 599 | 604 | 1,183 | 930 | 1,312 | 822 | 659 | 221 | 156 | 2.68 |
| Trigg | 4.1 | 143 | 571 | 725 | 665 | 665 | 1,331 | 950 | 1,542 | 775 | 511 | 212 | 110 | 2.54 |
| Trimble | 2.3 | 109 | 416 | 513 | 399 | 300 | 563 | 475 | 753 | 499 | 378 | 141 | 54 | 2.65 |
| Union | 5.5 | 243 | 1,028 | 1,254 | 823 | 748 | 1,404 | 1,292 | 1,630 | 1,032 | 1,021 | 381 | 144 | 2.96 |
| Warren | 29.0 | 2,538 | 6,063 | 6,422 | 4,664 | 3,572 | 5,741 | 7,275 | 9,520 | 5,560 | 4,419 | 1,549 | 677 | 2.66 |
| Washington | 3.7 | 137 | 708 | 760 | 555 | 512 | 1,028 | 750 | 1,136 | 759 | 621 | 284 | 150 | 2.81 |
| Wayne | 6.6 | 335 | 1,180 | 1,353 | 1,006 | 1,013 | 1,713 | 1,332 | 2,261 | 1,322 | 1,064 | 426 | 195 | 2.67 |
| Webster | 5.2 | 234 | 913 | 1,013 | 775 | 759 | 1,506 | 1,247 | 1,705 | 935 | 906 | 310 | 97 | 2.62 |
| Whitley | 12.2 | 666 | 2,238 | 2,518 | 2,060 | 1,690 | 3,028 | 2,711 | 3,821 | 2,469 | 2,032 | 782 | 385 | 2.75 |
| Wolfe | 2.5 | 114 | 512 | 522 | 410 | 377 | 565 | 654 | 728 | 508 | 399 | 149 | 62 | 2.56 |
| Woodford | 7.4 | 284 | 1,528 | 1,910 | 1,366 | 911 | 1,401 | 1,364 | 2,415 | 1,589 | 1,339 | 507 | 186 | 2.76 |
| **TOTAL METRO COUNTIES** | **656.6** | **35,428** | **143,531** | **150,778** | **101,017** | **88,726** | **137,120** | **166,977** | **206,727** | **122,738** | **101,342** | **40,010** | **18,806** | **2.63** |
| **TOTAL STATE** | **1,388.3** | **74,159** | **284,333** | **305,785** | **216,877** | **191,542** | **315,604** | **329,654** | **440,688** | **271,060** | **222,376** | **84,937** | **39,385** | **2.67** |
| **LOUISIANA** | | | | | | | | | | | | | | |
| **ALEXANDRIA** | **46.0** | **2,422** | **9,716** | **9,862** | **7,272** | **6,478** | **10,250** | **10,753** | **13,544** | **8,611** | **7,403** | **3,506** | **2,183** | **2.87** |
| Rapides | 46.0 | 2,422 | 9,716 | 9,862 | 7,272 | 6,478 | 10,250 | 10,753 | 13,544 | 8,611 | 7,403 | 3,506 | 2,183 | 2.87 |
| **BATON ROUGE** | **190.3** | **14,284** | **44,644** | **47,249** | **29,758** | **22,788** | **31,577** | **44,185** | **55,427** | **35,225** | **32,536** | **14,719** | **8,208** | **2.80** |
| Ascension | 19.7 | 945 | 4,931 | 5,127 | 3,247 | 2,367 | 3,083 | 3,374 | 5,330 | 4,018 | 3,994 | 1,949 | 1,035 | 3.02 |
| East Baton Rouge | 139.8 | 11,810 | 32,604 | 34,412 | 21,228 | 16,424 | 23,322 | 35,465 | 41,450 | 25,024 | 22,238 | 9,902 | 5,721 | 2.74 |
| Livingston | 24.1 | 1,232 | 5,591 | 6,146 | 4,146 | 3,084 | 3,901 | 4,041 | 6,750 | 4,919 | 5,046 | 2,263 | 1,081 | 2.97 |
| West Baton Rouge | 6.7 | 297 | 1,518 | 1,564 | 1,137 | 913 | 1,271 | 1,305 | 1,897 | 1,264 | 1,258 | 605 | 371 | 2.93 |
| **HOUMA - THIBODAUX** | **60.6** | **3,563** | **14,313** | **13,992** | **9,928** | **8,250** | **10,554** | **10,707** | **16,698** | **12,314** | **11,486** | **5,688** | **3,707** | **3.02** |
| Lafourche | 28.9 | 1,891 | 6,802 | 6,456 | 4,613 | 3,918 | 5,220 | 5,083 | 8,258 | 6,043 | 5,420 | 2,557 | 1,539 | 2.98 |
| Terrebonne | 31.7 | 1,672 | 7,511 | 7,536 | 5,315 | 4,332 | 5,334 | 5,624 | 8,440 | 6,271 | 6,066 | 3,131 | 2,168 | 3.05 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average Household Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **LOUISIANA (continued)** | | | | | | | | | | | | | | |
| **LAFAYETTE** | **75.6** | **5,599** | **19,390** | **18,242** | **11,057** | **9,446** | **11,866** | **18,003** | **21,784** | **14,022** | **12,636** | **5,914** | **3,241** | **2.78** |
| Lafayette | 60.9 | 4,828 | 16,002 | 14,885 | 8,642 | 7,500 | 9,043 | 15,243 | 17,909 | 11,049 | 9,915 | 4,465 | 2,319 | 2.72 |
| St. Martin | 14.7 | 771 | 3,388 | 3,357 | 2,415 | 1,946 | 2,823 | 2,760 | 3,875 | 2,973 | 2,721 | 1,449 | 922 | 3.01 |
| **LAKE CHARLES** | **60.8** | **3,212** | **12,951** | **13,759** | **9,575** | **8,886** | **12,417** | **13,714** | **18,106** | **11,095** | **10,455** | **4,785** | **2,645** | **2.80** |
| Calcasieu | 60.8 | 3,212 | 12,951 | 13,759 | 9,575 | 8,886 | 12,417 | 13,714 | 18,106 | 11,095 | 10,455 | 4,785 | 2,645 | 2.80 |
| **MONROE** | **50.4** | **3,401** | **10,568** | **11,045** | **7,685** | **6,867** | **10,834** | **12,346** | **14,914** | **9,012** | **7,907** | **3,584** | **2,637** | **2.83** |
| Ouachita | 50.4 | 3,401 | 10,568 | 11,045 | 7,685 | 6,867 | 10,834 | 12,346 | 14,914 | 9,012 | 7,907 | 3,584 | 2,637 | 2.83 |
| **NEW ORLEANS** | **457.1** | **22,438** | **99,283** | **110,541** | **72,645** | **61,425** | **90,768** | **122,439** | **127,428** | **81,854** | **69,727** | **33,108** | **22,544** | **2.72** |
| Jefferson | 167.6 | 7,952 | 37,883 | 41,199 | 28,247 | 22,668 | 29,651 | 42,483 | 47,992 | 30,978 | 26,776 | 12,086 | 7,285 | 2.69 |
| Orleans | 186.5 | 10,704 | 38,467 | 41,934 | 26,695 | 24,788 | 44,012 | 61,058 | 50,148 | 30,058 | 23,010 | 11,898 | 10,428 | 2.64 |
| St. Bernard | 23.3 | 937 | 4,727 | 5,443 | 3,686 | 3,726 | 4,781 | 4,335 | 6,699 | 4,946 | 4,396 | 1,912 | 1,012 | 2.88 |
| St. Charles | 14.6 | 580 | 3,818 | 3,837 | 2,357 | 1,964 | 2,044 | 2,616 | 3,936 | 3,053 | 2,957 | 1,338 | 700 | 2.95 |
| St. John the Baptist | 13.0 | 493 | 3,464 | 3,517 | 2,112 | 1,498 | 1,916 | 2,146 | 3,066 | 2,616 | 2,853 | 1,411 | 908 | 3.13 |
| St. Tammany | 52.0 | 1,772 | 10,924 | 14,611 | 9,548 | 6,781 | 8,364 | 9,801 | 15,587 | 10,203 | 9,735 | 4,463 | 2,211 | 2.87 |
| **SHREVEPORT** | **124.7** | **6,411** | **26,197** | **27,742** | **19,427** | **17,550** | **27,373** | **32,498** | **37,334** | **21,991** | **18,861** | **8,353** | **5,663** | **2.70** |
| Bossier | 30.9 | 1,738 | 7,547 | 7,151 | 5,112 | 4,256 | 5,096 | 6,658 | 9,253 | 6,102 | 5,531 | 2,188 | 1,168 | 2.83 |
| Caddo | 93.8 | 4,673 | 18,650 | 20,591 | 14,315 | 13,294 | 22,277 | 25,840 | 28,081 | 15,889 | 13,330 | 6,165 | 4,495 | 2.65 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Acadia | 19.4 | 957 | 4,109 | 4,025 | 3,048 | 2,870 | 4,391 | 4,121 | 5,519 | 3,544 | 3,282 | 1,796 | 1,138 | 2.89 |
| Allen | 7.1 | 346 | 1,464 | 1,585 | 1,253 | 1,262 | 1,190 | 1,538 | 2,068 | 1,368 | 1,164 | 612 | 350 | 3.17 |
| Ascension | 19.7 | 945 | 4,931 | 5,127 | 3,247 | 2,367 | 3,083 | 3,374 | 5,330 | 4,018 | 3,994 | 1,949 | 1,035 | 3.02 |
| Assumption | 7.4 | 310 | 1,525 | 1,664 | 1,216 | 1,031 | 1,654 | 1,374 | 1,947 | 1,395 | 1,365 | 753 | 566 | 3.08 |
| Avoyelles | 13.4 | 565 | 2,362 | 2,650 | 2,051 | 2,056 | 3,716 | 3,064 | 4,038 | 2,416 | 2,040 | 1,116 | 726 | 2.91 |
| Beauregard | 10.4 | 570 | 2,084 | 2,367 | 1,662 | 1,513 | 2,204 | 2,165 | 3,172 | 1,944 | 1,727 | 926 | 466 | 2.91 |
| Bienville | 5.9 | 211 | 946 | 1,070 | 854 | 895 | 1,924 | 1,574 | 1,791 | 967 | 855 | 403 | 310 | 2.71 |
| Bossier | 30.9 | 1,738 | 7,547 | 7,151 | 5,112 | 4,256 | 5,096 | 6,658 | 9,253 | 6,102 | 5,531 | 2,188 | 1,168 | 2.83 |
| Caddo | 93.8 | 4,673 | 18,650 | 20,591 | 14,315 | 13,294 | 22,277 | 25,840 | 28,081 | 15,889 | 13,330 | 6,165 | 4,495 | 2.65 |
| Calcasieu | 60.8 | 3,212 | 12,951 | 13,759 | 9,575 | 8,886 | 12,417 | 13,714 | 18,106 | 11,095 | 10,455 | 4,785 | 2,645 | 2.80 |
| Caldwell | 3.5 | 151 | 611 | 694 | 549 | 524 | 971 | 805 | 1,060 | 687 | 568 | 250 | 130 | 2.80 |
| Cameron | 3.1 | 131 | 723 | 652 | 479 | 488 | 627 | 536 | 943 | 579 | 585 | 292 | 165 | 2.97 |
| Catahoula | 3.9 | 158 | 734 | 786 | 579 | 618 | 1,025 | 906 | 1,109 | 733 | 660 | 297 | 195 | 2.79 |
| Claiborne | 6.1 | 230 | 1,019 | 1,248 | 992 | 1,090 | 1,521 | 1,688 | 1,894 | 880 | 887 | 412 | 339 | 2.87 |
| Concordia | 7.2 | 281 | 1,278 | 1,479 | 1,146 | 1,250 | 1,766 | 1,595 | 2,118 | 1,347 | 1,213 | 543 | 384 | 2.86 |
| De Soto | 9.1 | 359 | 1,638 | 1,787 | 1,412 | 1,346 | 2,558 | 2,189 | 2,646 | 1,665 | 1,421 | 644 | 535 | 2.78 |
| East Baton Rouge | 139.8 | 11,810 | 32,604 | 34,412 | 21,228 | 16,424 | 23,322 | 35,465 | 41,450 | 25,024 | 22,238 | 9,902 | 5,721 | 2.74 |
| East Carroll | 3.1 | 148 | 548 | 590 | 442 | 476 | 896 | 766 | 844 | 484 | 410 | 280 | 316 | 3.10 |
| East Feliciana | 5.6 | 188 | 1,119 | 1,318 | 987 | 766 | 1,222 | 1,117 | 1,446 | 1,020 | 982 | 577 | 458 | 3.52 |
| Evangeline | 11.7 | 586 | 2,234 | 2,313 | 1,857 | 1,794 | 2,916 | 2,778 | 3,447 | 1,942 | 1,855 | 1,009 | 669 | 2.83 |
| Franklin | 7.7 | 347 | 1,291 | 1,493 | 1,178 | 1,184 | 2,207 | 1,773 | 2,244 | 1,366 | 1,231 | 611 | 475 | 2.88 |
| Grant | 6.4 | 316 | 1,254 | 1,267 | 1,016 | 906 | 1,641 | 1,382 | 1,918 | 1,193 | 1,125 | 511 | 271 | 2.77 |
| Iberia | 22.8 | 1,168 | 5,095 | 5,084 | 3,556 | 3,152 | 4,745 | 4,470 | 6,257 | 4,362 | 4,028 | 2,120 | 1,563 | 3.00 |
| Iberville | 9.7 | 395 | 1,962 | 2,178 | 1,559 | 1,360 | 2,246 | 2,039 | 2,534 | 1,775 | 1,758 | 902 | 692 | 3.29 |
| Jackson | 5.7 | 239 | 916 | 1,029 | 908 | 847 | 1,761 | 1,459 | 1,709 | 993 | 879 | 420 | 240 | 2.72 |
| Jefferson | 167.6 | 7,952 | 37,883 | 41,199 | 28,247 | 22,668 | 29,651 | 42,483 | 47,992 | 30,978 | 26,776 | 12,086 | 7,285 | 2.69 |
| Jefferson Davis | 10.6 | 464 | 2,130 | 2,091 | 1,642 | 1,628 | 2,645 | 2,260 | 3,110 | 1,870 | 1,783 | 967 | 610 | 2.88 |
| Lafayette | 60.9 | 4,828 | 16,002 | 14,885 | 8,642 | 7,500 | 9,043 | 15,243 | 17,909 | 11,049 | 9,915 | 4,465 | 2,319 | 2.72 |
| Lafourche | 28.9 | 1,891 | 6,802 | 6,456 | 4,613 | 3,918 | 5,220 | 5,083 | 8,258 | 6,043 | 5,420 | 2,557 | 1,539 | 2.98 |
| La Salle | 5.0 | 192 | 867 | 1,017 | 755 | 773 | 1,396 | 1,202 | 1,605 | 855 | 802 | 362 | 174 | 2.68 |
| Lincoln | 13.8 | 1,888 | 2,733 | 2,586 | 1,889 | 1,635 | 3,069 | 3,665 | 4,360 | 2,409 | 2,014 | 825 | 527 | 3.04 |
| Livingston | 24.1 | 1,232 | 5,591 | 6,146 | 4,146 | 3,084 | 3,901 | 4,041 | 6,750 | 4,919 | 5,046 | 2,263 | 1,081 | 2.97 |
| Madison | 4.2 | 183 | 727 | 868 | 638 | 586 | 1,198 | 1,086 | 1,119 | 695 | 604 | 358 | 338 | 2.90 |
| Morehouse | 11.0 | 462 | 1,907 | 2,254 | 1,575 | 1,728 | 3,074 | 2,491 | 3,219 | 1,916 | 1,769 | 873 | 732 | 2.92 |
| Natchitoches | 12.6 | 827 | 2,290 | 2,523 | 1,863 | 1,775 | 3,322 | 3,244 | 3,620 | 2,189 | 1,897 | 991 | 659 | 2.91 |
| Orleans | 186.6 | 10,704 | 38,467 | 41,934 | 26,695 | 24,788 | 44,012 | 61,058 | 50,148 | 30,058 | 23,010 | 11,898 | 10,428 | 2.64 |
| Ouachita | 50.4 | 3,401 | 10,568 | 11,045 | 7,685 | 6,867 | 10,834 | 12,346 | 14,914 | 9,012 | 7,907 | 3,584 | 2,637 | 2.83 |
| Plaquemines | 8.2 | 390 | 1,921 | 1,833 | 1,380 | 1,277 | 1,399 | 1,432 | 2,158 | 1,631 | 1,571 | 852 | 556 | 3.12 |
| Pointe Coupee | 7.7 | 293 | 1,457 | 1,636 | 1,220 | 1,144 | 1,950 | 1,687 | 2,137 | 1,409 | 1,303 | 649 | 515 | 2.91 |
| Rapides | 46.0 | 2,422 | 9,716 | 9,862 | 7,272 | 6,478 | 10,250 | 10,753 | 13,544 | 8,611 | 7,403 | 3,506 | 2,183 | 2.87 |
| Red River | 3.3 | 156 | 593 | 596 | 500 | 470 | 985 | 791 | 989 | 532 | 520 | 253 | 215 | 2.85 |
| Richland | 7.0 | 276 | 1,324 | 1,282 | 1,012 | 1,047 | 2,059 | 1,578 | 2,046 | 1,244 | 1,118 | 564 | 450 | 2.91 |
| Sabine | 8.3 | 383 | 1,354 | 1,433 | 1,280 | 1,330 | 2,520 | 2,036 | 2,680 | 1,393 | 1,212 | 613 | 366 | 2.71 |
| St. Bernard | 23.3 | 937 | 4,727 | 5,443 | 3,686 | 3,726 | 4,781 | 4,335 | 6,699 | 4,946 | 4,396 | 1,912 | 1,012 | 2.88 |
| St. Charles | 14.6 | 580 | 3,818 | 3,837 | 2,357 | 1,964 | 2,044 | 2,616 | 3,936 | 3,053 | 2,957 | 1,338 | 700 | 2.95 |
| St. Helena | 3.3 | 135 | 586 | 704 | 528 | 522 | 825 | 767 | 853 | 584 | 538 | 283 | 275 | 2.97 |
| St. James | 6.5 | 181 | 1,375 | 1,516 | 1,060 | 980 | 1,388 | 1,032 | 1,573 | 1,253 | 1,275 | 776 | 591 | 3.23 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average House-hold Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **LOUISIANA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| St. John the Baptist | 13.0 | 493 | 3,464 | 3,517 | 2,112 | 1,498 | 1,916 | 2,146 | 3,066 | 2,616 | 2,853 | 1,411 | 908 | 3.13 |
| St. Landry | 27.4 | 1,109 | 5,257 | 5,665 | 4,356 | 4,365 | 6,648 | 6,089 | 7,682 | 4,818 | 4,505 | 2,376 | 1,930 | 2.92 |
| St. Martin | 14.7 | 771 | 3,388 | 3,357 | 2,415 | 1,946 | 2,823 | 2,760 | 3,875 | 2,973 | 2,721 | 1,449 | 922 | 3.01 |
| St. Mary | 19.2 | 962 | 4,441 | 4,254 | 3,237 | 2,649 | 3,657 | 4,011 | 5,054 | 3,706 | 3,349 | 1,676 | 1,404 | 2.98 |
| St. Tammany | 52.0 | 1,772 | 10,924 | 14,611 | 9,548 | 6,781 | 8,364 | 9,801 | 15,587 | 10,203 | 9,735 | 4,463 | 2,211 | 2.87 |
| Tangipahoa | 29.9 | 1,957 | 5,961 | 6,759 | 4,653 | 4,079 | 6,491 | 7,031 | 8,469 | 5,428 | 4,916 | 2,390 | 1,666 | 2.89 |
| Tensas | 2.5 | 75 | 406 | 485 | 336 | 350 | 848 | 640 | 729 | 410 | 349 | 199 | 173 | 2.80 |
| Terrebonne | 31.7 | 1,672 | 7,511 | 7,536 | 5,315 | 4,332 | 5,334 | 5,624 | 8,440 | 6,271 | 6,066 | 3,131 | 2,168 | 3.05 |
| Union | 7.6 | 331 | 1,255 | 1,512 | 1,215 | 1,185 | 2,102 | 1,655 | 2,462 | 1,379 | 1,221 | 565 | 318 | 2.74 |
| Vermilion | 17.8 | 804 | 3,774 | 3,598 | 2,664 | 2,536 | 4,424 | 3,950 | 5,179 | 3,307 | 2,949 | 1,520 | 895 | 2.81 |
| Vernon | 19.7 | 2,904 | 5,896 | 3,984 | 2,377 | 1,983 | 2,556 | 3,490 | 5,540 | 4,418 | 3,847 | 1,611 | 794 | 3.19 |
| Washington | 15.5 | 554 | 2,668 | 3,172 | 2,412 | 2,402 | 4,292 | 3,767 | 4,631 | 2,844 | 2,377 | 1,145 | 736 | 2.79 |
| Webster | 16.0 | 591 | 2,693 | 3,048 | 2,436 | 2,558 | 4,674 | 4,106 | 5,112 | 2,770 | 2,293 | 1,102 | 617 | 2.64 |
| West Baton Rouge | 6.7 | 297 | 1,518 | 1,564 | 1,137 | 913 | 1,271 | 1,305 | 1,897 | 1,264 | 1,258 | 605 | 371 | 2.93 |
| West Carroll | 4.4 | 153 | 722 | 795 | 706 | 668 | 1,356 | 1,066 | 1,310 | 748 | 726 | 348 | 202 | 2.75 |
| West Feliciana | 2.7 | 90 | 557 | 711 | 416 | 399 | 527 | 615 | 726 | 501 | 456 | 234 | 168 | 4.81 |
| Winn | 5.8 | 242 | 949 | 1,102 | 899 | 879 | 1,729 | 1,453 | 1,713 | 1,031 | 899 | 415 | 289 | 2.81 |
| **TOTAL METRO COUNTIES** | **1,065.5** | **61,330** | **237,062** | **252,432** | **167,347** | **141,690** | **205,639** | **264,645** | **305,235** | **194,124** | **171,011** | **79,657** | **50,828** | **2.77** |
| **TOTAL STATE** | **1,504.7** | **84,588** | **323,817** | **343,135** | **235,140** | **206,066** | **311,954** | **363,128** | **432,015** | **274,124** | **243,339** | **116,078** | **76,016** | **2.82** |
| **MAINE** | | | | | | | | | | | | | | |
| **BANGOR** | **54.8** | **3,460** | **11,539** | **12,638** | **8,479** | **7,548** | **11,136** | **12,588** | **18,456** | **10,156** | **9,164** | **3,140** | **1,296** | **2.71** |
| Penobscot | 54.8 | 3,460 | 11,539 | 12,638 | 8,479 | 7,548 | 11,136 | 12,588 | 18,456 | 10,156 | 9,164 | 3,140 | 1,296 | 2.71 |
| **LEWISTON - AUBURN** | **40.8** | **2,575** | **9,034** | **8,931** | **5,898** | **5,327** | **9,035** | **10,117** | **13,383** | **7,313** | **6,564** | **2,450** | **973** | **2.62** |
| Androscoggin | 40.8 | 2,575 | 9,034 | 8,931 | 5,898 | 5,327 | 9,035 | 10,117 | 13,383 | 7,313 | 6,564 | 2,450 | 973 | 2.62 |
| **PORTLAND** | **96.3** | **5,205** | **21,358** | **22,985** | **14,044** | **11,848** | **20,860** | **24,654** | **32,909** | **16,738** | **14,594** | **5,267** | **2,138** | **2.57** |
| Cumberland | 96.3 | 5,205 | 21,358 | 22,985 | 14,044 | 11,848 | 20,860 | 24,654 | 32,909 | 16,738 | 14,594 | 5,267 | 2,138 | 2.57 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Androscoggin | 40.8 | 2,575 | 9,034 | 8,931 | 5,898 | 5,327 | 9,035 | 10,117 | 13,383 | 7,313 | 6,564 | 2,450 | 973 | 2.62 |
| Aroostook | 31.2 | 1,662 | 6,266 | 6,973 | 4,589 | 4,573 | 7,137 | 6,901 | 10,346 | 5,770 | 5,317 | 2,045 | 821 | 2.76 |
| Cumberland | 96.3 | 5,205 | 21,358 | 22,985 | 14,044 | 11,848 | 20,860 | 24,654 | 32,909 | 16,738 | 14,594 | 5,267 | 2,138 | 2.57 |
| Franklin | 10.9 | 700 | 2,128 | 2,453 | 1,766 | 1,508 | 2,345 | 2,477 | 3,721 | 1,929 | 1,768 | 707 | 298 | 2.70 |
| Hancock | 18.7 | 816 | 3,483 | 4,218 | 2,781 | 2,675 | 4,727 | 4,564 | 6,824 | 3,092 | 2,897 | 963 | 360 | 2.56 |
| Kennebec | 44.6 | 2,202 | 9,002 | 10,680 | 6,947 | 5,957 | 9,812 | 11,003 | 14,867 | 7,679 | 7,322 | 2,616 | 1,113 | 2.64 |
| Knox | 14.6 | 585 | 2,458 | 3,370 | 2,083 | 2,011 | 4,093 | 3,866 | 5,199 | 2,372 | 2,036 | 767 | 360 | 2.51 |
| Lincoln | 12.2 | 349 | 2,014 | 2,799 | 1,887 | 1,815 | 3,336 | 2,935 | 4,457 | 1,889 | 1,920 | 717 | 282 | 2.55 |
| Oxford | 20.5 | 818 | 4,035 | 4,488 | 3,132 | 2,920 | 5,107 | 4,667 | 7,048 | 3,665 | 3,314 | 1,233 | 573 | 2.60 |
| Penobscot | 54.8 | 3,460 | 11,539 | 12,638 | 8,479 | 7,548 | 11,136 | 12,588 | 18,456 | 10,156 | 9,164 | 3,140 | 1,296 | 2.71 |
| Piscataquis | 7.3 | 270 | 1,234 | 1,599 | 1,143 | 1,085 | 1,969 | 1,742 | 2,544 | 1,242 | 1,097 | 443 | 232 | 2.58 |
| Sagadahoc | 13.0 | 640 | 3,127 | 3,191 | 2,052 | 1,508 | 2,482 | 2,856 | 4,279 | 2,441 | 2,270 | 829 | 325 | 2.67 |
| Somerset | 18.9 | 981 | 3,792 | 4,276 | 2,966 | 2,703 | 4,182 | 4,090 | 6,332 | 3,414 | 3,180 | 1,306 | 578 | 2.68 |
| Waldo | 12.7 | 518 | 2,367 | 3,164 | 1,978 | 1,802 | 2,871 | 2,805 | 4,344 | 2,278 | 2,010 | 866 | 397 | 2.65 |
| Washington | 13.5 | 560 | 2,305 | 2,744 | 2,057 | 2,059 | 3,775 | 3,242 | 4,647 | 2,290 | 2,116 | 847 | 358 | 2.62 |
| York | 63.6 | 2,800 | 13,924 | 15,565 | 9,611 | 8,153 | 13,547 | 13,879 | 21,327 | 11,662 | 10,947 | 4,119 | 1,666 | 2.66 |
| **TOTAL METRO COUNTIES** | **191.9** | **11,240** | **41,931** | **44,554** | **28,421** | **24,723** | **41,031** | **47,359** | **64,748** | **34,207** | **30,322** | **10,857** | **4,407** | **2.62** |
| **TOTAL STATE** | **473.6** | **24,141** | **98,066** | **110,074** | **71,413** | **63,492** | **106,414** | **112,386** | **160,683** | **83,930** | **76,516** | **28,315** | **11,770** | **2.63** |
| **MARYLAND** | | | | | | | | | | | | | | |
| **BALTIMORE** | **898.4** | **38,692** | **195,947** | **213,532** | **149,039** | **121,384** | **179,806** | **214,059** | **279,864** | **171,577** | **141,646** | **57,228** | **34,026** | **2.71** |
| Anne Arundel | 153.2 | 5,787 | 34,011 | 39,248 | 29,610 | 20,834 | 23,710 | 28,428 | 48,813 | 31,675 | 27,951 | 11,052 | 5,281 | 2.87 |
| Baltimore | 274.7 | 11,148 | 57,186 | 62,474 | 42,927 | 39,669 | 61,296 | 65,444 | 94,064 | 52,315 | 41,624 | 14,815 | 6,438 | 2.57 |
| Baltimore city | 274.0 | 14,723 | 57,831 | 57,954 | 38,948 | 37,235 | 67,309 | 84,950 | 75,097 | 46,801 | 33,933 | 17,151 | 16,068 | 2.66 |
| Carroll | 44.2 | 1,403 | 9,347 | 11,899 | 8,336 | 5,443 | 7,772 | 7,227 | 13,566 | 9,314 | 9,151 | 3,432 | 1,510 | 2.91 |
| Harford | 66.3 | 2,483 | 15,699 | 17,416 | 12,419 | 8,649 | 9,634 | 11,408 | 20,235 | 14,002 | 13,380 | 5,009 | 2,266 | 2.88 |
| Howard | 72.9 | 2,809 | 19,373 | 21,471 | 14,480 | 7,565 | 7,202 | 14,226 | 23,401 | 14,856 | 13,403 | 4,962 | 2,052 | 2.74 |
| Queen Anne's | 13.1 | 339 | 2,500 | 3,070 | 2,319 | 1,989 | 2,883 | 2,376 | 4,688 | 2,614 | 2,204 | 807 | 411 | 2.72 |
| **CUMBERLAND** | **39.6** | **1,843** | **5,971** | **7,441** | **6,121** | **6,250** | **11,974** | **10,604** | **13,175** | **6,999** | **5,717** | **2,136** | **969** | **2.56** |
| Allegany | 29.4 | 1,424 | 4,347 | 5,285 | 4,343 | 4,754 | 9,247 | 8,277 | 9,918 | 5,012 | 4,025 | 1,477 | 691 | 2.53 |
| *Mineral, W. Va.* | *10.2* | *419* | *1,624* | *2,156* | *1,778* | *1,496* | *2,727* | *2,327* | *3,257* | *1,987* | *1,692* | *659* | *278* | *2.67* |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | 12/31/91 Total Households (Thousands) | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average Household Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **MARYLAND (continued)** | | | | | | | | | | | | | | |
| **HAGERSTOWN** | **45.2** | **2,281** | **8,813** | **9,428** | **7,136** | **6,674** | **10,868** | **10,869** | **15,350** | **8,698** | **6,654** | **2,469** | **1,160** | **2.71** |
| Washington | 45.2 | 2,281 | 8,813 | 9,428 | 7,136 | 6,674 | 10,868 | 10,869 | 15,350 | 8,698 | 6,654 | 2,469 | 1,160 | 2.71 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Allegany | 29.4 | 1,424 | 4,347 | 5,285 | 4,343 | 4,754 | 9,247 | 8,277 | 9,918 | 5,012 | 4,025 | 1,477 | 691 | 2.53 |
| Anne Arundel | 153.2 | 5,787 | 34,011 | 39,248 | 29,610 | 20,834 | 23,710 | 28,428 | 48,813 | 31,675 | 27,951 | 11,052 | 5,281 | 2.87 |
| Baltimore | 274.7 | 11,148 | 57,186 | 62,474 | 42,927 | 39,669 | 61,296 | 65,444 | 94,064 | 52,315 | 41,624 | 14,815 | 6,438 | 2.57 |
| Baltimore city | 274.0 | 14,723 | 57,831 | 57,954 | 38,948 | 37,235 | 67,309 | 84,950 | 75,097 | 46,801 | 33,933 | 17,151 | 16,068 | 2.66 |
| ☐ Calvert | 18.2 | 477 | 3,766 | 5,205 | 3,560 | 2,230 | 2,962 | 2,629 | 5,410 | 3,778 | 3,760 | 1,632 | 991 | 3.03 |
| Caroline | 10.2 | 431 | 1,989 | 2,150 | 1,638 | 1,427 | 2,565 | 2,250 | 3,362 | 1,947 | 1,576 | 670 | 395 | 2.72 |
| Carroll | 44.2 | 1,403 | 9,347 | 11,899 | 8,336 | 5,443 | 7,772 | 7,227 | 13,566 | 9,314 | 9,151 | 3,432 | 1,510 | 2.91 |
| ☐ Cecil | 25.7 | 1,160 | 5,439 | 6,453 | 4,506 | 3,508 | 4,634 | 4,682 | 7,955 | 5,237 | 4,838 | 1,966 | 1,022 | 2.89 |
| ☐ Charles | 34.8 | 1,432 | 8,611 | 9,665 | 6,895 | 3,924 | 4,273 | 5,035 | 9,583 | 7,637 | 7,484 | 3,172 | 1,889 | 3.07 |
| Dorchester | 12.1 | 484 | 2,121 | 2,350 | 1,801 | 1,882 | 3,462 | 3,173 | 4,188 | 2,218 | 1,656 | 560 | 305 | 2.50 |
| ☐ Frederick | 55.0 | 2,385 | 12,704 | 14,844 | 9,499 | 6,581 | 8,987 | 10,101 | 17,302 | 11,154 | 10,404 | 4,099 | 1,940 | 2.85 |
| Garrett | 10.2 | 412 | 1,996 | 2,136 | 1,713 | 1,448 | 2,495 | 2,119 | 3,277 | 1,872 | 1,734 | 800 | 398 | 2.77 |
| Harford | 66.3 | 2,483 | 15,699 | 17,416 | 12,419 | 8,649 | 9,634 | 11,408 | 20,235 | 14,002 | 13,380 | 5,009 | 2,266 | 2.88 |
| Howard | 72.9 | 2,809 | 19,373 | 21,471 | 14,480 | 7,565 | 7,202 | 14,226 | 23,401 | 14,856 | 13,403 | 4,962 | 2,052 | 2.74 |
| Kent | 6.7 | 257 | 1,049 | 1,240 | 1,082 | 1,057 | 2,015 | 1,689 | 2,394 | 1,138 | 929 | 345 | 205 | 2.67 |
| ☐ Montgomery | 298.1 | 9,798 | 68,237 | 77,775 | 54,054 | 38,030 | 50,206 | 67,668 | 96,335 | 55,256 | 48,198 | 19,679 | 10,964 | 2.69 |
| ☐ Prince George's | 262.4 | 13,771 | 66,092 | 70,811 | 48,906 | 31,864 | 30,956 | 57,777 | 76,921 | 53,393 | 42,246 | 18,910 | 13,153 | 2.83 |
| Queen Anne's | 13.1 | 339 | 2,500 | 3,070 | 2,319 | 1,989 | 2,883 | 2,376 | 4,688 | 2,614 | 2,204 | 807 | 411 | 2.72 |
| St. Mary's | 26.6 | 1,626 | 7,436 | 6,375 | 4,417 | 2,891 | 3,855 | 4,914 | 7,761 | 5,407 | 5,028 | 2,235 | 1,255 | 2.99 |
| Somerset | 8.1 | 375 | 1,343 | 1,538 | 1,174 | 1,322 | 2,348 | 2,117 | 2,801 | 1,488 | 1,010 | 414 | 270 | 2.93 |
| Talbot | 12.9 | 460 | 2,139 | 2,432 | 1,925 | 1,990 | 3,954 | 3,324 | 5,041 | 2,143 | 1,605 | 538 | 249 | 2.42 |
| Washington | 45.2 | 2,281 | 8,813 | 9,428 | 7,136 | 6,674 | 10,868 | 10,869 | 15,350 | 8,698 | 6,654 | 2,469 | 1,160 | 2.71 |
| Wicomico | 28.5 | 1,670 | 5,806 | 6,373 | 4,420 | 3,898 | 6,333 | 6,804 | 9,440 | 5,543 | 4,238 | 1,645 | 830 | 2.67 |
| Worcester | 14.5 | 575 | 2,603 | 2,915 | 2,068 | 2,344 | 3,995 | 3,649 | 5,466 | 2,490 | 1,806 | 712 | 377 | 2.48 |
| **TOTAL METRO COUNTIES** | **1,667.2** | **71,420** | **373,956** | **412,998** | **287,938** | **218,949** | **301,939** | **381,097** | **518,638** | **321,742** | **269,255** | **110,632** | **65,836** | **2.74** |
| **TOTAL STATE** | **1,797.0** | **77,710** | **400,438** | **440,507** | **308,176** | **237,208** | **332,961** | **411,136** | **562,368** | **345,988** | **288,837** | **118,551** | **70,120** | **2.74** |
| **MASSACHUSETTS** | | | | | | | | | | | | | | |
| **BOSTON - LAWRENCE - SALEM - LOWELL - BROCKTON** | **1,409.5** | **63,852** | **306,481** | **322,096** | **220,127** | **187,499** | **309,445** | **377,412** | **428,633** | **241,711** | **212,644** | **95,648** | **53,452** | **2.69** |
| Essex | 251.8 | 9,013 | 50,057 | 57,989 | 39,624 | 34,373 | 60,744 | 64,503 | 76,796 | 44,307 | 40,086 | 17,212 | 8,896 | 2.67 |
| Middlesex | 519.1 | 20,370 | 115,193 | 120,355 | 82,399 | 70,424 | 110,359 | 133,139 | 161,525 | 91,601 | 80,674 | 34,560 | 17,601 | 2.69 |
| Norfolk | 227.1 | 6,356 | 43,265 | 51,896 | 37,555 | 33,348 | 54,680 | 56,704 | 69,972 | 39,561 | 36,113 | 16,448 | 8,302 | 2.70 |
| Plymouth | 150.7 | 4,622 | 29,082 | 38,911 | 27,111 | 19,818 | 31,156 | 30,826 | 43,631 | 27,463 | 28,376 | 13,432 | 6,972 | 2.92 |
| Suffolk | 260.8 | 23,491 | 68,884 | 52,945 | 33,438 | 29,536 | 52,506 | 92,240 | 76,709 | 38,779 | 27,395 | 13,996 | 11,681 | 2.54 |
| **NEW BEDFORD - FALL RIVER - ATTLEBORO** | **189.4** | **8,423** | **37,728** | **41,256** | **29,288** | **25,480** | **47,225** | **45,898** | **57,393** | **35,402** | **31,318** | **13,215** | **6,174** | **2.70** |
| Bristol | 189.4 | 8,423 | 37,728 | 41,256 | 29,288 | 25,480 | 47,225 | 45,898 | 57,393 | 35,402 | 31,318 | 13,215 | 6,174 | 2.70 |
| **PITTSFIELD** | **53.9** | **2,379** | **9,431** | **11,329** | **7,970** | **7,715** | **15,076** | **15,086** | **17,880** | **8,857** | **7,788** | **3,027** | **1,262** | **2.56** |
| Berkshire | 53.9 | 2,379 | 9,431 | 11,329 | 7,970 | 7,715 | 15,076 | 15,086 | 17,880 | 8,857 | 7,788 | 3,027 | 1,262 | 2.56 |
| **SPRINGFIELD** | **222.2** | **11,473** | **44,923** | **49,256** | **32,743** | **29,463** | **54,342** | **57,393** | **69,041** | **39,282** | **34,554** | **14,428** | **7,502** | **2.73** |
| Hampden | 171.5 | 8,150 | 34,723 | 36,536 | 25,322 | 23,520 | 43,249 | 44,592 | 52,505 | 30,344 | 26,444 | 11,399 | 6,216 | 2.68 |
| Hampshire | 50.7 | 3,323 | 10,200 | 12,720 | 7,421 | 5,943 | 11,093 | 12,801 | 16,536 | 8,938 | 8,110 | 3,029 | 1,286 | 2.91 |
| **WORCESTER - FITCHBURG - LEOMINSTER** | **265.2** | **12,204** | **57,960** | **60,268** | **38,999** | **33,444** | **62,325** | **64,613** | **82,757** | **47,153** | **43,876** | **18,319** | **8,482** | **2.73** |
| Worcester | 265.2 | 12,204 | 57,960 | 60,268 | 38,999 | 33,444 | 62,325 | 64,613 | 82,757 | 47,153 | 43,876 | 18,319 | 8,482 | 2.73 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Barnstable | 80.3 | 2,630 | 12,490 | 16,184 | 10,551 | 11,514 | 26,931 | 22,223 | 31,092 | 11,901 | 9,543 | 3,817 | 1,724 | 2.40 |
| Berkshire | 53.9 | 2,379 | 9,431 | 11,329 | 7,970 | 7,715 | 15,076 | 15,086 | 17,880 | 8,857 | 7,788 | 3,027 | 1,262 | 2.56 |
| Bristol | 189.4 | 8,423 | 37,728 | 41,256 | 29,288 | 25,480 | 47,225 | 45,898 | 57,393 | 35,402 | 31,318 | 13,215 | 6,174 | 2.70 |
| Dukes | 5.2 | 160 | 948 | 1,423 | 694 | 671 | 1,304 | 1,663 | 1,770 | 779 | 645 | 245 | 98 | 2.35 |
| Essex | 251.8 | 9,013 | 50,057 | 57,989 | 39,624 | 34,373 | 60,744 | 64,503 | 76,796 | 44,307 | 40,086 | 17,212 | 8,896 | 2.67 |
| Franklin | 28.2 | 1,454 | 5,540 | 7,164 | 4,013 | 3,277 | 6,752 | 7,499 | 9,335 | 4,847 | 4,162 | 1,668 | 689 | 2.53 |
| Hampden | 171.5 | 8,150 | 34,723 | 36,536 | 25,322 | 23,520 | 43,249 | 44,592 | 52,505 | 30,344 | 26,444 | 11,399 | 6,216 | 2.68 |
| Hampshire | 50.7 | 3,323 | 10,200 | 12,720 | 7,421 | 5,943 | 11,093 | 12,801 | 16,536 | 8,938 | 8,110 | 3,029 | 1,286 | 2.91 |
| Middlesex | 519.1 | 20,370 | 115,193 | 120,355 | 82,399 | 70,424 | 110,359 | 133,139 | 161,525 | 91,601 | 80,674 | 34,560 | 17,601 | 2.69 |
| Nantucket | 2.6 | 102 | 574 | 668 | 357 | 326 | 573 | 830 | 916 | 380 | 313 | 117 | 44 | 2.38 |
| Norfolk | 227.1 | 6,356 | 43,265 | 51,896 | 37,555 | 33,348 | 54,680 | 56,704 | 69,972 | 39,561 | 36,113 | 16,448 | 8,302 | 2.70 |
| Plymouth | 150.7 | 4,622 | 29,082 | 38,911 | 27,111 | 19,818 | 31,156 | 30,826 | 43,631 | 27,463 | 28,376 | 13,432 | 6,972 | 2.92 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average House-hold Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **MASSACHUSETTS (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Suffolk | 260.8 | 23,491 | 68,884 | 52,945 | 33,438 | 29,536 | 52,506 | 92,240 | 76,709 | 38,779 | 27,395 | 13,996 | 11,681 | 2.54 |
| Worcester | 265.2 | 12,204 | 57,960 | 60,268 | 38,999 | 33,444 | 62,325 | 64,613 | 82,757 | 47,153 | 43,876 | 18,319 | 8,482 | 2.73 |
| **TOTAL METRO COUNTIES** | **2,140.2** | **98,331** | **456,523** | **484,205** | **329,127** | **283,601** | **488,413** | **560,402** | **655,704** | **372,405** | **330,180** | **144,637** | **76,872** | **2.69** |
| **TOTAL STATE** | **2,256.5** | **102,677** | **476,075** | **509,644** | **344,742** | **299,389** | **523,973** | **592,617** | **698,817** | **390,312** | **344,843** | **150,484** | **79,427** | **2.68** |
| **MICHIGAN** | | | | | | | | | | | | | | |
| **ANN ARBOR** | **106.4** | **11,606** | **27,839** | **26,718** | **15,762** | **10,582** | **13,893** | **28,471** | **35,572** | **17,937** | **15,405** | **5,744** | **3,271** | **2.70** |
| Washtenaw | 106.4 | 11,606 | 27,839 | 26,718 | 15,762 | 10,582 | 13,893 | 28,471 | 35,572 | 17,937 | 15,405 | 5,744 | 3,271 | 2.70 |
| **BATTLE CREEK** | **52.4** | **2,797** | **10,316** | **11,688** | **8,125** | **7,493** | **11,981** | **13,472** | **17,316** | **8,801** | **7,966** | **3,277** | **1,568** | **2.62** |
| Calhoun | 52.4 | 2,797 | 10,316 | 11,688 | 8,125 | 7,493 | 11,981 | 13,472 | 17,316 | 8,801 | 7,966 | 3,277 | 1,568 | 2.62 |
| **BENTON HARBOR** | **61.4** | **3,066** | **12,158** | **13,232** | **9,555** | **8,714** | **14,675** | **15,210** | **20,186** | **10,282** | **9,427** | **4,038** | **2,257** | **2.64** |
| Berrien | 61.4 | 3,066 | 12,158 | 13,232 | 9,555 | 8,714 | 14,675 | 15,210 | 20,186 | 10,282 | 9,427 | 4,038 | 2,257 | 2.64 |
| **DETROIT** | **1,627.1** | **66,394** | **340,595** | **383,795** | **267,192** | **227,450** | **341,674** | **401,932** | **488,344** | **289,403** | **257,858** | **117,677** | **71,886** | **2.71** |
| Lapeer | 25.3 | 902 | 5,273 | 6,759 | 4,921 | 3,242 | 4,203 | 4,055 | 7,465 | 4,755 | 5,254 | 2,460 | 1,311 | 3.03 |
| Livingston | 40.3 | 1,051 | 8,253 | 11,621 | 8,327 | 5,047 | 6,001 | 6,204 | 12,377 | 7,765 | 8,441 | 3,728 | 1,785 | 2.98 |
| Macomb | 268.2 | 8,842 | 55,371 | 60,390 | 45,438 | 40,412 | 57,747 | 60,645 | 83,033 | 49,058 | 45,943 | 20,394 | 9,127 | 2.70 |
| Monroe | 46.9 | 1,851 | 9,824 | 11,439 | 8,216 | 6,502 | 9,068 | 9,006 | 13,949 | 8,867 | 8,803 | 4,238 | 2,037 | 2.87 |
| Oakland | 420.8 | 14,568 | 92,708 | 105,237 | 73,786 | 55,725 | 78,776 | 101,243 | 135,923 | 73,781 | 68,236 | 27,901 | 13,716 | 2.64 |
| St. Clair | 54.0 | 2,443 | 10,957 | 12,391 | 8,838 | 7,295 | 12,076 | 11,732 | 16,841 | 9,658 | 9,207 | 4,416 | 2,146 | 2.75 |
| Wayne | 771.6 | 36,737 | 158,209 | 175,958 | 117,666 | 109,227 | 173,803 | 209,047 | 218,756 | 135,519 | 111,974 | 54,540 | 41,764 | 2.71 |
| ***DETROIT - ANN ARBOR CONSOLIDATED AREA*** | ***1,733.5*** | ***78,000*** | ***368,434*** | ***410,513*** | ***282,954*** | ***238,032*** | ***355,567*** | ***430,403*** | ***523,916*** | ***307,340*** | ***273,263*** | ***123,421*** | ***75,157*** | ***2.71*** |
| **FLINT** | **160.8** | **8,827** | **34,891** | **37,863** | **27,329** | **22,590** | **29,300** | **39,126** | **49,233** | **29,782** | **25,703** | **11,012** | **5,944** | **2.66** |
| Genesee | 160.8 | 8,827 | 34,891 | 37,863 | 27,329 | 22,590 | 29,300 | 39,126 | 49,233 | 29,782 | 25,703 | 11,012 | 5,944 | 2.66 |
| **GRAND RAPIDS** | **251.5** | **15,759** | **62,685** | **60,025** | **37,197** | **29,710** | **46,124** | **54,703** | **79,339** | **42,565** | **43,001** | **20,990** | **10,902** | **2.81** |
| Kent | 186.3 | 12,176 | 47,120 | 43,855 | 26,668 | 21,993 | 34,488 | 43,588 | 58,746 | 31,281 | 30,245 | 14,623 | 7,817 | 2.75 |
| Ottawa | 65.2 | 3,583 | 15,565 | 16,170 | 10,529 | 7,717 | 11,636 | 11,115 | 20,593 | 11,284 | 12,756 | 6,367 | 3,085 | 2.99 |
| **JACKSON** | **54.5** | **2,633** | **11,124** | **12,265** | **8,552** | **7,603** | **12,323** | **12,863** | **18,091** | **9,393** | **8,592** | **3,624** | **1,937** | **2.79** |
| Jackson | 54.5 | 2,633 | 11,124 | 12,265 | 8,552 | 7,603 | 12,323 | 12,863 | 18,091 | 9,393 | 8,592 | 3,624 | 1,937 | 2.79 |
| **KALAMAZOO** | **84.6** | **7,609** | **19,164** | **19,695** | **12,793** | **10,017** | **15,322** | **21,277** | **28,597** | **14,193** | **12,954** | **5,063** | **2,516** | **2.67** |
| Kalamazoo | 84.6 | 7,609 | 19,164 | 19,695 | 12,793 | 10,017 | 15,322 | 21,277 | 28,597 | 14,193 | 12,954 | 5,063 | 2,516 | 2.67 |
| **LANSING - EAST LANSING** | **158.7** | **13,272** | **37,422** | **39,508** | **24,744** | **17,744** | **26,010** | **38,768** | **51,000** | **26,981** | **25,646** | **10,721** | **5,584** | **2.76** |
| Clinton | 20.7 | 818 | 4,418 | 5,255 | 3,894 | 2,713 | 3,602 | 3,632 | 6,701 | 3,706 | 3,945 | 1,804 | 912 | 2.85 |
| Eaton | 34.8 | 1,704 | 7,336 | 9,074 | 6,294 | 4,325 | 6,067 | 7,502 | 11,340 | 6,112 | 6,112 | 2,570 | 1,164 | 2.73 |
| Ingham | 103.2 | 10,750 | 25,668 | 25,179 | 14,556 | 10,706 | 16,341 | 27,634 | 32,959 | 17,163 | 15,589 | 6,347 | 3,508 | 2.75 |
| **MUSKEGON** | **58.6** | **2,940** | **11,908** | **13,071** | **8,713** | **8,081** | **13,887** | **13,759** | **18,655** | **10,181** | **9,385** | **4,298** | **2,322** | **2.75** |
| Muskegon | 58.6 | 2,940 | 11,908 | 13,071 | 8,713 | 8,081 | 13,887 | 13,759 | 18,655 | 10,181 | 9,385 | 4,298 | 2,322 | 2.75 |
| **SAGINAW - BAY CITY - MIDLAND** | **148.5** | **7,387** | **29,975** | **34,210** | **24,814** | **20,009** | **32,105** | **34,622** | **47,236** | **26,082** | **24,442** | **10,825** | **5,293** | **2.69** |
| Bay | 42.1 | 1,829 | 8,144 | 9,461 | 6,838 | 5,681 | 10,147 | 10,330 | 13,229 | 7,327 | 6,729 | 3,100 | 1,385 | 2.64 |
| Midland | 28.4 | 1,654 | 6,267 | 6,871 | 4,894 | 3,704 | 5,010 | 5,901 | 9,698 | 4,834 | 5,097 | 2,036 | 834 | 2.71 |
| Saginaw | 78.0 | 3,904 | 15,564 | 17,878 | 13,082 | 10,624 | 16,948 | 18,391 | 24,309 | 13,921 | 12,616 | 5,689 | 3,074 | 2.70 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Alcona | 4.3 | 120 | 512 | 642 | 621 | 830 | 1,575 | 1,076 | 1,884 | 566 | 466 | 212 | 96 | 2.37 |
| Alger | 3.3 | 103 | 515 | 701 | 503 | 517 | 961 | 815 | 1,178 | 531 | 467 | 213 | 96 | 2.76 |
| Allegan | 32.7 | 1,486 | 7,423 | 7,769 | 5,134 | 4,080 | 6,808 | 6,437 | 10,456 | 5,584 | 5,859 | 2,841 | 1,523 | 2.85 |
| Alpena | 11.8 | 436 | 2,171 | 2,334 | 1,870 | 1,824 | 3,165 | 2,958 | 3,963 | 1,888 | 1,817 | 865 | 309 | 2.59 |
| Antrim | 7.2 | 270 | 1,238 | 1,404 | 1,069 | 1,141 | 2,078 | 1,579 | 2,797 | 1,089 | 1,000 | 486 | 249 | 2.58 |
| Arenac | 5.7 | 220 | 1,016 | 1,105 | 839 | 917 | 1,603 | 1,314 | 2,041 | 870 | 848 | 430 | 197 | 2.72 |
| Baraga | 3.1 | 151 | 438 | 646 | 471 | 366 | 1,026 | 882 | 1,029 | 481 | 377 | 204 | 127 | 2.58 |
| Barry | 18.2 | 666 | 3,573 | 4,447 | 3,188 | 2,537 | 3,789 | 3,284 | 6,335 | 3,167 | 3,168 | 1,509 | 737 | 2.82 |
| Bay | 42.1 | 1,829 | 8,144 | 9,461 | 6,838 | 5,681 | 10,147 | 10,330 | 13,229 | 7,327 | 6,729 | 3,100 | 1,385 | 2.64 |
| Benzie | 4.9 | 177 | 825 | 981 | 764 | 780 | 1,373 | 1,142 | 1,866 | 769 | 695 | 291 | 137 | 2.53 |
| Berrien | 61.4 | 3,066 | 12,158 | 13,232 | 9,555 | 8,714 | 14,675 | 15,210 | 20,186 | 10,282 | 9,427 | 4,038 | 2,257 | 2.64 |
| Branch | 15.1 | 763 | 3,038 | 3,176 | 2,383 | 2,111 | 3,629 | 3,423 | 5,085 | 2,483 | 2,361 | 1,161 | 587 | 2.85 |
| Calhoun | 52.4 | 2,797 | 10,316 | 11,688 | 8,125 | 7,493 | 11,981 | 13,472 | 17,316 | 8,801 | 7,966 | 3,277 | 1,568 | 2.62 |
| Cass | 18.5 | 755 | 3,453 | 4,083 | 3,146 | 2,780 | 4,283 | 3,825 | 6,311 | 3,288 | 3,037 | 1,304 | 735 | 2.70 |
| Charlevoix | 8.5 | 353 | 1,645 | 1,879 | 1,297 | 1,214 | 2,112 | 1,987 | 2,987 | 1,389 | 1,312 | 526 | 299 | 2.61 |
| Cheboygan | 8.3 | 331 | 1,311 | 1,643 | 1,262 | 1,326 | 2,427 | 1,867 | 3,098 | 1,280 | 1,195 | 596 | 264 | 2.61 |
| Chippewa | 11.8 | 756 | 2,282 | 2,462 | 1,644 | 1,687 | 2,969 | 3,045 | 4,029 | 1,809 | 1,670 | 810 | 437 | 2.99 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | Average Household Size |
| **MICHIGAN (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Clare | 10.0 | 518 | 1,701 | 1,753 | 1,419 | 1,664 | 2,945 | 2,291 | 3,923 | 1,513 | 1,288 | 630 | 355 | 2.56 |
| Clinton | 20.7 | 818 | 4,418 | 5,255 | 3,894 | 2,713 | 3,602 | 3,632 | 6,701 | 3,706 | 3,945 | 1,804 | 912 | 2.85 |
| Crawford | 4.6 | 189 | 870 | 904 | 700 | 763 | 1,174 | 984 | 1,684 | 799 | 656 | 301 | 176 | 2.78 |
| Delta | 14.5 | 592 | 2,584 | 3,171 | 2,156 | 2,089 | 3,908 | 3,789 | 4,661 | 2,291 | 2,260 | 1,034 | 465 | 2.59 |
| Dickinson | 10.8 | 417 | 1,933 | 2,235 | 1,431 | 1,437 | 3,347 | 2,909 | 3,692 | 1,653 | 1,582 | 708 | 256 | 2.50 |
| Eaton | 34.8 | 1,704 | 7,336 | 9,074 | 6,294 | 4,325 | 6,067 | 7,502 | 11,340 | 6,112 | 6,112 | 2,570 | 1,164 | 2.73 |
| Emmet | 9.8 | 393 | 1,976 | 2,351 | 1,485 | 1,236 | 2,359 | 2,416 | 3,323 | 1,539 | 1,504 | 706 | 312 | 2.62 |
| Genesee | 160.8 | 8,827 | 34,891 | 37,863 | 27,329 | 22,590 | 29,300 | 39,126 | 49,233 | 29,782 | 25,703 | 11,012 | 5,944 | 2.66 |
| Gladwin | 8.5 | 342 | 1,355 | 1,514 | 1,243 | 1,521 | 2,525 | 1,879 | 3,333 | 1,228 | 1,181 | 546 | 333 | 2.64 |
| Gogebic | 7.4 | 281 | 961 | 1,226 | 943 | 1,090 | 2,899 | 2,437 | 2,524 | 1,024 | 842 | 390 | 183 | 2.39 |
| Grand Traverse | 25.0 | 1,203 | 5,414 | 6,519 | 3,721 | 2,958 | 5,185 | 5,732 | 8,472 | 4,199 | 4,100 | 1,713 | 784 | 2.67 |
| Gratiot | 13.7 | 676 | 2,690 | 3,010 | 2,206 | 1,859 | 3,259 | 2,998 | 4,528 | 2,333 | 2,267 | 1,073 | 501 | 2.89 |
| Hillsdale | 15.9 | 848 | 3,126 | 3,395 | 2,524 | 2,212 | 3,795 | 3,418 | 5,398 | 2,699 | 2,479 | 1,238 | 668 | 2.77 |
| Houghton | 13.2 | 1,159 | 2,048 | 2,335 | 1,725 | 1,594 | 4,339 | 4,228 | 4,230 | 1,897 | 1,585 | 711 | 549 | 2.68 |
| Huron | 13.2 | 538 | 2,243 | 2,554 | 1,739 | 1,911 | 4,215 | 3,250 | 4,664 | 1,877 | 1,852 | 1,028 | 529 | 2.64 |
| Ingham | 103.2 | 10,750 | 25,668 | 25,179 | 14,556 | 10,706 | 16,341 | 27,634 | 32,959 | 17,163 | 15,589 | 6,347 | 3,508 | 2.75 |
| Ionia | 18.8 | 958 | 4,129 | 4,452 | 2,957 | 2,359 | 3,945 | 3,950 | 5,643 | 3,288 | 3,318 | 1,675 | 926 | 3.13 |
| Iosco | 11.7 | 730 | 2,592 | 2,113 | 1,439 | 1,805 | 3,021 | 2,823 | 4,247 | 1,867 | 1,726 | 717 | 320 | 2.62 |
| Iron | 5.6 | 144 | 716 | 887 | 672 | 876 | 2,305 | 1,766 | 2,116 | 727 | 606 | 270 | 115 | 2.34 |
| Isabella | 17.8 | 2,733 | 3,873 | 3,817 | 2,338 | 1,967 | 3,072 | 3,726 | 5,681 | 3,147 | 3,132 | 1,389 | 725 | 3.11 |
| Jackson | 54.5 | 2,633 | 11,124 | 12,265 | 8,552 | 7,603 | 12,323 | 12,863 | 18,091 | 9,393 | 8,592 | 3,624 | 1,937 | 2.79 |
| Kalamazoo | 84.6 | 7,609 | 19,164 | 19,695 | 12,793 | 10,017 | 15,322 | 21,277 | 28,597 | 14,193 | 12,954 | 5,063 | 2,516 | 2.67 |
| Kalkaska | 5.1 | 220 | 1,065 | 1,086 | 779 | 759 | 1,191 | 1,056 | 1,775 | 836 | 808 | 411 | 214 | 2.75 |
| Kent | 186.3 | 12,176 | 47,120 | 43,855 | 26,668 | 21,993 | 34,488 | 43,588 | 58,746 | 31,281 | 30,245 | 14,623 | 7,817 | 2.75 |
| Keweenaw | .8 | 6 | 74 | 143 | 96 | 122 | 359 | 302 | 280 | 107 | 64 | 29 | 18 | 2.13 |
| Lake | 3.7 | 120 | 496 | 588 | 525 | 697 | 1,274 | 1,050 | 1,447 | 479 | 383 | 205 | 136 | 2.41 |
| Lapeer | 25.3 | 902 | 5,273 | 6,759 | 4,921 | 3,242 | 4,203 | 4,055 | 7,465 | 4,755 | 5,254 | 2,460 | 1,311 | 3.03 |
| Leelanau | 6.4 | 180 | 1,071 | 1,650 | 971 | 941 | 1,587 | 1,308 | 2,472 | 993 | 975 | 429 | 223 | 2.66 |
| Lenawee | 32.0 | 1,440 | 6,178 | 7,621 | 5,207 | 4,346 | 7,208 | 6,574 | 10,231 | 5,604 | 5,515 | 2,723 | 1,353 | 2.93 |
| Livingston | 40.3 | 1,051 | 8,253 | 11,621 | 8,327 | 5,047 | 6,001 | 6,204 | 12,377 | 7,765 | 8,441 | 3,728 | 1,785 | 2.98 |
| Luce | 2.1 | 75 | 336 | 427 | 325 | 330 | 607 | 535 | 757 | 291 | 269 | 158 | 90 | 2.71 |
| Mackinac | 4.4 | 171 | 722 | 855 | 645 | 738 | 1,269 | 1,215 | 1,587 | 636 | 568 | 260 | 134 | 2.45 |
| Macomb | 268.2 | 8,842 | 55,371 | 60,390 | 45,438 | 40,412 | 57,747 | 60,645 | 83,033 | 49,058 | 45,943 | 20,394 | 9,127 | 2.70 |
| Manistee | 8.6 | 325 | 1,290 | 1,731 | 1,281 | 1,352 | 2,621 | 2,304 | 3,111 | 1,308 | 1,182 | 475 | 220 | 2.47 |
| Marquette | 25.5 | 1,981 | 5,617 | 6,135 | 3,556 | 2,865 | 5,346 | 6,105 | 8,137 | 4,547 | 4,263 | 1,757 | 691 | 2.78 |
| Mason | 10.0 | 447 | 1,708 | 2,097 | 1,460 | 1,431 | 2,857 | 2,504 | 3,646 | 1,494 | 1,428 | 639 | 289 | 2.55 |
| Mecosta | 12.4 | 1,705 | 2,208 | 2,355 | 1,728 | 1,658 | 2,746 | 2,624 | 4,410 | 2,036 | 1,983 | 876 | 471 | 3.02 |
| Menominee | 9.8 | 390 | 1,785 | 2,074 | 1,348 | 1,381 | 2,822 | 2,639 | 3,240 | 1,531 | 1,471 | 644 | 275 | 2.54 |
| Midland | 28.4 | 1,654 | 6,267 | 6,871 | 4,894 | 3,704 | 5,010 | 5,901 | 9,698 | 4,834 | 5,097 | 2,036 | 834 | 2.71 |
| Missaukee | 4.5 | 219 | 879 | 886 | 704 | 643 | 1,169 | 885 | 1,644 | 694 | 686 | 367 | 224 | 2.78 |
| Monroe | 46.9 | 1,851 | 9,824 | 11,439 | 8,216 | 6,502 | 9,068 | 9,006 | 13,949 | 8,867 | 8,803 | 4,238 | 2,037 | 2.87 |
| Montcalm | 19.1 | 1,002 | 3,959 | 4,109 | 2,992 | 2,594 | 4,444 | 3,902 | 6,377 | 3,268 | 3,149 | 1,598 | 806 | 2.86 |
| Montmorency | 3.6 | 107 | 477 | 573 | 437 | 711 | 1,295 | 866 | 1,500 | 480 | 450 | 190 | 114 | 2.53 |
| Muskegon | 58.6 | 2,940 | 11,908 | 13,071 | 8,713 | 8,081 | 13,887 | 13,759 | 18,655 | 10,181 | 9,385 | 4,298 | 2,322 | 2.75 |
| Newaygo | 14.2 | 577 | 2,816 | 3,032 | 2,234 | 2,069 | 3,472 | 2,807 | 4,991 | 2,283 | 2,305 | 1,206 | 608 | 2.77 |
| Oakland | 420.8 | 14,568 | 92,708 | 105,237 | 73,786 | 55,725 | 78,776 | 101,243 | 135,923 | 73,781 | 68,236 | 27,901 | 13,716 | 2.64 |
| Oceana | 8.2 | 323 | 1,555 | 1,705 | 1,339 | 1,228 | 2,050 | 1,652 | 2,807 | 1,343 | 1,349 | 692 | 357 | 2.79 |
| Ogemaw | 7.4 | 304 | 1,208 | 1,335 | 1,057 | 1,243 | 2,253 | 1,666 | 2,863 | 1,066 | 1,047 | 500 | 258 | 2.61 |
| Ontonagon | 3.6 | 123 | 521 | 665 | 583 | 577 | 1,131 | 1,021 | 1,285 | 603 | 411 | 187 | 93 | 2.44 |
| Osceola | 7.5 | 384 | 1,342 | 1,511 | 1,178 | 1,130 | 1,955 | 1,648 | 2,581 | 1,147 | 1,190 | 573 | 361 | 2.73 |
| Oscoda | 3.3 | 123 | 515 | 492 | 452 | 634 | 1,084 | 815 | 1,358 | 471 | 355 | 178 | 123 | 2.45 |
| Otsego | 6.8 | 303 | 1,319 | 1,564 | 1,008 | 986 | 1,620 | 1,393 | 2,361 | 1,101 | 1,124 | 546 | 275 | 2.75 |
| Ottawa | 65.2 | 3,583 | 15,565 | 16,170 | 10,529 | 7,717 | 11,636 | 11,115 | 20,593 | 11,284 | 12,756 | 6,367 | 3,085 | 2.99 |
| Presque Isle | 5.4 | 152 | 791 | 950 | 727 | 952 | 1,828 | 1,336 | 2,064 | 753 | 652 | 377 | 218 | 2.56 |
| Roscommon | 8.9 | 286 | 1,131 | 1,292 | 1,075 | 1,725 | 3,391 | 2,342 | 3,966 | 1,090 | 912 | 372 | 218 | 2.33 |
| Saginaw | 78.0 | 3,904 | 15,564 | 17,878 | 13,082 | 10,624 | 16,948 | 18,391 | 24,309 | 13,921 | 12,616 | 5,689 | 3,074 | 2.70 |
| St. Clair | 54.0 | 2,443 | 10,957 | 12,391 | 8,838 | 7,295 | 12,076 | 11,732 | 16,841 | 9,658 | 9,207 | 4,416 | 2,146 | 2.75 |
| St. Joseph | 22.0 | 1,156 | 4,510 | 4,858 | 3,347 | 2,983 | 5,146 | 4,847 | 7,297 | 3,736 | 3,561 | 1,701 | 858 | 2.72 |
| Sanilac | 14.8 | 626 | 2,752 | 2,977 | 2,232 | 2,085 | 4,128 | 3,317 | 4,950 | 2,300 | 2,386 | 1,238 | 609 | 2.72 |
| Schoolcraft | 3.3 | 113 | 553 | 636 | 463 | 519 | 1,016 | 832 | 1,210 | 511 | 455 | 187 | 105 | 2.52 |
| Shiawassee | 25.1 | 1,072 | 5,201 | 5,974 | 4,377 | 3,304 | 5,172 | 4,970 | 7,838 | 4,554 | 4,750 | 2,029 | 959 | 2.80 |
| Tuscola | 19.6 | 782 | 3,879 | 4,518 | 3,408 | 2,602 | 4,411 | 3,820 | 6,281 | 3,491 | 3,566 | 1,563 | 879 | 2.84 |
| Van Buren | 26.0 | 1,110 | 5,125 | 6,150 | 4,185 | 3,552 | 5,878 | 5,522 | 8,510 | 4,481 | 4,415 | 1,952 | 1,120 | 2.75 |
| Washtenaw | 106.4 | 11,606 | 27,839 | 26,718 | 15,762 | 10,582 | 13,893 | 28,471 | 35,572 | 17,937 | 15,405 | 5,744 | 3,271 | 2.70 |
| Wayne | 771.6 | 36,737 | 158,209 | 175,958 | 117,666 | 109,227 | 173,803 | 209,047 | 218,756 | 135,519 | 111,974 | 54,540 | 41,764 | 2.71 |
| Wexford | 10.1 | 523 | 2,063 | 2,178 | 1,457 | 1,429 | 2,450 | 2,357 | 3,441 | 1,592 | 1,593 | 758 | 359 | 2.65 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average Household Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **MICHIGAN (continued)** | | | | | | | | | | | | | | |
| **TOTAL METRO COUNTIES** | **2,764.5** | **142,290** | **598,077** | **652,070** | **444,776** | **369,993** | **557,294** | **674,203** | **853,569** | **485,600** | **440,379** | **197,269** | **113,480** | **2.71** |
| **TOTAL STATE** | **3,452.6** | **176,943** | **728,874** | **799,745** | **548,841** | **467,030** | **731,167** | **830,647** | **1,089,164** | **597,701** | **548,294** | **247,666** | **139,128** | **2.72** |
| **MINNESOTA** | | | | | | | | | | | | | | |
| **DULUTH** | **94.5** | **5,126** | **16,500** | **20,779** | **13,230** | **12,491** | **26,374** | **27,514** | **31,517** | **14,182** | **13,372** | **5,647** | **2,268** | **2.51** |
| St. Louis | 77.9 | 4,265 | 13,391 | 17,117 | 10,883 | 10,357 | 21,887 | 22,822 | 26,031 | 11,572 | 11,001 | 4,620 | 1,854 | 2.50 |
| *Douglas, Wisc.* | *16.6* | *861* | *3,109* | *3,662* | *2,347* | *2,134* | *4,487* | *4,692* | *5,486* | *2,610* | *2,371* | *1,027* | *414* | *2.53* |
| **FARGO - MOORHEAD** | **58.9** | **6,413** | **14,227** | **13,566** | **7,615** | **6,379** | **10,700** | **16,027** | **18,945** | **9,530** | **9,167** | **3,841** | **1,390** | **2.65** |
| Clay | 17.5 | 1,795 | 3,444 | 3,735 | 2,405 | 2,188 | 3,933 | 4,172 | 5,534 | 2,977 | 2,918 | 1,343 | 556 | 2.90 |
| *Cass, N. D.* | *41.4* | *4,618* | *10,783* | *9,831* | *5,210* | *4,191* | *6,767* | *11,855* | *13,411* | *6,553* | *6,249* | *2,498* | *834* | *2.54* |
| **MINNEAPOLIS - ST. PAUL** | **967.3** | **54,071** | **252,466** | **242,658** | **148,919** | **107,164** | **162,022** | **244,888** | **309,390** | **163,642** | **154,358** | **65,220** | **29,802** | **2.63** |
| Anoka | 86.1 | 3,846 | 23,658 | 24,088 | 15,869 | 9,630 | 9,009 | 13,659 | 24,978 | 17,239 | 18,775 | 8,181 | 3,268 | 2.95 |
| Carver | 17.6 | 721 | 4,887 | 4,600 | 2,721 | 1,941 | 2,730 | 3,203 | 5,422 | 3,266 | 3,428 | 1,621 | 660 | 2.88 |
| Chisago | 10.9 | 418 | 2,321 | 2,678 | 1,803 | 1,298 | 2,382 | 2,074 | 3,439 | 1,793 | 2,065 | 1,034 | 495 | 2.88 |
| Dakota | 106.8 | 5,508 | 31,475 | 29,643 | 17,645 | 10,571 | 11,958 | 20,480 | 32,963 | 20,091 | 21,053 | 8,902 | 3,311 | 2.80 |
| Hennepin | 429.7 | 26,544 | 111,542 | 103,515 | 61,899 | 47,638 | 78,562 | 126,807 | 144,482 | 68,119 | 57,554 | 22,290 | 10,448 | 2.46 |
| Isanti | 9.1 | 340 | 1,996 | 2,266 | 1,586 | 1,060 | 1,852 | 1,761 | 2,764 | 1,486 | 1,766 | 898 | 425 | 2.93 |
| Ramsey | 192.4 | 12,377 | 47,695 | 44,166 | 26,914 | 22,300 | 38,948 | 57,200 | 61,319 | 30,382 | 25,939 | 11,121 | 6,439 | 2.55 |
| Scott | 20.5 | 812 | 5,866 | 5,542 | 3,451 | 2,067 | 2,762 | 3,230 | 6,070 | 3,970 | 4,359 | 1,998 | 873 | 2.99 |
| Washington | 51.7 | 1,532 | 12,635 | 15,303 | 10,151 | 5,970 | 6,109 | 8,480 | 15,301 | 10,003 | 11,149 | 4,947 | 1,820 | 2.96 |
| Wright | 24.0 | 1,112 | 6,029 | 6,007 | 3,881 | 2,565 | 4,406 | 4,276 | 7,048 | 4,096 | 4,684 | 2,545 | 1,351 | 2.98 |
| *St. Croix, Wisc.* | *18.5* | *861* | *4,362* | *4,850* | *2,999* | *2,124* | *3,304* | *3,718* | *5,604* | *3,197* | *3,586* | *1,683* | *712* | *2.84* |
| **ROCHESTER** | **41.2** | **2,483** | **11,208** | **9,568** | **6,502** | **4,534** | **6,905** | **10,329** | **13,301** | **6,504** | **6,963** | **2,853** | **1,250** | **2.66** |
| Olmsted | 41.2 | 2,483 | 11,208 | 9,568 | 6,502 | 4,534 | 6,905 | 10,329 | 13,301 | 6,504 | 6,963 | 2,853 | 1,250 | 2.66 |
| **ST. CLOUD** | **66.2** | **5,986** | **16,077** | **15,136** | **9,127** | **7,322** | **12,552** | **13,852** | **19,810** | **10,880** | **12,148** | **6,010** | **3,500** | **2.96** |
| Benton | 11.3 | 1,036 | 2,999 | 2,398 | 1,407 | 1,177 | 2,283 | 2,751 | 3,436 | 1,786 | 1,859 | 925 | 543 | 2.75 |
| Sherburne | 14.3 | 975 | 3,735 | 3,936 | 2,372 | 1,367 | 1,915 | 2,214 | 4,218 | 2,587 | 3,098 | 1,496 | 687 | 3.08 |
| Stearns | 40.6 | 3,975 | 9,343 | 8,802 | 5,348 | 4,778 | 8,354 | 8,887 | 12,156 | 6,507 | 7,191 | 3,589 | 2,270 | 2.98 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Aitkin | 5.1 | 116 | 656 | 843 | 721 | 862 | 1,902 | 1,392 | 2,062 | 604 | 585 | 319 | 138 | 2.43 |
| Anoka | 86.1 | 3,846 | 23,658 | 24,088 | 15,869 | 9,630 | 9,009 | 13,659 | 24,978 | 17,239 | 18,775 | 8,181 | 3,268 | 2.95 |
| Becker | 10.6 | 442 | 1,834 | 2,235 | 1,561 | 1,520 | 3,008 | 2,654 | 3,610 | 1,539 | 1,495 | 810 | 492 | 2.65 |
| Beltrami | 12.1 | 989 | 2,495 | 2,764 | 1,683 | 1,473 | 2,696 | 2,821 | 3,849 | 1,865 | 1,889 | 1,014 | 662 | 2.88 |
| Benton | 11.3 | 1,036 | 2,999 | 2,398 | 1,407 | 1,177 | 2,283 | 2,751 | 3,436 | 1,786 | 1,859 | 925 | 543 | 2.75 |
| Big Stone | 2.4 | 68 | 325 | 396 | 323 | 359 | 929 | 708 | 846 | 322 | 289 | 150 | 85 | 2.54 |
| Blue Earth | 19.3 | 2,736 | 4,011 | 3,841 | 2,378 | 2,086 | 4,248 | 4,764 | 6,502 | 3,019 | 2,927 | 1,483 | 605 | 2.80 |
| Brown | 10.3 | 419 | 1,996 | 1,984 | 1,354 | 1,380 | 3,167 | 2,934 | 3,307 | 1,407 | 1,457 | 815 | 380 | 2.61 |
| Carlton | 11.0 | 356 | 2,047 | 2,426 | 1,682 | 1,545 | 2,944 | 2,757 | 3,514 | 1,755 | 1,735 | 843 | 396 | 2.67 |
| Carver | 17.6 | 721 | 4,887 | 4,600 | 2,721 | 1,941 | 2,730 | 3,203 | 5,422 | 3,266 | 3,428 | 1,621 | 660 | 2.88 |
| Cass | 8.3 | 215 | 1,277 | 1,551 | 1,271 | 1,407 | 2,579 | 1,992 | 3,234 | 1,093 | 1,039 | 552 | 390 | 2.63 |
| Chippewa | 5.1 | 182 | 830 | 946 | 686 | 670 | 1,786 | 1,442 | 1,784 | 646 | 681 | 391 | 156 | 2.53 |
| Chisago | 10.9 | 418 | 2,321 | 2,678 | 1,803 | 1,298 | 2,382 | 2,074 | 3,439 | 1,793 | 2,065 | 1,034 | 495 | 2.88 |
| Clay | 17.5 | 1,795 | 3,444 | 3,735 | 2,405 | 2,188 | 3,933 | 4,172 | 5,534 | 2,977 | 2,918 | 1,343 | 556 | 2.90 |
| Clearwater | 3.1 | 97 | 467 | 592 | 474 | 438 | 1,032 | 845 | 997 | 442 | 402 | 260 | 154 | 2.65 |
| Cook | 1.6 | 48 | 272 | 381 | 265 | 231 | 403 | 475 | 594 | 219 | 196 | 94 | 22 | 2.38 |
| Cottonwood | 4.9 | 172 | 741 | 869 | 657 | 701 | 1,760 | 1,383 | 1,796 | 591 | 635 | 349 | 146 | 2.53 |
| Crow Wing | 17.6 | 864 | 3,029 | 3,533 | 2,509 | 2,550 | 5,115 | 4,537 | 6,373 | 2,472 | 2,441 | 1,186 | 591 | 2.57 |
| Dakota | 106.8 | 5,508 | 31,475 | 29,643 | 17,645 | 10,571 | 11,958 | 20,480 | 32,963 | 20,091 | 21,053 | 8,902 | 3,311 | 2.80 |
| Dodge | 5.6 | 264 | 1,272 | 1,244 | 819 | 633 | 1,368 | 1,147 | 1,754 | 906 | 995 | 544 | 254 | 2.84 |
| Douglas | 11.1 | 705 | 1,973 | 2,154 | 1,526 | 1,452 | 3,290 | 2,770 | 4,001 | 1,540 | 1,562 | 839 | 388 | 2.60 |
| Faribault | 6.6 | 206 | 989 | 1,174 | 899 | 976 | 2,356 | 1,928 | 2,315 | 824 | 856 | 479 | 198 | 2.48 |
| Fillmore | 7.8 | 292 | 1,311 | 1,465 | 1,026 | 1,087 | 2,619 | 2,003 | 2,724 | 1,070 | 1,102 | 577 | 324 | 2.63 |
| Freeborn | 13.0 | 525 | 2,211 | 2,521 | 1,954 | 1,801 | 3,988 | 3,476 | 4,567 | 1,882 | 1,887 | 886 | 302 | 2.52 |
| Goodhue | 15.4 | 626 | 3,140 | 3,333 | 2,215 | 1,924 | 4,162 | 3,905 | 5,023 | 2,282 | 2,451 | 1,245 | 494 | 2.67 |
| Grant | 2.4 | 49 | 338 | 399 | 317 | 368 | 929 | 666 | 891 | 300 | 279 | 163 | 101 | 2.54 |
| Hennepin | 429.7 | 26,544 | 111,542 | 103,515 | 61,899 | 47,638 | 78,562 | 126,807 | 144,482 | 68,119 | 57,554 | 22,290 | 10,448 | 2.46 |
| Houston | 6.9 | 235 | 1,361 | 1,534 | 940 | 943 | 1,887 | 1,645 | 2,256 | 1,091 | 1,097 | 539 | 272 | 2.70 |
| Hubbard | 5.9 | 163 | 916 | 1,160 | 917 | 934 | 1,810 | 1,422 | 2,227 | 834 | 777 | 410 | 230 | 2.56 |
| Isanti | 9.1 | 340 | 1,996 | 2,266 | 1,586 | 1,060 | 1,852 | 1,761 | 2,764 | 1,486 | 1,766 | 898 | 425 | 2.93 |
| Itasca | 15.3 | 506 | 2,462 | 3,525 | 2,397 | 2,229 | 4,181 | 3,598 | 5,386 | 2,276 | 2,388 | 1,136 | 516 | 2.64 |
| Jackson | 4.4 | 185 | 762 | 828 | 552 | 634 | 1,439 | 1,151 | 1,567 | 609 | 617 | 332 | 124 | 2.55 |
| Kanabec | 4.9 | 172 | 962 | 1,046 | 736 | 673 | 1,311 | 1,197 | 1,563 | 741 | 761 | 440 | 198 | 2.67 |

1992 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| SAMM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/91 Total Households (Thousands) | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | Average Household Size |
| **MINNESOTA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Kandiyohi | 14.6 | 1,008 | 2,913 | 3,067 | 2,023 | 1,779 | 3,810 | 3,556 | 4,897 | 2,103 | 2,308 | 1,176 | 560 | 2.69 |
| Kittson | 2.2 | 60 | 332 | 419 | 298 | 317 | 774 | 642 | 758 | 275 | 299 | 152 | 74 | 2.55 |
| Koochiching | 5.8 | 223 | 1,012 | 1,218 | 891 | 897 | 1,559 | 1,462 | 1,950 | 920 | 855 | 418 | 195 | 2.74 |
| Lac qui Parle | 3.4 | 71 | 511 | 618 | 423 | 524 | 1,253 | 993 | 1,193 | 439 | 401 | 256 | 118 | 2.53 |
| Lake | 4.1 | 93 | 666 | 798 | 636 | 743 | 1,164 | 1,094 | 1,599 | 563 | 522 | 216 | 106 | 2.44 |
| Lake of the Woods | 1.6* | 59 | 311 | 318 | 240 | 203 | 469 | 387 | 594 | 250 | 209 | 91 | 69 | 2.56 |
| Le Sueur | 8.5 | 315 | 1,669 | 1,781 | 1,300 | 1,106 | 2,329 | 1,996 | 2,755 | 1,263 | 1,350 | 724 | 412 | 2.72 |
| Lincoln | 2.7 | 71 | 368 | 402 | 362 | 405 | 1,092 | 833 | 939 | 327 | 301 | 202 | 98 | 2.48 |
| Lyon | 9.1 | 682 | 1,820 | 1,850 | 1,215 | 1,046 | 2,487 | 2,417 | 3,015 | 1,304 | 1,366 | 665 | 333 | 2.74 |
| McLeod | 12.1 | 626 | 2,634 | 2,537 | 1,728 | 1,442 | 3,133 | 2,875 | 3,861 | 1,832 | 2,059 | 1,064 | 409 | 2.70 |
| Mahnomen | 1.8 | 54 | 274 | 326 | 270 | 274 | 602 | 445 | 555 | 288 | 229 | 163 | 120 | 2.78 |
| Marshall | 4.2 | 117 | 657 | 799 | 629 | 604 | 1,394 | 1,186 | 1,331 | 566 | 610 | 349 | 158 | 2.57 |
| Martin | 8.9 | 301 | 1,580 | 1,744 | 1,214 | 1,161 | 2,900 | 2,513 | 3,102 | 1,174 | 1,257 | 635 | 219 | 2.51 |
| Meeker | 7.8 | 279 | 1,411 | 1,584 | 1,122 | 1,073 | 2,331 | 1,912 | 2,583 | 1,102 | 1,175 | 662 | 366 | 2.69 |
| Mille Lacs | 6.9 | 267 | 1,228 | 1,389 | 1,008 | 962 | 2,046 | 1,679 | 2,303 | 980 | 1,100 | 554 | 284 | 2.72 |
| Morrison | 10.5 | 413 | 2,005 | 2,176 | 1,447 | 1,474 | 2,985 | 2,477 | 3,255 | 1,477 | 1,600 | 996 | 695 | 2.84 |
| Mower | 14.8 | 647 | 2,471 | 2,692 | 1,885 | 2,209 | 4,896 | 4,177 | 5,366 | 1,922 | 1,940 | 974 | 421 | 2.48 |
| Murray | 3.6 | 126 | 526 | 670 | 450 | 547 | 1,281 | 960 | 1,306 | 455 | 453 | 279 | 147 | 2.61 |
| Nicollet | 9.5 | 658 | 2,042 | 2,306 | 1,337 | 1,159 | 1,998 | 2,138 | 3,039 | 1,590 | 1,620 | 792 | 321 | 2.97 |
| Nobles | 7.5 | 351 | 1,344 | 1,405 | 1,036 | 1,075 | 2,289 | 1,911 | 2,661 | 1,066 | 1,022 | 565 | 275 | 2.64 |
| Norman | 3.0 | 75 | 437 | 539 | 390 | 448 | 1,111 | 893 | 1,003 | 378 | 397 | 209 | 120 | 2.57 |
| Olmsted | 41.2 | 2,483 | 11,208 | 9,568 | 6,502 | 4,534 | 6,905 | 10,329 | 13,301 | 6,504 | 6,963 | 2,853 | 1,250 | 2.66 |
| Otter Tail | 19.6 | 722 | 3,137 | 3,770 | 2,699 | 2,952 | 6,320 | 5,135 | 6,939 | 2,737 | 2,656 | 1,435 | 698 | 2.59 |
| Pennington | 5.0 | 373 | 918 | 980 | 709 | 607 | 1,413 | 1,431 | 1,616 | 674 | 797 | 336 | 146 | 2.60 |
| Pine | 7.7 | 260 | 1,382 | 1,461 | 1,136 | 1,180 | 2,281 | 1,893 | 2,629 | 1,074 | 1,138 | 618 | 348 | 2.79 |
| Pipestone | 4.0 | 188 | 694 | 673 | 470 | 570 | 1,405 | 1,166 | 1,349 | 465 | 565 | 307 | 148 | 2.58 |
| Polk | 11.9 | 530 | 2,128 | 2,429 | 1,621 | 1,614 | 3,576 | 3,145 | 3,812 | 1,695 | 1,795 | 954 | 499 | 2.70 |
| Pope | 4.1 | 122 | 588 | 764 | 521 | 600 | 1,505 | 1,096 | 1,457 | 525 | 532 | 330 | 160 | 2.61 |
| Ramsey | 192.4 | 12,377 | 47,695 | 44,166 | 26,914 | 22,300 | 38,948 | 57,200 | 61,319 | 30,382 | 25,939 | 11,121 | 6,439 | 2.55 |
| Red Lake | 1.7 | 54 | 280 | 322 | 244 | 246 | 554 | 531 | 479 | 224 | 229 | 160 | 77 | 2.59 |
| Redwood | 6.4 | 223 | 1,105 | 1,142 | 872 | 878 | 2,180 | 1,759 | 2,166 | 830 | 847 | 511 | 287 | 2.63 |
| Renville | 6.6 | 229 | 1,133 | 1,192 | 820 | 976 | 2,250 | 1,786 | 2,265 | 838 | 932 | 538 | 241 | 2.61 |
| Rice | 16.7 | 873 | 3,657 | 3,757 | 2,611 | 2,025 | 3,777 | 4,100 | 5,172 | 2,660 | 2,769 | 1,401 | 598 | 3.01 |
| Rock | 3.6 | 123 | 605 | 672 | 478 | 490 | 1,232 | 937 | 1,264 | 470 | 476 | 294 | 159 | 2.64 |
| Roseau | 5.7 | 352 | 1,392 | 1,133 | 806 | 622 | 1,395 | 1,275 | 1,785 | 931 | 955 | 503 | 251 | 2.75 |
| St. Louis | 77.9 | 4,265 | 13,391 | 17,117 | 10,883 | 10,357 | 21,887 | 22,822 | 26,031 | 11,572 | 11,001 | 4,620 | 1,854 | 2.50 |
| Scott | 20.5 | 812 | 5,866 | 5,542 | 3,451 | 2,067 | 2,762 | 3,230 | 6,070 | 3,970 | 4,359 | 1,998 | 873 | 2.99 |
| Sherburne | 14.3 | 975 | 3,735 | 3,936 | 2,372 | 1,367 | 1,915 | 2,214 | 4,218 | 2,587 | 3,098 | 1,496 | 687 | 3.08 |
| Sibley | 5.3 | 153 | 923 | 1,010 | 733 | 811 | 1,670 | 1,283 | 1,800 | 755 | 746 | 468 | 248 | 2.68 |
| Stearns | 40.6 | 3,975 | 9,343 | 8,802 | 5,348 | 4,778 | 8,354 | 8,887 | 12,156 | 6,507 | 7,191 | 3,589 | 2,270 | 2.98 |
| Steele | 11.4 | 579 | 2,475 | 2,500 | 1,650 | 1,415 | 2,781 | 2,679 | 3,756 | 1,781 | 1,902 | 908 | 374 | 2.71 |
| Stevens | 3.7 | 451 | 573 | 664 | 425 | 507 | 1,080 | 958 | 1,277 | 493 | 562 | 272 | 138 | 2.81 |
| Swift | 4.1 | 125 | 647 | 707 | 515 | 555 | 1,551 | 1,235 | 1,394 | 504 | 518 | 291 | 158 | 2.51 |
| Todd | 8.6 | 328 | 1,427 | 1,689 | 1,243 | 1,250 | 2,663 | 2,160 | 2,842 | 1,173 | 1,132 | 770 | 523 | 2.70 |
| Traverse | 1.7 | 37 | 236 | 271 | 215 | 280 | 661 | 508 | 615 | 198 | 207 | 116 | 56 | 2.47 |
| Wabasha | 7.3 | 291 | 1,384 | 1,569 | 1,090 | 930 | 2,036 | 1,710 | 2,396 | 1,121 | 1,162 | 619 | 292 | 2.71 |
| Wadena | 5.0 | 233 | 828 | 893 | 707 | 725 | 1,614 | 1,388 | 1,656 | 682 | 671 | 385 | 218 | 2.62 |
| Waseca | 6.7 | 332 | 1,355 | 1,472 | 877 | 808 | 1,856 | 1,677 | 2,172 | 955 | 1,097 | 545 | 254 | 2.70 |
| Washington | 51.7 | 1,532 | 12,635 | 15,303 | 10,151 | 5,970 | 6,109 | 8,480 | 15,301 | 10,003 | 11,149 | 4,947 | 1,820 | 2.96 |
| Watonwan | 4.5 | 156 | 802 | 826 | 608 | 667 | 1,441 | 1,276 | 1,513 | 585 | 589 | 341 | 196 | 2.56 |
| Wilkin | 2.8 | 123 | 527 | 527 | 350 | 427 | 846 | 738 | 878 | 439 | 389 | 232 | 124 | 2.64 |
| Winona | 17.0 | 1,512 | 3,271 | 3,603 | 2,302 | 2,038 | 4,274 | 4,408 | 5,401 | 2,645 | 2,648 | 1,284 | 614 | 2.83 |
| Wright | 24.0 | 1,112 | 6,029 | 6,007 | 3,881 | 2,565 | 4,406 | 4,276 | 7,048 | 4,096 | 4,684 | 2,545 | 1,351 | 2.98 |
| Yellow Medicine | 4.6 | 186 | 735 | 781 | 612 | 645 | 1,641 | 1,371 | 1,573 | 556 | 614 | 324 | 162 | 2.50 |
| **TOTAL METRO COUNTIES** | **1,151.6** | **67,739** | **292,224** | **283,364** | **174,837** | **129,441** | **203,995** | **292,345** | **368,462** | **192,378** | **183,802** | **78,363** | **36,250** | **2.64** |
| **TOTAL STATE** | **1,680.6** | **93,422** | **388,314** | **389,553** | **248,917** | **201,583** | **358,811** | **428,148** | **547,475** | **267,991** | **261,346** | **119,303** | **56,337** | **2.65** |
| **MISSISSIPPI** | | | | | | | | | | | | | | |
| **BILOXI - GULFPORT** | **71.9** | **4,275** | **16,224** | **15,270** | **10,954** | **10,311** | **14,866** | **17,574** | **22,126** | **13,337** | **11,013** | **4,866** | **2,984** | **2.76** |
| Hancock | 12.4 | 485 | 2,209 | 2,485 | 2,050 | 2,042 | 3,129 | 2,935 | 4,112 | 2,142 | 1,801 | 904 | 506 | 2.68 |
| Harrison | 59.5 | 3,790 | 14,015 | 12,785 | 8,904 | 8,269 | 11,737 | 14,639 | 18,014 | 11,195 | 9,212 | 3,962 | 2,478 | 2.70 |
| **JACKSON** | **142.4** | **6,920** | **32,618** | **34,619** | **22,022** | **18,653** | **27,568** | **34,448** | **41,338** | **26,121** | **23,058** | **10,303** | **7,132** | **2.82** |
| Hinds | 90.7 | 4,502 | 20,359 | 21,494 | 13,601 | 11,909 | 18,835 | 23,602 | 25,928 | 16,042 | 13,771 | 6,539 | 4,818 | 2.80 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average Household Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **MISSISSIPPI (continued)** | | | | | | | | | | | | | | |
| **JACKSON (continued)** | | | | | | | | | | | | | | |
| Madison | 20.6 | 1,136 | 5,641 | 4,885 | 2,783 | 2,392 | 3,763 | 5,251 | 6,007 | 3,527 | 3,208 | 1,387 | 1,220 | 2.77 |
| Rankin | 31.1 | 1,282 | 6,618 | 8,240 | 5,638 | 4,352 | 4,970 | 5,595 | 9,403 | 6,552 | 6,079 | 2,377 | 1,094 | 2.92 |
| **PASCAGOULA** | **40.5** | **1,707** | **8,418** | **9,711** | **7,500** | **6,006** | **7,158** | **7,974** | **11,911** | **8,291** | **7,195** | **3,230** | **1,899** | **2.85** |
| Jackson | 40.5 | 1,707 | 8,418 | 9,711 | 7,500 | 6,006 | 7,158 | 7,974 | 11,911 | 8,291 | 7,195 | 3,230 | 1,899 | 2.85 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Adams | 13.1 | 455 | 2,386 | 2,775 | 1,959 | 2,077 | 3,448 | 3,344 | 3,877 | 2,477 | 1,995 | 879 | 528 | 2.65 |
| Alcorn | 12.4 | 573 | 2,164 | 2,551 | 2,071 | 1,707 | 3,334 | 3,149 | 3,983 | 2,440 | 1,845 | 680 | 303 | 2.54 |
| Amite | 4.8 | 146 | 810 | 857 | 761 | 744 | 1,482 | 1,187 | 1,420 | 824 | 724 | 345 | 300 | 2.77 |
| Attala | 6.9 | 245 | 1,077 | 1,184 | 998 | 1,028 | 2,368 | 1,844 | 2,135 | 1,156 | 935 | 460 | 370 | 2.67 |
| Benton | 2.8 | 139 | 494 | 486 | 403 | 459 | 819 | 618 | 875 | 478 | 425 | 223 | 181 | 2.86 |
| Bolivar | 13.1 | 753 | 2,455 | 2,826 | 1,928 | 1,640 | 3,498 | 3,194 | 3,249 | 2,212 | 1,979 | 1,097 | 1,369 | 3.14 |
| Calhoun | 5.8 | 276 | 935 | 1,068 | 897 | 846 | 1,778 | 1,507 | 1,763 | 1,111 | 873 | 333 | 213 | 2.59 |
| Carroll | 3.3 | 109 | 527 | 618 | 573 | 498 | 975 | 750 | 1,011 | 622 | 492 | 241 | 184 | 2.79 |
| Chickasaw | 6.6 | 361 | 1,290 | 1,248 | 1,017 | 927 | 1,757 | 1,521 | 1,997 | 1,154 | 1,018 | 543 | 367 | 2.77 |
| Choctaw | 3.2 | 110 | 570 | 616 | 512 | 469 | 923 | 753 | 942 | 574 | 506 | 258 | 167 | 2.88 |
| Claiborne | 3.5 | 106 | 643 | 745 | 517 | 472 | 1,017 | 982 | 904 | 571 | 472 | 279 | 292 | 3.43 |
| Clarke | 6.3 | 292 | 1,108 | 1,280 | 941 | 927 | 1,752 | 1,487 | 1,886 | 1,160 | 1,025 | 479 | 263 | 2.75 |
| Clay | 7.2 | 340 | 1,375 | 1,537 | 1,036 | 1,025 | 1,887 | 1,687 | 2,048 | 1,252 | 1,148 | 584 | 481 | 2.93 |
| Coahoma | 10.3 | 407 | 1,830 | 1,999 | 1,464 | 1,522 | 3,078 | 2,757 | 2.568 | 1,602 | 1,505 | 892 | 976 | 3.01 |
| Copiah | 9.4 | 345 | 1,733 | 1,896 | 1,435 | 1,363 | 2,628 | 2,213 | 2,678 | 1,631 | 1,470 | 778 | 630 | 2.98 |
| Covington | 5.9 | 304 | 1,088 | 1,136 | 979 | 834 | 1,559 | 1,329 | 1,673 | 1,083 | 972 | 438 | 405 | 2.83 |
| ☐ De Soto | 25.6 | 1,073 | 5,683 | 6,270 | 5,211 | 3,429 | 3,934 | 3,858 | 7,779 | 5,729 | 5,135 | 2,072 | 1,027 | 2.91 |
| Forrest | 25.2 | 2,741 | 5,566 | 4,873 | 3,409 | 3,058 | 5,553 | 7,077 | 7,783 | 4,359 | 3,487 | 1,524 | 970 | 2.73 |
| Franklin | 3.1 | 94 | 573 | 583 | 417 | 500 | 933 | 777 | 946 | 501 | 496 | 221 | 159 | 2.71 |
| George | 5.9 | 318 | 1,175 | 1,196 | 1,030 | 846 | 1,335 | 1,133 | 1,732 | 1,147 | 1,064 | 532 | 292 | 2.88 |
| Greene | 3.3 | 174 | 700 | 761 | 631 | 491 | 543 | 658 | 940 | 632 | 573 | 310 | 187 | 3.09 |
| Grenada | 7.7 | 309 | 1,467 | 1,629 | 1,193 | 1,091 | 2,011 | 1,852 | 2,219 | 1,398 | 1,255 | 558 | 418 | 2.82 |
| Hancock | 12.4 | 485 | 2,209 | 2,485 | 2,050 | 2,042 | 3,129 | 2,935 | 4,112 | 2,142 | 1,801 | 904 | 506 | 2.68 |
| Harrison | 59.5 | 3,790 | 14,015 | 12,785 | 8,904 | 8,269 | 11,737 | 14,639 | 18,014 | 11,195 | 9,212 | 3,962 | 2,478 | 2.78 |
| Hinds | 90.7 | 4,502 | 20,359 | 21,494 | 13,601 | 11,909 | 18,835 | 23,602 | 25,928 | 16,042 | 13,771 | 6,539 | 4,818 | 2.80 |
| Holmes | 7.1 | 291 | 1,261 | 1,389 | 931 | 1,004 | 2,224 | 1,837 | 1,793 | 1,118 | 1,025 | 600 | 727 | 3.01 |
| Humphreys | 3.9 | 183 | 762 | 750 | 565 | 553 | 1,087 | 938 | 982 | 643 | 527 | 388 | 422 | 3.08 |
| Issaquena | .6 | 29 | 105 | 94 | 127 | 81 | 164 | 141 | 161 | 101 | 93 | 39 | 65 | 3.17 |
| Itawamba | 7.5 | 365 | 1,249 | 1,423 | 1,230 | 1,133 | 2,100 | 1,690 | 2,486 | 1,487 | 1,217 | 450 | 170 | 2.67 |
| Jackson | 40.5 | 1,707 | 8,418 | 9,711 | 7,500 | 6,006 | 7,158 | 7,974 | 11,911 | 8,291 | 7,195 | 3,230 | 1,899 | 2.85 |
| Jasper | 6.0 | 240 | 1,073 | 1,173 | 885 | 861 | 1,768 | 1,319 | 1,773 | 1,022 | 987 | 500 | 399 | 2.83 |
| Jefferson | 2.8 | 87 | 561 | 586 | 430 | 381 | 755 | 659 | 659 | 455 | 435 | 307 | 285 | 3.04 |
| Jefferson Davis | 4.8 | 200 | 810 | 947 | 753 | 681 | 1,409 | 1,074 | 1,376 | 786 | 777 | 415 | 372 | 2.92 |
| Jones | 22.6 | 909 | 4,041 | 4,687 | 3,447 | 3,492 | 6,024 | 5,273 | 7,105 | 4,069 | 3,673 | 1,461 | 1,019 | 2.75 |
| Kemper | 3.7 | 146 | 602 | 698 | 562 | 546 | 1,146 | 967 | 1,042 | 583 | 580 | 268 | 260 | 2.84 |
| Lafayette | 11.0 | 1,655 | 2,402 | 2,066 | 1,490 | 1,220 | 2,167 | 2,999 | 3,757 | 1,873 | 1,450 | 584 | 337 | 2.87 |
| Lamar | 11.1 | 779 | 2,603 | 2,666 | 1,692 | 1,367 | 1,993 | 2,163 | 3,354 | 2,236 | 2,088 | 837 | 422 | 2.79 |
| Lauderdale | 28.3 | 1,564 | 5,785 | 5,939 | 4,207 | 3,854 | 6,951 | 7,598 | 8,564 | 5,090 | 4,125 | 1,782 | 1,141 | 2.66 |
| Lawrence | 4.5 | 160 | 903 | 837 | 703 | 705 | 1,192 | 1,071 | 1,291 | 802 | 781 | 349 | 206 | 2.80 |
| Leake | 6.9 | 285 | 1,181 | 1,271 | 970 | 1,096 | 2,097 | 1,707 | 2,110 | 1,194 | 1,044 | 462 | 383 | 2.68 |
| Lee | 25.2 | 1,382 | 5,645 | 5,689 | 4,021 | 3,340 | 5,123 | 6,007 | 7,705 | 4,778 | 4,136 | 1,717 | 857 | 2.67 |
| Leflore | 12.6 | 537 | 2,418 | 2,586 | 1,812 | 1,712 | 3,535 | 3,470 | 3,198 | 2,078 | 1,842 | 1,019 | 993 | 2.91 |
| Lincoln | 11.2 | 436 | 2,007 | 2,377 | 1,659 | 1,666 | 3,055 | 2,712 | 3,351 | 2,010 | 1,857 | 798 | 472 | 2.71 |
| Lowndes | 21.3 | 1,421 | 5,057 | 4,759 | 3,185 | 2,677 | 4,201 | 5,100 | 6,222 | 4,062 | 3,460 | 1,510 | 946 | 2.77 |
| Madison | 20.6 | 1,136 | 5,641 | 4,885 | 2,783 | 2,392 | 3,763 | 5,251 | 6,007 | 3,527 | 3,208 | 1,387 | 1,220 | 2.77 |
| Marion | 9.1 | 415 | 1,675 | 1,830 | 1,326 | 1,315 | 2,539 | 2,131 | 2,678 | 1,642 | 1,471 | 707 | 471 | 2.78 |
| Marshall | 10.2 | 412 | 1,946 | 2,223 | 1,681 | 1,521 | 2,417 | 2,155 | 2,854 | 1,844 | 1,744 | 833 | 770 | 3.02 |
| Monroe | 13.5 | 650 | 2,446 | 2,754 | 2,112 | 1,908 | 3,630 | 3,151 | 4,139 | 2,442 | 2,152 | 987 | 629 | 2.72 |
| Montgomery | 4.5 | 188 | 712 | 819 | 661 | 706 | 1,414 | 1,144 | 1,338 | 773 | 689 | 306 | 250 | 2.73 |
| Neshoba | 8.8 | 389 | 1,560 | 1,807 | 1,322 | 1,316 | 2,406 | 1,961 | 2,642 | 1,637 | 1,453 | 661 | 446 | 2.83 |
| Newton | 7.3 | 339 | 1,256 | 1,391 | 1,098 | 1,069 | 2,147 | 1,705 | 2,315 | 1,300 | 1,163 | 505 | 312 | 2.77 |
| Noxubee | 4.0 | 143 | 773 | 754 | 568 | 576 | 1,186 | 980 | 1,022 | 618 | 588 | 354 | 438 | 3.08 |
| Oktibbeha | 12.9 | 2,148 | 2,822 | 2,510 | 1,696 | 1,400 | 2,324 | 3,367 | 4,072 | 2,310 | 1,878 | 766 | 507 | 3.00 |
| Panola | 10.4 | 415 | 2,016 | 2,081 | 1,541 | 1,540 | 2,807 | 2,390 | 2,956 | 1,790 | 1,619 | 784 | 861 | 2.95 |
| Pearl River | 14.1 | 621 | 2,578 | 2,983 | 2,520 | 2,240 | 3,158 | 2,915 | 4,284 | 2,777 | 2,409 | 1,078 | 637 | 2.81 |
| Perry | 3.8 | 240 | 735 | 803 | 620 | 519 | 883 | 819 | 1,031 | 754 | 679 | 317 | 200 | 2.87 |
| Pike | 13.3 | 561 | 2,356 | 2,802 | 1,948 | 1,942 | 3,691 | 3,479 | 3,857 | 2,229 | 2,026 | 962 | 747 | 2.75 |
| Pontotoc | 8.5 | 455 | 1,633 | 1,729 | 1,225 | 1,209 | 2,249 | 1,927 | 2,673 | 1,641 | 1,455 | 540 | 264 | 2.67 |
| Prentiss | 8.6 | 476 | 1,528 | 1,645 | 1,356 | 1,251 | 2,344 | 1,963 | 2,735 | 1,737 | 1,341 | 567 | 257 | 2.71 |
| Quitman | 3.4 | 117 | 553 | 617 | 490 | 487 | 1,136 | 866 | 892 | 545 | 488 | 280 | 329 | 2.97 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/91 Total Households (Thousands) | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | Average Household Size |
| **MISSISSIPPI (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Rankin | 31.1 | 1,282 | 6,618 | 8,240 | 5,638 | 4,352 | 4,970 | 5,595 | 9,403 | 6,552 | 6,079 | 2,377 | 1,094 | 2.92 |
| Scott | 8.7 | 445 | 1,668 | 1,750 | 1,306 | 1,296 | 2,235 | 1,951 | 2,469 | 1,645 | 1,416 | 727 | 492 | 2.83 |
| Sharkey | 2.1 | 64 | 389 | 475 | 319 | 289 | 564 | 434 | 479 | 341 | 331 | 220 | 295 | 3.29 |
| Simpson | 8.4 | 328 | 1,599 | 1,770 | 1,298 | 1,255 | 2,150 | 1,931 | 2,419 | 1,557 | 1,369 | 655 | 469 | 2.86 |
| Smith | 5.4 | 237 | 951 | 1,049 | 848 | 838 | 1,477 | 1,165 | 1,690 | 961 | 887 | 413 | 284 | 2.76 |
| Stone | 3.8 | 185 | 743 | 843 | 615 | 530 | 884 | 850 | 1,136 | 704 | 624 | 305 | 181 | 2.95 |
| Sunflower | 9.3 | 370 | 1,716 | 1,860 | 1,295 | 1,281 | 2,778 | 2,388 | 2,179 | 1,436 | 1,395 | 853 | 1,049 | 3.69 |
| Tallahatchie | 5.1 | 160 | 893 | 984 | 742 | 745 | 1,576 | 1,266 | 1,313 | 820 | 732 | 412 | 557 | 3.02 |
| Tate | 7.2 | 299 | 1,382 | 1,537 | 1,245 | 1,000 | 1,737 | 1,374 | 2,118 | 1,358 | 1,329 | 575 | 446 | 3.06 |
| Tippah | 7.3 | 407 | 1,318 | 1,377 | 1,132 | 1,057 | 2,009 | 1,628 | 2,270 | 1,436 | 1,205 | 492 | 269 | 2.71 |
| Tishomingo | 7.1 | 358 | 1,142 | 1,303 | 1,141 | 1,107 | 2,049 | 1,721 | 2,481 | 1,402 | 1,004 | 382 | 110 | 2.49 |
| Tunica | 2.5 | 118 | 465 | 502 | 381 | 333 | 701 | 583 | 600 | 361 | 365 | 251 | 340 | 3.20 |
| Union | 8.4 | 396 | 1,452 | 1,704 | 1,259 | 1,223 | 2,366 | 1,962 | 2,657 | 1,581 | 1,427 | 531 | 242 | 2.64 |
| Walthall | 4.9 | 202 | 858 | 940 | 737 | 751 | 1,412 | 1,103 | 1,456 | 804 | 772 | 407 | 358 | 2.96 |
| Warren | 17.2 | 651 | 3,434 | 3,933 | 2,824 | 2,214 | 4,144 | 4,356 | 4,830 | 3,150 | 2,753 | 1,233 | 878 | 2.74 |
| Washington | 22.5 | 1,003 | 4,580 | 4,898 | 3,376 | 3.124 | 5,519 | 5,306 | 5,783 | 3,811 | 3,553 | 1,991 | 2,056 | 3.00 |
| Wayne | 7.0 | 332 | 1,454 | 1,460 | 1,104 | 989 | 1,661 | 1,504 | 1,972 | 1,360 | 1,253 | 514 | 397 | 2.80 |
| Webster | 3.8 | 150 | 625 | 687 | 559 | 555 | 1,224 | 986 | 1,170 | 657 | 574 | 242 | 171 | 2.63 |
| Wilkinson | 3.3 | 97 | 614 | 642 | 499 | 450 | 998 | 785 | 876 | 599 | 534 | 279 | 227 | 2.88 |
| Winston | 7.0 | 238 | 1,129 | 1,417 | 1,042 | 1,103 | 2.071 | 1,744 | 2,090 | 1,217 | 1,027 | 518 | 404 | 2.77 |
| Yalobusha | 4.6 | 151 | 727 | 856 | 679 | 660 | 1,527 | 1,314 | 1,371 | 765 | 636 | 299 | 215 | 2.61 |
| Yazoo | 8.7 | 342 | 1,540 | 1,658 | 1,239 | 1,331 | 2,590 | 2,213 | 2,391 | 1,370 | 1,314 | 723 | 689 | 2.89 |
| **TOTAL METRO COUNTIES** | **280.4** | **13,975** | **62,943** | **65,870** | **45,687** | **38,399** | **53,526** | **63,854** | **83,154** | **53,478** | **46,401** | **20,471** | **13,042** | **2.82** |
| **TOTAL STATE** | **918.0** | **47,343** | **184,642** | **196,064** | **142,331** | **128,422** | **219,198** | **217,915** | **269,950** | **167,623** | **146,412** | **67,280** | **48,820** | **2.82** |
| **MISSOURI** | | | | | | | | | | | | | | |
| **COLUMBIA** | **42.6** | **5,724** | **11,450** | **9,924** | **5,454** | **3,889** | **6,159** | **11,910** | **14,427** | **7,185** | **6,028** | **2,130** | **920** | **2.68** |
| Boone | 42.6 | 5,724 | 11,450 | 9,924 | 5,454 | 3,889 | 6,159 | 11,910 | 14,427 | 7,185 | 6,028 | 2,130 | 920 | 2.68 |
| **JOPLIN** | **53.6** | **3,205** | **10,301** | **10,762** | **7,909** | **7,296** | **14,127** | **14,023** | **18,366** | **8,934** | **7,791** | **3,127** | **1,359** | **2.54** |
| Jasper | 36.5 | 2,325 | 7,142 | 7,270 | 5,136 | 4,819 | 9,808 | 10,172 | 12,405 | 5,941 | 5,081 | 2,024 | 877 | 2.50 |
| Newton | 17.1 | 880 | 3,159 | 3,492 | 2,773 | 2,477 | 4,319 | 3,851 | 5,961 | 2,993 | 2,710 | 1,103 | 482 | 2.63 |
| **KANSAS CITY** | **618.5** | **31,096** | **143,545** | **145,717** | **97,293** | **78,865** | **121,984** | **163,128** | **198,056** | **105,310** | **93,766** | **38,654** | **19,586** | **2.60** |
| Cass | 23.9 | 1,025 | 5,360 | 5,557 | 4,210 | 3,153 | 4,595 | 4,656 | 7,660 | 4,470 | 4,484 | 1,848 | 782 | 2.79 |
| Clay | 60.4 | 3,161 | 14,477 | 14,369 | 10,138 | 7,859 | 10,396 | 14,430 | 20,426 | 10,880 | 9,530 | 3,676 | 1,458 | 2.60 |
| Jackson | 254.3 | 13,771 | 58,104 | 55,397 | 37,808 | 33,718 | 55,502 | 76,476 | 79,653 | 41,259 | 33,926 | 14,346 | 8,640 | 2.51 |
| Lafayette | 11.9 | 522 | 2,133 | 2,310 | 1,831 | 1,677 | 3,427 | 2,999 | 3,974 | 1,907 | 1,836 | 794 | 390 | 2.65 |
| Platte | 23.2 | 1,152 | 5,675 | 6,240 | 4,478 | 2,578 | 3,077 | 5,401 | 7,682 | 4,293 | 3,836 | 1,442 | 546 | 2.62 |
| Ray | 8.2 | 282 | 1,575 | 1,694 | 1,488 | 1,190 | 1,971 | 1,707 | 2,694 | 1,476 | 1,385 | 645 | 293 | 2.73 |
| *Johnson, Kans.* | *146.3* | *6,523* | *36,638* | *39,742* | *23,975* | *16,594* | *22,828* | *34,272* | *48,815* | *25,718* | *24,608* | *9,414* | *3,473* | *2.60* |
| *Leavenworth, Kans.* | *20.6* | *838* | *4,324* | *5,799* | *3,239* | *2,519* | *3,881* | *4,240* | *6,118* | *3,732* | *4,030* | *1,683* | *797* | *3.24* |
| *Miami, Kans.* | *8.7* | *319* | *1,692* | *1,904* | *1,447* | *1,193* | *2,145* | *1,927* | *2,871* | *1,429* | *1,554* | *610* | *309* | *2.78* |
| *Wyandotte, Kans.* | *61.0* | *3,503* | *13,567* | *12,705* | *8,679* | *8,384* | *14,162* | *17,020* | *18,163* | *10,146* | *8,577* | *4,196* | *2,898* | *2.64* |
| **ST. JOSEPH** | **32.2** | **1,829** | **6,361** | **6,236** | **4,427** | **4,339** | **9,008** | **9,063** | **10,418** | **5,278** | **4,613** | **1,923** | **905** | **2.57** |
| Buchanan | 32.2 | 1,829 | 6,361 | 6,236 | 4,427 | 4,339 | 9,008 | 9,063 | 10,418 | 5,278 | 4,613 | 1,923 | 905 | 2.57 |
| **ST. LOUIS** | **936.3** | **39,739** | **205,413** | **210,366** | **145,959** | **128,495** | **206,328** | **244,607** | **288,787** | **162,248** | **142,965** | **62,648** | **35,045** | **2.64** |
| Franklin | 29.2 | 1,374 | 6,326 | 6,294 | 4,775 | 3,984 | 6,447 | 5,960 | 9,246 | 5,303 | 5,082 | 2,374 | 1,235 | 2.88 |
| Jefferson | 61.3 | 2,835 | 15,798 | 15,355 | 10,708 | 7,626 | 8,978 | 10,404 | 18,403 | 12,660 | 12,260 | 5,221 | 2,352 | 2.89 |
| St. Charles | 81.0 | 3,652 | 22,562 | 22,164 | 14,039 | 8,896 | 9,687 | 14,825 | 24,237 | 15,904 | 16,164 | 6,921 | 2,949 | 2.86 |
| St. Louis | 385.8 | 13,045 | 80,297 | 89,271 | 64,178 | 55,466 | 83,543 | 96,575 | 126,784 | 66,794 | 58,852 | 24,773 | 12,022 | 2.61 |
| St. Louis city | 160.7 | 8,945 | 35,508 | 30,144 | 19,254 | 21,096 | 45,753 | 63,884 | 43,069 | 21,996 | 15,741 | 8,169 | 7,841 | 2.40 |
| *Clinton, Ill.* | *11.7* | *391* | *2,342* | *2,436* | *1,739* | *1,707* | *3,085* | *2,644* | *3,461* | *2,067* | *2,008* | *1,002* | *518* | *2.92* |
| *Jersey, Ill.* | *7.5* | *271* | *1,474* | *1,576* | *1,189* | *1,105* | *1,885* | *1,701* | *2,422* | *1,334* | *1,193* | *578* | *272* | *2.76* |
| *Madison, Ill.* | *95.4* | *4,566* | *19,166* | *20,051* | *14,713* | *13,711* | *23,193* | *23,204* | *30,625* | *17,453* | *15,173* | *6,098* | *2,847* | *2.63* |
| *Monroe, Ill.* | *8.5* | *283* | *1,730* | *1,898* | *1,324* | *1,279* | *1,986* | *1,819* | *2,719* | *1,527* | *1,527* | *629* | *279* | *2.73* |
| *St. Clair, Ill.* | *95.2* | *4,377* | *20,210* | *21,177* | *14,040* | *13,625* | *21,771* | *23,591* | *27,821* | *17,210* | *14,965* | *6,883* | *4,730* | *2.76* |
| **SPRINGFIELD** | **95.7** | **7,858** | **19,942** | **20,743** | **14,132** | **11,909** | **21,116** | **24,715** | **33,559** | **16,478** | **13,836** | **5,049** | **2,063** | **2.59** |
| Christian | 12.8 | 636 | 2,858 | 3,126 | 2,062 | 1,613 | 2,505 | 2,322 | 4,444 | 2,465 | 2,352 | 901 | 316 | 2.74 |
| Greene | 82.9 | 7,222 | 17,084 | 17,617 | 12,070 | 10,296 | 18,611 | 22,393 | 29,115 | 14,013 | 11,484 | 4,148 | 1,747 | 2.57 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Adair | 8.9 | 1,389 | 1,682 | 1,664 | 1,097 | 898 | 2,170 | 2,737 | 2,995 | 1,427 | 1,137 | 436 | 168 | 2.73 |
| Andrew | 5.6 | 226 | 1,030 | 1,259 | 875 | 761 | 1,449 | 1,268 | 1,887 | 959 | 985 | 360 | 141 | 2.64 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average House-hold Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **MISSOURI (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Atchison | 2.9 | 144 | 429 | 541 | 378 | 416 | 992 | 842 | 1,091 | 393 | 368 | 159 | 47 | 2.48 |
| Audrain | 9.0 | 359 | 1,539 | 1,733 | 1,271 | 1,250 | 2,848 | 2,337 | 3,196 | 1,446 | 1,213 | 535 | 273 | 2.58 |
| Barry | 11.2 | 515 | 1,882 | 1,913 | 1,708 | 1,711 | 3,471 | 2,680 | 4,254 | 1,777 | 1,520 | 618 | 351 | 2.53 |
| Barton | 4.6 | 195 | 828 | 803 | 600 | 624 | 1,550 | 1,311 | 1,585 | 656 | 626 | 293 | 129 | 2.48 |
| Bates | 6.0 | 224 | 952 | 1,080 | 843 | 915 | 1,986 | 1,564 | 2,172 | 873 | 843 | 380 | 168 | 2.52 |
| Benton | 5.9 | 154 | 703 | 868 | 888 | 1,174 | 2,113 | 1,482 | 2,551 | 764 | 667 | 300 | 136 | 2.39 |
| Bollinger | 4.0 | 165 | 632 | 754 | 601 | 625 | 1,223 | 840 | 1,423 | 711 | 612 | 253 | 161 | 2.70 |
| Boone | 42.6 | 5,724 | 11,450 | 9,924 | 5,454 | 3,889 | 6,159 | 11,910 | 14,427 | 7,185 | 6,028 | 2,130 | 920 | 2.68 |
| Buchanan | 32.2 | 1,829 | 6,361 | 6,236 | 4,427 | 4,339 | 9,008 | 9,063 | 10,418 | 5,278 | 4,613 | 1,923 | 905 | 2.57 |
| Butler | 15.3 | 747 | 2,668 | 2,890 | 2,282 | 2,385 | 4,328 | 3,981 | 5,274 | 2,683 | 2,166 | 820 | 376 | 2.53 |
| Caldwell | 3.2 | 111 | 518 | 552 | 473 | 464 | 1,082 | 807 | 1,138 | 487 | 451 | 207 | 110 | 2.63 |
| Callaway | 11.6 | 556 | 2,402 | 2,613 | 1,813 | 1,563 | 2,653 | 2,580 | 3,883 | 2,074 | 1,944 | 793 | 326 | 2.91 |
| Camden | 11.8 | 431 | 1,745 | 2,032 | 1,917 | 2,309 | 3,366 | 2,478 | 5,390 | 1,768 | 1,391 | 554 | 219 | 2.42 |
| Cape Girardeau | 23.8 | 2,109 | 4,849 | 4,995 | 3,328 | 2,922 | 5,597 | 6,144 | 8,147 | 4,094 | 3,566 | 1,241 | 608 | 2.62 |
| Carroll | 4.3 | 151 | 650 | 733 | 602 | 588 | 1,576 | 1,288 | 1,462 | 585 | 582 | 271 | 112 | 2.44 |
| Carter | 2.1 | 84 | 341 | 383 | 336 | 342 | 614 | 566 | 670 | 339 | 312 | 128 | 85 | 2.67 |
| Cass | 23.9 | 1,025 | 5,360 | 5,557 | 4,210 | 3,153 | 4,595 | 4,656 | 7,660 | 4,470 | 4,484 | 1,848 | 782 | 2.79 |
| Cedar | 5.0 | 184 | 656 | 737 | 696 | 840 | 1,887 | 1,393 | 1,965 | 688 | 557 | 263 | 134 | 2.42 |
| Chariton | 3.6 | 113 | 551 | 582 | 493 | 532 | 1,329 | 1,008 | 1,263 | 503 | 465 | 238 | 123 | 2.50 |
| Christian | 12.8 | 636 | 2,858 | 3,126 | 2,062 | 1,613 | 2,505 | 2,322 | 4,444 | 2,465 | 2,352 | 901 | 316 | 2.74 |
| Clark | 2.8 | 117 | 457 | 550 | 447 | 394 | 835 | 698 | 943 | 435 | 418 | 206 | 100 | 2.64 |
| Clay | 60.4 | 3,161 | 14,477 | 14,369 | 10,138 | 7,859 | 10,396 | 14,430 | 20,426 | 10,880 | 9,530 | 3,676 | 1,458 | 2.60 |
| Clinton | 6.3 | 221 | 1,157 | 1,291 | 1,126 | 903 | 1,602 | 1,472 | 2,071 | 1,071 | 1,029 | 430 | 227 | 2.67 |
| Cole | 23.4 | 1,368 | 5,156 | 5,541 | 3,445 | 2,929 | 4,961 | 6,512 | 7,174 | 3,966 | 3,586 | 1,479 | 683 | 2.75 |
| Cooper | 5.3 | 202 | 933 | 1,015 | 749 | 706 | 1,695 | 1,346 | 1,813 | 908 | 743 | 324 | 166 | 2.79 |
| Crawford | 7.5 | 289 | 1,354 | 1,368 | 1,112 | 1,165 | 2,212 | 1,754 | 2,612 | 1,231 | 1,159 | 496 | 248 | 2.63 |
| Dade | 3.0 | 112 | 473 | 516 | 381 | 460 | 1,058 | 845 | 1,078 | 434 | 377 | 182 | 84 | 2.50 |
| Dallas | 5.1 | 216 | 857 | 871 | 752 | 783 | 1,621 | 1,227 | 1,857 | 820 | 686 | 340 | 170 | 2.57 |
| Daviess | 3.0 | 99 | 459 | 469 | 455 | 458 | 1,060 | 779 | 1,076 | 434 | 390 | 195 | 126 | 2.60 |
| De Kalb | 3.3 | 141 | 703 | 735 | 610 | 584 | 527 | 838 | 1,152 | 497 | 473 | 233 | 107 | 3.30 |
| Dent | 5.3 | 205 | 825 | 942 | 819 | 818 | 1,691 | 1,286 | 1,892 | 914 | 716 | 330 | 162 | 2.58 |
| Douglas | 4.7 | 207 | 709 | 831 | 769 | 753 | 1,431 | 1,136 | 1,691 | 757 | 657 | 287 | 172 | 2.55 |
| Dunklin | 12.9 | 593 | 2,111 | 2,305 | 2,009 | 1,872 | 4,010 | 3,563 | 4,232 | 2,320 | 1,681 | 702 | 402 | 2.53 |
| Franklin | 29.2 | 1,374 | 6,326 | 6,294 | 4,775 | 3,984 | 6,447 | 5,960 | 9,246 | 5,303 | 5,082 | 2,374 | 1,235 | 2.88 |
| Gasconade | 5.7 | 197 | 1,022 | 982 | 729 | 833 | 1,937 | 1,542 | 1,974 | 922 | 777 | 347 | 138 | 2.49 |
| Gentry | 2.6 | 94 | 415 | 353 | 348 | 354 | 1,036 | 775 | 910 | 371 | 312 | 161 | 71 | 2.54 |
| Greene | 82.9 | 7,222 | 17,084 | 17,617 | 12,070 | 10,296 | 18,611 | 22,393 | 29,115 | 14,013 | 11,484 | 4,148 | 1,747 | 2.57 |
| Grundy | 4.3 | 164 | 663 | 717 | 603 | 629 | 1,524 | 1,284 | 1,554 | 592 | 579 | 190 | 101 | 2.40 |
| Harrison | 3.5 | 129 | 517 | 510 | 468 | 542 | 1,334 | 1,055 | 1,311 | 491 | 384 | 185 | 74 | 2.37 |
| Henry | 8.2 | 339 | 1,307 | 1,413 | 1,178 | 1,166 | 2,797 | 2,332 | 2,902 | 1,237 | 1,102 | 459 | 168 | 2.45 |
| Hickory | 3.2 | 80 | 303 | 411 | 394 | 659 | 1,353 | 794 | 1,538 | 396 | 281 | 123 | 68 | 2.31 |
| Holt | 2.4 | 77 | 362 | 433 | 305 | 317 | 906 | 701 | 848 | 323 | 319 | 140 | 69 | 2.46 |
| Howard | 3.6 | 152 | 620 | 650 | 490 | 492 | 1,196 | 1,016 | 1,211 | 560 | 486 | 204 | 123 | 2.67 |
| Howell | 12.5 | 637 | 2,089 | 2,336 | 1,916 | 1,871 | 3,651 | 3,111 | 4,394 | 2,143 | 1,773 | 727 | 352 | 2.55 |
| Iron | 4.0 | 162 | 681 | 703 | 603 | 641 | 1,210 | 954 | 1,389 | 690 | 551 | 267 | 149 | 2.68 |
| Jackson | 254.3 | 13,771 | 58,104 | 55,397 | 37,808 | 33,718 | 55,502 | 76,476 | 79,653 | 41,259 | 33,926 | 14,346 | 8,640 | 2.51 |
| Jasper | 36.5 | 2,325 | 7,142 | 7,270 | 5,136 | 4,819 | 9,808 | 10,172 | 12,405 | 5,941 | 5,081 | 2,024 | 877 | 2.50 |
| Jefferson | 61.3 | 2,835 | 15,798 | 15,355 | 10,708 | 7,626 | 8,978 | 10,404 | 18,403 | 12,660 | 12,260 | 5,221 | 2,352 | 2.89 |
| Johnson | 14.8 | 2,108 | 3,637 | 2,834 | 1,978 | 1,604 | 2,639 | 3,260 | 5,188 | 2,569 | 2,449 | 935 | 399 | 2.94 |
| Knox | 1.8 | 62 | 267 | 269 | 269 | 291 | 642 | 565 | 637 | 242 | 211 | 95 | 50 | 2.39 |
| Laclede | 10.6 | 607 | 2,016 | 1,987 | 1,625 | 1,492 | 2,873 | 2,507 | 3,669 | 1,843 | 1,639 | 665 | 277 | 2.60 |
| Lafayette | 11.9 | 522 | 2,133 | 2,310 | 1,831 | 1,677 | 3,427 | 2,999 | 3,974 | 1,907 | 1,836 | 794 | 390 | 2.65 |
| Lawrence | 11.9 | 594 | 2,100 | 2,161 | 1,830 | 1,598 | 3,617 | 3,046 | 4,090 | 1,907 | 1,775 | 717 | 365 | 2.58 |
| Lewis | 3.6 | 176 | 628 | 622 | 555 | 496 | 1,123 | 967 | 1,266 | 534 | 488 | 250 | 95 | 2.78 |
| Lincoln | 10.9 | 454 | 2,516 | 2,371 | 1,795 | 1,430 | 2,334 | 2,300 | 3,278 | 2,032 | 1,936 | 904 | 450 | 2.80 |
| Linn | 5.7 | 192 | 922 | 939 | 697 | 840 | 2,110 | 1,806 | 1,937 | 788 | 686 | 327 | 156 | 2.40 |
| Livingston | 5.6 | 250 | 917 | 1,000 | 825 | 789 | 1,819 | 1,632 | 1,868 | 846 | 773 | 340 | 141 | 2.59 |
| McDonald | 6.5 | 358 | 1,255 | 1,178 | 1,021 | 987 | 1,701 | 1,485 | 2,265 | 1,114 | 959 | 430 | 247 | 2.66 |
| Macon | 6.1 | 238 | 962 | 1,083 | 873 | 827 | 2,117 | 1,675 | 2,182 | 938 | 827 | 317 | 161 | 2.51 |
| Madison | 4.5 | 202 | 752 | 773 | 599 | 730 | 1,444 | 1,113 | 1,569 | 779 | 661 | 262 | 116 | 2.53 |
| Maries | 3.0 | 107 | 499 | 514 | 499 | 502 | 879 | 716 | 1,039 | 477 | 444 | 215 | 109 | 2.70 |
| Marion | 10.7 | 520 | 2,003 | 2,147 | 1,380 | 1,437 | 3,213 | 3,085 | 3,345 | 1,686 | 1,560 | 684 | 340 | 2.57 |
| Mercer | 1.5 | 38 | 193 | 230 | 177 | 263 | 599 | 465 | 565 | 183 | 180 | 74 | 33 | 2.33 |
| Miller | 8.1 | 425 | 1,538 | 1,582 | 1,199 | 1,177 | 2,179 | 2,066 | 2,712 | 1,303 | 1,186 | 563 | 270 | 2.59 |
| Mississippi | 5.4 | 231 | 950 | 991 | 841 | 781 | 1,606 | 1,356 | 1,668 | 1,003 | 802 | 335 | 236 | 2.65 |
| Moniteau | 4.6 | 204 | 842 | 893 | 670 | 594 | 1,397 | 1,194 | 1,466 | 748 | 706 | 338 | 148 | 2.67 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average Household Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **MISSOURI (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Monroe | 3.5 | 124 | 591 | 645 | 522 | 485 | 1,133 | 983 | 1,163 | 472 | 484 | 253 | 145 | 2.57 |
| Montgomery | 4.4 | 148 | 733 | 757 | 663 | 645 | 1,454 | 1,184 | 1,432 | 694 | 663 | 282 | 145 | 2.59 |
| Morgan | 6.4 | 240 | 895 | 969 | 1,019 | 1,184 | 2,093 | 1,534 | 2,693 | 912 | 757 | 312 | 192 | 2.48 |
| New Madrid | 7.6 | 389 | 1,389 | 1,445 | 1,173 | 1,092 | 2,112 | 1,881 | 2,285 | 1,419 | 1,226 | 502 | 287 | 2.68 |
| Newton | 17.1 | 880 | 3,159 | 3,492 | 2,773 | 2,477 | 4,319 | 3,851 | 5,961 | 2,993 | 2,710 | 1,103 | 482 | 2.63 |
| Nodaway | 7.5 | 859 | 1,397 | 1,298 | 930 | 876 | 2,140 | 2,067 | 2,600 | 1,078 | 1,050 | 472 | 233 | 2.89 |
| Oregon | 3.8 | 135 | 500 | 659 | 600 | 648 | 1,258 | 975 | 1,404 | 618 | 554 | 179 | 70 | 2.47 |
| Osage | 4.3 | 205 | 797 | 837 | 620 | 603 | 1,238 | 980 | 1,301 | 707 | 684 | 403 | 225 | 2.79 |
| Ozark | 3.6 | 103 | 450 | 607 | 532 | 691 | 1,217 | 844 | 1,502 | 529 | 452 | 184 | 89 | 2.44 |
| Pemiscot | 8.2 | 449 | 1,354 | 1,490 | 1,152 | 1,185 | 2,570 | 2,303 | 2,382 | 1,401 | 1,153 | 530 | 431 | 2.63 |
| Perry | 6.1 | 263 | 1,110 | 1,227 | 815 | 833 | 1,852 | 1,461 | 1,951 | 987 | 937 | 523 | 241 | 2.74 |
| Pettis | 14.2 | 735 | 2,744 | 2,674 | 2,012 | 2,044 | 3,991 | 3,736 | 4,871 | 2,368 | 1,997 | 840 | 388 | 2.51 |
| Phelps | 13.5 | 1,220 | 2,705 | 2,603 | 2,039 | 1,787 | 3,146 | 3,580 | 4,648 | 2,318 | 1,922 | 720 | 312 | 2.64 |
| Pike | 6.1 | 253 | 1,009 | 1,132 | 937 | 960 | 1,809 | 1,596 | 2,037 | 960 | 853 | 423 | 231 | 2.61 |
| Platte | 23.2 | 1,152 | 5,675 | 6,240 | 4,478 | 2,578 | 3,077 | 5,401 | 7,682 | 4,293 | 3,836 | 1,442 | 546 | 2.62 |
| Polk | 8.2 | 628 | 1,436 | 1,450 | 1,155 | 1,098 | 2,433 | 1,908 | 2,985 | 1,373 | 1,211 | 496 | 227 | 2.73 |
| Pulaski | 12.3 | 926 | 3,687 | 2,898 | 1,553 | 1,364 | 1,872 | 2,259 | 3,584 | 2,500 | 2,458 | 1,062 | 437 | 3.32 |
| Putnam | 2.1 | 67 | 282 | 319 | 273 | 339 | 820 | 648 | 783 | 274 | 236 | 126 | 33 | 2.33 |
| Ralls | 3.2 | 123 | 529 | 679 | 493 | 435 | 941 | 698 | 1,154 | 542 | 512 | 195 | 99 | 2.66 |
| Randolph | 8.9 | 520 | 1,587 | 1,757 | 1,266 | 1,125 | 2,645 | 2,438 | 2,912 | 1,472 | 1,239 | 590 | 249 | 2.72 |
| Ray | 8.2 | 282 | 1,575 | 1,694 | 1,488 | 1,190 | 1,971 | 1,707 | 2,694 | 1,476 | 1,385 | 645 | 293 | 2.73 |
| Reynolds | 2.5 | 87 | 423 | 448 | 401 | 424 | 717 | 539 | 926 | 428 | 382 | 156 | 69 | 2.60 |
| Ripley | 4.9 | 190 | 737 | 790 | 752 | 862 | 1,569 | 1,262 | 1,704 | 774 | 698 | 290 | 172 | 2.53 |
| St. Charles | 81.0 | 3,652 | 22,562 | 22,164 | 14,039 | 8,896 | 9,687 | 14,825 | 24,237 | 15,904 | 16,164 | 6,921 | 2,949 | 2.86 |
| St. Clair | 3.5 | 122 | 485 | 491 | 482 | 618 | 1,302 | 1,002 | 1,335 | 452 | 451 | 178 | 82 | 2.43 |
| Ste. Genevieve | 5.9 | 192 | 1,157 | 1,265 | 889 | 917 | 1,480 | 1,229 | 1,888 | 973 | 1,047 | 536 | 227 | 2.78 |
| St. Francois | 18.3 | 843 | 3,427 | 3,523 | 2,722 | 2,696 | 5,089 | 4,305 | 6,194 | 3,269 | 2,767 | 1,201 | 564 | 2.75 |
| St. Louis | 385.8 | 13,045 | 80,297 | 89,271 | 64,178 | 55,466 | 83,543 | 96,575 | 126,784 | 66,794 | 58,852 | 24,773 | 12,022 | 2.61 |
| St. Louis city | 160.7 | 8,945 | 35,508 | 30,144 | 19,254 | 21,096 | 45,753 | 63,884 | 43,069 | 21,996 | 15,741 | 8,169 | 7,841 | 2.40 |
| Saline | 8.9 | 394 | 1,532 | 1,698 | 1,257 | 1,200 | 2,819 | 2,540 | 2,987 | 1,370 | 1,217 | 536 | 250 | 2.63 |
| Schuyler | 1.7 | 53 | 255 | 292 | 232 | 220 | 648 | 485 | 611 | 242 | 234 | 97 | 31 | 2.41 |
| Scotland | 1.9 | 71 | 292 | 304 | 267 | 262 | 704 | 579 | 673 | 267 | 227 | 93 | 61 | 2.47 |
| Scott | 14.9 | 700 | 2,870 | 3,165 | 2,324 | 1,951 | 3,890 | 3,585 | 4,614 | 2,717 | 2,504 | 966 | 514 | 2.66 |
| Shannon | 2.9 | 132 | 494 | 519 | 477 | 443 | 835 | 673 | 1,026 | 486 | 442 | 188 | 85 | 2.62 |
| Shelby | 2.8 | 95 | 451 | 451 | 384 | 369 | 1,050 | 882 | 937 | 406 | 336 | 169 | 70 | 2.43 |
| Stoddard | 11.4 | 525 | 1,864 | 2,122 | 1,844 | 1,633 | 3,412 | 2,854 | 4,016 | 2,012 | 1,673 | 604 | 241 | 2.54 |
| Stone | 8.2 | 329 | 1,076 | 1,287 | 1,245 | 1,572 | 2,691 | 1,797 | 3,724 | 1,160 | 971 | 380 | 168 | 2.41 |
| Sullivan | 2.6 | 115 | 347 | 386 | 358 | 372 | 1,022 | 789 | 954 | 373 | 312 | 119 | 53 | 2.38 |
| Taney | 10.7 | 466 | 1,563 | 1,757 | 1,529 | 1,776 | 3,609 | 2,633 | 4,583 | 1,562 | 1,214 | 485 | 223 | 2.47 |
| Texas | 8.5 | 377 | 1,395 | 1,568 | 1,313 | 1,374 | 2,473 | 2,140 | 2,985 | 1,392 | 1,239 | 498 | 246 | 2.53 |
| Vernon | 7.3 | 340 | 1,216 | 1,418 | 1,037 | 1,075 | 2,214 | 2,077 | 2,512 | 1,027 | 1,002 | 469 | 213 | 2.59 |
| Warren | 7.4 | 285 | 1,541 | 1,566 | 1,199 | 1,027 | 1,782 | 1,517 | 2,507 | 1,251 | 1,230 | 593 | 302 | 2.77 |
| Washington | 7.2 | 358 | 1,444 | 1,482 | 1,185 | 1,073 | 1,658 | 1,444 | 2,127 | 1,433 | 1,225 | 611 | 360 | 2.90 |
| Wayne | 4.6 | 184 | 666 | 680 | 715 | 847 | 1,508 | 1,085 | 1,814 | 745 | 595 | 237 | 124 | 2.54 |
| Webster | 8.7 | 467 | 1,654 | 1,802 | 1,461 | 1,181 | 2,135 | 1,759 | 2,924 | 1,598 | 1,442 | 625 | 352 | 2.83 |
| Worth | 1.0 | 42 | 135 | 133 | 127 | 156 | 407 | 350 | 343 | 127 | 111 | 46 | 23 | 2.30 |
| Wright | 6.5 | 318 | 1,140 | 1,115 | 947 | 995 | 1,985 | 1,705 | 2,189 | 1,029 | 932 | 410 | 235 | 2.58 |
| **TOTAL METRO COUNTIES** | **1,324.0** | **68,380** | **295,869** | **296,460** | **204,829** | **174,676** | **2[illegible],786** | **357,028** | **420,598** | **224,817** | **195,364** | **82,438** | **43,755** | **2.60** |
| **TOTAL STATE** | **1,986.9** | **102,876** | **414,455** | **420,816** | **302,472** | **270,599** | **475,682** | **524,898** | **650,570** | **333,265** | **291,169** | **123,324** | **63,674** | **2.61** |
| **MONTANA** | | | | | | | | | | | | | | |
| **BILLINGS** | **44.5** | **2,584** | **9,537** | **10,722** | **6,732** | **5,684** | **9,241** | **11,980** | **15,107** | **6,961** | **6,496** | **2,711** | **1,245** | **2.53** |
| Yellowstone | 44.5 | 2,584 | 9,537 | 10,722 | 6,732 | 5,684 | 9,241 | 11,980 | 15,107 | 6,961 | 6,496 | 2,711 | 1,245 | 2.53 |
| **GREAT FALLS** | **30.3** | **1,785** | **6,662** | **6,576** | **4,695** | **4,043** | **6,539** | **8,087** | **10,189** | **4,872** | **4,496** | **1,764** | **892** | **2.57** |
| Cascade | 30.3 | 1,785 | 6,662 | 6,576 | 4,695 | 4,043 | 6,539 | 8,087 | 10,189 | 4,872 | 4,496 | 1,764 | 892 | 2.57 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Beaverhead | 3.3 | 234 | 645 | 727 | 510 | 422 | 762 | 944 | 1,090 | 467 | 457 | 239 | 103 | 2.61 |
| Big Horn | 3.4 | 141 | 701 | 848 | 613 | 438 | 659 | 634 | 848 | 539 | 578 | 401 | 400 | 3.35 |
| Blaine | 2.4 | 100 | 467 | 525 | 369 | 331 | 608 | 644 | 687 | 331 | 343 | 227 | 168 | 2.79 |
| Broadwater | 1.3 | 35 | 209 | 290 | 204 | 198 | 364 | 351 | 442 | 187 | 185 | 93 | 42 | 2.62 |
| Carbon | 3.2 | 58 | 465 | 735 | 454 | 453 | 1,035 | 892 | 1,181 | 406 | 417 | 212 | 92 | 2.50 |
| Carter | .6 | 15 | 96 | 100 | 99 | 88 | 202 | 187 | 174 | 99 | 77 | 45 | 18 | 2.50 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average Household Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **MONTANA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Cascade | 30.3 | 1,785 | 6,662 | 6,576 | 4,695 | 4,043 | 6,539 | 8,087 | 10,189 | 4,872 | 4,496 | 1,764 | 892 | 2.57 |
| Chouteau | 2.0 | 56 | 352 | 433 | 296 | 301 | 562 | 501 | 697 | 289 | 301 | 139 | 73 | 2.70 |
| Custer | 4.6 | 220 | 848 | 959 | 641 | 644 | 1,288 | 1,368 | 1,532 | 659 | 620 | 286 | 135 | 2.52 |
| Daniels | .9 | 14 | 116 | 165 | 134 | 148 | 323 | 272 | 321 | 110 | 106 | 67 | 24 | 2.44 |
| Dawson | 3.5 | 150 | 618 | 768 | 528 | 511 | 925 | 945 | 1,170 | 485 | 547 | 243 | 110 | 2.57 |
| Deer Lodge | 4.0 | 132 | 567 | 801 | 563 | 623 | 1,314 | 1,319 | 1,302 | 593 | 528 | 173 | 85 | 2.53 |
| Fallon | 1.1 | 30 | 195 | 236 | 145 | 198 | 296 | 267 | 389 | 140 | 154 | 107 | 43 | 2.64 |
| Fergus | 4.6 | 149 | 723 | 937 | 683 | 675 | 1,433 | 1,301 | 1,589 | 621 | 610 | 327 | 152 | 2.61 |
| Flathead | 23.3 | 902 | 4,304 | 6,250 | 3,835 | 3,022 | 4,987 | 5,715 | 8,155 | 3,580 | 3,622 | 1,535 | 693 | 2.58 |
| Gallatin | 19.4 | 2,262 | 4,661 | 4,964 | 2,647 | 1,838 | 3,028 | 4,768 | 7,012 | 3,146 | 2,811 | 1,173 | 490 | 2.64 |
| Garfield | .6 | 16 | 101 | 134 | 87 | 89 | 173 | 160 | 182 | 84 | 96 | 50 | 28 | 2.67 |
| Glacier | 3.8 | 161 | 865 | 867 | 637 | 498 | 772 | 840 | 1,000 | 578 | 610 | 421 | 351 | 3.24 |
| Golden Valley | .3 | 8 | 38 | 58 | 39 | 53 | 104 | 85 | 109 | 40 | 37 | 17 | 12 | 3.00 |
| Granite | 1.0 | 29 | 146 | 208 | 165 | 133 | 319 | 302 | 345 | 139 | 133 | 48 | 33 | 2.50 |
| Hill | 6.5 | 410 | 1,371 | 1,567 | 889 | 853 | 1,410 | 1,728 | 2,015 | 956 | 1,043 | 473 | 285 | 2.74 |
| Jefferson | 3.0 | 85 | 528 | 862 | 596 | 375 | 554 | 654 | 1,045 | 429 | 528 | 235 | 109 | 2.77 |
| Judith Basin | .9 | 19 | 152 | 180 | 154 | 120 | 275 | 244 | 331 | 119 | 137 | 48 | 21 | 2.56 |
| Lake | 8.1 | 343 | 1,306 | 1,765 | 1,242 | 1,195 | 2,249 | 1,986 | 2,877 | 1,168 | 1,082 | 570 | 417 | 2.67 |
| Lewis and Clark | 19.0 | 906 | 3,865 | 5,116 | 3,148 | 2,282 | 3,683 | 5,418 | 6,168 | 3,028 | 2,733 | 1,150 | 503 | 2.54 |
| Liberty | .8 | 21 | 146 | 186 | 113 | 118 | 216 | 228 | 259 | 95 | 120 | 63 | 35 | 2.88 |
| Lincoln | 6.7 | 272 | 1,219 | 1,631 | 1,197 | 933 | 1,448 | 1,590 | 2,350 | 1,024 | 1,011 | 483 | 242 | 2.61 |
| McCone | .8 | 26 | 142 | 170 | 104 | 126 | 232 | 184 | 282 | 97 | 143 | 71 | 23 | 2.75 |
| Madison | 2.4 | 69 | 382 | 513 | 391 | 360 | 685 | 688 | 859 | 316 | 319 | 153 | 65 | 2.50 |
| Meagher | .7 | 19 | 117 | 147 | 98 | 124 | 195 | 207 | 254 | 96 | 81 | 42 | 20 | 2.57 |
| Mineral | 1.3 | 50 | 227 | 305 | 226 | 206 | 286 | 360 | 441 | 178 | 185 | 93 | 43 | 2.54 |
| Missoula | 31.1 | 2,813 | 6,977 | 8,179 | 4,633 | 3,234 | 5,264 | 8,630 | 10,461 | 4,975 | 4,385 | 1,792 | 857 | 2.56 |
| Musselshell | 1.6 | 37 | 192 | 342 | 229 | 241 | 559 | 516 | 536 | 195 | 195 | 103 | 55 | 2.44 |
| Park | 5.6 | 176 | 995 | 1,396 | 788 | 756 | 1,489 | 1,597 | 1,986 | 760 | 721 | 335 | 201 | 2.59 |
| Petroleum | .2 | 6 | 42 | 40 | 28 | 34 | 50 | 47 | 81 | 26 | 28 | 10 | 8 | 2.50 |
| Phillips | 1.9 | 75 | 368 | 389 | 280 | 264 | 524 | 519 | 595 | 283 | 276 | 152 | 75 | 2.68 |
| Pondera | 2.2 | 99 | 417 | 436 | 325 | 336 | 587 | 567 | 738 | 278 | 334 | 184 | 99 | 2.95 |
| Powder River | .8 | 27 | 127 | 185 | 125 | 121 | 215 | 241 | 252 | 121 | 108 | 53 | 25 | 2.50 |
| Powell | 2.2 | 78 | 368 | 461 | 374 | 312 | 607 | 640 | 743 | 325 | 289 | 141 | 62 | 3.05 |
| Prairie | .5 | 11 | 54 | 95 | 67 | 78 | 195 | 137 | 195 | 62 | 65 | 29 | 12 | 2.60 |
| Ravalli | 10.0 | 283 | 1,416 | 2,271 | 1,747 | 1,472 | 2,811 | 2,435 | 3,808 | 1,460 | 1,369 | 564 | 364 | 2.56 |
| Richland | 3.7 | 154 | 806 | 858 | 521 | 488 | 873 | 913 | 1,159 | 552 | 588 | 340 | 148 | 2.73 |
| Roosevelt | 3.7 | 157 | 810 | 874 | 561 | 497 | 801 | 857 | 996 | 573 | 594 | 373 | 307 | 3.00 |
| Rosebud | 3.5 | 147 | 794 | 1,037 | 614 | 406 | 502 | 762 | 921 | 558 | 615 | 380 | 264 | 3.00 |
| Sanders | 3.4 | 109 | 488 | 792 | 567 | 488 | 956 | 937 | 1,183 | 464 | 438 | 227 | 151 | 2.53 |
| Sheridan | 1.9 | 35 | 296 | 393 | 241 | 281 | 654 | 540 | 687 | 236 | 275 | 108 | 54 | 2.47 |
| Silver Bow | 13.8 | 672 | 2,373 | 2,757 | 2,024 | 1,947 | 4,027 | 4,468 | 4,297 | 2,016 | 1,847 | 800 | 372 | 2.43 |
| Stillwater | 2.6 | 71 | 450 | 594 | 415 | 340 | 730 | 636 | 926 | 375 | 407 | 176 | 80 | 2.65 |
| Sweet Grass | 1.3 | 31 | 174 | 273 | 196 | 188 | 438 | 392 | 449 | 169 | 167 | 82 | 41 | 2.46 |
| Teton | 2.3 | 75 | 352 | 459 | 358 | 337 | 719 | 622 | 834 | 275 | 300 | 168 | 101 | 2.74 |
| Toole | 1.9 | 69 | 348 | 414 | 300 | 239 | 530 | 591 | 607 | 272 | 245 | 131 | 54 | 2.58 |
| Treasure | .3 | 11 | 47 | 62 | 47 | 51 | 82 | 72 | 101 | 51 | 46 | 22 | 8 | 3.00 |
| Valley | 3.2 | 94 | 529 | 678 | 489 | 502 | 908 | 909 | 1,093 | 428 | 444 | 222 | 104 | 2.50 |
| Wheatland | .8 | 28 | 116 | 147 | 107 | 120 | 282 | 267 | 290 | 77 | 90 | 50 | 26 | 2.75 |
| Wibaux | .5 | 13 | 89 | 83 | 68 | 82 | 165 | 195 | 137 | 63 | 56 | 33 | 16 | 2.40 |
| Yellowstone | 44.5 | 2,584 | 9,537 | 10,722 | 6,732 | 5,684 | 9,241 | 11,980 | 15,107 | 6,961 | 6,496 | 2,711 | 1,245 | 2.53 |
| **TOTAL METRO COUNTIES** | **74.8** | **4,369** | **16,199** | **17,298** | **11,427** | **9,727** | **15,780** | **20,067** | **25,296** | **11,833** | **10,992** | **4,475** | **2,137** | **2.55** |
| **TOTAL STATE** | **307.3** | **16,572** | **60,399** | **72,960** | **47,338** | **39,896** | **70,135** | **82,339** | **103,477** | **46,426** | **44,488** | **20,134** | **10,436** | **2.61** |
| **NEBRASKA** | | | | | | | | | | | | | | |
| **LINCOLN** | **84.3** | **8,326** | **20,553** | **19,375** | **11,134** | **9,212** | **15,700** | **23,582** | **28,791** | **13,310** | **11,884** | **4,717** | **2,016** | **2.58** |
| Lancaster | 84.3 | 8,326 | 20,553 | 19,375 | 11,134 | 9,212 | 15,700 | 23,582 | 28,791 | 13,310 | 11,884 | 4,717 | 2,016 | 2.58 |
| **OMAHA** | **235.2** | **14,123** | **57,259** | **55,846** | **35,209** | **29,220** | **43,543** | **60,635** | **72,589** | **39,791** | **37,033** | **16,790** | **8,362** | **2.66** |
| Douglas | 162.7 | 10,373 | 39,426 | 37,571 | 23,637 | 20,098 | 31,595 | 46,463 | 50,202 | 26,262 | 23,287 | 10,825 | 5,661 | 2.59 |
| Sarpy | 35.0 | 2,038 | 10,252 | 10,217 | 5,792 | 3,609 | 3,092 | 5,371 | 9,841 | 7,210 | 7,797 | 3,256 | 1,525 | 3.02 |
| Washington | 6.2 | 190 | 1,138 | 1,487 | 1,031 | 871 | 1,483 | 1,381 | 2,101 | 988 | 1,029 | 482 | 219 | 2.73 |
| *Pottawattamie, Iowa* | *31.3* | *1,522* | *6,443* | *6,571* | *4,749* | *4,642* | *7,373* | *7,420* | *10,445* | *5,331* | *4,920* | *2,227* | *957* | *2.64* |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average House-hold Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **NEBRASKA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Adams | 11.5 | 671 | 2,329 | 2,300 | 1,538 | 1,440 | 3,222 | 3,369 | 3,936 | 1,619 | 1,690 | 652 | 234 | 2.57 |
| Antelope | 3.0 | 94 | 524 | 555 | 368 | 421 | 1,038 | 817 | 1,053 | 339 | 365 | 281 | 145 | 2.60 |
| Arthur | .2 | 5 | 39 | 30 | 33 | 29 | 64 | 49 | 82 | 26 | 20 | 14 | 9 | 2.50 |
| Banner | .3 | 8 | 48 | 60 | 53 | 48 | 83 | 59 | 117 | 37 | 49 | 28 | 10 | 2.67 |
| Blaine | .3 | 12 | 49 | 50 | 47 | 49 | 93 | 108 | 93 | 44 | 26 | 13 | 16 | 2.33 |
| Boone | 2.5 | 91 | 449 | 405 | 326 | 375 | 854 | 704 | 832 | 307 | 349 | 194 | 114 | 2.64 |
| Box Butte | 4.8 | 175 | 1,100 | 1,193 | 643 | 540 | 1,149 | 1,287 | 1,430 | 689 | 814 | 392 | 188 | 2.69 |
| Boyd | 1.1 | 23 | 152 | 188 | 129 | 161 | 447 | 342 | 399 | 124 | 105 | 80 | 50 | 2.55 |
| Brown | 1.5 | 46 | 234 | 268 | 201 | 214 | 537 | 516 | 491 | 185 | 183 | 87 | 38 | 2.33 |
| Buffalo | 14.0 | 1,796 | 2,995 | 2,900 | 1,669 | 1,569 | 3,071 | 3,705 | 4,660 | 2,150 | 2,113 | 967 | 405 | 2.70 |
| Burt | 3.1 | 104 | 463 | 557 | 410 | 480 | 1,086 | 916 | 1,117 | 355 | 369 | 242 | 101 | 2.52 |
| Butler | 3.3 | 90 | 534 | 590 | 429 | 493 | 1,164 | 935 | 1,069 | 448 | 409 | 270 | 169 | 2.61 |
| Cass | 7.9 | 349 | 1,645 | 1,772 | 1,244 | 1,125 | 1,765 | 1,689 | 2,689 | 1,242 | 1,354 | 622 | 304 | 2.75 |
| Cedar | 3.6 | 129 | 639 | 648 | 454 | 523 | 1,207 | 967 | 1,148 | 449 | 451 | 334 | 251 | 2.75 |
| Chase | 1.7 | 54 | 289 | 362 | 235 | 240 | 520 | 532 | 553 | 211 | 226 | 131 | 47 | 2.47 |
| Cherry | 2.4 | 79 | 446 | 441 | 363 | 365 | 706 | 658 | 813 | 337 | 318 | 178 | 96 | 2.54 |
| Cheyenne | 3.9 | 200 | 696 | 745 | 503 | 579 | 1,177 | 1,162 | 1,349 | 522 | 509 | 258 | 100 | 2.44 |
| Clay | 2.7 | 79 | 454 | 517 | 404 | 376 | 870 | 681 | 978 | 360 | 385 | 209 | 87 | 2.63 |
| Colfax | 3.5 | 140 | 664 | 571 | 417 | 455 | 1,253 | 1,029 | 1,127 | 478 | 467 | 254 | 145 | 2.54 |
| Cuming | 3.8 | 158 | 629 | 676 | 490 | 569 | 1,278 | 1,043 | 1,278 | 524 | 480 | 285 | 190 | 2.63 |
| Custer | 4.8 | 166 | 731 | 839 | 655 | 681 | 1,728 | 1,409 | 1,738 | 577 | 584 | 343 | 149 | 2.48 |
| ☐ Dakota | 6.0 | 343 | 1,395 | 1,360 | 900 | 752 | 1,250 | 1,400 | 1,810 | 1,000 | 1,011 | 510 | 269 | 2.80 |
| Dawes | 3.3 | 324 | 551 | 607 | 432 | 426 | 960 | 998 | 1,158 | 414 | 397 | 212 | 121 | 2.76 |
| Dawson | 7.7 | 351 | 1,362 | 1,621 | 1,111 | 1,036 | 2,219 | 2,003 | 2,781 | 1,017 | 1,143 | 549 | 207 | 2.53 |
| Deuel | .9 | 28 | 152 | 141 | 118 | 120 | 341 | 269 | 319 | 109 | 125 | 49 | 29 | 2.44 |
| Dixon | 2.3 | 78 | 365 | 448 | 291 | 309 | 809 | 615 | 779 | 301 | 314 | 199 | 92 | 2.61 |
| Dodge | 13.5 | 670 | 2,488 | 2,595 | 1,923 | 1,966 | 3,858 | 3,679 | 4,697 | 1,947 | 1,929 | 893 | 355 | 2.57 |
| Douglas | 162.7 | 10,373 | 39,426 | 37,571 | 23,637 | 20,098 | 31,595 | 46,463 | 50,202 | 26,262 | 23,287 | 10,825 | 5,661 | 2.59 |
| Dundy | 1.1 | 53 | 169 | 194 | 127 | 149 | 408 | 359 | 385 | 127 | 150 | 60 | 19 | 2.36 |
| Fillmore | 2.8 | 86 | 462 | 521 | 348 | 391 | 992 | 833 | 998 | 337 | 363 | 190 | 79 | 2.54 |
| Franklin | 1.6 | 37 | 222 | 252 | 207 | 228 | 654 | 492 | 609 | 175 | 202 | 81 | 41 | 2.44 |
| Frontier | 1.2 | 46 | 197 | 228 | 175 | 185 | 369 | 330 | 411 | 150 | 175 | 95 | 39 | 2.58 |
| Furnas | 2.3 | 72 | 326 | 378 | 266 | 322 | 936 | 810 | 792 | 258 | 256 | 122 | 62 | 2.35 |
| Gage | 9.0 | 432 | 1,588 | 1,674 | 1,156 | 1,298 | 2,852 | 2,582 | 3,173 | 1,295 | 1,236 | 530 | 184 | 2.52 |
| Garden | 1.0 | 33 | 141 | 161 | 145 | 150 | 370 | 308 | 381 | 126 | 109 | 54 | 22 | 2.40 |
| Garfield | .8 | 28 | 101 | 127 | 128 | 101 | 315 | 233 | 294 | 98 | 105 | 50 | 20 | 2.63 |
| Gosper | .8 | 24 | 127 | 144 | 117 | 134 | 254 | 242 | 307 | 95 | 98 | 50 | 8 | 2.38 |
| Grant | .3 | 10 | 60 | 63 | 41 | 43 | 83 | 73 | 113 | 34 | 50 | 22 | 8 | 2.67 |
| Greeley | 1.1 | 35 | 174 | 201 | 127 | 162 | 401 | 336 | 351 | 131 | 122 | 89 | 71 | 2.73 |
| Hall | 18.8 | 1,193 | 3,997 | 4,142 | 2,631 | 2,398 | 4,439 | 4,972 | 6,106 | 2,930 | 2,874 | 1,310 | 608 | 2.61 |
| Hamilton | 3.2 | 114 | 626 | 708 | 442 | 456 | 854 | 707 | 1,104 | 479 | 519 | 274 | 117 | 2.75 |
| Harlan | 1.6 | 41 | 218 | 287 | 196 | 250 | 608 | 493 | 599 | 179 | 179 | 110 | 40 | 2.38 |
| Hayes | .5 | 10 | 92 | 88 | 72 | 85 | 153 | 153 | 170 | 69 | 59 | 37 | 12 | 2.40 |
| Hitchcock | 1.4 | 39 | 219 | 252 | 163 | 209 | 518 | 407 | 511 | 153 | 151 | 114 | 64 | 2.64 |
| Holt | 4.6 | 189 | 872 | 880 | 579 | 666 | 1,414 | 1,278 | 1,459 | 598 | 657 | 371 | 237 | 2.67 |
| Hooker | .3 | 13 | 38 | 52 | 38 | 38 | 121 | 103 | 104 | 36 | 30 | 18 | 9 | 2.67 |
| Howard | 2.3 | 82 | 358 | 410 | 326 | 353 | 771 | 589 | 826 | 274 | 310 | 201 | 100 | 2.61 |
| Jefferson | 3.6 | 131 | 540 | 619 | 444 | 488 | 1,378 | 1,071 | 1,315 | 458 | 461 | 219 | 76 | 2.39 |
| Johnson | 1.9 | 44 | 292 | 304 | 265 | 264 | 731 | 594 | 677 | 247 | 206 | 115 | 61 | 2.42 |
| Kearney | 2.5 | 110 | 474 | 496 | 359 | 336 | 725 | 611 | 923 | 340 | 380 | 179 | 67 | 2.68 |
| Keith | 3.4 | 109 | 624 | 627 | 513 | 544 | 983 | 964 | 1,196 | 441 | 472 | 224 | 103 | 2.47 |
| Keya Paha | .4 | 14 | 63 | 72 | 52 | 61 | 138 | 101 | 169 | 43 | 46 | 26 | 15 | 2.50 |
| Kimball | 1.6 | 38 | 279 | 312 | 233 | 248 | 490 | 466 | 575 | 198 | 218 | 110 | 33 | 2.44 |
| Knox | 3.8 | 106 | 526 | 637 | 477 | 574 | 1,480 | 1,200 | 1,307 | 459 | 442 | 246 | 146 | 2.45 |
| Lancaster | 84.3 | 8,326 | 20,553 | 19,375 | 11,134 | 9,212 | 15,700 | 23,582 | 28,791 | 13,310 | 11,884 | 4,717 | 2,016 | 2.58 |
| Lincoln | 12.7 | 644 | 2,389 | 2,786 | 1,874 | 1,722 | 3,285 | 3,487 | 4,243 | 1,782 | 1,867 | 923 | 398 | 2.54 |
| Logan | .3 | 8 | 60 | 62 | 35 | 45 | 90 | 67 | 106 | 35 | 40 | 41 | 11 | 3.00 |
| Loup | .3 | 5 | 45 | 52 | 55 | 41 | 102 | 105 | 90 | 47 | 34 | 14 | 10 | 2.33 |
| McPherson | .2 | 5 | 36 | 34 | 25 | 32 | 68 | 53 | 73 | 27 | 25 | 12 | 10 | 2.50 |
| Madison | 12.4 | 836 | 2,857 | 2,576 | 1,546 | 1,464 | 3,121 | 3,371 | 3,977 | 1,797 | 1,866 | 918 | 471 | 2.65 |
| Merrick | 3.0 | 124 | 534 | 549 | 470 | 431 | 892 | 773 | 1,033 | 407 | 450 | 235 | 102 | 2.67 |
| Morrill | 2.1 | 75 | 330 | 416 | 311 | 307 | 661 | 566 | 753 | 253 | 274 | 178 | 76 | 2.57 |
| Nance | 1.6 | 58 | 276 | 295 | 176 | 266 | 529 | 527 | 481 | 200 | 195 | 138 | 59 | 2.56 |
| Nemaha | 3.0 | 153 | 512 | 567 | 410 | 393 | 965 | 881 | 1,057 | 404 | 384 | 200 | 74 | 2.60 |
| Nuckolls | 2.3 | 55 | 356 | 383 | 289 | 350 | 867 | 678 | 855 | 254 | 297 | 152 | 64 | 2.43 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/91 Total Households (Thousands) | Under 25 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | Average House-hold Size |
| **NEBRASKA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Otoe | 5.6 | 186 | 934 | 1,017 | 809 | 788 | 1,866 | 1,594 | 1,996 | 702 | 754 | 392 | 162 | 2.54 |
| Pawnee | 1.4 | 41 | 157 | 226 | 161 | 199 | 616 | 441 | 532 | 149 | 162 | 84 | 32 | 2.36 |
| Perkins | 1.3 | 44 | 192 | 255 | 182 | 170 | 457 | 383 | 435 | 156 | 168 | 107 | 51 | 2.54 |
| Phelps | 3.8 | 154 | 732 | 778 | 529 | 532 | 1,075 | 1,038 | 1,324 | 514 | 548 | 258 | 118 | 2.55 |
| Pierce | 2.9 | 109 | 519 | 525 | 394 | 394 | 959 | 743 | 989 | 370 | 405 | 258 | 135 | 2.69 |
| Platte | 11.2 | 596 | 2,424 | 2,421 | 1,538 | 1,450 | 2,771 | 2,815 | 3,480 | 1,592 | 1,743 | 1,061 | 509 | 2.71 |
| Polk | 2.2 | 63 | 333 | 414 | 292 | 301 | 797 | 606 | 811 | 268 | 281 | 149 | 85 | 2.55 |
| Red Willow | 4.7 | 293 | 874 | 895 | 596 | 685 | 1,357 | 1,391 | 1,619 | 645 | 600 | 325 | 120 | 2.45 |
| Richardson | 4.1 | 137 | 640 | 672 | 553 | 549 | 1,549 | 1,356 | 1,424 | 487 | 501 | 211 | 121 | 2.37 |
| Rock | .8 | 22 | 125 | 164 | 105 | 122 | 262 | 227 | 275 | 101 | 106 | 68 | 23 | 2.50 |
| Saline | 4.8 | 205 | 833 | 862 | 617 | 633 | 1,650 | 1,405 | 1,650 | 621 | 628 | 363 | 133 | 2.67 |
| Sarpy | 35.0 | 2,038 | 10,252 | 10,217 | 5,792 | 3,609 | 3,092 | 5,371 | 9,841 | 7,210 | 7,797 | 3,256 | 1,525 | 3.02 |
| Saunders | 6.9 | 182 | 1,300 | 1,414 | 1,025 | 1,036 | 1,943 | 1,659 | 2,342 | 1,022 | 1,011 | 571 | 295 | 2.67 |
| Scotts Bluff | 14.1 | 684 | 2,542 | 3,025 | 1,930 | 2,036 | 3,883 | 3,879 | 4,729 | 2,042 | 2,057 | 945 | 448 | 2.54 |
| Seward | 5.6 | 320 | 993 | 1,171 | 788 | 758 | 1,570 | 1,334 | 1,972 | 796 | 851 | 435 | 212 | 2.80 |
| Sheridan | 2.6 | 89 | 372 | 505 | 328 | 401 | 905 | 735 | 919 | 316 | 321 | 182 | 127 | 2.58 |
| Sherman | 1.4 | 41 | 193 | 251 | 190 | 214 | 511 | 399 | 456 | 188 | 187 | 105 | 65 | 2.64 |
| Sioux | .6 | 16 | 91 | 115 | 99 | 110 | 169 | 143 | 235 | 90 | 69 | 40 | 23 | 2.50 |
| Stanton | 2.2 | 91 | 482 | 480 | 348 | 293 | 506 | 437 | 704 | 336 | 384 | 225 | 114 | 2.91 |
| Thayer | 2.7 | 82 | 387 | 443 | 351 | 348 | 1,089 | 866 | 960 | 311 | 327 | 178 | 58 | 2.41 |
| Thomas | .3 | 9 | 41 | 74 | 45 | 50 | 81 | 65 | 105 | 43 | 53 | 23 | 11 | 2.67 |
| Thurston | 2.3 | 94 | 434 | 429 | 342 | 351 | 650 | 543 | 655 | 307 | 337 | 214 | 244 | 3.00 |
| Valley | 2.1 | 88 | 311 | 349 | 283 | 286 | 783 | 679 | 736 | 245 | 242 | 138 | 60 | 2.38 |
| Washington | 6.2 | 190 | 1,138 | 1,487 | 1,031 | 871 | 1,483 | 1,381 | 2,101 | 988 | 1,029 | 482 | 219 | 2.73 |
| Wayne | 3.2 | 312 | 620 | 565 | 396 | 435 | 872 | 832 | 1,124 | 457 | 448 | 237 | 102 | 3.00 |
| Webster | 1.7 | 30 | 239 | 253 | 219 | 265 | 694 | 515 | 655 | 195 | 176 | 111 | 48 | 2.47 |
| Wheeler | .3 | 12 | 61 | 56 | 39 | 47 | 85 | 72 | 101 | 46 | 39 | 22 | 20 | 3.00 |
| York | 5.5 | 235 | 1,052 | 1,122 | 743 | 735 | 1,613 | 1,491 | 1,878 | 750 | 824 | 399 | 158 | 2.64 |
| **TOTAL METRO COUNTIES** | **294.2** | **21,270** | **72,764** | **70,010** | **42,494** | **34,542** | **53,120** | **78,197** | **92,745** | **48,770** | **45,008** | **19,790** | **9,690** | **2.64** |
| **TOTAL STATE** | **605.9** | **36,377** | **129,852** | **131,119** | **84,700** | **77,503** | **146,349** | **164,201** | **199,060** | **91,266** | **88,706** | **42,335** | **20,332** | **2.62** |
| **NEVADA** | | | | | | | | | | | | | | |
| **LAS VEGAS** | **316.0** | **19,098** | **72,547** | **72,446** | **54,110** | **44,064** | **53,735** | **81,855** | **110,039** | **52,523** | **39,791** | **18,026** | **13,766** | **2.59** |
| Clark | 316.0 | 19,098 | 72,547 | 72,446 | 54,110 | 44,064 | 53,735 | 81,855 | 110,039 | 52,523 | 39,791 | 18,026 | 13,766 | 2.59 |
| **RENO** | **106.7** | **6,790** | **24,173** | **26,763** | **17,750** | **13,497** | **17,727** | **29,933** | **37,295** | **17,467** | **13,401** | **5,282** | **3,322** | **2.49** |
| Washoe | 106.7 | 6,790 | 24,173 | 26,763 | 17,750 | 13,497 | 17,727 | 29,933 | 37,295 | 17,467 | 13,401 | 5,282 | 3,322 | 2.49 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Carson City | 16.5 | 777 | 2,910 | 3,690 | 2,702 | 2,378 | 4,043 | 4,565 | 6,147 | 2,599 | 1,960 | 797 | 432 | 2.54 |
| Churchill | 7.1 | 385 | 1,478 | 1,589 | 1,108 | 962 | 1,578 | 1,663 | 2,453 | 1,219 | 1,004 | 442 | 319 | 2.69 |
| Clark | 316.0 | 19,098 | 72,547 | 72,446 | 54,110 | 44,064 | 53,735 | 81,855 | 110,039 | 52,523 | 39,791 | 18,026 | 13,766 | 2.59 |
| Douglas | 11.1 | 368 | 2,039 | 3,053 | 1,945 | 1,560 | 2,135 | 2,056 | 4,506 | 1,952 | 1,634 | 625 | 327 | 2.62 |
| Elko | 12.6 | 822 | 3,351 | 3,394 | 2,249 | 1,319 | 1,465 | 2,869 | 3,650 | 2,163 | 2,218 | 985 | 715 | 2.86 |
| Esmeralda | .6 | 32 | 130 | 139 | 101 | 91 | 107 | 245 | 192 | 68 | 43 | 29 | 23 | 2.17 |
| Eureka | .6 | 38 | 132 | 132 | 123 | 86 | 89 | 187 | 190 | 72 | 87 | 39 | 25 | 2.83 |
| Humboldt | 5.0 | 328 | 1,239 | 1,274 | 838 | 598 | 723 | 1,181 | 1,527 | 838 | 783 | 391 | 280 | 2.82 |
| Lander | 2.4 | 194 | 639 | 619 | 445 | 245 | 258 | 547 | 707 | 398 | 393 | 228 | 127 | 2.79 |
| Lincoln | 1.3 | 34 | 186 | 226 | 206 | 228 | 420 | 387 | 435 | 162 | 117 | 86 | 113 | 2.92 |
| Lyon | 8.3 | 305 | 1,419 | 1,733 | 1,408 | 1,336 | 2,099 | 1,864 | 3,177 | 1,243 | 1,116 | 584 | 316 | 2.59 |
| Mineral | 2.5 | 137 | 468 | 504 | 380 | 415 | 596 | 678 | 856 | 388 | 329 | 161 | 88 | 2.64 |
| Nye | 7.1 | 314 | 1,393 | 1,413 | 1,273 | 1,243 | 1,464 | 1,804 | 2,701 | 1,006 | 882 | 435 | 272 | 2.66 |
| Pershing | 1.8 | 121 | 406 | 349 | 289 | 254 | 381 | 462 | 599 | 253 | 257 | 140 | 89 | 2.67 |
| Storey | 1.0 | 22 | 159 | 261 | 241 | 149 | 168 | 255 | 379 | 160 | 128 | 56 | 22 | 2.70 |
| Washoe | 106.7 | 6,790 | 24,173 | 26,763 | 17,750 | 13,497 | 17,727 | 29,933 | 37,295 | 17,467 | 13,401 | 5,282 | 3,322 | 2.49 |
| White Pine | 3.4 | 188 | 733 | 797 | 591 | 539 | 552 | 947 | 1,091 | 500 | 456 | 241 | 165 | 2.85 |
| **TOTAL METRO COUNTIES** | **422.7** | **25,888** | **96,720** | **99,209** | **71,860** | **57,561** | **71,462** | **111,788** | **147,334** | **69,990** | **53,192** | **23,308** | **17,088** | **2.56** |
| **TOTAL STATE** | **504.0** | **29,953** | **113,402** | **118,382** | **85,759** | **68,964** | **87,540** | **131,498** | **175,944** | **83,011** | **64,599** | **28,547** | **20,401** | **2.58** |
| **NEW HAMPSHIRE** | | | | | | | | | | | | | | |
| **MANCHESTER - NASHUA** | **129.2** | **6,556** | **32,750** | **32,269** | **20,279** | **15,279** | **22,067** | **29,034** | **41,534** | **23,802** | **22,405** | **8,686** | **3,739** | **2.69** |
| Hillsborough | 129.2 | 6,556 | 32,750 | 32,269 | 20,279 | 15,279 | 22,067 | 29,034 | 41,534 | 23,802 | 22,405 | 8,686 | 3,739 | 2.69 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | Average Household Size |
| **NEW HAMPSHIRE (continued)** | | | | | | | | | | | | | | |
| **PORTSMOUTH - DOVER - ROCHESTER** | 131.6 | 6,631 | 32,807 | 34,101 | 21,189 | 15,412 | 21,460 | 26,942 | 43,120 | 24,852 | 23,895 | 9,018 | 3,773 | 2.76 |
| Rockingham | 92.5 | 3,682 | 22,994 | 25,400 | 15,572 | 10,677 | 14,175 | 18,226 | 29,818 | 17,574 | 17,410 | 6,727 | 2,745 | 2.76 |
| Strafford | 39.1 | 2,949 | 9,813 | 8,701 | 5,617 | 4,735 | 7,285 | 8,716 | 13,302 | 7,278 | 6,485 | 2,291 | 1,028 | 2.75 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Belknap | 19.1 | 786 | 3,820 | 4,646 | 2,971 | 2,613 | 4,264 | 4,428 | 6,689 | 3,229 | 2,963 | 1,242 | 549 | 2.61 |
| Carroll | 14.9 | 539 | 2,778 | 3,507 | 2,194 | 2,098 | 3,784 | 3,686 | 5,654 | 2,388 | 2,038 | 792 | 342 | 2.48 |
| Cheshire | 26.8 | 1,459 | 5,239 | 6,256 | 4,170 | 3,576 | 6,100 | 6,232 | 9,280 | 4,663 | 4,331 | 1,587 | 707 | 2.69 |
| Coos | 13.8 | 638 | 2,448 | 2,859 | 1,975 | 2,095 | 3,785 | 3,600 | 4,738 | 2,271 | 2,101 | 799 | 291 | 2.53 |
| Grafton | 27.8 | 1,809 | 5,712 | 6,581 | 4,120 | 3,519 | 6,059 | 6,898 | 9,660 | 4,715 | 4,271 | 1,579 | 677 | 2.73 |
| Hillsborough | 129.2 | 6,556 | 32,750 | 32,269 | 20,279 | 15,279 | 22,067 | 29,034 | 41,534 | 23,802 | 22,405 | 8,686 | 3,739 | 2.69 |
| Merrimack | 45.9 | 2,053 | 10,347 | 11,694 | 6,917 | 5,686 | 9,203 | 10,529 | 15,376 | 8,297 | 7,611 | 2,880 | 1,207 | 2.69 |
| Rockingham | 92.5 | 3,682 | 22,994 | 25,400 | 15,572 | 10,677 | 14,175 | 18,226 | 29,818 | 17,574 | 17,410 | 6,727 | 2,745 | 2.76 |
| Strafford | 39.1 | 2,949 | 9,813 | 8,701 | 5,617 | 4,735 | 7,285 | 8,716 | 13,302 | 7,278 | 6,485 | 2,291 | 1,028 | 2.75 |
| Sullivan | 15.2 | 681 | 2,912 | 3,529 | 2,306 | 2,082 | 3,690 | 3,538 | 5,288 | 2,617 | 2,418 | 953 | 386 | 2.60 |
| **TOTAL METRO COUNTIES** | 260.8 | 13,187 | 65,557 | 66,370 | 41,468 | 30,691 | 43,527 | 55,976 | 84,654 | 48,654 | 46,300 | 17,704 | 7,512 | 2.73 |
| **TOTAL STATE** | 424.3 | 21,152 | 98,813 | 105,442 | 66,121 | 52,360 | 80,412 | 94,887 | 141,339 | 76,834 | 72,033 | 27,536 | 11,671 | 2.70 |
| **NEW JERSEY** | | | | | | | | | | | | | | |
| **ATLANTIC CITY** | 125.6 | 4,897 | 25,065 | 25,762 | 18,081 | 17,999 | 33,796 | 34,346 | 40,946 | 20,765 | 17,139 | 7,762 | 4,642 | 2.60 |
| Atlantic | 86.8 | 3,561 | 18,446 | 18,568 | 12,892 | 12,129 | 21,204 | 23,504 | 27,201 | 14,888 | 12,227 | 5,491 | 3,489 | 2.64 |
| Cape May | 38.8 | 1,336 | 6,619 | 7,194 | 5,189 | 5,870 | 12,592 | 10,842 | 13,745 | 5,877 | 4,912 | 2,271 | 1,153 | 2.52 |
| **BERGEN - PASSAIC** | 461.9 | 10,993 | 80,280 | 101,827 | 80,505 | 74,155 | 114,140 | 106,550 | 140,373 | 84,883 | 75,643 | 33,950 | 20,501 | 2.76 |
| Bergen | 307.7 | 6,033 | 50,667 | 67,158 | 54,296 | 51,426 | 78,120 | 72,597 | 97,073 | 55,965 | 50,175 | 21,014 | 10,876 | 2.67 |
| Passaic | 154.2 | 4,960 | 29,613 | 34,669 | 26,209 | 22,729 | 36,020 | 33,953 | 43,300 | 28,918 | 25,468 | 12,936 | 9,625 | 2.94 |
| **JERSEY CITY** | 205.6 | 8,970 | 46,439 | 43,307 | 31,748 | 29,120 | 46,016 | 59,850 | 57,008 | 36,064 | 27,811 | 14,045 | 10,822 | 2.67 |
| Hudson | 205.6 | 8,970 | 46,439 | 43,307 | 31,748 | 29,120 | 46,016 | 59,850 | 57,008 | 36,064 | 27,811 | 14,045 | 10,822 | 2.67 |
| **MIDDLESEX - SOMERSET - HUNTERDON** | 374.0 | 11,188 | 82,751 | 90,606 | 64,720 | 53,887 | 70,848 | 79,098 | 119,351 | 71,108 | 64,171 | 26,604 | 13,668 | 2.79 |
| Hunterdon | 39.0 | 763 | 7,488 | 10,992 | 8,216 | 5,265 | 6,276 | 7,095 | 12,914 | 7,443 | 7,359 | 2,995 | 1,194 | 2.86 |
| Middlesex | 242.9 | 8,185 | 54,046 | 56,528 | 39,855 | 34,989 | 49,297 | 52,699 | 75,732 | 46,019 | 41,536 | 17,435 | 9,479 | 2.81 |
| Somerset | 92.1 | 2,240 | 21,217 | 23,086 | 16,649 | 13,633 | 15,275 | 19,304 | 30,705 | 17,646 | 15,276 | 6,174 | 2,995 | 2.71 |
| **MONMOUTH - OCEAN** | 376.2 | 8,393 | 63,767 | 82,801 | 59,384 | 51,605 | 110,250 | 89,330 | 122,670 | 61,693 | 60,797 | 27,266 | 14,444 | 2.70 |
| Munmouth | 202.2 | 4,749 | 36,806 | 49,941 | 36,652 | 29,327 | 44,725 | 45,240 | 60,096 | 36,259 | 36,590 | 15,735 | 8,280 | 2.80 |
| Ocean | 174.0 | 3,644 | 26,961 | 32,860 | 22,732 | 22,278 | 65,525 | 44,090 | 62,574 | 25,434 | 24,207 | 11,531 | 6,164 | 2.58 |
| **NEWARK** | 648.8 | 19,083 | 122,919 | 151,992 | 116,947 | 96,235 | 141,624 | 153,987 | 186,824 | 118,981 | 107,230 | 49,341 | 32,437 | 2.81 |
| Essex | 274.4 | 10,046 | 52,676 | 62,123 | 46,728 | 40,211 | 62,616 | 75,456 | 72,643 | 48,121 | 40,763 | 20,394 | 17,023 | 2.81 |
| Morris | 149.7 | 3,473 | 28,322 | 38,184 | 31,203 | 22,842 | 25,676 | 29,022 | 46,466 | 28,617 | 28,205 | 11,941 | 5,449 | 2.83 |
| Sussex | 45.4 | 984 | 10,059 | 13,480 | 8,900 | 5,130 | 6,847 | 7,487 | 13,406 | 9,070 | 9,529 | 4,088 | 1,820 | 2.95 |
| Union | 179.3 | 4,580 | 31,862 | 38,205 | 30,116 | 28,052 | 46,485 | 42,022 | 54,309 | 33,173 | 28,733 | 12,918 | 8,145 | 2.76 |
| **TRENTON** | 118.6 | 3,970 | 22,930 | 27,389 | 19,709 | 17,278 | 27,324 | 29,178 | 36,483 | 21,387 | 18,837 | 7,896 | 4,819 | 2.79 |
| Mercer | 118.6 | 3,970 | 22,930 | 27,389 | 19,709 | 17,278 | 27,324 | 29,178 | 36,483 | 21,387 | 18,837 | 7,896 | 4,819 | 2.79 |
| **VINELAND - MILLVILLE - BRIDGETON** | 47.1 | 1,943 | 8,552 | 10,032 | 7,775 | 7,029 | 11,769 | 10,364 | 13,892 | 8,845 | 7,834 | 3,632 | 2,533 | 2.95 |
| Cumberland | 47.1 | 1,943 | 8,552 | 10,032 | 7,775 | 7,029 | 11,769 | 10,364 | 13,892 | 8,845 | 7,834 | 3,632 | 2,533 | 2.95 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Atlantic | 86.8 | 3,561 | 18,446 | 18,568 | 12,892 | 12,129 | 21,204 | 23,504 | 27,201 | 14,888 | 12,227 | 5,491 | 3,489 | 2.64 |
| Bergen | 307.7 | 6,032 | 50,667 | 67,158 | 54,296 | 51,426 | 78,120 | 72,597 | 97,073 | 55,965 | 50,175 | 21,014 | 10,876 | 2.67 |
| ☐ Burlington | 139.6 | 4,261 | 29,611 | 34,249 | 24,790 | 20,955 | 25,734 | 27,838 | 42,748 | 26,609 | 25,317 | 11,340 | 5,748 | 2.89 |
| ☐ Camden | 181.8 | 6,721 | 38,938 | 41,987 | 29,311 | 25,462 | 39,381 | 42,748 | 52,183 | 32,587 | 30,379 | 14,573 | 9,330 | 2.81 |
| Cape May | 38.8 | 1,336 | 6,619 | 7,194 | 5,189 | 5,870 | 12,592 | 10,842 | 13,745 | 5,877 | 4,912 | 2,271 | 1,153 | 2.52 |
| Cumberland | 47.1 | 1,943 | 8,552 | 10,032 | 7,775 | 7,029 | 11,769 | 10,364 | 13,892 | 8,845 | 7,834 | 3,632 | 2,533 | 2.95 |
| Essex | 274.4 | 10,046 | 52,676 | 62,123 | 46,728 | 40,211 | 62,616 | 75,456 | 72,643 | 48,121 | 40,763 | 20,394 | 17,023 | 2.81 |
| ☐ Gloucester | 80.7 | 2,466 | 17,443 | 20,499 | 13,538 | 11,253 | 15,501 | 15,503 | 23,262 | 15,488 | 15,419 | 7,276 | 3,752 | 2.92 |
| Hudson | 205.6 | 8,970 | 46,439 | 43,307 | 31,748 | 29,120 | 46,016 | 59,850 | 57,008 | 36,064 | 27,811 | 14,045 | 10,822 | 2.67 |
| Hunterdon | 39.0 | 763 | 7,488 | 10,992 | 8,216 | 5,265 | 6,276 | 7,095 | 12,914 | 7,443 | 7,359 | 2,995 | 1,194 | 2.86 |
| Mercer | 118.6 | 3,970 | 22,930 | 27,389 | 19,709 | 17,278 | 27,324 | 29,178 | 36,483 | 21,387 | 18,837 | 7,896 | 4,819 | 2.79 |
| Middlesex | 242.9 | 8,185 | 54,046 | 56,528 | 39,855 | 34,989 | 49,297 | 52,699 | 75,732 | 46,019 | 41,536 | 17,435 | 9,479 | 2.81 |
| Monmouth | 202.2 | 4,749 | 36,806 | 49,941 | 36,652 | 29,327 | 44,725 | 45,240 | 60,096 | 36,259 | 36,590 | 15,735 | 8,280 | 2.80 |
| Morris | 149.7 | 3,473 | 28,322 | 38,184 | 31,203 | 22,842 | 25,676 | 29,022 | 46,466 | 28,617 | 28,205 | 11,941 | 5,449 | 2.83 |
| Ocean | 174.0 | 3,644 | 26,961 | 32,860 | 22,732 | 22,278 | 65,525 | 44,090 | 62,574 | 25,434 | 24,207 | 11,531 | 6,164 | 2.58 |
| Passaic | 154.2 | 4,960 | 29,613 | 34,669 | 26,209 | 22,729 | 36,020 | 33,953 | 43,300 | 28,918 | 25,468 | 12,936 | 9,625 | 2.94 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average Household Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **NEW JERSEY (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| ☐ Salem | 24.0 | 736 | 4,252 | 5,436 | 4,004 | 3,517 | 6,055 | 5,470 | 7,556 | 4,311 | 4,072 | 1,697 | 894 | 2.73 |
| Somerset | 92.1 | 2,240 | 21,217 | 23,086 | 16,649 | 13,633 | 15,275 | 19,304 | 30,705 | 17,646 | 15,276 | 6,174 | 2,995 | 2.71 |
| Sussex | 45.4 | 984 | 10,059 | 13,480 | 8,900 | 5,130 | 6,847 | 7,487 | 13,406 | 9,070 | 9,529 | 4,088 | 1,820 | 2.95 |
| Union | 179.3 | 4,580 | 31,862 | 38,205 | 30,116 | 28,052 | 46,485 | 42,022 | 54,309 | 33,173 | 28,733 | 12,918 | 8,145 | 2.76 |
| ☐ Warren | 34.5 | 1,103 | 7,083 | 8,043 | 5,717 | 4,692 | 7,862 | 7,802 | 10,973 | 6,270 | 5,817 | 2,569 | 1,069 | 2.69 |
| **TOTAL METRO COUNTIES** | **2,818.4** | **84,724** | **550,030** | **643,930** | **476,229** | **413,187** | **650,300** | **662,064** | **854,269** | **508,991** | **460,466** | **207,951** | **124,659** | **2.77** |
| **TOTAL STATE** | **2,818.4** | **84,724** | **550,030** | **643,930** | **476,229** | **413,187** | **650,300** | **662,064** | **854,269** | **508,991** | **460,466** | **207,951** | **124,659** | **2.77** |
| **NEW MEXICO** | | | | | | | | | | | | | | |
| **ALBUQUERQUE** | **194.9** | **12,233** | **45,962** | **48,124** | **30,278** | **23,682** | **34,621** | **51,810** | **62,781** | **33,746** | **27,847** | **12,200** | **6,516** | **2.58** |
| Bernalillo | 194.9 | 12,233 | 45,962 | 48,124 | 30,278 | 23,682 | 34,621 | 51,810 | 62,781 | 33,746 | 27,847 | 12,200 | 6,516 | 2.58 |
| **LAS CRUCES** | **47.4** | **4,303** | **11,168** | **10,589** | **6,983** | **6,245** | **8,112** | **9,461** | **14,168** | **8,518** | **7,731** | **4,333** | **3,189** | **3.01** |
| Dona Ana | 47.4 | 4,303 | 11,168 | 10,589 | 6,983 | 6,245 | 8,112 | 9,461 | 14,168 | 8,518 | 7,731 | 4,333 | 3,189 | 3.01 |
| **SANTA FE** | **46.5** | **1,571** | **8,842** | **13,167** | **8,836** | **6,058** | **8,026** | **12,528** | **15,155** | **7,819** | **6,618** | **2,867** | **1,513** | **2.60** |
| Los Alamos | 7.3 | 157 | 1,320 | 1,861 | 1,760 | 1,154 | 1,048 | 1,704 | 2,767 | 1,175 | 1,085 | 395 | 174 | 2.51 |
| Santa Fe | 39.2 | 1,414 | 7,522 | 11,306 | 7,076 | 4,904 | 6,978 | 10,824 | 12,388 | 6,644 | 5,533 | 2,472 | 1,339 | 2.62 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Bernalillo | 194.9 | 12,233 | 45,962 | 48,124 | 30,278 | 23,682 | 34,621 | 51,810 | 62,781 | 33,746 | 27,847 | 12,200 | 6,516 | 2.58 |
| Catron | 1.0 | 13 | 147 | 221 | 182 | 162 | 275 | 275 | 349 | 125 | 142 | 67 | 42 | 2.60 |
| Chaves | 20.7 | 1,022 | 4,011 | 4,173 | 2,932 | 2,907 | 5,655 | 4,903 | 6,491 | 3,410 | 3,077 | 1,685 | 1,134 | 2.82 |
| Cibola | 7.3 | 335 | 1,444 | 1,742 | 1,289 | 1,190 | 1,300 | 1,320 | 1,873 | 1,310 | 1,267 | 801 | 729 | 3.26 |
| Colfax | 4.9 | 184 | 812 | 1,032 | 768 | 735 | 1,369 | 1,259 | 1,700 | 803 | 662 | 333 | 143 | 2.59 |
| Curry | 15.1 | 1,189 | 3,851 | 3,140 | 2,051 | 1,820 | 3,049 | 3,264 | 4,812 | 2,720 | 2,526 | 1,169 | 609 | 2.81 |
| De Baca | .9 | 25 | 131 | 137 | 125 | 146 | 336 | 261 | 332 | 113 | 124 | 44 | 26 | 2.44 |
| Dona Ana | 47.4 | 4,303 | 11,168 | 10,589 | 6,983 | 6,245 | 8,112 | 9,461 | 14,168 | 8,518 | 7,731 | 4,333 | 3,189 | 3.01 |
| Eddy | 17.4 | 724 | 3,240 | 3,684 | 2,444 | 2,521 | 4,787 | 3,869 | 5,568 | 2,870 | 2,810 | 1,465 | 818 | 2.78 |
| Grant | 9.9 | 481 | 1,656 | 2,138 | 1,586 | 1,495 | 2,544 | 2,141 | 3,270 | 1,581 | 1,523 | 847 | 538 | 2.84 |
| Guadalupe | 1.5 | 69 | 288 | 280 | 238 | 227 | 398 | 350 | 450 | 274 | 228 | 141 | 57 | 2.67 |
| Harding | .4 | 15 | 47 | 83 | 48 | 63 | 144 | 119 | 136 | 54 | 46 | 27 | 18 | 2.50 |
| Hidalgo | 2.0 | 112 | 404 | 433 | 332 | 303 | 416 | 436 | 568 | 338 | 332 | 200 | 126 | 2.90 |
| Lea | 18.7 | 1,064 | 4,191 | 4,147 | 2,715 | 2,726 | 3,857 | 3,856 | 5,700 | 3,082 | 3,279 | 1,729 | 1,054 | 2.89 |
| Lincoln | 4.8 | 185 | 806 | 1,000 | 790 | 767 | 1,252 | 1,238 | 1,777 | 751 | 608 | 292 | 134 | 2.52 |
| Los Alamos | 7.3 | 157 | 1,320 | 1,861 | 1,760 | 1,154 | 1,048 | 1,704 | 2,767 | 1,175 | 1,085 | 395 | 174 | 2.51 |
| Luna | 7.0 | 273 | 1,001 | 1,095 | 928 | 1,160 | 2,543 | 1,809 | 2,429 | 1,024 | 799 | 524 | 415 | 2.66 |
| McKinley | 17.1 | 751 | 4,050 | 4,495 | 2,957 | 2,191 | 2,656 | 2,960 | 3,254 | 2,701 | 2,904 | 2,202 | 3,079 | 3.67 |
| Mora | 1.5 | 38 | 230 | 320 | 232 | 244 | 436 | 347 | 429 | 279 | 218 | 150 | 77 | 2.80 |
| Otero | 18.4 | 1,326 | 4,798 | 3,990 | 2,641 | 2,496 | 3,149 | 3,765 | 5,813 | 3,406 | 3,168 | 1,401 | 847 | 2.85 |
| Quay | 4.2 | 166 | 633 | 836 | 705 | 633 | 1,227 | 1,097 | 1,420 | 699 | 579 | 287 | 118 | 2.55 |
| Rio Arriba | 11.8 | 559 | 2,505 | 2,842 | 1,947 | 1,633 | 2,314 | 2,388 | 2,999 | 2,361 | 2,095 | 1,219 | 738 | 2.98 |
| Roosevelt | 5.9 | 585 | 1,151 | 1,064 | 817 | 745 | 1,538 | 1,529 | 2,021 | 891 | 801 | 387 | 271 | 2.81 |
| Sandoval | 23.0 | 671 | 5,605 | 6,253 | 3,412 | 2,624 | 4,435 | 3,931 | 7,000 | 4,207 | 4,121 | 2,116 | 1,625 | 3.02 |
| San Juan | 28.7 | 1,230 | 6,862 | 7,430 | 4,623 | 3,816 | 4,739 | 5,159 | 7,599 | 4,739 | 5,163 | 3,056 | 2,984 | 3.20 |
| San Miguel | 8.7 | 454 | 1,824 | 2,021 | 1,410 | 1,101 | 1,890 | 2,013 | 2,356 | 1,684 | 1,448 | 752 | 447 | 2.98 |
| Santa Fe | 39.2 | 1,414 | 7,522 | 11,306 | 7,076 | 4,904 | 6,978 | 10,824 | 12,388 | 6,644 | 5,533 | 2,472 | 1,339 | 2.62 |
| Sierra | 4.6 | 123 | 472 | 541 | 549 | 853 | 2,062 | 1,599 | 1,883 | 492 | 340 | 185 | 101 | 2.20 |
| Socorro | 5.2 | 365 | 1,100 | 1,182 | 815 | 691 | 1,047 | 1,269 | 1,601 | 819 | 722 | 458 | 276 | 2.85 |
| Taos | 8.9 | 308 | 1,546 | 2,370 | 1,595 | 1,223 | 1,858 | 2,330 | 2,618 | 1,578 | 1,370 | 674 | 330 | 2.62 |
| Torrance | 4.0 | 141 | 752 | 997 | 670 | 574 | 866 | 853 | 1,256 | 650 | 672 | 373 | 196 | 2.78 |
| Union | 1.6 | 42 | 259 | 290 | 248 | 251 | 510 | 533 | 504 | 217 | 179 | 118 | 49 | 2.44 |
| Valencia | 16.2 | 700 | 3,428 | 3,969 | 2,743 | 2,205 | 3,155 | 2,863 | 5,066 | 2,993 | 2,928 | 1,539 | 811 | 2.97 |
| **TOTAL METRO COUNTIES** | **288.8** | **18,107** | **65,972** | **71,880** | **46,097** | **35,985** | **50,759** | **73,799** | **92,104** | **50,083** | **42,196** | **19,400** | **11,218** | **2.66** |
| **TOTAL STATE** | **560.2** | **31,257** | **123,216** | **133,785** | **87,889** | **73,487** | **110,566** | **131,535** | **173,378** | **96,254** | **86,382** | **43,641** | **29,010** | **2.79** |
| **NEW YORK** | | | | | | | | | | | | | | |
| **ALBANY - SCHENECTADY - TROY** | **340.7** | **18,201** | **69,111** | **76,152** | **50,922** | **45,544** | **80,770** | **92,939** | **108,943** | **58,300** | **50,206** | **20,598** | **9,714** | **2.60** |
| Albany | 116.5 | 7,529 | 23,691 | 25,956 | 16,386 | 15,234 | 27,704 | 35,827 | 36,848 | 19,270 | 15,379 | 6,226 | 2,950 | 2.52 |
| Greene | 16.9 | 586 | 2,895 | 3,527 | 2,683 | 2,593 | 4,616 | 4,398 | 5,666 | 2,760 | 2,486 | 1,045 | 545 | 2.72 |
| Montgomery | 20.2 | 826 | 3,366 | 3,972 | 2,711 | 2,873 | 6,452 | 5,527 | 6,519 | 3,350 | 2,868 | 1,254 | 682 | 2.57 |
| Rensselaer | 57.8 | 3,236 | 12,024 | 12,853 | 8,558 | 7,813 | 13,316 | 15,017 | 18,160 | 9,969 | 8,767 | 3,939 | 1,948 | 2.68 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average House-hold Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **NEW YORK (continued)** | | | | | | | | | | | | | | |
| **ALBANY - SCHENECTADY - TROY (continued)** | | | | | | | | | | | | | | |
| Saratoga | 69.9 | 3,328 | 15,728 | 17,450 | 11,993 | 8,800 | 12,601 | 15,219 | 22,412 | 13,038 | 12,249 | 4,887 | 2,095 | 2.72 |
| Schenectady | 59.4 | 2,696 | 11,407 | 12,394 | 8,591 | 8,231 | 16,081 | 16,951 | 19,338 | 9,913 | 8,457 | 3,247 | 1,494 | 2.52 |
| **BINGHAMTON** | **100.4** | **5,396** | **20,832** | **20,961** | **15,407** | **14,237** | **23,567** | **26,058** | **32,448** | **17,293** | **15,200** | **6,456** | **2,945** | **2.63** |
| Broome | 81.4 | 4,680 | 16,765 | 16,556 | 12,045 | 11,467 | 19,887 | 22,288 | 26,463 | 13,707 | 11,753 | 4,927 | 2,262 | 2.60 |
| Tioga | 19.0 | 716 | 4,067 | 4,405 | 3,362 | 2,770 | 3,680 | 3,770 | 5,985 | 3,586 | 3,447 | 1,529 | 683 | 2.78 |
| **BUFFALO** | **376.3** | **16,531** | **72,510** | **78,273** | **55,734** | **56,698** | **96,554** | **106,639** | **117,028** | **63,500** | **54,170** | **23,437** | **11,526** | **2.56** |
| Erie | 376.3 | 16,531 | 72,510 | 78,273 | 55,734 | 56,698 | 96,554 | 106,639 | 117,028 | 63,500 | 54,170 | 23,437 | 11,526 | 2.56 |
| ***BUFFALO - NIAGARA FALLS CONSOLIDATED AREA*** | ***461.3*** | ***20,072*** | ***88,854*** | ***96,321*** | ***68,226*** | ***69,327*** | ***118,500*** | ***129,190*** | ***143,491*** | ***78,102*** | ***67,209*** | ***29,247*** | ***14,061*** | ***2.57*** |
| **ELMIRA** | **35.5** | **1,570** | **6,623** | **7,489** | **5,373** | **5,110** | **9,335** | **9,204** | **11,334** | **6,060** | **5,463** | **2,283** | **1,156** | **2.69** |
| Chemung | 35.5 | 1,570 | 6,623 | 7,489 | 5,373 | 5,110 | 9,335 | 9,204 | 11,334 | 6,060 | 5,463 | 2,283 | 1,156 | 2.69 |
| **GLENS FALLS** | **43.8** | **2,024** | **8,291** | **9,619** | **6,890** | **6,224** | **10,752** | **10,217** | **13,957** | **7,728** | **7,098** | **3,145** | **1,655** | **2.76** |
| Warren | 23.1 | 1,071 | 4,392 | 5,145 | 3,620 | 3,180 | 5,692 | 5,749 | 7,538 | 4,011 | 3,558 | 1,524 | 720 | 2.61 |
| Washington | 20.7 | 953 | 3,899 | 4,474 | 3,270 | 3,044 | 5,060 | 4,468 | 6,419 | 3,717 | 3,540 | 1,621 | 935 | 2.92 |
| **JAMESTOWN - DUNKIRK** | **53.3** | **2,721** | **9,704** | **11,071** | **7,771** | **7,712** | **14,321** | **14,167** | **17,317** | **8,718** | **7,846** | **3,532** | **1,720** | **2.64** |
| Chautauqua | 53.3 | 2,721 | 9,704 | 11,071 | 7,771 | 7,712 | 14,321 | 14,167 | 17,317 | 8,718 | 7,846 | 3,532 | 1,720 | 2.64 |
| **NASSAU - SUFFOLK** | **867.6** | **14,824** | **143,104** | **204,828** | **166,138** | **149,166** | **189,540** | **146,095** | **249,765** | **165,892** | **169,776** | **82,790** | **53,282** | **3.06** |
| Nassau | 430.0 | 6,071 | 62,014 | 96,271 | 78,243 | 79,791 | 107,610 | 74,902 | 128,319 | 81,637 | 81,823 | 38,858 | 24,461 | 2.99 |
| Suffolk | 437.6 | 8,753 | 81,090 | 108,557 | 87,895 | 69,375 | 81,930 | 71,193 | 121,446 | 84,255 | 87,953 | 43,932 | 28,821 | 3.12 |
| **NEW YORK** | **3,260.1** | **116,224** | **661,576** | **741,923** | **548,883** | **461,206** | **730,288** | **1,044,581** | **891,829** | **519,978** | **412,381** | **210,681** | **180,650** | **2.65** |
| Bronx | 424.9 | 18,287 | 88,502 | 94,994 | 72,653 | 59,042 | 91,422 | 121,339 | 106,631 | 77,245 | 57,849 | 32,727 | 29,109 | 2.87 |
| Kings | 827.3 | 31,294 | 166,079 | 191,336 | 135,582 | 114,339 | 188,670 | 240,435 | 215,991 | 140,118 | 109,535 | 59,854 | 61,367 | 2.80 |
| New York (Manhattan) | 721.8 | 31,356 | 168,321 | 168,320 | 115,966 | 91,581 | 146,256 | 355,093 | 198,272 | 76,631 | 47,979 | 23,336 | 20,489 | 2.09 |
| Putnam | 28.7 | 569 | 5,719 | 8,189 | 6,000 | 3,822 | 4,401 | 4,590 | 8,447 | 5,680 | 5,930 | 2,701 | 1,352 | 3.00 |
| Queens | 719.6 | 21,459 | 135,739 | 153,915 | 118,618 | 107,579 | 182,290 | 198,788 | 205,439 | 122,519 | 99,876 | 50,585 | 42,393 | 2.73 |
| Richmond | 132.7 | 4,024 | 27,183 | 33,158 | 24,615 | 18,679 | 25,041 | 28,260 | 35,667 | 25,662 | 24,942 | 11,747 | 6,422 | 2.91 |
| Rockland | 84.7 | 1,900 | 14,394 | 20,657 | 18,332 | 14,818 | 14,599 | 15,308 | 23,318 | 15,907 | 16,321 | 7,735 | 6,111 | 3.14 |
| Westchester | 320.4 | 7,335 | 55,639 | 71,354 | 57,117 | 51,346 | 77,609 | 80,768 | 98,064 | 56,216 | 49,949 | 21,996 | 13,407 | 2.74 |
| ***NEW YORK - NORTHERN NEW JERSEY - LONG ISLAND CONSOLIDATED AREA*** | ***6,602.8*** | ***202,709*** | ***1,280,286*** | ***1,512,868*** | ***1,141,720*** | ***974,963*** | ***1,490,254*** | ***1,771,134*** | ***1,893,969*** | ***1,133,292*** | ***985,963*** | ***475,256*** | ***343,186*** | ***2.75*** |
| **NIAGARA FALLS** | **85.0** | **3,541** | **16,344** | **18,048** | **12,492** | **12,629** | **21,946** | **22,551** | **26,463** | **14,602** | **13,039** | **5,810** | **2,535** | **2.60** |
| Niagara | 85.0 | 3,541 | 16,344 | 18,048 | 12,492 | 12,629 | 21,946 | 22,551 | 26,463 | 14,602 | 13,039 | 5,810 | 2,535 | 2.60 |
| **ORANGE COUNTY** | **104.9** | **3,706** | **22,769** | **27,100** | **18,166** | **13,293** | **19,866** | **21,009** | **29,944** | **19,575** | **19,418** | **9,267** | **5,687** | **3.03** |
| Orange | 104.9 | 3,706 | 22,769 | 27,100 | 18,166 | 13,293 | 19,866 | 21,009 | 29,944 | 19,575 | 19,418 | 9,267 | 5,687 | 3.03 |
| **POUGHKEEPSIE** | **91.6** | **3,545** | **19,279** | **22,041** | **16,160** | **12,641** | **17,934** | **20,701** | **28,556** | **16,609** | **15,544** | **6,765** | **3,425** | **2.89** |
| Dutchess | 91.6 | 3,545 | 19,279 | 22,041 | 16,160 | 12,641 | 17,934 | 20,701 | 28,556 | 16,609 | 15,544 | 6,765 | 3,425 | 2.89 |
| **ROCHESTER** | **376.8** | **19,456** | **82,562** | **87,969** | **59,884** | **48,381** | **78,548** | **95,260** | **120,127** | **65,093** | **59,457** | **24,917** | **11,946** | **2.68** |
| Livingston | 21.5 | 1,194 | 4,498 | 4,959 | 3,316 | 3,005 | 4,528 | 4,796 | 6,868 | 3,818 | 3,673 | 1,637 | 708 | 2.96 |
| Monroe | 273.0 | 14,835 | 60,935 | 63,540 | 43,037 | 34,423 | 56,230 | 72,666 | 86,850 | 46,487 | 41,516 | 17,116 | 8,365 | 2.62 |
| Ontario | 35.3 | 1,516 | 7,085 | 8,462 | 5,765 | 4,671 | 7,801 | 7,939 | 11,697 | 6,255 | 5,878 | 2,481 | 1,050 | 2.71 |
| Orleans | 14.6 | 645 | 2,950 | 3,278 | 2,339 | 1,989 | 3,399 | 3,212 | 4,483 | 2,565 | 2,555 | 1,161 | 624 | 2.93 |
| Wayne | 32.4 | 1,266 | 7,094 | 7,730 | 5,427 | 4,293 | 6,590 | 6,647 | 10,229 | 5,968 | 5,835 | 2,522 | 1,199 | 2.78 |
| **SYRACUSE** | **245.0** | **14,453** | **53,042** | **54,901** | **36,868** | **32,790** | **52,946** | **62,564** | **76,590** | **42,319** | **37,876** | **16,971** | **8,680** | **2.70** |
| Madison | 23.7 | 1,225 | 4,761 | 5,350 | 3,989 | 3,167 | 5,208 | 5,169 | 7,420 | 4,316 | 4,038 | 1,837 | 920 | 2.96 |
| Onondaga | 178.2 | 10,728 | 38,698 | 39,493 | 26,174 | 24,081 | 39,026 | 47,935 | 56,261 | 30,200 | 26,297 | 11,613 | 5,894 | 2.63 |
| Oswego | 43.1 | 2,500 | 9,583 | 10,058 | 6,705 | 5,542 | 8,712 | 9,460 | 12,909 | 7,803 | 7,541 | 3,521 | 1,866 | 2.87 |
| **UTICA - ROME** | **116.8** | **5,821** | **21,922** | **23,660** | **17,446** | **16,301** | **31,650** | **31,531** | **36,246** | **19,746** | **17,362** | **7,791** | **4,124** | **2.71** |
| Herkimer | 24.9 | 1,190 | 4,214 | 5,129 | 3,785 | 3,427 | 7,155 | 6,344 | 7,937 | 4,236 | 3,783 | 1,685 | 915 | 2.64 |
| Oneida | 91.9 | 4,631 | 17,708 | 18,531 | 13,661 | 12,874 | 24,495 | 25,187 | 28,309 | 15,510 | 13,579 | 6,106 | 3,209 | 2.72 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Albany | 116.5 | 7,529 | 23,691 | 25,956 | 16,386 | 15,234 | 27,704 | 35,827 | 36,848 | 19,270 | 15,379 | 6,226 | 2,950 | 2.52 |
| Allegany | 17.0 | 810 | 2,980 | 3,618 | 2,602 | 2,581 | 4,409 | 4,008 | 5,507 | 2,744 | 2,636 | 1,378 | 727 | 2.98 |
| Bronx | 424.9 | 18,287 | 88,502 | 94,994 | 72,653 | 59,042 | 91,422 | 121,339 | 106,631 | 77,245 | 57,849 | 32,727 | 29,109 | 2.87 |
| Broome | 81.4 | 4,680 | 16,765 | 16,556 | 12,045 | 11,467 | 19,887 | 22,288 | 26,463 | 13,707 | 11,753 | 4,927 | 2,262 | 2.60 |
| Cattaraugus | 30.3 | 1,400 | 5,598 | 6,555 | 4,563 | 4,479 | 7,705 | 7,632 | 9,421 | 4,942 | 4,709 | 2,343 | 1,253 | 2.76 |
| Cayuga | 29.2 | 1,282 | 5,803 | 6,400 | 4,315 | 3,970 | 7,430 | 7,025 | 8,925 | 4,998 | 4,808 | 2,228 | 1,216 | 2.83 |
| Chautauqua | 53.3 | 2,721 | 9,704 | 11,071 | 7,771 | 7,712 | 14,321 | 14,167 | 17,317 | 8,718 | 7,846 | 3,532 | 1,720 | 2.64 |
| Chemung | 35.5 | 1,570 | 6,623 | 7,489 | 5,373 | 5,110 | 9,335 | 9,204 | 11,334 | 6,060 | 5,463 | 2,283 | 1,156 | 2.69 |
| Chenango | 19.5 | 843 | 3,838 | 4,303 | 3,187 | 2,664 | 4,665 | 4,613 | 6,219 | 3,356 | 3,107 | 1,442 | 763 | 2.69 |
| Clinton | 29.5 | 2,294 | 7,061 | 6,423 | 4,307 | 3,883 | 5,532 | 6,630 | 9,025 | 5,575 | 5,271 | 2,082 | 917 | 2.93 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Under 25 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | Average Household Size |
| **NEW YORK (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Columbia | 23.9 | 868 | 4,046 | 5,290 | 3,930 | 3,416 | 6,350 | 5,837 | 8,078 | 4,199 | 3,537 | 1,475 | 774 | 2.65 |
| Cortland | 17.3 | 1,300 | 3,556 | 3,775 | 2,607 | 2,171 | 3,891 | 4,155 | 5,414 | 3,038 | 2,814 | 1,252 | 627 | 2.83 |
| Delaware | 17.9 | 687 | 2,878 | 3,626 | 2,917 | 2,712 | 5,080 | 4,598 | 6,046 | 2,786 | 2,619 | 1,184 | 667 | 2.66 |
| Dutchess | 91.6 | 3,545 | 19,279 | 22,041 | 16,160 | 12,641 | 17,934 | 20,701 | 28,556 | 16,609 | 15,544 | 6,765 | 3,425 | 2.89 |
| Erie | 376.3 | 16,531 | 72,510 | 78,273 | 55,734 | 56,698 | 96,554 | 106,639 | 117,028 | 63,500 | 54,170 | 23,437 | 11,526 | 2.56 |
| Essex | 13.7 | 613 | 2,471 | 2,874 | 2,080 | 2,082 | 3,580 | 3,575 | 4,515 | 2,275 | 2,030 | 884 | 421 | 2.73 |
| Franklin | 16.3 | 796 | 3,180 | 3,411 | 2,480 | 2,339 | 4,094 | 4,273 | 4,961 | 2,660 | 2,580 | 1,245 | 581 | 2.91 |
| Fulton | 20.9 | 992 | 3,689 | 4,314 | 3,092 | 2,887 | 5,926 | 5,482 | 6,829 | 3,594 | 3,007 | 1,329 | 659 | 2.61 |
| Genesee | 21.7 | 824 | 4,468 | 4,687 | 3,396 | 3,088 | 5,237 | 4,774 | 6,746 | 3,898 | 3,710 | 1,719 | 853 | 2.77 |
| Greene | 16.9 | 586 | 2,895 | 3,527 | 2,683 | 2,593 | 4,616 | 4,398 | 5,666 | 2,760 | 2,486 | 1,045 | 545 | 2.72 |
| Hamilton | 2.2 | 71 | 313 | 428 | 373 | 401 | 614 | 605 | 854 | 310 | 262 | 102 | 67 | 2.41 |
| Herkimer | 24.9 | 1,190 | 4,214 | 5,129 | 3,785 | 3,427 | 7,155 | 6,344 | 7,937 | 4,236 | 3,783 | 1,685 | 915 | 2.64 |
| Jefferson | 40.0 | 3,123 | 9,561 | 8,660 | 5,383 | 4,890 | 8,383 | 8,611 | 12,051 | 7,595 | 7,164 | 3,078 | 1,501 | 2.95 |
| Kings | 827.3 | 31,294 | 166,079 | 191,336 | 135,582 | 114,339 | 188,670 | 240,435 | 215,991 | 140,118 | 109,535 | 59,854 | 61,367 | 2.80 |
| Lewis | 9.6 | 428 | 2,083 | 2,072 | 1,421 | 1,377 | 2,219 | 1,996 | 2,762 | 1,700 | 1,693 | 928 | 521 | 2.88 |
| Livingston | 21.5 | 1,194 | 4,498 | 4,959 | 3,316 | 3,005 | 4,528 | 4,796 | 6,868 | 3,818 | 3,673 | 1,637 | 708 | 2.96 |
| Madison | 23.7 | 1,225 | 4,761 | 5,350 | 3,989 | 3,167 | 5,208 | 5,169 | 7,420 | 4,316 | 4,038 | 1,837 | 920 | 2.96 |
| Monroe | 273.0 | 14,835 | 60,935 | 63,540 | 43,037 | 34,423 | 56,230 | 72,666 | 86,850 | 46,487 | 41,516 | 17,116 | 8,365 | 2.62 |
| Montgomery | 20.2 | 826 | 3,366 | 3,972 | 2,711 | 2,873 | 6,452 | 5,527 | 6,519 | 3,350 | 2,868 | 1,254 | 682 | 2.57 |
| Nassau | 430.0 | 6,071 | 62,014 | 96,271 | 78,243 | 79,791 | 107,610 | 74,902 | 128,319 | 81,637 | 81,823 | 38,858 | 24,461 | 2.99 |
| New York (Manhattan) | 721.8 | 31,356 | 168,321 | 168,320 | 115,966 | 91,581 | 146,256 | 355,093 | 198,272 | 76,631 | 47,979 | 23,336 | 20,489 | 2.09 |
| Niagara | 85.0 | 3,541 | 16,344 | 18,048 | 12,492 | 12,629 | 21,946 | 22,551 | 26,463 | 14,602 | 13,039 | 5,810 | 2,535 | 2.60 |
| Oneida | 91.9 | 4,631 | 17,708 | 18,531 | 13,661 | 12,874 | 24,495 | 25,187 | 28,309 | 15,510 | 13,579 | 6,106 | 3,209 | 2.72 |
| Onondaga | 178.2 | 10,728 | 38,698 | 39,493 | 26,174 | 24,081 | 39,026 | 47,935 | 56,261 | 30,200 | 26,297 | 11,613 | 5,894 | 2.63 |
| Ontario | 35.3 | 1,516 | 7,085 | 8,462 | 5,765 | 4,671 | 7,801 | 7,939 | 11,697 | 6,255 | 5,878 | 2,481 | 1,050 | 2.71 |
| Orange | 104.9 | 3,706 | 22,769 | 27,100 | 18,166 | 13,293 | 19,866 | 21,009 | 29,944 | 19,575 | 19,418 | 9,267 | 5,687 | 3.03 |
| Orleans | 14.6 | 645 | 2,950 | 3,278 | 2,339 | 1,989 | 3,399 | 3,212 | 4,483 | 2,565 | 2,555 | 1,161 | 624 | 2.93 |
| Oswego | 43.1 | 2,500 | 9,583 | 10,058 | 6,705 | 5,342 | 8,712 | 9,460 | 12,909 | 7,803 | 7,541 | 3,521 | 1,866 | 2.87 |
| Otsego | 22.0 | 1,336 | 3,641 | 4,673 | 3,423 | 2,960 | 5,967 | 5,578 | 7,510 | 3,433 | 3,281 | 1,441 | 757 | 2.79 |
| Putnam | 28.7 | 569 | 5,719 | 8,189 | 6,000 | 3,822 | 4,401 | 4,590 | 8,447 | 5,680 | 5,930 | 2,701 | 1,352 | 3.00 |
| Queens | 719.6 | 21,459 | 135,739 | 153,915 | 118,618 | 107,579 | 182,290 | 198,788 | 205,439 | 122,519 | 99,876 | 50,585 | 42,393 | 2.73 |
| Rensselaer | 57.8 | 3,236 | 12,024 | 12,853 | 8,558 | 7,813 | 13,316 | 15,017 | 18,160 | 9,969 | 8,767 | 3,939 | 1,948 | 2.68 |
| Richmond | 132.7 | 4,024 | 27,183 | 33,158 | 24,615 | 18,679 | 25,041 | 28,260 | 35,667 | 25,662 | 24,942 | 11,747 | 6,422 | 2.91 |
| Rockland | 84.7 | 1,900 | 14,394 | 20,657 | 18,332 | 14,818 | 14,599 | 15,308 | 23,318 | 15,907 | 16,321 | 7,735 | 6,111 | 3.14 |
| St. Lawrence | 37.9 | 2,424 | 7,190 | 8,158 | 5,853 | 5,588 | 8,687 | 9,064 | 11,833 | 6,559 | 6,076 | 2,843 | 1,525 | 2.96 |
| Saratoga | 69.9 | 3,328 | 15,728 | 17,450 | 11,993 | 8,800 | 12,601 | 15,219 | 22,412 | 13,038 | 12,249 | 4,887 | 2,095 | 2.72 |
| Schenectady | 59.4 | 2,696 | 11,407 | 12,394 | 8,591 | 8,231 | 16,081 | 16,951 | 19,338 | 9,913 | 8,457 | 3,247 | 1,494 | 2.52 |
| Schoharie | 11.5 | 521 | 1,996 | 2,526 | 1,835 | 1,710 | 2,912 | 2,622 | 3,837 | 1,991 | 1,818 | 798 | 434 | 2.82 |
| Schuyler | 6.8 | 273 | 1,174 | 1,577 | 1,130 | 947 | 1,699 | 1,494 | 2,289 | 1,185 | 1,094 | 479 | 259 | 2.75 |
| Seneca | 12.2 | 510 | 2,320 | 2,720 | 1,900 | 1,779 | 2,971 | 2,738 | 4,098 | 2,131 | 2,002 | 841 | 390 | 2.73 |
| Steuben | 37.6 | 1,790 | 7,064 | 8,085 | 5,897 | 5,469 | 9,295 | 9,426 | 12,148 | 6,197 | 5,854 | 2,627 | 1,348 | 2.65 |
| Suffolk | 437.6 | 8,753 | 81,090 | 108,557 | 87,895 | 69,375 | 81,930 | 71,193 | 121,446 | 84,255 | 87,953 | 43,932 | 28,821 | 3.12 |
| Sullivan | 25.1 | 1,110 | 4,471 | 5,317 | 3,929 | 3,665 | 6,608 | 6,457 | 8,175 | 4,133 | 3,600 | 1,703 | 1,032 | 2.82 |
| Tioga | 19.0 | 716 | 4,067 | 4,405 | 3,362 | 2,770 | 3,680 | 3,770 | 5,985 | 3,586 | 3,447 | 1,529 | 683 | 2.78 |
| Tompkins | 33.6 | 4,530 | 7,885 | 7,653 | 4,456 | 3,446 | 5,630 | 9,291 | 11,275 | 5,607 | 4,723 | 1,767 | 937 | 2.83 |
| Ulster | 61.3 | 2,509 | 12,117 | 14,292 | 10,026 | 8,633 | 13,723 | 15,177 | 20,029 | 10,838 | 9,540 | 3,712 | 2,004 | 2.73 |
| Warren | 23.1 | 1,071 | 4,392 | 5,145 | 3,620 | 3,180 | 5,692 | 5,749 | 7,538 | 4,011 | 3,558 | 1,524 | 720 | 2.61 |
| Washington | 20.7 | 953 | 3,899 | 4,474 | 3,270 | 3,044 | 5,060 | 4,468 | 6,419 | 3,717 | 3,540 | 1,621 | 935 | 2.92 |
| Wayne | 32.4 | 1,266 | 7,094 | 7,730 | 5,427 | 4,293 | 6,590 | 6,647 | 10,229 | 5,968 | 5,835 | 2,522 | 1,199 | 2.78 |
| Westchester | 320.4 | 7,335 | 55,639 | 71,354 | 57,117 | 51,346 | 77,609 | 80,768 | 98,064 | 56,216 | 49,949 | 21,996 | 13,407 | 2.74 |
| Wyoming | 14.0 | 602 | 2,840 | 3,177 | 2,294 | 1,823 | 3,264 | 2,920 | 4,353 | 2,414 | 2,429 | 1,263 | 621 | 3.11 |
| Yates | 8.6 | 320 | 1,529 | 1,891 | 1,306 | 1,250 | 2,304 | 1,984 | 3,054 | 1,374 | 1,235 | 577 | 376 | 2.69 |
| **TOTAL METRO COUNTIES** | **6,097.8** | **228,013** | **1,207,669** | **1,384,035** | **1,018,134** | **881,932** | **1,378,017** | **1,703,516** | **1,760,547** | **1,025,413** | **884,836** | **434,443** | **299,045** | **2.71** |
| **TOTAL STATE** | **6,677.4** | **260,269** | **1,321,421** | **1,510,540** | **1,106,836** | **962,142** | **1,516,192** | **1,844,081** | **1,946,501** | **1,124,945** | **976,435** | **465,163** | **320,275** | **2.72** |
| **NORTH CAROLINA** | | | | | | | | | | | | | | |
| **ASHEVILLE** | **72.2** | **3,205** | **12,966** | **15,695** | **11,307** | **10,141** | **18,886** | **19,570** | **25,662** | **12,848** | **9,442** | **3,333** | **1,345** | **2.46** |
| Buncombe | 72.2 | 3,205 | 12,966 | 15,695 | 11,307 | 10,141 | 18,886 | 19,570 | 25,662 | 12,848 | 9,442 | 3,333 | 1,345 | 2.46 |
| **BURLINGTON** | **43.4** | **2,180** | **8,092** | **9,004** | **6,966** | **6,408** | **10,750** | **10,841** | **14,993** | **8,530** | **6,121** | **2,005** | **910** | **2.53** |
| Alamance | 43.4 | 2,180 | 8,092 | 9,004 | 6,966 | 6,408 | 10,750 | 10,841 | 14,993 | 8,530 | 6,121 | 2,005 | 910 | 2.53 |
| **CHARLOTTE - GASTONIA - ROCK HILL** | **455.6** | **25,424** | **105,317** | **107,438** | **74,064** | **59,318** | **84,039** | **107,110** | **150,370** | **87,447** | **71,709** | **28,747** | **13,217** | **2.63** |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average Household Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **NORTH CAROLINA (continued)** | | | | | | | | | | | | | | |
| **CHARLOTTE - GASTONIA - ROCK HILL (continued)** | | | | | | | | | | | | | | |
| Cabarrus | 38.3 | 1,850 | 7,527 | 8,453 | 6,453 | 5,421 | 8,596 | 8,356 | 12,972 | 7,626 | 6,281 | 2,116 | 949 | 2.64 |
| Gaston | 66.0 | 3,535 | 13,356 | 14,894 | 10,753 | 9,596 | 13,866 | 13,970 | 21,450 | 13,909 | 10,889 | 3,804 | 1,978 | 2.68 |
| Lincoln | 19.5 | 1,029 | 4,028 | 4,424 | 3,399 | 2,706 | 3,914 | 3,789 | 6,624 | 4,152 | 3,347 | 1,057 | 531 | 2.67 |
| Mecklenburg | 209.4 | 12,866 | 55,345 | 52,028 | 32,629 | 24,535 | 31,997 | 55,368 | 69,237 | 37,468 | 30,536 | 11,141 | 5,650 | 2.55 |
| Rowan | 43.3 | 1,976 | 8,324 | 9,012 | 6,778 | 6,313 | 10,897 | 10,608 | 14,728 | 8,021 | 6,641 | 2,265 | 1,037 | 2.60 |
| Union | 30.4 | 1,384 | 6,538 | 7,314 | 5,605 | 4,059 | 5,500 | 5,305 | 9,500 | 6,416 | 5,818 | 2,151 | 1,210 | 2.88 |
| *York, S. C.* | *48.7* | *2,784* | *10,199* | *11,313* | *8,447* | *6,688* | *9,269* | *9,714* | *15,859* | *9,855* | *8,197* | *3,213* | *1,862* | *2.79* |
| **FAYETTEVILLE** | **92.6** | **8,809** | **26,269** | **21,609** | **13,582** | **11,102** | **11,229** | **18,265** | **27,380** | **20,243** | **16,679** | **6,606** | **3,427** | **3.00** |
| Cumberland | 92.6 | 8,809 | 26,269 | 21,609 | 13,582 | 11,102 | 11,229 | 18,265 | 27,380 | 20,243 | 16,679 | 6,606 | 3,427 | 3.00 |
| **GREENSBORO - WINSTON-SALEM - HIGH POINT** | **380.0** | **21,795** | **81,607** | **85,674** | **61,854** | **52,302** | **76,768** | **96,696** | **130,012** | **72,740** | **54,748** | **18,065** | **7,739** | **2.53** |
| Davidson | 50.0 | 2,520 | 10,224 | 11,087 | 8,826 | 7,177 | 10,166 | 10,677 | 17,184 | 10,639 | 8,072 | 2,500 | 928 | 2.58 |
| Davie | 11.2 | 450 | 1,992 | 2,608 | 1,923 | 1,623 | 2,604 | 2,375 | 3,986 | 2,240 | 1,821 | 582 | 196 | 2.57 |
| Forsyth | 109.6 | 6,271 | 24,765 | 24,809 | 17,180 | 14,956 | 21,619 | 30,989 | 37,109 | 19,821 | 14,600 | 4,917 | 2,164 | 2.47 |
| Guilford | 140.1 | 9,018 | 30,637 | 31,832 | 21,970 | 18,846 | 27,797 | 37,853 | 48,045 | 25,176 | 19,295 | 6,593 | 3,138 | 2.53 |
| Randolph | 42.3 | 2,321 | 8,810 | 9,400 | 7,262 | 5,919 | 8,588 | 9,006 | 14,549 | 8,975 | 6,760 | 2,203 | 807 | 2.59 |
| Stokes | 14.4 | 665 | 2,910 | 3,373 | 2,613 | 1,945 | 2,894 | 2,935 | 4,749 | 3,265 | 2,426 | 718 | 307 | 2.63 |
| Yadkin | 12.4 | 550 | 2,269 | 2,565 | 2,080 | 1,836 | 3,100 | 2,861 | 4,390 | 2,624 | 1,774 | 552 | 199 | 2.50 |
| **HICKORY - MORGANTON** | **86.9** | **4,478** | **17,484** | **19,448** | **15,181** | **12,437** | **17,872** | **19,610** | **29,727** | **17,777** | **13,578** | **4,359** | **1,849** | **2.60** |
| Alexander | 10.5 | 546 | 2,191 | 2,335 | 1,922 | 1,491 | 2,015 | 2,094 | 3,517 | 2,241 | 1,811 | 597 | 240 | 2.68 |
| Burke | 29.6 | 1,571 | 5,645 | 6,404 | 5,260 | 4,282 | 6,438 | 6,807 | 10,273 | 6,190 | 4,375 | 1,376 | 579 | 2.59 |
| Catawba | 46.8 | 2,361 | 9,648 | 10,709 | 7,999 | 6,664 | 9,419 | 10,709 | 15,937 | 9,346 | 7,392 | 2,386 | 1,030 | 2.59 |
| **JACKSONVILLE** | **42.4** | **6,723** | **13,238** | **8,704** | **5,047** | **4,220** | **4,468** | **6,667** | **13,359** | **9,639** | **8,101** | **3,149** | **1,485** | **3.62** |
| Onslow | 42.4 | 6,723 | 13,238 | 8,704 | 5,047 | 4,220 | 4,468 | 6,667 | 13,359 | 9,639 | 8,101 | 3,149 | 1,485 | 3.62 |
| **RALEIGH - DURHAM** | **301.4** | **23,693** | **81,334** | **75,604** | **44,932** | **31,663** | **44,174** | **81,747** | **101,980** | **54,448** | **42,536** | **14,069** | **6,620** | **2.55** |
| Durham | 74.5 | 5,291 | 19,779 | 18,267 | 10,334 | 7,978 | 12,851 | 21,854 | 24,700 | 12,976 | 9,825 | 3,356 | 1,789 | 2.51 |
| Franklin | 14.0 | 592 | 2,824 | 3,194 | 2,246 | 1,939 | 3,205 | 3,292 | 4,580 | 2,751 | 2,063 | 780 | 534 | 2.70 |
| Orange | 37.5 | 4,578 | 9,785 | 8,876 | 5,058 | 3,687 | 5,516 | 10,682 | 13,460 | 6,501 | 4,735 | 1,504 | 618 | 2.58 |
| Wake | 175.4 | 13,232 | 48,946 | 45,267 | 27,294 | 18,059 | 22,602 | 45,919 | 59,240 | 32,220 | 25,913 | 8,429 | 3,679 | 2.55 |
| **WILMINGTON** | **49.3** | **3,519** | **9,998** | **11,349** | **7,668** | **6,556** | **10,210** | **12,957** | **17,454** | **8,930** | **6,599** | **2,311** | **1,049** | **2.49** |
| New Hanover | 49.3 | 3,519 | 9,998 | 11,349 | 7,668 | 6,556 | 10,210 | 12,957 | 17,454 | 8,930 | 6,599 | 2,311 | 1,049 | 2.49 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Alamance | 43.4 | 2,180 | 8,092 | 9,004 | 6,966 | 6,408 | 10,750 | 10,841 | 14,993 | 8,530 | 6,121 | 2,005 | 910 | 2.53 |
| Alexander | 10.5 | 546 | 2,191 | 2,335 | 1,922 | 1,491 | 2,015 | 2,094 | 3,517 | 2,241 | 1,811 | 597 | 240 | 2.68 |
| Alleghany | 3.9 | 125 | 610 | 696 | 612 | 685 | 1,172 | 1,009 | 1,409 | 706 | 532 | 198 | 46 | 2.46 |
| Anson | 8.5 | 328 | 1,417 | 1,784 | 1,270 | 1,227 | 2,474 | 2,070 | 2,513 | 1,572 | 1,325 | 603 | 417 | 2.75 |
| Ashe | 9.0 | 340 | 1,410 | 1,777 | 1,443 | 1,470 | 2,560 | 2,032 | 3,319 | 1,814 | 1,286 | 395 | 154 | 2.49 |
| Avery | 5.5 | 277 | 919 | 1,181 | 912 | 790 | 1,421 | 1,246 | 1,947 | 1,086 | 826 | 288 | 107 | 2.73 |
| Beaufort | 16.4 | 633 | 2,745 | 3,496 | 2,611 | 2,570 | 4,345 | 4,044 | 5,331 | 3,052 | 2,394 | 1,041 | 538 | 2.60 |
| Bertie | 7.4 | 236 | 1,321 | 1,432 | 1,092 | 1,169 | 2,150 | 1,824 | 2,209 | 1,273 | 1,155 | 501 | 438 | 2.73 |
| Bladen | 10.8 | 404 | 1,829 | 2,341 | 1,776 | 1,654 | 2,796 | 2,635 | 3,355 | 2,087 | 1,640 | 687 | 396 | 2.65 |
| Brunswick | 21.2 | 841 | 3,694 | 4,225 | 3,493 | 3,811 | 5,136 | 4,548 | 8,307 | 3,794 | 2,926 | 1,095 | 530 | 2.53 |
| Buncombe | 72.2 | 3,205 | 12,966 | 15,695 | 11,307 | 10,141 | 18,886 | 19,570 | 25,662 | 12,848 | 9,442 | 3,333 | 1,345 | 2.46 |
| Burke | 29.6 | 1,571 | 5,645 | 6,404 | 5,260 | 4,282 | 6,438 | 6,807 | 10,273 | 6,190 | 4,375 | 1,376 | 579 | 2.59 |
| Cabarrus | 38.3 | 1,850 | 7,527 | 8,453 | 6,453 | 5,421 | 8,596 | 8,356 | 12,972 | 7,626 | 6,281 | 2,116 | 949 | 2.64 |
| Caldwell | 27.5 | 1,466 | 5,379 | 6,043 | 4,919 | 4,061 | 5,632 | 5,837 | 9,359 | 6,007 | 4,347 | 1,356 | 594 | 2.60 |
| Camden | 2.2 | 71 | 355 | 426 | 383 | 378 | 587 | 449 | 726 | 438 | 347 | 163 | 77 | 2.77 |
| Carteret | 22.0 | 1,203 | 4,376 | 4,580 | 3,381 | 3,449 | 5,011 | 5,360 | 8,345 | 4,004 | 2,876 | 1,012 | 403 | 2.46 |
| Caswell | 7.5 | 213 | 1,275 | 1,659 | 1,335 | 1,115 | 1,903 | 1,629 | 2,319 | 1,558 | 1,251 | 477 | 266 | 2.75 |
| Catawba | 46.8 | 2,361 | 9,648 | 10,709 | 7,999 | 6,664 | 9,419 | 10,709 | 15,937 | 9,346 | 7,392 | 2,386 | 1,030 | 2.59 |
| Chatham | 15.6 | 570 | 3,020 | 3,713 | 2,442 | 2,171 | 3,684 | 3,578 | 5,679 | 2,983 | 2,237 | 773 | 350 | 2.53 |
| Cherokee | 8.2 | 342 | 1,170 | 1,525 | 1,328 | 1,258 | 2,577 | 1,865 | 3,104 | 1,458 | 1,162 | 434 | 177 | 2.52 |
| Chowan | 5.2 | 174 | 846 | 1,075 | 735 | 833 | 1,537 | 1,281 | 1,709 | 926 | 763 | 345 | 176 | 2.63 |
| Clay | 3.0 | 86 | 401 | 572 | 440 | 471 | 1,030 | 729 | 1,132 | 537 | 393 | 151 | 58 | 2.43 |
| Cleveland | 32.3 | 1,553 | 6,009 | 6,965 | 5,550 | 4,647 | 7,576 | 7,198 | 10,880 | 6,450 | 5,060 | 1,816 | 896 | 2.65 |
| Columbus | 18.7 | 688 | 3,278 | 3,885 | 3,167 | 2,924 | 4,758 | 4,486 | 5,751 | 3,567 | 2,965 | 1,201 | 730 | 2.66 |
| Craven | 30.2 | 2,448 | 7,155 | 6,385 | 4,087 | 3,991 | 6,134 | 6,370 | 10,280 | 5,865 | 4,853 | 1,872 | 960 | 2.75 |
| Cumberland | 92.6 | 8,809 | 26,269 | 21,609 | 13,582 | 11,102 | 11,229 | 18,265 | 27,380 | 20,243 | 16,679 | 6,606 | 3,427 | 3.00 |
| Currituck | 5.2 | 170 | 1,085 | 1,119 | 876 | 818 | 1,132 | 1,034 | 1,803 | 1,020 | 818 | 346 | 179 | 2.73 |
| Dare | 10.3 | 469 | 2,379 | 2,448 | 1,470 | 1,506 | 2,028 | 2,539 | 4,039 | 1,716 | 1,335 | 467 | 204 | 2.43 |
| Davidson | 50.0 | 2,520 | 10,224 | 11,087 | 8,826 | 7,177 | 10,166 | 10,677 | 17,184 | 10,639 | 8,072 | 2,500 | 928 | 2.58 |
| Davie | 11.2 | 450 | 1,992 | 2,608 | 1,923 | 1,623 | 2,604 | 2,375 | 3,986 | 2,240 | 1,821 | 582 | 196 | 2.57 |
| Duplin | 15.0 | 667 | 2,687 | 3,159 | 2,367 | 2,284 | 3,836 | 3,635 | 4,631 | 2,892 | 2,348 | 915 | 579 | 2.68 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

S&MM ESTIMATES

| METRO AREA County | 12/31/91 Total Households (Thousands) | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average Household Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **NORTH CAROLINA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Durham | 74.5 | 5,291 | 19,779 | 18,267 | 10,334 | 7,978 | 12,851 | 21,854 | 24,700 | 12,976 | 9,825 | 3,356 | 1,789 | 2.51 |
| Edgecombe | 20.5 | 842 | 4,026 | 4,805 | 3,184 | 2,984 | 4,659 | 4,829 | 5,864 | 4,076 | 3,190 | 1,443 | 1,098 | 2.78 |
| Forsyth | 109.6 | 6,271 | 24,765 | 24,809 | 17,180 | 14,956 | 21,619 | 30,989 | 37,109 | 19,821 | 14,600 | 4,917 | 2,164 | 2.47 |
| Franklin | 14.0 | 592 | 2,824 | 3,194 | 2,246 | 1,939 | 3,205 | 3,292 | 4,580 | 2,751 | 2,063 | 780 | 534 | 2.70 |
| Gaston | 66.0 | 3,535 | 13,356 | 14,894 | 10,753 | 9,596 | 13,866 | 13,970 | 21,450 | 13,909 | 10,889 | 3,804 | 1,978 | 2.68 |
| Gates | 3.4 | 89 | 626 | 657 | 532 | 529 | 967 | 728 | 1,045 | 681 | 574 | 208 | 164 | 2.79 |
| Graham | 2.8 | 112 | 434 | 569 | 470 | 429 | 786 | 624 | 998 | 538 | 425 | 144 | 71 | 2.54 |
| Granville | 13.6 | 495 | 2,813 | 2,921 | 2,335 | 1,985 | 3,051 | 3,046 | 4,236 | 2,777 | 2,167 | 833 | 541 | 2.89 |
| Greene | 5.4 | 187 | 1,063 | 1,181 | 851 | 854 | 1,264 | 1,211 | 1,618 | 1,118 | 881 | 314 | 258 | 2.83 |
| Guilford | 140.1 | 9,018 | 30,637 | 31,832 | 21,970 | 18,846 | 27,797 | 37,853 | 48,045 | 25,176 | 19,295 | 6,593 | 3,138 | 2.53 |
| Halifax | 20.6 | 914 | 3,690 | 4,272 | 3,053 | 3,244 | 5,427 | 5,158 | 6,254 | 3,864 | 2,958 | 1,347 | 1,019 | 2.71 |
| Harnett | 25.9 | 2,153 | 5,454 | 5,294 | 3,919 | 3,603 | 5,477 | 6,052 | 8,348 | 5,217 | 3,997 | 1,516 | 770 | 2.70 |
| Haywood | 19.3 | 780 | 2,935 | 3,655 | 3,235 | 3,143 | 5,552 | 4,704 | 7,407 | 3,538 | 2,560 | 796 | 295 | 2.44 |
| Henderson | 29.6 | 1,134 | 4,443 | 5,509 | 4,297 | 4,385 | 9,832 | 7,178 | 12,219 | 4,804 | 3,686 | 1,198 | 515 | 2.41 |
| Hertford | 8.1 | 277 | 1,460 | 1,660 | 1,302 | 1,265 | 2,136 | 2,084 | 2,423 | 1,528 | 1,168 | 517 | 380 | 2.75 |
| Hoke | 7.6 | 427 | 1,734 | 1,762 | 1,205 | 1,073 | 1,399 | 1,482 | 2,107 | 1,539 | 1,339 | 662 | 471 | 3.17 |
| Hyde | 2.1 | 74 | 341 | 410 | 324 | 310 | 641 | 546 | 702 | 361 | 291 | 125 | 75 | 2.52 |
| Iredell | 36.1 | 1,693 | 7,042 | 7,736 | 6,142 | 5,402 | 8,085 | 7,901 | 12,347 | 7,203 | 5,682 | 2,047 | 920 | 2.62 |
| Jackson | 9.8 | 695 | 1,543 | 2,038 | 1,682 | 1,432 | 2,410 | 2,310 | 3,609 | 1,886 | 1,357 | 469 | 169 | 2.79 |
| Johnston | 32.5 | 1,575 | 6,557 | 7,179 | 5,422 | 4,501 | 7,266 | 7,798 | 10,668 | 6,575 | 4,953 | 1,692 | 814 | 2.57 |
| Jones | 3.5 | 112 | 650 | 680 | 548 | 552 | 958 | 790 | 1,080 | 712 | 528 | 237 | 153 | 2.69 |
| Lee | 16.0 | 798 | 3,202 | 3,561 | 2,516 | 2,405 | 3,518 | 3,615 | 5,444 | 3,043 | 2,508 | 913 | 477 | 2.64 |
| Lenoir | 21.9 | 940 | 3,973 | 4,733 | 3,574 | 3,362 | 5,318 | 5,792 | 6,891 | 4,119 | 3,178 | 1,196 | 724 | 2.61 |
| Lincoln | 19.5 | 1,029 | 4,028 | 4,424 | 3,399 | 2,706 | 3,914 | 3,789 | 6,624 | 4,152 | 3,347 | 1,057 | 531 | 2.67 |
| McDowell | 13.7 | 689 | 2,468 | 2,857 | 2,256 | 2,062 | 3,368 | 3,056 | 4,676 | 2,780 | 2,123 | 741 | 324 | 2.61 |
| Macon | 10.0 | 307 | 1,319 | 1,732 | 1,488 | 1,698 | 3,456 | 2,473 | 4,179 | 1,651 | 1,163 | 383 | 151 | 2.38 |
| Madison | 6.5 | 292 | 972 | 1,309 | 1,035 | 997 | 1,895 | 1,549 | 2,322 | 1,275 | 915 | 305 | 134 | 2.60 |
| Martin | 9.3 | 356 | 1,602 | 1,962 | 1,454 | 1,452 | 2,474 | 2,247 | 2,859 | 1,778 | 1,426 | 588 | 402 | 2.68 |
| Mecklenburg | 209.4 | 12,866 | 55,345 | 52,028 | 32,629 | 24,535 | 31,997 | 55,368 | 69,237 | 37,468 | 30,536 | 11,141 | 5,650 | 2.55 |
| Mitchell | 5.9 | 206 | 926 | 1,144 | 940 | 968 | 1,716 | 1,341 | 2,223 | 1,136 | 843 | 255 | 102 | 2.47 |
| Montgomery | 8.4 | 390 | 1,472 | 1,811 | 1,360 | 1,229 | 2,138 | 1,896 | 2,664 | 1,631 | 1,308 | 527 | 374 | 2.82 |
| Moore | 24.8 | 1,053 | 4,096 | 4,412 | 3,294 | 3,921 | 8,024 | 5,998 | 9,886 | 3,936 | 3,135 | 1,246 | 599 | 2.47 |
| Nash | 29.6 | 1,288 | 6,017 | 7,032 | 4,713 | 4,092 | 6,458 | 7,182 | 9,300 | 5,791 | 4,641 | 1,743 | 943 | 2.64 |
| New Hanover | 49.3 | 3,519 | 9,998 | 11,349 | 7,668 | 6,556 | 10,210 | 12,957 | 17,454 | 8,930 | 6,599 | 2,311 | 1,049 | 2.49 |
| Northampton | 7.5 | 217 | 1,125 | 1,405 | 1,188 | 1,268 | 2,297 | 1,825 | 2,443 | 1,354 | 1,034 | 467 | 377 | 2.73 |
| Onslow | 42.4 | 6,723 | 13,238 | 8,704 | 5,047 | 4,220 | 4,468 | 6,667 | 13,359 | 9,639 | 8,101 | 3,149 | 1,485 | 3.62 |
| Orange | 37.5 | 4,578 | 9,785 | 8,876 | 5,058 | 3,687 | 5,516 | 10,682 | 13,460 | 6,501 | 4,735 | 1,504 | 618 | 2.58 |
| Pamlico | 4.5 | 146 | 690 | 871 | 696 | 820 | 1,277 | 1,068 | 1,642 | 849 | 615 | 220 | 106 | 2.53 |
| Pasquotank | 11.6 | 529 | 2,432 | 2,420 | 1,667 | 1,599 | 2,953 | 2,825 | 3,537 | 2,241 | 1,871 | 728 | 398 | 2.74 |
| Pender | 11.7 | 466 | 2,057 | 2,467 | 1,968 | 1,855 | 2,887 | 2,561 | 4,326 | 2,148 | 1,671 | 628 | 366 | 2.59 |
| Perquimans | 4.1 | 133 | 674 | 736 | 619 | 708 | 1,230 | 902 | 1,539 | 713 | 542 | 252 | 152 | 2.63 |
| Person | 11.7 | 418 | 2,223 | 2,516 | 1,890 | 1,767 | 2,886 | 2,720 | 3,734 | 2,312 | 1,908 | 677 | 349 | 2.63 |
| Pitt | 41.9 | 4,798 | 9,902 | 9,323 | 5,582 | 4,989 | 7,306 | 10,960 | 13,612 | 7,912 | 5,813 | 2,225 | 1,378 | 2.66 |
| Polk | 6.1 | 183 | 777 | 1,005 | 880 | 979 | 2,276 | 1,624 | 2,507 | 917 | 689 | 243 | 120 | 2.38 |
| Randolph | 42.3 | 2,321 | 8,810 | 9,400 | 7,262 | 5,919 | 8,588 | 9,006 | 14,549 | 8,975 | 6,760 | 2,203 | 807 | 2.59 |
| Richmond | 16.9 | 783 | 3,066 | 3,489 | 2,637 | 2,592 | 4,333 | 4,272 | 5,338 | 3,138 | 2,495 | 1,031 | 626 | 2.64 |
| Robeson | 36.6 | 1,895 | 7,373 | 8,489 | 5,912 | 5,120 | 7,811 | 8,128 | 9,653 | 7,268 | 6,292 | 3,138 | 2,121 | 2.91 |
| Rockingham | 33.8 | 1,446 | 6,094 | 7,349 | 5,559 | 4,952 | 8,400 | 8,186 | 11,124 | 6,751 | 4,976 | 1,843 | 920 | 2.57 |
| Rowan | 43.3 | 1,976 | 8,324 | 9,012 | 6,778 | 6,313 | 10,897 | 10,608 | 14,728 | 8,021 | 6,641 | 2,265 | 1,037 | 2.60 |
| Rutherford | 22.5 | 1,246 | 3,936 | 4,582 | 3,516 | 3,376 | 5,844 | 5,422 | 7,651 | 4,329 | 3,328 | 1,171 | 599 | 2.56 |
| Sampson | 17.6 | 713 | 3,001 | 3,675 | 2,848 | 2,749 | 4,614 | 4,063 | 5,516 | 3,431 | 2,773 | 1,089 | 728 | 2.70 |
| Scotland | 12.1 | 563 | 2,305 | 2,947 | 2,071 | 1,650 | 2,564 | 2,722 | 3,407 | 2,430 | 2,059 | 936 | 546 | 2.84 |
| Stanly | 20.0 | 959 | 3,647 | 4,201 | 3,152 | 2,950 | 5,091 | 4,534 | 6,841 | 3,769 | 3,281 | 1,117 | 458 | 2.62 |
| Stokes | 14.4 | 665 | 2,910 | 3,373 | 2,613 | 1,945 | 2,894 | 2,935 | 4,749 | 3,265 | 2,426 | 718 | 307 | 2.63 |
| Surry | 24.6 | 1,239 | 4,333 | 5,024 | 4,115 | 3,772 | 6,117 | 5,656 | 8,485 | 5,102 | 3,734 | 1,152 | 471 | 2.54 |
| Swain | 4.2 | 186 | 695 | 829 | 690 | 677 | 1,123 | 1,009 | 1,425 | 830 | 558 | 245 | 133 | 2.69 |
| Transylvania | 10.2 | 366 | 1,603 | 1,830 | 1,615 | 1,625 | 3,161 | 2,354 | 4,073 | 1,706 | 1,385 | 477 | 205 | 2.56 |
| Tyrrell | 1.5 | 44 | 239 | 285 | 217 | 233 | 482 | 373 | 479 | 269 | 211 | 116 | 52 | 2.60 |
| Union | 30.4 | 1,384 | 6,538 | 7,314 | 5,605 | 4,059 | 5,500 | 5,305 | 9,500 | 6,416 | 5,818 | 2,151 | 1,210 | 2.88 |
| Vance | 14.3 | 703 | 2,801 | 3,225 | 2,155 | 2,080 | 3,336 | 3,326 | 4,389 | 2,829 | 2,148 | 936 | 672 | 2.76 |
| Wake | 175.4 | 13,232 | 48,946 | 45,267 | 27,294 | 18,059 | 22,602 | 45,919 | 59,240 | 32,220 | 25,913 | 8,429 | 3,679 | 2.55 |
| Warren | 6.4 | 182 | 899 | 1,246 | 912 | 1,151 | 2,010 | 1,469 | 2,120 | 1,152 | 922 | 410 | 327 | 2.72 |
| Washington | 5.1 | 211 | 837 | 1,151 | 799 | 769 | 1,333 | 1,182 | 1,511 | 999 | 815 | 336 | 257 | 2.75 |
| Watauga | 13.8 | 2,424 | 2,472 | 2,621 | 2,018 | 1,643 | 2,622 | 3,525 | 5,281 | 2,452 | 1,784 | 558 | 200 | 2.71 |
| Wayne | 38.5 | 2,053 | 8,724 | 8,485 | 6,258 | 5,609 | 7,371 | 8,964 | 11,898 | 7,647 | 6,385 | 2,401 | 1,205 | 2.72 |
| Wilkes | 23.2 | 1,177 | 4,446 | 5,014 | 4,008 | 3,349 | 5,206 | 4,984 | 7,916 | 4,997 | 3,799 | 1,124 | 380 | 2.58 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | Average House-hold Size |
| **NORTH CAROLINA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Wilson | 25.4 | 1,196 | 4,829 | 5,904 | 4,098 | 3,649 | 5,724 | 6,464 | 8,018 | 4,902 | 3,753 | 1,384 | 879 | 2.63 |
| Yadkin | 12.4 | 550 | 2,269 | 2,565 | 2,080 | 1,836 | 3,100 | 2,861 | 4,390 | 2,624 | 1,774 | 552 | 199 | 2.50 |
| Yancey | 6.3 | 280 | 986 | 1,283 | 965 | 981 | 1,805 | 1 503 | 2,263 | 1,265 | 867 | 296 | 106 | 2.48 |
| **TOTAL METRO COUNTIES** | **1,475.1** | **97,042** | **346,106** | **343,212** | **232,154** | **187,459** | **269,127** | **363,749** | **495,078** | **282,747** | **221,316** | **76,431** | **35,779** | **2.62** |
| **TOTAL STATE** | **2,579.7** | **152,780** | **552,490** | **576,951** | **407,009** | **351,530** | **538,940** | **623,358** | **865,322** | **494,821** | **386,859** | **139,212** | **70,128** | **2.63** |
| **NORTH DAKOTA** | | | | | | | | | | | | | | |
| **BISMARCK** | **31.5** | **1,732** | **7,289** | **7,609** | **4,550** | **4,063** | **6,257** | **7,986** | **9,995** | **4,983** | **5,256** | **2,366** | **914** | **2.67** |
| Burleigh | 23.0 | 1,387 | 5,563 | 5,648 | 3,363 | 2,842 | 4,197 | 5,944 | 7,344 | 3,675 | 3,792 | 1,643 | 602 | 2.64 |
| Morton | 8.5 | 345 | 1,726 | 1,961 | 1,187 | 1,221 | 2,060 | 2,042 | 2,651 | 1,308 | 1,464 | 723 | 312 | 2.73 |
| **FARGO - MOORHEAD** | **58.9** | **6,413** | **14,227** | **13,566** | **7,615** | **6,379** | **10,700** | **16,027** | **18,945** | **9,530** | **9,167** | **3,841** | **1,390** | **2.65** |
| Cass | 41.4 | 4,618 | 10,783 | 9,831 | 5,210 | 4,191 | 6,767 | 11,855 | 13,411 | 6,553 | 6,249 | 2,498 | 834 | 2.54 |
| *Clay, Minn.* | *17.5* | *1,795* | *3,444* | *3,735* | *2,405* | *2,188* | *3,933* | *4,172* | *5,534* | *2,977* | *2,918* | *1,343* | *556* | *2.90* |
| **GRAND FORKS** | **25.7** | **3,437** | **7,305** | **5,505** | **2,926** | **2,346** | **4,181** | **6,697** | **8,028** | **4,415** | **4,015** | **1,838** | **707** | **2.79** |
| Grand Forks | 25.7 | 3,437 | 7,305 | 5,505 | 2,926 | 2,346 | 4,181 | 6,697 | 8,028 | 4,415 | 4,015 | 1,838 | 707 | 2.79 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Adams | 1.2 | 42 | 187 | 241 | 157 | 164 | 409 | 364 | 407 | 155 | 139 | 100 | 35 | 2.58 |
| Barnes | 5.0 | 270 | 802 | 919 | 624 | 627 | 1,758 | 1,563 | 1,699 | 666 | 626 | 322 | 124 | 2.48 |
| Benson | 2.4 | 94 | 401 | 453 | 330 | 352 | 770 | 555 | 690 | 371 | 315 | 226 | 243 | 2.92 |
| Billings | .4 | 8 | 81 | 94 | 63 | 71 | 83 | 90 | 126 | 62 | 63 | 37 | 22 | 2.75 |
| Bottineau | 3.1 | 92 | 468 | 595 | 417 | 436 | 1,092 | 973 | 1,020 | 385 | 439 | 206 | 77 | 2.52 |
| Bowman | 1.4 | 36 | 232 | 274 | 199 | 224 | 435 | 463 | 425 | 194 | 190 | 93 | 35 | 2.43 |
| Burke | 1.2 | 21 | 151 | 189 | 145 | 218 | 476 | 384 | 435 | 147 | 123 | 70 | 41 | 2.33 |
| Burleigh | 23.0 | 1,387 | 5,563 | 5,648 | 3,363 | 2,842 | 4,197 | 5,944 | 7,344 | 3,675 | 3,792 | 1,643 | 602 | 2.64 |
| Cass | 41.4 | 4,618 | 10,783 | 9,831 | 5,210 | 4,191 | 6,767 | 11,855 | 13,411 | 6,553 | 6,249 | 2,498 | 834 | 2.54 |
| Cavalier | 2.3 | 61 | 345 | 408 | 311 | 399 | 776 | 653 | 782 | 293 | 307 | 181 | 84 | 2.57 |
| Dickey | 2.3 | 85 | 353 | 408 | 308 | 321 | 825 | 728 | 795 | 270 | 267 | 146 | 94 | 2.57 |
| Divide | 1.2 | 22 | 164 | 195 | 169 | 166 | 484 | 408 | 425 | 147 | 128 | 68 | 24 | 2.33 |
| Dunn | 1.4 | 29 | 223 | 311 | 206 | 214 | 417 | 356 | 428 | 189 | 229 | 129 | 69 | 2.71 |
| Eddy | 1.2 | 26 | 176 | 201 | 126 | 197 | 474 | 411 | 371 | 155 | 162 | 71 | 30 | 2.42 |
| Emmons | 1.8 | 30 | 241 | 295 | 248 | 337 | 649 | 464 | 660 | 250 | 216 | 126 | 84 | 2.56 |
| Foster | 1.5 | 47 | 256 | 256 | 191 | 237 | 513 | 441 | 496 | 195 | 202 | 121 | 45 | 2.53 |
| Golden Valley | .6 | 37 | 130 | 141 | 102 | 111 | 279 | 252 | 265 | 86 | 90 | 70 | 37 | 2.63 |
| Grand Forks | 25.7 | 3,437 | 7,305 | 5,505 | 2,926 | 2,346 | 4,181 | 6,697 | 8,028 | 4,415 | 4,015 | 1,838 | 707 | 2.79 |
| Grant | 1.4 | 18 | 170 | 257 | 191 | 232 | 532 | 461 | 431 | 195 | 167 | 93 | 53 | 2.43 |
| Griggs | 1.3 | 29 | 151 | 259 | 167 | 175 | 519 | 336 | 486 | 173 | 171 | 79 | 55 | 2.54 |
| Hettinger | 1.3 | 34 | 165 | 215 | 180 | 211 | 495 | 343 | 474 | 181 | 158 | 88 | 56 | 2.54 |
| Kidder | 1.2 | 25 | 168 | 204 | 173 | 223 | 407 | 269 | 431 | 176 | 183 | 99 | 42 | 2.75 |
| La Moure | 2.0 | 46 | 284 | 328 | 263 | 327 | 752 | 559 | 690 | 248 | 251 | 162 | 90 | 2.60 |
| Logan | 1.1 | 16 | 175 | 150 | 145 | 208 | 406 | 343 | 366 | 155 | 134 | 65 | 37 | 2.45 |
| McHenry | 2.5 | 50 | 320 | 470 | 346 | 411 | 903 | 695 | 822 | 353 | 364 | 197 | 69 | 2.52 |
| McIntosh | 1.7 | 30 | 210 | 221 | 192 | 315 | 732 | 569 | 663 | 169 | 173 | 90 | 36 | 2.29 |
| McKenzie | 2.2 | 63 | 416 | 507 | 337 | 304 | 573 | 563 | 652 | 309 | 354 | 193 | 129 | 2.77 |
| McLean | 3.8 | 84 | 561 | 840 | 536 | 518 | 1,261 | 992 | 1,232 | 516 | 613 | 332 | 115 | 2.66 |
| Mercer | 3.4 | 82 | 858 | 846 | 491 | 358 | 765 | 767 | 1,057 | 490 | 675 | 312 | 99 | 2.79 |
| Morton | 8.5 | 345 | 1,726 | 1,961 | 1,187 | 1,221 | 2,060 | 2,042 | 2,651 | 1,308 | 1,464 | 723 | 312 | 2.73 |
| Mountrail | 2.5 | 64 | 403 | 517 | 370 | 348 | 798 | 676 | 781 | 339 | 341 | 246 | 117 | 2.72 |
| Nelson | 1.8 | 27 | 223 | 290 | 231 | 296 | 733 | 590 | 646 | 206 | 205 | 112 | 41 | 2.39 |
| Oliver | .8 | 19 | 140 | 214 | 117 | 122 | 188 | 163 | 234 | 125 | 146 | 82 | 50 | 2.88 |
| Pembina | 3.5 | 77 | 605 | 742 | 457 | 515 | 1,104 | 981 | 1,150 | 448 | 522 | 270 | 129 | 2.63 |
| Pierce | 2.0 | 58 | 287 | 338 | 267 | 318 | 732 | 688 | 647 | 244 | 207 | 146 | 68 | 2.45 |
| Ramsey | 4.9 | 253 | 955 | 955 | 622 | 670 | 1,445 | 1,465 | 1,618 | 665 | 692 | 342 | 118 | 2.57 |
| Ransom | 2.3 | 61 | 387 | 454 | 282 | 343 | 773 | 709 | 751 | 300 | 332 | 157 | 51 | 2.52 |
| Renville | 1.2 | 32 | 198 | 230 | 174 | 168 | 398 | 360 | 399 | 145 | 168 | 93 | 35 | 2.50 |
| Richland | 6.5 | 403 | 1,258 | 1,351 | 800 | 849 | 1,839 | 1,785 | 2,108 | 929 | 956 | 509 | 213 | 2.77 |
| Rolette | 4.2 | 285 | 943 | 843 | 653 | 548 | 928 | 951 | 996 | 734 | 655 | 453 | 411 | 3.05 |
| Sargent | 1.7 | 41 | 277 | 334 | 279 | 238 | 531 | 460 | 549 | 254 | 255 | 124 | 58 | 2.59 |
| Sheridan | .8 | 17 | 95 | 131 | 111 | 140 | 306 | 192 | 316 | 113 | 112 | 52 | 15 | 2.63 |
| Sioux | 1.0 | 43 | 228 | 254 | 178 | 132 | 165 | 171 | 186 | 175 | 148 | 125 | 195 | 3.90 |
| Slope | .3 | 10 | 46 | 69 | 39 | 59 | 77 | 73 | 92 | 37 | 56 | 29 | 13 | 3.00 |
| Stark | 8.5 | 536 | 1,998 | 1,837 | 1,127 | 1,040 | 1,962 | 2,260 | 2,585 | 1,311 | 1,346 | 660 | 338 | 2.68 |
| Steele | 1.0 | 25 | 145 | 156 | 158 | 157 | 359 | 305 | 344 | 128 | 135 | 57 | 31 | 2.40 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average Household Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under 25 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **NORTH DAKOTA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Stutsman | 8.6 | 392 | 1,664 | 1,791 | 1,134 | 1,234 | 2,385 | 2,559 | 2,824 | 1,233 | 1,234 | 522 | 228 | 2.56 |
| Towner | 1.4 | 46 | 230 | 241 | 174 | 187 | 522 | 444 | 465 | 147 | 180 | 108 | 56 | 2.50 |
| Traill | 3.3 | 175 | 549 | 597 | 438 | 421 | 1,120 | 926 | 1,128 | 474 | 408 | 266 | 98 | 2.61 |
| Walsh | 5.1 | 145 | 900 | 990 | 689 | 729 | 1,647 | 1,423 | 1,663 | 710 | 684 | 397 | 223 | 2.65 |
| Ward | 21.3 | 1,982 | 5,489 | 4,532 | 2,586 | 2,314 | 4,397 | 5,397 | 6,659 | 3,635 | 3,503 | 1,529 | 577 | 2.69 |
| Wells | 2.2 | 44 | 324 | 337 | 305 | 344 | 846 | 651 | 815 | 278 | 254 | 123 | 79 | 2.50 |
| Williams | 7.7 | 357 | 1,642 | 1,779 | 1,050 | 994 | 1,878 | 2,099 | 2,407 | 1,124 | 1,183 | 623 | 264 | 2.61 |
| **TOTAL METRO COUNTIES** | **98.6** | **9,787** | **25,377** | **22,945** | **12,686** | **10,600** | **17,205** | **26,538** | **31,434** | **15,951** | **15,520** | **6,702** | **2,455** | **2.65** |
| **TOTAL STATE** | **240.3** | **16,256** | **52,051** | **51,204** | **31,544** | **30,122** | **59,123** | **65,868** | **77,125** | **36,235** | **35,981** | **17,403** | **7,688** | **2.64** |
| **OHIO** | | | | | | | | | | | | | | |
| **AKRON** | **250.9** | **13,398** | **50,884** | **57,189** | **37,954** | **35,537** | **55,938** | **62,921** | **81,340** | **44,126** | **38,555** | **16,187** | **7,771** | **2.64** |
| Portage | 49.6 | 3,899 | 10,583 | 11,719 | 8,018 | 6,790 | 8,591 | 10,269 | 15,903 | 9,282 | 8,678 | 3,723 | 1,745 | 2.90 |
| Summit | 201.3 | 9,499 | 40,301 | 45,470 | 29,936 | 28,747 | 47,347 | 52,652 | 65,437 | 34,844 | 29,877 | 12,464 | 6,026 | 2.57 |
| **CANTON** | **149.8** | **6,081** | **28,172** | **33,594** | **23,965** | **21,709** | **36,279** | **36,151** | **49,480** | **26,342** | **23,736** | **9,627** | **4,464** | **2.64** |
| Carroll | 9.8 | 358 | 1,871 | 2,179 | 1,594 | 1,406 | 2,392 | 2,054 | 3,241 | 1,739 | 1,705 | 718 | 343 | 2.73 |
| Stark | 140.0 | 5,723 | 26,301 | 31,415 | 22,371 | 20,303 | 33,887 | 34,097 | 46,239 | 24,603 | 22,031 | 8,909 | 4,121 | 2.63 |
| **CINCINNATI** | **554.2** | **29,928** | **125,127** | **124,934** | **83,604** | **75,212** | **115,395** | **148,535** | **165,376** | **95,766** | **85,340** | **38,742** | **20,441** | **2.65** |
| Clermont | 54.3 | 2,924 | 13,081 | 13,859 | 9,146 | 6,820 | 8,470 | 10,081 | 16,252 | 10,937 | 10,428 | 4,531 | 2,071 | 2.84 |
| Hamilton | 339.6 | 19,837 | 75,750 | 72,485 | 48,899 | 46,787 | 75,842 | 103,288 | 101,130 | 54,387 | 46,791 | 21,743 | 12,261 | 2.55 |
| Warren | 40.3 | 1,507 | 9,199 | 10,437 | 7,127 | 5,609 | 6,421 | 6,703 | 12,923 | 8,538 | 7,882 | 3,070 | 1,184 | 2.91 |
| *Dearborn, Ind.* | *14.1* | *487* | *2,770* | *3,395* | *2,418* | *1,997* | *3,033* | *2,759* | *4,247* | *2,657* | *2,669* | *1,193* | *575* | *2.84* |
| *Boone, Ky.* | *21.0* | *908* | *5,018* | *5,610* | *3,603* | *2,647* | *3,214* | *3,941* | *6,182* | *4,173* | *4,052* | *1,789* | *863* | *2.86* |
| *Campbell, Ky.* | *31.6* | *1,582* | *6,844* | *6,798* | *4,536* | *4,450* | *7,390* | *8,116* | *9,235* | *5,591* | *4,884* | *2,435* | *1,339* | *2.68* |
| *Kenton, Ky.* | *53.3* | *2,683* | *12,465* | *12,350* | *7,875* | *6,902* | *11,025* | *13,647* | *15,407* | *9,483* | *8,634* | *3,981* | *2,148* | *2.69* |
| ***CINCINNATI - HAMILTON CONSOLIDATED AREA*** | *661.1* | *36,756* | *148,561* | *150,382* | *100,674* | *89,909* | *134,818* | *171,212* | *199,715* | *116,225* | *104,074* | *46,120* | *23,754* | *2.67* |
| **CLEVELAND** | **710.9** | **26,858** | **140,300** | **154,786** | **110,330** | **103,870** | **174,756** | **200,913** | **219,978** | **118,253** | **100,282** | **45,745** | **25,729** | **2.57** |
| Cuyahoga | 559.2 | 22,347 | 110,250 | 116,206 | 82,185 | 82,140 | 146,072 | 171,440 | 171,741 | 90,052 | 72,698 | 33,478 | 19,791 | 2.50 |
| Geauga | 27.7 | 585 | 4,603 | 7,451 | 5,789 | 4,181 | 5,091 | 4,206 | 8,872 | 5,153 | 5,362 | 2,472 | 1,635 | 3.00 |
| Lake | 81.1 | 2,650 | 16,904 | 19,294 | 13,996 | 11,876 | 16,380 | 18,140 | 26,295 | 14,746 | 13,496 | 5,870 | 2,553 | 2.67 |
| Medina | 42.9 | 1,276 | 8,543 | 11,835 | 8,360 | 5,673 | 7,213 | 7,127 | 13,070 | 8,302 | 8,726 | 3,925 | 1,750 | 2.93 |
| ***CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA*** | *1,057.6* | *44,214* | *210,430* | *235,119* | *164,138* | *153,044* | *250,655* | *284,144* | *330,523* | *180,312* | *155,537* | *69,503* | *37,581* | *2.61* |
| **COLUMBUS** | **534.5** | **39,885** | **129,986** | **125,327** | **81,060** | **66,261** | **91,981** | **139,270** | **172,139** | **94,740** | **80,213** | **32,322** | **15,816** | **2.63** |
| Delaware | 24.2 | 813 | 4,806 | 6,875 | 4,552 | 3,308 | 3,846 | 4,194 | 8,024 | 4,679 | 4,651 | 1,948 | 704 | 2.90 |
| Fairfield | 37.5 | 1,458 | 7,228 | 9,286 | 6,832 | 5,204 | 7,492 | 7,263 | 12,115 | 7,181 | 6,915 | 2,780 | 1,246 | 2.82 |
| Franklin | 385.6 | 33,525 | 100,082 | 89,442 | 54,485 | 45,404 | 62,662 | 109,698 | 123,474 | 66,133 | 53,620 | 21,571 | 11,104 | 2.54 |
| Licking | 48.0 | 2,181 | 9,701 | 10,764 | 8,401 | 6,923 | 10,030 | 10,388 | 15,901 | 8,959 | 8,192 | 3,146 | 1,414 | 2.71 |
| Madison | 12.1 | 604 | 2,522 | 2,749 | 2,070 | 1,659 | 2,496 | 2,443 | 3,865 | 2,330 | 2,090 | 916 | 456 | 3.12 |
| Pickaway | 15.7 | 758 | 3,200 | 3,541 | 2,864 | 2,264 | 3,073 | 3,009 | 5,108 | 3,255 | 2,726 | 1,109 | 493 | 3.17 |
| Union | 11.4 | 546 | 2,447 | 2,670 | 1,856 | 1,499 | 2,382 | 2,275 | 3,652 | 2,203 | 2,019 | 852 | 399 | 2.86 |
| **DAYTON - SPRINGFIELD** | **367.7** | **20,203** | **76,480** | **81,549** | **60,516** | **52,121** | **76,831** | **92,909** | **120,092** | **66,047** | **55,616** | **22,241** | **10,795** | **2.61** |
| Clark | 55.6 | 2,763 | 9,987 | 12,021 | 9,671 | 7,895 | 13,263 | 13,171 | 18,228 | 10,207 | 8,646 | 3,609 | 1,739 | 2.67 |
| Greene | 49.2 | 2,988 | 9,936 | 12,163 | 8,879 | 7,068 | 8,166 | 9,685 | 16,287 | 9,694 | 8,779 | 3,285 | 1,470 | 2.83 |
| Miami | 35.1 | 1,509 | 6,663 | 7,913 | 6,278 | 4,940 | 7,797 | 7,518 | 11,453 | 6,478 | 6,117 | 2,440 | 1,094 | 2.69 |
| Montgomery | 227.8 | 12,943 | 49,894 | 49,452 | 35,688 | 32,218 | 47,605 | 62,535 | 74,124 | 39,668 | 32,074 | 12,907 | 6,492 | 2.54 |
| **HAMILTON - MIDDLETOWN** | **106.9** | **6,828** | **23,434** | **25,448** | **17,070** | **14,697** | **19,423** | **22,677** | **34,339** | **20,459** | **18,734** | **7,378** | **3,313** | **2.78** |
| Butler | 106.9 | 6,828 | 23,434 | 25,448 | 17,070 | 14,697 | 19,423 | 22,677 | 34,339 | 20,459 | 18,734 | 7,378 | 3,313 | 2.78 |
| **LIMA** | **55.8** | **2,631** | **11,099** | **12,320** | **8,358** | **7,873** | **13,519** | **12,965** | **17,657** | **9,480** | **9,077** | **4,347** | **2,274** | **2.79** |
| Allen | 39.5 | 1,891 | 7,743 | 8,615 | 5,997 | 5,688 | 9,566 | 9,474 | 12,462 | 6,814 | 6,266 | 2,931 | 1,553 | 2.80 |
| Auglaize | 16.3 | 740 | 3,356 | 3,705 | 2,361 | 2,185 | 3,953 | 3,491 | 5,195 | 2,666 | 2,811 | 1,416 | 721 | 2.77 |
| **LORAIN - ELYRIA** | **95.8** | **3,958** | **19,246** | **23,144** | **15,854** | **13,637** | **19,961** | **20,310** | **29,205** | **17,933** | **16,700** | **7,571** | **4,081** | **2.84** |
| Lorain | 95.8 | 3,958 | 19,246 | 23,144 | 15,854 | 13,637 | 19,961 | 20,310 | 29,205 | 17,933 | 16,700 | 7,571 | 4,081 | 2.84 |
| **MANSFIELD** | **48.1** | **2,237** | **9,069** | **10,470** | **8,067** | **7,260** | **10,997** | **11,815** | **15,980** | **8,351** | **7,428** | **3,042** | **1,484** | **2.62** |
| Richland | 48.1 | 2,237 | 9,069 | 10,470 | 8,067 | 7,260 | 10,997 | 11,815 | 15,980 | 8,351 | 7,428 | 3,042 | 1,484 | 2.62 |
| **PARKERSBURG - MARIETTA** | **57.7** | **2,441** | **10,566** | **12,407** | **9,696** | **8,350** | **14,240** | **14,033** | **19,464** | **10,485** | **9,004** | **3,329** | **1,385** | **2.58** |
| Washington | 23.6 | 1,057 | 4,448 | 5,150 | 3,871 | 3,469 | 5,605 | 5,620 | 7,986 | 4,147 | 3,719 | 1,507 | 621 | 2.63 |
| *Wood, W. Va.* | *34.1* | *1,384* | *6,118* | *7,257* | *5,825* | *4,881* | *8,635* | *8,413* | *11,478* | *6,338* | *5,285* | *1,822* | *764* | *2.54* |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | Average Household Size |
| **OHIO (continued)** | | | | | | | | | | | | | | |
| **STEUBENVILLE - WEIRTON** | **54.7** | **1,500** | **8,050** | **11,613** | **8,517** | **9,142** | **15,878** | **13,739** | **18,046** | **9,954** | **8,460** | **3,188** | **1,313** | **2.57** |
| Jefferson | 30.9 | 879 | 4,504 | 6,377 | 4,845 | 5,153 | 9,142 | 8,020 | 10,085 | 5,576 | 4,685 | 1,785 | 749 | 2.56 |
| *Brooke, W. Va.* | *10.1* | *266* | *1,382* | *2,216* | *1,561* | *1,677* | *2,998* | *2,423* | *3,350* | *1,821* | *1,643* | *609* | *254* | 2.64 |
| *Hancock, W. Va.* | *13.7* | *355* | *2,164* | *3,020* | *2,111* | *2,312* | *3,738* | *3,296* | *4,611* | *2,557* | *2,132* | *794* | *310* | 2.55 |
| **TOLEDO** | **232.8** | **15,002** | **49,604** | **51,817** | **34,212** | **30,809** | **51,356** | **61,663** | **71,485** | **38,886** | **36,333** | **16,184** | **8,249** | **2.66** |
| Fulton | 13.8 | 499 | 2,938 | 3,224 | 2,193 | 1,734 | 3,212 | 2,737 | 4,188 | 2,455 | 2,566 | 1,260 | 594 | 2.83 |
| Lucas | 178.6 | 10,860 | 38,053 | 39,260 | 26,003 | 24,045 | 40,379 | 49,541 | 54,372 | 29,609 | 26,600 | 12,008 | 6,470 | 2.60 |
| Wood | 40.4 | 3,643 | 8,613 | 9,333 | 6,016 | 5,030 | 7,765 | 9,385 | 12,925 | 6,822 | 7,167 | 2,916 | 1,185 | 2.84 |
| **YOUNGSTOWN - WARREN** | **186.5** | **6,691** | **30,955** | **40,185** | **29,216** | **29,637** | **49,816** | **46,677** | **59,482** | **32,830** | **28,688** | **12,487** | **6,336** | **2.62** |
| Mahoning | 100.6 | 3,533 | 16,438 | 21,083 | 14,719 | 16,226 | 28,601 | 26,125 | 31,968 | 17,311 | 14,999 | 6,766 | 3,431 | 2.61 |
| Trumbull | 85.9 | 3,158 | 14,517 | 19,102 | 14,497 | 13,411 | 21,215 | 20,552 | 27,514 | 15,519 | 13,689 | 5,721 | 2,905 | 2.64 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Adams | 9.5 | 528 | 1,711 | 1,962 | 1,529 | 1,391 | 2,379 | 2,071 | 2,924 | 1,828 | 1,607 | 692 | 378 | 2.74 |
| Allen | 39.5 | 1,891 | 7,743 | 8,615 | 5,997 | 5,688 | 9,566 | 9,474 | 12,462 | 6,814 | 6,266 | 2,931 | 1,553 | 2.80 |
| Ashland | 17.4 | 798 | 3,293 | 3,793 | 2,810 | 2,481 | 4,225 | 3,999 | 5,835 | 2,843 | 2,806 | 1,252 | 665 | 2.76 |
| Ashtabula | 36.8 | 1,638 | 6,760 | 8,084 | 5,676 | 5,416 | 9,226 | 8,531 | 11,905 | 6,455 | 5,766 | 2,673 | 1,470 | 2.71 |
| Athens | 20.4 | 2,959 | 4,163 | 4,149 | 2,780 | 2,356 | 3,993 | 5,347 | 6,505 | 3,717 | 3,083 | 1,179 | 569 | 2.99 |
| Auglaize | 16.3 | 740 | 3,356 | 3,705 | 2,361 | 2,185 | 3,953 | 3,491 | 5,195 | 2,666 | 2,811 | 1,416 | 721 | 2.77 |
| ☐ Belmont | 27.7 | 834 | 4,210 | 5,630 | 3,923 | 4,320 | 8,783 | 7,361 | 9,108 | 4,869 | 4,145 | 1,631 | 586 | 2.51 |
| Brown | 12.8 | 581 | 2,611 | 2,759 | 2,029 | 1,880 | 2,940 | 2,493 | 4,004 | 2,492 | 2,210 | 1,048 | 553 | 2.81 |
| Butler | 106.9 | 6,828 | 23,434 | 25,448 | 17,070 | 14,697 | 19,423 | 22,677 | 34,339 | 20,459 | 16,734 | 7,378 | 3,313 | 2.78 |
| Carroll | 9.8 | 358 | 1,871 | 2,179 | 1,594 | 1,406 | 2,392 | 2,054 | 3,241 | 1,739 | 1,705 | 718 | 343 | 2.73 |
| Champaign | 13.6 | 595 | 2,524 | 2,984 | 2,652 | 1,791 | 3,054 | 2,935 | 4,481 | 2,471 | 2,295 | 954 | 464 | 2.71 |
| Clark | 55.6 | 2,763 | 9,987 | 12,021 | 9,671 | 7,895 | 13,263 | 13,171 | 18,228 | 10,207 | 8,646 | 3,609 | 1,739 | 2.67 |
| Clermont | 54.3 | 2,924 | 13,081 | 13,859 | 9,146 | 6,820 | 8,470 | 10,081 | 16,252 | 10,937 | 10,428 | 4,531 | 2,071 | 2.84 |
| Clinton | 13.3 | 728 | 2,672 | 2,975 | 2,044 | 1,776 | 3,105 | 3,019 | 4,301 | 2,357 | 2,210 | 990 | 423 | 2.71 |
| Columbiana | 40.9 | 1,607 | 7,190 | 8,893 | 6,347 | 6,168 | 10,695 | 9,514 | 13,303 | 7,250 | 6,691 | 2,821 | 1,321 | 2.65 |
| Coshocton | 13.5 | 605 | 2,504 | 2,853 | 2,102 | 2,007 | 3,429 | 3,258 | 4,455 | 2,404 | 2,090 | 853 | 440 | 2.64 |
| Crawford | 18.5 | 904 | 3,495 | 3,837 | 3,051 | 2,618 | 4,595 | 4,486 | 6,115 | 3,224 | 2,967 | 1,205 | 503 | 2.59 |
| Cuyahoga | 559.2 | 22,347 | 110,250 | 116,206 | 82,185 | 82,140 | 146,072 | 171,440 | 171,741 | 90,052 | 72,698 | 33,478 | 19,791 | 2.50 |
| Darke | 19.7 | 913 | 3,772 | 4,176 | 3,231 | 2,671 | 4,937 | 4,220 | 6,531 | 3,350 | 3,288 | 1,520 | 791 | 2.75 |
| Defiance | 14.2 | 639 | 2,838 | 3,399 | 2,399 | 1,882 | 3,043 | 3,103 | 4,395 | 2,484 | 2,493 | 1,116 | 609 | 2.80 |
| Delaware | 24.2 | 813 | 4,806 | 6,875 | 4,552 | 3,308 | 3,846 | 4,194 | 8,024 | 4,679 | 4,651 | 1,948 | 704 | 2.90 |
| Erie | 29.0 | 1,078 | 5,407 | 6,467 | 4,935 | 4,321 | 6,792 | 7,097 | 9,359 | 4,915 | 4,594 | 2,058 | 977 | 2.65 |
| Fairfield | 37.5 | 1,458 | 7,228 | 9,286 | 6,832 | 5,204 | 7,492 | 7,263 | 12,115 | 7,181 | 6,915 | 2,780 | 1,246 | 2.82 |
| Fayette | 10.2 | 474 | 1,868 | 2,191 | 1,625 | 1,466 | 2,576 | 2,265 | 3,403 | 1,843 | 1,674 | 697 | 318 | 2.70 |
| Franklin | 385.6 | 33,525 | 100,082 | 89,442 | 54,485 | 45,404 | 62,662 | 109,698 | 123,474 | 66,133 | 53,620 | 21,571 | 11,104 | 2.54 |
| Fulton | 13.8 | 499 | 2,938 | 3,224 | 2,193 | 1,734 | 3,212 | 2,737 | 4,188 | 2,455 | 2,566 | 1,260 | 594 | 2.83 |
| Gallia | 11.4 | 526 | 2,298 | 2,377 | 1,862 | 1,684 | 2,653 | 2,599 | 3,634 | 2,170 | 1,918 | 753 | 326 | 2.73 |
| Geauga | 27.7 | 585 | 4,603 | 7,451 | 5,789 | 4,181 | 5,091 | 4,206 | 8,872 | 5,153 | 5,362 | 2,472 | 1,635 | 3.00 |
| Greene | 49.2 | 2,988 | 9,936 | 12,163 | 8,879 | 7,068 | 8,166 | 9,685 | 16,287 | 9,694 | 8,779 | 3,285 | 1,470 | 2.83 |
| Guernsey | 14.8 | 663 | 2,762 | 3,104 | 2,278 | 2,141 | 3,852 | 3,772 | 4,771 | 2,563 | 2,300 | 949 | 445 | 2.62 |
| Hamilton | 339.6 | 19,837 | 75,750 | 72,485 | 48,899 | 46,787 | 75,842 | 103,288 | 101,130 | 54,387 | 46,791 | 21,743 | 12,261 | 2.55 |
| Hancock | 24.9 | 1,355 | 5,446 | 5,569 | 3,843 | 3,164 | 5,523 | 5,954 | 8,118 | 4,283 | 3,988 | 1,814 | 743 | 2.65 |
| Hardin | 11.3 | 756 | 2,215 | 2,256 | 1,721 | 1,519 | 2,833 | 2,836 | 3,613 | 1,900 | 1,805 | 805 | 341 | 2.77 |
| Harrison | 6.0 | 187 | 951 | 1,221 | 915 | 929 | 1,797 | 1,426 | 2,029 | 1,001 | 980 | 382 | 182 | 2.63 |
| Henry | 10.5 | 438 | 2,129 | 2,286 | 1,587 | 1,497 | 2,563 | 2,271 | 3,358 | 1,729 | 1,744 | 973 | 425 | 2.79 |
| Highland | 13.5 | 623 | 2,485 | 2,709 | 2,091 | 1,970 | 3,622 | 3,081 | 4,338 | 2,444 | 2,140 | 968 | 529 | 2.70 |
| Hocking | 9.5 | 467 | 1,838 | 2,010 | 1,652 | 1,345 | 2,188 | 2,055 | 3,098 | 1,821 | 1,593 | 598 | 335 | 2.74 |
| Holmes | 9.5 | 446 | 2,173 | 2,130 | 1,519 | 1,327 | 1,905 | 1,522 | 2,570 | 1,529 | 1,567 | 936 | 1,376 | 3.52 |
| Huron | 20.5 | 1,084 | 4,281 | 4,607 | 3,227 | 2,849 | 4,452 | 4,427 | 6,245 | 3,674 | 3,645 | 1,651 | 858 | 2.78 |
| Jackson | 11.2 | 540 | 2,081 | 2,408 | 1,698 | 1,653 | 2,820 | 2,582 | 3,478 | 2,115 | 1,866 | 805 | 354 | 2.70 |
| Jefferson | 30.9 | 879 | 4,504 | 6,377 | 4,845 | 5,153 | 9,142 | 8,020 | 10,085 | 5,576 | 4,685 | 1,785 | 749 | 2.56 |
| Knox | 17.4 | 767 | 3,171 | 3,739 | 2,747 | 2,477 | 4,499 | 4,035 | 6,206 | 2,902 | 2,643 | 1,071 | 543 | 2.75 |
| Lake | 81.1 | 2,650 | 16,904 | 19,294 | 13,996 | 11,876 | 16,380 | 18,140 | 26,295 | 14,746 | 13,496 | 5,870 | 2,553 | 2.67 |
| ☐ Lawrence | 23.0 | 984 | 4,080 | 4,741 | 3,963 | 3,633 | 5,599 | 5,057 | 7,142 | 4,610 | 3,868 | 1,613 | 710 | 2.70 |
| Licking | 48.0 | 2,181 | 9,701 | 10,764 | 8,401 | 6,923 | 10,030 | 10,388 | 15,901 | 8,959 | 8,192 | 3,146 | 1,414 | 2.71 |
| Logan | 16.3 | 895 | 3,210 | 3,402 | 2,441 | 2,265 | 4,087 | 3,819 | 5,452 | 2,727 | 2,631 | 1,120 | 551 | 2.65 |
| Lorain | 95.8 | 3,958 | 19,246 | 23,144 | 15,854 | 13,637 | 19,961 | 20,310 | 29,265 | 17,933 | 16,700 | 7,571 | 4,081 | 2.84 |
| Lucas | 178.6 | 10,860 | 38,053 | 39,260 | 26,003 | 24,045 | 40,379 | 49,541 | 54,372 | 29,609 | 26,600 | 12,008 | 6,470 | 2.60 |
| Madison | 12.1 | 604 | 2,522 | 2,749 | 2,070 | 1,659 | 2,496 | 2,443 | 3,865 | 2,330 | 2,090 | 916 | 456 | 3.12 |
| Mahoning | 100.6 | 3,533 | 16,438 | 21,083 | 14,719 | 16,226 | 28,601 | 26,125 | 31,968 | 17,311 | 14,999 | 6,766 | 3,431 | 2.61 |
| Marion | 23.4 | 1,211 | 4,594 | 5,200 | 3,710 | 3,283 | 5,402 | 5,433 | 7,636 | 4,158 | 3,870 | 1,554 | 749 | 2.72 |
| Medina | 42.9 | 1,276 | 8,543 | 11,835 | 8,360 | 5,673 | 7,213 | 7,127 | 13,070 | 8,302 | 8,726 | 3,925 | 1,750 | 2.93 |
| Meigs | 8.7 | 383 | 1,485 | 1,853 | 1,380 | 1,290 | 2,309 | 2,008 | 2,836 | 1,588 | 1,420 | 582 | 266 | 2.64 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | Average House-hold Size |
| **OHIO (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Mercer | 13.7 | 552 | 2,794 | 3,023 | 1,909 | 1,983 | 3,439 | 2,837 | 4,072 | 2,194 | 2,273 | 1,381 | 943 | 2.92 |
| Miami | 35.1 | 1,509 | 6,663 | 7,913 | 6,278 | 4,940 | 7,797 | 7,518 | 11,453 | 6,478 | 6,117 | 2,440 | 1,094 | 2.69 |
| Monroe | 5.7 | 182 | 871 | 1,188 | 1,003 | 885 | 1,571 | 1,261 | 1,853 | 1,047 | 926 | 434 | 179 | 2.68 |
| Montgomery | 227.8 | 12,943 | 49,894 | 49,452 | 35,688 | 32,218 | 47,605 | 62,535 | 74,124 | 39,668 | 32,074 | 12,907 | 6,492 | 2.54 |
| Morgan | 5.2 | 208 | 968 | 1,048 | 814 | 776 | 1,386 | 1,156 | 1,698 | 900 | 820 | 403 | 223 | 2.75 |
| Morrow | 9.8 | 410 | 1,907 | 2,322 | 1,809 | 1,364 | 1,988 | 1,671 | 3,175 | 1,867 | 1,824 | 850 | 413 | 2.88 |
| Muskingum | 31.0 | 1,563 | 6,045 | 6,454 | 4,803 | 4,495 | 7,640 | 7,509 | 9,890 | 5,568 | 4,995 | 2,043 | 995 | 2.66 |
| Noble | 4.1 | 150 | 788 | 832 | 562 | 653 | 1,115 | 949 | 1,299 | 651 | 694 | 346 | 161 | 2.76 |
| Ottawa | 15.3 | 443 | 2,692 | 3,324 | 2,460 | 2,361 | 4,020 | 3,416 | 5,468 | 2,494 | 2,380 | 1,073 | 469 | 2.63 |
| Paulding | 7.4 | 344 | 1,510 | 1,645 | 1,245 | 956 | 1,700 | 1,493 | 2,296 | 1,308 | 1,311 | 641 | 351 | 2.80 |
| Perry | 11.4 | 530 | 2,271 | 2,407 | 1,807 | 1,583 | 2,802 | 2,411 | 3,404 | 2,163 | 1,988 | 925 | 509 | 2.79 |
| Pickaway | 15.7 | 758 | 3,200 | 3,541 | 2,864 | 2,264 | 3,073 | 3,009 | 5,108 | 3,255 | 2,726 | 1,109 | 493 | 3.17 |
| Pike | 9.0 | 477 | 1,770 | 1,879 | 1,424 | 1,285 | 2,165 | 1,967 | 2,797 | 1,739 | 1,516 | 669 | 312 | 2.74 |
| Portage | 49.6 | 3,899 | 10,583 | 11,719 | 8,018 | 6,790 | 8,591 | 10,269 | 15,903 | 9,282 | 8,678 | 3,723 | 1,745 | 2.90 |
| Preble | 14.5 | 541 | 2,826 | 3,361 | 2,460 | 2,085 | 3,227 | 2,677 | 4,810 | 2,731 | 2,654 | 1,088 | 540 | 2.81 |
| Putnam | 11.2 | 387 | 2,458 | 2,488 | 1,630 | 1,563 | 2,674 | 2,071 | 3,215 | 1,821 | 1,976 | 1,275 | 842 | 3.05 |
| Richland | 48.1 | 2,237 | 9,069 | 10,470 | 8,067 | 7,260 | 10,997 | 11,815 | 15,980 | 8,351 | 7,428 | 3,042 | 1,484 | 2.62 |
| Ross | 24.4 | 1,154 | 4,887 | 5,309 | 4,027 | 3,439 | 5,584 | 5,620 | 7,795 | 4,700 | 4,002 | 1,612 | 671 | 2.90 |
| Sandusky | 22.6 | 1,010 | 4,652 | 5,025 | 3,403 | 3,249 | 5,261 | 4,988 | 7,140 | 3,954 | 3,861 | 1,781 | 876 | 2.76 |
| Scioto | 29.8 | 1,429 | 5,276 | 5,891 | 4,551 | 4,678 | 7,975 | 7,641 | 9,329 | 5,261 | 4,593 | 2,020 | 956 | 2.68 |
| Seneca | 21.4 | 978 | 4,295 | 4,751 | 3,141 | 3,031 | 5,204 | 4,983 | 6,531 | 3,659 | 3,557 | 1,750 | 920 | 2.80 |
| Shelby | 15.9 | 781 | 3,482 | 3,614 | 2,470 | 2,130 | 3,423 | 3,192 | 4,908 | 2,754 | 2,805 | 1,464 | 777 | 2.86 |
| Stark | 140.0 | 5,723 | 26,301 | 31,415 | 22,371 | 20,303 | 33,887 | 34,097 | 46,239 | 24,603 | 22,031 | 8,909 | 4,121 | 2.63 |
| Summit | 201.3 | 9,499 | 40,301 | 45,470 | 29,936 | 28,747 | 47,347 | 52,652 | 65,437 | 34,844 | 29,877 | 12,464 | 6,026 | 2.57 |
| Trumbull | 85.9 | 3,158 | 14,517 | 19,102 | 14,497 | 13,411 | 21,215 | 20,552 | 27,514 | 15,519 | 13,689 | 5,721 | 2,905 | 2.64 |
| Tuscarawas | 32.2 | 1,266 | 6,062 | 6,966 | 4,924 | 4,738 | 8,244 | 7,655 | 10,693 | 5,553 | 5,237 | 2,082 | 980 | 2.63 |
| Union | 11.4 | 546 | 2,447 | 2,670 | 1,856 | 1,499 | 2,382 | 2,275 | 3,652 | 2,203 | 2,019 | 852 | 399 | 2.86 |
| Van Wert | 11.4 | 488 | 2,228 | 2,488 | 1,637 | 1,561 | 2,998 | 2,512 | 3,789 | 1,927 | 1,927 | 883 | 362 | 2.69 |
| Vinton | 4.1 | 197 | 781 | 856 | 636 | 601 | 1,029 | 885 | 1,288 | 801 | 678 | 299 | 149 | 2.71 |
| Warren | 40.3 | 1,507 | 9,199 | 10,437 | 7,127 | 5,609 | 6,421 | 6,703 | 12,923 | 8,538 | 7,882 | 3,070 | 1,184 | 2.91 |
| Washington | 23.6 | 1,057 | 4,448 | 5,150 | 3,871 | 3,469 | 5,605 | 5,620 | 7,986 | 4,147 | 3,719 | 1,507 | 621 | 2.63 |
| Wayne | 36.5 | 1,820 | 7,678 | 8,564 | 5,933 | 4,924 | 7,581 | 7,784 | 11,730 | 6,416 | 6,193 | 2,677 | 1,700 | 2.85 |
| Williams | 14.0 | 698 | 2,957 | 3,038 | 2,156 | 1,769 | 3,382 | 3,195 | 4,554 | 2,380 | 2,392 | 1,056 | 423 | 2.67 |
| Wood | 40.4 | 3,643 | 8,613 | 9,333 | 6,016 | 5,030 | 7,765 | 9,385 | 12,925 | 6,822 | 7,167 | 2,916 | 1,185 | 2.84 |
| Wyandot | 8.1 | 363 | 1,614 | 1,685 | 1,249 | 1,178 | 2,011 | 1,828 | 2,682 | 1,356 | 1,296 | 633 | 305 | 2.74 |
| **TOTAL METRO COUNTIES** | **3,279.1** | **171,794** | **684,501** | **734,508** | **508,376** | **459,202** | **720,719** | **854,401** | **1,035,803** | **570,511** | **496,880** | **213,011** | **108,494** | **2.63** |
| **TOTAL STATE** | **4,116.5** | **212,153** | **847,240** | **916,059** | **640,310** | **578,106** | **922,632** | **1,044,260** | **1,305,117** | **717,992** | **634,662** | **274,415** | **140,054** | **2.65** |
| **OKLAHOMA** | | | | | | | | | | | | | | |
| **ENID** | **21.7** | **1,128** | **4,409** | **4,380** | **3,128** | **2,944** | **5,711** | **5,939** | **7,590** | **3,365** | **3,019** | **1,244** | **543** | **2.53** |
| Garfield | 21.7 | 1,128 | 4,409 | 4,380 | 3,128 | 2,944 | 5,711 | 5,939 | 7,590 | 3,365 | 3,019 | 1,244 | 543 | 2.53 |
| **LAWTON** | **37.8** | **3,229** | **9,924** | **8,261** | **5,406** | **4,744** | **6,236** | **7,869** | **11,789** | **7,451** | **6,594** | **2,718** | **1,379** | **2.96** |
| Comanche | 37.8 | 3,229 | 9,924 | 8,261 | 5,406 | 4,744 | 6,236 | 7,869 | 11,789 | 7,451 | 6,594 | 2,718 | 1,379 | 2.96 |
| **OKLAHOMA CITY** | **371.2** | **25,639** | **85,941** | **85,206** | **57,081** | **47,159** | **70,174** | **99,066** | **119,679** | **63,395** | **55,324** | **22,202** | **11,534** | **2.61** |
| Canadian | 26.2 | 1,046 | 6,052 | 7,130 | 4,710 | 3,156 | 4,106 | 4,823 | 7,979 | 5,148 | 5,197 | 2,164 | 889 | 2.91 |
| Cleveland | 66.1 | 7,049 | 17,129 | 16,745 | 10,603 | 6,919 | 7,655 | 15,591 | 21,199 | 12,379 | 11,190 | 3,997 | 1,744 | 2.72 |
| Logan | 10.1 | 443 | 1,902 | 2,265 | 1,688 | 1,406 | 2,396 | 2,320 | 3,318 | 1,760 | 1,622 | 704 | 376 | 2.87 |
| McClain | 8.4 | 318 | 1,585 | 1,814 | 1,594 | 1,244 | 1,845 | 1,584 | 2,912 | 1,502 | 1,547 | 618 | 237 | 2.74 |
| Oklahoma | 238.7 | 15,615 | 55,376 | 52,820 | 35,062 | 31,297 | 48,530 | 69,450 | 77,159 | 38,879 | 32,426 | 13,234 | 7,552 | 2.52 |
| Pottawatomie | 21.7 | 1,168 | 3,897 | 4,432 | 3,424 | 3,137 | 5,642 | 5,298 | 7,112 | 3,727 | 3,342 | 1,485 | 736 | 2.70 |
| **TULSA** | **280.0** | **16,508** | **62,446** | **65,010** | **44,391** | **36,314** | **55,331** | **74,979** | **91,503** | **47,460** | **41,675** | **16,612** | **7,771** | **2.56** |
| Creek | 22.5 | 1,017 | 4,138 | 4,891 | 3,973 | 3,199 | 5,282 | 4,752 | 7,450 | 4,103 | 3,843 | 1,589 | 763 | 2.71 |
| Osage | 15.2 | 504 | 2,640 | 3,338 | 2,614 | 2,261 | 3,843 | 3,603 | 4,959 | 2,541 | 2,526 | 1,037 | 534 | 2.70 |
| Rogers | 20.1 | 806 | 3,853 | 4,864 | 3,930 | 2,974 | 3,673 | 3,636 | 6,751 | 3,911 | 3,677 | 1,469 | 656 | 2.78 |
| Tulsa | 204.8 | 13,456 | 48,364 | 47,546 | 30,479 | 25,561 | 39,394 | 59,947 | 66,716 | 33,565 | 28,273 | 11,131 | 5,168 | 2.48 |
| Wagoner | 17.4 | 725 | 3,451 | 4,371 | 3,395 | 2,319 | 3,139 | 3,041 | 5,627 | 3,340 | 3,356 | 1,386 | 650 | 2.82 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Adair | 6.5 | 310 | 1,180 | 1,258 | 1,062 | 931 | 1,759 | 1,397 | 1,892 | 1,178 | 1,102 | 538 | 393 | 2.91 |
| Alfalfa | 2.3 | 70 | 313 | 348 | 337 | 345 | 887 | 665 | 911 | 260 | 295 | 133 | 36 | 2.65 |
| Atoka | 4.5 | 178 | 717 | 836 | 713 | 735 | 1,321 | 1,087 | 1,465 | 770 | 737 | 304 | 137 | 2.91 |
| Beaver | 2.3 | 75 | 395 | 449 | 363 | 347 | 671 | 590 | 813 | 330 | 352 | 167 | 48 | 2.52 |
| Beckham | 7.0 | 341 | 1,323 | 1,318 | 921 | 948 | 2,149 | 1,939 | 2,272 | 1,044 | 1,086 | 455 | 204 | 2.57 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/91 Total Households (Thousands) | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | Average Household Size |
| **OKLAHOMA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Blaine | 4.4 | 180 | 780 | 767 | 624 | 616 | 1,433 | 1,270 | 1,434 | 596 | 651 | 311 | 138 | 2.55 |
| Bryan | 12.8 | 970 | 2,131 | 2,329 | 1,796 | 1,825 | 3,749 | 3,400 | 4,344 | 2,131 | 1,822 | 763 | 340 | 2.56 |
| Caddo | 10.8 | 463 | 1,810 | 2,012 | 1,609 | 1,602 | 3,304 | 2,636 | 3,513 | 1,760 | 1,582 | 800 | 509 | 2.71 |
| Canadian | 26.2 | 1,046 | 6,052 | 7,130 | 4,710 | 3,156 | 4,106 | 4,823 | 7,979 | 5,148 | 5,197 | 2,164 | 889 | 2.91 |
| Carter | 16.4 | 659 | 3,036 | 3,366 | 2,336 | 2,386 | 4,617 | 4,228 | 5,408 | 2,890 | 2,466 | 962 | 446 | 2.59 |
| Cherokee | 13.1 | 1,139 | 2,456 | 2,541 | 1,911 | 1,861 | 3,192 | 3,092 | 4,576 | 2,218 | 1,888 | 841 | 485 | 2.68 |
| Choctaw | 6.1 | 241 | 939 | 1,072 | 854 | 970 | 2,024 | 1,689 | 1,961 | 966 | 893 | 377 | 214 | 2.56 |
| Cimarron | 1.3 | 45 | 199 | 260 | 174 | 192 | 430 | 348 | 459 | 175 | 183 | 88 | 47 | 2.62 |
| Cleveland | 66.1 | 7,049 | 17,129 | 16,745 | 10,603 | 6,919 | 7,655 | 15,591 | 21,199 | 12,379 | 11,190 | 3,997 | 1,744 | 2.72 |
| Coal | 2.3 | 80 | 364 | 419 | 311 | 356 | 770 | 666 | 735 | 332 | 339 | 155 | 73 | 2.52 |
| Comanche | 37.8 | 3,229 | 9,924 | 8,261 | 5,406 | 4,744 | 6,236 | 7,869 | 11,789 | 7,451 | 6,594 | 2,718 | 1,379 | 2.96 |
| Cotton | 2.6 | 109 | 426 | 429 | 394 | 358 | 884 | 670 | 897 | 443 | 357 | 162 | 71 | 2.54 |
| Craig | 5.2 | 194 | 815 | 892 | 843 | 819 | 1,637 | 1,455 | 1,746 | 856 | 724 | 300 | 119 | 2.71 |
| Creek | 22.5 | 1,017 | 4,138 | 4,891 | 3,973 | 3,199 | 5,282 | 4,752 | 7,450 | 4,103 | 3,843 | 1,589 | 763 | 2.71 |
| Custer | 9.7 | 1,226 | 2,038 | 1,824 | 1,310 | 1,121 | 2,181 | 2,504 | 3,327 | 1,440 | 1,437 | 642 | 350 | 2.71 |
| Delaware | 11.4 | 456 | 1,501 | 1,825 | 1,790 | 2,044 | 3,784 | 2,599 | 4,671 | 1,616 | 1,448 | 660 | 406 | 2.54 |
| Dewey | 2.2 | 60 | 377 | 366 | 314 | 291 | 792 | 646 | 752 | 294 | 316 | 139 | 53 | 2.45 |
| Ellis | 1.8 | 36 | 232 | 379 | 240 | 233 | 680 | 551 | 625 | 233 | 255 | 102 | 34 | 2.39 |
| Garfield | 21.7 | 1,128 | 4,409 | 4,380 | 3,128 | 2,944 | 5,711 | 5,939 | 7,590 | 3,365 | 3,019 | 1,244 | 543 | 2.53 |
| Garvin | 10.2 | 396 | 1,649 | 1,760 | 1,445 | 1,513 | 3,437 | 2,701 | 3,629 | 1,528 | 1,470 | 629 | 243 | 2.56 |
| Grady | 15.5 | 741 | 3,095 | 3,298 | 2,527 | 2,079 | 3,760 | 3,415 | 5,152 | 2,791 | 2,589 | 1,121 | 432 | 2.68 |
| Grant | 2.3 | 60 | 375 | 393 | 287 | 331 | 854 | 694 | 829 | 302 | 300 | 115 | 60 | 2.39 |
| Greer | 2.5 | 96 | 313 | 338 | 313 | 353 | 1,087 | 851 | 891 | 316 | 285 | 107 | 50 | 2.52 |
| Harmon | 1.4 | 52 | 209 | 205 | 166 | 198 | 570 | 440 | 447 | 192 | 178 | 91 | 52 | 2.64 |
| Harper | 1.6 | 38 | 245 | 303 | 217 | 245 | 552 | 464 | 571 | 221 | 213 | 90 | 41 | 2.44 |
| Haskell | 4.3 | 147 | 630 | 748 | 647 | 676 | 1,452 | 1,109 | 1,529 | 659 | 607 | 255 | 141 | 2.53 |
| Hughes | 5.2 | 153 | 675 | 842 | 752 | 794 | 1,984 | 1,439 | 1,858 | 808 | 661 | 289 | 145 | 2.48 |
| Jackson | 10.4 | 875 | 2,500 | 2,084 | 1,414 | 1,230 | 2,297 | 2,374 | 3,306 | 1,925 | 1,769 | 670 | 356 | 2.72 |
| Jefferson | 2.8 | 104 | 415 | 467 | 375 | 411 | 1,028 | 869 | 905 | 447 | 365 | 154 | 60 | 2.43 |
| Johnston | 3.8 | 189 | 591 | 681 | 574 | 562 | 1,203 | 980 | 1,255 | 650 | 548 | 233 | 134 | 2.66 |
| Kay | 18.9 | 902 | 3,414 | 3,817 | 2,642 | 2,534 | 5,591 | 5,226 | 6,647 | 2,757 | 2,613 | 1,065 | 592 | 2.52 |
| Kingfisher | 4.8 | 151 | 968 | 933 | 700 | 684 | 1,364 | 1,196 | 1,549 | 701 | 819 | 394 | 141 | 2.65 |
| Kiowa | 4.5 | 193 | 691 | 735 | 577 | 627 | 1,677 | 1,316 | 1,568 | 624 | 593 | 256 | 143 | 2.51 |
| Latimer | 3.8 | 202 | 651 | 670 | 567 | 566 | 1,144 | 881 | 1,232 | 683 | 617 | 250 | 137 | 2.82 |
| Le Flore | 16.6 | 765 | 2,898 | 3,201 | 2,806 | 2,366 | 4,564 | 3,791 | 5,345 | 3,038 | 2,708 | 1,148 | 570 | 2.70 |
| Lincoln | 10.9 | 403 | 1,954 | 2,179 | 1,790 | 1,625 | 2,949 | 2,375 | 3,710 | 1,850 | 1,766 | 769 | 430 | 2.70 |
| Logan | 10.1 | 443 | 1,902 | 2,265 | 1,688 | 1,406 | 2,396 | 2,320 | 3,318 | 1,760 | 1,622 | 704 | 376 | 2.87 |
| Love | 3.0 | 131 | 455 | 581 | 478 | 438 | 917 | 713 | 1,044 | 513 | 449 | 176 | 105 | 2.77 |
| McClain | 8.4 | 318 | 1,585 | 1,814 | 1,594 | 1,244 | 1,845 | 1,584 | 2,912 | 1,502 | 1,547 | 618 | 237 | 2.74 |
| McCurtain | 12.4 | 651 | 2,170 | 2,412 | 2,064 | 1,817 | 3,286 | 2,902 | 3,848 | 2,208 | 1,971 | 946 | 525 | 2.73 |
| McIntosh | 6.9 | 225 | 854 | 999 | 1,052 | 1,338 | 2,432 | 1,708 | 2,803 | 1,014 | 828 | 360 | 187 | 2.46 |
| Major | 3.1 | 97 | 518 | 599 | 460 | 426 | 1,000 | 767 | 1,133 | 412 | 507 | 202 | 79 | 2.55 |
| Marshall | 4.4 | 153 | 652 | 669 | 628 | 705 | 1,593 | 1,127 | 1,738 | 642 | 572 | 223 | 98 | 2.50 |
| Mayes | 12.8 | 542 | 2,205 | 2,425 | 2,105 | 1,986 | 3,537 | 2,833 | 4,627 | 2,097 | 1,926 | 893 | 424 | 2.63 |
| Murray | 4.6 | 188 | 697 | 884 | 684 | 716 | 1,431 | 1,232 | 1,552 | 720 | 705 | 282 | 109 | 2.59 |
| Muskogee | 25.3 | 1,215 | 4,503 | 5,156 | 3,679 | 3,579 | 7,168 | 6,560 | 8,065 | 4,224 | 3,778 | 1,689 | 984 | 2.71 |
| Noble | 4.2 | 188 | 781 | 798 | 653 | 575 | 1,205 | 1,112 | 1,407 | 624 | 646 | 272 | 139 | 2.60 |
| Nowata | 4.0 | 156 | 598 | 685 | 600 | 618 | 1,343 | 1,136 | 1,401 | 602 | 555 | 203 | 103 | 2.45 |
| Okfuskee | 4.1 | 168 | 586 | 680 | 662 | 637 | 1,367 | 1,077 | 1,383 | 622 | 558 | 277 | 183 | 2.80 |
| Oklahoma | 238.7 | 15,615 | 55,376 | 52,820 | 35,062 | 31,297 | 48,530 | 69,450 | 77,159 | 38,879 | 32,426 | 13,234 | 7,552 | 2.52 |
| Okmulgee | 13.9 | 718 | 2,222 | 2,551 | 2,176 | 1,984 | 4,249 | 3,748 | 4,620 | 2,297 | 1,878 | 876 | 481 | 2.61 |
| Osage | 15.2 | 504 | 2,640 | 3,338 | 2,614 | 2,261 | 3,843 | 3,603 | 4,959 | 2,541 | 2,526 | 1,037 | 534 | 2.70 |
| Ottawa | 12.0 | 588 | 1,819 | 2,130 | 1,761 | 1,896 | 3,806 | 3,338 | 4,240 | 1,905 | 1,617 | 626 | 274 | 2.53 |
| Pawnee | 6.1 | 213 | 1,019 | 1,261 | 994 | 863 | 1,750 | 1,439 | 2,158 | 974 | 927 | 411 | 191 | 2.57 |
| Payne | 23.9 | 4,593 | 5,516 | 4,252 | 2,796 | 2,243 | 4,500 | 7,079 | 8,570 | 3,698 | 2,946 | 1,162 | 445 | 2.58 |
| Pittsburg | 16.0 | 596 | 2,464 | 2,907 | 2,460 | 2,541 | 5,032 | 4,290 | 5,682 | 2,564 | 2,265 | 832 | 367 | 2.57 |
| Pontotoc | 13.5 | 1,046 | 2,259 | 2,526 | 1,872 | 1,850 | 3,947 | 3,716 | 4,577 | 2,177 | 1,920 | 766 | 344 | 2.55 |
| Pottawatomie | 21.7 | 1,168 | 3,897 | 4,432 | 3,424 | 3,137 | 5,642 | 5,298 | 7,112 | 3,727 | 3,342 | 1,485 | 736 | 2.70 |
| Pushmataha | 4.3 | 144 | 603 | 733 | 694 | 719 | 1,407 | 1,157 | 1,479 | 690 | 606 | 250 | 118 | 2.51 |
| Roger Mills | 1.5 | 52 | 242 | 291 | 216 | 207 | 492 | 363 | 532 | 203 | 240 | 104 | 58 | 2.60 |
| Rogers | 20.1 | 806 | 3,853 | 4,864 | 3,930 | 2,974 | 3,673 | 3,636 | 6,751 | 3,911 | 3,677 | 1,469 | 656 | 2.78 |
| Seminole | 9.4 | 390 | 1,425 | 1,628 | 1,358 | 1,447 | 3,152 | 2,458 | 3,096 | 1,492 | 1,348 | 671 | 335 | 2.63 |
| ☐ Sequoyah | 12.7 | 656 | 2,251 | 2,556 | 2,288 | 1,893 | 3,056 | 2,691 | 4,007 | 2,567 | 2,076 | 852 | 507 | 2.75 |
| Stephens | 16.6 | 670 | 2,838 | 3,235 | 2,238 | 2,494 | 5,125 | 4,144 | 6,005 | 2,637 | 2,489 | 946 | 379 | 2.53 |
| Texas | 6.1 | 374 | 1,198 | 1,265 | 944 | 873 | 1,446 | 1,456 | 2,142 | 967 | 918 | 437 | 180 | 2.64 |
| Tillman | 3.9 | 145 | 612 | 632 | 553 | 549 | 1,409 | 1,046 | 1,305 | 555 | 581 | 253 | 160 | 2.64 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average Household Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **OKLAHOMA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Tulsa | 204.8 | 13,456 | 48,364 | 47,546 | 30,479 | 25,561 | 39,394 | 59,947 | 66,716 | 33,565 | 28,273 | 11,131 | 5,168 | 2.48 |
| Wagoner | 17.4 | 725 | 3,451 | 4,371 | 3,395 | 2,319 | 3,139 | 3,041 | 5,627 | 3,340 | 3,356 | 1,386 | 650 | 2.82 |
| Washington | 19.0 | 837 | 3,369 | 3,972 | 3,022 | 2,750 | 5,050 | 4,803 | 6,954 | 2,984 | 2,818 | 1,044 | 397 | 2.48 |
| Washita | 4.2 | 153 | 714 | 763 | 616 | 592 | 1,362 | 1,028 | 1,551 | 591 | 617 | 293 | 120 | 2.57 |
| Woods | 3.7 | 289 | 552 | 569 | 481 | 486 | 1,323 | 1,233 | 1,331 | 452 | 445 | 183 | 56 | 2.38 |
| Woodward | 6.7 | 332 | 1,428 | 1,387 | 1,041 | 937 | 1,575 | 1,648 | 2,279 | 1,045 | 1,077 | 466 | 185 | 2.72 |
| **TOTAL METRO COUNTIES** | **723.4** | **47,160** | **164,971** | **165,413** | **112,294** | **93,054** | **140,508** | **190,544** | **234,568** | **124,238** | **108,688** | **43,628** | **21,734** | **2.61** |
| **TOTAL STATE** | **1,211.2** | **74,313** | **249,575** | **256,747** | **184,282** | **163,094** | **283,189** | **316,210** | **402,314** | **202,171** | **179,909** | **74,006** | **36,590** | **2.61** |
| **OREGON** | | | | | | | | | | | | | | |
| **EUGENE - SPRINGFIELD** | **112.6** | **8,522** | **21,470** | **28,041** | **17,011** | **12,989** | **24,567** | **28,707** | **40,814** | **17,931** | **15,791** | **6,124** | **3,233** | **2.55** |
| Lane | 112.6 | 8,522 | 21,470 | 28,041 | 17,011 | 12,989 | 24,567 | 28,707 | 40,814 | 17,931 | 15,791 | 6,124 | 3,233 | 2.55 |
| **MEDFORD** | **59.3** | **2,892** | **9,707** | **13,903** | **9,285** | **7,856** | **15,657** | **14,487** | **22,500** | **9,211** | **7,909** | **3,309** | **1,884** | **2.55** |
| Jackson | 59.3 | 2,892 | 9,707 | 13,903 | 9,285 | 7,856 | 15,657 | 14,487 | 22,500 | 9,211 | 7,909 | 3,309 | 1,884 | 2.55 |
| **PORTLAND** | **500.5** | **26,832** | **107,113** | **131,185** | **78,485** | **55,792** | **101,093** | **136,111** | **169,061** | **79,783** | **71,022** | **28,069** | **16,454** | **2.55** |
| Clackamas | 107.1 | 3,887 | 19,368 | 29,171 | 20,231 | 13,420 | 21,023 | 22,390 | 37,372 | 18,555 | 17,964 | 7,009 | 3,810 | 2.70 |
| Multnomah | 244.8 | 15,175 | 53,603 | 61,861 | 34,209 | 26,620 | 53,332 | 79,320 | 80,836 | 36,311 | 29,274 | 11,743 | 7,316 | 2.42 |
| Washington | 125.4 | 6,631 | 29,713 | 34,566 | 20,368 | 12,913 | 21,209 | 29,761 | 42,859 | 21,180 | 19,970 | 7,518 | 4,112 | 2.62 |
| Yamhill | 23.2 | 1,139 | 4,429 | 5,587 | 3,677 | 2,839 | 5,529 | 4,640 | 7,994 | 3,737 | 3,814 | 1,799 | 1,216 | 2.93 |
| ***PORTLAND - VANCOUVER CONSOLIDATED AREA*** | ***593.3*** | ***31,434*** | ***126,790*** | ***155,621*** | ***94,427*** | ***66,671*** | ***118,357*** | ***156,987*** | ***200,018*** | ***95,771*** | ***86,100*** | ***34,425*** | ***19,999*** | ***2.57*** |
| **SALEM** | **104.6** | **5,999** | **19,585** | **24,059** | **16,039** | **12,877** | **26,041** | **25,621** | **36,613** | **16,175** | **14,790** | **6,703** | **4,698** | **2.74** |
| Marion | 85.7 | 4,667 | 16,539 | 19,578 | 13,157 | 10,482 | 21,277 | 21,401 | 29,755 | 13,196 | 12,076 | 5,381 | 3,891 | 2.74 |
| Polk | 18.9 | 1,332 | 3,046 | 4,481 | 2,882 | 2,395 | 4,764 | 4,220 | 6,858 | 2,979 | 2,714 | 1,322 | 807 | 2.72 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Baker | 6.1 | 216 | 967 | 1,172 | 959 | 886 | 1,900 | 1,612 | 2,354 | 798 | 771 | 371 | 194 | 2.49 |
| Benton | 26.7 | 3,437 | 5,771 | 6,602 | 3,696 | 2,696 | 4,498 | 6,854 | 9,795 | 4,133 | 3,832 | 1,381 | 705 | 2.70 |
| Clackamas | 107.1 | 3,887 | 19,368 | 29,171 | 20,231 | 13,420 | 21,023 | 22,390 | 37,372 | 18,555 | 17,964 | 7,009 | 3,810 | 2.70 |
| Clatsop | 13.6 | 616 | 2,354 | 3,097 | 2,016 | 1,818 | 3,699 | 3,876 | 4,842 | 1,949 | 1,760 | 792 | 381 | 2.49 |
| Columbia | 14.3 | 512 | 2,555 | 3,637 | 2,569 | 1,808 | 3,219 | 3,098 | 4,891 | 2,339 | 2,310 | 1,072 | 590 | 2.71 |
| Coos | 24.6 | 1,064 | 4,007 | 5,078 | 3,882 | 3,699 | 6,870 | 6,168 | 9,568 | 3,667 | 3,173 | 1,350 | 674 | 2.49 |
| Crook | 5.6 | 281 | 947 | 1,205 | 877 | 775 | 1,515 | 1,293 | 2,079 | 849 | 839 | 372 | 168 | 2.59 |
| Curry | 8.7 | 282 | 1,080 | 1,565 | 1,168 | 1,496 | 3,109 | 2,164 | 4,024 | 1,099 | 850 | 382 | 181 | 2.32 |
| Deschutes | 30.5 | 1,388 | 5,576 | 7,965 | 4,737 | 3,939 | 6,895 | 6,514 | 12,052 | 4,848 | 4,517 | 1,754 | 815 | 2.56 |
| Douglas | 36.5 | 1,611 | 6,162 | 8,074 | 5,735 | 5,458 | 9,460 | 7,975 | 13,599 | 5,824 | 5,469 | 2,301 | 1,332 | 2.63 |
| Gilliam | .7 | 21 | 114 | 140 | 87 | 108 | 230 | 190 | 268 | 84 | 95 | 44 | 19 | 2.43 |
| Grant | 3.2 | 117 | 565 | 739 | 526 | 487 | 766 | 887 | 1,115 | 480 | 439 | 198 | 81 | 2.47 |
| Harney | 2.9 | 113 | 524 | 641 | 488 | 437 | 697 | 797 | 996 | 431 | 423 | 161 | 92 | 2.48 |
| Hood River | 6.6 | 308 | 1,364 | 1,575 | 1,003 | 813 | 1,537 | 1,629 | 2,312 | 1,031 | 925 | 429 | 274 | 2.61 |
| Jackson | 59.3 | 2,892 | 9,707 | 13,903 | 9,285 | 7,856 | 15,657 | 14,487 | 22,500 | 9,211 | 7,909 | 3,309 | 1,884 | 2.55 |
| Jefferson | 4.9 | 263 | 977 | 1,078 | 743 | 677 | 1,162 | 936 | 1,770 | 741 | 706 | 384 | 363 | 2.86 |
| Josephine | 26.1 | 932 | 3,605 | 5,333 | 3,946 | 3,893 | 8,391 | 6,290 | 10,572 | 3,845 | 3,125 | 1,452 | 816 | 2.49 |
| Klamath | 22.6 | 1,354 | 4,027 | 5,083 | 3,498 | 3,162 | 5,476 | 5,569 | 8,224 | 3,460 | 3,140 | 1,399 | 808 | 2.58 |
| Lake | 2.8 | 117 | 458 | 626 | 480 | 414 | 705 | 666 | 1,025 | 400 | 448 | 180 | 81 | 2.57 |
| Lane | 112.6 | 8,522 | 21,470 | 28,041 | 17,011 | 12,989 | 24,567 | 28,707 | 40,814 | 17,931 | 15,791 | 6,124 | 3,233 | 2.55 |
| Lincoln | 17.0 | 626 | 2,485 | 3,718 | 2,310 | 2,580 | 5,281 | 4,589 | 7,091 | 2,180 | 1,943 | 818 | 379 | 2.37 |
| Linn | 35.1 | 1,853 | 6,351 | 7,844 | 5,617 | 4,564 | 8,871 | 7,928 | 12,712 | 5,624 | 5,230 | 2,300 | 1,306 | 2.63 |
| Malheur | 9.3 | 475 | 1,572 | 1,855 | 1,400 | 1,366 | 2,632 | 2,281 | 3,070 | 1,357 | 1,284 | 744 | 564 | 2.78 |
| Marion | 85.7 | 4,667 | 16,539 | 19,578 | 13,157 | 10,482 | 21,277 | 21,401 | 29,755 | 13,196 | 12,076 | 5,381 | 3,891 | 2.74 |
| Morrow | 2.8 | 133 | 519 | 676 | 449 | 431 | 592 | 663 | 947 | 419 | 427 | 216 | 128 | 2.64 |
| Multnomah | 244.8 | 15,175 | 53,603 | 61,861 | 34,209 | 26,620 | 53,332 | 79,320 | 80,836 | 36,311 | 29,274 | 11,743 | 7,316 | 2.42 |
| Polk | 18.9 | 1,332 | 3,046 | 4,481 | 2,882 | 2,395 | 4,764 | 4,220 | 6,858 | 2,979 | 2,714 | 1,322 | 807 | 2.72 |
| Sherman | .8 | 22 | 141 | 163 | 100 | 143 | 231 | 239 | 278 | 111 | 111 | 49 | 12 | 2.38 |
| Tillamook | 9.0 | 266 | 1,262 | 1,720 | 1,245 | 1,532 | 2,975 | 2,352 | 3,727 | 1,159 | 1,049 | 459 | 254 | 2.43 |
| Umatilla | 22.1 | 1,309 | 4,143 | 4,981 | 3,359 | 2,872 | 5,436 | 5,456 | 7,678 | 3,405 | 3,093 | 1,489 | 979 | 2.70 |
| Union | 9.1 | 730 | 1,531 | 2,158 | 1,370 | 1,122 | 2,189 | 2,223 | 3,330 | 1,348 | 1,296 | 602 | 301 | 2.59 |
| Wallowa | 2.8 | 91 | 449 | 631 | 404 | 400 | 825 | 738 | 1,088 | 346 | 366 | 178 | 84 | 2.46 |
| Wasco | 8.6 | 356 | 1,380 | 1,938 | 1,306 | 1,108 | 2,512 | 2,266 | 3,187 | 1,214 | 1,133 | 509 | 291 | 2.51 |
| Washington | 125.4 | 6,631 | 29,713 | 34,566 | 20,368 | 12,913 | 21,209 | 29,761 | 42,859 | 21,180 | 19,970 | 7,518 | 4,112 | 2.62 |
| Wheeler | .6 | 16 | 61 | 99 | 106 | 113 | 205 | 168 | 242 | 83 | 66 | 26 | 15 | 2.33 |
| Yamhill | 23.2 | 1,139 | 4,429 | 5,587 | 3,677 | 2,839 | 5,529 | 4,640 | 7,994 | 3,737 | 3,814 | 1,799 | 1,216 | 2.93 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/91 Total Households (Thousands) | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | Average Household Size |
| **OREGON (continued)** | | | | | | | | | | | | | | |
| **TOTAL METRO COUNTIES** | **777.0** | **44,245** | **157,875** | **197,188** | **120,820** | **89,514** | **167,358** | **204,926** | **268,988** | **123,100** | **109,512** | **44,205** | **26,269** | **2.58** |
| **TOTAL STATE** | **1,130.6** | **62,754** | **218,822** | **276,581** | **174,896** | **138,311** | **259,236** | **290,347** | **401,824** | **176,324** | **158,332** | **65,617** | **38,156** | **2.58** |
| **PENNSYLVANIA** | | | | | | | | | | | | | | |
| **ALLENTOWN - BETHLEHEM - EASTON** | **265.6** | **9,763** | **51,066** | **58,427** | **40,496** | **38,434** | **67,414** | **63,389** | **88,709** | **47,758** | **41,964** | **16,471** | **7,309** | **2.64** |
| Carbon | 22.5 | 656 | 3,638 | 4,373 | 3,161 | 3,580 | 7,092 | 5,516 | 7,588 | 4,010 | 3,316 | 1,407 | 663 | 2.58 |
| Lehigh | 115.1 | 4,525 | 23,003 | 25,214 | 17,250 | 16,543 | 28,565 | 29,279 | 38,909 | 20,188 | 17,281 | 6,524 | 2,919 | 2.58 |
| Northampton | 93.5 | 3,479 | 17,342 | 20,797 | 14,368 | 13,619 | 23,895 | 20,792 | 31,239 | 17,290 | 15,550 | 5,971 | 2,658 | 2.71 |
| *Warren, N. J.* | *34.5* | *1,103* | *7,083* | *8,043* | *5,717* | *4,692* | *7,862* | *7,802* | *10,973* | *6,270* | *5,817* | *2,569* | *1,069* | *2.69* |
| **ALTOONA** | **50.3** | **1,926** | **8,524** | **10,250** | **7,425** | **7,637** | **14,538** | **13,233** | **16,032** | **8,906** | **7,541** | **3,175** | **1,413** | **2.59** |
| Blair | 50.3 | 1,926 | 8,524 | 10,250 | 7,425 | 7,637 | 14,538 | 13,233 | 16,032 | 8,906 | 7,541 | 3,175 | 1,413 | 2.59 |
| **BEAVER COUNTY** | **71.5** | **2,012** | **11,913** | **14,268** | **10,593** | **12,061** | **20,653** | **17,721** | **23,665** | **12,934** | **11,045** | **4,372** | **1,763** | **2.58** |
| Beaver | 71.5 | 2,012 | 11,913 | 14,268 | 10,593 | 12,061 | 20,653 | 17,721 | 23,665 | 12,934 | 11,045 | 4,372 | 1,763 | 2.58 |
| **ERIE** | **101.7** | **5,560** | **19,863** | **22,394** | **15,025** | **14,161** | **24,697** | **26,254** | **31,435** | **17,156** | **15,670** | **7,293** | **3,892** | **2.71** |
| Erie | 101.7 | 5,560 | 19,863 | 22,394 | 15,025 | 14,161 | 24,697 | 26,254 | 31,435 | 17,156 | 15,670 | 7,293 | 3,892 | 2.71 |
| **HARRISBURG - LEBANON - CARLISLE** | **230.0** | **10,815** | **45,913** | **52,631** | **35,461** | **32,891** | **52,289** | **59,265** | **76,780** | **40,643** | **34,426** | **12,898** | **5,988** | **2.60** |
| Cumberland | 75.2 | 3,734 | 14,744 | 17,332 | 12,026 | 10,836 | 16,528 | 18,524 | 25,917 | 13,492 | 11,536 | 4,115 | 1,616 | 2.66 |
| Dauphin | 96.0 | 4,591 | 19,665 | 21,958 | 14,138 | 13,448 | 22,200 | 27,722 | 31,036 | 16,143 | 13,321 | 5,209 | 2,569 | 2.50 |
| Lebanon | 43.4 | 1,889 | 8,306 | 9,441 | 6,766 | 6,462 | 10,536 | 10,130 | 14,789 | 7,894 | 6,714 | 2,529 | 1,344 | 2.66 |
| Perry | 15.4 | 601 | 3,198 | 3,900 | 2,531 | 2,145 | 3,025 | 2,889 | 5,038 | 3,114 | 2,855 | 1,045 | 459 | 2.76 |
| **JOHNSTOWN** | **90.8** | **2,680** | **13,936** | **18,133** | **12,711** | **14,338** | **29,002** | **23,717** | **28,961** | **15,735** | **13,634** | **5,929** | **2,824** | **2.62** |
| Cambria | 61.3 | 1,691 | 8,962 | 12,040 | 8,456 | 9,836 | 20,315 | 16,740 | 19,324 | 10,365 | 8,973 | 3,970 | 1,928 | 2.62 |
| Somerset | 29.5 | 989 | 4,974 | 6,093 | 4,255 | 4,502 | 8,687 | 6,977 | 9,637 | 5,370 | 4,661 | 1,959 | 896 | 2.64 |
| **LANCASTER** | **156.4** | **7,898** | **34,181** | **35,259** | **24,072** | **20,943** | **34,047** | **33,261** | **52,866** | **27,616** | **25,086** | **10,543** | **7,028** | **2.80** |
| Lancaster | 156.4 | 7,898 | 34,181 | 35,259 | 24,072 | 20,943 | 34,047 | 33,261 | 52,866 | 27,616 | 25,086 | 10,543 | 7,028 | 2.80 |
| **PHILADELPHIA** | **1,802.3** | **67,694** | **363,170** | **402,743** | **286,133** | **261,896** | **420,664** | **462,929** | **535,866** | **311,899** | **278,093** | **131,988** | **81,525** | **2.73** |
| Bucks | 196.6 | 5,597 | 41,152 | 50,314 | 34,928 | 28,559 | 36,050 | 38,407 | 60,384 | 36,892 | 36,777 | 16,244 | 7,896 | 2.84 |
| Chester | 139.1 | 4,639 | 29,121 | 35,776 | 25,105 | 19,279 | 25,180 | 28,615 | 44,849 | 25,520 | 24,502 | 10,567 | 5,047 | 2.82 |
| Delaware | 203.2 | 6,238 | 38,872 | 42,801 | 30,054 | 31,213 | 54,022 | 51,903 | 62,897 | 34,606 | 30,338 | 15,016 | 8,440 | 2.71 |
| Montgomery | 259.5 | 7,349 | 50,559 | 57,748 | 41,618 | 38,904 | 63,322 | 64,879 | 84,323 | 44,310 | 40,362 | 17,460 | 8,166 | 2.65 |
| Philadelphia | 601.8 | 30,423 | 117,474 | 119,369 | 86,789 | 86,271 | 161,474 | 193,036 | 165,220 | 95,887 | 74,999 | 39,512 | 33,146 | 2.63 |
| *Burlington, N. J.* | *139.6* | *4,261* | *29,611* | *34,249* | *24,790* | *20,955* | *25,734* | *27,838* | *42,748* | *26,609* | *25,317* | *11,340* | *5,748* | *2.89* |
| *Camden, N. J.* | *181.8* | *6,721* | *38,938* | *41,987* | *29,311* | *25,462* | *39,381* | *42,748* | *52,183* | *32,587* | *30,379* | *14,573* | *9,330* | *2.81* |
| *Gloucester, N. J.* | *80.7* | *2,466* | *17,443* | *20,499* | *13,538* | *11,253* | *15,501* | *15,503* | *23,262* | *15,488* | *15,419* | *7,276* | *3,752* | *2.92* |
| ***PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA*** | ***2,185.9*** | ***84,683*** | ***442,761*** | ***490,375*** | ***348,724*** | ***315,956*** | ***503,401*** | ***553,616*** | ***655,173*** | ***382,581*** | ***340,106*** | ***158,047*** | ***96,377*** | ***2.74*** |
| **PITTSBURGH** | **815.1** | **29,397** | **141,866** | **165,884** | **117,065** | **125,836** | **235,052** | **231,126** | **263,602** | **140,329** | **115,120** | **45,929** | **18,994** | **2.50** |
| Allegheny | 537.7 | 21,485 | 98,047 | 108,556 | 74,946 | 81,912 | 152,754 | 162,070 | 172,736 | 89,493 | 71,432 | 29,222 | 12,747 | 2.46 |
| Fayette | 55.7 | 1,826 | 8,564 | 11,091 | 7,948 | 8,729 | 17,542 | 14,146 | 17,567 | 10,380 | 8,608 | 3,410 | 1,589 | 2.58 |
| Washington | 78.0 | 2,216 | 12,077 | 16,183 | 11,958 | 12,208 | 23,358 | 19,482 | 25,531 | 14,217 | 12,089 | 4,893 | 1,788 | 2.60 |
| Westmoreland | 143.7 | 3,870 | 23,178 | 30,054 | 22,213 | 22,987 | 41,398 | 35,428 | 47,768 | 26,239 | 22,991 | 8,404 | 2,870 | 2.56 |
| ***PITTSBURGH - BEAVER VALLEY CONSOLIDATED AREA*** | ***886.6*** | ***31,409*** | ***153,779*** | ***180,152*** | ***127,658*** | ***137,897*** | ***255,705*** | ***248,847*** | ***287,267*** | ***153,263*** | ***126,165*** | ***50,301*** | ***20,757*** | ***2.51*** |
| **READING** | **130.0** | **5,285** | **24,766** | **27,591** | **19,360** | **19,176** | **33,822** | **31,133** | **44,268** | **23,296** | **20,107** | **7,356** | **3,840** | **2.64** |
| Berks | 130.0 | 5,285 | 24,766 | 27,591 | 19,360 | 19,176 | 33,822 | 31,133 | 44,268 | 23,296 | 20,107 | 7,356 | 3,840 | 2.64 |
| **SCRANTON - WILKES-BARRE** | **283.1** | **9,921** | **45,005** | **55,345** | **41,198** | **43,294** | **88,337** | **77,007** | **89,830** | **48,458** | **41,291** | **17,772** | **8,742** | **2.61** |
| Columbia | 23.6 | 1,409 | 4,013 | 4,790 | 3,488 | 3,394 | 6,506 | 5,795 | 8,076 | 4,154 | 3,570 | 1,356 | 649 | 2.69 |
| Lackawanna | 84.5 | 2,742 | 12,701 | 15,679 | 12,015 | 13,090 | 28,273 | 24,432 | 25,862 | 14,174 | 11,933 | 3,262 | 2,837 | 2.58 |
| Luzerne | 128.5 | 4,009 | 18,999 | 23,610 | 18,283 | 20,392 | 43,207 | 37,391 | 40,112 | 21,733 | 17,854 | 7,722 | 3,688 | 2.55 |
| Monroe | 36.2 | 1,334 | 7,342 | 8,818 | 5,666 | 5,065 | 7,975 | 7,078 | 12,677 | 6,527 | 6,155 | 2,615 | 1,148 | 2.81 |
| Wyoming | 10.3 | 427 | 1,950 | 2,448 | 1,746 | 1,353 | 2,376 | 2,311 | 3,103 | 1,870 | 1,779 | 817 | 420 | 2.79 |
| **SHARON** | **45.3** | **1,529** | **7,287** | **9,020** | **6,807** | **7,287** | **13,370** | **11,346** | **15,257** | **7,946** | **6,815** | **2,681** | **1,255** | **2.65** |
| Mercer | 45.3 | 1,529 | 7,287 | 9,020 | 6,807 | 7,287 | 13,370 | 11,346 | 15,257 | 7,946 | 6,815 | 2,681 | 1,255 | 2.65 |
| **STATE COLLEGE** | **43.3** | **6,534** | **9,768** | **8,700** | **5,877** | **5,017** | **7,404** | **10,403** | **14,405** | **8,147** | **6,790** | **2,571** | **984** | **2.91** |
| Centre | 43.3 | 6,534 | 9,768 | 8,700 | 5,877 | 5,017 | 7,404 | 10,403 | 14,405 | 8,147 | 6,790 | 2,571 | 984 | 2.91 |
| **WILLIAMSPORT** | **45.6** | **2,284** | **8,485** | **9,645** | **6,735** | **6,612** | **11,839** | **11,180** | **15,301** | **7,969** | **6,961** | **2,884** | **1,305** | **2.63** |
| Lycoming | 45.6 | 2,284 | 8,485 | 9,645 | 6,735 | 6,612 | 11,839 | 11,180 | 15,301 | 7,969 | 6,961 | 2,884 | 1,305 | 2.63 |
| **YORK** | **160.1** | **7,154** | **33,068** | **37,011** | **25,668** | **21,849** | **35,350** | **34,370** | **54,714** | **30,365** | **26,721** | **9,757** | **4,173** | **2.67** |
| Adams | 28.9 | 1,385 | 5,876 | 6,509 | 4,574 | 3,949 | 6,607 | 5,870 | 9,669 | 5,450 | 5,051 | 1,950 | 910 | 2.80 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES METRO AREA County | 12/31/91 Total Households (Thousands) | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average Household Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **PENNSYLVANIA (continued)** | | | | | | | | | | | | | | |
| **YORK (continued)** | | | | | | | | | | | | | | |
| York | 131.2 | 5,769 | 27,192 | 30,502 | 21,094 | 17,900 | 28,743 | 28,500 | 45,045 | 24,915 | 21,670 | 7,807 | 3,263 | 2.64 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Adams | 28.9 | 1,385 | 5,876 | 6,509 | 4,574 | 3,949 | 6,607 | 5,870 | 9,669 | 5,450 | 5,051 | 1,950 | 910 | 2.80 |
| Allegheny | 537.7 | 21,485 | 98,047 | 108,556 | 74,946 | 81,912 | 152,754 | 162,070 | 172,736 | 89,493 | 71,432 | 29,222 | 12,747 | 2.46 |
| Armstrong | 28.2 | 769 | 4,743 | 5,657 | 4,077 | 4,290 | 8,664 | 6,920 | 9,187 | 5,012 | 4,601 | 1,825 | 655 | 2.59 |
| Beaver | 71.5 | 2,012 | 11,913 | 14,268 | 10,593 | 12,061 | 20,653 | 17,721 | 23,665 | 12,934 | 11,045 | 4,372 | 1,763 | 2.58 |
| Bedford | 18.2 | 643 | 3,179 | 3,553 | 2,990 | 2,867 | 4,968 | 4,009 | 6,012 | 3,458 | 2,972 | 1,189 | 560 | 2.65 |
| Berks | 130.0 | 5,285 | 24,766 | 27,591 | 19,360 | 19,176 | 33,822 | 31,133 | 44,268 | 23,296 | 20,107 | 7,356 | 3,840 | 2.64 |
| Blair | 50.3 | 1,926 | 8,524 | 10,250 | 7,425 | 7,637 | 14,538 | 13,233 | 16,032 | 8,906 | 7,541 | 3,175 | 1,413 | 2.59 |
| Bradford | 22.7 | 944 | 4,143 | 4,827 | 3,707 | 3,271 | 5,808 | 5,142 | 7,355 | 3,904 | 3,732 | 1,755 | 812 | 2.70 |
| Bucks | 196.6 | 5,597 | 41,152 | 50,314 | 34,928 | 28,559 | 36,050 | 38,407 | 60,384 | 36,892 | 36,777 | 16,244 | 7,896 | 2.84 |
| Butler | 56.0 | 2,176 | 10,852 | 13,171 | 8,933 | 7,864 | 13,004 | 12,749 | 17,712 | 10,244 | 9,560 | 4,131 | 1,604 | 2.74 |
| Cambria | 61.3 | 1,691 | 8,962 | 12,040 | 8,456 | 9,836 | 20,315 | 16,740 | 19,324 | 10,365 | 8,973 | 3,970 | 1,928 | 2.62 |
| Cameron | 2.4 | 105 | 361 | 466 | 337 | 392 | 739 | 716 | 792 | 366 | 299 | 143 | 84 | 2.46 |
| Carbon | 22.5 | 656 | 3,638 | 4,373 | 3,161 | 3,580 | 7,092 | 5,516 | 7,588 | 4,010 | 3,316 | 1,407 | 663 | 2.58 |
| Centre | 43.3 | 6,534 | 9,768 | 8,700 | 5,877 | 5,017 | 7,404 | 10,403 | 14,405 | 8,147 | 6,790 | 2,571 | 984 | 2.91 |
| Chester | 139.1 | 4,639 | 29,121 | 35,776 | 25,105 | 19,279 | 25,180 | 28,615 | 44,849 | 25,520 | 24,502 | 10,567 | 5,047 | 2.82 |
| Clarion | 15.0 | 1,015 | 2,607 | 3,010 | 2,301 | 2,208 | 3,859 | 3,661 | 4,838 | 2,588 | 2,489 | 1,015 | 409 | 2.77 |
| Clearfield | 29.6 | 1,085 | 5,134 | 5,891 | 4,424 | 4,436 | 8,630 | 7,346 | 9,453 | 5,145 | 4,849 | 1,963 | 844 | 2.61 |
| Clinton | 13.8 | 592 | 2,265 | 2,648 | 2,090 | 2,239 | 3,966 | 3,482 | 4,640 | 2,414 | 2,075 | 801 | 388 | 2.70 |
| Columbia | 23.6 | 1,409 | 4,013 | 4,790 | 3,488 | 3,394 | 6,506 | 5,795 | 8,076 | 4,154 | 3,570 | 1,356 | 649 | 2.69 |
| Crawford | 32.0 | 1,407 | 5,605 | 6,870 | 5,009 | 4,629 | 8,480 | 7,999 | 10,531 | 5,346 | 4,868 | 2,060 | 1,196 | 2.67 |
| Cumberland | 75.2 | 3,734 | 14,744 | 17,332 | 12,026 | 10,836 | 16,528 | 18,524 | 25,917 | 13,492 | 11,536 | 4,115 | 1,616 | 2.66 |
| Dauphin | 96.0 | 4,591 | 19,665 | 21,958 | 14,138 | 13,448 | 22,200 | 27,722 | 31,036 | 16,143 | 13,321 | 5,209 | 2,569 | 2.50 |
| Delaware | 203.2 | 6,238 | 38,872 | 42,801 | 30,054 | 31,213 | 54,022 | 51,903 | 62,897 | 34,606 | 30,338 | 15,016 | 8,440 | 2.71 |
| Elk | 13.0 | 367 | 2,339 | 2,578 | 1,946 | 2,089 | 3,681 | 3,206 | 4,030 | 2,280 | 2,052 | 992 | 440 | 2.65 |
| Erie | 101.7 | 5,560 | 19,863 | 22,394 | 15,025 | 14,161 | 24,697 | 26,254 | 31,435 | 17,156 | 15,670 | 7,293 | 3,892 | 2.71 |
| Fayette | 55.7 | 1,826 | 8,564 | 11,091 | 7,948 | 8,729 | 17,542 | 14,146 | 17,567 | 10,380 | 8,608 | 3,410 | 1,589 | 2.58 |
| Forest | 1.9 | 61 | 232 | 344 | 313 | 342 | 608 | 508 | 733 | 267 | 233 | 119 | 40 | 2.53 |
| Franklin | 46.5 | 2,088 | 8,894 | 10,037 | 7,510 | 6,813 | 11,158 | 10,341 | 16,013 | 8,829 | 7,344 | 2,670 | 1,303 | 2.64 |
| Fulton | 5.3 | 231 | 1,021 | 1,072 | 890 | 821 | 1,265 | 1,117 | 1,728 | 1,000 | 912 | 375 | 168 | 2.68 |
| Greene | 14.6 | 538 | 2,348 | 3,224 | 2,110 | 2,041 | 4,339 | 3,608 | 4,498 | 2,647 | 2,321 | 1,090 | 436 | 2.69 |
| Huntingdon | 15.7 | 620 | 2,684 | 3,274 | 2,502 | 2,478 | 4,142 | 3,887 | 5,060 | 2,761 | 2,553 | 966 | 473 | 2.83 |
| Indiana | 31.7 | 2,337 | 5,630 | 6,728 | 4,606 | 4,225 | 8,174 | 7,472 | 10,003 | 5,514 | 5,363 | 2,343 | 1,005 | 2.83 |
| Jefferson | 17.5 | 625 | 3,079 | 3,524 | 2,477 | 2,577 | 5,218 | 4,392 | 5,646 | 2,961 | 2,867 | 1,160 | 474 | 2.62 |
| Juniata | 7.8 | 335 | 1,508 | 1,669 | 1,223 | 1,141 | 1,924 | 1,636 | 2,665 | 1,443 | 1,311 | 487 | 258 | 2.68 |
| Lackawanna | 84.5 | 2,742 | 12,701 | 15,679 | 12,015 | 13,090 | 28,273 | 24,432 | 25,862 | 14,174 | 11,933 | 5,262 | 2,837 | 2.58 |
| Lancaster | 156.4 | 7,898 | 34,181 | 35,259 | 24,072 | 20,943 | 34,047 | 33,261 | 52,866 | 27,616 | 25,086 | 10,543 | 7,028 | 2.80 |
| Lawrence | 36.0 | 1,009 | 5,464 | 7,039 | 5,255 | 5,824 | 11,409 | 8,874 | 11,772 | 6,422 | 5,554 | 2,311 | 1,067 | 2.64 |
| Lebanon | 43.4 | 1,889 | 8,306 | 9,441 | 6,766 | 6,462 | 10,536 | 10,130 | 14,789 | 7,894 | 6,714 | 2,529 | 1,344 | 2.66 |
| Lehigh | 115.1 | 4,525 | 23,003 | 25,214 | 17,250 | 16,543 | 28,565 | 29,279 | 38,909 | 20,188 | 17,281 | 6,524 | 2,919 | 2.58 |
| Luzerne | 128.5 | 4,009 | 18,999 | 23,610 | 18,283 | 20,392 | 43,207 | 37,391 | 40,112 | 21,733 | 17,854 | 7,722 | 3,688 | 2.55 |
| Lycoming | 45.6 | 2,284 | 8,485 | 9,645 | 6,735 | 6,612 | 11,839 | 11,180 | 15,301 | 7,969 | 6,961 | 2,884 | 1,305 | 2.63 |
| McKean | 17.5 | 682 | 2,971 | 3,406 | 2,575 | 2,692 | 5,174 | 4,694 | 5,735 | 2,848 | 2,623 | 1,078 | 522 | 2.65 |
| Mercer | 45.3 | 1,529 | 7,287 | 9,020 | 6,807 | 7,287 | 13,370 | 11,346 | 15,257 | 7,946 | 6,815 | 2,681 | 1,255 | 2.65 |
| Mifflin | 17.8 | 726 | 3,137 | 3,424 | 2,886 | 2,696 | 4,931 | 4,435 | 5,818 | 3,212 | 2,736 | 983 | 616 | 2.60 |
| Monroe | 36.2 | 1,334 | 7,342 | 8,818 | 5,666 | 5,065 | 7,975 | 7,078 | 12,677 | 6,527 | 6,155 | 2,615 | 1,148 | 2.81 |
| Montgomery | 259.5 | 7,349 | 50,559 | 57,748 | 41,618 | 38,904 | 63,322 | 64,879 | 84,323 | 44,310 | 40,362 | 17,460 | 8,166 | 2.65 |
| Montour | 6.5 | 284 | 1,387 | 1,366 | 997 | 903 | 1,563 | 1,736 | 2,104 | 1,120 | 937 | 431 | 172 | 2.72 |
| Northampton | 93.5 | 3,479 | 17,342 | 20,797 | 14,368 | 13,619 | 23,895 | 20,792 | 31,239 | 17,290 | 15,550 | 5,971 | 2,658 | 2.71 |
| Northumberland | 38.7 | 1,418 | 6,171 | 7,339 | 5,714 | 5,825 | 12,233 | 10,778 | 12,714 | 6,579 | 5,562 | 2,196 | 871 | 2.49 |
| Perry | 15.4 | 601 | 3,198 | 3,900 | 2,531 | 2,145 | 3,025 | 2,889 | 5,038 | 3,114 | 2,855 | 1,045 | 459 | 2.76 |
| Philadelphia | 601.8 | 30,423 | 117,474 | 119,369 | 86,789 | 86,271 | 161,474 | 193,036 | 165,220 | 95,887 | 74,999 | 39,512 | 33,146 | 2.63 |
| Pike | 11.7 | 300 | 2,299 | 2,505 | 1,653 | 1,898 | 3,045 | 2,384 | 4,367 | 1,993 | 1,816 | 755 | 385 | 2.66 |
| Potter | 6.2 | 261 | 1,058 | 1,248 | 962 | 921 | 1,750 | 1,454 | 2,086 | 993 | 966 | 464 | 237 | 2.71 |
| Schuylkill | 60.4 | 1,800 | 8,833 | 11,018 | 8,161 | 9,804 | 20,784 | 17,167 | 19,110 | 10,451 | 8,581 | 3,517 | 1,574 | 2.52 |
| Snyder | 13.0 | 716 | 2,627 | 2,750 | 2,062 | 1,812 | 3,033 | 2,672 | 4,387 | 2,387 | 2,235 | 831 | 488 | 2.87 |
| Somerset | 29.5 | 989 | 4,974 | 6,093 | 4,255 | 4,502 | 8,687 | 6,977 | 9,637 | 5,370 | 4,661 | 1,959 | 896 | 2.64 |
| Sullivan | 2.3 | 59 | 372 | 398 | 301 | 401 | 769 | 628 | 793 | 375 | 292 | 128 | 84 | 2.65 |
| Susquehanna | 15.2 | 517 | 2,785 | 3,161 | 2,517 | 2,166 | 4,054 | 3,321 | 4,966 | 2,731 | 2,444 | 1,168 | 570 | 2.72 |
| Tioga | 15.0 | 688 | 2,579 | 2,985 | 2,507 | 2,198 | 4,043 | 3,377 | 5,178 | 2,604 | 2,368 | 977 | 496 | 2.74 |
| Union | 11.9 | 633 | 2,209 | 2,620 | 1,925 | 1,708 | 2,805 | 2,684 | 4,024 | 2,112 | 1,866 | 773 | 441 | 3.08 |
| Venango | 22.0 | 734 | 3,951 | 4,812 | 3,242 | 3,515 | 5,746 | 5,354 | 7,279 | 3,745 | 3,504 | 1,508 | 610 | 2.65 |
| Warren | 17.2 | 621 | 3,099 | 3,620 | 2,785 | 2,599 | 4,476 | 4,290 | 5,955 | 2,755 | 2,588 | 1,129 | 483 | 2.60 |
| Washington | 78.0 | 2,216 | 12,077 | 16,183 | 11,958 | 12,208 | 23,358 | 19,482 | 25,531 | 14,217 | 12,089 | 4,893 | 1,788 | 2.60 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/91 Total Households (Thousands) | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | Average Household Size |
| **PENNSYLVANIA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Wayne | 15.2 | 460 | 2,522 | 3,199 | 2,299 | 2,294 | 4,426 | 3,412 | 5,220 | 2,488 | 2,412 | 1,094 | 574 | 2.74 |
| Westmoreland | 143.7 | 3,870 | 23,178 | 30,054 | 22,213 | 22,987 | 41,398 | 35,428 | 47,768 | 26,239 | 22,991 | 8,404 | 2,870 | 2.56 |
| Wyoming | 10.3 | 427 | 1,950 | 2,448 | 1,746 | 1,353 | 2,376 | 2,311 | 3,103 | 1,870 | 1,779 | 817 | 420 | 2.79 |
| York | 131.2 | 5,769 | 27,192 | 30,502 | 21,094 | 17,900 | 28,743 | 28,500 | 45,045 | 24,915 | 21,670 | 7,807 | 3,263 | 2.64 |
| **TOTAL METRO COUNTIES** | **3,854.5** | **155,901** | **725,736** | **822,523** | **581,270** | **569,070** | **1,000,000** | **1,012,443** | **1,222,525** | **668,203** | **574,332** | **245,861** | **131,136** | **2.64** |
| **TOTAL STATE** | **4,533.0** | **182,747** | **843,824** | **961,956** | **684,556** | **671,049** | **1,188,868** | **1,177,894** | **1,444,929** | **787,197** | **681,217** | **290,288** | **151,475** | **2.64** |
| **RHODE ISLAND** | | | | | | | | | | | | | | |
| **PROVIDENCE - PAWTUCKET - WOONSOCKET** | **347.9** | **16,802** | **69,750** | **74,670** | **50,672** | **47,684** | **88,322** | **93,000** | **107,540** | **60,956** | **53,610** | **21,805** | **10,989** | **2.66** |
| Bristol | 17.6 | 547 | 3,072 | 3,823 | 2,842 | 2,725 | 4,591 | 3,889 | 5,696 | 3,306 | 3,016 | 1,205 | 488 | 2.78 |
| Kent | 62.9 | 1,841 | 11,779 | 14,383 | 10,026 | 9,061 | 15,810 | 16,300 | 19,617 | 10,895 | 10,252 | 4,107 | 1,729 | 2.59 |
| Providence | 227.2 | 12,320 | 46,723 | 46,573 | 31,510 | 30,795 | 59,279 | 63,968 | 69,030 | 39,260 | 33,498 | 13,791 | 7,653 | 2.64 |
| Washington | 40.2 | 2,094 | 8,176 | 9,891 | 6,294 | 5,103 | 8,642 | 8,843 | 13,197 | 7,495 | 6,844 | 2,702 | 1,119 | 2.80 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Bristol | 17.6 | 547 | 3,072 | 3,823 | 2,842 | 2,725 | 4,591 | 3,889 | 5,696 | 3,306 | 3,016 | 1,205 | 488 | 2.78 |
| Kent | 62.9 | 1,841 | 11,779 | 14,383 | 10,026 | 9,061 | 15,810 | 16,300 | 19,617 | 10,895 | 10,252 | 4,107 | 1,729 | 2.59 |
| Newport | 32.9 | 1,575 | 6,723 | 7,804 | 5,071 | 4,329 | 7,398 | 8,504 | 10,554 | 5,946 | 5,055 | 1,970 | 871 | 2.66 |
| Providence | 227.2 | 12,320 | 46,723 | 46,573 | 31,510 | 30,795 | 59,279 | 63,968 | 69,030 | 39,260 | 33,498 | 13,791 | 7,653 | 2.64 |
| Washington | 40.2 | 2,094 | 8,176 | 9,891 | 6,294 | 5,103 | 8,642 | 8,843 | 13,197 | 7,495 | 6,844 | 2,702 | 1,119 | 2.80 |
| **TOTAL METRO COUNTIES** | **347.9** | **16,802** | **69,750** | **74,670** | **50,672** | **47,684** | **88,322** | **93,000** | **107,540** | **60,956** | **53,610** | **21,805** | **10,989** | **2.66** |
| **TOTAL STATE** | **380.8** | **18,377** | **76,473** | **82,474** | **55,743** | **52,013** | **95,720** | **101,504** | **118,094** | **66,902** | **58,665** | **23,775** | **11,860** | **2.66** |
| **SOUTH CAROLINA** | | | | | | | | | | | | | | |
| **ANDERSON** | **56.3** | **2,469** | **10,504** | **12,107** | **9,482** | **8,329** | **13,409** | **12,995** | **18,720** | **10,857** | **8,891** | **3,248** | **1,589** | **2.62** |
| Anderson | 56.3 | 2,469 | 10,504 | 12,107 | 9,482 | 8,329 | 13,409 | 12,995 | 18,720 | 10,857 | 8,891 | 3,248 | 1,589 | 2.62 |
| **CHARLESTON** | **183.8** | **13,227** | **48,023** | **43,901** | **27,726** | **21,542** | **29,381** | **39,773** | **55,752** | **35,809** | **30,816** | **13,520** | **8,130** | **2.85** |
| Berkeley | 44.4 | 3,166 | 12,774 | 11,567 | 7,003 | 4,791 | 5,099 | 7,105 | 11,904 | 9,482 | 9,194 | 4,323 | 2,392 | 3.04 |
| Charleston | 109.3 | 8,063 | 27,267 | 24,525 | 15,826 | 13,482 | 20,137 | 27,444 | 35,088 | 19,805 | 15,623 | 6,855 | 4,485 | 2.75 |
| Dorchester | 30.1 | 1,998 | 7,982 | 7,809 | 4,897 | 3,269 | 4,145 | 5,224 | 8,760 | 6,522 | 5,999 | 2,342 | 1,253 | 2.95 |
| **CHARLOTTE - GASTONIA - ROCK HILL** | **455.6** | **25,424** | **105,317** | **107,438** | **74,064** | **59,318** | **84,039** | **107,110** | **150,370** | **87,447** | **71,709** | **25,747** | **13,217** | **2.63** |
| York | 48.7 | 2,784 | 10,199 | 11,313 | 8,447 | 6,688 | 9,269 | 9,714 | 15,859 | 9,855 | 8,197 | 3,213 | 1,862 | 2.79 |
| *Cabarrus, N. C.* | *38.3* | *1,850* | *7,527* | *8,453* | *6,453* | *5,421* | *8,596* | *8,356* | *12,972* | *7,626* | *6,281* | *2,116* | *949* | *2.64* |
| *Gaston, N. C.* | *66.0* | *3,535* | *13,356* | *14,894* | *10,753* | *9,596* | *13,866* | *13,970* | *21,450* | *13,909* | *10,889* | *3,804* | *1,978* | *2.68* |
| *Lincoln, N. C.* | *19.5* | *1,029* | *4,028* | *4,424* | *3,399* | *2,706* | *3,914* | *3,789* | *6,624* | *4,152* | *3,347* | *1,057* | *531* | *2.67* |
| *Mecklenburg, N. C.* | *209.4* | *12,866* | *55,345* | *52,028* | *32,629* | *24,535* | *31,997* | *55,368* | *69,237* | *37,468* | *30,536* | *11,141* | *5,650* | *2.55* |
| *Rowan, N. C.* | *43.3* | *1,976* | *8,324* | *9,012* | *6,778* | *6,313* | *10,897* | *10,608* | *14,728* | *8,021* | *6,641* | *2,265* | *1,037* | *2.60* |
| *Union, N. C.* | *30.4* | *1,384* | *6,538* | *7,314* | *5,605* | *4,059* | *5,500* | *5,305* | *9,500* | *6,416* | *5,818* | *2,151* | *1,210* | *2.88* |
| **COLUMBIA** | **166.6** | **10,431** | **40,306** | **41,966** | **26,427** | **20,389** | **27,081** | **39,930** | **52,886** | **31,695** | **26,444** | **10,284** | **5,361** | **2.77** |
| Lexington | 63.7 | 3,166 | 14,527 | 16,623 | 11,578 | 8,142 | 9,664 | 12,238 | 20,765 | 13,349 | 11,689 | 3,995 | 1,664 | 2.72 |
| Richland | 102.9 | 7,265 | 25,779 | 25,343 | 14,849 | 12,247 | 17,417 | 27,692 | 32,121 | 18,346 | 14,755 | 6,289 | 3,697 | 2.81 |
| **FLORENCE** | **40.7** | **1,945** | **7,824** | **9,885** | **6,899** | **5,729** | **8,418** | **9,035** | **12,018** | **7,829** | **6,714** | **3,002** | **2,102** | **2.85** |
| Florence | 40.7 | 1,945 | 7,824 | 9,885 | 6,899 | 5,729 | 8,418 | 9,035 | 12,018 | 7,829 | 6,714 | 3,002 | 2,102 | 2.85 |
| **GREENVILLE - SPARTANBURG** | **246.9** | **14,107** | **50,404** | **55,522** | **41,059** | **33,638** | **52,170** | **59,012** | **80,919** | **47,471** | **38,575** | **13,897** | **7,026** | **2.65** |
| Greenville | 125.9 | 6,623 | 26,985 | 28,509 | 20,921 | 16,905 | 25,957 | 31,635 | 41,077 | 23,469 | 19,258 | 7,025 | 3,436 | 2.60 |
| Pickens | 34.7 | 3,096 | 6,880 | 7,463 | 5,512 | 4,646 | 7,103 | 7,609 | 11,632 | 7,090 | 5,690 | 1,876 | 803 | 2.79 |
| Spartanburg | 86.3 | 4,388 | 16,539 | 19,550 | 14,626 | 12,087 | 19,110 | 19,768 | 28,210 | 16,912 | 13,627 | 4,996 | 2,787 | 2.68 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Abbeville | 8.9 | 383 | 1,505 | 1,848 | 1,407 | 1,374 | 2,383 | 2,135 | 2,796 | 1,606 | 1,456 | 541 | 366 | 2.70 |
| ☐ Aiken | 46.0 | 2,296 | 9,884 | 10,406 | 7,375 | 6,637 | 9,402 | 10,550 | 14,693 | 8,527 | 7,475 | 3,082 | 1,673 | 2.69 |
| Allendale | 3.8 | 140 | 695 | 961 | 648 | 574 | 782 | 1,004 | 999 | 659 | 567 | 285 | 286 | 3.18 |
| Anderson | 56.3 | 2,469 | 10,504 | 12,107 | 9,482 | 8,329 | 13,409 | 12,995 | 18,720 | 10,857 | 8,891 | 3,248 | 1,589 | 2.62 |
| Bamberg | 5.6 | 216 | 974 | 1,260 | 846 | 816 | 1,488 | 1,385 | 1,520 | 966 | 848 | 472 | 409 | 2.96 |
| Barnwell | 7.1 | 313 | 1,445 | 1,656 | 1,075 | 977 | 1,634 | 1,612 | 2,047 | 1,269 | 1,169 | 568 | 435 | 2.87 |
| Beaufort | 32.1 | 2,108 | 7,864 | 6,592 | 4,093 | 4,268 | 7,175 | 6,689 | 12,122 | 5,700 | 4,552 | 2,000 | 1,037 | 2.80 |
| Berkeley | 44.4 | 3,166 | 12,774 | 11,567 | 7,003 | 4,791 | 5,099 | 7,105 | 11,904 | 9,482 | 9,194 | 4,323 | 2,392 | 3.04 |
| Calhoun | 4.5 | 113 | 724 | 1,062 | 763 | 639 | 1,199 | 1,024 | 1,306 | 783 | 773 | 336 | 278 | 2.84 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | Average Household Size |
| **SOUTH CAROLINA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Charleston | 109.3 | 8,063 | 27,267 | 24,525 | 15,826 | 13,482 | 20,137 | 27,444 | 35,088 | 19,805 | 15,623 | 6,855 | 4,485 | 2.75 |
| Cherokee | 16.8 | 789 | 3,079 | 3,643 | 2,845 | 2,455 | 3,989 | 3,904 | 5,027 | 3,327 | 2,878 | 1,058 | 606 | 2.70 |
| Chester | 11.6 | 434 | 2,012 | 2,538 | 1,879 | 1,724 | 3,013 | 2,653 | 3,350 | 2,187 | 1,847 | 863 | 700 | 2.81 |
| Chesterfield | 14.2 | 640 | 2,553 | 3,166 | 2,337 | 2,150 | 3,354 | 3,286 | 4,184 | 2,807 | 2,328 | 950 | 645 | 2.74 |
| Clarendon | 9.7 | 303 | 1,527 | 2,109 | 1,642 | 1,493 | 2,626 | 2,031 | 2,718 | 1,755 | 1,596 | 817 | 783 | 2.98 |
| Colleton | 12.3 | 434 | 2,153 | 2,704 | 2,033 | 1,877 | 3,099 | 2,684 | 3,628 | 2,278 | 1,930 | 988 | 792 | 2.85 |
| Darlington | 22.2 | 925 | 3,904 | 5,418 | 3,731 | 3,190 | 5,032 | 4,985 | 6,532 | 4,295 | 3,661 | 1,628 | 1,099 | 2.80 |
| Dillon | 10.0 | 417 | 1,802 | 2,239 | 1,636 | 1,452 | 2,454 | 2,328 | 2,575 | 1,886 | 1,662 | 778 | 771 | 2.93 |
| Dorchester | 30.1 | 1,998 | 7,982 | 7,809 | 4,897 | 3,269 | 4,145 | 5,224 | 8,760 | 6,522 | 5,999 | 2,342 | 1,253 | 2.95 |
| Edgefield | 6.6 | 231 | 1,310 | 1,522 | 1,073 | 914 | 1,550 | 1,469 | 1,897 | 1,241 | 1,073 | 516 | 404 | 2.85 |
| Fairfield | 7.6 | 271 | 1,299 | 1,733 | 1,166 | 1,131 | 2,000 | 1,691 | 2,087 | 1,340 | 1,245 | 646 | 591 | 2.97 |
| Florence | 40.7 | 1,945 | 7,824 | 9,885 | 6,899 | 5,729 | 8,418 | 9,035 | 12,018 | 7,829 | 6,714 | 3,002 | 2,102 | 2.85 |
| Georgetown | 16.9 | 585 | 3,067 | 3,845 | 2,612 | 2,522 | 4,269 | 3,543 | 5,352 | 2,935 | 2,673 | 1,283 | 1,114 | 2.83 |
| Greenville | 125.9 | 6,623 | 26,985 | 28,509 | 20,921 | 16,905 | 25,957 | 31,635 | 41,077 | 23,469 | 19,258 | 7,025 | 3,436 | 2.60 |
| Greenwood | 23.0 | 1,254 | 4,373 | 4,846 | 3,627 | 3,298 | 5,602 | 5,916 | 7,333 | 4,294 | 3,409 | 1,345 | 703 | 2.61 |
| Hampton | 6.3 | 271 | 1,135 | 1,427 | 987 | 879 | 1,601 | 1,457 | 1,770 | 1,062 | 1,042 | 530 | 439 | 2.90 |
| Horry | 58.7 | 3,431 | 12,541 | 12,345 | 8,906 | 8,964 | 12,513 | 13,321 | 22,168 | 10,423 | 8,116 | 2,973 | 1,699 | 2.57 |
| Jasper | 5.4 | 227 | 1,031 | 1,168 | 867 | 786 | 1,321 | 1,194 | 1,477 | 1,038 | 891 | 446 | 354 | 2.93 |
| Kershaw | 16.3 | 585 | 2,961 | 3,811 | 2,855 | 2,482 | 3,606 | 3,382 | 5,211 | 3,107 | 2,818 | 1,134 | 648 | 2.77 |
| Lancaster | 20.0 | 929 | 3,746 | 4,474 | 3,451 | 2,897 | 4,503 | 4,101 | 6,263 | 4,058 | 3,472 | 1,325 | 781 | 2.76 |
| Laurens | 21.0 | 1,002 | 3,635 | 4,530 | 3,595 | 3,187 | 5,051 | 4,769 | 6,542 | 4,044 | 3,439 | 1,331 | 875 | 2.81 |
| Lee | 6.0 | 187 | 1,119 | 1,423 | 881 | 891 | 1,499 | 1,287 | 1,530 | 1,164 | 1,002 | 504 | 513 | 3.07 |
| Lexington | 63.7 | 3,166 | 14,527 | 16,623 | 11,578 | 8,142 | 9,664 | 12,238 | 20,765 | 13,349 | 11,689 | 3,995 | 1,664 | 2.72 |
| McCormick | 2.7 | 81 | 432 | 581 | 437 | 417 | 752 | 624 | 818 | 507 | 405 | 201 | 145 | 3.26 |
| Marion | 11.9 | 432 | 2,039 | 2,744 | 1,962 | 1,757 | 2,966 | 2,739 | 3,242 | 2,230 | 1,912 | 943 | 834 | 2.87 |
| Marlboro | 10.1 | 434 | 1,735 | 2,213 | 1,633 | 1,523 | 2,562 | 2,465 | 2,684 | 1,935 | 1,575 | 761 | 680 | 2.97 |
| Newberry | 12.6 | 486 | 2,151 | 2,659 | 1,960 | 1,799 | 3,545 | 3,190 | 3,877 | 2,257 | 1,952 | 805 | 519 | 2.67 |
| Oconee | 23.3 | 1,110 | 4,282 | 4,801 | 3,986 | 3,657 | 5,464 | 5,223 | 8,309 | 4,324 | 3,558 | 1,340 | 546 | 2.56 |
| Orangeburg | 29.6 | 1,210 | 5,394 | 6,700 | 4,798 | 4,315 | 7,183 | 6,835 | 8,600 | 5,352 | 4,645 | 2,251 | 1,917 | 2.92 |
| Pickens | 34.7 | 3,096 | 6,880 | 7,463 | 5,512 | 4,646 | 7,103 | 7,609 | 11,632 | 7,090 | 5,690 | 1,876 | 803 | 2.79 |
| Richland | 102.9 | 7,265 | 25,779 | 25,343 | 14,849 | 12,247 | 17,417 | 27,692 | 32,121 | 18,346 | 14,755 | 6,289 | 3,697 | 2.81 |
| Saluda | 5.8 | 195 | 1,042 | 1,194 | 955 | 888 | 1,526 | 1,247 | 1,840 | 1,068 | 948 | 412 | 285 | 2.81 |
| Spartanburg | 86.3 | 4,388 | 16,539 | 19,550 | 14,626 | 12,087 | 19,110 | 19,768 | 28,210 | 16,912 | 13,627 | 4,996 | 2,787 | 2.68 |
| Sumter | 33.4 | 1,884 | 7,930 | 7,568 | 5,139 | 4,416 | 6,463 | 6,465 | 9,530 | 6,607 | 6,006 | 2,808 | 1,984 | 3.13 |
| Union | 11.5 | 425 | 1,943 | 2,376 | 1,875 | 1,808 | 3,073 | 2,767 | 3,488 | 2,341 | 1,784 | 693 | 427 | 2.64 |
| Williamsburg | 12.1 | 394 | 2,058 | 2,788 | 1,904 | 1,810 | 3,146 | 2,597 | 3,108 | 2,133 | 2,043 | 1,123 | 1,096 | 3.04 |
| York | 48.7 | 2,784 | 10,199 | 11,313 | 8,447 | 6,688 | 9,269 | 9,714 | 15,859 | 9,855 | 8,197 | 3,213 | 1,862 | 2.79 |
| **TOTAL METRO COUNTIES** | **789.0** | **47,259** | **177,144** | **185,100** | **127,415** | **102,952** | **149,130** | **181,009** | **250,847** | **152,043** | **127,112** | **50,246** | **27,743** | **2.74** |
| **TOTAL STATE** | **1,288.6** | **70,098** | **272,404** | **295,044** | **207,019** | **176,282** | **267,353** | **293,011** | **406,777** | **245,021** | **206,387** | **84,900** | **52,504** | **2.77** |
| **SOUTH DAKOTA** | | | | | | | | | | | | | | |
| **RAPID CITY** | **31.8** | **2,691** | **8,166** | **7,234** | **4,301** | **3,744** | **5,664** | **7,577** | **10,493** | **5,557** | **4,979** | **2,089** | **1,105** | **2.65** |
| Pennington | 31.8 | 2,691 | 8,166 | 7,234 | 4,301 | 3,744 | 5,664 | 7,577 | 10,493 | 5,557 | 4,979 | 2,089 | 1,105 | 2.65 |
| **SIOUX FALLS** | **48.9** | **3,542** | **12,417** | **11,068** | **6,546** | **5,656** | **9,671** | **13,448** | **15,890** | **7,664** | **7,421** | **3,168** | **1,309** | **2.59** |
| Minnehaha | 48.9 | 3,542 | 12,417 | 11,068 | 6,546 | 5,656 | 9,671 | 13,448 | 15,890 | 7,664 | 7,421 | 3,168 | 1,309 | 2.59 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Aurora | 1.1 | 31 | 162 | 185 | 147 | 188 | 387 | 308 | 374 | 149 | 125 | 103 | 41 | 2.82 |
| Beadle | 7.3 | 352 | 1,384 | 1,389 | 935 | 1,007 | 2,233 | 2,175 | 2,517 | 953 | 1,003 | 448 | 204 | 2.49 |
| Bennett | 1.0 | 42 | 201 | 203 | 153 | 166 | 235 | 244 | 296 | 123 | 127 | 88 | 122 | 3.30 |
| Bon Homme | 2.6 | 85 | 404 | 435 | 295 | 374 | 1,007 | 749 | 949 | 319 | 327 | 162 | 94 | 2.65 |
| Brookings | 9.0 | 1,327 | 1,972 | 1,747 | 1,043 | 904 | 2,007 | 2,498 | 3,057 | 1,314 | 1,284 | 591 | 256 | 2.82 |
| Brown | 13.9 | 1,072 | 2,860 | 2,885 | 1,827 | 1,754 | 3,502 | 4,007 | 4,572 | 2,125 | 1,979 | 860 | 357 | 2.57 |
| Brule | 2.0 | 76 | 378 | 381 | 265 | 279 | 621 | 611 | 623 | 256 | 234 | 152 | 124 | 2.75 |
| Buffalo | .5 | 25 | 111 | 113 | 86 | 60 | 105 | 62 | 116 | 80 | 77 | 60 | 105 | 3.60 |
| Butte | 3.0 | 145 | 580 | 635 | 397 | 401 | 842 | 817 | 978 | 433 | 424 | 234 | 114 | 2.63 |
| Campbell | .8 | 23 | 122 | 118 | 120 | 134 | 283 | 212 | 293 | 108 | 111 | 53 | 23 | 2.50 |
| Charles Mix | 3.2 | 102 | 530 | 569 | 451 | 500 | 1,048 | 895 | 979 | 396 | 384 | 288 | 258 | 2.84 |
| Clark | 1.7 | 38 | 243 | 299 | 205 | 277 | 638 | 463 | 628 | 200 | 183 | 132 | 94 | 2.59 |
| Clay | 4.4 | 800 | 931 | 864 | 485 | 466 | 854 | 1,305 | 1,523 | 653 | 549 | 241 | 129 | 3.02 |
| Codington | 8.9 | 683 | 1,802 | 1,807 | 1,151 | 1,064 | 2,393 | 2,541 | 2,791 | 1,257 | 1,313 | 664 | 334 | 2.58 |
| Corson | 1.3 | 56 | 232 | 232 | 227 | 222 | 331 | 281 | 348 | 186 | 183 | 127 | 175 | 3.08 |
| Custer | 2.4 | 69 | 399 | 578 | 380 | 378 | 596 | 619 | 868 | 358 | 317 | 184 | 54 | 2.58 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/91 Total Households (Thousands) | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | Average Household Size |
| **SOUTH DAKOTA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Davison | 6.9 | 513 | 1,359 | 1,345 | 801 | 832 | 2,050 | 2,215 | 2,160 | 894 | 923 | 476 | 232 | 2.52 |
| Day | 2.7 | 93 | 402 | 444 | 331 | 407 | 1,023 | 787 | 949 | 326 | 319 | 196 | 123 | 2.52 |
| Deuel | 1.8 | 43 | 289 | 288 | 268 | 287 | 625 | 495 | 651 | 255 | 209 | 120 | 70 | 2.50 |
| Dewey | 1.7 | 71 | 430 | 339 | 268 | 251 | 341 | 371 | 405 | 257 | 255 | 177 | 235 | 3.24 |
| Douglas | 1.3 | 36 | 197 | 225 | 181 | 206 | 455 | 340 | 439 | 152 | 159 | 119 | 91 | 2.85 |
| Edmunds | 1.6 | 38 | 235 | 248 | 226 | 257 | 596 | 424 | 590 | 219 | 189 | 100 | 78 | 2.69 |
| Fall River | 2.8 | 76 | 380 | 600 | 408 | 414 | 922 | 900 | 969 | 357 | 334 | 172 | 68 | 2.61 |
| Faulk | 1.0 | 17 | 142 | 153 | 146 | 180 | 362 | 284 | 369 | 97 | 117 | 75 | 58 | 2.70 |
| Grant | 3.1 | 119 | 581 | 629 | 387 | 409 | 975 | 829 | 1,021 | 414 | 432 | 272 | 132 | 2.68 |
| Gregory | 2.1 | 54 | 310 | 355 | 252 | 300 | 829 | 688 | 683 | 216 | 241 | 173 | 99 | 2.52 |
| Haakon | .9 | 39 | 176 | 214 | 110 | 105 | 256 | 259 | 231 | 119 | 130 | 100 | 61 | 2.78 |
| Hamlin | 1.9 | 63 | 274 | 328 | 241 | 261 | 733 | 533 | 657 | 230 | 221 | 147 | 112 | 2.63 |
| Hand | 1.6 | 46 | 239 | 262 | 215 | 267 | 571 | 424 | 562 | 222 | 198 | 128 | 66 | 2.63 |
| Hanson | 1.1 | 38 | 179 | 197 | 152 | 190 | 344 | 269 | 364 | 137 | 143 | 107 | 80 | 2.73 |
| Harding | .6 | 20 | 126 | 140 | 71 | 79 | 164 | 175 | 171 | 83 | 93 | 53 | 25 | 2.67 |
| Hughes | 5.9 | 286 | 1,318 | 1,476 | 873 | 754 | 1,193 | 1,735 | 1,758 | 881 | 968 | 378 | 180 | 2.56 |
| Hutchinson | 3.2 | 73 | 435 | 494 | 391 | 504 | 1,303 | 925 | 1,156 | 403 | 361 | 229 | 126 | 2.53 |
| Hyde | .7 | 21 | 98 | 118 | 70 | 118 | 275 | 241 | 211 | 99 | 82 | 42 | 25 | 2.43 |
| Jackson | .9 | 25 | 157 | 188 | 152 | 143 | 235 | 209 | 258 | 129 | 111 | 84 | 109 | 3.11 |
| Jerauld | 1.0 | 25 | 138 | 174 | 128 | 136 | 399 | 340 | 326 | 118 | 111 | 78 | 27 | 2.40 |
| Jones | .5 | 20 | 73 | 108 | 65 | 86 | 148 | 127 | 184 | 64 | 64 | 39 | 22 | 2.60 |
| Kingsbury | 2.3 | 64 | 331 | 407 | 278 | 348 | 872 | 684 | 819 | 268 | 287 | 162 | 80 | 2.57 |
| Lake | 4.0 | 220 | 748 | 762 | 470 | 521 | 1,279 | 1,151 | 1,366 | 502 | 546 | 295 | 140 | 2.63 |
| Lawrence | 8.1 | 566 | 1,633 | 1,828 | 1,029 | 996 | 2,048 | 2,310 | 2,682 | 1,193 | 1,132 | 539 | 244 | 2.59 |
| Lincoln | 5.6 | 181 | 1,196 | 1,350 | 808 | 643 | 1,422 | 1,173 | 1,769 | 885 | 1,038 | 527 | 208 | 2.80 |
| Lyman | 1.3 | 48 | 249 | 256 | 192 | 193 | 362 | 329 | 389 | 174 | 187 | 110 | 111 | 2.77 |
| McCook | 2.1 | 66 | 311 | 371 | 267 | 319 | 766 | 568 | 720 | 293 | 241 | 170 | 108 | 2.67 |
| McPherson | 1.3 | 21 | 138 | 184 | 174 | 226 | 557 | 349 | 556 | 152 | 130 | 64 | 49 | 2.46 |
| Marshall | 1.9 | 58 | 282 | 319 | 255 | 279 | 707 | 546 | 681 | 235 | 218 | 125 | 95 | 2.53 |
| Meade | 7.3 | 279 | 1,820 | 1,930 | 1,008 | 869 | 1,394 | 1,358 | 2,169 | 1,222 | 1,504 | 723 | 324 | 3.07 |
| Mellette | .7 | 33 | 119 | 153 | 100 | 117 | 178 | 162 | 198 | 96 | 102 | 58 | 84 | 3.00 |
| Miner | 1.3 | 49 | 192 | 202 | 133 | 192 | 532 | 379 | 464 | 142 | 165 | 89 | 61 | 2.54 |
| Minnehaha | 48.9 | 3,542 | 12,417 | 11,068 | 6,546 | 5,656 | 9,671 | 13,448 | 15,890 | 7,664 | 7,421 | 3,168 | 1,309 | 2.59 |
| Moody | 2.4 | 113 | 424 | 484 | 322 | 297 | 760 | 592 | 805 | 327 | 349 | 201 | 126 | 2.71 |
| Pennington | 31.8 | 2,691 | 8,166 | 7,234 | 4,301 | 3,744 | 5,664 | 7,577 | 10,493 | 5,557 | 4,979 | 2,089 | 1,105 | 2.65 |
| Perkins | 1.6 | 42 | 261 | 299 | 198 | 234 | 566 | 490 | 546 | 209 | 211 | 97 | 47 | 2.44 |
| Potter | 1.3 | 39 | 190 | 238 | 177 | 201 | 455 | 427 | 415 | 166 | 141 | 109 | 42 | 2.46 |
| Roberts | 3.6 | 119 | 539 | 657 | 533 | 565 | 1,187 | 982 | 1,122 | 492 | 478 | 301 | 225 | 2.75 |
| Sanborn | 1.0 | 25 | 176 | 192 | 114 | 164 | 329 | 257 | 334 | 142 | 133 | 92 | 42 | 2.70 |
| Shannon | 2.2 | 103 | 455 | 546 | 415 | 330 | 351 | 272 | 308 | 286 | 354 | 296 | 684 | 4.55 |
| Spink | 3.0 | 115 | 522 | 567 | 373 | 451 | 972 | 895 | 978 | 376 | 415 | 211 | 125 | 2.63 |
| Stanley | .9 | 42 | 189 | 198 | 153 | 134 | 184 | 220 | 283 | 146 | 142 | 67 | 42 | 2.78 |
| Sully | .6 | 25 | 107 | 114 | 101 | 90 | 163 | 145 | 215 | 103 | 72 | 43 | 22 | 2.67 |
| Todd | 2.3 | 157 | 544 | 572 | 359 | 319 | 349 | 390 | 428 | 352 | 367 | 296 | 467 | 3.74 |
| Tripp | 2.6 | 94 | 488 | 475 | 367 | 370 | 806 | 681 | 882 | 351 | 331 | 194 | 161 | 2.65 |
| Turner | 3.3 | 91 | 488 | 609 | 400 | 498 | 1,214 | 893 | 1,210 | 387 | 438 | 267 | 105 | 2.55 |
| Union | 4.0 | 165 | 702 | 896 | 524 | 537 | 1,176 | 1,088 | 1,309 | 545 | 600 | 315 | 143 | 2.58 |
| Walworth | 2.4 | 87 | 368 | 410 | 354 | 384 | 797 | 668 | 938 | 296 | 266 | 140 | 92 | 2.50 |
| Yankton | 7.1 | 415 | 1,547 | 1,465 | 960 | 909 | 1,804 | 2,044 | 2,290 | 1,001 | 1,048 | 490 | 227 | 2.76 |
| Ziebach | .6 | 26 | 142 | 124 | 92 | 96 | 120 | 126 | 111 | 89 | 106 | 62 | 106 | 3.67 |
| **TOTAL METRO COUNTIES** | **80.7** | **6,233** | **20,583** | **18,302** | **10,847** | **9,400** | **15,335** | **21,025** | **26,383** | **13,221** | **12,400** | **5,257** | **2,414** | **2.61** |
| **TOTAL STATE** | **261.9** | **16,118** | **54,593** | **54,675** | **34,906** | **34,042** | **67,566** | **70,561** | **85,396** | **38,233** | **37,681** | **18,952** | **11,077** | **2.68** |
| **TENNESSEE** | | | | | | | | | | | | | | |
| **CHATTANOOGA** | **168.4** | **8,141** | **32,223** | **37,841** | **27,929** | **24,566** | **37,700** | **40,980** | **55,114** | **32,358** | **26,144** | **9,435** | **4,369** | **2.60** |
| Hamilton | 113.0 | 5,490 | 21,792 | 25,668 | 18,090 | 16,344 | 25,616 | 29,846 | 36,973 | 20,767 | 16,524 | 5,991 | 2,899 | 2.55 |
| Marion | 9.3 | 409 | 1,714 | 2,012 | 1,638 | 1,417 | 2,110 | 1,925 | 2,893 | 1,976 | 1,710 | 541 | 255 | 2.70 |
| Sequatchie | 3.3 | 170 | 618 | 737 | 575 | 469 | 731 | 670 | 1,053 | 729 | 542 | 219 | 87 | 2.73 |
| *Catoosa, Ga.* | *16.1* | *787* | *3,149* | *3,740* | *2,958* | *2,357* | *3,109* | *3,160* | *5,273* | *3,401* | *2,886* | *963* | *417* | *2.71* |
| *Dade, Ga.* | *4.7* | *241* | *922* | *1,059* | *858* | *658* | *962* | *880* | *1,569* | *1,000* | *818* | *307* | *126* | *2.83* |
| *Walker, Ga.* | *22.0* | *1,044* | *4,028* | *4,625* | *3,810* | *3,321* | *5,172* | *4,499* | *7,353* | *4,485* | *3,664* | *1,414* | *585* | *2.68* |
| **CLARKSVILLE - HOPKINSVILLE** | **57.0** | **5,494** | **14,835** | **12,280** | **7,843** | **6,944** | **9,604** | **11,054** | **18,011** | **12,256** | **9,960** | **3,895** | **1,824** | **3.02** |
| Montgomery | 35.7 | 3,533 | 9,463 | 8,122 | 4,974 | 4,330 | 5,278 | 6,576 | 11,520 | 7,801 | 6,474 | 2,328 | 1,001 | 2.92 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average Household Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **TENNESSEE (continued)** | | | | | | | | | | | | | | |
| **CLARKSVILLE - HOPKINSVILLE (continued)** | | | | | | | | | | | | | | |
| *Christian, Ky.* | 21.3 | 1,961 | 5,372 | 4,158 | 2,869 | 2,614 | 4,326 | 4,478 | 6,491 | 4,455 | 3,486 | 1,567 | 823 | 3.20 |
| **JACKSON** | **29.9** | **1,627** | **6,240** | **6,711** | **4,372** | **3,900** | **7,050** | **7,600** | **9,566** | **5,635** | **4,495** | **1,757** | **847** | **2.63** |
| Madison | 29.9 | 1,627 | 6,240 | 6,711 | 4,372 | 3,900 | 7,050 | 7,600 | 9,566 | 5,635 | 4,495 | 1,757 | 847 | 2.63 |
| **JOHNSON CITY - KINGSPORT - BRISTOL** | **171.6** | **7,931** | **30,194** | **35,831** | **29,591** | **25,735** | **42,318** | **40,895** | **59,230** | **34,659** | **25,318** | **8,176** | **3,322** | **2.55** |
| Carter | 20.3 | 1,003 | 3,494 | 4,073 | 3,435 | 3,033 | 5,262 | 4,892 | 6,961 | 4,099 | 3,041 | 924 | 383 | 2.54 |
| Hawkins | 17.4 | 766 | 3,266 | 3,724 | 3,151 | 2,477 | 4,016 | 3,757 | 5,819 | 3,765 | 2,778 | 916 | 365 | 2.59 |
| Sullivan | 57.3 | 2,302 | 9,777 | 12,104 | 10,472 | 8,919 | 13,726 | 13,422 | 20,147 | 11,570 | 8,308 | 2,772 | 1,081 | 2.53 |
| Unicoi | 6.6 | 216 | 1,040 | 1,292 | 1,063 | 1,070 | 1,919 | 1,588 | 2,312 | 1,341 | 961 | 301 | 97 | 2.50 |
| Washington | 36.2 | 2,388 | 7,099 | 7,773 | 5,716 | 4,937 | 8,287 | 9,262 | 12,444 | 6,992 | 5,128 | 1,636 | 738 | 2.57 |
| *Bristol city, Va.* | 7.4 | 305 | 1,204 | 1,314 | 1,073 | 1,181 | 2,323 | 2,310 | 2,376 | 1,371 | 912 | 305 | 126 | 2.45 |
| *Scott, Va.* | 8.8 | 290 | 1,349 | 1,668 | 1,554 | 1,390 | 2,549 | 1,879 | 3,071 | 1,820 | 1,384 | 453 | 193 | 2.60 |
| *Washington, Va.* | 17.6 | 661 | 2,965 | 3,883 | 3,127 | 2,728 | 4,236 | 3,785 | 6,100 | 3,701 | 2,806 | 869 | 339 | 2.62 |
| **KNOXVILLE** | **242.4** | **14,117** | **48,019** | **53,339** | **39,391** | **33,271** | **54,263** | **61,691** | **82,703** | **45,909** | **35,391** | **11,768** | **4,938** | **2.54** |
| Anderson | 27.9 | 1,162 | 4,930 | 5,893 | 4,618 | 4,047 | 7,250 | 7,166 | 9,640 | 5,051 | 4,030 | 1,408 | 605 | 2.48 |
| Blount | 34.4 | 1,545 | 6,247 | 7,699 | 5,897 | 4,671 | 8,341 | 7,709 | 12,236 | 6,885 | 5,329 | 1,641 | 600 | 2.56 |
| Grainger | 6.5 | 319 | 1,175 | 1,336 | 1,183 | 1,014 | 1,473 | 1,286 | 2,190 | 1,414 | 1,101 | 350 | 159 | 2.65 |
| Jefferson | 12.6 | 646 | 2,135 | 2,528 | 2,356 | 1,991 | 2,944 | 2,682 | 4,517 | 2,656 | 1,850 | 647 | 248 | 2.65 |
| Knox | 135.6 | 9,203 | 28,616 | 30,227 | 20,755 | 17,841 | 28,958 | 37,845 | 45,201 | 24,537 | 18,971 | 6,299 | 2,747 | 2.51 |
| Sevier | 20.3 | 956 | 3,836 | 4,580 | 3,662 | 3,000 | 4,266 | 4,087 | 7,305 | 4,179 | 3,222 | 1,074 | 433 | 2.61 |
| Union | 5.1 | 286 | 1,080 | 1,076 | 920 | 707 | 1,031 | 916 | 1,614 | 1,187 | 888 | 349 | 146 | 2.75 |
| **MEMPHIS** | **365.1** | **19,617** | **83,426** | **89,215** | **57,859** | **46,446** | **68,537** | **90,785** | **107,570** | **67,962** | **57,115** | **24,705** | **16,963** | **2.75** |
| Shelby | 308.5 | 16,977 | 71,110 | 75,870 | 47,534 | 38,872 | 58,137 | 80,595 | 90,924 | 56,122 | 46,538 | 20,255 | 14,066 | 2.72 |
| Tipton | 13.6 | 655 | 2,944 | 3,131 | 2,249 | 1,796 | 2,825 | 2,563 | 4,001 | 2,716 | 2,587 | 1,088 | 645 | 2.88 |
| *Crittenden, Ark.* | 17.4 | 912 | 3,689 | 3,944 | 2,865 | 2,349 | 3,641 | 3,769 | 4,866 | 3,395 | 2,855 | 1,290 | 1,225 | 2.91 |
| *De Soto, Miss.* | 25.6 | 1,073 | 5,683 | 6,270 | 5,211 | 3,429 | 3,934 | 3,858 | 7,779 | 5,729 | 5,135 | 2,072 | 1,027 | 2.91 |
| **NASHVILLE** | **388.6** | **22,665** | **92,289** | **93,792** | **62,460** | **47,697** | **69,697** | **96,978** | **125,750** | **73,813** | **59,461** | **22,487** | **10,111** | **2.62** |
| Cheatham | 10.0 | 420 | 2,347 | 2,626 | 1,793 | 1,302 | 1,512 | 1,632 | 3,172 | 2,210 | 1,914 | 731 | 341 | 2.86 |
| Davidson | 211.4 | 13,723 | 53,728 | 47,938 | 30,499 | 25,706 | 39,806 | 65,039 | 69,830 | 36,181 | 25,612 | 9,792 | 4,946 | 2.45 |
| Dickson | 13.6 | 738 | 2,813 | 2,912 | 2,259 | 1,847 | 3,031 | 2,817 | 4,505 | 2,833 | 2,149 | 872 | 424 | 2.68 |
| Robertson | 15.4 | 618 | 3,231 | 3,579 | 2,528 | 2,133 | 3,311 | 2,780 | 4,975 | 3,186 | 2,793 | 1,134 | 532 | 2.80 |
| Rutherford | 44.5 | 3,795 | 11,428 | 10,950 | 6,938 | 4,801 | 6,588 | 9,195 | 13,788 | 9,314 | 8,029 | 2,994 | 1,180 | 2.81 |
| Sumner | 38.6 | 1,679 | 7,900 | 9,858 | 7,421 | 4,980 | 6,762 | 6,815 | 12,219 | 8,275 | 7,482 | 2,671 | 1,138 | 2.80 |
| Williamson | 29.8 | 811 | 5,722 | 9,191 | 6,088 | 3,714 | 4,274 | 4,510 | 9,206 | 6,278 | 6,485 | 2,424 | 897 | 2.89 |
| Wilson | 25.3 | 881 | 5,120 | 6,738 | 4,934 | 3,214 | 4,413 | 4,190 | 8,055 | 5,536 | 4,997 | 1,869 | 653 | 2.82 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Anderson | 27.9 | 1,162 | 4,930 | 5,893 | 4,618 | 4,047 | 7,250 | 7,166 | 9,640 | 5,051 | 4,030 | 1,408 | 605 | 2.48 |
| Bedford | 11.9 | 638 | 2,208 | 2,397 | 1,863 | 1,751 | 3,043 | 2,646 | 4,095 | 2,239 | 1,902 | 693 | 325 | 2.61 |
| Benton | 5.8 | 268 | 870 | 1,106 | 924 | 921 | 1,711 | 1,379 | 2,139 | 1,103 | 779 | 292 | 108 | 2.50 |
| Bledsoe | 3.4 | 145 | 610 | 712 | 592 | 512 | 829 | 737 | 1,114 | 667 | 607 | 186 | 89 | 2.88 |
| Blount | 34.4 | 1,545 | 6,247 | 7,699 | 5,897 | 4,671 | 8,341 | 7,709 | 12,236 | 6,885 | 5,329 | 1,641 | 600 | 2.56 |
| Bradley | 28.3 | 1,733 | 5,816 | 6,345 | 5,017 | 3,986 | 5,403 | 5,965 | 9,390 | 5,915 | 4,859 | 1,528 | 643 | 2.67 |
| Campbell | 13.1 | 609 | 2,112 | 2,634 | 2,257 | 1,990 | 3,498 | 2,828 | 4,234 | 2,727 | 2,113 | 763 | 435 | 2.66 |
| Cannon | 4.1 | 192 | 702 | 789 | 679 | 647 | 1,091 | 960 | 1,344 | 809 | 622 | 267 | 98 | 2.59 |
| Carroll | 10.8 | 449 | 1,745 | 1,960 | 1,737 | 1,652 | 3,257 | 2,593 | 3,783 | 1,999 | 1,636 | 563 | 226 | 2.56 |
| Carter | 20.3 | 1,003 | 3,494 | 4,073 | 3,435 | 3,033 | 5,262 | 4,892 | 6,961 | 4,099 | 3,041 | 924 | 383 | 2.54 |
| Cheatham | 10.0 | 420 | 2,347 | 2,626 | 1,793 | 1,302 | 1,512 | 1,632 | 3,172 | 2,210 | 1,914 | 731 | 341 | 2.86 |
| Chester | 4.6 | 266 | 808 | 903 | 722 | 655 | 1,246 | 1,021 | 1,601 | 896 | 691 | 277 | 114 | 2.80 |
| Claiborne | 9.8 | 519 | 1,750 | 2,162 | 1,654 | 1,416 | 2,299 | 1,981 | 3,240 | 2,105 | 1,633 | 577 | 264 | 2.71 |
| Clay | 2.8 | 136 | 439 | 531 | 491 | 424 | 779 | 648 | 985 | 566 | 413 | 134 | 54 | 2.57 |
| Cocke | 11.3 | 525 | 1,943 | 2,359 | 2,032 | 1,836 | 2,605 | 2,541 | 3,703 | 2,477 | 1,707 | 569 | 303 | 2.60 |
| Coffee | 15.9 | 806 | 3,005 | 3,139 | 2,585 | 2,538 | 3,827 | 3,583 | 5,459 | 3,069 | 2,471 | 912 | 406 | 2.59 |
| Crockett | 5.2 | 177 | 897 | 952 | 826 | 683 | 1,665 | 1,321 | 1,763 | 961 | 723 | 289 | 143 | 2.54 |
| Cumberland | 13.9 | 621 | 2,317 | 2,627 | 2,112 | 2,255 | 3,968 | 2,836 | 5,334 | 2,643 | 2,015 | 755 | 317 | 2.60 |
| Davidson | 211.4 | 13,723 | 53,728 | 47,938 | 30,499 | 25,706 | 39,806 | 65,039 | 69,830 | 36,181 | 25,612 | 9,792 | 4,946 | 2.45 |
| Decatur | 4.2 | 177 | 609 | 770 | 679 | 641 | 1,324 | 1,081 | 1,479 | 794 | 571 | 197 | 78 | 2.45 |
| De Kalb | 5.8 | 284 | 951 | 1,115 | 964 | 913 | 1,573 | 1,357 | 2,061 | 1,151 | 828 | 286 | 117 | 2.50 |
| Dickson | 13.6 | 738 | 2,813 | 2,912 | 2,259 | 1,847 | 3,031 | 2,817 | 4,505 | 2,833 | 2,149 | 872 | 424 | 2.68 |
| Dyer | 13.9 | 769 | 2,574 | 2,861 | 2,241 | 1,820 | 3,635 | 3,490 | 4,510 | 2,680 | 2,170 | 744 | 306 | 2.55 |
| Fayette | 8.6 | 265 | 1,496 | 1,903 | 1,453 | 1,315 | 2,168 | 1,632 | 2,594 | 1,621 | 1,342 | 719 | 692 | 3.01 |
| Fentress | 5.6 | 244 | 951 | 1,207 | 986 | 830 | 1,382 | 1,206 | 1,785 | 1,196 | 914 | 336 | 163 | 2.64 |
| Franklin | 12.9 | 444 | 2,274 | 2,692 | 2,131 | 2,001 | 3,358 | 2,627 | 4,399 | 2,569 | 2,174 | 805 | 326 | 2.73 |
| Gibson | 18.3 | 758 | 3,036 | 3,325 | 2,785 | 2,769 | 5,627 | 4,638 | 6,271 | 3,441 | 2,657 | 861 | 432 | 2.52 |
| Giles | 10.0 | 459 | 1,686 | 1,953 | 1,693 | 1,400 | 2,809 | 2,296 | 3,358 | 1,881 | 1,617 | 629 | 219 | 2.60 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average Household Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **TENNESSEE (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Grainger | 6.5 | 319 | 1,175 | 1,336 | 1,183 | 1,014 | 1,473 | 1,286 | 2,190 | 1,414 | 1,101 | 350 | 159 | 2.65 |
| Greene | 21.6 | 971 | 3,724 | 4,535 | 3,812 | 3,483 | 5,075 | 4,861 | 7,537 | 4,480 | 3,285 | 1,012 | 425 | 2.59 |
| Grundy | 4.8 | 241 | 809 | 946 | 866 | 670 | 1,268 | 997 | 1,469 | 988 | 801 | 342 | 203 | 2.77 |
| Hamblen | 19.5 | 995 | 3,571 | 4,233 | 3,674 | 3,057 | 3,970 | 4,230 | 6,658 | 4,220 | 2,993 | 957 | 442 | 2.60 |
| Hamilton | 113.0 | 5,490 | 21,792 | 25,668 | 18,090 | 16,344 | 25,616 | 29,846 | 36,973 | 20,767 | 16,524 | 5,991 | 2,899 | 2.55 |
| Hancock | 2.5 | 99 | 398 | 463 | 417 | 407 | 716 | 562 | 799 | 516 | 393 | 144 | 86 | 2.68 |
| Hardeman | 8.4 | 380 | 1,592 | 1,706 | 1,259 | 1,242 | 2,221 | 1,949 | 2,612 | 1,521 | 1,284 | 588 | 446 | 2.81 |
| Hardin | 8.8 | 427 | 1,412 | 1,727 | 1,456 | 1,433 | 2,345 | 1,992 | 3,063 | 1,683 | 1,344 | 488 | 230 | 2.59 |
| Hawkins | 17.4 | 766 | 3,266 | 3,724 | 3,151 | 2,477 | 4,016 | 3,757 | 5,819 | 3,765 | 2,778 | 916 | 365 | 2.59 |
| Haywood | 7.1 | 288 | 1,243 | 1,511 | 965 | 1,040 | 2,053 | 1,758 | 2,085 | 1,215 | 1,109 | 532 | 401 | 2.75 |
| Henderson | 8.6 | 424 | 1,549 | 1,698 | 1,344 | 1,354 | 2,231 | 1,974 | 2,943 | 1,738 | 1,285 | 486 | 174 | 2.56 |
| Henry | 11.4 | 419 | 1,800 | 2,017 | 1,753 | 1,755 | 3,656 | 2,962 | 4,169 | 2,034 | 1,495 | 499 | 241 | 2.45 |
| Hickman | 6.2 | 276 | 1,098 | 1,275 | 1,047 | 930 | 1,574 | 1,298 | 2,141 | 1,243 | 964 | 360 | 194 | 2.77 |
| Houston | 2.7 | 109 | 420 | 505 | 433 | 435 | 798 | 619 | 920 | 546 | 396 | 152 | 67 | 2.67 |
| Humphreys | 6.2 | 257 | 993 | 1,227 | 1,096 | 1,023 | 1,604 | 1,491 | 2,084 | 1,167 | 953 | 348 | 157 | 2.56 |
| Jackson | 3.6 | 151 | 552 | [illegible]14 | 589 | 539 | 1,055 | 811 | 1,256 | 752 | 535 | 181 | 65 | 2.61 |
| Jefferson | 12.6 | 646 | 2,135 | 2,528 | 2,356 | 1,991 | 2,944 | 2,682 | 4,517 | 2,656 | 1,850 | 647 | 248 | 2.65 |
| Johnson | 5.4 | 251 | 803 | 1,052 | 942 | 810 | 1,542 | 1,257 | 1,860 | 1,124 | 757 | 283 | 119 | 2.65 |
| Knox | 135.6 | 9,203 | 28,616 | 30,227 | 20,755 | 17,841 | 28,958 | 37,845 | 45,201 | 24,537 | 18,971 | 6,299 | 2,747 | 2.51 |
| Lake | 2.4 | 134 | 467 | 533 | 437 | 435 | 394 | 631 | 748 | 474 | 387 | 98 | 62 | 2.88 |
| Lauderdale | 8.3 | 428 | 1,569 | 1,593 | 1,285 | 1,119 | 2,306 | 1,903 | 2,548 | 1,628 | 1,358 | 525 | 338 | 2.90 |
| Lawrence | 13.5 | 711 | 2,453 | 2,598 | 2,216 | 1,977 | 3,545 | 2,973 | 4,515 | 2,575 | 2,273 | 812 | 352 | 2.64 |
| Lewis | 3.7 | 214 | 644 | 755 | 546 | 536 | 1,005 | 1,005 | 1,141 | 681 | 555 | 212 | 106 | 2.54 |
| Lincoln | 11.0 | 510 | 1,979 | 2,094 | 1,749 | 1,645 | 3,023 | 2,526 | 3,751 | 2,067 | 1,768 | 618 | 270 | 2.60 |
| Loudon | 12.5 | 555 | 2,184 | 2,612 | 2,154 | 1,939 | 3,056 | 2,769 | 4,405 | 2,482 | 1,934 | 650 | 260 | 2.55 |
| McMinn | 16.5 | 820 | 3,004 | 3,342 | 2,830 | 2,440 | 4,064 | 3,700 | 5,659 | 3,391 | 2,515 | 869 | 366 | 2.59 |
| McNairy | 9.0 | 367 | 1,487 | 1,754 | 1,519 | 1,412 | 2,461 | 2,089 | 3,171 | 1,789 | 1,321 | 440 | 190 | 2.52 |
| Macon | 6.3 | 360 | 1,155 | 1,252 | 988 | 915 | 1,630 | 1,486 | 2,054 | 1,315 | 986 | 328 | 131 | 2.54 |
| Madison | 29.9 | 1,627 | 6,240 | 6,711 | 4,372 | 3,900 | 7,050 | 7,600 | 9,566 | 5,635 | 4,495 | 1,757 | 847 | 2.63 |
| Marion | 9.3 | 409 | 1,714 | 2,012 | 1,638 | 1,417 | 2,110 | 1,925 | 2,893 | 1,976 | 1,710 | 541 | 255 | 2.70 |
| Marshall | 8.5 | 395 | 1,602 | 1,787 | 1,357 | 1,137 | 2,222 | 2,043 | 2,763 | 1,607 | 1,383 | 478 | 226 | 2.60 |
| Maury | 21.1 | 988 | 4,251 | 4,749 | 3,230 | 3,042 | 4,840 | 4,748 | 6,754 | 4,151 | 3,587 | 1,264 | 596 | 2.65 |
| Meigs | 3.1 | 143 | 543 | 721 | 583 | 458 | 652 | 624 | 1,009 | 672 | 558 | 160 | 77 | 2.68 |
| Monroe | 11.5 | 573 | 2,013 | 2,358 | 2,039 | 1,680 | 2,837 | 2,459 | 3,761 | 2,358 | 1,920 | 676 | 326 | 2.70 |
| Montgomery | 35.7 | 3,533 | 9,463 | 8,122 | 4,974 | 4,330 | 5,278 | 6,576 | 11,520 | 7,801 | 6,474 | 2,328 | 1,001 | 2.92 |
| Moore | 1.7 | 48 | 269 | 374 | 325 | 256 | 428 | 326 | 552 | 324 | 342 | 120 | 36 | 2.76 |
| Morgan | 5.9 | 263 | 1,090 | 1,310 | 955 | 883 | 1,399 | 1,151 | 1,829 | 1,281 | 1,041 | 380 | 218 | 3.03 |
| Obion | 12.4 | 600 | 2,041 | 2,582 | 2,039 | 1,784 | 3,354 | 2,999 | 4,145 | 2,316 | 2,032 | 639 | 269 | 2.55 |
| Overton | 6.9 | 322 | 1,073 | 1,406 | 1,166 | 1,076 | 1,857 | 1,445 | 2,412 | 1,417 | 1,093 | 391 | 142 | 2.59 |
| Perry | 2.5 | 106 | 363 | 484 | 393 | 449 | 705 | 575 | 870 | 470 | 381 | 129 | 75 | 2.72 |
| Pickett | 1.8 | 78 | 261 | 337 | 291 | 301 | 532 | 474 | 608 | 305 | 273 | 103 | 37 | 2.50 |
| Polk | 5.1 | 227 | 785 | 1,032 | 939 | 817 | 1,300 | 1,010 | 1,708 | 1,080 | 852 | 317 | 133 | 2.69 |
| Putnam | 20.3 | 1,911 | 3,927 | 4,029 | 3,161 | 2,721 | 4,551 | 4,977 | 7,314 | 3,842 | 2,875 | 914 | 378 | 2.59 |
| Rhea | 9.3 | 474 | 1,655 | 1,939 | 1,587 | 1,355 | 2,290 | 2,085 | 3,163 | 1,810 | 1,507 | 524 | 211 | 2.65 |
| Roane | 18.5 | 702 | 2,838 | 3,915 | 3,277 | 3,065 | 4,703 | 4,211 | 6,497 | 3,593 | 2,858 | 923 | 418 | 2.55 |
| Robertson | 15.4 | 618 | 3,231 | 3,579 | 2,528 | 2,133 | 3,311 | 2,780 | 4,975 | 3,186 | 2,793 | 1,134 | 532 | 2.80 |
| Rutherford | 44.5 | 3,795 | 11,428 | 10,950 | 6,938 | 4,801 | 6,588 | 9,195 | 13,788 | 9,314 | 8,029 | 2,994 | 1,180 | 2.81 |
| Scott | 6.5 | 378 | 1,209 | 1,413 | 1,093 | 889 | 1,518 | 1,328 | 1,918 | 1,321 | 1,139 | 528 | 266 | 2.82 |
| Sequatchie | 3.3 | 170 | 618 | 737 | 575 | 469 | 731 | 670 | 1,053 | 729 | 542 | 219 | 87 | 2.73 |
| Sevier | 20.3 | 956 | 3,836 | 4,580 | 3,662 | 3,000 | 4,266 | 4,087 | 7,305 | 4,179 | 3,222 | 1,074 | 433 | 2.61 |
| Shelby | 308.5 | 16,977 | 71,110 | 75,870 | 47,534 | 38,872 | 58,137 | 80,595 | 90,924 | 56,122 | 46,538 | 20,255 | 14,066 | 2.72 |
| Smith | 5.4 | 220 | 1,000 | 1,077 | 825 | 763 | 1,515 | 1,157 | 1,847 | 1,040 | 889 | 321 | 146 | 2.63 |
| Stewart | 3.8 | 147 | 553 | 729 | 607 | 627 | 1,137 | 897 | 1,367 | 715 | 550 | 190 | 81 | 2.53 |
| Sullivan | 57.3 | 2,302 | 9,777 | 12,104 | 10,472 | 8,919 | 13,726 | 13,422 | 20,147 | 11,570 | 8,308 | 2,772 | 1,081 | 2.53 |
| Sumner | 38.6 | 1,679 | 7,900 | 9,858 | 7,421 | 4,980 | 6,762 | 6,815 | 12,219 | 8,275 | 7,482 | 2,671 | 1,138 | 2.80 |
| Tipton | 13.6 | 655 | 2,944 | 3,131 | 2,249 | 1,796 | 2,825 | 2,563 | 4,001 | 2,716 | 2,587 | 1,088 | 645 | 2.88 |
| Trousdale | 2.3 | 105 | 387 | 471 | 381 | 340 | 616 | 573 | 748 | 448 | 354 | 136 | 43 | 2.61 |
| Unicoi | 6.6 | 216 | 1,040 | 1,292 | 1,063 | 1,070 | 1,919 | 1,588 | 2,312 | 1,341 | 961 | 301 | 97 | 2.50 |
| Union | 5.1 | 286 | 1,080 | 1,076 | 920 | 707 | 1,031 | 916 | 1,614 | 1,187 | 888 | 349 | 146 | 2.75 |
| Van Buren | 1.8 | 92 | 327 | 406 | 287 | 271 | 417 | 337 | 601 | 404 | 296 | 121 | 41 | 2.67 |
| Warren | 12.8 | 674 | 2,308 | 2,619 | 2,052 | 1,910 | 3,237 | 2,912 | 4,295 | 2,525 | 2,041 | 737 | 290 | 2.60 |
| Washington | 36.2 | 2,388 | 7,099 | 7,773 | 5,716 | 4,937 | 8,287 | 9,262 | 12,444 | 6,992 | 5,128 | 1,636 | 738 | 2.57 |
| Wayne | 5.2 | 251 | 912 | 1,026 | 907 | 730 | 1,374 | 1,035 | 1,777 | 1,077 | 882 | 284 | 145 | 2.69 |
| Weakley | 12.1 | 909 | 2,174 | 2,231 | 1,806 | 1,633 | 3,347 | 3,016 | 4,286 | 2,234 | 1,738 | 585 | 241 | 2.66 |
| White | 7.8 | 365 | 1,273 | 1,518 | 1,262 | 1,221 | 2,161 | 1,670 | 2,773 | 1,545 | 1,185 | 431 | 196 | 2.60 |
| Williamson | 29.8 | 811 | 5,722 | 9,191 | 6,088 | 3,714 | 4,274 | 4,510 | 9,206 | 6,278 | 6,485 | 2,424 | 897 | 2.89 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average Household Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **TENNESSEE (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Wilson | 25.3 | 881 | 5,120 | 6,738 | 4,934 | 3,214 | 4,413 | 4,190 | 8,055 | 5,536 | 4,997 | 1,869 | 653 | 2.82 |
| **TOTAL METRO COUNTIES** | **1,282.1** | **72,318** | **278,865** | **298,348** | **205,120** | **168,532** | **258,917** | **321,365** | **413,066** | **243,235** | **193,938** | **72,983** | **37,513** | **2.62** |
| **TOTAL STATE** | **1,888.6** | **102,160** | **385,424** | **421,445** | **305,482** | **259,491** | **414,598** | **458,626** | **618,292** | **362,908** | **288,849** | **106,638** | **53,287** | **2.63** |
| **TEXAS** | | | | | | | | | | | | | | |
| **ABILENE** | **43.6** | **3,676** | **10,144** | **9,014** | **5,940** | **5,411** | **9,415** | **10,948** | **13,875** | **7,465** | **6,763** | **2,946** | **1,603** | **2.75** |
| Taylor | 43.6 | 3,676 | 10,144 | 9,014 | 5,940 | 5,411 | 9,415 | 10,948 | 13,875 | 7,465 | 6,763 | 2,946 | 1,603 | 2.75 |
| **AMARILLO** | **72.8** | **5,275** | **16,521** | **16,047** | **10,490** | **9,813** | **14,654** | **19,310** | **23,258** | **12,114** | **10,937** | **4,589** | **2,592** | **2.60** |
| Potter | 36.8 | 2,701 | 8,312 | 7,405 | 4,957 | 4,948 | 8,477 | 10,557 | 11,206 | 5,901 | 4,930 | 2,465 | 1,741 | 2.63 |
| Randall | 36.0 | 2,574 | 8,209 | 8,642 | 5,533 | 4,865 | 6,177 | 8,753 | 12,052 | 6,213 | 6,007 | 2,124 | 851 | 2.58 |
| **AUSTIN** | **318.8** | **38,130** | **91,341** | **80,684** | **41,783** | **28,066** | **38,796** | **93,356** | **100,601** | **52,783** | **43,255** | **18,166** | **10,639** | **2.57** |
| Hays | 23.4 | 3,988 | 4,992 | 5,611 | 3,174 | 2,232 | 3,403 | 5,323 | 7,800 | 4,031 | 3,641 | 1,674 | 931 | 2.93 |
| Travis | 243.2 | 31,261 | 71,897 | 60,212 | 30,453 | 21,040 | 28,337 | 77,803 | 77,403 | 38,553 | 29,431 | 12,330 | 7,680 | 2.47 |
| Williamson | 52.2 | 2,881 | 14,452 | 14,861 | 8,156 | 4,794 | 7,056 | 10,230 | 15,398 | 10,199 | 10,183 | 4,162 | 2,028 | 2.85 |
| **BEAUMONT - PORT ARTHUR** | **133.1** | **6,291** | **26,201** | **28,498** | **20,582** | **20,057** | **31,471** | **32,316** | **41,822** | **23,530** | **20,751** | **9,080** | **5,601** | **2.69** |
| Hardin | 14.7 | 559 | 2,787 | 3,330 | 2,596 | 2,187 | 3,241 | 2,881 | 4,512 | 2,884 | 2,625 | 1,178 | 620 | 2.80 |
| Jefferson | 89.5 | 4,461 | 17,595 | 18,783 | 12,874 | 13,355 | 22,432 | 23,709 | 28,176 | 15,042 | 12,949 | 5,689 | 3,935 | 2.64 |
| Orange | 28.9 | 1,271 | 5,819 | 6,385 | 5,112 | 4,515 | 5,798 | 5,726 | 9,134 | 5,604 | 5,177 | 2,213 | 1,046 | 2.78 |
| **BRAZORIA** | **65.0** | **3,470** | **15,713** | **16,721** | **11,022** | **8,506** | **9,568** | **12,259** | **19,544** | **12,521** | **12,138** | **5,443** | **3,095** | **2.99** |
| Brazoria | 65.0 | 3,470 | 15,713 | 16,721 | 11,022 | 8,506 | 9,568 | 12,259 | 19,544 | 12,521 | 12,138 | 5,443 | 3,095 | 2.99 |
| **BROWNSVILLE - HARLINGEN** | **74.9** | **2,948** | **14,405** | **17,550** | **11,633** | **10,629** | **17,735** | **12,267** | **18,439** | **11,828** | **11,920** | **9,339** | **11,107** | **3.57** |
| Cameron | 74.9 | 2,948 | 14,405 | 17,550 | 11,633 | 10,629 | 17,735 | 12,267 | 18,439 | 11,828 | 11,920 | 9,339 | 11,107 | 3.57 |
| **BRYAN - COLLEGE STATION** | **44.7** | **11,512** | **11,478** | **7,995** | **4,802** | **3,438** | **5,475** | **11,451** | **15,761** | **7,715** | **5,840** | **2,409** | **1,524** | **2.79** |
| Brazos | 44.7 | 11,512 | 11,478 | 7,995 | 4,802 | 3,438 | 5,475 | 11,451 | 15,761 | 7,715 | 5,840 | 2,409 | 1,524 | 2.79 |
| **CORPUS CHRISTI** | **119.5** | **5,996** | **26,297** | **28,615** | **18,588** | **16,506** | **23,498** | **25,787** | **33,382** | **21,564** | **19,588** | **11,186** | **7,993** | **2.95** |
| Nueces | 100.8 | 5,295 | 22,763 | 24,274 | 15,370 | 13,596 | 19,502 | 22,466 | 28,249 | 18,196 | 16,273 | 9,190 | 6,426 | 2.92 |
| San Patricio | 18.7 | 701 | 3,534 | 4,341 | 3,218 | 2,910 | 3,996 | 3,321 | 5,133 | 3,368 | 3,315 | 1,996 | 1,567 | 3.14 |
| **DALLAS** | **994.0** | **68,006** | **282,679** | **250,269** | **157,154** | **104,380** | **131,542** | **262,511** | **296,293** | **173,538** | **150,874** | **65,810** | **44,974** | **2.68** |
| Collin | 104.3 | 5,322 | 30,258 | 30,924 | 19,645 | 8,871 | 9,280 | 22,112 | 31,135 | 20,208 | 19,986 | 7,425 | 3,434 | 2.75 |
| Dallas | 720.4 | 48,784 | 204,717 | 175,228 | 110,481 | 79,538 | 101,652 | 203,002 | 213,082 | 121,623 | 101,045 | 46,469 | 35,179 | 2.65 |
| Denton | 110.0 | 11,584 | 35,194 | 29,402 | 16,282 | 8,246 | 9,292 | 26,813 | 34,142 | 20,398 | 18,529 | 6,891 | 3,227 | 2.68 |
| Ellis | 30.5 | 1,315 | 6,805 | 7,419 | 5,356 | 3,787 | 5,818 | 5,365 | 8,984 | 5,864 | 5,877 | 2,690 | 1,720 | 2.97 |
| Kaufman | 19.0 | 718 | 3,607 | 4,517 | 3,315 | 2,661 | 4,182 | 3,681 | 5,780 | 3,481 | 3,468 | 1,572 | 1,018 | 2.94 |
| Rockwall | 9.8 | 283 | 2,098 | 2,779 | 2,075 | 1,247 | 1,318 | 1,538 | 3,170 | 1,964 | 1,969 | 763 | 396 | 2.90 |
| ***DALLAS - FORT WORTH CONSOLIDATED AREA*** | ***1,513.1*** | ***103,942*** | ***422,940*** | ***375,787*** | ***238,693*** | ***163,097*** | ***208,641*** | ***388,535*** | ***457,606*** | ***267,887*** | ***233,976*** | ***99,870*** | ***65,226*** | ***2.68*** |
| **EL PASO** | **185.5** | **9,934** | **42,843** | **44,999** | **29,958** | **26,099** | **31,667** | **32,075** | **44,376** | **34,433** | **33,410** | **22,185** | **19,021** | **3.33** |
| El Paso | 185.5 | 9,934 | 42,843 | 44,999 | 29,958 | 26,099 | 31,667 | 32,075 | 44,376 | 34,433 | 33,410 | 22,185 | 19,021 | 3.33 |
| **FORT WORTH - ARLINGTON** | **519.1** | **35,936** | **140,261** | **125,518** | **81,539** | **58,747** | **77,099** | **126,024** | **161,313** | **94,349** | **83,102** | **34,060** | **20,252** | **2.69** |
| Johnson | 35.0 | 1,601 | 7,420 | 8,416 | 6,286 | 4,682 | 6,595 | 6,095 | 11,083 | 6,810 | 6,688 | 2,778 | 1,546 | 2.91 |
| Parker | 24.6 | 1,012 | 4,755 | 5,937 | 4,518 | 3,477 | 4,901 | 4,470 | 8,178 | 4,782 | 4,413 | 1,922 | 835 | 2.82 |
| Tarrant | 459.5 | 33,323 | 128,086 | 111,165 | 70,735 | 50,588 | 65,603 | 115,459 | 142,052 | 82,757 | 72,001 | 29,360 | 17,871 | 2.67 |
| **GALVESTON - TEXAS CITY** | **82.4** | **3,932** | **18,255** | **19,684** | **13,446** | **11,593** | **15,490** | **20,354** | **25,722** | **14,614** | **12,731** | **5,690** | **3,289** | **2.67** |
| Galveston | 82.4 | 3,932 | 18,255 | 19,684 | 13,446 | 11,593 | 15,490 | 20,354 | 25,722 | 14,614 | 12,731 | 5,690 | 3,289 | 2.67 |
| **HOUSTON** | **1,207.0** | **73,285** | **322,264** | **326,682** | **197,497** | **134,341** | **152,931** | **304,933** | **336,198** | **212,040** | **192,567** | **92,767** | **68,495** | **2.79** |
| Fort Bend | 75.6 | 1,928 | 19,119 | 26,888 | 13,560 | 7,179 | 6,926 | 10,460 | 19,247 | 16,108 | 17,480 | 7,610 | 4,695 | 3.20 |
| Harris | 1,039.5 | 67,211 | 284,026 | 276,822 | 167,076 | 114,801 | 129,564 | 276,686 | 288,703 | 178,534 | 158,428 | 77,690 | 59,459 | 2.75 |
| Liberty | 18.4 | 796 | 3,496 | 4,081 | 3,069 | 2,726 | 4,232 | 3,960 | 5,511 | 3,345 | 3,195 | 1,448 | 941 | 2.90 |
| Montgomery | 66.1 | 2,801 | 14,300 | 17,277 | 12,564 | 8,601 | 10,557 | 12,135 | 20,479 | 12,722 | 12,329 | 5,456 | 2,979 | 2.87 |
| Waller | 7.4 | 549 | 1,323 | 1,614 | 1,228 | 1,034 | 1,652 | 1,692 | 2,258 | 1,331 | 1,135 | 563 | 421 | 3.20 |
| ***HOUSTON - GALVESTON - BRAZORIA CONSOLIDATED AREA*** | ***1,354.4*** | ***80,687*** | ***356,232*** | ***363,087*** | ***221,965*** | ***154,440*** | ***177,989*** | ***337,546*** | ***381,464*** | ***239,175*** | ***217,436*** | ***103,900*** | ***74,879*** | ***2.79*** |
| **KILLEEN - TEMPLE** | **86.7** | **9,787** | **24,319** | **18,785** | **11,369** | **9,135** | **13,305** | **17,993** | **26,227** | **17,088** | **15,535** | **6,444** | **3,413** | **3.03** |
| Bell | 69.0 | 7,889 | 19,029 | 14,787 | 9,020 | 7,399 | 10,876 | 15,047 | 21,288 | 13,345 | 11,993 | 4,775 | 2,552 | 2.84 |
| Coryell | 17.7 | 1,898 | 5,290 | 3,998 | 2,349 | 1,736 | 2,429 | 2,946 | 4,939 | 3,743 | 3,542 | 1,669 | 861 | 3.77 |
| **LAREDO** | **35.8** | **1,508** | **7,924** | **8,571** | **6,005** | **4,992** | **6,800** | **4,597** | **6,621** | **6,086** | **6,542** | **5,514** | **6,440** | **3.89** |
| Webb | 35.8 | 1,508 | 7,924 | 8,571 | 6,005 | 4,992 | 6,800 | 4,597 | 6,621 | 6,086 | 6,542 | 5,514 | 6,440 | 3.89 |

1992 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

**S&MM** ESTIMATES

| METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average Household Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **TEXAS (continued)** | | | | | | | | | | | | | | |
| **LONGVIEW - MARSHALL** | **61.2** | **3,114** | **12,460** | **13,204** | **9,335** | **8,453** | **14,634** | **15,486** | **19,136** | **10,786** | **9,443** | **4,022** | **2,327** | **2.67** |
| Gregg | 40.2 | 2,292 | 8,524 | 8,651 | 6,018 | 5,447 | 9,268 | 10,581 | 12,721 | 6,961 | 6,069 | 2,480 | 1,388 | 2.62 |
| Harrison | 21.0 | 822 | 3,936 | 4,553 | 3,317 | 3,006 | 5,366 | 4,905 | 6,415 | 3,825 | 3,374 | 1,542 | 939 | 2.78 |
| **LUBBOCK** | **82.9** | **10,115** | **19,571** | **17,157** | **11,257** | **9,957** | **14,843** | **21,482** | **26,279** | **14,053** | **12,245** | **5,373** | **3,468** | **2.73** |
| Lubbock | 82.9 | 10,115 | 19,571 | 17,157 | 11,257 | 9,957 | 14,943 | 21,482 | 26,279 | 14,053 | 12,245 | 5,373 | 3,468 | 2.73 |
| **McALLEN - EDINBURG - MISSION** | **108.8** | **4,698** | **21,831** | **26,173** | **16,887** | **14,378** | **24,833** | **14,915** | **25,295** | **17,056** | **18,392** | **15,184** | **17,958** | **3.73** |
| Hidalgo | 108.8 | 4,698 | 21,831 | 26,173 | 16,887 | 14,378 | 24,833 | 14,915 | 25,295 | 17,056 | 18,392 | 15,184 | 17,958 | 3.73 |
| **MIDLAND** | **39.5** | **2,347** | **9,990** | **9,688** | **5,621** | **5,419** | **6,435** | **9,517** | **11,733** | **6,711** | **6,660** | **3,153** | **1,726** | **2.74** |
| Midland | 39.5 | 2,347 | 9,990 | 9,688 | 5,621 | 5,419 | 6,435 | 9,517 | 11,733 | 6,711 | 6,660 | 3,153 | 1,726 | 2.74 |
| **ODESSA** | **41.7** | **2,702** | **10,084** | **9,736** | **6,207** | **5,712** | **7,259** | **9,512** | **12,278** | **7,220** | **6,928** | **3,485** | **2,277** | **2.81** |
| Ector | 41.7 | 2,702 | 10,084 | 9,736 | 6,207 | 5,712 | 7,259 | 9,512 | 12,278 | 7,220 | 6,928 | 3,485 | 2,277 | 2.81 |
| **SAN ANGELO** | **36.2** | **2,700** | **7,773** | **7,854** | **5,076** | **4,669** | **8,128** | **9,142** | **11,426** | **6,145** | **5,601** | **2,458** | **1,428** | **2.78** |
| Tom Green | 36.2 | 2,700 | 7,773 | 7,854 | 5,076 | 4,669 | 8,128 | 9,142 | 11,426 | 6,145 | 5,601 | 2,458 | 1,428 | 2.78 |
| **SAN ANTONIO** | **469.8** | **27,160** | **108,868** | **110,764** | **72,947** | **60,568** | **89,493** | **109,620** | **134,672** | **83,987** | **73,696** | **39,464** | **28,361** | **2.89** |
| Bexar | 425.4 | 25,454 | 100,606 | 101,018 | 65,622 | 54,033 | 78,667 | 100,539 | 119,486 | 76,137 | 66,612 | 36,202 | 26,424 | 2.90 |
| Comal | 20.5 | 657 | 3,354 | 4,401 | 3,310 | 3,169 | 5,609 | 4,423 | 7,483 | 3,404 | 3,065 | 1,348 | 777 | 2.67 |
| Guadalupe | 23.9 | 1,049 | 4,908 | 5,345 | 4,015 | 3,366 | 5,217 | 4,658 | 7,703 | 4,446 | 4,019 | 1,914 | 1,160 | 2.86 |
| **SHERMAN - DENISON** | **37.1** | **1,821** | **6,910** | **7,372** | **5,583** | **5,222** | **10,192** | **9,510** | **12,601** | **6,375** | **5,434** | **2,198** | **982** | **2.58** |
| Grayson | 37.1 | 1,821 | 6,910 | 7,372 | 5,583 | 5,222 | 10,192 | 9,510 | 12,601 | 6,375 | 5,434 | 2,198 | 982 | 2.58 |
| **TEXARKANA** | **45.2** | **2,258** | **8,585** | **9,586** | **7,012** | **6,282** | **11,477** | **11,113** | **14,406** | **8,083** | **7,046** | **2,987** | **1,563** | **2.67** |
| Bowie | 30.8 | 1,483 | 5,814 | 6,641 | 4,774 | 4,269 | 7,819 | 7,641 | 9,927 | 5,476 | 4,732 | 2,005 | 1,019 | 2.67 |
| *Miller, Ark.* | *14.4* | *775* | *2,771* | *2,945* | *2,238* | *2,013* | *3,658* | *3,474* | *4,479* | *2,607* | *2,314* | *982* | *544* | *2.69* |
| **TYLER** | **58.2** | **3,408** | **11,708** | **12,499** | **8,713** | **7,954** | **13,918** | **14,405** | **19,150** | **9,775** | **8,788** | **3,765** | **2,317** | **2.66** |
| Smith | 58.2 | 3,408 | 11,708 | 12,499 | 8,713 | 7,954 | 13,918 | 14,405 | 19,150 | 9,775 | 8,788 | 3,765 | 2,317 | 2.66 |
| **VICTORIA** | **26.3** | **1,355** | **5,806** | **6,238** | **4,091** | **3,578** | **5,232** | **5,676** | **7,857** | **4,741** | **4,486** | **2,262** | **1,278** | **2.83** |
| Victoria | 26.3 | 1,355 | 5,806 | 6,238 | 4,091 | 3,578 | 5,232 | 5,676 | 7,857 | 4,741 | 4,486 | 2,262 | 1,278 | 2.83 |
| **WACO** | **71.0** | **7,534** | **14,127** | **13,811** | **9,790** | **9,232** | **16,506** | **18,610** | **22,552** | **12,048** | **10,577** | **4,438** | **2,775** | **2.69** |
| McLennan | 71.0 | 7,534 | 14,127 | 13,811 | 9,790 | 9,232 | 16,506 | 18,610 | 22,552 | 12,048 | 10,577 | 4,438 | 2,775 | 2.69 |
| **WICHITA FALLS** | **45.2** | **3,035** | **10,185** | **9,116** | **6,390** | **6,423** | **10,051** | **11,630** | **14,591** | **7,861** | **6,948** | **2,526** | **1,344** | **2.71** |
| Wichita | 45.2 | 3,035 | 10,185 | 9,116 | 6,390 | 6,423 | 10,051 | 11,630 | 14,591 | 7,861 | 6,948 | 2,826 | 1,344 | 2.71 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| **Anderson** | 14.5 | 690 | 2,724 | 2,894 | 2,085 | 2,077 | 4,030 | 3,333 | 4,799 | 2,445 | 2,245 | 1,073 | 605 | 3.37 |
| **Andrews** | 4.6 | 264 | 1,056 | 1,037 | 714 | 672 | 857 | 842 | 1,333 | 756 | 877 | 478 | 314 | 3.00 |
| **Angelina** | 25.2 | 1,443 | 5,032 | 5,246 | 3,919 | 3,557 | 6,003 | 5,688 | 7,869 | 4,458 | 4,076 | 1,908 | 1,201 | 2.80 |
| **Aransas** | 7.1 | 266 | 1,082 | 1,274 | 1,059 | 1,252 | 2,167 | 1,662 | 2,821 | 1,033 | 845 | 456 | 283 | 2.55 |
| **Archer** | 3.0 | 109 | 544 | 631 | 477 | 472 | 767 | 635 | 1,010 | 548 | 506 | 207 | 94 | 2.67 |
| **Armstrong** | .8 | 22 | 130 | 137 | 98 | 126 | 287 | 251 | 266 | 93 | 107 | 56 | 27 | 2.50 |
| **Atascosa** | 10.3 | 464 | 2,018 | 2,284 | 1,673 | 1,467 | 2,394 | 1,962 | 2,846 | 1,869 | 1,819 | 1,013 | 791 | 3.07 |
| **Austin** | 7.4 | 277 | 1,206 | 1,440 | 1,145 | 1,028 | 2,304 | 1,903 | 2,390 | 1,144 | 1,134 | 526 | 303 | 2.65 |
| **Bailey** | 2.4 | 125 | 446 | 462 | 378 | 358 | 631 | 504 | 782 | 361 | 399 | 194 | 160 | 2.83 |
| **Bandera** | 4.5 | 95 | 568 | 935 | 722 | 873 | 1,307 | 1,107 | 1,776 | 693 | 559 | 239 | 126 | 2.49 |
| **Bastrop** | 14.0 | 485 | 2,774 | 3,467 | 2,158 | 1,914 | 3,202 | 3,060 | 4,478 | 2,455 | 2,162 | 1,055 | 790 | 2.89 |
| **Baylor** | 1.9 | 63 | 244 | 381 | 238 | 274 | 800 | 688 | 564 | 238 | 198 | 72 | 40 | 2.21 |
| **Bee** | 8.7 | 554 | 1,872 | 1,882 | 1,239 | 1,191 | 1,962 | 1,925 | 2,525 | 1,533 | 1,383 | 783 | 551 | 2.91 |
| **Bell** | 69.0 | 7,889 | 19,029 | 14,787 | 9,020 | 7,399 | 10,876 | 15,047 | 21,288 | 13,345 | 11,993 | 4,775 | 2,552 | 2.84 |
| **Bexar** | 425.4 | 25,454 | 100,606 | 101,018 | 65,622 | 54,033 | 78,667 | 100,539 | 119,486 | 76,137 | 66,612 | 36,202 | 26,424 | 2.90 |
| **Blanco** | 2.5 | 75 | 390 | 488 | 394 | 355 | 798 | 649 | 930 | 370 | 318 | 166 | 67 | 2.52 |
| **Borden** | .3 | 5 | 60 | 49 | 59 | 50 | 77 | 51 | 123 | 45 | 51 | 19 | 11 | 2.67 |
| **Bosque** | 6.1 | 215 | 805 | 1,010 | 872 | 856 | 2,342 | 1,592 | 2,381 | 829 | 745 | 342 | 211 | 2.52 |
| **Bowie** | 30.8 | 1,483 | 5,814 | 6,641 | 4,774 | 4,269 | 7,819 | 7,641 | 9,927 | 5,476 | 4,732 | 2,005 | 1,019 | 2.67 |
| **Brazoria** | 65.0 | 3,470 | 15,713 | 16,721 | 11,022 | 8,506 | 9,568 | 12,259 | 19,544 | 12,521 | 12,138 | 5,443 | 3,095 | 2.99 |
| **Brazos** | 44.7 | 11,312 | 11,478 | 7,995 | 4,802 | 3,438 | 5,475 | 11,451 | 15,761 | 7,715 | 5,840 | 2,409 | 1,524 | 2.79 |
| **Brewster** | 3.5 | 347 | 618 | 704 | 479 | 472 | 885 | 1,038 | 1,190 | 547 | 395 | 205 | 125 | 2.57 |
| **Briscoe** | .8 | 18 | 102 | 146 | 116 | 120 | 298 | 256 | 278 | 95 | 92 | 53 | 26 | 2.38 |
| **Brooks** | 2.7 | 135 | 456 | 504 | 419 | 442 | 744 | 569 | 683 | 478 | 447 | 304 | 219 | 3.04 |
| **Brown** | 13.1 | 743 | 2,186 | 2,495 | 1,843 | 1,853 | 3,980 | 3,436 | 4,552 | 2,053 | 1,863 | 782 | 414 | 2.63 |
| **Burleson** | 5.2 | 187 | 855 | 941 | 706 | 856 | 1,655 | 1,398 | 1,730 | 778 | 707 | 352 | 235 | 2.62 |
| **Burnet** | 9.3 | 284 | 1,340 | 1,589 | 1,231 | 1,459 | 3,397 | 2,261 | 3,708 | 1,350 | 1,169 | 527 | 285 | 2.52 |
| **Caldwell** | 9.0 | 387 | 1,790 | 1,977 | 1,274 | 1,243 | 2,369 | 2,083 | 2,632 | 1,571 | 1,429 | 755 | 550 | 3.00 |
| **Calhoun** | 6.6 | 258 | 1,322 | 1,408 | 1,099 | 1,146 | 1,367 | 1,477 | 2,041 | 1,118 | 1,055 | 547 | 362 | 2.83 |
| **Callahan** | 4.7 | 165 | 739 | 927 | 715 | 759 | 1,395 | 1,188 | 1,616 | 739 | 696 | 328 | 133 | 2.55 |
| **Cameron** | 74.9 | 2,948 | 14,605 | 17,550 | 11,633 | 10,629 | 17,733 | 12,267 | 18,439 | 11,828 | 11,920 | 9,339 | 11,107 | 3.57 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average Household Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **TEXAS (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Comp | 3.9 | 151 | 605 | 721 | 570 | 607 | 1,246 | 992 | 1,313 | 622 | 549 | 252 | 172 | 2.59 |
| Carson | 2.4 | 77 | 469 | 475 | 356 | 368 | 655 | 554 | 812 | 373 | 388 | 189 | 84 | 2.67 |
| Cass | 11.4 | 451 | 1,812 | 2,202 | 1,813 | 1,713 | 3,409 | 2,731 | 3,832 | 1,917 | 1,700 | 816 | 404 | 2.65 |
| Castro | 2.9 | 149 | 574 | 624 | 468 | 459 | 626 | 564 | 792 | 461 | 486 | 304 | 293 | 3.10 |
| Chambers | 6.8 | 238 | 1,284 | 1,827 | 1,234 | 960 | 1,257 | 1,283 | 1,937 | 1,331 | 1,367 | 543 | 339 | 2.91 |
| Cherokee | 15.2 | 730 | 2,500 | 2,757 | 2,305 | 2,191 | 4,717 | 3,853 | 5,018 | 2,440 | 2,209 | 1,061 | 619 | 2.74 |
| Childress | 2.4 | 99 | 316 | 394 | 333 | 362 | 896 | 732 | 839 | 335 | 295 | 109 | 90 | 2.42 |
| Clay | 3.8 | 98 | 620 | 707 | 660 | 605 | 1,110 | 836 | 1,365 | 641 | 577 | 265 | 116 | 2.63 |
| Cochran | 1.4 | 64 | 267 | 259 | 223 | 218 | 369 | 274 | 447 | 218 | 215 | 134 | 112 | 3.00 |
| Coke | 1.4 | 36 | 174 | 208 | 178 | 260 | 544 | 401 | 551 | 173 | 166 | 67 | 42 | 2.43 |
| Coleman | 4.0 | 147 | 534 | 572 | 504 | 550 | 1,693 | 1,263 | 1,428 | 523 | 453 | 217 | 116 | 2.38 |
| Collin | 104.3 | 5,322 | 30,258 | 30,924 | 19,645 | 8,871 | 9,280 | 22,112 | 31,135 | 20,208 | 19,986 | 7,425 | 3,434 | 2.75 |
| Collingsworth | 1.4 | 66 | 193 | 222 | 165 | 199 | 555 | 428 | 488 | 183 | 168 | 88 | 45 | 2.50 |
| Colorado | 6.9 | 180 | 1,066 | 1,192 | 975 | 1,091 | 2,396 | 1,845 | 2,329 | 1,026 | 934 | 460 | 306 | 2.59 |
| Comal | 20.5 | 657 | 3,354 | 4,401 | 3,310 | 3,169 | 5,609 | 4,423 | 7,483 | 3,404 | 3,065 | 1,348 | 777 | 2.67 |
| Comanche | 5.3 | 179 | 693 | 802 | 765 | 851 | 2,010 | 1,409 | 2,012 | 753 | 665 | 283 | 178 | 2.51 |
| Concho | 1.0 | 41 | 165 | 203 | 173 | 160 | 258 | 280 | 347 | 129 | 137 | 73 | 34 | 3.00 |
| Cooke | 12.0 | 537 | 2,233 | 2,446 | 1,729 | 1,686 | 3,369 | 2,903 | 4,098 | 1,922 | 1,765 | 867 | 445 | 2.66 |
| Coryell | 17.7 | 1,898 | 5,290 | 3,998 | 2,349 | 1,736 | 2,429 | 2,946 | 4,939 | 3,743 | 3,542 | 1,669 | 861 | 3.77 |
| Cottle | .9 | 16 | 117 | 134 | 116 | 138 | 379 | 319 | 298 | 105 | 99 | 47 | 32 | 2.33 |
| Crane | 1.5 | 70 | 339 | 362 | 244 | 187 | 298 | 283 | 416 | 249 | 282 | 173 | 97 | 3.00 |
| Crockett | 1.4 | 45 | 282 | 318 | 240 | 216 | 299 | 323 | 425 | 231 | 247 | 106 | 68 | 2.79 |
| Crosby | 2.5 | 86 | 434 | 397 | 395 | 402 | 786 | 592 | 786 | 334 | 369 | 226 | 193 | 2.84 |
| Culberson | 1.1 | 59 | 215 | 245 | 188 | 175 | 218 | 190 | 313 | 172 | 193 | 134 | 98 | 3.09 |
| Dallam | 2.1 | 109 | 422 | 388 | 299 | 301 | 581 | 655 | 635 | 308 | 278 | 151 | 73 | 2.48 |
| Dallas | 720.4 | 48,784 | 204,717 | 175,228 | 110,481 | 79,538 | 101,652 | 203,002 | 213,082 | 121,623 | 101,045 | 46,469 | 35,179 | 2.65 |
| Dawson | 4.9 | 204 | 879 | 920 | 689 | 740 | 1,468 | 1,182 | 1,556 | 680 | 764 | 385 | 333 | 2.80 |
| Deaf Smith | 6.1 | 397 | 1,317 | 1,284 | 921 | 842 | 1,339 | 1,159 | 1,703 | 1,055 | 1,011 | 643 | 529 | 3.10 |
| Delta | 1.9 | 78 | 255 | 300 | 268 | 264 | 735 | 512 | 694 | 250 | 268 | 115 | 61 | 2.63 |
| Denton | 110.0 | 11,584 | 35,194 | 29,402 | 16,282 | 8,246 | 9,292 | 26,813 | 34,142 | 20,398 | 18,529 | 6,891 | 3,227 | 2.68 |
| De Witt | 7.1 | 215 | 1,094 | 1,230 | 925 | 1,090 | 2,546 | 2,004 | 2,263 | 1,113 | 942 | 492 | 286 | 2.62 |
| Dickens | 1.0 | 32 | 120 | 141 | 134 | 150 | 423 | 331 | 360 | 103 | 129 | 36 | 41 | 2.40 |
| Dimmit | 3.0 | 122 | 527 | 671 | 481 | 442 | 757 | 477 | 718 | 521 | 524 | 390 | 370 | 3.40 |
| Donley | 1.5 | 62 | 189 | 191 | 209 | 225 | 624 | 427 | 612 | 185 | 169 | 66 | 41 | 2.47 |
| Duval | 4.1 | 147 | 697 | 803 | 611 | 639 | 1,203 | 831 | 1,017 | 761 | 653 | 474 | 364 | 3.12 |
| Eastland | 7.2 | 282 | 1,016 | 1,171 | 916 | 1,064 | 2,751 | 2,139 | 2,591 | 970 | 875 | 440 | 185 | 2.51 |
| Ector | 41.7 | 2,702 | 10,084 | 9,736 | 6,207 | 5,712 | 7,259 | 9,512 | 12,278 | 7,220 | 6,928 | 3,485 | 2,277 | 2.81 |
| Edwards | .8 | 27 | 135 | 165 | 129 | 142 | 202 | 189 | 250 | 113 | 112 | 74 | 62 | 2.88 |
| Ellis | 30.5 | 1,315 | 6,805 | 7,419 | 5,356 | 3,787 | 5,818 | 5,365 | 8,984 | 5,864 | 5,877 | 2,690 | 1,720 | 2.97 |
| El Paso | 185.5 | 9,934 | 42,843 | 44,999 | 29,958 | 26,099 | 31,667 | 32,075 | 44,376 | 34,433 | 33,410 | 22,185 | 19,021 | 3.33 |
| Erath | 11.2 | 1,575 | 2,074 | 1,924 | 1,377 | 1,299 | 2,951 | 3,232 | 3,839 | 1,660 | 1,531 | 624 | 314 | 2.59 |
| Falls | 6.4 | 246 | 934 | 1,050 | 823 | 1,026 | 2,321 | 1,902 | 1,990 | 974 | 838 | 383 | 313 | 2.73 |
| Fannin | 9.8 | 382 | 1,476 | 1,697 | 1,439 | 1,447 | 3,359 | 2,629 | 3,369 | 1,594 | 1,400 | 519 | 289 | 2.55 |
| Fayette | 8.1 | 227 | 1,214 | 1,404 | 1,032 | 1,169 | 3,054 | 2,338 | 2,882 | 1,115 | 1,066 | 446 | 253 | 2.46 |
| Fisher | 1.9 | 54 | 262 | 312 | 269 | 302 | 701 | 502 | 692 | 264 | 246 | 131 | 65 | 2.53 |
| Floyd | 2.9 | 157 | 492 | 517 | 412 | 422 | 900 | 669 | 963 | 419 | 395 | 247 | 207 | 2.90 |
| Foard | .7 | 22 | 94 | 106 | 86 | 97 | 295 | 220 | 239 | 94 | 85 | 40 | 22 | 2.43 |
| Fort Bend | 75.6 | 1,928 | 19,119 | 26,888 | 13,560 | 7,179 | 6,926 | 10,460 | 19,247 | 16,108 | 17,480 | 7,610 | 4,695 | 3.20 |
| Franklin | 3.0 | 122 | 438 | 551 | 449 | 489 | 951 | 720 | 1,125 | 429 | 427 | 204 | 95 | 2.63 |
| Freestone | 6.0 | 192 | 960 | 1,140 | 821 | 877 | 2,010 | 1,626 | 1,923 | 947 | 941 | 371 | 192 | 2.60 |
| Frio | 4.1 | 212 | 803 | 886 | 664 | 573 | 962 | 755 | 1,074 | 732 | 668 | 419 | 452 | 3.32 |
| Gaines | 4.5 | 273 | 1,057 | 940 | 686 | 639 | 905 | 843 | 1,293 | 691 | 771 | 450 | 452 | 3.09 |
| Galveston | 82.4 | 3,932 | 18,255 | 19,684 | 13,446 | 11,593 | 15,490 | 20,354 | 25,722 | 14,614 | 12,731 | 5,690 | 3,289 | 2.67 |
| Garza | 1.8 | 74 | 329 | 341 | 271 | 249 | 536 | 414 | 599 | 245 | 262 | 165 | 115 | 2.78 |
| Gillespie | 6.9 | 157 | 903 | 1,147 | 933 | 1,129 | 2,631 | 1,695 | 2,866 | 881 | 851 | 359 | 248 | 2.57 |
| Glasscock | .5 | 25 | 127 | 103 | 99 | 82 | 64 | 95 | 147 | 77 | 79 | 65 | 37 | 3.00 |
| Goliad | 2.2 | 55 | 353 | 444 | 319 | 354 | 675 | 513 | 729 | 341 | 357 | 174 | 86 | 2.77 |
| Gonzales | 6.2 | 246 | 1,042 | 1,096 | 854 | 962 | 2,000 | 1,624 | 1,920 | 915 | 906 | 460 | 375 | 2.77 |
| Gray | 9.2 | 396 | 1,648 | 1,659 | 1,303 | 1,416 | 2,778 | 2,415 | 3,261 | 1,377 | 1,394 | 518 | 235 | 2.49 |
| Grayson | 37.1 | 1,821 | 6,910 | 7,372 | 5,583 | 5,222 | 10,192 | 9,510 | 12,601 | 6,375 | 5,434 | 2,198 | 982 | 2.58 |
| Gregg | 40.2 | 2,292 | 8,524 | 8,651 | 6,018 | 5,447 | 9,268 | 10,581 | 12,721 | 6,961 | 6,069 | 2,480 | 1,388 | 2.62 |
| Grimes | 6.2 | 255 | 1,252 | 1,498 | 1,039 | 1,078 | 1,078 | 1,495 | 1,954 | 1,013 | 911 | 463 | 364 | 3.15 |
| Guadalupe | 23.9 | 1,049 | 4,908 | 5,345 | 4,015 | 3,366 | 5,217 | 4,658 | 7,703 | 4,446 | 4,019 | 1,914 | 1,160 | 2.86 |
| Hale | 11.6 | 708 | 2,452 | 2,213 | 1,670 | 1,678 | 2,879 | 2,552 | 3,508 | 1,816 | 1,842 | 984 | 898 | 2.98 |
| Hall | 1.6 | 40 | 175 | 230 | 202 | 238 | 715 | 590 | 526 | 197 | 170 | 75 | 42 | 2.25 |
| Hamilton | 3.2 | 118 | 431 | 457 | 413 | 479 | 1,302 | 988 | 1,213 | 400 | 384 | 145 | 70 | 2.41 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average Household Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **TEXAS (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Hansford | 2.1 | 85 | 423 | 459 | 334 | 311 | 488 | 487 | 675 | 312 | 351 | 195 | 80 | 2.71 |
| Hardeman | 2.1 | 80 | 299 | 315 | 294 | 298 | 814 | 702 | 659 | 293 | 253 | 113 | 80 | 2.43 |
| Hardin | 14.7 | 559 | 2,787 | 3,330 | 2,596 | 2,187 | 3,241 | 2,881 | 4,512 | 2,884 | 2,625 | 1,178 | 620 | 2.80 |
| Harris | 1,039.5 | 67,211 | 284,026 | 276,822 | 167,076 | 114,801 | 129,564 | 276,686 | 288,703 | 178,534 | 158,428 | 77,690 | 59,459 | 2.75 |
| Harrison | 21.0 | 822 | 3,936 | 4,553 | 3,317 | 3,006 | 5,366 | 4,905 | 6,415 | 3,825 | 3,374 | 1,542 | 939 | 2.78 |
| Hartley | 1.3 | 35 | 211 | 278 | 255 | 198 | 323 | 270 | 466 | 205 | 217 | 100 | 42 | 2.77 |
| Haskell | 2.7 | 77 | 388 | 405 | 324 | 421 | 1,085 | 762 | 1,014 | 349 | 343 | 139 | 93 | 2.44 |
| Hays | 23.4 | 3,988 | 4,992 | 5,611 | 3,174 | 2,232 | 3,403 | 5,323 | 7,800 | 4,031 | 3,641 | 1,674 | 931 | 2.93 |
| Hemphill | 1.3 | 50 | 254 | 284 | 221 | 180 | 311 | 352 | 379 | 224 | 205 | 94 | 46 | 2.62 |
| Henderson | 23.9 | 903 | 3,455 | 4,001 | 3,731 | 4,221 | 7,589 | 5,501 | 9,496 | 3,699 | 3,004 | 1,426 | 774 | 2.55 |
| Hidalgo | 108.8 | 4,698 | 21,831 | 26,173 | 16,887 | 14,378 | 24,833 | 14,915 | 25,295 | 17,056 | 18,392 | 15,184 | 17,958 | 3.73 |
| Hill | 10.4 | 389 | 1,477 | 1,760 | 1,501 | 1,572 | 3,701 | 2,723 | 3,628 | 1,558 | 1,383 | 690 | 418 | 2.65 |
| Hockley | 7.8 | 485 | 1,715 | 1,659 | 1,189 | 1,034 | 1,718 | 1,499 | 2,327 | 1,281 | 1,409 | 770 | 514 | 3.05 |
| Hood | 12.4 | 428 | 2,237 | 2,542 | 1,954 | 2,056 | 3,183 | 2,419 | 5,030 | 1,980 | 1,912 | 730 | 329 | 2.59 |
| Hopkins | 11.1 | 583 | 2,035 | 2,160 | 1,704 | 1,476 | 3,142 | 2,738 | 3,609 | 1,868 | 1,840 | 703 | 342 | 2.65 |
| Houston | 7.5 | 293 | 1,141 | 1,282 | 1,014 | 1,145 | 2,625 | 2,011 | 2,638 | 1,123 | 998 | 456 | 274 | 2.92 |
| Howard | 11.1 | 506 | 2,096 | 2,074 | 1,681 | 1,824 | 2,919 | 2,674 | 3,770 | 1,790 | 1,615 | 774 | 477 | 2.83 |
| Hudspeth | .9 | 36 | 190 | 187 | 153 | 139 | 195 | 202 | 240 | 157 | 137 | 89 | 75 | 3.33 |
| Hunt | 24.7 | 1,434 | 4,673 | 4,730 | 4,220 | 3,565 | 6,078 | 6,000 | 8,242 | 4,203 | 3,684 | 1,618 | 953 | 2.67 |
| Hutchinson | 9.3 | 409 | 1,770 | 1,906 | 1,285 | 1,394 | 2,536 | 2,130 | 3,245 | 1,441 | 1,445 | 714 | 325 | 2.66 |
| Irion | .6 | 21 | 108 | 116 | 106 | 97 | 152 | 121 | 205 | 108 | 108 | 40 | 18 | 2.67 |
| Jack | 2.7 | 87 | 446 | 493 | 374 | 428 | 872 | 741 | 902 | 408 | 401 | 177 | 71 | 2.52 |
| Jackson | 4.7 | 160 | 732 | 935 | 681 | 713 | 1,479 | 1,132 | 1,512 | 773 | 730 | 362 | 191 | 2.70 |
| Jasper | 11.4 | 442 | 1,882 | 2,178 | 1,741 | 1,846 | 3,311 | 2,537 | 3,866 | 1,925 | 1,692 | 845 | 535 | 2.74 |
| Jeff Davis | .8 | 31 | 106 | 149 | 136 | 121 | 257 | 232 | 290 | 110 | 89 | 55 | 24 | 2.50 |
| Jefferson | 89.5 | 4,461 | 17,595 | 18,783 | 12,874 | 13,355 | 22,432 | 23,709 | 28,176 | 15,042 | 12,949 | 5,689 | 3,935 | 2.64 |
| Jim Hogg | 1.7 | 61 | 271 | 345 | 265 | 256 | 502 | 341 | 434 | 316 | 267 | 213 | 129 | 2.94 |
| Jim Wells | 11.8 | 465 | 2,236 | 2,604 | 1,853 | 1,863 | 2,779 | 2,186 | 3,054 | 2,084 | 2,175 | 1,348 | 953 | 3.14 |
| Johnson | 35.0 | 1,601 | 7,420 | 8,416 | 6,286 | 4,682 | 6,595 | 6,095 | 11,083 | 6,810 | 6,688 | 2,778 | 1,546 | 2.91 |
| Jones | 6.1 | 228 | 966 | 1,130 | 898 | 884 | 1,994 | 1,516 | 2,099 | 909 | 915 | 402 | 259 | 2.66 |
| Karnes | 4.3 | 122 | 746 | 764 | 571 | 670 | 1,427 | 1,035 | 1,289 | 686 | 632 | 376 | 282 | 2.84 |
| Kaufman | 19.0 | 718 | 3,607 | 4,517 | 3,315 | 2,661 | 4,182 | 3,681 | 5,780 | 3,481 | 3,468 | 1,572 | 1,018 | 2.94 |
| Kendall | 5.8 | 164 | 955 | 1,266 | 1,056 | 845 | 1,514 | 1,180 | 2,069 | 1,069 | 923 | 362 | 197 | 2.69 |
| Kenedy | .1 | 2 | 20 | 19 | 18 | 24 | 17 | 17 | 28 | 22 | 11 | 12 | 10 | 4.00 |
| Kent | .4 | 8 | 55 | 65 | 64 | 70 | 138 | 111 | 152 | 45 | 51 | 28 | 13 | 2.50 |
| Kerr | 14.8 | 503 | 2,164 | 2,447 | 1,857 | 2,160 | 5,669 | 4,116 | 5,783 | 2,045 | 1,655 | 772 | 429 | 2.50 |
| Kimble | 1.6 | 47 | 200 | 262 | 246 | 271 | 574 | 397 | 622 | 249 | 181 | 93 | 58 | 2.56 |
| King | .1 | 6 | 22 | 26 | 19 | 15 | 12 | 15 | 35 | 19 | 22 | 6 | 3 | 4.00 |
| Kinney | 1.2 | 34 | 144 | 192 | 145 | 228 | 457 | 323 | 429 | 157 | 132 | 97 | 62 | 2.75 |
| Kleberg | 9.7 | 899 | 2,187 | 1,936 | 1,464 | 1,292 | 1,922 | 2,149 | 2,634 | 1,766 | 1,616 | 936 | 599 | 3.04 |
| Knox | 1.9 | 60 | 293 | 313 | 230 | 287 | 717 | 601 | 616 | 247 | 244 | 129 | 63 | 2.47 |
| Lamar | 16.9 | 876 | 2,879 | 3,208 | 2,600 | 2,272 | 5,065 | 4,304 | 5,537 | 2,905 | 2,575 | 1,059 | 520 | 2.62 |
| Lamb | 5.3 | 208 | 859 | 914 | 744 | 819 | 1,756 | 1,298 | 1,790 | 724 | 745 | 412 | 331 | 2.75 |
| Lampasas | 5.2 | 256 | 835 | 1,023 | 870 | 797 | 1,419 | 1,228 | 1,732 | 808 | 761 | 371 | 220 | 2.65 |
| La Salle | 1.7 | 68 | 273 | 361 | 273 | 233 | 492 | 383 | 434 | 294 | 264 | 168 | 157 | 3.00 |
| Lavaca | 7.2 | 193 | 1,024 | 1,209 | 926 | 1,036 | 2,812 | 2,011 | 2,472 | 1,069 | 905 | 469 | 274 | 2.54 |
| Lee | 4.7 | 190 | 858 | 954 | 669 | 676 | 1,353 | 1,168 | 1,526 | 791 | 698 | 318 | 199 | 2.72 |
| Leon | 5.0 | 193 | 759 | 825 | 673 | 825 | 1,725 | 1,334 | 1,769 | 703 | 690 | 326 | 178 | 2.54 |
| Liberty | 18.4 | 796 | 3,496 | 4,081 | 3,069 | 2,726 | 4,232 | 3,960 | 5,511 | 3,345 | 3,195 | 1,448 | 941 | 2.90 |
| Limestone | 7.7 | 306 | 1,303 | 1,379 | 1,030 | 1,100 | 2,582 | 2,146 | 2,538 | 1,149 | 1,055 | 501 | 311 | 2.74 |
| Lipscomb | 1.2 | 33 | 227 | 232 | 179 | 170 | 359 | 370 | 387 | 162 | 170 | 77 | 34 | 2.42 |
| Live Oak | 3.4 | 88 | 538 | 651 | 547 | 576 | 1,000 | 780 | 1,161 | 569 | 468 | 270 | 152 | 2.97 |
| Llano | 5.5 | 115 | 491 | 647 | 629 | 1,029 | 2,589 | 1,566 | 2,682 | 560 | 431 | 178 | 83 | 2.18 |
| Loving | .1 | 13 | 33 | 12 | 10 | 16 | 16 | 100 | | | | | | 1.00 |
| Lubbock | 82.9 | 10,115 | 19,571 | 17,157 | 11,257 | 9,957 | 14,843 | 21,482 | 26,279 | 14,053 | 12,245 | 5,373 | 3,468 | 2.73 |
| Lynn | 2.3 | 97 | 447 | 374 | 352 | 344 | 686 | 514 | 761 | 344 | 329 | 211 | 141 | 2.83 |
| McCulloch | 3.4 | 127 | 475 | 572 | 456 | 493 | 1,277 | 965 | 1,155 | 480 | 448 | 205 | 147 | 2.62 |
| McLennan | 71.0 | 7,534 | 14,127 | 13,811 | 9,790 | 9,232 | 16,506 | 18,610 | 22,552 | 12,048 | 10,577 | 4,438 | 2,775 | 2.69 |
| McMullen | .3 | 5 | 52 | 51 | 56 | 55 | 81 | 73 | 115 | 48 | 29 | 23 | 12 | 2.67 |
| Madison | 3.3 | 133 | 498 | 539 | 461 | 487 | 1,162 | 900 | 1,093 | 497 | 447 | 228 | 135 | 3.42 |
| Marion | 4.0 | 109 | 556 | 471 | 596 | 710 | 1,358 | 1,098 | 1,443 | 637 | 476 | 211 | 135 | 2.48 |
| Martin | 1.6 | 65 | 305 | 364 | 252 | 239 | 375 | 319 | 480 | 244 | 271 | 149 | 137 | 3.06 |
| Mason | 1.4 | 44 | 175 | 225 | 185 | 215 | 556 | 411 | 533 | 186 | 173 | 65 | 32 | 2.36 |
| Matagorda | 12.9 | 608 | 2,858 | 2,847 | 1,966 | 1,781 | 2,840 | 3,009 | 3,832 | 2,172 | 2,124 | 1,013 | 750 | 2.82 |
| Maverick | 10.1 | 463 | 1,859 | 2,531 | 1,665 | 1,536 | 2,046 | 1,531 | 1,833 | 1,727 | 1,751 | 1,583 | 1,675 | 3.72 |
| Medina | 9.5 | 365 | 1,647 | 2,061 | 1,464 | 1,482 | 2,481 | 1,784 | 2,936 | 1,652 | 1,601 | 918 | 609 | 2.99 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average Household Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/91 Total Households (Thousands) | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **TEXAS (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Menard | .9 | 17 | 107 | 142 | 128 | 147 | 359 | 282 | 316 | 122 | 100 | 55 | 25 | 2.44 |
| Midland | 39.5 | 2,347 | 9,990 | 9,688 | 5,621 | 5,419 | 6,435 | 9,517 | 11,733 | 6,711 | 6,660 | 3,153 | 1,726 | 2.74 |
| Milam | 8.6 | 289 | 1,336 | 1,581 | 1,230 | 1,265 | 2,899 | 2,357 | 2,713 | 1,278 | 1,239 | 616 | 397 | 2.63 |
| Mills | 1.8 | 41 | 236 | 284 | 227 | 253 | 759 | 521 | 693 | 235 | 204 | 97 | 50 | 2.50 |
| Mitchell | 3.0 | 97 | 441 | 531 | 363 | 475 | 1,093 | 831 | 1,000 | 439 | 384 | 214 | 132 | 2.60 |
| Montague | 6.8 | 241 | 1,009 | 1,095 | 972 | 1,067 | 2,416 | 1,815 | 2,475 | 1,026 | 919 | 351 | 214 | 2.51 |
| Montgomery | 66.1 | 2,801 | 14,300 | 17,277 | 12,564 | 8,601 | 10,557 | 12,135 | 20,479 | 12,722 | 12,329 | 5,456 | 2,979 | 2.87 |
| Moore | 6.1 | 424 | 1,453 | 1,317 | 884 | 843 | 1,179 | 1,164 | 1,875 | 991 | 1,164 | 536 | 370 | 2.93 |
| Morris | 4.9 | 171 | 847 | 920 | 697 | 814 | 1,451 | 1,163 | 1,668 | 840 | 748 | 294 | 187 | 2.65 |
| Motley | .6 | 15 | 69 | 83 | 83 | 86 | 264 | 182 | 227 | 60 | 82 | 31 | 18 | 2.50 |
| Nacogdoches | 20.6 | 3,381 | 3,923 | 3,921 | 2,584 | 2,417 | 4,374 | 5,575 | 6,925 | 3,466 | 2,863 | 1,102 | 669 | 2.72 |
| Navarro | 15.0 | 731 | 2,654 | 2,705 | 2,211 | 2,088 | 4,611 | 3,857 | 4,835 | 2,507 | 2,206 | 969 | 626 | 2.70 |
| Newton | 4.9 | 197 | 804 | 967 | 830 | 804 | 1,298 | 1,086 | 1,577 | 846 | 744 | 390 | 257 | 2.78 |
| Nolan | 6.1 | 325 | 1,038 | 1,176 | 885 | 859 | 1,817 | 1,554 | 2,057 | 962 | 850 | 418 | 259 | 2.70 |
| Nueces | 100.8 | 5,295 | 22,763 | 24,274 | 15,370 | 13,596 | 19,502 | 22,466 | 28,249 | 18,196 | 16,273 | 9,190 | 6,426 | 2.92 |
| Ochiltree | 3.1 | 165 | 753 | 691 | 442 | 433 | 616 | 648 | 1,002 | 512 | 587 | 240 | 111 | 2.81 |
| Oldham | .7 | 25 | 140 | 144 | 110 | 107 | 174 | 143 | 245 | 107 | 114 | 57 | 34 | 3.29 |
| Orange | 28.9 | 1,271 | 5,819 | 6,385 | 5,112 | 4,515 | 5,798 | 5,726 | 9,134 | 5,604 | 5,177 | 2,213 | 1,046 | 2.78 |
| Palo Pinto | 9.5 | 427 | 1,633 | 1,759 | 1,436 | 1,512 | 2,733 | 2,346 | 3,320 | 1,519 | 1,341 | 619 | 355 | 2.61 |
| Panola | 8.4 | 325 | 1,422 | 1,694 | 1,295 | 1,225 | 2,439 | 2,078 | 2,660 | 1,373 | 1,386 | 610 | 293 | 2.65 |
| Parker | 24.6 | 1,012 | 4,755 | 5,937 | 4,518 | 3,477 | 4,901 | 4,470 | 8,178 | 4,782 | 4,413 | 1,922 | 835 | 2.82 |
| Parmer | 3.2 | 160 | 651 | 652 | 528 | 436 | 773 | 606 | 999 | 484 | 506 | 335 | 270 | 3.00 |
| Pecos | 4.6 | 242 | 894 | 990 | 789 | 751 | 934 | 856 | 1,295 | 771 | 797 | 523 | 358 | 3.11 |
| Polk | 12.3 | 417 | 1,673 | 1,935 | 1,761 | 2,261 | 4,253 | 2,939 | 4,740 | 1,806 | 1,549 | 743 | 823 | 2.59 |
| Potter | 36.8 | 2,701 | 8,312 | 7,405 | 4,957 | 4,948 | 8,477 | 10,557 | 11,206 | 5,901 | 4,930 | 2,465 | 1,741 | 2.63 |
| Presidio | 2.4 | 75 | 370 | 457 | 389 | 406 | 703 | 571 | 644 | 400 | 358 | 242 | 185 | 2.92 |
| Rains | 2.8 | 97 | 433 | 500 | 410 | 493 | 867 | 676 | 1,004 | 460 | 410 | 173 | 77 | 2.57 |
| Randall | 36.0 | 2,574 | 8,209 | 8,642 | 5,533 | 4,865 | 6,177 | 8,753 | 12,052 | 6,213 | 6,007 | 2,124 | 851 | 2.58 |
| Reagan | 1.3 | 62 | 351 | 360 | 186 | 147 | 194 | 208 | 306 | 208 | 285 | 172 | 121 | 3.31 |
| Real | .9 | 28 | 98 | 128 | 160 | 168 | 318 | 218 | 360 | 119 | 106 | 56 | 41 | 2.78 |
| Red River | 5.6 | 187 | 769 | 919 | 804 | 868 | 2,053 | 1,586 | 1,900 | 853 | 771 | 316 | 174 | 2.54 |
| Reeves | 4.7 | 202 | 911 | 997 | 747 | 745 | 1,098 | 910 | 1,212 | 805 | 766 | 542 | 465 | 3.30 |
| Refugio | 2.9 | 91 | 482 | 541 | 470 | 453 | 863 | 702 | 884 | 539 | 423 | 225 | 127 | 2.69 |
| Roberts | .4 | 8 | 75 | 87 | 68 | 68 | 94 | 110 | 122 | 68 | 71 | 20 | 9 | 2.50 |
| Robertson | 5.8 | 232 | 978 | 994 | 770 | 860 | 1,966 | 1,588 | 1,827 | 865 | 790 | 392 | 338 | 2.67 |
| Rockwall | 9.8 | 283 | 2,098 | 2,779 | 2,075 | 1,247 | 1,318 | 1,538 | 3,170 | 1,964 | 1,969 | 763 | 396 | 2.90 |
| Runnels | 4.3 | 166 | 637 | 747 | 571 | 624 | 1,555 | 1,145 | 1,478 | 622 | 587 | 291 | 177 | 2.58 |
| Rusk | 16.5 | 587 | 2,853 | 3,274 | 2,399 | 2,355 | 5,032 | 4,029 | 5,339 | 2,693 | 2,660 | 1,096 | 683 | 2.67 |
| Sabine | 4.1 | 117 | 438 | 488 | 573 | 830 | 1,654 | 1,032 | 1,770 | 583 | 406 | 194 | 115 | 2.39 |
| San Augustine | 3.1 | 97 | 407 | 442 | 452 | 547 | 1,155 | 796 | 1,131 | 487 | 388 | 168 | 130 | 2.58 |
| San Jacinto | 6.4 | 226 | 910 | 1,185 | 1,064 | 1,248 | 1,767 | 1,409 | 2,441 | 985 | 843 | 434 | 288 | 2.64 |
| San Patricio | 18.7 | 701 | 3,534 | 4,341 | 3,218 | 2,910 | 3,996 | 3,321 | 5,133 | 3,368 | 3,315 | 1,996 | 1,567 | 3.14 |
| San Saba | 2.1 | 75 | 270 | 349 | 290 | 303 | 813 | 599 | 745 | 299 | 247 | 138 | 72 | 2.57 |
| Schleicher | 1.0 | 29 | 177 | 225 | 133 | 152 | 284 | 220 | 319 | 138 | 181 | 88 | 54 | 2.80 |
| Scurry | 6.2 | 343 | 1,336 | 1,434 | 939 | 1,042 | 1,106 | 1,382 | 2,035 | 982 | 1,056 | 465 | 280 | 2.90 |
| Shackelford | 1.3 | 31 | 227 | 244 | 155 | 189 | 454 | 435 | 430 | 164 | 153 | 76 | 42 | 2.38 |
| Shelby | 8.6 | 359 | 1,317 | 1,451 | 1,223 | 1,367 | 2,883 | 2,263 | 2,878 | 1,369 | 1,231 | 523 | 336 | 2.59 |
| Sherman | 1.0 | 44 | 185 | 197 | 172 | 157 | 245 | 217 | 338 | 188 | 141 | 77 | 39 | 2.80 |
| Smith | 58.2 | 3,408 | 11,708 | 12,499 | 8,713 | 7,954 | 13,918 | 14,405 | 19,150 | 9,775 | 8,788 | 3,765 | 2,317 | 2.66 |
| Somervell | 2.1 | 112 | 398 | 529 | 334 | 259 | 468 | 513 | 613 | 368 | 353 | 167 | 86 | 2.76 |
| Starr | 11.0 | 532 | 2,388 | 2,558 | 2,006 | 1,499 | 2,017 | 1,163 | 1,815 | 2,041 | 2,063 | 1,934 | 1,984 | 3.93 |
| Stephens | 3.4 | 124 | 515 | 592 | 509 | 510 | 1,150 | 966 | 1,104 | 509 | 508 | 211 | 102 | 2.53 |
| Sterling | .5 | 22 | 130 | 103 | 65 | 64 | 116 | 111 | 145 | 85 | 95 | 47 | 17 | 2.80 |
| Stonewall | .8 | 31 | 138 | 119 | 105 | 134 | 273 | 230 | 277 | 107 | 116 | 56 | 14 | 2.50 |
| Sutton | 1.4 | 75 | 268 | 336 | 244 | 197 | 280 | 313 | 414 | 242 | 245 | 120 | 66 | 2.79 |
| Swisher | 2.9 | 140 | 496 | 503 | 398 | 458 | 905 | 720 | 966 | 421 | 405 | 213 | 175 | 2.76 |
| Tarrant | 459.5 | 33,323 | 128,086 | 111,165 | 70,735 | 50,588 | 65,603 | 115,459 | 142,052 | 82,757 | 72,001 | 29,360 | 17,871 | 2.67 |
| Taylor | 43.6 | 3,676 | 10,144 | 9,014 | 5,940 | 5,411 | 9,415 | 10,948 | 13,875 | 7,465 | 6,763 | 2,946 | 1,603 | 2.75 |
| Terrell | .5 | 9 | 81 | 96 | 90 | 88 | 136 | 124 | 162 | 71 | 71 | 46 | 26 | 2.80 |
| Terry | 4.3 | 189 | 812 | 810 | 674 | 665 | 1,150 | 862 | 1,385 | 633 | 691 | 416 | 313 | 3.00 |
| Throckmorton | .8 | 21 | 127 | 129 | 120 | 112 | 291 | 350 | 214 | 108 | 90 | 26 | 12 | 2.13 |
| Titus | 8.5 | 472 | 1,591 | 1,753 | 1,180 | 1,108 | 2,396 | 1,892 | 2,721 | 1,412 | 1,402 | 609 | 464 | 2.86 |
| Tom Green | 36.2 | 2,700 | 7,773 | 7,854 | 5,076 | 4,669 | 8,128 | 9,142 | 11,426 | 6,145 | 5,601 | 2,438 | 1,428 | 2.78 |
| Travis | 243.2 | 31,261 | 71,897 | 60,212 | 30,453 | 21,040 | 28,337 | 77,803 | 77,403 | 38,553 | 29,431 | 12,330 | 7,680 | 2.47 |
| Trinity | 4.8 | 170 | 676 | 684 | 678 | 884 | 1,700 | 1,234 | 1,885 | 750 | 513 | 263 | 155 | 2.44 |
| Tyler | 6.1 | 168 | 833 | 969 | 946 | 1,090 | 2,094 | 1,428 | 2,372 | 900 | 779 | 375 | 246 | 2.79 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | Average Household Size |
| **TEXAS (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Upshur | 11.4 | 438 | 1,938 | 2,279 | 1,837 | 1,757 | 3,131 | 2,452 | 3,842 | 1,993 | 1,824 | 812 | 477 | 2.76 |
| Upton | 1.5 | 58 | 330 | 356 | 231 | 232 | 293 | 365 | 382 | 247 | 256 | 161 | 89 | 2.87 |
| Uvalde | 7.7 | 409 | 1,374 | 1,592 | 1,228 | 1,136 | 1,961 | 1,515 | 2,141 | 1,369 | 1,279 | 750 | 646 | 3.06 |
| Val Verde | 12.0 | 722 | 2,547 | 2,489 | 2,015 | 1,773 | 2,454 | 2,025 | 3,219 | 2,188 | 1,989 | 1,343 | 1,236 | 3.28 |
| Van Zandt | 14.8 | 471 | 2,165 | 2,768 | 2,422 | 2,443 | 4,531 | 3,271 | 5,414 | 2,444 | 2,188 | 975 | 508 | 2.66 |
| Victoria | 26.3 | 1,355 | 5,806 | 6,238 | 4,091 | 3,578 | 5,232 | 5,676 | 7,857 | 4,741 | 4,486 | 2,262 | 1,278 | 2.83 |
| Walker | 15.6 | 2,501 | 3,263 | 2,901 | 2,062 | 1,872 | 3,001 | 4,235 | 5,280 | 2,635 | 1,997 | 932 | 521 | 3.40 |
| Waller | 7.4 | 549 | 1,323 | 1,614 | 1,228 | 1,034 | 1,652 | 1,692 | 2,258 | 1,331 | 1,135 | 563 | 421 | 3.20 |
| Ward | 4.2 | 198 | 888 | 923 | 611 | 635 | 945 | 891 | 1,200 | 721 | 727 | 421 | 240 | 2.98 |
| Washington | 9.8 | 468 | 1,717 | 1,884 | 1,284 | 1,455 | 2,992 | 2,617 | 3,201 | 1,547 | 1,480 | 613 | 342 | 2.71 |
| Webb | 35.8 | 1,508 | 7,924 | 8,571 | 6,005 | 4,992 | 6,800 | 4,597 | 6,621 | 6,086 | 6,542 | 5,514 | 6,440 | 3.89 |
| Wharton | 14.1 | 567 | 2,622 | 2,979 | 2,103 | 1,975 | 3,854 | 3,413 | 4,104 | 2,359 | 2,287 | 1,175 | 762 | 2.81 |
| Wheeler | 2.2 | 67 | 321 | 383 | 324 | 327 | 778 | 634 | 771 | 297 | 294 | 129 | 75 | 2.55 |
| Wichita | 45.2 | 3,035 | 10,185 | 9,116 | 6,390 | 6,423 | 10,051 | 11,630 | 14,591 | 7,861 | 6,948 | 2,826 | 1,344 | 2.71 |
| Wilbarger | 5.6 | 255 | 957 | 974 | 787 | 756 | 1,871 | 1,607 | 1,851 | 819 | 782 | 339 | 202 | 2.63 |
| Willacy | 5.0 | 182 | 884 | 1,045 | 743 | 815 | 1,331 | 842 | 1,192 | 797 | 776 | 641 | 752 | 3.56 |
| Williamson | 52.2 | 2,881 | 14,452 | 14,861 | 8,156 | 4,794 | 7,056 | 10,230 | 15,398 | 10,199 | 10,183 | 4,162 | 2,028 | 2.85 |
| Wilson | 7.9 | 282 | 1,546 | 1,793 | 1,276 | 1,129 | 1,874 | 1,333 | 2,334 | 1,439 | 1,531 | 783 | 480 | 3.03 |
| Winkler | 2.7 | 118 | 583 | 536 | 393 | 397 | 673 | 529 | 847 | 429 | 453 | 250 | 192 | 3.00 |
| Wise | 12.5 | 480 | 2,409 | 2,760 | 2,214 | 1,797 | 2,840 | 2,464 | 4,152 | 2,206 | 2,156 | 936 | 586 | 2.86 |
| Wood | 11.8 | 378 | 1,655 | 1,959 | 1,751 | 1,958 | 4,099 | 2,917 | 4,542 | 1,710 | 1,554 | 724 | 353 | 2.56 |
| Yoakum | 2.8 | 129 | 701 | 669 | 461 | 361 | 479 | 437 | 819 | 475 | 572 | 315 | 182 | 3.11 |
| Young | 6.9 | 260 | 1,246 | 1,283 | 956 | 1,022 | 2,133 | 1,757 | 2,435 | 1,069 | 1,042 | 398 | 199 | 2.55 |
| Zapata | 3.0 | 130 | 532 | 594 | 408 | 383 | 953 | 488 | 856 | 497 | 453 | 370 | 336 | 3.27 |
| Zavala | 3.4 | 157 | 591 | 707 | 508 | 494 | 943 | 541 | 725 | 616 | 581 | 416 | 521 | 3.62 |
| **TOTAL METRO COUNTIES** | **5,091.6** | **351,158** | **1,295,772** | **1,249,885** | **788,479** | **597,517** | **808,789** | **1,243,327** | **1,490,929** | **893,902** | **799,883** | **386,261** | **277,298** | **2.81** |
| **TOTAL STATE** | **6,222.6** | **404,328** | **1,492,047** | **1,466,752** | **956,548** | **767,136** | **1,135,789** | **1,513,493** | **1,863,520** | **1,074,776** | **967,932** | **470,096** | **322,783** | **2.80** |
| **UTAH** | | | | | | | | | | | | | | |
| **PROVO - OREM** | **72.3** | **9,588** | **18,740** | **15,012** | **9,494** | **7,417** | **12,049** | **8,974** | **18,888** | **10,983** | **11,465** | **8,073** | **13,917** | **3.76** |
| Utah | 72.3 | 9,588 | 18,740 | 15,012 | 9,494 | 7,417 | 12,049 | 8,974 | 18,888 | 10,983 | 11,465 | 8,073 | 13,917 | 3.76 |
| **SALT LAKE CITY - OGDEN** | **357.4** | **23,778** | **90,295** | **88,597** | **53,787** | **40,348** | **60,595** | **74,849** | **100,429** | **56,730** | **53,770** | **33,350** | **38,272** | **3.09** |
| Davis | 56.0 | 3,237 | 14,782 | 14,262 | 9,273 | 6,798 | 7,648 | 7,555 | 14,498 | 9,234 | 9,610 | 6,646 | 8,457 | 3.50 |
| Salt Lake | 247.0 | 17,088 | 63,301 | 62,231 | 36,513 | 26,543 | 41,324 | 55,638 | 69,481 | 38,788 | 36,383 | 21,834 | 24,876 | 3.02 |
| Weber | 54.4 | 3,453 | 12,212 | 12,104 | 8,001 | 7,007 | 11,623 | 11,656 | 16,450 | 8,708 | 7,777 | 4,870 | 4,939 | 2.97 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Beaver | 1.6 | 56 | 249 | 321 | 226 | 228 | 520 | 376 | 525 | 183 | 192 | 145 | 179 | 2.88 |
| Box Elder | 11.3 | 470 | 2,624 | 2,464 | 1,711 | 1,606 | 2,425 | 1,908 | 3,226 | 1,566 | 1,599 | 1,286 | 1,715 | 3.34 |
| Cache | 21.0 | 2,754 | 5,575 | 4,454 | 2,590 | 1,899 | 3,728 | 3,629 | 5,927 | 3,139 | 2,993 | 2,237 | 3,075 | 3.43 |
| Carbon | 6.8 | 288 | 1,312 | 1,614 | 910 | 865 | 1,811 | 1,505 | 2,044 | 1,026 | 1,063 | 642 | 520 | 2.91 |
| Daggett | .3 | 13 | 57 | 68 | 47 | 57 | 58 | 134 | 68 | 37 | 25 | 23 | 13 | 2.33 |
| Davis | 56.0 | 3,237 | 14,782 | 14,262 | 9,273 | 6,798 | 7,648 | 7,555 | 14,498 | 9,234 | 9,610 | 6,646 | 8,457 | 3.50 |
| Duchesne | 3.6 | 192 | 818 | 853 | 601 | 422 | 714 | 574 | 978 | 502 | 543 | 424 | 579 | 3.36 |
| Emery | 3.0 | 113 | 689 | 793 | 500 | 358 | 547 | 469 | 765 | 456 | 454 | 374 | 482 | 3.37 |
| Garfield | 1.3 | 47 | 231 | 245 | 200 | 198 | 379 | 261 | 473 | 156 | 138 | 115 | 157 | 3.15 |
| Grand | 2.4 | 84 | 429 | 589 | 360 | 385 | 553 | 641 | 810 | 310 | 336 | 155 | 148 | 2.67 |
| Iron | 6.3 | 687 | 1,281 | 1,336 | 920 | 775 | 1,301 | 1,055 | 1,918 | 984 | 862 | 660 | 821 | 3.33 |
| Juab | 1.8 | 65 | 308 | 378 | 268 | 246 | 535 | 379 | 524 | 213 | 246 | 180 | 258 | 3.17 |
| Kane | 1.9 | 82 | 329 | 406 | 299 | 273 | 511 | 393 | 667 | 239 | 230 | 147 | 224 | 2.89 |
| Millard | 3.2 | 106 | 656 | 693 | 477 | 401 | 867 | 608 | 912 | 355 | 396 | 357 | 572 | 3.41 |
| Morgan | 1.6 | 39 | 312 | 369 | 328 | 238 | 314 | 188 | 454 | 226 | 249 | 206 | 277 | 3.56 |
| Piute | .5 | 15 | 49 | 61 | 94 | 91 | 190 | 153 | 158 | 55 | 54 | 41 | 39 | 2.60 |
| Rich | .5 | 19 | 100 | 123 | 70 | 59 | 129 | 93 | 148 | 64 | 57 | 64 | 74 | 3.40 |
| Salt Lake | 247.0 | 17,088 | 63,301 | 62,231 | 36,513 | 26,543 | 41,324 | 55,638 | 69,481 | 38,788 | 36,383 | 21,834 | 24,876 | 3.02 |
| San Juan | 3.4 | 167 | 779 | 823 | 568 | 470 | 593 | 540 | 731 | 482 | 478 | 466 | 703 | 3.74 |
| Sanpete | 4.9 | 333 | 795 | 1,051 | 662 | 590 | 1,469 | 1,004 | 1,470 | 537 | 570 | 512 | 807 | 3.45 |
| Sevier | 4.9 | 209 | 858 | 1,068 | 697 | 670 | 1,398 | 943 | 1,591 | 584 | 636 | 471 | 675 | 3.14 |
| Summit | 3.6 | 262 | 1,424 | 1,830 | 928 | 518 | 638 | 1,099 | 1,767 | 929 | 930 | 444 | 431 | 2.96 |
| Tooele | 8.7 | 474 | 1,833 | 2,085 | 1,529 | 1,200 | 1,579 | 1,629 | 2,469 | 1,475 | 1,379 | 921 | 827 | 3.09 |
| Uintah | 6.6 | 328 | 1,561 | 1,650 | 1,031 | 851 | 1,179 | 1,098 | 1,813 | 964 | 1,068 | 698 | 959 | 3.33 |
| Utah | 72.3 | 9,588 | 18,740 | 15,012 | 9,494 | 7,417 | 12,049 | 8,974 | 18,888 | 10,983 | 11,465 | 8,073 | 13,917 | 3.76 |
| Wasatch | 3.2 | 155 | 697 | 786 | 507 | 402 | 653 | 550 | 925 | 462 | 500 | 314 | 449 | 3.28 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average House-hold Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **UTAH (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Washington | 16.5 | 1,078 | 2,916 | 3,086 | 2,005 | 2,172 | 5,243 | 2,855 | 6,059 | 2,083 | 1,819 | 1,361 | 2,323 | 3.18 |
| Wayne | .7 | 10 | 126 | 159 | 96 | 85 | 224 | 138 | 245 | 78 | 80 | 68 | 91 | 3.14 |
| Weber | 54.4 | 3,453 | 12,212 | 12,104 | 8,001 | 7,007 | 11,623 | 11,656 | 16,450 | 8,708 | 7,777 | 4,870 | 4,939 | 2.97 |
| **TOTAL METRO COUNTIES** | **429.7** | **33,366** | **109,035** | **103,609** | **63,281** | **47,765** | **72,644** | **83,823** | **119,317** | **67,713** | **65,235** | **41,423** | **52,189** | **3.20** |
| **TOTAL STATE** | **551.3** | **41,412** | **135,043** | **130,914** | **80,905** | **62,824** | **100,202** | **106,045** | **155,984** | **84,818** | **82,132** | **53,734** | **68,587** | **3.21** |
| **VERMONT** | | | | | | | | | | | | | | |
| **BURLINGTON** | **51.8** | **4,383** | **13,138** | **13,132** | **8,024** | **5,674** | **7,449** | **12,050** | **17,493** | **9,451** | **8,502** | **3,055** | **1,249** | **2.71** |
| Chittenden | 49.8 | 4,318 | 12,708 | 12,626 | 7,693 | 5,408 | 7,047 | 11,645 | 16,774 | 9,099 | 8,172 | 2,913 | 1,197 | 2.71 |
| Grand Isle | 2.0 | 65 | 430 | 506 | 331 | 266 | 402 | 405 | 719 | 352 | 330 | 142 | 52 | 2.65 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Addison | 11.7 | 497 | 2,475 | 3,185 | 1,858 | 1,421 | 2,264 | 2,462 | 3,849 | 2,148 | 2,073 | 806 | 362 | 2.87 |
| Bennington | 13.9 | 656 | 2,646 | 3,089 | 2,195 | 1,959 | 3,355 | 3,444 | 4,775 | 2,296 | 2,126 | 892 | 367 | 2.62 |
| Caledonia | 10.6 | 603 | 1,957 | 2,577 | 1,591 | 1,393 | 2,479 | 2,517 | 3,489 | 1,841 | 1,729 | 723 | 301 | 2.67 |
| Chittenden | 49.8 | 4,318 | 12,708 | 12,626 | 7,693 | 5,408 | 7,047 | 11,645 | 16,774 | 9,099 | 8,172 | 2,913 | 1,197 | 2.71 |
| Essex | 2.5 | 75 | 450 | 560 | 411 | 384 | 620 | 624 | 831 | 438 | 392 | 163 | 52 | 2.64 |
| Franklin | 14.6 | 743 | 3,450 | 3,591 | 2,161 | 1,794 | 2,861 | 2,942 | 4,628 | 2,651 | 2,676 | 1,145 | 558 | 2.79 |
| Grand Isle | 2.0 | 65 | 430 | 506 | 331 | 266 | 402 | 405 | 719 | 352 | 330 | 142 | 52 | 2.65 |
| Lamoille | 7.6 | 520 | 1,728 | 1,952 | 1,135 | 862 | 1,403 | 1,818 | 2,535 | 1,375 | 1,225 | 462 | 185 | 2.66 |
| Orange | 9.5 | 397 | 1,991 | 2,421 | 1,485 | 1,228 | 1,978 | 1,946 | 3,229 | 1,685 | 1,665 | 636 | 339 | 2.79 |
| Orleans | 8.9 | 477 | 1,628 | 2,084 | 1,425 | 1,197 | 2,089 | 1,924 | 2,968 | 1,578 | 1,508 | 629 | 293 | 2.72 |
| Rutland | 24.0 | 1,260 | 4,721 | 5,590 | 3,678 | 3,158 | 5,593 | 5,997 | 8,091 | 4,175 | 3,779 | 1,401 | 557 | 2.62 |
| Washington | 21.3 | 970 | 4,290 | 5,400 | 3,427 | 2,645 | 4,568 | 5,675 | 6,980 | 3,554 | 3,348 | 1,218 | 525 | 2.62 |
| Windham | 16.5 | 800 | 3,397 | 4,285 | 2,514 | 1,988 | 3,516 | 4,314 | 5,651 | 2,715 | 2,438 | 982 | 402 | 2.56 |
| Windsor | 21.9 | 849 | 4,231 | 5,311 | 3,450 | 2,828 | 5,231 | 5,596 | 7,733 | 3,579 | 3,356 | 1,174 | 462 | 2.50 |
| **TOTAL METRO COUNTIES** | **51.8** | **4,383** | **13,138** | **13,132** | **8,024** | **5,674** | **7,449** | **12,050** | **17,493** | **9,451** | **8,502** | **3,055** | **1,249** | **2.71** |
| **TOTAL STATE** | **214.8** | **12,230** | **46,102** | **53,177** | **33,354** | **26,531** | **43,406** | **51,309** | **72,252** | **37,486** | **34,815** | **13,286** | **5,652** | **2.67** |
| **VIRGINIA** | | | | | | | | | | | | | | |
| **CHARLOTTESVILLE** | **49.9** | **4,355** | **12,038** | **11,404** | **7,126** | **5,944** | **9,033** | **12,491** | **17,215** | **8,905** | **7,217** | **2,637** | **1,435** | **2.68** |
| Albemarle | 25.2 | 1,516 | 6,099 | 6,387 | 4,003 | 3,061 | 4,134 | 5,888 | 9,008 | 4,477 | 3,834 | 1,374 | 619 | 2.77 |
| Charlottesville city | 16.2 | 2,521 | 4,110 | 2,973 | 1,768 | 1,665 | 3,163 | 5,041 | 5,304 | 2,676 | 1,980 | 733 | 466 | 2.51 |
| Fluvanna | 4.7 | 160 | 909 | 1,071 | 721 | 736 | 1,103 | 884 | 1,675 | 880 | 746 | 302 | 213 | 2.74 |
| Greene | 3.8 | 158 | 920 | 973 | 634 | 482 | 633 | 678 | 1,228 | 872 | 657 | 228 | 137 | 2.79 |
| **DANVILLE** | **42.0** | **1,585** | **7,255** | **8,627** | **6,670** | **6,476** | **11,387** | **10,685** | **13,931** | **7,967** | **5,919** | **2,185** | **1,313** | **2.56** |
| Danville city | 21.8 | 955 | 3,590 | 4,165 | 3,113 | 3,411 | 6,566 | 6,684 | 7,184 | 3,727 | 2,606 | 984 | 615 | 2.44 |
| Pittsylvania | 20.2 | 630 | 3,665 | 4,462 | 3,557 | 3,065 | 4,821 | 4,001 | 6,747 | 4,240 | 3,313 | 1,201 | 698 | 2.70 |
| **LYNCHBURG** | **52.9** | **2,666** | **10,238** | **11,121** | **8,450** | **7,579** | **12,846** | **13,368** | **17,429** | **9,997** | **7,706** | **2,979** | **1,421** | **2.69** |
| Amherst | 9.8 | 355 | 1,766 | 2,208 | 1,750 | 1,517 | 2,204 | 1,944 | 3,262 | 1,993 | 1,711 | 608 | 282 | 2.92 |
| Campbell | 18.1 | 935 | 3,707 | 3,914 | 3,279 | 2,633 | 3,632 | 3,672 | 6,150 | 3,793 | 2,946 | 1,072 | 467 | 2.65 |
| Lynchburg city | 25.0 | 1,376 | 4,765 | 4,999 | 3,421 | 3,429 | 7,010 | 7,752 | 8,017 | 4,211 | 3,049 | 1,299 | 672 | 2.63 |
| **NORFOLK - VIRGINIA BEACH - NEWPORT NEWS** | **511.9** | **38,142** | **135,852** | **120,333** | **74,813** | **59,624** | **83,136** | **109,717** | **160,901** | **102,397** | **85,262** | **34,999** | **18,624** | **2.83** |
| Chesapeake city | 55.4 | 2,371 | 13,752 | 15,010 | 9,515 | 6,660 | 8,092 | 9,087 | 16,596 | 12,344 | 10,844 | 4,251 | 2,278 | 2.92 |
| Gloucester | 11.8 | 425 | 2,621 | 2,956 | 2,004 | 1,529 | 2,265 | 2,288 | 3,808 | 2,395 | 2,161 | 781 | 367 | 2.74 |
| Hampton city | 50.6 | 3,552 | 12,870 | 11,379 | 7,854 | 6,408 | 8,457 | 12,196 | 16,085 | 10,039 | 7,913 | 2,934 | 1,433 | 2.69 |
| James City | 14.0 | 727 | 2,999 | 3,359 | 2,356 | 2,026 | 2,533 | 2,793 | 5,197 | 2,634 | 2,144 | 861 | 371 | 2.68 |
| Newport News city | 65.2 | 5,448 | 18,852 | 14,179 | 8,780 | 7,294 | 10,647 | 15,756 | 20,585 | 12,756 | 10,326 | 3,904 | 1,873 | 2.65 |
| Norfolk city | 90.6 | 10,376 | 23,472 | 17,599 | 10,171 | 10,214 | 18,768 | 24,653 | 28,572 | 16,177 | 11,975 | 5,526 | 3,697 | 2.94 |
| Poquoson city | 3.9 | 77 | 656 | 1,156 | 902 | 553 | 556 | 525 | 1,203 | 931 | 809 | 320 | 112 | 2.92 |
| Portsmouth city | 38.9 | 2,432 | 8,766 | 7,650 | 5,171 | 5,280 | 9,601 | 9,693 | 12,082 | 7,438 | 5,670 | 2,420 | 1,597 | 2.68 |
| Suffolk city | 19.0 | 656 | 3,739 | 4,065 | 3,249 | 2,856 | 4,435 | 3,947 | 5,812 | 3,830 | 3,102 | 1,345 | 964 | 2.81 |
| Virginia Beach city | 143.6 | 11,011 | 44,171 | 38,030 | 21,249 | 14,378 | 14,761 | 25,044 | 44,926 | 30,254 | 26,769 | 11,260 | 5,347 | 2.90 |
| Williamsburg city | 3.7 | 626 | 794 | 557 | 402 | 358 | 963 | 1,401 | 1,361 | 496 | 284 | 105 | 53 | 3.22 |
| York | 15.2 | 441 | 3,160 | 4,393 | 3,160 | 1,988 | 2,058 | 2,334 | 4,674 | 3,103 | 3,265 | 1,292 | 532 | 2.91 |
| **RICHMOND - PETERSBURG** | **340.2** | **17,853** | **77,255** | **84,250** | **54,222** | **42,838** | **63,782** | **86,268** | **110,802** | **64,352** | **50,840** | **18,712** | **9,226** | **2.61** |
| Charles City | 2.2 | 32 | 341 | 510 | 424 | 414 | 479 | 410 | 660 | 466 | 369 | 174 | 121 | 2.82 |
| Chesterfield | 77.6 | 2,829 | 18,681 | 24,822 | 14,577 | 8,551 | 8,140 | 12,992 | 23,651 | 17,047 | 16,023 | 5,709 | 2,178 | 2.85 |
| Colonial Heights city | 6.4 | 236 | 1,037 | 1,340 | 1,091 | 1,141 | 1,555 | 1,528 | 2,227 | 1,272 | 967 | 311 | 95 | 2.50 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average House-hold Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **VIRGINIA (continued)** | | | | | | | | | | | | | | |
| **RICHMOND - PETERSBURG (continued)** | | | | | | | | | | | | | | |
| Dinwiddie | 7.5 | 247 | 1,311 | 1,630 | 1,435 | 1,181 | 1,696 | 1,437 | 2,404 | 1,590 | 1,257 | 499 | 313 | 2.79 |
| Goochland | 5.1 | 120 | 921 | 1,215 | 948 | 838 | 1,058 | 918 | 1,793 | 1,106 | 817 | 308 | 158 | 2.88 |
| Hanover | 23.9 | 695 | 4,638 | 6,160 | 4,529 | 3,434 | 4,444 | 4,018 | 8,163 | 5,143 | 4,402 | 1,554 | 620 | 2.78 |
| Henrico | 92.3 | 5,285 | 22,366 | 21,975 | 14,021 | 11,298 | 17,355 | 25,014 | 31,995 | 16,606 | 12,750 | 4,215 | 1,720 | 2.44 |
| Hopewell city | 9.0 | 562 | 2,013 | 1,864 | 1,346 | 1,247 | 1,968 | 2,277 | 2,946 | 1,758 | 1,262 | 473 | 284 | 2.56 |
| New Kent | 3.9 | 78 | 754 | 1,148 | 745 | 557 | 618 | 585 | 1,397 | 834 | 712 | 250 | 122 | 2.85 |
| Petersburg city | 14.5 | 916 | 2,803 | 2,823 | 2,086 | 2,115 | 3,757 | 4,468 | 4,516 | 2,505 | 1,592 | 801 | 618 | 2.65 |
| Powhatan | 4.7 | 134 | 934 | 1,213 | 964 | 620 | 835 | 645 | 1,661 | 1,013 | 857 | 346 | 178 | 3.38 |
| Prince George | 8.4 | 380 | 2,052 | 2,308 | 1,549 | 1,037 | 1,074 | 1,155 | 2,514 | 1,973 | 1,777 | 640 | 341 | 3.31 |
| Richmond city | 84.7 | 6,339 | 19,404 | 17,242 | 10,507 | 10,405 | 20,803 | 30,821 | 26,875 | 13,039 | 8,055 | 3,432 | 2,478 | 2.36 |
| **ROANOKE** | **90.0** | **4,029** | **16,847** | **20,460** | **14,004** | **12,789** | **21,871** | **24,192** | **31,012** | **16,411** | **12,340** | **4,151** | **1,894** | **2.50** |
| Botetourt | 9.3 | 221 | 1,541 | 2,317 | 1,777 | 1,433 | 2,011 | 1,698 | 3,225 | 1,982 | 1,622 | 547 | 226 | 2.74 |
| Roanoke | 30.7 | 962 | 5,295 | 7,848 | 5,691 | 4,577 | 6,327 | 6,633 | 10,941 | 6,026 | 5,066 | 1,492 | 542 | 2.61 |
| Roanoke city | 40.7 | 2,460 | 8,396 | 8,321 | 5,050 | 5,335 | 11,138 | 13,351 | 13,498 | 6,709 | 4,405 | 1,735 | 1,002 | 2.34 |
| Salem city | 9.3 | 386 | 1,615 | 1,974 | 1,486 | 1,444 | 2,395 | 2,510 | 3,348 | 1,694 | 1,247 | 377 | 124 | 2.59 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Accomack | 12.8 | 422 | 2,025 | 2,386 | 1,883 | 2,089 | 3,995 | 3,563 | 4,380 | 2,192 | 1,593 | 638 | 434 | 2.50 |
| Albemarle | 25.2 | 1,516 | 6,099 | 6,387 | 4,003 | 3,061 | 4,134 | 5,888 | 9,008 | 4,477 | 3,834 | 1,374 | 619 | 2.77 |
| ☐ Alexandria city | 53.4 | 3,507 | 16,177 | 13,328 | 7,881 | 5,157 | 7,350 | 22,734 | 17,596 | 6,562 | 3,776 | 1,540 | 1,192 | 2.09 |
| Alleghany | 4.8 | 160 | 758 | 1,039 | 908 | 772 | 1,163 | 999 | 1,636 | 963 | 785 | 296 | 121 | 2.67 |
| Amelia | 3.1 | 90 | 549 | 652 | 544 | 493 | 772 | 627 | 972 | 585 | 525 | 225 | 166 | 2.87 |
| Amherst | 9.8 | 355 | 1,766 | 2,208 | 1,750 | 1,517 | 2,204 | 1,944 | 3,262 | 1,993 | 1,711 | 608 | 282 | 2.92 |
| Appomattox | 4.5 | 179 | 775 | 923 | 819 | 699 | 1,105 | 886 | 1,502 | 911 | 797 | 271 | 133 | 2.73 |
| ☐ Arlington | 78.3 | 4,863 | 21,707 | 19,277 | 11,665 | 7,623 | 13,165 | 31,183 | 25,807 | 10,314 | 6,553 | 2,544 | 1,899 | 2.19 |
| Augusta | 20.3 | 721 | 3,828 | 4,781 | 3,713 | 3,080 | 4,177 | 3,765 | 7,004 | 4,175 | 3,582 | 1,215 | 559 | 2.75 |
| Bath | 1.9 | 64 | 287 | 329 | 363 | 334 | 523 | 548 | 625 | 335 | 254 | 95 | 43 | 2.42 |
| Bedford | 18.0 | 616 | 3,532 | 4,277 | 3,229 | 2,663 | 3,683 | 3,345 | 6,517 | 3,751 | 3,012 | 974 | 401 | 2.63 |
| Bedford city | 2.5 | 113 | 437 | 399 | 318 | 376 | 837 | 788 | 867 | 437 | 272 | 83 | 53 | 2.44 |
| Bland | 2.2 | 64 | 312 | 518 | 374 | 349 | 583 | 468 | 713 | 410 | 412 | 148 | 49 | 2.95 |
| Botetourt | 9.3 | 221 | 1,541 | 2,317 | 1,777 | 1,433 | 2,011 | 1,698 | 3,225 | 1,982 | 1,622 | 547 | 226 | 2.74 |
| ☐ Bristol city | 7.4 | 305 | 1,204 | 1,314 | 1,073 | 1,181 | 2,323 | 2,310 | 2,376 | 1,371 | 912 | 305 | 126 | 2.45 |
| Brunswick | 5.5 | 193 | 843 | 1,100 | 833 | 932 | 1,599 | 1,434 | 1,626 | 996 | 781 | 356 | 307 | 2.89 |
| Buchanan | 10.7 | 441 | 2,251 | 2,563 | 2,021 | 1,533 | 1,891 | 1,873 | 3,087 | 2,632 | 2,124 | 673 | 311 | 2.84 |
| Buckingham | 4.4 | 158 | 678 | 895 | 701 | 709 | 1,259 | 1,030 | 1,384 | 829 | 626 | 295 | 236 | 2.95 |
| Buena Vista city | 2.4 | 78 | 364 | 485 | 398 | 409 | 666 | 596 | 799 | 476 | 341 | 119 | 69 | 2.63 |
| Campbell | 18.1 | 935 | 3,707 | 3,914 | 3,279 | 2,633 | 3,632 | 3,672 | 6,150 | 3,793 | 2,946 | 1,072 | 467 | 2.65 |
| Caroline | 6.7 | 221 | 1,284 | 1,501 | 1,187 | 1,001 | 1,506 | 1,277 | 2,042 | 1,334 | 1,165 | 515 | 367 | 2.91 |
| Carroll | 10.3 | 440 | 1,624 | 2,054 | 1,706 | 1,684 | 2,792 | 2,221 | 3,741 | 2,192 | 1,498 | 473 | 175 | 2.54 |
| Charles City | 2.2 | 32 | 341 | 510 | 424 | 414 | 479 | 410 | 660 | 466 | 369 | 174 | 121 | 2.82 |
| Charlotte | 4.3 | 147 | 622 | 774 | 666 | 756 | 1,335 | 1,006 | 1,421 | 760 | 626 | 255 | 232 | 2.72 |
| Charlottesville city | 16.2 | 2,521 | 4,110 | 2,973 | 1,768 | 1,665 | 3,163 | 5,041 | 5,304 | 2,676 | 1,980 | 733 | 466 | 2.51 |
| Chesapeake city | 55.4 | 2,371 | 13,752 | 15,010 | 9,515 | 6,660 | 8,092 | 9,087 | 16,596 | 12,344 | 10,844 | 4,251 | 2,278 | 2.92 |
| Chesterfield | 77.6 | 2,829 | 18,681 | 24,822 | 14,577 | 8,551 | 8,140 | 12,992 | 23,651 | 17,047 | 16,023 | 5,709 | 2,178 | 2.83 |
| Clarke | 4.3 | 127 | 743 | 964 | 784 | 677 | 1,005 | 824 | 1,447 | 835 | 644 | 327 | 223 | 2.91 |
| Clifton Forge city | 1.9 | 68 | 284 | 304 | 258 | 284 | 702 | 666 | 584 | 300 | 216 | 92 | 40 | 2.42 |
| Colonial Heights city | 6.4 | 236 | 1,037 | 1,340 | 1,091 | 1,141 | 1,555 | 1,528 | 2,227 | 1,272 | 967 | 311 | 95 | 2.50 |
| Covington city | 3.0 | 142 | 478 | 476 | 400 | 416 | 1,088 | 993 | 993 | 515 | 312 | 124 | 63 | 2.27 |
| Craig | 1.7 | 58 | 314 | 350 | 292 | 268 | 418 | 338 | 615 | 350 | 268 | 98 | 31 | 2.65 |
| Culpeper | 10.1 | 447 | 2,180 | 2,338 | 1,648 | 1,343 | 2,144 | 1,952 | 3,193 | 2,036 | 1,700 | 732 | 487 | 2.86 |
| Cumberland | 2.8 | 84 | 443 | 506 | 516 | 429 | 822 | 633 | 890 | 493 | 411 | 209 | 164 | 2.79 |
| Danville city | 21.8 | 955 | 3,590 | 4,165 | 3,113 | 3,411 | 6,566 | 6,684 | 7,184 | 3,727 | 2,606 | 984 | 615 | 2.44 |
| Dickenson | 6.3 | 238 | 1,125 | 1,416 | 1,069 | 980 | 1,472 | 1,297 | 1,872 | 1,418 | 1,155 | 388 | 170 | 2.70 |
| Dinwiddie | 7.5 | 247 | 1,311 | 1,630 | 1,435 | 1,181 | 1,696 | 1,437 | 2,404 | 1,590 | 1,257 | 499 | 313 | 2.79 |
| Emporia city | 1.9 | 73 | 300 | 338 | 250 | 298 | 641 | 531 | 613 | 324 | 256 | 96 | 80 | 3.21 |
| Essex | 3.3 | 79 | 509 | 633 | 569 | 519 | 991 | 833 | 1,057 | 577 | 470 | 220 | 143 | 2.64 |
| ☐ Fairfax | 305.6 | 11,076 | 69,580 | 89,723 | 65,593 | 37,072 | 32,556 | 58,343 | 99,662 | 60,627 | 53,758 | 21,495 | 11,715 | 2.81 |
| ☐ Fairfax city | 7.3 | 479 | 1,619 | 1,640 | 1,276 | 1,097 | 1,189 | 1,497 | 2,659 | 1,445 | 1,068 | 402 | 229 | 2.67 |
| ☐ Falls Church city | 4.2 | 125 | 758 | 1,095 | 713 | 500 | 1,009 | 1,414 | 1,425 | 600 | 498 | 158 | 105 | 2.29 |
| Fauquier | 17.5 | 528 | 3,709 | 4,545 | 3,486 | 2,348 | 2,884 | 2,731 | 5,632 | 3,623 | 3,283 | 1,394 | 837 | 2.95 |
| Floyd | 4.9 | 173 | 764 | 1,064 | 856 | 679 | 1,364 | 1,178 | 1,722 | 947 | 707 | 236 | 110 | 2.49 |
| Fluvanna | 4.7 | 160 | 909 | 1,071 | 721 | 736 | 1,103 | 884 | 1,675 | 880 | 746 | 302 | 213 | 2.74 |
| Franklin | 15.0 | 640 | 2,752 | 3,345 | 2,653 | 2,278 | 3,332 | 3,063 | 5,404 | 3,058 | 2,250 | 822 | 403 | 2.68 |
| Franklin city | 3.0 | 106 | 524 | 649 | 450 | 461 | 810 | 766 | 920 | 553 | 502 | 175 | 84 | 2.63 |
| Frederick | 17.2 | 713 | 3,887 | 4,299 | 3,101 | 2,346 | 2,854 | 2,909 | 5,760 | 3,653 | 3,173 | 1,160 | 545 | 2.78 |
| Fredericksburg city | 8.1 | 880 | 1,905 | 1,442 | 953 | 915 | 2,005 | 2,887 | 2,676 | 1,263 | 789 | 326 | 199 | 2.52 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average Household Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **VIRGINIA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Galax city | 2.8 | 151 | 449 | 511 | 408 | 458 | 823 | 917 | 922 | 486 | 324 | 110 | 41 | 2.36 |
| Giles | 6.4 | 223 | 999 | 1,262 | 1,102 | 999 | 1,815 | 1,493 | 2,234 | 1,264 | 946 | 332 | 131 | 2.53 |
| Gloucester | 11.8 | 425 | 2,621 | 2,956 | 2,004 | 1,529 | 2,265 | 2,288 | 3,808 | 2,395 | 2,161 | 781 | 367 | 2.74 |
| Goochland | 5.1 | 120 | 921 | 1,215 | 948 | 838 | 1,058 | 918 | 1,793 | 1,106 | 817 | 308 | 158 | 2.88 |
| Grayson | 6.5 | 273 | 1,001 | 1,255 | 1,042 | 1,051 | 1,878 | 1,516 | 2,351 | 1,298 | 932 | 288 | 115 | 2.49 |
| Greene | 3.8 | 158 | 920 | 973 | 634 | 482 | 633 | 678 | 1,228 | 872 | 657 | 228 | 137 | 2.79 |
| Greensville | 3.1 | 90 | 483 | 664 | 538 | 522 | 803 | 661 | 921 | 643 | 470 | 236 | 169 | 2.81 |
| Halifax | 10.7 | 355 | 1,578 | 2,179 | 1,811 | 1,687 | 3,090 | 2,399 | 3,454 | 2,074 | 1,694 | 655 | 424 | 2.70 |
| Hampton city | 50.6 | 3,552 | 12,870 | 11,379 | 7,854 | 6,488 | 8,457 | 12,196 | 16,085 | 10,039 | 7,913 | 2,934 | 1,433 | 2.69 |
| Hanover | 23.9 | 695 | 4,638 | 6,160 | 4,529 | 3,434 | 4,444 | 4,018 | 8,163 | 5,143 | 4,402 | 1,554 | 620 | 2.78 |
| Harrisonburg city | 10.5 | 1,892 | 2,353 | 1,897 | 1,261 | 1,076 | 2,021 | 3,015 | 3,599 | 1,679 | 1,526 | 474 | 207 | 2.98 |
| Henrico | 92.3 | 5,285 | 22,366 | 21,975 | 14,021 | 11,298 | 17,355 | 25,014 | 31,995 | 16,606 | 12,750 | 4,215 | 1,720 | 2.44 |
| Henry | 22.0 | 1,029 | 4,145 | 4,604 | 4,182 | 3,486 | 4,554 | 4,649 | 7,507 | 4,816 | 3,344 | 1,128 | 556 | 2.60 |
| Highland | 1.1 | 15 | 174 | 221 | 160 | 180 | 350 | 322 | 372 | 197 | 141 | 47 | 21 | 2.36 |
| Hopewell city | 9.0 | 562 | 2,013 | 1,864 | 1,346 | 1,247 | 1,968 | 2,277 | 2,946 | 1,758 | 1,262 | 473 | 284 | 2.56 |
| Isle of Wight | 9.4 | 301 | 2,000 | 2,119 | 1,711 | 1,358 | 1,911 | 1,777 | 3,083 | 1,885 | 1,696 | 596 | 363 | 2.73 |
| James City | 14.0 | 727 | 2,999 | 3,359 | 2,356 | 2,026 | 2,533 | 2,793 | 5,197 | 2,634 | 2,144 | 861 | 371 | 2.68 |
| King and Queen | 2.3 | 85 | 368 | 468 | 378 | 366 | 635 | 514 | 743 | 436 | 343 | 158 | 106 | 2.74 |
| King George | 4.9 | 238 | 1,207 | 1,159 | 870 | 627 | 799 | 980 | 1,515 | 958 | 843 | 381 | 223 | 2.86 |
| King William | 4.0 | 113 | 761 | 943 | 720 | 544 | 919 | 777 | 1,202 | 808 | 735 | 296 | 182 | 2.80 |
| Lancaster | 4.7 | 88 | 502 | 728 | 640 | 875 | 1,867 | 1,259 | 2,002 | 639 | 464 | 210 | 126 | 2.36 |
| Lee | 9.1 | 335 | 1,487 | 1,828 | 1,525 | 1,324 | 2,601 | 2,074 | 2,832 | 1,860 | 1,494 | 565 | 275 | 2.66 |
| Lexington city | 2.1 | 248 | 249 | 296 | 282 | 327 | 698 | 776 | 706 | 277 | 216 | 89 | 36 | 3.29 |
| ☐ Loudoun | 32.5 | 1,284 | 8,798 | 9,369 | 6,271 | 3,429 | 3,349 | 5,553 | 10,527 | 6,763 | 6,059 | 2,391 | 1,207 | 2.82 |
| Louisa | 7.6 | 259 | 1,400 | 1,661 | 1,249 | 1,157 | 1,874 | 1,604 | 2,482 | 1,481 | 1,160 | 562 | 311 | 2.72 |
| Lunenburg | 4.4 | 115 | 604 | 900 | 697 | 699 | 1,385 | 1,136 | 1,406 | 766 | 654 | 269 | 169 | 2.57 |
| Lynchburg city | 25.0 | 1,376 | 4,765 | 4,999 | 3,421 | 3,429 | 7,010 | 7,752 | 8,017 | 4,211 | 3,049 | 1,299 | 672 | 2.63 |
| Madison | 4.2 | 122 | 722 | 909 | 698 | 656 | 1,093 | 820 | 1,357 | 790 | 664 | 314 | 255 | 2.90 |
| ☐ Manassas city | 10.2 | 737 | 3,348 | 2,922 | 1,633 | 824 | 736 | 1,766 | 3,070 | 2,171 | 1,898 | 810 | 485 | 2.96 |
| ☐ Manassas Park city | 2.2 | 136 | 807 | 526 | 313 | 269 | 149 | 292 | 614 | 484 | 459 | 215 | 136 | 3.14 |
| Martinsville city | 6.8 | 235 | 1,090 | 1,238 | 977 | 1,047 | 2,213 | 2,171 | 2,240 | 1,114 | 795 | 289 | 191 | 2.35 |
| Mathews | 3.7 | 98 | 446 | 616 | 571 | 632 | 1,337 | 1,114 | 1,389 | 558 | 409 | 154 | 76 | 2.30 |
| Mecklenburg | 11.3 | 380 | 1,779 | 2,129 | 1,677 | 1,943 | 3,392 | 2,878 | 3,913 | 2,025 | 1,478 | 615 | 391 | 2.59 |
| Middlesex | 3.6 | 78 | 474 | 578 | 567 | 654 | 1,249 | 906 | 1,467 | 548 | 410 | 189 | 80 | 2.44 |
| Montgomery | 26.7 | 4,965 | 6,216 | 5,385 | 3,560 | 2,629 | 3,945 | 6,216 | 9,254 | 5,708 | 3,908 | 1,179 | 435 | 2.81 |
| Nelson | 4.8 | 130 | 799 | 1,023 | 785 | 787 | 1,276 | 1,090 | 1,626 | 889 | 710 | 309 | 176 | 2.67 |
| New Kent | 3.9 | 78 | 754 | 1,148 | 745 | 557 | 618 | 585 | 1,397 | 834 | 712 | 250 | 122 | 2.85 |
| Newport News city | 65.2 | 5,448 | 18,852 | 14,179 | 8,780 | 7,294 | 10,647 | 15,756 | 20,585 | 12,756 | 10,326 | 3,904 | 1,873 | 2.65 |
| Norfolk city | 90.6 | 10,376 | 23,472 | 17,599 | 10,171 | 10,214 | 18,768 | 24,653 | 28,572 | 16,177 | 11,975 | 5,526 | 3,697 | 2.94 |
| Northampton | 5.1 | 151 | 799 | 863 | 672 | 899 | 1,716 | 1,439 | 1,730 | 813 | 597 | 304 | 217 | 2.55 |
| Northumberland | 4.5 | 97 | 529 | 606 | 615 | 862 | 1,791 | 1,197 | 1,903 | 637 | 445 | 190 | 128 | 2.36 |
| Norton city | 1.7 | 96 | 293 | 370 | 231 | 254 | 456 | 495 | 499 | 332 | 235 | 88 | 51 | 2.47 |
| Nottoway | 5.2 | 188 | 931 | 1,033 | 924 | 921 | 1,203 | 1,314 | 1,728 | 946 | 695 | 305 | 212 | 2.87 |
| Orange | 8.3 | 225 | 1,415 | 1,768 | 1,347 | 1,293 | 2,252 | 1,690 | 2,905 | 1,595 | 1,251 | 536 | 323 | 2.67 |
| Page | 8.2 | 317 | 1,428 | 1,670 | 1,357 | 1,306 | 2,122 | 1,717 | 2,758 | 1,665 | 1,226 | 524 | 310 | 2.70 |
| Patrick | 6.9 | 284 | 1,149 | 1,345 | 1,216 | 1,082 | 1,824 | 1,533 | 2,532 | 1,387 | 979 | 332 | 137 | 2.52 |
| Petersburg city | 14.5 | 916 | 2,803 | 2,823 | 2,086 | 2,115 | 3,757 | 4,468 | 4,516 | 2,505 | 1,592 | 801 | 618 | 2.65 |
| Pittsylvania | 20.2 | 630 | 3,665 | 4,462 | 3,557 | 3,065 | 4,821 | 4,001 | 6,747 | 4,240 | 3,313 | 1,201 | 698 | 2.70 |
| Poquoson city | 3.9 | 77 | 656 | 1,156 | 902 | 553 | 556 | 525 | 1,203 | 931 | 809 | 320 | 112 | 2.92 |
| Portsmouth city | 38.9 | 2,432 | 8,766 | 7,650 | 5,171 | 5,280 | 9,601 | 9,693 | 12,082 | 7,438 | 5,670 | 2,420 | 1,597 | 2.68 |
| Powhatan | 4.7 | 134 | 934 | 1,213 | 964 | 620 | 835 | 645 | 1,661 | 1,013 | 857 | 346 | 178 | 3.38 |
| Prince Edward | 5.4 | 270 | 854 | 1,068 | 780 | 817 | 1,611 | 1,465 | 1,725 | 877 | 721 | 340 | 272 | 3.24 |
| Prince George | 8.4 | 380 | 2,052 | 2,308 | 1,549 | 1,037 | 1,074 | 1,155 | 2,514 | 1,973 | 1,777 | 640 | 341 | 3.31 |
| ☐ Prince William | 74.2 | 4,242 | 21,985 | 23,206 | 14,359 | 6,512 | 3,896 | 9,959 | 20,640 | 16,489 | 16,543 | 6,986 | 3,583 | 3.10 |
| Pulaski | 13.3 | 655 | 2,248 | 2,935 | 2,246 | 1,972 | 3,244 | 3,107 | 4,567 | 2,679 | 2,073 | 624 | 250 | 2.59 |
| Radford city | 5.2 | 1,475 | 801 | 795 | 600 | 565 | 964 | 1,335 | 1,710 | 987 | 812 | 267 | 89 | 3.12 |
| Rappahannock | 2.5 | 60 | 399 | 596 | 491 | 389 | 565 | 502 | 873 | 514 | 371 | 160 | 80 | 2.68 |
| Richmond | 2.7 | 76 | 402 | 516 | 438 | 431 | 837 | 648 | 902 | 488 | 394 | 163 | 105 | 2.70 |
| Richmond city | 84.7 | 6,339 | 19,404 | 17,242 | 10,507 | 10,405 | 20,803 | 30,821 | 26,875 | 13,039 | 8,055 | 3,432 | 2,478 | 2.36 |
| Roanoke | 30.7 | 962 | 5,295 | 7,848 | 5,691 | 4,577 | 6,327 | 6,633 | 10,941 | 6,026 | 5,066 | 1,492 | 542 | 2.61 |
| Roanoke city | 40.7 | 2,460 | 8,396 | 8,321 | 5,050 | 5,335 | 11,138 | 13,351 | 13,498 | 6,709 | 4,405 | 1,735 | 1,002 | 2.34 |
| Rockbridge | 7.2 | 354 | 1,234 | 1,476 | 1,203 | 1,199 | 1,734 | 1,562 | 2,662 | 1,409 | 1,066 | 342 | 159 | 2.54 |
| Rockingham | 21.2 | 858 | 4,133 | 4,799 | 3,570 | 3,078 | 4,762 | 4,098 | 7,228 | 4,318 | 3,541 | 1,293 | 722 | 2.77 |
| Russell | 10.4 | 399 | 1,925 | 2,380 | 1,769 | 1,554 | 2,373 | 2,037 | 3,307 | 2,371 | 1,880 | 585 | 220 | 2.69 |
| Salem city | 9.3 | 386 | 1,615 | 1,974 | 1,486 | 1,444 | 2,395 | 2,510 | 3,348 | 1,694 | 1,247 | 377 | 324 | 2.59 |
| ☐ Scott | 8.8 | 290 | 1,349 | 1,668 | 1,554 | 1,390 | 2,549 | 1,879 | 3,071 | 1,820 | 1,384 | 453 | 193 | 2.60 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/91 Total Households (Thousands) | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | Average Household Size |
| **VIRGINIA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Shenandoah | 12.7 | 502 | 2,178 | 2,543 | 2,053 | 1,940 | 3,484 | 2,999 | 4,651 | 2,301 | 1,771 | 679 | 299 | 2.54 |
| Smyth | 12.2 | 540 | 2,064 | 2,386 | 2,038 | 2,019 | 3,153 | 2,669 | 4,249 | 2,549 | 1,841 | 637 | 255 | 2.63 |
| Southampton | 6.1 | 147 | 1,104 | 1,208 | 1,028 | 938 | 1,675 | 1,404 | 1,930 | 1,148 | 973 | 387 | 258 | 2.80 |
| South Boston city | 2.7 | 104 | 401 | 545 | 392 | 416 | 842 | 831 | 857 | 466 | 335 | 129 | 82 | 2.48 |
| Spotsylvania | 20.1 | 774 | 5,056 | 5,920 | 3,574 | 2,192 | 2,584 | 2,712 | 5,987 | 4,314 | 4,233 | 1,828 | 1,026 | 3.04 |
| ☐ Stafford | 20.8 | 946 | 5,002 | 6,211 | 4,143 | 2,255 | 2,243 | 2,582 | 5,999 | 4,592 | 4,658 | 1,928 | 1,041 | 3.15 |
| Staunton city | 9.6 | 409 | 1,713 | 1,923 | 1,375 | 1,482 | 2,698 | 3,041 | 3,332 | 1,551 | 1,116 | 394 | 166 | 2.56 |
| Suffolk city | 19.0 | 656 | 3,739 | 4,065 | 3,249 | 2,856 | 4,435 | 3,947 | 5,812 | 3,830 | 3,102 | 1,345 | 964 | 2.81 |
| Surry | 2.3 | 71 | 427 | 497 | 359 | 324 | 622 | 528 | 705 | 453 | 361 | 156 | 97 | 2.74 |
| Sussex | 3.8 | 139 | 634 | 740 | 581 | 664 | 1,042 | 931 | 1,173 | 720 | 570 | 230 | 176 | 2.66 |
| Tazewell | 17.1 | 612 | 2,837 | 3,893 | 2,855 | 2,563 | 4,340 | 3,711 | 5,437 | 3,648 | 2,912 | 990 | 402 | 2.64 |
| Virginia Beach city | 143.6 | 11,011 | 44,171 | 38,030 | 21,249 | 14,378 | 14,761 | 25,044 | 44,926 | 30,254 | 26,769 | 11,260 | 5,347 | 2.90 |
| Warren | 10.3 | 438 | 2,141 | 2,254 | 1,718 | 1,432 | 2,317 | 2,314 | 3,485 | 1,984 | 1,575 | 622 | 320 | 2.64 |
| ☐ Washington | 17.6 | 661 | 2,965 | 3,883 | 3,127 | 2,728 | 4,236 | 3,785 | 6,100 | 3,701 | 2,806 | 869 | 339 | 2.62 |
| Waynesboro city | 7.6 | 414 | 1,425 | 1,425 | 1,179 | 1,119 | 2,038 | 2,052 | 2,743 | 1,346 | 948 | 358 | 153 | 2.43 |
| Westmoreland | 6.2 | 191 | 894 | 1,047 | 978 | 1,053 | 2,037 | 1,510 | 2,274 | 1,028 | 794 | 332 | 262 | 2.53 |
| Williamsburg city | 3.7 | 626 | 794 | 557 | 402 | 358 | 963 | 1,401 | 1,361 | 496 | 284 | 105 | 53 | 3.22 |
| Winchester city | 9.5 | 697 | 2,035 | 1,877 | 1,272 | 1,272 | 2,347 | 3,146 | 3,098 | 1,480 | 1,129 | 448 | 199 | 2.41 |
| Wise | 14.3 | 644 | 2,501 | 3,292 | 2,288 | 2,035 | 3,540 | 3,055 | 4,423 | 3,055 | 2,441 | 877 | 449 | 2.71 |
| Wythe | 9.9 | 424 | 1,674 | 2,046 | 1,615 | 1,522 | 2,619 | 2,310 | 3,321 | 1,978 | 1,511 | 544 | 236 | 2.58 |
| York | 15.2 | 441 | 3,160 | 4,395 | 3,160 | 1,988 | 2,058 | 2,334 | 4,674 | 3,103 | 3,265 | 1,292 | 532 | 2.91 |
| **TOTAL METRO COUNTIES** | **1,709.4** | **97,281** | **414,784** | **430,357** | **284,886** | **205,287** | **276,805** | **400,018** | **550,836** | **326,968** | **269,656** | **105,759** | **56,163** | **2.71** |
| **TOTAL STATE** | **2,349.7** | **129,173** | **531,800** | **566,091** | **390,009** | **300,084** | **432,543** | **544,461** | **765,801** | **452,129** | **368,299** | **142,898** | **76,112** | **2.70** |
| **WASHINGTON** | | | | | | | | | | | | | | |
| **BELLINGHAM** | **50.5** | **4,206** | **10,027** | **12,460** | **7,448** | **5,731** | **10,628** | **12,787** | **17,966** | **7,821** | **7,111** | **3,031** | **1,784** | **2.62** |
| Whatcom | 50.5 | 4,206 | 10,027 | 12,460 | 7,448 | 5,731 | 10,628 | 12,787 | 17,966 | 7,821 | 7,111 | 3,031 | 1,784 | 2.62 |
| **BREMERTON** | **72.9** | **4,552** | **16,328** | **18,658** | **11,896** | **7,963** | **13,503** | **16,415** | **24,508** | **12,502** | **11,809** | **5,007** | **2,659** | **2.74** |
| Kitsap | 72.9 | 4,552 | 16,328 | 18,658 | 11,896 | 7,963 | 13,503 | 16,415 | 24,508 | 12,502 | 11,809 | 5,007 | 2,659 | 2.74 |
| **OLYMPIA** | **64.8** | **3,587** | **13,186** | **16,997** | **10,760** | **7,540** | **12,730** | **15,801** | **22,367** | **10,996** | **9,770** | **3,873** | **1,993** | **2.60** |
| Thurston | 64.8 | 3,587 | 13,186 | 16,997 | 10,760 | 7,540 | 12,730 | 15,801 | 22,367 | 10,996 | 9,770 | 3,873 | 1,993 | 2.60 |
| **RICHLAND - KENNEWICK - PASCO** | **55.2** | **3,233** | **12,370** | **13,712** | **8,898** | **6,931** | **10,056** | **12,681** | **17,843** | **8,791** | **8,797** | **4,002** | **3,086** | **2.76** |
| Benton | 42.9 | 2,418 | 9,726 | 10,607 | 7,133 | 5,363 | 7,653 | 10,266 | 14,160 | 6,866 | 6,869 | 2,865 | 1,874 | 2.66 |
| Franklin | 12.3 | 815 | 2,644 | 3,105 | 1,765 | 1,568 | 2,403 | 2,415 | 3,683 | 1,925 | 1,928 | 1,137 | 1,212 | 3.10 |
| **SEATTLE** | **811.2** | **45,710** | **196,101** | **210,519** | **129,283** | **89,676** | **139,911** | **225,397** | **276,030** | **131,014** | **111,775** | **43,352** | **23,632** | **2.51** |
| King | 630.6 | 36,416 | 151,717 | 162,341 | 99,908 | 69,542 | 110,676 | 186,909 | 215,582 | 98,834 | 81,249 | 30,835 | 17,191 | 2.45 |
| Snohomish | 180.6 | 9,294 | 44,384 | 48,178 | 29,375 | 20,134 | 29,235 | 38,488 | 60,448 | 32,180 | 30,526 | 12,517 | 6,441 | 2.71 |
| ***SEATTLE - TACOMA CONSOLIDATED AREA*** | ***1,032.6*** | ***60,773*** | ***248,278*** | ***263,064*** | ***163,407*** | ***116,358*** | ***180,720*** | ***278,100*** | ***348,534*** | ***169,832*** | ***146,460*** | ***57,811*** | ***31,863*** | ***2.55*** |
| **SPOKANE** | **143.4** | **10,163** | **30,030** | **33,382** | **21,019** | **16,966** | **31,840** | **40,154** | **48,169** | **22,425** | **20,012** | **8,277** | **4,363** | **2.55** |
| Spokane | 143.4 | 10,163 | 30,030 | 33,382 | 21,019 | 16,966 | 31,840 | 40,154 | 48,169 | 22,425 | 20,012 | 8,277 | 4,363 | 2.55 |
| **TACOMA** | **221.4** | **15,063** | **52,177** | **52,545** | **34,124** | **26,682** | **40,809** | **52,703** | **72,504** | **38,818** | **34,685** | **14,459** | **8,231** | **2.73** |
| Pierce | 221.4 | 15,063 | 52,177 | 52,545 | 34,124 | 26,682 | 40,809 | 52,703 | 72,504 | 38,818 | 34,685 | 14,459 | 8,231 | 2.73 |
| **VANCOUVER** | **92.8** | **4,602** | **19,677** | **24,436** | **15,942** | **10,879** | **17,264** | **20,876** | **30,957** | **15,988** | **15,078** | **6,356** | **3,545** | **2.70** |
| Clark | 92.8 | 4,602 | 19,677 | 24,436 | 15,942 | 10,879 | 17,264 | 20,876 | 30,957 | 15,988 | 15,078 | 6,356 | 3,545 | 2.70 |
| **YAKIMA** | **66.7** | **3,800** | **13,098** | **14,764** | **10,238** | **8,551** | **16,249** | **15,344** | **21,159** | **10,614** | **9,949** | **5,073** | **4,561** | **2.87** |
| Yakima | 66.7 | 3,800 | 13,098 | 14,764 | 10,238 | 8,551 | 16,249 | 15,344 | 21,159 | 10,614 | 9,949 | 5,073 | 4,561 | 2.87 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Adams | 4.6 | 231 | 929 | 1,046 | 754 | 648 | 992 | 953 | 1,446 | 649 | 692 | 480 | 380 | 2.98 |
| Asotin | 7.0 | 375 | 1,344 | 1,461 | 1,016 | 953 | 1,851 | 1,845 | 2,529 | 1,084 | 948 | 368 | 226 | 2.51 |
| Benton | 42.9 | 2,418 | 9,726 | 10,607 | 7,133 | 5,363 | 7,653 | 10,266 | 14,160 | 6,866 | 6,869 | 2,865 | 1,874 | 2.66 |
| Chelan | 21.1 | 1,099 | 3,948 | 4,793 | 2,997 | 2,700 | 5,563 | 5,745 | 7,493 | 3,071 | 2,825 | 1,204 | 762 | 2.53 |
| Clallam | 23.6 | 941 | 3,659 | 4,841 | 3,277 | 3,291 | 7,591 | 6,187 | 9,472 | 3,228 | 2,841 | 1,207 | 665 | 2.49 |
| Clark | 92.8 | 4,602 | 19,677 | 24,436 | 15,942 | 10,879 | 17,264 | 20,876 | 30,957 | 15,988 | 15,078 | 6,356 | 3,545 | 2.70 |
| Columbia | 1.6 | 55 | 229 | 332 | 249 | 217 | 518 | 485 | 557 | 199 | 217 | 97 | 45 | 2.50 |
| Cowlitz | 32.3 | 1,763 | 6,222 | 7,454 | 5,181 | 4,246 | 7,434 | 7,862 | 11,117 | 5,448 | 4,934 | 1,959 | 980 | 2.60 |
| Douglas | 10.0 | 529 | 1,992 | 2,447 | 1,618 | 1,339 | 2,075 | 2,040 | 3,599 | 1,688 | 1,633 | 652 | 388 | 2.70 |
| Ferry | 2.2 | 92 | 405 | 594 | 369 | 297 | 443 | 494 | 749 | 347 | 323 | 180 | 107 | 2.91 |
| Franklin | 12.3 | 815 | 2,644 | 3,105 | 1,765 | 1,568 | 2,403 | 2,415 | 3,683 | 1,925 | 1,928 | 1,137 | 1,212 | 3.10 |
| Garfield | .9 | 19 | 117 | 186 | 122 | 141 | 315 | 250 | 356 | 109 | 97 | 67 | 21 | 2.44 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average House-hold Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **WASHINGTON (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Grant | 20.0 | 1,168 | 4,015 | 4,409 | 2,971 | 2,802 | 4,635 | 4,586 | 6,782 | 2,890 | 2,935 | 1,545 | 1,262 | 2.79 |
| Grays Harbor | 25.8 | 1,398 | 4,641 | 5,642 | 3,863 | 3,458 | 6,798 | 7,029 | 8,996 | 3,892 | 3,526 | 1,546 | 811 | 2.51 |
| Island | 23.1 | 1,543 | 5,121 | 4,998 | 3,088 | 2,835 | 5,515 | 4,399 | 9,149 | 3,840 | 3,515 | 1,483 | 714 | 2.77 |
| Jefferson | 9.1 | 234 | 1,197 | 2,112 | 1,362 | 1,349 | 2,846 | 2,479 | 3,862 | 1,200 | 971 | 386 | 202 | 2.33 |
| King | 630.6 | 36,416 | 151,717 | 162,341 | 99,908 | 69,542 | 110,676 | 186,909 | 215,582 | 98,834 | 81,249 | 30,835 | 17,191 | 2.45 |
| Kitsap | 72.9 | 4,552 | 16,328 | 18,658 | 11,896 | 7,963 | 13,503 | 16,415 | 24,508 | 12,502 | 11,809 | 5,007 | 2,659 | 2.74 |
| Kittitas | 10.6 | 1,599 | 1,799 | 2,130 | 1,557 | 1,163 | 2,352 | 3,139 | 3,990 | 1,487 | 1,266 | 484 | 234 | 2.58 |
| Klickitat | 6.2 | 257 | 1,106 | 1,520 | 1,002 | 805 | 1,510 | 1,431 | 2,197 | 887 | 1,007 | 418 | 260 | 2.68 |
| Lewis | 23.0 | 1,112 | 4,038 | 4,968 | 3,506 | 3,172 | 6,204 | 5,538 | 8,067 | 3,449 | 3,463 | 1,609 | 874 | 2.64 |
| Lincoln | 3.6 | 89 | 531 | 721 | 543 | 540 | 1,176 | 951 | 1,435 | 428 | 472 | 202 | 112 | 2.44 |
| Mason | 15.3 | 577 | 2,435 | 3,335 | 2,274 | 2,414 | 4,265 | 3,440 | 6,242 | 2,173 | 2,018 | 915 | 512 | 2.63 |
| Okanogan | 12.8 | 568 | 2,151 | 2,971 | 2,119 | 1,853 | 3,138 | 3,131 | 4,539 | 1,899 | 1,864 | 826 | 541 | 2.64 |
| Pacific | 8.0 | 298 | 1,130 | 1,466 | 1,078 | 1,321 | 2,707 | 2,213 | 3,283 | 990 | 902 | 404 | 208 | 2.40 |
| Pend Oreille | 3.4 | 117 | 562 | 789 | 578 | 533 | 821 | 790 | 1,234 | 535 | 478 | 224 | 139 | 2.65 |
| Pierce | 221.4 | 15,063 | 52,177 | 52,545 | 34,124 | 26,682 | 40,809 | 52,703 | 72,504 | 38,818 | 34,685 | 14,459 | 8,231 | 2.73 |
| San Juan | 4.7 | 79 | 539 | 1,174 | 780 | 696 | 1,432 | 1,299 | 2,081 | 575 | 485 | 185 | 75 | 2.28 |
| Skagit | 31.7 | 1,398 | 5,687 | 7,325 | 4,796 | 4,201 | 8,293 | 7,572 | 11,787 | 4,799 | 4,434 | 2,036 | 1,072 | 2.60 |
| Skamania | 3.1 | 110 | 617 | 799 | 566 | 392 | 616 | 648 | 1,099 | 485 | 516 | 227 | 125 | 2.71 |
| Snohomish | 180.6 | 9,294 | 44,384 | 48,178 | 29,375 | 20,134 | 29,235 | 38,488 | 60,448 | 32,180 | 30,526 | 12,517 | 6,441 | 2.71 |
| Spokane | 143.4 | 10,163 | 30,030 | 33,382 | 21,019 | 16,966 | 31,840 | 40,154 | 48,169 | 22,425 | 20,012 | 8,277 | 4,363 | 2.55 |
| Stevens | 11.5 | 393 | 2,017 | 2,960 | 2,050 | 1,527 | 2,553 | 2,453 | 3,890 | 1,804 | 1,874 | 935 | 544 | 2.74 |
| Thurston | 64.8 | 3,587 | 13,186 | 16,997 | 10,760 | 7,540 | 12,730 | 15,801 | 22,367 | 10,996 | 9,770 | 3,873 | 1,993 | 2.60 |
| Wahkiakum | 1.3 | 42 | 166 | 295 | 213 | 189 | 395 | 305 | 527 | 192 | 170 | 61 | 45 | 2.54 |
| Walla Walla | 17.7 | 1,321 | 3,165 | 3,699 | 2,449 | 2,271 | 4,795 | 4,845 | 6,197 | 2,599 | 2,351 | 1,038 | 670 | 2.75 |
| Whatcom | 50.5 | 4,206 | 10,027 | 12,460 | 7,448 | 5,731 | 10,628 | 12,787 | 17,966 | 7,821 | 7,111 | 3,031 | 1,784 | 2.62 |
| Whitman | 13.7 | 2,882 | 2,937 | 2,499 | 1,674 | 1,256 | 2,452 | 3,709 | 5,177 | 2,082 | 1,806 | 631 | 295 | 2.83 |
| Yakima | 66.7 | 3,800 | 13,098 | 14,764 | 10,238 | 8,551 | 16,249 | 15,344 | 21,159 | 10,614 | 9,949 | 5,073 | 4,561 | 2.87 |
| **TOTAL METRO COUNTIES** | **1,578.9** | **94,916** | **362,994** | **397,473** | **249,608** | **180,919** | **292,990** | **412,158** | **531,503** | **258,969** | **228,986** | **93,430** | **53,854** | **2.59** |
| **TOTAL STATE** | **1,926.8** | **115,205** | **425,693** | **474,439** | **301,660** | **227,528** | **382,275** | **497,976** | **639,355** | **310,998** | **277,549** | **114,799** | **66,123** | **2.60** |
| **WEST VIRGINIA** | | | | | | | | | | | | | | |
| **CHARLESTON** | **100.4** | **3,693** | **18,075** | **22,360** | **15,648** | **15,077** | **25,547** | **26,389** | **33,285** | **18,757** | **15,025** | **4,965** | **1,979** | **2.49** |
| Kanawha | 84.3 | 3,160 | 14,850 | 18,285 | 12,737 | 12,883 | 22,385 | 23,502 | 28,009 | 15,297 | 11,928 | 3,942 | 1,622 | 2.44 |
| Putnam | 16.1 | 533 | 3,225 | 4,075 | 2,911 | 2,194 | 3,162 | 2,887 | 5,276 | 3,460 | 3,097 | 1,023 | 357 | 2.73 |
| **HUNTINGTON - ASHLAND** | **119.3** | **5,833** | **20,446** | **24,428** | **19,619** | **18,367** | **30,597** | **28,850** | **38,629** | **23,143** | **18,799** | **6,996** | **2,883** | **2.61** |
| Cabell | 38.8 | 2,679 | 6,459 | 7,426 | 5,745 | 5,780 | 10,711 | 11,426 | 12,711 | 6,820 | 5,292 | 1,833 | 718 | 2.47 |
| Wayne | 15.6 | 604 | 2,618 | 3,288 | 2,738 | 2,379 | 3,973 | 3,361 | 5,014 | 3,031 | 2,749 | 1,013 | 432 | 2.65 |
| *Boyd, Ky.* | *19.7* | *714* | *3,398* | *4,066* | *3,166* | *3,134* | *5,222* | *4,813* | *6,603* | *3,890* | *3,047* | *1,008* | *339* | *2.57* |
| *Carter, Ky.* | *8.7* | *389* | *1,588* | *1,813* | *1,485* | *1,257* | *2,168* | *1,702* | *2,691* | *1,873* | *1,476* | *648* | *310* | *2.79* |
| *Greenup, Ky.* | *13.5* | *463* | *2,303* | *3,104* | *2,522* | *2,184* | *2,924* | *2,491* | *4,468* | *2,919* | *2,367* | *881* | *374* | *2.73* |
| *Lawrence, Ohio* | *23.0* | *984* | *4,080* | *4,741* | *3,963* | *3,633* | *5,599* | *5,057* | *7,142* | *4,610* | *3,868* | *1,613* | *710* | *2.70* |
| **PARKERSBURG - MARIETTA** | **57.7** | **2,441** | **10,566** | **12,407** | **9,696** | **8,350** | **14,240** | **14,033** | **19,464** | **10,485** | **9,004** | **3,329** | **1,385** | **2.58** |
| Wood | 34.1 | 1,384 | 6,118 | 7,257 | 5,825 | 4,881 | 8,635 | 8,413 | 11,478 | 6,338 | 5,285 | 1,822 | 764 | 2.54 |
| *Washington, Ohio* | *23.6* | *1,057* | *4,448* | *5,150* | *3,871* | *3,469* | *5,605* | *5,620* | *7,986* | *4,147* | *3,719* | *1,507* | *621* | *2.63* |
| **STEUBENVILLE - WEIRTON** | **54.7** | **1,500** | **8,050** | **11,613** | **8,517** | **9,142** | **15,878** | **13,739** | **18,046** | **9,954** | **8,460** | **3,188** | **1,313** | **2.57** |
| Brooke | 10.1 | 266 | 1,382 | 2,216 | 1,561 | 1,677 | 2,998 | 2,423 | 3,350 | 1,821 | 1,643 | 609 | 254 | 2.64 |
| Hancock | 13.7 | 355 | 2,164 | 3,020 | 2,111 | 2,312 | 3,738 | 3,296 | 4,611 | 2,557 | 2,132 | 794 | 310 | 2.55 |
| *Jefferson, Ohio* | *30.9* | *879* | *4,504* | *6,377* | *4,845* | *5,153* | *9,142* | *8,020* | *10,085* | *5,576* | *4,685* | *1,785* | *749* | *2.56* |
| **WHEELING** | **62.2** | **1,916** | **9,512** | **12,851** | **9,063** | **9,665** | **19,193** | **17,324** | **20,103** | **10,598** | **9,185** | **3,610** | **1,380** | **2.53** |
| Marshall | 14.1 | 390 | 2,193 | 3,136 | 2,245 | 2,244 | 3,892 | 3,349 | 4,564 | 2,541 | 2,417 | 887 | 342 | 2.64 |
| Ohio | 20.4 | 692 | 3,109 | 4,085 | 2,895 | 3,101 | 6,518 | 6,614 | 6,431 | 3,188 | 2,623 | 1,092 | 452 | 2.47 |
| *Belmont, Ohio* | *27.7* | *834* | *4,210* | *5,630* | *3,923* | *4,320* | *8,783* | *7,361* | *9,108* | *4,869* | *4,145* | *1,631* | *586* | *2.51* |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Barbour | 5.8 | 226 | 936 | 1,188 | 872 | 832 | 1,746 | 1,414 | 1,854 | 1,036 | 941 | 385 | 170 | 2.69 |
| Berkeley | 23.3 | 1,237 | 5,040 | 5,399 | 3,666 | 3,229 | 4,729 | 5,498 | 7,339 | 4,652 | 3,700 | 1,467 | 644 | 2.64 |
| Boone | 9.5 | 349 | 1,595 | 2,286 | 1,555 | 1,380 | 2,335 | 2,085 | 2,838 | 1,979 | 1,760 | 606 | 232 | 2.65 |
| Braxton | 4.9 | 151 | 756 | 1,007 | 737 | 740 | 1,509 | 1,160 | 1,552 | 979 | 732 | 318 | 159 | 2.63 |
| Brooke | 10.1 | 266 | 1,382 | 2,216 | 1,561 | 1,677 | 2,998 | 2,423 | 3,350 | 1,821 | 1,643 | 609 | 254 | 2.64 |
| Cabell | 38.8 | 2,679 | 6,459 | 7,426 | 5,745 | 5,780 | 10,711 | 11,426 | 12,711 | 6,820 | 5,292 | 1,833 | 718 | 2.47 |
| Calhoun | 2.9 | 82 | 473 | 614 | 436 | 433 | 862 | 669 | 898 | 558 | 497 | 189 | 89 | 2.69 |
| Clay | 3.7 | 139 | 644 | 824 | 575 | 544 | 974 | 850 | 1,065 | 703 | 649 | 286 | 147 | 2.70 |

1992 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Under 25 Years | 25–34 Years | 35–44 Years | 45–54 Years | 55–64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | Average Household Size |
| **WEST VIRGINIA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Doddridge | 2.6 | 61 | 410 | 543 | 400 | 387 | 799 | 604 | 811 | 484 | 417 | 183 | 101 | 2.65 |
| Fayette | 17.9 | 619 | 2,586 | 3,804 | 2,463 | 2,816 | 5,612 | 4,707 | 5,548 | 3,293 | 2,689 | 1,124 | 539 | 2.61 |
| Gilmer | 2.7 | 175 | 432 | 514 | 384 | 396 | 799 | 629 | 907 | 477 | 426 | 170 | 91 | 2.81 |
| Grant | 4.0 | 168 | 700 | 845 | 688 | 587 | 1,012 | 894 | 1,319 | 794 | 650 | 234 | 109 | 2.63 |
| Greenbrier | 13.8 | 457 | 2,214 | 2,827 | 2,124 | 2,115 | 4,063 | 3,686 | 4,591 | 2,492 | 1,993 | 708 | 330 | 2.49 |
| Hampshire | 6.5 | 275 | 1,118 | 1,357 | 1,055 | 1,036 | 1,659 | 1,475 | 2,173 | 1,192 | 1,008 | 417 | 235 | 2.65 |
| Hancock | 13.7 | 355 | 2,164 | 3,020 | 2,111 | 2,312 | 3,738 | 3,296 | 4,611 | 2,557 | 2,132 | 794 | 310 | 2.55 |
| Hardy | 4.4 | 178 | 787 | 889 | 670 | 686 | 1,190 | 1,012 | 1,501 | 865 | 690 | 218 | 114 | 2.59 |
| Harrison | 27.0 | 952 | 4,349 | 5,387 | 3,925 | 4,065 | 8,322 | 7,096 | 8,619 | 4,858 | 4,062 | 1,647 | 718 | 2.56 |
| Jackson | 9.7 | 377 | 1,649 | 1,962 | 1,750 | 1,659 | 2,303 | 1,914 | 3,305 | 1,945 | 1,674 | 623 | 239 | 2.69 |
| Jefferson | 13.3 | 631 | 2,672 | 3,177 | 2,303 | 1,776 | 2,741 | 2,911 | 4,268 | 2,556 | 2,174 | 905 | 486 | 2.79 |
| Kanawha | 84.3 | 3,160 | 14,850 | 18,285 | 12,737 | 12,883 | 22,385 | 23,502 | 28,009 | 15,297 | 11,928 | 3,942 | 1,622 | 2.44 |
| Lewis | 6.5 | 239 | 1,043 | 1,312 | 999 | 966 | 1,941 | 1,691 | 2,070 | 1,172 | 1,018 | 367 | 182 | 2.60 |
| Lincoln | 7.7 | 312 | 1,370 | 1,714 | 1,236 | 1,167 | 1,901 | 1,505 | 2,293 | 1,584 | 1,464 | 596 | 258 | 2.77 |
| Logan | 15.1 | 550 | 2,505 | 3,693 | 2,223 | 2,373 | 3,756 | 3,082 | 4,301 | 3,210 | 2,833 | 1,134 | 540 | 2.79 |
| McDowell | 12.1 | 391 | 1,961 | 2,574 | 1,738 | 1,925 | 3,511 | 2,813 | 3,431 | 2,482 | 1,987 | 875 | 512 | 2.72 |
| Marion | 22.4 | 1,109 | 3,268 | 4,437 | 3,260 | 3,286 | 7,040 | 6,093 | 7,300 | 3,945 | 3,338 | 1,229 | 495 | 2.52 |
| Marshall | 14.1 | 390 | 2,193 | 3,136 | 2,245 | 2,244 | 3,892 | 3,349 | 4,564 | 2,541 | 2,417 | 887 | 342 | 2.64 |
| Mason | 9.7 | 300 | 1,700 | 2,080 | 1,607 | 1,566 | 2,447 | 2,234 | 3,053 | 1,974 | 1,657 | 581 | 201 | 2.61 |
| Mercer | 25.1 | 1,091 | 3,957 | 5,246 | 3,674 | 3,801 | 7,331 | 6,457 | 8,304 | 4,614 | 3,739 | 1,416 | 570 | 2.55 |
| ☐ Mineral | 10.2 | 419 | 1,624 | 2,156 | 1,778 | 1,496 | 2,727 | 2,327 | 3,257 | 1,987 | 1,692 | 659 | 278 | 2.67 |
| Mingo | 11.7 | 577 | 2,340 | 2,745 | 1,862 | 1,670 | 2,506 | 2,379 | 3,110 | 2,517 | 2,215 | 982 | 497 | 2.84 |
| Monongalia | 29.2 | 4,570 | 6,036 | 6,027 | 3,783 | 3,182 | 5,602 | 8,519 | 9,505 | 5,070 | 4,131 | 1,431 | 544 | 2.61 |
| Monroe | 4.8 | 173 | 709 | 952 | 774 | 772 | 1,420 | 1,134 | 1,601 | 871 | 792 | 259 | 143 | 2.63 |
| Morgan | 5.0 | 182 | 802 | 1,012 | 791 | 843 | 1,370 | 1,141 | 1,853 | 897 | 692 | 300 | 117 | 2.54 |
| Nicholas | 10.0 | 378 | 1,713 | 2,252 | 1,561 | 1,516 | 2,580 | 2,145 | 3,141 | 2,012 | 1,756 | 657 | 289 | 2.67 |
| Ohio | 20.4 | 692 | 3,109 | 4,085 | 2,895 | 3,101 | 6,518 | 6,614 | 6,431 | 3,188 | 2,623 | 1,092 | 452 | 2.47 |
| Pendleton | 3.1 | 135 | 530 | 623 | 426 | 484 | 902 | 691 | 1,043 | 645 | 451 | 197 | 73 | 2.65 |
| Pleasants | 2.8 | 102 | 495 | 568 | 467 | 400 | 768 | 694 | 878 | 509 | 457 | 198 | 64 | 2.71 |
| Pocahontas | 3.6 | 124 | 568 | 698 | 556 | 528 | 1,126 | 973 | 1,233 | 662 | 469 | 178 | 85 | 2.47 |
| Preston | 10.7 | 414 | 1,901 | 2,337 | 1,735 | 1,593 | 2,720 | 2,330 | 3,312 | 2,010 | 1,913 | 805 | 330 | 2.71 |
| Putnam | 16.1 | 533 | 3,225 | 4,075 | 2,911 | 2,194 | 3,162 | 2,887 | 5,276 | 3,460 | 3,097 | 1,023 | 357 | 2.73 |
| Raleigh | 28.8 | 1,001 | 4,481 | 6,602 | 4,324 | 4,349 | 8,043 | 7,118 | 9,037 | 5,537 | 4,593 | 1,787 | 728 | 2.60 |
| Randolph | 10.4 | 400 | 1,734 | 2,231 | 1,691 | 1,394 | 2,950 | 2,646 | 3,287 | 1,976 | 1,604 | 607 | 280 | 2.71 |
| Ritchie | 3.9 | 126 | 655 | 764 | 622 | 570 | 1,163 | 924 | 1,296 | 735 | 601 | 242 | 102 | 2.59 |
| Roane | 5.8 | 201 | 883 | 1,289 | 929 | 867 | 1,631 | 1,355 | 1,869 | 1,074 | 950 | 356 | 196 | 2.62 |
| Summers | 5.2 | 134 | 733 | 1,029 | 718 | 900 | 1,686 | 1,371 | 1,687 | 940 | 763 | 291 | 148 | 2.71 |
| Taylor | 5.7 | 216 | 943 | 1,176 | 849 | 869 | 1,647 | 1,387 | 1,780 | 1,069 | 990 | 332 | 142 | 2.61 |
| Tucker | 3.0 | 121 | 448 | 617 | 482 | 446 | 886 | 777 | 958 | 561 | 466 | 176 | 62 | 2.57 |
| Tyler | 3.7 | 128 | 574 | 775 | 597 | 574 | 1,052 | 818 | 1,232 | 706 | 598 | 258 | 88 | 2.62 |
| Upshur | 8.1 | 342 | 1,387 | 1,799 | 1,259 | 1,050 | 2,263 | 1,980 | 2,484 | 1,503 | 1,388 | 500 | 245 | 2.80 |
| Wayne | 15.6 | 604 | 2,418 | 3,288 | 2,738 | 2,379 | 3,973 | 3,361 | 5,014 | 3,031 | 2,749 | 1,013 | 432 | 2.65 |
| Webster | 3.9 | 159 | 636 | 815 | 587 | 583 | 1,120 | 841 | 1,214 | 806 | 654 | 276 | 109 | 2.72 |
| Wetzel | 7.2 | 271 | 1,126 | 1,460 | 1,246 | 1,170 | 1,927 | 1,718 | 2,288 | 1,321 | 1,162 | 501 | 210 | 2.64 |
| Wirt | 1.9 | 48 | 365 | 383 | 324 | 268 | 512 | 424 | 595 | 353 | 326 | 144 | 58 | 2.74 |
| Wood | 34.1 | 1,384 | 6,118 | 7,257 | 5,825 | 4,881 | 8,635 | 8,413 | 11,478 | 6,338 | 5,285 | 1,822 | 764 | 2.54 |
| Wyoming | 10.2 | 344 | 1,760 | 2,557 | 1,667 | 1,622 | 2,250 | 1,997 | 2,949 | 2,246 | 1,998 | 714 | 296 | 2.75 |
| **TOTAL METRO COUNTIES** | **257.4** | **10,482** | **43,742** | **54,944** | **40,546** | **38,947** | **68,729** | **67,398** | **84,701** | **47,040** | **38,856** | **13,674** | **5,529** | **2.53** |
| **TOTAL STATE** | **686.7** | **30,697** | **116,726** | **147,334** | **106,136** | **102,363** | **183,443** | **171,439** | **220,393** | **128,904** | **107,925** | **40,543** | **17,496** | **2.60** |
| **WISCONSIN** | | | | | | | | | | | | | | |
| **APPLETON - OSHKOSH - NEENAH** | **118.0** | **6,491** | **27,778** | **26,922** | **17,537** | **14,476** | **24,796** | **27,275** | **38,789** | **19,571** | **19,682** | **8,701** | **4,012** | **2.72** |
| Calumet | 12.0 | 443 | 2,883 | 2,895 | 1,827 | 1,525 | 2,427 | 2,174 | 3,698 | 2,097 | 2,236 | 1,192 | 603 | 2.91 |
| Outagamie | 51.7 | 2,621 | 12,730 | 12,204 | 7,770 | 6,110 | 10,265 | 11,243 | 16,597 | 8,561 | 8,970 | 4,280 | 2,049 | 2.77 |
| Winnebago | 54.3 | 3,427 | 12,165 | 11,823 | 7,940 | 6,841 | 12,104 | 13,858 | 18,494 | 8,913 | 8,446 | 3,229 | 1,360 | 2.63 |
| **EAU CLAIRE** | **51.2** | **3,857** | **10,519** | **11,468** | **7,238** | **6,179** | **11,939** | **12,598** | **16,731** | **8,232** | **8,300** | **3,569** | **1,770** | **2.73** |
| Chippewa | 19.3 | 785 | 3,980 | 4,299 | 2,805 | 2,572 | 4,859 | 4,510 | 6,223 | 3,034 | 3,209 | 1,593 | 731 | 2.74 |
| Eau Claire | 31.9 | 3,072 | 6,539 | 7,169 | 4,433 | 3,607 | 7,080 | 8,088 | 10,508 | 5,198 | 5,091 | 1,976 | 1,039 | 2.72 |
| **GREEN BAY** | **73.5** | **4,600** | **18,088** | **17,726** | **10,828** | **8,448** | **13,810** | **18,048** | **23,213** | **12,508** | **12,115** | **5,265** | **2,351** | **2.69** |
| Brown | 73.5 | 4,600 | 18,088 | 17,726 | 10,828 | 8,448 | 13,810 | 18,048 | 23,213 | 12,508 | 12,115 | 5,265 | 2,351 | 2.69 |
| **JANESVILLE - BELOIT** | **52.4** | **2,746** | **11,056** | **11,547** | **8,223** | **7,248** | **11,580** | **12,501** | **17,156** | **8,944** | **8,399** | **3,719** | **1,681** | **2.66** |
| Rock | 52.4 | 2,746 | 11,056 | 11,547 | 8,223 | 7,248 | 11,580 | 12,501 | 17,156 | 8,944 | 8,399 | 3,719 | 1,681 | 2.66 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES METRO AREA County | 12/31/91 Total Households (Thousands) | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | Average House-hold Size |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under 25 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | |
| **WISCONSIN (continued)** | | | | | | | | | | | | | | |
| **KENOSHA** | **47.8** | **2,449** | **10,387** | **10,604** | **7,638** | **6,225** | **10,497** | **11,296** | **14,907** | **8,480** | **7,737** | **3,486** | **1,894** | **2.73** |
| Kenosha | 47.8 | 2,449 | 10,387 | 10,604 | 7,638 | 6,225 | 10,497 | 11,296 | 14,907 | 8,480 | 7,737 | 3,486 | 1,894 | 2.73 |
| **LA CROSSE** | **37.4** | **3,291** | **8,142** | **8,340** | **5,038** | **4,409** | **8,180** | **9,943** | **12,222** | **5,995** | **5,694** | **2,423** | **1,123** | **2.65** |
| La Crosse | 37.4 | 3,291 | 8,142 | 8,340 | 5,038 | 4,409 | 8,180 | 9,943 | 12,222 | 5,995 | 5,694 | 2,423 | 1,123 | 2.65 |
| **MADISON** | **145.6** | **14,593** | **37,098** | **36,418** | **20,245** | **14,590** | **22,656** | **39,041** | **49,914** | **24,033** | **21,302** | **7,975** | **3,335** | **2.57** |
| Dane | 145.6 | 14,593 | 37,098 | 36,418 | 20,245 | 14,390 | 22,656 | 39,041 | 49,914 | 24,033 | 21,302 | 7,975 | 3,335 | 2.57 |
| **MILWAUKEE** | **543.4** | **27,200** | **120,780** | **125,331** | **81,801** | **72,791** | **115,497** | **140,627** | **170,862** | **91,392** | **82,449** | **36,826** | **21,244** | **2.66** |
| Milwaukee | 374.5 | 22,601 | 87,198 | 80,827 | 49,775 | 48,486 | 85,613 | 111,726 | 116,313 | 59,898 | 49,019 | 22,272 | 15,272 | 2.57 |
| Ozaukee | 26.4 | 631 | 4,958 | 6,777 | 4,992 | 3,678 | 5,164 | 4,578 | 8,824 | 4,963 | 4,955 | 2,188 | 892 | 2.82 |
| Washington | 33.8 | 1,172 | 7,453 | 8,520 | 6,087 | 4,368 | 6,200 | 5,907 | 10,623 | 6,128 | 6,734 | 3,043 | 1,365 | 2.89 |
| Waukesha | 108.7 | 2,796 | 21,171 | 29,207 | 20,947 | 16,059 | 18,520 | 18,416 | 35,102 | 20,403 | 21,741 | 9,323 | 3,715 | 2.87 |
| ***MILWAUKEE - RACINE CONSOLIDATED AREA*** | ***607.6*** | ***29,940*** | ***134,447*** | ***140,243*** | ***92,140*** | ***81,671*** | ***129,159*** | ***155,031*** | ***190,920*** | ***102,917*** | ***93,361*** | ***41,707*** | ***23,664*** | ***2.67*** |
| **RACINE** | **64.2** | **2,740** | **13,667** | **14,912** | **10,339** | **8,880** | **13,662** | **14,404** | **20,058** | **11,525** | **10,912** | **4,881** | **2,420** | **2.75** |
| Racine | 64.2 | 2,740 | 13,667 | 14,912 | 10,339 | 8,880 | 13,662 | 14,404 | 20,058 | 11,525 | 10,912 | 4,881 | 2,420 | 2.75 |
| **SHEBOYGAN** | **39.1** | **1,708** | **8,248** | **8,685** | **5,631** | **5,123** | **9,705** | **9,280** | **12,938** | **6,357** | **6,391** | **2,860** | **1,274** | **2.69** |
| Sheboygan | 39.1 | 1,708 | 8,248 | 8,685 | 5,631 | 5,123 | 9,705 | 9,280 | 12,938 | 6,357 | 6,391 | 2,860 | 1,274 | 2.69 |
| **WAUSAU** | **42.1** | **2,051** | **8,867** | **9,682** | **6,458** | **5,388** | **9,654** | **9,005** | **13,381** | **7,210** | **7,371** | **3,340** | **1,793** | **2.78** |
| Marathon | 42.1 | 2,051 | 8,867 | 9,682 | 6,458 | 5,388 | 9,654 | 9,005 | 13,381 | 7,210 | 7,371 | 3,340 | 1,793 | 2.78 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Adams | 6.1 | 158 | 932 | 1,007 | 883 | 1,128 | 1,992 | 1,435 | 2,561 | 873 | 737 | 325 | 169 | 2.62 |
| Ashland | 6.3 | 322 | 1,170 | 1,226 | 823 | 760 | 1,999 | 1,962 | 1,865 | 941 | 846 | 445 | 241 | 2.59 |
| Barron | 15.8 | 742 | 2,972 | 3,232 | 2,177 | 2,082 | 4,595 | 3,885 | 5,329 | 2,392 | 2,470 | 1,187 | 537 | 2.63 |
| Bayfield | 5.7 | 168 | 929 | 1,205 | 844 | 847 | 1,707 | 1,550 | 1,991 | 851 | 735 | 385 | 188 | 2.49 |
| Brown | 73.5 | 4,600 | 18,088 | 17,726 | 10,828 | 8,448 | 13,810 | 18,048 | 23,213 | 12,508 | 12,115 | 5,265 | 2,351 | 2.69 |
| Buffalo | 5.2 | 198 | 976 | 1,053 | 726 | 776 | 1,471 | 1,265 | 1,727 | 810 | 832 | 389 | 177 | 2.63 |
| Burnett | 5.3 | 144 | 786 | 970 | 775 | 893 | 1,732 | 1,376 | 2,040 | 716 | 694 | 327 | 147 | 2.49 |
| Calumet | 12.0 | 443 | 2,883 | 2,895 | 1,827 | 1,525 | 2,427 | 2,174 | 3,698 | 2,097 | 2,236 | 1,192 | 603 | 2.91 |
| Chippewa | 19.3 | 785 | 3,980 | 4,299 | 2,805 | 2,572 | 4,859 | 4,510 | 6,223 | 3,034 | 3,209 | 1,593 | 731 | 2.74 |
| Clark | 11.2 | 426 | 2,007 | 2,175 | 1,557 | 1,511 | 3,524 | 2,706 | 3,550 | 1,611 | 1,671 | 960 | 702 | 2.82 |
| Columbia | 17.3 | 618 | 3,262 | 3,758 | 2,596 | 2,397 | 4,669 | 4,153 | 5,943 | 2,673 | 2,709 | 1,255 | 567 | 2.66 |
| Crawford | 6.0 | 225 | 1,033 | 1,205 | 855 | 873 | 1,809 | 1,517 | 1,952 | 914 | 858 | 493 | 266 | 2.67 |
| Dane | 145.6 | 14,593 | 37,098 | 36,418 | 20,245 | 14,590 | 22,656 | 39,041 | 49,914 | 24,033 | 21,302 | 7,975 | 3,335 | 2.57 |
| Dodge | 27.1 | 1,042 | 5,492 | 5,821 | 4,005 | 3,599 | 7,141 | 5,990 | 8,770 | 4,520 | 4,459 | 2,298 | 1,063 | 2.85 |
| Door | 10.2 | 309 | 1,862 | 2,200 | 1,454 | 1,375 | 3,000 | 2,606 | 3,602 | 1,528 | 1,511 | 653 | 300 | 2.55 |
| ☐ Douglas | 16.6 | 861 | 3,109 | 3,662 | 2,347 | 2,134 | 4,487 | 4,692 | 5,486 | 2,610 | 2,371 | 1,027 | 414 | 2.53 |
| Dunn | 12.5 | 1,280 | 2,476 | 2,702 | 1,674 | 1,462 | 2,906 | 2,917 | 4,022 | 2,011 | 2,032 | 992 | 526 | 2.90 |
| Eau Claire | 31.9 | 3,072 | 6,539 | 7,169 | 4,433 | 3,607 | 7,080 | 8,088 | 10,508 | 5,198 | 5,091 | 1,976 | 1,039 | 2.72 |
| Florence | 1.8 | 55 | 322 | 367 | 299 | 259 | 498 | 464 | 634 | 280 | 236 | 122 | 64 | 2.56 |
| Fond du Lac | 33.1 | 1,497 | 6,608 | 7,552 | 4,928 | 4,489 | 8,026 | 7,848 | 10,575 | 5,357 | 5,426 | 2,542 | 1,352 | 2.75 |
| Forest | 3.3 | 142 | 518 | 582 | 466 | 521 | 1,071 | 827 | 1,160 | 513 | 446 | 215 | 139 | 2.67 |
| Grant | 17.2 | 1,099 | 3,263 | 3,457 | 2,394 | 2,331 | 4,656 | 4,111 | 5,550 | 2,541 | 2,747 | 1,499 | 752 | 2.86 |
| Green | 11.7 | 473 | 2,341 | 2,643 | 1,713 | 1,469 | 3,061 | 2,878 | 3,947 | 1,793 | 1,845 | 834 | 403 | 2.62 |
| Green Lake | 7.3 | 249 | 1,229 | 1,451 | 983 | 1,056 | 2,332 | 1,847 | 2,560 | 1,068 | 1,056 | 520 | 249 | 2.58 |
| Iowa | 7.5 | 310 | 1,524 | 1,703 | 999 | 993 | 1,971 | 1,771 | 2,383 | 1,196 | 1,182 | 652 | 316 | 2.72 |
| Iron | 2.6 | 79 | 365 | 431 | 341 | 383 | 1,001 | 786 | 966 | 386 | 282 | 117 | 63 | 2.35 |
| Jackson | 6.3 | 239 | 1,075 | 1,258 | 922 | 874 | 1,932 | 1,633 | 2,088 | 950 | 909 | 483 | 237 | 2.65 |
| Jefferson | 24.5 | 1,080 | 4,951 | 5,492 | 3,931 | 3,164 | 5,882 | 5,516 | 8,122 | 4,097 | 4,051 | 1,863 | 851 | 2.83 |
| Juneau | 8.4 | 289 | 1,508 | 1,577 | 1,227 | 1,274 | 2,525 | 2,121 | 2,879 | 1,283 | 1,185 | 578 | 354 | 2.62 |
| Kenosha | 47.8 | 2,449 | 10,387 | 10,604 | 7,638 | 6,225 | 10,497 | 11,296 | 14,907 | 8,480 | 7,737 | 3,486 | 1,894 | 2.73 |
| Kewaunee | 6.9 | 230 | 1,313 | 1,434 | 996 | 923 | 2,004 | 1,614 | 2,114 | 1,070 | 1,101 | 655 | 346 | 2.75 |
| La Crosse | 37.4 | 3,291 | 8,142 | 8,340 | 5,038 | 4,409 | 8,180 | 9,943 | 12,222 | 5,995 | 5,694 | 2,423 | 1,123 | 2.65 |
| Lafayette | 5.8 | 174 | 1,134 | 1,173 | 758 | 865 | 1,696 | 1,430 | 1,849 | 815 | 851 | 525 | 330 | 2.76 |
| Langlade | 7.6 | 245 | 1,228 | 1,435 | 1,070 | 1,112 | 2,510 | 2,022 | 2,602 | 1,093 | 1,044 | 522 | 317 | 2.57 |
| Lincoln | 10.3 | 427 | 1,926 | 1,984 | 1,597 | 1,529 | 2,837 | 2,456 | 3,540 | 1,657 | 1,588 | 705 | 354 | 2.67 |
| Manitowoc | 30.2 | 1,308 | 5,748 | 6,424 | 4,364 | 4,173 | 8,183 | 7,646 | 9,687 | 4,793 | 4,656 | 2,232 | 1,186 | 2.66 |
| Marathon | 42.1 | 2,051 | 8,867 | 9,682 | 6,458 | 5,388 | 9,654 | 9,005 | 13,381 | 7,210 | 7,371 | 3,340 | 1,793 | 2.78 |
| Marinette | 15.8 | 587 | 2,930 | 3,116 | 2,335 | 2,162 | 4,670 | 4,147 | 5,269 | 2,393 | 2,356 | 1,136 | 499 | 2.60 |
| Marquette | 5.0 | 141 | 764 | 862 | 663 | 883 | 1,687 | 1,210 | 1,941 | 695 | 652 | 329 | 173 | 2.52 |
| Menominee | 1.2 | 62 | 279 | 234 | 193 | 189 | 243 | 177 | 293 | 191 | 175 | 164 | 200 | 3.42 |
| Milwaukee | 374.5 | 22,601 | 87,198 | 80,827 | 49,775 | 48,486 | 85,613 | 111,726 | 116,313 | 59,898 | 49,019 | 22,272 | 15,272 | 2.57 |
| Monroe | 13.5 | 608 | 2,603 | 3,010 | 2,030 | 1,820 | 3,429 | 3,194 | 4,334 | 2,099 | 2,181 | 1,097 | 595 | 2.78 |
| Oconto | 11.5 | 391 | 2,145 | 2,338 | 1,686 | 1,639 | 3,301 | 2,630 | 3,949 | 1,817 | 1,747 | 932 | 425 | 2.68 |
| Oneida | 12.8 | 413 | 2,123 | 2,487 | 1,987 | 2,113 | 3,677 | 3,218 | 4,925 | 1,966 | 1,637 | 769 | 285 | 2.50 |

# HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

| S&MM ESTIMATES | | Households by Age of Householder | | | | | | Households by Number of Persons | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/91 Total Households (Thousands) | Under 25 Years | 25-34 Years | 35-44 Years | 45-54 Years | 55-64 Years | 65 & Over | 1 | 2 | 3 | 4 | 5 | 6 or More | Average Household Size |
| **WISCONSIN (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Outagamie | 51.7 | 2,621 | 12,730 | 12,204 | 7,770 | 6,110 | 10,265 | 11,243 | 16,597 | 8,561 | 8,970 | 4,280 | 2,049 | 2.77 |
| Ozaukee | 26.4 | 631 | 4,958 | 6,777 | 4,992 | 3,878 | 5,164 | 4,578 | 8,824 | 4,963 | 4,955 | 2,188 | 892 | 2.82 |
| Pepin | 2.6 | 73 | 463 | 546 | 342 | 351 | 825 | 661 | 832 | 356 | 400 | 234 | 117 | 2.73 |
| Pierce | 11.3 | 841 | 2,567 | 2,703 | 1,668 | 1,261 | 2,260 | 2,378 | 3,493 | 1,950 | 2,009 | 991 | 479 | 2.97 |
| Polk | 13.4 | 501 | 2,631 | 3,009 | 1,929 | 1,710 | 3,620 | 3,176 | 4,602 | 1,999 | 2,110 | 1,015 | 498 | 2.65 |
| Portage | 21.9 | 1,873 | 4,846 | 5,053 | 3,150 | 2,550 | 4,428 | 4,895 | 6,937 | 3,716 | 3,749 | 1,711 | 892 | 2.86 |
| Price | 6.1 | 217 | 1,038 | 1,132 | 814 | 903 | 1,996 | 1,642 | 2,045 | 906 | 893 | 421 | 193 | 2.56 |
| Racine | 64.2 | 2,740 | 13,667 | 14,912 | 10,339 | 8,880 | 13,662 | 14,404 | 20,058 | 11,525 | 10,912 | 4,881 | 2,420 | 2.75 |
| Richland | 6.6 | 299 | 1,133 | 1,312 | 958 | 908 | 1,990 | 1,612 | 2,268 | 964 | 962 | 503 | 291 | 2.67 |
| Rock | 52.4 | 2,746 | 11,056 | 11,547 | 8,223 | 7,248 | 11,580 | 12,501 | 17,156 | 8,944 | 8,399 | 3,719 | 1,681 | 2.66 |
| Rusk | 5.7 | 251 | 970 | 1,110 | 761 | 798 | 1,810 | 1,423 | 1,932 | 910 | 809 | 382 | 244 | 2.63 |
| ☐ St. Croix | 18.5 | 861 | 4,362 | 4,850 | 2,999 | 2,124 | 3,304 | 3,718 | 5,604 | 3,197 | 3,586 | 1,683 | 712 | 2.84 |
| Sauk | 18.0 | 862 | 3,568 | 3,851 | 2,568 | 2,295 | 4,856 | 4,365 | 5,989 | 2,881 | 2,797 | 1,323 | 645 | 2.65 |
| Sawyer | 5.7 | 171 | 879 | 1,051 | 813 | 960 | 1,826 | 1,446 | 2,180 | 786 | 737 | 315 | 236 | 2.56 |
| Shawano | 14.0 | 543 | 2,500 | 2,623 | 2,015 | 2,051 | 4,268 | 3,287 | 4,785 | 2,209 | 2,115 | 1,004 | 600 | 2.70 |
| Sheboygan | 39.1 | 1,708 | 8,248 | 8,685 | 5,631 | 5,123 | 9,705 | 9,280 | 12,938 | 6,357 | 6,391 | 2,860 | 1,274 | 2.69 |
| Taylor | 6.8 | 319 | 1,468 | 1,361 | 934 | 881 | 1,837 | 1,514 | 2,142 | 1,070 | 1,092 | 589 | 393 | 2.79 |
| Trempealeau | 9.6 | 394 | 1,681 | 1,946 | 1,405 | 1,244 | 2,930 | 2,473 | 3,091 | 1,587 | 1,427 | 673 | 349 | 2.64 |
| Vernon | 9.8 | 310 | 1,650 | 1,931 | 1,429 | 1,312 | 3,168 | 2,571 | 3,284 | 1,451 | 1,415 | 662 | 417 | 2.62 |
| Vilas | 7.4 | 179 | 961 | 1,260 | 1,114 | 1,300 | 2,586 | 1,779 | 3,214 | 1,011 | 832 | 362 | 202 | 2.43 |
| Walworth | 27.5 | 1,925 | 5,135 | 5,920 | 4,110 | 3,663 | 6,747 | 6,694 | 9,166 | 4,579 | 4,206 | 1,911 | 944 | 2.76 |
| Washburn | 5.6 | 176 | 826 | 1,118 | 824 | 860 | 1,796 | 1,586 | 1,968 | 732 | 760 | 374 | 180 | 2.48 |
| Washington | 33.8 | 1,172 | 7,453 | 8,520 | 6,087 | 4,368 | 6,200 | 5,907 | 10,623 | 6,128 | 6,734 | 3,043 | 1,365 | 2.89 |
| Waukesha | 108.7 | 2,796 | 21,171 | 29,207 | 20,947 | 16,059 | 18,520 | 18,416 | 35,102 | 20,403 | 21,741 | 9,323 | 3,715 | 2.87 |
| Waupaca | 17.3 | 763 | 3,323 | 3,620 | 2,451 | 2,245 | 4,898 | 4,196 | 5,824 | 2,684 | 2,605 | 1,381 | 610 | 2.70 |
| Waushara | 7.8 | 227 | 1,192 | 1,481 | 1,101 | 1,267 | 2,532 | 1,860 | 2,994 | 1,153 | 1,058 | 484 | 251 | 2.54 |
| Winnebago | 54.3 | 3,427 | 12,165 | 11,823 | 7,940 | 6,841 | 12,104 | 13,858 | 18,494 | 8,913 | 8,446 | 3,229 | 1,360 | 2.63 |
| Wood | 27.8 | 1,288 | 5,911 | 6,061 | 4,185 | 3,506 | 6,849 | 6,645 | 8,949 | 4,558 | 4,560 | 2,097 | 991 | 2.67 |
| **TOTAL METRO COUNTIES** | **1,249.8** | **73,448** | **282,101** | **290,147** | **186,322** | **158,015** | **259,767** | **312,428** | **401,261** | **210,054** | **196,279** | **85,755** | **44,023** | **2.67** |
| **TOTAL STATE** | **1,847.7** | **100,390** | **394,637** | **414,799** | **273,144** | **240,004** | **424,726** | **457,539** | **601,675** | **303,449** | **287,722** | **130,387** | **66,928** | **2.68** |
| **WYOMING** | | | | | | | | | | | | | | |
| **CASPER** | **23.5** | **1,345** | **5,285** | **5,960** | **3,461** | **3,151** | **4,298** | **6,179** | **7,783** | **3,680** | **3,644** | **1,518** | **696** | **2.56** |
| Natrona | 23.5 | 1,345 | 5,285 | 5,960 | 3,461 | 3,151 | 4,298 | 6,179 | 7,783 | 3,680 | 3,644 | 1,518 | 696 | 2.56 |
| **CHEYENNE** | **28.5** | **1,879** | **6,626** | **6,821** | **4,439** | **3,557** | **5,178** | **7,333** | **9,230** | **4,813** | **4,600** | **1,705** | **819** | **2.60** |
| Laramie | 28.5 | 1,879 | 6,626 | 6,821 | 4,439 | 3,557 | 5,178 | 7,333 | 9,230 | 4,813 | 4,600 | 1,705 | 819 | 2.60 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Albany | 12.4 | 2,374 | 3,050 | 2,692 | 1,549 | 1,090 | 1,645 | 3,693 | 4,336 | 2,016 | 1,516 | 576 | 263 | 2.56 |
| Big Horn | 3.8 | 136 | 582 | 779 | 589 | 588 | 1,126 | 965 | 1,346 | 480 | 510 | 273 | 226 | 2.71 |
| Campbell | 9.9 | 553 | 3,060 | 3,224 | 1,494 | 903 | 666 | 1,931 | 2,588 | 1,827 | 2,131 | 1,017 | 406 | 2.95 |
| Carbon | 5.9 | 262 | 1,262 | 1,510 | 981 | 740 | 1,145 | 1,484 | 1,863 | 910 | 982 | 435 | 226 | 2.76 |
| Converse | 3.8 | 181 | 816 | 1,065 | 608 | 490 | 640 | 839 | 1,182 | 600 | 740 | 297 | 142 | 2.76 |
| Crook | 1.9 | 64 | 354 | 461 | 311 | 282 | 428 | 398 | 653 | 265 | 307 | 176 | 101 | 2.84 |
| Fremont | 11.9 | 519 | 2,219 | 2,873 | 2,004 | 1,712 | 2,573 | 2,688 | 3,873 | 1,863 | 1,906 | 929 | 641 | 2.80 |
| Goshen | 4.9 | 212 | 905 | 1,000 | 728 | 669 | 1,386 | 1,270 | 1,735 | 717 | 661 | 346 | 171 | 2.57 |
| Hot Springs | 1.9 | 65 | 298 | 389 | 311 | 284 | 553 | 563 | 672 | 264 | 242 | 115 | 44 | 2.47 |
| Johnson | 2.3 | 74 | 349 | 517 | 373 | 316 | 671 | 602 | 822 | 316 | 343 | 150 | 67 | 2.61 |
| Laramie | 28.5 | 1,879 | 6,626 | 6,821 | 4,439 | 3,557 | 5,178 | 7,333 | 9,230 | 4,813 | 4,600 | 1,705 | 819 | 2.60 |
| Lincoln | 4.1 | 138 | 864 | 1,057 | 698 | 481 | 862 | 805 | 1,240 | 599 | 606 | 400 | 450 | 3.05 |
| Natrona | 23.5 | 1,345 | 5,285 | 5,960 | 3,461 | 3,151 | 4,298 | 6,179 | 7,783 | 3,680 | 3,644 | 1,518 | 696 | 2.56 |
| Niobrara | 1.0 | 30 | 165 | 183 | 145 | 161 | 316 | 333 | 336 | 138 | 125 | 49 | 19 | 2.40 |
| Park | 8.9 | 426 | 1,723 | 2,132 | 1,422 | 1,121 | 2,076 | 2,195 | 3,099 | 1,362 | 1,352 | 584 | 308 | 2.65 |
| Platte | 3.2 | 119 | 492 | 739 | 538 | 439 | 873 | 911 | 1,043 | 450 | 500 | 206 | 90 | 2.50 |
| Sheridan | 9.4 | 359 | 1,609 | 2,387 | 1,429 | 1,251 | 2,365 | 2,705 | 3,245 | 1,348 | 1,332 | 527 | 243 | 2.50 |
| Sublette | 1.9 | 65 | 351 | 528 | 330 | 259 | 367 | 513 | 622 | 299 | 287 | 113 | 66 | 2.53 |
| Sweetwater | 13.5 | 687 | 3,357 | 4,035 | 2,148 | 1,403 | 1,870 | 3,047 | 3,665 | 2,320 | 2,557 | 1,240 | 671 | 2.84 |
| Teton | 5.0 | 228 | 1,339 | 1,576 | 803 | 508 | 546 | 1,371 | 1,767 | 829 | 683 | 231 | 119 | 2.42 |
| Uinta | 5.7 | 312 | 1,607 | 1,812 | 803 | 542 | 624 | 1,081 | 1,432 | 943 | 1,086 | 605 | 553 | 3.19 |
| Washakie | 3.1 | 119 | 564 | 713 | 521 | 424 | 759 | 780 | 1,046 | 458 | 457 | 216 | 143 | 2.65 |
| Weston | 2.4 | 82 | 445 | 591 | 391 | 339 | 552 | 558 | 790 | 396 | 391 | 201 | 64 | 2.67 |
| **TOTAL METRO COUNTIES** | **52.0** | **3,224** | **11,911** | **12,701** | **7,900** | **6,708** | **9,476** | **13,512** | **17,013** | **8,493** | **8,244** | **3,223** | **1,515** | **2.58** |
| **TOTAL STATE** | **168.9** | **10,229** | **37,322** | **43,041** | **26,076** | **20,710** | **31,519** | **43,044** | **54,368** | **26,093** | **26,958** | **11,909** | **6,528** | **2.66** |

# SECTION 7

## Households By Effective Buying Income (EBI) Group For Metropolitan Markets And All Counties

**Under $ 5,000**
**$ 5,000–$ 9,999**
**$10,000–$14,999**
**$15,000–$19,999**
**$20,000–$24,999**
**$25,000–$34,999**
**$35,000–$49,999**
**$50,000 or More**
**Median Household EBI**
**Average Household EBI**
**Per Capita EBI**

**EXPLANATION OF TERMS**

An explanation of terms used in the **Survey of Buying Power Demographics USA 1992** will be found in the Introductory Section starting on page A-5.

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**SYMBOLS USED IN TABLES**

□ Metropolitan county of another state's metropolitan area. For area name, see page facing state map in Section 1.

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# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/91 Total Households (Thousands) | Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **ALABAMA** | | | | | | | | | | | | |
| **ANNISTON** | **43.1** | **7,533** | **4,526** | **4,383** | **4,244** | **8,237** | **8,001** | **4,797** | **1,379** | **26,016** | **30,722** | **11,346** |
| Calhoun | 43.1 | 7,533 | 4,526 | 4,383 | 4,244 | 8,237 | 8,001 | 4,797 | 1,379 | 26,016 | 30,722 | 11,346 |
| **BIRMINGHAM** | **349.1** | **56,185** | **31,916** | **31,940** | **31,272** | **55,710** | **63,092** | **52,746** | **26,239** | **29,003** | **36,311** | **13,822** |
| Blount | 14.8 | 2,871 | 1,657 | 1,703 | 1,602 | 2,790 | 2,384 | 1,421 | 372 | 23,648 | 27,627 | 10,299 |
| Jefferson | 252.0 | 41,397 | 23,179 | 22,942 | 22,467 | 40,131 | 45,182 | 37,534 | 19,168 | 28,832 | 36,459 | 14,085 |
| St. Clair | 18.5 | 2,897 | 1,809 | 1,829 | 1,844 | 3,209 | 3,758 | 2,241 | 913 | 27,580 | 32,887 | 11,655 |
| Shelby | 38.1 | 3,620 | 2,207 | 2,532 | 2,695 | 5,591 | 7,583 | 8,785 | 5,087 | 39,505 | 45,858 | 16,640 |
| Walker | 25.7 | 5,400 | 3,064 | 2,934 | 2,664 | 3,989 | 4,185 | 2,765 | 699 | 22,725 | 28,174 | 10,664 |
| **DECATUR** | **38.9** | **5,615** | **3,396** | **3,315** | **3,296** | **6,463** | **7,657** | **6,887** | **2,271** | **30,817** | **35,696** | **13,507** |
| Morgan | 38.9 | 5,615 | 3,396 | 3,315 | 3,296 | 6,463 | 7,657 | 6,887 | 2,271 | 30,817 | 35,696 | 13,507 |
| **DOTHAN** | **49.3** | **8,288** | **4,845** | **4,922** | **4,837** | **8,861** | **8,834** | **6,477** | **2,236** | **26,916** | **33,066** | **12,257** |
| Dale | 17.8 | 2,660 | 1,780 | 1,855 | 1,861 | 3,502 | 3,279 | 2,364 | 499 | 27,025 | 32,850 | 11,648 |
| Houston | 31.5 | 5,628 | 3,065 | 3,067 | 2,976 | 5,359 | 5,555 | 4,113 | 1,737 | 26,843 | 33,189 | 12,626 |
| **FLORENCE** | **51.1** | **9,371** | **5,803** | **5,617** | **4,985** | **8,246** | **8,879** | **6,093** | **2,106** | **24,773** | **30,553** | **11,891** |
| Colbert | 20.0 | 3,603 | 2,452 | 2,369 | 2,099 | 3,291 | 3,514 | 2,053 | 619 | 23,754 | 29,391 | 11,436 |
| Louderdale | 31.1 | 5,768 | 3,351 | 3,248 | 2,886 | 4,955 | 5,365 | 4,040 | 1,487 | 25,581 | 31,300 | 12,183 |
| **GADSDEN** | **38.7** | **8,077** | **4,708** | **4,138** | **3,805** | **6,842** | **6,324** | **3,834** | **972** | **23,189** | **28,181** | **10,928** |
| Etowah | 38.7 | 8,077 | 4,708 | 4,138 | 3,805 | 6,842 | 6,324 | 3,834 | 972 | 23,189 | 28,181 | 10,928 |
| **HUNTSVILLE** | **95.1** | **10,377** | **6,434** | **7,122** | **7,396** | **15,035** | **19,725** | **18,702** | **10,309** | **35,828** | **41,891** | **16,051** |
| Madison | 95.1 | 10,377 | 6,434 | 7,122 | 7,396 | 15,035 | 19,725 | 18,702 | 10,309 | 35,828 | 41,891 | 16,051 |
| **MOBILE** | **176.7** | **32,806** | **17,567** | **17,636** | **17,102** | **29,528** | **29,988** | **22,967** | **9,106** | **26,028** | **32,554** | **11,892** |
| Baldwin | 38.5 | 5,359 | 3,675 | 3,886 | 3,886 | 6,731 | 6,978 | 5,637 | 2,348 | 28,353 | 34,350 | 12,991 |
| Mobile | 138.2 | 27,447 | 13,892 | 13,750 | 13,216 | 22,797 | 23,010 | 17,330 | 6,758 | 25,328 | 32,054 | 11,599 |
| **MONTGOMERY** | **107.4** | **16,716** | **9,382** | **9,739** | **9,670** | **17,047** | **20,366** | **17,138** | **7,342** | **29,595** | **36,246** | **13,024** |
| Autauga | 12.2 | 1,782 | 1,115 | 1,161 | 1,078 | 1,878 | 2,459 | 2,162 | 565 | 30,159 | 33,772 | 11,705 |
| Elmore | 17.1 | 2,629 | 1,499 | 1,508 | 1,575 | 2,847 | 3,479 | 2,727 | 836 | 29,499 | 34,377 | 11,572 |
| Montgomery | 78.1 | 12,305 | 6,768 | 7,070 | 7,017 | 12,322 | 14,428 | 12,249 | 5,941 | 29,535 | 37,041 | 13,588 |
| **TUSCALOOSA** | **56.4** | **11,704** | **5,602** | **5,309** | **4,845** | **8,506** | **9,456** | **7,768** | **3,210** | **25,834** | **33,091** | **12,166** |
| Tuscaloosa | 56.4 | 11,704 | 5,602 | 5,309 | 4,845 | 8,506 | 9,456 | 7,768 | 3,210 | 25,834 | 33,091 | 12,166 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Autauga | 12.2 | 1,782 | 1,115 | 1,161 | 1,078 | 1,878 | 2,459 | 2,162 | 565 | 30,159 | 33,772 | 11,705 |
| Baldwin | 38.5 | 5,359 | 3,675 | 3,886 | 3,886 | 6,731 | 6,978 | 5,637 | 2,348 | 28,353 | 34,350 | 12,991 |
| Barbour | 9.3 | 2,416 | 1,124 | 977 | 907 | 1,560 | 1,264 | 738 | 314 | 20,733 | 26,428 | 9,240 |
| Bibb | 5.8 | 1,223 | 676 | 664 | 618 | 931 | 925 | 615 | 148 | 22,726 | 28,162 | 9,723 |
| Blount | 14.8 | 2,871 | 1,657 | 1,703 | 1,602 | 2,790 | 2,384 | 1,421 | 372 | 23,648 | 27,627 | 10,299 |
| Bullock | 3.8 | 1,277 | 458 | 453 | 379 | 525 | 395 | 236 | 77 | 16,821 | 21,588 | 7,196 |
| Butler | 7.9 | 2,457 | 1,123 | 768 | 765 | 1,328 | 888 | 464 | 107 | 17,409 | 22,313 | 8,049 |
| Calhoun | 43.1 | 7,533 | 4,526 | 4,383 | 4,244 | 8,237 | 8,001 | 4,797 | 1,379 | 26,016 | 30,722 | 11,346 |
| Chambers | 13.9 | 3,173 | 1,760 | 1,550 | 1,452 | 2,364 | 2,398 | 910 | 293 | 21,608 | 25,990 | 9,790 |
| Cherokee | 7.6 | 1,523 | 849 | 778 | 764 | 1,417 | 1,280 | 781 | 208 | 24,254 | 28,339 | 10,769 |
| Chilton | 12.3 | 2,604 | 1,340 | 1,204 | 1,195 | 2,190 | 2,194 | 1,307 | 266 | 24,192 | 28,158 | 10,527 |
| Choctaw | 5.7 | 1,510 | 628 | 580 | 418 | 688 | 702 | 847 | 327 | 21,579 | 30,513 | 10,870 |
| Clarke | 9.5 | 2,320 | 1,205 | 1,043 | 900 | 1,372 | 1,329 | 968 | 363 | 21,011 | 26,936 | 9,373 |
| Clay | 5.0 | 1,177 | 748 | 639 | 514 | 868 | 676 | 263 | 115 | 19,499 | 24,522 | 9,359 |
| Cleburne | 4.8 | 867 | 512 | 518 | 416 | 900 | 840 | 607 | 140 | 25,977 | 30,388 | 11,307 |
| Coffee | 15.4 | 2,796 | 1,463 | 1,543 | 1,598 | 2,705 | 2,608 | 2,139 | 548 | 26,016 | 30,909 | 11,782 |
| Colbert | 20.0 | 3,603 | 2,452 | 2,369 | 2,099 | 3,291 | 3,514 | 2,053 | 619 | 23,754 | 29,391 | 11,436 |
| Conecuh | 5.2 | 1,565 | 666 | 518 | 455 | 776 | 723 | 369 | 128 | 18,562 | 23,681 | 8,859 |
| Coosa | 4.0 | 692 | 436 | 438 | 459 | 706 | 648 | 476 | 145 | 24,727 | 29,935 | 10,885 |
| Covington | 14.5 | 3,471 | 1,882 | 1,602 | 1,427 | 2,503 | 2,019 | 1,241 | 355 | 21,033 | 25,888 | 10,284 |
| Crenshaw | 5.2 | 1,440 | 740 | 616 | 495 | 797 | 642 | 294 | 176 | 18,409 | 24,331 | 9,303 |
| Cullman | 26.1 | 5,052 | 3,109 | 3,124 | 2,944 | 4,476 | 4,131 | 2,469 | 795 | 22,997 | 27,942 | 10,631 |
| Dale | 17.8 | 2,660 | 1,780 | 1,855 | 1,861 | 3,502 | 3,279 | 2,364 | 499 | 27,025 | 32,850 | 11,648 |
| Dallas | 16.6 | 5,498 | 1,876 | 1,652 | 1,443 | 2,110 | 2,115 | 1,380 | 526 | 17,802 | 24,240 | 8,543 |
| De Kalb | 21.2 | 4,560 | 2,580 | 2,438 | 2,225 | 3,675 | 3,423 | 1,758 | 541 | 22,296 | 26,490 | 10,155 |
| Elmore | 17.1 | 2,629 | 1,499 | 1,508 | 1,575 | 2,847 | 3,479 | 2,727 | 836 | 29,499 | 34,377 | 11,572 |
| Escambia | 12.7 | 3,048 | 1,488 | 1,346 | 1,261 | 2,151 | 1,706 | 1,310 | 390 | 21,855 | 27,453 | 9,712 |
| Etowah | 38.7 | 8,077 | 4,708 | 4,138 | 3,805 | 6,842 | 6,324 | 3,834 | 972 | 23,189 | 28,181 | 10,928 |
| Fayette | 6.8 | 1,720 | 818 | 747 | 610 | 1,109 | 1,080 | 558 | 158 | 20,942 | 25,878 | 9,942 |
| Franklin | 10.8 | 2,819 | 1,453 | 1,221 | 1,156 | 1,879 | 1,434 | 630 | 208 | 19,619 | 24,174 | 9,459 |
| Geneva | 9.2 | 2,338 | 1,059 | 1,072 | 962 | 1,627 | 1,325 | 606 | 211 | 20,681 | 24,693 | 9,626 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/91 Total Households (Thousands) | Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **ALABAMA (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Greene | 3.5 | 1,288 | 473 | 356 | 276 | 453 | 379 | 215 | 60 | 14,883 | 20,776 | 7,272 |
| Hale | 5.5 | 1,834 | 776 | 597 | 474 | 707 | 568 | 391 | 153 | 16,172 | 24,487 | 8,578 |
| Henry | 5.8 | 1,186 | 626 | 609 | 581 | 1,071 | 979 | 601 | 147 | 24,122 | 27,738 | 10,447 |
| Houston | 31.5 | 5,628 | 3,065 | 3,067 | 2,976 | 5,359 | 5,555 | 4,113 | 1,737 | 26,843 | 33,189 | 12,626 |
| Jackson | 18.0 | 3,775 | 1,926 | 1,963 | 2,003 | 3,262 | 3,025 | 1,629 | 417 | 23,335 | 27,414 | 10,345 |
| Jefferson | 252.0 | 41,397 | 23,179 | 22,942 | 22,467 | 40,131 | 45,182 | 37,534 | 19,168 | 28,832 | 36,459 | 14,085 |
| Lamar | 6.0 | 1,460 | 663 | 630 | 621 | 1,003 | 1,036 | 472 | 115 | 21,988 | 26,329 | 10,192 |
| Lauderdale | 31.1 | 5,768 | 3,351 | 3,248 | 2,886 | 4,955 | 5,365 | 4,040 | 1,487 | 25,581 | 31,300 | 12,183 |
| Lawrence | 11.5 | 2,202 | 1,269 | 1,167 | 1,053 | 1,819 | 2,094 | 1,438 | 458 | 25,308 | 30,289 | 10,919 |
| Lee | 33.6 | 8,999 | 3,419 | 2,917 | 2,476 | 4,713 | 5,094 | 4,219 | 1,763 | 22,958 | 30,709 | 11,659 |
| Limestone | 20.4 | 3,349 | 1,843 | 1,768 | 1,684 | 3,159 | 3,983 | 3,517 | 1,097 | 29,902 | 34,241 | 12,518 |
| Lowndes | 4.0 | 1,261 | 491 | 411 | 368 | 575 | 496 | 290 | 108 | 18,017 | 23,537 | 7,472 |
| Macon | 8.6 | 2,737 | 1,086 | 990 | 830 | 1,152 | 1,052 | 566 | 187 | 17,409 | 23,440 | 8,063 |
| Madison | 95.1 | 10,377 | 6,434 | 7,122 | 7,396 | 15,035 | 19,725 | 18,702 | 10,309 | 35,828 | 41,891 | 16,051 |
| Marengo | 8.1 | 2,238 | 993 | 744 | 654 | 991 | 1,061 | 1,143 | 276 | 20,573 | 27,678 | 9,705 |
| Marion | 11.5 | 2,710 | 1,496 | 1,368 | 1,242 | 2,006 | 1,595 | 805 | 278 | 20,708 | 26,424 | 10,197 |
| Marshall | 28.5 | 5,675 | 3,295 | 3,155 | 2,916 | 4,593 | 4,843 | 3,136 | 887 | 23,643 | 28,791 | 11,333 |
| Mobile | 138.2 | 27,447 | 13,892 | 13,750 | 13,216 | 22,797 | 23,010 | 17,330 | 6,758 | 25,328 | 32,054 | 11,599 |
| Monroe | 8.6 | 1,859 | 914 | 790 | 715 | 1,226 | 1,498 | 1,260 | 338 | 25,180 | 30,301 | 10,724 |
| Montgomery | 78.1 | 12,305 | 6,768 | 7,070 | 7,017 | 12,322 | 14,428 | 12,249 | 5,941 | 29,535 | 37,041 | 13,588 |
| Morgan | 38.9 | 5,615 | 3,396 | 3,315 | 3,296 | 6,463 | 7,657 | 6,887 | 2,271 | 30,817 | 35,696 | 13,507 |
| Perry | 4.1 | 1,418 | 522 | 448 | 413 | 558 | 373 | 270 | 98 | 16,227 | 22,811 | 7,482 |
| Pickens | 7.5 | 1,989 | 955 | 766 | 595 | 1,115 | 1,203 | 674 | 203 | 20,336 | 25,757 | 9,423 |
| Pike | 10.4 | 3,203 | 1,192 | 1,028 | 959 | 1,440 | 1,434 | 767 | 377 | 18,915 | 25,853 | 9,742 |
| Randolph | 7.7 | 1,815 | 1,010 | 941 | 822 | 1,316 | 1,079 | 576 | 141 | 20,511 | 24,531 | 9,445 |
| ☐ Russell | 17.8 | 3,922 | 1,798 | 1,813 | 1,883 | 3,057 | 3,018 | 1,786 | 523 | 23,630 | 28,007 | 10,518 |
| St. Clair | 18.5 | 2,897 | 1,809 | 1,829 | 1,844 | 3,209 | 3,758 | 2,241 | 913 | 27,580 | 32,887 | 11,655 |
| Shelby | 38.1 | 3,620 | 2,207 | 2,532 | 2,695 | 5,591 | 7,583 | 8,785 | 5,087 | 39,505 | 45,858 | 16,640 |
| Sumter | 5.4 | 1,829 | 737 | 542 | 447 | 695 | 492 | 444 | 214 | 16,236 | 25,819 | 8,660 |
| Talladega | 26.5 | 5,638 | 3,082 | 2,846 | 2,697 | 4,525 | 4,172 | 2,810 | 730 | 23,122 | 28,189 | 10,027 |
| Tallapoosa | 14.8 | 3,184 | 1,754 | 1,610 | 1,483 | 2,568 | 2,380 | 1,369 | 452 | 22,872 | 28,471 | 10,749 |
| Tuscaloosa | 56.4 | 11,704 | 5,602 | 5,309 | 4,845 | 8,506 | 9,456 | 7,768 | 3,210 | 25,834 | 33,091 | 12,166 |
| Walker | 25.7 | 5,400 | 3,064 | 2,934 | 2,664 | 3,989 | 4,185 | 2,765 | 699 | 22,725 | 28,174 | 10,664 |
| Washington | 5.7 | 1,274 | 649 | 580 | 485 | 914 | 984 | 639 | 175 | 23,577 | 27,811 | 9,493 |
| Wilcox | 4.4 | 1,740 | 626 | 474 | 398 | 465 | 383 | 202 | 112 | 13,674 | 20,090 | 6,646 |
| Winston | 8.5 | 2,010 | 1,139 | 1,073 | 933 | 1,371 | 1,089 | 695 | 190 | 20,150 | 25,539 | 9,867 |
| **TOTAL METRO COUNTIES** | **1,023.6** | **170,594** | **95,977** | **95,934** | **93,335** | **167,532** | **185,340** | **149,195** | **65,693** | **28,200** | **34,843** | **13,053** |
| **TOTAL STATE** | **1,525.5** | **290,813** | **154,906** | **149,198** | **141,823** | **247,886** | **261,377** | **198,289** | **81,208** | **25,994** | **32,383** | **12,080** |
| **ALASKA** | | | | | | | | | | | | |
| **ANCHORAGE** | **84.9** | **4,871** | **3,992** | **4,808** | **5,386** | **11,223** | **15,716** | **20,045** | **18,859** | **46,573** | **54,432** | **19,885** |
| Anchorage | 84.9 | 4,871 | 3,992 | 4,808 | 5,386 | 11,223 | 15,716 | 20,045 | 18,859 | 46,573 | 54,432 | 19,885 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Aleutians East | .6 | 37 | 34 | 35 | 27 | 59 | 136 | 159 | 113 | 47,627 | 84,227 | 19,437 |
| Aleutians West | 2.1 | 66 | 90 | 140 | 192 | 421 | 432 | 427 | 332 | 39,325 | 85,237 | 17,722 |
| Anchorage | 84.9 | 4,871 | 3,992 | 4,808 | 5,386 | 11,223 | 15,716 | 20,045 | 18,859 | 46,573 | 54,432 | 19,885 |
| Bethel | 3.7 | 768 | 380 | 330 | 297 | 523 | 555 | 568 | 279 | 26,339 | 33,352 | 8,630 |
| Bristol Bay | .4 | 17 | 20 | 22 | 16 | 38 | 64 | 104 | 119 | 55,967 | 70,288 | 18,743 |
| Denali | .5 | 110 | 62 | 45 | 36 | 65 | 76 | 74 | 32 | 24,583 | 37,696 | 9,920 |
| Dillingham | 1.3 | 223 | 125 | 102 | 90 | 175 | 191 | 216 | 178 | 30,779 | 43,067 | 13,020 |
| Fairbanks North Star | 27.8 | 2,130 | 1,704 | 2,094 | 2,067 | 4,141 | 5,464 | 6,447 | 3,753 | 39,338 | 46,806 | 16,064 |
| Haines | .8 | 75 | 63 | 49 | 65 | 134 | 137 | 187 | 90 | 36,400 | 41,959 | 15,984 |
| Juneau | 10.1 | 389 | 393 | 459 | 577 | 1,273 | 1,915 | 2,819 | 2,275 | 50,317 | 54,477 | 20,154 |
| Kenai Peninsula | 15.0 | 1,211 | 974 | 946 | 995 | 1,860 | 2,730 | 3,733 | 2,551 | 42,995 | 50,400 | 17,663 |
| Ketchikan Gateway | 5.2 | 254 | 228 | 240 | 316 | 802 | 1,085 | 1,392 | 883 | 45,548 | 51,394 | 18,954 |
| Kodiak Island | 4.2 | 207 | 173 | 208 | 250 | 495 | 835 | 1,019 | 1,013 | 48,847 | 66,280 | 20,172 |
| Lake and Peninsula | .5 | 86 | 67 | 56 | 46 | 78 | 57 | 62 | 48 | 24,456 | 33,966 | 9,435 |
| Matanuska - Susitna | 14.2 | 1,284 | 817 | 804 | 877 | 1,780 | 2,843 | 3,497 | 2,298 | 43,249 | 48,072 | 16,331 |
| Nome | 2.5 | 399 | 240 | 233 | 168 | 328 | 416 | 410 | 306 | 31,589 | 37,991 | 10,917 |
| North Slope | 1.8 | 103 | 68 | 68 | 71 | 150 | 296 | 468 | 576 | 56,862 | 69,576 | 19,568 |
| Northwest Arctic | 1.6 | 165 | 113 | 121 | 99 | 208 | 301 | 322 | 271 | 39,563 | 46,319 | 11,402 |
| Prince of Wales - Outer Ketchikan | 2.2 | 222 | 136 | 122 | 146 | 280 | 518 | 551 | 225 | 40,199 | 46,490 | 15,265 |
| Sitka | 3.0 | 117 | 142 | 149 | 178 | 472 | 647 | 847 | 448 | 45,188 | 50,175 | 17,105 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Households by E B I Group | | | | | | | | Median Household E B I | Average Household E B I | Per Capita E B I |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | | | |
| **ALASKA (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Skagway - Yakutat - Angoon | 1.5 | 97 | 77 | 87 | 84 | 186 | 339 | 391 | 239 | 44,598 | 53,611 | 17,482 |
| Southeast Fairbanks | 2.0 | 204 | 153 | 186 | 188 | 336 | 369 | 357 | 207 | 32,906 | 40,544 | 13,293 |
| Valdez - Cordova | 3.5 | 245 | 178 | 190 | 181 | 363 | 493 | 719 | 1,131 | 53,378 | 69,548 | 23,865 |
| Wade Hampton | 1.5 | 286 | 210 | 193 | 153 | 230 | 222 | 135 | 71 | 21,993 | 27,997 | 6,774 |
| Wrangell - Petersburg | 2.6 | 151 | 162 | 153 | 136 | 424 | 533 | 616 | 425 | 42,186 | 51,872 | 18,475 |
| Yukon - Koyukuk | 2.4 | 530 | 298 | 214 | 174 | 309 | 369 | 351 | 155 | 24,540 | 33,832 | 11,768 |
| **TOTAL METRO COUNTIES** | **84.9** | **4,871** | **3,992** | **4,808** | **5,386** | **11,223** | **15,716** | **20,045** | **18,859** | **46,573** | **54,432** | **19,885** |
| **TOTAL STATE** | **195.9** | **14,247** | **10,899** | **12,054** | **12,815** | **26,353** | **36,739** | **45,916** | **36,877** | **43,676** | **51,932** | **17,842** |
| **ARIZONA** | | | | | | | | | | | | |
| **PHOENIX** | **848.4** | **100,208** | **74,081** | **83,091** | **84,898** | **152,343** | **168,976** | **126,376** | **58,427** | **30,162** | **36,858** | **14,055** |
| Maricopa | 848.4 | 100,208 | 74,081 | 83,091 | 84,898 | 152,343 | 168,976 | 126,376 | 58,427 | 30,162 | 36,858 | 14,055 |
| **TUCSON** | **272.1** | **46,951** | **30,891** | **31,433** | **28,668** | **48,056** | **44,523** | **29,133** | **12,445** | **24,670** | **31,178** | **12,286** |
| Pima | 272.1 | 46,951 | 30,891 | 31,433 | 28,668 | 48,056 | 44,523 | 29,133 | 12,445 | 24,670 | 31,178 | 12,286 |
| **YUMA** | **36.9** | **6,064** | **4,387** | **4,627** | **4,294** | **6,637** | **5,685** | **3,985** | **1,221** | **23,926** | **30,388** | **10,003** |
| Yuma | 36.9 | 6,064 | 4,387 | 4,627 | 4,294 | 6,637 | 5,685 | 3,985 | 1,221 | 23,926 | 30,388 | 10,003 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Apache | 16.5 | 6,213 | 1,923 | 1,543 | 1,360 | 2,053 | 2,048 | 1,095 | 265 | 15,369 | 21,204 | 5,492 |
| Cochise | 35.2 | 6,555 | 4,304 | 3,974 | 3,514 | 6,027 | 5,913 | 3,808 | 1,105 | 23,937 | 30,420 | 10,729 |
| Coconino | 31.0 | 5,708 | 3,085 | 3,057 | 3,125 | 5,413 | 5,422 | 3,879 | 1,311 | 25,909 | 32,537 | 9,997 |
| Gila | 15.8 | 3,227 | 1,804 | 1,886 | 1,770 | 2,809 | 2,450 | 1,420 | 434 | 22,777 | 27,516 | 10,578 |
| Graham | 8.1 | 2,069 | 1,226 | 1,167 | 903 | 1,193 | 939 | 495 | 108 | 18,235 | 27,916 | 8,283 |
| Greenlee | 2.6 | 404 | 278 | 238 | 280 | 660 | 501 | 193 | 46 | 26,557 | 27,637 | 9,455 |
| La Paz | 5.4 | 1,507 | 860 | 692 | 547 | 756 | 596 | 315 | 127 | 17,406 | 23,379 | 9,018 |
| Maricopa | 848.4 | 100,208 | 74,081 | 83,091 | 84,898 | 152,343 | 168,976 | 126,376 | 58,427 | 30,162 | 36,858 | 14,055 |
| Mohave | 39.0 | 5,485 | 4,777 | 5,250 | 4,567 | 7,462 | 6,297 | 3,956 | 1,206 | 24,366 | 29,828 | 11,774 |
| Navajo | 22.5 | 6,130 | 2,687 | 2,511 | 1,999 | 3,280 | 3,591 | 1,847 | 455 | 19,844 | 25,675 | 7,267 |
| Pima | 272.1 | 46,951 | 30,891 | 31,433 | 28,668 | 48,056 | 44,523 | 29,133 | 12,445 | 24,670 | 31,178 | 12,286 |
| Pinal | 40.6 | 8,022 | 5,131 | 4,928 | 4,529 | 7,285 | 6,305 | 3,434 | 966 | 22,450 | 27,966 | 9,415 |
| Santa Cruz | 9.2 | 1,740 | 1,105 | 1,116 | 924 | 1,470 | 1,548 | 897 | 400 | 23,458 | 30,346 | 8,948 |
| Yavapai | 47.4 | 8,140 | 6,338 | 6,254 | 5,620 | 8,611 | 7,139 | 3,679 | 1,619 | 22,640 | 29,385 | 12,261 |
| Yuma | 36.9 | 6,064 | 4,387 | 4,627 | 4,294 | 6,637 | 5,685 | 3,985 | 1,221 | 23,926 | 30,388 | 10,003 |
| **TOTAL METRO COUNTIES** | **1,157.4** | **153,223** | **109,359** | **119,151** | **117,860** | **207,036** | **219,184** | **159,494** | **72,093** | **28,624** | **35,316** | **13,502** |
| **TOTAL STATE** | **1,430.7** | **208,423** | **142,877** | **151,767** | **146,998** | **254,055** | **261,933** | **184,512** | **80,135** | **27,429** | **34,048** | **12,733** |
| **ARKANSAS** | | | | | | | | | | | | |
| **FAYETTEVILLE - SPRINGDALE** | **44.7** | **6,943** | **4,766** | **4,984** | **4,906** | **8,709** | **7,645** | **4,791** | **1,956** | **25,797** | **32,051** | **12,287** |
| Washington | 44.7 | 6,943 | 4,766 | 4,984 | 4,906 | 8,709 | 7,645 | 4,791 | 1,956 | 25,797 | 32,051 | 12,287 |
| **FORT SMITH** | **68.5** | **11,707** | **7,700** | **7,696** | **7,501** | **12,775** | **11,549** | **7,027** | **2,545** | **24,764** | **30,617** | **11,645** |
| Crawford | 15.9 | 2,512 | 1,838 | 1,904 | 1,879 | 3,136 | 2,617 | 1,593 | 421 | 24,513 | 29,398 | 10,599 |
| Sebastian | 39.9 | 5,994 | 4,160 | 4,297 | 4,255 | 7,617 | 7,068 | 4,610 | 1,899 | 26,532 | 32,829 | 12,956 |
| *Sequoyah, Okla.* | *12.7* | *3,201* | *1,702* | *1,495* | *1,367* | *2,022* | *1,864* | *824* | *225* | *19,839* | *25,194* | *9,168* |
| **LITTLE ROCK - NORTH LITTLE ROCK** | **198.7** | **26,472** | **17,158** | **18,683** | **19,227** | **34,737** | **38,716** | **30,687** | **13,020** | **29,900** | **36,316** | **13,845** |
| Faulkner | 22.5 | 3,187 | 2,103 | 2,305 | 2,383 | 4,241 | 4,370 | 3,010 | 901 | 27,838 | 32,581 | 11,618 |
| Lonoke | 14.3 | 2,265 | 1,394 | 1,551 | 1,520 | 2,484 | 2,801 | 1,766 | 519 | 26,646 | 31,275 | 11,070 |
| Pulaski | 137.9 | 18,353 | 11,616 | 12,615 | 12,900 | 23,309 | 26,064 | 22,349 | 10,694 | 30,565 | 37,832 | 14,859 |
| Saline | 24.0 | 2,667 | 2,045 | 2,212 | 2,424 | 4,703 | 5,481 | 3,562 | 906 | 30,458 | 34,113 | 12,293 |
| **PINE BLUFF** | **30.1** | **6,851** | **3,187** | **2,870** | **2,727** | **4,732** | **4,858** | **3,808** | **1,067** | **23,927** | **30,075** | **10,539** |
| Jefferson | 30.1 | 6,851 | 3,187 | 2,870 | 2,727 | 4,732 | 4,858 | 3,808 | 1,067 | 23,927 | 30,075 | 10,539 |
| **TEXARKANA** | **45.2** | **8,731** | **4,774** | **4,465** | **4,125** | **7,271** | **7,808** | **5,935** | **2,091** | **25,645** | **31,995** | **11,972** |
| Miller | 14.4 | 3,260 | 1,778 | 1,535 | 1,185 | 2,254 | 2,308 | 1,515 | 565 | 22,645 | 28,267 | 10,518 |
| *Bowie, Tex.* | *30.8* | *5,471* | *2,996* | *2,930* | *2,940* | *5,017* | *5,500* | *4,420* | *1,526* | *26,936* | *33,738* | *12,657* |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Arkansas | 8.3 | 1,758 | 960 | 1,006 | 973 | 1,221 | 1,300 | 749 | 333 | 22,189 | 30,482 | 11,878 |
| Ashley | 8.8 | 1,841 | 1,083 | 980 | 891 | 1,345 | 1,428 | 953 | 279 | 22,783 | 27,957 | 10,208 |
| Baxter | 13.9 | 2,235 | 1,913 | 2,062 | 1,904 | 2,586 | 1,781 | 952 | 467 | 21,943 | 27,298 | 11,858 |
| Benton | 39.5 | 4,076 | 3,423 | 4,092 | 4,320 | 7,791 | 8,394 | 5,263 | 2,141 | 29,619 | 35,025 | 13,484 |
| Boone | 11.3 | 1,989 | 1,313 | 1,344 | 1,331 | 2,102 | 1,934 | 920 | 367 | 23,771 | 28,521 | 11,190 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/91 Total Households (Thousands) | Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **ARKANSAS (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Bradley | 4.5 | 1,158 | 604 | 511 | 447 | 635 | 606 | 430 | 109 | 19,775 | 25,156 | 9,759 |
| Calhoun | 2.2 | 445 | 234 | 200 | 252 | 462 | 368 | 189 | 50 | 24,385 | 27,777 | 10,536 |
| Carroll | 7.7 | 1,263 | 967 | 1,006 | 841 | 1,587 | 1,301 | 500 | 235 | 23,650 | 27,877 | 11,239 |
| Chicot | 5.4 | 1,800 | 772 | 578 | 457 | 708 | 542 | 374 | 169 | 16,107 | 23,665 | 8,244 |
| Clark | 7.7 | 1,976 | 1,009 | 804 | 677 | 1,312 | 1,036 | 693 | 193 | 20,450 | 26,307 | 9,646 |
| Clay | 7.5 | 1,905 | 1,057 | 951 | 912 | 1,238 | 903 | 318 | 216 | 19,143 | 24,068 | 10,084 |
| Cleburne | 8.1 | 1,543 | 1,043 | 1,040 | 971 | 1,678 | 1,081 | 479 | 265 | 22,183 | 26,762 | 10,893 |
| Cleveland | 2.9 | 676 | 368 | 321 | 286 | 447 | 491 | 250 | 61 | 21,486 | 26,099 | 9,581 |
| Columbia | 9.6 | 2,356 | 1,145 | 1,029 | 1,007 | 1,453 | 1,304 | 968 | 338 | 21,340 | 27,448 | 10,253 |
| Conway | 7.2 | 1,449 | 906 | 795 | 736 | 1,351 | 1,186 | 603 | 174 | 23,057 | 26,798 | 10,155 |
| Craighead | 26.8 | 4,845 | 2,788 | 2,815 | 2,791 | 4,857 | 4,536 | 2,923 | 1,245 | 25,316 | 32,090 | 12,216 |
| Crawford | 15.9 | 2,512 | 1,838 | 1,904 | 1,879 | 3,136 | 2,617 | 1,593 | 421 | 24,513 | 29,398 | 10,599 |
| ☐ Crittenden | 17.4 | 3,587 | 1,862 | 1,710 | 1,608 | 2,757 | 3,215 | 1,943 | 718 | 24,791 | 30,404 | 10,455 |
| Cross | 6.7 | 1,580 | 855 | 787 | 777 | 1,049 | 956 | 507 | 189 | 20,823 | 26,273 | 9,265 |
| Dallas | 3.6 | 887 | 474 | 432 | 342 | 635 | 419 | 330 | 81 | 20,102 | 25,960 | 9,942 |
| Desha | 5.8 | 1,701 | 751 | 605 | 482 | 774 | 691 | 548 | 248 | 18,702 | 26,058 | 9,216 |
| Drew | 6.3 | 1,349 | 786 | 686 | 671 | 1,046 | 898 | 657 | 207 | 22,451 | 28,156 | 10,253 |
| Faulkner | 22.5 | 3,187 | 2,103 | 2,305 | 2,383 | 4,241 | 4,370 | 3,010 | 901 | 27,838 | 32,581 | 11,618 |
| Franklin | 5.6 | 1,183 | 650 | 678 | 686 | 965 | 796 | 486 | 156 | 22,106 | 26,970 | 10,069 |
| Fulton | 4.1 | 1,100 | 656 | 549 | 492 | 589 | 460 | 159 | 95 | 17,677 | 22,840 | 9,181 |
| Garland | 31.3 | 5,964 | 3,815 | 3,668 | 3,170 | 5,280 | 4,977 | 2,996 | 1,430 | 23,475 | 30,957 | 13,024 |
| Grant | 5.3 | 858 | 537 | 443 | 468 | 882 | 1,061 | 876 | 175 | 28,636 | 32,019 | 11,867 |
| Greene | 12.4 | 2,390 | 1,563 | 1,450 | 1,397 | 2,347 | 1,990 | 858 | 405 | 22,852 | 27,625 | 10,705 |
| Hempstead | 8.2 | 1,798 | 1,130 | 1,065 | 881 | 1,386 | 1,181 | 550 | 209 | 20,607 | 25,768 | 9,874 |
| Hot Spring | 10.1 | 2,360 | 1,195 | 1,232 | 1,245 | 1,812 | 1,371 | 707 | 178 | 21,056 | 24,715 | 9,564 |
| Howard | 5.0 | 978 | 589 | 522 | 497 | 944 | 867 | 440 | 163 | 24,135 | 28,576 | 10,506 |
| Independence | 11.8 | 2,126 | 1,336 | 1,367 | 1,282 | 1,987 | 1,985 | 1,225 | 492 | 24,177 | 30,733 | 11,623 |
| Izard | 4.8 | 933 | 638 | 654 | 589 | 952 | 645 | 302 | 87 | 21,485 | 25,715 | 10,733 |
| Jackson | 7.3 | 1,875 | 965 | 810 | 733 | 1,151 | 982 | 572 | 212 | 20,000 | 26,026 | 10,160 |
| Jefferson | 30.1 | 6,851 | 3,187 | 2,870 | 2,727 | 4,732 | 4,858 | 3,808 | 1,067 | 23,927 | 30,075 | 10,539 |
| Johnson | 7.2 | 1,421 | 978 | 978 | 834 | 1,266 | 1,059 | 488 | 176 | 21,337 | 26,140 | 10,285 |
| Lafayette | 3.6 | 1,198 | 540 | 384 | 321 | 465 | 360 | 257 | 75 | 15,807 | 21,935 | 8,312 |
| Lawrence | 6.7 | 1,938 | 1,040 | 766 | 672 | 1,103 | 775 | 320 | 86 | 17,428 | 22,434 | 8,790 |
| Lee | 4.5 | 1,642 | 793 | 591 | 360 | 519 | 320 | 186 | 89 | 13,833 | 19,694 | 6,978 |
| Lincoln | 3.8 | 993 | 440 | 396 | 374 | 616 | 577 | 303 | 101 | 20,949 | 31,096 | 8,501 |
| Little River | 5.2 | 924 | 517 | 518 | 449 | 730 | 890 | 900 | 272 | 27,474 | 32,781 | 12,176 |
| Logan | 7.6 | 1,612 | 987 | 940 | 942 | 1,477 | 1,124 | 448 | 70 | 21,385 | 24,611 | 9,036 |
| Lonoke | 14.3 | 2,265 | 1,394 | 1,551 | 1,520 | 2,484 | 2,801 | 1,766 | 519 | 26,646 | 31,275 | 11,070 |
| Madison | 4.5 | 908 | 591 | 600 | 590 | 828 | 634 | 267 | 82 | 21,279 | 24,772 | 9,447 |
| Marion | 5.1 | 992 | 734 | 734 | 652 | 906 | 673 | 296 | 113 | 20,690 | 25,086 | 10,318 |
| Miller | 14.4 | 3,260 | 1,778 | 1,535 | 1,185 | 2,254 | 2,308 | 1,515 | 565 | 22,645 | 28,267 | 10,518 |
| Mississippi | 20.3 | 4,483 | 2,324 | 2,318 | 2,200 | 3,359 | 3,102 | 1,971 | 543 | 22,329 | 27,962 | 9,941 |
| Monroe | 4.2 | 1,365 | 599 | 495 | 407 | 563 | 459 | 212 | 100 | 16,373 | 21,603 | 8,324 |
| Montgomery | 3.1 | 727 | 482 | 447 | 401 | 523 | 306 | 147 | 67 | 18,814 | 23,019 | 9,033 |
| Nevada | 3.8 | 805 | 469 | 413 | 416 | 641 | 501 | 393 | 162 | 22,560 | 29,309 | 11,250 |
| Newton | 2.8 | 772 | 413 | 405 | 350 | 401 | 323 | 97 | 39 | 17,654 | 21,474 | 7,709 |
| Ouachita | 11.8 | 2,685 | 1,461 | 1,259 | 1,088 | 1,908 | 1,932 | 1,201 | 266 | 22,275 | 26,762 | 10,253 |
| Perry | 3.1 | 529 | 409 | 464 | 341 | 584 | 409 | 273 | 91 | 22,170 | 27,397 | 10,485 |
| Phillips | 9.8 | 3,507 | 1,421 | 1,141 | 964 | 1,183 | 915 | 512 | 157 | 14,901 | 20,234 | 7,133 |
| Pike | 3.9 | 833 | 471 | 428 | 430 | 772 | 559 | 272 | 135 | 22,535 | 27,029 | 10,335 |
| Poinsett | 9.3 | 2,265 | 1,269 | 1,151 | 944 | 1,477 | 1,256 | 690 | 248 | 19,848 | 25,664 | 9,702 |
| Polk | 6.9 | 1,410 | 921 | 859 | 809 | 1,269 | 933 | 524 | 175 | 21,607 | 26,169 | 10,318 |
| Pope | 17.4 | 2,575 | 1,785 | 1,816 | 1,683 | 3,079 | 3,119 | 2,348 | 995 | 27,597 | 33,705 | 12,532 |
| Prairie | 3.7 | 948 | 542 | 464 | 378 | 686 | 435 | 171 | 76 | 18,879 | 23,071 | 8,985 |
| Pulaski | 137.9 | 18,353 | 11,616 | 12,615 | 12,900 | 23,309 | 26,064 | 22,349 | 10,694 | 30,565 | 37,832 | 14,859 |
| Randolph | 6.4 | 1,795 | 968 | 852 | 761 | 1,016 | 607 | 333 | 68 | 17,564 | 21,703 | 8,418 |
| St. Francis | 9.9 | 2,978 | 1,340 | 1,068 | 954 | 1,451 | 1,254 | 664 | 191 | 17,959 | 23,047 | 8,120 |
| Saline | 24.0 | 2,667 | 2,045 | 2,212 | 2,424 | 4,703 | 5,481 | 3,562 | 906 | 30,458 | 34,113 | 12,293 |
| Scott | 4.0 | 880 | 596 | 508 | 434 | 740 | 532 | 198 | 112 | 20,184 | 24,878 | 9,569 |
| Searcy | 3.1 | 950 | 530 | 410 | 370 | 460 | 247 | 68 | 65 | 15,853 | 20,184 | 8,233 |
| Sebastian | 39.9 | 5,994 | 4,160 | 4,297 | 4,255 | 7,617 | 7,068 | 4,610 | 1,899 | 26,532 | 32,829 | 12,956 |
| Sevier | 5.1 | 1,015 | 665 | 631 | 589 | 897 | 794 | 374 | 135 | 22,029 | 26,588 | 9,971 |
| Sharp | 5.9 | 1,342 | 892 | 880 | 748 | 1,011 | 654 | 299 | 74 | 19,068 | 22,886 | 9,509 |
| Stone | 4.0 | 983 | 619 | 556 | 472 | 683 | 456 | 196 | 35 | 18,579 | 21,891 | 8,670 |
| Union | 17.8 | 3,625 | 1,932 | 1,804 | 1,628 | 2,808 | 3,157 | 2,073 | 773 | 24,726 | 31,033 | 11,879 |
| Van Buren | 5.8 | 1,258 | 820 | 771 | 706 | 1,028 | 739 | 365 | 113 | 20,361 | 24,001 | 9,735 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Households by E B I Group<br>Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ARKANSAS (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Washington | 44.7 | 6,943 | 4,766 | 4,984 | 4,906 | 8,709 | 7,645 | 4,791 | 1,956 | 25,797 | 32,051 | 12,287 |
| White | 20.1 | 3,968 | 2,394 | 2,291 | 2,051 | 3,399 | 3,190 | 2,130 | 677 | 23,405 | 30,744 | 11,114 |
| Woodruff | 3.5 | 1,138 | 535 | 421 | 358 | 520 | 260 | 193 | 75 | 15,914 | 21,123 | 8,036 |
| Yell | 7.1 | 1,473 | 910 | 814 | 836 | 1,407 | 992 | 476 | 192 | 22,111 | 26,356 | 10,339 |
| **TOTAL METRO COUNTIES** | **361.1** | **55,619** | **34,749** | **35,983** | **35,787** | **63,942** | **66,427** | **48,947** | **19,646** | **27,722** | **33,972** | **12,802** |
| **TOTAL STATE** | **901.8** | **169,953** | **101,661** | **99,038** | **93,807** | **156,289** | **147,440** | **96,369** | **37,243** | **24,277** | **30,317** | **11,513** |
| **CALIFORNIA** | | | | | | | | | | | | |
| **ANAHEIM - SANTA ANA** | **852.1** | **47,270** | **37,599** | **44,158** | **51,467** | **114,223** | **168,255** | **216,384** | **172,744** | **46,655** | **55,427** | **18,812** |
| Orange | 852.1 | 47,270 | 37,599 | 44,158 | 51,467 | 114,223 | 168,255 | 216,384 | 172,744 | 46,655 | 55,427 | 18,812 |
| **BAKERSFIELD** | **193.3** | **25,285** | **18,274** | **18,360** | **17,962** | **31,599** | **37,623** | **31,133** | **13,064** | **30,139** | **36,641** | **12,180** |
| Kern | 193.3 | 25,285 | 18,274 | 18,360 | 17,962 | 31,599 | 37,623 | 31,133 | 13,064 | 30,139 | 36,641 | 12,180 |
| **CHICO** | **74.8** | **12,308** | **9,469** | **8,943** | **8,072** | **13,295** | **11,637** | **7,848** | **3,228** | **24,138** | **30,658** | **12,063** |
| Butte | 74.8 | 12,308 | 9,469 | 8,943 | 8,072 | 13,295 | 11,637 | 7,848 | 3,228 | 24,138 | 30,658 | 12,063 |
| **FRESNO** | **233.7** | **33,574** | **24,756** | **24,041** | **22,628** | **38,954** | **41,222** | **32,403** | **16,122** | **27,901** | **35,606** | **11,730** |
| Fresno | 233.7 | 33,574 | 24,756 | 24,041 | 22,628 | 38,954 | 41,222 | 32,403 | 16,122 | 27,901 | 35,606 | 11,730 |
| **LOS ANGELES - LONG BEACH** | **3,049.0** | **333,996** | **223,716** | **228,556** | **237,138** | **458,647** | **565,784** | **584,140** | **417,023** | **36,039** | **46,203** | **15,503** |
| Los Angeles | 3,049.0 | 333,996 | 223,716 | 228,556 | 237,138 | 458,647 | 565,784 | 584,140 | 417,023 | 36,039 | 46,203 | 15,503 |
| ***LOS ANGELES - ANAHEIM - RIVERSIDE CONSOLIDATED AREA*** | ***5,064.4*** | ***492,165*** | ***346,655*** | ***361,655*** | ***379,007*** | ***752,033*** | ***972,469*** | ***1,046,690*** | ***713,726*** | ***37,912*** | ***47,080*** | ***15,780*** |
| **MERCED** | **57.5** | **7,147** | **6,337** | **6,673** | **6,282** | **9,918** | **10,429** | **7,658** | **3,056** | **27,186** | **34,435** | **10,605** |
| Merced | 57.5 | 7,147 | 6,337 | 6,673 | 6,282 | 9,918 | 10,429 | 7,658 | 3,056 | 27,186 | 34,435 | 10,605 |
| **MODESTO** | **132.9** | **15,312** | **12,558** | **12,548** | **11,988** | **22,897** | **26,562** | **22,101** | **8,934** | **31,101** | **37,597** | **12,662** |
| Stanislaus | 132.9 | 15,312 | 12,558 | 12,548 | 11,988 | 22,897 | 26,562 | 22,101 | 8,934 | 31,101 | 37,597 | 12,662 |
| **OAKLAND** | **800.4** | **68,357** | **47,409** | **48,671** | **52,672** | **109,164** | **155,280** | **188,458** | **130,389** | **42,048** | **49,156** | **18,307** |
| Alameda | 488.3 | 47,383 | 31,790 | 32,144 | 34,838 | 69,770 | 93,937 | 108,810 | 69,628 | 39,329 | 46,305 | 17,235 |
| Contra Costa | 312.1 | 20,974 | 15,619 | 16,527 | 17,834 | 39,394 | 61,343 | 79,648 | 60,761 | 46,184 | 53,616 | 19,988 |
| **OXNARD - VENTURA** | **221.8** | **12,349** | **10,551** | **12,063** | **13,203** | **28,997** | **43,744** | **60,246** | **40,647** | **46,542** | **53,167** | **17,133** |
| Ventura | 221.8 | 12,349 | 10,551 | 12,063 | 13,203 | 28,997 | 43,744 | 60,246 | 40,647 | 46,542 | 53,167 | 17,133 |
| **REDDING** | **59.6** | **8,757** | **7,096** | **6,565** | **5,850** | **9,971** | **11,177** | **7,350** | **2,834** | **26,473** | **32,283** | **12,302** |
| Shasta | 59.6 | 8,757 | 7,096 | 6,565 | 5,850 | 9,971 | 11,177 | 7,350 | 2,834 | 26,473 | 32,283 | 12,302 |
| **RIVERSIDE - SAN BERNARDINO** | **941.5** | **98,550** | **74,789** | **76,878** | **77,199** | **150,166** | **194,686** | **185,920** | **83,312** | **34,542** | **40,931** | **13,647** |
| Riverside | 441.3 | 45,800 | 35,419 | 36,534 | 36,752 | 70,338 | 89,207 | 86,431 | 40,819 | 34,391 | 41,562 | 14,218 |
| San Bernardino | 500.2 | 52,750 | 39,370 | 40,344 | 40,447 | 79,828 | 105,479 | 99,489 | 42,493 | 34,672 | 40,374 | 13,168 |
| **SACRAMENTO** | **588.7** | **58,608** | **45,325** | **47,202** | **49,659** | **96,475** | **119,914** | **116,325** | **55,192** | **34,689** | **41,115** | **15,419** |
| El Dorado | 50.7 | 3,922 | 3,803 | 4,134 | 4,179 | 7,893 | 10,550 | 10,927 | 5,292 | 36,939 | 42,676 | 15,840 |
| Placer | 69.2 | 5,733 | 4,455 | 4,439 | 4,926 | 10,269 | 14,527 | 15,610 | 9,241 | 39,628 | 46,514 | 17,268 |
| Sacramento | 415.5 | 41,694 | 32,000 | 33,600 | 35,638 | 69,877 | 85,052 | 81,324 | 36,315 | 34,257 | 40,486 | 15,309 |
| Yolo | 53.3 | 7,259 | 5,067 | 5,029 | 4,916 | 8,436 | 9,785 | 8,464 | 4,344 | 29,836 | 37,523 | 13,513 |
| **SALINAS - SEASIDE - MONTEREY** | **115.9** | **9,017** | **7,968** | **9,340** | **10,605** | **21,013** | **24,633** | **21,772** | **11,552** | **35,004** | **45,344** | **14,304** |
| Monterey | 115.9 | 9,017 | 7,968 | 9,340 | 10,605 | 21,013 | 24,633 | 21,772 | 11,552 | 35,004 | 45,344 | 14,304 |
| **SAN DIEGO** | **920.6** | **82,325** | **65,672** | **73,058** | **78,150** | **150,718** | **186,510** | **181,696** | **102,471** | **35,776** | **44,363** | **15,681** |
| San Diego | 920.6 | 82,325 | 65,672 | 73,058 | 78,150 | 150,718 | 186,510 | 181,696 | 102,471 | 35,776 | 44,363 | 15,681 |
| **SAN FRANCISCO** | **648.7** | **57,958** | **37,698** | **39,070** | **43,673** | **92,271** | **123,040** | **139,301** | **115,689** | **41,307** | **52,411** | **20,843** |
| Marin | 97.3 | 5,015 | 4,163 | 4,844 | 5,522 | 11,689 | 17,047 | 22,462 | 26,558 | 50,339 | 65,725 | 27,109 |
| San Francisco | 304.0 | 37,567 | 23,258 | 22,372 | 23,821 | 47,242 | 56,086 | 54,991 | 38,663 | 34,512 | 44,848 | 18,766 |
| San Mateo | 247.4 | 15,376 | 10,277 | 11,854 | 14,330 | 33,340 | 49,907 | 61,848 | 50,468 | 46,531 | 56,469 | 20,889 |
| ***SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA*** | ***2,380.6*** | ***188,655*** | ***133,506*** | ***140,575*** | ***155,508*** | ***329,044*** | ***467,775*** | ***559,399*** | ***406,138*** | ***42,636*** | ***50,885*** | ***18,825*** |
| **SAN JOSE** | **527.4** | **29,837** | **22,086** | **24,209** | **28,142** | **64,157** | **101,456** | **140,938** | **116,575** | **49,087** | **56,546** | **19,456** |
| Santa Clara | 527.4 | 29,837 | 22,086 | 24,209 | 28,142 | 64,157 | 101,456 | 140,938 | 116,575 | 49,087 | 56,546 | 19,456 |
| **SANTA BARBARA - SANTA MARIA - LOMPOC** | **132.3** | **11,988** | **9,074** | **9,993** | **10,533** | **20,726** | **26,089** | **26,802** | **17,095** | **36,991** | **47,407** | **16,558** |
| Santa Barbara | 132.3 | 11,988 | 9,074 | 9,993 | 10,533 | 20,726 | 26,089 | 26,802 | 17,095 | 36,991 | 47,407 | 16,558 |
| **SANTA CRUZ** | **84.6** | **7,474** | **5,530** | **5,764** | **6,323** | **12,638** | **16,412** | **18,488** | **11,971** | **38,972** | **46,901** | **16,920** |
| Santa Cruz | 84.6 | 7,474 | 5,530 | 5,764 | 6,323 | 12,638 | 16,412 | 18,488 | 11,971 | 38,972 | 46,901 | 16,920 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **CALIFORNIA (continued)** | | | | | | | | | | | | |
| **SANTA ROSA - PETALUMA** | **156.0** | **12,651** | **10,437** | **11,367** | **12,496** | **25,287** | **33,635** | **34,016** | **16,111** | **37,405** | **43,940** | **16,813** |
| Sonoma | 156.0 | 12,651 | 10,437 | 11,367 | 12,496 | 25,287 | 33,635 | 34,016 | 16,111 | 37,405 | 43,940 | 16,813 |
| **STOCKTON** | **163.6** | **18,920** | **15,000** | **14,701** | **14,537** | **26,635** | **32,890** | **28,847** | **12,070** | **31,867** | **38,474** | **12,546** |
| San Joaquin | 163.6 | 18,920 | 15,000 | 14,701 | 14,537 | 26,635 | 32,890 | 28,847 | 12,070 | 31,867 | 38,474 | 12,546 |
| **VALLEJO - FAIRFIELD - NAPA** | **163.5** | **12,378** | **10,346** | **11,494** | **12,202** | **25,527** | **37,952** | **38,198** | **15,403** | **38,668** | **43,715** | **14,906** |
| Napa | 42.5 | 3,373 | 3,022 | 3,202 | 3,354 | 6,486 | 9,006 | 9,186 | 4,871 | 37,766 | 46,027 | 17,114 |
| Solano | 121.0 | 9,005 | 7,324 | 8,292 | 8,848 | 19,041 | 28,946 | 29,012 | 10,532 | 38,961 | 42,903 | 14,215 |
| **VISALIA - TULARE - PORTERVILLE** | **102.3** | **14,448** | **11,631** | **11,348** | **10,331** | **17,193** | **17,838** | **13,457** | **6,054** | **26,877** | **34,218** | **10,669** |
| Tulare | 102.3 | 14,448 | 11,631 | 11,348 | 10,331 | 17,193 | 17,838 | 13,457 | 6,054 | 26,877 | 34,218 | 10,669 |
| **YUBA CITY** | **45.2** | **6,350** | **5,569** | **5,430** | **4,809** | **7,767** | **7,566** | **5,660** | **2,049** | **25,534** | **32,572** | **11,404** |
| Sutter | 24.5 | 3,203 | 2,686 | 2,665 | 2,377 | 4,056 | 4,367 | 3,678 | 1,468 | 28,112 | 35,065 | 12,578 |
| Yuba | 20.7 | 3,147 | 2,883 | 2,765 | 2,432 | 3,711 | 3,199 | 1,982 | 581 | 23,197 | 29,621 | 10,085 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Alameda | 488.3 | 47,383 | 31,790 | 32,144 | 34,838 | 69,770 | 93,937 | 108,810 | 69,628 | 39,329 | 46,305 | 17,235 |
| Alpine | .4 | 51 | 28 | 32 | 49 | 76 | 52 | 82 | 30 | 29,081 | 36,750 | 13,364 |
| Amador | 11.7 | 1,136 | 994 | 1,046 | 1,077 | 2,036 | 2,590 | 1,988 | 833 | 32,727 | 42,609 | 14,926 |
| Butte | 74.8 | 12,308 | 9,469 | 8,943 | 8,072 | 13,295 | 11,637 | 7,848 | 3,228 | 24,138 | 30,658 | 12,063 |
| Calaveras | 13.9 | 1,693 | 1,400 | 1,439 | 1,419 | 2,525 | 2,653 | 2,107 | 664 | 28,640 | 34,110 | 13,547 |
| Colusa | 5.8 | 676 | 609 | 710 | 714 | 1,092 | 1,011 | 673 | 315 | 26,568 | 36,133 | 12,401 |
| Contra Costa | 312.1 | 20,974 | 15,619 | 16,527 | 17,834 | 39,394 | 61,343 | 79,648 | 60,761 | 46,184 | 53,616 | 19,988 |
| Del Norte | 8.7 | 1,288 | 1,116 | 924 | 951 | 1,458 | 1,562 | 1,009 | 392 | 25,433 | 32,652 | 10,720 |
| El Dorado | 50.7 | 3,922 | 3,803 | 4,134 | 4,179 | 7,893 | 10,550 | 10,927 | 5,292 | 36,939 | 42,676 | 15,840 |
| Fresno | 233.7 | 33,574 | 24,756 | 24,041 | 22,628 | 38,954 | 41,222 | 32,403 | 16,122 | 27,901 | 35,606 | 11,730 |
| Glenn | 9.1 | 1,529 | 1,109 | 1,041 | 1,023 | 1,499 | 1,505 | 1,034 | 360 | 24,257 | 30,429 | 10,859 |
| Humboldt | 48.0 | 8,118 | 6,056 | 5,270 | 4,947 | 7,850 | 8,464 | 5,394 | 1,901 | 24,605 | 31,392 | 12,260 |
| Imperial | 34.0 | 6,148 | 4,330 | 3,716 | 3,187 | 5,261 | 5,294 | 4,199 | 1,865 | 24,402 | 31,852 | 9,288 |
| Inyo | 7.7 | 1,207 | 824 | 847 | 811 | 1,238 | 1,296 | 1,094 | 383 | 26,210 | 33,431 | 13,915 |
| Kern | 193.3 | 25,285 | 18,274 | 18,360 | 17,962 | 31,599 | 37,623 | 31,133 | 13,064 | 30,139 | 36,641 | 12,180 |
| Kings | 30.5 | 3,801 | 3,205 | 3,336 | 3,249 | 5,640 | 5,829 | 3,899 | 1,541 | 27,796 | 36,820 | 10,545 |
| Lake | 22.1 | 3,999 | 2,896 | 2,674 | 2,329 | 3,476 | 3,643 | 2,413 | 670 | 23,179 | 28,809 | 11,900 |
| Lassen | 8.9 | 1,462 | 936 | 954 | 926 | 1,637 | 1,791 | 942 | 252 | 26,108 | 39,034 | 11,938 |
| Los Angeles | 3,049.0 | 333,996 | 223,716 | 228,556 | 237,138 | 458,647 | 565,784 | 584,140 | 417,023 | 36,039 | 46,203 | 15,503 |
| Madera | 30.3 | 3,793 | 3,008 | 3,096 | 2,996 | 5,085 | 6,038 | 4,517 | 1,767 | 29,257 | 34,683 | 10,823 |
| Marin | 97.3 | 5,015 | 4,163 | 4,844 | 5,522 | 11,689 | 17,047 | 22,462 | 26,558 | 50,339 | 65,725 | 27,109 |
| Mariposa | 6.0 | 925 | 696 | 558 | 577 | 1,157 | 1,063 | 721 | 303 | 26,967 | 33,616 | 13,183 |
| Mendocino | 31.4 | 4,213 | 3,477 | 3,460 | 3,210 | 5,244 | 6,089 | 4,120 | 1,587 | 27,392 | 33,526 | 12,699 |
| Merced | 57.5 | 7,147 | 6,337 | 6,673 | 6,282 | 9,918 | 10,429 | 7,658 | 3,056 | 27,186 | 34,435 | 10,605 |
| Modoc | 3.8 | 685 | 515 | 453 | 427 | 675 | 664 | 271 | 110 | 22,892 | 28,528 | 10,841 |
| Mono | 4.1 | 389 | 280 | 345 | 392 | 682 | 923 | 718 | 371 | 34,398 | 40,529 | 16,133 |
| Monterey | 115.9 | 9,017 | 7,968 | 9,340 | 10,605 | 21,013 | 24,633 | 21,772 | 11,552 | 35,004 | 45,344 | 14,304 |
| Napa | 42.5 | 3,373 | 3,022 | 3,202 | 3,354 | 6,486 | 9,006 | 9,186 | 4,871 | 37,766 | 46,027 | 17,114 |
| Nevada | 32.7 | 2,916 | 2,510 | 2,788 | 2,977 | 5,744 | 7,149 | 5,935 | 2,681 | 33,953 | 40,002 | 15,684 |
| Orange | 852.1 | 47,270 | 37,599 | 44,158 | 51,467 | 114,223 | 168,255 | 216,384 | 172,744 | 46,655 | 55,427 | 18,812 |
| Placer | 69.2 | 5,733 | 4,455 | 4,439 | 4,926 | 10,269 | 14,527 | 15,610 | 9,241 | 39,628 | 46,514 | 17,268 |
| Plumas | 8.5 | 1,269 | 1,041 | 1,010 | 892 | 1,449 | 1,577 | 970 | 292 | 25,267 | 31,244 | 12,955 |
| Riverside | 441.3 | 45,800 | 35,419 | 36,534 | 36,752 | 70,338 | 89,207 | 86,431 | 40,819 | 34,391 | 41,562 | 14,218 |
| Sacramento | 415.5 | 41,694 | 32,000 | 33,600 | 35,638 | 69,877 | 85,052 | 81,324 | 36,315 | 34,257 | 40,486 | 15,309 |
| San Benito | 11.9 | 861 | 773 | 979 | 1,045 | 1,976 | 2,633 | 2,458 | 1,175 | 36,712 | 42,867 | 13,250 |
| San Bernardino | 500.2 | 52,750 | 39,370 | 40,344 | 40,447 | 79,828 | 105,479 | 99,489 | 42,493 | 34,672 | 40,374 | 13,168 |
| San Diego | 920.6 | 82,325 | 65,672 | 73,058 | 78,150 | 150,718 | 186,510 | 181,696 | 102,471 | 35,776 | 44,363 | 15,681 |
| San Francisco | 304.0 | 37,567 | 23,258 | 22,372 | 23,821 | 47,242 | 56,086 | 54,991 | 38,663 | 34,512 | 44,848 | 18,766 |
| San Joaquin | 163.6 | 18,920 | 15,000 | 14,701 | 14,537 | 26,635 | 32,890 | 28,847 | 12,070 | 31,867 | 38,474 | 12,546 |
| San Luis Obispo | 83.2 | 8,695 | 7,001 | 7,468 | 7,584 | 14,213 | 16,781 | 14,284 | 7,174 | 32,571 | 41,140 | 15,219 |
| San Mateo | 247.4 | 15,376 | 10,277 | 11,854 | 14,330 | 33,340 | 49,907 | 61,848 | 50,468 | 46,531 | 56,469 | 20,889 |
| Santa Barbara | 132.3 | 11,988 | 9,074 | 9,993 | 10,533 | 20,726 | 26,089 | 26,802 | 17,095 | 36,991 | 47,407 | 16,558 |
| Santa Clara | 527.4 | 29,837 | 22,086 | 24,209 | 28,142 | 64,157 | 101,456 | 140,938 | 116,575 | 49,087 | 56,546 | 19,456 |
| Santa Cruz | 84.6 | 7,474 | 5,530 | 5,764 | 6,323 | 12,638 | 16,412 | 18,488 | 11,971 | 38,972 | 46,901 | 16,920 |
| Shasta | 59.6 | 8,757 | 7,096 | 6,565 | 5,850 | 9,971 | 11,177 | 7,350 | 2,834 | 26,473 | 32,283 | 12,302 |
| Sierra | 1.3 | 197 | 124 | 123 | 144 | 236 | 189 | 185 | 102 | 27,313 | 34,617 | 13,637 |
| Siskiyou | 17.8 | 2,989 | 2,437 | 2,276 | 2,032 | 3,036 | 2,730 | 1,608 | 692 | 22,948 | 29,033 | 11,613 |
| Solano | 121.0 | 9,005 | 7,324 | 8,292 | 8,848 | 19,041 | 28,946 | 29,012 | 10,532 | 38,961 | 42,903 | 14,215 |
| Sonoma | 156.0 | 12,651 | 10,437 | 11,367 | 12,496 | 25,287 | 33,635 | 34,016 | 16,111 | 37,405 | 43,940 | 16,813 |
| Stanislaus | 132.9 | 15,312 | 12,558 | 12,548 | 11,988 | 22,897 | 26,562 | 22,101 | 8,934 | 31,101 | 37,597 | 12,662 |
| Sutter | 24.5 | 3,203 | 2,686 | 2,665 | 2,377 | 4,056 | 4,367 | 3,678 | 1,468 | 28,112 | 35,065 | 12,578 |
| Tehama | 19.6 | 3,155 | 2,660 | 2,521 | 2,251 | 3,484 | 3,102 | 1,894 | 533 | 23,252 | 28,739 | 10,853 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES |  | Households by E B I Group |  |  |  |  |  |  |  |  |  |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **CALIFORNIA (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |
| **ALL COUNTIES (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |
| Trinity | 5.2 | 1,036 | 755 | 697 | 500 | 895 | 695 | 485 | 137 | 21,120 | 26,657 | 10,422 |
| Tulare | 102.3 | 14,448 | 11,631 | 11,348 | 10,331 | 17,193 | 17,838 | 13,457 | 6,054 | 26,877 | 34,218 | 10,669 |
| Tuolumne | 19.2 | 2,154 | 2,008 | 2,073 | 2,111 | 3,570 | 3,546 | 2,668 | 1,070 | 28,255 | 35,611 | 13,354 |
| Ventura | 221.8 | 12,349 | 10,551 | 12,063 | 13,203 | 28,997 | 43,744 | 60,246 | 40,647 | 46,542 | 53,167 | 17,133 |
| Yolo | 53.3 | 7,259 | 5,067 | 5,029 | 4,916 | 8,436 | 9,785 | 8,464 | 4,344 | 29,836 | 37,523 | 13,513 |
| Yuba | 20.7 | 3,147 | 2,883 | 2,765 | 2,432 | 3,711 | 3,199 | 1,982 | 581 | 23,197 | 29,621 | 10,085 |
| **TOTAL METRO COUNTIES** | **10,265.4** | **984,859** | **718,890** | **750,432** | **785,921** | **1,548,238** | **1,994,334** | **2,109,141** | **1,373,585** | **37,436** | **46,175** | **15,991** |
| **TOTAL STATE** | **10,741.2** | **1,049,244** | **769,678** | **800,268** | **833,741** | **1,629,472** | **2,083,203** | **2,174,809** | **1,400,785** | **36,943** | **45,689** | **15,843** |
| **COLORADO** |  |  |  |  |  |  |  |  |  |  |  |  |
| **BOULDER - LONGMONT** | **90.5** | **8,473** | **6,066** | **6,720** | **7,075** | **13,735** | **17,984** | **19,289** | **11,158** | **37,543** | **44,915** | **17,673** |
| Boulder | 90.5 | 8,473 | 6,066 | 6,720 | 7,075 | 13,735 | 17,984 | 19,289 | 11,158 | 37,543 | 44,915 | 17,673 |
| **COLORADO SPRINGS** | **154.1** | **15,337** | **12,819** | **15,176** | **16,196** | **28,970** | **31,506** | **24,375** | **9,721** | **30,835** | **37,223** | **13,825** |
| El Paso | 154.1 | 15,337 | 12,819 | 15,176 | 16,196 | 28,970 | 31,506 | 24,375 | 9,721 | 30,835 | 37,223 | 13,825 |
| **DENVER** | **662.1** | **65,407** | **46,550** | **51,957** | **55,145** | **107,974** | **135,194** | **129,967** | **69,906** | **35,408** | **42,421** | **16,993** |
| Adams | 97.6 | 9,811 | 7,385 | 8,424 | 9,217 | 18,490 | 22,818 | 16,871 | 4,584 | 32,521 | 36,036 | 13,109 |
| Arapahoe | 159.8 | 9,973 | 8,166 | 10,508 | 11,907 | 25,138 | 33,598 | 36,706 | 23,804 | 40,854 | 49,287 | 19,549 |
| Denver | 211.2 | 34,719 | 22,129 | 22,073 | 21,369 | 35,809 | 34,894 | 26,167 | 14,040 | 26,379 | 34,321 | 15,492 |
| Douglas | 22.7 | 637 | 497 | 634 | 776 | 2,223 | 4,370 | 7,761 | 5,802 | 56,185 | 63,480 | 22,000 |
| Jefferson | 170.8 | 10,267 | 8,373 | 10,318 | 11,876 | 26,314 | 39,514 | 42,462 | 21,676 | 41,806 | 46,862 | 17,858 |
| ***DENVER - BOULDER CONSOLIDATED AREA*** | ***752.6*** | ***73,880*** | ***52,616*** | ***58,677*** | ***62,220*** | ***121,709*** | ***153,178*** | ***149,256*** | ***81,064*** | ***35,648*** | ***42,721*** | ***17,077*** |
| **FORT COLLINS - LOVELAND** | **74.5** | **8,984** | **6,684** | **6,964** | **7,094** | **12,357** | **14,695** | **12,749** | **4,973** | **30,815** | **36,921** | **14,005** |
| Larimer | 74.5 | 8,984 | 6,684 | 6,964 | 7,094 | 12,357 | 14,695 | 12,749 | 4,973 | 30,815 | 36,921 | 14,005 |
| **GREELEY** | **48.1** | **6,655** | **4,824** | **4,856** | **4,800** | **8,643** | **9,552** | **6,461** | **2,309** | **28,197** | **33,385** | **12,019** |
| Weld | 48.1 | 6,655 | 4,824 | 4,856 | 4,800 | 8,643 | 9,552 | 6,461 | 2,309 | 28,197 | 33,385 | 12,019 |
| **PUEBLO** | **47.6** | **9,573** | **5,496** | **5,370** | **5,160** | **8,483** | **7,575** | **4,558** | **1,385** | **23,257** | **28,024** | **10,749** |
| Pueblo | 47.6 | 9,573 | 5,496 | 5,370 | 5,160 | 8,483 | 7,575 | 4,558 | 1,385 | 23,257 | 28,024 | 10,749 |
| **ALL COUNTIES** |  |  |  |  |  |  |  |  |  |  |  |  |
| Adams | 97.6 | 9,811 | 7,385 | 8,424 | 9,217 | 18,490 | 22,818 | 16,871 | 4,584 | 32,521 | 36,096 | 13,109 |
| Alamosa | 4.9 | 1,101 | 618 | 528 | 488 | 816 | 707 | 483 | 159 | 22,080 | 27,984 | 9,725 |
| Arapahoe | 159.8 | 9,973 | 8,166 | 10,508 | 11,907 | 25,138 | 33,598 | 36,706 | 23,804 | 40,854 | 49,287 | 19,549 |
| Archuleta | 2.1 | 323 | 264 | 242 | 206 | 450 | 346 | 190 | 79 | 25,347 | 29,985 | 11,449 |
| Baca | 1.8 | 444 | 267 | 239 | 199 | 326 | 206 | 97 | 22 | 18,954 | 22,756 | 9,102 |
| Bent | 1.8 | 429 | 298 | 208 | 210 | 323 | 230 | 79 | 23 | 19,158 | 24,880 | 9,330 |
| Boulder | 90.5 | 8,473 | 6,066 | 6,720 | 7,075 | 13,735 | 17,984 | 19,289 | 11,158 | 37,543 | 44,915 | 17,673 |
| Chaffee | 4.8 | 802 | 586 | 578 | 577 | 908 | 758 | 459 | 132 | 23,761 | 30,797 | 11,640 |
| Cheyenne | .9 | 107 | 81 | 91 | 96 | 183 | 187 | 102 | 53 | 28,826 | 34,538 | 12,952 |
| Clear Creek | 3.1 | 322 | 220 | 230 | 255 | 490 | 631 | 640 | 312 | 35,760 | 40,200 | 16,398 |
| Conejos | 2.6 | 772 | 499 | 376 | 249 | 353 | 213 | 120 | 18 | 15,385 | 19,797 | 6,863 |
| Costilla | 1.2 | 311 | 237 | 187 | 107 | 152 | 115 | 66 | 25 | 16,390 | 22,048 | 8,268 |
| Crowley | 1.3 | 310 | 209 | 196 | 163 | 168 | 133 | 90 | 31 | 18,342 | 25,922 | 7,489 |
| Custer | .8 | 139 | 104 | 100 | 86 | 154 | 106 | 69 | 42 | 23,314 | 30,903 | 13,012 |
| Delta | 8.2 | 1,658 | 1,181 | 1,109 | 952 | 1,437 | 1,045 | 630 | 188 | 20,798 | 25,647 | 10,160 |
| Denver | 211.2 | 34,719 | 22,129 | 22,073 | 21,369 | 35,809 | 34,894 | 26,167 | 14,040 | 26,379 | 34,321 | 15,492 |
| Dolores | .6 | 102 | 89 | 85 | 64 | 94 | 89 | 63 | 14 | 21,875 | 27,072 | 10,829 |
| Douglas | 22.7 | 637 | 497 | 634 | 776 | 2,223 | 4,370 | 7,761 | 5,802 | 56,185 | 63,480 | 22,000 |
| Eagle | 8.7 | 432 | 406 | 537 | 655 | 1,474 | 2,203 | 1,833 | 1,160 | 40,666 | 49,231 | 18,704 |
| Elbert | 3.5 | 266 | 298 | 345 | 290 | 528 | 968 | 543 | 262 | 35,379 | 39,225 | 13,729 |
| El Paso | 154.1 | 15,337 | 12,819 | 15,176 | 16,196 | 28,970 | 31,506 | 24,375 | 9,721 | 30,835 | 37,223 | 13,825 |
| Fremont | 12.1 | 2,569 | 1,697 | 1,553 | 1,390 | 1,933 | 1,748 | 915 | 295 | 20,831 | 27,872 | 10,097 |
| Garfield | 11.8 | 1,150 | 1,063 | 1,090 | 1,094 | 2,262 | 2,599 | 1,836 | 706 | 31,665 | 36,978 | 13,985 |
| Gilpin | 1.3 | 150 | 98 | 124 | 115 | 244 | 282 | 240 | 47 | 31,538 | 34,439 | 14,442 |
| Grand | 3.1 | 290 | 230 | 316 | 325 | 623 | 707 | 448 | 161 | 31,297 | 34,690 | 13,612 |
| Gunnison | 3.8 | 646 | 400 | 382 | 417 | 632 | 700 | 480 | 143 | 25,755 | 32,317 | 11,923 |
| Hinsdale | .2 | 37 | 20 | 20 | 17 | 37 | 37 | 27 | 5 | 26,579 | 29,265 | 11,706 |
| Huerfano | 2.4 | 621 | 391 | 333 | 267 | 364 | 256 | 95 | 73 | 17,823 | 22,800 | 9,435 |
| Jackson | .6 | 78 | 72 | 84 | 78 | 110 | 102 | 63 | 13 | 24,231 | 28,990 | 10,871 |
| Jefferson | 170.8 | 10,267 | 8,373 | 10,318 | 11,876 | 26,314 | 39,514 | 42,462 | 21,676 | 41,806 | 46,862 | 17,858 |
| Kiowa | .7 | 144 | 109 | 69 | 66 | 119 | 111 | 65 | 17 | 22,121 | 27,297 | 11,240 |
| Kit Carson | 2.8 | 503 | 350 | 321 | 289 | 559 | 468 | 192 | 118 | 23,910 | 28,968 | 11,424 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/91 Total Households (Thousands) | Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **COLORADO (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Lake | 2.3 | 312 | 224 | 280 | 335 | 501 | 360 | 235 | 53 | 24,985 | 28,639 | 11,556 |
| La Plata | 12.3 | 1,600 | 1,176 | 1,301 | 1,252 | 2,184 | 2,578 | 1,453 | 756 | 28,658 | 35,090 | 13,079 |
| Larimer | 74.5 | 8,984 | 6,684 | 6,964 | 7,094 | 12,357 | 14,695 | 12,749 | 4,973 | 30,815 | 36,921 | 14,005 |
| Las Animas | 5.4 | 1,403 | 761 | 672 | 564 | 705 | 717 | 420 | 158 | 18,988 | 24,876 | 9,877 |
| Lincoln | 1.8 | 288 | 226 | 240 | 229 | 347 | 286 | 148 | 36 | 23,188 | 27,147 | 10,859 |
| Logan | 6.8 | 1,187 | 834 | 800 | 794 | 1,269 | 1,003 | 712 | 201 | 23,646 | 28,500 | 11,333 |
| Mesa | 37.3 | 5,585 | 4,081 | 4,037 | 4,011 | 6,895 | 6,903 | 4,343 | 1,445 | 26,239 | 32,121 | 12,572 |
| Mineral | .2 | 36 | 30 | 39 | 43 | 21 | 16 | 7 | 8 | 19,359 | 23,980 | 9,592 |
| Moffat | 4.0 | 521 | 367 | 301 | 304 | 716 | 1,106 | 539 | 146 | 32,242 | 33,738 | 12,268 |
| Montezuma | 6.7 | 1,255 | 739 | 726 | 664 | 1,130 | 1,203 | 709 | 274 | 24,744 | 30,055 | 10,826 |
| Montrose | 9.5 | 1,581 | 1,199 | 1,144 | 1,094 | 1,711 | 1,562 | 913 | 296 | 23,775 | 28,750 | 11,103 |
| Morgan | 8.2 | 1,193 | 944 | 973 | 904 | 1,581 | 1,488 | 744 | 373 | 25,533 | 31,452 | 11,723 |
| Otero | 7.5 | 1,826 | 1,137 | 884 | 746 | 1,211 | 941 | 517 | 238 | 19,451 | 25,815 | 9,681 |
| Ouray | .9 | 97 | 127 | 105 | 103 | 213 | 140 | 81 | 38 | 25,776 | 29,726 | 11,147 |
| Park | 2.9 | 333 | 216 | 234 | 260 | 631 | 703 | 399 | 124 | 31,564 | 35,134 | 13,406 |
| Phillips | 1.7 | 302 | 196 | 226 | 232 | 321 | 258 | 143 | 22 | 22,715 | 26,338 | 10,661 |
| Pitkin | 6.1 | 302 | 233 | 376 | 500 | 1,014 | 1,149 | 1,369 | 1,157 | 43,174 | 58,283 | 27,140 |
| Prowers | 5.0 | 971 | 631 | 623 | 573 | 919 | 751 | 379 | 153 | 22,399 | 26,974 | 10,141 |
| Pueblo | 47.6 | 9,573 | 5,496 | 5,370 | 5,160 | 8,483 | 7,575 | 4,558 | 1,385 | 23,257 | 28,024 | 10,749 |
| Rio Blanco | 2.2 | 280 | 199 | 185 | 199 | 358 | 571 | 311 | 97 | 31,355 | 34,990 | 13,272 |
| Rio Grande | 4.0 | 710 | 528 | 559 | 514 | 698 | 557 | 267 | 167 | 21,974 | 28,387 | 10,417 |
| Routt | 5.6 | 508 | 451 | 491 | 434 | 1,040 | 1,265 | 993 | 418 | 33,834 | 40,363 | 15,918 |
| Saguache | 1.7 | 451 | 322 | 249 | 189 | 241 | 113 | 81 | 54 | 16,546 | 23,318 | 8,259 |
| San Juan | .3 | 46 | 22 | 28 | 35 | 74 | 73 | 19 | 3 | 27,209 | 28,373 | 10,640 |
| San Miguel | 1.6 | 134 | 96 | 122 | 138 | 261 | 354 | 273 | 222 | 36,655 | 45,168 | 18,530 |
| Sedgwick | 1.1 | 174 | 148 | 168 | 153 | 188 | 192 | 58 | 19 | 21,961 | 25,475 | 10,778 |
| Summit | 5.4 | 285 | 300 | 402 | 431 | 919 | 1,249 | 1,177 | 637 | 38,971 | 44,556 | 18,090 |
| Teller | 5.0 | 500 | 370 | 390 | 415 | 753 | 1,180 | 985 | 407 | 35,833 | 38,860 | 14,720 |
| Washington | 1.9 | 327 | 284 | 259 | 221 | 310 | 287 | 146 | 66 | 21,810 | 26,940 | 10,664 |
| Weld | 48.1 | 6,655 | 4,824 | 4,856 | 4,800 | 8,643 | 9,552 | 6,461 | 2,309 | 28,197 | 33,385 | 12,019 |
| Yuma | 3.5 | 588 | 443 | 375 | 375 | 749 | 526 | 322 | 122 | 24,586 | 28,818 | 11,333 |
| **TOTAL METRO COUNTIES** | **1,076.9** | **114,429** | **82,439** | **91,043** | **95,470** | **180,162** | **216,506** | **197,399** | **99,452** | **33,563** | **40,466** | **15,836** |
| **TOTAL STATE** | **1,312.9** | **150,930** | **108,510** | **116,575** | **119,837** | **221,861** | **258,984** | **224,967** | **111,236** | **32,129** | **39,056** | **15,225** |
| **CONNECTICUT** | | | | | | | | | | | | |
| **BRIDGEPORT - STAMFORD - NORWALK - DANBURY** | **303.7** | **21,474** | **13,966** | **14,445** | **15,582** | **33,753** | **48,667** | **69,393** | **86,420** | **51,203** | **68,477** | **25,198** |
| Fairfield | 303.7 | 21,474 | 13,966 | 14,445 | 15,582 | 33,753 | 48,667 | 69,393 | 86,420 | 51,203 | 68,477 | 25,198 |
| **HARTFORD - NEW BRITAIN - MIDDLETOWN - BRISTOL** | **428.3** | **34,642** | **22,723** | **23,941** | **26,681** | **57,470** | **86,478** | **106,931** | **69,434** | **43,379** | **50,488** | **19,020** |
| Hartford | 327.4 | 28,957 | 18,113 | 18,948 | 20,738 | 44,258 | 64,653 | 78,993 | 52,740 | 42,497 | 49,985 | 19,038 |
| Middlesex | 55.7 | 3,006 | 2,501 | 2,665 | 3,266 | 7,159 | 11,578 | 15,385 | 10,140 | 46,910 | 53,635 | 20,490 |
| Tolland | 45.2 | 2,679 | 2,109 | 2,328 | 2,677 | 6,053 | 10,247 | 12,553 | 6,554 | 44,855 | 50,251 | 17,273 |
| **NEW HAVEN - WATERBURY - MERIDEN** | **307.5** | **30,083** | **19,273** | **18,477** | **20,219** | **43,261** | **61,913** | **71,437** | **42,837** | **40,285** | **46,935** | **17,774** |
| New Haven | 307.5 | 30,083 | 19,273 | 18,477 | 20,219 | 43,261 | 61,913 | 71,437 | 42,837 | 40,285 | 46,935 | 17,774 |
| **NEW LONDON - NORWICH** | **94.2** | **7,476** | **5,447** | **5,893** | **7,036** | **15,522** | **20,524** | **21,900** | **10,402** | **39,019** | **45,992** | **16,818** |
| New London | 94.2 | 7,476 | 5,447 | 5,893 | 7,036 | 15,522 | 20,524 | 21,900 | 10,402 | 39,019 | 45,992 | 16,818 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Fairfield | 303.7 | 21,474 | 13,966 | 14,445 | 15,582 | 33,753 | 48,667 | 69,393 | 86,420 | 51,203 | 68,477 | 25,198 |
| Hartford | 327.4 | 28,957 | 18,113 | 18,948 | 20,738 | 44,258 | 64,653 | 78,993 | 52,740 | 42,497 | 49,985 | 19,038 |
| Litchfield | 67.7 | 4,705 | 3,397 | 3,807 | 4,156 | 9,739 | 15,173 | 17,042 | 9,681 | 43,049 | 50,482 | 19,265 |
| Middlesex | 55.7 | 3,006 | 2,501 | 2,665 | 3,266 | 7,159 | 11,578 | 15,385 | 10,140 | 46,910 | 53,635 | 20,490 |
| New Haven | 307.5 | 30,083 | 19,273 | 18,477 | 20,219 | 43,261 | 61,913 | 71,437 | 42,837 | 40,285 | 46,935 | 17,774 |
| New London | 94.2 | 7,476 | 5,447 | 5,893 | 7,036 | 15,522 | 20,524 | 21,900 | 10,402 | 39,019 | 45,992 | 16,818 |
| Tolland | 45.2 | 2,679 | 2,109 | 2,328 | 2,677 | 6,053 | 10,247 | 12,553 | 6,554 | 44,855 | 50,251 | 17,273 |
| Windham | 38.1 | 3,857 | 2,847 | 2,733 | 3,049 | 6,371 | 8,557 | 7,893 | 2,793 | 35,326 | 40,422 | 14,710 |
| **TOTAL METRO COUNTIES** | **1,133.7** | **93,675** | **61,409** | **62,756** | **69,518** | **150,006** | **217,582** | **269,661** | **209,093** | **43,832** | **53,969** | **20,181** |
| **TOTAL STATE** | **1,239.5** | **102,237** | **67,653** | **69,296** | **76,723** | **166,116** | **241,312** | **294,596** | **221,567** | **43,471** | **53,363** | **19,959** |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/91 Total Households (Thousands) | Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **DELAWARE** | | | | | | | | | | | | |
| **WILMINGTON** | **217.9** | **18,453** | **13,019** | **14,369** | **15,951** | **34,398** | **49,251** | **49,447** | **23,012** | **38,694** | **44,331** | **16,312** |
| New Castle | 168.2 | 13,637 | 9,752 | 10,945 | 12,261 | 26,811 | 38,130 | 38,190 | 18,474 | 38,989 | 45,012 | 16,735 |
| *Cecil, Md.* | *25.7* | *2,189* | *1,654* | *1,947* | *2,065* | *4,328* | *6,092* | *5,654* | *1,771* | *36,562* | *40,429* | *14,003* |
| *Salem, N. J.* | *24.0* | *2,627* | *1,613* | *1,477* | *1,625* | *3,259* | *5,029* | *5,603* | *2,767* | *39,045* | *43,739* | *16,002* |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Kent | 40.0 | 4,595 | 3,616 | 3,997 | 4,109 | 7,812 | 8,467 | 5,548 | 1,856 | 29,544 | 34,544 | 12,100 |
| New Castle | 168.2 | 13,637 | 9,752 | 10,945 | 12,261 | 26,811 | 38,130 | 38,190 | 18,474 | 38,989 | 45,012 | 16,735 |
| Sussex | 45.3 | 5,973 | 4,449 | 4,999 | 4,817 | 8,367 | 8,649 | 6,094 | 1,952 | 27,773 | 32,831 | 12,657 |
| **TOTAL METRO COUNTIES** | **168.2** | **13,637** | **9,752** | **10,945** | **12,261** | **26,811** | **38,130** | **38,190** | **18,474** | **38,989** | **45,012** | **16,735** |
| **TOTAL STATE** | **253.5** | **24,205** | **17,817** | **19,941** | **21,187** | **42,990** | **55,246** | **49,832** | **22,282** | **35,152** | **41,183** | **15,261** |
| **DISTRICT OF COLUMBIA** | | | | | | | | | | | | |
| **WASHINGTON** | **1,502.0** | **87,685** | **54,216** | **69,747** | **87,690** | **198,918** | **306,835** | **390,197** | **306,712** | **47,347** | **55,132** | **20,420** |
| District of Columbia | 244.8 | 35,784 | 17,345 | 19,531 | 21,946 | 38,806 | 41,386 | 39,447 | 30,555 | 31,933 | 43,922 | 17,998 |
| *Calvert, Md.* | *18.2* | *934* | *671* | *714* | *756* | *2,061* | *3,776* | *5,704* | *3,584* | *50,731* | *54,405* | *17,938* |
| *Charles, Md.* | *34.8* | *2,098* | *1,283* | *1,699* | *1,918* | *4,648* | *8,750* | *10,118* | *4,286* | *44,854* | *47,540* | *15,505* |
| *Frederick, Md.* | *55.0* | *3,675* | *2,634* | *3,102* | *3,677* | *8,713* | *13,830* | *13,956* | *5,413* | *41,093* | *44,993* | *15,772* |
| *Montgomery, Md.* | *298.1* | *11,789* | *8,572* | *11,730* | *14,959* | *35,575* | *59,265* | *80,971* | *75,239* | *51,835* | *61,753* | *22,999* |
| *Prince George's, Md.* | *262.4* | *13,393* | *9,513* | *14,036* | *18,642* | *42,817* | *62,419* | *69,323* | *32,257* | *42,743* | *46,903* | *16,544* |
| *Alexandria city, Va.* | *53.4* | *2,805* | *1,798* | *2,431* | *3,141* | *8,094* | *12,850* | *12,424* | *9,857* | *44,592* | *54,006* | *25,795* |
| *Arlington, Va.* | *78.3* | *4,532* | *3,127* | *4,058* | *5,330* | *11,679* | *16,277* | *18,378* | *14,919* | *44,465* | *52,715* | *24,068* |
| *Fairfax, Va.* | *305.6* | *7,635* | *5,113* | *7,103* | *9,891* | *26,414* | *51,246* | *91,703* | *106,495* | *61,813* | *69,374* | *24,707* |
| *Fairfax city, Va.* | *7.3* | *252* | *282* | *307* | *423* | *1,109* | *1,686* | *2,151* | *1,090* | *46,728* | *51,374* | *19,232* |
| *Falls Church city, Va.* | *4.2* | *231* | *148* | *126* | *206* | *484* | *721* | *1,162* | *1,122* | *52,866* | *59,683* | *26,111* |
| *Loudoun, Va.* | *32.5* | *1,155* | *938* | *1,130* | *1,483* | *3,849* | *7,421* | *10,640* | *5,884* | *50,505* | *54,561* | *19,316* |
| *Manassas city, Va.* | *10.2* | *298* | *266* | *364* | *510* | *1,362* | *2,565* | *3,203* | *1,632* | *48,430* | *54,226* | *18,315* |
| *Manassas Park city, Va.* | *2.2* | *104* | *65* | *78* | *151* | *468* | *742* | *491* | *101* | *38,786* | *40,355* | *12,867* |
| *Prince William, Va.* | *74.2* | *1,929* | *1,724* | *2,479* | *3,504* | *9,772* | *18,514* | *24,586* | *11,692* | *49,369* | *53,261* | *17,197* |
| *Stafford, Va.* | *20.8* | *1,071* | *737* | *859* | *1,153* | *3,067* | *5,387* | *5,940* | *2,586* | *44,624* | *48,830* | *15,506* |
| **TOTAL METRO COUNTIES** | **244.8** | **35,784** | **17,345** | **19,531** | **21,946** | **38,806** | **41,386** | **39,447** | **30,555** | **31,933** | **43,922** | **17,998** |
| **TOTAL STATE** | **244.8** | **35,784** | **17,345** | **19,531** | **21,946** | **38,806** | **41,386** | **39,447** | **30,555** | **31,933** | **43,922** | **17,998** |
| **FLORIDA** | | | | | | | | | | | | |
| **BRADENTON** | **94.9** | **11,902** | **10,044** | **11,252** | **11,083** | **18,183** | **17,269** | **10,518** | **4,649** | **26,626** | **33,094** | **14,243** |
| Manatee | 94.9 | 11,902 | 10,044 | 11,252 | 11,083 | 18,183 | 17,269 | 10,518 | 4,649 | 26,626 | 33,094 | 14,243 |
| **DAYTONA BEACH** | **161.0** | **24,040** | **18,278** | **19,311** | **18,272** | **30,029** | **27,416** | **16,596** | **7,058** | **25,187** | **31,634** | **13,086** |
| Volusia | 161.0 | 24,040 | 18,278 | 19,311 | 18,272 | 30,029 | 27,416 | 16,596 | 7,058 | 25,187 | 31,634 | 13,086 |
| **FORT LAUDERDALE - HOLLYWOOD - POMPANO BEACH** | **547.5** | **64,884** | **45,564** | **49,612** | **50,636** | **90,285** | **103,248** | **91,665** | **51,606** | **31,839** | **40,199** | **16,953** |
| Broward | 547.5 | 64,884 | 45,564 | 49,612 | 50,636 | 90,285 | 103,248 | 91,665 | 51,606 | 31,839 | 40,199 | 16,953 |
| **FORT MYERS - CAPE CORAL** | **149.4** | **15,249** | **13,432** | **15,783** | **16,460** | **29,240** | **29,411** | **19,602** | **10,223** | **29,478** | **37,271** | **15,598** |
| Lee | 149.4 | 15,249 | 13,432 | 15,783 | 16,460 | 29,240 | 29,411 | 19,602 | 10,223 | 29,478 | 37,271 | 15,598 |
| **FORT PIERCE** | **107.7** | **12,774** | **9,324** | **10,374** | **10,697** | **20,137** | **20,553** | **15,218** | **8,623** | **30,024** | **39,357** | **15,857** |
| Martin | 45.6 | 4,745 | 3,650 | 3,964 | 4,211 | 7,948 | 8,503 | 6,993 | 5,586 | 32,730 | 46,443 | 19,830 |
| St. Lucie | 62.1 | 8,029 | 5,674 | 6,410 | 6,486 | 12,189 | 12,050 | 8,225 | 3,037 | 28,438 | 34,153 | 13,214 |
| **FORT WALTON BEACH** | **55.5** | **5,695** | **4,914** | **6,160** | **6,457** | **10,884** | **10,794** | **7,784** | **2,812** | **28,843** | **35,295** | **13,077** |
| Okaloosa | 55.5 | 5,695 | 4,914 | 6,160 | 6,457 | 10,884 | 10,794 | 7,784 | 2,812 | 28,843 | 35,295 | 13,077 |
| **GAINESVILLE** | **80.7** | **17,650** | **8,864** | **8,537** | **7,657** | **12,202** | **12,041** | **9,343** | **4,406** | **23,460** | **31,341** | **12,107** |
| Alachua | 73.4 | 16,341 | 8,072 | 7,790 | 6,894 | 10,664 | 10,892 | 8,568 | 4,179 | 23,261 | 31,210 | 12,303 |
| Bradford | 7.3 | 1,309 | 792 | 747 | 763 | 1,538 | 1,149 | 775 | 227 | 25,240 | 32,655 | 10,502 |
| **JACKSONVILLE** | **357.6** | **46,325** | **30,422** | **33,715** | **34,711** | **64,324** | **71,370** | **53,606** | **23,127** | **30,051** | **36,920** | **13,993** |
| Clay | 38.9 | 2,768 | 2,538 | 3,092 | 3,580 | 7,384 | 9,208 | 7,559 | 2,771 | 35,126 | 39,801 | 13,738 |
| Duval | 266.2 | 37,039 | 23,395 | 25,453 | 26,150 | 47,525 | 52,566 | 38,003 | 16,069 | 29,250 | 36,014 | 13,778 |
| Nassau | 17.0 | 2,457 | 1,503 | 1,785 | 1,498 | 2,994 | 3,411 | 2,541 | 811 | 29,305 | 34,301 | 12,676 |
| St. Johns | 35.5 | 4,061 | 2,986 | 3,385 | 3,483 | 6,421 | 6,185 | 5,503 | 3,476 | 30,724 | 41,816 | 16,679 |

1992 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **FLORIDA (continued)** | | | | | | | | | | | | |
| **LAKELAND - WINTER HAVEN** | **161.2** | **23,944** | **17,990** | **18,596** | **18,338** | **31,409** | **27,621** | **16,201** | **7,101** | **25,514** | **31,607** | **12,178** |
| Polk | 161.2 | 23,944 | 17,990 | 18,596 | 18,338 | 31,409 | 27,621 | 16,201 | 7,101 | 25,514 | 31,607 | 12,178 |
| **MELBOURNE - TITUSVILLE - PALM BAY** | **170.4** | **17,982** | **14,251** | **15,977** | **16,638** | **30,607** | **35,018** | **28,673** | **11,254** | **31,471** | **37,209** | **15,104** |
| Brevard | 170.4 | 17,982 | 14,251 | 15,977 | 16,638 | 30,607 | 35,018 | 28,673 | 11,254 | 31,471 | 37,209 | 15,104 |
| **MIAMI - HIALEAH** | **709.4** | **127,450** | **67,975** | **67,166** | **63,790** | **111,205** | **117,385** | **95,089** | **59,340** | **27,401** | **36,856** | **13,149** |
| Dade | 709.4 | 127,450 | 67,975 | 67,166 | 63,790 | 111,205 | 117,385 | 95,089 | 59,340 | 27,401 | 36,856 | 13,149 |
| ***MIAMI - FORT LAUDERDALE CONSOLIDATED AREA*** | ***1,256.9*** | ***192,334*** | ***113,539*** | ***116,778*** | ***114,426*** | ***201,490*** | ***220,633*** | ***186,754*** | ***110,946*** | ***29,302*** | ***38,312*** | ***14,652*** |
| **NAPLES** | **66.3** | **5,210** | **4,348** | **5,595** | **5,976** | **11,915** | **13,291** | **10,858** | **9,107** | **35,104** | **51,161** | **20,670** |
| Collier | 66.3 | 5,210 | 4,348 | 5,595 | 5,976 | 11,915 | 13,291 | 10,858 | 9,107 | 35,104 | 51,161 | 20,670 |
| **OCALA** | **83.2** | **13,768** | **10,435** | **10,991** | **10,279** | **15,557** | **12,696** | **6,715** | **2,759** | **23,116** | **28,795** | **11,607** |
| Marion | 83.2 | 13,768 | 10,435 | 10,991 | 10,279 | 15,557 | 12,696 | 6,715 | 2,759 | 23,116 | 28,795 | 11,607 |
| **ORLANDO** | **426.4** | **41,704** | **33,594** | **38,963** | **41,937** | **79,187** | **87,948** | **70,630** | **32,437** | **32,102** | **39,348** | **14,724** |
| Orange | 269.7 | 28,680 | 22,409 | 25,869 | 27,569 | 50,973 | 54,215 | 41,300 | 18,685 | 30,758 | 38,114 | 14,331 |
| Osceola | 42.5 | 4,242 | 3,966 | 4,594 | 4,866 | 8,504 | 9,003 | 5,519 | 1,806 | 28,982 | 34,484 | 12,515 |
| Seminole | 114.2 | 8,782 | 7,219 | 8,500 | 9,502 | 19,710 | 24,730 | 23,811 | 11,946 | 36,827 | 44,073 | 16,497 |
| **PANAMA CITY** | **50.8** | **8,147** | **5,502** | **5,636** | **5,575** | **9,541** | **8,733** | **5,602** | **2,064** | **25,525** | **31,806** | **12,259** |
| Bay | 50.8 | 8,147 | 5,502 | 5,636 | 5,575 | 9,541 | 8,733 | 5,602 | 2,064 | 25,525 | 31,806 | 12,259 |
| **PENSACOLA** | **132.0** | **20,802** | **13,001** | **13,706** | **13,609** | **23,487** | **24,400** | **16,728** | **6,267** | **26,962** | **33,265** | **12,411** |
| Escambia | 100.8 | 16,737 | 10,285 | 10,604 | 10,478 | 17,714 | 18,037 | 12,519 | 4,426 | 26,214 | 32,553 | 12,208 |
| Santa Rosa | 31.2 | 4,065 | 2,716 | 3,102 | 3,131 | 5,773 | 6,363 | 4,209 | 1,841 | 29,334 | 35,565 | 13,055 |
| **SARASOTA** | **130.2** | **13,327** | **11,857** | **13,304** | **14,170** | **24,753** | **25,103** | **16,732** | **10,954** | **29,715** | **38,860** | **17,580** |
| Sarasota | 130.2 | 13,327 | 11,857 | 13,304 | 14,170 | 24,753 | 25,103 | 16,732 | 10,954 | 29,715 | 38,860 | 17,580 |
| **TALLAHASSEE** | **91.2** | **16,572** | **8,616** | **8,675** | **8,382** | **14,656** | **15,137** | **13,061** | **6,101** | **27,203** | **34,747** | **13,106** |
| Gadsden | 13.5 | 3,311 | 1,805 | 1,696 | 1,282 | 2,223 | 1,906 | 987 | 290 | 19,817 | 25,397 | 8,262 |
| Leon | 77.7 | 13,261 | 6,811 | 6,979 | 7,100 | 12,433 | 13,231 | 12,074 | 5,811 | 28,620 | 36,372 | 14,109 |
| **TAMPA - ST. PETERSBURG - CLEARWATER** | **901.6** | **125,209** | **96,146** | **101,328** | **98,305** | **163,049** | **158,793** | **107,389** | **51,381** | **26,703** | **33,733** | **14,195** |
| Hernando | 46.3 | 6,265 | 5,768 | 6,484 | 6,324 | 9,421 | 7,059 | 3,692 | 1,287 | 23,663 | 28,366 | 11,875 |
| Hillsborough | 338.0 | 45,821 | 31,310 | 33,508 | 33,499 | 59,507 | 64,118 | 47,549 | 22,688 | 29,001 | 35,809 | 13,965 |
| Pasco | 127.8 | 20,751 | 17,933 | 17,891 | 16,487 | 23,916 | 18,781 | 9,085 | 2,956 | 22,221 | 27,052 | 11,727 |
| Pinellas | 389.5 | 52,372 | 41,135 | 43,445 | 41,995 | 70,205 | 68,835 | 47,063 | 24,450 | 27,105 | 34,762 | 15,556 |
| **WEST PALM BEACH - BOCA RATON - DELRAY BEACH** | **393.0** | **43,016** | **31,463** | **34,083** | **35,123** | **65,994** | **74,609** | **62,880** | **45,832** | **32,926** | **44,848** | **19,017** |
| Palm Beach | 393.0 | 43,016 | 31,463 | 34,083 | 35,123 | 65,994 | 74,609 | 62,880 | 45,832 | 32,926 | 44,848 | 19,017 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Alachua | 73.4 | 16,341 | 8,072 | 7,790 | 6,894 | 10,664 | 10,892 | 8,568 | 4,179 | 23,261 | 31,210 | 12,303 |
| Baker | 5.8 | 969 | 574 | 523 | 633 | 1,137 | 1,201 | 552 | 211 | 26,613 | 31,895 | 9,635 |
| Bay | 50.8 | 8,147 | 5,502 | 5,636 | 5,575 | 9,541 | 8,733 | 5,602 | 2,064 | 25,525 | 31,806 | 12,259 |
| Bradford | 7.3 | 1,309 | 792 | 747 | 763 | 1,538 | 1,149 | 775 | 227 | 25,240 | 32,655 | 10,502 |
| Brevard | 170.4 | 17,982 | 14,251 | 15,977 | 16,638 | 30,607 | 35,018 | 28,673 | 11,254 | 31,471 | 37,209 | 15,104 |
| Broward | 547.5 | 64,884 | 45,564 | 49,612 | 50,636 | 90,285 | 103,248 | 91,665 | 51,606 | 31,839 | 40,199 | 16,953 |
| Calhoun | 4.0 | 1,013 | 490 | 457 | 493 | 679 | 461 | 253 | 154 | 20,405 | 27,184 | 9,623 |
| Charlotte | 52.2 | 5,957 | 5,533 | 6,631 | 6,991 | 10,838 | 9,071 | 4,937 | 2,242 | 25,838 | 31,950 | 13,945 |
| Citrus | 43.6 | 7,210 | 6,016 | 6,230 | 5,428 | 7,434 | 6,149 | 3,845 | 1,288 | 22,159 | 28,103 | 12,241 |
| Clay | 38.9 | 2,768 | 2,538 | 3,092 | 3,580 | 7,384 | 9,208 | 7,559 | 2,771 | 35,126 | 39,801 | 13,738 |
| Collier | 66.3 | 5,210 | 4,348 | 5,595 | 5,976 | 11,915 | 13,291 | 10,858 | 9,107 | 35,104 | 51,161 | 20,670 |
| Columbia | 16.0 | 3,263 | 1,947 | 2,085 | 1,700 | 2,678 | 2,619 | 1,267 | 441 | 22,073 | 27,318 | 10,048 |
| Dade | 709.4 | 127,450 | 67,975 | 67,166 | 63,790 | 111,205 | 117,385 | 95,089 | 59,340 | 27,401 | 36,856 | 13,149 |
| De Soto | 8.5 | 1,578 | 1,298 | 1,183 | 1,137 | 1,450 | 1,050 | 588 | 216 | 20,840 | 28,013 | 9,563 |
| Dixie | 4.0 | 1,309 | 680 | 487 | 414 | 545 | 379 | 107 | 79 | 15,113 | 21,227 | 7,383 |
| Duval | 266.2 | 37,039 | 23,395 | 25,453 | 26,150 | 47,525 | 52,566 | 38,003 | 16,069 | 29,250 | 36,014 | 13,778 |
| Escambia | 100.8 | 16,737 | 10,285 | 10,604 | 10,478 | 17,714 | 18,037 | 12,519 | 4,426 | 26,214 | 32,553 | 12,208 |
| Flagler | 13.0 | 1,483 | 1,144 | 1,400 | 1,552 | 2,801 | 2,412 | 1,535 | 673 | 27,976 | 34,464 | 14,268 |
| Franklin | 3.7 | 1,030 | 467 | 439 | 443 | 511 | 458 | 211 | 141 | 19,020 | 25,602 | 10,410 |
| Gadsden | 13.5 | 3,311 | 1,805 | 1,696 | 1,282 | 2,223 | 1,906 | 987 | 290 | 19,817 | 25,397 | 8,262 |
| Gilchrist | 3.5 | 694 | 472 | 444 | 422 | 629 | 621 | 185 | 33 | 21,659 | 29,233 | 10,130 |
| Glades | 2.9 | 472 | 360 | 406 | 388 | 497 | 387 | 319 | 71 | 22,732 | 29,549 | 11,129 |
| Gulf | 4.4 | 974 | 447 | 551 | 540 | 640 | 783 | 412 | 53 | 22,111 | 26,224 | 9,778 |
| Hamilton | 3.6 | 1,129 | 523 | 332 | 421 | 603 | 344 | 191 | 57 | 17,229 | 24,148 | 7,693 |
| Hardee | 6.4 | 1,270 | 959 | 816 | 789 | 1,058 | 920 | 402 | 186 | 20,982 | 26,217 | 8,474 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Households by E B I Group | | | | | | | | Median Household E B I | Average Household E B I | Per Capita E B I |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | | | |
| **FLORIDA (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Hendry | 8.8 | 1,402 | 1,031 | 964 | 949 | 1,608 | 1,526 | 1,026 | 294 | 25,311 | 30,233 | 9,817 |
| Hernando | 46.3 | 6,265 | 5,768 | 6,484 | 6,324 | 9,421 | 7,059 | 3,692 | 1,287 | 23,663 | 28,366 | 11,875 |
| Highlands | 31.2 | 5,901 | 4,330 | 4,554 | 4,168 | 5,774 | 3,824 | 1,815 | 834 | 20,977 | 26,724 | 11,548 |
| Hillsborough | 338.0 | 45,821 | 31,310 | 33,508 | 33,499 | 59,507 | 64,118 | 47,549 | 22,688 | 29,001 | 35,809 | 13,965 |
| Holmes | 5.9 | 1,509 | 896 | 803 | 621 | 899 | 687 | 328 | 157 | 18,393 | 23,960 | 8,726 |
| Indian River | 40.1 | 4,697 | 3,659 | 4,151 | 4,239 | 7,234 | 7,315 | 5,316 | 3,489 | 29,352 | 40,656 | 17,143 |
| Jackson | 14.7 | 3,710 | 1,841 | 1,615 | 1,490 | 2,341 | 2,098 | 1,190 | 415 | 20,617 | 28,122 | 10,010 |
| Jefferson | 3.9 | 865 | 415 | 427 | 422 | 653 | 608 | 326 | 184 | 22,879 | 28,747 | 9,582 |
| Lafayette | 1.9 | 410 | 208 | 198 | 201 | 350 | 271 | 190 | 72 | 23,333 | 32,493 | 10,464 |
| Lake | 67.0 | 9,740 | 8,066 | 8,859 | 8,596 | 12,723 | 10,680 | 5,937 | 2,399 | 23,975 | 29,444 | 12,322 |
| Lee | 149.4 | 15,249 | 13,432 | 15,783 | 16,460 | 29,240 | 29,411 | 19,602 | 10,223 | 29,478 | 37,271 | 15,598 |
| Leon | 77.7 | 13,261 | 6,811 | 6,979 | 7,100 | 12,433 | 13,231 | 12,074 | 5,811 | 28,620 | 36,372 | 14,109 |
| Levy | 10.4 | 2,562 | 1,534 | 1,257 | 1,121 | 1,765 | 1,321 | 599 | 241 | 19,391 | 23,985 | 9,343 |
| Liberty | 1.8 | 317 | 211 | 214 | 200 | 304 | 310 | 204 | 40 | 23,950 | 39,814 | 11,944 |
| Madison | 5.7 | 1,498 | 729 | 672 | 560 | 837 | 758 | 474 | 172 | 19,635 | 30,128 | 10,102 |
| Manatee | 94.9 | 11,902 | 10,044 | 11,252 | 11,083 | 18,183 | 17,269 | 10,518 | 4,649 | 26,626 | 33,094 | 14,243 |
| Marion | 83.2 | 13,768 | 10,435 | 10,991 | 10,279 | 15,557 | 12,696 | 6,715 | 2,759 | 23,116 | 28,795 | 11,607 |
| Martin | 45.6 | 4,745 | 3,650 | 3,964 | 4,211 | 7,948 | 8,503 | 6,993 | 5,586 | 32,730 | 46,443 | 19,830 |
| Monroe | 34.7 | 4,022 | 3,243 | 3,631 | 3,649 | 6,417 | 6,211 | 4,437 | 3,090 | 29,077 | 41,227 | 17,727 |
| Nassau | 17.0 | 2,457 | 1,503 | 1,785 | 1,498 | 2,994 | 3,411 | 2,541 | 811 | 29,305 | 34,301 | 12,676 |
| Okaloosa | 55.5 | 5,695 | 4,914 | 6,160 | 6,457 | 10,884 | 10,794 | 7,784 | 2,812 | 28,843 | 35,295 | 13,077 |
| Okeechobee | 10.8 | 2,035 | 1,415 | 1,392 | 1,350 | 1,948 | 1,562 | 822 | 276 | 22,066 | 28,239 | 9,713 |
| Orange | 269.7 | 28,680 | 22,409 | 25,869 | 27,569 | 50,973 | 54,215 | 41,300 | 18,685 | 30,758 | 38,114 | 14,331 |
| Osceola | 42.5 | 4,242 | 3,966 | 4,594 | 4,866 | 8,504 | 9,003 | 5,519 | 1,806 | 28,982 | 34,484 | 12,515 |
| Palm Beach | 393.0 | 43,016 | 31,463 | 34,083 | 35,123 | 65,994 | 74,609 | 62,880 | 45,832 | 32,926 | 44,848 | 19,017 |
| Pasco | 127.8 | 20,751 | 17,933 | 17,891 | 16,487 | 23,916 | 18,781 | 9,085 | 2,956 | 22,221 | 27,052 | 11,727 |
| Pinellas | 389.5 | 52,372 | 41,135 | 43,445 | 41,995 | 70,205 | 68,835 | 47,063 | 24,450 | 27,105 | 34,762 | 15,556 |
| Polk | 161.2 | 23,944 | 17,990 | 18,596 | 18,338 | 31,409 | 27,621 | 16,201 | 7,101 | 25,514 | 31,607 | 12,178 |
| Putnam | 25.7 | 5,538 | 3,480 | 3,223 | 2,721 | 4,060 | 3,826 | 2,180 | 672 | 21,119 | 26,548 | 10,229 |
| St. Johns | 35.5 | 4,061 | 2,986 | 3,385 | 3,483 | 6,421 | 6,185 | 5,503 | 3,476 | 30,724 | 41,816 | 16,679 |
| St. Lucie | 62.1 | 8,029 | 5,674 | 6,410 | 6,486 | 12,189 | 12,050 | 8,225 | 3,037 | 28,438 | 34,153 | 13,214 |
| Santa Rosa | 31.2 | 4,065 | 2,716 | 3,102 | 3,131 | 5,773 | 6,363 | 4,209 | 1,841 | 29,334 | 35,565 | 13,055 |
| Sarasota | 130.2 | 13,327 | 11,857 | 13,304 | 14,170 | 24,753 | 25,103 | 16,732 | 10,954 | 29,715 | 38,860 | 17,580 |
| Seminole | 114.2 | 8,782 | 7,219 | 8,500 | 9,502 | 19,710 | 24,730 | 23,811 | 11,946 | 36,827 | 44,073 | 16,497 |
| Sumter | 12.5 | 2,990 | 1,958 | 1,728 | 1,394 | 2,052 | 1,533 | 633 | 212 | 18,767 | 23,749 | 9,162 |
| Suwannee | 10.3 | 2,121 | 1,307 | 1,333 | 1,167 | 1,795 | 1,404 | 852 | 321 | 21,666 | 27,275 | 10,291 |
| Taylor | 6.4 | 1,431 | 776 | 716 | 654 | 1,007 | 989 | 620 | 207 | 22,117 | 27,218 | 10,069 |
| Union | 2.6 | 457 | 294 | 332 | 297 | 523 | 462 | 189 | 46 | 23,653 | 37,208 | 9,484 |
| Volusia | 161.0 | 24,040 | 18,278 | 19,311 | 18,272 | 30,029 | 27,416 | 16,596 | 7,058 | 25,187 | 31,634 | 13,086 |
| Wakulla | 5.4 | 944 | 606 | 617 | 614 | 999 | 972 | 502 | 146 | 24,340 | 28,191 | 10,286 |
| Walton | 11.2 | 2,239 | 1,274 | 1,264 | 1,194 | 1,907 | 1,777 | 1,057 | 488 | 23,446 | 29,057 | 11,300 |
| Washington | 6.5 | 1,453 | 976 | 866 | 736 | 1,098 | 813 | 449 | 109 | 19,740 | 24,256 | 9,166 |
| **TOTAL METRO COUNTIES** | **4,870.0** | **655,650** | **456,020** | **488,764** | **488,095** | **856,644** | **892,836** | **674,890** | **357,101** | **28,829** | **36,994** | **14,700** |
| **TOTAL STATE** | **5,359.1** | **739,842** | **515,179** | **549,564** | **545,789** | **944,438** | **968,638** | **718,840** | **376,810** | **28,287** | **36,393** | **14,455** |
| **GEORGIA** | | | | | | | | | | | | |
| **ALBANY** | **39.1** | **8,300** | **3,858** | **4,145** | **3,721** | **6,395** | **6,816** | **4,409** | **1,456** | **24,363** | **29,680** | **10,389** |
| Dougherty | 33.7 | 7,611 | 3,458 | 3,678 | 3,226 | 5,428 | 5,550 | 3,475 | 1,274 | 23,259 | 28,920 | 10,259 |
| Lee | 5.4 | 689 | 400 | 467 | 495 | 967 | 1,266 | 934 | 182 | 31,652 | 34,425 | 11,131 |
| **ATHENS** | **59.0** | **12,167** | **6,529** | **6,155** | **5,773** | **9,541** | **9,448** | **6,550** | **2,837** | **24,026** | **30,883** | **11,402** |
| Clarke | 33.6 | 8,443 | 4,093 | 3,459 | 3,203 | 4,778 | 4,400 | 3,386 | 1,838 | 21,256 | 29,597 | 11,224 |
| Jackson | 11.1 | 1,601 | 1,141 | 1,232 | 1,210 | 2,228 | 2,086 | 1,284 | 318 | 26,563 | 31,044 | 11,080 |
| Madison | 7.9 | 1,435 | 878 | 977 | 806 | 1,435 | 1,584 | 619 | 166 | 24,094 | 27,668 | 10,073 |
| Oconee | 6.4 | 688 | 417 | 487 | 554 | 1,100 | 1,378 | 1,261 | 515 | 34,580 | 41,322 | 14,373 |
| **ATLANTA** | **1,119.1** | **110,873** | **67,026** | **79,660** | **90,593** | **185,238** | **239,582** | **228,155** | **117,973** | **36,536** | **43,410** | **16,173** |
| Barrow | 11.2 | 1,825 | 992 | 1,009 | 1,151 | 2,234 | 2,412 | 1,190 | 387 | 27,749 | 30,718 | 10,992 |
| Butts | 4.9 | 749 | 497 | 556 | 618 | 953 | 763 | 581 | 183 | 25,272 | 34,085 | 10,439 |
| Cherokee | 35.1 | 2,822 | 1,949 | 2,126 | 2,610 | 5,556 | 8,697 | 8,775 | 2,565 | 39,239 | 41,715 | 14,468 |
| Clayton | 67.5 | 5,371 | 4,038 | 5,082 | 6,082 | 12,723 | 17,235 | 13,263 | 3,706 | 35,378 | 38,614 | 13,886 |
| Cobb | 184.9 | 11,419 | 8,853 | 11,590 | 14,105 | 31,251 | 41,555 | 43,138 | 22,989 | 40,198 | 46,305 | 17,712 |
| Coweta | 20.0 | 2,538 | 1,609 | 1,699 | 1,631 | 3,307 | 4,092 | 3,622 | 1,502 | 32,766 | 38,145 | 13,408 |
| De Kalb | 216.5 | 18,923 | 12,492 | 16,358 | 18,986 | 37,710 | 46,352 | 43,307 | 22,372 | 36,126 | 43,027 | 16,446 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Households by E B I Group | | | | | | | | Median Household E B I | Average Household E B I | Per Capita E B I |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | | | |
| **GEORGIA (continued)** | | | | | | | | | | | | |
| **ATLANTA (continued)** | | | | | | | | | | | | |
| Douglas | 25.8 | 1,734 | 1,409 | 1,791 | 2,056 | 4,561 | 6,639 | 5,974 | 1,636 | 37,987 | 40,687 | 13,940 |
| Fayette | 23.4 | 897 | 816 | 970 | 1,303 | 2,804 | 5,080 | 7,579 | 3,951 | 49,541 | 53,674 | 18,124 |
| Forsyth | 17.3 | 1,417 | 955 | 1,175 | 1,262 | 2,853 | 4,024 | 3,713 | 1,901 | 38,498 | 43,787 | 15,848 |
| Fulton | 266.0 | 44,797 | 20,835 | 21,745 | 21,934 | 39,625 | 42,029 | 40,239 | 34,796 | 30,733 | 43,972 | 17,450 |
| Gwinnett | 140.6 | 5,907 | 5,105 | 7,318 | 9,533 | 22,313 | 36,450 | 37,799 | 16,175 | 43,303 | 47,526 | 17,072 |
| Henry | 21.9 | 1,558 | 1,007 | 1,343 | 1,630 | 3,599 | 5,737 | 5,451 | 1,575 | 39,697 | 42,581 | 14,548 |
| Newton | 15.0 | 2,131 | 1,198 | 1,310 | 1,423 | 2,938 | 2,919 | 2,256 | 825 | 29,806 | 34,470 | 11,886 |
| Paulding | 15.5 | 1,581 | 992 | 1,115 | 1,301 | 3,249 | 4,092 | 2,661 | 509 | 33,547 | 35,413 | 12,198 |
| Rockdale | 19.7 | 1,422 | 994 | 1,182 | 1,594 | 3,385 | 5,093 | 4,340 | 1,690 | 38,538 | 43,673 | 14,757 |
| Spalding | 19.9 | 3,533 | 2,183 | 2,035 | 2,060 | 3,615 | 3,624 | 2,281 | 569 | 25,360 | 29,662 | 10,559 |
| Walton | 13.9 | 2,249 | 1,102 | 1,256 | 1,314 | 2,562 | 2,789 | 1,986 | 642 | 28,883 | 33,618 | 11,682 |
| **AUGUSTA** | **145.4** | **24,024** | **12,750** | **13,657** | **13,712** | **25,250** | **28,518** | **20,198** | **7,291** | **28,253** | **33,604** | **12,091** |
| Columbia | 23.4 | 1,588 | 1,193 | 1,452 | 1,674 | 3,723 | 5,750 | 5,676 | 2,344 | 40,109 | 44,843 | 14,821 |
| McDuffie | 7.4 | 1,636 | 887 | 840 | 738 | 1,074 | 1,331 | 672 | 222 | 22,283 | 27,949 | 10,089 |
| Richmond | 68.6 | 12,727 | 6,526 | 6,853 | 7,195 | 12,555 | 12,107 | 7,816 | 2,821 | 25,741 | 31,735 | 11,512 |
| *Aiken, S. C.* | *46.0* | *8,073* | *4,144* | *4,512* | *4,105* | *7,898* | *9,330* | *6,034* | *1,904* | *27,685* | *31,584* | *11,745* |
| **COLUMBUS** | **87.7** | **16,463** | **9,486** | **9,795** | **9,282** | **15,191** | **14,814** | **9,269** | **3,400** | **24,366** | **31,404** | **11,164** |
| Chattahoochee | 2.9 | 258 | 225 | 507 | 538 | 715 | 474 | 176 | 7 | 24,275 | 48,333 | 8,245 |
| Muscogee | 67.0 | 12,283 | 7,463 | 7,475 | 6,861 | 11,419 | 11,322 | 7,307 | 2,870 | 24,576 | 31,573 | 11,604 |
| *Russell, Ala.* | *17.8* | *3,922* | *1,798* | *1,813* | *1,883* | *3,057* | *3,018* | *1,786* | *523* | *23,630* | *28,007* | *10,518* |
| **MACON - WARNER ROBINS** | **105.3** | **17,738** | **9,276** | **9,441** | **9,299** | **17,728** | **20,651** | **15,464** | **5,703** | **28,788** | **34,273** | **12,584** |
| Bibb | 57.1 | 11,678 | 5,677 | 5,324 | 4,939 | 8,891 | 9,608 | 7,736 | 3,247 | 25,994 | 33,138 | 12,457 |
| Houston | 33.4 | 3,308 | 2,389 | 2,850 | 2,997 | 6,238 | 8,227 | 5,653 | 1,738 | 33,286 | 36,668 | 13,312 |
| Jones | 7.5 | 1,064 | 566 | 625 | 731 | 1,366 | 1,523 | 1,190 | 435 | 30,573 | 35,764 | 12,712 |
| Peach | 7.3 | 1,688 | 644 | 642 | 632 | 1,233 | 1,293 | 885 | 283 | 25,339 | 30,670 | 10,270 |
| **SAVANNAH** | **91.5** | **15,657** | **8,493** | **8,675** | **8,696** | **15,943** | **17,180** | **12,334** | **4,522** | **27,537** | **33,471** | **12,374** |
| Chatham | 82.2 | 14,540 | 7,795 | 7,926 | 7,903 | 14,278 | 14,972 | 10,571 | 4,215 | 26,957 | 33,319 | 12,427 |
| Effingham | 9.3 | 1,117 | 698 | 749 | 793 | 1,665 | 2,208 | 1,763 | 307 | 32,767 | 34,813 | 11,947 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Appling | 6.0 | 1,352 | 692 | 626 | 646 | 1,072 | 934 | 560 | 118 | 22,554 | 26,625 | 10,047 |
| Atkinson | 2.2 | 636 | 295 | 241 | 275 | 332 | 229 | 157 | 35 | 18,506 | 22,253 | 7,896 |
| Bacon | 3.5 | 961 | 479 | 372 | 337 | 593 | 383 | 289 | 86 | 19,166 | 24,392 | 8,893 |
| Baker | 1.3 | 304 | 158 | 177 | 145 | 184 | 218 | 86 | 28 | 20,379 | 25,187 | 9,095 |
| Baldwin | 12.3 | 2,328 | 1,251 | 1,364 | 1,190 | 2,136 | 2,229 | 1,289 | 513 | 25,080 | 31,904 | 9,811 |
| Banks | 3.9 | 593 | 358 | 422 | 422 | 694 | 785 | 471 | 155 | 27,355 | 31,743 | 11,570 |
| Barrow | 11.2 | 1,825 | 992 | 1,009 | 1,151 | 2,234 | 2,412 | 1,190 | 387 | 27,749 | 30,718 | 10,992 |
| Bartow | 21.3 | 2,922 | 2,081 | 2,269 | 2,324 | 4,251 | 4,197 | 2,456 | 800 | 27,397 | 31,367 | 11,286 |
| Ben Hill | 6.0 | 1,446 | 805 | 756 | 661 | 904 | 752 | 592 | 84 | 19,953 | 25,125 | 9,248 |
| Berrien | 5.2 | 1,199 | 682 | 684 | 589 | 926 | 748 | 267 | 105 | 20,297 | 23,955 | 8,650 |
| Bibb | 57.1 | 11,678 | 5,677 | 5,324 | 4,939 | 8,891 | 9,608 | 7,736 | 3,247 | 25,994 | 33,138 | 12,457 |
| Bleckley | 3.8 | 717 | 386 | 391 | 392 | 609 | 630 | 495 | 180 | 25,205 | 31,349 | 11,346 |
| Brantley | 4.0 | 787 | 507 | 497 | 466 | 769 | 632 | 265 | 77 | 22,242 | 25,674 | 8,853 |
| Brooks | 5.4 | 1,417 | 617 | 643 | 573 | 997 | 767 | 319 | 67 | 20,200 | 24,193 | 8,483 |
| Bryan | 5.7 | 814 | 499 | 516 | 562 | 1,086 | 1,171 | 820 | 232 | 29,069 | 33,115 | 10,974 |
| Bulloch | 15.4 | 3,905 | 1,883 | 1,507 | 1,393 | 2,640 | 2,101 | 1,433 | 538 | 21,453 | 27,685 | 9,668 |
| Burke | 7.0 | 2,198 | 979 | 786 | 686 | 979 | 830 | 455 | 87 | 17,054 | 21,717 | 7,379 |
| Butts | 4.9 | 749 | 497 | 556 | 618 | 953 | 763 | 581 | 183 | 25,272 | 34,085 | 10,439 |
| Calhoun | 1.8 | 507 | 260 | 225 | 182 | 224 | 229 | 107 | 66 | 17,955 | 24,621 | 9,233 |
| Camden | 10.5 | 1,219 | 858 | 1,052 | 1,308 | 2,435 | 2,381 | 1,049 | 198 | 28,049 | 35,985 | 11,520 |
| Candler | 2.9 | 730 | 385 | 318 | 275 | 449 | 422 | 246 | 75 | 20,309 | 25,686 | 9,550 |
| Carroll | 26.4 | 4,285 | 2,519 | 2,775 | 2,751 | 5,047 | 5,149 | 2,958 | 916 | 26,688 | 31,700 | 11,218 |
| ☐ Catoosa | 16.1 | 2,571 | 1,786 | 1,914 | 1,778 | 3,212 | 2,855 | 1,660 | 324 | 25,003 | 28,458 | 10,509 |
| Charlton | 2.9 | 564 | 319 | 310 | 300 | 551 | 505 | 294 | 57 | 24,283 | 27,504 | 9,168 |
| Chatham | 82.2 | 14,540 | 7,795 | 7,926 | 7,903 | 14,278 | 14,972 | 10,571 | 4,215 | 26,957 | 33,319 | 12,427 |
| Chattahoochee | 2.9 | 258 | 225 | 507 | 538 | 715 | 474 | 176 | 7 | 24,275 | 48,333 | 8,245 |
| Chattooga | 8.5 | 1,851 | 1,115 | 1,078 | 953 | 1,508 | 1,282 | 620 | 93 | 21,081 | 24,520 | 9,346 |
| Cherokee | 35.1 | 2,822 | 1,949 | 2,126 | 2,610 | 5,556 | 8,697 | 8,775 | 2,565 | 39,239 | 41,715 | 14,468 |
| Clarke | 33.6 | 8,443 | 4,093 | 3,459 | 3,203 | 4,778 | 4,400 | 3,386 | 1,838 | 21,256 | 29,597 | 11,224 |
| Clay | 1.2 | 475 | 182 | 134 | 110 | 133 | 88 | 55 | 23 | 13,434 | 19,218 | 6,783 |
| Clayton | 67.5 | 5,371 | 4,038 | 5,082 | 6,082 | 12,723 | 17,235 | 13,263 | 3,706 | 35,378 | 38,614 | 13,886 |
| Clinch | 2.2 | 536 | 286 | 319 | 241 | 406 | 258 | 98 | 56 | 19,357 | 24,390 | 8,943 |
| Cobb | 184.9 | 11,419 | 8,853 | 11,590 | 14,105 | 31,251 | 41,555 | 43,138 | 22,989 | 40,198 | 46,305 | 17,712 |
| Coffee | 10.8 | 2,694 | 1,334 | 1,268 | 1,168 | 1,825 | 1,392 | 734 | 385 | 20,445 | 26,658 | 9,533 |
| Colquitt | 13.6 | 3,127 | 1,573 | 1,469 | 1,302 | 2,199 | 1,909 | 1,032 | 389 | 21,271 | 27,725 | 9,794 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Households by E B I Group | | | | | | | | Median Household E B I | Average Household E B I | Per Capita E B I |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | | | |
| **GEORGIA (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Columbia | 23.4 | 1,588 | 1,193 | 1,452 | 1,674 | 3,723 | 5,750 | 5,676 | 2,344 | 40,109 | 44,843 | 14,821 |
| Cook | 4.8 | 1,089 | 634 | 604 | 521 | 864 | 642 | 373 | 73 | 20,700 | 25,103 | 8,926 |
| Coweta | 20.0 | 2,538 | 1,609 | 1,699 | 1,631 | 3,307 | 4,092 | 3,622 | 1,502 | 32,766 | 38,145 | 13,408 |
| Crawford | 3.1 | 474 | 274 | 287 | 292 | 542 | 702 | 462 | 67 | 29,084 | 31,714 | 10,686 |
| Crisp | 7.3 | 2,074 | 913 | 841 | 650 | 1,094 | 972 | 531 | 215 | 18,941 | 25,365 | 9,258 |
| ☐ Dade | 4.7 | 899 | 591 | 649 | 540 | 787 | 810 | 329 | 95 | 21,953 | 27,021 | 9,549 |
| Dawson | 3.7 | 475 | 369 | 360 | 398 | 744 | 683 | 503 | 168 | 28,100 | 32,953 | 11,724 |
| Decatur | 9.0 | 2,195 | 1,187 | 1,091 | 1,091 | 1,477 | 1,221 | 560 | 178 | 20,123 | 24,320 | 8,584 |
| De Kalb | 216.5 | 18,923 | 12,492 | 16,358 | 18,986 | 37,710 | 46,352 | 43,307 | 22,372 | 36,126 | 43,027 | 16,446 |
| Dodge | 6.4 | 1,825 | 809 | 685 | 588 | 1,016 | 898 | 482 | 97 | 19,131 | 23,835 | 8,717 |
| Dooly | 3.4 | 1,039 | 439 | 371 | 293 | 438 | 483 | 254 | 83 | 17,992 | 24,656 | 8,732 |
| Dougherty | 33.7 | 7,611 | 3,458 | 3,678 | 3,226 | 5,428 | 5,550 | 3,475 | 1,274 | 23,259 | 28,920 | 10,259 |
| Douglas | 25.8 | 1,734 | 1,409 | 1,791 | 2,056 | 4,561 | 6,639 | 5,974 | 1,636 | 37,987 | 40,687 | 13,940 |
| Early | 4.1 | 1,369 | 585 | 496 | 345 | 526 | 532 | 193 | 54 | 15,967 | 20,911 | 7,391 |
| Echols | .8 | 175 | 119 | 106 | 102 | 138 | 111 | 42 | 7 | 20,000 | 23,260 | 8,090 |
| Effingham | 9.3 | 1,117 | 698 | 749 | 793 | 1,665 | 2,208 | 1,763 | 307 | 32,767 | 34,813 | 11,947 |
| Elbert | 7.1 | 1,585 | 888 | 861 | 834 | 1,450 | 1,049 | 320 | 113 | 21,295 | 24,461 | 9,141 |
| Emanuel | 7.4 | 1,968 | 1,020 | 878 | 759 | 1,244 | 886 | 546 | 99 | 19,054 | 23,726 | 8,523 |
| Evans | 3.2 | 789 | 357 | 320 | 316 | 590 | 517 | 243 | 68 | 22,120 | 28,450 | 10,346 |
| Fannin | 6.5 | 1,300 | 924 | 865 | 731 | 1,138 | 918 | 470 | 154 | 21,101 | 25,521 | 10,177 |
| Fayette | 23.4 | 897 | 816 | 970 | 1,303 | 2,804 | 5,080 | 7,579 | 3,951 | 49,541 | 53,674 | 18,124 |
| Floyd | 30.7 | 5,345 | 3,022 | 2,922 | 2,906 | 5,181 | 5,651 | 4,351 | 1,322 | 27,124 | 32,877 | 12,324 |
| Forsyth | 17.3 | 1,417 | 955 | 1,175 | 1,262 | 2,853 | 4,024 | 3,713 | 1,901 | 38,498 | 43,787 | 15,848 |
| Franklin | 6.5 | 1,398 | 766 | 726 | 686 | 1,219 | 1,023 | 521 | 161 | 22,624 | 26,760 | 10,232 |
| Fulton | 266.0 | 44,797 | 20,835 | 21,745 | 21,934 | 39,625 | 42,029 | 40,239 | 34,796 | 30,733 | 43,972 | 17,450 |
| Gilmer | 5.3 | 982 | 630 | 652 | 603 | 1,053 | 843 | 439 | 98 | 23,200 | 26,553 | 10,124 |
| Glascock | .8 | 168 | 91 | 86 | 88 | 147 | 127 | 72 | 21 | 23,125 | 26,978 | 9,383 |
| Glynn | 24.4 | 3,649 | 2,295 | 2,379 | 2,326 | 4,140 | 4,422 | 3,665 | 1,524 | 28,580 | 35,407 | 13,562 |
| Gordon | 13.0 | 1,974 | 1,220 | 1,347 | 1,414 | 2,706 | 2,644 | 1,299 | 396 | 26,962 | 30,416 | 11,014 |
| Grady | 7.4 | 1,818 | 988 | 849 | 847 | 1,299 | 960 | 504 | 135 | 20,265 | 25,177 | 9,178 |
| Greene | 4.1 | 984 | 466 | 437 | 420 | 720 | 556 | 332 | 185 | 21,940 | 27,524 | 9,404 |
| Gwinnett | 140.6 | 5,907 | 5,105 | 7,318 | 9,533 | 22,313 | 36,450 | 37,799 | 16,175 | 43,303 | 47,526 | 17,072 |
| Habersham | 10.2 | 1,762 | 1,043 | 1,254 | 1,185 | 1,901 | 1,801 | 1,013 | 241 | 24,392 | 29,302 | 10,636 |
| Hall | 36.0 | 4,362 | 3,107 | 3,535 | 3,494 | 6,731 | 7,643 | 5,027 | 2,101 | 29,957 | 35,485 | 12,904 |
| Hancock | 3.0 | 863 | 363 | 295 | 256 | 519 | 492 | 160 | 52 | 19,644 | 23,571 | 8,036 |
| Haralson | 8.4 | 1,839 | 899 | 980 | 948 | 1,627 | 1,417 | 611 | 79 | 22,542 | 25,126 | 9,422 |
| Harris | 6.6 | 1,040 | 640 | 577 | 621 | 1,200 | 1,032 | 1,031 | 459 | 28,192 | 35,775 | 12,902 |
| Hart | 7.6 | 1,422 | 921 | 858 | 852 | 1,665 | 1,143 | 535 | 204 | 23,515 | 27,641 | 10,556 |
| Heard | 3.3 | 681 | 378 | 347 | 348 | 670 | 576 | 211 | 89 | 23,505 | 26,516 | 9,723 |
| Henry | 21.9 | 1,558 | 1,007 | 1,343 | 1,630 | 3,599 | 5,737 | 5,451 | 1,575 | 39,697 | 42,581 | 14,548 |
| Houston | 33.4 | 3,308 | 2,389 | 2,850 | 2,997 | 6,238 | 8,227 | 5,653 | 1,738 | 33,286 | 36,668 | 13,312 |
| Irwin | 3.1 | 874 | 324 | 302 | 325 | 456 | 383 | 332 | 104 | 20,769 | 27,081 | 9,762 |
| Jackson | 11.1 | 1,601 | 1,141 | 1,232 | 1,210 | 2,228 | 2,086 | 1,284 | 318 | 26,563 | 31,044 | 11,080 |
| Jasper | 3.2 | 638 | 336 | 297 | 242 | 596 | 548 | 450 | 93 | 26,426 | 29,569 | 10,752 |
| Jeff Davis | 4.4 | 997 | 564 | 542 | 576 | 765 | 552 | 304 | 100 | 20,842 | 24,603 | 8,873 |
| Jefferson | 6.1 | 1,902 | 902 | 703 | 637 | 865 | 693 | 311 | 87 | 16,749 | 21,599 | 7,660 |
| Jenkins | 2.9 | 829 | 423 | 336 | 233 | 430 | 402 | 202 | 45 | 17,946 | 23,026 | 8,244 |
| Johnson | 3.0 | 854 | 411 | 376 | 309 | 455 | 453 | 93 | 49 | 18,125 | 22,221 | 8,032 |
| Jones | 7.5 | 1,064 | 566 | 625 | 731 | 1,366 | 1,523 | 1,190 | 435 | 30,573 | 35,764 | 12,712 |
| Lamar | 4.8 | 958 | 530 | 557 | 572 | 903 | 787 | 368 | 125 | 23,103 | 27,209 | 9,747 |
| Lanier | 2.0 | 488 | 278 | 282 | 234 | 287 | 257 | 141 | 33 | 19,149 | 23,837 | 8,668 |
| Laurens | 14.7 | 3,541 | 1,668 | 1,625 | 1,445 | 2,571 | 2,128 | 1,261 | 461 | 21,785 | 27,259 | 9,943 |
| Lee | 5.4 | 689 | 400 | 467 | 495 | 967 | 1,266 | 934 | 182 | 31,652 | 34,425 | 11,131 |
| Liberty | 15.7 | 2,159 | 2,050 | 2,536 | 2,209 | 3,003 | 2,447 | 996 | 300 | 22,501 | 31,856 | 9,160 |
| Lincoln | 2.7 | 551 | 335 | 305 | 266 | 479 | 432 | 228 | 104 | 22,988 | 27,358 | 9,849 |
| Long | 2.2 | 530 | 308 | 335 | 255 | 336 | 277 | 122 | 37 | 18,910 | 23,656 | 8,261 |
| Lowndes | 26.6 | 5,150 | 2,879 | 2,817 | 2,702 | 4,683 | 4,289 | 3,023 | 1,057 | 24,541 | 31,357 | 10,861 |
| Lumpkin | 5.2 | 948 | 488 | 578 | 484 | 1,000 | 943 | 610 | 149 | 26,008 | 30,186 | 10,327 |
| McDuffie | 7.4 | 1,636 | 887 | 840 | 738 | 1,074 | 1,331 | 672 | 222 | 22,283 | 27,949 | 10,089 |
| McIntosh | 3.2 | 914 | 397 | 359 | 304 | 594 | 392 | 180 | 60 | 19,025 | 23,040 | 8,378 |
| Macon | 4.4 | 1,304 | 516 | 454 | 392 | 628 | 611 | 344 | 151 | 19,185 | 24,941 | 8,377 |
| Madison | 7.9 | 1,435 | 878 | 977 | 806 | 1,435 | 1,584 | 619 | 166 | 24,094 | 27,668 | 10,073 |
| Marion | 2.0 | 579 | 230 | 232 | 201 | 318 | 251 | 119 | 70 | 19,116 | 26,993 | 9,640 |
| Meriwether | 7.7 | 1,821 | 1,123 | 905 | 910 | 1,225 | 1,089 | 468 | 159 | 20,005 | 24,341 | 8,330 |
| Miller | 2.3 | 575 | 272 | 239 | 228 | 401 | 323 | 181 | 81 | 21,403 | 29,188 | 10,656 |
| Mitchell | 6.8 | 1,816 | 870 | 859 | 768 | 1,048 | 873 | 404 | 162 | 19,156 | 23,897 | 8,085 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Households by E B I Group | | | | | | | | Median Household E B I | Average Household E B I | Per Capita E B I |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | | | |
| **GEORGIA (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Monroe | 6.0 | 922 | 529 | 559 | 652 | 1,165 | 1,140 | 767 | 266 | 28,007 | 32,303 | 11,013 |
| Montgomery | 2.5 | 655 | 312 | 245 | 227 | 449 | 359 | 183 | 70 | 20,837 | 26,168 | 8,841 |
| Morgan | 4.4 | 848 | 536 | 444 | 404 | 903 | 679 | 432 | 154 | 24,604 | 28,530 | 9,583 |
| Murray | 9.9 | 1,433 | 1,003 | 1,287 | 1,131 | 2,421 | 1,867 | 591 | 167 | 25,379 | 27,957 | 10,064 |
| Muscogee | 67.0 | 12,283 | 7,463 | 7,475 | 6,861 | 11,419 | 11,322 | 7,307 | 2,870 | 24,576 | 31,573 | 11,604 |
| Newton | 15.0 | 2,131 | 1,198 | 1,310 | 1,423 | 2,938 | 2,919 | 2,256 | 825 | 29,806 | 34,470 | 11,886 |
| Oconee | 6.4 | 688 | 417 | 487 | 554 | 1,100 | 1,378 | 1,261 | 515 | 34,580 | 41,322 | 14,373 |
| Oglethorpe | 3.6 | 656 | 338 | 372 | 315 | 704 | 694 | 418 | 103 | 26,714 | 29,542 | 10,743 |
| Paulding | 15.5 | 1,581 | 992 | 1,115 | 1,301 | 3,249 | 4,092 | 2,661 | 509 | 33,547 | 35,413 | 12,198 |
| Peach | 7.3 | 1,688 | 644 | 642 | 632 | 1,233 | 1,293 | 885 | 283 | 25,339 | 30,670 | 10,270 |
| Pickens | 5.6 | 1,015 | 546 | 575 | 643 | 1,181 | 1,026 | 393 | 221 | 25,162 | 29,322 | 10,947 |
| Pierce | 4.9 | 1,169 | 638 | 664 | 471 | 800 | 774 | 280 | 104 | 19,842 | 24,707 | 8,902 |
| Pike | 3.6 | 524 | 330 | 356 | 379 | 631 | 811 | 401 | 168 | 28,307 | 32,455 | 11,128 |
| Polk | 12.7 | 3,094 | 1,427 | 1,495 | 1,464 | 2,342 | 1,834 | 790 | 254 | 21,140 | 24,890 | 9,243 |
| Pulaski | 3.1 | 821 | 354 | 245 | 221 | 395 | 472 | 408 | 184 | 22,941 | 30,519 | 11,976 |
| Putnam | 5.4 | 935 | 605 | 620 | 606 | 794 | 875 | 742 | 223 | 24,455 | 30,763 | 11,301 |
| Quitman | .9 | 270 | 120 | 125 | 111 | 126 | 74 | 54 | 20 | 17,[illegible]00 | 22,750 | 9,307 |
| Rabun | 4.8 | 908 | 596 | 618 | 602 | 880 | 690 | 331 | 175 | 22,309 | 27,694 | 11,078 |
| Randolph | 2.8 | 877 | 438 | 366 | 290 | 384 | 276 | 118 | 51 | 16,161 | 20,822 | 7,380 |
| Richmond | 68.6 | 12,727 | 6,526 | 6,853 | 7,195 | 12,555 | 12,107 | 7,816 | 2,821 | 25,741 | 31,735 | 11,512 |
| Rockdale | 19.7 | 1,422 | 994 | 1,182 | 1,594 | 3,385 | 5,093 | 4,340 | 1,690 | 38,538 | 43,673 | 14,757 |
| Schley | 1.3 | 326 | 171 | 122 | 118 | 222 | 205 | 109 | 27 | 21,313 | 25,652 | 9,263 |
| Screven | 5.0 | 1,289 | 678 | 523 | 534 | 937 | 563 | 372 | 104 | 20,093 | 24,168 | 8,757 |
| Seminole | 3.1 | 805 | 374 | 316 | 295 | 457 | 451 | 311 | 91 | 20,932 | 28,678 | 9,989 |
| Spalding | 19.9 | 3,533 | 2,183 | 2,035 | 2,060 | 3,615 | 3,624 | 2,281 | 569 | 25,360 | 29,662 | 10,559 |
| Stephens | 9.1 | 1,905 | 1,097 | 942 | 952 | 1,640 | 1,719 | 660 | 185 | 23,183 | 27,099 | 10,449 |
| Stewart | 2.0 | 644 | 322 | 251 | 181 | 319 | 173 | 77 | 33 | 15,677 | 20,420 | 7,425 |
| Sumter | 10.4 | 2,652 | 1,050 | 1,127 | 1,062 | 1,633 | 1,507 | 1,059 | 310 | 21,746 | 27,274 | 9,455 |
| Talbot | 2.4 | 586 | 292 | 227 | 241 | 404 | 367 | 245 | 38 | 21,971 | 25,612 | 9,174 |
| Taliaferro | .7 | 220 | 130 | 93 | 67 | 93 | 60 | 31 | 6 | 15,000 | 19,529 | 7,195 |
| Tattnall | 5.7 | 1,370 | 684 | 641 | 658 | 1,055 | 760 | 418 | 114 | 21,178 | 28,347 | 9,181 |
| Taylor | 2.8 | 868 | 387 | 314 | 202 | 411 | 314 | 223 | 81 | 17,309 | 24,203 | 8,917 |
| Telfair | 4.0 | 1,219 | 578 | 470 | 406 | 580 | 431 | 247 | 69 | 17,159 | 22,501 | 8,257 |
| Terrell | 3.7 | 963 | 504 | 441 | 364 | 566 | 564 | 193 | 105 | 19,342 | 24,654 | 8,688 |
| Thomas | 14.5 | 3,263 | 1,787 | 1,692 | 1,441 | 2,448 | 2,010 | 1,359 | 500 | 21,762 | 27,547 | 10,190 |
| Tift | 12.4 | 2,749 | 1,445 | 1,424 | 1,210 | 2,022 | 1,895 | 1,160 | 495 | 22,405 | 29,032 | 10,169 |
| Toombs | 9.0 | 2,413 | 1,102 | 1,139 | 766 | 1,311 | 1,215 | 822 | 232 | 19,324 | 25,212 | 9,300 |
| Towns | 2.8 | 646 | 391 | 405 | 344 | 463 | 283 | 187 | 81 | 19,481 | 24,699 | 10,170 |
| Treutlen | 2.2 | 572 | 261 | 255 | 247 | 391 | 330 | 97 | 47 | 20,243 | 23,652 | 8,393 |
| Troup | 20.6 | 3,998 | 2,085 | 2,037 | 2,149 | 3,515 | 3,835 | 2,183 | 798 | 25,081 | 30,437 | 11,196 |
| Turner | 3.0 | 836 | 421 | 382 | 331 | 479 | 382 | 141 | 28 | 18,180 | 22,111 | 7,804 |
| Twiggs | 3.3 | 701 | 403 | 398 | 287 | 478 | 566 | 383 | 84 | 22,578 | 27,718 | 9,430 |
| Union | 4.9 | 1,139 | 590 | 526 | 487 | 900 | 653 | 435 | 170 | 22,002 | 28,549 | 11,191 |
| Upson | 9.9 | 1,907 | 1,178 | 1,178 | 1,021 | 1,788 | 1,753 | 802 | 273 | 23,364 | 27,767 | 10,413 |
| ☐ Walker | 22.0 | 4,027 | 2,420 | 2,449 | 2,359 | 4,315 | 3,977 | 2,002 | 451 | 24,459 | 28,004 | 10,442 |
| Walton | 13.9 | 2,249 | 1,102 | 1,256 | 1,314 | 2,562 | 2,789 | 1,986 | 642 | 28,883 | 33,618 | 11,682 |
| Ware | 12.9 | 2,991 | 1,579 | 1,463 | 1,330 | 2,287 | 1,892 | 1,044 | 314 | 21,567 | 26,858 | 9,899 |
| Warren | 2.1 | 514 | 294 | 239 | 194 | 329 | 288 | 201 | 41 | 20,077 | 25,251 | 8,838 |
| Washington | 6.8 | 1,697 | 707 | 617 | 698 | 1,164 | 999 | 648 | 270 | 22,715 | 28,184 | 9,982 |
| Wayne | 8.0 | 1,719 | 857 | 793 | 780 | 1,359 | 1,455 | 863 | 174 | 24,045 | 27,917 | 9,627 |
| Webster | .8 | 191 | 90 | 95 | 99 | 147 | 102 | 45 | 31 | 21,212 | 27,038 | 9,832 |
| Wheeler | 1.8 | 508 | 225 | 203 | 184 | 328 | 221 | 102 | 29 | 19,113 | 26,358 | 9,683 |
| White | 5.1 | 812 | 554 | 542 | 591 | 1,012 | 848 | 580 | 161 | 25,448 | 30,160 | 11,310 |
| Whitfield | 27.4 | 3,839 | 2,615 | 2,926 | 3,084 | 5,183 | 5,402 | 3,089 | 1,262 | 27,212 | 33,245 | 12,310 |
| Wilcox | 2.5 | 841 | 364 | 245 | 190 | 336 | 339 | 153 | 32 | 15,918 | 22,146 | 7,909 |
| Wilkes | 4.0 | 956 | 524 | 463 | 374 | 558 | 637 | 342 | 146 | 20,762 | 29,015 | 11,160 |
| Wilkinson | 3.6 | 627 | 434 | 417 | 348 | 653 | 747 | 309 | 65 | 24,626 | 27,962 | 9,869 |
| Worth | 7.0 | 1,657 | 863 | 774 | 598 | 1,169 | 1,175 | 562 | 202 | 21,722 | 26,299 | 9,251 |
| **TOTAL METRO COUNTIES** | **1,626.1** | **200,724** | **116,273** | **130,215** | **139,765** | **272,645** | **332,303** | **292,550** | **141,625** | **33,258** | **40,049** | **14,783** |
| **TOTAL STATE** | **2,451.4** | **371,913** | **209,835** | **221,713** | **225,581** | **418,488** | **466,310** | **369,944** | **167,616** | **29,535** | **36,199** | **13,227** |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/91 Total Households (Thousands) | Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | Median Household EBI | Average Household EBI | Per Capita EBI |
| **HAWAII** | | | | | | | | | | | | |
| **HONOLULU** | **271.2** | **16,799** | **11,658** | **15,416** | **18,396** | **37,379** | **52,597** | **66,344** | **52,611** | **45,046** | **53,950** | **17,171** |
| Honolulu | 271.2 | 16,799 | 11,658 | 15,416 | 18,396 | 37,379 | 52,597 | 66,344 | 52,611 | 45,046 | 53,950 | 17,171 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Hawaii | 43.7 | 5,142 | 3,622 | 3,611 | 3,791 | 7,122 | 8,370 | 7,969 | 4,073 | 32,873 | 40,200 | 13,920 |
| Honolulu | 271.2 | 16,799 | 11,658 | 15,416 | 18,396 | 37,379 | 52,597 | 66,344 | 52,611 | 45,046 | 53,950 | 17,171 |
| Kauai | 17.1 | 1,248 | 916 | 1,000 | 1,283 | 2,535 | 3,652 | 4,200 | 2,266 | 41,281 | 46,778 | 14,868 |
| Maui | 35.0 | 2,442 | 1,724 | 1,874 | 2,377 | 5,135 | 7,565 | 8,640 | 5,243 | 42,497 | 49,261 | 16,265 |
| **TOTAL METRO COUNTIES** | **271.2** | **16,799** | **11,658** | **15,416** | **18,396** | **37,379** | **52,597** | **66,344** | **52,611** | **45,046** | **53,950** | **17,171** |
| **TOTAL STATE** | **367.0** | **25,631** | **17,920** | **21,901** | **25,847** | **52,171** | **72,184** | **87,153** | **64,193** | **43,060** | **51,531** | **16,617** |
| **IDAHO** | | | | | | | | | | | | |
| **BOISE** | **79.4** | **7,080** | **5,682** | **6,961** | **7,576** | **14,436** | **16,889** | **14,627** | **6,149** | **33,548** | **40,216** | **15,140** |
| Ada | 79.4 | 7,080 | 5,682 | 6,961 | 7,576 | 14,436 | 16,889 | 14,627 | 6,149 | 33,548 | 40,216 | 15,140 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Ada | 79.4 | 7,080 | 5,682 | 6,961 | 7,576 | 14,436 | 16,889 | 14,627 | 6,149 | 33,548 | 40,216 | 15,140 |
| Adams | 1.2 | 177 | 147 | 159 | 152 | 273 | 199 | 51 | 42 | 23,848 | 34,822 | 13,058 |
| Bannock | 23.6 | 3,347 | 2,344 | 2,313 | 2,208 | 4,052 | 5,007 | 3,402 | 927 | 28,966 | 32,972 | 11,701 |
| Bear Lake | 2.0 | 330 | 249 | 207 | 221 | 335 | 400 | 222 | 36 | 24,841 | 29,630 | 9,877 |
| Benewah | 3.1 | 511 | 382 | 351 | 362 | 621 | 536 | 275 | 62 | 24,226 | 28,453 | 10,890 |
| Bingham | 11.8 | 1,378 | 1,029 | 1,126 | 1,229 | 2,375 | 2,551 | 1,583 | 529 | 29,611 | 34,774 | 10,714 |
| Blaine | 6.0 | 359 | 361 | 442 | 515 | 1,092 | 1,214 | 1,180 | 837 | 37,462 | 53,193 | 21,860 |
| Boise | 1.4 | 204 | 174 | 154 | 129 | 350 | 233 | 109 | 47 | 26,523 | 30,286 | 11,778 |
| Bonner | 10.5 | 1,570 | 1,154 | 1,209 | 1,211 | 2,132 | 1,799 | 1,048 | 377 | 25,442 | 30,600 | 11,856 |
| Bonneville | 25.0 | 2,124 | 1,788 | 2,059 | 2,236 | 4,112 | 5,272 | 5,232 | 2,177 | 35,481 | 40,569 | 13,650 |
| Boundary | 3.0 | 487 | 358 | 366 | 334 | 685 | 476 | 261 | 33 | 24,326 | 28,485 | 9,937 |
| Butte | 1.0 | 145 | 113 | 85 | 78 | 217 | 219 | 106 | 37 | 28,950 | 31,428 | 10,837 |
| Camas | .3 | 27 | 29 | 42 | 47 | 62 | 47 | 31 | 15 | 25,641 | 31,187 | 13,366 |
| Canyon | 31.8 | 4,102 | 3,270 | 3,567 | 3,625 | 6,508 | 5,858 | 3,607 | 1,263 | 26,936 | 31,948 | 11,091 |
| Caribou | 2.2 | 197 | 168 | 175 | 162 | 382 | 621 | 365 | 130 | 35,416 | 38,378 | 12,602 |
| Cassia | 6.4 | 814 | 682 | 722 | 713 | 1,248 | 1,233 | 734 | 254 | 26,998 | 32,469 | 10,602 |
| Clark | .3 | 23 | 21 | 34 | 38 | 61 | 72 | 37 | 14 | 30,345 | 35,000 | 13,125 |
| Clearwater | 3.2 | 415 | 329 | 345 | 409 | 670 | 583 | 353 | 96 | 26,304 | 31,440 | 12,122 |
| Custer | 1.5 | 209 | 140 | 155 | 143 | 204 | 318 | 246 | 85 | 29,682 | 35,411 | 12,955 |
| Elmore | 7.2 | 684 | 712 | 979 | 979 | 1,406 | 1,498 | 759 | 183 | 26,727 | 32,687 | 10,998 |
| Franklin | 2.9 | 323 | 254 | 263 | 326 | 687 | 636 | 339 | 72 | 28,912 | 31,407 | 9,689 |
| Fremont | 3.5 | 507 | 371 | 372 | 384 | 722 | 713 | 328 | 103 | 26,522 | 29,977 | 9,452 |
| Gem | 4.5 | 686 | 502 | 529 | 528 | 908 | 850 | 346 | 151 | 25,050 | 30,910 | 11,591 |
| Gooding | 4.4 | 688 | 557 | 556 | 547 | 846 | 690 | 373 | 143 | 23,647 | 29,477 | 11,181 |
| Idaho | 5.3 | 780 | 605 | 590 | 623 | 1,024 | 938 | 539 | 201 | 25,463 | 30,940 | 11,797 |
| Jefferson | 5.0 | 546 | 506 | 524 | 525 | 978 | 1,019 | 647 | 255 | 28,701 | 34,479 | 10,141 |
| Jerome | 5.4 | 742 | 607 | 652 | 647 | 1,092 | 882 | 569 | 209 | 25,428 | 31,948 | 11,276 |
| Kootenai | 27.5 | 3,126 | 2,562 | 2,871 | 2,868 | 5,091 | 5,540 | 3,808 | 1,634 | 29,469 | 35,263 | 13,639 |
| Latah | 11.5 | 1,847 | 1,228 | 1,156 | 1,065 | 1,953 | 1,907 | 1,717 | 627 | 27,145 | 34,144 | 12,626 |
| Lemhi | 2.9 | 446 | 396 | 393 | 306 | 610 | 424 | 245 | 80 | 23,513 | 29,831 | 12,359 |
| Lewis | 1.4 | 225 | 184 | 167 | 161 | 285 | 242 | 101 | 35 | 23,851 | 27,096 | 10,537 |
| Lincoln | 1.2 | 170 | 151 | 158 | 156 | 231 | 221 | 82 | 31 | 23,878 | 27,904 | 10,147 |
| Madison | 6.0 | 694 | 696 | 822 | 773 | 1,130 | 975 | 626 | 284 | 25,126 | 32,019 | 7,874 |
| Minidoka | 6.4 | 726 | 534 | 657 | 785 | 1,403 | 1,306 | 647 | 342 | 28,365 | 34,525 | 11,449 |
| Nez Perce | 13.7 | 1,864 | 1,370 | 1,364 | 1,249 | 2,378 | 2,734 | 2,014 | 727 | 29,138 | 34,261 | 13,805 |
| Oneida | 1.2 | 165 | 105 | 119 | 151 | 239 | 250 | 149 | 22 | 27,343 | 30,308 | 10,103 |
| Owyhee | 2.9 | 569 | 424 | 429 | 370 | 483 | 352 | 198 | 75 | 20,378 | 29,558 | 9,853 |
| Payette | 6.3 | 1,099 | 810 | 805 | 778 | 1,203 | 949 | 503 | 153 | 22,802 | 27,230 | 10,151 |
| Power | 2.4 | 279 | 244 | 293 | 286 | 524 | 432 | 261 | 81 | 26,801 | 31,409 | 10,470 |
| Shoshone | 5.3 | 983 | 697 | 681 | 612 | 982 | 834 | 412 | 99 | 22,361 | 26,178 | 10,672 |
| Teton | 1.1 | 136 | 112 | 131 | 140 | 211 | 220 | 116 | 34 | 26,313 | 30,533 | 9,329 |
| Twin Falls | 19.9 | 2,681 | 2,183 | 2,350 | 2,253 | 3,672 | 3,714 | 2,221 | 826 | 26,265 | 32,449 | 11,958 |
| Valley | 2.5 | 334 | 251 | 280 | 288 | 479 | 508 | 242 | 118 | 26,909 | 33,264 | 13,413 |
| Washington | 3.3 | 677 | 467 | 465 | 459 | 511 | 435 | 219 | 67 | 20,446 | 25,281 | 9,701 |
| **TOTAL METRO COUNTIES** | **79.4** | **7,080** | **5,682** | **6,961** | **7,576** | **14,436** | **16,889** | **14,627** | **6,149** | **33,548** | **40,216** | **15,140** |
| **TOTAL STATE** | **367.4** | **44,476** | **34,948** | **38,078** | **38,647** | **68,863** | **71,796** | **50,930** | **19,662** | **28,804** | **34,927** | **12,541** |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/91 Total Households (Thousands) | Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **ILLINOIS** | | | | | | | | | | | | |
| **AURORA - ELGIN** | **125.0** | **7,944** | **5,753** | **6,461** | **7,458** | **16,485** | **26,759** | **33,821** | **20,319** | **45,266** | **50,865** | **17,119** |
| Kane | 111.4 | 7,387 | 5,327 | 5,989 | 6,858 | 15,070 | 23,746 | 29,417 | 17,606 | 44,421 | 50,303 | 16,930 |
| Kendall | 13.6 | 557 | 426 | 472 | 600 | 1,415 | 3,013 | 4,404 | 2,713 | 51,492 | 55,466 | 18,672 |
| **BLOOMINGTON - NORMAL** | **47.7** | **4,457** | **3,472** | **3,609** | **3,765** | **7,376** | **9,836** | **9,858** | **5,327** | **36,740** | **43,960** | **15,922** |
| McLean | 47.7 | 4,457 | 3,472 | 3,609 | 3,765 | 7,376 | 9,836 | 9,858 | 5,327 | 36,740 | 43,960 | 15,922 |
| **CHAMPAIGN - URBANA - RANTOUL** | **64.4** | **8,665** | **6,019** | **6,212** | **5,867** | **10,145** | **12,490** | **10,398** | **4,604** | **29,977** | **38,551** | **14,301** |
| Champaign | 64.4 | 8,665 | 6,019 | 6,212 | 5,867 | 10,145 | 12,490 | 10,398 | 4,604 | 29,977 | 38,551 | 14,301 |
| **CHICAGO** | **2,229.5** | **238,253** | **132,721** | **141,080** | **153,013** | **313,299** | **435,123** | **486,558** | **329,453** | **39,440** | **47,855** | **17,464** |
| Cook | 1,874.1 | 225,644 | 122,137 | 128,078 | 136,696 | 273,550 | 362,648 | 380,542 | 244,805 | 36,951 | 45,449 | 16,675 |
| Du Page | 289.8 | 9,708 | 7,991 | 9,880 | 12,797 | 31,758 | 57,830 | 86,615 | 73,221 | 53,749 | 62,197 | 22,236 |
| McHenry | 65.6 | 2,901 | 2,593 | 3,122 | 3,520 | 7,991 | 14,645 | 19,401 | 11,427 | 48,064 | 53,243 | 18,286 |
| ***CHICAGO - GARY - LAKE COUNTY CONSOLIDATED AREA*** | ***2,930.4*** | ***298,311*** | ***171,621*** | ***184,183*** | ***199,958*** | ***410,481*** | ***582,188*** | ***649,303*** | ***434,355*** | ***39,925*** | ***48,319*** | ***17,374*** |
| **DAVENPORT - ROCK ISLAND - MOLINE** | **134.8** | **17,183** | **11,825** | **12,570** | **12,539** | **22,397** | **26,921** | **23,141** | **8,224** | **30,815** | **36,230** | **14,094** |
| Henry | 19.2 | 2,342 | 1,889 | 2,039 | 1,973 | 3,490 | 3,775 | 2,803 | 889 | 28,689 | 34,062 | 13,028 |
| Rock Island | 58.4 | 7,770 | 5,200 | 5,307 | 5,302 | 9,555 | 11,339 | 10,074 | 3,853 | 30,621 | 36,490 | 14,586 |
| *Scott, Iowa* | *57.2* | *7,071* | *4,736* | *5,224* | *5,264* | *9,352* | *11,807* | *10,264* | *3,482* | *31,790* | *36,691* | *13,973* |
| **DECATUR** | **45.3** | **6,052** | **3,994** | **4,027** | **3,961** | **7,062** | **9,326** | **8,016** | **2,862** | **31,489** | **37,075** | **14,554** |
| Macon | 45.3 | 6,052 | 3,994 | 4,027 | 3,961 | 7,062 | 9,326 | 8,016 | 2,862 | 31,489 | 37,075 | 14,554 |
| **JOLIET** | **131.5** | **9,076** | **6,197** | **6,792** | **7,865** | **16,656** | **29,033** | **36,861** | **19,020** | **45,293** | **49,078** | **16,199** |
| Grundy | 12.2 | 1,142 | 767 | 861 | 878 | 1,756 | 2,771 | 3,119 | 906 | 38,599 | 41,027 | 15,260 |
| Will | 119.3 | 7,934 | 5,430 | 5,931 | 6,987 | 14,900 | 26,262 | 33,742 | 18,114 | 45,931 | 49,902 | 16,284 |
| **KANKAKEE** | **34.5** | **4,570** | **3,100** | **3,052** | **2,993** | **5,563** | **7,363** | **5,942** | **1,917** | **31,314** | **36,518** | **13,096** |
| Kankakee | 34.5 | 4,570 | 3,100 | 3,052 | 2,993 | 5,563 | 7,363 | 5,942 | 1,917 | 31,314 | 36,518 | 13,096 |
| **LAKE COUNTY** | **181.0** | **9,137** | **6,142** | **7,264** | **8,634** | **19,960** | **33,668** | **44,733** | **51,462** | **52,751** | **69,339** | **23,367** |
| Lake | 181.0 | 9,137 | 6,142 | 7,264 | 8,634 | 19,960 | 33,668 | 44,733 | 51,462 | 52,751 | 69,339 | 23,367 |
| **PEORIA** | **129.2** | **15,872** | **10,588** | **10,940** | **10,861** | **20,398** | **25,926** | **24,727** | **9,888** | **32,920** | **38,628** | **14,753** |
| Peoria | 70.4 | 10,025 | 5,906 | 5,884 | 5,980 | 10,917 | 13,228 | 12,579 | 5,881 | 31,568 | 38,658 | 14,970 |
| Tazewell | 47.3 | 4,970 | 3,994 | 4,228 | 3,971 | 7,746 | 10,086 | 9,350 | 2,955 | 33,348 | 37,525 | 14,360 |
| Woodford | 11.5 | 877 | 688 | 828 | 910 | 1,735 | 2,612 | 2,798 | 1,052 | 39,203 | 42,990 | 15,027 |
| **ROCKFORD** | **108.5** | **11,496** | **7,783** | **8,365** | **8,668** | **17,369** | **23,854** | **21,809** | **9,156** | **35,334** | **40,930** | **15,549** |
| Boone | 11.2 | 846 | 584 | 664 | 786 | 1,840 | 2,742 | 2,522 | 1,216 | 39,910 | 44,798 | 15,928 |
| Winnebago | 97.3 | 10,650 | 7,199 | 7,701 | 7,882 | 15,529 | 21,112 | 19,287 | 7,940 | 34,798 | 40,484 | 15,502 |
| **SPRINGFIELD** | **77.2** | **7,973** | **5,762** | **6,339** | **6,637** | **12,612** | **16,159** | **14,934** | **6,784** | **34,403** | **40,452** | **16,316** |
| Menard | 4.2 | 453 | 341 | 348 | 343 | 703 | 882 | 828 | 302 | 33,724 | 38,075 | 14,407 |
| Sangamon | 73.0 | 7,520 | 5,421 | 5,991 | 6,294 | 11,909 | 15,277 | 14,106 | 6,482 | 34,444 | 40,589 | 16,434 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Adams | 25.4 | 3,855 | 2,621 | 2,612 | 2,552 | 4,465 | 4,891 | 3,191 | 1,213 | 27,194 | 33,514 | 12,957 |
| Alexander | 4.2 | 1,328 | 548 | 437 | 338 | 562 | 544 | 309 | [illegible] | 17,563 | 24,389 | 9,850 |
| Bond | 5.7 | 926 | 629 | 557 | 537 | 981 | 1,172 | 762 | 136 | 27,076 | 30,627 | 11,638 |
| Boone | 11.2 | 846 | 584 | 664 | 786 | 1,840 | 2,742 | 2,522 | 1,216 | 39,910 | 44,798 | 15,928 |
| Brown | 2.1 | 383 | 270 | 245 | 242 | 385 | 321 | 193 | 61 | 23,140 | 29,374 | 9,638 |
| Bureau | 13.6 | 1,621 | 1,242 | 1,282 | 1,274 | 2,463 | 2,911 | 2,137 | 670 | 30,576 | 34,839 | 13,422 |
| Calhoun | 2.0 | 431 | 234 | 189 | 188 | 362 | 324 | 216 | 56 | 23,883 | 28,301 | 10,885 |
| Carroll | 6.6 | 848 | 653 | 705 | 702 | 1,243 | 1,404 | 765 | 280 | 28,171 | 33,370 | 13,268 |
| Cass | 5.1 | 725 | 551 | 592 | 485 | 960 | 989 | 612 | 186 | 27,065 | 31,615 | 12,215 |
| Champaign | 64.4 | 8,665 | 6,019 | 6,212 | 5,867 | 10,145 | 12,490 | 10,398 | 4,604 | 29,977 | 38,551 | 14,301 |
| Christian | 13.5 | 1,747 | 1,348 | 1,321 | 1,267 | 2,291 | 2,596 | 2,140 | 790 | 29,591 | 34,693 | 13,536 |
| Clark | 6.4 | 898 | 638 | 650 | 692 | 1,221 | 1,311 | 756 | 234 | 27,465 | 31,541 | 12,696 |
| Clay | 5.7 | 1,069 | 746 | 726 | 672 | 1,040 | 960 | 348 | 139 | 22,299 | 26,664 | 10,555 |
| ☐ Clinton | 11.7 | 1,231 | 926 | 951 | 986 | 1,997 | 2,886 | 2,047 | 676 | 33,792 | 37,316 | 12,766 |
| Coles | 19.0 | 3,045 | 2,029 | 1,887 | 1,777 | 3,233 | 3,535 | 2,650 | 844 | 27,189 | 33,665 | 12,372 |
| Cook | 1,874.1 | 225,644 | 122,137 | 128,078 | 136,696 | 273,550 | 362,648 | 380,542 | 244,805 | 36,951 | 45,449 | 16,675 |
| Crawford | 7.6 | 924 | 772 | 841 | 791 | 1,373 | 1,457 | 1,124 | 318 | 28,219 | 33,217 | 13,013 |
| Cumberland | 4.0 | 621 | 416 | 392 | 457 | 754 | 724 | 523 | 113 | 26,226 | 30,353 | 11,242 |
| De Kalb | 27.0 | 2,919 | 2,128 | 2,174 | 2,057 | 4,374 | 5,619 | 5,580 | 2,149 | 34,656 | 40,790 | 13,853 |
| De Witt | 6.4 | 707 | 499 | 576 | 570 | 974 | 1,365 | 1,266 | 443 | 33,633 | 38,816 | 15,241 |
| Douglas | 7.2 | 693 | 620 | 653 | 662 | 1,294 | 1,577 | 1,336 | 365 | 32,390 | 36,214 | 13,440 |
| Du Page | 289.8 | 9,708 | 7,991 | 9,880 | 12,797 | 31,758 | 57,830 | 86,615 | 73,221 | 53,749 | 62,197 | 22,236 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Households by E B I Group | | | | | | | | Median Household E B I | Average Household E B I | Per Capita E B I |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | | | |
| **ILLINOIS (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Edgar | 7.7 | 1,380 | 898 | 791 | 790 | 1,440 | 1,234 | 833 | 334 | 24,943 | 30,791 | 12,349 |
| Edwards | 3.0 | 479 | 389 | 379 | 295 | 473 | 586 | 303 | 96 | 24,288 | 29,364 | 11,904 |
| Effingham | 11.7 | 1,332 | 1,067 | 1,147 | 1,122 | 1,974 | 2,572 | 1,903 | 583 | 30,723 | 35,907 | 13,007 |
| Fayette | 7.7 | 1,268 | 828 | 848 | 796 | 1,441 | 1,403 | 833 | 283 | 25,762 | 32,098 | 11,940 |
| Ford | 5.6 | 575 | 487 | 563 | 571 | 1,004 | 1,204 | 882 | 314 | 30,918 | 35,313 | 14,025 |
| Franklin | 16.3 | 3,530 | 2,342 | 2,148 | 1,475 | 2,417 | 2,305 | 1,710 | 373 | 20,440 | 26,502 | 10,854 |
| Fulton | 14.7 | 2,259 | 1,616 | 1,647 | 1,517 | 2,603 | 2,535 | 2,051 | 472 | 26,121 | 31,640 | 12,240 |
| Gallatin | 2.7 | 543 | 299 | 296 | 259 | 445 | 449 | 294 | 115 | 24,092 | 30,719 | 12,379 |
| Greene | 5.9 | 1,023 | 762 | 687 | 613 | 1,039 | 1,017 | 599 | 160 | 23,899 | 28,571 | 11,018 |
| Grundy | 12.2 | 1,142 | 767 | 861 | 878 | 1,756 | 2,771 | 3,119 | 906 | 38,599 | 41,027 | 15,260 |
| Hamilton | 3.5 | 825 | 457 | 363 | 336 | 552 | 589 | 265 | 113 | 21,562 | 27,415 | 11,423 |
| Hancock | 8.3 | 1,219 | 818 | 862 | 867 | 1,588 | 1,684 | 983 | 279 | 27,356 | 32,074 | 12,617 |
| Hardin | 2.1 | 551 | 321 | 262 | 189 | 307 | 275 | 159 | 36 | 18,397 | 24,093 | 9,730 |
| Henderson | 3.2 | 484 | 335 | 334 | 341 | 546 | 594 | 463 | 103 | 26,853 | 31,257 | 12,349 |
| Henry | 19.2 | 2,342 | 1,889 | 2,039 | 1,973 | 3,490 | 3,775 | 2,803 | 889 | 28,689 | 34,062 | 13,028 |
| Iroquois | 11.7 | 1,255 | 1,088 | 1,224 | 1,260 | 2,226 | 2,446 | 1,638 | 563 | 29,375 | 34,090 | 13,034 |
| Jackson | 23.5 | 6,472 | 2,994 | 2,312 | 2,079 | 3,170 | 3,034 | 2,447 | 992 | 19,939 | 28,144 | 10,825 |
| Jasper | 4.0 | 575 | 388 | 428 | 461 | 739 | 768 | 487 | 154 | 26,831 | 31,080 | 11,728 |
| Jefferson | 14.6 | 2,800 | 1,715 | 1,503 | 1,311 | 2,280 | 2,608 | 1,800 | 583 | 24,889 | 30,778 | 12,211 |
| ☐ Jersey | 7.5 | 923 | 735 | 736 | 710 | 1,240 | 1,730 | 1,141 | 285 | 30,248 | 34,158 | 12,376 |
| Jo Daviess | 8.3 | 959 | 706 | 787 | 893 | 1,606 | 1,735 | 1,205 | 409 | 29,653 | 35,155 | 13,446 |
| Johnson | 3.6 | 659 | 417 | 348 | 336 | 637 | 604 | 492 | 107 | 25,579 | 32,350 | 9,954 |
| Kane | 111.4 | 7,387 | 5,327 | 5,989 | 6,858 | 15,070 | 23,746 | 29,417 | 17,606 | 44,421 | 50,303 | 16,930 |
| Kankakee | 34.5 | 4,570 | 3,100 | 3,052 | 2,993 | 5,563 | 7,363 | 5,942 | 1,917 | 31,314 | 36,518 | 13,096 |
| Kendall | 13.6 | 557 | 426 | 472 | 600 | 1,415 | 3,013 | 4,404 | 2,713 | 51,492 | 55,466 | 18,672 |
| Knox | 21.7 | 3,246 | 2,155 | 2,059 | 2,194 | 4,201 | 4,116 | 2,790 | 939 | 27,646 | 33,350 | 12,900 |
| Lake | 181.0 | 9,137 | 6,142 | 7,264 | 8,634 | 19,960 | 33,668 | 44,733 | 51,462 | 52,751 | 69,339 | 23,367 |
| La Salle | 41.3 | 5,453 | 3,732 | 3,619 | 3,650 | 7,035 | 8,542 | 7,067 | 2,202 | 30,909 | 35,481 | 13,733 |
| Lawrence | 6.1 | 1,109 | 748 | 713 | 693 | 992 | 1,008 | 627 | 210 | 23,463 | 29,198 | 11,491 |
| Lee | 12.6 | 1,446 | 994 | 1,150 | 1,250 | 2,589 | 2,757 | 1,931 | 483 | 30,544 | 35,117 | 12,678 |
| Livingston | 13.7 | 1,418 | 1,164 | 1,213 | 1,236 | 2,411 | 3,240 | 2,337 | 681 | 32,478 | 37,531 | 13,117 |
| Logan | 10.8 | 1,250 | 916 | 915 | 992 | 2,011 | 2,292 | 1,914 | 510 | 31,503 | 36,160 | 12,398 |
| McDonough | 12.1 | 2,381 | 1,393 | 1,163 | 1,092 | 2,084 | 2,172 | 1,357 | 458 | 25,096 | 32,548 | 11,350 |
| McHenry | 65.6 | 2,901 | 2,593 | 3,122 | 3,520 | 7,991 | 14,645 | 19,401 | 11,427 | 48,064 | 53,243 | 18,286 |
| McLean | 47.7 | 4,457 | 3,472 | 3,609 | 3,765 | 7,376 | 9,836 | 9,858 | 5,327 | 36,740 | 43,960 | 15,922 |
| Macon | 45.3 | 6,052 | 3,994 | 4,027 | 3,961 | 7,062 | 9,326 | 8,016 | 2,862 | 31,489 | 37,075 | 14,554 |
| Macoupin | 18.2 | 2,657 | 1,975 | 2,045 | 1,845 | 2,890 | 3,787 | 2,382 | 619 | 26,976 | 32,427 | 12,347 |
| ☐ Madison | 95.4 | 11,495 | 7,991 | 8,006 | 8,109 | 15,542 | 20,216 | 17,857 | 6,184 | 32,711 | 37,244 | 14,173 |
| Marion | 16.2 | 2,845 | 1,824 | 1,704 | 1,603 | 2,749 | 2,972 | 1,914 | 589 | 25,413 | 31,517 | 12,362 |
| Marshall | 4.9 | 536 | 434 | 481 | 480 | 859 | 978 | 873 | 259 | 30,696 | 35,772 | 13,694 |
| Mason | 6.2 | 925 | 700 | 731 | 705 | 1,057 | 1,128 | 774 | 180 | 25,340 | 30,538 | 11,908 |
| Massac | 6.0 | 1,252 | 752 | 646 | 542 | 911 | 945 | 769 | 183 | 23,229 | 28,468 | 11,541 |
| Menard | 4.2 | 453 | 341 | 348 | 343 | 703 | 882 | 828 | 302 | 33,724 | 38,075 | 14,407 |
| Mercer | 6.5 | 803 | 531 | 582 | 629 | 1,220 | 1,354 | 983 | 398 | 30,606 | 35,550 | 13,513 |
| ☐ Monroe | 8.5 | 605 | 508 | 611 | 686 | 1,299 | 2,163 | 2,004 | 624 | 38,881 | 41,521 | 15,212 |
| Montgomery | 11.5 | 1,778 | 1,186 | 1,086 | 1,022 | 2,049 | 2,315 | 1,597 | 467 | 28,278 | 33,040 | 12,377 |
| Morgan | 13.6 | 1,708 | 1,225 | 1,276 | 1,319 | 2,476 | 2,922 | 1,924 | 750 | 29,915 | 36,104 | 13,526 |
| Moultrie | 5.1 | 591 | 489 | 478 | 456 | 918 | 1,053 | 824 | 291 | 30,609 | 35,554 | 13,045 |
| Ogle | 17.2 | 1,534 | 1,179 | 1,311 | 1,508 | 3,282 | 4,128 | 3,299 | 959 | 34,347 | 37,625 | 13,977 |
| Peoria | 70.4 | 10,025 | 5,906 | 5,884 | 5,980 | 10,917 | 13,228 | 12,579 | 5,881 | 31,568 | 38,658 | 14,970 |
| Perry | 8.3 | 1,374 | 827 | 809 | 778 | 1,441 | 1,703 | 1,135 | 233 | 27,317 | 31,107 | 12,122 |
| Piatt | 5.9 | 429 | 393 | 469 | 517 | 1,059 | 1,450 | 1,157 | 426 | 35,818 | 40,077 | 15,255 |
| Pike | 7.0 | 1,380 | 863 | 801 | 793 | 1,342 | 1,078 | 540 | 203 | 22,875 | 27,452 | 10,981 |
| Pope | 1.6 | 376 | 216 | 180 | 131 | 246 | 289 | 138 | 24 | 21,068 | 26,376 | 9,591 |
| Pulaski | 2.9 | 904 | 401 | 274 | 247 | 433 | 410 | 171 | 60 | 17,646 | 23,147 | 8,950 |
| Putnam | 2.2 | 205 | 183 | 205 | 214 | 396 | 518 | 347 | 132 | 32,512 | 37,309 | 14,657 |
| Randolph | 11.9 | 1,587 | 1,231 | 1,168 | 1,125 | 2,152 | 2,369 | 1,827 | 441 | 28,732 | 35,071 | 12,062 |
| Richland | 6.3 | 988 | 687 | 679 | 699 | 1,195 | 1,155 | 644 | 253 | 25,723 | 32,203 | 12,601 |
| Rock Island | 58.4 | 7,770 | 5,200 | 5,307 | 5,302 | 9,555 | 11,339 | 10,074 | 3,853 | 30,621 | 36,490 | 14,586 |
| ☐ St. Clair | 95.2 | 14,150 | 8,271 | 8,272 | 8,364 | 15,163 | 18,405 | 16,182 | 6,393 | 30,469 | 36,019 | 13,063 |
| Saline | 10.8 | 2,448 | 1,364 | 1,211 | 1,020 | 1,495 | 1,711 | 1,210 | 341 | 21,848 | 27,972 | 11,486 |
| Sangamon | 73.0 | 7,520 | 5,421 | 5,991 | 6,294 | 11,909 | 15,277 | 14,106 | 6,482 | 34,444 | 40,589 | 16,434 |
| Schuyler | 3.0 | 530 | 351 | 318 | 301 | 553 | 536 | 329 | 82 | 25,000 | 29,058 | 11,623 |
| Scott | 2.2 | 343 | 269 | 241 | 238 | 459 | 417 | 185 | 48 | 25,186 | 28,079 | 11,031 |
| Shelby | 8.6 | 1,032 | 883 | 886 | 799 | 1,684 | 1,818 | 1,085 | 413 | 29,079 | 33,198 | 12,803 |
| Stark | 2.5 | 308 | 221 | 261 | 269 | 456 | 481 | 402 | 102 | 28,996 | 33,519 | 13,301 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **ILLINOIS (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Stephenson | 19.0 | 2,082 | 1,576 | 1,740 | 1,781 | 3,272 | 4,159 | 3,266 | 1,124 | 31,992 | 36,728 | 14,508 |
| Tazewell | 47.3 | 4,970 | 3,994 | 4,228 | 3,971 | 7,746 | 10,086 | 9,350 | 2,955 | 33,348 | 37,525 | 14,360 |
| Union | 6.9 | 1,353 | 893 | 723 | 741 | 1,250 | 1,072 | 653 | 215 | 23,245 | 28,985 | 11,299 |
| Vermilion | 33.7 | 5,311 | 3,572 | 3,483 | 3,356 | 5,349 | 6,435 | 4,646 | 1,548 | 26,954 | 33,145 | 12,765 |
| Wabash | 5.0 | 738 | 509 | 457 | 422 | 814 | 974 | 763 | 323 | 29,746 | 34,859 | 13,305 |
| Warren | 7.2 | 1,147 | 746 | 764 | 820 | 1,387 | 1,307 | 824 | 205 | 25,783 | 30,447 | 11,723 |
| Washington | 5.8 | 742 | 579 | 641 | 640 | 969 | 1,207 | 822 | 200 | 27,838 | 32,364 | 12,431 |
| Wayne | 6.9 | 1,197 | 878 | 862 | 769 | 1,277 | 1,203 | 530 | 184 | 23,335 | 27,746 | 11,262 |
| White | 6.7 | 1,267 | 810 | 708 | 605 | 1,157 | 1,117 | 789 | 247 | 24,669 | 31,157 | 12,886 |
| Whiteside | 22.6 | 2,692 | 1,853 | 2,008 | 2,136 | 4,159 | 5,222 | 3,466 | 1,064 | 31,209 | 35,541 | 13,432 |
| Will | 119.3 | 7,934 | 5,430 | 5,931 | 6,987 | 14,900 | 26,262 | 33,742 | 18,114 | 45,931 | 49,902 | 16,284 |
| Williamson | 23.2 | 3,976 | 2,590 | 2,386 | 2,127 | 3,807 | 3,974 | 3,162 | 1,178 | 26,275 | 32,162 | 12,909 |
| Winnebago | 97.3 | 10,650 | 7,199 | 7,701 | 7,882 | 15,529 | 21,112 | 19,287 | 7,940 | 34,798 | 40,484 | 15,502 |
| Woodford | 11.5 | 877 | 888 | 828 | 910 | 1,735 | 2,612 | 2,798 | 1,052 | 39,203 | 42,990 | 15,027 |
| **TOTAL METRO COUNTIES** | **3,469.7** | **362,011** | **217,051** | **230,063** | **245,852** | **495,211** | **690,051** | **749,765** | **479,696** | **38,804** | **46,961** | **17,087** |
| **TOTAL STATE** | **4,223.2** | **476,280** | **294,214** | **305,277** | **318,370** | **625,759** | **835,707** | **854,473** | **513,120** | **36,535** | **44,498** | **16,324** |
| **INDIANA** | | | | | | | | | | | | |
| **ANDERSON** | **49.6** | **7,405** | **5,007** | **5,199** | **4,936** | **8,356** | **9,298** | **7,344** | **2,055** | **27,542** | **32,495** | **12,341** |
| Madison | 49.6 | 7,405 | 5,007 | 5,199 | 4,936 | 8,356 | 9,298 | 7,344 | 2,055 | 27,542 | 32,495 | 12,341 |
| **BLOOMINGTON** | **40.1** | **7,281** | **4,308** | **4,114** | **3,848** | **7,093** | **6,747** | **4,564** | **2,145** | **25,670** | **33,168** | **12,015** |
| Monroe | 40.1 | 7,281 | 4,308 | 4,114 | 3,848 | 7,093 | 6,747 | 4,564 | 2,145 | 25,670 | 33,168 | 12,015 |
| **ELKHART - GOSHEN** | **57.8** | **4,902** | **4,304** | **5,075** | **5,723** | **11,598** | **13,551** | **8,912** | **3,735** | **32,632** | **38,623** | **14,005** |
| Elkhart | 57.8 | 4,902 | 4,304 | 5,075 | 5,723 | 11,598 | 13,551 | 8,912 | 3,735 | 32,632 | 38,623 | 14,005 |
| **EVANSVILLE** | **109.3** | **15,590** | **10,064** | **10,702** | **10,226** | **18,722** | **21,860** | **16,331** | **5,805** | **29,197** | **34,879** | **13,606** |
| Posey | 9.5 | 1,030 | 731 | 812 | 799 | 1,488 | 2,242 | 1,789 | 609 | 34,281 | 37,208 | 13,648 |
| Vanderburgh | 66.9 | 10,264 | 6,483 | 6,717 | 6,585 | 11,387 | 12,620 | 9,189 | 3,655 | 27,844 | 34,287 | 13,893 |
| Warrick | 16.2 | 1,485 | 1,186 | 1,554 | 1,410 | 2,932 | 3,848 | 2,907 | 878 | 33,417 | 37,798 | 13,340 |
| *Henderson, Ky.* | *16.7* | *2,811* | *1,664* | *1,619* | *1,432* | *2,915* | *3,150* | *2,446* | *663* | *27,837* | *33,094* | *12,764* |
| **FORT WAYNE** | **138.5** | **12,789** | **10,319** | **12,222** | **13,149** | **25,374** | **31,274** | **24,739** | **8,634** | **33,157** | **38,540** | **14,434** |
| Allen | 115.1 | 10,677 | 8,425 | 9,899 | 10,656 | 20,454 | 25,738 | 21,420 | 7,831 | 33,719 | 39,435 | 14,872 |
| De Kalb | 13.1 | 1,116 | 1,050 | 1,305 | 1,438 | 2,753 | 3,169 | 1,742 | 527 | 31,020 | 34,411 | 12,418 |
| Whitley | 10.3 | 996 | 844 | 1,018 | 1,055 | 2,167 | 2,367 | 1,577 | 276 | 30,757 | 33,793 | 12,299 |
| **GARY - HAMMOND** | **215.6** | **28,850** | **16,774** | **18,076** | **18,125** | **34,661** | **47,183** | **39,760** | **12,171** | **32,519** | **36,495** | **13,049** |
| Lake | 169.7 | 24,952 | 13,668 | 14,421 | 14,361 | 27,315 | 35,933 | 30,077 | 8,973 | 31,423 | 35,351 | 12,707 |
| Porter | 45.9 | 3,898 | 3,106 | 3,655 | 3,764 | 7,346 | 11,250 | 9,683 | 3,198 | 36,586 | 40,727 | 14,281 |
| **INDIANAPOLIS** | **488.7** | **48,874** | **35,795** | **40,430** | **42,883** | **82,256** | **102,284** | **93,686** | **42,492** | **34,263** | **40,759** | **15,650** |
| Boone | 14.3 | 1,201 | 912 | 958 | 1,078 | 2,121 | 3,021 | 3,049 | 1,960 | 38,887 | 48,527 | 17,748 |
| Hamilton | 41.2 | 2,064 | 1,696 | 2,189 | 2,803 | 5,436 | 8,302 | 10,889 | 7,821 | 46,622 | 55,508 | 19,834 |
| Hancock | 16.4 | 1,051 | 1,005 | 1,173 | 1,200 | 2,676 | 3,829 | 4,007 | 1,459 | 39,119 | 43,477 | 15,301 |
| Hendricks | 26.7 | 1,444 | 1,253 | 1,593 | 1,770 | 3,916 | 6,061 | 7,598 | 3,065 | 43,265 | 47,333 | 16,286 |
| Johnson | 32.3 | 2,179 | 1,937 | 2,205 | 2,490 | 5,229 | 7,083 | 7,638 | 3,539 | 39,161 | 45,312 | 16,154 |
| Marion | 323.3 | 37,983 | 26,467 | 29,390 | 30,478 | 56,948 | 65,794 | 53,789 | 22,451 | 31,407 | 37,618 | 15,073 |
| Morgan | 19.7 | 1,590 | 1,387 | 1,618 | 1,685 | 3,262 | 4,713 | 4,087 | 1,358 | 35,900 | 39,538 | 13,835 |
| Shelby | 14.8 | 1,362 | 1,138 | 1,304 | 1,379 | 2,668 | 3,481 | 2,629 | 839 | 33,284 | 37,635 | 13,787 |
| **KOKOMO** | **37.3** | **4,861** | **3,126** | **3,310** | **3,137** | **6,288** | **7,971** | **6,467** | **2,140** | **31,844** | **36,075** | **14,002** |
| Howard | 31.3 | 4,324 | 2,581 | 2,742 | 2,582 | 5,248 | 6,685 | 5,359 | 1,779 | 31,692 | 35,878 | 14,055 |
| Tipton | 6.0 | 537 | 545 | 568 | 555 | 1,040 | 1,286 | 1,108 | 361 | 32,649 | 37,099 | 13,740 |
| **LAFAYETTE - WEST LAFAYETTE** | **46.3** | **5,848** | **4,106** | **4,254** | **4,413** | **7,834** | **9,076** | **7,374** | **3,395** | **30,479** | **38,217** | **13,374** |
| Tippecanoe | 46.3 | 5,848 | 4,106 | 4,254 | 4,413 | 7,834 | 9,076 | 7,374 | 3,395 | 30,479 | 38,217 | 13,374 |
| **MUNCIE** | **45.1** | **7,924** | **4,906** | **4,458** | **4,163** | **7,189** | **8,131** | **6,312** | **2,017** | **26,464** | **33,508** | **12,699** |
| Delaware | 45.1 | 7,924 | 4,906 | 4,458 | 4,163 | 7,189 | 8,131 | 6,312 | 2,017 | 26,464 | 33,508 | 12,699 |
| **SOUTH BEND - MISHAWAKA** | **93.3** | **10,983** | **8,453** | **9,092** | **9,133** | **16,592** | **19,142** | **14,316** | **5,589** | **30,211** | **36,503** | **13,650** |
| St. Joseph | 93.3 | 10,983 | 8,453 | 9,092 | 9,133 | 16,592 | 19,142 | 14,316 | 5,589 | 30,211 | 36,503 | 13,650 |
| **TERRE HAUTE** | **48.8** | **8,375** | **5,245** | **5,155** | **5,061** | **8,624** | **8,823** | **5,531** | **1,986** | **25,625** | **32,625** | **12,247** |
| Clay | 9.4 | 1,610 | 1,042 | 1,034 | 992 | 1,800 | 1,701 | 969 | 252 | 25,119 | 28,769 | 10,904 |
| Vigo | 39.4 | 6,765 | 4,203 | 4,121 | 4,069 | 6,824 | 7,122 | 4,562 | 1,734 | 25,754 | 33,545 | 12,563 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Adams | 10.7 | 1,218 | 1,012 | 1,030 | 1,214 | 2,473 | 2,163 | 1,180 | 410 | 28,638 | 33,274 | 11,126 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 : Total Households (Thousands) | Households by E B I Group | | | | | | | | Median Household E B I | Average Household E B I | Per Capita E B I |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | | | |
| **INDIANA (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Allen | 115.1 | 10,677 | 8,425 | 9,899 | 10,656 | 20,454 | 25,738 | 21,420 | 7,831 | 33,719 | 39,435 | 14,872 |
| Bartholomew | 24.4 | 2,716 | 2,120 | 2,447 | 2,342 | 4,415 | 5,480 | 3,670 | 1,210 | 30,666 | 35,759 | 13,569 |
| Benton | 3.5 | 422 | 314 | 349 | 370 | 713 | 751 | 417 | 164 | 28,965 | 33,941 | 12,638 |
| Blackford | 5.4 | 816 | 550 | 608 | 680 | 1,229 | 942 | 483 | 92 | 25,358 | 28,135 | 10,852 |
| Boone | 14.3 | 1,201 | 912 | 958 | 1,078 | 2,121 | 3,021 | 3,049 | 1,960 | 38,887 | 48,527 | 17,748 |
| Brown | 5.5 | 478 | 394 | 463 | 501 | 1,047 | 1,192 | 1,021 | 404 | 33,747 | 38,327 | 14,639 |
| Carroll | 7.2 | 685 | 604 | 712 | 715 | 1,324 | 1,672 | 1,132 | 356 | 31,696 | 35,043 | 13,279 |
| Cass | 14.7 | 1,943 | 1,579 | 1,605 | 1,539 | 2,902 | 2,918 | 1,740 | 474 | 27,256 | 31,691 | 12,132 |
| ☐ Clark | 33.4 | 4,352 | 3,220 | 3,403 | 3,340 | 6,297 | 7,078 | 4,480 | 1,230 | 28,823 | 32,493 | 12,333 |
| Clay | 9.4 | 1,610 | 1,042 | 1,034 | 992 | 1,800 | 1,701 | 969 | 252 | 25,119 | 28,769 | 10,904 |
| Clinton | 11.7 | 1,438 | 1,169 | 1,260 | 1,270 | 2,198 | 2,505 | 1,459 | 401 | 28,060 | 32,970 | 12,285 |
| Crawford | 3.7 | 713 | 407 | 371 | 396 | 670 | 741 | 312 | 90 | 24,533 | 27,681 | 10,242 |
| Daviess | 10.0 | 1,659 | 1,163 | 1,190 | 1,120 | 1,882 | 1,724 | 997 | 265 | 24,410 | 28,884 | 10,465 |
| ☐ Dearborn | 14.1 | 1,523 | 969 | 1,139 | 1,318 | 2,454 | 3,245 | 2,687 | 765 | 33,513 | 37,238 | 13,126 |
| Decatur | 8.5 | 787 | 764 | 867 | 858 | 1,696 | 1,803 | 1,268 | 457 | 30,592 | 35,367 | 12,578 |
| De Kalb | 13.1 | 1,116 | 1,050 | 1,305 | 1,438 | 2,753 | 3,169 | 1,742 | 527 | 31,020 | 34,411 | 12,418 |
| Delaware | 45.1 | 7,924 | 4,906 | 4,458 | 4,163 | 7,189 | 8,131 | 6,312 | 2,017 | 26,464 | 33,508 | 12,699 |
| Dubois | 13.3 | 1,454 | 951 | 1,077 | 1,297 | 2,653 | 3,187 | 2,041 | 640 | 31,955 | 36,113 | 12,842 |
| Elkhart | 57.8 | 4,902 | 4,304 | 5,075 | 5,723 | 11,598 | 13,551 | 8,912 | 3,735 | 32,632 | 38,623 | 14,005 |
| Fayette | 9.9 | 1,516 | 1,122 | 1,173 | 1,088 | 1,900 | 1,733 | 1,168 | 200 | 25,262 | 29,229 | 11,259 |
| ☐ Floyd | 24.5 | 3,070 | 2,088 | 2,050 | 2,191 | 4,455 | 4,799 | 4,193 | 1,654 | 31,224 | 37,194 | 13,934 |
| Fountain | 6.8 | 987 | 740 | 804 | 826 | 1,363 | 1,335 | 613 | 132 | 25,278 | 29,497 | 11,332 |
| Franklin | 6.6 | 747 | 560 | 621 | 663 | 1,284 | 1,374 | 1,062 | 289 | 30,465 | 34,979 | 11,719 |
| Fulton | 7.3 | 996 | 753 | 726 | 714 | 1,652 | 1,456 | 802 | 201 | 27,814 | 30,288 | 11,699 |
| Gibson | 12.4 | 1,750 | 1,249 | 1,320 | 1,205 | 2,088 | 2,644 | 1,762 | 382 | 28,197 | 31,861 | 12,385 |
| Grant | 27.5 | 4,075 | 2,786 | 2,921 | 2,780 | 4,697 | 5,259 | 3,993 | 989 | 27,426 | 33,007 | 12,299 |
| Greene | 12.0 | 1,913 | 1,311 | 1,303 | 1,208 | 2,217 | 2,161 | 1,544 | 343 | 26,148 | 29,868 | 11,713 |
| Hamilton | 41.2 | 2,064 | 1,696 | 2,189 | 2,803 | 5,436 | 8,302 | 10,889 | 7,821 | 46,622 | 55,508 | 19,834 |
| Hancock | 16.4 | 1,051 | 1,005 | 1,173 | 1,200 | 2,676 | 3,829 | 4,007 | 1,459 | 39,119 | 43,477 | 15,301 |
| ☐ Harrison | 10.9 | 1,268 | 1,001 | 1,175 | 1,161 | 1,862 | 2,452 | 1,636 | 345 | 29,405 | 32,959 | 11,702 |
| Hendricks | 26.7 | 1,444 | 1,253 | 1,593 | 1,770 | 3,916 | 6,061 | 7,598 | 3,065 | 43,265 | 47,333 | 16,286 |
| Henry | 18.5 | 2,871 | 2,050 | 2,088 | 1,994 | 3,260 | 3,465 | 2,287 | 485 | 25,711 | 29,898 | 11,571 |
| Howard | 31.3 | 4,324 | 2,581 | 2,742 | 2,582 | 5,248 | 6,685 | 5,359 | 1,779 | 31,692 | 35,878 | 14,055 |
| Huntington | 13.1 | 1,335 | 1,081 | 1,262 | 1,380 | 2,656 | 3,058 | 1,922 | 406 | 30,682 | 35,080 | 12,765 |
| Jackson | 14.2 | 1,795 | 1,417 | 1,523 | 1,511 | 2,610 | 2,876 | 1,945 | 523 | 28,179 | 32,830 | 12,268 |
| Jasper | 8.5 | 873 | 705 | 789 | 828 | 1,726 | 1,903 | 1,318 | 358 | 31,076 | 34,909 | 11,917 |
| Jay | 8.1 | 990 | 898 | 979 | 937 | 1,628 | 1,694 | 773 | 201 | 26,454 | 29,910 | 11,321 |
| Jefferson | 11.0 | 1,503 | 1,004 | 1,209 | 1,317 | 2,052 | 2,252 | 1,283 | 380 | 26,999 | 32,746 | 11,927 |
| Jennings | 8.4 | 1,123 | 921 | 901 | 955 | 1,545 | 1,719 | 972 | 264 | 26,728 | 30,814 | 10,875 |
| Johnson | 32.3 | 2,179 | 1,937 | 2,205 | 2,490 | 5,229 | 7,083 | 7,638 | 3,539 | 39,161 | 45,312 | 16,154 |
| Knox | 15.1 | 2,855 | 1,809 | 1,710 | 1,507 | 2,652 | 2,531 | 1,467 | 569 | 23,902 | 30,765 | 11,701 |
| Kosciusko | 23.8 | 1,780 | 1,659 | 1,896 | 2,095 | 4,675 | 5,805 | 4,337 | 1,553 | 34,562 | 39,259 | 14,072 |
| La Grange | 9.5 | 1,090 | 819 | 961 | 1,158 | 2,165 | 1,944 | 1,083 | 280 | 28,016 | 31,732 | 9,916 |
| Lake | 169.7 | 24,952 | 13,668 | 14,421 | 14,361 | 27,315 | 35,933 | 30,077 | 8,973 | 31,423 | 35,351 | 12,707 |
| La Porte | 38.6 | 4,623 | 3,495 | 3,811 | 3,740 | 6,899 | 8,055 | 6,071 | 1,906 | 30,184 | 37,077 | 13,313 |
| Lawrence | 16.4 | 2,178 | 1,635 | 1,759 | 1,839 | 3,192 | 3,148 | 2,241 | 408 | 27,267 | 31,187 | 11,839 |
| Madison | 49.6 | 7,405 | 5,007 | 5,199 | 4,936 | 8,356 | 9,298 | 7,344 | 2,055 | 27,542 | 32,495 | 12,341 |
| Marion | 323.3 | 37,983 | 26,467 | 29,390 | 30,478 | 56,948 | 65,794 | 53,789 | 22,451 | 31,407 | 37,618 | 15,073 |
| Marshall | 15.5 | 1,516 | 1,301 | 1,503 | 1,724 | 3,372 | 3,269 | 2,220 | 595 | 29,855 | 35,434 | 12,773 |
| Martin | 3.8 | 596 | 388 | 409 | 433 | 695 | 772 | 444 | 63 | 25,968 | 29,842 | 10,800 |
| Miami | 13.4 | 1,650 | 1,433 | 1,637 | 1,642 | 2,626 | 2,455 | 1,607 | 350 | 26,159 | 30,797 | 11,245 |
| Monroe | 40.1 | 7,281 | 4,308 | 4,114 | 3,848 | 7,093 | 6,747 | 4,564 | 2,145 | 25,670 | 33,168 | 12,015 |
| Montgomery | 13.2 | 1,628 | 1,148 | 1,169 | 1,318 | 2,446 | 3,053 | 1,922 | 516 | 30,224 | 34,163 | 13,109 |
| Morgan | 19.7 | 1,590 | 1,387 | 1,618 | 1,685 | 3,262 | 4,713 | 4,087 | 1,358 | 35,900 | 39,538 | 13,835 |
| Newton | 4.8 | 527 | 413 | 431 | 522 | 969 | 1,103 | 637 | 198 | 29,913 | 34,111 | 12,129 |
| Noble | 13.7 | 1,330 | 1,063 | 1,133 | 1,316 | 2,897 | 3,367 | 2,105 | 489 | 31,847 | 34,666 | 12,304 |
| Ohio | 2.0 | 280 | 180 | 182 | 204 | 396 | 435 | 263 | 60 | 28,850 | 31,393 | 11,416 |
| Orange | 6.9 | 1,162 | 834 | 864 | 832 | 1,345 | 1,294 | 468 | 101 | 23,545 | 26,661 | 9,944 |
| Owen | 6.7 | 900 | 668 | 712 | 750 | 1,188 | 1,364 | 879 | 239 | 27,381 | 32,046 | 11,928 |
| Parke | 5.8 | 855 | 560 | 570 | 564 | 1,066 | 1,181 | 751 | 253 | 28,286 | 32,554 | 12,341 |
| Perry | 6.8 | 1,035 | 691 | 661 | 707 | 1,339 | 1,480 | 743 | 144 | 27,195 | 32,121 | 11,496 |
| Pike | 4.9 | 689 | 489 | 506 | 538 | 869 | 921 | 716 | 172 | 27,457 | 31,912 | 12,610 |
| Porter | 45.9 | 3,898 | 3,106 | 3,655 | 3,764 | 7,346 | 11,250 | 9,683 | 3,198 | 36,586 | 40,727 | 14,281 |
| Posey | 9.5 | 1,030 | 731 | 812 | 799 | 1,488 | 2,242 | 1,789 | 609 | 34,281 | 37,208 | 13,648 |
| Pulaski | 4.7 | 657 | 507 | 537 | 526 | 980 | 866 | 472 | 155 | 26,263 | 30,266 | 11,290 |
| Putnam | 10.0 | 1,018 | 874 | 1,021 | 1,119 | 2,028 | 2,201 | 1,354 | 385 | 29,532 | 35,534 | 11,689 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/91 Total Households (Thousands) | Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **INDIANA (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Randolph | 10.3 | 1,502 | 1,134 | 1,143 | 1,137 | 2,165 | 1,939 | 1,081 | 199 | 26,021 | 29,759 | 11,480 |
| Ripley | 8.9 | 1,211 | 896 | 931 | 902 | 1,673 | 1,859 | 1,090 | 338 | 28,032 | 32,726 | 11,650 |
| Rush | 6.5 | 826 | 654 | 714 | 717 | 1,237 | 1,292 | 828 | 232 | 27,537 | 32,346 | 11,680 |
| St. Joseph | 93.3 | 10,983 | 8,453 | 9,092 | 9,133 | 16,592 | 19,142 | 14,316 | 5,589 | 30,211 | 36,503 | 13,650 |
| Scott | 7.7 | 1,378 | 862 | 947 | 915 | 1,297 | 1,486 | 645 | 170 | 23,623 | 27,971 | 10,111 |
| Shelby | 14.8 | 1,362 | 1,138 | 1,304 | 1,379 | 2,668 | 3,481 | 2,629 | 839 | 33,284 | 37,635 | 13,787 |
| Spencer | 7.1 | 1,016 | 639 | 646 | 752 | 1,407 | 1,756 | 708 | 176 | 28,367 | 31,145 | 11,225 |
| Starke | 8.3 | 1,218 | 931 | 945 | 927 | 1,684 | 1,425 | 920 | 250 | 25,723 | 30,017 | 10,739 |
| Steuben | 10.6 | 1,041 | 951 | 1,091 | 1,103 | 2,412 | 2,215 | 1,497 | 290 | 29,470 | 33,088 | 12,350 |
| Sullivan | 7.3 | 1,159 | 854 | 757 | 808 | 1,365 | 1,262 | 931 | 164 | 25,465 | 29,803 | 11,511 |
| Switzerland | 2.9 | 475 | 325 | 345 | 290 | 592 | 546 | 249 | 78 | 25,245 | 28,412 | 10,563 |
| Tippecanoe | 46.3 | 5,848 | 4,106 | 4,254 | 4,413 | 7,834 | 9,076 | 7,374 | 3,395 | 30,479 | 38,217 | 13,374 |
| Tipton | 6.0 | 537 | 545 | 568 | 555 | 1,040 | 1,286 | 1,108 | 361 | 32,649 | 37,099 | 13,740 |
| Union | 2.6 | 328 | 265 | 294 | 332 | 561 | 523 | 230 | 67 | 26,261 | 29,707 | 11,034 |
| Vanderburgh | 66.9 | 10,264 | 6,483 | 6,717 | 6,585 | 11,387 | 12,620 | 9,189 | 3,655 | 27,844 | 34,287 | 13,893 |
| Vermillion | 6.6 | 1,007 | 773 | 741 | 633 | 1,022 | 1,201 | 920 | 303 | 26,359 | 32,238 | 12,741 |
| Vigo | 39.4 | 6,765 | 4,203 | 4,121 | 4,069 | 6,824 | 7,122 | 4,562 | 1,734 | 25,754 | 33,545 | 12,563 |
| Wabash | 12.7 | 1,620 | 1,321 | 1,331 | 1,428 | 2,655 | 2,604 | 1,401 | 340 | 27,282 | 31,917 | 11,451 |
| Warren | 3.0 | 365 | 318 | 333 | 362 | 645 | 596 | 300 | 81 | 26,768 | 30,334 | 11,098 |
| Warrick | 16.2 | 1,485 | 1,186 | 1,554 | 1,410 | 2,932 | 3,848 | 2,907 | 878 | 33,417 | 37,798 | 13,340 |
| Washington | 8.8 | 1,446 | 997 | 1,117 | 1,058 | 1,534 | 1,665 | 784 | 199 | 23,970 | 28,097 | 10,217 |
| Wayne | 27.5 | 4,614 | 2,867 | 3,068 | 3,164 | 5,091 | 4,758 | 2,940 | 998 | 25,065 | 30,784 | 11,774 |
| Wells | 9.7 | 852 | 764 | 891 | 919 | 1,849 | 2,508 | 1,495 | 422 | 32,700 | 35,499 | 12,994 |
| White | 9.0 | 1,072 | 839 | 941 | 1,002 | 1,910 | 1,792 | 1,167 | 277 | 28,210 | 32,381 | 12,401 |
| Whitley | 10.3 | 996 | 844 | 1,018 | 1,055 | 2,167 | 2,367 | 1,577 | 276 | 30,757 | 33,793 | 12,299 |
| **TOTAL METRO COUNTIES** | **1,436.6** | **171,084** | **118,021** | **128,235** | **131,375** | **246,740** | **299,764** | **245,886** | **95,495** | **31,796** | **37,633** | **14,100** |
| **TOTAL STATE** | **2,084.6** | **255,386** | **181,001** | **195,540** | **200,066** | **371,518** | **432,442** | **330,016** | **118,631** | **30,516** | **36,113** | **13,456** |
| **IOWA** | | | | | | | | | | | | |
| **CEDAR RAPIDS** | **66.2** | **6,159** | **4,641** | **5,032** | **5,393** | **10,990** | **15,285** | **13,819** | **4,881** | **35,801** | **41,225** | **16,006** |
| Linn | 66.2 | 6,159 | 4,641 | 5,032 | 5,393 | 10,990 | 15,285 | 13,819 | 4,881 | 35,801 | 41,225 | 16,006 |
| **DAVENPORT - ROCK ISLAND - MOLINE** | **134.8** | **17,183** | **11,825** | **12,570** | **12,539** | **22,397** | **26,921** | **23,141** | **8,224** | **30,815** | **36,230** | **14,094** |
| Scott | 57.2 | 7,071 | 4,736 | 5,224 | 5,264 | 9,352 | 11,807 | 10,264 | 3,482 | 31,790 | 36,691 | 13,973 |
| *Henry, Ill.* | *19.2* | *2,342* | *1,889* | *2,039* | *1,973* | *3,490* | *3,775* | *2,803* | *889* | *28,689* | *34,062* | *13,028* |
| *Rock Island, Ill.* | *58.4* | *7,770* | *5,200* | *5,307* | *5,302* | *9,555* | *11,339* | *10,074* | *3,853* | *30,621* | *36,490* | *14,586* |
| **DES MOINES** | **156.4** | **14,221** | **11,220** | **12,213** | **13,298** | **27,005** | **34,474** | **30,281** | **13,688** | **35,095** | **41,348** | **16,115** |
| Dallas | 11.5 | 1,264 | 1,091 | 1,100 | 1,193 | 2,108 | 2,488 | 1,669 | 587 | 29,893 | 35,244 | 13,377 |
| Polk | 132.0 | 11,850 | 9,249 | 10,126 | 11,070 | 22,672 | 28,707 | 25,835 | 12,491 | 35,481 | 42,147 | 16,647 |
| Warren | 12.9 | 1,107 | 880 | 987 | 1,035 | 2,225 | 3,279 | 2,777 | 610 | 35,950 | 38,614 | 13,536 |
| **DUBUQUE** | **30.7** | **3,340** | **2,652** | **2,924** | **2,952** | **5,556** | **6,603** | **4,969** | **1,704** | **31,311** | **36,971** | **13,198** |
| Dubuque | 30.7 | 3,340 | 2,652 | 2,924 | 2,952 | 5,556 | 6,603 | 4,969 | 1,704 | 31,311 | 36,971 | 13,198 |
| **IOWA CITY** | **36.8** | **4,510** | **3,155** | **3,163** | **3,046** | **5,852** | **6,656** | **6,510** | **3,908** | **32,628** | **41,461** | **15,553** |
| Johnson | 36.8 | 4,510 | 3,155 | 3,163 | 3,046 | 5,852 | 6,656 | 6,510 | 3,908 | 32,628 | 41,461 | 15,553 |
| **SIOUX CITY** | **43.2** | **5,584** | **4,142** | **4,207** | **4,265** | **7,645** | **8,803** | **6,239** | **2,315** | **29,298** | **35,600** | **13,292** |
| Woodbury | 37.2 | 4,869 | 3,602 | 3,716 | 3,734 | 6,506 | 7,505 | 5,226 | 2,042 | 28,970 | 35,647 | 13,408 |
| *Dakota, Neb.* | *6.0* | *715* | *540* | *491* | *531* | *1,139* | *1,298* | *1,013* | *273* | *31,259* | *35,303* | *12,608* |
| **WATERLOO - CEDAR FALLS** | **54.6** | **7,707** | **5,487** | **5,236** | **5,076** | **8,914** | **10,450** | **8,971** | **2,759** | **29,065** | **34,766** | **13,073** |
| Black Hawk | 46.3 | 6,791 | 4,716 | 4,427 | 4,310 | 7,453 | 8,661 | 7,595 | 2,347 | 28,656 | 34,653 | 13,087 |
| Bremer | 8.3 | 916 | 771 | 809 | 766 | 1,461 | 1,789 | 1,376 | 412 | 31,274 | 35,395 | 12,999 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Adair | 3.4 | 493 | 372 | 379 | 390 | 657 | 666 | 349 | 94 | 25,929 | 30,093 | 12,327 |
| Adams | 2.0 | 348 | 262 | 224 | 218 | 414 | 370 | 112 | 52 | 23,807 | 27,448 | 11,436 |
| Allamakee | 5.2 | 920 | 600 | 627 | 601 | 892 | 893 | 487 | 180 | 23,768 | 29,105 | 10,967 |
| Appanoose | 5.6 | 1,156 | 783 | 734 | 603 | 844 | 777 | 540 | 163 | 21,053 | 26,881 | 10,988 |
| Audubon | 2.9 | 388 | 327 | 341 | 339 | 551 | 555 | 260 | 139 | 2[illegible],907 | 32,430 | 13,246 |
| Benton | 8.6 | 1,087 | 797 | 782 | 842 | 1,571 | 1,879 | 1,291 | 351 | 29,670 | 33,283 | 12,665 |
| Black Hawk | 46.3 | 6,791 | 4,716 | 4,427 | 4,310 | 7,453 | 8,661 | 7,595 | 2,347 | 28,656 | 34,653 | 13,087 |
| Boone | 9.8 | 1,151 | 988 | 948 | 986 | 1,898 | 2,102 | 1,380 | 347 | 29,082 | 33,382 | 13,034 |
| Bremer | 8.3 | 916 | 771 | 809 | 766 | 1,461 | 1,789 | 1,376 | 412 | 31,274 | 35,395 | 12,999 |
| Buchanan | 7.5 | 1,040 | 790 | 763 | 737 | 1,319 | 1,468 | 1,018 | 365 | 27,916 | 34,355 | 12,388 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Households by E B I Group | | | | | | | | Median Household E B I | Average Household E B I | Per Capita E B I |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | | | |
| **IOWA (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Buena Vista | 7.5 | 930 | 737 | 855 | 894 | 1,749 | 1,468 | 587 | 280 | 26,776 | 31,253 | 11,779 |
| Butler | 6.0 | 758 | 627 | 670 | 664 | 1,189 | 1,200 | 668 | 224 | 27,255 | 31,810 | 12,314 |
| Calhoun | 4.6 | 742 | 526 | 487 | 551 | 1,006 | 720 | 411 | 157 | 24,945 | 29,773 | 12,014 |
| Carroll | 8.0 | 1,048 | 844 | 813 | 817 | 1,611 | 1,622 | 914 | 331 | 27,876 | 33,476 | 12,514 |
| Cass | 6.1 | 917 | 697 | 744 | 762 | 1,198 | 1,039 | 582 | 161 | 24,540 | 29,168 | 11,941 |
| Cedar | 6.7 | 712 | 588 | 607 | 616 | 1,327 | 1,564 | 994 | 292 | 31,206 | 34,367 | 13,310 |
| Cerro Gordo | 19.1 | 2,383 | 1,819 | 1,982 | 2,099 | 3,540 | 3,999 | 2,512 | 766 | 28,452 | 33,123 | 13,547 |
| Cherokee | 5.4 | 775 | 582 | 571 | 608 | 1,114 | 956 | 605 | 189 | 26,421 | 30,979 | 12,122 |
| Chickasaw | 5.0 | 646 | 468 | 551 | 578 | 1,050 | 1,002 | 533 | 172 | 27,490 | 31,576 | 12,145 |
| Clarke | 3.3 | 497 | 428 | 440 | 394 | 625 | 473 | 335 | 108 | 23,617 | 28,972 | 11,382 |
| Clay | 7.0 | 871 | 710 | 749 | 694 | 1,316 | 1,550 | 816 | 294 | 28,684 | 34,265 | 13,864 |
| Clayton | 7.2 | 1,079 | 781 | 747 | 844 | 1,385 | 1,338 | 786 | 240 | 25,930 | 30,309 | 11,546 |
| Clinton | 19.7 | 2,538 | 1,934 | 1,945 | 2,036 | 3,571 | 4,175 | 2,859 | 642 | 28,484 | 32,853 | 12,765 |
| Crawford | 6.4 | 946 | 689 | 686 | 774 | 1,416 | 1,097 | 631 | 161 | 25,652 | 29,158 | 11,174 |
| Dallas | 11.5 | 1,264 | 1,091 | 1,100 | 1,193 | 2,108 | 2,488 | 1,669 | 587 | 29,893 | 35,244 | 13,377 |
| Davis | 3.1 | 452 | 353 | 395 | 400 | 614 | 503 | 319 | 64 | 24,375 | 31,051 | 11,739 |
| Decatur | 3.1 | 689 | 437 | 356 | 360 | 490 | 489 | 215 | 64 | 20,944 | 25,812 | 9,879 |
| Delaware | 6.5 | 949 | 577 | 621 | 644 | 1,376 | 1,307 | 735 | 291 | 28,152 | 34,189 | 12,278 |
| Des Moines | 16.9 | 2,085 | 1,658 | 1,566 | 1,597 | 3,072 | 3,641 | 2,586 | 695 | 29,846 | 33,839 | 13,424 |
| Dickinson | 6.3 | 682 | 569 | 598 | 668 | 1,263 | 1,304 | 732 | 484 | 29,710 | 36,862 | 15,482 |
| Dubuque | 30.7 | 3,340 | 2,652 | 2,924 | 2,952 | 5,556 | 6,603 | 4,969 | 1,704 | 31,311 | 36,971 | 13,198 |
| Emmet | 4.4 | 622 | 465 | 479 | 486 | 938 | 761 | 489 | 160 | 26,474 | 30,824 | 11,897 |
| Fayette | 8.3 | 1,373 | 1,022 | 989 | 925 | 1,557 | 1,462 | 728 | 244 | 24,140 | 28,793 | 11,116 |
| Floyd | 6.7 | 1,096 | 706 | 629 | 699 | 1,365 | 1,266 | 698 | 241 | 26,534 | 31,398 | 12,522 |
| Franklin | 4.5 | 711 | 504 | 422 | 504 | 1,016 | 736 | 441 | 166 | 25,975 | 30,742 | 12,463 |
| Fremont | 3.2 | 525 | 368 | 371 | 355 | 661 | 621 | 228 | 71 | 24,732 | 28,610 | 11,165 |
| Greene | 4.1 | 585 | 438 | 439 | 495 | 863 | 787 | 359 | 134 | 25,971 | 29,577 | 12,374 |
| Grundy | 4.7 | 536 | 422 | 454 | 484 | 918 | 1,065 | 614 | 207 | 29,871 | 35,352 | 14,081 |
| Guthrie | 4.4 | 609 | 455 | 445 | 488 | 943 | 805 | 464 | 191 | 27,018 | 31,300 | 12,752 |
| Hamilton | 6.3 | 707 | 561 | 647 | 665 | 1,192 | 1,548 | 752 | 228 | 29,680 | 33,190 | 13,151 |
| Hancock | 4.9 | 546 | 427 | 504 | 559 | 1,114 | 1,106 | 509 | 135 | 28,736 | 32,115 | 12,489 |
| Hardin | 7.4 | 928 | 725 | 785 | 809 | 1,537 | 1,435 | 902 | 279 | 27,779 | 32,570 | 13,028 |
| Harrison | 5.6 | 966 | 682 | 579 | 622 | 1,127 | 948 | 520 | 156 | 24,606 | 28,600 | 10,895 |
| Henry | 7.2 | 867 | 685 | 732 | 773 | 1,388 | 1,586 | 931 | 238 | 28,620 | 34,244 | 12,644 |
| Howard | 3.8 | 631 | 413 | 417 | 445 | 852 | 670 | 275 | 97 | 24,932 | 28,286 | 11,197 |
| Humboldt | 4.3 | 408 | 409 | 509 | 484 | 911 | 897 | 459 | 223 | 28,695 | 33,928 | 13,894 |
| Ida | 3.2 | 466 | 337 | 335 | 355 | 639 | 562 | 380 | 126 | 26,533 | 31,908 | 12,302 |
| Iowa | 5.7 | 637 | 476 | 497 | 570 | 1,174 | 1,319 | 774 | 253 | 30,532 | 34,897 | 13,718 |
| Jackson | 7.5 | 1,165 | 753 | 718 | 734 | 1,378 | 1,399 | 1,058 | 295 | 27,635 | 32,552 | 12,330 |
| Jasper | 13.8 | 1,325 | 1,184 | 1,353 | 1,336 | 2,628 | 3,194 | 2,193 | 587 | 31,573 | 35,157 | 13,744 |
| Jefferson | 6.4 | 1,077 | 685 | 711 | 708 | 1,115 | 1,263 | 628 | 213 | 25,170 | 32,500 | 12,530 |
| Johnson | 36.8 | 4,510 | 3,155 | 3,163 | 3,046 | 5,852 | 6,656 | 6,510 | 3,908 | 32,628 | 41,461 | 15,553 |
| Jones | 7.1 | 868 | 649 | 738 | 792 | 1,439 | 1,487 | 823 | 304 | 28,349 | 33,341 | 12,865 |
| Keokuk | 4.5 | 629 | 464 | 494 | 526 | 883 | 927 | 444 | 133 | 26,460 | 30,115 | 11,784 |
| Kossuth | 7.1 | 958 | 773 | 799 | 867 | 1,620 | 1,303 | 549 | 231 | 25,870 | 30,495 | 11,896 |
| Lee | 14.8 | 2,309 | 1,574 | 1,446 | 1,505 | 2,722 | 2,903 | 1,890 | 451 | 26,883 | 31,422 | 12,079 |
| Linn | 66.2 | 6,159 | 4,641 | 5,032 | 5,393 | 10,990 | 15,285 | 13,819 | 4,881 | 35,801 | 41,225 | 16,006 |
| Louisa | 4.3 | 451 | 363 | 403 | 388 | 774 | 953 | 732 | 236 | 32,064 | 36,682 | 13,482 |
| Lucas | 3.7 | 662 | 454 | 423 | 371 | 655 | 669 | 395 | 71 | 24,191 | 28,923 | 11,891 |
| Lyon | 4.3 | 562 | 491 | 530 | 481 | 985 | 738 | 383 | 130 | 25,827 | 29,714 | 10,737 |
| Madison | 4.8 | 511 | 442 | 457 | 427 | 874 | 1,087 | 757 | 245 | 31,677 | 34,980 | 13,221 |
| Mahaska | 8.4 | 1,167 | 880 | 858 | 862 | 1,676 | 1,676 | 966 | 315 | 27,508 | 31,892 | 12,345 |
| Marion | 11.1 | 1,252 | 865 | 963 | 1,034 | 2,360 | 2,479 | 1,644 | 503 | 31,194 | 36,000 | 13,102 |
| Marshall | 14.8 | 1,452 | 1,265 | 1,312 | 1,410 | 2,729 | 3,211 | 2,595 | 826 | 32,002 | 37,311 | 14,570 |
| Mills | 4.7 | 480 | 414 | 466 | 490 | 843 | 1,092 | 731 | 184 | 30,545 | 34,644 | 12,335 |
| Mitchell | 4.2 | 522 | 413 | 397 | 410 | 871 | 929 | 502 | 156 | 29,031 | 32,981 | 12,708 |
| Monona | 4.0 | 688 | 499 | 454 | 464 | 814 | 638 | 288 | 155 | 23,868 | 28,953 | 11,818 |
| Monroe | 3.2 | 529 | 393 | 395 | 363 | 628 | 471 | 315 | 106 | 23,898 | 28,593 | 11,296 |
| Montgomery | 4.9 | 692 | 577 | 579 | 523 | 1,008 | 962 | 405 | 154 | 25,726 | 30,023 | 12,362 |
| Muscatine | 15.0 | 1,704 | 1,214 | 1,237 | 1,312 | 2,669 | 3,581 | 2,560 | 723 | 32,612 | 36,900 | 13,735 |
| O'Brien | 5.9 | 771 | 619 | 619 | 683 | 1,194 | 1,209 | 598 | 207 | 26,943 | 31,603 | 12,267 |
| Osceola | 2.8 | 312 | 305 | 326 | 299 | 518 | 561 | 325 | 154 | 27,607 | 33,939 | 13,198 |
| Page | 6.6 | 1,024 | 733 | 629 | 655 | 1,283 | 1,183 | 853 | 240 | 26,837 | 32,185 | 12,796 |
| Palo Alto | 4.0 | 527 | 435 | 483 | 481 | 783 | 730 | 397 | 164 | 25,881 | 31,965 | 12,413 |
| Plymouth- | 8.5 | 975 | 728 | 777 | 795 | 1,714 | 1,847 | 1,264 | 400 | 30,693 | 35,369 | 12,685 |
| Pocahontas | 3.8 | 494 | 408 | 417 | 426 | 786 | 754 | 372 | 143 | 26,806 | 31,539 | 12,887 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/91 Total Households (Thousands) | Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **IOWA (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Polk | 132.0 | 11,850 | 9,249 | 10,126 | 11,070 | 22,672 | 28,707 | 25,835 | 12,491 | 35,481 | 42,147 | 16,647 |
| ☐ Pottawattamie | 31.3 | 3,631 | 2,613 | 2,880 | 3,187 | 6,301 | 6,780 | 4,484 | 1,424 | 30,202 | 34,117 | 12,928 |
| Poweshiek | 7.3 | 846 | 653 | 704 | 722 | 1,446 | 1,561 | 1,005 | 363 | 29,966 | 35,714 | 13,508 |
| Ringgold | 2.2 | 412 | 293 | 249 | 239 | 470 | 354 | 137 | 46 | 23,054 | 26,373 | 10,947 |
| Sac | 4.9 | 588 | 472 | 545 | 577 | 1,019 | 891 | 583 | 225 | 27,557 | 32,783 | 13,276 |
| Scott | 57.2 | 7,071 | 4,736 | 5,224 | 5,264 | 9,352 | 11,807 | 10,264 | 3,482 | 31,790 | 36,691 | 13,973 |
| Shelby | 5.0 | 595 | 479 | 605 | 647 | 1,056 | 898 | 509 | 211 | 26,467 | 31,874 | 12,165 |
| Sioux | 10.0 | 1,049 | 930 | 1,076 | 1,172 | 2,237 | 2,110 | 1,072 | 354 | 28,272 | 33,283 | 11,057 |
| Story | 26.1 | 3,406 | 2,356 | 2,442 | 2,377 | 4,254 | 4,987 | 4,294 | 1,984 | 30,692 | 37,697 | 13,189 |
| Tama | 6.7 | 849 | 643 | 682 | 723 | 1,385 | 1,365 | 758 | 295 | 28,124 | 32,748 | 12,756 |
| Taylor | 2.8 | 549 | 348 | 297 | 328 | 537 | 474 | 231 | 36 | 23,140 | 26,195 | 10,478 |
| Union | 5.2 | 909 | 614 | 525 | 556 | 1,088 | 812 | 577 | 119 | 24,964 | 28,374 | 11,618 |
| Van Buren | 3.0 | 522 | 380 | 403 | 400 | 567 | 451 | 227 | 50 | 22,437 | 26,210 | 10,346 |
| Wapello | 14.3 | 2,358 | 1,680 | 1,637 | 1,581 | 2,430 | 2,477 | 1,602 | 535 | 24,665 | 30,212 | 12,344 |
| Warren | 12.9 | 1,107 | 880 | 987 | 1,035 | 2,225 | 3,279 | 2,777 | 610 | 35,950 | 38,614 | 13,536 |
| Washington | 7.5 | 807 | 703 | 785 | 881 | 1,656 | 1,648 | 795 | 225 | 28,164 | 31,758 | 12,091 |
| Wayne | 2.9 | 587 | 396 | 363 | 348 | 508 | 384 | 233 | 81 | 21,494 | 25,775 | 10,833 |
| Webster | 15.9 | 2,062 | 1,612 | 1,689 | 1,717 | 3,087 | 3,213 | 1,902 | 618 | 27,724 | 32,726 | 13,008 |
| Winnebago | 4.7 | 670 | 489 | 510 | 546 | 967 | 962 | 438 | 118 | 26,264 | 30,217 | 11,835 |
| Winneshiek | 7.2 | 1,077 | 660 | 743 | 745 | 1,409 | 1,375 | 842 | 349 | 27,648 | 33,547 | 11,447 |
| Woodbury | 37.2 | 4,869 | 3,602 | 3,716 | 3,734 | 6,506 | 7,505 | 5,226 | 2,042 | 28,970 | 35,647 | 13,408 |
| Worth | 3.2 | 479 | 332 | 381 | 412 | 630 | 592 | 265 | 109 | 24,951 | 29,602 | 12,144 |
| Wright | 5.8 | 810 | 662 | 629 | 623 | 1,192 | 1,172 | 519 | 193 | 26,403 | 30,310 | 12,557 |
| **TOTAL METRO COUNTIES** | **470.4** | **51,508** | **38,106** | **40,388** | **41,950** | **80,476** | **99,560** | **84,524** | **33,888** | **32,825** | **38,792** | **14,802** |
| **TOTAL STATE** | **1,066.9** | **131,684** | **98,426** | **102,051** | **105,320** | **196,616** | **218,263** | **156,960** | **57,580** | **29,690** | **35,320** | **13,564** |
| **KANSAS** | | | | | | | | | | | | |
| **KANSAS CITY** | **618.5** | **63,573** | **43,207** | **47,483** | **51,345** | **101,661** | **129,030** | **121,799** | **60,402** | **35,208** | **41,915** | **16,130** |
| Johnson | 146.3 | 6,439 | 5,388 | 6,940 | 8,877 | 20,527 | 29,925 | 39,305 | 28,899 | 47,405 | 56,096 | 21,608 |
| Leavenworth | 20.6 | 1,805 | 1,255 | 1,388 | 1,575 | 3,454 | 4,934 | 4,625 | 1,564 | 37,313 | 47,070 | 14,537 |
| Miami | 8.7 | 931 | 757 | 725 | 770 | 1,525 | 1,885 | 1,586 | 521 | 32,548 | 37,938 | 13,639 |
| Wyandotte | 61.0 | 10,573 | 6,385 | 6,142 | 6,395 | 11,402 | 11,360 | 7,141 | 1,602 | 25,821 | 29,527 | 11,201 |
| *Cass, Mo.* | *23.9* | *2,076* | *1,772* | *1,913* | *2,114* | *4,267* | *5,701* | *4,467* | *1,590* | *34,538* | *38,739* | *13,902* |
| *Clay, Mo.* | *60.4* | *4,246* | *3,831* | *4,742* | *5,282* | *10,812* | *14,456* | *12,480* | *4,551* | *36,229* | *40,881* | *15,717* |
| *Jackson, Mo.* | *254.3* | *33,609* | *20,727* | *22,169* | *22,572* | *42,059* | *51,271* | *43,592* | *18,301* | *31,615* | *37,381* | *14,914* |
| *Lafayette, Mo.* | *11.9* | *1,541* | *1,176* | *1,245* | *1,287* | *2,321* | *2,321* | *1,543* | *466* | *27,773* | *32,972* | *12,456* |
| *Platte, Mo.* | *23.2* | *1,333* | *1,180* | *1,516* | *1,726* | *3,758* | *5,360* | *5,725* | *2,602* | *40,692* | *45,097* | *17,236* |
| *Ray, Mo.* | *8.2* | *1,020* | *736* | *703* | *747* | *1,536* | *1,817* | *1,335* | *306* | *30,776* | *33,804* | *12,375* |
| **LAWRENCE** | **31.1** | **5,646** | **3,194** | **2,762** | **2,540** | **4,649** | **5,624** | **4,702** | **1,983** | **28,004** | **34,936** | **12,858** |
| Douglas | 31.1 | 5,646 | 3,194 | 2,762 | 2,540 | 4,649 | 5,624 | 4,702 | 1,983 | 28,004 | 34,936 | 12,858 |
| **TOPEKA** | **64.8** | **6,545** | **4,889** | **5,650** | **5,951** | **11,443** | **13,510** | **12,130** | **4,682** | **33,182** | **38,551** | **15,298** |
| Shawnee | 64.8 | 6,545 | 4,889 | 5,650 | 5,951 | 11,443 | 13,510 | 12,130 | 4,682 | 33,182 | 38,551 | 15,298 |
| **WICHITA** | **179.0** | **19,674** | **13,415** | **14,953** | **15,785** | **30,621** | **37,873** | **33,190** | **13,489** | **33,362** | **39,688** | **15,297** |
| Butler | 19.0 | 2,225 | 1,469 | 1,563 | 1,786 | 3,415 | 4,358 | 3,234 | 950 | 32,066 | 36,551 | 13,330 |
| Sedgwick | 160.0 | 17,449 | 11,946 | 13,390 | 13,999 | 27,206 | 33,515 | 29,956 | 12,539 | 33,519 | 40,060 | 15,546 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Allen | 5.5 | 1,070 | 671 | 626 | 618 | 1,026 | 865 | 492 | 132 | 23,098 | 27,093 | 10,494 |
| Anderson | 3.0 | 531 | 392 | 363 | 341 | 624 | 443 | 248 | 58 | 23,138 | 27,050 | 10,678 |
| Atchison | 6.1 | 1,011 | 686 | 679 | 708 | 1,235 | 983 | 590 | 208 | 24,760 | 29,808 | 10,823 |
| Barber | 2.2 | 389 | 308 | 285 | 238 | 382 | 363 | 186 | 49 | 22,479 | 27,233 | 10,699 |
| Barton | 11.1 | 1,541 | 1,219 | 1,256 | 1,305 | 2,094 | 2,214 | 1,130 | 341 | 25,946 | 31,042 | 12,262 |
| Bourbon | 5.8 | 1,014 | 699 | 612 | 535 | 1,042 | 974 | 694 | 230 | 25,386 | 30,484 | 12,028 |
| Brown | 4.3 | 789 | 513 | 522 | 524 | 793 | 672 | 345 | 142 | 23,110 | 28,508 | 11,144 |
| Butler | 19.0 | 2,225 | 1,469 | 1,563 | 1,786 | 3,415 | 4,358 | 3,234 | 950 | 32,066 | 36,551 | 13,330 |
| Chase | 1.2 | 189 | 149 | 135 | 127 | 214 | 203 | 140 | 43 | 25,000 | 30,500 | 12,200 |
| Chautauqua | 1.8 | 396 | 244 | 223 | 233 | 349 | 202 | 105 | 48 | 20,794 | 24,779 | 10,620 |
| Cherokee | 8.4 | 1,939 | 1,135 | 1,017 | 1,021 | 1,445 | 1,141 | 557 | 145 | 20,534 | 25,601 | 10,144 |
| Cheyenne | 1.4 | 235 | 178 | 159 | 152 | 268 | 240 | 144 | 24 | 24,210 | 28,150 | 12,713 |
| Clark | 1.0 | 131 | 107 | 111 | 122 | 204 | 209 | 77 | 39 | 26,198 | 30,050 | 13,065 |
| Clay | 3.6 | 595 | 491 | 432 | 442 | 767 | 448 | 316 | 109 | 23,190 | 29,494 | 11,798 |
| Cloud | 4.3 | 707 | 493 | 537 | 490 | 848 | 698 | 427 | 100 | 24,214 | 29,778 | 11,967 |
| Coffey | 3.3 | 484 | 337 | 305 | 336 | 635 | 656 | 430 | 117 | 27,797 | 31,934 | 12,852 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Households by E B I Group | | | | | | | | Median Household E B I | Average Household E B I | Per Capita E B I |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | | | |
| **KANSAS (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Comanche | .9 | 178 | 118 | 119 | 116 | 159 | 108 | 68 | 34 | 21,508 | 27,104 | 10,606 |
| Cowley | 14.0 | 1,925 | 1,379 | 1,435 | 1,436 | 2,359 | 3,003 | 1,850 | 613 | 28,332 | 33,484 | 12,704 |
| Crawford | 14.4 | 2,896 | 1,812 | 1,585 | 1,398 | 2,439 | 2,299 | 1,403 | 568 | 23,244 | 29,136 | 11,988 |
| Decatur | 1.6 | 305 | 208 | 187 | 160 | 281 | 270 | 141 | 48 | 23,125 | 28,410 | 11,655 |
| Dickinson | 7.6 | 1,045 | 844 | 913 | 865 | 1,348 | 1,382 | 977 | 226 | 25,902 | 31,385 | 12,554 |
| Doniphan | 3.1 | 590 | 410 | 326 | 328 | 730 | 429 | 235 | 52 | 23,414 | 26,328 | 10,076 |
| Douglas | 31.1 | 5,646 | 3,194 | 2,762 | 2,540 | 4,649 | 5,624 | 4,702 | 1,983 | 28,004 | 34,936 | 12,858 |
| Edwards | 1.6 | 230 | 180 | 198 | 220 | 320 | 257 | 132 | 63 | 24,363 | 30,490 | 13,185 |
| Elk | 1.4 | 355 | 215 | 158 | 108 | 259 | 202 | 69 | 34 | 19,114 | 24,963 | 10,921 |
| Ellis | 10.0 | 1,791 | 1,125 | 1,053 | 938 | 1,517 | 1,769 | 1,333 | 474 | 25,599 | 32,536 | 12,709 |
| Ellsworth | 2.5 | 440 | 320 | 312 | 254 | 406 | 484 | 207 | 77 | 23,504 | 29,112 | 11,027 |
| Finney | 11.1 | 1,180 | 838 | 1,124 | 1,293 | 2,388 | 2,356 | 1,346 | 575 | 29,400 | 34,660 | 11,383 |
| Ford | 9.9 | 1,275 | 926 | 1,107 | 1,153 | 1,738 | 2,036 | 1,265 | 400 | 27,568 | 32,823 | 11,774 |
| Franklin | 8.3 | 1,248 | 946 | 887 | 808 | 1,662 | 1,620 | 884 | 245 | 26,526 | 31,166 | 11,758 |
| Geary | 10.6 | 1,265 | 1,126 | 1,409 | 1,339 | 2,109 | 1,859 | 1,093 | 400 | 25,677 | 32,086 | 11,299 |
| Gove | 1.3 | 207 | 119 | 131 | 146 | 273 | 264 | 109 | 51 | 26,715 | 30,505 | 12,793 |
| Graham | 1.4 | 269 | 166 | 151 | 139 | 288 | 199 | 138 | 50 | 24,100 | 29,685 | 12,223 |
| Grant | 2.4 | 293 | 166 | 185 | 204 | 371 | 643 | 402 | 136 | 34,520 | 36,027 | 12,009 |
| Gray | 1.9 | 195 | 168 | 197 | 216 | 430 | 370 | 218 | 106 | 28,832 | 35,167 | 12,374 |
| Greeley | .7 | 111 | 58 | 76 | 83 | 137 | 138 | 67 | 30 | 26,833 | 31,859 | 12,389 |
| Greenwood | 3.1 | 583 | 420 | 360 | 357 | 523 | 485 | 277 | 95 | 22,619 | 28,555 | 11,803 |
| Hamilton | .9 | 144 | 99 | 90 | 101 | 163 | 154 | 109 | 40 | 25,879 | 31,888 | 13,045 |
| Harper | 2.9 | 528 | 319 | 332 | 345 | 536 | 542 | 227 | 71 | 23,927 | 27,774 | 11,845 |
| Harvey | 11.6 | 1,331 | 994 | 1,128 | 1,232 | 2,231 | 2,558 | 1,650 | 476 | 29,753 | 35,653 | 13,384 |
| Haskell | 1.4 | 167 | 99 | 140 | 200 | 301 | 300 | 160 | 33 | 27,993 | 31,274 | 11,226 |
| Hodgeman | .8 | 84 | 80 | 80 | 94 | 172 | 195 | 78 | 17 | 28,229 | 31,119 | 11,316 |
| Jackson | 4.3 | 636 | 434 | 396 | 392 | 748 | 868 | 678 | 148 | 28,956 | 32,771 | 12,253 |
| Jefferson | 6.0 | 653 | 567 | 576 | 514 | 1,154 | 1,431 | 858 | 247 | 30,972 | 34,781 | 12,803 |
| Jewell | 1.6 | 297 | 194 | 207 | 213 | 302 | 242 | 107 | 38 | 22,394 | 26,089 | 10,703 |
| Johnson | 146.3 | 6,439 | 5,388 | 6,940 | 8,877 | 20,527 | 29,925 | 39,305 | 28,899 | 47,405 | 56,096 | 21,608 |
| Kearny | 1.4 | 114 | 120 | 121 | 138 | 291 | 346 | 208 | 62 | 32,063 | 35,723 | 12,198 |
| Kingman | 3.1 | 509 | 347 | 347 | 353 | 559 | 519 | 359 | 107 | 24,915 | 29,882 | 11,436 |
| Kiowa | 1.4 | 214 | 155 | 152 | 157 | 271 | 281 | 136 | 34 | 25,753 | 29,796 | 11,918 |
| Labette | 9.2 | 1,624 | 1,125 | 1,107 | 1,026 | 1,620 | 1,544 | 907 | 247 | 23,625 | 28,607 | 11,295 |
| Lane | 1.0 | 136 | 82 | 79 | 108 | 197 | 202 | 136 | 60 | 29,025 | 34,912 | 14,547 |
| Leavenworth | 20.6 | 1,805 | 1,255 | 1,388 | 1,575 | 3,454 | 4,934 | 4,625 | 1,564 | 37,313 | 47,070 | 14,537 |
| Lincoln | 1.5 | 299 | 213 | 187 | 140 | 258 | 266 | 113 | 24 | 21,821 | 26,080 | 11,177 |
| Linn | 3.2 | 542 | 392 | 337 | 357 | 620 | 538 | 296 | 118 | 24,608 | 31,190 | 11,882 |
| Logan | 1.2 | 175 | 127 | 163 | 173 | 212 | 192 | 117 | 41 | 23,901 | 29,016 | 12,007 |
| Lyon | 13.0 | 2,143 | 1,406 | 1,327 | 1,322 | 2,335 | 2,660 | 1,408 | 399 | 26,201 | 31,332 | 11,738 |
| McPherson | 10.2 | 994 | 897 | 935 | 954 | 1,860 | 2,292 | 1,671 | 597 | 31,980 | 36,753 | 13,833 |
| Marion | 4.9 | 805 | 551 | 593 | 608 | 952 | 834 | 437 | 120 | 24,120 | 28,812 | 11,116 |
| Marshall | 4.6 | 830 | 605 | 555 | 533 | 900 | 621 | 457 | 99 | 22,908 | 27,584 | 11,034 |
| Meade | 1.6 | 208 | 164 | 195 | 201 | 314 | 324 | 154 | 40 | 25,981 | 29,719 | 11,598 |
| Miami | 8.7 | 931 | 757 | 725 | 770 | 1,525 | 1,885 | 1,586 | 521 | 32,548 | 37,938 | 13,639 |
| Mitchell | 2.8 | 434 | 313 | 312 | 339 | 592 | 492 | 251 | 67 | 25,030 | 29,348 | 11,739 |
| Montgomery | 15.5 | 2,773 | 1,890 | 1,799 | 1,635 | 2,536 | 2,707 | 1,730 | 430 | 23,939 | 29,504 | 11,940 |
| Morris | 2.5 | 383 | 315 | 318 | 286 | 408 | 409 | 290 | 91 | 24,091 | 29,688 | 11,781 |
| Morton | 1.3 | 160 | 127 | 141 | 114 | 226 | 232 | 197 | 103 | 29,615 | 37,911 | 14,081 |
| Nemaha | 4.0 | 686 | 488 | 447 | 420 | 851 | 604 | 367 | 137 | 24,512 | 29,556 | 11,478 |
| Neosho | 6.6 | 1,156 | 766 | 761 | 702 | 1,296 | 1,123 | 658 | 138 | 24,394 | 27,891 | 11,156 |
| Ness | 1.7 | 254 | 174 | 169 | 159 | 364 | 345 | 163 | 72 | 27,611 | 30,705 | 13,384 |
| Norton | 2.2 | 336 | 267 | 287 | 246 | 407 | 395 | 203 | 59 | 24,268 | 30,369 | 11,721 |
| Osage | 5.8 | 781 | 617 | 628 | 604 | 1,143 | 1,239 | 664 | 124 | 27,257 | 30,586 | 11,595 |
| Osborne | 2.0 | 376 | 296 | 297 | 255 | 347 | 275 | 107 | 47 | 20,608 | 25,273 | 10,754 |
| Ottawa | 2.3 | 352 | 282 | 286 | 307 | 496 | 354 | 186 | 37 | 23,746 | 27,173 | 11,160 |
| Pawnee | 2.8 | 351 | 280 | 301 | 309 | 578 | 542 | 296 | 143 | 27,556 | 34,933 | 13,399 |
| Phillips | 2.7 | 565 | 352 | 279 | 251 | 562 | 442 | 195 | 54 | 23,067 | 26,726 | 11,101 |
| Pottawatomie | 6.0 | 719 | 544 | 639 | 654 | 1,095 | 1,306 | 800 | 243 | 29,007 | 33,308 | 12,186 |
| Pratt | 3.8 | 501 | 450 | 471 | 439 | 666 | 650 | 442 | 181 | 25,521 | 31,355 | 12,675 |
| Rawlins | 1.4 | 201 | 154 | 163 | 149 | 331 | 204 | 153 | 45 | 25,976 | 31,184 | 12,841 |
| Reno | 24.0 | 3,222 | 2,346 | 2,535 | 2,592 | 4,769 | 4,739 | 2,744 | 1,053 | 27,578 | 33,813 | 13,174 |
| Republic | 2.7 | 484 | 394 | 370 | 312 | 546 | 375 | 166 | 53 | 21,634 | 26,460 | 11,340 |
| Rice | 4.0 | 729 | 499 | 512 | 434 | 702 | 707 | 346 | 71 | 22.995 | 27,259 | 10,586 |
| Riley | 21.2 | 3,897 | 2,440 | 2,546 | 2,464 | 3,489 | 3,257 | 2,301 | 806 | 23,484 | 33,258 | 10,384 |
| Rooks | 2.3 | 429 | 308 | 297 | 265 | 482 | 307 | 162 | 50 | 22,188 | 26,949 | 10,874 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/91 Total Households (Thousands) | Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **KANSAS (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Rush | 1.6 | 260 | 183 | 210 | 175 | 299 | 274 | 148 | 51 | 24,200 | 29,086 | 12,927 |
| Russell | 3.2 | 565 | 396 | 361 | 317 | 546 | 630 | 277 | 108 | 24,385 | 29,459 | 12,739 |
| Saline | 20.0 | 2,557 | 1,888 | 2,043 | 2,073 | 3,742 | 4,058 | 2,638 | 1,001 | 28,795 | 35,187 | 14,246 |
| Scott | 2.0 | 244 | 180 | 206 | 231 | 463 | 402 | 218 | 56 | 27,769 | 31,681 | 12,424 |
| Sedgwick | 160.0 | 17,449 | 11,946 | 13,390 | 13,999 | 27,206 | 33,515 | 29,956 | 12,539 | 33,519 | 40,060 | 15,546 |
| Seward | 6.6 | 694 | 512 | 599 | 701 | 1,236 | 1,448 | 942 | 468 | 30,892 | 36,346 | 12,828 |
| Shawnee | 64.8 | 6,545 | 4,889 | 5,650 | 5,951 | 11,443 | 13,510 | 12,130 | 4,682 | 33,182 | 38,551 | 15,298 |
| Sheridan | 1.2 | 207 | 131 | 144 | 163 | 239 | 183 | 106 | 27 | 23,619 | 27,248 | 11,275 |
| Sherman | 2.7 | 474 | 339 | 336 | 315 | 515 | 430 | 198 | 93 | 23,190 | 27,701 | 11,163 |
| Smith | 2.1 | 426 | 303 | 290 | 275 | 397 | 278 | 101 | 30 | 20,563 | 24,067 | 10,314 |
| Stafford | 2.2 | 362 | 298 | 298 | 250 | 372 | 374 | 194 | 52 | 22,840 | 28,704 | 12,144 |
| Stanton | .8 | 112 | 88 | 96 | 99 | 164 | 153 | 51 | 37 | 25,284 | 30,695 | 10,677 |
| Stevens | 1.9 | 232 | 154 | 182 | 180 | 351 | 450 | 243 | 108 | 30,973 | 34,484 | 12,600 |
| Sumner | 9.7 | 1,124 | 871 | 864 | 901 | 1,797 | 2,060 | 1,600 | 483 | 30,978 | 35,310 | 13,174 |
| Thomas | 3.1 | 476 | 337 | 416 | 397 | 571 | 485 | 321 | 97 | 24,043 | 29,435 | 11,265 |
| Trego | 1.5 | 279 | 194 | 204 | 179 | 263 | 226 | 98 | 57 | 22,039 | 27,495 | 11,456 |
| Wabaunsee | 2.5 | 256 | 221 | 243 | 229 | 510 | 570 | 367 | 104 | 31,056 | 33,749 | 12,784 |
| Wallace | .7 | 101 | 86 | 94 | 91 | 129 | 125 | 53 | 21 | 23,791 | 28,324 | 11,015 |
| Washington | 2.8 | 546 | 394 | 365 | 303 | 512 | 416 | 216 | 48 | 21,567 | 25,662 | 10,414 |
| Wichita | 1.0 | 107 | 92 | 127 | 145 | 227 | 170 | 108 | 24 | 26,141 | 30,584 | 11,327 |
| Wilson | 4.0 | 762 | 534 | 511 | 433 | 669 | 623 | 317 | 151 | 22,228 | 27,235 | 11,004 |
| Woodson | 1.7 | 309 | 258 | 234 | 216 | 297 | 230 | 122 | 34 | 21,134 | 26,867 | 11,419 |
| Wyandotte | 61.0 | 10,573 | 6,385 | 6,142 | 6,395 | 11,402 | 11,360 | 7,141 | 1,602 | 25,821 | 29,527 | 11,201 |
| **TOTAL METRO COUNTIES** | **511.5** | **51,613** | **35,283** | **38,560** | **41,893** | **83,621** | **105,111** | **102,679** | **52,740** | **35,608** | **43,004** | **16,370** |
| **TOTAL STATE** | **957.0** | **120,330** | **84,180** | **88,163** | **90,416** | **166,465** | **186,793** | **151,779** | **68,874** | **30,541** | **37,544** | **14,335** |
| **KENTUCKY** | | | | | | | | | | | | |
| **CLARKSVILLE - HOPKINSVILLE** | **57.0** | **8,018** | **5,579** | **6,869** | **6,900** | **11,306** | **10,414** | **6,107** | **1,807** | **25,948** | **33,913** | **11,212** |
| Christian | 21.3 | 3,471 | 2,238 | 2,784 | 2,793 | 3,970 | 3,540 | 1,959 | 545 | 23,861 | 33,983 | 10,629 |
| *Montgomery, Tenn.* | *35.7* | *4,547* | *3,341* | *4,085* | *4,107* | *7,336* | *6,874* | *4,148* | *1,262* | *27,307* | *33,870* | *11,593* |
| **HUNTINGTON - ASHLAND** | **119.3** | **25,460** | **14,199** | **12,358** | **11,055** | **18,215** | **19,856** | **13,673** | **4,484** | **23,452** | **29,546** | **11,334** |
| Boyd | 19.7 | 4,056 | 2,160 | 1,829 | 1,850 | 3,166 | 3,292 | 2,498 | 849 | 24,878 | 30,899 | 12,006 |
| Carter | 8.7 | 1,985 | 1,169 | 998 | 795 | 1,255 | 1,480 | 860 | 158 | 21,245 | 26,404 | 9,453 |
| Greenup | 13.5 | 2,630 | 1,452 | 1,302 | 1,244 | 2,164 | 2,662 | 1,596 | 450 | 25,545 | 30,476 | 11,150 |
| *Lawrence, Ohio* | *23.0* | *5,046* | *2,931* | *2,415* | *2,170* | *3,389* | *3,652* | *2,724* | *673* | *22,553* | *27,879* | *10,342* |
| *Cabell, W. Va.* | *38.8* | *8,157* | *4,601* | *4,116* | *3,445* | *5,835* | *6,299* | *4,480* | *1,867* | *23,666* | *31,273* | *12,666* |
| *Wayne, W. Va.* | *15.6* | *3,586* | *1,886* | *1,698* | *1,551* | *2,406* | *2,471* | *1,515* | *487* | *22,031* | *26,948* | *10,179* |
| **LEXINGTON-FAYETTE** | **136.9** | **18,937** | **11,525** | **11,769** | **11,910** | **22,385** | **26,295** | **22,391** | **11,688** | **31,230** | **38,905** | **14,978** |
| Bourbon | 7.3 | 1,389 | 755 | 704 | 692 | 1,198 | 1,312 | 894 | 356 | 25,823 | 31,504 | 11,855 |
| Clark | 11.1 | 1,855 | 1,071 | 1,019 | 1,065 | 1,902 | 2,161 | 1,534 | 493 | 27,554 | 32,935 | 12,227 |
| Fayette | 91.3 | 12,403 | 7,465 | 7,689 | 7,823 | 14,852 | 17,245 | 15,107 | 8,716 | 31,779 | 40,245 | 16,024 |
| Jessamine | 11.0 | 1,450 | 982 | 970 | 1,008 | 2,018 | 2,271 | 1,579 | 722 | 30,355 | 36,492 | 12,623 |
| Scott | 8.8 | 1,180 | 760 | 770 | 679 | 1,268 | 1,748 | 1,714 | 681 | 32,995 | 39,488 | 14,012 |
| Woodford | 7.4 | 660 | 492 | 617 | 643 | 1,147 | 1,558 | 1,563 | 720 | 36,155 | 41,514 | 15,059 |
| **LOUISVILLE** | **369.5** | **50,870** | **31,936** | **33,388** | **33,793** | **62,787** | **72,491** | **58,668** | **25,567** | **30,367** | **36,870** | **14,242** |
| Bullitt | 16.3 | 1,699 | 1,264 | 1,363 | 1,443 | 3,200 | 3,753 | 3,014 | 564 | 32,475 | 35,020 | 11,746 |
| Jefferson | 263.9 | 38,520 | 22,882 | 23,792 | 24,048 | 43,981 | 50,130 | 41,036 | 19,511 | 29,941 | 37,066 | 14,771 |
| Oldham | 11.2 | 868 | 631 | 766 | 866 | 1,593 | 2,344 | 2,555 | 1,577 | 40,454 | 48,531 | 15,015 |
| Shelby | 9.3 | 1,093 | 850 | 839 | 744 | 1,399 | 1,935 | 1,754 | 686 | 32,975 | 39,956 | 14,572 |
| *Clark, Ind.* | *33.4* | *4,352* | *3,220* | *3,403* | *3,340* | *6,297* | *7,078* | *4,480* | *1,230* | *28,823* | *32,493* | *12,333* |
| *Floyd, Ind.* | *24.5* | *3,070* | *2,088* | *2,050* | *2,191* | *4,455* | *4,799* | *4,193* | *1,654* | *31,224* | *37,194* | *13,934* |
| *Harrison, Ind.* | *10.9* | *1,268* | *1,001* | *1,175* | *1,161* | *1,862* | *2,452* | *1,636* | *345* | *29,405* | *32,959* | *11,702* |
| **OWENSBORO** | **33.2** | **5,309** | **3,146** | **3,170** | **3,089** | **5,841** | **6,385** | **4,753** | **1,507** | **28,114** | **33,340** | **12,665** |
| Daviess | 33.2 | 5,309 | 3,146 | 3,170 | 3,089 | 5,841 | 6,385 | 4,753 | 1,507 | 28,114 | 33,340 | 12,665 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Adair | 5.8 | 1,410 | 853 | 752 | 531 | 881 | 844 | 371 | 158 | 19,235 | 25,784 | 9,839 |
| Allen | 5.6 | 1,359 | 745 | 635 | 629 | 938 | 824 | 391 | 79 | 20,485 | 24,216 | 9,288 |
| Anderson | 5.6 | 633 | 487 | 501 | 486 | 1,122 | 1,130 | 970 | 271 | 31,149 | 35,534 | 13,266 |
| Ballard | 3.1 | 695 | 438 | 353 | 249 | 521 | 454 | 305 | 85 | 21,285 | 27,001 | 10,871 |
| Barren | 13.1 | 3,064 | 1,674 | 1,403 | 1,287 | 2,187 | 1,891 | 1,222 | 372 | 21,589 | 27,193 | 10,508 |
| Bath | 3.7 | 1,012 | 490 | 404 | 321 | 605 | 523 | 244 | 101 | 19,307 | 24,229 | 9,242 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **KENTUCKY (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Bell | 11.3 | 3,945 | 1,707 | 1,290 | 1,002 | 1,484 | 1,090 | 593 | 189 | 14,994 | 20,716 | 7,551 |
| ☐ Boone | 21.0 | 1,707 | 1,256 | 1,286 | 1,432 | 3,399 | 4,763 | 5,064 | 2,093 | 39,249 | 43,141 | 15,099 |
| Bourbon | 7.3 | 1,389 | 755 | 704 | 692 | 1,198 | 1,312 | 894 | 356 | 25,823 | 31,504 | 11,855 |
| Boyd | 19.7 | 4,056 | 2,160 | 1,829 | 1,850 | 3,166 | 3,292 | 2,498 | 849 | 24,878 | 30,899 | 12,006 |
| Boyle | 9.6 | 1,874 | 983 | 938 | 906 | 1,655 | 1,701 | 1,149 | 394 | 25,568 | 31,386 | 11,633 |
| Bracken | 2.9 | 677 | 361 | 318 | 297 | 432 | 485 | 281 | 49 | 21,582 | 26,254 | 9,761 |
| Breathitt | 5.5 | 2,183 | 795 | 549 | 428 | 619 | 646 | 218 | 62 | 13,566 | 19,864 | 7,003 |
| Breckinridge | 6.3 | 1,437 | 809 | 764 | 572 | 991 | 923 | 626 | 178 | 21,224 | 27,205 | 10,451 |
| Bullitt | 16.3 | 1,699 | 1,264 | 1,363 | 1,443 | 3,200 | 3,753 | 3,014 | 564 | 32,475 | 35,020 | 11,746 |
| Butler | 4.2 | 1,078 | 540 | 509 | 487 | 717 | 593 | 208 | 68 | 19,735 | 24,061 | 8,943 |
| Caldwell | 5.3 | 1,080 | 686 | 680 | 523 | 770 | 908 | 552 | 101 | 21,950 | 27,709 | 11,211 |
| Calloway | 11.9 | 2,640 | 1,628 | 1,445 | 1,197 | 1,779 | 1,731 | 1,091 | 389 | 20,990 | 28,485 | 10,864 |
| ☐ Campbell | 31.6 | 3,817 | 2,360 | 2,464 | 2,541 | 4,961 | 6,583 | 6,379 | 2,495 | 34,307 | 38,631 | 14,413 |
| Carlisle | 2.1 | 431 | 228 | 229 | 236 | 328 | 327 | 255 | 66 | 23,432 | 27,841 | 11,464 |
| Carroll | 3.5 | 668 | 393 | 374 | 363 | 552 | 532 | 414 | 204 | 24,339 | 30,759 | 11,453 |
| Carter | 8.7 | 1,985 | 1,169 | 998 | 795 | 1,255 | 1,480 | 860 | 158 | 21,245 | 26,404 | 9,453 |
| Casey | 5.4 | 1,629 | 772 | 631 | 592 | 788 | 603 | 296 | 89 | 17,369 | 22,386 | 8,513 |
| Christian | 21.3 | 3,471 | 2,238 | 2,784 | 2,793 | 3,970 | 3,540 | 1,959 | 545 | 23,861 | 33,983 | 10,629 |
| Clark | 11.1 | 1,855 | 1,071 | 1,019 | 1,065 | 1,902 | 2,161 | 1,534 | 493 | 27,554 | 32,935 | 12,227 |
| Clay | 7.3 | 2,781 | 1,165 | 892 | 655 | 881 | 594 | 273 | 59 | 13,729 | 18,095 | 6,144 |
| Clinton | 3.6 | 1,249 | 584 | 443 | 340 | 457 | 282 | 153 | 92 | 14,717 | 20,696 | 8,188 |
| Crittenden | 3.6 | 704 | 553 | 462 | 301 | 576 | 586 | 337 | 81 | 21,345 | 27,655 | 10,822 |
| Cumberland | 2.7 | 818 | 437 | 371 | 281 | 419 | 209 | 132 | 33 | 16,280 | 20,177 | 8,131 |
| Daviess | 33.2 | 5,309 | 3,146 | 3,170 | 3,089 | 5,841 | 6,385 | 4,753 | 1,507 | 28,114 | 33,340 | 12,665 |
| Edmonson | 3.7 | 1,035 | 599 | 473 | 393 | 636 | 355 | 178 | 31 | 17,283 | 21,009 | 7,697 |
| Elliott | 2.3 | 733 | 308 | 222 | 193 | 332 | 328 | 150 | 34 | 17,455 | 22,079 | 7,813 |
| Estill | 5.4 | 1,608 | 796 | 688 | 498 | 939 | 556 | 275 | 40 | 17,151 | 20,894 | 7,675 |
| Fayette | 91.3 | 12,403 | 7,465 | 7,689 | 7,823 | 14,852 | 17,245 | 15,107 | 8,716 | 31,779 | 40,245 | 16,024 |
| Fleming | 4.6 | 1,185 | 594 | 506 | 419 | 741 | 702 | 313 | 140 | 20,179 | 25,352 | 9,405 |
| Floyd | 15.6 | 4,142 | 2,079 | 1,882 | 1,483 | 2,261 | 2,019 | 1,329 | 405 | 19,195 | 25,253 | 9,098 |
| Franklin | 17.7 | 1,922 | 1,423 | 1,594 | 1,679 | 3,297 | 3,558 | 3,103 | 1,124 | 31,644 | 37,137 | 14,804 |
| Fulton | 3.3 | 905 | 483 | 302 | 250 | 522 | 390 | 317 | 131 | 19,337 | 26,570 | 10,825 |
| Gallatin | 2.0 | 291 | 204 | 209 | 193 | 360 | 391 | 253 | 99 | 27,754 | 32,822 | 11,722 |
| Garrard | 4.5 | 810 | 503 | 442 | 434 | 709 | 810 | 603 | 189 | 25,829 | 30,851 | 11,765 |
| Grant | 5.7 | 831 | 568 | 524 | 532 | 1,049 | 1,201 | 717 | 278 | 28,698 | 33,210 | 11,685 |
| Graves | 13.5 | 3,066 | 1,802 | 1,471 | 1,248 | 2,293 | 1,931 | 1,340 | 349 | 21,646 | 27,265 | 10,954 |
| Grayson | 8.1 | 1,939 | 1,171 | 1,060 | 831 | 1,352 | 1,098 | 447 | 202 | 19,434 | 25,040 | 9,478 |
| Green | 4.1 | 1,088 | 518 | 388 | 424 | 734 | 544 | 315 | 89 | 20,660 | 24,824 | 9,978 |
| Greenup | 13.5 | 2,630 | 1,452 | 1,302 | 1,244 | 2,164 | 2,662 | 1,596 | 450 | 25,545 | 30,476 | 11,150 |
| Hancock | 2.8 | 459 | 284 | 274 | 241 | 448 | 550 | 429 | 115 | 28,100 | 31,955 | 11,326 |
| Hardin | 29.5 | 3,578 | 2,664 | 3,215 | 3,342 | 5,754 | 5,775 | 3,918 | 1,254 | 28,205 | 35,876 | 11,851 |
| Harlan | 12.9 | 3,865 | 1,746 | 1,415 | 1,166 | 1,749 | 1,652 | 1,038 | 269 | 17,964 | 23,405 | 8,505 |
| Harrison | 6.2 | 1,156 | 655 | 683 | 634 | 1,066 | 1,110 | 657 | 239 | 24,779 | 29,618 | 11,197 |
| Hart | 5.7 | 1,717 | 832 | 716 | 594 | 866 | 632 | 258 | 85 | 17,102 | 21,607 | 8,322 |
| ☐ Henderson | 16.7 | 2,811 | 1,664 | 1,619 | 1,432 | 2,915 | 3,150 | 2,446 | 663 | 27,837 | 33,094 | 12,764 |
| Henry | 4.9 | 938 | 502 | 458 | 454 | 893 | 897 | 574 | 184 | 26,093 | 30,218 | 11,478 |
| Hickman | 2.2 | 485 | 261 | 223 | 202 | 342 | 395 | 229 | 63 | 23,242 | 27,798 | 11,325 |
| Hopkins | 17.9 | 3,257 | 2,081 | 1,947 | 1,624 | 2,880 | 3,284 | 2,178 | 649 | 25,132 | 30,329 | 11,725 |
| Jackson | 4.4 | 1,422 | 673 | 522 | 396 | 665 | 414 | 259 | 49 | 16,005 | 23,095 | 8,398 |
| Jefferson | 263.9 | 38,520 | 22,882 | 23,792 | 24,048 | 43,981 | 50,130 | 41,036 | 19,511 | 29,941 | 37,066 | 14,771 |
| Jessamine | 11.0 | 1,450 | 982 | 970 | 1,008 | 2,018 | 2,271 | 1,579 | 722 | 30,355 | 36,492 | 12,623 |
| Johnson | 8.4 | 2,228 | 1,171 | 965 | 741 | 1,155 | 1,213 | 668 | 259 | 19,150 | 26,203 | 9,570 |
| ☐ Kenton | 53.3 | 6,355 | 4,066 | 4,298 | 4,639 | 9,079 | 11,245 | 9,786 | 3,832 | 33,000 | 38,209 | 14,202 |
| Knott | 6.2 | 2,207 | 801 | 596 | 485 | 739 | 850 | 449 | 73 | 15,772 | 22,123 | 7,620 |
| Knox | 10.7 | 3,775 | 1,589 | 1,188 | 999 | 1,313 | 877 | 600 | 359 | 14,956 | 23,354 | 8,442 |
| Larue | 4.6 | 959 | 491 | 454 | 405 | 874 | 820 | 476 | 121 | 24,889 | 28,796 | 11,225 |
| Laurel | 16.0 | 3,855 | 2,021 | 1,822 | 1,732 | 2,607 | 2,292 | 1,186 | 485 | 20,872 | 26,767 | 9,624 |
| Lawrence | 5.0 | 1,576 | 684 | 526 | 482 | 750 | 532 | 297 | 153 | 17,281 | 23,400 | 8,357 |
| Lee | 2.7 | 965 | 397 | 322 | 291 | 290 | 242 | 128 | 65 | 14,849 | 20,686 | 7,254 |
| Leslie | 4.7 | 1,463 | 551 | 429 | 353 | 505 | 719 | 578 | 102 | 18,916 | 26,056 | 9,004 |
| Letcher | 9.6 | 2,902 | 1,339 | 1,173 | 860 | 1,333 | 1,338 | 515 | 140 | 17,383 | 21,972 | 7,930 |
| Lewis | 4.7 | 1,515 | 677 | 550 | 464 | 702 | 539 | 202 | 51 | 16,436 | 20,844 | 7,536 |
| Lincoln | 7.6 | 1,957 | 1,002 | 756 | 736 | 1,165 | 1,294 | 517 | 173 | 20,577 | 25,181 | 9,428 |
| Livingston | 3.6 | 720 | 462 | 373 | 355 | 623 | 659 | 326 | 82 | 23,450 | 27,506 | 11,126 |
| Logan | 9.4 | 1,809 | 1,039 | 975 | 912 | 1,605 | 1,665 | 1,051 | 344 | 24,808 | 29,361 | 11,174 |
| Lyon | 2.3 | 483 | 337 | 292 | 249 | 329 | 338 | 190 | 82 | 20,763 | 28,952 | 9,939 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **KENTUCKY (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| McCracken | 25.8 | 4,621 | 2,750 | 2,568 | 2,375 | 4,055 | 4,397 | 3,652 | 1,382 | 26,360 | 33,631 | 13,729 |
| McCreary | 5.4 | 2,198 | 1,050 | 710 | 426 | 549 | 285 | 164 | 18 | 12,390 | 16,037 | 5,587 |
| McLean | 3.7 | 783 | 434 | 430 | 412 | 618 | 602 | 349 | 72 | 22,463 | 26,413 | 10,180 |
| Madison | 20.4 | 4,163 | 2,291 | 2,063 | 1,823 | 3,126 | 3,529 | 2,486 | 919 | 24,616 | 31,635 | 10,994 |
| Magoffin | 4.4 | 1,434 | 633 | 558 | 400 | 578 | 508 | 235 | 54 | 16,192 | 21,611 | 7,371 |
| Marion | 5.7 | 1,399 | 704 | 624 | 545 | 1,003 | 863 | 406 | 156 | 21,128 | 28,147 | 9,493 |
| Marshall | 10.9 | 1,876 | 1,166 | 1,170 | 1,104 | 1,774 | 2,020 | 1,390 | 400 | 25,695 | 31,350 | 12,426 |
| Martin | 4.3 | 1,458 | 577 | 391 | 341 | 439 | 520 | 449 | 125 | 16,470 | 24,711 | 8,639 |
| Mason | 6.5 | 1,451 | 833 | 639 | 625 | 1,117 | 1,008 | 696 | 131 | 22,616 | 27,031 | 10,584 |
| Meade | 8.3 | 964 | 737 | 950 | 1,085 | 1,819 | 1,629 | 900 | 216 | 27,031 | 30,446 | 10,231 |
| Menifee | 1.8 | 425 | 273 | 241 | 193 | 285 | 261 | 89 | 33 | 19,191 | 23,517 | 8,300 |
| Mercer | 7.4 | 1,251 | 796 | 756 | 682 | 1,253 | 1,438 | 900 | 324 | 26,771 | 31,155 | 12,008 |
| Metcalfe | 3.4 | 925 | 474 | 396 | 315 | 506 | 482 | 254 | 48 | 18,800 | 23,544 | 8,894 |
| Monroe | 4.5 | 1,360 | 605 | 469 | 428 | 647 | 705 | 188 | 98 | 18,038 | 23,597 | 9,397 |
| Montgomery | 7.3 | 1,668 | 828 | 828 | 775 | 1,146 | 1,192 | 645 | 218 | 22,103 | 26,969 | 10,044 |
| Morgan | 4.1 | 1,369 | 588 | 430 | 358 | 537 | 472 | 270 | 76 | 16,081 | 22,324 | 7,564 |
| Muhlenberg | 11.6 | 2,570 | 1,705 | 1,531 | 1,136 | 1,753 | 1,630 | 1,004 | 271 | 19,980 | 26,742 | 9,974 |
| Nelson | 10.7 | 1,587 | 1,048 | 1,030 | 1,055 | 2,027 | 2,106 | 1,335 | 512 | 28,032 | 32,642 | 11,527 |
| Nicholas | 2.6 | 615 | 327 | 297 | 272 | 382 | 447 | 214 | 46 | 21,121 | 25,291 | 9,814 |
| Ohio | 7.8 | 1,897 | 1,027 | 919 | 890 | 1,386 | 1,018 | 594 | 69 | 20,320 | 23,779 | 8,874 |
| Oldham | 11.2 | 868 | 631 | 766 | 866 | 1,593 | 2,344 | 2,555 | 1,577 | 40,454 | 48,531 | 15,015 |
| Owen | 3.4 | 704 | 306 | 300 | 325 | 583 | 607 | 441 | 134 | 26,055 | 30,224 | 11,170 |
| Owsley | 1.8 | 795 | 236 | 150 | 151 | 199 | 139 | 89 | 41 | 12,224 | 19,199 | 7,053 |
| Pendleton | 4.5 | 655 | 450 | 484 | 430 | 848 | 862 | 625 | 146 | 27,763 | 31,414 | 11,493 |
| Perry | 10.5 | 2,897 | 1,341 | 1,100 | 926 | 1,314 | 1,660 | 987 | 275 | 19,600 | 25,610 | 8,994 |
| Pike | 25.7 | 6,560 | 3,343 | 2,919 | 2,596 | 3,922 | 3,516 | 2,082 | 762 | 20,054 | 25,956 | 9,356 |
| Powell | 4.2 | 1,127 | 613 | 540 | 463 | 725 | 459 | 209 | 64 | 18,333 | 22,374 | 7,831 |
| Pulaski | 19.3 | 4,542 | 2,525 | 2,295 | 2,148 | 3,133 | 2,633 | 1,440 | 584 | 20,670 | 25,988 | 9,932 |
| Robertson | .8 | 180 | 98 | 88 | 72 | 152 | 138 | 59 | 13 | 22,361 | 25,266 | 9,625 |
| Rockcastle | 5.6 | 1,612 | 787 | 682 | 599 | 845 | 694 | 289 | 92 | 17,940 | 23,375 | 8,669 |
| Rowan | 6.9 | 1,938 | 939 | 734 | 622 | 1,027 | 920 | 542 | 178 | 18,903 | 25,871 | 8,541 |
| Russell | 6.0 | 1,724 | 824 | 696 | 645 | 909 | 719 | 341 | 142 | 18,247 | 23,003 | 9,201 |
| Scott | 8.8 | 1,180 | 760 | 770 | 679 | 1,268 | 1,748 | 1,714 | 681 | 32,995 | 39,488 | 14,012 |
| Shelby | 9.3 | 1,093 | 850 | 839 | 744 | 1,399 | 1,935 | 1,754 | 686 | 32,975 | 39,956 | 14,572 |
| Simpson | 5.8 | 1,034 | 586 | 589 | 655 | 1,081 | 1,007 | 619 | 229 | 25,288 | 30,337 | 11,653 |
| Spencer | 2.5 | 392 | 252 | 222 | 238 | 464 | 449 | 301 | 182 | 28,067 | 34,137 | 12,192 |
| Taylor | 8.3 | 1,948 | 1,005 | 881 | 831 | 1,612 | 1,336 | 525 | 162 | 21,901 | 25,431 | 9,864 |
| Todd | 4.1 | 841 | 491 | 439 | 434 | 721 | 695 | 370 | 109 | 23,214 | 27,485 | 10,244 |
| Trigg | 4.1 | 913 | 496 | 477 | 427 | 682 | 573 | 401 | 131 | 21,920 | 26,803 | 10,567 |
| Trimble | 2.3 | 326 | 250 | 264 | 234 | 386 | 432 | 312 | 96 | 26,900 | 31,418 | 11,846 |
| Union | 5.5 | 862 | 502 | 477 | 504 | 848 | 982 | 895 | 430 | 29,327 | 38,134 | 12,867 |
| Warren | 29.0 | 5,139 | 3,094 | 2,807 | 2,497 | 4,868 | 5,336 | 3,904 | 1,355 | 26,928 | 33,575 | 12,612 |
| Washington | 3.7 | 758 | 459 | 370 | 403 | 717 | 534 | 382 | 77 | 23,263 | 29,089 | 10,349 |
| Wayne | 6.6 | 2,122 | 961 | 720 | 701 | 1,073 | 574 | 344 | 105 | 16,507 | 20,820 | 7,808 |
| Webster | 5.2 | 995 | 562 | 527 | 485 | 777 | 841 | 777 | 236 | 25,358 | 30,856 | 11,798 |
| Whitley | 12.2 | 3,443 | 1,625 | 1,372 | 1,119 | 1,719 | 1,500 | 1,092 | 330 | 18,761 | 25,487 | 9,282 |
| Wolfe | 2.5 | 1,016 | 366 | 293 | 220 | 239 | 286 | 58 | 22 | 13,196 | 17,708 | 6,917 |
| Woodford | 7.4 | 660 | 492 | 617 | 643 | 1,147 | 1,558 | 1,563 | 720 | 36,155 | 41,514 | 15,059 |
| **TOTAL METRO COUNTIES** | **656.6** | **93,258** | **56,663** | **58,279** | **58,826** | **109,308** | **127,557** | **106,091** | **46,618** | **30,452** | **37,146** | **14,124** |
| **TOTAL STATE** | **1,388.3** | **264,008** | **147,255** | **138,283** | **129,768** | **225,732** | **238,407** | **175,539** | **69,308** | **25,622** | **32,116** | **12,037** |
| **LOUISIANA** | | | | | | | | | | | | |
| **ALEXANDRIA** | **46.0** | **8,908** | **4,961** | **4,808** | **4,468** | **7,316** | **7,542** | **5,509** | **2,488** | **24,837** | **32,639** | **11,374** |
| Rapides | 46.0 | 8,908 | 4,961 | 4,808 | 4,468 | 7,316 | 7,542 | 5,509 | 2,488 | 24,837 | 32,639 | 11,374 |
| **BATON ROUGE** | **190.3** | **30,423** | **15,244** | **15,638** | **15,058** | **27,497** | **34,637** | **33,562** | **18,241** | **31,743** | **38,884** | **13,883** |
| Ascension | 19.7 | 3,206 | 1,644 | 1,617 | 1,461 | 2,903 | 4,192 | 3,382 | 1,295 | 31,677 | 35,192 | 11,671 |
| East Baton Rouge | 139.8 | 22,714 | 10,790 | 11,048 | 10,640 | 19,429 | 24,144 | 25,454 | 15,581 | 32,486 | 40,694 | 14,877 |
| Livingston | 24.1 | 3,357 | 2,120 | 2,295 | 2,352 | 4,137 | 5,006 | 3,773 | 1,060 | 29,523 | 33,293 | 11,206 |
| West Baton Rouge | 6.7 | 1,146 | 690 | 678 | 605 | 1,028 | 1,295 | 953 | 305 | 27,171 | 32,099 | 10,972 |
| **HOUMA - THIBODAUX** | **60.6** | **11,225** | **6,165** | **5,986** | **5,539** | **10,133** | **10,392** | **7,950** | **3,210** | **26,284** | **32,702** | **10,841** |
| Lafourche | 28.9 | 5,311 | 3,057 | 2,854 | 2,583 | 4,861 | 4,987 | 3,783 | 1,464 | 26,256 | 32,251 | 10,838 |
| Terrebonne | 31.7 | 5,914 | 3,108 | 3,132 | 2,956 | 5,272 | 5,405 | 4,167 | 1,746 | 26,310 | 33,114 | 10,844 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Households by E B I Group<br>Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **LOUISIANA (continued)** | | | | | | | | | | | | |
| **LAFAYETTE** | **75.6** | **14,581** | **7,557** | **7,227** | **6,595** | **11,477** | **12,934** | **9,963** | **5,266** | **26,508** | **33,999** | **12,246** |
| Lafayette | 60.9 | 11,030 | 5,799 | 5,527 | 5,072 | 9,027 | 10,586 | 8,953 | 4,906 | 28,165 | 36,038 | 13,245 |
| St. Martin | 14.7 | 3,551 | 1,758 | 1,700 | 1,523 | 2,450 | 2,348 | 1,010 | 360 | 21,119 | 25,556 | 8,499 |
| **LAKE CHARLES** | **60.8** | **10,640** | **5,776** | **5,372** | **5,054** | **9,142** | **11,043** | **9,659** | **4,114** | **28,652** | **35,221** | **12,589** |
| Calcasieu | 60.8 | 10,640 | 5,776 | 5,372 | 5,054 | 9,142 | 11,043 | 9,659 | 4,114 | 28,652 | 35,221 | 12,589 |
| **MONROE** | **50.4** | **10,566** | **5,432** | **5,002** | **4,636** | **7,247** | **7,995** | **6,501** | **3,021** | **24,530** | **32,812** | **11,581** |
| Ouachita | 50.4 | 10,566 | 5,432 | 5,002 | 4,636 | 7,247 | 7,995 | 6,501 | 3,021 | 24,530 | 32,812 | 11,581 |
| **NEW ORLEANS** | **457.1** | **82,656** | **40,443** | **40,135** | **37,962** | **69,375** | **78,405** | **69,217** | **38,907** | **28,757** | **36,900** | **13,559** |
| Jefferson | 167.6 | 20,683 | 12,788 | 13,832 | 14,278 | 27,893 | 33,161 | 29,904 | 15,061 | 32,928 | 39,146 | 14,551 |
| Orleans | 186.6 | 48,913 | 19,634 | 18,020 | 15,366 | 25,230 | 24,644 | 20,479 | 14,314 | 22,191 | 33,519 | 12,679 |
| St. Bernard | 23.3 | 2,889 | 2,167 | 2,363 | 2,219 | 4,200 | 4,787 | 3,567 | 1,108 | 29,552 | 33,928 | 11,799 |
| St. Charles | 14.6 | 1,949 | 969 | 1,022 | 1,074 | 2,096 | 3,255 | 3,030 | 1,205 | 35,887 | 38,763 | 13,131 |
| St. John the Baptist | 13.0 | 2,039 | 1,044 | 991 | 1,081 | 2,117 | 2,750 | 2,329 | 649 | 31,159 | 34,780 | 11,109 |
| St. Tammany | 52.0 | 6,183 | 3,841 | 3,907 | 3,944 | 7,839 | 9,808 | 9,908 | 6,570 | 35,397 | 43,135 | 15,054 |
| **SHREVEPORT** | **124.7** | **23,019** | **12,131** | **11,318** | **10,930** | **19,835** | **21,901** | **17,504** | **8,062** | **27,347** | **34,569** | **12,814** |
| Bossier | 30.9 | 4,345 | 2,561 | 2,688 | 2,804 | 5,279 | 6,217 | 5,271 | 1,735 | 30,546 | 35,680 | 12,615 |
| Caddo | 93.8 | 18,674 | 9,570 | 8,630 | 8,126 | 14,556 | 15,684 | 12,233 | 6,327 | 26,222 | 34,203 | 12,885 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Acadia | 19.4 | 5,648 | 2,574 | 2,010 | 1,827 | 2,835 | 2,450 | 1,399 | 657 | 18,676 | 25,381 | 8,793 |
| Allen | 7.1 | 1,955 | 934 | 828 | 689 | 1,045 | 1,006 | 518 | 125 | 18,991 | 25,389 | 8,012 |
| Ascension | 19.7 | 3,206 | 1,644 | 1,617 | 1,461 | 2,903 | 4,192 | 3,382 | 1,295 | 31,677 | 35,192 | 11,671 |
| Assumption | 7.4 | 1,623 | 851 | 739 | 719 | 1,281 | 1,183 | 774 | 230 | 23,386 | 28,257 | 9,171 |
| Avoyelles | 13.4 | 4,252 | 1,892 | 1,374 | 1,135 | 1,858 | 1,642 | 875 | 372 | 17,023 | 23,335 | 8,018 |
| Beauregard | 10.4 | 1,868 | 1,050 | 1,035 | 1,008 | 1,494 | 1,789 | 1,592 | 564 | 26,564 | 33,379 | 11,457 |
| Bienville | 5.9 | 1,621 | 731 | 575 | 532 | 902 | 739 | 600 | 200 | 20,216 | 26,665 | 9,833 |
| Bossier | 30.9 | 4,345 | 2,561 | 2,688 | 2,804 | 5,279 | 6,217 | 5,271 | 1,735 | 30,546 | 35,680 | 12,615 |
| Caddo | 93.8 | 18,674 | 9,570 | 8,630 | 8,126 | 14,556 | 15,684 | 12,233 | 6,327 | 26,222 | 34,203 | 12,885 |
| Calcasieu | 60.8 | 10,640 | 5,776 | 5,372 | 5,054 | 9,142 | 11,043 | 9,659 | 4,114 | 28,652 | 35,221 | 12,589 |
| Caldwell | 3.5 | 894 | 490 | 400 | 350 | 477 | 448 | 327 | 114 | 19,575 | 26,375 | 9,420 |
| Cameron | 3.1 | 431 | 293 | 320 | 302 | 455 | 575 | 527 | 197 | 29,377 | 34,964 | 11,781 |
| Catahoula | 3.9 | 1,194 | 537 | 395 | 365 | 591 | 445 | 218 | 155 | 17,772 | 24,246 | 8,675 |
| Claiborne | 6.1 | 1,661 | 818 | 630 | 532 | 887 | 865 | 546 | 161 | 19,531 | 26,936 | 9,389 |
| Concordia | 7.2 | 1,934 | 866 | 716 | 619 | 1,068 | 1,070 | 682 | 245 | 20,678 | 27,476 | 9,603 |
| De Soto | 9.1 | 2,723 | 1,179 | 1,046 | 820 | 1,128 | 1,228 | 745 | 231 | 18,097 | 24,261 | 8,726 |
| East Baton Rouge | 139.8 | 22,714 | 10,790 | 11,048 | 10,640 | 19,429 | 24,144 | 25,454 | 15,581 | 32,486 | 40,694 | 14,877 |
| East Carroll | 3.1 | 1,289 | 460 | 329 | 287 | 273 | 195 | 180 | 87 | 12,837 | 21,522 | 6,950 |
| East Feliciana | 5.6 | 1,094 | 553 | 603 | 592 | 914 | 879 | 674 | 291 | 24,645 | 31,509 | 8,957 |
| Evangeline | 11.7 | 3,763 | 1,696 | 1,276 | 1,025 | 1,498 | 1,461 | 695 | 286 | 16,532 | 22,873 | 8,085 |
| Franklin | 7.7 | 2,372 | 1,146 | 938 | 715 | 1,010 | 877 | 432 | 210 | 16,769 | 22,923 | 7,951 |
| Grant | 6.4 | 1,587 | 815 | 770 | 691 | 1,031 | 846 | 519 | 141 | 20,202 | 25,443 | 9,200 |
| Iberia | 22.8 | 4,889 | 2,550 | 2,400 | 1,990 | 3,715 | 3,794 | 2,451 | 1,011 | 23,922 | 30,717 | 10,254 |
| Iberville | 9.7 | 2,354 | 1,073 | 928 | 802 | 1,445 | 1,438 | 1,210 | 450 | 23,086 | 32,222 | 9,798 |
| Jackson | 5.7 | 1,350 | 662 | 581 | 546 | 798 | 874 | 655 | 234 | 22,353 | 30,667 | 11,277 |
| Jefferson | 167.6 | 20,683 | 12,788 | 13,832 | 14,278 | 27,893 | 33,161 | 29.904 | 15,061 | 32,928 | 39,146 | 14,551 |
| Jefferson Davis | 10.6 | 2,370 | 1,212 | 1,074 | 1,028 | 1,851 | 1,411 | 1,163 | 491 | 23,132 | 29,384 | 10,212 |
| Lafayette | 60.9 | 11,030 | 5,799 | 5,527 | 5,072 | 9,027 | 10,586 | 8,953 | 4,906 | 28,165 | 36,038 | 13,245 |
| Lafourche | 28.9 | 5,311 | 3,057 | 2,854 | 2,583 | 4,861 | 4,987 | 3,783 | 1,464 | 26,256 | 32,251 | 10,838 |
| La Salle | 5.0 | 1,073 | 591 | 553 | 543 | 882 | 782 | 436 | 140 | 22,606 | 28,037 | 10,461 |
| Lincoln | 13.8 | 3,444 | 1,440 | 1,224 | 1,060 | 1,859 | 2,139 | 1,804 | 830 | 23,736 | 33,409 | 10,977 |
| Livingston | 24.1 | 3,357 | 2,120 | 2,295 | 2,352 | 4,137 | 5,006 | 3,773 | 1,060 | 29,523 | 33,293 | 11,206 |
| Madison | 4.2 | 1,427 | 577 | 488 | 399 | 511 | 447 | 237 | 114 | 15,983 | 22,911 | 7,887 |
| Morehouse | 11.0 | 2,879 | 1,500 | 1,197 | 930 | 1,467 | 1,495 | 1,107 | 425 | 19,682 | 27,184 | 9,315 |
| Natchitoches | 12.6 | 3,671 | 1,703 | 1,349 | 1,057 | 1,756 | 1,530 | 1,059 | 475 | 18,432 | 25,845 | 8,873 |
| Orleans | 186.6 | 48,913 | 19,634 | 18,020 | 15,366 | 25,230 | 24,644 | 20,479 | 14,314 | 22,191 | 33,519 | 12,679 |
| Ouachita | 50.4 | 10,566 | 5,432 | 5,002 | 4,636 | 7,247 | 7,995 | 6,501 | 3,021 | 24,530 | 32,812 | 11,581 |
| Plaquemines | 8.2 | 1,511 | 744 | 735 | 764 | 1,520 | 1,487 | 1,114 | 325 | 27,149 | 32,311 | 10,350 |
| Pointe Coupee | 7.7 | 2,088 | 855 | 744 | 646 | 1,110 | 1,229 | 743 | 285 | 21,261 | 27,545 | 9,469 |
| Rapides | 46.0 | 8,908 | 4,961 | 4,808 | 4,468 | 7,316 | 7,542 | 5,509 | 2,488 | 24,837 | 32,639 | 11,374 |
| Red River | 3.3 | 1,017 | 445 | 356 | 312 | 435 | 435 | 243 | 57 | 17,640 | 22,952 | 8,058 |
| Richland | 7.0 | 2,030 | 970 | 771 | 611 | 943 | 841 | 650 | 184 | 18,242 | 25,243 | 8,662 |
| Sabine | 8.3 | 2,111 | 1,020 | 949 | 801 | 1,244 | 1,244 | 702 | 229 | 20,437 | 26,607 | 9,815 |
| St. Bernard | 23.3 | 2,889 | 2,167 | 2,363 | 2,219 | 4,200 | 4,787 | 3,567 | 1,108 | 29,552 | 33,928 | 11,799 |
| St. Charles | 14.6 | 1,949 | 969 | 1,022 | 1,074 | 2,096 | 3,255 | 3,030 | 1,205 | 35,887 | 38,763 | 13,131 |
| St. Helena | 3.3 | 1,055 | 437 | 365 | 328 | 529 | 320 | 215 | 51 | 17,164 | 22,434 | 7,554 |
| St. James | 6.5 | 1,376 | 586 | 569 | 554 | 792 | 1,201 | 1,088 | 334 | 26,883 | 32,378 | 10,022 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| **SAMM** ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/91 Total Households (Thousands) | Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **LOUISIANA (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| St. John the Baptist | 13.0 | 2,039 | 1,044 | 991 | 1,081 | 2,117 | 2,750 | 2,329 | 649 | 31,159 | 34,780 | 11,109 |
| St. Landry | 27.4 | 8,383 | 3,584 | 2,723 | 2,297 | 3,683 | 3,635 | 2,203 | 892 | 18,182 | 25,770 | 8,826 |
| St. Martin | 14.7 | 3,551 | 1,758 | 1,700 | 1,523 | 2,450 | 2,348 | 1,010 | 360 | 21,119 | 25,556 | 8,499 |
| St. Mary | 19.2 | 3,873 | 2,089 | 1,944 | 1,893 | 3,176 | 3,406 | 2,059 | 760 | 24,474 | 29,555 | 9,903 |
| St. Tammany | 52.0 | 6,183 | 3,841 | 3,907 | 3,944 | 7,839 | 9,808 | 9,908 | 6,570 | 35,397 | 43,135 | 15,054 |
| Tangipahoa | 29.9 | 7,431 | 3,519 | 3,108 | 2,569 | 4,389 | 4,171 | 3,367 | 1,346 | 21,736 | 28,512 | 9,856 |
| Tensas | 2.5 | 834 | 372 | 303 | 184 | 254 | 266 | 165 | 122 | 15,726 | 25,650 | 9,161 |
| Terrebonne | 31.7 | 5,914 | 3,108 | 3,132 | 2,956 | 5,272 | 5,405 | 4,167 | 1,746 | 26,310 | 33,114 | 10,844 |
| Union | 7.6 | 1,596 | 918 | 862 | 649 | 1,243 | 1,135 | 845 | 352 | 23,266 | 29,381 | 10,735 |
| Vermilion | 17.8 | 4,090 | 2,032 | 1,833 | 1,589 | 2,716 | 2,636 | 2,058 | 846 | 22,973 | 29,458 | 10,466 |
| Vernon | 19.7 | 3,466 | 2,740 | 3,136 | 2,863 | 3,436 | 2,675 | 1,141 | 243 | 20,887 | 28,902 | 9,066 |
| Washington | 15.5 | 4,119 | 1,908 | 1,697 | 1,490 | 2,224 | 2,038 | 1,431 | 593 | 20,087 | 26,964 | 9,652 |
| Webster | 16.0 | 3,729 | 1,877 | 1,622 | 1,470 | 2,591 | 2,572 | 1,623 | 516 | 22,626 | 28,090 | 10,625 |
| West Baton Rouge | 6.7 | 1,146 | 690 | 678 | 605 | 1,028 | 1,295 | 953 | 305 | 27,171 | 32,099 | 10,972 |
| West Carroll | 4.4 | 1,188 | 616 | 524 | 434 | 564 | 614 | 326 | 134 | 18,778 | 24,782 | 9,012 |
| West Feliciana | 2.7 | 804 | 258 | 241 | 241 | 340 | 384 | 329 | 103 | 20,975 | 34,193 | 7,102 |
| Winn | 5.8 | 1,558 | 738 | 553 | 512 | 935 | 796 | 454 | 254 | 20,498 | 28,002 | 9,964 |
| **TOTAL METRO COUNTIES** | **1,065.5** | **192,018** | **97,709** | **95,486** | **90,242** | **162,022** | **184,849** | **159,865** | **83,309** | **28,365** | **36,064** | **13,021** |
| **TOTAL STATE** | **1,504.7** | **303,643** | **151,610** | **142,299** | **131,012** | **227,177** | **247,542** | **202,046** | **99,371** | **25,990** | **33,660** | **11,950** |
| **MAINE** | | | | | | | | | | | | |
| **BANGOR** | **54.8** | **7,209** | **5,152** | **5,511** | **5,633** | **9,716** | **11,295** | **7,694** | **2,590** | **28,808** | **34,493** | **12,720** |
| Penobscot | 54.8 | 7,209 | 5,152 | 5,511 | 5,633 | 9,716 | 11,295 | 7,694 | 2,590 | 28,808 | 34,493 | 12,720 |
| **LEWISTON - AUBURN** | **40.8** | **5,377** | **3,856** | **3,695** | **3,950** | **7,835** | **8,559** | **5,624** | **1,904** | **29,384** | **34,193** | **13,038** |
| Androscoggin | 40.8 | 5,377 | 3,856 | 3,695 | 3,950 | 7,835 | 8,559 | 5,624 | 1,904 | 29,384 | 34,193 | 13,038 |
| **PORTLAND** | **96.3** | **9,168** | **7,001** | **7,604** | **8,199** | **16,625** | **21,295** | **17,983** | **8,425** | **34,729** | **41,398** | **16,114** |
| Cumberland | 96.3 | 9,168 | 7,001 | 7,604 | 8,199 | 16,625 | 21,295 | 17,983 | 8,425 | 34,729 | 41,398 | 16,114 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Androscoggin | 40.8 | 5,377 | 3,856 | 3,695 | 3,950 | 7,835 | 8,559 | 5,624 | 1,904 | 29,384 | 34,193 | 13,038 |
| Aroostook | 31.2 | 5,512 | 3,684 | 3,560 | 3,645 | 5,963 | 5,574 | 2,498 | 764 | 23,901 | 29,788 | 10,782 |
| Cumberland | 96.3 | 9,168 | 7,001 | 7,604 | 8,199 | 16,625 | 21,295 | 17,983 | 8,425 | 34,729 | 41,398 | 16,114 |
| Franklin | 10.9 | 1,776 | 1,164 | 1,210 | 1,213 | 2,002 | 2,130 | 1,168 | 237 | 25,418 | 29,469 | 10,925 |
| Hancock | 18.7 | 2,458 | 1,897 | 1,990 | 2,004 | 3,509 | 3,592 | 2,391 | 859 | 27,640 | 33,411 | 13,071 |
| Kennebec | 44.6 | 5,384 | 3,988 | 4,140 | 4,264 | 8,331 | 9,514 | 6,859 | 2,120 | 30,355 | 35,080 | 13,282 |
| Knox | 14.6 | 1,886 | 1,479 | 1,649 | 1,674 | 2,791 | 2,740 | 1,803 | 578 | 27,040 | 33,465 | 13,313 |
| Lincoln | 12.2 | 1,377 | 1,092 | 1,239 | 1,284 | 2,346 | 2,649 | 1,604 | 609 | 29,567 | 34,663 | 13,598 |
| Oxford | 20.5 | 2,954 | 2,262 | 2,232 | 2,284 | 4,022 | 3,909 | 2,231 | 606 | 26,191 | 30,698 | 11,785 |
| Penobscot | 54.8 | 7,209 | 5,152 | 5,511 | 5,633 | 9,716 | 11,295 | 7,694 | 2,590 | 28,808 | 34,493 | 12,720 |
| Piscataquis | 7.3 | 1,195 | 899 | 896 | 829 | 1,383 | 1,371 | 605 | 122 | 23,980 | 27,332 | 10,613 |
| Sagadahoc | 13.0 | 1,183 | 905 | 1,056 | 1,134 | 2,493 | 3,273 | 2,356 | 600 | 33,954 | 37,393 | 14,009 |
| Somerset | 18.9 | 2,823 | 2,078 | 2,062 | 1,965 | 3,370 | 3,540 | 2,429 | 633 | 26,433 | 31,131 | 11,628 |
| Waldo | 12.7 | 2,252 | 1,591 | 1,428 | 1,335 | 2,519 | 2,006 | 1,178 | 391 | 24,041 | 29,089 | 10,962 |
| Washington | 13.5 | 3,049 | 1,810 | 1,665 | 1,509 | 2,335 | 1,985 | 940 | 207 | 20,749 | 25,202 | 9,611 |
| York | 63.6 | 5,353 | 4,191 | 4,890 | 5,360 | 10,929 | 15,375 | 13,249 | 4,253 | 35,966 | 40,027 | 15,037 |
| **TOTAL METRO COUNTIES** | **191.9** | **21,754** | **16,009** | **16,810** | **17,782** | **34,176** | **41,149** | **31,301** | **12,919** | **31,827** | **37,894** | **14,457** |
| **TOTAL STATE** | **473.6** | **58,956** | **43,049** | **44,827** | **46,282** | **86,169** | **98,807** | **70,612** | **24,898** | **29,904** | **35,435** | **13,448** |
| **MARYLAND** | | | | | | | | | | | | |
| **BALTIMORE** | **898.4** | **96,723** | **56,969** | **63,767** | **69,439** | **141,674** | **190,880** | **185,378** | **93,570** | **36,520** | **42,686** | **15,776** |
| Anne Arundel | 153.2 | 8,286 | 6,178 | 7,914 | 9,591 | 21,215 | 35,052 | 41,240 | 23,724 | 45,011 | 50,841 | 17,726 |
| Baltimore | 274.7 | 19,128 | 15,583 | 18,768 | 21,763 | 46,737 | 64,111 | 59,005 | 29,605 | 38,303 | 45,062 | 17,521 |
| Baltimore city | 274.0 | 58,813 | 27,165 | 27,412 | 26,300 | 45,629 | 45,977 | 30,979 | 11,725 | 24,488 | 30,776 | 11,551 |
| Carroll | 44.2 | 2,498 | 2,094 | 2,391 | 2,759 | 6,511 | 11,217 | 11,897 | 4,833 | 42,721 | 46,385 | 15,918 |
| Harford | 66.3 | 4,180 | 3,069 | 3,846 | 4,616 | 10,427 | 15,959 | 17,265 | 6,938 | 41,514 | 45,797 | 15,897 |
| Howard | 72.9 | 2,570 | 2,028 | 2,527 | 3,303 | 8,931 | 15,522 | 22,355 | 15,664 | 51,494 | 56,498 | 20,635 |
| Queen Anne's | 13.1 | 1,248 | 852 | 909 | 1,107 | 2,224 | 3,042 | 2,637 | 1,081 | 35,932 | 41,540 | 15,286 |
| **CUMBERLAND** | **39.6** | **8,269** | **4,864** | **4,799** | **4,473** | **6,774** | **6,124** | **3,375** | **922** | **22,088** | **27,459** | **10,713** |
| Allegany | 29.4 | 6,632 | 3,763 | 3,666 | 3,360 | 4,868 | 4,253 | 2,212 | 646 | 20,951 | 26,600 | 10,526 |
| *Mineral, W. Va.* | *10.2* | *1,637* | *1,101* | *1,133* | *1,113* | *1,906* | *1,871* | *1,163* | *276* | *25,551* | *29,934* | *11,225* |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **MARYLAND (continued)** | | | | | | | | | | | | |
| **HAGERSTOWN** | **45.2** | **6,168** | **3,990** | **4,155** | **4,566** | **9,016** | **9,905** | **5,781** | **1,619** | **28,991** | **33,601** | **12,378** |
| Washington | 45.2 | 6,168 | 3,990 | 4,155 | 4,566 | 9,016 | 9,905 | 5,781 | 1,619 | 28,991 | 33,601 | 12,378 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Allegany | 29.4 | 6,632 | 3,763 | 3,666 | 3,360 | 4,868 | 4,253 | 2,212 | 646 | 20,951 | 26,600 | 10,526 |
| Anne Arundel | 153.2 | 8,286 | 6,178 | 7,914 | 9,591 | 21,215 | 35,052 | 41,240 | 23,724 | 45,011 | 50,841 | 17,726 |
| Baltimore | 274.7 | 19,128 | 15,583 | 18,768 | 21,763 | 46,737 | 64,111 | 59,005 | 29,605 | 38,303 | 45,062 | 17,521 |
| Baltimore city | 274.0 | 58,813 | 27,165 | 27,412 | 26,300 | 45,629 | 45,977 | 30,979 | 11,725 | 24,488 | 30,776 | 11,551 |
| ☐ Calvert | 18.2 | 934 | 671 | 714 | 756 | 2,061 | 3,776 | 5,704 | 3,584 | 50,731 | 54,405 | 17,938 |
| Caroline | 10.2 | 1,612 | 1,067 | 1,097 | 1,043 | 1,995 | 2,076 | 1,030 | 280 | 26,406 | 29,828 | 10,984 |
| Carroll | 44.2 | 2,498 | 2,094 | 2,391 | 2,759 | 6,511 | 11,217 | 11,897 | 4,833 | 42,721 | 46,385 | 15,918 |
| ☐ Cecil | 25.7 | 2,189 | 1,654 | 1,947 | 2,065 | 4,328 | 6,092 | 5,654 | 1,771 | 36,562 | 40,429 | 14,003 |
| ☐ Charles | 34.8 | 2,098 | 1,283 | 1,699 | 1,918 | 4,648 | 8,750 | 10,118 | 4,286 | 44,854 | 47,540 | 15,505 |
| Dorchester | 12.1 | 1,966 | 1,293 | 1,246 | 1,241 | 2,319 | 2,107 | 1,389 | 539 | 26,242 | 31,271 | 12,488 |
| ☐ Frederick | 55.0 | 3,675 | 2,634 | 3,102 | 3,677 | 8,713 | 13,830 | 13,956 | 5,413 | 41,093 | 44,993 | 15,772 |
| Garrett | 10.2 | 1,830 | 1,252 | 1,226 | 1,155 | 1,916 | 1,510 | 1,082 | 229 | 23,428 | 27,955 | 10,076 |
| Harford | 66.3 | 4,180 | 3,069 | 3,846 | 4,616 | 10,427 | 15,959 | 17,265 | 6,938 | 41,514 | 45,797 | 15,897 |
| Howard | 72.9 | 2,570 | 2,028 | 2,527 | 3,303 | 8,931 | 15,522 | 22,355 | 15,664 | 51,494 | 56,498 | 20,635 |
| Kent | 6.7 | 967 | 608 | 587 | 601 | 1,164 | 1,332 | 959 | 482 | 30,000 | 39,001 | 14,598 |
| ☐ Montgomery | 298.1 | 11,789 | 8,572 | 11,730 | 14,959 | 35,575 | 59,265 | 80,971 | 75,239 | 51,835 | 61,753 | 22,999 |
| ☐ Prince George's | 262.4 | 13,393 | 9,513 | 14,036 | 18,642 | 42,817 | 62,419 | 69,323 | 32,257 | 42,743 | 46,903 | 16,544 |
| Queen Anne's | 13.1 | 1,248 | 852 | 909 | 1,107 | 2,224 | 3,042 | 2,637 | 1,081 | 35,932 | 41,540 | 15,286 |
| St. Mary's | 26.6 | 1,851 | 1,441 | 1,991 | 2,355 | 4,826 | 6,280 | 5,930 | 1,926 | 36,895 | 41,545 | 13,883 |
| Somerset | 8.1 | 1,565 | 874 | 860 | 846 | 1,584 | 1,404 | 783 | 184 | 24,438 | 31,109 | 10,632 |
| Talbot | 12.9 | 1,482 | 931 | 1,108 | 1,152 | 2,166 | 2,359 | 2,102 | 1,600 | 33,158 | 43,981 | 18,185 |
| Washington | 45.2 | 6,168 | 3,990 | 4,155 | 4,566 | 9,016 | 9,905 | 5,781 | 1,619 | 28,991 | 33,601 | 12,378 |
| Wicomico | 28.5 | 3,900 | 2,662 | 2,837 | 2,853 | 5,536 | 5,734 | 3,583 | 1,395 | 28,441 | 34,351 | 12,865 |
| Worcester | 14.5 | 2,108 | 1,463 | 1,412 | 1,481 | 2,694 | 2,930 | 1.662 | 750 | 27,785 | 33,671 | 13,600 |
| **TOTAL METRO COUNTIES** | **1,667.2** | **143,601** | **89,049** | **104,816** | **119,382** | **253,700** | **359,170** | **379,097** | **218,385** | **39,929** | **46,500** | **16,982** |
| **TOTAL STATE** | **1,797.0** | **160,882** | **100,640** | **117,180** | **132,109** | **277,900** | **384,902** | **397,617** | **225,770** | **39,074** | **45,712** | **16,710** |
| **MASSACHUSETTS** | | | | | | | | | | | | |
| **BOSTON - LAWRENCE - SALEM - LOWELL - BROCKTON** | **1,409.5** | **140,600** | **89,803** | **76,150** | **85,803** | **181,287** | **264,831** | **330,949** | **240,077** | **42,278** | **49,858** | **18,563** |
| Essex | 251.8 | 28,029 | 18,601 | 13,739 | 15,987 | 32,535 | 47,662 | 56,914 | 38,333 | 40,222 | 46,992 | 17,600 |
| Middlesex | 519.1 | 40,368 | 27,395 | 25,640 | 28,896 | 64,132 | 97,625 | 129,983 | 105,061 | 46,179 | 54,144 | 20,102 |
| Norfolk | 227.1 | 16,156 | 11,282 | 10,756 | 11,788 | 27,011 | 42,274 | 59,462 | 48,371 | 47,969 | 55,701 | 20,595 |
| Plymouth | 150.7 | 12,967 | 9,054 | 8,008 | 9,014 | 19,314 | 30,570 | 38,817 | 22,956 | 43,326 | 48,590 | 16,650 |
| Suffolk | 260.8 | 43,080 | 23,471 | 18,007 | 20,118 | 38,295 | 46,700 | 45,773 | 25,356 | 31,690 | 39,740 | 15,672 |
| **NEW BEDFORD - FALL RIVER - ATTLEBORO** | **189.4** | **24,532** | **17,724** | **12,833** | **13,788** | **28,694** | **38,639** | **37,750** | **15,440** | **33,998** | **38,725** | **14,342** |
| Bristol | 189.4 | 24,532 | 17,724 | 12,833 | 13,788 | 28,694 | 38,639 | 37,750 | 15,440 | 33,998 | 38,725 | 14,342 |
| **PITTSFIELD** | **53.9** | **6,227** | **4,967** | **4,578** | **4,590** | **8,580** | **10,752** | **10,082** | **4,124** | **32,687** | **39,015** | **15,238** |
| Berkshire | 53.9 | 6,227 | 4,967 | 4,578 | 4,590 | 8,580 | 10,752 | 10,082 | 4,124 | 32,687 | 39,015 | 15,238 |
| **SPRINGFIELD** | **222.2** | **27,860** | **19,586** | **15,952** | **17,169** | **34,097** | **46,759** | **42,265** | **18,512** | **33,948** | **39,704** | **14,520** |
| Hampden | 171.5 | 22,780 | 15,803 | 12,209 | 13,179 | 26,258 | 35,958 | 31,776 | 13,537 | 33,284 | 38,720 | 14,426 |
| Hampshire | 50.7 | 5,080 | 3,783 | 3,743 | 3,990 | 7,839 | 10,801 | 10,489 | 4,975 | 36,150 | 43,032 | 14,811 |
| **WORCESTER - FITCHBURG - LEOMINSTER** | **265.2** | **27,878** | **19,943** | **16,528** | **18,594** | **37,830** | **55,451** | **60,120** | **28,856** | **38,138** | **43,233** | **15,858** |
| Worcester | 265.2 | 27,878 | 19,943 | 16,528 | 18,594 | 37,830 | 55,451 | 60,120 | 28,856 | 38,138 | 43,233 | 15,858 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Barnstable | 80.3 | 7,865 | 6,526 | 6,765 | 6,885 | 13,333 | 16,208 | 15,650 | 7,068 | 34,055 | 40,319 | 16,793 |
| Berkshire | 53.9 | 6,227 | 4,967 | 4,578 | 4,590 | 8,580 | 10,752 | 10,082 | 4,124 | 32,687 | 39,015 | 15,238 |
| Bristol | 189.4 | 24,532 | 17,724 | 12,833 | 13,788 | 28,694 | 38,639 | 37,750 | 15,440 | 33,998 | 38,725 | 14,342 |
| Dukes | 5.2 | 500 | 369 | 393 | 390 | 921 | 1,169 | 912 | 546 | 35,297 | 42,483 | 18,107 |
| Essex | 251.8 | 28,029 | 18,601 | 13,739 | 15,987 | 32,535 | 47,662 | 56,914 | 38,333 | 40,222 | 46,992 | 17,600 |
| Franklin | 28.2 | 3,130 | 2,484 | 2,385 | 2,488 | 4,909 | 6,214 | 4,913 | 1,677 | 32,324 | 36,527 | 14,447 |
| Hampden | 171.5 | 22,780 | 15,803 | 12,209 | 13,179 | 26,258 | 35,958 | 31,776 | 13,537 | 33,284 | 38,720 | 14,426 |
| Hampshire | 50.7 | 5,080 | 3,783 | 3,743 | 3,990 | 7,839 | 10,801 | 10,489 | 4,975 | 36,150 | 43,032 | 14,811 |
| Middlesex | 519.1 | 40,368 | 27,395 | 25,640 | 28,896 | 64,132 | 97,625 | 129,983 | 105,061 | 46,179 | 54,144 | 20,102 |
| Nantucket | 2.6 | 197 | 199 | 159 | 125 | 361 | 544 | 676 | 339 | 41,931 | 47,039 | 19,726 |
| Norfolk | 227.1 | 16,156 | 11,282 | 10,756 | 11,788 | 27,011 | 42,274 | 59,462 | 48,371 | 47,969 | 55,701 | 20,595 |
| Plymouth | 150.7 | 12,967 | 9,054 | 8,008 | 9,014 | 19,314 | 30,570 | 38,817 | 22,956 | 43,326 | 48,590 | 16,650 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **MASSACHUSETTS (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Suffolk | 260.8 | 43,080 | 23,471 | 18,007 | 20,118 | 38,295 | 46,700 | 45,773 | 25,356 | 31,690 | 39,740 | 15,672 |
| Worcester | 265.2 | 27,878 | 19,943 | 16,528 | 18,594 | 37,830 | 55,451 | 60,120 | 28,856 | 38,138 | 43,233 | 15,858 |
| **TOTAL METRO COUNTIES** | **2,140.2** | **227,097** | **152,023** | **126,041** | **139,944** | **290,488** | **416,432** | **481,166** | **307,009** | **39,682** | **46,725** | **17,344** |
| **TOTAL STATE** | **2,256.5** | **238,789** | **161,601** | **135,743** | **149,832** | **310,012** | **440,567** | **503,317** | **316,639** | **39,341** | **46,360** | **17,296** |
| **MICHIGAN** | | | | | | | | | | | | |
| **ANN ARBOR** | **106.4** | **10,559** | **7,284** | **7,883** | **7,998** | **15,726** | **20,213** | **22,927** | **13,810** | **37,643** | **45,514** | **16,844** |
| Washtenaw | 106.4 | 10,559 | 7,284 | 7,883 | 7,998 | 15,726 | 20,213 | 22,927 | 13,810 | 37,643 | 45,514 | 16,844 |
| **BATTLE CREEK** | **52.4** | **7,342** | **5,027** | **5,075** | **4,822** | **8,938** | **10,085** | **8,385** | **2,726** | **29,351** | **34,413** | **13,153** |
| Calhoun | 52.4 | 7,342 | 5,027 | 5,075 | 4,822 | 8,938 | 10,085 | 8,385 | 2,726 | 29,351 | 34,413 | 13,153 |
| **BENTON HARBOR** | **61.4** | **8,656** | **5,864** | **5,669** | **5,529** | **10,529** | **12,514** | **9,220** | **3,419** | **29,671** | **34,889** | **13,199** |
| Berrien | 61.4 | 8,656 | 5,864 | 5,669 | 5,529 | 10,529 | 12,514 | 9,220 | 3,419 | 29,671 | 34,889 | 13,199 |
| **DETROIT** | **1,627.1** | **209,165** | **118,624** | **112,849** | **115,707** | **231,501** | **319,648** | **335,745** | **183,861** | **36,150** | **42,461** | **15,695** |
| Lapeer | 25.3 | 2,260 | 1,742 | 1,948 | 1,995 | 3,674 | 5,706 | 5,987 | 1,988 | 37,594 | 41,271 | 13,614 |
| Livingston | 40.3 | 1,996 | 1,578 | 1,993 | 2,313 | 5,211 | 8,724 | 11,944 | 6,541 | 47,186 | 51,370 | 17,238 |
| Macomb | 268.2 | 19,795 | 16,157 | 18,148 | 19,572 | 40,661 | 61,270 | 65,879 | 26,718 | 39,838 | 43,392 | 16,061 |
| Monroe | 46.9 | 4,762 | 3,485 | 3,532 | 3,567 | 7,345 | 10,442 | 10,433 | 3,334 | 36,104 | 39,434 | 13,720 |
| Oakland | 420.8 | 27,649 | 20,334 | 21,903 | 24,292 | 54,225 | 82,942 | 103,778 | 85,677 | 46,139 | 55,634 | 21,106 |
| St. Clair | 54.0 | 6,720 | 4,443 | 4,395 | 4,481 | 9,071 | 11,078 | 10,039 | 3,773 | 32,650 | 37,423 | 13,590 |
| Wayne | 771.6 | 145,983 | 70,885 | 60,930 | 59,487 | 111,314 | 139,486 | 127,685 | 55,830 | 29,239 | 35,063 | 12,958 |
| ***DETROIT - ANN ARBOR CONSOLIDATED AREA*** | ***1,733.5*** | ***219,724*** | ***125,908*** | ***120,732*** | ***123,705*** | ***247,227*** | ***339,861*** | ***358,672*** | ***197,671*** | ***36,239*** | ***42,648*** | ***15,765*** |
| **FLINT** | **160.8** | **23,592** | **13,905** | **12,683** | **12,111** | **21,682** | **32,127** | **31,793** | **12,907** | **33,339** | **37,699** | **14,150** |
| Genesee | 160.8 | 23,592 | 13,905 | 12,683 | 12,111 | 21,682 | 32,127 | 31,793 | 12,907 | 33,339 | 37,699 | 14,150 |
| **GRAND RAPIDS** | **251.5** | **21,786** | **17,400** | **19,027** | **20,749** | **44,034** | **59,266** | **49,784** | **19,454** | **35,647** | **41,291** | **14,676** |
| Kent | 186.3 | 17,429 | 13,602 | 14,776 | 15,850 | 32,716 | 42,157 | 35,567 | 14,203 | 34,626 | 40,540 | 14,734 |
| Ottawa | 65.2 | 4,357 | 3,798 | 4,251 | 4,899 | 11,318 | 17,109 | 14,217 | 5,251 | 38,327 | 43,438 | 14,524 |
| **JACKSON** | **54.5** | **6,688** | **4,801** | **4,864** | **4,866** | **9,316** | **11,415** | **9,371** | **3,179** | **31,402** | **36,411** | **13,047** |
| Jackson | 54.5 | 6,688 | 4,801 | 4,864 | 4,866 | 9,316 | 11,415 | 9,371 | 3,179 | 31,402 | 36,411 | 13,047 |
| **KALAMAZOO** | **84.6** | **10,311** | **7,078** | **7,106** | **6,976** | **13,426** | **16,998** | **15,446** | **7,259** | **33,068** | **39,455** | **14,763** |
| Kalamazoo | 84.6 | 10,311 | 7,078 | 7,106 | 6,976 | 13,426 | 16,998 | 15,446 | 7,259 | 33,068 | 39,455 | 14,763 |
| **LANSING - EAST LANSING** | **158.7** | **17,788** | **11,820** | **12,527** | **13,185** | **25,980** | **33,225** | **30,885** | **13,290** | **34,233** | **39,771** | **14,430** |
| Clinton | 20.7 | 1,467 | 1,325 | 1,529 | 1,713 | 3,507 | 4,950 | 4,734 | 1,475 | 37,243 | 40,504 | 14,211 |
| Eaton | 34.8 | 2,422 | 1,833 | 2,238 | 2,687 | 5,390 | 7,897 | 8,542 | 3,791 | 40,117 | 44,392 | 16,279 |
| Ingham | 103.2 | 13,899 | 8,662 | 8,760 | 8,785 | 17,083 | 20,378 | 17,609 | 8,024 | 31,622 | 38,066 | 13,857 |
| **MUSKEGON** | **58.6** | **8,833** | **5,997** | **5,622** | **5,725** | **10,518** | **11,579** | **8,039** | **2,287** | **27,847** | **32,724** | **11,881** |
| Muskegon | 58.6 | 8,833 | 5,997 | 5,622 | 5,725 | 10,518 | 11,579 | 8,039 | 2,287 | 27,847 | 32,724 | 11,881 |
| **SAGINAW - BAY CITY - MIDLAND** | **148.5** | **23,001** | **13,765** | **13,182** | **12,534** | **22,503** | **29,356** | **24,780** | **9,379** | **30,244** | **35,281** | **13,138** |
| Bay | 42.1 | 6,519 | 4,279 | 3,890 | 3,600 | 6,628 | 8,493 | 6,477 | 2,214 | 29,080 | 33,795 | 12,806 |
| Midland | 28.4 | 3,143 | 2,171 | 2,365 | 2,304 | 4,301 | 5,637 | 5,463 | 3,016 | 34,806 | 41,577 | 15,335 |
| Saginaw | 78.0 | 13,339 | 7,315 | 6,927 | 6,630 | 11,574 | 15,226 | 12,840 | 4,149 | 29,201 | 33,791 | 12,509 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Alcona | 4.3 | 755 | 636 | 643 | 555 | 725 | 624 | 288 | 74 | 21,045 | 25,113 | 10,587 |
| Alger | 3.3 | 529 | 402 | 382 | 346 | 621 | 661 | 299 | 60 | 24,870 | 28,792 | 10,441 |
| Allegan | 32.7 | 3,372 | 2,444 | 2,772 | 3,114 | 6,220 | 7,731 | 5,445 | 1,602 | 32,448 | 36,773 | 12,916 |
| Alpena | 11.8 | 2,035 | 1,458 | 1,362 | 1,221 | 2,034 | 2,064 | 1,279 | 347 | 24,279 | 29,265 | 11,285 |
| Antrim | 7.2 | 1,026 | 887 | 942 | 898 | 1,287 | 1,280 | 639 | 241 | 24,148 | 28,982 | 11,219 |
| Arenac | 5.7 | 1,170 | 763 | 675 | 629 | 910 | 839 | 526 | 188 | 21,923 | 27,458 | 10,097 |
| Baraga | 3.1 | 704 | 444 | 351 | 349 | 563 | 440 | 209 | 40 | 20,730 | 24,343 | 9,433 |
| Barry | 18.2 | 1,741 | 1,489 | 1,666 | 1,659 | 3,406 | 4,144 | 3,194 | 901 | 32,485 | 36,192 | 12,840 |
| Bay | 42.1 | 6,519 | 4,279 | 3,890 | 3,600 | 6,628 | 8,493 | 6,477 | 2,214 | 29,080 | 33,795 | 12,806 |
| Benzie | 4.9 | 647 | 610 | 633 | 577 | 968 | 825 | 488 | 152 | 24,852 | 29,653 | 11,718 |
| Berrien | 61.4 | 8,656 | 5,864 | 5,669 | 5,529 | 10,529 | 12,514 | 9,220 | 3,419 | 29,671 | 34,889 | 13,199 |
| Branch | 15.1 | 2,169 | 1,488 | 1,546 | 1,612 | 2,925 | 2,906 | 1,930 | 524 | 27,395 | 32,044 | 11,253 |
| Calhoun | 52.4 | 7,342 | 5,027 | 5,075 | 4,822 | 8,938 | 10,085 | 8,385 | 2,726 | 29,351 | 34,413 | 13,153 |
| Cass | 18.5 | 2,354 | 1,680 | 1,749 | 1,842 | 3,550 | 3,933 | 2,590 | 802 | 29,627 | 33,973 | 12,570 |
| Charlevoix | 8.5 | 1,109 | 957 | 949 | 936 | 1,647 | 1,667 | 972 | 263 | 26,706 | 31,534 | 12,074 |
| Cheboygan | 8.3 | 1,270 | 1,059 | 1,012 | 944 | 1,636 | 1,478 | 728 | 173 | 24,285 | 27,934 | 10,684 |
| Chippewa | 11.8 | 1,968 | 1,454 | 1,386 | 1,307 | 2,226 | 2,053 | 1,061 | 345 | 24,177 | 30,628 | 10,238 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

S&MM ESTIMATES

|  |  | Households by E B I Group |  |  |  |  |  |  |  |  |  |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **MICHIGAN (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |
| **ALL COUNTIES (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |
| Clare | 10.0 | 2,144 | 1,567 | 1,341 | 1,030 | 1,474 | 1,371 | 823 | 250 | 19,806 | 25,636 | 10,014 |
| Clinton | 20.7 | 1,467 | 1,325 | 1,529 | 1,713 | 3,507 | 4,950 | 4,734 | 1,475 | 37,243 | 40,504 | 14,211 |
| Crawford | 4.6 | 731 | 564 | 612 | 621 | 894 | 718 | 381 | 79 | 23,164 | 27,446 | 9,864 |
| Delta | 14.5 | 2,593 | 1,740 | 1,570 | 1,460 | 2,507 | 2,610 | 1,613 | 407 | 24,613 | 29,368 | 11,326 |
| Dickinson | 10.8 | 1,580 | 1,182 | 1,096 | 1,085 | 1,877 | 2,102 | 1,428 | 450 | 27,317 | 33,093 | 13,237 |
| Eaton | 34.8 | 2,422 | 1,833 | 2,238 | 2,687 | 5,390 | 7,897 | 8,542 | 3,791 | 40,117 | 44,392 | 16,279 |
| Emmet | 9.8 | 1,135 | 952 | 1,055 | 1,059 | 1,881 | 1,927 | 1,204 | 587 | 28,610 | 34,985 | 13,340 |
| Genesee | 160.8 | 23,592 | 13,905 | 12,683 | 12,111 | 21,682 | 32,127 | 31,793 | 12,907 | 33,339 | 37,699 | 14,150 |
| Gladwin | 8.5 | 1,817 | 1,229 | 1,076 | 869 | 1,315 | 1,250 | 740 | 204 | 20,736 | 26,172 | 9,931 |
| Gogebic | 7.4 | 1,581 | 1,199 | 995 | 792 | 1,276 | 958 | 436 | 163 | 19,623 | 24,677 | 10,317 |
| Grand Traverse | 25.0 | 2,297 | 2,026 | 2,253 | 2,483 | 5,115 | 5,160 | 3,940 | 1,726 | 31,649 | 37,375 | 13,988 |
| Gratiot | 13.7 | 1,940 | 1,490 | 1,514 | 1,466 | 2,359 | 2,671 | 1,818 | 442 | 26,701 | 31,942 | 11,051 |
| Hillsdale | 15.9 | 2,138 | 1,636 | 1,623 | 1,554 | 3,042 | 3,272 | 2,069 | 566 | 28,250 | 32,695 | 11,815 |
| Houghton | 13.2 | 2,922 | 2,045 | 1,694 | 1,322 | 2,094 | 1,769 | 1,019 | 335 | 19,820 | 26,228 | 9,780 |
| Huron | 13.2 | 2,487 | 1,614 | 1,558 | 1,500 | 2,477 | 2,129 | 1,120 | 315 | 23,136 | 27,164 | 10,274 |
| Ingham | 103.2 | 13,899 | 8,662 | 8,760 | 8,785 | 17,083 | 20,378 | 17,609 | 8,024 | 31,622 | 38,066 | 13,857 |
| Ionia | 18.8 | 2,337 | 1,647 | 1,609 | 1,724 | 3,383 | 4,191 | 3,183 | 726 | 31,131 | 35,424 | 11,326 |
| Iosco | 11.7 | 1,785 | 1,569 | 1,657 | 1,543 | 2,268 | 1,739 | 918 | 221 | 22,718 | 27,176 | 10,391 |
| Iron | 5.6 | 1,247 | 914 | 782 | 614 | 883 | 790 | 306 | 64 | 19,085 | 23,489 | 10,041 |
| Isabella | 17.8 | 2,886 | 1,997 | 1,912 | 1,756 | 2,900 | 3,019 | 2,308 | 1,022 | 26,089 | 33,761 | 10,867 |
| Jackson | 54.5 | 6,688 | 4,801 | 4,864 | 4,866 | 9,316 | 11,415 | 9,371 | 3,179 | 31,402 | 36,411 | 13,047 |
| Kalamazoo | 84.6 | 10,311 | 7,078 | 7,106 | 6,976 | 13,426 | 16,998 | 15,446 | 7,259 | 33,068 | 39,455 | 14,763 |
| Kalkaska | 5.1 | 792 | 591 | 613 | 625 | 1,073 | 851 | 450 | 105 | 24,432 | 27,836 | 10,140 |
| Kent | 186.3 | 17,429 | 13,602 | 14,776 | 15,850 | 32,716 | 42,157 | 35,567 | 14,203 | 34,626 | 40,540 | 14,734 |
| Keweenaw | .8 | 214 | 143 | 104 | 97 | 97 | 90 | 41 | 14 | 17,067 | 22,228 | 10,460 |
| Lake | 3.7 | 1,076 | 611 | 488 | 389 | 494 | 392 | 190 | 60 | 16,670 | 21,418 | 8,904 |
| Lapeer | 25.3 | 2,260 | 1,742 | 1,948 | 1,995 | 3,674 | 5,706 | 5,987 | 1,988 | 37,594 | 41,271 | 13,614 |
| Leelanau | 6.4 | 654 | 548 | 574 | 651 | 1,176 | 1,336 | 1,101 | 360 | 31,191 | 36,723 | 13,825 |
| Lenawee | 32.0 | 3,615 | 2,567 | 2,702 | 2,882 | 5,502 | 7,223 | 5,683 | 1,826 | 32,682 | 37,457 | 12,806 |
| Livingston | 40.3 | 1,996 | 1,578 | 1,993 | 2,313 | 5,211 | 8,724 | 11,944 | 6,541 | 47,186 | 51,370 | 17,238 |
| Luce | 2.1 | 351 | 275 | 280 | 239 | 414 | 342 | 163 | 36 | 23,012 | 26,899 | 9,910 |
| Mackinac | 4.4 | 724 | 613 | 598 | 520 | 810 | 642 | 374 | 119 | 22,548 | 27,312 | 11,127 |
| Macomb | 268.2 | 19,795 | 16,157 | 18,148 | 19,572 | 40,661 | 61,270 | 65,879 | 26,718 | 39,838 | 43,392 | 16,061 |
| Manistee | 8.6 | 1,745 | 1,180 | 989 | 829 | 1,425 | 1,391 | 844 | 197 | 22,328 | 26,967 | 10,939 |
| Marquette | 25.5 | 3,588 | 2,692 | 2,633 | 2,564 | 4,475 | 5,176 | 3,436 | 936 | 27,783 | 33,059 | 11,890 |
| Mason | 10.0 | 1,675 | 1,255 | 1,220 | 1,148 | 1,728 | 1,747 | 943 | 284 | 23,702 | 28,896 | 11,332 |
| Mecosta | 12.4 | 2,459 | 1,630 | 1,481 | 1,250 | 2,033 | 1,951 | 1,233 | 363 | 22,520 | 29,283 | 9,683 |
| Menominee | 9.8 | 1,666 | 1,251 | 1,123 | 1,054 | 1,850 | 1,642 | 1,002 | 212 | 24,079 | 28,326 | 11,148 |
| Midland | 28.4 | 3,143 | 2,171 | 2,365 | 2,304 | 4,301 | 5,637 | 5,463 | 3,016 | 34,806 | 41,577 | 15,335 |
| Missaukee | 4.5 | 760 | 590 | 561 | 520 | 874 | 731 | 374 | 90 | 23,259 | 27,082 | 9,750 |
| Monroe | 46.9 | 4,762 | 3,485 | 3,532 | 3,567 | 7,345 | 10,442 | 10,433 | 3,334 | 36,104 | 39,434 | 13,720 |
| Montcalm | 19.1 | 2,960 | 2,207 | 2,156 | 2,092 | 3,601 | 3,537 | 2,119 | 428 | 25,358 | 29,487 | 10,296 |
| Montmorency | 3.6 | 643 | 522 | 493 | 450 | 649 | 522 | 232 | 89 | 21,578 | 26,103 | 10,326 |
| Muskegon | 58.6 | 8,833 | 5,997 | 5,622 | 5,725 | 10,518 | 11,579 | 8,039 | 2,287 | 27,847 | 32,724 | 11,881 |
| Newaygo | 14.2 | 2,183 | 1,598 | 1,473 | 1,481 | 2,641 | 2,649 | 1,705 | 470 | 26,295 | 30,663 | 11,051 |
| Oakland | 420.8 | 27,649 | 20,334 | 21,903 | 24,292 | 54,225 | 82,942 | 103,778 | 85,677 | 46,139 | 55,634 | 21,106 |
| Oceana | 8.2 | 1,446 | 1,008 | 913 | 862 | 1,563 | 1,434 | 774 | 200 | 24,251 | 27,887 | 9,986 |
| Ogemaw | 7.4 | 1,531 | 1,082 | 1,010 | 824 | 1,248 | 1,054 | 495 | 156 | 20,467 | 25,547 | 9,795 |
| Ontonagon | 3.6 | 610 | 477 | 406 | 348 | 646 | 654 | 344 | 115 | 24,411 | 29,391 | 12,024 |
| Osceola | 7.5 | 1,450 | 1,031 | 917 | 786 | 1,436 | 1,212 | 539 | 129 | 22,239 | 26,092 | 9,546 |
| Oscoda | 3.3 | 690 | 513 | 462 | 406 | 547 | 470 | 159 | 53 | 19,837 | 23,674 | 9,645 |
| Otsego | 6.8 | 815 | 690 | 721 | 720 | 1,324 | 1,457 | 789 | 284 | 28,314 | 32,546 | 11,835 |
| Ottawa | 65.2 | 4,357 | 3,798 | 4,251 | 4,899 | 11,318 | 17,109 | 14,217 | 5,251 | 38,327 | 43,438 | 14,524 |
| Presque Isle | 5.4 | 1,039 | 708 | 651 | 594 | 1,027 | 847 | 469 | 65 | 22,542 | 25,938 | 10,150 |
| Roscommon | 8.9 | 1,939 | 1,455 | 1,390 | 1,084 | 1,294 | 996 | 579 | 163 | 18,798 | 23,412 | 10,066 |
| Saginaw | 78.0 | 13,339 | 7,315 | 6,927 | 6,630 | 11,574 | 15,226 | 12,840 | 4,149 | 29,201 | 33,791 | 12,509 |
| St. Clair | 54.0 | 6,720 | 4,443 | 4,395 | 4,481 | 9,071 | 11,078 | 10,039 | 3,773 | 32,650 | 37,423 | 13,590 |
| St. Joseph | 22.0 | 2,734 | 2,048 | 2,178 | 2,185 | 4,117 | 4,668 | 3,126 | 944 | 29,410 | 33,898 | 12,450 |
| Sanilac | 14.8 | 2,383 | 1,691 | 1,728 | 1,705 | 2,778 | 2,620 | 1,497 | 398 | 24,686 | 29,046 | 10,667 |
| Schoolcraft | 3.3 | 657 | 461 | 416 | 394 | 531 | 516 | 280 | 45 | 21,472 | 25,551 | 10,159 |
| Shiawassee | 25.1 | 2,763 | 2,368 | 2,381 | 2,221 | 4,492 | 5,691 | 4,175 | 1,009 | 31,336 | 34,783 | 12,401 |
| Tuscola | 19.6 | 2,505 | 1,882 | 1,849 | 1,897 | 3,398 | 4,084 | 3,217 | 768 | 29,554 | 34,104 | 12,001 |
| Van Buren | 26.0 | 3,840 | 2,652 | 2,650 | 2,582 | 4,704 | 5,118 | 3,383 | 1,071 | 27,636 | 32,405 | 11,767 |
| Washtenaw | 106.4 | 10,559 | 7,284 | 7,883 | 7,998 | 15,726 | 20,213 | 22,927 | 13,810 | 37,643 | 45,514 | 16,844 |
| Wayne | 771.6 | 145,983 | 70,885 | 60,930 | 59,487 | 111,314 | 139,486 | 127,685 | 55,830 | 29,239 | 35,063 | 12,958 |
| Wexford | 10.1 | 1,631 | 1,313 | 1,174 | 1,040 | 1,847 | 1,787 | 1,012 | 296 | 24,481 | 29,568 | 11,143 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **MICHIGAN (continued)** | | | | | | | | | | | | |
| **TOTAL METRO COUNTIES** | **2,764.5** | **347,721** | **211,565** | **206,487** | **210,202** | **414,153** | **556,426** | **546,375** | **271,571** | **34,809** | **40,917** | **15,080** |
| **TOTAL STATE** | **3,452.6** | **451,328** | **288,359** | **281,236** | **281,508** | **538,410** | **685,577** | **630,057** | **296,125** | **32,839** | **39,011** | **14,356** |
| **MINNESOTA** | | | | | | | | | | | | |
| **DULUTH** | **94.5** | **15,931** | **11,190** | **9,919** | **9,302** | **16,254** | **17,983** | **11,105** | **2,816** | **25,546** | **30,362** | **12,101** |
| St. Louis | 77.9 | 13,351 | 9,109 | 8,141 | 7,571 | 13,198 | 14,840 | 9,286 | 2,404 | 25,581 | 30,471 | 12,167 |
| *Douglas, Wisc.* | *16.6* | *2,580* | *2,081* | *1,778* | *1,731* | *3,056* | *3,143* | *1,819* | *412* | *25,400* | *29,849* | *11,797* |
| **FARGO - MOORHEAD** | **58.9** | **7,551** | **5,587** | **5,469** | **5,307** | **10,104** | **11,992** | **9,127** | **3,763** | **30,361** | **36,465** | **13,768** |
| Clay | 17.5 | 2,691 | 1,923 | 1,725 | 1,554 | 2,935 | 3,552 | 2,479 | 641 | 27,901 | 32,652 | 11,270 |
| *Cass, N. D.* | *41.4* | *4,860* | *3,664* | *3,744* | *3,753* | *7,169* | *8,440* | *6,648* | *3,122* | *31,408* | *38,077* | *14,970* |
| **MINNEAPOLIS - ST. PAUL** | **967.3** | **80,370** | **61,474** | **68,090** | **75,964** | **157,570** | **223,984** | **206,829** | **93,019** | **37,580** | **43,280** | **16,436** |
| Anoka | 86.1 | 4,742 | 4,005 | 5,094 | 6,188 | 15,145 | 25,205 | 20,486 | 5,235 | 39,614 | 41,597 | 14,078 |
| Carver | 17.6 | 1,161 | 947 | 1,041 | 1,215 | 2,927 | 4,273 | 4,148 | 1,888 | 40,325 | 45,694 | 15,894 |
| Chisago | 10.9 | 1,047 | 854 | 890 | 919 | 2,013 | 2,620 | 2,019 | 538 | 33,658 | 37,999 | 13,191 |
| Dakota | 106.8 | 5,501 | 4,714 | 6,083 | 7,441 | 17,718 | 27,964 | 27,249 | 10,130 | 41,370 | 45,227 | 16,171 |
| Hennepin | 429.7 | 40,084 | 29,613 | 32,253 | 34,753 | 68,257 | 91,396 | 86,241 | 47,103 | 36,535 | 44,042 | 17,899 |
| Isanti | 9.1 | 885 | 659 | 690 | 782 | 1,688 | 2,291 | 1,677 | 428 | 34,101 | 37,150 | 12,661 |
| Ramsey | 192.4 | 19,744 | 14,789 | 15,450 | 16,711 | 31,692 | 40,550 | 36,876 | 16,588 | 34,291 | 40,455 | 15,885 |
| Scott | 20.5 | 1,242 | 939 | 1,183 | 1,376 | 3,311 | 5,742 | 4,969 | 1,738 | 40,916 | 44,319 | 14,845 |
| Washington | 51.7 | 2,796 | 2,190 | 2,430 | 3,257 | 7,654 | 13,509 | 13,871 | 5,993 | 43,425 | 48,637 | 16,456 |
| Wright | 24.0 | 1,887 | 1,667 | 1,764 | 1,995 | 4,349 | 6,277 | 4,658 | 1,403 | 35,771 | 39,111 | 13,128 |
| *St. Croix, Wisc.* | *18.5* | *1,281* | *1,097* | *1,212* | *1,327* | *2,816* | *4,157* | *4,635* | *1,975* | *40,173* | *44,678* | *15,744* |
| **ROCHESTER** | **41.2** | **3,604** | **2,804** | **2,985** | **3,268** | **6,981** | **9,414** | **8,605** | **3,539** | **36,428** | **41,666** | **15,677** |
| Olmsted | 41.2 | 3,604 | 2,804 | 2,985 | 3,268 | 6,981 | 9,414 | 8,605 | 3,539 | 36,428 | 41,666 | 15,677 |
| **ST. CLOUD** | **66.2** | **7,596** | **5,577** | **6,171** | **6,638** | **13,098** | **14,718** | **9,496** | **2,906** | **30,257** | **35,282** | **11,917** |
| Benton | 11.3 | 1,511 | 1,135 | 1,082 | 1,225 | 2,292 | 2,441 | 1,332 | 282 | 27,859 | 30,997 | 11,263 |
| Sherburne | 14.3 | 1,165 | 808 | 1,043 | 1,202 | 2,771 | 3,632 | 2,893 | 786 | 35,599 | 38,977 | 12,668 |
| Stearns | 40.6 | 4,920 | 3,634 | 4,046 | 4,211 | 8,035 | 8,645 | 5,271 | 1,838 | 29,189 | 35,172 | 11,811 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Aitkin | 5.1 | 1,135 | 783 | 687 | 609 | 868 | 600 | 335 | 83 | 19,599 | 23,830 | 9,801 |
| Anoka | 86.1 | 4,742 | 4,005 | 5,094 | 6,188 | 15,145 | 25,205 | 20,486 | 5,235 | 39,614 | 41,597 | 14,078 |
| Becker | 10.6 | 1,987 | 1,377 | 1,283 | 1,199 | 1,944 | 1,693 | 853 | 264 | 22,723 | 27,228 | 10,271 |
| Beltrami | 12.1 | 2,424 | 1,520 | 1,324 | 1,256 | 2,254 | 1,863 | 1,114 | 345 | 23,113 | 27,708 | 9,634 |
| Benton | 11.3 | 1,511 | 1,135 | 1,082 | 1,225 | 2,292 | 2,441 | 1,332 | 282 | 27,859 | 30,997 | 11,263 |
| Big Stone | 2.4 | 472 | 340 | 313 | 293 | 457 | 349 | 129 | 47 | 21,280 | 25,821 | 10,159 |
| Blue Earth | 19.3 | 2,593 | 2,032 | 2,084 | 1,991 | 3,493 | 3,909 | 2,403 | 795 | 27,643 | 33,001 | 11,773 |
| Brown | 10.3 | 1,564 | 1,128 | 1,242 | 1,284 | 2,112 | 1,967 | 785 | 218 | 24,735 | 28,361 | 10,860 |
| Carlton | 11.0 | 1,720 | 1,324 | 1,163 | 1,058 | 1,938 | 2,170 | 1,394 | 233 | 26,160 | 30,012 | 11,229 |
| Carver | 17.6 | 1,161 | 947 | 1,041 | 1,215 | 2,927 | 4,273 | 4,148 | 1,888 | 40,325 | 45,694 | 15,894 |
| Cass | 8.3 | 1,803 | 1,164 | 1,102 | 987 | 1,401 | 1,098 | 574 | 171 | 20,410 | 24,916 | 9,486 |
| Chippewa | 5.1 | 835 | 622 | 598 | 549 | 943 | 945 | 476 | 132 | 24,508 | 29,405 | 11,625 |
| Chisago | 10.9 | 1,047 | 854 | 890 | 919 | 2,013 | 2,620 | 2,019 | 538 | 33,658 | 37,999 | 13,191 |
| Clay | 17.5 | 2,691 | 1,923 | 1,725 | 1,554 | 2,935 | 3,552 | 2,479 | 641 | 27,901 | 32,652 | 11,270 |
| Clearwater | 3.1 | 737 | 431 | 426 | 367 | 514 | 393 | 183 | 49 | 19,483 | 23,696 | 8,958 |
| Cook | 1.6 | 183 | 201 | 192 | 194 | 344 | 297 | 149 | 40 | 25,769 | 29,913 | 12,595 |
| Cottonwood | 4.9 | 858 | 619 | 660 | 625 | 917 | 841 | 286 | 94 | 22,504 | 26,105 | 10,316 |
| Crow Wing | 17.6 | 2,842 | 2,166 | 2,003 | 1,887 | 3,098 | 3,032 | 2,054 | 518 | 24,740 | 29,808 | 11,607 |
| Dakota | 106.8 | 5,501 | 4,714 | 6,083 | 7,441 | 17,718 | 27,964 | 27,249 | 10,130 | 41,370 | 45,227 | 16,171 |
| Dodge | 5.6 | 683 | 486 | 534 | 564 | 1,160 | 1,288 | 719 | 166 | 29,486 | 33,310 | 11,732 |
| Douglas | 11.1 | 1,928 | 1,355 | 1,266 | 1,209 | 2,133 | 1,953 | 980 | 276 | 24,140 | 28,140 | 10,808 |
| Faribault | 6.6 | 1,079 | 782 | 836 | 824 | 1,334 | 1,065 | 524 | 156 | 23,659 | 28,358 | 11,413 |
| Fillmore | 7.8 | 1,311 | 977 | 931 | 855 | 1,552 | 1,368 | 619 | 187 | 23,982 | 27,892 | 10,613 |
| Freeborn | 13.0 | 2,057 | 1,426 | 1,577 | 1,613 | 2,804 | 2,225 | 1,042 | 256 | 24,463 | 27,777 | 11,043 |
| Goodhue | 15.4 | 2,012 | 1,453 | 1,386 | 1,445 | 2,846 | 3,304 | 2,283 | 671 | 30,000 | 34,182 | 12,808 |
| Grant | 2.4 | 506 | 299 | 298 | 288 | 438 | 330 | 189 | 52 | 21,684 | 25,931 | 10,202 |
| Hennepin | 429.7 | 40,084 | 29,613 | 32,253 | 34,753 | 68,257 | 91,396 | 86,241 | 47,103 | 36,535 | 44,042 | 17,899 |
| Houston | 6.9 | 888 | 692 | 740 | 743 | 1,320 | 1,424 | 821 | 272 | 27,752 | 32,477 | 12,048 |
| Hubbard | 5.9 | 1,040 | 767 | 716 | 651 | 1,133 | 932 | 517 | 144 | 23,279 | 27,311 | 10,671 |
| Isanti | 9.1 | 885 | 659 | 690 | 782 | 1,688 | 2,291 | 1,677 | 428 | 34,101 | 37,150 | 12,661 |
| Itasca | 15.3 | 2,490 | 1,879 | 1,696 | 1,571 | 2,470 | 3,022 | 1,701 | 471 | 25,055 | 29,968 | 11,349 |
| Jackson | 4.4 | 674 | 493 | 500 | 515 | 816 | 919 | 329 | 154 | 25,199 | 30,094 | 11,823 |
| Kanabec | 4.9 | 843 | 585 | 542 | 505 | 918 | 940 | 449 | 118 | 24,752 | 28,330 | 10,597 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Households by E B I Group: Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | Median Household EBI | Average Household EBI | Per Capita EBI |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **MINNESOTA (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Kandiyohi | 14.6 | 2,061 | 1,509 | 1,478 | 1,352 | 2,701 | 3,107 | 1,747 | 645 | 28,282 | 33,619 | 12,489 |
| Kittson | 2.2 | 384 | 251 | 237 | 225 | 426 | 383 | 232 | 62 | 25,069 | 29,085 | 11,426 |
| Koochiching | 5.8 | 771 | 689 | 649 | 565 | 959 | 947 | 906 | 314 | 27,220 | 35,200 | 12,840 |
| Lac qui Parle | 3.4 | 611 | 388 | 399 | 415 | 680 | 583 | 243 | 81 | 23,638 | 27,820 | 10,998 |
| Lake | 4.1 | 451 | 429 | 458 | 461 | 762 | 838 | 540 | 161 | 28,061 | 32,625 | 13,376 |
| Lake of the Woods | 1.6 | 238 | 191 | 186 | 188 | 342 | 311 | 123 | 21 | 24,920 | 27,813 | 10,854 |
| Le Sueur | 8.5 | 1,159 | 775 | 829 | 899 | 1,686 | 1,904 | 960 | 288 | 28,333 | 31,889 | 11,734 |
| Lincoln | 2.7 | 542 | 377 | 347 | 325 | 468 | 394 | 184 | 63 | 21,292 | 26,057 | 10,501 |
| Lyon | 9.1 | 1,457 | 1,075 | 1,019 | 951 | 1,781 | 1,647 | 872 | 298 | 25,270 | 30,248 | 11,055 |
| McLeod | 12.1 | 1,505 | 1,069 | 1,088 | 1,203 | 2,383 | 2,890 | 1,537 | 425 | 29,848 | 33,654 | 12,453 |
| Mahnomen | 1.8 | 458 | 282 | 232 | 201 | 261 | 225 | 124 | 17 | 18,448 | 22,964 | 8,267 |
| Marshall | 4.2 | 774 | 528 | 501 | 516 | 806 | 717 | 280 | 78 | 22,878 | 26,003 | 10,112 |
| Martin | 8.9 | 1,339 | 957 | 1,004 | 1,012 | 1,891 | 1,796 | 653 | 248 | 25,715 | 29,120 | 11,622 |
| Meeker | 7.8 | 1,183 | 864 | 831 | 832 | 1,529 | 1,491 | 835 | 235 | 26,201 | 30,345 | 11,271 |
| Mille Lacs | 6.9 | 1,104 | 862 | 789 | 688 | 1,256 | 1,306 | 701 | 194 | 25,053 | 29,151 | 10,699 |
| Morrison | 10.5 | 2,062 | 1,296 | 1,233 | 1,172 | 2,023 | 1,682 | 820 | 212 | 22,811 | 27,168 | 9,573 |
| Mower | 14.8 | 2,075 | 1,843 | 1,827 | 1,660 | 2,887 | 2,669 | 1,384 | 455 | 24,985 | 29,401 | 11,856 |
| Murray | 3.6 | 600 | 387 | 360 | 396 | 774 | 645 | 309 | 129 | 25,697 | 30,141 | 11,543 |
| Nicollet | 9.5 | 919 | 735 | 809 | 859 | 1,824 | 2,240 | 1,597 | 517 | 32,737 | 37,736 | 12,713 |
| Nobles | 7.5 | 1,130 | 976 | 921 | 871 | 1,480 | 1,309 | 624 | 189 | 24,150 | 28,280 | 10,712 |
| Norman | 3.0 | 600 | 362 | 358 | 361 | 583 | 469 | 212 | 55 | 22,493 | 26,046 | 10,148 |
| Olmsted | 41.2 | 3,604 | 2,804 | 2,985 | 3,268 | 6,981 | 9,414 | 8,605 | 3,539 | 36,428 | 41,666 | 15,677 |
| Otter Tail | 19.6 | 3,601 | 2,464 | 2,320 | 2,213 | 3,646 | 3,191 | 1,712 | 453 | 23,197 | 27,684 | 10,702 |
| Pennington | 5.0 | 976 | 599 | 505 | 495 | 922 | 885 | 488 | 130 | 24,242 | 28,640 | 11,015 |
| Pine | 7.7 | 1,356 | 1,020 | 916 | 785 | 1,426 | 1,347 | 650 | 200 | 23,554 | 28,602 | 10,243 |
| Pipestone | 4.0 | 867 | 521 | 487 | 468 | 807 | 547 | 213 | 90 | 21,335 | 25,404 | 9,865 |
| Polk | 11.9 | 1,961 | 1,259 | 1,268 | 1,278 | 2,153 | 2,352 | 1,282 | 347 | 25,805 | 30,288 | 11,228 |
| Pope | 4.1 | 734 | 580 | 536 | 489 | 769 | 608 | 304 | 80 | 22,045 | 26,113 | 10,006 |
| Ramsey | 192.4 | 19,744 | 14,789 | 15,450 | 16,711 | 31,692 | 40,550 | 36,876 | 16,588 | 34,291 | 40,455 | 15,885 |
| Red Lake | 1.7 | 355 | 224 | 209 | 201 | 300 | 270 | 122 | 19 | 21,542 | 24,924 | 9,630 |
| Redwood | 6.4 | 1,090 | 739 | 758 | 761 | 1,294 | 1,097 | 512 | 149 | 24,027 | 27,982 | 10,660 |
| Renville | 6.6 | 1,050 | 775 | 798 | 792 | 1,378 | 1,152 | 477 | 178 | 24,274 | 28,362 | 10,883 |
| Rice | 16.7 | 1,789 | 1,472 | 1,480 | 1,626 | 2,821 | 3,729 | 2,905 | 878 | 31,796 | 37,567 | 12,497 |
| Rock | 3.6 | 576 | 448 | 399 | 402 | 784 | 610 | 259 | 122 | 24,689 | 28,936 | 10,965 |
| Roseau | 5.7 | 703 | 514 | 502 | 565 | 1,140 | 1,410 | 724 | 142 | 29,846 | 32,012 | 11,622 |
| St. Louis | 77.9 | 13,351 | 9,109 | 8,141 | 7,571 | 13,198 | 14,840 | 9,286 | 2,404 | 25,581 | 30,471 | 12,167 |
| Scott | 20.5 | 1,242 | 939 | 1,183 | 1,376 | 3,311 | 5,742 | 4,969 | 1,738 | 40,916 | 44,319 | 14,845 |
| Sherburne | 14.3 | 1,165 | 808 | 1,043 | 1,202 | 2,771 | 3,632 | 2,893 | 786 | 35,599 | 38,977 | 12,668 |
| Sibley | 5.3 | 861 | 616 | 652 | 638 | 1,132 | 876 | 400 | 125 | 24,083 | 27,589 | 10,297 |
| Stearns | 40.6 | 4,920 | 3,634 | 4,046 | 4,211 | 8,035 | 8,645 | 5,271 | 1,838 | 29,189 | 35,172 | 11,811 |
| Steele | 11.4 | 1,064 | 886 | 954 | 1,077 | 2,244 | 2,691 | 1,939 | 545 | 32,637 | 36,661 | 13,526 |
| Stevens | 3.7 | 623 | 436 | 423 | 375 | 624 | 723 | 412 | 84 | 24,906 | 29,756 | 10,586 |
| Swift | 4.1 | 838 | 598 | 519 | 463 | 822 | 570 | 231 | 59 | 21,026 | 24,579 | 9,784 |
| Todd | 8.6 | 1,960 | 1,201 | 1,072 | 929 | 1,568 | 1,172 | 591 | 107 | 20,360 | 24,007 | 8,899 |
| Traverse | 1.7 | 282 | 225 | 223 | 213 | 342 | 262 | 120 | 33 | 22,817 | 26,648 | 10,786 |
| Wabasha | 7.3 | 959 | 723 | 739 | 744 | 1,510 | 1,509 | 832 | 284 | 28,109 | 32,241 | 11,887 |
| Wadena | 5.0 | 1,220 | 763 | 588 | 512 | 809 | 678 | 353 | 77 | 19,396 | 24,179 | 9,229 |
| Waseca | 6.7 | 941 | 721 | 763 | 727 | 1,378 | 1,406 | 627 | 137 | 26,363 | 29,625 | 10,966 |
| Washington | 51.7 | 2,796 | 2,190 | 2,430 | 3,257 | 7,654 | 13,509 | 13,871 | 5,993 | 43,425 | 48,637 | 16,456 |
| Watonwan | 4.5 | 737 | 656 | 586 | 583 | 944 | 638 | 279 | 77 | 22,324 | 25,905 | 10,137 |
| Wilkin | 2.8 | 514 | 326 | 293 | 309 | 594 | 493 | 201 | 70 | 24,320 | 27,388 | 10,363 |
| Winona | 17.0 | 2,331 | 1,823 | 1,717 | 1,720 | 3,192 | 3,348 | 2,170 | 699 | 27,641 | 32,980 | 11,656 |
| Wright | 24.0 | 1,887 | 1,667 | 1,764 | 1,995 | 4,349 | 6,277 | 4,658 | 1,403 | 35,771 | 39,111 | 13,128 |
| Yellow Medicine | 4.6 | 859 | 522 | 536 | 532 | 882 | 788 | 365 | 116 | 23,599 | 27,717 | 11,087 |
| **TOTAL METRO COUNTIES** | **1,151.6** | **106,331** | **79,790** | **85,900** | **93,668** | **190,966** | **262,351** | **232,060** | **100,524** | **36,034** | **41,712** | **15,771** |
| **TOTAL STATE** | **1,680.6** | **190,665** | **140,647** | **144,797** | **150,799** | **291,156** | **360,183** | **286,019** | **116,334** | **32,264** | **37,988** | **14,324** |
| **MISSISSIPPI** | | | | | | | | | | | | |
| **BILOXI - GULFPORT** | **71.9** | **13,259** | **8,143** | **8,121** | **7,483** | **12,720** | **11,585** | **7,814** | **2,775** | **24,294** | **30,331** | **10,986** |
| Hancock | 12.4 | 2,619 | 1,672 | 1,374 | 1,012 | 1,957 | 1,866 | 1,376 | 524 | 22,643 | 28,802 | 10,758 |
| Harrison | 59.5 | 10,640 | 6,471 | 6,747 | 6,471 | 10,763 | 9,719 | 6,438 | 2,251 | 24,552 | 30,650 | 11,032 |
| **JACKSON** | **142.4** | **23,152** | **12,873** | **12,862** | **12,511** | **22,135** | **26,451** | **21,931** | **10,485** | **29,247** | **36,705** | **13,025** |
| Hinds | 90.7 | 16,216 | 8,651 | 8,392 | 8,178 | 14,092 | 15,961 | 12,550 | 6,660 | 27,615 | 36,150 | 12,929 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/91 Total Households (Thousands) | Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **MISSISSIPPI (continued)** | | | | | | | | | | | | |
| **JACKSON (continued)** | | | | | | | | | | | | |
| Madison | 20.6 | 3,608 | 1,980 | 2,033 | 1,852 | 3,034 | 3,734 | 2,936 | 1,423 | 27,709 | 34,453 | 12,452 |
| Rankin | 31.1 | 3,328 | 2,242 | 2,437 | 2,481 | 5,009 | 6,756 | 6,445 | 2,402 | 35,113 | 39,814 | 13,652 |
| **PASCAGOULA** | **40.5** | **6,883** | **3,930** | **3,964** | **3,876** | **7,333** | **7,979** | **5,053** | **1,482** | **27,084** | **31,671** | **11,106** |
| Jackson | 40.5 | 6,883 | 3,930 | 3,964 | 3,876 | 7,333 | 7,979 | 5,053 | 1,482 | 27,084 | 31,671 | 11,106 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Adams | 13.1 | 3,609 | 1,637 | 1,383 | 1,154 | 1,758 | 1,710 | 1,311 | 538 | 19,714 | 27,078 | 10,222 |
| Alcorn | 12.4 | 3,061 | 1,569 | 1,362 | 1,187 | 1,971 | 1,962 | 1,080 | 208 | 20,876 | 25,274 | 9,949 |
| Amite | 4.8 | 1,457 | 631 | 558 | 481 | 748 | 509 | 336 | 80 | 17,795 | 24,204 | 8,735 |
| Attala | 6.9 | 2,067 | 928 | 815 | 765 | 1,031 | 731 | 402 | 161 | 17,791 | 22,634 | 8,488 |
| Benton | 2.8 | 833 | 452 | 371 | 311 | 423 | 267 | 133 | 10 | 16,550 | 20,035 | 7,012 |
| Bolivar | 13.1 | 4,437 | 1,770 | 1,354 | 1,063 | 1,634 | 1,430 | 966 | 446 | 16,266 | 23,520 | 7,497 |
| Calhoun | 5.8 | 1,423 | 766 | 682 | 618 | 1,078 | 805 | 338 | 90 | 20,234 | 24,941 | 9,644 |
| Carroll | 3.3 | 895 | 509 | 402 | 294 | 515 | 357 | 243 | 85 | 18,059 | 23,624 | 8,474 |
| Chickasaw | 6.6 | 1,483 | 896 | 895 | 718 | 1,108 | 1,002 | 384 | 114 | 20,181 | 25,482 | 9,190 |
| Choctaw | 3.2 | 799 | 434 | 398 | 350 | 536 | 426 | 201 | 56 | 19,610 | 25,043 | 8,711 |
| Claiborne | 3.5 | 1,211 | 457 | 405 | 310 | 387 | 321 | 318 | 91 | 16,012 | 23,613 | 6,887 |
| Clarke | 6.3 | 1,448 | 742 | 734 | 658 | 994 | 1,049 | 524 | 151 | 21,717 | 26,363 | 9,600 |
| Clay | 7.2 | 1,696 | 792 | 767 | 742 | 1,129 | 1,087 | 639 | 348 | 22,325 | 30,187 | 10,301 |
| Coahoma | 10.3 | 3,668 | 1,292 | 1,034 | 852 | 1,264 | 1,247 | 648 | 295 | 15,919 | 23,594 | 7,839 |
| Copiah | 9.4 | 2,469 | 1,298 | 1,091 | 899 | 1,416 | 1,192 | 825 | 210 | 19,276 | 25,493 | 8,559 |
| Covington | 5.9 | 1,595 | 814 | 682 | 656 | 942 | 670 | 459 | 82 | 18,966 | 23,450 | 8,285 |
| ☐ De Soto | 25.6 | 2,640 | 1,760 | 2,043 | 2,116 | 4,247 | 5,868 | 5,269 | 1,657 | 34,986 | 38,996 | 13,400 |
| Forrest | 25.2 | 6,584 | 3,163 | 2,793 | 2,469 | 3,697 | 3,158 | 2,325 | 1,011 | 20,121 | 27,942 | 10,235 |
| Franklin | 3.1 | 916 | 443 | 357 | 278 | 430 | 369 | 246 | 61 | 17,675 | 23,181 | 8,555 |
| George | 5.9 | 1,331 | 830 | 720 | 591 | 950 | 895 | 500 | 83 | 20,584 | 24,867 | 8,630 |
| Greene | 3.3 | 860 | 375 | 324 | 343 | 636 | 503 | 210 | 49 | 21,326 | 24,411 | 7,898 |
| Grenada | 7.7 | 1,840 | 874 | 928 | 753 | 1,270 | 1,129 | 707 | 199 | 21,381 | 26,226 | 9,306 |
| Hancock | 12.4 | 2,619 | 1,672 | 1,374 | 1,012 | 1,957 | 1,866 | 1,376 | 524 | 22,643 | 28,802 | 10,758 |
| Harrison | 59.5 | 10,640 | 6,471 | 6,747 | 6,471 | 10,763 | 9,719 | 6,438 | 2,251 | 24,552 | 30,650 | 11,032 |
| Hinds | 90.7 | 16,216 | 8,651 | 8,392 | 8,178 | 14,092 | 15,961 | 12,550 | 6,660 | 27,615 | 36,150 | 12,929 |
| Holmes | 7.1 | 3,206 | 1,052 | 674 | 487 | 681 | 514 | 311 | 175 | 11,635 | 19,095 | 6,335 |
| Humphreys | 3.9 | 1,358 | 583 | 399 | 357 | 438 | 337 | 293 | 135 | 15,113 | 24,410 | 7,933 |
| Issaquena | .6 | 220 | 103 | 67 | 40 | 88 | 52 | 24 | 6 | 13,883 | 18,888 | 5,965 |
| Itawamba | 7.5 | 1,540 | 880 | 789 | 809 | 1,451 | 1,369 | 537 | 125 | 23,343 | 27,849 | 10,443 |
| Jackson | 40.5 | 6,883 | 3,930 | 3,964 | 3,876 | 7,333 | 7,979 | 5,053 | 1,482 | 27,084 | 31,671 | 11,106 |
| Jasper | 6.0 | 1,773 | 821 | 615 | 550 | 924 | 777 | 424 | 116 | 18,301 | 23,256 | 8,208 |
| Jefferson | 2.8 | 1,134 | 420 | 287 | 232 | 272 | 217 | 201 | 37 | 13,166 | 19,058 | 6,278 |
| Jefferson Davis | 4.8 | 1,475 | 727 | 573 | 486 | 586 | 532 | 376 | 45 | 16,727 | 21,682 | 7,434 |
| Jones | 22.6 | 4,994 | 2,837 | 2,652 | 2,403 | 3,512 | 3,180 | 2,199 | 823 | 21,700 | 28,576 | 10,383 |
| Kemper | 3.7 | 1,120 | 575 | 451 | 337 | 546 | 367 | 256 | 48 | 16,718 | 24,291 | 8,560 |
| Lafayette | 11.0 | 2,876 | 1,437 | 1,253 | 1,060 | 1,528 | 1,419 | 1,043 | 384 | 19,736 | 27,682 | 9,636 |
| Lamar | 11.1 | 2,107 | 1,180 | 1,079 | 985 | 1,746 | 1,879 | 1,506 | 618 | 26,058 | 31,870 | 11,412 |
| Lauderdale | 28.3 | 6,651 | 3,224 | 2,930 | 2,782 | 4,276 | 4,420 | 2,857 | 1,160 | 22,417 | 29,622 | 11,118 |
| Lawrence | 4.5 | 1,148 | 559 | 528 | 470 | 739 | 548 | 398 | 110 | 20,159 | 25,356 | 9,056 |
| Leake | 6.9 | 1,986 | 918 | 803 | 733 | 1,118 | 848 | 385 | 109 | 18,400 | 22,245 | 8,297 |
| Lee | 25.2 | 4,295 | 2,447 | 2,409 | 2,335 | 4,455 | 4,768 | 3,004 | 1,487 | 27,474 | 33,634 | 12,594 |
| Leflore | 12.6 | 3,904 | 1,670 | 1,254 | 1,015 | 1,824 | 1,372 | 1,079 | 482 | 17,894 | 28,108 | 9,650 |
| Lincoln | 11.2 | 2,853 | 1,403 | 1,242 | 1,170 | 1,601 | 1,523 | 1,089 | 319 | 20,436 | 26,402 | 9,727 |
| Lowndes | 21.3 | 4,337 | 2,184 | 2,009 | 1,926 | 3,500 | 3,555 | 2,851 | 938 | 25,522 | 32,396 | 11,676 |
| Madison | 20.6 | 3,608 | 1,980 | 2,033 | 1,852 | 3,034 | 3,734 | 2,936 | 1,423 | 27,709 | 34,453 | 12,452 |
| Marion | 9.1 | 2,348 | 1,348 | 1,155 | 955 | 1,301 | 1,111 | 690 | 192 | 18,697 | 26,006 | 9,354 |
| Marshall | 10.2 | 2,545 | 1,229 | 1,092 | 979 | 1,698 | 1,493 | 970 | 194 | 21,195 | 25,470 | 8,435 |
| Monroe | 13.5 | 3,045 | 1,553 | 1,395 | 1,359 | 2,166 | 2,371 | 1,290 | 321 | 22,785 | 26,977 | 9,924 |
| Montgomery | 4.5 | 1,224 | 668 | 530 | 391 | 674 | 655 | 275 | 83 | 18,377 | 23,498 | 8,597 |
| Neshoba | 8.8 | 2,314 | 1,076 | 1,061 | 1,008 | 1,479 | 1,224 | 478 | 160 | 19,759 | 23,965 | 8,470 |
| Newton | 7.3 | 1,701 | 864 | 797 | 798 | 1,288 | 1,049 | 613 | 190 | 21,804 | 26,602 | 9,613 |
| Noxubee | 4.0 | 1,229 | 560 | 516 | 423 | 601 | 351 | 242 | 78 | 17,044 | 22,378 | 7,277 |
| Oktibbeha | 12.9 | 3,682 | 1,552 | 1,182 | 988 | 1,575 | 1,916 | 1,448 | 557 | 20,172 | 28,236 | 9,412 |
| Panola | 10.4 | 2,979 | 1,319 | 1,172 | 1,104 | 1,741 | 1,278 | 617 | 190 | 18,848 | 22,917 | 7,763 |
| Pearl River | 14.1 | 3,038 | 1,772 | 1,590 | 1,372 | 2,113 | 2,277 | 1,411 | 527 | 22,369 | 28,139 | 10,019 |
| Perry | 3.8 | 1,000 | 483 | 407 | 387 | 588 | 531 | 302 | 102 | 20,129 | 25,095 | 8,749 |
| Pike | 13.3 | 4,146 | 1,981 | 1,437 | 1,137 | 1,831 | 1,438 | 984 | 346 | 16,820 | 23,273 | 8,457 |
| Pontotoc | 8.5 | 1,803 | 1,125 | 1,005 | 877 | 1,482 | 1,405 | 680 | 123 | 21,807 | 25,608 | 9,589 |
| Prentiss | 8.6 | 2,133 | 1,187 | 1,035 | 889 | 1,535 | 1,076 | 541 | 204 | 19,734 | 25,486 | 9,407 |
| Quitman | 3.4 | 1,098 | 457 | 360 | 330 | 492 | 365 | 215 | 83 | 17,014 | 22,372 | 7,531 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **MISSISSIPPI (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Rankin | 31.1 | 3,328 | 2,242 | 2,437 | 2,481 | 5,009 | 6,756 | 6,445 | 2,402 | 35,113 | 39,814 | 13,652 |
| Scott | 8.7 | 2,500 | 1,161 | 967 | 812 | 1,475 | 994 | 576 | 215 | 18,562 | 23.632 | 8,358 |
| Sharkey | 2.1 | 711 | 322 | 213 | 179 | 256 | 238 | 138 | 43 | 15,399 | 21,820 | 6,641 |
| Simpson | 8.4 | 1,967 | 1,068 | 1,011 | 928 | 1,433 | 1,209 | 644 | 140 | 20,829 | 25,266 | 8,843 |
| Smith | 5.4 | 1,301 | 643 | 575 | 569 | 969 | 741 | 473 | 129 | 21,590 | 26,410 | 9,571 |
| Stone | 3.8 | 891 | 426 | 432 | 407 | 581 | 628 | 306 | 129 | 21,855 | 27,229 | 9,238 |
| Sunflower | 9.3 | 2,941 | 1,291 | 958 | 777 | 1,210 | 1,050 | 788 | 285 | 17,181 | 27,249 | 7,388 |
| Tallahatchie | 5.1 | 1,697 | 739 | 558 | 491 | 771 | 547 | 205 | 92 | 16,021 | 20,951 | 6,938 |
| Tate | 7.2 | 1,492 | 840 | 769 | 745 | 1,214 | 1,297 | 603 | 240 | 23,349 | 27,974 | 9,155 |
| Tippah | 7.3 | 1,878 | 986 | 942 | 783 | 1,344 | 877 | 394 | 96 | 19,172 | 23,730 | 8,749 |
| Tishomingo | 7.1 | 1,568 | 884 | 840 | 720 | 1,301 | 1,092 | 560 | 135 | 21,791 | 26,074 | 10,459 |
| Tunica | 2.5 | 1,034 | 432 | 262 | 152 | 247 | 179 | 113 | 81 | 12,500 | 21,302 | 6,657 |
| Union | 8.4 | 1,667 | 899 | 908 | 895 | 1,603 | 1,555 | 646 | 227 | 24,056 | 28,128 | 10,643 |
| Walthall | 4.9 | 1,478 | 844 | 590 | 444 | 570 | 513 | 392 | 69 | 16,084 | 22,576 | 7,629 |
| Warren | 17.2 | 3,738 | 1,632 | 1,503 | 1,528 | 2,395 | 3,006 | 2,524 | 874 | 25,760 | 31,667 | 11,540 |
| Washington | 22.5 | 6,465 | 2,690 | 2,163 | 1,894 | 3,197 | 3,088 | 2,001 | 1,002 | 19,843 | 27,746 | 9,235 |
| Wayne | 7.0 | 2,007 | 1,023 | 837 | 698 | 1,118 | 816 | 356 | 145 | 17,807 | 22,444 | 8,016 |
| Webster | 3.8 | 1,068 | 523 | 448 | 380 | 634 | 426 | 257 | 64 | 18,448 | 22,764 | 8,651 |
| Wilkinson | 3.3 | 1,300 | 544 | 398 | 314 | 377 | 224 | 103 | 40 | 13,217 | 19,278 | 6,697 |
| Winston | 7.0 | 1,818 | 856 | 775 | 692 | 1,134 | 1,015 | 488 | 222 | 20,368 | 25,908 | 9,348 |
| Yalobusha | 4.6 | 1,420 | 620 | 485 | 480 | 786 | 525 | 234 | 50 | 17,680 | 22,085 | 8,466 |
| Yazoo | 8.7 | 2,923 | 1,230 | 904 | 723 | 1,135 | 977 | 513 | 295 | 16,089 | 23,687 | 8,210 |
| **TOTAL METRO COUNTIES** | **280.4** | **45,934** | **26,706** | **26,990** | **25,986** | **46,435** | **51,883** | **40,067** | **16,399** | **28,002** | **34,553** | **12,267** |
| **TOTAL STATE** | **918.0** | **212,742** | **107,225** | **96,331** | **87,263** | **143,951** | **139,916** | **94,765** | **35,807** | **22,446** | **28,938** | **10,250** |
| **MISSOURI** | | | | | | | | | | | | |
| **COLUMBIA** | **42.6** | **6,485** | **3,981** | **4,092** | **3,918** | **6,984** | **7,581** | **6,718** | **2,841** | **28,826** | **36,600** | **13,641** |
| Boone | 42.6 | 6,485 | 3,981 | 4,092 | 3,918 | 6,984 | 7,581 | 6,718 | 2,841 | 28,826 | 36,600 | 13,641 |
| **JOPLIN** | **53.6** | **9,300** | **6,231** | **6,313** | **6,119** | **9,926** | **8,793** | **5,078** | **1,840** | **24,049** | **29,548** | **11,611** |
| Jasper | 36.5 | 6,528 | 4,381 | 4,360 | 4,116 | 6,670 | 5,920 | 3,289 | 1,236 | 23,621 | 28,862 | 11,526 |
| Newton | 17.1 | 2,772 | 1,850 | 1,953 | 2,003 | 3,256 | 2,873 | 1,789 | 604 | 24,930 | 31,012 | 11,785 |
| **KANSAS CITY** | **618.5** | **63,573** | **43,207** | **47,483** | **51,345** | **101,661** | **129,030** | **121,799** | **60,402** | **35,208** | **41,915** | **16,130** |
| Cass | 23.9 | 2,076 | 1,772 | 1,913 | 2,114 | 4,267 | 5,701 | 4,467 | 1,590 | 34,538 | 38,739 | 13,902 |
| Clay | 60.4 | 4,246 | 3,831 | 4,742 | 5,282 | 10,812 | 14,456 | 12,480 | 4,551 | 36,229 | 40,881 | 15,717 |
| Jackson | 254.3 | 33,609 | 20,727 | 22,169 | 22,572 | 42,059 | 51,271 | 43,592 | 18,301 | 31,615 | 37,381 | 14,914 |
| Lafayette | 11.9 | 1,541 | 1,176 | 1,245 | 1,287 | 2,321 | 2,321 | 1,543 | 466 | 27,773 | 32,972 | 12,456 |
| Platte | 23.2 | 1,333 | 1,180 | 1,516 | 1,726 | 3,758 | 5,360 | 5,725 | 2,602 | 40,692 | 45,097 | 17,236 |
| Ray | 8.2 | 1,020 | 736 | 703 | 747 | 1,536 | 1,817 | 1,335 | 306 | 30,776 | 33,804 | 12,375 |
| *Johnson, Kans.* | *146.3* | *6,439* | *5,388* | *6,940* | *8,877* | *20,527* | *29,925* | *39,305* | *28,899* | *47,405* | *56,096* | *21,608* |
| *Leavenworth, Kans.* | *20.6* | *1,805* | *1,255* | *1,388* | *1,575* | *3,454* | *4,934* | *4,625* | *1,564* | *37,313* | *47,070* | *14,537* |
| *Miami, Kans.* | *8.7* | *931* | *757* | *725* | *770* | *1,525* | *1,885* | *1,586* | *521* | *32,548* | *37,938* | *13,639* |
| *Wyandotte, Kans.* | *61.0* | *10,573* | *6,385* | *6,142* | *6,395* | *11,402* | *11,360* | *7,141* | *1,602* | *25,821* | *29,527* | *11,201* |
| **ST. JOSEPH** | **32.2** | **5,637** | **3,518** | **3,229** | **3,141** | **5,787** | **5,874** | **3,714** | **1,300** | **25,945** | **31,100** | **12,109** |
| Buchanan | 32.2 | 5,637 | 3,518 | 3,229 | 3,141 | 5,787 | 5,874 | 3,714 | 1,300 | 25,945 | 31,100 | 12,109 |
| **ST. LOUIS** | **936.3** | **102,992** | **68,577** | **71,883** | **75,298** | **147,640** | **194,838** | **185,515** | **89,557** | **35,125** | **41,495** | **15,693** |
| Franklin | 29.2 | 3,059 | 2,549 | 2,723 | 2,880 | 5,399 | 6,880 | 4,465 | 1,245 | 31,148 | 34,718 | 12,040 |
| Jefferson | 61.3 | 5,115 | 4,092 | 4,660 | 5,016 | 11,158 | 16,247 | 12,125 | 2,887 | 35,508 | 37,730 | 13,052 |
| St. Charles | 81.0 | 4,095 | 3,376 | 4,306 | 5,218 | 11,893 | 19,976 | 23,266 | 8,870 | 43,629 | 46,383 | 16,229 |
| St. Louis | 385.8 | 25,838 | 20,585 | 24,522 | 27,455 | 58,421 | 82,735 | 89,693 | 56,551 | 41,186 | 49,717 | 19,082 |
| St. Louis city | 160.7 | 36,481 | 19,544 | 17,096 | 15,874 | 25,528 | 23,600 | 16,735 | 5,842 | 22,277 | 28,369 | 11,802 |
| *Clinton, Ill.* | *11.7* | *1,231* | *926* | *951* | *986* | *1,997* | *2,886* | *2,047* | *675* | *33,792* | *37,316* | *12,766* |
| *Jersey, Ill.* | *7.5* | *923* | *735* | *736* | *710* | *1,240* | *1,730* | *1,141* | *285* | *30,248* | *34,158* | *12,376* |
| *Madison, Ill.* | *95.4* | *11,495* | *7,991* | *8,006* | *8,109* | *15,542* | *20,216* | *17,857* | *6,184* | *32,711* | *37,244* | *14,173* |
| *Monroe, Ill.* | *8.5* | *605* | *508* | *611* | *686* | *1,299* | *2,163* | *2,004* | *624* | *38,881* | *41,521* | *15,212* |
| *St. Clair, Ill.* | *95.2* | *14,150* | *8,271* | *8,272* | *8,364* | *15,163* | *18,405* | *16,182* | *6,393* | *30,469* | *36,019* | *13,063* |
| **SPRINGFIELD** | **95.7** | **13,740** | **9,653** | **9,930** | **9,777** | **18,119** | **17,827** | **11,768** | **4,886** | **27,465** | **33,858** | **13,055** |
| Christian | 12.8 | 1,757 | 1,120 | 1,222 | 1,375 | 2,716 | 2,727 | 1,403 | 480 | 28,279 | 31,724 | 11,569 |
| Greene | 82.9 | 11,983 | 8,533 | 8,708 | 8,402 | 15,403 | 15,100 | 10,365 | 4,406 | 27,325 | 34,187 | 13,299 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Adair | 8.9 | 2,271 | 1,246 | 967 | 787 | 1,394 | 1,161 | 768 | 306 | 19,824 | 27,430 | 10,046 |
| Andrew | 5.6 | 872 | 544 | 547 | 491 | 1,053 | 1,154 | 757 | 182 | 28,446 | 31,814 | 12,038 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/91 Total Households (Thousands) | Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **MISSOURI (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Atchison | 2.9 | 503 | 352 | 338 | 331 | 556 | 499 | 214 | 107 | 23,882 | 28,814 | 11,606 |
| Audrain | 9.0 | 1,492 | 989 | 913 | 947 | 1,777 | 1,675 | 911 | 296 | 25,847 | 30,789 | 11,944 |
| Barry | 11.2 | 2,096 | 1,456 | 1,525 | 1,470 | 2,108 | 1,566 | 723 | 256 | 21,779 | 26,219 | 10,377 |
| Barton | 4.6 | 875 | 531 | 588 | 590 | 811 | 761 | 271 | 173 | 22,593 | 27,760 | 11,202 |
| Bates | 6.0 | 1,253 | 810 | 693 | 627 | 1,082 | 969 | 475 | 91 | 21,946 | 25,869 | 10,279 |
| Benton | 5.9 | 1,326 | 864 | 838 | 736 | 905 | 740 | 420 | 71 | 19,534 | 24,197 | 10,125 |
| Bollinger | 4.0 | 879 | 492 | 445 | 468 | 783 | 581 | 237 | 115 | 21,966 | 26,074 | 9,657 |
| Boone | 42.6 | 6,485 | 3,981 | 4,092 | 3,918 | 6,984 | 7,581 | 6,718 | 2,841 | 28,826 | 36,600 | 13,641 |
| Buchanan | 32.2 | 5,637 | 3,518 | 3,229 | 3,141 | 5,787 | 5,874 | 3,714 | 1,300 | 25,945 | 31,100 | 12,109 |
| Butler | 15.3 | 3,923 | 2,292 | 1,949 | 1,466 | 2,292 | 1,903 | 1,026 | 449 | 18,681 | 24,759 | 9,788 |
| Caldwell | 3.2 | 652 | 428 | 400 | 338 | 550 | 491 | 274 | 67 | 21,775 | 26,974 | 10,276 |
| Callaway | 11.6 | 1,340 | 1,058 | 1,123 | 1,211 | 2,423 | 2,306 | 1,676 | 463 | 29,268 | 33,707 | 11,568 |
| Camden | 11.8 | 1,715 | 1,252 | 1,418 | 1,490 | 2,283 | 1,895 | 1,169 | 578 | 25,091 | 31,727 | 13,090 |
| Cape Girardeau | 23.8 | 3,893 | 2,507 | 2,317 | 2,316 | 4,041 | 4,702 | 2,914 | 1,110 | 27,062 | 33,306 | 12,724 |
| Carroll | 4.3 | 864 | 598 | 521 | 503 | 712 | 611 | 337 | 154 | 21,660 | 26,805 | 10,977 |
| Carter | 2.1 | 625 | 313 | 260 | 243 | 342 | 184 | 106 | 27 | 17,154 | 21,157 | 7,934 |
| Cass | 23.9 | 2,076 | 1,772 | 1,913 | 2,114 | 4,267 | 5,701 | 4,467 | 1,590 | 34,538 | 38,739 | 13,902 |
| Cedar | 5.0 | 1,148 | 730 | 674 | 547 | 894 | 631 | 277 | 99 | 19,614 | 23,781 | 9,827 |
| Chariton | 3.6 | 622 | 418 | 444 | 393 | 654 | 578 | 354 | 137 | 24,020 | 29,317 | 11,727 |
| Christian | 12.8 | 1,757 | 1,120 | 1,222 | 1,375 | 2,716 | 2,727 | 1,403 | 480 | 28,279 | 31,724 | 11,569 |
| Clark | 2.8 | 572 | 380 | 344 | 272 | 564 | 397 | 221 | 50 | 21,912 | 25,579 | 9,678 |
| Clay | 60.4 | 4,246 | 3,831 | 4,742 | 5,282 | 10,812 | 14,456 | 12,480 | 4,551 | 36,229 | 40,881 | 15,717 |
| Clinton | 6.3 | 795 | 652 | 684 | 591 | 1,073 | 1,247 | 962 | 296 | 28,970 | 33,633 | 12,612 |
| Cole | 23.4 | 2,283 | 1,822 | 2,024 | 2,148 | 4,080 | 5,194 | 4,399 | 1,450 | 33,337 | 41,172 | 14,960 |
| Cooper | 5.3 | 808 | 642 | 634 | 551 | 956 | 1,045 | 530 | 134 | 25,157 | 29,697 | 10,635 |
| Crawford | 7.5 | 1,483 | 1,082 | 1,005 | 835 | 1,439 | 1,013 | 517 | 126 | 21,078 | 25,726 | 9,794 |
| Dade | 3.0 | 628 | 373 | 371 | 327 | 567 | 487 | 135 | 112 | 21,957 | 26,846 | 10,738 |
| Dallas | 5.1 | 1,178 | 740 | 694 | 537 | 835 | 693 | 267 | 156 | 19,553 | 24,635 | 9,591 |
| Daviess | 3.0 | 636 | 393 | 411 | 381 | 507 | 454 | 149 | 69 | 20,787 | 25,378 | 9,761 |
| De Kalb | 3.3 | 583 | 399 | 327 | 310 | 614 | 602 | 337 | 128 | 25,484 | 33,298 | 10,081 |
| Dent | 5.3 | 1,331 | 751 | 630 | 563 | 754 | 707 | 390 | 174 | 19,508 | 25,708 | 9,945 |
| Douglas | 4.7 | 1,177 | 690 | 677 | 557 | 754 | 547 | 192 | 106 | 18,567 | 24,633 | 9,648 |
| Dunklin | 12.9 | 3,672 | 1,910 | 1,450 | 1,254 | 1,841 | 1,527 | 913 | 333 | 17,993 | 24,787 | 9,808 |
| Franklin | 29.2 | 3,059 | 2,549 | 2,723 | 2,880 | 5,399 | 6,880 | 4,465 | 1,245 | 31,148 | 34,718 | 12,040 |
| Gasconade | 5.7 | 944 | 701 | 634 | 633 | 1,071 | 1,067 | 512 | 138 | 24,510 | 28,732 | 11,533 |
| Gentry | 2.6 | 530 | 372 | 349 | 314 | 433 | 363 | 187 | 52 | 20,780 | 26,350 | 10,380 |
| Greene | 82.9 | 11,983 | 8,533 | 8,708 | 8,402 | 15,403 | 15,100 | 10,365 | 4,406 | 27,325 | 34,187 | 13,299 |
| Grundy | 4.3 | 1,001 | 584 | 503 | 472 | 665 | 627 | 304 | 144 | 20,657 | 26,463 | 11,048 |
| Harrison | 3.5 | 831 | 503 | 465 | 402 | 610 | 416 | 191 | 82 | 19,473 | 25,551 | 10,774 |
| Henry | 8.2 | 1,590 | 1,095 | 1,080 | 934 | 1,369 | 1,189 | 696 | 247 | 21,793 | 27,021 | 11,023 |
| Hickory | 3.2 | 788 | 480 | 471 | 430 | 547 | 298 | 145 | 41 | 18,524 | 21,789 | 9,422 |
| Holt | 2.4 | 469 | 315 | 317 | 296 | 411 | 364 | 138 | 90 | 21,672 | 26,650 | 10,841 |
| Howard | 3.6 | 632 | 425 | 384 | 399 | 607 | 672 | 390 | 91 | 24,498 | 29,419 | 11,032 |
| Howell | 12.5 | 3,111 | 1,811 | 1,554 | 1,312 | 2,028 | 1,624 | 767 | 293 | 19,273 | 24,683 | 9,672 |
| Iron | 4.0 | 1,000 | 573 | 478 | 471 | 618 | 513 | 295 | 52 | 19,466 | 24,142 | 9,025 |
| Jackson | 254.3 | 33,609 | 20,727 | 22,169 | 22,572 | 42,059 | 51,271 | 43,592 | 18,301 | 31,615 | 37,381 | 14,914 |
| Jasper | 36.5 | 6,528 | 4,381 | 4,360 | 4,116 | 6,670 | 5,920 | 3,289 | 1,236 | 23,621 | 28,862 | 11,526 |
| Jefferson | 61.3 | 5,115 | 4,092 | 4,660 | 5,016 | 11,158 | 16,247 | 12,125 | 2,887 | 35,508 | 37,730 | 13,052 |
| Johnson | 14.8 | 2,189 | 1,618 | 1,679 | 1,663 | 2,849 | 2,645 | 1,646 | 511 | 25,797 | 32,312 | 10,994 |
| Knox | 1.8 | 475 | 234 | 206 | 212 | 301 | 214 | 124 | 34 | 19,636 | 24,383 | 10,207 |
| Laclede | 10.6 | 1,866 | 1,231 | 1,296 | 1,262 | 2,129 | 1,705 | 789 | 322 | 23,593 | 27,970 | 10,742 |
| Lafayette | 11.9 | 1,541 | 1,176 | 1,245 | 1,287 | 2,321 | 2,321 | 1,543 | 466 | 27,773 | 32,972 | 12,456 |
| Lawrence | 11.9 | 2,194 | 1,461 | 1,351 | 1,357 | 2,341 | 1,951 | 976 | 269 | 23,478 | 27,340 | 10,598 |
| Lewis | 3.6 | 737 | 455 | 373 | 370 | 683 | 596 | 298 | 88 | 23,175 | 27,779 | 10,000 |
| Lincoln | 10.9 | 1,351 | 929 | 1,008 | 1,042 | 1,807 | 2,624 | 1,716 | 423 | 31,149 | 34,021 | 12,158 |
| Linn | 5.7 | 1,190 | 870 | 781 | 603 | 876 | 779 | 491 | 110 | 20,074 | 25,475 | 10,599 |
| Livingston | 5.6 | 1,053 | 616 | 568 | 596 | 998 | 966 | 610 | 193 | 24,723 | 31,469 | 12,153 |
| McDonald | 6.5 | 1,449 | 902 | 878 | 834 | 1,023 | 899 | 394 | 121 | 20,126 | 24,361 | 9,153 |
| Macon | 6.1 | 1,102 | 742 | 701 | 644 | 1,101 | 1,003 | 634 | 173 | 23,921 | 28,334 | 11,297 |
| Madison | 4.5 | 1,035 | 733 | 613 | 446 | 832 | 519 | 267 | 55 | 18,931 | 23,276 | 9,188 |
| Maries | 3.0 | 604 | 418 | 417 | 335 | 524 | 441 | 199 | 62 | 20,910 | 25,943 | 9,609 |
| Marion | 10.7 | 1,919 | 1,329 | 1,252 | 1,089 | 2,035 | 1,817 | 973 | 286 | 23,902 | 28,260 | 10,996 |
| Mercer | 1.5 | 390 | 200 | 160 | 168 | 207 | 207 | 134 | 34 | 20,000 | 24,910 | 10,676 |
| Miller | 8.1 | 1,567 | 1,086 | 1,086 | 956 | 1,565 | 1,151 | 508 | 181 | 21,626 | 26,306 | 10,147 |
| Mississippi | 5.4 | 1,564 | 765 | 587 | 495 | 755 | 639 | 408 | 187 | 18,160 | 25,173 | 9,506 |
| Moniteau | 4.6 | 683 | 503 | 519 | 531 | 796 | 882 | 553 | 133 | 25,678 | 30,498 | 11,406 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **MISSOURI (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Monroe | 3.5 | 728 | 458 | 466 | 413 | 642 | 478 | 251 | 64 | 21,186 | 25,745 | 10,012 |
| Montgomery | 4.4 | 775 | 515 | 501 | 469 | 833 | 827 | 381 | 99 | 24,360 | 28,548 | 11,018 |
| Morgan | 6.4 | 1,251 | 844 | 850 | 778 | 1,116 | 899 | 495 | 167 | 21,639 | 26,572 | 10,696 |
| New Madrid | 7.6 | 1,903 | 1,013 | 874 | 693 | 1,145 | 1,157 | 601 | 214 | 20,072 | 26,334 | 9,811 |
| Newton | 17.1 | 2,772 | 1,850 | 1,953 | 2,003 | 3,256 | 2,873 | 1,789 | 604 | 24,930 | 31,012 | 11,785 |
| Nodaway | 7.5 | 1,576 | 927 | 743 | 687 | 1,346 | 1,199 | 752 | 270 | 23,668 | 29,879 | 10,327 |
| Oregon | 3.8 | 1,194 | 620 | 514 | 391 | 428 | 382 | 215 | 56 | 15,836 | 20,683 | 8,361 |
| Osage | 4.3 | 561 | 392 | 406 | 428 | 761 | 1,056 | 565 | 131 | 29,427 | 32,271 | 11,564 |
| Ozark | 3.6 | 871 | 512 | 491 | 455 | 638 | 338 | 224 | 71 | 19,246 | 23,453 | 9,594 |
| Pemiscot | 8.2 | 2,607 | 1,290 | 817 | 702 | 1,141 | 939 | 497 | 207 | 16,242 | 22,653 | 8,600 |
| Perry | 6.1 | 926 | 678 | 625 | 607 | 1,204 | 1,154 | 759 | 147 | 26,636 | 30,508 | 11,144 |
| Pettis | 14.2 | 2,303 | 1,708 | 1,656 | 1,462 | 2,626 | 2,553 | 1,376 | 516 | 24,901 | 29,825 | 11,896 |
| Phelps | 13.5 | 2,628 | 1,614 | 1,491 | 1,321 | 2,291 | 2,070 | 1,434 | 651 | 23,849 | 30,656 | 11,593 |
| Pike | 6.1 | 1,113 | 702 | 703 | 661 | 1,071 | 1,029 | 640 | 181 | 24,024 | 28,470 | 10,922 |
| Platte | 23.2 | 1,333 | 1,180 | 1,516 | 1,726 | 3,758 | 5,360 | 5,725 | 2,602 | 40,692 | 45,097 | 17,236 |
| Polk | 8.2 | 1,804 | 1,067 | 1,022 | 973 | 1,431 | 1,109 | 563 | 231 | 21,063 | 26,270 | 9,617 |
| Pulaski | 12.3 | 1,627 | 1,167 | 1,516 | 1,675 | 2,722 | 2,151 | 1,145 | 297 | 25,550 | 34,686 | 10,457 |
| Putnam | 2.1 | 543 | 346 | 305 | 214 | 331 | 212 | 102 | 47 | 17,639 | 22,713 | 9,734 |
| Ralls | 3.2 | 451 | 341 | 345 | 344 | 582 | 594 | 406 | 137 | 26,865 | 31,839 | 11,986 |
| Randolph | 8.9 | 1,621 | 1,086 | 1,009 | 975 | 1,763 | 1,362 | 854 | 230 | 23,764 | 31,772 | 11,685 |
| Ray | 8.2 | 1,020 | 736 | 703 | 747 | 1,536 | 1,817 | 1,335 | 306 | 30,776 | 33,804 | 12,375 |
| Reynolds | 2.5 | 566 | 326 | 313 | 316 | 353 | 377 | 202 | 47 | 20,712 | 25,454 | 9,790 |
| Ripley | 4.9 | 1,551 | 802 | 677 | 478 | 633 | 467 | 224 | 68 | 15,716 | 20,312 | 8,026 |
| St. Charles | 81.0 | 4,095 | 3,376 | 4,306 | 5,218 | 11,893 | 19,976 | 23,266 | 8,870 | 43,629 | 46,383 | 16,229 |
| St. Clair | 3.5 | 800 | 495 | 414 | 377 | 572 | 517 | 266 | 59 | 20,544 | 25,150 | 10,356 |
| Ste. Genevieve | 5.9 | 789 | 600 | 542 | 590 | 1,194 | 1,397 | 611 | 177 | 28,471 | 31,610 | 11,372 |
| St. Francois | 18.3 | 3,308 | 2,239 | 2,158 | 1,997 | 3,168 | 3,000 | 1,928 | 502 | 23,618 | 29,224 | 10,632 |
| St. Louis | 385.8 | 25,838 | 20,585 | 24,522 | 27,455 | 58,421 | 82,735 | 89,693 | 56,551 | 41,186 | 49,717 | 19,082 |
| St. Louis city | 160.7 | 36,481 | 19,544 | 17,096 | 15,874 | 25,528 | 23,600 | 16,735 | 5,842 | 22,277 | 28,369 | 11,802 |
| Saline | 8.9 | 1,351 | 1,076 | 1,113 | 1,082 | 1,669 | 1,466 | 830 | 313 | 24,205 | 30,263 | 11,510 |
| Schuyler | 1.7 | 404 | 249 | 233 | 200 | 272 | 194 | 119 | 29 | 19,227 | 24,045 | 9,970 |
| Scotland | 1.9 | 445 | 313 | 265 | 178 | 318 | 224 | 122 | 35 | 18,622 | 23,693 | 9,578 |
| Scott | 14.9 | 3,170 | 1,788 | 1,547 | 1,410 | 2,364 | 2,574 | 1,561 | 486 | 23,351 | 28,422 | 10,694 |
| Shannon | 2.9 | 746 | 501 | 440 | 304 | 426 | 282 | 129 | 72 | 17,307 | 22,050 | 8,414 |
| Shelby | 2.8 | 555 | 362 | 365 | 344 | 505 | 390 | 209 | 70 | 21,715 | 26,407 | 10,873 |
| Stoddard | 11.4 | 2,758 | 1,559 | 1,378 | 1,160 | 1,958 | 1,551 | 710 | 326 | 20,021 | 25,780 | 10,169 |
| Stone | 8.2 | 1,264 | 870 | 946 | 990 | 1,646 | 1,346 | 835 | 303 | 25,159 | 30,648 | 12,692 |
| Sullivan | 2.6 | 677 | 396 | 385 | 346 | 357 | 273 | 122 | 44 | 17,948 | 23,698 | 9,938 |
| Taney | 10.7 | 1,795 | 1,391 | 1,444 | 1,395 | 1,962 | 1,488 | 771 | 454 | 22,580 | 29,257 | 11,858 |
| Texas | 8.5 | 2,099 | 1,320 | 1,225 | 1,011 | 1,454 | 789 | 408 | 194 | 18,392 | 22,853 | 9,035 |
| Vernon | 7.3 | 1,364 | 929 | 964 | 929 | 1,286 | 1,047 | 592 | 189 | 22,115 | 27,122 | 10,476 |
| Warren | 7.4 | 810 | 789 | 794 | 602 | 1,225 | 1,700 | 1,220 | 260 | 31,024 | 33,942 | 12,252 |
| Washington | 7.2 | 1,858 | 1,000 | 840 | 746 | 1,061 | 1,031 | 569 | 95 | 19,416 | 24,113 | 8,307 |
| Wayne | 4.6 | 1,416 | 824 | 560 | 458 | 624 | 454 | 197 | 67 | 15,535 | 22,412 | 8,812 |
| Webster | 8.7 | 1,536 | 1,122 | 1,150 | 986 | 1,531 | 1,489 | 671 | 215 | 22,748 | 27,473 | 9,716 |
| Worth | 1.0 | 251 | 180 | 158 | 98 | 169 | 85 | 49 | 10 | 17,183 | 21,723 | 9,445 |
| Wright | 6.5 | 1,836 | 1,004 | 773 | 707 | 1,099 | 742 | 271 | 68 | 17,652 | 21,397 | 8,279 |
| **TOTAL METRO COUNTIES** | **1,324.0** | **153,575** | **102,951** | **109,159** | **113,126** | **217,968** | **270,439** | **242,704** | **114,078** | **33,376** | **39,898** | **15,349** |
| **TOTAL STATE** | **1,986.9** | **283,165** | **186,031** | **187,098** | **184,624** | **333,710** | **375,322** | **302,846** | **134,104** | **29,375** | **36,076** | **13,825** |
| **MONTANA** | | | | | | | | | | | | |
| **BILLINGS** | **44.5** | **5,492** | **4,051** | **4,224** | **4,247** | **7,747** | **9,065** | **6,898** | **2,776** | **30,360** | **35,557** | **14,027** |
| Yellowstone | 44.5 | 5,492 | 4,051 | 4,224 | 4,247 | 7,747 | 9,065 | 6,898 | 2,776 | 30,360 | 35,557 | 14,027 |
| **GREAT FALLS** | **30.3** | **4,196** | **2,959** | **3,213** | **3,332** | **5,721** | **5,655** | **3,677** | **1,547** | **27,267** | **33,987** | **13,220** |
| Cascade | 30.3 | 4,196 | 2,959 | 3,213 | 3,332 | 5,721 | 5,655 | 3,677 | 1,547 | 27,267 | 33,987 | 13,220 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Beaverhead | 3.3 | 681 | 401 | 371 | 335 | 579 | 554 | 272 | 107 | 22,940 | 29,091 | 11,163 |
| Big Horn | 3.4 | 731 | 487 | 354 | 303 | 551 | 531 | 345 | 98 | 22,112 | 27,215 | 8,117 |
| Blaine | 2.4 | 529 | 324 | 312 | 286 | 398 | 330 | 154 | 67 | 20,612 | 25,513 | 9,139 |
| Broadwater | 1.3 | 182 | 121 | 153 | 166 | 239 | 226 | 162 | 51 | 26,060 | 31,620 | 12,090 |
| Carbon | 3.2 | 582 | 413 | 406 | 338 | 481 | 471 | 401 | 108 | 22,944 | 29,901 | 11,960 |
| Carter | .6 | 145 | 85 | 76 | 70 | 75 | 82 | 33 | 34 | 19,605 | 29,150 | 11,660 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Households by E B I Group<br>Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **MONTANA (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Cascade | 30.3 | 4,196 | 2,959 | 3,213 | 3,332 | 5,721 | 5,655 | 3,677 | 1,547 | 27,267 | 33,987 | 13,220 |
| Chouteau | 2.0 | 213 | 184 | 223 | 242 | 387 | 353 | 265 | 133 | 28,194 | 35,279 | 13,066 |
| Custer | 4.6 | 777 | 512 | 468 | 478 | 830 | 895 | 495 | 145 | 25,738 | 30,176 | 11,966 |
| Daniels | .9 | 148 | 98 | 109 | 127 | 181 | 173 | 49 | 15 | 23,740 | 27,049 | 11,065 |
| Dawson | 3.5 | 504 | 382 | 357 | 349 | 659 | 727 | 416 | 106 | 27,118 | 30,559 | 11,884 |
| Deer Lodge | 4.0 | 786 | 434 | 433 | 447 | 779 | 766 | 291 | 64 | 23,881 | 27,463 | 10,876 |
| Fallon | 1.1 | 131 | 102 | 138 | 155 | 252 | 214 | 82 | 26 | 25,930 | 29,555 | 11,210 |
| Fergus | 4.6 | 726 | 523 | 574 | 569 | 862 | 847 | 339 | 160 | 24,191 | 30,784 | 11,801 |
| Flathead | 23.3 | 2,778 | 2,114 | 2,091 | 1,949 | 4,041 | 4,562 | 4,062 | 1,703 | 31,705 | 38,216 | 14,791 |
| Gallatin | 19.4 | 2,674 | 2,012 | 2,052 | 1,849 | 3,433 | 3,599 | 2,469 | 1,312 | 28,133 | 36,826 | 13,954 |
| Garfield | .6 | 93 | 99 | 111 | 70 | 79 | 81 | 46 | 21 | 19,865 | 29,330 | 10,999 |
| Glacier | 3.8 | 767 | 535 | 406 | 337 | 570 | 642 | 400 | 143 | 22,848 | 28,162 | 8,700 |
| Golden Valley | .3 | 58 | 56 | 42 | 29 | 53 | 47 | 12 | 3 | 19,285 | 24,503 | 8,168 |
| Granite | 1.0 | 158 | 136 | 132 | 100 | 189 | 135 | 106 | 44 | 23,700 | 29,647 | 11,859 |
| Hill | 6.5 | 985 | 627 | 560 | 596 | 1,130 | 1,254 | 1,039 | 309 | 29,141 | 33,869 | 12,368 |
| Jefferson | 3.0 | 268 | 219 | 243 | 226 | 397 | 649 | 707 | 291 | 38,467 | 42,967 | 15,530 |
| Judith Basin | .9 | 124 | 73 | 86 | 102 | 179 | 179 | 91 | 66 | 28,350 | 35,540 | 13,907 |
| Lake | 8.1 | 1,405 | 1,029 | 918 | 821 | 1,411 | 1,400 | 833 | 283 | 24,251 | 29,327 | 10,998 |
| Lewis and Clark | 19.0 | 2,150 | 1,619 | 1,751 | 1,756 | 3,353 | 4,051 | 3,239 | 1,081 | 31,574 | 36,088 | 14,226 |
| Liberty | .8 | 94 | 67 | 73 | 88 | 154 | 164 | 114 | 46 | 30,000 | 35,113 | 12,213 |
| Lincoln | 6.7 | 925 | 787 | 806 | 642 | 1,235 | 1,200 | 838 | 267 | 26,525 | 31,310 | 11,987 |
| McCone | .8 | 143 | 97 | 98 | 105 | 169 | 110 | 62 | 16 | 22,952 | 26,958 | 9,803 |
| Madison | 2.4 | 403 | 278 | 262 | 258 | 401 | 421 | 302 | 75 | 24,980 | 30,114 | 12,046 |
| Meagher | .7 | 121 | 89 | 85 | 85 | 118 | 129 | 57 | 16 | 23,235 | 27,800 | 10,811 |
| Mineral | 1.3 | 211 | 171 | 159 | 159 | 266 | 219 | 96 | 19 | 23,427 | 26,302 | 10,361 |
| Missoula | 31.1 | 4,698 | 3,134 | 3,117 | 2,835 | 5,086 | 5,684 | 4,557 | 1,989 | 28,259 | 34,922 | 13,644 |
| Musselshell | 1.6 | 401 | 221 | 225 | 204 | 229 | 195 | 96 | 29 | 18,955 | 23,706 | 9,726 |
| Park | 5.6 | 796 | 587 | 585 | 591 | 1,145 | 1,080 | 595 | 221 | 26,934 | 33,810 | 13,058 |
| Petroleum | .2 | 41 | 29 | 27 | 25 | 42 | 14 | 13 | 9 | 20,600 | 25,640 | 10,256 |
| Phillips | 1.9 | 276 | 201 | 204 | 202 | 347 | 366 | 201 | 103 | 26,851 | 33,297 | 12,405 |
| Pondera | 2.2 | 299 | 279 | 254 | 195 | 406 | 420 | 247 | 100 | 26,746 | 31,911 | 10,801 |
| Powder River | .8 | 122 | 92 | 97 | 94 | 148 | 132 | 68 | 47 | 24,734 | 33,633 | 13,453 |
| Powell | 2.2 | 344 | 271 | 264 | 239 | 464 | 387 | 176 | 55 | 24,623 | 32,857 | 10,789 |
| Prairie | .5 | 114 | 75 | 76 | 62 | 87 | 53 | 25 | 8 | 19,013 | 22,926 | 8,818 |
| Ravalli | 10.0 | 1,511 | 1,213 | 1,243 | 1,133 | 1,823 | 1,846 | 882 | 349 | 24,558 | 29,457 | 11,507 |
| Richland | 3.7 | 585 | 380 | 383 | 466 | 798 | 636 | 347 | 105 | 25,384 | 29,062 | 10,646 |
| Roosevelt | 3.7 | 724 | 455 | 443 | 385 | 662 | 643 | 330 | 58 | 22,961 | 26,651 | 8,884 |
| Rosebud | 3.5 | 409 | 299 | 329 | 313 | 493 | 736 | 757 | 164 | 33,176 | 36,105 | 12,035 |
| Sanders | 3.4 | 649 | 419 | 489 | 514 | 636 | 470 | 150 | 73 | 21,391 | 26,346 | 10,416 |
| Sheridan | 1.9 | 290 | 206 | 234 | 206 | 369 | 346 | 188 | 61 | 25,348 | 29,617 | 11,973 |
| Silver Bow | 13.8 | 2,528 | 1,666 | 1,530 | 1,402 | 2,095 | 2,157 | 1,799 | 623 | 24,194 | 30,608 | 12,571 |
| Stillwater | 2.6 | 291 | 207 | 247 | 255 | 439 | 552 | 444 | 165 | 31,417 | 36,186 | 13,635 |
| Sweet Grass | 1.3 | 187 | 136 | 149 | 160 | 248 | 226 | 133 | 61 | 25,625 | 31,116 | 12,641 |
| Teton | 2.3 | 354 | 265 | 250 | 229 | 388 | 420 | 248 | 146 | 26,203 | 32,353 | 11,811 |
| Toole | 1.9 | 267 | 237 | 216 | 148 | 349 | 368 | 232 | 83 | 27,192 | 32,448 | 12,582 |
| Treasure | .3 | 43 | 45 | 48 | 37 | 47 | 40 | 21 | 19 | 21,892 | 30,200 | 10,067 |
| Valley | 3.2 | 558 | 381 | 326 | 338 | 565 | 558 | 376 | 98 | 24,955 | 29,474 | 11,790 |
| Wheatland | .8 | 139 | 116 | 112 | 109 | 119 | 127 | 61 | 17 | 21,514 | 28,025 | 10,191 |
| Wibaux | .5 | 81 | 52 | 39 | 60 | 91 | 105 | 53 | 19 | 26,475 | 31,678 | 13,199 |
| Yellowstone | 44.5 | 5,492 | 4,051 | 4,224 | 4,247 | 7,747 | 9,065 | 6,898 | 2,776 | 30,360 | 35,557 | 14,027 |
| **TOTAL METRO COUNTIES** | **74.8** | **9,688** | **7,010** | **7,437** | **7,579** | **13,468** | **14,720** | **10,575** | **4,323** | **28,970** | **34,921** | **13,697** |
| **TOTAL STATE** | **307.3** | **44,887** | **32,050** | **32,173** | **30,818** | **53,995** | **57,292** | **40,351** | **15,734** | **27,387** | **33,410** | **12,811** |
| **NEBRASKA** | | | | | | | | | | | | |
| **LINCOLN** | **84.3** | **8,486** | **6,617** | **7,321** | **7,466** | **14,048** | **17,846** | **15,870** | **6,646** | **33,698** | **40,163** | **15,559** |
| Lancaster | 84.3 | 8,486 | 6,617 | 7,321 | 7,466 | 14,048 | 17,846 | 15,870 | 6,646 | 33,698 | 40,163 | 15,559 |
| **OMAHA** | **235.2** | **22,774** | **16,482** | **18,622** | **20,376** | **39,736** | **49,856** | **46,002** | **21,352** | **34,898** | **41,362** | **15,543** |
| Douglas | 162.7 | 17,233 | 12,189 | 13,152 | 13,780 | 26,351 | 32,551 | 31,439 | 16,005 | 34,464 | 41,932 | 16,213 |
| Sarpy | 35.0 | 1,411 | 1,243 | 1,986 | 2,723 | 6,087 | 9,163 | 8,991 | 3,396 | 41,355 | 45,427 | 15,056 |
| Washington | 6.2 | 499 | 437 | 604 | 686 | 997 | 1,362 | 1,088 | 527 | 33,576 | 40,010 | 14,678 |
| *Pottawattamie, Iowa* | *31.3* | *3,631* | *2,613* | *2,880* | *3,187* | *6,301* | *6,780* | *4,484* | *1,424* | *30,202* | *34,117* | *12,928* |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Households by E B I Group | | | | | | | | Median Household E B I | Average Household E B I | Per Capita E B I |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | | | |
| **NEBRASKA (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Adams | 11.5 | 1,381 | 1,100 | 1,174 | 1,192 | 2,212 | 2,357 | 1,484 | 600 | 28,859 | 36,667 | 14,294 |
| Antelope | 3.0 | 528 | 377 | 377 | 356 | 577 | 448 | 240 | 97 | 23,062 | 28,875 | 11,106 |
| Arthur | .2 | 22 | 33 | 37 | 30 | 39 | 21 | 16 | 2 | 21,333 | 24,860 | 9,944 |
| Banner | .3 | 54 | 31 | 22 | 28 | 72 | 49 | 32 | 12 | 27,027 | 29,430 | 11,036 |
| Blaine | .3 | 46 | 38 | 39 | 40 | 60 | 40 | 27 | 10 | 23,375 | 27,680 | 11,863 |
| Boone | 2.5 | 411 | 282 | 231 | 261 | 504 | 497 | 203 | 111 | 26,222 | 30,893 | 11,702 |
| Box Butte | 4.8 | 593 | 407 | 446 | 487 | 803 | 951 | 865 | 248 | 30,912 | 35,781 | 13,314 |
| Boyd | 1.1 | 232 | 156 | 153 | 130 | 179 | 151 | 71 | 28 | 20,346 | 26,073 | 10,243 |
| Brown | 1.5 | 283 | 203 | 208 | 183 | 250 | 206 | 116 | 51 | 21,530 | 26,945 | 11,548 |
| Buffalo | 14.0 | 1,945 | 1,493 | 1,482 | 1,414 | 2,534 | 2,702 | 1,746 | 684 | 27,622 | 33,888 | 12,551 |
| Burt | 3.1 | 481 | 380 | 355 | 326 | 619 | 526 | 322 | 91 | 25,114 | 29,172 | 11,594 |
| Butler | 3.3 | 436 | 311 | 340 | 361 | 588 | 750 | 374 | 140 | 28,196 | 35,538 | 13,637 |
| Cass | 7.9 | 621 | 637 | 726 | 696 | 1,471 | 1,914 | 1,423 | 412 | 33,619 | 37,198 | 13,542 |
| Cedar | 3.6 | 535 | 420 | 411 | 405 | 794 | 611 | 306 | 118 | 25,347 | 29,231 | 10,629 |
| Chase | 1.7 | 271 | 168 | 186 | 221 | 361 | 289 | 149 | 55 | 25,091 | 29,223 | 11,828 |
| Cherry | 2.4 | 369 | 316 | 325 | 319 | 413 | 327 | 208 | 123 | 22,978 | 31,933 | 12,564 |
| Cheyenne | 3.9 | 512 | 396 | 411 | 439 | 758 | 726 | 529 | 129 | 27,222 | 32,307 | 13,263 |
| Clay | 2.7 | 340 | 265 | 303 | 321 | 538 | 567 | 266 | 100 | 27,100 | 31,455 | 11,962 |
| Colfax | 3.5 | 480 | 348 | 365 | 413 | 758 | 728 | 285 | 123 | 26,809 | 30,889 | 12,147 |
| Cuming | 3.8 | 465 | 403 | 447 | 472 | 807 | 714 | 340 | 152 | 26,299 | 30,852 | 11,724 |
| Custer | 4.8 | 718 | 489 | 524 | 562 | 923 | 852 | 481 | 251 | 26,055 | 32,153 | 12,969 |
| ☐ Dakota | 6.0 | 715 | 540 | 491 | 531 | 1,139 | 1,298 | 1,013 | 273 | 31,259 | 35,303 | 12,608 |
| Dawes | 3.3 | 642 | 436 | 451 | 359 | 373 | 582 | 354 | 103 | 21,685 | 29,408 | 10,664 |
| Dawson | 7.7 | 1,002 | 766 | 839 | 910 | 1,504 | 1,562 | 805 | 312 | 26,999 | 31,952 | 12,617 |
| Deuel | .9 | 142 | 109 | 90 | 97 | 183 | 149 | 96 | 34 | 25,612 | 30,374 | 12,426 |
| Dixon | 2.3 | 335 | 269 | 264 | 259 | 447 | 444 | 225 | 57 | 25,506 | 29,445 | 11,287 |
| Dodge | 13.5 | 1,530 | 1,361 | 1,403 | 1,330 | 2,564 | 2,933 | 1,889 | 490 | 29,236 | 34,159 | 13,290 |
| Douglas | 162.7 | 17,233 | 12,189 | 13,152 | 13,780 | 26,351 | 32,551 | 31,439 | 16,005 | 34,464 | 41,932 | 16,213 |
| Dundy | 1.1 | 169 | 125 | 128 | 121 | 237 | 206 | 79 | 35 | 25,315 | 29,915 | 12,657 |
| Fillmore | 2.8 | 338 | 263 | 283 | 316 | 528 | 566 | 361 | 145 | 28,521 | 35,351 | 13,941 |
| Franklin | 1.6 | 247 | 191 | 204 | 187 | 349 | 245 | 129 | 48 | 24,224 | 29,581 | 12,136 |
| Frontier | 1.2 | 227 | 141 | 126 | 125 | 219 | 198 | 118 | 46 | 24,240 | 28,586 | 11,065 |
| Furnas | 2.3 | 494 | 301 | 278 | 303 | 428 | 311 | 127 | 58 | 21,270 | 25,921 | 11,041 |
| Gage | 9.0 | 1,292 | 983 | 901 | 868 | 1,675 | 1,868 | 1,126 | 287 | 27,591 | 32,376 | 12,836 |
| Garden | 1.0 | 158 | 123 | 155 | 154 | 157 | 132 | 99 | 22 | 22,078 | 27,402 | 11,418 |
| Garfield | .8 | 156 | 113 | 101 | 92 | 157 | 116 | 41 | 24 | 21,630 | 26,634 | 10,146 |
| Gosper | .8 | 93 | 63 | 83 | 96 | 171 | 157 | 110 | 27 | 28,651 | 32,891 | 13,849 |
| Grant | .3 | 31 | 40 | 56 | 41 | 53 | 44 | 19 | 16 | 22,805 | 29,467 | 11,050 |
| Greeley | 1.1 | 182 | 127 | 143 | 167 | 206 | 158 | 90 | 27 | 22,934 | 27,295 | 10,008 |
| Hall | 18.8 | 2,160 | 1,735 | 1,873 | 1,882 | 3,514 | 4,094 | 2,697 | 845 | 29,946 | 34,492 | 13,234 |
| Hamilton | 3.2 | 312 | 278 | 337 | 352 | 679 | 664 | 406 | 172 | 29,612 | 34,794 | 12,653 |
| Harlan | 1.6 | 254 | 220 | 215 | 204 | 314 | 240 | 112 | 41 | 22,720 | 27,259 | 11,478 |
| Hayes | .5 | 72 | 61 | 70 | 52 | 87 | 50 | 42 | 66 | 24,519 | 39,726 | 16,553 |
| Hitchcock | 1.4 | 241 | 156 | 155 | 172 | 287 | 201 | 136 | 52 | 24,302 | 32,293 | 12,219 |
| Holt | 4.6 | 727 | 536 | 548 | 527 | 812 | 800 | 416 | 234 | 24,639 | 31,217 | 11,674 |
| Hooker | .3 | 46 | 35 | 44 | 42 | 59 | 44 | 29 | 1 | 22,976 | 26,703 | 10,014 |
| Howard | 2.3 | 308 | 254 | 268 | 273 | 471 | 460 | 212 | 54 | 25,963 | 29,065 | 11,142 |
| Jefferson | 3.6 | 564 | 402 | 391 | 382 | 648 | 742 | 370 | 101 | 25,879 | 30,939 | 12,951 |
| Johnson | 1.9 | 267 | 239 | 268 | 214 | 368 | 322 | 162 | 60 | 24,112 | 30,978 | 12,795 |
| Kearney | 2.5 | 186 | 207 | 247 | 249 | 512 | 659 | 312 | 128 | 32,096 | 35,736 | 13,334 |
| Keith | 3.4 | 415 | 335 | 411 | 443 | 730 | 616 | 349 | 101 | 26,227 | 30,591 | 12,382 |
| Keya Paha | .4 | 88 | 57 | 50 | 43 | 75 | 53 | 29 | 5 | 20,581 | 23,930 | 9,572 |
| Kimball | 1.6 | 222 | 176 | 179 | 144 | 302 | 301 | 206 | 70 | 27,532 | 31,909 | 13,091 |
| Knox | 3.8 | 737 | 495 | 453 | 426 | 737 | 522 | 279 | 151 | 22,523 | 29,423 | 12,022 |
| Lancaster | 84.3 | 8,486 | 6,617 | 7,321 | 7,466 | 14,048 | 17,846 | 15,870 | 6,646 | 33,698 | 40,163 | 15,559 |
| Lincoln | 12.7 | 1,700 | 1,334 | 1,253 | 1,053 | 2,018 | 2,683 | 2,048 | 611 | 30,029 | 34,802 | 13,684 |
| Logan | .3 | 29 | 37 | 41 | 35 | 69 | 57 | 21 | 11 | 26,111 | 30,207 | 10,069 |
| Loup | .3 | 55 | 35 | 44 | 42 | 59 | 29 | 24 | 12 | 21,905 | 26,477 | 11,347 |
| McPherson | .2 | 31 | 26 | 29 | 22 | 32 | 23 | 21 | 16 | 23,182 | 32,385 | 12,954 |
| Madison | 12.4 | 1,603 | 1,124 | 1,231 | 1,325 | 2,385 | 2,653 | 1,615 | 464 | 28,535 | 33,335 | 12,564 |
| Merrick | 3.0 | 328 | 287 | 343 | 360 | 703 | 581 | 273 | 125 | 27,521 | 32,127 | 12,048 |
| Morrill | 2.1 | 316 | 266 | 303 | 261 | 333 | 322 | 229 | 70 | 23,161 | 29,782 | 11,582 |
| Nance | 1.6 | 191 | 194 | 219 | 187 | 353 | 307 | 119 | 30 | 25,240 | 28,664 | 11,186 |
| Nemaha | 3.0 | 490 | 323 | 269 | 272 | 482 | 575 | 426 | 163 | 27,862 | 34,303 | 13,193 |
| Nuckolls | 2.3 | 407 | 258 | 272 | 286 | 470 | 371 | 175 | 61 | 23,724 | 27,684 | 11,370 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Households by E B I Group<br>Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **NEBRASKA (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Otoe | 5.6 | 763 | 658 | 680 | 579 | 1,082 | 1,111 | 584 | 143 | 26,105 | 30,511 | 12,032 |
| Pawnee | 1.4 | 258 | 188 | 191 | 157 | 239 | 247 | 98 | 22 | 22,006 | 25,871 | 10,975 |
| Perkins | 1.3 | 158 | 136 | 142 | 154 | 303 | 242 | 128 | 37 | 26,818 | 30,321 | 11,945 |
| Phelps | 3.8 | 302 | 309 | 357 | 379 | 807 | 892 | 517 | 237 | 31,879 | 37,483 | 14,684 |
| Pierce | 2.9 | 388 | 293 | 315 | 332 | 558 | 526 | 350 | 138 | 27,013 | 32,147 | 11,952 |
| Platte | 11.2 | 1,017 | 898 | 1,161 | 1,250 | 2,243 | 2,334 | 1,714 | 583 | 30,390 | 35,325 | 13,014 |
| Polk | 2.2 | 234 | 198 | 226 | 217 | 425 | 543 | 272 | 85 | 30,370 | 33,754 | 13,261 |
| Red Willow | 4.7 | 583 | 513 | 554 | 531 | 915 | 860 | 554 | 190 | 26,625 | 32,210 | 13,164 |
| Richardson | 4.1 | 692 | 555 | 566 | 441 | 743 | 623 | 382 | 98 | 22,687 | 27,617 | 11,673 |
| Rock | .8 | 128 | 100 | 117 | 97 | 152 | 127 | 55 | 24 | 22,835 | 27,374 | 10,950 |
| Saline | 4.8 | 610 | 468 | 487 | 505 | 934 | 1,022 | 650 | 124 | 28,306 | 32,133 | 12,050 |
| Sarpy | 35.0 | 1,411 | 1,243 | 1,986 | 2,723 | 6,087 | 9,163 | 8,991 | 3,396 | 41,355 | 45,427 | 15,056 |
| Saunders | 6.9 | 764 | 536 | 585 | 695 | 1,452 | 1,585 | 992 | 291 | 30,872 | 34,324 | 12,872 |
| Scotts Bluff | 14.1 | 2,214 | 1,610 | 1,591 | 1,544 | 2,525 | 2,521 | 1,465 | 630 | 25,352 | 31,250 | 12,308 |
| Seward | 5.6 | 518 | 450 | 499 | 542 | 1,105 | 1,327 | 910 | 249 | 32,060 | 36,574 | 13,046 |
| Sheridan | 2.6 | 440 | 357 | 347 | 264 | 406 | 419 | 266 | 101 | 22,954 | 31,738 | 12,316 |
| Sherman | 1.4 | 287 | 187 | 185 | 169 | 233 | 204 | 110 | 25 | 21,213 | 25,515 | 9,654 |
| Sioux | .6 | 96 | 76 | 90 | 89 | 93 | 81 | 55 | 20 | 22,135 | 30,177 | 12,071 |
| Stanton | 2.2 | 297 | 195 | 244 | 265 | 439 | 432 | 252 | 76 | 27,124 | 31,127 | 10,700 |
| Thayer | 2.7 | 406 | 289 | 337 | 353 | 541 | 486 | 209 | 79 | 24,504 | 29,173 | 12,118 |
| Thomas | .3 | 47 | 33 | 46 | 50 | 62 | 37 | 20 | 5 | 22,400 | 25,323 | 9,496 |
| Thurston | 2.3 | 428 | 330 | 297 | 227 | 417 | 349 | 173 | 79 | 22,092 | 27,973 | 9,324 |
| Valley | 2.1 | 366 | 265 | 246 | 243 | 399 | 363 | 177 | 41 | 23,559 | 27,084 | 11,375 |
| Washington | 6.2 | 499 | 437 | 604 | 686 | 997 | 1,362 | 1,088 | 527 | 33,576 | 40,010 | 14,678 |
| Wayne | 3.2 | 464 | 381 | 407 | 377 | 639 | 521 | 346 | 65 | 24,615 | 29,961 | 9,987 |
| Webster | 1.7 | 326 | 216 | 198 | 193 | 319 | 267 | 147 | 34 | 22,849 | 27,179 | 11,001 |
| Wheeler | .3 | 35 | 29 | 31 | 30 | 63 | 61 | 45 | 6 | 28,676 | 34,010 | 11,337 |
| York | 5.5 | 586 | 432 | 519 | 614 | 1,158 | 1,258 | 705 | 228 | 29,815 | 34,338 | 13,025 |
| **TOTAL METRO COUNTIES** | **294.2** | **28,344** | **21,026** | **23,554** | **25,186** | **48,622** | **62,220** | **58,401** | **26,847** | **35,081** | **41,665** | **15,762** |
| **TOTAL STATE** | **605.9** | **70,261** | **53,462** | **57,552** | **58,812** | **107,884** | **123,124** | **95,436** | **39,369** | **30,630** | **36,943** | **14,114** |
| **NEVADA** | | | | | | | | | | | | |
| **LAS VEGAS** | **316.0** | **34,498** | **26,608** | **29,882** | **31,439** | **57,943** | **64,934** | **48,047** | **22,649** | **31,025** | **38,007** | **14,693** |
| Clark | 316.0 | 34,498 | 26,608 | 29,882 | 31,439 | 57,943 | 64,934 | 48,047 | 22,649 | 31,025 | 38,007 | 14,693 |
| **RENO** | **106.7** | **10,506** | **8,510** | **9,593** | **10,176** | **19,056** | **22,162** | **17,762** | **8,935** | **32,561** | **39,873** | **15,988** |
| Washoe | 106.7 | 10,506 | 8,510 | 9,593 | 10,176 | 19,056 | 22,162 | 17,762 | 8,935 | 32,561 | 39,873 | 15,988 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Carson City | 16.5 | 1,632 | 1,574 | 1,530 | 1,516 | 3,076 | 3,624 | 2,606 | 942 | 31,447 | 37,306 | 14,691 |
| Churchill | 7.1 | 1,036 | 596 | 651 | 691 | 1,377 | 1,507 | 916 | 326 | 29,022 | 33,397 | 12,415 |
| Clark | 316.0 | 34,498 | 26,608 | 29,882 | 31,439 | 57,943 | 64,934 | 48,047 | 22,649 | 31,025 | 38,007 | 14,693 |
| Douglas | 11.1 | 810 | 587 | 750 | 974 | 2,007 | 2,399 | 2,341 | 1,232 | 37,614 | 47,779 | 18,225 |
| Elko | 12.6 | 1,230 | 1,003 | 1,054 | 1,003 | 2,146 | 3,016 | 2,476 | 672 | 34,402 | 38,992 | 13,647 |
| Esmeralda | .6 | 117 | 73 | 55 | 54 | 118 | 103 | 65 | 15 | 25,092 | 28,038 | 12,941 |
| Eureka | .6 | 66 | 36 | 49 | 51 | 109 | 130 | 121 | 38 | 34,035 | 39,273 | 13,861 |
| Humboldt | 5.0 | 419 | 403 | 394 | 386 | 901 | 1,318 | 873 | 306 | 34,968 | 39,148 | 13,882 |
| Lander | 2.4 | 264 | 183 | 166 | 184 | 376 | 636 | 443 | 148 | 35,628 | 38,244 | 13,699 |
| Lincoln | 1.3 | 242 | 167 | 140 | 116 | 200 | 263 | 153 | 19 | 24,353 | 29,055 | 9,940 |
| Lyon | 8.3 | 1,121 | 882 | 956 | 908 | 1,480 | 1,537 | 1,130 | 286 | 26,789 | 31,861 | 12,300 |
| Mineral | 2.5 | 332 | 282 | 257 | 185 | 377 | 547 | 431 | 89 | 30,080 | 32,890 | 12,458 |
| Nye | 7.1 | 977 | 565 | 602 | 637 | 1,125 | 1,636 | 1,191 | 367 | 31,746 | 41,979 | 15,770 |
| Pershing | 1.8 | 306 | 167 | 137 | 165 | 389 | 379 | 209 | 48 | 28,140 | 30,506 | 11,440 |
| Storey | 1.0 | 123 | 78 | 48 | 69 | 159 | 199 | 220 | 104 | 36,420 | 42,972 | 15,916 |
| Washoe | 106.7 | 10,506 | 8,510 | 9,593 | 10,176 | 19,056 | 22,162 | 17,762 | 8,935 | 32,561 | 39,873 | 15,988 |
| White Pine | 3.4 | 497 | 341 | 292 | 285 | 633 | 634 | 529 | 189 | 29,384 | 34,888 | 12,229 |
| **TOTAL METRO COUNTIES** | **422.7** | **45,004** | **35,118** | **39,475** | **41,615** | **76,999** | **87,096** | **65,809** | **31,584** | **31,404** | **38,478** | **15,011** |
| **TOTAL STATE** | **504.0** | **54,176** | **42,055** | **46,556** | **48,839** | **91,472** | **105,024** | **79,513** | **36,365** | **31,505** | **38,425** | **14,881** |
| **NEW HAMPSHIRE** | | | | | | | | | | | | |
| **MANCHESTER - NASHUA** | **129.2** | **9,692** | **6,410** | **6,569** | **8,043** | **17,266** | **28,770** | **32,954** | **19,496** | **43,623** | **49,151** | **18,264** |
| Hillsborough | 129.2 | 9,692 | 6,410 | 6,569 | 8,043 | 17,266 | 28,770 | 32,954 | 19,496 | 43,623 | 49,151 | 18,264 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **NEW HAMPSHIRE (continued)** | | | | | | | | | | | | |
| **PORTSMOUTH - DOVER - ROCHESTER** | **131.6** | **8,868** | **6,873** | **7,502** | **9,135** | **19,783** | **30,155** | **32,399** | **16,885** | **41,644** | **47,341** | **17,153** |
| Rockingham | 92.5 | 5,651 | 4,157 | 4,698 | 5,828 | 12,931 | 20,737 | 24,787 | 13,711 | 44,346 | 49,899 | 18,051 |
| Strafford | 39.1 | 3,217 | 2,716 | 2,804 | 3,307 | 6,852 | 9,418 | 7,612 | 3,174 | 35,969 | 41,289 | 15,018 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Belknap | 19.1 | 1,715 | 1,413 | 1,640 | 1,849 | 3,429 | 4,285 | 3,522 | 1,247 | 33,493 | 38,748 | 14,861 |
| Carroll | 14.9 | 1,504 | 1,350 | 1,555 | 1,513 | 2,811 | 2,923 | 2,238 | 1,006 | 30,355 | 36,473 | 14,688 |
| Cheshire | 26.8 | 2,542 | 2,083 | 2,068 | 2,300 | 4,784 | 5,825 | 5,279 | 1,919 | 34,227 | 39,391 | 14,642 |
| Coos | 13.8 | 2,153 | 1,494 | 1,342 | 1,309 | 2,391 | 2,934 | 1,709 | 468 | 27,483 | 31,150 | 12,317 |
| Grafton | 27.8 | 3,156 | 2,515 | 2,508 | 2,422 | 4,727 | 5,789 | 4,714 | 1,969 | 31,963 | 38,437 | 14,060 |
| Hillsborough | 129.2 | 9,692 | 6,410 | 6,569 | 8,043 | 17,266 | 28,770 | 32,954 | 19,496 | 43,623 | 49,151 | 18,264 |
| Merrimack | 45.9 | 3,427 | 2,698 | 3,173 | 3,449 | 7,218 | 10,665 | 10,330 | 4,940 | 39,037 | 45,787 | 17,031 |
| Rockingham | 92.5 | 5,651 | 4,157 | 4,698 | 5,828 | 12,931 | 20,737 | 24,787 | 13,711 | 44,346 | 49,899 | 18,051 |
| Strafford | 39.1 | 3,217 | 2,716 | 2,804 | 3,307 | 6,852 | 9,418 | 7,612 | 3,174 | 35,969 | 41,289 | 15,018 |
| Sullivan | 15.2 | 1,817 | 1,315 | 1,356 | 1,303 | 2,919 | 3,467 | 2,344 | 679 | 31,204 | 35,223 | 13,554 |
| **TOTAL METRO COUNTIES** | **260.8** | **18,560** | **13,283** | **14,071** | **17,178** | **37,049** | **58,925** | **65,353** | **36,381** | **42,619** | **48,238** | **17,696** |
| **TOTAL STATE** | **424.3** | **34,874** | **26,151** | **27,713** | **31,323** | **65,328** | **94,813** | **95,489** | **48,609** | **39,040** | **44,909** | **16,662** |
| **NEW JERSEY** | | | | | | | | | | | | |
| **ATLANTIC CITY** | **125.6** | **13,421** | **9,201** | **9,361** | **10,029** | **19,939** | **25,530** | **24,967** | **13,152** | **35,452** | **42,685** | **16,410** |
| Atlantic | 86.8 | 9,468 | 6,035 | 5,947 | 6,607 | 13,619 | 17,726 | 18,166 | 9,232 | 36,344 | 43,268 | 16,393 |
| Cape May | 38.8 | 3,953 | 3,166 | 3,414 | 3,422 | 6,320 | 7,804 | 6,801 | 3,920 | 33,635 | 41,382 | 16,451 |
| **BERGEN - PASSAIC** | **461.9** | **31,775** | **22,321** | **22,713** | **24,007** | **50,858** | **79,405** | **110,248** | **120,573** | **49,975** | **61,314** | **22,200** |
| Bergen | 307.7 | 17,184 | 12,863 | 13,197 | 14,301 | 30,964 | 50,386 | 75,427 | 93,378 | 54,451 | 67,121 | 25,119 |
| Passaic | 154.2 | 14,591 | 9,458 | 9,516 | 9,706 | 19,894 | 29,019 | 34,821 | 27,195 | 42,051 | 49,728 | 16,909 |
| **JERSEY CITY** | **205.6** | **27,477** | **15,749** | **13,892** | **14,496** | **29,079** | **38,881** | **39,554** | **26,472** | **35,753** | **42,528** | **15,930** |
| Hudson | 205.6 | 27,477 | 15,749 | 13,892 | 14,496 | 29,079 | 38,881 | 39,554 | 26,472 | 35,753 | 42,528 | 15,930 |
| **MIDDLESEX - SOMERSET - HUNTERDON** | **374.0** | **17,569** | **12,786** | **13,791** | **15,989** | **37,957** | **65,501** | **102,774** | **107,633** | **55,212** | **63,021** | **22,572** |
| Hunterdon | 39.0 | 1,329 | 1,022 | 1,177 | 1,353 | 3,134 | 5,686 | 10,705 | 14,594 | 62,707 | 72,217 | 25,283 |
| Middlesex | 242.9 | 13,413 | 9,463 | 10,136 | 11,796 | 27,294 | 46,225 | 68,161 | 56,412 | 51,010 | 56,661 | 20,148 |
| Somerset | 92.1 | 2,827 | 2,301 | 2,478 | 2,840 | 7,529 | 13,590 | 23,908 | 36,627 | 65,005 | 75,901 | 27,996 |
| **MONMOUTH - OCEAN** | **376.2** | **27,282** | **22,811** | **24,067** | **24,540** | **47,978** | **70,121** | **88,013** | **71,388** | **43,790** | **52,401** | **19,422** |
| Monmouth | 202.2 | 12,129 | 9,302 | 9,561 | 9,972 | 21,434 | 35,393 | 51,118 | 53,291 | 51,442 | 61,240 | 21,854 |
| Ocean | 174.0 | 15,153 | 13,509 | 14,506 | 14,568 | 26,544 | 34,728 | 36,895 | 18,097 | 36,119 | 42,130 | 16,348 |
| **NEWARK** | **648.8** | **56,769** | **34,161** | **32,379** | **35,112** | **75,172** | **109,811** | **150,693** | **154,703** | **47,321** | **58,476** | **20,805** |
| Essex | 274.4 | 36,223 | 19,190 | 16,857 | 18,032 | 35,057 | 45,499 | 52,271 | 51,271 | 38,592 | 51,498 | 18,316 |
| Morris | 149.7 | 5,155 | 4,182 | 4,414 | 5,340 | 14,074 | 24,080 | 40,989 | 51,466 | 59,920 | 72,116 | 25,480 |
| Sussex | 45.4 | 1,917 | 1,566 | 1,714 | 1,876 | 4,634 | 8,900 | 14,395 | 10,398 | 53,442 | 58,059 | 19,671 |
| Union | 179.3 | 13,474 | 9,223 | 9,394 | 9,864 | 21,407 | 31,332 | 43,038 | 41,568 | 47,517 | 57,873 | 20,988 |
| **TRENTON** | **118.6** | **8,594** | **5,949** | **6,286** | **6,993** | **14,508** | **21,036** | **27,626** | **27,608** | **47,080** | **57,185** | **20,502** |
| Mercer | 118.6 | 8,594 | 5,949 | 6,286 | 6,993 | 14,508 | 21,036 | 27,626 | 27,608 | 47,080 | 57,185 | 20,502 |
| **VINELAND - MILLVILLE - BRIDGETON** | **47.1** | **5,978** | **3,957** | **3,757** | **3,604** | **7,388** | **9,605** | **8,956** | **3,855** | **33,462** | **39,798** | **13,476** |
| Cumberland | 47.1 | 5,978 | 3,957 | 3,757 | 3,604 | 7,388 | 9,605 | 8,956 | 3,855 | 33,462 | 39,798 | 13,476 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Atlantic | 86.8 | 9,468 | 6,035 | 5,947 | 6,607 | 13,619 | 17,726 | 18,166 | 9,232 | 36,344 | 43,268 | 16,393 |
| Bergen | 307.7 | 17,184 | 12,863 | 13,197 | 14,301 | 30,964 | 50,386 | 75,427 | 93,378 | 54,451 | 67,121 | 25,119 |
| ☐ Burlington | 139.6 | 6,266 | 5,388 | 6,662 | 7,734 | 17,922 | 29,058 | 38,584 | 27,986 | 48,361 | 55,787 | 19,287 |
| ☐ Camden | 181.8 | 16,915 | 11,695 | 11,250 | 12,096 | 25,585 | 36,791 | 41,226 | 26,242 | 40,338 | 47,398 | 16,840 |
| Cape May | 38.8 | 3,953 | 3,166 | 3,414 | 3,422 | 6,320 | 7,804 | 6,801 | 3,920 | 33,635 | 41,382 | 16,451 |
| Cumberland | 47.1 | 5,978 | 3,957 | 3,757 | 3,604 | 7,388 | 9,605 | 8,956 | 3,855 | 33,462 | 39,798 | 13,476 |
| Essex | 274.4 | 36,223 | 19,190 | 16,857 | 18,032 | 35,057 | 45,499 | 52,271 | 51,271 | 38,592 | 51,498 | 18,316 |
| ☐ Gloucester | 80.7 | 5,668 | 4,161 | 4,550 | 5,124 | 10,560 | 17,457 | 21,778 | 11,402 | 43,834 | 47,957 | 16,434 |
| Hudson | 205.6 | 27,477 | 15,749 | 13,892 | 14,496 | 29,079 | 38,881 | 39,554 | 26,472 | 35,753 | 42,528 | 15,930 |
| Hunterdon | 39.0 | 1,329 | 1,022 | 1,177 | 1,353 | 3,134 | 5,686 | 10,705 | 14,594 | 62,707 | 72,217 | 25,283 |
| Mercer | 118.6 | 8,594 | 5,949 | 6,286 | 6,993 | 14,508 | 21,036 | 27,626 | 27,608 | 47,080 | 57,185 | 20,502 |
| Middlesex | 242.9 | 13,413 | 9,463 | 10,136 | 11,796 | 27,294 | 46,225 | 68,161 | 56,412 | 51,010 | 56,661 | 20,148 |
| Monmouth | 202.2 | 12,129 | 9,302 | 9,561 | 9,972 | 21,434 | 35,393 | 51,118 | 53,291 | 51,442 | 61,240 | 21,854 |
| Morris | 149.7 | 5,155 | 4,182 | 4,414 | 5,340 | 14,074 | 24,080 | 40,989 | 51,466 | 59,920 | 72,116 | 25,480 |
| Ocean | 174.0 | 15,153 | 13,509 | 14,506 | 14,568 | 26,544 | 34,728 | 36,895 | 18,097 | 36,119 | 42,130 | 16,348 |
| Passaic | 154.2 | 14,591 | 9,458 | 9,516 | 9,706 | 19,894 | 29,019 | 34,821 | 27,195 | 42,051 | 49,728 | 16,909 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/91 Total Households (Thousands) | Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **NEW JERSEY (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| ☐ Salem | 24.0 | 2,627 | 1,613 | 1,477 | 1,625 | 3,259 | 5,029 | 5,603 | 2,767 | 39,045 | 43,739 | 16,002 |
| Somerset | 92.1 | 2,827 | 2,301 | 2,478 | 2,840 | 7,529 | 13,590 | 23,908 | 36,627 | 65,005 | 75,901 | 27,996 |
| Sussex | 45.4 | 1,917 | 1,566 | 1,714 | 1,876 | 4,634 | 8,900 | 14,395 | 10,398 | 53,442 | 58,059 | 19,671 |
| Union | 179.3 | 13,474 | 9,223 | 9,394 | 9,864 | 21,407 | 31,332 | 43,038 | 41,568 | 47,517 | 57,873 | 20,988 |
| ☐ Warren | 34.5 | 2,823 | 2,294 | 2,034 | 2,307 | 4,996 | 7,515 | 8,712 | 3,819 | 40,772 | 44,722 | 16,608 |
| **TOTAL METRO COUNTIES** | **2,818.4** | **223,164** | **152,086** | **152,219** | **163,656** | **345,201** | **515,740** | **668,734** | **597,600** | **45,775** | **55,057** | **19,860** |
| **TOTAL STATE** | **2,818.4** | **223,164** | **152,086** | **152,219** | **163,656** | **345,201** | **515,740** | **668,734** | **597,600** | **45,775** | **55,057** | **19,860** |
| **NEW MEXICO** | | | | | | | | | | | | |
| **ALBUQUERQUE** | **194.9** | **26,231** | **18,026** | **19,333** | **19,093** | **33,850** | **35,433** | **29,139** | **13,795** | **29,145** | **35,805** | **13,860** |
| Bernalillo | 194.9 | 26,231 | 18,026 | 19,333 | 19,093 | 33,850 | 35,433 | 29,139 | 13,795 | 29,145 | 35,805 | 13,860 |
| **LAS CRUCES** | **47.4** | **9,353** | **5,975** | **5,402** | **4,761** | **8,036** | **7,305** | **4,836** | **1,732** | **23,119** | **28,698** | **9,539** |
| Dona Ana | 47.4 | 9,353 | 5,975 | 5,402 | 4,761 | 8,036 | 7,305 | 4,836 | 1,732 | 23,119 | 28,698 | 9,539 |
| **SANTA FE** | **46.5** | **4,573** | **3,401** | **3,958** | **4,046** | **7,386** | **8,807** | **8,793** | **5,536** | **34,835** | **43,723** | **16,816** |
| Los Alamos | 7.3 | 251 | 237 | 284 | 293 | 672 | 1,277 | 2,319 | 1,967 | 56,510 | 57,993 | 23,134 |
| Santa Fe | 39.2 | 4,322 | 3,164 | 3,674 | 3,753 | 6,714 | 7,530 | 6,474 | 3,569 | 31,761 | 41,065 | 15,690 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Bernalillo | 194.9 | 26,231 | 18,026 | 19,333 | 19,093 | 33,850 | 35,433 | 29,139 | 13,795 | 29,145 | 35,805 | 13,860 |
| Catron | 1.0 | 256 | 140 | 134 | 111 | 234 | 69 | 53 | 3 | 18,880 | 20,975 | 8,067 |
| Chaves | 20.7 | 4,034 | 2,444 | 2,327 | 2,245 | 3,648 | 3,181 | 1,917 | 904 | 23,441 | 30,282 | 10,752 |
| Cibola | 7.3 | 1,929 | 1,040 | 917 | 750 | 1,221 | 874 | 425 | 144 | 18,713 | 23,226 | 7,124 |
| Colfax | 4.9 | 906 | 650 | 565 | 505 | 907 | 784 | 411 | 172 | 23,257 | 28,266 | 10,906 |
| Curry | 15.1 | 2,464 | 1,801 | 2,090 | 1,890 | 2,571 | 2,395 | 1,469 | 420 | 23,161 | 28,577 | 10,153 |
| De Baca | .9 | 211 | 152 | 133 | 92 | 131 | 120 | 42 | 19 | 18,270 | 23,739 | 9,711 |
| Dona Ana | 47.4 | 9,353 | 5,975 | 5,402 | 4,761 | 8,036 | 7,305 | 4,836 | 1,732 | 23,119 | 28,698 | 9,539 |
| Eddy | 17.4 | 3,185 | 1,775 | 1,738 | 1,730 | 3,002 | 3,290 | 1,965 | 715 | 25,848 | 30,833 | 11,085 |
| Grant | 9.9 | 1,779 | 1,130 | 1,187 | 1,105 | 1,777 | 1,678 | 919 | 325 | 23,864 | 28,520 | 10,048 |
| Guadalupe | 1.5 | 538 | 253 | 193 | 137 | 213 | 121 | 30 | 15 | 14,189 | 18,077 | 6,779 |
| Harding | .4 | 76 | 54 | 59 | 56 | 67 | 45 | 25 | 18 | 20,982 | 26,170 | 10,468 |
| Hidalgo | 2.0 | 362 | 217 | 217 | 173 | 292 | 478 | 180 | 81 | 26,250 | 31,419 | 10,834 |
| Lea | 18.7 | 3,602 | 1,997 | 1,873 | 1,845 | 3,332 | 3,283 | 2,084 | 684 | 25,096 | 29,733 | 10,296 |
| Lincoln | 4.8 | 969 | 653 | 587 | 482 | 777 | 682 | 471 | 179 | 21,981 | 29,031 | 11,516 |
| Los Alamos | 7.3 | 251 | 237 | 284 | 293 | 672 | 1,277 | 2,319 | 1,967 | 56,510 | 57,993 | 23,134 |
| Luna | 7.0 | 2,016 | 1,187 | 997 | 767 | 911 | 693 | 328 | 101 | 16,489 | 21,081 | 7,934 |
| McKinley | 17.1 | 4,927 | 1,911 | 1,865 | 1,632 | 2,516 | 2,280 | 1,360 | 609 | 19,590 | 25,587 | 6,978 |
| Mora | 1.5 | 519 | 237 | 209 | 175 | 134 | 129 | 69 | 28 | 14,873 | 20,023 | 7,151 |
| Otero | 18.4 | 2,430 | 1,798 | 2,164 | 2,290 | 3,712 | 3,183 | 2,202 | 621 | 26,232 | 31,699 | 11,110 |
| Quay | 4.2 | 1,108 | 582 | 481 | 497 | 616 | 549 | 291 | 76 | 19,262 | 23,570 | 9,252 |
| Rio Arriba | 11.8 | 2,857 | 1,668 | 1,554 | 1,230 | 1,778 | 1,605 | 955 | 153 | 19,424 | 23,917 | 8,018 |
| Roosevelt | 5.9 | 1,458 | 795 | 735 | 644 | 762 | 903 | 429 | 174 | 19,741 | 26,447 | 9,400 |
| Sandoval | 23.0 | 2,294 | 1,638 | 1,840 | 1,938 | 4,317 | 5,351 | 4,141 | 1,481 | 33,803 | 37,513 | 12,432 |
| San Juan | 28.7 | 6,312 | 3,001 | 2,920 | 2,740 | 4,577 | 5,069 | 3,201 | 880 | 23,863 | 28,679 | 8,966 |
| San Miguel | 8.7 | 2,183 | 1,153 | 1,042 | 904 | 1,512 | 1,071 | 666 | 169 | 19,865 | 25,593 | 8,597 |
| Santa Fe | 39.2 | 4,322 | 3,164 | 3,674 | 3,753 | 6,714 | 7,530 | 6,474 | 3,569 | 31,761 | 41,065 | 15,690 |
| Sierra | 4.6 | 1,101 | 725 | 619 | 489 | 808 | 462 | 269 | 127 | 18,829 | 25,426 | 11,580 |
| Socorro | 5.2 | 1,304 | 637 | 538 | 434 | 858 | 734 | 529 | 166 | 21,394 | 27,354 | 9,611 |
| Taos | 8.9 | 2,396 | 1,333 | 1,167 | 973 | 1,321 | 940 | 549 | 221 | 18,089 | 23,979 | 9,159 |
| Torrance | 4.0 | 817 | 543 | 523 | 441 | 668 | 606 | 288 | 114 | 21,326 | 25,942 | 9,349 |
| Union | 1.6 | 375 | 251 | 216 | 131 | 223 | 224 | 144 | 36 | 19,028 | 26,790 | 10,991 |
| Valencia | 16.2 | 2,440 | 1,575 | 1,699 | 1,610 | 2,865 | 3,262 | 2,087 | 662 | 27,646 | 33,301 | 11,216 |
| **TOTAL METRO COUNTIES** | **288.8** | **40,157** | **27,402** | **28,693** | **27,900** | **49,272** | **51,545** | **42,768** | **21,063** | **28,878** | **35,913** | **13,522** |
| **TOTAL STATE** | **560.2** | **95,005** | **58,742** | **59,282** | **55,916** | **95,022** | **95,606** | **70,267** | **30,360** | **26,104** | **32,485** | **11,655** |
| **NEW YORK** | | | | | | | | | | | | |
| **ALBANY - SCHENECTADY - TROY** | **340.7** | **33,448** | **25,454** | **27,030** | **28,749** | **56,076** | **72,464** | **67,017** | **30,462** | **34,926** | **40,556** | **15,592** |
| Albany | 116.5 | 12,159 | 8,609 | 9,132 | 9,716 | 18,791 | 24,615 | 22,376 | 11,102 | 34,915 | 41,114 | 16,303 |
| Greene | 16.9 | 2,199 | 1,666 | 1,577 | 1,583 | 3,220 | 3,450 | 2,379 | 826 | 29,188 | 34,845 | 12,830 |
| Montgomery | 20.2 | 2,642 | 2,208 | 2,226 | 2,179 | 3,702 | 3,972 | 2,506 | 765 | 27,180 | 32,470 | 12,638 |
| Rensselaer | 57.8 | 5,811 | 4,359 | 4,666 | 4,986 | 9,575 | 12,553 | 11,506 | 4,344 | 34,462 | 38,976 | 14,544 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **NEW YORK (continued)** | | | | | | | | | | | | |
| **ALBANY - SCHENECTADY - TROY (continued)** | | | | | | | | | | | | |
| Saratoga | 69.9 | 4,723 | 4,019 | 4,379 | 5,035 | 10,876 | 15,518 | 16,996 | 8,354 | 40,573 | 45,287 | 16,634 |
| Schenectady | 59.4 | 5,914 | 4,593 | 5,050 | 5,250 | 9,912 | 12,356 | 11,254 | 5,071 | 33,955 | 39,809 | 15,828 |
| **BINGHAMTON** | **100.4** | **11,474** | **9,263** | **9,086** | **9,161** | **17,390** | **20,218** | **17,400** | **6,408** | **31,276** | **36,524** | **13,885** |
| Broome | 81.4 | 9,647 | 7,718 | 7,426 | 7,486 | 14,186 | 16,053 | 13,949 | 4,935 | 30,709 | 36,232 | 13,958 |
| Tioga | 19.0 | 1,827 | 1,545 | 1,660 | 1,675 | 3,204 | 4,165 | 3,451 | 1,473 | 33,694 | 37,774 | 13,593 |
| **BUFFALO** | **376.3** | **55,432** | **35,824** | **33,062** | **33,834** | **62,673** | **73,483** | **58,771** | **23,221** | **29,594** | **35,239** | **13,750** |
| Erie | 376.3 | 55,432 | 35,824 | 33,062 | 33,834 | 62,673 | 73,483 | 58,771 | 23,221 | 29,594 | 35,239 | 13,750 |
| ***BUFFALO - NIAGARA FALLS CONSOLIDATED AREA*** | ***461.3*** | ***66,380*** | ***43,788*** | ***40,653*** | ***41,530*** | ***77,597*** | ***91,738*** | ***72,405*** | ***27,209*** | ***29,770*** | ***35,100*** | ***13,663*** |
| **ELMIRA** | **35.5** | **4,702** | **3,569** | **3,497** | **3,511** | **6,265** | **7,033** | **5,213** | **1,710** | **28,746** | **34,331** | **12,749** |
| Chemung | 35.5 | 4,702 | 3,569 | 3,497 | 3,511 | 6,265 | 7,033 | 5,213 | 1,710 | 28,746 | 34,331 | 12,749 |
| **GLENS FALLS** | **43.8** | **4,605** | **3,892** | **4,095** | **4,110** | **8,202** | **9,679** | **6,757** | **2,460** | **31,370** | **37,747** | **13,698** |
| Warren | 23.1 | 2,408 | 2,009 | 2,108 | 2,115 | 4,244 | 4,928 | 3,600 | 1,688 | 31,855 | 37,884 | 14,513 |
| Washington | 20.7 | 2,197 | 1,883 | 1,987 | 1,995 | 3,958 | 4,751 | 3,157 | 772 | 30,860 | 37,594 | 12,884 |
| **JAMESTOWN - DUNKIRK** | **53.3** | **10,406** | **7,101** | **6,454** | **6,237** | **9,712** | **8,947** | **3,544** | **899** | **22,155** | **26,289** | **9,952** |
| Chautauqua | 53.3 | 10,406 | 7,101 | 6,454 | 6,237 | 9,712 | 8,947 | 3,544 | 899 | 22,155 | 26,289 | 9,952 |
| **NASSAU - SUFFOLK** | **867.6** | **44,988** | **32,761** | **35,437** | **39,885** | **90,515** | **150,358** | **246,471** | **227,185** | **53,425** | **61,822** | **20,216** |
| Nassau | 430.0 | 21,556 | 15,182 | 16,725 | 18,912 | 42,731 | 69,710 | 118,197 | 126,987 | 55,640 | 66,471 | 22,228 |
| Suffolk | 437.6 | 23,432 | 17,579 | 18,712 | 20,973 | 47,784 | 80,648 | 128,274 | 100,198 | 51,551 | 57,254 | 18,324 |
| **NEW YORK** | **3,260.1** | **496,815** | **252,711** | **216,885** | **231,346** | **451,104** | **558,124** | **583,768** | **469,347** | **34,572** | **45,741** | **17,285** |
| Bronx | 424.9 | 98,674 | 44,418 | 33,413 | 35,029 | 62,198 | 66,975 | 56,913 | 27,280 | 25,137 | 32,027 | 11,169 |
| Kings | 827.3 | 159,701 | 77,451 | 64,173 | 66,452 | 122,155 | 139,148 | 125,476 | 72,744 | 28,581 | 35,868 | 12,789 |
| New York (Manhattan) | 721.8 | 116,297 | 55,673 | 45,514 | 49,049 | 95,514 | 113,245 | 111,555 | 134,953 | 34,876 | 55,174 | 26,449 |
| Putnam | 28.7 | 1,294 | 917 | 833 | 902 | 2,589 | 5,352 | 8,807 | 8,006 | 56,458 | 61,714 | 20,595 |
| Queens | 719.6 | 80,522 | 48,427 | 48,144 | 53,242 | 111,136 | 143,330 | 151,106 | 83,693 | 36,788 | 42,383 | 15,513 |
| Richmond | 132.7 | 11,639 | 7,162 | 6,653 | 6,962 | 15,146 | 24,737 | 35,318 | 25,083 | 46,529 | 51,101 | 17,549 |
| Rockland | 84.7 | 4,674 | 3,127 | 3,081 | 3,556 | 8,171 | 13,559 | 22,519 | 26,013 | 56,465 | 63,820 | 20,329 |
| Westchester | 320.4 | 24,014 | 15,536 | 15,074 | 16,154 | 34,195 | 51,778 | 72,074 | 91,575 | 51,030 | 67,283 | 24,539 |
| ***NEW YORK - NORTHERN NEW JERSEY - LONG ISLAND CONSOLIDATED AREA*** | ***6,602.8*** | ***732,963*** | ***413,605*** | ***379,984*** | ***407,697*** | ***830,597*** | ***1,142,917*** | ***1,417,499*** | ***1,277,538*** | ***41,847*** | ***52,521*** | ***19,127*** |
| **NIAGARA FALLS** | **85.0** | **10,948** | **7,964** | **7,591** | **7,696** | **14,924** | **18,255** | **13,634** | **3,988** | **30,540** | **34,487** | **13,282** |
| Niagara | 85.0 | 10,948 | 7,964 | 7,591 | 7,696 | 14,924 | 18,255 | 13,634 | 3,988 | 30,540 | 34,487 | 13,282 |
| **ORANGE COUNTY** | **104.9** | **8,814** | **6,339** | **6,375** | **6,740** | **14,181** | **22,049** | **26,585** | **13,817** | **41,834** | **47,170** | **15,555** |
| Orange | 104.9 | 8,814 | 6,339 | 6,375 | 6,740 | 14,181 | 22,049 | 26,585 | 13,817 | 41,834 | 47,170 | 15,555 |
| **POUGHKEEPSIE** | **91.6** | **5,994** | **4,833** | **5,150** | **5,769** | **12,139** | **19,587** | **24,886** | **13,242** | **44,063** | **49,861** | **17,229** |
| Dutchess | 91.6 | 5,994 | 4,833 | 5,150 | 5,769 | 12,139 | 19,587 | 24,886 | 13,242 | 44,063 | 49,861 | 17,229 |
| **ROCHESTER** | **376.8** | **38,295** | **27,394** | **28,664** | **29,794** | **59,998** | **80,845** | **77,483** | **34,327** | **35,735** | **41,012** | **15,331** |
| Livingston | 21.5 | 1,840 | 1,683 | 1,790 | 2,013 | 4,018 | 4,852 | 4,033 | 1,271 | 33,463 | 38,555 | 13,013 |
| Monroe | 273.0 | 28,756 | 19,413 | 20,143 | 20,503 | 41,486 | 56,789 | 58,204 | 27,706 | 36,530 | 41,904 | 15,989 |
| Ontario | 35.3 | 2,604 | 2,363 | 2,482 | 2,796 | 5,886 | 8,125 | 7,787 | 3,257 | 37,627 | 43,267 | 15,943 |
| Orleans | 14.6 | 1,424 | 1,147 | 1,339 | 1,465 | 2,853 | 3,412 | 2,261 | 699 | 31,693 | 36,663 | 12,506 |
| Wayne | 32.4 | 3,671 | 2,788 | 2,910 | 3,017 | 5,755 | 7,667 | 5,198 | 1,394 | 31,573 | 34,622 | 12,436 |
| **SYRACUSE** | **245.0** | **28,197** | **20,020** | **20,356** | **20,945** | **41,477** | **50,910** | **45,522** | **17,573** | **32,925** | **38,285** | **14,154** |
| Madison | 23.7 | 2,195 | 1,886 | 1,877 | 2,123 | 4,273 | 5,186 | 4,385 | 1,775 | 33,784 | 39,677 | 13,395 |
| Onondaga | 178.2 | 20,682 | 14,096 | 14,540 | 14,870 | 29,564 | 36,825 | 33,826 | 13,797 | 33,409 | 38,976 | 14,809 |
| Oswego | 43.1 | 5,320 | 4,038 | 3,939 | 3,952 | 7,640 | 8,899 | 7,311 | 2,001 | 30,576 | 34,659 | 12,096 |
| **UTICA - ROME** | **116.8** | **15,939** | **11,601** | **11,516** | **11,575** | **20,799** | **23,129** | **16,634** | **5,607** | **28,582** | **33,993** | **12,560** |
| Herkimer | 24.9 | 3,792 | 2,992 | 2,826 | 2,679 | 4,430 | 4,727 | 2,833 | 621 | 25,351 | 29,610 | 11,222 |
| Oneida | 91.9 | 12,147 | 8,609 | 8,690 | 8,896 | 16,369 | 18,402 | 13,801 | 4,986 | 29,446 | 35,180 | 12,912 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Albany | 116.5 | 12,159 | 8,609 | 9,132 | 9,716 | 18,791 | 24,615 | 22,376 | 11,102 | 34,915 | 41,114 | 16,303 |
| Allegany | 17.0 | 2,478 | 1,861 | 1,866 | 1,767 | 3,375 | 3,065 | 2,073 | 515 | 26,500 | 31,464 | 10,571 |
| Bronx | 424.9 | 98,674 | 44,418 | 33,413 | 35,029 | 62,198 | 66,975 | 56,913 | 27,280 | 25,137 | 32,027 | 11,169 |
| Broome | 81.4 | 9,647 | 7,718 | 7,426 | 7,486 | 14,186 | 16,053 | 13,949 | 4,935 | 30,709 | 36,232 | 13,958 |
| Cattaraugus | 30.3 | 4,347 | 3,471 | 3,636 | 3,539 | 5,768 | 5,295 | 3,308 | 936 | 25,257 | 30,578 | 11,083 |
| Cayuga | 29.2 | 3,533 | 2,931 | 2,971 | 2,889 | 5,189 | 6,206 | 4,408 | 1,073 | 29,259 | 33,949 | 11,987 |
| Chautauqua | 53.3 | 10,406 | 7,101 | 6,454 | 6,237 | 9,712 | 8,947 | 3,544 | 899 | 22,155 | 26,289 | 9,952 |
| Chemung | 35.5 | 4,702 | 3,569 | 3,497 | 3,511 | 6,265 | 7,033 | 5,213 | 1,710 | 28,746 | 34,331 | 12,749 |
| Chenango | 19.5 | 2,086 | 1,806 | 2,013 | 2,115 | 3,723 | 4,016 | 2,775 | 966 | 29,351 | 34,611 | 12,855 |
| Clinton | 29.5 | 4,037 | 2,780 | 2,964 | 3,001 | 5,423 | 5,856 | 4,139 | 1,300 | 28,485 | 34,578 | 11,820 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/91 Total Households (Thousands) | Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **NEW YORK (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Columbia | 23.9 | 2,762 | 2,163 | 2,155 | 2,148 | 4,110 | 4,936 | 3,903 | 1,723 | 31,528 | 37,830 | 14,261 |
| Cortland | 17.3 | 2,121 | 1,607 | 1,682 | 1,683 | 3,107 | 3,838 | 2,447 | 815 | 29,943 | 34,374 | 12,136 |
| Delaware | 17.9 | 2,272 | 1,916 | 1,992 | 2,004 | 3,450 | 3,347 | 2,177 | 742 | 27,033 | 32,183 | 12,077 |
| Dutchess | 91.6 | 5,994 | 4,833 | 5,150 | 5,769 | 12,139 | 19,587 | 24,886 | 13,242 | 44,063 | 49,861 | 17,229 |
| Erie | 376.3 | 55,432 | 35,824 | 33,062 | 33,834 | 62,673 | 73,483 | 58,771 | 23,221 | 29,594 | 35,239 | 13,750 |
| Essex | 13.7 | 2,102 | 1,531 | 1,482 | 1,451 | 2,665 | 2,428 | 1,608 | 433 | 26,016 | 31,335 | 11,478 |
| Franklin | 16.3 | 2,501 | 1,901 | 1,803 | 1,657 | 2,883 | 2,983 | 2,047 | 525 | 25,952 | 31,941 | 10,984 |
| Fulton | 20.9 | 3,026 | 2,437 | 2,274 | 2,235 | 3,985 | 4,028 | 2,255 | 660 | 26,121 | 30,661 | 11,736 |
| Genesee | 21.7 | 1,960 | 1,808 | 2,025 | 2,020 | 3,749 | 5,075 | 4,050 | 1,013 | 33,129 | 36,874 | 13,292 |
| Greene | 16.9 | 2,199 | 1,666 | 1,577 | 1,583 | 3,220 | 3,450 | 2,379 | 826 | 29,188 | 34,845 | 12,830 |
| Hamilton | 2.2 | 236 | 214 | 280 | 297 | 428 | 428 | 238 | 79 | 26,527 | 31,410 | 13,038 |
| Herkimer | 24.9 | 3,792 | 2,992 | 2,826 | 2,679 | 4,430 | 4,727 | 2,833 | 621 | 25,351 | 29,610 | 11,222 |
| Jefferson | 40.0 | 4,919 | 4,012 | 4,209 | 4,311 | 7,911 | 7,733 | 5,362 | 1,543 | 28,050 | 34,206 | 11,595 |
| Kings | 827.3 | 159,701 | 77,451 | 64,173 | 66,452 | 122,155 | 139,148 | 125,476 | 72,744 | 28,581 | 35,868 | 12,789 |
| Lewis | 9.6 | 1,376 | 987 | 934 | 996 | 1,940 | 2,023 | 1,062 | 282 | 27,553 | 31,434 | 10,933 |
| Livingston | 21.5 | 1,840 | 1,683 | 1,790 | 2,013 | 4,018 | 4,852 | 4,033 | 1,271 | 33,463 | 38,555 | 13,013 |
| Madison | 23.7 | 2,195 | 1,886 | 1,877 | 2,173 | 4,273 | 5,186 | 4,385 | 1,775 | 33,784 | 39,677 | 13,395 |
| Monroe | 273.0 | 28,756 | 19,413 | 20,143 | 20,503 | 41,486 | 56,789 | 58,204 | 27,706 | 36,530 | 41,904 | 15,989 |
| Montgomery | 20.2 | 2,642 | 2,208 | 2,226 | 2,179 | 3,702 | 3,972 | 2,506 | 765 | 27,180 | 32,470 | 12,638 |
| Nassau | 430.0 | 21,556 | 15,182 | 16,725 | 18,912 | 42,731 | 69,710 | 118,197 | 126,987 | 55,640 | 66,471 | 22,228 |
| New York (Manhattan) | 721.8 | 116,297 | 55,673 | 45,514 | 49,049 | 95,514 | 113,245 | 111,555 | 134,953 | 34,876 | 55,174 | 26,449 |
| Niagara | 85.0 | 10,948 | 7,964 | 7,591 | 7,696 | 14,924 | 18,255 | 13,634 | 3,988 | 30,540 | 34,487 | 13,282 |
| Oneida | 91.9 | 12,147 | 8,609 | 8,690 | 8,896 | 16,369 | 18,402 | 13,801 | 4,986 | 29,446 | 35,180 | 12,912 |
| Onondaga | 178.2 | 20,682 | 14,096 | 14,540 | 14,870 | 29,564 | 36,825 | 33,826 | 13,797 | 33,409 | 38,976 | 14,809 |
| Ontario | 35.3 | 2,604 | 2,363 | 2,482 | 2,796 | 5,886 | 8,125 | 7,787 | 3,257 | 37,627 | 43,267 | 15,943 |
| Orange | 104.9 | 8,814 | 6,339 | 6,375 | 6,740 | 14,181 | 22,049 | 26,585 | 13,817 | 41,834 | 47,170 | 15,555 |
| Orleans | 14.6 | 1,424 | 1,147 | 1,339 | 1,465 | 2,853 | 3,412 | 2,261 | 699 | 31,693 | 36,663 | 12,506 |
| Oswego | 43.1 | 5,320 | 4,038 | 3,939 | 3,952 | 7,640 | 8,899 | 7,311 | 2,001 | 30,576 | 34,659 | 12,096 |
| Otsego | 22.0 | 2,694 | 2,240 | 2,294 | 2,291 | 4,169 | 4,159 | 2,875 | 1,278 | 28,344 | 35,037 | 12,574 |
| Putnam | 28.7 | 1,294 | 917 | 833 | 902 | 2,589 | 5,352 | 8,807 | 8,006 | 56,458 | 61,714 | 20,595 |
| Queens | 719.6 | 80,522 | 48,427 | 48,144 | 53,242 | 111,136 | 143,330 | 151,106 | 83,693 | 36,788 | 42,383 | 15,513 |
| Rensselaer | 57.8 | 5,811 | 4,359 | 4,666 | 4,986 | 9,575 | 12,553 | 11,506 | 4,344 | 34,462 | 38,976 | 14,544 |
| Richmond | 132.7 | 11,639 | 7,162 | 6,653 | 6,962 | 15,146 | 24,737 | 35,318 | 25,083 | 46,529 | 51,101 | 17,549 |
| Rockland | 84.7 | 4,674 | 3,127 | 3,081 | 3,556 | 8,171 | 13,559 | 22,519 | 26,013 | 56,465 | 63,820 | 20,329 |
| St. Lawrence | 37.9 | 6,645 | 4,567 | 4,170 | 3,951 | 6,772 | 6,680 | 4,106 | 1,009 | 24,515 | 30,383 | 10,281 |
| Saratoga | 69.9 | 4,723 | 4,019 | 4,379 | 5,035 | 10,876 | 15,518 | 16,996 | 8,354 | 40,573 | 45,287 | 16,634 |
| Schenectady | 59.4 | 5,914 | 4,593 | 5,050 | 5,250 | 9,912 | 12,356 | 11,254 | 5,071 | 33,955 | 39,809 | 15,828 |
| Schoharie | 11.5 | 1,317 | 1,132 | 1,185 | 1,199 | 2,222 | 2,235 | 1,638 | 572 | 28,997 | 34,275 | 12,166 |
| Schuyler | 6.8 | 757 | 663 | 738 | 785 | 1,472 | 1,420 | 778 | 187 | 27,975 | 31,369 | 11,407 |
| Seneca | 12.2 | 1,243 | 1,125 | 1,170 | 1,205 | 2,322 | 2,652 | 1,924 | 559 | 30,609 | 35,190 | 12,892 |
| Steuben | 37.6 | 4,841 | 3,957 | 3,921 | 4,079 | 6,987 | 7,166 | 5,010 | 1,639 | 27,607 | 33,024 | 12,479 |
| Suffolk | 437.6 | 23,432 | 17,579 | 18,712 | 20,973 | 47,784 | 80,648 | 128,274 | 100,198 | 51,551 | 57,254 | 18,324 |
| Sullivan | 25.1 | 3,278 | 2,517 | 2,510 | 2,399 | 4,253 | 5,001 | 3,863 | 1,279 | 29,032 | 35,895 | 12,744 |
| Tioga | 19.0 | 1,827 | 1,545 | 1,660 | 1,675 | 3,204 | 4,165 | 3,451 | 1,473 | 33,694 | 37,774 | 13,593 |
| Tompkins | 33.6 | 4,597 | 3,202 | 3,183 | 2,972 | 5,302 | 6,069 | 5,302 | 2,973 | 30,084 | 38,306 | 13,534 |
| Ulster | 61.3 | 6,081 | 4,500 | 4,677 | 5,113 | 10,463 | 13,488 | 12,188 | 4,790 | 34,824 | 40,007 | 14,650 |
| Warren | 23.1 | 2,408 | 2,009 | 2,108 | 2,115 | 4,244 | 4,928 | 3,600 | 1,688 | 31,855 | 37,884 | 14,513 |
| Washington | 20.7 | 2,197 | 1,883 | 1,987 | 1,995 | 3,958 | 4,751 | 3,157 | 772 | 30,860 | 37,594 | 12,884 |
| Wayne | 32.4 | 3,671 | 2,788 | 2,910 | 3,017 | 5,755 | 7,667 | 5,198 | 1,394 | 31,573 | 34,622 | 12,436 |
| Westchester | 320.4 | 24,014 | 15,536 | 15,074 | 16,154 | 34,195 | 51,778 | 72,074 | 91,575 | 51,030 | 67,283 | 24,539 |
| Wyoming | 14.0 | 1,553 | 1,339 | 1,547 | 1,694 | 3,004 | 3,079 | 1,451 | 333 | 27,618 | 31,719 | 10,185 |
| Yates | 8.6 | 1,176 | 960 | 972 | 959 | 1,651 | 1,599 | 976 | 307 | 26,398 | 30,651 | 11,411 |
| **TOTAL METRO COUNTIES** | **6,097.8** | **770,057** | **448,726** | **415,198** | **439,352** | **865,455** | **1,115,081** | **1,193,685** | **850,246** | **36,386** | **45,758** | **16,867** |
| **TOTAL STATE** | **6,677.4** | **843,995** | **506,353** | **473,851** | **498,112** | **971,778** | **1,229,886** | **1,275,648** | **877,777** | **35,506** | **44,767** | **16,455** |
| **NORTH CAROLINA** | | | | | | | | | | | | |
| **ASHEVILLE** | **72.2** | **10,644** | **7,310** | **7,418** | **7,550** | **13,929** | **13,688** | **8,374** | **3,287** | **27,199** | **32,875** | **13,357** |
| Buncombe | 72.2 | 10,644 | 7,310 | 7,418 | 7,550 | 13,929 | 13,688 | 8,374 | 3,287 | 27,199 | 32,875 | 13,357 |
| **BURLINGTON** | **43.4** | **5,623** | **3,935** | **4,177** | **4,419** | **8,120** | **8,931** | **6,124** | **2,071** | **29,177** | **34,375** | **13,575** |
| Alamance | 43.4 | 5,623 | 3,935 | 4,177 | 4,419 | 8,120 | 8,931 | 6,124 | 2,071 | 29,177 | 34,375 | 13,575 |
| **CHARLOTTE - GASTONIA - ROCK HILL** | **455.6** | **51,595** | **35,068** | **39,542** | **42,177** | **80,777** | **94,500** | **78,883** | **33,058** | **32,316** | **38,298** | **14,536** |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Households by E B I Group | | | | | | | | Median Household E B I | Average Household E B I | Per Capita E B I |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | | | |
| **NORTH CAROLINA (continued)** | | | | | | | | | | | | |
| **CHARLOTTE - GASTONIA - ROCK HILL (continued)** | | | | | | | | | | | | |
| Cabarrus | 38.3 | 4,515 | 3,297 | 3,564 | 3,633 | 6,807 | 8,200 | 6,260 | 2,024 | 31,008 | 35,573 | 13,490 |
| Gaston | 66.0 | 8,709 | 5,972 | 6,502 | 6,739 | 12,739 | 13,441 | 9,342 | 2,556 | 28,973 | 33,136 | 12,363 |
| Lincoln | 19.5 | 2,232 | 1,802 | 1,909 | 1,989 | 3,814 | 4,195 | 2,773 | 786 | 29,739 | 33,661 | 12,599 |
| Mecklenburg | 209.4 | 20,530 | 13,415 | 16,119 | 18,112 | 35,350 | 43,272 | 41,485 | 21,117 | 35,376 | 42,717 | 16,732 |
| Rowan | 43.3 | 6,132 | 4,448 | 4,586 | 4,502 | 8,473 | 8,601 | 5,218 | 1,340 | 27,292 | 31,390 | 12,071 |
| Union | 30.4 | 3,389 | 2,357 | 2,740 | 2,811 | 5,187 | 6,607 | 5,221 | 2,088 | 32,466 | 37,727 | 13,122 |
| *York, S. C.* | *48.7* | *6,088* | *3,777* | *4,122* | *4,391* | *8,407* | *10,184* | *8,584* | *3,147* | *32,080* | *36,792* | *13,194* |
| **FAYETTEVILLE** | **92.6** | **12,404** | **9,005** | **10,876** | **10,936** | **17,992** | **17,328** | **10,866** | **3,193** | **26,590** | **33,484** | **11,149** |
| Cumberland | 92.6 | 12,404 | 9,005 | 10,876 | 10,936 | 17,992 | 17,328 | 10,866 | 3,193 | 26,590 | 33,484 | 11,149 |
| **GREENSBORO - WINSTON-SALEM - HIGH POINT** | **380.0** | **47,979** | **33,259** | **36,697** | **37,308** | **69,201** | **76,692** | **55,865** | **22,999** | **29,843** | **35,961** | **14,218** |
| Davidson | 50.0 | 6,492 | 4,714 | 4,933 | 4,961 | 9,782 | 10,735 | 6,538 | 1,845 | 28,957 | 32,762 | 12,679 |
| Davie | 11.2 | 1,428 | 948 | 1,126 | 1,027 | 1,965 | 2,269 | 1,724 | 713 | 30,329 | 36,798 | 14,310 |
| Forsyth | 109.6 | 14,189 | 9,267 | 10,513 | 10,656 | 18,892 | 21,294 | 17,085 | 7,704 | 30,115 | 37,506 | 15,185 |
| Guilford | 140.1 | 16,538 | 11,812 | 13,099 | 13,362 | 24,628 | 27,891 | 22,208 | 10,562 | 31,045 | 38,030 | 15,051 |
| Randolph | 42.3 | 5,149 | 3,973 | 4,411 | 4,555 | 8,993 | 9,000 | 4,926 | 1,293 | 28,309 | 31,722 | 12,254 |
| Stokes | 14.4 | 1,997 | 1,245 | 1,360 | 1,471 | 2,702 | 3,181 | 1,889 | 555 | 28,927 | 32,524 | 12,357 |
| Yadkin | 12.4 | 2,186 | 1,300 | 1,255 | 1,276 | 2,239 | 2,322 | 1,495 | 327 | 25,791 | 29,536 | 11,815 |
| **HICKORY - MORGANTON** | **86.9** | **10,669** | **7,858** | **8,695** | **9,203** | **17,918** | **18,210** | **10,960** | **3,387** | **28,795** | **33,110** | **12,731** |
| Alexander | 10.5 | 1,524 | 993 | 980 | 1,170 | 2,128 | 2,122 | 1,309 | 274 | 27,425 | 30,907 | 11,549 |
| Burke | 29.6 | 4,236 | 2,822 | 3,179 | 3,250 | 5,968 | 6,121 | 3,088 | 936 | 27,172 | 30,592 | 11,806 |
| Catawba | 46.8 | 4,909 | 4,043 | 4,536 | 4,783 | 9,822 | 9,967 | 6,563 | 2,177 | 30,102 | 35,198 | 13,591 |
| **JACKSONVILLE** | **42.4** | **4,780** | **4,680** | **5,993** | **6,162** | **9,347** | **6,835** | **3,688** | **915** | **24,663** | **40,763** | **11,260** |
| Onslow | 42.4 | 4,780 | 4,680 | 5,993 | 6,162 | 9,347 | 6,835 | 3,688 | 915 | 24,663 | 40,763 | 11,260 |
| **RALEIGH - DURHAM** | **301.4** | **31,600** | **20,655** | **23,444** | **25,278** | **49,210** | **61,746** | **60,425** | **29,042** | **35,116** | **41,462** | **16,261** |
| Durham | 74.5 | 9,200 | 5,621 | 6,081 | 6,448 | 12,671 | 14,497 | 14,126 | 5,856 | 32,748 | 38,661 | 15,411 |
| Franklin | 14.0 | 2,388 | 1,438 | 1,423 | 1,319 | 2,504 | 2,778 | 1,718 | 432 | 26,674 | 30,817 | 11,414 |
| Orange | 37.5 | 4,968 | 3,070 | 3,316 | 3,415 | 5,891 | 6,744 | 6,093 | 4,003 | 31,548 | 40,861 | 15,813 |
| Wake | 175.4 | 15,044 | 10,526 | 12,624 | 14,096 | 28,144 | 37,727 | 38,488 | 18,751 | 37,758 | 43,630 | 17,124 |
| **WILMINGTON** | **49.3** | **7,501** | **4,606** | **4,684** | **4,541** | **8,269** | **9,387** | **7,394** | **2,918** | **28,945** | **34,897** | **13,987** |
| New Hanover | 49.3 | 7,501 | 4,606 | 4,684 | 4,541 | 8,269 | 9,387 | 7,394 | 2,918 | 28,945 | 34,897 | 13,987 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Alamance | 43.4 | 5,623 | 3,935 | 4,177 | 4,419 | 8,120 | 8,931 | 6,124 | 2,071 | 29,177 | 34,375 | 13,575 |
| Alexander | 10.5 | 1,524 | 993 | 980 | 1,170 | 2,128 | 2,122 | 1,309 | 274 | 27,425 | 30,907 | 11,549 |
| Alleghany | 3.9 | 963 | 504 | 504 | 461 | 631 | 517 | 203 | 117 | 19,791 | 25,692 | 10,437 |
| Anson | 8.5 | 1,722 | 1,004 | 967 | 923 | 1,705 | 1,271 | 694 | 214 | 23,017 | 26,721 | 9,706 |
| Ashe | 9.0 | 2,126 | 1,130 | 1,171 | 1,093 | 1,600 | 1,109 | 593 | 178 | 20,334 | 24,382 | 9,797 |
| Avery | 5.5 | 1,111 | 640 | 668 | 628 | 965 | 791 | 521 | 176 | 22,635 | 27,987 | 10,262 |
| Beaufort | 16.4 | 3,547 | 1,851 | 1,698 | 1,731 | 2,796 | 2,590 | 1,654 | 533 | 23,189 | 28,511 | 10,951 |
| Bertie | 7.4 | 1,970 | 944 | 894 | 838 | 1,268 | 866 | 453 | 167 | 19,396 | 23,396 | 8,571 |
| Bladen | 10.8 | 2,846 | 1,389 | 1,284 | 1,170 | 1,865 | 1,399 | 694 | 153 | 19,536 | 24,590 | 9,286 |
| Brunswick | 21.2 | 3,486 | 2,172 | 2,300 | 2,233 | 3,712 | 3,849 | 2,509 | 939 | 26,007 | 31,365 | 12,383 |
| Buncombe | 72.2 | 10,644 | 7,310 | 7,418 | 7,550 | 13,929 | 13,688 | 8,374 | 3,287 | 27,199 | 32,875 | 13,357 |
| Burke | 29.6 | 4,236 | 2,822 | 3,179 | 3,250 | 5,968 | 6,121 | 3,088 | 936 | 27,172 | 30,592 | 11,806 |
| Cabarrus | 38.3 | 4,515 | 3,297 | 3,564 | 3,633 | 6,807 | 8,200 | 6,260 | 2,024 | 31,008 | 35,573 | 13,490 |
| Caldwell | 27.5 | 4,023 | 3,023 | 2,927 | 3,068 | 5,902 | 5,306 | 2,527 | 724 | 26,185 | 29,545 | 11,363 |
| Camden | 2.2 | 352 | 215 | 217 | 205 | 401 | 533 | 242 | 35 | 27,707 | 29,416 | 10,609 |
| Carteret | 22.0 | 2,939 | 2,250 | 2,346 | 2,301 | 4,425 | 4,086 | 2,699 | 954 | 27,554 | 33,498 | 13,597 |
| Caswell | 7.5 | 1,528 | 783 | 764 | 713 | 1,402 | 1,399 | 741 | 170 | 24,733 | 28,147 | 10,248 |
| Catawba | 46.8 | 4,909 | 4,043 | 4,536 | 4,783 | 9,822 | 9,967 | 6,563 | 2,177 | 30,102 | 35,198 | 13,591 |
| Chatham | 15.6 | 2,043 | 1,422 | 1,476 | 1,474 | 2,997 | 3,356 | 2,129 | 703 | 29,746 | 33,859 | 13,372 |
| Cherokee | 8.2 | 1,934 | 1,032 | 956 | 953 | 1,451 | 1,205 | 540 | 129 | 20,934 | 24,460 | 9,690 |
| Chowan | 5.2 | 993 | 633 | 644 | 574 | 813 | 932 | 431 | 180 | 22,874 | 28,972 | 10,996 |
| Clay | 3.0 | 680 | 399 | 383 | 302 | 579 | 414 | 174 | 69 | 20,629 | 24,353 | 10,008 |
| Cleveland | 32.3 | 4,998 | 3,181 | 3,351 | 3,290 | 6,047 | 6,631 | 3,749 | 1,053 | 27,153 | 31,117 | 11,728 |
| Columbus | 18.7 | 4,813 | 2,331 | 2,146 | 1,942 | 2,782 | 2,637 | 1,655 | 394 | 20,154 | 25,221 | 9,471 |
| Craven | 30.2 | 4,537 | 3,063 | 3,250 | 3,288 | 5,783 | 5,885 | 3,346 | 1,048 | 26,569 | 32,246 | 11,705 |
| Cumberland | 92.6 | 12,404 | 9,005 | 10,876 | 10,936 | 17,992 | 17,328 | 10,866 | 3,193 | 26,590 | 33,484 | 11,149 |
| Currituck | 5.2 | 604 | 477 | 449 | 581 | 1,156 | 1,072 | 720 | 141 | 29,041 | 34,421 | 12,605 |
| Dare | 10.3 | 1,060 | 806 | 970 | 1,097 | 1,967 | 2,197 | 1,477 | 726 | 30,852 | 36,896 | 15,201 |
| Davidson | 50.0 | 6,492 | 4,714 | 4,933 | 4,961 | 9,782 | 10,735 | 6,538 | 1,845 | 28,957 | 32,762 | 12,679 |
| Davie | 11.2 | 1,428 | 948 | 1,126 | 1,027 | 1,965 | 2,269 | 1,724 | 713 | 30,329 | 36,798 | 14,310 |
| Duplin | 15.0 | 3,303 | 1,878 | 1,873 | 1,625 | 2,632 | 2,350 | 1,095 | 244 | 21,372 | 25,855 | 9,647 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **METRO AREA** County | 12/31/91 Total Households (Thousands) | Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **NORTH CAROLINA (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Durham | 74.5 | 9,200 | 5,621 | 6,081 | 6,448 | 12,671 | 14,497 | 14,126 | 5,856 | 32,748 | 38,661 | 15,411 |
| Edgecombe | 20.5 | 4,382 | 2,175 | 2,172 | 2,091 | 3,429 | 3,452 | 2,296 | 503 | 23,637 | 27,789 | 9,994 |
| Forsyth | 109.6 | 14,189 | 9,267 | 10,513 | 10,656 | 18,892 | 21,294 | 17,085 | 7,704 | 30,115 | 37,506 | 15,185 |
| Franklin | 14.0 | 2,388 | 1,438 | 1,423 | 1,319 | 2,504 | 2,778 | 1,718 | 432 | 26,674 | 30,817 | 11,414 |
| Gaston | 66.0 | 8,709 | 5,972 | 6,502 | 6,739 | 12,739 | 13,441 | 9,342 | 2,556 | 28,973 | 33,136 | 12,363 |
| Gates | 3.4 | 595 | 360 | 334 | 323 | 582 | 673 | 420 | 113 | 26,438 | 33,424 | 11,962 |
| Graham | 2.8 | 683 | 407 | 340 | 273 | 435 | 382 | 225 | 55 | 19,559 | 24,873 | 9,809 |
| Granville | 13.6 | 2,067 | 1,403 | 1,371 | 1,272 | 2,558 | 2,841 | 1,685 | 403 | 27,644 | 32,708 | 11,319 |
| Greene | 5.4 | 968 | 569 | 582 | 561 | 914 | 1,079 | 612 | 115 | 25,212 | 29,377 | 10,368 |
| Guilford | 140.1 | 16,538 | 11,812 | 13,099 | 13,362 | 24,628 | 27,891 | 22,208 | 10,562 | 31,045 | 38,030 | 15,051 |
| Halifax | 20.6 | 5,081 | 2,660 | 2,388 | 2,164 | 3,360 | 2,906 | 1,520 | 521 | 20,395 | 25,161 | 9,272 |
| Harnett | 25.9 | 5,029 | 2,837 | 2,923 | 2,868 | 4,753 | 4,362 | 2,444 | 684 | 23,767 | 28,253 | 10,468 |
| Haywood | 19.3 | 3,387 | 2,328 | 2,395 | 2,186 | 3,459 | 3,152 | 1,835 | 558 | 23,522 | 28,434 | 11,676 |
| Henderson | 29.6 | 3,863 | 2,832 | 3,033 | 3,151 | 5,907 | 5,801 | 3,652 | 1,361 | 28,118 | 33,010 | 13,723 |
| Hertford | 8.1 | 1,992 | 1,029 | 980 | 909 | 1,348 | 986 | 655 | 201 | 20,269 | 25,539 | 9,276 |
| Hoke | 7.6 | 1,495 | 879 | 876 | 798 | 1,473 | 1,267 | 659 | 153 | 23,446 | 27,564 | 8,692 |
| Hyde | 2.1 | 432 | 280 | 330 | 291 | 311 | 234 | 137 | 85 | 20,137 | 26,015 | 10,308 |
| Iredell | 36.1 | 4,556 | 3,249 | 3,483 | 3,453 | 6,580 | 7,776 | 5,269 | 1,734 | 29,971 | 34,443 | 13,158 |
| Jackson | 9.8 | 1,916 | 1,168 | 1,098 | 1,008 | 1,764 | 1,597 | 899 | 350 | 23,561 | 29,576 | 10,617 |
| Johnston | 32.5 | 5,940 | 3,282 | 3,188 | 2,919 | 5,932 | 6,273 | 3,818 | 1,148 | 26,557 | 31,163 | 12,144 |
| Jones | 3.5 | 782 | 415 | 407 | 353 | 663 | 547 | 264 | 69 | 22,068 | 25,483 | 9,488 |
| Lee | 16.0 | 2,368 | 1,499 | 1,567 | 1,654 | 2,921 | 3,319 | 2,038 | 634 | 27,949 | 32,157 | 12,192 |
| Lenoir | 21.9 | 4,864 | 2,616 | 2,363 | 2,133 | 3,638 | 3,652 | 2,027 | 607 | 22,595 | 28,069 | 10,766 |
| Lincoln | 19.5 | 2,232 | 1,802 | 1,909 | 1,989 | 3,814 | 4,195 | 2,773 | 786 | 29,739 | 33,661 | 12,599 |
| McDowell | 13.7 | 2,216 | 1,585 | 1,579 | 1,549 | 2,627 | 2,581 | 1,209 | 354 | 24,745 | 28,736 | 10,997 |
| Macon | 10.0 | 1,933 | 1,318 | 1,290 | 1,068 | 1,838 | 1,551 | 790 | 212 | 22,149 | 27,018 | 11,352 |
| Madison | 6.5 | 1,601 | 812 | 777 | 682 | 1,107 | 952 | 485 | 84 | 20,440 | 24,511 | 9,427 |
| Martin | 9.3 | 2,196 | 1,149 | 1,094 | 940 | 1,506 | 1,410 | 802 | 203 | 21,122 | 25,615 | 9,567 |
| Mecklenburg | 209.4 | 20,530 | 13,415 | 16,119 | 18,112 | 35,350 | 43,272 | 41,485 | 21,117 | 35,376 | 42,717 | 16,732 |
| Mitchell | 5.9 | 1,194 | 659 | 750 | 718 | 1,071 | 949 | 420 | 139 | 22,416 | 26,627 | 10,760 |
| Montgomery | 8.4 | 1,545 | 954 | 943 | 890 | 1,682 | 1,364 | 782 | 240 | 24,258 | 30,362 | 10,761 |
| Moore | 24.8 | 3,335 | 2,179 | 2,327 | 2,507 | 4,593 | 4,988 | 3,369 | 1,502 | 29,277 | 36,434 | 14,740 |
| Nash | 29.6 | 4,494 | 2,810 | 2,979 | 3,075 | 5,300 | 5,608 | 3,929 | 1,405 | 27,525 | 33,756 | 12,810 |
| New Hanover | 49.3 | 7,501 | 4,606 | 4,684 | 4,541 | 8,269 | 9,387 | 7,394 | 2,918 | 28,945 | 34,897 | 13,987 |
| Northampton | 7.5 | 1,892 | 924 | 902 | 831 | 1,297 | 1,050 | 471 | 133 | 20,192 | 24,047 | 8,798 |
| Onslow | 42.4 | 4,780 | 4,680 | 5,993 | 6,162 | 9,347 | 6,835 | 3,688 | 915 | 24,663 | 40,763 | 11,260 |
| Orange | 37.5 | 4,968 | 3,070 | 3,316 | 3,415 | 5,891 | 6,744 | 6,093 | 4,003 | 31,548 | 40,861 | 15,813 |
| Pamlico | 4.5 | 892 | 550 | 560 | 430 | 756 | 727 | 464 | 121 | 22,883 | 27,751 | 10,954 |
| Pasquotank | 11.6 | 2,202 | 1,350 | 1,340 | 1,208 | 2,017 | 1,998 | 1,047 | 438 | 23,758 | 30,082 | 10,973 |
| Pender | 11.7 | 2,198 | 1,268 | 1,317 | 1,234 | 2,030 | 2,007 | 1,315 | 331 | 24,323 | 29,413 | 11,357 |
| Perquimans | 4.1 | 836 | 530 | 487 | 452 | 700 | 580 | 353 | 162 | 22,179 | 27,547 | 10,458 |
| Person | 11.7 | 1,907 | 1,096 | 1,194 | 1,191 | 2,028 | 2,524 | 1,496 | 264 | 27,225 | 30,241 | 11,488 |
| Pitt | 41.9 | 8,295 | 4,291 | 4,148 | 3,901 | 6,373 | 7,242 | 5,648 | 2,002 | 25,457 | 32,054 | 12,035 |
| Polk | 6.1 | 867 | 620 | 650 | 606 | 1,136 | 1,270 | 631 | 320 | 27,508 | 33,014 | 13,888 |
| Randolph | 42.3 | 5,149 | 3,973 | 4,411 | 4,555 | 8,993 | 9,000 | 4,926 | 1,293 | 28,309 | 31,722 | 12,254 |
| Richmond | 16.9 | 3,483 | 2,020 | 1,867 | 1,818 | 3,270 | 2,850 | 1,258 | 334 | 22,970 | 26,392 | 9,978 |
| Robeson | 36.6 | 8,876 | 4,297 | 4,038 | 3,867 | 6,113 | 5,734 | 2,748 | 927 | 21,408 | 26,508 | 9,101 |
| Rockingham | 33.8 | 5,630 | 3,534 | 3,615 | 3,539 | 6,367 | 6,397 | 3,814 | 904 | 25,882 | 29,447 | 11,467 |
| Rowan | 43.3 | 6,132 | 4,448 | 4,586 | 4,502 | 8,473 | 8,601 | 5,218 | 1,340 | 27,292 | 31,390 | 12,071 |
| Rutherford | 22.5 | 3,786 | 2,648 | 2,611 | 2,349 | 4,480 | 4,152 | 1,974 | 500 | 24,693 | 28,770 | 11,238 |
| Sampson | 17.6 | 4,014 | 2,085 | 1,968 | 1,841 | 3,004 | 2,583 | 1,603 | 502 | 21,991 | 26,729 | 9,883 |
| Scotland | 12.1 | 2,419 | 1,274 | 1,330 | 1,240 | 2,034 | 2,154 | 1,367 | 282 | 24,141 | 28,516 | 10,030 |
| Stanly | 20.0 | 3,003 | 2,170 | 2,157 | 2,129 | 4,182 | 3,769 | 2,065 | 525 | 26,264 | 29,761 | 11,359 |
| Stokes | 14.4 | 1,997 | 1,245 | 1,360 | 1,471 | 2,702 | 3,181 | 1,889 | 555 | 28,927 | 32,524 | 12,357 |
| Surry | 24.6 | 4,224 | 2,860 | 2,876 | 2,568 | 4,743 | 4,164 | 2,407 | 758 | 24,556 | 29,110 | 11,458 |
| Swain | 4.2 | 1,037 | 641 | 580 | 480 | 697 | 465 | 229 | 71 | 18,638 | 25,097 | 9,328 |
| Transylvania | 10.2 | 1,584 | 1,032 | 1,161 | 1,100 | 1,599 | 1,955 | 1,313 | 456 | 26,404 | 32,283 | 12,616 |
| Tyrrell | 1.5 | 400 | 228 | 236 | 201 | 238 | 96 | 87 | 14 | 17,584 | 20,667 | 7,949 |
| Union | 30.4 | 3,389 | 2,357 | 2,740 | 2,811 | 5,187 | 6,607 | 5,221 | 2,088 | 32,466 | 37,727 | 13,122 |
| Vance | 14.3 | 2,771 | 1,770 | 1,620 | 1,546 | 2,412 | 2,364 | 1,311 | 506 | 23,198 | 29,194 | 10,596 |
| Wake | 175.4 | 15,044 | 10,526 | 12,624 | 14,096 | 28,144 | 37,727 | 38,488 | 18,751 | 37,758 | 43,630 | 17,124 |
| Warren | 6.4 | 1,719 | 853 | 699 | 689 | 1,063 | 755 | 491 | 131 | 19,492 | 24,537 | 9,025 |
| Washington | 5.1 | 1,151 | 618 | 536 | 477 | 796 | 886 | 511 | 125 | 22,568 | 27,254 | 9,928 |
| Watauga | 13.8 | 3,156 | 1,696 | 1,489 | 1,382 | 2,107 | 1,904 | 1,433 | 633 | 22,022 | 29,575 | 10,913 |
| Wayne | 38.5 | 6,498 | 4,081 | 4,403 | 4,259 | 7,179 | 6,997 | 4,023 | 1,060 | 25,012 | 31,780 | 11,675 |
| Wilkes | 23.2 | 4,282 | 2,691 | 2,821 | 2,565 | 4,612 | 3,828 | 1,652 | 749 | 23,520 | 27,968 | 10,850 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Households by E B I Group<br>Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **NORTH CAROLINA (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Wilson | 25.4 | 5,164 | 2,627 | 2,393 | 2,380 | 4,306 | 4,570 | 2,954 | 1,006 | 25,308 | 30,637 | 11,667 |
| Yadkin | 12.4 | 2,186 | 1,300 | 1,255 | 1,276 | 2,239 | 2,322 | 1,495 | 327 | 25,791 | 29,536 | 11,815 |
| Yancey | 6.3 | 1,435 | 824 | 830 | 746 | 1,163 | 826 | 363 | 113 | 20,409 | 23,943 | 9,669 |
| **TOTAL METRO COUNTIES** | **1,475.1** | **176,707** | **122,599** | **137,404** | **143,183** | **266,356** | **297,133** | **233,995** | **97,723** | **30,773** | **37,361** | **14,269** |
| **TOTAL STATE** | **2,579.7** | **380,920** | **243,758** | **258,039** | **258,538** | **465,688** | **491,077** | **348,110** | **133,570** | **28,057** | **34,068** | **12,968** |
| **NORTH DAKOTA** | | | | | | | | | | | | |
| **BISMARCK** | **31.5** | **3,625** | **2,586** | **2,737** | **2,980** | **5,537** | **6,426** | **5,681** | **1,928** | **31,636** | **37,161** | **13,935** |
| Burleigh | 23.0 | 2,472 | 1,728 | 1,870 | 2,143 | 4,047 | 4,818 | 4,333 | 1,589 | 32,971 | 38,659 | 14,624 |
| Morton | 8.5 | 1,153 | 858 | 867 | 837 | 1,490 | 1,608 | 1,348 | 339 | 28,286 | 33,109 | 12,130 |
| **FARGO - MOORHEAD** | **58.9** | **7,551** | **5,587** | **5,469** | **5,307** | **10,104** | **11,992** | **9,127** | **3,763** | **30,361** | **36,465** | **13,768** |
| Cass | 41.4 | 4,860 | 3,664 | 3,744 | 3,753 | 7,169 | 8,440 | 6,648 | 3,122 | 31,408 | 38,077 | 14,970 |
| *Clay, Minn.* | *17.5* | *2,691* | *1,923* | *1,725* | *1,554* | *2,935* | *3,552* | *2,479* | *641* | *27,901* | *32,652* | *11,270* |
| **GRAND FORKS** | **25.7** | **3,214** | **2,379** | **2,618** | **2,574** | **4,796** | **5,126** | **3,685** | **1,308** | **29,243** | **36,097** | **12,939** |
| Grand Forks | 25.7 | 3,214 | 2,379 | 2,618 | 2,574 | 4,796 | 5,126 | 3,685 | 1,308 | 29,243 | 36,097 | 12,939 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Adams | 1.2 | 202 | 167 | 151 | 112 | 236 | 196 | 91 | 45 | 23,571 | 28,660 | 11,094 |
| Barnes | 5.0 | 862 | 601 | 585 | 567 | 921 | 805 | 499 | 160 | 23,986 | 28,849 | 11,633 |
| Benson | 2.4 | 591 | 305 | 306 | 314 | 369 | 335 | 137 | 43 | 19,967 | 23,740 | 8,139 |
| Billings | .4 | 66 | 44 | 41 | 27 | 57 | 87 | 60 | 18 | 28,793 | 32,420 | 11,789 |
| Bottineau | 3.1 | 492 | 333 | 330 | 346 | 595 | 564 | 304 | 136 | 25,758 | 30,863 | 12,266 |
| Bowman | 1.4 | 214 | 153 | 171 | 156 | 268 | 244 | 147 | 47 | 25,197 | 29,226 | 12,034 |
| Burke | 1.2 | 242 | 148 | 131 | 139 | 241 | 185 | 95 | 19 | 22,841 | 25,681 | 11,006 |
| Burleigh | 23.0 | 2,472 | 1,728 | 1,870 | 2,143 | 4,047 | 4,818 | 4,333 | 1,589 | 32,971 | 38,659 | 14,624 |
| Cass | 41.4 | 4,860 | 3,664 | 3,744 | 3,753 | 7,169 | 8,440 | 6,648 | 3,122 | 31,408 | 38,077 | 14,970 |
| Cavalier | 2.3 | 365 | 247 | 254 | 260 | 392 | 454 | 209 | 119 | 25,553 | 31,307 | 12,204 |
| Dickey | 2.3 | 397 | 278 | 253 | 251 | 416 | 393 | 237 | 75 | 24,422 | 29,820 | 11,625 |
| Divide | 1.2 | 167 | 134 | 150 | 153 | 201 | 243 | 122 | 30 | 24,869 | 29,396 | 12,598 |
| Dunn | 1.4 | 285 | 164 | 146 | 120 | 252 | 204 | 191 | 38 | 24,375 | 28,667 | 10,562 |
| Eddy | 1.2 | 196 | 137 | 146 | 166 | 241 | 208 | 78 | 28 | 23,644 | 27,346 | 11,316 |
| Emmons | 1.8 | 400 | 235 | 224 | 213 | 308 | 218 | 138 | 64 | 20,962 | 26,009 | 10,177 |
| Foster | 1.5 | 256 | 162 | 180 | 193 | 326 | 216 | 121 | 46 | 23,938 | 27,719 | 10,942 |
| Golden Valley | .8 | 129 | 96 | 98 | 92 | 151 | 131 | 87 | 16 | 24,185 | 28,040 | 10,682 |
| Grand Forks | 25.7 | 3,214 | 2,379 | 2,618 | 2,574 | 4,796 | 5,126 | 3,685 | 1,308 | 29,243 | 36,097 | 12,939 |
| Grant | 1.4 | 324 | 183 | 170 | 134 | 250 | 203 | 103 | 33 | 20,858 | 25,204 | 10,378 |
| Griggs | 1.3 | 207 | 168 | 173 | 163 | 279 | 199 | 91 | 20 | 23,129 | 26,439 | 10,415 |
| Hettinger | 1.3 | 272 | 163 | 150 | 148 | 242 | 162 | 126 | 37 | 22,196 | 26,618 | 10,486 |
| Kidder | 1.2 | 225 | 150 | 149 | 143 | 194 | 175 | 119 | 45 | 22,657 | 27,600 | 10,036 |
| La Moure | 2.0 | 353 | 243 | 255 | 263 | 382 | 288 | 154 | 62 | 22,832 | 27,099 | 10,423 |
| Logan | 1.1 | 205 | 146 | 130 | 125 | 207 | 181 | 72 | 34 | 22,760 | 29,415 | 11,984 |
| McHenry | 2.5 | 513 | 330 | 308 | 309 | 441 | 378 | 173 | 48 | 21,602 | 25,732 | 10,211 |
| McIntosh | 1.7 | 348 | 225 | 211 | 189 | 315 | 256 | 127 | 29 | 21,746 | 25,472 | 11,103 |
| McKenzie | 2.2 | 354 | 220 | 193 | 183 | 380 | 513 | 288 | 69 | 28,866 | 31,577 | 11,388 |
| McLean | 3.8 | 727 | 413 | 349 | 376 | 668 | 705 | 459 | 103 | 25,478 | 29,625 | 11,146 |
| Mercer | 3.4 | 400 | 237 | 266 | 262 | 425 | 708 | 901 | 201 | 37,466 | 38,621 | 13,822 |
| Morton | 8.5 | 1,153 | 858 | 867 | 837 | 1,490 | 1,608 | 1,348 | 339 | 28,286 | 33,109 | 12,130 |
| Mountrail | 2.5 | 474 | 343 | 317 | 249 | 461 | 436 | 177 | 43 | 22,329 | 27,884 | 10,251 |
| Nelson | 1.8 | 349 | 213 | 211 | 224 | 367 | 268 | 130 | 38 | 22,835 | 26,692 | 11,173 |
| Oliver | .8 | 121 | 56 | 77 | 84 | 150 | 134 | 136 | 42 | 28,974 | 33,196 | 11,547 |
| Pembina | 3.5 | 438 | 357 | 383 | 403 | 671 | 662 | 430 | 156 | 27,302 | 33,195 | 12,629 |
| Pierce | 2.0 | 410 | 237 | 205 | 195 | 413 | 337 | 166 | 37 | 23,795 | 26,811 | 10,943 |
| Ramsey | 4.9 | 653 | 544 | 579 | 566 | 860 | 920 | 586 | 192 | 26,164 | 32,546 | 12,657 |
| Ransom | 2.3 | 345 | 246 | 249 | 226 | 410 | 492 | 261 | 71 | 27,176 | 32,819 | 13,014 |
| Renville | 1.2 | 154 | 115 | 139 | 152 | 231 | 238 | 119 | 52 | 26,724 | 31,988 | 12,795 |
| Richland | 6.5 | 878 | 682 | 699 | 607 | 1,208 | 1,269 | 858 | 299 | 28,271 | 33,813 | 12,210 |
| Rolette | 4.2 | 1,142 | 601 | 443 | 354 | 581 | 634 | 346 | 99 | 19,029 | 24,689 | 8,101 |
| Sargent | 1.7 | 267 | 175 | 162 | 173 | 298 | 364 | 212 | 49 | 27,483 | 30,921 | 11,947 |
| Sheridan | .8 | 149 | 113 | 112 | 97 | 127 | 148 | 45 | 9 | 21,340 | 24,576 | 9,362 |
| Sioux | 1.0 | 313 | 133 | 102 | 93 | 152 | 119 | 75 | 13 | 17,647 | 22,173 | 5,685 |
| Slope | .3 | 62 | 33 | 46 | 44 | 39 | 44 | 27 | 5 | 21,022 | 25,100 | 8,367 |
| Stark | 8.5 | 1,393 | 918 | 865 | 887 | 1,482 | 1,590 | 1,055 | 310 | 26,122 | 30,926 | 11,529 |
| Steele | 1.0 | 129 | 76 | 91 | 112 | 204 | 196 | 164 | 28 | 28,965 | 33,182 | 13,826 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **NORTH DAKOTA (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Stutsman | 8.6 | 1,224 | 993 | 985 | 895 | 1,517 | 1,481 | 1,093 | 412 | 26,275 | 32,714 | 12,788 |
| Towner | 1.4 | 271 | 148 | 169 | 172 | 281 | 180 | 134 | 45 | 23,256 | 29,039 | 11,616 |
| Traill | 3.3 | 439 | 336 | 363 | 352 | 662 | 598 | 420 | 130 | 27,292 | 32,770 | 12,574 |
| Walsh | 5.1 | 738 | 555 | 578 | 573 | 931 | 997 | 534 | 194 | 26,047 | 32,105 | 12,129 |
| Ward | 21.3 | 2,960 | 2,134 | 2,337 | 2,348 | 4,030 | 3,973 | 2,692 | 826 | 27,010 | 32,635 | 12,110 |
| Wells | 2.2 | 456 | 290 | 263 | 231 | 372 | 300 | 223 | 65 | 21,969 | 27,584 | 11,033 |
| Williams | 7.7 | 1,068 | 720 | 799 | 841 | 1,413 | 1,497 | 1,031 | 331 | 27,719 | 33,272 | 12,746 |
| **TOTAL METRO COUNTIES** | 98.6 | 11,699 | 8,629 | 9,099 | 9,307 | 17,502 | 19,992 | 16,014 | 6,358 | 30,860 | 37,268 | 14,079 |
| **TOTAL STATE** | 240.3 | 34,924 | 24,329 | 24,793 | 24,589 | 43,119 | 45,120 | 32,057 | 11,369 | 27,509 | 33,333 | 12,628 |
| **OHIO** | | | | | | | | | | | | |
| **AKRON** | 250.9 | 32,808 | 20,676 | 21,543 | 22,253 | 42,781 | 49,474 | 42,310 | 19,055 | 31,494 | 37,973 | 14,409 |
| Portage | 49.6 | 5,489 | 3,687 | 4,036 | 4,254 | 8,550 | 10,656 | 9,341 | 3,587 | 33,573 | 38,881 | 13,392 |
| Summit | 201.3 | 27,319 | 16,989 | 17,507 | 17,999 | 34,231 | 38,818 | 32,969 | 15,468 | 30,960 | 37,749 | 14,692 |
| **CANTON** | 149.8 | 19,641 | 13,346 | 13,920 | 14,393 | 28,584 | 30,831 | 21,807 | 7,278 | 29,677 | 34,937 | 13,246 |
| Carroll | 9.8 | 1,307 | 1,009 | 1,006 | 976 | 1,953 | 2,079 | 1,206 | 264 | 28,132 | 31,374 | 11,473 |
| Stark | 140.0 | 18,334 | 12,337 | 12,914 | 13,417 | 26,631 | 28,752 | 20,601 | 7,014 | 29,787 | 35,186 | 13,375 |
| **CINCINNATI** | 554.2 | 69,757 | 41,553 | 44,035 | 45,974 | 88,180 | 111,618 | 101,988 | 51,095 | 33,563 | 40,433 | 15,285 |
| Clermont | 54.3 | 5,137 | 3,710 | 4,392 | 4,831 | 10,001 | 11,971 | 10,837 | 3,421 | 34,069 | 38,285 | 13,464 |
| Hamilton | 339.6 | 48,474 | 27,006 | 27,820 | 28,219 | 52,141 | 64,384 | 57,670 | 33,886 | 32,255 | 40,668 | 15,946 |
| Warren | 40.3 | 2,744 | 2,186 | 2,636 | 2,994 | 6,145 | 9,427 | 9,565 | 4,603 | 40,371 | 45,409 | 15,587 |
| *Dearborn, Ind.* | *14.1* | *1,523* | *969* | *1,139* | *1,318* | *2,454* | *3,245* | *2,687* | *765* | *33,513* | *37,238* | *13,126* |
| *Boone, Ky.* | *21.0* | *1,707* | *1,256* | *1,286* | *1,432* | *3,399* | *4,763* | *5,064* | *2,093* | *39,249* | *43,141* | *15,099* |
| *Campbell, Ky.* | *31.6* | *3,817* | *2,360* | *2,464* | *2,541* | *4,961* | *6,583* | *6,379* | *2,495* | *34,307* | *38,631* | *14,413* |
| *Kenton, Ky.* | *53.3* | *6,355* | *4,066* | *4,298* | *4,639* | *9,079* | *11,245* | *9,786* | *3,832* | *33,000* | *38,209* | *14,202* |
| ***CINCINNATI - HAMILTON CONSOLIDATED AREA*** | *661.1* | *81,899* | *49,469* | *52,652* | *54,905* | *105,536* | *133,740* | *123,135* | *59,764* | *33,658* | *40,262* | *15,093* |
| **CLEVELAND** | 710.9 | 95,625 | 56,041 | 58,097 | 59,231 | 114,050 | 141,411 | 124,700 | 61,745 | 32,543 | 39,400 | 15,341 |
| Cuyahoga | 559.2 | 86,287 | 47,463 | 48,087 | 48,202 | 89,240 | 106,084 | 88,884 | 44,953 | 30,438 | 37,770 | 15,083 |
| Geauga | 27.7 | 1,499 | 1,385 | 1,616 | 1,742 | 4,398 | 5,853 | 6,380 | 4,827 | 42,736 | 52,004 | 17,314 |
| Lake | 81.1 | 5,031 | 4,776 | 5,687 | 6,300 | 13,572 | 19,426 | 18,571 | 7,737 | 38,836 | 43,641 | 16,325 |
| Medina | 42.9 | 2,808 | 2,417 | 2,707 | 2,987 | 6,840 | 10,048 | 10,865 | 4,228 | 40,334 | 44,487 | 15,207 |
| ***CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA*** | *1,057.6* | *140,385* | *84,720* | *88,156* | *90,349* | *174,285* | *212,073* | *182,748* | *84,884* | *32,135* | *38,640* | *14,809* |
| **COLUMBUS** | 534.5 | 59,536 | 39,487 | 43,809 | 46,973 | 90,386 | 111,411 | 97,440 | 45,458 | 33,529 | 39,965 | 15,180 |
| Delaware | 24.2 | 1,648 | 1,331 | 1,532 | 1,651 | 3,483 | 5,398 | 5,151 | 4,006 | 41,642 | 52,057 | 17,946 |
| Fairfield | 37.5 | 3,893 | 2,815 | 3,104 | 3,320 | 6,332 | 7,695 | 7,483 | 2,858 | 33,844 | 39,572 | 14,013 |
| Franklin | 385.6 | 44,303 | 28,321 | 31,438 | 33,921 | 65,614 | 78,942 | 69,227 | 33,834 | 33,295 | 39,732 | 15,617 |
| Licking | 48.0 | 5,640 | 4,026 | 4,366 | 4,476 | 8,198 | 10,567 | 8,158 | 2,569 | 31,690 | 36,328 | 13,403 |
| Madison | 12.1 | 1,189 | 881 | 975 | 1,198 | 2,249 | 2,722 | 2,245 | 641 | 32,839 | 39,490 | 12,674 |
| Pickaway | 15.7 | 1,864 | 1,332 | 1,527 | 1,549 | 2,838 | 3,393 | 2,600 | 597 | 30,603 | 37,146 | 11,734 |
| Union | 11.4 | 999 | 781 | 867 | 858 | 1,672 | 2,694 | 2,576 | 953 | 37,676 | 43,171 | 15,096 |
| **DAYTON - SPRINGFIELD** | 367.7 | 45,016 | 28,734 | 30,913 | 31,858 | 61,280 | 77,912 | 65,267 | 26,720 | 32,689 | 38,088 | 14,590 |
| Clark | 55.6 | 7,559 | 5,018 | 5,272 | 5,158 | 9,563 | 11,596 | 8,839 | 2,595 | 30,090 | 34,523 | 12,917 |
| Greene | 49.2 | 4,758 | 3,001 | 3,325 | 3,511 | 7,481 | 11,122 | 10,612 | 5,390 | 38,400 | 43,154 | 15,253 |
| Miami | 35.1 | 3,606 | 2,555 | 2,990 | 3,252 | 6,236 | 7,952 | 6,210 | 2,299 | 33,223 | 38,347 | 14,243 |
| Montgomery | 227.8 | 29,093 | 18,160 | 19,326 | 19,937 | 38,000 | 47,242 | 39,606 | 16,436 | 32,132 | 37,824 | 14,917 |
| **HAMILTON - MIDDLETOWN** | 106.9 | 12,142 | 7,916 | 8,617 | 8,931 | 17,356 | 22,122 | 21,147 | 8,669 | 34,128 | 39,373 | 14,148 |
| Butler | 106.9 | 12,142 | 7,916 | 8,617 | 8,931 | 17,356 | 22,122 | 21,147 | 8,669 | 34,128 | 39,373 | 14,148 |
| **LIMA** | 55.8 | 7,186 | 4,898 | 5,252 | 5,497 | 10,320 | 12,072 | 8,139 | 2,436 | 29,659 | 34,107 | 12,215 |
| Allen | 39.5 | 5,693 | 3,689 | 3,791 | 3,955 | 7,097 | 8,233 | 5,371 | 1,671 | 28,476 | 33,316 | 11,899 |
| Auglaize | 16.3 | 1,493 | 1,209 | 1,461 | 1,542 | 3,223 | 3,839 | 2,768 | 765 | 32,500 | 36,023 | 12,990 |
| **LORAIN - ELYRIA** | 95.8 | 11,952 | 8,003 | 8,516 | 8,865 | 17,454 | 21,188 | 15,738 | 4,084 | 31,041 | 34,753 | 12,218 |
| Lorain | 95.8 | 11,952 | 8,003 | 8,516 | 8,865 | 17,454 | 21,188 | 15,738 | 4,084 | 31,041 | 34,753 | 12,218 |
| **MANSFIELD** | 48.1 | 6,151 | 4,427 | 4,757 | 4,855 | 8,693 | 9,919 | 7,215 | 2,083 | 29,184 | 34,209 | 13,049 |
| Richland | 48.1 | 6,151 | 4,427 | 4,757 | 4,855 | 8,693 | 9,919 | 7,215 | 2,083 | 29,184 | 34,209 | 13,049 |
| **PARKERSBURG - MARIETTA** | 57.7 | 9,127 | 5,923 | 5,835 | 5,553 | 9,679 | 11,452 | 7,745 | 2,386 | 27,363 | 32,077 | 12,455 |
| Washington | 23.6 | 3,591 | 2,447 | 2,406 | 2,337 | 3,990 | 4,706 | 3,082 | 1,041 | 27,384 | 32,280 | 12,287 |
| *Wood, W. Va.* | *34.1* | *5,536* | *3,476* | *3,429* | *3,216* | *5,689* | *6,746* | *4,663* | *1,345* | *27,348* | *31,937* | *12,576* |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Households by E B I Group: Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **OHIO (continued)** | | | | | | | | | | | | |
| **STEUBENVILLE - WEIRTON** | **54.7** | **9,438** | **5,810** | **5,475** | **5,406** | **9,102** | **10,101** | **7,457** | **1,911** | **26,275** | **31,356** | **12,182** |
| Jefferson | 30.9 | 5,619 | 3,248 | 3,057 | 2,942 | 5,021 | 5,492 | 4,253 | 1,268 | 26,132 | 31,778 | 12,414 |
| *Brooke, W. Va.* | *10.1* | *1,418* | *900* | *894* | *924* | *1,809* | *1,996* | *1,709* | *450* | *30,016* | *34,179* | *12,929* |
| *Hancock, W. Va.* | *13.7* | *2,401* | *1,662* | *1,524* | *1,540* | *2,272* | *2,613* | *1,495* | *193* | *24,100* | *28,324* | *11,087* |
| **TOLEDO** | **232.8** | **34,445** | **19,815** | **20,094** | **20,480** | **38,409** | **46,129** | **37,631** | **15,797** | **30,443** | **36,561** | **13,750** |
| Fulton | 13.8 | 1,146 | 876 | 1,017 | 1,234 | 2,601 | 3,604 | 2,632 | 690 | 35,097 | 37,887 | 13,372 |
| Lucas | 178.6 | 28,903 | 15,711 | 15,547 | 15,778 | 28,914 | 34,184 | 27,886 | 11,677 | 29,397 | 35,678 | 13,703 |
| Wood | 40.4 | 4,396 | 3,228 | 3,530 | 3,468 | 6,894 | 8,341 | 7,113 | 3,430 | 33,088 | 40,014 | 14,069 |
| **YOUNGSTOWN - WARREN** | **186.5** | **30,232** | **18,157** | **18,606** | **18,712** | **32,900** | **35,476** | **24,702** | **7,715** | **27,162** | **32,383** | **12,346** |
| Mahoning | 100.6 | 17,729 | 10,437 | 10,129 | 10,104 | 17,065 | 18,196 | 12,664 | 4,276 | 26,024 | 31,624 | 12,119 |
| Trumbull | 85.9 | 12,503 | 7,720 | 8,477 | 8,608 | 15,835 | 17,280 | 12,038 | 3,439 | 28,454 | 33,273 | 12,607 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Adams | 9.5 | 2,601 | 1,404 | 1,075 | 822 | 1,415 | 1,336 | 627 | 220 | 18,465 | 24,444 | 8,932 |
| Allen | 39.5 | 5,693 | 3,689 | 3,791 | 3,955 | 7,097 | 8,233 | 5,371 | 1,671 | 28,476 | 33,316 | 11,899 |
| Ashland | 17.4 | 2,051 | 1,640 | 1,730 | 1,847 | 3,171 | 3,671 | 2,622 | 668 | 29,087 | 34,182 | 12,391 |
| Ashtabula | 36.8 | 5,564 | 3,689 | 3,858 | 3,747 | 6,449 | 7,343 | 4,784 | 1,366 | 27,360 | 31,869 | 11,739 |
| Athens | 20.4 | 4,844 | 2,431 | 2,122 | 1,876 | 3,169 | 2,920 | 2,105 | 933 | 22,140 | 30,002 | 10,050 |
| Auglaize | 16.3 | 1,493 | 1,209 | 1,461 | 1,542 | 3,223 | 3,839 | 2,768 | 765 | 32,500 | 36,023 | 12,990 |
| ☐ Belmont | 27.7 | 5,246 | 3,404 | 3,294 | 2,996 | 4,601 | 4,690 | 2,912 | 557 | 23,181 | 27,626 | 10,995 |
| Brown | 12.8 | 1,968 | 1,325 | 1,408 | 1,287 | 2,448 | 2,288 | 1,683 | 393 | 26,690 | 30,674 | 10,906 |
| Butler | 106.9 | 12,142 | 7,916 | 8,617 | 8,931 | 17,356 | 22,122 | 21,147 | 8,669 | 34,128 | 39,373 | 14,148 |
| Carroll | 9.8 | 1,307 | 1,009 | 1,006 | 976 | 1,953 | 2,079 | 1,206 | 264 | 28,132 | 31,374 | 11,473 |
| Champaign | 13.6 | 1,383 | 1,017 | 1,021 | 1,114 | 2,192 | 3,257 | 2,882 | 734 | 35,324 | 37,629 | 13,906 |
| Clark | 55.6 | 7,559 | 5,018 | 5,272 | 5,158 | 9,563 | 11,596 | 8,839 | 2,595 | 30,090 | 34,523 | 12,917 |
| Clermont | 54.3 | 5,137 | 3,710 | 4,392 | 4,831 | 10,001 | 11,971 | 10,837 | 3,421 | 34,069 | 38,285 | 13,464 |
| Clinton | 13.3 | 1,849 | 1,248 | 1,278 | 1,245 | 2,444 | 2,856 | 1,896 | 484 | 29,160 | 33,510 | 12,346 |
| Columbiana | 40.9 | 6,505 | 4,338 | 4,380 | 4,204 | 7,367 | 8,141 | 4,594 | 1,371 | 26,354 | 30,612 | 11,571 |
| Coshocton | 13.5 | 2,077 | 1,488 | 1,543 | 1,411 | 2,407 | 2,663 | 1,535 | 376 | 25,952 | 30,194 | 11,450 |
| Crawford | 18.5 | 2,628 | 1,901 | 1,998 | 2,023 | 3,709 | 3,645 | 2,076 | 520 | 26,829 | 30,929 | 11,945 |
| Cuyahoga | 559.2 | 86,287 | 47,463 | 48,087 | 48,202 | 89,240 | 106,084 | 88,884 | 44,953 | 30,438 | 37,770 | 15,083 |
| Darke | 19.7 | 2,077 | 1,720 | 1,823 | 1,981 | 3,881 | 4,415 | 2,967 | 836 | 30,662 | 34,860 | 12,694 |
| Defiance | 14.2 | 1,416 | 1,162 | 1,335 | 1,406 | 2,650 | 3,429 | 2,286 | 516 | 31,755 | 34,499 | 12,340 |
| Delaware | 24.2 | 1,648 | 1,331 | 1,532 | 1,651 | 3,483 | 5,398 | 5,151 | 4,006 | 41,642 | 52,057 | 17,946 |
| Erie | 29.0 | 3,535 | 2,539 | 2,815 | 2,892 | 4,850 | 6,181 | 4,852 | 1,336 | 30,239 | 35,400 | 13,350 |
| Fairfield | 37.5 | 3,893 | 2,815 | 3,104 | 3,320 | 6,332 | 7,695 | 7,483 | 2,858 | 33,844 | 39,572 | 14,013 |
| Fayette | 10.2 | 1,577 | 1,078 | 1,117 | 1,107 | 1,804 | 1,901 | 1,242 | 374 | 26,133 | 30,635 | 11,363 |
| Franklin | 385.6 | 44,303 | 28,321 | 31,438 | 33,921 | 65,614 | 78,942 | 69,227 | 33,834 | 33,295 | 39,732 | 15,617 |
| Fulton | 13.8 | 1,146 | 876 | 1,017 | 1,234 | 2,601 | 3,604 | 2,632 | 690 | 35,097 | 37,887 | 13,372 |
| Gallia | 11.4 | 2,605 | 1,276 | 1,153 | 1,118 | 1,835 | 2,000 | 1,140 | 273 | 22,978 | 27,821 | 10,198 |
| Geauga | 27.7 | 1,499 | 1,385 | 1,616 | 1,742 | 4,398 | 5,853 | 6,380 | 4,827 | 42,736 | 52,004 | 17,314 |
| Greene | 49.2 | 4,758 | 3,001 | 3,325 | 3,511 | 7,481 | 11,122 | 10,612 | 5,390 | 38,400 | 43,154 | 15,253 |
| Guernsey | 14.8 | 2,759 | 1,787 | 1,569 | 1,541 | 2,644 | 2,525 | 1,551 | 424 | 24,169 | 28,787 | 10,981 |
| Hamilton | 339.6 | 48,474 | 27,006 | 27,820 | 28,219 | 52,141 | 64,384 | 57,670 | 33,886 | 32,255 | 40,668 | 15,946 |
| Hancock | 24.9 | 2,443 | 1,753 | 1,931 | 2,166 | 4,511 | 5,859 | 4,699 | 1,538 | 34,211 | 39,047 | 14,731 |
| Hardin | 11.3 | 1,978 | 1,241 | 1,208 | 1,141 | 2,082 | 2,144 | 1,194 | 312 | 25,392 | 30,463 | 10,998 |
| Harrison | 6.0 | 1,225 | 798 | 707 | 642 | 1,127 | 944 | 459 | 98 | 22,103 | 25,865 | 9,822 |
| Henry | 10.5 | 1,061 | 787 | 888 | 951 | 2,015 | 2,549 | 1,869 | 380 | 32,839 | 35,001 | 12,543 |
| Highland | 13.5 | 2,629 | 1,637 | 1,573 | 1,411 | 2,506 | 2,255 | 1,084 | 405 | 23,228 | 27,533 | 10,183 |
| Hocking | 9.5 | 1,556 | 1,100 | 1,184 | 1,105 | 1,661 | 1,776 | 900 | 218 | 24,117 | 28,872 | 10,549 |
| Holmes | 9.5 | 1,029 | 927 | 1,043 | 1,060 | 2,010 | 1,779 | 1,157 | 495 | 28,172 | 34,441 | 9,796 |
| Huron | 20.5 | 2,285 | 1,767 | 1,980 | 2,200 | 4,128 | 4,435 | 2,947 | 758 | 29,611 | 33,384 | 12,007 |
| Jackson | 11.2 | 2,758 | 1,519 | 1,306 | 1,086 | 1,607 | 1,715 | 964 | 245 | 20,078 | 26,073 | 9,670 |
| Jefferson | 30.9 | 5,619 | 3,248 | 3,057 | 2,942 | 5,021 | 5,492 | 4,253 | 1,268 | 26,132 | 31,778 | 12,414 |
| Knox | 17.4 | 2,265 | 1,657 | 1,692 | 1,877 | 3,449 | 3,624 | 2,200 | 636 | 28,231 | 32,549 | 11,848 |
| Lake | 81.1 | 5,031 | 4,776 | 5,687 | 6,300 | 13,572 | 19,426 | 18,571 | 7,737 | 38,836 | 43,641 | 16,325 |
| ☐ Lawrence | 23.0 | 5,046 | 2,931 | 2,415 | 2,170 | 3,389 | 3,652 | 2,724 | 673 | 22,553 | 27,879 | 10,342 |
| Licking | 48.0 | 5,640 | 4,026 | 4,366 | 4,476 | 8,198 | 10,567 | 8,158 | 2,569 | 31,690 | 36,328 | 13,403 |
| Logan | 16.3 | 1,888 | 1,431 | 1,339 | 1,385 | 2,748 | 3,436 | 3,105 | 968 | 32,604 | 36,514 | 13,777 |
| Lorain | 95.8 | 11,952 | 8,003 | 8,516 | 8,865 | 17,454 | 21,188 | 15,738 | 4,084 | 31,041 | 34,753 | 12,218 |
| Lucas | 178.6 | 28,903 | 15,711 | 15,547 | 15,778 | 28,914 | 34,184 | 27,886 | 11,677 | 29,397 | 35,678 | 13,703 |
| Madison | 12.1 | 1,189 | 881 | 975 | 1,198 | 2,249 | 2,722 | 2,245 | 641 | 32,839 | 39,490 | 12,674 |
| Mahoning | 100.6 | 17,729 | 10,437 | 10,129 | 10,104 | 17,065 | 18,196 | 12,664 | 4,276 | 26,024 | 31,624 | 12,119 |
| Marion | 23.4 | 3,298 | 2,334 | 2,293 | 2,441 | 4,704 | 4,577 | 2,976 | 777 | 27,720 | 32,363 | 11,888 |
| Medina | 42.9 | 2,808 | 2,417 | 2,707 | 2,987 | 6,840 | 10,048 | 10,865 | 4,228 | 40,334 | 44,487 | 15,207 |
| Meigs | 8.7 | 2,337 | 1,138 | 1,081 | 946 | 1,183 | 1,318 | 604 | 93 | 19,047 | 23,334 | 8,826 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **OHIO (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Mercer | 13.7 | 1,231 | 1,033 | 1,162 | 1,257 | 2,657 | 3,322 | 2,352 | 686 | 33,153 | 37,242 | 12,756 |
| Miami | 35.1 | 3,606 | 2,555 | 2,990 | 3,252 | 6,236 | 7,952 | 6,210 | 2,299 | 33,223 | 38,347 | 14,243 |
| Monroe | 5.7 | 1,121 | 640 | 585 | 521 | 901 | 1,105 | 670 | 157 | 24,837 | 28,942 | 10,782 |
| Montgomery | 227.8 | 29,093 | 18,160 | 19,326 | 19,937 | 38,000 | 47,242 | 39,606 | 16,436 | 32,132 | 37,824 | 14,917 |
| Morgan | 5.2 | 1,098 | 652 | 618 | 515 | 1,013 | 844 | 397 | 63 | 22,252 | 25,762 | 9,368 |
| Morrow | 9.8 | 1,066 | 900 | 1,057 | 1,097 | 2,029 | 2,311 | 1,141 | 199 | 28,676 | 31,287 | 10,873 |
| Muskingum | 31.0 | 4,977 | 3,502 | 3,259 | 3,027 | 5,614 | 5,975 | 3,662 | 984 | 26,264 | 30,519 | 11,468 |
| Noble | 4.1 | 811 | 514 | 493 | 511 | 875 | 660 | 194 | 42 | 22,270 | 24,837 | 9,012 |
| Ottawa | 15.3 | 1,451 | 1,210 | 1,288 | 1,354 | 2,723 | 3,316 | 2,922 | 1,036 | 33,551 | 38,306 | 14,579 |
| Paulding | 7.4 | 754 | 556 | 621 | 663 | 1,351 | 1,793 | 1,353 | 309 | 33,262 | 36,192 | 12,938 |
| Perry | 11.4 | 2,264 | 1,263 | 1,310 | 1,300 | 2,051 | 1,964 | 1,075 | 173 | 23,319 | 26,855 | 9,627 |
| Pickaway | 15.7 | 1,864 | 1,332 | 1,527 | 1,549 | 2,838 | 3,393 | 2,600 | 597 | 30,603 | 37,146 | 11,734 |
| Pike | 9.0 | 2,348 | 1,133 | 841 | 863 | 1,381 | 1,393 | 828 | 213 | 21,031 | 25,722 | 9,372 |
| Portage | 49.6 | 5,489 | 3,687 | 4,036 | 4,254 | 8,550 | 10,656 | 9,341 | 3,587 | 33,573 | 38,881 | 13,392 |
| Preble | 14.5 | 1,292 | 1,132 | 1,281 | 1,391 | 2,857 | 3,079 | 2,674 | 794 | 32,512 | 36,579 | 13,032 |
| Putnam | 11.2 | 983 | 811 | 856 | 976 | 2,242 | 3,011 | 1,878 | 443 | 33,811 | 36,771 | 12,042 |
| Richland | 48.1 | 6,151 | 4,427 | 4,757 | 4,855 | 8,693 | 9,919 | 7,215 | 2,083 | 29,184 | 34,209 | 13,049 |
| Ross | 24.4 | 4,324 | 2,518 | 2,342 | 2,301 | 4,169 | 4,502 | 3,274 | 970 | 26,620 | 32,438 | 11,179 |
| Sandusky | 22.6 | 2,603 | 2,017 | 2,027 | 2,239 | 4,592 | 5,073 | 3,209 | 840 | 30,177 | 33,789 | 12,257 |
| Scioto | 29.8 | 7,445 | 4,100 | 3,375 | 2,841 | 4,443 | 4,169 | 2,557 | 870 | 19,970 | 26,420 | 9,866 |
| Seneca | 21.4 | 2,818 | 2,177 | 2,286 | 2,227 | 4,074 | 4,689 | 2,507 | 622 | 27,858 | 31,585 | 11,284 |
| Shelby | 15.9 | 1,281 | 1,035 | 1,194 | 1,381 | 2,820 | 3,647 | 3,393 | 1,149 | 35,928 | 41,951 | 14,660 |
| Stark | 140.0 | 18,334 | 12,337 | 12,914 | 13,417 | 26,631 | 28,752 | 20,601 | 7,014 | 29,787 | 35,186 | 13,375 |
| Summit | 201.3 | 27,319 | 16,989 | 17,507 | 17,999 | 34,231 | 38,818 | 32,969 | 15,468 | 30,960 | 37,749 | 14,692 |
| Trumbull | 85.9 | 12,503 | 7,720 | 8,477 | 8,608 | 15,835 | 17,280 | 12,038 | 3,439 | 28,454 | 33,273 | 12,607 |
| Tuscarawas | 32.2 | 4,788 | 3,363 | 3,546 | 3,606 | 6,476 | 6,328 | 3,215 | 878 | 26,153 | 30,036 | 11,432 |
| Union | 11.4 | 999 | 781 | 867 | 858 | 1,672 | 2,694 | 2,576 | 953 | 37,676 | 43,171 | 15,096 |
| Van Wert | 11.4 | 1,187 | 868 | 1,098 | 1,254 | 2,542 | 2,708 | 1,419 | 324 | 30,028 | 32,827 | 12,190 |
| Vinton | 4.1 | 986 | 573 | 532 | 461 | 718 | 495 | 255 | 80 | 19,614 | 23,998 | 8,884 |
| Warren | 40.3 | 2,744 | 2,186 | 2,636 | 2,994 | 6,145 | 9,427 | 9,565 | 4,603 | 40,371 | 45,409 | 15,587 |
| Washington | 23.6 | 3,591 | 2,447 | 2,406 | 2,337 | 3,990 | 4,706 | 3,082 | 1,041 | 27,384 | 32,280 | 12,287 |
| Wayne | 36.5 | 3,855 | 2,818 | 3,336 | 3,627 | 7,314 | 8,180 | 5,601 | 1,769 | 31,267 | 36,144 | 12,697 |
| Williams | 14.0 | 1,515 | 1,274 | 1,429 | 1,491 | 3,027 | 3,220 | 1,602 | 442 | 29,180 | 32,919 | 12,323 |
| Wood | 40.4 | 4,396 | 3,228 | 3,530 | 3,468 | 6,894 | 8,341 | 7,113 | 3,430 | 33,088 | 40,014 | 14,069 |
| Wyandot | 8.1 | 897 | 750 | 831 | 864 | 1,660 | 1,910 | 978 | 210 | 29,184 | 32,050 | 11,694 |
| **TOTAL METRO COUNTIES** | **3,279.1** | **430,591** | **266,432** | **280,144** | **288,537** | **547,501** | **662,267** | **557,139** | **246,489** | **31,744** | **38,012** | **14,460** |
| **TOTAL STATE** | **4,116.5** | **553,877** | **349,403** | **363,961** | **372,336** | **701,196** | **830,943** | **667,295** | **277,489** | **30,851** | **36,844** | **13,891** |
| **OKLAHOMA** | | | | | | | | | | | | |
| **ENID** | **21.7** | **3,749** | **2,510** | **2,578** | **2,499** | **4,273** | **3,650** | **1,746** | **695** | **24,027** | **28,656** | **11,347** |
| Garfield | 21.7 | 3,749 | 2,510 | 2,578 | 2,499 | 4,273 | 3,650 | 1,746 | 695 | 24,027 | 28,656 | 11,347 |
| **LAWTON** | **37.8** | **5,574** | **3,761** | **4,517** | **4,471** | **7,444** | **6,969** | **3,854** | **1,210** | **25,728** | **32,300** | **10,911** |
| Comanche | 37.8 | 5,574 | 3,761 | 4,517 | 4,471 | 7,444 | 6,969 | 3,854 | 1,210 | 25,728 | 32,300 | 10,911 |
| **OKLAHOMA CITY** | **371.2** | **54,441** | **36,198** | **38,301** | **37,971** | **67,137** | **69,103** | **49,660** | **18,389** | **27,639** | **33,891** | **12,996** |
| Canadian | 26.2 | 2,648 | 1,786 | 2,010 | 2,183 | 4,714 | 6,460 | 4,938 | 1,461 | 34,490 | 37,938 | 13,044 |
| Cleveland | 66.1 | 8,778 | 5,704 | 6,191 | 6,283 | 11,897 | 14,079 | 10,240 | 2,928 | 30,015 | 34,893 | 12,842 |
| Logan | 10.1 | 1,869 | 1,136 | 1,066 | 1,005 | 1,677 | 1,720 | 1,197 | 430 | 24,870 | 31,002 | 10,797 |
| McClain | 8.4 | 1,466 | 937 | 856 | 882 | 1,532 | 1,570 | 869 | 288 | 25,360 | 29,420 | 10,745 |
| Oklahoma | 238.7 | 35,335 | 24,058 | 25,876 | 25,407 | 43,474 | 41,735 | 30,218 | 12,597 | 26,864 | 33,916 | 13,455 |
| Pottawatomie | 21.7 | 4,345 | 2,577 | 2,302 | 2,211 | 3,843 | 3,539 | 2,198 | 685 | 23,677 | 28,754 | 10,666 |
| **TULSA** | **280.0** | **42,698** | **27,878** | **28,834** | **28,454** | **49,685** | **50,697** | **36,717** | **15,037** | **27,318** | **33,878** | **13,258** |
| Creek | 22.5 | 4,293 | 2,498 | 2,529 | 2,460 | 4,366 | 3,678 | 2,097 | 579 | 23,923 | 27,921 | 10,316 |
| Osage | 15.2 | 3,057 | 1,698 | 1,539 | 1,549 | 2,836 | 2,479 | 1,652 | 390 | 24,215 | 29,022 | 10,733 |
| Rogers | 20.1 | 2,565 | 1,729 | 1,898 | 1,933 | 3,621 | 4,303 | 3,211 | 840 | 30,273 | 34,151 | 12,280 |
| Tulsa | 204.8 | 30,315 | 20,215 | 21,053 | 20,726 | 35,792 | 36,720 | 27,290 | 12,689 | 27,665 | 35,041 | 14,113 |
| Wagoner | 17.4 | 2,468 | 1,738 | 1,815 | 1,786 | 3,070 | 3,517 | 2,467 | 539 | 27,858 | 31,823 | 11,277 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Adair | 6.5 | 1,810 | 942 | 847 | 751 | 1,002 | 728 | 330 | 90 | 17,940 | 21,852 | 7,515 |
| Alfalfa | 2.3 | 532 | 346 | 343 | 230 | 371 | 290 | 132 | 56 | 18,965 | 25,232 | 9,514 |
| Atoka | 4.5 | 1,442 | 717 | 517 | 445 | 591 | 523 | 205 | 60 | 15,880 | 24,660 | 8,471 |
| Beaver | 2.3 | 293 | 225 | 267 | 248 | 478 | 464 | 273 | 52 | 27,276 | 30,329 | 12,027 |
| Beckham | 7.0 | 1,615 | 906 | 801 | 715 | 1,044 | 993 | 636 | 290 | 21,245 | 27,728 | 10,783 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/91 Total Households (Thousands) | Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **OKLAHOMA (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Blaine | 4.4 | 934 | 534 | 500 | 480 | 872 | 666 | 285 | 129 | 22,416 | 26,540 | 10,426 |
| Bryan | 12.8 | 3,516 | 1,928 | 1,547 | 1,207 | 1,834 | 1,635 | 877 | 256 | 18,090 | 23,838 | 9,303 |
| Caddo | 10.8 | 2,805 | 1,555 | 1,327 | 1,219 | 1,556 | 1,437 | 683 | 218 | 18,918 | 23,930 | 8,821 |
| Canadian | 26.2 | 2,648 | 1,786 | 2,010 | 2,183 | 4,714 | 6,460 | 4,938 | 1,461 | 34,490 | 37,938 | 13,044 |
| Carter | 16.4 | 3,741 | 2,003 | 1,764 | 1,570 | 2,789 | 2,614 | 1,416 | 503 | 22,204 | 28,345 | 10,964 |
| Cherokee | 13.1 | 3,509 | 1,767 | 1,560 | 1,352 | 1,971 | 1,664 | 944 | 333 | 19,083 | 25,423 | 9,488 |
| Choctaw | 6.1 | 2,310 | 1,013 | 671 | 476 | 621 | 668 | 288 | 53 | 13,652 | 19,123 | 7,477 |
| Cimarron | 1.3 | 315 | 196 | 165 | 131 | 211 | 195 | 55 | 32 | 19,212 | 24,416 | 9,336 |
| Cleveland | 66.1 | 8,778 | 5,704 | 6,191 | 6,283 | 11,897 | 14,079 | 10,240 | 2,928 | 30,015 | 34,893 | 12,842 |
| Coal | 2.3 | 760 | 371 | 280 | 245 | 297 | 261 | 69 | 17 | 15,339 | 19,678 | 7,803 |
| Comanche | 37.8 | 5,574 | 3,761 | 4,517 | 4,471 | 7,444 | 6,969 | 3,854 | 1,210 | 25,728 | 32,300 | 10,911 |
| Cotton | 2.6 | 628 | 390 | 285 | 249 | 409 | 451 | 144 | 44 | 19,947 | 24,038 | 9,469 |
| Craig | 5.2 | 1,114 | 801 | 737 | 572 | 943 | 636 | 287 | 110 | 19,647 | 25,723 | 9,487 |
| Creek | 22.5 | 4,293 | 2,498 | 2,529 | 2,460 | 4,366 | 3,678 | 2,097 | 579 | 23,923 | 27,921 | 10,316 |
| Custer | 9.7 | 1,951 | 1,089 | 1,056 | 979 | 1,640 | 1,646 | 1,050 | 289 | 23,851 | 28,832 | 10,634 |
| Delaware | 11.4 | 2,466 | 1,702 | 1,685 | 1,371 | 1,903 | 1,386 | 568 | 319 | 19,546 | 24,437 | 9,606 |
| Dewey | 2.2 | 492 | 339 | 276 | 236 | 388 | 270 | 152 | 47 | 19,873 | 24,613 | 10,027 |
| Ellis | 1.8 | 345 | 234 | 249 | 233 | 328 | 249 | 122 | 40 | 21,545 | 25,683 | 10,751 |
| Garfield | 21.7 | 3,749 | 2,510 | 2,578 | 2,499 | 4,273 | 3,650 | 1,746 | 695 | 24,027 | 28,656 | 11,347 |
| Garvin | 10.2 | 2,369 | 1,536 | 1,289 | 1,082 | 1,724 | 1,354 | 631 | 215 | 19,635 | 24,426 | 9,546 |
| Grady | 15.5 | 3,118 | 1,906 | 1,754 | 1,647 | 2,709 | 2,430 | 1,511 | 425 | 22,951 | 28,046 | 10,450 |
| Grant | 2.3 | 437 | 299 | 290 | 269 | 418 | 340 | 178 | 69 | 22,305 | 26,935 | 11,264 |
| Greer | 2.5 | 736 | 337 | 308 | 283 | 363 | 288 | 134 | 51 | 17,873 | 23,592 | 9,362 |
| Harmon | 1.4 | 466 | 233 | 171 | 147 | 180 | 106 | 76 | 21 | 15,029 | 20,372 | 7,708 |
| Harper | 1.6 | 234 | 185 | 205 | 202 | 290 | 310 | 132 | 42 | 24,356 | 29,045 | 11,916 |
| Haskell | 4.3 | 1,220 | 667 | 547 | 485 | 633 | 477 | 189 | 82 | 17,404 | 21,981 | 8,671 |
| Hughes | 5.2 | 1,752 | 744 | 653 | 493 | 782 | 542 | 177 | 57 | 15,796 | 21,608 | 8,710 |
| Jackson | 10.4 | 1,844 | 1,223 | 1,290 | 1,238 | 1,936 | 1,524 | 1,039 | 306 | 23,404 | 28,921 | 10,628 |
| Jefferson | 2.8 | 834 | 439 | 348 | 324 | 400 | 298 | 125 | 32 | 16,824 | 21,443 | 8,830 |
| Johnston | 3.8 | 1,183 | 581 | 447 | 376 | 612 | 369 | 178 | 54 | 16,521 | 21,428 | 8,062 |
| Kay | 18.9 | 3,165 | 2,164 | 1,946 | 1,936 | 3,360 | 3,356 | 2,207 | 766 | 25,656 | 31,417 | 12,448 |
| Kingfisher | 4.8 | 687 | 499 | 576 | 538 | 959 | 857 | 547 | 137 | 25,990 | 30,021 | 11,347 |
| Kiowa | 4.5 | 1,338 | 657 | 573 | 465 | 641 | 508 | 234 | 84 | 17,225 | 22,773 | 9,069 |
| Latimer | 3.8 | 878 | 550 | 542 | 494 | 610 | 413 | 247 | 66 | 19,354 | 27,228 | 9,670 |
| Le Flore | 16.6 | 4,010 | 2,136 | 1,948 | 1,925 | 2,848 | 2,296 | 1,102 | 335 | 20,535 | 25,033 | 9,255 |
| Lincoln | 10.9 | 2,296 | 1,380 | 1,177 | 1,047 | 1,872 | 1,795 | 1,063 | 270 | 22,851 | 27,406 | 10,161 |
| Logan | 10.1 | 1,869 | 1,136 | 1,066 | 1,005 | 1,677 | 1,720 | 1,197 | 430 | 24,870 | 31,002 | 10,797 |
| Love | 3.0 | 620 | 397 | 395 | 284 | 556 | 475 | 210 | 63 | 21,549 | 27,253 | 9,851 |
| McClain | 8.4 | 1,466 | 937 | 856 | 882 | 1,532 | 1,570 | 869 | 288 | 25,360 | 29,420 | 10,745 |
| McCurtain | 12.4 | 3,731 | 1,723 | 1,539 | 1,252 | 1,776 | 1,385 | 777 | 217 | 17,423 | 22,698 | 8,302 |
| McIntosh | 6.9 | 1,694 | 947 | 863 | 806 | 1,133 | 858 | 494 | 105 | 19,687 | 24,359 | 9,887 |
| Major | 3.1 | 556 | 396 | 351 | 332 | 692 | 474 | 208 | 91 | 23,720 | 27,497 | 10,790 |
| Marshall | 4.4 | 1,064 | 772 | 571 | 455 | 703 | 455 | 228 | 152 | 18,187 | 24,979 | 9,992 |
| Mayes | 12.8 | 2,712 | 1,680 | 1,539 | 1,439 | 2,236 | 1,919 | 921 | 354 | 21,629 | 26,120 | 9,921 |
| Murray | 4.6 | 1,159 | 724 | 522 | 471 | 795 | 679 | 178 | 72 | 18,994 | 24,631 | 9,521 |
| Muskogee | 25.3 | 6,155 | 3,271 | 2,776 | 2,454 | 3,947 | 3,750 | 2,402 | 545 | 20,913 | 26,288 | 9,709 |
| Noble | 4.2 | 838 | 497 | 511 | 422 | 793 | 672 | 354 | 113 | 23,009 | 27,390 | 10,554 |
| Nowata | 4.0 | 916 | 611 | 578 | 453 | 581 | 573 | 236 | 52 | 19,091 | 23,344 | 9,528 |
| Okfuskee | 4.1 | 1,250 | 613 | 486 | 440 | 620 | 409 | 171 | 111 | 16,924 | 24,207 | 8,630 |
| Oklahoma | 238.7 | 35,335 | 24,058 | 25,876 | 25,407 | 43,474 | 41,735 | 30,218 | 12,597 | 26,864 | 33,916 | 13,455 |
| Okmulgee | 13.9 | 3,589 | 2,097 | 1,624 | 1,373 | 2,134 | 2,095 | 755 | 233 | 18,891 | 23,606 | 9,039 |
| Osage | 15.2 | 3,057 | 1,698 | 1,539 | 1,549 | 2,836 | 2,479 | 1,652 | 390 | 24,215 | 29,022 | 10,733 |
| Ottawa | 12.0 | 2,880 | 1,866 | 1,591 | 1,379 | 2,073 | 1,385 | 598 | 228 | 18,941 | 23,458 | 9,260 |
| Pawnee | 6.1 | 1,283 | 856 | 748 | 676 | 1,079 | 894 | 418 | 146 | 21,205 | 25,926 | 10,073 |
| Payne | 23.9 | 5,832 | 3,012 | 2,686 | 2,167 | 3,585 | 3,462 | 2,321 | 835 | 20,969 | 28,390 | 11,015 |
| Pittsburg | 16.0 | 3,634 | 2,266 | 1,951 | 1,698 | 2,651 | 2,293 | 1,190 | 317 | 20,439 | 25,824 | 10,053 |
| Pontotoc | 13.5 | 3,551 | 1,930 | 1,551 | 1,314 | 2,006 | 1,731 | 1,021 | 396 | 19,091 | 25,356 | 9,951 |
| Pottawatomie | 21.7 | 4,345 | 2,577 | 2,302 | 2,211 | 3,843 | 3,539 | 2,198 | 685 | 23,677 | 28,754 | 10,666 |
| Pushmataha | 4.3 | 1,487 | 762 | 608 | 471 | 458 | 308 | 165 | 41 | 14,350 | 18,925 | 7,535 |
| Roger Mills | 1.5 | 325 | 214 | 203 | 215 | 211 | 204 | 83 | 45 | 20,186 | 25,069 | 9,642 |
| Rogers | 20.1 | 2,565 | 1,729 | 1,898 | 1,933 | 3,621 | 4,303 | 3,211 | 840 | 30,273 | 34,151 | 12,280 |
| Seminole | 9.4 | 2,435 | 1,493 | 1,094 | 922 | 1,456 | 1,316 | 518 | 166 | 18,528 | 24,338 | 9,262 |
| ☐ Sequoyah | 12.7 | 3,201 | 1,702 | 1,495 | 1,367 | 2,022 | 1,864 | 824 | 225 | 19,839 | 25,194 | 9,168 |
| Stephens | 16.6 | 3,549 | 1,901 | 1,557 | 1,546 | 2,886 | 2,847 | 1,848 | 466 | 24,182 | 28,460 | 11,248 |
| Texas | 6.1 | 1,017 | 650 | 761 | 695 | 1,106 | 1,077 | 597 | 197 | 24,475 | 29,339 | 11,116 |
| Tillman | 3.9 | 999 | 627 | 473 | 445 | 735 | 418 | 145 | 58 | 18,425 | 22,487 | 8,514 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Households by E B I Group | | | | | | | | Median Household E B I | Average Household E B I | Per Capita E B I |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | | | |
| **OKLAHOMA (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Tulsa | 204.8 | 30,315 | 20,215 | 21,053 | 20,726 | 35,792 | 36,720 | 27,290 | 12,689 | 27,665 | 35,041 | 14,113 |
| Wagoner | 17.4 | 2,468 | 1,738 | 1,815 | 1,786 | 3,070 | 3,517 | 2,467 | 539 | 27,858 | 31,823 | 11,277 |
| Washington | 19.0 | 2,630 | 1,754 | 1,871 | 1,856 | 3,196 | 3,259 | 2,990 | 1,444 | 29,173 | 36,485 | 14,687 |
| Washita | 4.2 | 935 | 633 | 625 | 432 | 658 | 519 | 288 | 110 | 19,256 | 24,877 | 9,674 |
| Woods | 3.7 | 941 | 460 | 450 | 337 | 578 | 480 | 322 | 132 | 19,989 | 28,138 | 11,831 |
| Woodward | 6.7 | 1,022 | 734 | 779 | 791 | 1,346 | 1,188 | 621 | 219 | 25,165 | 29,859 | 10,992 |
| **TOTAL METRO COUNTIES** | **723.4** | **109,663** | **72,049** | **75,725** | **74,762** | **130,561** | **132,283** | **92,801** | **35,556** | **27,137** | **33,493** | **12,853** |
| **TOTAL STATE** | **1,211.2** | **223,612** | **137,529** | **133,369** | **125,547** | **210,136** | **201,447** | **131,146** | **48,414** | **24,424** | **30,594** | **11,734** |
| **OREGON** | | | | | | | | | | | | |
| **EUGENE - SPRINGFIELD** | **112.6** | **16,673** | **11,470** | **11,664** | **11,765** | **20,777** | **21,090** | **14,048** | **5,113** | **27,136** | **32,692** | **12,822** |
| Lane | 112.6 | 16,673 | 11,470 | 11,664 | 11,765 | 20,777 | 21,090 | 14,048 | 5,113 | 27,136 | 32,692 | 12,822 |
| **MEDFORD** | **59.3** | **8,691** | **6,581** | **6,547** | **6,214** | **11,083** | **11,393** | **6,506** | **2,285** | **26,379** | **31,971** | **12,522** |
| Jackson | 59.3 | 8,691 | 6,581 | 6,547 | 6,214 | 11,083 | 11,393 | 6,506 | 2,285 | 26,379 | 31,971 | 12,522 |
| **PORTLAND** | **500.5** | **50,723** | **38,449** | **43,096** | **46,392** | **89,448** | **107,634** | **86,149** | **38,609** | **32,961** | **39,33[illegible]** | **15,423** |
| Clackamas | 107.1 | 8,043 | 6,532 | 7,789 | 8,828 | 18,306 | 24,522 | 22,098 | 10,982 | 37,281 | 43,751 | 16,231 |
| Multnomah | 244.8 | 31,920 | 22,685 | 24,341 | 24,778 | 44,678 | 49,110 | 33,106 | 14,182 | 28,997 | 35,411 | 14,658 |
| Washington | 125.4 | 8,262 | 7,165 | 8,857 | 10,500 | 22,136 | 28,991 | 27,446 | 12,043 | 37,739 | 43,239 | 16,506 |
| Yamhill | 23.2 | 2,498 | 2,067 | 2,109 | 2,286 | 4,328 | 5,011 | 3,499 | 1,402 | 30,899 | 39,252 | 13,411 |
| ***PORTLAND - VANCOUVER CONSOLIDATED AREA*** | ***593.3*** | ***59,849*** | ***45,316*** | ***50,811*** | ***54,371*** | ***105,573*** | ***128,482*** | ***103,315*** | ***45,583*** | ***33,145*** | ***39,302*** | ***15,273*** |
| **SALEM** | **104.6** | **12,631** | **9,541** | **10,612** | **11,183** | **19,734** | **21,908** | **14,172** | **4,819** | **28,947** | **34,706** | **12,675** |
| Marion | 85.7 | 9,830 | 7,550 | 8,448 | 8,958 | 16,377 | 18,331 | 11,997 | 4,209 | 29,679 | 35,371 | 12,905 |
| Polk | 18.9 | 2,801 | 1,991 | 2,164 | 2,225 | 3,357 | 3,577 | 2,175 | 610 | 25,694 | 31,688 | 11,629 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Baker | 6.1 | 1,025 | 683 | 671 | 683 | 1,211 | 1,158 | 500 | 169 | 24,912 | 28,903 | 11,599 |
| Benton | 26.7 | 4,250 | 2,456 | 2,480 | 2,410 | 4,238 | 4,910 | 4,101 | 1,855 | 29,032 | 35,765 | 13,226 |
| Clackamas | 107.1 | 8,043 | 6,532 | 7,789 | 8,828 | 18,306 | 24,522 | 22,098 | 10,982 | 37,281 | 43,751 | 16,231 |
| Clatsop | 13.6 | 2,160 | 1,610 | 1,518 | 1,354 | 2,336 | 2,540 | 1,627 | 455 | 25,644 | 30,417 | 12,203 |
| Columbia | 14.3 | 1,553 | 1,228 | 1,361 | 1,409 | 2,412 | 3,168 | 2,519 | 650 | 31,409 | 35,542 | 13,133 |
| Coos | 24.6 | 4,036 | 3,101 | 2,915 | 2,554 | 4,544 | 4,490 | 2,203 | 757 | 24,401 | 29,026 | 11,648 |
| Crook | 5.6 | 810 | 594 | 675 | 699 | 1,207 | 972 | 506 | 137 | 25,160 | 28,555 | 11,028 |
| Curry | 8.7 | 1,288 | 1,200 | 1,083 | 953 | 1,746 | 1,394 | 694 | 342 | 24,087 | 28,949 | 12,468 |
| Deschutes | 30.5 | 3,017 | 2,644 | 3,131 | 3,191 | 6,064 | 6,338 | 4,310 | 1,805 | 30,259 | 35,878 | 14,029 |
| Douglas | 36.5 | 5,448 | 4,057 | 4,242 | 4,355 | 7,480 | 6,652 | 3,390 | 876 | 25,180 | 29,121 | 11,061 |
| Gilliam | .7 | 94 | 78 | 85 | 88 | 137 | 143 | 50 | 25 | 25,329 | 29,769 | 12,258 |
| Grant | 3.2 | 472 | 319 | 334 | 358 | 658 | 683 | 297 | 79 | 26,691 | 30,000 | 12,152 |
| Harney | 2.9 | 385 | 296 | 360 | 369 | 531 | 550 | 318 | 91 | 25,664 | 30,629 | 12,337 |
| Hood River | 6.6 | 875 | 677 | 677 | 692 | 1,318 | 1,188 | 891 | 282 | 27,715 | 32,077 | 12,309 |
| Jackson | 59.3 | 8,691 | 6,581 | 6,547 | 6,214 | 11,083 | 11,393 | 6,506 | 2,285 | 26,379 | 31,971 | 12,522 |
| Jefferson | 4.9 | 685 | 550 | 550 | 564 | 979 | 929 | 473 | 170 | 25,963 | 30,105 | 10,537 |
| Josephine | 26.1 | 4,840 | 3,492 | 3,287 | 2,761 | 4,811 | 4,056 | 2,112 | 741 | 22,591 | 27,515 | 11,065 |
| Klamath | 22.6 | 3,550 | 2,572 | 2,581 | 2,403 | 4,215 | 4,302 | 2,225 | 752 | 25,429 | 30,087 | 11,643 |
| Lake | 2.8 | 429 | 340 | 331 | 277 | 615 | 459 | 245 | 104 | 25,363 | 29,012 | 11,283 |
| Lane | 112.6 | 16,673 | 11,470 | 11,664 | 11,765 | 20,777 | 21,090 | 14,048 | 5,113 | 27,136 | 32,692 | 12,822 |
| Lincoln | 17.0 | 2,538 | 2,039 | 2,073 | 1,929 | 3,130 | 2,906 | 1,914 | 471 | 24,795 | 29,459 | 12,427 |
| Linn | 35.1 | 4,652 | 3,548 | 3,839 | 3,738 | 6,675 | 7,206 | 4,378 | 1,064 | 27,570 | 31,560 | 12,015 |
| Malheur | 9.3 | 1,666 | 1,187 | 1,149 | 1,061 | 1,631 | 1,467 | 789 | 350 | 23,053 | 29,064 | 10,436 |
| Marion | 85.7 | 9,830 | 7,550 | 8,448 | 8,958 | 16,377 | 18,331 | 11,997 | 4,209 | 29,679 | 35,371 | 12,905 |
| Morrow | 2.8 | 372 | 280 | 307 | 291 | 571 | 553 | 333 | 93 | 27,586 | 31,354 | 11,864 |
| Multnomah | 244.8 | 31,920 | 22,685 | 24,341 | 24,778 | 44,678 | 49,110 | 33,106 | 14,182 | 28,997 | 35,411 | 14,658 |
| Polk | 18.9 | 2,801 | 1,991 | 2,164 | 2,225 | 3,357 | 3,577 | 2,175 | 610 | 25,694 | 31,688 | 11,629 |
| Sherman | .8 | 134 | 109 | 87 | 83 | 163 | 130 | 53 | 41 | 24,217 | 29,480 | 12,413 |
| Tillamook | 9.0 | 1,369 | 1,192 | 1,183 | 1,076 | 1,710 | 1,429 | 785 | 256 | 23,513 | 28,775 | 11,825 |
| Umatilla | 22.1 | 3,561 | 2,520 | 2,657 | 2,582 | 4,213 | 3,825 | 2,065 | 677 | 24,477 | 30,549 | 11,309 |
| Union | 9.1 | 1,576 | 1,043 | 1,015 | 944 | 1,653 | 1,741 | 823 | 305 | 24,851 | 29,206 | 11,262 |
| Wallowa | 2.8 | 453 | 358 | 378 | 315 | 517 | 486 | 222 | 71 | 23,349 | 27,459 | 11,143 |
| Wasco | 8.6 | 1,199 | 953 | 961 | 871 | 1,559 | 1,617 | 1,088 | 352 | 26,953 | 32,692 | 13,016 |
| Washington | 125.4 | 8,262 | 7,165 | 8,857 | 10,500 | 22,136 | 28,991 | 27,446 | 12,043 | 37,739 | 43,239 | 16,506 |
| Wheeler | .6 | 163 | 115 | 84 | 57 | 78 | 67 | 28 | 8 | 16,309 | 21,882 | 9,378 |
| Yamhill | 23.2 | 2,498 | 2,067 | 2,109 | 2,286 | 4,328 | 5,011 | 3,499 | 1,402 | 30,899 | 39,252 | 13,411 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Households by E B I Group | | | | | | | | Median Household E B I | Average Household E B I | Per Capita E B I |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | | | |
| **OREGON (continued)** | | | | | | | | | | | | |
| **TOTAL METRO COUNTIES** | 777.0 | 88,718 | 66,041 | 71,919 | 75,554 | 141,042 | 162,025 | 120,875 | 50,826 | 30,967 | 37,187 | 14,437 |
| **TOTAL STATE** | 1,130.6 | 141,318 | 105,282 | 111,933 | 113,621 | 207,444 | 227,384 | 159,814 | 63,804 | 29,300 | 35,234 | 13,676 |
| **PENNSYLVANIA** | | | | | | | | | | | | |
| **ALLENTOWN - BETHLEHEM - EASTON** | 265.6 | 25,094 | 19,762 | 20,603 | 22,195 | 44,639 | 58,208 | 52,687 | 22,412 | 35,122 | 40,991 | 15,531 |
| Carbon | 22.5 | 2,983 | 2,282 | 2,173 | 2,295 | 4,465 | 4,446 | 2,929 | 927 | 28,290 | 32,689 | 12,681 |
| Lehigh | 115.1 | 10,638 | 8,345 | 9,086 | 9,900 | 19,450 | 25,232 | 22,243 | 10,206 | 35,073 | 41,420 | 16,084 |
| Northampton | 93.5 | 8,650 | 6,841 | 7,310 | 7,693 | 15,728 | 21,015 | 18,803 | 7,460 | 35,348 | 41,083 | 15,142 |
| *Warren, N. J.* | *34.5* | *2,823* | *2,294* | *2,034* | *2,307* | *4,996* | *7,515* | *8,712* | *3,819* | *40,772* | *44,722* | *16,608* |
| **ALTOONA** | 50.3 | 7,810 | 5,647 | 5,431 | 5,250 | 9,343 | 9,422 | 5,654 | 1,743 | 26,044 | 31,529 | 12,181 |
| Blair | 50.3 | 7,810 | 5,647 | 5,431 | 5,250 | 9,343 | 9,422 | 5,654 | 1,743 | 26,044 | 31,529 | 12,181 |
| **BEAVER COUNTY** | 71.5 | 10,965 | 7,523 | 7,582 | 7,476 | 12,382 | 13,389 | 9,388 | 2,795 | 26,666 | 32,059 | 12,444 |
| Beaver | 71.5 | 10,965 | 7,523 | 7,582 | 7,476 | 12,382 | 13,389 | 9,388 | 2,795 | 26,666 | 32,059 | 12,444 |
| **ERIE** | 101.7 | 13,377 | 9,656 | 9,542 | 9,512 | 18,280 | 21,084 | 14,901 | 5,348 | 29,682 | 35,854 | 13,240 |
| Erie | 101.7 | 13,377 | 9,656 | 9,542 | 9,512 | 18,280 | 21,084 | 14,901 | 5,348 | 29,682 | 35,854 | 13,240 |
| **HARRISBURG - LEBANON - CARLISLE** | 230.0 | 20,069 | 16,058 | 18,233 | 20,168 | 41,144 | 52,212 | 44,006 | 18,110 | 34,835 | 40,593 | 15,613 |
| Cumberland | 75.2 | 4,720 | 4,358 | 5,487 | 6,333 | 12,965 | 17,473 | 16,293 | 7,571 | 37,959 | 44,621 | 16,744 |
| Dauphin | 96.0 | 9,875 | 7,054 | 7,695 | 8,333 | 16,609 | 21,178 | 17,776 | 7,480 | 34,041 | 39,551 | 15,847 |
| Lebanon | 43.4 | 4,181 | 3,528 | 3,778 | 4,001 | 8,417 | 9,778 | 7,296 | 2,421 | 32,362 | 37,535 | 14,104 |
| Perry | 15.4 | 1,293 | 1,118 | 1,273 | 1,501 | 3,153 | 3,783 | 2,641 | 638 | 32,946 | 36,038 | 13,059 |
| **JOHNSTOWN** | 90.8 | 15,906 | 11,021 | 10,906 | 10,460 | 17,176 | 14,552 | 8,205 | 2,574 | 23,617 | 29,011 | 11,059 |
| Cambria | 61.3 | 11,174 | 7,512 | 7,346 | 7,008 | 11,394 | 9,721 | 5,503 | 1,642 | 23,295 | 28,647 | 10,948 |
| Somerset | 29.5 | 4,732 | 3,509 | 3,560 | 3,452 | 5,782 | 4,831 | 2,702 | 932 | 24,271 | 29,768 | 11,287 |
| **LANCASTER** | 156.4 | 11,861 | 10,162 | 11,798 | 12,967 | 27,667 | 37,581 | 31,459 | 12,905 | 36,372 | 42,047 | 15,028 |
| Lancaster | 156.4 | 11,861 | 10,162 | 11,798 | 12,967 | 27,667 | 37,581 | 31,459 | 12,905 | 36,372 | 42,047 | 15,028 |
| **PHILADELPHIA** | 1,802.3 | 188,296 | 117,525 | 117,405 | 125,492 | 253,737 | 354,493 | 390,213 | 255,139 | 39,012 | 47,143 | 17,255 |
| Bucks | 196.6 | 9,968 | 8,253 | 9,698 | 11,444 | 25,713 | 42,603 | 53,366 | 35,555 | 46,731 | 53,473 | 18,854 |
| Chester | 139.1 | 6,965 | 5,565 | 6,570 | 7,778 | 17,303 | 26,539 | 35,950 | 32,430 | 49,334 | 59,649 | 21,145 |
| Delaware | 203.2 | 16,779 | 11,946 | 12,840 | 14,117 | 29,478 | 42,270 | 45,895 | 29,875 | 40,631 | 48,441 | 17,851 |
| Montgomery | 259.5 | 13,599 | 10,895 | 13,017 | 15,429 | 34,134 | 52,285 | 65,033 | 55,108 | 47,238 | 59,585 | 22,491 |
| Philadelphia | 601.8 | 112,136 | 59,622 | 52,818 | 51,770 | 93,042 | 107,490 | 88,381 | 36,541 | 27,520 | 34,191 | 12,988 |
| *Burlington, N. J.* | *139.6* | *6,266* | *5,388* | *6,662* | *7,734* | *17,922* | *29,058* | *38,584* | *27,986* | *48,361* | *55,787* | *19,287* |
| *Camden, N. J.* | *181.8* | *16,915* | *11,695* | *11,250* | *12,096* | *25,585* | *36,791* | *41,226* | *26,242* | *40,338* | *47,398* | *16,840* |
| *Gloucester, N. J.* | *80.7* | *5,668* | *4,161* | *4,550* | *5,124* | *10,560* | *17,457* | *21,778* | *11,402* | *43,834* | *47,957* | *16,434* |
| ***PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA*** | ***2,185.9*** | ***221,321*** | ***140,450*** | ***141,817*** | ***152,040*** | ***310,031*** | ***434,385*** | ***476,242*** | ***309,614*** | ***39,215*** | ***47,250*** | ***17,253*** |
| **PITTSBURGH** | 815.1 | 117,518 | 78,592 | 75,225 | 73,684 | 132,327 | 150,391 | 124,126 | 63,237 | 29,540 | 37,269 | 14,907 |
| Allegheny | 537.7 | 74,306 | 48,879 | 46,699 | 46,501 | 85,795 | 100,728 | 86,433 | 48,359 | 30,998 | 39,219 | 15,938 |
| Fayette | 55.7 | 12,130 | 7,415 | 6,619 | 5,909 | 9,225 | 8,170 | 4,790 | 1,442 | 21,426 | 27,050 | 10,470 |
| Washington | 78.0 | 11,473 | 8,017 | 7,761 | 7,295 | 12,953 | 14,532 | 11,013 | 4,956 | 28,295 | 35,403 | 13,610 |
| Westmoreland | 143.7 | 19,609 | 14,281 | 14,146 | 13,979 | 24,354 | 26,961 | 21,890 | 8,480 | 28,803 | 34,946 | 13,646 |
| ***PITTSBURGH - BEAVER VALLEY CONSOLIDATED AREA*** | ***886.6*** | ***128,483*** | ***86,115*** | ***82,807*** | ***81,160*** | ***144,709*** | ***163,780*** | ***133,514*** | ***66,032*** | ***29,289*** | ***36,849*** | ***14,702*** |
| **READING** | 130.0 | 12,701 | 9,874 | 10,289 | 10,960 | 21,988 | 29,325 | 24,920 | 9,943 | 34,628 | 40,026 | 15,179 |
| Berks | 130.0 | 12,701 | 9,874 | 10,289 | 10,960 | 21,988 | 29,325 | 24,920 | 9,943 | 34,628 | 40,026 | 15,179 |
| **SCRANTON - WILKES-BARRE** | 283.1 | 40,695 | 30,349 | 28,453 | 26,639 | 48,103 | 54,527 | 39,458 | 14,876 | 28,095 | 34,375 | 13,160 |
| Columbia | 23.6 | 3,100 | 2,491 | 2,684 | 2,726 | 4,675 | 4,390 | 2,700 | 834 | 26,646 | 31,678 | 11,773 |
| Lackawanna | 84.5 | 13,064 | 9,448 | 8,328 | 7,648 | 14,423 | 15,353 | 11,551 | 4,685 | 27,515 | 34,207 | 13,241 |
| Luzerne | 128.5 | 20,336 | 14,939 | 13,583 | 12,220 | 21,219 | 24,031 | 16,234 | 5,938 | 26,433 | 33,031 | 12,972 |
| Monroe | 36.2 | 2,918 | 2,561 | 2,928 | 3,059 | 5,900 | 8,541 | 7,389 | 2,904 | 36,198 | 41,047 | 14,596 |
| Wyoming | 10.3 | 1,277 | 910 | 930 | 986 | 1,886 | 2,212 | 1,584 | 515 | 30,410 | 35,264 | 12,656 |
| **SHARON** | 45.3 | 6,290 | 4,580 | 4,726 | 4,742 | 8,621 | 8,865 | 5,547 | 1,929 | 27,612 | 32,754 | 12,375 |
| Mercer | 45.3 | 6,290 | 4,580 | 4,726 | 4,742 | 8,621 | 8,865 | 5,547 | 1,929 | 27,612 | 32,754 | 12,375 |
| **STATE COLLEGE** | 43.3 | 5,911 | 4,240 | 4,280 | 4,080 | 7,610 | 7,568 | 6,451 | 3,160 | 28,877 | 36,650 | 12,595 |
| Centre | 43.3 | 5,911 | 4,240 | 4,280 | 4,080 | 7,610 | 7,568 | 6,451 | 3,160 | 28,877 | 36,650 | 12,595 |
| **WILLIAMSPORT** | 45.6 | 5,984 | 4,434 | 4,601 | 4,791 | 8,848 | 9,560 | 5,571 | 1,811 | 28,213 | 33,235 | 12,629 |
| Lycoming | 45.6 | 5,984 | 4,434 | 4,601 | 4,791 | 8,848 | 9,560 | 5,571 | 1,811 | 28,213 | 33,235 | 12,629 |
| **YORK** | 160.1 | 12,568 | 11,073 | 12,487 | 13,824 | 29,221 | 38,509 | 31,360 | 11,058 | 35,312 | 40,343 | 15,101 |
| Adams | 28.9 | 2,185 | 2,154 | 2,509 | 2,740 | 5,844 | 7,066 | 4,790 | 1,612 | 33,315 | 38,733 | 13,837 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/91 Total Households (Thousands) | Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **PENNSYLVANIA (continued)** | | | | | | | | | | | | |
| **YORK (continued)** | | | | | | | | | | | | |
| York | 131.2 | 10,383 | 8,919 | 9,978 | 11,084 | 23,377 | 31,443 | 26,570 | 9,446 | 35,814 | 40,698 | 15,397 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Adams | 28.9 | 2,185 | 2,154 | 2,509 | 2,740 | 5,844 | 7,066 | 4,790 | 1,612 | 33,315 | 38,733 | 13,837 |
| Allegheny | 537.7 | 74,306 | 48,879 | 46,699 | 46,501 | 85,795 | 100,728 | 86,433 | 48,359 | 30,998 | 39,219 | 15,938 |
| Armstrong | 28.2 | 4,280 | 3,264 | 3,373 | 3,199 | 5,039 | 5,499 | 2,923 | 623 | 24,975 | 29,457 | 11,379 |
| Beaver | 71.5 | 10,965 | 7,523 | 7,582 | 7,476 | 12,382 | 13,389 | 9,388 | 2,795 | 26,666 | 32,059 | 12,444 |
| Bedford | 18.2 | 2,812 | 2,189 | 2,210 | 2,137 | 3,519 | 3,240 | 1,611 | 482 | 24,419 | 28,794 | 10,850 |
| Berks | 130.0 | 12,701 | 9,874 | 10,289 | 10,960 | 21,988 | 29,325 | 24,920 | 9,943 | 34,628 | 40,026 | 15,179 |
| Blair | 50.3 | 7,810 | 5,647 | 5,431 | 5,250 | 9,343 | 9,422 | 5,654 | 1,743 | 26,044 | 31,529 | 12,181 |
| Bradford | 22.7 | 3,336 | 2,476 | 2,408 | 2,358 | 4,303 | 4,183 | 2,754 | 882 | 26,699 | 31,671 | 11,709 |
| Bucks | 196.6 | 9,968 | 8,253 | 9,698 | 11,444 | 25,713 | 42,603 | 53,366 | 35,555 | 46,731 | 53,473 | 18,854 |
| Butler | 56.0 | 6,190 | 4,943 | 5,122 | 5,128 | 9,543 | 12,242 | 9,577 | 3,255 | 31,803 | 37,117 | 13,541 |
| Cambria | 61.3 | 11,174 | 7,512 | 7,346 | 7,008 | 11,394 | 9,721 | 5,503 | 1,642 | 23,295 | 28,647 | 10,948 |
| Cameron | 2.4 | 384 | 303 | 342 | 336 | 483 | 338 | 161 | 53 | 22,544 | 26,418 | 10,746 |
| Carbon | 22.5 | 2,983 | 2,282 | 2,173 | 2,295 | 4,465 | 4,446 | 2,929 | 927 | 28,290 | 32,689 | 12,681 |
| Centre | 43.3 | 5,911 | 4,240 | 4,280 | 4,080 | 7,610 | 7,568 | 6,451 | 3,160 | 28,877 | 36,650 | 12,595 |
| Chester | 139.1 | 6,965 | 5,565 | 6,570 | 7,778 | 17,303 | 26,539 | 35,950 | 32,430 | 49,334 | 59,649 | 21,145 |
| Clarion | 15.0 | 2,629 | 1,748 | 1,692 | 1,589 | 2,804 | 2,643 | 1,414 | 481 | 24,503 | 29,608 | 10,702 |
| Clearfield | 29.6 | 5,007 | 3,769 | 3,508 | 3,232 | 5,525 | 5,037 | 2,680 | 842 | 23,892 | 28,927 | 11,062 |
| Clinton | 13.8 | 2,238 | 1,610 | 1,573 | 1,549 | 2,672 | 2,371 | 1,319 | 468 | 24,774 | 29,997 | 11,128 |
| Columbia | 23.6 | 3,100 | 2,491 | 2,684 | 2,726 | 4,675 | 4,390 | 2,700 | 834 | 26,646 | 31,678 | 11,773 |
| Crawford | 32.0 | 4,976 | 3,658 | 3,490 | 3,483 | 5,898 | 6,124 | 3,214 | 1,157 | 25,608 | 30,792 | 11,525 |
| Cumberland | 75.2 | 4,720 | 4,358 | 5,487 | 6,333 | 12,965 | 17,473 | 16,293 | 7,571 | 37,959 | 44,621 | 16,744 |
| Dauphin | 96.0 | 9,875 | 7,054 | 7,695 | 8,333 | 16,609 | 21,178 | 17,776 | 7,480 | 34,041 | 39,551 | 15,847 |
| Delaware | 203.2 | 16,779 | 11,946 | 12,840 | 14,117 | 29,478 | 42,270 | 45,895 | 29,875 | 40,631 | 48,441 | 17,851 |
| Elk | 13.0 | 1,961 | 1,387 | 1,233 | 1,342 | 2,521 | 2,777 | 1,485 | 294 | 27,156 | 30,381 | 11,481 |
| Erie | 101.7 | 13,377 | 9,656 | 9,542 | 9,512 | 18,280 | 21,084 | 14,901 | 5,348 | 29,682 | 35,854 | 13,240 |
| Fayette | 55.7 | 12,130 | 7,415 | 6,619 | 5,909 | 9,225 | 8,170 | 4,790 | 1,442 | 21,426 | 27,050 | 10,470 |
| Forest | 1.9 | 307 | 255 | 264 | 247 | 328 | 333 | 137 | 29 | 22,510 | 26,554 | 10,511 |
| Franklin | 46.5 | 4,394 | 3,743 | 4,441 | 4,873 | 9,173 | 10,505 | 6,996 | 2,375 | 31,200 | 36,527 | 13,820 |
| Fulton | 5.3 | 789 | 551 | 582 | 605 | 1,122 | 983 | 531 | 137 | 26,033 | 29,594 | 11,046 |
| Greene | 14.6 | 2,871 | 1,836 | 1,787 | 1,523 | 2,272 | 2,358 | 1,573 | 380 | 22,646 | 29,062 | 10,797 |
| Huntingdon | 15.7 | 2,427 | 1,767 | 1,688 | 1,622 | 3,085 | 2,940 | 1,651 | 520 | 26,088 | 32,697 | 11,562 |
| Indiana | 31.7 | 5,303 | 3,632 | 3,546 | 3,217 | 5,655 | 5,629 | 3,514 | 1,204 | 25,256 | 31,069 | 10,980 |
| Jefferson | 17.5 | 3,043 | 2,126 | 2,065 | 2,003 | 3,390 | 2,853 | 1,569 | 451 | 23,784 | 28,890 | 11,039 |
| Juniata | 7.8 | 910 | 724 | 842 | 919 | 1,698 | 1,588 | 926 | 193 | 27,815 | 31,356 | 11,702 |
| Lackawanna | 84.5 | 13,064 | 9,448 | 8,328 | 7,648 | 14,423 | 15,353 | 11,551 | 4,685 | 27,515 | 34,207 | 13,241 |
| Lancaster | 156.4 | 11,861 | 10,162 | 11,798 | 12,967 | 27,667 | 37,581 | 31,459 | 12,905 | 36,372 | 42,047 | 15,028 |
| Lawrence | 36.0 | 5,863 | 4,214 | 4,051 | 3,833 | 6,361 | 6,271 | 4,016 | 1,391 | 25,059 | 30,800 | 11,647 |
| Lebanon | 43.4 | 4,181 | 3,528 | 3,778 | 4,001 | 8,417 | 9,778 | 7,296 | 2,421 | 32,362 | 37,535 | 14,104 |
| Lehigh | 115.1 | 10,638 | 8,345 | 9,086 | 9,900 | 19,450 | 25,232 | 22,243 | 10,206 | 35,073 | 41,420 | 16,084 |
| Luzerne | 128.5 | 20,336 | 14,939 | 13,583 | 12,220 | 21,219 | 24,031 | 16,234 | 5,938 | 26,433 | 33,031 | 12,972 |
| Lycoming | 45.6 | 5,984 | 4,434 | 4,601 | 4,791 | 8,848 | 9,560 | 5,571 | 1,811 | 28,213 | 33,235 | 12,629 |
| McKean | 17.5 | 2,766 | 2,030 | 1,812 | 1,734 | 3,076 | 3,479 | 2,106 | 497 | 26,258 | 31,269 | 11,819 |
| Mercer | 45.3 | 6,290 | 4,580 | 4,726 | 4,742 | 8,621 | 8,865 | 5,547 | 1,929 | 27,612 | 32,754 | 12,375 |
| Mifflin | 17.8 | 2,803 | 1,980 | 1,960 | 2,046 | 3,483 | 3,360 | 1,693 | 475 | 25,297 | 29,709 | 11,422 |
| Monroe | 36.2 | 2,918 | 2,561 | 2,928 | 3,059 | 5,900 | 8,541 | 7,389 | 2,904 | 36,198 | 41,047 | 14,596 |
| Montgomery | 259.5 | 13,599 | 10,895 | 13,017 | 15,429 | 34,134 | 52,285 | 65,033 | 55,108 | 47,238 | 59,585 | 22,491 |
| Montour | 6.5 | 670 | 589 | 610 | 617 | 1,213 | 1,328 | 999 | 474 | 31,142 | 40,344 | 14,816 |
| Northampton | 93.5 | 8,650 | 6,841 | 7,310 | 7,693 | 15,728 | 21,015 | 18,803 | 7,460 | 35,348 | 41,085 | 15,142 |
| Northumberland | 38.7 | 6,244 | 4,626 | 4,180 | 4,065 | 7,147 | 7,514 | 3,817 | 1,107 | 25,303 | 29,673 | 11,900 |
| Perry | 15.4 | 1,293 | 1,118 | 1,273 | 1,501 | 3,153 | 3,783 | 2,641 | 638 | 32,946 | 36,038 | 13,059 |
| Philadelphia | 601.8 | 112,136 | 59,622 | 52,818 | 51,770 | 93,042 | 107,490 | 88,381 | 36,541 | 27,520 | 34,191 | 12,988 |
| Pike | 11.7 | 1,089 | 989 | 1,108 | 1,158 | 2,019 | 2,526 | 1,966 | 845 | 32,256 | 38,010 | 14,300 |
| Potter | 6.2 | 1,014 | 731 | 685 | 694 | 1,210 | 1,135 | 549 | 182 | 24,827 | 29,509 | 10,890 |
| Schuylkill | 60.4 | 9,733 | 7,260 | 6,511 | 5,767 | 10,824 | 11,573 | 6,848 | 1,884 | 25,826 | 30,530 | 12,092 |
| Snyder | 13.0 | 1,431 | 1,263 | 1,319 | 1,359 | 2,582 | 2,906 | 1,592 | 548 | 29,215 | 34,248 | 11,936 |
| Somerset | 29.5 | 4,732 | 3,509 | 3,560 | 3,452 | 5,782 | 4,831 | 2,702 | 932 | 24,271 | 29,768 | 11,287 |
| Sullivan | 2.3 | 401 | 294 | 272 | 248 | 407 | 411 | 214 | 53 | 23,689 | 29,876 | 11,265 |
| Susquehanna | 15.2 | 2,080 | 1,634 | 1,592 | 1,488 | 2,727 | 3,056 | 2,001 | 622 | 27,820 | 32,420 | 11,932 |
| Tioga | 15.0 | 2,252 | 1,702 | 1,792 | 1,754 | 2,782 | 2,649 | 1,536 | 533 | 25,000 | 30,436 | 11,108 |
| Union | 11.9 | 1,264 | 1,001 | 1,054 | 1,260 | 2,392 | 2,510 | 1,701 | 718 | 30,470 | 38,729 | 12,592 |
| Venango | 22.0 | 3,163 | 2,445 | 2,506 | 2,517 | 4,078 | 4,020 | 2,592 | 679 | 25,821 | 30,815 | 11,628 |
| Warren | 17.2 | 1,932 | 1,606 | 1,740 | 1,828 | 3,409 | 3,646 | 2,306 | 733 | 29,178 | 34,624 | 13,323 |
| Washington | 78.0 | 11,473 | 8,017 | 7,761 | 7,295 | 12,953 | 14,532 | 11,013 | 4,956 | 28,295 | 35,403 | 13,610 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Households by E B I Group | | | | | | | | Median Household E B I | Average Household E B I | Per Capita E B I |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | | | |
| **PENNSYLVANIA (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Wayne | 15.2 | 2,052 | 1,623 | 1,659 | 1,577 | 2,891 | 2,867 | 1,816 | 715 | 27,327 | 32,910 | 12,025 |
| Westmoreland | 143.7 | 19,609 | 14,281 | 14,146 | 13,979 | 24,354 | 26,961 | 21,890 | 8,480 | 28,803 | 34,946 | 13,646 |
| Wyoming | 10.3 | 1,277 | 910 | 930 | 986 | 1,886 | 2,212 | 1,584 | 515 | 30,410 | 35,264 | 12,656 |
| York | 131.2 | 10,383 | 8,919 | 9,978 | 11,084 | 23,377 | 31,443 | 26,570 | 9,446 | 35,814 | 40,698 | 15,397 |
| **TOTAL METRO COUNTIES** | **3,854.5** | **463,373** | **316,958** | **317,065** | **324,979** | **622,023** | **768,865** | **683,646** | **357,591** | **33,074** | **40,593** | **15,402** |
| **TOTAL STATE** | **4,533.0** | **561,987** | **390,926** | **390,082** | **396,286** | **747,654** | **899,759** | **763,433** | **382,873** | **31,968** | **39,294** | **14,883** |

## RHODE ISLAND

| METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **PROVIDENCE - PAWTUCKET - WOONSOCKET** | **347.9** | **46,757** | **30,310** | **28,820** | **29,331** | **57,455** | **72,759** | **57,527** | **24,941** | **31,744** | **37,501** | **14,109** |
| Bristol | 17.6 | 1,587 | 1,206 | 1,294 | 1,465 | 2,929 | 3,643 | 3,465 | 2,011 | 36,106 | 45,079 | 16,192 |
| Kent | 62.9 | 6,553 | 4,554 | 4,686 | 5,148 | 10,375 | 14,545 | 11,886 | 5,153 | 35,126 | 39,977 | 15,408 |
| Providence | 227.2 | 35,383 | 22,053 | 20,231 | 19,723 | 37,286 | 45,403 | 33,607 | 13,514 | 29,304 | 35,055 | 13,274 |
| Washington | 40.2 | 3,234 | 2,497 | 2,609 | 2,995 | 6,865 | 9,168 | 8,569 | 4,263 | 37,843 | 44,135 | 15,771 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Bristol | 17.6 | 1,587 | 1,206 | 1,294 | 1,465 | 2,929 | 3,643 | 3,465 | 2,011 | 36,106 | 45,079 | 16,192 |
| Kent | 62.9 | 6,553 | 4,554 | 4,686 | 5,148 | 10,375 | 14,545 | 11,886 | 5,153 | 35,126 | 39,977 | 15,408 |
| Newport | 32.9 | 3,221 | 2,366 | 2,597 | 2,726 | 5,326 | 7,044 | 6,437 | 3,183 | 35,407 | 42,503 | 15,999 |
| Providence | 227.2 | 35,383 | 22,053 | 20,231 | 19,723 | 37,286 | 45,403 | 33,607 | 13,514 | 29,304 | 35,055 | 13,274 |
| Washington | 40.2 | 3,234 | 2,497 | 2,609 | 2,995 | 6,865 | 9,168 | 8,569 | 4,263 | 37,843 | 44,135 | 15,771 |
| **TOTAL METRO COUNTIES** | **347.9** | **46,757** | **30,310** | **28,820** | **29,331** | **57,455** | **72,759** | **57,527** | **24,941** | **31,744** | **37,501** | **14,109** |
| **TOTAL STATE** | **380.8** | **49,978** | **32,676** | **31,417** | **32,057** | **62,781** | **79,803** | **63,964** | **28,124** | **32,050** | **37,933** | **14,272** |

## SOUTH CAROLINA

| METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ANDERSON** | **56.3** | **9,296** | **5,541** | **5,620** | **5,605** | **9,922** | **11,116** | **7,127** | **2,073** | **27,026** | **31,576** | **12,036** |
| Anderson | 56.3 | 9,296 | 5,541 | 5,620 | 5,605 | 9,922 | 11,116 | 7,127 | 2,073 | 27,026 | 31,576 | 12,036 |
| **CHARLESTON** | **183.8** | **25,962** | **14,868** | **16,986** | **18,419** | **34,399** | **37,382** | **26,754** | **9,030** | **29,356** | **35,285** | **12,370** |
| Berkeley | 44.4 | 5,190 | 3,104 | 3,994 | 4,802 | 9,636 | 9,979 | 6,332 | 1,363 | 30,190 | 33,513 | 11,030 |
| Charleston | 109.3 | 17,131 | 9,554 | 10,517 | 10,861 | 18,953 | 20,579 | 15,487 | 6,218 | 28,263 | 36,039 | 13,104 |
| Dorchester | 30.1 | 3,641 | 2,210 | 2,475 | 2,756 | 5,810 | 6,824 | 4,935 | 1,449 | 31,774 | 35,160 | 11,918 |
| **CHARLOTTE - GASTONIA - ROCK HILL** | **455.6** | **51,595** | **35,068** | **39,542** | **42,177** | **80,777** | **94,500** | **78,883** | **33,058** | **32,316** | **38,298** | **14,536** |
| York | 48.7 | 6,088 | 3,777 | 4,122 | 4,391 | 8,407 | 10,184 | 8,584 | 3,147 | 32,080 | 36,792 | 13,194 |
| *Cabarrus, N. C.* | *38.3* | *4,515* | *3,297* | *3,564* | *3,633* | *6,807* | *8,200* | *6,260* | *2,024* | *31,008* | *35,573* | *13,490* |
| *Gaston, N. C.* | *66.0* | *8,709* | *5,972* | *6,502* | *6,739* | *12,739* | *13,441* | *9,342* | *2,556* | *28,973* | *33,136* | *12,363* |
| *Lincoln, N. C.* | *19.5* | *2,232* | *1,802* | *1,909* | *1,989* | *3,814* | *4,195* | *2,773* | *786* | *29,739* | *33,661* | *12,599* |
| *Mecklenburg, N. C.* | *209.4* | *20,530* | *13,415* | *16,119* | *18,112* | *35,350* | *43,272* | *41,485* | *21,117* | *35,376* | *42,717* | *16,732* |
| *Rowan, N. C.* | *43.3* | *6,132* | *4,448* | *4,586* | *4,502* | *8,473* | *8,601* | *5,218* | *1,340* | *27,292* | *31,390* | *12,071* |
| *Union, N. C.* | *30.4* | *3,389* | *2,357* | *2,740* | *2,811* | *5,187* | *6,607* | *5,221* | *2,088* | *32,466* | *37,727* | *13,122* |
| **COLUMBIA** | **166.6** | **19,258** | **13,115** | **14,955** | **15,449** | **30,338** | **34,930** | **27,607** | **10,948** | **31,696** | **37,819** | **13,629** |
| Lexington | 63.7 | 6,048 | 4,400 | 5,153 | 5,439 | 11,605 | 14,859 | 11,985 | 4,211 | 34,320 | 38,731 | 14,220 |
| Richland | 102.9 | 13,210 | 8,715 | 9,802 | 10,010 | 18,733 | 20,071 | 15,622 | 6,737 | 29,995 | 37,256 | 13,274 |
| **FLORENCE** | **40.7** | **7,859** | **4,080** | **3,882** | **3,787** | **6,745** | **7,352** | **5,104** | **1,891** | **26,037** | **32,135** | **11,294** |
| Florence | 40.7 | 7,859 | 4,080 | 3,882 | 3,787 | 6,745 | 7,352 | 5,104 | 1,891 | 26,037 | 32,135 | 11,294 |
| **GREENVILLE - SPARTANBURG** | **246.9** | **34,056** | **22,234** | **23,314** | **23,147** | **43,427** | **49,447** | **36,983** | **14,292** | **29,662** | **35,137** | **13,239** |
| Greenville | 125.9 | 16,084 | 10,810 | 11,399 | 11,518 | 21,647 | 25,115 | 20,583 | 8,744 | 30,964 | 36,952 | 14,210 |
| Pickens | 34.7 | 5,011 | 3,494 | 3,382 | [illegible],254 | 6,092 | 6,944 | 4,905 | 1,618 | 28,536 | 33,594 | 12,030 |
| Spartanburg | 86.3 | 12,961 | 7,930 | 8,533 | 8,375 | 15,688 | 17,388 | 11,495 | 3,930 | 28,357 | 33,110 | 12,370 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Abbeville | 8.9 | 1,828 | 1,000 | 949 | 911 | 1,692 | 1,532 | 841 | 147 | 23,[illegible]93 | 27,301 | 10,124 |
| ☐ Aiken | 46.0 | 8,073 | 4,144 | 4,512 | 4,105 | 7,898 | 9,330 | 6,034 | 1,904 | 27,685 | 31,584 | 11,745 |
| Allendale | 3.8 | 1,327 | 489 | 384 | 341 | 495 | 406 | 288 | 70 | 16,093 | 23,163 | 7,274 |
| Anderson | 56.3 | 9,296 | 5,541 | 5,620 | 5,605 | 9,922 | 11,116 | 7,127 | 2,073 | 27,026 | 31,576 | 12,036 |
| Bamberg | 5.6 | 1,542 | 810 | 671 | 529 | 803 | 729 | 386 | 130 | 18,338 | 24,801 | 8,367 |
| Barnwell | 7.1 | 1,605 | 811 | 687 | 624 | 1,127 | 1,268 | 736 | 242 | 23,581 | 28,986 | 10,088 |
| Beaufort | 32.1 | 4,284 | 2,787 | 3,076 | 3,224 | 5,726 | 6,028 | 4,416 | 2,559 | 29,336 | 39,036 | 13,938 |
| Berkeley | 44.4 | 5,190 | 3,104 | 3,994 | 4,802 | 9,636 | 9,979 | 6,332 | 1,363 | 30,190 | 33,513 | 11,030 |
| Calhoun | 4.5 | 977 | 484 | 400 | 407 | 821 | 845 | 427 | 139 | 24,779 | 28,680 | 10,083 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES |  | Households by E B I Group |  |  |  |  |  |  |  |  |  |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/91 Total Households (Thousands) | Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **SOUTH CAROLINA (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |
| **ALL COUNTIES (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |
| Charleston | 109.3 | 17,131 | 9,554 | 10,517 | 10,861 | 18,953 | 20,579 | 15,487 | 6,218 | 28,263 | 36,039 | 13,104 |
| Cherokee | 16.8 | 3,281 | 1,656 | 1,704 | 1,773 | 3,482 | 3,015 | 1,545 | 344 | 24,960 | 27,739 | 10,287 |
| Chester | 11.6 | 2,181 | 1,193 | 1,207 | 1,250 | 2,265 | 2,036 | 1,155 | 313 | 24,876 | 28,889 | 10,280 |
| Chesterfield | 14.2 | 3,159 | 1,696 | 1,646 | 1,532 | 2,410 | 2,266 | 1,171 | 320 | 21,955 | 26,034 | 9,503 |
| Clarendon | 9.7 | 2,765 | 1,219 | 1,078 | 1,039 | 1,608 | 1,113 | 654 | 224 | 19,016 | 24,374 | 8,181 |
| Colleton | 12.3 | 2,757 | 1,513 | 1,311 | 1,041 | 2,062 | 2,086 | 1,172 | 358 | 22,733 | 27,211 | 9,563 |
| Darlington | 22.2 | 4,615 | 2,336 | 2,399 | 2,152 | 3,632 | 3,615 | 2,540 | 911 | 24,066 | 29,798 | 10,635 |
| Dillon | 10.0 | 2,630 | 1,318 | 1,313 | 1,059 | 1,553 | 1,338 | 633 | 156 | 19,006 | 23,546 | 8,036 |
| Dorchester | 30.1 | 3,641 | 2,210 | 2,475 | 2,756 | 5,810 | 6,824 | 4,935 | 1,449 | 31,774 | 35,160 | 11,918 |
| Edgefield | 6.6 | 1,287 | 747 | 668 | 645 | 1,056 | 1,090 | 893 | 214 | 24,635 | 30,633 | 10,754 |
| Fairfield | 7.6 | 1,554 | 769 | 800 | 753 | 1,227 | 1,338 | 906 | 253 | 24,495 | 29,351 | 9,870 |
| Florence | 40.7 | 7,859 | 4,080 | 3,882 | 3,787 | 6,745 | 7,352 | 5,104 | 1,891 | 26,037 | 32,135 | 11,294 |
| Georgetown | 16.9 | 3,237 | 1,786 | 1,713 | 1,655 | 2,864 | 2,924 | 1,894 | 827 | 25,192 | 31,324 | 11,075 |
| Greenville | 125.9 | 16,084 | 10,810 | 11,399 | 11,518 | 21,647 | 25,115 | 20,583 | 8,744 | 30,964 | 36,952 | 14,210 |
| Greenwood | 23.0 | 4,310 | 2,490 | 2,277 | 2,182 | 3,890 | 4,127 | 2,815 | 909 | 25,588 | 31,102 | 11,903 |
| Hampton | 6.3 | 1,678 | 854 | 721 | 626 | 983 | 950 | 382 | 106 | 19,285 | 23,805 | 8,195 |
| Horry | 58.7 | 8,689 | 5,987 | 6,730 | 6,532 | 11,402 | 10,829 | 5,972 | 2,559 | 26,172 | 32,239 | 12,533 |
| Jasper | 5.4 | 1,255 | 816 | 667 | 484 | 888 | 790 | 423 | 77 | 19,715 | 24,696 | 8,441 |
| Kershaw | 16.3 | 2,160 | 1,466 | 1,510 | 1,651 | 3,232 | 3,390 | 2,205 | 686 | 29,110 | 32,675 | 11,809 |
| Lancaster | 20.0 | 3,285 | 2,043 | 2,052 | 1,995 | 3,571 | 4,010 | 2,344 | 700 | 26,681 | 30,903 | 11,217 |
| Laurens | 21.0 | 3,349 | 2,273 | 2,232 | 2,180 | 4,204 | 3,961 | 2,161 | 640 | 26,076 | 30,096 | 10,712 |
| Lee | 6.0 | 1,700 | 797 | 670 | 681 | 908 | 777 | 403 | 64 | 18,753 | 22,451 | 7,321 |
| Lexington | 63.7 | 6,048 | 4,400 | 5,153 | 5,439 | 11,605 | 14,859 | 11,985 | 4,211 | 34,320 | 38,731 | 14,220 |
| McCormick | 2.7 | 644 | 413 | 306 | 264 | 425 | 405 | 190 | 53 | 19,787 | 25,614 | 7,859 |
| Marion | 11.9 | 3,254 | 1,654 | 1,370 | 1,254 | 1,860 | 1,509 | 766 | 233 | 18,803 | 23,292 | 8,128 |
| Marlboro | 10.1 | 2,426 | 1,263 | 1,106 | 1,010 | 1,842 | 1,356 | 818 | 279 | 21,262 | 25,825 | 8,694 |
| Newberry | 12.6 | 2,192 | 1,409 | 1,425 | 1,289 | 2,400 | 2,279 | 1,198 | 408 | 24,942 | 29,008 | 10,846 |
| Oconee | 23.3 | 3,448 | 2,385 | 2,524 | 2,420 | 3,996 | 4,460 | 3,107 | 960 | 27,070 | 31,908 | 12,453 |
| Orangeburg | 29.6 | 7,322 | 3,489 | 3,177 | 2,820 | 4,734 | 4,495 | 2,691 | 872 | 21,439 | 26,740 | 9,172 |
| Pickens | 34.7 | 5,011 | 3,494 | 3,382 | 3,254 | 6,092 | 6,944 | 4,905 | 1,618 | 28,536 | 33,594 | 12,030 |
| Richland | 102.9 | 13,210 | 8,715 | 9,802 | 10,010 | 18,733 | 20,071 | 15,622 | 6,737 | 29,995 | 37,256 | 13,274 |
| Saluda | 5.8 | 1,161 | 646 | 632 | 603 | 1,010 | 987 | 838 | 123 | 23,822 | 28,038 | 9,977 |
| Spartanburg | 86.3 | 12,961 | 7,930 | 8,533 | 8,375 | 15,688 | 17,388 | 11,495 | 3,930 | 28,357 | 33,110 | 12,370 |
| Sumter | 33.4 | 6,059 | 3,266 | 3,722 | 3,707 | 6,121 | 5,545 | 3,893 | 1,087 | 24,927 | 33,519 | 10,723 |
| Union | 11.5 | 2,602 | 1,445 | 1,270 | 1,268 | 1,967 | 2,005 | 796 | 127 | 21,707 | 25,214 | 9,538 |
| Williamsburg | 12.1 | 3,265 | 1,557 | 1,398 | 1,270 | 1,999 | 1,552 | 811 | 248 | 19,392 | 23,450 | 7,711 |
| York | 48.7 | 6,088 | 3,777 | 4,122 | 4,391 | 8,407 | 10,184 | 8,584 | 3,147 | 32,080 | 36,792 | 13,194 |
| **TOTAL METRO COUNTIES** | **789.0** | **110,592** | **67,759** | **73,391** | **74,903** | **141,136** | **159,741** | **118,193** | **43,285** | **29,669** | **35,224** | **12,837** |
| **TOTAL STATE** | **1,288.6** | **208,420** | **122,626** | **127,186** | **126,074** | **229,411** | **244,797** | **169,463** | **60,623** | **27,512** | **33,071** | **11,952** |
| **SOUTH DAKOTA** |  |  |  |  |  |  |  |  |  |  |  |  |
| **RAPID CITY** | **31.8** | **3,152** | **2,325** | **2,800** | **3,187** | **5,811** | **6,657** | **5,320** | **2,548** | **32,541** | **39,831** | **15,043** |
| Pennington | 31.8 | 3,152 | 2,325 | 2,800 | 3,187 | 5,811 | 6,657 | 5,320 | 2,548 | 32,541 | 39,831 | 15,043 |
| **SIOUX FALLS** | **48.9** | **4,488** | **3,315** | **3,831** | **4,129** | **8,382** | **10,973** | **9,067** | **4,715** | **35,387** | **42,677** | **16,471** |
| Minnehaha | 48.9 | 4,488 | 3,315 | 3,831 | 4,129 | 8,382 | 10,973 | 9,067 | 4,715 | 35,387 | 42,677 | 16,471 |
| **ALL COUNTIES** |  |  |  |  |  |  |  |  |  |  |  |  |
| Aurora | 1.1 | 200 | 143 | 153 | 123 | 195 | 156 | 78 | 52 | 22,195 | 28,740 | 10,198 |
| Beadle | 7.3 | 997 | 677 | 725 | 706 | 1,363 | 1,503 | 1,049 | 280 | 28,961 | 32,937 | 13,211 |
| Bennett | 1.0 | 187 | 120 | 116 | 120 | 159 | 148 | 97 | 53 | 23,208 | 30,213 | 9,155 |
| Bon Homme | 2.6 | 460 | 325 | 330 | 330 | 492 | 402 | 187 | 74 | 22,803 | 27,584 | 10,394 |
| Brookings | 9.0 | 1,265 | 951 | 829 | 854 | 1,547 | 1,590 | 1,417 | 547 | 28,673 | 35,731 | 12,661 |
| Brown | 13.9 | 1,781 | 1,290 | 1,366 | 1,309 | 2,359 | 2,681 | 2,158 | 956 | 29,922 | 37,217 | 14,491 |
| Brule | 2.0 | 300 | 196 | 199 | 213 | 384 | 373 | 231 | 104 | 27,311 | 32,742 | 11,906 |
| Buffalo | .5 | 102 | 73 | 83 | 54 | 80 | 65 | 31 | 12 | 19,518 | 25,470 | 7,075 |
| Butte | 3.0 | 440 | 306 | 360 | 303 | 516 | 583 | 329 | 163 | 26,660 | 32,890 | 12,490 |
| Campbell | .8 | 164 | 93 | 93 | 92 | 145 | 120 | 64 | 29 | 22,717 | 28,414 | 11,366 |
| Charles Mix | 3.2 | 743 | 376 | 341 | 328 | 580 | 493 | 241 | 98 | 22,134 | 27,073 | 9,520 |
| Clark | 1.7 | 287 | 181 | 196 | 178 | 323 | 271 | 184 | 80 | 25,232 | 30,545 | 11,801 |
| Clay | 4.4 | 848 | 518 | 454 | 395 | 662 | 750 | 489 | 284 | 24,810 | 33,792 | 11,179 |
| Codington | 8.9 | 1,112 | 890 | 988 | 974 | 1,494 | 1,682 | 1,268 | 492 | 27,996 | 34,281 | 13,265 |
| Corson | 1.3 | 379 | 161 | 131 | 111 | 159 | 220 | 73 | 66 | 19,198 | 25,904 | 8,419 |
| Custer | 2.4 | 281 | 233 | 272 | 241 | 433 | 463 | 331 | 146 | 28,896 | 35,575 | 13,771 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES |  | Households by E B I Group |  |  |  |  |  |  |  |  |  |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/91 Total Households (Thousands) | Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **SOUTH DAKOTA (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |
| **ALL COUNTIES (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |
| Davison | 6.9 | 1,017 | 673 | 703 | 761 | 1,329 | 1,334 | 761 | 322 | 27,096 | 32,398 | 12,848 |
| Day | 2.7 | 470 | 306 | 307 | 283 | 506 | 448 | 272 | 108 | 24,717 | 29,605 | 11,755 |
| Deuel | 1.8 | 285 | 220 | 255 | 185 | 362 | 232 | 168 | 93 | 23,784 | 29,537 | 11,815 |
| Dewey | 1.7 | 431 | 244 | 169 | 136 | 250 | 269 | 134 | 67 | 20,220 | 27,139 | 8,389 |
| Douglas | 1.3 | 236 | 156 | 155 | 173 | 233 | 213 | 90 | 44 | 22,977 | 27,638 | 9,711 |
| Edmunds | 1.6 | 315 | 163 | 160 | 137 | 314 | 308 | 154 | 49 | 25,801 | 28,903 | 10,754 |
| Fall River | 2.8 | 405 | 331 | 286 | 294 | 446 | 439 | 448 | 151 | 26,802 | 34,455 | 13,215 |
| Faulk | 1.0 | 200 | 98 | 109 | 114 | 207 | 160 | 71 | 41 | 24,079 | 27,784 | 10,290 |
| Grant | 3.1 | 423 | 287 | 273 | 273 | 594 | 651 | 463 | 136 | 29,916 | 34,533 | 12,898 |
| Gregory | 2.1 | 420 | 290 | 246 | 236 | 343 | 311 | 169 | 85 | 21,991 | 28,338 | 11,228 |
| Haakon | .9 | 96 | 82 | 99 | 108 | 204 | 187 | 56 | 68 | 28,009 | 36,466 | 13,128 |
| Hamlin | 1.9 | 298 | 236 | 177 | 169 | 319 | 371 | 277 | 53 | 27,160 | 31,704 | 12,048 |
| Hand | 1.6 | 295 | 177 | 167 | 169 | 325 | 254 | 125 | 88 | 24,763 | 30,561 | 11,642 |
| Hanson | 1.1 | 123 | 112 | 115 | 107 | 177 | 228 | 146 | 92 | 29,894 | 35,642 | 13,069 |
| Harding | .6 | 81 | 63 | 62 | 63 | 124 | 111 | 64 | 32 | 27,460 | 32,128 | 12,048 |
| Hughes | 5.9 | 583 | 457 | 491 | 502 | 955 | 1,250 | 1,187 | 475 | 34,592 | 39,575 | 15,463 |
| Hutchinson | 3.2 | 608 | 353 | 339 | 338 | 582 | 583 | 259 | 138 | 24,438 | 30,388 | 12,005 |
| Hyde | .7 | 124 | 78 | 76 | 60 | 120 | 146 | 66 | 30 | 25,967 | 30,504 | 12,561 |
| Jackson | .9 | 185 | 136 | 89 | 92 | 155 | 143 | 75 | 25 | 22,174 | 26,734 | 8,593 |
| Jerauld | 1.0 | 155 | 110 | 122 | 119 | 184 | 156 | 107 | 47 | 24,748 | 31,448 | 13,103 |
| Jones | .5 | 77 | 52 | 42 | 50 | 112 | 79 | 68 | 20 | 27,544 | 31,116 | 11,968 |
| Kingsbury | 2.3 | 340 | 277 | 244 | 245 | 404 | 465 | 224 | 101 | 26,042 | 31,218 | 12,170 |
| Lake | 4.0 | 462 | 355 | 392 | 373 | 750 | 926 | 492 | 250 | 30,688 | 37,317 | 14,216 |
| Lawrence | 8.1 | 1,066 | 745 | 772 | 683 | 1,350 | 1,669 | 1,318 | 497 | 30,686 | 35,824 | 13,818 |
| Lincoln | 5.6 | 428 | 409 | 439 | 461 | 1,013 | 1,292 | 1,076 | 482 | 35,543 | 41,514 | 14,808 |
| Lyman | 1.3 | 189 | 115 | 126 | 127 | 225 | 253 | 164 | 101 | 28,940 | 35,398 | 12,783 |
| McCook | 2.1 | 265 | 233 | 226 | 219 | 423 | 384 | 248 | 102 | 27,511 | 32,580 | 12,218 |
| McPherson | 1.3 | 303 | 185 | 176 | 133 | 184 | 191 | 78 | 50 | 19,602 | 26,103 | 10,604 |
| Marshall | 1.9 | 307 | 222 | 229 | 241 | 416 | 274 | 166 | 45 | 23,983 | 28,068 | 11,110 |
| Meade | 7.3 | 763 | 547 | 672 | 807 | 1,440 | 1,496 | 1,174 | 401 | 30,749 | 37,082 | 12,085 |
| Mellette | .7 | 179 | 106 | 68 | 56 | 107 | 97 | 67 | 20 | 19,779 | 28,106 | 9,369 |
| Miner | 1.3 | 209 | 165 | 133 | 121 | 239 | 228 | 111 | 94 | 25,909 | 33,140 | 13,055 |
| Minnehaha | 48.9 | 4,488 | 3,315 | 3,831 | 4,129 | 8,382 | 10,973 | 9,067 | 4,715 | 35,387 | 42,677 | 16,471 |
| Moody | 2.4 | 294 | 213 | 230 | 243 | 422 | 557 | 326 | 115 | 30,167 | 34,294 | 12,662 |
| Pennington | 31.8 | 3,152 | 2,325 | 2,800 | 3,187 | 5,811 | 6,657 | 5,320 | 2,548 | 32,541 | 39,831 | 15,043 |
| Perkins | 1.6 | 216 | 153 | 191 | 186 | 280 | 275 | 186 | 113 | 26,788 | 34,839 | 14,293 |
| Potter | 1.3 | 196 | 135 | 140 | 136 | 254 | 238 | 124 | 77 | 26,592 | 32,718 | 13,292 |
| Roberts | 3.6 | 671 | 480 | 499 | 314 | 700 | 596 | 260 | 80 | 22,388 | 27,128 | 9,865 |
| Sanborn | 1.0 | 147 | 117 | 138 | 105 | 207 | 155 | 86 | 45 | 24,666 | 29,619 | 10,970 |
| Shannon | 2.2 | 722 | 352 | 261 | 199 | 326 | 219 | 102 | 19 | 15,498 | 20,014 | 4,403 |
| Spink | 3.0 | 484 | 304 | 364 | 344 | 505 | 507 | 355 | 137 | 25,078 | 31,892 | 12,111 |
| Stanley | .9 | 117 | 91 | 91 | 89 | 168 | 191 | 109 | 44 | 28,483 | 34,714 | 12,497 |
| Sully | .6 | 54 | 57 | 68 | 63 | 120 | 133 | 63 | 42 | 29,754 | 36,377 | 13,641 |
| Todd | 2.3 | 656 | 300 | 246 | 173 | 340 | 292 | 234 | 59 | 18,943 | 25,699 | 6,873 |
| Tripp | 2.6 | 407 | 334 | 253 | 254 | 490 | 401 | 311 | 150 | 26,011 | 34,293 | 12,922 |
| Turner | 3.3 | 437 | 346 | 389 | 347 | 601 | 624 | 416 | 140 | 27,092 | 32,095 | 12,609 |
| Union | 4.0 | 484 | 383 | 364 | 357 | 716 | 832 | 618 | 246 | 30,694 | 35,313 | 13,714 |
| Walworth | 2.4 | 354 | 319 | 314 | 240 | 396 | 417 | 251 | 109 | 24,437 | 32,069 | 12,828 |
| Yankton | 7.1 | 852 | 700 | 743 | 747 | 1,282 | 1,373 | 1,041 | 362 | 28,808 | 35,660 | 12,918 |
| Ziebach | .6 | 187 | 72 | 67 | 62 | 77 | 58 | 50 | 27 | 18,059 | 25,868 | 7,055 |
| **TOTAL METRO COUNTIES** | **80.7** | **7,640** | **5,640** | **6,631** | **7,316** | **14,193** | **17,630** | **14,387** | **7,263** | **34,230** | **41,555** | **15,901** |
| **TOTAL STATE** | **261.9** | **34,802** | **24,512** | **25,544** | **25,341** | **46,360** | **51,146** | **37,424** | **16,771** | **29,321** | **35,882** | **13,377** |
| **TENNESSEE** |  |  |  |  |  |  |  |  |  |  |  |  |
| **CHATTANOOGA** | **168.4** | **27,905** | **17,090** | **17,313** | **16,376** | **28,960** | **29,695** | **21,785** | **9,276** | **26,836** | **33,278** | **12,791** |
| Hamilton | 113.0 | 17,768 | 10,661 | 10,752 | 10,362 | 18,532 | 20,120 | 16,649 | 8,156 | 28,621 | 36,010 | 14,124 |
| Marion | 9.3 | 1,921 | 1,205 | 1,181 | 1,017 | 1,612 | 1,374 | 841 | 149 | 21,686 | 25,939 | 9,611 |
| Sequatchie | 3.3 | 719 | 427 | 368 | 320 | 502 | 559 | 304 | 101 | 22,125 | 27,978 | 10,259 |
| *Catoosa, Ga.* | *16.1* | *2,571* | *1,786* | *1,914* | *1,778* | *3,212* | *2,855* | *1,660* | *324* | *25,003* | *28,458* | *10,509* |
| *Dade, Ga.* | *4.7* | *899* | *591* | *649* | *540* | *787* | *810* | *329* | *95* | *21,953* | *27,021* | *9,549* |
| *Walker, Ga.* | *22.0* | *4,027* | *2,420* | *2,449* | *2,359* | *4,315* | *3,977* | *2,002* | *451* | *24,459* | *28,004* | *10,442* |
| **CLARKSVILLE - HOPKINSVILLE** | **57.0** | **8,018** | **5,579** | **6,869** | **6,900** | **11,306** | **10,414** | **6,107** | **1,807** | **25,948** | **33,913** | **11,212** |
| Montgomery | 35.7 | 4,547 | 3,341 | 4,085 | 4,107 | 7,336 | 6,874 | 4,148 | 1,262 | 27,307 | 33,870 | 11,593 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **TENNESSEE (continued)** | | | | | | | | | | | | |
| **CLARKSVILLE - HOPKINSVILLE (continued)** | | | | | | | | | | | | |
| *Christian, Ky.* | *21.3* | *3,471* | *2,238* | *2,784* | *2,793* | *3,970* | *3,540* | *1,959* | *545* | *23,861* | *33,983* | *10,629* |
| **JACKSON** | **29.9** | **5,456** | **2,845** | **2,973** | **2,927** | **4,863** | **5,298** | **3,922** | **1,616** | **26,475** | **32,767** | **12,465** |
| Madison | 29.9 | 5,456 | 2,845 | 2,973 | 2,927 | 4,863 | 5,298 | 3,922 | 1,616 | 26,475 | 32,767 | 12,465 |
| **JOHNSON CITY - KINGSPORT - BRISTOL** | **171.6** | **32,643** | **19,689** | **18,575** | **16,998** | **28,267** | **28,836** | **19,327** | **7,265** | **24,381** | **30,462** | **11,934** |
| Carter | 20.3 | 4,583 | 2,630 | 2,462 | 2,200 | 3,434 | 2,953 | 1,552 | 486 | 21,079 | 26,678 | 10,516 |
| Hawkins | 17.4 | 3,476 | 1,892 | 1,889 | 1,762 | 2,806 | 3,190 | 2,004 | 381 | 24,095 | 28,363 | 10,967 |
| Sullivan | 57.3 | 9,148 | 5,931 | 5,804 | 5,407 | 9,263 | 10,307 | 7,936 | 3,504 | 27,417 | 33,996 | 13,462 |
| Unicoi | 6.6 | 1,403 | 931 | 716 | 580 | 1,051 | 1,072 | 609 | 238 | 22,155 | 28,126 | 11,251 |
| Washington | 36.2 | 6,523 | 3,940 | 3,761 | 3,491 | 5,923 | 6,252 | 4,501 | 1,809 | 25,629 | 32,249 | 12,526 |
| *Bristol city, Va.* | *7.4* | *1,916* | *956* | *764* | *656* | *1,173* | *1,134* | *648* | *153* | *20,488* | *25,438* | *10,400* |
| *Scott, Va.* | *8.8* | *2,435* | *1,167* | *1,007* | *863* | *1,353* | *1,248* | *628* | *99* | *18,962* | *23,245* | *8,932* |
| *Washington, Va.* | *17.6* | *3,159* | *2,242* | *2,172* | *2,039* | *3,264* | *2,680* | *1,449* | *595* | *23,009* | *28,315* | *10,810* |
| **KNOXVILLE** | **242.4** | **39,854** | **24,595** | **23,913** | **23,043** | **40,558** | **42,076** | **33,328** | **15,033** | **27,281** | **34,551** | **13,625** |
| Anderson | 27.9 | 4,499 | 2,615 | 2,497 | 2,451 | 4,686 | 5,103 | 4,433 | 1,616 | 28,943 | 34,726 | 13,981 |
| Blount | 34.4 | 5,214 | 3,528 | 3,430 | 3,441 | 6,064 | 6,413 | 4,657 | 1,653 | 27,439 | 33,624 | 13,159 |
| Grainger | 6.5 | 1,389 | 832 | 826 | 791 | 1,164 | 1,014 | 399 | 85 | 21,283 | 24,536 | 9,272 |
| Jefferson | 12.6 | 2,279 | 1,347 | 1,359 | 1,379 | 2,364 | 2,088 | 1,304 | 480 | 24,768 | 30,361 | 11,453 |
| Knox | 135.6 | 22,327 | 13,322 | 12,721 | 12,075 | 21,566 | 23,022 | 20,210 | 10,357 | 28,239 | 36,653 | 14,622 |
| Sevier | 20.3 | 3,050 | 2,305 | 2,438 | 2,325 | 3,825 | 3,607 | 1,969 | 781 | 25,078 | 30,115 | 11,534 |
| Union | 5.1 | 1,096 | 646 | 642 | 581 | 889 | 829 | 356 | 61 | 21,428 | 24,726 | 9,007 |
| **MEMPHIS** | **365.1** | **59,712** | **31,181** | **32,170** | **31,804** | **56,868** | **66,824** | **57,284** | **29,257** | **29,706** | **37,346** | **13,590** |
| Shelby | 308.5 | 51,086 | 26,269 | 27,062 | 26,748 | 47,586 | 54,906 | 48,367 | 26,476 | 29,663 | 37,882 | 13,927 |
| Tipton | 13.6 | 2,399 | 1,290 | 1,355 | 1,332 | 2,278 | 2,835 | 1,705 | 406 | 26,861 | 30,981 | 10,776 |
| *Crittenden, Ark.* | *17.4* | *3,587* | *1,862* | *1,710* | *1,608* | *2,757* | *3,215* | *1,943* | *718* | *24,791* | *30,404* | *10,455* |
| *De Soto, Miss.* | *25.6* | *2,640* | *1,760* | *2,043* | *2,116* | *4,247* | *5,868* | *5,269* | *1,657* | *34,986* | *38,996* | *13,400* |
| **NASHVILLE** | **388.6** | **48,534** | **29,205** | **32,382** | **34,004** | **65,836** | **78,524** | **66,764** | **33,351** | **32,568** | **39,806** | **15,219** |
| Cheatham | 10.0 | 1,160 | 771 | 812 | 873 | 1,745 | 2,359 | 1,862 | 418 | 32,960 | 36,020 | 12,595 |
| Davidson | 211.4 | 28,681 | 16,919 | 18,899 | 19,684 | 36,799 | 40,388 | 33,214 | 16,816 | 30,674 | 38,792 | 15,837 |
| Dickson | 13.6 | 2,381 | 1,386 | 1,367 | 1,306 | 2,412 | 2,447 | 1,719 | 582 | 26,463 | 31,714 | 11,817 |
| Robertson | 15.4 | 2,127 | 1,244 | 1,340 | 1,418 | 2,684 | 3,528 | 2,220 | 839 | 30,878 | 35,485 | 12,679 |
| Rutherford | 44.5 | 5,419 | 3,117 | 3,466 | 3,653 | 7,741 | 10,219 | 8,194 | 2,691 | 33,516 | 37,579 | 13,368 |
| Sumner | 38.6 | 4,059 | 2,801 | 3,024 | 3,242 | 6,378 | 8,412 | 7,422 | 3,262 | 34,672 | 39,840 | 14,252 |
| Williamson | 29.8 | 2,083 | 1,308 | 1,534 | 1,764 | 3,797 | 5,533 | 6,977 | 6,804 | 46,949 | 57,345 | 19,848 |
| Wilson | 25.3 | 2,624 | 1,659 | 1,940 | 2,064 | 4,280 | 5,638 | 5,156 | 1,939 | 35,201 | 39,961 | 14,180 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Anderson | 27.9 | 4,499 | 2,615 | 2,497 | 2,451 | 4,686 | 5,103 | 4,433 | 1,616 | 28,943 | 34,726 | 13,981 |
| Bedford | 11.9 | 2,251 | 1,220 | 1,140 | 1,204 | 2,100 | 2,213 | 1,288 | 484 | 25,604 | 30,767 | 11,811 |
| Benton | 5.8 | 1,236 | 772 | 636 | 612 | 1,001 | 892 | 497 | 154 | 22,091 | 26,814 | 10,726 |
| Bledsoe | 3.4 | 855 | 430 | 490 | 359 | 587 | 456 | 184 | 39 | 19,234 | 24,481 | 8,493 |
| Blount | 34.4 | 5,214 | 3,528 | 3,430 | 3,441 | 6,064 | 6,413 | 4,657 | 1,653 | 27,439 | 33,624 | 13,159 |
| Bradley | 28.3 | 4,146 | 2,863 | 2,807 | 2,664 | 4,861 | 5,766 | 3,810 | 1,383 | 28,254 | 33,446 | 12,537 |
| Campbell | 13.1 | 3,496 | 1,923 | 1,603 | 1,334 | 2,086 | 1,661 | 787 | 210 | 18,528 | 23,130 | 8,682 |
| Cannon | 4.1 | 859 | 394 | 398 | 432 | 758 | 774 | 423 | 62 | 24,618 | 27,411 | 10,602 |
| Carroll | 10.8 | 2,216 | 1,314 | 1,199 | 1,158 | 1,990 | 1,782 | 901 | 240 | 22,897 | 27,610 | 10,804 |
| Carter | 20.3 | 4,583 | 2,630 | 2,462 | 2,200 | 3,434 | 2,953 | 1,552 | 486 | 21,079 | 26,678 | 10,516 |
| Cheatham | 10.0 | 1,160 | 771 | 812 | 873 | 1,745 | 2,359 | 1,862 | 418 | 32,960 | 36,020 | 12,595 |
| Chester | 4.6 | 1,042 | 595 | 530 | 437 | 880 | 694 | 359 | 63 | 21,521 | 25,301 | 9,022 |
| Claiborne | 9.8 | 2,681 | 1,389 | 1,304 | 1,148 | 1,379 | 1,105 | 641 | 153 | 18,182 | 23,227 | 8,557 |
| Clay | 2.8 | 716 | 347 | 344 | 296 | 454 | 384 | 199 | 60 | 19,898 | 24,175 | 9,401 |
| Cocke | 11.3 | 3,045 | 1,466 | 1,360 | 1,211 | 1,859 | 1,526 | 620 | 213 | 19,187 | 24,113 | 9,268 |
| Coffee | 15.9 | 2,985 | 1,610 | 1,475 | 1,461 | 2,820 | 2,742 | 2,128 | 679 | 26,396 | 31,031 | 11,975 |
| Crockett | 5.2 | 1,086 | 633 | 554 | 515 | 895 | 894 | 417 | 206 | 23,175 | 30,223 | 11,906 |
| Cumberland | 13.9 | 2,673 | 1,765 | 1,785 | 1,644 | 2,803 | 1,705 | 1,115 | 410 | 22,211 | 26,515 | 10,209 |
| Davidson | 211.4 | 28,681 | 16,919 | 18,899 | 19,684 | 36,799 | 40,388 | 33,214 | 16,816 | 30,674 | 38,792 | 15,837 |
| Decatur | 4.2 | 1,090 | 550 | 463 | 470 | 740 | 491 | 307 | 89 | 19,967 | 24,956 | 10,176 |
| De Kalb | 5.8 | 1,415 | 634 | 672 | 671 | 946 | 883 | 430 | 149 | 21,334 | 25,668 | 10,267 |
| Dickson | 13.6 | 2,381 | 1,386 | 1,367 | 1,306 | 2,412 | 2,447 | 1,719 | 582 | 26,463 | 31,714 | 11,817 |
| Dyer | 13.9 | 2,949 | 1,570 | 1,417 | 1,344 | 2,326 | 2,375 | 1,395 | 524 | 23,772 | 29,268 | 11,460 |
| Fayette | 8.6 | 1,739 | 1,023 | 846 | 726 | 1,371 | 1,552 | 1,054 | 289 | 24,766 | 30,953 | 10,278 |
| Fentress | 5.6 | 1,758 | 950 | 806 | 601 | 715 | 478 | 253 | 39 | 15,570 | 19,880 | 7,522 |
| Franklin | 12.9 | 2,138 | 1,409 | 1,419 | 1,311 | 2,257 | 2,358 | 1,545 | 463 | 25,737 | 30,562 | 11,200 |
| Gibson | 18.3 | 3,786 | 2,278 | 2,013 | 1,981 | 3,191 | 2,935 | 1,655 | 461 | 22,708 | 27,231 | 10,810 |
| Giles | 10.0 | 2,036 | 1,108 | 1,001 | 948 | 1,639 | 1,683 | 1,199 | 386 | 24,509 | 30,641 | 11,785 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES |  | Households by E B I Group |  |  |  |  |  |  |  |  |  |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **TENNESSEE (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |
| **ALL COUNTIES (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |
| Grainger | 6.5 | 1,389 | 832 | 826 | 791 | 1,164 | 1,014 | 399 | 85 | 21,283 | 24,536 | 9,272 |
| Greene | 21.6 | 3,839 | 2,433 | 2,637 | 2,504 | 3,792 | 3,916 | 1,883 | 596 | 23,776 | 28,259 | 10,900 |
| Grundy | 4.8 | 1,323 | 721 | 645 | 626 | 824 | 420 | 170 | 71 | 17,759 | 21,279 | 7,680 |
| Hamblen | 19.5 | 3,319 | 1,973 | 2,009 | 2,100 | 3,654 | 3,459 | 2,300 | 686 | 25,871 | 30,508 | 11,734 |
| Hamilton | 113.0 | 17,768 | 10,661 | 10,752 | 10,362 | 18,532 | 20,120 | 16,649 | 8,156 | 28,621 | 36,010 | 14,124 |
| Hancock | 2.5 | 950 | 398 | 295 | 241 | 313 | 212 | 54 | 37 | 13,769 | 18,796 | 7,013 |
| Hardeman | 8.4 | 2,112 | 978 | 886 | 959 | 1,476 | 1,177 | 546 | 266 | 21,168 | 25,992 | 9,251 |
| Hardin | 8.8 | 2,049 | 1,234 | 1,073 | 883 | 1,368 | 1,202 | 732 | 259 | 20,249 | 26,977 | 10,412 |
| Hawkins | 17.4 | 3,476 | 1,892 | 1,889 | 1,762 | 2,806 | 3,190 | 2,004 | 381 | 24,095 | 28,363 | 10,967 |
| Haywood | 7.1 | 1,808 | 987 | 775 | 664 | 971 | 1,009 | 701 | 185 | 19,871 | 26,131 | 9,514 |
| Henderson | 8.6 | 1,813 | 995 | 984 | 987 | 1,748 | 1,338 | 599 | 136 | 22,573 | 25,427 | 9,940 |
| Henry | 11.4 | 2,548 | 1,605 | 1,450 | 1,227 | 1,941 | 1,555 | 761 | 313 | 20,395 | 26,521 | 10,837 |
| Hickman | 6.2 | 1,182 | 697 | 694 | 651 | 1,280 | 947 | 503 | 246 | 24,047 | 29,482 | 10,627 |
| Houston | 2.7 | 627 | 313 | 287 | 295 | 490 | 401 | 246 | 41 | 22,084 | 25,697 | 9,636 |
| Humphreys | 6.2 | 1,068 | 712 | 762 | 662 | 1,049 | 1,018 | 727 | 202 | 24,214 | 29,373 | 11,454 |
| Jackson | 3.6 | 958 | 404 | 401 | 383 | 625 | 465 | 287 | 77 | 20,483 | 25,500 | 9,766 |
| Jefferson | 12.6 | 2,279 | 1,347 | 1,359 | 1,379 | 2,364 | 2,088 | 1,304 | 480 | 24,768 | 30,361 | 11,453 |
| Johnson | 5.4 | 1,643 | 805 | 706 | 590 | 894 | 539 | 167 | 56 | 16,784 | 20,474 | 7,731 |
| Knox | 135.6 | 22,327 | 13,322 | 12,721 | 12,075 | 21,566 | 23,022 | 20,210 | 10,357 | 28,239 | 36,653 | 14,622 |
| Lake | 2.4 | 656 | 299 | 252 | 265 | 461 | 296 | 123 | 48 | 19,861 | 27,203 | 9,462 |
| Lauderdale | 8.3 | 2,108 | 1,029 | 978 | 895 | 1,426 | 1,188 | 520 | 156 | 20,195 | 24,674 | 8,498 |
| Lawrence | 13.5 | 2,638 | 1,610 | 1,649 | 1,482 | 2,447 | 2,221 | 1,109 | 344 | 22,878 | 28,374 | 10,730 |
| Lewis | 3.7 | 1,007 | 456 | 486 | 472 | 656 | 422 | 167 | 34 | 18,981 | 22,204 | 8,740 |
| Lincoln | 11.0 | 2,195 | 1,298 | 1,233 | 1,133 | 1,901 | 1,903 | 973 | 364 | 23,415 | 28,271 | 10,873 |
| Loudon | 12.5 | 2,066 | 1,316 | 1,360 | 1,253 | 1,990 | 2,156 | 1,711 | 648 | 26,244 | 32,418 | 12,703 |
| McMinn | 16.5 | 3,536 | 1,848 | 1,641 | 1,625 | 2,751 | 2,702 | 1,915 | 482 | 23,769 | 28,607 | 11,054 |
| McNairy | 9.0 | 2,277 | 1,212 | 1,023 | 935 | 1,597 | 1,255 | 571 | 130 | 19,941 | 24,152 | 9,576 |
| Macon | 6.3 | 1,467 | 801 | 696 | 659 | 1,044 | 1,004 | 458 | 171 | 21,411 | 28,118 | 11,072 |
| Madison | 29.9 | 5,456 | 2,845 | 2,973 | 2,927 | 4,863 | 5,298 | 3,922 | 1,616 | 26,475 | 32,767 | 12,465 |
| Marion | 9.3 | 1,921 | 1,205 | 1,181 | 1,017 | 1,612 | 1,374 | 841 | 149 | 21,686 | 25,939 | 9,611 |
| Marshall | 8.5 | 1,430 | 876 | 873 | 868 | 1,486 | 1,610 | 1,066 | 291 | 26,257 | 30,952 | 11,905 |
| Maury | 21.1 | 3,254 | 1,903 | 1,799 | 1,715 | 3,478 | 4,207 | 3,595 | 1,149 | 30,297 | 35,367 | 13,326 |
| Meigs | 3.1 | 709 | 412 | 372 | 299 | 543 | 468 | 218 | 79 | 20,953 | 25,399 | 9,486 |
| Monroe | 11.5 | 2,351 | 1,458 | 1,476 | 1,399 | 2,040 | 1,690 | 852 | 234 | 21,662 | 25,792 | 9,568 |
| Montgomery | 35.7 | 4,547 | 3,341 | 4,085 | 4,107 | 7,336 | 6,874 | 4,148 | 1,262 | 27,307 | 33,870 | 11,593 |
| Moore | 1.7 | 202 | 135 | 141 | 171 | 374 | 368 | 214 | 95 | 30,324 | 33,884 | 12,256 |
| Morgan | 5.9 | 1,355 | 714 | 683 | 690 | 1,125 | 862 | 404 | 67 | 21,435 | 25,253 | 8,324 |
| Obion | 12.4 | 2,566 | 1,443 | 1,321 | 1,248 | 1,995 | 2,123 | 1,315 | 389 | 23,485 | 28,830 | 11,313 |
| Overton | 6.9 | 1,540 | 928 | 930 | 829 | 1,246 | 900 | 407 | 120 | 20,313 | 24,411 | 9,410 |
| Perry | 2.5 | 526 | 342 | 365 | 330 | 423 | 278 | 181 | 55 | 20,257 | 25,050 | 9,210 |
| Pickett | 1.8 | 473 | 305 | 254 | 198 | 261 | 187 | 81 | 41 | 17,401 | 26,104 | 10,442 |
| Polk | 5.1 | 1,048 | 624 | 530 | 612 | 1,000 | 783 | 430 | 73 | 22,843 | 26,073 | 9,706 |
| Putnam | 20.3 | 4,008 | 2,254 | 2,274 | 2,178 | 3,398 | 3,279 | 2,118 | 791 | 23,705 | 30,103 | 11,640 |
| Rhea | 9.3 | 2,071 | 1,162 | 1,131 | 991 | 1,586 | 1,322 | 811 | 226 | 21,443 | 25,978 | 9,821 |
| Roane | 18.5 | 3,275 | 1,773 | 1,648 | 1,714 | 3,165 | 3,171 | 2,626 | 1,128 | 27,500 | 33,478 | 13,121 |
| Robertson | 15.4 | 2,127 | 1,244 | 1,340 | 1,418 | 2,684 | 3,528 | 2,220 | 839 | 30,878 | 35,485 | 12,679 |
| Rutherford | 44.5 | 5,419 | 3,117 | 3,466 | 3,653 | 7,741 | 10,219 | 8,194 | 2,691 | 33,516 | 37,579 | 13,368 |
| Scott | 6.5 | 1,774 | 979 | 868 | 679 | 1,024 | 765 | 308 | 103 | 17,863 | 23,304 | 8,277 |
| Sequatchie | 3.3 | 719 | 427 | 368 | 320 | 502 | 559 | 304 | 101 | 22,125 | 27,978 | 10,259 |
| Sevier | 20.3 | 3,050 | 2,305 | 2,438 | 2,325 | 3,825 | 3,607 | 1,969 | 781 | 25,078 | 30,115 | 11,534 |
| Shelby | 308.5 | 51,086 | 26,269 | 27,062 | 26,748 | 47,586 | 54,906 | 48,367 | 26,476 | 29,663 | 37,882 | 13,927 |
| Smith | 5.4 | 1,061 | 525 | 542 | 564 | 966 | 1,023 | 534 | 185 | 25,079 | 30,157 | 11,468 |
| Stewart | 3.8 | 750 | 428 | 403 | 389 | 767 | 633 | 342 | 88 | 24,100 | 28,768 | 11,388 |
| Sullivan | 57.3 | 9,148 | 5,931 | 5,804 | 5,407 | 9,263 | 10,307 | 7,936 | 3,504 | 27,417 | 33,996 | 13,462 |
| Sumner | 38.6 | 4,059 | 2,801 | 3,024 | 3,242 | 6,378 | 8,412 | 7,422 | 3,262 | 34,672 | 39,840 | 14,252 |
| Tipton | 13.6 | 2,399 | 1,290 | 1,355 | 1,332 | 2,278 | 2,835 | 1,705 | 406 | 26,861 | 30,981 | 10,776 |
| Trousdale | 2.3 | 477 | 279 | 283 | 258 | 368 | 356 | 214 | 65 | 22,151 | 28,808 | 10,276 |
| Unicoi | 6.6 | 1,403 | 931 | 716 | 580 | 1,051 | 1,072 | 609 | 238 | 22,155 | 28,126 | 11,251 |
| Union | 5.1 | 1,096 | 646 | 642 | 581 | 889 | 829 | 356 | 61 | 21,428 | 24,726 | 9,007 |
| Van Buren | 1.8 | 426 | 211 | 164 | 205 | 397 | 269 | 115 | 13 | 22,414 | 24,053 | 9,020 |
| Warren | 12.8 | 2,570 | 1,553 | 1,403 | 1,235 | 2,323 | 2,106 | 1,088 | 522 | 23,538 | 29,293 | 11,260 |
| Washington | 36.2 | 6,523 | 3,940 | 3,761 | 3,491 | 5,923 | 6,252 | 4,501 | 1,809 | 25,629 | 32,249 | 12,526 |
| Wayne | 5.2 | 1,143 | 748 | 678 | 605 | 956 | 701 | 286 | 83 | 20,256 | 23,853 | 8,860 |
| Weakley | 12.1 | 2,436 | 1,401 | 1,305 | 1,197 | 2,033 | 2,117 | 1,231 | 380 | 23,793 | 29,046 | 10,915 |
| White | 7.8 | 1,663 | 960 | 904 | 850 | 1,392 | 1,197 | 701 | 133 | 22,194 | 26,293 | 10,103 |
| Williamson | 29.8 | 2,083 | 1,308 | 1,534 | 1,764 | 3,797 | 5,533 | 6,977 | 6,804 | 46,949 | 57,345 | 19,848 |

1992 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Households by E B I Group: Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **TENNESSEE (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Wilson | 25.3 | 2,624 | 1,659 | 1,940 | 2,064 | 4,280 | 5,638 | 5,156 | 1,939 | 35,201 | 39,961 | 14,180 |
| **TOTAL METRO COUNTIES** | **1,282.1** | **197,417** | **115,162** | **118,703** | **117,300** | **211,580** | **236,340** | **192,630** | **92,968** | **29,205** | **36,565** | **13,930** |
| **TOTAL STATE** | **1,888.6** | **323,912** | **186,942** | **186,234** | **180,542** | **316,282** | **332,909** | **250,197** | **111,582** | **27,003** | **33,873** | **12,897** |
| **TEXAS** | | | | | | | | | | | | |
| **ABILENE** | **43.6** | **6,503** | **4,309** | **4,552** | **4,453** | **7,811** | **7,836** | **5,685** | **2,451** | **27,406** | **34,908** | **12,673** |
| Taylor | 43.6 | 6,503 | 4,309 | 4,552 | 4,453 | 7,811 | 7,836 | 5,685 | 2,451 | 27,406 | 34,908 | 12,673 |
| **AMARILLO** | **72.8** | **11,453** | **7,196** | **7,232** | **7,053** | **12,664** | **12,928** | **9,783** | **4,491** | **27,619** | **34,797** | **13,361** |
| Potter | 36.8 | 7,884 | 4,701 | 4,413 | 3,974 | 6,455 | 5,314 | 2,915 | 1,144 | 21,764 | 27,468 | 10,442 |
| Randall | 36.0 | 3,569 | 2,495 | 2,819 | 3,079 | 6,209 | 7,614 | 6,868 | 3,347 | 34,721 | 42,290 | 16,406 |
| **AUSTIN** | **318.8** | **43,004** | **25,775** | **27,756** | **27,817** | **50,172** | **59,721** | **52,942** | **31,613** | **31,835** | **40,201** | **15,641** |
| Hays | 23.4 | 4,539 | 2,194 | 2,050 | 1,899 | 3,416 | 3,958 | 3,825 | 1,519 | 27,839 | 35,650 | 12,161 |
| Travis | 243.2 | 33,588 | 20,178 | 21,881 | 21,827 | 38,637 | 44,543 | 37,257 | 25,289 | 31,023 | 40,336 | 16,301 |
| Williamson | 52.2 | 4,877 | 3,403 | 3,825 | 4,091 | 8,119 | 11,220 | 11,860 | 4,805 | 37,251 | 41,611 | 14,578 |
| **BEAUMONT - PORT ARTHUR** | **133.1** | **23,991** | **12,846** | **12,284** | **11,699** | **20,100** | **24,710** | **19,373** | **8,097** | **27,704** | **33,921** | **12,622** |
| Hardin | 14.7 | 2,353 | 1,354 | 1,375 | 1,345 | 2,419 | 2,744 | 2,204 | 906 | 28,695 | 34,456 | 12,324 |
| Jefferson | 89.5 | 16,921 | 8,785 | 8,170 | 7,687 | 13,267 | 16,166 | 12,602 | 5,902 | 27,272 | 34,105 | 12,912 |
| Orange | 28.9 | 4,717 | 2,707 | 2,739 | 2,667 | 4,414 | 5,800 | 4,567 | 1,289 | 28,472 | 33,078 | 11,920 |
| **BRAZORIA** | **65.0** | **6,393** | **4,248** | **4,714** | **5,347** | **10,463** | **13,877** | **14,543** | **5,415** | **36,422** | **41,515** | **13,888** |
| Brazoria | 65.0 | 6,393 | 4,248 | 4,714 | 5,347 | 10,463 | 13,877 | 14,543 | 5,415 | 36,422 | 41,515 | 13,888 |
| **BROWNSVILLE - HARLINGEN** | **74.9** | **19,031** | **9,862** | **8,766** | **7,177** | **10,969** | **9,511** | **6,466** | **3,118** | **19,881** | **27,460** | **7,698** |
| Cameron | 74.9 | 19,031 | 9,862 | 8,766 | 7,177 | 10,969 | 9,511 | 6,466 | 3,118 | 19,881 | 27,460 | 7,698 |
| **BRYAN - COLLEGE STATION** | **44.7** | **10,940** | **5,193** | **4,536** | **3,669** | **6,286** | **6,198** | **5,093** | **2,785** | **22,291** | **31,779** | **11,410** |
| Brazos | 44.7 | 10,940 | 5,193 | 4,536 | 3,669 | 6,286 | 6,198 | 5,093 | 2,785 | 22,291 | 31,779 | 11,410 |
| **CORPUS CHRISTI** | **119.5** | **20,803** | **11,362** | **11,317** | **10,676** | **18,492** | **22,101** | **17,156** | **7,593** | **27,883** | **35,300** | **11,950** |
| Nueces | 100.8 | 16,940 | 9,239 | 9,290 | 8,863 | 15,592 | 18,944 | 15,041 | 6,891 | 28,733 | 36,379 | 12,460 |
| San Patricio | 18.7 | 3,863 | 2,123 | 2,027 | 1,813 | 2,900 | 3,157 | 2,115 | 702 | 23,687 | 29,485 | 9,393 |
| **DALLAS** | **994.0** | **97,423** | **63,121** | **73,133** | **80,667** | **158,436** | **194,687** | **193,062** | **133,471** | **36,696** | **46,217** | **17,238** |
| Collin | 104.3 | 5,402 | 3,578 | 4,354 | 5,652 | 12,815 | 19,179 | 26,800 | 26,520 | 50,975 | 60,067 | 21,844 |
| Dallas | 720.4 | 75,054 | 48,598 | 56,885 | 62,383 | 119,779 | 140,205 | 129,528 | 87,968 | 34,783 | 44,941 | 16,964 |
| Denton | 110.0 | 9,519 | 6,426 | 7,300 | 7,979 | 16,997 | 23,178 | 25,479 | 13,122 | 39,214 | 44,457 | 16,577 |
| Ellis | 30.5 | 3,890 | 2,292 | 2,419 | 2,524 | 4,590 | 6,495 | 5,524 | 2,766 | 33,970 | 39,337 | 13,242 |
| Kaufman | 19.0 | 2,915 | 1,696 | 1,629 | 1,589 | 2,926 | 3,634 | 3,284 | 1,327 | 30,489 | 36,486 | 12,424 |
| Rockwall | 9.8 | 643 | 531 | 546 | 540 | 1,329 | 1,996 | 2,447 | 1,768 | 44,745 | 52,696 | 18,184 |
| ***DALLAS - FORT WORTH CONSOLIDATED AREA*** | ***1,513.1*** | ***147,969*** | ***97,598*** | ***112,523*** | ***122,896*** | ***241,205*** | ***300,674*** | ***296,911*** | ***193,324*** | ***36,562*** | ***45,235*** | ***16,851*** |
| **EL PASO** | **185.5** | **32,192** | **20,462** | **20,656** | **19,234** | **31,575** | **29,516** | **21,790** | **10,075** | **25,059** | **32,276** | **9,701** |
| El Paso | 185.5 | 32,192 | 20,462 | 20,656 | 19,234 | 31,575 | 29,516 | 21,790 | 10,075 | 25,059 | 32,276 | 9,701 |
| **FORT WORTH - ARLINGTON** | **519.1** | **50,546** | **34,477** | **39,390** | **42,229** | **82,769** | **105,987** | **103,849** | **59,853** | **36,316** | **43,354** | **16,112** |
| Johnson | 35.0 | 4,021 | 2,707 | 2,913 | 2,942 | 5,663 | 7,871 | 6,366 | 2,517 | 33,713 | 37,972 | 13,055 |
| Parker | 24.6 | 2,720 | 1,894 | 1,994 | 1,961 | 4,048 | 5,178 | 4,628 | 2,177 | 34,213 | 39,798 | 14,127 |
| Tarrant | 459.5 | 43,805 | 29,876 | 34,483 | 37,326 | 73,058 | 92,938 | 92,855 | 55,159 | 36,656 | 43,954 | 16,478 |
| **GALVESTON - TEXAS CITY** | **82.4** | **12,794** | **7,248** | **7,104** | **6,771** | **12,453** | **14,982** | **14,174** | **6,874** | **30,652** | **37,466** | **14,046** |
| Galveston | 82.4 | 12,794 | 7,248 | 7,104 | 6,771 | 12,453 | 14,982 | 14,174 | 6,874 | 30,652 | 37,466 | 14,046 |
| **HOUSTON** | **1,207.0** | **139,870** | **82,724** | **90,644** | **95,833** | **183,700** | **225,038** | **226,186** | **163,005** | **35,648** | **45,243** | **16,201** |
| Fort Bend | 75.6 | 5,086 | 3,025 | 3,487 | 4,028 | 9,390 | 16,183 | 20,158 | 14,243 | 46,925 | 53,944 | 16,845 |
| Harris | 1,039.5 | 122,544 | 72,336 | 79,777 | 84,535 | 160,585 | 191,282 | 189,545 | 138,896 | 34,998 | 45,008 | 16,347 |
| Liberty | 18.4 | 3,414 | 1,844 | 1,766 | 1,605 | 2,830 | 3,428 | 2,569 | 944 | 26,904 | 32,088 | 11,057 |
| Montgomery | 66.1 | 7,327 | 4,798 | 4,924 | 5,002 | 9,878 | 12,945 | 12,834 | 8,392 | 36,158 | 43,694 | 15,249 |
| Waller | 7.4 | 1,499 | 721 | 690 | 663 | 1,017 | 1,200 | 1,080 | 530 | 26,106 | 35,893 | 11,207 |
| ***HOUSTON - GALVESTON - BRAZORIA CONSOLIDATED AREA*** | ***1,354.4*** | ***159,057*** | ***94,220*** | ***102,462*** | ***107,951*** | ***206,616*** | ***253,897*** | ***254,903*** | ***175,294*** | ***35,372*** | ***44,591*** | ***15,957*** |
| **KILLEEN - TEMPLE** | **86.7** | **10,907** | **8,205** | **10,018** | **10,143** | **16,455** | **16,272** | **10,638** | **4,062** | **27,301** | **35,302** | **11,655** |
| Bell | 69.0 | 9,304 | 6,665 | 7,791 | 7,758 | 12,627 | 12,859 | 8,438 | 3,558 | 27,190 | 34,113 | 12,015 |
| Coryell | 17.7 | 1,603 | 1,540 | 2,227 | 2,385 | 3,828 | 3,413 | 2,200 | 504 | 27,668 | 39,937 | 10,598 |
| **LAREDO** | **35.8** | **8,809** | **4,513** | **4,093** | **3,396** | **5,239** | **5,025** | **2,976** | **1,749** | **20,714** | **28,404** | **7,305** |
| Webb | 35.8 | 8,809 | 4,513 | 4,093 | 3,396 | 5,239 | 5,025 | 2,976 | 1,749 | 20,714 | 28,404 | 7,305 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/91 Total Households (Thousands) | Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **TEXAS (continued)** | | | | | | | | | | | | |
| **LONGVIEW - MARSHALL** | **61.2** | **11,160** | **5,926** | **5,798** | **5,491** | **9,591** | **10,926** | **8,696** | **3,612** | **27,237** | **33,587** | **12,564** |
| Gregg | 40.2 | 7,009 | 3,800 | 3,810 | 3,593 | 6,196 | 7,359 | 5,861 | 2,572 | 27,986 | 34,645 | 13,226 |
| Harrison | 21.0 | 4,151 | 2,126 | 1,988 | 1,898 | 3,395 | 3,567 | 2,835 | 1,040 | 25,930 | 31,562 | 11,369 |
| **LUBBOCK** | **82.9** | **14,731** | **8,370** | **8,298** | **7,818** | **13,585** | **14,014** | **10,845** | **5,239** | **26,553** | **34,422** | **12,599** |
| Lubbock | 82.9 | 14,731 | 8,370 | 8,298 | 7,818 | 13,585 | 14,014 | 10,845 | 5,239 | 26,553 | 34,422 | 12,599 |
| **McALLEN - EDINBURG - MISSION** | **108.8** | **27,627** | **14,536** | **12,866** | **10,592** | **15,742** | **13,590** | **9,208** | **4,639** | **19,755** | **27,511** | **7,382** |
| Hidalgo | 108.8 | 27,627 | 14,536 | 12,866 | 10,592 | 15,742 | 13,590 | 9,208 | 4,639 | 19,755 | 27,511 | 7,382 |
| **MIDLAND** | **39.5** | **4,993** | **3,054** | **3,318** | **3,426** | **5,826** | **7,432** | **7,046** | **4,405** | **33,400** | **43,129** | **15,760** |
| Midland | 39.5 | 4,993 | 3,054 | 3,318 | 3,426 | 5,826 | 7,432 | 7,046 | 4,405 | 33,400 | 43,129 | 15,760 |
| **ODESSA** | **41.7** | **7,003** | **4,292** | **4,190** | **4,112** | **7,295** | **7,302** | **5,224** | **2,282** | **26,589** | **32,935** | **11,718** |
| Ector | 41.7 | 7,003 | 4,292 | 4,190 | 4,112 | 7,295 | 7,302 | 5,224 | 2,282 | 26,589 | 32,935 | 11,718 |
| **SAN ANGELO** | **36.2** | **5,475** | **3,478** | **3,642** | **3,634** | **6,444** | **6,639** | **4,827** | **2,061** | **27,752** | **35,242** | **12,681** |
| Tom Green | 36.2 | 5,475 | 3,478 | 3,642 | 3,634 | 6,444 | 6,639 | 4,827 | 2,061 | 27,752 | 35,242 | 12,681 |
| **SAN ANTONIO** | **469.8** | **72,059** | **42,928** | **46,204** | **45,749** | **79,608** | **84,981** | **66,326** | **31,945** | **28,316** | **35,734** | **12,386** |
| Bexar | 425.4 | 65,623 | 38,986 | 42,010 | 41,581 | 72,033 | 76,363 | 59,598 | 29,206 | 28,200 | 35,811 | 12,363 |
| Comal | 20.5 | 2,644 | 1,842 | 1,874 | 1,843 | 3,467 | 3,965 | 3,297 | 1,568 | 30,917 | 37,011 | 13,845 |
| Guadalupe | 23.9 | 3,792 | 2,100 | 2,320 | 2,325 | 4,108 | 4,653 | 3,431 | 1,171 | 28,275 | 33,251 | 11,618 |
| **SHERMAN - DENISON** | **37.1** | **6,130** | **3,758** | **3,623** | **3,475** | **6,573** | **6,687** | **4,989** | **1,865** | **27,281** | **33,137** | **12,859** |
| Grayson | 37.1 | 6,130 | 3,758 | 3,623 | 3,475 | 6,573 | 6,687 | 4,989 | 1,865 | 27,281 | 33,137 | 12,859 |
| **TEXARKANA** | **45.2** | **8,731** | **4,774** | **4,465** | **4,125** | **7,271** | **7,808** | **5,935** | **2,091** | **25,645** | **31,995** | **11,972** |
| Bowie | 30.8 | 5,471 | 2,996 | 2,930 | 2,940 | 5,017 | 5,500 | 4,420 | 1,526 | 26,936 | 33,738 | 12,657 |
| *Miller, Ark.* | *14.4* | *3,260* | *1,778* | *1,535* | *1,185* | *2,254* | *2,308* | *1,515* | *565* | *22,645* | *28,267* | *10,518* |
| **TYLER** | **58.2** | **9,267** | **5,468** | **5,707** | **5,465** | **9,544** | **10,323** | **8,367** | **4,059** | **28,245** | **35,684** | **13,416** |
| Smith | 58.2 | 9,267 | 5,468 | 5,707 | 5,465 | 9,544 | 10,323 | 8,367 | 4,059 | 28,245 | 35,684 | 13,416 |
| **VICTORIA** | **26.3** | **4,275** | **2,490** | **2,484** | **2,269** | **3,928** | **5,080** | **4,081** | **1,693** | **29,084** | **36,038** | **12,739** |
| Victoria | 26.3 | 4,275 | 2,490 | 2,484 | 2,269 | 3,928 | 5,080 | 4,081 | 1,693 | 29,084 | 36,038 | 12,739 |
| **WACO** | **71.0** | **13,797** | **7,395** | **6,875** | **6,320** | **11,064** | **12,144** | **9,289** | **4,116** | **25,958** | **33,161** | **12,314** |
| McLennan | 71.0 | 13,797 | 7,395 | 6,875 | 6,320 | 11,064 | 12,144 | 9,289 | 4,116 | 25,958 | 33,161 | 12,314 |
| **WICHITA FALLS** | **45.2** | **7,383** | **4,771** | **4,690** | **4,528** | **8,015** | **7,848** | **5,694** | **2,271** | **26,427** | **33,544** | **12,397** |
| Wichita | 45.2 | 7,383 | 4,771 | 4,690 | 4,528 | 8,015 | 7,848 | 5,694 | 2,271 | 26,427 | 33,544 | 12,397 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Anderson | 14.5 | 2,802 | 1,627 | 1,447 | 1,380 | 2,503 | 2,522 | 1,654 | 565 | 24,978 | 33,999 | 10,102 |
| Andrews | 4.6 | 640 | 414 | 489 | 493 | 831 | 932 | 609 | 192 | 28,128 | 32,372 | 10,791 |
| Angelina | 25.2 | 4,304 | 2,443 | 2,426 | 2,387 | 4,218 | 4,461 | 3,456 | 1,505 | 27,433 | 35,912 | 12,818 |
| Aransas | 7.1 | 1,391 | 789 | 751 | 713 | 1,126 | 1,223 | 676 | 431 | 24,341 | 31,764 | 12,460 |
| Archer | 3.0 | 441 | 303 | 314 | 313 | 509 | 571 | 390 | 159 | 27,328 | 33,211 | 12,454 |
| Armstrong | .8 | 150 | 103 | 77 | 93 | 128 | 123 | 98 | 28 | 23,763 | 29,363 | 11,745 |
| Atascosa | 10.3 | 2,207 | 1,249 | 1,124 | 994 | 1,609 | 1,674 | 960 | 483 | 22,867 | 28,768 | 9,377 |
| Austin | 7.4 | 1,592 | 726 | 751 | 604 | 1,184 | 1,290 | 930 | 323 | 25,223 | 31,088 | 11,737 |
| Bailey | 2.4 | 458 | 298 | 334 | 335 | 375 | 309 | 131 | 160 | 21,642 | 29,161 | 10,292 |
| Bandera | 4.5 | 774 | 518 | 492 | 442 | 814 | 742 | 521 | 197 | 25,289 | 31,695 | 12,735 |
| Bastrop | 14.0 | 2,388 | 1,290 | 1,360 | 1,397 | 2,238 | 2,765 | 1,896 | 666 | 27,321 | 32,228 | 11,140 |
| Baylor | 1.9 | 521 | 241 | 150 | 153 | 302 | 274 | 135 | 124 | 21,242 | 28,537 | 12,910 |
| Bee | 8.7 | 1,870 | 985 | 847 | 817 | 1,494 | 1,489 | 885 | 313 | 23,965 | 28,918 | 9,944 |
| Bell | 69.0 | 9,304 | 6,665 | 7,791 | 7,758 | 12,627 | 12,859 | 8,438 | 3,558 | 27,190 | 34,113 | 12,015 |
| Bexar | 425.4 | 65,623 | 38,986 | 42,010 | 41,581 | 72,033 | 76,363 | 59,598 | 29,206 | 28,200 | 35,811 | 12,363 |
| Blanco | 2.5 | 464 | 347 | 289 | 230 | 470 | 382 | 207 | 111 | 23,261 | 31,138 | 12,356 |
| Borden | .3 | 23 | 27 | 29 | 24 | 61 | 56 | 34 | 46 | 32,812 | 49,137 | 18,426 |
| Bosque | 6.1 | 1,168 | 750 | 666 | 597 | 993 | 984 | 660 | 282 | 23,903 | 30,436 | 12,056 |
| Bowie | 30.8 | 5,471 | 2,996 | 2,930 | 2,940 | 5,017 | 5,500 | 4,420 | 1,526 | 26,936 | 33,738 | 12,657 |
| Brazoria | 65.0 | 6,393 | 4,248 | 4,714 | 5,347 | 10,463 | 13,877 | 14,543 | 5,415 | 36,422 | 41,515 | 13,888 |
| Brazos | 44.7 | 10,940 | 5,193 | 4,536 | 3,669 | 6,286 | 6,198 | 5,093 | 2,785 | 22,291 | 31,779 | 11,410 |
| Brewster | 3.5 | 858 | 445 | 401 | 341 | 452 | 450 | 337 | 216 | 20,674 | 30,284 | 11,777 |
| Briscoe | .8 | 214 | 103 | 106 | 72 | 138 | 83 | 56 | 28 | 18,915 | 25,469 | 10,724 |
| Brooks | 2.7 | 940 | 361 | 273 | 232 | 353 | 304 | 154 | 81 | 15,891 | 22,370 | 7,366 |
| Brown | 13.1 | 2,937 | 1,673 | 1,602 | 1,328 | 2,084 | 1,834 | 1,158 | 484 | 21,272 | 27,269 | 10,354 |
| Burleson | 5.2 | 1,148 | 622 | 550 | 482 | 857 | 807 | 590 | 144 | 22,904 | 28,074 | 10,734 |
| Burnet | 9.3 | 1,641 | 1,170 | 1,050 | 946 | 1,620 | 1,430 | 957 | 486 | 24,170 | 31,415 | 12,485 |
| Caldwell | 9.0 | 2,003 | 1,075 | 1,011 | 981 | 1,446 | 1,454 | 706 | 324 | 22,095 | 29,420 | 9,807 |
| Calhoun | 6.6 | 1,207 | 744 | 723 | 631 | 976 | 1,147 | 941 | 231 | 24,960 | 30,710 | 10,839 |
| Callahan | 4.7 | 975 | 577 | 534 | 490 | 797 | 714 | 497 | 116 | 22,694 | 28,399 | 11,123 |
| Cameron | 74.9 | 19,031 | 9,862 | 8,766 | 7,177 | 10,969 | 9,511 | 6,466 | 3,118 | 19,881 | 27,460 | 7,698 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Households by E B I Group<br>Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **TEXAS (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Camp | 3.9 | 892 | 477 | 391 | 318 | 585 | 633 | 453 | 151 | 22,987 | 29,031 | 11,210 |
| Carson | 2.4 | 273 | 226 | 237 | 240 | 472 | 467 | 372 | 113 | 29,725 | 34,673 | 13,002 |
| Cass | 11.4 | 2,553 | 1,304 | 1,136 | 1,009 | 1,901 | 1,809 | 1,319 | 369 | 23,503 | 28,430 | 10,732 |
| Castro | 2.9 | 600 | 416 | 415 | 328 | 466 | 313 | 281 | 81 | 20,289 | 26,447 | 8,522 |
| Chambers | 6.8 | 1,061 | 530 | 558 | 468 | 1,027 | 1,405 | 1,366 | 385 | 32,676 | 35,584 | 12,221 |
| Cherokee | 15.2 | 3,452 | 1,916 | 1,712 | 1,402 | 2,511 | 2,359 | 1,353 | 495 | 21,854 | 27,432 | 10,023 |
| Childress | 2.4 | 693 | 356 | 282 | 231 | 358 | 274 | 103 | 103 | 17,677 | 24,746 | 10,240 |
| Clay | 3.8 | 619 | 437 | 440 | 404 | 700 | 736 | 339 | 125 | 25,000 | 29,699 | 11,286 |
| Cochran | 1.4 | 303 | 219 | 176 | 136 | 213 | 204 | 108 | 41 | 20,073 | 26,677 | 8,892 |
| Coke | 1.4 | 286 | 190 | 183 | 153 | 205 | 185 | 153 | 45 | 21,340 | 27,679 | 11,397 |
| Coleman | 4.0 | 1,146 | 698 | 526 | 337 | 520 | 477 | 232 | 64 | 16,483 | 22,593 | 9,513 |
| Collin | 104.3 | 5,402 | 3,578 | 4,354 | 5,652 | 12,815 | 19,179 | 26,800 | 26,520 | 50,975 | 60,067 | 21,844 |
| Collingsworth | 1.4 | 389 | 201 | 168 | 130 | 184 | 143 | 122 | 63 | 18,274 | 26,034 | 10,413 |
| Colorado | 6.9 | 1,515 | 769 | 702 | 678 | 1,172 | 1,010 | 717 | 337 | 23,422 | 29,327 | 11,305 |
| Comal | 20.5 | 2,644 | 1,842 | 1,874 | 1,843 | 3,467 | 3,965 | 3,297 | 1,568 | 30,917 | 37,011 | 13,845 |
| Comanche | 5.3 | 1,349 | 736 | 661 | 551 | 844 | 660 | 323 | 176 | 19,274 | 25,606 | 10,204 |
| Concho | 1.0 | 220 | 153 | 121 | 97 | 149 | 131 | 90 | 39 | 20,309 | 28,721 | 9,574 |
| Cooke | 12.0 | 2,059 | 1,260 | 1,141 | 1,045 | 1,991 | 2,292 | 1,594 | 618 | 27,436 | 33,614 | 12,645 |
| Coryell | 17.7 | 1,603 | 1,540 | 2,227 | 2,385 | 3,828 | 3,413 | 2,200 | 504 | 27,668 | 39,937 | 10,598 |
| Cottle | .9 | 269 | 136 | 78 | 72 | 142 | 108 | 63 | 32 | 17,884 | 27,169 | 11,644 |
| Crane | 1.5 | 191 | 145 | 111 | 98 | 273 | 326 | 271 | 85 | 32,861 | 35,351 | 11,784 |
| Crockett | 1.4 | 325 | 183 | 166 | 122 | 183 | 191 | 155 | 75 | 21,065 | 29,773 | 10,688 |
| Crosby | 2.5 | 561 | 401 | 344 | 272 | 389 | 261 | 189 | 83 | 19,186 | 26,681 | 9,395 |
| Culberson | 1.1 | 237 | 176 | 157 | 126 | 173 | 93 | 91 | 47 | 19,363 | 25,751 | 8,331 |
| Dallam | 2.1 | 392 | 286 | 261 | 210 | 442 | 326 | 127 | 56 | 22,643 | 25,978 | 10,491 |
| Dallas | 720.4 | 75,054 | 48,598 | 56,885 | 62,383 | 119,779 | 140,205 | 129,528 | 87,968 | 34,783 | 44,941 | 16,964 |
| Dawson | 4.9 | 1,144 | 625 | 580 | 486 | 703 | 693 | 428 | 241 | 21,039 | 28,634 | 10,241 |
| Deaf Smith | 6.1 | 1,075 | 701 | 703 | 597 | 1,019 | 941 | 711 | 353 | 24,782 | 32,328 | 10,434 |
| Delta | 1.9 | 482 | 228 | 168 | 131 | 301 | 283 | 262 | 45 | 22,748 | 27,751 | 10,545 |
| Denton | 110.0 | 9,519 | 6,426 | 7,300 | 7,979 | 16,997 | 23,178 | 25,479 | 13,122 | 39,214 | 44,457 | 16,577 |
| De Witt | 7.1 | 1,968 | 922 | 774 | 650 | 1,061 | 984 | 567 | 174 | 19,263 | 26,558 | 10,138 |
| Dickens | 1.0 | 308 | 157 | 117 | 92 | 126 | 121 | 63 | 16 | 16,495 | 21,977 | 9,157 |
| Dimmit | 3.0 | 1,055 | 521 | 391 | 261 | 295 | 249 | 162 | 66 | 14,270 | 19,822 | 5,830 |
| Donley | 1.5 | 423 | 205 | 170 | 137 | 243 | 196 | 86 | 40 | 18,588 | 24,073 | 9,759 |
| Duval | 4.1 | 1,337 | 543 | 476 | 392 | 552 | 426 | 255 | 119 | 16,785 | 24,690 | 7,909 |
| Eastland | 7.2 | 1,968 | 1,106 | 921 | 757 | 955 | 794 | 539 | 160 | 17,855 | 23,948 | 9,526 |
| Ector | 41.7 | 7,003 | 4,292 | 4,190 | 4,112 | 7,295 | 7,302 | 5,224 | 2,282 | 26,589 | 32,935 | 11,718 |
| Edwards | .8 | 235 | 149 | 116 | 70 | 116 | 61 | 33 | 20 | 15,689 | 21,681 | 7,541 |
| Ellis | 30.5 | 3,890 | 2,292 | 2,419 | 2,524 | 4,590 | 6,495 | 5,524 | 2,766 | 33,970 | 34,337 | 13,242 |
| El Paso | 185.5 | 32,192 | 20,462 | 20,656 | 19,234 | 31,575 | 29,516 | 21,790 | 10,075 | 25,059 | 32,276 | 9,701 |
| Erath | 11.2 | 2,443 | 1,309 | 1,200 | 1,063 | 1,603 | 1,736 | 1,277 | 569 | 23,048 | 30,817 | 11,902 |
| Falls | 6.4 | 1,754 | 805 | 668 | 601 | 877 | 893 | 636 | 166 | 19,798 | 25,928 | 9,482 |
| Fannin | 9.8 | 1,996 | 1,121 | 935 | 839 | 1,591 | 1,605 | 1,261 | 452 | 25,054 | 30,706 | 12,037 |
| Fayette | 8.1 | 1,724 | 941 | 916 | 835 | 1,224 | 1,269 | 826 | 365 | 22,808 | 29,268 | 11,913 |
| Fisher | 1.9 | 523 | 225 | 218 | 201 | 296 | 260 | 132 | 45 | 19,633 | 24,626 | 9,748 |
| Floyd | 2.9 | 654 | 388 | 342 | 293 | 434 | 367 | 304 | 118 | 21,126 | 27,859 | 9,618 |
| Foard | .7 | 170 | 83 | 91 | 100 | 125 | 68 | 54 | 9 | 20,300 | 23,601 | 9,718 |
| Fort Bend | 75.6 | 5,086 | 3,025 | 3,487 | 4,028 | 9,390 | 16,183 | 20,158 | 14,243 | 46,925 | 53,944 | 16,845 |
| Franklin | 3.0 | 564 | 336 | 280 | 277 | 438 | 604 | 302 | 199 | 25,881 | 34,219 | 12,995 |
| Freestone | 6.0 | 1,392 | 640 | 537 | 516 | 862 | 956 | 888 | 209 | 24,176 | 30,007 | 11,541 |
| Frio | 4.1 | 1,191 | 526 | 496 | 426 | 493 | 450 | 352 | 166 | 18,357 | 25,995 | 7,837 |
| Gaines | 4.5 | 829 | 543 | 528 | 476 | 750 | 710 | 482 | 182 | 23,676 | 29,743 | 9,629 |
| Galveston | 82.4 | 12,794 | 7,248 | 7,104 | 6,771 | 12,453 | 14,982 | 14,174 | 6,874 | 30,652 | 37,466 | 14,046 |
| Garza | 1.8 | 440 | 275 | 207 | 172 | 276 | 243 | 125 | 62 | 19,468 | 25,722 | 9,260 |
| Gillespie | 6.9 | 1,135 | 786 | 752 | 675 | 1,324 | 1,217 | 657 | 354 | 25,739 | 32,204 | 12,554 |
| Glasscock | .5 | 65 | 60 | 45 | 38 | 81 | 108 | 50 | 53 | 29,772 | 49,052 | 16,351 |
| Goliad | 2.2 | 429 | 220 | 216 | 218 | 356 | 359 | 255 | 147 | 25,412 | 33,307 | 12,012 |
| Gonzales | 6.2 | 1,507 | 817 | 740 | 606 | 926 | 859 | 521 | 224 | 20,297 | 28,070 | 10,118 |
| Gray | 9.2 | 1,697 | 1,132 | 962 | 893 | 1,554 | 1,595 | 1,047 | 320 | 24,529 | 31,116 | 12,501 |
| Grayson | 37.1 | 6,130 | 3,758 | 3,623 | 3,475 | 6,573 | 6,687 | 4,989 | 1,865 | 27,281 | 33,137 | 12,859 |
| Gregg | 40.2 | 7,009 | 3,800 | 3,810 | 3,593 | 6,196 | 7,359 | 5,861 | 2,572 | 27,986 | 34,645 | 13,226 |
| Grimes | 6.2 | 1,350 | 696 | 604 | 566 | 1,109 | 951 | 654 | 270 | 23,975 | 31,735 | 10,090 |
| Guadalupe | 23.9 | 3,792 | 2,100 | 2,320 | 2,325 | 4,108 | 4,653 | 3,431 | 1,171 | 28,275 | 33,251 | 11,618 |
| Hale | 11.6 | 2,016 | 1,297 | 1,335 | 1,312 | 2,110 | 1,846 | 1,031 | 653 | 24,390 | 32,187 | 10,791 |
| Hall | 1.6 | 457 | 260 | 204 | 153 | 206 | 151 | 127 | 42 | 17,034 | 24,632 | 10,948 |
| Hamilton | 3.2 | 795 | 445 | 404 | 349 | 462 | 372 | 228 | 145 | 19,455 | 27,047 | 11,240 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

S&MM ESTIMATES

| METRO AREA County | 12/31/91 Total Households (Thousands) | Households by E B I Group: Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **TEXAS (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Hansford | 2.1 | 285 | 249 | 228 | 227 | 363 | 425 | 208 | 115 | 26,438 | 33,282 | 12,262 |
| Hardeman | 2.1 | 505 | 291 | 245 | 229 | 298 | 264 | 169 | 99 | 20,196 | 27,437 | 11,298 |
| Hardin | 14.7 | 2,353 | 1,354 | 1,375 | 1,345 | 2,419 | 2,744 | 2,204 | 906 | 28,695 | 34,456 | 12,324 |
| Harris | 1,039.5 | 122,544 | 72,336 | 79,777 | 84,535 | 160,585 | 191,282 | 189,545 | 138,896 | 34,998 | 45,008 | 16,347 |
| Harrison | 21.0 | 4,151 | 2,126 | 1,988 | 1,898 | 3,395 | 3,567 | 2,835 | 1,040 | 25,930 | 31,562 | 11,369 |
| Hartley | 1.3 | 157 | 125 | 89 | 128 | 307 | 256 | 149 | 89 | 29,241 | 37,388 | 13,501 |
| Haskell | 2.7 | 518 | 340 | 295 | 252 | 457 | 407 | 283 | 148 | 23,908 | 29,934 | 12,246 |
| Hays | 23.4 | 4,539 | 2,194 | 2,050 | 1,899 | 3,416 | 3,958 | 3,825 | 1,519 | 27,839 | 35,650 | 12,161 |
| Hemphill | 1.3 | 143 | 107 | 95 | 121 | 240 | 330 | 183 | 81 | 32,358 | 42,860 | 16,388 |
| Henderson | 23.9 | 4,814 | 3,163 | 2,866 | 2,484 | 3,968 | 3,522 | 2,307 | 776 | 22,228 | 28,309 | 11,110 |
| Hidalgo | 108.8 | 27,627 | 14,536 | 12,866 | 10,592 | 15,742 | 13,590 | 9,208 | 4,639 | 19,755 | 27,511 | 7,382 |
| Hill | 10.4 | 2,331 | 1,242 | 1,021 | 952 | 1,707 | 1,631 | 1,100 | 416 | 23,183 | 30,963 | 11,667 |
| Hockley | 7.8 | 1,224 | 776 | 769 | 715 | 1,281 | 1,372 | 1,100 | 563 | 28,032 | 36,427 | 11,938 |
| Hood | 12.4 | 1,294 | 873 | 1,055 | 1,060 | 1,773 | 2,196 | 2,470 | 1,679 | 35,930 | 42,664 | 16,481 |
| Hopkins | 11.1 | 2,485 | 1,415 | 1,258 | 1,198 | 1,745 | 1,555 | 948 | 496 | 21,636 | 29,095 | 10,985 |
| Houston | 7.5 | 2,216 | 949 | 773 | 662 | 1,157 | 958 | 494 | 291 | 18,784 | 26,858 | 9,198 |
| Howard | 11.1 | 2,089 | 1,130 | 1,094 | 1,011 | 1,874 | 1,938 | 1,416 | 548 | 26,196 | 33,193 | 11,734 |
| Hudspeth | .9 | 186 | 196 | 156 | 93 | 91 | 94 | 33 | 51 | 17,179 | 26,830 | 8,049 |
| Hunt | 24.7 | 4,324 | 2,426 | 2,138 | 2,136 | 3,982 | 4,394 | 3,740 | 1,560 | 28,175 | 34,229 | 12,810 |
| Hutchinson | 9.3 | 1,424 | 867 | 818 | 824 | 1,523 | 2,016 | 1,309 | 519 | 29,590 | 33,566 | 12,638 |
| Irion | .6 | 81 | 61 | 61 | 64 | 117 | 93 | 76 | 47 | 27,619 | 34,272 | 12,852 |
| Jack | 2.7 | 515 | 326 | 313 | 267 | 372 | 452 | 334 | 121 | 23,670 | 30,000 | 11,912 |
| Jackson | 4.7 | 1,107 | 473 | 428 | 433 | 696 | 745 | 579 | 239 | 23,949 | 30,015 | 11,108 |
| Jasper | 11.4 | 2,442 | 1,316 | 1,321 | 1,229 | 1,901 | 1,675 | 1,205 | 311 | 22,526 | 28,041 | 10,246 |
| Jeff Davis | .8 | 165 | 100 | 103 | 85 | 142 | 107 | 65 | 33 | 21,882 | 27,316 | 10,927 |
| Jefferson | 89.5 | 16,921 | 8,785 | 8,170 | 7,687 | 13,267 | 16,166 | 12,602 | 5,902 | 27,272 | 34,105 | 12,912 |
| Jim Hogg | 1.7 | 536 | 225 | 181 | 168 | 215 | 226 | 112 | 37 | 17,458 | 23,242 | 7,902 |
| Jim Wells | 11.8 | 2,822 | 1,472 | 1,282 | 1,170 | 1,761 | 1,627 | 1,221 | 445 | 21,384 | 28,552 | 9,081 |
| Johnson | 35.0 | 4,021 | 2,707 | 2,913 | 2,942 | 5,663 | 7,871 | 6,366 | 2,517 | 33,713 | 37,972 | 13,055 |
| Jones | 6.1 | 1,257 | 819 | 741 | 617 | 929 | 993 | 498 | 246 | 21,888 | 28,587 | 10,764 |
| Karnes | 4.3 | 1,271 | 523 | 495 | 403 | 504 | 653 | 299 | 152 | 18,596 | 25,601 | 9,023 |
| Kaufman | 19.0 | 2,915 | 1,696 | 1,629 | 1,589 | 2,926 | 3,634 | 3,284 | 1,327 | 30,489 | 36,486 | 12,424 |
| Kendall | 5.8 | 831 | 497 | 544 | 504 | 881 | 1,082 | 1,025 | 436 | 30,790 | 38,788 | 14,421 |
| Kenedy | .1 | 18 | 16 | 17 | 15 | 12 | 8 | 4 | 10 | 19,706 | 32,770 | 8,193 |
| Kent | .4 | 83 | 48 | 44 | 40 | 61 | 65 | 41 | 18 | 23,125 | 29,238 | 11,695 |
| Kerr | 14.8 | 2,194 | 1,629 | 1,688 | 1,630 | 2,799 | 2,252 | 1,644 | 964 | 25,827 | 34,599 | 13,840 |
| Kimble | 1.6 | 299 | 240 | 260 | 187 | 223 | 143 | 127 | 121 | 20,026 | 30,466 | 11,889 |
| King | .1 | 7 | 8 | 8 | 8 | 23 | 27 | 13 | 6 | 33,461 | 39,490 | 9,873 |
| Kinney | 1.2 | 354 | 180 | 171 | 144 | 146 | 128 | 43 | 34 | 16,930 | 21,590 | 7,851 |
| Kleberg | 9.7 | 2,293 | 878 | 817 | 763 | 1,532 | 1,292 | 1,479 | 646 | 25,616 | 33,063 | 10,871 |
| Knox | 1.9 | 447 | 262 | 231 | 193 | 276 | 273 | 162 | 56 | 20,259 | 26,278 | 10,623 |
| Lamar | 16.9 | 3,587 | 1,909 | 1,592 | 1,496 | 2,792 | 2,853 | 1,880 | 791 | 24,552 | 30,267 | 11,547 |
| Lamb | 5.3 | 1,129 | 709 | 687 | 575 | 770 | 679 | 527 | 224 | 21,087 | 27,591 | 10,016 |
| Lampasas | 5.2 | 1,017 | 600 | 548 | 476 | 782 | 929 | 625 | 223 | 24,569 | 30,332 | 11,429 |
| La Salle | 1.7 | 549 | 192 | 173 | 164 | 259 | 176 | 109 | 78 | 18,150 | 26,222 | 8,741 |
| Lavaca | 7.2 | 1,720 | 832 | 774 | 697 | 1,156 | 1,037 | 718 | 266 | 21,965 | 28,002 | 11,017 |
| Lee | 4.7 | 996 | 514 | 518 | 447 | 770 | 771 | 473 | 211 | 23,602 | 29,311 | 10,763 |
| Leon | 5.0 | 1,028 | 532 | 447 | 440 | 728 | 882 | 660 | 283 | 25,683 | 32,110 | 12,642 |
| Liberty | 18.4 | 3,414 | 1,844 | 1,766 | 1,605 | 2,830 | 3,428 | 2,569 | 944 | 26,904 | 32,088 | 11,057 |
| Limestone | 7.7 | 1,922 | 974 | 808 | 727 | 1,179 | 1,139 | 739 | 212 | 21,004 | 27,306 | 9,965 |
| Lipscomb | 1.2 | 195 | 120 | 123 | 128 | 218 | 236 | 111 | 69 | 26,405 | 31,541 | 13,051 |
| Live Oak | 3.4 | 758 | 342 | 396 | 422 | 504 | 519 | 337 | 122 | 22,417 | 27,881 | 9,386 |
| Llano | 5.5 | 1,260 | 767 | 726 | 605 | 834 | 758 | 324 | 226 | 19,979 | 27,633 | 12,665 |
| Loving | .1 | | 7 | 10 | 12 | 38 | 12 | 21 | | 29,038 | 35,030 | 35,030 |
| Lubbock | 82.9 | 14,731 | 8,370 | 8,298 | 7,818 | 13,585 | 14,014 | 10,845 | 5,239 | 26,553 | 34,422 | 12,599 |
| Lynn | 2.3 | 598 | 367 | 244 | 190 | 392 | 224 | 182 | 103 | 18,791 | 27,922 | 9,880 |
| McCulloch | 3.4 | 1,102 | 462 | 340 | 317 | 468 | 406 | 220 | 85 | 17,000 | 23,159 | 8,847 |
| McLennan | 71.0 | 13,797 | 7,395 | 6,875 | 6,320 | 11,064 | 12,144 | 9,289 | 4,116 | 25,958 | 33,161 | 12,314 |
| McMullen | .3 | 39 | 30 | 27 | 20 | 39 | 76 | 44 | 25 | 33,437 | 39,883 | 14,956 |
| Madison | 3.3 | 889 | 406 | 368 | 325 | 489 | 428 | 294 | 101 | 19,823 | 29,582 | 8,639 |
| Marion | 4.0 | 1,224 | 596 | 472 | 336 | 583 | 427 | 254 | 108 | 16,907 | 23,773 | 9,605 |
| Martin | 1.6 | 225 | 224 | 225 | 164 | 231 | 232 | 199 | 100 | 23,841 | 32,828 | 10,719 |
| Mason | 1.4 | 400 | 204 | 157 | 130 | 209 | 161 | 120 | 19 | 18,057 | 23,068 | 9,786 |
| Matagorda | 12.9 | 2,583 | 1,240 | 1,239 | 1,123 | 1,975 | 2,250 | 1,836 | 654 | 26,356 | 32,124 | 11,385 |
| Maverick | 10.1 | 3,460 | 1,737 | 1,388 | 961 | 1,036 | 752 | 543 | 223 | 14,577 | 20,986 | 5,637 |
| Medina | 9.5 | 1,858 | 1,042 | 952 | 973 | 1,613 | 1,667 | 1,013 | 382 | 24,614 | 31,210 | 10,440 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/91 Total Households (Thousands) | Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **TEXAS (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Menard | .9 | 231 | 146 | 126 | 92 | 123 | 84 | 60 | 38 | 17,897 | 25,743 | 10,531 |
| Midland | 39.5 | 4,993 | 3,054 | 3,318 | 3,426 | 5,826 | 7,432 | 7,046 | 4,405 | 33,400 | 43,129 | 15,760 |
| Milam | 8.6 | 2,311 | 1,149 | 962 | 658 | 1,145 | 1,211 | 921 | 243 | 19,366 | 27,364 | 10,413 |
| Mills | 1.8 | 416 | 257 | 211 | 183 | 252 | 272 | 108 | 101 | 20,437 | 29,152 | 11,661 |
| Mitchell | 3.0 | 737 | 410 | 352 | 303 | 431 | 405 | 219 | 143 | 20,016 | 27,141 | 10,439 |
| Montague | 6.8 | 1,564 | 947 | 776 | 697 | 1,054 | 890 | 614 | 258 | 20,810 | 27,991 | 11,131 |
| Montgomery | 66.1 | 7,327 | 4,798 | 4,924 | 5,002 | 9,878 | 12,945 | 12,834 | 8,392 | 36,158 | 43,694 | 15,249 |
| Moore | 6.1 | 846 | 540 | 629 | 640 | 1,303 | 1,204 | 712 | 226 | 28,180 | 32,611 | 11,113 |
| Morris | 4.9 | 1,046 | 595 | 491 | 467 | 805 | 839 | 471 | 186 | 23,404 | 30,404 | 11,460 |
| Motley | .6 | 160 | 92 | 70 | 66 | 95 | 63 | 44 | 10 | 18,428 | 22,832 | 9,133 |
| Nacogdoches | 20.6 | 5,359 | 2,467 | 1,949 | 1,767 | 3,270 | 2,931 | 1,949 | 908 | 21,485 | 28,634 | 10,533 |
| Navarro | 15.0 | 3,198 | 1,680 | 1,565 | 1,508 | 2,448 | 2,405 | 1,586 | 610 | 23,504 | 29,624 | 10,972 |
| Newton | 4.9 | 1,344 | 591 | 561 | 527 | 825 | 692 | 248 | 112 | 19,590 | 24,147 | 8,700 |
| Nolan | 6.1 | 1,357 | 672 | 707 | 661 | 1,017 | 986 | 501 | 199 | 22,375 | 27,540 | 10,182 |
| Nueces | 100.8 | 16,940 | 9,239 | 9,290 | 8,863 | 15,592 | 18,944 | 15,041 | 6,891 | 28,733 | 36,379 | 12,460 |
| Ochiltree | 3.1 | 376 | 247 | 290 | 299 | 603 | 588 | 468 | 229 | 30,553 | 39,803 | 14,183 |
| Oldham | .7 | 82 | 52 | 64 | 75 | 138 | 157 | 84 | 48 | 30,379 | 37,216 | 11,327 |
| Orange | 28.9 | 4,717 | 2,707 | 2,739 | 2,667 | 4,414 | 5,800 | 4,567 | 1,289 | 28,472 | 33,078 | 11,920 |
| Palo Pinto | 9.5 | 1,888 | 1,162 | 1,220 | 1,128 | 1,607 | 1,425 | 771 | 299 | 22,127 | 27,507 | 10,537 |
| Panola | 8.4 | 2,079 | 1,005 | 896 | 630 | 1,297 | 1,303 | 882 | 308 | 21,746 | 27,798 | 10,471 |
| Parker | 24.6 | 2,720 | 1,894 | 1,994 | 1,961 | 4,048 | 5,178 | 4,628 | 2,177 | 34,213 | 39,798 | 14,127 |
| Parmer | 3.2 | 540 | 375 | 418 | 410 | 600 | 464 | 257 | 136 | 23,256 | 30,760 | 10,253 |
| Pecos | 4.6 | 1,056 | 511 | 423 | 452 | 755 | 690 | 526 | 187 | 23,429 | 30,317 | 9,752 |
| Polk | 12.3 | 2,851 | 1,617 | 1,376 | 1,211 | 1,856 | 1,790 | 1,130 | 469 | 21,263 | 28,108 | 10,838 |
| Potter | 36.8 | 7,884 | 4,701 | 4,413 | 3,974 | 6,455 | 5,314 | 2,915 | 1,144 | 21,764 | 27,468 | 10,442 |
| Presidio | 2.4 | 781 | 316 | 262 | 247 | 358 | 222 | 150 | 64 | 16,965 | 22,865 | 7,839 |
| Rains | 2.8 | 440 | 317 | 313 | 305 | 491 | 483 | 314 | 137 | 25,448 | 31,035 | 12,069 |
| Randall | 36.0 | 3,569 | 2,495 | 2,819 | 3,079 | 6,209 | 7,614 | 6,868 | 3,347 | 34,721 | 42,290 | 16,406 |
| Reagan | 1.3 | 118 | 99 | 144 | 178 | 296 | 238 | 177 | 50 | 28,535 | 34,047 | 10,293 |
| Real | .9 | 271 | 121 | 122 | 96 | 153 | 109 | 15 | 13 | 17,377 | 21,467 | 7,728 |
| Red River | 5.6 | 1,695 | 731 | 560 | 520 | 806 | 744 | 429 | 115 | 18,339 | 23,487 | 9,263 |
| Reeves | 4.7 | 1,188 | 703 | 609 | 364 | 742 | 659 | 362 | 73 | 18,768 | 25,988 | 7,880 |
| Refugio | 2.9 | 641 | 345 | 313 | 290 | 439 | 369 | 376 | 127 | 22,603 | 29,811 | 11,084 |
| Roberts | .4 | 38 | 46 | 43 | 35 | 85 | 99 | 29 | 25 | 30,648 | 39,365 | 15,746 |
| Robertson | 5.8 | 1,644 | 707 | 537 | 445 | 788 | 876 | 562 | 241 | 20,135 | 28,764 | 10,763 |
| Rockwall | 9.8 | 643 | 531 | 546 | 540 | 1,329 | 1,996 | 2,447 | 1,768 | 44,745 | 52,696 | 18,184 |
| Runnels | 4.3 | 997 | 583 | 505 | 478 | 775 | 501 | 281 | 180 | 20,680 | 25,940 | 10,049 |
| Rusk | 16.5 | 2,969 | 1,647 | 1,534 | 1,467 | 2,669 | 2,881 | 2,472 | 861 | 27,230 | 32,433 | 12,135 |
| Sabine | 4.1 | 999 | 566 | 516 | 442 | 676 | 426 | 331 | 144 | 19,699 | 26,403 | 11,046 |
| San Augustine | 3.1 | 1,002 | 441 | 361 | 295 | 399 | 356 | 149 | 97 | 16,482 | 22,132 | 8,576 |
| San Jacinto | 6.4 | 1,693 | 818 | 574 | 579 | 1,052 | 947 | 491 | 246 | 20,993 | 26,435 | 10,011 |
| San Patricio | 18.7 | 3,863 | 2,123 | 2,027 | 1,813 | 2,900 | 3,157 | 2,115 | 702 | 23,687 | 29,485 | 9,393 |
| San Saba | 2.1 | 733 | 312 | 218 | 170 | 230 | 291 | 88 | 58 | 15,114 | 27,378 | 10,647 |
| Schleicher | 1.0 | 186 | 138 | 124 | 95 | 166 | 146 | 72 | 73 | 22,737 | 29,927 | 10,688 |
| Scurry | 6.2 | 1,001 | 649 | 643 | 598 | 1,071 | 1,221 | 750 | 267 | 26,830 | 32,439 | 11,173 |
| Shackelford | 1.3 | 216 | 169 | 165 | 134 | 198 | 178 | 162 | 78 | 23,731 | 33,195 | 13,921 |
| Shelby | 8.6 | 2,359 | 1,108 | 934 | 850 | 1,449 | 958 | 661 | 281 | 19,459 | 26,017 | 10,033 |
| Sherman | 1.0 | 128 | 116 | 119 | 98 | 176 | 191 | 112 | 60 | 27,074 | 32,406 | 11,574 |
| Smith | 58.2 | 9,267 | 5,468 | 5,707 | 5,465 | 9,544 | 10,323 | 8,367 | 4,059 | 28,245 | 35,684 | 13,416 |
| Somervell | 2.1 | 380 | 210 | 174 | 190 | 297 | 376 | 353 | 120 | 29,571 | 33,185 | 12,015 |
| Starr | 11.0 | 4,858 | 1,766 | 1,238 | 816 | 976 | 717 | 502 | 127 | 11,817 | 17,493 | 4,454 |
| Stephens | 3.4 | 900 | 441 | 352 | 390 | 500 | 451 | 246 | 120 | 20,089 | 26,296 | 10,396 |
| Sterling | .5 | 54 | 46 | 57 | 47 | 80 | 109 | 67 | 40 | 30,405 | 43,000 | 15,357 |
| Stonewall | .8 | 147 | 92 | 86 | 89 | 157 | 134 | 63 | 32 | 24,213 | 28,683 | 11,473 |
| Sutton | 1.4 | 267 | 154 | 157 | 140 | 169 | 217 | 165 | 131 | 24,357 | 34,581 | 12,414 |
| Swisher | 2.9 | 610 | 347 | 355 | 332 | 457 | 433 | 234 | 132 | 22,078 | 28,421 | 10,303 |
| Tarrant | 459.5 | 43,805 | 29,876 | 34,483 | 37,326 | 73,058 | 92,938 | 92,855 | 55,159 | 36,656 | 43,954 | 16,478 |
| Taylor | 43.6 | 6,503 | 4,309 | 4,552 | 4,453 | 7,811 | 7,836 | 5,685 | 2,451 | 27,406 | 34,908 | 12,673 |
| Terrell | .5 | 105 | 53 | 44 | 38 | 65 | 87 | 75 | 33 | 26,316 | 31,564 | 11,273 |
| Terry | 4.3 | 725 | 491 | 420 | 393 | 678 | 688 | 604 | 301 | 26,704 | 36,076 | 12,025 |
| Throckmorton | .8 | 195 | 118 | 93 | 91 | 108 | 110 | 67 | 18 | 19,677 | 25,316 | 11,914 |
| Titus | 8.5 | 1,630 | 852 | 784 | 735 | 1,351 | 1,280 | 1,220 | 648 | 26,773 | 35,621 | 12,460 |
| Tom Green | 36.2 | 5,475 | 3,478 | 3,642 | 3,634 | 6,444 | 6,639 | 4,827 | 2,061 | 27,752 | 35,242 | 12,681 |
| Travis | 243.2 | 33,588 | 20,178 | 21,881 | 21,827 | 38,637 | 44,543 | 37,257 | 25,289 | 31,023 | 40,336 | 16,301 |
| Trinity | 4.8 | 1,037 | 604 | 604 | 434 | 743 | 714 | 420 | 244 | 21,785 | 28,464 | 11,678 |
| Tyler | 6.1 | 1,300 | 755 | 655 | 601 | 1,072 | 894 | 624 | 199 | 22,828 | 27,325 | 9,805 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | 12/31/91 Total Households (Thousands) | Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **TEXAS (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Upshur | 11.4 | 2,240 | 1,317 | 1,219 | 1,131 | 1,953 | 2,029 | 1,093 | 418 | 24,085 | 29,933 | 10,833 |
| Upton | 1.5 | 209 | 155 | 163 | 152 | 252 | 282 | 224 | 63 | 27,910 | 32,067 | 11,186 |
| Uvalde | 7.7 | 1,781 | 1,043 | 919 | 779 | 1,085 | 1,094 | 676 | 323 | 20,687 | 29,489 | 9,622 |
| Val Verde | 12.0 | 2,860 | 1,517 | 1,480 | 1,162 | 1,668 | 1,804 | 1,063 | 446 | 20,615 | 27,747 | 8,451 |
| Van Zandt | 14.8 | 3,153 | 1,810 | 1,627 | 1,615 | 2,367 | 2,164 | 1,641 | 423 | 22,507 | 27,699 | 10,431 |
| Victoria | 26.3 | 4,275 | 2,490 | 2,484 | 2,269 | 3,928 | 5,080 | 4,081 | 1,693 | 29,084 | 36,038 | 12,739 |
| Walker | 15.6 | 3,790 | 1,594 | 1,624 | 1,504 | 2,255 | 2,492 | 1,590 | 751 | 22,633 | 35,434 | 10,410 |
| Waller | 7.4 | 1,499 | 721 | 690 | 663 | 1,017 | 1,200 | 1,080 | 530 | 26,106 | 35,893 | 11,207 |
| Ward | 4.2 | 762 | 462 | 437 | 419 | 697 | 702 | 556 | 165 | 25,257 | 31,743 | 10,666 |
| Washington | 9.8 | 2,023 | 970 | 919 | 902 | 1,627 | 1,648 | 1,220 | 491 | 25,513 | 31,822 | 11,724 |
| Webb | 35.8 | 8,809 | 4,513 | 4,093 | 3,396 | 5,239 | 5,025 | 2,976 | 1,749 | 20,714 | 28,404 | 7,305 |
| Wharton | 14.1 | 2,707 | 1,506 | 1,396 | 1,252 | 2,243 | 2,384 | 1,809 | 803 | 25,826 | 32,188 | 11,461 |
| Wheeler | 2.2 | 472 | 269 | 247 | 216 | 328 | 365 | 239 | 64 | 22,592 | 27,880 | 10,953 |
| Wichita | 45.2 | 7,383 | 4,771 | 4,690 | 4,528 | 8,015 | 7,848 | 5,694 | 2,271 | 26,427 | 33,544 | 12,397 |
| Wilbarger | 5.6 | 1,096 | 690 | 597 | 555 | 967 | 928 | 609 | 158 | 23,757 | 28,619 | 10,902 |
| Willacy | 5.0 | 1,447 | 732 | 602 | 474 | 687 | 582 | 323 | 153 | 17,666 | 24,305 | 6,827 |
| Williamson | 52.2 | 4,877 | 3,403 | 3,825 | 4,091 | 8,119 | 11,220 | 11,860 | 4,805 | 37,251 | 41,611 | 14,578 |
| Wilson | 7.9 | 1,427 | 763 | 762 | 813 | 1,334 | 1,493 | 1,025 | 283 | 26,288 | 31,370 | 10,369 |
| Winkler | 2.7 | 446 | 279 | 284 | 281 | 434 | 510 | 375 | 91 | 26,255 | 31,891 | 10,630 |
| Wise | 12.5 | 1,836 | 1,228 | 1,189 | 1,138 | 2,107 | 2,535 | 1,766 | 701 | 28,890 | 34,919 | 12,227 |
| Wood | 11.8 | 2,267 | 1,319 | 1,251 | 1,222 | 1,871 | 1,899 | 1,423 | 548 | 24,349 | 31,456 | 12,291 |
| Yoakum | 2.8 | 444 | 279 | 281 | 255 | 449 | 537 | 383 | 172 | 28,294 | 34,359 | 11,058 |
| Young | 6.9 | 1,395 | 923 | 748 | 619 | 1,184 | 1,118 | 565 | 348 | 23,102 | 29,741 | 11,660 |
| Zapata | 3.0 | 863 | 398 | 334 | 270 | 430 | 379 | 234 | 92 | 18,578 | 24,536 | 7,511 |
| Zavala | 3.4 | 1,217 | 534 | 398 | 322 | 399 | 241 | 228 | 61 | 14,522 | 20,424 | 5,646 |
| **TOTAL METRO COUNTIES** | **5,091.6** | **684,030** | **411,003** | **436,820** | **441,983** | **809,816** | **940,855** | **852,728** | **514,365** | **31,924** | **40,497** | **14,428** |
| **TOTAL STATE** | **6,222.6** | **928,096** | **544,352** | **557,677** | **550,644** | **988,816** | **1,116,148** | **972,783** | **564,084** | **30,122** | **38,580** | **13,769** |
| **UTAH** | | | | | | | | | | | | |
| **PROVO - OREM** | **72.3** | **7,433** | **6,646** | **7,262** | **7,204** | **13,642** | **15,718** | **10,459** | **3,936** | **30,441** | **36,145** | **9,618** |
| Utah | 72.3 | 7,433 | 6,646 | 7,262 | 7,204 | 13,642 | 15,718 | 10,459 | 3,936 | 30,441 | 36,145 | 9,618 |
| **SALT LAKE CITY - OGDEN** | **357.4** | **33,044** | **26,283** | **30,263** | **33,420** | **67,720** | **81,374** | **61,582** | **23,714** | **33,194** | **38,358** | **12,423** |
| Davis | 56.0 | 3,313 | 2,992 | 3,836 | 4,538 | 10,720 | 14,312 | 12,343 | 3,946 | 37,475 | 41,963 | 11,977 |
| Salt Lake | 247.0 | 24,190 | 19,264 | 21,878 | 23,874 | 46,461 | 54,232 | 40,064 | 17,037 | 32,300 | 37,944 | 12,570 |
| Weber | 54.4 | 5,541 | 4,027 | 4,549 | 5,008 | 10,539 | 12,830 | 9,175 | 2,731 | 32,655 | 36,527 | 12,289 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Beaver | 1.6 | 260 | 192 | 204 | 201 | 288 | 274 | 151 | 30 | 23,582 | 27,658 | 9,620 |
| Box Elder | 11.3 | 1,021 | 678 | 762 | 867 | 2,179 | 3,219 | 2,095 | 479 | 35,575 | 37,757 | 11,317 |
| Cache | 21.0 | 2,452 | 2,028 | 2,223 | 2,140 | 3,929 | 4,418 | 2,946 | 864 | 29,146 | 33,295 | 9,711 |
| Carbon | 6.8 | 1,062 | 713 | 666 | 612 | 1,079 | 1,435 | 1,013 | 220 | 28,071 | 31,795 | 10,919 |
| Daggett | .3 | 37 | 34 | 40 | 38 | 60 | 58 | 31 | 2 | 25,156 | 28,210 | 12,090 |
| Davis | 56.0 | 3,313 | 2,992 | 3,836 | 4,538 | 10,720 | 14,312 | 12,343 | 3,946 | 37,475 | 41,963 | 11,977 |
| Duchesne | 3.6 | 596 | 368 | 366 | 380 | 756 | 722 | 321 | 91 | 26,181 | 29,630 | 8,816 |
| Emery | 3.0 | 332 | 253 | 259 | 259 | 486 | 800 | 550 | 61 | 33,106 | 34,205 | 10,160 |
| Garfield | 1.3 | 190 | 171 | 178 | 177 | 278 | 192 | 94 | 20 | 23,135 | 26,269 | 8,329 |
| Grand | 2.4 | 404 | 325 | 283 | 236 | 497 | 405 | 198 | 52 | 23,983 | 27,148 | 10,181 |
| Iron | 6.3 | 899 | 698 | 780 | 733 | 1,151 | 1,111 | 751 | 177 | 25,330 | 30,066 | 9,020 |
| Juab | 1.8 | 188 | 207 | 210 | 171 | 376 | 400 | 227 | 21 | 28,100 | 30,383 | 9,595 |
| Kane | 1.9 | 295 | 233 | 257 | 226 | 346 | 316 | 164 | 63 | 23,650 | 27,947 | 9,654 |
| Millard | 3.2 | 434 | 302 | 322 | 327 | 635 | 761 | 377 | 42 | 28,297 | 30,016 | 8,812 |
| Morgan | 1.6 | 122 | 87 | 97 | 127 | 293 | 406 | 351 | 117 | 37,569 | 40,525 | 11,375 |
| Piute | .5 | 94 | 74 | 66 | 70 | 102 | 71 | 16 | 7 | 21,143 | 24,836 | 9,552 |
| Rich | .5 | 68 | 46 | 50 | 52 | 97 | 119 | 61 | 7 | 28,400 | 31,398 | 9,235 |
| Salt Lake | 247.0 | 24,190 | 19,264 | 21,878 | 23,874 | 46,461 | 54,232 | 40,064 | 17,037 | 32,300 | 37,944 | 12,570 |
| San Juan | 3.4 | 958 | 448 | 372 | 292 | 622 | 365 | 283 | 60 | 18,951 | 23,389 | 6,262 |
| Sanpete | 4.9 | 797 | 622 | 612 | 552 | 913 | 820 | 480 | 104 | 23,795 | 28,504 | 8,264 |
| Sevier | 4.9 | 767 | 508 | 489 | 515 | 958 | 1,009 | 529 | 125 | 26,700 | 29,644 | 9,432 |
| Summit | 5.6 | 355 | 313 | 370 | 447 | 847 | 1,291 | 1,092 | 885 | 39,815 | 50,465 | 17,024 |
| Tooele | 8.7 | 885 | 721 | 745 | 768 | 1,690 | 2,145 | 1,485 | 261 | 32,306 | 34,500 | 11,158 |
| Uintah | 6.6 | 1,000 | 723 | 738 | 697 | 1,214 | 1,400 | 678 | 150 | 26,097 | 29,396 | 8,819 |
| Utah | 72.3 | 7,433 | 6,646 | 7,262 | 7,204 | 13,642 | 15,718 | 10,459 | 3,936 | 30,441 | 36,145 | 9,618 |
| Wasatch | 3.2 | 279 | 290 | 343 | 306 | 616 | 694 | 490 | 182 | 31,250 | 36,589 | 11,151 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Households by E B I Group | | | | | | | | Median Household E B I | Average Household E B I | Per Capita E B I |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | | | |
| **UTAH (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Washington | 16.5 | 1,928 | 1,578 | 1,854 | 1,990 | 3,411 | 3,208 | 1,871 | 660 | 27,420 | 32,089 | 10,085 |
| Wayne | .7 | 113 | 77 | 90 | 96 | 144 | 101 | 61 | 18 | 23,646 | 27,136 | 8,634 |
| Weber | 54.4 | 5,541 | 4,027 | 4,549 | 5,008 | 10,539 | 12,830 | 9,175 | 2,731 | 32,655 | 36,527 | 12,289 |
| **TOTAL METRO COUNTIES** | **429.7** | **40,477** | **32,929** | **37,525** | **40,624** | **81,362** | **97,092** | **72,041** | **27,650** | **32,737** | **37,986** | **11,869** |
| **TOTAL STATE** | **551.3** | **56,013** | **44,618** | **49,901** | **52,903** | **104,329** | **122,832** | **88,356** | **32,348** | **31,857** | **36,856** | **11,478** |
| **VERMONT** | | | | | | | | | | | | |
| **BURLINGTON** | **51.8** | **4,362** | **3,483** | **3,610** | **4,090** | **8,006** | **11,747** | **11,328** | **5,174** | **37,954** | **43,338** | **15,989** |
| Chittenden | 49.8 | 4,130 | 3,305 | 3,433 | 3,894 | 7,648 | 11,317 | 11,029 | 5,044 | 38,261 | 43,617 | 16,078 |
| Grand Isle | 2.0 | 232 | 178 | 177 | 196 | 358 | 430 | 299 | 130 | 31,017 | 36,382 | 13,729 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Addison | 11.7 | 1,179 | 991 | 1,050 | 1,143 | 2,279 | 2,550 | 1,815 | 693 | 31,367 | 37,018 | 12,890 |
| Bennington | 13.9 | 1,624 | 1,436 | 1,396 | 1,287 | 2,559 | 2,848 | 1,944 | 806 | 29,517 | 35,641 | 13,610 |
| Caledonia | 10.6 | 1,440 | 1,137 | 1,167 | 1,167 | 2,117 | 2,067 | 1,170 | 335 | 26,806 | 31,553 | 11,818 |
| Chittenden | 49.8 | 4,130 | 3,305 | 3,433 | 3,894 | 7,648 | 11,317 | 11,029 | 5,044 | 38,261 | 43,617 | 16,078 |
| Essex | 2.5 | 379 | 316 | 310 | 302 | 531 | 429 | 205 | 28 | 24,056 | 28,210 | 10,686 |
| Franklin | 14.6 | 1,765 | 1,373 | 1,386 | 1,510 | 2,896 | 3,231 | 1,932 | 507 | 29,192 | 32,781 | 11,731 |
| Grand Isle | 2.0 | 232 | 178 | 177 | 196 | 358 | 430 | 299 | 130 | 31,017 | 36,382 | 13,729 |
| Lamoille | 7.6 | 899 | 753 | 762 | 766 | 1,500 | 1,513 | 996 | 411 | 29,200 | 34,559 | 13,002 |
| Orange | 9.5 | 988 | 920 | 961 | 998 | 2,012 | 2,000 | 1,254 | 367 | 29,245 | 33,530 | 12,020 |
| Orleans | 8.9 | 1,390 | 1,118 | 1,047 | 1,012 | 1,809 | 1,520 | 690 | 314 | 24,422 | 29,153 | 10,721 |
| Rutland | 24.0 | 2,892 | 2,289 | 2,246 | 2,463 | 4,805 | 5,003 | 3,358 | 944 | 29,200 | 33,532 | 12,794 |
| Washington | 21.3 | 2,371 | 1,935 | 1,985 | 1,977 | 4,053 | 4,610 | 3,273 | 1,096 | 30,767 | 35,854 | 13,662 |
| Windham | 16.5 | 2,042 | 1,544 | 1,590 | 1,734 | 3,441 | 3,470 | 2,002 | 677 | 28,813 | 33,579 | 13,129 |
| Windsor | 21.9 | 2,558 | 1,945 | 2,227 | 2,272 | 3,877 | 4,496 | 3,234 | 1,291 | 29,833 | 35,563 | 14,212 |
| **TOTAL METRO COUNTIES** | **51.8** | **4,362** | **3,483** | **3,610** | **4,090** | **8,006** | **11,747** | **11,328** | **5,174** | **37,954** | **43,338** | **15,989** |
| **TOTAL STATE** | **214.8** | **23,889** | **19,240** | **19,737** | **20,721** | **39,885** | **45,484** | **33,201** | **12,643** | **30,824** | **36,308** | **13,616** |
| **VIRGINIA** | | | | | | | | | | | | |
| **CHARLOTTESVILLE** | **49.9** | **5,925** | **4,028** | **4,310** | **4,270** | **8,545** | **10,460** | **8,254** | **4,108** | **32,437** | **39,963** | **14,904** |
| Albemarle | 25.2 | 2,150 | 1,681 | 2,025 | 2,122 | 4,164 | 5,669 | 4,801 | 2,588 | 36,072 | 44,671 | 16,151 |
| Charlottesville city | 16.2 | 2,637 | 1,674 | 1,556 | 1,438 | 2,711 | 2,833 | 2,190 | 1,161 | 27,753 | 35,559 | 14,189 |
| Fluvanna | 4.7 | 605 | 396 | 422 | 384 | 959 | 1,042 | 659 | 233 | 30,746 | 34,258 | 12,482 |
| Greene | 3.8 | 533 | 277 | 307 | 326 | 711 | 916 | 604 | 126 | 31,452 | 34,570 | 12,393 |
| **DANVILLE** | **42.0** | **7,997** | **4,980** | **4,641** | **4,241** | **7,352** | **7,165** | **4,428** | **1,196** | **23,987** | **28,963** | **11,305** |
| Danville city | 21.8 | 4,804 | 2,843 | 2,533 | 2,104 | 3,377 | 3,357 | 2,111 | 671 | 21,711 | 27,945 | 11,473 |
| Pittsylvania | 20.2 | 3,193 | 2,137 | 2,108 | 2,137 | 3,975 | 3,808 | 2,317 | 525 | 26,240 | 30,062 | 11,142 |
| **LYNCHBURG** | **52.9** | **8,639** | **5,412** | **5,669** | **5,723** | **9,755** | **9,646** | **6,092** | **1,964** | **25,976** | **31,676** | **11,776** |
| Amherst | 9.8 | 1,324 | 972 | 1,034 | 1,040 | 2,022 | 2,061 | 1,118 | 229 | 27,655 | 31,527 | 10,803 |
| Campbell | 18.1 | 2,461 | 1,720 | 1,794 | 2,019 | 3,582 | 3,730 | 2,218 | 576 | 27,690 | 31,285 | 11,797 |
| Lynchburg city | 25.0 | 4,854 | 2,720 | 2,841 | 2,664 | 4,151 | 3,855 | 2,756 | 1,159 | 23,913 | 32,018 | 12,183 |
| **NORFOLK - VIRGINIA BEACH - NEWPORT NEWS** | **511.9** | **56,679** | **36,605** | **45,178** | **50,365** | **96,416** | **110,057** | **85,685** | **30,915** | **31,853** | **37,993** | **13,439** |
| Chesapeake city | 55.4 | 4,862 | 3,052 | 3,943 | 4,896 | 10,203 | 13,895 | 11,391 | 3,158 | 35,786 | 39,119 | 13,419 |
| Gloucester | 11.8 | 1,403 | 932 | 1,109 | 1,165 | 2,383 | 2,901 | 1,502 | 405 | 30,435 | 33,466 | 12,226 |
| Hampton city | 50.6 | 5,929 | 3,553 | 4,376 | 4,910 | 9,993 | 10,908 | 8,695 | 2,236 | 31,417 | 35,631 | 13,247 |
| James City | 14.0 | 1,023 | 918 | 1,140 | 1,112 | 2,251 | 3,054 | 2,885 | 1,617 | 37,477 | 44,273 | 16,528 |
| Newport News city | 65.2 | 9,590 | 5,269 | 6,242 | 6,845 | 12,388 | 13,124 | 8,914 | 2,828 | 28,552 | 33,776 | 12,729 |
| Norfolk city | 90.6 | 15,148 | 9,025 | 10,453 | 10,410 | 16,744 | 15,373 | 9,495 | 3,952 | 25,147 | 34,931 | 11,898 |
| Poquoson city | 3.9 | 208 | 186 | 277 | 314 | 646 | 871 | 1,048 | 350 | 39,650 | 43,747 | 14,966 |
| Portsmouth city | 38.9 | 6,731 | 4,050 | 4,424 | 4,379 | 7,307 | 6,900 | 4,185 | 924 | 24,847 | 29,293 | 10,946 |
| Suffolk city | 19.0 | 3,066 | 1,759 | 1,653 | 1,725 | 2,935 | 3,484 | 3,203 | 1,175 | 29,020 | 35,238 | 12,562 |
| Virginia Beach city | 143.6 | 7,330 | 6,800 | 10,261 | 13,069 | 28,431 | 35,453 | 30,037 | 12,219 | 37,271 | 43,661 | 15,079 |
| Williamsburg city | 3.7 | 522 | 337 | 379 | 386 | 689 | 577 | 463 | 347 | 28,046 | 41,541 | 12,916 |
| York | 15.2 | 867 | 724 | 921 | 1,154 | 2,446 | 3,517 | 3,867 | 1,704 | 41,220 | 45,640 | 15,660 |
| **RICHMOND - PETERSBURG** | **340.2** | **35,941** | **23,985** | **27,349** | **29,526** | **57,679** | **73,590** | **64,963** | **27,367** | **34,244** | **40,281** | **15,457** |
| Charles City | 2.2 | 338 | 203 | 219 | 188 | 455 | 454 | 283 | 60 | 28,439 | 31,104 | 11,037 |
| Chesterfield | 77.6 | 3,812 | 3,114 | 4,251 | 5,351 | 12,407 | 19,958 | 20,630 | 8,077 | 42,299 | 46,291 | 16,254 |
| Colonial Heights city | 6.4 | 458 | 380 | 458 | 518 | 1,080 | 1,450 | 1,473 | 583 | 38,006 | 42,174 | 16,870 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **VIRGINIA (continued)** | | | | | | | | | | | | |
| **RICHMOND - PETERSBURG (continued)** | | | | | | | | | | | | |
| Dinwiddie | 7.5 | 910 | 689 | 774 | 720 | 1,253 | 1,678 | 1,177 | 299 | 30,277 | 34,325 | 12,318 |
| Goochland | 5.1 | 531 | 256 | 354 | 415 | 865 | 1,126 | 844 | 709 | 36,649 | 50,072 | 17,372 |
| Hanover | 23.9 | 1,470 | 1,248 | 1,471 | 1,686 | 3,419 | 5,909 | 6,287 | 2,410 | 41,483 | 45,324 | 16,290 |
| Henrico | 92.3 | 6,913 | 5,979 | 7,378 | 8,715 | 17,266 | 20,883 | 17,755 | 7,411 | 34,941 | 41,443 | 17,001 |
| Hopewell city | 9.0 | 1,233 | 740 | 826 | 857 | 1,648 | 1,967 | 1,322 | 407 | 29,976 | 33,340 | 13,046 |
| New Kent | 3.9 | 260 | 171 | 231 | 287 | 609 | 1,037 | 950 | 355 | 40,846 | 43,532 | 15,295 |
| Petersburg city | 14.5 | 3,039 | 1,834 | 1,735 | 1,399 | 2,420 | 2,192 | 1,476 | 405 | 22,294 | 27,654 | 10,442 |
| Powhatan | 4.7 | 263 | 219 | 306 | 332 | 887 | 1,119 | 1,072 | 502 | 39,622 | 52,279 | 15,453 |
| Prince George | 8.4 | 400 | 311 | 490 | 670 | 1,392 | 1,997 | 2,255 | 885 | 41,927 | 49,463 | 14,946 |
| Richmond city | 84.7 | 16,314 | 8,841 | 8,756 | 8,388 | 13,978 | 13,820 | 9,439 | 5,164 | 25,034 | 33,294 | 14,093 |
| **ROANOKE** | **90.0** | **11,628** | **8,310** | **8,887** | **8,675** | **16,188** | **18,455** | **12,930** | **4,927** | **29,611** | **35,259** | **14,104** |
| Botetourt | 9.3 | 926 | 723 | 882 | 866 | 1,635 | 2,267 | 1,568 | 433 | 32,784 | 36,201 | 13,203 |
| Roanoke | 30.7 | 2,486 | 1,914 | 2,278 | 2,558 | 5,354 | 7,491 | 6,155 | 2,464 | 36,497 | 41,540 | 15,941 |
| Roanoke city | 40.7 | 7,353 | 4,755 | 4,758 | 4,349 | 7,377 | 6,872 | 3,686 | 1,550 | 24,005 | 29,745 | 12,690 |
| Salem city | 9.3 | 863 | 918 | 969 | 902 | 1,822 | 1,825 | 1,521 | 480 | 30,417 | 37,716 | 14,554 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Accomack | 12.8 | 2,701 | 1,659 | 1,658 | 1,519 | 2,407 | 1,702 | 860 | 294 | 21,257 | 26,160 | 10,464 |
| Albemarle | 25.2 | 2,150 | 1,681 | 2,025 | 2,122 | 4,164 | 5,669 | 4,801 | 2,588 | 36,072 | 44,671 | 16,151 |
| ☐ Alexandria city | 53.4 | 2,805 | 1,798 | 2,431 | 3,141 | 8,094 | 12,850 | 12,424 | 9,857 | 44,592 | 54,006 | 25,795 |
| Alleghany | 4.8 | 573 | 451 | 435 | 456 | 856 | 1,002 | 823 | 204 | 30,327 | 34,123 | 12,796 |
| Amelia | 3.1 | 410 | 314 | 352 | 372 | 620 | 639 | 302 | 91 | 26,331 | 30,963 | 10,785 |
| Amherst | 9.8 | 1,324 | 972 | 1,034 | 1,040 | 2,022 | 2,061 | 1,118 | 229 | 27,655 | 31,527 | 10,803 |
| Appomattox | 4.5 | 721 | 494 | 529 | 512 | 883 | 913 | 376 | 72 | 24,941 | 27,948 | 10,225 |
| ☐ Arlington | 78.3 | 4,532 | 3,127 | 4,058 | 5,330 | 11,679 | 16,277 | 18,378 | 14,919 | 44,465 | 52,715 | 24,068 |
| Augusta | 20.3 | 1,957 | 1,686 | 1,925 | 2,113 | 4,273 | 4,676 | 2,788 | 882 | 30,621 | 35,379 | 12,871 |
| Bath | 1.9 | 344 | 206 | 188 | 163 | 339 | 351 | 246 | 63 | 26,601 | 30,849 | 12,742 |
| Bedford | 18.0 | 1,799 | 1,312 | 1,592 | 1,725 | 3,370 | 3,864 | 3,286 | 1,052 | 32,609 | 38,521 | 14,628 |
| Bedford city | 2.5 | 596 | 297 | 242 | 257 | 478 | 388 | 148 | 94 | 22,237 | 27,022 | 11,075 |
| Bland | 2.2 | 464 | 262 | 259 | 231 | 420 | 393 | 147 | 24 | 22,489 | 26,822 | 9,078 |
| Botetourt | 9.3 | 926 | 723 | 882 | 866 | 1,635 | 2,267 | 1,568 | 433 | 32,784 | 36,201 | 13,203 |
| ☐ Bristol city | 7.4 | 1,916 | 956 | 764 | 656 | 1,173 | 1,134 | 648 | 153 | 20,488 | 25,438 | 10,400 |
| Brunswick | 5.5 | 1,334 | 736 | 628 | 538 | 1,018 | 711 | 414 | 121 | 20,483 | 26,270 | 9,087 |
| Buchanan | 10.7 | 2,561 | 1,415 | 1,360 | 1,219 | 1,599 | 1,684 | 595 | 267 | 20,057 | 25,895 | 9,114 |
| Buckingham | 4.4 | 988 | 481 | 434 | 438 | 808 | 809 | 360 | 82 | 23,390 | 27,129 | 9,182 |
| Buena Vista city | 2.4 | 381 | 253 | 274 | 260 | 475 | 483 | 212 | 62 | 25,730 | 28,829 | 10,982 |
| Campbell | 18.1 | 2,461 | 1,720 | 1,794 | 2,019 | 3,582 | 3,730 | 2,218 | 576 | 27,690 | 31,285 | 11,797 |
| Caroline | 6.7 | 867 | 642 | 628 | 577 | 1,279 | 1,459 | 894 | 354 | 30,099 | 34,408 | 11,822 |
| Carroll | 10.3 | 2,311 | 1,271 | 1,152 | 1,408 | 2,164 | 1,416 | 467 | 111 | 21,477 | 23,765 | 9,343 |
| Charles City | 2.2 | 338 | 203 | 219 | 188 | 455 | 454 | 283 | 60 | 28,439 | 31,104 | 11,037 |
| Charlotte | 4.3 | 1,018 | 537 | 491 | 565 | 763 | 608 | 256 | 62 | 20,920 | 24,304 | 8,932 |
| Charlottesville city | 16.2 | 2,637 | 1,674 | 1,556 | 1,438 | 2,711 | 2,833 | 2,190 | 1,161 | 27,753 | 35,559 | 14,189 |
| Chesapeake city | 55.4 | 4,862 | 3,052 | 3,943 | 4,896 | 10,203 | 13,895 | 11,391 | 3,158 | 35,786 | 39,119 | 13,419 |
| Chesterfield | 77.6 | 3,812 | 3,114 | 4,251 | 5,351 | 12,407 | 19,958 | 20,630 | 8,077 | 42,299 | 46,291 | 16,254 |
| Clarke | 4.3 | 390 | 270 | 270 | 295 | 751 | 958 | 792 | 574 | 37,620 | 46,281 | 15,921 |
| Clifton Forge city | 1.9 | 448 | 248 | 191 | 196 | 357 | 268 | 112 | 80 | 21,607 | 27,673 | 11,430 |
| Colonial Heights city | 6.4 | 458 | 380 | 458 | 518 | 1,080 | 1,450 | 1,473 | 583 | 38,006 | 42,174 | 16,870 |
| Covington city | 3.0 | 523 | 404 | 427 | 366 | 543 | 509 | 178 | 50 | 21,994 | 25,642 | 11,313 |
| Craig | 1.7 | 210 | 133 | 157 | 190 | 341 | 354 | 246 | 69 | 29,420 | 33,221 | 12,550 |
| Culpeper | 10.1 | 1,029 | 659 | 668 | 795 | 1,643 | 2,381 | 2,051 | 874 | 36,520 | 41,790 | 14,605 |
| Cumberland | 2.8 | 594 | 372 | 292 | 317 | 464 | 416 | 260 | 85 | 22,239 | 27,096 | 9,727 |
| Danville city | 21.8 | 4,804 | 2,843 | 2,533 | 2,104 | 3,377 | 3,357 | 2,111 | 671 | 21,711 | 27,945 | 11,473 |
| Dickenson | 6.3 | 1,586 | 970 | 866 | 665 | 963 | 725 | 403 | 122 | 18,429 | 23,315 | 8,640 |
| Dinwiddie | 7.5 | 910 | 689 | 774 | 720 | 1,253 | 1,678 | 1,177 | 299 | 30,277 | 34,325 | 12,318 |
| Emporia city | 1.9 | 399 | 231 | 238 | 211 | 352 | 286 | 120 | 63 | 21,943 | 27,007 | 8,412 |
| Essex | 3.3 | 482 | 289 | 302 | 334 | 606 | 688 | 432 | 167 | 28,869 | 32,963 | 12,503 |
| ☐ Fairfax | 305.6 | 7,635 | 5,113 | 7,103 | 9,891 | 26,414 | 51,246 | 91,703 | 106,495 | 61,813 | 69,374 | 24,707 |
| ☐ Fairfax city | 7.3 | 252 | 282 | 307 | 423 | 1,109 | 1,686 | 2,151 | 1,090 | 46,728 | 51,374 | 19,232 |
| ☐ Falls Church city | 4.2 | 231 | 148 | 126 | 206 | 484 | 721 | 1,162 | 1,122 | 52,866 | 59,683 | 26,111 |
| Fauquier | 17.5 | 899 | 808 | 969 | 1,203 | 2,411 | 4,227 | 4,424 | 2,559 | 43,725 | 52,232 | 17,714 |
| Floyd | 4.9 | 949 | 502 | 565 | 564 | 1,042 | 748 | 416 | 114 | 23,847 | 27,064 | 10,870 |
| Fluvanna | 4.7 | 605 | 396 | 422 | 384 | 959 | 1,042 | 659 | 233 | 30,746 | 34,258 | 12,482 |
| Franklin | 15.0 | 2,206 | 1,481 | 1,548 | 1,555 | 3,239 | 2,730 | 1,718 | 523 | 27,055 | 31,940 | 11,918 |
| Franklin city | 3.0 | 709 | 416 | 366 | 243 | 412 | 447 | 291 | 116 | 20,185 | 27,081 | 10,284 |
| Frederick | 17.2 | 1,487 | 1,442 | 1,485 | 1,636 | 3,659 | 4,265 | 2,500 | 726 | 31,961 | 35,573 | 12,800 |
| Fredericksburg city | 8.1 | 1,075 | 755 | 833 | 881 | 1,542 | 1,389 | 1,135 | 490 | 27,966 | 34,915 | 13,863 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Households by E B I Group: Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **VIRGINIA (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Galax city | 2.8 | 595 | 379 | 343 | 300 | 515 | 433 | 162 | 73 | 21,383 | 25,934 | 11,002 |
| Giles | 6.4 | 1,102 | 702 | 766 | 730 | 1,266 | 1,060 | 637 | 137 | 24,315 | 28,259 | 11,164 |
| Gloucester | 11.8 | 1,403 | 932 | 1,109 | 1,165 | 2,383 | 2,901 | 1,502 | 405 | 30,435 | 33,466 | 12,226 |
| Goochland | 5.1 | 531 | 256 | 354 | 415 | 865 | 1,126 | 844 | 709 | 36,649 | 50,072 | 17,372 |
| Grayson | 6.5 | 1,227 | 834 | 805 | 759 | 1,296 | 1,022 | 487 | 70 | 22,529 | 25,306 | 10,154 |
| Greene | 3.8 | 533 | 277 | 307 | 326 | 711 | 916 | 604 | 126 | 31,452 | 34,570 | 12,393 |
| Greensville | 3.1 | 618 | 331 | 292 | 306 | 640 | 534 | 296 | 83 | 25,044 | 29,203 | 10,406 |
| Halifax | 10.7 | 2,392 | 1,145 | 1,334 | 1,207 | 2,024 | 1,824 | 642 | 132 | 21,984 | 24,715 | 9,150 |
| Hampton city | 50.6 | 5,929 | 3,553 | 4,376 | 4,910 | 9,993 | 10,908 | 8,695 | 2,236 | 31,417 | 35,631 | 13,247 |
| Hanover | 23.9 | 1,470 | 1,248 | 1,471 | 1,686 | 3,419 | 5,909 | 6,287 | 2,410 | 41,483 | 45,324 | 16,290 |
| Harrisonburg city | 10.5 | 1,652 | 1,172 | 1,045 | 994 | 1,903 | 1,821 | 1,308 | 605 | 26,988 | 35,353 | 11,859 |
| Henrico | 92.3 | 6,913 | 5,979 | 7,378 | 8,715 | 17,266 | 20,883 | 17,755 | 7,411 | 34,941 | 41,443 | 17,001 |
| Henry | 22.0 | 3,065 | 2,767 | 2,757 | 2,345 | 4,585 | 4,098 | 1,937 | 446 | 25,134 | 28,573 | 10,970 |
| Highland | 1.1 | 224 | 146 | 136 | 94 | 217 | 181 | 79 | 23 | 22,340 | 26,690 | 11,292 |
| Hopewell city | 9.0 | 1,233 | 740 | 826 | 857 | 1,648 | 1,967 | 1,322 | 407 | 29,976 | 33,340 | 13,046 |
| Isle of Wight | 9.4 | 1,312 | 707 | 802 | 979 | 1,797 | 1,973 | 1,472 | 358 | 29,610 | 33,437 | 12,230 |
| James City | 14.0 | 1,023 | 918 | 1,140 | 1,112 | 2,251 | 3,054 | 2,885 | 1,617 | 37,477 | 44,273 | 16,528 |
| King and Queen | 2.3 | 369 | 190 | 210 | 226 | 416 | 482 | 319 | 88 | 28,780 | 32,573 | 11,892 |
| King George | 4.9 | 306 | 209 | 305 | 439 | 872 | 1,157 | 1,116 | 496 | 39,089 | 45,915 | 16,070 |
| King William | 4.0 | 399 | 273 | 337 | 329 | 548 | 1,014 | 760 | 340 | 36,979 | 40,291 | 14,390 |
| Lancaster | 4.7 | 763 | 467 | 408 | 398 | 836 | 834 | 496 | 498 | 28,747 | 41,230 | 17,458 |
| Lee | 9.1 | 2,842 | 1,633 | 1,170 | 874 | 1,178 | 887 | 391 | 125 | 15,320 | 20,500 | 7,709 |
| Lexington city | 2.1 | 550 | 232 | 186 | 170 | 296 | 348 | 226 | 92 | 22,412 | 32,385 | 9,856 |
| ☐ Loudoun | 32.5 | 1,155 | 938 | 1,130 | 1,483 | 3,849 | 7,421 | 10,640 | 5,884 | 50,505 | 54,561 | 19,316 |
| Louisa | 7.6 | 1,019 | 690 | 648 | 668 | 1,284 | 1,551 | 1,210 | 530 | 30,814 | 37,119 | 13,628 |
| Lunenburg | 4.4 | 918 | 501 | 519 | 503 | 837 | 688 | 313 | 121 | 22,604 | 26,268 | 10,228 |
| Lynchburg city | 25.0 | 4,854 | 2,720 | 2,841 | 2,664 | 4,151 | 3,855 | 2,756 | 1,159 | 23,913 | 32,018 | 12,183 |
| Madison | 4.2 | 680 | 438 | 457 | 414 | 807 | 758 | 467 | 179 | 26,324 | 31,380 | 10,803 |
| ☐ Manassas city | 10.2 | 298 | 266 | 364 | 510 | 1,362 | 2,565 | 3,203 | 1,632 | 48,430 | 54,226 | 18,315 |
| ☐ Manassas Park city | 2.2 | 104 | 65 | 78 | 151 | 468 | 742 | 491 | 101 | 38,786 | 40,355 | 12,867 |
| Martinsville city | 6.8 | 1,377 | 773 | 830 | 702 | 992 | 1,105 | 685 | 336 | 22,991 | 30,819 | 13,098 |
| Mathews | 3.7 | 616 | 438 | 353 | 346 | 663 | 666 | 470 | 148 | 26,358 | 30,424 | 13,244 |
| Mecklenburg | 11.3 | 2,505 | 1,444 | 1,381 | 1,223 | 1,899 | 1,773 | 821 | 254 | 21,308 | 26,467 | 10,208 |
| Middlesex | 3.6 | 550 | 374 | 398 | 390 | 650 | 583 | 401 | 254 | 26,229 | 35,407 | 14,485 |
| Montgomery | 26.7 | 5,050 | 2,996 | 2,904 | 2,741 | 4,330 | 4,115 | 3,465 | 1,096 | 24,378 | 31,144 | 11,073 |
| Nelson | 4.8 | 794 | 524 | 537 | 503 | 822 | 855 | 499 | 266 | 25,475 | 31,534 | 11,825 |
| New Kent | 3.9 | 260 | 171 | 231 | 287 | 609 | 1,037 | 950 | 355 | 40,846 | 43,532 | 15,295 |
| Newport News city | 65.2 | 9,590 | 5,269 | 6,242 | 6,845 | 12,388 | 13,124 | 8,914 | 2,828 | 28,552 | 33,776 | 12,729 |
| Norfolk city | 90.6 | 15,148 | 9,025 | 10,453 | 10,410 | 16,744 | 15,373 | 9,495 | 3,952 | 25,147 | 34,931 | 11,898 |
| Northampton | 5.1 | 1,236 | 625 | 564 | 502 | 808 | 646 | 479 | 240 | 21,245 | 28,275 | 11,093 |
| Northumberland | 4.5 | 723 | 540 | 485 | 429 | 801 | 723 | 465 | 334 | 25,867 | 32,988 | 14,004 |
| Norton city | 1.7 | 574 | 244 | 182 | 130 | 269 | 154 | 110 | 37 | 15,879 | 22,084 | 8,939 |
| Nottoway | 5.2 | 1,095 | 638 | 609 | 621 | 986 | 749 | 399 | 103 | 22,077 | 27,456 | 9,582 |
| Orange | 8.3 | 918 | 540 | 706 | 764 | 1,558 | 1,972 | 1,362 | 480 | 32,846 | 36,377 | 13,600 |
| Page | 8.2 | 1,296 | 895 | 921 | 981 | 1,666 | 1,442 | 751 | 248 | 25,039 | 29,748 | 11,038 |
| Patrick | 6.9 | 1,329 | 843 | 762 | 647 | 1,329 | 1,261 | 547 | 182 | 23,987 | 27,471 | 10,894 |
| Petersburg city | 14.5 | 3,039 | 1,834 | 1,735 | 1,399 | 2,420 | 2,192 | 1,476 | 405 | 22,294 | 27,654 | 10,442 |
| Pittsylvania | 20.2 | 3,193 | 2,137 | 2,108 | 2,137 | 3,975 | 3,808 | 2,317 | 525 | 26,240 | 30,062 | 11,142 |
| Poquoson city | 3.9 | 208 | 186 | 277 | 314 | 646 | 871 | 1,048 | 350 | 39,650 | 43,747 | 14,966 |
| Portsmouth city | 38.9 | 6,731 | 4,050 | 4,424 | 4,379 | 7,307 | 6,900 | 4,185 | 924 | 24,847 | 29,293 | 10,946 |
| Powhatan | 4.7 | 263 | 219 | 306 | 332 | 887 | 1,119 | 1,072 | 502 | 39,622 | 52,279 | 15,453 |
| Prince Edward | 5.4 | 1,193 | 605 | 558 | 538 | 916 | 948 | 483 | 159 | 23,197 | 29,647 | 9,148 |
| Prince George | 8.4 | 400 | 311 | 490 | 670 | 1,392 | 1,997 | 2,255 | 885 | 41,927 | 49,463 | 14,946 |
| ☐ Prince William | 74.2 | 1,929 | 1,724 | 2,479 | 3,504 | 9,772 | 18,514 | 24,586 | 11,692 | 49,369 | 53,261 | 17,197 |
| Pulaski | 13.3 | 2,337 | 1,843 | 1,724 | 1,606 | 2,263 | 2,276 | 1,032 | 219 | 22,322 | 26,416 | 10,184 |
| Radford city | 5.2 | 1,439 | 661 | 562 | 543 | 767 | 711 | 342 | 175 | 19,448 | 28,133 | 9,030 |
| Rappahannock | 2.5 | 294 | 201 | 218 | 225 | 477 | 531 | 365 | 189 | 31,548 | 40,429 | 15,086 |
| Richmond | 2.7 | 451 | 293 | 270 | 261 | 511 | 477 | 304 | 133 | 26,363 | 31,178 | 11,532 |
| Richmond city | 84.7 | 16,314 | 8,841 | 8,756 | 8,388 | 13,978 | 13,820 | 9,439 | 5,164 | 25,034 | 33,294 | 14,093 |
| Roanoke | 30.7 | 2,486 | 1,914 | 2,278 | 2,558 | 5,354 | 7,491 | 6,155 | 2,464 | 36,497 | 41,540 | 15,941 |
| Roanoke city | 40.7 | 7,353 | 4,755 | 4,758 | 4,349 | 7,377 | 6,872 | 3,686 | 1,550 | 24,005 | 29,745 | 12,690 |
| Rockbridge | 7.2 | 1,275 | 878 | 852 | 696 | 1,524 | 1,148 | 647 | 180 | 24,274 | 27,787 | 10,933 |
| Rockingham | 21.2 | 2,272 | 1,732 | 2,039 | 2,271 | 4,407 | 4,607 | 2,985 | 887 | 30,007 | 34,397 | 12,423 |
| Russell | 10.4 | 2,846 | 1,615 | 1,231 | 1,158 | 1,524 | 1,312 | 563 | 151 | 18,001 | 22,160 | 8,231 |
| Salem city | 9.3 | 863 | 918 | 969 | 902 | 1,822 | 1,825 | 1,521 | 480 | 30,417 | 37,716 | 14,554 |
| ☐ Scott | 8.8 | 2,435 | 1,167 | 1,007 | 863 | 1,353 | 1,248 | 628 | 99 | 18,962 | 23,245 | 8,932 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Households by E B I Group | | | | | | | | Median Household E B I | Average Household E B I | Per Capita E B I |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | | | |
| **VIRGINIA (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Shenandoah | 12.7 | 2,059 | 1,182 | 1,302 | 1,278 | 2,536 | 2,435 | 1,471 | 437 | 27,081 | 31,609 | 12,467 |
| Smyth | 12.2 | 2,490 | 1,586 | 1,529 | 1,395 | 2,413 | 1,858 | 727 | 202 | 21,774 | 25,747 | 9,785 |
| Southampton | 6.1 | 1,123 | 628 | 539 | 485 | 1,090 | 1,091 | 898 | 246 | 27,477 | 33,061 | 11,794 |
| South Boston city | 2.7 | 544 | 331 | 361 | 312 | 388 | 355 | 272 | 137 | 21,827 | 30,297 | 12,209 |
| Spotsylvania | 20.1 | 1,133 | 996 | 1,147 | 1,420 | 3,411 | 5,733 | 4,868 | 1,392 | 39,741 | 42,656 | 14,033 |
| ☐ Stafford | 20.8 | 1,071 | 737 | 859 | 1,153 | 3,067 | 5,387 | 5,940 | 2,586 | 44,624 | 48,830 | 15,506 |
| Staunton city | 9.6 | 1,417 | 1,030 | 987 | 1,040 | 1,893 | 1,795 | 1,087 | 351 | 26,557 | 33,826 | 13,200 |
| Suffolk city | 19.0 | 3,066 | 1,759 | 1,653 | 1,725 | 2,935 | 3,484 | 3,203 | 1,175 | 29,020 | 35,238 | 12,562 |
| Surry | 2.3 | 446 | 219 | 283 | 284 | 435 | 364 | 209 | 60 | 23,556 | 27,521 | 10,047 |
| Sussex | 3.8 | 880 | 474 | 414 | 348 | 668 | 562 | 350 | 104 | 21,896 | 26,563 | 9,994 |
| Tazewell | 17.1 | 3,705 | 2,343 | 2,132 | 1,763 | 2,798 | 2,489 | 1,462 | 408 | 21,049 | 26,847 | 10,157 |
| Virginia Beach city | 143.6 | 7,330 | 6,800 | 10,261 | 13,069 | 28,431 | 35,453 | 30,037 | 12,219 | 37,271 | 43,661 | 15,079 |
| Warren | 10.3 | 1,177 | 935 | 947 | 951 | 1,954 | 2,319 | 1,611 | 406 | 30,800 | 34,454 | 13,047 |
| ☐ Washington | 17.6 | 3,159 | 2,242 | 2,172 | 2,039 | 3,264 | 2,680 | 1,449 | 595 | 23,009 | 28,315 | 10,810 |
| Waynesboro city | 7.6 | 994 | 781 | 947 | 878 | 1,343 | 1,443 | 862 | 352 | 26,490 | 31,575 | 12,971 |
| Westmoreland | 6.2 | 901 | 660 | 692 | 675 | 1,059 | 1,095 | 813 | 305 | 26,509 | 32,027 | 12,648 |
| Williamsburg city | 3.7 | 522 | 337 | 379 | 386 | 689 | 577 | 463 | 347 | 28,046 | 41,541 | 12,916 |
| Winchester city | 9.5 | 1,310 | 866 | 958 | 1,006 | 1,909 | 1,705 | 1,173 | 573 | 27,964 | 34,899 | 14,478 |
| Wise | 14.3 | 3,254 | 2,006 | 1,738 | 1,434 | 2,160 | 2,146 | 1,177 | 385 | 20,530 | 25,951 | 9,589 |
| Wythe | 9.9 | 1,948 | 1,368 | 1,344 | 1,137 | 1,593 | 1,537 | 844 | 129 | 21,275 | 25,741 | 9,994 |
| York | 15.2 | 867 | 724 | 921 | 1,154 | 2,446 | 3,517 | 3,867 | 1,704 | 41,220 | 45,640 | 15,660 |
| **TOTAL METRO COUNTIES** | **1,709.4** | **154,331** | **101,883** | **118,812** | **132,150** | **268,023** | **351,844** | **355,755** | **226,602** | **38,184** | **45,820** | **16,937** |
| **TOTAL STATE** | **2,349.7** | **259,926** | **169,802** | **186,062** | **197,372** | **384,229** | **468,979** | **430,327** | **253,003** | **34,400** | **41,953** | **15,528** |
| **WASHINGTON** | | | | | | | | | | | | |
| **BELLINGHAM** | **50.5** | **5,944** | **4,376** | **4,664** | **4,914** | **8,970** | **9,945** | **7,951** | **3,736** | **30,713** | **37,886** | **14,440** |
| Whatcom | 50.5 | 5,944 | 4,376 | 4,664 | 4,914 | 8,970 | 9,945 | 7,951 | 3,736 | 30,713 | 37,886 | 14,440 |
| **BREMERTON** | **72.9** | **6,934** | **4,755** | **5,569** | **6,610** | **13,409** | **16,807** | **13,316** | **5,500** | **34,372** | **40,656** | **14,864** |
| Kitsap | 72.9 | 6,934 | 4,755 | 5,569 | 6,610 | 13,409 | 16,807 | 13,316 | 5,500 | 34,372 | 40,656 | 14,864 |
| **OLYMPIA** | **64.8** | **6,238** | **4,832** | **5,496** | **5,988** | **11,488** | **14,602** | **11,626** | **4,530** | **33,531** | **38,143** | **14,686** |
| Thurston | 64.8 | 6,238 | 4,832 | 5,496 | 5,988 | 11,488 | 14,602 | 11,626 | 4,530 | 33,531 | 38,143 | 14,686 |
| **RICHLAND - KENNEWICK - PASCO** | **55.2** | **6,627** | **4,658** | **4,665** | **4,766** | **8,926** | **11,340** | **10,209** | **4,009** | **32,664** | **37,376** | **13,556** |
| Benton | 42.9 | 4,620 | 3,454 | 3,524 | 3,590 | 6,734 | 9,300 | 8,413 | 3,265 | 34,297 | 38,210 | 14,366 |
| Franklin | 12.3 | 2,007 | 1,204 | 1,141 | 1,176 | 2,192 | 2,040 | 1,796 | 744 | 27,640 | 34,469 | 11,128 |
| **SEATTLE** | **811.2** | **64,021** | **48,402** | **55,160** | **60,883** | **126,131** | **176,388** | **175,737** | **104,478** | **39,065** | **46,514** | **18,563** |
| King | 630.6 | 51,752 | 38,305 | 43,281 | 47,355 | 96,818 | 132,503 | 134,099 | 86,487 | 38,970 | 47,106 | 19,253 |
| Snohomish | 180.6 | 12,269 | 10,097 | 11,879 | 13,528 | 29,313 | 43,885 | 41,638 | 17,991 | 39,362 | 44,447 | 16,392 |
| ***SEATTLE - TACOMA CONSOLIDATED AREA*** | ***1,032.6*** | ***88,077*** | ***66,272*** | ***74,468*** | ***81,006*** | ***164,354*** | ***224,341*** | ***214,505*** | ***119,577*** | ***37,610*** | ***44,798*** | ***17,539*** |
| **SPOKANE** | **143.4** | **21,427** | **14,425** | **14,381** | **13,954** | **24,727** | **27,425** | **19,020** | **8,041** | **27,910** | **34,236** | **13,436** |
| Spokane | 143.4 | 21,427 | 14,425 | 14,381 | 13,954 | 24,727 | 27,425 | 19,020 | 8,041 | 27,910 | 34,236 | 13,436 |
| **TACOMA** | **221.4** | **24,056** | **17,870** | **19,308** | **20,123** | **38,223** | **47,953** | **38,768** | **15,099** | **32,616** | **38,509** | **14,095** |
| Pierce | 221.4 | 24,056 | 17,870 | 19,308 | 20,123 | 38,223 | 47,953 | 38,768 | 15,099 | 32,616 | 38,509 | 14,095 |
| **VANCOUVER** | **92.8** | **9,126** | **6,867** | **7,715** | **7,979** | **16,125** | **20,848** | **17,166** | **6,974** | **34,132** | **39,123** | **14,511** |
| Clark | 92.8 | 9,126 | 6,867 | 7,715 | 7,979 | 16,125 | 20,848 | 17,166 | 6,974 | 34,132 | 39,123 | 14,511 |
| **YAKIMA** | **66.7** | **11,266** | **7,127** | **7,216** | **6,996** | **11,560** | **11,745** | **7,684** | **3,106** | **25,603** | **31,906** | **11,101** |
| Yakima | 66.7 | 11,266 | 7,127 | 7,216 | 6,996 | 11,560 | 11,745 | 7,684 | 3,106 | 25,603 | 31,906 | 11,101 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Adams | 4.6 | 696 | 494 | 476 | 524 | 964 | 812 | 429 | 205 | 25,994 | 30,742 | 10,322 |
| Asotin | 7.0 | 1,308 | 780 | 705 | 709 | 1,210 | 1,255 | 763 | 270 | 24,986 | 29,989 | 11,928 |
| Benton | 42.9 | 4,620 | 3,454 | 3,524 | 3,590 | 6,734 | 9,300 | 8,413 | 3,265 | 34,297 | 38,210 | 14,366 |
| Chelan | 21.1 | 3,147 | 2,338 | 2,357 | 2,175 | 3,516 | 3,565 | 2,791 | 1,211 | 26,402 | 33,316 | 13,189 |
| Clallam | 23.6 | 3,362 | 2,572 | 2,460 | 2,406 | 4,414 | 4,463 | 2,899 | 1,024 | 27,173 | 33,003 | 13,269 |
| Clark | 92.8 | 9,126 | 6,867 | 7,715 | 7,979 | 16,125 | 20,848 | 17,166 | 6,974 | 34,132 | 39,123 | 14,511 |
| Columbia | 1.6 | 307 | 199 | 159 | 172 | 287 | 286 | 137 | 53 | 23,924 | 28,998 | 11,599 |
| Cowlitz | 32.3 | 4,458 | 3,170 | 3,034 | 2,782 | 5,362 | 6,852 | 5,074 | 1,568 | 30,101 | 34,300 | 13,205 |
| Douglas | 10.0 | 1,218 | 989 | 945 | 1,110 | 1,918 | 2,033 | 1,364 | 423 | 28,481 | 33,453 | 12,390 |
| Ferry | 2.2 | 368 | 216 | 202 | 185 | 446 | 414 | 315 | 54 | 28,086 | 30,735 | 10,565 |
| Franklin | 12.3 | 2,007 | 1,204 | 1,141 | 1,176 | 2,192 | 2,040 | 1,796 | 744 | 27,640 | 34,469 | 11,128 |
| Garfield | .9 | 137 | 96 | 103 | 99 | 199 | 168 | 82 | 16 | 25,707 | 29,951 | 12,253 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **WASHINGTON (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Grant | 20.0 | 3,332 | 2,227 | 2,379 | 2,244 | 3,480 | 3,530 | 2,046 | 762 | 24,594 | 30,200 | 10,844 |
| Grays Harbor | 25.8 | 4,294 | 3,050 | 2,720 | 2,549 | 4,377 | 4,769 | 3,011 | 1,030 | 25,601 | 31,361 | 12,486 |
| Island | 23.1 | 1,805 | 1,732 | 2,354 | 2,513 | 4,776 | 4,785 | 3,584 | 1,551 | 31,444 | 39,945 | 14,440 |
| Jefferson | 9.1 | 1,277 | 1,038 | 1,038 | 924 | 1,588 | 1,721 | 1,005 | 509 | 26,691 | 32,517 | 13,958 |
| King | 630.6 | 51,752 | 38,305 | 43,281 | 47,355 | 96,818 | 132,503 | 134,099 | 86,487 | 38,970 | 47,106 | 19,253 |
| Kitsap | 72.9 | 6,934 | 4,755 | 5,569 | 6,610 | 13,409 | 16,807 | 13,316 | 5,500 | 34,372 | 40,656 | 14,864 |
| Kittitas | 10.6 | 2,398 | 1,311 | 1,158 | 1,020 | 1,660 | 1,697 | 1,010 | 346 | 22,122 | 28,320 | 10,996 |
| Klickitat | 6.2 | 978 | 690 | 677 | 633 | 1,155 | 1,111 | 678 | 278 | 26,050 | 31,587 | 11,798 |
| Lewis | 23.0 | 3,760 | 2,591 | 2,369 | 2,312 | 4,142 | 4,351 | 2,598 | 877 | 26,054 | 30,702 | 11,614 |
| Lincoln | 3.6 | 543 | 395 | 391 | 379 | 676 | 680 | 373 | 163 | 26,299 | 30,880 | 12,633 |
| Mason | 15.3 | 2,149 | 1,565 | 1,495 | 1,618 | 2,937 | 3,056 | 1,956 | 524 | 27,681 | 32,628 | 12,418 |
| Okanogan | 12.8 | 2,735 | 1,660 | 1,636 | 1,432 | 2,203 | 1,803 | 1,020 | 311 | 21,288 | 27,470 | 10,403 |
| Pacific | 8.0 | 1,593 | 1,107 | 961 | 850 | 1,320 | 1,117 | 788 | 264 | 21,994 | 27,651 | 11,521 |
| Pend Oreille | 3.4 | 676 | 431 | 430 | 378 | 601 | 515 | 293 | 76 | 22,156 | 26,291 | 9,932 |
| Pierce | 221.4 | 24,056 | 17,870 | 19,308 | 20,123 | 38,223 | 47,953 | 38,768 | 15,099 | 32,616 | 38,509 | 14,095 |
| San Juan | 4.7 | 358 | 449 | 454 | 374 | 857 | 917 | 669 | 622 | 33,333 | 48,634 | 21,363 |
| Skagit | 31.7 | 3,815 | 2,681 | 2,926 | 3,178 | 5,747 | 6,643 | 4,578 | 2,132 | 30,398 | 37,105 | 14,257 |
| Skamania | 3.1 | 425 | 342 | 288 | 272 | 626 | 691 | 367 | 89 | 28,871 | 31,414 | 11,593 |
| Snohomish | 180.6 | 12,269 | 10,097 | 11,879 | 13,528 | 29,313 | 43,885 | 41,638 | 17,991 | 39,362 | 44,447 | 16,392 |
| Spokane | 143.4 | 21,427 | 14,425 | 14,381 | 13,954 | 24,727 | 27,425 | 19,020 | 8,041 | 27,910 | 34,236 | 13,436 |
| Stevens | 11.5 | 2,007 | 1,297 | 1,035 | 1,094 | 2,204 | 2,112 | 1,391 | 360 | 26,380 | 30,392 | 11,095 |
| Thurston | 64.8 | 6,238 | 4,832 | 5,496 | 5,988 | 11,488 | 14,602 | 11,626 | 4,530 | 33,531 | 38,143 | 14,686 |
| Wahkiakum | 1.3 | 219 | 129 | 154 | 108 | 288 | 230 | 117 | 55 | 26,266 | 30,573 | 12,044 |
| Walla Walla | 17.7 | 2,732 | 2,056 | 1,942 | 1,706 | 2,964 | 3,291 | 2,275 | 734 | 26,391 | 33,029 | 12,029 |
| Whatcom | 50.5 | 5,944 | 4,376 | 4,664 | 4,914 | 8,970 | 9,945 | 7,951 | 3,736 | 30,713 | 37,886 | 14,440 |
| Whitman | 13.7 | 2,804 | 1,594 | 1,449 | 1,245 | 2,048 | 2,006 | 1,750 | 804 | 24,028 | 32,391 | 11,437 |
| Yakima | 66.7 | 11,266 | 7,127 | 7,216 | 6,996 | 11,560 | 11,745 | 7,684 | 3,106 | 25,603 | 31,906 | 11,101 |
| **TOTAL METRO COUNTIES** | **1,578.9** | **155,639** | **113,312** | **124,174** | **132,213** | **259,559** | **337,053** | **301,477** | **155,473** | **35,184** | **42,015** | **16,191** |
| **TOTAL STATE** | **1,926.8** | **208,540** | **150,511** | **160,471** | **167,204** | **321,524** | **401,926** | **344,840** | **171,784** | **33,579** | **40,368** | **15,528** |
| **WEST VIRGINIA** | | | | | | | | | | | | |
| **CHARLESTON** | **100.4** | **16,076** | **10,491** | **10,599** | **9,737** | **16,106** | **18,152** | **13,976** | **5,263** | **26,982** | **33,267** | **13,365** |
| Kanawha | 84.3 | 13,919 | 8,978 | 8,970 | 8,200 | 13,424 | 14,763 | 11,493 | 4,553 | 26,491 | 33,196 | 13,591 |
| Putnam | 16.1 | 2,157 | 1,513 | 1,629 | 1,537 | 2,682 | 3,389 | 2,483 | 710 | 29,543 | 33,641 | 12,310 |
| **HUNTINGTON - ASHLAND** | **119.3** | **25,460** | **14,199** | **12,358** | **11,055** | **18,215** | **19,856** | **13,673** | **4,484** | **23,452** | **29,546** | **11,334** |
| Cabell | 38.8 | 8,157 | 4,601 | 4,116 | 3,445 | 5,835 | 6,299 | 4,480 | 1,867 | 23,666 | 31,273 | 12,666 |
| Wayne | 15.6 | 3,586 | 1,886 | 1,698 | 1,551 | 2,406 | 2,471 | 1,515 | 487 | 22,031 | 26,948 | 10,179 |
| *Boyd, Ky.* | *19.7* | *4,056* | *2,160* | *1,829* | *1,850* | *3,166* | *3,292* | *2,498* | *849* | *24,878* | *30,899* | *12,006* |
| *Carter, Ky.* | *8.7* | *1,985* | *1,169* | *998* | *795* | *1,255* | *1,480* | *860* | *158* | *21,245* | *26,404* | *9,453* |
| *Greenup, Ky.* | *13.5* | *2,630* | *1,452* | *1,302* | *1,244* | *2,164* | *2,662* | *1,596* | *450* | *25,545* | *30,476* | *11,150* |
| *Lawrence, Ohio* | *23.0* | *5,046* | *2,931* | *2,415* | *2,170* | *3,389* | *3,652* | *2,724* | *673* | *22,553* | *27,879* | *10,342* |
| **PARKERSBURG - MARIETTA** | **57.7** | **9,127** | **5,923** | **5,835** | **5,553** | **9,679** | **11,452** | **7,745** | **2,386** | **27,363** | **32,077** | **12,455** |
| Wood | 34.1 | 5,536 | 3,476 | 3,429 | 3,216 | 5,689 | 6,746 | 4,663 | 1,345 | 27,348 | 31,937 | 12,576 |
| *Washington, Ohio* | *23.6* | *3,591* | *2,447* | *2,406* | *2,337* | *3,990* | *4,706* | *3,082* | *1,041* | *27,384* | *32,280* | *12,287* |
| **STEUBENVILLE - WEIRTON** | **54.7** | **9,438** | **5,810** | **5,475** | **5,406** | **9,102** | **10,101** | **7,457** | **1,911** | **26,275** | **31,356** | **12,182** |
| Brooke | 10.1 | 1,418 | 900 | 894 | 924 | 1,809 | 1,996 | 1,709 | 450 | 30,016 | 34,179 | 12,929 |
| Hancock | 13.7 | 2,401 | 1,662 | 1,524 | 1,540 | 2,272 | 2,613 | 1,495 | 193 | 24,100 | 28,324 | 11,087 |
| *Jefferson, Ohio* | *30.9* | *5,619* | *3,248* | *3,057* | *2,942* | *5,021* | *5,492* | *4,253* | *1,268* | *26,132* | *31,778* | *12,414* |
| **WHEELING** | **62.2** | **11,671** | **7,322** | **6,902** | **6,369** | **10,336** | **10,708** | **6,868** | **2,024** | **24,086** | **29,601** | **11,720** |
| Marshall | 14.1 | 2,663 | 1,601 | 1,517 | 1,498 | 2,301 | 2,421 | 1,740 | 359 | 24,235 | 29,719 | 11,264 |
| Ohio | 20.4 | 3,762 | 2,317 | 2,091 | 1,875 | 3,434 | 3,597 | 2,216 | 1,108 | 25,438 | 32,201 | 13,060 |
| *Belmont, Ohio* | *27.7* | *5,246* | *3,404* | *3,294* | *2,996* | *4,601* | *4,690* | *2,912* | *557* | *23,181* | *27,626* | *10,995* |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Barbour | 5.8 | 1,774 | 887 | 721 | 594 | 792 | 622 | 338 | 72 | 16,657 | 21,727 | 8,078 |
| Berkeley | 23.3 | 3,143 | 1,930 | 2,046 | 2,221 | 4,451 | 5,416 | 3,079 | 1,014 | 30,156 | 33,377 | 12,645 |
| Boone | 9.5 | 2,436 | 1,206 | 1,069 | 892 | 1,032 | 1,382 | 1,248 | 235 | 20,218 | 27,048 | 10,197 |
| Braxton | 4.9 | 1,226 | 709 | 650 | 514 | 735 | 645 | 346 | 75 | 18,961 | 23,551 | 8,946 |
| Brooke | 10.1 | 1,418 | 900 | 894 | 924 | 1,809 | 1,996 | 1,709 | 450 | 30,016 | 34,179 | 12,929 |
| Cabell | 38.8 | 8,157 | 4,601 | 4,116 | 3,445 | 5,835 | 6,299 | 4,480 | 1,867 | 23,666 | 31,273 | 12,666 |
| Calhoun | 2.9 | 982 | 427 | 359 | 302 | 397 | 310 | 107 | 16 | 15,571 | 19,306 | 7,178 |
| Clay | 3.7 | 1,221 | 522 | 392 | 341 | 513 | 412 | 266 | 33 | 16,365 | 21,585 | 7,987 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Households by E B I Group | | | | | | | | Median Household E B I | Average Household E B I | Per Capita E B I |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | | | |
| **WEST VIRGINIA (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Doddridge | 2.6 | 605 | 370 | 330 | 317 | 409 | 337 | 189 | 43 | 19,924 | 24,101 | 9,082 |
| Fayette | 17.9 | 4,076 | 2,668 | 2,465 | 1,919 | 2,741 | 2,400 | 1,303 | 328 | 19,474 | 25,016 | 9,589 |
| Gilmer | 2.7 | 778 | 368 | 327 | 259 | 347 | 362 | 188 | 71 | 18,119 | 25,171 | 8,943 |
| Grant | 4.0 | 691 | 443 | 414 | 419 | 685 | 783 | 424 | 141 | 25,441 | 31,558 | 12,022 |
| Greenbrier | 13.8 | 2,921 | 1,773 | 1,759 | 1,623 | 2,428 | 1,797 | 1,126 | 373 | 21,377 | 26,375 | 10,581 |
| Hampshire | 6.5 | 1,267 | 753 | 733 | 685 | 1,283 | 1,027 | 582 | 170 | 23,627 | 28,781 | 10,877 |
| Hancock | 13.7 | 2,401 | 1,662 | 1,524 | 1,540 | 2,272 | 2,613 | 1,495 | 193 | 24,100 | 28,324 | 11,087 |
| Hardy | 4.4 | 889 | 565 | 547 | 462 | 809 | 749 | 331 | 48 | 22,153 | 26,517 | 10,235 |
| Harrison | 27.0 | 5,299 | 3,467 | 3,281 | 2,849 | 4,493 | 4,132 | 2,633 | 846 | 22,550 | 27,968 | 10,944 |
| Jackson | 9.7 | 2,036 | 1,047 | 1,024 | 1,036 | 1,648 | 1,761 | 1,012 | 136 | 23,586 | 27,564 | 10,244 |
| Jefferson | 13.3 | 1,513 | 1,189 | 1,149 | 1,133 | 2,396 | 3,020 | 2,100 | 800 | 31,904 | 36,759 | 13,178 |
| Kanawha | 84.3 | 13,919 | 8,978 | 8,970 | 8,200 | 13,424 | 14,763 | 11,493 | 4,553 | 26,491 | 33,196 | 13,591 |
| Lewis | 6.5 | 1,662 | 951 | 695 | 691 | 1,187 | 800 | 405 | 109 | 19,582 | 23,687 | 9,110 |
| Lincoln | 7.7 | 2,416 | 1,139 | 904 | 679 | 989 | 1,002 | 456 | 115 | 16,631 | 21,578 | 7,801 |
| Logan | 15.1 | 3,777 | 2,022 | 1,803 | 1,492 | 2,266 | 2,217 | 1,191 | 332 | 19,856 | 25,505 | 9,148 |
| McDowell | 12.1 | 4,188 | 1,947 | 1,542 | 1,110 | 1,304 | 1,297 | 542 | 170 | 14,781 | 19,987 | 7,351 |
| Marion | 22.4 | 4,396 | 2,784 | 2,439 | 2,090 | 3,619 | 3,711 | 2,637 | 724 | 23,782 | 29,043 | 11,514 |
| Marshall | 14.1 | 2,663 | 1,601 | 1,517 | 1,498 | 2,301 | 2,421 | 1,740 | 359 | 24,235 | 29,719 | 11,264 |
| Mason | 9.7 | 2,214 | 1,189 | 967 | 957 | 1,620 | 1,705 | 830 | 218 | 22,508 | 27,128 | 10,401 |
| Mercer | 25.1 | 5,111 | 3,251 | 3,019 | 2,617 | 4,020 | 3,883 | 2,340 | 859 | 22,233 | 28,801 | 11,278 |
| ☐ Mineral | 10.2 | 1,637 | 1,101 | 1,133 | 1,113 | 1,906 | 1,871 | 1,163 | 276 | 25,551 | 29,934 | 11,225 |
| Mingo | 11.7 | 3,436 | 1,527 | 1,291 | 1,021 | 1,567 | 1,523 | 953 | 382 | 18,435 | 25,413 | 8,956 |
| Monongalia | 29.2 | 6,357 | 3,360 | 3,023 | 2,719 | 4,725 | 4,394 | 3,291 | 1,331 | 23,420 | 30,732 | 11,792 |
| Monroe | 4.8 | 1,071 | 619 | 632 | 569 | 870 | 607 | 343 | 89 | 20,685 | 25,119 | 9,569 |
| Morgan | 5.0 | 693 | 491 | 553 | 541 | 979 | 951 | 586 | 206 | 27,198 | 32,029 | 12,610 |
| Nicholas | 10.0 | 2,430 | 1,410 | 1,355 | 1,156 | 1,503 | 1,282 | 684 | 180 | 19,280 | 23,743 | 8,893 |
| Ohio | 20.4 | 3,762 | 2,317 | 2,091 | 1,875 | 3,434 | 3,597 | 2,216 | 1,108 | 25,438 | 32,201 | 13,060 |
| Pendleton | 3.1 | 635 | 387 | 404 | 365 | 543 | 425 | 280 | 61 | 21,698 | 26,100 | 9,867 |
| Pleasants | 2.8 | 524 | 296 | 277 | 278 | 440 | 475 | 383 | 127 | 25,512 | 31,502 | 11,606 |
| Pocahontas | 3.6 | 784 | 522 | 487 | 453 | 639 | 416 | 215 | 84 | 20,077 | 24,444 | 9,887 |
| Preston | 10.7 | 2,266 | 1,384 | 1,316 | 1,184 | 1,905 | 1,601 | 841 | 203 | 21,621 | 25,907 | 9,559 |
| Putnam | 16.1 | 2,157 | 1,513 | 1,629 | 1,537 | 2,682 | 3,389 | 2,483 | 710 | 29,543 | 33,641 | 12,310 |
| Raleigh | 28.8 | 5,919 | 3,873 | 3,703 | 2,974 | 4,178 | 4,555 | 2,621 | 977 | 21,521 | 27,788 | 10,699 |
| Randolph | 10.4 | 2,397 | 1,526 | 1,433 | 1,249 | 1,686 | 1,246 | 610 | 253 | 19,455 | 24,679 | 9,101 |
| Ritchie | 3.9 | 1,004 | 547 | 545 | 450 | 522 | 542 | 244 | 46 | 18,660 | 24,290 | 9,379 |
| Roane | 5.8 | 1,461 | 918 | 848 | 650 | 838 | 714 | 287 | 84 | 18,072 | 22,506 | 8,588 |
| Summers | 5.2 | 1,427 | 755 | 633 | 572 | 824 | 586 | 324 | 79 | 18,301 | 23,937 | 8,828 |
| Taylor | 5.7 | 1,369 | 777 | 717 | 596 | 924 | 824 | 422 | 71 | 19,909 | 24,459 | 9,357 |
| Tucker | 3.0 | 619 | 381 | 383 | 348 | 526 | 431 | 263 | 49 | 21,681 | 26,312 | 10,252 |
| Tyler | 3.7 | 822 | 445 | 427 | 337 | 456 | 746 | 428 | 39 | 22,314 | 26,832 | 10,235 |
| Upshur | 8.1 | 1,723 | 1,099 | 1,041 | 884 | 1,373 | 1,181 | 595 | 204 | 21,057 | 26,036 | 9,290 |
| Wayne | 15.6 | 3,586 | 1,886 | 1,698 | 1,551 | 2,406 | 2,471 | 1,515 | 487 | 22,031 | 26,948 | 10,179 |
| Webster | 3.9 | 1,249 | 638 | 532 | 393 | 491 | 418 | 136 | 43 | 15,592 | 19,679 | 7,240 |
| Wetzel | 7.2 | 1,462 | 830 | 689 | 538 | 1,006 | 1,294 | 1,083 | 298 | 25,751 | 31,356 | 11,882 |
| Wirt | 1.9 | 507 | 304 | 246 | 200 | 301 | 246 | 84 | 12 | 17,825 | 21,304 | 7,784 |
| Wood | 34.1 | 5,536 | 3,476 | 3,429 | 3,216 | 5,689 | 6,746 | 4,663 | 1,345 | 27,348 | 31,937 | 12,576 |
| Wyoming | 10.2 | 2,698 | 1,360 | 1,254 | 1,020 | 1,324 | 1,508 | 852 | 184 | 19,154 | 24,201 | 8,785 |
| **TOTAL METRO COUNTIES** | **257.4** | **45,236** | **28,035** | **27,001** | **24,899** | **41,758** | **46,166** | **32,957** | **11,348** | **25,804** | **31,769** | **12,581** |
| **TOTAL STATE** | **686.7** | **140,710** | **83,091** | **77,425** | **68,598** | **109,542** | **111,901** | **72,155** | **23,278** | **23,070** | **28,876** | **11,113** |
| **WISCONSIN** | | | | | | | | | | | | |
| **APPLETON - OSHKOSH - NEENAH** | **118.0** | **9,862** | **8,992** | **9,927** | **10,483** | **21,626** | **29,279** | **20,876** | **6,955** | **34,142** | **38,468** | **14,141** |
| Calumet | 12.0 | 959 | 844 | 928 | 1,083 | 2,412 | 3,481 | 1,780 | 513 | 34,067 | 36,574 | 12,575 |
| Outagamie | 51.7 | 3,889 | 3,549 | 4,102 | 4,250 | 9,086 | 13,416 | 10,255 | 3,153 | 35,976 | 39,771 | 14,349 |
| Winnebago | 54.3 | 5,014 | 4,599 | 4,897 | 5,150 | 10,128 | 12,382 | 8,841 | 3,289 | 32,366 | 37,646 | 14,315 |
| **EAU CLAIRE** | **51.2** | **6,390** | **5,318** | **5,235** | **5,101** | **9,512** | **10,597** | **6,792** | **2,255** | **28,662** | **33,794** | **12,377** |
| Chippewa | 19.3 | 2,386 | 2,112 | 2,029 | 1,943 | 3,761 | 4,147 | 2,225 | 697 | 28,108 | 32,338 | 11,798 |
| Eau Claire | 31.9 | 4,004 | 3,206 | 3,206 | 3,158 | 5,751 | 6,450 | 4,567 | 1,558 | 29,017 | 34,675 | 12,729 |
| **GREEN BAY** | **73.5** | **6,811** | **5,898** | **6,065** | **6,187** | **12,798** | **17,480** | **13,568** | **4,693** | **34,218** | **39,320** | **14,640** |
| Brown | 73.5 | 6,811 | 5,898 | 6,065 | 6,187 | 12,798 | 17,480 | 13,568 | 4,693 | 34,218 | 39,320 | 14,640 |
| **JANESVILLE - BELOIT** | **52.4** | **5,581** | **4,487** | **4,665** | **4,841** | **9,379** | **12,138** | **8,976** | **2,333** | **32,048** | **36,373** | **13,653** |
| Rock | 52.4 | 5,581 | 4,487 | 4,665 | 4,841 | 9,379 | 12,138 | 8,976 | 2,333 | 32,048 | 36,373 | 13,653 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

| S&MM ESTIMATES | | Households by E B I Group | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | Median Household E B I | Average Household E B I | Per Capita E B I |
| **WISCONSIN (continued)** | | | | | | | | | | | | |
| **KENOSHA** | **47.8** | **5,051** | **4,034** | **4,510** | **4,863** | **9,420** | **10,422** | **7,570** | **1,930** | **30,613** | **34,945** | **12,790** |
| Kenosha | 47.8 | 5,051 | 4,034 | 4,510 | 4,863 | 9,420 | 10,422 | 7,570 | 1,930 | 30,613 | 34,945 | 12,790 |
| **LA CROSSE** | **37.4** | **4,475** | **3,940** | **3,822** | **3,680** | **6,892** | **7,897** | **5,123** | **1,571** | **28,956** | **33,822** | **12,752** |
| La Crosse | 37.4 | 4,475 | 3,940 | 3,822 | 3,680 | 6,892 | 7,897 | 5,123 | 1,571 | 28,956 | 33,822 | 12,752 |
| **MADISON** | **145.6** | **12,817** | **9,926** | **10,727** | **12,114** | **24,584** | **31,896** | **29,872** | **13,664** | **36,172** | **42,265** | **16,428** |
| Dane | 145.6 | 12,817 | 9,926 | 10,727 | 12,114 | 24,584 | 31,896 | 29,872 | 13,664 | 36,172 | 42,265 | 16,428 |
| **MILWAUKEE** | **543.4** | **54,731** | **42,606** | **41,565** | **43,304** | **85,603** | **117,858** | **111,177** | **46,556** | **35,476** | **41,136** | **15,463** |
| Milwaukee | 374.5 | 47,572 | 35,557 | 33,077 | 33,401 | 62,870 | 77,259 | 62,865 | 21,899 | 30,850 | 36,412 | 14,176 |
| Ozaukee | 26.4 | 1,096 | 1,145 | 1,440 | 1,589 | 3,670 | 6,098 | 6,746 | 4,616 | 45,386 | 54,322 | 19,250 |
| Washington | 33.8 | 1,575 | 1,677 | 1,951 | 2,324 | 5,364 | 8,965 | 8,918 | 3,026 | 41,822 | 44,981 | 15,577 |
| Waukesha | 108.7 | 4,488 | 4,227 | 5,097 | 5,990 | 13,699 | 25,536 | 32,648 | 17,015 | 47,412 | 53,013 | 18,493 |
| ***MILWAUKEE - RACINE CONSOLIDATED AREA*** | ***607.6*** | ***60,540*** | ***47,429*** | ***46,597*** | ***48,460*** | ***95,752*** | ***132,725*** | ***124,524*** | ***51,573*** | ***35,545*** | ***41,080*** | ***15,388*** |
| **RACINE** | **64.2** | **5,809** | **4,823** | **5,032** | **5,156** | **10,149** | **14,867** | **13,347** | **5,017** | **36,099** | **40,605** | **14,778** |
| Racine | 64.2 | 5,809 | 4,823 | 5,032 | 5,156 | 10,149 | 14,867 | 13,347 | 5,017 | 36,099 | 40,605 | 14,778 |
| **SHEBOYGAN** | **39.1** | **3,534** | **3,082** | **3,411** | **3,667** | **7,185** | **10,111** | **6,316** | **1,794** | **33,148** | **36,819** | **13,711** |
| Sheboygan | 39.1 | 3,534 | 3,082 | 3,411 | 3,667 | 7,185 | 10,111 | 6,316 | 1,794 | 33,148 | 36,819 | 13,711 |
| **WAUSAU** | **42.1** | **3,986** | **3,456** | **3,769** | **3,949** | **7,668** | **9,843** | **7,055** | **2,374** | **32,665** | **37,141** | **13,376** |
| Marathon | 42.1 | 3,986 | 3,456 | 3,769 | 3,949 | 7,668 | 9,843 | 7,055 | 2,374 | 32,665 | 37,141 | 13,376 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Adams | 6.1 | 947 | 804 | 770 | 735 | 1,220 | 947 | 541 | 136 | 23,598 | 30,433 | 11,602 |
| Ashland | 6.3 | 1,133 | 874 | 726 | 726 | 1,044 | 1,086 | 522 | 189 | 22,872 | 28,722 | 11,101 |
| Barron | 15.8 | 2,274 | 1,997 | 1,833 | 1,770 | 3,041 | 2,949 | 1,454 | 482 | 25,080 | 29,327 | 11,165 |
| Bayfield | 5.7 | 998 | 783 | 704 | 621 | 1,042 | 918 | 539 | 95 | 22,939 | 27,037 | 10,853 |
| Brown | 73.5 | 6,811 | 5,898 | 6,065 | 6,187 | 12,798 | 17,480 | 13,568 | 4,693 | 34,218 | 39,320 | 14,640 |
| Buffalo | 5.2 | 648 | 563 | 545 | 537 | 979 | 1,014 | 688 | 226 | 27,946 | 32,983 | 12,519 |
| Burnett | 5.3 | 858 | 746 | 660 | 604 | 1,066 | 824 | 432 | 110 | 23,195 | 26,793 | 10,758 |
| Calumet | 12.0 | 959 | 844 | 928 | 1,083 | 2,412 | 3,481 | 1,780 | 513 | 34,067 | 36,574 | 12,575 |
| Chippewa | 19.3 | 2,386 | 2,112 | 2,029 | 1,943 | 3,761 | 4,147 | 2,225 | 697 | 28,108 | 32,338 | 11,798 |
| Clark | 11.2 | 1,659 | 1,375 | 1,311 | 1,295 | 2,190 | 2,003 | 960 | 407 | 24,845 | 29,767 | 10,550 |
| Columbia | 17.3 | 1,741 | 1,464 | 1,539 | 1,674 | 3,447 | 4,116 | 2,582 | 737 | 31,447 | 35,326 | 13,285 |
| Crawford | 6.0 | 936 | 781 | 724 | 678 | 1,164 | 1,028 | 568 | 121 | 24,122 | 28,229 | 10,586 |
| Dane | 145.6 | 12,817 | 9,926 | 10,727 | 12,114 | 24,584 | 31,896 | 29,872 | 13,664 | 36,172 | 42,265 | 16,428 |
| Dodge | 27.1 | 2,284 | 2,152 | 2,344 | 2,586 | 5,307 | 6,707 | 4,420 | 1,300 | 32,855 | 37,419 | 13,135 |
| Door | 10.2 | 1,261 | 1,043 | 979 | 1,140 | 2,163 | 2,009 | 1,214 | 391 | 27,913 | 32,702 | 12,829 |
| ☐ Douglas | 16.6 | 2,580 | 2,081 | 1,778 | 1,731 | 3,056 | 3,143 | 1,819 | 412 | 25,400 | 29,849 | 11,797 |
| Dunn | 12.5 | 1,766 | 1,363 | 1,275 | 1,288 | 2,363 | 2,328 | 1,677 | 440 | 27,188 | 32,720 | 11,267 |
| Eau Claire | 31.9 | 4,004 | 3,206 | 3,206 | 3,158 | 5,751 | 6,450 | 4,567 | 1,558 | 29,017 | 34,675 | 12,729 |
| Florence | 1.8 | 284 | 214 | 191 | 194 | 347 | 326 | 207 | 37 | 25,452 | 29,190 | 11,422 |
| Fond du Lac | 33.1 | 3,483 | 2,881 | 2,925 | 3,439 | 6,939 | 7,753 | 4,385 | 1,295 | 30,367 | 34,623 | 12,580 |
| Forest | 3.3 | 743 | 574 | 474 | 386 | 502 | 416 | 158 | 47 | 18,512 | 23,301 | 8,738 |
| Grant | 17.2 | 2,067 | 1,641 | 1,722 | 1,824 | 3,245 | 3,469 | 2,403 | 829 | 29,013 | 34,903 | 12,202 |
| Green | 11.7 | 1,055 | 963 | 1,156 | 1,233 | 2,208 | 2,853 | 1,654 | 578 | 31,532 | 36,113 | 13,808 |
| Green Lake | 7.3 | 860 | 766 | 804 | 758 | 1,443 | 1,570 | 867 | 232 | 28,253 | 32,645 | 12,676 |
| Iowa | 7.5 | 975 | 763 | 788 | 820 | 1,585 | 1,495 | 768 | 306 | 27,457 | 31,663 | 11,641 |
| Iron | 2.6 | 476 | 419 | 354 | 334 | 463 | 344 | 165 | 45 | 20,763 | 24,742 | 10,546 |
| Jackson | 6.3 | 1,085 | 876 | 826 | 725 | 1,330 | 907 | 416 | 135 | 22,503 | 27,053 | 10,206 |
| Jefferson | 24.5 | 1,930 | 1,854 | 2,007 | 2,135 | 4,447 | 6,176 | 4,434 | 1,517 | 34,724 | 39,316 | 13,900 |
| Juneau | 8.4 | 1,216 | 985 | 937 | 933 | 1,668 | 1,596 | 797 | 268 | 25,725 | 29,959 | 11,439 |
| Kenosha | 47.8 | 5,051 | 4,034 | 4,510 | 4,863 | 9,420 | 10,422 | 7,570 | 1,930 | 30,613 | 34,945 | 12,790 |
| Kewaunee | 6.9 | 1,019 | 742 | 621 | 720 | 1,242 | 1,507 | 825 | 224 | 27,685 | 31,380 | 11,396 |
| La Crosse | 37.4 | 4,475 | 3,940 | 3,822 | 3,680 | 6,892 | 7,897 | 5,123 | 1,571 | 28,956 | 33,822 | 12,752 |
| Lafayette | 5.8 | 712 | 607 | 645 | 672 | 1,203 | 1,147 | 595 | 219 | 27,062 | 31,230 | 11,321 |
| Langlade | 7.6 | 1,243 | 1,034 | 973 | 874 | 1,445 | 1,204 | 594 | 233 | 23,146 | 27,955 | 10,895 |
| Lincoln | 10.3 | 1,262 | 1,113 | 1,059 | 1,071 | 2,055 | 2,197 | 1,188 | 355 | 28,057 | 32,030 | 11,997 |
| Manitowoc | 30.2 | 2,753 | 2,816 | 2,828 | 2,938 | 5,827 | 7,069 | 4,472 | 1,497 | 31,341 | 35,878 | 13,494 |
| Marathon | 42.1 | 3,986 | 3,456 | 3,769 | 3,949 | 7,668 | 9,843 | 7,055 | 2,374 | 32,665 | 37,141 | 13,376 |
| Marinette | 15.8 | 2,414 | 2,006 | 1,896 | 1,718 | 2,817 | 3,049 | 1,538 | 362 | 24,610 | 28,760 | 11,056 |
| Marquette | 5.0 | 734 | 615 | 629 | 614 | 990 | 817 | 479 | 122 | 24,251 | 28,499 | 11,309 |
| Menominee | 1.2 | 321 | 244 | 183 | 109 | 118 | 127 | 84 | 14 | 15,956 | 21,551 | 6,308 |
| Milwaukee | 374.5 | 47,572 | 35,557 | 33,077 | 33,401 | 62,870 | 77,259 | 62,865 | 21,899 | 30,850 | 36,412 | 14,176 |
| Monroe | 13.5 | 1,639 | 1,403 | 1,425 | 1,450 | 2,700 | 2,864 | 1,585 | 434 | 27,935 | 32,776 | 11,799 |
| Oconto | 11.5 | 1,788 | 1,424 | 1,274 | 1,141 | 2,078 | 2,341 | 1,135 | 319 | 25,584 | 29,665 | 11,076 |
| Oneida | 12.8 | 1,641 | 1,507 | 1,477 | 1,460 | 2,634 | 2,358 | 1,288 | 435 | 26,130 | 30,941 | 12,377 |

# HOUSEHOLDS BY EFFECTIVE BUYING INCOME [ E B I ] GROUP

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Total Households (Thousands) | Households by E B I Group | | | | | | | | Median Household E B I | Average Household E B I | Per Capita E B I |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under $10,000 | $10,000 To $14,999 | $15,000 To $19,999 | $20,000 To $24,999 | $25,000 To $34,999 | $35,000 To $49,999 | $50,000 To $74,999 | $75,000 Or More | | | |
| **WISCONSIN (continued)** | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | |
| Outagamie | 51.7 | 3,889 | 3,549 | 4,102 | 4,250 | 9,086 | 13,416 | 10,255 | 3,153 | 35,976 | 39,771 | 14,349 |
| Ozaukee | 26.4 | 1,096 | 1,145 | 1,440 | 1,589 | 3,670 | 6,098 | 6,746 | 4,616 | 45,386 | 54,322 | 19,250 |
| Pepin | 2.6 | 396 | 322 | 250 | 262 | 496 | 495 | 285 | 94 | 26,321 | 31,850 | 11,663 |
| Pierce | 11.3 | 1,035 | 933 | 1,009 | 1,004 | 1,934 | 2,613 | 2,045 | 727 | 33,659 | 38,700 | 13,015 |
| Polk | 13.4 | 1,691 | 1,482 | 1,416 | 1,342 | 2,322 | 2,570 | 1,915 | 662 | 28,088 | 33,349 | 12,588 |
| Portage | 21.9 | 2,493 | 2,002 | 1,894 | 2,043 | 3,876 | 4,856 | 3,653 | 1,083 | 31,312 | 35,854 | 12,523 |
| Price | 6.1 | 1,074 | 799 | 641 | 658 | 1,193 | 1,074 | 526 | 135 | 24,073 | 27,727 | 10,842 |
| Racine | 64.2 | 5,809 | 4,823 | 5,032 | 5,156 | 10,149 | 14,867 | 13,347 | 5,017 | 36,099 | 40,605 | 14,778 |
| Richland | 6.6 | 933 | 784 | 757 | 739 | 1,257 | 1,174 | 736 | 220 | 25,635 | 30,390 | 11,396 |
| Rock | 52.4 | 5,581 | 4,487 | 4,665 | 4,841 | 9,379 | 12,138 | 8,976 | 2,333 | 32,048 | 36,373 | 13,653 |
| Rusk | 5.7 | 962 | 825 | 733 | 678 | 1,061 | 879 | 428 | 134 | 22,433 | 26,705 | 10,148 |
| ☐ St. Croix | 18.5 | 1,281 | 1,097 | 1,212 | 1,327 | 2,816 | 4,157 | 4,635 | 1,975 | 40,173 | 44,678 | 15,744 |
| Sauk | 18.0 | 1,888 | 1,754 | 1,789 | 1,899 | 3,487 | 4,184 | 2,291 | 708 | 29,441 | 33,490 | 12,638 |
| Sawyer | 5.7 | 1,080 | 832 | 727 | 642 | 973 | 832 | 455 | 159 | 21,643 | 26,771 | 10,452 |
| Shawano | 14.0 | 1,825 | 1,585 | 1,548 | 1,510 | 2,803 | 2,795 | 1,490 | 444 | 26,825 | 31,065 | 11,506 |
| Sheboygan | 39.1 | 3,534 | 3,082 | 3,411 | 3,667 | 7,185 | 10,111 | 6,316 | 1,794 | 33,148 | 36,819 | 13,711 |
| Taylor | 6.8 | 928 | 754 | 764 | 761 | 1,293 | 1,344 | 706 | 250 | 26,376 | 30,885 | 11,054 |
| Trempealeau | 9.6 | 1,412 | 1,084 | 1,033 | 1,073 | 1,995 | 1,852 | 890 | 261 | 25,951 | 29,988 | 11,379 |
| Vernon | 9.8 | 1,616 | 1,201 | 1,126 | 1,075 | 1,760 | 1,715 | 985 | 322 | 24,451 | 29,335 | 11,186 |
| Vilas | 7.4 | 1,081 | 997 | 1,013 | 898 | 1,369 | 1,162 | 649 | 231 | 23,391 | 28,834 | 11,854 |
| Walworth | 27.5 | 2,584 | 2,195 | 2,534 | 2,651 | 4,818 | 6,180 | 4,793 | 1,745 | 32,802 | 38,328 | 13,869 |
| Washburn | 5.6 | 1,021 | 785 | 705 | 637 | 984 | 893 | 456 | 119 | 22,268 | 26,651 | 10,737 |
| Washington | 33.8 | 1,575 | 1,677 | 1,951 | 2,324 | 5,364 | 8,965 | 8,918 | 3,026 | 41,822 | 44,981 | 15,577 |
| Waukesha | 108.7 | 4,488 | 4,227 | 5,097 | 5,990 | 13,699 | 25,536 | 32,648 | 17,015 | 47,412 | 53,013 | 18,493 |
| Waupaca | 17.3 | 1,799 | 1,643 | 1,682 | 1,733 | 3,227 | 3,855 | 2,589 | 772 | 30,313 | 34,992 | 12,963 |
| Waushara | 7.8 | 1,173 | 965 | 942 | 931 | 1,550 | 1,342 | 700 | 197 | 24,404 | 28,507 | 11,230 |
| Winnebago | 54.3 | 5,014 | 4,599 | 4,897 | 5,150 | 10,128 | 12,382 | 8,841 | 3,289 | 32,366 | 37,646 | 14,315 |
| Wood | 27.8 | 2,903 | 2,561 | 2,598 | 2,552 | 4,671 | 6,617 | 4,479 | 1,419 | 32,040 | 36,593 | 13,710 |
| **TOTAL METRO COUNTIES** | **1,249.8** | **122,908** | **99,740** | **101,718** | **106,403** | **210,688** | **279,688** | **237,126** | **91,529** | **34,206** | **39,558** | **14,800** |
| **TOTAL STATE** | **1,847.7** | **197,007** | **162,635** | **163,483** | **168,693** | **324,069** | **403,634** | **312,831** | **115,348** | **32,094** | **37,435** | **13,967** |
| **WYOMING** | | | | | | | | | | | | |
| **CASPER** | **23.5** | **2,920** | **2,070** | **2,111** | **2,080** | **4,117** | **4,990** | **3,838** | **1,374** | **31,189** | **36,698** | **14,349** |
| Natrona | 23.5 | 2,920 | 2,070 | 2,111 | 2,080 | 4,117 | 4,990 | 3,838 | 1,374 | 31,189 | 36,698 | 14,349 |
| **CHEYENNE** | **28.5** | **3,097** | **2,342** | **2,604** | **2,734** | **5,000** | **5,848** | **4,912** | **1,963** | **31,737** | **37,323** | **14,255** |
| Laramie | 28.5 | 3,097 | 2,342 | 2,604 | 2,734 | 5,000 | 5,848 | 4,912 | 1,963 | 31,737 | 37,323 | 14,355 |
| **ALL COUNTIES** | | | | | | | | | | | | |
| Albany | 12.4 | 2,373 | 1,563 | 1,367 | 1,108 | 1,807 | 1,925 | 1,493 | 764 | 24,048 | 33,629 | 13,155 |
| Big Horn | 3.8 | 608 | 466 | 447 | 391 | 709 | 685 | 367 | 127 | 24,846 | 29,480 | 10,876 |
| Campbell | 9.9 | 761 | 606 | 634 | 609 | 1,484 | 2,169 | 2,763 | 874 | 40,805 | 43,198 | 14,646 |
| Carbon | 5.9 | 682 | 491 | 499 | 539 | 1,013 | 1,140 | 1,217 | 319 | 32,308 | 36,901 | 13,357 |
| Converse | 3.8 | 431 | 341 | 396 | 368 | 578 | 845 | 587 | 254 | 31,421 | 36,227 | 13,111 |
| Crook | 1.9 | 291 | 198 | 197 | 200 | 352 | 345 | 255 | 62 | 26,658 | 31,335 | 11,025 |
| Fremont | 11.9 | 1,874 | 1,345 | 1,297 | 1,162 | 2,161 | 2,187 | 1,437 | 437 | 26,197 | 30,844 | 11,022 |
| Goshen | 4.9 | 792 | 545 | 530 | 524 | 879 | 884 | 533 | 213 | 25,616 | 31,079 | 12,088 |
| Hot Springs | 1.9 | 285 | 186 | 166 | 196 | 379 | 385 | 206 | 97 | 27,853 | 32,477 | 13,129 |
| Johnson | 2.3 | 350 | 287 | 284 | 235 | 316 | 443 | 264 | 121 | 24,872 | 32,495 | 12,457 |
| Laramie | 28.5 | 3,097 | 2,342 | 2,604 | 2,734 | 5,000 | 5,848 | 4,912 | 1,963 | 31,737 | 37,323 | 14,355 |
| Lincoln | 4.1 | 434 | 333 | 373 | 394 | 742 | 952 | 665 | 207 | 31,912 | 35,691 | 11,707 |
| Natrona | 23.5 | 2,920 | 2,070 | 2,111 | 2,080 | 4,117 | 4,990 | 3,838 | 1,374 | 31,189 | 36,698 | 14,349 |
| Niobrara | 1.0 | 160 | 117 | 108 | 99 | 165 | 154 | 127 | 70 | 25,899 | 33,643 | 14,018 |
| Park | 8.9 | 1,141 | 809 | 856 | 916 | 1,620 | 1,929 | 1,113 | 516 | 29,155 | 35,089 | 13,233 |
| Platte | 3.2 | 507 | 424 | 360 | 276 | 491 | 603 | 458 | 81 | 25,657 | 30,557 | 12,223 |
| Sheridan | 9.4 | 1,251 | 918 | 905 | 928 | 1,734 | 1,827 | 1,365 | 472 | 28,732 | 35,107 | 14,043 |
| Sublette | 1.9 | 198 | 172 | 201 | 197 | 317 | 409 | 293 | 113 | 30,645 | 36,353 | 14,390 |
| Sweetwater | 13.5 | 1,248 | 838 | 740 | 875 | 1,915 | 3,082 | 3,699 | 1,103 | 41,157 | 43,570 | 15,317 |
| Teton | 5.0 | 345 | 287 | 350 | 451 | 973 | 1,184 | 935 | 475 | 35,892 | 45,774 | 18,915 |
| Uinta | 5.7 | 470 | 370 | 400 | 402 | 949 | 1,445 | 1,342 | 322 | 37,407 | 42,696 | 13,372 |
| Washakie | 3.1 | 430 | 279 | 310 | 334 | 616 | 682 | 341 | 108 | 27,967 | 32,653 | 12,344 |
| Weston | 2.4 | 303 | 195 | 219 | 253 | 466 | 618 | 271 | 75 | 30,000 | 33,595 | 12,598 |
| **TOTAL METRO COUNTIES** | **52.0** | **6,017** | **4,412** | **4,715** | **4,814** | **9,117** | **10,838** | **8,750** | **3,337** | **31,482** | **37,041** | **14,353** |
| **TOTAL STATE** | **168.9** | **20,951** | **15,182** | **15,354** | **15,271** | **28,783** | **34,731** | **28,481** | **10,147** | **30,994** | **36,619** | **13,674** |

1992 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# SECTION 8

## State And Regional Summaries
## Retail Sales By Store Group
## Retail Sales By Merchandise Line Category

**EXPLANATION OF TERMS**

An explanation of terms used in the **Survey of Buying Power Demographics USA 1992** will be found in the Introductory Section starting on page A-5. A detailed listing of the outlets that make up each Store Group, and definitions of the Merchandise Line Sales categories, will be found on pages A-9 and A-10.

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## NOTICE

Because of the layout of the tables in this section, the data begin on page 8-2.

In the summaries of retail sales by merchandise line (pages 8-4 through 8-7), the data for each region or state are arranged across two facing pages, with name repeated on the right-hand page for convenience.

## REGIONAL AND STATE SUMMARIES

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1991<br>U.S. CENSUS 1987<br>REGION<br>State | Year | Total Retail Sales ($000) | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **NEW ENGLAND** | **1991** | **110,944,410** | **22,366,971** | **20,471,315** | **12,954,414** | **10,917,917** | **8,689,059** | **5,573,309** | **4,925,164** | **2,877,968** | **22,691,055** | **6,801,054** | **5,885,278** | **4,029,082** |
| | 1987 | 101,627,795 | 18,702,709 | 17,113,717 | 9,471,898 | 10,699,028 | 8,445,265 | 5,707,325 | 4,841,355 | 2,873,630 | 22,498,264 | 6,059,842 | 6,512,954 | 3,303,870 |
| Connecticut | 1991 | 26,543,565 | 5,207,937 | 4,809,183 | 2,773,378 | 2,542,966 | 2,220,565 | 1,427,460 | 1,312,357 | 736,988 | 5,479,628 | 1,808,606 | 1,437,203 | 884,459 |
| | 1987 | 25,785,146 | 4,597,064 | 4,243,765 | 2,146,579 | 2,631,668 | 2,288,130 | 1,541,675 | 1,370,435 | 784,880 | 5,736,916 | 1,696,940 | 1,675,914 | 768,853 |
| Maine | 1991 | 10,091,828 | 2,299,183 | 2,176,888 | 1,003,858 | 874,504 | 610,438 | 345,995 | 326,376 | 196,509 | 2,062,787 | 662,980 | 648,870 | 328,340 |
| | 1987 | 8,939,715 | 1,856,654 | 1,757,177 | 710,937 | 828,323 | 570,345 | 343,222 | 310,415 | 189,290 | 1,976,534 | 569,323 | 692,885 | 259,900 |
| Massachusetts | 1991 | 52,089,985 | 10,178,102 | 9,144,217 | 6,773,641 | 5,231,570 | 4,174,120 | 2,858,529 | 2,339,084 | 1,404,327 | 10,475,713 | 2,992,770 | 2,375,779 | 2,048,847 |
| | 1987 | 45,997,249 | 8,240,822 | 7,401,353 | 4,808,435 | 4,966,137 | 3,917,326 | 2,831,853 | 2,183,804 | 1,331,791 | 10,059,035 | 2,575,518 | 2,541,103 | 1,624,264 |
| New Hampshire | 1991 | 11,008,774 | 2,313,889 | 2,205,666 | 1,051,528 | 1,212,648 | 874,501 | 430,365 | 533,157 | 271,610 | 2,493,847 | 562,916 | 744,122 | 303,827 |
| | 1987 | 10,211,682 | 1,937,352 | 1,846,391 | 771,593 | 1,189,675 | 846,951 | 442,930 | 541,970 | 281,576 | 2,475,659 | 501,117 | 826,621 | 250,425 |
| Rhode Island | 1991 | 6,760,389 | 1,361,202 | 1,188,302 | 859,268 | 752,495 | 597,082 | 340,210 | 244,909 | 170,933 | 1,254,545 | 469,701 | 337,104 | 331,996 |
| | 1987 | 6,520,985 | 1,205,858 | 1,051,838 | 664,784 | 778,491 | 611,258 | 368,910 | 264,484 | 186,164 | 1,312,953 | 440,547 | 394,675 | 289,548 |
| Vermont | 1991 | 4,449,869 | 1,006,658 | 947,059 | 492,741 | 303,734 | 212,353 | 170,750 | 169,281 | 97,601 | 924,535 | 304,081 | 342,200 | 131,613 |
| | 1987 | 4,173,018 | 864,959 | 813,193 | 369,570 | 304,734 | 211,255 | 178,735 | 170,247 | 99,929 | 937,167 | 276,397 | 381,756 | 110,880 |
| **MIDDLE ATLANTIC** | **1991** | **266,597,624** | **59,025,410** | **53,688,591** | **25,322,384** | **27,896,591** | **23,199,773** | **17,267,736** | **14,503,502** | **8,312,593** | **51,255,070** | **15,327,888** | **10,925,257** | **10,864,333** |
| | 1987 | 236,565,599 | 48,265,511 | 43,850,318 | 22,127,704 | 26,109,841 | 21,565,245 | 15,275,296 | 12,739,227 | 7,438,234 | 48,403,977 | 12,835,866 | 11,696,419 | 8,565,450 |
| New Jersey | 1991 | 63,209,987 | 13,969,509 | 12,875,944 | 5,504,942 | 6,161,258 | 5,262,436 | 4,337,948 | 3,792,936 | 2,359,947 | 13,353,800 | 3,851,872 | 2,480,833 | 2,148,313 |
| | 1987 | 56,326,196 | 11,408,848 | 10,508,429 | 4,823,731 | 5,753,942 | 4,884,194 | 3,807,132 | 3,319,744 | 2,091,330 | 12,905,307 | 3,227,472 | 2,637,164 | 1,683,103 |
| New York | 1991 | 122,445,952 | 27,261,298 | 24,344,927 | 12,517,081 | 12,504,449 | 10,099,350 | 8,725,784 | 6,996,850 | 3,873,516 | 21,203,382 | 6,154,078 | 4,936,249 | 5,333,929 |
| | 1987 | 106,452,688 | 22,005,437 | 19,612,087 | 10,767,511 | 11,545,608 | 9,245,871 | 7,697,655 | 6,080,738 | 3,437,737 | 19,035,872 | 5,051,701 | 5,198,723 | 4,177,246 |
| Pennsylvania | 1991 | 80,941,685 | 17,794,603 | 16,467,720 | 7,300,361 | 9,230,884 | 7,837,987 | 4,204,004 | 3,713,716 | 2,079,130 | 16,697,888 | 5,321,938 | 3,508,175 | 3,382,091 |
| | 1987 | 73,786,715 | 14,851,226 | 13,729,802 | 6,536,462 | 8,810,291 | 7,435,180 | 3,770,509 | 3,338,745 | 1,909,167 | 16,462,798 | 4,556,693 | 3,860,532 | 2,705,101 |
| **EAST NORTH CENTRAL** | **1991** | **303,829,171** | **53,901,240** | **50,366,390** | **30,930,088** | **40,346,662** | **34,043,741** | **15,226,528** | **14,779,379** | **7,889,896** | **62,482,843** | **25,680,533** | **16,614,725** | **13,665,510** |
| | 1987 | 255,189,896 | 47,579,577 | 44,434,385 | 25,961,246 | 32,017,812 | 26,810,165 | 12,266,019 | 12,626,969 | 6,871,849 | 57,711,875 | 19,094,632 | 13,765,910 | 10,102,249 |
| Illinois | 1991 | 84,709,929 | 14,534,017 | 13,535,667 | 8,736,103 | 10,332,174 | 8,831,524 | 5,206,091 | 4,335,131 | 2,365,411 | 16,500,985 | 6,445,735 | 4,243,600 | 4,450,752 |
| | 1987 | 69,929,653 | 12,669,083 | 11,800,906 | 7,233,152 | 8,084,079 | 6,857,419 | 4,140,216 | 3,651,883 | 2,033,561 | 15,027,520 | 4,726,554 | 3,467,444 | 3,222,685 |
| Indiana | 1991 | 39,881,962 | 6,847,712 | 6,543,489 | 3,899,381 | 5,084,060 | 4,088,634 | 1,711,088 | 1,723,908 | 891,544 | 8,593,231 | 3,573,821 | 2,432,084 | 1,959,398 |
| | 1987 | 33,992,316 | 6,135,300 | 5,859,342 | 3,320,933 | 4,086,289 | 3,253,811 | 1,395,684 | 1,494,728 | 788,232 | 8,049,712 | 2,692,667 | 2,044,962 | 1,459,092 |
| Michigan | 1991 | 67,760,980 | 11,360,029 | 10,397,468 | 6,614,209 | 9,988,017 | 8,878,688 | 3,641,323 | 3,453,911 | 1,871,402 | 14,692,619 | 5,671,459 | 3,854,751 | 2,832,641 |
| | 1987 | 58,025,602 | 10,182,414 | 9,303,796 | 5,653,479 | 8,062,566 | 7,119,202 | 2,986,155 | 3,011,426 | 1,657,104 | 13,796,880 | 4,315,506 | 3,249,243 | 2,149,559 |
| Ohio | 1991 | 76,294,964 | 14,819,701 | 13,943,196 | 7,910,163 | 10,489,958 | 8,672,517 | 3,250,485 | 3,506,954 | 1,951,670 | 15,862,737 | 6,690,491 | 3,957,608 | 3,252,915 |
| | 1987 | 64,705,164 | 13,183,094 | 12,400,022 | 6,690,387 | 8,371,966 | 6,861,820 | 2,639,018 | 3,016,730 | 1,712,333 | 14,743,382 | 5,025,629 | 3,301,710 | 2,426,453 |
| Wisconsin | 1991 | 35,181,336 | 6,339,781 | 5,946,570 | 3,770,232 | 4,452,453 | 3,572,378 | 1,417,541 | 1,759,475 | 809,869 | 6,833,271 | 3,299,027 | 2,126,682 | 1,169,804 |
| | 1987 | 28,537,161 | 5,409,686 | 5,070,319 | 3,063,295 | 3,412,912 | 2,717,913 | 1,104,946 | 1,452,202 | 680,619 | 6,094,381 | 2,334,276 | 1,702,551 | 844,460 |
| **WEST NORTH CENTRAL** | **1991** | **128,510,344** | **24,659,571** | **23,505,425** | **12,213,664** | **17,716,256** | **14,061,037** | **5,353,198** | **4,278,349** | **2,335,006** | **29,615,329** | **11,812,755** | **7,286,257** | **4,077,297** |
| | 1987 | 105,063,433 | 20,210,742 | 19,262,496 | 10,139,145 | 13,694,007 | 10,846,077 | 4,463,197 | 4,857,018 | 2,715,160 | 23,027,378 | 9,368,649 | 6,328,522 | 3,251,007 |
| Iowa | 1991 | 19,511,756 | 4,145,952 | 3,986,242 | 1,762,415 | 2,572,930 | 2,041,036 | 796,716 | 587,218 | 302,384 | 4,581,874 | 1,907,461 | 1,063,324 | 704,883 |
| | 1987 | 15,581,497 | 3,328,132 | 3,199,102 | 1,430,983 | 1,947,269 | 1,525,958 | 650,904 | 653,175 | 345,109 | 3,482,725 | 1,477,870 | 905,717 | 551,868 |
| Kansas | 1991 | 17,159,623 | 3,506,359 | 3,392,773 | 1,621,325 | 2,362,154 | 1,909,846 | 691,989 | 589,213 | 309,603 | 4,060,782 | 1,510,041 | 933,284 | 498,179 |
| | 1987 | 13,863,350 | 2,839,063 | 2,746,552 | 1,329,563 | 1,802,706 | 1,439,849 | 570,829 | 660,576 | 354,841 | 3,119,368 | 1,182,673 | 802,219 | 393,125 |
| Minnesota | 1991 | 35,159,987 | 6,233,195 | 5,909,143 | 3,296,937 | 5,027,848 | 3,655,918 | 1,531,575 | 1,293,943 | 674,413 | 7,518,861 | 2,972,868 | 2,214,953 | 1,103,209 |
| | 1987 | 28,005,700 | 4,965,931 | 4,706,176 | 2,655,714 | 3,766,532 | 2,796,361 | 1,240,785 | 1,429,241 | 769,949 | 5,671,675 | 2,292,703 | 1,871,218 | 848,645 |
| Missouri | 1991 | 36,427,985 | 6,873,603 | 6,602,558 | 3,586,959 | 5,178,776 | 4,405,852 | 1,481,760 | 1,125,059 | 626,618 | 8,773,988 | 3,393,308 | 1,964,751 | 1,093,314 |
| | 1987 | 31,128,013 | 5,899,378 | 5,663,644 | 3,114,701 | 4,191,376 | 3,534,999 | 1,294,642 | 1,340,485 | 760,196 | 7,135,857 | 2,816,338 | 1,789,112 | 920,122 |
| Nebraska | 1991 | 10,693,370 | 2,105,295 | 1,887,672 | 1,078,200 | 1,404,096 | 1,139,236 | 452,121 | 417,776 | 276,201 | 2,373,020 | 1,022,929 | 540,537 | 348,138 |
| | 1987 | 8,814,076 | 1,734,336 | 1,559,477 | 899,497 | 1,092,126 | 869,501 | 378,089 | 477,604 | 318,270 | 1,852,877 | 815,875 | 472,612 | 279,292 |
| North Dakota | 1991 | 4,669,914 | 837,427 | 805,899 | 423,305 | 640,806 | 503,454 | 201,725 | 123,243 | 72,264 | 1,138,900 | 478,819 | 285,712 | 149,525 |
| | 1987 | 3,848,488 | 694,280 | 667,924 | 355,153 | 501,423 | 385,867 | 170,295 | 141,783 | 84,351 | 895,387 | 383,362 | 251,392 | 120,535 |
| South Dakota | 1991 | 4,887,709 | 957,740 | 921,138 | 444,523 | 529,646 | 405,695 | 197,312 | 141,897 | 73,523 | 1,167,904 | 527,329 | 283,696 | 180,049 |
| | 1987 | 3,822,309 | 749,622 | 719,621 | 353,534 | 392,575 | 293,542 | 157,653 | 154,154 | 82,444 | 869,489 | 399,828 | 236,252 | 137,420 |
| **SOUTH ATLANTIC** | **1991** | **328,761,764** | **65,620,961** | **62,437,893** | **33,303,284** | **37,893,988** | **30,189,346** | **15,973,112** | **17,073,930** | **10,356,216** | **71,254,943** | **22,419,810** | **18,240,556** | **14,076,957** |
| | 1987 | 282,219,082 | 55,820,711 | 53,100,341 | 27,921,034 | 31,388,417 | 24,707,193 | 13,556,615 | 15,140,730 | 9,332,203 | 67,735,754 | 19,203,464 | 16,728,425 | 9,998,413 |
| Delaware | 1991 | 6,060,409 | 1,101,065 | 1,021,743 | 546,870 | 860,249 | 750,927 | 267,498 | 317,169 | 196,342 | 1,240,106 | 346,409 | 360,377 | 237,228 |
| | 1987 | 5,076,801 | 915,765 | 849,692 | 448,955 | 698,249 | 605,767 | 221,986 | 275,433 | 173,131 | 1,158,244 | 291,332 | 324,110 | 164,786 |
| District of Columbia | 1991 | 3,606,373 | 603,563 | 542,629 | 864,527 | 326,968 | 284,445 | 333,662 | 193,626 | 96,581 | 158,821 | 132,429 | 67,122 | 225,597 |
| | 1987 | 3,464,882 | 597,687 | 537,238 | 842,893 | 315,184 | 272,180 | 329,177 | 200,041 | 101,985 | 176,161 | 132,118 | 71,701 | 186,627 |
| Florida | 1991 | 109,570,910 | 21,180,699 | 19,836,078 | 11,553,056 | 12,530,333 | 10,291,066 | 5,070,450 | 5,706,809 | 3,404,935 | 25,134,086 | 6,837,296 | 5,494,399 | 4,905,995 |
| | 1987 | 90,295,017 | 17,289,323 | 16,185,226 | 9,282,504 | 9,955,471 | 8,076,107 | 4,122,100 | 4,855,169 | 2,934,164 | 22,980,303 | 5,623,343 | 4,836,419 | 3,343,205 |
| Georgia | 1991 | 46,910,489 | 9,115,269 | 8,794,898 | 4,743,524 | 5,819,539 | 4,750,525 | 2,204,587 | 2,319,119 | 1,366,065 | 9,951,630 | 3,499,935 | 2,757,040 | 1,948,537 |
| | 1987 | 41,167,671 | 7,924,115 | 7,643,943 | 4,058,518 | 4,920,272 | 3,986,529 | 1,909,074 | 2,102,787 | 1,261,087 | 9,688,545 | 3,061,883 | 2,585,127 | 1,414,469 |
| Maryland | 1991 | 36,385,417 | 7,004,319 | 6,579,060 | 3,515,550 | 4,323,855 | 3,470,181 | 2,015,113 | 1,956,132 | 1,106,823 | 7,920,047 | 2,404,878 | 1,661,686 | 1,413,999 |
| | 1987 | 32,680,175 | 6,242,519 | 5,859,390 | 3,083,538 | 3,749,873 | 2,993,338 | 1,788,610 | 1,817,002 | 1,054,139 | 7,903,361 | 2,159,399 | 1,597,876 | 1,052,572 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1991<br>U.S. CENSUS: 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| REGION State | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **SOUTH ATLANTIC (continued)** | | | | | | | | | | | | | | |
| North Carolina | 1991 | 46,077,984 | 9,345,315 | 9,039,093 | 4,584,845 | 4,788,865 | 3,585,770 | 2,228,078 | 2,545,790 | 1,629,873 | 9,943,912 | 3,214,738 | 3,258,447 | 2,009,410 |
| | 1987 | 40,650,140 | 8,145,668 | 7,878,351 | 3,934,241 | 4,063,352 | 2,998,948 | 1,931,342 | 2,312,873 | 1,501,767 | 9,706,504 | 2,823,278 | 3,063,230 | 1,462,700 |
| South Carolina | 1991 | 24,219,853 | 5,260,477 | 5,085,473 | 2,378,824 | 2,583,664 | 1,987,925 | 1,296,588 | 1,202,547 | 788,730 | 4,908,057 | 1,898,651 | 1,630,519 | 1,007,465 |
| | 1987 | 19,750,407 | 4,243,741 | 4,101,100 | 1,889,371 | 2,029,206 | 1,532,587 | 1,041,769 | 1,012,060 | 673,757 | 4,435,291 | 1,542,602 | 1,418,770 | 678,617 |
| Virginia | 1991 | 45,782,963 | 9,571,321 | 9,244,241 | 4,274,672 | 5,170,456 | 4,047,133 | 2,185,052 | 2,452,584 | 1,537,236 | 9,971,367 | 3,298,290 | 2,377,935 | 1,800,101 |
| | 1987 | 39,784,763 | 8,236,148 | 7,950,706 | 3,625,063 | 4,334,352 | 3,358,114 | 1,874,210 | 2,203,542 | 1,406,770 | 9,616,513 | 2,845,196 | 2,208,068 | 1,292,622 |
| West Virginia | 1991 | 10,147,366 | 2,438,933 | 2,294,678 | 841,416 | 1,490,059 | 1,021,374 | 372,084 | 380,154 | 229,631 | 2,026,917 | 787,184 | 633,031 | 528,625 |
| | 1987 | 9,349,226 | 2,225,745 | 2,094,695 | 755,951 | 1,322,458 | 883,623 | 338,347 | 361,823 | 225,403 | 2,070,832 | 724,313 | 623,124 | 402,815 |
| **EAST SOUTH CENTRAL** | 1991 | 97,306,693 | 19,319,392 | 18,424,510 | 8,555,642 | 13,760,162 | 10,757,132 | 4,693,004 | 4,305,738 | 2,547,456 | 22,350,600 | 7,268,102 | 5,127,211 | 4,236,131 |
| | 1987 | 83,814,768 | 18,109,996 | 17,271,085 | 7,337,271 | 10,734,456 | 8,282,104 | 3,812,148 | 3,637,705 | 2,198,790 | 20,080,466 | 6,294,734 | 4,831,174 | 3,067,998 |
| Alabama | 1991 | 26,132,246 | 5,108,264 | 4,866,724 | 2,198,114 | 3,478,780 | 2,825,156 | 1,468,426 | 1,125,321 | 687,796 | 6,408,158 | 1,829,955 | 1,386,234 | 1,072,720 |
| | 1987 | 22,268,159 | 4,740,058 | 4,516,088 | 1,863,858 | 2,681,637 | 2,152,492 | 1,176,575 | 938,196 | 583,451 | 5,680,013 | 1,565,539 | 1,291,330 | 770,034 |
| Kentucky | 1991 | 24,097,976 | 5,027,576 | 4,801,802 | 2,270,832 | 3,448,368 | 2,684,369 | 992,929 | 1,036,416 | 605,425 | 4,901,506 | 1,953,767 | 1,310,821 | 1,156,788 |
| | 1987 | 19,867,911 | 4,516,376 | 4,312,192 | 1,865,625 | 2,579,161 | 1,985,160 | 772,808 | 837,655 | 502,900 | 4,213,530 | 1,623,039 | 1,183,241 | 805,015 |
| Mississippi | 1991 | 13,692,446 | 3,090,897 | 2,958,608 | 1,056,031 | 2,088,592 | 1,459,381 | 605,123 | 518,723 | 311,126 | 2,994,535 | 922,094 | 697,150 | 630,934 |
| | 1987 | 11,987,915 | 2,944,259 | 2,817,714 | 920,504 | 1,650,083 | 1,132,502 | 497,756 | 444,457 | 271,361 | 2,731,712 | 814,179 | 667,886 | 465,907 |
| Tennessee | 1991 | 33,384,025 | 6,092,655 | 5,797,376 | 3,030,665 | 4,744,422 | 3,788,226 | 1,626,526 | 1,625,278 | 943,109 | 8,046,401 | 2,562,286 | 1,733,006 | 1,375,689 |
| | 1987 | 29,690,783 | 5,909,303 | 5,625,091 | 2,687,284 | 3,823,575 | 3,011,950 | 1,365,009 | 1,417,397 | 841,078 | 7,455,211 | 2,291,977 | 1,688,717 | 1,027,042 |
| **WEST SOUTH CENTRAL** | 1991 | 190,942,239 | 43,080,583 | 41,410,797 | 17,437,745 | 24,936,799 | 19,544,872 | 9,798,626 | 7,929,968 | 4,274,424 | 45,097,518 | 13,099,361 | 7,419,234 | 6,149,471 |
| | 1987 | 152,337,818 | 33,838,690 | 32,517,961 | 14,828,977 | 19,369,944 | 15,022,937 | 8,084,424 | 6,638,951 | 3,660,956 | 34,912,076 | 11,231,362 | 6,970,333 | 4,397,385 |
| Arkansas | 1991 | 15,583,945 | 3,380,575 | 3,267,807 | 1,124,173 | 2,252,135 | 1,884,912 | 642,896 | 557,396 | 345,110 | 3,838,975 | 1,191,279 | 891,753 | 474,685 |
| | 1987 | 12,318,710 | 2,624,754 | 2,537,387 | 945,120 | 1,730,353 | 1,437,220 | 524,307 | 460,949 | 287,621 | 2,939,781 | 1,010,892 | 828,682 | 336,917 |
| Louisiana | 1991 | 28,996,995 | 7,422,896 | 7,094,020 | 2,567,235 | 4,032,646 | 3,039,539 | 1,378,917 | 1,160,649 | 600,625 | 5,815,331 | 1,942,955 | 1,161,210 | 1,369,526 |
| | 1987 | 22,445,813 | 5,655,159 | 5,401,797 | 2,118,958 | 3,045,480 | 2,271,620 | 1,104,316 | 945,468 | 501,021 | 4,377,083 | 1,619,377 | 1,062,241 | 954,729 |
| Oklahoma | 1991 | 20,200,258 | 4,583,266 | 4,382,279 | 1,876,097 | 2,570,442 | 2,087,562 | 1,055,764 | 805,314 | 453,812 | 5,016,942 | 1,398,391 | 790,411 | 605,816 |
| | 1987 | 16,912,507 | 3,777,916 | 3,611,158 | 1,672,206 | 2,094,570 | 1,678,416 | 912,695 | 706,628 | 405,656 | 4,073,660 | 1,253,959 | 778,525 | 455,972 |
| Texas | 1991 | 126,161,041 | 27,693,846 | 26,666,691 | 11,870,240 | 16,081,576 | 12,532,859 | 6,721,049 | 5,406,609 | 2,874,877 | 30,426,270 | 8,566,736 | 4,575,860 | 3,699,444 |
| | 1987 | 100,660,788 | 21,780,861 | 20,967,619 | 10,092,693 | 12,499,541 | 9,635,681 | 5,543,106 | 4,525,906 | 2,466,658 | 23,521,552 | 7,347,134 | 4,300,885 | 2,649,767 |
| **MOUNTAIN** | 1991 | 96,491,074 | 21,897,517 | 21,130,074 | 10,301,863 | 11,440,509 | 8,764,184 | 4,374,417 | 4,765,900 | 2,636,020 | 18,359,835 | 6,936,842 | 5,514,344 | 3,226,442 |
| | 1987 | 80,196,892 | 17,303,796 | 16,695,476 | 8,407,604 | 9,015,963 | 6,771,089 | 3,361,787 | 3,950,415 | 2,219,052 | 17,584,824 | 6,284,901 | 4,345,886 | 2,317,971 |
| Arizona | 1991 | 26,893,039 | 6,370,820 | 6,168,501 | 2,787,201 | 3,153,320 | 2,245,578 | 1,113,684 | 1,398,892 | 775,378 | 5,238,692 | 1,769,452 | 1,446,765 | 1,151,244 |
| | 1987 | 22,359,864 | 5,040,992 | 4,880,028 | 2,274,218 | 2,487,596 | 1,729,575 | 857,002 | 1,160,851 | 654,139 | 5,020,997 | 1,602,045 | 1,143,128 | 831,322 |
| Colorado | 1991 | 25,216,404 | 5,400,945 | 5,216,905 | 2,930,401 | 3,168,889 | 2,520,770 | 1,177,967 | 1,317,249 | 676,761 | 4,663,772 | 1,704,274 | 1,322,951 | 614,976 |
| | 1987 | 21,311,032 | 4,345,390 | 4,197,728 | 2,433,186 | 2,537,543 | 1,982,288 | 920,822 | 1,111,531 | 579,219 | 4,542,083 | 1,569,318 | 1,062,454 | 450,540 |
| Idaho | 1991 | 6,191,970 | 1,487,719 | 1,444,258 | 587,925 | 627,788 | 481,776 | 264,775 | 282,285 | 158,590 | 1,259,747 | 508,833 | 408,808 | 218,274 |
| | 1987 | 5,082,307 | 1,157,005 | 1,123,146 | 471,714 | 486,470 | 365,813 | 200,462 | 230,458 | 130,204 | 1,187,917 | 453,576 | 317,107 | 155,150 |
| Montana | 1991 | 5,472,882 | 1,331,343 | 1,287,183 | 612,675 | 547,509 | 425,565 | 232,296 | 231,162 | 125,696 | 1,000,427 | 464,866 | 351,832 | 188,963 |
| | 1987 | 4,510,758 | 1,042,396 | 1,007,366 | 495,863 | 428,015 | 325,409 | 176,873 | 190,156 | 105,613 | 950,243 | 415,783 | 276,141 | 135,593 |
| Nevada | 1991 | 9,825,951 | 2,141,904 | 2,056,501 | 1,049,525 | 1,158,810 | 988,633 | 467,156 | 437,164 | 233,948 | 1,827,683 | 635,673 | 621,947 | 400,428 |
| | 1987 | 7,494,667 | 1,557,590 | 1,495,175 | 787,446 | 841,624 | 712,207 | 330,541 | 334,329 | 182,425 | 1,610,800 | 526,949 | 451,913 | 266,576 |
| New Mexico | 1991 | 9,645,014 | 2,095,622 | 2,000,155 | 1,062,822 | 1,170,116 | 844,760 | 445,790 | 410,931 | 245,053 | 1,882,706 | 734,669 | 618,236 | 346,969 |
| | 1987 | 8,204,100 | 1,692,229 | 1,614,140 | 885,167 | 942,978 | 662,344 | 350,520 | 348,754 | 212,327 | 1,845,814 | 676,390 | 500,998 | 253,725 |
| Utah | 1991 | 10,451,699 | 2,451,729 | 2,352,627 | 964,586 | 1,313,376 | 1,031,110 | 545,664 | 593,942 | 363,487 | 1,977,942 | 808,195 | 588,204 | 235,580 |
| | 1987 | 8,619,934 | 1,920,686 | 1,842,447 | 779,768 | 1,026,352 | 799,393 | 415,936 | 486,645 | 301,689 | 1,880,325 | 725,339 | 456,388 | 168,490 |
| Wyoming | 1991 | 2,794,115 | 617,435 | 603,944 | 306,728 | 300,701 | 225,992 | 127,085 | 94,275 | 57,107 | 508,866 | 310,880 | 155,601 | 70,008 |
| | 1987 | 2,614,230 | 547,508 | 535,446 | 280,242 | 265,385 | 194,060 | 109,631 | 87,691 | 53,436 | 546,645 | 315,501 | 137,757 | 56,575 |
| **PACIFIC** | 1991 | 298,002,617 | 60,382,962 | 56,281,286 | 38,173,074 | 32,584,632 | 24,711,296 | 17,089,010 | 17,277,022 | 8,593,902 | 52,536,839 | 18,926,763 | 15,720,079 | 14,669,048 |
| | 1987 | 243,252,418 | 49,650,132 | 46,229,075 | 27,293,291 | 29,281,089 | 21,917,132 | 12,927,093 | 13,666,105 | 6,953,154 | 50,972,186 | 14,388,111 | 12,186,649 | 9,476,711 |
| Alaska | 1991 | 4,740,158 | 1,245,707 | 1,208,963 | 685,740 | 600,732 | 432,497 | 268,798 | 150,999 | 81,897 | 550,015 | 236,372 | 243,771 | 124,896 |
| | 1987 | 3,728,095 | 927,173 | 899,018 | 474,449 | 527,172 | 369,741 | 198,031 | 116,966 | 64,589 | 511,288 | 185,352 | 215,949 | 109,634 |
| California | 1991 | 220,871,295 | 43,854,436 | 40,600,174 | 28,043,773 | 23,276,783 | 17,747,173 | 12,808,217 | 13,607,131 | 6,721,752 | 39,890,413 | 13,916,259 | 11,669,763 | 11,222,119 |
| | 1987 | 185,978,237 | 37,425,436 | 34,629,696 | 20,658,287 | 21,600,952 | 16,255,935 | 9,958,064 | 11,025,902 | 5,576,410 | 39,820,834 | 10,930,690 | 9,300,514 | 7,380,797 |
| Hawaii | 1991 | 11,411,804 | 2,224,365 | 2,043,444 | 2,095,424 | 1,527,201 | 1,224,057 | 883,046 | 409,262 | 226,584 | 1,390,280 | 655,213 | 343,178 | 729,847 |
| | 1987 | 8,267,436 | 1,598,720 | 1,469,580 | 1,366,102 | 1,257,775 | 997,001 | 594,900 | 293,422 | 165,485 | 1,231,562 | 434,385 | 235,319 | 453,254 |
| Oregon | 1991 | 23,262,179 | 4,582,412 | 4,312,440 | 2,721,017 | 3,102,492 | 2,225,667 | 1,140,413 | 1,145,947 | 563,184 | 4,477,243 | 1,566,441 | 1,223,551 | 820,429 |
| | 1987 | 17,339,757 | 3,401,597 | 3,201,917 | 1,764,158 | 2,533,036 | 1,794,897 | 780,714 | 819,056 | 412,090 | 3,924,759 | 1,074,725 | 859,631 | 484,214 |
| Washington | 1991 | 37,717,181 | 8,476,042 | 8,116,265 | 4,627,120 | 4,077,424 | 3,081,902 | 1,988,536 | 1,963,683 | 1,000,485 | 6,228,888 | 2,552,478 | 2,239,816 | 1,771,757 |
| | 1987 | 27,938,893 | 6,297,206 | 6,028,864 | 3,030,295 | 3,362,154 | 2,499,558 | 1,395,384 | 1,410,759 | 734,580 | 5,483,743 | 1,762,959 | 1,575,236 | 1,048,812 |
| **TOTAL UNITED STATES** | 1991 | 1,821,385,936 | 370,254,607 | 347,716,281 | 189,192,158 | 217,493,516 | 173,960,440 | 95,348,940 | 89,838,952 | 49,823,481 | 375,644,032 | 128,273,108 | 92,732,941 | 74,994,271 |
| | 1987 | 1,540,267,701 | 309,481,864 | 290,474,854 | 153,488,170 | 182,310,557 | 144,367,207 | 79,453,904 | 78,098,475 | 44,263,028 | 342,926,800 | 104,761,561 | 83,366,272 | 54,481,054 |

## REGIONAL AND STATE SUMMARIES
# 1991 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

SaMM ESTIMATES 1991
U.S. CENSUS 1987

Merchandise Line Sales

| | | Groceries & Other Foods | | Drugs & Health & Beauty Aids | | | Major Household Appliances | | | TVs, Video Recorders & Tapes | | | Audio Equipment, Musical Instruments & Supplies | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| REGION State | Year | In All Stores ($000) | In Food Stores ($000) | In All Stores ($000) | In Drug-stores ($000) | In Food Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) |
| **NEW ENGLAND** | **1991** | **18,902,374** | **17,856,395** | **4,679,752** | **3,156,589** | **905,046** | **1,191,616** | **497,271** | **333,624** | **746,109** | **340,094** | **217,441** | **1,160,641** | **777,280** |
| | 1987 | 15,886,894 | 14,932,633 | 3,943,405 | 2,589,843 | 758,237 | 1,166,260 | 491,377 | 324,868 | 733,483 | 334,951 | 212,584 | 1,121,636 | 748,120 |
| Connecticut | 1991 | 4,395,857 | 4,186,210 | 1,130,773 | 714,211 | 244,355 | 293,972 | 161,289 | 74,746 | 206,976 | 115,441 | 62,169 | 275,349 | 202,482 |
| | 1987 | 3,898,043 | 3,695,108 | 1,010,305 | 620,891 | 215,694 | 303,583 | 168,471 | 77,122 | 214,032 | 120,452 | 64,066 | 282,370 | 208,070 |
| Maine | 1991 | 1,695,105 | 1,578,948 | 388,871 | 232,322 | 113,940 | 109,333 | 48,731 | 23,801 | 54,393 | 25,944 | 15,868 | 75,229 | 44,556 |
| | 1987 | 1,378,794 | 1,275,120 | 315,887 | 183,951 | 91,992 | 102,470 | 46,361 | 22,240 | 51,607 | 24,667 | 14,828 | 70,396 | 41,522 |
| Massachusetts | 1991 | 8,903,463 | 8,444,539 | 2,289,149 | 1,617,534 | 379,762 | 523,490 | 196,474 | 146,088 | 344,743 | 152,032 | 87,648 | 579,148 | 388,686 |
| | 1987 | 7,238,079 | 6,837,122 | 1,861,509 | 1,282,480 | 307,499 | 494,647 | 183,433 | 137,105 | 326,233 | 141,942 | 82,263 | 537,045 | 355,949 |
| New Hampshire | 1991 | 1,863,660 | 1,745,670 | 368,815 | 234,322 | 74,975 | 148,539 | 58,462 | 43,631 | 80,673 | 30,474 | 23,308 | 135,784 | 83,918 |
| | 1987 | 1,570,730 | 1,461,521 | 313,340 | 193,132 | 62,779 | 146,590 | 59,357 | 42,176 | 80,465 | 30,995 | 22,475 | 134,713 | 83,767 |
| Rhode Island | 1991 | 1,211,989 | 1,138,034 | 338,276 | 256,943 | 43,951 | 80,108 | 16,653 | 38,211 | 42,680 | 8,081 | 23,285 | 57,857 | 31,013 |
| | 1987 | 1,080,650 | 1,008,168 | 301,247 | 224,089 | 38,966 | 83,399 | 17,984 | 39,120 | 44,510 | 8,728 | 23,839 | 60,789 | 33,057 |
| Vermont | 1991 | 832,300 | 762,994 | 163,868 | 101,257 | 48,063 | 36,174 | 15,662 | 7,147 | 16,644 | 8,122 | 5,163 | 37,274 | 26,625 |
| | 1987 | 720,598 | 655,594 | 141,117 | 85,300 | 41,307 | 35,571 | 15,771 | 7,105 | 16,636 | 8,167 | 5,113 | 36,323 | 25,755 |
| **MIDDLE ATLANTIC** | **1991** | **49,385,930** | **47,227,354** | **13,760,785** | **8,695,220** | **2,766,577** | **3,124,702** | **1,626,767** | **854,022** | **2,146,132** | **1,155,522** | **554,816** | **3,222,618** | **2,324,668** |
| | 1987 | 40,568,063 | 38,638,244 | 11,211,993 | 6,852,822 | 2,260,664 | 2,805,277 | 1,426,698 | 792,264 | 1,920,240 | 1,014,636 | 515,117 | 2,798,630 | 1,985,390 |
| New Jersey | 1991 | 11,522,565 | 11,162,613 | 3,117,733 | 1,794,088 | 738,477 | 701,750 | 361,875 | 200,279 | 464,460 | 242,254 | 133,450 | 724,491 | 530,399 |
| | 1987 | 9,448,119 | 9,123,178 | 2,538,627 | 1,405,497 | 602,599 | 629,849 | 316,777 | 185,276 | 416,140 | 212,108 | 123,694 | 631,385 | 455,746 |
| New York | 1991 | 22,974,725 | 21,972,432 | 6,500,348 | 4,223,925 | 1,248,065 | 1,474,794 | 790,579 | 349,042 | 1,086,696 | 595,961 | 239,159 | 1,714,811 | 1,255,620 |
| | 1987 | 18,631,009 | 17,752,119 | 5,239,132 | 3,305,286 | 1,006,865 | 1,302,819 | 685,757 | 317,769 | 956,354 | 517,933 | 218,668 | 1,468,995 | 1,062,230 |
| Pennsylvania | 1991 | 14,888,640 | 14,092,309 | 4,142,704 | 2,677,207 | 780,035 | 948,158 | 474,313 | 304,701 | 594,976 | 317,307 | 182,207 | 783,316 | 538,649 |
| | 1987 | 12,488,935 | 11,762,947 | 3,434,234 | 2,142,039 | 651,200 | 872,609 | 424,164 | 289,219 | 547,746 | 284,595 | 172,755 | 698,250 | 467,414 |
| **EAST NORTH CENTRAL** | **1991** | **47,999,169** | **42,068,471** | **15,083,192** | **9,381,937** | **2,173,267** | **3,719,586** | **1,835,792** | **1,161,724** | **2,832,596** | **1,649,316** | **607,491** | **3,353,219** | **2,170,244** |
| | 1987 | 41,835,717 | 37,134,060 | 11,663,755 | 6,943,199 | 1,914,328 | 3,074,724 | 1,561,775 | 917,693 | 2,350,777 | 1,400,850 | 478,707 | 2,750,910 | 1,799,022 |
| Illinois | 1991 | 12,683,773 | 11,617,878 | 4,234,117 | 2,633,576 | 599,461 | 1,060,191 | 484,964 | 359,876 | 851,548 | 466,403 | 201,915 | 999,114 | 680,310 |
| | 1987 | 10,955,477 | 10,123,720 | 3,211,945 | 1,901,294 | 521,772 | 862,992 | 407,917 | 281,767 | 692,705 | 389,120 | 157,030 | 797,364 | 546,329 |
| Indiana | 1991 | 5,803,910 | 5,333,507 | 1,949,703 | 1,283,533 | 260,196 | 492,129 | 250,582 | 142,890 | 498,215 | 215,629 | 87,387 | 510,460 | 221,441 |
| | 1987 | 5,154,027 | 4,778,218 | 1,517,043 | 957,199 | 232,749 | 415,869 | 217,872 | 114,603 | 418,886 | 186,811 | 70,013 | 425,583 | 186,315 |
| Michigan | 1991 | 11,340,833 | 8,875,231 | 3,363,151 | 2,141,637 | 374,535 | 823,581 | 429,251 | 262,212 | 559,231 | 391,395 | 101,409 | 642,668 | 461,786 |
| | 1987 | 9,959,179 | 7,961,136 | 2,644,394 | 1,623,796 | 334,321 | 696,346 | 374,478 | 209,933 | 477,848 | 341,034 | 81,241 | 541,398 | 393,653 |
| Ohio | 1991 | 12,332,671 | 11,224,057 | 4,047,373 | 2,474,223 | 711,607 | 901,353 | 430,991 | 287,186 | 593,243 | 330,883 | 158,009 | 792,754 | 526,289 |
| | 1987 | 10,866,825 | 9,988,627 | 3,165,241 | 1,846,985 | 631,678 | 745,723 | 364,623 | 228,022 | 492,870 | 281,093 | 125,723 | 661,014 | 445,479 |
| Wisconsin | 1991 | 5,837,982 | 5,017,798 | 1,488,848 | 848,968 | 227,468 | 442,332 | 240,004 | 109,560 | 330,359 | 245,006 | 58,771 | 408,223 | 280,418 |
| | 1987 | 4,900,209 | 4,282,359 | 1,125,132 | 613,925 | 193,808 | 353,794 | 196,885 | 83,368 | 268,468 | 202,792 | 44,700 | 325,551 | 27[illegible],246 |
| **WEST NORTH CENTRAL** | **1991** | **20,563,665** | **18,497,910** | **5,741,297** | **2,813,228** | **1,217,643** | **1,265,885** | **485,764** | **401,132** | **1,045,308** | **469,786** | **346,048** | **1,112,059** | **621,804** |
| | 1987 | 16,820,580 | 15,158,750 | 4,592,592 | 2,250,237 | 998,928 | 1,180,066 | 553,162 | 310,925 | 985,500 | 530,214 | 267,359 | 1,070,167 | 682,480 |
| Iowa | 1991 | 3,334,688 | 3,030,988 | 907,715 | 489,248 | 151,018 | 184,767 | 71,735 | 56,509 | 144,559 | 74,120 | 44,749 | 139,997 | 82,408 |
| | 1987 | 2,675,266 | 2,435,211 | 711,088 | 383,695 | 121,125 | 168,956 | 80,155 | 42,268 | 136,522 | 81,992 | 33,402 | 130,522 | 85,901 |
| Kansas | 1991 | 2,807,724 | 2,559,412 | 834,356 | 369,676 | 248,795 | 175,887 | 64,863 | 62,227 | 163,702 | 69,301 | 56,049 | 158,808 | 99,937 |
| | 1987 | 2,273,495 | 2,075,115 | 661,283 | 292,450 | 201,596 | 160,933 | 73,023 | 47,152 | 151,069 | 77,586 | 42,266 | 153,951 | 108,002 |
| Minnesota | 1991 | 5,570,500 | 4,898,207 | 1,494,000 | 732,662 | 274,689 | 342,553 | 135,100 | 111,362 | 268,389 | 132,867 | 82,470 | 348,507 | 186,822 |
| | 1987 | 4,430,154 | 3,902,145 | 1,151,325 | 563,559 | 218,798 | 311,242 | 148,810 | 85,684 | 250,869 | 145,934 | 63,360 | 327,601 | 201,714 |
| Missouri | 1991 | 5,532,664 | 5,039,585 | 1,602,226 | 775,632 | 340,496 | 364,500 | 131,359 | 118,285 | 305,679 | 115,229 | 124,613 | 298,540 | 160,336 |
| | 1987 | 4,736,935 | 4,323,746 | 1,348,029 | 654,275 | 292,435 | 351,826 | 156,633 | 95,770 | 291,737 | 136,691 | 99,293 | 298,484 | 184,991 |
| Nebraska | 1991 | 1,793,843 | 1,608,196 | 478,529 | 236,284 | 113,893 | 106,993 | 51,818 | 27,882 | 95,761 | 52,703 | 21,986 | 83,124 | 46,566 |
| | 1987 | 1,475,163 | 1,325,087 | 385,301 | 190,816 | 93,724 | 104,386 | 59,901 | 21,380 | 94,320 | 59,886 | 16,839 | 81,491 | 52,666 |
| North Dakota | 1991 | 724,765 | 656,101 | 219,325 | 107,086 | 40,667 | 46,227 | 14,730 | 14,387 | 35,170 | 10,794 | 11,074 | 38,958 | 21,284 |
| | 1987 | 601,093 | 544,730 | 178,417 | 86,592 | 33,925 | 42,460 | 16,867 | 11,041 | 31,658 | 12,218 | 8,487 | 37,934 | 23,893 |
| South Dakota | 1991 | 799,481 | 705,421 | 205,146 | 102,640 | 48,085 | 44,958 | 16,159 | 10,480 | 32,048 | 14,774 | 5,107 | 44,125 | 24,451 |
| | 1987 | 628,474 | 552,716 | 157,149 | 78,850 | 37,325 | 40,263 | 17,773 | 7,630 | 29,325 | 15,907 | 3,712 | 40,184 | 25,313 |
| **SOUTH ATLANTIC** | **1991** | **52,677,818** | **48,751,392** | **16,602,502** | **10,107,944** | **3,524,640** | **4,123,635** | **1,802,102** | **1,165,163** | **2,978,339** | **1,629,651** | **772,436** | **3,480,157** | **2,396,569** |
| | 1987 | 44,656,354 | 41,481,942 | 12,599,644 | 7,201,370 | 3,006,960 | 3,490,778 | 1,589,422 | 957,264 | 2,548,440 | 1,447,904 | 631,910 | 2,923,658 | 2,061,699 |
| Delaware | 1991 | 893,852 | 838,976 | 274,552 | 183,183 | 47,401 | 74,394 | 24,781 | 29,976 | 53,201 | 18,744 | 26,528 | 77,537 | 56,448 |
| | 1987 | 740,982 | 698,257 | 201,325 | 127,080 | 39,501 | 60,922 | 21,276 | 24,290 | 44,425 | 16,686 | 21,369 | 64,718 | 47,838 |
| District of Columbia | 1991 | 486,045 | 444,820 | 250,798 | 171,898 | 55,527 | 29,952 | 10,069 | 12,231 | 33,277 | 22,074 | 6,542 | 49,486 | 35,217 |
| | 1987 | 477,413 | 440,490 | 218,925 | 142,204 | 54,987 | 28,923 | 10,402 | 11,704 | 33,285 | 22,805 | 6,260 | 47,312 | 34,607 |
| Florida | 1991 | 16,854,428 | 15,579,058 | 5,417,950 | 3,133,823 | 1,123,918 | 1,469,705 | 697,563 | 403,448 | 962,745 | 501,470 | 269,567 | 1,143,872 | 790,553 |
| | 1987 | 13,708,149 | 12,725,486 | 3,940,866 | 2,136,883 | 917,745 | 1,191,018 | 593,653 | 317,823 | 781,014 | 424,742 | 211,493 | 917,267 | 648,605 |
| Georgia | 1991 | 7,511,080 | 6,811,206 | 2,316,907 | 1,432,194 | 460,350 | 612,084 | 267,788 | 168,539 | 432,017 | 215,890 | 128,388 | 498,955 | 347,014 |
| | 1987 | 6,505,104 | 5,921,513 | 1,794,929 | 1,039,647 | 400,020 | 532,684 | 242,549 | 141,363 | 377,817 | 195,934 | 107,778 | 430,931 | 305,691 |
| Maryland | 1991 | 5,653,805 | 5,271,553 | 1,931,579 | 1,103,419 | 572,571 | 386,893 | 140,644 | 159,846 | 345,204 | 198,317 | 99,694 | 434,165 | 330,485 |
| | 1987 | 5,015,155 | 4,697,283 | 1,549,028 | 820,649 | 510,592 | 342,615 | 131,399 | 137,651 | 308,795 | 183,614 | 85,793 | 382,387 | 296,063 |

## REGIONAL AND STATE SUMMARIES
# 1991 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1991<br>U.S. CENSUS 1987 | | Merchandise Line Sales | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Home Computers & Calculators | | Furniture & Sleep Equipment | | Men's & Boys' Clothing | | | Women's & Girls' Clothing | | | Footwear | | |
| REGION<br>State | Year | In All Stores ($000) | In Radio/TV Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) |
| **NEW ENGLAND** | 1991 | **606,821** | **264,981** | **1,978,320** | **1,499,251** | **2,998,349** | **1,353,806** | **1,125,691** | **5,973,167** | **2,991,380** | **2,130,145** | **1,442,840** | **984,713** | **200,335** |
| | 1987 | 569,081 | 250,117 | 1,937,667 | 1,474,516 | 2,956,188 | 1,386,019 | 1,094,708 | 5,916,710 | 3,061,143 | 2,071,486 | 1,433,413 | 1,010,086 | 195,462 |
| Connecticut | 1991 | 106,223 | 55,289 | 553,522 | 416,999 | 691,313 | 338,507 | 281,369 | 1,433,828 | 757,603 | 569,830 | 354,704 | 264,709 | 57,448 |
| | 1987 | 106,122 | 54,801 | 575,455 | 435,586 | 727,709 | 365,554 | 289,827 | 1,512,008 | 818,118 | 587,425 | 376,930 | 286,005 | 59,236 |
| Maine | 1991 | 37,416 | 17,375 | 128,955 | 95,613 | 334,958 | 98,036 | 68,571 | 442,780 | 159,961 | 133,509 | 190,047 | 73,784 | 10,378 |
| | 1987 | 33,351 | 15,709 | 122,078 | 90,939 | 303,312 | 97,653 | 65,010 | 410,850 | 157,942 | 124,845 | 171,011 | 73,430 | 9,695 |
| Massachusetts | 1991 | 199,319 | 98,616 | 947,516 | 720,414 | 1,449,854 | 681,737 | 568,992 | 3,105,985 | 1,588,769 | 1,067,373 | 660,555 | 473,077 | 97,980 |
| | 1987 | 181,631 | 87,793 | 883,838 | 672,591 | 1,393,145 | 675,221 | 534,613 | 2,985,048 | 1,573,964 | 1,002,676 | 640,589 | 468,824 | 92,065 |
| New Hampshire | 1991 | 225,555 | 74,484 | 177,002 | 131,766 | 245,188 | 103,010 | 102,312 | 484,326 | 213,957 | 184,508 | 118,580 | 89,398 | 13,989 |
| | 1987 | 209,897 | 72,880 | 177,704 | 134,179 | 244,239 | 106,013 | 99,089 | 480,450 | 220,155 | 178,696 | 119,782 | 91,972 | 13,550 |
| Rhode Island | 1991 | 23,187 | 8,173 | 108,646 | 80,814 | 176,314 | 80,410 | 80,006 | 344,411 | 186,812 | 134,936 | 81,200 | 58,596 | 16,717 |
| | 1987 | 23,783 | 8,418 | 115,616 | 87,273 | 185,998 | 87,189 | 81,906 | 364,448 | 202,579 | 138,140 | 86,633 | 63,526 | 17,114 |
| Vermont | 1991 | 15,121 | 11,044 | 62,679 | 53,645 | 100,722 | 52,106 | 24,441 | 161,837 | 84,278 | 39,989 | 37,754 | 25,149 | 3,823 |
| | 1987 | 14,297 | 10,516 | 62,976 | 53,948 | 101,785 | 54,389 | 24,263 | 163,906 | 88,385 | 39,702 | 38,468 | 26,329 | 3,802 |
| **MIDDLE ATLANTIC** | 1991 | **1,071,840** | **563,624** | **5,852,755** | **4,404,285** | **8,417,529** | **4,235,275** | **3,354,886** | **17,635,204** | **9,276,364** | **6,730,853** | **4,341,790** | **3,276,377** | **745,598** |
| | 1987 | 922,175 | 472,177 | 5,209,255 | 3,869,318 | 7,635,965 | 3,741,990 | 3,132,234 | 15,978,878 | 8,202,403 | 6,261,136 | 3,887,122 | 2,904,980 | 696,439 |
| New Jersey | 1991 | 267,861 | 156,460 | 1,590,154 | 1,239,865 | 1,939,521 | 1,020,580 | 774,455 | 4,385,897 | 2,419,237 | 1,579,355 | 1,043,076 | 778,465 | 194,690 |
| | 1987 | 230,358 | 130,842 | 1,408,275 | 1,084,106 | 1,750,801 | 895,125 | 720,015 | 3,947,816 | 2,123,102 | 1,470,243 | 929,509 | 684,750 | 181,704 |
| New York | 1991 | 543,147 | 244,247 | 2,688,358 | 2,040,015 | 4,077,219 | 2,287,621 | 1,484,711 | 8,182,126 | 4,613,195 | 2,990,577 | 2,115,520 | 1,591,591 | 347,914 |
| | 1987 | 460,915 | 200,967 | 2,360,535 | 1,772,793 | 3,662,800 | 2,014,667 | 1,368,034 | 7,359,074 | 4,068,765 | 2,747,258 | 1,883,317 | 1,406,912 | 321,879 |
| Pennsylvania | 1991 | 260,832 | 162,917 | 1,574,243 | 1,124,405 | 2,400,789 | 927,074 | 1,095,720 | 5,067,181 | 2,243,932 | 2,160,921 | 1,183,194 | 906,321 | 202,994 |
| | 1987 | 230,902 | 140,368 | 1,440,445 | 1,012,419 | 2,222,364 | 832,198 | 1,044,185 | 4,671,988 | 2,010,536 | 2,043,635 | 1,074,296 | 813,318 | 192,856 |
| **EAST NORTH CENTRAL** | 1991 | **1,101,520** | **618,302** | **5,951,412** | **4,260,151** | **8,900,863** | **3,358,821** | **4,451,131** | **18,699,994** | **8,096,627** | **7,964,749** | **4,675,654** | **3,150,672** | **969,569** |
| | 1987 | 894,706 | 504,692 | 4,996,910 | 3,646,215 | 7,120,574 | 2,699,855 | 3,531,918 | 14,972,232 | 6,519,846 | 6,278,825 | 3,767,851 | 2,547,776 | 765,707 |
| Illinois | 1991 | 292,392 | 184,556 | 1,827,491 | 1,221,552 | 2,723,957 | 1,212,948 | 1,170,079 | 5,849,401 | 2,772,785 | 2,148,909 | 1,460,637 | 980,335 | 282,122 |
| | 1987 | 233,740 | 148,601 | 1,512,553 | 1,033,166 | 2,159,384 | 962,282 | 915,147 | 4,641,690 | 2,204,098 | 1,676,082 | 1,165,616 | 782,861 | 222,241 |
| Indiana | 1991 | 149,993 | 86,547 | 697,588 | 493,064 | 1,048,376 | 356,278 | 571,589 | 2,759,678 | 902,726 | 985,989 | 616,457 | 381,045 | 116,204 |
| | 1987 | 121,765 | 70,114 | 593,939 | 428,435 | 849,830 | 291,036 | 457,234 | 2,226,006 | 738,155 | 783,907 | 499,698 | 310,093 | 92,191 |
| Michigan | 1991 | 224,312 | 133,032 | 1,313,337 | 995,135 | 1,936,960 | 817,725 | 956,734 | 3,841,287 | 1,939,334 | 1,716,083 | 1,017,360 | 741,826 | 204,695 |
| | 1987 | 186,061 | 111,435 | 1,126,808 | 868,189 | 1,576,849 | 669,366 | 784,957 | 3,131,036 | 1,591,428 | 1,375,617 | 832,404 | 608,651 | 164,040 |
| Ohio | 1991 | 297,996 | 129,598 | 1,484,045 | 1,076,847 | 2,166,360 | 673,226 | 1,281,117 | 4,343,468 | 1,734,233 | 2,293,830 | 1,081,628 | 725,479 | 271,411 |
| | 1987 | 244,911 | 107,569 | 1,253,702 | 926,114 | 1,741,210 | 544,851 | 1,016,281 | 3,497,776 | 1,403,745 | 1,820,228 | 881,273 | 595,646 | 215,017 |
| Wisconsin | 1991 | 136,827 | 84,569 | 628,951 | 473,553 | 1,025,210 | 298,644 | 471,612 | 1,906,160 | 747,549 | 819,938 | 499,572 | 321,987 | 95,137 |
| | 1987 | 108,229 | 66,973 | 509,908 | 390,311 | 793,301 | 232,320 | 358,299 | 1,475,724 | 582,420 | 622,991 | 388,860 | 250,525 | 72,218 |
| **WEST NORTH CENTRAL** | 1991 | **398,860** | **221,269** | **1,837,848** | **1,270,194** | **3,482,669** | **1,207,367** | **1,738,372** | **6,729,773** | **2,793,948** | **3,155,981** | **1,764,244** | **1,126,266** | **424,294** |
| | 1987 | 387,343 | 239,292 | 1,899,117 | 1,446,161 | 2,784,971 | 1,005,649 | 1,347,305 | 5,396,707 | 2,327,762 | 2,440,305 | 1,444,428 | 939,901 | 328,597 |
| Iowa | 1991 | 48,526 | 22,833 | 256,995 | 177,612 | 514,315 | 182,749 | 258,064 | 1,032,299 | 412,433 | 490,101 | 247,920 | 175,791 | 49,775 |
| | 1987 | 44,565 | 23,870 | 260,719 | 199,205 | 402,036 | 149,434 | 193,211 | 808,146 | 336,573 | 366,849 | 199,158 | 143,572 | 37,287 |
| Kansas | 1991 | 47,140 | 31,670 | 234,408 | 156,912 | 439,840 | 155,398 | 221,243 | 845,265 | 347,862 | 418,991 | 242,112 | 156,982 | 55,439 |
| | 1987 | 46,556 | 33,671 | 237,564 | 177,082 | 347,977 | 128,321 | 167,299 | 669,865 | 287,003 | 316,290 | 195,214 | 129,031 | 41,805 |
| Minnesota | 1991 | 125,414 | 67,679 | 581,517 | 392,934 | 1,040,142 | 369,787 | 485,949 | 1,902,112 | 813,227 | 789,649 | 470,639 | 286,031 | 122,762 |
| | 1987 | 117,867 | 70,879 | 582,864 | 435,235 | 806,450 | 299,355 | 371,724 | 1,481,040 | 658,591 | 602,848 | 373,667 | 231,523 | 94,440 |
| Missouri | 1991 | 99,200 | 60,400 | 492,300 | 331,938 | 915,534 | 304,997 | 521,981 | 1,923,961 | 786,127 | 977,973 | 513,466 | 324,469 | 141,610 |
| | 1987 | 101,982 | 68,229 | 530,941 | 396,846 | 768,379 | 267,082 | 424,992 | 1,618,259 | 685,063 | 791,493 | 439,858 | 284,672 | 113,693 |
| Nebraska | 1991 | 54,586 | 30,555 | 161,736 | 129,108 | 324,213 | 101,218 | 135,624 | 547,078 | 229,347 | 259,620 | 164,961 | 100,671 | 30,547 |
| | 1987 | 54,743 | 33,837 | 172,736 | 146,225 | 263,211 | 84,639 | 103,497 | 440,114 | 191,765 | 198,241 | 136,236 | 84,214 | 23,212 |
| North Dakota | 1991 | 12,671 | 5,465 | 55,749 | 38,255 | 135,275 | 47,050 | 66,375 | 259,355 | 107,465 | 126,080 | 63,243 | 38,542 | 15,399 |
| | 1987 | 11,904 | 6,060 | 57,856 | 44,044 | 109,538 | 39,865 | 50,859 | 209,841 | 90,589 | 96,604 | 52,131 | 32,339 | 11,802 |
| South Dakota | 1991 | 11,323 | 2,667 | 55,143 | 43,435 | 113,350 | 46,168 | 49,136 | 219,703 | 97,487 | 93,567 | 61,903 | 43,780 | 8,762 |
| | 1987 | 9,726 | 2,746 | 56,437 | 47,524 | 87,380 | 36,953 | 35,723 | 169,442 | 78,178 | 67,980 | 48,164 | 34,550 | 6,358 |
| **SOUTH ATLANTIC** | 1991 | **1,165,750** | **634,612** | **7,456,418** | **5,566,966** | **8,434,335** | **3,492,670** | **3,968,452** | **18,259,937** | **8,432,738** | **7,780,439** | **4,963,723** | **3,371,763** | **1,000,553** |
| | 1987 | 961,144 | 536,389 | 6,458,663 | 4,937,172 | 7,028,733 | 2,971,790 | 3,253,657 | 15,219,990 | 7,146,058 | 6,386,585 | 4,142,120 | 2,865,927 | 821,438 |
| Delaware | 1991 | 19,623 | 9,875 | 168,095 | 125,188 | 178,785 | 66,094 | 99,852 | 346,742 | 133,765 | 193,315 | 90,627 | 56,283 | 27,018 |
| | 1987 | 15,842 | 8,242 | 142,324 | 107,591 | 145,208 | 54,720 | 80,364 | 285,154 | 110,878 | 158,381 | 74,017 | 46,971 | 21,607 |
| District of Columbia | 1991 | 17,241 | 12,996 | 75,622 | 53,827 | 135,356 | 86,082 | 37,944 | 271,647 | 172,833 | 78,531 | 80,725 | 63,393 | 11,093 |
| | 1987 | 16,745 | 12,885 | 76,022 | 55,611 | 131,661 | 84,926 | 36,309 | 264,498 | 170,510 | 75,145 | 78,537 | 62,542 | 10,615 |
| Florida | 1991 | 390,545 | 222,334 | 2,555,091 | 1,856,278 | 2,614,294 | 1,016,333 | 1,325,991 | 5,743,965 | 2,720,994 | 2,511,729 | 1,587,663 | 1,113,545 | 289,496 |
| | 1987 | 307,935 | 180,932 | 2,119,810 | 1,580,674 | 2,084,297 | 827,241 | 1,045,451 | 4,586,630 | 2,208,031 | 1,978,594 | 1,270,586 | 908,325 | 227,917 |
| Georgia | 1991 | 158,514 | 62,965 | 974,256 | 743,761 | 1,248,706 | 495,247 | 601,034 | 2,776,397 | 1,161,591 | 1,298,763 | 731,758 | 449,747 | 197,879 |
| | 1987 | 131,916 | 53,883 | 863,900 | 675,219 | 1,058,522 | 428,590 | 504,594 | 2,359,104 | 1,005,354 | 1,091,901 | 621,907 | 389,514 | 166,337 |
| Maryland | 1991 | 165,481 | 102,998 | 859,366 | 600,747 | 1,089,560 | 493,581 | 467,409 | 2,177,730 | 1,027,677 | 938,600 | 587,298 | 422,592 | 116,689 |
| | 1987 | 143,081 | 90,845 | 779,595 | 559,456 | 950,650 | 438,878 | 401,495 | 1,903,681 | 912,582 | 806,458 | 513,436 | 374,087 | 100,545 |

## REGIONAL AND STATE SUMMARIES

# 1991 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1991
U.S. CENSUS 1987

Merchandise Line Sales

| REGION State | Year | Groceries & Other Foods |  | Drugs & Health & Beauty Aids |  |  | Major Household Appliances |  |  | TVs, Video Recorders & Tapes |  |  | Audio Equipment, Musical Instruments & Supplies |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  | In All Stores ($000) | In Food Stores ($000) | In All Stores ($000) | In Drug-stores ($000) | In Food Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) |
| **SOUTH ATLANTIC (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| North Carolina | 1991 | 7,653,224 | 7,049,242 | 2,234,545 | 1,486,769 | 388,735 | 611,856 | 276,941 | 120,969 | 427,557 | 251,379 | 76,462 | 444,680 | 290,498 |
|  | 1987 | 6,645,483 | 6,143,355 | 1,724,948 | 1,084,055 | 339,547 | 535,062 | 249,806 | 101,706 | 379,574 | 231,358 | 63,772 | 386,014 | 260,120 |
| South Carolina | 1991 | 4,289,930 | 4,005,355 | 1,186,083 | 757,223 | 213,515 | 300,398 | 149,208 | 66,362 | 211,194 | 123,377 | 44,980 | 212,634 | 132,746 |
|  | 1987 | 3,453,571 | 3,231,182 | 850,368 | 510,054 | 172,706 | 244,811 | 125,414 | 51,796 | 172,523 | 103,486 | 34,653 | 170,563 | 108,742 |
| Virginia | 1991 | 7,384,692 | 6,920,633 | 2,317,086 | 1,388,443 | 558,471 | 502,467 | 192,911 | 159,873 | 419,768 | 254,548 | 95,071 | 524,043 | 357,014 |
|  | 1987 | 6,332,676 | 5,953,027 | 1,776,748 | 996,916 | 476,864 | 432,360 | 174,807 | 132,985 | 365,419 | 227,528 | 79,021 | 438,806 | 307,795 |
| West Virginia | 1991 | 1,950,762 | 1,830,549 | 673,002 | 450,992 | 104,152 | 135,886 | 42,197 | 43,919 | 93,376 | 43,852 | 25,204 | 94,785 | 56,594 |
|  | 1987 | 1,777,821 | 1,671,349 | 542,507 | 343,882 | 94,998 | 122,383 | 40,116 | 37,946 | 85,588 | 41,751 | 21,771 | 85,660 | 52,238 |
| **EAST SOUTH CENTRAL** | **1991** | **16,270,902** | **14,998,062** | **5,444,057** | **3,300,163** | **854,312** | **1,243,594** | **569,472** | **287,035** | **951,601** | **492,857** | **258,160** | **925,023** | **549,495** |
|  | 1987 | 15,089,592 | 14,054,577 | 4,194,256 | 2,389,319 | 799,913 | 1,027,874 | 482,713 | 222,813 | 779,805 | 414,805 | 199,389 | 743,456 | 447,033 |
| Alabama | 1991 | 4,351,501 | 4,037,323 | 1,385,651 | 833,723 | 211,237 | 334,563 | 132,756 | 94,488 | 255,989 | 128,973 | 73,773 | 235,828 | 138,428 |
|  | 1987 | 4,001,269 | 3,747,124 | 1,057,633 | 598,365 | 196,141 | 268,908 | 109,689 | 72,165 | 207,257 | 107,807 | 56,218 | 187,541 | 111,757 |
| Kentucky | 1991 | 4,268,332 | 3,923,915 | 1,442,993 | 917,518 | 242,028 | 280,029 | 136,172 | 61,957 | 215,927 | 121,830 | 56,395 | 227,252 | 136,618 |
|  | 1987 | 3,792,929 | 3,524,524 | 1,068,797 | 640,272 | 217,489 | 222,216 | 110,798 | 46,187 | 168,884 | 97,684 | 41,607 | 174,636 | 106,027 |
| Mississippi | 1991 | 2,597,140 | 2,414,920 | 854,472 | 503,956 | 139,715 | 178,512 | 68,339 | 39,430 | 135,124 | 56,473 | 35,702 | 118,425 | 66,316 |
|  | 1987 | 2,449,406 | 2,299,985 | 671,679 | 371,917 | 133,107 | 149,228 | 58,883 | 30,653 | 111,956 | 48,487 | 27,825 | 96,832 | 54,793 |
| Tennessee | 1991 | 5,053,929 | 4,621,904 | 1,760,941 | 1,044,966 | 261,332 | 450,490 | 232,205 | 91,160 | 344,561 | 185,581 | 92,290 | 343,518 | 208,133 |
|  | 1987 | 4,845,988 | 4,482,944 | 1,396,147 | 778,765 | 253,176 | 387,522 | 203,343 | 73,808 | 291,708 | 160,827 | 73,739 | 284,447 | 174,456 |
| **WEST SOUTH CENTRAL** | **1991** | **31,782,078** | **29,722,231** | **10,097,982** | **4,624,648** | **3,281,172** | **2,166,869** | **953,194** | **697,856** | **1,988,790** | **870,213** | **623,979** | **1,992,485** | **1,261,346** |
|  | 1987 | 24,957,499 | 23,339,548 | 7,586,864 | 3,310,893 | 2,579,221 | 1,744,244 | 802,961 | 534,921 | 1,592,827 | 728,782 | 479,638 | 1,583,278 | 1,017,757 |
| Arkansas | 1991 | 2,861,518 | 2,635,570 | 816,388 | 406,845 | 187,287 | 195,393 | 71,638 | 44,983 | 150,451 | 48,171 | 69,689 | 130,807 | 69,977 |
|  | 1987 | 2,225,035 | 2,046,579 | 607,566 | 289,207 | 145,973 | 155,118 | 59,073 | 34,280 | 118,312 | 39,839 | 53,092 | 102,488 | 55,973 |
| Louisiana | 1991 | 5,575,564 | 5,223,392 | 1,769,028 | 973,781 | 421,349 | 368,964 | 185,735 | 100,204 | 258,605 | 119,345 | 84,451 | 271,516 | 171,776 |
|  | 1987 | 4,243,970 | 3,978,450 | 1,281,670 | 679,986 | 321,530 | 291,761 | 151,894 | 75,296 | 202,460 | 97,276 | 62,810 | 208,689 | 133,454 |
| Oklahoma | 1991 | 3,509,019 | 3,275,203 | 1,044,441 | 489,334 | 331,894 | 212,819 | 92,028 | 59,435 | 205,465 | 79,132 | 72,834 | 206,700 | 125,966 |
|  | 1987 | 2,896,797 | 2,699,865 | 824,191 | 368,819 | 274,120 | 179,755 | 81,080 | 47,809 | 172,019 | 69,461 | 58,689 | 172,128 | 106,590 |
| Texas | 1991 | 19,835,977 | 18,588,066 | 6,466,125 | 2,754,688 | 2,340,642 | 1,389,693 | 603,793 | 493,234 | 1,374,269 | 623,565 | 397,005 | 1,383,462 | 893,627 |
|  | 1987 | 15,591,697 | 14,614,654 | 4,873,437 | 1,972,881 | 1,837,598 | 1,117,610 | 510,914 | 377,536 | 1,100,036 | 522,206 | 305,047 | 1,099,973 | 721,740 |
| **MOUNTAIN** | **1991** | **16,546,865** | **15,115,372** | **4,493,753** | **1,833,681** | **1,691,902** | **1,153,320** | **558,777** | **326,585** | **846,898** | **470,342** | **218,835** | **1,050,523** | **749,906** |
|  | 1987 | 13,137,476 | 11,952,928 | 3,415,020 | 1,320,495 | 1,337,916 | 934,328 | 460,931 | 252,453 | 686,234 | 389,655 | 168,495 | 846,115 | 608,524 |
| Arizona | 1991 | 4,671,137 | 4,306,509 | 1,259,492 | 638,603 | 366,896 | 347,120 | 176,574 | 95,242 | 189,591 | 110,435 | 52,024 | 278,156 | 217,538 |
|  | 1987 | 3,709,176 | 3,409,893 | 951,204 | 461,524 | 290,473 | 280,923 | 145,790 | 73,803 | 153,960 | 92,056 | 40,111 | 223,752 | 176,021 |
| Colorado | 1991 | 4,075,111 | 3,703,000 | 1,129,763 | 360,999 | 522,434 | 271,504 | 117,881 | 83,972 | 266,136 | 157,474 | 63,923 | 326,407 | 237,172 |
|  | 1987 | 3,292,708 | 2,978,709 | 881,740 | 264,432 | 419,917 | 223,321 | 99,664 | 65,213 | 219,003 | 132,084 | 50,308 | 268,561 | 197,090 |
| Idaho | 1991 | 1,145,146 | 1,042,650 | 289,948 | 122,452 | 119,365 | 74,794 | 42,519 | 15,613 | 45,212 | 24,220 | 11,079 | 61,019 | 36,996 |
|  | 1987 | 895,981 | 811,887 | 215,807 | 86,522 | 91,906 | 59,610 | 34,315 | 11,857 | 35,868 | 19,578 | 8,412 | 48,053 | 29,576 |
| Montana | 1991 | 1,063,263 | 972,901 | 287,566 | 114,878 | 133,404 | 63,125 | 32,348 | 15,609 | 41,927 | 24,988 | 7,213 | 46,350 | 27,572 |
|  | 1987 | 836,514 | 761,850 | 216,888 | 82,273 | 103,857 | 50,797 | 26,580 | 12,048 | 33,996 | 20,527 | 5,514 | 37,001 | 22,251 |
| Nevada | 1991 | 1,575,745 | 1,447,792 | 491,320 | 195,692 | 137,528 | 119,829 | 58,789 | 44,969 | 81,771 | 34,147 | 32,102 | 99,000 | 69,445 |
|  | 1987 | 1,148,055 | 1,053,594 | 342,751 | 129,950 | 99,338 | 89,792 | 45,353 | 32,307 | 60,264 | 25,920 | 22,820 | 71,678 | 50,183 |
| New Mexico | 1991 | 1,663,624 | 1,536,230 | 411,224 | 206,780 | 116,374 | 128,427 | 44,613 | 37,047 | 83,068 | 37,054 | 26,955 | 92,379 | 62,760 |
|  | 1987 | 1,349,095 | 1,240,989 | 317,459 | 152,608 | 93,961 | 108,005 | 38,196 | 29,171 | 68,894 | 31,267 | 21,162 | 75,094 | 50,898 |
| Utah | 1991 | 1,854,644 | 1,662,618 | 479,650 | 148,157 | 223,060 | 122,600 | 75,758 | 27,790 | 121,288 | 74,697 | 21,196 | 122,046 | 83,323 |
|  | 1987 | 1,460,942 | 1,302,363 | 365,070 | 105,853 | 174,647 | 98,328 | 61,430 | 21,539 | 98,084 | 61,375 | 16,431 | 99,247 | 68,674 |
| Wyoming | 1991 | 498,195 | 443,672 | 144,790 | 46,120 | 72,841 | 25,921 | 10,295 | 6,343 | 17,905 | 7,327 | 4,343 | 25,166 | 15,100 |
|  | 1987 | 445,005 | 393,643 | 124,101 | 37,333 | 63,817 | 23,552 | 9,603 | 5,515 | 16,165 | 6,848 | 3,737 | 22,729 | 13,831 |
| **PACIFIC** | **1991** | **50,082,523** | **44,533,451** | **15,178,842** | **8,156,901** | **3,885,831** | **3,440,959** | **1,642,172** | **1,026,066** | **2,849,864** | **1,824,545** | **663,076** | **4,531,581** | **3,328,110** |
|  | 1987 | 41,153,987 | 36,661,652 | 11,105,960 | 5,275,143 | 3,181,713 | 2,854,104 | 1,292,738 | 917,581 | 2,329,501 | 1,445,568 | 592,254 | 3,515,867 | 2,554,629 |
| Alaska | 1991 | 1,016,689 | 862,204 | 229,275 | 87,388 | 100,195 | 35,381 | 8,197 | 9,965 | 38,820 | 19,244 | 11,050 | 46,606 | 25,766 |
|  | 1987 | 774,296 | 641,658 | 184,370 | 76,713 | 74,620 | 28,338 | 6,352 | 8,425 | 31,291 | 14,906 | 9,430 | 36,425 | 19,270 |
| California | 1991 | 36,142,494 | 32,682,846 | 11,180,511 | 6,296,277 | 2,694,197 | 2,669,218 | 1,265,611 | 815,772 | 2,174,513 | 1,453,044 | 491,689 | 3,463,774 | 2,662,843 |
|  | 1987 | 30,784,228 | 27,896,279 | 8,355,637 | 4,140,793 | 2,299,214 | 2,279,203 | 1,023,236 | 746,171 | 1,822,057 | 1,180,666 | 452,232 | 2,754,450 | 2,092,500 |
| Hawaii | 1991 | 1,689,489 | 1,532,015 | 661,680 | 356,553 | 135,571 | 99,355 | 37,270 | 28,892 | 52,055 | 26,973 | 18,207 | 126,079 | 84,274 |
|  | 1987 | 1,220,661 | 1,100,415 | 453,792 | 221,273 | 97,303 | 74,317 | 26,325 | 23,997 | 39,498 | 19,116 | 15,081 | 89,009 | 57,885 |
| Oregon | 1991 | 4,313,304 | 3,357,528 | 1,104,191 | 421,436 | 289,508 | 232,455 | 126,006 | 56,986 | 245,936 | 136,881 | 52,343 | 350,269 | 233,634 |
|  | 1987 | 3,219,617 | 2,493,026 | 766,944 | 248,213 | 214,812 | 171,988 | 90,462 | 45,994 | 182,767 | 97,641 | 42,569 | 252,707 | 162,071 |
| Washington | 1991 | 6,920,547 | 6,098,858 | 2,003,185 | 995,247 | 666,360 | 404,550 | 205,088 | 114,451 | 338,540 | 188,403 | 89,787 | 544,853 | 321,593 |
|  | 1987 | 5,155,185 | 4,530,274 | 1,345,417 | 588,151 | 495,764 | 300,258 | 146,363 | 92,994 | 253,888 | 133,239 | 72,942 | 383,276 | 222,903 |
| **TOTAL UNITED STATES** | **1991** | **304,211,324** | **278,770,638** | **91,082,162** | **52,070,311** | **20,300,390** | **21,430,166** | **9,971,311** | **6,253,207** | **16,385,637** | **8,902,328** | **4,262,282** | **20,828,306** | **14,179,422** |
|  | 1987 | 254,106,162 | 233,354,334 | 70,313,489 | 38,133,321 | 16,837,880 | 18,277,655 | 8,661,777 | 5,230,782 | 13,926,807 | 7,707,365 | 3,545,453 | 17,353,717 | 11,904,654 |

## REGIONAL AND STATE SUMMARIES

# 1991 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1991
U.S. CENSUS 1987

Merchandise Line Sales

| REGION State | Year | Home Computers & Calculators |  | Furniture & Sleep Equipment |  | Men's & Boys' Clothing |  |  | Women's & Girls' Clothing |  |  | Footwear |  |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  | In All Stores ($000) | In Radio/TV Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) |
| **SOUTH ATLANTIC (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| North Carolina | 1991 | 149,278 | 74,364 | 1,181,336 | 912,830 | 1,110,194 | 478,887 | 497,519 | 2,334,452 | 1,181,730 | 919,737 | 678,358 | 467,313 | 130,985 |
|  | 1987 | 125,440 | 63,950 | 1,039,537 | 824,513 | 946,012 | 414,515 | 416,989 | 1,996,509 | 1,024,724 | 771,340 | 579,156 | 405,203 | 109,368 |
| South Carolina | 1991 | 60,655 | 27,616 | 459,981 | 378,333 | 582,384 | 260,256 | 259,339 | 1,347,335 | 724,662 | 505,745 | 375,781 | 251,631 | 70,189 |
|  | 1987 | 47,309 | 21,922 | 382,723 | 319,572 | 459,778 | 208,918 | 201,241 | 1,067,417 | 582,043 | 390,143 | 296,457 | 202,658 | 53,946 |
| Virginia | 1991 | 182,306 | 112,315 | 1,008,642 | 770,340 | 1,209,532 | 522,696 | 543,089 | 2,707,961 | 1,124,081 | 1,080,525 | 685,777 | 450,206 | 131,330 |
|  | 1987 | 153,120 | 95,482 | 892,626 | 694,778 | 1,016,358 | 447,100 | 449,295 | 2,263,731 | 963,433 | 895,272 | 577,287 | 388,058 | 108,684 |
| West Virginia | 1991 | 22,107 | 9,149 | 174,029 | 125,662 | 265,424 | 73,494 | 136,275 | 553,708 | 185,402 | 253,494 | 145,736 | 97,053 | 25,874 |
|  | 1987 | 19,756 | 8,248 | 162,126 | 119,758 | 236,247 | 66,902 | 117,919 | 493,266 | 168,503 | 219,351 | 130,737 | 88,369 | 22,419 |
| **EAST SOUTH CENTRAL** | **1991** | **323,482** | **171,483** | **1,810,904** | **1,452,419** | **2,592,938** | **999,158** | **1,324,625** | **5,570,860** | **2,528,224** | **2,509,770** | **1,484,470** | **955,241** | **364,838** |
|  | 1987 | 259,403 | 136,564 | 1,516,509 | 1,232,046 | 2,055,915 | 813,375 | 1,023,040 | 4,426,082 | 2,050,540 | 1,995,405 | 1,190,683 | 777,972 | 281,028 |
| Alabama | 1991 | 81,886 | 52,124 | 491,364 | 387,698 | 696,776 | 304,152 | 334,999 | 1,558,628 | 781,062 | 673,391 | 418,944 | 286,799 | 100,298 |
|  | 1987 | 64,391 | 41,089 | 405,620 | 324,831 | 546,249 | 244,112 | 255,252 | 1,225,809 | 625,448 | 514,243 | 332,040 | 229,943 | 76,580 |
| Kentucky | 1991 | 60,731 | 31,121 | 427,756 | 337,059 | 641,798 | 200,476 | 362,817 | 1,372,409 | 555,004 | 688,087 | 339,262 | 201,279 | 86,396 |
|  | 1987 | 45,773 | 22,899 | 342,678 | 273,922 | 486,032 | 155,798 | 270,653 | 1,044,892 | 431,923 | 510,028 | 260,268 | 157,025 | 63,899 |
| Mississippi | 1991 | 37,992 | 27,612 | 256,523 | 210,994 | 334,656 | 127,585 | 165,230 | 726,893 | 315,483 | 336,586 | 222,794 | 137,082 | 55,357 |
|  | 1987 | 30,529 | 22,041 | 217,667 | 181,379 | 268,256 | 105,132 | 128,229 | 583,896 | 259,198 | 260,904 | 180,544 | 112,945 | 42,786 |
| Tennessee | 1991 | 142,873 | 60,626 | 635,261 | 516,668 | 919,708 | 366,945 | 461,579 | 1,912,938 | 876,675 | 891,706 | 503,470 | 330,081 | 122,787 |
|  | 1987 | 118,710 | 50,535 | 550,544 | 451,914 | 755,378 | 308,333 | 368,906 | 1,571,485 | 733,971 | 710,230 | 417,831 | 278,059 | 97,763 |
| **WEST SOUTH CENTRAL** | **1991** | **767,857** | **450,579** | **3,354,554** | **2,359,937** | **5,188,287** | **2,214,529** | **2,386,829** | **10,589,830** | **4,969,884** | **4,607,313** | **3,099,384** | **2,142,828** | **621,075** |
|  | 1987 | 605,162 | 359,632 | 2,751,970 | 1,982,561 | 4,134,840 | 1,830,794 | 1,838,331 | 8,459,260 | 4,101,617 | 3,546,642 | 2,497,721 | 1,763,792 | 477,846 |
| Arkansas | 1991 | 32,322 | 17,742 | 265,959 | 216,804 | 351,772 | 120,565 | 190,411 | 778,053 | 348,509 | 366,939 | 220,544 | 138,726 | 58,415 |
|  | 1987 | 25,171 | 14,107 | 216,733 | 179,163 | 275,805 | 98,390 | 145,479 | 614,425 | 284,221 | 279,962 | 175,615 | 113,464 | 44,513 |
| Louisiana | 1991 | 104,879 | 68,024 | 489,951 | 348,306 | 738,962 | 287,256 | 361,573 | 1,587,738 | 689,258 | 739,140 | 506,627 | 344,757 | 104,438 |
|  | 1987 | 80,093 | 52,194 | 392,649 | 284,994 | 571,230 | 229,924 | 272,010 | 1,232,554 | 553,006 | 556,183 | 396,327 | 275,133 | 78,346 |
| Oklahoma | 1991 | 84,278 | 35,582 | 337,907 | 257,071 | 517,696 | 244,786 | 218,693 | 1,059,424 | 545,104 | 425,080 | 306,246 | 211,151 | 63,685 |
|  | 1987 | 68,129 | 29,712 | 291,507 | 225,570 | 432,899 | 211,986 | 175,977 | 887,962 | 471,113 | 341,980 | 258,882 | 182,392 | 51,267 |
| Texas | 1991 | 546,378 | 329,231 | 2,260,737 | 1,537,756 | 3,579,857 | 1,561,922 | 1,616,152 | 7,164,615 | 3,387,013 | 3,076,154 | 2,065,967 | 1,448,194 | 394,537 |
|  | 1987 | 431,769 | 263,619 | 1,851,081 | 1,292,834 | 2,854,906 | 1,290,494 | 1,244,865 | 5,724,319 | 2,793,277 | 2,368,557 | 1,666,897 | 1,192,803 | 303,720 |
| **MOUNTAIN** | **1991** | **447,816** | **231,251** | **1,905,520** | **1,430,585** | **2,576,411** | **1,027,146** | **1,207,304** | **5,053,284** | **2,113,188** | **2,234,277** | **1,486,883** | **1,032,223** | **268,780** |
|  | 1987 | 355,264 | 183,214 | 1,557,342 | 1,184,635 | 2,008,234 | 788,835 | 931,623 | 3,937,288 | 1,624,987 | 1,723,186 | 1,147,203 | 792,195 | 206,606 |
| Arizona | 1991 | 170,335 | 73,194 | 585,967 | 415,444 | 680,307 | 248,866 | 340,218 | 1,457,564 | 542,928 | 620,226 | 393,451 | 271,632 | 79,336 |
|  | 1987 | 134,709 | 57,977 | 478,878 | 344,784 | 531,582 | 191,478 | 261,986 | 1,136,773 | 418,037 | 476,778 | 303,790 | 208,742 | 60,797 |
| Colorado | 1991 | 98,559 | 67,790 | 514,898 | 381,688 | 702,344 | 268,831 | 331,874 | 1,425,455 | 603,653 | 629,132 | 376,030 | 252,333 | 72,966 |
|  | 1987 | 79,522 | 54,848 | 428,049 | 321,867 | 557,420 | 209,879 | 260,840 | 1,130,087 | 472,030 | 494,621 | 296,056 | 197,564 | 57,385 |
| Idaho | 1991 | 28,247 | 11,142 | 103,404 | 82,312 | 146,024 | 64,476 | 55,239 | 254,918 | 123,077 | 99,272 | 80,428 | 58,872 | 11,594 |
|  | 1987 | 22,633 | 8,644 | 83,169 | 67,090 | 112,550 | 48,839 | 42,035 | 195,688 | 93,210 | 75,257 | 61,152 | 44,503 | 8,720 |
| Montana | 1991 | 19,188 | 9,157 | 86,325 | 70,247 | 125,223 | 56,574 | 47,508 | 256,098 | 109,587 | 110,800 | 73,311 | 54,349 | 7,018 |
|  | 1987 | 15,005 | 7,072 | 70,501 | 57,803 | 96,637 | 43,044 | 36,255 | 198,035 | 83,474 | 84,994 | 56,228 | 41,423 | 5,385 |
| Nevada | 1991 | 26,407 | 17,033 | 195,935 | 137,987 | 299,285 | 117,369 | 146,287 | 523,803 | 208,365 | 269,425 | 189,681 | 126,000 | 40,342 |
|  | 1987 | 19,182 | 12,332 | 147,711 | 105,592 | 215,863 | 82,911 | 105,599 | 377,754 | 147,751 | 193,917 | 134,913 | 88,852 | 29,152 |
| New Mexico | 1991 | 34,645 | 21,709 | 159,633 | 124,732 | 243,543 | 114,916 | 102,145 | 439,174 | 200,034 | 195,743 | 156,772 | 111,562 | 25,465 |
|  | 1987 | 27,810 | 17,385 | 134,871 | 106,465 | 193,503 | 90,368 | 80,206 | 348,606 | 156,754 | 153,704 | 123,992 | 87,856 | 20,003 |
| Utah | 1991 | 60,210 | 27,102 | 227,200 | 194,348 | 312,896 | 122,080 | 162,377 | 574,246 | 267,628 | 264,518 | 179,916 | 129,651 | 28,445 |
|  | 1987 | 47,277 | 21,310 | 184,781 | 158,931 | 242,301 | 93,023 | 125,925 | 443,975 | 204,031 | 205,094 | 138,300 | 98,872 | 22,061 |
| Wyoming | 1991 | 10,225 | 4,124 | 32,158 | 23,827 | 66,789 | 34,034 | 21,656 | 122,026 | 57,916 | 45,161 | 37,294 | 27,824 | 3,614 |
|  | 1987 | 9,126 | 3,646 | 29,382 | 22,103 | 58,378 | 29,293 | 18,777 | 106,370 | 49,700 | 38,821 | 32,772 | 24,383 | 3,103 |
| **PACIFIC** | **1991** | **2,015,923** | **1,250,677** | **5,994,967** | **4,463,725** | **8,228,608** | **4,104,129** | **3,261,343** | **16,057,619** | **8,572,802** | **6,201,513** | **4,795,646** | **3,426,976** | **824,557** |
|  | 1987 | 1,678,308 | 952,459 | 4,823,564 | 3,622,893 | 6,729,948 | 3,111,530 | 2,916,876 | 13,129,275 | 6,482,260 | 5,551,542 | 3,759,892 | 2,598,226 | 738,636 |
| Alaska | 1991 | 19,476 | 8,692 | 68,195 | 38,889 | 109,393 | 60,499 | 24,510 | 216,818 | 143,354 | 36,284 | 62,089 | 41,092 | 8,384 |
|  | 1987 | 14,789 | 6,486 | 54,293 | 30,122 | 85,622 | 44,715 | 21,044 | 166,105 | 105,422 | 31,065 | 47,335 | 30,345 | 7,189 |
| California | 1991 | 1,657,763 | 986,509 | 4,611,842 | 3,453,765 | 6,197,159 | 3,144,237 | 2,472,420 | 12,193,996 | 6,375,525 | 4,916,597 | 3,646,958 | 2,635,106 | 650,247 |
|  | 1987 | 1,323,726 | 768,964 | 3,806,122 | 2,795,255 | 5,208,616 | 2,445,089 | 2,274,601 | 10,269,159 | 4,958,689 | 4,505,529 | 2,935,530 | 2,048,620 | 596,633 |
| Hawaii | 1991 | 27,213 | 21,874 | 186,835 | 141,047 | 403,547 | 214,195 | 161,880 | 754,627 | 453,092 | 245,817 | 166,496 | 135,489 | 11,070 |
|  | 1987 | 19,170 | 15,061 | 137,384 | 101,191 | 296,925 | 144,440 | 131,910 | 549,077 | 305,213 | 200,760 | 114,253 | 91,205 | 9,078 |
| Oregon | 1991 | 82,793 | 56,413 | 390,776 | 300,043 | 546,349 | 252,333 | 216,977 | 1,038,324 | 578,127 | 364,928 | 340,231 | 222,454 | 58,101 |
|  | 1987 | 58,829 | 38,564 | 283,697 | 213,693 | 407,049 | 173,122 | 175,834 | 763,365 | 395,539 | 295,727 | 243,721 | 152,128 | 47,086 |
| Washington | 1991 | 228,678 | 177,189 | 737,319 | 529,981 | 972,160 | 432,865 | 385,556 | 1,853,854 | 1,022,704 | 637,887 | 579,872 | 392,835 | 96,755 |
|  | 1987 | 161,794 | 123,384 | 542,066 | 382,632 | 731,736 | 304,164 | 313,487 | 1,381,569 | 717,397 | 518,461 | 419,053 | 275,928 | 78,650 |
| **TOTAL UNITED STATES** | **1991** | **7,899,869** | **4,406,778** | **36,142,698** | **26,707,513** | **50,819,889** | **21,992,901** | **22,818,633** | **104,569,676** | **49,775,152** | **43,295,040** | **28,054,634** | **19,467,059** | **5,419,599** |
|  | 1987 | 6,632,586 | 3,634,536 | 31,150,997 | 23,295,517 | 42,455,368 | 18,349,837 | 19,069,692 | 87,436,422 | 41,516,616 | 36,255,112 | 23,270,433 | 16,200,835 | 4,511,769 |

# SECTION 9

## Metropolitan Market Rankings
## Retail Sales By Store Group

### Total Retail Sales
### Food Stores
### Supermarkets
### Eating And Drinking Places
### General Merchandise Stores
### Department Stores
### Apparel And Accessories Stores
### Furniture/Home Furnishings/Appliance Stores
### Furniture And Home Furnishings Stores
### Automotive Dealers
### Gasoline Service Stations
### Building Materials And Hardware Dealers
### Drug Stores

**EXPLANATION OF TERMS**

An explanation of terms used in the **Survey of Buying Power Demographics USA 1992** will be found in the Introductory Section starting on page A-5. A detailed listing of the outlets that make up each Store Group, and definitions of the Merchandise Line Sales categories, will be found on pages A-9 and A-10.

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S&MM METRO MARKET RANKING

# TOTAL RETAIL SALES

| Area | ($000) | Rank |
|---|---|---|
| Los Angeles - Long Beach, Cal. | 64,813,335 | 1 |
| New York, N.Y. | 48,759,376 | 2 |
| Chicago, Ill. | 47,660,788 | 3 |
| Philadelphia, Pa. | 35,120,446 | 4 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 33,301,185 | 5 |
| Detroit, Mich. | 33,063,279 | 6 |
| Washington, D.C. | 31,761,066 | 7 |
| Nassau - Suffolk, N.Y. | 25,171,481 | 8 |
| Houston, Tex. | 25,108,665 | 9 |
| Dallas, Tex. | 24,500,160 | 10 |
| Atlanta, Ga. | 24, 24,929 | 11 |
| Minneapolis - St. Paul, Minn. | 21,358,004 | 12 |
| Anaheim - Santa Ana, Cal. | 20,628,144 | 13 |
| San Diego, Cal. | 18,711,578 | 14 |
| St. Louis, Mo. | 18,310,538 | 15 |
| Seattle, Wash. | 17,886,958 | 16 |
| Baltimore, Md. | 17,484,100 | 17 |
| Tampa - St. Petersburg - Clearwater, Fla. | 17,402,675 | 18 |
| Phoenix, Ariz. | 17,241,381 | 19 |
| Riverside - San Bernardino, Cal. | 16,875,541 | 20 |
| Oakland, Cal. | 16,032,480 | 21 |
| San Francisco, Cal. | 15,334,642 | 22 |
| Miami - Hialeah, Fla. | 15,235,148 | 23 |
| Pittsburgh, Pa. | 13,598,441 | 24 |
| Newark, N.J. | 13,548,005 | 25 |
| Denver, Colo. | 13,431,097 | 26 |
| Cleveland, Ohio | 13,429,474 | 27 |
| Kansas City, Mo.-Kans. | 12,625,622 | 28 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 12,489,948 | 29 |
| Bergen - Passaic, N.J. | 12,323,838 | 30 |
| San Jose, Cal. | 12,321,308 | 31 |
| Sacramento, Cal. | 11,512,164 | 32 |
| Fort Worth - Arlington, Tex. | 11,402,197 | 33 |
| Cincinnati, Ohio | 11,301,759 | 34 |
| Portland, Ore. | 11,286,876 | 35 |
| Indianapolis, Ind. | 11,064,113 | 36 |
| Columbus, Ohio | 11,017,2[illegible]7 | 37 |
| Milwaukee, Wisc. | 10,841,014 | 38 |
| Orlando, Fla. | 10,430,8[illegible]7 | 39 |
| Norfolk - Virginia Beach - Newport News, Va. | 10,037,389 | 40 |
| San Antonio, Tex. | 9,836,767 | 41 |
| New Orleans, La. | 9,816,017 | 42 |
| Hartford - New Britain - Middletown - Bristol, Conn. | 8,869,669 | 43 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | 8,749,247 | 44 |
| Middlesex - Somerset - Hunterdon, N.J. | 8,614,081 | 45 |
| Honolulu, Haw. | 8,557,887 | 46 |
| Monmouth - Ocean, N.J. | 8,542,256 | 47 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 8,509,363 | 48 |
| Nashville, Tenn. | 8,202,528 | 49 |
| Jacksonville, Fla. | 7,780,483 | 50 |
| **Total Top 50** | **896,026,506** | |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | 7,639,635 | 51 |
| Rochester, N.Y. | 7,440,110 | 52 |
| Salt Lake City - Ogden, Utah | 7,391,884 | 53 |
| Greensboro - Winston-Salem - High Point, N.C. | 7,348,775 | 54 |
| Louisville, Ky. | 7,310,164 | 55 |
| Oklahoma City, Okla. | 7,253,250 | 56 |
| Dayton - Springfield, Ohio | 7,075,679 | 57 |
| Memphis, Tenn. | 6,991,400 | 58 |
| Albany - Schenectady - Troy, N.Y. | 6,971,896 | 59 |
| Buffalo, N.Y. | 6,873,197 | 60 |
| Richmond - Petersburg, Va. | 6,782,404 | 61 |
| Birmingham, Ala. | 6,661,038 | 62 |
| Austin, Tex. | 6,523,400 | 63 |
| New Haven - Waterbury - Meriden, Conn. | 6,350,742 | 64 |
| Raleigh - Durham, N.C. | 6,216,681 | 65 |
| Providence - Pawtucket - Woonsocket, R.I. | 6,141,315 | 66 |
| Las Vegas, Nev. | 5,970,528 | 67 |
| Grand Rapids, Mich. | 5,603,170 | 68 |
| Worcester - Fitchburg - Leominster, Mass. | 5,518,201 | 69 |
| Oxnard - Ventura, Cal. | 5,313,922 | 70 |
| Scranton - Wilkes-Barre, Pa. | 5,268,973 | 71 |
| Tulsa, Okla. | 5,224,460 | 72 |
| Allentown - Bethlehem - Easton, Pa. | 5,067,637 | 73 |
| Greenville - Spartanburg, S.C. | 4,977,475 | 74 |
| Knoxville, Tenn. | 4,967,265 | 75 |
| Harrisburg - Lebanon - Carlisle, Pa. | 4,927,231 | 76 |
| Omaha, Neb. | 4,877,841 | 77 |
| Lake County, Ill. | 4,825,251 | 78 |
| Wilmington, Del. | 4,815,552 | 79 |
| Syracuse, N.Y. | 4,799,631 | 80 |
| Tucson, Ariz. | 4,707,436 | 81 |
| Toledo, Ohio | 4,676,569 | 82 |
| Akron, Ohio | 4,633,778 | 83 |
| Springfield, Mass. | 4,581,446 | 84 |
| Fresno, Cal. | 4,370,916 | 85 |
| New Bedford - Fall River - Attleboro, Mass. | 4,292,389 | 86 |
| Tacoma, Wash. | 4,197,023 | 87 |
| Little Rock - North Little Rock, Ark. | 4,171,475 | 88 |
| Baton Rouge, La. | 4,149,244 | 89 |
| Albuquerque, N.M. | 4,036,429 | 90 |
| Gary - Hammond, Ind. | 3,908,064 | 91 |
| El Paso, Tex. | 3,716,231 | 92 |
| Columbia, S.C. | 3,626,176 | 93 |
| Youngstown - Warren, Ohio | 3,620,789 | 94 |
| Des Moines, Iowa | 3,611,768 | 95 |
| Wichita, Kans. | 3,570,275 | 96 |
| Charleston, S.C. | 3,562,689 | 97 |
| Bakersfield, Cal. | 3,524,939 | 98 |
| Portsmouth - Dover - Rochester, N.H. | 3,517,328 | 99 |
| Flint, Mich. | 3,365,172 | 100 |
| **Total Top 100** | **1,158,995,349** | |
| Lansing - East Lansing, Mich. | 3,343,034 | 101 |
| Mobile, Ala. | 3,289,356 | 102 |
| Manchester - Nashua, N.H. | 3,278,802 | 103 |
| Jersey City, N.J. | 3,223,295 | 104 |
| Fort Myers - Cape Coral, Fla. | 3,205,434 | 105 |
| Lancaster, Pa. | 3,181,507 | 106 |
| Santa Rosa - Petaluma, Cal. | 3,181,423 | 107 |
| Madison, Wisc. | 3,168,517 | 108 |
| Spokane, Wash. | 3,118,833 | 109 |
| Chattanooga, Tenn. | 3,105,428 | 110 |
| Atlantic City, N.J. | 3,092,484 | 111 |
| York, Pa. | 3,063,336 | 112 |
| Portland, Me. | 3,058,969 | 113 |
| Lexington-Fayette, Ky. | 3,044,807 | 114 |
| Stockton, Cal. | 3,024,262 | 115 |
| Melbourne - Titusville - Palm Bay, Fla. | 3,010,726 | 116 |
| Daytona Beach, Fla. | 3,004,950 | 117 |
| Lakeland - Winter Haven, Fla. | 2,972,845 | 118 |
| Saginaw - Bay City - Midland, Mich. | 2,967,082 | 119 |
| Sarasota, Fla. | 2,952,140 | 120 |
| Fort Wayne, Ind. | 2,940,637 | 121 |
| Augusta, Ga. | 2,929,097 | 122 |
| Jackson, Miss. | 2,926,089 | 123 |
| Colorado Springs, Colo. | 2,900,348 | 124 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 2,847,563 | 125 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 2,812,347 | 126 |
| Canton, Ohio | 2,796,293 | 127 |
| Vallejo - Fairfield - Napa, Cal. | 2,785,340 | 128 |
| Beaumont - Port Arthur, Tex. | 2,719,519 | 129 |
| Trenton, N.J. | 2,708,053 | 130 |
| Aurora - Elgin, Ill. | 2,657,825 | 131 |
| Peoria, Ill. | 2,623,303 | 132 |
| Johnson City - Kingsport - Bristol, Tenn. | 2,621,185 | 133 |
| St. Cloud, Minn. | 2,613,718 | 134 |
| Reno, Nev. | 2,584,652 | 135 |
| Shreveport, La. | 2,560,574 | 136 |
| Reading, Pa. | 2,548,238 | 137 |
| Modesto, Cal. | 2,543,335 | 138 |
| Anchorage, Alas. | 2,518,807 | 139 |
| Pensacola, Fla. | 2,488,482 | 140 |
| Appleton - Oshkosh - Neenah, Wisc. | 2,456,787 | 141 |
| Corpus Christi, Tex. | 2,411,511 | 142 |
| Ann Arbor, Mich. | 2,404,889 | 143 |
| Salinas - Seaside - Monterey, Cal. | 2,334,631 | 144 |
| Joliet, Ill. | 2,314,614 | 145 |
| Orange County, N.Y. | 2,302,542 | 146 |
| Eugene - Springfield, Ore. | 2,267,764 | 147 |
| Poughkeepsie, N.Y. | 2,261,077 | 148 |
| Rockford, Ill. | 2,257,983 | 149 |
| Macon - Warner Robins, Ga. | 2,140,222 | 150 |
| **Total Top 150** | **1,298,560,004** | |
| Montgomery, Ala. | 2,137,117 | 151 |
| Springfield, Mo. | 2,111,044 | 152 |
| Evansville, Ind. | 2,110,287 | 153 |
| Roanoke, Va. | 2,090,618 | 154 |
| Fort Pierce, Fla. | 2,066,935 | 155 |
| Utica - Rome, N.Y. | 2,040,739 | 156 |
| McAllen - Edinburg - Mission, Tex. | 2,028,729 | 157 |
| Lubbock, Tex. | 2,025,939 | 158 |
| Boulder - Longmont, Colo. | 2,012,188 | 159 |
| South Bend - Mishawaka, Ind. | 1,988,189 | 160 |
| Huntsville, Ala. | 1,938,007 | 161 |
| Salem, Ore. | 1,928,316 | 162 |
| Amarillo, Tex. | 1,915,518 | 163 |
| Savannah, Ga. | 1,912,718 | 164 |
| Binghamton, N.Y. | 1,905,840 | 165 |
| Santa Cruz, Cal. | 1,899,989 | 166 |
| Huntington - Ashland, W.Va.-Ky. | 1,896,545 | 167 |
| Tallahassee, Fla. | 1,850,854 | 168 |
| New London - Norwich, Conn. | 1,839,535 | 169 |
| Charleston, W.Va. | 1,825,939 | 170 |
| Kalamazoo, Mich. | 1,799,240 | 171 |
| Erie, Pa. | 1,788,155 | 172 |
| Duluth, Minn. | 1,786,197 | 173 |
| Green Bay, Wisc. | 1,758,825 | 174 |
| Fayetteville, N.C. | 1,719,843 | 175 |
| Hamilton - Middletown, Ohio | 1,714,303 | 176 |
| Lorain - Elyria, Ohio | 1,712,808 | 177 |
| Columbus, Ga. | 1,686,624 | 178 |
| Bradenton, Fla. | 1,671,344 | 179 |
| Lafayette, La. | 1,667,771 | 180 |
| Visalia - Tulare - Porterville, Cal. | 1,658,574 | 181 |
| Gainesville, Fla. | 1,658,143 | 182 |
| Terre Haute, Ind. | 1,588,002 | 183 |
| Galveston - Texas City, Tex. | 1,587,897 | 184 |
| Lincoln, Neb. | 1,579,558 | 185 |
| Hickory - Morganton, N.C. | 1,563,932 | 186 |
| Boise, Ida. | 1,550,437 | 187 |
| Naples, Fla. | 1,523,374 | 188 |
| Springfield, Ill. | 1,513,666 | 189 |
| Cedar Rapids, Iowa | 1,497,443 | 190 |
| Medford, Ore. | 1,487,367 | 191 |
| Ocala, Fla. | 1,482,843 | 192 |
| Niagara Falls, N.Y. | 1,462,303 | 193 |
| Brownsville - Harlingen, Tex. | 1,442,992 | 194 |
| Fort Collins - Loveland, Colo. | 1,430,687 | 195 |
| Waco, Tex. | 1,430,358 | 196 |
| Longview - Marshall, Tex. | 1,400,761 | 197 |
| Killeen - Temple, Tex. | 1,398,926 | 198 |
| Vancouver, Wash. | 1,392,459 | 199 |
| Fargo - Moorhead, N.D.-Minn. | 1,387,563 | 200 |
| **Total Top 200** | **1,385,427,445** | |
| Champaign - Urbana - Rantoul, Ill. | 1,384,518 | 201 |
| Topeka, Kans. | 1,337,811 | 202 |
| Asheville, N.C. | 1,334,803 | 203 |
| Fort Smith, Ark. | 1,326,913 | 204 |
| Tyler, Tex. | 1,322,221 | 205 |
| Sioux Falls, S.D. | 1,316,538 | 206 |
| Johnstown, Pa. | 1,315,957 | 207 |
| Racine, Wisc. | 1,283,475 | 208 |
| Monroe, La. | 1,276,580 | 209 |
| Bangor, Me. | 1,271,553 | 210 |
| Pittsfield, Mass. | 1,262,477 | 211 |
| Lima, Ohio | 1,256,475 | 212 |
| Elkhart - Goshen, Ind. | 1,247,457 | 213 |
| Yakima, Wash. | 1,233,242 | 214 |
| Fort Walton Beach, Fla. | 1,217,739 | 215 |
| Olympia, Wash. | 1,203,358 | 216 |
| Houma - Thibodaux, La. | 1,191,935 | 217 |
| Lake Charles, La. | 1,189,504 | 218 |
| Burlington, Vt. | 1,189,146 | 219 |
| Biloxi - Gulfport, Miss. | 1,180,632 | 220 |
| Bremerton, Wash. | 1,178,139 | 221 |
| Provo - Orem, Utah | 1,173,520 | 222 |
| Wilmington, N.C. | 1,163,612 | 223 |
| Panama City, Fla. | 1,162,526 | 224 |
| Benton Harbor, Mich. | 1,148,486 | 225 |
| Chico, Cal. | 1,139,717 | 226 |
| Brazoria, Tex. | 1,135,072 | 227 |
| Redding, Cal. | 1,125,579 | 228 |
| Richland - Kennewick - Pasco, Wash. | 1,109,990 | 229 |
| Waterloo - Cedar Falls, Iowa | 1,094,120 | 230 |
| Billings, Mont. | 1,093,984 | 231 |
| Bellingham, Wash. | 1,090,725 | 232 |
| Parkersburg - Marietta, W.Va.-Ohio | 1,085,469 | 233 |
| Battle Creek, Mich. | 1,082,182 | 234 |
| Eau Claire, Wisc. | 1,081,860 | 235 |
| Janesville - Beloit, Wisc. | 1,081,442 | 236 |
| Charlottesville, Va. | 1,076,098 | 237 |
| Bloomington - Normal, Ill. | 1,067,332 | 238 |
| Rochester, Minn. | 1,058,720 | 239 |
| Joplin, Mo. | 1,058,134 | 240 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 1,054,654 | 241 |
| Tuscaloosa, Ala. | 1,051,403 | 242 |
| Athens, Ga. | 1,049,549 | 243 |
| Anderson, S.C. | 1,042,563 | 244 |
| Vineland - Millville - Bridgeton, N.J. | 1,039,955 | 245 |
| Lafayette - West Lafayette, Ind. | 1,039,882 | 246 |
| Wheeling, W.Va. | 1,038,228 | 247 |
| Dothan, Ala. | 1,032,834 | 248 |
| Alexandria, La. | 1,029,500 | 249 |
| Lynchburg, Va. | 1,024,751 | 250 |
| **Total Top 250** | **1,443,379,805** | |
| Jackson, Mich. | 1,021,984 | 251 |
| Fayetteville - Springdale, Ark. | 1,021,558 | 252 |
| Mansfield, Ohio | 976,218 | 253 |
| Muskegon, Mich. | 974,738 | 254 |
| Wichita Falls, Tex. | 968,316 | 255 |
| Altoona, Pa. | 967,197 | 256 |
| Florence, S.C. | 965,081 | 257 |
| Glens Falls, N.Y. | 963,701 | 258 |
| Decatur, Ill. | 950,252 | 259 |
| Abilene, Tex. | 931,907 | 260 |
| Texarkana, Tex.-Ark. | 923,316 | 261 |
| Columbia, Mo. | 921,455 | 262 |
| Santa Fe, N.M. | 920,812 | 263 |
| Beaver County, Pa. | 918,288 | 264 |
| Florence, Ala. | 913,187 | 265 |
| Sioux City, Iowa | 910,208 | 266 |
| Burlington, N.C. | 900,048 | 267 |
| Laredo, Tex. | 899,643 | 268 |
| Anderson, Ind. | 879,403 | 269 |
| Rapid City, S.D. | 868,870 | 270 |
| Hagerstown, Md. | 868,139 | 271 |
| Williamsport, Pa. | 867,624 | 272 |
| Merced, Cal. | 864,597 | 273 |
| Midland, Tex. | 857,033 | 274 |
| Jamestown - Dunkirk, N.Y. | 856,749 | 275 |
| Odessa, Tex. | 852,792 | 276 |
| Bryan - College Station, Tex. | 842,911 | 277 |
| La Crosse, Wisc. | 841,620 | 278 |
| Kokomo, Ind. | 822,139 | 279 |
| Albany, Ga. | 820,125 | 280 |
| State College, Pa. | 813,758 | 281 |
| Pueblo, Colo. | 806,986 | 282 |
| Lewiston - Auburn, Me. | 802,205 | 283 |
| Wausau, Wisc. | 794,910 | 284 |
| Sherman - Denison, Tex. | 785,566 | 285 |
| Steubenville - Weirton, Ohio-W.Va. | 777,653 | 286 |
| Bloomington, Ind. | 759,803 | 287 |
| Jacksonville, N.C. | 759,280 | 288 |
| Kenosha, Wisc. | 758,934 | 289 |
| Muncie, Ind. | 753,148 | 290 |
| Decatur, Ala. | 740,077 | 291 |
| Bismarck, N.D. | 737,213 | 292 |
| Anniston, Ala. | 734,327 | 293 |
| Dubuque, Iowa | 725,848 | 294 |
| Iowa City, Iowa | 725,655 | 295 |
| San Angelo, Tex. | 715,038 | 296 |
| Yuma, Ariz. | 706,799 | 297 |
| Sharon, Pa. | 699,910 | 298 |
| Greeley, Colo. | 697,313 | 299 |
| Yuba City, Cal. | 685,556 | 300 |
| Kankakee, Ill. | 681,065 | 301 |
| Lawton, Okla. | 678,432 | 302 |
| Elmira, N.Y. | 676,981 | 303 |
| Owensboro, Ky. | 676,408 | 304 |
| Danville, Va. | 671,019 | 305 |
| Grand Forks, N.D. | 670,639 | 306 |
| Jackson, Tenn. | 665,758 | 307 |
| Sheboygan, Wisc. | 661,655 | 308 |
| Gadsden, Ala. | 647,003 | 309 |
| Cumberland, Md. | 643,437 | 310 |
| Las Cruces, N.M. | 642,154 | 311 |
| Great Falls, Mont. | 623,438 | 312 |
| St. Joseph, Mo. | 610,742 | 313 |
| Victoria, Tex. | 591,622 | 314 |
| Pascagoula, Miss. | 569,203 | 315 |
| Pine Bluff, Ark. | 559,190 | 316 |
| Cheyenne, Wyo. | 549,806 | 317 |
| Lawrence, Kans. | 521,329 | 318 |
| Casper, Wyo. | 460,991 | 319 |
| Enid, Okla. | 398,061 | 320 |
| **Total Above Areas** | **1,497,848,128** | |
| **Percent of U.S.** | **82.2367** | |
| **U.S. Total** | **1,821,385,936** | |

1992 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# FOOD STORE SALES

| Area | ($000) | Rank |
|---|---|---|
| Los Angeles - Long Beach, Cal. | 12,745,608 | 1 |
| New York, N.Y. | 10,120,585 | 2 |
| Chicago, Ill. | 7,993,391 | 3 |
| Philadelphia, Pa. | 7,708,966 | 4 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 6,444,786 | 5 |
| Washington, D.C. | 5,980,354 | 6 |
| Houston, Tex. | 5,628,556 | 7 |
| Nassau - Suffolk, N.Y. | 5,304,225 | 8 |
| Detroit, Mich. | 5,150,076 | 9 |
| Dallas, Tex. | 4,621,584 | 10 |
| Atlanta, Ga. | 4,068,911 | 11 |
| Phoenix, Ariz. | 4,036,448 | 12 |
| Seattle, Wash. | 3,684,343 | 13 |
| Minneapolis - St. Paul, Minn. | 3,644,276 | 14 |
| Riverside - San Bernardino, Cal. | 3,604,871 | 15 |
| Anaheim - Santa Ana, Cal. | 3,527,474 | 16 |
| San Diego, Cal. | 3,509,674 | 17 |
| St. Louis, Mo. | 3,469,068 | 18 |
| Tampa - St. Petersburg - Clearwater, Fla. | 3,333,261 | 19 |
| Baltimore, Md. | 3,330,998 | 20 |
| Oakland, Cal. | 3,261,304 | 21 |
| Newark, N.J. | 3,201,482 | 22 |
| Pittsburgh, Pa. | 2,970,470 | 23 |
| San Francisco, Cal. | 2,851,806 | 24 |
| Denver, Colo. | 2,820,470 | 25 |
| Miami - Hialeah, Fla. | 2,727,655 | 26 |
| Cleveland, Ohio | 2,596,728 | 27 |
| Bergen - Passaic, N.J. | 2,398,537 | 28 |
| Fort Worth - Arlington, Tex. | 2,337,700 | 29 |
| Sacramento, Cal. | 2,333,884 | 30 |
| New Orleans, La. | 2,316,837 | 31 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 2,304,208 | 32 |
| Kansas City, Mo.-Kans. | 2,287,655 | 33 |
| Cincinnati, Ohio | 2,258,239 | 34 |
| San Jose, Cal. | 2,077,977 | 35 |
| San Antonio, Tex. | 2,075,157 | 36 |
| Monmouth - Ocean, N.J. | 1,969,945 | 37 |
| Norfolk - Virginia Beach - Newport News, Va. | 1,962,878 | 38 |
| Portland, Ore. | 1,957,764 | 39 |
| Middlesex - Somerset - Hunterdon, N.J. | 1,933,470 | 40 |
| Milwaukee, Wisc. | 1,873,090 | 41 |
| Orlando, Fla. | 1,829,686 | 42 |
| Rochester, N.Y. | 1,797,176 | 43 |
| Columbus, Ohio | 1,746,189 | 44 |
| Buffalo, N.Y. | 1,712,587 | 45 |
| Salt Lake City - Ogden, Utah | 1,677,647 | 46 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | 1,645,120 | 47 |
| Albany - Schenectady - Troy, N.Y. | 1,625,823 | 48 |
| Hartford - New Britain - Middletown - Bristol, Conn. | 1,588,428 | 49 |
| Indianapolis, Ind. | 1,581,942 | 50 |
| **Total Top 50** | **173,629,309** | |
| Austin, Tex. | 1,561,714 | 51 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | 1,502,639 | 52 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 1,483,165 | 53 |
| Honolulu, Haw. | 1,464,451 | 54 |
| Jacksonville, Fla. | 1,399,268 | 55 |
| Oklahoma City, Okla. | 1,356,961 | 56 |
| Louisville, Ky. | 1,351,034 | 57 |
| Richmond - Petersburg, Va. | 1,350,502 | 58 |
| New Haven - Waterbury - Meriden, Conn. | 1,343,201 | 59 |
| Las Vegas, Nev. | 1,341,912 | 60 |
| Nashville, Tenn. | 1,317,634 | 61 |
| Dayton - Springfield, Ohio | 1,290,589 | 62 |
| Greensboro - Winston-Salem - High Point, N.C. | 1,281,194 | 63 |
| Providence - Pawtucket - Woonsocket, R.I. | 1,262,251 | 64 |
| Tulsa, Okla. | 1,172,172 | 65 |
| Birmingham, Ala. | 1,162,221 | 66 |
| Scranton - Wilkes-Barre, Pa. | 1,156,057 | 67 |
| Memphis, Tenn. | 1,155,850 | 68 |
| Allentown - Bethlehem - Easton, Pa. | 1,135,355 | 69 |
| Syracuse, N.Y. | 1,133,744 | 70 |
| Raleigh - Durham, N.C. | 1,120,279 | 71 |
| Greenville - Spartanburg, S.C. | 1,047,065 | 72 |
| Baton Rouge, La. | 1,031,503 | 73 |
| Tucson, Ariz. | 1,015,272 | 74 |
| Worcester - Fitchburg - Leominster, Mass. | 1,010,929 | 75 |
| Akron, Ohio | 986,440 | 76 |
| Oxnard - Ventura, Cal. | 950,071 | 77 |
| Omaha, Neb. | 931,132 | 78 |
| New Bedford - Fall River - Attleboro, Mass. | 922,207 | 79 |
| Springfield, Mass. | 908,761 | 80 |
| Toledo, Ohio | 890,063 | 81 |
| Harrisburg - Lebanon - Carlisle, Pa. | 886,308 | 82 |
| Wilmington, Del. | 883,267 | 83 |
| Knoxville, Tenn. | 843,431 | 84 |
| Fresno, Cal. | 836,047 | 85 |
| Tacoma, Wash. | 811,075 | 86 |
| Gary - Hammond, Ind. | 760,156 | 87 |
| Grand Rapids, Mich. | 757,921 | 88 |
| Charleston, S.C. | 753,856 | 89 |
| Des Moines, Iowa | 752,545 | 90 |
| Little Rock - North Little Rock, Ark. | 738,998 | 91 |
| Santa Rosa - Petaluma, Cal. | 736,939 | 92 |
| Portsmouth - Dover - Rochester, N.H. | 735,113 | 93 |
| Jersey City, N.J. | 728,826 | 94 |
| El Paso, Tex. | 725,650 | 95 |
| Lancaster, Pa. | 720,713 | 96 |
| Wichita, Kans. | 711,309 | 97 |
| Lake County, Ill. | 704,019 | 98 |
| Bakersfield, Cal. | 692,911 | 99 |
| Spokane, Wash. | 689,958 | 100 |
| **Total Top 100** | **225,133,987** | |
| Albuquerque, N.M. | 675,718 | 101 |
| Stockton, Cal. | 675,211 | 102 |
| Atlantic City, N.J. | 666,070 | 103 |
| Daytona Beach, Fla. | 663,655 | 104 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 659,294 | 105 |
| Manchester - Nashua, N.H. | 643,711 | 106 |
| Mobile, Ala. | 641,782 | 107 |
| Lakeland - Winter Haven, Fla. | 628,159 | 108 |
| Columbia, S.C. | 619,413 | 109 |
| York, Pa. | 618,595 | 110 |
| Fort Myers - Cape Coral, Fla. | 612,514 | 111 |
| Youngstown - Warren, Ohio | 605,678 | 112 |
| Vallejo - Fairfield - Napa, Cal. | 600,934 | 113 |
| Canton, Ohio | 596,088 | 114 |
| Melbourne - Titusville - Palm Bay, Fla. | 587,104 | 115 |
| Modesto, Cal. | 585,478 | 116 |
| Augusta, Ga. | 584,180 | 117 |
| Chattanooga, Tenn. | 573,426 | 118 |
| Trenton, N.J. | 570,524 | 119 |
| Orange County, N.Y. | 565,436 | 120 |
| Corpus Christi, Tex. | 562,310 | 121 |
| Poughkeepsie, N.Y. | 548,815 | 122 |
| Flint, Mich. | 548,745 | 123 |
| Beaumont - Port Arthur, Tex. | 535,522 | 124 |
| Portland, Me. | 531,805 | 125 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 525,941 | 126 |
| Anchorage, Alas. | 516,461 | 127 |
| Johnson City - Kingsport - Bristol, Tenn. | 513,922 | 128 |
| Reading, Pa. | 511,291 | 129 |
| Sarasota, Fla. | 508,267 | 130 |
| Colorado Springs, Colo. | 506,874 | 131 |
| Lexington-Fayette, Ky. | 504,119 | 132 |
| McAllen - Edinburg - Mission, Tex. | 496,061 | 133 |
| Madison, Wisc. | 488,728 | 134 |
| Reno, Nev. | 488,575 | 135 |
| Shreveport, La. | 485,814 | 136 |
| Pensacola, Fla. | 477,787 | 137 |
| Fort Wayne, Ind. | 470,979 | 138 |
| Utica - Rome, N.Y. | 470,652 | 139 |
| Visalia - Tulare - Porterville, Cal. | 470,192 | 140 |
| Eugene - Springfield, Ore. | 465,837 | 141 |
| Galveston - Texas City, Tex. | 460,276 | 142 |
| Jackson, Miss. | 457,877 | 143 |
| Peoria, Ill. | 454,852 | 144 |
| Saginaw - Bay City - Midland, Mich. | 452,608 | 145 |
| Boulder - Longmont, Colo. | 443,977 | 146 |
| Lansing - East Lansing, Mich. | 442,714 | 147 |
| Lafayette, La. | 438,140 | 148 |
| Aurora - Elgin, Ill. | 433,990 | 149 |
| Fort Pierce, Fla. | 431,841 | 150 |
| **Total Top 150** | **252,151,929** | |
| Salinas - Seaside - Monterey, Cal. | 426,738 | 151 |
| Erie, Pa. | 420,105 | 152 |
| Santa Cruz, Cal. | 414,535 | 153 |
| Salem, Ore. | 409,698 | 154 |
| Appleton - Oshkosh - Neenah, Wisc. | 408,694 | 155 |
| Charleston, W.Va. | 398,094 | 156 |
| Binghamton, N.Y. | 396,027 | 157 |
| Rockford, Ill. | 390,015 | 158 |
| Evansville, Ind. | 389,752 | 159 |
| Boise, Ida. | 385,150 | 160 |
| Hamilton - Middletown, Ohio | 384,950 | 161 |
| Huntington - Ashland, W.Va.-Ky. | 379,018 | 162 |
| Macon - Warner Robins, Ga. | 376,109 | 163 |
| Savannah, Ga. | 373,100 | 164 |
| Bradenton, Fla. | 372,813 | 165 |
| Ann Arbor, Mich. | 368,836 | 166 |
| New London - Norwich, Conn. | 364,044 | 167 |
| Joliet, Ill. | 363,692 | 168 |
| South Bend - Mishawaka, Ind. | 360,851 | 169 |
| Duluth, Minn. | 358,625 | 170 |
| Niagara Falls, N.Y. | 356,581 | 171 |
| Tallahassee, Fla. | 356,292 | 172 |
| Gainesville, Fla. | 355,090 | 173 |
| Brownsville - Harlingen, Tex. | 352,200 | 174 |
| Amarillo, Tex. | 347,872 | 175 |
| Naples, Fla. | 345,751 | 176 |
| Houma - Thibodaux, La. | 343,232 | 177 |
| Montgomery, Ala. | 340,564 | 178 |
| Johnstown, Pa. | 337,964 | 179 |
| Huntsville, Ala. | 335,359 | 180 |
| Lubbock, Tex. | 334,762 | 181 |
| Roanoke, Va. | 334,548 | 182 |
| Lake Charles, La. | 328,298 | 183 |
| Lorain - Elyria, Ohio | 321,001 | 184 |
| Columbus, Ga. | 320,702 | 185 |
| Waco, Tex. | 320,336 | 186 |
| Hickory - Morganton, N.C. | 315,716 | 187 |
| Ocala, Fla. | 313,304 | 188 |
| Yakima, Wash. | 310,931 | 189 |
| Lincoln, Neb. | 309,154 | 190 |
| Springfield, Mo. | 307,901 | 191 |
| Brazoria, Tex. | 307,484 | 192 |
| Fort Smith, Ark. | 305,866 | 193 |
| Vancouver, Wash. | 304,006 | 194 |
| Fort Collins - Loveland, Colo. | 303,856 | 195 |
| Killeen - Temple, Tex. | 299,715 | 196 |
| Provo - Orem, Utah | 294,062 | 197 |
| Olympia, Wash. | 288,675 | 198 |
| Bremerton, Wash. | 282,099 | 199 |
| Redding, Cal. | 281,333 | 200 |
| **Total Top 200** | **269,547,435** | |
| Monroe, La. | 280,914 | 201 |
| Longview - Marshall, Tex. | 279,961 | 202 |
| Asheville, N.C. | 278,182 | 203 |
| Fayetteville, N.C. | 277,598 | 204 |
| Bangor, Me. | 277,229 | 205 |
| Green Bay, Wisc. | 274,110 | 206 |
| Bellingham, Wash. | 268,942 | 207 |
| Billings, Mont. | 265,633 | 208 |
| Richland - Kennewick - Pasco, Wash. | 265,483 | 209 |
| Cedar Rapids, Iowa | 265,232 | 210 |
| Panama City, Fla. | 259,546 | 211 |
| Tyler, Tex. | 259,289 | 212 |
| Pittsfield, Mass. | 254,999 | 213 |
| Chico, Cal. | 254,285 | 214 |
| Vineland - Millville - Bridgeton, N.J. | 253,987 | 215 |
| Burlington, Vt. | 251,633 | 216 |
| Beaver County, Pa. | 248,925 | 217 |
| Biloxi - Gulfport, Miss. | 248,493 | 218 |
| Springfield, Ill. | 247,412 | 219 |
| Altoona, Pa. | 246,664 | 220 |
| Charlottesville, Va. | 242,627 | 221 |
| Wheeling, W.Va. | 240,303 | 222 |
| Anderson, S.C. | 238,167 | 223 |
| Merced, Cal. | 236,969 | 224 |
| Fargo - Moorhead, N.D.-Minn. | 235,179 | 225 |
| Laredo, Tex. | 233,965 | 226 |
| Medford, Ore. | 233,182 | 227 |
| Janesville - Beloit, Wisc. | 232,992 | 228 |
| Jamestown - Dunkirk, N.Y. | 232,934 | 229 |
| St. Cloud, Minn. | 230,598 | 230 |
| Glens Falls, N.Y. | 230,113 | 231 |
| Topeka, Kans. | 229,510 | 232 |
| Lima, Ohio | 227,640 | 233 |
| Lynchburg, Va. | 226,168 | 234 |
| Midland, Tex. | 221,346 | 235 |
| Odessa, Tex. | 218,941 | 236 |
| Racine, Wisc. | 217,376 | 237 |
| Elkhart - Goshen, Ind. | 215,149 | 238 |
| Parkersburg - Marietta, W.Va.-Ohio | 214,786 | 239 |
| Sioux Falls, S.D. | 212,994 | 240 |
| Kalamazoo, Mich. | 211,308 | 241 |
| Lewiston - Auburn, Me. | 208,151 | 242 |
| Alexandria, La. | 206,973 | 243 |
| Fort Walton Beach, Fla. | 205,899 | 244 |
| Pueblo, Colo. | 205,323 | 245 |
| Wilmington, N.C. | 204,774 | 246 |
| Joplin, Mo. | 204,729 | 247 |
| Eau Claire, Wisc. | 202,847 | 248 |
| Williamsport, Pa. | 200,041 | 249 |
| Benton Harbor, Mich. | 199,685 | 250 |
| **Total Top 250** | **281,426,621** | |
| Fayetteville - Springdale, Ark. | 199,453 | 251 |
| Sioux City, Iowa | 196,185 | 252 |
| Yuba City, Cal. | 195,624 | 253 |
| Florence, S.C. | 195,532 | 254 |
| Waterloo - Cedar Falls, Iowa | 194,791 | 255 |
| Bryan - College Station, Tex. | 194,659 | 256 |
| Florence, Ala. | 193,867 | 257 |
| Dothan, Ala. | 191,211 | 258 |
| Champaign - Urbana - Rantoul, Ill. | 188,132 | 259 |
| Athens, Ga. | 182,789 | 260 |
| Hagerstown, Md. | 182,659 | 261 |
| Steubenville - Weirton, Ohio-W.Va. | 182,378 | 262 |
| Greeley, Colo. | 180,712 | 263 |
| Rochester, Minn. | 178,197 | 264 |
| Tuscaloosa, Ala. | 177,717 | 265 |
| Albany, Ga. | 177,524 | 266 |
| Battle Creek, Mich. | 177,352 | 267 |
| Iowa City, Iowa | 174,130 | 268 |
| Burlington, N.C. | 173,194 | 269 |
| Anderson, Ind. | 168,801 | 270 |
| Bloomington - Normal, Ill. | 167,377 | 271 |
| Sherman - Denison, Tex. | 165,708 | 272 |
| Danville, Va. | 164,052 | 273 |
| Sharon, Pa. | 162,762 | 274 |
| Lafayette - West Lafayette, Ind. | 162,216 | 275 |
| Mansfield, Ohio | 158,367 | 276 |
| Jackson, Mich. | 156,932 | 277 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 154,414 | 278 |
| Muskegon, Mich. | 154,233 | 279 |
| Santa Fe, N.M. | 153,896 | 280 |
| Yuma, Ariz. | 153,431 | 281 |
| Texarkana, Tex.-Ark. | 151,403 | 282 |
| Rapid City, S.D. | 151,084 | 283 |
| Decatur, Ill. | 148,719 | 284 |
| Kenosha, Wisc. | 144,374 | 285 |
| Terre Haute, Ind. | 144,134 | 286 |
| Sheboygan, Wisc. | 143,125 | 287 |
| State College, Pa. | 141,567 | 288 |
| Bloomington, Ind. | 141,209 | 289 |
| Las Cruces, N.M. | 140,371 | 290 |
| Victoria, Tex. | 139,834 | 291 |
| Jacksonville, N.C. | 138,978 | 292 |
| Wichita Falls, Tex. | 138,894 | 293 |
| San Angelo, Tex. | 138,851 | 294 |
| Dubuque, Iowa | 138,483 | 295 |
| Columbia, Mo. | 138,378 | 296 |
| Cumberland, Md. | 136,540 | 297 |
| Wausau, Wisc. | 133,738 | 298 |
| Owensboro, Ky. | 132,967 | 299 |
| Elmira, N.Y. | 132,822 | 300 |
| Pascagoula, Miss. | 132,703 | 301 |
| La Crosse, Wisc. | 132,214 | 302 |
| Kokomo, Ind. | 131,126 | 303 |
| Abilene, Tex. | 127,312 | 304 |
| Gadsden, Ala. | 125,526 | 305 |
| Lawton, Okla. | 124,649 | 306 |
| Bismarck, N.D. | 121,431 | 307 |
| Muncie, Ind. | 120,866 | 308 |
| Decatur, Ala. | 120,043 | 309 |
| Jackson, Tenn. | 119,524 | 310 |
| Casper, Wyo. | 119,284 | 311 |
| Great Falls, Mont. | 118,488 | 312 |
| Kankakee, Ill. | 117,493 | 313 |
| St. Joseph, Mo. | 114,425 | 314 |
| Lawrence, Kans. | 110,288 | 315 |
| Pine Bluff, Ark. | 109,836 | 316 |
| Grand Forks, N.D. | 106,670 | 317 |
| Cheyenne, Wyo. | 89,486 | 318 |
| Anniston, Ala. | 84,947 | 319 |
| Enid, Okla. | 80,119 | 320 |
| **Total Above Areas** | **291,866,817** | |
| **Percent of U.S.** | **78.8287** | |
| **U.S. Total** | **370,254,607** | |

# SUPERMARKET SALES

| Area | ($000) | Rank |
|---|---|---|
| Los Angeles - Long Beach, Cal. | 11,758,709 | 1 |
| New York, N.Y. | 8,443,757 | 2 |
| Chicago, Ill. | 7,298,489 | 3 |
| Philadelphia, Pa. | 6,993,839 | 4 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 5,737,355 | 5 |
| Washington, D.C. | 5,707,552 | 6 |
| Houston, Tex. | 5,377,237 | 7 |
| Nassau - Suffolk, N.Y. | 4,720,034 | 8 |
| Detroit, Mich. | 4,582,303 | 9 |
| Dallas, Tex. | 4,474,280 | 10 |
| Atlanta, Ga. | 3,919,095 | 11 |
| Phoenix, Ariz. | 3,906,815 | 12 |
| Seattle, Wash. | 3,486,413 | 13 |
| Riverside - San Bernardino, Cal. | 3,451,524 | 14 |
| Minneapolis - St. Paul, Minn. | 3,450,140 | 15 |
| St. Louis, Mo. | 3,282,489 | 16 |
| Anaheim - Santa Ana, Cal. | 3,281,986 | 17 |
| San Diego, Cal. | 3,232,638 | 18 |
| Tampa - St. Petersburg - Clearwater, Fla. | 3,147,563 | 19 |
| Baltimore, Md. | 3,081,219 | 20 |
| Oakland, Cal. | 3,034,760 | 21 |
| Newark, N.J. | 2,925,027 | 22 |
| Pittsburgh, Pa. | 2,782,595 | 23 |
| Denver, Colo. | 2,717,161 | 24 |
| Miami - Hialeah, Fla. | 2,475,916 | 25 |
| San Francisco, Cal. | 2,394,055 | 26 |
| Cleveland, Ohio | 2,381,170 | 27 |
| Fort Worth - Arlington, Tex. | 2,260,890 | 28 |
| Sacramento, Cal. | 2,227,277 | 29 |
| Kansas City, Mo.-Kans. | 2,208,859 | 30 |
| Bergen - Passaic, N.J. | 2,201,810 | 31 |
| New Orleans, La. | 2,189,090 | 32 |
| Cincinnati, Ohio | 2,100,917 | 33 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 2,073,755 | 34 |
| San Antonio, Tex. | 2,003,341 | 35 |
| San Jose, Cal. | 1,918,822 | 36 |
| Norfolk - Virginia Beach - Newport News, Va. | 1,887,814 | 37 |
| Monmouth - Ocean, N.J. | 1,851,406 | 38 |
| Portland, Ore. | 1,834,670 | 39 |
| Middlesex - Somerset - Hunterdon, N.J. | 1,798,365 | 40 |
| Milwaukee, Wisc. | 1,769,941 | 41 |
| Orlando, Fla. | 1,740,249 | 42 |
| Rochester, N.Y. | 1,711,596 | 43 |
| Columbus, Ohio | 1,660,022 | 44 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | 1,603,696 | 45 |
| Salt Lake City - Ogden, Utah | 1,600,919 | 46 |
| Buffalo, N.Y. | 1,575,164 | 47 |
| Albany - Schenectady - Troy, N.Y. | 1,540,192 | 48 |
| Austin, Tex. | 1,520,287 | 49 |
| Indianapolis, Ind. | 1,520,039 | 50 |
| **Total Top 50** | **160,843,242** | |
| Hartford - New Britain - Middletown - Bristol, Conn. | 1,470,045 | 51 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | 1,369,704 | 52 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 1,365,845 | 53 |
| Honolulu, Haw. | 1,321,405 | 54 |
| Jacksonville, Fla. | 1,320,149 | 55 |
| Oklahoma City, Okla. | 1,316,160 | 56 |
| Richmond - Petersburg, Va. | 1,310,282 | 57 |
| Nashville, Tenn. | 1,286,900 | 58 |
| Louisville, Ky. | 1,286,253 | 59 |
| Las Vegas, Nev. | 1,284,035 | 60 |
| New Haven - Waterbury - Meriden, Conn. | 1,244,957 | 61 |
| Greensboro - Winston-Salem - High Point, N.C. | 1,237,660 | 62 |
| Dayton - Springfield, Ohio | 1,231,225 | 63 |
| Tulsa, Okla. | 1,143,000 | 64 |
| Birmingham, Ala. | 1,124,845 | 65 |
| Providence - Pawtucket - Woonsocket, R.I. | 1,100,250 | 66 |
| Memphis, Tenn. | 1,091,553 | 67 |
| Raleigh - Durham, N.C. | 1,091,550 | 68 |
| Scranton - Wilkes-Barre, Pa. | 1,078,133 | 69 |
| Allentown - Bethlehem - Easton, Pa. | 1,066,762 | 70 |
| Syracuse, N.Y. | 1,061,624 | 71 |
| Greenville - Spartanburg, S.C. | 1,027,590 | 72 |
| Baton Rouge, La. | 995,747 | 73 |
| Tucson, Ariz. | 970,733 | 74 |
| Akron, Ohio | 933,899 | 75 |
| Worcester - Fitchburg - Leominster, Mass. | 932,079 | 76 |
| Oxnard - Ventura, Cal. | 897,233 | 77 |
| Omaha, Neb. | 890,286 | 78 |
| Toledo, Ohio | 843,291 | 79 |
| Harrisburg - Lebanon - Carlisle, Pa. | 841,015 | 80 |
| New Bedford - Fall River - Attleboro, Mass. | 834,465 | 81 |
| Springfield, Mass. | 829,272 | 82 |
| Wilmington, Del. | 822,298 | 83 |
| Knoxville, Tenn. | 813,582 | 84 |
| Fresno, Cal. | 774,862 | 85 |
| Tacoma, Wash. | 774,500 | 86 |
| Des Moines, Iowa | 726,799 | 87 |
| Charleston, S.C. | 719,719 | 88 |
| Little Rock - North Little Rock, Ark. | 710,515 | 89 |
| Gary - Hammond, Ind. | 707,476 | 90 |
| Grand Rapids, Mich. | 701,078 | 91 |
| El Paso, Tex. | 700,606 | 92 |
| Santa Rosa - Petaluma, Cal. | 689,782 | 93 |
| Wichita, Kans. | 689,453 | 94 |
| Portsmouth - Dover - Rochester, N.H. | 689,263 | 95 |
| Spokane, Wash. | 669,039 | 96 |
| Lake County, Ill. | 661,739 | 97 |
| Bakersfield, Cal. | 655,851 | 98 |
| Jersey City, N.J. | 643,982 | 99 |
| Lancaster, Pa. | 634,095 | 100 |
| **Total Top 100** | **209,425,849** | |
| Albuquerque, N.M. | 633,159 | 101 |
| Daytona Beach, Fla. | 632,343 | 102 |
| Stockton, Cal. | 632,224 | 103 |
| Mobile, Ala. | 619,410 | 104 |
| Manchester - Nashua, N.H. | 613,583 | 105 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 609,360 | 106 |
| Atlantic City, N.J. | 601,426 | 107 |
| Columbia, S.C. | 592,692 | 108 |
| Lakeland - Winter Haven, Fla. | 591,721 | 109 |
| Fort Myers - Cape Coral, Fla. | 585,408 | 110 |
| York, Pa. | 579,008 | 111 |
| Augusta, Ga. | 573,528 | 112 |
| Youngstown - Warren, Ohio | 568,522 | 113 |
| Canton, Ohio | 562,989 | 114 |
| Vallejo - Fairfield - Napa, Cal. | 561,732 | 115 |
| Chattanooga, Tenn. | 558,816 | 116 |
| Melbourne - Titusville - Palm Bay, Fla. | 553,986 | 117 |
| Modesto, Cal. | 552,695 | 118 |
| Corpus Christi, Tex. | 543,928 | 119 |
| Orange County, N.Y. | 535,108 | 120 |
| Trenton, N.J. | 531,161 | 121 |
| Poughkeepsie, N.Y. | 526,258 | 122 |
| Beaumont - Port Arthur, Tex. | 520,301 | 123 |
| Flint, Mich. | 516,562 | 124 |
| Portland, Me. | 501,968 | 125 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 497,870 | 126 |
| Anchorage, Alas. | 496,765 | 127 |
| Johnson City - Kingsport - Bristol, Tenn. | 493,117 | 128 |
| Colorado Springs, Colo. | 491,659 | 129 |
| Lexington-Fayette, Ky. | 484,554 | 130 |
| Reading, Pa. | 470,028 | 131 |
| Reno, Nev. | 467,045 | 132 |
| Shreveport, La. | 466,582 | 133 |
| McAllen - Edinburg - Mission, Tex. | 465,813 | 134 |
| Sarasota, Fla. | 465,409 | 135 |
| Pensacola, Fla. | 463,367 | 136 |
| Madison, Wisc. | 455,742 | 137 |
| Fort Wayne, Ind. | 445,386 | 138 |
| Jackson, Miss. | 444,682 | 139 |
| Visalia - Tulare - Porterville, Cal. | 442,201 | 140 |
| Galveston - Texas City, Tex. | 439,744 | 141 |
| Eugene - Springfield, Ore. | 438,380 | 142 |
| Utica - Rome, N.Y. | 434,970 | 143 |
| Peoria, Ill. | 430,487 | 144 |
| Boulder - Longmont, Colo. | 428,040 | 145 |
| Lansing - East Lansing, Mich. | 420,856 | 146 |
| Aurora - Elgin, Ill. | 416,799 | 147 |
| Lafayette, La. | 415,683 | 148 |
| Fort Pierce, Fla. | 403,334 | 149 |
| Erie, Pa. | 396,784 | 150 |
| **Total Top 150** | **234,999,034** | |
| Saginaw - Bay City - Midland, Mich. | 393,585 | 151 |
| Salem, Ore. | 393,257 | 152 |
| Appleton - Oshkosh - Neenah, Wisc. | 388,382 | 153 |
| Charleston, W.Va. | 386,533 | 154 |
| Binghamton, N.Y. | 381,430 | 155 |
| Santa Cruz, Cal. | 375,032 | 156 |
| Evansville, Ind. | 374,282 | 157 |
| Boise, Ida. | 373,255 | 158 |
| Rockford, Ill. | 369,444 | 159 |
| Macon - Warner Robins, Ga. | 368,906 | 160 |
| Hamilton - Middletown, Ohio | 362,090 | 161 |
| Salinas - Seaside - Monterey, Cal. | 361,937 | 162 |
| Huntington - Ashland, W.Va.-Ky. | 359,576 | 163 |
| Savannah, Ga. | 355,746 | 164 |
| Bradenton, Fla. | 354,578 | 165 |
| Joliet, Ill. | 347,513 | 166 |
| South Bend - Mishawaka, Ind. | 343,898 | 167 |
| Tallahassee, Fla. | 342,835 | 168 |
| Duluth, Minn. | 340,379 | 169 |
| Ann Arbor, Mich. | 340,140 | 170 |
| New London - Norwich, Conn. | 336,048 | 171 |
| Gainesville, Fla. | 335,787 | 172 |
| Niagara Falls, N.Y. | 334,448 | 173 |
| Amarillo, Tex. | 333,651 | 174 |
| Brownsville - Harlingen, Tex. | 333,195 | 175 |
| Montgomery, Ala. | 329,410 | 176 |
| Huntsville, Ala. | 327,173 | 177 |
| Roanoke, Va. | 327,013 | 178 |
| Naples, Fla. | 324,795 | 179 |
| Houma - Thibodaux, La. | 324,336 | 180 |
| Johnstown, Pa. | 322,423 | 181 |
| Lake Charles, La. | 321,683 | 182 |
| Lubbock, Tex. | 318,106 | 183 |
| Columbus, Ga. | 308,796 | 184 |
| Hickory - Morganton, N.C. | 303,720 | 185 |
| Yakima, Wash. | 303,459 | 186 |
| Waco, Tex. | 302,861 | 187 |
| Lorain - Elyria, Ohio | 300,034 | 188 |
| Ocala, Fla. | 298,922 | 189 |
| Brazoria, Tex. | 298,370 | 190 |
| Springfield, Mo. | 297,507 | 191 |
| Fort Collins - Loveland, Colo. | 296,873 | 192 |
| Fort Smith, Ark. | 295,815 | 193 |
| Killeen - Temple, Tex. | 293,266 | 194 |
| Vancouver, Wash. | 291,406 | 195 |
| Provo - Orem, Utah | 284,436 | 196 |
| Olympia, Wash. | 276,873 | 197 |
| Longview - Marshall, Tex. | 272,471 | 198 |
| Bremerton, Wash. | 271,368 | 199 |
| Asheville, N.C. | 271,258 | 200 |
| **Total Top 200** | **251,547,335** | |
| Monroe, La. | 271,130 | 201 |
| Fayetteville, N.C. | 268,221 | 202 |
| Redding, Cal. | 266,692 | 203 |
| Bellingham, Wash. | 259,980 | 204 |
| Green Bay, Wisc. | 259,150 | 205 |
| Richland - Kennewick - Pasco, Wash. | 258,398 | 206 |
| Billings, Mont. | 258,040 | 207 |
| Bangor, Me. | 257,494 | 208 |
| Cedar Rapids, Iowa | 256,670 | 209 |
| Tyler, Tex. | 251,503 | 210 |
| Panama City, Fla. | 248,454 | 211 |
| Chico, Cal. | 243,463 | 212 |
| Vineland - Millville - Bridgeton, N.J. | 237,875 | 213 |
| Pittsfield, Mass. | 236,569 | 214 |
| Charlottesville, Va. | 236,177 | 215 |
| Beaver County, Pa. | 235,775 | 216 |
| Altoona, Pa. | 235,475 | 217 |
| Springfield, Ill. | 234,566 | 218 |
| Burlington, Vt. | 233,993 | 219 |
| Biloxi - Gulfport, Miss. | 233,663 | 220 |
| Wheeling, W.Va. | 230,808 | 221 |
| Anderson, S.C. | 230,263 | 222 |
| Fargo - Moorhead, N.D.-Minn. | 229,151 | 223 |
| Janesville - Beloit, Wisc. | 225,976 | 224 |
| Topeka, Kans. | 223,985 | 225 |
| Glens Falls, N.Y. | 223,683 | 226 |
| Jamestown - Dunkirk, N.Y. | 221,508 | 227 |
| Lynchburg, Va. | 219,786 | 228 |
| Merced, Cal. | 217,216 | 229 |
| Midland, Tex. | 217,099 | 230 |
| Laredo, Tex. | 216,393 | 231 |
| Medford, Ore. | 215,677 | 232 |
| St. Cloud, Minn. | 215,523 | 233 |
| Odessa, Tex. | 215,282 | 234 |
| Lima, Ohio | 214,754 | 235 |
| Parkersburg - Marietta, W.Va.-Ohio | 207,141 | 236 |
| Sioux Falls, S.D. | 202,859 | 237 |
| Lewiston - Auburn, Me. | 200,070 | 238 |
| Kalamazoo, Mich. | 200,002 | 239 |
| Joplin, Mo. | 199,888 | 240 |
| Elkhart - Goshen, Ind. | 198,521 | 241 |
| Racine, Wisc. | 198,236 | 242 |
| Wilmington, N.C. | 197,637 | 243 |
| Pueblo, Colo. | 197,529 | 244 |
| Alexandria, La. | 196,259 | 245 |
| Fayetteville - Springdale, Ark. | 194,388 | 246 |
| Fort Walton Beach, Fla. | 193,363 | 247 |
| Sioux City, Iowa | 191,718 | 248 |
| Eau Claire, Wisc. | 191,272 | 249 |
| Florence, S.C. | 187,806 | 250 |
| **Total Top 250** | **262,804,416** | |
| Florence, Ala. | 186,115 | 251 |
| Waterloo - Cedar Falls, Iowa | 185,731 | 252 |
| Yuba City, Cal. | 185,414 | 253 |
| Bryan - College Station, Tex. | 185,221 | 254 |
| Dothan, Ala. | 184,719 | 255 |
| Benton Harbor, Mich. | 182,791 | 256 |
| Champaign - Urbana - Rantoul, Ill. | 179,765 | 257 |
| Williamsport, Pa. | 177,150 | 258 |
| Lincoln, Neb. | 176,954 | 259 |
| Athens, Ga. | 176,786 | 260 |
| Greeley, Colo. | 175,579 | 261 |
| Steubenville - Weirton, Ohio-W.Va. | 173,499 | 262 |
| Hagerstown, Md. | 173,323 | 263 |
| Albany, Ga. | 173,067 | 264 |
| Rochester, Minn. | 172,110 | 265 |
| Tuscaloosa, Ala. | 170,584 | 266 |
| Battle Creek, Mich. | 167,717 | 267 |
| Iowa City, Iowa | 167,268 | 268 |
| Burlington, N.C. | 166,325 | 269 |
| Anderson, Ind. | 166,218 | 270 |
| Sherman - Denison, Tex. | 162,128 | 271 |
| Danville, Va. | 160,135 | 272 |
| Bloomington - Normal, Ill. | 158,903 | 273 |
| Lafayette - West Lafayette, Ind. | 155,827 | 274 |
| Sharon, Pa. | 153,657 | 275 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 151,023 | 276 |
| Jackson, Mich. | 150,665 | 277 |
| Yuma, Ariz. | 148,489 | 278 |
| Muskegon, Mich. | 148,102 | 279 |
| Rapid City, S.D. | 147,825 | 280 |
| Mansfield, Ohio | 147,093 | 281 |
| Texarkana, Tex.-Ark. | 146,719 | 282 |
| Santa Fe, N.M. | 146,628 | 283 |
| Decatur, Ill. | 142,339 | 284 |
| Bloomington, Ind. | 138,413 | 285 |
| Las Cruces, N.M. | 136,374 | 286 |
| Sheboygan, Wisc. | 135,844 | 287 |
| Columbia, Mo. | 135,199 | 288 |
| State College, Pa. | 134,786 | 289 |
| Terre Haute, Ind. | 134,751 | 290 |
| San Angelo, Tex. | 134,647 | 291 |
| Jacksonville, N.C. | 134,645 | 292 |
| Wichita Falls, Tex. | 133,968 | 293 |
| Kenosha, Wisc. | 133,194 | 294 |
| Victoria, Tex. | 132,851 | 295 |
| Owensboro, Ky. | 129,790 | 296 |
| Cumberland, Md. | 128,435 | 297 |
| La Crosse, Wisc. | 126,062 | 298 |
| Kokomo, Ind. | 125,862 | 299 |
| Pascagoula, Miss. | 124,796 | 300 |
| Elmira, N.Y. | 122,941 | 301 |
| Abilene, Tex. | 122,901 | 302 |
| Gadsden, Ala. | 122,184 | 303 |
| Lawton, Okla. | 120,573 | 304 |
| Dubuque, Iowa | 117,362 | 305 |
| Decatur, Ala. | 116,636 | 306 |
| Bismarck, N.D. | 116,155 | 307 |
| Casper, Wyo. | 115,894 | 308 |
| Jackson, Tenn. | 114,906 | 309 |
| Great Falls, Mont. | 114,539 | 310 |
| Muncie, Ind. | 114,339 | 311 |
| Kankakee, Ill. | 112,170 | 312 |
| St. Joseph, Mo. | 108,789 | 313 |
| Pine Bluff, Ark. | 105,886 | 314 |
| Lawrence, Kans. | 104,960 | 315 |
| Grand Forks, N.D. | 102,770 | 316 |
| Wausau, Wisc. | 94,583 | 317 |
| Cheyenne, Wyo. | 86,850 | 318 |
| Anniston, Ala. | 82,565 | 319 |
| Enid, Okla. | 76,990 | 320 |
| **Total Above Areas** | **272,743,895** | |
| **Percent of U.S.** | **78.4386** | |
| **U.S. Total** | **347,716,281** | |

# EATING & DRINKING PLACE SALES

| Area | ($000) | Rank |
|---|---|---|
| Los Angeles - Long Beach, Cal. | 8,524,056 | 1 |
| New York, N.Y. | 6,207,452 | 2 |
| Chicago, Ill. | 5,278,839 | 3 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 4,432,429 | 4 |
| Washington, D.C. | 3,615,325 | 5 |
| Detroit, Mich. | 3,343,136 | 6 |
| Philadelphia, Pa. | 3,107,033 | 7 |
| Atlanta, Ga. | 2,754,778 | 8 |
| Anaheim - Santa Ana, Cal. | 2,743,687 | 9 |
| San Francisco, Cal. | 2,630,665 | 10 |
| Dallas, Tex. | 2,500,459 | 11 |
| Houston, Tex. | 2,421,471 | 12 |
| Seattle, Wash. | 2,340,587 | 13 |
| San Diego, Cal. | 2,335,486 | 14 |
| Minneapolis - St. Paul, Minn. | 2,222,230 | 15 |
| St. Louis, Mo. | 1,986,684 | 16 |
| Oakland, Cal. | 1,931,184 | 17 |
| Nassau - Suffolk, N.Y. | 1,908,748 | 18 |
| Riverside - San Bernardino, Cal. | 1,864,473 | 19 |
| Phoenix, Ariz. | 1,862,810 | 20 |
| Baltimore, Md. | 1,742,179 | 21 |
| Tampa - St. Petersburg - Clearwater, Fla. | 1,677,413 | 22 |
| Miami - Hialeah, Fla. | 1,661,530 | 23 |
| Honolulu, Haw. | 1,611,005 | 24 |
| San Jose, Cal. | 1,531,440 | 25 |
| Denver, Colo. | 1,505,129 | 26 |
| Cincinnati, Ohio | 1,378,199 | 27 |
| Sacramento, Cal. | 1,372,471 | 28 |
| Portland, Ore. | 1,365,464 | 29 |
| Cleveland, Ohio | 1,361,371 | 30 |
| Pittsburgh, Pa. | 1,344,016 | 31 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 1,339,372 | 32 |
| Orlando, Fla. | 1,281,802 | 33 |
| Newark, N.J. | 1,267,653 | 34 |
| Kansas City, Mo.-Kans. | 1,248,008 | 35 |
| Columbus, Ohio | 1,247,365 | 36 |
| Milwaukee, Wisc. | 1,196,942 | 37 |
| Indianapolis, Ind. | 1,164,472 | 38 |
| San Antonio, Tex. | 1,117,620 | 39 |
| New Orleans, La. | 1,090,904 | 40 |
| Raleigh - Durham, N.C. | 1,004,883 | 41 |
| Bergen - Passaic, N.J. | 1,000,617 | 42 |
| Fort Worth - Arlington, Tex. | 993,521 | 43 |
| Norfolk - Virginia Beach - Newport News, Va. | 992,216 | 44 |
| Hartford - New Britain - Middletown - Bristol, Conn. | 974,614 | 45 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 897,176 | 46 |
| Nashville, Tenn. | 897,125 | 47 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | 864,179 | 48 |
| Jacksonville, Fla. | 840,795 | 49 |
| Louisville, Ky. | 785,684 | 50 |
| **Total Top 50** | **100,766,697** | |
| Middlesex - Somerset - Hunterdon, N.J. | 756,140 | 51 |
| Providence - Pawtucket - Woonsocket, R.I. | 748,819 | 52 |
| Dayton - Springfield, Ohio | 742,509 | 53 |
| Oklahoma City, Okla. | 739,735 | 54 |
| Austin, Tex. | 735,930 | 55 |
| Buffalo, N.Y. | 724,504 | 56 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | 717,011 | 57 |
| Monmouth - Ocean, N.J. | 716,422 | 58 |
| New Haven - Waterbury - Meriden, Conn. | 707,212 | 59 |
| Greensboro - Winston-Salem - High Point, N.C. | 698,632 | 60 |
| Las Vegas, Nev. | 696,814 | 61 |
| Salt Lake City - Ogden, Utah | 696,094 | 62 |
| Rochester, N.Y. | 675,576 | 63 |
| Albany - Schenectady - Troy, N.Y. | 624,232 | 64 |
| Worcester - Fitchburg - Leominster, Mass. | 609,849 | 65 |
| Richmond - Petersburg, Va. | 600,528 | 66 |
| Birmingham, Ala. | 593,074 | 67 |
| Memphis, Tenn. | 578,337 | 68 |
| Springfield, Mass. | 574,618 | 69 |
| Oxnard - Ventura, Cal. | 537,365 | 70 |
| Tulsa, Okla. | 534,037 | 71 |
| Omaha, Neb. | 518,041 | 72 |
| Fresno, Cal. | 508,919 | 73 |
| Akron, Ohio | 507,540 | 74 |
| Knoxville, Tenn. | 499,328 | 75 |
| Toledo, Ohio | 498,688 | 76 |
| New Bedford - Fall River - Attleboro, Mass. | 493,891 | 77 |
| Grand Rapids, Mich. | 490,839 | 78 |
| Tacoma, Wash. | 490,275 | 79 |
| Tucson, Ariz. | 471,972 | 80 |
| Greenville - Spartanburg, S.C. | 469,548 | 81 |
| Syracuse, N.Y. | 461,230 | 82 |
| Scranton - Wilkes-Barre, Pa. | 457,779 | 83 |
| Albuquerque, N.M. | 455,814 | 84 |
| Lake County, Ill. | 444,575 | 85 |
| Allentown - Bethlehem - Easton, Pa. | 429,125 | 86 |
| Anchorage, Alas. | 419,996 | 87 |
| Atlantic City, N.J. | 410,241 | 88 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 406,871 | 89 |
| Columbia, S.C. | 397,840 | 90 |
| Harrisburg - Lebanon - Carlisle, Pa. | 397,478 | 91 |
| Wilmington, Del. | 393,815 | 92 |
| Wichita, Kans. | 390,745 | 93 |
| Bakersfield, Cal. | 382,008 | 94 |
| Gary - Hammond, Ind. | 373,820 | 95 |
| Charleston, S.C. | 363,952 | 96 |
| Spokane, Wash. | 356,446 | 97 |
| Little Rock - North Little Rock, Ark. | 351,051 | 98 |
| Santa Rosa - Petaluma, Cal. | 350,596 | 99 |
| Stockton, Cal. | 348,190 | 100 |
| **Total Top 100** | **127,314,748** | |
| Portsmouth - Dover - Rochester, N.H. | 347,741 | 101 |
| Des Moines, Iowa | 343,621 | 102 |
| Madison, Wisc. | 341,962 | 103 |
| Daytona Beach, Fla. | 341,362 | 104 |
| Vallejo - Fairfield - Napa, Cal. | 338,899 | 105 |
| Salinas - Seaside - Monterey, Cal. | 337,408 | 106 |
| Lexington-Fayette, Ky. | 334,220 | 107 |
| Fort Myers - Cape Coral, Fla. | 329,727 | 108 |
| Youngstown - Warren, Ohio | 323,836 | 109 |
| Lansing - East Lansing, Mich. | 322,405 | 110 |
| El Paso, Tex. | 321,707 | 111 |
| Melbourne - Titusville - Palm Bay, Fla. | 316,578 | 112 |
| Manchester - Nashua, N.H. | 311,726 | 113 |
| Baton Rouge, La. | 304,753 | 114 |
| Mobile, Ala. | 302,656 | 115 |
| Portland, Me. | 301,664 | 116 |
| Lancaster, Pa. | 300,045 | 117 |
| Colorado Springs, Colo. | 298,173 | 118 |
| Saginaw - Bay City - Midland, Mich. | 297,567 | 119 |
| Fort Wayne, Ind. | 297,149 | 120 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 291,969 | 121 |
| Jersey City, N.J. | 287,144 | 122 |
| Augusta, Ga. | 286,600 | 123 |
| Sarasota, Fla. | 280,920 | 124 |
| Flint, Mich. | 280,349 | 125 |
| Ann Arbor, Mich. | 279,210 | 126 |
| Canton, Ohio | 277,924 | 127 |
| Chattanooga, Tenn. | 274,913 | 128 |
| Eugene - Springfield, Ore. | 255,293 | 129 |
| Jackson, Miss. | 254,549 | 130 |
| Pensacola, Fla. | 253,553 | 131 |
| Modesto, Cal. | 253,344 | 132 |
| York, Pa. | 247,186 | 133 |
| Aurora - Elgin, Ill. | 245,734 | 134 |
| Trenton, N.J. | 241,444 | 135 |
| Lakeland - Winter Haven, Fla. | 239,334 | 136 |
| Johnson City - Kingsport - Bristol, Tenn. | 239,209 | 137 |
| Appleton - Oshkosh - Neenah, Wisc. | 236,713 | 138 |
| Santa Cruz, Cal. | 234,696 | 139 |
| Peoria, Ill. | 234,023 | 140 |
| Redding, Pa. | 232,967 | 141 |
| Beaumont - Port Arthur, Tex. | 226,035 | 142 |
| Corpus Christi, Tex. | 225,419 | 143 |
| Evansville, Ind. | 224,795 | 144 |
| Shreveport, La. | 224,630 | 145 |
| Boulder - Longmont, Colo. | 222,162 | 146 |
| Rockford, Ill. | 220,669 | 147 |
| Salem, Ore. | 216,166 | 148 |
| Macon - Warner Robins, Ga. | 213,004 | 149 |
| Reno, Nev. | 211,024 | 150 |
| **Total Top 150** | **141,138,925** | |
| New London - Norwich, Conn. | 210,759 | 151 |
| Montgomery, Ala. | 206,214 | 152 |
| South Bend - Mishawaka, Ind. | 205,020 | 153 |
| Lubbock, Tex. | 204,994 | 154 |
| Joliet, Ill. | 202,482 | 155 |
| Savannah, Ga. | 197,581 | 156 |
| Tallahassee, Fla. | 196,719 | 157 |
| Utica - Rome, N.Y. | 194,681 | 158 |
| Bradenton, Fla. | 190,590 | 159 |
| Fort Pierce, Fla. | 185,405 | 160 |
| Huntsville, Ala. | 185,320 | 161 |
| Kalamazoo, Mich. | 184,597 | 162 |
| Erie, Pa. | 182,161 | 163 |
| Orange County, N.Y. | 181,194 | 164 |
| Hamilton - Middletown, Ohio | 180,721 | 165 |
| Roanoke, Va. | 179,906 | 166 |
| Springfield, Mo. | 178,733 | 167 |
| Lafayette, La. | 176,663 | 168 |
| Amarillo, Tex. | 174,679 | 169 |
| Poughkeepsie, N.Y. | 174,207 | 170 |
| Charleston, W.Va. | 172,694 | 171 |
| Lincoln, Neb. | 172,109 | 172 |
| Boise, Ida. | 172,069 | 173 |
| Panama City, Fla. | 171,860 | 174 |
| Galveston - Texas City, Tex. | 171,136 | 175 |
| Vancouver, Wash. | 170,967 | 176 |
| Columbus, Ga. | 170,745 | 177 |
| Champaign - Urbana - Rantoul, Ill. | 169,541 | 178 |
| Binghamton, N.Y. | 169,295 | 179 |
| Huntington - Ashland, W.Va.-Ky. | 169,233 | 180 |
| Gainesville, Fla. | 168,526 | 181 |
| Naples, Fla. | 167,777 | 182 |
| Fayetteville, N.C. | 164,397 | 183 |
| Green Bay, Wisc. | 161,551 | 184 |
| Burlington, Vt. | 159,983 | 185 |
| Fort Collins - Loveland, Colo. | 155,311 | 186 |
| Pittsfield, Mass. | 155,210 | 187 |
| Cedar Rapids, Iowa | 154,684 | 188 |
| Duluth, Minn. | 154,514 | 189 |
| Lorain - Elyria, Ohio | 149,020 | 190 |
| Fort Walton Beach, Fla. | 148,129 | 191 |
| Asheville, N.C. | 146,896 | 192 |
| Ocala, Fla. | 144,218 | 193 |
| Hickory - Morganton, N.C. | 142,331 | 194 |
| McAllen - Edinburg - Mission, Tex. | 141,733 | 195 |
| Waco, Tex. | 137,323 | 196 |
| Niagara Falls, N.Y. | 137,316 | 197 |
| Topeka, Kans. | 136,866 | 198 |
| Biloxi - Gulfport, Miss. | 135,468 | 199 |
| Medford, Ore. | 135,038 | 200 |
| **Total Top 200** | **149,637,491** | |
| Springfield, Ill. | 134,863 | 201 |
| Visalia - Tulare - Porterville, Cal. | 134,623 | 202 |
| Wilmington, N.C. | 133,633 | 203 |
| Benton Harbor, Mich. | 132,845 | 204 |
| Fargo - Moorhead, N.D.-Minn. | 132,799 | 205 |
| Yakima, Wash. | 132,055 | 206 |
| Brownsville - Harlingen, Tex. | 128,964 | 207 |
| Killeen - Temple, Tex. | 127,669 | 208 |
| Fort Smith, Ark. | 126,490 | 209 |
| Chico, Cal. | 125,090 | 210 |
| Olympia, Wash. | 124,607 | 211 |
| Bellingham, Wash. | 122,432 | 212 |
| Santa Fe, N.M. | 122,064 | 213 |
| Bloomington - Normal, Ill. | 120,035 | 214 |
| Tyler, Tex. | 120,011 | 215 |
| Billings, Mont. | 119,489 | 216 |
| St. Cloud, Minn. | 118,871 | 217 |
| Sioux Falls, S.D. | 118,372 | 218 |
| Eau Claire, Wisc. | 118,106 | 219 |
| Bremerton, Wash. | 117,136 | 220 |
| Monroe, La. | 116,053 | 221 |
| Wichita Falls, Tex. | 115,506 | 222 |
| Richland - Kennewick - Pasco, Wash. | 115,136 | 223 |
| Johnstown, Pa. | 112,797 | 224 |
| Lima, Ohio | 111,773 | 225 |
| Longview - Marshall, Tex. | 110,120 | 226 |
| Muskegon, Mich. | 109,350 | 227 |
| Redding, Cal. | 109,224 | 228 |
| Lafayette - West Lafayette, Ind. | 108,715 | 229 |
| Athens, Ga. | 108,668 | 230 |
| Elkhart - Goshen, Ind. | 107,800 | 231 |
| Bangor, Me. | 105,919 | 232 |
| Janesville - Beloit, Wisc. | 105,068 | 233 |
| La Crosse, Wisc. | 105,003 | 234 |
| Racine, Wisc. | 104,122 | 235 |
| Battle Creek, Mich. | 102,660 | 236 |
| Wheeling, W.Va. | 101,597 | 237 |
| Decatur, Ill. | 99,845 | 238 |
| Charlottesville, Va. | 97,080 | 239 |
| Houma - Thibodaux, La. | 97,049 | 240 |
| Waterloo - Cedar Falls, Iowa | 96,990 | 241 |
| Dothan, Ala. | 96,203 | 242 |
| Lake Charles, La. | 96,044 | 243 |
| Terre Haute, Ind. | 95,780 | 244 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 95,722 | 245 |
| Bloomington, Ind. | 95,436 | 246 |
| Joplin, Mo. | 94,124 | 247 |
| State College, Pa. | 93,710 | 248 |
| Lynchburg, Va. | 92,842 | 249 |
| Provo - Orem, Utah | 90,884 | 250 |
| **Total Top 250** | **155,238,865** | |
| Glens Falls, N.Y. | 90,728 | 251 |
| Mansfield, Ohio | 90,699 | 252 |
| Brazoria, Tex. | 90,314 | 253 |
| Sioux City, Iowa | 90,289 | 254 |
| Tuscaloosa, Ala. | 90,036 | 255 |
| Pueblo, Colo. | 89,381 | 256 |
| Parkersburg - Marietta, W.Va.-Ohio | 88,935 | 257 |
| Iowa City, Iowa | 88,389 | 258 |
| Jacksonville, N.C. | 88,195 | 259 |
| Jackson, Mich. | 87,373 | 260 |
| Kenosha, Wisc. | 87,340 | 261 |
| Abilene, Tex. | 86,044 | 262 |
| Rochester, Minn. | 86,004 | 263 |
| Bryan - College Station, Tex. | 84,974 | 264 |
| Anderson, Ind. | 84,413 | 265 |
| Muncie, Ind. | 83,355 | 266 |
| Anderson, S.C. | 83,330 | 267 |
| Columbia, Mo. | 81,217 | 268 |
| Beaver County, Pa. | 80,900 | 269 |
| Altoona, Pa. | 80,789 | 270 |
| Lewiston - Auburn, Me. | 80,733 | 271 |
| Merced, Cal. | 80,422 | 272 |
| Kokomo, Ind. | 79,140 | 273 |
| Odessa, Tex. | 76,784 | 274 |
| Wausau, Wisc. | 76,400 | 275 |
| Florence, Ala. | 75,638 | 276 |
| Rapid City, S.D. | 74,785 | 277 |
| Anniston, Ala. | 74,139 | 278 |
| Alexandria, La. | 73,528 | 279 |
| Jamestown - Dunkirk, N.Y. | 73,100 | 280 |
| Great Falls, Mont. | 72,139 | 281 |
| Dubuque, Iowa | 71,624 | 282 |
| Albany, Ga. | 71,090 | 283 |
| Greeley, Colo. | 71,034 | 284 |
| Las Cruces, N.M. | 69,202 | 285 |
| Texarkana, Tex.-Ark. | 69,123 | 286 |
| Lawrence, Kans. | 68,967 | 287 |
| Laredo, Tex. | 68,528 | 288 |
| Sheboygan, Wisc. | 67,931 | 289 |
| Florence, S.C. | 67,555 | 290 |
| Steubenville - Weirton, Ohio-W.Va. | 67,394 | 291 |
| Hagerstown, Md. | 67,311 | 292 |
| Fayetteville - Springdale, Ark. | 66,126 | 293 |
| Burlington, N.C. | 66,066 | 294 |
| San Angelo, Tex. | 64,832 | 295 |
| Williamsport, Pa. | 63,954 | 296 |
| Vineland - Millville - Bridgeton, N.J. | 63,861 | 297 |
| Sharon, Pa. | 63,677 | 298 |
| Cheyenne, Wyo. | 62,699 | 299 |
| Cumberland, Md. | 62,485 | 300 |
| Bismarck, N.D. | 61,504 | 301 |
| Midland, Tex. | 61,319 | 302 |
| Yuba City, Cal. | 58,991 | 303 |
| Decatur, Ala. | 58,360 | 304 |
| Yuma, Ariz. | 58,046 | 305 |
| St. Joseph, Mo. | 57,347 | 306 |
| Elmira, N.Y. | 57,142 | 307 |
| Owensboro, Ky. | 56,818 | 308 |
| Pascagoula, Miss. | 56,678 | 309 |
| Grand Forks, N.D. | 56,162 | 310 |
| Lawton, Okla. | 54,605 | 311 |
| Sherman - Denison, Tex. | 52,983 | 312 |
| Danville, Va. | 52,530 | 313 |
| Gadsden, Ala. | 51,650 | 314 |
| Kankakee, Ill. | 51,610 | 315 |
| Victoria, Tex. | 47,370 | 316 |
| Jackson, Tenn. | 45,414 | 317 |
| Casper, Wyo. | 45,394 | 318 |
| Pine Bluff, Ark. | 42,169 | 319 |
| Enid, Okla. | 33,358 | 320 |
| **Total Above Areas** | **160,141,287** | |
| **Percent of U.S.** | **84.6448** | |
| **U.S. Total** | **189,192,158** | |

# GENERAL MERCHANDISE STORE SALES

| Area | ($000) | Rank |
|---|---|---|
| Los Angeles - Long Beach, Cal. | 6,439,334 | 1 |
| Chicago, Ill. | 5,251,853 | 2 |
| New York, N.Y. | 4,936,295 | 3 |
| Detroit, Mich. | 4,649,440 | 4 |
| Philadelphia, Pa. | 3,999,091 | 5 |
| Washington, D.C. | 3,607,115 | 6 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 3,211,997 | 7 |
| Atlanta, Ga. | 3,115,726 | 8 |
| Houston, Tex. | 3,012,896 | 9 |
| Minneapolis - St. Paul, Minn. | 2,999,206 | 10 |
| Dallas, Tex. | 2,960,324 | 11 |
| St. Louis, Mo. | 2,658,587 | 12 |
| Anaheim - Santa Ana, Cal. | 2,386,615 | 13 |
| Nassau - Suffolk, N.Y. | 2,372,906 | 14 |
| San Diego, Cal. | 2,212,008 | 15 |
| Riverside - San Bernardino, Cal. | 2,185,053 | 16 |
| Tampa - St. Petersburg - Clearwater, Fla. | 2,077,477 | 17 |
| Baltimore, Md. | 2,061,301 | 18 |
| Phoenix, Ariz. | 2,054,604 | 19 |
| Denver, Colo. | 1,910,910 | 20 |
| Seattle, Wash. | 1,888,872 | 21 |
| Miami - Hialeah, Fla. | 1,828,751 | 22 |
| Kansas City, Mo.-Kans. | 1,816,007 | 23 |
| Portland, Ore. | 1,802,447 | 24 |
| Cleveland, Ohio | 1,780,242 | 25 |
| Pittsburgh, Pa. | 1,774,971 | 26 |
| San Francisco, Cal. | 1,634,933 | 27 |
| Oakland, Cal. | 1,630,957 | 28 |
| Cincinnati, Ohio | 1,622,790 | 29 |
| Columbus, Ohio | 1,538,945 | 30 |
| Indianapolis, Ind. | 1,512,229 | 31 |
| Fort Worth - Arlington, Tex. | 1,509,994 | 32 |
| Milwaukee, Wisc. | 1,427,964 | 33 |
| Honolulu, Haw. | 1,397,914 | 34 |
| San Jose, Cal. | 1,394,932 | 35 |
| Bergen - Passaic, N.J. | 1,287,933 | 36 |
| Nashville, Tenn. | 1,263,537 | 37 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 1,237,079 | 38 |
| Sacramento, Cal. | 1,200,091 | 39 |
| Orlando, Fla. | 1,167,832 | 40 |
| Norfolk - Virginia Beach - Newport News, Va. | 1,167,760 | 41 |
| New Orleans, La. | 1,144,295 | 42 |
| San Antonio, Tex. | 1,143,198 | 43 |
| Dayton - Springfield, Ohio | 1,141,176 | 44 |
| Louisville, Ky. | 1,103,192 | 45 |
| Grand Rapids, Mich. | 1,028,806 | 46 |
| Newark, N.J. | 1,028,536 | 47 |
| Memphis, Tenn. | 1,026,834 | 48 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 1,019,992 | 49 |
| Middlesex - Somerset - Hunterdon, N.J. | 1,008,907 | 50 |
| **Total Top 50** | **105,633,854** | |
| Salt Lake City - Ogden, Utah | 997,557 | 51 |
| Hartford - New Britain - Middletown - Bristol, Conn. | 924,674 | 52 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | 888,076 | 53 |
| Oklahoma City, Okla. | 866,338 | 54 |
| Monmouth - Ocean, N.J. | 854,057 | 55 |
| Birmingham, Ala. | 852,180 | 56 |
| St. Cloud, Minn. | 848,887 | 57 |
| Toledo, Ohio | 827,070 | 58 |
| Albany - Schenectady - Troy, N.Y. | 821,224 | 59 |
| Richmond - Petersburg, Va. | 820,660 | 60 |
| Greensboro - Winston-Salem - High Point, N.C. | 766,393 | 61 |
| Buffalo, N.Y. | 763,159 | 62 |
| Jacksonville, Fla. | 756,392 | 63 |
| Providence - Pawtucket - Woonsocket, R.I. | 721,975 | 64 |
| Rochester, N.Y. | 710,762 | 65 |
| Austin, Tex. | 705,125 | 66 |
| Oxnard - Ventura, Cal. | 702,968 | 67 |
| Omaha, Neb. | 695,088 | 68 |
| Scranton - Wilkes-Barre, Pa. | 689,292 | 69 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | 679,401 | 70 |
| Lansing - East Lansing, Mich. | 675,844 | 71 |
| Las Vegas, Nev. | 661,314 | 72 |
| Raleigh - Durham, N.C. | 647,836 | 73 |
| Baton Rouge, La. | 631,097 | 74 |
| Tulsa, Okla. | 619,764 | 75 |
| Little Rock - North Little Rock, Ark. | 618,102 | 76 |
| Wilmington, Del. | 616,373 | 77 |
| Knoxville, Tenn. | 613,333 | 78 |
| New Haven - Waterbury - Meriden, Conn. | 613,177 | 79 |
| El Paso, Tex. | 606,645 | 80 |
| Worcester - Fitchburg - Leominster, Mass. | 602,257 | 81 |
| Tucson, Ariz. | 594,092 | 82 |
| Tacoma, Wash. | 593,408 | 83 |
| Springfield, Mass. | 579,580 | 84 |
| Akron, Ohio | 573,611 | 85 |
| Flint, Mich. | 559,921 | 86 |
| Wichita, Kans. | 550,429 | 87 |
| Allentown - Bethlehem - Easton, Pa. | 542,924 | 88 |
| Greenville - Spartanburg, S.C. | 541,001 | 89 |
| Albuquerque, N.M. | 536,749 | 90 |
| Harrisburg - Lebanon - Carlisle, Pa. | 536,542 | 91 |
| Saginaw - Bay City - Midland, Mich. | 523,035 | 92 |
| Jackson, Miss. | 522,397 | 93 |
| Manchester - Nashua, N.H. | 512,339 | 94 |
| Lake County, Ill. | 502,328 | 95 |
| Youngstown - Warren, Ohio | 492,608 | 96 |
| New Bedford - Fall River - Attleboro, Mass. | 490,349 | 97 |
| Gary - Hammond, Ind. | 485,466 | 98 |
| Des Moines, Iowa | 484,761 | 99 |
| Lexington-Fayette, Ky. | 475,463 | 100 |
| **Total Top 100** | **138,527,877** | |
| Augusta, Ga. | 458,259 | 101 |
| Beaumont - Port Arthur, Tex. | 455,117 | 102 |
| Syracuse, N.Y. | 449,485 | 103 |
| Columbia, S.C. | 442,132 | 104 |
| Mobile, Ala. | 440,462 | 105 |
| Portsmouth - Dover - Rochester, N.H. | 436,827 | 106 |
| Anchorage, Alas. | 435,036 | 107 |
| Johnson City - Kingsport - Bristol, Tenn. | 434,134 | 108 |
| Melbourne - Titusville - Palm Bay, Fla. | 429,344 | 109 |
| Reno, Nev. | 428,421 | 110 |
| Fresno, Cal. | 419,721 | 111 |
| Spokane, Wash. | 413,445 | 112 |
| Chattanooga, Tenn. | 406,565 | 113 |
| Fort Wayne, Ind. | 400,544 | 114 |
| Shreveport, La. | 399,671 | 115 |
| Springfield, Mo. | 398,186 | 116 |
| Charleston, S.C. | 396,696 | 117 |
| Canton, Ohio | 394,965 | 118 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 388,849 | 119 |
| Fort Myers - Cape Coral, Fla. | 387,613 | 120 |
| Peoria, Ill. | 384,352 | 121 |
| Appleton - Oshkosh - Neenah, Wisc. | 383,025 | 122 |
| Kalamazoo, Mich. | 381,128 | 123 |
| Madison, Wisc. | 376,242 | 124 |
| Colorado Springs, Colo. | 375,540 | 125 |
| McAllen - Edinburg - Mission, Tex. | 374,680 | 126 |
| Daytona Beach, Fla. | 366,538 | 127 |
| Rockford, Ill. | 365,036 | 128 |
| Bakersfield, Cal. | 358,113 | 129 |
| Aurora - Elgin, Ill. | 355,561 | 130 |
| Lakeland - Winter Haven, Fla. | 353,049 | 131 |
| Ann Arbor, Mich. | 348,908 | 132 |
| Santa Rosa - Petaluma, Cal. | 341,137 | 133 |
| Huntsville, Ala. | 337,114 | 134 |
| Green Bay, Wisc. | 336,787 | 135 |
| Huntington - Ashland, W.Va.-Ky. | 336,263 | 136 |
| Sarasota, Fla. | 334,350 | 137 |
| Corpus Christi, Tex. | 332,458 | 138 |
| Amarillo, Tex. | 331,604 | 139 |
| Stockton, Cal. | 328,620 | 140 |
| Pensacola, Fla. | 326,302 | 141 |
| Evansville, Ind. | 322,284 | 142 |
| Reading, Pa. | 316,687 | 143 |
| South Bend - Mishawaka, Ind. | 313,742 | 144 |
| Vallejo - Fairfield - Napa, Cal. | 301,209 | 145 |
| Montgomery, Ala. | 300,247 | 146 |
| Trenton, N.J. | 298,707 | 147 |
| York, Pa. | 293,247 | 148 |
| Modesto, Cal. | 281,629 | 149 |
| Poughkeepsie, N.Y. | 280,917 | 150 |
| **Total Top 150** | **157,078,835** | |
| Macon - Warner Robins, Ga. | 277,251 | 151 |
| Savannah, Ga. | 274,396 | 152 |
| Roanoke, Va. | 274,303 | 153 |
| Springfield, Ill. | 273,720 | 154 |
| Orange County, N.Y. | 273,498 | 155 |
| Portland, Me. | 271,040 | 156 |
| Eugene - Springfield, Ore. | 266,061 | 157 |
| Fayetteville, N.C. | 265,999 | 158 |
| Lafayette, La. | 265,300 | 159 |
| Duluth, Minn. | 263,355 | 160 |
| Charleston, W.Va. | 261,970 | 161 |
| Atlantic City, N.J. | 260,662 | 162 |
| Binghamton, N.Y. | 259,866 | 163 |
| Jackson, Mich. | 258,440 | 164 |
| Lubbock, Tex. | 258,332 | 165 |
| Tallahassee, Fla. | 255,340 | 166 |
| Salem, Ore. | 251,183 | 167 |
| Cedar Rapids, Iowa | 249,315 | 168 |
| Lancaster, Pa. | 248,794 | 169 |
| Joliet, Ill. | 242,944 | 170 |
| Erie, Pa. | 240,886 | 171 |
| Salinas - Seaside - Monterey, Cal. | 237,295 | 172 |
| Waco, Tex. | 237,205 | 173 |
| Utica - Rome, N.Y. | 237,036 | 174 |
| Fort Smith, Ark. | 234,310 | 175 |
| Brownsville - Harlingen, Tex. | 230,469 | 176 |
| Galveston - Texas City, Tex. | 230,407 | 177 |
| Killeen - Temple, Tex. | 229,745 | 178 |
| Columbus, Ga. | 229,423 | 179 |
| Lorain - Elyria, Ohio | 227,493 | 180 |
| Gainesville, Fla. | 227,432 | 181 |
| Tyler, Tex. | 218,930 | 182 |
| Fargo - Moorhead, N.D.-Minn. | 215,679 | 183 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 212,741 | 184 |
| Fayetteville - Springdale, Ark. | 212,542 | 185 |
| Lincoln, Neb. | 212,485 | 186 |
| Battle Creek, Mich. | 208,780 | 187 |
| New London - Norwich, Conn. | 208,778 | 188 |
| Fort Pierce, Fla. | 208,272 | 189 |
| Alexandria, La. | 205,026 | 190 |
| Lake Charles, La. | 203,292 | 191 |
| Champaign - Urbana - Rantoul, Ill. | 200,849 | 192 |
| Muskegon, Mich. | 200,290 | 193 |
| Boulder - Longmont, Colo. | 199,035 | 194 |
| Parkersburg - Marietta, W.Va.-Ohio | 198,595 | 195 |
| Bradenton, Fla. | 198,088 | 196 |
| Vancouver, Wash. | 195,516 | 197 |
| Jersey City, N.J. | 195,267 | 198 |
| Lima, Ohio | 194,020 | 199 |
| Rochester, Minn. | 192,174 | 200 |
| **Total Top 200** | **168,772,654** | |
| Biloxi - Gulfport, Miss. | 191,658 | 201 |
| Mansfield, Ohio | 190,591 | 202 |
| Lafayette - West Lafayette, Ind. | 190,210 | 203 |
| Waterloo - Cedar Falls, Iowa | 188,441 | 204 |
| Texarkana, Tex.-Ark. | 184,279 | 205 |
| Boise, Ida. | 182,569 | 206 |
| Wichita Falls, Tex. | 182,024 | 207 |
| Topeka, Kans. | 181,743 | 208 |
| Sioux Falls, S.D. | 181,041 | 209 |
| Asheville, N.C. | 180,661 | 210 |
| Medford, Ore. | 180,098 | 211 |
| Houma - Thibodaux, La. | 179,010 | 212 |
| Racine, Wisc. | 178,996 | 213 |
| Joplin, Mo. | 178,003 | 214 |
| Brazoria, Tex. | 175,692 | 215 |
| Ocala, Fla. | 175,325 | 216 |
| Fort Walton Beach, Fla. | 174,775 | 217 |
| Wheeling, W.Va. | 174,649 | 218 |
| Niagara Falls, N.Y. | 170,264 | 219 |
| Provo - Orem, Utah | 168,482 | 220 |
| Panama City, Fla. | 168,451 | 221 |
| Hamilton - Middletown, Ohio | 167,979 | 222 |
| Monroe, La. | 167,866 | 223 |
| Dothan, Ala. | 165,866 | 224 |
| Wilmington, N.C. | 165,269 | 225 |
| Tuscaloosa, Ala. | 163,691 | 226 |
| Decatur, Ill. | 161,592 | 227 |
| Lynchburg, Va. | 160,096 | 228 |
| Beaver County, Pa. | 159,806 | 229 |
| Florence, Ala. | 157,491 | 230 |
| Abilene, Tex. | 156,655 | 231 |
| La Crosse, Wisc. | 154,334 | 232 |
| Bloomington - Normal, Ill. | 154,043 | 233 |
| Eau Claire, Wisc. | 153,712 | 234 |
| Hickory - Morganton, N.C. | 153,452 | 235 |
| Columbia, Mo. | 153,116 | 236 |
| Benton Harbor, Mich. | 152,975 | 237 |
| Wausau, Wisc. | 150,977 | 238 |
| Lawton, Okla. | 150,090 | 239 |
| Sioux City, Iowa | 149,991 | 240 |
| Longview - Marshall, Tex. | 149,300 | 241 |
| Fort Collins - Loveland, Colo. | 147,829 | 242 |
| Richland - Kennewick - Pasco, Wash. | 147,161 | 243 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 147,120 | 244 |
| Billings, Mont. | 144,029 | 245 |
| Midland, Tex. | 142,993 | 246 |
| Visalia - Tulare - Porterville, Cal. | 142,190 | 247 |
| Bangor, Me. | 142,036 | 248 |
| Dubuque, Iowa | 141,258 | 249 |
| Janesville - Beloit, Wisc. | 141,103 | 250 |
| **Total Top 250** | **176,993,636** | |
| Bremerton, Wash. | 141,021 | 251 |
| Laredo, Tex. | 140,269 | 252 |
| Altoona, Pa. | 137,495 | 253 |
| Athens, Ga. | 134,920 | 254 |
| Naples, Fla. | 134,490 | 255 |
| Elkhart - Goshen, Ind. | 134,263 | 256 |
| Yakima, Wash. | 133,618 | 257 |
| Pittsfield, Mass. | 132,638 | 258 |
| Florence, S.C. | 132,183 | 259 |
| Albany, Ga. | 131,853 | 260 |
| Olympia, Wash. | 131,208 | 261 |
| Grand Forks, N.D. | 130,912 | 262 |
| Johnstown, Pa. | 129,474 | 263 |
| Bismarck, N.D. | 128,867 | 264 |
| Anderson, S.C. | 128,586 | 265 |
| Steubenville - Weirton, Ohio-W.Va. | 126,861 | 266 |
| St. Joseph, Mo. | 126,559 | 267 |
| Terre Haute, Ind. | 124,982 | 268 |
| Rapid City, S.D. | 124,371 | 269 |
| Owensboro, Ky. | 123,949 | 270 |
| Elmira, N.Y. | 122,244 | 271 |
| Pueblo, Colo. | 121,938 | 272 |
| Chico, Cal. | 121,204 | 273 |
| Sherman - Denison, Tex. | 120,691 | 274 |
| Bellingham, Wash. | 119,752 | 275 |
| Odessa, Tex. | 118,371 | 276 |
| Jackson, Tenn. | 116,437 | 277 |
| Bryan - College Station, Tex. | 116,385 | 278 |
| Santa Cruz, Cal. | 115,632 | 279 |
| Anniston, Ala. | 114,488 | 280 |
| Charlottesville, Va. | 112,298 | 281 |
| Santa Fe, N.M. | 111,606 | 282 |
| Kokomo, Ind. | 111,383 | 283 |
| Hagerstown, Md. | 110,370 | 284 |
| Bloomington, Ind. | 110,210 | 285 |
| Burlington, Vt. | 109,087 | 286 |
| Muncie, Ind. | 108,301 | 287 |
| Andersen, Ind. | 108,223 | 288 |
| Danville, Va. | 106,096 | 289 |
| Cumberland, Md. | 104,728 | 290 |
| Great Falls, Mont. | 102,824 | 291 |
| Jacksonville, N.C. | 102,549 | 292 |
| Lewiston - Auburn, Me. | 101,976 | 293 |
| Sheboygan, Wisc. | 100,715 | 294 |
| Yuma, Ariz. | 100,285 | 295 |
| State College, Pa. | 99,866 | 296 |
| Greeley, Colo. | 99,794 | 297 |
| Kankakee, Ill. | 99,425 | 298 |
| Redding, Cal. | 97,826 | 299 |
| Vineland - Millville - Bridgeton, N.J. | 97,697 | 300 |
| Las Cruces, N.M. | 97,654 | 301 |
| San Angelo, Tex. | 97,293 | 302 |
| Gadsden, Ala. | 97,273 | 303 |
| Iowa City, Iowa | 95,921 | 304 |
| Williamsport, Pa. | 94,189 | 305 |
| Jamestown - Dunkirk, N.Y. | 93,012 | 306 |
| Decatur, Ala. | 92,553 | 307 |
| Glens Falls, N.Y. | 91,626 | 308 |
| Victoria, Tex. | 84,266 | 309 |
| Sharon, Pa. | 82,876 | 310 |
| Burlington, N.C. | 81,346 | 311 |
| Merced, Cal. | 79,168 | 312 |
| Cheyenne, Wyo. | 78,735 | 313 |
| Pascagoula, Miss. | 77,788 | 314 |
| Enid, Okla. | 76,166 | 315 |
| Pine Bluff, Ark. | 75,006 | 316 |
| Lawrence, Kans. | 70,900 | 317 |
| Kenosha, Wisc. | 69,692 | 318 |
| Yuba City, Cal. | 66,962 | 319 |
| Casper, Wyo. | 54,763 | 320 |
| **Total Above Areas** | **184,561,745** | |
| **Percent of U.S.** | **84.8585** | |
| **U.S. Total** | **217,493,516** | |

# DEPARTMENT STORE SALES

| Area | ($000) | Rank |
|---|---|---|
| Los Angeles - Long Beach, Cal. | 4,839,687 | 1 |
| Chicago, Ill. | 4,558,223 | 2 |
| Detroit, Mich. | 4,115,019 | 3 |
| New York, N.Y. | 3,883,576 | 4 |
| Philadelphia, Pa. | 3,445,293 | 5 |
| Washington, D.C. | 2,979,622 | 6 |
| Minneapolis - St. Paul, Minn. | 2,622,472 | 7 |
| Atlanta, Ga. | 2,552,194 | 8 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 2,522,671 | 9 |
| Houston, Tex. | 2,451,047 | 10 |
| St. Louis, Mo. | 2,348,402 | 11 |
| Dallas, Tex. | 2,343,349 | 12 |
| Nassau - Suffolk, N.Y. | 1,999,918 | 13 |
| Anaheim - Santa Ana, Cal. | 1,831,123 | 14 |
| Riverside - San Bernardino, Cal. | 1,716,460 | 15 |
| Tampa - St. Petersburg - Clearwater, Fla. | 1,677,429 | 16 |
| Baltimore, Md. | 1,664,325 | 17 |
| Phoenix, Ariz. | 1,610,221 | 18 |
| Kansas City, Mo.-Kans. | 1,539,376 | 19 |
| San Diego, Cal. | 1,536,659 | 20 |
| Denver, Colo. | 1,528,132 | 21 |
| Pittsburgh, Pa. | 1,508,527 | 22 |
| Cincinnati, Ohio | 1,489,235 | 23 |
| Miami - Hialeah, Fla. | 1,460,252 | 24 |
| Cleveland, Ohio | 1,460,239 | 25 |
| Seattle, Wash. | 1,412,721 | 26 |
| Portland, Ore. | 1,315,283 | 27 |
| Columbus, Ohio | 1,269,362 | 28 |
| Oakland, Cal. | 1,260,810 | 29 |
| Milwaukee, Wisc. | 1,252,736 | 30 |
| Indianapolis, Ind. | 1,243,403 | 31 |
| San Francisco, Cal. | 1,238,645 | 32 |
| Fort Worth - Arlington, Tex. | 1,171,918 | 33 |
| Honolulu, Haw. | 1,121,261 | 34 |
| Bergen - Passaic, N.J. | 1,103,716 | 35 |
| San Jose, Cal. | 1,048,214 | 36 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 1,016,912 | 37 |
| Nashville, Tenn. | 996,629 | 38 |
| Dayton - Springfield, Ohio | 971,062 | 39 |
| Norfolk - Virginia Beach - Newport News, Va. | 963,200 | 40 |
| Grand Rapids, Mich. | 957,144 | 41 |
| Orlando, Fla. | 913,452 | 42 |
| New Orleans, La. | 908,749 | 43 |
| San Antonio, Tex. | 898,751 | 44 |
| Louisville, Ky. | 898,183 | 45 |
| Middlesex - Somerset - Hunterdon, N.J. | 865,967 | 46 |
| Sacramento, Cal. | 865,746 | 47 |
| Newark, N.J. | 859,566 | 48 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 852,782 | 49 |
| Salt Lake City - Ogden, Utah | 803,285 | 50 |
| **Total Top 50** | **85,892,948** | |
| Memphis, Tenn. | 768,694 | 51 |
| Hartford - New Britain - Middletown - Bristol, Conn. | 768,519 | 52 |
| Monmouth - Ocean, N.J. | 754,025 | 53 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | 677,075 | 54 |
| Birmingham, Ala. | 672,508 | 55 |
| Toledo, Ohio | 659,414 | 56 |
| Oklahoma City, Okla. | 658,027 | 57 |
| Albany - Schenectady - Troy, N.Y. | 646,362 | 58 |
| Buffalo, N.Y. | 638,234 | 59 |
| Omaha, Neb. | 632,232 | 60 |
| Lansing - East Lansing, Mich. | 615,180 | 61 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | 605,524 | 62 |
| Richmond - Petersburg, Va. | 605,113 | 63 |
| Las Vegas, Nev. | 592,169 | 64 |
| Scranton - Wilkes-Barre, Pa. | 587,435 | 65 |
| Greensboro - Winston-Salem - High Point, N.C. | 579,402 | 66 |
| Jacksonville, Fla. | 578,525 | 67 |
| Providence - Pawtucket - Woonsocket, R.I. | 570,974 | 68 |
| New Haven - Waterbury - Meriden, Conn. | 558,709 | 69 |
| Austin, Tex. | 549,534 | 70 |
| Rochester, N.Y. | 548,941 | 71 |
| Little Rock - North Little Rock, Ark. | 533,933 | 72 |
| Wilmington, Del. | 530,564 | 73 |
| Baton Rouge, La. | 525,231 | 74 |
| Tulsa, Okla. | 524,583 | 75 |
| Raleigh - Durham, N.C. | 523,245 | 76 |
| Flint, Mich. | 510,841 | 77 |
| Worcester - Fitchburg - Leominster, Mass. | 506,836 | 78 |
| Oxnard - Ventura, Cal. | 505,369 | 79 |
| Knoxville, Tenn. | 496,416 | 80 |
| Akron, Ohio | 483,390 | 81 |
| Saginaw - Bay City - Midland, Mich. | 480,370 | 82 |
| Harrisburg - Lebanon - Carlisle, Pa. | 470,263 | 83 |
| Allentown - Bethlehem - Easton, Pa. | 469,588 | 84 |
| Springfield, Mass. | 461,547 | 85 |
| El Paso, Tex. | 458,276 | 86 |
| Tacoma, Wash. | 442,264 | 87 |
| Greenville - Spartanburg, S.C. | 434,727 | 88 |
| Wichita, Kans. | 430,855 | 89 |
| Youngstown - Warren, Ohio | 422,050 | 90 |
| Des Moines, Iowa | 419,520 | 91 |
| Lake County, Ill. | 419,062 | 92 |
| Gary - Hammond, Ind. | 406,078 | 93 |
| New Bedford - Fall River - Attleboro, Mass. | 403,576 | 94 |
| Lexington-Fayette, Ky. | 401,922 | 95 |
| Tucson, Ariz. | 401,452 | 96 |
| Melbourne - Titusville - Palm Bay, Fla. | 393,243 | 97 |
| Augusta, Ga. | 386,611 | 98 |
| Albuquerque, N.M. | 380,071 | 99 |
| Manchester - Nashua, N.H. | 373,786 | 100 |
| **Total Top 100** | **112,355,183** | |
| Davenport - Rock Island - Moline, Iowa-Ill. | 372,487 | 101 |
| Columbia, S.C. | 367,157 | 102 |
| Beaumont - Port Arthur, Tex. | 364,325 | 103 |
| Mobile, Ala. | 360,619 | 104 |
| Johnson City - Kingsport - Bristol, Tenn. | 358,012 | 105 |
| Kalamazoo, Mich. | 357,141 | 106 |
| Anchorage, Alas. | 349,381 | 107 |
| Reno, Nev. | 343,894 | 108 |
| Fort Myers - Cape Coral, Fla. | 343,582 | 109 |
| Syracuse, N.Y. | 342,821 | 110 |
| Fort Wayne, Ind. | 342,504 | 111 |
| Jackson, Miss. | 340,975 | 112 |
| Canton, Ohio | 340,284 | 113 |
| Chattanooga, Tenn. | 337,075 | 114 |
| Rockford, Ill. | 333,913 | 115 |
| Springfield, Mo. | 330,693 | 116 |
| Peoria, Ill. | 328,281 | 117 |
| Madison, Wisc. | 326,962 | 118 |
| Fresno, Cal. | 322,892 | 119 |
| Daytona Beach, Fla. | 318,102 | 120 |
| Appleton - Oshkosh - Neenah, Wisc. | 317,762 | 121 |
| Ann Arbor, Mich. | 314,997 | 122 |
| Portsmouth - Dover - Rochester, N.H. | 309,709 | 123 |
| Spokane, Wash. | 306,966 | 124 |
| Sarasota, Fla. | 297,494 | 125 |
| Aurora - Elgin, Ill. | 296,982 | 126 |
| Colorado Springs, Colo. | 295,292 | 127 |
| Shreveport, La. | 290,383 | 128 |
| Reading, Pa. | 283,859 | 129 |
| Vallejo - Fairfield - Napa, Cal. | 283,312 | 130 |
| Charleston, S.C. | 280,725 | 131 |
| Evansville, Ind. | 279,496 | 132 |
| Green Bay, Wisc. | 278,624 | 133 |
| Pensacola, Fla. | 278,551 | 134 |
| Santa Rosa - Petaluma, Cal. | 277,527 | 135 |
| Lakeland - Winter Haven, Fla. | 276,670 | 136 |
| South Bend - Mishawaka, Ind. | 272,778 | 137 |
| Bakersfield, Cal. | 269,519 | 138 |
| Huntsville, Ala. | 268,133 | 139 |
| McAllen - Edinburg - Mission, Tex. | 267,753 | 140 |
| Huntington - Ashland, W.Va.-Ky. | 264,482 | 141 |
| Montgomery, Ala. | 253,539 | 142 |
| Trenton, N.J. | 251,875 | 143 |
| Jackson, Mich. | 251,484 | 144 |
| Stockton, Cal. | 250,051 | 145 |
| Macon - Warner Robins, Ga. | 249,680 | 146 |
| Modesto, Cal. | 249,576 | 147 |
| Orange County, N.Y. | 246,538 | 148 |
| Poughkeepsie, N.Y. | 244,605 | 149 |
| Amarillo, Tex. | 244,210 | 150 |
| **Total Top 150** | **127,488,855** | |
| York, Pa. | 243,868 | 151 |
| St. Cloud, Minn. | 242,861 | 152 |
| Corpus Christi, Tex. | 237,068 | 153 |
| Duluth, Minn. | 236,628 | 154 |
| Atlantic City, N.J. | 228,338 | 155 |
| Joliet, Ill. | 225,683 | 156 |
| Lafayette, La. | 225,118 | 157 |
| Charleston, W.Va. | 225,044 | 158 |
| Springfield, Ill. | 223,392 | 159 |
| Binghamton, N.Y. | 223,090 | 160 |
| Salinas - Seaside - Monterey, Cal. | 221,948 | 161 |
| Savannah, Ga. | 220,259 | 162 |
| Galveston - Texas City, Tex. | 219,033 | 163 |
| Fort Smith, Ark. | 215,757 | 164 |
| Tallahassee, Fla. | 214,257 | 165 |
| Roanoke, Va. | 205,878 | 166 |
| *Killeen - Temple, Tex. | 205,475 | 167 |
| Fayetteville, N.C. | 204,590 | 168 |
| Utica - Rome, N.Y. | 204,001 | 169 |
| Lorain - Elyria, Ohio | 201,599 | 170 |
| Cedar Rapids, Iowa | 200,123 | 171 |
| Battle Creek, Mich. | 199,675 | 172 |
| Portland, Me. | 198,739 | 173 |
| Lancaster, Pa. | 198,508 | 174 |
| Lincoln, Neb. | 197,743 | 175 |
| Erie, Pa. | 193,607 | 176 |
| Eugene - Springfield, Ore. | 193,210 | 177 |
| Fargo - Moorhead, N.D.-Minn. | 192,954 | 178 |
| Vancouver, Wash. | 192,477 | 179 |
| Gainesville, Fla. | 192,125 | 180 |
| Brownsville - Harlingen, Tex. | 191,737 | 181 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 191,731 | 182 |
| New London - Norwich, Conn. | 190,811 | 183 |
| Lubbock, Tex. | 190,506 | 184 |
| Columbus, Ga. | 188,634 | 185 |
| Salem, Ore. | 187,672 | 186 |
| Boulder - Longmont, Colo. | 182,075 | 187 |
| Muskegon, Mich. | 178,299 | 188 |
| Fort Pierce, Fla. | 176,472 | 189 |
| Waco, Tex. | 172,787 | 190 |
| Lake Charles, La. | 172,743 | 191 |
| Lafayette - West Lafayette, Ind. | 170,194 | 192 |
| Fayetteville - Springdale, Ark. | 169,204 | 193 |
| Topeka, Kans. | 168,677 | 194 |
| Bradenton, Fla. | 165,429 | 195 |
| Alexandria, La. | 163,728 | 196 |
| Champaign - Urbana - Rantoul, Ill. | 162,591 | 197 |
| Fort Walton Beach, Fla. | 160,872 | 198 |
| Waterloo - Cedar Falls, Iowa | 160,528 | 199 |
| Biloxi - Gulfport, Miss. | 160,151 | 200 |
| **Total Top 200** | **137,376,744** | |
| Brazoria, Tex. | 158,480 | 201 |
| Panama City, Fla. | 158,182 | 202 |
| Parkersburg - Marietta, W.Va.-Ohio | 154,535 | 203 |
| Rochester, Minn. | 154,298 | 204 |
| Wichita Falls, Tex. | 152,454 | 205 |
| Ocala, Fla. | 151,814 | 206 |
| Lima, Ohio | 150,190 | 207 |
| Niagara Falls, N.Y. | 148,748 | 208 |
| Mansfield, Ohio | 147,961 | 209 |
| Dothan, Ala. | 146,749 | 210 |
| Texarkana, Tex.-Ark. | 146,663 | 211 |
| Racine, Wisc. | 146,456 | 212 |
| Sioux Falls, S.D. | 144,694 | 213 |
| Tyler, Tex. | 143,915 | 214 |
| Houma - Thibodaux, La. | 143,240 | 215 |
| Boise, Ida. | 142,665 | 216 |
| Hamilton - Middletown, Ohio | 142,215 | 217 |
| Eau Claire, Wisc. | 142,153 | 218 |
| Abilene, Tex. | 141,587 | 219 |
| Provo - Orem, Utah | 140,725 | 220 |
| Florence, Ala. | 140,361 | 221 |
| Tuscaloosa, Ala. | 140,283 | 222 |
| Beaver County, Pa. | 140,218 | 223 |
| Joplin, Mo. | 140,165 | 224 |
| Sioux City, Iowa | 139,743 | 225 |
| Decatur, Ill. | 138,760 | 226 |
| Asheville, N.C. | 138,115 | 227 |
| Janesville - Beloit, Wisc. | 136,191 | 228 |
| Wheeling, W.Va. | 135,658 | 229 |
| Benton Harbor, Mich. | 135,622 | 230 |
| Lynchburg, Va. | 135,254 | 231 |
| Monroe, La. | 134,765 | 232 |
| Jersey City, N.J. | 132,430 | 233 |
| Longview - Marshall, Tex. | 131,429 | 234 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 130,744 | 235 |
| Wilmington, N.C. | 130,614 | 236 |
| Medford, Ore. | 128,947 | 237 |
| Billings, Mont. | 126,847 | 238 |
| Dubuque, Iowa | 126,725 | 239 |
| Visalia - Tulare - Porterville, Cal. | 125,155 | 240 |
| Albany, Ga. | 124,529 | 241 |
| La Crosse, Wisc. | 123,989 | 242 |
| Bloomington - Normal, Ill. | 122,633 | 243 |
| Fort Collins - Loveland, Colo. | 122,398 | 244 |
| Columbia, Mo. | 121,992 | 245 |
| Richland - Kennewick - Pasco, Wash. | 121,524 | 246 |
| Athens, Ga. | 121,325 | 247 |
| Wausau, Wisc. | 121,271 | 248 |
| Hickory - Morganton, N.C. | 121,162 | 249 |
| Naples, Fla. | 120,510 | 250 |
| **Total Top 250** | **144,243,824** | |
| Lawton, Okla. | 120,397 | 251 |
| Laredo, Tex. | 120,219 | 252 |
| Altoona, Pa. | 117,184 | 253 |
| Midland, Tex. | 114,829 | 254 |
| Odessa, Tex. | 113,193 | 255 |
| Florence, S.C. | 111,948 | 256 |
| Elmira, N.Y. | 111,797 | 257 |
| Sherman - Denison, Tex. | 111,748 | 258 |
| Johnstown, Pa. | 109,551 | 259 |
| Terre Haute, Ind. | 105,621 | 260 |
| Owensboro, Ky. | 105,300 | 261 |
| Grand Forks, N.D. | 105,155 | 262 |
| Anderson, S.C. | 104,706 | 263 |
| St. Joseph, Mo. | 104,627 | 264 |
| Santa Cruz, Cal. | 103,843 | 265 |
| Pueblo, Colo. | 103,749 | 266 |
| Bismarck, N.D. | 103,547 | 267 |
| Yakima, Wash. | 103,525 | 268 |
| Muncie, Ind. | 103,121 | 269 |
| Anniston, Ala. | 103,096 | 270 |
| Elkhart - Goshen, Ind. | 101,700 | 271 |
| Rapid City, S.D. | 101,503 | 272 |
| Anderson, Ind. | 101,363 | 273 |
| Chico, Cal. | 100,964 | 274 |
| Hagerstown, Md. | 100,299 | 275 |
| Olympia, Wash. | 100,281 | 276 |
| Steubenville - Weirton, Ohio-W.Va. | 100,108 | 277 |
| Bangor, Me. | 99,897 | 278 |
| Pittsfield, Mass. | 99,710 | 279 |
| Santa Fe, N.M. | 98,146 | 280 |
| Bremerton, Wash. | 97,952 | 281 |
| Jackson, Tenn. | 96,301 | 282 |
| Bellingham, Wash. | 96,157 | 283 |
| Kokomo, Ind. | 95,336 | 284 |
| Great Falls, Mont. | 94,678 | 285 |
| Bryan - College Station, Tex. | 93,444 | 286 |
| Bloomington, Ind. | 92,196 | 287 |
| Gadsden, Ala. | 92,013 | 288 |
| Vineland - Millville - Bridgeton, N.J. | 90,860 | 289 |
| Redding, Cal. | 89,794 | 290 |
| Danville, Va. | 89,481 | 291 |
| Charlottesville, Va. | 88,587 | 292 |
| Cumberland, Md. | 87,500 | 293 |
| Williamsport, Pa. | 86,829 | 294 |
| Decatur, Ala. | 86,239 | 295 |
| Lewiston - Auburn, Me. | 86,109 | 296 |
| Las Cruces, N.M. | 85,005 | 297 |
| Burlington, Vt. | 84,577 | 298 |
| Kankakee, Ill. | 80,847 | 299 |
| Jacksonville, N.C. | 80,462 | 300 |
| San Angelo, Tex. | 78,049 | 301 |
| Greeley, Colo. | 77,437 | 302 |
| Iowa City, Iowa | 77,071 | 303 |
| State College, Pa. | 76,922 | 304 |
| Victoria, Tex. | 74,784 | 305 |
| Glens Falls, N.Y. | 74,601 | 306 |
| Sheboygan, Wisc. | 73,868 | 307 |
| Merced, Cal. | 72,732 | 308 |
| Jamestown - Dunkirk, N.Y. | 69,566 | 309 |
| Yuma, Ariz. | 67,778 | 310 |
| Pine Bluff, Ark. | 64,709 | 311 |
| Burlington, N.C. | 64,605 | 312 |
| Sharon, Pa. | 64,287 | 313 |
| Yuba City, Cal. | 62,972 | 314 |
| Cheyenne, Wyo. | 62,889 | 315 |
| Lawrence, Kans. | 61,787 | 316 |
| Kenosha, Wisc. | 59,976 | 317 |
| Pascagoula, Miss. | 59,320 | 318 |
| Enid, Okla. | 58,751 | 319 |
| Casper, Wyo. | 43,935 | 320 |
| **Total Above Areas** | **150,565,357** | |
| **Percent of U.S.** | **86.5515** | |
| **U.S. Total** | **173,960,440** | |

# APPAREL & ACCESSORIES STORE SALES

| Area | ($000) | Rank |
|---|---|---|
| New York, N.Y. | 4,938,533 | 1 |
| Los Angeles - Long Beach, Cal. | 4,269,643 | 2 |
| Chicago, Ill. | 3,823,236 | 3 |
| Philadelphia, Pa. | 2,119,005 | 4 |
| Detroit, Mich. | 2,063,985 | 5 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 1,976,489 | 6 |
| Washington, D.C. | 1,918,846 | 7 |
| Nassau - Suffolk, N.Y. | 1,625,176 | 8 |
| Houston, Tex. | 1,526,189 | 9 |
| Dallas, Tex. | 1,419,256 | 10 |
| Anaheim - Santa Ana, Cal. | 1,349,349 | 11 |
| San Francisco, Cal. | 1,299,831 | 12 |
| Atlanta, Ga. | 1,281,637 | 13 |
| Seattle, Wash. | 1,206,357 | 14 |
| Miami - Hialeah, Fla. | 1,103,025 | 15 |
| San Diego, Cal. | 1,092,045 | 16 |
| Bergen - Passaic, N.J. | 1,053,976 | 17 |
| Minneapolis - St. Paul, Minn. | 1,031,001 | 18 |
| Baltimore, Md. | 1,021,681 | 19 |
| San Jose, Cal. | 891,274 | 20 |
| Newark, N.J. | 868,870 | 21 |
| Oakland, Cal. | 854,820 | 22 |
| St. Louis, Mo. | 851,319 | 23 |
| Cleveland, Ohio | 768,599 | 24 |
| Pittsburgh, Pa. | 757,709 | 25 |
| Riverside - San Bernardino, Cal. | 724,246 | 26 |
| Phoenix, Ariz. | 712,535 | 27 |
| Honolulu, Haw. | 656,227 | 28 |
| Denver, Colo. | 652,586 | 29 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 639,223 | 30 |
| Portland, Ore. | 637,364 | 31 |
| Tampa - St. Petersburg - Clearwater, Fla. | 622,924 | 32 |
| San Antonio, Tex. | 608,520 | 33 |
| Columbus, Ohio | 571,467 | 34 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 566,137 | 35 |
| Middlesex - Somerset - Hunterdon, N.J. | 559,368 | 36 |
| Milwaukee, Wisc. | 553,649 | 37 |
| New Orleans, La. | 539,254 | 38 |
| Cincinnati, Ohio | 539,141 | 39 |
| Norfolk - Virginia Beach - Newport News, Va. | 535,832 | 40 |
| Kansas City, Mo.-Kans. | 525,736 | 41 |
| Monmouth - Ocean, N.J. | 504,634 | 42 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | 484,972 | 43 |
| Orlando, Fla. | 478,849 | 44 |
| Sacramento, Cal. | 476,670 | 45 |
| Birmingham, Ala. | 468,484 | 46 |
| Fort Worth - Arlington, Tex. | 462,343 | 47 |
| Hartford - New Britain - Middletown - Bristol, Conn. | 462,012 | 48 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | 460,449 | 49 |
| Indianapolis, Ind. | 457,172 | 50 |
| **Total Top 50** | **55,011,645** | |
| Greensboro - Winston-Salem - High Point, N.C. | 426,821 | 51 |
| Salt Lake City - Ogden, Utah | 416,654 | 52 |
| Oklahoma City, Okla. | 415,988 | 53 |
| Jersey City, N.J. | 403,544 | 54 |
| Memphis, Tenn. | 390,775 | 55 |
| Nashville, Tenn. | 384,491 | 56 |
| Austin, Tex. | 376,841 | 57 |
| Rochester, N.Y. | 353,741 | 58 |
| Richmond - Petersburg, Va. | 346,236 | 59 |
| Las Vegas, Nev. | 339,747 | 60 |
| New Haven - Waterbury - Meriden, Conn. | 329,114 | 61 |
| Albany - Schenectady - Troy, N.Y. | 319,922 | 62 |
| Grand Rapids, Mich. | 315,768 | 63 |
| Providence - Pawtucket - Woonsocket, R.I. | 312,989 | 64 |
| Tulsa, Okla. | 306,977 | 65 |
| Louisville, Ky. | 305,126 | 66 |
| Knoxville, Tenn. | 296,108 | 67 |
| Jacksonville, Fla. | 293,072 | 68 |
| Greenville - Spartanburg, S.C. | 286,989 | 69 |
| Buffalo, N.Y. | 282,873 | 70 |
| Raleigh - Durham, N.C. | 282,546 | 71 |
| Syracuse, N.Y. | 278,352 | 72 |
| Allentown - Bethlehem - Easton, Pa. | 256,039 | 73 |
| New Bedford - Fall River - Attleboro, Mass. | 249,547 | 74 |
| Little Rock - North Little Rock, Ark. | 249,482 | 75 |
| Reading, Pa. | 248,020 | 76 |
| Scranton - Wilkes-Barre, Pa. | 247,516 | 77 |
| Dayton - Springfield, Ohio | 245,606 | 78 |
| Tucson, Ariz. | 231,427 | 79 |
| Lake County, Ill. | 227,259 | 80 |
| Oxnard - Ventura, Cal. | 218,131 | 81 |
| Albuquerque, N.M. | 211,820 | 82 |
| Atlantic City, N.J. | 207,509 | 83 |
| Charleston, S.C. | 203,908 | 84 |
| Springfield, Mass. | 201,724 | 85 |
| El Paso, Tex. | 201,197 | 86 |
| Toledo, Ohio | 201,100 | 87 |
| Tacoma, Wash. | 200,932 | 88 |
| Omaha, Neb. | 200,755 | 89 |
| Fresno, Cal. | 200,669 | 90 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 199,318 | 91 |
| Baton Rouge, La. | 198,873 | 92 |
| Worcester - Fitchburg - Leominster, Mass. | 192,171 | 93 |
| Akron, Ohio | 188,975 | 94 |
| Trenton, N.J. | 188,605 | 95 |
| Wilmington, Del. | 187,201 | 96 |
| Terre Haute, Ind. | 185,551 | 97 |
| Madison, Wisc. | 181,068 | 98 |
| Des Moines, Iowa | 180,551 | 99 |
| Anchorage, Alas. | 180,427 | 100 |
| **Total Top 100** | **68,361,700** | |
| Chattanooga, Tenn. | 180,342 | 101 |
| Columbia, S.C. | 178,411 | 102 |
| Youngstown - Warren, Ohio | 175,511 | 103 |
| Gary - Hammond, Ind. | 173,595 | 104 |
| Manchester - Nashua, N.H. | 172,321 | 105 |
| Lansing - East Lansing, Mich. | 169,108 | 106 |
| Lexington-Fayette, Ky. | 168,922 | 107 |
| Harrisburg - Lebanon - Carlisle, Pa. | 168,259 | 108 |
| Wichita, Kans. | 164,098 | 109 |
| Saginaw - Bay City - Midland, Mich. | 161,503 | 110 |
| Lancaster, Pa. | 160,844 | 111 |
| Aurora - Elgin, Ill. | 159,954 | 112 |
| Portland, Me. | 152,994 | 113 |
| Ann Arbor, Mich. | 152,340 | 114 |
| Fort Myers - Cape Coral, Fla. | 152,219 | 115 |
| Mobile, Ala. | 150,840 | 116 |
| McAllen - Edinburg - Mission, Tex. | 143,166 | 117 |
| Salinas - Seaside - Monterey, Cal. | 142,039 | 118 |
| Spokane, Wash. | 140,176 | 119 |
| Shreveport, La. | 138,775 | 120 |
| Huntsville, Ala. | 137,284 | 121 |
| Jackson, Miss. | 136,858 | 122 |
| Santa Rosa - Petaluma, Cal. | 136,407 | 123 |
| Colorado Springs, Colo. | 135,905 | 124 |
| Flint, Mich. | 131,194 | 125 |
| Sarasota, Fla. | 131,173 | 126 |
| Poughkeepsie, N.Y. | 130,340 | 127 |
| Beaumont - Port Arthur, Tex. | 129,521 | 128 |
| Bakersfield, Cal. | 128,798 | 129 |
| Orange County, N.Y. | 125,399 | 130 |
| Portsmouth - Dover - Rochester, N.H. | 125,144 | 131 |
| Stockton, Cal. | 122,452 | 132 |
| Fort Wayne, Ind. | 118,413 | 133 |
| Eugene - Springfield, Ore. | 117,393 | 134 |
| Brownsville - Harlingen, Tex. | 114,851 | 135 |
| Kalamazoo, Mich. | 112,956 | 136 |
| Amarillo, Tex. | 112,709 | 137 |
| Montgomery, Ala. | 112,243 | 138 |
| Augusta, Ga. | 110,369 | 139 |
| Corpus Christi, Tex. | 109,792 | 140 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 109,193 | 141 |
| Canton, Ohio | 108,857 | 142 |
| Lubbock, Tex. | 108,741 | 143 |
| Naples, Fla. | 106,933 | 144 |
| Evansville, Ind. | 104,640 | 145 |
| Daytona Beach, Fla. | 102,748 | 146 |
| Appleton - Oshkosh - Neenah, Wisc. | 101,022 | 147 |
| Vallejo - Fairfield - Napa, Cal. | 98,219 | 148 |
| Johnson City - Kingsport - Bristol, Tenn. | 97,918 | 149 |
| Peoria, Ill. | 97,867 | 150 |
| **Total Top 150** | **75,082,456** | |
| Lakeland - Winter Haven, Fla. | 97,611 | 151 |
| Reno, Nev. | 97,524 | 152 |
| New London - Norwich, Conn. | 95,932 | 153 |
| Columbus, Ga. | 95,587 | 154 |
| Roanoke, Va. | 95,229 | 155 |
| Galveston - Texas City, Tex. | 93,907 | 156 |
| Boulder - Longmont, Colo. | 93,884 | 157 |
| Rockford, Ill. | 93,688 | 158 |
| Savannah, Ga. | 93,402 | 159 |
| York, Pa. | 92,961 | 160 |
| Lafayette, La. | 90,134 | 161 |
| Lincoln, Neb. | 88,171 | 162 |
| Modesto, Cal. | 87,592 | 163 |
| Utica - Rome, N.Y. | 87,562 | 164 |
| Laredo, Tex. | 86,276 | 165 |
| Niagara Falls, N.Y. | 86,004 | 166 |
| South Bend - Mishawaka, Ind. | 85,773 | 167 |
| Pensacola, Fla. | 84,036 | 168 |
| Tallahassee, Fla. | 83,069 | 169 |
| Salem, Ore. | 82,939 | 170 |
| Macon - Warner Robins, Ga. | 82,860 | 171 |
| Binghamton, N.Y. | 79,945 | 172 |
| Longview - Marshall, Tex. | 78,069 | 173 |
| Monroe, La. | 76,691 | 174 |
| Fort Pierce, Fla. | 76,240 | 175 |
| Huntington - Ashland, W.Va.-Ky. | 75,952 | 176 |
| Erie, Pa. | 75,792 | 177 |
| Champaign - Urbana - Rantoul, Ill. | 75,502 | 178 |
| Charleston, W.Va. | 75,403 | 179 |
| Fayetteville, N.C. | 73,821 | 180 |
| Springfield, Mo. | 72,446 | 181 |
| Duluth, Minn. | 72,311 | 182 |
| Tyler, Tex. | 72,297 | 183 |
| Melbourne - Titusville - Palm Bay, Fla. | 72,167 | 184 |
| Asheville, N.C. | 70,705 | 185 |
| Hickory - Morganton, N.C. | 68,745 | 186 |
| Wilmington, N.C. | 67,079 | 187 |
| Cedar Rapids, Iowa | 66,333 | 188 |
| Waco, Tex. | 66,025 | 189 |
| Boise, Ida. | 65,982 | 190 |
| Joliet, Ill. | 65,898 | 191 |
| Green Bay, Wisc. | 64,978 | 192 |
| Visalia - Tulare - Porterville, Cal. | 63,087 | 193 |
| Charlottesville, Va. | 62,794 | 194 |
| Santa Cruz, Cal. | 62,283 | 195 |
| Bradenton, Fla. | 62,234 | 196 |
| Alexandria, La. | 61,965 | 197 |
| Gainesville, Fla. | 61,537 | 198 |
| Pittsfield, Mass. | 60,173 | 199 |
| Provo - Orem, Utah | 59,765 | 200 |
| **Total Top 200** | **78,982,816** | |
| Yakima, Wash. | 59,135 | 201 |
| Fargo - Moorhead, N.D.-Minn. | 58,919 | 202 |
| Vancouver, Wash. | 58,837 | 203 |
| Racine, Wisc. | 58,374 | 204 |
| Santa Fe, N.M. | 58,209 | 205 |
| Tuscaloosa, Ala. | 58,067 | 206 |
| Burlington, Vt. | 57,258 | 207 |
| Topeka, Kans. | 56,907 | 208 |
| Dothan, Ala. | 56,068 | 209 |
| Springfield, Ill. | 54,697 | 210 |
| Lake Charles, La. | 53,810 | 211 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 53,645 | 212 |
| Sioux Falls, S.D. | 53,568 | 213 |
| Burlington, N.C. | 53,125 | 214 |
| Medford, Ore. | 52,194 | 215 |
| Lima, Ohio | 51,780 | 216 |
| Elkhart - Goshen, Ind. | 50,902 | 217 |
| Fort Collins - Loveland, Colo. | 50,616 | 218 |
| Killeen - Temple, Tex. | 50,461 | 219 |
| Kenosha, Wisc. | 50,189 | 220 |
| Fort Smith, Ark. | 49,851 | 221 |
| Anderson, S.C. | 49,618 | 222 |
| Vineland - Millville - Bridgeton, N.J. | 48,885 | 223 |
| St. Cloud, Minn. | 48,652 | 224 |
| Bangor, Me. | 48,638 | 225 |
| Bloomington, Ind. | 48,204 | 226 |
| Bremerton, Wash. | 47,859 | 227 |
| Rochester, Minn. | 47,747 | 228 |
| Lorain - Elyria, Ohio | 47,297 | 229 |
| Williamsport, Pa. | 46,254 | 230 |
| Billings, Mont. | 45,977 | 231 |
| Wheeling, W.Va. | 45,597 | 232 |
| Altoona, Pa. | 45,168 | 233 |
| Panama City, Fla. | 44,857 | 234 |
| Midland, Tex. | 44,852 | 235 |
| Wichita Falls, Tex. | 44,038 | 236 |
| Joplin, Mo. | 43,946 | 237 |
| Fort Walton Beach, Fla. | 43,708 | 238 |
| San Angelo, Tex. | 43,421 | 239 |
| Benton Harbor, Mich. | 43,321 | 240 |
| Ocala, Fla. | 43,232 | 241 |
| Rapid City, S.D. | 42,927 | 242 |
| Bellingham, Wash. | 42,382 | 243 |
| Lafayette - West Lafayette, Ind. | 41,769 | 244 |
| Brazoria, Tex. | 41,574 | 245 |
| Abilene, Tex. | 41,416 | 246 |
| Sharon, Pa. | 41,190 | 247 |
| Florence, S.C. | 41,032 | 248 |
| Lynchburg, Va. | 40,973 | 249 |
| State College, Pa. | 40,875 | 250 |
| **Total Top 250** | **81,424,837** | |
| Chico, Cal. | 40,701 | 251 |
| Houma - Thibodaux, La. | 40,639 | 252 |
| Johnstown, Pa. | 40,434 | 253 |
| Eau Claire, Wisc. | 40,228 | 254 |
| Sioux City, Iowa | 39,586 | 255 |
| Glens Falls, N.Y. | 39,509 | 256 |
| Bryan - College Station, Tex. | 39,234 | 257 |
| Battle Creek, Mich. | 39,139 | 258 |
| Columbia, Mo. | 39,115 | 259 |
| Athens, Ga. | 38,913 | 260 |
| Florence, Ala. | 38,844 | 261 |
| Muncie, Ind. | 38,841 | 262 |
| Texarkana, Tex.-Ark. | 38,134 | 263 |
| Decatur, Ala. | 37,765 | 264 |
| Elmira, N.Y. | 37,169 | 265 |
| Anniston, Ala. | 36,715 | 266 |
| Odessa, Tex. | 36,576 | 267 |
| Bloomington - Normal, Ill. | 35,661 | 268 |
| Fayetteville - Springdale, Ark. | 35,398 | 269 |
| Grand Forks, N.D. | 35,178 | 270 |
| Beaver County, Pa. | 34,639 | 271 |
| Jackson, Tenn. | 33,907 | 272 |
| La Crosse, Wisc. | 33,675 | 273 |
| Mansfield, Ohio | 33,656 | 274 |
| Redding, Cal. | 33,566 | 275 |
| Gadsden, Ala. | 33,406 | 276 |
| Jacksonville, N.C. | 32,830 | 277 |
| Owensboro, Ky. | 32,772 | 278 |
| Victoria, Tex. | 32,590 | 279 |
| Parkersburg - Marietta, W.Va.-Ohio | 32,563 | 280 |
| Olympia, Wash. | 32,503 | 281 |
| Albany, Ga. | 32,321 | 282 |
| Decatur, Ill. | 31,879 | 283 |
| Muskegon, Mich. | 31,542 | 284 |
| Biloxi - Gulfport, Miss. | 31,105 | 285 |
| Waterloo - Cedar Falls, Iowa | 31,090 | 286 |
| Sherman - Denison, Tex. | 29,486 | 287 |
| Iowa City, Iowa | 28,972 | 288 |
| Hamilton - Middletown, Ohio | 28,499 | 289 |
| Las Cruces, N.M. | 28,238 | 290 |
| Anderson, Ind. | 27,817 | 291 |
| Lawton, Okla. | 27,717 | 292 |
| Great Falls, Mont. | 27,625 | 293 |
| Jamestown - Dunkirk, N.Y. | 27,595 | 294 |
| Wausau, Wisc. | 26,853 | 295 |
| Janesville - Beloit, Wisc. | 26,833 | 296 |
| Hagerstown, Md. | 25,599 | 297 |
| Cumberland, Md. | 25,253 | 298 |
| Pueblo, Colo. | 24,917 | 299 |
| Dubuque, Iowa | 24,158 | 300 |
| Lawrence, Kans. | 24,029 | 301 |
| Steubenville - Weirton, Ohio-W.Va. | 24,024 | 302 |
| Bismarck, N.D. | 23,933 | 303 |
| Richland - Kennewick - Pasco, Wash. | 23,500 | 304 |
| Merced, Cal. | 23,362 | 305 |
| Cheyenne, Wyo. | 22,480 | 306 |
| Pine Bluff, Ark. | 22,459 | 307 |
| Yuma, Ariz. | 21,751 | 308 |
| Enid, Okla. | 20,992 | 309 |
| Pascagoula, Miss. | 20,715 | 310 |
| Jackson, Mich. | 20,135 | 311 |
| Yuba City, Cal. | 18,560 | 312 |
| Lewiston - Auburn, Me. | 18,247 | 313 |
| Kankakee, Ill. | 18,029 | 314 |
| Greeley, Colo. | 17,785 | 315 |
| Casper, Wyo. | 16,504 | 316 |
| Sheboygan, Wisc. | 15,204 | 317 |
| Danville, Va. | 10,825 | 318 |
| St. Joseph, Mo. | 8,994 | 319 |
| Kokomo, Ind. | 1,662 | 320 |
| **Total Above Areas** | **83,469,412** | |
| **Percent of U.S.** | **87.5410** | |
| **U.S. Total** | **95,348,940** | |

1992 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# FURNITURE / HOME FURNISHINGS / APPLIANCE STORE SALES

| Area | ($000) | Rank |
|---|---|---|
| Los Angeles - Long Beach, Cal. | 4,270,097 | 1 |
| New York, N.Y. | 3,274,236 | 2 |
| Chicago, Ill. | 2,737,480 | 3 |
| Washington, D.C. | 2,026,071 | 4 |
| Detroit, Mich. | 1,829,698 | 5 |
| Philadelphia, Pa. | 1,693,050 | 6 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 1,493,827 | 7 |
| Nassau - Suffolk, N.Y. | 1,491,873 | 8 |
| Anaheim - Santa Ana, Cal. | 1,295,860 | 9 |
| Atlanta, Ga. | 1,278,402 | 10 |
| San Diego, Cal. | 1,244,208 | 11 |
| Houston, Tex. | 1,213,836 | 12 |
| Dallas, Tex. | 1,161,007 | 13 |
| Seattle, Wash. | 1,073,491 | 14 |
| Oakland, Cal. | 1,036,683 | 15 |
| San Francisco, Cal. | 1,022,255 | 16 |
| Phoenix, Ariz. | 1,003,776 | 17 |
| San Jose, Cal. | 970,315 | 18 |
| Minneapolis - St. Paul, Minn. | 903,654 | 19 |
| Miami - Hialeah, Fla. | 889,413 | 20 |
| Baltimore, Md. | 878,051 | 21 |
| Tampa - St. Petersburg - Clearwater, Fla. | 870,814 | 22 |
| Bergen - Passaic, N.J. | 848,222 | 23 |
| Newark, N.J. | 825,586 | 24 |
| Denver, Colo. | 800,299 | 25 |
| Riverside - San Bernardino, Cal. | 774,182 | 26 |
| Milwaukee, Wisc. | 705,622 | 27 |
| St. Louis, Mo. | 684,088 | 28 |
| Portland, Ore. | 677,603 | 29 |
| Pittsburgh, Pa. | 651,704 | 30 |
| Sacramento, Cal. | 650,990 | 31 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 644,868 | 32 |
| Greensboro - Winston-Salem - High Point, N.C. | 625,031 | 33 |
| Cleveland, Ohio | 623,337 | 34 |
| Middlesex - Somerset - Hunterdon, N.J. | 589,190 | 35 |
| Indianapolis, Ind. | 557,511 | 36 |
| Norfolk - Virginia Beach - Newport News, Va. | 525,986 | 37 |
| Fort Worth - Arlington, Tex. | 520,779 | 38 |
| Cincinnati, Ohio | 507,879 | 39 |
| Columbus, Ohio | 503,759 | 40 |
| Hartford - New Britain - Middletown - Bristol, Conn. | 493,191 | 41 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 491,050 | 42 |
| Kansas City, Mo.-Kans. | 480,122 | 43 |
| Orlando, Fla. | 471,104 | 44 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | 463,363 | 45 |
| New Orleans, La. | 462,159 | 46 |
| Salt Lake City - Ogden, Utah | 459,120 | 47 |
| San Antonio, Tex. | 444,729 | 48 |
| Monmouth - Ocean, N.J. | 443,428 | 49 |
| Nashville, Tenn. | 438,161 | 50 |
| **Total Top 50** | **50,021,160** | |
| Jacksonville, Fla. | 401,247 | 51 |
| Rochester, N.Y. | 391,243 | 52 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | 382,516 | 53 |
| Louisville, Ky. | 376,912 | 54 |
| Buffalo, N.Y. | 361,942 | 55 |
| Memphis, Tenn. | 354,151 | 56 |
| Richmond - Petersburg, Va. | 351,402 | 57 |
| Austin, Tex. | 339,287 | 58 |
| Oklahoma City, Okla. | 336,875 | 59 |
| Raleigh - Durham, N.C. | 336,268 | 60 |
| Albany - Schenectady - Troy, N.Y. | 330,108 | 61 |
| Grand Rapids, Mich. | 322,668 | 62 |
| Lake County, Ill. | 306,148 | 63 |
| New Haven - Waterbury - Meriden, Conn. | 302,982 | 64 |
| Honolulu, Haw. | 289,282 | 65 |
| Dayton - Springfield, Ohio | 281,977 | 66 |
| Oxnard - Ventura, Cal. | 279,986 | 67 |
| Las Vegas, Nev. | 278,114 | 68 |
| Knoxville, Tenn. | 270,831 | 69 |
| Jersey City, N.J. | 270,608 | 70 |
| Worcester - Fitchburg - Leominster, Mass. | 268,246 | 71 |
| Fresno, Cal. | 259,851 | 72 |
| Omaha, Neb. | 258,500 | 73 |
| Syracuse, N.Y. | 257,701 | 74 |
| Birmingham, Ala. | 255,484 | 75 |
| Greenville - Spartanburg, S.C. | 249,457 | 76 |
| Wilmington, Del. | 247,434 | 77 |
| Akron, Ohio | 244,739 | 78 |
| Toledo, Ohio | 238,352 | 79 |
| Tucson, Ariz. | 236,629 | 80 |
| Tulsa, Okla. | 234,065 | 81 |
| Providence - Pawtucket - Woonsocket, R.I. | 223,121 | 82 |
| Albuquerque, N.M. | 220,684 | 83 |
| Harrisburg - Lebanon - Carlisle, Pa. | 219,252 | 84 |
| Tacoma, Wash. | 218,825 | 85 |
| Scranton - Wilkes-Barre, Pa. | 218,330 | 86 |
| Lansing - East Lansing, Mich. | 218,285 | 87 |
| Sarasota, Fla. | 217,708 | 88 |
| Fort Myers - Cape Coral, Fla. | 215,037 | 89 |
| Madison, Wisc. | 211,325 | 90 |
| Portsmouth - Dover - Rochester, N.H. | 210,008 | 91 |
| Baton Rouge, La. | 208,625 | 92 |
| Allentown - Bethlehem - Easton, Pa. | 208,408 | 93 |
| Lancaster, Pa. | 206,779 | 94 |
| Columbia, S.C. | 205,336 | 95 |
| Springfield, Mass. | 200,423 | 96 |
| Youngstown - Warren, Ohio | 187,123 | 97 |
| El Paso, Tex. | 185,975 | 98 |
| Bakersfield, Cal. | 185,690 | 99 |
| Lexington-Fayette, Ky. | 183,332 | 100 |
| **Total Top 100** | **63,280,431** | |
| Santa Rosa - Petaluma, Cal. | 180,164 | 101 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 175,775 | 102 |
| Little Rock - North Little Rock, Ark. | 173,954 | 103 |
| Flint, Mich. | 172,311 | 104 |
| Manchester - Nashua, N.H. | 168,986 | 105 |
| Colorado Springs, Colo. | 167,147 | 106 |
| New Bedford - Fall River - Attleboro, Mass. | 166,768 | 107 |
| Chattanooga, Tenn. | 165,598 | 108 |
| Charleston, S.C. | 162,999 | 109 |
| Saginaw - Bay City - Midland, Mich. | 158,968 | 110 |
| Fort Wayne, Ind. | 158,813 | 111 |
| Stockton, Cal. | 157,839 | 112 |
| Modesto, Cal. | 155,210 | 113 |
| Trenton, N.J. | 154,086 | 114 |
| Naples, Fla. | 146,522 | 115 |
| Vallejo - Fairfield - Napa, Cal. | 143,763 | 116 |
| Lakeland - Winter Haven, Fla. | 143,211 | 117 |
| Gary - Hammond, Ind. | 142,701 | 118 |
| Des Moines, Iowa | 141,519 | 119 |
| Appleton - Oshkosh - Neenah, Wisc. | 139,462 | 120 |
| Mobile, Ala. | 138,922 | 121 |
| Aurora - Elgin, Ill. | 138,514 | 122 |
| Melbourne - Titusville - Palm Bay, Fla. | 138,235 | 123 |
| Ann Arbor, Mich. | 137,743 | 124 |
| Jackson, Miss. | 136,178 | 125 |
| Canton, Ohio | 135,699 | 126 |
| Reading, Pa. | 135,623 | 127 |
| Daytona Beach, Fla. | 134,469 | 128 |
| Augusta, Ga. | 134,434 | 129 |
| Atlantic City, N.J. | 133,973 | 130 |
| Shreveport, La. | 130,869 | 131 |
| Salinas - Seaside - Monterey, Cal. | 129,941 | 132 |
| Fort Pierce, Fla. | 129,212 | 133 |
| Green Bay, Wisc. | 125,804 | 134 |
| Rockford, Ill. | 120,922 | 135 |
| Reno, Nev. | 120,375 | 136 |
| York, Pa. | 119,335 | 137 |
| Pensacola, Fla. | 116,888 | 138 |
| South Bend - Mishawaka, Ind. | 116,768 | 139 |
| Spokane, Wash. | 114,994 | 140 |
| Evansville, Ind. | 114,574 | 141 |
| Huntsville, Ala. | 113,794 | 142 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 112,373 | 143 |
| Wichita, Kans. | 111,969 | 144 |
| Kalamazoo, Mich. | 110,799 | 145 |
| Fayetteville, N.C. | 110,787 | 146 |
| Orange County, N.Y. | 110,388 | 147 |
| Roanoke, Va. | 105,746 | 148 |
| Johnson City - Kingsport - Bristol, Tenn. | 105,220 | 149 |
| Portland, Me. | 103,179 | 150 |
| **Total Top 150** | **70,143,954** | |
| Savannah, Ga. | 102,833 | 151 |
| Montgomery, Ala. | 101,165 | 152 |
| Erie, Pa. | 101,126 | 153 |
| Joliet, Ill. | 100,553 | 154 |
| Poughkeepsie, N.Y. | 100,534 | 155 |
| Hickory - Morganton, N.C. | 99,040 | 156 |
| Peoria, Ill. | 98,999 | 157 |
| Boulder - Longmont, Colo. | 94,774 | 158 |
| Beaumont - Port Arthur, Tex. | 93,582 | 159 |
| McAllen - Edinburg - Mission, Tex. | 93,019 | 160 |
| Eugene - Springfield, Ore. | 92,777 | 161 |
| Visalia - Tulare - Porterville, Cal. | 91,366 | 162 |
| Macon - Warner Robins, Ga. | 91,107 | 163 |
| Anchorage, Alas. | 90,181 | 164 |
| Huntington - Ashland, W.Va.-Ky. | 89,440 | 165 |
| Tallahassee, Fla. | 89,435 | 166 |
| Corpus Christi, Tex. | 89,250 | 167 |
| Salem, Ore. | 88,314 | 168 |
| Bradenton, Fla. | 85,548 | 169 |
| Utica - Rome, N.Y. | 84,580 | 170 |
| Chico, Cal. | 83,893 | 171 |
| Lubbock, Tex. | 82,172 | 172 |
| Binghamton, N.Y. | 81,828 | 173 |
| Santa Cruz, Cal. | 79,724 | 174 |
| Boise, Ida. | 79,164 | 175 |
| Columbus, Ga. | 78,845 | 176 |
| Asheville, N.C. | 78,817 | 177 |
| Fort Collins - Loveland, Colo. | 76,031 | 178 |
| Lorain - Elyria, Ohio | 74,937 | 179 |
| Amarillo, Tex. | 74,436 | 180 |
| New London - Norwich, Conn. | 74,361 | 181 |
| Wilmington, N.C. | 73,804 | 182 |
| Racine, Wisc. | 71,351 | 183 |
| Olympia, Wash. | 70,502 | 184 |
| Bellingham, Wash. | 70,445 | 185 |
| Charleston, W.Va. | 69,942 | 186 |
| Gainesville, Fla. | 69,694 | 187 |
| Longview - Marshall, Tex. | 68,257 | 188 |
| Bremerton, Wash. | 68,016 | 189 |
| Springfield, Ill. | 67,713 | 190 |
| Killeen - Temple, Tex. | 67,188 | 191 |
| Champaign - Urbana - Rantoul, Ill. | 64,446 | 192 |
| Fort Walton Beach, Fla. | 64,045 | 193 |
| Laredo, Tex. | 63,807 | 194 |
| Dothan, Ala. | 62,139 | 195 |
| Hamilton - Middletown, Ohio | 61,855 | 196 |
| Ocala, Fla. | 61,756 | 197 |
| Tyler, Tex. | 61,389 | 198 |
| Vancouver, Wash. | 60,062 | 199 |
| Cedar Rapids, Iowa | 59,991 | 200 |
| **Total Top 200** | **74,142,187** | |
| Monroe, La. | 58,539 | 201 |
| St. Cloud, Minn. | 58,520 | 202 |
| Burlington, Vt. | 57,950 | 203 |
| Charlottesville, Va. | 57,190 | 204 |
| Duluth, Minn. | 57,097 | 205 |
| Niagara Falls, N.Y. | 56,761 | 206 |
| Altoona, Pa. | 56,105 | 207 |
| Redding, Cal. | 55,599 | 208 |
| Medford, Ore. | 55,550 | 209 |
| Lima, Ohio | 55,424 | 210 |
| Fargo - Moorhead, N.D.-Minn. | 55,185 | 211 |
| Sioux Falls, S.D. | 52,832 | 212 |
| Johnstown, Pa. | 52,760 | 213 |
| Provo - Orem, Utah | 52,489 | 214 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 52,263 | 215 |
| Billings, Mont. | 52,137 | 216 |
| Lafayette, La. | 52,092 | 217 |
| Yakima, Wash. | 51,690 | 218 |
| Jacksonville, N.C. | 51,525 | 219 |
| Tuscaloosa, Ala. | 50,684 | 220 |
| Panama City, Fla. | 50,390 | 221 |
| Mansfield, Ohio | 50,113 | 222 |
| Brownsville - Harlingen, Tex. | 50,082 | 223 |
| Bloomington - Normal, Ill. | 49,971 | 224 |
| Wheeling, W.Va. | 49,440 | 225 |
| La Crosse, Wisc. | 49,203 | 226 |
| Parkersburg - Marietta, W.Va.-Ohio | 49,146 | 227 |
| Pittsfield, Mass. | 48,435 | 228 |
| Springfield, Mo. | 47,908 | 229 |
| Lafayette - West Lafayette, Ind. | 47,754 | 230 |
| Rochester, Minn. | 47,731 | 231 |
| State College, Pa. | 47,302 | 232 |
| Albany, Ga. | 46,737 | 233 |
| Lynchburg, Va. | 46,582 | 234 |
| Fort Smith, Ark. | 46,294 | 235 |
| Waco, Tex. | 46,155 | 236 |
| Biloxi - Gulfport, Miss. | 45,424 | 237 |
| Burlington, N.C. | 45,162 | 238 |
| Janesville - Beloit, Wisc. | 45,081 | 239 |
| Athens, Ga. | 44,883 | 240 |
| Bangor, Me. | 44,178 | 241 |
| Decatur, Ala. | 43,010 | 242 |
| Topeka, Kans. | 42,930 | 243 |
| Lincoln, Neb. | 42,772 | 244 |
| Hagerstown, Md. | 42,467 | 245 |
| Muskegon, Mich. | 42,355 | 246 |
| Galveston - Texas City, Tex. | 41,920 | 247 |
| Richland - Kennewick - Pasco, Wash. | 41,881 | 248 |
| Eau Claire, Wisc. | 41,820 | 249 |
| Merced, Cal. | 41,502 | 250 |
| **Total Top 250** | **76,613,207** | |
| Battle Creek, Mich. | 40,998 | 251 |
| Pueblo, Colo. | 40,943 | 252 |
| Santa Fe, N.M. | 40,829 | 253 |
| Florence, Ala. | 40,232 | 254 |
| Lake Charles, La. | 39,975 | 255 |
| Terre Haute, Ind. | 39,942 | 256 |
| Anderson, S.C. | 39,848 | 257 |
| Jackson, Mich. | 39,378 | 258 |
| Wichita Falls, Tex. | 38,575 | 259 |
| Beaver County, Pa. | 38,432 | 260 |
| Sharon, Pa. | 38,162 | 261 |
| Williamsport, Pa. | 38,039 | 262 |
| Abilene, Tex. | 38,028 | 263 |
| Yuba City, Cal. | 37,627 | 264 |
| Gadsden, Ala. | 37,442 | 265 |
| Fayetteville - Springdale, Ark. | 37,192 | 266 |
| Cumberland, Md. | 37,160 | 267 |
| Florence, S.C. | 36,307 | 268 |
| Jamestown - Dunkirk, N.Y. | 36,033 | 269 |
| San Angelo, Tex. | 35,797 | 270 |
| Iowa City, Iowa | 35,698 | 271 |
| Wausau, Wisc. | 35,508 | 272 |
| Bloomington, Ind. | 34,793 | 273 |
| Kokomo, Ind. | 34,719 | 274 |
| Decatur, Ill. | 34,407 | 275 |
| Owensboro, Ky. | 34,206 | 276 |
| Bryan - College Station, Tex. | 34,079 | 277 |
| Anderson, Ind. | 33,970 | 278 |
| Texarkana, Tex.-Ark. | 33,912 | 279 |
| Alexandria, La. | 33,388 | 280 |
| Danville, Va. | 33,370 | 281 |
| Glens Falls, N.Y. | 33,099 | 282 |
| Muncie, Ind. | 33,044 | 283 |
| Kenosha, Wisc. | 32,959 | 284 |
| Elkhart - Goshen, Ind. | 32,898 | 285 |
| Houma - Thibodaux, La. | 32,529 | 286 |
| Vineland - Millville - Bridgeton, N.J. | 32,043 | 287 |
| Columbia, Mo. | 31,828 | 288 |
| Jackson, Tenn. | 31,393 | 289 |
| Great Falls, Mont. | 31,068 | 290 |
| Steubenville - Weirton, Ohio-W.Va. | 28,942 | 291 |
| Lawton, Okla. | 28,685 | 292 |
| Elmira, N.Y. | 28,079 | 293 |
| Rapid City, S.D. | 27,913 | 294 |
| Anniston, Ala. | 27,462 | 295 |
| Victoria, Tex. | 27,130 | 296 |
| Sioux City, Iowa | 27,001 | 297 |
| Yuma, Ariz. | 26,907 | 298 |
| Odessa, Tex. | 26,298 | 299 |
| Joplin, Mo. | 25,860 | 300 |
| Waterloo - Cedar Falls, Iowa | 25,287 | 301 |
| Dubuque, Iowa | 24,991 | 302 |
| Las Cruces, N.M. | 24,848 | 303 |
| Benton Harbor, Mich. | 24,295 | 304 |
| Greeley, Colo. | 23,739 | 305 |
| Casper, Wyo. | 23,569 | 306 |
| Brazoria, Tex. | 23,435 | 307 |
| Sherman - Denison, Tex. | 23,397 | 308 |
| Midland, Tex. | 23,188 | 309 |
| Pine Bluff, Ark. | 22,086 | 310 |
| Lewiston - Auburn, Me. | 21,142 | 311 |
| Kankakee, Ill. | 21,134 | 312 |
| Lawrence, Kans. | 20,908 | 313 |
| Bismarck, N.D. | 20,214 | 314 |
| Cheyenne, Wyo. | 19,528 | 315 |
| Grand Forks, N.D. | 17,935 | 316 |
| Sheboygan, Wisc. | 17,139 | 317 |
| St. Joseph, Mo. | 15,389 | 318 |
| Pascagoula, Miss. | 15,161 | 319 |
| Enid, Okla. | 13,917 | 320 |
| **Total Above Areas** | **78,748,636** | |
| **Percent of U.S.** | **87.6553** | |
| **U.S. Total** | **89,838,952** | |

1992 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# FURNITURE & HOME FURNISHINGS STORE SALES

| Area | ($000) | Rank |
|---|---|---|
| Los Angeles - Long Beach, Cal. | 1,960,448 | 1 |
| New York, N.Y. | 1,788,341 | 2 |
| Chicago, Ill. | 1,553,766 | 3 |
| Washington, D.C. | 1,122,462 | 4 |
| Detroit, Mich. | 1,008,867 | 5 |
| Philadelphia, Pa. | 992,812 | 6 |
| Nassau - Suffolk, N.Y. | 895,549 | 7 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 889,295 | 8 |
| San Diego, Cal. | 705,548 | 9 |
| Atlanta, Ga. | 690,922 | 10 |
| Anaheim - Santa Ana, Cal. | 646,768 | 11 |
| Dallas, Tex. | 636,078 | 12 |
| Houston, Tex. | 617,551 | 13 |
| Bergen - Passaic, N.J. | 601,965 | 14 |
| Phoenix, Ariz. | 561,556 | 15 |
| Newark, N.J. | 525,129 | 16 |
| Seattle, Wash. | 521,909 | 17 |
| Baltimore, Md. | 520,248 | 18 |
| Oakland, Cal. | 500,140 | 19 |
| Tampa - St. Petersburg - Clearwater, Fla. | 481,693 | 20 |
| Minneapolis - St. Paul, Minn. | 481,194 | 21 |
| Miami - Hialeah, Fla. | 476,232 | 22 |
| San Francisco, Cal. | 475,603 | 23 |
| Denver, Colo. | 403,219 | 24 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 402,113 | 25 |
| San Jose, Cal. | 394,467 | 26 |
| Riverside - San Bernardino, Cal. | 391,991 | 27 |
| Greensboro - Winston-Salem - High Point, N.C. | 390,776 | 28 |
| Pittsburgh, Pa. | 379,644 | 29 |
| St. Louis, Mo. | 373,817 | 30 |
| Sacramento, Cal. | 363,105 | 31 |
| Cleveland, Ohio | 360,199 | 32 |
| Norfolk - Virginia Beach - Newport News, Va. | 348,954 | 33 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 346,742 | 34 |
| Middlesex - Somerset - Hunterdon, N.J. | 339,128 | 35 |
| Portland, Ore. | 309,693 | 36 |
| Monmouth - Ocean, N.J. | 307,124 | 37 |
| Cincinnati, Ohio | 295,030 | 38 |
| Milwaukee, Wisc. | 284,086 | 39 |
| Orlando, Fla. | 283,878 | 40 |
| Salt Lake City - Ogden, Utah | 278,759 | 41 |
| Columbus, Ohio | 277,822 | 42 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | 276,848 | 43 |
| Fort Worth - Arlington, Tex. | 273,855 | 44 |
| Indianapolis, Ind. | 260,440 | 45 |
| Hartford - New Britain - Middletown - Bristol, Conn. | 255,697 | 46 |
| Kansas City, Mo.-Kans. | 243,801 | 47 |
| New Orleans, La. | 233,294 | 48 |
| San Antonio, Tex. | 233,152 | 49 |
| Nashville, Tenn. | 232,440 | 50 |
| **Total Top 50** | **27,194,150** | |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | 220,177 | 51 |
| Louisville, Ky. | 211,514 | 52 |
| Memphis, Tenn. | 210,393 | 53 |
| Jacksonville, Fla. | 204,970 | 54 |
| Richmond - Petersburg, Va. | 204,351 | 55 |
| Omaha, Neb. | 192,027 | 56 |
| Buffalo, N.Y. | 187,493 | 57 |
| Raleigh - Durham, N.C. | 187,213 | 58 |
| Rochester, N.Y. | 183,236 | 59 |
| Oklahoma City, Okla. | 180,654 | 60 |
| Dayton - Springfield, Ohio | 179,439 | 61 |
| Grand Rapids, Mich. | 178,858 | 62 |
| New Haven - Waterbury - Meriden, Conn. | 177,413 | 63 |
| Albany - Schenectady - Troy, N.Y. | 174,975 | 64 |
| Austin, Tex. | 172,901 | 65 |
| Worcester - Fitchburg - Leominster, Mass. | 164,868 | 66 |
| Sarasota, Fla. | 164,649 | 67 |
| Fresno, Cal. | 159,104 | 68 |
| Providence - Pawtucket - Woonsocket, R.I. | 153,787 | 69 |
| Knoxville, Tenn. | 153,684 | 70 |
| Birmingham, Ala. | 153,543 | 71 |
| Honolulu, Haw. | 153,410 | 72 |
| Fort Myers - Cape Coral, Fla. | 151,753 | 73 |
| Greenville - Spartanburg, S.C. | 148,339 | 74 |
| Wilmington, Del. | 148,036 | 75 |
| Las Vegas, Nev. | 147,005 | 76 |
| Oxnard - Ventura, Cal. | 145,130 | 77 |
| Lake County, Ill. | 140,728 | 78 |
| Syracuse, N.Y. | 139,896 | 79 |
| Tulsa, Okla. | 134,908 | 80 |
| Albuquerque, N.M. | 132,799 | 81 |
| Scranton - Wilkes-Barre, Pa. | 130,619 | 82 |
| Harrisburg - Lebanon - Carlisle, Pa. | 118,734 | 83 |
| Lancaster, Pa. | 118,516 | 84 |
| Tucson, Ariz. | 117,242 | 85 |
| Youngstown - Warren, Ohio | 116,226 | 86 |
| Akron, Ohio | 116,100 | 87 |
| Tacoma, Wash. | 115,606 | 88 |
| Naples, Fla. | 114,728 | 89 |
| Allentown - Bethlehem - Easton, Pa. | 114,516 | 90 |
| Columbia, S.C. | 114,009 | 91 |
| Toledo, Ohio | 113,798 | 92 |
| Little Rock - North Little Rock, Ark. | 113,382 | 93 |
| New Bedford - Fall River - Attleboro, Mass. | 110,717 | 94 |
| Springfield, Mass. | 106,589 | 95 |
| Santa Rosa - Petaluma, Cal. | 103,356 | 96 |
| Jersey City, N.J. | 102,450 | 97 |
| Charleston, S.C. | 98,179 | 98 |
| Lansing - East Lansing, Mich. | 98,161 | 99 |
| Modesto, Cal. | 95,005 | 100 |
| **Total Top 100** | **34,569,336** | |
| Bakersfield, Cal. | 94,598 | 101 |
| Baton Rouge, La. | 93,806 | 102 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 93,125 | 103 |
| Gary - Hammond, Ind. | 91,834 | 104 |
| Colorado Springs, Colo. | 91,101 | 105 |
| Chattanooga, Tenn. | 89,865 | 106 |
| El Paso, Tex. | 89,286 | 107 |
| Portsmouth - Dover - Rochester, N.H. | 88,929 | 108 |
| Flint, Mich. | 88,328 | 109 |
| Mobile, Ala. | 87,624 | 110 |
| Augusta, Ga. | 86,783 | 111 |
| Saginaw - Bay City - Midland, Mich. | 86,480 | 112 |
| Stockton, Cal. | 85,504 | 113 |
| Trenton, N.J. | 85,334 | 114 |
| Lakeland - Winter Haven, Fla. | 84,936 | 115 |
| Manchester - Nashua, N.H. | 84,542 | 116 |
| Lexington-Fayette, Ky. | 84,425 | 117 |
| Daytona Beach, Fla. | 77,847 | 118 |
| Fort Pierce, Fla. | 77,611 | 119 |
| Atlantic City, N.J. | 77,363 | 120 |
| Jackson, Miss. | 77,211 | 121 |
| Fort Wayne, Ind. | 76,328 | 122 |
| Reading, Pa. | 75,939 | 123 |
| Vallejo - Fairfield - Napa, Cal. | 73,164 | 124 |
| Green Bay, Wisc. | 71,979 | 125 |
| Orange County, N.Y. | 71,424 | 126 |
| Aurora - Elgin, Ill. | 70,976 | 127 |
| Hickory - Morganton, N.C. | 70,751 | 128 |
| Shreveport, La. | 70,395 | 129 |
| Madison, Wisc. | 70,267 | 130 |
| York, Pa. | 69,530 | 131 |
| Evansville, Ind. | 67,984 | 132 |
| Portland, Me. | 67,855 | 133 |
| Melbourne - Titusville - Palm Bay, Fla. | 67,657 | 134 |
| Des Moines, Iowa | 67,626 | 135 |
| Ann Arbor, Mich. | 67,176 | 136 |
| Spokane, Wash. | 65,303 | 137 |
| Salinas - Seaside - Monterey, Cal. | 64,918 | 138 |
| Johnson City - Kingsport - Bristol, Tenn. | 64,229 | 139 |
| Canton, Ohio | 64,090 | 140 |
| Reno, Nev. | 63,218 | 141 |
| South Bend - Mishawaka, Ind. | 62,968 | 142 |
| Rockford, Ill. | 62,931 | 143 |
| Macon - Warner Robins, Ga. | 61,273 | 144 |
| Savannah, Ga. | 60,357 | 145 |
| Peoria, Ill. | 59,973 | 146 |
| Poughkeepsie, N.Y. | 58,685 | 147 |
| Roanoke, Va. | 58,191 | 148 |
| Montgomery, Ala. | 57,980 | 149 |
| Bradenton, Fla. | 56,309 | 150 |
| **Total Top 150** | **38,305,344** | |
| Fayetteville, N.C. | 55,038 | 151 |
| Huntsville, Ala. | 54,378 | 152 |
| Wilmington, N.C. | 54,245 | 153 |
| Utica - Rome, N.Y. | 53,579 | 154 |
| Huntington - Ashland, W.Va.-Ky. | 53,185 | 155 |
| Appleton - Oshkosh - Neenah, Wisc. | 52,953 | 156 |
| Binghamton, N.Y. | 52,664 | 157 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 52,526 | 158 |
| Pensacola, Fla. | 52,440 | 159 |
| Corpus Christi, Tex. | 52,420 | 160 |
| Kalamazoo, Mich. | 51,841 | 161 |
| Wichita, Kans. | 51,099 | 162 |
| Anchorage, Alas. | 49,711 | 163 |
| McAllen - Edinburg - Mission, Tex. | 49,609 | 164 |
| Joliet, Ill. | 48,729 | 165 |
| Tallahassee, Fla. | 48,449 | 166 |
| Lubbock, Tex. | 48,430 | 167 |
| Santa Cruz, Cal. | 46,877 | 168 |
| Asheville, N.C. | 45,493 | 169 |
| New London - Norwich, Conn. | 44,565 | 170 |
| Amarillo, Tex. | 43,599 | 171 |
| Visalia - Tulare - Porterville, Cal. | 43,572 | 172 |
| Eugene - Springfield, Ore. | 43,369 | 173 |
| Vancouver, Wash. | 42,982 | 174 |
| Columbus, Ga. | 42,950 | 175 |
| Racine, Wisc. | 42,241 | 176 |
| Beaumont - Port Arthur, Tex. | 41,713 | 177 |
| Lorain - Elyria, Ohio | 41,620 | 178 |
| Erie, Pa. | 40,494 | 179 |
| Longview - Marshall, Tex. | 40,453 | 180 |
| Fort Collins - Loveland, Colo. | 40,195 | 181 |
| Boise, Ida. | 39,296 | 182 |
| Charleston, W.Va. | 39,014 | 183 |
| Boulder - Longmont, Colo. | 38,353 | 184 |
| Salem, Ore. | 37,716 | 185 |
| Fort Walton Beach, Fla. | 37,474 | 186 |
| Chico, Cal. | 37,246 | 187 |
| Charlottesville, Va. | 36,294 | 188 |
| Jacksonville, N.C. | 36,062 | 189 |
| Dothan, Ala. | 35,932 | 190 |
| Hamilton - Middletown, Ohio | 35,451 | 191 |
| Tyler, Tex. | 35,270 | 192 |
| Billings, Mont. | 34,810 | 193 |
| Gainesville, Fla. | 34,280 | 194 |
| Panama City, Fla. | 33,784 | 195 |
| Burlington, N.C. | 33,597 | 196 |
| Burlington, Vt. | 33,340 | 197 |
| Ocala, Fla. | 32,974 | 198 |
| Olympia, Wash. | 32,920 | 199 |
| Cedar Rapids, Iowa | 32,882 | 200 |
| **Total Top 200** | **40,463,458** | |
| Altoona, Pa. | 32,421 | 201 |
| Springfield, Ill. | 32,336 | 202 |
| Niagara Falls, N.Y. | 31,465 | 203 |
| Springfield, Mo. | 30,328 | 204 |
| Bellingham, Wash. | 30,319 | 205 |
| Killeen - Temple, Tex. | 30,289 | 206 |
| Lynchburg, Va. | 30,023 | 207 |
| Medford, Ore. | 29,913 | 208 |
| Tuscaloosa, Ala. | 29,899 | 209 |
| Champaign - Urbana - Rantoul, Ill. | 29,302 | 210 |
| Waco, Tex. | 29,277 | 211 |
| Albany, Ga. | 29,214 | 212 |
| Monroe, La. | 29,037 | 213 |
| Parkersburg - Marietta, W.Va.-Ohio | 28,952 | 214 |
| Redding, Cal. | 28,645 | 215 |
| St. Cloud, Minn. | 28,472 | 216 |
| Yakima, Wash. | 28,421 | 217 |
| Decatur, Ala. | 28,184 | 218 |
| Brownsville - Harlingen, Tex. | 28,052 | 219 |
| Fort Smith, Ark. | 27,744 | 220 |
| Topeka, Kans. | 27,626 | 221 |
| Provo - Orem, Utah | 27,571 | 222 |
| Duluth, Minn. | 27,495 | 223 |
| Bremerton, Wash. | 27,434 | 224 |
| Wheeling, W.Va. | 27,212 | 225 |
| Lima, Ohio | 26,765 | 226 |
| Pittsfield, Mass. | 26,305 | 227 |
| Hagerstown, Md. | 25,698 | 228 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 25,665 | 229 |
| Janesville - Beloit, Wisc. | 25,487 | 230 |
| Sharon, Pa. | 25,081 | 231 |
| Lafayette, La. | 25,055 | 232 |
| Johnstown, Pa. | 25,019 | 233 |
| Battle Creek, Mich. | 24,914 | 234 |
| Sioux Falls, S.D. | 24,560 | 235 |
| Anderson, S.C. | 24,283 | 236 |
| Biloxi - Gulfport, Miss. | 24,012 | 237 |
| Florence, S.C. | 23,886 | 238 |
| Fayetteville - Springdale, Ark. | 23,855 | 239 |
| Danville, Va. | 23,767 | 240 |
| Athens, Ga. | 23,660 | 241 |
| Fargo - Moorhead, N.D.-Minn. | 23,287 | 242 |
| Bloomington - Normal, Ill. | 23,189 | 243 |
| La Crosse, Wisc. | 23,134 | 244 |
| Wausau, Wisc. | 22,833 | 245 |
| Richland - Kennewick - Pasco, Wash. | 22,779 | 246 |
| Merced, Cal. | 22,711 | 247 |
| State College, Pa. | 21,881 | 248 |
| Kokomo, Ind. | 21,834 | 249 |
| Yuba City, Cal. | 21,812 | 250 |
| **Total Top 250** | **41,794,561** | |
| Jackson, Mich. | 21,756 | 251 |
| Muskegon, Mich. | 21,652 | 252 |
| Wichita Falls, Tex. | 21,498 | 253 |
| Bangor, Me. | 21,098 | 254 |
| Mansfield, Ohio | 20,996 | 255 |
| Galveston - Texas City, Tex. | 20,826 | 256 |
| Santa Fe, N.M. | 20,726 | 257 |
| Abilene, Tex. | 20,724 | 258 |
| Beaver County, Pa. | 20,461 | 259 |
| Lafayette - West Lafayette, Ind. | 20,440 | 260 |
| Pueblo, Colo. | 20,273 | 261 |
| Florence, Ala. | 20,177 | 262 |
| Alexandria, La. | 20,169 | 263 |
| Lincoln, Neb. | 19,871 | 264 |
| Rochester, Minn. | 19,812 | 265 |
| Jackson, Tenn. | 19,478 | 266 |
| Elkhart - Goshen, Ind. | 19,229 | 267 |
| Bloomington, Ind. | 19,161 | 268 |
| Texarkana, Tex.-Ark. | 18,597 | 269 |
| Anniston, Ala. | 18,571 | 270 |
| Eau Claire, Wisc. | 18,523 | 271 |
| Lawton, Okla. | 18,181 | 272 |
| Owensboro, Ky. | 18,101 | 273 |
| Gadsden, Ala. | 18,063 | 274 |
| Lake Charles, La. | 17,940 | 275 |
| San Angelo, Tex. | 17,693 | 276 |
| Rapid City, S.D. | 17,388 | 277 |
| Cumberland, Md. | 17,096 | 278 |
| Steubenville - Weirton, Ohio-W.Va. | 17,089 | 279 |
| Houma - Thibodaux, La. | 16,883 | 280 |
| Joplin, Mo. | 16,628 | 281 |
| Kenosha, Wisc. | 16,611 | 282 |
| Columbia, Mo. | 16,491 | 283 |
| Vineland - Millville - Bridgeton, N.J. | 16,037 | 284 |
| Terre Haute, Ind. | 15,979 | 285 |
| Glens Falls, N.Y. | 15,930 | 286 |
| Bryan - College Station, Tex. | 15,824 | 287 |
| Great Falls, Mont. | 15,579 | 288 |
| Yuma, Ariz. | 15,512 | 289 |
| Odessa, Tex. | 15,384 | 290 |
| Decatur, Ill. | 15,186 | 291 |
| Muncie, Ind. | 14,532 | 292 |
| Brazoria, Tex. | 14,227 | 293 |
| Williamsport, Pa. | 14,129 | 294 |
| Las Cruces, N.M. | 14,116 | 295 |
| Waterloo - Cedar Falls, Iowa | 14,000 | 296 |
| Elmira, N.Y. | 13,935 | 297 |
| Pine Bluff, Ark. | 13,701 | 298 |
| Anderson, Ind. | 13,498 | 299 |
| Victoria, Tex. | 13,293 | 300 |
| Jamestown - Dunkirk, N.Y. | 13,091 | 301 |
| Casper, Wyo. | 13,084 | 302 |
| Midland, Tex. | 12,503 | 303 |
| Dubuque, Iowa | 12,368 | 304 |
| Sherman - Denison, Tex. | 11,830 | 305 |
| Sioux City, Iowa | 11,824 | 306 |
| Benton Harbor, Mich. | 11,818 | 307 |
| Kankakee, Ill. | 11,693 | 308 |
| Greeley, Colo. | 11,452 | 309 |
| Iowa City, Iowa | 11,443 | 310 |
| Laredo, Tex. | 10,108 | 311 |
| Cheyenne, Wyo. | 9,815 | 312 |
| Grand Forks, N.D. | 9,580 | 313 |
| Lewiston - Auburn, Me. | 9,519 | 314 |
| Lawrence, Kans. | 9,092 | 315 |
| Bismarck, N.D. | 9,084 | 316 |
| St. Joseph, Mo. | 8,754 | 317 |
| Pascagoula, Miss. | 8,606 | 318 |
| Sheboygan, Wisc. | 8,018 | 319 |
| Enid, Okla. | 4,993 | 320 |
| **Total Above Areas** | **42,886,300** | |
| **Percent of U.S.** | **86.0765** | |
| **U.S. Total** | **49,823,481** | |

1992 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# AUTOMOTIVE DEALER SALES

| Area | ($000) | Rank |
|---|---|---|
| Los Angeles - Long Beach, Cal. | 11,743,787 | 1 |
| Chicago, Ill. | 8,621,449 | 2 |
| Detroit, Mich. | 7,489,443 | 3 |
| Philadelphia, Pa. | 7,329,641 | 4 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 6,709,052 | 5 |
| Washington, D.C. | 6,520,468 | 6 |
| Dallas, Tex. | 6,355,506 | 7 |
| Houston, Tex. | 6,312,164 | 8 |
| New York, N.Y. | 5,600,940 | 9 |
| Atlanta, Ga. | 5,295,076 | 10 |
| Nassau - Suffolk, N.Y. | 5,065,589 | 11 |
| Minneapolis - St. Paul, Minn. | 4,738,540 | 12 |
| Anaheim - Santa Ana, Cal. | 4,285,023 | 13 |
| St. Louis, Mo. | 4,241,250 | 14 |
| Tampa - St. Petersburg - Clearwater, Fla. | 3,861,118 | 15 |
| Baltimore, Md. | 3,833,242 | 16 |
| San Diego, Cal. | 3,652,912 | 17 |
| Phoenix, Ariz. | 3,611,328 | 18 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 3,571,239 | 19 |
| Kansas City, Mo.-Kans. | 3,342,790 | 20 |
| Miami - Hialeah, Fla. | 3,236,723 | 21 |
| Fort Worth - Arlington, Tex. | 3,094,597 | 22 |
| Riverside - San Bernardino, Cal. | 3,015,228 | 23 |
| Newark, N.J. | 2,916,288 | 24 |
| Pittsburgh, Pa. | 2,910,100 | 25 |
| Oakland, Cal. | 2,885,563 | 26 |
| Seattle, Wash. | 2,835,990 | 27 |
| Cleveland, Ohio | 2,637,972 | 28 |
| Denver, Colo. | 2,566,844 | 29 |
| Sacramento, Cal. | 2,523,300 | 30 |
| Bergen - Passaic, N.J. | 2,490,693 | 31 |
| Orlando, Fla. | 2,398,685 | 32 |
| Indianapolis, Ind. | 2,393,380 | 33 |
| San Antonio, Tex. | 2,384,388 | 34 |
| Columbus, Ohio | 2,375,423 | 35 |
| Norfolk - Virginia Beach - Newport News, Va. | 2,245,495 | 36 |
| Portland, Ore. | 2,212,469 | 37 |
| San Jose, Cal. | 2,208,927 | 38 |
| Milwaukee, Wisc. | 2,129,058 | 39 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | 2,092,408 | 40 |
| Cincinnati, Ohio | 2,073,619 | 41 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 2,057,207 | 42 |
| Oklahoma City, Okla. | 2,036,892 | 43 |
| Hartford - New Britain - Middletown - Bristol, Conn. | 1,976,590 | 44 |
| Jacksonville, Fla. | 1,952,105 | 45 |
| Monmouth - Ocean, N.J. | 1,930,663 | 46 |
| Nashville, Tenn. | 1,923,147 | 47 |
| New Orleans, La. | 1,849,543 | 48 |
| Memphis, Tenn. | 1,815,422 | 49 |
| San Francisco, Cal. | 1,799,606 | 50 |
| **Total Top 50** | **183,188,882** | |
| Rochester, N.Y. | 1,772,024 | 51 |
| Birmingham, Ala. | 1,767,721 | 52 |
| Middlesex - Somerset - Hunterdon, N.J. | 1,692,140 | 53 |
| Dayton - Springfield, Ohio | 1,631,083 | 54 |
| Albany - Schenectady - Troy, N.Y. | 1,543,153 | 55 |
| Louisville, Ky. | 1,508,967 | 56 |
| Greensboro - Winston-Salem - High Point, N.C. | 1,497,186 | 57 |
| Salt Lake City - Ogden, Utah | 1,449,977 | 58 |
| Richmond - Petersburg, Va. | 1,447,165 | 59 |
| Buffalo, N.Y. | 1,426,368 | 60 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | 1,350,214 | 61 |
| Austin, Tex. | 1,313,797 | 62 |
| Worcester - Fitchburg - Leominster, Mass. | 1,313,690 | 63 |
| Raleigh - Durham, N.C. | 1,289,093 | 64 |
| Tulsa, Okla. | 1,282,848 | 65 |
| Grand Rapids, Mich. | 1,263,104 | 66 |
| New Haven - Waterbury - Meriden, Conn. | 1,256,640 | 67 |
| Lake County, Ill. | 1,255,260 | 68 |
| Harrisburg - Lebanon - Carlisle, Pa. | 1,204,249 | 69 |
| Knoxville, Tenn. | 1,197,744 | 70 |
| Omaha, Neb. | 1,194,503 | 71 |
| Oxnard - Ventura, Cal. | 1,164,280 | 72 |
| Las Vegas, Nev. | 1,110,357 | 73 |
| Little Rock - North Little Rock, Ark. | 1,103,211 | 74 |
| Providence - Pawtucket - Woonsocket, R.I. | 1,082,440 | 75 |
| Honolulu, Haw. | 1,076,095 | 76 |
| Syracuse, N.Y. | 1,067,195 | 77 |
| Allentown - Bethlehem - Easton, Pa. | 1,044,491 | 78 |
| Wilmington, Del. | 1,014,562 | 79 |
| Greenville - Spartanburg, S.C. | 1,000,332 | 80 |
| Scranton - Wilkes-Barre, Pa. | 942,211 | 81 |
| Albuquerque, N.M. | 939,039 | 82 |
| Fresno, Cal. | 933,230 | 83 |
| Baton Rouge, La. | 906,266 | 84 |
| Akron, Ohio | 893,061 | 85 |
| Toledo, Ohio | 889,242 | 86 |
| Springfield, Mass. | 889,172 | 87 |
| Tucson, Ariz. | 848,492 | 88 |
| New Bedford - Fall River - Attleboro, Mass. | 833,909 | 89 |
| Tacoma, Wash. | 828,916 | 90 |
| Columbia, S.C. | 828,553 | 91 |
| Des Moines, Iowa | 817,637 | 92 |
| El Paso, Tex. | 793,875 | 93 |
| Wichita, Kans. | 782,312 | 94 |
| Flint, Mich. | 780,713 | 95 |
| Youngstown - Warren, Ohio | 776,026 | 96 |
| Jackson, Miss. | 749,867 | 97 |
| Mobile, Ala. | 737,783 | 98 |
| Charleston, S.C. | 737,386 | 99 |
| Portsmouth - Dover - Rochester, N.H. | 733,147 | 100 |
| **Total Top 100** | **239,149,308** | |
| Lancaster, Pa. | 727,131 | 101 |
| Gary - Hammond, Ind. | 723,205 | 102 |
| Melbourne - Titusville - Palm Bay, Fla. | 718,103 | 103 |
| Manchester - Nashua, N.H. | 707,411 | 104 |
| Sarasota, Fla. | 696,230 | 105 |
| Lakeland - Winter Haven, Fla. | 678,632 | 106 |
| Beaumont - Port Arthur, Tex. | 677,820 | 107 |
| Fort Myers - Cape Coral, Fla. | 677,292 | 108 |
| Chattanooga, Tenn. | 676,175 | 109 |
| Bakersfield, Cal. | 665,889 | 110 |
| Lansing - East Lansing, Mich. | 665,257 | 111 |
| Saginaw - Bay City - Midland, Mich. | 664,731 | 112 |
| Fort Wayne, Ind. | 656,435 | 113 |
| Spokane, Wash. | 650,582 | 114 |
| Corpus Christi, Tex. | 645,543 | 115 |
| Trenton, N.J. | 639,101 | 116 |
| Daytona Beach, Fla. | 627,515 | 117 |
| Madison, Wisc. | 613,500 | 118 |
| Lexington-Fayette, Ky. | 611,937 | 119 |
| Colorado Springs, Colo. | 610,535 | 120 |
| Augusta, Ga. | 602,188 | 121 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 599,902 | 122 |
| Johnson City - Kingsport - Bristol, Tenn. | 597,593 | 123 |
| York, Pa. | 595,878 | 124 |
| Peoria, Ill. | 594,740 | 125 |
| Atlantic City, N.J. | 582,391 | 126 |
| Pensacola, Fla. | 576,616 | 127 |
| Shreveport, La. | 576,594 | 128 |
| Canton, Ohio | 565,200 | 129 |
| Stockton, Cal. | 558,848 | 130 |
| Lubbock, Tex. | 551,037 | 131 |
| Montgomery, Ala. | 550,268 | 132 |
| Springfield, Mo. | 543,951 | 133 |
| Appleton - Oshkosh - Neenah, Wisc. | 541,366 | 134 |
| Joliet, Ill. | 536,294 | 135 |
| Fort Pierce, Fla. | 515,363 | 136 |
| Eugene - Springfield, Ore. | 514,638 | 137 |
| Macon - Warner Robins, Ga. | 501,017 | 138 |
| Vallejo - Fairfield - Napa, Cal. | 496,787 | 139 |
| Orange County, N.Y. | 492,518 | 140 |
| Ann Arbor, Mich. | 492,088 | 141 |
| Reno, Nev. | 487,152 | 142 |
| Santa Rosa - Petaluma, Cal. | 485,749 | 143 |
| Aurora - Elgin, Ill. | 480,448 | 144 |
| Roanoke, Va. | 477,988 | 145 |
| Poughkeepsie, N.Y. | 475,468 | 146 |
| Portland, Me. | 474,168 | 147 |
| Reading, Pa. | 472,028 | 148 |
| Hamilton - Middletown, Ohio | 462,956 | 149 |
| Jersey City, N.J. | 451,870 | 150 |
| **Total Top 150** | **266,334,456** | |
| Santa Cruz, Cal. | 450,351 | 151 |
| Modesto, Cal. | 441,693 | 152 |
| Charleston, W.Va. | 441,586 | 153 |
| Huntsville, Ala. | 440,350 | 154 |
| Amarillo, Tex. | 437,806 | 155 |
| Lorain - Elyria, Ohio | 430,663 | 156 |
| Utica - Rome, N.Y. | 415,629 | 157 |
| Binghamton, N.Y. | 413,378 | 158 |
| South Bend - Mishawaka, Ind. | 410,634 | 159 |
| New London - Norwich, Conn. | 408,123 | 160 |
| Gainesville, Fla. | 400,512 | 161 |
| Savannah, Ga. | 393,641 | 162 |
| McAllen - Edinburg - Mission, Tex. | 391,053 | 163 |
| Fayetteville, N.C. | 390,938 | 164 |
| Rockford, Ill. | 390,643 | 165 |
| Boulder - Longmont, Colo. | 387,164 | 166 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 386,152 | 167 |
| Salinas - Seaside - Monterey, Cal. | 382,298 | 168 |
| Huntington - Ashland, W.Va.-Ky. | 380,257 | 169 |
| Bradenton, Fla. | 377,386 | 170 |
| Evansville, Ind. | 376,236 | 171 |
| Columbus, Ga. | 374,750 | 172 |
| Salem, Ore. | 373,363 | 173 |
| Elkhart - Goshen, Ind. | 367,292 | 174 |
| Green Bay, Wisc. | 366,036 | 175 |
| Hickory - Morganton, N.C. | 365,778 | 176 |
| Lincoln, Neb. | 357,671 | 177 |
| Erie, Pa. | 355,544 | 178 |
| Longview - Marshall, Tex. | 354,810 | 179 |
| Duluth, Minn. | 348,439 | 180 |
| Cedar Rapids, Iowa | 346,341 | 181 |
| Tallahassee, Fla. | 344,267 | 182 |
| Topeka, Kans. | 341,995 | 183 |
| Tyler, Tex. | 340,913 | 184 |
| Monroe, La. | 327,086 | 185 |
| Kalamazoo, Mich. | 323,467 | 186 |
| Bangor, Me. | 322,302 | 187 |
| Anchorage, Alas. | 319,221 | 188 |
| Racine, Wisc. | 314,590 | 189 |
| Lafayette, La. | 313,408 | 190 |
| Sioux Falls, S.D. | 313,323 | 191 |
| Vineland - Millville - Bridgeton, N.J. | 312,392 | 192 |
| Lima, Ohio | 307,281 | 193 |
| Galveston - Texas City, Tex. | 305,251 | 194 |
| Ocala, Fla. | 304,383 | 195 |
| Fargo - Moorhead, N.D.-Minn. | 302,281 | 196 |
| Waterloo - Cedar Falls, Iowa | 299,982 | 197 |
| Killeen - Temple, Tex. | 297,804 | 198 |
| St. Cloud, Minn. | 296,473 | 199 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 296,234 | 200 |
| **Total Top 200** | **284,472,526** | |
| Boise, Ida. | 294,343 | 201 |
| Johnstown, Pa. | 289,075 | 202 |
| Brazoria, Tex. | 288,170 | 203 |
| Brownsville - Harlingen, Tex. | 282,377 | 204 |
| Rochester, Minn. | 281,043 | 205 |
| Fort Smith, Ark. | 271,805 | 206 |
| Niagara Falls, N.Y. | 266,968 | 207 |
| Springfield, Ill. | 266,560 | 208 |
| Waco, Tex. | 263,043 | 209 |
| Visalia - Tulare - Porterville, Cal. | 262,086 | 210 |
| Fayetteville - Springdale, Ark. | 261,457 | 211 |
| Medford, Ore. | 260,862 | 212 |
| Joplin, Mo. | 260,508 | 213 |
| Biloxi - Gulfport, Miss. | 259,757 | 214 |
| Naples, Fla. | 253,066 | 215 |
| Dothan, Ala. | 249,852 | 216 |
| Fort Collins - Loveland, Colo. | 248,501 | 217 |
| Kokomo, Ind. | 247,753 | 218 |
| Vancouver, Wash. | 246,556 | 219 |
| Fort Walton Beach, Fla. | 245,945 | 220 |
| Asheville, N.C. | 245,635 | 221 |
| Parkersburg - Marietta, W.Va.-Ohio | 244,956 | 222 |
| Billings, Mont. | 244,839 | 223 |
| Rapid City, S.D. | 244,282 | 224 |
| Abilene, Tex. | 244,261 | 225 |
| Wilmington, N.C. | 235,611 | 226 |
| Anderson, S.C. | 235,486 | 227 |
| Pittsfield, Mass. | 234,916 | 228 |
| Tuscaloosa, Ala. | 234,334 | 229 |
| Houma - Thibodaux, La. | 234,158 | 230 |
| Richland - Kennewick - Pasco, Wash. | 232,091 | 231 |
| Bloomington - Normal, Ill. | 230,672 | 232 |
| Hagerstown, Md. | 229,375 | 233 |
| Janesville - Beloit, Wisc. | 226,722 | 234 |
| Glens Falls, N.Y. | 224,939 | 235 |
| Lafayette - West Lafayette, Ind. | 224,210 | 236 |
| Lake Charles, La. | 224,198 | 237 |
| Yakima, Wash. | 223,719 | 238 |
| Benton Harbor, Mich. | 223,332 | 239 |
| Columbia, Mo. | 223,051 | 240 |
| Muskegon, Mich. | 222,478 | 241 |
| Decatur, Ala. | 220,517 | 242 |
| Odessa, Tex. | 219,378 | 243 |
| Panama City, Fla. | 219,287 | 244 |
| Florence, S.C. | 218,516 | 245 |
| Burlington, N.C. | 215,198 | 246 |
| Anderson, Ind. | 214,216 | 247 |
| Burlington, Vt. | 213,767 | 248 |
| Alexandria, La. | 212,652 | 249 |
| Wichita Falls, Tex. | 211,219 | 250 |
| **Total Top 250** | **298,600,268** | |
| Decatur, Ill. | 209,829 | 251 |
| Battle Creek, Mich. | 209,492 | 252 |
| Texarkana, Tex.-Ark. | 208,337 | 253 |
| Eau Claire, Wisc. | 207,585 | 254 |
| Florence, Ala. | 207,536 | 255 |
| Jamestown - Dunkirk, N.Y. | 205,356 | 256 |
| Champaign - Urbana - Rantoul, Ill. | 204,691 | 257 |
| Provo - Orem, Utah | 204,079 | 258 |
| Mansfield, Ohio | 201,886 | 259 |
| Altoona, Pa. | 201,293 | 260 |
| Redding, Cal. | 199,604 | 261 |
| Sherman - Denison, Tex. | 197,974 | 262 |
| Olympia, Wash. | 196,606 | 263 |
| Bismarck, N.D. | 195,155 | 264 |
| Anniston, Ala. | 195,067 | 265 |
| Lewiston - Auburn, Me. | 187,799 | 266 |
| Williamsport, Pa. | 186,807 | 267 |
| Midland, Tex. | 184,842 | 268 |
| Bryan - College Station, Tex. | 182,943 | 269 |
| Charlottesville, Va. | 181,198 | 270 |
| Chico, Cal. | 179,264 | 271 |
| La Crosse, Wisc. | 176,376 | 272 |
| Jackson, Mich. | 175,264 | 273 |
| Athens, Ga. | 175,098 | 274 |
| Wheeling, W.Va. | 173,723 | 275 |
| Lynchburg, Va. | 173,293 | 276 |
| Yuma, Ariz. | 172,129 | 277 |
| Jacksonville, N.C. | 171,221 | 278 |
| San Angelo, Tex. | 170,472 | 279 |
| Terre Haute, Ind. | 169,615 | 280 |
| Bremerton, Wash. | 168,512 | 281 |
| Grand Forks, N.D. | 168,351 | 282 |
| Muncie, Ind. | 167,548 | 283 |
| Kankakee, Ill. | 166,014 | 284 |
| Sharon, Pa. | 163,284 | 285 |
| Wausau, Wisc. | 161,507 | 286 |
| Albany, Ga. | 160,392 | 287 |
| Victoria, Tex. | 159,747 | 288 |
| Sioux City, Iowa | 158,815 | 289 |
| Dubuque, Iowa | 158,645 | 290 |
| Pueblo, Colo. | 156,826 | 291 |
| Beaver County, Pa. | 156,205 | 292 |
| Greeley, Colo. | 154,496 | 293 |
| Lawton, Okla. | 153,030 | 294 |
| State College, Pa. | 150,978 | 295 |
| Gadsden, Ala. | 147,286 | 296 |
| Bloomington, Ind. | 144,733 | 297 |
| Pine Bluff, Ark. | 144,627 | 298 |
| Merced, Cal. | 142,017 | 299 |
| St. Joseph, Mo. | 140,491 | 300 |
| Steubenville - Weirton, Ohio-W.Va. | 137,795 | 301 |
| Danville, Va. | 133,414 | 302 |
| Sheboygan, Wisc. | 132,918 | 303 |
| Great Falls, Mont. | 132,578 | 304 |
| Elmira, N.Y. | 131,781 | 305 |
| Jackson, Tenn. | 130,952 | 306 |
| Owensboro, Ky. | 128,160 | 307 |
| Bellingham, Wash. | 127,908 | 308 |
| Santa Fe, N.M. | 126,899 | 309 |
| Las Cruces, N.M. | 125,767 | 310 |
| Iowa City, Iowa | 124,553 | 311 |
| Cheyenne, Wyo. | 122,636 | 312 |
| Laredo, Tex. | 113,506 | 313 |
| Yuba City, Cal. | 112,218 | 314 |
| Pascagoula, Miss. | 106,217 | 315 |
| Kenosha, Wisc. | 103,002 | 316 |
| Cumberland, Md. | 100,857 | 317 |
| Enid, Okla. | 95,699 | 318 |
| Lawrence, Kans. | 93,857 | 319 |
| Casper, Wyo. | 88,721 | 320 |
| **Total Above Areas** | **309,798,964** | |
| **Percent of U.S.** | **82.4716** | |
| **U.S. Total** | **375,644,032** | |

# GASOLINE SERVICE STATION SALES

| Area | ($000) | Rank |
|---|---|---|
| Los Angeles - Long Beach, Cal. | 3,844,403 | 1 |
| Chicago, Ill. | 2,941,740 | 2 |
| Detroit, Mich. | 2,562,186 | 3 |
| Philadelphia, Pa. | 1,945,187 | 4 |
| Washington, D.C. | 1,930,453 | 5 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 1,747,886 | 6 |
| New York, N.Y. | 1,718,353 | 7 |
| Minneapolis - St. Paul, Minn. | 1,668,391 | 8 |
| Atlanta, Ga. | 1,552,581 | 9 |
| St. Louis, Mo. | 1,547,095 | 10 |
| Dallas, Tex. | 1,373,099 | 11 |
| Riverside - San Bernardino, Cal. | 1,347,848 | 12 |
| Houston, Tex. | 1,307,569 | 13 |
| Nassau - Suffolk, N.Y. | 1,275,347 | 14 |
| San Diego, Cal. | 1,141,032 | 15 |
| Seattle, Wash. | 1,110,918 | 16 |
| Anaheim - Santa Ana, Cal. | 1,101,068 | 17 |
| Baltimore, Md. | 1,044,216 | 18 |
| Cleveland, Ohio | 1,039,139 | 19 |
| Newark, N.J. | 921,916 | 20 |
| Tampa - St. Petersburg - Clearwater, Fla. | 909,075 | 21 |
| Kansas City, Mo.-Kans. | 906,666 | 22 |
| Oakland, Cal. | 894,774 | 23 |
| Denver, Colo. | 883,839 | 24 |
| Pittsburgh, Pa. | 881,891 | 25 |
| Phoenix, Ariz. | 873,224 | 26 |
| Milwaukee, Wisc. | 869,438 | 27 |
| Miami - Hialeah, Fla. | 867,565 | 28 |
| Columbus, Ohio | 838,486 | 29 |
| Cincinnati, Ohio | 808,668 | 30 |
| Indianapolis, Ind. | 799,610 | 31 |
| Fort Worth - Arlington, Tex. | 736,183 | 32 |
| Sacramento, Cal. | 730,568 | 33 |
| San Antonio, Tex. | 718,876 | 34 |
| San Francisco, Cal. | 705,309 | 35 |
| Jacksonville, Fla. | 663,037 | 36 |
| Norfolk - Virginia Beach - Newport News, Va. | 644,982 | 37 |
| Portland, Ore. | 637,961 | 38 |
| San Jose, Cal. | 636,063 | 39 |
| Bergen - Passaic, N.J. | 632,388 | 40 |
| Nashville, Tenn. | 614,776 | 41 |
| Dayton - Springfield, Ohio | 610,673 | 42 |
| New Orleans, La. | 602,342 | 43 |
| Gary - Hammond, Ind. | 580,705 | 44 |
| Orlando, Fla. | 568,061 | 45 |
| Memphis, Tenn. | 559,201 | 46 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 558,413 | 47 |
| Hartford - New Britain - Middletown - Bristol, Conn. | 558,089 | 48 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | 548,318 | 49 |
| New Haven - Waterbury - Meriden, Conn. | 540,112 | 50 |
| **Total Top 50** | **54,517,648** | |
| Monmouth - Ocean, N.J. | 524,870 | 51 |
| Richmond - Petersburg, Va. | 514,975 | 52 |
| Buffalo, N.Y. | 496,884 | 53 |
| Middlesex - Somerset - Hunterdon, N.J. | 493,946 | 54 |
| Harrisburg - Lebanon - Carlisle, Pa. | 488,509 | 55 |
| Louisville, Ky. | 484,876 | 56 |
| Greensboro - Winston-Salem - High Point, N.C. | 479,333 | 57 |
| Oklahoma City, Okla. | 478,712 | 58 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | 462,114 | 59 |
| Scranton - Wilkes-Barre, Pa. | 450,583 | 60 |
| Salt Lake City - Ogden, Utah | 447,609 | 61 |
| Honolulu, Haw. | 447,278 | 62 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 442,333 | 63 |
| Birmingham, Ala. | 436,038 | 64 |
| Toledo, Ohio | 434,128 | 65 |
| Akron, Ohio | 429,462 | 66 |
| Providence - Pawtucket - Woonsocket, R.I. | 428,687 | 67 |
| Rochester, N.Y. | 427,269 | 68 |
| Knoxville, Tenn. | 416,418 | 69 |
| Austin, Tex. | 403,809 | 70 |
| Greenville - Spartanburg, S.C. | 402,149 | 71 |
| Grand Rapids, Mich. | 393,550 | 72 |
| Albany - Schenectady - Troy, N.Y. | 390,612 | 73 |
| Wilmington, Del. | 369,312 | 74 |
| Worcester - Fitchburg - Leominster, Mass. | 352,155 | 75 |
| Bakersfield, Cal. | 344,905 | 76 |
| Omaha, Neb. | 343,288 | 77 |
| El Paso, Tex. | 340,109 | 78 |
| Oxnard - Ventura, Cal. | 338,396 | 79 |
| Youngstown - Warren, Ohio | 332,177 | 80 |
| Tucson, Ariz. | 329,473 | 81 |
| Las Vegas, Nev. | 323,996 | 82 |
| Syracuse, N.Y. | 317,390 | 83 |
| Allentown - Bethlehem - Easton, Pa. | 314,303 | 84 |
| Springfield, Mass. | 312,892 | 85 |
| Fresno, Cal. | 304,710 | 86 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 298,594 | 87 |
| Lake County, Ill. | 296,367 | 88 |
| Flint, Mich. | 295,634 | 89 |
| New Bedford - Fall River - Attleboro, Mass. | 292,637 | 90 |
| Baton Rouge, La. | 286,978 | 91 |
| Tacoma, Wash. | 283,845 | 92 |
| Charleston, S.C. | 281,417 | 93 |
| Raleigh - Durham, N.C. | 280,352 | 94 |
| Joliet, Ill. | 277,858 | 95 |
| Madison, Wisc. | 269,146 | 96 |
| Des Moines, Iowa | 267,019 | 97 |
| Wichita, Kans. | 265,808 | 98 |
| Tulsa, Okla. | 264,890 | 99 |
| Mobile, Ala. | 264,118 | 100 |
| **Total Top 100** | **73,139,761** | |
| Lakeland - Winter Haven, Fla. | 263,825 | 101 |
| Chattanooga, Tenn. | 258,468 | 102 |
| Little Rock - North Little Rock, Ark. | 253,237 | 103 |
| Melbourne - Titusville - Palm Bay, Fla. | 252,082 | 104 |
| Vallejo - Fairfield - Napa, Cal. | 247,371 | 105 |
| Lansing - East Lansing, Mich. | 245,829 | 106 |
| Saginaw - Bay City - Midland, Mich. | 245,286 | 107 |
| Stockton, Cal. | 234,932 | 108 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 227,303 | 109 |
| Columbia, S.C. | 226,041 | 110 |
| Pensacola, Fla. | 223,959 | 111 |
| Lexington-Fayette, Ky. | 218,823 | 112 |
| Rockford, Ill. | 218,648 | 113 |
| Canton, Ohio | 217,976 | 114 |
| Fort Wayne, Ind. | 211,449 | 115 |
| Albuquerque, N.M. | 209,599 | 116 |
| Shreveport, La. | 205,763 | 117 |
| Jersey City, N.J. | 204,341 | 118 |
| Peoria, Ill. | 203,586 | 119 |
| Daytona Beach, Fla. | 197,762 | 120 |
| Spokane, Wash. | 197,316 | 121 |
| Colorado Springs, Colo. | 196,385 | 122 |
| Beaumont - Port Arthur, Tex. | 195,850 | 123 |
| Augusta, Ga. | 191,790 | 124 |
| Salinas - Seaside - Monterey, Cal. | 189,663 | 125 |
| Jackson, Miss. | 189,372 | 126 |
| Santa Rosa - Petaluma, Cal. | 188,919 | 127 |
| Johnson City - Kingsport - Bristol, Tenn. | 185,953 | 128 |
| Aurora - Elgin, Ill. | 184,497 | 129 |
| Duluth, Minn. | 182,020 | 130 |
| Benton Harbor, Mich. | 178,846 | 131 |
| Fort Myers - Cape Coral, Fla. | 177,838 | 132 |
| Roanoke, Va. | 175,862 | 133 |
| Portsmouth - Dover - Rochester, N.H. | 175,439 | 134 |
| Lubbock, Tex. | 172,079 | 135 |
| Manchester - Nashua, N.H. | 170,412 | 136 |
| Appleton - Oshkosh - Neenah, Wisc. | 169,303 | 137 |
| Atlantic City, N.J. | 165,995 | 138 |
| Montgomery, Ala. | 163,558 | 139 |
| Sarasota, Fla. | 162,031 | 140 |
| Lorain - Elyria, Ohio | 162,025 | 141 |
| Amarillo, Tex. | 161,717 | 142 |
| Evansville, Ind. | 160,148 | 143 |
| Savannah, Ga. | 159,881 | 144 |
| Reading, Pa. | 159,810 | 145 |
| Trenton, N.J. | 153,094 | 146 |
| Hamilton - Middletown, Ohio | 152,662 | 147 |
| Macon - Warner Robins, Ga. | 149,793 | 148 |
| Ann Arbor, Mich. | 149,553 | 149 |
| Tallahassee, Fla. | 147,485 | 150 |
| **Total Top 150** | **82,875,758** | |
| Huntington - Ashland, W.Va.-Ky. | 144,830 | 151 |
| Salem, Ore. | 143,781 | 152 |
| Reno, Nev. | 140,608 | 153 |
| Columbus, Ga. | 138,644 | 154 |
| Ocala, Fla. | 136,968 | 155 |
| Hickory - Morganton, N.C. | 134,246 | 156 |
| Modesto, Cal. | 133,973 | 157 |
| Corpus Christi, Tex. | 133,655 | 158 |
| Johnstown, Pa. | 133,011 | 159 |
| Eugene - Springfield, Ore. | 132,798 | 160 |
| Green Bay, Wisc. | 132,474 | 161 |
| Battle Creek, Mich. | 130,589 | 162 |
| Lafayette, La. | 129,161 | 163 |
| Poughkeepsie, N.Y. | 128,807 | 164 |
| Fayetteville, N.C. | 128,742 | 165 |
| Lancaster, Pa. | 128,555 | 166 |
| Waco, Tex. | 127,655 | 167 |
| Lima, Ohio | 127,065 | 168 |
| Longview - Marshall, Tex. | 126,369 | 169 |
| Binghamton, N.Y. | 124,408 | 170 |
| Cedar Rapids, Iowa | 123,045 | 171 |
| Lincoln, Neb. | 122,727 | 172 |
| York, Pa. | 122,394 | 173 |
| Erie, Pa. | 122,223 | 174 |
| Springfield, Ill. | 121,311 | 175 |
| Eau Claire, Wisc. | 119,787 | 176 |
| Athens, Ga. | 119,742 | 177 |
| Anchorage, Alas. | 119,482 | 178 |
| Boulder - Longmont, Colo. | 119,361 | 179 |
| Springfield, Mo. | 118,715 | 180 |
| Bradenton, Fla. | 117,538 | 181 |
| Killeen - Temple, Tex. | 117,326 | 182 |
| Fargo - Moorhead, N.D.-Minn. | 117,161 | 183 |
| Terre Haute, Ind. | 116,156 | 184 |
| Bellingham, Wash. | 116,149 | 185 |
| Fort Pierce, Fla. | 115,826 | 186 |
| Orange County, N.Y. | 115,778 | 187 |
| Niagara Falls, N.Y. | 115,626 | 188 |
| Provo - Orem, Utah | 115,494 | 189 |
| Topeka, Kans. | 114,574 | 190 |
| Kalamazoo, Mich. | 114,288 | 191 |
| McAllen - Edinburg - Mission, Tex. | 113,202 | 192 |
| Racine, Wisc. | 113,164 | 193 |
| Utica - Rome, N.Y. | 112,144 | 194 |
| Boise, Ida. | 111,121 | 195 |
| Joplin, Mo. | 110,501 | 196 |
| Bangor, Me. | 109,389 | 197 |
| Portland, Me. | 108,015 | 198 |
| Fort Collins - Loveland, Colo. | 107,868 | 199 |
| Visalia - Tulare - Porterville, Cal. | 107,015 | 200 |
| **Total Top 200** | **89,009,491** | |
| New London - Norwich, Conn. | 106,355 | 201 |
| Texarkana, Tex.-Ark. | 105,835 | 202 |
| Bloomington - Normal, Ill. | 105,556 | 203 |
| South Bend - Mishawaka, Ind. | 104,358 | 204 |
| Janesville - Beloit, Wisc. | 104,008 | 205 |
| Wheeling, W.Va. | 100,492 | 206 |
| Merced, Cal. | 99,014 | 207 |
| St. Cloud, Minn. | 98,965 | 208 |
| Redding, Cal. | 98,142 | 209 |
| Lynchburg, Va. | 97,717 | 210 |
| Huntsville, Ala. | 95,933 | 211 |
| Sioux Falls, S.D. | 95,693 | 212 |
| Wichita Falls, Tex. | 95,168 | 213 |
| Charleston, W.Va. | 95,039 | 214 |
| Santa Cruz, Cal. | 94,724 | 215 |
| Mansfield, Ohio | 94,543 | 216 |
| Medford, Ore. | 94,074 | 217 |
| Gainesville, Fla. | 93,655 | 218 |
| Burlington, N.C. | 93,601 | 219 |
| Parkersburg - Marietta, W.Va.-Ohio | 91,023 | 220 |
| Abilene, Tex. | 89,824 | 221 |
| Biloxi - Gulfport, Miss. | 89,122 | 222 |
| Champaign - Urbana - Rantoul, Ill. | 88,387 | 223 |
| Fort Walton Beach, Fla. | 88,305 | 224 |
| Vancouver, Wash. | 87,214 | 225 |
| Olympia, Wash. | 86,450 | 226 |
| Elkhart - Goshen, Ind. | 86,221 | 227 |
| Burlington, Vt. | 83,866 | 228 |
| Yakima, Wash. | 83,446 | 229 |
| Brownsville - Harlingen, Tex. | 83,268 | 230 |
| Sioux City, Iowa | 83,117 | 231 |
| Lafayette - West Lafayette, Ind. | 82,828 | 232 |
| Waterloo - Cedar Falls, Iowa | 81,225 | 233 |
| Kenosha, Wisc. | 81,156 | 234 |
| St. Joseph, Mo. | 80,154 | 235 |
| Fort Smith, Ark. | 80,011 | 236 |
| Jackson, Mich. | 79,767 | 237 |
| Florence, S.C. | 79,712 | 238 |
| Asheville, N.C. | 79,527 | 239 |
| Tuscaloosa, Ala. | 78,271 | 240 |
| Pittsfield, Mass. | 76,164 | 241 |
| Bremerton, Wash. | 75,439 | 242 |
| Wilmington, N.C. | 74,325 | 243 |
| Alexandria, La. | 74,054 | 244 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 73,513 | 245 |
| Anniston, Ala. | 73,428 | 246 |
| Anderson, S.C. | 73,251 | 247 |
| Steubenville - Weirton, Ohio-W.Va. | 70,686 | 248 |
| San Angelo, Tex. | 69,429 | 249 |
| Glens Falls, N.Y. | 69,356 | 250 |
| **Total Top 250** | **93,374,820** | |
| Wausau, Wisc. | 68,956 | 251 |
| Sheboygan, Wisc. | 68,623 | 252 |
| Naples, Fla. | 68,409 | 253 |
| Midland, Tex. | 68,313 | 254 |
| Galveston - Texas City, Tex. | 67,827 | 255 |
| State College, Pa. | 67,705 | 256 |
| Bismarck, N.D. | 67,436 | 257 |
| Chico, Cal. | 66,836 | 258 |
| Richland - Kennewick - Pasco, Wash. | 66,825 | 259 |
| Tyler, Tex. | 66,665 | 260 |
| Houma - Thibodaux, La. | 66,494 | 261 |
| Rochester, Minn. | 65,884 | 262 |
| Anderson, Ind. | 65,121 | 263 |
| Grand Forks, N.D. | 65,045 | 264 |
| Kankakee, Ill. | 63,543 | 265 |
| Rapid City, S.D. | 63,399 | 266 |
| Lake Charles, La. | 63,341 | 267 |
| Muncie, Ind. | 63,308 | 268 |
| Beaver County, Pa. | 61,204 | 269 |
| La Crosse, Wisc. | 60,872 | 270 |
| Yuma, Ariz. | 60,744 | 271 |
| Cheyenne, Wyo. | 59,973 | 272 |
| Danville, Va. | 59,959 | 273 |
| Decatur, Ill. | 59,953 | 274 |
| Sherman - Denison, Tex. | 59,191 | 275 |
| Columbia, Mo. | 59,159 | 276 |
| Jackson, Tenn. | 58,185 | 277 |
| Hagerstown, Md. | 57,962 | 278 |
| Panama City, Fla. | 57,013 | 279 |
| Jamestown - Dunkirk, N.Y. | 56,866 | 280 |
| Yuba City, Cal. | 56,094 | 281 |
| Altoona, Pa. | 54,676 | 282 |
| Billings, Mont. | 54,405 | 283 |
| Brazoria, Tex. | 52,694 | 284 |
| Vineland - Millville - Bridgeton, N.J. | 52,539 | 285 |
| Odessa, Tex. | 51,781 | 286 |
| Muskegon, Mich. | 51,066 | 287 |
| Pascagoula, Miss. | 50,542 | 288 |
| Elmira, N.Y. | 50,407 | 289 |
| Jacksonville, N.C. | 49,977 | 290 |
| Cumberland, Md. | 49,119 | 291 |
| Dothan, Ala. | 48,809 | 292 |
| Charlottesville, Va. | 47,562 | 293 |
| Kokomo, Ind. | 47,249 | 294 |
| Sharon, Pa. | 47,038 | 295 |
| Laredo, Tex. | 46,947 | 296 |
| Fayetteville - Springdale, Ark. | 46,358 | 297 |
| Lewiston - Auburn, Me. | 45,854 | 298 |
| Greeley, Colo. | 45,002 | 299 |
| Pueblo, Colo. | 44,270 | 300 |
| Williamsport, Pa. | 44,164 | 301 |
| Bloomington, Ind. | 44,041 | 302 |
| Bryan - College Station, Tex. | 43,768 | 303 |
| Great Falls, Mont. | 43,715 | 304 |
| Gadsden, Ala. | 43,263 | 305 |
| Lawton, Okla. | 43,168 | 306 |
| Albany, Ga. | 42,933 | 307 |
| Santa Fe, N.M. | 42,899 | 308 |
| Casper, Wyo. | 41,893 | 309 |
| Las Cruces, N.M. | 40,873 | 310 |
| Iowa City, Iowa | 40,597 | 311 |
| Florence, Ala. | 40,245 | 312 |
| Pine Bluff, Ark. | 38,382 | 313 |
| Dubuque, Iowa | 36,360 | 314 |
| Monroe, La. | 35,572 | 315 |
| Victoria, Tex. | 35,392 | 316 |
| Lawrence, Kans. | 33,296 | 317 |
| Owensboro, Ky. | 33,243 | 318 |
| Decatur, Ala. | 33,163 | 319 |
| Enid, Okla. | 23,368 | 320 |
| **Total Above Areas** | **97,004,636** | |
| **Percent of U.S.** | **75.6625** | |
| **U.S. Total** | **128,273,108** | |

# BUILDING MATERIALS & HARDWARE STORE SALES

| Area | ($000) | Rank |
|---|---|---|
| Los Angeles - Long Beach, Cal. | 2,703,429 | 1 |
| Chicago, Ill. | 1,910,050 | 2 |
| Detroit, Mich. | 1,573,564 | 3 |
| Atlanta, Ga. | 1,397,370 | 4 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 1,388,102 | 5 |
| New York, N.Y. | 1,283,055 | 6 |
| Nassau - Suffolk, N.Y. | 1,281,073 | 7 |
| Philadelphia, Pa. | 1,269,154 | 8 |
| Minneapolis - St. Paul, Minn. | 1,233,999 | 9 |
| Riverside - San Bernardino, Cal. | 1,216,491 | 10 |
| Washington, D.C. | 1,216,069 | 11 |
| Anaheim - Santa Ana, Cal. | 998,402 | 12 |
| San Diego, Cal. | 934,592 | 13 |
| Seattle, Wash. | 892,955 | 14 |
| Tampa - St. Petersburg - Clearwater, Fla. | 861,512 | 15 |
| St. Louis, Mo. | 861,061 | 16 |
| Oakland, Cal. | 817,670 | 17 |
| Dallas, Tex. | 804,990 | 18 |
| Baltimore, Md. | 803,476 | 19 |
| Houston, Tex. | 764,203 | 20 |
| Phoenix, Ariz. | 761,414 | 21 |
| Sacramento, Cal. | 707,414 | 22 |
| San Francisco, Cal. | 686,549 | 23 |
| Kansas City, Mo.-Kans. | 684,929 | 24 |
| San Jose, Cal. | 642,014 | 25 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | 576,699 | 26 |
| Cleveland, Ohio | 574,952 | 27 |
| Cincinnati, Ohio | 572,183 | 28 |
| Indianapolis, Ind. | 549,476 | 29 |
| Columbus, Ohio | 544,813 | 30 |
| Portland, Ore. | 542,718 | 31 |
| Denver, Colo. | 539,510 | 32 |
| Newark, N.J. | 514,816 | 33 |
| Miami - Hialeah, Fla. | 500,779 | 34 |
| Milwaukee, Wis. | 500,346 | 35 |
| Pittsburgh, Pa. | 484,992 | 36 |
| Norfolk - Virginia Beach - Newport News, Va. | 478,130 | 37 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 465,950 | 38 |
| Fort Worth - Arlington, Tex. | 454,689 | 39 |
| Orlando, Fla. | 453,849 | 40 |
| Greensboro - Winston-Salem - High Point, N.C. | 453,530 | 41 |
| Middlesex - Somerset - Hunterdon, N.J. | 444,929 | 42 |
| Raleigh - Durham, N.C. | 422,987 | 43 |
| Hartford - New Britain - Middletown - Bristol, Conn. | 421,158 | 44 |
| Nashville, Tenn. | 408,922 | 45 |
| Monmouth - Ocean, N.J. | 400,866 | 46 |
| New Haven - Waterbury - Meriden, Conn. | 398,312 | 47 |
| Bergen - Passaic, N.J. | 391,969 | 48 |
| Jacksonville, Fla. | 389,540 | 49 |
| Salt Lake City - Ogden, Utah | 384,396 | 50 |
| **Total Top 50** | **39,593,673** | |
| Louisville, Ky. | 382,284 | 51 |
| Grand Rapids, Mich. | 380,303 | 52 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | 375,908 | 53 |
| Dayton - Springfield, Ohio | 338,640 | 54 |
| Las Vegas, Nev. | 337,283 | 55 |
| Richmond - Petersburg, Va. | 329,784 | 56 |
| Greenville - Spartanburg, S.C. | 327,547 | 57 |
| Rochester, N.Y. | 326,800 | 58 |
| New Orleans, La. | 324,808 | 59 |
| Allentown - Bethlehem - Easton, Pa. | 322,467 | 60 |
| Oxnard - Ventura, Cal. | 319,527 | 61 |
| Albany - Schenectady - Troy, N.Y. | 315,193 | 62 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 311,604 | 63 |
| Akron, Ohio | 302,492 | 64 |
| Providence - Pawtucket - Woonsocket, R.I. | 302,408 | 65 |
| Scranton - Wilkes-Barre, Pa. | 296,713 | 66 |
| Tucson, Ariz. | 294,033 | 67 |
| Birmingham, Ala. | 288,314 | 68 |
| Santa Rosa - Petaluma, Cal. | 272,225 | 69 |
| Columbia, S.C. | 270,941 | 70 |
| Lake County, Ill. | 270,043 | 71 |
| Worcester - Fitchburg - Leominster, Mass. | 268,074 | 72 |
| Aurora - Elgin, Ill. | 265,348 | 73 |
| San Antonio, Tex. | 257,489 | 74 |
| Memphis, Tenn. | 255,073 | 75 |
| Tacoma, Wash. | 253,018 | 76 |
| Fresno, Cal. | 252,945 | 77 |
| Bakersfield, Cal. | 247,849 | 78 |
| Little Rock - North Little Rock, Ark. | 245,612 | 79 |
| Portsmouth - Dover - Rochester, N.H. | 244,921 | 80 |
| Albuquerque, N.M. | 243,804 | 81 |
| Oklahoma City, Okla. | 242,581 | 82 |
| Fort Myers - Cape Coral, Fla. | 240,267 | 83 |
| Tulsa, Okla. | 239,031 | 84 |
| Springfield, Mass. | 237,694 | 85 |
| Lakeland - Winter Haven, Fla. | 237,474 | 86 |
| Knoxville, Tenn. | 237,205 | 87 |
| Fort Wayne, Ind. | 236,647 | 88 |
| Austin, Tex. | 232,627 | 89 |
| Wilmington, Del. | 232,576 | 90 |
| Flint, Mich. | 229,165 | 91 |
| Lancaster, Pa. | 229,049 | 92 |
| Buffalo, N.Y. | 225,688 | 93 |
| Honolulu, Haw. | 218,996 | 94 |
| Charleston, S.C. | 217,752 | 95 |
| Harrisburg - Lebanon - Carlisle, Pa. | 213,762 | 96 |
| Augusta, Ga. | 211,522 | 97 |
| Sarasota, Fla. | 209,614 | 98 |
| Joliet, Ill. | 208,212 | 99 |
| Syracuse, N.Y. | 204,092 | 100 |
| **Total Top 100** | **53,119,577** | |
| Madison, Wis. | 203,061 | 101 |
| Vallejo - Fairfield - Napa, Cal. | 202,829 | 102 |
| Omaha, Neb. | 195,530 | 103 |
| Toledo, Ohio | 192,214 | 104 |
| Wichita, Kans. | 188,313 | 105 |
| Gary - Hammond, Ind. | 187,583 | 106 |
| El Paso, Tex. | 184,957 | 107 |
| New Bedford - Fall River - Attleboro, Mass. | 184,360 | 108 |
| Baton Rouge, La. | 183,697 | 109 |
| Daytona Beach, Fla. | 183,599 | 110 |
| Lansing - East Lansing, Mich. | 183,496 | 111 |
| Appleton - Oshkosh - Neenah, Wis. | 179,885 | 112 |
| Des Moines, Iowa | 179,879 | 113 |
| Colorado Springs, Colo. | 174,544 | 114 |
| Modesto, Cal. | 173,995 | 115 |
| Johnson City - Kingsport - Bristol, Tenn. | 172,103 | 116 |
| Stockton, Cal. | 168,802 | 117 |
| Chattanooga, Tenn. | 168,433 | 118 |
| Rockford, Ill. | 167,912 | 119 |
| Reno, Nev. | 164,309 | 120 |
| Evansville, Ind. | 161,238 | 121 |
| Melbourne - Titusville - Palm Bay, Fla. | 160,752 | 122 |
| Mobile, Ala. | 159,389 | 123 |
| Youngstown - Warren, Ohio | 159,108 | 124 |
| Fort Pierce, Fla. | 158,496 | 125 |
| Manchester - Nashua, N.H. | 156,498 | 126 |
| Orange County, N.Y. | 155,138 | 127 |
| Saginaw - Bay City - Midland, Mich. | 153,639 | 128 |
| St. Cloud, Minn. | 152,189 | 129 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 144,064 | 130 |
| Portland, Me. | 143,395 | 131 |
| Canton, Ohio | 143,191 | 132 |
| York, Pa. | 138,686 | 133 |
| Tallahassee, Fla. | 138,180 | 134 |
| Poughkeepsie, N.Y. | 138,052 | 135 |
| Ann Arbor, Mich. | 137,490 | 136 |
| Spokane, Wash. | 137,079 | 137 |
| Macon - Warner Robins, Ga. | 130,851 | 138 |
| Springfield, Mo. | 130,475 | 139 |
| Jackson, Miss. | 128,651 | 140 |
| Boulder - Longmont, Colo. | 126,794 | 141 |
| Pensacola, Fla. | 126,608 | 142 |
| Salem, Ore. | 125,284 | 143 |
| Peoria, Ill. | 124,976 | 144 |
| Green Bay, Wis. | 124,956 | 145 |
| New London - Norwich, Conn. | 123,907 | 146 |
| Atlantic City, N.J. | 123,314 | 147 |
| Roanoke, Va. | 121,664 | 148 |
| Lexington-Fayette, Ky. | 121,638 | 149 |
| Fayetteville, N.C. | 121,541 | 150 |
| **Total Top 150** | **60,936,431** | |
| Davenport - Rock Island - Moline, Iowa-Ill. | 120,946 | 151 |
| Elkhart - Goshen, Ind. | 120,362 | 152 |
| Ocala, Fla. | 120,069 | 153 |
| Visalia - Tulare - Porterville, Cal. | 115,901 | 154 |
| South Bend - Mishawaka, Ind. | 114,468 | 155 |
| Fort Collins - Loveland, Colo. | 112,572 | 156 |
| Springfield, Ill. | 111,823 | 157 |
| Montgomery, Ala. | 110,343 | 158 |
| Lincoln, Neb. | 107,546 | 159 |
| Hickory - Morganton, N.C. | 107,475 | 160 |
| Santa Cruz, Cal. | 106,272 | 161 |
| Utica - Rome, N.Y. | 106,108 | 162 |
| Eugene - Springfield, Ore. | 104,657 | 163 |
| Reading, Pa. | 103,701 | 164 |
| Bremerton, Wash. | 103,329 | 165 |
| Anchorage, Alas. | 102,848 | 166 |
| Duluth, Minn. | 100,249 | 167 |
| Olympia, Wash. | 98,856 | 168 |
| Shreveport, La. | 98,638 | 169 |
| Kalamazoo, Mich. | 98,530 | 170 |
| Charleston, W.Va. | 97,750 | 171 |
| Huntington - Ashland, W.Va.-Ky. | 96,890 | 172 |
| Beaumont - Port Arthur, Tex. | 96,727 | 173 |
| Vancouver, Wash. | 93,596 | 174 |
| Gainesville, Fla. | 93,369 | 175 |
| Fargo - Moorhead, N.D.-Minn. | 93,027 | 176 |
| Columbia, Mo. | 92,502 | 177 |
| Racine, Wis. | 92,402 | 178 |
| Salinas - Seaside - Monterey, Cal. | 92,019 | 179 |
| Trenton, N.J. | 90,871 | 180 |
| Fort Smith, Ark. | 89,794 | 181 |
| Lorain - Elyria, Ohio | 88,928 | 182 |
| Topeka, Kans. | 88,468 | 183 |
| Binghamton, N.Y. | 87,961 | 184 |
| Naples, Fla. | 87,366 | 185 |
| McAllen - Edinburg - Mission, Tex. | 87,359 | 186 |
| Yakima, Wash. | 86,216 | 187 |
| Cedar Rapids, Iowa | 85,998 | 188 |
| Hamilton - Middletown, Ohio | 85,875 | 189 |
| Redding, Cal. | 84,487 | 190 |
| Huntsville, Ala. | 83,137 | 191 |
| Fort Walton Beach, Fla. | 82,157 | 192 |
| Burlington, Vt. | 81,789 | 193 |
| Janesville - Beloit, Wis. | 80,742 | 194 |
| Champaign - Urbana - Rantoul, Ill. | 80,162 | 195 |
| Columbus, Ga. | 79,187 | 196 |
| Boise, Ida. | 78,176 | 197 |
| Sioux City, Iowa | 77,211 | 198 |
| Asheville, N.C. | 77,136 | 199 |
| Bradenton, Fla. | 77,012 | 200 |
| **Total Top 200** | **65,699,868** | |
| Savannah, Ga. | 76,659 | 201 |
| Chico, Cal. | 76,048 | 202 |
| Bellingham, Wash. | 75,994 | 203 |
| Athens, Ga. | 75,857 | 204 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 75,499 | 205 |
| Bangor, Me. | 75,196 | 206 |
| Florence, S.C. | 74,417 | 207 |
| Jersey City, N.J. | 74,226 | 208 |
| Houma - Thibodaux, La. | 73,992 | 209 |
| Eau Claire, Wis. | 73,858 | 210 |
| Lubbock, Tex. | 73,436 | 211 |
| Panama City, Fla. | 73,197 | 212 |
| Pittsfield, Mass. | 73,038 | 213 |
| Corpus Christi, Tex. | 73,021 | 214 |
| Longview - Marshall, Tex. | 72,870 | 215 |
| Anderson, S.C. | 72,722 | 216 |
| Killeen - Temple, Tex. | 72,421 | 217 |
| Benton Harbor, Mich. | 72,225 | 218 |
| Santa Fe, N.M. | 70,508 | 219 |
| Tuscaloosa, Ala. | 69,611 | 220 |
| Erie, Pa. | 69,066 | 221 |
| Joplin, Mo. | 68,072 | 222 |
| Medford, Ore. | 67,857 | 223 |
| Wilmington, N.C. | 67,657 | 224 |
| Anderson, Ind. | 67,228 | 225 |
| Mansfield, Ohio | 67,084 | 226 |
| Terre Haute, Ind. | 67,000 | 227 |
| Wausau, Wis. | 66,390 | 228 |
| Sioux Falls, S.D. | 65,878 | 229 |
| Rochester, Minn. | 65,583 | 230 |
| Bloomington - Normal, Ill. | 65,332 | 231 |
| Las Cruces, N.M. | 64,638 | 232 |
| Florence, Ala. | 63,487 | 233 |
| Dothan, Ala. | 63,482 | 234 |
| Charlottesville, Va. | 63,398 | 235 |
| Jackson, Mich. | 63,323 | 236 |
| Decatur, Ill. | 63,118 | 237 |
| Lima, Ohio | 62,877 | 238 |
| Provo - Orem, Utah | 61,396 | 239 |
| Waco, Tex. | 61,072 | 240 |
| Burlington, N.C. | 60,336 | 241 |
| Fayetteville - Springdale, Ark. | 60,117 | 242 |
| Amarillo, Tex. | 59,529 | 243 |
| Tyler, Tex. | 58,972 | 244 |
| Richland - Kennewick - Pasco, Wash. | 58,602 | 245 |
| Lafayette - West Lafayette, Ind. | 58,219 | 246 |
| Alexandria, La. | 58,182 | 247 |
| Lynchburg, Va. | 57,708 | 248 |
| Yuba City, Cal. | 57,346 | 249 |
| Brownsville - Harlingen, Tex. | 56,910 | 250 |
| **Total Top 250** | **69,064,533** | |
| Jackson, Tenn. | 56,138 | 251 |
| Biloxi - Gulfport, Miss. | 55,328 | 252 |
| Yuma, Ariz. | 54,855 | 253 |
| Johnstown, Pa. | 54,427 | 254 |
| Waterloo - Cedar Falls, Iowa | 53,297 | 255 |
| Hagerstown, Md. | 52,332 | 256 |
| Parkersburg - Marietta, W.Va.-Ohio | 51,462 | 257 |
| Glens Falls, N.Y. | 51,447 | 258 |
| Sherman - Denison, Tex. | 51,317 | 259 |
| Albany, Ga. | 51,117 | 260 |
| Muskegon, Mich. | 50,612 | 261 |
| Jacksonville, N.C. | 50,067 | 262 |
| Lake Charles, La. | 49,699 | 263 |
| Kokomo, Ind. | 48,937 | 264 |
| Sheboygan, Wis. | 47,934 | 265 |
| Bloomington, Ind. | 47,753 | 266 |
| Monroe, La. | 47,697 | 267 |
| Wheeling, W.Va. | 47,693 | 268 |
| Rapid City, S.D. | 47,030 | 269 |
| Kankakee, Ill. | 46,596 | 270 |
| Billings, Mont. | 46,419 | 271 |
| State College, Pa. | 46,270 | 272 |
| Pueblo, Colo. | 46,114 | 273 |
| Texarkana, Tex.-Ark. | 45,142 | 274 |
| Lewiston - Auburn, Me. | 43,874 | 275 |
| Galveston - Texas City, Tex. | 43,751 | 276 |
| Merced, Cal. | 43,708 | 277 |
| Lafayette, La. | 43,443 | 278 |
| Wichita Falls, Tex. | 43,309 | 279 |
| Altoona, Pa. | 42,102 | 280 |
| Owensboro, Ky. | 41,891 | 281 |
| Jamestown - Dunkirk, N.Y. | 41,848 | 282 |
| Brazoria, Tex. | 41,698 | 283 |
| Vineland - Millville - Bridgeton, N.J. | 41,452 | 284 |
| Williamsport, Pa. | 40,394 | 285 |
| Lawton, Okla. | 40,127 | 286 |
| Greeley, Colo. | 39,669 | 287 |
| Muncie, Ind. | 38,576 | 288 |
| Decatur, Ala. | 38,574 | 289 |
| Battle Creek, Mich. | 38,332 | 290 |
| Danville, Va. | 38,261 | 291 |
| Niagara Falls, N.Y. | 38,113 | 292 |
| Anniston, Ala. | 37,608 | 293 |
| Grand Forks, N.D. | 37,336 | 294 |
| Pascagoula, Miss. | 37,131 | 295 |
| Cumberland, Md. | 36,084 | 296 |
| Iowa City, Iowa | 35,972 | 297 |
| Dubuque, Iowa | 35,813 | 298 |
| Laredo, Tex. | 35,221 | 299 |
| Beaver County, Pa. | 34,534 | 300 |
| Abilene, Tex. | 34,265 | 301 |
| Steubenville - Weirton, Ohio-W.Va. | 33,933 | 302 |
| La Crosse, Wis. | 33,455 | 303 |
| Bryan - College Station, Tex. | 31,217 | 304 |
| San Angelo, Tex. | 30,739 | 305 |
| Bismarck, N.D. | 30,724 | 306 |
| Gadsden, Ala. | 30,271 | 307 |
| Cheyenne, Wyo. | 29,444 | 308 |
| Great Falls, Mont. | 29,274 | 309 |
| Kenosha, Wis. | 27,439 | 310 |
| Lawrence, Kans. | 27,263 | 311 |
| Pine Bluff, Ark. | 25,971 | 312 |
| Sharon, Pa. | 24,098 | 313 |
| Elmira, N.Y. | 21,814 | 314 |
| St. Joseph, Mo. | 20,895 | 315 |
| Casper, Wyo. | 20,842 | 316 |
| Odessa, Tex. | 19,142 | 317 |
| Victoria, Tex. | 17,608 | 318 |
| Midland, Tex. | 13,200 | 319 |
| Enid, Okla. | 12,113 | 320 |
| **Total Above Areas** | **71,807,302** | |
| **Percent of U.S.** | **77.4344** | |
| **U.S. Total** | **92,732,941** | |

# DRUGSTORE SALES

| Area | $000 | Rank |
|---|---|---|
| Los Angeles - Long Beach, Cal. | 2,783,473 | 1 |
| Chicago, Ill. | 2,739,208 | 2 |
| New York, N.Y. | 2,263,432 | 3 |
| Detroit, Mich. | 1,559,023 | 4 |
| Philadelphia, Pa. | 1,430,456 | 5 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 1,326,051 | 6 |
| Washington, D.C. | 1,209,515 | 7 |
| Oakland, Cal. | 1,001,347 | 8 |
| Nassau - Suffolk, N.Y. | 916,779 | 9 |
| Atlanta, Ga. | 860,878 | 10 |
| Miami - Hialeah, Fla. | 845,733 | 11 |
| Anaheim - Santa Ana, Cal. | 828,674 | 12 |
| San Diego, Cal. | 812,387 | 13 |
| San Francisco, Cal. | 809,235 | 14 |
| Seattle, Wash. | 801,705 | 15 |
| Houston, Tex. | 794,636 | 16 |
| Cleveland, Ohio | 736,836 | 17 |
| Tampa - St. Petersburg - Clearwater, Fla. | 749,599 | 18 |
| San Jose, Cal. | 740,045 | 19 |
| Riverside - San Bernardino, Cal. | 717,291 | 20 |
| Baltimore, Md. | 696,457 | 21 |
| Phoenix, Ariz. | 685,500 | 22 |
| St. Louis, Mo. | 670,049 | 23 |
| Pittsburgh, Pa. | 598,048 | 24 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 590,763 | 25 |
| Dallas, Tex. | 583,362 | 26 |
| Sacramento, Cal. | 576,350 | 27 |
| Minneapolis - St. Paul, Minn. | 554,575 | 28 |
| Honolulu, Haw. | 552,891 | 29 |
| Milwaukee, Wisc. | 527,639 | 30 |
| New Orleans, La. | 497,383 | 31 |
| Cincinnati, Ohio | 494,486 | 32 |
| Newark, N.J. | 466,231 | 33 |
| Indianapolis, Ind. | 413,131 | 34 |
| Kansas City, Mo.-Kans. | 406,803 | 35 |
| Columbus, Ohio | 406,617 | 36 |
| Bergen - Passaic, N.J. | 403,612 | 37 |
| Jacksonville, Fla. | 398,520 | 38 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 395,341 | 39 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | 378,060 | 40 |
| Buffalo, N.Y. | 372,218 | 41 |
| Louisville, Ky. | 369,304 | 42 |
| Norfolk - Virginia Beach - Newport News, Va. | 360,297 | 43 |
| Fort Worth - Arlington, Tex. | 340,717 | 44 |
| Hartford - New Britain - Middletown - Bristol, Conn. | 338,124 | 45 |
| Memphis, Tenn. | 323,401 | 46 |
| Providence - Pawtucket - Woonsocket, R.I. | 316,504 | 47 |
| Greensboro - Winston-Salem - High Point, N.C. | 312,797 | 48 |
| Nashville, Tenn. | 301,453 | 49 |
| Birmingham, Ala. | 293,481 | 50 |
| **Total Top 50** | **37,573,874** | |
| Denver, Colo. | 291,166 | 51 |
| Orlando, Fla. | 288,843 | 52 |
| Rochester, N.Y. | 286,996 | 53 |
| Monmouth - Ocean, N.J. | 281,282 | 54 |
| Richmond - Petersburg, Va. | 279,636 | 55 |
| Albany - Schenectady - Troy, N.Y. | 278,555 | 56 |
| San Antonio, Tex. | 259,138 | 57 |
| Fresno, Cal. | 256,507 | 58 |
| Gary - Hammond, Ind. | 252,745 | 59 |
| Dayton - Springfield, Ohio | 251,747 | 60 |
| Bakersfield, Cal. | 250,859 | 61 |
| Portland, Ore. | 250,349 | 62 |
| Raleigh - Durham, N.C. | 248,984 | 63 |
| Oxnard - Ventura, Cal. | 248,973 | 64 |
| Scranton - Wilkes-Barre, Pa. | 247,765 | 65 |
| Tucson, Ariz. | 246,595 | 66 |
| Modesto, Cal. | 241,019 | 67 |
| Middlesex - Somerset - Hunterdon, N.J. | 233,068 | 68 |
| Greenville - Spartanburg, S.C. | 230,556 | 69 |
| Worcester - Fitchburg - Leominster, Mass. | 226,561 | 70 |
| Lake County, Ill. | 223,925 | 71 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | 223,039 | 72 |
| Syracuse, N.Y. | 209,610 | 73 |
| Oklahoma City, Okla. | 207,837 | 74 |
| Las Vegas, Nev. | 205,780 | 75 |
| New Haven - Waterbury - Meriden, Conn. | 206,302 | 76 |
| Stockton, Cal. | 197,048 | 77 |
| Allentown - Bethlehem - Easton, Pa. | 196,988 | 78 |
| Knoxville, Tenn. | 194,464 | 79 |
| Wilmington, Del. | 193,746 | 80 |
| Terre Haute, Ind. | 187,511 | 81 |
| Springfield, Mass. | 183,427 | 82 |
| Santa Rosa - Petaluma, Cal. | 179,121 | 83 |
| Youngstown - Warren, Ohio | 177,701 | 84 |
| Toledo, Ohio | 177,209 | 85 |
| Tacoma, Wash. | 177,081 | 86 |
| Omaha, Neb. | 173,976 | 87 |
| Austin, Tex. | 172,121 | 88 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 170,304 | 89 |
| Albuquerque, N.M. | 167,802 | 90 |
| New Bedford - Fall River - Attleboro, Mass. | 164,918 | 91 |
| Harrisburg - Lebanon - Carlisle, Pa. | 164,573 | 92 |
| Daytona Beach, Fla. | 161,922 | 93 |
| Mobile, Ala. | 160,380 | 94 |
| Vallejo - Fairfield - Napa, Cal. | 159,177 | 95 |
| Akron, Ohio | 153,723 | 96 |
| Baton Rouge, La. | 152,252 | 97 |
| Grand Rapids, Mich. | 149,386 | 98 |
| Jersey City, N.J. | 147,066 | 99 |
| Salinas - Seaside - Monterey, Cal. | 145,387 | 100 |
| **Total Top 100** | **48,102,389** | |
| Tulsa, Okla. | 144,610 | 101 |
| Sarasota, Fla. | 144,721 | 102 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 143,826 | 103 |
| Lakeland - Winter Haven, Fla. | 140,735 | 104 |
| Fort Wayne, Ind. | 140,314 | 105 |
| Salt Lake City - Ogden, Utah | 139,739 | 106 |
| Flint, Mich. | 139,079 | 107 |
| Aurora - Elgin, Ill. | 137,135 | 108 |
| Joliet, Ill. | 136,495 | 109 |
| Reno, Nev. | 131,913 | 110 |
| Visalia - Tulare - Porterville, Cal. | 131,878 | 111 |
| Charleston, S.C. | 126,896 | 112 |
| Fort Myers - Cape Coral, Fla. | 123,989 | 113 |
| Columbia, S.C. | 121,851 | 114 |
| Des Moines, Iowa | 121,603 | 115 |
| Augusta, Ga. | 120,500 | 116 |
| Johnson City - Kingsport - Bristol, Tenn. | 118,302 | 117 |
| Lexington-Fayette, Ky. | 118,216 | 118 |
| Santa Cruz, Cal. | 118,006 | 119 |
| Shreveport, La. | 115,182 | 120 |
| Lancaster, Pa. | 111,534 | 121 |
| Utica - Rome, N.Y. | 111,369 | 122 |
| Peoria, Ill. | 110,575 | 123 |
| Spokane, Wash. | 110,450 | 124 |
| Saginaw - Bay City - Midland, Mich. | 108,438 | 125 |
| Fort Pierce, Fla. | 106,714 | 126 |
| St. Cloud, Minn. | 104,095 | 127 |
| Little Rock - North Little Rock, Ark. | 103,375 | 128 |
| Atlantic City, N.J. | 103,166 | 129 |
| Jackson, Miss. | 98,396 | 130 |
| South Bend - Mishawaka, Ind. | 98,177 | 131 |
| Erie, Pa. | 96,657 | 132 |
| Portsmouth - Dover - Rochester, N.H. | 95,222 | 133 |
| Manchester - Nashua, N.H. | 94,390 | 134 |
| Trenton, N.J. | 93,880 | 135 |
| Beaumont - Port Arthur, Tex. | 93,694 | 136 |
| Lorain - Elyria, Ohio | 93,617 | 137 |
| Binghamton, N.Y. | 93,493 | 138 |
| Canton, Ohio | 93,355 | 139 |
| Melbourne - Titusville - Palm Bay, Fla. | 91,791 | 140 |
| Evansville, Ind. | 91,023 | 141 |
| Chico, Cal. | 90,989 | 142 |
| Lansing - East Lansing, Mich. | 90,883 | 143 |
| Huntington - Ashland, W.Va.-Ky. | 90,484 | 144 |
| York, Pa. | 90,373 | 145 |
| Salem, Ore. | 90,314 | 146 |
| El Paso, Tex. | 89,873 | 147 |
| Macon - Warner Robins, Ga. | 88,109 | 148 |
| Chattanooga, Tenn. | 87,841 | 149 |
| Wichita, Kans. | 87,101 | 150 |
| **Total Top 150** | **53,839,682** | |
| Pensacola, Fla. | 86,519 | 151 |
| Charleston, W.Va. | 86,212 | 152 |
| Ann Arbor, Mich. | 86,111 | 153 |
| Rockford, Ill. | 85,935 | 154 |
| Ocala, Fla. | 84,886 | 155 |
| Poughkeepsie, N.Y. | 84,824 | 156 |
| Niagara Falls, N.Y. | 83,681 | 157 |
| Savannah, Ga. | 82,953 | 158 |
| Portland, Me. | 81,919 | 159 |
| Redding, Cal. | 81,106 | 160 |
| Roanoke, Va. | 80,830 | 161 |
| Reading, Pa. | 79,709 | 162 |
| Montgomery, Ala. | 76,870 | 163 |
| Springfield, Ill. | 76,699 | 164 |
| Madison, Wisc. | 76,662 | 165 |
| Eugene - Springfield, Ore. | 76,393 | 166 |
| Vancouver, Wash. | 75,903 | 167 |
| Bradenton, Fla. | 75,673 | 168 |
| Orange County, N.Y. | 75,158 | 169 |
| Hamilton - Middletown, Ohio | 74,123 | 170 |
| Johnstown, Pa. | 72,867 | 171 |
| Naples, Fla. | 68,834 | 172 |
| Colorado Springs, Colo. | 67,981 | 173 |
| Hickory - Morganton, N.C. | 67,794 | 174 |
| Bremerton, Wash. | 67,235 | 175 |
| Richland - Kennewick - Pasco, Wash. | 66,417 | 176 |
| Merced, Cal. | 65,219 | 177 |
| Houma - Thibodaux, La. | 64,383 | 178 |
| Columbus, Ga. | 64,455 | 179 |
| Lafayette, La. | 63,051 | 180 |
| Sioux Falls, S.D. | 62,475 | 181 |
| Appleton - Oshkosh - Neenah, Wisc. | 62,209 | 182 |
| Longview - Marshall, Tex. | 61,458 | 183 |
| Tallahassee, Fla. | 61,138 | 184 |
| Elkhart - Goshen, Ind. | 60,433 | 185 |
| Duluth, Minn. | 58,922 | 186 |
| Kalamazoo, Mich. | 56,917 | 187 |
| Olympia, Wash. | 56,355 | 188 |
| Corpus Christi, Tex. | 56,109 | 189 |
| Lake Charles, La. | 55,710 | 190 |
| Yakima, Wash. | 55,408 | 191 |
| Topeka, Kans. | 55,348 | 192 |
| Cedar Rapids, Iowa | 55,137 | 193 |
| Fayetteville, N.C. | 55,122 | 194 |
| Monroe, La. | 54,589 | 195 |
| Lincoln, Neb. | 54,274 | 196 |
| Lynchburg, Va. | 53,987 | 197 |
| Benton Harbor, Mich. | 53,618 | 198 |
| Decatur, Ill. | 53,483 | 199 |
| Fort Walton Beach, Fla. | 50,998 | 200 |
| **Total Top 200** | **57,043,900** | |
| Bloomington - Normal, Ill. | 50,986 | 201 |
| Muskegon, Mich. | 50,881 | 202 |
| Champaign - Urbana - Rantoul, Ill. | 50,687 | 203 |
| Anchorage, Alas. | 50,615 | 204 |
| New London - Norwich, Conn. | 50,495 | 205 |
| Asheville, N.C. | 49,698 | 206 |
| Bellingham, Wash. | 49,584 | 207 |
| Racine, Wisc. | 49,571 | 208 |
| Anderson, S.C. | 49,371 | 209 |
| Tuscaloosa, Ala. | 49,288 | 210 |
| Wilmington, N.C. | 48,866 | 211 |
| Beaver County, Pa. | 48,670 | 212 |
| Galveston - Texas City, Tex. | 47,549 | 213 |
| Biloxi - Gulfport, Miss. | 47,222 | 214 |
| Huntsville, Ala. | 47,206 | 215 |
| Boulder - Longmont, Colo. | 46,844 | 216 |
| Battle Creek, Mich. | 46,154 | 217 |
| Gainesville, Fla. | 45,298 | 218 |
| Wheeling, W.Va. | 45,210 | 219 |
| Lima, Ohio | 44,704 | 220 |
| Pittsfield, Mass. | 44,070 | 221 |
| Janesville - Beloit, Wisc. | 44,069 | 222 |
| Jackson, Mich. | 43,830 | 223 |
| Waterloo - Cedar Falls, Iowa | 43,707 | 224 |
| Vineland - Millville - Bridgeton, N.J. | 43,629 | 225 |
| Lafayette - West Lafayette, Ind. | 43,792 | 226 |
| Hagerstown, Md. | 42,784 | 227 |
| Altoona, Pa. | 42,738 | 228 |
| Athens, Ga. | 42,494 | 229 |
| Amarillo, Tex. | 41,891 | 230 |
| Bangor, Me. | 41,481 | 231 |
| Anderson, Ind. | 41,138 | 232 |
| Tyler, Tex. | 41,080 | 233 |
| Panama City, Fla. | 41,049 | 234 |
| Glens Falls, N.Y. | 40,780 | 235 |
| Killeen - Temple, Tex. | 40,503 | 236 |
| Boise, Ida. | 39,643 | 237 |
| Charlottesville, Va. | 39,287 | 238 |
| McAllen - Edinburg - Mission, Tex. | 39,126 | 239 |
| Burlington, N.C. | 38,910 | 240 |
| Parkersburg - Marietta, W.Va.-Ohio | 38,608 | 241 |
| Provo - Orem, Utah | 38,530 | 242 |
| Lubbock, Tex. | 38,220 | 243 |
| Jamestown - Dunkirk, N.Y. | 38,035 | 244 |
| Steubenville - Weirton, Ohio-W.Va. | 38,033 | 245 |
| Wichita Falls, Tex. | 37,676 | 246 |
| Muncie, Ind. | 37,450 | 247 |
| Brazoria, Tex. | 37,397 | 248 |
| Danville, Va. | 37,077 | 249 |
| Waco, Tex. | 36,917 | 250 |
| **Total Top 250** | **59,234,067** | |
| Alexandria, La. | 36,363 | 251 |
| Fargo - Moorhead, N.D.-Minn. | 36,208 | 252 |
| Brownsville - Harlingen, Tex. | 35,761 | 253 |
| Kankakee, Ill. | 35,754 | 254 |
| Yuba City, Cal. | 35,642 | 255 |
| Fort Smith, Ark. | 35,413 | 256 |
| Kokomo, Ind. | 35,318 | 257 |
| Sharon, Pa. | 34,994 | 258 |
| Fort Collins - Loveland, Colo. | 34,790 | 259 |
| Springfield, Mo. | 34,602 | 260 |
| Burlington, Vt. | 34,578 | 261 |
| Medford, Ore. | 34,545 | 262 |
| Elmira, N.Y. | 34,237 | 263 |
| Williamsport, Pa. | 33,674 | 264 |
| Sherman - Denison, Tex. | 33,305 | 265 |
| Cumberland, Md. | 33,159 | 266 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 32,874 | 267 |
| State College, Pa. | 31,973 | 268 |
| Dubuque, Iowa | 31,469 | 269 |
| Pascagoula, Miss. | 30,819 | 270 |
| Iowa City, Iowa | 30,286 | 271 |
| Anniston, Ala. | 30,021 | 272 |
| Gadsden, Ala. | 29,841 | 273 |
| Midland, Tex. | 29,680 | 274 |
| Yuma, Ariz. | 29,559 | 275 |
| Florence, S.C. | 29,492 | 276 |
| Bloomington, Ind. | 29,250 | 277 |
| Lewiston - Auburn, Me. | 27,894 | 278 |
| Sioux City, Iowa | 27,752 | 279 |
| Owensboro, Ky. | 27,423 | 280 |
| Green Bay, Wisc. | 27,180 | 281 |
| Santa Fe, N.M. | 26,819 | 282 |
| Bismarck, N.D. | 26,391 | 283 |
| Abilene, Tex. | 26,217 | 284 |
| Sheboygan, Wisc. | 26,028 | 285 |
| Albany, Ga. | 25,990 | 286 |
| Dothan, Ala. | 25,190 | 287 |
| Mansfield, Ohio | 25,091 | 288 |
| Florence, Ala. | 25,024 | 289 |
| Eau Claire, Wisc. | 24,900 | 290 |
| Pine Bluff, Ark. | 24,517 | 291 |
| Decatur, Ala. | 24,319 | 292 |
| Odessa, Tex. | 23,414 | 293 |
| Jackson, Tenn. | 22,192 | 294 |
| Rochester, Minn. | 22,167 | 295 |
| Billings, Mont. | 21,522 | 296 |
| Texarkana, Tex.-Ark. | 21,465 | 297 |
| Pueblo, Colo. | 20,785 | 298 |
| Kenosha, Wisc. | 20,630 | 299 |
| Jacksonville, N.C. | 20,521 | 300 |
| Joplin, Mo. | 20,193 | 301 |
| Rapid City, S.D. | 19,809 | 302 |
| La Crosse, Wisc. | 19,505 | 303 |
| Bryan - College Station, Tex. | 17,237 | 304 |
| Greeley, Colo. | 17,103 | 305 |
| Great Falls, Mont. | 16,714 | 306 |
| Las Cruces, N.M. | 15,832 | 307 |
| Victoria, Tex. | 15,516 | 308 |
| San Angelo, Tex. | 15,321 | 309 |
| Columbia, Mo. | 15,181 | 310 |
| Lawton, Okla. | 14,542 | 311 |
| St. Joseph, Mo. | 14,409 | 312 |
| Enid, Okla. | 14,160 | 313 |
| Laredo, Tex. | 13,543 | 314 |
| Fayetteville - Springdale, Ark. | 13,384 | 315 |
| Wausau, Wisc. | 11,882 | 316 |
| Lawrence, Kans. | 11,375 | 317 |
| Grand Forks, N.D. | 11,164 | 318 |
| Casper, Wyo. | 7,767 | 319 |
| Cheyenne, Wyo. | 5,677 | 320 |
| **Total Above Areas** | **60,971,680** | |
| **Percent of U.S.** | **81.3018** | |
| **U.S. Total** | **74,994,271** | |

# SECTION 10

## Retail Sales By Store Group For Metropolitan Markets And All Counties

### 1991 Estimates

### 1987 Census of Retail Sales

Total Retail Sales
Food Stores
Supermarkets
Eating And Drinking Places
General Merchandise Stores
Department Stores
Apparel And Accessories Stores
Furniture/Home Furnishings/Appliance Stores
Furniture And Home Furnishings Stores
Automotive Dealers
Gasoline Service Stations
Building Materials And Hardware Dealers
Drug Stores

RETAIL SALES BY STORE GROUP 10
METRO MARKETS & ALL COUNTIES

### EXPLANATION OF TERMS

An explanation of terms used in the **Survey of Buying Power Demographics USA 1992** will be found in the Introductory Section starting on page A-5. A detailed listing of the outlets that make up each Store Group, and definitions of the Merchandise Line Sales categories, will be found on pages A-9 and A-10.

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MARKET STATISTICS
PRODUCERS OF THE SURVEY OF BUYING POWER

**SYMBOLS USED IN TABLES**

☐ Metropolitan county of another state's metropolitan area. For area name, see page facing state map in Section 1.

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New Hampshire . . . . . . 10–81
New Jersey . . . . . . . . . 10–81
New Mexico . . . . . . . . . 10–83
New York . . . . . . . . . . . 10–84
North Carolina . . . . . . . 10–88
North Dakota . . . . . . . . 10–93
Ohio . . . . . . . . . . . . . . 10–95
Oklahoma . . . . . . . . . . 10–100
Oregon . . . . . . . . . . . . 10–103
Pennsylvania . . . . . . . 10–104
Rhode Island . . . . . . . 10–108
South Carolina . . . . . . 10–109
South Dakota . . . . . . . 10–111
Tennessee . . . . . . . . . 10–114
Texas . . . . . . . . . . . . . 10–118
Utah . . . . . . . . . . . . . . 10–129
Vermont . . . . . . . . . . . 10–130
Virginia . . . . . . . . . . . . 10–131
Washington . . . . . . . . 10–137
West Virginia . . . . . . . 10–139
Wisconsin . . . . . . . . . . 10–142
Wyoming . . . . . . . . . . 10–145

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1991<br>U.S. CENSUS 1987<br>METRO AREA<br>County | Year | Total Retail Sales ($000) | Food Stores<br>Total ($000) | Food Stores<br>Super-markets ($000) | Eating & Drinking Places<br>Total ($000) | General Merchandise Stores<br>Total ($000) | General Merchandise Stores<br>Department Stores ($000) | Apparel & Accessories Stores<br>Total ($000) | Furniture/ Home Furnishings/ Appliance Stores<br>Total ($000) | Furniture/ Home Furnishings/ Appliance Stores<br>Furniture & Home Furn ($000) | Automotive Dealers<br>Total ($000) | Gasoline Service Stations<br>Total ($000) | Bldg. Mtls & Hardware Dealers<br>Total ($000) | Drug-stores<br>Total ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ALABAMA** | | | | | | | | | | | | | | |
| **ANNISTON** | **1991** | **734,327** | **84,947** | **82,565** | **74,139** | **114,488** | **103,096** | **36,715** | **27,462** | **18,571** | **195,067** | **73,428** | **37,608** | **30,021** |
| | 1987 | 645,449 | 106,431 | 103,425 | 61,156 | 86,683 | 77,619 | 32,301 | 21,442 | 14,757 | 178,212 | 56,236 | 35,487 | 22,794 |
| Calhoun | 1991 | 734,327 | 84,947 | 82,565 | 74,139 | 114,488 | 103,096 | 36,715 | 27,462 | 18,571 | 195,067 | 73,428 | 37,608 | 30,021 |
| | 1987 | 645,449 | 106,431 | 103,425 | 61,156 | 86,683 | 77,619 | 32,301 | 21,442 | 14,757 | 178,212 | 56,236 | 35,487 | 22,794 |
| **BIRMINGHAM** | **1991** | **6,661,038** | **1,162,221** | **1,124,845** | **593,074** | **852,180** | **672,508** | **468,484** | **255,484** | **153,543** | **1,767,721** | **436,038** | **288,314** | **295,481** |
| | 1987 | 5,759,520 | 1,101,073 | 1,065,587 | 500,220 | 688,782 | 537,000 | 386,684 | 255,205 | 156,298 | 1,561,487 | 374,380 | 288,136 | 198,086 |
| Blount | 1991 | 148,577 | 33,367 | 31,432 | 7,624 | 11,410 | 7,666 | 6,556 | 1,845 | 1,550 | 43,487 | 17,465 | 8,784 | 6,343 |
| | 1987 | 117,768 | 28,334 | 26,685 | 6,010 | 8,578 | 5,660 | 4,712 | 1,582 | 1,343 | 36,523 | 10,858 | 7,498 | 4,023 |
| Jefferson | 1991 | 5,497,503 | 899,474 | 871,227 | 520,371 | 756,286 | 600,931 | 430,185 | 222,358 | 131,949 | 1,477,982 | 318,437 | 172,319 | 243,227 |
| | 1987 | 4,791,491 | 865,152 | 837,816 | 437,380 | 617,139 | 484,876 | 353,196 | 229,065 | 138,831 | 1,303,090 | 293,315 | 188,989 | 161,945 |
| St. Clair | 1991 | 194,833 | 40,431 | 38,643 | 14,314 | 5,053 | | 2,129 | 1,593 | 1,238 | 70,425 | 21,421 | 17,394 | 9,173 |
| | 1987 | 150,026 | 33,671 | 32,175 | 10,889 | 4,709 | | 1,970 | 1,530 | 1,210 | 57,292 | 14,923 | 11,198 | 5,537 |
| Shelby | 1991 | 359,753 | 82,041 | 79,724 | 25,390 | 35,851 | 28,763 | 5,397 | 11,473 | 7,984 | 64,207 | 40,391 | 58,012 | 11,965 |
| | 1987 | 306,691 | 81,291 | 78,980 | 23,273 | 25,514 | 20,253 | 5,138 | 9,358 | 6,631 | 52,832 | 28,132 | 54,019 | 9,913 |
| Walker | 1991 | 460,372 | 106,908 | 103,819 | 25,375 | 43,580 | 35,148 | 24,217 | 18,215 | 10,822 | 111,620 | 38,324 | 31,805 | 24,773 |
| | 1987 | 393,544 | 92,625 | 89,931 | 22,668 | 32,842 | 26,211 | 21,668 | 13,670 | 8,283 | 111,750 | 27,152 | 26,432 | 16,668 |
| **DECATUR** | **1991** | **740,077** | **120,043** | **116,636** | **58,360** | **92,553** | **86,239** | **37,765** | **43,010** | **28,184** | **220,517** | **33,163** | **38,574** | **24,219** |
| | 1987 | 634,132 | 114,328 | 111,062 | 51,271 | 71,108 | 65,997 | 30,573 | 32,574 | 21,643 | 197,327 | 32,997 | 35,808 | 18,137 |
| Morgan | 1991 | 740,077 | 120,043 | 116,636 | 58,360 | 92,553 | 86,239 | 37,765 | 43,010 | 28,184 | 220,517 | 33,163 | 38,574 | 24,219 |
| | 1987 | 634,132 | 114,328 | 111,062 | 51,271 | 71,108 | 65,997 | 30,573 | 32,574 | 21,643 | 197,327 | 32,997 | 35,808 | 18,137 |
| **DOTHAN** | **1991** | **1,032,834** | **191,211** | **184,719** | **96,203** | **165,866** | **146,746** | **56,068** | **62,139** | **35,932** | **249,852** | **48,809** | **63,482** | **25,190** |
| | 1987 | 869,163 | 164,690 | 159,054 | 80,753 | 125,163 | 110,004 | 43,503 | 46,124 | 27,021 | 227,771 | 42,570 | 56,978 | 20,024 |
| Dale | 1991 | 171,611 | 44,831 | 42,944 | 27,876 | 18,282 | 14,824 | 4,087 | 2,916 | 1,150 | 33,335 | 7,896 | 12,889 | 5,777 |
| | 1987 | 151,919 | 39,902 | 38,215 | 25,260 | 14,229 | 11,419 | 3,808 | 2,282 | 922 | 28,070 | 11,429 | 10,416 | 5,027 |
| Houston | 1991 | 861,223 | 146,380 | 141,775 | 68,327 | 147,584 | 131,922 | 51,981 | 59,223 | 34,782 | 216,517 | 40,913 | 50,593 | 19,413 |
| | 1987 | 717,244 | 124,788 | 120,839 | 55,493 | 110,934 | 98,585 | 39,695 | 43,842 | 26,099 | 199,701 | 31,141 | 46,562 | 14,997 |
| **FLORENCE** | **1991** | **913,187** | **193,867** | **186,115** | **75,638** | **157,491** | **140,361** | **38,844** | **40,232** | **20,177** | **207,536** | **40,245** | **63,487** | **25,024** |
| | 1987 | 751,884 | 167,876 | 161,131 | 60,727 | 121,365 | 107,684 | 32,817 | 27,984 | 14,398 | 179,729 | 37,907 | 49,889 | 18,003 |
| Colbert | 1991 | 353,876 | 83,949 | 81,145 | 35,017 | 38,948 | 36,695 | 8,300 | 9,626 | 3,576 | 82,997 | 19,958 | 45,049 | 7,461 |
| | 1987 | 289,688 | 72,668 | 70,227 | 27,826 | 32,263 | 30,300 | 7,428 | 6,512 | 2,517 | 69,732 | 17,699 | 32,245 | 5,852 |
| Lauderdale | 1991 | 559,311 | 109,918 | 104,970 | 40,621 | 118,543 | 103,666 | 30,544 | 30,606 | 16,601 | 124,539 | 20,287 | 18,438 | 17,563 |
| | 1987 | 462,196 | 95,208 | 90,904 | 32,901 | 89,102 | 77,384 | 25,389 | 21,472 | 11,881 | 109,997 | 20,208 | 17,644 | 12,151 |
| **GADSDEN** | **1991** | **647,003** | **125,526** | **122,184** | **51,650** | **97,273** | **92,013** | **33,406** | **37,442** | **18,063** | **147,286** | **43,262** | **30,271** | **29,841** |
| | 1987 | 566,317 | 130,205 | 126,714 | 46,353 | 74,685 | 70,437 | 29,503 | 28,675 | 14,189 | 132,673 | 36,334 | 28,712 | 20,255 |
| Etowah | 1991 | 647,003 | 125,526 | 122,184 | 51,650 | 97,273 | 92,013 | 33,406 | 37,442 | 18,063 | 147,286 | 43,262 | 30,271 | 29,841 |
| | 1987 | 566,317 | 130,205 | 126,714 | 46,353 | 74,685 | 70,437 | 29,503 | 28,675 | 14,189 | 132,673 | 36,334 | 28,712 | 20,255 |
| **HUNTSVILLE** | **1991** | **1,938,007** | **335,359** | **327,173** | **185,320** | **337,114** | **268,133** | **137,284** | **113,794** | **54,378** | **440,350** | **95,933** | **83,137** | **47,206** |
| | 1987 | 1,586,683 | 296,200 | 288,913 | 159,127 | 232,083 | 182,557 | 101,369 | 88,239 | 43,268 | 393,775 | 82,612 | 79,105 | 34,363 |
| Madison | 1991 | 1,938,007 | 335,359 | 327,173 | 185,320 | 337,114 | 268,133 | 137,284 | 113,794 | 54,378 | 440,350 | 95,933 | 83,137 | 47,206 |
| | 1987 | 1,586,683 | 296,200 | 288,913 | 159,127 | 232,083 | 182,557 | 101,369 | 88,239 | 43,268 | 393,775 | 82,612 | 79,105 | 34,363 |
| **MOBILE** | **1991** | **3,289,356** | **641,782** | **619,410** | **302,656** | **440,462** | **360,619** | **150,840** | **138,922** | **87,624** | **737,783** | **264,118** | **159,589** | **160,380** |
| | 1987 | 2,793,798 | 606,097 | 584,514 | 259,388 | 349,336 | 283,126 | 118,777 | 107,435 | 69,005 | 651,068 | 225,948 | 147,126 | 120,832 |
| Baldwin | 1991 | 641,621 | 158,459 | 154,829 | 66,616 | 77,755 | 63,657 | 14,116 | 19,125 | 14,950 | 116,478 | 58,596 | 36,633 | 32,256 |
| | 1987 | 510,331 | 128,336 | 125,371 | 52,609 | 55,384 | 44,877 | 11,194 | 14,037 | 11,022 | 96,471 | 51,146 | 33,683 | 23,723 |
| Mobile | 1991 | 2,647,735 | 483,323 | 464,581 | 236,040 | 362,707 | 296,962 | 136,724 | 119,797 | 72,674 | 621,305 | 205,522 | 122,956 | 128,124 |
| | 1987 | 2,283,467 | 477,761 | 459,143 | 206,779 | 293,952 | 238,249 | 107,583 | 93,398 | 57,983 | 554,597 | 174,802 | 113,443 | 97,109 |
| **MONTGOMERY** | **1991** | **2,137,117** | **340,564** | **329,410** | **206,214** | **300,247** | **253,539** | **112,243** | **101,165** | **57,980** | **550,268** | **163,558** | **110,343** | **76,870** |
| | 1987 | 1,827,295 | 312,298 | 301,996 | 168,116 | 248,561 | 207,579 | 88,851 | 86,527 | 50,125 | 488,040 | 152,503 | 103,948 | 54,841 |
| Autauga | 1991 | 219,188 | 49,905 | 48,427 | 17,534 | 31,449 | 30,169 | 2,772 | 6,814 | 6,305 | 66,449 | 17,898 | 11,427 | 7,449 |
| | 1987 | 171,886 | 40,080 | 38,885 | 13,583 | 21,200 | 20,294 | 3,581 | 4,728 | 4,373 | 50,523 | 16,132 | 10,484 | 5,161 |
| Elmore | 1991 | 183,101 | 58,138 | 56,023 | 12,649 | 8,040 | | 4,469 | 6,043 | 5,817 | 41,672 | 15,990 | 9,690 | 13,282 |
| | 1987 | 147,258 | 52,717 | 50,790 | 9,386 | 7,021 | | 3,455 | 4,534 | 4,365 | 30,237 | 12,262 | 7,480 | 8,939 |
| Montgomery | 1991 | 1,734,828 | 232,521 | 224,960 | 176,031 | 260,758 | 223,370 | 105,002 | 88,308 | 45,858 | 442,147 | 129,670 | 89,226 | 56,139 |
| | 1987 | 1,508,151 | 219,501 | 212,321 | 145,147 | 220,340 | 187,285 | 81,815 | 77,265 | 41,387 | 407,280 | 124,109 | 85,984 | 40,741 |
| **TUSCALOOSA** | **1991** | **1,051,403** | **177,717** | **170,584** | **90,036** | **163,691** | **140,283** | **58,067** | **50,684** | **29,899** | **234,334** | **78,271** | **69,611** | **49,268** |
| | 1987 | 881,858 | 170,496 | 163,620 | 77,716 | 118,629 | 100,859 | 46,266 | 43,547 | 26,330 | 196,210 | 71,017 | 69,459 | 32,183 |
| Tuscaloosa | 1991 | 1,051,403 | 177,717 | 170,584 | 90,036 | 163,691 | 140,283 | 58,067 | 50,684 | 29,899 | 234,334 | 78,271 | 69,611 | 49,268 |
| | 1987 | 881,858 | 170,496 | 163,620 | 77,716 | 118,629 | 100,859 | 46,266 | 43,547 | 26,330 | 196,210 | 71,017 | 69,459 | 32,183 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1991<br>U.S. CENSUS 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **ALABAMA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Autauga | 1991 | 219,188 | 49,905 | 48,427 | 17,534 | 31,449 | 30,169 | 2,772 | 6,814 | 6,305 | 66,449 | 17,898 | 11,427 | 7,449 |
| | 1987 | 171,886 | 40,080 | 38,885 | 13,583 | 21,200 | 20,294 | 3,581 | 4,728 | 4,373 | 50,523 | 16,132 | 10,484 | 5,161 |
| Baldwin | 1991 | 641,621 | 158,459 | 154,829 | 66,616 | 77,755 | 63,657 | 14,116 | 19,125 | 14,950 | 116,478 | 58,596 | 36,633 | 32,256 |
| | 1987 | 510,331 | 128,336 | 125,371 | 52,609 | 55,384 | 44,877 | 11,194 | 14,037 | 11,022 | 96,471 | 51,146 | 33,683 | 23,723 |
| Barbour | 1991 | 122,800 | 42,442 | 39,251 | 10,256 | 9,812 | 7,852 | 4,395 | 2,427 | 2,153 | 31,454 | 3,691 | 2,637 | 7,392 |
| | 1987 | 103,658 | 36,163 | 33,438 | 9,412 | 6,713 | 5,314 | 4,041 | 1,881 | 1,686 | 25,975 | 3,942 | 1,924 | 5,149 |
| Bibb | 1991 | 56,032 | 15,945 | 13,867 | 3,299 | 7,209 | 6,487 | 655 | 1,143 | 1,143 | 9,562 | 11,422 | 3,349 | 1,552 |
| | 1987 | 47,228 | 15,313 | 13,314 | 2,564 | 5,605 | 5,018 | 1,123 | 932 | 932 | 9,281 | 6,803 | 2,700 | 1,350 |
| Blount | 1991 | 148,577 | 33,367 | 31,432 | 7,624 | 11,410 | 7,666 | 6,556 | 1,845 | 1,550 | 43,487 | 17,465 | 8,784 | 6,343 |
| | 1987 | 117,768 | 28,334 | 26,685 | 6,010 | 8,578 | 5,660 | 4,712 | 1,582 | 1,343 | 36,523 | 10,858 | 7,498 | 4,023 |
| Bullock | 1991 | 35,488 | 11,007 | 10,195 | 3,156 | 3,343 | | 1,858 | 1,267 | 1,187 | 1,485 | 5,800 | 1,871 | 2,638 |
| | 1987 | 31,180 | 9,371 | 8,678 | 2,520 | 2,228 | | 1,712 | 1,219 | 1,147 | 1,588 | 5,168 | 1,937 | 1,982 |
| Butler | 1991 | 93,081 | 27,594 | 23,981 | 9,070 | 6,220 | | 4,200 | 2,368 | 1,704 | 16,003 | 6,917 | 5,412 | 5,818 |
| | 1987 | 85,398 | 24,364 | 21,169 | 7,917 | 5,225 | | 4,009 | 2,123 | 1,554 | 15,886 | 6,866 | 5,507 | 4,938 |
| Calhoun | 1991 | 734,327 | 84,947 | 82,565 | 74,139 | 114,488 | 103,096 | 36,715 | 27,462 | 18,571 | 195,067 | 73,428 | 37,608 | 30,021 |
| | 1987 | 645,449 | 106,431 | 103,425 | 61,156 | 86,683 | 77,619 | 32,301 | 21,442 | 14,757 | 178,212 | 56,236 | 35,487 | 22,794 |
| Chambers | 1991 | 146,897 | 35,047 | 31,050 | 9,953 | 6,727 | | 2,056 | 11,149 | 9,321 | 35,223 | 24,094 | 5,586 | 7,321 |
| | 1987 | 131,084 | 37,386 | 33,116 | 8,577 | 5,321 | | 1,884 | 8,633 | 7,241 | 30,759 | 19,029 | 7,281 | 5,206 |
| Cherokee | 1991 | 64,482 | 11,701 | 10,694 | 3,902 | 8,549 | 6,879 | 1,345 | 1,310 | 819 | 15,325 | 8,827 | 1,626 | 5,477 |
| | 1987 | 54,193 | 10,726 | 9,801 | 3,439 | 5,583 | 4,442 | 1,642 | 1,167 | 737 | 13,704 | 6,453 | 2,039 | 3,899 |
| Chilton | 1991 | 157,518 | 42,504 | 39,632 | 9,331 | 21,405 | 17,564 | 1,832 | 7,280 | 5,077 | 45,929 | 8,425 | 10,784 | 4,332 |
| | 1987 | 133,061 | 38,271 | 35,678 | 7,072 | 14,412 | 11,710 | 2,236 | 5,011 | 3,553 | 37,682 | 7,810 | 9,271 | 3,991 |
| Choctaw | 1991 | 58,019 | 19,630 | 18,086 | 3,301 | 4,071 | | 1,819 | 1,402 | 1,316 | 4,269 | 4,906 | 6,893 | 3,370 |
| | 1987 | 52,244 | 19,860 | 18,294 | 3,858 | 3,023 | | 1,488 | 1,153 | 1,089 | 4,017 | 4,003 | 5,510 | 2,500 |
| Clarke | 1991 | 146,609 | 45,292 | 42,189 | 7,068 | 7,061 | | 7,971 | 5,300 | 4,721 | 28,272 | 10,266 | 11,022 | 12,772 |
| | 1987 | 127,934 | 41,074 | 38,253 | 7,004 | 7,174 | | 5,404 | 4,952 | 4,082 | 26,287 | 8,562 | 10,539 | 8,363 |
| Clay | 1991 | 44,760 | 13,575 | 12,187 | 1,735 | 1,236 | | 324 | 235 | 47 | 12,282 | 6,401 | 3,949 | 2,248 |
| | 1987 | 42,869 | 13,976 | 12,545 | 1,731 | 1,412 | | 318 | 472 | 105 | 11,928 | 3,938 | 4,559 | 1,512 |
| Cleburne | 1991 | 47,972 | 5,841 | 5,016 | 983 | 3,003 | | 1,077 | 22 | | 23,435 | 9,256 | 162 | 1,964 |
| | 1987 | 37,905 | 6,694 | 5,747 | 1,191 | 2,625 | | 762 | 26 | | 17,100 | 6,128 | 219 | 1,374 |
| Coffee | 1991 | 292,451 | 62,311 | 56,443 | 19,529 | 33,091 | 27,973 | 15,200 | 18,223 | 13,901 | 90,368 | 11,263 | 17,391 | 9,185 |
| | 1987 | 245,424 | 56,191 | 50,890 | 14,865 | 23,411 | 19,615 | 12,328 | 14,293 | 10,919 | 78,029 | 9,542 | 14,704 | 7,134 |
| Colbert | 1991 | 353,876 | 83,949 | 81,145 | 35,017 | 38,948 | 36,695 | 8,300 | 9,626 | 3,576 | 82,997 | 19,958 | 45,049 | 7,461 |
| | 1987 | 289,688 | 72,668 | 70,227 | 27,826 | 32,263 | 30,300 | 7,428 | 6,512 | 2,517 | 69,732 | 17,699 | 32,245 | 5,852 |
| Conecuh | 1991 | 39,691 | 14,183 | 12,688 | 3,241 | 1,956 | | 1,263 | 873 | 797 | 4,400 | 5,914 | 1,994 | 2,541 |
| | 1987 | 37,648 | 12,454 | 11,139 | 3,233 | 2,167 | | 1,186 | 788 | 725 | 4,420 | 6,227 | 1,709 | 2,283 |
| Coosa | 1991 | 13,147 | 5,370 | 4,556 | 343 | 410 | | 173 | 1,185 | 1,185 | 532 | 3,217 | 192 | 1,485 |
| | 1987 | 10,370 | 3,967 | 3,365 | 421 | 279 | | 150 | 1,006 | 1,006 | 622 | 2,697 | 137 | 894 |
| Covington | 1991 | 215,306 | 67,749 | 57,142 | 12,446 | 5,837 | | 11,592 | 13,321 | 11,825 | 35,753 | 17,925 | 18,653 | 15,123 |
| | 1987 | 187,578 | 59,997 | 50,594 | 11,056 | 5,511 | | 9,777 | 10,643 | 9,506 | 33,970 | 14,837 | 16,513 | 11,062 |
| Crenshaw | 1991 | 39,134 | 13,742 | 12,347 | 2,476 | 937 | | 748 | 896 | 896 | 8,491 | 5,306 | 553 | 2,460 |
| | 1987 | 35,502 | 12,828 | 11,524 | 2,166 | 1,128 | | 613 | 846 | 846 | 7,639 | 4,871 | 623 | 1,715 |
| Cullman | 1991 | 433,698 | 88,094 | 83,888 | 30,923 | 53,373 | 45,422 | 25,012 | 14,989 | 6,608 | 99,488 | 34,947 | 53,439 | 14,926 |
| | 1987 | 348,783 | 76,350 | 72,690 | 25,020 | 35,016 | 29,552 | 17,747 | 10,762 | 4,884 | 84,283 | 32,066 | 40,987 | 10,188 |
| Dale | 1991 | 171,611 | 44,831 | 42,944 | 27,876 | 18,282 | 14,824 | 4,087 | 2,916 | 1,150 | 33,335 | 7,896 | 12,889 | 5,777 |
| | 1987 | 151,919 | 39,902 | 38,215 | 25,260 | 14,229 | 11,419 | 3,808 | 2,282 | 922 | 28,070 | 11,429 | 10,416 | 5,027 |
| Dallas | 1991 | 265,247 | 72,776 | 68,338 | 12,085 | 44,059 | 39,665 | 7,864 | 8,875 | 5,082 | 52,226 | 21,465 | 13,009 | 12,152 |
| | 1987 | 235,779 | 61,686 | 57,913 | 13,481 | 32,918 | 29,465 | 8,831 | 6,414 | 3,736 | 52,838 | 19,493 | 11,621 | 10,023 |
| De Kalb | 1991 | 267,899 | 40,583 | 37,688 | 19,503 | 32,740 | 26,496 | 10,368 | 12,682 | 8,174 | 64,566 | 38,055 | 19,332 | 13,749 |
| | 1987 | 233,289 | 46,968 | 43,609 | 16,468 | 22,876 | 18,314 | 8,730 | 9,405 | 6,070 | 62,148 | 23,955 | 18,316 | 9,821 |
| Elmore | 1991 | 183,101 | 58,138 | 56,023 | 12,649 | 8,040 | | 4,469 | 6,043 | 5,817 | 41,672 | 15,990 | 9,690 | 13,282 |
| | 1987 | 147,258 | 52,717 | 50,790 | 9,386 | 7,021 | | 3,455 | 4,534 | 4,365 | 30,237 | 12,262 | 7,480 | 8,939 |
| Escambia | 1991 | 190,931 | 31,169 | 28,876 | 12,232 | 19,409 | 14,431 | 5,527 | 4,644 | 4,143 | 45,456 | 31,025 | 18,840 | 12,486 |
| | 1987 | 174,624 | 33,014 | 30,578 | 11,326 | 15,058 | 11,036 | 6,516 | 4,190 | 3,752 | 40,107 | 27,090 | 18,124 | 9,399 |
| Etowah | 1991 | 647,003 | 125,526 | 122,184 | 51,650 | 97,273 | 92,013 | 33,406 | 37,442 | 18,063 | 147,286 | 43,262 | 30,271 | 29,841 |
| | 1987 | 566,317 | 130,205 | 126,714 | 46,353 | 74,685 | 70,437 | 29,503 | 28,675 | 14,189 | 132,673 | 36,334 | 28,712 | 20,255 |
| Fayette | 1991 | 69,277 | 18,962 | 17,355 | 3,915 | 7,067 | | 2,835 | 3,397 | 3,063 | 14,824 | 3,297 | 2,894 | 4,171 |
| | 1987 | 68,365 | 22,229 | 20,342 | 3,748 | 6,143 | | 2,664 | 2,686 | 2,430 | 14,914 | 2,912 | 3,499 | 3,746 |
| Franklin | 1991 | 169,960 | 33,880 | 31,413 | 9,296 | 17,314 | 11,673 | 4,053 | 10,529 | 7,813 | 55,848 | 12,646 | 12,122 | 5,099 |
| | 1987 | 146,750 | 31,863 | 29,537 | 7,391 | 13,337 | 8,824 | 3,279 | 7,187 | 5,387 | 50,784 | 10,945 | 10,288 | 4,051 |
| Geneva | 1991 | 82,471 | 25,152 | 21,523 | 1,564 | 8,096 | | 1,707 | 1,955 | 1,300 | 20,134 | 8,092 | 4,203 | 6,079 |
| | 1987 | 71,918 | 23,817 | 20,377 | 1,272 | 6,392 | | 1,722 | 1,423 | 972 | 18,574 | 6,445 | 3,920 | 4,099 |
| Greene | 1991 | 24,545 | 6,188 | 5,746 | 2,197 | 2,725 | | 807 | 1,126 | 475 | 5,427 | 2,588 | | 1,176 |
| | 1987 | 23,662 | 7,300 | 6,778 | 1,846 | 2,123 | | 663 | 1,154 | 487 | 5,646 | 2,201 | | 968 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1991<br>U.S. CENSUS 1987<br>METRO AREA<br>County | Year | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **ALABAMA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Hale | 1991 | 50,325 | 20,474 | 18,912 | 1,009 | 1,488 | | 554 | 2,706 | 1,092 | 13,746 | 2,976 | 347 | 3,192 |
| | 1987 | 41,721 | 16,734 | 15,454 | 886 | 1,260 | | 428 | 2,171 | 923 | 12,551 | 1,874 | 501 | 2,154 |
| Henry | 1991 | 48,559 | 18,747 | 16,297 | 2,941 | 1,408 | | 2,035 | 1,704 | 919 | 8,809 | 3,928 | 4,082 | 1,422 |
| | 1987 | 46,780 | 17,399 | 15,123 | 2,922 | 1,641 | | 1,598 | 1,669 | 937 | 7,852 | 3,295 | 6,384 | 1,040 |
| Houston | 1991 | 861,223 | 146,380 | 141,775 | 68,327 | 147,584 | 131,922 | 51,981 | 59,223 | 34,782 | 216,517 | 40,913 | 50,593 | 19,413 |
| | 1987 | 717,244 | 124,788 | 120,839 | 55,493 | 110,934 | 98,585 | 39,695 | 43,842 | 26,099 | 199,701 | 31,141 | 46,562 | 14,997 |
| Jackson | 1991 | 254,244 | 59,718 | 54,803 | 19,677 | 33,680 | 23,055 | 13,437 | 7,154 | 6,231 | 66,381 | 12,266 | 11,657 | 7,965 |
| | 1987 | 212,342 | 49,581 | 45,491 | 15,003 | 22,775 | 15,320 | 9,154 | 6,253 | 5,449 | 64,033 | 11,838 | 11,044 | 6,191 |
| Jefferson | 1991 | 5,497,503 | 899,474 | 871,227 | 520,371 | 756,286 | 600,931 | 430,185 | 222,358 | 131,949 | 1,477,982 | 318,437 | 172,319 | 243,227 |
| | 1987 | 4,791,491 | 865,152 | 837,816 | 437,380 | 617,139 | 484,876 | 353,196 | 229,065 | 138,831 | 1,303,090 | 293,315 | 188,989 | 161,945 |
| Lamar | 1991 | 49,357 | 14,937 | 13,413 | 2,404 | 2,341 | | 2,520 | 2,246 | 2,246 | 11,987 | 2,716 | 3,679 | 4,312 |
| | 1987 | 44,395 | 14,409 | 12,936 | 2,014 | 1,996 | | 2,961 | 1,947 | 1,947 | 9,531 | 2,747 | 3,677 | 2,986 |
| Lauderdale | 1991 | 559,311 | 109,918 | 104,970 | 40,621 | 118,543 | 103,666 | 30,544 | 30,606 | 16,601 | 124,539 | 20,287 | 18,438 | 17,563 |
| | 1987 | 462,196 | 95,208 | 90,904 | 32,901 | 89,102 | 77,384 | 25,389 | 21,472 | 11,881 | 109,997 | 20,208 | 17,644 | 12,151 |
| Lawrence | 1991 | 85,885 | 28,524 | 25,195 | 3,984 | 14,378 | 11,239 | 4,244 | 1,357 | 1,357 | 14,484 | 6,457 | 4,616 | 6,066 |
| | 1987 | 73,349 | 24,429 | 21,574 | 4,022 | 10,802 | 8,337 | 3,138 | 1,242 | 1,242 | 12,122 | 7,510 | 3,963 | 3,652 |
| Lee | 1991 | 589,092 | 121,444 | 118,827 | 51,389 | 96,083 | 88,815 | 19,235 | 20,316 | 12,888 | 171,459 | 16,059 | 35,206 | 8,467 |
| | 1987 | 495,754 | 107,939 | 105,592 | 43,190 | 72,919 | 67,127 | 15,049 | 17,976 | 11,658 | 143,303 | 21,027 | 30,961 | 8,296 |
| Limestone | 1991 | 263,377 | 73,408 | 67,646 | 21,084 | 32,677 | 26,135 | 6,206 | 9,629 | 7,441 | 48,303 | 20,118 | 19,633 | 12,738 |
| | 1987 | 218,422 | 61,135 | 56,325 | 17,089 | 22,769 | 18,009 | 6,758 | 6,898 | 5,367 | 47,052 | 15,598 | 18,358 | 8,655 |
| Lowndes | 1991 | 30,629 | 13,492 | 12,647 | 174 | 808 | | 205 | 397 | 397 | 4,015 | 1,634 | 1,002 | 325 |
| | 1987 | 26,174 | 11,782 | 11,041 | 199 | 677 | | 179 | 401 | 401 | 4,442 | 1,419 | 936 | 281 |
| Macon | 1991 | 89,600 | 18,516 | 17,150 | 10,237 | 12,702 | 12,579 | 2,586 | 375 | 218 | 22,647 | 9,993 | 3,559 | 3,755 |
| | 1987 | 72,732 | 17,035 | 15,776 | 6,976 | 7,784 | 7,707 | 2,621 | 413 | 242 | 16,937 | 9,336 | 3,353 | 2,869 |
| Madison | 1991 | 1,938,007 | 335,359 | 327,173 | 185,320 | 337,114 | 268,133 | 137,284 | 113,794 | 54,378 | 440,350 | 95,933 | 83,137 | 47,206 |
| | 1987 | 1,586,683 | 296,200 | 288,913 | 159,127 | 232,083 | 182,557 | 101,369 | 88,239 | 43,268 | 393,775 | 82,612 | 79,105 | 34,363 |
| Marengo | 1991 | 105,785 | 38,558 | 33,345 | 6,798 | 14,529 | 11,224 | 4,004 | 2,973 | 2,013 | 13,525 | 5,264 | 5,532 | 5,416 |
| | 1987 | 92,081 | 33,044 | 28,571 | 5,724 | 11,415 | 8,706 | 3,289 | 2,885 | 1,974 | 14,792 | 4,540 | 5,250 | 3,547 |
| Marion | 1991 | 122,262 | 33,619 | 31,071 | 7,199 | 13,812 | 11,755 | 3,698 | 5,247 | 4,901 | 23,512 | 9,679 | 14,887 | 5,724 |
| | 1987 | 103,871 | 30,399 | 28,090 | 6,042 | 12,898 | 10,883 | 4,260 | 4,117 | 3,853 | 20,172 | 6,559 | 11,678 | 4,052 |
| Marshall | 1991 | 741,570 | 133,915 | 130,280 | 37,928 | 62,355 | 54,625 | 86,062 | 30,381 | 23,593 | 265,163 | 28,070 | 37,202 | 21,592 |
| | 1987 | 596,657 | 114,820 | 111,681 | 33,986 | 50,545 | 43,980 | 53,616 | 21,384 | 16,731 | 221,418 | 22,897 | 33,914 | 15,651 |
| Mobile | 1991 | 2,647,735 | 483,323 | 464,581 | 236,040 | 362,707 | 296,962 | 136,724 | 119,797 | 72,674 | 621,305 | 205,522 | 122,956 | 128,124 |
| | 1987 | 2,283,467 | 477,761 | 459,143 | 206,779 | 293,952 | 238,249 | 107,583 | 93,398 | 57,983 | 554,597 | 174,802 | 113,443 | 97,109 |
| Monroe | 1991 | 146,438 | 27,346 | 25,629 | 7,926 | 5,374 | | 34,151 | 1,407 | 1,160 | 29,040 | 9,664 | 8,762 | 7,544 |
| | 1987 | 117,644 | 26,093 | 24,449 | 6,419 | 3,965 | | 21,583 | 1,345 | 1,126 | 24,763 | 7,928 | 9,176 | 5,590 |
| Montgomery | 1991 | 1,734,828 | 232,521 | 224,960 | 176,031 | 260,758 | 223,370 | 105,002 | 88,308 | 45,858 | 442,147 | 129,670 | 89,226 | 56,139 |
| | 1987 | 1,508,151 | 219,501 | 212,321 | 145,147 | 220,340 | 187,285 | 81,815 | 77,265 | 41,387 | 407,280 | 124,109 | 85,984 | 40,741 |
| Morgan | 1991 | 740,077 | 120,043 | 116,636 | 58,360 | 92,553 | 86,239 | 37,765 | 43,010 | 28,184 | 220,517 | 33,163 | 38,574 | 24,219 |
| | 1987 | 634,132 | 114,328 | 111,062 | 51,271 | 71,108 | 65,997 | 30,573 | 32,574 | 21,643 | 197,327 | 32,997 | 35,808 | 18,137 |
| Perry | 1991 | 33,869 | 10,219 | 9,371 | 2,828 | 1,985 | | 2,399 | 880 | 880 | 7,160 | 1,395 | 1,220 | 3,384 |
| | 1987 | 30,364 | 10,729 | 9,837 | 2,530 | 1,536 | | 1,899 | 766 | 766 | 5,423 | 1,448 | 1,356 | 2,376 |
| Pickens | 1991 | 70,044 | 23,622 | 21,734 | 4,223 | 5,330 | | 1,659 | 2,766 | 2,629 | 15,365 | 4,979 | 3,467 | 3,907 |
| | 1987 | 59,956 | 20,424 | 18,788 | 3,013 | 3,429 | | 1,172 | 2,444 | 2,334 | 14,623 | 3,540 | 3,124 | 2,877 |
| Pike | 1991 | 162,164 | 41,450 | 38,234 | 14,878 | 18,881 | 14,778 | 5,346 | 2,982 | 1,285 | 31,834 | 9,577 | 16,487 | 6,047 |
| | 1987 | 132,716 | 37,275 | 34,376 | 13,188 | 12,696 | 9,820 | 5,402 | 2,133 | 961 | 27,680 | 6,427 | 11,902 | 4,829 |
| Randolph | 1991 | 80,928 | 22,475 | 19,453 | 4,707 | 11,824 | 9,100 | 2,028 | 2,623 | 1,346 | 10,953 | 6,317 | 6,159 | 2,815 |
| | 1987 | 69,917 | 20,928 | 18,110 | 3,834 | 8,433 | 6,407 | 2,140 | 1,958 | 1,004 | 9,790 | 5,312 | 5,926 | 2,698 |
| ☐ Russell | 1991 | 161,281 | 49,833 | 48,438 | 19,504 | 19,071 | 13,613 | 4,711 | 3,541 | 3,124 | 21,532 | 12,576 | 7,913 | 13,463 |
| | 1987 | 142,524 | 47,488 | 46,149 | 17,279 | 15,352 | 10,789 | 4,419 | 3,174 | 2,819 | 18,449 | 11,311 | 7,453 | 8,727 |
| St. Clair | 1991 | 194,833 | 40,431 | 38,643 | 14,314 | 5,053 | | 2,129 | 1,593 | 1,238 | 70,425 | 21,421 | 17,394 | 9,173 |
| | 1987 | 150,026 | 33,671 | 32,175 | 10,889 | 4,709 | | 1,970 | 1,530 | 1,210 | 57,292 | 14,923 | 11,198 | 5,537 |
| Shelby | 1991 | 359,753 | 82,041 | 79,724 | 25,390 | 35,851 | 28,763 | 5,397 | 11,473 | 7,984 | 64,207 | 40,391 | 58,012 | 11,965 |
| | 1987 | 306,691 | 81,291 | 78,980 | 23,273 | 25,514 | 20,253 | 5,138 | 9,358 | 6,631 | 52,832 | 28,132 | 54,019 | 9,913 |
| Sumter | 1991 | 50,598 | 16,095 | 14,969 | 3,771 | 9,261 | 7,130 | 234 | 550 | 550 | 2,815 | 12,758 | 257 | 1,407 |
| | 1987 | 42,332 | 14,005 | 13,023 | 3,480 | 6,941 | 5,278 | 326 | 539 | 539 | 2,819 | 9,418 | 490 | 1,170 |
| Talladega | 1991 | 402,508 | 101,622 | 94,342 | 28,590 | 50,022 | 43,759 | 17,111 | 13,867 | 5,633 | 93,354 | 40,671 | 16,350 | 17,724 |
| | 1987 | 341,457 | 90,927 | 84,396 | 23,503 | 35,427 | 30,769 | 16,438 | 9,980 | 4,155 | 88,524 | 26,730 | 16,032 | 14,029 |
| Tallapoosa | 1991 | 199,345 | 56,387 | 52,176 | 12,378 | 24,484 | 20,133 | 9,289 | 10,352 | 6,509 | 38,561 | 18,316 | 7,577 | 8,307 |
| | 1987 | 171,977 | 48,097 | 44,496 | 10,922 | 18,634 | 15,168 | 8,611 | 8,305 | 5,257 | 38,226 | 12,164 | 7,331 | 7,480 |
| Tuscaloosa | 1991 | 1,051,403 | 177,717 | 170,584 | 90,036 | 163,691 | 140,283 | 58,067 | 50,684 | 29,899 | 234,334 | 78,271 | 69,611 | 49,268 |
| | 1987 | 881,858 | 170,496 | 163,620 | 77,716 | 118,629 | 100,859 | 46,266 | 43,547 | 26,330 | 196,210 | 71,017 | 69,459 | 32,183 |
| Walker | 1991 | 460,372 | 106,908 | 103,819 | 25,375 | 43,580 | 35,148 | 24,217 | 18,215 | 10,822 | 111,620 | 38,324 | 31,805 | 24,773 |
| | 1987 | 393,544 | 92,625 | 89,931 | 22,668 | 32,842 | 26,211 | 21,668 | 13,670 | 8,283 | 111,750 | 27,152 | 26,432 | 16,668 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1991
U.S. CENSUS 1987

| METRO AREA County | Year | Total Retail Sales ($000) | Food Stores Total ($000) | Food Stores Supermarkets ($000) | Eating & Drinking Places Total ($000) | General Merchandise Stores Total ($000) | General Merchandise Stores Department Stores ($000) | Apparel & Accessories Stores Total ($000) | Furniture/Home Furnishings/Appliance Stores Total ($000) | Furniture/Home Furnishings/Appliance Stores Furniture & Home Furn. ($000) | Automotive Dealers Total ($000) | Gasoline Service Stations Total ($000) | Bldg. Mtls. & Hardware Dealers Total ($000) | Drugstores Total ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ALABAMA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Washington | 1991 | 57,077 | 13,259 | 12,079 | 3,519 | 3,048 | | 362 | 235 | 235 | 15,239 | 9,160 | 4,953 | 2,452 |
| | 1987 | 46,595 | 10,917 | 9,944 | 3,030 | 2,286 | | 473 | 284 | 284 | 12,207 | 8,065 | 4,243 | 1,657 |
| Wilcox | 1991 | 38,632 | 18,068 | 16,718 | 1,732 | 5,202 | | 1,204 | 509 | 356 | 3,087 | 2,808 | 1,807 | 1,646 |
| | 1987 | 33,565 | 15,147 | 14,013 | 1,660 | 3,701 | | 910 | 642 | 450 | 3,328 | 2,260 | 1,698 | 1,179 |
| Winston | 1991 | 76,913 | 28,562 | 26,203 | 4,140 | 11,022 | 9,237 | 749 | 3,692 | 3,692 | 3,721 | 10,004 | 6,551 | 4,034 |
| | 1987 | 72,289 | 27,766 | 25,468 | 4,535 | 9,681 | 8,040 | 682 | 3,152 | 3,152 | 5,503 | 7,809 | 6,005 | 2,883 |
| **TOTAL METRO COUNTIES** | 1991 | 19,305,630 | 3,423,070 | 3,312,079 | 1,752,794 | 2,740,436 | 2,277,150 | 1,134,427 | 873,875 | 507,475 | 4,772,246 | 1,289,401 | 952,329 | 776,963 |
| | 1987 | 16,458,623 | 3,217,182 | 3,112,165 | 1,482,106 | 2,131,747 | 1,753,651 | 915,063 | 740,926 | 439,853 | 4,224,741 | 1,123,815 | 902,101 | 548,245 |
| **TOTAL STATE** | 1991 | 26,132,246 | 5,108,264 | 4,866,724 | 2,198,114 | 3,478,780 | 2,825,156 | 1,468,426 | 1,125,321 | 687,796 | 6,408,158 | 1,829,955 | 1,386,234 | 1,072,720 |
| | 1987 | 22,268,159 | 4,740,058 | 4,516,088 | 1,863,858 | 2,681,637 | 2,152,492 | 1,176,575 | 938,196 | 583,451 | 5,680,013 | 1,565,539 | 1,291,330 | 770,034 |
| **ALASKA** | | | | | | | | | | | | | | |
| **ANCHORAGE** | 1991 | 2,518,807 | 516,461 | 496,765 | 419,996 | 435,036 | 349,381 | 180,427 | 90,181 | 49,711 | 319,221 | 119,482 | 102,848 | 50,615 |
| | 1987 | 1,994,341 | 380,023 | 365,457 | 284,488 | 370,372 | 294,241 | 128,557 | 69,907 | 39,263 | 309,658 | 89,326 | 96,414 | 52,242 |
| Anchorage | 1991 | 2,518,807 | 516,461 | 496,765 | 419,996 | 435,036 | 349,381 | 180,427 | 90,181 | 49,711 | 319,221 | 119,482 | 102,848 | 50,615 |
| | 1987 | 1,994,341 | 380,023 | 365,457 | 284,488 | 370,372 | 294,241 | 128,557 | 69,907 | 39,263 | 309,658 | 89,326 | 96,414 | 52,242 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Aleutians East | 1991 | 5,791 | 2,180 | | 1,746 | 1,731 | | | | | | | | |
| | 1987 | 4,583 | 1,963 | | 1,224 | 1,254 | | | | | | | | |
| Aleutians West | 1991 | 32,021 | 12,824 | 12,520 | 10,073 | 6,477 | | 70 | 201 | 201 | 600 | 78 | 121 | |
| | 1987 | 20,660 | 8,513 | 8,309 | 5,433 | 5,048 | | 53 | 157 | 157 | 432 | 54 | 70 | |
| Anchorage | 1991 | 2,518,807 | 516,461 | 496,765 | 419,996 | 435,036 | 349,381 | 180,427 | 90,181 | 49,711 | 319,221 | 119,482 | 102,848 | 50,615 |
| | 1987 | 1,994,341 | 380,023 | 365,457 | 284,488 | 370,372 | 294,241 | 128,557 | 69,907 | 39,263 | 309,658 | 89,326 | 96,414 | 52,242 |
| Bethel | 1991 | 51,388 | 20,134 | 19,336 | 3,000 | 14,014 | | | 315 | 182 | 1,656 | 582 | | |
| | 1987 | 42,863 | 16,474 | 15,818 | 1,877 | 13,442 | | | 242 | 143 | 1,661 | 690 | | |
| Bristol Bay | 1991 | 9,046 | 3,853 | 3,755 | 1,724 | | | | | | 482 | 310 | 558 | |
| | 1987 | 7,917 | 3,756 | 3,660 | 1,458 | | | | | | 404 | 224 | 439 | |
| Denali | 1991 | 4,432 | 1,197 | 1,079 | 379 | 987 | | 35 | 10 | | 5 | 570 | 51 | |
| | 1987 | 4,463 | 1,222 | 1,102 | 344 | 946 | | 36 | 11 | | 7 | 693 | 35 | |
| Dillingham | 1991 | 12,208 | 1,117 | 1,030 | 794 | 5,046 | | 53 | 112 | | 210 | 379 | 2,475 | |
| | 1987 | 10,994 | 899 | 829 | 834 | 4,880 | | 68 | 117 | | 299 | 411 | 2,003 | |
| Fairbanks North Star | 1991 | 622,263 | 178,467 | 176,046 | 74,019 | 37,653 | 36,053 | 39,923 | 28,258 | 15,028 | 103,124 | 20,727 | 27,189 | 17,936 |
| | 1987 | 504,816 | 129,388 | 127,607 | 54,626 | 46,543 | 44,460 | 27,114 | 19,605 | 10,661 | 92,712 | 20,122 | 31,644 | 19,784 |
| Haines | 1991 | 15,969 | 6,334 | 6,091 | 1,645 | 150 | | 432 | 143 | | 2,491 | 366 | 1,761 | 941 |
| | 1987 | 12,303 | 3,330 | 3,202 | 1,357 | 225 | | 313 | 107 | | 2,253 | 608 | 1,638 | 821 |
| Juneau | 1991 | 249,988 | 43,098 | 42,022 | 33,989 | 48,573 | 47,063 | 8,725 | 7,856 | 4,689 | 23,903 | 15,109 | 9,395 | 13,306 |
| | 1987 | 188,437 | 40,188 | 39,177 | 21,485 | 32,095 | 31,040 | 8,722 | 7,910 | 4,879 | 20,223 | 9,710 | 9,154 | 7,142 |
| Kenai Peninsula | 1991 | 322,337 | 121,627 | 120,434 | 43,703 | 3,386 | | 12,327 | 8,141 | 3,564 | 27,340 | 11,844 | 48,816 | 15,419 |
| | 1987 | 235,742 | 78,721 | 77,933 | 29,346 | 3,215 | | 11,199 | 5,829 | 2,656 | 28,102 | 13,912 | 27,246 | 13,499 |
| Ketchikan Gateway | 1991 | 135,098 | 47,761 | 47,068 | 10,928 | 3,983 | | 4,548 | 3,773 | 2,112 | 6,201 | 8,877 | 8,411 | 2,393 |
| | 1987 | 103,073 | 32,513 | 32,035 | 9,843 | 6,306 | | 4,121 | 3,227 | 1,866 | 6,517 | 5,846 | 7,689 | 1,672 |
| Kodiak Island | 1991 | 97,150 | 40,708 | 39,840 | 7,985 | | | 335 | 3,266 | 502 | 6,237 | 5,485 | 8,452 | 3,986 |
| | 1987 | 79,290 | 27,595 | 27,001 | 8,311 | | | 459 | 2,716 | 447 | 8,193 | 4,204 | 9,358 | 2,510 |
| Lake and Peninsula | 1991 | 5,076 | 434 | 399 | 417 | 2,054 | | 29 | 46 | | 135 | 185 | 1,104 | |
| | 1987 | 4,711 | 385 | 354 | 357 | 2,091 | | 28 | 49 | | 128 | 175 | 858 | |
| Matanuska - Susitna | 1991 | 255,191 | 93,573 | 91,308 | 23,315 | 1,840 | | 11,019 | 5,528 | 4,610 | 46,713 | 21,782 | 11,465 | 14,318 |
| | 1987 | 179,619 | 68,296 | 66,630 | 13,059 | 1,960 | | 7,615 | 3,985 | 3,355 | 31,400 | 15,364 | 12,829 | 7,545 |
| Nome | 1991 | 47,630 | 18,980 | 18,648 | 5,071 | 1,400 | | 401 | 319 | | 1,235 | 975 | 2,711 | 312 |
| | 1987 | 41,156 | 19,427 | 19,083 | 3,861 | 2,506 | | 384 | 334 | | 941 | 1,063 | 1,902 | 192 |
| North Slope | 1991 | 38,540 | 16,641 | 16,247 | 5,936 | 14,319 | | | 53 | | 101 | 982 | | 259 |
| | 1987 | 34,144 | 15,106 | 14,746 | 4,392 | 13,065 | | | 47 | | 92 | 977 | | 262 |
| Northwest Arctic | 1991 | 26,871 | 10,160 | 9,927 | 2,578 | 9,140 | | 82 | 91 | | 546 | 1,396 | | |
| | 1987 | 24,554 | 9,602 | 9,380 | 2,704 | 7,442 | | 85 | 144 | | 437 | 1,543 | | |
| Prince of Wales - Outer Ketchikan | 1991 | 27,720 | 14,942 | 14,314 | 1,431 | 1,367 | | 406 | 432 | | 509 | 2,272 | 558 | |
| | 1987 | 20,873 | 10,917 | 10,456 | 1,264 | 1,125 | | 301 | 400 | | 433 | 1,618 | 430 | |
| Sitka | 1991 | 71,474 | 23,730 | 23,175 | 8,715 | 517 | | 6,357 | 1,000 | 358 | 3,636 | 1,247 | 7,173 | 1,255 |
| | 1987 | 53,516 | 18,032 | 17,606 | 6,887 | 777 | | 4,848 | 1,130 | 424 | 2,649 | 993 | 4,947 | 1,055 |
| Skagway - Yakutat - Angoon | 1991 | 27,223 | 12,622 | 12,206 | 6,631 | 603 | | 57 | 98 | | 335 | 1,429 | 770 | |
| | 1987 | 19,017 | 7,680 | 7,426 | 4,096 | 1,035 | | 59 | 99 | | 286 | 939 | 584 | |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1991<br>U.S. CENSUS 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls & Hardware Dealers | Drugstores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Supermarkets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **ALASKA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Southeast Fairbanks | 1991 | 21,063 | 5,473 | 5,175 | 3,264 | 379 | | 173 | 171 | | 215 | 5,649 | 1,067 | |
| | 1987 | 15,768 | 4,558 | 4,309 | 2,532 | 561 | | 195 | 130 | | 241 | 3,605 | 666 | |
| Valdez - Cordova | 1991 | 59,551 | 14,187 | 13,816 | 9,177 | 1,653 | | 1,202 | 393 | 393 | 3,726 | 11,950 | 2,948 | 3,260 |
| | 1987 | 53,455 | 16,187 | 15,761 | 8,070 | 1,459 | | 1,729 | 330 | 330 | 2,831 | 8,794 | 3,673 | 2,082 |
| Wade Hampton | 1991 | 16,103 | 8,315 | 7,993 | 124 | 5,359 | | | 24 | | | 771 | | |
| | 1987 | 14,831 | 6,818 | 6,552 | 203 | 6,013 | | | 38 | | | 689 | | |
| Wrangell - Petersburg | 1991 | 50,721 | 26,437 | 25,754 | 7,688 | 1,335 | | 2,064 | 547 | 547 | 1,375 | 1,803 | 5,706 | 896 |
| | 1987 | 40,363 | 21,035 | 20,488 | 5,118 | 1,295 | | 2,010 | 408 | 408 | 1,362 | 1,216 | 4,237 | 828 |
| Yukon - Koyukuk | 1991 | 16,497 | 4,452 | 4,015 | 1,412 | 3,670 | | 133 | 41 | | 19 | 2,122 | 192 | |
| | 1987 | 16,606 | 4,545 | 4,097 | 1,280 | 3,517 | | 135 | 44 | | 27 | 2,576 | 133 | |
| **TOTAL METRO COUNTIES** | 1991 | **2,518,807** | **516,461** | **496,765** | **419,996** | **435,036** | **349,381** | **180,427** | **90,181** | **49,711** | **319,221** | **119,482** | **102,848** | **50,615** |
| | 1987 | 1,994,341 | 380,023 | 365,457 | 284,488 | 370,372 | 294,241 | 128,557 | 69,907 | 39,263 | 309,658 | 89,326 | 96,414 | 52,242 |
| **TOTAL STATE** | 1991 | **4,740,158** | **1,245,707** | **1,208,963** | **685,740** | **600,732** | **432,497** | **268,798** | **150,999** | **81,897** | **550,015** | **236,372** | **243,771** | **124,896** |
| | 1987 | 3,728,095 | 927,173 | 899,018 | 474,449 | 527,172 | 369,741 | 198,031 | 116,966 | 64,589 | 511,288 | 185,352 | 215,949 | 109,634 |
| **ARIZONA** | | | | | | | | | | | | | | |
| **PHOENIX** | 1991 | **17,241,381** | **4,036,448** | **3,906,815** | **1,862,810** | **2,054,604** | **1,610,221** | **712,535** | **1,003,776** | **561,556** | **3,611,328** | **873,224** | **761,414** | **685,500** |
| | 1987 | 14,229,830 | 3,100,266 | 3,000,101 | 1,479,078 | 1,541,428 | 1,193,898 | 559,477 | 823,307 | 467,660 | 3,435,239 | 832,158 | 647,178 | 495,598 |
| Maricopa | 1991 | 17,241,381 | 4,036,448 | 3,906,815 | 1,862,810 | 2,054,604 | 1,610,221 | 712,535 | 1,003,776 | 561,556 | 3,611,328 | 873,224 | 761,414 | 685,500 |
| | 1987 | 14,229,830 | 3,100,266 | 3,000,101 | 1,479,078 | 1,541,428 | 1,193,898 | 559,477 | 823,307 | 467,660 | 3,435,239 | 832,158 | 647,178 | 495,598 |
| **TUCSON** | 1991 | **4,707,436** | **1,015,272** | **970,733** | **471,972** | **594,092** | **401,452** | **231,427** | **236,629** | **117,242** | **848,492** | **329,473** | **294,055** | **246,590** |
| | 1987 | 3,980,891 | 845,294 | 808,050 | 407,367 | 529,233 | 351,391 | 169,802 | 208,276 | 106,534 | 842,376 | 270,940 | 212,854 | 166,989 |
| Pima | 1991 | 4,707,436 | 1,015,272 | 970,733 | 471,972 | 594,092 | 401,452 | 231,427 | 236,629 | 117,242 | 848,492 | 329,473 | 294,055 | 246,590 |
| | 1987 | 3,980,891 | 845,294 | 808,050 | 407,367 | 529,233 | 351,391 | 169,802 | 208,276 | 106,534 | 842,376 | 270,940 | 212,854 | 166,989 |
| **YUMA** | 1991 | **706,799** | **153,431** | **148,489** | **58,046** | **100,285** | **67,778** | **21,751** | **26,907** | **15,512** | **172,129** | **60,744** | **54,855** | **29,559** |
| | 1987 | 596,141 | 126,666 | 122,561 | 50,904 | 75,052 | 49,820 | 17,088 | 22,424 | 13,194 | 165,341 | 49,929 | 38,780 | 24,912 |
| Yuma | 1991 | 706,799 | 153,431 | 148,489 | 58,046 | 100,285 | 67,778 | 21,751 | 26,907 | 15,512 | 172,129 | 60,744 | 54,855 | 29,559 |
| | 1987 | 596,141 | 126,666 | 122,561 | 50,904 | 75,052 | 49,820 | 17,088 | 22,424 | 13,194 | 165,341 | 49,929 | 38,780 | 24,912 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Apache | 1991 | 156,563 | 44,693 | 44,178 | 8,586 | 25,801 | | 1,911 | 2,649 | 2,649 | 10,392 | 33,152 | 5,071 | 4,762 |
| | 1987 | 135,062 | 40,530 | 40,055 | 7,296 | 24,369 | | 1,755 | 1,937 | 1,937 | 8,954 | 27,315 | 3,787 | 4,310 |
| Cochise | 1991 | 463,448 | 99,131 | 97,088 | 34,859 | 52,107 | 29,857 | 24,584 | 16,055 | 7,812 | 91,436 | 62,386 | 25,091 | 19,169 |
| | 1987 | 416,240 | 100,813 | 98,716 | 32,047 | 43,972 | 24,607 | 19,598 | 13,865 | 6,908 | 93,020 | 48,007 | 18,041 | 15,800 |
| Coconino | 1991 | 735,680 | 188,534 | 183,471 | 99,708 | 91,725 | 47,549 | 21,671 | 27,510 | 14,733 | 85,911 | 72,116 | 53,941 | 28,924 |
| | 1987 | 604,016 | 140,226 | 136,433 | 82,994 | 77,023 | 38,893 | 15,928 | 20,745 | 11,378 | 84,520 | 72,288 | 38,946 | 19,783 |
| Gila | 1991 | 206,495 | 60,107 | 59,152 | 21,431 | 10,166 | | 4,680 | 4,530 | 3,708 | 30,010 | 20,776 | 25,458 | 14,288 |
| | 1987 | 180,592 | 59,025 | 58,075 | 18,372 | 9,954 | | 3,873 | 3,514 | 2,900 | 28,309 | 17,786 | 18,067 | 9,098 |
| Graham | 1991 | 112,795 | 36,207 | 35,970 | 8,857 | 4,762 | | 5,428 | 3,215 | 2,468 | 25,201 | 6,018 | 10,677 | 6,606 |
| | 1987 | 100,861 | 31,010 | 30,801 | 8,370 | 5,445 | | 3,983 | 2,898 | 2,250 | 23,071 | 7,636 | 7,198 | 5,898 |
| Greenlee | 1991 | 18,502 | 8,050 | 7,859 | 1,838 | 3,141 | 2,394 | 162 | 483 | 483 | 459 | 1,584 | 38 | 777 |
| | 1987 | 18,538 | 7,833 | 7,645 | 1,636 | 3,002 | 2,260 | 203 | 599 | 599 | 543 | 2,107 | 57 | 869 |
| La Paz | 1991 | 80,469 | 18,002 | 17,342 | 8,791 | 1,323 | | 1,743 | 242 | | 2,982 | 29,615 | 8,208 | 4,071 |
| | 1987 | 67,707 | 15,755 | 15,175 | 7,717 | 1,332 | | 1,180 | 243 | | 3,681 | 24,175 | 5,958 | 2,693 |
| Maricopa | 1991 | 17,241,381 | 4,036,448 | 3,906,815 | 1,862,810 | 2,054,604 | 1,610,221 | 712,535 | 1,003,776 | 561,556 | 3,611,328 | 873,224 | 761,414 | 685,500 |
| | 1987 | 14,229,830 | 3,100,266 | 3,000,101 | 1,479,078 | 1,541,428 | 1,193,898 | 559,477 | 823,307 | 467,660 | 3,435,239 | 832,158 | 647,178 | 495,598 |
| Mohave | 1991 | 647,769 | 176,332 | 173,722 | 56,369 | 33,049 | 10,097 | 16,677 | 24,992 | 16,971 | 96,654 | 109,839 | 43,467 | 37,070 |
| | 1987 | 510,942 | 133,922 | 131,913 | 45,382 | 28,731 | 8,444 | 10,507 | 17,764 | 12,310 | 94,942 | 84,260 | 34,983 | 22,499 |
| Navajo | 1991 | 357,092 | 109,895 | 108,961 | 32,680 | 29,102 | | 6,238 | 10,532 | 8,025 | 61,602 | 34,667 | 26,044 | 12,513 |
| | 1987 | 317,737 | 95,877 | 95,043 | 26,994 | 23,633 | | 4,890 | 9,240 | 7,073 | 57,574 | 41,163 | 21,139 | 10,841 |
| Pima | 1991 | 4,707,436 | 1,015,272 | 970,733 | 471,972 | 594,092 | 401,452 | 231,427 | 236,629 | 117,242 | 848,492 | 329,473 | 294,055 | 246,590 |
| | 1987 | 3,980,891 | 845,294 | 808,050 | 407,367 | 529,233 | 351,391 | 169,802 | 208,276 | 106,534 | 842,376 | 270,940 | 212,854 | 166,989 |
| Pinal | 1991 | 544,369 | 201,601 | 198,256 | 37,410 | 41,844 | 20,486 | 10,183 | 10,643 | 5,124 | 79,681 | 57,428 | 46,655 | 33,426 |
| | 1987 | 445,443 | 149,000 | 146,498 | 38,083 | 31,747 | 15,118 | 9,401 | 8,791 | 4,303 | 73,779 | 55,551 | 30,507 | 27,327 |
| Santa Cruz | 1991 | 231,758 | 51,014 | 48,889 | 13,634 | 68,234 | 34,214 | 35,476 | 6,464 | 1,487 | 16,067 | 10,650 | 14,328 | 6,817 |
| | 1987 | 190,211 | 42,431 | 40,655 | 12,214 | 51,731 | 25,250 | 25,969 | 5,592 | 1,276 | 17,009 | 10,402 | 11,929 | 5,824 |
| Yavapai | 1991 | 682,483 | 172,103 | 167,576 | 70,210 | 43,085 | 21,530 | 19,218 | 24,265 | 17,608 | 106,348 | 67,780 | 77,463 | 21,172 |
| | 1987 | 565,653 | 152,344 | 148,307 | 55,764 | 40,944 | 19,894 | 13,348 | 21,656 | 15,817 | 92,639 | 58,328 | 53,704 | 18,881 |
| Yuma | 1991 | 706,799 | 153,431 | 148,489 | 58,046 | 100,285 | 67,778 | 21,751 | 26,907 | 15,512 | 172,129 | 60,744 | 54,855 | 29,559 |
| | 1987 | 596,141 | 126,666 | 122,561 | 50,904 | 75,052 | 49,820 | 17,088 | 22,424 | 13,194 | 165,341 | 49,929 | 38,780 | 24,912 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1991<br>U.S. CENSUS 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **ARIZONA (continued)** | | | | | | | | | | | | | | |
| **TOTAL METRO COUNTIES** | 1991 | 22,655,616 | 5,205,151 | 5,026,037 | 2,392,828 | 2,748,981 | 2,079,451 | 965,713 | 1,267,312 | 694,310 | 4,631,949 | 1,263,441 | 1,110,324 | 961,649 |
| | 1987 | 18,806,862 | 4,072,226 | 3,930,712 | 1,937,349 | 2,145,713 | 1,595,109 | 746,367 | 1,054,007 | 587,388 | 4,442,956 | 1,153,027 | 898,812 | 687,499 |
| **TOTAL STATE** | 1991 | 26,893,039 | 6,370,820 | 6,168,501 | 2,787,201 | 3,153,320 | 2,245,578 | 1,113,684 | 1,398,892 | 775,378 | 5,238,692 | 1,769,452 | 1,446,765 | 1,151,244 |
| | 1987 | 22,359,864 | 5,040,992 | 4,880,028 | 2,274,218 | 2,487,596 | 1,729,575 | 857,002 | 1,160,851 | 654,139 | 5,020,997 | 1,602,045 | 1,143,128 | 831,322 |
| **ARKANSAS** | | | | | | | | | | | | | | |
| **FAYETTEVILLE - SPRINGDALE** | 1991 | 1,021,558 | 199,453 | 194,388 | 66,126 | 212,542 | 169,204 | 35,398 | 37,192 | 23,855 | 261,457 | 46,358 | 60,117 | 13,384 |
| | 1987 | 776,301 | 146,854 | 143,096 | 57,007 | 157,419 | 123,922 | 29,948 | 30,445 | 19,804 | 186,482 | 39,937 | 54,701 | 10,553 |
| Washington | 1991 | 1,021,558 | 199,453 | 194,388 | 66,126 | 212,542 | 169,204 | 35,398 | 37,192 | 23,855 | 261,457 | 46,358 | 60,117 | 13,384 |
| | 1987 | 776,301 | 146,854 | 143,096 | 57,007 | 157,419 | 123,922 | 29,948 | 30,445 | 19,804 | 186,482 | 39,937 | 54,701 | 10,553 |
| **FORT SMITH** | 1991 | 1,326,913 | 305,866 | 295,815 | 126,490 | 234,310 | 215,757 | 49,851 | 46,294 | 27,744 | 271,805 | 80,011 | 89,794 | 35,413 |
| | 1987 | 1,048,363 | 227,093 | 219,611 | 101,740 | 169,821 | 155,715 | 41,963 | 39,709 | 24,187 | 211,775 | 79,115 | 84,161 | 24,280 |
| Crawford | 1991 | 203,431 | 66,543 | 63,230 | 16,839 | 27,386 | 25,085 | 1,549 | 7,339 | 6,718 | 34,953 | 20,923 | 11,006 | 5,380 |
| | 1987 | 152,718 | 44,513 | 42,288 | 13,508 | 20,461 | 18,656 | 1,329 | 5,787 | 5,3[illegible] | 27,642 | 19,513 | 8,882 | 3,551 |
| Sebastian | 1991 | 973,832 | 197,971 | 192,957 | 94,317 | 186,589 | 172,371 | 43,105 | 36,357 | 18,532 | 214,649 | 34,595 | 68,201 | 27,433 |
| | 1987 | 776,314 | 146,130 | 142,400 | 77,104 | 135,453 | 124,611 | 36,931 | 31,071 | 16,128 | 166,956 | 38,621 | 67,476 | 18,990 |
| *Sequoyah, Okla.* | *1991* | *149,650* | *41,352* | *39,628* | *15,334* | *20,335* | *18,301* | *5,197* | *2,598* | *2,494* | *22,203* | *24,493* | *10,587* | *2,600* |
| | *1987* | *119,331* | *36,450* | *34,923* | *11,128* | *13,907* | *12,448* | *3,703* | *2,851* | *2,737* | *17,177* | *20,981* | *7,803* | *1,739* |
| **LITTLE ROCK - NORTH LITTLE ROCK** | 1991 | 4,171,475 | 738,998 | 710,515 | 351,051 | 618,102 | 533,933 | 249,482 | 173,954 | 113,382 | 1,103,211 | 253,237 | 245,612 | 103,375 |
| | 1987 | 3,298,423 | 578,670 | 556,692 | 286,230 | 486,794 | 418,418 | 188,015 | 145,190 | 95,818 | 849,314 | 232,884 | 222,421 | 69,347 |
| Faulkner | 1991 | 349,490 | 84,930 | 77,373 | 29,169 | 35,546 | 23,903 | 18,552 | 11,976 | 7,594 | 78,597 | 24,605 | 34,581 | 10,575 |
| | 1987 | 270,012 | 59,031 | 53,768 | 24,393 | 27,493 | 18,163 | 15,824 | 10,993 | 7,130 | 53,386 | 21,743 | 36,482 | 6,834 |
| Lonoke | 1991 | 158,822 | 40,646 | 40,078 | 8,110 | 21,836 | 14,123 | 4,727 | 4,216 | 3,963 | 35,599 | 15,890 | 11,988 | 7,518 |
| | 1987 | 123,323 | 33,409 | 32,936 | 5,468 | 14,080 | 8,934 | 3,370 | 2,698 | 2,549 | 30,282 | 12,472 | 9,350 | 4,940 |
| Pulaski | 1991 | 3,392,017 | 546,336 | 526,389 | 294,210 | 533,401 | 472,460 | 216,950 | 144,038 | 90,945 | 913,514 | 197,100 | 179,319 | 74,204 |
| | 1987 | 2,699,913 | 433,423 | 417,515 | 241,965 | 424,503 | 373,674 | 162,507 | 122,362 | 78,870 | 710,110 | 185,233 | 159,968 | 50,619 |
| Saline | 1991 | 271,146 | 67,086 | 66,675 | 19,562 | 27,319 | 23,447 | 9,253 | 13,724 | 10,880 | 75,501 | 15,642 | 19,724 | 11,078 |
| | 1987 | 205,175 | 52,807 | 52,473 | 14,404 | 20,718 | 17,647 | 6,314 | 9,137 | 7,269 | 55,536 | 13,436 | 16,621 | 6,954 |
| **PINE BLUFF** | 1991 | 559,190 | 109,836 | 105,886 | 42,169 | 75,006 | 64,709 | 22,459 | 22,086 | 13,701 | 144,627 | 38,382 | 25,971 | 24,517 |
| | 1987 | 464,446 | 94,183 | 90,778 | 35,761 | 65,841 | 56,375 | 20,956 | 18,437 | 11,701 | 113,308 | 31,892 | 29,780 | 16,869 |
| Jefferson | 1991 | 559,190 | 109,836 | 105,886 | 42,169 | 75,006 | 64,709 | 22,459 | 22,086 | 13,701 | 144,627 | 38,382 | 25,971 | 24,517 |
| | 1987 | 464,446 | 94,183 | 90,778 | 35,761 | 65,841 | 56,375 | 20,956 | 18,437 | 11,701 | 113,308 | 31,892 | 29,780 | 16,869 |
| **TEXARKANA** | 1991 | 923,316 | 151,403 | 146,719 | 69,123 | 184,279 | 146,663 | 38,134 | 33,912 | 18,597 | 208,337 | 105,835 | 45,142 | 21,465 |
| | 1987 | 743,596 | 136,781 | 132,460 | 59,304 | 132,178 | 104,640 | 33,682 | 31,276 | 17,282 | 160,689 | 77,036 | 42,093 | 17,447 |
| Miller | 1991 | 226,820 | 70,849 | 69,501 | 21,439 | 38,633 | 22,614 | 6,084 | 3,581 | 1,570 | 15,181 | 27,815 | 7,672 | 6,711 |
| | 1987 | 185,597 | 61,152 | 59,977 | 17,919 | 25,804 | 14,772 | 6,729 | 4,211 | 1,898 | 11,464 | 23,421 | 7,462 | 5,289 |
| *Bowie, Tex.* | *1991* | *696,496* | *80,554* | *77,218* | *47,684* | *145,646* | *124,049* | *32,050* | *30,331* | *17,027* | *193,156* | *78,020* | *37,470* | *14,754* |
| | *1987* | *557,999* | *75,629* | *72,483* | *41,385* | *106,374* | *89,868* | *26,953* | *27,065* | *15,384* | *149,225* | *53,615* | *34,631* | *12,158* |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Arkansas | 1991 | 122,760 | 28,861 | 28,423 | 9,125 | 16,764 | 9,474 | 7,458 | 4,164 | 834 | 24,237 | 10,612 | 3,956 | 6,269 |
| | 1987 | 104,786 | 25,566 | 25,173 | 8,450 | 13,489 | 7,446 | 6,563 | 3,647 | 741 | 18,896 | 9,023 | 4,928 | 4,323 |
| Ashley | 1991 | 107,967 | 31,731 | 30,944 | 5,427 | 15,448 | 11,214 | 4,236 | 1,951 | 1,770 | 28,452 | 6,006 | 4,643 | 4,560 |
| | 1987 | 89,811 | 25,582 | 24,943 | 4,618 | 12,335 | 8,821 | 3,578 | 2,209 | 2,019 | 23,254 | 5,448 | 4,536 | 3,301 |
| Baxter | 1991 | 228,258 | 65,844 | 64,297 | 14,388 | 35,082 | 27,875 | 5,896 | 13,140 | 7,185 | 37,645 | 7,607 | 16,929 | 4,177 |
| | 1987 | 170,419 | 44,499 | 43,445 | 12,329 | 24,976 | 19,625 | 5,331 | 11,284 | 6,189 | 28,657 | 5,950 | 13,741 | 3,879 |
| Benton | 1991 | 633,509 | 132,745 | 128,076 | 42,564 | 79,879 | 73,648 | 15,327 | 28,650 | 22,032 | 205,955 | 45,552 | 39,905 | 10,717 |
| | 1987 | 479,735 | 104,842 | 101,134 | 35,043 | 57,825 | 53,085 | 12,850 | 20,886 | 16,060 | 140,649 | 39,677 | 36,417 | 8,093 |
| Boone | 1991 | 240,727 | 47,759 | 46,816 | 14,040 | 30,164 | 25,494 | 11,571 | 10,457 | 7,660 | 81,060 | 12,326 | 10,746 | 6,555 |
| | 1987 | 187,019 | 37,016 | 36,278 | 12,666 | 24,244 | 20,318 | 9,481 | 8,094 | 5,964 | 58,080 | 8,559 | 12,533 | 4,952 |
| Bradley | 1991 | 48,901 | 15,586 | 14,905 | 2,227 | 2,032 | | 2,250 | 1,193 | 914 | 10,720 | 6,578 | 2,140 | 1,745 |
| | 1987 | 43,480 | 13,610 | 13,013 | 2,179 | 2,163 | | 2,380 | 1,105 | 847 | 8,377 | 5,280 | 2,640 | 1,699 |
| Calhoun | 1991 | 11,877 | 4,523 | 4,131 | 443 | 188 | | 195 | 205 | 205 | 2,866 | 116 | 332 | 1,255 |
| | 1987 | 11,156 | 4,266 | 3,895 | 411 | 195 | | 160 | 264 | 264 | 2,727 | 166 | 411 | 967 |
| Carroll | 1991 | 141,926 | 32,379 | 31,229 | 13,515 | 13,307 | 11,986 | 1,604 | 3,545 | 2,287 | 35,283 | 5,565 | 9,382 | 3,689 |
| | 1987 | 102,219 | 24,705 | 23,823 | 10,613 | 9,298 | 8,330 | 1,270 | 2,546 | 1,681 | 21,383 | 5,428 | 9,139 | 2,687 |
| Chicot | 1991 | 56,133 | 17,306 | 16,842 | 3,147 | 2,186 | | 2,905 | 1,226 | 504 | 8,350 | 8,748 | 3,775 | 4,602 |
| | 1987 | 46,461 | 13,420 | 13,058 | 2,710 | 1,921 | | 2,139 | 890 | 365 | 8,697 | 6,412 | 3,732 | 3,011 |
| Clark | 1991 | 174,431 | 29,729 | 29,377 | 14,466 | 17,687 | 15,028 | 6,081 | 2,253 | 1,021 | 50,561 | 31,030 | 7,836 | 6,516 |
| | 1987 | 139,487 | 24,410 | 24,116 | 11,772 | 14,593 | 12,300 | 4,780 | 1,862 | 845 | 40,746 | 23,877 | 7,109 | 4,201 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1991<br>U.S. CENSUS 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **ARKANSAS (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Clay | 1991 | 81,751 | 19,766 | 19,279 | 2,796 | 7,339 | 6,783 | 1,154 | 1,278 | 1,100 | 35,815 | 4,879 | 2,680 | 2,705 |
| | 1987 | 60,975 | 16,384 | 15,977 | 2,688 | 6,455 | 5,942 | 968 | 935 | 814 | 21,660 | 4,301 | 2,500 | 2,279 |
| Cleburne | 1991 | 104,720 | 28,786 | 27,637 | 4,392 | 11,194 | 10,377 | 1,567 | 1,663 | 1,492 | 32,199 | 6,398 | 7,926 | 4,426 |
| | 1987 | 82,011 | 19,602 | 18,815 | 3,954 | 10,642 | 9,828 | 1,406 | 1,693 | 1,532 | 24,211 | 5,458 | 7,147 | 2,879 |
| Cleveland | 1991 | 9,297 | 4,536 | 4,149 | 246 | | | 270 | 371 | | 493 | 129 | 438 | 1,183 |
| | 1987 | 7,337 | 3,234 | 2,958 | 233 | | | 180 | 271 | | 438 | 149 | 602 | 788 |
| Columbia | 1991 | 149,459 | 31,333 | 30,480 | 9,796 | 25,364 | 21,949 | 9,963 | 6,195 | 3,227 | 32,990 | 14,457 | 3,951 | 6,008 |
| | 1987 | 123,160 | 26,452 | 25,727 | 8,738 | 20,798 | 17,866 | 9,667 | 6,188 | 3,252 | 23,120 | 11,124 | 4,647 | 4,413 |
| Conway | 1991 | 104,586 | 23,643 | 23,009 | 4,932 | 11,873 | 9,712 | 3,725 | 3,298 | 684 | 34,657 | 6,460 | 2,005 | 2,971 |
| | 1987 | 90,844 | 20,274 | 19,726 | 4,330 | 10,609 | 8,595 | 3,348 | 2,797 | 599 | 29,089 | 5,909 | 2,181 | 2,191 |
| Craighead | 1991 | 571,918 | 96,380 | 94,001 | 30,097 | 106,262 | 95,256 | 39,290 | 32,073 | 12,187 | 118,280 | 41,295 | 55,186 | 9,776 |
| | 1987 | 447,034 | 76,803 | 74,892 | 29,700 | 78,283 | 69,784 | 29,272 | 24,206 | 9,187 | 90,482 | 29,535 | 47,386 | 8,407 |
| Crawford | 1991 | 203,431 | 66,543 | 63,230 | 16,839 | 27,386 | 25,085 | 1,549 | 7,339 | 6,718 | 34,953 | 20,923 | 11,006 | 5,380 |
| | 1987 | 152,718 | 44,513 | 42,288 | 13,508 | 20,461 | 18,656 | 1,329 | 5,787 | 5,322 | 27,642 | 19,513 | 8,882 | 3,551 |
| ☐ Crittenden | 1991 | 399,895 | 73,111 | 71,892 | 26,246 | 33,691 | 24,497 | 8,220 | 6,534 | 2,516 | 77,060 | 124,758 | 24,226 | 16,512 |
| | 1987 | 330,452 | 57,944 | 56,967 | 22,034 | 25,181 | 18,042 | 7,301 | 5,669 | 2,240 | 63,838 | 105,296 | 23,020 | 10,665 |
| Cross | 1991 | 84,744 | 24,090 | 23,632 | 4,126 | 18,312 | 14,135 | 1,353 | 3,426 | 3,426 | 16,734 | 4,486 | 3,386 | 3,498 |
| | 1987 | 69,921 | 20,144 | 19,757 | 3,524 | 13,377 | 10,197 | 1,365 | 2,297 | 2,297 | 14,111 | 4,314 | 3,285 | 2,443 |
| Dallas | 1991 | 62,323 | 15,811 | 14,820 | 1,773 | 7,790 | 6,704 | 2,712 | 3,245 | 2,456 | 16,273 | 6,836 | 1,828 | 2,589 |
| | 1987 | 47,211 | 11,195 | 10,491 | 1,659 | 6,350 | 5,423 | 2,186 | 2,177 | 1,646 | 12,135 | 4,437 | 2,193 | 1,949 |
| Desha | 1991 | 81,149 | 19,147 | 18,239 | 4,015 | 10,485 | 9,437 | 1,640 | 3,398 | 1,417 | 19,252 | 8,662 | 2,868 | 3,472 |
| | 1987 | 78,929 | 17,584 | 16,747 | 3,913 | 11,878 | 10,632 | 1,594 | 3,152 | 1,319 | 19,745 | 7,567 | 3,210 | 2,639 |
| Drew | 1991 | 99,385 | 23,900 | 23,278 | 8,619 | 18,753 | 17,787 | 3,231 | 4,596 | 3,736 | 21,253 | 6,403 | 4,667 | 2,936 |
| | 1987 | 79,062 | 19,137 | 18,635 | 6,483 | 13,463 | 12,734 | 2,262 | 3,216 | 2,657 | 16,987 | 5,997 | 5,230 | 1,940 |
| Faulkner | 1991 | 349,490 | 84,930 | 77,373 | 29,169 | 35,546 | 23,903 | 18,552 | 11,976 | 7,594 | 78,597 | 24,605 | 34,581 | 10,575 |
| | 1987 | 270,012 | 59,031 | 53,768 | 24,393 | 27,493 | 18,163 | 15,824 | 10,993 | 7,130 | 53,386 | 21,743 | 36,482 | 6,834 |
| Franklin | 1991 | 49,762 | 7,658 | 7,216 | 3,630 | 7,921 | 7,318 | 328 | 1,463 | 1,463 | 11,750 | 4,491 | 2,925 | 3,678 |
| | 1987 | 40,076 | 6,914 | 6,514 | 3,457 | 6,136 | 5,646 | 269 | 1,048 | 1,048 | 9,593 | 3,638 | 2,446 | 2,252 |
| Fulton | 1991 | 28,707 | 10,655 | 9,985 | 1,368 | 447 | | 947 | 504 | 140 | 6,115 | 945 | 1,053 | 2,595 |
| | 1987 | 22,543 | 7,227 | 6,771 | 1,289 | 793 | | 740 | 685 | 197 | 4,032 | 1,941 | 758 | 1,871 |
| Garland | 1991 | 641,029 | 125,348 | 121,819 | 55,814 | 94,820 | 90,662 | 24,947 | 21,369 | 13,587 | 154,676 | 26,890 | 41,640 | 26,373 |
| | 1987 | 500,127 | 100,332 | 97,488 | 48,463 | 75,923 | 72,423 | 18,751 | 15,743 | 10,158 | 113,760 | 27,497 | 33,959 | 17,528 |
| Grant | 1991 | 41,308 | 12,482 | 11,750 | 2,429 | 7,599 | 7,526 | 194 | 532 | 532 | 8,312 | 3,877 | 2,149 | 554 |
| | 1987 | 35,350 | 9,800 | 9,224 | 2,199 | 6,929 | 6,861 | 201 | 503 | 503 | 6,237 | 3,717 | 2,155 | 961 |
| Greene | 1991 | 176,851 | 27,957 | 26,431 | 13,956 | 23,935 | 20,790 | 12,453 | 4,569 | 2,223 | 48,435 | 8,241 | 13,411 | 9,156 |
| | 1987 | 139,310 | 24,253 | 22,925 | 11,420 | 18,708 | 16,134 | 8,651 | 3,991 | 1,954 | 36,133 | 6,127 | 12,560 | 5,626 |
| Hempstead | 1991 | 101,305 | 35,412 | 34,135 | 8,554 | 3,158 | | 3,605 | 2,583 | 1,613 | 20,291 | 8,544 | 7,029 | 4,542 |
| | 1987 | 83,912 | 28,762 | 27,719 | 7,159 | 3,137 | | 3,298 | 2,369 | 1,526 | 15,333 | 8,130 | 7,187 | 3,081 |
| Hot Spring | 1991 | 114,507 | 31,691 | 30,373 | 9,284 | 17,252 | 12,677 | 1,455 | 2,375 | 1,217 | 32,080 | 8,506 | 2,729 | 3,799 |
| | 1987 | 92,948 | 23,576 | 22,591 | 7,580 | 12,628 | 9,146 | 1,406 | 1,917 | 974 | 26,552 | 9,892 | 2,810 | 2,527 |
| Howard | 1991 | 63,888 | 16,252 | 15,826 | 2,217 | 14,929 | 11,994 | 623 | 1,284 | 1,104 | 12,776 | 2,837 | 3,813 | 3,517 |
| | 1987 | 53,672 | 13,567 | 13,209 | 2,103 | 10,906 | 8,671 | 951 | 1,197 | 1,043 | 12,204 | 3,227 | 3,135 | 2,333 |
| Independence | 1991 | 201,196 | 41,331 | 40,102 | 14,829 | 34,133 | 27,269 | 5,141 | 4,442 | 2,056 | 58,686 | 8,991 | 15,320 | 4,617 |
| | 1987 | 154,859 | 32,934 | 31,948 | 11,197 | 23,179 | 18,317 | 4,761 | 4,391 | 2,035 | 42,957 | 6,962 | 14,887 | 3,301 |
| Izard | 1991 | 44,690 | 15,577 | 15,029 | 1,971 | 1,699 | | 244 | 451 | | 9,322 | 5,430 | 4,264 | 2,432 |
| | 1987 | 35,322 | 12,075 | 11,648 | 1,639 | 1,483 | | 293 | 411 | | 8,223 | 3,811 | 3,452 | 1,783 |
| Jackson | 1991 | 93,624 | 11,432 | 10,940 | 6,921 | 12,903 | 7,825 | 6,778 | 1,317 | 797 | 26,844 | 9,716 | 2,396 | 5,075 |
| | 1987 | 81,486 | 13,247 | 12,675 | 6,468 | 11,425 | 6,777 | 5,273 | 1,406 | 852 | 21,088 | 7,483 | 3,080 | 3,743 |
| Jefferson | 1991 | 559,190 | 109,836 | 105,886 | 42,169 | 75,006 | 64,709 | 22,459 | 22,086 | 13,701 | 144,627 | 38,382 | 25,971 | 24,517 |
| | 1987 | 464,446 | 94,183 | 90,778 | 35,761 | 65,841 | 56,375 | 20,956 | 18,437 | 11,701 | 113,308 | 31,892 | 29,780 | 16,869 |
| Johnson | 1991 | 112,422 | 25,347 | 23,625 | 3,792 | 9,613 | 9,043 | 3,602 | 3,602 | 2,266 | 40,455 | 8,753 | 9,274 | 3,658 |
| | 1987 | 81,011 | 18,134 | 16,899 | 3,366 | 7,008 | 6,573 | 2,265 | 2,652 | 1,689 | 28,396 | 6,882 | 6,417 | 2,659 |
| Lafayette | 1991 | 26,289 | 11,668 | 11,217 | 1,267 | 1,892 | | 220 | 1,007 | 1,007 | 3,008 | 2,986 | 319 | 1,871 |
| | 1987 | 22,116 | 9,119 | 8,765 | 1,221 | 1,653 | | 221 | 925 | 925 | 2,783 | 2,664 | 549 | 1,252 |
| Lawrence | 1991 | 95,122 | 22,614 | 21,413 | 4,331 | 12,362 | 10,467 | 2,011 | 3,015 | 2,553 | 31,020 | 11,068 | 1,470 | 2,361 |
| | 1987 | 75,957 | 16,777 | 15,883 | 3,975 | 8,797 | 7,386 | 1,466 | 2,362 | 2,010 | 25,419 | 8,883 | 2,093 | 1,942 |
| Lee | 1991 | 33,552 | 11,571 | 11,031 | 703 | 2,146 | | 270 | 149 | 149 | 10,589 | 2,666 | 1,415 | 997 |
| | 1987 | 28,189 | 9,695 | 9,241 | 891 | 1,796 | | 485 | 269 | 269 | 7,877 | 2,074 | 1,296 | 990 |
| Lincoln | 1991 | 18,106 | 8,663 | 8,355 | 485 | 984 | | 55 | 476 | 232 | 1,918 | 2,693 | 362 | 1,260 |
| | 1987 | 16,809 | 7,548 | 7,278 | 512 | 922 | | 100 | 446 | 218 | 1,641 | 2,473 | 467 | 1,109 |
| Little River | 1991 | 63,002 | 17,844 | 17,415 | 4,443 | 8,551 | 8,278 | 268 | 2,195 | 1,719 | 20,438 | 4,062 | 798 | 1,700 |
| | 1987 | 48,867 | 13,954 | 13,616 | 3,253 | 6,276 | 6,066 | 462 | 1,451 | 1,159 | 15,039 | 3,861 | 1,107 | 1,467 |
| Logan | 1991 | 92,257 | 25,252 | 24,187 | 7,064 | 15,438 | 14,881 | 3,831 | 2,893 | 1,719 | 23,979 | 2,884 | 3,449 | 1,851 |
| | 1987 | 73,065 | 17,786 | 17,032 | 6,009 | 11,705 | 11,261 | 3,329 | 2,481 | 1,476 | 20,679 | 2,075 | 3,652 | 1,546 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1991<br>U.S. CENSUS 1987<br>METRO AREA County | Year | Total Retail Sales ($000) | Food Stores |  | Eating & Drinking Places | General Merchandise Stores |  | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores |  | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **ARKANSAS (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **ALL COUNTIES (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Lonoke | 1991 | 158,822 | 40,646 | 40,078 | 8,110 | 21,836 | 14,123 | 4,727 | 4,216 | 3,963 | 35,599 | 15,890 | 11,988 | 7,518 |
|  | 1987 | 123,323 | 33,409 | 32,936 | 5,468 | 14,080 | 8,934 | 3,370 | 2,698 | 2,549 | 30,282 | 12,472 | 9,350 | 4,940 |
| Madison | 1991 | 40,709 | 5,230 | 4,831 | 3,108 | 10,087 | 8,346 | 372 | 268 |  | 11,421 | 2,425 | 2,134 | 1,962 |
|  | 1987 | 29,408 | 4,636 | 4,282 | 2,179 | 7,447 | 6,105 | 283 | 208 |  | 6,669 | 2,117 | 2,012 | 1,218 |
| Marion | 1991 | 29,845 | 14,235 | 14,026 | 1,962 | 489 |  | 229 | 224 | 224 | 3,917 | 3,038 | 1,219 | 1,852 |
|  | 1987 | 21,595 | 10,456 | 10,300 | 1,504 | 349 |  | 181 | 210 | 210 | 2,749 | 2,230 | 1,056 | 1,131 |
| Miller | 1991 | 226,820 | 70,849 | 69,501 | 21,439 | 38,633 | 22,614 | 6,084 | 3,581 | 1,570 | 15,181 | 27,815 | 7,672 | 6,711 |
|  | 1987 | 185,597 | 61,152 | 59,977 | 17,919 | 25,804 | 14,772 | 6,729 | 4,211 | 1,898 | 11,464 | 23,421 | 7,462 | 5,289 |
| Mississippi | 1991 | 293,557 | 65,714 | 64,294 | 21,890 | 42,410 | 34,661 | 9,666 | 6,567 | 3,714 | 70,499 | 31,997 | 12,257 | 9,732 |
|  | 1987 | 236,739 | 52,925 | 51,771 | 18,278 | 34,785 | 28,147 | 8,558 | 5,984 | 3,458 | 55,452 | 24,338 | 12,282 | 7,498 |
| Monroe | 1991 | 65,513 | 18,733 | 18,085 | 6,286 | 5,943 | 5,025 | 1,406 | 1,733 | 1,237 | 8,829 | 8,118 | 2,603 | 3,784 |
|  | 1987 | 53,320 | 16,061 | 15,502 | 5,267 | 5,448 | 4,569 | 1,138 | 1,304 | 955 | 6,941 | 6,876 | 3,084 | 2,378 |
| Montgomery | 1991 | 24,887 | 9,269 | 8,736 | 1,596 | 999 |  | 359 | 305 |  | 3,818 | 2,246 | 1,320 | 1,408 |
|  | 1987 | 18,019 | 5,976 | 5,631 | 1,338 | 968 |  | 244 | 323 |  | 2,571 | 1,812 | 1,176 | 886 |
| Nevada | 1991 | 32,593 | 8,880 | 8,499 | 959 | 527 |  | 803 | 1,584 | 265 | 5,334 | 10,565 | 641 | 2,647 |
|  | 1987 | 29,784 | 7,915 | 7,574 | 1,067 | 1,058 |  | 849 | 1,438 | 241 | 5,649 | 8,411 | 815 | 1,851 |
| Newton | 1991 | 9,311 | 6,224 | 5,882 | 263 | 158 |  | 43 | 59 |  | 276 | 105 | 105 | 1,185 |
|  | 1987 | 7,622 | 4,668 | 4,411 | 396 | 194 |  | 55 | 94 |  | 271 | 148 | 185 | 851 |
| Ouachita | 1991 | 198,165 | 55,953 | 54,546 | 11,644 | 19,117 | 15,748 | 9,028 | 8,130 | 4,699 | 39,464 | 11,588 | 7,018 | 8,085 |
|  | 1987 | 165,286 | 44,781 | 43,646 | 10,092 | 15,590 | 12,720 | 8,562 | 7,344 | 4,354 | 35,090 | 9,753 | 8,424 | 5,738 |
| Perry | 1991 | 26,956 | 9,311 | 9,058 | 532 |  |  | 72 | 697 | 697 | 1,623 | 1,086 | 11,428 | 178 |
|  | 1987 | 19,163 | 6,025 | 5,860 | 466 |  |  | 88 | 456 | 456 | 978 | 1,277 | 8,153 | 296 |
| Phillips | 1991 | 145,585 | 38,035 | 36,929 | 12,318 | 17,903 | 11,091 | 5,995 | 3,267 | 2,486 | 30,028 | 16,464 | 3,650 | 7,441 |
|  | 1987 | 125,362 | 31,346 | 30,429 | 9,798 | 14,406 | 8,743 | 5,806 | 3,307 | 2,537 | 29,788 | 12,366 | 4,096 | 5,270 |
| Pike | 1991 | 48,738 | 11,933 | 11,230 | 1,340 | 3,575 |  | 625 | 338 |  | 18,042 | 2,405 | 6,168 | 1,979 |
|  | 1987 | 37,387 | 9,191 | 8,648 | 1,234 | 2,475 |  | 409 | 441 |  | 11,908 | 3,192 | 5,598 | 1,335 |
| Poinsett | 1991 | 98,930 | 25,178 | 24,097 | 4,793 | 10,001 | 7,462 | 802 | 2,313 | 1,388 | 22,648 | 13,350 | 3,756 | 3,946 |
|  | 1987 | 82,477 | 19,540 | 18,697 | 4,631 | 8,129 | 5,984 | 733 | 2,184 | 1,332 | 19,874 | 9,991 | 3,718 | 3,444 |
| Polk | 1991 | 85,298 | 24,861 | 24,235 | 4,944 | 17,366 | 16,174 | 1,095 | 1,274 | 1,118 | 17,928 | 5,827 | 5,579 | 3,194 |
|  | 1987 | 64,693 | 17,914 | 17,459 | 4,050 | 12,497 | 11,596 | 1,236 | 1,270 | 1,127 | 13,738 | 4,279 | 4,740 | 2,233 |
| Pope | 1991 | 369,987 | 75,233 | 72,767 | 28,724 | 47,528 | 39,668 | 10,440 | 16,455 | 13,997 | 94,537 | 26,705 | 26,858 | 11,713 |
|  | 1987 | 285,620 | 60,077 | 58,096 | 22,756 | 35,731 | 29,554 | 10,424 | 13,324 | 11,421 | 71,304 | 19,432 | 22,077 | 7,823 |
| Prairie | 1991 | 37,690 | 7,442 | 7,201 | 2,409 | 1,179 |  | 501 | 302 | 302 | 16,615 | 2,446 | 655 | 365 |
|  | 1987 | 31,693 | 6,210 | 6,008 | 2,073 | 905 |  | 587 | 363 | 363 | 12,583 | 2,302 | 867 | 736 |
| Pulaski | 1991 | 3,392,017 | 546,336 | 526,389 | 294,210 | 533,401 | 472,460 | 216,950 | 144,038 | 90,945 | 913,514 | 197,100 | 179,319 | 74,204 |
|  | 1987 | 2,699,913 | 433,423 | 417,515 | 241,965 | 424,503 | 373,674 | 162,507 | 122,362 | 78,870 | 710,110 | 185,233 | 159,968 | 50,619 |
| Randolph | 1991 | 78,723 | 26,450 | 25,215 | 3,360 | 11,287 | 10,615 | 2,375 | 1,733 | 1,255 | 10,359 | 3,573 | 3,000 | 1,725 |
|  | 1987 | 59,973 | 19,471 | 18,558 | 2,920 | 8,542 | 8,009 | 1,824 | 1,696 | 1,218 | 8,980 | 3,063 | 2,801 | 1,499 |
| St. Francis | 1991 | 144,003 | 38,204 | 37,354 | 9,407 | 24,051 | 16,013 | 6,665 | 5,738 | 2,782 | 18,394 | 22,506 | 2,067 | 5,216 |
|  | 1987 | 121,995 | 31,363 | 30,659 | 8,662 | 18,170 | 11,883 | 5,099 | 4,789 | 2,310 | 15,864 | 21,203 | 2,690 | 4,599 |
| Saline | 1991 | 271,146 | 67,086 | 66,675 | 19,562 | 27,319 | 23,447 | 9,253 | 13,724 | 10,880 | 75,501 | 15,642 | 19,724 | 11,078 |
|  | 1987 | 205,175 | 52,807 | 52,473 | 14,404 | 20,718 | 17,647 | 6,314 | 9,137 | 7,269 | 55,536 | 13,436 | 16,621 | 6,954 |
| Scott | 1991 | 38,300 | 12,184 | 11,393 | 2,142 | 8,298 | 8,217 | 393 | 1,219 | 1,219 | 4,521 | 2,101 | 2,300 | 2,830 |
|  | 1987 | 30,901 | 7,930 | 7,414 | 1,945 | 7,907 | 7,829 | 481 | 1,101 | 1,101 | 4,437 | 1,572 | 2,185 | 1,795 |
| Searcy | 1991 | 27,280 | 10,245 | 9,439 | 790 | 2,245 |  | 303 | 687 | 415 | 5,005 | 4,091 | 1,283 | 1,342 |
|  | 1987 | 22,038 | 7,253 | 6,681 | 807 | 1,887 |  | 298 | 586 | 368 | 3,940 | 3,293 | 1,359 | 1,195 |
| Sebastian | 1991 | 973,832 | 197,971 | 192,957 | 94,317 | 186,589 | 172,371 | 43,105 | 36,357 | 18,532 | 214,649 | 34,595 | 68,201 | 27,433 |
|  | 1987 | 776,314 | 146,130 | 142,400 | 77,104 | 135,453 | 124,611 | 36,931 | 31,071 | 16,128 | 166,956 | 38,621 | 67,476 | 18,990 |
| Sevier | 1991 | 82,360 | 25,887 | 25,349 | 4,568 | 14,299 | 10,880 | 1,408 | 1,079 | 653 | 18,427 | 5,977 | 2,748 | 1,656 |
|  | 1987 | 61,516 | 16,770 | 16,418 | 3,983 | 10,888 | 8,180 | 1,297 | 769 | 483 | 12,149 | 6,345 | 2,680 | 1,822 |
| Sharp | 1991 | 75,357 | 39,775 | 38,745 | 2,903 | 11,353 | 8,121 | 333 | 1,724 | 1,167 | 8,890 | 6,772 | 641 | 709 |
|  | 1987 | 52,385 | 24,631 | 23,988 | 2,817 | 8,022 | 5,652 | 358 | 2,108 | 1,444 | 6,852 | 4,804 | 485 | 721 |
| Stone | 1991 | 40,565 | 15,621 | 14,609 | 2,358 | 1,298 |  | 328 | 796 |  | 13,545 | 918 | 2,438 | 349 |
|  | 1987 | 32,451 | 11,049 | 10,331 | 2,031 | 1,337 |  | 330 | 714 |  | 10,760 | 1,093 | 2,734 | 341 |
| Union | 1991 | 377,824 | 89,258 | 85,648 | 15,943 | 34,875 | 31,759 | 15,899 | 14,781 | 8,639 | 89,695 | 59,989 | 17,959 | 14,815 |
|  | 1987 | 295,612 | 65,354 | 62,698 | 14,956 | 26,660 | 24,163 | 16,396 | 11,901 | 7,083 | 72,485 | 40,375 | 17,336 | 9,977 |
| Van Buren | 1991 | 67,141 | 23,290 | 22,722 | 2,627 | 5,606 |  | 5,225 | 4,991 | 1,647 | 8,604 | 3,651 | 4,802 | 2,536 |
|  | 1987 | 49,587 | 15,844 | 15,454 | 2,177 | 3,379 |  | 3,683 | 3,703 | 1,182 | 8,533 | 2,739 | 4,159 | 1,719 |
| Washington | 1991 | 1,021,558 | 199,453 | 194,388 | 66,126 | 212,542 | 169,204 | 35,398 | 37,192 | 23,855 | 261,457 | 46,358 | 60,117 | 13,384 |
|  | 1987 | 776,301 | 146,854 | 143,096 | 57,007 | 157,419 | 123,922 | 29,948 | 30,445 | 19,804 | 186,482 | 39,937 | 54,701 | 10,553 |
| White | 1991 | 373,326 | 83,547 | 81,483 | 21,880 | 53,489 | 41,461 | 11,693 | 11,585 | 6,637 | 107,140 | 33,055 | 25,493 | 10,216 |
|  | 1987 | 274,109 | 61,552 | 60,020 | 18,442 | 33,287 | 25,486 | 9,333 | 8,807 | 5,136 | 80,973 | 20,622 | 20,764 | 7,353 |
| Woodruff | 1991 | 35,728 | 10,206 | 9,700 | 606 | 3,310 |  | 279 | 1,194 | 1,024 | 8,199 | 2,905 | 503 | 2,721 |
|  | 1987 | 29,628 | 8,654 | 8,224 | 769 | 2,575 |  | 263 | 996 | 864 | 6,575 | 2,595 | 908 | 1,975 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1991
U.S. CENSUS 1987

| METRO AREA County | Year | Total Retail Sales ($000) | Food Stores Total ($000) | Food Stores Supermarkets ($000) | Eating & Drinking Places Total ($000) | General Merchandise Stores Total ($000) | General Merchandise Stores Department Stores ($000) | Apparel & Accessories Stores Total ($000) | Furniture/Home Furnishings/Appliance Stores Total ($000) | Furniture/Home Furnishings/Appliance Stores Furniture & Home Furn ($000) | Automotive Dealers Total ($000) | Gasoline Service Stations Total ($000) | Bldg Mtls & Hardware Dealers Total ($000) | Drugstores Total ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ARKANSAS (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Yell | 1991 | 65,935 | 20,307 | 18,952 | 3,442 | 12,902 | 11,669 | 862 | 757 | 757 | 16,310 | 3,583 | 1,928 | 4,102 |
| | 1987 | 49,420 | 13,291 | 12,401 | 2,705 | 8,466 | 7,617 | 881 | 753 | 753 | 12,074 | 3,152 | 2,979 | 2,957 |
| **TOTAL METRO COUNTIES** | 1991 | 7,556,201 | 1,456,761 | 1,408,369 | 618,187 | 1,191,949 | 1,012,413 | 366,297 | 287,043 | 180,274 | 1,851,138 | 546,068 | 442,805 | 197,312 |
| | 1987 | 5,984,251 | 1,129,446 | 1,092,198 | 509,563 | 916,953 | 774,796 | 291,209 | 240,810 | 152,911 | 1,419,004 | 491,564 | 413,742 | 135,264 |
| **TOTAL STATE** | 1991 | 15,583,945 | 3,380,575 | 3,267,807 | 1,124,173 | 2,252,135 | 1,884,912 | 642,896 | 557,396 | 345,110 | 3,838,975 | 1,191,279 | 891,753 | 474,685 |
| | 1987 | 12,318,710 | 2,624,754 | 2,537,387 | 945,120 | 1,730,353 | 1,437,220 | 524,307 | 460,949 | 287,621 | 2,939,781 | 1,010,892 | 828,682 | 336,917 |
| **CALIFORNIA** | | | | | | | | | | | | | | |
| **ANAHEIM - SANTA ANA** | 1991 | 20,628,144 | 3,527,474 | 3,281,986 | 2,743,687 | 2,386,615 | 1,831,123 | 1,349,349 | 1,295,860 | 646,768 | 4,285,023 | 1,101,068 | 998,402 | 828,674 |
| | 1987 | 18,099,062 | 3,205,303 | 2,981,641 | 2,148,848 | 2,226,498 | 1,686,876 | 1,049,986 | 1,204,877 | 616,097 | 4,135,666 | 929,424 | 914,861 | 554,340 |
| Orange | 1991 | 20,628,144 | 3,527,474 | 3,281,986 | 2,743,687 | 2,386,615 | 1,831,123 | 1,349,349 | 1,295,860 | 646,768 | 4,285,023 | 1,101,068 | 998,402 | 828,674 |
| | 1987 | 18,099,062 | 3,205,303 | 2,981,641 | 2,148,848 | 2,226,498 | 1,686,876 | 1,049,986 | 1,204,877 | 616,097 | 4,135,666 | 929,424 | 914,861 | 554,340 |
| **BAKERSFIELD** | 1991 | 3,524,939 | 692,911 | 655,851 | 382,008 | 358,113 | 269,519 | 128,798 | 185,690 | 94,598 | 665,889 | 344,905 | 247,849 | 250,859 |
| | 1987 | 2,851,022 | 668,748 | 632,854 | 271,640 | 289,779 | 215,136 | 103,079 | 134,312 | 69,897 | 621,813 | 247,412 | 168,651 | 145,196 |
| Kern | 1991 | 3,524,939 | 692,911 | 655,851 | 382,008 | 358,113 | 269,519 | 128,798 | 185,690 | 94,598 | 665,889 | 344,905 | 247,849 | 250,859 |
| | 1987 | 2,851,022 | 668,748 | 632,854 | 271,640 | 289,779 | 215,136 | 103,079 | 134,312 | 69,897 | 621,813 | 247,412 | 168,651 | 145,196 |
| **CHICO** | 1991 | 1,139,717 | 254,285 | 243,463 | 125,090 | 121,204 | 100,964 | 40,701 | 83,893 | 37,246 | 179,264 | 66,856 | 76,048 | 90,989 |
| | 1987 | 944,236 | 233,729 | 223,736 | 97,826 | 98,037 | 80,887 | 32,047 | 57,474 | 25,969 | 179,359 | 45,522 | 62,032 | 58,290 |
| Butte | 1991 | 1,139,717 | 254,285 | 243,463 | 125,090 | 121,204 | 100,964 | 40,701 | 83,893 | 37,246 | 179,264 | 66,856 | 76,048 | 90,989 |
| | 1987 | 944,236 | 233,729 | 223,736 | 97,826 | 98,037 | 80,887 | 32,047 | 57,474 | 25,969 | 179,359 | 45,522 | 62,032 | 58,290 |
| **FRESNO** | 1991 | 4,370,916 | 836,047 | 774,862 | 508,919 | 419,721 | 322,892 | 200,669 | 259,851 | 159,104 | 933,230 | 304,710 | 252,945 | 256,507 |
| | 1987 | 3,641,346 | 807,523 | 748,276 | 351,795 | 398,348 | 302,587 | 155,383 | 199,884 | 125,058 | 837,743 | 218,747 | 178,343 | 195,298 |
| Fresno | 1991 | 4,370,916 | 836,047 | 774,862 | 508,919 | 419,721 | 322,892 | 200,669 | 259,851 | 159,104 | 933,230 | 304,710 | 252,945 | 256,507 |
| | 1987 | 3,641,346 | 807,523 | 748,276 | 351,795 | 398,348 | 302,587 | 155,383 | 199,884 | 125,058 | 837,743 | 218,747 | 178,343 | 195,298 |
| **LOS ANGELES - LONG BEACH** | 1991 | 64,813,335 | 12,745,608 | 11,758,709 | 8,524,056 | 6,439,334 | 4,839,687 | 4,269,643 | 4,270,097 | 1,960,448 | 11,743,787 | 3,844,403 | 2,703,429 | 2,783,473 |
| | 1987 | 56,140,723 | 10,911,033 | 10,064,170 | 6,325,628 | 6,298,432 | 4,670,113 | 3,504,443 | 3,537,622 | 1,664,854 | 12,461,410 | 3,013,754 | 2,344,620 | 1,890,921 |
| Los Angeles | 1991 | 64,813,335 | 12,745,608 | 11,758,709 | 8,524,056 | 6,439,334 | 4,839,687 | 4,269,643 | 4,270,097 | 1,960,448 | 11,743,787 | 3,844,403 | 2,703,429 | 2,783,473 |
| | 1987 | 56,140,723 | 10,911,033 | 10,064,170 | 6,325,628 | 6,298,432 | 4,670,113 | 3,504,443 | 3,537,622 | 1,664,854 | 12,461,410 | 3,013,754 | 2,344,620 | 1,890,921 |
| ***LOS ANGELES - ANAHEIM - RIVERSIDE CONSOLIDATED AREA*** | *1991* | *107,630,942* | *20,828,024* | *19,389,452* | *13,669,581* | *11,713,970* | *8,892,639* | *6,561,369* | *6,620,125* | *3,144,337* | *20,208,318* | *6,631,715* | *5,237,949* | *4,578,411* |
| | *1987* | *91,937,347* | *17,804,002* | *16,564,989* | *10,175,068* | *10,851,728* | *8,132,233* | *5,235,964* | *5,590,298* | *2,721,222* | *20,683,097* | *5,215,461* | *4,355,941* | *3,025,340* |
| **MERCED** | 1991 | 864,597 | 236,969 | 217,216 | 80,422 | 79,168 | 72,732 | 23,362 | 41,502 | 22,711 | 142,017 | 99,014 | 43,709 | 65,219 |
| | 1987 | 715,070 | 182,099 | 166,887 | 62,689 | 72,987 | 66,754 | 20,935 | 28,294 | 15,833 | 145,562 | 79,056 | 33,108 | 43,545 |
| Merced | 1991 | 864,597 | 236,969 | 217,216 | 80,422 | 79,168 | 72,732 | 23,362 | 41,502 | 22,711 | 142,017 | 99,014 | 43,709 | 65,219 |
| | 1987 | 715,070 | 182,099 | 166,887 | 62,689 | 72,987 | 66,754 | 20,935 | 28,294 | 15,833 | 145,562 | 79,056 | 33,108 | 43,545 |
| **MODESTO** | 1991 | 2,543,335 | 585,478 | 552,695 | 253,344 | 281,629 | 249,576 | 87,592 | 155,210 | 95,005 | 441,693 | 133,973 | 172,995 | 241,019 |
| | 1987 | 2,036,770 | 449,524 | 424,268 | 182,182 | 255,132 | 224,659 | 74,522 | 123,698 | 77,284 | 395,416 | 110,459 | 144,331 | 141,805 |
| Stanislaus | 1991 | 2,543,335 | 585,478 | 552,695 | 253,344 | 281,629 | 249,576 | 87,592 | 155,210 | 95,005 | 441,693 | 133,973 | 172,995 | 241,019 |
| | 1987 | 2,036,770 | 449,524 | 424,268 | 182,182 | 255,132 | 224,659 | 74,522 | 123,698 | 77,284 | 395,416 | 110,459 | 144,331 | 141,805 |
| **OAKLAND** | 1991 | 16,032,480 | 3,261,304 | 3,034,760 | 1,931,184 | 1,630,957 | 1,260,810 | 854,820 | 1,036,683 | 500,140 | 2,885,563 | 894,774 | 817,670 | 1,001,347 |
| | 1987 | 13,457,805 | 2,791,028 | 2,596,135 | 1,370,873 | 1,660,816 | 1,272,187 | 639,044 | 808,152 | 403,344 | 2,873,027 | 715,249 | 615,232 | 643,816 |
| Alameda | 1991 | 9,985,114 | 1,967,017 | 1,797,402 | 1,257,925 | 1,007,758 | 744,084 | 415,830 | 693,815 | 303,259 | 1,897,611 | 471,887 | 466,874 | 594,244 |
| | 1987 | 8,386,448 | 1,695,149 | 1,548,668 | 904,004 | 984,450 | 716,577 | 330,240 | 501,682 | 223,938 | 1,892,813 | 411,206 | 360,019 | 380,682 |
| Contra Costa | 1991 | 6,047,366 | 1,294,287 | 1,237,358 | 673,259 | 623,199 | 516,726 | 438,990 | 342,868 | 196,881 | 987,952 | 422,887 | 350,796 | 407,103 |
| | 1987 | 5,071,357 | 1,095,879 | 1,047,467 | 466,869 | 676,366 | 555,610 | 308,804 | 306,470 | 179,406 | 980,214 | 304,043 | 255,213 | 263,134 |
| **OXNARD - VENTURA** | 1991 | 5,313,922 | 950,071 | 897,233 | 537,365 | 702,968 | 505,369 | 218,131 | 279,986 | 145,130 | 1,164,280 | 338,396 | 319,627 | 248,973 |
| | 1987 | 4,376,579 | 834,846 | 788,259 | 397,535 | 587,710 | 416,118 | 162,231 | 217,165 | 115,255 | 1,120,142 | 271,720 | 212,505 | 154,184 |
| Ventura | 1991 | 5,313,922 | 950,071 | 897,233 | 537,365 | 702,968 | 505,369 | 218,131 | 279,986 | 145,130 | 1,164,280 | 338,396 | 319,627 | 248,973 |
| | 1987 | 4,376,579 | 834,846 | 788,259 | 397,535 | 587,710 | 416,118 | 162,231 | 217,165 | 115,255 | 1,120,142 | 271,720 | 212,505 | 154,184 |
| **REDDING** | 1991 | 1,125,579 | 281,333 | 266,692 | 109,224 | 97,826 | 89,794 | 33,566 | 55,599 | 28,645 | 199,604 | 98,142 | 84,487 | 81,106 |
| | 1987 | 904,162 | 217,960 | 206,576 | 73,828 | 89,594 | 81,848 | 26,780 | 38,557 | 20,383 | 187,592 | 78,800 | 66,960 | 58,528 |
| Shasta | 1991 | 1,125,579 | 281,333 | 266,692 | 109,224 | 97,826 | 89,794 | 33,566 | 55,599 | 28,645 | 199,604 | 98,142 | 84,487 | 81,106 |
| | 1987 | 904,162 | 217,960 | 206,576 | 73,828 | 89,594 | 81,848 | 26,780 | 38,557 | 20,383 | 187,592 | 78,800 | 66,960 | 58,528 |
| **RIVERSIDE - SAN BERNARDINO** | 1991 | 16,875,541 | 3,604,871 | 3,451,524 | 1,864,473 | 2,185,053 | 1,716,460 | 724,246 | 774,182 | 391,991 | 3,015,228 | 1,347,848 | 1,216,491 | 717,291 |
| | 1987 | 13,320,983 | 2,852,820 | 2,730,919 | 1,303,057 | 1,739,088 | 1,359,126 | 519,304 | 630,634 | 325,016 | 2,965,879 | 1,000,563 | 883,955 | 425,895 |
| Riverside | 1991 | 7,572,457 | 1,701,591 | 1,629,150 | 885,742 | 728,804 | 634,197 | 286,890 | 358,306 | 194,398 | 1,396,119 | 615,202 | 489,529 | 331,659 |
| | 1987 | 6,032,032 | 1,339,963 | 1,282,661 | 610,354 | 645,633 | 557,783 | 220,122 | 272,601 | 150,689 | 1,432,456 | 417,898 | 378,569 | 198,610 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1991<br>U.S. CENSUS 1987<br>METRO AREA<br>County | Year | Total Retail Sales ($000) | Food Stores Total ($000) | Food Stores Super-markets ($000) | Eating & Drinking Places Total ($000) | General Merchandise Stores Total ($000) | General Merchandise Stores Department Stores ($000) | Apparel & Accessories Stores Total ($000) | Furniture/Home Furnishings/Appliance Stores Total ($000) | Furniture/Home Furnishings/Appliance Stores Furniture & Home Furn. ($000) | Automotive Dealers Total ($000) | Gasoline Service Stations Total ($000) | Bldg. Mtls & Hardware Dealers Total ($000) | Drug-stores Total ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **CALIFORNIA (continued)** | | | | | | | | | | | | | | |
| **RIVERSIDE - SAN BERNARDINO (continued)** | | | | | | | | | | | | | | |
| San Bernardino | 1991 | 9,303,084 | 1,903,280 | 1,822,374 | 978,731 | 1,456,249 | 1,082,263 | 437,356 | 415,876 | 197,593 | 1,619,109 | 732,646 | 726,962 | 385,632 |
| | 1987 | 7,288,951 | 1,512,857 | 1,448,258 | 592,703 | 1,093,455 | 801,343 | 299,182 | 358,033 | 174,327 | 1,533,423 | 582,665 | 505,386 | 227,285 |
| **SACRAMENTO** | 1991 | 11,512,164 | 2,333,884 | 2,227,277 | 1,372,471 | 1,200,091 | 865,746 | 476,670 | 650,990 | 363,105 | 2,523,300 | 730,568 | 707,414 | 576,350 |
| | 1987 | 9,294,960 | 1,916,505 | 1,827,744 | 974,964 | 1,147,625 | 815,127 | 369,715 | 484,205 | 273,989 | 2,190,292 | 579,656 | 509,621 | 419,048 |
| El Dorado | 1991 | 771,293 | 221,112 | 215,847 | 96,785 | 20,725 | 9,210 | 30,735 | 37,565 | 21,128 | 120,032 | 57,276 | 64,970 | 58,367 |
| | 1987 | 632,436 | 174,058 | 169,879 | 73,283 | 21,674 | 9,351 | 22,728 | 26,562 | 15,119 | 103,012 | 49,791 | 55,065 | 46,080 |
| Placer | 1991 | 1,580,019 | 324,055 | 312,006 | 171,909 | 54,010 | 38,960 | 61,232 | 58,126 | 38,394 | 501,181 | 111,715 | 127,048 | 77,990 |
| | 1987 | 1,222,145 | 245,083 | 235,923 | 121,695 | 37,873 | 26,905 | 40,110 | 38,143 | 25,490 | 424,853 | 88,544 | 99,179 | 57,017 |
| Sacramento | 1991 | 8,301,894 | 1,550,395 | 1,468,954 | 1,007,841 | 1,068,537 | 776,312 | 359,763 | 532,392 | 293,409 | 1,745,773 | 467,529 | 481,468 | 375,893 |
| | 1987 | 6,752,847 | 1,317,674 | 1,248,207 | 699,861 | 1,050,632 | 752,083 | 284,934 | 401,085 | 225,025 | 1,506,236 | 370,768 | 325,313 | 271,336 |
| Yolo | 1991 | 858,958 | 238,322 | 230,470 | 95,936 | 56,819 | 41,264 | 24,940 | 22,907 | 10,174 | 156,314 | 94,048 | 33,928 | 64,100 |
| | 1987 | 687,532 | 179,690 | 173,735 | 80,125 | 37,446 | 26,788 | 21,943 | 18,415 | 8,355 | 156,191 | 70,553 | 30,064 | 44,615 |
| **SALINAS - SEASIDE - MONTEREY** | 1991 | 2,334,631 | 426,738 | 361,937 | 337,408 | 237,295 | 221,948 | 142,039 | 129,941 | 64,918 | 382,298 | 189,665 | 92,019 | 145,387 |
| | 1987 | 1,989,981 | 368,667 | 312,622 | 253,040 | 214,965 | 200,321 | 114,675 | 104,088 | 53,087 | 396,040 | 139,833 | 87,974 | 90,020 |
| Monterey | 1991 | 2,334,631 | 426,738 | 361,937 | 337,408 | 237,295 | 221,948 | 142,039 | 129,941 | 64,918 | 382,298 | 189,665 | 92,019 | 145,387 |
| | 1987 | 1,989,981 | 368,667 | 312,622 | 253,040 | 214,965 | 200,321 | 114,675 | 104,088 | 53,087 | 396,040 | 139,833 | 87,974 | 90,020 |
| **SAN DIEGO** | 1991 | 18,711,578 | 3,509,674 | 3,232,638 | 2,335,486 | 2,212,008 | 1,536,659 | 1,092,045 | 1,244,208 | 705,548 | 3,652,912 | 1,141,032 | 956,592 | 812,587 |
| | 1987 | 15,641,639 | 2,880,667 | 2,652,752 | 1,712,486 | 2,053,301 | 1,402,686 | 852,060 | 1,003,095 | 580,356 | 3,531,912 | 918,546 | 805,601 | 499,807 |
| San Diego | 1991 | 18,711,578 | 3,509,674 | 3,232,638 | 2,335,486 | 2,212,008 | 1,536,659 | 1,092,045 | 1,244,208 | 705,548 | 3,652,912 | 1,141,032 | 956,592 | 812,587 |
| | 1987 | 15,641,639 | 2,880,667 | 2,652,752 | 1,712,486 | 2,053,301 | 1,402,686 | 852,060 | 1,003,095 | 580,356 | 3,531,912 | 918,546 | 805,601 | 499,807 |
| **SAN FRANCISCO** | 1991 | 15,334,642 | 2,851,806 | 2,394,055 | 2,630,665 | 1,634,933 | 1,238,645 | 1,299,831 | 1,022,255 | 475,603 | 1,799,606 | 705,309 | 686,049 | 809,235 |
| | 1987 | 12,864,205 | 2,405,982 | 2,013,067 | 1,966,824 | 1,482,426 | 1,113,750 | 946,821 | 833,540 | 401,927 | 1,953,666 | 584,060 | 496,436 | 550,221 |
| Marin | 1991 | 2,355,440 | 499,579 | 455,437 | 311,620 | 194,331 | 160,418 | 191,587 | 170,616 | 94,440 | 345,393 | 104,972 | 157,275 | 159,815 |
| | 1987 | 1,999,695 | 411,313 | 374,895 | 222,900 | 178,838 | 146,220 | 138,903 | 145,587 | 82,713 | 369,616 | 94,611 | 116,407 | 104,651 |
| San Francisco | 1991 | 6,749,675 | 1,195,591 | 889,303 | 1,546,796 | 595,031 | 487,987 | 698,497 | 377,036 | 185,240 | 455,022 | 234,464 | 242,502 | 312,720 |
| | 1987 | 5,726,676 | 1,047,096 | 778,694 | 1,148,085 | 577,588 | 469,027 | 517,187 | 336,673 | 169,330 | 530,478 | 206,733 | 189,086 | 205,561 |
| San Mateo | 1991 | 6,229,527 | 1,156,636 | 1,049,315 | 772,249 | 845,571 | 590,240 | 409,747 | 474,603 | 195,923 | 999,191 | 365,873 | 286,272 | 336,700 |
| | 1987 | 5,137,834 | 947,573 | 859,478 | 595,839 | 726,000 | 498,503 | 290,731 | 351,280 | 149,884 | 1,053,572 | 282,716 | 190,943 | 240,009 |
| ***SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA*** | *1991* | *51,555,182* | *9,943,495* | *8,974,183* | *7,017,480* | *5,418,800* | *4,212,351* | *3,342,834* | *3,432,904* | *1,593,607* | *8,326,983* | *2,767,160* | *2,727,059* | *3,006,928* |
| | *1987* | *43,195,541* | *8,559,539* | *7,719,861* | *5,121,868* | *5,126,091* | *3,937,978* | *2,448,956* | *2,693,719* | *1,293,531* | *8,378,271* | *2,236,346* | *2,048,805* | *1,977,456* |
| **SAN JOSE** | 1991 | 12,321,308 | 2,077,977 | 1,918,822 | 1,531,440 | 1,394,932 | 1,048,214 | 891,274 | 970,315 | 394,467 | 2,208,927 | 636,063 | 642,014 | 740,042 |
| | 1987 | 10,501,905 | 1,905,825 | 1,759,503 | 1,114,372 | 1,337,914 | 991,836 | 639,173 | 731,104 | 305,995 | 2,223,056 | 531,576 | 480,789 | 461,105 |
| Santa Clara | 1991 | 12,321,308 | 2,077,977 | 1,918,822 | 1,531,440 | 1,394,932 | 1,048,214 | 891,274 | 970,315 | 394,467 | 2,208,927 | 636,063 | 642,014 | 740,042 |
| | 1987 | 10,501,905 | 1,905,825 | 1,759,503 | 1,114,372 | 1,337,914 | 991,836 | 639,173 | 731,104 | 305,995 | 2,223,056 | 531,576 | 480,789 | 461,105 |
| **SANTA BARBARA - SANTA MARIA - LOMPOC** | 1991 | 2,847,563 | 659,294 | 609,360 | 406,871 | 212,741 | 191,731 | 199,318 | 175,775 | 93,125 | 386,152 | 227,503 | 144,064 | 170,304 |
| | 1987 | 2,376,635 | 567,317 | 524,244 | 291,954 | 189,403 | 169,772 | 133,726 | 136,186 | 73,686 | 417,790 | 176,303 | 119,957 | 104,168 |
| Santa Barbara | 1991 | 2,847,563 | 659,294 | 609,360 | 406,871 | 212,741 | 191,731 | 199,318 | 175,775 | 93,125 | 386,152 | 227,503 | 144,064 | 170,304 |
| | 1987 | 2,376,635 | 567,317 | 524,244 | 291,954 | 189,403 | 169,772 | 133,726 | 136,186 | 73,686 | 417,790 | 176,303 | 119,957 | 104,168 |
| **SANTA CRUZ** | 1991 | 1,899,989 | 414,535 | 375,032 | 234,696 | 115,632 | 103,843 | 62,283 | 79,724 | 46,877 | 450,351 | 94,724 | 106,272 | 118,006 |
| | 1987 | 1,577,990 | 363,574 | 328,862 | 175,014 | 105,817 | 94,479 | 52,761 | 71,171 | 42,855 | 399,804 | 75,623 | 101,506 | 71,879 |
| Santa Cruz | 1991 | 1,899,989 | 414,535 | 375,032 | 234,696 | 115,632 | 103,843 | 62,283 | 79,724 | 46,877 | 450,351 | 94,724 | 106,272 | 118,006 |
| | 1987 | 1,577,990 | 363,574 | 328,862 | 175,014 | 105,817 | 94,479 | 52,761 | 71,171 | 42,855 | 399,804 | 75,623 | 101,506 | 71,879 |
| **SANTA ROSA - PETALUMA** | 1991 | 3,181,423 | 736,939 | 689,782 | 350,596 | 341,137 | 277,527 | 136,407 | 180,164 | 103,356 | 485,749 | 188,919 | 272,225 | 179,121 |
| | 1987 | 2,562,400 | 578,836 | 541,687 | 242,895 | 294,317 | 236,988 | 98,953 | 145,779 | 85,412 | 464,468 | 155,606 | 213,697 | 132,040 |
| Sonoma | 1991 | 3,181,423 | 736,939 | 689,782 | 350,596 | 341,137 | 277,527 | 136,407 | 180,164 | 103,356 | 485,749 | 188,919 | 272,225 | 179,121 |
| | 1987 | 2,562,400 | 578,836 | 541,687 | 242,895 | 294,317 | 236,988 | 98,953 | 145,779 | 85,412 | 464,468 | 155,606 | 213,697 | 132,040 |
| **STOCKTON** | 1991 | 3,024,262 | 675,211 | 632,224 | 348,190 | 328,620 | 250,051 | 122,452 | 157,839 | 85,504 | 558,848 | 234,952 | 168,802 | 197,048 |
| | 1987 | 2,443,081 | 525,524 | 491,969 | 242,861 | 277,552 | 208,456 | 89,940 | 117,323 | 64,757 | 563,396 | 181,094 | 132,030 | 137,186 |
| San Joaquin | 1991 | 3,024,262 | 675,211 | 632,224 | 348,190 | 328,620 | 250,051 | 122,452 | 157,839 | 85,504 | 558,848 | 234,952 | 168,802 | 197,048 |
| | 1987 | 2,443,081 | 525,524 | 491,969 | 242,861 | 277,552 | 208,456 | 89,940 | 117,323 | 64,757 | 563,396 | 181,094 | 132,030 | 137,186 |
| **VALLEJO - FAIRFIELD - NAPA** | 1991 | 2,785,340 | 600,934 | 561,732 | 338,899 | 301,209 | 283,312 | 98,219 | 143,763 | 73,164 | 496,787 | 247,371 | 202,829 | 159,177 |
| | 1987 | 2,231,236 | 514,294 | 480,607 | 251,890 | 244,801 | 228,738 | 72,204 | 103,973 | 53,998 | 464,250 | 174,232 | 141,145 | 118,395 |
| Napa | 1991 | 733,768 | 157,232 | 146,660 | 119,447 | 47,063 | 40,011 | 26,989 | 35,345 | 19,433 | 106,962 | 55,774 | 69,536 | 47,493 |
| | 1987 | 611,250 | 149,702 | 139,609 | 82,786 | 45,083 | 37,995 | 20,942 | 27,145 | 15,156 | 103,215 | 44,460 | 52,815 | 34,451 |
| Solano | 1991 | 2,051,572 | 443,702 | 415,072 | 219,452 | 254,146 | 243,301 | 71,230 | 108,418 | 53,731 | 389,825 | 191,597 | 133,293 | 111,684 |
| | 1987 | 1,619,986 | 364,592 | 340,998 | 169,104 | 199,718 | 190,743 | 51,262 | 76,828 | 38,842 | 361,035 | 129,772 | 88,330 | 83,944 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1991<br>U.S. CENSUS 1987<br>METRO AREA<br>County | Year | Total Retail Sales ($000) | Food Stores Total ($000) | Food Stores Super-markets ($000) | Eating & Drinking Places Total ($000) | General Merchandise Stores Total ($000) | General Merchandise Stores Department Stores ($000) | Apparel & Accessories Stores Total ($000) | Furniture/ Home Furnishings/ Appliance Stores Total ($000) | Furniture/ Home Furnishings/ Appliance Stores Furniture & Home Furn ($000) | Automotive Dealers Total ($000) | Gasoline Service Stations Total ($000) | Bldg. Mtls. & Hardware Dealers Total ($000) | Drug-stores Total ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **CALIFORNIA (continued)** | | | | | | | | | | | | | | |
| **VISALIA - TULARE - PORTERVILLE** | 1991 | 1,658,574 | 470,192 | 442,201 | 134,623 | 142,190 | 125,155 | 63,087 | 91,366 | 43,572 | 262,086 | 107,015 | 115,901 | 131,878 |
| | 1987 | 1,368,142 | 381,894 | 359,088 | 107,768 | 130,648 | 114,208 | 53,775 | 67,448 | 32,799 | 272,246 | 85,247 | 83,542 | 82,459 |
| Tulare | 1991 | 1,658,574 | 470,192 | 442,201 | 134,623 | 142,190 | 125,155 | 63,087 | 91,366 | 43,572 | 262,086 | 107,015 | 115,901 | 131,878 |
| | 1987 | 1,368,142 | 381,894 | 359,088 | 107,768 | 130,648 | 114,208 | 53,775 | 67,448 | 32,799 | 272,246 | 85,247 | 83,542 | 82,459 |
| **YUBA CITY** | 1991 | 685,556 | 195,624 | 185,414 | 58,991 | 66,962 | 62,972 | 18,560 | 37,627 | 21,812 | 112,218 | 56,094 | 57,346 | 35,642 |
| | 1987 | 566,062 | 162,470 | 153,742 | 48,005 | 66,934 | 62,792 | 16,972 | 27,339 | 16,046 | 106,839 | 36,117 | 43,284 | 23,448 |
| Sutter | 1991 | 423,486 | 132,554 | 128,905 | 39,769 | 39,615 | 37,063 | 13,212 | 29,448 | 17,794 | 60,254 | 25,879 | 38,911 | 18,938 |
| | 1987 | 337,945 | 107,248 | 104,274 | 30,054 | 35,571 | 33,164 | 11,629 | 20,571 | 12,634 | 55,614 | 17,713 | 28,327 | 12,501 |
| Yuba | 1991 | 262,070 | 63,070 | 56,509 | 19,222 | 27,347 | 25,909 | 5,348 | 8,179 | 4,018 | 51,964 | 30,215 | 18,435 | 16,704 |
| | 1987 | 228,117 | 55,222 | 49,468 | 17,951 | 31,363 | 29,628 | 5,343 | 6,768 | 3,412 | 51,225 | 18,404 | 14,957 | 10,947 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Alameda | 1991 | 9,985,114 | 1,967,017 | 1,797,402 | 1,257,925 | 1,007,758 | 744,084 | 415,830 | 693,815 | 303,259 | 1,897,611 | 471,887 | 466,874 | 594,244 |
| | 1987 | 8,386,448 | 1,695,149 | 1,548,668 | 904,004 | 984,450 | 716,577 | 330,240 | 501,682 | 223,938 | 1,892,813 | 411,206 | 360,019 | 380,682 |
| Alpine | 1991 | 1,812 | 63 | 46 | 321 | 99 | | | | | 92 | | | |
| | 1987 | 1,634 | 93 | 67 | 229 | 143 | | | | | 114 | | | |
| Amador | 1991 | 165,875 | 52,484 | 51,282 | 18,634 | 680 | | 4,745 | 10,593 | 7,078 | 10,574 | 10,789 | 21,024 | 17,066 |
| | 1987 | 134,108 | 46,942 | 45,858 | 13,732 | 1,047 | | 3,572 | 7,810 | 5,199 | 10,873 | 8,092 | 15,928 | 11,272 |
| Butte | 1991 | 1,139,717 | 254,285 | 243,463 | 125,090 | 121,204 | 100,964 | 40,701 | 83,893 | 37,246 | 179,264 | 66,856 | 76,048 | 90,989 |
| | 1987 | 944,236 | 233,729 | 223,736 | 97,826 | 98,037 | 80,887 | 32,047 | 57,474 | 25,969 | 179,359 | 45,522 | 62,032 | 58,290 |
| Calaveras | 1991 | 128,276 | 31,317 | 29,331 | 15,970 | 3,204 | | 3,010 | 8,905 | 5,574 | 3,245 | 16,644 | 23,272 | 9,572 |
| | 1987 | 105,135 | 33,586 | 31,450 | 10,895 | 3,192 | | 2,115 | 6,121 | 3,761 | 4,186 | 11,503 | 18,340 | 5,519 |
| Colusa | 1991 | 73,027 | 27,230 | 26,012 | 12,077 | 141 | | 1,315 | 1,027 | 810 | 7,017 | 12,943 | 2,712 | 5,158 |
| | 1987 | 60,810 | 24,381 | 23,286 | 8,067 | 154 | | 1,311 | 797 | 629 | 7,303 | 10,015 | 2,502 | 3,094 |
| Contra Costa | 1991 | 6,047,366 | 1,294,287 | 1,237,358 | 673,259 | 623,199 | 516,726 | 438,990 | 342,868 | 196,881 | 987,952 | 422,887 | 350,796 | 407,103 |
| | 1987 | 5,071,357 | 1,095,879 | 1,047,467 | 466,869 | 676,366 | 555,610 | 308,804 | 306,470 | 179,406 | 980,214 | 304,043 | 255,213 | 263,134 |
| Del Norte | 1991 | 113,806 | 37,821 | 36,282 | 15,544 | 1,896 | | 4,427 | 2,403 | 1,835 | 2,442 | 14,274 | 13,419 | 11,006 |
| | 1987 | 90,416 | 30,444 | 29,199 | 11,721 | 2,457 | | 3,063 | 2,289 | 1,785 | 2,682 | 10,282 | 10,692 | 7,303 |
| El Dorado | 1991 | 771,293 | 221,112 | 215,847 | 96,785 | 20,725 | 9,210 | 30,735 | 37,565 | 21,128 | 120,032 | 57,276 | 64,970 | 58,367 |
| | 1987 | 632,436 | 174,058 | 169,879 | 73,283 | 21,674 | 9,351 | 22,728 | 26,562 | 15,119 | 103,012 | 49,791 | 55,065 | 46,080 |
| Fresno | 1991 | 4,370,916 | 836,047 | 774,862 | 508,919 | 419,721 | 322,892 | 200,669 | 259,851 | 159,104 | 933,230 | 304,710 | 252,945 | 256,507 |
| | 1987 | 3,641,346 | 807,523 | 748,276 | 351,795 | 398,348 | 302,587 | 155,383 | 199,884 | 125,058 | 837,743 | 218,747 | 178,343 | 195,298 |
| Glenn | 1991 | 101,589 | 33,818 | 31,939 | 9,727 | 2,071 | | 4,017 | 1,550 | 941 | 11,322 | 15,707 | 10,619 | 7,209 |
| | 1987 | 88,692 | 29,419 | 27,779 | 9,450 | 2,395 | | 3,262 | 1,681 | 1,009 | 11,453 | 12,488 | 8,011 | 5,364 |
| Humboldt | 1991 | 793,807 | 171,669 | 162,947 | 89,192 | 50,438 | 37,478 | 45,951 | 32,514 | 18,192 | 108,856 | 78,772 | 65,740 | 73,695 |
| | 1987 | 668,834 | 170,718 | 162,012 | 66,030 | 46,012 | 33,692 | 36,204 | 25,182 | 14,487 | 103,555 | 57,924 | 56,979 | 45,701 |
| Imperial | 1991 | 586,153 | 151,801 | 150,055 | 57,182 | 75,356 | 55,739 | 36,901 | 14,092 | 8,776 | 73,279 | 70,878 | 22,600 | 37,247 |
| | 1987 | 489,984 | 147,183 | 145,461 | 40,665 | 62,888 | 45,840 | 30,164 | 11,446 | 7,284 | 69,787 | 46,710 | 20,653 | 25,213 |
| Inyo | 1991 | 157,985 | 29,154 | 28,024 | 25,085 | 5,044 | | 6,014 | 3,913 | 2,828 | 19,414 | 28,452 | 13,549 | 9,833 |
| | 1987 | 148,395 | 32,277 | 31,019 | 20,614 | 4,908 | | 5,739 | 3,795 | 2,795 | 21,756 | 25,357 | 11,001 | 6,682 |
| Kern | 1991 | 3,524,939 | 692,911 | 655,851 | 382,008 | 358,113 | 269,519 | 128,798 | 185,690 | 94,598 | 665,889 | 344,905 | 247,849 | 250,859 |
| | 1987 | 2,851,022 | 668,748 | 632,854 | 271,640 | 289,779 | 215,136 | 103,079 | 134,312 | 69,897 | 621,813 | 247,412 | 168,651 | 145,196 |
| Kings | 1991 | 423,606 | 96,533 | 94,039 | 54,724 | 36,423 | 31,788 | 19,260 | 18,709 | 11,668 | 68,979 | 47,672 | 18,251 | 32,388 |
| | 1987 | 352,558 | 90,167 | 87,819 | 40,620 | 31,869 | 27,609 | 14,703 | 15,291 | 9,743 | 75,472 | 30,641 | 12,847 | 20,724 |
| Lake | 1991 | 280,635 | 83,208 | 79,214 | 30,566 | 13,059 | 10,269 | 3,273 | 5,462 | 4,082 | 38,717 | 25,312 | 30,954 | 28,288 |
| | 1987 | 230,391 | 81,078 | 77,170 | 20,939 | 13,148 | 10,213 | 2,876 | 4,168 | 3,156 | 34,831 | 17,360 | 20,894 | 18,599 |
| Lassen | 1991 | 123,580 | 23,250 | 22,53[illegible] | 17,218 | 2,705 | | 4,598 | 3,834 | 3,211 | 17,519 | 9,022 | 18,529 | 17,670 |
| | 1987 | 105,326 | 25,714 | 24,917 | 13,887 | 2,913 | | 4,006 | 2,901 | 2,464 | 15,908 | 7,805 | 12,777 | 10,470 |
| Los Angeles | 1991 | 64,813,335 | 12,745,608 | 11,758,709 | 8,524,056 | 6,439,334 | 4,839,687 | 4,269,643 | 4,270,097 | 1,960,448 | 11,743,787 | 3,844,403 | 2,703,429 | 2,783,473 |
| | 1987 | 56,140,723 | 10,911,033 | 10,064,170 | 6,325,628 | 6,298,432 | 4,670,113 | 3,504,443 | 3,537,622 | 1,664,854 | 12,461,410 | 3,013,754 | 2,344,620 | 1,890,921 |
| Madera | 1991 | 396,966 | 124,248 | 119,895 | 44,140 | 15,207 | 9,453 | 12,351 | 9,341 | 5,522 | 60,371 | 38,954 | 28,589 | 33,511 |
| | 1987 | 310,289 | 100,829 | 97,277 | 32,968 | 11,503 | 6,998 | 10,575 | 7,094 | 4,227 | 58,022 | 24,919 | 19,025 | 22,481 |
| Marin | 1991 | 2,355,440 | 499,579 | 455,437 | 311,620 | 194,331 | 160,418 | 191,587 | 170,616 | 94,440 | 345,393 | 104,972 | 157,275 | 159,815 |
| | 1987 | 1,999,695 | 411,313 | 374,895 | 222,900 | 178,838 | 146,220 | 138,903 | 145,587 | 87,713 | 369,616 | 94,611 | 116,407 | 104,651 |
| Mariposa | 1991 | 75,491 | 15,863 | 14,946 | 12,509 | 99 | | 4,804 | 1,437 | 818 | 597 | 9,977 | 7,465 | 1,520 |
| | 1987 | 59,333 | 15,505 | 14,605 | 8,313 | 158 | | 3,270 | 925 | 542 | 602 | 8,093 | 5,403 | 911 |
| Mendocino | 1991 | 573,711 | 171,355 | 162,068 | 73,603 | 26,357 | 18,611 | 16,180 | 25,812 | 13,792 | 61,662 | 48,372 | 45,212 | 54,036 |
| | 1987 | 469,130 | 141,015 | 133,346 | 52,402 | 22,632 | 15,720 | 15,443 | 19,512 | 10,558 | 67,797 | 38,394 | 39,320 | 33,353 |
| Merced | 1991 | 864,597 | 236,969 | 217,216 | 80,422 | 79,168 | 72,732 | 23,362 | 41,502 | 22,711 | 142,017 | 99,014 | 43,709 | 65,219 |
| | 1987 | 715,070 | 182,099 | 166,887 | 62,689 | 72,987 | 66,754 | 20,935 | 28,294 | 15,833 | 145,562 | 79,056 | 33,108 | 43,545 |
| Modoc | 1991 | 39,827 | 10,611 | 10,053 | 5,554 | 440 | | 556 | 1,195 | 711 | 5,882 | 6,803 | 4,012 | 1,528 |
| | 1987 | 34,998 | 9,429 | 8,931 | 4,275 | 516 | | 470 | 936 | 556 | 6,209 | 4,738 | 4,268 | 1,249 |
| Mono | 1991 | 81,297 | 21,031 | 20,798 | 22,445 | 174 | | 3,560 | 517 | 384 | 276 | 15,302 | 2,138 | 2,253 |
| | 1987 | 77,013 | 19,667 | 19,445 | 23,005 | 223 | | 3,216 | 868 | 642 | 433 | 12,057 | 2,773 | 1,560 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1991<br>U.S. CENSUS 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **CALIFORNIA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Monterey | 1991 | 2,334,631 | 426,738 | 361,937 | 337,408 | 237,295 | 221,948 | 142,039 | 129,941 | 64,918 | 382,298 | 189,665 | 92,019 | 145,387 |
| | 1987 | 1,989,981 | 368,667 | 312,622 | 253,040 | 214,965 | 200,321 | 114,675 | 104,088 | 53,087 | 396,040 | 139,833 | 87,974 | 90,020 |
| Napa | 1991 | 733,768 | 157,232 | 146,660 | 119,447 | 47,063 | 40,011 | 26,989 | 35,345 | 19,433 | 106,962 | 55,774 | 69,536 | 47,493 |
| | 1987 | 611,250 | 149,702 | 139,609 | 82,786 | 45,083 | 37,995 | 20,942 | 27,145 | 15,156 | 103,215 | 44,460 | 52,815 | 34,451 |
| Nevada | 1991 | 494,632 | 138,752 | 133,727 | 54,135 | 19,508 | 15,665 | 19,988 | 28,983 | 19,853 | 44,771 | 47,352 | 46,226 | 36,872 |
| | 1987 | 396,218 | 106,533 | 102,654 | 38,487 | 16,331 | 12,968 | 14,775 | 20,713 | 14,222 | 50,485 | 37,353 | 37,894 | 27,863 |
| Orange | 1991 | 20,628,144 | 3,527,474 | 3,281,986 | 2,743,687 | 2,386,615 | 1,831,123 | 1,349,349 | 1,295,860 | 646,768 | 4,285,023 | 1,101,068 | 998,402 | 828,674 |
| | 1987 | 18,099,062 | 3,205,303 | 2,981,641 | 2,148,848 | 2,226,498 | 1,686,876 | 1,049,986 | 1,204,877 | 616,097 | 4,135,666 | 929,424 | 914,861 | 554,340 |
| Placer | 1991 | 1,580,019 | 324,055 | 312,006 | 171,909 | 54,010 | 38,960 | 61,232 | 58,126 | 38,394 | 501,181 | 111,715 | 127,048 | 77,990 |
| | 1987 | 1,222,145 | 245,083 | 235,923 | 121,695 | 37,873 | 26,905 | 40,110 | 38,143 | 25,490 | 424,853 | 88,544 | 99,179 | 57,017 |
| Plumas | 1991 | 115,930 | 30,211 | 28,876 | 14,150 | 2,380 | | 2,671 | 2,476 | 1,695 | 13,978 | 18,163 | 10,595 | 9,710 |
| | 1987 | 96,006 | 28,630 | 27,359 | 10,261 | 2,344 | | 2,144 | 2,151 | 1,479 | 15,740 | 11,080 | 8,820 | 5,828 |
| Riverside | 1991 | 7,572,457 | 1,701,591 | 1,629,150 | 885,742 | 728,804 | 634,197 | 286,890 | 358,306 | 194,398 | 1,396,119 | 615,202 | 489,529 | 331,659 |
| | 1987 | 6,032,032 | 1,339,963 | 1,282,661 | 610,354 | 645,633 | 557,783 | 220,122 | 272,601 | 150,689 | 1,432,456 | 417,898 | 378,569 | 198,610 |
| Sacramento | 1991 | 8,301,894 | 1,550,395 | 1,468,954 | 1,007,841 | 1,068,537 | 776,312 | 359,763 | 532,392 | 293,409 | 1,745,773 | 467,529 | 481,468 | 375,893 |
| | 1987 | 6,752,847 | 1,317,674 | 1,248,207 | 699,861 | 1,050,632 | 752,083 | 284,934 | 401,085 | 225,025 | 1,506,236 | 370,768 | 325,313 | 271,336 |
| San Benito | 1991 | 162,317 | 40,580 | 38,831 | 20,290 | 1,466 | | 7,015 | 5,838 | 4,689 | 24,621 | 19,527 | 18,765 | 16,021 |
| | 1987 | 132,061 | 38,375 | 36,714 | 13,058 | 1,509 | | 6,134 | 4,002 | 3,240 | 25,861 | 13,064 | 11,966 | 9,107 |
| San Bernardino | 1991 | 9,303,084 | 1,903,280 | 1,822,374 | 978,731 | 1,456,249 | 1,082,263 | 437,356 | 415,876 | 197,593 | 1,619,109 | 732,646 | 726,962 | 385,632 |
| | 1987 | 7,288,951 | 1,512,857 | 1,448,258 | 692,703 | 1,093,455 | 801,343 | 299,182 | 358,033 | 174,327 | 1,533,423 | 582,665 | 505,386 | 227,285 |
| San Diego | 1991 | 18,711,578 | 3,509,674 | 3,232,638 | 2,335,486 | 2,212,008 | 1,536,659 | 1,092,045 | 1,244,208 | 705,548 | 3,652,912 | 1,141,032 | 956,592 | 812,587 |
| | 1987 | 15,641,639 | 2,880,667 | 2,652,752 | 1,712,486 | 2,053,301 | 1,402,686 | 852,060 | 1,003,095 | 580,356 | 3,531,912 | 918,546 | 805,601 | 499,807 |
| San Francisco | 1991 | 6,749,675 | 1,195,591 | 889,303 | 1,546,796 | 595,031 | 487,987 | 698,497 | 377,036 | 185,240 | 455,022 | 234,464 | 242,502 | 312,720 |
| | 1987 | 5,726,676 | 1,047,096 | 778,694 | 1,148,085 | 577,588 | 469,027 | 547,187 | 336,673 | 169,330 | 530,478 | 206,733 | 189,086 | 205,561 |
| San Joaquin | 1991 | 3,024,262 | 675,211 | 632,224 | 348,190 | 328,620 | 250,051 | 122,452 | 157,839 | 85,504 | 558,848 | 234,952 | 168,802 | 197,048 |
| | 1987 | 2,443,081 | 525,524 | 491,969 | 242,861 | 277,552 | 208,456 | 89,940 | 117,323 | 64,757 | 563,396 | 181,094 | 132,030 | 137,186 |
| San Luis Obispo | 1991 | 1,523,637 | 362,763 | 342,999 | 196,000 | 109,688 | 92,209 | 47,961 | 75,913 | 36,604 | 222,119 | 117,520 | 120,594 | 94,825 |
| | 1987 | 1,277,668 | 306,334 | 289,586 | 168,036 | 91,363 | 76,105 | 43,062 | 57,910 | 28,676 | 222,644 | 92,835 | 92,085 | 60,196 |
| San Mateo | 1991 | 6,229,527 | 1,156,636 | 1,049,315 | 772,249 | 845,571 | 590,240 | 409,747 | 474,603 | 195,923 | 999,191 | 365,873 | 286,272 | 336,700 |
| | 1987 | 5,137,834 | 947,573 | 859,478 | 595,839 | 726,000 | 498,503 | 290,731 | 351,280 | 149,884 | 1,053,572 | 282,716 | 190,943 | 240,009 |
| Santa Barbara | 1991 | 2,847,563 | 659,294 | 609,360 | 406,871 | 212,741 | 191,731 | 199,318 | 175,775 | 93,125 | 386,152 | 227,503 | 144,064 | 170,304 |
| | 1987 | 2,376,635 | 567,317 | 524,244 | 291,954 | 189,403 | 169,772 | 133,726 | 136,186 | 73,686 | 417,790 | 176,303 | 119,957 | 104,168 |
| Santa Clara | 1991 | 12,321,308 | 2,077,977 | 1,918,822 | 1,531,440 | 1,394,932 | 1,048,214 | 891,274 | 970,315 | 394,467 | 2,208,927 | 636,063 | 642,014 | 740,042 |
| | 1987 | 10,501,905 | 1,905,825 | 1,759,503 | 1,114,372 | 1,337,914 | 991,836 | 639,173 | 731,104 | 305,995 | 2,223,056 | 531,576 | 480,789 | 461,105 |
| Santa Cruz | 1991 | 1,899,989 | 414,535 | 375,032 | 234,696 | 115,632 | 103,843 | 62,283 | 79,724 | 46,877 | 450,351 | 94,724 | 106,272 | 118,006 |
| | 1987 | 1,577,990 | 363,574 | 328,862 | 175,014 | 105,817 | 94,479 | 52,761 | 71,171 | 42,855 | 399,804 | 75,623 | 101,506 | 71,879 |
| Shasta | 1991 | 1,125,579 | 281,333 | 266,692 | 109,224 | 97,826 | 89,794 | 33,566 | 55,599 | 28,645 | 199,604 | 98,142 | 84,487 | 81,106 |
| | 1987 | 904,162 | 217,960 | 206,576 | 73,828 | 89,594 | 81,848 | 26,780 | 38,557 | 20,383 | 187,592 | 78,800 | 66,960 | 58,528 |
| Sierra | 1991 | 9,386 | 3,194 | 2,997 | 1,976 | | | 66 | 370 | 370 | 205 | 1,672 | 502 | 230 |
| | 1987 | 8,213 | 2,982 | 2,797 | 1,435 | | | 77 | 322 | 322 | 378 | 1,154 | 735 | 301 |
| Siskiyou | 1991 | 267,812 | 88,170 | 77,519 | 30,457 | 2,520 | | 8,235 | 6,044 | 5,091 | 24,920 | 42,316 | 19,254 | 23,879 |
| | 1987 | 216,421 | 70,184 | 61,693 | 22,996 | 3,008 | | 7,705 | 5,346 | 4,513 | 23,557 | 33,168 | 14,895 | 18,124 |
| Solano | 1991 | 2,051,572 | 443,702 | 415,072 | 219,452 | 254,146 | 243,301 | 71,230 | 108,418 | 53,731 | 389,825 | 191,597 | 133,293 | 111,684 |
| | 1987 | 1,619,986 | 364,592 | 340,998 | 169,104 | 199,718 | 190,743 | 51,262 | 76,828 | 38,842 | 361,035 | 129,772 | 88,330 | 83,944 |
| Sonoma | 1991 | 3,181,423 | 736,939 | 689,782 | 350,596 | 341,137 | 277,527 | 136,407 | 180,164 | 103,356 | 485,749 | 188,919 | 272,225 | 179,121 |
| | 1987 | 2,562,400 | 578,836 | 541,687 | 242,895 | 294,317 | 236,988 | 98,953 | 145,779 | 85,412 | 464,468 | 155,606 | 213,697 | 132,040 |
| Stanislaus | 1991 | 2,543,335 | 585,478 | 552,695 | 253,344 | 281,629 | 249,576 | 87,592 | 155,210 | 95,005 | 441,693 | 133,973 | 172,995 | 241,019 |
| | 1987 | 2,036,770 | 449,524 | 424,268 | 182,182 | 255,132 | 224,659 | 74,522 | 123,698 | 77,284 | 395,416 | 110,459 | 144,331 | 141,805 |
| Sutter | 1991 | 423,486 | 132,554 | 128,905 | 39,769 | 39,615 | 37,063 | 13,212 | 29,448 | 17,794 | 60,254 | 25,879 | 38,911 | 18,938 |
| | 1987 | 337,945 | 107,248 | 104,274 | 30,054 | 35,571 | 33,164 | 11,629 | 20,571 | 12,634 | 55,614 | 17,713 | 28,327 | 12,501 |
| Tehama | 1991 | 306,467 | 85,127 | 80,616 | 32,064 | 6,952 | 4,807 | 3,360 | 8,810 | 4,612 | 59,413 | 55,298 | 17,218 | 18,602 |
| | 1987 | 240,367 | 63,048 | 59,695 | 21,523 | 8,516 | 5,783 | 4,025 | 7,662 | 3,959 | 51,319 | 42,209 | 13,696 | 13,188 |
| Trinity | 1991 | 47,480 | 19,273 | 18,292 | 8,358 | 2,064 | | 1,225 | 569 | 341 | 3,391 | 5,763 | 2,368 | 1,332 |
| | 1987 | 40,041 | 16,543 | 15,698 | 5,803 | 2,163 | | 807 | 821 | 489 | 2,765 | 4,564 | 2,435 | 1,540 |
| Tulare | 1991 | 1,658,574 | 470,192 | 442,201 | 134,623 | 142,190 | 125,155 | 63,087 | 91,366 | 43,572 | 262,086 | 107,015 | 115,901 | 131,878 |
| | 1987 | 1,368,142 | 381,894 | 359,088 | 107,768 | 130,648 | 114,208 | 53,775 | 67,448 | 32,799 | 272,246 | 85,247 | 83,542 | 82,459 |
| Tuolumne | 1991 | 296,656 | 75,751 | 71,387 | 41,744 | 8,474 | 6,425 | 13,672 | 14,304 | 9,438 | 31,939 | 25,471 | 20,977 | 38,434 |
| | 1987 | 238,202 | 68,192 | 64,251 | 30,902 | 7,436 | 5,563 | 10,817 | 10,237 | 6,776 | 29,734 | 20,286 | 16,395 | 23,561 |
| Ventura | 1991 | 5,313,922 | 950,071 | 897,233 | 537,365 | 702,968 | 505,369 | 218,131 | 279,986 | 145,130 | 1,164,280 | 338,396 | 319,627 | 248,973 |
| | 1987 | 4,376,579 | 834,846 | 788,259 | 397,535 | 587,710 | 416,118 | 162,231 | 217,165 | 115,255 | 1,120,142 | 274,720 | 212,505 | 154,184 |
| Yolo | 1991 | 858,958 | 238,322 | 230,470 | 95,936 | 56,819 | 41,264 | 24,940 | 22,907 | 10,174 | 156,314 | 94,048 | 33,928 | 64,100 |
| | 1987 | 687,532 | 179,690 | 173,735 | 80,125 | 37,446 | 26,788 | 21,943 | 48,415 | 8,355 | 156,191 | 70,553 | 30,064 | 44,615 |
| Yuba | 1991 | 262,070 | 63,070 | 56,509 | 19,222 | 27,347 | 25,909 | 5,348 | 8,179 | 4,018 | 51,964 | 30,215 | 18,435 | 16,704 |
| | 1987 | 228,117 | 55,222 | 49,468 | 17,951 | 31,363 | 29,628 | 5,343 | 6,768 | 3,412 | 51,225 | 18,404 | 14,957 | 10,947 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1991<br>U.S. CENSUS 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **CALIFORNIA (continued)** | | | | | | | | | | | | | | |
| **TOTAL METRO COUNTIES** | **1991** | **213,529,535** | **41,929,159** | **38,765,465** | **27,140,108** | **22,890,338** | **17,464,729** | **12,533,062** | **13,322,520** | **6,552,837** | **38,974,812** | **13,133,304** | **11,085,179** | **10,640,234** |
| | 1987 | 179,905,994 | 35,726,168 | 33,009,608 | 19,967,974 | 21,262,124 | 16,015,444 | 9,728,529 | 10,805,920 | 5,443,897 | 38,907,368 | 10,348,599 | 8,840,180 | 7,001,594 |
| **TOTAL STATE** | **1991** | **220,871,295** | **43,854,436** | **40,600,174** | **28,043,773** | **23,276,783** | **17,747,173** | **12,808,217** | **13,607,131** | **6,721,752** | **39,890,413** | **13,916,259** | **11,669,763** | **11,222,119** |
| | 1987 | 185,978,237 | 37,425,436 | 34,629,696 | 20,658,287 | 21,600,952 | 16,255,935 | 9,958,064 | 11,025,902 | 5,576,410 | 39,820,834 | 10,930,690 | 9,300,514 | 7,380,797 |
| **COLORADO** | | | | | | | | | | | | | | |
| **BOULDER - LONGMONT** | **1991** | **2,012,188** | **443,977** | **428,040** | **222,162** | **199,035** | **182,075** | **93,884** | **94,774** | **38,353** | **387,164** | **119,361** | **128,394** | **46,844** |
| | 1987 | 1,638,077 | 341,282 | 328,965 | 179,971 | 156,156 | 142,179 | 66,089 | 78,725 | 32,482 | 377,734 | 106,980 | 91,520 | 34,955 |
| Boulder | 1991 | 2,012,188 | 443,977 | 428,040 | 222,162 | 199,035 | 182,075 | 93,884 | 94,774 | 38,353 | 387,164 | 119,361 | 128,394 | 46,844 |
| | 1987 | 1,638,077 | 341,282 | 328,965 | 179,971 | 156,156 | 142,179 | 66,089 | 78,725 | 32,482 | 377,734 | 106,980 | 91,520 | 34,955 |
| **COLORADO SPRINGS** | **1991** | **2,900,348** | **506,874** | **491,659** | **298,173** | **375,540** | **295,292** | **135,905** | **167,147** | **91,101** | **610,535** | **196,385** | **174,244** | **67,981** |
| | 1987 | 2,423,317 | 401,069 | 388,952 | 244,197 | 308,254 | 239,550 | 103,670 | 141,497 | 78,531 | 588,399 | 174,715 | 124,848 | 43,762 |
| El Paso | 1991 | 2,900,348 | 506,874 | 491,659 | 298,173 | 375,540 | 295,292 | 135,905 | 167,147 | 91,101 | 610,535 | 196,385 | 174,244 | 67,981 |
| | 1987 | 2,423,317 | 401,069 | 388,952 | 244,197 | 308,254 | 239,550 | 103,670 | 141,497 | 78,531 | 588,399 | 174,715 | 124,848 | 43,762 |
| **DENVER** | **1991** | **13,431,097** | **2,820,470** | **2,717,161** | **1,505,129** | **1,910,910** | **1,528,132** | **652,586** | **800,299** | **403,219** | **2,566,844** | **883,839** | **539,510** | **291,166** |
| | 1987 | 11,390,715 | 2,269,020 | 2,186,614 | 1,274,150 | 1,530,403 | 1,198,618 | 512,651 | 661,928 | 338,393 | 2,460,895 | 799,872 | 468,095 | 218,737 |
| Adams | 1991 | 2,030,428 | 388,527 | 380,059 | 181,291 | 326,326 | 180,730 | 61,085 | 114,880 | 78,942 | 508,214 | 130,112 | 103,365 | 40,980 |
| | 1987 | 1,777,932 | 342,565 | 335,032 | 148,265 | 309,224 | 167,120 | 48,469 | 95,530 | 66,853 | 450,230 | 133,055 | 78,059 | 31,489 |
| Arapahoe | 1991 | 4,165,218 | 753,229 | 717,513 | 302,949 | 749,685 | 618,870 | 188,510 | 157,041 | 61,125 | 1,063,601 | 276,333 | 186,394 | 70,500 |
| | 1987 | 3,347,466 | 540,471 | 514,741 | 265,359 | 536,232 | 438,448 | 154,874 | 139,185 | 55,604 | 949,123 | 233,878 | 149,057 | 53,222 |
| Denver | 1991 | 3,769,495 | 888,180 | 851,671 | 625,895 | 425,572 | 383,310 | 239,928 | 303,930 | 166,021 | 338,422 | 226,509 | 122,712 | 94,814 |
| | 1987 | 3,300,753 | 733,830 | 703,525 | 546,941 | 344,711 | 308,759 | 185,362 | 244,752 | 135,840 | 378,187 | 212,082 | 129,133 | 72,163 |
| Douglas | 1991 | 208,825 | 66,451 | 65,207 | 19,160 | 9,804 | 9,154 | 8,222 | 22,021 | 14,822 | 14,971 | 22,261 | 18,072 | 2,633 |
| | 1987 | 156,529 | 49,802 | 48,860 | 14,894 | 5,968 | 5,553 | 4,830 | 13,700 | 9,424 | 16,526 | 17,763 | 15,327 | 2,359 |
| Jefferson | 1991 | 3,257,131 | 724,083 | 702,711 | 375,834 | 399,523 | 336,068 | 154,841 | 202,427 | 82,309 | 641,636 | 228,624 | 108,967 | 82,239 |
| | 1987 | 2,808,035 | 602,352 | 584,456 | 298,691 | 334,268 | 278,738 | 119,116 | 168,761 | 70,672 | 666,829 | 203,094 | 96,519 | 59,504 |
| ***DENVER - BOULDER CONSOLIDATED AREA*** | ***1991*** | ***15,443,285*** | ***3,264,447*** | ***3,145,201*** | ***1,727,291*** | ***2,109,945*** | ***1,710,207*** | ***746,470*** | ***895,073*** | ***441,572*** | ***2,954,008*** | ***1,003,200*** | ***667,904*** | ***338,010*** |
| | *1987* | *13,028,792* | *2,610,302* | *2,515,579* | *1,454,121* | *1,686,559* | *1,340,797* | *578,740* | *740,653* | *370,875* | *2,838,629* | *906,852* | *559,615* | *253,692* |
| **FORT COLLINS - LOVELAND** | **1991** | **1,430,687** | **303,856** | **296,873** | **155,311** | **147,829** | **122,398** | **50,616** | **76,031** | **40,195** | **248,501** | **107,868** | **112,572** | **34,790** |
| | 1987 | 1,136,816 | 230,331 | 224,993 | 119,953 | 110,231 | 90,407 | 39,937 | 60,288 | 32,330 | 248,245 | 91,664 | 78,113 | 22,253 |
| Larimer | 1991 | 1,430,687 | 303,856 | 296,873 | 155,311 | 147,829 | 122,398 | 50,616 | 76,031 | 40,195 | 248,501 | 107,868 | 112,572 | 34,790 |
| | 1987 | 1,136,816 | 230,331 | 224,993 | 119,953 | 110,231 | 90,407 | 39,937 | 60,288 | 32,330 | 248,245 | 91,664 | 78,113 | 22,253 |
| **GREELEY** | **1991** | **697,313** | **180,712** | **175,579** | **71,034** | **99,794** | **77,437** | **17,785** | **23,739** | **11,452** | **154,496** | **45,002** | **39,669** | **17,103** |
| | 1987 | 590,989 | 144,088 | 139,967 | 58,217 | 80,513 | 61,711 | 16,296 | 23,165 | 11,451 | 141,197 | 46,441 | 29,589 | 12,201 |
| Weld | 1991 | 697,313 | 180,712 | 175,579 | 71,034 | 99,794 | 77,437 | 17,785 | 23,739 | 11,452 | 154,496 | 45,002 | 39,669 | 17,103 |
| | 1987 | 590,989 | 144,088 | 139,967 | 58,217 | 80,513 | 61,711 | 16,296 | 23,165 | 11,451 | 141,197 | 46,441 | 29,589 | 12,201 |
| **PUEBLO** | **1991** | **806,986** | **205,323** | **197,529** | **89,381** | **121,938** | **103,749** | **24,917** | **40,943** | **20,273** | **156,826** | **44,270** | **46,114** | **20,785** |
| | 1987 | 690,939 | 159,761 | 153,666 | 72,798 | 100,210 | 84,564 | 22,059 | 36,862 | 18,640 | 162,305 | 42,780 | 34,343 | 16,882 |
| Pueblo | 1991 | 806,986 | 205,323 | 197,529 | 89,381 | 121,938 | 103,749 | 24,917 | 40,943 | 20,273 | 156,826 | 44,270 | 46,114 | 20,785 |
| | 1987 | 690,939 | 159,761 | 153,666 | 72,798 | 100,210 | 84,564 | 22,059 | 36,862 | 18,640 | 162,305 | 42,780 | 34,343 | 16,882 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Adams | 1991 | 2,030,428 | 388,527 | 380,059 | 181,291 | 326,326 | 180,730 | 61,085 | 114,880 | 78,942 | 508,214 | 130,112 | 103,365 | 40,980 |
| | 1987 | 1,777,932 | 342,565 | 335,032 | 148,265 | 309,224 | 167,120 | 48,469 | 95,530 | 66,853 | 450,230 | 133,055 | 78,059 | 31,489 |
| Alamosa | 1991 | 101,354 | 21,994 | 21,529 | 12,149 | 28,765 | 27,992 | 3,398 | 2,447 | 1,617 | 13,306 | 2,987 | 9,259 | 337 |
| | 1987 | 84,671 | 19,234 | 18,824 | 9,499 | 19,049 | 18,508 | 3,560 | 2,495 | 1,636 | 13,667 | 3,162 | 7,790 | 271 |
| Arapahoe | 1991 | 4,165,218 | 753,229 | 717,513 | 302,949 | 749,685 | 618,870 | 188,510 | 157,041 | 61,125 | 1,063,601 | 276,333 | 186,394 | 70,500 |
| | 1987 | 3,347,466 | 540,471 | 514,741 | 265,359 | 536,232 | 438,448 | 154,874 | 139,185 | 55,604 | 949,123 | 233,878 | 149,057 | 53,222 |
| Archuleta | 1991 | 39,095 | 16,067 | 15,364 | 2,981 | | | 1,579 | 1,676 | 1,398 | 991 | 1,234 | 11,286 | 681 |
| | 1987 | 32,639 | 12,177 | 11,642 | 2,682 | | | 1,364 | 1,163 | 979 | 1,555 | 1,688 | 8,963 | 611 |
| Baca | 1991 | 20,805 | 3,980 | 3,817 | 828 | 1,502 | | 896 | 61 | | 4,282 | 1,743 | 1,826 | 775 |
| | 1987 | 20,123 | 3,049 | 2,924 | 864 | 1,354 | | 627 | 80 | | 4,256 | 3,393 | 2,323 | 635 |
| Bent | 1991 | 12,549 | 4,157 | 4,032 | 706 | 462 | | 303 | 64 | | 2,449 | 677 | 1,036 | 837 |
| | 1987 | 13,489 | 4,225 | 4,097 | 630 | 632 | | 284 | 78 | | 3,008 | 921 | 1,014 | 886 |
| Boulder | 1991 | 2,012,188 | 443,977 | 428,040 | 222,162 | 199,035 | 182,075 | 93,884 | 94,774 | 38,353 | 387,164 | 119,361 | 128,394 | 46,844 |
| | 1987 | 1,638,077 | 341,282 | 328,965 | 179,971 | 156,156 | 142,179 | 66,089 | 78,725 | 32,482 | 377,734 | 106,980 | 91,520 | 34,955 |
| Chaffee | 1991 | 75,996 | 15,025 | 14,288 | 7,085 | 12,576 | 9,926 | 2,275 | 2,092 | 1,785 | 13,558 | 10,184 | 5,106 | 686 |
| | 1987 | 71,596 | 15,692 | 14,919 | 6,310 | 10,101 | 7,883 | 1,751 | 1,768 | 1,505 | 13,941 | 8,876 | 4,383 | 772 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1991
U.S. CENSUS: 1987

| METRO AREA<br>County | Year | Total Retail Sales ($000) | Food Stores Total ($000) | Food Stores Supermarkets ($000) | Eating & Drinking Places Total ($000) | General Merchandise Stores Total ($000) | General Merchandise Stores Department Stores ($000) | Apparel & Accessories Stores Total ($000) | Furniture/Home Furnishings/Appliance Stores Total ($000) | Furniture/Home Furnishings/Appliance Stores Furniture & Home Furn. ($000) | Automotive Dealers Total ($000) | Gasoline Service Stations Total ($000) | Bldg. Mtls. & Hardware Dealers Total ($000) | Drugstores Total ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **COLORADO (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Cheyenne | 1991 | 5,952 | 421 | 387 | 926 | | | 48 | 43 | | 1,556 | 2,026 | 407 | 74 |
| | 1987 | 5,467 | 439 | 403 | 796 | | | 45 | 77 | | 1,336 | 1,813 | 420 | 85 |
| Clear Creek | 1991 | 29,024 | 8,988 | 8,456 | 7,940 | 533 | | 805 | 230 | | 1,403 | 3,746 | 438 | 603 |
| | 1987 | 26,830 | 7,604 | 7,152 | 6,892 | 515 | | 539 | 196 | | 1,638 | 4,804 | 633 | 578 |
| Conejos | 1991 | 16,952 | 6,684 | 6,432 | 935 | 208 | | 59 | 151 | | 967 | 3,630 | 1,660 | 1,079 |
| | 1987 | 14,435 | 5,747 | 5,529 | 662 | 246 | | 56 | 151 | | 833 | 3,190 | 1,296 | 1,153 |
| Costilla | 1991 | 2,102 | 190 | 184 | 286 | 236 | | | | | 63 | 1,149 | 50 | |
| | 1987 | 2,239 | 280 | 271 | 325 | 271 | | | | | 103 | 965 | 95 | |
| Crowley | 1991 | 5,530 | 2,437 | 2,368 | 527 | | | 73 | 35 | | 1,566 | 39 | 108 | 456 |
| | 1987 | 4,577 | 1,727 | 1,678 | 523 | | | 103 | 54 | | 1,087 | 47 | 137 | 483 |
| Custer | 1991 | 5,506 | 1,361 | 1,267 | 524 | 1,545 | | | 39 | | 205 | 237 | 375 | 118 |
| | 1987 | 4,675 | 1,159 | 1,079 | 337 | 1,295 | | | 54 | | 154 | 360 | 308 | 84 |
| Delta | 1991 | 77,912 | 28,239 | 27,839 | 5,959 | 7,952 | 3,781 | 834 | 2,107 | 1,651 | 10,168 | 6,977 | 4,416 | 4,409 |
| | 1987 | 70,916 | 22,934 | 22,605 | 4,919 | 6,420 | 2,969 | 1,607 | 2,185 | 1,722 | 11,639 | 7,316 | 4,340 | 3,093 |
| Denver | 1991 | 3,769,495 | 888,180 | 851,671 | 625,895 | 425,572 | 383,310 | 239,928 | 303,930 | 166,021 | 338,422 | 226,509 | 122,712 | 94,814 |
| | 1987 | 3,300,753 | 733,830 | 703,525 | 546,941 | 344,711 | 308,759 | 185,362 | 244,752 | 135,840 | 378,187 | 212,082 | 129,133 | 72,163 |
| Dolores | 1991 | 4,639 | 781 | 738 | 400 | | | | 31 | | 1,894 | 602 | | |
| | 1987 | 4,364 | 1,219 | 1,152 | 297 | | | | 46 | | 1,480 | 510 | | |
| Douglas | 1991 | 208,825 | 66,451 | 65,207 | 19,160 | 9,804 | 9,154 | 8,222 | 22,021 | 14,822 | 14,971 | 22,261 | 18,072 | 2,633 |
| | 1987 | 156,529 | 49,802 | 48,860 | 14,894 | 5,968 | 5,553 | 4,830 | 13,700 | 9,424 | 16,526 | 17,763 | 15,327 | 2,359 |
| Eagle | 1991 | 272,319 | 49,126 | 48,623 | 64,475 | 1,354 | | 36,893 | 9,842 | 8,016 | 1,305 | 10,550 | 28,687 | 6,261 |
| | 1987 | 219,580 | 42,007 | 41,568 | 51,656 | 887 | | 26,325 | 7,492 | 6,132 | 1,473 | 11,337 | 21,565 | 4,803 |
| Elbert | 1991 | 15,770 | 2,735 | 2,658 | 1,185 | | | 86 | 131 | | 1,319 | 5,203 | 1,100 | 342 |
| | 1987 | 12,425 | 3,000 | 2,914 | 923 | | | 79 | 134 | | 1,140 | 3,659 | 753 | 252 |
| El Paso | 1991 | 2,900,348 | 506,874 | 491,659 | 298,173 | 375,540 | 295,292 | 135,905 | 167,147 | 91,101 | 610,535 | 196,385 | 174,244 | 67,981 |
| | 1987 | 2,423,317 | 401,069 | 388,952 | 244,197 | 308,254 | 239,550 | 103,670 | 141,497 | 78,531 | 588,399 | 174,715 | 124,848 | 43,762 |
| Fremont | 1991 | 119,324 | 33,846 | 32,798 | 16,577 | 7,662 | 2,411 | 3,237 | 2,367 | 1,496 | 18,961 | 8,175 | 14,387 | 5,396 |
| | 1987 | 105,847 | 30,528 | 29,576 | 13,223 | 7,179 | 2,176 | 3,126 | 2,465 | 1,580 | 20,321 | 7,395 | 9,605 | 4,161 |
| Garfield | 1991 | 259,384 | 59,004 | 57,058 | 24,661 | 14,025 | 5,656 | 6,003 | 7,490 | 3,807 | 74,996 | 26,384 | 14,078 | 12,967 |
| | 1987 | 218,799 | 49,261 | 47,627 | 21,804 | 11,714 | 4,577 | 5,199 | 6,871 | 3,532 | 64,747 | 21,904 | 11,090 | 8,742 |
| Gilpin | 1991 | 6,322 | 169 | 122 | 1,329 | | | 344 | 18 | | 429 | 105 | 275 | 815 |
| | 1987 | 5,170 | 250 | 181 | 1,227 | | | 205 | 19 | | 311 | 93 | 314 | 460 |
| Grand | 1991 | 64,136 | 19,579 | 18,509 | 12,181 | 892 | | 2,855 | 457 | 227 | 4,527 | 3,391 | 4,576 | 2,979 |
| | 1987 | 55,782 | 16,336 | 15,440 | 10,116 | 750 | | 1,785 | 524 | 271 | 4,837 | 4,221 | 3,462 | 2,218 |
| Gunnison | 1991 | 66,479 | 15,322 | 15,245 | 9,050 | 6,047 | 3,870 | 2,702 | 902 | 675 | 8,591 | 6,339 | 5,700 | 961 |
| | 1987 | 60,311 | 13,984 | 13,911 | 9,504 | 3,903 | 2,451 | 2,202 | 901 | 678 | 8,634 | 6,270 | 4,430 | 1,092 |
| Hinsdale | 1991 | 3,263 | 418 | 401 | 1,416 | | | | | | 77 | 158 | 733 | |
| | 1987 | 2,717 | 556 | 533 | 840 | | | | | | 101 | 222 | 639 | |
| Huerfano | 1991 | 22,890 | 8,209 | 7,911 | 2,226 | | | 425 | 109 | | 2,517 | 3,824 | 1,511 | 114 |
| | 1987 | 22,487 | 8,263 | 7,961 | 2,064 | | | 373 | 217 | | 2,648 | 4,270 | 1,457 | 103 |
| Jackson | 1991 | 6,077 | 1,671 | 1,600 | 1,356 | | | 91 | 64 | | 1,920 | 521 | 33 | |
| | 1987 | 6,576 | 2,442 | 2,338 | 826 | | | 189 | 92 | | 1,616 | 751 | 54 | |
| Jefferson | 1991 | 3,257,131 | 724,083 | 702,711 | 375,834 | 399,523 | 336,068 | 154,841 | 202,427 | 82,309 | 641,636 | 228,624 | 108,967 | 82,239 |
| | 1987 | 2,808,035 | 602,352 | 584,456 | 298,691 | 334,268 | 278,738 | 119,116 | 168,761 | 70,672 | 666,829 | 203,094 | 96,519 | 59,504 |
| Kiowa | 1991 | 3,395 | 1,448 | 1,337 | 153 | | | | 47 | | 353 | 320 | 192 | 383 |
| | 1987 | 3,394 | 1,275 | 1,177 | 225 | | | | 65 | | 363 | 367 | 312 | 378 |
| Kit Carson | 1991 | 47,075 | 12,925 | 12,517 | 1,673 | 1,907 | | 1,674 | 1,264 | | 13,885 | 4,091 | 5,253 | 2,823 |
| | 1987 | 43,622 | 11,543 | 11,176 | 1,693 | 1,852 | | 1,317 | 1,053 | | 13,795 | 4,381 | 4,208 | 2,187 |
| Lake | 1991 | 22,622 | 8,092 | 7,856 | 3,692 | 119 | | 229 | 82 | | 836 | 2,883 | 2,975 | 629 |
| | 1987 | 23,469 | 8,028 | 7 792 | 3,367 | 168 | | 199 | 172 | | 1,259 | 3,754 | 2,628 | 1,056 |
| La Plata | 1991 | 260,604 | 74,265 | 70,262 | 32,002 | 14,641 | 8,868 | 8,553 | 10,121 | 6,436 | 43,942 | 10,797 | 25,973 | 12,208 |
| | 1987 | 218,591 | 59,462 | 56,246 | 27,606 | 11,977 | 7,100 | 7,427 | 9,750 | 6,276 | 40,716 | 12,473 | 17,865 | 7,199 |
| Larimer | 1991 | 1,430,687 | 303,856 | 296,873 | 155,311 | 147,829 | 122,398 | 50,616 | 76,031 | 40,195 | 248,501 | 107,868 | 112,572 | 34,790 |
| | 1987 | 1,136,816 | 230,331 | 224,993 | 119,953 | 110,231 | 90,407 | 39,937 | 60,288 | 32,330 | 248,245 | 91,664 | 78,113 | 22,253 |
| Las Animas | 1991 | 63,287 | 19,992 | 19,331 | 3,984 | 9,127 | 6,334 | 535 | 2,224 | 2,014 | 10,334 | 8,204 | 3,391 | 1,716 |
| | 1987 | 53,137 | 16,329 | 15,786 | 3,374 | 6,437 | 4,393 | 620 | 1,916 | 1,750 | 10,226 | 6,090 | 2,681 | 1,504 |
| Lincoln | 1991 | 41,249 | 6,138 | 5,932 | 10,761 | | | 355 | 451 | 82 | 5,720 | 14,481 | 835 | 848 |
| | 1987 | 37,718 | 5,281 | 5,103 | 8,049 | | | 266 | 372 | 73 | 5,701 | 15,209 | 719 | 814 |
| Logan | 1991 | 117,187 | 17,840 | 17,417 | 12,095 | 20,412 | 19,349 | 5,530 | 3,465 | 1,909 | 31,881 | 8,846 | 6,100 | 3,951 |
| | 1987 | 110,814 | 16,252 | 15,864 | 9,892 | 17,360 | 16,406 | 5,469 | 3,476 | 1,967 | 34,445 | 7,819 | 5,309 | 2,655 |
| Mesa | 1991 | 640,463 | 140,205 | 136,766 | 109,882 | 88,842 | 75,771 | 21,655 | 23,857 | 11,605 | 95,516 | 45,104 | 28,723 | 16,493 |
| | 1987 | 571,141 | 114,630 | 111,797 | 82,401 | 70,341 | 59,509 | 18,546 | 25,648 | 12,694 | 114,620 | 45,681 | 29,793 | 12,837 |
| Mineral | 1991 | 3,330 | 446 | 427 | 736 | | | | | | 32 | 115 | 985 | |
| | 1987 | 3,058 | 672 | 642 | 481 | | | | | | 50 | 190 | 1,091 | |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1991
U.S. CENSUS: 1987

| METRO AREA County | Year | Total Retail Sales ($000) | Food Stores |  | Eating & Drinking Places | General Merchandise Stores |  | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores |  | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **COLORADO (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **ALL COUNTIES (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Moffat | 1991 | 62,821 | 22,043 | 21,572 | 5,588 | 6,575 | 4,721 | 2,717 | 1,166 | 991 | 16,058 | 2,308 | 2,145 | 285 |
|  | 1987 | 63,667 | 20,476 | 20,034 | 5,678 | 5,917 | 4,186 | 2,874 | 1,247 | 1,074 | 17,552 | 3,179 | 1,728 | 439 |
| Montezuma | 1991 | 127,400 | 22,268 | 21,572 | 14,894 | 20,624 | 14,643 | 2,673 | 3,023 | 2,629 | 18,858 | 8,532 | 8,299 | 1,738 |
|  | 1987 | 109,850 | 19,939 | 19,312 | 11,726 | 14,769 | 10,322 | 2,735 | 2,421 | 2,122 | 21,535 | 9,380 | 6,430 | 1,673 |
| Montrose | 1991 | 157,478 | 48,573 | 47,400 | 15,739 | 9,973 | 4,461 | 5,986 | 5,248 | 3,131 | 26,266 | 13,644 | 14,294 | 3,927 |
|  | 1987 | 135,677 | 37,964 | 37,040 | 12,790 | 10,105 | 4,390 | 4,436 | 4,819 | 2,888 | 27,797 | 12,496 | 10,934 | 3,255 |
| Morgan | 1991 | 100,411 | 29,285 | 28,944 | 9,714 | 12,484 | 10,636 | 3,998 | 2,760 | 2,131 | 11,740 | 15,973 | 4,225 | 3,280 |
|  | 1987 | 98,100 | 26,184 | 25,874 | 9,489 | 11,186 | 9,448 | 4,013 | 2,595 | 2,018 | 15,680 | 15,846 | 3,986 | 2,415 |
| Otero | 1991 | 88,177 | 24,074 | 23,071 | 7,587 | 7,935 | 3,182 | 3,566 | 2,500 | 2,081 | 9,002 | 7,342 | 8,553 | 12,449 |
|  | 1987 | 80,147 | 21,488 | 20,589 | 7,330 | 8,882 | 3,448 | 2,872 | 2,781 | 2,332 | 9,993 | 8,041 | 6,232 | 7,795 |
| Ouray | 1991 | 13,062 | 2,458 | 2,210 | 3,242 | 339 |  | 1,206 | 205 |  | 608 | 833 | 2,111 | 225 |
|  | 1987 | 10,432 | 1,472 | 1,324 | 2,730 | 262 |  | 1,428 | 149 |  | 431 | 909 | 1,665 | 156 |
| Park | 1991 | 15,126 | 1,046 | 942 | 1,992 | 219 |  | 255 | 180 | 180 | 339 | 3,694 | 4,034 |  |
|  | 1987 | 12,674 | 1,256 | 1,131 | 2,021 | 234 |  | 214 | 159 | 159 | 596 | 3,252 | 2,580 |  |
| Phillips | 1991 | 21,115 | 5,342 | 5,152 | 1,010 | 747 |  | 53 | 283 |  | 9,201 | 2,170 | 1,391 | 683 |
|  | 1987 | 21,778 | 5,399 | 5,206 | 978 | 773 |  | 52 | 381 |  | 9,980 | 1,724 | 1,331 | 674 |
| Pitkin | 1991 | 230,394 | 31,727 | 30,660 | 67,207 | 1,420 |  | 35,551 | 8,674 | 5,255 | 3,435 | 3,012 | 14,384 | 7,754 |
|  | 1987 | 192,692 | 25,223 | 24,370 | 56,826 | 944 |  | 26,228 | 8,708 | 5,265 | 2,402 | 5,671 | 13,814 | 7,158 |
| Prowers | 1991 | 85,097 | 22,842 | 22,028 | 5,258 | 10,712 | 10,086 | 3,587 | 4,101 | 2,655 | 14,942 | 12,574 | 3,698 | 3,954 |
|  | 1987 | 78,275 | 20,044 | 19,326 | 5,711 | 7,984 | 7,493 | 3,299 | 3,466 | 2,287 | 15,686 | 11,718 | 3,465 | 2,738 |
| Pueblo | 1991 | 806,986 | 205,323 | 197,529 | 89,381 | 121,938 | 103,749 | 24,917 | 40,943 | 20,273 | 156,826 | 44,270 | 46,114 | 20,785 |
|  | 1987 | 690,939 | 159,761 | 153,666 | 72,798 | 100,210 | 84,564 | 22,059 | 36,862 | 18,640 | 162,305 | 42,780 | 34,343 | 16,882 |
| Rio Blanco | 1991 | 18,934 | 8,970 | 8,704 | 2,371 |  |  | 246 | 84 |  | 598 | 2,015 | 2,328 | 1,191 |
|  | 1987 | 18,814 | 9,058 | 8,788 | 2,236 |  |  | 208 | 101 |  | 1,014 | 2,165 | 1,958 | 871 |
| Rio Grande | 1991 | 50,977 | 17,861 | 17,353 | 4,031 | 2,064 |  | 1,591 | 1,490 | 694 | 7,453 | 4,631 | 4,147 | 3,084 |
|  | 1987 | 47,172 | 15,673 | 15,224 | 3,354 | 1,864 |  | 1,434 | 1,605 | 751 | 7,983 | 5,113 | 3,564 | 2,365 |
| Routt | 1991 | 148,199 | 31,906 | 30,887 | 27,126 | 3,272 |  | 15,829 | 1,628 | 876 | 9,959 | 4,889 | 8,982 | 2,352 |
|  | 1987 | 121,577 | 26,294 | 25,449 | 20,892 | 2,081 |  | 12,308 | 2,767 | 1,526 | 10,427 | 7,191 | 7,406 | 2,211 |
| Saguache | 1991 | 15,296 | 6,666 | 6,453 | 667 | 196 |  | 144 | 80 |  | 3,201 | 1,640 | 989 | 427 |
|  | 1987 | 11,933 | 4,016 | 3,887 | 517 | 201 |  | 130 | 80 |  | 3,130 | 1,109 | 1,357 | 413 |
| San Juan | 1991 | 4,778 | 1,377 | 1,328 | 1,323 |  |  | 262 | 54 |  | 160 | 250 | 17 |  |
|  | 1987 | 4,286 | 1,201 | 1,158 | 1,044 |  |  | 225 | 75 |  | 216 | 349 | 22 |  |
| San Miguel | 1991 | 30,102 | 6,645 | 6,198 | 7,983 |  |  | 2,128 | 716 | 716 | 355 | 559 | 4,402 | 737 |
|  | 1987 | 22,311 | 5,672 | 5,290 | 5,829 |  |  | 1,378 | 516 | 516 | 255 | 887 | 3,303 | 429 |
| Sedgwick | 1991 | 21,079 | 4,113 | 3,988 | 2,383 | 352 |  | 383 | 465 | 243 | 6,470 | 3,972 | 1,167 | 1,160 |
|  | 1987 | 18,700 | 3,593 | 3,483 | 1,795 | 259 |  | 241 | 537 | 280 | 6,448 | 2,978 | 1,027 | 1,054 |
| Summit | 1991 | 202,356 | 36,151 | 35,029 | 46,693 | 9,451 |  | 17,410 | 8,488 | 7,548 | 16,167 | 13,852 | 4,994 | 10,146 |
|  | 1987 | 160,641 | 29,049 | 28,142 | 37,232 | 6,414 |  | 10,466 | 5,617 | 5,028 | 14,857 | 11,963 | 6,804 | 6,439 |
| Teller | 1991 | 56,160 | 19,671 | 18,494 | 8,688 | 6,614 |  | 1,313 | 371 |  | 2,086 | 5,762 | 2,630 | 2,685 |
|  | 1987 | 44,777 | 14,594 | 13,718 | 7,103 | 5,177 |  | 771 | 559 |  | 1,603 | 4,814 | 1,842 | 1,553 |
| Washington | 1991 | 12,205 | 4,038 | 3,826 | 1,431 | 614 |  | 91 | 128 |  | 1,815 | 1,080 | 1,564 | 131 |
|  | 1987 | 12,227 | 3,411 | 3,231 | 1,483 | 774 |  | 140 | 135 |  | 2,200 | 1,379 | 1,299 | 115 |
| Weld | 1991 | 697,313 | 180,712 | 175,579 | 71,034 | 99,794 | 77,437 | 17,785 | 23,739 | 11,452 | 154,496 | 45,002 | 39,669 | 17,103 |
|  | 1987 | 590,989 | 144,088 | 139,967 | 58,217 | 80,513 | 61,711 | 16,296 | 23,165 | 11,451 | 141,197 | 46,441 | 29,589 | 12,201 |
| Yuma | 1991 | 44,026 | 10,923 | 10,782 | 3,604 | 1,445 |  | 1,848 | 805 | 320 | 11,144 | 4,095 | 6,620 | 1,158 |
|  | 1987 | 43,790 | 12,248 | 12,088 | 3,129 | 1,499 |  | 1,405 | 834 | 351 | 11,823 | 3,571 | 5,522 | 885 |
| **TOTAL METRO COUNTIES** | **1991** | **21,278,619** | **4,461,212** | **4,306,841** | **2,341,190** | **2,855,046** | **2,309,083** | **975,693** | **1,202,933** | **604,593** | **4,124,366** | **1,396,725** | **1,040,503** | **478,669** |
|  | 1987 | 17,870,853 | 3,545,551 | 3,423,157 | 1,949,286 | 2,285,767 | 1,817,029 | 760,702 | 1,002,465 | 511,827 | 3,978,775 | 1,262,452 | 826,508 | 348,790 |
| **TOTAL STATE** | **1991** | **25,216,404** | **5,400,945** | **5,216,905** | **2,930,401** | **3,168,889** | **2,520,770** | **1,177,967** | **1,317,249** | **676,761** | **4,663,772** | **1,704,274** | **1,322,951** | **614,976** |
|  | 1987 | 21,311,032 | 4,345,390 | 4,197,728 | 2,433,186 | 2,537,543 | 1,982,288 | 920,822 | 1,111,531 | 579,219 | 4,542,083 | 1,569,318 | 1,062,454 | 450,540 |
| **CONNECTICUT** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **BRIDGEPORT - STAMFORD - NORWALK - DANBURY** | **1991** | **7,639,635** | **1,502,639** | **1,369,704** | **717,011** | **679,401** | **605,524** | **484,972** | **382,516** | **220,177** | **1,350,214** | **462,114** | **375,908** | **223,039** |
|  | 1987 | 7,465,602 | 1,324,730 | 1,207,293 | 566,607 | 767,814 | 680,075 | 535,594 | 389,181 | 226,813 | 1,428,550 | 432,907 | 447,966 | 189,913 |
| Fairfield | 1991 | 7,639,635 | 1,502,639 | 1,369,704 | 717,011 | 679,401 | 605,524 | 484,972 | 382,516 | 220,177 | 1,350,214 | 462,114 | 375,908 | 223,039 |
|  | 1987 | 7,465,602 | 1,324,730 | 1,207,293 | 566,607 | 767,814 | 680,075 | 535,594 | 389,181 | 226,813 | 1,428,550 | 432,907 | 447,966 | 189,913 |
| **HARTFORD - NEW BRITAIN - MIDDLETOWN - BRISTOL** | **1991** | **8,869,669** | **1,588,428** | **1,470,045** | **974,614** | **924,674** | **768,519** | **462,012** | **493,191** | **255,697** | **1,976,590** | **558,069** | **421,158** | **338,124** |
|  | 1987 | 8,682,811 | 1,437,727 | 1,329,895 | 767,770 | 909,422 | 750,985 | 487,968 | 504,050 | 268,457 | 2,063,739 | 569,544 | 532,943 | 297,338 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1991<br>U.S. CENSUS 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **CONNECTICUT (continued)** | | | | | | | | | | | | | | |
| **HARTFORD - NEW BRITAIN - MIDDLETOWN - BRISTOL (continued)** | | | | | | | | | | | | | | |
| Hartford | 1991 | 7,061,453 | 1,194,325 | 1,090,692 | 788,029 | 798,099 | 652,927 | 402,644 | 425,912 | 213,780 | 1,519,102 | 413,879 | 340,214 | 268,505 |
| | 1987 | 6,926,389 | 1,089,916 | 995,143 | 618,439 | 767,797 | 621,939 | 421,437 | 434,581 | 224,127 | 1,588,462 | 439,379 | 436,679 | 236,910 |
| Middlesex | 1991 | 1,127,461 | 228,359 | 219,233 | 105,166 | 81,826 | 72,487 | 43,818 | 46,370 | 32,998 | 285,801 | 83,769 | 55,276 | 43,156 |
| | 1987 | 1,113,574 | 197,383 | 189,457 | 93,086 | 87,743 | 77,244 | 43,539 | 49,226 | 35,391 | 309,058 | 77,603 | 65,568 | 38,547 |
| Tolland | 1991 | 680,755 | 165,744 | 160,120 | 81,419 | 44,749 | 43,105 | 15,550 | 20,909 | 8,919 | 171,687 | 60,421 | 25,668 | 26,463 |
| | 1987 | 642,848 | 150,428 | 145,295 | 56,245 | 53,882 | 51,802 | 22,992 | 20,243 | 8,939 | 166,219 | 52,562 | 30,696 | 21,881 |
| **NEW HAVEN - WATERBURY - MERIDEN** | 1991 | **6,350,742** | **1,343,201** | **1,244,957** | **707,212** | **613,177** | **558,709** | **329,114** | **302,982** | **177,413** | **1,256,640** | **540,112** | **398,312** | **200,302** |
| | 1987 | 5,981,087 | 1,133,475 | 1,050,361 | 508,233 | 657,992 | 596,578 | 355,084 | 325,487 | 193,726 | 1,289,075 | 452,666 | 395,734 | 172,179 |
| New Haven | 1991 | 6,350,742 | 1,343,201 | 1,244,957 | 707,212 | 613,177 | 558,709 | 329,114 | 302,982 | 177,413 | 1,256,640 | 540,112 | 398,312 | 200,302 |
| | 1987 | 5,981,087 | 1,133,475 | 1,050,361 | 508,233 | 657,992 | 596,578 | 355,084 | 325,487 | 193,726 | 1,289,075 | 452,666 | 395,734 | 172,179 |
| **NEW LONDON - NORWICH** | 1991 | **1,839,535** | **364,044** | **336,048** | **210,759** | **208,778** | **190,811** | **95,932** | **74,361** | **44,565** | **408,123** | **106,355** | **123,907** | **50,460** |
| | 1987 | 1,882,341 | 334,312 | 308,541 | 169,044 | 191,020 | 173,747 | 101,363 | 87,616 | 53,393 | 467,725 | 118,568 | 149,808 | 47,159 |
| New London | 1991 | 1,839,535 | 364,044 | 336,048 | 210,759 | 208,778 | 190,811 | 95,932 | 74,361 | 44,565 | 408,123 | 106,355 | 123,907 | 50,460 |
| | 1987 | 1,882,341 | 334,312 | 308,541 | 169,044 | 191,020 | 173,747 | 101,363 | 87,616 | 53,393 | 467,725 | 118,568 | 149,808 | 47,159 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Fairfield | 1991 | 7,639,635 | 1,502,639 | 1,369,704 | 717,011 | 679,401 | 605,524 | 484,972 | 382,516 | 220,177 | 1,350,214 | 462,114 | 375,908 | 223,039 |
| | 1987 | 7,465,602 | 1,324,730 | 1,207,293 | 566,607 | 767,814 | 680,075 | 535,594 | 389,181 | 226,813 | 1,428,550 | 432,907 | 447,966 | 189,913 |
| Hartford | 1991 | 7,061,453 | 1,194,325 | 1,090,692 | 788,029 | 798,099 | 652,927 | 402,644 | 425,912 | 213,780 | 1,519,102 | 413,879 | 340,214 | 268,505 |
| | 1987 | 6,926,389 | 1,089,916 | 995,143 | 618,439 | 767,797 | 621,939 | 421,437 | 434,581 | 224,127 | 1,588,462 | 439,379 | 436,679 | 236,910 |
| Litchfield | 1991 | 1,190,760 | 252,627 | 237,465 | 103,235 | 79,826 | 70,013 | 35,657 | 40,141 | 29,407 | 356,467 | 63,152 | 86,459 | 50,661 |
| | 1987 | 1,162,473 | 230,637 | 216,752 | 82,934 | 72,512 | 63,164 | 39,982 | 42,712 | 31,450 | 354,415 | 62,522 | 106,468 | 42,025 |
| Middlesex | 1991 | 1,127,461 | 228,359 | 219,233 | 105,166 | 81,826 | 72,487 | 43,818 | 46,370 | 32,998 | 285,801 | 83,769 | 55,276 | 43,156 |
| | 1987 | 1,113,574 | 197,383 | 189,457 | 93,086 | 87,743 | 77,244 | 43,539 | 49,226 | 35,391 | 309,058 | 77,603 | 65,568 | 38,547 |
| New Haven | 1991 | 6,350,742 | 1,343,201 | 1,244,957 | 707,212 | 613,177 | 558,709 | 329,114 | 302,982 | 177,413 | 1,256,640 | 540,112 | 398,312 | 200,302 |
| | 1987 | 5,981,087 | 1,133,475 | 1,050,361 | 508,233 | 657,992 | 596,578 | 355,084 | 325,487 | 193,726 | 1,289,075 | 452,666 | 395,734 | 172,179 |
| New London | 1991 | 1,839,535 | 364,044 | 336,048 | 210,759 | 208,778 | 190,811 | 95,932 | 74,361 | 44,565 | 408,123 | 106,355 | 123,907 | 50,460 |
| | 1987 | 1,882,341 | 334,312 | 308,541 | 169,044 | 191,020 | 173,747 | 101,363 | 87,616 | 53,393 | 467,725 | 118,568 | 149,808 | 47,159 |
| Tolland | 1991 | 680,755 | 165,744 | 160,120 | 81,419 | 44,749 | 43,105 | 15,550 | 20,909 | 8,919 | 171,687 | 60,421 | 25,668 | 26,463 |
| | 1987 | 642,848 | 150,428 | 145,295 | 56,245 | 53,882 | 51,802 | 22,992 | 20,243 | 8,939 | 166,219 | 52,562 | 30,696 | 21,881 |
| Windham | 1991 | 653,224 | 156,998 | 150,964 | 60,547 | 37,110 | 26,989 | 19,773 | 19,166 | 9,729 | 131,594 | 78,804 | 31,459 | 21,873 |
| | 1987 | 610,832 | 136,183 | 130,923 | 51,991 | 32,908 | 23,581 | 21,684 | 21,389 | 11,041 | 133,412 | 60,733 | 42,995 | 20,239 |
| **TOTAL METRO COUNTIES** | 1991 | **24,699,581** | **4,798,312** | **4,420,754** | **2,609,596** | **2,426,030** | **2,123,563** | **1,372,030** | **1,253,050** | **697,852** | **4,991,567** | **1,666,650** | **1,319,285** | **811,925** |
| | 1987 | 24,011,841 | 4,230,244 | 3,896,090 | 2,011,654 | 2,526,248 | 2,201,385 | 1,480,009 | 1,306,334 | 742,389 | 5,249,089 | 1,573,685 | 1,526,451 | 706,589 |
| **TOTAL STATE** | 1991 | **26,543,565** | **5,207,937** | **4,809,183** | **2,773,378** | **2,542,966** | **2,220,565** | **1,427,460** | **1,312,357** | **736,988** | **5,479,628** | **1,808,606** | **1,437,203** | **884,459** |
| | 1987 | 25,785,146 | 4,597,064 | 4,243,765 | 2,146,579 | 2,631,668 | 2,288,130 | 1,541,675 | 1,370,435 | 784,880 | 5,736,916 | 1,696,940 | 1,675,914 | 768,853 |
| **DELAWARE** | | | | | | | | | | | | | | |
| **WILMINGTON** | 1991 | **4,815,552** | **883,267** | **822,298** | **393,815** | **616,373** | **530,564** | **187,201** | **247,434** | **148,036** | **1,014,562** | **369,512** | **232,576** | **193,746** |
| | 1987 | 4,153,178 | 756,131 | 704,033 | 346,141 | 537,420 | 459,487 | 161,559 | 225,221 | 137,513 | 978,958 | 308,777 | 204,834 | 139,534 |
| New Castle | 1991 | 3,978,028 | 743,386 | 687,840 | 331,059 | 572,919 | 503,371 | 169,377 | 222,825 | 128,499 | 777,609 | 233,033 | 189,048 | 164,078 |
| | 1987 | 3,415,297 | 631,075 | 583,804 | 288,417 | 501,129 | 437,321 | 144,487 | 203,708 | 120,233 | 751,663 | 197,730 | 165,686 | 117,819 |
| *Cecil, Md.* | *1991* | *470,515* | *78,155* | *73,759* | *32,922* | *23,014* | *14,947* | *10,775* | *10,291* | *7,166* | *121,691* | *69,034* | *32,070* | *12,987* |
| | *1987* | *410,376* | *68,746* | *64,866* | *28,526* | *17,627* | *11,230* | *8,880* | *8,392* | *5,891* | *122,512* | *60,879* | *28,608* | *8,421* |
| *Salem, N. J.* | *1991* | *367,009* | *61,726* | *60,699* | *29,834* | *20,440* | *12,246* | *7,049* | *14,318* | *12,371* | *115,262* | *67,445* | *11,458* | *16,681* |
| | *1987* | *327,505* | *56,310* | *55,363* | *29,198* | *18,664* | *10,936* | *8,192* | *13,121* | *11,389* | *104,783* | *50,168* | *10,540* | *13,294* |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Kent | 1991 | 1,118,936 | 192,473 | 178,417 | 97,461 | 198,005 | 172,929 | 41,417 | 48,384 | 30,812 | 276,530 | 37,792 | 100,522 | 38,739 |
| | 1987 | 874,629 | 140,862 | 130,549 | 68,320 | 134,453 | 116,599 | 28,785 | 33,161 | 21,475 | 250,049 | 32,291 | 86,726 | 23,446 |
| New Castle | 1991 | 3,978,028 | 743,386 | 687,840 | 331,059 | 572,919 | 503,371 | 169,377 | 222,825 | 128,499 | 777,609 | 233,033 | 189,048 | 164,078 |
| | 1987 | 3,415,297 | 631,075 | 583,804 | 288,417 | 501,129 | 437,321 | 144,487 | 203,708 | 120,233 | 751,663 | 197,730 | 165,686 | 117,819 |
| Sussex | 1991 | 963,445 | 165,206 | 155,486 | 118,350 | 89,325 | 74,627 | 56,704 | 45,960 | 37,031 | 185,967 | 75,584 | 70,807 | 34,411 |
| | 1987 | 786,875 | 143,828 | 135,339 | 92,218 | 62,667 | 51,847 | 48,714 | 38,564 | 31,423 | 156,532 | 61,311 | 71,698 | 23,521 |
| **TOTAL METRO COUNTIES** | 1991 | **3,978,028** | **743,386** | **687,840** | **331,059** | **572,919** | **503,371** | **169,377** | **222,825** | **128,499** | **777,609** | **233,033** | **189,048** | **164,078** |
| | 1987 | 3,415,297 | 631,075 | 583,804 | 288,417 | 501,129 | 437,321 | 144,487 | 203,708 | 120,233 | 751,663 | 197,730 | 165,686 | 117,819 |
| **TOTAL STATE** | 1991 | **6,060,409** | **1,101,065** | **1,021,743** | **546,870** | **860,249** | **750,927** | **267,498** | **317,169** | **196,342** | **1,240,106** | **346,409** | **360,377** | **237,228** |
| | 1987 | 5,076,801 | 915,765 | 849,692 | 448,955 | 698,249 | 605,767 | 221,986 | 275,433 | 173,131 | 1,158,244 | 291,332 | 324,110 | 164,786 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1991
U.S. CENSUS 1987

| METRO AREA County | Year | Total Retail Sales ($000) | Food Stores Total ($000) | Food Stores Supermarkets ($000) | Eating & Drinking Places Total ($000) | General Merchandise Stores Total ($000) | General Merchandise Stores Department Stores ($000) | Apparel & Accessories Stores Total ($000) | Furniture/Home Furnishings/Appliance Stores Total ($000) | Furniture/Home Furnishings/Appliance Stores Furniture & Home Furn. ($000) | Automotive Dealers Total ($000) | Gasoline Service Stations Total ($000) | Bldg. Mtls & Hardware Dealers Total ($000) | Drugstores Total ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **DISTRICT OF COLUMBIA** | | | | | | | | | | | | | | |
| **WASHINGTON** | 1991 | **31,761,066** | **5,980,354** | **5,707,552** | **3,615,325** | **3,607,115** | **2,979,622** | **1,918,846** | **2,026,071** | **1,122,462** | **6,520,468** | **1,930,452** | **1,216,069** | **1,209,555** |
| | 1987 | 28,420,182 | 5,241,869 | 4,995,587 | 3,135,445 | 3,111,954 | 2,567,860 | 1,727,801 | 1,796,986 | 1,012,621 | 6,568,426 | 1,750,771 | 1,208,751 | 971,562 |
| District of Columbia | 1991 | 3,606,373 | 603,563 | 542,629 | 864,527 | 326,968 | 284,445 | 333,662 | 193,626 | 96,581 | 158,821 | 132,429 | 67,122 | 225,597 |
| | 1987 | 3,464,882 | 597,687 | 537,238 | 842,893 | 315,184 | 272,180 | 329,177 | 200,041 | 101,985 | 176,161 | 132,118 | 71,701 | 186,627 |
| *Calvert, Md.* | 1991 | *220,049* | *57,934* | *54,447* | *26,626* | *18,991* | *12,266* | *2,191* | *8,464* | *5,525* | *56,889* | *11,930* | *11,640* | *6,311* |
| | 1987 | *177,197* | *45,086* | *42,364* | *20,035* | *13,454* | *8,523* | *1,782* | *5,958* | *3,951* | *47,325* | *11,894* | *10,961* | *4,520* |
| *Charles, Md.* | 1991 | *679,280* | *117,455* | *113,831* | *63,873* | *48,889* | | *27,070* | *37,027* | *27,595* | *169,645* | *52,792* | *55,561* | *24,795* |
| | 1987 | *534,512* | *104,473* | *101,229* | *43,659* | *28,222* | | *16,466* | *26,848* | *20,207* | *147,305* | *41,311* | *42,343* | *27,113* |
| *Frederick, Md.* | 1991 | *1,095,301* | *196,903* | *186,865* | *112,506* | *156,706* | *144,154* | *39,489* | *60,285* | *43,436* | *223,884* | *67,710* | *82,389* | *30,028* |
| | 1987 | *949,330* | *193,682* | *183,772* | *85,605* | *121,824* | *111,547* | *30,164* | *47,216* | *34,435* | *216,662* | *67,329* | *76,871* | *21,662* |
| *Montgomery, Md.* | 1991 | *6,233,787* | *1,286,672* | *1,229,405* | *539,179* | *723,506* | *647,579* | *389,076* | *480,033* | *230,807* | *1,289,851* | *387,299* | *217,709* | *264,175* |
| | 1987 | *5,872,769* | *1,122,055* | *1,071,900* | *492,168* | *681,707* | *606,654* | *414,526* | *449,465* | *222,168* | *1,359,445* | *360,952* | *253,729* | *190,808* |
| *Prince George's, Md.* | 1991 | *6,109,373* | *1,091,170* | *1,042,752* | *545,756* | *865,998* | *646,094* | *344,251* | *309,825* | *164,999* | *1,384,018* | *441,316* | *197,626* | *215,374* |
| | 1987 | *5,576,965* | *1,001,652* | *957,014* | *463,143* | *729,151* | *536,466* | *284,495* | *277,132* | *151,452* | *1,496,162* | *397,174* | *198,641* | *181,519* |
| *Alexandria city, Va.* | 1991 | *1,405,354* | *196,479* | *189,557* | *184,445* | *166,807* | *155,383* | *65,498* | *61,646* | *42,431* | *275,422* | *74,384* | *29,075* | *40,729* |
| | 1987 | *1,241,851* | *166,250* | *160,361* | *152,520* | *162,852* | *151,110* | *50,498* | *61,170* | *42,936* | *280,829* | *67,375* | *29,328* | *30,249* |
| *Arlington, Va.* | 1991 | *1,360,705* | *218,487* | *200,826* | *240,837* | *104,170* | *80,414* | *57,374* | *41,696* | *18,149* | *394,339* | *74,276* | *34,449* | *54,847* |
| | 1987 | *1,168,498* | *184,622* | *169,665* | *184,551* | *85,136* | *64,911* | *38,282* | *46,929* | *21,003* | *395,541* | *65,689* | *28,830* | *43,989* |
| *Fairfax, Va.* | 1991 | *6,891,549* | *1,427,426* | *1,384,842* | *675,910* | *943,908* | *788,438* | *467,378* | *560,717* | *310,070* | *1,304,032* | *420,040* | *222,535* | *214,134* |
| | 1987 | *5,874,164* | *1,154,178* | *1,119,521* | *550,231* | *774,388* | *641,055* | *415,223* | *446,902* | *253,198* | *1,296,335* | *367,309* | *226,133* | *178,953* |
| *Fairfax city, Va.* | 1991 | *796,842* | *78,613* | *75,831* | *62,825* | *39,877* | *37,256* | *18,649* | *56,469* | *36,150* | *360,184* | *26,277* | *40,985* | *35,373* |
| | 1987 | *712,342* | *70,323* | *67,821* | *61,331* | *38,148* | *35,507* | *18,833* | *50,008* | *32,620* | *326,718* | *27,934* | *35,411* | *28,953* |
| *Falls Church city, Va.* | 1991 | *269,385* | *36,911* | *36,751* | *20,197* | *2,097* | | *16,783* | *19,490* | *9,157* | *124,328* | *22,965* | *5,313* | *9,968* |
| | 1987 | *261,290* | *36,022* | *35,859* | *20,018* | *2,235* | | *18,454* | *18,742* | *9,052* | *122,450* | *19,296* | *5,653* | *8,855* |
| *Loudoun, Va.* | 1991 | *701,353* | *149,652* | *143,018* | *67,306* | *34,771* | *25,677* | *15,515* | *29,382* | *15,078* | *179,274* | *41,520* | *90,636* | *21,072* |
| | 1987 | *556,049* | *136,858* | *130,765* | *50,507* | *21,264* | *15,476* | *14,020* | *21,178* | *11,123* | *146,304* | *35,115* | *69,946* | *16,697* |
| *Manassas city, Va.* | 1991 | *598,684* | *129,385* | *127,622* | *26,641* | *32,305* | *30,535* | *8,528* | *31,485* | *16,923* | *254,719* | *19,030* | *49,951* | *22,432* |
| | 1987 | *513,370* | *108,616* | *107,114* | *24,725* | *27,549* | *25,958* | *6,333* | *23,944* | *13,107* | *214,721* | *21,487* | *45,081* | *14,415* |
| *Manassas Park city, Va.* | 1991 | *6,449* | *1,900* | *854* | *199* | *1,060* | | | *198* | | *399* | *1,633* | | *716* |
| | 1987 | *7,581* | *2,758* | *1,239* | *197* | *1,198* | | | *230* | | *613* | *1,590* | | *738* |
| *Prince William, Va.* | 1991 | *1,486,833* | *324,426* | *316,818* | *148,865* | *131,214* | *118,446* | *130,163* | *124,759* | *97,455* | *286,839* | *103,191* | *71,300* | *32,747* |
| | 1987 | *1,267,996* | *256,625* | *250,557* | *116,716* | *100,997* | *90,667* | *87,337* | *112,204* | *88,594* | *295,343* | *96,130* | *81,987* | *29,283* |
| *Stafford, Va.* | 1991 | *299,749* | *63,378* | *61,504* | *35,633* | *9,848* | *8,935* | *3,219* | *10,969* | *8,106* | *57,824* | *53,660* | *39,778* | *11,257* |
| | 1987 | *241,386* | *60,982* | *59,168* | *27,146* | *8,645* | *7,806* | *2,211* | *9,019* | *6,790* | *46,512* | *38,068* | *32,136* | *7,181* |
| **TOTAL METRO COUNTIES** | 1991 | **3,606,373** | **603,563** | **542,629** | **864,527** | **326,968** | **284,445** | **333,662** | **193,626** | **96,581** | **158,821** | **132,429** | **67,122** | **225,597** |
| | 1987 | 3,464,882 | 597,687 | 537,238 | 842,893 | 315,184 | 272,180 | 329,177 | 200,041 | 101,985 | 176,161 | 132,118 | 71,701 | 186,627 |
| **TOTAL STATE** | 1991 | **3,606,373** | **603,563** | **542,629** | **864,527** | **326,968** | **284,445** | **333,662** | **193,626** | **96,581** | **158,821** | **132,429** | **67,122** | **225,597** |
| | 1987 | 3,464,882 | 597,687 | 537,238 | 842,893 | 315,184 | 272,180 | 329,177 | 200,041 | 101,985 | 176,161 | 132,118 | 71,701 | 186,627 |
| **FLORIDA** | | | | | | | | | | | | | | |
| **BRADENTON** | 1991 | **1,671,344** | **372,813** | **354,578** | **190,590** | **198,088** | **165,429** | **62,234** | **85,548** | **56,309** | **377,386** | **117,538** | **77,012** | **75,673** |
| | 1987 | 1,367,944 | 289,934 | 275,697 | 147,036 | 149,873 | 124,036 | 46,774 | 68,571 | 45,337 | 360,579 | 89,985 | 74,721 | 50,492 |
| Manatee | 1991 | 1,671,344 | 372,813 | 354,578 | 190,590 | 198,088 | 165,429 | 62,234 | 85,548 | 56,309 | 377,386 | 117,538 | 77,012 | 75,673 |
| | 1987 | 1,367,944 | 289,934 | 275,697 | 147,036 | 149,873 | 124,036 | 46,774 | 68,571 | 45,337 | 360,579 | 89,985 | 74,721 | 50,492 |
| **DAYTONA BEACH** | 1991 | **3,004,950** | **663,655** | **632,343** | **341,362** | **366,538** | **318,102** | **102,748** | **134,469** | **77,847** | **627,515** | **197,762** | **183,599** | **161,922** |
| | 1987 | 2,452,392 | 539,203 | 513,660 | 274,444 | 275,973 | 237,732 | 89,928 | 114,090 | 66,661 | 564,758 | 152,133 | 160,224 | 111,497 |
| Volusia | 1991 | 3,004,950 | 663,655 | 632,343 | 341,362 | 366,538 | 318,102 | 102,748 | 134,469 | 77,847 | 627,515 | 197,762 | 183,599 | 161,922 |
| | 1987 | 2,452,392 | 539,203 | 513,660 | 274,444 | 275,973 | 237,732 | 89,928 | 114,090 | 66,661 | 564,758 | 152,133 | 160,224 | 111,497 |
| **FORT LAUDERDALE - HOLLYWOOD - POMPANO BEACH** | 1991 | **12,489,948** | **2,304,208** | **2,073,755** | **1,339,372** | **1,237,079** | **1,016,912** | **639,223** | **644,868** | **402,113** | **3,571,239** | **558,413** | **465,950** | **590,763** |
| | 1987 | 10,410,909 | 1,823,657 | 1,640,938 | 1,113,487 | 970,563 | 790,085 | 511,304 | 583,639 | 367,882 | 3,200,349 | 522,135 | 421,315 | 400,156 |
| Broward | 1991 | 12,489,948 | 2,304,208 | 2,073,755 | 1,339,372 | 1,237,079 | 1,016,912 | 639,223 | 644,868 | 402,113 | 3,571,239 | 558,413 | 465,950 | 590,763 |
| | 1987 | 10,410,909 | 1,823,657 | 1,640,938 | 1,113,487 | 970,563 | 790,085 | 511,304 | 583,639 | 367,882 | 3,200,349 | 522,135 | 421,315 | 400,156 |
| **FORT MYERS - CAPE CORAL** | 1991 | **3,205,434** | **612,514** | **585,408** | **329,727** | **387,613** | **343,582** | **152,219** | **215,037** | **151,753** | **677,292** | **177,838** | **240,267** | **125,989** |
| | 1987 | 2,597,648 | 494,075 | 472,117 | 260,539 | 290,984 | 256,285 | 107,498 | 169,407 | 121,196 | 636,973 | 142,847 | 200,864 | 88,519 |
| Lee | 1991 | 3,205,434 | 612,514 | 585,408 | 329,727 | 387,613 | 343,582 | 152,219 | 215,037 | 151,753 | 677,292 | 177,838 | 240,267 | 125,989 |
| | 1987 | 2,597,648 | 494,075 | 472,117 | 260,539 | 290,984 | 256,285 | 107,498 | 169,407 | 121,196 | 636,973 | 142,847 | 200,864 | 88,519 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1991<br>U.S. CENSUS 1987<br>METRO AREA<br>County | Year | Total Retail Sales ($000) | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **FLORIDA (continued)** | | | | | | | | | | | | | | |
| **FORT PIERCE** | **1991** | **2,066,935** | **431,841** | **403,334** | **185,405** | **208,272** | **176,472** | **76,240** | **129,212** | **77,611** | **515,363** | **115,826** | **158,496** | **106,714** |
| | 1987 | 1,713,542 | 346,689 | 323,859 | 145,129 | 156,184 | 130,674 | 60,401 | 110,049 | 66,453 | 489,160 | 96,750 | 141,218 | 68,939 |
| Martin | 1991 | 963,791 | 191,554 | 182,575 | 87,675 | 61,744 | 46,496 | 43,001 | 74,053 | 50,327 | 230,146 | 38,478 | 108,261 | 57,004 |
| | 1987 | 806,234 | 157,289 | 149,886 | 67,556 | 50,552 | 37,556 | 33,630 | 63,154 | 43,106 | 223,477 | 37,822 | 86,574 | 35,402 |
| St. Lucie | 1991 | 1,103,144 | 240,287 | 220,759 | 97,730 | 146,528 | 129,976 | 33,239 | 55,159 | 27,284 | 285,217 | 77,348 | 50,235 | 49,710 |
| | 1987 | 907,308 | 189,400 | 173,973 | 77,573 | 105,632 | 93,118 | 26,771 | 46,895 | 23,347 | 265,683 | 58,928 | 54,644 | 33,537 |
| **FORT WALTON BEACH** | **1991** | **1,217,739** | **205,899** | **193,363** | **148,129** | **174,775** | **160,872** | **43,708** | **64,045** | **37,474** | **245,945** | **88,305** | **82,157** | **50,998** |
| | 1987 | 961,942 | 161,644 | 151,772 | 120,203 | 131,260 | 120,290 | 33,617 | 51,565 | 30,603 | 219,845 | 70,197 | 68,478 | 31,016 |
| Okaloosa | 1991 | 1,217,739 | 205,899 | 193,363 | 148,129 | 174,775 | 160,872 | 43,708 | 64,045 | 37,474 | 245,945 | 88,305 | 82,157 | 50,998 |
| | 1987 | 961,942 | 161,644 | 151,772 | 120,203 | 131,260 | 120,290 | 33,617 | 51,565 | 30,603 | 219,845 | 70,197 | 68,478 | 31,016 |
| **GAINESVILLE** | **1991** | **1,658,143** | **355,090** | **335,787** | **168,526** | **227,432** | **192,125** | **61,537** | **69,694** | **34,280** | **400,512** | **93,655** | **93,369** | **45,298** |
| | 1987 | 1,375,271 | 300,244 | 283,877 | 143,632 | 172,213 | 143,483 | 50,861 | 60,730 | 30,556 | 346,824 | 82,034 | 78,085 | 31,848 |
| Alachua | 1991 | 1,540,914 | 327,050 | 309,078 | 155,596 | 225,020 | 192,125 | 60,072 | 63,342 | 28,897 | 375,354 | 80,125 | 79,460 | 40,484 |
| | 1987 | 1,275,684 | 274,953 | 259,791 | 133,857 | 169,406 | 143,483 | 49,482 | 55,460 | 26,052 | 322,021 | 72,053 | 67,437 | 28,131 |
| Bradford | 1991 | 117,229 | 28,040 | 26,709 | 12,930 | 2,412 | | 1,465 | 6,352 | 5,383 | 25,158 | 13,530 | 13,909 | 4,814 |
| | 1987 | 99,587 | 25,291 | 24,086 | 9,775 | 2,807 | | 1,379 | 5,270 | 4,504 | 24,803 | 9,981 | 10,648 | 3,717 |
| **JACKSONVILLE** | **1991** | **7,780,483** | **1,399,268** | **1,320,149** | **840,795** | **756,392** | **578,525** | **293,072** | **401,247** | **204,970** | **1,952,105** | **663,037** | **389,540** | **398,520** |
| | 1987 | 6,270,977 | 1,090,173 | 1,028,065 | 647,120 | 643,439 | 484,024 | 245,296 | 312,095 | 163,642 | 1,706,820 | 484,521 | 338,490 | 267,747 |
| Clay | 1991 | 829,860 | 160,451 | 153,945 | 76,689 | 152,782 | 150,504 | 54,304 | 52,784 | 28,992 | 154,339 | 53,943 | 33,649 | 27,988 |
| | 1987 | 628,568 | 111,687 | 107,137 | 55,776 | 127,441 | 125,438 | 38,706 | 35,253 | 19,986 | 130,474 | 38,324 | 28,479 | 16,339 |
| Duval | 1991 | 6,054,736 | 1,032,333 | 972,906 | 655,008 | 515,833 | 351,502 | 216,282 | 325,738 | 162,139 | 1,616,112 | 512,660 | 309,736 | 331,902 |
| | 1987 | 4,933,137 | 819,696 | 772,355 | 504,066 | 451,308 | 302,238 | 189,774 | 259,408 | 132,886 | 1,415,241 | 364,479 | 271,901 | 224,916 |
| Nassau | 1991 | 276,414 | 77,423 | 74,130 | 21,758 | 29,494 | 21,066 | 7,960 | 4,785 | 3,445 | 52,534 | 31,409 | 25,976 | 8,535 |
| | 1987 | 223,158 | 58,172 | 55,687 | 19,458 | 20,465 | 14,388 | 6,354 | 4,227 | 3,091 | 43,378 | 31,126 | 18,894 | 6,699 |
| St. Johns | 1991 | 619,473 | 129,061 | 119,168 | 87,340 | 58,283 | 55,453 | 14,526 | 17,940 | 10,394 | 129,120 | 65,025 | 20,179 | 30,095 |
| | 1987 | 486,114 | 100,618 | 92,886 | 67,820 | 44,225 | 41,960 | 10,462 | 13,207 | 7,680 | 117,727 | 50,592 | 19,216 | 19,793 |
| **LAKELAND - WINTER HAVEN** | **1991** | **2,972,845** | **628,159** | **591,721** | **239,334** | **353,049** | **276,670** | **97,611** | **143,211** | **84,936** | **678,632** | **263,825** | **237,474** | **140,735** |
| | 1987 | 2,431,770 | 503,676 | 474,364 | 204,328 | 294,110 | 227,762 | 84,001 | 105,803 | 63,484 | 632,404 | 179,026 | 197,399 | 94,723 |
| Polk | 1991 | 2,972,845 | 628,159 | 591,721 | 239,334 | 353,049 | 276,670 | 97,611 | 143,211 | 84,936 | 678,632 | 263,825 | 237,474 | 140,735 |
| | 1987 | 2,431,770 | 503,676 | 474,364 | 204,328 | 294,110 | 227,762 | 84,001 | 105,803 | 63,484 | 632,404 | 179,026 | 197,399 | 94,723 |
| **MELBOURNE - TITUSVILLE - PALM BAY** | **1991** | **3,010,726** | **587,104** | **553,986** | **316,578** | **429,344** | **393,243** | **72,167** | **138,235** | **67,657** | **718,103** | **252,082** | **160,752** | **91,791** |
| | 1987 | 2,514,045 | 478,470 | 451,389 | 259,133 | 331,517 | 302,208 | 64,876 | 118,181 | 59,343 | 668,312 | 194,099 | 146,176 | 77,914 |
| Brevard | 1991 | 3,010,726 | 587,104 | 553,986 | 316,578 | 429,344 | 393,243 | 72,167 | 138,235 | 67,657 | 718,103 | 252,082 | 160,752 | 91,791 |
| | 1987 | 2,514,045 | 478,470 | 451,389 | 259,133 | 331,517 | 302,208 | 64,876 | 118,181 | 59,343 | 668,312 | 194,099 | 146,176 | 77,914 |
| **MIAMI - HIALEAH** | **1991** | **15,235,148** | **2,727,655** | **2,475,916** | **1,661,530** | **1,828,751** | **1,460,252** | **1,103,025** | **889,413** | **476,232** | **3,236,723** | **867,565** | **500,779** | **845,733** |
| | 1987 | 13,325,792 | 2,325,759 | 2,110,690 | 1,346,207 | 1,586,530 | 1,252,835 | 954,275 | 789,238 | 431,808 | 3,292,612 | 760,214 | 455,457 | 587,450 |
| Dade | 1991 | 15,235,148 | 2,727,655 | 2,475,916 | 1,661,530 | 1,828,751 | 1,460,252 | 1,103,025 | 889,413 | 476,232 | 3,236,723 | 867,565 | 500,779 | 845,733 |
| | 1987 | 13,325,792 | 2,325,759 | 2,110,690 | 1,346,207 | 1,586,530 | 1,252,835 | 954,275 | 789,238 | 431,808 | 3,292,612 | 760,214 | 455,457 | 587,450 |
| ***MIAMI - FORT LAUDERDALE CONSOLIDATED AREA*** | ***1991*** | ***27,725,096*** | ***5,031,863*** | ***4,549,671*** | ***3,000,902*** | ***3,065,830*** | ***2,477,164*** | ***1,742,248*** | ***1,534,281*** | ***878,345*** | ***6,807,962*** | ***1,425,978*** | ***966,729*** | ***1,436,496*** |
| | *1987* | *23,736,701* | *4,149,416* | *3,751,628* | *2,459,694* | *2,557,093* | *2,042,920* | *1,465,579* | *1,372,877* | *799,690* | *6,492,961* | *1,282,349* | *876,772* | *987,606* |
| **NAPLES** | **1991** | **1,523,374** | **345,751** | **324,795** | **167,777** | **134,490** | **120,510** | **106,933** | **146,522** | **114,728** | **253,066** | **68,409** | **87,586** | **68,854** |
| | 1987 | 1,174,347 | 251,832 | 236,521 | 120,408 | 110,518 | 98,464 | 77,851 | 111,388 | 87,936 | 234,380 | 57,741 | 67,990 | 46,684 |
| Collier | 1991 | 1,523,374 | 345,751 | 324,795 | 167,777 | 134,490 | 120,510 | 106,933 | 146,522 | 114,728 | 253,066 | 68,409 | 87,586 | 68,854 |
| | 1987 | 1,174,347 | 251,832 | 236,521 | 120,408 | 110,518 | 98,464 | 77,851 | 111,388 | 87,936 | 234,380 | 57,741 | 67,990 | 46,684 |
| **OCALA** | **1991** | **1,482,843** | **313,304** | **298,922** | **144,218** | **175,325** | **151,814** | **43,232** | **61,756** | **32,974** | **304,383** | **136,968** | **120,069** | **84,886** |
| | 1987 | 1,204,116 | 250,469 | 238,924 | 105,159 | 140,337 | 120,622 | 34,574 | 57,898 | 31,524 | 263,308 | 114,395 | 115,137 | 50,904 |
| Marion | 1991 | 1,482,843 | 313,304 | 298,922 | 144,218 | 175,325 | 151,814 | 43,232 | 61,756 | 32,974 | 304,383 | 136,968 | 120,069 | 84,886 |
| | 1987 | 1,204,116 | 250,469 | 238,924 | 105,159 | 140,337 | 120,622 | 34,574 | 57,898 | 31,524 | 263,308 | 114,395 | 115,137 | 50,904 |
| **ORLANDO** | **1991** | **10,430,877** | **1,829,686** | **1,740,249** | **1,281,802** | **1,167,832** | **913,452** | **478,849** | **471,104** | **283,878** | **2,398,685** | **566,061** | **453,869** | **288,843** |
| | 1987 | 8,296,036 | 1,425,961 | 1,355,914 | 986,519 | 890,158 | 688,517 | 354,847 | 397,227 | 242,849 | 2,169,214 | 472,059 | 434,277 | 195,197 |
| Orange | 1991 | 7,171,440 | 1,164,298 | 1,105,494 | 865,371 | 774,257 | 589,435 | 322,356 | 305,431 | 172,055 | 1,680,763 | 383,601 | 282,985 | 183,531 |
| | 1987 | 5,703,280 | 923,193 | 876,391 | 679,404 | 584,210 | 438,948 | 234,389 | 260,537 | 148,859 | 1,528,844 | 321,644 | 278,326 | 124,551 |
| Osceola | 1991 | 892,916 | 186,193 | 177,436 | 158,199 | 87,672 | 66,295 | 19,604 | 18,146 | 13,300 | 232,920 | 37,440 | 40,931 | 32,764 |
| | 1987 | 709,068 | 142,902 | 136,154 | 119,917 | 67,278 | 50,204 | 18,725 | 16,535 | 12,276 | 191,659 | 43,231 | 36,301 | 21,084 |
| Seminole | 1991 | 2,366,521 | 479,195 | 457,319 | 258,232 | 305,903 | 257,722 | 136,889 | 147,527 | 98,523 | 485,002 | 145,020 | 129,953 | 72,548 |
| | 1987 | 1,883,688 | 359,866 | 343,369 | 187,198 | 238,670 | 199,365 | 101,733 | 120,155 | 81,714 | 448,711 | 107,184 | 119,650 | 49,562 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1991
U.S. CENSUS 1987

| METRO AREA<br>County | Year | Total Retail Sales ($000) | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drugstores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Total ($000) | Supermarkets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **FLORIDA (continued)** | | | | | | | | | | | | | | |
| **PANAMA CITY** | **1991** | **1,162,526** | **259,546** | **248,454** | **171,860** | **168,451** | **158,182** | **44,857** | **50,390** | **33,784** | **219,287** | **57,013** | **73,197** | **41,049** |
| | 1987 | 950,717 | 203,117 | 194,398 | 130,992 | 121,544 | 113,746 | 36,975 | 44,292 | 30,116 | 216,472 | 46,266 | 60,490 | 28,982 |
| Bay | 1991 | 1,162,526 | 259,546 | 248,454 | 171,860 | 168,451 | 158,182 | 44,857 | 50,390 | 33,784 | 219,287 | 57,013 | 73,197 | 41,049 |
| | 1987 | 950,717 | 203,117 | 194,398 | 130,992 | 121,544 | 113,746 | 36,975 | 44,292 | 30,116 | 216,472 | 46,266 | 60,490 | 28,982 |
| **PENSACOLA** | **1991** | **2,488,482** | **477,787** | **463,367** | **253,553** | **326,302** | **278,551** | **84,036** | **116,888** | **52,440** | **576,616** | **223,959** | **126,608** | **86,519** |
| | 1987 | 2,084,792 | 400,949 | 388,769 | 200,009 | 274,743 | 232,562 | 79,197 | 102,109 | 46,445 | 530,469 | 160,451 | 120,228 | 64,649 |
| Escambia | 1991 | 2,130,780 | 379,194 | 367,657 | 226,811 | 279,503 | 238,203 | 79,633 | 106,701 | 48,028 | 499,463 | 183,831 | 111,753 | 64,294 |
| | 1987 | 1,795,021 | 319,284 | 309,508 | 177,132 | 242,313 | 204,820 | 73,972 | 93,860 | 42,816 | 465,396 | 126,229 | 106,383 | 50,909 |
| Santa Rosa | 1991 | 357,702 | 98,593 | 95,710 | 26,742 | 46,799 | 40,348 | 4,403 | 10,187 | 4,412 | 77,153 | 40,128 | 14,855 | 22,225 |
| | 1987 | 289,771 | 81,665 | 79,261 | 22,877 | 32,430 | 27,742 | 5,225 | 8,249 | 3,629 | 65,073 | 34,222 | 13,845 | 13,740 |
| **SARASOTA** | **1991** | **2,952,140** | **508,267** | **465,409** | **280,920** | **334,350** | **297,494** | **131,173** | **217,708** | **164,649** | **696,230** | **162,031** | **209,614** | **144,321** |
| | 1987 | 2,431,490 | 419,045 | 383,633 | 251,193 | 267,632 | 236,686 | 102,210 | 177,948 | 135,808 | 620,641 | 132,418 | 172,417 | 98,550 |
| Sarasota | 1991 | 2,952,140 | 508,267 | 465,409 | 280,920 | 334,350 | 297,494 | 131,173 | 217,708 | 164,649 | 696,230 | 162,031 | 209,614 | 144,321 |
| | 1987 | 2,431,490 | 419,045 | 383,633 | 251,193 | 267,632 | 236,686 | 102,210 | 177,948 | 135,808 | 620,641 | 132,418 | 172,417 | 98,550 |
| **TALLAHASSEE** | **1991** | **1,850,854** | **356,292** | **342,835** | **196,719** | **255,340** | **214,257** | **83,069** | **89,435** | **48,449** | **344,267** | **147,485** | **138,160** | **61,138** |
| | 1987 | 1,485,368 | 284,765 | 273,957 | 149,806 | 200,264 | 166,734 | 64,613 | 79,892 | 43,923 | 311,400 | 105,709 | 124,596 | 39,521 |
| Gadsden | 1991 | 187,533 | 61,763 | 59,370 | 7,572 | 17,114 | | 3,356 | 6,048 | 5,167 | 39,912 | 18,515 | 8,273 | 11,418 |
| | 1987 | 154,506 | 46,891 | 45,065 | 6,937 | 13,838 | | 3,547 | 4,564 | 3,896 | 38,783 | 12,460 | 7,721 | 7,105 |
| Leon | 1991 | 1,663,321 | 294,529 | 283,465 | 189,147 | 238,226 | 214,257 | 79,713 | 83,387 | 43,282 | 304,355 | 128,970 | 129,887 | 49,720 |
| | 1987 | 1,330,862 | 237,874 | 228,892 | 142,869 | 186,426 | 166,734 | 61,066 | 75,328 | 40,027 | 272,617 | 93,249 | 116,875 | 32,416 |
| **TAMPA - ST. PETERSBURG - CLEARWATER** | **1991** | **17,402,675** | **3,333,261** | **3,147,563** | **1,677,413** | **2,077,477** | **1,677,429** | **622,924** | **870,814** | **481,693** | **3,861,118** | **909,075** | **861,312** | **749,599** |
| | 1987 | 14,461,549 | 2,877,816 | 2,717,314 | 1,427,494 | 1,691,113 | 1,346,576 | 525,419 | 733,787 | 411,227 | 3,495,250 | 828,721 | 734,681 | 501,180 |
| Hernando | 1991 | 556,895 | 147,886 | 144,835 | 51,602 | 65,811 | 63,155 | 4,546 | 27,727 | 20,011 | 93,433 | 58,978 | 39,792 | 32,580 |
| | 1987 | 413,030 | 111,204 | 108,888 | 34,939 | 47,174 | 45,166 | 4,751 | 22,466 | 16,213 | 80,018 | 36,528 | 32,750 | 19,971 |
| Hillsborough | 1991 | 6,602,012 | 1,257,584 | 1,195,311 | 718,306 | 863,055 | 647,495 | 277,417 | 375,093 | 209,639 | 1,511,003 | 399,375 | 299,117 | 261,281 |
| | 1987 | 5,728,818 | 1,145,951 | 1,088,988 | 610,994 | 728,427 | 539,106 | 229,346 | 309,891 | 176,797 | 1,409,977 | 374,157 | 262,991 | 182,372 |
| Pasco | 1991 | 1,893,234 | 433,513 | 415,020 | 146,454 | 245,450 | 224,680 | 48,325 | 102,600 | 66,115 | 496,006 | 104,717 | 143,623 | 87,905 |
| | 1987 | 1,527,762 | 375,308 | 359,226 | 111,946 | 178,513 | 162,633 | 42,332 | 78,650 | 51,243 | 393,878 | 87,283 | 122,290 | 59,338 |
| Pinellas | 1991 | 8,350,534 | 1,494,278 | 1,392,397 | 761,051 | 903,161 | 742,099 | 292,636 | 365,394 | 185,928 | 1,760,676 | 346,005 | 378,780 | 367,833 |
| | 1987 | 6,791,939 | 1,245,353 | 1,160,212 | 669,615 | 736,999 | 599,671 | 248,990 | 322,780 | 166,974 | 1,611,377 | 330,753 | 316,650 | 239,499 |
| **WEST PALM BEACH - BOCA RATON - DELRAY BEACH** | **1991** | **8,509,363** | **1,483,165** | **1,365,845** | **897,176** | **1,019,992** | **852,782** | **566,137** | **491,050** | **346,742** | **2,057,207** | **442,333** | **311,604** | **395,541** |
| | 1987 | 6,801,214 | 1,244,474 | 1,145,806 | 694,207 | 743,752 | 616,245 | 425,351 | 435,790 | 310,095 | 1,736,304 | 375,029 | 285,613 | 256,955 |
| Palm Beach | 1991 | 8,509,363 | 1,483,165 | 1,365,845 | 897,176 | 1,019,992 | 852,782 | 566,137 | 491,050 | 346,742 | 2,057,207 | 442,333 | 311,604 | 395,541 |
| | 1987 | 6,801,214 | 1,244,474 | 1,145,806 | 694,207 | 743,752 | 616,245 | 425,351 | 435,790 | 310,095 | 1,736,304 | 375,029 | 285,613 | 256,955 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Alachua | 1991 | 1,540,914 | 327,050 | 309,078 | 155,596 | 225,020 | 192,125 | 60,072 | 63,342 | 28,897 | 375,354 | 80,125 | 79,460 | 40,484 |
| | 1987 | 1,275,684 | 274,953 | 259,791 | 133,857 | 169,406 | 143,483 | 49,482 | 55,460 | 26,052 | 322,021 | 72,053 | 67,437 | 28,131 |
| Baker | 1991 | 54,830 | 25,091 | 23,945 | 3,891 | 3,430 | | 726 | 1,587 | 1,352 | 4,528 | 7,466 | 1,576 | 2,578 |
| | 1987 | 43,516 | 19,755 | 18,849 | 3,034 | 2,188 | | 667 | 1,421 | 1,227 | 4,485 | 5,996 | 1,278 | 1,764 |
| Bay | 1991 | 1,162,526 | 259,546 | 248,454 | 171,860 | 168,451 | 158,182 | 44,857 | 50,390 | 33,784 | 219,287 | 57,013 | 73,197 | 41,049 |
| | 1987 | 950,717 | 203,117 | 194,398 | 130,992 | 121,544 | 113,746 | 36,975 | 44,292 | 30,116 | 216,472 | 46,266 | 60,490 | 28,982 |
| Bradford | 1991 | 117,229 | 28,040 | 26,709 | 12,930 | 2,412 | | 1,465 | 6,352 | 5,383 | 25,158 | 13,530 | 13,909 | 4,814 |
| | 1987 | 99,587 | 25,291 | 24,086 | 9,775 | 2,807 | | 1,379 | 5,270 | 4,504 | 24,803 | 9,981 | 10,648 | 3,717 |
| Brevard | 1991 | 3,010,726 | 587,104 | 553,986 | 316,578 | 429,344 | 393,243 | 72,167 | 138,235 | 67,657 | 718,103 | 252,082 | 160,752 | 91,791 |
| | 1987 | 2,514,045 | 478,470 | 451,389 | 259,133 | 331,517 | 302,208 | 64,876 | 118,181 | 59,343 | 668,312 | 194,099 | 146,176 | 77,914 |
| Broward | 1991 | 12,489,948 | 2,304,208 | 2,073,755 | 1,339,372 | 1,237,079 | 1,016,912 | 639,223 | 644,868 | 402,113 | 3,571,239 | 558,413 | 465,950 | 590,763 |
| | 1987 | 10,410,909 | 1,823,657 | 1,640,938 | 1,113,487 | 970,563 | 790,085 | 511,304 | 583,639 | 367,882 | 3,200,349 | 522,135 | 421,315 | 400,156 |
| Calhoun | 1991 | 45,812 | 11,973 | 11,488 | 3,131 | 2,751 | | 515 | 894 | 894 | 8,170 | 7,000 | 3,691 | 3,029 |
| | 1987 | 38,227 | 10,562 | 10,132 | 2,440 | 2,335 | | 606 | 815 | 815 | 7,751 | 4,605 | 3,726 | 2,254 |
| Charlotte | 1991 | 653,498 | 167,564 | 162,883 | 65,350 | 70,853 | 65,036 | 22,498 | 38,747 | 27,855 | 94,125 | 65,838 | 46,101 | 34,717 |
| | 1987 | 505,234 | 124,278 | 120,782 | 46,843 | 46,625 | 42,601 | 17,000 | 34,251 | 24,751 | 99,275 | 43,601 | 38,177 | 23,814 |
| Citrus | 1991 | 590,482 | 134,116 | 128,295 | 48,237 | 46,163 | 38,600 | 15,050 | 24,323 | 17,603 | 140,201 | 48,554 | 45,782 | 38,147 |
| | 1987 | 445,583 | 108,619 | 103,883 | 34,177 | 30,689 | 25,418 | 11,784 | 17,851 | 12,859 | 107,664 | 36,986 | 40,424 | 23,669 |
| Clay | 1991 | 829,860 | 160,451 | 153,945 | 76,689 | 152,782 | 150,504 | 54,304 | 52,784 | 28,992 | 154,339 | 53,943 | 33,649 | 27,988 |
| | 1987 | 628,568 | 111,687 | 107,137 | 55,776 | 127,441 | 125,438 | 38,706 | 35,253 | 19,986 | 130,474 | 38,324 | 28,479 | 16,339 |
| Collier | 1991 | 1,523,374 | 345,751 | 324,795 | 167,777 | 134,490 | 120,510 | 106,933 | 146,522 | 114,728 | 253,066 | 68,409 | 87,586 | 68,854 |
| | 1987 | 1,174,347 | 251,832 | 236,521 | 120,408 | 110,518 | 98,464 | 77,851 | 111,388 | 87,936 | 234,380 | 57,741 | 67,990 | 46,684 |
| Columbia | 1991 | 373,832 | 83,251 | 81,984 | 41,589 | 53,117 | 42,681 | 4,926 | 15,967 | 9,672 | 72,015 | 51,947 | 22,130 | 8,512 |
| | 1987 | 292,281 | 66,798 | 65,769 | 30,458 | 35,626 | 28,318 | 4,870 | 12,064 | 7,435 | 63,137 | 39,003 | 18,278 | 7,211 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1991
U.S. CENSUS 1987

**FLORIDA (continued)**

**ALL COUNTIES (continued)**

| METRO AREA County | Year | Total Retail Sales ($000) | Food Stores Total ($000) | Food Stores Supermarkets ($000) | Eating & Drinking Places Total ($000) | General Merchandise Stores Total ($000) | General Merchandise Stores Department Stores ($000) | Apparel & Accessories Stores Total ($000) | Furniture/Home Furnishings/Appliance Stores Total ($000) | Furniture/Home Furnishings/Appliance Stores Furniture & Home Furn. ($000) | Automotive Dealers Total ($000) | Gasoline Service Stations Total ($000) | Bldg. Mtls. & Hardware Dealers Total ($000) | Drugstores Total ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Dade | 1991 | 15,235,148 | 2,727,655 | 2,475,916 | 1,661,530 | 1,828,751 | 1,460,252 | 1,103,025 | 889,413 | 476,232 | 3,236,723 | 867,565 | 500,779 | 845,733 |
| | 1987 | 13,325,792 | 2,325,759 | 2,110,690 | 1,346,207 | 1,586,530 | 1,252,835 | 954,275 | 789,238 | 431,808 | 3,292,612 | 760,214 | 455,457 | 587,450 |
| De Soto | 1991 | 130,235 | 40,943 | 39,341 | 8,866 | 10,506 | 8,971 | 2,045 | 1,107 | 597 | 27,572 | 17,291 | 10,271 | 8,542 |
| | 1987 | 105,411 | 32,764 | 31,475 | 6,630 | 9,587 | 8,120 | 1,889 | 1,123 | 603 | 24,102 | 10,626 | 8,746 | 5,799 |
| Dixie | 1991 | 42,272 | 15,643 | 15,236 | 2,867 | 1,303 | | 483 | 1,510 | 767 | 7,304 | 6,206 | 2,682 | 1,677 |
| | 1987 | 36,625 | 13,967 | 13,601 | 2,294 | 1,872 | | 529 | 1,086 | 567 | 6,314 | 4,931 | 2,609 | 1,245 |
| Duval | 1991 | 6,054,736 | 1,032,333 | 972,906 | 655,008 | 515,833 | 351,502 | 216,282 | 325,738 | 162,139 | 1,616,112 | 512,660 | 309,736 | 331,902 |
| | 1987 | 4,933,137 | 819,696 | 772,355 | 504,066 | 451,308 | 302,238 | 189,774 | 259,408 | 132,885 | 1,415,241 | 364,479 | 271,901 | 224,916 |
| Escambia | 1991 | 2,130,780 | 379,194 | 367,657 | 226,811 | 279,503 | 238,203 | 79,633 | 106,701 | 48,028 | 499,463 | 183,831 | 111,753 | 64,294 |
| | 1987 | 1,795,021 | 319,284 | 309,508 | 177,132 | 242,313 | 204,820 | 73,972 | 93,860 | 42,816 | 465,396 | 126,229 | 106,383 | 50,909 |
| Flagler | 1991 | 141,964 | 42,210 | 40,235 | 12,608 | 294 | | 583 | 923 | 560 | 40,599 | 14,276 | 12,104 | 6,594 |
| | 1987 | 106,087 | 29,874 | 28,470 | 8,641 | 447 | | 678 | 1,367 | 852 | 33,993 | 10,472 | 8,779 | 4,055 |
| Franklin | 1991 | 38,439 | 18,825 | 18,059 | 3,250 | 1,548 | | 520 | 690 | | 4,834 | 3,905 | 1,238 | 1,593 |
| | 1987 | 32,790 | 16,557 | 15,880 | 2,810 | 1,222 | | 325 | 551 | | 4,380 | 3,082 | 1,055 | 1,068 |
| Gadsden | 1991 | 187,533 | 61,763 | 59,370 | 7,572 | 17,114 | | 3,356 | 6,048 | 5,167 | 39,912 | 18,515 | 8,273 | 11,418 |
| | 1987 | 154,506 | 46,891 | 45,065 | 6,937 | 13,838 | | 3,547 | 4,564 | 3,896 | 38,783 | 12,460 | 7,721 | 7,105 |
| Gilchrist | 1991 | 24,182 | 9,259 | 9,027 | 1,293 | 197 | | 91 | 291 | 183 | 272 | 7,761 | 3,782 | 296 |
| | 1987 | 19,596 | 8,259 | 8,050 | 1,466 | 277 | | 154 | 281 | 184 | 220 | 5,056 | 2,760 | 431 |
| Glades | 1991 | 11,678 | 9,207 | 9,005 | 595 | 417 | | | 41 | | 255 | 899 | | |
| | 1987 | 9,995 | 7,153 | 6,995 | 741 | 598 | | | 58 | | 293 | 713 | | |
| Gulf | 1991 | 46,163 | 18,886 | 18,482 | 7,514 | 2,456 | | 273 | 1,801 | 1,801 | 3,894 | 4,149 | 3,791 | 1,522 |
| | 1987 | 38,130 | 15,418 | 15,085 | 5,460 | 2,299 | | 462 | 1,394 | 1,394 | 3,846 | 2,858 | 3,434 | 1,293 |
| Hamilton | 1991 | 53,569 | 12,997 | 12,342 | 3,445 | 1,300 | | 420 | 1,189 | 800 | 11,930 | 15,146 | 2,818 | 2,428 |
| | 1987 | 46,679 | 11,799 | 11,203 | 2,646 | 1,151 | | 440 | 1,066 | 739 | 9,797 | 13,357 | 2,966 | 1,729 |
| Hardee | 1991 | 120,866 | 43,844 | 42,881 | 4,839 | 12,976 | 10,697 | 3,684 | 1,939 | 1,216 | 29,068 | 8,582 | 9,545 | 2,093 |
| | 1987 | 94,467 | 33,132 | 32,398 | 3,387 | 8,000 | 6,530 | 2,749 | 1,665 | 1,064 | 23,443 | 6,277 | 8,581 | 2,443 |
| Hendry | 1991 | 149,490 | 52,667 | 51,933 | 12,977 | 15,833 | 11,982 | 2,598 | 3,358 | 3,068 | 24,864 | 12,905 | 12,782 | 3,741 |
| | 1987 | 122,138 | 43,427 | 42,814 | 9,527 | 11,103 | 8,291 | 2,125 | 2,692 | 2,471 | 24,984 | 9,009 | 10,824 | 2,798 |
| Hernando | 1991 | 556,895 | 147,886 | 144,835 | 51,602 | 65,811 | 63,155 | 4,546 | 27,727 | 20,011 | 93,433 | 58,978 | 39,792 | 32,580 |
| | 1987 | 413,030 | 111,204 | 108,888 | 34,939 | 47,174 | 45,166 | 4,751 | 22,466 | 16,213 | 80,018 | 36,528 | 32,750 | 19,971 |
| Highlands | 1991 | 512,871 | 115,733 | 113,273 | 26,972 | 60,159 | 51,300 | 7,601 | 26,108 | 18,687 | 168,999 | 39,506 | 22,344 | 19,440 |
| | 1987 | 405,445 | 92,208 | 90,230 | 25,982 | 41,989 | 35,518 | 7,658 | 21,814 | 15,909 | 131,051 | 26,377 | 22,787 | 15,132 |
| Hillsborough | 1991 | 6,602,012 | 1,257,584 | 1,195,311 | 718,306 | 863,055 | 647,495 | 277,417 | 375,093 | 209,639 | 1,511,003 | 399,375 | 299,117 | 261,281 |
| | 1987 | 5,728,818 | 1,145,951 | 1,088,988 | 610,994 | 728,427 | 539,106 | 229,346 | 309,891 | 176,797 | 1,409,977 | 374,157 | 262,991 | 182,372 |
| Holmes | 1991 | 51,693 | 12,828 | 12,029 | 7,848 | 1,537 | | 218 | 1,169 | 383 | 10,063 | 8,336 | 976 | 3,200 |
| | 1987 | 44,865 | 12,271 | 11,505 | 6,294 | 1,479 | | 220 | 1,289 | 423 | 10,230 | 5,572 | 1,014 | 2,162 |
| Indian River | 1991 | 746,009 | 196,249 | 189,091 | 62,638 | 73,725 | 55,218 | 29,659 | 40,479 | 26,778 | 144,167 | 53,479 | 46,661 | 44,191 |
| | 1987 | 611,254 | 151,409 | 145,857 | 54,589 | 53,679 | 39,639 | 24,713 | 35,523 | 23,529 | 126,900 | 44,405 | 41,331 | 30,647 |
| Jackson | 1991 | 274,142 | 64,175 | 62,723 | 13,432 | 16,963 | 6,277 | 24,690 | 9,248 | 6,557 | 65,155 | 34,640 | 16,379 | 11,614 |
| | 1987 | 216,558 | 48,637 | 47,527 | 10,412 | 13,177 | 4,705 | 15,152 | 6,752 | 4,845 | 62,366 | 25,552 | 12,262 | 7,771 |
| Jefferson | 1991 | 49,234 | 12,706 | 12,461 | 1,679 | 739 | | 461 | 2,395 | 2,171 | 2,580 | 22,185 | 3,147 | 1,319 |
| | 1987 | 40,363 | 11,712 | 11,484 | 1,597 | 870 | | 377 | 2,190 | 2,002 | 2,491 | 15,525 | 2,574 | 1,305 |
| Lafayette | 1991 | 8,106 | 4,385 | 4,127 | 154 | | | 124 | 118 | 118 | 360 | 165 | 1,485 | 297 |
| | 1987 | 7,003 | 3,415 | 3,213 | 157 | | | 125 | 194 | 194 | 353 | 256 | 1,597 | 221 |
| Lake | 1991 | 1,096,042 | 248,935 | 240,339 | 93,933 | 144,981 | 123,387 | 27,350 | 39,034 | 20,596 | 279,662 | 63,650 | 92,482 | 42,904 |
| | 1987 | 894,444 | 190,903 | 184,274 | 70,466 | 99,493 | 83,971 | 26,645 | 32,234 | 17,296 | 264,044 | 55,182 | 73,557 | 31,424 |
| Lee | 1991 | 3,205,434 | 612,514 | 585,408 | 329,727 | 387,613 | 343,582 | 152,219 | 215,037 | 151,753 | 677,292 | 177,838 | 240,267 | 125,989 |
| | 1987 | 2,597,648 | 494,075 | 472,117 | 260,539 | 290,984 | 256,285 | 107,498 | 169,407 | 121,196 | 636,973 | 142,847 | 200,864 | 88,519 |
| Leon | 1991 | 1,663,321 | 294,529 | 283,465 | 189,147 | 238,226 | 214,257 | 79,713 | 83,387 | 43,282 | 304,355 | 128,970 | 129,887 | 49,720 |
| | 1987 | 1,330,862 | 237,874 | 228,892 | 142,869 | 186,426 | 166,734 | 61,066 | 75,328 | 40,027 | 272,617 | 93,249 | 116,875 | 32,416 |
| Levy | 1991 | 135,947 | 42,575 | 41,331 | 13,651 | 4,217 | | 894 | 986 | 277 | 21,523 | 20,036 | 14,610 | 8,221 |
| | 1987 | 109,412 | 35,450 | 34,408 | 10,048 | 3,286 | | 736 | 1,464 | 413 | 19,509 | 14,717 | 11,527 | 5,465 |
| Liberty | 1991 | 13,179 | 6,168 | 5,923 | 670 | | | 44 | 111 | | 905 | 4,658 | 83 | 366 |
| | 1987 | 10,191 | 4,732 | 4,543 | 493 | | | 60 | 102 | | 882 | 3,281 | 61 | 316 |
| Madison | 1991 | 64,734 | 16,398 | 15,973 | 2,403 | 1,276 | | 1,402 | 2,974 | 2,974 | 4,624 | 19,706 | 3,013 | 8,346 |
| | 1987 | 55,572 | 14,700 | 14,316 | 2,103 | 2,005 | | 1,093 | 2,280 | 2,280 | 5,539 | 15,514 | 2,713 | 6,407 |
| Manatee | 1991 | 1,671,344 | 372,813 | 354,578 | 190,590 | 198,088 | 165,429 | 62,234 | 85,548 | 56,309 | 377,386 | 117,538 | 77,012 | 75,673 |
| | 1987 | 1,367,944 | 289,934 | 275,697 | 147,036 | 149,873 | 124,036 | 46,774 | 68,571 | 45,337 | 360,579 | 89,985 | 74,721 | 50,492 |
| Marion | 1991 | 1,482,843 | 313,304 | 298,922 | 144,218 | 175,325 | 151,814 | 43,232 | 61,756 | 32,974 | 304,383 | 136,968 | 120,069 | 84,886 |
| | 1987 | 1,204,116 | 250,469 | 238,924 | 105,159 | 140,337 | 120,622 | 34,574 | 57,898 | 31,524 | 263,308 | 114,395 | 115,137 | 50,904 |
| Martin | 1991 | 963,791 | 191,554 | 182,575 | 87,675 | 61,744 | 46,496 | 43,001 | 74,053 | 50,327 | 230,146 | 38,478 | 108,261 | 57,004 |
| | 1987 | 806,234 | 157,289 | 149,886 | 67,556 | 50,552 | 37,556 | 33,630 | 63,154 | 43,106 | 223,477 | 37,822 | 86,574 | 35,402 |
| Monroe | 1991 | 811,131 | 183,739 | 173,155 | 165,172 | 55,548 | 44,950 | 39,417 | 26,363 | 12,446 | 87,086 | 45,039 | 57,112 | 39,658 |
| | 1987 | 654,130 | 152,324 | 143,521 | 124,581 | 55,592 | 44,516 | 30,628 | 21,940 | 10,364 | 85,081 | 36,095 | 45,335 | 27,359 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1991<br>U.S. CENSUS 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **FLORIDA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Nassau | 1991 | 276,414 | 77,423 | 74,130 | 21,758 | 29,494 | 21,066 | 7,960 | 4,785 | 3,445 | 52,534 | 31,409 | 25,976 | 8,535 |
| | 1987 | 223,158 | 58,172 | 55,687 | 19,458 | 20,465 | 14,388 | 6,354 | 4,227 | 3,091 | 43,378 | 31,126 | 18,894 | 6,699 |
| Okaloosa | 1991 | 1,217,739 | 205,899 | 193,363 | 148,129 | 174,775 | 160,872 | 43,708 | 64,045 | 37,474 | 245,945 | 88,305 | 82,157 | 50,998 |
| | 1987 | 961,942 | 161,644 | 151,772 | 120,203 | 131,260 | 120,290 | 33,617 | 51,565 | 30,603 | 219,845 | 70,197 | 68,478 | 31,016 |
| Okeechobee | 1991 | 208,649 | 71,566 | 69,299 | 24,148 | 32,206 | 30,423 | 3,538 | 6,131 | 3,231 | 20,734 | 20,065 | 11,747 | 7,863 |
| | 1987 | 160,361 | 53,719 | 52,007 | 18,292 | 20,660 | 19,459 | 3,181 | 4,865 | 2,582 | 17,376 | 17,935 | 9,859 | 6,048 |
| Orange | 1991 | 7,171,440 | 1,164,298 | 1,105,494 | 865,371 | 774,257 | 589,435 | 322,356 | 305,431 | 172,055 | 1,680,763 | 383,601 | 282,985 | 183,531 |
| | 1987 | 5,703,280 | 923,193 | 876,391 | 679,404 | 584,210 | 438,948 | 234,389 | 260,537 | 148,859 | 1,528,844 | 321,644 | 278,326 | 124,551 |
| Osceola | 1991 | 892,916 | 186,193 | 177,436 | 158,199 | 87,672 | 66,295 | 19,604 | 18,146 | 13,300 | 232,920 | 37,440 | 40,931 | 32,764 |
| | 1987 | 709,068 | 142,902 | 136,154 | 119,917 | 67,278 | 50,204 | 18,725 | 16,535 | 12,276 | 191,659 | 43,231 | 36,301 | 21,084 |
| Palm Beach | 1991 | 8,509,363 | 1,483,165 | 1,365,845 | 897,176 | 1,019,992 | 852,782 | 566,137 | 491,050 | 346,742 | 2,057,207 | 442,333 | 311,604 | 395,541 |
| | 1987 | 6,801,214 | 1,244,474 | 1,145,806 | 694,207 | 743,752 | 616,245 | 425,351 | 435,790 | 310,095 | 1,736,304 | 375,029 | 285,613 | 256,955 |
| Pasco | 1991 | 1,893,234 | 433,513 | 415,020 | 146,454 | 245,450 | 224,680 | 48,325 | 102,600 | 66,115 | 496,006 | 104,717 | 143,623 | 87,905 |
| | 1987 | 1,527,762 | 375,308 | 359,226 | 111,946 | 178,513 | 162,633 | 42,332 | 78,650 | 51,243 | 393,878 | 87,283 | 122,290 | 59,338 |
| Pinellas | 1991 | 8,350,534 | 1,494,278 | 1,392,397 | 761,051 | 903,161 | 742,099 | 292,636 | 365,394 | 185,928 | 1,760,676 | 346,005 | 378,780 | 367,833 |
| | 1987 | 6,791,939 | 1,245,353 | 1,160,212 | 669,615 | 736,999 | 599,671 | 248,990 | 322,780 | 166,974 | 1,611,377 | 330,753 | 316,650 | 239,499 |
| Polk | 1991 | 2,972,845 | 628,159 | 591,721 | 239,334 | 353,049 | 276,670 | 97,611 | 143,211 | 84,936 | 678,632 | 263,825 | 237,474 | 140,735 |
| | 1987 | 2,431,770 | 503,676 | 474,364 | 204,328 | 294,110 | 227,762 | 84,001 | 105,803 | 63,484 | 632,404 | 179,026 | 197,399 | 94,723 |
| Putnam | 1991 | 348,844 | 104,419 | 100,902 | 27,073 | 53,101 | 34,993 | 6,603 | 10,890 | 5,979 | 52,573 | 16,611 | 42,446 | 14,456 |
| | 1987 | 288,255 | 81,002 | 78,258 | 20,460 | 37,925 | 24,520 | 8,335 | 9,538 | 5,337 | 54,484 | 16,503 | 32,827 | 10,398 |
| St. Johns | 1991 | 619,473 | 129,061 | 119,168 | 87,340 | 58,283 | 55,453 | 14,526 | 17,940 | 10,394 | 129,120 | 65,025 | 20,179 | 30,095 |
| | 1987 | 486,114 | 100,618 | 92,886 | 67,820 | 44,225 | 41,960 | 10,462 | 13,207 | 7,680 | 117,727 | 50,592 | 19,216 | 19,793 |
| St. Lucie | 1991 | 1,103,144 | 240,287 | 220,759 | 97,730 | 146,528 | 129,976 | 33,239 | 55,159 | 27,284 | 285,217 | 77,348 | 50,235 | 49,710 |
| | 1987 | 907,308 | 189,400 | 173,973 | 77,573 | 105,632 | 93,118 | 26,771 | 46,895 | 23,347 | 265,683 | 58,928 | 54,644 | 33,537 |
| Santa Rosa | 1991 | 357,702 | 98,593 | 95,710 | 26,742 | 46,799 | 40,348 | 4,403 | 10,187 | 4,412 | 77,153 | 40,128 | 14,855 | 22,225 |
| | 1987 | 289,771 | 81,665 | 79,261 | 22,877 | 32,430 | 27,742 | 5,225 | 8,249 | 3,629 | 65,073 | 34,222 | 13,845 | 13,740 |
| Sarasota | 1991 | 2,952,140 | 508,267 | 465,409 | 280,920 | 334,350 | 297,494 | 131,173 | 217,708 | 164,649 | 696,230 | 162,031 | 209,614 | 144,321 |
| | 1987 | 2,431,490 | 419,045 | 383,633 | 251,193 | 267,632 | 236,686 | 102,210 | 177,948 | 135,808 | 620,641 | 132,418 | 172,417 | 98,550 |
| Seminole | 1991 | 2,366,521 | 479,195 | 457,319 | 258,232 | 305,903 | 257,722 | 136,889 | 147,527 | 98,523 | 485,002 | 145,020 | 129,953 | 72,548 |
| | 1987 | 1,883,688 | 359,866 | 343,369 | 187,198 | 238,670 | 199,365 | 101,733 | 120,155 | 81,714 | 448,711 | 107,184 | 119,650 | 49,562 |
| Sumter | 1991 | 156,528 | 43,650 | 42,469 | 16,510 | 11,002 | 4,864 | 526 | 2,650 | 1,098 | 13,415 | 48,539 | 6,435 | 3,221 |
| | 1987 | 135,157 | 37,005 | 35,997 | 14,824 | 8,359 | 3,578 | 591 | 2,138 | 895 | 13,962 | 40,753 | 6,541 | 3,033 |
| Suwannee | 1991 | 132,513 | 38,933 | 37,635 | 11,380 | 8,547 | 6,174 | 2,192 | 1,162 | 660 | 28,984 | 16,843 | 2,462 | 14,108 |
| | 1987 | 113,764 | 36,091 | 34,881 | 9,052 | 6,505 | 4,626 | 2,649 | 1,615 | 944 | 26,963 | 9,990 | 2,229 | 11,416 |
| Taylor | 1991 | 126,972 | 34,876 | 33,642 | 10,731 | 9,801 | 8,858 | 2,704 | 5,310 | 2,063 | 28,676 | 9,755 | 7,757 | 4,717 |
| | 1987 | 105,438 | 28,301 | 27,294 | 8,797 | 7,488 | 6,731 | 2,801 | 3,974 | 1,579 | 26,728 | 8,310 | 6,703 | 3,294 |
| Union | 1991 | 17,375 | 7,660 | 7,509 | 105 | | | | 469 | 181 | 1,371 | 4,610 | 1,199 | 1,062 |
| | 1987 | 17,046 | 7,001 | 6,861 | 170 | | | | 508 | 209 | 1,566 | 4,646 | 1,198 | 1,154 |
| Volusia | 1991 | 3,004,950 | 663,655 | 632,343 | 341,362 | 366,538 | 318,102 | 102,748 | 134,469 | 77,847 | 627,515 | 197,762 | 183,599 | 161,922 |
| | 1987 | 2,452,392 | 539,203 | 513,660 | 274,444 | 275,973 | 237,732 | 89,928 | 114,090 | 66,661 | 564,758 | 152,133 | 160,224 | 111,497 |
| Wakulla | 1991 | 46,897 | 21,309 | 20,512 | 4,077 | 2,562 | | 223 | 2,200 | 660 | 5,178 | 6,254 | 2,725 | 135 |
| | 1987 | 35,432 | 15,970 | 15,369 | 3,584 | 2,042 | | 155 | 1,706 | 523 | 4,523 | 3,506 | 2,188 | 196 |
| Walton | 1991 | 122,269 | 45,343 | 44,810 | 12,773 | 2,768 | | 3,086 | 2,672 | 2,304 | 14,705 | 17,940 | 6,502 | 5,547 |
| | 1987 | 96,621 | 36,040 | 35,610 | 8,845 | 2,291 | | 2,401 | 2,597 | 2,263 | 14,845 | 12,876 | 5,821 | 3,585 |
| Washington | 1991 | 53,634 | 27,311 | 25,960 | 4,469 | 1,165 | | 312 | 1,327 | 885 | 2,021 | 4,174 | 5,127 | 4,975 |
| | 1987 | 45,086 | 22,119 | 21,021 | 4,159 | 1,905 | | 434 | 1,062 | 728 | 1,652 | 3,046 | 4,802 | 3,376 |
| **TOTAL METRO COUNTIES** | 1991 | **102,116,829** | **19,195,265** | **17,917,779** | **10,832,786** | **11,826,892** | **9,746,655** | **4,864,994** | **5,430,646** | **3,230,519** | **23,711,674** | **6,109,180** | **4,971,414** | **4,554,886** |
| | 1987 | 84,311,861 | 15,711,952 | 14,661,664 | 8,727,045 | 9,442,707 | 7,689,566 | 3,949,868 | 4,623,699 | 2,786,888 | 21,696,074 | 5,066,730 | 4,397,856 | 3,092,923 |
| **TOTAL STATE** | 1991 | **109,570,910** | **21,180,699** | **19,836,078** | **11,553,056** | **12,530,333** | **10,291,066** | **5,070,450** | **5,706,809** | **3,404,935** | **25,134,086** | **6,837,296** | **5,494,399** | **4,905,995** |
| | 1987 | 90,295,017 | 17,289,323 | 16,185,226 | 9,282,504 | 9,955,471 | 8,076,107 | 4,122,100 | 4,855,169 | 2,934,164 | 22,980,303 | 5,623,343 | 4,836,419 | 3,343,205 |
| **GEORGIA** | | | | | | | | | | | | | | |
| **ALBANY** | 1991 | **820,125** | **177,524** | **173,067** | **71,090** | **131,853** | **124,529** | **32,321** | **46,737** | **29,214** | **160,592** | **42,933** | **51,117** | **25,990** |
| | 1987 | 753,726 | 165,350 | 161,167 | 65,102 | 115,498 | 108,750 | 31,683 | 43,389 | 27,670 | 166,092 | 34,273 | 46,179 | 18,423 |
| Dougherty | 1991 | 807,616 | 172,158 | 167,832 | 70,967 | 131,853 | 124,529 | 31,123 | 46,587 | 29,064 | 159,891 | 39,135 | 50,994 | 25,943 |
| | 1987 | 743,216 | 160,422 | 156,360 | 64,918 | 115,498 | 108,750 | 30,732 | 43,135 | 27,416 | 165,519 | 31,651 | 45,972 | 18,361 |
| Lee | 1991 | 12,509 | 5,366 | 5,235 | 123 | | | 1,198 | 150 | 150 | 701 | 3,798 | 123 | 47 |
| | 1987 | 10,510 | 4,928 | 4,807 | 184 | | | 951 | 254 | 254 | 573 | 2,622 | 207 | 62 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1991<br>U.S. CENSUS 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **GEORGIA (continued)** | | | | | | | | | | | | | | |
| **ATHENS** | **1991** | **1,049,549** | **182,789** | **176,786** | **108,668** | **134,920** | **121,325** | **38,913** | **44,883** | **23,660** | **175,098** | **119,742** | **75,857** | **42,494** |
| | 1987 | 887,160 | 162,300 | 156,939 | 92,536 | 113,807 | 100,825 | 35,600 | 41,821 | 22,442 | 166,630 | 87,102 | 66,904 | 33,585 |
| Clarke | 1991 | 812,221 | 130,423 | 127,410 | 91,941 | 131,178 | 121,325 | 35,037 | 31,850 | 15,404 | 133,935 | 66,955 | 49,438 | 33,140 |
| | 1987 | 693,865 | 115,526 | 112,835 | 78,393 | 109,475 | 100,825 | 31,182 | 31,074 | 15,456 | 130,331 | 53,071 | 44,609 | 26,138 |
| Jackson | 1991 | 161,390 | 38,989 | 37,135 | 12,789 | 3,683 | | 3,041 | 5,211 | 3,174 | 35,134 | 33,151 | 9,691 | 8,005 |
| | 1987 | 132,657 | 35,424 | 33,734 | 10,658 | 4,249 | | 3,000 | 4,116 | 2,521 | 30,331 | 21,086 | 9,282 | 6,251 |
| Madison | 1991 | 32,947 | 11,541 | 10,682 | 971 | 59 | | 129 | 800 | 800 | 4,320 | 12,901 | 172 | 297 |
| | 1987 | 26,203 | 9,597 | 8,881 | 1,102 | 83 | | 208 | 858 | 858 | 3,990 | 8,344 | 243 | 296 |
| Oconee | 1991 | 42,991 | 1,836 | 1,559 | 2,967 | | | 706 | 7,022 | 4,282 | 1,709 | 6,735 | 16,556 | 1,052 |
| | 1987 | 34,435 | 1,753 | 1,489 | 2,383 | | | 1,210 | 5,773 | 3,607 | 1,978 | 4,601 | 12,770 | 900 |
| **ATLANTA** | **1991** | **24,124,929** | **4,068,911** | **3,919,095** | **2,754,778** | **3,115,726** | **2,552,194** | **1,281,637** | **1,278,402** | **690,922** | **5,295,076** | **1,552,581** | **1,397,370** | **860,878** |
| | 1987 | 21,131,430 | 3,530,738 | 3,399,804 | 2,354,531 | 2,687,432 | 2,194,617 | 1,053,761 | 1,142,209 | 629,400 | 5,073,053 | 1,439,439 | 1,308,403 | 621,830 |
| Barrow | 1991 | 169,957 | 45,451 | 44,427 | 12,020 | 15,693 | 14,026 | 4,854 | 6,966 | 3,522 | 41,846 | 8,078 | 15,480 | 9,668 |
| | 1987 | 153,912 | 36,067 | 35,247 | 10,548 | 12,870 | 11,437 | 4,387 | 5,770 | 2,904 | 41,822 | 8,226 | 18,100 | 6,824 |
| Butts | 1991 | 107,949 | 26,042 | 24,484 | 5,252 | 834 | | 1,676 | 1,078 | 1,078 | 8,005 | 52,404 | 3,981 | 5,609 |
| | 1987 | 82,005 | *22,363 | 21,021 | 4,408 | 1,287 | | 1,842 | 1,508 | 1,508 | 7,126 | 32,431 | 4,159 | 3,961 |
| Cherokee | 1991 | 306,795 | 55,940 | 54,563 | 25,485 | 52,335 | 39,481 | 3,369 | 9,498 | 8,860 | 67,583 | 26,316 | 33,620 | 12,790 |
| | 1987 | 270,107 | 57,057 | 55,641 | 22,809 | 35,244 | 26,235 | 3,429 | 7,963 | 7,468 | 58,751 | 21,316 | 33,859 | 9,937 |
| Clayton | 1991 | 1,848,925 | 302,054 | 289,324 | 135,404 | 308,787 | 237,437 | 86,964 | 98,018 | 50,499 | 560,220 | 127,659 | 71,910 | 60,574 |
| | 1987 | 1,621,528 | 252,462 | 241,773 | 121,666 | 273,356 | 207,580 | 64,817 | 80,591 | 42,561 | 504,851 | 120,933 | 59,631 | 48,704 |
| Cobb | 1991 | 4,454,257 | 649,497 | 628,808 | 440,406 | 639,770 | 524,557 | 237,376 | 277,977 | 138,365 | 888,282 | 272,342 | 339,463 | 173,199 |
| | 1987 | 3,773,128 | 575,337 | 556,898 | 363,412 | 580,991 | 471,727 | 197,112 | 224,750 | 114,484 | 862,186 | 240,535 | 274,966 | 113,018 |
| Coweta | 1991 | 284,600 | 64,673 | 63,117 | 19,705 | 35,427 | 30,490 | 8,864 | 7,781 | 6,996 | 82,059 | 17,675 | 19,536 | 12,582 |
| | 1987 | 257,793 | 57,179 | 55,792 | 17,118 | 25,883 | 22,105 | 9,492 | 7,894 | 7,160 | 81,671 | 17,082 | 17,053 | 10,370 |
| De Kalb | 1991 | 5,196,334 | 839,571 | 793,565 | 472,030 | 671,517 | 588,136 | 330,143 | 259,370 | 136,595 | 1,250,192 | 341,872 | 214,770 | 174,950 |
| | 1987 | 4,780,059 | 733,058 | 692,749 | 460,265 | 585,878 | 509,648 | 262,257 | 259,927 | 138,690 | 1,285,672 | 343,835 | 246,410 | 125,376 |
| Douglas | 1991 | 562,988 | 109,193 | 104,223 | 52,537 | 43,241 | 34,781 | 9,134 | 7,021 | 2,667 | 197,417 | 39,461 | 51,238 | 17,262 |
| | 1987 | 447,366 | 92,279 | 88,061 | 36,763 | 31,093 | 24,748 | 9,226 | 8,427 | 3,207 | 159,479 | 35,427 | 40,008 | 13,193 |
| Fayette | 1991 | 276,658 | 97,881 | 95,213 | 20,019 | 33,087 | 30,807 | 8,541 | 8,217 | 7,114 | 26,839 | 16,755 | 23,867 | 13,270 |
| | 1987 | 225,724 | 77,697 | 75,564 | 19,064 | 22,778 | 21,128 | 7,139 | 7,161 | 6,265 | 23,600 | 11,533 | 20,634 | 10,256 |
| Forsyth | 1991 | 209,366 | 62,627 | 60,589 | 14,759 | 38,485 | 30,966 | 4,194 | 6,529 | 4,260 | 41,479 | 8,394 | 13,338 | 10,592 |
| | 1987 | 171,047 | 44,508 | 43,051 | 14,636 | 24,614 | 19,597 | 3,812 | 7,474 | 4,901 | 36,796 | 9,953 | 14,095 | 7,456 |
| Fulton | 1991 | 5,864,141 | 885,772 | 851,633 | 1,069,924 | 577,864 | 482,845 | 402,262 | 319,262 | 168,258 | 1,084,280 | 395,050 | 239,920 | 197,199 |
| | 1987 | 5,511,385 | 789,797 | 759,205 | 933,954 | 644,801 | 533,891 | 345,997 | 281,315 | 152,343 | 1,106,775 | 358,254 | 278,330 | 146,757 |
| Gwinnett | 1991 | 3,220,168 | 563,903 | 549,365 | 339,483 | 524,131 | 375,065 | 137,072 | 230,555 | 135,036 | 589,123 | 153,828 | 267,921 | 97,416 |
| | 1987 | 2,439,285 | 473,324 | 461,029 | 236,615 | 315,777 | 222,502 | 101,416 | 205,887 | 122,023 | 481,544 | 157,393 | 200,970 | 71,917 |
| Henry | 1991 | 217,071 | 49,287 | 48,736 | 30,990 | 22,180 | 20,500 | 1,589 | 4,504 | 3,449 | 46,703 | 15,392 | 20,422 | 16,123 |
| | 1987 | 178,077 | 42,639 | 42,154 | 21,234 | 14,179 | 13,048 | 1,354 | 3,527 | 2,746 | 38,958 | 19,109 | 19,489 | 9,658 |
| Newton | 1991 | 220,445 | 52,696 | 50,994 | 19,239 | 35,321 | 34,001 | 10,685 | 5,552 | 3,442 | 50,365 | 14,901 | 3,644 | 8,054 |
| | 1987 | 191,625 | 49,514 | 47,906 | 16,338 | 26,077 | 25,049 | 10,059 | 5,934 | 3,674 | 44,245 | 12,774 | 4,666 | 6,511 |
| Paulding | 1991 | 185,561 | 56,353 | 55,763 | 11,182 | 20,197 | 19,292 | 1,544 | 3,072 | 3,072 | 57,667 | 5,292 | 16,701 | 7,162 |
| | 1987 | 159,504 | 42,001 | 41,553 | 8,368 | 13,518 | 12,881 | 1,296 | 2,233 | 2,233 | 62,687 | 5,423 | 12,581 | 5,473 |
| Rockdale | 1991 | 476,160 | 98,421 | 96,485 | 44,492 | 31,259 | 29,989 | 8,306 | 13,133 | 7,658 | 175,507 | 36,006 | 24,006 | 19,976 |
| | 1987 | 398,620 | 79,509 | 77,930 | 32,481 | 25,356 | 24,268 | 7,276 | 13,072 | 7,611 | 153,083 | 29,779 | 25,652 | 14,456 |
| Spalding | 1991 | 384,465 | 75,570 | 74,676 | 27,569 | 57,382 | 51,946 | 20,416 | 14,135 | 8,152 | 93,669 | 13,870 | 24,749 | 16,677 |
| | 1987 | 344,129 | 72,405 | 71,534 | 23,621 | 46,611 | 41,966 | 18,589 | 13,503 | 7,870 | 90,132 | 10,657 | 25,502 | 11,636 |
| Walton | 1991 | 139,089 | 33,980 | 33,130 | 14,282 | 8,216 | 7,875 | 4,648 | 5,734 | 1,899 | 33,840 | 7,286 | 12,804 | 7,775 |
| | 1987 | 126,136 | 33,542 | 32,696 | 11,231 | 7,119 | 6,807 | 4,261 | 5,273 | 1,752 | 33,675 | 4,779 | 12,298 | 6,327 |
| **AUGUSTA** | **1991** | **2,929,097** | **584,180** | **573,528** | **286,600** | **458,259** | **386,611** | **110,369** | **134,434** | **86,783** | **602,188** | **191,790** | **211,522** | **120,500** |
| | 1987 | 2,452,448 | 475,067 | 466,108 | 235,262 | 343,683 | 286,893 | 97,443 | 121,142 | 79,448 | 574,362 | 160,525 | 181,980 | 92,777 |
| Columbia | 1991 | 338,374 | 95,224 | 94,545 | 28,713 | 21,063 | 16,890 | 2,994 | 16,367 | 7,227 | 72,032 | 31,630 | 36,738 | 8,400 |
| | 1987 | 261,417 | 70,755 | 70,236 | 19,092 | 19,961 | 15,825 | 2,348 | 14,774 | 6,553 | 56,191 | 20,733 | 35,549 | 6,134 |
| McDuffie | 1991 | 139,748 | 32,455 | 32,187 | 17,772 | 9,483 | 6,175 | 4,739 | 7,335 | 4,235 | 30,056 | 10,169 | 14,262 | 7,981 |
| | 1987 | 126,048 | 28,770 | 28,527 | 14,153 | 7,973 | 5,095 | 5,037 | 6,171 | 3,597 | 26,572 | 9,629 | 16,712 | 5,889 |
| Richmond | 1991 | 1,682,805 | 252,133 | 246,001 | 168,263 | 319,275 | 269,610 | 79,281 | 90,779 | 62,509 | 347,141 | 85,572 | 117,628 | 76,506 |
| | 1987 | 1,478,649 | 228,038 | 222,448 | 149,195 | 244,483 | 204,697 | 69,691 | 82,177 | 57,642 | 357,624 | 81,202 | 93,675 | 59,905 |
| *Aiken, S. C.* | *1991* | *768,170* | *204,368* | *200,795* | *71,852* | *108,438* | *93,936* | *23,355* | *19,953* | *12,812* | *152,959* | *64,419* | *42,894* | *27,613* |
| | *1987* | *586,334* | *147,504* | *144,897* | *52,822* | *71,266* | *61,276* | *20,367* | *18,020* | *11,656* | *133,975* | *48,961* | *36,044* | *20,849* |
| **COLUMBUS** | **1991** | **1,686,624** | **320,702** | **308,796** | **170,745** | **229,423** | **188,634** | **95,587** | **78,845** | **42,950** | **374,750** | **138,644** | **79,187** | **64,455** |
| | 1987 | 1,506,700 | 277,416 | 267,111 | 143,327 | 191,715 | 156,168 | 78,215 | 77,284 | 42,939 | 385,449 | 121,028 | 76,329 | 46,403 |
| Chattahoochee | 1991 | 4,148 | 1,500 | 1,412 | 28 | | | | | | 59 | 420 | | |
| | 1987 | 3,079 | 1,230 | 1,158 | 42 | | | | | | 57 | 335 | | |
| Muscogee | 1991 | 1,521,195 | 269,369 | 258,946 | 151,213 | 210,352 | 175,021 | 90,876 | 75,304 | 39,826 | 353,159 | 125,648 | 71,274 | 50,992 |
| | 1987 | 1,361,097 | 228,698 | 219,804 | 126,006 | 176,363 | 145,379 | 73,796 | 74,110 | 40,120 | 366,943 | 109,382 | 68,876 | 37,676 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1991<br>U.S. CENSUS 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **GEORGIA (continued)** | | | | | | | | | | | | | | |
| **COLUMBUS (continued)** | | | | | | | | | | | | | | |
| *Russell, Ala.* | *1991* | *161,281* | *49,833* | *48,438* | *19,504* | *19,071* | *13,613* | *4,711* | *3,541* | *3,124* | *21,532* | *12,576* | *7,913* | *13,463* |
| | *1987* | *142,524* | *47,488* | *46,149* | *17,279* | *15,352* | *10,789* | *4,419* | *3,174* | *2,819* | *18,449* | *11,311* | *7,453* | *8,727* |
| **MACON - WARNER ROBINS** | **1991** | **2,140,222** | **376,109** | **368,906** | **213,004** | **277,251** | **249,680** | **82,860** | **91,107** | **61,273** | **501,017** | **149,793** | **130,851** | **88,109** |
| | 1987 | 1,913,112 | 336,933 | 330,352 | 173,916 | 245,638 | 218,978 | 78,867 | 90,320 | 61,612 | 517,299 | 129,420 | 110,989 | 60,919 |
| Bibb | 1991 | 1,380,711 | 224,751 | 218,527 | 140,109 | 201,882 | 183,465 | 67,223 | 69,993 | 43,200 | 287,438 | 97,101 | 50,077 | 63,502 |
| | 1987 | 1,243,029 | 203,221 | 197,554 | 117,816 | 183,021 | 165,481 | 63,121 | 69,401 | 43,613 | 297,105 | 86,654 | 48,525 | 43,072 |
| Houston | 1991 | 599,115 | 116,303 | 116,065 | 60,407 | 73,035 | 66,215 | 12,313 | 18,517 | 15,753 | 153,935 | 46,517 | 62,734 | 16,384 |
| | 1987 | 534,561 | 103,691 | 103,458 | 47,100 | 59,308 | 53,497 | 12,834 | 18,902 | 16,206 | 167,344 | 33,617 | 49,461 | 12,805 |
| Jones | 1991 | 27,149 | 9,345 | 8,789 | 2,052 | 181 | | 167 | 255 | 179 | 10,574 | 720 | 1,864 | 567 |
| | 1987 | 24,727 | 8,761 | 8,237 | 1,535 | 184 | | 165 | 299 | 211 | 9,276 | 786 | 1,884 | 503 |
| Peach | 1991 | 133,247 | 25,710 | 25,525 | 10,436 | 2,153 | | 3,157 | 2,342 | 2,141 | 49,070 | 5,455 | 16,176 | 7,656 |
| | 1987 | 110,795 | 21,260 | 21,103 | 7,465 | 3,125 | | 2,747 | 1,718 | 1,582 | 43,574 | 8,363 | 11,119 | 4,539 |
| **SAVANNAH** | **1991** | **1,912,718** | **373,100** | **355,746** | **197,581** | **274,396** | **220,259** | **93,402** | **102,833** | **60,357** | **392,641** | **159,881** | **76,659** | **82,953** |
| | 1987 | 1,670,402 | 315,667 | 300,924 | 175,762 | 221,747 | 175,970 | 87,123 | 90,544 | 54,436 | 390,727 | 122,307 | 82,966 | 56,396 |
| Chatham | 1991 | 1,823,957 | 343,023 | 327,024 | 195,052 | 259,416 | 207,445 | 91,943 | 101,254 | 58,778 | 360,700 | 159,033 | 74,284 | 82,341 |
| | 1987 | 1,597,294 | 290,690 | 277,077 | 173,682 | 211,426 | 167,209 | 86,152 | 88,709 | 52,601 | 363,465 | 121,563 | 80,305 | 55,904 |
| Effingham | 1991 | 88,761 | 30,077 | 28,722 | 2,529 | 14.980 | 12,814 | 1,459 | 1,579 | 1,579 | 31,941 | 848 | 2,375 | 612 |
| | 1987 | 73,108 | 24,977 | 23,847 | 2,080 | 10,321 | 8,761 | 971 | 1,835 | 1,835 | 27,262 | 744 | 2,661 | 492 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Appling | 1991 | 77,348 | 20,963 | 20,163 | 7,952 | 1,056 | | 3,826 | 5,512 | 4,689 | 19,109 | 6,074 | 4,214 | 5,419 |
| | 1987 | 70,399 | 19,183 | 18,447 | 6,381 | 1,751 | | 3,514 | 4,142 | 3,547 | 19,249 | 5,049 | 4,211 | 3,422 |
| Atkinson | 1991 | 16,047 | 7,893 | 7,639 | 562 | 63 | | 164 | 291 | 291 | 581 | 1,026 | 1,861 | 2,633 |
| | 1987 | 14,886 | 7,191 | 6,958 | 520 | 94 | | 152 | 388 | 388 | 554 | 1,342 | 1,834 | 1,972 |
| Bacon | 1991 | 50,381 | 14,129 | 13,348 | 3,077 | 996 | | 2,142 | 221 | 221 | 15,414 | 1,718 | 2,742 | 6,116 |
| | 1987 | 47,916 | 12,123 | 11,451 | 2,643 | 959 | | 2,263 | 263 | 263 | 17,003 | 2,472 | 2,655 | 4,243 |
| Baker | 1991 | 2,218 | 1,006 | 907 | | 50 | | | 176 | 103 | 321 | 227 | | |
| | 1987 | 2,790 | 1,113 | 1,003 | | 89 | | | 306 | 180 | 542 | 229 | | |
| Baldwin | 1991 | 248,092 | 60,714 | 58,781 | 21,705 | 29,003 | 23,715 | 12,420 | 13,552 | 6,671 | 39,424 | 15,546 | 16,303 | 11,931 |
| | 1987 | 213,231 | 52,095 | 50,426 | 17,870 | 25,169 | 20,375 | 10,754 | 10,276 | 5,247 | 40,300 | 13,016 | 15,689 | 7,980 |
| Banks | 1991 | 32,315 | 3,825 | 3,648 | 5,205 | 145 | | 292 | 340 | 340 | 2,545 | 17,246 | 869 | 1,283 |
| | 1987 | 24,136 | 2,067 | 1,971 | 3,558 | 218 | | 426 | 488 | 488 | 1,385 | 12,273 | 1,292 | 1,455 |
| Barrow | 1991 | 169,957 | 45,451 | 44,427 | 12,020 | 15,693 | 14,026 | 4,854 | 6,966 | 3,522 | 41,846 | 8,078 | 15,480 | 9,668 |
| | 1987 | 153,912 | 36,067 | 35,247 | 10,548 | 12,870 | 11,437 | 4,387 | 5,770 | 2,904 | 41,822 | 8,226 | 18,100 | 6,824 |
| Bartow | 1991 | 326,066 | 72,118 | 71,293 | 31,449 | 35,167 | 31,912 | 4,420 | 11,422 | 5,164 | 70,387 | 59,466 | 14,974 | 10,878 |
| | 1987 | 288,636 | 61,974 | 61,253 | 25,103 | 25,853 | 23,334 | 6,899 | 10,663 | 5,000 | 67,697 | 53,992 | 15,010 | 8,171 |
| Ben Hill | 1991 | 91,647 | 34,157 | 33,037 | 4,671 | 8,519 | 6,624 | 3,603 | 4,475 | 3,242 | 10,382 | 1,863 | 4,165 | 4,756 |
| | 1987 | 79,982 | 28,986 | 28,030 | 4,916 | 7,395 | 5,682 | 3,756 | 4,493 | 3,265 | 10,964 | 1,822 | 3,999 | 3,485 |
| Berrien | 1991 | 72,005 | 24,284 | 23,621 | 2,928 | 296 | | 1,578 | 2,392 | 1,205 | 24,878 | 2,773 | 3,190 | 3,905 |
| | 1987 | 62,886 | 20,473 | 19,910 | 2,494 | 318 | | 1,727 | 2,230 | 1,125 | 22,810 | 2,672 | 3,043 | 2,749 |
| Bibb | 1991 | 1,380,711 | 224,751 | 218,527 | 140,109 | 201,882 | 183,465 | 67,223 | 69,993 | 43,200 | 287,438 | 97,101 | 50,077 | 63,502 |
| | 1987 | 1,243,029 | 203,221 | 197,554 | 117,816 | 183,021 | 165,481 | 63,121 | 69,401 | 43,613 | 297,105 | 86,654 | 48,525 | 43,072 |
| Bleckley | 1991 | 42,049 | 13,005 | 12,482 | 3,293 | 461 | | 2,278 | 2,229 | 1,283 | 6,762 | 4,142 | 1,978 | 4,933 |
| | 1987 | 39,224 | 13,106 | 12,577 | 2,831 | 512 | | 2,179 | 2,229 | 1,326 | 6,881 | 3,484 | 1,976 | 3,586 |
| Brantley | 1991 | 13,863 | 6,088 | 5,829 | 1,057 | | | 52 | 946 | 67 | 424 | 3,075 | 156 | 360 |
| | 1987 | 12,313 | 5,775 | 5,528 | 862 | | | 57 | 893 | 65 | 539 | 2,213 | 241 | 366 |
| Brooks | 1991 | 44,753 | 19,165 | 17,979 | 1,805 | 727 | | 1,082 | 1,390 | 924 | 9,965 | 859 | 1,736 | 2,431 |
| | 1987 | 40,598 | 15,819 | 14,837 | 1,553 | 894 | | 1,151 | 1,505 | 1,028 | 11,128 | 1,030 | 1,832 | 1,931 |
| Bryan | 1991 | 65,733 | 28,297 | 27,487 | 5,099 | 108 | | 89 | 436 | 436 | 679 | 23,044 | 1,957 | 3,314 |
| | 1987 | 50,391 | 19,463 | 18,903 | 4,138 | 88 | | 145 | 344 | 344 | 679 | 17,563 | 3,091 | 2,113 |
| Bulloch | 1991 | 248,590 | 47,841 | 45,914 | 27,362 | 50,302 | 40,519 | 9,431 | 14,536 | 9,541 | 46,789 | 7,892 | 10,731 | 10,632 |
| | 1987 | 216,297 | 48,661 | 46,692 | 21,588 | 38,101 | 30,364 | 8,583 | 11,749 | 7,864 | 44,361 | 8,336 | 10,683 | 7,996 |
| Burke | 1991 | 69,298 | 26,114 | 23,778 | 4,988 | 868 | | 2,024 | 2,712 | 2,712 | 13,175 | 6,862 | 818 | 5,509 |
| | 1987 | 66,563 | 25,144 | 22,890 | 4,710 | 1,497 | | 2,715 | 3,179 | 3,179 | 14,883 | 4,814 | 898 | 3,843 |
| Butts | 1991 | 107,949 | 26,042 | 24,484 | 5,252 | 834 | | 1,676 | 1,078 | 1,078 | 8,005 | 52,404 | 3,981 | 5,609 |
| | 1987 | 82,005 | 22,363 | 21,021 | 4,408 | 1,287 | | 1,842 | 1,508 | 1,508 | 7,126 | 32,431 | 4,159 | 3,961 |
| Calhoun | 1991 | 15,129 | 8,378 | 8,121 | 351 | 123 | | 93 | 698 | 535 | 2,972 | 447 | 270 | 1,178 |
| | 1987 | 14,052 | 6,904 | 6,691 | 293 | 134 | | 171 | 762 | 585 | 3,120 | 632 | 502 | 956 |
| Camden | 1991 | 157,466 | 32,308 | 31,860 | 17,326 | 24,244 | 13,915 | 2,342 | 3,307 | 1,630 | 25,925 | 26,092 | 11,606 | 4,527 |
| | 1987 | 120,838 | 28,695 | 28,291 | 11,807 | 15,334 | 8,603 | 1,655 | 2,866 | 1,420 | 21,460 | 19,430 | 10,611 | 3,118 |
| Candler | 1991 | 44,622 | 12,958 | 12,780 | 2,351 | 385 | | 1,666 | 942 | 942 | 9,849 | 5,202 | 1,636 | 3,871 |
| | 1987 | 38,782 | 11,042 | 10,888 | 1,710 | 630 | | 1,542 | 934 | 934 | 10,005 | 4,397 | 1,517 | 2,458 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1991<br>U.S. CENSUS 1987<br>METRO AREA<br>County | Year | Total Retail Sales ($000) | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **GEORGIA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Carroll | 1991 | 423,534 | 130,152 | 124,622 | 28,992 | 46,127 | 39,594 | 11,884 | 13,068 | 10,724 | 60,829 | 35,330 | 35,620 | 20,585 |
| | 1987 | 371,185 | 110,609 | 105,888 | 27,233 | 40,305 | 34,312 | 10,669 | 11,427 | 9,447 | 66,478 | 25,052 | 33,413 | 14,766 |
| ☐ Catoosa | 1991 | 230,704 | 65,015 | 63,992 | 22,707 | 41,793 | 38,234 | 6,460 | 10,680 | 7,249 | 20,758 | 20,658 | 23,914 | 9,216 |
| | 1987 | 197,105 | 60,211 | 59,252 | 19,677 | 30,221 | 27,510 | 5,643 | 10,452 | 7,213 | 22,205 | 18,264 | 17,560 | 6,287 |
| Charlton | 1991 | 33,586 | 10,370 | 10,244 | 2,711 | 2,063 | | 503 | 317 | 275 | 8,203 | 2,965 | 346 | 2,562 |
| | 1987 | 29,672 | 9,397 | 9,281 | 2,414 | 1,990 | | 555 | 550 | 478 | 8,113 | 2,029 | 499 | 1,761 |
| Chatham | 1991 | 1,823,957 | 343,023 | 327,024 | 195,052 | 259,416 | 207,445 | 91,943 | 101,254 | 58,778 | 360,700 | 159,033 | 74,284 | 82,341 |
| | 1987 | 1,597,294 | 290,690 | 277,077 | 173,682 | 211,426 | 167,209 | 86,152 | 88,709 | 52,601 | 363,465 | 121,563 | 80,305 | 55,904 |
| Chattahoochee | 1991 | 4,148 | 1,500 | 1,412 | 28 | | | | | | 59 | 420 | | |
| | 1987 | 3,079 | 1,230 | 1,158 | 42 | | | | | | 57 | 335 | | |
| Chattooga | 1991 | 114,322 | 31,188 | 30,071 | 5,176 | 17,627 | 12,960 | 3,583 | 1,187 | 735 | 30,625 | 9,329 | 3,839 | 6,594 |
| | 1987 | 104,152 | 29,800 | 28,727 | 4,940 | 13,029 | 9,443 | 3,705 | 1,223 | 776 | 28,502 | 7,867 | 3,657 | 4,371 |
| Cherokee | 1991 | 306,795 | 55,940 | 54,563 | 25,485 | 52,335 | 39,481 | 3,369 | 9,498 | 8,860 | 67,583 | 26,316 | 33,620 | 12,790 |
| | 1987 | 270,107 | 57,057 | 55,641 | 22,809 | 35,244 | 26,235 | 3,429 | 7,963 | 7,468 | 58,751 | 21,316 | 33,859 | 9,937 |
| Clarke | 1991 | 812,221 | 130,423 | 127,410 | 91,941 | 131 178 | 121,325 | 35,037 | 31,850 | 15,404 | 133,935 | 66,955 | 49,438 | 33,140 |
| | 1987 | 693,865 | 115,526 | 112,835 | 78,393 | 109,475 | 100,825 | 31,182 | 31,074 | 15,456 | 130,331 | 53,071 | 44,609 | 26,138 |
| Clay | 1991 | 9,046 | 3,991 | 3,864 | 457 | 93 | | 120 | 45 | | 418 | 979 | 153 | 1,416 |
| | 1987 | 7,427 | 3,080 | 2,981 | 588 | 110 | | 131 | 50 | | 510 | 653 | 198 | 1,008 |
| Clayton | 1991 | 1,848,925 | 302,054 | 289,324 | 135,404 | 308,787 | 237,437 | 86,964 | 98,018 | 50,499 | 560,220 | 127,659 | 71,910 | 60,574 |
| | 1987 | 1,621,528 | 252,462 | 241,773 | 121,666 | 273,356 | 207,580 | 64,817 | 80,591 | 42,561 | 504,851 | 120,933 | 59,631 | 48,704 |
| Clinch | 1991 | 25,513 | 9,751 | 9,624 | 320 | 1,454 | | 175 | 746 | 746 | 6,349 | 1,844 | 950 | 2,944 |
| | 1987 | 19,978 | 6,991 | 6,899 | 474 | 1,057 | | 143 | 711 | 711 | 5,718 | 1,370 | 873 | 1,976 |
| Cobb | 1991 | 4,454,257 | 649,497 | 628,808 | 440,406 | 639,770 | 524,557 | 237,376 | 277,977 | 138,365 | 888,282 | 272,342 | 339,463 | 173,199 |
| | 1987 | 3,773,128 | 575,337 | 556,898 | 363,412 | 580,991 | 471,727 | 197,112 | 224,750 | 114,484 | 862,186 | 240,535 | 274,966 | 113,018 |
| Coffee | 1991 | 216,327 | 79,817 | 77,219 | 12,312 | 22,642 | 17,559 | 9,508 | 7,414 | 4,770 | 36,605 | 8,098 | 16,551 | 9,023 |
| | 1987 | 173,887 | 53,600 | 51,845 | 11,648 | 15,810 | 12,108 | 8,184 | 7,075 | 4,684 | 35,732 | 6,927 | 16,999 | 6,001 |
| Colquitt | 1991 | 189,206 | 51,685 | 50,248 | 12,631 | 22,856 | 20,711 | 6,851 | 5,405 | 4,219 | 38,870 | 4,789 | 13,899 | 9,748 |
| | 1987 | 170,220 | 44,144 | 42,908 | 11,083 | 20,315 | 18,309 | 7,208 | 4,959 | 3,931 | 36,428 | 6,682 | 14,376 | 7,123 |
| Columbia | 1991 | 338,374 | 95,224 | 94,545 | 28,713 | 21,063 | 16,890 | 2,994 | 16,367 | 7,227 | 72,032 | 31,630 | 36,738 | 8,400 |
| | 1987 | 261,417 | 70,755 | 70,236 | 19,092 | 19,961 | 15,825 | 2,348 | 14,774 | 6,553 | 56,191 | 20,733 | 35,549 | 6,134 |
| Cook | 1991 | 68,874 | 17,109 | 16,960 | 5,581 | 982 | | 5,266 | 2,095 | 1,839 | 12,070 | 8,649 | 7,622 | 3,602 |
| | 1987 | 57,066 | 13,114 | 12,997 | 4,726 | 1,001 | | 3,772 | 1,962 | 1,740 | 11,570 | 8,392 | 5,519 | 2,690 |
| Coweta | 1991 | 284,600 | 64,673 | 63,117 | 19,705 | 35,427 | 30,490 | 8,864 | 7,781 | 6,996 | 82,059 | 17,675 | 19,536 | 12,582 |
| | 1987 | 257,793 | 57,179 | 55,792 | 17,118 | 25,883 | 22,105 | 9,492 | 7,894 | 7,160 | 81,671 | 17,082 | 17,053 | 10,370 |
| Crawford | 1991 | 7,658 | 4,498 | 4,319 | 85 | 131 | | 67 | 47 | | 383 | 858 | 72 | |
| | 1987 | 6,560 | 3,336 | 3,203 | 131 | 140 | | 77 | 83 | | 496 | 815 | 97 | |
| Crisp | 1991 | 161,495 | 36,780 | 35,380 | 16,560 | 20,864 | 13,640 | 6,894 | 5,280 | 3,433 | 17,443 | 23,895 | 8,093 | 8,771 |
| | 1987 | 148,280 | 34,941 | 33,604 | 13,829 | 17,288 | 11,093 | 7,269 | 4,574 | 3,002 | 19,953 | 24,730 | 7,098 | 6,226 |
| ☐ Dade | 1991 | 57,743 | 20,782 | 20,265 | 4,092 | 1,399 | | 771 | 378 | 269 | 5,909 | 15,691 | 3,691 | 1,582 |
| | 1987 | 50,379 | 19,688 | 19,195 | 3,358 | 1,319 | | 881 | 611 | 448 | 5,274 | 11,806 | 4,014 | 1,010 |
| Dawson | 1991 | 14,567 | 5,004 | 4,339 | 709 | | | 403 | 258 | 258 | 1,368 | 2,217 | 2,599 | 1,270 |
| | 1987 | 11,679 | 3,400 | 2,947 | 413 | | | 304 | 311 | 311 | 1,034 | 2,177 | 2,149 | 749 |
| Decatur | 1991 | 139,728 | 33,766 | 33,169 | 10,074 | 10,145 | 7,292 | 6,918 | 6,983 | 5,126 | 32,204 | 10,609 | 8,928 | 7,985 |
| | 1987 | 119,169 | 29,164 | 28,642 | 7,758 | 8,276 | 5,854 | 7,078 | 5,103 | 3,812 | 28,487 | 8,047 | 9,027 | 6,422 |
| De Kalb | 1991 | 5,196,334 | 839,571 | 793,565 | 472,030 | 671,517 | 588,136 | 330,143 | 259,370 | 136,595 | 1,250,192 | 341,872 | 214,770 | 174,950 |
| | 1987 | 4,780,059 | 733,058 | 692,749 | 460,265 | 585,878 | 509,648 | 262,257 | 259,927 | 138,690 | 1,285,672 | 343,835 | 246,410 | 125,376 |
| Dodge | 1991 | 98,010 | 24,619 | 23,100 | 10,828 | 10,149 | | 2,628 | 4,412 | 3,527 | 10,226 | 13,254 | 8,869 | 6,107 |
| | 1987 | 85,457 | 21,037 | 19,735 | 10,262 | 8,200 | | 2,657 | 3,555 | 2,867 | 11,512 | 10,150 | 8,337 | 4,175 |
| Dooly | 1991 | 31,922 | 5,788 | 5,622 | 987 | 231 | | 476 | 358 | 358 | 9,963 | 9,032 | 1,593 | 1,983 |
| | 1987 | 31,299 | 4,938 | 4,795 | 981 | 400 | | 583 | 423 | 423 | 10,143 | 8,683 | 2,163 | 1,670 |
| Dougherty | 1991 | 807,616 | 172,158 | 167,832 | 70,967 | 131,853 | 124,529 | 31,123 | 46,587 | 29,064 | 159,891 | 39,135 | 50,994 | 25,943 |
| | 1987 | 743,216 | 160,422 | 156,360 | 64,918 | 115,498 | 108,750 | 30,732 | 43,135 | 27,416 | 165,519 | 31,651 | 45,972 | 18,361 |
| Douglas | 1991 | 562,988 | 109,193 | 104,223 | 52,537 | 43,241 | 34,781 | 9,134 | 7,021 | 2,667 | 197,417 | 39,461 | 51,238 | 17,262 |
| | 1987 | 447,366 | 92,279 | 88,061 | 36,763 | 31,093 | 24,748 | 9,226 | 8,427 | 3,207 | 159,479 | 35,427 | 40,008 | 13,193 |
| Early | 1991 | 53,094 | 17,488 | 16,815 | 2,806 | 921 | | 2,320 | 708 | 708 | 8,017 | 9,956 | 1,361 | 4,957 |
| | 1987 | 45,582 | 15,366 | 14,772 | 2,117 | 1,416 | | 2,422 | 792 | 792 | 7,652 | 7,025 | 1,512 | 3,371 |
| Echols | 1991 | 880 | 722 | 695 | 32 | | | | | | | | 126 | |
| | 1987 | 672 | 495 | 477 | 38 | | | | | | | | 139 | |
| Effingham | 1991 | 88,761 | 30,077 | 28,722 | 2,529 | 14,980 | 12,814 | 1,459 | 1,579 | 1,579 | 31,941 | 848 | 2,375 | 612 |
| | 1987 | 73,108 | 24,977 | 23,847 | 2,080 | 10,321 | 8,761 | 971 | 1,835 | 1,835 | 27,262 | 744 | 2,661 | 492 |
| Elbert | 1991 | 138,327 | 23,846 | 22,644 | 6,410 | 4,753 | 1,581 | 1,491 | 1,156 | 972 | 69,404 | 7,959 | 7,283 | 8,237 |
| | 1987 | 128,637 | 24,141 | 22,919 | 5,866 | 4,854 | 1,558 | 1,420 | 1,518 | 1,286 | 65,081 | 6,485 | 6,615 | 5,743 |
| Emanuel | 1991 | 102,279 | 30,533 | 29,901 | 5,855 | 1,509 | | 6,846 | 3,784 | 3,784 | 19,254 | 11,990 | 8,531 | 7,309 |
| | 1987 | 101,027 | 27,534 | 26,959 | 6,443 | 2,314 | | 6,664 | 4,050 | 4,050 | 23,591 | 9,302 | 9,387 | 5,778 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1991
U.S. CENSUS 1987

| METRO AREA County | Year | Total Retail Sales ($000) | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **GEORGIA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Evans | 1991 | 49,054 | 8,224 | 7,835 | 3,263 | 985 | | 905 | 1,881 | 1,398 | 18,101 | 945 | 4,874 | 3,854 |
| | 1987 | 46,134 | 7,910 | 7,534 | 2,300 | 1,057 | | 823 | 1,750 | 1,295 | 17,998 | 1,887 | 4,568 | 2,562 |
| Fannin | 1991 | 84,583 | 23,242 | 22,246 | 6,225 | 11,558 | 6,867 | 4,586 | 1,882 | 950 | 10,647 | 10,707 | 5,573 | 4,285 |
| | 1987 | 71,644 | 20,356 | 19,480 | 5,562 | 10,654 | 6,192 | 3,447 | 1,478 | 772 | 9,318 | 7,281 | 5,057 | 3,290 |
| Fayette | 1991 | 276,658 | 97,881 | 95,213 | 20,019 | 33,087 | 30,807 | 8,541 | 8,217 | 7,114 | 26,839 | 16,755 | 23,867 | 13,270 |
| | 1987 | 225,724 | 77,697 | 75,564 | 19,064 | 22,778 | 21,128 | 7,139 | 7,161 | 6,265 | 23,600 | 11,533 | 20,634 | 10,256 |
| Floyd | 1991 | 588,444 | 103,305 | 101,367 | 52,798 | 106,860 | 92,768 | 26,632 | 20,765 | 10,828 | 145,618 | 39,335 | 20,496 | 29,087 |
| | 1987 | 499,855 | 95,533 | 93,722 | 45,850 | 76,509 | 65,930 | 23,654 | 21,313 | 11,431 | 131,447 | 29,926 | 19,161 | 21,510 |
| Forsyth | 1991 | 209,366 | 62,627 | 60,589 | 14,759 | 38,485 | 30,966 | 4,194 | 6,529 | 4,260 | 41,479 | 8,394 | 13,338 | 10,592 |
| | 1987 | 171,047 | 44,508 | 43,051 | 14,636 | 24,614 | 19,597 | 3,812 | 7,474 | 4,901 | 36,796 | 9,953 | 14,095 | 7,456 |
| Franklin | 1991 | 126,352 | 30,615 | 29,663 | 6,184 | 3,169 | | 2,079 | 3,816 | 1,789 | 40,502 | 18,466 | 12,492 | 3,891 |
| | 1987 | 122,847 | 27,999 | 27,123 | 5,454 | 3,008 | | 2,250 | 3,865 | 1,822 | 43,672 | 15,011 | 12,579 | 3,397 |
| Fulton | 1991 | 5,864,141 | 885,772 | 851,633 | 1,069,924 | 577,864 | 482,845 | 402,262 | 319,262 | 168,258 | 1,084,280 | 395,050 | 239,920 | 197,199 |
| | 1987 | 5,511,385 | 789,797 | 759,205 | 933,954 | 644,801 | 533,891 | 345,997 | 281,315 | 152,343 | 1,106,775 | 358,254 | 278,330 | 146,757 |
| Gilmer | 1991 | 86,259 | 22,071 | 20,992 | 9,105 | 13,388 | | 1,211 | 2,753 | 1,252 | 20,800 | 4,492 | 6,952 | 2,770 |
| | 1987 | 68,443 | 15,482 | 14,722 | 5,869 | 9,234 | | 1,224 | 2,943 | 1,360 | 18,884 | 3,656 | 6,063 | 2,569 |
| Glascock | 1991 | 3,152 | 1,345 | 1,213 | 594 | 121 | | | | | 103 | 523 | | |
| | 1987 | 2,957 | 1,243 | 1,121 | 546 | 145 | | | | | 128 | 520 | | |
| Glynn | 1991 | 568,556 | 115,162 | 110,859 | 68,829 | 70,664 | 60,141 | 41,122 | 26,661 | 14,827 | 76,706 | 64,234 | 33,477 | 24,108 |
| | 1987 | 491,239 | 94,801 | 91,241 | 57,955 | 55,977 | 47,253 | 35,251 | 23,859 | 13,393 | 77,442 | 59,594 | 33,460 | 16,635 |
| Gordon | 1991 | 243,818 | 46,396 | 44,470 | 26,441 | 15,429 | 13,131 | 6,919 | 25,946 | 16,534 | 36,757 | 21,676 | 28,124 | 11,715 |
| | 1987 | 205,519 | 43,917 | 42,086 | 20,894 | 12,320 | 10,395 | 7,009 | 21,394 | 13,619 | 33,637 | 18,221 | 21,806 | 8,967 |
| Grady | 1991 | 128,616 | 20,165 | 19,548 | 4,329 | 8,036 | 6,391 | 2,205 | 3,480 | 2,297 | 19,398 | 58,351 | 2,328 | 4,879 |
| | 1987 | 113,106 | 24,576 | 23,820 | 4,037 | 7,144 | 5,618 | 2,713 | 3,578 | 2,398 | 22,043 | 36,901 | 3,636 | 3,453 |
| Greene | 1991 | 51,552 | 18,365 | 17,756 | 2,595 | 562 | | 2,247 | 2,005 | 302 | 6,940 | 5,909 | 5,044 | 3,259 |
| | 1987 | 42,128 | 15,872 | 15,342 | 2,165 | 712 | | 1,525 | 1,927 | 309 | 7,198 | 4,103 | 3,436 | 2,059 |
| Gwinnett | 1991 | 3,220,168 | 563,903 | 549,365 | 339,483 | 524,131 | 375,065 | 137,072 | 230,555 | 135,036 | 589,123 | 153,828 | 267,921 | 97,416 |
| | 1987 | 2,439,285 | 473,324 | 461,029 | 236,615 | 315,777 | 222,502 | 101,416 | 205,887 | 122,023 | 481,544 | 157,393 | 200,970 | 71,917 |
| Habersham | 1991 | 167,146 | 34,766 | 33,830 | 13,443 | 14,110 | 11,877 | 8,978 | 7,871 | 3,721 | 34,664 | 12,952 | 19,812 | 9,502 |
| | 1987 | 151,567 | 30,527 | 29,699 | 11,666 | 10,362 | 8,646 | 8,393 | 7,405 | 3,657 | 35,161 | 10,545 | 20,747 | 7,143 |
| Hall | 1991 | 728,814 | 137,603 | 132,134 | 59,736 | 113,202 | 104,997 | 30,348 | 27 516 | 18,035 | 174,774 | 42,220 | 55,680 | 30,451 |
| | 1987 | 647,979 | 120,731 | 115,909 | 55,450 | 99,429 | 91,847 | 27,305 | 24,378 | 16,293 | 160,205 | 33,839 | 58,963 | 22,447 |
| Hancock | 1991 | 12,999 | 6,074 | 5,639 | 372 | 206 | | 318 | 362 | 362 | 706 | 641 | 439 | 3,054 |
| | 1987 | 12,353 | 4,963 | 4,607 | 496 | 282 | | 412 | 403 | 403 | 756 | 1,385 | 570 | 2,443 |
| Haralson | 1991 | 114,251 | 28,875 | 28,073 | 5,005 | 15,488 | 12,192 | 3,309 | 2,174 | 1,964 | 27,453 | 13,305 | 3,691 | 6,007 |
| | 1987 | 96,448 | 25,831 | 25,108 | 4,697 | 10,613 | 8,257 | 3,831 | 2,381 | 2,169 | 22,431 | 10,704 | 4,066 | 4,743 |
| Harris | 1991 | 29,966 | 9,410 | 8,997 | 2,412 | 646 | | 256 | 2,165 | 2,049 | 6,917 | 3,475 | 2,047 | 1,294 |
| | 1987 | 28,177 | 9,145 | 8,742 | 2,239 | 657 | | 316 | 2,098 | 1,980 | 6,480 | 2,821 | 1,776 | 934 |
| Hart | 1991 | 83,493 | 19,197 | 18,315 | 6,218 | 2,060 | 1,155 | 8,086 | 3,761 | 2,970 | 13,937 | 9,681 | 3,533 | 5,999 |
| | 1987 | 71,188 | 17,573 | 16,762 | 5,526 | 2,793 | 1,531 | 6,818 | 3,287 | 2,633 | 14,179 | 6,082 | 3,623 | 4,174 |
| Heard | 1991 | 19,807 | 14,119 | 13,556 | 658 | 594 | | 59 | 84 | | 767 | 396 | 706 | 1,743 |
| | 1987 | 14,884 | 9,915 | 9,517 | 525 | 554 | | 64 | 109 | | 829 | 345 | 644 | 1,233 |
| Henry | 1991 | 217,071 | 49,287 | 48,736 | 30,990 | 22,180 | 20,500 | 1,589 | 4,504 | 3,449 | 46,703 | 15,392 | 20,422 | 16,123 |
| | 1987 | 178,077 | 42,639 | 42,154 | 21,234 | 14,179 | 13,048 | 1,354 | 3,527 | 2,746 | 38,958 | 19,109 | 19,489 | 9,658 |
| Houston | 1991 | 599,115 | 116,303 | 116,065 | 60,407 | 73,035 | 66,215 | 12,313 | 18,517 | 15,753 | 153,935 | 46,517 | 62,734 | 16,384 |
| | 1987 | 534,561 | 103,691 | 103,458 | 47,100 | 59,308 | 53,497 | 12,834 | 18,902 | 16,206 | 167,344 | 33,617 | 49,461 | 12,805 |
| Irwin | 1991 | 27,760 | 4,813 | 4,655 | 1,776 | 749 | | 1,184 | 2,842 | 1,053 | 10,760 | 522 | 510 | 1,816 |
| | 1987 | 22,872 | 4,683 | 4,528 | 1,213 | 636 | | 1,251 | 1,695 | 646 | 8,724 | 728 | 529 | 1,278 |
| Jackson | 1991 | 161,390 | 38,989 | 37,135 | 12,789 | 3,683 | | 3,041 | 5,211 | 3,174 | 35,134 | 33,151 | 9,691 | 8,005 |
| | 1987 | 132,657 | 35,424 | 33,734 | 10,658 | 4,249 | | 3,000 | 4,116 | 2,521 | 30,331 | 21,086 | 9,282 | 6,251 |
| Jasper | 1991 | 24,390 | 9,760 | 9,494 | 1,179 | 377 | | 304 | 247 | 247 | 7,293 | 2,353 | 127 | 298 |
| | 1987 | 19,825 | 8,189 | 7,964 | 944 | 437 | | 216 | 252 | 252 | 5,397 | 2,036 | 217 | 252 |
| Jeff Davis | 1991 | 59,755 | 18,685 | 17,852 | 1,464 | 5,448 | | 3,308 | 2,694 | 2,560 | 11,281 | 5,800 | 3,611 | 3,658 |
| | 1987 | 53,272 | 16,963 | 16,204 | 1,682 | 4,543 | | 2,854 | 2,586 | 2,457 | 11,742 | 4,010 | 3,160 | 2,691 |
| Jefferson | 1991 | 65,277 | 21,887 | 21,271 | 2,842 | 3,643 | | 2,353 | 3,188 | 2,363 | 15,781 | 3,538 | 884 | 7,145 |
| | 1987 | 58,489 | 18,043 | 17,532 | 2,648 | 3,093 | | 2,078 | 2,611 | 1,980 | 15,640 | 4,526 | 1,115 | 4,824 |
| Jenkins | 1991 | 26,853 | 12,372 | 11,655 | 786 | 2,021 | | 783 | 1,091 | 885 | 3,041 | 2,539 | 955 | 2,778 |
| | 1987 | 24,006 | 10,620 | 10,003 | 609 | 1,366 | | 1,089 | 1,009 | 833 | 3,453 | 2,208 | 1,000 | 1,942 |
| Johnson | 1991 | 19,569 | 7,985 | 7,457 | 1,060 | 402 | | 443 | 933 | 353 | 4,005 | 1,416 | 77 | 1,494 |
| | 1987 | 18,814 | 7,462 | 6,968 | 1,072 | 400 | | 858 | 1,142 | 432 | 3,841 | 1,275 | 155 | 1,271 |
| Jones | 1991 | 27,149 | 9,345 | 8,789 | 2,052 | 181 | | 167 | 255 | 179 | 10,574 | 720 | 1,864 | 567 |
| | 1987 | 24,727 | 8,761 | 8,237 | 1,535 | 184 | | 165 | 299 | 211 | 9,276 | 786 | 1,884 | 503 |
| Lamar | 1991 | 43,745 | 12,076 | 11,692 | 3,540 | 898 | | 959 | 1,059 | 451 | 14,401 | 388 | 3,143 | 4,021 |
| | 1987 | 42,834 | 12,537 | 12,137 | 3,818 | 1,695 | | 864 | 1,088 | 454 | 13,788 | 327 | 3,073 | 2,993 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1991
U.S. CENSUS 1987

| METRO AREA<br>County | Year | Total Retail Sales ($000) | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **GEORGIA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Lanier | 1991 | 25,204 | 8,184 | 7,907 | 713 | 972 | | 126 | 2,535 | 2,535 | 2,105 | 1,839 | 2,007 | 5,463 |
| | 1987 | 18,796 | 4,901 | 4,734 | 517 | 928 | | 153 | 2,298 | 2,298 | 1,765 | 1,899 | 1,759 | 3,643 |
| Laurens | 1991 | 277,142 | 54,455 | 52,012 | 20,125 | 38,721 | 36,132 | 11,939 | 9,265 | 5,519 | 58,077 | 25,730 | 20,579 | 12,862 |
| | 1987 | 247,408 | 49,945 | 47,695 | 17,437 | 31,493 | 29,277 | 12,046 | 8,163 | 4,983 | 60,303 | 19,756 | 18,754 | 9,667 |
| Lee | 1991 | 12,509 | 5,366 | 5,235 | 123 | | | 1,198 | 150 | 150 | 701 | 3,798 | 123 | 47 |
| | 1987 | 10,510 | 4,928 | 4,807 | 184 | | | 951 | 254 | 254 | 573 | 2,622 | 207 | 62 |
| Liberty | 1991 | 175,657 | 36,384 | 35,364 | 21,805 | 28,643 | 25,733 | 7,819 | 10,401 | 4,269 | 26,873 | 14,340 | 8,176 | 4,154 |
| | 1987 | 153,445 | 30,788 | 29,919 | 17,436 | 21,353 | 19,073 | 6,865 | 10,780 | 4,584 | 25,990 | 15,235 | 9,472 | 2,999 |
| Lincoln | 1991 | 14,475 | 3,724 | 3,452 | 854 | 388 | | 984 | 187 | | 1,324 | 3,182 | 699 | 1,556 |
| | 1987 | 12,906 | 3,656 | 3,388 | 845 | 337 | | 1,022 | 231 | | 1,380 | 2,512 | 552 | 1,371 |
| Long | 1991 | 2,764 | 1,501 | 1,438 | 225 | | | | 44 | | 273 | 375 | | |
| | 1987 | 2,988 | 1,392 | 1,334 | 281 | | | | 77 | | 470 | 349 | | |
| Lowndes | 1991 | 668,833 | 124,057 | 117,688 | 63,605 | 84,710 | 55,148 | 47,297 | 40,860 | 33,806 | 108,949 | 75,118 | 46,547 | 31,296 |
| | 1987 | 565,161 | 101,406 | 96,180 | 51,705 | 69,373 | 44,322 | 36,736 | 32,776 | 27,260 | 112,051 | 61,426 | 40,571 | 23,116 |
| Lumpkin | 1991 | 68,664 | 12,211 | 11,546 | 8,192 | 888 | | 338 | 1,333 | 991 | 27,959 | 3,762 | 5,918 | 4,433 |
| | 1987 | 57,060 | 11,413 | 10,790 | 6,216 | 872 | | 313 | 1,063 | 804 | 23,262 | 2,650 | 5,398 | 3,346 |
| McDuffie | 1991 | 139,748 | 32,455 | 32,187 | 17,772 | 9,483 | 6,175 | 4,739 | 7,335 | 4,235 | 30,056 | 10,169 | 14,262 | 7,981 |
| | 1987 | 126,048 | 28,770 | 28,527 | 14,153 | 7,973 | 5,095 | 5,037 | 6,171 | 3,597 | 26,572 | 9,629 | 16,712 | 5,889 |
| McIntosh | 1991 | 40,303 | 16,023 | 15,843 | 1,540 | 231 | | 127 | 269 | | 6,922 | 10,005 | 668 | 2,106 |
| | 1987 | 35,462 | 12,778 | 12,632 | 1,509 | 440 | | 150 | 251 | | 8,247 | 7,584 | 759 | 1,451 |
| Macon | 1991 | 47,190 | 17,921 | 17,457 | 2,785 | 864 | | 2,937 | 2,397 | 2,085 | 5,044 | 1,688 | 5,495 | 3,503 |
| | 1987 | 44,779 | 15,015 | 14,624 | 2,598 | 897 | | 2,918 | 2,088 | 1,834 | 6,642 | 1,538 | 5,495 | 2,808 |
| Madison | 1991 | 32,947 | 11,541 | 10,682 | 971 | 59 | | 129 | 800 | 800 | 4,320 | 12,901 | 172 | 297 |
| | 1987 | 26,203 | 9,597 | 8,881 | 1,102 | 83 | | 208 | 858 | 858 | 3,990 | 8,344 | 243 | 296 |
| Marion | 1991 | 11,771 | 3,104 | 2,935 | 822 | 600 | | 153 | 53 | | 2,081 | 1,009 | 95 | 3,214 |
| | 1987 | 11,130 | 2,818 | 2,664 | 763 | 604 | | 158 | 59 | | 2,324 | 1,033 | 156 | 2,633 |
| Meriwether | 1991 | 91,665 | 24,067 | 22,628 | 5,240 | 4,994 | | 1,672 | 1,235 | 1,235 | 27,023 | 8,578 | 5,755 | 5,071 |
| | 1987 | 86,568 | 21,976 | 20,657 | 4,550 | 4,424 | | 1,759 | 1,548 | 1,548 | 30,720 | 5,927 | 5,554 | 3,354 |
| Miller | 1991 | 22,685 | 8,315 | 7,991 | 311 | 725 | | 1,303 | 1,397 | 716 | 4,044 | 2,590 | 360 | 1,247 |
| | 1987 | 21,630 | 7,869 | 7,561 | 315 | 611 | | 1,197 | 1,363 | 698 | 4,380 | 2,341 | 670 | 1,023 |
| Mitchell | 1991 | 77,132 | 28,637 | 27,286 | 4,742 | 5,776 | 4,906 | 2,987 | 3,458 | 3,458 | 10,841 | 2,042 | 2,274 | 6,991 |
| | 1987 | 68,179 | 23,606 | 22,489 | 4,428 | 4,986 | 4,202 | 3,212 | 3,183 | 3,183 | 12,150 | 2,531 | 2,624 | 4,505 |
| Monroe | 1991 | 77,205 | 20,642 | 20,010 | 9,887 | 5,277 | | 683 | 5,316 | 4,089 | 19,786 | 5,746 | 2,346 | 4,157 |
| | 1987 | 70,228 | 19,030 | 18,444 | 8,273 | 4,046 | | 630 | 3,561 | 2,735 | 17,760 | 8,931 | 2,262 | 3,244 |
| Montgomery | 1991 | 62,004 | 29,848 | 29,038 | 1,553 | 492 | | 2,090 | 1,370 | 1,370 | 17,124 | 1,229 | 810 | 6,289 |
| | 1987 | 49,627 | 20,246 | 19,692 | 1,894 | 613 | | 2,322 | 1,954 | 1,954 | 15,449 | 1,032 | 1,012 | 4,120 |
| Morgan | 1991 | 64,412 | 17,620 | 16,849 | 6,558 | 983 | | 788 | 1,421 | 1,075 | 11,003 | 10,541 | 6,402 | 3,732 |
| | 1987 | 62,842 | 16,664 | 15,932 | 5,825 | 1,475 | | 803 | 1,418 | 1,096 | 12,410 | 10,416 | 6,258 | 2,852 |
| Murray | 1991 | 82,348 | 48,128 | 46,663 | 6,716 | 2,422 | | 1,069 | 948 | 948 | 11,039 | 2,735 | 3,199 | 3,211 |
| | 1987 | 74,862 | 43,116 | 41,796 | 5,425 | 2,298 | | 1,202 | 1,157 | 1,157 | 9,978 | 2,633 | 3,980 | 2,748 |
| Muscogee | 1991 | 1,521,195 | 269,369 | 258,946 | 151,213 | 210,352 | 175,021 | 90,876 | 75,304 | 39,826 | 353,159 | 125,648 | 71,274 | 50,992 |
| | 1987 | 1,361,097 | 228,698 | 219,804 | 126,006 | 176,363 | 145,379 | 73,796 | 74,110 | 40,120 | 366,943 | 109,382 | 68,876 | 37,676 |
| Newton | 1991 | 220,445 | 52,696 | 50,994 | 19,239 | 35,321 | 34,001 | 10,685 | 5,552 | 3,442 | 50,365 | 14,901 | 3,644 | 8,054 |
| | 1987 | 191,625 | 49,514 | 47,906 | 16,338 | 26,077 | 25,049 | 10,059 | 5,934 | 3,674 | 44,245 | 12,774 | 4,666 | 6,511 |
| Oconee | 1991 | 42,991 | 1,836 | 1,559 | 2,967 | | | 706 | 7,022 | 4,282 | 1,709 | 6,735 | 16,556 | 1,052 |
| | 1987 | 34,435 | 1,753 | 1,489 | 2,383 | | | 1,210 | 5,773 | 3,607 | 1,978 | 4,601 | 12,770 | 900 |
| Oglethorpe | 1991 | 23,045 | 4,844 | 4,549 | 802 | | | 214 | 138 | | 11,608 | 1,081 | 921 | 2,538 |
| | 1987 | 20,577 | 5,211 | 4,893 | 502 | | | 343 | 130 | | 10,098 | 684 | 1,236 | 1,641 |
| Paulding | 1991 | 185,561 | 56,353 | 55,763 | 11,182 | 20,197 | 19,292 | 1,544 | 3,072 | 3,072 | 57,667 | 5,292 | 16,701 | 7,162 |
| | 1987 | 159,504 | 42,001 | 41,553 | 8,368 | 13,518 | 12,881 | 1,296 | 2,233 | 2,233 | 62,687 | 5,423 | 12,581 | 5,473 |
| Peach | 1991 | 133,247 | 25,710 | 25,525 | 10,436 | 2,153 | | 3,157 | 2,342 | 2,141 | 49,070 | 5,455 | 16,176 | 7,656 |
| | 1987 | 110,795 | 21,260 | 21,103 | 7,465 | 3,125 | | 2,747 | 1,718 | 1,582 | 43,574 | 8,363 | 11,119 | 4,539 |
| Pickens | 1991 | 143,422 | 20,053 | 19,233 | 5,187 | 2,022 | | 1,370 | 1,135 | 527 | 88,994 | 5,428 | 3,192 | 6,314 |
| | 1987 | 120,911 | 17,477 | 16,759 | 4,305 | 2,361 | | 907 | 1,407 | 686 | 76,478 | 3,980 | 2,647 | 5,200 |
| Pierce | 1991 | 59,825 | 10,478 | 10,021 | 4,753 | 1,902 | | 1,885 | 1,527 | 1,242 | 8,832 | 8,392 | 13,999 | 2,260 |
| | 1987 | 48,251 | 9,887 | 9,454 | 3,402 | 1,138 | | 1,402 | 1,113 | 921 | 8,226 | 5,434 | 11,946 | 1,489 |
| Pike | 1991 | 14,384 | 8,417 | 7,770 | 2,145 | 297 | | 73 | 125 | | 992 | 319 | 243 | 714 |
| | 1987 | 11,738 | 6,303 | 5,817 | 1,321 | 267 | | 74 | 128 | | 723 | 541 | 330 | 760 |
| Polk | 1991 | 160,043 | 49,760 | 48,408 | 10,910 | 17,565 | 16,380 | 3,256 | 6,287 | 3,897 | 31,002 | 10,013 | 7,784 | 13,537 |
| | 1987 | 141,702 | 41,744 | 40,602 | 8,764 | 13,448 | 12,492 | 4,119 | 5,234 | 3,305 | 32,338 | 8,782 | 7,963 | 10,752 |
| Pulaski | 1991 | 40,422 | 12,407 | 12,118 | 2,765 | 463 | | 1,804 | 1,907 | 1,311 | 11,698 | 1,545 | 1,455 | 3,712 |
| | 1987 | 35,335 | 12,345 | 12,055 | 2,034 | 454 | | 1,577 | 1,819 | 1,244 | 9,844 | 1,298 | 1,112 | 2,358 |
| Putnam | 1991 | 45,047 | 19,196 | 18,669 | 3,140 | 1,950 | | 363 | 3,434 | 2,280 | 2,375 | 3,569 | 3,013 | 4,110 |
| | 1987 | 37,050 | 16,527 | 16,070 | 2,367 | 1,607 | | 483 | 2,863 | 1,898 | 2,683 | 2,319 | 3,011 | 2,572 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1991<br>U.S. CENSUS 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg Mtls & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **GEORGIA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Quitman | 1991 | 3,589 | 1,389 | 1,333 | 81 | 106 | | | | | 1,961 | | | |
| | 1987 | 3,562 | 1,603 | 1,539 | 90 | 126 | | | | | 1,654 | | | |
| Rabun | 1991 | 78,733 | 24,431 | 23,286 | 6,437 | 1,311 | | 1,799 | 1,680 | 1,227 | 14,949 | 4,497 | 10,534 | 3,303 |
| | 1987 | 70,174 | 19,562 | 18,641 | 6,224 | 1,512 | | 1,590 | 1,932 | 1,411 | 13,377 | 4,755 | 10,721 | 2,302 |
| Randolph | 1991 | 24,897 | 10,474 | 9,964 | 2,899 | 331 | | 294 | 970 | 804 | 1,434 | 2,273 | 1,279 | 2,055 |
| | 1987 | 24,018 | 9,875 | 9,392 | 2,758 | 605 | | 517 | 1,112 | 933 | 2,038 | 1,931 | 1,323 | 1,568 |
| Richmond | 1991 | 1,682,805 | 252,133 | 246,001 | 168,263 | 319,275 | 269,610 | 79,281 | 90,779 | 62,509 | 347,141 | 85,572 | 117,628 | 76,506 |
| | 1987 | 1,478,649 | 228,038 | 222,448 | 149,195 | 244,483 | 204,697 | 69,691 | 82,177 | 57,642 | 357,624 | 81,202 | 93,675 | 59,905 |
| Rockdale | 1991 | 476,160 | 98,421 | 96,485 | 44,492 | 31,259 | 29,989 | 8,306 | 13,133 | 7,658 | 175,507 | 36,006 | 24,006 | 19,976 |
| | 1987 | 398,620 | 79,509 | 77,930 | 32,481 | 25,356 | 24,268 | 7,276 | 13,072 | 7,611 | 153,083 | 29,779 | 25,652 | 14,456 |
| Schley | 1991 | 11,444 | 5,267 | 4,979 | 120 | 102 | | | 44 | | 1,628 | 1,391 | 740 | 229 |
| | 1987 | 10,394 | 4,183 | 3,953 | 144 | 185 | | | 60 | | 1,826 | 1,217 | 897 | 245 |
| Screven | 1991 | 44,001 | 14,745 | 14,549 | 2,614 | 1,985 | | 1,963 | 1,302 | 722 | 7,740 | 1,507 | 2,871 | 3,805 |
| | 1987 | 42,767 | 15,069 | 14,866 | 2,309 | 1,980 | | 2,025 | 1,366 | 763 | 8,222 | 1,497 | 3,126 | 2,900 |
| Seminole | 1991 | 38,252 | 16,185 | 15,335 | 2,013 | 1,508 | | 415 | 917 | 627 | 6,872 | 3,221 | 1,538 | 2,304 |
| | 1987 | 35,443 | 14,230 | 13,480 | 1,794 | 1,658 | | 608 | 984 | 680 | 6,898 | 2,313 | 2,234 | 1,907 |
| Spalding | 1991 | 384,465 | 75,570 | 74,676 | 27,569 | 57,382 | 51,946 | 20,416 | 14,135 | 8,152 | 93,669 | 13,870 | 24,749 | 16,677 |
| | 1987 | 344,129 | 72,405 | 71,534 | 23,621 | 46,611 | 41,966 | 18,589 | 13,503 | 7,870 | 90,132 | 10,657 | 25,502 | 11,636 |
| Stephens | 1991 | 178,112 | 32,831 | 31,681 | 10,586 | 12,578 | 11,762 | 2,143 | 5,982 | 4,833 | 67,726 | 8,166 | 17,554 | 9,307 |
| | 1987 | 158,571 | 32,687 | 31,536 | 9,602 | 12,467 | 11,615 | 2,580 | 5,369 | 4,378 | 56,107 | 8,097 | 14,785 | 7,020 |
| Stewart | 1991 | 15,305 | 7,409 | 6,961 | 768 | 68 | | 113 | 187 | 187 | 321 | 1,128 | 216 | 1,917 |
| | 1987 | 14,100 | 6,720 | 6,313 | 738 | 93 | | 142 | 218 | 218 | 408 | 1,575 | 291 | 1,364 |
| Sumter | 1991 | 188,683 | 41,557 | 39,834 | 11,998 | 20,557 | 18,994 | 10,767 | 4,384 | 2,075 | 18,037 | 9,407 | 5,916 | 6,343 |
| | 1987 | 177,292 | 37,353 | 35,797 | 12,001 | 16,439 | 15,126 | 12,238 | 4,616 | 2,223 | 20,534 | 9,567 | 9,519 | 6,156 |
| Talbot | 1991 | 9,942 | 5,720 | 5,417 | 44 | 320 | | | 194 | | 237 | 280 | 77 | 1,321 |
| | 1987 | 8,719 | 4,356 | 4,125 | 64 | 508 | | | 170 | | 437 | 552 | 147 | 977 |
| Taliaferro | 1991 | 3,223 | 314 | 259 | 43 | | | 35 | 54 | 54 | 112 | 2,578 | | |
| | 1987 | 2,384 | 344 | 284 | 63 | | | 57 | 81 | 81 | 96 | 1,601 | | |
| Tattnall | 1991 | 62,532 | 20,069 | 19,290 | 2,416 | 2,500 | | 686 | 1,282 | 967 | 11,314 | 10,368 | 4,213 | 6,597 |
| | 1987 | 56,158 | 18,617 | 17,891 | 2,077 | 2,196 | | 676 | 1,779 | 1,362 | 11,658 | 8,496 | 3,457 | 4,562 |
| Taylor | 1991 | 25,727 | 7,784 | 5,171 | 1,207 | 311 | | 307 | 619 | | 5,174 | 1,389 | 5,155 | 2,030 |
| | 1987 | 24,733 | 7,226 | 4,799 | 928 | 607 | | 579 | 708 | | 4,805 | 1,174 | 4,991 | 1,850 |
| Telfair | 1991 | 42,632 | 15,296 | 14,365 | 3,598 | 2,063 | | 1,797 | 4,284 | 3,483 | 2,630 | 3,107 | 1,129 | 4,752 |
| | 1987 | 39,975 | 13,969 | 13,116 | 3,001 | 2,308 | | 2,006 | 3,698 | 2,990 | 3,777 | 2,906 | 1,284 | 3,519 |
| Terrell | 1991 | 38,236 | 13,632 | 13,274 | 1,108 | 444 | | 2,611 | 661 | 380 | 7,523 | 4,684 | 1,419 | 3,169 |
| | 1987 | 37,792 | 13,235 | 12,884 | 1,389 | 517 | | 2,714 | 801 | 461 | 7,425 | 3,860 | 2,673 | 2,238 |
| Thomas | 1991 | 263,414 | 69,683 | 66,276 | 15,161 | 32,726 | 30,010 | 7,417 | 7,150 | 3,209 | 67,344 | 9,109 | 14,674 | 11,833 |
| | 1987 | 231,163 | 54,629 | 51,948 | 14,403 | 27,029 | 24,670 | 9,788 | 7,692 | 3,566 | 63,573 | 9,305 | 14,549 | 8,292 |
| Tift | 1991 | 314,976 | 64,773 | 62,867 | 24,345 | 33,045 | 26,046 | 12,611 | 8,216 | 5,112 | 71,701 | 41,846 | 14,574 | 10,800 |
| | 1987 | 257,223 | 49,524 | 48,057 | 22,234 | 22,571 | 17,583 | 11,156 | 8,198 | 5,188 | 60,234 | 40,546 | 12,108 | 8,669 |
| Toombs | 1991 | 139,791 | 27,332 | 26,875 | 9,935 | 28,163 | 25,940 | 6,700 | 7,204 | 3,852 | 20,596 | 3,163 | 14,161 | 16,276 |
| | 1987 | 127,392 | 28,122 | 27,646 | 8,713 | 25,584 | 23,463 | 6,313 | 5,816 | 3,207 | 20,688 | 4,479 | 12,435 | 9,818 |
| Towns | 1991 | 24,518 | 3,458 | 3,120 | 3,899 | 342 | | 443 | 546 | 546 | 3,751 | 4,801 | 2,667 | 2,313 |
| | 1987 | 23,235 | 3,174 | 2,863 | 3,468 | 514 | | 506 | 441 | 441 | 3,772 | 3,711 | 4,061 | 1,636 |
| Treutlen | 1991 | 13,702 | 7,469 | 7,215 | 1,591 | 88 | | 174 | 172 | 172 | 463 | 386 | 174 | 2,022 |
| | 1987 | 12,258 | 6,248 | 6,035 | 1,438 | 149 | | 312 | 311 | 311 | 617 | 539 | 258 | 1,481 |
| Troup | 1991 | 396,846 | 72,472 | 69,431 | 35,474 | 46,049 | 37,704 | 17,900 | 24,262 | 17,519 | 67,055 | 53,007 | 22,549 | 18,153 |
| | 1987 | 356,480 | 67,875 | 65,014 | 32,866 | 38,255 | 31,010 | 20,695 | 23,249 | 16,866 | 72,745 | 38,861 | 19,145 | 13,361 |
| Turner | 1991 | 34,309 | 12,554 | 12,504 | 2,229 | 1,882 | | 772 | 507 | 180 | 12,177 | 1,988 | 529 | 1,062 |
| | 1987 | 33,770 | 11,993 | 11,942 | 2,081 | 1,939 | | 882 | 698 | 261 | 11,799 | 1,987 | 677 | 914 |
| Twiggs | 1991 | 8,843 | 5,768 | 5,305 | 168 | | | 123 | 78 | | 559 | 236 | 396 | 1,119 |
| | 1987 | 7,872 | 4,859 | 4,468 | 189 | | | 119 | 118 | | 534 | 224 | 587 | 820 |
| Union | 1991 | 53,769 | 16,890 | 16,243 | 3,699 | 3,143 | 2,627 | 1,094 | 1,541 | 1,410 | 5,625 | 6,140 | 5,160 | 6,336 |
| | 1987 | 43,178 | 13,169 | 12,662 | 3,287 | 2,487 | 2,061 | 926 | 1,154 | 1,054 | 5,338 | 4,563 | 4,653 | 4,093 |
| Upson | 1991 | 130,590 | 35,312 | 34,249 | 14,148 | 17,729 | 16,131 | 4,652 | 5,248 | 3,602 | 17,304 | 3,092 | 5,321 | 9,733 |
| | 1987 | 121,824 | 31,212 | 30,266 | 13,194 | 14,692 | 13,303 | 4,270 | 6,094 | 4,242 | 18,086 | 5,824 | 5,390 | 7,033 |
| ☐ Walker | 1991 | 229,882 | 56,352 | 55,213 | 8,430 | 10,876 | 5,027 | 12,703 | 8,639 | 4,816 | 40,235 | 32,843 | 8,594 | 8,784 |
| | 1987 | 207,483 | 58,070 | 56,885 | 8,144 | 9,113 | 4,092 | 11,915 | 7,751 | 4,462 | 37,931 | 27,301 | 9,967 | 5,960 |
| Walton | 1991 | 139,089 | 33,980 | 33,130 | 14,282 | 8,216 | 7,875 | 4,648 | 5,734 | 1,899 | 33,840 | 7,286 | 12,804 | 7,775 |
| | 1987 | 126,136 | 33,542 | 32,696 | 11,231 | 7,119 | 6,807 | 4,261 | 5,273 | 1,752 | 33,675 | 4,779 | 12,298 | 6,327 |
| Ware | 1991 | 261,985 | 75,380 | 73,382 | 20,687 | 43,137 | 34,777 | 7,482 | 16,166 | 10,719 | 45,907 | 13,473 | 7,469 | 15,110 |
| | 1987 | 238,735 | 59,724 | 58,129 | 17,201 | 38,007 | 30,320 | 8,746 | 16,120 | 10,865 | 50,549 | 14,200 | 8,175 | 11,299 |
| Warren | 1991 | 10,815 | 4,778 | 4,547 | 409 | 297 | | 118 | 295 | 295 | 1,221 | 1,559 | 395 | 1,263 |
| | 1987 | 11,329 | 4,558 | 4,337 | 472 | 332 | | 161 | 399 | 399 | 1,766 | 1,575 | 446 | 1,054 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1991<br>U.S. CENSUS 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **GEORGIA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Washington | 1991 | 105,349 | 27,328 | 26,661 | 5,047 | 5,575 | | 3,997 | 5,030 | 3,382 | 23,169 | 13,079 | 7,533 | 5,662 |
| | 1987 | 93,773 | 24,139 | 23,545 | 4,816 | 5,232 | | 3,653 | 3,890 | 2,690 | 24,955 | 8,736 | 7,409 | 4,100 |
| Wayne | 1991 | 134,505 | 30,239 | 28,466 | 10,800 | 8,731 | 6,290 | 4,465 | 14,870 | 8,824 | 26,968 | 7,714 | 6,378 | 12,530 |
| | 1987 | 119,176 | 24,161 | 22,740 | 8,317 | 7,503 | 5,325 | 4,816 | 12,034 | 7,297 | 29,137 | 7,190 | 5,768 | 9,310 |
| Webster | 1991 | 1,292 | | | | 272 | | | | | 242 | 778 | | |
| | 1987 | 1,969 | | | | 606 | | | | | 516 | 847 | | |
| Wheeler | 1991 | 9,633 | 6,022 | 5,799 | 657 | | | 51 | 326 | 326 | 1,101 | 371 | 258 | |
| | 1987 | 7,959 | 5,013 | 4,827 | 569 | | | 78 | 262 | 262 | 910 | 346 | 241 | |
| White | 1991 | 110,042 | 19,673 | 18,163 | 13,401 | 7,914 | | 9,235 | 628 | 628 | 25,006 | 2,211 | 6,970 | 4,784 |
| | 1987 | 84,668 | 16,862 | 15,565 | 10,080 | 5,082 | | 5,440 | 583 | 583 | 21,757 | 2,698 | 5,426 | 3,301 |
| Whitfield | 1991 | 615,785 | 134,412 | 132,528 | 51,745 | 83,879 | 81,060 | 21,425 | 66,709 | 57,096 | 126,090 | 41,135 | 18,188 | 19,164 |
| | 1987 | 558,122 | 110,710 | 109,136 | 43,621 | 74,438 | 71,806 | 20,839 | 62,357 | 53,367 | 132,660 | 37,539 | 15,779 | 15,096 |
| Wilcox | 1991 | 13,855 | 7,089 | 6,679 | 307 | 1,441 | | 207 | 668 | 212 | 361 | 861 | 64 | 1,452 |
| | 1987 | 11,475 | 5,134 | 4,836 | 302 | 1,237 | | 223 | 645 | 215 | 623 | 898 | 87 | 1,072 |
| Wilkes | 1991 | 63,348 | 15,474 | 14,948 | 3,231 | 3,175 | 2,400 | 2,315 | 1,490 | 1,253 | 13,816 | 7,645 | 6,025 | 5,261 |
| | 1987 | 57,232 | 13,759 | 13,288 | 2,549 | 3,270 | 2,439 | 2,528 | 1,344 | 1,146 | 14,881 | 6,077 | 5,313 | 3,513 |
| Wilkinson | 1991 | 25,891 | 10,318 | 9,902 | 1,153 | 215 | | 63 | 152 | | 4,480 | 6,042 | 466 | 1,213 |
| | 1987 | 22,750 | 8,843 | 8,485 | 1,343 | 366 | | 101 | 170 | | 4,441 | 4,225 | 674 | 1,139 |
| Worth | 1991 | 63,938 | 23,641 | 22,932 | 3,231 | 2,604 | | 150 | 799 | 799 | 16,131 | 9,715 | 340 | 5,087 |
| | 1987 | 57,835 | 19,045 | 18,470 | 2,829 | 3,037 | | 279 | 698 | 698 | 18,480 | 6,865 | 637 | 3,710 |
| **TOTAL METRO COUNTIES** | 1991 | **34,252,142** | **5,971,263** | **5,766,161** | **3,746,339** | **4,548,387** | **3,778,944** | **1,726,957** | **1,773,444** | **991,557** | **7,393,773** | **2,347,561** | **2,007,955** | **1,263,885** |
| | 1987 | 30,041,087 | 5,206,448 | 5,026,691 | 3,201,514 | 3,873,555 | 3,201,738 | 1,456,345 | 1,604,329 | 915,595 | 7,186,598 | 2,091,193 | 1,861,794 | 914,014 |
| **TOTAL STATE** | 1991 | **46,910,489** | **9,115,269** | **8,794,898** | **4,743,524** | **5,819,539** | **4,750,525** | **2,204,587** | **2,319,119** | **1,366,065** | **9,951,630** | **3,499,935** | **2,757,040** | **1,948,537** |
| | 1987 | 41,167,671 | 7,924,115 | 7,643,943 | 4,058,518 | 4,920,272 | 3,986,529 | 1,909,074 | 2,102,787 | 1,261,087 | 9,688,545 | 3,061,883 | 2,585,127 | 1,414,469 |
| **HAWAII** | | | | | | | | | | | | | | |
| **HONOLULU** | 1991 | **8,557,887** | **1,464,451** | **1,321,405** | **1,611,005** | **1,397,914** | **1,121,261** | **656,227** | **289,282** | **153,410** | **1,076,095** | **447,278** | **218,996** | **552,891** |
| | 1987 | 6,207,678 | 1,029,473 | 928,730 | 1,044,352 | 1,127,223 | 894,336 | 440,450 | 215,660 | 117,138 | 962,164 | 297,953 | 156,263 | 349,138 |
| Honolulu | 1991 | 8,557,887 | 1,464,451 | 1,321,405 | 1,611,005 | 1,397,914 | 1,121,261 | 656,227 | 289,282 | 153,410 | 1,076,095 | 447,278 | 218,996 | 552,891 |
| | 1987 | 6,207,678 | 1,029,473 | 928,730 | 1,044,352 | 1,127,223 | 894,336 | 440,450 | 215,660 | 117,138 | 962,164 | 297,953 | 156,263 | 349,138 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Hawaii | 1991 | 1,045,620 | 287,492 | 274,505 | 139,050 | 50,192 | 42,877 | 65,992 | 54,580 | 28,603 | 162,172 | 91,486 | 24,276 | 58,282 |
| | 1987 | 746,763 | 223,873 | 213,717 | 84,586 | 47,589 | 40,326 | 42,655 | 32,443 | 17,201 | 132,756 | 57,465 | 22,128 | 33,995 |
| Honolulu | 1991 | 8,557,887 | 1,464,451 | 1,321,405 | 1,611,005 | 1,397,914 | 1,121,261 | 656,227 | 289,282 | 153,410 | 1,076,095 | 447,278 | 218,996 | 552,891 |
| | 1987 | 6,207,678 | 1,029,473 | 928,730 | 1,044,352 | 1,127,223 | 894,336 | 440,450 | 215,660 | 117,138 | 962,164 | 297,953 | 156,263 | 349,138 |
| Kauai | 1991 | 513 774 | 148,663 | 141,202 | 102,555 | 22,882 | 15,763 | 33,966 | 20,802 | 14,071 | 40,999 | 30,488 | 32,716 | 35,224 |
| | 1987 | 372,858 | 113,856 | 108,121 | 67,723 | 20,868 | 14,135 | 23,968 | 12,407 | 8,494 | 39,764 | 21,401 | 19,934 | 21,601 |
| Maui | 1991 | 1,294,523 | 323,759 | 306,332 | 242,814 | 56,213 | 44,156 | 126,861 | 44,598 | 30,500 | 111,014 | 85,961 | 67,190 | 83,450 |
| | 1987 | 940,137 | 231,518 | 219,012 | 169,441 | 62,095 | 48,204 | 87,827 | 32,912 | 22,652 | 96,878 | 57,566 | 36,994 | 48,520 |
| **TOTAL METRO COUNTIES** | 1991 | **8,557,887** | **1,464,451** | **1,321,405** | **1,611,005** | **1,397,914** | **1,121,261** | **656,227** | **289,282** | **153,410** | **1,076,095** | **447,278** | **218,996** | **552,891** |
| | 1987 | 6,207,678 | 1,029,473 | 928,730 | 1,044,352 | 1,127,223 | 894,336 | 440,450 | 215,660 | 117,138 | 962,164 | 297,953 | 156,263 | 349,138 |
| **TOTAL STATE** | 1991 | **11,411,804** | **2,224,365** | **2,043,444** | **2,095,424** | **1,527,201** | **1,224,057** | **883,046** | **409,262** | **226,584** | **1,390,280** | **655,213** | **343,178** | **729,847** |
| | 1987 | 8,267,436 | 1,598,720 | 1,469,580 | 1,366,102 | 1,257,775 | 997,001 | 594,900 | 293,422 | 165,485 | 1,231,562 | 434,385 | 235,319 | 453,254 |
| **IDAHO** | | | | | | | | | | | | | | |
| **BOISE** | 1991 | **1,550,437** | **385,150** | **373,255** | **172,069** | **182,569** | **142,665** | **65,982** | **79,164** | **39,296** | **294,343** | **111,121** | **78,176** | **39,645** |
| | 1987 | 1,217,336 | 266,500 | 258,218 | 132,547 | 133,626 | 103,171 | 51,348 | 71,376 | 36,064 | 269,743 | 93,305 | 63,356 | 30,113 |
| Ada | 1991 | 1,550,437 | 385,150 | 373,255 | 172,069 | 182,569 | 142,665 | 65,982 | 79,164 | 39,296 | 294,343 | 111,121 | 78,176 | 39,645 |
| | 1987 | 1,217,336 | 266,500 | 258,218 | 132,547 | 133,626 | 103,171 | 51,348 | 71,376 | 36,064 | 269,743 | 93,305 | 63,356 | 30,113 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Ada | 1991 | 1,550,437 | 385,150 | 373,255 | 172,069 | 182,569 | 142,665 | 65,982 | 79,164 | 39,296 | 294,343 | 111,121 | 78,176 | 39,645 |
| | 1987 | 1,217,336 | 266,500 | 258,218 | 132,547 | 133,626 | 103,171 | 51,348 | 71,376 | 36,064 | 269,743 | 93,305 | 63,356 | 30,113 |
| Adams | 1991 | 8,449 | 3,107 | 2,994 | 1,273 | | | 215 | 47 | — | 617 | 976 | 1,573 | 259 |
| | 1987 | 7,089 | 2,328 | 2,242 | 993 | | | 183 | 65 | | 669 | 1,145 | 1,081 | 166 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1991<br>U.S. CENSUS 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drugstores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **IDAHO (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Bannock | 1991 | 463,235 | 102,031 | 98,037 | 42,035 | 63,409 | 61,483 | 21,520 | 25,326 | 14,184 | 106,022 | 34,062 | 17,584 | 14,628 |
| | 1987 | 388,191 | 80,987 | 77,801 | 36,179 | 50,651 | 49,033 | 15,775 | 19,756 | 11,138 | 101,055 | 29,948 | 15,348 | 10,994 |
| Bear Lake | 1991 | 20,098 | 4,447 | 4,319 | 774 | 1,417 | | 115 | 349 | 91 | 3,897 | 5,691 | 297 | 315 |
| | 1987 | 20,166 | 4,680 | 4,544 | 931 | 1,465 | | 114 | 457 | 129 | 3,979 | 5,636 | 546 | 251 |
| Benewah | 1991 | 40,523 | 16,001 | 15,644 | 2,459 | | | 1,730 | 359 | 359 | 7,772 | 4,956 | 1,356 | 1,945 |
| | 1987 | 31,691 | 11,219 | 10,967 | 2,111 | | | 1,301 | 269 | 269 | 8,134 | 3,759 | 1,156 | 1,390 |
| Bingham | 1991 | 151,102 | 58,093 | 56,419 | 8,089 | 6,330 | | 2,025 | 6,348 | 4,303 | 28,161 | 10,648 | 9,028 | 11,143 |
| | 1987 | 119,032 | 42,857 | 41,614 | 6,632 | 5,080 | | 1,361 | 4,465 | 3,112 | 27,141 | 8,624 | 6,464 | 7,605 |
| Blaine | 1991 | 124,483 | 30,754 | 30,533 | 20,783 | 455 | | 10,968 | 8,138 | 7,496 | 12,321 | 1,449 | 11,342 | 10,512 |
| | 1987 | 104,997 | 24,435 | 24,254 | 18,710 | 345 | | 9,062 | 6,994 | 6,465 | 11,073 | 2,387 | 9,230 | 6,602 |
| Boise | 1991 | 5,838 | 1,897 | 1,815 | 2,808 | 241 | | | 30 | | 140 | 39 | 362 | |
| | 1987 | 4,298 | 1,568 | 1,500 | 1,663 | 163 | | | 54 | | 156 | 47 | 352 | |
| Bonner | 1991 | 154,174 | 38,863 | 37,261 | 23,368 | 6,199 | | 7,760 | 5,562 | 3,565 | 25,052 | 10,229 | 16,087 | 6,588 |
| | 1987 | 123,866 | 31,706 | 30,394 | 16,679 | 4,349 | | 5,427 | 4,220 | 2,715 | 25,198 | 10,627 | 11,067 | 4,856 |
| Bonneville | 1991 | 590,235 | 117,452 | 112,190 | 51,158 | 100,156 | 88,511 | 26,737 | 35,714 | 19,958 | 104,009 | 31,355 | 44,135 | 11,743 |
| | 1987 | 489,587 | 96,647 | 92,299 | 40,667 | 73,638 | 64,666 | 22,257 | 26,356 | 14,878 | 101,080 | 29,173 | 33,369 | 9,530 |
| Boundary | 1991 | 37,699 | 10,942 | 10,403 | 2,319 | 1,242 | | 1,273 | 471 | 471 | 7,578 | 7,712 | 2,751 | 256 |
| | 1987 | 30,680 | 8,697 | 8,267 | 1,962 | 1,275 | | 935 | 331 | 331 | 7,272 | 6,029 | 2,114 | 190 |
| Butte | 1991 | 10,517 | 4,843 | 4,733 | 1,154 | | | 145 | 65 | | 361 | 2,175 | 42 | 269 |
| | 1987 | 9,248 | 3,480 | 3,400 | 1,078 | | | 288 | 96 | | 533 | 2,130 | 46 | 482 |
| Camas | 1991 | 505 | 256 | 233 | 100 | | | | | | 47 | | | |
| | 1987 | 605 | 254 | 231 | 176 | | | | | | 61 | | | |
| Canyon | 1991 | 569,466 | 105,248 | 102,267 | 45,757 | 86,946 | 75,458 | 20,113 | 24,836 | 17,889 | 149,415 | 51,753 | 39,597 | 12,247 |
| | 1987 | 465,939 | 86,763 | 84,289 | 34,287 | 66,778 | 57,536 | 15,322 | 17,730 | 12,943 | 139,781 | 41,615 | 29,972 | 8,778 |
| Caribou | 1991 | 21,152 | 9,467 | 9,259 | 1,262 | 388 | | 281 | 190 | 190 | 4,007 | 2,138 | 1,136 | 1,578 |
| | 1987 | 20,102 | 7,672 | 7,502 | 1,282 | 439 | | 452 | 355 | 355 | 4,858 | 2,239 | 1,141 | 970 |
| Cassia | 1991 | 128,907 | 38,195 | 37,772 | 9,273 | 9,031 | 6,404 | 8,842 | 8,322 | 5,099 | 25,443 | 7,854 | 9,126 | 4,611 |
| | 1987 | 111,964 | 29,239 | 28,909 | 7,962 | 6,835 | 4,769 | 6,483 | 5,852 | 3,706 | 29,818 | 8,101 | 7,206 | 3,797 |
| Clark | 1991 | 1,281 | | | 235 | 288 | | | | | | 684 | | |
| | 1987 | 1,237 | | | 257 | 201 | | | | | | 654 | | |
| Clearwater | 1991 | 41,370 | 15,557 | 15,208 | 3,422 | 840 | | 778 | 200 | | 9,277 | 1,223 | 3,140 | 2,480 |
| | 1987 | 34,386 | 12,363 | 12,083 | 3,417 | 727 | | 634 | 245 | | 8,923 | 950 | 2,501 | 1,530 |
| Custer | 1991 | 14,934 | 3,810 | 3,651 | 816 | | | 583 | 124 | | 385 | 5,640 | 616 | 321 |
| | 1987 | 13,150 | 3,101 | 2,971 | 812 | | | 476 | 198 | | 406 | 4,870 | 942 | 274 |
| Elmore | 1991 | 77,856 | 7,929 | 7,617 | 6,603 | 2,124 | | 3,673 | 1,826 | 1,595 | 16,241 | 25,999 | 5,739 | 2,208 |
| | 1987 | 68,913 | 9,015 | 8,657 | 5,095 | 1,860 | | 2,591 | 1,416 | 1,250 | 15,275 | 22,462 | 4,620 | 1,521 |
| Franklin | 1991 | 38,259 | 11,443 | 11,097 | 2,147 | 1,401 | | 308 | 617 | 617 | 8,927 | 2,796 | 3,725 | 2,552 |
| | 1987 | 30,605 | 7,625 | 7,393 | 1,626 | 1,354 | | 265 | 1,131 | 1,131 | 8,185 | 2,599 | 3,141 | 1,526 |
| Fremont | 1991 | 27,468 | 6,327 | 6,090 | 2,292 | 287 | | 162 | 90 | | 4,250 | 7,244 | 3,652 | 936 |
| | 1987 | 24,480 | 5,486 | 5,280 | 2,236 | 439 | | 155 | 110 | | 4,561 | 6,314 | 2,813 | 613 |
| Gem | 1991 | 33,712 | 14,534 | 14,252 | 1,422 | 558 | | 167 | 1,350 | 900 | 7,887 | 2,332 | 2,618 | 1,730 |
| | 1987 | 31,306 | 12,086 | 11,849 | 1,389 | 867 | | 167 | 1,156 | 771 | 8,477 | 1,973 | 2,792 | 1,150 |
| Gooding | 1991 | 40,139 | 11,646 | 11,217 | 2,779 | 1,167 | | 1,268 | 2,604 | 2.604 | 4,265 | 8,518 | 4,453 | 2,347 |
| | 1987 | 34,464 | 8,910 | 8,580 | 2,427 | 1,069 | | 1,116 | 2,014 | 2,014 | 4,622 | 8,523 | 3,166 | 1,488 |
| Idaho | 1991 | 50,157 | 14,693 | 14,254 | 8,883 | 1,395 | | 798 | 1,690 | 1,321 | 4,501 | 4,813 | 4,449 | 2,460 |
| | 1987 | 42,507 | 12,836 | 12,450 | 6,876 | 1,426 | | 811 | 1,452 | 1,154 | 4,379 | 4,315 | 3,248 | 1,794 |
| Jefferson | 1991 | 36,323 | 8,636 | 8,465 | 2,638 | 865 | | 563 | 342 | 342 | 6,542 | 9,657 | 2,955 | 2,024 |
| | 1987 | 31,371 | 9,189 | 9,005 | 1,779 | 633 | | 489 | 446 | 446 | 5,931 | 8,233 | 1,829 | 1,392 |
| Jerome | 1991 | 53,032 | 14,153 | 13,565 | 5,108 | 920 | | 449 | 544 | 245 | 9,210 | 10,557 | 2,607 | 1,026 |
| | 1987 | 47,921 | 14,095 | 13,506 | 4,010 | 1,525 | | 388 | 762 | 349 | 8,210 | 10,350 | 2,006 | 703 |
| Kootenai | 1991 | 503,356 | 138,870 | 134,667 | 51,943 | 31,273 | 23,960 | 17,771 | 17,431 | 11,992 | 128,133 | 30,185 | 32,008 | 20,011 |
| | 1987 | 385,747 | 98,673 | 95,668 | 37,598 | 22,597 | 17,095 | 12,004 | 12,376 | 8.647 | 106,841 | 28,872 | 25,023 | 12,605 |
| Latah | 1991 | 174,991 | 39,712 | 38,950 | 15,589 | 20,060 | 13,209 | 11,724 | 9,908 | 5,778 | 26,189 | 13,337 | 7,720 | 13,402 |
| | 1987 | 155,292 | 35,798 | 35,104 | 14,793 | 18,036 | 11,660 | 8,595 | 8,745 | 5,205 | 28,150 | 10,314 | 7,066 | 8,776 |
| Lemhi | 1991 | 31,040 | 5,362 | 5,184 | 2,460 | 1,562 | | 1,527 | 781 | 672 | 6,428 | 2,545 | 2,384 | 2,014 |
| | 1987 | 27,289 | 4,577 | 4,424 | 2,367 | 1,389 | | 1,527 | 731 | 639 | 6.246 | 3,069 | 1,928 | 1,282 |
| Lewis | 1991 | 9,943 | 4,074 | 4,006 | 788 | | | 158 | 65 | | 191 | 235 | 1,815 | 98 |
| | 1987 | 9,092 | 3,708 | 3,645 | 875 | | | 337 | 79 | | 236 | 366 | 1,598 | 90 |
| Lincoln | 1991 | 4,484 | 2,450 | 2,243 | 876 | | | 46 | 52 | | 228 | 518 | | 94 |
| | 1987 | 4,919 | 2,028 | 1,856 | 889 | | | 51 | 89 | | 301 | 947 | | 188 |
| Madison | 1991 | 115,767 | 29,410 | 28,989 | 7,396 | 11,297 | 9,951 | 5,586 | 5,069 | 1,469 | 31,519 | 7,932 | 8,925 | 1,492 |
| | 1987 | 96,307 | 23,007 | 22,673 | 5,962 | 8,613 | 7,537 | 4,472 | 3,957 | 1,203 | 26,420 | 8,934 | 6,579 | 2,504 |
| Minidoka | 1991 | 71,356 | 12,978 | 12,655 | 6,211 | 1,375 | | 1,972 | 1,002 | 314 | 13,211 | 9,763 | 13,141 | 2,438 |
| | 1987 | 61,387 | 12,439 | 12,127 | 5,136 | 1,278 | | 1,545 | 1,049 | 326 | 13,219 | 9,342 | 8,582 | 1,710 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1991<br>U.S. CENSUS: 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **IDAHO (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Nez Perce | 1991 | 280,787 | 62,728 | 61,842 | 24,969 | 35,005 | 24,039 | 11,796 | 13,980 | 6,247 | 58,044 | 13,306 | 18,256 | 17,969 |
| | 1987 | 254,544 | 56,807 | 55,994 | 23,601 | 31,034 | 20,957 | 8,988 | 11,164 | 4,980 | 64,384 | 13,439 | 13,360 | 11,903 |
| Oneida | 1991 | 12,727 | 3,302 | 3,220 | 885 | 716 | | 77 | 156 | 156 | 4,290 | 1,413 | 186 | |
| | 1987 | 10,788 | 2,674 | 2,607 | 765 | 587 | | 89 | 193 | 193 | 3,499 | 1,433 | 296 | |
| Owyhee | 1991 | 24,907 | 10,757 | 10,489 | 1,322 | | | 502 | 291 | | 1,108 | 5,212 | 4,762 | |
| | 1987 | 19,823 | 7,879 | 7,681 | 1,090 | | | 351 | 353 | | 1,041 | 4,803 | 3,323 | |
| Payette | 1991 | 42,572 | 17,236 | 16,807 | 3,894 | 173 | | 405 | 1,484 | 864 | 8,393 | 5,394 | 2,790 | 783 |
| | 1987 | 36,324 | 12,905 | 12,582 | 2,985 | 179 | | 401 | 1,741 | 1,028 | 8,305 | 5,116 | 2,319 | 599 |
| Power | 1991 | 22,425 | 8,516 | 8,285 | 1,798 | 2,975 | | 115 | 49 | | 252 | 6,457 | 717 | 871 |
| | 1987 | 19,844 | 6,923 | 6,733 | 1,993 | 2,150 | | 140 | 122 | | 403 | 6,059 | 730 | 670 |
| Shoshone | 1991 | 77,959 | 24,684 | 24,158 | 4,539 | 792 | | 2,333 | 964 | 538 | 13,536 | 17,725 | 6,390 | 3,562 |
| | 1987 | 66,064 | 19,388 | 18,971 | 4,469 | 502 | | 1,819 | 980 | 569 | 12,801 | 15,123 | 5,232 | 2,665 |
| Teton | 1991 | 16,809 | 6,816 | 6,518 | 1,362 | 275 | | 174 | 587 | | 1,015 | 2,309 | 1,761 | 588 |
| | 1987 | 13,145 | 4,063 | 3,885 | 931 | 428 | | 216 | 616 | | 863 | 3,125 | 1,154 | 373 |
| Twin Falls | 1991 | 457,291 | 70,852 | 69,736 | 35,760 | 50,962 | 36,096 | 32,548 | 24,754 | 9,116 | 120,277 | 26,880 | 34,233 | 18,015 |
| | 1987 | 369,436 | 60,152 | 59,192 | 27,943 | 42,154 | 29,389 | 21,246 | 19,645 | 7,296 | 109,592 | 22,713 | 24,711 | 12,098 |
| Valley | 1991 | 37,711 | 10,463 | 10,016 | 4,914 | 1,490 | | 957 | 919 | 919 | 2,383 | 2,515 | 5,908 | 2,823 |
| | 1987 | 31,542 | 8,257 | 7,902 | 4,481 | 1,209 | | 786 | 898 | 898 | 2,506 | 2,637 | 4,397 | 1,768 |
| Washington | 1991 | 16,494 | 4,035 | 3,943 | 2,193 | 1,605 | | 629 | 485 | | 3,880 | 1,486 | 1,266 | 291 |
| | 1987 | 15,633 | 3,989 | 3,897 | 2,053 | 1,569 | | 495 | 414 | | 3,590 | 1,276 | 1,303 | 204 |
| **TOTAL METRO COUNTIES** | **1991** | **1,550,437** | **385,150** | **373,255** | **172,069** | **182,569** | **142,665** | **65,982** | **79,164** | **39,296** | **294,343** | **111,121** | **78,176** | **39,645** |
| | 1987 | 1,217,336 | 266,500 | 258,218 | 132,547 | 133,626 | 103,171 | 51,348 | 71,376 | 36,064 | 269,743 | 93,305 | 63,356 | 30,113 |
| **TOTAL STATE** | **1991** | **6,191,970** | **1,487,719** | **1,444,258** | **587,925** | **627,788** | **481,776** | **264,775** | **282,285** | **158,590** | **1,259,747** | **508,833** | **408,808** | **218,274** |
| | 1987 | 5,082,307 | 1,157,005 | 1,123,146 | 471,714 | 486,470 | 365,813 | 200,462 | 230,458 | 130,204 | 1,187,917 | 453,576 | 317,107 | 155,150 |
| **ILLINOIS** | | | | | | | | | | | | | | |
| **AURORA - ELGIN** | **1991** | **2,657,825** | **433,990** | **416,799** | **245,734** | **355,561** | **296,982** | **159,954** | **138,514** | **70,976** | **480,448** | **184,497** | **265,548** | **137,135** |
| | 1987 | 2,231,980 | 419,205 | 402,282 | 203,964 | 261,184 | 217,273 | 137,489 | 122,759 | 63,538 | 440,195 | 142,317 | 206,232 | 97,045 |
| Kane | 1991 | 2,522,200 | 403,108 | 385,975 | 233,440 | 343,826 | 296,982 | 154,561 | 130,826 | 64,290 | 463,419 | 169,055 | 245,587 | 135,452 |
| | 1987 | 2,128,223 | 395,229 | 378,356 | 193,605 | 253,422 | 217,273 | 133,931 | 117,059 | 58,538 | 425,085 | 132,456 | 190,461 | 95,093 |
| Kendall | 1991 | 135,625 | 30,882 | 30,824 | 12,294 | 11,735 | | 5,393 | 7,688 | 6,686 | 17,029 | 15,442 | 19,961 | 1,683 |
| | 1987 | 103,757 | 23,976 | 23,926 | 10,359 | 7,762 | | 3,558 | 5,700 | 5,000 | 15,110 | 9,861 | 15,771 | 1,952 |
| **BLOOMINGTON - NORMAL** | **1991** | **1,067,332** | **167,377** | **158,903** | **120,035** | **154,043** | **122,633** | **35,661** | **49,971** | **23,189** | **230,672** | **105,556** | **65,332** | **50,986** |
| | 1987 | 849,695 | 132,871 | 126,119 | 95,220 | 117,000 | 92,103 | 35,295 | 42,942 | 20,336 | 186,016 | 83,907 | 51,970 | 33,046 |
| McLean | 1991 | 1,067,332 | 167,377 | 158,903 | 120,035 | 154,043 | 122,633 | 35,661 | 49,971 | 23,189 | 230,672 | 105,556 | 65,332 | 50,986 |
| | 1987 | 849,695 | 132,871 | 126,119 | 95,220 | 117,000 | 92,103 | 35,295 | 42,942 | 20,336 | 186,016 | 83,907 | 51,970 | 33,046 |
| **CHAMPAIGN - URBANA - RANTOUL** | **1991** | **1,384,518** | **188,132** | **179,765** | **169,541** | **200,849** | **162,591** | **75,502** | **64,446** | **29,302** | **204,691** | **88,387** | **80,162** | **50,687** |
| | 1987 | 1,137,043 | 191,648 | 183,088 | 140,413 | 161,808 | 129,638 | 54,727 | 51,703 | 24,116 | 183,306 | 75,569 | 66,216 | 36,159 |
| Champaign | 1991 | 1,384,518 | 188,132 | 179,765 | 169,541 | 200,849 | 162,591 | 75,502 | 64,446 | 29,302 | 204,691 | 88,387 | 80,162 | 50,687 |
| | 1987 | 1,137,043 | 191,648 | 183,088 | 140,413 | 161,808 | 129,638 | 54,727 | 51,703 | 24,116 | 183,306 | 75,569 | 66,216 | 36,159 |
| **CHICAGO** | **1991** | **47,660,788** | **7,993,391** | **7,298,489** | **5,278,839** | **5,251,853** | **4,558,223** | **3,823,236** | **2,737,480** | **1,553,766** | **8,621,449** | **2,941,740** | **1,910,050** | **2,739,208** |
| | 1987 | 39,595,066 | 6,843,024 | 6,247,761 | 4,364,268 | 4,368,085 | 3,759,178 | 2,928,911 | 2,321,834 | 1,343,396 | 7,849,163 | 2,163,731 | 1,561,713 | 2,044,340 |
| Cook | 1991 | 37,088,030 | 6,709,410 | 6,093,739 | 4,364,259 | 4,068,112 | 3,497,494 | 3,104,602 | 2,210,966 | 1,229,031 | 6,727,695 | 2,286,625 | 1,389,132 | 2,254,693 |
| | 1987 | 31,572,073 | 5,716,647 | 5,191,035 | 3,675,507 | 3,499,848 | 2,985,701 | 2,436,499 | 1,895,710 | 1,075,359 | 6,095,090 | 1,676,947 | 1,139,305 | 1,732,593 |
| Du Page | 1991 | 9,450,047 | 1,108,321 | 1,039,463 | 808,064 | 1,084,563 | 968,827 | 687,906 | 483,994 | 299,056 | 1,615,882 | 535,393 | 394,473 | 410,123 |
| | 1987 | 7,131,697 | 950,787 | 891,538 | 608,190 | 799,886 | 710,394 | 468,255 | 393,223 | 247,983 | 1,505,505 | 411,581 | 333,262 | 264,612 |
| McHenry | 1991 | 1,122,711 | 175,660 | 165,287 | 106,516 | 99,178 | 91,902 | 30,728 | 42,520 | 25,679 | 277,872 | 119,722 | 126,445 | 74,392 |
| | 1987 | 891,296 | 175,590 | 165,188 | 80,571 | 68,351 | 63,083 | 24,157 | 32,901 | 20,054 | 248,568 | 75,203 | 89,146 | 47,135 |
| ***CHICAGO - GARY - LAKE COUNTY CONSOLIDATED AREA*** | ***1991*** | ***62,125,476*** | ***10,399,622*** | ***9,565,210*** | ***6,632,790*** | ***6,907,844*** | ***5,966,004*** | ***4,500,131*** | ***3,458,355*** | ***1,922,644*** | ***11,719,658*** | ***4,362,323*** | ***2,868,877*** | ***3,510,138*** |
| | *1987* | *51,322,556* | *8,994,645* | *8,274,620* | *5,467,665* | *5,617,833* | *4,814,535* | *3,486,135* | *2,874,909* | *1,634,662* | *10,628,111* | *3,180,377* | *2,321,995* | *2,584,273* |
| **DAVENPORT - ROCK ISLAND - MOLINE** | **1991** | **2,812,347** | **525,941** | **497,870** | **291,969** | **388,849** | **372,487** | **109,193** | **112,373** | **52,526** | **599,902** | **298,594** | **120,946** | **143,826** |
| | 1987 | 2,271,511 | 437,588 | 414,242 | 242,076 | 294,094 | 281,337 | 93,038 | 110,492 | 53,308 | 514,694 | 208,695 | 96,095 | 104,522 |
| Henry | 1991 | 301,307 | 55,678 | 53,807 | 27,031 | 35,669 | 26,243 | 7,437 | 11,569 | 9,658 | 77,587 | 48,884 | 12,322 | 13,719 |
| | 1987 | 249,529 | 49,218 | 47,555 | 24,480 | 26,101 | 18,928 | 7,838 | 10,601 | 8,859 | 67,472 | 31,422 | 10,688 | 9,775 |
| Rock Island | 1991 | 1,143,666 | 211,841 | 200,396 | 136,093 | 157,662 | 153,148 | 36,351 | 46,081 | 16,560 | 216,970 | 100,447 | 48,470 | 75,205 |
| | 1987 | 960,602 | 184,217 | 174,229 | 111,021 | 121,382 | 117,719 | 36,864 | 38,517 | 14,242 | 226,176 | 67,273 | 39,115 | 52,544 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1991<br>U.S. CENSUS: 1987<br>METRO AREA<br>County | Year | Total Retail Sales ($000) | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **ILLINOIS (continued)** | | | | | | | | | | | | | | |
| **DAVENPORT - ROCK ISLAND - MOLINE (continued)** | | | | | | | | | | | | | | |
| *Scott, Iowa* | *1991* | *1,367,374* | *258,422* | *243,667* | *128,845* | *195,518* | *193,096* | *65,405* | *54,723* | *26,308* | *305,345* | *149,263* | *60,154* | *54,902* |
| | *1987* | *1,061,380* | *204,153* | *192,458* | *106,575* | *146,611* | *144,690* | *48,336* | *61,374* | *30,207* | *221,046* | *110,000* | *46,292* | *42,203* |
| **DECATUR** | **1991** | **950,252** | **148,719** | **142,339** | **99,845** | **161,592** | **138,760** | **31,879** | **34,407** | **15,186** | **209,829** | **59,953** | **63,318** | **52,482** |
| | 1987 | 783,639 | 134,194 | 128,412 | 75,499 | 121,620 | 103,626 | 32,050 | 33,523 | 15,054 | 186,437 | 50,468 | 51,845 | 34,870 |
| Macon | 1991 | 950,252 | 148,719 | 142,339 | 99,845 | 161,592 | 138,760 | 31,879 | 34,407 | 15,186 | 209,829 | 59,953 | 63,318 | 52,482 |
| | 1987 | 783,639 | 134,194 | 128,412 | 75,499 | 121,620 | 103,626 | 32,050 | 33,523 | 15,054 | 186,437 | 50,468 | 51,845 | 34,870 |
| **JOLIET** | **1991** | **2,314,614** | **363,692** | **347,513** | **202,482** | **242,944** | **225,683** | **65,898** | **100,553** | **48,729** | **536,294** | **277,858** | **208,212** | **136,495** |
| | 1987 | 1,820,796 | 335,205 | 320,232 | 161,449 | 173,647 | 160,971 | 56,807 | 73,646 | 35,909 | 458,788 | 198,685 | 147,899 | 91,071 |
| Grundy | 1991 | 197,294 | 32,156 | 31,133 | 23,222 | 23,626 | 17,148 | 3,577 | 5,436 | 5,105 | 40,548 | 26,649 | 11,625 | 8,380 |
| | 1987 | 155,709 | 29,829 | 28,874 | 17,622 | 15,825 | 11,315 | 3,211 | 4,107 | 3,871 | 34,371 | 19,974 | 9,389 | 6,156 |
| Will | 1991 | 2,117,320 | 331,536 | 316,380 | 179,260 | 219,318 | 208,535 | 62,321 | 95,117 | 43,624 | 495,746 | 251,209 | 196,587 | 128,115 |
| | 1987 | 1,665,087 | 305,376 | 291,358 | 143,827 | 157,822 | 149,656 | 53,596 | 69,539 | 32,038 | 424,417 | 178,711 | 138,510 | 84,915 |
| **KANKAKEE** | **1991** | **681,065** | **117,493** | **112,170** | **51,610** | **99,425** | **80,847** | **18,029** | **21,134** | **11,693** | **166,014** | **63,543** | **46,596** | **35,754** |
| | 1987 | 552,349 | 107,605 | 102,710 | 50,124 | 67,406 | 54,253 | 16,614 | 19,871 | 11,076 | 150,521 | 39,330 | 33,446 | 26,677 |
| Kankakee | 1991 | 681,065 | 117,493 | 112,170 | 51,610 | 99,425 | 80,847 | 18,029 | 21,134 | 11,693 | 166,014 | 63,543 | 46,596 | 35,754 |
| | 1987 | 552,349 | 107,605 | 102,710 | 50,124 | 67,406 | 54,253 | 16,614 | 19,871 | 11,076 | 150,521 | 39,330 | 33,446 | 26,677 |
| **LAKE COUNTY** | **1991** | **4,825,251** | **704,019** | **661,739** | **444,575** | **502,328** | **419,062** | **227,259** | **306,148** | **140,728** | **1,255,260** | **296,367** | **270,045** | **223,925** |
| | 1987 | 3,681,315 | 583,696 | 548,533 | 327,031 | 342,890 | 283,451 | 183,556 | 201,793 | 94,562 | 1,078,245 | 226,738 | 221,420 | 146,937 |
| Lake | 1991 | 4,825,251 | 704,019 | 661,739 | 444,575 | 502,328 | 419,062 | 227,259 | 306,148 | 140,728 | 1,255,260 | 296,367 | 270,045 | 223,925 |
| | 1987 | 3,681,315 | 583,696 | 548,533 | 327,031 | 342,890 | 283,451 | 183,556 | 201,793 | 94,562 | 1,078,245 | 226,738 | 221,420 | 146,937 |
| **PEORIA** | **1991** | **2,623,303** | **454,852** | **430,487** | **234,023** | **384,352** | **328,281** | **97,867** | **98,999** | **59,973** | **594,740** | **203,586** | **124,976** | **110,575** |
| | 1987 | 2,141,084 | 389,681 | 368,646 | 194,648 | 281,987 | 238,834 | 81,603 | 92,896 | 56,812 | 531,389 | 153,591 | 108,119 | 74,478 |
| Peoria | 1991 | 1,519,836 | 226,634 | 213,718 | 143,701 | 253,874 | 214,037 | 81,142 | 66,581 | 40,156 | 239,852 | 99,937 | 87,433 | 74,154 |
| | 1987 | 1,269,371 | 207,587 | 195,717 | 124,943 | 196,408 | 164,177 | 62,554 | 63,956 | 39,144 | 227,785 | 81,131 | 74,605 | 48,617 |
| Tazewell | 1991 | 935,935 | 203,662 | 193,300 | 78,777 | 127,352 | 114,244 | 16,139 | 26,632 | 15,724 | 277,991 | 73,918 | 30,248 | 32,269 |
| | 1987 | 738,244 | 161,550 | 153,299 | 59,896 | 83,693 | 74,657 | 18,121 | 24,366 | 14,441 | 241,413 | 53,636 | 26,307 | 23,281 |
| Woodford | 1991 | 167,532 | 24,556 | 23,469 | 11,545 | 3,126 | | 586 | 5,786 | 4,093 | 76,897 | 29,731 | 7,295 | 4,152 |
| | 1987 | 133,469 | 20,544 | 19,630 | 9,809 | 1,886 | | 928 | 4,574 | 3,227 | 62,191 | 18,824 | 7,207 | 2,580 |
| **ROCKFORD** | **1991** | **2,257,983** | **390,015** | **369,444** | **220,669** | **365,036** | **333,913** | **93,688** | **120,922** | **62,931** | **390,643** | **218,648** | **167,912** | **85,935** |
| | 1987 | 1,779,748 | 351,929 | 333,143 | 171,536 | 248,159 | 225,858 | 72,900 | 99,727 | 53,024 | 363,227 | 148,088 | 126,842 | 57,032 |
| Boone | 1991 | 183,877 | 45,769 | 44,294 | 20,518 | 16,083 | 13,306 | 1,403 | 5,322 | 1,188 | 53,619 | 21,162 | 5,700 | 5,762 |
| | 1987 | 144,879 | 34,545 | 33,425 | 16,242 | 11,867 | 9,721 | 1,107 | 4,000 | 955 | 47,697 | 14,480 | 5,724 | 3,809 |
| Winnebago | 1991 | 2,074,106 | 344,246 | 325,150 | 200,151 | 348,953 | 320,607 | 92,285 | 115,600 | 61,743 | 337,024 | 197,486 | 162,212 | 80,173 |
| | 1987 | 1,634,869 | 317,384 | 299,718 | 155,294 | 236,292 | 216,137 | 71,793 | 95,727 | 52,069 | 315,530 | 133,608 | 121,118 | 53,223 |
| **SPRINGFIELD** | **1991** | **1,513,666** | **247,412** | **234,566** | **134,863** | **273,720** | **223,392** | **54,697** | **67,713** | **32,336** | **266,560** | **121,311** | **111,823** | **76,699** |
| | 1987 | 1,289,997 | 227,486 | 215,617 | 139,437 | 203,633 | 165,122 | 50,439 | 59,835 | 29,022 | 249,613 | 94,455 | 89,954 | 57,078 |
| Menard | 1991 | 40,317 | 15,202 | 14,485 | 1,905 | 3,828 | | 578 | 1,009 | 760 | 6,987 | 6,579 | 464 | 1,798 |
| | 1987 | 31,288 | 11,189 | 10,659 | 1,511 | 2,270 | | 556 | 669 | 514 | 6,886 | 4,868 | 524 | 1,436 |
| Sangamon | 1991 | 1,473,349 | 232,210 | 220,081 | 132,958 | 269,892 | 223,392 | 54,119 | 66,704 | 31,576 | 259,573 | 114,732 | 111,359 | 74,901 |
| | 1987 | 1,258,709 | 216,297 | 204,958 | 137,926 | 201,363 | 165,122 | 49,883 | 59,166 | 28,508 | 242,727 | 89,587 | 89,430 | 55,642 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Adams | 1991 | 428,172 | 81,993 | 77,125 | 33,099 | 80,782 | 63,470 | 27,268 | 20,261 | 8,929 | 85,112 | 31,489 | 20,336 | 20,495 |
| | 1987 | 394,773 | 84,127 | 79,117 | 36,378 | 65,226 | 50,653 | 23,622 | 18,678 | 8,375 | 87,642 | 22,563 | 17,952 | 15,105 |
| Alexander | 1991 | 47,414 | 13,968 | 13,495 | 4,754 | 2,402 | | 376 | 1,452 | 1,452 | 13,936 | 4,894 | 1,346 | 1,854 |
| | 1987 | 42,830 | 12,505 | 12,079 | 4,228 | 2,450 | | 346 | 1,257 | 1,257 | 12,129 | 4,199 | 1,468 | 1,375 |
| Bond | 1991 | 59,665 | 13,665 | 13,200 | 6,586 | 1,988 | | 2,069 | 1,531 | 1,285 | 11,924 | 10,305 | 2,334 | 5,552 |
| | 1987 | 50,113 | 10,555 | 10,194 | 5,035 | 1,566 | | 1,746 | 1,244 | 1,035 | 12,209 | 8,940 | 2,503 | 3,483 |
| Boone | 1991 | 183,877 | 45,769 | 44,294 | 20,518 | 16,083 | 13,306 | 1,403 | 5,322 | 1,188 | 53,619 | 21,162 | 5,700 | 5,762 |
| | 1987 | 144,879 | 34,545 | 33,425 | 16,242 | 11,867 | 9,721 | 1,107 | 4,000 | 955 | 47,697 | 14,480 | 5,724 | 3,809 |
| Brown | 1991 | 13,221 | 3,452 | 3,352 | 1,445 | 140 | | 76 | 189 | 124 | 1,308 | 4,319 | 1,128 | 671 |
| | 1987 | 11,103 | 2,996 | 2,908 | 1,148 | 215 | | 118 | 231 | 155 | 1,534 | 2,645 | 1,157 | 586 |
| Bureau | 1991 | 168,919 | 32,214 | 31,153 | 14,808 | 17,369 | 15,936 | 8,627 | 6,178 | 2,707 | 30,051 | 30,332 | 11,178 | 3,787 |
| | 1987 | 143,419 | 31,895 | 30,839 | 12,984 | 11,616 | 10,608 | 6,365 | 5,849 | 2,582 | 32,387 | 19,778 | 8,674 | 3,083 |
| Calhoun | 1991 | 21,269 | 3,272 | 3,127 | 3,982 | 112 | | 105 | 155 | | 7,905 | 1,131 | 1,944 | 434 |
| | 1987 | 17,163 | 2,560 | 2,445 | 3,187 | 176 | | 165 | 174 | | 6,609 | 767 | 1,632 | 447 |
| Carroll | 1991 | 63,088 | 18,313 | 17,719 | 7,867 | 1,400 | | 623 | 1,404 | 798 | 11,316 | 11,323 | 4,339 | 2,882 |
| | 1987 | 58,003 | 17,094 | 16,536 | 7,557 | 1,231 | | 633 | 1,453 | 824 | 11,188 | 7,945 | 4,339 | 2,541 |
| Cass | 1991 | 53,389 | 19,013 | 18,437 | 2,874 | 1,580 | | 326 | 2,002 | 975 | 10,139 | 8,598 | 2,422 | 3,268 |
| | 1987 | 45,188 | 16,236 | 15,741 | 3,025 | 1,867 | | 316 | 1,671 | 819 | 9,278 | 6,039 | 2,298 | 2,136 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1991<br>U.S. CENSUS: 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **ILLINOIS (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Champaign | 1991 | 1,384,518 | 188,132 | 179,765 | 169,541 | 200,849 | 162,591 | 75,502 | 64,446 | 29,302 | 204,691 | 88,387 | 80,162 | 50,687 |
| | 1987 | 1,137,043 | 191,648 | 183,088 | 140,413 | 161,808 | 129,638 | 54,727 | 51,703 | 24,116 | 183,306 | 75,569 | 66,216 | 36,159 |
| Christian | 1991 | 209,288 | 46,836 | 45,460 | 16,589 | 32,260 | 29,612 | 7,372 | 7,518 | 5,777 | 50,875 | 20,216 | 8,812 | 10,202 |
| | 1987 | 177,134 | 42,355 | 41,102 | 14,596 | 22,734 | 20,767 | 6,405 | 6,330 | 4,900 | 44,903 | 16,233 | 8,816 | 6,930 |
| Clark | 1991 | 79,411 | 14,742 | 14,234 | 8,575 | 8,963 | 7,351 | 1,118 | 733 | 471 | 13,089 | 13,829 | 3,762 | 3,278 |
| | 1987 | 61,883 | 14,296 | 13,800 | 6,616 | 5,284 | 4,293 | 979 | 830 | 534 | 11,746 | 9,287 | 3,326 | 2,242 |
| Clay | 1991 | 63,027 | 12,016 | 11,541 | 3,496 | 9,480 | 8,212 | 717 | 2,156 | 959 | 15,492 | 7,331 | 2,485 | 3,857 |
| | 1987 | 54,361 | 12,087 | 11,608 | 3,007 | 6,759 | 5,812 | 1,005 | 1,958 | 892 | 13,763 | 4,979 | 2,782 | 2,664 |
| ☐ Clinton | 1991 | 164,553 | 36,578 | 35,692 | 10,180 | 15,594 | 13,821 | 2,753 | 7,499 | 3,512 | 34,974 | 17,321 | 24,882 | 4,161 |
| | 1987 | 132,484 | 27,943 | 27,261 | 10,448 | 9,554 | 8,416 | 2,523 | 7,336 | 3,567 | 29,387 | 11,195 | 23,484 | 2,729 |
| Coles | 1991 | 409,381 | 48,819 | 46,079 | 43,626 | 78,094 | 53,808 | 16,128 | 13,715 | 7,360 | 96,385 | 45,489 | 23,599 | 22,255 |
| | 1987 | 321,106 | 47,001 | 44,355 | 33,445 | 52,547 | 35,598 | 12,848 | 12,498 | 6,760 | 82,984 | 30,100 | 17,577 | 15,151 |
| Cook | 1991 | 37,088,030 | 6,709,410 | 6,093,739 | 4,364,259 | 4,068,112 | 3,497,494 | 3,104,602 | 2,210,966 | 1,229,031 | 6,727,695 | 2,286,625 | 1,389,132 | 2,254,693 |
| | 1987 | 31,572,073 | 5,716,647 | 5,191,035 | 3,675,507 | 3,499,848 | 2,985,701 | 2,436,499 | 1,895,710 | 1,075,359 | 6,095,090 | 1,676,947 | 1,139,305 | 1,732,593 |
| Crawford | 1991 | 111,012 | 21,436 | 20,816 | 7,215 | 16,722 | 9,513 | 1,051 | 2,269 | 1,431 | 22,720 | 16,669 | 9,365 | 5,683 |
| | 1987 | 93,968 | 21,950 | 21,312 | 5,864 | 11,908 | 6,618 | 1,581 | 2,091 | 1,303 | 22,536 | 10,072 | 7,525 | 4,252 |
| Cumberland | 1991 | 34,084 | 9,539 | 9,153 | 1,031 | 330 | | 229 | 1,350 | 1,174 | 6,718 | 9,482 | 3,003 | 587 |
| | 1987 | 29,785 | 7,700 | 7,387 | 1,487 | 331 | | 234 | 1,346 | 1,185 | 6,430 | 7,622 | 2,654 | 566 |
| De Kalb | 1991 | 503,735 | 86,124 | 81,439 | 53,285 | 35,271 | 29,914 | 16,947 | 22,609 | 8,745 | 131,532 | 71,902 | 30,974 | 13,388 |
| | 1987 | 406,971 | 75,397 | 71,281 | 41,300 | 26,170 | 22,011 | 16,891 | 18,653 | 7,287 | 111,903 | 47,974 | 25,613 | 10,399 |
| De Witt | 1991 | 103,143 | 20,367 | 19,738 | 9,601 | 13,205 | 9,888 | 901 | 2,660 | 876 | 38,711 | 3,382 | 4,351 | 3,472 |
| | 1987 | 82,066 | 17,521 | 16,976 | 7,047 | 7,892 | 5,831 | 696 | 1,902 | 640 | 32,174 | 3,885 | 4,245 | 2,206 |
| Douglas | 1991 | 113,582 | 27,131 | 26,214 | 9,778 | 1,895 | | 8,869 | 3,725 | 3,377 | 15,572 | 29,315 | 9,029 | 2,911 |
| | 1987 | 92,206 | 22,197 | 21,443 | 8,987 | 1,751 | | 7,741 | 4,194 | 3,831 | 16,261 | 17,270 | 7,016 | 2,071 |
| Du Page | 1991 | 9,450,047 | 1,108,321 | 1,039,463 | 808,064 | 1,084,563 | 968,827 | 687,906 | 483,994 | 299,056 | 1,615,882 | 535,393 | 394,473 | 410,123 |
| | 1987 | 7,131,697 | 950,787 | 891,538 | 608,190 | 799,886 | 710,394 | 468,255 | 393,223 | 247,983 | 1,505,505 | 411,581 | 333,262 | 264,612 |
| Edgar | 1991 | 116,401 | 30,628 | 29,645 | 7,288 | 5,950 | 5,112 | 1,982 | 1,510 | 1,281 | 35,268 | 15,375 | 4,687 | 7,388 |
| | 1987 | 104,409 | 29,862 | 28,898 | 7,334 | 5,763 | 4,915 | 2,033 | 1,981 | 1,702 | 31,802 | 10,415 | 5,239 | 5,009 |
| Edwards | 1991 | 31,222 | 11,895 | 11,445 | 1,041 | 370 | | 358 | 1,120 | 395 | 2,764 | 5,826 | 2,559 | 893 |
| | 1987 | 26,424 | 10,390 | 9,995 | 1,033 | 353 | | 388 | 1,201 | 437 | 2,743 | 3,378 | 2,783 | 791 |
| Effingham | 1991 | 338,265 | 45,677 | 44,372 | 22,205 | 32,061 | 29,794 | 11,663 | 14,022 | 9,787 | 64,993 | 88,949 | 18,302 | 5,480 |
| | 1987 | 270,967 | 37,600 | 36,518 | 22,670 | 22,057 | 20,415 | 12,475 | 11,518 | 8,185 | 59,595 | 62,057 | 16,202 | 4,352 |
| Fayette | 1991 | 93,237 | 16,966 | 16,051 | 5,711 | 12,567 | 11,127 | 660 | 2,291 | 1,125 | 28,141 | 7,575 | 7,550 | 3,043 |
| | 1987 | 79,061 | 15,982 | 15,117 | 5,696 | 9,922 | 8,730 | 1,102 | 1,977 | 995 | 22,412 | 7,086 | 6,504 | 2,024 |
| Ford | 1991 | 79,574 | 15,929 | 15,419 | 7,009 | 5,207 | | 1,992 | 7,148 | 4,778 | 13,906 | 14,162 | 5,134 | 2,794 |
| | 1987 | 64,126 | 13,552 | 13,116 | 6,620 | 3,312 | | 1,696 | 4,803 | 3,188 | 11,775 | 9,129 | 5,821 | 2,036 |
| Franklin | 1991 | 256,297 | 52,223 | 50,933 | 23,014 | 35,571 | 32,741 | 7,733 | 5,874 | 2,086 | 62,980 | 22,409 | 9,789 | 14,154 |
| | 1987 | 204,483 | 46,643 | 45,482 | 18,003 | 23,709 | 21,728 | 6,602 | 5,764 | 2,047 | 52,639 | 17,426 | 9,453 | 9,707 |
| Fulton | 1991 | 203,911 | 70,241 | 68,194 | 14,886 | 17,074 | 10,004 | 7,093 | 5,274 | 3,655 | 27,607 | 28,881 | 8,770 | 11,991 |
| | 1987 | 172,465 | 59,580 | 57,832 | 13,981 | 12,473 | 7,148 | 7,028 | 5,071 | 3,582 | 30,892 | 17,540 | 8,253 | 8,426 |
| Gallatin | 1991 | 16,182 | 3,310 | 3,204 | 1,141 | 451 | | 801 | 716 | 647 | 4,057 | 2,840 | 927 | 985 |
| | 1987 | 16,120 | 3,983 | 3,854 | 1,089 | 404 | | 812 | 857 | 781 | 4,020 | 2,005 | 1,167 | 949 |
| Greene | 1991 | 47,799 | 14,600 | 14,470 | 4,741 | 1,157 | | 308 | 808 | 239 | 7,484 | 9,708 | 1,400 | 3,858 |
| | 1987 | 40,831 | 13,936 | 13,809 | 3,811 | 873 | | 439 | 787 | 233 | 7,976 | 5,625 | 1,950 | 2,652 |
| Grundy | 1991 | 197,294 | 32,156 | 31,133 | 23,222 | 23,626 | 17,148 | 3,577 | 5,436 | 5,105 | 40,548 | 26,649 | 11,625 | 8,380 |
| | 1987 | 155,709 | 29,829 | 28,874 | 17,622 | 15,825 | 11,315 | 3,211 | 4,107 | 3,871 | 34,371 | 19,974 | 9,389 | 6,156 |
| Hamilton | 1991 | 35,537 | 6,893 | 6,631 | 1,165 | 598 | | 653 | 636 | 525 | 12,501 | 5,731 | 2,667 | 2,602 |
| | 1987 | 32,671 | 6,812 | 6,552 | 1,140 | 1,102 | | 511 | 928 | 779 | 11,516 | 4,056 | 2,309 | 2,109 |
| Hancock | 1991 | 60,296 | 9,499 | 9,222 | 5,911 | 1,393 | | 1,334 | 1,676 | 1,147 | 19,562 | 5,947 | 4,191 | 3,077 |
| | 1987 | 56,687 | 10,500 | 10,191 | 4,926 | 1,014 | | 1,059 | 1,525 | 1,053 | 20,972 | 4,169 | 4,582 | 2,057 |
| Hardin | 1991 | 14,245 | 4,471 | 4,288 | 930 | 219 | | 191 | 345 | 197 | 3,327 | 2,818 | 922 | 632 |
| | 1987 | 11,249 | 3,789 | 3,633 | 741 | 198 | | 167 | 428 | 256 | 2,704 | 1,799 | 714 | 462 |
| Henderson | 1991 | 14,409 | 3,725 | 3,582 | 3,223 | | | 73 | 205 | | 779 | 1,933 | 2,337 | 308 |
| | 1987 | 13,861 | 3,568 | 3,430 | 3,010 | | | 78 | 270 | | 1,186 | 2,291 | 1,836 | 220 |
| Henry | 1991 | 301,307 | 55,678 | 53,807 | 27,031 | 35,669 | 26,243 | 7,437 | 11,569 | 9,658 | 77,587 | 48,884 | 12,322 | 13,719 |
| | 1987 | 249,529 | 49,218 | 47,555 | 24,480 | 26,101 | 18,928 | 7,838 | 10,601 | 8,859 | 67,472 | 31,422 | 10,688 | 9,775 |
| Iroquois | 1991 | 136,721 | 31,718 | 30,722 | 13,905 | 12,643 | 6,609 | 3,341 | 3,303 | 871 | 24,762 | 27,197 | 7,558 | 4,622 |
| | 1987 | 111,663 | 26,827 | 25,979 | 10,502 | 9,157 | 4,666 | 3,035 | 3,351 | 905 | 23,162 | 19,046 | 7,100 | 3,185 |
| Jackson | 1991 | 470,304 | 75,283 | 73,514 | 50,328 | 90,146 | 86,362 | 30,109 | 14,867 | 6,775 | 50,057 | 26,373 | 26,233 | 13,379 |
| | 1987 | 396,881 | 73,503 | 71,761 | 42,690 | 66,677 | 63,733 | 27,500 | 15,043 | 7,070 | 57,613 | 17,780 | 20,960 | 8,757 |
| Jasper | 1991 | 43,005 | 11,426 | 10,992 | 2,008 | 1,637 | | 1,137 | 1,766 | 596 | 12,154 | 2,497 | 6,420 | |
| | 1987 | 39,171 | 8,861 | 8,523 | 1,920 | 1,581 | | 982 | 1,459 | 503 | 12,182 | 2,974 | 5,656 | |
| Jefferson | 1991 | 294,080 | 33,468 | 32,469 | 28,260 | 57,906 | 46,176 | 10,042 | 12,800 | 7,331 | 52,686 | 47,001 | 13,525 | 13,445 |
| | 1987 | 243,693 | 35,955 | 34,875 | 23,264 | 41,837 | 33,000 | 8,788 | 11,920 | 6,857 | 49,934 | 33,625 | 13,017 | 8,289 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1991
U.S. CENSUS: 1987

**ILLINOIS (continued)**

**ALL COUNTIES (continued)**

| METRO AREA<br>County | Year | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| ☐ Jersey | 1991 | 115,730 | 13,997 | 13,894 | 9,732 | 22,291 | 20,586 | 3,068 | 3,062 | 1,868 | 37,425 | 10,451 | 5,882 | 3,684 |
| | 1987 | 93,044 | 13,458 | 13,356 | 8,620 | 15,492 | 14,246 | 2,585 | 2,614 | 1,618 | 31,810 | 6,938 | 3,930 | 2,682 |
| Jo Daviess | 1991 | 96,683 | 24,019 | 23,309 | 11,782 | 1,587 | | 769 | 1,435 | 1,250 | 16,426 | 12,165 | 6,725 | 5,800 |
| | 1987 | 77,769 | 18,274 | 17,730 | 9,802 | 1,301 | | 514 | 1,210 | 1,064 | 15,484 | 8,240 | 5,357 | 3,871 |
| Johnson | 1991 | 31,118 | 7,111 | 6,844 | 2,814 | 1,166 | | 391 | 1,806 | 1,606 | 8,442 | 2,981 | 3,533 | 394 |
| | 1987 | 25,063 | 6,580 | 6,332 | 2,100 | 1,062 | | 296 | 1,375 | 1,236 | 6,207 | 1,738 | 2,777 | 475 |
| Kane | 1991 | 2,522,200 | 403,108 | 385,975 | 233,440 | 343,826 | 296,982 | 154,561 | 130,826 | 64,290 | 463,419 | 169,055 | 245,587 | 135,452 |
| | 1987 | 2,128,223 | 395,229 | 378,356 | 193,605 | 253,422 | 217,273 | 133,931 | 117,059 | 58,538 | 425,085 | 132,456 | 190,461 | 95,093 |
| Kankakee | 1991 | 681,065 | 117,493 | 112,170 | 51,610 | 99,425 | 80,847 | 18,029 | 21,134 | 11,693 | 166,014 | 63,543 | 46,596 | 35,754 |
| | 1987 | 552,349 | 107,605 | 102,710 | 50,124 | 67,406 | 54,253 | 16,614 | 19,871 | 11,076 | 150,521 | 39,330 | 33,446 | 26,677 |
| Kendall | 1991 | 135,625 | 30,882 | 30,824 | 12,294 | 11,735 | | 5,393 | 7,688 | 6,686 | 17,029 | 15,442 | 19,961 | 1,683 |
| | 1987 | 103,757 | 23,976 | 23,926 | 10,359 | 7,762 | | 3,558 | 5,700 | 5,000 | 15,110 | 9,861 | 15,771 | 1,952 |
| Knox | 1991 | 393,799 | 75,273 | 72,652 | 29,456 | 73,286 | 69,236 | 14,563 | 16,408 | 6,730 | 74,372 | 47,790 | 17,708 | 15,946 |
| | 1987 | 340,212 | 68,450 | 66,053 | 26,953 | 57,364 | 54,031 | 14,986 | 15,828 | 6,621 | 74,231 | 32,776 | 14,283 | 11,803 |
| Lake | 1991 | 4,825,251 | 704,019 | 661,739 | 444,575 | 502,328 | 419,062 | 227,259 | 306,148 | 140,728 | 1,255,260 | 296,367 | 270,045 | 223,925 |
| | 1987 | 3,681,315 | 583,696 | 548,533 | 327,031 | 342,890 | 283,451 | 183,556 | 201,793 | 94,562 | 1,078,245 | 226,738 | 221,420 | 146,937 |
| La Salle | 1991 | 874,917 | 168,597 | 164,060 | 64,005 | 122,565 | 112,193 | 37,404 | 38,143 | 21,505 | 233,936 | 78,028 | 43,206 | 44,083 |
| | 1987 | 696,995 | 143,580 | 139,688 | 58,554 | 82,608 | 75,259 | 27,814 | 28,848 | 16,543 | 193,567 | 57,182 | 37,072 | 28,163 |
| Lawrence | 1991 | 76,962 | 14,612 | 14,163 | 3,806 | 16,054 | 14,330 | 1,070 | 1,571 | 1,191 | 13,260 | 6,508 | 9,723 | 3,954 |
| | 1987 | 62,445 | 15,085 | 14,619 | 3,616 | 9,706 | 8,613 | 1,135 | 1,850 | 1,425 | 10,695 | 4,617 | 8,245 | 2,561 |
| Lee | 1991 | 184,451 | 48,688 | 47,019 | 15,699 | 7,191 | 3,659 | 3,533 | 5,910 | 2,961 | 46,321 | 15,606 | 11,727 | 14,731 |
| | 1987 | 148,438 | 34,001 | 32,829 | 14,416 | 5,767 | 2,858 | 4,310 | 5,383 | 2,658 | 41,790 | 12,865 | 9,109 | 9,247 |
| Livingston | 1991 | 218,594 | 56,779 | 55,223 | 18,719 | 21,690 | 19,745 | 4,300 | 8,988 | 4,783 | 55,713 | 18,793 | 7,103 | 8,176 |
| | 1987 | 176,352 | 41,429 | 40,286 | 14,851 | 15,276 | 13,837 | 4,685 | 8,179 | 4,352 | 51,007 | 13,743 | 6,261 | 5,360 |
| Logan | 1991 | 191,033 | 29,200 | 27,715 | 14,688 | 25,450 | 18,284 | 4,082 | 8,469 | 3,138 | 36,332 | 16,890 | 10,423 | 6,314 |
| | 1987 | 155,060 | 28,249 | 26,306 | 14,556 | 17,815 | 12,605 | 3,864 | 6,763 | 2,520 | 32,445 | 12,674 | 8,951 | 4,326 |
| McDonough | 1991 | 225,006 | 35,852 | 35,287 | 32,985 | 37,125 | 27,784 | 13,677 | 7,298 | 3,857 | 39,509 | 21,439 | 10,532 | 10,747 |
| | 1987 | 171,343 | 31,105 | 30,609 | 23,253 | 24,554 | 18,124 | 10,706 | 6,262 | 3,315 | 32,762 | 13,367 | 8,882 | 7,475 |
| McHenry | 1991 | 1,122,711 | 175,660 | 165,287 | 106,516 | 99,178 | 91,902 | 30,728 | 42,520 | 25,679 | 277,872 | 119,722 | 126,445 | 74,392 |
| | 1987 | 891,296 | 175,590 | 165,188 | 80,571 | 68,351 | 63,083 | 24,157 | 32,901 | 20,054 | 248,568 | 75,203 | 89,146 | 47,135 |
| McLean | 1991 | 1,067,332 | 167,377 | 158,903 | 120,035 | 154,043 | 122,633 | 35,661 | 49,971 | 23,189 | 230,672 | 105,556 | 65,332 | 50,986 |
| | 1987 | 849,695 | 132,871 | 126,119 | 95,220 | 117,000 | 92,103 | 35,295 | 42,942 | 20,336 | 186,016 | 83,907 | 51,970 | 33,046 |
| Macon | 1991 | 950,252 | 148,719 | 142,339 | 99,845 | 161,592 | 138,760 | 31,879 | 34,407 | 15,186 | 209,829 | 59,953 | 63,318 | 52,482 |
| | 1987 | 783,639 | 134,194 | 128,412 | 75,499 | 121,620 | 103,626 | 32,050 | 33,523 | 15,054 | 186,437 | 50,468 | 51,845 | 34,870 |
| Macoupin | 1991 | 251,978 | 38,525 | 37,555 | 17,518 | 15,622 | 9,925 | 5,946 | 6,669 | 4,673 | 54,530 | 52,214 | 32,216 | 12,819 |
| | 1987 | 205,386 | 36,831 | 35,896 | 14,123 | 12,227 | 7,614 | 4,719 | 7,151 | 5,042 | 51,400 | 33,036 | 23,872 | 9,194 |
| ☐ Madison | 1991 | 1,745,246 | 435,351 | 413,383 | 159,831 | 235,411 | 216,142 | 35,813 | 45,273 | 24,935 | 346,227 | 172,907 | 114,909 | 65,107 |
| | 1987 | 1,459,520 | 346,072 | 328,543 | 136,236 | 189,585 | 173,276 | 33,560 | 43,020 | 23,970 | 346,713 | 136,923 | 93,077 | 43,881 |
| Marion | 1991 | 281,550 | 60,480 | 57,954 | 25,615 | 46,696 | 35,208 | 4,685 | 9,728 | 4,684 | 61,701 | 31,905 | 7,080 | 17,995 |
| | 1987 | 252,595 | 56,205 | 53,846 | 21,954 | 33,670 | 25,046 | 6,412 | 10,424 | 5,060 | 65,791 | 23,452 | 6,823 | 11,643 |
| Marshall | 1991 | 49,644 | 12,955 | 12,391 | 5,875 | 1,027 | | 268 | 519 | 251 | 10,395 | 8,032 | 3,386 | 2,685 |
| | 1987 | 41,458 | 10,929 | 10,452 | 5,187 | 1,266 | | 411 | 566 | 286 | 9,936 | 5,197 | 3,183 | 1,960 |
| Mason | 1991 | 56,559 | 15,811 | 15,282 | 7,945 | 3,560 | 2,080 | 432 | 994 | 755 | 6,199 | 12,345 | 2,276 | 2,796 |
| | 1987 | 51,038 | 14,382 | 13,898 | 6,851 | 3,401 | 1,944 | 512 | 1,289 | 986 | 7,174 | 8,626 | 2,333 | 2,063 |
| Massac | 1991 | 60,117 | 12,282 | 11,817 | 5,538 | 837 | | 923 | 658 | 658 | 13,561 | 10,554 | 7,055 | 4,619 |
| | 1987 | 48,276 | 10,982 | 10,565 | 3,912 | 1,110 | | 900 | 698 | 698 | 11,826 | 7,096 | 5,351 | 3,154 |
| Menard | 1991 | 40,317 | 15,202 | 14,485 | 1,905 | 3,828 | | 578 | 1,009 | 760 | 6,987 | 6,579 | 464 | 1,798 |
| | 1987 | 31,288 | 11,189 | 10,659 | 1,511 | 2,270 | | 556 | 669 | 514 | 6,886 | 4,868 | 524 | 1,436 |
| Mercer | 1991 | 57,339 | 10,451 | 10,141 | 6,524 | 14,421 | 13,104 | 683 | 1,076 | 824 | 6,694 | 7,449 | 2,005 | 1,866 |
| | 1987 | 46,380 | 9,996 | 9,697 | 5,214 | 9,186 | 8,303 | 901 | 1,326 | 1,032 | 6,625 | 5,761 | 2,144 | 1,463 |
| ☐ Monroe | 1991 | 142,096 | 38,234 | 34,864 | 16,134 | 10,204 | 10,106 | 1,111 | 3,608 | 2,437 | 31,232 | 13,669 | 8,590 | 4,014 |
| | 1987 | 103,705 | 26,361 | 24,033 | 11,963 | 10,433 | 10,330 | 1,195 | 2,590 | 1,771 | 23,465 | 8,560 | 7,622 | 2,579 |
| Montgomery | 1991 | 176,548 | 36,666 | 35,230 | 22,099 | 25,105 | 21,360 | 3,925 | 5,572 | 3,305 | 34,204 | 18,243 | 12,904 | 9,562 |
| | 1987 | 149,564 | 34,308 | 32,958 | 16,064 | 18,160 | 15,326 | 4,467 | 4,470 | 2,665 | 33,559 | 13,426 | 11,063 | 6,368 |
| Morgan | 1991 | 284,593 | 55,434 | 55,075 | 24,239 | 48,257 | 42,509 | 12,374 | 10,261 | 5,135 | 64,788 | 35,033 | 5,515 | 12,956 |
| | 1987 | 229,686 | 42,643 | 42,358 | 18,790 | 33,851 | 29,622 | 9,737 | 8,439 | 4,221 | 61,036 | 26,390 | 6,918 | 8,853 |
| Moultrie | 1991 | 57,700 | 12,615 | 12,258 | 7,331 | 333 | | 1,257 | 1,240 | 1,240 | 18,662 | 4,386 | 4,736 | 4,067 |
| | 1987 | 47,688 | 10,862 | 10,553 | 5,493 | 572 | | 1,451 | 833 | 833 | 15,058 | 3,140 | 4,297 | 2,946 |
| Ogle | 1991 | 193,935 | 50,547 | 49,580 | 16,359 | 10,456 | 6,363 | 3,899 | 3,751 | 1,942 | 42,935 | 26,806 | 11,242 | 7,313 |
| | 1987 | 160,269 | 41,788 | 40,980 | 13,185 | 6,888 | 4,100 | 4,030 | 2,996 | 1,573 | 41,382 | 19,692 | 8,857 | 5,507 |
| Peoria | 1991 | 1,519,836 | 226,634 | 213,718 | 143,701 | 253,874 | 214,037 | 81,142 | 66,581 | 40,156 | 239,852 | 99,937 | 87,433 | 74,154 |
| | 1987 | 1,269,371 | 207,587 | 195,717 | 124,943 | 196,408 | 164,177 | 62,554 | 63,956 | 39,144 | 227,785 | 81,131 | 74,605 | 48,617 |
| Perry | 1991 | 93,559 | 21,882 | 21,127 | 7,292 | 12,371 | 9,142 | 2,739 | 2,552 | 1,545 | 7,982 | 20,006 | 3,648 | 7,422 |
| | 1987 | 84,479 | 20,456 | 19,746 | 6,797 | 10,022 | 7,300 | 2,716 | 2,649 | 1,617 | 8,951 | 15,788 | 4,221 | 5,748 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1991<br>U.S. CENSUS: 1987 |  |  | Food Stores |  | Eating & Drinking Places | General Merchandise Stores |  | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores |  | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **ILLINOIS (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **ALL COUNTIES (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Piatt | 1991 | 69,475 | 14,214 | 13,466 | 5,818 | 4,410 |  | 398 | 2,596 | 944 | 28,844 | 5,438 | 1,141 | 1,927 |
|  | 1987 | 63,644 | 13,741 | 13,015 | 5,411 | 3,275 |  | 446 | 2,330 | 884 | 27,621 | 4,755 | 1,240 | 1,844 |
| Pike | 1991 | 78,019 | 15,689 | 14,965 | 7,052 | 12,801 |  | 2,936 | 1,608 | 1,400 | 15,539 | 13,934 | 4,346 | 598 |
|  | 1987 | 61,812 | 13,984 | 13,336 | 5,385 | 7,578 |  | 2,129 | 1,438 | 1,265 | 13,432 | 9,861 | 3,990 | 692 |
| Pope | 1991 | 3,913 | 1,026 | 907 | 234 | 171 |  |  |  |  | 1,687 | 165 | 101 | 193 |
|  | 1987 | 3,884 | 1,064 | 941 | 231 | 134 |  |  |  |  | 1,681 | 191 | 196 | 126 |
| Pulaski | 1991 | 13,973 | 5,350 | 5,051 | 852 | 93 |  | 201 | 644 | 644 | 2,425 | 1,964 | 917 | 637 |
|  | 1987 | 12,506 | 4,907 | 4,632 | 912 | 149 |  | 159 | 568 | 568 | 2,246 | 1,448 | 780 | 529 |
| Putnam | 1991 | 21,319 | 7,468 | 7,215 | 1,436 |  |  | 60 | 96 |  | 4,705 | 2,310 | 584 | 1,735 |
|  | 1987 | 16,612 | 5,152 | 4,977 | 1,347 |  |  | 63 | 107 |  | 4,395 | 1,460 | 715 | 1,446 |
| Randolph | 1991 | 223,365 | 54,111 | 52,777 | 18,094 | 36,030 | 32,881 | 1,583 | 4,797 | 2,986 | 53,466 | 14,437 | 9,772 | 6,904 |
|  | 1987 | 175,854 | 42,756 | 41,693 | 15,909 | 24,207 | 21,985 | 1,542 | 4,920 | 3,067 | 48,612 | 10,826 | 7,989 | 4,624 |
| Richland | 1991 | 94,769 | 13,403 | 12,999 | 7,314 | 18,972 | 12,545 | 4,603 | 3,197 | 1,701 | 15,140 | 12,463 | 6,238 | 4,595 |
|  | 1987 | 88,792 | 13,666 | 13,251 | 7,283 | 15,892 | 10,317 | 3,981 | 3,348 | 1,787 | 17,501 | 9,581 | 6,348 | 3,571 |
| Rock Island | 1991 | 1,143,666 | 211,841 | 200,396 | 136,093 | 157,662 | 153,148 | 36,351 | 46,081 | 16,560 | 216,970 | 100,447 | 48,470 | 75,205 |
|  | 1987 | 960,602 | 184,217 | 174,229 | 111,021 | 121,382 | 117,719 | 36,864 | 38,517 | 14,242 | 226,176 | 67,273 | 39,115 | 52,544 |
| ☐ St. Clair | 1991 | 1,630,261 | 224,376 | 204,495 | 160,775 | 391,956 | 332,507 | 70,911 | 79,415 | 39,033 | 291,523 | 144,743 | 77,931 | 62,966 |
|  | 1987 | 1,419,927 | 240,512 | 219,157 | 139,814 | 294,767 | 248,007 | 70,455 | 73,136 | 36,647 | 282,929 | 110,117 | 66,337 | 42,619 |
| Saline | 1991 | 181,368 | 42,396 | 41,111 | 13,652 | 38,558 | 34,184 | 5,166 | 7,072 | 5,258 | 28,562 | 12,619 | 10,994 | 8,134 |
|  | 1987 | 157,832 | 41,146 | 39,891 | 11,890 | 26,050 | 22,951 | 4,539 | 5,998 | 4,459 | 29,952 | 11,857 | 8,610 | 6,955 |
| Sangamon | 1991 | 1,473,349 | 232,210 | 220,081 | 132,958 | 269,892 | 223,392 | 54,119 | 66,704 | 31,576 | 259,573 | 114,732 | 111,359 | 74,901 |
|  | 1987 | 1,258,709 | 216,297 | 204,958 | 137,926 | 201,363 | 165,122 | 49,883 | 59,166 | 28,508 | 242,727 | 89,587 | 89,430 | 55,642 |
| Schuyler | 1991 | 36,055 | 9,474 | 9,087 | 3,244 | 159 |  | 2,293 | 1,736 | 1,059 | 4,525 | 2,702 | 1,984 | 4,665 |
|  | 1987 | 30,431 | 8,265 | 7,925 | 3,150 | 257 |  | 1,715 | 1,389 | 861 | 4,821 | 2,230 | 2,114 | 3,251 |
| Scott | 1991 | 14,283 | 2,979 | 2,860 | 1,410 | 118 |  | 556 | 62 |  | 5,443 | 2,341 | 371 | 635 |
|  | 1987 | 14,311 | 3,176 | 3,048 | 1,363 | 154 |  | 500 | 84 |  | 5,679 | 1,781 | 529 | 664 |
| Shelby | 1991 | 68,286 | 20,042 | 19,545 | 4,325 | 2,125 |  | 2,268 | 2,077 | 1,944 | 18,258 | 7,792 | 2,951 | 3,341 |
|  | 1987 | 60,833 | 17,341 | 16,908 | 3,552 | 1,714 |  | 1,817 | 2,275 | 2,142 | 19,081 | 5,821 | 2,654 | 2,298 |
| Stark | 1991 | 12,804 | 3,148 | 2,972 | 713 |  |  | 41 | 138 |  | 5,902 | 1,497 | 984 | 63 |
|  | 1987 | 12,928 | 3,564 | 3,363 | 781 |  |  | 76 | 196 |  | 5,627 | 1,116 | 979 | 62 |
| Stephenson | 1991 | 300,229 | 62,201 | 60,046 | 25,880 | 26,613 | 21,492 | 9,260 | 15,808 | 9,520 | 84,676 | 29,664 | 11,204 | 23,821 |
|  | 1987 | 258,349 | 60,164 | 58,068 | 21,703 | 21,180 | 16,919 | 8,930 | 12,013 | 7,271 | 78,039 | 19,036 | 11,592 | 15,370 |
| Tazewell | 1991 | 935,935 | 203,662 | 193,300 | 78,777 | 127,352 | 114,244 | 16,139 | 26,632 | 15,724 | 277,991 | 73,918 | 30,248 | 32,269 |
|  | 1987 | 738,244 | 161,550 | 153,299 | 59,896 | 83,693 | 74,657 | 18,121 | 24,366 | 14,441 | 241,413 | 53,636 | 26,307 | 23,281 |
| Union | 1991 | 85,270 | 16,334 | 15,692 | 7,156 | 15,282 | 13,952 | 1,463 | 2,571 | 2,023 | 21,773 | 8,128 | 5,448 | 3,333 |
|  | 1987 | 68,305 | 15,214 | 14,614 | 5,536 | 10,921 | 9,925 | 1,357 | 2,483 | 1,989 | 18,702 | 4,719 | 4,204 | 2,291 |
| Vermilion | 1991 | 576,852 | 120,977 | 114,743 | 57,321 | 95,208 | 67,686 | 18,629 | 19,530 | 8,718 | 103,066 | 58,207 | 19,860 | 23,607 |
|  | 1987 | 479,217 | 104,585 | 99,176 | 47,122 | 74,720 | 52,294 | 20,584 | 16,358 | 7,392 | 95,697 | 43,075 | 19,920 | 18,038 |
| Wabash | 1991 | 64,848 | 14,159 | 13,771 | 7,851 | 9,785 | 8,586 | 932 | 1,446 | 380 | 13,289 | 8,923 | 2,302 | 2,944 |
|  | 1987 | 67,420 | 15,414 | 14,989 | 8,529 | 10,145 | 8,845 | 1,542 | 1,628 | 442 | 15,674 | 6,782 | 2,406 | 2,205 |
| Warren | 1991 | 90,022 | 21,087 | 20,420 | 5,277 | 12,184 | 3,081 | 932 | 3,283 | 2,037 | 28,925 | 9,791 | 3,348 | 1,850 |
|  | 1987 | 86,425 | 19,540 | 18,919 | 6,829 | 10,576 | 2,572 | 1,558 | 3,199 | 1,976 | 28,127 | 8,395 | 3,303 | 2,025 |
| Washington | 1991 | 59,057 | 9,074 | 8,645 | 4,602 | 856 |  | 426 | 2,636 | 1,191 | 14,197 | 19,107 | 1,912 | 3,198 |
|  | 1987 | 53,571 | 9,136 | 8,702 | 4,558 | 803 |  | 592 | 2,274 | 1,016 | 15,265 | 12,707 | 2,871 | 2,788 |
| Wayne | 1991 | 71,064 | 22,125 | 20,802 | 3,892 | 8,806 | 8,322 | 5,794 | 2,054 | 1,388 | 9,038 | 3,345 | 5,462 | 2,522 |
|  | 1987 | 67,452 | 20,230 | 19,016 | 3,562 | 7,589 | 7,151 | 4,495 | 2,211 | 1,503 | 11,550 | 3,051 | 5,917 | 2,082 |
| White | 1991 | 91,032 | 27,722 | 26,837 | 6,494 | 15,482 | 13,863 | 486 | 1,384 | 772 | 21,686 | 5,734 | 5,157 | 3,486 |
|  | 1987 | 78,718 | 22,904 | 22,169 | 5,332 | 11,907 | 10,602 | 844 | 1,476 | 820 | 20,217 | 4,864 | 4,636 | 2,051 |
| Whiteside | 1991 | 378,680 | 78,551 | 75,445 | 40,961 | 72,814 | 61,926 | 9,712 | 11,496 | 6,154 | 68,835 | 29,274 | 23,280 | 20,232 |
|  | 1987 | 319,061 | 62,925 | 60,425 | 31,315 | 50,556 | 42,643 | 9,019 | 10,771 | 5,799 | 74,809 | 24,845 | 20,582 | 14,700 |
| Will | 1991 | 2,117,320 | 331,536 | 316,380 | 179,260 | 219,318 | 208,535 | 62,321 | 95,117 | 43,624 | 495,746 | 251,209 | 196,587 | 128,115 |
|  | 1987 | 1,665,087 | 305,376 | 291,358 | 143,827 | 157,822 | 149,656 | 53,596 | 69,539 | 32,038 | 424,417 | 178,711 | 138,510 | 84,915 |
| Williamson | 1991 | 406,420 | 48,709 | 45,449 | 28,867 | 39,475 | 29,535 | 8,046 | 16,790 | 10,572 | 126,691 | 43,551 | 42,163 | 16,123 |
|  | 1987 | 332,843 | 49,934 | 46,582 | 25,289 | 25,578 | 18,878 | 7,965 | 12,693 | 8,102 | 114,216 | 29,341 | 32,838 | 11,089 |
| Winnebago | 1991 | 2,074,106 | 344,246 | 325,150 | 200,151 | 348,953 | 320,607 | 92,285 | 115,600 | 61,743 | 337,024 | 197,486 | 162,212 | 80,173 |
|  | 1987 | 1,634,869 | 317,384 | 299,718 | 155,294 | 236,292 | 216,137 | 71,793 | 95,727 | 52,069 | 315,530 | 133,608 | 121,118 | 53,223 |
| Woodford | 1991 | 167,532 | 24,556 | 23,469 | 11,545 | 3,126 |  | 586 | 5,786 | 4,093 | 76,897 | 29,731 | 7,295 | 4,152 |
|  | 1987 | 133,469 | 20,544 | 19,630 | 9,809 | 1,886 |  | 928 | 4,574 | 3,227 | 62,191 | 18,824 | 7,207 | 2,580 |
| **TOTAL METRO COUNTIES** | 1991 | **73,179,456** | **12,225,147** | **11,308,745** | **7,721,992** | **8,860,490** | **7,662,920** | **4,841,114** | **3,936,794** | **2,146,812** | **13,992,538** | **5,069,868** | **3,606,960** | **3,928,737** |
|  | 1987 | 60,281,523 | 10,604,325 | 9,810,677 | 6,366,171 | 7,014,733 | 6,021,229 | 3,805,411 | 3,298,343 | 1,837,519 | 12,684,852 | 3,749,307 | 2,909,909 | 2,855,542 |
| **TOTAL STATE** | 1991 | **84,709,929** | **14,534,017** | **13,535,667** | **8,736,103** | **10,332,174** | **8,831,524** | **5,206,091** | **4,335,131** | **2,365,411** | **16,500,985** | **6,445,735** | **4,243,600** | **4,450,752** |
|  | 1987 | 69,929,653 | 12,669,083 | 11,800,906 | 7,233,152 | 8,084,079 | 6,857,419 | 4,140,216 | 3,651,883 | 2,033,561 | 15,027,520 | 4,726,554 | 3,467,444 | 3,222,685 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1991<br>U.S. CENSUS: 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **INDIANA** | | | | | | | | | | | | | | |
| **ANDERSON** | 1991 | 879,403 | 168,801 | 166,218 | 84,413 | 108,223 | 101,363 | 27,817 | 33,970 | 13,498 | 214,216 | 65,121 | 67,228 | 41,136 |
| | 1987 | 768,860 | 153,125 | 150,752 | 70,969 | 91,524 | 85,423 | 27,988 | 30,408 | 12,183 | 196,953 | 52,542 | 53,037 | 31,190 |
| Madison | 1991 | 879,403 | 168,801 | 166,218 | 84,413 | 108,223 | 101,363 | 27,817 | 33,970 | 13,498 | 214,216 | 65,121 | 67,228 | 41,136 |
| | 1987 | 768,860 | 153,125 | 150,752 | 70,969 | 91,524 | 85,423 | 27,988 | 30,408 | 12,183 | 196,953 | 52,542 | 53,037 | 31,190 |
| **BLOOMINGTON** | 1991 | 759,803 | 141,209 | 138,413 | 95,436 | 110,210 | 92,196 | 48,204 | 34,793 | 19,161 | 144,733 | 44,041 | 47,753 | 29,250 |
| | 1987 | 631,961 | 125,323 | 122,816 | 76,295 | 94,130 | 78,039 | 39,656 | 27,501 | 15,448 | 123,794 | 34,555 | 36,157 | 21,278 |
| Monroe | 1991 | 759,803 | 141,209 | 138,413 | 95,436 | 110,210 | 92,196 | 48,204 | 34,793 | 19,161 | 144,733 | 44,041 | 47,753 | 29,250 |
| | 1987 | 631,961 | 125,323 | 122,816 | 76,295 | 94,130 | 78,039 | 39,656 | 27,501 | 15,448 | 123,794 | 34,555 | 36,157 | 21,278 |
| **ELKHART - GOSHEN** | 1991 | 1,247,457 | 215,149 | 198,521 | 107,800 | 134,263 | 101,700 | 50,902 | 32,898 | 19,229 | 367,292 | 86,221 | 120,362 | 60,435 |
| | 1987 | 1,090,438 | 192,295 | 177,397 | 95,039 | 99,526 | 74,389 | 40,089 | 32,231 | 19,159 | 368,509 | 63,717 | 91,404 | 42,647 |
| Elkhart | 1991 | 1,247,457 | 215,149 | 198,521 | 107,800 | 134,263 | 101,700 | 50,902 | 32,898 | 19,229 | 367,292 | 86,221 | 120,362 | 60,435 |
| | 1987 | 1,090,438 | 192,295 | 177,397 | 95,039 | 99,526 | 74,389 | 40,089 | 32,231 | 19,159 | 368,509 | 63,717 | 91,404 | 42,647 |
| **EVANSVILLE** | 1991 | 2,110,287 | 389,752 | 374,282 | 224,795 | 322,284 | 279,496 | 104,640 | 114,574 | 67,984 | 376,236 | 160,148 | 161,226 | 91,022 |
| | 1987 | 1,840,631 | 352,055 | 337,806 | 192,401 | 266,906 | 229,865 | 90,659 | 100,065 | 60,686 | 365,814 | 122,216 | 138,836 | 68,060 |
| Posey | 1991 | 82,590 | 21,162 | 20,877 | 5,287 | 4,647 | 2,038 | 1,831 | 2,412 | 1,866 | 23,524 | 9,244 | 4,348 | 5,283 |
| | 1987 | 78,520 | 18,736 | 18,480 | 5,469 | 5,014 | 2,135 | 1,942 | 2,719 | 2,107 | 24,507 | 7,010 | 4,115 | 4,050 |
| Vanderburgh | 1991 | 1,545,985 | 247,474 | 234,422 | 175,732 | 252,204 | 224,154 | 93,824 | 92,326 | 47,519 | 256,125 | 95,908 | 138,406 | 58,134 |
| | 1987 | 1,356,372 | 229,600 | 217,447 | 151,413 | 214,397 | 189,401 | 79,801 | 79,455 | 41,775 | 250,290 | 71,239 | 115,104 | 45,856 |
| Warrick | 1991 | 159,501 | 47,076 | 45,815 | 15,967 | 25,709 | 23,225 | 1,305 | 5,998 | 5,570 | 24,580 | 12,794 | 7,217 | 11,117 |
| | 1987 | 139,476 | 39,816 | 38,742 | 12,524 | 18,747 | 16,844 | 1,799 | 5,494 | 5,112 | 27,457 | 10,721 | 9,112 | 7,137 |
| *Henderson, Ky.* | *1991* | *322,211* | *74,040* | *73,168* | *27,809* | *39,724* | *30,079* | *7,680* | *13,838* | *13,029* | *72,007* | *42,202* | *11,255* | *16,488* |
| | *1987* | *266,263* | *63,903* | *63,137* | *22,995* | *28,748* | *21,485* | *7,117* | *12,397* | *11,692* | *63,560* | *33,246* | *10,505* | *11,017* |
| **FORT WAYNE** | 1991 | 2,940,637 | 470,979 | 445,386 | 297,149 | 400,544 | 342,504 | 118,413 | 158,813 | 76,328 | 656,435 | 211,449 | 236,647 | 140,314 |
| | 1987 | 2,516,937 | 418,632 | 395,777 | 255,321 | 331,514 | 283,533 | 104,263 | 134,745 | 66,050 | 618,093 | 166,790 | 183,329 | 99,944 |
| Allen | 1991 | 2,597,441 | 386,712 | 363,019 | 262,633 | 381,411 | 342,504 | 109,046 | 146,407 | 69,840 | 586,801 | 150,859 | 215,972 | 123,700 |
| | 1987 | 2,234,466 | 342,532 | 321,481 | 227,361 | 317,499 | 283,533 | 97,096 | 125,623 | 61,393 | 552,971 | 130,602 | 164,778 | 86,573 |
| De Kalb | 1991 | 210,783 | 38,303 | 36,869 | 21,704 | 14,057 | | 7,995 | 8,171 | 5,231 | 51,379 | 40,560 | 9,533 | 9,705 |
| | 1987 | 168,591 | 37,249 | 35,847 | 16,807 | 10,492 | | 5,927 | 5,670 | 3,624 | 44,567 | 22,902 | 9,354 | 7,227 |
| Whitley | 1991 | 132,413 | 45,964 | 45,498 | 12,812 | 5,076 | | 1,372 | 4,235 | 1,257 | 18,255 | 20,030 | 11,142 | 6,909 |
| | 1987 | 113,880 | 38,851 | 38,449 | 11,153 | 3,523 | | 1,240 | 3,452 | 1,033 | 20,555 | 13,286 | 9,197 | 6,144 |
| **GARY - HAMMOND** | 1991 | 3,908,064 | 760,156 | 707,476 | 373,820 | 485,466 | 406,078 | 173,595 | 142,701 | 91,834 | 723,205 | 580,705 | 187,583 | 252,745 |
| | 1987 | 3,406,046 | 701,732 | 652,706 | 340,565 | 413,982 | 344,091 | 147,847 | 130,159 | 84,703 | 711,474 | 390,307 | 161,388 | 188,510 |
| Lake | 1991 | 3,184,426 | 599,634 | 554,859 | 301,762 | 418,054 | 358,617 | 159,562 | 120,314 | 80,198 | 578,387 | 455,364 | 148,971 | 212,363 |
| | 1987 | 2,821,312 | 563,974 | 521,758 | 277,815 | 361,906 | 308,021 | 134,686 | 110,339 | 74,337 | 583,044 | 314,589 | 132,599 | 155,515 |
| Porter | 1991 | 723,638 | 160,522 | 152,617 | 72,058 | 67,412 | 47,461 | 14,033 | 22,387 | 11,636 | 144,818 | 125,341 | 38,612 | 40,382 |
| | 1987 | 584,734 | 137,758 | 130,948 | 62,750 | 52,076 | 36,070 | 13,161 | 19,820 | 10,366 | 128,430 | 75,718 | 28,789 | 32,995 |
| **INDIANAPOLIS** | 1991 | 11,064,113 | 1,581,942 | 1,520,039 | 1,164,472 | 1,512,229 | 1,243,403 | 457,172 | 557,511 | 260,440 | 2,393,380 | 799,610 | 549,476 | 413,131 |
| | 1987 | 9,210,192 | 1,383,745 | 1,329,104 | 957,993 | 1,166,192 | 948,648 | 374,987 | 450,853 | 215,466 | 2,194,310 | 641,691 | 470,461 | 322,910 |
| Boone | 1991 | 218,435 | 31,707 | 30,668 | 21,765 | 11,790 | 4,984 | 6,584 | 34,758 | 14,775 | 29,918 | 44,387 | 11,480 | 11,079 |
| | 1987 | 188,694 | 30,066 | 29,075 | 18,924 | 8,952 | 3,670 | 5,931 | 27,842 | 12,221 | 29,904 | 34,898 | 10,172 | 8,362 |
| Hamilton | 1991 | 723,925 | 116,842 | 114,036 | 80,146 | 65,649 | 55,907 | 15,502 | 35,695 | 26,623 | 171,215 | 81,759 | 52,601 | 26,948 |
| | 1987 | 543,133 | 93,205 | 90,948 | 59,900 | 40,025 | 33,813 | 11,232 | 29,778 | 22,504 | 144,735 | 47,651 | 39,772 | 19,635 |
| Hancock | 1991 | 208,666 | 40,415 | 39,139 | 17,838 | 13,258 | 4,221 | 4,113 | 4,926 | 2,311 | 56,383 | 41,270 | 8,768 | 10,747 |
| | 1987 | 185,198 | 36,982 | 35,807 | 16,105 | 10,725 | 3,294 | 3,577 | 4,214 | 2,002 | 53,040 | 32,874 | 7,523 | 9,755 |
| Hendricks | 1991 | 370,240 | 91,795 | 90,926 | 33,125 | 45,472 | 40,257 | 6,697 | 9,457 | 4,287 | 70,432 | 41,960 | 35,438 | 9,094 |
| | 1987 | 295,338 | 77,447 | 76,698 | 27,299 | 28,054 | 24,671 | 5,389 | 8,453 | 3,837 | 64,575 | 29,518 | 25,823 | 8,107 |
| Johnson | 1991 | 715,996 | 82,195 | 79,052 | 61,159 | 195,943 | 168,111 | 42,526 | 28,430 | 18,807 | 145,944 | 38,859 | 40,650 | 23,078 |
| | 1987 | 596,274 | 69,454 | 66,785 | 47,841 | 156,229 | 133,006 | 36,988 | 26,607 | 17,769 | 125,863 | 35,956 | 32,876 | 18,514 |
| Marion | 1991 | 8,331,758 | 1,100,100 | 1,050,511 | 899,296 | 1,135,777 | 940,826 | 369,830 | 427,428 | 188,867 | 1,825,538 | 467,437 | 368,772 | 310,075 |
| | 1987 | 6,979,879 | 975,368 | 931,215 | 742,794 | 884,628 | 725,977 | 299,493 | 338,443 | 152,567 | 1,688,674 | 400,900 | 328,702 | 241,184 |
| Morgan | 1991 | 297,850 | 66,002 | 64,900 | 33,304 | 14,496 | 5,720 | 7,724 | 8,646 | 2,785 | 61,612 | 59,080 | 24,195 | 11,708 |
| | 1987 | 251,237 | 59,753 | 58,744 | 28,971 | 12,441 | 4,754 | 7,546 | 8,182 | 2,727 | 54,850 | 41,159 | 18,159 | 9,241 |
| Shelby | 1991 | 197,243 | 52,886 | 50,807 | 17,839 | 29,844 | 23,377 | 4,196 | 8,171 | 1,985 | 32,338 | 24,858 | 7,572 | 10,402 |
| | 1987 | 170,439 | 41,470 | 39,832 | 16,159 | 25,138 | 19,463 | 4,831 | 7,334 | 1,839 | 32,669 | 18,735 | 7,434 | 8,112 |
| **KOKOMO** | 1991 | 822,139 | 131,126 | 125,862 | 79,140 | 111,383 | 95,336 | 1,662 | 34,719 | 21,834 | 247,753 | 47,249 | 48,937 | 35,318 |
| | 1987 | 715,768 | 117,862 | 113,129 | 69,503 | 90,684 | 76,718 | 2,170 | 32,674 | 20,815 | 219,970 | 46,859 | 41,393 | 26,520 |
| Howard | 1991 | 710,195 | 119,203 | 114,307 | 70,705 | 109,715 | 95,336 | 571 | 34,237 | 21,352 | 175,050 | 41,383 | 46,524 | 31,232 |
| | 1987 | 620,099 | 105,168 | 100,829 | 63,060 | 88,923 | 76,718 | 528 | 31,914 | 20,055 | 162,885 | 40,889 | 38,742 | 23,267 |
| Tipton | 1991 | 111,944 | 11,923 | 11,555 | 8,435 | 1,668 | | 1,091 | 482 | 482 | 72,703 | 5,366 | 2,413 | 4,086 |
| | 1987 | 95,669 | 12,694 | 12,300 | 6,443 | 1,761 | | 1,642 | 760 | 760 | 57,085 | 5,970 | 2,651 | 3,253 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1991<br>U.S. CENSUS: 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **INDIANA (continued)** | | | | | | | | | | | | | | |
| **LAFAYETTE - WEST LAFAYETTE** | 1991 | 1,039,882 | 162,216 | 155,827 | 108,715 | 190,210 | 170,194 | 41,769 | 47,754 | 20,440 | 224,210 | 82,826 | 58,219 | 42,792 |
| | 1987 | 864,410 | 140,638 | 135,072 | 91,482 | 141,788 | 126,133 | 34,740 | 40,853 | 17,624 | 205,802 | 57,443 | 50,565 | 32,235 |
| Tippecanoe | 1991 | 1,039,882 | 162,216 | 155,827 | 108,715 | 190,210 | 170,194 | 41,769 | 47,754 | 20,440 | 224,210 | 82,826 | 58,219 | 42,792 |
| | 1987 | 864,410 | 140,638 | 135,072 | 91,482 | 141,788 | 126,133 | 34,740 | 40,853 | 17,624 | 205,802 | 57,443 | 50,565 | 32,235 |
| **MUNCIE** | 1991 | 753,148 | 120,866 | 114,339 | 83,355 | 108,301 | 103,121 | 38,841 | 33,044 | 14,532 | 167,548 | 63,308 | 38,576 | 37,450 |
| | 1987 | 719,818 | 134,607 | 127,312 | 76,748 | 93,689 | 88,972 | 31,365 | 35,374 | 15,676 | 162,000 | 59,478 | 38,001 | 31,097 |
| Delaware | 1991 | 753,148 | 120,866 | 114,339 | 83,355 | 108,301 | 103,121 | 38,841 | 33,044 | 14,532 | 167,548 | 63,308 | 38,576 | 37,450 |
| | 1987 | 719,818 | 134,607 | 127,312 | 76,748 | 93,689 | 88,972 | 31,365 | 35,374 | 15,676 | 162,000 | 59,478 | 38,001 | 31,097 |
| **SOUTH BEND - MISHAWAKA** | 1991 | 1,988,189 | 360,851 | 343,898 | 205,020 | 313,742 | 272,778 | 85,773 | 116,768 | 62,968 | 410,634 | 104,358 | 114,468 | 98,177 |
| | 1987 | 1,715,104 | 303,886 | 289,551 | 169,986 | 251,050 | 216,697 | 70,771 | 105,488 | 58,462 | 406,379 | 86,717 | 95,190 | 70,739 |
| St. Joseph | 1991 | 1,988,189 | 360,851 | 343,898 | 205,020 | 313,742 | 272,778 | 85,773 | 116,768 | 62,968 | 410,634 | 104,358 | 114,468 | 98,177 |
| | 1987 | 1,715,104 | 303,886 | 289,551 | 169,986 | 251,050 | 216,697 | 70,771 | 105,488 | 58,462 | 406,379 | 86,717 | 95,190 | 70,739 |
| **TERRE HAUTE** | 1991 | 1,588,002 | 144,134 | 134,751 | 95,780 | 124,982 | 105,621 | 185,551 | 39,942 | 15,979 | 169,615 | 116,158 | 67,000 | 187,511 |
| | 1987 | 1,283,435 | 154,335 | 144,289 | 85,323 | 117,461 | 97,851 | 120,510 | 39,084 | 15,680 | 174,294 | 84,104 | 58,099 | 114,761 |
| Clay | 1991 | 124,072 | 17,630 | 15,864 | 10,477 | 3,606 | | 2,699 | 2,060 | 614 | 7,079 | 35,907 | 8,813 | 24,840 |
| | 1987 | 106,279 | 18,138 | 16,318 | 9,249 | 4,203 | | 2,648 | 1,988 | 589 | 11,105 | 24,068 | 7,216 | 18,033 |
| Vigo | 1991 | 1,463,930 | 126,504 | 118,887 | 85,303 | 121,376 | 105,621 | 182,852 | 37,882 | 15,365 | 162,536 | 80,251 | 58,187 | 162,671 |
| | 1987 | 1,177,156 | 136,197 | 127,971 | 76,074 | 113,258 | 97,851 | 117,862 | 37,096 | 15,091 | 163,189 | 60,036 | 50,883 | 96,728 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Adams | 1991 | 220,616 | 40,269 | 36,647 | 19,057 | 13,380 | 6,843 | 3,581 | 10,406 | 7,537 | 87,579 | 10,335 | 13,205 | 6,303 |
| | 1987 | 182,967 | 34,483 | 31,376 | 16,015 | 9,985 | 4,973 | 3,597 | 7,638 | 5,605 | 72,467 | 9,137 | 11,173 | 5,170 |
| Allen | 1991 | 2,597,441 | 386,712 | 363,019 | 262,633 | 381,411 | 342,504 | 109,046 | 146,407 | 69,840 | 586,801 | 150,859 | 215,972 | 123,700 |
| | 1987 | 2,234,466 | 342,532 | 321,481 | 227,361 | 317,499 | 283,533 | 97,096 | 125,623 | 61,393 | 552,971 | 130,602 | 164,778 | 86,573 |
| Bartholomew | 1991 | 498,276 | 96,210 | 94,757 | 56,606 | 67,409 | 58,806 | 22,173 | 27,107 | 15,558 | 90,175 | 50,241 | 35,726 | 24,266 |
| | 1987 | 409,274 | 79,697 | 78,478 | 45,278 | 52,545 | 45,517 | 16,948 | 24,372 | 13,975 | 83,894 | 38,235 | 27,300 | 17,049 |
| Benton | 1991 | 41,120 | 7,373 | 7,033 | 2,328 | | | 1,495 | 485 | 485 | 8,334 | 16,886 | 1,181 | 584 |
| | 1987 | 36,320 | 7,751 | 7,393 | 2,046 | | | 1,001 | 632 | 632 | 8,135 | 10,775 | 1,703 | 909 |
| Blackford | 1991 | 58,696 | 16,053 | 15,731 | 5,273 | 2,229 | | 642 | 2,004 | 1,851 | 16,656 | 7,339 | 1,801 | 4,228 |
| | 1987 | 54,194 | 14,576 | 14,281 | 4,534 | 2,863 | | 834 | 1,849 | 1,719 | 17,031 | 4,610 | 2,532 | 3,192 |
| Boone | 1991 | 218,435 | 31,707 | 30,668 | 21,765 | 11,790 | 4,984 | 6,584 | 34,758 | 14,775 | 29,918 | 44,387 | 11,480 | 11,079 |
| | 1987 | 188,694 | 30,066 | 29,075 | 18,924 | 8,952 | 3,670 | 5,931 | 27,842 | 12,221 | 29,904 | 34,898 | 10,172 | 8,362 |
| Brown | 1991 | 39,855 | 9,592 | 9,340 | 6,591 | 962 | | 2,088 | 424 | 424 | 1,847 | 2,789 | 1,091 | 2,955 |
| | 1987 | 31,368 | 6,800 | 6,620 | 5,964 | 638 | | 1,366 | 600 | 600 | 1,730 | 2,160 | 1,332 | 2,372 |
| Carroll | 1991 | 62,303 | 14,572 | 14,072 | 4,257 | 3,217 | | 760 | 454 | | 18,843 | 8,073 | 6,124 | 2,911 |
| | 1987 | 53,917 | 12,282 | 11,858 | 3,978 | 2,677 | | 710 | 711 | | 16,875 | 5,142 | 5,548 | 2,404 |
| Cass | 1991 | 231,868 | 46,399 | 44,056 | 22,266 | 31,782 | 29,875 | 4,341 | 11,017 | 4,991 | 48,604 | 23,194 | 18,221 | 15,159 |
| | 1987 | 197,825 | 38,760 | 36,796 | 18,589 | 23,604 | 22,108 | 4,452 | 8,979 | 4,086 | 47,851 | 16,048 | 16,126 | 11,387 |
| ☐ Clark | 1991 | 865,122 | 119,789 | 112,773 | 76,695 | 138,964 | 121,094 | 42,449 | 35,729 | 15,394 | 225,986 | 72,125 | 78,088 | 29,433 |
| | 1987 | 703,352 | 104,427 | 98,291 | 63,970 | 109,188 | 94,486 | 32,192 | 25,230 | 11,168 | 189,812 | 61,457 | 58,092 | 21,390 |
| Clay | 1991 | 124,072 | 17,630 | 15,864 | 10,477 | 3,606 | | 2,699 | 2,060 | 614 | 7,079 | 35,907 | 8,813 | 24,840 |
| | 1987 | 106,279 | 18,138 | 16,318 | 9,249 | 4,203 | | 2,648 | 1,988 | 589 | 11,105 | 24,068 | 7,216 | 18,033 |
| Clinton | 1991 | 158,665 | 22,895 | 22,828 | 17,787 | 25,229 | 16,954 | 4,657 | 5,148 | 2,557 | 27,816 | 34,111 | 4,851 | 9,019 |
| | 1987 | 136,449 | 23,785 | 23,710 | 15,394 | 19,380 | 12,797 | 4,625 | 5,643 | 2,919 | 28,480 | 20,176 | 4,096 | 7,082 |
| Crawford | 1991 | 31,369 | 7,747 | 7,388 | 3,823 | 327 | | 977 | 376 | | 1,994 | 14,618 | 435 | 507 |
| | 1987 | 29,605 | 7,259 | 6,921 | 3,283 | 496 | | 955 | 386 | | 3,089 | 12,379 | 584 | 492 |
| Daviess | 1991 | 141,274 | 28,238 | 27,235 | 9,109 | 21,214 | 12,468 | 2,913 | 3,812 | 1,760 | 21,279 | 11,509 | 23,378 | 7,120 |
| | 1987 | 122,151 | 24,568 | 23,691 | 8,452 | 15,822 | 9,097 | 3,055 | 3,130 | 1,498 | 23,038 | 9,656 | 17,921 | 5,667 |
| ☐ Dearborn | 1991 | 213,339 | 42,884 | 41,946 | 14,985 | 17,131 | 9,456 | 4,045 | 5,184 | 3,099 | 74,193 | 22,789 | 11,452 | 9,476 |
| | 1987 | 172,756 | 37,448 | 36,622 | 13,638 | 13,418 | 7,230 | 2,963 | 5,449 | 3,268 | 56,912 | 16,040 | 8,751 | 7,659 |
| Decatur | 1991 | 123,264 | 22,670 | 20,618 | 11,699 | 8,584 | 4,939 | 3,034 | 3,217 | 1,648 | 37,419 | 20,424 | 4,604 | 7,319 |
| | 1987 | 104,997 | 22,282 | 20,262 | 9,655 | 7,398 | 4,158 | 2,666 | 2,690 | 1,413 | 31,581 | 14,879 | 4,064 | 5,157 |
| De Kalb | 1991 | 210,783 | 38,303 | 36,869 | 21,704 | 14,057 | | 7,995 | 8,171 | 5,231 | 51,379 | 40,560 | 9,533 | 9,705 |
| | 1987 | 168,591 | 37,249 | 35,847 | 16,807 | 10,492 | | 5,927 | 5,670 | 3,624 | 44,567 | 22,902 | 9,354 | 7,227 |
| Delaware | 1991 | 753,148 | 120,866 | 114,339 | 83,355 | 108,301 | 103,121 | 38,841 | 33,044 | 14,532 | 167,548 | 63,308 | 38,576 | 37,450 |
| | 1987 | 719,818 | 134,607 | 127,312 | 76,748 | 93,689 | 88,972 | 31,365 | 35,374 | 15,676 | 162,000 | 59,478 | 38,001 | 31,097 |
| Dubois | 1991 | 342,647 | 56,062 | 54,521 | 22,382 | 52,410 | 49,362 | 8,034 | 18,651 | 10,669 | 93,943 | 26,395 | 7,052 | 10,076 |
| | 1987 | 279,772 | 44,698 | 43,460 | 21,075 | 34,193 | 32,103 | 7,076 | 14,578 | 8,444 | 88,498 | 18,546 | 7,838 | 8,000 |
| Elkhart | 1991 | 1,247,457 | 215,149 | 198,521 | 107,800 | 134,263 | 101,700 | 50,902 | 32,898 | 19,229 | 367,292 | 86,221 | 120,362 | 60,435 |
| | 1987 | 1,090,438 | 192,295 | 177,397 | 95,039 | 99,526 | 74,389 | 40,089 | 32,231 | 19,159 | 368,509 | 63,717 | 91,404 | 42,647 |
| Fayette | 1991 | 135,572 | 30,190 | 29,020 | 15,887 | 13,336 | 8,746 | 4,903 | 3,523 | 2,193 | 30,185 | 14,141 | 4,262 | 9,977 |
| | 1987 | 120,401 | 27,435 | 26,366 | 14,126 | 11,293 | 7,272 | 4,463 | 3,015 | 1,865 | 27,891 | 10,264 | 3,672 | 8,528 |
| ☐ Floyd | 1991 | 308,214 | 85,210 | 83,294 | 29,090 | 39,962 | 36,834 | 7,233 | 18,308 | 10,647 | 43,209 | 23,975 | 17,144 | 25,664 |
| | 1987 | 280,753 | 75,960 | 74,237 | 27,074 | 30,368 | 27,865 | 9,547 | 19,403 | 11,357 | 46,686 | 18,984 | 16,637 | 18,278 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1991
U.S. CENSUS 1987

| METRO AREA County | Year | Total Retail Sales ($000) | Food Stores Total ($000) | Food Stores Supermarkets ($000) | Eating & Drinking Places Total ($000) | General Merchandise Stores Total ($000) | General Merchandise Department Stores ($000) | Apparel & Accessories Stores Total ($000) | Furniture/Home Furnishings/Appliance Stores Total ($000) | Furniture & Home Furn ($000) | Automotive Dealers Total ($000) | Gasoline Service Stations Total ($000) | Bldg. Mtls & Hardware Dealers Total ($000) | Drugstores Total ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **INDIANA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Fountain | 1991 | 80,990 | 19,654 | 18,940 | 11,343 | 2,208 | | 1,279 | 1,739 | 395 | 22,472 | 10,869 | 3,192 | 4,786 |
| | 1987 | 75,816 | 17,331 | 16,698 | 10,044 | 2,134 | | 1,135 | 1,651 | 380 | 25,567 | 7,313 | 3,320 | 3,773 |
| Franklin | 1991 | 58,170 | 17,212 | 16,856 | 4,206 | 910 | | 4,088 | 1,712 | 1,712 | 13,522 | 9,168 | 1,181 | 2,168 |
| | 1987 | 48,936 | 15,091 | 14,776 | 3,714 | 895 | | 2,386 | 1,371 | 1,371 | 12,116 | 6,491 | 1,662 | 1,793 |
| Fulton | 1991 | 95,825 | 27,940 | 26,866 | 9,360 | 4,230 | | 1,009 | 2,470 | 1,702 | 19,085 | 13,950 | 4,755 | 8,371 |
| | 1987 | 81,312 | 23,185 | 22,290 | 8,486 | 3,899 | | 1,106 | 2,128 | 1,502 | 18,454 | 9,295 | 4,102 | 6,277 |
| Gibson | 1991 | 149,346 | 42,345 | 40,965 | 13,521 | 7,082 | 3,723 | 2,442 | 3,672 | 2,623 | 38,304 | 17,378 | 5,451 | 7,656 |
| | 1987 | 134,418 | 37,175 | 35,956 | 11,630 | 7,804 | 4,001 | 2,968 | 3,270 | 2,367 | 36,681 | 11,038 | 5,970 | 6,122 |
| Grant | 1991 | 508,360 | 88,363 | 85,357 | 46,711 | 59,778 | 51,344 | 20,495 | 16,377 | 6,637 | 121,948 | 74,226 | 35,138 | 22,217 |
| | 1987 | 444,926 | 79,695 | 76,968 | 41,582 | 50,216 | 42,803 | 18,744 | 16,045 | 6,511 | 122,369 | 46,025 | 31,272 | 17,623 |
| Greene | 1991 | 139,876 | 37,080 | 35,841 | 9,471 | 25,067 | 8,443 | 1,838 | 2,429 | 1,143 | 22,807 | 17,792 | 11,457 | 5,327 |
| | 1987 | 118,605 | 32,462 | 31,371 | 8,350 | 18,641 | 6,058 | 2,456 | 2,229 | 1,064 | 22,404 | 10,684 | 10,253 | 4,422 |
| Hamilton | 1991 | 723,925 | 116,842 | 114,036 | 80,146 | 65,649 | 55,907 | 15,502 | 35,695 | 26,623 | 171,215 | 81,759 | 52,601 | 26,948 |
| | 1987 | 543,133 | 93,205 | 90,948 | 59,900 | 40,025 | 33,813 | 11,232 | 29,778 | 22,504 | 144,735 | 47,651 | 39,772 | 19,635 |
| Hancock | 1991 | 208,666 | 40,415 | 39,139 | 17,838 | 13,258 | 4,221 | 4,113 | 4,926 | 2,311 | 56,383 | 41,270 | 8,768 | 10,747 |
| | 1987 | 185,198 | 36,982 | 35,807 | 16,105 | 10,725 | 3,294 | 3,577 | 4,214 | 2,002 | 53,040 | 32,874 | 7,523 | 9,755 |
| ☐ Harrison | 1991 | 136,648 | 33,219 | 32,299 | 10,714 | 17,878 | 4,610 | 684 | 3,073 | 120 | 32,352 | 17,047 | 8,713 | 5,929 |
| | 1987 | 112,407 | 28,174 | 27,388 | 8,728 | 12,661 | 3,138 | 576 | 3,697 | 150 | 27,124 | 10,717 | 8,755 | 4,688 |
| Hendricks | 1991 | 370,240 | 91,795 | 90,926 | 33,125 | 45,472 | 40,257 | 6,697 | 9,457 | 4,287 | 70,432 | 41,960 | 35,438 | 9,094 |
| | 1987 | 295,338 | 77,447 | 76,698 | 27,299 | 28,054 | 24,671 | 5,389 | 8,453 | 3,837 | 64,575 | 29,518 | 25,823 | 8,107 |
| Henry | 1991 | 273,521 | 47,239 | 44,474 | 23,585 | 20,963 | 15,104 | 6,692 | 8,991 | 7,202 | 64,103 | 55,946 | 10,798 | 11,663 |
| | 1987 | 240,887 | 50,891 | 47,903 | 21,228 | 20,102 | 14,266 | 6,062 | 8,312 | 6,728 | 57,482 | 37,303 | 9,580 | 9,368 |
| Howard | 1991 | 710,195 | 119,203 | 114,307 | 70,705 | 109,715 | 95,336 | 571 | 34,237 | 21,352 | 175,050 | 41,883 | 46,524 | 31,232 |
| | 1987 | 620,099 | 105,168 | 100,829 | 63,060 | 88,923 | 76,718 | 528 | 31,914 | 20,055 | 162,885 | 40,889 | 38,742 | 23,267 |
| Huntington | 1991 | 189,177 | 34,564 | 33,513 | 21,906 | 25,608 | 16,338 | 6,212 | 4,599 | 3,093 | 48,527 | 14,912 | 14,997 | 6,807 |
| | 1987 | 160,566 | 32,003 | 31,023 | 18,255 | 20,047 | 12,543 | 5,234 | 4,456 | 2,978 | 40,294 | 13,776 | 10,657 | 5,677 |
| Jackson | 1991 | 248,753 | 45,079 | 44,811 | 20,977 | 38,879 | 20,533 | 10,224 | 6,104 | 3,578 | 58,899 | 32,262 | 13,066 | 10,542 |
| | 1987 | 202,199 | 40,312 | 40,064 | 17,903 | 24,366 | 12,543 | 8,825 | 5,002 | 3,003 | 52,615 | 22,775 | 12,496 | 7,985 |
| Jasper | 1991 | 129,823 | 22,742 | 22,313 | 11,892 | 3,932 | 1,635 | 5,446 | 3,712 | 3,583 | 24,297 | 19,151 | 18,863 | 8,460 |
| | 1987 | 113,961 | 21,378 | 20,971 | 10,151 | 4,549 | 1,835 | 4,455 | 2,908 | 2,816 | 23,358 | 16,277 | 14,572 | 6,701 |
| Jay | 1991 | 78,747 | 21,990 | 21,243 | 9,139 | 2,840 | | 849 | 5,820 | 3,288 | 16,724 | 6,858 | 2,995 | 5,423 |
| | 1987 | 73,452 | 19,775 | 19,100 | 7,563 | 2,806 | | 931 | 5,655 | 3,224 | 17,502 | 6,555 | 3,010 | 3,945 |
| Jefferson | 1991 | 170,287 | 49,416 | 46,207 | 15,725 | 20,578 | 13,360 | 4,270 | 7,932 | 5,626 | 26,840 | 9,139 | 7,640 | 8,748 |
| | 1987 | 144,406 | 41,030 | 38,358 | 13,277 | 15,473 | 9,856 | 3,768 | 6,457 | 4,562 | 26,604 | 7,178 | 7,498 | 6,943 |
| Jennings | 1991 | 82,675 | 20,839 | 20,109 | 5,799 | 3,049 | | 1,276 | 587 | 444 | 21,610 | 8,077 | 6,654 | 6,448 |
| | 1987 | 73,094 | 19,576 | 18,886 | 5,572 | 3,278 | | 1,032 | 708 | 548 | 18,191 | 6,921 | 5,723 | 4,480 |
| Johnson | 1991 | 715,996 | 82,195 | 79,052 | 61,159 | 195,943 | 168,111 | 42,526 | 28,430 | 18,807 | 145,944 | 38,859 | 40,650 | 23,078 |
| | 1987 | 596,274 | 69,454 | 66,785 | 47,841 | 156,229 | 133,006 | 36,988 | 26,607 | 17,769 | 125,863 | 35,956 | 32,876 | 18,514 |
| Knox | 1991 | 265,978 | 52,868 | 51,988 | 21,764 | 49,390 | 28,935 | 9,285 | 10,798 | 6,655 | 47,194 | 14,349 | 22,318 | 18,592 |
| | 1987 | 233,394 | 46,374 | 45,593 | 21,041 | 38,426 | 22,017 | 9,039 | 9,561 | 6,019 | 46,825 | 13,422 | 19,009 | 13,582 |
| Kosciusko | 1991 | 419,256 | 75,294 | 74,039 | 43,025 | 36,646 | 12,416 | 20,871 | 16,538 | 8,777 | 104,428 | 34,924 | 40,192 | 17,771 |
| | 1987 | 348,853 | 67,023 | 65,893 | 33,507 | 29,912 | 9,782 | 16,550 | 12,984 | 6,930 | 90,099 | 24,496 | 32,482 | 13,825 |
| La Grange | 1991 | 112,443 | 22,930 | 21,997 | 10,603 | 4,289 | | 865 | 5,502 | 3,207 | 19,551 | 12,118 | 18,824 | 4,319 |
| | 1987 | 93,943 | 19,597 | 18,796 | 10,308 | 3,604 | | 829 | 4,547 | 2,706 | 17,746 | 8,267 | 15,671 | 3,172 |
| Lake | 1991 | 3,184,426 | 599,634 | 554,859 | 301,762 | 418,054 | 358,617 | 159,562 | 120,314 | 80,198 | 578,387 | 455,364 | 148,971 | 212,363 |
| | 1987 | 2,821,312 | 563,974 | 521,758 | 277,815 | 361,906 | 308,021 | 134,686 | 110,339 | 74,337 | 583,044 | 314,589 | 132,599 | 155,515 |
| La Porte | 1991 | 671,303 | 126,383 | 121,690 | 60,239 | 90,845 | 72,906 | 42,248 | 28,154 | 15,442 | 146,962 | 50,265 | 40,935 | 40,062 |
| | 1987 | 573,888 | 115,447 | 111,138 | 50,463 | 71,347 | 56,643 | 30,993 | 27,110 | 14,896 | 137,074 | 43,545 | 33,164 | 28,703 |
| Lawrence | 1991 | 236,684 | 58,071 | 57,582 | 21,611 | 41,376 | 10,906 | 4,930 | 10,240 | 4,433 | 41,715 | 20,057 | 14,133 | 12,598 |
| | 1987 | 205,548 | 49,351 | 48,925 | 17,874 | 32,831 | 8,320 | 4,926 | 8,973 | 3,885 | 44,753 | 14,869 | 11,381 | 9,602 |
| Madison | 1991 | 879,403 | 168,801 | 166,218 | 84,413 | 108,223 | 101,363 | 27,817 | 33,970 | 13,498 | 214,216 | 65,121 | 67,228 | 41,136 |
| | 1987 | 768,860 | 153,125 | 150,752 | 70,969 | 91,524 | 85,423 | 27,988 | 30,408 | 12,183 | 196,953 | 52,542 | 53,037 | 31,190 |
| Marion | 1991 | 8,331,758 | 1,100,100 | 1,050,511 | 899,296 | 1,135,777 | 940,826 | 369,830 | 427,428 | 188,867 | 1,825,538 | 467,437 | 368,772 | 310,075 |
| | 1987 | 6,979,879 | 975,368 | 931,215 | 742,794 | 884,628 | 725,977 | 299,493 | 338,443 | 152,567 | 1,688,674 | 400,900 | 328,702 | 241,184 |
| Marshall | 1991 | 267,944 | 46,274 | 45,873 | 28,313 | 17,644 | 12,512 | 9,671 | 4,614 | 2,780 | 88,539 | 27,909 | 17,541 | 14,001 |
| | 1987 | 215,994 | 38,628 | 38,286 | 21,873 | 11,601 | 8,089 | 7,831 | 4,103 | 2,502 | 73,743 | 20,450 | 15,995 | 10,187 |
| Martin | 1991 | 48,833 | 12,143 | 11,439 | 3,978 | 596 | | 2,374 | 2,666 | 2,180 | 11,823 | 8,689 | 1,463 | 2,126 |
| | 1987 | 41,443 | 11,985 | 11,288 | 3,321 | 536 | | 1,734 | 2,152 | 1,788 | 9,925 | 5,637 | 1,650 | 1,639 |
| Miami | 1991 | 154,596 | 29,162 | 28,637 | 12,121 | 10,706 | 9,268 | 6,851 | 6,428 | 2,793 | 41,904 | 21,119 | 12,322 | 9,101 |
| | 1987 | 144,897 | 28,878 | 28,352 | 11,865 | 9,250 | 7,951 | 5,848 | 6,398 | 2,776 | 42,670 | 15,733 | 10,124 | 7,648 |
| Monroe | 1991 | 759,803 | 141,209 | 138,413 | 95,436 | 110,210 | 92,196 | 48,204 | 34,793 | 19,161 | 144,733 | 44,041 | 47,753 | 29,250 |
| | 1987 | 631,961 | 125,323 | 122,816 | 76,295 | 94,130 | 78,039 | 39,656 | 27,501 | 15,448 | 123,794 | 34,555 | 36,157 | 21,278 |
| Montgomery | 1991 | 230,665 | 59,870 | 59,396 | 20,111 | 24,128 | 13,483 | 5,044 | 6,179 | 5,236 | 49,154 | 30,004 | 10,123 | 9,254 |
| | 1987 | 198,418 | 47,055 | 46,673 | 17,253 | 20,839 | 11,371 | 5,175 | 5,675 | 4,864 | 51,199 | 21,005 | 8,686 | 7,530 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1991<br>U.S. CENSUS: 1987<br>METRO AREA<br>County | Year | Total Retail Sales ($000) | Food Stores |  | Eating & Drinking Places | General Merchandise Stores |  | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores |  | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drugstores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  | Total ($000) | Supermarkets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **INDIANA (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **ALL COUNTIES (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Morgan | 1991 | 297,850 | 66,002 | 64,900 | 33,304 | 14,496 | 5,720 | 7,724 | 8,646 | 2,785 | 61,612 | 59,080 | 24,195 | 11,708 |
|  | 1987 | 251,237 | 59,753 | 58,744 | 28,971 | 12,441 | 4,754 | 7,546 | 8,182 | 2,727 | 54,850 | 41,159 | 18,159 | 9,241 |
| Newton | 1991 | 43,103 | 10,705 | 10,272 | 3,604 | 777 |  | 1,989 | 495 | 260 | 4,660 | 13,354 | 1,667 | 3,729 |
|  | 1987 | 38,861 | 9,859 | 9,458 | 3,418 | 813 |  | 1,752 | 819 | 444 | 4,845 | 9,341 | 2,126 | 3,310 |
| Noble | 1991 | 197,905 | 47,361 | 43,897 | 15,068 | 12,734 | 7,409 | 5,117 | 3,019 | 1,997 | 62,751 | 15,190 | 10,957 | 11,437 |
|  | 1987 | 166,733 | 38,956 | 36,100 | 13,687 | 11,379 | 6,474 | 4,021 | 3,080 | 2,059 | 54,431 | 12,439 | 8,371 | 8,100 |
| Ohio | 1991 | 11,975 | 3,748 | 3,622 | 1,900 | 121 |  | 1,524 | 73 | 73 | 1,110 | 1,013 | 942 | 485 |
|  | 1987 | 10,552 | 3,841 | 3,711 | 1,407 | 145 |  | 949 | 106 | 106 | 1,143 | 1,042 | 858 | 367 |
| Orange | 1991 | 67,949 | 26,102 | 25,054 | 4,711 | 3,557 |  | 1,386 | 1,012 | 725 | 13,540 | 7,265 | 2,123 | 3,589 |
|  | 1987 | 61,914 | 23,509 | 22,560 | 4,601 | 3,277 |  | 1,105 | 1,107 | 792 | 12,107 | 6,256 | 2,683 | 2,799 |
| Owen | 1991 | 56,602 | 14,191 | 13,295 | 5,046 | 1,709 |  | 133 | 5,031 | 4,378 | 7,574 | 10,173 | 3,418 | 4,915 |
|  | 1987 | 48,365 | 12,918 | 12,099 | 4,529 | 1,318 |  | 203 | 3,925 | 3,413 | 8,555 | 7,084 | 2,671 | 3,505 |
| Parke | 1991 | 68,348 | 12,644 | 12,083 | 4,922 | 473 |  | 1,846 | 279 | 131 | 26,340 | 9,819 | 4,641 | 2,862 |
|  | 1987 | 56,463 | 12,475 | 11,919 | 3,933 | 846 |  | 1,071 | 276 | 127 | 20,909 | 5,726 | 4,155 | 2,280 |
| Perry | 1991 | 86,010 | 26,621 | 25,406 | 5,836 | 5,835 |  | 4,660 | 1,831 | 1,303 | 22,788 | 2,395 | 3,207 | 5,159 |
|  | 1987 | 74,059 | 22,586 | 21,551 | 5,294 | 5,994 |  | 4,237 | 2,170 | 1,563 | 17,866 | 2,290 | 3,211 | 4,063 |
| Pike | 1991 | 27,785 | 9,811 | 9,438 | 1,645 | 161 |  | 437 | 298 | 241 | 4,199 | 5,599 | 859 | 2,858 |
|  | 1987 | 28,474 | 10,251 | 9,880 | 1,770 | 195 |  | 396 | 567 | 469 | 5,479 | 4,433 | 889 | 2,379 |
| Porter | 1991 | 723,638 | 160,522 | 152,617 | 72,058 | 67,412 | 47,461 | 14,033 | 22,387 | 11,636 | 144,818 | 125,341 | 38,612 | 40,382 |
|  | 1987 | 584,734 | 137,758 | 130,948 | 62,750 | 52,076 | 36,070 | 13,161 | 19,820 | 10,366 | 128,430 | 75,718 | 28,789 | 32,995 |
| Posey | 1991 | 82,590 | 21,162 | 20,877 | 5,287 | 4,647 | 2,030 | 1,831 | 2,412 | 1,866 | 23,524 | 9,244 | 4,348 | 5,283 |
|  | 1987 | 78,520 | 18,736 | 18,480 | 5,469 | 5,014 | 2,135 | 1,942 | 2,719 | 2,107 | 24,507 | 7,010 | 4,115 | 4,050 |
| Pulaski | 1991 | 56,776 | 10,834 | 10,353 | 3,815 | 200 |  | 3,251 | 856 | 500 | 19,252 | 11,161 | 1,697 | 4,366 |
|  | 1987 | 47,637 | 8,725 | 8,336 | 3,356 | 185 |  | 2,148 | 866 | 494 | 17,060 | 7,419 | 2,076 | 3,426 |
| Putnam | 1991 | 134,125 | 24,432 | 23,580 | 10,462 | 24,342 | 17,152 | 5,296 | 4,995 | 1,951 | 21,220 | 23,147 | 8,947 | 5,476 |
|  | 1987 | 111,639 | 25,061 | 24,182 | 9,083 | 16,675 | 11,564 | 4,149 | 4,391 | 1,717 | 19,773 | 14,076 | 7,496 | 4,639 |
| Randolph | 1991 | 104,802 | 25,350 | 24,341 | 11,275 | 6,055 |  | 2,782 | 6,929 | 3,977 | 24,316 | 9,094 | 4,975 | 6,974 |
|  | 1987 | 94,388 | 23,833 | 22,880 | 9,469 | 4,723 |  | 2,328 | 6,662 | 3,769 | 22,436 | 7,837 | 4,742 | 5,415 |
| Ripley | 1991 | 141,696 | 43,784 | 41,258 | 12,043 | 12,203 | 5,815 | 2,841 | 4,954 | 3,978 | 23,005 | 11,936 | 8,064 | 6,470 |
|  | 1987 | 112,203 | 35,886 | 33,809 | 9,118 | 9,174 | 4,247 | 2,027 | 4,092 | 3,275 | 19,651 | 7,242 | 7,383 | 5,057 |
| Rush | 1991 | 68,505 | 15,564 | 14,332 | 5,715 | 6,579 |  | 376 | 3,304 | 1,695 | 18,474 | 6,385 | 3,692 | 4,505 |
|  | 1987 | 64,809 | 14,487 | 13,338 | 4,602 | 4,963 |  | 413 | 3,093 | 1,603 | 20,738 | 4,975 | 3,749 | 4,102 |
| St. Joseph | 1991 | 1,988,189 | 360,851 | 343,898 | 205,020 | 313,742 | 272,778 | 85,773 | 116,768 | 62,968 | 410,634 | 104,358 | 114,468 | 98,177 |
|  | 1987 | 1,715,104 | 303,886 | 289,551 | 169,986 | 251,050 | 216,697 | 70,771 | 105,488 | 58,462 | 406,379 | 86,717 | 95,190 | 70,739 |
| Scott | 1991 | 105,829 | 26,963 | 25,802 | 10,827 | 3,804 |  | 1,478 | 2,085 | 966 | 25,876 | 16,747 | 4,085 | 5,727 |
|  | 1987 | 90,949 | 23,225 | 22,220 | 9,911 | 4,529 |  | 1,306 | 1,905 | 910 | 21,797 | 12,325 | 4,285 | 4,158 |
| Shelby | 1991 | 197,243 | 52,886 | 50,807 | 17,839 | 29,844 | 23,377 | 4,196 | 8,171 | 1,985 | 32,338 | 24,858 | 7,572 | 10,402 |
|  | 1987 | 170,439 | 41,470 | 39,832 | 16,159 | 25,138 | 19,463 | 4,831 | 7,334 | 1,839 | 32,669 | 18,735 | 7,434 | 8,112 |
| Spencer | 1991 | 72,310 | 17,144 | 16,337 | 2,913 | 924 |  | 2,883 | 718 |  | 17,022 | 17,892 | 4,699 | 2,969 |
|  | 1987 | 62,080 | 15,867 | 15,117 | 3,253 | 968 |  | 1,724 | 618 |  | 17,439 | 10,388 | 4,056 | 2,295 |
| Starke | 1991 | 93,282 | 20,968 | 20,389 | 5,420 | 8,325 |  | 5,385 | 2,199 | 1,597 | 19,298 | 14,518 | 10,237 | 4,317 |
|  | 1987 | 89,920 | 19,624 | 19,078 | 5,261 | 7,536 |  | 3,985 | 2,077 | 1,546 | 20,070 | 14,199 | 9,245 | 4,324 |
| Steuben | 1991 | 192,335 | 31,205 | 30,276 | 23,922 | 11,315 | 8,242 | 13,793 | 8,833 | 3,931 | 44,399 | 25,658 | 18,000 | 6,008 |
|  | 1987 | 161,790 | 29,063 | 28,192 | 19,532 | 9,322 | 6,682 | 10,745 | 6,438 | 2,914 | 35,919 | 22,642 | 14,245 | 4,686 |
| Sullivan | 1991 | 108,727 | 7,855 | 7,672 | 4,873 | 10,118 | 5,205 | 983 | 997 | 782 | 14,591 | 59,581 | 1,597 | 4,390 |
|  | 1987 | 91,651 | 12,567 | 12,272 | 4,711 | 8,724 | 4,375 | 962 | 1,173 | 917 | 15,747 | 37,129 | 2,041 | 4,234 |
| Switzerland | 1991 | 12,916 | 6,606 | 6,200 | 988 | 67 |  | 843 | 231 | 231 | 265 | 716 | 815 | 1,572 |
|  | 1987 | 11,246 | 5,317 | 4,989 | 819 | 73 |  | 741 | 287 | 287 | 469 | 470 | 1,093 | 1,187 |
| Tippecanoe | 1991 | 1,039,882 | 162,216 | 155,827 | 108,715 | 190,210 | 170,194 | 41,769 | 47,754 | 20,440 | 224,210 | 82,826 | 58,219 | 42,792 |
|  | 1987 | 864,410 | 140,638 | 135,072 | 91,482 | 141,788 | 126,133 | 34,740 | 40,853 | 17,624 | 205,802 | 57,443 | 50,565 | 32,235 |
| Tipton | 1991 | 111,944 | 11,923 | 11,538 | 8,435 | 1,668 |  | 1,091 | 482 | 482 | 72,703 | 5,366 | 2,413 | 4,086 |
|  | 1987 | 95,669 | 12,694 | 12,300 | 6,443 | 1,761 |  | 1,642 | 760 | 760 | 57,085 | 5,970 | 2,651 | 3,253 |
| Union | 1991 | 24,519 | 6,143 | 5,910 | 1,446 | 161 |  | 3,716 | 311 | 311 | 5,167 | 2,590 | 1,599 | 952 |
|  | 1987 | 21,645 | 5,999 | 5,771 | 1,261 | 171 |  | 2,280 | 422 | 422 | 4,655 | 1,832 | 2,184 | 906 |
| Vanderburgh | 1991 | 1,545,985 | 247,474 | 234,422 | 175,732 | 252,204 | 224,154 | 93,824 | 92,326 | 47,519 | 256,125 | 95,908 | 138,406 | 58,134 |
|  | 1987 | 1,356,372 | 229,600 | 217,447 | 151,413 | 214,397 | 189,401 | 79,801 | 79,455 | 41,775 | 250,290 | 71,239 | 115,104 | 45,856 |
| Vermillion | 1991 | 94,336 | 19,321 | 18,545 | 6,044 | 1,276 |  | 19,420 | 833 | 269 | 21,730 | 16,262 | 3,837 | 2,754 |
|  | 1987 | 76,071 | 16,281 | 15,624 | 5,224 | 1,310 |  | 11,373 | 628 | 202 | 21,927 | 9,383 | 4,132 | 2,125 |
| Vigo | 1991 | 1,463,930 | 126,504 | 118,887 | 85,303 | 121,376 | 105,621 | 182,852 | 37,882 | 15,365 | 162,536 | 80,251 | 38,187 | 162,671 |
|  | 1987 | 1,177,156 | 136,197 | 127,971 | 76,074 | 113,258 | 97,851 | 117,862 | 37,096 | 15,091 | 163,189 | 60,036 | 50,883 | 96,728 |
| Wabash | 1991 | 198,761 | 39,285 | 37,896 | 17,540 | 23,066 | 5,460 | 3,404 | 7,790 | 3,790 | 43,060 | 25,209 | 14,971 | 12,418 |
|  | 1987 | 173,288 | 37,585 | 36,248 | 14,795 | 20,083 | 4,565 | 3,493 | 6,636 | 3,197 | 38,890 | 16,325 | 15,238 | 9,312 |
| Warren | 1991 | 8,410 | 2,858 | 2,757 | 1,115 |  |  | 58 | 120 |  | 430 | 1,070 | 1,352 | 129 |
|  | 1987 | 8,001 | 3,657 | 3,526 | 749 |  |  | 71 | 165 |  | 281 | 1,115 | 914 | 172 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1991<br>U.S. CENSUS 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **INDIANA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Warrick | 1991 | 159,501 | 47,076 | 45,815 | 15,967 | 25,709 | 23,225 | 1,305 | 5,998 | 5,570 | 24,580 | 12,794 | 7,217 | 11,117 |
| | 1987 | 139,476 | 39,816 | 38,742 | 12,524 | 18,747 | 16,844 | 1,799 | 5,494 | 5,112 | 27,457 | 10,721 | 9,112 | 7,137 |
| Washington | 1991 | 103,625 | 20,605 | 19,639 | 7,784 | 11,577 | 10,707 | 927 | 1,915 | 592 | 38,827 | 10,499 | 3,478 | 4,978 |
| | 1987 | 88,906 | 19,171 | 18,268 | 6,093 | 9,432 | 8,689 | 1,103 | 1,962 | 627 | 32,127 | 7,913 | 4,724 | 3,565 |
| Wayne | 1991 | 545,995 | 93,861 | 88,887 | 57,447 | 88,615 | 72,948 | 14,549 | 17,163 | 9,143 | 125,419 | 27,561 | 58,894 | 19,649 |
| | 1987 | 490,561 | 88,300 | 83,603 | 45,965 | 78,217 | 63,761 | 12,518 | 17,325 | 9,401 | 118,853 | 29,739 | 47,009 | 15,425 |
| Wells | 1991 | 124,273 | 41,858 | 39,466 | 12,486 | 5,868 | 4,635 | 1,911 | 4,645 | 3,293 | 24,734 | 12,166 | 6,873 | 5,608 |
| | 1987 | 103,930 | 29,929 | 28,213 | 10,906 | 4,637 | 3,620 | 2,161 | 4,809 | 3,479 | 26,050 | 9,061 | 5,709 | 3,909 |
| White | 1991 | 130,050 | 31,922 | 31,224 | 14,499 | 17,327 | 16,457 | 1,173 | 3,162 | 2,770 | 29,112 | 12,676 | 8,872 | 4,943 |
| | 1987 | 111,380 | 27,369 | 26,766 | 12,497 | 12,817 | 12,138 | 1,442 | 2,394 | 2,120 | 27,898 | 8,553 | 7,921 | 4,057 |
| Whitley | 1991 | 132,413 | 45,964 | 45,498 | 12,812 | 5,076 | | 1,372 | 4,235 | 1,257 | 18,255 | 20,030 | 11,142 | 6,909 |
| | 1987 | 113,880 | 38,851 | 38,449 | 11,153 | 3,523 | | 1,240 | 3,452 | 1,033 | 20,555 | 13,286 | 9,197 | 6,144 |
| **TOTAL METRO COUNTIES** | 1991 | 30,302,236 | 4,854,243 | 4,622,156 | 3,023,570 | 4,096,048 | 3,455,705 | 1,381,070 | 1,395,943 | 700,458 | 6,398,990 | 2,454,928 | 1,801,617 | 1,483,295 |
| | 1987 | 25,766,605 | 4,360,341 | 4,149,112 | 2,572,040 | 3,295,333 | 2,761,593 | 1,123,206 | 1,200,817 | 616,203 | 6,004,366 | 1,880,371 | 1,499,590 | 1,090,889 |
| **TOTAL STATE** | 1991 | 39,881,962 | 6,847,712 | 6,543,489 | 3,899,381 | 5,084,060 | 4,088,634 | 1,711,088 | 1,723,908 | 891,544 | 8,593,231 | 3,573,821 | 2,432,084 | 1,959,398 |
| | 1987 | 33,992,316 | 6,135,300 | 5,859,342 | 3,320,933 | 4,086,289 | 3,253,811 | 1,395,684 | 1,494,728 | 788,232 | 8,049,712 | 2,692,667 | 2,044,962 | 1,459,092 |
| **IOWA** | | | | | | | | | | | | | | |
| **CEDAR RAPIDS** | 1991 | 1,497,443 | 265,232 | 256,670 | 154,684 | 249,315 | 200,123 | 66,333 | 59,991 | 32,882 | 346,341 | 123,045 | 85,998 | 55,157 |
| | 1987 | 1,162,150 | 221,778 | 214,576 | 116,467 | 186,045 | 147,724 | 47,557 | 63,256 | 35,664 | 250,236 | 88,219 | 70,120 | 43,893 |
| Linn | 1991 | 1,497,443 | 265,232 | 256,670 | 154,684 | 249,315 | 200,123 | 66,333 | 59,991 | 32,882 | 346,341 | 123,045 | 85,998 | 55,157 |
| | 1987 | 1,162,150 | 221,778 | 214,576 | 116,467 | 186,045 | 147,724 | 47,557 | 63,256 | 35,664 | 250,236 | 88,219 | 70,120 | 43,893 |
| **DAVENPORT - ROCK ISLAND - MOLINE** | 1991 | 2,812,347 | 525,941 | 497,870 | 291,969 | 388,849 | 372,487 | 109,193 | 112,373 | 52,526 | 599,902 | 298,594 | 120,946 | 143,826 |
| | 1987 | 2,271,511 | 437,588 | 414,242 | 242,076 | 294,094 | 281,337 | 93,038 | 110,492 | 53,308 | 514,694 | 208,695 | 96,095 | 104,522 |
| Scott | 1991 | 1,367,374 | 258,422 | 243,667 | 128,845 | 195,518 | 193,096 | 65,405 | 54,723 | 26,308 | 305,345 | 149,263 | 60,154 | 54,902 |
| | 1987 | 1,061,380 | 204,153 | 192,458 | 106,575 | 146,611 | 144,690 | 48,336 | 61,374 | 30,207 | 221,046 | 110,000 | 46,292 | 42,203 |
| *Henry, Ill.* | *1991* | *301,307* | *55,678* | *53,807* | *27,031* | *35,669* | *26,243* | *7,437* | *11,569* | *9,658* | *77,587* | *48,884* | *12,322* | *13,719* |
| | *1987* | *249,529* | *49,218* | *47,555* | *24,480* | *26,101* | *18,928* | *7,838* | *10,601* | *8,859* | *67,472* | *31,422* | *10,688* | *9,775* |
| *Rock Island, Ill.* | *1991* | *1,143,666* | *211,841* | *200,396* | *136,093* | *157,662* | *153,148* | *36,351* | *46,081* | *16,560* | *216,970* | *100,447* | *48,470* | *75,205* |
| | *1987* | *960,602* | *184,217* | *174,229* | *111,021* | *121,382* | *117,719* | *36,864* | *38,517* | *14,242* | *226,176* | *67,273* | *39,115* | *52,544* |
| **DES MOINES** | 1991 | 3,611,768 | 752,545 | 726,799 | 343,621 | 484,761 | 419,520 | 180,551 | 141,519 | 67,626 | 817,637 | 267,019 | 179,879 | 121,603 |
| | 1987 | 2,781,481 | 571,192 | 551,319 | 267,227 | 378,125 | 324,234 | 135,249 | 147,171 | 72,633 | 604,722 | 201,425 | 138,826 | 84,868 |
| Dallas | 1991 | 143,298 | 36,967 | 35,463 | 7,084 | 9,807 | | 3,964 | 3,580 | 1,401 | 45,214 | 17,191 | 6,386 | 3,564 |
| | 1987 | 114,688 | 30,285 | 29,047 | 5,564 | 8,467 | | 3,073 | 4,134 | 1,660 | 33,935 | 12,641 | 5,700 | 2,754 |
| Polk | 1991 | 3,274,374 | 668,322 | 649,424 | 327,853 | 469,909 | 419,520 | 171,614 | 137,173 | 65,642 | 682,007 | 223,793 | 171,492 | 113,857 |
| | 1987 | 2,518,371 | 502,761 | 488,447 | 253,341 | 365,300 | 324,234 | 128,628 | 141,870 | 70,069 | 507,080 | 171,002 | 130,372 | 78,646 |
| Warren | 1991 | 194,096 | 47,256 | 41,912 | 8,684 | 5,045 | | 4,973 | 766 | 583 | 90,416 | 26,035 | 2,001 | 4,182 |
| | 1987 | 148,422 | 38,146 | 33,825 | 8,322 | 4,358 | | 3,548 | 1,167 | 904 | 63,707 | 17,782 | 2,754 | 3,468 |
| **DUBUQUE** | 1991 | 725,848 | 138,483 | 117,362 | 71,624 | 141,258 | 126,725 | 24,158 | 24,991 | 12,368 | 158,645 | 36,360 | 35,813 | 31,469 |
| | 1987 | 572,900 | 108,727 | 92,126 | 56,958 | 110,141 | 98,251 | 21,229 | 29,621 | 14,952 | 116,149 | 28,916 | 28,722 | 23,492 |
| Dubuque | 1991 | 725,848 | 138,483 | 117,362 | 71,624 | 141,258 | 126,725 | 24,158 | 24,991 | 12,368 | 158,645 | 36,360 | 35,813 | 31,469 |
| | 1987 | 572,900 | 108,727 | 92,126 | 56,958 | 110,141 | 98,251 | 21,229 | 29,621 | 14,952 | 116,149 | 28,916 | 28,722 | 23,492 |
| **IOWA CITY** | 1991 | 725,655 | 174,130 | 167,268 | 88,389 | 95,921 | 77,071 | 28,972 | 35,698 | 11,443 | 124,553 | 40,597 | 35,972 | 30,266 |
| | 1987 | 540,103 | 122,560 | 117,707 | 66,934 | 68,751 | 54,646 | 22,963 | 33,380 | 11,126 | 89,753 | 32,868 | 29,302 | 21,520 |
| Johnson | 1991 | 725,655 | 174,130 | 167,268 | 88,389 | 95,921 | 77,071 | 28,972 | 35,698 | 11,443 | 124,553 | 40,597 | 35,972 | 30,266 |
| | 1987 | 540,103 | 122,560 | 117,707 | 66,934 | 68,751 | 54,646 | 22,963 | 33,380 | 11,126 | 89,753 | 32,868 | 29,302 | 21,520 |
| **SIOUX CITY** | 1991 | 910,208 | 196,185 | 191,718 | 90,289 | 149,991 | 139,743 | 39,586 | 27,001 | 11,824 | 158,815 | 83,117 | 77,211 | 27,752 |
| | 1987 | 726,521 | 154,654 | 151,191 | 69,759 | 113,241 | 105,103 | 33,451 | 29,545 | 13,284 | 130,539 | 66,737 | 57,138 | 23,434 |
| Woodbury | 1991 | 842,961 | 175,676 | 173,992 | 78,441 | 149,016 | 139,743 | 39,342 | 23,914 | 9,620 | 145,428 | 73,654 | 74,904 | 25,147 |
| | 1987 | 667,599 | 139,193 | 137,831 | 59,722 | 112,458 | 105,103 | 33,235 | 25,485 | 10,387 | 120,389 | 57,219 | 54,963 | 21,456 |
| *Dakota, Neb.* | *1991* | *67,247* | *20,509* | *17,726* | *11,848* | *975* | | *244* | *3,087* | *2,204* | *13,387* | *9,463* | *2,307* | *2,605* |
| | *1987* | *58,922* | *15,461* | *13,360* | *10,037* | *783* | | *216* | *4,060* | *2,897* | *10,150* | *9,518* | *2,175* | *1,978* |
| **WATERLOO - CEDAR FALLS** | 1991 | 1,094,120 | 194,791 | 185,731 | 96,990 | 188,441 | 160,528 | 31,090 | 25,287 | 14,000 | 299,982 | 81,425 | 53,297 | 43,707 |
| | 1987 | 865,261 | 159,609 | 152,167 | 78,917 | 133,794 | 113,672 | 30,581 | 31,466 | 17,780 | 221,008 | 61,675 | 45,309 | 34,332 |
| Black Hawk | 1991 | 978,188 | 169,747 | 161,470 | 87,352 | 175,276 | 160,528 | 27,318 | 22,534 | 12,438 | 273,017 | 59,560 | 47,415 | 39,355 |
| | 1987 | 774,010 | 138,420 | 131,645 | 71,167 | 124,702 | 113,672 | 27,045 | 28,512 | 16,087 | 200,919 | 47,287 | 39,406 | 30,844 |
| Bremer | 1991 | 115,932 | 25,044 | 24,261 | 9,638 | 13,165 | | 3,772 | 2,753 | 1,562 | 26,965 | 21,865 | 5,882 | 4,352 |
| | 1987 | 91,251 | 21,189 | 20,522 | 7,750 | 9,092 | | 3,536 | 2,954 | 1,693 | 20,089 | 14,388 | 5,903 | 3,488 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1991
U.S. CENSUS 1987

| METRO AREA County | Year | Total Retail Sales ($000) | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **IOWA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Adair | 1991 | 34,630 | 10,589 | 10,257 | 3,971 | 1,607 | | 815 | 213 | 213 | 4,896 | 7,201 | 2,684 | 1,600 |
| | 1987 | 30,667 | 8,769 | 8,493 | 4,146 | 1,423 | | 529 | 333 | 333 | 4,069 | 6,205 | 2,518 | 1,314 |
| Adams | 1991 | 17,263 | 2,933 | 2,819 | 1,142 | 114 | | 4,519 | 364 | 220 | 3,998 | 1,482 | 1,016 | 148 |
| | 1987 | 14,925 | 2,983 | 2,866 | 993 | 146 | | 3,223 | 307 | 193 | 3,250 | 1,279 | 1,005 | 238 |
| Allamakee | 1991 | 79,950 | 22,057 | 20,813 | 6,135 | 3,328 | | 2,645 | 1,442 | 194 | 20,046 | 9,040 | 7,028 | 2,048 |
| | 1987 | 64,081 | 18,057 | 17,035 | 4,684 | 2,996 | | 2,074 | 1,473 | 196 | 15,645 | 6,799 | 5,623 | 1,422 |
| Appanoose | 1991 | 82,246 | 26,889 | 26,035 | 4,593 | 8,456 | | 5,184 | 1,717 | 1,207 | 17,897 | 7,718 | 4,460 | 1,934 |
| | 1987 | 65,398 | 21,306 | 20,626 | 4,104 | 6,291 | | 4,045 | 1,720 | 1,231 | 12,542 | 6,095 | 4,147 | 1,512 |
| Audubon | 1991 | 37,967 | 7,018 | 6,906 | 2,140 | 269 | | 554 | 1,469 | 1,469 | 17,571 | 2,970 | 4,522 | 269 |
| | 1987 | 30,799 | 5,976 | 5,880 | 1,770 | 434 | | 583 | 1,878 | 1,878 | 11,989 | 3,114 | 3,116 | 230 |
| Benton | 1991 | 90,975 | 20,186 | 19,547 | 5,885 | 2,682 | | 2,433 | 2,507 | 1,149 | 23,551 | 22,388 | 3,290 | 2,604 |
| | 1987 | 76,020 | 16,566 | 16,038 | 5,872 | 1,912 | | 2,190 | 3,007 | 1,375 | 20,106 | 15,337 | 4,045 | 2,539 |
| Black Hawk | 1991 | 978,188 | 169,747 | 161,470 | 87,352 | 175,276 | 160,528 | 27,318 | 22,534 | 12,438 | 273,017 | 59,560 | 47,415 | 39,355 |
| | 1987 | 774,010 | 138,420 | 131,645 | 71,167 | 124,702 | 113,672 | 27,045 | 28,512 | 16,087 | 200,919 | 47,287 | 39,406 | 30,844 |
| Boone | 1991 | 133,152 | 35,817 | 35,467 | 10,574 | 6,013 | | 5,096 | 4,690 | 3,018 | 39,108 | 16,362 | 7,283 | 5,287 |
| | 1987 | 107,706 | 28,425 | 28,142 | 9,042 | 5,251 | | 4,430 | 5,913 | 3,861 | 27,998 | 12,223 | 6,310 | 4,176 |
| Bremer | 1991 | 115,932 | 25,044 | 24,261 | 9,638 | 13,165 | | 3,772 | 2,753 | 1,562 | 26,965 | 21,865 | 5,882 | 4,352 |
| | 1987 | 91,251 | 21,189 | 20,522 | 7,750 | 9,092 | | 3,536 | 2,954 | 1,693 | 20,089 | 14,388 | 5,903 | 3,488 |
| Buchanan | 1991 | 102,948 | 17,505 | 17,141 | 5,953 | 13,199 | 10,324 | 620 | 883 | 758 | 27,129 | 21,534 | 8,366 | 3,217 |
| | 1987 | 85,938 | 15,855 | 15,523 | 5,418 | 9,804 | 7,580 | 656 | 1,111 | 954 | 23,624 | 14,531 | 7,130 | 3,145 |
| Buena Vista | 1991 | 135,047 | 31,702 | 30,521 | 12,201 | 15,362 | 3,960 | 6,620 | 3,305 | 852 | 24,137 | 12,867 | 13,277 | 4,164 |
| | 1987 | 110,899 | 24,830 | 23,901 | 10,033 | 11,595 | 2,872 | 6,059 | 3,912 | 1,025 | 20,248 | 9,777 | 11,061 | 3,796 |
| Butler | 1991 | 46,354 | 6,965 | 6,636 | 3,146 | 1,954 | | 957 | 692 | 249 | 8,114 | 15,496 | 4,095 | 2,058 |
| | 1987 | 38,409 | 6,826 | 6,503 | 2,536 | 1,612 | | 768 | 980 | 370 | 7,646 | 9,793 | 3,893 | 1,460 |
| Calhoun | 1991 | 46,449 | 9,176 | 8,881 | 2,370 | 1,446 | | 1,024 | 1,099 | 258 | 22,245 | 4,021 | 2,235 | 1,629 |
| | 1987 | 40,146 | 8,495 | 8,220 | 2,069 | 1,287 | | 992 | 1,591 | 366 | 16,255 | 3,689 | 2,504 | 1,608 |
| Carroll | 1991 | 158,421 | 44,055 | 42,742 | 8,584 | 14,255 | 6,468 | 7,781 | 5,130 | 3,893 | 41,069 | 17,431 | 10,965 | 3,463 |
| | 1987 | 134,000 | 31,950 | 30,991 | 7,899 | 13,515 | 5,957 | 6,420 | 5,193 | 3,985 | 32,832 | 15,618 | 9,902 | 2,519 |
| Cass | 1991 | 114,461 | 18,737 | 18,060 | 9,025 | 12,783 | 4,688 | 4,236 | 2,206 | 824 | 29,367 | 15,138 | 5,506 | 6,273 |
| | 1987 | 97,886 | 17,168 | 16,544 | 7,212 | 9,790 | 3,471 | 4,536 | 2,789 | 1,074 | 23,679 | 12,865 | 5,691 | 4,857 |
| Cedar | 1991 | 93,485 | 24,446 | 23,655 | 4,584 | 9,046 | 8,181 | 1,354 | 1,546 | 1,040 | 27,638 | 16,386 | 4,445 | 1,138 |
| | 1987 | 73,777 | 19,408 | 18,776 | 3,800 | 5,829 | 5,244 | 1,230 | 2,025 | 1,374 | 20,644 | 13,254 | 3,881 | 922 |
| Cerro Gordo | 1991 | 467,304 | 91,732 | 90,238 | 40,308 | 93,951 | 92,466 | 18,119 | 10,741 | 6,874 | 90,156 | 45,197 | 21,181 | 9,261 |
| | 1987 | 376,157 | 73,487 | 72,276 | 33,743 | 70,848 | 69,663 | 17,368 | 13,305 | 8,649 | 69,707 | 34,833 | 18,938 | 8,049 |
| Cherokee | 1991 | 93,489 | 21,593 | 20,803 | 6,582 | 10,244 | 4,316 | 1,716 | 2,329 | 1,207 | 24,149 | 10,522 | 5,034 | 4,150 |
| | 1987 | 77,049 | 17,653 | 17,004 | 5,005 | 7,535 | 3,079 | 2,421 | 2,525 | 1,315 | 20,821 | 8,353 | 4,251 | 3,218 |
| Chickasaw | 1991 | 56,527 | 17,313 | 16,924 | 5,446 | 1,564 | | 611 | 1,474 | 1,302 | 15,915 | 7,105 | 2,120 | 2,080 |
| | 1987 | 45,631 | 13,662 | 13,353 | 4,440 | 1,624 | | 718 | 1,802 | 1,592 | 11,424 | 5,432 | 2,303 | 1,712 |
| Clarke | 1991 | 57,788 | 15,321 | 15,035 | 2,975 | 5,450 | | 299 | 689 | 689 | 10,277 | 14,548 | 2,312 | 831 |
| | 1987 | 45,825 | 12,108 | 11,880 | 3,116 | 4,272 | | 355 | 679 | 679 | 8,318 | 9,751 | 2,186 | 719 |
| Clay | 1991 | 134,844 | 28,840 | 27,450 | 7,409 | 21,091 | 9,077 | 14,406 | 5,116 | 3,481 | 35,231 | 4,775 | 5,578 | 4,167 |
| | 1987 | 115,285 | 23,096 | 21,979 | 7,202 | 17,404 | 7,266 | 11,617 | 5,855 | 4,029 | 27,323 | 5,339 | 5,338 | 3,450 |
| Clayton | 1991 | 84,110 | 12,699 | 12,062 | 5,306 | 841 | | 1,599 | 912 | 912 | 35,755 | 8,994 | 10,716 | 2,857 |
| | 1987 | 68,219 | 11,794 | 11,200 | 5,095 | 799 | | 1,301 | 1,506 | 1,506 | 25,308 | 7,014 | 9,317 | 2,427 |
| Clinton | 1991 | 354,298 | 77,368 | 74,492 | 31,794 | 43,409 | 39,455 | 11,443 | 11,801 | 7,023 | 101,856 | 34,108 | 7,242 | 17,419 |
| | 1987 | 301,378 | 67,595 | 65,070 | 28,306 | 32,301 | 29,208 | 11,701 | 14,176 | 8,453 | 82,874 | 25,631 | 8,306 | 13,139 |
| Crawford | 1991 | 86,563 | 14,420 | 13,963 | 9,240 | 3,516 | | 3,923 | 803 | 90 | 17,613 | 12,644 | 5,454 | 4,093 |
| | 1987 | 69,485 | 13,431 | 13,002 | 8,171 | 3,031 | | 3,797 | 1,226 | 134 | 12,266 | 9,954 | 4,872 | 2,844 |
| Dallas | 1991 | 143,298 | 36,967 | 35,463 | 7,084 | 9,807 | | 3,964 | 3,580 | 1,401 | 45,214 | 17,191 | 6,386 | 3,564 |
| | 1987 | 114,688 | 30,285 | 29,047 | 5,564 | 8,467 | | 3,073 | 4,134 | 1,660 | 33,935 | 12,641 | 5,700 | 2,754 |
| Davis | 1991 | 29,805 | 6,699 | 6,441 | 1,545 | 381 | | 303 | 359 | 279 | 11,882 | 4,007 | 1,796 | 1,428 |
| | 1987 | 25,389 | 5,511 | 5,298 | 1,289 | 382 | | 287 | 567 | 451 | 9,259 | 3,842 | 1,717 | 1,313 |
| Decatur | 1991 | 24,992 | 6,704 | 6,479 | 1,637 | 202 | | 4,114 | 761 | 341 | 2,750 | 4,909 | 1,251 | 1,314 |
| | 1987 | 22,815 | 6,745 | 6,517 | 1,552 | 323 | | 2,798 | 837 | 391 | 2,484 | 4,274 | 1,291 | 1,229 |
| Delaware | 1991 | 72,534 | 15,988 | 15,631 | 7,003 | 7,038 | 3,140 | 1,892 | 1,058 | 1,058 | 19,307 | 6,862 | 6,376 | 3,137 |
| | 1987 | 61,502 | 13,125 | 12,829 | 6,097 | 5,663 | 2,454 | 2,082 | 1,304 | 1,304 | 15,492 | 5,668 | 6,321 | 2,678 |
| Des Moines | 1991 | 351,616 | 73,294 | 71,495 | 37,445 | 76,710 | 63,738 | 14,089 | 11,334 | 6,484 | 56,617 | 20,566 | 22,949 | 13,450 |
| | 1987 | 276,002 | 57,805 | 56,375 | 28,938 | 54,222 | 44,644 | 12,962 | 13,094 | 7,552 | 43,277 | 17,731 | 17,153 | 10,405 |
| Dickinson | 1991 | 130,035 | 28,673 | 27,768 | 13,256 | 7,186 | | 4,526 | 2,285 | 1,717 | 42,485 | 10,671 | 9,697 | 3,243 |
| | 1987 | 102,387 | 20,418 | 19,769 | 10,951 | 4,975 | | 4,473 | 2,560 | 1,945 | 32,691 | 7,842 | 9,265 | 2,900 |
| Dubuque | 1991 | 725,848 | 138,483 | 117,362 | 71,624 | 141,258 | 126,725 | 24,158 | 24,991 | 12,368 | 158,645 | 36,360 | 35,813 | 31,469 |
| | 1987 | 572,900 | 108,727 | 92,126 | 56,958 | 110,141 | 98,251 | 21,229 | 29,621 | 14,952 | 116,149 | 28,916 | 28,722 | 23,492 |
| Emmet | 1991 | 66,027 | 16,829 | 16,211 | 4,889 | 5,640 | | 1,376 | 1,159 | 970 | 18,932 | 8,329 | 3,382 | 2,735 |
| | 1987 | 57,283 | 14,389 | 13,858 | 4,383 | 4,733 | | 1,991 | 1,387 | 1,159 | 15,530 | 6,468 | 3,733 | 2,090 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1991<br>U.S. CENSUS 1987<br>METRO AREA<br>County | Year | Total Retail Sales ($000) | Food Stores Total ($000) | Food Stores Super-markets ($000) | Eating & Drinking Places Total ($000) | General Merchandise Stores Total ($000) | General Merchandise Stores Department Stores ($000) | Apparel & Accessories Stores Total ($000) | Furniture/ Home Furnishings/ Appliance Stores Total ($000) | Furniture/ Home Furnishings/ Appliance Stores Furniture & Home Furn. ($000) | Automotive Dealers Total ($000) | Gasoline Service Stations Total ($000) | Bldg. Mtls. & Hardware Dealers Total ($000) | Drug-stores Total ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **IOWA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Fayette | 1991 | 126,402 | 35,059 | 33,693 | 6,411 | 10,419 | 6,620 | 4,608 | 3,032 | 1,449 | 35,944 | 12,134 | 2,781 | 4,664 |
| | 1987 | 103,905 | 27,552 | 26,473 | 5,843 | 8,688 | 5,410 | 4,359 | 3,748 | 1,813 | 27,940 | 9,301 | 4,123 | 3,736 |
| Floyd | 1991 | 87,890 | 21,910 | 21,120 | 7,583 | 12,123 | 4,440 | 2,387 | 1,665 | 1,255 | 18,681 | 10,878 | 6,761 | 2,436 |
| | 1987 | 75,157 | 18,787 | 18,106 | 6,416 | 9,726 | 3,444 | 2,686 | 1,966 | 1,515 | 15,102 | 8,602 | 5,692 | 2,121 |
| Franklin | 1991 | 36,851 | 6,864 | 6,642 | 2,931 | 1,945 | | 420 | 749 | 320 | 4,630 | 10,923 | 921 | 1,866 |
| | 1987 | 35,176 | 6,798 | 6,577 | 2,565 | 1,915 | | 741 | 1,171 | 508 | 5,394 | 8,903 | 1,344 | 1,574 |
| Fremont | 1991 | 25,988 | 14,972 | 14,509 | 988 | 93 | | 3,040 | 111 | 111 | 559 | 3,428 | 678 | 1,640 |
| | 1987 | 24,349 | 13,748 | 13,320 | 1,097 | 102 | | 2,014 | 185 | 185 | 872 | 3,369 | 659 | 1,549 |
| Greene | 1991 | 58,288 | 13,769 | 13,260 | 2,068 | 2,394 | | 918 | 230 | 139 | 28,903 | 3,715 | 1,582 | 1,705 |
| | 1987 | 48,284 | 10,719 | 10,321 | 2,379 | 2,207 | | 1,314 | 457 | 286 | 21,787 | 3,047 | 1,695 | 1,795 |
| Grundy | 1991 | 37,093 | 10,233 | 9,915 | 3,390 | | | 351 | 1,459 | 1,307 | 9,747 | 5,862 | 2,593 | 1,957 |
| | 1987 | 35,565 | 10,282 | 9,960 | 3,430 | | | 636 | 1,925 | 1,725 | 8,427 | 4,528 | 2,338 | 1,951 |
| Guthrie | 1991 | 35,840 | 5,242 | 5,027 | 3,661 | 598 | | 515 | 874 | 554 | 5,696 | 13,382 | 1,820 | 2,078 |
| | 1987 | 27,374 | 4,936 | 4,732 | 2,619 | 753 | | 437 | 1,229 | 779 | 4,513 | 8,190 | 1,697 | 1,499 |
| Hamilton | 1991 | 92,629 | 20,953 | 20,297 | 5,485 | 7,227 | 6,081 | 6,543 | 1,677 | 673 | 21,424 | 13,295 | 8,707 | 3,369 |
| | 1987 | 77,205 | 18,618 | 18,032 | 5,177 | 5,270 | 4,395 | 5,944 | 1,993 | 774 | 14,213 | 11,069 | 7,919 | 2,783 |
| Hancock | 1991 | 40,513 | 10,382 | 9,971 | 3,213 | 348 | | 3,522 | 2,111 | 1,624 | 9,692 | 4,145 | 3,190 | 2,291 |
| | 1987 | 33,798 | 8,627 | 8,284 | 2,836 | 380 | | 2,571 | 2,437 | 1,889 | 7,939 | 2,760 | 2,953 | 1,770 |
| Hardin | 1991 | 107,188 | 29,900 | 29,033 | 7,549 | 11,351 | 6,287 | 3,095 | 885 | 449 | 27,826 | 11,675 | 7,645 | 3,740 |
| | 1987 | 92,144 | 24,734 | 24,012 | 6,057 | 8,239 | 4,456 | 3,139 | 1,378 | 723 | 24,496 | 9,462 | 7,607 | 3,184 |
| Harrison | 1991 | 87,301 | 7,525 | 7,268 | 5,003 | 199 | | 417 | 845 | 93 | 41,440 | 19,124 | 4,186 | 2,777 |
| | 1987 | 72,087 | 7,496 | 7,239 | 5,043 | 198 | | 368 | 1,337 | 154 | 33,662 | 13,349 | 3,798 | 2,551 |
| Henry | 1991 | 108,507 | 24,731 | 24,014 | 9,246 | 15,977 | 9,738 | 2,571 | 2,057 | 819 | 29,967 | 8,838 | 6,252 | 4,226 |
| | 1987 | 89,123 | 21,003 | 20,390 | 7,326 | 11,862 | 7,081 | 2,287 | 2,629 | 1,037 | 23,070 | 7,465 | 6,085 | 3,398 |
| Howard | 1991 | 39,475 | 13,625 | 13,218 | 3,267 | 2,506 | | 1,075 | 153 | 43 | 6,224 | 2,898 | 4,159 | 37 |
| | 1987 | 32,897 | 10,811 | 10,486 | 2,564 | 1,924 | | 983 | 220 | 63 | 5,492 | 2,062 | 4,080 | 39 |
| Humboldt | 1991 | 53,034 | 18,270 | 17,729 | 4,542 | 6,965 | | 2,088 | 854 | 607 | 8,178 | 3,273 | 1,590 | 3,507 |
| | 1987 | 45,321 | 14,430 | 13,999 | 4,021 | 4,951 | | 2,029 | 1,173 | 832 | 8,192 | 2,893 | 1,931 | 2,684 |
| Ida | 1991 | 47,078 | 10,228 | 10,136 | 2,467 | 4,008 | | 461 | 143 | 143 | 13,690 | 8,145 | 1,833 | 2,406 |
| | 1987 | 37,441 | 8,532 | 8,453 | 2,277 | 2,749 | | 642 | 213 | 213 | 10,017 | 4,954 | 3,364 | 1,857 |
| Iowa | 1991 | 108,152 | 23,342 | 22,606 | 20,199 | 1,761 | | 4,460 | 5,775 | 4,413 | 12,686 | 24,855 | 2,503 | 2,004 |
| | 1987 | 83,135 | 18,692 | 18,099 | 16,566 | 1,227 | | 3,252 | 4,899 | 3,763 | 9,581 | 17,241 | 2,473 | 1,612 |
| Jackson | 1991 | 112,201 | 30,569 | 29,590 | 9,290 | 6,534 | 4,306 | 3,588 | 1,329 | 438 | 35,798 | 14,061 | 1,781 | 4,217 |
| | 1987 | 87,162 | 23,734 | 22,969 | 7,462 | 5,072 | 3,279 | 3,122 | 2,019 | 654 | 23,905 | 10,433 | 3,324 | 3,547 |
| Jasper | 1991 | 199,897 | 48,392 | 46,868 | 15,687 | 18,293 | 12,686 | 7,511 | 3,803 | 2,365 | 48,920 | 27,224 | 13,163 | 7,759 |
| | 1987 | 163,596 | 38,038 | 36,833 | 13,664 | 16,306 | 11,123 | 6,645 | 5,014 | 3,184 | 36,071 | 20,691 | 12,551 | 6,390 |
| Jefferson | 1991 | 109,507 | 25,831 | 25,572 | 6,075 | 19,426 | 5,494 | 6,174 | 2,796 | 1,111 | 26,008 | 9,369 | 6,071 | 1,621 |
| | 1987 | 86,698 | 20,875 | 20,662 | 5,556 | 13,332 | 3,631 | 4,993 | 2,397 | 970 | 19,650 | 6,525 | 5,019 | 1,838 |
| Johnson | 1991 | 725,655 | 174,130 | 167,268 | 88,389 | 95,921 | 77,071 | 28,972 | 35,698 | 11,443 | 124,553 | 40,597 | 35,972 | 30,266 |
| | 1987 | 540,103 | 122,560 | 117,707 | 66,934 | 68,751 | 54,646 | 22,963 | 33,380 | 11,126 | 89,753 | 32,868 | 29,302 | 21,520 |
| Jones | 1991 | 84,779 | 17,856 | 17,256 | 4,302 | 13,343 | 8,458 | 651 | 1,975 | 735 | 20,348 | 14,369 | 5,292 | 2,046 |
| | 1987 | 71,069 | 15,230 | 14,715 | 4,514 | 10,587 | 6,578 | 535 | 2,104 | 801 | 15,889 | 10,682 | 4,930 | 1,908 |
| Keokuk | 1991 | 46,366 | 7,712 | 7,360 | 3,054 | 1,177 | | 1,021 | 397 | | 15,456 | 3,426 | 1,190 | 1,368 |
| | 1987 | 37,753 | 6,768 | 6,458 | 2,575 | 749 | | 762 | 657 | | 11,231 | 3,175 | 1,714 | 1,249 |
| Kossuth | 1991 | 98,470 | 23,076 | 22,296 | 9,861 | 8,057 | 3,217 | 3,115 | 1,529 | 391 | 28,755 | 10,592 | 6,551 | 3,128 |
| | 1987 | 84,916 | 18,912 | 18,269 | 8,383 | 7,952 | 3,076 | 3,094 | 2,387 | 631 | 22,659 | 8,147 | 5,527 | 2,497 |
| Lee | 1991 | 272,033 | 72,843 | 70,692 | 19,179 | 36,159 | 18,299 | 5,024 | 7,561 | 5,919 | 77,638 | 20,030 | 10,638 | 11,344 |
| | 1987 | 221,831 | 59,386 | 57,621 | 16,017 | 27,224 | 13,412 | 4,997 | 8,700 | 6,873 | 58,925 | 16,438 | 10,388 | 9,039 |
| Linn | 1991 | 1,497,443 | 265,232 | 256,670 | 154,684 | 249,315 | 200,123 | 66,333 | 59,991 | 32,882 | 346,341 | 123,045 | 85,998 | 55,157 |
| | 1987 | 1,162,150 | 221,778 | 214,576 | 116,467 | 186,045 | 147,724 | 47,557 | 63,256 | 35,664 | 250,236 | 88,219 | 70,120 | 43,893 |
| Louisa | 1991 | 37,305 | 6,605 | 6,337 | 2,797 | 688 | | 530 | 1,000 | 559 | 11,714 | 10,869 | 920 | 1,182 |
| | 1987 | 32,874 | 7,040 | 6,754 | 2,951 | 607 | | 402 | 1,155 | 646 | 9,498 | 7,861 | 1,281 | 1,069 |
| Lucas | 1991 | 33,794 | 15,025 | 14,582 | 3,659 | 1,135 | 1,127 | 1,631 | 491 | 491 | 4,522 | 1,862 | 1,074 | 1,456 |
| | 1987 | 31,720 | 12,480 | 12,110 | 3,349 | 1,137 | 1,130 | 1,609 | 755 | 755 | 3,925 | 2,791 | 1,292 | 1,335 |
| Lyon | 1991 | 38,493 | 6,422 | 5,101 | 3,273 | 548 | | 2,247 | 2,272 | 2,004 | 10,201 | 5,703 | 4,729 | 837 |
| | 1987 | 32,740 | 6,031 | 4,789 | 2,863 | 553 | | 1,717 | 2,818 | 2,503 | 7,227 | 4,576 | 4,187 | 653 |
| Madison | 1991 | 65,123 | 13,878 | 13,409 | 6,250 | 919 | | 2,076 | 257 | 156 | 13,684 | 11,153 | 9,025 | 4,310 |
| | 1987 | 52,752 | 11,775 | 11,374 | 5,818 | 841 | | 1,637 | 517 | 326 | 10,500 | 7,771 | 7,592 | 2,982 |
| Mahaska | 1991 | 136,684 | 38,416 | 37,064 | 13,053 | 19,525 | 10,709 | 9,697 | 4,172 | 2,635 | 17,783 | 11,740 | 5,293 | 3,374 |
| | 1987 | 109,576 | 30,273 | 29,202 | 10,249 | 12,766 | 6,836 | 8,085 | 5,433 | 3,444 | 14,451 | 9,856 | 4,856 | 3,043 |
| Marion | 1991 | 156,283 | 36,209 | 35,280 | 13,866 | 18,686 | 9,147 | 5,705 | 3,073 | 2,073 | 30,489 | 24,741 | 10,996 | 6,004 |
| | 1987 | 122,394 | 28,128 | 27,401 | 10,852 | 13,267 | 6,316 | 5,247 | 4,165 | 2,856 | 24,164 | 17,214 | 8,813 | 4,518 |
| Marshall | 1991 | 265,900 | 61,391 | 59,520 | 23,887 | 46,838 | 35,704 | 9,410 | 9,438 | 5,834 | 48,461 | 26,872 | 13,626 | 12,021 |
| | 1987 | 216,977 | 50,941 | 49,379 | 19,676 | 34,089 | 25,654 | 8,615 | 9,308 | 5,807 | 39,517 | 20,209 | 12,274 | 9,898 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1991
U.S. CENSUS 1987

| METRO AREA County | Year | Total Retail Sales ($000) | Food Stores |  | Eating & Drinking Places | General Merchandise Stores |  | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores |  | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **IOWA (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **ALL COUNTIES (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Mills | 1991 | 52,270 | 14,888 | 14,488 | 4,205 | 200 |  | 4,080 | 201 |  | 12,649 | 9,095 | 307 | 1,823 |
|  | 1987 | 42,234 | 11,577 | 11,263 | 3,319 | 200 |  | 2,878 | 374 |  | 11,005 | 6,346 | 546 | 1,557 |
| Mitchell | 1991 | 48,207 | 12,230 | 11,815 | 5,398 | 725 |  | 1,215 | 1,535 | 1,283 | 14,154 | 4,232 | 5,056 | 1,635 |
|  | 1987 | 40,202 | 8,993 | 8,686 | 4,575 | 660 |  | 1,122 | 1,535 | 1,283 | 10,256 | 4,067 | 5,033 | 1,338 |
| Monona | 1991 | 50,297 | 9,477 | 9,276 | 4,026 | 813 |  | 691 | 862 |  | 16,319 | 7,988 | 2,045 | 4,812 |
|  | 1987 | 43,765 | 8,120 | 7,946 | 3,715 | 930 |  | 680 | 1,153 |  | 13,987 | 5,874 | 2,102 | 3,681 |
| Monroe | 1991 | 34,807 | 10,280 | 9,881 | 1,047 | 1,791 |  | 386 | 168 | 168 | 13,064 | 2,253 | 1,572 | 1,748 |
|  | 1987 | 31,975 | 9,837 | 9,453 | 1,114 | 1,627 |  | 565 | 244 | 244 | 10,604 | 2,177 | 1,750 | 1,423 |
| Montgomery | 1991 | 68,487 | 19,350 | 18,684 | 4,869 | 10,785 | 2,875 | 1,087 | 371 | 125 | 13,833 | 8,043 | 2,173 | 3,888 |
|  | 1987 | 59,404 | 15,611 | 15,071 | 4,562 | 8,631 | 2,213 | 1,390 | 785 | 267 | 11,989 | 7,201 | 2,333 | 3,143 |
| Muscatine | 1991 | 255,734 | 55,214 | 51,459 | 24,149 | 36,630 | 35,379 | 12,232 | 6,484 | 3,052 | 70,187 | 17,075 | 8,969 | 10,895 |
|  | 1987 | 203,693 | 47,640 | 44,391 | 18,989 | 25,863 | 24,935 | 9,315 | 7,522 | 3,616 | 46,340 | 16,352 | 9,379 | 8,381 |
| O'Brien | 1991 | 107,666 | 24,572 | 23,975 | 7,796 | 3,407 |  | 5,642 | 1,481 | 685 | 29,706 | 16,941 | 5,612 | 5,602 |
|  | 1987 | 87,509 | 19,555 | 19,076 | 6,971 | 3,343 |  | 4,571 | 1,965 | 933 | 22,395 | 12,214 | 5,088 | 4,257 |
| Osceola | 1991 | 22,704 | 4,796 | 4,619 | 1,484 | 1,231 |  | 899 | 686 | 491 | 5,758 | 2,256 | 1,090 | 1,600 |
|  | 1987 | 20,048 | 4,268 | 4,110 | 1,446 | 975 |  | 901 | 721 | 531 | 4,456 | 2,214 | 1,195 | 1,147 |
| Page | 1991 | 114,897 | 17,894 | 17,270 | 7,248 | 15,700 | 2,560 | 5,586 | 1,984 | 1,035 | 31,035 | 11,378 | 13,620 | 4,475 |
|  | 1987 | 97,721 | 13,653 | 13,175 | 5,800 | 13,264 | 2,068 | 5,640 | 2,679 | 1,409 | 23,153 | 9,196 | 11,737 | 4,105 |
| Palo Alto | 1991 | 51,027 | 18,149 | 16,905 | 2,805 | 1,778 |  | 803 | 569 | 521 | 9,534 | 4,981 | 7,517 | 2,537 |
|  | 1987 | 42,878 | 12,817 | 11,936 | 2,552 | 1,318 |  | 804 | 1,108 | 1,025 | 9,130 | 4,713 | 6,480 | 1,877 |
| Plymouth | 1991 | 144,237 | 28,868 | 27,971 | 14,521 | 11,258 |  | 6,257 | 1,939 | 1,537 | 44,314 | 13,280 | 9,269 | 3,536 |
|  | 1987 | 113,224 | 24,191 | 23,434 | 10,257 | 8,038 |  | 4,527 | 1,965 | 1,576 | 32,717 | 12,097 | 8,064 | 2,613 |
| Pocahontas | 1991 | 59,805 | 42,367 | 41,142 | 2,924 | 1,879 |  | 801 | 1,082 | 386 | 4,256 | 2,580 | 1,380 | 1,005 |
|  | 1987 | 45,074 | 27,867 | 27,056 | 2,868 | 1,508 |  | 729 | 1,394 | 507 | 4,816 | 2,438 | 1,246 | 809 |
| Polk | 1991 | 3,274,374 | 668,322 | 649,424 | 327,853 | 469,909 | 419,520 | 171,614 | 137,173 | 65,642 | 682,007 | 223,793 | 171,492 | 113,857 |
|  | 1987 | 2,518,371 | 502,761 | 488,447 | 253,341 | 365,300 | 324,234 | 128,628 | 141,870 | 70,069 | 507,080 | 171,002 | 130,372 | 78,646 |
| ☐ Pottawattamie | 1991 | 631,657 | 82,381 | 78,909 | 54,590 | 67,048 | 66,214 | 18,368 | 8,126 | 3,265 | 238,241 | 65,171 | 25,966 | 31,161 |
|  | 1987 | 523,510 | 73,504 | 70,392 | 46,680 | 52,393 | 51,708 | 14,378 | 10,028 | 4,105 | 180,653 | 65,513 | 22,739 | 25,705 |
| Poweshiek | 1991 | 109,689 | 26,773 | 26,041 | 6,606 | 15,894 | 12,531 | 3,484 | 2,302 | 1,403 | 30,663 | 12,447 | 6,341 | 3,049 |
|  | 1987 | 95,373 | 22,162 | 21,552 | 6,984 | 11,993 | 9,344 | 2,797 | 2,773 | 1,728 | 24,057 | 13,613 | 6,077 | 2,659 |
| Ringgold | 1991 | 28,726 | 4,120 | 3,912 | 1,658 | 264 |  | 5,022 | 435 |  | 8,210 | 5,947 | 588 | 160 |
|  | 1987 | 23,015 | 4,753 | 4,512 | 1,491 | 320 |  | 3,155 | 594 |  | 5,574 | 4,600 | 810 | 209 |
| Sac | 1991 | 53,942 | 18,255 | 17,541 | 4,539 | 658 |  | 1,288 | 1,657 | 1,197 | 12,301 | 6,261 | 5,235 | 1,250 |
|  | 1987 | 44,830 | 12,368 | 11,881 | 3,775 | 664 |  | 1,026 | 1,522 | 1,120 | 10,077 | 6,326 | 5,343 | 1,217 |
| Scott | 1991 | 1,367,374 | 258,422 | 243,667 | 128,845 | 195,518 | 193,096 | 65,405 | 54,723 | 26,308 | 305,345 | 149,263 | 60,154 | 54,902 |
|  | 1987 | 1,061,380 | 204,153 | 192,458 | 106,575 | 146,611 | 144,690 | 48,336 | 61,374 | 30,207 | 221,046 | 110,000 | 46,292 | 42,203 |
| Shelby | 1991 | 65,004 | 17,173 | 16,711 | 5,742 | 5,510 | 2,463 | 2,097 | 542 |  | 10,619 | 12,282 | 4,926 | 3,137 |
|  | 1987 | 56,169 | 14,585 | 14,190 | 5,389 | 5,131 | 2,228 | 1,859 | 701 |  | 9,568 | 9,355 | 4,209 | 2,446 |
| Sioux | 1991 | 128,975 | 31,625 | 30,813 | 10,745 | 4,254 |  | 3,443 | 3,961 | 2,241 | 36,253 | 17,777 | 10,594 | 4,640 |
|  | 1987 | 105,627 | 23,484 | 22,877 | 8,295 | 3,281 |  | 2,976 | 5,094 | 2,962 | 30,782 | 14,413 | 8,409 | 3,933 |
| Story | 1991 | 528,704 | 101,992 | 98,380 | 63,907 | 83,638 | 73,455 | 25,833 | 15,511 | 7,951 | 121,119 | 52,975 | 16,646 | 13,292 |
|  | 1987 | 415,734 | 88,900 | 85,734 | 49,378 | 61,539 | 53,686 | 17,926 | 16,566 | 8,632 | 91,185 | 38,035 | 14,358 | 10,623 |
| Tama | 1991 | 66,562 | 15,478 | 14,869 | 5,343 | 5,808 |  | 772 | 1,021 | 715 | 12,415 | 10,596 | 7,037 | 2,190 |
|  | 1987 | 56,632 | 13,539 | 13,004 | 4,895 | 4,298 |  | 918 | 1,557 | 1,087 | 10,916 | 8,417 | 5,980 | 1,602 |
| Taylor | 1991 | 19,069 | 6,495 | 6,284 | 2,042 | 87 |  | 908 | 322 |  | 3,015 | 4,751 | 388 | 144 |
|  | 1987 | 17,332 | 5,571 | 5,389 | 2,133 | 92 |  | 963 | 444 |  | 2,382 | 3,797 | 518 | 211 |
| Union | 1991 | 77,838 | 20,652 | 20,008 | 12,363 | 10,987 | 10,498 | 1,235 | 1,662 | 358 | 14,802 | 6,240 | 6,036 | 958 |
|  | 1987 | 72,542 | 19,841 | 19,219 | 10,286 | 8,557 | 8,155 | 1,997 | 1,866 | 424 | 13,320 | 6,805 | 5,822 | 1,091 |
| Van Buren | 1991 | 19,400 | 6,860 | 6,473 | 1,328 | 482 |  | 29 | 335 | 335 | 926 | 4,185 | 1,877 | 1,101 |
|  | 1987 | 16,322 | 5,201 | 4,907 | 1,383 | 392 |  | 28 | 470 | 470 | 880 | 3,259 | 1,746 | 775 |
| Wapello | 1991 | 237,189 | 52,644 | 51,067 | 18,384 | 34,208 | 33,147 | 11,188 | 6,242 | 3,160 | 33,132 | 40,102 | 16,251 | 8,210 |
|  | 1987 | 193,709 | 46,915 | 45,501 | 14,611 | 26,420 | 25,553 | 8,175 | 6,962 | 3,634 | 27,682 | 27,998 | 13,462 | 7,870 |
| Warren | 1991 | 194,096 | 47,256 | 41,912 | 8,684 | 5,045 |  | 4,973 | 766 | 583 | 90,416 | 26,035 | 2,001 | 4,182 |
|  | 1987 | 148,422 | 38,146 | 33,825 | 8,322 | 4,358 |  | 3,548 | 1,167 | 904 | 63,707 | 17,782 | 2,754 | 3,468 |
| Washington | 1991 | 117,423 | 33,196 | 32,121 | 6,959 | 8,624 | 5,559 | 5,195 | 2,793 | 990 | 28,305 | 8,874 | 5,753 | 3,457 |
|  | 1987 | 93,381 | 24,760 | 23,954 | 6,530 | 6,638 | 4,199 | 4,759 | 3,134 | 1,144 | 20,600 | 6,761 | 5,396 | 2,769 |
| Wayne | 1991 | 25,548 | 9,964 | 9,481 | 1,087 | 123 |  | 795 | 80 |  | 2,762 | 5,458 | 3,416 | 235 |
|  | 1987 | 22,589 | 8,003 | 7,614 | 1,276 | 218 |  | 633 | 171 |  | 2,495 | 4,940 | 3,036 | 273 |
| Webster | 1991 | 321,908 | 55,763 | 53,955 | 24,658 | 77,193 | 72,721 | 13,850 | 10,677 | 6,308 | 55,731 | 32,761 | 21,086 | 10,453 |
|  | 1987 | 265,211 | 46,447 | 44,932 | 22,050 | 58,112 | 54,562 | 11,602 | 11,800 | 7,031 | 47,521 | 23,109 | 18,564 | 7,895 |
| Winnebago | 1991 | 61,693 | 14,210 | 13,893 | 3,942 | 5,045 |  | 1,025 | 1,478 | 975 | 14,942 | 11,232 | 2,923 | 3,403 |
|  | 1987 | 52,133 | 11,678 | 11,415 | 4,176 | 3,790 |  | 955 | 1,841 | 1,242 | 13,507 | 7,929 | 2,854 | 2,649 |
| Winneshiek | 1991 | 122,128 | 30,069 | 29,389 | 10,234 | 22,531 | 18,702 | 7,487 | 3,958 | 2,246 | 19,299 | 11,625 | 7,921 | 1,745 |
|  | 1987 | 93,695 | 21,223 | 20,739 | 8,487 | 14,264 | 11,728 | 6,196 | 4,498 | 2,611 | 14,143 | 9,782 | 6,363 | 1,829 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1991
U.S. CENSUS: 1987

| METRO AREA<br>County | Year | Total Retail Sales ($000) | Food Stores Total ($000) | Food Stores Super-markets ($000) | Eating & Drinking Places Total ($000) | General Merchandise Stores Total ($000) | General Merchandise Stores Department Stores ($000) | Apparel & Accessories Stores Total ($000) | Furniture/Home Furnishings/Appliance Stores Total ($000) | Furniture/Home Furnishings/Appliance Stores Furniture & Home Furn. ($000) | Automotive Dealers Total ($000) | Gasoline Service Stations Total ($000) | Bldg. Mtls. & Hardware Dealers Total ($000) | Drug-stores Total ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **IOWA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Woodbury | 1991 | 842,961 | 175,676 | 173,992 | 78,441 | 149,016 | 139,743 | 39,342 | 23,914 | 9,620 | 145,428 | 73,654 | 74,904 | 25,147 |
| | 1987 | 667,599 | 139,193 | 137,831 | 59,722 | 112,458 | 105,103 | 33,235 | 25,485 | 10,387 | 120,389 | 57,219 | 54,963 | 21,456 |
| Worth | 1991 | 19,717 | 4,436 | 4,333 | 2,333 | | | 904 | 416 | 416 | 3,832 | 5,646 | 569 | 141 |
| | 1987 | 17,941 | 4,608 | 4,500 | 1,998 | | | 626 | 533 | 533 | 3,141 | 4,480 | 621 | 209 |
| Wright | 1991 | 68,933 | 19,724 | 19,251 | 5,515 | 3,170 | | 1,158 | 1,418 | 813 | 17,812 | 9,814 | 3,334 | 2,983 |
| | 1987 | 57,074 | 16,440 | 16,042 | 4,187 | 2,215 | | 1,195 | 1,979 | 1,163 | 14,481 | 7,252 | 3,600 | 2,328 |
| **TOTAL METRO COUNTIES** | 1991 | **10,496,826** | **2,041,660** | **1,950,398** | **1,017,184** | **1,571,278** | **1,383,020** | **454,219** | **374,249** | **177,512** | **2,436,172** | **836,534** | **551,983** | **393,412** |
| | 1987 | 8,174,384 | 1,600,716 | 1,528,576 | 799,480 | 1,188,318 | 1,040,028 | 353,528 | 401,781 | 196,854 | 1,803,956 | 645,835 | 436,273 | 297,469 |
| **TOTAL STATE** | 1991 | **19,511,756** | **4,145,952** | **3,986,242** | **1,762,415** | **2,572,930** | **2,041,036** | **796,716** | **587,218** | **302,384** | **4,581,874** | **1,907,461** | **1,063,324** | **704,883** |
| | 1987 | 15,581,497 | 3,328,132 | 3,199,102 | 1,430,983 | 1,947,269 | 1,525,958 | 650,904 | 653,175 | 345,109 | 3,482,725 | 1,477,870 | 905,717 | 551,868 |
| **KANSAS** | | | | | | | | | | | | | | |
| **KANSAS CITY** | 1991 | **12,625,622** | **2,287,655** | **2,208,859** | **1,248,008** | **1,816,007** | **1,539,376** | **525,736** | **480,122** | **243,801** | **3,342,790** | **906,666** | **684,929** | **406,803** |
| | 1987 | 10,524,874 | 1,900,381 | 1,833,822 | 1,062,328 | 1,473,495 | 1,237,261 | 469,722 | 529,553 | 274,184 | 2,580,125 | 771,216 | 555,633 | 312,862 |
| Johnson | 1991 | 3,707,724 | 671,695 | 647,651 | 290,752 | 553,385 | 474,834 | 166,325 | 195,768 | 106,301 | 1,043,650 | 187,440 | 175,513 | 103,861 |
| | 1987 | 2,837,428 | 480,943 | 463,634 | 231,426 | 415,183 | 353,510 | 145,437 | 206,192 | 114,986 | 746,913 | 159,964 | 127,385 | 69,773 |
| Leavenworth | 1991 | 287,614 | 61,160 | 60,590 | 23,748 | 43,926 | 43,180 | 5,674 | 8,273 | 6,317 | 79,113 | 21,916 | 18,352 | 3,453 |
| | 1987 | 234,919 | 50,648 | 50,166 | 19,548 | 34,561 | 33,941 | 5,278 | 9,604 | 7,336 | 62,793 | 15,934 | 14,707 | 3,336 |
| Miami | 1991 | 114,380 | 28,541 | 27,930 | 9,147 | 10,336 | 9,967 | 1,107 | 2,311 | 1,682 | 35,688 | 11,874 | 5,859 | 4,019 |
| | 1987 | 91,623 | 22,714 | 22,223 | 6,683 | 9,032 | 8,692 | 933 | 3,091 | 2,279 | 26,792 | 9,076 | 5,492 | 3,072 |
| Wyandotte | 1991 | 929,521 | 171,234 | 161,759 | 101,869 | 122,507 | 104,245 | 23,917 | 25,055 | 10,379 | 243,868 | 78,506 | 39,154 | 39,809 |
| | 1987 | 775,135 | 164,533 | 155,398 | 80,319 | 92,310 | 77,903 | 21,704 | 24,261 | 10,224 | 184,183 | 69,156 | 37,319 | 30,809 |
| *Cass, Mo.* | *1991* | *324,253* | *77,393* | *76,083* | *24,451* | *29,968* | *28,762* | *956* | *5,923* | *3,800* | *80,816* | *49,563* | *22,793* | *18,957* |
| | *1987* | *264,033* | *61,121* | *60,075* | *20,920* | *25,701* | *24,615* | *1,110* | *6,924* | *4,433* | *67,644* | *34,934* | *19,415* | *13,508* |
| *Clay, Mo.* | *1991* | *1,420,877* | *204,587* | *197,199* | *119,370* | *244,071* | *221,243* | *55,566* | *56,921* | *29,641* | *387,156* | *95,743* | *106,881* | *43,431* |
| | *1987* | *1,164,542* | *194,311* | *187,257* | *99,559* | *200,439* | *180,762* | *43,511* | *61,918* | *32,832* | *287,001* | *88,651* | *79,943* | *32,378* |
| *Jackson, Mo.* | *1991* | *5,302,127* | *892,974* | *861,410* | *599,713* | *769,916* | *620,893* | *265,494* | *177,091* | *79,049* | *1,418,653* | *378,036* | *271,448* | *177,637* |
| | *1987* | *4,723,882* | *791,410* | *763,283* | *542,015* | *661,890* | *528,142* | *246,001* | *207,045* | *94,091* | *1,157,788* | *329,027* | *234,216* | *146,542* |
| *Lafayette, Mo.* | *1991* | *121,106* | *32,530* | *31,882* | *13,883* | *12,742* | *9,181* | *853* | *1,698* | *1,436* | *21,191* | *23,673* | *3,735* | *4,729* |
| | *1987* | *104,387* | *28,083* | *27,519* | *11,146* | *9,657* | *6,854* | *1,140* | *2,273* | *1,934* | *19,027* | *18,960* | *4,313* | *3,780* |
| *Platte, Mo.* | *1991* | *338,088* | *133,276* | *130,555* | *60,477* | *16,701* | *15,286* | *5,174* | *5,730* | *4,273* | *18,655* | *40,857* | *34,535* | *7,261* |
| | *1987* | *260,883* | *94,023* | *92,085* | *46,165* | *14,949* | *13,621* | *3,888* | *6,521* | *4,893* | *17,266* | *30,544* | *27,028* | *6,651* |
| *Ray, Mo.* | *1991* | *79,932* | *14,265* | *13,800* | *4,598* | *12,455* | *11,785* | *670* | *1,352* | *923* | *14,000* | *19,058* | *6,659* | *3,646* |
| | *1987* | *68,042* | *12,595* | *12,182* | *4,547* | *9,773* | *9,221* | *720* | *1,724* | *1,176* | *10,718* | *14,970* | *5,815* | *3,013* |
| **LAWRENCE** | 1991 | **521,329** | **110,288** | **104,960** | **68,967** | **70,900** | **61,787** | **24,029** | **20,908** | **9,092** | **93,857** | **33,296** | **27,263** | **11,338** |
| | 1987 | 392,291 | 83,067 | 79,038 | 50,749 | 46,889 | 40,575 | 16,487 | 19,427 | 8,610 | 69,587 | 27,549 | 25,061 | 8,657 |
| Douglas | 1991 | 521,329 | 110,288 | 104,960 | 68,967 | 70,900 | 61,787 | 24,029 | 20,908 | 9,092 | 93,857 | 33,296 | 27,263 | 11,338 |
| | 1987 | 392,291 | 83,067 | 79,038 | 50,749 | 46,889 | 40,575 | 16,487 | 19,427 | 8,610 | 69,587 | 27,549 | 25,061 | 8,657 |
| **TOPEKA** | 1991 | **1,337,811** | **229,510** | **223,985** | **136,866** | **181,743** | **168,677** | **56,907** | **42,930** | **27,626** | **341,995** | **114,574** | **88,468** | **55,348** |
| | 1987 | 1,088,689 | 207,886 | 202,841 | 111,795 | 152,909 | 141,354 | 41,344 | 49,491 | 32,387 | 244,052 | 82,050 | 72,287 | 45,824 |
| Shawnee | 1991 | 1,337,811 | 229,510 | 223,985 | 136,866 | 181,743 | 168,677 | 56,907 | 42,930 | 27,626 | 341,995 | 114,574 | 88,468 | 55,348 |
| | 1987 | 1,088,689 | 207,886 | 202,841 | 111,795 | 152,909 | 141,354 | 41,344 | 49,491 | 32,387 | 244,052 | 82,050 | 72,287 | 45,824 |
| **WICHITA** | 1991 | **3,570,275** | **711,309** | **689,453** | **390,745** | **550,429** | **430,855** | **164,098** | **111,969** | **51,099** | **782,312** | **265,808** | **188,313** | **87,101** |
| | 1987 | 2,874,668 | 549,926 | 532,931 | 315,415 | 419,061 | 324,192 | 128,447 | 129,204 | 61,046 | 615,514 | 197,584 | 173,769 | 69,525 |
| Butler | 1991 | 227,886 | 47,173 | 45,845 | 23,042 | 31,617 | 23,770 | 4,302 | 5,747 | 4,286 | 55,783 | 25,912 | 12,560 | 5,487 |
| | 1987 | 185,490 | 39,457 | 38,339 | 17,866 | 22,829 | 16,926 | 3,976 | 7,750 | 5,821 | 43,084 | 20,793 | 10,111 | 5,104 |
| Sedgwick | 1991 | 3,342,389 | 664,136 | 643,608 | 367,703 | 518,812 | 407,085 | 159,796 | 106,222 | 46,813 | 726,529 | 239,896 | 175,753 | 81,614 |
| | 1987 | 2,689,178 | 510,469 | 494,592 | 297,549 | 396,232 | 307,266 | 124,471 | 121,454 | 55,225 | 572,430 | 176,791 | 163,658 | 64,421 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Allen | 1991 | 64,434 | 18,243 | 17,549 | 10,473 | 2,077 | | 2,771 | 1,011 | 626 | 9,679 | 6,697 | 6,145 | 2,290 |
| | 1987 | 53,932 | 14,448 | 13,896 | 9,346 | 2,429 | | 2,208 | 1,135 | 696 | 7,345 | 4,976 | 6,166 | 1,641 |
| Anderson | 1991 | 26,657 | 4,346 | 4,291 | 2,681 | 1,027 | | 334 | 976 | 634 | 7,981 | 5,264 | 1,086 | 1,230 |
| | 1987 | 23,018 | 4,902 | 4,839 | 2,288 | 832 | | 516 | 892 | 577 | 5,825 | 3,973 | 1,032 | 963 |
| Atchison | 1991 | 86,926 | 20,558 | 19,913 | 6,266 | 13,029 | | 1,955 | 3,385 | 3,043 | 17,684 | 2,547 | 9,566 | 5,771 |
| | 1987 | 68,345 | 16,643 | 16,118 | 5,089 | 10,709 | | 1,623 | 3,140 | 2,821 | 12,036 | 2,114 | 7,446 | 4,209 |
| Barber | 1991 | 33,405 | 6,100 | 5,907 | 2,121 | 1,491 | | 215 | 925 | | 8,802 | 8,968 | 609 | 2,000 |
| | 1987 | 29,477 | 6,003 | 5,812 | 1,853 | 1,244 | | 354 | 1,030 | | 7,288 | 7,298 | 772 | 1,782 |
| Barton | 1991 | 212,534 | 51,044 | 49,595 | 23,929 | 33,426 | 26,214 | 6,847 | 6,257 | 3,768 | 48,705 | 18,589 | 7,467 | 5,690 |
| | 1987 | 187,881 | 44,403 | 43,134 | 19,529 | 26,670 | 20,669 | 6,651 | 7,870 | 4,762 | 43,006 | 16,083 | 7,906 | 4,728 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1991<br>U.S. CENSUS 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **KANSAS (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Bourbon | 1991 | 90,323 | 23,991 | 23,354 | 9,721 | 10,921 | 10,130 | 1,555 | 1,449 | 1,046 | 21,318 | 10,830 | 3,944 | 2,156 |
| | 1987 | 77,908 | 19,433 | 18,913 | 9,696 | 9,645 | 8,912 | 1,978 | 2,112 | 1,532 | 17,643 | 7,535 | 3,811 | 2,169 |
| Brown | 1991 | 45,162 | 13,311 | 12,927 | 2,708 | 8,834 | 8,600 | 1,575 | 504 | 298 | 7,025 | 3,812 | 3,364 | 1,815 |
| | 1987 | 38,278 | 11,034 | 10,713 | 2,311 | 6,727 | 6,540 | 1,123 | 534 | 322 | 6,070 | 3,933 | 3,237 | 1,324 |
| Butler | 1991 | 227,886 | 47,173 | 45,845 | 23,042 | 31,617 | 23,770 | 4,302 | 5,747 | 4,286 | 55,783 | 25,912 | 12,560 | 5,487 |
| | 1987 | 185,490 | 39,457 | 38,339 | 17,866 | 22,829 | 16,926 | 3,976 | 7,750 | 5,821 | 43,084 | 20,793 | 10,111 | 5,104 |
| Chase | 1991 | 9,165 | 1,511 | 1,440 | 1,371 | 106 | | 360 | 44 | | 595 | 3,640 | | 1,008 |
| | 1987 | 8,018 | 1,505 | 1,434 | 1,078 | 102 | | 308 | 56 | | 406 | 3,387 | | 750 |
| Chautauqua | 1991 | 9,182 | 4,177 | 4,069 | 793 | 728 | | 52 | 36 | | 190 | 1,634 | 459 | 671 |
| | 1987 | 8,847 | 3,706 | 3,610 | 747 | 635 | | 66 | 61 | | 169 | 1,867 | 656 | 539 |
| Cherokee | 1991 | 67,116 | 26,740 | 25,837 | 6,260 | 8,443 | 6,272 | 617 | 1,092 | 495 | 8,158 | 3,856 | 4,026 | 3,411 |
| | 1987 | 57,295 | 22,287 | 21,530 | 5,365 | 6,246 | 4,577 | 549 | 1,319 | 598 | 7,936 | 3,536 | 3,828 | 2,568 |
| Cheyenne | 1991 | 16,634 | 5,933 | 5,761 | 1,130 | 1,221 | | 1,146 | 314 | 227 | 1,817 | 2,565 | 1,106 | 73 |
| | 1987 | 14,141 | 4,743 | 4,605 | 1,076 | 786 | | 731 | 382 | 283 | 2,101 | 1,826 | 1,469 | 77 |
| Clark | 1991 | 11,202 | 3,068 | 2,952 | 953 | | | 509 | 318 | 202 | 1,967 | 3,114 | 167 | 772 |
| | 1987 | 9,962 | 2,556 | 2,458 | 864 | | | 432 | 453 | 298 | 1,410 | 2,874 | 328 | 743 |
| Clay | 1991 | 40,855 | 11,118 | 10,739 | 1,981 | 868 | | 2,173 | 593 | 354 | 9,057 | 6,003 | 2,835 | 1,490 |
| | 1987 | 35,637 | 9,130 | 8,817 | 2,008 | 1,403 | | 1,738 | 950 | 586 | 7,537 | 4,554 | 2,585 | 1,210 |
| Cloud | 1991 | 66,220 | 16,407 | 15,733 | 4,274 | 7,372 | | 4,330 | 1,201 | 845 | 17,160 | 6,160 | 2,948 | 2,923 |
| | 1987 | 52,714 | 11,659 | 11,178 | 3,829 | 5,190 | | 3,598 | 1,865 | 1,336 | 13,386 | 5,209 | 3,059 | 2,180 |
| Coffey | 1991 | 37,354 | 8,374 | 8,082 | 2,678 | 366 | | 641 | 663 | 383 | 6,593 | 13,247 | 1,497 | 1,469 |
| | 1987 | 29,885 | 7,682 | 7,413 | 2,299 | 357 | | 402 | 872 | 520 | 5,246 | 8,950 | 1,040 | 1,217 |
| Comanche | 1991 | 7,180 | 1,278 | 1,243 | 495 | | | 106 | 224 | | 1,950 | 1,359 | 968 | 470 |
| | 1987 | 6,925 | 1,283 | 1,248 | 568 | | | 106 | 300 | | 1,632 | 1,327 | 931 | 459 |
| Cowley | 1991 | 209,728 | 43,587 | 42,535 | 20,502 | 28,898 | 16,221 | 8,614 | 5,179 | 2,554 | 38,567 | 25,802 | 7,568 | 10,573 |
| | 1987 | 172,866 | 36,120 | 35,241 | 16,917 | 22,921 | 12,563 | 7,466 | 7,177 | 3,625 | 31,258 | 18,092 | 8,390 | 8,450 |
| Crawford | 1991 | 209,320 | 51,019 | 49,649 | 23,277 | 31,564 | 26,443 | 7,989 | 4,938 | 3,131 | 38,992 | 19,758 | 15,702 | 4,167 |
| | 1987 | 168,380 | 44,101 | 42,908 | 17,850 | 24,378 | 20,244 | 6,357 | 5,697 | 3,632 | 29,217 | 12,990 | 13,173 | 3,970 |
| Decatur | 1991 | 14,506 | 2,073 | 1,977 | 1,746 | 102 | | 201 | 213 | | 4,202 | 2,712 | 680 | 346 |
| | 1987 | 14,688 | 2,225 | 2,122 | 1,640 | 112 | | 193 | 364 | | 3,981 | 2,485 | 685 | 420 |
| Dickinson | 1991 | 84,108 | 23,650 | 22,849 | 9,366 | 3,728 | 1,635 | 2,242 | 1,104 | 859 | 12,859 | 16,106 | 5,151 | 3,763 |
| | 1987 | 68,130 | 18,901 | 18,257 | 7,416 | 3,796 | 1,616 | 1,720 | 1,237 | 971 | 10,322 | 11,953 | 4,411 | 2,897 |
| Doniphan | 1991 | 31,001 | 7,151 | 6,960 | 1,664 | 642 | | 207 | 125 | | 2,591 | 1,967 | 13,740 | 1,392 |
| | 1987 | 25,327 | 6,201 | 6,035 | 1,522 | 480 | | 123 | 211 | | 1,906 | 1,653 | 11,065 | 987 |
| Douglas | 1991 | 521,329 | 110,288 | 104,960 | 68,967 | 70,900 | 61,787 | 24,029 | 20,908 | 9,092 | 93,857 | 33,296 | 27,263 | 11,338 |
| | 1987 | 392,291 | 83,067 | 79,038 | 50,749 | 46,889 | 40,575 | 16,487 | 19,427 | 8,610 | 69,587 | 27,549 | 25,061 | 8,657 |
| Edwards | 1991 | 11,720 | 3,728 | 3,575 | 1,389 | 435 | | 571 | 259 | 259 | 1,777 | 499 | 1,215 | 924 |
| | 1987 | 10,740 | 3,874 | 3,714 | 1,119 | 294 | | 464 | 294 | 294 | 1,385 | 612 | 911 | 647 |
| Elk | 1991 | 6,808 | 2,198 | 2,068 | 406 | | | 35 | 66 | | 437 | 1,485 | 410 | 109 |
| | 1987 | 6,598 | 1,867 | 1,756 | 420 | | | 67 | 112 | | 491 | 1,090 | 415 | 156 |
| Ellis | 1991 | 236,249 | 48,055 | 47,575 | 25,401 | 45,677 | 36,580 | 13,300 | 5,588 | 2,710 | 45,628 | 22,219 | 10,151 | 5,873 |
| | 1987 | 196,359 | 38,425 | 38,033 | 21,363 | 32,483 | 25,736 | 11,209 | 7,114 | 3,491 | 37,847 | 19,218 | 10,487 | 4,983 |
| Ellsworth | 1991 | 25,644 | 8,630 | 8,307 | 1,699 | 329 | | 498 | 730 | 442 | 3,651 | 6,730 | 1,572 | 950 |
| | 1987 | 22,457 | 6,975 | 6,712 | 1,733 | 419 | | 386 | 721 | 440 | 3,590 | 5,201 | 1,554 | 987 |
| Finney | 1991 | 259,336 | 60,643 | 58,929 | 17,360 | 47,763 | 37,655 | 10,613 | 7,924 | 3,466 | 44,760 | 24,135 | 18,738 | 4,706 |
| | 1987 | 208,559 | 47,142 | 45,801 | 14,835 | 34,508 | 26,885 | 9,990 | 9,321 | 4,116 | 41,874 | 15,956 | 15,859 | 2,870 |
| Ford | 1991 | 225,999 | 44,647 | 43,372 | 21,073 | 36,893 | 31,134 | 12,455 | 7,203 | 3,043 | 64,272 | 15,139 | 6,577 | 4,188 |
| | 1987 | 188,144 | 36,698 | 35,642 | 18,184 | 29,320 | 24,531 | 9,851 | 9,039 | 3,852 | 51,363 | 11,988 | 6,210 | 4,226 |
| Franklin | 1991 | 119,654 | 28,923 | 28,256 | 11,538 | 24,938 | 21,829 | 3,056 | 1,062 | 551 | 21,305 | 12,145 | 4,462 | 4,352 |
| | 1987 | 94,293 | 24,573 | 24,001 | 9,354 | 17,215 | 14,967 | 2,457 | 1,656 | 881 | 15,422 | 9,384 | 5,006 | 3,198 |
| Geary | 1991 | 170,703 | 28,086 | 27,364 | 29,045 | 27,576 | 25,576 | 3,322 | 6,343 | 3,765 | 31,354 | 25,353 | 6,109 | 1,624 |
| | 1987 | 155,981 | 26,082 | 25,407 | 26,197 | 25,534 | 23,589 | 3,298 | 8,920 | 5,388 | 28,023 | 20,499 | 5,954 | 1,676 |
| Gove | 1991 | 17,628 | 1,848 | 1,765 | 2,684 | | | | 202 | | 4,531 | 6,517 | 859 | 728 |
| | 1987 | 14,401 | 1,994 | 1,904 | 1,931 | | | | 402 | | 3,743 | 4,595 | 719 | 679 |
| Graham | 1991 | 18,172 | 3,904 | 3,734 | 1,409 | 458 | | 511 | 140 | | 5,785 | 3,605 | 929 | 668 |
| | 1987 | 16,604 | 4,441 | 4,247 | 1,195 | 399 | | 360 | 156 | | 5,197 | 2,403 | 1,145 | 558 |
| Grant | 1991 | 38,858 | 9,801 | 9,600 | 4,348 | 3,436 | 2,681 | 447 | 422 | 307 | 11,048 | 1,118 | 3,150 | 1,109 |
| | 1987 | 34,353 | 8,708 | 8,528 | 3,628 | 3,292 | 2,538 | 644 | 740 | 539 | 9,040 | 1,612 | 2,508 | 1,057 |
| Gray | 1991 | 11,919 | 1,784 | 1,723 | 1,399 | | | 840 | 340 | 340 | 1,553 | 1,437 | 2,843 | 696 |
| | 1987 | 10,392 | 1,904 | 1,839 | 1,019 | | | 528 | 357 | 357 | 1,550 | 1,004 | 2,573 | 684 |
| Greeley | 1991 | 7,967 | 690 | 665 | 302 | | | 140 | | | 350 | 4,442 | 630 | 1,046 |
| | 1987 | 6,865 | 1,136 | 1,095 | 380 | | | 183 | | | 366 | 2,671 | 816 | 993 |
| Greenwood | 1991 | 29,680 | 7,839 | 7,541 | 2,071 | 236 | | 420 | 236 | 166 | 4,479 | 6,837 | 3,052 | 2,602 |
| | 1987 | 25,866 | 7,642 | 7,350 | 2,168 | 319 | | 506 | 435 | 307 | 3,872 | 4,738 | 2,825 | 1,835 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1991
U.S. CENSUS: 1987

| METRO AREA County | Year | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **KANSAS (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Hamilton | 1991 | 6,806 | 108 | 78 | 564 | 307 | | 110 | 69 | 69 | 341 | 3,257 | 110 | 396 |
| | 1987 | 6,255 | 122 | 88 | 597 | 397 | | 133 | 134 | 134 | 458 | 2,185 | 181 | 336 |
| Harper | 1991 | 34,920 | 10,222 | 9,905 | 3,064 | 2,579 | | 1,610 | 488 | 488 | 9,830 | 3,041 | 982 | 1,862 |
| | 1987 | 31,479 | 8,519 | 8,253 | 2,747 | 2,500 | | 1,372 | 605 | 605 | 8,744 | 2,833 | 1,352 | 1,575 |
| Harvey | 1991 | 183,426 | 46,127 | 44,151 | 20,676 | 17,605 | 12,144 | 5,570 | 7,301 | 3,407 | 28,043 | 19,464 | 23,916 | 3,339 |
| | 1987 | 147,040 | 35,655 | 34,121 | 16,361 | 12,347 | 8,375 | 5,463 | 7,556 | 3,657 | 20,549 | 17,641 | 17,358 | 2,534 |
| Haskell | 1991 | 8,444 | 4,016 | 3,870 | 1,147 | | | 262 | 118 | 118 | 1,111 | 595 | 515 | 580 |
| | 1987 | 7,367 | 3,746 | 3,609 | 714 | | | 237 | 144 | 144 | 689 | 350 | 799 | 577 |
| Hodgeman | 1991 | 5,437 | 1,196 | 1,130 | 295 | | | | 25 | | 2,221 | 1,080 | 134 | |
| | 1987 | 4,307 | 945 | 893 | 186 | | | | 46 | | 1,404 | 1,009 | 242 | |
| Jackson | 1991 | 48,534 | 12,166 | 11,737 | 2,242 | 8,221 | 6,874 | 412 | 769 | 520 | 9,977 | 4,401 | 4,997 | 2,683 |
| | 1987 | 39,766 | 9,779 | 9,432 | 2,318 | 6,272 | 5,194 | 480 | 993 | 692 | 7,901 | 3,956 | 3,704 | 1,755 |
| Jefferson | 1991 | 28,995 | 7,723 | 7,599 | 2,131 | 751 | | 271 | 641 | 506 | 3,456 | 8,065 | 1,876 | 1,166 |
| | 1987 | 24,908 | 6,994 | 6,880 | 1,771 | 547 | | 185 | 848 | 669 | 3,071 | 5,786 | 1,924 | 1,080 |
| Jewell | 1991 | 10,773 | 3,270 | 3,191 | 1,101 | 104 | | 23 | 174 | 54 | 795 | 2,684 | 1,061 | 470 |
| | 1987 | 9,005 | 2,512 | 2,451 | 1,054 | 120 | | 21 | 305 | 103 | 531 | 2,316 | 953 | 424 |
| Johnson | 1991 | 3,707,724 | 671,695 | 647,651 | 290,752 | 553,385 | 474,834 | 166,325 | 195,768 | 106,301 | 1,043,650 | 187,440 | 175,513 | 103,861 |
| | 1987 | 2,837,428 | 480,943 | 463,634 | 231,426 | 415,183 | 353,510 | 145,437 | 206,192 | 114,986 | 746,913 | 159,964 | 127,385 | 69,773 |
| Kearny | 1991 | 9,726 | 4,644 | 4,334 | 265 | | | 606 | 68 | | 2,238 | 1,023 | 239 | 132 |
| | 1987 | 8,124 | 3,854 | 3,596 | 175 | | | 423 | 123 | | 1,917 | 667 | 337 | 206 |
| Kingman | 1991 | 34,483 | 11,815 | 11,349 | 2,723 | 3,468 | | 748 | 660 | 365 | 5,314 | 3,902 | 1,582 | 1,040 |
| | 1987 | 28,901 | 9,017 | 8,660 | 2,539 | 2,228 | | 868 | 907 | 490 | 5,091 | 3,256 | 1,434 | 984 |
| Kiowa | 1991 | 15,872 | 3,564 | 3,430 | 1,874 | 153 | | 209 | 345 | 345 | 2,215 | 5,151 | 793 | 500 |
| | 1987 | 14,708 | 3,867 | 3,720 | 1,743 | 297 | | 242 | 483 | 483 | 2,092 | 3,535 | 950 | 552 |
| Labette | 1991 | 120,053 | 32,642 | 32,438 | 9,552 | 16,998 | 12,445 | 4,221 | 2,925 | 1,846 | 23,301 | 11,308 | 5,184 | 5,468 |
| | 1987 | 105,141 | 26,628 | 26,457 | 8,742 | 14,614 | 10,547 | 3,640 | 3,575 | 2,297 | 21,704 | 8,837 | 5,818 | 4,337 |
| Lane | 1991 | 10,677 | 3,243 | 3,087 | 928 | | | | 305 | 174 | 394 | 3,605 | 1,106 | 114 |
| | 1987 | 8,394 | 2,683 | 2,553 | 514 | | | | 283 | 158 | 214 | 2,888 | 875 | 144 |
| Leavenworth | 1991 | 287,614 | 61,160 | 60,590 | 23,748 | 43,926 | 43,180 | 5,674 | 8,273 | 6,317 | 79,113 | 21,916 | 18,352 | 3,453 |
| | 1987 | 234,919 | 50,648 | 50,166 | 19,548 | 34,561 | 33,941 | 5,278 | 9,604 | 7,336 | 62,793 | 15,934 | 14,707 | 3,336 |
| Lincoln | 1991 | 13,701 | 4,212 | 4,002 | 1,590 | 775 | | 71 | 301 | 236 | 2,463 | 2,445 | 474 | 323 |
| | 1987 | 10,792 | 3,055 | 2,902 | 1,038 | 504 | | 61 | 418 | 329 | 1,903 | 2,207 | 449 | 354 |
| Linn | 1991 | 25,249 | 8,517 | 8,183 | 1,161 | 537 | | 55 | 255 | | 4,395 | 5,117 | 1,976 | 1,095 |
| | 1987 | 20,929 | 7,432 | 7,139 | 1,255 | 346 | | 45 | 317 | | 3,765 | 3,925 | 1,505 | 880 |
| Logan | 1991 | 25,819 | 6,544 | 6,282 | 589 | 2,464 | | 463 | 1,088 | 620 | 10,648 | 1,894 | 860 | 518 |
| | 1987 | 23,377 | 5,569 | 5,346 | 785 | 1,827 | | 403 | 1,208 | 673 | 8,722 | 2,603 | 990 | 422 |
| Lyon | 1991 | 239,008 | 46,201 | 44,571 | 24,874 | 40,031 | 35,942 | 6,569 | 8,176 | 4,510 | 55,997 | 20,288 | 9,607 | 7,056 |
| | 1987 | 195,603 | 40,768 | 39,322 | 19,834 | 27,936 | 24,940 | 7,052 | 8,693 | 4,968 | 41,713 | 17,319 | 7,782 | 5,494 |
| McPherson | 1991 | 153,792 | 34,192 | 33,133 | 13,097 | 12,226 | 11,433 | 3,706 | 3,395 | 2,292 | 44,859 | 19,933 | 6,726 | 1,984 |
| | 1987 | 133,286 | 29,930 | 28,997 | 12,605 | 10,712 | 9,982 | 3,867 | 4,654 | 3,208 | 39,552 | 13,430 | 6,334 | 1,876 |
| Marion | 1991 | 53,167 | 9,217 | 8,812 | 3,707 | 813 | | 895 | 1,792 | 1,495 | 15,506 | 14,444 | 2,454 | 1,551 |
| | 1987 | 44,932 | 8,238 | 7,874 | 3,113 | 932 | | 753 | 2,073 | 1,728 | 12,855 | 11,124 | 2,311 | 1,255 |
| Marshall | 1991 | 70,222 | 17,138 | 16,632 | 3,683 | 6,856 | 6,789 | 3,364 | 5,274 | 462 | 15,888 | 7,789 | 4,182 | 1,436 |
| | 1987 | 51,615 | 11,607 | 11,263 | 2,865 | 5,596 | 5,541 | 2,288 | 5,248 | 447 | 11,538 | 4,916 | 3,096 | 1,192 |
| Meade | 1991 | 11,727 | 3,172 | 2,949 | 1,627 | 251 | | 501 | 662 | 300 | 2,763 | 1,393 | 922 | 128 |
| | 1987 | 11,568 | 3,309 | 3,075 | 1,458 | 196 | | 333 | 777 | 371 | 2,645 | 1,452 | 955 | 108 |
| Miami | 1991 | 114,380 | 28,541 | 27,930 | 9,147 | 10,336 | 9,967 | 1,107 | 2,311 | 1,682 | 35,688 | 11,874 | 5,859 | 4,019 |
| | 1987 | 91,623 | 22,714 | 22,223 | 6,683 | 9,032 | 8,692 | 933 | 3,091 | 2,279 | 26,792 | 9,076 | 5,492 | 3,072 |
| Mitchell | 1991 | 56,487 | 13,119 | 12,264 | 2,270 | 2,237 | | 1,110 | 944 | 102 | 19,070 | 11,876 | 2,627 | 808 |
| | 1987 | 45,488 | 9,552 | 8,928 | 2,286 | 2,189 | | 1,096 | 1,026 | 110 | 14,445 | 9,483 | 2,370 | 720 |
| Montgomery | 1991 | 256,423 | 72,455 | 70,674 | 21,228 | 36,921 | 24,660 | 7,592 | 6,615 | 3,966 | 65,029 | 14,800 | 10,777 | 8,544 |
| | 1987 | 217,235 | 60,901 | 59,392 | 19,497 | 28,186 | 18,492 | 8,075 | 8,432 | 5,085 | 48,927 | 13,246 | 9,871 | 6,946 |
| Morris | 1991 | 27,914 | 7,686 | 7,379 | 1,840 | 1,124 | | 829 | 298 | 67 | 9,030 | 1,515 | 2,266 | 1,048 |
| | 1987 | 22,613 | 5,777 | 5,545 | 1,493 | 762 | | 599 | 478 | 112 | 7,403 | 1,553 | 2,037 | 692 |
| Morton | 1991 | 12,383 | 3,981 | 3,854 | 601 | 459 | | 404 | 108 | | 2,301 | 2,655 | 534 | 565 |
| | 1987 | 11,834 | 3,619 | 3,503 | 674 | 525 | | 410 | 115 | | 2,283 | 2,175 | 664 | 480 |
| Nemaha | 1991 | 46,529 | 11,688 | 11,378 | 4,234 | 790 | | 1,197 | 701 | 701 | 15,154 | 4,712 | 1,967 | 1,871 |
| | 1987 | 41,121 | 10,908 | 10,617 | 3,675 | 944 | | 988 | 1,021 | 1,021 | 12,321 | 3,234 | 2,112 | 1,726 |
| Neosho | 1991 | 111,178 | 20,980 | 20,276 | 7,045 | 18,570 | 18,432 | 3,896 | 3,295 | 2,250 | 25,138 | 16,910 | 4,734 | 3,271 |
| | 1987 | 89,910 | 18,234 | 17,618 | 6,411 | 12,411 | 12,316 | 2,960 | 3,947 | 2,738 | 21,068 | 11,670 | 4,580 | 2,598 |
| Ness | 1991 | 15,519 | 2,074 | 1,944 | 978 | | | 679 | 391 | 391 | 5,198 | 1,869 | 272 | 1,145 |
| | 1987 | 14,874 | 2,465 | 2,311 | 807 | | | 538 | 426 | 426 | 4,989 | 1,852 | 305 | 834 |
| Norton | 1991 | 36,518 | 10,650 | 10,532 | 2,281 | 3,686 | | 907 | 629 | 187 | 7,081 | 5,898 | 2,236 | 1,141 |
| | 1987 | 31,577 | 8,563 | 8,467 | 1,989 | 2,969 | | 921 | 757 | 226 | 6,454 | 5,063 | 1,951 | 1,057 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1991
U.S. CENSUS: 1987

| METRO AREA County | Year | Total Retail Sales ($000) | Food Stores Total ($000) | Food Stores Super-markets ($000) | Eating & Drinking Places Total ($000) | General Merchandise Stores Total ($000) | General Merchandise Stores Department Stores ($000) | Apparel & Accessories Stores Total ($000) | Furniture/Home Furnishings/Appliance Stores Total ($000) | Furniture/Home Furnishings/Appliance Stores Furniture & Home Furn. ($000) | Automotive Dealers Total ($000) | Gasoline Service Stations Total ($000) | Bldg. Mtls. & Hardware Dealers Total ($000) | Drug-stores Total ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **KANSAS (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Osage | 1991 | 54,906 | 17,289 | 16,717 | 3,973 | 916 | | 406 | 1,073 | 671 | 16,559 | 7,355 | 2,767 | 1,438 |
| | 1987 | 46,980 | 15,026 | 14,526 | 3,516 | 762 | | 501 | 1,564 | 977 | 12,490 | 5,544 | 3,128 | 1,356 |
| Osborne | 1991 | 24,374 | 7,184 | 7,019 | 1,980 | 132 | | 523 | 277 | 69 | 2,738 | 7,139 | 1,693 | 933 |
| | 1987 | 20,242 | 6,055 | 5,915 | 1,678 | 131 | | 475 | 596 | 151 | 2,302 | 5,131 | 1,763 | 778 |
| Ottawa | 1991 | 23,445 | 4,201 | 4,002 | 927 | 348 | | 528 | 232 | 232 | 6,692 | 7,850 | 682 | 1,116 |
| | 1987 | 21,467 | 3,378 | 3,217 | 917 | 384 | | 487 | 333 | 333 | 6,931 | 5,971 | 861 | 1,223 |
| Pawnee | 1991 | 32,771 | 6,474 | 6,240 | 2,768 | 4,740 | | 733 | 580 | 495 | 10,138 | 2,957 | 1,275 | 1,717 |
| | 1987 | 29,330 | 6,620 | 6,380 | 2,406 | 4,114 | | 805 | 834 | 712 | 8,112 | 2,298 | 1,354 | 1,394 |
| Phillips | 1991 | 30,107 | 12,705 | 12,423 | 1,873 | 3,145 | | 1,630 | 844 | 698 | 3,367 | 2,868 | 1,031 | 633 |
| | 1987 | 26,331 | 9,435 | 9,224 | 1,850 | 2,493 | | 1,472 | 1,082 | 894 | 3,505 | 2,536 | 1,180 | 617 |
| Pottawatomie | 1991 | 50,432 | 14,322 | 13,816 | 4,462 | 659 | | 697 | 5,645 | 5,230 | 5,835 | 8,104 | 5,884 | 883 |
| | 1987 | 41,757 | 12,216 | 11,782 | 4,016 | 544 | | 460 | 4,069 | 3,780 | 5,610 | 6,056 | 4,261 | 858 |
| Pratt | 1991 | 74,548 | 17,348 | 16,812 | 8,845 | 15,085 | 8,522 | 2,858 | 583 | 375 | 12,276 | 8,357 | 4,012 | 2,598 |
| | 1987 | 65,326 | 15,225 | 14,752 | 7,773 | 10,928 | 6,027 | 2,268 | 1,009 | 672 | 11,705 | 6,887 | 4,313 | 2,441 |
| Rawlins | 1991 | 10,291 | 3,432 | 3,313 | 874 | 93 | | 202 | 73 | | 2,787 | 1,620 | 285 | 208 |
| | 1987 | 10,289 | 3,790 | 3,657 | 842 | 118 | | 198 | 158 | | 2,345 | 1,439 | 438 | 237 |
| Reno | 1991 | 503,391 | 100,665 | 95,924 | 42,137 | 81,132 | 60,996 | 22,494 | 14,230 | 5,411 | 140,208 | 29,595 | 22,797 | 11,770 |
| | 1987 | 395,322 | 78,838 | 75,110 | 35,905 | 57,829 | 42,898 | 19,928 | 19,187 | 7,592 | 102,498 | 23,112 | 18,434 | 10,489 |
| Republic | 1991 | 21,993 | 5,386 | 5,224 | 1,257 | 592 | | 330 | 485 | 392 | 3,373 | 6,084 | 2,042 | 796 |
| | 1987 | 21,087 | 5,303 | 5,142 | 1,193 | 655 | | 340 | 1,001 | 810 | 3,470 | 4,382 | 1,796 | 1,214 |
| Rice | 1991 | 37,052 | 14,226 | 14,158 | 4,171 | 320 | | 534 | 1,201 | 774 | 4,793 | 6,753 | 1,190 | 1,535 |
| | 1987 | 32,719 | 12,030 | 11,970 | 3,409 | 370 | | 455 | 1,606 | 1,031 | 4,968 | 4,998 | 1,533 | 1,382 |
| Riley | 1991 | 412,704 | 65,113 | 63,852 | 36,010 | 53,290 | 48,573 | 29,750 | 15,409 | 7,861 | 104,983 | 34,431 | 20,837 | 7,025 |
| | 1987 | 324,110 | 54,562 | 53,494 | 30,504 | 44,661 | 40,515 | 18,907 | 16,300 | 8,439 | 75,949 | 27,221 | 17,147 | 5,859 |
| Rooks | 1991 | 21,434 | 3,430 | 3,312 | 1,197 | 146 | | 1,161 | 708 | 633 | 3,048 | 5,751 | 2,032 | 1,013 |
| | 1987 | 21,419 | 4,127 | 3,984 | 1,134 | 146 | | 1,009 | 895 | 801 | 3,016 | 5,528 | 2,263 | 921 |
| Rush | 1991 | 8,180 | 3,063 | 2,873 | 626 | 99 | | 66 | 69 | | 744 | 1,781 | 645 | 184 |
| | 1987 | 7,706 | 2,665 | 2,499 | 617 | 187 | | 69 | 117 | | 552 | 1,632 | 701 | 199 |
| Russell | 1991 | 41,709 | 11,472 | 11,187 | 3,851 | 1,032 | | 1,251 | 627 | 190 | 10,503 | 8,289 | 1,564 | 1,422 |
| | 1987 | 40,433 | 9,803 | 9,558 | 4,105 | 1,322 | | 1,352 | 916 | 286 | 9,442 | 8,328 | 1,674 | 1,620 |
| Saline | 1991 | 468,347 | 75,489 | 73,799 | 41,900 | 73,460 | 67,538 | 31,853 | 12,644 | 4,420 | 100,180 | 51,343 | 34,955 | 7,549 |
| | 1987 | 374,817 | 65,073 | 63,603 | 34,108 | 52,146 | 47,722 | 23,795 | 16,011 | 5,819 | 80,940 | 40,494 | 25,738 | 6,411 |
| Scott | 1991 | 29,050 | 7,009 | 6,788 | 2,887 | 4,191 | | 304 | 1,052 | 902 | 3,590 | 2,788 | 3,530 | 1,166 |
| | 1987 | 26,705 | 6,851 | 6,634 | 2,513 | 2,992 | | 264 | 1,226 | 1,058 | 3,559 | 3,104 | 3,264 | 835 |
| Sedgwick | 1991 | 3,342,389 | 664,136 | 643,608 | 367,703 | 518,812 | 407,085 | 159,796 | 106,222 | 46,813 | 726,529 | 239,896 | 175,753 | 81,614 |
| | 1987 | 2,689,178 | 510,469 | 494,592 | 297,549 | 396,232 | 307,266 | 124,471 | 121,454 | 55,225 | 572,430 | 176,791 | 163,658 | 64,421 |
| Seward | 1991 | 181,507 | 35,297 | 34,328 | 14,672 | 38,495 | 38,128 | 7,737 | 7,121 | 3,797 | 37,190 | 13,956 | 11,521 | 3,797 |
| | 1987 | 145,605 | 26,919 | 26,174 | 11,666 | 25,163 | 24,914 | 7,883 | 7,469 | 4,075 | 32,452 | 11,526 | 8,978 | 3,069 |
| Shawnee | 1991 | 1,337,811 | 229,510 | 223,985 | 136,866 | 181,743 | 168,677 | 56,907 | 42,930 | 27,626 | 341,995 | 114,574 | 88,468 | 55,348 |
| | 1987 | 1,088,689 | 207,886 | 202,841 | 111,795 | 152,909 | 141,354 | 41,344 | 49,491 | 32,387 | 244,052 | 82,050 | 72,287 | 45,824 |
| Sheridan | 1991 | 9,667 | 3,544 | 3,422 | 234 | 210 | | 67 | 166 | 104 | 2,985 | 1,010 | 414 | 611 |
| | 1987 | 8,875 | 2,979 | 2,875 | 306 | 387 | | 130 | 251 | 164 | 2,338 | 933 | 632 | 512 |
| Sherman | 1991 | 64,034 | 10,820 | 10,534 | 5,082 | 6,321 | | 3,431 | 1,586 | 1,002 | 14,161 | 11,684 | 4,883 | 2,444 |
| | 1987 | 54,881 | 8,259 | 8,039 | 4,635 | 5,436 | | 2,751 | 2,261 | 1,447 | 13,720 | 8,719 | 4,137 | 1,975 |
| Smith | 1991 | 20,623 | 6,081 | 5,900 | 1,041 | 705 | | 485 | 642 | 387 | 4,907 | 3,666 | 713 | 674 |
| | 1987 | 18,694 | 5,329 | 5,170 | 1,137 | 702 | | 379 | 788 | 487 | 4,166 | 2,958 | 683 | 568 |
| Stafford | 1991 | 10,280 | 3,906 | 3,742 | 964 | 205 | | 100 | 433 | 433 | 397 | 2,441 | 374 | 1,013 |
| | 1987 | 11,419 | 4,232 | 4,053 | 983 | 140 | | 167 | 417 | 417 | 458 | 2,813 | 518 | 998 |
| Stanton | 1991 | 6,178 | 2,123 | 2,075 | 391 | | | 161 | | | 1,169 | | 1,691 | 204 |
| | 1987 | 5,641 | 2,220 | 2,170 | 283 | | | 135 | | | 945 | | 1,557 | 164 |
| Stevens | 1991 | 17,373 | 5,820 | 5,591 | 1,103 | 606 | | 251 | 351 | 275 | 5,983 | 702 | 433 | 1,259 |
| | 1987 | 14,789 | 5,048 | 4,849 | 942 | 451 | | 253 | 510 | 401 | 4,602 | 525 | 555 | 1,086 |
| Sumner | 1991 | 113,632 | 33,186 | 32,278 | 7,797 | 16,403 | 12,855 | 2,754 | 2,600 | 1,257 | 15,239 | 17,672 | 4,851 | 2,419 |
| | 1987 | 91,706 | 27,724 | 26,961 | 6,761 | 11,426 | 8,852 | 2,133 | 2,871 | 1,422 | 12,480 | 13,621 | 3,965 | 2,340 |
| Thomas | 1991 | 60,834 | 12,624 | 12,073 | 7,686 | 1,194 | | 912 | 847 | 409 | 11,757 | 14,973 | 3,344 | 758 |
| | 1987 | 50,198 | 10,698 | 10,229 | 6,171 | 1,968 | | 1,109 | 978 | 475 | 9,811 | 9,577 | 2,859 | 780 |
| Trego | 1991 | 22,371 | 6,085 | 5,829 | 1,324 | | | 240 | 413 | 96 | 4,191 | 7,051 | 801 | 980 |
| | 1987 | 18,195 | 4,458 | 4,270 | 1,151 | | | 385 | 452 | 106 | 3,583 | 5,117 | 945 | 814 |
| Wabaunsee | 1991 | 20,219 | 2,590 | 2,451 | 1,308 | 65 | | 66 | 115 | 115 | 441 | 12,683 | 2,215 | 254 |
| | 1987 | 16,328 | 2,601 | 2,462 | 1,676 | 72 | | 54 | 209 | 209 | 349 | 8,414 | 2,164 | 212 |
| Wallace | 1991 | 5,255 | 2,605 | 2,494 | 175 | | | 69 | | | 1,894 | | 252 | |
| | 1987 | 4,434 | 2,277 | 2,180 | 154 | | | 108 | | | 1,267 | | 404 | |
| Washington | 1991 | 24,505 | 6,325 | 6,028 | 1,841 | 1,320 | | 107 | 1,750 | 1,035 | 2,395 | 6,452 | 1,077 | 315 |
| | 1987 | 21,279 | 5,292 | 5,043 | 1,850 | 841 | | 177 | 2,081 | 1,270 | 1,997 | 4,724 | 1,424 | 288 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1991<br>U.S. CENSUS: 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **KANSAS (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Wichita | 1991 | 5,876 | 938 | 909 | 286 | | | 83 | | | 3,173 | 717 | 402 | 69 |
| | 1987 | 7,091 | 1,589 | 1,540 | 401 | | | 96 | | | 3,395 | 619 | 648 | 106 |
| Wilson | 1991 | 42,743 | 12,006 | 11,673 | 2,702 | 2,932 | | 799 | 1,275 | 769 | 3,643 | 10,628 | 4,283 | 3,178 |
| | 1987 | 36,160 | 10,906 | 10,602 | 2,147 | 2,157 | | 726 | 1,432 | 880 | 4,208 | 6,886 | 3,690 | 2,413 |
| Woodson | 1991 | 14,007 | 2,847 | 2,659 | 1,007 | 582 | | 423 | 90 | 90 | 2,382 | 2,522 | 1,053 | |
| | 1987 | 11,847 | 3,144 | 2,935 | 816 | 434 | | 290 | 167 | 167 | 1,938 | 2,170 | 981 | |
| Wyandotte | 1991 | 929,521 | 171,234 | 161,759 | 101,869 | 122,507 | 104,245 | 23,917 | 25,055 | 10,379 | 243,868 | 78,506 | 39,154 | 39,809 |
| | 1987 | 775,135 | 164,533 | 155,398 | 80,319 | 92,310 | 77,903 | 21,704 | 24,261 | 10,224 | 184,183 | 69,156 | 37,319 | 30,809 |
| **TOTAL METRO COUNTIES** | **1991** | **10,468,654** | **1,983,737** | **1,916,328** | **1,022,094** | **1,533,226** | **1,293,545** | **442,057** | **407,214** | **212,496** | **2,620,483** | **713,414** | **542,922** | **304,929** |
| | 1987 | 8,294,753 | 1,559,717 | 1,506,231 | 815,935 | 1,169,945 | 980,167 | 359,630 | 441,270 | 236,868 | 1,949,834 | 561,313 | 456,020 | 230,996 |
| **TOTAL STATE** | **1991** | **17,159,623** | **3,506,359** | **3,392,773** | **1,621,325** | **2,362,154** | **1,909,846** | **691,989** | **589,213** | **309,603** | **4,060,782** | **1,510,041** | **933,284** | **498,179** |
| | 1987 | 13,863,350 | 2,839,063 | 2,746,552 | 1,329,563 | 1,802,706 | 1,439,849 | 570,829 | 660,576 | 354,841 | 3,119,368 | 1,182,673 | 802,219 | 393,125 |
| **KENTUCKY** | | | | | | | | | | | | | | |
| **CLARKSVILLE - HOPKINSVILLE** | **1991** | **1,054,654** | **154,414** | **151,023** | **95,722** | **147,120** | **130,744** | **53,645** | **52,263** | **25,665** | **296,234** | **73,513** | **75,499** | **32,874** |
| | 1987 | 911,020 | 148,675 | 145,382 | 84,905 | 120,040 | 106,084 | 36,362 | 42,422 | 21,428 | 274,550 | 57,625 | 64,962 | 24,123 |
| Christian | 1991 | 350,100 | 61,994 | 60,618 | 33,840 | 41,621 | 32,007 | 14,505 | 13,591 | 6,613 | 70,691 | 37,325 | 23,460 | 16,044 |
| | 1987 | 312,257 | 57,954 | 56,657 | 32,080 | 33,855 | 25,708 | 11,863 | 12,850 | 6,409 | 75,012 | 26,545 | 20,592 | 11,707 |
| *Montgomery, Tenn.* | *1991* | *704,554* | *92,420* | *90,405* | *61,882* | *105,499* | *98,737* | *39,140* | *38,672* | *19,052* | *225,543* | *36,188* | *52,039* | *16,830* |
| | *1987* | *598,763* | *90,721* | *88,725* | *52,825* | *86,185* | *80,376* | *24,499* | *29,572* | *15,019* | *199,538* | *31,080* | *44,370* | *12,416* |
| **HUNTINGTON - ASHLAND** | **1991** | **1,896,545** | **379,018** | **359,576** | **169,233** | **336,263** | **264,482** | **75,952** | **89,440** | **53,185** | **380,257** | **144,850** | **96,890** | **90,784** |
| | 1987 | 1,699,155 | 367,944 | 348,765 | 147,707 | 283,834 | 219,629 | 72,213 | 74,566 | 45,224 | 356,812 | 130,938 | 91,642 | 66,970 |
| Boyd | 1991 | 453,880 | 73,995 | 66,662 | 35,111 | 89,077 | 73,788 | 16,919 | 12,589 | 9,625 | 110,671 | 29,878 | 22,393 | 24,708 |
| | 1987 | 386,999 | 73,436 | 66,146 | 31,825 | 70,219 | 57,625 | 14,294 | 11,227 | 8,666 | 92,167 | 26,576 | 20,471 | 17,836 |
| Carter | 1991 | 104,421 | 19,764 | 18,692 | 7,913 | 15,190 | 6,417 | 2,688 | 6,933 | 5,601 | 18,737 | 14,917 | 7,588 | 5,579 |
| | 1987 | 88,669 | 20,270 | 19,167 | 6,441 | 11,226 | 4,593 | 2,354 | 5,941 | 4,811 | 14,842 | 11,362 | 7,993 | 3,762 |
| Greenup | 1991 | 105,742 | 35,630 | 33,934 | 7,692 | 4,090 | 2,112 | 1,134 | 6,294 | 4,835 | 24,844 | 9,872 | 4,197 | 6,478 |
| | 1987 | 89,452 | 32,558 | 31,002 | 6,020 | 3,798 | 1,911 | 1,427 | 4,786 | 3,686 | 19,743 | 8,354 | 4,013 | 4,093 |
| *Lawrence, Ohio* | *1991* | *247,386* | *69,693* | *68,748* | *20,787* | *20,998* | *15,841* | *3,405* | *11,726* | *7,537* | *50,062* | *32,275* | *13,060* | *12,935* |
| | *1987* | *215,590* | *63,348* | *62,476* | *17,567* | *17,105* | *12,731* | *5,067* | *9,036* | *5,977* | *44,698* | *26,736* | *9,572* | *11,665* |
| *Cabell, W. Va.* | *1991* | *875,431* | *145,687* | *138,990* | *88,244* | *190,484* | *166,324* | *49,353* | *46,971* | *21,124* | *167,782* | *43,614* | *45,102* | *36,446* |
| | *1987* | *812,908* | *143,979* | *137,332* | *77,758* | *164,656* | *142,769* | *46,099* | *39,458* | *18,342* | *175,050* | *45,689* | *44,547* | *26,393* |
| *Wayne, W. Va.* | *1991* | *109,685* | *34,249* | *32,550* | *9,486* | *16,424* | | *2,453* | *4,927* | *4,463* | *8,161* | *14,294* | *4,550* | *4,638* |
| | *1987* | *105,537* | *34,353* | *32,642* | *8,096* | *16,830* | | *2,972* | *4,118* | *3,742* | *10,312* | *12,221* | *5,046* | *3,221* |
| **LEXINGTON-FAYETTE** | **1991** | **3,044,807** | **504,119** | **484,554** | **334,220** | **475,463** | **401,922** | **168,922** | **183,332** | **84,425** | **611,937** | **218,822** | **121,638** | **118,216** |
| | 1987 | 2,481,096 | 448,265 | 430,807 | 279,297 | 364,131 | 305,775 | 121,981 | 132,591 | 63,257 | 539,132 | 187,634 | 114,358 | 79,984 |
| Bourbon | 1991 | 94,238 | 22,083 | 21,252 | 5,625 | 9,556 | 9,232 | 1,980 | 593 | 478 | 26,512 | 10,766 | 2,044 | 5,470 |
| | 1987 | 79,119 | 20,469 | 19,704 | 5,144 | 7,711 | 7,436 | 1,880 | 844 | 676 | 21,015 | 8,994 | 2,150 | 3,998 |
| Clark | 1991 | 211,836 | 37,132 | 36,458 | 16,675 | 36,989 | 23,265 | 3,216 | 4,833 | 3,400 | 55,542 | 20,834 | 15,841 | 8,850 |
| | 1987 | 174,794 | 35,519 | 34,867 | 13,877 | 26,333 | 16,230 | 3,729 | 4,149 | 2,903 | 47,819 | 15,743 | 13,113 | 5,895 |
| Fayette | 1991 | 2,379,142 | 355,703 | 340,472 | 277,486 | 389,806 | 336,634 | 156,961 | 170,830 | 75,761 | 435,609 | 160,190 | 88,835 | 87,386 |
| | 1987 | 1,939,589 | 314,698 | 301,162 | 233,981 | 301,607 | 258,543 | 110,291 | 121,364 | 55,470 | 402,092 | 138,446 | 84,405 | 57,524 |
| Jessamine | 1991 | 156,225 | 37,128 | 35,208 | 9,535 | 15,554 | 13,337 | 1,246 | 2,662 | 2,249 | 53,438 | 8,368 | 8,349 | 6,799 |
| | 1987 | 124,892 | 31,192 | 29,573 | 8,105 | 10,478 | 8,911 | 1,333 | 2,245 | 1,918 | 39,163 | 9,031 | 7,878 | 5,026 |
| Scott | 1991 | 107,481 | 30,484 | 30,280 | 15,486 | 15,644 | 12,199 | 2,586 | 2,271 | 1,532 | 20,026 | 11,166 | 1,296 | 3,920 |
| | 1987 | 83,355 | 24,953 | 24,781 | 10,913 | 12,498 | 9,632 | 1,871 | 2,184 | 1,463 | 13,976 | 8,046 | 1,640 | 3,355 |
| Woodford | 1991 | 95,885 | 21,589 | 20,874 | 9,413 | 7,914 | 7,255 | 2,933 | 2,143 | 1,005 | 20,810 | 7,498 | 5,273 | 5,591 |
| | 1987 | 79,347 | 21,434 | 20,720 | 7,277 | 5,504 | 5,023 | 2,877 | 1,805 | 827 | 15,067 | 7,374 | 5,172 | 4,186 |
| **LOUISVILLE** | **1991** | **7,310,164** | **1,351,034** | **1,286,253** | **785,684** | **1,103,192** | **898,183** | **305,126** | **376,912** | **211,514** | **1,508,967** | **484,876** | **382,284** | **369,304** |
| | 1987 | 6,043,048 | 1,212,732 | 1,154,429 | 650,969 | 820,806 | 663,470 | 251,450 | 305,996 | 173,916 | 1,327,071 | 426,119 | 317,278 | 254,850 |
| Bullitt | 1991 | 117,184 | 35,118 | 34,226 | 16,633 | 5,685 | | 1,442 | 4,332 | 3,617 | 17,472 | 6,100 | 11,311 | 9,223 |
| | 1987 | 93,653 | 31,528 | 30,721 | 10,668 | 3,472 | | 985 | 3,830 | 3,191 | 14,428 | 6,843 | 7,684 | 5,305 |
| Jefferson | 1991 | 5,605,969 | 1,016,536 | 966,976 | 636,025 | 864,715 | 708,294 | 248,473 | 304,220 | 173,548 | 1,124,636 | 334,889 | 252,650 | 284,716 |
| | 1987 | 4,625,194 | 915,256 | 870,460 | 526,782 | 640,517 | 519,496 | 204,073 | 245,751 | 142,272 | 991,569 | 305,486 | 212,292 | 195,818 |
| Oldham | 1991 | 147,078 | 34,190 | 30,429 | 8,381 | 16,441 | 15,017 | 2,841 | 8,352 | 7,831 | 38,945 | 14,432 | 9,464 | 7,307 |
| | 1987 | 119,226 | 30,218 | 26,889 | 6,332 | 11,276 | 10,253 | 1,899 | 5,850 | 5,511 | 35,086 | 10,399 | 8,659 | 4,632 |
| Shelby | 1991 | 129,949 | 26,972 | 26,256 | 8,146 | 19,547 | 12,334 | 2,004 | 2,898 | 357 | 26,367 | 16,308 | 4,914 | 7,032 |
| | 1987 | 108,463 | 27,169 | 26,443 | 7,415 | 13,324 | 8,232 | 2,178 | 2,235 | 267 | 22,366 | 12,233 | 5,159 | 4,739 |
| *Clark, Ind.* | *1991* | *865,122* | *119,789* | *112,773* | *76,695* | *138,964* | *121,094* | *42,449* | *35,729* | *15,394* | *225,986* | *72,125* | *78,088* | *29,433* |
| | *1987* | *703,352* | *104,427* | *98,291* | *63,970* | *109,188* | *94,486* | *32,192* | *25,230* | *11,168* | *189,812* | *61,457* | *58,092* | *21,390* |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1991<br>U.S. CENSUS: 1987 |  |  | Food Stores |  | Eating & Drinking Places | General Merchandise Stores |  | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores |  | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **KENTUCKY (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **LOUISVILLE (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| *Floyd, Ind.* | *1991* | *308,214* | *85,210* | *83,294* | *29,090* | *39,962* | *36,834* | *7,233* | *18,308* | *10,647* | *43,209* | *23,975* | *17,144* | *25,664* |
|  | *1987* | *280,753* | *75,960* | *74,237* | *27,074* | *30,368* | *27,865* | *9,547* | *19,403* | *11,357* | *46,686* | *18,984* | *16,637* | *18,278* |
| *Harrison, Ind.* | *1991* | *136,648* | *33,219* | *32,299* | *10,714* | *17,878* | *4,610* | *684* | *3,073* | *120* | *32,352* | *17,047* | *8,713* | *5,929* |
|  | *1987* | *112,407* | *28,174* | *27,388* | *8,728* | *12,661* | *3,138* | *576* | *3,697* | *150* | *27,124* | *10,717* | *8,755* | *4,688* |
| **OWENSBORO** | **1991** | **676,408** | **132,967** | **129,790** | **56,818** | **123,949** | **105,300** | **32,772** | **34,206** | **18,101** | **128,160** | **33,243** | **41,891** | **27,423** |
|  | 1987 | 565,186 | 115,752 | 112,963 | 51,937 | 95,569 | 80,519 | 24,016 | 29,239 | 15,682 | 108,905 | 29,890 | 39,876 | 21,893 |
| Daviess | 1991 | 676,408 | 132,967 | 129,790 | 56,818 | 123,949 | 105,300 | 32,772 | 34,206 | 18,101 | 128,160 | 33,243 | 41,891 | 27,423 |
|  | 1987 | 565,186 | 115,752 | 112,963 | 51,937 | 95,569 | 80,519 | 24,016 | 29,239 | 15,682 | 108,905 | 29,890 | 39,876 | 21,893 |
| **ALL COUNTIES** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Adair | 1991 | 64,433 | 17,904 | 16,828 | 4,512 | 11,498 | 9,751 | 1,474 | 2,719 | 1,835 | 8,418 | 9,112 | 3,295 | 3,793 |
|  | 1987 | 50,451 | 15,233 | 14,315 | 3,509 | 7,050 | 5,930 | 1,495 | 2,277 | 1,544 | 6,673 | 6,417 | 3,402 | 2,325 |
| Allen | 1991 | 63,424 | 22,645 | 21,926 | 3,360 | 2,073 |  | 1,056 | 589 | 293 | 14,443 | 8,233 | 4,729 | 3,000 |
|  | 1987 | 52,884 | 19,152 | 18,541 | 2,881 | 1,720 |  | 990 | 650 | 324 | 13,008 | 5,103 | 4,476 | 2,261 |
| Anderson | 1991 | 75,779 | 14,589 | 14,033 | 4,091 | 16,465 | 13,966 | 1,419 | 848 | 511 | 18,981 | 7,427 | 2,352 | 3,489 |
|  | 1987 | 58,424 | 13,883 | 13,351 | 2,988 | 10,052 | 8,456 | 1,267 | 660 | 411 | 14,213 | 5,974 | 2,204 | 2,175 |
| Ballard | 1991 | 55,591 | 14,937 | 14,660 | 1,681 | 294 |  | 4,638 | 1,551 | 802 | 24,098 | 1,020 | 2,398 | 2,459 |
|  | 1987 | 42,614 | 11,558 | 11,341 | 1,324 | 230 |  | 2,704 | 933 | 469 | 18,422 | 1,357 | 2,783 | 1,414 |
| Barren | 1991 | 236,304 | 54,293 | 53,379 | 22,457 | 44,743 | 42,427 | 5,999 | 9,302 | 4,093 | 37,432 | 22,403 | 15,969 | 10,044 |
|  | 1987 | 186,060 | 44,538 | 43,779 | 17,924 | 30,132 | 28,491 | 5,124 | 7,536 | 3,374 | 29,868 | 17,039 | 15,677 | 7,782 |
| Bath | 1991 | 29,865 | 12,821 | 12,330 | 940 | 1,175 |  | 221 | 1,437 | 1,299 | 7,149 | 1,851 | 1,090 | 2,297 |
|  | 1987 | 23,185 | 9,696 | 9,323 | 721 | 1,003 |  | 178 | 1,088 | 992 | 5,745 | 1,807 | 881 | 1,380 |
| Bell | 1991 | 221,471 | 49,589 | 47,967 | 20,861 | 67,679 | 44,006 | 8,156 | 6,889 | 4,020 | 29,202 | 16,287 | 8,770 | 8,458 |
|  | 1987 | 189,023 | 46,033 | 44,518 | 16,611 | 47,421 | 30,251 | 6,749 | 6,927 | 4,070 | 29,322 | 12,954 | 9,333 | 6,295 |
| ☐ Boone | 1991 | 802,131 | 82,360 | 74,930 | 66,173 | 152,048 | 135,492 | 48,104 | 38,851 | 16,009 | 184,060 | 80,971 | 33,036 | 35,960 |
|  | 1987 | 609,237 | 77,950 | 70,904 | 53,732 | 112,290 | 99,476 | 30,928 | 24,855 | 10,522 | 141,676 | 63,964 | 30,751 | 21,324 |
| Bourbon | 1991 | 94,238 | 22,083 | 21,262 | 5,625 | 9,556 | 9,232 | 1,980 | 593 | 478 | 26,512 | 10,766 | 2,044 | 5,470 |
|  | 1987 | 79,119 | 20,469 | 19,704 | 5,144 | 7,711 | 7,436 | 1,880 | 844 | 676 | 21,015 | 8,994 | 2,150 | 3,998 |
| Boyd | 1991 | 453,880 | 73,995 | 66,662 | 35,111 | 89,077 | 73,788 | 16,919 | 12,589 | 9,625 | 110,671 | 29,878 | 22,393 | 24,708 |
|  | 1987 | 386,999 | 73,436 | 66,146 | 31,825 | 70,219 | 57,625 | 14,294 | 11,227 | 8,666 | 92,167 | 26,576 | 20,471 | 17,836 |
| Boyle | 1991 | 224,179 | 40,808 | 40,245 | 17,820 | 39,918 | 30,900 | 4,788 | 12,895 | 11,855 | 55,234 | 15,466 | 12,542 | 6,632 |
|  | 1987 | 186,121 | 36,640 | 36,128 | 15,572 | 30,786 | 23,535 | 4,525 | 10,512 | 9,712 | 45,863 | 10,643 | 12,012 | 5,282 |
| Bracken | 1991 | 13,937 | 3,576 | 3,247 | 1,069 | 666 |  | 365 | 347 | 347 | 2,524 | 1,622 | 927 | 939 |
|  | 1987 | 12,272 | 4,084 | 3,708 | 757 | 452 |  | 219 | 288 | 288 | 2,340 | 1,258 | 866 | 586 |
| Breathitt | 1991 | 88,522 | 22,224 | 20,767 | 6,959 | 17,366 | 13,740 | 3,144 | 3,548 | 2,391 | 17,174 | 3,516 | 5,486 | 3,962 |
|  | 1987 | 70,613 | 19,483 | 18,202 | 4,713 | 11,773 | 9,209 | 2,344 | 2,558 | 1,771 | 12,913 | 4,821 | 5,262 | 2,347 |
| Breckinridge | 1991 | 72,817 | 16,901 | 16,314 | 3,946 | 12,955 | 9,625 | 1,364 | 685 |  | 15,522 | 6,877 | 4,262 | 5,100 |
|  | 1987 | 58,684 | 18,176 | 17,542 | 3,124 | 8,138 | 5,962 | 1,091 | 754 |  | 11,211 | 5,531 | 3,728 | 3,112 |
| Bullitt | 1991 | 117,184 | 35,118 | 34,226 | 16,633 | 5,685 |  | 1,442 | 4,332 | 3,617 | 17,472 | 6,100 | 11,311 | 9,223 |
|  | 1987 | 93,653 | 31,528 | 30,721 | 10,668 | 3,472 |  | 985 | 3,830 | 3,191 | 14,428 | 6,843 | 7,684 | 5,305 |
| Butler | 1991 | 25,868 | 12,264 | 11,934 | 879 | 1,253 |  | 313 | 1,362 | 1,362 | 3,300 | 4,064 | 122 | 1,928 |
|  | 1987 | 22,868 | 10,506 | 10,222 | 738 | 1,014 |  | 232 | 1,031 | 1,031 | 3,241 | 3,948 | 162 | 1,663 |
| Caldwell | 1991 | 100,864 | 21,252 | 20,885 | 5,160 | 11,593 | 9,032 | 2,359 | 1,610 | 990 | 40,592 | 2,947 | 3,682 | 5,306 |
|  | 1987 | 83,700 | 18,267 | 17,948 | 5,012 | 9,487 | 7,305 | 2,537 | 1,777 | 1,118 | 29,894 | 2,707 | 4,371 | 4,191 |
| Calloway | 1991 | 242,032 | 39,085 | 38,408 | 11,749 | 24,145 | 17,780 | 14,777 | 6,869 | 3,093 | 95,135 | 13,241 | 17,217 | 7,279 |
|  | 1987 | 201,289 | 34,038 | 33,442 | 11,576 | 17,430 | 12,656 | 12,465 | 6,384 | 2,887 | 79,342 | 10,337 | 13,128 | 5,682 |
| ☐ Campbell | 1991 | 455,370 | 118,042 | 111,663 | 61,788 | 41,877 | 37,507 | 20,485 | 15,308 | 5,604 | 80,767 | 32,159 | 24,497 | 33,028 |
|  | 1987 | 383,446 | 105,302 | 99,592 | 53,062 | 32,795 | 29,203 | 17,714 | 13,186 | 5,011 | 63,586 | 30,537 | 21,673 | 22,849 |
| Carlisle | 1991 | 17,936 | 3,166 | 3,073 | 657 | 197 |  | 531 | 24 |  | 6,475 | 5,478 | 929 | 222 |
|  | 1987 | 14,837 | 3,166 | 3,072 | 476 | 216 |  | 327 | 28 |  | 5,200 | 3,424 | 1,533 | 154 |
| Carroll | 1991 | 62,728 | 14,975 | 14,776 | 6,614 | 4,327 |  | 861 | 226 |  | 18,374 | 7,972 | 4,470 | 3,256 |
|  | 1987 | 48,318 | 14,730 | 14,532 | 4,228 | 2,563 |  | 705 | 255 |  | 12,988 | 5,975 | 3,384 | 2,375 |
| Carter | 1991 | 104,421 | 19,764 | 18,692 | 7,913 | 15,190 | 6,417 | 2,688 | 6,933 | 5,601 | 18,737 | 14,917 | 7,588 | 5,579 |
|  | 1987 | 88,669 | 20,270 | 19,167 | 6,441 | 11,226 | 4,593 | 2,354 | 5,941 | 4,811 | 14,842 | 11,362 | 7,993 | 3,762 |
| Casey | 1991 | 41,189 | 15,486 | 14,480 | 3,693 | 2,864 |  | 604 | 1,757 | 1,335 | 8,030 | 4,831 | 2,280 | 488 |
|  | 1987 | 36,252 | 12,781 | 11,948 | 2,979 | 2,908 |  | 784 | 1,330 | 1,033 | 8,075 | 3,109 | 2,048 | 835 |
| Christian | 1991 | 350,100 | 61,994 | 60,618 | 33,840 | 41,621 | 32,007 | 14,505 | 13,591 | 6,613 | 70,691 | 37,325 | 23,460 | 16,044 |
|  | 1987 | 312,257 | 57,954 | 56,657 | 32,080 | 33,855 | 25,708 | 11,863 | 12,850 | 6,409 | 75,012 | 26,545 | 20,592 | 11,707 |
| Clark | 1991 | 211,836 | 37,132 | 36,458 | 16,675 | 36,989 | 23,265 | 3,216 | 4,833 | 3,400 | 55,542 | 20,834 | 15,841 | 8,850 |
|  | 1987 | 174,794 | 35,519 | 34,867 | 13,877 | 26,333 | 16,230 | 3,729 | 4,149 | 2,903 | 47,819 | 15,743 | 13,113 | 5,895 |
| Clay | 1991 | 101,965 | 31,652 | 21,887 | 4,130 | 16,563 | 9,078 | 3,547 | 1,936 | 1,936 | 21,939 | 6,117 | 6,488 | 7,030 |
|  | 1987 | 85,624 | 27,812 | 19,229 | 3,494 | 12,540 | 6,708 | 3,139 | 2,077 | 2,077 | 18,136 | 4,417 | 7,197 | 4,734 |
| Clinton | 1991 | 39,332 | 16,484 | 15,476 | 1,594 | 972 |  | 467 | 355 | 261 | 3,915 | 6,766 | 3,420 | 3,135 |
|  | 1987 | 32,106 | 14,017 | 13,157 | 1,229 | 945 |  | 476 | 517 | 381 | 3,407 | 4,732 | 2,579 | 1,895 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1991<br>U.S. CENSUS: 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **KENTUCKY (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Crittenden | 1991 | 23,504 | 8,741 | 8,536 | 1,503 | 2,132 | | 863 | 1,358 | 1,128 | 2,140 | 2,421 | 1,084 | 1,704 |
| | 1987 | 23,444 | 9,079 | 8,864 | 1,522 | 2,069 | | 649 | 1,269 | 1,071 | 2,483 | 2,131 | 1,193 | 1,414 |
| Cumberland | 1991 | 26,927 | 9,586 | 9,277 | 2,761 | 942 | | 701 | 363 | 363 | 4,273 | 3,498 | 2,390 | 2,018 |
| | 1987 | 22,378 | 8,582 | 8,304 | 2,010 | 919 | | 669 | 587 | 587 | 3,210 | 2,466 | 2,045 | 1,464 |
| Daviess | 1991 | 676,408 | 132,967 | 129,790 | 56,818 | 123,949 | 105,300 | 32,772 | 34,206 | 18,101 | 128,160 | 33,243 | 41,891 | 27,423 |
| | 1987 | 565,186 | 115,752 | 112,963 | 51,937 | 95,569 | 80,519 | 24,016 | 29,239 | 15,682 | 108,905 | 29,890 | 39,876 | 21,893 |
| Edmonson | 1991 | 19,901 | 8,212 | 7,633 | 2,401 | 2,042 | | 137 | 202 | | 2,402 | 2,220 | 290 | 603 |
| | 1987 | 15,769 | 7,413 | 6,888 | 1,578 | 1,267 | | 222 | 225 | | 1,825 | 1,366 | 354 | 583 |
| Elliott | 1991 | 18,165 | 8,394 | 7,722 | 300 | 203 | | | 169 | 169 | 5,820 | 1,012 | 117 | 1,526 |
| | 1987 | 13,704 | 5,032 | 4,628 | 357 | 209 | | | 188 | 188 | 4,776 | 1,216 | 207 | 964 |
| Estill | 1991 | 56,646 | 10,988 | 10,392 | 3,707 | 5,260 | 3,107 | 754 | 1,806 | 1,526 | 20,906 | 7,022 | 1,635 | 3,534 |
| | 1987 | 49,725 | 12,150 | 11,489 | 2,909 | 4,527 | 2,616 | 733 | 1,415 | 1,207 | 18,293 | 4,437 | 1,522 | 2,567 |
| Fayette | 1991 | 2,379,142 | 355,703 | 340,472 | 277,486 | 389,806 | 336,634 | 156,961 | 170,830 | 75,761 | 435,609 | 160,190 | 88,835 | 87,586 |
| | 1987 | 1,939,589 | 314,698 | 301,162 | 233,981 | 301,607 | 258,543 | 110,291 | 121,364 | 55,470 | 402,092 | 138,446 | 84,405 | 57,524 |
| Fleming | 1991 | 77,326 | 15,806 | 14,968 | 3,680 | 4,873 | | 385 | 816 | 816 | 28,278 | 4,128 | 11,150 | 5,228 |
| | 1987 | 62,347 | 13,762 | 13,029 | 2,975 | 3,687 | | 569 | 1,029 | 1,029 | 23,230 | 3,855 | 7,383 | 3,683 |
| Floyd | 1991 | 237,129 | 55,571 | 52,882 | 13,632 | 36,335 | 18,294 | 5,388 | 7,767 | 4,721 | 34,460 | 29,569 | 18,959 | 13,593 |
| | 1987 | 207,527 | 48,482 | 46,127 | 11,821 | 26,876 | 13,176 | 5,510 | 6,480 | 3,987 | 39,486 | 21,301 | 17,782 | 11,591 |
| Franklin | 1991 | 324,237 | 71,868 | 69,789 | 31,168 | 35,367 | 33,919 | 13,224 | 11,369 | 7,703 | 94,099 | 13,653 | 15,450 | 18,216 |
| | 1987 | 258,452 | 60,914 | 59,140 | 25,576 | 27,425 | 26,245 | 10,829 | 8,230 | 5,679 | 68,072 | 16,380 | 15,190 | 12,290 |
| Fulton | 1991 | 61,285 | 15,475 | 15,020 | 3,919 | 7,348 | 6,197 | 1,083 | 1,523 | 413 | 6,760 | 12,606 | 314 | 3,664 |
| | 1987 | 50,812 | 15,410 | 14,954 | 2,773 | 6,633 | 5,548 | 1,056 | 1,592 | 449 | 6,674 | 7,656 | 570 | 2,644 |
| Gallatin | 1991 | 12,549 | 6,236 | 6,072 | 1,061 | 538 | | 254 | 101 | | 353 | 1,203 | 929 | 384 |
| | 1987 | 12,183 | 5,916 | 5,760 | 927 | 569 | | 214 | 90 | | 258 | 1,694 | 1,018 | 350 |
| Garrard | 1991 | 32,650 | 14,266 | 14,001 | 2,305 | 633 | | 1,128 | 994 | 994 | 3,808 | 2,438 | 3,397 | 2,461 |
| | 1987 | 26,594 | 10,559 | 10,361 | 1,979 | 737 | | 766 | 1,061 | 1,061 | 3,175 | 2,173 | 3,467 | 1,654 |
| Grant | 1991 | 86,203 | 20,018 | 19,516 | 6,258 | 11,742 | 10,159 | 278 | 1,314 | 900 | 23,857 | 5,768 | 4,733 | 3,777 |
| | 1987 | 69,612 | 16,716 | 16,294 | 5,068 | 9,792 | 8,411 | 477 | 1,233 | 866 | 17,729 | 6,341 | 4,148 | 2,587 |
| Graves | 1991 | 198,329 | 40,352 | 39,354 | 12,900 | 26,488 | 20,394 | 5,409 | 7,969 | 5,147 | 45,607 | 17,883 | 21,133 | 10,006 |
| | 1987 | 166,323 | 35,990 | 35,093 | 9,838 | 18,520 | 14,084 | 5,510 | 5,733 | 3,747 | 39,758 | 12,854 | 22,828 | 6,733 |
| Grayson | 1991 | 90,408 | 25,090 | 24,072 | 3,448 | 12,469 | 10,371 | 1,031 | 4,157 | 2,028 | 11,346 | 7,259 | 12,998 | 5,831 |
| | 1987 | 75,454 | 20,873 | 20,022 | 3,545 | 9,920 | 8,175 | 1,282 | 3,273 | 1,630 | 10,162 | 5,865 | 10,723 | 4,403 |
| Green | 1991 | 28,990 | 11,389 | 10,942 | 2,417 | 703 | | 583 | 951 | 951 | 2,544 | 3,307 | 4,224 | 2,224 |
| | 1987 | 24,992 | 10,856 | 10,428 | 1,636 | 817 | | 472 | 689 | 689 | 2,629 | 2,326 | 3,456 | 1,357 |
| Greenup | 1991 | 105,742 | 35,630 | 33,934 | 7,692 | 4,090 | 2,112 | 1,134 | 6,294 | 4,835 | 24,844 | 9,872 | 4,197 | 6,478 |
| | 1987 | 89,452 | 32,558 | 31,002 | 6,020 | 3,798 | 1,911 | 1,427 | 4,786 | 3,686 | 19,743 | 8,354 | 4,013 | 4,093 |
| Hancock | 1991 | 18,055 | 9,750 | 9,648 | 485 | | | | 354 | | 830 | 1,962 | 1,356 | 2,459 |
| | 1987 | 14,813 | 8,432 | 8,342 | 463 | | | | 268 | | 689 | 1,377 | 1,147 | 1,677 |
| Hardin | 1991 | 682,169 | 101,963 | 99,294 | 59,575 | 98,287 | 79,616 | 24,826 | 21,978 | 13,035 | 166,693 | 88,367 | 46,420 | 13,220 |
| | 1987 | 539,057 | 93,209 | 90,751 | 44,510 | 66,378 | 53,219 | 18,323 | 19,194 | 11,625 | 145,605 | 66,963 | 38,772 | 10,589 |
| Harlan | 1991 | 169,661 | 44,895 | 43,225 | 9,218 | 24,975 | 17,839 | 5,423 | 6,871 | 4,545 | 30,132 | 14,254 | 7,758 | 11,008 |
| | 1987 | 150,324 | 48,268 | 46,463 | 8,154 | 20,745 | 14,586 | 3,684 | 7,202 | 4,837 | 24,170 | 10,927 | 7,650 | 7,205 |
| Harrison | 1991 | 79,113 | 23,616 | 22,748 | 9,425 | 14,656 | 12,383 | 1,676 | 1,772 | 1,464 | 4,746 | 9,259 | 1,461 | 3,764 |
| | 1987 | 63,954 | 19,652 | 18,926 | 7,491 | 10,270 | 8,604 | 1,724 | 1,882 | 1,563 | 5,948 | 5,956 | 1,752 | 3,397 |
| Hart | 1991 | 57,099 | 17,555 | 16,878 | 2,593 | 2,106 | | 1,104 | 1,107 | 1,107 | 7,461 | 16,413 | 2,843 | 2,330 |
| | 1987 | 45,896 | 15,800 | 15,188 | 1,747 | 1,779 | | 920 | 1,292 | 1,292 | 6,410 | 11,055 | 2,565 | 1,874 |
| ☐ Henderson | 1991 | 322,211 | 74,040 | 73,168 | 27,809 | 39,724 | 30,079 | 7,680 | 13,838 | 13,029 | 72,007 | 42,202 | 11,255 | 16,488 |
| | 1987 | 266,263 | 63,903 | 63,137 | 22,995 | 28,748 | 21,485 | 7,117 | 12,397 | 11,692 | 63,560 | 33,246 | 10,505 | 11,017 |
| Henry | 1991 | 68,983 | 15,374 | 14,959 | 1,417 | 561 | | 146 | 595 | 430 | 20,905 | 22,706 | 1,019 | 3,246 |
| | 1987 | 52,052 | 12,560 | 12,218 | 1,188 | 531 | | 233 | 517 | 384 | 14,623 | 15,073 | 1,678 | 3,116 |
| Hickman | 1991 | 11,698 | 3,628 | 3,517 | 461 | | | 127 | 97 | | 1,825 | 2,193 | 1,055 | 682 |
| | 1987 | 9,968 | 3,340 | 3,237 | 391 | | | 155 | 100 | | 1,440 | 1,408 | 1,240 | 533 |
| Hopkins | 1991 | 301,470 | 65,415 | 64,852 | 21,484 | 46,825 | 36,366 | 13,570 | 12,739 | 8,414 | 70,181 | 22,871 | 16,420 | 16,829 |
| | 1987 | 261,794 | 62,528 | 61,977 | 17,303 | 36,898 | 28,312 | 11,235 | 11,930 | 7,943 | 63,511 | 21,001 | 14,537 | 11,045 |
| Jackson | 1991 | 22,146 | 10,629 | 9,196 | 599 | 1,628 | | 62 | 198 | | 2,497 | 2,803 | 912 | 1,216 |
| | 1987 | 18,416 | 7,855 | 6,795 | 545 | 1,594 | | 76 | 274 | | 2,383 | 1,935 | 1,073 | 1,292 |
| Jefferson | 1991 | 5,605,969 | 1,016,536 | 966,976 | 636,025 | 864,715 | 708,294 | 248,473 | 304,220 | 173,548 | 1,124,636 | 334,889 | 252,650 | 284,716 |
| | 1987 | 4,625,194 | 915,256 | 870,460 | 526,782 | 640,517 | 519,496 | 204,073 | 245,751 | 142,272 | 991,569 | 305,486 | 212,292 | 195,818 |
| Jessamine | 1991 | 156,225 | 37,128 | 35,208 | 9,535 | 15,554 | 13,337 | 1,246 | 2,662 | 2,249 | 53,438 | 8,368 | 8,349 | 6,799 |
| | 1987 | 124,892 | 31,192 | 29,573 | 8,105 | 10,478 | 8,911 | 1,333 | 2,245 | 1,918 | 39,163 | 9,031 | 7,878 | 5,026 |
| Johnson | 1991 | 143,862 | 34,476 | 32,979 | 12,571 | 16,962 | 15,554 | 4,831 | 6,536 | 3,617 | 26,540 | 9,705 | 17,379 | 5,973 |
| | 1987 | 122,607 | 29,455 | 28,170 | 9,621 | 12,405 | 11,325 | 3,832 | 6,684 | 3,757 | 23,584 | 8,657 | 17,008 | 4,664 |
| ☐ Kenton | 1991 | 825,510 | 169,873 | 159,319 | 146,318 | 98,494 | 92,628 | 11,448 | 30,953 | 22,990 | 103,991 | 84,603 | 56,425 | 44,477 |
| | 1987 | 673,045 | 157,250 | 147,451 | 105,732 | 85,151 | 79,817 | 8,184 | 26,357 | 19,803 | 89,298 | 70,158 | 44,086 | 30,035 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1991<br>U.S. CENSUS: 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/Home Furnishings/Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **KENTUCKY (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Knott | 1991 | 50,985 | 25,450 | 23,451 | 1,428 | 1,283 | 1,188 | 1,917 | 940 | 509 | 3,532 | 7,124 | 4,029 | 2,918 |
| | 1987 | 44,970 | 21,820 | 20,102 | 1,629 | 1,464 | 1,352 | 1,379 | 1,301 | 732 | 3,002 | 6,231 | 4,369 | 1,917 |
| Knox | 1991 | 160,340 | 44,698 | 42,540 | 5,398 | 25,008 | 15,644 | 8,749 | 2,956 | 2,202 | 40,082 | 6,822 | 8,641 | 10,052 |
| | 1987 | 132,727 | 40,935 | 38,950 | 5,461 | 18,112 | 11,094 | 5,491 | 2,715 | 2,013 | 33,608 | 6,469 | 8,127 | 6,362 |
| Larue | 1991 | 33,239 | 9,923 | 9,714 | 2,483 | 4,900 | 3,345 | 363 | 693 | 562 | 5,874 | 2,454 | 1,185 | 2,712 |
| | 1987 | 31,482 | 11,250 | 11,011 | 2,098 | 4,361 | 2,926 | 345 | 696 | 576 | 4,944 | 2,272 | 1,490 | 1,869 |
| Laurel | 1991 | 241,363 | 64,564 | 63,084 | 17,752 | 13,575 | 7,379 | 5,004 | 18,798 | 11,067 | 60,278 | 22,557 | 17,236 | 8,353 |
| | 1987 | 195,870 | 53,992 | 52,744 | 13,696 | 11,022 | 5,845 | 4,085 | 12,168 | 7,316 | 53,728 | 18,426 | 13,263 | 5,986 |
| Lawrence | 1991 | 54,016 | 20,723 | 19,888 | 3,988 | 4,540 | 3,894 | 680 | 605 | 605 | 9,736 | 4,823 | 1,731 | 5,044 |
| | 1987 | 47,211 | 20,572 | 19,739 | 3,267 | 3,653 | 3,109 | 594 | 700 | 700 | 6,533 | 4,536 | 1,918 | 3,606 |
| Lee | 1991 | 29,759 | 9,708 | 9,173 | 1,451 | 1,547 | | 269 | 70 | | 5,521 | 2,846 | 1,828 | 3,006 |
| | 1987 | 25,537 | 9,230 | 8,719 | 1,021 | 1,423 | | 376 | 77 | | 4,902 | 2,459 | 1,649 | 1,825 |
| Leslie | 1991 | 35,239 | 14,771 | 13,121 | 1,778 | 4,685 | | 510 | 2,423 | 2,423 | 1,931 | 6,627 | 1,220 | 584 |
| | 1987 | 28,531 | 12,053 | 10,704 | 1,633 | 3,734 | | 443 | 1,884 | 1,884 | 1,459 | 4,470 | 1,725 | 572 |
| Letcher | 1991 | 111,410 | 37,796 | 36,265 | 3,899 | 23,737 | 8,819 | 4,390 | 1,816 | 1,518 | 5,711 | 11,933 | 7,436 | 9,533 |
| | 1987 | 95,313 | 35,423 | 33,982 | 3,413 | 16,331 | 5,867 | 3,068 | 2,265 | 1,921 | 5,612 | 10,762 | 7,572 | 6,210 |
| Lewis | 1991 | 29,986 | 13,542 | 12,818 | 2,255 | 1,843 | | 292 | 584 | 188 | 3,036 | 1,741 | 3,494 | 1,117 |
| | 1987 | 25,526 | 11,064 | 10,470 | 1,861 | 1,419 | | 281 | 538 | 177 | 2,811 | 2,087 | 2,950 | 767 |
| Lincoln | 1991 | 59,340 | 19,194 | 17,992 | 4,620 | 7,013 | 5,446 | 440 | 1,187 | 1,187 | 15,708 | 2,672 | 2,334 | 2,362 |
| | 1987 | 48,745 | 14,789 | 13,860 | 3,377 | 4,415 | 3,387 | 419 | 1,482 | 1,482 | 14,305 | 2,161 | 2,919 | 1,506 |
| Livingston | 1991 | 29,651 | 10,085 | 9,675 | 2,021 | 127 | | 512 | 96 | | 3,313 | 6,513 | 2,482 | 3,377 |
| | 1987 | 23,626 | 8,874 | 8,511 | 2,236 | 97 | | 383 | 161 | | 2,552 | 4,309 | 1,862 | 2,206 |
| Logan | 1991 | 104,562 | 34,055 | 33,675 | 7,578 | 14,224 | 11,082 | 2,691 | 3,614 | 2,987 | 13,088 | 7,282 | 6,666 | 6,098 |
| | 1987 | 85,891 | 29,045 | 28,715 | 5,873 | 9,672 | 7,446 | 2,358 | 2,863 | 2,383 | 13,564 | 5,357 | 6,870 | 4,287 |
| Lyon | 1991 | 12,530 | 5,601 | 5,478 | 1,494 | | | 172 | 480 | 480 | 1,192 | 1,866 | 46 | 913 |
| | 1987 | 10,664 | 4,913 | 4,804 | 1,298 | | | 129 | 430 | 430 | 1,214 | 1,372 | 60 | 622 |
| McCracken | 1991 | 657,962 | 125,818 | 122,696 | 72,957 | 108,909 | 95,446 | 54,446 | 30,420 | 16,504 | 130,853 | 18,905 | 23,362 | 23,066 |
| | 1987 | 541,393 | 111,201 | 108,420 | 55,094 | 80,634 | 70,191 | 40,207 | 25,172 | 14,061 | 110,037 | 22,488 | 26,630 | 16,796 |
| McCreary | 1991 | 36,196 | 16,528 | 15,717 | 1,142 | 3,499 | | 179 | 790 | 446 | 4,164 | 3,932 | 3,092 | 1,290 |
| | 1987 | 33,309 | 15,294 | 14,540 | 1,211 | 2,444 | | 352 | 837 | 475 | 4,423 | 2,935 | 2,947 | 1,342 |
| McLean | 1991 | 18,207 | 10,170 | 8,528 | 1,486 | 424 | | 122 | 688 | 688 | 948 | 1,623 | 672 | 1,808 |
| | 1987 | 17,742 | 9,588 | 8,038 | 1,350 | 455 | | 86 | 632 | 632 | 1,279 | 1,854 | 838 | 1,266 |
| Madison | 1991 | 349,060 | 82,522 | 79,530 | 43,265 | 44,880 | 34,923 | 17,739 | 3,905 | 2,517 | 55,904 | 33,576 | 28,217 | 12,233 |
| | 1987 | 295,917 | 70,597 | 68,024 | 37,594 | 32,539 | 25,000 | 11,686 | 3,944 | 2,593 | 52,775 | 32,733 | 24,307 | 8,770 |
| Magoffin | 1991 | 37,136 | 14,618 | 13,364 | 2,096 | 3,513 | | 797 | 276 | 276 | 1,543 | 8,191 | 1,440 | 3,269 |
| | 1987 | 32,267 | 12,468 | 11,396 | 1,957 | 3,629 | | 499 | 412 | 412 | 1,609 | 6,576 | 1,422 | 2,291 |
| Marion | 1991 | 62,479 | 26,118 | 25,511 | 5,052 | 2,863 | 1,860 | 1,899 | 982 | 428 | 6,334 | 8,745 | 2,875 | 4,103 |
| | 1987 | 54,270 | 22,307 | 21,784 | 4,202 | 3,304 | 2,107 | 2,252 | 1,333 | 602 | 5,379 | 5,675 | 3,158 | 3,241 |
| Marshall | 1991 | 150,336 | 20,225 | 19,884 | 9,453 | 14,979 | 10,431 | 1,602 | 4,755 | 3,930 | 53,347 | 11,735 | 18,946 | 4,683 |
| | 1987 | 129,148 | 20,903 | 20,546 | 9,151 | 11,676 | 8,000 | 1,751 | 4,378 | 3,637 | 40,813 | 10,356 | 19,497 | 3,182 |
| Martin | 1991 | 61,786 | 19,151 | 18,527 | 1,224 | 3,615 | | 460 | 398 | 398 | 16,690 | 7,041 | 7,347 | 4,465 |
| | 1987 | 53,531 | 16,529 | 15,987 | 1,081 | 3,632 | | 519 | 677 | 677 | 17,057 | 4,620 | 5,445 | 2,806 |
| Mason | 1991 | 135,148 | 37,456 | 36,634 | 10,388 | 20,764 | 20,089 | 10,132 | 3,555 | 1,948 | 22,677 | 10,510 | 6,090 | 7,683 |
| | 1987 | 111,616 | 31,406 | 30,711 | 9,122 | 14,197 | 13,712 | 7,416 | 3,342 | 1,857 | 19,652 | 8,141 | 5,864 | 6,038 |
| Meade | 1991 | 82,038 | 13,584 | 13,141 | 7,552 | 531 | | 1,013 | 768 | 464 | 41,294 | 7,646 | 3,584 | 3,553 |
| | 1987 | 63,715 | 11,404 | 11,030 | 6,025 | 465 | | 790 | 807 | 488 | 30,611 | 6,154 | 2,859 | 2,130 |
| Menifee | 1991 | 13,093 | 3,560 | 3,305 | 417 | 564 | | 80 | 153 | 153 | 1,187 | 473 | 6,416 | 108 |
| | 1987 | 10,969 | 3,364 | 3,122 | 451 | 473 | | 69 | 265 | 265 | 874 | 398 | 4,803 | 148 |
| Mercer | 1991 | 93,214 | 24,847 | 24,033 | 7,304 | 16,245 | 14,216 | 1,112 | 1,814 | 1,352 | 19,835 | 5,685 | 5,718 | 4,083 |
| | 1987 | 75,636 | 23,416 | 22,644 | 5,554 | 10,865 | 9,442 | 1,244 | 1,943 | 1,441 | 14,655 | 4,935 | 5,361 | 2,727 |
| Metcalfe | 1991 | 36,802 | 7,165 | 3,910 | 1,398 | 1,046 | | 4,157 | 1,425 | 1,425 | 12,947 | 3,209 | 1,123 | 2,063 |
| | 1987 | 28,682 | 6,550 | 3,574 | 1,169 | 685 | | 3,035 | 975 | 975 | 9,889 | 2,397 | 1,045 | 1,263 |
| Monroe | 1991 | 50,063 | 19,973 | 19,208 | 3,113 | 1,293 | | 2,510 | 1,123 | 1,123 | 5,762 | 3,284 | 7,617 | 4,188 |
| | 1987 | 41,129 | 17,607 | 16,929 | 2,363 | 1,121 | | 1,677 | 1,105 | 1,105 | 5,387 | 2,521 | 5,304 | 3,088 |
| Montgomery | 1991 | 141,376 | 28,546 | 27,880 | 10,982 | 7,899 | 822 | 7,384 | 8,864 | 4,223 | 47,797 | 13,398 | 2,570 | 7,249 |
| | 1987 | 122,820 | 28,159 | 27,497 | 8,978 | 7,189 | 714 | 6,543 | 6,540 | 3,124 | 39,486 | 10,189 | 3,877 | 4,907 |
| Morgan | 1991 | 50,502 | 9,831 | 9,348 | 1,164 | 3,398 | | 885 | 839 | 382 | 13,854 | 4,009 | 6,858 | 2,643 |
| | 1987 | 45,108 | 9,287 | 8,829 | 1,015 | 3,016 | | 798 | 1,080 | 509 | 13,408 | 3,301 | 6,822 | 1,793 |
| Muhlenberg | 1991 | 156,873 | 48,672 | 45,761 | 7,007 | 21,555 | 18,783 | 2,222 | 5,548 | 5,187 | 29,746 | 16,019 | 6,047 | 9,968 |
| | 1987 | 133,359 | 43,888 | 41,255 | 6,537 | 16,559 | 14,330 | 2,993 | 5,409 | 5,065 | 26,135 | 11,617 | 5,365 | 6,935 |
| Nelson | 1991 | 151,920 | 45,446 | 45,289 | 17,469 | 25,858 | 15,906 | 4,386 | 6,472 | 2,652 | 25,214 | 4,323 | 5,012 | 5,169 |
| | 1987 | 121,457 | 38,300 | 38,160 | 13,057 | 16,585 | 9,987 | 3,293 | 4,838 | 2,019 | 18,888 | 6,703 | 4,085 | 4,223 |
| Nicholas | 1991 | 11,487 | 5,648 | 5,367 | 468 | 94 | | 281 | 347 | 347 | 931 | 800 | 475 | 1,832 |
| | 1987 | 11,498 | 5,346 | 5,079 | 497 | 131 | | 383 | 475 | 475 | 850 | 966 | 584 | 1,717 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1991<br>U.S. CENSUS 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **KENTUCKY (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Ohio | 1991 | 100,590 | 28,994 | 22,144 | 4,825 | 15,407 | 12,745 | 1,341 | 2,438 | 1,163 | 19,091 | 13,679 | 1,510 | 8,663 |
| | 1987 | 84,505 | 26,666 | 20,362 | 4,100 | 10,789 | 8,842 | 1,120 | 1,996 | 957 | 19,690 | 8,998 | 1,811 | 6,139 |
| Oldham | 1991 | 147,078 | 34,190 | 30,429 | 8,381 | 16,441 | 15,017 | 2,841 | 8,352 | 7,831 | 38,945 | 14,432 | 9,464 | 7,307 |
| | 1987 | 119,226 | 30,218 | 26,889 | 6,332 | 11,276 | 10,253 | 1,899 | 5,850 | 5,511 | 35,086 | 10,399 | 8,659 | 4,632 |
| Owen | 1991 | 34,187 | 9,978 | 9,565 | 1,838 | 162 | | 1,046 | 183 | | 8,830 | 8,011 | 964 | 2,549 |
| | 1987 | 28,656 | 7,838 | 7,512 | 1,367 | 206 | | 766 | 248 | | 8,159 | 5,894 | 1,623 | 2,121 |
| Owsley | 1991 | 10,107 | 5,342 | 4,867 | 150 | 592 | | 53 | 209 | 123 | 228 | 2,175 | 446 | 271 |
| | 1987 | 9,066 | 4,833 | 4,403 | 263 | 458 | | 83 | 331 | 197 | 215 | 1,393 | 454 | 312 |
| Pendleton | 1991 | 36,571 | 11,095 | 10,824 | 2,236 | 1,486 | | 525 | 888 | 642 | 5,787 | 6,231 | 1,387 | 1,765 |
| | 1987 | 29,066 | 10,264 | 10,011 | 1,701 | 1,066 | | 460 | 645 | 479 | 5,029 | 3,803 | 1,522 | 1,240 |
| Perry | 1991 | 199,550 | 57,951 | 55,937 | 12,942 | 36,445 | 17,281 | 14,737 | 6,377 | 5,141 | 29,440 | 10,527 | 9,213 | 7,161 |
| | 1987 | 164,383 | 47,440 | 45,782 | 11,183 | 23,900 | 11,013 | 10,020 | 6,235 | 5,044 | 28,373 | 9,757 | 9,600 | 5,760 |
| Pike | 1991 | 484,833 | 122,835 | 118,787 | 34,324 | 84,622 | 53,324 | 21,304 | 13,610 | 9,022 | 84,090 | 46,660 | 18,128 | 23,241 |
| | 1987 | 400,744 | 113,737 | 109,966 | 28,009 | 59,770 | 36,915 | 18,337 | 10,251 | 6,963 | 77,133 | 33,871 | 19,796 | 15,593 |
| Powell | 1991 | 38,875 | 15,236 | 14,655 | 3,961 | 4,249 | | 208 | 875 | 829 | 3,064 | 4,577 | 852 | 3,470 |
| | 1987 | 30,445 | 12,211 | 11,743 | 2,864 | 3,554 | | 175 | 773 | 738 | 2,040 | 3,423 | 1,255 | 2,299 |
| Pulaski | 1991 | 373,685 | 69,107 | 64,412 | 26,457 | 71,201 | 55,404 | 19,565 | 12,239 | 8,098 | 80,093 | 25,805 | 40,643 | 11,341 |
| | 1987 | 303,682 | 62,274 | 58,031 | 23,601 | 49,402 | 37,985 | 16,049 | 11,489 | 7,649 | 63,191 | 21,298 | 32,877 | 8,340 |
| Robertson | 1991 | 2,693 | 705 | 629 | 140 | 64 | | 50 | 94 | | 286 | 675 | 85 | |
| | 1987 | 2,638 | 679 | 606 | 183 | 104 | | 63 | 107 | | 309 | 543 | 142 | |
| Rockcastle | 1991 | 38,869 | 13,758 | 13,398 | 3,208 | 2,530 | | 130 | 692 | 123 | 2,636 | 6,489 | 3,405 | 3,090 |
| | 1987 | 33,373 | 12,866 | 12,526 | 2,631 | 1,954 | | 121 | 686 | 124 | 2,451 | 4,958 | 2,887 | 2,089 |
| Rowan | 1991 | 121,254 | 24,258 | 23,488 | 11,571 | 16,425 | 4,503 | 8,358 | 2,127 | 1,370 | 19,578 | 10,417 | 7,646 | 7,194 |
| | 1987 | 99,114 | 24,963 | 24,165 | 8,573 | 12,839 | 3,384 | 5,611 | 1,851 | 1,229 | 16,204 | 8,808 | 6,408 | 4,856 |
| Russell | 1991 | 70,681 | 21,855 | 20,548 | 6,024 | 4,413 | | 3,294 | 3,718 | 1,753 | 14,520 | 4,499 | 3,677 | 4,894 |
| | 1987 | 57,916 | 19,765 | 18,579 | 4,225 | 4,143 | | 1,985 | 2,640 | 1,224 | 12,940 | 3,333 | 3,234 | 3,008 |
| Scott | 1991 | 107,481 | 30,484 | 30,280 | 15,486 | 15,644 | 12,199 | 2,586 | 2,271 | 1,532 | 20,026 | 11,166 | 1,296 | 3,920 |
| | 1987 | 83,355 | 24,953 | 24,781 | 10,913 | 12,498 | 9,632 | 1,871 | 2,184 | 1,463 | 13,976 | 8,046 | 1,640 | 3,355 |
| Shelby | 1991 | 129,949 | 26,972 | 26,256 | 8,146 | 19,547 | 12,334 | 2,004 | 2,898 | 357 | 26,367 | 16,308 | 4,914 | 7,032 |
| | 1987 | 108,463 | 27,169 | 26,443 | 7,415 | 13,324 | 8,232 | 2,178 | 2,235 | 267 | 22,366 | 12,233 | 5,159 | 4,739 |
| Simpson | 1991 | 98,622 | 25,100 | 24,491 | 10,156 | 12,740 | 11,265 | 1,778 | 5,331 | 5,331 | 20,409 | 10,646 | 4,259 | 4,623 |
| | 1987 | 80,801 | 21,069 | 20,553 | 8,621 | 9,437 | 8,292 | 1,289 | 3,828 | 3,828 | 16,663 | 9,651 | 3,561 | 3,731 |
| Spencer | 1991 | 15,068 | 8,416 | 8,176 | 395 | | | 136 | 84 | | 1,063 | 1,056 | 1,483 | 465 |
| | 1987 | 12,760 | 6,652 | 6,461 | 338 | | | 135 | 127 | | 832 | 755 | 2,162 | 377 |
| Taylor | 1991 | 132,945 | 25,819 | 25,336 | 14,827 | 19,900 | 17,780 | 7,058 | 2,044 | 1,254 | 23,994 | 6,870 | 10,430 | 5,833 |
| | 1987 | 109,538 | 23,891 | 23,439 | 12,367 | 13,924 | 12,369 | 5,274 | 2,023 | 1,231 | 21,312 | 6,616 | 9,819 | 4,092 |
| Todd | 1991 | 23,198 | 9,710 | 9,410 | 1,202 | 320 | | 147 | 352 | 98 | 5,484 | 2,615 | 343 | 1,879 |
| | 1987 | 20,327 | 9,076 | 8,794 | 938 | 342 | | 135 | 379 | 109 | 4,694 | 1,950 | 517 | 1,223 |
| Trigg | 1991 | 40,501 | 14,609 | 14,095 | 3,788 | 1,039 | | 1,034 | 2,037 | 2,037 | 5,990 | 5,138 | 2,199 | 1,307 |
| | 1987 | 31,356 | 11,920 | 11,498 | 2,331 | 821 | | 609 | 1,875 | 1,875 | 5,179 | 3,612 | 1,936 | 903 |
| Trimble | 1991 | 6,307 | 2,208 | 2,105 | 787 | | | | 32 | | 111 | 1,759 | 214 | 905 |
| | 1987 | 4,980 | 1,432 | 1,365 | 530 | | | | 46 | | 117 | 1,341 | 299 | 883 |
| Union | 1991 | 87,083 | 19,613 | 19,254 | 4,089 | 14,982 | 10,054 | 1,780 | 2,493 | 1,619 | 20,964 | 7,739 | 6,093 | 4,606 |
| | 1987 | 74,747 | 20,461 | 20,082 | 3,453 | 11,727 | 7,731 | 1,723 | 1,969 | 1,276 | 17,454 | 4,870 | 5,264 | 3,098 |
| Warren | 1991 | 767,228 | 115,702 | 112,107 | 58,727 | 129,519 | 97,665 | 38,331 | 37,102 | 22,055 | 150,128 | 76,378 | 49,967 | 31,168 |
| | 1987 | 601,806 | 107,265 | 103,912 | 48,573 | 97,549 | 72,575 | 26,277 | 26,230 | 16,004 | 119,486 | 56,995 | 40,855 | 19,357 |
| Washington | 1991 | 31,049 | 13,644 | 13,208 | 2,823 | 751 | | 679 | 394 | | 6,040 | 2,140 | 832 | 1,939 |
| | 1987 | 24,559 | 10,232 | 9,903 | 1,919 | 519 | | 741 | 335 | | 4,414 | 2,166 | 953 | 1,448 |
| Wayne | 1991 | 61,424 | 23,374 | 22,182 | 4,495 | 3,116 | | 2,310 | 1,696 | 799 | 6,203 | 5,557 | 8,753 | 4,499 |
| | 1987 | 49,873 | 18,529 | 17,581 | 3,414 | 3,005 | | 1,810 | 1,686 | 805 | 5,272 | 4,318 | 6,823 | 3,505 |
| Webster | 1991 | 66,615 | 19,335 | 18,985 | 878 | 2,023 | | 563 | 1,654 | 300 | 24,847 | 5,278 | 2,649 | 4,104 |
| | 1987 | 57,409 | 17,080 | 16,768 | 967 | 1,577 | | 638 | 1,176 | 220 | 22,403 | 4,105 | 2,913 | 2,701 |
| Whitley | 1991 | 223,601 | 31,785 | 30,343 | 21,838 | 22,747 | 17,674 | 12,441 | 8,286 | 7,085 | 46,539 | 33,853 | 19,198 | 10,397 |
| | 1987 | 206,145 | 33,406 | 31,884 | 19,509 | 19,082 | 14,648 | 8,814 | 7,891 | 6,789 | 44,959 | 32,241 | 19,004 | 7,673 |
| Wolfe | 1991 | 16,841 | 7,615 | 7,045 | 742 | 1,482 | | 183 | 325 | 325 | 2,377 | 1,158 | 83 | 907 |
| | 1987 | 14,655 | 6,816 | 6,305 | 593 | 893 | | 125 | 280 | 280 | 2,216 | 1,687 | 93 | 711 |
| Woodford | 1991 | 95,885 | 21,589 | 20,874 | 9,413 | 7,914 | 7,255 | 2,933 | 2,143 | 1,005 | 20,810 | 7,498 | 5,273 | 5,591 |
| | 1987 | 79,347 | 21,434 | 20,720 | 7,277 | 5,504 | 5,023 | 2,877 | 1,805 | 827 | 15,067 | 7,374 | 5,172 | 4,186 |
| **TOTAL METRO COUNTIES** | 1991 | 13,140,760 | 2,385,600 | 2,271,217 | 1,446,867 | 1,987,921 | 1,652,897 | 579,417 | 675,697 | 372,185 | 2,613,285 | 955,721 | 634,719 | 636,679 |
| | 1987 | 10,802,186 | 2,156,811 | 2,052,339 | 1,194,318 | 1,506,371 | 1,244,093 | 449,013 | 531,095 | 300,780 | 2,271,370 | 823,227 | 548,112 | 434,994 |
| **TOTAL STATE** | 1991 | 24,097,976 | 5,027,576 | 4,801,802 | 2,270,832 | 3,448,368 | 2,684,369 | 992,929 | 1,036,416 | 605,425 | 4,901,506 | 1,953,767 | 1,310,821 | 1,156,788 |
| | 1987 | 19,867,911 | 4,516,376 | 4,312,192 | 1,865,625 | 2,579,161 | 1,985,160 | 772,808 | 837,655 | 502,900 | 4,213,530 | 1,623,039 | 1,183,241 | 805,015 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1991<br>U.S. CENSUS 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **LOUISIANA** | | | | | | | | | | | | | | |
| **ALEXANDRIA** | 1991 | **1,029,500** | **206,973** | **196,259** | **73,528** | **205,026** | **163,728** | **61,965** | **33,388** | **20,169** | **212,652** | **74,054** | **58,182** | **36,563** |
| | 1987 | 775,803 | 166,090 | 157,461 | 57,843 | 142,467 | 112,517 | 48,588 | 27,481 | 17,022 | 156,594 | 56,957 | 44,016 | 26,117 |
| Rapides | 1991 | 1,029,500 | 206,973 | 196,259 | 73,528 | 205,026 | 163,728 | 61,965 | 33,388 | 20,169 | 212,652 | 74,054 | 58,182 | 36,563 |
| | 1987 | 775,803 | 166,090 | 157,461 | 57,843 | 142,467 | 112,517 | 48,588 | 27,481 | 17,022 | 156,594 | 56,957 | 44,016 | 26,117 |
| **BATON ROUGE** | 1991 | **4,149,244** | **1,031,503** | **995,747** | **304,753** | **631,097** | **525,231** | **198,873** | **208,625** | **93,806** | **906,266** | **286,978** | **183,691** | **152,252** |
| | 1987 | 3,149,736 | 783,068 | 755,798 | 266,298 | 481,130 | 397,670 | 143,755 | 159,135 | 73,719 | 641,413 | 225,616 | 160,919 | 110,407 |
| Ascension | 1991 | 387,967 | 93,980 | 92,494 | 23,295 | 48,211 | 34,901 | 6,757 | 10,704 | 5,878 | 120,391 | 36,581 | 23,331 | 15,036 |
| | 1987 | 276,945 | 71,102 | 69,964 | 17,288 | 29,220 | 20,836 | 5,249 | 8,361 | 4,669 | 84,314 | 23,586 | 19,697 | 10,267 |
| East Baton Rouge | 1991 | 3,405,712 | 807,079 | 778,145 | 266,712 | 537,912 | 451,495 | 190,366 | 190,532 | 82,535 | 724,569 | 203,348 | 140,475 | 120,841 |
| | 1987 | 2,616,590 | 618,368 | 596,080 | 237,599 | 423,070 | 351,959 | 136,202 | 145,053 | 64,863 | 514,844 | 164,050 | 126,070 | 89,389 |
| Livingston | 1991 | 267,904 | 96,777 | 92,639 | 13,649 | 41,095 | 38,835 | 1,673 | 5,958 | 3,962 | 38,062 | 31,757 | 14,984 | 15,079 |
| | 1987 | 194,919 | 69,081 | 66,114 | 10,015 | 26,400 | 24,875 | 2,173 | 4,781 | 3,247 | 28,920 | 26,448 | 11,280 | 9,623 |
| West Baton Rouge | 1991 | 87,661 | 33,667 | 32,469 | 1,097 | 3,879 | | 77 | 1,431 | 1,431 | 23,244 | 15,292 | 4,901 | 1,296 |
| | 1987 | 61,282 | 24,517 | 23,640 | 1,396 | 2,440 | | 131 | 940 | 940 | 13,335 | 11,532 | 3,872 | 1,128 |
| **HOUMA - THIBODAUX** | 1991 | **1,191,935** | **343,232** | **324,336** | **97,049** | **179,010** | **143,240** | **40,639** | **32,529** | **16,883** | **234,158** | **66,494** | **73,992** | **64,583** |
| | 1987 | 937,158 | 262,926 | 248,284 | 93,898 | 132,848 | 105,212 | 34,678 | 30,323 | 15,650 | 174,439 | 54,046 | 63,702 | 44,547 |
| Lafourche | 1991 | 458,953 | 176,065 | 167,452 | 27,160 | 58,689 | 39,244 | 8,790 | 8,876 | 3,649 | 70,080 | 35,651 | 30,157 | 29,274 |
| | 1987 | 358,278 | 125,538 | 119,373 | 23,059 | 43,443 | 28,525 | 8,859 | 10,515 | 4,438 | 59,038 | 28,064 | 26,293 | 20,451 |
| Terrebonne | 1991 | 732,982 | 167,167 | 156,884 | 69,889 | 120,321 | 103,996 | 31,849 | 23,653 | 13,234 | 164,078 | 30,843 | 43,835 | 35,309 |
| | 1987 | 578,880 | 137,388 | 128,911 | 70,839 | 89,405 | 76,687 | 25,819 | 19,808 | 11,212 | 115,401 | 25,982 | 37,409 | 24,096 |
| **LAFAYETTE** | 1991 | **1,667,771** | **438,140** | **415,683** | **176,663** | **265,300** | **225,118** | **90,134** | **52,092** | **25,055** | **313,408** | **129,161** | **43,443** | **63,051** |
| | 1987 | 1,300,122 | 317,659 | 301,303 | 138,777 | 210,140 | 176,845 | 79,409 | 47,136 | 23,057 | 235,859 | 98,734 | 50,394 | 43,624 |
| Lafayette | 1991 | 1,528,060 | 378,522 | 359,928 | 161,823 | 249,384 | 211,601 | 89,381 | 51,358 | 24,502 | 294,929 | 116,096 | 40,318 | 56,845 |
| | 1987 | 1,186,229 | 273,557 | 260,067 | 127,328 | 195,475 | 164,491 | 78,580 | 46,543 | 22,609 | 218,781 | 88,226 | 46,391 | 39,061 |
| St. Martin | 1991 | 139,711 | 59,618 | 55,755 | 14,840 | 15,916 | 13,517 | 753 | 734 | 553 | 18,479 | 13,065 | 3,125 | 6,206 |
| | 1987 | 113,893 | 44,102 | 41,236 | 11,449 | 14,665 | 12,354 | 829 | 593 | 448 | 17,078 | 10,508 | 4,003 | 4,563 |
| **LAKE CHARLES** | 1991 | **1,189,504** | **328,298** | **321,683** | **96,044** | **203,292** | **172,743** | **53,810** | **39,975** | **17,940** | **224,198** | **63,341** | **49,699** | **55,710** |
| | 1987 | 930,854 | 254,419 | 249,243 | 78,029 | 143,900 | 121,263 | 44,059 | 33,600 | 15,300 | 166,448 | 58,681 | 59,686 | 38,096 |
| Calcasieu | 1991 | 1,189,504 | 328,298 | 321,683 | 96,044 | 203,292 | 172,743 | 53,810 | 39,975 | 17,940 | 224,198 | 63,341 | 49,699 | 55,710 |
| | 1987 | 930,854 | 254,419 | 249,243 | 78,029 | 143,900 | 121,263 | 44,059 | 33,600 | 15,300 | 166,448 | 58,681 | 59,686 | 38,096 |
| **MONROE** | 1991 | **1,276,580** | **280,914** | **271,130** | **116,053** | **167,866** | **134,765** | **76,691** | **58,539** | **29,037** | **327,086** | **35,572** | **47,697** | **54,589** |
| | 1987 | 935,246 | 197,747 | 190,822 | 88,354 | 133,398 | 105,937 | 58,007 | 44,583 | 22,405 | 225,154 | 33,640 | 45,302 | 36,064 |
| Ouachita | 1991 | 1,276,580 | 280,914 | 271,130 | 116,053 | 167,866 | 134,765 | 76,691 | 58,539 | 29,037 | 327,086 | 35,572 | 47,697 | 54,589 |
| | 1987 | 935,246 | 197,747 | 190,822 | 88,354 | 133,398 | 105,937 | 58,007 | 44,583 | 22,405 | 225,154 | 33,640 | 45,302 | 36,064 |
| **NEW ORLEANS** | 1991 | **9,816,017** | **2,316,837** | **2,189,090** | **1,090,904** | **1,144,295** | **908,749** | **539,254** | **462,159** | **233,294** | **1,849,543** | **602,342** | **324,808** | **497,383** |
| | 1987 | 7,537,137 | 1,793,247 | 1,693,413 | 884,953 | 886,658 | 692,506 | 429,467 | 363,834 | 188,157 | 1,370,327 | 517,321 | 278,412 | 337,920 |
| Jefferson | 1991 | 4,504,889 | 957,001 | 910,033 | 436,866 | 585,392 | 496,256 | 257,067 | 272,608 | 131,834 | 1,028,034 | 237,106 | 160,437 | 193,436 |
| | 1987 | 3,486,317 | 788,911 | 750,042 | 354,987 | 471,329 | 396,272 | 190,947 | 204,520 | 100,577 | 752,487 | 207,949 | 129,380 | 130,414 |
| Orleans | 1991 | 3,351,948 | 712,125 | 663,272 | 507,236 | 290,996 | 183,834 | 215,664 | 135,389 | 78,252 | 503,556 | 192,922 | 90,174 | 205,867 |
| | 1987 | 2,674,140 | 564,185 | 525,375 | 416,397 | 245,968 | 152,216 | 191,206 | 117,217 | 69,228 | 407,716 | 164,002 | 81,472 | 139,311 |
| St. Bernard | 1991 | 408,124 | 168,884 | 154,305 | 32,029 | 52,026 | 49,913 | 12,922 | 5,504 | 2,764 | 35,907 | 21,738 | 23,804 | 21,852 |
| | 1987 | 307,696 | 124,591 | 113,813 | 26,172 | 36,139 | 34,593 | 11,353 | 6,189 | 3,137 | 22,896 | 21,931 | 18,346 | 18,465 |
| St. Charles | 1991 | 129,578 | 58,669 | 57,580 | 9,630 | 7,853 | 6,276 | 1,196 | 3,331 | 2,194 | 11,608 | 11,327 | 7,656 | 9,491 |
| | 1987 | 99,712 | 40,208 | 39,453 | 8,410 | 6,761 | 5,345 | 1,515 | 2,786 | 1,842 | 10,449 | 10,328 | 6,433 | 5,914 |
| St. John the Baptist | 1991 | 208,124 | 64,130 | 62,745 | 19,581 | 35,177 | 13,819 | 6,584 | 5,587 | 2,580 | 31,668 | 23,017 | 4,993 | 10,976 |
| | 1987 | 147,008 | 46,281 | 45,272 | 13,076 | 21,502 | 8,176 | 4,291 | 4,383 | 2,065 | 22,642 | 18,550 | 4,502 | 7,322 |
| St. Tammany | 1991 | 1,213,354 | 356,028 | 341,155 | 85,562 | 172,851 | 158,651 | 45,821 | 39,740 | 15,670 | 238,770 | 116,232 | 37,744 | 55,761 |
| | 1987 | 822,264 | 229,071 | 219,458 | 65,911 | 104,959 | 95,904 | 30,155 | 28,739 | 11,308 | 154,137 | 94,561 | 38,279 | 36,494 |
| **SHREVEPORT** | 1991 | **2,560,574** | **485,814** | **466,582** | **224,630** | **399,671** | **290,383** | **138,775** | **130,869** | **70,395** | **576,594** | **205,763** | **98,638** | **115,182** |
| | 1987 | 2,052,376 | 398,206 | 382,255 | 185,948 | 300,424 | 213,965 | 111,092 | 112,907 | 61,605 | 441,573 | 175,226 | 97,957 | 79,977 |
| Bossier | 1991 | 591,972 | 127,537 | 123,570 | 65,834 | 104,152 | 88,166 | 39,722 | 20,746 | 11,701 | 106,519 | 32,115 | 22,091 | 22,280 |
| | 1987 | 438,945 | 94,982 | 92,009 | 49,435 | 71,197 | 59,769 | 24,384 | 13,065 | 7,428 | 82,420 | 30,374 | 23,927 | 15,741 |
| Caddo | 1991 | 1,968,602 | 358,277 | 343,012 | 158,796 | 295,519 | 202,217 | 99,053 | 110,123 | 58,694 | 470,075 | 173,648 | 76,547 | 92,902 |
| | 1987 | 1,613,431 | 303,224 | 290,246 | 136,513 | 229,227 | 154,196 | 86,708 | 99,842 | 54,177 | 359,153 | 144,852 | 74,030 | 64,236 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Acadia | 1991 | 221,270 | 107,572 | 103,969 | 13,500 | 25,980 | 18,896 | 6,158 | 6,693 | 4,626 | 16,211 | 19,435 | 5,197 | 13,822 |
| | 1987 | 179,754 | 76,588 | 74,008 | 11,819 | 19,288 | 13,810 | 5,843 | 5,681 | 3,990 | 19,199 | 17,140 | 6,421 | 10,674 |
| Allen | 1991 | 79,237 | 25,817 | 24,133 | 4,565 | 10,441 | 6,193 | 2,943 | 1,147 | 922 | 15,103 | 5,153 | 6,266 | 5,274 |
| | 1987 | 66,307 | 20,072 | 18,759 | 4,078 | 10,279 | 5,953 | 2,315 | 945 | 759 | 12,804 | 4,687 | 4,965 | 3,533 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1991
U.S. CENSUS 1987

**LOUISIANA (continued)**

**ALL COUNTIES (continued)**

| METRO AREA County | Year | Total Retail Sales ($000) | Food Stores Total ($000) | Food Stores Super-markets ($000) | Eating & Drinking Places Total ($000) | General Merchandise Stores Total ($000) | General Merchandise Department Stores ($000) | Apparel & Accessories Stores Total ($000) | Furniture/Home Furnishings/Appliance Stores Total ($000) | Furniture/Home Furnishings/Appliance Stores Furniture & Home Furn. ($000) | Automotive Dealers Total ($000) | Gasoline Service Stations Total ($000) | Bldg. Mtls. & Hardware Dealers Total ($000) | Drug-stores Total ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Ascension | 1991 | 387,967 | 93,980 | 92,494 | 23,295 | 48,211 | 34,901 | 6,757 | 10,704 | 5,878 | 120,391 | 36,581 | 23,331 | 15,036 |
| | 1987 | 276,945 | 71,102 | 69,964 | 17,288 | 29,220 | 20,836 | 5,249 | 8,361 | 4,669 | 84,314 | 23,586 | 19,697 | 10,267 |
| Assumption | 1991 | 63,456 | 27,113 | 25,405 | 2,793 | 7,763 | | 268 | 1,994 | 1,843 | 12,750 | 3,334 | 2,243 | 4,202 |
| | 1987 | 50,383 | 18,996 | 17,796 | 2,339 | 6,556 | | 480 | 1,918 | 1,773 | 11,427 | 2,754 | 2,197 | 2,676 |
| Avoyelles | 1991 | 163,829 | 61,855 | 57,748 | 6,795 | 14,689 | 7,135 | 1,896 | 5,655 | 4,437 | 32,613 | 14,321 | 5,117 | 12,948 |
| | 1987 | 125,878 | 43,550 | 40,650 | 6,446 | 13,853 | 6,532 | 1,716 | 4,343 | 3,432 | 24,895 | 9,353 | 4,903 | 10,870 |
| Beauregard | 1991 | 168,426 | 24,525 | 23,325 | 13,280 | 34,810 | 29,822 | 4,195 | 4,276 | 2,354 | 48,073 | 10,230 | 15,506 | 5,006 |
| | 1987 | 128,078 | 22,755 | 21,637 | 8,796 | 21,321 | 18,122 | 3,477 | 3,776 | 2,120 | 38,356 | 6,824 | 11,334 | 3,386 |
| Bienville | 1991 | 52,127 | 21,759 | 20,688 | 2,749 | 955 | | 756 | 275 | | 16,243 | 3,768 | 2,395 | 1,966 |
| | 1987 | 42,711 | 17,375 | 16,517 | 2,436 | 1,273 | | 889 | 423 | | 10,672 | 5,012 | 1,915 | 1,418 |
| Bossier | 1991 | 591,972 | 127,537 | 123,570 | 65,834 | 104,152 | 88,166 | 39,722 | 20,746 | 11,701 | 106,519 | 32,115 | 22,091 | 22,280 |
| | 1987 | 438,945 | 94,982 | 92,009 | 49,435 | 71,197 | 59,769 | 24,384 | 13,065 | 7,428 | 82,420 | 30,374 | 23,927 | 15,741 |
| Caddo | 1991 | 1,968,602 | 358,277 | 343,012 | 158,796 | 295,519 | 202,217 | 99,053 | 110,123 | 58,694 | 470,075 | 173,648 | 76,547 | 92,902 |
| | 1987 | 1,613,431 | 303,224 | 290,246 | 136,513 | 229,227 | 154,196 | 86,708 | 99,842 | 54,177 | 359,153 | 144,852 | 74,030 | 64,236 |
| Calcasieu | 1991 | 1,189,504 | 328,298 | 321,683 | 96,044 | 203,292 | 172,743 | 53,810 | 39,975 | 17,940 | 224,198 | 63,341 | 49,699 | 55,710 |
| | 1987 | 930,854 | 254,419 | 249,243 | 78,029 | 143,900 | 121,263 | 44,059 | 33,600 | 15,300 | 166,448 | 58,681 | 59,686 | 38,096 |
| Caldwell | 1991 | 49,432 | 19,808 | 18,878 | 1,463 | 3,291 | | 448 | 971 | 971 | 19,576 | 693 | 464 | 467 |
| | 1987 | 35,958 | 13,550 | 12,911 | 1,259 | 3,090 | | 536 | 693 | 693 | 12,551 | 1,441 | 434 | 516 |
| Cameron | 1991 | 31,109 | 19,958 | 19,436 | 752 | 1,502 | | 214 | 404 | 404 | 249 | 3,255 | 2,847 | 1,311 |
| | 1987 | 23,635 | 14,305 | 13,928 | 1,023 | 1,204 | | 138 | 258 | 258 | 200 | 2,882 | 2,212 | 949 |
| Catahoula | 1991 | 37,769 | 11,702 | 10,910 | 885 | 3,571 | | 720 | 667 | 667 | 8,241 | 2,696 | 992 | 4,007 |
| | 1987 | 31,156 | 8,605 | 8,021 | 943 | 2,699 | | 689 | 1,077 | 1,077 | 7,393 | 2,532 | 1,147 | 3,342 |
| Claiborne | 1991 | 67,837 | 25,165 | 24,302 | 2,939 | 13,052 | 11,985 | 1,505 | 816 | 779 | 9,896 | 7,090 | 2,044 | 3,794 |
| | 1987 | 54,152 | 18,583 | 17,942 | 2,855 | 9,296 | 8,500 | 1,371 | 821 | 784 | 9,254 | 5,137 | 2,156 | 2,526 |
| Concordia | 1991 | 71,655 | 13,802 | 13,425 | 7,888 | 8,180 | | 2,679 | 2,614 | 2,110 | 18,455 | 5,679 | 4,341 | 4,317 |
| | 1987 | 62,493 | 14,213 | 13,821 | 6,334 | 6,973 | | 2,532 | 2,262 | 1,836 | 14,217 | 5,446 | 4,119 | 3,010 |
| De Soto | 1991 | 81,916 | 23,637 | 22,550 | 4,098 | 12,457 | 8,524 | 2,484 | 1,775 | 1,775 | 17,868 | 3,568 | 4,171 | 3,972 |
| | 1987 | 75,214 | 23,425 | 22,342 | 3,563 | 10,940 | 7,357 | 2,326 | 1,552 | 1,552 | 15,281 | 3,644 | 3,909 | 3,669 |
| East Baton Rouge | 1991 | 3,405,712 | 807,079 | 778,145 | 266,712 | 537,912 | 451,495 | 190,366 | 190,532 | 82,535 | 724,569 | 203,348 | 140,475 | 120,841 |
| | 1987 | 2,616,590 | 618,368 | 596,080 | 237,599 | 423,070 | 351,959 | 136,202 | 145,053 | 64,863 | 514,844 | 164,050 | 126,070 | 89,389 |
| East Carroll | 1991 | 39,441 | 19,888 | 19,031 | 1,133 | 2,563 | | 346 | 544 | 544 | 3,588 | 3,136 | 1,982 | 2,703 |
| | 1987 | 29,304 | 11,917 | 11,401 | 1,006 | 1,877 | | 570 | 464 | 464 | 3,103 | 3,119 | 2,222 | 2,104 |
| East Feliciana | 1991 | 42,230 | 17,030 | 15,845 | 844 | 1,622 | | 378 | 138 | 138 | 8,853 | 1,850 | 1,139 | 3,403 |
| | 1987 | 31,635 | 11,710 | 10,893 | 1,104 | 1,336 | | 346 | 238 | 238 | 6,213 | 2,428 | 1,308 | 2,017 |
| Evangeline | 1991 | 128,297 | 45,367 | 43,355 | 3,898 | 12,566 | 7,931 | 4,057 | 3,274 | 3,027 | 22,197 | 13,614 | 4,494 | 12,265 |
| | 1987 | 104,196 | 34,820 | 33,269 | 3,694 | 11,535 | 7,131 | 3,349 | 3,313 | 3,076 | 17,169 | 9,899 | 6,282 | 8,322 |
| Franklin | 1991 | 106,371 | 33,615 | 32,466 | 4,333 | 17,196 | 8,065 | 1,451 | 2,453 | 2,201 | 25,963 | 4,832 | 6,267 | 2,941 |
| | 1987 | 89,000 | 29,074 | 28,075 | 3,370 | 12,943 | 5,888 | 1,361 | 1,662 | 1,492 | 22,472 | 3,657 | 5,921 | 2,324 |
| Grant | 1991 | 31,646 | 11,910 | 11,207 | 582 | 8,124 | | | 7 | | 2,654 | 1,871 | 206 | 1,648 |
| | 1987 | 24,315 | 9,468 | 8,907 | 627 | 5,998 | | | 10 | | 2,148 | 1,927 | 187 | 1,346 |
| Iberia | 1991 | 407,669 | 138,107 | 134,592 | 27,234 | 38,828 | 35,074 | 20,525 | 12,198 | 5,979 | 81,274 | 24,826 | 28,368 | 19,769 |
| | 1987 | 321,919 | 100,517 | 97,939 | 27,135 | 29,342 | 26,362 | 16,898 | 11,467 | 5,616 | 63,762 | 20,945 | 24,141 | 14,408 |
| Iberville | 1991 | 150,912 | 54,163 | 52,642 | 9,589 | 14,540 | 10,152 | 2,301 | 2,580 | 1,300 | 40,012 | 11,931 | 6,145 | 6,851 |
| | 1987 | 116,578 | 38,650 | 37,557 | 7,370 | 11,286 | 7,747 | 2,312 | 2,469 | 1,244 | 32,799 | 8,873 | 5,349 | 4,859 |
| Jackson | 1991 | 79,542 | 36,093 | 35,025 | 3,156 | 12,567 | 10,075 | 2,094 | 1,881 | 1,881 | 7,915 | 2,158 | 6,160 | 4,080 |
| | 1987 | 58,308 | 23,397 | 22,700 | 2,446 | 9,256 | 7,341 | 1,944 | 1,750 | 1,750 | 6,285 | 2,622 | 4,261 | 3,118 |
| Jefferson | 1991 | 4,504,889 | 957,001 | 910,033 | 436,866 | 585,392 | 496,256 | 257,067 | 272,608 | 131,834 | 1,028,034 | 237,106 | 160,437 | 193,436 |
| | 1987 | 3,486,317 | 788,911 | 750,042 | 354,987 | 471,329 | 396,272 | 190,947 | 204,520 | 100,577 | 752,487 | 207,949 | 129,380 | 130,414 |
| Jefferson Davis | 1991 | 178,631 | 43,202 | 41,849 | 18,428 | 21,440 | 17,134 | 3,718 | 1,266 | 607 | 39,183 | 16,695 | 12,007 | 12,091 |
| | 1987 | 140,007 | 33,866 | 32,799 | 12,204 | 14,958 | 11,818 | 3,643 | 1,381 | 685 | 32,212 | 16,257 | 9,185 | 7,938 |
| Lafayette | 1991 | 1,528,060 | 378,522 | 359,928 | 161,823 | 249,384 | 211,601 | 89,381 | 51,358 | 24,502 | 294,929 | 116,096 | 40,318 | 56,845 |
| | 1987 | 1,186,229 | 273,557 | 260,067 | 127,328 | 195,475 | 164,491 | 78,580 | 46,543 | 22,609 | 218,781 | 88,226 | 46,391 | 39,061 |
| Lafourche | 1991 | 458,953 | 176,065 | 167,452 | 27,160 | 58,689 | 39,244 | 8,790 | 8,876 | 3,649 | 70,080 | 35,651 | 30,157 | 29,274 |
| | 1987 | 358,278 | 125,538 | 119,373 | 23,059 | 43,443 | 28,525 | 8,859 | 10,515 | 4,438 | 59,038 | 28,064 | 26,293 | 20,451 |
| La Salle | 1991 | 71,682 | 25,111 | 24,213 | 3,442 | 11,588 | 9,081 | 769 | 625 | 406 | 13,237 | 5,631 | 1,757 | 4,779 |
| | 1987 | 52,607 | 16,329 | 15,742 | 2,987 | 7,685 | 5,948 | 716 | 537 | 361 | 12,339 | 3,898 | 1,834 | 2,835 |
| Lincoln | 1991 | 256,671 | 61,049 | 58,210 | 17,173 | 40,657 | 38,605 | 14,409 | 6,699 | 3,640 | 74,579 | 15,988 | 5,040 | 10,784 |
| | 1987 | 195,762 | 46,205 | 44,047 | 15,477 | 26,830 | 25,407 | 13,071 | 5,093 | 2,825 | 51,246 | 14,495 | 5,890 | 7,294 |
| Livingston | 1991 | 267,904 | 96,777 | 92,639 | 13,649 | 41,095 | 38,835 | 1,673 | 5,958 | 3,962 | 38,062 | 31,757 | 14,984 | 15,079 |
| | 1987 | 194,919 | 69,081 | 66,114 | 10,015 | 26,400 | 24,875 | 2,173 | 4,781 | 3,247 | 28,920 | 26,448 | 11,280 | 9,623 |
| Madison | 1991 | 66,049 | 22,087 | 21,480 | 8,827 | 3,690 | | 745 | 711 | 711 | 6,577 | 16,643 | 780 | 3,477 |
| | 1987 | 51,822 | 16,792 | 16,328 | 6,791 | 2,999 | | 683 | 924 | 924 | 5,697 | 12,420 | 733 | 2,673 |
| Morehouse | 1991 | 158,126 | 38,966 | 36,322 | 7,426 | 22,655 | 17,485 | 5,626 | 2,317 | 2,126 | 48,473 | 5,544 | 11,723 | 10,484 |
| | 1987 | 127,195 | 29,757 | 27,733 | 5,944 | 16,818 | 12,814 | 4,176 | 1,746 | 1,612 | 40,970 | 5,746 | 9,502 | 7,477 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1991<br>U.S. CENSUS 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **LOUISIANA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Natchitoches | 1991 | 212,997 | 74,054 | 72,269 | 16,072 | 28,490 | 22,787 | 7,915 | 6,807 | 4,496 | 39,027 | 7,877 | 12,192 | 12,002 |
| | 1987 | 159,113 | 49,772 | 48,563 | 11,546 | 19,345 | 15,294 | 5,952 | 5,918 | 3,915 | 30,313 | 8,707 | 11,341 | 8,264 |
| Orleans | 1991 | 3,351,948 | 712,125 | 663,272 | 507,236 | 290,996 | 183,834 | 215,664 | 135,389 | 78,252 | 503,556 | 192,922 | 90,174 | 205,867 |
| | 1987 | 2,674,140 | 564,185 | 525,375 | 416,397 | 245,968 | 152,216 | 191,206 | 117,217 | 69,228 | 407,716 | 164,002 | 81,472 | 139,311 |
| Ouachita | 1991 | 1,276,580 | 280,914 | 271,130 | 116,053 | 167,866 | 134,765 | 76,691 | 58,539 | 29,037 | 327,086 | 35,572 | 47,697 | 54,589 |
| | 1987 | 935,246 | 197,747 | 190,822 | 88,354 | 133,398 | 105,937 | 58,007 | 44,583 | 22,405 | 225,154 | 33,640 | 45,302 | 36,064 |
| Plaquemines | 1991 | 187,879 | 54,016 | 52,864 | 14,985 | 68,419 | | 1,272 | 1,761 | 630 | 3,294 | 16,974 | 4,071 | 3,498 |
| | 1987 | 131,991 | 37,721 | 36,909 | 14,031 | 41,148 | | 772 | 1,984 | 691 | 4,136 | 11,665 | 4,184 | 3,054 |
| Pointe Coupee | 1991 | 77,490 | 32,413 | 31,246 | 3,271 | 5,401 | | 676 | 1,047 | 386 | 19,162 | 3,195 | 3,614 | 5,208 |
| | 1987 | 66,680 | 25,184 | 24,272 | 2,734 | 4,119 | | 885 | 1,242 | 458 | 18,360 | 3,411 | 3,529 | 4,471 |
| Rapides | 1991 | 1,029,500 | 206,973 | 196,259 | 73,528 | 205,026 | 163,728 | 61,965 | 33,388 | 20,169 | 212,652 | 74,054 | 58,182 | 36,563 |
| | 1987 | 775,803 | 166,090 | 157,461 | 57,843 | 142,467 | 112,517 | 48,588 | 27,481 | 17,022 | 156,594 | 56,957 | 44,016 | 26,117 |
| Red River | 1991 | 40,307 | 8,781 | 8,339 | 1,701 | 3,295 | | 229 | 291 | 291 | 7,504 | 11,504 | 530 | 2,974 |
| | 1987 | 33,508 | 7,773 | 7,380 | 1,565 | 2,669 | | 434 | 503 | 503 | 5,755 | 9,508 | 618 | 2,248 |
| Richland | 1991 | 94,371 | 27,683 | 26,007 | 10,898 | 11,176 | | 1,480 | 1,495 | 1,425 | 23,073 | 6,037 | 3,433 | 5,821 |
| | 1987 | 81,555 | 20,782 | 19,520 | 7,897 | 8,424 | | 1,466 | 1,582 | 1,510 | 22,110 | 7,153 | 3,473 | 4,487 |
| Sabine | 1991 | 107,366 | 35,044 | 33,247 | 4,945 | 17,221 | | 3,799 | 2,209 | 870 | 16,718 | 11,593 | 2,110 | 5,127 |
| | 1987 | 86,367 | 28,236 | 26,783 | 3,800 | 12,470 | | 2,855 | 1,814 | 724 | 18,818 | 9,274 | 1,852 | 3,335 |
| St. Bernard | 1991 | 408,124 | 168,884 | 154,305 | 32,029 | 52,026 | 49,913 | 12,922 | 5,504 | 2,764 | 35,907 | 21,738 | 23,804 | 21,852 |
| | 1987 | 307,696 | 124,591 | 113,813 | 26,172 | 36,139 | 34,593 | 11,353 | 6,189 | 3,137 | 22,896 | 21,931 | 18,346 | 18,465 |
| St. Charles | 1991 | 129,578 | 58,669 | 57,580 | 9,630 | 7,853 | 6,276 | 1,196 | 3,331 | 2,194 | 11,608 | 11,327 | 7,656 | 9,491 |
| | 1987 | 99,712 | 40,208 | 39,453 | 8,410 | 6,761 | 5,345 | 1,515 | 2,786 | 1,842 | 10,449 | 10,328 | 6,433 | 5,914 |
| St. Helena | 1991 | 8,156 | 3,925 | 3,551 | 213 | 601 | | 86 | 136 | | 501 | 918 | 212 | 648 |
| | 1987 | 6,598 | 3,026 | 2,737 | 172 | 857 | | 70 | 121 | | 370 | 573 | 212 | 548 |
| St. James | 1991 | 63,860 | 31,764 | 30,816 | 3,881 | 2,358 | | 615 | 1,721 | 882 | 6,934 | 1,630 | 5,180 | 2,876 |
| | 1987 | 55,817 | 25,951 | 25,172 | 3,534 | 2,142 | | 536 | 2,606 | 1,327 | 6,896 | 1,978 | 5,003 | 2,201 |
| St. John the Baptist | 1991 | 208,124 | 64,130 | 62,745 | 19,581 | 35,177 | 13,819 | 6,584 | 5,587 | 2,580 | 31,668 | 23,017 | 4,993 | 10,976 |
| | 1987 | 147,008 | 46,281 | 45,272 | 13,076 | 21,502 | 8,176 | 4,291 | 4,383 | 2,065 | 22,642 | 18,550 | 4,502 | 7,322 |
| St. Landry | 1991 | 365,388 | 123,286 | 118,370 | 23,460 | 56,036 | 36,634 | 14,669 | 8,074 | 7,032 | 59,700 | 24,248 | 12,523 | 31,187 |
| | 1987 | 302,731 | 96,974 | 93,088 | 18,463 | 39,676 | 25,442 | 13,122 | 8,354 | 7,305 | 53,352 | 22,288 | 14,903 | 23,382 |
| St. Martin | 1991 | 139,711 | 59,618 | 55,755 | 14,840 | 15,916 | 13,517 | 753 | 734 | 553 | 18,479 | 13,065 | 3,125 | 6,206 |
| | 1987 | 113,893 | 44,102 | 41,236 | 11,449 | 14,665 | 12,354 | 829 | 593 | 448 | 17,078 | 10,508 | 4,003 | 4,563 |
| St. Mary | 1991 | 263,854 | 91,730 | 88,533 | 19,995 | 42,682 | 33,138 | 9,304 | 6,445 | 1,709 | 36,868 | 19,616 | 10,014 | 15,071 |
| | 1987 | 238,706 | 83,240 | 80,322 | 21,382 | 31,922 | 24,460 | 9,014 | 6,214 | 1,665 | 36,275 | 16,644 | 11,557 | 12,350 |
| St. Tammany | 1991 | 1,213,354 | 356,028 | 341,155 | 85,562 | 172,851 | 158,651 | 45,821 | 39,740 | 15,670 | 238,770 | 116,232 | 37,744 | 55,761 |
| | 1987 | 822,264 | 229,071 | 219,458 | 65,911 | 104,959 | 95,904 | 30,155 | 28,739 | 11,308 | 154,137 | 94,561 | 38,279 | 36,494 |
| Tangipahoa | 1991 | 688,310 | 228,346 | 222,555 | 42,115 | 68,559 | 57,123 | 21,890 | 18,889 | 13,570 | 150,419 | 75,901 | 21,274 | 28,679 |
| | 1987 | 503,291 | 138,833 | 135,285 | 37,024 | 55,874 | 46,104 | 16,735 | 15,542 | 11,302 | 113,673 | 59,180 | 23,825 | 18,392 |
| Tensas | 1991 | 15,939 | 9,041 | 8,609 | 310 | 760 | | 92 | 93 | | 722 | 4,459 | | 254 |
| | 1987 | 15,844 | 8,213 | 7,819 | 372 | 846 | | 128 | 111 | | 698 | 4,852 | | 276 |
| Terrebonne | 1991 | 732,982 | 167,167 | 156,884 | 69,889 | 120,321 | 103,996 | 31,849 | 23,653 | 13,234 | 164,078 | 30,843 | 43,835 | 35,309 |
| | 1987 | 578,880 | 137,388 | 128,911 | 70,839 | 89,405 | 76,687 | 25,819 | 19,808 | 11,212 | 115,401 | 25,982 | 37,409 | 24,096 |
| Union | 1991 | 66,772 | 25,290 | 23,159 | 1,947 | 10,113 | | 877 | 300 | 300 | 13,413 | 5,246 | 1,054 | 5,208 |
| | 1987 | 51,372 | 18,019 | 16,497 | 1,795 | 7,282 | | 814 | 312 | 312 | 11,596 | 4,256 | 1,094 | 3,778 |
| Vermilion | 1991 | 213,954 | 71,144 | 68,696 | 13,377 | 20,175 | 15,275 | 8,833 | 2,792 | 2,090 | 42,635 | 16,770 | 13,548 | 16,285 |
| | 1987 | 179,172 | 59,182 | 57,134 | 10,679 | 16,909 | 12,626 | 8,035 | 3,147 | 2,346 | 36,223 | 12,368 | 12,788 | 11,628 |
| Vernon | 1991 | 223,506 | 59,649 | 56,917 | 26,248 | 37,329 | 28,563 | 4,915 | 9,233 | 3,894 | 37,853 | 16,612 | 10,223 | 7,286 |
| | 1987 | 162,406 | 43,819 | 41,804 | 19,526 | 24,299 | 18,354 | 3,474 | 6,950 | 3,005 | 26,622 | 10,705 | 11,289 | 4,416 |
| Washington | 1991 | 191,843 | 62,289 | 59,687 | 12,805 | 23,537 | 15,526 | 7,199 | 5,384 | 3,552 | 24,589 | 13,200 | 19,829 | 14,325 |
| | 1987 | 155,820 | 48,208 | 46,185 | 10,024 | 16,873 | 10,909 | 7,968 | 4,638 | 3,104 | 22,707 | 12,296 | 13,683 | 10,040 |
| Webster | 1991 | 250,899 | 58,721 | 56,037 | 14,639 | 26,766 | 16,920 | 10,041 | 11,996 | 8,748 | 62,215 | 29,015 | 9,340 | 8,881 |
| | 1987 | 201,915 | 50,095 | 47,796 | 11,428 | 20,646 | 12,779 | 8,227 | 9,110 | 6,775 | 52,609 | 21,494 | 8,597 | 6,289 |
| West Baton Rouge | 1991 | 87,661 | 33,667 | 32,469 | 1,097 | 3,879 | | 77 | 1,431 | 1,431 | 23,244 | 15,292 | 4,901 | 1,296 |
| | 1987 | 61,282 | 24,517 | 23,640 | 1,396 | 2,440 | | 131 | 940 | 940 | 13,335 | 11,532 | 3,872 | 1,128 |
| West Carroll | 1991 | 119,554 | 18,668 | 17,603 | 2,225 | 52,490 | | 2,220 | 210 | | 17,312 | 2,810 | 7,661 | 2,766 |
| | 1987 | 84,684 | 11,175 | 10,535 | 1,663 | 37,059 | | 1,538 | 187 | | 14,778 | 2,502 | 6,083 | 1,886 |
| West Feliciana | 1991 | 28,290 | 13,359 | 12,837 | 2,552 | 1,248 | | 124 | 408 | | 2,411 | 4,078 | 2,382 | 945 |
| | 1987 | 22,860 | 9,512 | 9,138 | 2,070 | 1,725 | | 210 | 345 | | 2,745 | 3,133 | 1,632 | 715 |
| Winn | 1991 | 89,805 | 32,681 | 31,162 | 4,200 | 15,706 | 13,459 | 1,855 | 1,202 | 723 | 17,293 | 3,626 | 4,199 | 4,811 |
| | 1987 | 66,584 | 21,563 | 20,557 | 3,107 | 10,595 | 9,007 | 1,645 | 986 | 603 | 14,576 | 4,031 | 3,613 | 2,933 |
| **TOTAL METRO COUNTIES** | 1991 | 22,881,125 | 5,431,711 | 5,180,510 | 2,179,624 | 3,195,557 | 2,563,957 | 1,200,141 | 1,018,176 | 506,579 | 4,643,905 | 1,463,705 | 880,150 | 1,039,313 |
| | 1987 | 17,618,432 | 4,173,362 | 3,978,579 | 1,794,100 | 2,430,965 | 1,925,915 | 949,055 | 818,999 | 416,915 | 3,411,807 | 1,220,221 | 800,388 | 716,752 |
| **TOTAL STATE** | 1991 | 28,996,995 | 7,422,896 | 7,094,020 | 2,567,235 | 4,032,646 | 3,039,539 | 1,378,917 | 1,160,649 | 600,625 | 5,815,331 | 1,942,955 | 1,161,210 | 1,369,526 |
| | 1987 | 22,445,813 | 5,655,159 | 5,401,797 | 2,118,958 | 3,045,480 | 2,271,620 | 1,104,316 | 945,468 | 501,021 | 4,377,083 | 1,619,377 | 1,062,241 | 954,729 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1991
U.S. CENSUS: 1987

| METRO AREA County | Year | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **MAINE** | | | | | | | | | | | | | | |
| **BANGOR** | 1991 | 1,271,553 | 277,229 | 257,494 | 105,919 | 142,036 | 99,897 | 48,638 | 44,178 | 21,098 | 322,302 | 109,389 | 75,196 | 41,481 |
| | 1987 | 1,146,587 | 233,332 | 216,679 | 75,620 | 135,652 | 93,879 | 52,013 | 40,094 | 19,429 | 302,820 | 90,545 | 81,750 | 33,211 |
| Penobscot | 1991 | 1,271,553 | 277,229 | 257,494 | 105,919 | 142,036 | 99,897 | 48,638 | 44,178 | 21,098 | 322,302 | 109,389 | 75,196 | 41,481 |
| | 1987 | 1,146,587 | 233,332 | 216,679 | 75,620 | 135,652 | 93,879 | 52,013 | 40,094 | 19,429 | 302,820 | 90,545 | 81,750 | 33,211 |
| **LEWISTON - AUBURN** | 1991 | 802,205 | 208,151 | 200,070 | 80,733 | 101,976 | 86,109 | 18,247 | 21,142 | 9,519 | 187,799 | 45,854 | 43,874 | 27,894 |
| | 1987 | 723,122 | 168,288 | 161,722 | 54,721 | 90,814 | 76,035 | 23,052 | 19,330 | 8,851 | 190,309 | 45,056 | 44,986 | 20,712 |
| Androscoggin | 1991 | 802,205 | 208,151 | 200,070 | 80,733 | 101,976 | 86,109 | 18,247 | 21,142 | 9,519 | 187,799 | 45,854 | 43,874 | 27,894 |
| | 1987 | 723,122 | 168,288 | 161,722 | 54,721 | 90,814 | 76,035 | 23,052 | 19,330 | 8,851 | 190,309 | 45,056 | 44,986 | 20,712 |
| **PORTLAND** | 1991 | 3,058,969 | 531,805 | 501,968 | 301,664 | 271,040 | 198,739 | 152,994 | 103,179 | 67,855 | 474,168 | 108,015 | 143,395 | 81,919 |
| | 1987 | 2,676,764 | 438,693 | 413,997 | 210,971 | 257,790 | 186,228 | 131,185 | 101,106 | 67,348 | 452,341 | 105,816 | 171,296 | 67,567 |
| Cumberland | 1991 | 3,058,969 | 531,805 | 501,968 | 301,664 | 271,040 | 198,739 | 152,994 | 103,179 | 67,855 | 474,168 | 108,015 | 143,395 | 81,919 |
| | 1987 | 2,676,764 | 438,693 | 413,997 | 210,971 | 257,790 | 186,228 | 131,185 | 101,106 | 67,348 | 452,341 | 105,816 | 171,296 | 67,567 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Androscoggin | 1991 | 802,205 | 208,151 | 200,070 | 80,733 | 101,976 | 86,109 | 18,247 | 21,142 | 9,519 | 187,799 | 45,854 | 43,874 | 27,894 |
| | 1987 | 723,122 | 168,288 | 161,722 | 54,721 | 90,814 | 76,035 | 23,052 | 19,330 | 8,851 | 190,309 | 45,056 | 44,986 | 20,712 |
| Aroostook | 1991 | 567,046 | 150,239 | 146,669 | 43,055 | 47,463 | 31,562 | 13,595 | 17,321 | 9,535 | 142,983 | 50,078 | 29,094 | 23,144 |
| | 1987 | 481,114 | 114,750 | 112,001 | 28,711 | 51,487 | 33,617 | 15,791 | 15,765 | 8,821 | 120,842 | 37,669 | 30,690 | 17,175 |
| Cumberland | 1991 | 3,058,969 | 531,805 | 501,968 | 301,664 | 271,040 | 198,739 | 152,994 | 103,179 | 67,855 | 474,168 | 108,015 | 143,395 | 81,919 |
| | 1987 | 2,676,764 | 438,693 | 413,997 | 210,971 | 257,790 | 186,228 | 131,185 | 101,106 | 67,348 | 452,341 | 105,816 | 171,296 | 67,567 |
| Franklin | 1991 | 196,336 | 57,826 | 53,129 | 19,468 | 14,395 | 8,670 | 4,047 | 5,074 | 2,906 | 47,508 | 10,949 | 17,002 | 6,732 |
| | 1987 | 174,558 | 43,074 | 39,567 | 14,090 | 12,600 | 7,418 | 4,392 | 4,675 | 2,741 | 44,941 | 10,474 | 18,976 | 5,220 |
| Hancock | 1991 | 391,725 | 117,230 | 111,342 | 48,086 | 19,232 | 11,469 | 9,877 | 10,466 | 4,620 | 74,091 | 16,004 | 40,341 | 10,822 |
| | 1987 | 345,725 | 92,031 | 87,391 | 34,210 | 22,856 | 13,324 | 12,742 | 11,206 | 4,949 | 67,886 | 14,594 | 39,542 | 8,711 |
| Kennebec | 1991 | 996,108 | 234,691 | 223,660 | 83,165 | 102,620 | 77,592 | 15,049 | 29,009 | 18,211 | 244,253 | 100,124 | 73,623 | 36,359 |
| | 1987 | 883,559 | 182,768 | 174,143 | 61,372 | 98,300 | 73,347 | 24,837 | 32,675 | 20,908 | 231,862 | 72,532 | 73,354 | 25,433 |
| Knox | 1991 | 286,022 | 86,862 | 84,821 | 26,389 | 21,025 | 13,308 | 14,006 | 9,035 | 2,909 | 48,888 | 12,609 | 30,309 | 10,903 |
| | 1987 | 252,104 | 61,936 | 60,469 | 18,354 | 21,475 | 13,325 | 13,926 | 8,184 | 2,716 | 49,448 | 12,767 | 30,165 | 8,278 |
| Lincoln | 1991 | 213,050 | 55,920 | 52,839 | 26,846 | 4,851 | 2,648 | 5,546 | 4,738 | 3,947 | 42,695 | 13,094 | 30,378 | 6,914 |
| | 1987 | 197,477 | 44,403 | 41,948 | 18,519 | 5,172 | 2,753 | 6,273 | 4,361 | 3,666 | 41,658 | 12,938 | 32,983 | 5,355 |
| Oxford | 1991 | 235,907 | 46,026 | 44,337 | 19,728 | 21,075 | 9,926 | 4,205 | 8,674 | 7,055 | 38,246 | 42,943 | 21,462 | 12,931 |
| | 1987 | 227,393 | 45,028 | 43,367 | 15,385 | 20,336 | 9,300 | 4,557 | 7,957 | 6,551 | 43,881 | 32,140 | 25,300 | 10,581 |
| Penobscot | 1991 | 1,271,553 | 277,229 | 257,494 | 105,919 | 142,036 | 99,897 | 48,638 | 44,178 | 21,098 | 322,302 | 109,389 | 75,196 | 41,481 |
| | 1987 | 1,146,587 | 233,332 | 216,679 | 75,620 | 135,652 | 93,879 | 52,013 | 40,094 | 19,429 | 302,820 | 90,545 | 81,750 | 33,211 |
| Piscataquis | 1991 | 101,331 | 29,782 | 28,661 | 7,624 | 16,949 | 4,697 | 371 | 3,819 | 1,667 | 16,853 | 6,567 | 5,678 | 5,363 |
| | 1987 | 90,254 | 24,096 | 23,184 | 5,314 | 13,454 | 3,587 | 588 | 3,610 | 1,614 | 16,785 | 5,741 | 5,355 | 3,907 |
| Sagadahoc | 1991 | 190,940 | 71,451 | 66,501 | 17,533 | 11,480 | 8,283 | 2,742 | 4,644 | 2,979 | 40,971 | 12,530 | 9,105 | 5,531 |
| | 1987 | 174,060 | 55,309 | 51,467 | 12,617 | 9,116 | 6,480 | 2,892 | 4,247 | 2,744 | 45,138 | 10,574 | 9,981 | 5,424 |
| Somerset | 1991 | 265,753 | 76,206 | 70,757 | 13,043 | 14,750 | 8,047 | 3,434 | 9,526 | 6,664 | 71,436 | 26,477 | 23,214 | 9,019 |
| | 1987 | 243,874 | 66,873 | 62,079 | 11,352 | 13,890 | 7,390 | 4,180 | 8,727 | 6,174 | 61,932 | 20,939 | 23,369 | 8,736 |
| Waldo | 1991 | 143,588 | 38,138 | 37,369 | 13,770 | 17,820 | 4,487 | 1,876 | 3,278 | 1,420 | 27,257 | 6,976 | 15,580 | 4,355 |
| | 1987 | 124,178 | 30,602 | 29,979 | 10,893 | 14,422 | 3,490 | 2,650 | 2,937 | 1,281 | 25,222 | 5,541 | 14,566 | 4,056 |
| Washington | 1991 | 210,629 | 67,013 | 64,497 | 15,118 | 16,279 | 6,706 | 2,693 | 4,913 | 2,713 | 24,569 | 29,804 | 14,604 | 6,855 |
| | 1987 | 175,402 | 57,883 | 55,698 | 11,207 | 13,460 | 5,367 | 2,535 | 4,445 | 2,505 | 22,268 | 20,048 | 14,309 | 6,199 |
| York | 1991 | 1,160,666 | 250,614 | 232,774 | 181,717 | 51,513 | 38,298 | 48,675 | 47,380 | 33,411 | 258,768 | 71,567 | 76,015 | 38,118 |
| | 1987 | 1,023,544 | 197,588 | 183,486 | 127,601 | 47,499 | 34,805 | 41,609 | 41,096 | 28,992 | 259,201 | 71,949 | 76,263 | 29,335 |
| **TOTAL METRO COUNTIES** | 1991 | 5,132,727 | 1,017,185 | 959,532 | 488,316 | 515,052 | 384,745 | 219,879 | 168,499 | 98,472 | 984,269 | 263,258 | 262,465 | 151,294 |
| | 1987 | 4,546,473 | 840,313 | 792,398 | 341,312 | 484,256 | 356,142 | 206,250 | 160,530 | 95,628 | 945,470 | 241,417 | 298,032 | 121,490 |
| **TOTAL STATE** | 1991 | 10,091,828 | 2,299,183 | 2,176,888 | 1,003,858 | 874,504 | 610,438 | 345,995 | 326,376 | 196,509 | 2,062,787 | 662,980 | 648,870 | 328,340 |
| | 1987 | 8,939,715 | 1,856,654 | 1,757,177 | 710,937 | 828,323 | 570,345 | 343,222 | 310,415 | 189,290 | 1,976,534 | 569,323 | 692,885 | 259,900 |
| **MARYLAND** | | | | | | | | | | | | | | |
| **BALTIMORE** | 1991 | 17,484,100 | 3,330,998 | 3,081,219 | 1,742,179 | 2,061,301 | 1,664,325 | 1,021,681 | 878,051 | 520,248 | 3,833,242 | 1,044,216 | 802,476 | 696,457 |
| | 1987 | 15,533,888 | 2,960,318 | 2,735,312 | 1,579,517 | 1,783,477 | 1,422,824 | 868,734 | 838,945 | 513,456 | 3,692,336 | 957,567 | 735,859 | 496,821 |
| Anne Arundel | 1991 | 3,917,033 | 747,613 | 700,443 | 359,540 | 647,967 | 512,283 | 198,327 | 175,742 | 98,431 | 880,451 | 228,649 | 161,958 | 103,864 |
| | 1987 | 3,339,613 | 610,424 | 571,795 | 307,428 | 474,383 | 370,790 | 147,530 | 169,514 | 96,757 | 898,704 | 205,261 | 148,974 | 72,652 |
| Baltimore | 1991 | 6,969,145 | 1,168,496 | 1,093,528 | 607,675 | 853,246 | 747,437 | 487,450 | 345,781 | 209,060 | 1,757,458 | 301,401 | 338,875 | 228,239 |
| | 1987 | 6,167,053 | 1,088,283 | 1,018,257 | 550,120 | 832,331 | 724,107 | 390,985 | 342,072 | 210,750 | 1,547,904 | 315,634 | 302,106 | 163,151 |
| Baltimore city | 1991 | 3,169,417 | 698,866 | 611,928 | 508,371 | 205,476 | 100,884 | 206,957 | 118,283 | 84,951 | 441,250 | 205,083 | 127,737 | 252,729 |
| | 1987 | 3,167,233 | 654,089 | 572,607 | 478,633 | 211,063 | 100,750 | 220,167 | 146,892 | 106,619 | 558,682 | 189,907 | 123,037 | 185,138 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1991<br>U.S. CENSUS: 1987<br>METRO AREA<br>County | Year | Total Retail Sales ($000) | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **MARYLAND (continued)** | | | | | | | | | | | | | | |
| **BALTIMORE (continued)** | | | | | | | | | | | | | | |
| Carroll | 1991 | 705,040 | 151,526 | 138,429 | 53,433 | 70,226 | 53,892 | 14,503 | 27,279 | 14,351 | 161,738 | 69,862 | 52,905 | 36,916 |
| | 1987 | 634,004 | 134,622 | 122,961 | 50,774 | 49,622 | 37,597 | 15,717 | 24,269 | 12,820 | 171,092 | 58,573 | 46,653 | 25,510 |
| Harford | 1991 | 1,238,669 | 253,776 | 244,435 | 80,056 | 136,174 | 110,341 | 42,030 | 51,874 | 29,664 | 343,862 | 109,595 | 57,530 | 39,091 |
| | 1987 | 1,015,957 | 215,234 | 207,270 | 73,198 | 98,619 | 79,073 | 31,098 | 41,640 | 24,084 | 304,969 | 85,726 | 52,167 | 28,583 |
| Howard | 1991 | 1,317,090 | 264,478 | 251,109 | 106,956 | 144,890 | 139,488 | 66,610 | 143,803 | 70,545 | 235,185 | 115,819 | 50,585 | 32,244 |
| | 1987 | 1,072,386 | 218,433 | 207,350 | 100,128 | 115,030 | 110,507 | 59,825 | 102,493 | 52,041 | 195,855 | 91,589 | 50,249 | 19,324 |
| Queen Anne's | 1991 | 167,706 | 46,243 | 41,347 | 26,148 | 3,322 | | 5,804 | 15,289 | 13,246 | 13,298 | 13,807 | 12,886 | 3,374 |
| | 1987 | 137,642 | 39,233 | 35,072 | 19,236 | 2,429 | | 3,412 | 12,065 | 10,385 | 15,130 | 10,877 | 12,673 | 2,463 |
| **CUMBERLAND** | 1991 | 643,437 | 136,540 | 128,435 | 62,485 | 104,728 | 87,500 | 25,253 | 37,160 | 17,096 | 100,857 | 49,119 | 36,084 | 33,159 |
| | 1987 | 585,755 | 125,614 | 118,190 | 54,326 | 98,426 | 81,119 | 23,208 | 31,643 | 14,732 | 102,475 | 47,296 | 33,830 | 25,134 |
| Allegany | 1991 | 560,176 | 112,391 | 106,174 | 53,838 | 100,838 | 85,551 | 22,908 | 31,708 | 14,699 | 82,212 | 43,737 | 31,198 | 28,462 |
| | 1987 | 512,082 | 105,818 | 99,945 | 46,716 | 93,682 | 78,806 | 21,076 | 27,341 | 12,808 | 85,473 | 41,610 | 29,726 | 21,769 |
| *Mineral, W. Va.* | *1991* | *83,261* | *24,149* | *22,261* | *8,647* | *3,890* | *1,949* | *2,345* | *5,452* | *2,397* | *18,645* | *5,382* | *4,886* | *4,697* |
| | *1987* | *73,673* | *19,796* | *18,245* | *7,610* | *4,744* | *2,313* | *2,132* | *4,302* | *1,924* | *17,002* | *5,686* | *4,104* | *3,365* |
| **HAGERSTOWN** | 1991 | 868,139 | 182,659 | 173,323 | 67,311 | 110,370 | 100,299 | 25,599 | 42,467 | 25,698 | 229,375 | 57,962 | 52,332 | 42,784 |
| | 1987 | 788,687 | 147,090 | 139,544 | 54,429 | 103,446 | 93,535 | 27,079 | 42,710 | 26,346 | 211,102 | 51,387 | 49,635 | 28,749 |
| Washington | 1991 | 868,139 | 182,659 | 173,323 | 67,311 | 110,370 | 100,299 | 25,599 | 42,467 | 25,698 | 229,375 | 57,962 | 52,332 | 42,784 |
| | 1987 | 788,687 | 147,090 | 139,544 | 54,429 | 103,446 | 93,535 | 27,079 | 42,710 | 26,346 | 211,102 | 51,387 | 49,635 | 28,749 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Allegany | 1991 | 560,176 | 112,391 | 106,174 | 53,838 | 100,838 | 85,551 | 22,908 | 31,708 | 14,699 | 82,212 | 43,737 | 31,198 | 28,462 |
| | 1987 | 512,082 | 105,818 | 99,945 | 46,716 | 93,682 | 78,806 | 21,076 | 27,341 | 12,808 | 85,473 | 41,610 | 29,726 | 21,769 |
| Anne Arundel | 1991 | 3,917,033 | 747,613 | 700,443 | 359,540 | 647,967 | 512,283 | 198,327 | 175,742 | 98,431 | 880,451 | 228,649 | 161,958 | 103,864 |
| | 1987 | 3,339,613 | 610,424 | 571,795 | 307,428 | 474,383 | 370,790 | 147,530 | 169,514 | 96,757 | 898,704 | 205,261 | 148,974 | 72,652 |
| Baltimore | 1991 | 6,969,145 | 1,168,496 | 1,093,528 | 607,675 | 853,246 | 747,437 | 487,450 | 345,781 | 209,060 | 1,757,458 | 301,401 | 338,875 | 228,239 |
| | 1987 | 6,167,053 | 1,088,283 | 1,018,257 | 550,120 | 832,331 | 724,107 | 390,985 | 342,072 | 210,750 | 1,547,904 | 315,634 | 302,106 | 163,151 |
| Baltimore city | 1991 | 3,169,417 | 698,866 | 611,928 | 508,371 | 205,476 | 100,884 | 206,957 | 118,283 | 84,951 | 441,250 | 205,083 | 127,737 | 252,729 |
| | 1987 | 3,167,233 | 654,089 | 572,607 | 478,633 | 211,063 | 100,750 | 220,167 | 146,892 | 106,619 | 558,682 | 189,907 | 123,037 | 185,138 |
| ☐ Calvert | 1991 | 220,049 | 57,934 | 54,447 | 26,626 | 18,991 | 12,266 | 2,191 | 8,464 | 5,525 | 56,889 | 11,930 | 11,640 | 6,311 |
| | 1987 | 177,197 | 45,086 | 42,364 | 20,035 | 13,454 | 8,523 | 1,782 | 5,958 | 3,951 | 47,325 | 11,894 | 10,961 | 4,520 |
| Caroline | 1991 | 151,118 | 25,237 | 23,667 | 6,799 | 5,399 | | 1,021 | 3,699 | 2,236 | 76,431 | 10,228 | 8,925 | 5,332 |
| | 1987 | 125,239 | 25,992 | 24,370 | 5,188 | 4,463 | | 885 | 3,054 | 1,842 | 57,851 | 8,645 | 8,486 | 4,413 |
| Carroll | 1991 | 705,040 | 151,526 | 138,429 | 53,433 | 70,226 | 53,892 | 14,503 | 27,279 | 14,351 | 161,738 | 69,862 | 52,905 | 36,916 |
| | 1987 | 634,004 | 134,622 | 122,961 | 50,774 | 49,622 | 37,597 | 15,717 | 24,269 | 12,820 | 171,092 | 58,573 | 46,653 | 25,510 |
| ☐ Cecil | 1991 | 470,515 | 78,155 | 73,759 | 32,922 | 23,014 | 14,947 | 10,775 | 10,291 | 7,166 | 121,691 | 69,034 | 32,070 | 12,987 |
| | 1987 | 410,376 | 68,746 | 64,866 | 28,526 | 17,627 | 11,230 | 8,880 | 8,392 | 5,891 | 122,512 | 60,879 | 28,608 | 8,421 |
| ☐ Charles | 1991 | 679,280 | 117,455 | 113,831 | 63,873 | 48,889 | | 27,070 | 37,027 | 27,595 | 169,645 | 52,792 | 55,561 | 24,795 |
| | 1987 | 534,512 | 104,473 | 101,229 | 43,659 | 28,222 | | 16,466 | 26,848 | 20,207 | 147,305 | 41,311 | 42,343 | 27,113 |
| Dorchester | 1991 | 170,087 | 34,133 | 32,516 | 18,195 | 9,816 | 3,185 | 8,401 | 5,887 | 3,491 | 17,942 | 24,837 | 8,128 | 8,735 |
| | 1987 | 162,899 | 36,506 | 34,769 | 14,710 | 8,808 | 2,756 | 7,269 | 5,444 | 3,207 | 22,535 | 17,682 | 8,275 | 6,582 |
| ☐ Frederick | 1991 | 1,095,301 | 196,903 | 186,865 | 112,506 | 156,706 | 144,154 | 39,489 | 60,285 | 43,436 | 223,884 | 67,710 | 82,389 | 30,078 |
| | 1987 | 949,330 | 193,682 | 183,772 | 85,605 | 121,824 | 111,547 | 30,164 | 47,216 | 34,435 | 216,662 | 67,329 | 76,871 | 21,662 |
| Garrett | 1991 | 173,008 | 47,881 | 43,819 | 8,826 | 5,233 | 2,320 | 4,228 | 7,691 | 4,170 | 33,316 | 23,662 | 19,253 | 10,661 |
| | 1987 | 157,919 | 40,858 | 37,384 | 8,036 | 6,898 | 2,968 | 3,495 | 6,834 | 3,679 | 36,115 | 17,378 | 21,447 | 7,864 |
| Harford | 1991 | 1,238,669 | 253,776 | 244,435 | 80,056 | 136,174 | 110,341 | 42,030 | 51,874 | 29,664 | 343,862 | 109,595 | 57,530 | 39,091 |
| | 1987 | 1,015,957 | 215,234 | 207,270 | 73,198 | 98,619 | 79,073 | 31,098 | 41,640 | 24,084 | 304,969 | 85,726 | 52,167 | 28,583 |
| Howard | 1991 | 1,317,090 | 264,478 | 251,109 | 106,956 | 144,890 | 139,488 | 66,610 | 143,803 | 70,545 | 235,185 | 115,819 | 50,585 | 32,244 |
| | 1987 | 1,072,386 | 218,433 | 207,350 | 100,128 | 115,030 | 110,507 | 59,825 | 102,493 | 52,041 | 195,855 | 91,589 | 50,249 | 19,324 |
| Kent | 1991 | 127,120 | 31,317 | 29,802 | 15,710 | 8,092 | 4,390 | 4,738 | 4,013 | 2,910 | 30,754 | 7,736 | 5,642 | 7,579 |
| | 1987 | 110,330 | 28,796 | 27,398 | 12,392 | 6,996 | 3,703 | 3,562 | 2,858 | 2,075 | 30,290 | 6,520 | 5,020 | 4,779 |
| ☐ Montgomery | 1991 | 6,233,787 | 1,286,672 | 1,229,405 | 539,179 | 723,506 | 647,579 | 389,076 | 480,033 | 230,807 | 1,289,851 | 387,299 | 217,709 | 264,175 |
| | 1987 | 5,872,769 | 1,122,055 | 1,071,900 | 492,168 | 681,707 | 606,654 | 414,526 | 449,465 | 222,168 | 1,359,445 | 360,952 | 253,729 | 190,808 |
| ☐ Prince George's | 1991 | 6,109,373 | 1,091,170 | 1,042,752 | 545,756 | 865,998 | 646,094 | 344,251 | 309,825 | 164,999 | 1,384,018 | 441,316 | 197,626 | 215,374 |
| | 1987 | 5,576,965 | 1,001,652 | 957,014 | 463,143 | 729,151 | 536,466 | 284,495 | 277,132 | 151,452 | 1,496,162 | 397,174 | 198,641 | 181,519 |
| Queen Anne's | 1991 | 167,706 | 46,243 | 41,347 | 26,148 | 3,322 | | 5,804 | 15,289 | 13,246 | 13,298 | 13,807 | 12,886 | 3,374 |
| | 1987 | 137,642 | 39,233 | 35,072 | 19,236 | 2,429 | | 3,412 | 12,065 | 10,385 | 15,130 | 10,877 | 12,673 | 2,463 |
| St. Mary's | 1991 | 414,717 | 111,919 | 106,378 | 42,468 | 37,097 | 28,141 | 12,278 | 13,387 | 10,328 | 63,849 | 51,426 | 30,388 | 12,662 |
| | 1987 | 332,463 | 86,533 | 82,232 | 32,538 | 29,275 | 21,922 | 11,958 | 13,813 | 10,794 | 63,582 | 31,074 | 24,695 | 9,630 |
| Somerset | 1991 | 73,831 | 26,970 | 25,295 | 9,041 | 1,995 | | 291 | 989 | 989 | 8,319 | 11,397 | 1,964 | 4,092 |
| | 1987 | 62,607 | 24,422 | 22,901 | 6,509 | 1,890 | | 405 | 1,093 | 1,093 | 8,877 | 7,841 | 2,356 | 2,872 |
| Talbot | 1991 | 307,649 | 52,062 | 49,322 | 37,041 | 2,084 | | 16,184 | 9,934 | 6,059 | 76,617 | 18,040 | 37,723 | 9,680 |
| | 1987 | 290,294 | 50,358 | 47,698 | 32,749 | 2,854 | | 17,825 | 11,031 | 6,844 | 77,176 | 16,236 | 34,814 | 8,068 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1991<br>U.S. CENSUS 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **MARYLAND (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Washington | 1991 | 868,139 | 182,659 | 173,323 | 67,311 | 110,370 | 100,299 | 25,599 | 42,467 | 25,698 | 229,375 | 57,962 | 52,332 | 42,784 |
| | 1987 | 788,687 | 147,090 | 139,544 | 54,429 | 103,446 | 93,535 | 27,079 | 42,710 | 26,346 | 211,102 | 51,387 | 49,635 | 28,749 |
| Wicomico | 1991 | 721,952 | 135,959 | 130,759 | 65,671 | 112,712 | 96,220 | 40,721 | 27,622 | 14,875 | 133,464 | 53,484 | 53,093 | 18,601 |
| | 1987 | 625,542 | 112,512 | 108,187 | 52,230 | 87,797 | 74,346 | 36,184 | 27,036 | 14,783 | 146,765 | 39,986 | 49,965 | 13,809 |
| Worcester | 1991 | 525,215 | 84,504 | 75,727 | 127,609 | 31,814 | 20,710 | 44,211 | 24,759 | 21,592 | 88,548 | 28,072 | 13,569 | 15,284 |
| | 1987 | 457,076 | 87,622 | 78,505 | 105,388 | 28,302 | 18,058 | 33,825 | 21,832 | 19,108 | 81,848 | 23,934 | 16,445 | 13,173 |
| **TOTAL METRO COUNTIES** | **1991** | **33,720,720** | **6,454,337** | **6,061,775** | **3,184,190** | **4,109,613** | **3,315,215** | **1,883,040** | **1,858,151** | **1,040,173** | **7,390,807** | **2,175,996** | **1,483,001** | **1,321,373** |
| | 1987 | 30,355,806 | 5,748,920 | 5,395,946 | 2,813,798 | 3,572,590 | 2,869,585 | 1,673,202 | 1,724,007 | 990,714 | 7,378,322 | 1,990,103 | 1,426,373 | 981,382 |
| **TOTAL STATE** | **1991** | **36,385,417** | **7,004,319** | **6,579,060** | **3,515,550** | **4,323,855** | **3,470,181** | **2,015,113** | **1,956,132** | **1,106,823** | **7,920,047** | **2,404,878** | **1,661,686** | **1,413,999** |
| | 1987 | 32,680,175 | 6,242,519 | 5,859,390 | 3,083,538 | 3,749,873 | 2,993,338 | 1,788,610 | 1,817,002 | 1,054,139 | 7,903,361 | 2,159,399 | 1,597,876 | 1,052,572 |
| **MASSACHUSETTS** | | | | | | | | | | | | | | |
| **BOSTON - LAWRENCE - SALEM - LOWELL - BROCKTON** | **1991** | **33,301,185** | **6,444,786** | **5,737,355** | **4,432,429** | **3,211,997** | **2,522,671** | **1,976,489** | **1,493,827** | **889,295** | **6,709,052** | **1,747,886** | **1,388,102** | **1,326,051** |
| | 1987 | 29,536,721 | 5,176,255 | 4,605,361 | 3,187,133 | 3,180,994 | 2,469,211 | 1,941,727 | 1,400,886 | 847,911 | 6,469,538 | 1,551,018 | 1,488,928 | 1,051,317 |
| Essex | 1991 | 5,845,472 | 1,024,793 | 886,359 | 777,547 | 690,432 | 562,323 | 290,193 | 237,303 | 156,275 | 1,369,384 | 365,102 | 246,059 | 228,003 |
| | 1987 | 5,241,857 | 831,472 | 719,009 | 568,698 | 637,705 | 514,120 | 319,831 | 225,683 | 150,924 | 1,324,746 | 310,934 | 251,592 | 175,182 |
| Middlesex | 1991 | 12,429,158 | 2,572,388 | 2,334,595 | 1,419,211 | 1,181,242 | 875,952 | 788,754 | 583,388 | 348,455 | 2,641,768 | 659,715 | 586,955 | 511,994 |
| | 1987 | 10,971,238 | 2,006,993 | 1,821,101 | 992,616 | 1,241,013 | 907,437 | 700,281 | 549,255 | 333,657 | 2,547,340 | 589,329 | 637,398 | 401,471 |
| Norfolk | 1991 | 6,138,917 | 1,220,785 | 1,082,060 | 579,139 | 657,656 | 474,623 | 345,504 | 259,192 | 160,521 | 1,502,647 | 305,829 | 187,194 | 234,580 |
| | 1987 | 5,457,092 | 988,819 | 876,279 | 437,264 | 575,093 | 408,804 | 368,081 | 239,470 | 150,140 | 1,369,522 | 299,298 | 210,478 | 185,115 |
| Plymouth | 1991 | 4,046,434 | 700,349 | 633,218 | 442,886 | 331,399 | 313,397 | 185,699 | 178,056 | 110,618 | 787,934 | 231,338 | 268,436 | 130,550 |
| | 1987 | 3,505,642 | 576,788 | 521,396 | 316,832 | 288,628 | 272,088 | 186,676 | 165,994 | 104,510 | 805,020 | 192,227 | 252,905 | 101,730 |
| Suffolk | 1991 | 4,841,204 | 926,471 | 801,123 | 1,213,646 | 351,268 | 296,376 | 366,339 | 235,888 | 113,426 | 407,319 | 185,902 | 99,458 | 220,924 |
| | 1987 | 4,360,892 | 772,183 | 667,576 | 871,723 | 438,555 | 366,762 | 366,858 | 220,484 | 108,680 | 422,910 | 159,230 | 136,555 | 187,819 |
| **NEW BEDFORD - FALL RIVER - ATTLEBORO** | **1991** | **4,292,389** | **922,207** | **834,486** | **493,891** | **490,349** | **403,576** | **249,547** | **166,768** | **110,717** | **833,909** | **292,637** | **184,560** | **164,918** |
| | 1987 | 3,679,952 | 746,702 | 675,540 | 331,693 | 403,886 | 329,207 | 225,615 | 162,263 | 108,870 | 817,739 | 219,380 | 182,124 | 129,299 |
| Bristol | 1991 | 4,292,389 | 922,207 | 834,486 | 493,891 | 490,349 | 403,576 | 249,547 | 166,768 | 110,717 | 833,909 | 292,637 | 184,560 | 164,918 |
| | 1987 | 3,679,952 | 746,702 | 675,540 | 331,693 | 403,886 | 329,207 | 225,615 | 162,263 | 108,870 | 817,739 | 219,380 | 182,124 | 129,299 |
| **PITTSFIELD** | **1991** | **1,262,477** | **254,999** | **236,569** | **155,210** | **132,638** | **99,710** | **60,173** | **48,435** | **26,305** | **234,916** | **76,164** | **73,036** | **44,070** |
| | 1987 | 1,087,135 | 212,653 | 197,244 | 106,303 | 114,057 | 84,561 | 53,757 | 44,433 | 24,358 | 214,641 | 64,428 | 84,134 | 34,910 |
| Berkshire | 1991 | 1,262,477 | 254,999 | 236,569 | 155,210 | 132,638 | 99,710 | 60,173 | 48,435 | 26,305 | 234,916 | 76,164 | 73,036 | 44,070 |
| | 1987 | 1,087,135 | 212,653 | 197,244 | 106,303 | 114,057 | 84,561 | 53,757 | 44,433 | 24,358 | 214,641 | 64,428 | 84,134 | 34,910 |
| **SPRINGFIELD** | **1991** | **4,581,446** | **908,761** | **829,272** | **574,618** | **579,580** | **461,547** | **201,724** | **200,423** | **106,589** | **889,172** | **312,892** | **237,694** | **183,427** |
| | 1987 | 4,074,339 | 753,717 | 687,614 | 395,923 | 506,746 | 399,154 | 214,441 | 183,413 | 98,897 | 860,937 | 264,523 | 267,765 | 145,472 |
| Hampden | 1991 | 3,679,985 | 699,720 | 632,747 | 444,347 | 512,375 | 410,742 | 172,172 | 167,638 | 89,466 | 734,506 | 248,149 | 179,981 | 148,970 |
| | 1987 | 3,281,988 | 581,388 | 525,635 | 303,031 | 449,545 | 356,483 | 181,596 | 153,517 | 82,883 | 704,531 | 212,147 | 205,908 | 117,095 |
| Hampshire | 1991 | 901,461 | 209,041 | 196,525 | 130,271 | 67,205 | 50,805 | 29,552 | 32,785 | 17,123 | 154,666 | 64,743 | 57,713 | 34,457 |
| | 1987 | 792,351 | 172,329 | 161,979 | 92,892 | 57,201 | 42,671 | 32,845 | 29,896 | 16,014 | 156,406 | 52,376 | 61,857 | 28,377 |
| **WORCESTER - FITCHBURG - LEOMINSTER** | **1991** | **5,518,201** | **1,010,929** | **932,079** | **609,849** | **602,257** | **506,836** | **192,171** | **268,246** | **164,868** | **1,313,690** | **352,155** | **268,074** | **226,561** |
| | 1987 | 4,875,918 | 833,269 | 768,122 | 430,215 | 566,580 | 472,663 | 226,087 | 243,418 | 152,233 | 1,211,204 | 304,831 | 271,264 | 175,997 |
| Worcester | 1991 | 5,518,201 | 1,010,929 | 932,079 | 609,849 | 602,257 | 506,836 | 192,171 | 268,246 | 164,868 | 1,313,690 | 352,155 | 268,074 | 226,561 |
| | 1987 | 4,875,918 | 833,269 | 768,122 | 430,215 | 566,580 | 472,663 | 226,087 | 243,418 | 152,233 | 1,211,204 | 304,831 | 271,264 | 175,997 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Barnstable | 1991 | 2,349,684 | 468,637 | 417,428 | 393,091 | 167,812 | 149,094 | 149,771 | 138,998 | 94,315 | 352,890 | 151,282 | 151,416 | 82,448 |
| | 1987 | 2,079,330 | 381,467 | 339,716 | 276,658 | 155,263 | 137,076 | 141,057 | 129,163 | 88,456 | 363,220 | 125,690 | 174,891 | 68,798 |
| Berkshire | 1991 | 1,262,477 | 254,999 | 236,569 | 155,210 | 132,638 | 99,710 | 60,173 | 48,435 | 26,305 | 234,916 | 76,164 | 73,036 | 44,070 |
| | 1987 | 1,087,135 | 212,653 | 197,244 | 106,303 | 114,057 | 84,561 | 53,757 | 44,433 | 24,358 | 214,641 | 64,428 | 84,134 | 34,910 |
| Bristol | 1991 | 4,292,389 | 922,207 | 834,486 | 493,891 | 490,349 | 403,576 | 249,547 | 166,768 | 110,717 | 833,909 | 292,637 | 184,560 | 164,918 |
| | 1987 | 3,679,952 | 746,702 | 675,540 | 331,693 | 403,886 | 329,207 | 225,615 | 162,263 | 108,870 | 817,739 | 219,380 | 182,124 | 129,299 |
| Dukes | 1991 | 166,311 | 40,853 | 34,462 | 31,277 | 4,551 | | 13,509 | 5,991 | 3,957 | 8,768 | 12,089 | 22,388 | 3,702 |
| | 1987 | 140,491 | 33,704 | 28,426 | 21,379 | 3,241 | | 12,140 | 4,457 | 3,001 | 9,953 | 8,318 | 21,934 | 3,205 |
| Essex | 1991 | 5,845,472 | 1,024,793 | 886,359 | 777,547 | 690,432 | 562,323 | 290,193 | 237,303 | 156,275 | 1,369,384 | 365,102 | 246,059 | 228,003 |
| | 1987 | 5,241,857 | 831,472 | 719,009 | 568,698 | 637,705 | 514,120 | 319,831 | 225,683 | 150,924 | 1,324,746 | 310,934 | 251,592 | 175,182 |
| Franklin | 1991 | 478,688 | 103,135 | 101,005 | 47,985 | 39,846 | 30,686 | 6,571 | 13,752 | 6,037 | 116,278 | 44,834 | 34,423 | 15,138 |
| | 1987 | 407,761 | 81,527 | 79,827 | 35,756 | 33,467 | 25,454 | 8,245 | 13,259 | 5,931 | 98,775 | 35,582 | 33,176 | 12,708 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1991<br>U.S. CENSUS: 1987<br>METRO AREA<br>County | Year | Total Retail Sales ($000) | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/Home Furnishings/Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **MASSACHUSETTS (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Hampden | 1991 | 3,679,985 | 699,720 | 632,747 | 444,347 | 512,375 | 410,742 | 172,172 | 167,638 | 89,466 | 734,506 | 248,149 | 179,981 | 148,970 |
| | 1987 | 3,281,988 | 581,388 | 525,635 | 303,031 | 449,545 | 356,483 | 181,596 | 153,517 | 82,883 | 704,531 | 212,147 | 205,908 | 117,095 |
| Hampshire | 1991 | 901,461 | 209,041 | 196,525 | 130,271 | 67,205 | 50,805 | 29,552 | 32,785 | 17,123 | 154,666 | 64,743 | 57,713 | 34,457 |
| | 1987 | 792,351 | 172,329 | 161,979 | 92,892 | 57,201 | 42,671 | 32,845 | 29,896 | 16,014 | 156,406 | 52,376 | 61,857 | 28,377 |
| Middlesex | 1991 | 12,429,158 | 2,572,388 | 2,334,595 | 1,419,211 | 1,181,242 | 875,952 | 788,754 | 583,388 | 348,455 | 2,641,768 | 659,715 | 586,955 | 511,994 |
| | 1987 | 10,971,238 | 2,006,993 | 1,821,101 | 992,616 | 1,241,013 | 907,437 | 700,281 | 549,255 | 333,657 | 2,547,340 | 589,329 | 637,398 | 401,471 |
| Nantucket | 1991 | 139,604 | 23,795 | 21,561 | 35,291 | 2,540 | | 8,574 | 2,644 | 2,244 | 17,038 | 2,831 | 16,086 | 2,532 |
| | 1987 | 115,602 | 21,528 | 19,503 | 23,375 | 1,903 | | 8,784 | 2,512 | 2,134 | 13,028 | 1,748 | 16,887 | 2,558 |
| Norfolk | 1991 | 6,138,917 | 1,220,785 | 1,082,060 | 579,139 | 657,656 | 474,623 | 345,504 | 259,192 | 160,521 | 1,502,647 | 305,829 | 187,194 | 234,580 |
| | 1987 | 5,457,092 | 988,819 | 876,279 | 437,264 | 575,093 | 408,804 | 368,081 | 239,470 | 150,140 | 1,369,522 | 299,298 | 210,478 | 185,115 |
| Plymouth | 1991 | 4,046,434 | 700,349 | 633,218 | 442,886 | 331,399 | 313,397 | 185,699 | 178,056 | 110,618 | 787,934 | 231,338 | 268,436 | 130,550 |
| | 1987 | 3,505,642 | 576,788 | 521,396 | 316,832 | 288,628 | 272,088 | 186,676 | 165,994 | 104,510 | 805,020 | 192,227 | 252,905 | 101,730 |
| Suffolk | 1991 | 4,841,204 | 926,471 | 801,123 | 1,213,646 | 351,268 | 296,376 | 366,339 | 235,888 | 113,426 | 407,319 | 185,902 | 99,458 | 220,924 |
| | 1987 | 4,360,892 | 772,183 | 667,576 | 871,723 | 438,555 | 366,762 | 366,858 | 220,484 | 108,680 | 422,910 | 159,230 | 136,555 | 187,819 |
| Worcester | 1991 | 5,518,201 | 1,010,929 | 932,079 | 609,849 | 602,257 | 506,836 | 192,171 | 268,246 | 164,868 | 1,313,690 | 352,155 | 268,074 | 226,561 |
| | 1987 | 4,875,918 | 833,269 | 768,122 | 430,215 | 566,580 | 472,663 | 226,087 | 243,418 | 152,233 | 1,211,204 | 304,831 | 271,264 | 175,997 |
| **TOTAL METRO COUNTIES** | **1991** | **48,955,698** | **9,541,682** | **8,569,761** | **6,265,997** | **5,016,821** | **3,994,340** | **2,680,104** | **2,177,699** | **1,297,774** | **9,980,739** | **2,781,734** | **2,151,466** | **1,945,027** |
| | 1987 | 43,254,065 | 7,722,596 | 6,933,881 | 4,451,267 | 4,772,263 | 3,754,796 | 2,661,627 | 2,034,413 | 1,232,269 | 9,574,059 | 2,404,180 | 2,294,215 | 1,536,995 |
| **TOTAL STATE** | **1991** | **52,089,985** | **10,178,102** | **9,144,217** | **6,773,641** | **5,231,570** | **4,174,120** | **2,858,529** | **2,339,084** | **1,404,327** | **10,475,713** | **2,992,770** | **2,375,779** | **2,048,847** |
| | 1987 | 45,997,249 | 8,240,822 | 7,401,353 | 4,808,435 | 4,966,137 | 3,917,326 | 2,831,853 | 2,183,804 | 1,331,791 | 10,059,035 | 2,575,518 | 2,541,103 | 1,624,264 |
| **MICHIGAN** | | | | | | | | | | | | | | |
| **ANN ARBOR** | **1991** | **2,404,889** | **368,836** | **340,140** | **279,210** | **348,908** | **314,997** | **152,340** | **137,743** | **67,176** | **492,088** | **149,553** | **137,490** | **86,111** |
| | 1987 | 2,017,913 | 302,412 | 278,828 | 215,582 | 298,583 | 268,130 | 104,574 | 120,687 | 60,523 | 476,074 | 131,622 | 114,210 | 62,890 |
| Washtenaw | 1991 | 2,404,889 | 368,836 | 340,140 | 279,210 | 348,908 | 314,997 | 152,340 | 137,743 | 67,176 | 492,088 | 149,553 | 137,490 | 86,111 |
| | 1987 | 2,017,913 | 302,412 | 278,828 | 215,582 | 298,583 | 268,130 | 104,574 | 120,687 | 60,523 | 476,074 | 131,622 | 114,210 | 62,890 |
| **BATTLE CREEK** | **1991** | **1,082,182** | **177,352** | **167,717** | **102,660** | **208,780** | **199,675** | **39,139** | **40,998** | **24,914** | **209,492** | **130,589** | **38,332** | **46,154** |
| | 1987 | 883,902 | 158,404 | 149,768 | 84,873 | 152,549 | 145,536 | 30,157 | 33,901 | 20,885 | 199,716 | 84,305 | 36,978 | 34,506 |
| Calhoun | 1991 | 1,082,182 | 177,352 | 167,717 | 102,660 | 208,780 | 199,675 | 39,139 | 40,998 | 24,914 | 209,492 | 130,589 | 38,332 | 46,154 |
| | 1987 | 883,902 | 158,404 | 149,768 | 84,873 | 152,549 | 145,536 | 30,157 | 33,901 | 20,885 | 199,716 | 84,305 | 36,978 | 34,506 |
| **BENTON HARBOR** | **1991** | **1,148,486** | **199,685** | **182,791** | **132,845** | **152,975** | **135,622** | **43,321** | **24,295** | **11,818** | **223,332** | **178,846** | **72,225** | **53,618** |
| | 1987 | 982,406 | 180,978 | 165,633 | 104,549 | 134,376 | 118,373 | 34,750 | 24,932 | 12,242 | 217,965 | 127,052 | 61,243 | 37,407 |
| Berrien | 1991 | 1,148,486 | 199,685 | 182,791 | 132,845 | 152,975 | 135,622 | 43,321 | 24,295 | 11,818 | 223,332 | 178,846 | 72,225 | 53,618 |
| | 1987 | 982,406 | 180,978 | 165,633 | 104,549 | 134,376 | 118,373 | 34,750 | 24,932 | 12,242 | 217,965 | 127,052 | 61,243 | 37,407 |
| **DETROIT** | **1991** | **33,063,279** | **5,150,076** | **4,582,303** | **3,343,136** | **4,649,440** | **4,115,019** | **2,063,985** | **1,829,698** | **1,008,867** | **7,489,443** | **2,562,186** | **1,575,564** | **1,559,023** |
| | 1987 | 28,577,870 | 4,815,332 | 4,280,647 | 2,881,695 | 3,717,270 | 3,265,239 | 1,707,571 | 1,596,730 | 892,165 | 7,047,978 | 1,988,009 | 1,317,609 | 1,206,083 |
| Lapeer | 1991 | 452,802 | 86,780 | 82,834 | 25,045 | 33,332 | 26,454 | 10,112 | 13,254 | 8,475 | 123,647 | 74,830 | 37,352 | 20,280 |
| | 1987 | 362,084 | 72,658 | 69,340 | 22,149 | 25,647 | 20,124 | 9,803 | 11,367 | 7,353 | 107,537 | 47,978 | 32,346 | 15,294 |
| Livingston | 1991 | 551,313 | 86,605 | 81,307 | 55,746 | 102,895 | 87,455 | 8,238 | 17,484 | 7,604 | 121,116 | 59,375 | 31,119 | 21,254 |
| | 1987 | 468,203 | 85,657 | 80,401 | 44,473 | 82,519 | 69,555 | 7,057 | 17,200 | 7,765 | 110,701 | 40,573 | 26,505 | 18,331 |
| Macomb | 1991 | 6,755,190 | 1,022,952 | 895,873 | 695,933 | 1,054,924 | 944,070 | 367,300 | 429,543 | 254,908 | 1,585,173 | 434,297 | 419,768 | 280,131 |
| | 1987 | 5,536,407 | 924,340 | 809,349 | 520,778 | 760,933 | 677,036 | 262,981 | 342,530 | 205,728 | 1,453,516 | 368,493 | 330,384 | 214,562 |
| Monroe | 1991 | 627,795 | 148,689 | 142,034 | 66,091 | 47,434 | 44,320 | 14,698 | 16,724 | 8,681 | 151,406 | 68,732 | 41,990 | 26,962 |
| | 1987 | 531,454 | 125,573 | 119,929 | 51,936 | 37,080 | 34,519 | 10,959 | 15,072 | 7,782 | 146,054 | 52,945 | 34,298 | 19,940 |
| Oakland | 1991 | 11,051,585 | 1,454,985 | 1,308,096 | 1,008,855 | 1,572,574 | 1,430,226 | 835,522 | 760,526 | 410,712 | 2,636,510 | 781,447 | 459,868 | 431,874 |
| | 1987 | 9,452,139 | 1,342,886 | 1,207,072 | 922,005 | 1,242,136 | 1,124,083 | 754,719 | 608,269 | 333,539 | 2,394,186 | 592,091 | 386,616 | 357,905 |
| St. Clair | 1991 | 847,099 | 183,475 | 173,515 | 79,667 | 93,373 | 82,846 | 27,797 | 38,761 | 26,055 | 169,074 | 69,173 | 58,779 | 46,704 |
| | 1987 | 702,135 | 155,034 | 146,588 | 63,697 | 69,437 | 61,224 | 28,681 | 31,604 | 21,412 | 157,764 | 44,978 | 45,692 | 35,356 |
| Wayne | 1991 | 12,777,495 | 2,166,590 | 1,898,644 | 1,411,799 | 1,744,908 | 1,499,648 | 800,318 | 553,406 | 292,432 | 2,702,517 | 1,074,332 | 526,688 | 731,818 |
| | 1987 | 11,525,448 | 2,109,184 | 1,847,968 | 1,256,657 | 1,499,518 | 1,278,698 | 633,371 | 570,688 | 308,586 | 2,678,220 | 840,951 | 461,768 | 544,695 |
| ***DETROIT - ANN ARBOR CONSOLIDATED AREA*** | ***1991*** | ***35,468,168*** | ***5,518,912*** | ***4,922,443*** | ***3,622,346*** | ***4,998,348*** | ***4,430,016*** | ***2,216,325*** | ***1,967,441*** | ***1,076,043*** | ***7,981,531*** | ***2,711,739*** | ***1,713,054*** | ***1,645,134*** |
| | *1987* | *30,595,783* | *5,117,744* | *4,559,475* | *3,097,277* | *4,015,853* | *3,533,369* | *1,812,145* | *1,717,417* | *952,688* | *7,524,052* | *2,119,631* | *1,431,819* | *1,268,973* |
| **FLINT** | **1991** | **3,365,172** | **548,745** | **516,562** | **280,349** | **559,921** | **510,841** | **131,194** | **172,311** | **88,328** | **780,713** | **295,634** | **229,165** | **139,079** |
| | 1987 | 2,977,461 | 483,999 | 455,522 | 270,540 | 480,500 | 436,238 | 125,551 | 149,482 | 77,879 | 726,604 | 234,551 | 179,740 | 109,456 |
| Genesee | 1991 | 3,365,172 | 548,745 | 516,562 | 280,349 | 559,921 | 510,841 | 131,194 | 172,311 | 88,328 | 780,713 | 295,634 | 229,165 | 139,079 |
| | 1987 | 2,977,461 | 483,999 | 455,522 | 270,540 | 480,500 | 436,238 | 125,551 | 149,482 | 77,879 | 726,604 | 234,551 | 179,740 | 109,456 |

1992 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1991
U.S. CENSUS: 1987

| METRO AREA County | Year | Total Retail Sales ($000) | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drugstores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Total ($000) | Supermarkets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **MICHIGAN (continued)** | | | | | | | | | | | | | | |
| **GRAND RAPIDS** | 1991 | 5,603,170 | 757,921 | 701,078 | 490,839 | 1,028,806 | 957,144 | 315,768 | 322,668 | 178,858 | 1,263,104 | 393,530 | 380,503 | 149,386 |
| | 1987 | 4,700,507 | 645,482 | 596,965 | 404,709 | 838,959 | 778,262 | 253,891 | 285,991 | 160,915 | 1,136,547 | 288,667 | 322,674 | 104,645 |
| Kent | 1991 | 4,398,157 | 597,543 | 556,243 | 386,233 | 777,510 | 732,763 | 273,438 | 256,980 | 140,359 | 993,416 | 323,937 | 267,716 | 121,139 |
| | 1987 | 3,722,629 | 509,343 | 474,044 | 323,049 | 647,222 | 608,056 | 217,258 | 230,929 | 128,603 | 901,576 | 225,821 | 241,342 | 85,276 |
| Ottawa | 1991 | 1,205,013 | 160,378 | 144,835 | 104,606 | 251,296 | 224,381 | 42,330 | 65,683 | 38,499 | 269,688 | 69,593 | 112,787 | 28,247 |
| | 1987 | 977,878 | 136,139 | 122,921 | 81,660 | 191,737 | 170,206 | 36,633 | 55,062 | 32,312 | 234,971 | 62,846 | 81,332 | 19,369 |
| **JACKSON** | 1991 | 1,021,984 | 156,932 | 150,665 | 87,373 | 258,440 | 251,484 | 20,135 | 39,378 | 21,756 | 175,264 | 79,767 | 63,323 | 43,830 |
| | 1987 | 843,641 | 126,901 | 121,809 | 77,099 | 208,163 | 202,247 | 20,536 | 35,341 | 19,768 | 158,342 | 59,847 | 51,739 | 30,567 |
| Jackson | 1991 | 1,021,984 | 156,932 | 150,665 | 87,373 | 258,440 | 251,484 | 20,135 | 39,378 | 21,756 | 175,264 | 79,767 | 63,323 | 43,830 |
| | 1987 | 843,641 | 126,901 | 121,809 | 77,099 | 208,163 | 202,247 | 20,536 | 35,341 | 19,768 | 158,342 | 59,847 | 51,739 | 30,567 |
| **KALAMAZOO** | 1991 | 1,799,240 | 211,308 | 200,002 | 184,597 | 381,128 | 357,141 | 112,956 | 110,799 | 51,841 | 323,467 | 114,268 | 98,530 | 56,917 |
| | 1987 | 1,539,020 | 216,247 | 204,636 | 157,204 | 296,982 | 277,335 | 86,738 | 93,942 | 45,147 | 309,115 | 92,809 | 80,952 | 46,856 |
| Kalamazoo | 1991 | 1,799,240 | 211,308 | 200,002 | 184,597 | 381,128 | 357,141 | 112,956 | 110,799 | 51,841 | 323,467 | 114,268 | 98,530 | 56,917 |
| | 1987 | 1,539,020 | 216,247 | 204,636 | 157,204 | 296,982 | 277,335 | 86,738 | 93,942 | 45,147 | 309,115 | 92,809 | 80,952 | 46,856 |
| **LANSING - EAST LANSING** | 1991 | 3,343,034 | 442,714 | 420,856 | 322,405 | 675,844 | 615,180 | 169,108 | 218,285 | 98,161 | 665,257 | 245,829 | 183,496 | 90,883 |
| | 1987 | 2,878,215 | 437,621 | 415,655 | 274,131 | 535,495 | 484,825 | 131,671 | 178,484 | 82,164 | 647,387 | 194,764 | 156,587 | 68,497 |
| Clinton | 1991 | 277,372 | 62,538 | 60,670 | 18,362 | 6,334 | 4,336 | 10,795 | 6,514 | 2,436 | 71,818 | 37,027 | 43,431 | 6,888 |
| | 1987 | 230,297 | 49,651 | 48,159 | 14,425 | 5,700 | 3,835 | 7,070 | 5,701 | 2,123 | 62,828 | 27,295 | 40,845 | 6,304 |
| Eaton | 1991 | 762,073 | 118,590 | 112,362 | 68,604 | 160,603 | 146,158 | 60,261 | 35,524 | 22,298 | 137,377 | 50,971 | 40,391 | 31,338 |
| | 1987 | 692,260 | 117,710 | 111,506 | 62,557 | 144,170 | 130,551 | 46,429 | 30,888 | 19,816 | 135,050 | 45,280 | 37,301 | 22,990 |
| Ingham | 1991 | 2,303,589 | 261,586 | 247,824 | 235,439 | 508,907 | 464,686 | 98,052 | 176,247 | 73,427 | 456,062 | 157,831 | 99,674 | 52,657 |
| | 1987 | 1,955,658 | 270,260 | 255,990 | 197,149 | 385,625 | 350,439 | 78,172 | 141,895 | 60,225 | 449,509 | 122,189 | 78,441 | 39,203 |
| **MUSKEGON** | 1991 | 974,238 | 154,233 | 148,102 | 109,350 | 200,290 | 178,299 | 31,542 | 42,355 | 21,652 | 222,478 | 51,096 | 50,612 | 50,881 |
| | 1987 | 860,433 | 158,412 | 152,084 | 89,030 | 172,468 | 152,615 | 25,706 | 38,481 | 19,945 | 196,203 | 50,490 | 45,601 | 35,982 |
| Muskegon | 1991 | 974,238 | 154,233 | 148,102 | 109,350 | 200,290 | 178,299 | 31,542 | 42,355 | 21,652 | 222,478 | 51,096 | 50,612 | 50,881 |
| | 1987 | 860,433 | 158,412 | 152,084 | 89,030 | 172,468 | 152,615 | 25,706 | 38,481 | 19,945 | 196,203 | 50,490 | 45,601 | 35,982 |
| **SAGINAW - BAY CITY - MIDLAND** | 1991 | 2,967,082 | 452,608 | 393,585 | 297,567 | 523,035 | 480,370 | 161,503 | 158,968 | 86,480 | 664,731 | 245,286 | 153,639 | 108,428 |
| | 1987 | 2,567,150 | 429,492 | 372,695 | 245,898 | 422,237 | 385,458 | 134,377 | 136,282 | 74,904 | 618,081 | 191,477 | 130,784 | 82,735 |
| Bay | 1991 | 823,262 | 109,090 | 89,926 | 75,649 | 163,463 | 152,813 | 30,105 | 28,383 | 13,746 | 213,980 | 82,406 | 49,827 | 23,465 |
| | 1987 | 708,413 | 120,618 | 99,409 | 62,983 | 116,400 | 108,431 | 27,603 | 27,523 | 13,442 | 196,656 | 58,090 | 39,898 | 21,926 |
| Midland | 1991 | 369,244 | 71,596 | 65,111 | 45,784 | 29,652 | 22,967 | 15,020 | 13,067 | 6,709 | 76,928 | 40,943 | 26,089 | 24,463 |
| | 1987 | 329,175 | 73,901 | 67,194 | 36,501 | 26,765 | 20,477 | 14,770 | 12,331 | 6,331 | 72,068 | 30,995 | 22,725 | 17,597 |
| Saginaw | 1991 | 1,774,576 | 271,922 | 238,548 | 176,134 | 329,920 | 304,590 | 116,378 | 117,518 | 66,025 | 373,823 | 121,937 | 77,723 | 60,500 |
| | 1987 | 1,529,562 | 234,973 | 206,092 | 146,414 | 279,072 | 256,550 | 92,004 | 96,428 | 55,131 | 349,357 | 102,392 | 68,161 | 43,212 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Alcona | 1991 | 43,152 | 11,434 | 10,694 | 3,831 | 2,237 | | 3,241 | 404 | | 10,536 | 3,448 | 3,890 | 1,940 |
| | 1987 | 34,946 | 7,334 | 6,858 | 3,522 | 1,756 | | 1,999 | 323 | - | 10,610 | 3,191 | 3,208 | 1,531 |
| Alger | 1991 | 32,491 | 18,646 | 17,759 | 4,469 | 120 | | 1,443 | 449 | 449 | 91 | 3,804 | 2,014 | 406 |
| | 1987 | 27,845 | 15,047 | 14,328 | 3,667 | 107 | | 974 | 525 | 525 | 123 | 4,028 | 1,648 | 507 |
| Allegan | 1991 | 496,284 | 136,405 | 129,540 | 38,537 | 9,749 | 5,092 | 14,161 | 12,592 | 7,798 | 133,384 | 64,870 | 34,319 | 22,101 |
| | 1987 | 397,989 | 102,954 | 97,753 | 31,856 | 8,909 | 4,532 | 9,212 | 10,493 | 6,513 | 124,272 | 43,216 | 27,761 | 14,830 |
| Alpena | 1991 | 225,125 | 49,857 | 47,710 | 16,098 | 25,405 | 20,206 | 7,989 | 11,107 | 5,621 | 31,651 | 35,541 | 13,958 | 12,165 |
| | 1987 | 194,277 | 42,925 | 41,068 | 15,283 | 23,432 | 18,430 | 8,215 | 10,201 | 5,191 | 31,966 | 23,358 | 12,463 | 9,424 |
| Antrim | 1991 | 81,077 | 28,666 | 28,299 | 8,064 | 743 | | 583 | 1,636 | 1,386 | 3,556 | 18,647 | 7,519 | 4,846 |
| | 1987 | 66,821 | 23,300 | 22,997 | 7,884 | 726 | | 700 | 1,343 | 1,147 | 4,777 | 12,636 | 7,021 | 3,413 |
| Arenac | 1991 | 95,471 | 24,789 | 23,603 | 10,795 | 2,312 | | 1,228 | 2,235 | 1,534 | 19,715 | 18,437 | 4,073 | 1,986 |
| | 1907 | 79,549 | 18,834 | 17,929 | 10,128 | 1,497 | | 1,043 | 2,428 | 1,697 | 18,208 | 12,912 | 3,954 | 1,423 |
| Baraga | 1991 | 37,268 | 16,872 | 16,292 | 2,676 | 1,642 | | 376 | 564 | 564 | 5,113 | 2,506 | 2,159 | 2,287 |
| | 1987 | 32,387 | 12,187 | 11,766 | 2,484 | 2,252 | | 317 | 497 | 497 | 5,128 | 3,268 | 1,714 | 1,840 |
| Barry | 1991 | 188,081 | 51,514 | 50,890 | 15,925 | 15,760 | 15,000 | 4,826 | 3,550 | 2,902 | 36,815 | 25,779 | 15,311 | 10,154 |
| | 1987 | 148,705 | 41,965 | 41,449 | 14,711 | 9,117 | 8,656 | 4,109 | 2,977 | 2,456 | 32,736 | 15,148 | 13,970 | 6,575 |
| Bay | 1991 | 823,262 | 109,090 | 89,926 | 75,649 | 163,463 | 152,813 | 30,105 | 28,383 | 13,746 | 213,980 | 82,406 | 49,827 | 23,465 |
| | 1987 | 708,413 | 120,618 | 99,409 | 62,983 | 116,400 | 108,431 | 27,603 | 27,523 | 13,442 | 196,656 | 58,090 | 39,898 | 21,926 |
| Benzie | 1991 | 61,483 | 19,219 | 18,498 | 6,777 | 1,234 | | 1,448 | 2,879 | 1,925 | 7,078 | 7,700 | 9,186 | 2,493 |
| | 1987 | 51,860 | 15,588 | 15,000 | 6,309 | 1,246 | | 1,070 | 2,196 | 1,463 | 8,132 | 4,790 | 6,896 | 2,030 |
| Berrien | 1991 | 1,148,486 | 199,685 | 182,791 | 132,845 | 152,975 | 135,622 | 43,321 | 24,295 | 11,818 | 223,332 | 178,846 | 72,225 | 53,618 |
| | 1987 | 982,406 | 180,978 | 165,633 | 104,549 | 134,376 | 118,373 | 34,750 | 24,932 | 12,242 | 217,965 | 127,052 | 61,243 | 37,407 |
| Branch | 1991 | 183,621 | 33,411 | 31,837 | 14,962 | 18,997 | 14,322 | 8,591 | 7,598 | 4,217 | 44,250 | 24,715 | 16,805 | 8,072 |
| | 1987 | 167,325 | 31,650 | 30,153 | 12,946 | 14,233 | 10,589 | 8,184 | 6,353 | 3,651 | 44,549 | 17,582 | 17,351 | 6,563 |
| Calhoun | 1991 | 1,082,182 | 177,352 | 167,717 | 102,660 | 208,780 | 199,675 | 39,139 | 40,998 | 24,914 | 209,492 | 130,589 | 38,332 | 46,154 |
| | 1987 | 883,902 | 158,404 | 149,768 | 84,873 | 152,549 | 145,536 | 30,157 | 33,901 | 20,885 | 199,716 | 84,305 | 36,978 | 34,506 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1991
U.S. CENSUS 1987

| METRO AREA<br>County | Year | Total Retail Sales ($000) | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drugstores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Total ($000) | Supermarkets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **MICHIGAN (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Cass | 1991 | 169,266 | 38,679 | 36,805 | 12,248 | 7,462 | 4,857 | 2,951 | 2,750 | 1,263 | 58,737 | 24,000 | 8,103 | 5,147 |
| | 1987 | 145,938 | 32,503 | 30,922 | 12,941 | 5,636 | 3,598 | 2,786 | 2,470 | 1,143 | 54,910 | 15,058 | 7,368 | 4,932 |
| Charlevoix | 1991 | 135,809 | 49,534 | 48,403 | 17,438 | 2,608 | | 6,750 | 3,813 | 3,149 | 17,898 | 14,050 | 9,239 | 5,124 |
| | 1987 | 107,479 | 34,407 | 33,615 | 13,619 | 2,010 | | 4,559 | 4,064 | 3,336 | 17,713 | 10,541 | 9,152 | 4,489 |
| Cheboygan | 1991 | 170,679 | 36,529 | 34,141 | 22,382 | 11,558 | 8,424 | 8,550 | 4,405 | 4,008 | 28,842 | 22,386 | 13,968 | 4,623 |
| | 1987 | 146,307 | 33,533 | 31,335 | 19,008 | 8,864 | 6,365 | 6,868 | 3,441 | 3,147 | 29,618 | 14,974 | 12,030 | 4,111 |
| Chippewa | 1991 | 224,365 | 67,179 | 65,543 | 19,316 | 24,430 | 14,458 | 7,996 | 6,023 | 1,739 | 26,916 | 29,333 | 15,746 | 12,593 |
| | 1987 | 176,511 | 46,972 | 45,819 | 17,808 | 20,326 | 11,758 | 7,487 | 5,276 | 1,542 | 26,427 | 19,543 | 11,967 | 7,903 |
| Clare | 1991 | 167,006 | 45,964 | 43,954 | 13,017 | 11,123 | 8,531 | 5,304 | 2,202 | 1,515 | 29,132 | 15,973 | 15,819 | 7,522 |
| | 1987 | 143,125 | 37,767 | 36,108 | 12,099 | 8,047 | 6,092 | 4,163 | 2,379 | 1,634 | 29,437 | 14,581 | 12,797 | 5,704 |
| Clinton | 1991 | 277,372 | 62,538 | 60,670 | 18,362 | 6,334 | 4,336 | 10,795 | 6,514 | 2,436 | 71,818 | 37,027 | 43,431 | 6,888 |
| | 1987 | 230,297 | 49,651 | 48,159 | 14,425 | 5,700 | 3,835 | 7,070 | 5,701 | 2,123 | 62,828 | 27,295 | 40,845 | 6,304 |
| Crawford | 1991 | 76,866 | 10,752 | 10,366 | 10,453 | 13,759 | 7,387 | 630 | 1,059 | 1,059 | 14,234 | 10,021 | 7,683 | 4,495 |
| | 1987 | 62,213 | 9,690 | 9,340 | 8,349 | 10,275 | 5,380 | 684 | 820 | 820 | 12,835 | 6,508 | 6,456 | 2,703 |
| Delta | 1991 | 281,431 | 87,873 | 83,342 | 25,530 | 26,401 | 17,078 | 15,286 | 10,013 | 6,270 | 49,961 | 23,479 | 20,634 | 4,846 |
| | 1987 | 237,550 | 65,572 | 62,178 | 20,874 | 25,831 | 16,380 | 12,198 | 10,412 | 6,605 | 48,028 | 18,643 | 16,426 | 3,715 |
| Dickinson | 1991 | 207,046 | 50,068 | 49,762 | 17,572 | 31,066 | 21,380 | 7,731 | 13,482 | 6,168 | 41,068 | 18,083 | 14,421 | 7,900 |
| | 1987 | 173,106 | 45,238 | 44,952 | 14,112 | 25,865 | 17,481 | 7,154 | 11,072 | 5,075 | 31,954 | 11,525 | 14,379 | 5,415 |
| Eaton | 1991 | 762,073 | 118,590 | 112,362 | 68,604 | 160,603 | 146,158 | 60,261 | 35,524 | 22,298 | 137,377 | 50,971 | 40,391 | 31,338 |
| | 1987 | 692,260 | 117,710 | 111,506 | 62,557 | 144,170 | 130,551 | 46,429 | 30,888 | 19,816 | 135,050 | 45,280 | 37,301 | 22,990 |
| Emmet | 1991 | 285,099 | 63,858 | 61,768 | 27,829 | 21,500 | 14,430 | 26,103 | 18,254 | 13,752 | 47,661 | 18,289 | 31,350 | 7,689 |
| | 1987 | 231,122 | 47,256 | 45,700 | 22,723 | 15,475 | 10,202 | 22,551 | 16,706 | 12,695 | 47,190 | 13,523 | 22,813 | 5,538 |
| Genesee | 1991 | 3,365,172 | 548,745 | 516,562 | 280,349 | 559,921 | 510,841 | 131,194 | 172,311 | 88,328 | 780,713 | 295,634 | 229,165 | 139,079 |
| | 1987 | 2,977,461 | 483,999 | 455,522 | 270,540 | 480,500 | 436,238 | 125,551 | 149,482 | 77,879 | 726,604 | 234,551 | 179,740 | 109,456 |
| Gladwin | 1991 | 101,428 | 35,301 | 33,445 | 8,615 | 3,631 | | 1,060 | 803 | 252 | 25,300 | 15,355 | 3,524 | 3,683 |
| | 1987 | 81,366 | 29,193 | 27,653 | 6,689 | 2,697 | | 900 | 1,295 | 400 | 20,107 | 10,192 | 3,281 | 2,624 |
| Gogebic | 1991 | 106,899 | 20,201 | 19,552 | 8,272 | 17,329 | 7,356 | 5,503 | 2,573 | 1,371 | 23,500 | 16,303 | 4,805 | 3,360 |
| | 1987 | 93,886 | 19,331 | 18,706 | 7,634 | 14,217 | 5,850 | 5,485 | 2,819 | 1,538 | 19,848 | 11,117 | 5,082 | 2,971 |
| Grand Traverse | 1991 | 789,029 | 120,366 | 111,821 | 68,088 | 139,105 | 125,963 | 56,046 | 42,844 | 26,070 | 159,281 | 45,633 | 73,167 | 15,009 |
| | 1987 | 649,061 | 97,724 | 90,769 | 61,168 | 111,515 | 100,459 | 38,962 | 34,047 | 21,016 | 144,966 | 37,340 | 61,402 | 9,514 |
| Gratiot | 1991 | 180,437 | 40,497 | 39,230 | 19,539 | 18,135 | 14,088 | 6,045 | 3,236 | 1,664 | 42,707 | 18,093 | 11,545 | 8,869 |
| | 1987 | 176,660 | 41,167 | 39,871 | 17,136 | 18,031 | 13,826 | 5,180 | 3,480 | 1,866 | 47,215 | 15,119 | 9,695 | 7,090 |
| Hillsdale | 1991 | 214,614 | 77,184 | 74,001 | 13,965 | 6,453 | 3,777 | 5,104 | 7,453 | 6,446 | 41,235 | 22,418 | 13,617 | 9,414 |
| | 1987 | 179,793 | 58,634 | 56,205 | 11,902 | 6,943 | 3,974 | 5,183 | 6,353 | 5,536 | 42,104 | 13,478 | 13,255 | 6,615 |
| Houghton | 1991 | 203,492 | 43,063 | 41,770 | 18,085 | 21,847 | 13,487 | 11,023 | 7,707 | 4,791 | 42,444 | 21,888 | 17,833 | 8,621 |
| | 1987 | 176,230 | 44,473 | 43,129 | 14,702 | 17,141 | 10,365 | 8,459 | 7,342 | 4,576 | 36,710 | 14,026 | 14,562 | 6,580 |
| Huron | 1991 | 223,742 | 53,748 | 49,525 | 17,628 | 17,754 | 13,352 | 8,758 | 5,101 | 2,749 | 48,854 | 34,629 | 9,053 | 9,298 |
| | 1987 | 183,707 | 45,386 | 41,812 | 14,480 | 12,662 | 9,393 | 6,766 | 4,900 | 2,668 | 45,783 | 20,617 | 10,064 | 7,537 |
| Ingham | 1991 | 2,303,589 | 261,586 | 247,824 | 235,439 | 508,907 | 464,686 | 98,052 | 176,247 | 73,427 | 456,062 | 157,831 | 99,674 | 52,657 |
| | 1987 | 1,955,658 | 270,260 | 255,990 | 197,149 | 385,625 | 350,439 | 78,172 | 141,895 | 60,225 | 449,509 | 122,189 | 78,441 | 39,203 |
| Ionia | 1991 | 250,220 | 70,341 | 67,470 | 14,704 | 39,912 | 34,877 | 3,695 | 5,973 | 5,348 | 44,628 | 36,216 | 15,847 | 8,352 |
| | 1987 | 211,935 | 53,730 | 51,527 | 14,841 | 35,730 | 31,007 | 4,384 | 5,215 | 4,673 | 39,045 | 27,176 | 15,057 | 7,105 |
| Iosco | 1991 | 189,271 | 50,542 | 49,562 | 17,901 | 29,041 | 20,152 | 5,008 | 6,391 | 4,571 | 27,242 | 17,773 | 11,978 | 13,469 |
| | 1987 | 154,526 | 37,148 | 36,420 | 16,223 | 17,690 | 12,069 | 4,462 | 6,288 | 4,553 | 29,699 | 14,719 | 10,967 | 8,779 |
| Iron | 1991 | 71,111 | 17,442 | 16,399 | 6,777 | 3,649 | | 2,457 | 1,974 | 1,429 | 14,582 | 10,225 | 4,565 | 3,937 |
| | 1987 | 58,816 | 17,016 | 15,995 | 5,255 | 3,167 | | 2,330 | 1,900 | 1,391 | 11,813 | 6,761 | 3,367 | 3,236 |
| Isabella | 1991 | 350,275 | 65,368 | 59,196 | 49,433 | 19,563 | 15,106 | 24,512 | 11,210 | 6,590 | 64,058 | 19,771 | 52,486 | 14,979 |
| | 1987 | 282,091 | 58,511 | 52,976 | 36,469 | 15,601 | 11,897 | 18,183 | 10,202 | 6,072 | 52,227 | 16,943 | 39,293 | 11,838 |
| Jackson | 1991 | 1,021,984 | 156,932 | 150,665 | 87,373 | 258,440 | 251,484 | 20,135 | 39,378 | 21,756 | 175,264 | 79,767 | 63,323 | 43,830 |
| | 1987 | 843,641 | 126,901 | 121,809 | 77,099 | 208,163 | 202,247 | 20,536 | 35,341 | 19,768 | 158,342 | 59,847 | 51,739 | 30,567 |
| Kalamazoo | 1991 | 1,799,240 | 211,308 | 200,002 | 184,597 | 381,128 | 357,141 | 112,956 | 110,799 | 51,841 | 323,467 | 114,268 | 98,530 | 56,917 |
| | 1987 | 1,539,020 | 216,247 | 204,636 | 157,204 | 296,982 | 277,335 | 86,738 | 93,942 | 45,147 | 309,115 | 92,809 | 80,952 | 46,856 |
| Kalkaska | 1991 | 84,690 | 15,728 | 15,164 | 8,280 | | | 1,592 | 723 | 383 | 34,569 | 7,790 | 5,787 | 3,185 |
| | 1987 | 67,021 | 11,533 | 11,117 | 6,199 | | | 912 | 691 | 372 | 28,116 | 7,112 | 4,995 | 1,816 |
| Kent | 1991 | 4,398,157 | 597,543 | 556,243 | 386,233 | 777,510 | 732,763 | 273,438 | 256,980 | 140,359 | 993,416 | 323,937 | 267,716 | 121,139 |
| | 1987 | 3,722,629 | 509,343 | 474,044 | 323,049 | 647,222 | 608,056 | 217,258 | 230,929 | 128,603 | 901,576 | 225,821 | 241,347 | 85,276 |
| Keweenaw | 1991 | 7,066 | 1,857 | 1,717 | 1,842 | | | 38 | 408 | 408 | 183 | 1,037 | 676 | |
| | 1987 | 5,858 | 1,299 | 1,201 | 1,483 | | | 48 | 555 | 555 | 236 | 803 | 649 | |
| Lake | 1991 | 33,028 | 10,506 | 10,005 | 3,828 | 587 | | 361 | 143 | | 3,674 | 6,373 | 3,206 | 2,691 |
| | 1987 | 26,306 | 8,709 | 8,292 | 3,913 | 716 | | 372 | 164 | | 2,774 | 3,786 | 2,404 | 1,699 |
| Lapeer | 1991 | 452,802 | 86,780 | 82,834 | 25,045 | 33,332 | 26,454 | 10,112 | 13,254 | 8,475 | 123,647 | 74,830 | 37,352 | 20,280 |
| | 1987 | 362,084 | 72,658 | 69,340 | 22,149 | 25,647 | 20,124 | 9,803 | 11,367 | 7,353 | 107,537 | 47,978 | 32,346 | 15,294 |
| Leelanau | 1991 | 73,761 | 24,855 | 23,970 | 13,342 | 165 | | 4,732 | 986 | 986 | 438 | 6,378 | 15,280 | 1,578 |
| | 1987 | 58,158 | 21,689 | 20,913 | 9,834 | 153 | | 2,864 | 910 | 910 | 639 | 4,180 | 11,717 | 1,185 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1991
U.S. CENSUS: 1987

| METRO AREA<br>County | Year | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **MICHIGAN (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Lenawee | 1991 | 541,058 | 107,871 | 102,282 | 48,880 | 93,725 | 78,555 | 16,324 | 16,895 | 9,758 | 127,624 | 51,156 | 26,773 | 23,497 |
| | 1987 | 467,512 | 90,708 | 85,991 | 45,656 | 78,945 | 65,565 | 14,466 | 14,576 | 8,540 | 125,213 | 34,495 | 23,598 | 16,634 |
| Livingston | 1991 | 551,313 | 86,605 | 81,307 | 55,746 | 102,895 | 87,455 | 8,238 | 17,484 | 7,604 | 121,116 | 59,375 | 31,119 | 21,254 |
| | 1987 | 468,203 | 85,657 | 80,401 | 44,473 | 82,519 | 69,555 | 7,057 | 17,200 | 7,765 | 110,701 | 40,573 | 26,505 | 18,331 |
| Luce | 1991 | 40,634 | 14,167 | 13,372 | 2,258 | 1,723 | | 652 | 785 | 785 | 7,130 | 5,816 | 2,097 | 1,664 |
| | 1987 | 34,377 | 11,124 | 10,497 | 2,427 | 1,311 | | 659 | 610 | 610 | 7,640 | 4,347 | 1,586 | 1,425 |
| Mackinac | 1991 | 80,800 | 23,494 | 22,557 | 13,559 | 675 | | 4,092 | 1,372 | 1,164 | 5,629 | 13,406 | 5,515 | 2,365 |
| | 1987 | 69,729 | 20,742 | 19,910 | 11,744 | 741 | | 3,058 | 1,036 | 888 | 5,010 | 11,476 | 5,437 | 1,570 |
| Macomb | 1991 | 6,755,190 | 1,022,952 | 895,873 | 695,933 | 1,054,924 | 944,070 | 367,300 | 429,543 | 254,908 | 1,585,173 | 434,297 | 419,768 | 280,131 |
| | 1987 | 5,536,407 | 924,340 | 809,349 | 520,778 | 760,933 | 677,036 | 262,981 | 342,530 | 205,728 | 1,453,516 | 368,493 | 330,384 | 214,562 |
| Manistee | 1991 | 139,226 | 36,951 | 35,541 | 11,694 | 9,997 | 5,845 | 8,662 | 3,430 | 2,386 | 23,146 | 20,403 | 10,053 | 6,328 |
| | 1987 | 115,897 | 29,898 | 28,751 | 10,624 | 8,721 | 4,986 | 6,185 | 3,696 | 2,602 | 23,207 | 12,992 | 8,266 | 5,011 |
| Marquette | 1991 | 473,722 | 97,421 | 93,138 | 48,760 | 65,983 | 57,279 | 18,070 | 28,747 | 5,757 | 101,677 | 43,240 | 25,333 | 15,697 |
| | 1987 | 394,132 | 80,534 | 76,978 | 39,195 | 50,334 | 43,354 | 15,835 | 25,187 | 5,356 | 93,001 | 31,203 | 20,335 | 11,862 |
| Mason | 1991 | 161,561 | 37,704 | 36,668 | 15,864 | 10,809 | 8,052 | 6,781 | 5,032 | 3,194 | 21,275 | 21,737 | 14,380 | 12,645 |
| | 1987 | 131,550 | 33,372 | 32,449 | 13,774 | 8,057 | 5,919 | 5,541 | 4,588 | 2,942 | 20,417 | 14,424 | 12,030 | 8,259 |
| Mecosta | 1991 | 218,916 | 51,012 | 47,666 | 19,692 | 14,663 | 10,815 | 12,140 | 7,029 | 3,105 | 40,509 | 23,913 | 15,767 | 9,735 |
| | 1987 | 180,245 | 39,260 | 36,677 | 17,145 | 12,033 | 8,743 | 10,239 | 6,651 | 3,024 | 39,130 | 16,251 | 13,706 | 6,412 |
| Menominee | 1991 | 119,560 | 43,142 | 16,231 | 13,057 | 12,127 | 9,830 | 1,365 | 1,394 | 561 | 9,730 | 15,215 | 2,924 | 4,339 |
| | 1987 | 99,627 | 31,937 | 12,013 | 12,115 | 13,286 | 10,652 | 1,506 | 1,508 | 634 | 11,193 | 10,478 | 2,610 | 2,573 |
| Midland | 1991 | 369,244 | 71,596 | 65,111 | 45,784 | 29,652 | 22,967 | 15,020 | 13,067 | 6,709 | 76,928 | 40,943 | 26,089 | 24,463 |
| | 1987 | 329,175 | 73,901 | 67,194 | 36,501 | 26,765 | 20,477 | 14,770 | 12,331 | 6,331 | 72,068 | 30,995 | 22,725 | 17,597 |
| Missaukee | 1991 | 56,065 | 11,467 | 10,628 | 3,447 | 6,137 | | 109 | 1,219 | 1,219 | 22,291 | 7,164 | 2,073 | 1,130 |
| | 1987 | 44,815 | 8,621 | 7,989 | 2,970 | 4,434 | | 87 | 834 | 834 | 19,149 | 4,786 | 1,464 | 1,745 |
| Monroe | 1991 | 627,795 | 148,689 | 142,034 | 66,091 | 47,434 | 44,320 | 14,698 | 16,724 | 8,681 | 151,406 | 68,732 | 41,990 | 26,962 |
| | 1987 | 531,454 | 125,573 | 119,929 | 51,936 | 37,080 | 34,519 | 10,959 | 15,072 | 7,782 | 146,054 | 52,945 | 34,298 | 19,940 |
| Montcalm | 1991 | 306,980 | 69,139 | 66,836 | 19,506 | 60,044 | 57,231 | 3,295 | 10,041 | 7,558 | 60,357 | 34,072 | 29,000 | 9,419 |
| | 1987 | 260,480 | 55,796 | 53,927 | 15,696 | 47,389 | 45,047 | 3,631 | 9,324 | 7,075 | 61,638 | 22,688 | 25,296 | 6,948 |
| Montmorency | 1991 | 38,220 | 16,373 | 15,579 | 4,763 | 424 | | 384 | 1,426 | 544 | 426 | 3,403 | 5,089 | 2,480 |
| | 1987 | 32,667 | 13,412 | 12,759 | 4,395 | 376 | | 302 | 1,065 | 416 | 481 | 2,690 | 4,542 | 2,156 |
| Muskegon | 1991 | 974,238 | 154,233 | 148,102 | 109,350 | 200,290 | 178,299 | 31,542 | 42,355 | 21,652 | 222,478 | 51,096 | 50,612 | 50,881 |
| | 1987 | 860,433 | 158,412 | 152,084 | 89,030 | 172,468 | 152,615 | 25,706 | 38,481 | 19,945 | 196,203 | 50,490 | 45,601 | 35,982 |
| Newaygo | 1991 | 171,143 | 45,659 | 43,762 | 10,843 | 11,904 | 9,608 | 4,163 | 3,190 | 1,523 | 31,616 | 21,205 | 12,926 | 10,569 |
| | 1987 | 139,312 | 37,358 | 35,799 | 10,156 | 8,394 | 6,699 | 3,750 | 3,528 | 1,748 | 26,413 | 14,146 | 12,324 | 7,351 |
| Oakland | 1991 | 11,051,585 | 1,454,985 | 1,308,096 | 1,008,855 | 1,572,574 | 1,430,226 | 835,522 | 760,526 | 410,712 | 2,636,510 | 781,447 | 459,868 | 431,874 |
| | 1987 | 9,452,139 | 1,342,886 | 1,207,072 | [illegible] | 1,242,136 | 1,124,083 | 754,719 | 608,269 | 333,539 | 2,394,186 | 592,091 | 386,616 | 357,905 |
| Oceana | 1991 | 101,502 | 41,432 | 40,502 | 7,925 | 1,408 | | 5,072 | 566 | | 13,229 | 8,130 | 13,513 | 2,507 |
| | 1987 | 84,705 | 31,887 | 31,165 | 6,926 | 1,667 | | 3,023 | 705 | | 14,256 | 6,103 | 12,481 | 2,104 |
| Ogemaw | 1991 | 107,779 | 21,970 | 20,964 | 11,304 | 12,423 | 11,256 | 2,643 | 1,911 | 1,089 | 14,504 | 21,607 | 8,474 | 4,498 |
| | 1987 | 100,141 | 25,691 | 24,509 | 11,178 | 9,996 | 9,009 | 2,602 | 1,879 | 1,058 | 13,591 | 13,971 | 9,480 | 3,915 |
| Ontonagon | 1991 | 53,131 | 11,368 | 11,048 | [illegible] | 970 | | 1,238 | 602 | 602 | 18,186 | 7,938 | 4,185 | 1,774 |
| | 1987 | 44,930 | 9,429 | 9,162 | 3,498 | 1,033 | | 891 | 448 | 448 | 16,795 | 5,700 | 3,767 | 1,332 |
| Osceola | 1991 | 78,930 | 29,655 | 28,653 | 6,074 | 709 | | 422 | 588 | | 14,364 | 6,806 | 12,407 | 4,409 |
| | 1987 | 70,257 | 24,303 | 23,477 | 5,438 | 877 | | 573 | 502 | | 14,444 | 5,650 | 10,952 | 3,299 |
| Oscoda | 1991 | 33,938 | 13,847 | 13,139 | 2,810 | 219 | | 235 | 43 | | 916 | 5,771 | 4,802 | 1,364 |
| | 1987 | 28,513 | 10,897 | 10,337 | 2,652 | 227 | | 292 | 60 | | 1,058 | 4,329 | 4,880 | 1,385 |
| Otsego | 1991 | 150,894 | 13,091 | 12,507 | 15,363 | 17,166 | 14,077 | 5,021 | 4,452 | 1,674 | 38,229 | 17,835 | 18,862 | 8,315 |
| | 1987 | 123,562 | 15,472 | 14,778 | 12,320 | 10,389 | 8,433 | 3,925 | 3,904 | 1,495 | 33,105 | 12,773 | 16,041 | 5,714 |
| Ottawa | 1991 | 1,205,013 | 160,378 | 144,835 | 104,606 | 251,296 | 224,381 | 42,330 | 65,688 | 38,499 | 269,688 | 69,593 | 112,787 | 28,247 |
| | 1987 | 977,878 | 136,139 | 122,921 | 81,660 | 191,737 | 170,206 | 36,633 | 55,062 | 32,312 | 234,971 | 62,846 | 81,332 | 19,369 |
| Presque Isle | 1991 | 72,845 | 24,187 | 22,889 | 4,616 | 2,922 | | 863 | 3,629 | 3,323 | 16,629 | 7,091 | 5,406 | 3,345 |
| | 1987 | 58,226 | 18,232 | 17,250 | 3,788 | 2,010 | | 611 | 2,824 | 2,604 | 14,250 | 5,670 | 5,049 | 2,491 |
| Roscommon | 1991 | 164,546 | 47,968 | 45,489 | 19,284 | 11,050 | 8,891 | 2,611 | 4,591 | 1,673 | 27,028 | 12,424 | 21,039 | 8,257 |
| | 1987 | 133,834 | 34,386 | 32,603 | 16,377 | 8,710 | 6,933 | 2,529 | 3,331 | 1,263 | 25,756 | 11,230 | 17,505 | 5,709 |
| Saginaw | 1991 | 1,774,576 | 271,922 | 238,548 | 176,134 | 329,920 | 304,590 | 116,378 | 117,518 | 66,025 | 373,823 | 121,937 | 77,723 | 60,500 |
| | 1987 | 1,529,562 | 234,973 | 206,092 | 146,414 | 279,072 | 256,550 | 92,004 | 96,428 | 55,131 | 349,357 | 102,392 | 68,161 | 43,212 |
| St. Clair | 1991 | 847,099 | 183,475 | 173,515 | 79,667 | 93,373 | 82,846 | 27,797 | 38,761 | 26,055 | 169,074 | 69,173 | 58,779 | 46,704 |
| | 1987 | 702,135 | 155,034 | 146,588 | 63,697 | 69,437 | 61,224 | 28,681 | 31,604 | 21,412 | 157,764 | 44,978 | 45,692 | 35,356 |
| St. Joseph | 1991 | 305,709 | 77,153 | 73,999 | 25,995 | 30,331 | 27,488 | 9,884 | 9,866 | 4,106 | 57,801 | 40,288 | 17,738 | 11,036 |
| | 1987 | 274,769 | 69,292 | 66,446 | 24,850 | 24,036 | 21,668 | [illegible] | 8,731 | 3,728 | 63,553 | 28,719 | 16,500 | 9,179 |
| Sanilac | 1991 | 210,890 | 56,033 | 53,507 | 12,319 | 9,972 | 6,246 | 3,775 | 7,445 | 5,598 | 48,970 | 24,595 | 18,346 | 11,494 |
| | 1987 | 180,399 | 45,255 | 43,206 | 10,628 | 7,213 | 4,427 | 3,776 | 7,258 | 5,540 | 48,583 | 18,500 | 16,460 | 7,980 |
| Schoolcraft | 1991 | 51,149 | 14,824 | 14,225 | 4,070 | 750 | | 1,947 | 808 | 808 | 8,320 | 9,406 | 1,570 | 4,334 |
| | 1987 | 43,886 | 12,209 | 11,713 | 3,832 | 957 | | 2,016 | 1,055 | 1,055 | 8,249 | 5,825 | 2,040 | 3,003 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1991<br>U.S. CENSUS: 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **MICHIGAN (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Shiawassee | 1991 | 401,001 | 102,397 | 99,805 | 31,392 | 33,022 | 27,423 | 6,119 | 14,068 | 8,995 | 96,790 | 37,448 | 41,217 | 16,344 |
| | 1987 | 333,225 | 77,693 | 75,711 | 25,331 | 26,399 | 21,712 | 7,574 | 11,889 | 7,693 | 88,114 | 30,160 | 32,757 | 12,839 |
| Tuscola | 1991 | 252,415 | 80,930 | 77,884 | 15,975 | 12,179 | 7,822 | 7,521 | 4,446 | 2,592 | 54,033 | 22,141 | 20,853 | 15,541 |
| | 1987 | 215,509 | 62,338 | 59,980 | 13,426 | 10,459 | 6,587 | 5,657 | 4,056 | 2,436 | 54,479 | 18,873 | 19,656 | 10,816 |
| Van Buren | 1991 | 365,871 | 102,153 | 95,460 | 35,423 | 18,677 | 12,744 | 6,145 | 6,664 | 4,534 | 92,979 | 45,544 | 25,896 | 11,595 |
| | 1987 | 303,661 | 82,397 | 76,983 | 27,499 | 13,476 | 9,036 | 4,575 | 6,453 | 4,462 | 87,907 | 33,656 | 22,791 | 9,137 |
| Washtenaw | 1991 | 2,404,889 | 368,836 | 340,140 | 279,210 | 348,908 | 314,997 | 152,340 | 137,743 | 67,176 | 492,088 | 149,553 | 137,490 | 86,111 |
| | 1987 | 2,017,913 | 302,412 | 278,828 | 215,582 | 298,583 | 268,130 | 104,574 | 120,687 | 60,523 | 476,074 | 131,622 | 114,210 | 62,890 |
| Wayne | 1991 | 12,777,495 | 2,166,590 | 1,898,644 | 1,411,799 | 1,744,908 | 1,499,648 | 800,318 | 553,406 | 292,432 | 2,702,517 | 1,074,332 | 526,688 | 731,818 |
| | 1987 | 11,525,448 | 2,109,184 | 1,847,968 | 1,256,657 | 1,499,518 | 1,278,698 | 633,371 | 570,688 | 308,586 | 2,678,220 | 840,951 | 461,768 | 544,695 |
| Wexford | 1991 | 249,056 | 59,963 | 57,303 | 16,538 | 15,164 | 10,431 | 9,678 | 13,634 | 10,626 | 50,529 | 36,178 | 16,068 | 10,816 |
| | 1987 | 200,655 | 44,626 | 42,638 | 16,278 | 11,647 | 7,871 | 9,267 | 11,338 | 8,853 | 46,341 | 22,384 | 14,409 | 7,851 |
| **TOTAL METRO COUNTIES** | **1991** | **56,772,756** | **8,620,410** | **7,803,801** | **5,630,331** | **8,987,567** | **8,115,772** | **3,240,991** | **3,097,498** | **1,659,851** | **12,509,369** | **4,446,584** | **2,982,879** | **2,384,310** |
| | 1987 | 48,828,518 | 7,955,280 | 7,194,242 | 4,805,310 | 7,257,582 | 6,514,258 | 2,655,522 | 2,694,253 | 1,466,537 | 11,734,012 | 3,443,593 | 2,498,117 | 1,819,624 |
| **TOTAL STATE** | **1991** | **67,760,980** | **11,360,029** | **10,397,468** | **6,614,209** | **9,988,017** | **8,878,688** | **3,641,323** | **3,453,911** | **1,871,402** | **14,692,619** | **5,671,459** | **3,854,751** | **2,832,641** |
| | 1987 | 58,025,602 | 10,182,414 | 9,303,796 | 5,653,479 | 8,062,566 | 7,119,202 | 2,986,155 | 3,011,426 | 1,657,104 | 13,796,880 | 4,315,506 | 3,249,243 | 2,149,559 |
| **MINNESOTA** | | | | | | | | | | | | | | |
| **DULUTH** | **1991** | **1,786,197** | **358,625** | **340,379** | **154,514** | **263,355** | **236,628** | **72,311** | **57,097** | **27,495** | **348,439** | **182,020** | **100,249** | **58,922** |
| | 1987 | 1,438,898 | 286,491 | 271,875 | 133,566 | 207,358 | 185,323 | 58,557 | 57,008 | 27,943 | 266,304 | 127,686 | 88,133 | 49,526 |
| St. Louis | 1991 | 1,499,982 | 306,530 | 290,724 | 121,266 | 227,042 | 201,854 | 64,607 | 52,765 | 24,630 | 288,094 | 147,195 | 81,725 | 48,421 |
| | 1987 | 1,199,148 | 241,839 | 229,323 | 104,862 | 178,239 | 157,506 | 50,711 | 53,136 | 25,325 | 216,345 | 104,715 | 70,435 | 41,765 |
| *Douglas, Wisc.* | *1991* | *286,215* | *52,095* | *49,655* | *33,248* | *36,313* | *34,774* | *7,704* | *4,332* | *2,865* | *60,345* | *34,825* | *18,524* | *10,501* |
| | *1987* | *239,750* | *44,652* | *42,552* | *28,704* | *29,119* | *27,817* | *7,846* | *3,872* | *2,618* | *49,959* | *22,971* | *17,698* | *7,761* |
| **FARGO - MOORHEAD** | **1991** | **1,387,563** | **235,179** | **229,151** | **132,799** | **215,679** | **192,954** | **58,919** | **55,185** | **23,287** | **302,281** | **117,181** | **93,027** | **36,208** |
| | 1987 | 1,086,966 | 188,360 | 183,515 | 109,586 | 160,584 | 142,604 | 45,144 | 54,205 | 24,712 | 226,864 | 91,738 | 69,108 | 27,364 |
| Clay | 1991 | 314,123 | 61,620 | 60,351 | 27,384 | 30,218 | 28,720 | 6,128 | 28,919 | 5,754 | 44,389 | 47,113 | 20,420 | 14,940 |
| | 1987 | 245,609 | 52,283 | 51,196 | 24,888 | 19,021 | 18,028 | 6,041 | 25,835 | 5,395 | 33,878 | 30,405 | 17,566 | 11,251 |
| *Cass, N. D.* | *1991* | *1,073,440* | *173,559* | *168,800* | *105,415* | *185,461* | *164,234* | *52,791* | *26,266* | *17,533* | *257,892* | *70,068* | *72,607* | *21,268* |
| | *1987* | *841,357* | *136,077* | *132,319* | *84,698* | *141,563* | *124,576* | *39,103* | *28,370* | *19,317* | *192,986* | *61,333* | *51,542* | *16,113* |
| **MINNEAPOLIS - ST. PAUL** | **1991** | **21,358,004** | **3,644,276** | **3,450,140** | **2,222,230** | **2,999,206** | **2,622,472** | **1,031,001** | **903,654** | **481,194** | **4,758,540** | **1,668,391** | **1,233,999** | **554,575** |
| | 1987 | 17,071,313 | 2,887,381 | 2,733,027 | 1,748,327 | 2,378,182 | 2,074,585 | 815,027 | 1,024,136 | 562,037 | 3,579,340 | 1,294,428 | 1,050,968 | 423,728 |
| Anoka | 1991 | 1,609,020 | 319,628 | 304,357 | 131,883 | 208,906 | 178,992 | 46,161 | 93,644 | 62,606 | 361,780 | 147,636 | 141,077 | 34,106 |
| | 1987 | 1,345,240 | 246,029 | 234,227 | 113,852 | 216,465 | 184,015 | 38,724 | 88,305 | 60,200 | 275,824 | 122,572 | 113,180 | 27,749 |
| Carver | 1991 | 190,905 | 52,460 | 50,350 | 33,955 | 2,111 | | 923 | 4,500 | 3,873 | 28,102 | 31,923 | 12,560 | 4,924 |
| | 1987 | 151,034 | 38,709 | 37,145 | 25,381 | 2,004 | | 1,191 | 4,948 | 4,301 | 23,358 | 24,266 | 10,647 | 4,340 |
| Chisago | 1991 | 160,860 | 47,983 | 46,952 | 14,028 | 689 | | 2,285 | 1,991 | 1,844 | 34,066 | 10,225 | 9,435 | 3,494 |
| | 1987 | 126,871 | 34,923 | 34,166 | 10,775 | 752 | | 1,845 | 2,144 | 1,996 | 27,861 | 11,756 | 8,020 | 2,779 |
| Dakota | 1991 | 2,276,917 | 443,890 | 418,283 | 183,513 | 398,205 | 342,471 | 122,212 | 129,779 | 50,091 | 431,109 | 179,835 | 155,336 | 46,169 |
| | 1987 | 1,709,314 | 327,874 | 308,898 | 143,364 | 271,744 | 231,932 | 85,725 | 119,083 | 47,591 | 323,341 | 133,172 | 126,523 | 39,212 |
| Hennepin | 1991 | 10,349,106 | 1,608,179 | 1,518,525 | 1,167,452 | 1,565,633 | 1,404,864 | 558,469 | 416,054 | 227,943 | 2,214,439 | 693,784 | 480,592 | 279,136 |
| | 1987 | 8,436,432 | 1,299,699 | 1,226,996 | 908,286 | 1,230,002 | 1,097,502 | 463,134 | 568,601 | 319,214 | 1,682,522 | 549,828 | 446,433 | 209,145 |
| Isanti | 1991 | 131,090 | 36,188 | 33,627 | 7,947 | 12,901 | 12,005 | 2,548 | 2,545 | 844 | 28,563 | 14,886 | 6,223 | 1,982 |
| | 1987 | 102,132 | 26,524 | 24,642 | 7,469 | 8,634 | 8,002 | 2,187 | 2,975 | 981 | 22,597 | 11,402 | 5,286 | 1,771 |
| Ramsey | 1991 | 4,739,017 | 795,383 | 751,903 | 486,910 | 702,398 | 633,454 | 258,570 | 210,574 | 102,907 | 1,186,029 | 303,870 | 228,321 | 131,731 |
| | 1987 | 3,763,280 | 622,727 | 588,568 | 389,195 | 576,889 | 517,476 | 189,573 | 198,245 | 99,661 | 891,036 | 240,067 | 181,312 | 97,159 |
| Scott | 1991 | 303,832 | 44,400 | 40,839 | 36,585 | 16,278 | 12,875 | 1,750 | 7,523 | 5,458 | 83,573 | 57,809 | 23,960 | 8,639 |
| | 1987 | 231,839 | 40,776 | 37,498 | 27,329 | 12,288 | 9,611 | 2,592 | 6,128 | 4,502 | 56,782 | 40,269 | 19,059 | 6,140 |
| Washington | 1991 | 843,699 | 166,288 | 161,039 | 92,948 | 40,722 | 37,811 | 27,678 | 20,872 | 13,111 | 172,020 | 106,036 | 130,507 | 28,206 |
| | 1987 | 637,292 | 143,752 | 139,187 | 70,849 | 28,160 | 26,047 | 21,788 | 19,028 | 12,081 | 112,319 | 73,485 | 102,362 | 21,379 |
| Wright | 1991 | 436,905 | 69,143 | 65,587 | 33,146 | 14,778 | | 6,318 | 8,870 | 7,332 | 132,968 | 70,409 | 32,072 | 13,063 |
| | 1987 | 327,921 | 59,533 | 56,460 | 27,420 | 9,135 | | 4,976 | 8,954 | 7,422 | 95,556 | 48,451 | 26,056 | 10,284 |
| *St. Croix, Wisc.* | *1991* | *316,653* | *60,734* | *58,678* | *33,863* | *36,585* | | *4,087* | *7,302* | *5,185* | *85,891* | *51,978* | *13,916* | *3,125* |
| | *1987* | *239,958* | *46,835* | *45,240* | *24,407* | *22,109* | | *3,292* | *5,725* | *4,088* | *68,144* | *39,160* | *12,090* | *3,770* |
| **ROCHESTER** | **1991** | **1,058,720** | **178,197** | **172,110** | **86,004** | **192,174** | **154,298** | **47,747** | **47,731** | **19,812** | **281,043** | **65,884** | **65,583** | **22,167** |
| | 1987 | 838,727 | 137,492 | 132,769 | 70,113 | 148,200 | 117,707 | 39,377 | 45,613 | 19,407 | 203,132 | 60,075 | 50,936 | 19,847 |
| Olmsted | 1991 | 1,058,720 | 178,197 | 172,110 | 86,004 | 192,174 | 154,298 | 47,747 | 47,731 | 19,812 | 281,043 | 65,884 | 65,583 | 22,167 |
| | 1987 | 838,727 | 137,492 | 132,769 | 70,113 | 148,200 | 117,707 | 39,377 | 45,613 | 19,407 | 203,132 | 60,075 | 50,936 | 19,847 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1991<br>U.S. CENSUS 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **MINNESOTA (continued)** | | | | | | | | | | | | | | |
| **ST. CLOUD** | **1991** | **2,613,718** | **230,598** | **215,523** | **118,871** | **848,887** | **242,861** | **48,652** | **58,520** | **28,472** | **296,473** | **98,965** | **152,189** | **104,595** |
| | 1987 | 1,929,819 | 187,718 | 175,113 | 96,182 | 502,162 | 137,792 | 41,085 | 55,029 | 27,612 | 222,670 | 85,415 | 118,224 | 66,169 |
| Benton | 1991 | 104,269 | 23,376 | 21,535 | 10,921 | 14,122 | 1,175 | 3,270 | 644 | 598 | 6,398 | 26,323 | 12,163 | 3,230 |
| | 1987 | 90,325 | 22,210 | 20,457 | 10,621 | 10,416 | 827 | 2,582 | 982 | 917 | 6,277 | 18,715 | 12,212 | 2,558 |
| Sherburne | 1991 | 220,726 | 55,939 | 54,242 | 11,689 | 15,137 | 3,980 | 2,135 | 4,445 | 2,144 | 72,086 | 12,757 | 27,160 | 15,831 |
| | 1987 | 163,047 | 39,209 | 38,012 | 9,359 | 9,025 | 2,278 | 1,432 | 3,992 | 1,960 | 52,861 | 13,154 | 19,767 | 9,251 |
| Stearns | 1991 | 2,288,723 | 151,283 | 139,746 | 96,261 | 819,628 | 237,706 | 43,247 | 53,431 | 25,730 | 217,989 | 59,885 | 112,866 | 85,534 |
| | 1987 | 1,676,447 | 126,299 | 116,644 | 76,202 | 482,721 | 134,687 | 37,071 | 50,055 | 24,735 | 163,532 | 53,546 | 86,245 | 54,360 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Aitkin | 1991 | 62,116 | 12,913 | 11,945 | 7,626 | 1,032 | | 1,786 | 488 | | 14,932 | 9,014 | 3,632 | 3,292 |
| | 1987 | 52,823 | 11,005 | 10,178 | 6,757 | 1,425 | | 1,363 | 583 | | 11,861 | 7,740 | 3,658 | 2,500 |
| Anoka | 1991 | 1,609,020 | 319,628 | 304,357 | 131,883 | 208,906 | 178,992 | 46,161 | 93,644 | 62,606 | 361,780 | 147,636 | 141,077 | 34,106 |
| | 1987 | 1,345,240 | 246,029 | 234,227 | 113,852 | 216,465 | 184,015 | 38,724 | 88,305 | 60,200 | 275,824 | 122,572 | 113,180 | 27,749 |
| Becker | 1991 | 189,986 | 38,183 | 37,282 | 14,949 | 15,088 | | 12,742 | 7,580 | 5,125 | 48,054 | 23,391 | 11,704 | 4,724 |
| | 1987 | 142,694 | 28,771 | 28,087 | 11,811 | 10,799 | | 9,616 | 6,915 | 4,805 | 32,967 | 15,723 | 10,454 | 4,227 |
| Beltrami | 1991 | 279,114 | 54,933 | 51,326 | 23,296 | 29,185 | 21,102 | 19,920 | 9,363 | 2,622 | 60,183 | 26,829 | 17,120 | 5,628 |
| | 1987 | 220,248 | 42,807 | 39,988 | 19,822 | 20,520 | 14,611 | 15,590 | 8,726 | 2,495 | 45,680 | 20,093 | 13,837 | 5,080 |
| Benton | 1991 | 104,269 | 23,376 | 21,535 | 10,921 | 14,122 | 1,175 | 3,270 | 644 | 598 | 6,398 | 26,323 | 12,163 | 3,230 |
| | 1987 | 90,325 | 22,210 | 20,457 | 10,621 | 10,416 | 827 | 2,582 | 982 | 917 | 6,277 | 18,715 | 12,212 | 2,558 |
| Big Stone | 1991 | 33,144 | 7,269 | 7,014 | 2,711 | 2,946 | | 1,751 | 2,227 | 2,227 | 2,608 | 3,003 | 3,083 | 2,281 |
| | 1987 | 32,596 | 6,727 | 6,490 | 2,814 | 2,266 | | 1,771 | 2,843 | 2,843 | 2,702 | 3,153 | 2,781 | 1,859 |
| Blue Earth | 1991 | 526,639 | 130,130 | 126,683 | 47,703 | 65,769 | 60,629 | 23,351 | 15,015 | 5,473 | 80,879 | 29,332 | 48,678 | 18,442 |
| | 1987 | 420,230 | 98,303 | 95,680 | 39,126 | 50,837 | 46,657 | 22,343 | 15,830 | 5,875 | 67,987 | 24,402 | 36,229 | 15,088 |
| Brown | 1991 | 174,150 | 49,925 | 48,901 | 17,326 | 16,606 | 15,121 | 8,674 | 5,306 | 3,577 | 23,720 | 17,948 | 21,677 | 4,360 |
| | 1987 | 140,578 | 38,328 | 37,534 | 13,800 | 11,943 | 10,817 | 8,340 | 5,634 | 3,846 | 22,110 | 11,731 | 16,388 | 3,955 |
| Carlton | 1991 | 182,249 | 37,593 | 35,688 | 19,704 | 8,043 | | 4,237 | 2,070 | 944 | 38,762 | 34,134 | 9,483 | 7,221 |
| | 1987 | 149,700 | 33,406 | 31,707 | 15,359 | 8,030 | | 3,910 | 2,358 | 1,065 | 28,792 | 26,203 | 9,200 | 5,973 |
| Carver | 1991 | 190,905 | 52,460 | 50,350 | 33,955 | 2,111 | | 923 | 4,500 | 3,873 | 28,102 | 31,923 | 12,560 | 4,924 |
| | 1987 | 151,034 | 38,709 | 37,145 | 25,381 | 2,004 | | 1,191 | 4,948 | 4,301 | 23,358 | 24,266 | 10,647 | 4,340 |
| Cass | 1991 | 120,519 | 26,014 | 24,533 | 13,519 | 321 | | 2,918 | 2,212 | 2,060 | 31,102 | 11,853 | 12,776 | 2,637 |
| | 1987 | 92,964 | 21,307 | 20,090 | 10,087 | 519 | | 2,559 | 2,173 | 2,033 | 21,347 | 11,088 | 9,955 | 1,893 |
| Chippewa | 1991 | 82,627 | 13,792 | 13,133 | 5,781 | 5,580 | 3,577 | 3,431 | 2,195 | 1,540 | 24,507 | 8,093 | 13,370 | 2,896 |
| | 1987 | 74,066 | 13,122 | 12,492 | 6,068 | 5,498 | 3,458 | 3,296 | 2,707 | 1,892 | 17,474 | 7,712 | 11,673 | 2,689 |
| Chisago | 1991 | 160,860 | 47,983 | 46,952 | 14,028 | 689 | | 2,285 | 1,991 | 1,844 | 34,066 | 10,225 | 9,435 | 3,494 |
| | 1987 | 126,871 | 34,923 | 34,166 | 10,775 | 752 | | 1,845 | 2,144 | 1,996 | 27,861 | 11,756 | 8,020 | 2,779 |
| Clay | 1991 | 314,123 | 61,620 | 60,351 | 27,384 | 30,218 | 28,720 | 6,128 | 28,919 | 5,754 | 44,389 | 47,113 | 20,420 | 14,940 |
| | 1987 | 245,609 | 52,283 | 51,196 | 24,888 | 19,021 | 18,028 | 6,041 | 25,835 | 5,395 | 33,878 | 30,405 | 17,566 | 11,251 |
| Clearwater | 1991 | 27,209 | 7,534 | 7,084 | 1,845 | 237 | | 449 | 244 | 244 | 2,851 | 3,990 | 3,489 | 4,194 |
| | 1987 | 24,621 | 6,725 | 6,322 | 1,667 | 292 | | 303 | 363 | 363 | 3,014 | 3,596 | 3,281 | 3,083 |
| Cook | 1991 | 33,225 | 6,848 | 6,409 | 6,829 | 572 | | 187 | 146 | 146 | 605 | 7,124 | 3,469 | 2,340 |
| | 1987 | 27,092 | 6,047 | 5,658 | 5,075 | 586 | | 157 | 184 | 184 | 702 | 6,349 | 2,337 | 1,557 |
| Cottonwood | 1991 | 60,711 | 9,737 | 9,225 | 5,462 | 5,347 | 4,085 | 1,447 | 2,035 | 1,134 | 13,890 | 13,851 | 3,537 | 2,623 |
| | 1987 | 54,029 | 9,122 | 8,640 | 4,493 | 4,225 | 3,184 | 1,492 | 2,351 | 1,318 | 11,679 | 11,437 | 3,458 | 2,339 |
| Crow Wing | 1991 | 455,277 | 71,128 | 64,212 | 38,951 | 109,758 | 36,042 | 10,258 | 7,856 | 3,375 | 96,590 | 40,383 | 27,800 | 11,151 |
| | 1987 | 341,567 | 57,501 | 51,899 | 31,356 | 72,722 | 23,036 | 9,455 | 8,659 | 3,827 | 69,269 | 26,564 | 24,001 | 8,607 |
| Dakota | 1991 | 2,276,917 | 443,890 | 418,283 | 183,513 | 398,205 | 342,471 | 122,212 | 129,779 | 50,091 | 431,109 | 179,835 | 155,336 | 46,169 |
| | 1987 | 1,709,314 | 327,874 | 308,898 | 143,364 | 271,744 | 231,932 | 85,725 | 119,083 | 47,591 | 323,341 | 133,172 | 126,523 | 39,212 |
| Dodge | 1991 | 49,669 | 14,849 | 14,167 | 4,074 | 1,184 | | 2,950 | 691 | 412 | 5,842 | 4,371 | 12,073 | 713 |
| | 1987 | 40,015 | 11,332 | 10,809 | 3,695 | 1,390 | | 1,769 | 809 | 481 | 4,804 | 3,293 | 9,043 | 842 |
| Douglas | 1991 | 248,904 | 46,707 | 44,139 | 20,862 | 28,910 | 11,768 | 14,055 | 11,011 | 7,660 | 48,221 | 28,658 | 19,505 | 10,405 |
| | 1987 | 188,606 | 36,973 | 34,933 | 17,473 | 18,234 | 7,190 | 11,331 | 10,550 | 7,441 | 32,325 | 20,350 | 16,451 | 8,126 |
| Faribault | 1991 | 72,932 | 19,355 | 18,325 | 4,602 | 5,414 | | 2,321 | 1,726 | 1,018 | 16,185 | 6,006 | 6,635 | 3,709 |
| | 1987 | 62,578 | 14,351 | 13,584 | 4,213 | 3,364 | | 2,101 | 2,002 | 1,207 | 13,069 | 5,240 | 6,338 | 3,260 |
| Fillmore | 1991 | 99,623 | 22,832 | 22,586 | 6,056 | 1,204 | | 695 | 2,620 | 1,564 | 29,661 | 15,114 | 9,943 | 3,596 |
| | 1987 | 86,102 | 19,912 | 19,693 | 4,935 | 1,005 | | 789 | 3,006 | 1,799 | 24,584 | 11,423 | 8,956 | 2,744 |
| Freeborn | 1991 | 267,512 | 46,515 | 43,035 | 18,009 | 32,520 | 25,885 | 14,027 | 7,906 | 4,366 | 73,499 | 42,943 | 10,280 | 5,240 |
| | 1987 | 218,760 | 39,383 | 36,429 | 15,706 | 23,303 | 18,345 | 11,486 | 9,138 | 5,088 | 59,890 | 30,837 | 8,842 | 5,956 |
| Goodhue | 1991 | 268,308 | 64,865 | 62,058 | 21,157 | 17,696 | 6,340 | 21,741 | 5,842 | 4,747 | 64,088 | 16,435 | 24,252 | 17,797 |
| | 1987 | 216,262 | 52,496 | 50,215 | 17,727 | 13,123 | 4,542 | 17,530 | 5,790 | 4,744 | 46,681 | 15,335 | 21,664 | 12,505 |
| Grant | 1991 | 33,058 | 5,010 | 4,736 | 1,630 | 52 | | 280 | 90 | | 12,697 | 4,596 | 3,591 | 2,011 |
| | 1987 | 25,110 | 4,300 | 4,064 | 1,391 | 48 | | 291 | 158 | | 8,964 | 3,161 | 2,783 | 1,480 |
| Hennepin | 1991 | 10,349,106 | 1,608,179 | 1,518,525 | 1,167,452 | 1,565,633 | 1,404,864 | 558,469 | 416,054 | 227,943 | 2,214,439 | 693,784 | 480,592 | 279,136 |
| | 1987 | 8,436,432 | 1,299,699 | 1,226,996 | 908,286 | 1,230,002 | 1,097,502 | 463,134 | 568,601 | 319,214 | 1,682,522 | 549,828 | 446,433 | 209,145 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1991
U.S. CENSUS: 1987

| METRO AREA County | Year | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **MINNESOTA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Houston | 1991 | 61,364 | 10,361 | 9,652 | 4,585 | 216 | | 845 | 869 | 378 | 14,186 | 12,813 | 3,568 | 1,610 |
| | 1987 | 48,974 | 10,858 | 10,113 | 3,846 | 306 | | 602 | 1,058 | 486 | 9,094 | 10,105 | 3,452 | 1,217 |
| Hubbard | 1991 | 95,721 | 23,815 | 22,853 | 5,718 | 1,603 | | 2,223 | 1,744 | 512 | 23,719 | 6,812 | 13,468 | 8,379 |
| | 1987 | 75,652 | 19,335 | 18,550 | 4,765 | 1,351 | | 1,796 | 2,062 | 589 | 16,188 | 6,268 | 10,912 | 5,487 |
| Isanti | 1991 | 131,090 | 36,188 | 33,627 | 7,947 | 12,901 | 12,005 | 2,548 | 2,545 | 844 | 28,563 | 14,886 | 6,223 | 1,982 |
| | 1987 | 102,132 | 26,524 | 24,642 | 7,469 | 8,634 | 8,002 | 2,187 | 2,975 | 981 | 22,597 | 11,402 | 5,286 | 1,771 |
| Itasca | 1991 | 277,592 | 50,865 | 50,012 | 18,481 | 32,373 | 28,359 | 13,733 | 2,712 | 1,614 | 61,528 | 39,037 | 19,638 | 7,536 |
| | 1987 | 214,586 | 40,803 | 40,111 | 15,864 | 21,264 | 18,494 | 10,721 | 3,108 | 1,916 | 45,813 | 28,743 | 15,920 | 7,016 |
| Jackson | 1991 | 69,733 | 2,430 | 2,188 | 3,545 | 1,222 | | 862 | 3,834 | 361 | 25,368 | 14,044 | 2,287 | 14,146 |
| | 1987 | 58,496 | 3,577 | 3,221 | 3,547 | 1,216 | | 968 | 3,288 | 298 | 21,719 | 10,711 | 2,531 | 9,086 |
| Kanabec | 1991 | 74,181 | 12,693 | 11,858 | 6,337 | 374 | | 1,057 | 732 | 371 | 17,318 | 18,299 | 4,676 | 8,392 |
| | 1987 | 56,663 | 11,048 | 10,319 | 5,373 | 426 | | 1,175 | 1,144 | 574 | 12,705 | 11,555 | 4,585 | 5,298 |
| Kandiyohi | 1991 | 286,248 | 43,820 | 41,789 | 29,071 | 48,811 | 34,107 | 14,837 | 10,588 | 5,227 | 68,218 | 26,924 | 17,832 | 10,461 |
| | 1987 | 224,192 | 36,671 | 34,965 | 22,072 | 33,810 | 23,245 | 13,229 | 11,883 | 5,938 | 48,675 | 19,844 | 14,019 | 8,325 |
| Kittson | 1991 | 34,464 | 8,302 | 7,830 | 1,571 | 106 | | 1,231 | 477 | 295 | 5,141 | 9,631 | 2,273 | 4,366 |
| | 1987 | 26,966 | 6,414 | 6,048 | 1,406 | 150 | | 813 | 503 | 322 | 3,742 | 7,409 | 1,978 | 3,380 |
| Koochiching | 1991 | 97,142 | 20,224 | 19,305 | 6,923 | 11,980 | 6,618 | 3,308 | 2,047 | 1,807 | 14,638 | 13,481 | 6,298 | 5,567 |
| | 1987 | 79,897 | 16,128 | 15,392 | 7,019 | 9,527 | 5,139 | 3,164 | 2,248 | 2,005 | 11,127 | 10,993 | 5,093 | 4,111 |
| Lac qui Parle | 1991 | 30,559 | 6,248 | 5,872 | 1,575 | 717 | | 241 | 692 | 298 | 5,636 | 6,771 | 3,383 | 1,560 |
| | 1987 | 27,865 | 5,725 | 5,380 | 1,730 | 726 | | 378 | 1,373 | 592 | 4,723 | 4,875 | 3,162 | 1,251 |
| Lake | 1991 | 70,920 | 13,338 | 12,719 | 3,981 | 418 | | 952 | 462 | | 25,583 | 10,237 | 1,898 | 7,256 |
| | 1987 | 58,800 | 11,362 | 10,832 | 3,788 | 482 | | 825 | 602 | | 20,160 | 7,585 | 2,048 | 4,772 |
| Lake of the Woods | 1991 | 24,232 | 6,232 | 5,927 | 1,825 | 685 | | 179 | 171 | | 425 | 8,343 | 2,115 | 1,765 |
| | 1987 | 18,719 | 4,680 | 4,450 | 1,547 | 548 | | 139 | 92 | | 350 | 6,304 | 1,629 | 1,446 |
| Le Sueur | 1991 | 76,750 | 12,237 | 11,683 | 9,204 | 2,307 | | 852 | 3,105 | 2,956 | 19,152 | 16,097 | 5,710 | 4,137 |
| | 1987 | 68,891 | 12,968 | 12,378 | 8,906 | 1,814 | | 1,034 | 3,320 | 3,172 | 14,447 | 12,804 | 5,527 | 3,641 |
| Lincoln | 1991 | 27,900 | 5,627 | 5,231 | 2,265 | 323 | | 125 | 258 | 217 | 5,599 | 3,470 | 5,358 | 1,424 |
| | 1987 | 22,271 | 4,479 | 4,163 | 1,919 | 280 | | 142 | 338 | 290 | 4,345 | 2,705 | 4,329 | 1,161 |
| Lyon | 1991 | 191,468 | 44,482 | 42,353 | 19,981 | 17,522 | 12,055 | 12,679 | 5,412 | 2,965 | 40,370 | 11,332 | 19,275 | 4,843 |
| | 1987 | 148,618 | 33,390 | 31,786 | 15,507 | 12,806 | 8,659 | 10,202 | 5,123 | 2,877 | 30,258 | 8,667 | 15,016 | 3,724 |
| McLeod | 1991 | 262,102 | 101,336 | 96,694 | 16,542 | 22,686 | 12,743 | 12,102 | 4,168 | 2,545 | 54,942 | 16,033 | 14,095 | 5,472 |
| | 1987 | 202,722 | 68,703 | 65,543 | 14,785 | 17,341 | 9,506 | 10,508 | 5,014 | 3,083 | 41,317 | 16,438 | 11,092 | 4,658 |
| Mahnomen | 1991 | 22,464 | 5,532 | 5,007 | 1,839 | 394 | | 248 | 109 | | 4,386 | 678 | 3,127 | 3,635 |
| | 1987 | 17,310 | 4,397 | 3,979 | 1,467 | 631 | | 238 | 206 | | 2,965 | 783 | 2,584 | 2,287 |
| Marshall | 1991 | 48,234 | 8,732 | 8,190 | 2,843 | 224 | | 176 | 239 | | 22,666 | 8,118 | 1,996 | 807 |
| | 1987 | 38,638 | 7,573 | 7,101 | 3,152 | 288 | | 208 | 350 | | 15,882 | 6,100 | 2,286 | 891 |
| Martin | 1991 | 139,742 | 31,504 | 31,066 | 10,691 | 22,194 | 17,689 | 8,469 | 4,111 | 2,323 | 28,162 | 6,347 | 8,095 | 4,852 |
| | 1987 | 114,482 | 26,058 | 25,691 | 9,597 | 15,962 | 12,580 | 6,796 | 4,739 | 2,713 | 22,513 | 4,778 | 7,724 | 4,306 |
| Meeker | 1991 | 94,289 | 18,883 | 17,744 | 7,693 | 5,108 | | 2,366 | 2,399 | 1,854 | 22,424 | 14,901 | 11,086 | 3,498 |
| | 1987 | 79,519 | 14,959 | 14,054 | 7,166 | 4,209 | | 2,124 | 2,650 | 2,058 | 19,195 | 10,274 | 10,215 | 2,609 |
| Mille Lacs | 1991 | 92,981 | 29,462 | 27,841 | 9,230 | 2,233 | | 1,939 | 2,591 | 1,521 | 5,692 | 15,312 | 7,823 | 4,382 |
| | 1987 | 75,379 | 23,023 | 21,752 | 6,805 | 2,424 | | 1,874 | 2,737 | 1,662 | 4,915 | 12,676 | 6,592 | 3,210 |
| Morrison | 1991 | 141,014 | 30,651 | 28,717 | 13,475 | 8,434 | | 5,370 | 2,234 | 1,792 | 26,095 | 28,324 | 8,924 | 6,319 |
| | 1987 | 115,490 | 25,814 | 24,180 | 11,362 | 5,813 | | 4,432 | 2,680 | 2,183 | 19,940 | 19,995 | 8,887 | 5,635 |
| Mower | 1991 | 237,230 | 56,331 | 53,328 | 20,833 | 29,886 | 16,761 | 7,537 | 9,483 | 7,806 | 52,301 | 27,329 | 12,247 | 7,092 |
| | 1987 | 194,527 | 42,636 | 40,355 | 17,631 | 22,755 | 12,465 | 7,259 | 10,652 | 8,858 | 41,890 | 19,984 | 10,785 | 6,452 |
| Murray | 1991 | 36,329 | 6,538 | 5,988 | 3,847 | 953 | | 1,024 | 768 | 302 | 5,850 | 6,694 | 3,420 | 6,706 |
| | 1987 | 31,237 | 5,502 | 5,038 | 3,394 | 978 | | 898 | 933 | 361 | 5,558 | 4,423 | 2,954 | 6,142 |
| Nicollet | 1991 | 117,023 | 19,578 | 18,353 | 15,562 | 154 | | 7,532 | 1,364 | 843 | 35,656 | 25,718 | 5,167 | 836 |
| | 1987 | 92,234 | 17,430 | 16,336 | 12,835 | 144 | | 5,036 | 2,210 | 1,414 | 27,767 | 15,564 | 5,035 | 1,025 |
| Nobles | 1991 | 136,762 | 24,251 | 22,979 | 11,894 | 20,880 | 19,080 | 12,019 | 4,697 | 1,780 | 28,016 | 8,353 | 10,122 | 6,350 |
| | 1987 | 115,741 | 20,831 | 19,734 | 10,582 | 15,395 | 13,996 | 9,525 | 5,578 | 2,125 | 21,292 | 8,174 | 9,216 | 5,879 |
| Norman | 1991 | 35,939 | 8,361 | 7,840 | 1,787 | 128 | | 237 | 407 | 54 | 14,162 | 3,590 | 2,288 | 1,491 |
| | 1987 | 27,706 | 6,503 | 6,096 | 1,467 | 137 | | 363 | 504 | 75 | 9,761 | 2,516 | 2,566 | 1,276 |
| Olmsted | 1991 | 1,058,720 | 178,197 | 172,110 | 86,004 | 192,174 | 154,298 | 47,747 | 47,731 | 19,812 | 281,043 | 65,884 | 65,583 | 22,167 |
| | 1987 | 838,727 | 137,492 | 132,769 | 70,113 | 148,200 | 117,707 | 39,377 | 45,613 | 19,407 | 203,132 | 60,075 | 50,956 | 19,847 |
| Otter Tail | 1991 | 290,910 | 54,130 | 52,337 | 21,265 | 37,002 | 11,234 | 11,021 | 6,239 | 3,243 | 75,246 | 31,766 | 27,283 | 9,351 |
| | 1987 | 243,138 | 50,761 | 49,070 | 19,228 | 27,464 | 8,031 | 9,257 | 7,500 | 3,982 | 56,366 | 24,343 | 23,081 | 7,829 |
| Pennington | 1991 | 90,614 | 24,014 | 23,436 | 10,885 | 18,820 | 16,908 | 4,905 | 2,209 | 1,081 | 16,021 | 2,921 | 5,230 | 4,037 |
| | 1987 | 79,572 | 19,513 | 19,040 | 9,355 | 14,206 | 12,688 | 5,396 | 2,828 | 1,440 | 12,782 | 4,358 | 5,208 | 3,183 |
| Pine | 1991 | 119,354 | 21,152 | 19,776 | 21,335 | 3,140 | | 2,254 | 2,601 | 2,601 | 34,659 | 18,577 | 6,673 | 2,432 |
| | 1987 | 97,952 | 15,941 | 14,901 | 18,233 | 2,423 | | 1,460 | 2,987 | 2,987 | 27,308 | 15,092 | 5,617 | 2,027 |
| Pipestone | 1991 | 56,646 | 12,275 | 11,495 | 5,627 | 6,156 | | 1,694 | 2,405 | 1,372 | 13,733 | 3,887 | 6,647 | 2,357 |
| | 1987 | 48,035 | 10,332 | 9,673 | 4,668 | 4,452 | | 1,492 | 2,556 | 1,493 | 10,629 | 3,500 | 5,803 | 2,130 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1991<br>U.S. CENSUS: 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **MINNESOTA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Polk | 1991 | 172,722 | 65,061 | 62,115 | 14,285 | 7,538 | | 2,680 | 4,864 | 1,787 | 30,582 | 12,543 | 13,105 | 8,586 |
| | 1987 | 143,045 | 47,329 | 45,177 | 13,272 | 5,850 | | 2,786 | 5,002 | 1,838 | 24,684 | 11,526 | 12,976 | 6,728 |
| Pope | 1991 | 49,408 | 12,361 | 11,622 | 4,475 | 2,303 | | 1,437 | 489 | 301 | 10,638 | 8,247 | 4,221 | 1,933 |
| | 1987 | 39,904 | 9,724 | 9,141 | 4,529 | 1,480 | | 984 | 632 | 404 | 8,859 | 4,836 | 3,483 | 1,604 |
| Ramsey | 1991 | 4,739,017 | 795,383 | 751,903 | 486,910 | 702,398 | 633,454 | 258,570 | 210,574 | 102,907 | 1,186,029 | 303,870 | 228,321 | 131,731 |
| | 1987 | 3,763,280 | 622,727 | 588,568 | 389,195 | 576,889 | 517,476 | 189,573 | 198,245 | 99,661 | 891,036 | 240,067 | 181,312 | 97,159 |
| Red Lake | 1991 | 14,252 | 1,311 | 1,254 | 1,598 | 179 | | 51 | 244 | 244 | 6,850 | 761 | 1,183 | 905 |
| | 1987 | 13,249 | 1,531 | 1,464 | 1,359 | 318 | | 54 | 358 | 358 | 6,176 | 547 | 1,112 | 614 |
| Redwood | 1991 | 89,266 | 23,821 | 22,323 | 6,929 | 8,116 | | 869 | 1,906 | 849 | 22,629 | 8,447 | 7,914 | 3,110 |
| | 1987 | 72,587 | 18,198 | 17,051 | 5,720 | 5,523 | | 1,590 | 2,189 | 1,003 | 18,662 | 6,766 | 6,519 | 2,552 |
| Renville | 1991 | 74,441 | 17,527 | 16,678 | 5,327 | 1,627 | | 691 | 637 | 461 | 17,010 | 9,144 | 8,944 | 2,762 |
| | 1987 | 62,960 | 14,495 | 13,791 | 4,352 | 1,267 | | 766 | 1,155 | 854 | 13,871 | 6,870 | 8,228 | 2,260 |
| Rice | 1991 | 309,821 | 63,590 | 56,998 | 37,563 | 16,758 | 10,448 | 15,054 | 9,220 | 5,124 | 88,868 | 23,385 | 18,698 | 10,672 |
| | 1987 | 243,406 | 50,058 | 44,860 | 29,677 | 12,491 | 7,628 | 13,035 | 9,057 | 5,089 | 62,734 | 21,692 | 15,397 | 8,481 |
| Rock | 1991 | 38,649 | 9,403 | 8,915 | 5,064 | 3,470 | | 3,064 | 688 | 579 | 7,817 | 3,366 | 1,943 | 2,432 |
| | 1987 | 34,474 | 8,345 | 7,910 | 4,618 | 2,533 | | 2,813 | 794 | 679 | 7,094 | 2,994 | 1,978 | 1,826 |
| Roseau | 1991 | 76,677 | 18,039 | 17,126 | 7,393 | 3,615 | | 2,740 | 734 | 121 | 24,047 | 8,383 | 3,650 | 4,056 |
| | 1987 | 59,172 | 14,290 | 13,564 | 5,058 | 2,521 | | 2,298 | 1,269 | 212 | 18,275 | 5,486 | 3,488 | 3,081 |
| St. Louis | 1991 | 1,499,982 | 306,530 | 290,724 | 121,266 | 227,042 | 201,854 | 64,607 | 52,765 | 24,630 | 288,094 | 147,195 | 81,725 | 48,421 |
| | 1987 | 1,199,148 | 241,839 | 229,323 | 104,862 | 178,239 | 157,506 | 50,711 | 53,136 | 25,325 | 216,345 | 104,715 | 70,435 | 41,765 |
| Scott | 1991 | 303,832 | 44,400 | 40,839 | 36,585 | 16,278 | 12,875 | 1,750 | 7,523 | 5,458 | 83,573 | 57,809 | 23,960 | 8,639 |
| | 1987 | 231,839 | 40,776 | 37,498 | 27,329 | 12,288 | 9,611 | 2,592 | 6,128 | 4,502 | 56,782 | 40,269 | 19,059 | 6,140 |
| Sherburne | 1991 | 220,726 | 55,939 | 54,242 | 11,689 | 15,137 | 3,980 | 2,135 | 4,445 | 2,144 | 72,086 | 12,757 | 27,160 | 15,831 |
| | 1987 | 163,047 | 39,209 | 38,012 | 9,359 | 9,025 | 2,278 | 1,432 | 3,992 | 1,960 | 52,861 | 13,154 | 19,767 | 9,251 |
| Sibley | 1991 | 42,557 | 9,765 | 8,967 | 3,779 | 910 | | 830 | 774 | 669 | 12,613 | 6,429 | 3,175 | 2,428 |
| | 1987 | 36,700 | 8,823 | 8,100 | 3,255 | 1,048 | | 704 | 1,217 | 1,065 | 10,038 | 4,439 | 2,847 | 1,949 |
| Stearns | 1991 | 2,288,723 | 151,283 | 139,746 | 96,261 | 819,628 | 237,706 | 43,247 | 53,431 | 25,730 | 217,989 | 59,885 | 112,866 | 85,534 |
| | 1987 | 1,676,447 | 126,299 | 116,644 | 76,202 | 482,721 | 134,687 | 37,071 | 50,055 | 24,735 | 163,532 | 53,546 | 86,245 | 54,360 |
| Steele | 1991 | 222,584 | 42,464 | 41,783 | 16,823 | 21,325 | 15,761 | 5,878 | 6,509 | 4,543 | 51,119 | 26,612 | 22,614 | 6,951 |
| | 1987 | 177,313 | 33,305 | 32,764 | 13,763 | 15,856 | 11,553 | 5,698 | 7,480 | 5,249 | 40,274 | 16,128 | 18,146 | 5,586 |
| Stevens | 1991 | 66,327 | 14,109 | 13,464 | 5,921 | 163 | | 2,654 | 1,860 | 1,252 | 16,606 | 6,420 | 3,679 | 10,699 |
| | 1987 | 54,673 | 11,399 | 10,875 | 5,376 | 147 | | 2,344 | 2,021 | 1,354 | 13,601 | 4,976 | 3,404 | 7,854 |
| Swift | 1991 | 44,648 | 12,237 | 11,442 | 2,400 | 3,617 | | 2,017 | 890 | 890 | 9,429 | 4,070 | 3,206 | 3,483 |
| | 1987 | 38,605 | 10,591 | 9,901 | 2,524 | 2,797 | | 1,313 | 997 | 997 | 6,873 | 3,349 | 3,213 | 2,854 |
| Todd | 1991 | 88,958 | 23,755 | 22,101 | 7,003 | 1,549 | | 1,676 | 1,856 | 712 | 22,569 | 16,281 | 5,325 | 3,519 |
| | 1987 | 71,334 | 18,760 | 17,450 | 5,607 | 1,544 | | 1,454 | 1,482 | 562 | 18,027 | 11,255 | 4,991 | 2,878 |
| Traverse | 1991 | 19,671 | 4,417 | 4,229 | 1,497 | 131 | | 439 | 409 | 321 | 3,392 | 2,587 | 1,782 | 2,872 |
| | 1987 | 17,419 | 3,802 | 3,640 | 1,275 | 137 | | 534 | 615 | 484 | 3,218 | 2,120 | 1,636 | 2,158 |
| Wabasha | 1991 | 104,132 | 23,126 | 22,398 | 6,359 | 1,573 | | 770 | 861 | 523 | 22,108 | 10,690 | 13,027 | 3,464 |
| | 1987 | 78,648 | 16,392 | 15,873 | 5,779 | 1,319 | | 958 | 1,084 | 663 | 18,765 | 7,690 | 9,961 | 3,116 |
| Wadena | 1991 | 91,569 | 19,409 | 18,358 | 4,949 | 9,740 | | 2,350 | 1,809 | 1,438 | 14,491 | 11,734 | 19,432 | 4,018 |
| | 1987 | 77,153 | 16,303 | 15,417 | 4,354 | 7,403 | | 2,753 | 2,034 | 1,647 | 11,588 | 9,519 | 15,668 | 3,391 |
| Waseca | 1991 | 84,384 | 15,625 | 14,673 | 6,834 | 572 | | 1,258 | 832 | 418 | 20,265 | 14,946 | 9,083 | 8,716 |
| | 1987 | 69,604 | 15,046 | 14,126 | 5,208 | 489 | | 1,316 | 1,891 | 994 | 14,396 | 12,503 | 6,902 | 7,377 |
| Washington | 1991 | 843,699 | 166,288 | 161,039 | 92,948 | 40,722 | 37,811 | 27,678 | 20,872 | 13,111 | 172,020 | 106,036 | 130,507 | 28,206 |
| | 1987 | 637,292 | 143,752 | 139,187 | 70,849 | 28,160 | 26,047 | 21,788 | 19,028 | 12,081 | 112,319 | 73,485 | 102,362 | 21,379 |
| Watonwan | 1991 | 49,339 | 12,348 | 11,735 | 3,732 | 3,314 | | 2,634 | 1,498 | 1,258 | 13,387 | 4,880 | 3,058 | 2,455 |
| | 1987 | 41,829 | 10,202 | 9,694 | 3,402 | 2,503 | | 2,116 | 1,533 | 1,291 | 11,743 | 3,699 | 2,813 | 1,906 |
| Wilkin | 1991 | 37,317 | 5,381 | 5,071 | 5,792 | 78 | | 280 | 276 | 276 | 9,495 | 5,920 | 1,358 | 2,459 |
| | 1987 | 30,746 | 5,081 | 4,787 | 4,879 | 131 | | 263 | 447 | 447 | 7,279 | 4,047 | 1,209 | 2,002 |
| Winona | 1991 | 291,155 | 67,068 | 63,994 | 31,805 | 33,799 | 19,401 | 9,621 | 5,364 | 2,556 | 62,383 | 36,958 | 16,706 | 6,188 |
| | 1987 | 236,975 | 53,145 | 50,699 | 26,672 | 26,595 | 14,919 | 9,146 | 6,581 | 3,154 | 47,975 | 24,857 | 15,713 | 5,490 |
| Wright | 1991 | 436,905 | 69,143 | 65,587 | 33,146 | 14,778 | | 6,318 | 8,870 | 7,332 | 132,968 | 70,409 | 32,072 | 13,063 |
| | 1987 | 327,921 | 59,533 | 56,460 | 27,420 | 9,135 | | 4,976 | 8,954 | 7,422 | 95,556 | 48,451 | 26,056 | 10,284 |
| Yellow Medicine | 1991 | 57,337 | 12,355 | 11,183 | 3,015 | 2,016 | | 1,297 | 2,186 | 1,062 | 14,147 | 12,588 | 4,751 | 3,609 |
| | 1987 | 46,333 | 9,902 | 8,961 | 2,779 | 1,428 | | 1,365 | 2,334 | 1,118 | 10,995 | 8,530 | 4,320 | 2,731 |
| **TOTAL METRO COUNTIES** | **1991** | **26,527,894** | **4,360,487** | **4,130,170** | **2,541,892** | **4,260,942** | **3,250,205** | **1,194,048** | **1,084,287** | **554,677** | **5,582,648** | **1,975,570** | **1,540,080** | **741,573** |
| | 1987 | 21,044,658 | 3,459,878 | 3,276,188 | 2,019,565 | 3,203,695 | 2,505,618 | 948,949 | 1,198,024 | 635,688 | 4,187,221 | 1,535,878 | 1,296,039 | 558,990 |
| **TOTAL STATE** | **1991** | **35,159,987** | **6,233,195** | **5,909,143** | **3,296,937** | **5,027,848** | **3,655,916** | **1,531,575** | **1,292,943** | **674,413** | **7,518,861** | **2,972,868** | **2,214,953** | **1,103,209** |
| | 1987 | 28,005,700 | 4,965,931 | 4,706,176 | 2,655,714 | 3,766,532 | 2,796,361 | 1,240,785 | 1,429,241 | 769,949 | 5,671,675 | 2,292,703 | 1,871,218 | 848,645 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1991<br>U.S. CENSUS 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **MISSISSIPPI** | | | | | | | | | | | | | | |
| **BILOXI - GULFPORT** | **1991** | **1,180,632** | **248,493** | **233,663** | **135,468** | **191,658** | **160,151** | **31,105** | **45,424** | **24,012** | **259,757** | **89,122** | **55,328** | **47,222** |
| | 1987 | 1,051,186 | 242,100 | 227,567 | 123,063 | 152,358 | 126,117 | 28,751 | 41,930 | 22,691 | 239,576 | 75,364 | 52,536 | 38,108 |
| Hancock | 1991 | 124,286 | 44,449 | 42,152 | 8,623 | 13,647 | 12,318 | 2,048 | 1,727 | 1,039 | 24,052 | 10,127 | 5,805 | 7,370 |
| | 1987 | 107,088 | 39,292 | 37,254 | 7,408 | 10,279 | 9,228 | 2,165 | 1,756 | 1,060 | 20,558 | 8,912 | 6,011 | 5,332 |
| Harrison | 1991 | 1,056,346 | 204,044 | 191,511 | 126,845 | 178,011 | 147,833 | 29,057 | 43,697 | 22,973 | 235,705 | 78,995 | 49,523 | 39,852 |
| | 1987 | 944,098 | 202,808 | 190,313 | 115,655 | 142,079 | 116,889 | 26,586 | 40,174 | 21,631 | 219,018 | 66,452 | 46,525 | 32,776 |
| **JACKSON** | **1991** | **2,926,089** | **457,877** | **444,682** | **254,549** | **522,397** | **340,975** | **136,858** | **136,178** | **77,211** | **749,867** | **189,372** | **128,651** | **98,596** |
| | 1987 | 2,482,870 | 436,977 | 424,198 | 214,017 | 399,023 | 252,609 | 106,273 | 109,496 | 63,732 | 638,745 | 178,929 | 132,668 | 78,147 |
| Hinds | 1991 | 2,131,296 | 308,194 | 298,710 | 187,418 | 323,775 | 194,873 | 94,996 | 99,902 | 52,955 | 642,070 | 121,233 | 96,725 | 69,416 |
| | 1987 | 1,865,024 | 299,940 | 290,652 | 161,582 | 271,253 | 159,784 | 80,494 | 83,732 | 45,355 | 544,935 | 118,376 | 99,910 | 59,187 |
| Madison | 1991 | 391,088 | 51,689 | 49,666 | 36,787 | 141,214 | 100,659 | 38,593 | 17,395 | 6,310 | 37,781 | 18,012 | 10,367 | 10,558 |
| | 1987 | 291,207 | 50,360 | 48,379 | 23,765 | 88,582 | 62,169 | 22,987 | 10,662 | 4,010 | 37,739 | 21,731 | 9,121 | 6,724 |
| Rankin | 1991 | 403,705 | 97,994 | 96,306 | 30,344 | 57,408 | 45,443 | 3,269 | 18,881 | 17,946 | 70,016 | 50,127 | 21,559 | 18,622 |
| | 1987 | 326,639 | 86,677 | 85,167 | 28,670 | 39,188 | 30,656 | 2,792 | 15,102 | 14,367 | 56,071 | 38,822 | 23,637 | 12,236 |
| **PASCAGOULA** | **1991** | **569,203** | **132,703** | **124,796** | **56,678** | **77,788** | **59,320** | **20,715** | **15,161** | **8,606** | **106,217** | **50,542** | **37,131** | **30,819** |
| | 1987 | 504,395 | 132,463 | 124,545 | 48,249 | 65,277 | 49,124 | 18,320 | 14,507 | 8,390 | 96,988 | 41,014 | 34,068 | 22,027 |
| Jackson | 1991 | 569,203 | 132,703 | 124,796 | 56,678 | 77,788 | 59,320 | 20,715 | 15,161 | 8,606 | 106,217 | 50,542 | 37,131 | 30,819 |
| | 1987 | 504,395 | 132,463 | 124,545 | 48,249 | 65,277 | 49,124 | 18,320 | 14,507 | 8,390 | 96,988 | 41,014 | 34,068 | 22,027 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Adams | 1991 | 255,579 | 64,884 | 63,056 | 15,791 | 41,406 | 34,227 | 16,704 | 9,025 | 7,217 | 45,114 | 18,008 | 14,070 | 13,550 |
| | 1987 | 237,898 | 58,691 | 57,026 | 14,454 | 35,992 | 29,472 | 14,401 | 8,182 | 6,609 | 52,239 | 15,859 | 12,701 | 10,275 |
| Alcorn | 1991 | 211,729 | 44,350 | 43,214 | 17,430 | 27,323 | 17,717 | 18,504 | 7,379 | 5,312 | 38,990 | 9,833 | 18,095 | 8,518 |
| | 1987 | 181,661 | 40,461 | 39,416 | 15,395 | 20,622 | 13,122 | 13,552 | 6,653 | 4,861 | 34,507 | 11,230 | 15,524 | 6,974 |
| Amite | 1991 | 31,246 | 10,155 | 9,614 | 421 | 3,018 | | 456 | 666 | 500 | 3,880 | 5,586 | 1,937 | 2,232 |
| | 1987 | 28,293 | 10,579 | 10,014 | 418 | 2,270 | | 398 | 651 | 489 | 4,099 | 3,945 | 2,115 | 1,471 |
| Attala | 1991 | 83,681 | 22,190 | 20,801 | 4,735 | 9,573 | 7,387 | 4,034 | 1,192 | 933 | 10,617 | 11,116 | 4,378 | 6,048 |
| | 1987 | 74,353 | 20,624 | 19,329 | 4,639 | 8,420 | 6,416 | 3,766 | 1,677 | 1,322 | 10,709 | 8,040 | 4,183 | 4,715 |
| Benton | 1991 | 9,154 | 4,931 | 4,610 | 313 | 119 | | 122 | 183 | 183 | 800 | 2,540 | 82 | |
| | 1987 | 8,735 | 4,458 | 4,167 | 376 | 158 | | 108 | 263 | 263 | 783 | 2,416 | 110 | |
| Bolivar | 1991 | 176,853 | 55,422 | 53,908 | 8,195 | 16,215 | 11,869 | 7,923 | 7,272 | 6,106 | 28,724 | 21,242 | 5,260 | 9,951 |
| | 1987 | 149,968 | 49,871 | 48,499 | 7,772 | 12,451 | 8,983 | 6,722 | 5,757 | 4,885 | 27,311 | 13,829 | 4,819 | 6,725 |
| Calhoun | 1991 | 61,357 | 13,692 | 13,213 | 2,187 | 4,788 | | 3,367 | 906 | 906 | 12,947 | 5,043 | 6,505 | 3,535 |
| | 1987 | 52,246 | 12,626 | 12,182 | 1,852 | 3,903 | | 2,520 | 1,046 | 1,046 | 12,337 | 4,011 | 5,653 | 2,161 |
| Carroll | 1991 | 11,406 | 2,336 | 2,182 | 764 | | | 186 | 65 | | 2,785 | 1,448 | 1,576 | 865 |
| | 1987 | 11,569 | 3,097 | 2,893 | 778 | | | 157 | 89 | | 2,034 | 1,665 | 1,530 | 690 |
| Chickasaw | 1991 | 91,711 | 28,362 | 27,458 | 2,507 | 18,179 | 13,226 | 2,398 | 6,440 | 5,183 | 19,164 | 3,513 | 3,969 | 2,903 |
| | 1987 | 77,121 | 24,259 | 23,482 | 2,360 | 11,989 | 8,596 | 1,821 | 5,747 | 4,678 | 17,479 | 3,472 | 3,245 | 2,549 |
| Choctaw | 1991 | 22,796 | 5,737 | 5,576 | 896 | 1,067 | | 221 | 339 | 339 | 4,245 | 4,046 | 1,735 | 1,238 |
| | 1987 | 20,968 | 6,064 | 5,893 | 917 | 1,192 | | 322 | 289 | 289 | 4,188 | 3,409 | 1,443 | 1,025 |
| Claiborne | 1991 | 20,399 | 6,301 | 6,086 | 3,488 | 1,115 | | 244 | 672 | 190 | 710 | 3,755 | 574 | 1,209 |
| | 1987 | 21,030 | 7,616 | 7,355 | 3,434 | 1,098 | | 227 | 659 | 196 | 831 | 3,818 | 646 | 1,030 |
| Clarke | 1991 | 34,033 | 12,997 | 12,357 | 1,613 | 2,024 | | 615 | 2,185 | 2,185 | 1,633 | 5,549 | 1,290 | 1,775 |
| | 1987 | 33,657 | 13,426 | 12,763 | 1,600 | 2,002 | | 792 | 2,162 | 2,162 | 2,409 | 4,414 | 2,366 | 1,399 |
| Clay | 1991 | 91,277 | 23,780 | 20,024 | 4,755 | 12,691 | 9,545 | 1,355 | 1,776 | 1,448 | 22,824 | 5,004 | 6,442 | 4,112 |
| | 1987 | 78,649 | 22,552 | 18,986 | 4,833 | 10,029 | 7,444 | 1,422 | 2,019 | 1,659 | 19,195 | 4,930 | 4,789 | 2,824 |
| Coahoma | 1991 | 163,216 | 42,997 | 41,782 | 10,392 | 18,899 | 14,051 | 10,215 | 7,789 | 6,098 | 26,890 | 13,499 | 6,730 | 8,339 |
| | 1987 | 149,135 | 41,525 | 40,344 | 9,551 | 16,139 | 11,833 | 9,943 | 6,064 | 4,795 | 26,875 | 11,913 | 7,528 | 6,435 |
| Copiah | 1991 | 109,689 | 28,566 | 27,674 | 4,636 | 15,535 | 7,929 | 2,141 | 2,237 | 2,237 | 23,713 | 10,049 | 2,750 | 8,411 |
| | 1987 | 95,883 | 26,919 | 26,073 | 3,833 | 10,769 | 5,352 | 1,778 | 2,044 | 2,044 | 24,421 | 9,752 | 2,556 | 5,655 |
| Covington | 1991 | 55,462 | 15,946 | 15,250 | 1,606 | 3,667 | | 632 | 1,183 | 532 | 23,168 | 2,431 | 989 | 3,093 |
| | 1987 | 48,533 | 14,705 | 14,060 | 1,420 | 3,005 | | 593 | 1,104 | 517 | 19,224 | 2,394 | 1,779 | 2,461 |
| ☐ De Soto | 1991 | 284,455 | 98,616 | 95,463 | 21,674 | 56,092 | 44,735 | 3,704 | 8,111 | 3,534 | 36,047 | 15,993 | 8,298 | 16,051 |
| | 1987 | 228,260 | 88,996 | 86,133 | 15,799 | 37,275 | 29,404 | 4,104 | 5,132 | 2,284 | 33,505 | 10,958 | 9,683 | 10,343 |
| Forrest | 1991 | 562,855 | 112,288 | 107,817 | 61,176 | 87,410 | 67,396 | 28,869 | 25,607 | 11,109 | 112,742 | 18,862 | 42,731 | 22,815 |
| | 1987 | 513,254 | 108,088 | 103,763 | 53,729 | 83,817 | 63,804 | 25,502 | 22,982 | 10,227 | 105,718 | 20,221 | 41,020 | 16,724 |
| Franklin | 1991 | 18,513 | 5,475 | 5,062 | 266 | 1,768 | | 122 | 275 | 154 | 4,240 | 2,806 | 1,263 | 1,467 |
| | 1987 | 17,130 | 5,636 | 5,210 | 284 | 1,441 | | 223 | 493 | 279 | 4,103 | 1,693 | 1,219 | 1,302 |
| George | 1991 | 49,953 | 16,431 | 15,835 | 3,977 | 4,541 | | 722 | 1,271 | 719 | 6,225 | 3,896 | 2,703 | 3,486 |
| | 1987 | 44,440 | 16,787 | 16,175 | 3,265 | 3,756 | | 575 | 1,041 | 589 | 6,983 | 3,024 | 2,440 | 2,318 |
| Greene | 1991 | 26,448 | 10,556 | 10,054 | 660 | 2,214 | | 114 | 64 | 64 | 7,406 | 2,452 | 972 | 1,457 |
| | 1987 | 20,999 | 7,871 | 7,495 | 620 | 1,444 | | 93 | 58 | 58 | 6,424 | 1,601 | 984 | 1,199 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1991<br>U.S. CENSUS: 1987<br>METRO AREA<br>County | Year | Total Retail Sales ($000) | Food Stores |  | Eating & Drinking Places | General Merchandise Stores |  | Apparel & Accessories Stores | Furniture/Home Furnishings/Appliance Stores |  | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drugstores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  | Total ($000) | Supermarkets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **MISSISSIPPI (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **ALL COUNTIES (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Grenada | 1991 | 160,840 | 46,065 | 44,399 | 9,761 | 12,437 | 6,947 | 5,035 | 3,003 | 2,712 | 52,198 | 8,385 | 8,390 | 5,443 |
|  | 1987 | 141,816 | 37,103 | 35,754 | 9,262 | 11,505 | 6,275 | 4,944 | 2,547 | 2,314 | 50,358 | 8,121 | 6,181 | 3,617 |
| Hancock | 1991 | 124,286 | 44,449 | 42,152 | 8,623 | 13,647 | 12,318 | 2,048 | 1,727 | 1,039 | 24,052 | 10,127 | 5,805 | 7,370 |
|  | 1987 | 107,088 | 39,292 | 37,254 | 7,408 | 10,279 | 9,228 | 2,165 | 1,756 | 1,060 | 20,558 | 8,912 | 6,011 | 5,332 |
| Harrison | 1991 | 1,056,346 | 204,044 | 191,511 | 126,845 | 178,011 | 147,833 | 29,057 | 43,697 | 22,973 | 235,705 | 78,995 | 49,523 | 39,852 |
|  | 1987 | 944,098 | 202,808 | 190,313 | 115,655 | 142,079 | 116,889 | 26,586 | 40,174 | 21,631 | 219,018 | 66,452 | 46,525 | 32,776 |
| Hinds | 1991 | 2,131,296 | 308,194 | 298,710 | 187,418 | 323,775 | 194,873 | 94,996 | 99,902 | 52,955 | 642,070 | 121,233 | 96,725 | 69,416 |
|  | 1987 | 1,865,024 | 299,940 | 290,652 | 161,582 | 271,253 | 159,784 | 80,494 | 83,732 | 45,355 | 544,935 | 118,376 | 99,910 | 59,187 |
| Holmes | 1991 | 49,528 | 15,747 | 15,303 | 1,448 | 3,607 |  | 1,534 | 1,309 | 1,309 | 4,043 | 4,504 | 3,052 | 6,246 |
|  | 1987 | 47,219 | 18,720 | 18,188 | 1,483 | 3,211 |  | 1,206 | 971 | 971 | 4,271 | 4,010 | 3,067 | 4,012 |
| Humphreys | 1991 | 42,047 | 11,923 | 11,636 | 1,151 | 2,449 |  | 1,479 | 1,402 | 1,221 | 1,269 | 8,489 | 3,246 | 1,653 |
|  | 1987 | 37,366 | 12,568 | 12,264 | 1,182 | 2,227 |  | 1,413 | 1,528 | 1,329 | 1,387 | 6,792 | 3,146 | 1,467 |
| Issaquena | 1991 | 972 | 866 | 820 |  |  |  |  |  |  | 42 |  |  |  |
|  | 1987 | 913 | 777 | 736 |  |  |  |  |  |  | 55 |  |  |  |
| Itawamba | 1991 | 46,039 | 12,293 | 11,855 | 3,536 | 10,725 | 9,243 | 1,257 | 938 | 254 | 8,558 | 1,224 | 1,124 | 3,652 |
|  | 1987 | 43,684 | 12,009 | 11,580 | 3,025 | 9,105 | 7,789 | 1,126 | 986 | 273 | 9,740 | 1,621 | 1,255 | 2,370 |
| Jackson | 1991 | 569,203 | 132,703 | 124,796 | 56,678 | 77,788 | 59,320 | 20,715 | 15,161 | 8,606 | 106,217 | 50,542 | 37,131 | 30,819 |
|  | 1987 | 504,395 | 132,463 | 124,545 | 48,249 | 65,277 | 49,124 | 18,390 | 14,507 | 8,390 | 96,988 | 41,014 | 34,068 | 22,027 |
| Jasper | 1991 | 48,592 | 14,175 | 13,313 | 1,677 | 2,037 |  | 345 | 859 | 859 | 10,281 | 3,498 | 5,420 | 3,898 |
|  | 1987 | 41,541 | 13,468 | 12,646 | 1,598 | 1,886 |  | 263 | 723 | 723 | 9,119 | 2,825 | 4,364 | 2,513 |
| Jefferson | 1991 | 9,676 | 4,115 | 3,821 | 92 | 1,240 |  | 246 | 45 |  | 532 | 1,669 | 64 | 814 |
|  | 1987 | 9,871 | 4,551 | 4,225 | 170 | 999 |  | 340 | 70 |  | 502 | 1,603 | 121 | 720 |
| Jefferson Davis | 1991 | 48,046 | 14,339 | 13,672 | 1,794 | 7,161 |  | 562 | 151 | 151 | 11,589 | 2,473 | 1,915 | 3,755 |
|  | 1987 | 43,673 | 14,009 | 13,354 | 1,635 | 5,648 |  | 470 | 245 | 245 | 10,976 | 1,962 | 2,057 | 2,767 |
| Jones | 1991 | 345,355 | 82,570 | 76,363 | 25,648 | 60,952 | 54,121 | 21,749 | 12,843 | 6,671 | 66,899 | 12,143 | 16,699 | 17,635 |
|  | 1987 | 308,784 | 77,533 | 71,691 | 22,574 | 49,465 | 43,646 | 17,461 | 13,667 | 7,220 | 63,583 | 11,940 | 14,874 | 13,418 |
| Kemper | 1991 | 23,786 | 7,713 | 7,106 | 921 | 450 |  | 623 | 762 | 762 | 1,247 | 3,852 | 1,371 | 345 |
|  | 1987 | 19,624 | 7,122 | 6,561 | 671 | 533 |  | 384 | 590 | 590 | 1,180 | 2,507 | 1,451 | 365 |
| Lafayette | 1991 | 159,105 | 36,816 | 35,582 | 18,099 | 18,422 | 14,060 | 18,640 | 4,869 | 2,851 | 17,352 | 10,264 | 10,161 | 6,295 |
|  | 1987 | 131,611 | 32,665 | 31,564 | 13,926 | 14,144 | 10,658 | 12,455 | 4,301 | 2,588 | 17,407 | 8,670 | 9,587 | 4,998 |
| Lamar | 1991 | 74,392 | 25,848 | 24,650 | 1,654 | 3,442 | 2,206 | 236 | 452 |  | 17,729 | 2,994 | 6,009 | 6,056 |
|  | 1987 | 59,498 | 21,328 | 20,335 | 1,531 | 2,476 | 1,557 | 161 | 335 |  | 15,284 | 2,616 | 5,303 | 4,194 |
| Lauderdale | 1991 | 558,594 | 116,952 | 112,911 | 46,895 | 90,094 | 65,542 | 22,026 | 20,703 | 14,566 | 123,239 | 33,079 | 29,849 | 27,984 |
|  | 1987 | 493,666 | 102,947 | 99,370 | 40,194 | 75,150 | 53,852 | 19,355 | 18,680 | 13,321 | 122,219 | 29,664 | 27,561 | 19,511 |
| Lawrence | 1991 | 31,483 | 9,996 | 9,443 | 1,812 | 1,060 |  | 379 | 1,610 | 78 | 6,859 | 3,287 | 1,208 | 3,719 |
|  | 1987 | 31,966 | 11,580 | 10,937 | 1,619 | 859 |  | 292 | 1,496 | 73 | 7,476 | 3,031 | 1,631 | 2,569 |
| Leake | 1991 | 75,259 | 17,542 | 16,228 | 3,404 | 13,251 | 8,420 | 2,800 | 1,989 | 1,094 | 21,355 | 1,851 | 5,749 | 3,918 |
|  | 1987 | 70,031 | 18,688 | 17,284 | 2,992 | 11,218 | 6,990 | 2,180 | 1,925 | 1,071 | 18,185 | 2,239 | 5,772 | 3,446 |
| Lee | 1991 | 550,235 | 84,539 | 81,943 | 40,069 | 88,732 | 78,127 | 28,895 | 24,422 | 13,770 | 147,151 | 18,869 | 54,018 | 17,502 |
|  | 1987 | 481,447 | 87,456 | 84,754 | 35,533 | 68,973 | 60,323 | 22,780 | 19,651 | 11,369 | 133,633 | 19,416 | 43,578 | 14,613 |
| Leflore | 1991 | 214,811 | 44,078 | 42,939 | 28,810 | 23,200 | 16,436 | 9,863 | 12,475 | 8,527 | 34,421 | 17,881 | 4,649 | 11,315 |
|  | 1987 | 195,858 | 49,539 | 48,249 | 23,703 | 19,225 | 13,405 | 8,644 | 11,257 | 7,749 | 36,347 | 13,865 | 5,837 | 7,839 |
| Lincoln | 1991 | 177,848 | 34,948 | 33,332 | 9,529 | 34,769 | 18,661 | 8,725 | 6,384 | 4,059 | 44,011 | 16,149 | 3,011 | 11,128 |
|  | 1987 | 155,110 | 34,138 | 32,552 | 9,089 | 23,971 | 12,548 | 7,617 | 5,074 | 3,262 | 40,512 | 12,064 | 5,170 | 8,139 |
| Lowndes | 1991 | 390,244 | 70,970 | 67,329 | 34,682 | 80,062 | 68,590 | 24,974 | 15,126 | 9,739 | 101,955 | 7,888 | 18,736 | 13,590 |
|  | 1987 | 347,684 | 68,525 | 64,997 | 29,194 | 60,115 | 51,102 | 21,420 | 14,665 | 9,591 | 92,660 | 11,525 | 15,964 | 10,507 |
| Madison | 1991 | 391,088 | 51,689 | 49,666 | 36,787 | 141,214 | 100,659 | 38,593 | 17,395 | 6,310 | 37,781 | 18,012 | 10,367 | 10,558 |
|  | 1987 | 291,207 | 50,360 | 48,379 | 23,765 | 88,582 | 62,169 | 22,987 | 10,662 | 4,010 | 37,739 | 21,731 | 9,121 | 6,724 |
| Marion | 1991 | 112,780 | 32,543 | 31,177 | 5,329 | 15,260 | 4,301 | 6,916 | 4,073 | 2,873 | 18,783 | 7,348 | 5,716 | 5,986 |
|  | 1987 | 106,855 | 34,699 | 33,236 | 4,984 | 12,761 | 3,459 | 6,701 | 3,652 | 2,587 | 17,483 | 6,813 | 6,066 | 5,419 |
| Marshall | 1991 | 69,526 | 24,174 | 22,698 | 3,026 | 13,971 | 9,086 | 1,062 | 1,015 | 857 | 7,194 | 7,799 | 2,664 | 3,045 |
|  | 1987 | 64,212 | 24,001 | 22,531 | 2,771 | 10,770 | 6,871 | 928 | 880 | 742 | 7,946 | 7,156 | 2,519 | 2,211 |
| Monroe | 1991 | 143,766 | 40,466 | 38,719 | 8,347 | 24,214 | 18,449 | 4,961 | 9,311 | 3,308 | 28,292 | 4,833 | 3,693 | 10,416 |
|  | 1987 | 129,545 | 38,079 | 36,427 | 7,411 | 18,796 | 14,137 | 4,522 | 6,764 | 2,476 | 29,941 | 4,681 | 5,313 | 7,449 |
| Montgomery | 1991 | 48,033 | 13,969 | 13,612 | 2,094 | 11,612 | 9,016 | 892 | 2,700 | 1,554 | 4,815 | 4,003 | 2,004 | 2,954 |
|  | 1987 | 43,031 | 14,738 | 14,358 | 1,992 | 8,656 | 6,640 | 919 | 2,008 | 1,153 | 4,728 | 3,041 | 2,045 | 2,138 |
| Neshoba | 1991 | 131,812 | 43,024 | 41,353 | 5,693 | 21,766 | 15,203 | 5,681 | 4,942 | 3,011 | 25,742 | 4,434 | 7,517 | 5,224 |
|  | 1987 | 110,294 | 36,969 | 35,526 | 5,266 | 16,333 | 11,221 | 4,613 | 3,225 | 1,996 | 22,666 | 4,764 | 6,824 | 3,486 |
| Newton | 1991 | 79,366 | 20,092 | 19,567 | 3,910 | 8,172 |  | 3,940 | 2,194 | 1,168 | 20,785 | 3,447 | 12,445 | 2,302 |
|  | 1987 | 68,591 | 18,616 | 18,126 | 3,212 | 5,825 |  | 3,133 | 1,733 | 945 | 19,827 | 3,079 | 9,445 | 1,564 |
| Noxubee | 1991 | 30,122 | 10,265 | 9,820 | 778 | 3,029 |  | 574 | 1,444 | 860 | 5,325 | 3,013 | 1,403 | 1,977 |
|  | 1987 | 26,082 | 10,302 | 9,853 | 667 | 2,454 |  | 433 | 1,171 | 697 | 4,538 | 2,330 | 1,360 | 1,473 |
| Oktibbeha | 1991 | 174,690 | 33,175 | 32,386 | 16,024 | 24,130 | 19,436 | 19,970 | 12,137 | 8,027 | 29,777 | 11,111 | 10,752 | 4,761 |
|  | 1987 | 147,138 | 34,006 | 33,191 | 14,222 | 17,239 | 13,740 | 13,019 | 9,176 | 6,216 | 25,383 | 10,964 | 10,233 | 3,569 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1991
U.S. CENSUS 1987

| METRO AREA<br>County | Year | Total Retail Sales ($000) | Food Stores |  | Eating & Drinking Places | General Merchandise Stores |  | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores |  | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **MISSISSIPPI (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **ALL COUNTIES (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Panola | 1991 | 149,149 | 48,411 | 41,423 | 7,293 | 10,882 | 3,479 | 3.973 | 6,244 | 2,121 | 30,605 | 13,872 | 5,654 | 8,709 |
|  | 1987 | 119,871 | 39,814 | 34,060 | 5,468 | 8,914 | 2,749 | 3,566 | 4,492 | 1,513 | 26,407 | 10,870 | 5,323 | 6,121 |
| Pearl River | 1991 | 170,081 | 44,927 | 43,188 | 11,322 | 19,937 | 11,300 | 5,218 | 4,588 | 1,639 | 50,443 | 13,421 | 4,034 | 9,719 |
|  | 1987 | 151,273 | 41,518 | 39,902 | 10,901 | 15,734 | 8,711 | 4,090 | 5,033 | 1,824 | 44,794 | 9,952 | 5,187 | 7,303 |
| Perry | 1991 | 20,578 | 8,989 | 8,724 | 1,974 | 2,603 |  | 320 | 97 |  | 1,379 | 232 | 9 | 1,874 |
|  | 1987 | 19,997 | 9,975 | 9,678 | 1,727 | 2,411 |  | 347 | 182 |  | 1,392 | 481 | 12 | 1,268 |
| Pike | 1991 | 232,536 | 52,134 | 51,113 | 18,143 | 30,198 | 12,408 | 17,140 | 6,005 | 3,802 | 55,914 | 12,408 | 10,194 | 15,071 |
|  | 1987 | 208,089 | 47,442 | 46,504 | 16,908 | 22,884 | 9,098 | 13,553 | 6,941 | 4,512 | 51,714 | 12,838 | 11,685 | 10,569 |
| Pontotoc | 1991 | 66,504 | 16,703 | 15,795 | 4,700 | 12,493 | 10,019 | 6,049 | 1,955 | 813 | 12,602 | 2,399 | 2,946 | 2,608 |
|  | 1987 | 58,233 | 18,160 | 17,170 | 3,788 | 9,565 | 7,587 | 4,000 | 1,606 | 677 | 10,094 | 2,698 | 2,602 | 1,916 |
| Prentiss | 1991 | 137,747 | 36,681 | 35,474 | 5,436 | 17,864 | 14,529 | 1,698 | 5,752 | 4,446 | 47,963 | 5,295 | 2,675 | 6,272 |
|  | 1987 | 112,327 | 33,016 | 31,924 | 4,931 | 12,661 | 10,192 | 1,575 | 4,176 | 3,254 | 36,634 | 4,805 | 3,149 | 4,037 |
| Quitman | 1991 | 26,821 | 7,486 | 6,999 | 356 | 2,713 |  | 369 | 257 |  | 2,886 | 1,610 | 384 | 2,678 |
|  | 1987 | 24,965 | 8,579 | 8,020 | 422 | 2,495 |  | 482 | 352 |  | 3,364 | 1,259 | 493 | 2,004 |
| Rankin | 1991 | 403,705 | 97,994 | 96,306 | 30,344 | 57,408 | 45,443 | 3,269 | 18,881 | 17,946 | 70,016 | 50,127 | 21,559 | 18,622 |
|  | 1987 | 326,639 | 86,677 | 85,167 | 28,670 | 39,188 | 30,656 | 2,792 | 15,102 | 14,367 | 56,071 | 38,822 | 23,637 | 12,236 |
| Scott | 1991 | 117,907 | 39,034 | 37,614 | 6,910 | 6,326 |  | 2,547 | 3,861 | 3,576 | 22,885 | 6,607 | 7,428 | 7,970 |
|  | 1987 | 99,346 | 34,096 | 32,848 | 5,668 | 6,368 |  | 1,920 | 3,475 | 3,240 | 19,773 | 6,090 | 7,278 | 5,018 |
| Sharkey | 1991 | 16,363 | 6,679 | 6,363 | 612 | 1,606 |  | 300 | 785 | 785 | 629 | 1,947 | 919 | 933 |
|  | 1987 | 15,907 | 7,078 | 6,742 | 571 | 1,690 |  | 283 | 552 | 552 | 698 | 1,705 | 994 | 688 |
| Simpson | 1991 | 108,944 | 28,691 | 27,234 | 8,407 | 11,482 |  | 4,857 | 1,866 | 982 | 24,413 | 9,658 | 5,058 | 8,477 |
|  | 1987 | 91,472 | 26,535 | 25,182 | 6,278 | 9,044 |  | 3,972 | 1,763 | 947 | 22,539 | 7,161 | 4,192 | 5,285 |
| Smith | 1991 | 32,821 | 17,068 | 16,425 | 600 | 2,056 |  | 315 | 332 | 332 | 4,232 | 2,268 | 1,408 | 1,588 |
|  | 1987 | 30,889 | 15,021 | 14,453 | 550 | 1,696 |  | 270 | 354 | 354 | 5,055 | 2,018 | 1,696 | 1,305 |
| Stone | 1991 | 53,431 | 13,757 | 13,149 | 3,691 | 5,769 |  | 645 | 554 | 397 | 15,302 | 3,862 | 3,288 | 2,282 |
|  | 1987 | 44,119 | 11,881 | 11,353 | 2,961 | 4,264 |  | 598 | 451 | 332 | 12,567 | 3,590 | 3,265 | 1,602 |
| Sunflower | 1991 | 127,890 | 43,969 | 41,339 | 6,771 | 15,393 | 9,934 | 3,903 | 2,960 | 2,467 | 19,424 | 17,332 | 1,109 | 5,936 |
|  | 1987 | 113,376 | 40,191 | 37,780 | 5,797 | 12,411 | 7,857 | 3,768 | 2,189 | 1,831 | 19,226 | 14,602 | 1,254 | 4,118 |
| Tallahatchie | 1991 | 33,889 | 13,872 | 12,644 | 1,354 | 906 |  | 382 | 201 |  | 6,495 | 2,338 | 1,839 | 3,368 |
|  | 1987 | 30,571 | 13,103 | 11,940 | 1,224 | 1,247 |  | 393 | 396 |  | 5,549 | 2,080 | 1,948 | 2,334 |
| Tate | 1991 | 120,689 | 35,620 | 34,694 | 5,002 | 15,872 | 12,188 | 2,383 | 1,193 | 1,193 | 38,086 | 10,558 | 3,341 | 3,516 |
|  | 1987 | 105,486 | 33,375 | 32,501 | 5,683 | 11,548 | 8,759 | 2,177 | 1,057 | 1,057 | 32,627 | 10,046 | 2,694 | 2,203 |
| Tippah | 1991 | 90,063 | 20,798 | 19,981 | 4,003 | 13,627 | 9,684 | 1,681 | 7,369 | 6,066 | 21,061 | 6,825 | 7,169 | 4,805 |
|  | 1987 | 79,939 | 22,585 | 21,694 | 3,432 | 10,190 | 7,127 | 1,610 | 5,081 | 4,161 | 18,798 | 5,682 | 6,566 | 3,125 |
| Tishomingo | 1991 | 67,630 | 21,048 | 20,440 | 3,478 | 9,047 | 7,200 | 1,531 | 4,197 | 2,670 | 17,029 | 2,823 | 2,050 | 4,156 |
|  | 1987 | 59,652 | 20,146 | 19,560 | 2,719 | 8,691 | 6,841 | 1,221 | 3,136 | 2,003 | 14,018 | 2,738 | 2,317 | 2,692 |
| Tunica | 1991 | 26,375 | 8,085 | 7,722 | 1,623 | 1,089 |  | 919 | 750 | 125 | 9,414 | 712 | 708 | 1,029 |
|  | 1987 | 25,411 | 7,432 | 7,096 | 1,559 | 1,205 |  | 695 | 754 | 137 | 8,857 | 722 | 1,021 | 1,085 |
| Union | 1991 | 95,682 | 26,621 | 25,489 | 5,838 | 15,406 | 10,465 | 4,679 | 4,141 | 2,531 | 15,279 | 3,389 | 11,386 | 5,505 |
|  | 1987 | 83,760 | 22,954 | 21,974 | 5,320 | 12,393 | 8,276 | 4,049 | 3,132 | 1,962 | 14,183 | 4,690 | 9,415 | 3,557 |
| Walthall | 1991 | 49,831 | 10,112 | 9,534 | 1,377 | 7,350 |  | 1,015 | 1,045 | 1,045 | 12,892 | 7,681 | 3,518 | 2,820 |
|  | 1987 | 44,671 | 10,507 | 9,904 | 1,315 | 6,061 |  | 1,091 | 924 | 924 | 11,503 | 6,503 | 2,917 | 1,768 |
| Warren | 1991 | 361,694 | 80,534 | 79,193 | 24,330 | 64,802 | 60,780 | 18,260 | 10,942 | 5,135 | 70,763 | 42,294 | 12,098 | 13,737 |
|  | 1987 | 304,731 | 75,007 | 73,652 | 23,004 | 50,365 | 47,081 | 14,333 | 8,533 | 4,039 | 63,336 | 28,938 | 12,143 | 10,052 |
| Washington | 1991 | 402,766 | 91,870 | 88,367 | 26,618 | 68,329 | 59,345 | 26,293 | 15,384 | 9,786 | 87,701 | 26,385 | 10,289 | 18,345 |
|  | 1987 | 362,451 | 85,835 | 82,545 | 23,196 | 55,397 | 47,762 | 21,044 | 13,188 | 8,589 | 88,165 | 22,566 | 12,254 | 12,168 |
| Wayne | 1991 | 74,537 | 17,833 | 17,181 | 4,187 | 14,499 | 11,164 | 5,893 | 1,962 | 1,141 | 12,499 | 5,448 | 6,396 | 3,531 |
|  | 1987 | 68,768 | 18,276 | 17,604 | 3,717 | 11,882 | 9,033 | 4,393 | 2,206 | 1,281 | 11,220 | 5,947 | 5,861 | 2,656 |
| Webster | 1991 | 34,488 | 11,687 | 11,108 | 1,908 | 5,524 |  | 579 | 786 | 100 | 5,874 | 2,131 | 3,003 | 1,695 |
|  | 1987 | 29,890 | 10,294 | 9,782 | 1,424 | 3,654 |  | 576 | 804 | 105 | 6,035 | 2,054 | 2,653 | 1,243 |
| Wilkinson | 1991 | 26,762 | 9,338 | 9,027 | 1,920 | 2,106 |  | 388 | 218 | 129 | 4,971 | 4,239 | 2,332 | 684 |
|  | 1987 | 25,295 | 9,737 | 9,411 | 1,627 | 2,219 |  | 387 | 331 | 205 | 4,617 | 3,094 | 2,133 | 623 |
| Winston | 1991 | 77,208 | 15,723 | 14,963 | 3,287 | 16,924 | 12,888 | 3,738 | 2,586 | 1,114 | 17,955 | 2,200 | 6,761 | 4,838 |
|  | 1987 | 67,314 | 15,685 | 14,923 | 3,058 | 12,119 | 9,109 | 2,784 | 2,212 | 947 | 16,912 | 2,415 | 5,487 | 3,470 |
| Yalobusha | 1991 | 38,788 | 11,556 | 10,865 | 1,567 | 3,186 |  | 1,345 | 1,332 | 1,126 | 5,841 | 6,988 | 3,549 | 1,493 |
|  | 1987 | 39,855 | 14,337 | 13,477 | 1,525 | 3,329 |  | 1,079 | 1,297 | 1,094 | 5,558 | 6,356 | 3,340 | 1,334 |
| Yazoo | 1991 | 86,589 | 17,283 | 16,406 | 2,964 | 14,872 | 7,626 | 4,013 | 2,803 | 2,544 | 19,850 | 6,978 | 3,281 | 7,990 |
|  | 1987 | 83,914 | 19,153 | 18,178 | 3,267 | 11,672 | 5,831 | 4,358 | 2,475 | 2,255 | 17,988 | 7,079 | 3,678 | 5,432 |
| **TOTAL METRO COUNTIES** | 1991 | **4,960,379** | **937,689** | **898,604** | **468,369** | **847,935** | **605,181** | **192,382** | **204,874** | **113,363** | **1,151,888** | **345,029** | **229,408** | **192,688** |
|  | 1987 | 4,266,711 | 900,536 | 862,443 | 401,128 | 653,933 | 457,254 | 157,448 | 171,065 | 97,097 | 1,008,814 | 306,265 | 228,955 | 148,625 |
| **TOTAL STATE** | 1991 | **13,692,446** | **3,090,897** | **2,958,608** | **1,056,031** | **2,088,592** | **1,459,381** | **605,123** | **518,723** | **311,126** | **2,994,535** | **922,094** | **697,150** | **630,934** |
|  | 1987 | 11,987,915 | 2,944,259 | 2,817,714 | 920,504 | 1,650,083 | 1,132,502 | 497,756 | 444,457 | 271,361 | 2,731,712 | 814,179 | 667,886 | 465,907 |

1992 SURVEY OF BUYING POWER DEMOGRAPHICS USA

X

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1991
U.S. CENSUS 1987

| METRO AREA County | Year | Total Retail Sales ($000) | Food Stores Total ($000) | Food Stores Supermarkets ($000) | Eating & Drinking Places Total ($000) | General Merchandise Stores Total ($000) | General Merchandise Stores Department Stores ($000) | Apparel & Accessories Stores Total ($000) | Furniture/Home Furnishings/Appliance Stores Total ($000) | Furniture/Home Furnishings/Appliance Stores Furniture & Home Furn. ($000) | Automotive Dealers Total ($000) | Gasoline Service Stations Total ($000) | Bldg. Mtls. & Hardware Dealers Total ($000) | Drug-stores Total ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **MISSOURI** | | | | | | | | | | | | | | |
| **COLUMBIA** | 1991 | 921,455 | 138,378 | 135,199 | 81,217 | 153,116 | 121,992 | 39,115 | 31,828 | 16,491 | 223,051 | 59,159 | 92,502 | 15,181 |
| | 1987 | 742,606 | 123,618 | 120,754 | 71,445 | 105,969 | 83,490 | 36,484 | 37,222 | 19,730 | 172,091 | 48,088 | 69,349 | 15,022 |
| Boone | 1991 | 921,455 | 138,378 | 135,199 | 81,217 | 153,116 | 121,992 | 39,115 | 31,828 | 16,491 | 223,051 | 59,159 | 92,502 | 15,181 |
| | 1987 | 742,606 | 123,618 | 120,754 | 71,445 | 105,969 | 83,490 | 36,484 | 37,222 | 19,730 | 172,091 | 48,088 | 69,349 | 15,022 |
| **JOPLIN** | 1991 | 1,058,134 | 204,729 | 199,888 | 94,124 | 178,003 | 140,165 | 43,946 | 25,860 | 16,628 | 260,508 | 110,501 | 68,072 | 20,193 |
| | 1987 | 891,952 | 170,246 | 166,223 | 80,476 | 139,665 | 109,102 | 39,240 | 32,311 | 20,608 | 210,769 | 95,553 | 58,530 | 18,191 |
| Jasper | 1991 | 855,531 | 164,409 | 160,095 | 78,309 | 159,018 | 132,920 | 39,031 | 14,632 | 8,315 | 202,197 | 93,158 | 49,371 | 13,581 |
| | 1987 | 717,568 | 134,032 | 130,489 | 65,327 | 125,312 | 103,808 | 34,744 | 20,852 | 12,042 | 164,430 | 77,743 | 44,108 | 13,395 |
| Newton | 1991 | 202,603 | 40,320 | 39,793 | 15,815 | 18,985 | 7,245 | 4,915 | 11,228 | 8,313 | 58,311 | 17,343 | 18,701 | 6,612 |
| | 1987 | 174,384 | 36,214 | 35,734 | 15,149 | 14,353 | 5,294 | 4,496 | 11,459 | 8,566 | 46,339 | 17,810 | 14,422 | 4,796 |
| **KANSAS CITY** | 1991 | 12,625,622 | 2,287,655 | 2,208,859 | 1,248,008 | 1,816,007 | 1,539,376 | 525,736 | 480,122 | 243,801 | 3,342,790 | 906,666 | 684,929 | 406,803 |
| | 1987 | 10,524,874 | 1,900,381 | 1,833,822 | 1,062,328 | 1,473,495 | 1,237,261 | 469,722 | 529,553 | 274,184 | 2,580,125 | 771,216 | 555,633 | 312,862 |
| Cass | 1991 | 324,253 | 77,393 | 76,083 | 24,451 | 29,968 | 28,762 | 956 | 5,923 | 3,800 | 80,816 | 49,563 | 22,793 | 18,957 |
| | 1987 | 264,033 | 61,121 | 60,075 | 20,920 | 25,701 | 24,615 | 1,110 | 6,924 | 4,433 | 67,644 | 34,934 | 19,415 | 13,508 |
| Clay | 1991 | 1,420,877 | 204,587 | 197,199 | 119,370 | 244,071 | 221,243 | 55,566 | 56,921 | 29,641 | 387,156 | 95,743 | 106,881 | 43,431 |
| | 1987 | 1,164,542 | 194,311 | 187,257 | 99,559 | 200,439 | 180,762 | 43,511 | 61,918 | 32,832 | 287,001 | 88,651 | 79,943 | 32,378 |
| Jackson | 1991 | 5,302,127 | 892,974 | 861,410 | 599,713 | 769,916 | 620,893 | 265,494 | 177,091 | 79,049 | 1,418,653 | 378,036 | 271,448 | 177,637 |
| | 1987 | 4,723,882 | 791,410 | 763,283 | 542,015 | 661,890 | 528,142 | 246,001 | 207,045 | 94,091 | 1,157,788 | 329,027 | 234,216 | 146,542 |
| Lafayette | 1991 | 121,106 | 32,530 | 31,882 | 13,883 | 12,742 | 9,181 | 853 | 1,698 | 1,436 | 21,191 | 23,673 | 3,735 | 4,729 |
| | 1987 | 104,387 | 28,083 | 27,519 | 11,146 | 9,657 | 6,854 | 1,140 | 2,273 | 1,934 | 19,027 | 18,960 | 4,313 | 3,780 |
| Platte | 1991 | 338,088 | 133,276 | 130,555 | 60,477 | 16,701 | 15,286 | 5,174 | 5,730 | 4,273 | 18,655 | 40,857 | 34,535 | 7,261 |
| | 1987 | 260,883 | 94,023 | 92,085 | 46,165 | 14,949 | 13,621 | 3,888 | 6,521 | 4,893 | 17,266 | 30,544 | 27,028 | 6,651 |
| Ray | 1991 | 79,932 | 14,265 | 13,800 | 4,598 | 12,455 | 11,785 | 670 | 1,352 | 923 | 14,000 | 19,058 | 6,659 | 3,646 |
| | 1987 | 68,042 | 12,595 | 12,182 | 4,547 | 9,773 | 9,221 | 720 | 1,724 | 1,176 | 10,718 | 14,970 | 5,815 | 3,013 |
| *Johnson, Kans.* | *1991* | *3,707,724* | *671,695* | *647,651* | *290,752* | *553,385* | *474,834* | *166,325* | *195,768* | *106,301* | *1,043,650* | *187,440* | *175,513* | *103,861* |
| | *1987* | *2,837,428* | *480,943* | *463,634* | *231,426* | *415,183* | *353,510* | *145,437* | *206,192* | *114,986* | *746,913* | *159,964* | *127,385* | *69,773* |
| *Leavenworth, Kans.* | *1991* | *287,614* | *61,160* | *60,590* | *23,748* | *43,926* | *43,180* | *5,674* | *8,273* | *6,317* | *79,113* | *21,916* | *18,352* | *3,453* |
| | *1987* | *234,919* | *50,648* | *50,166* | *19,548* | *34,561* | *33,941* | *5,278* | *9,604* | *7,336* | *62,793* | *15,934* | *14,707* | *3,336* |
| *Miami, Kans.* | *1991* | *114,380* | *28,541* | *27,930* | *9,147* | *10,336* | *9,967* | *1,107* | *2,311* | *1,682* | *35,688* | *11,874* | *5,859* | *4,019* |
| | *1987* | *91,623* | *22,714* | *22,223* | *6,683* | *9,032* | *8,692* | *933* | *3,091* | *2,279* | *26,792* | *9,076* | *5,492* | *3,072* |
| *Wyandotte, Kans.* | *1991* | *929,521* | *171,234* | *161,759* | *101,869* | *122,507* | *104,245* | *23,917* | *25,055* | *10,379* | *243,868* | *78,506* | *39,154* | *39,809* |
| | *1987* | *775,135* | *164,533* | *155,398* | *80,319* | *92,310* | *77,903* | *21,704* | *24,261* | *10,224* | *184,183* | *69,156* | *37,319* | *30,809* |
| **ST. JOSEPH** | 1991 | 610,742 | 114,425 | 108,789 | 57,347 | 126,559 | 104,627 | 8,994 | 15,389 | 8,754 | 140,491 | 80,154 | 20,895 | 14,409 |
| | 1987 | 549,642 | 108,983 | 103,594 | 53,396 | 104,510 | 85,578 | 12,832 | 20,468 | 11,855 | 126,576 | 60,044 | 21,142 | 13,182 |
| Buchanan | 1991 | 610,742 | 114,425 | 108,789 | 57,347 | 126,559 | 104,627 | 8,994 | 15,389 | 8,754 | 140,491 | 80,154 | 20,895 | 14,409 |
| | 1987 | 549,642 | 108,983 | 103,594 | 53,396 | 104,510 | 85,578 | 12,832 | 20,468 | 11,855 | 126,576 | 60,044 | 21,142 | 13,182 |
| **ST. LOUIS** | 1991 | 18,310,538 | 3,469,068 | 3,282,489 | 1,986,684 | 2,658,587 | 2,348,402 | 851,319 | 684,088 | 373,817 | 4,241,250 | 1,547,095 | 861,061 | 670,049 |
| | 1987 | 15,647,454 | 2,938,619 | 2,776,587 | 1,691,562 | 2,185,875 | 1,917,139 | 726,175 | 762,661 | 426,119 | 3,553,415 | 1,286,562 | 804,615 | 534,831 |
| Franklin | 1991 | 502,807 | 107,668 | 105,277 | 38,262 | 55,030 | 45,669 | 11,796 | 13,010 | 6,789 | 118,596 | 69,610 | 37,119 | 16,710 |
| | 1987 | 425,797 | 93,702 | 91,603 | 31,847 | 39,376 | 32,369 | 11,218 | 14,426 | 7,674 | 101,103 | 60,481 | 32,823 | 12,769 |
| Jefferson | 1991 | 866,303 | 228,150 | 221,024 | 68,503 | 143,540 | 134,743 | 7,250 | 13,866 | 9,382 | 152,592 | 142,153 | 60,873 | 15,830 |
| | 1987 | 695,367 | 185,696 | 179,860 | 51,829 | 98,539 | 92,190 | 9,042 | 17,107 | 11,642 | 120,138 | 107,975 | 54,813 | 13,336 |
| St. Charles | 1991 | 1,553,068 | 350,330 | 340,976 | 134,556 | 224,886 | 205,242 | 61,860 | 57,526 | 35,041 | 300,159 | 149,164 | 138,448 | 36,227 |
| | 1987 | 1,223,312 | 246,362 | 239,736 | 108,526 | 153,609 | 139,526 | 46,973 | 58,944 | 36,619 | 257,562 | 126,940 | 122,626 | 26,406 |
| St. Louis | 1991 | 9,180,157 | 1,526,752 | 1,440,623 | 925,489 | 1,304,519 | 1,142,420 | 558,300 | 407,718 | 220,044 | 2,540,774 | 632,825 | 284,869 | 342,521 |
| | 1987 | 7,935,205 | 1,310,635 | 1,236,451 | 783,202 | 1,159,029 | 1,008,119 | 458,382 | 469,030 | 258,847 | 2,032,836 | 535,107 | 296,878 | 283,406 |
| St. Louis city | 1991 | 2,410,317 | 507,632 | 472,261 | 463,222 | 255,156 | 227,166 | 98,457 | 53,111 | 30,776 | 387,748 | 194,252 | 107,558 | 118,829 |
| | 1987 | 2,159,093 | 447,878 | 416,587 | 409,077 | 215,491 | 190,660 | 90,242 | 74,458 | 43,764 | 327,472 | 182,326 | 103,025 | 104,424 |
| *Clinton, Ill.* | *1991* | *164,553* | *36,578* | *35,692* | *10,180* | *15,594* | *13,821* | *2,753* | *7,499* | *3,512* | *34,974* | *17,321* | *24,882* | *4,161* |
| | *1987* | *132,484* | *27,943* | *27,261* | *10,448* | *9,554* | *8,416* | *2,523* | *7,336* | *3,567* | *29,387* | *11,195* | *23,484* | *2,729* |
| *Jersey, Ill.* | *1991* | *115,730* | *13,997* | *13,894* | *9,732* | *22,291* | *20,586* | *3,068* | *3,062* | *1,868* | *37,425* | *10,451* | *5,882* | *3,684* |
| | *1987* | *93,044* | *13,458* | *13,356* | *8,620* | *15,492* | *14,246* | *2,585* | *2,614* | *1,618* | *31,510* | *6,938* | *3,930* | *2,682* |
| *Madison, Ill.* | *1991* | *1,745,246* | *435,351* | *413,383* | *159,831* | *235,411* | *216,142* | *35,813* | *45,273* | *24,935* | *346,227* | *172,907* | *114,909* | *65,107* |
| | *1987* | *1,459,520* | *346,072* | *328,543* | *136,236* | *189,585* | *173,276* | *33,560* | *43,020* | *23,970* | *346,713* | *136,923* | *93,077* | *43,881* |
| *Monroe, Ill.* | *1991* | *142,096* | *38,234* | *34,864* | *16,134* | *10,204* | *10,106* | *1,111* | *3,608* | *2,437* | *31,232* | *13,669* | *8,590* | *4,014* |
| | *1987* | *103,705* | *26,361* | *24,033* | *11,963* | *10,433* | *10,330* | *1,195* | *2,590* | *1,771* | *23,465* | *8,560* | *7,622* | *2,579* |
| *St. Clair, Ill.* | *1991* | *1,630,261* | *224,376* | *204,495* | *160,775* | *391,956* | *332,507* | *70,911* | *79,415* | *39,033* | *291,523* | *144,743* | *77,931* | *62,966* |
| | *1987* | *1,419,927* | *240,512* | *219,157* | *139,814* | *294,767* | *248,007* | *70,455* | *73,136* | *36,647* | *282,929* | *110,117* | *66,337* | *42,619* |
| **SPRINGFIELD** | 1991 | 2,111,044 | 307,901 | 297,507 | 178,733 | 398,186 | 330,693 | 72,446 | 47,908 | 30,328 | 543,951 | 118,715 | 130,475 | 34,602 |
| | 1987 | 1,759,370 | 286,937 | 277,179 | 163,396 | 298,318 | 245,696 | 63,723 | 66,671 | 42,725 | 423,511 | 99,164 | 115,991 | 32,163 |
| Christian | 1991 | 145,708 | 33,135 | 32,342 | 8,822 | 11,614 | 8,174 | 884 | 2,100 | 2,100 | 55,147 | 14,257 | 13,296 | 1,869 |
| | 1987 | 116,239 | 29,369 | 28,661 | 6,594 | 6,938 | 4,804 | 718 | 2,260 | 2,260 | 44,546 | 10,120 | 9,107 | 1,480 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1991<br>U.S. CENSUS: 1987<br>METRO AREA<br>County | Year | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **MISSOURI (continued)** | | | | | | | | | | | | | | |
| **SPRINGFIELD (continued)** | | | | | | | | | | | | | | |
| Greene | 1991 | 1,965,336 | 274,766 | 265,165 | 169,911 | 386,572 | 322,519 | 71,562 | 45,808 | 28,228 | 488,804 | 104,458 | 117,179 | 32,733 |
| | 1987 | 1,643,131 | 257,568 | 248,518 | 156,802 | 291,380 | 240,892 | 63,005 | 64,411 | 40,465 | 378,965 | 89,044 | 106,884 | 30,683 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Adair | 1991 | 177,198 | 38,988 | 38,551 | 17,517 | 28,770 | 28,375 | 7,491 | 4,612 | 1,352 | 35,730 | 22,116 | 5,659 | 3,732 |
| | 1987 | 161,893 | 34,723 | 34,326 | 16,582 | 22,584 | 22,259 | 7,812 | 6,242 | 1,884 | 33,254 | 19,770 | 6,311 | 2,938 |
| Andrew | 1991 | 42,584 | 10,525 | 10,073 | 3,186 | 1,732 | | 240 | 382 | 382 | 18,941 | 1,794 | 3,329 | 190 |
| | 1987 | 37,792 | 8,720 | 8,344 | 2,416 | 1,410 | | 284 | 587 | 587 | 16,421 | 3,024 | 2,928 | 161 |
| Atchison | 1991 | 27,978 | 6,570 | 6,374 | 3,405 | 453 | | 747 | 159 | 159 | 3,093 | 7,180 | 1,728 | 3,156 |
| | 1987 | 26,260 | 6,770 | 6,567 | 3,104 | 391 | | 574 | 287 | 287 | 2,787 | 6,971 | 1,802 | 2,265 |
| Audrain | 1991 | 140,551 | 33,926 | 33,031 | 11,736 | 18,868 | 16,856 | 5,778 | 6,908 | 4,447 | 23,147 | 16,913 | 9,899 | 5,464 |
| | 1987 | 120,265 | 28,275 | 27,523 | 9,557 | 13,866 | 12,314 | 5,981 | 7,607 | 4,899 | 21,581 | 12,177 | 9,016 | 5,199 |
| Barry | 1991 | 126,257 | 40,589 | 39,106 | 7,526 | 23,557 | 19,359 | 3,849 | 2,507 | 2,275 | 15,883 | 11,981 | 5,744 | 1,942 |
| | 1987 | 108,991 | 31,566 | 30,406 | 7,253 | 17,905 | 14,573 | 3,260 | 2,693 | 2,463 | 14,692 | 11,880 | 6,216 | 1,867 |
| Barton | 1991 | 46,375 | 10,727 | 9,698 | 3,741 | 7,348 | 6,785 | 488 | 610 | 510 | 9,855 | 5,798 | 4,040 | 339 |
| | 1987 | 39,991 | 8,635 | 7,805 | 3,206 | 6,121 | 5,629 | 518 | 699 | 594 | 8,230 | 4,570 | 4,070 | 341 |
| Bates | 1991 | 64,958 | 20,671 | 20,090 | 5,209 | 9,868 | 7,349 | 616 | 999 | 496 | 15,621 | 5,191 | 3,173 | 1,168 |
| | 1987 | 56,965 | 16,304 | 15,842 | 4,392 | 7,431 | 5,459 | 957 | 1,644 | 814 | 15,008 | 3,862 | 3,492 | 1,071 |
| Benton | 1991 | 62,946 | 6,256 | 5,609 | 3,964 | 10,756 | 9,092 | 220 | 900 | 460 | 16,345 | 10,093 | 7,044 | 1,669 |
| | 1987 | 51,247 | 6,811 | 6,105 | 4,054 | 7,850 | 6,580 | 254 | 1,154 | 611 | 12,516 | 6,791 | 5,805 | 1,317 |
| Bollinger | 1991 | 33,314 | 7,583 | 7,264 | 960 | 769 | | 232 | 772 | 772 | 14,738 | 2,789 | 3,064 | 586 |
| | 1987 | 27,839 | 6,363 | 6,095 | 928 | 502 | | 254 | 783 | 783 | 11,828 | 2,544 | 2,309 | 536 |
| Boone | 1991 | 921,455 | 138,378 | 135,199 | 81,217 | 153,116 | 121,992 | 39,115 | 31,828 | 16,491 | 223,051 | 59,159 | 92,502 | 15,181 |
| | 1987 | 742,606 | 123,618 | 120,754 | 71,445 | 105,969 | 83,490 | 36,484 | 37,222 | 19,730 | 172,091 | 48,088 | 69,349 | 15,022 |
| Buchanan | 1991 | 610,742 | 114,425 | 108,789 | 57,347 | 126,559 | 104,627 | 8,994 | 15,389 | 8,754 | 140,491 | 80,154 | 20,895 | 14,409 |
| | 1987 | 549,642 | 108,983 | 103,594 | 53,396 | 104,510 | 85,578 | 12,832 | 20,468 | 11,855 | 126,576 | 60,044 | 21,142 | 13,182 |
| Butler | 1991 | 292,621 | 67,860 | 65,910 | 18,340 | 38,250 | 34,053 | 14,707 | 8,603 | 6,743 | 71,981 | 25,617 | 21,634 | 6,377 |
| | 1987 | 248,505 | 53,156 | 51,618 | 15,957 | 27,687 | 24,496 | 11,476 | 10,287 | 8,161 | 66,104 | 21,442 | 19,400 | 5,701 |
| Coldwell | 1991 | 15,804 | 7,578 | 7,360 | 1,246 | 53 | | 135 | 89 | | 2,563 | 1,706 | 748 | 376 |
| | 1987 | 16,085 | 6,523 | 6,334 | 1,245 | 55 | | 126 | 122 | | 3,227 | 1,822 | 886 | 272 |
| Callaway | 1991 | 161,362 | 40,141 | 39,780 | 13,003 | 13,310 | 12,512 | 2,246 | 2,775 | 2,068 | 30,286 | 34,263 | 15,786 | 1,953 |
| | 1987 | 138,223 | 33,447 | 33,140 | 12,493 | 10,975 | 10,282 | 2,618 | 3,822 | 2,900 | 23,061 | 27,892 | 14,790 | 1,955 |
| Camden | 1991 | 260,442 | 50,744 | 49,807 | 26,103 | 41,713 | 38,643 | 8,899 | 10,336 | 9,580 | 45,447 | 11,824 | 19,217 | 1,341 |
| | 1987 | 205,478 | 43,496 | 42,684 | 21,602 | 26,459 | 24,412 | 6,376 | 10,675 | 9,929 | 36,980 | 11,422 | 17,735 | 1,504 |
| Cape Girardeau | 1991 | 618,645 | 88,748 | 84,471 | 50,199 | 132,224 | 125,444 | 28,060 | 23,075 | 12,696 | 132,102 | 69,191 | 32,539 | 11,566 |
| | 1987 | 519,393 | 80,776 | 76,868 | 43,537 | 96,780 | 91,558 | 25,267 | 29,826 | 16,860 | 108,796 | 52,338 | 29,334 | 10,182 |
| Carroll | 1991 | 39,125 | 12,229 | 11,874 | 2,305 | 2,822 | | 966 | 898 | 729 | 5,744 | 7,038 | 2,280 | 760 |
| | 1987 | 34,575 | 9,595 | 9,315 | 2,004 | 2,639 | | 1,220 | 1,100 | 891 | 5,470 | 5,692 | 2,192 | 809 |
| Carter | 1991 | 14,757 | 6,228 | 5,732 | 527 | 742 | | 542 | 122 | | 3,277 | 1,701 | 292 | 443 |
| | 1987 | 12,822 | 5,011 | 4,611 | 630 | 636 | | 479 | 176 | | 2,497 | 1,506 | 508 | 376 |
| Cass | 1991 | 324,253 | 77,393 | 76,083 | 24,451 | 29,968 | 28,762 | 956 | 5,923 | 3,800 | 80,816 | 49,563 | 22,793 | 18,957 |
| | 1987 | 264,033 | 61,121 | 60,075 | 20,920 | 25,701 | 24,615 | 1,110 | 6,924 | 4,433 | 67,644 | 34,934 | 19,415 | 13,508 |
| Cedar | 1991 | 51,977 | 16,336 | 16,048 | 2,158 | 2,147 | | 326 | 1,345 | 827 | 12,025 | 8,285 | 2,247 | 2,963 |
| | 1987 | 46,621 | 13,519 | 13,278 | 2,131 | 2,439 | | 361 | 1,454 | 900 | 11,332 | 7,067 | 2,460 | 2,244 |
| Chariton | 1991 | 24,600 | 7,680 | 7,309 | 1,210 | 207 | | 769 | 597 | | 4,770 | 5,817 | 401 | 1,096 |
| | 1987 | 23,052 | 7,624 | 7,254 | 1,571 | 215 | | 612 | 885 | | 4,180 | 4,867 | 596 | 919 |
| Christian | 1991 | 145,708 | 33,135 | 32,342 | 8,822 | 11,614 | 8,174 | 884 | 2,100 | 2,100 | 55,147 | 14,257 | 13,296 | 1,869 |
| | 1987 | 116,239 | 29,369 | 28,661 | 6,594 | 6,938 | 4,804 | 718 | 2,260 | 2,260 | 44,546 | 10,120 | 9,107 | 1,480 |
| Clark | 1991 | 30,290 | 6,530 | 6,130 | 812 | 1,096 | | 60 | 79 | | 4,731 | 14,016 | 1,219 | 319 |
| | 1987 | 26,611 | 5,195 | 4,876 | 995 | 1,349 | | 67 | 109 | | 4,117 | 10,984 | 1,647 | 392 |
| Clay | 1991 | 1,420,877 | 204,587 | 197,199 | 119,370 | 244,071 | 221,243 | 55,566 | 56,921 | 29,641 | 387,156 | 95,743 | 106,881 | 43,431 |
| | 1987 | 1,164,542 | 194,311 | 187,257 | 99,559 | 200,439 | 180,762 | 43,511 | 61,918 | 32,832 | 287,001 | 88,651 | 79,943 | 32,378 |
| Clinton | 1991 | 77,181 | 13,929 | 13,613 | 8,165 | 10,230 | 9,834 | 624 | 463 | 463 | 12,772 | 24,339 | 3,840 | 1,334 |
| | 1987 | 65,061 | 14,375 | 14,046 | 6,275 | 8,239 | 7,905 | 510 | 711 | 711 | 10,814 | 16,394 | 3,695 | 1,267 |
| Cole | 1991 | 729,719 | 75,273 | 73,662 | 43,958 | 101,111 | 98,008 | 15,144 | 13,846 | 7,247 | 134,799 | 46,343 | 26,340 | 12,975 |
| | 1987 | 605,365 | 76,223 | 74,577 | 39,196 | 75,342 | 72,910 | 18,779 | 20,207 | 10,835 | 121,278 | 34,878 | 25,287 | 11,620 |
| Cooper | 1991 | 72,087 | 18,410 | 17,909 | 6,867 | 9,382 | 8,138 | 798 | 1,706 | 659 | 16,836 | 8,484 | 2,660 | 2,331 |
| | 1987 | 64,836 | 15,244 | 14,826 | 5,955 | 7,599 | 6,545 | 783 | 2,227 | 898 | 16,429 | 6,980 | 2,491 | 2,289 |
| Crawford | 1991 | 96,167 | 16,508 | 14,469 | 4,467 | 26,858 | 25,185 | 773 | 771 | 663 | 14,351 | 15,751 | 9,979 | 1,847 |
| | 1987 | 83,770 | 14,765 | 12,938 | 3,647 | 18,510 | 17,296 | 804 | 1,114 | 971 | 13,057 | 16,143 | 9,377 | 1,524 |
| Dade | 1991 | 18,970 | 4,774 | 4,271 | 1,515 | | | 164 | 174 | 174 | 4,577 | 3,792 | 1,484 | 789 |
| | 1987 | 15,755 | 4,510 | 4,034 | 1,296 | | | 159 | 317 | 317 | 3,115 | 2,924 | 1,327 | 685 |
| Dallas | 1991 | 51,671 | 12,728 | 12,164 | 2,434 | 8,493 | 8,028 | 415 | 1,900 | 1,724 | 14,409 | 2,350 | 4,622 | 1,138 |
| | 1987 | 44,506 | 12,645 | 12,083 | 2,253 | 5,418 | 5,105 | 412 | 2,420 | 2,215 | 10,939 | 2,528 | 4,262 | 1,009 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1991<br>U.S. CENSUS: 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **MISSOURI (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Daviess | 1991 | 33,004 | 5,225 | 5,039 | 1,335 | 2,775 | | 455 | 245 | 245 | 3,093 | 12,941 | 3,926 | 303 |
| | 1987 | 26,151 | 4,550 | 4,388 | 1,236 | 1,862 | | 490 | 367 | 367 | 2,816 | 9,573 | 2,793 | 364 |
| De Kalb | 1991 | 22,945 | 6,069 | 5,900 | 1,717 | 803 | | 84 | 330 | | 8,908 | 1,453 | 890 | 176 |
| | 1987 | 19,831 | 4,951 | 4,812 | 2,160 | 597 | | 72 | 519 | | 6,824 | 1,218 | 1,132 | 175 |
| Dent | 1991 | 61,041 | 16,410 | 15,836 | 3,784 | 13,279 | 12,262 | 333 | 2,611 | 1,735 | 8,670 | 5,220 | 3,326 | 1,916 |
| | 1987 | 54,484 | 14,033 | 13,539 | 3,390 | 10,214 | 9,393 | 358 | 3,348 | 2,220 | 7,913 | 4,361 | 4,128 | 1,645 |
| Douglas | 1991 | 56,240 | 10,950 | 10,477 | 1,763 | 12,791 | 9,968 | 324 | 207 | 207 | 17,055 | 5,326 | 4,816 | 681 |
| | 1987 | 45,175 | 8,236 | 7,879 | 1,883 | 9,911 | 7,634 | 388 | 312 | 312 | 12,320 | 4,255 | 5,073 | 1,100 |
| Dunklin | 1991 | 182,581 | 43,583 | 42,340 | 12,092 | 27,491 | 23,116 | 4,429 | 4,113 | 3,140 | 48,834 | 9,708 | 10,240 | 8,476 |
| | 1987 | 158,421 | 35,911 | 34,880 | 9,882 | 22,194 | 18,502 | 4,283 | 5,846 | 4,466 | 42,559 | 10,020 | 9,205 | 6,369 |
| Franklin | 1991 | 502,807 | 107,668 | 105,277 | 38,262 | 55,030 | 45,669 | 11,796 | 13,010 | 6,789 | 118,596 | 69,610 | 37,119 | 16,710 |
| | 1987 | 425,797 | 93,702 | 91,603 | 31,847 | 39,376 | 32,369 | 11,218 | 14,426 | 7,674 | 101,103 | 60,481 | 32,823 | 12,769 |
| Gasconade | 1991 | 72,722 | 14,789 | 14,144 | 5,001 | 13,616 | 11,617 | 1,327 | 1,151 | 561 | 13,356 | 9,301 | 6,666 | 2,173 |
| | 1987 | 62,431 | 13,241 | 12,660 | 4,783 | 10,170 | 8,608 | 1,169 | 1,809 | 908 | 11,374 | 6,632 | 5,959 | 1,899 |
| Gentry | 1991 | 29,740 | 10,603 | 10,294 | 1,193 | 711 | | 377 | 267 | 162 | 6,896 | 4,703 | 3,190 | 748 |
| | 1987 | 27,908 | 9,097 | 8,831 | 1,163 | 774 | | 394 | 338 | 213 | 7,310 | 3,422 | 3,397 | 695 |
| Greene | 1991 | 1,965,336 | 274,766 | 265,165 | 169,911 | 386,572 | 322,519 | 71,562 | 45,808 | 28,228 | 488,804 | 104,458 | 117,179 | 32,733 |
| | 1987 | 1,643,131 | 257,568 | 248,518 | 156,802 | 291,380 | 240,892 | 63,005 | 64,411 | 40,465 | 378,965 | 89,044 | 106,884 | 30,683 |
| Grundy | 1991 | 52,156 | 16,916 | 16,495 | 3,142 | 5,530 | | 2,086 | 1,121 | 314 | 2,686 | 8,137 | 2,203 | 1,537 |
| | 1987 | 46,831 | 14,609 | 14,243 | 3,391 | 5,538 | | 2,424 | 1,455 | 432 | 2,330 | 6,575 | 2,306 | 1,438 |
| Harrison | 1991 | 81,529 | 5,426 | 4,841 | 2,267 | 11,823 | 5,282 | 770 | 364 | 221 | 17,096 | 27,573 | 4,261 | 669 |
| | 1987 | 72,268 | 7,856 | 7,008 | 2,241 | 9,803 | 4,252 | 1,072 | 655 | 413 | 14,428 | 21,208 | 3,829 | 790 |
| Henry | 1991 | 127,926 | 29,670 | 28,726 | 10,355 | 16,751 | 11,023 | 4,422 | 2,930 | 2,332 | 29,737 | 10,198 | 11,043 | 5,926 |
| | 1987 | 106,786 | 25,591 | 24,772 | 9,688 | 12,540 | 8,102 | 4,589 | 3,980 | 3,206 | 21,717 | 8,236 | 8,574 | 5,292 |
| Hickory | 1991 | 16,326 | 2,517 | 2,310 | 3,136 | 364 | | 80 | 245 | 245 | 2,124 | 2,059 | 3,612 | 722 |
| | 1987 | 12,517 | 2,614 | 2,398 | 2,337 | 220 | | 135 | 357 | 357 | 1,263 | 1,761 | 2,113 | 477 |
| Holt | 1991 | 26,608 | 5,156 | 4,956 | 845 | 645 | | 67 | 48 | | 7,693 | 8,934 | 1,911 | 93 |
| | 1987 | 23,947 | 4,419 | 4,247 | 774 | 491 | | 70 | 94 | | 6,910 | 8,076 | 1,957 | 89 |
| Howard | 1991 | 25,283 | 5,206 | 5,074 | 2,833 | 1,707 | | 600 | 120 | 120 | 3,298 | 4,989 | 1,118 | 1,800 |
| | 1987 | 22,804 | 4,924 | 4,798 | 2,452 | 1,266 | | 519 | 201 | 201 | 3,213 | 4,225 | 1,079 | 1,623 |
| Howell | 1991 | 203,396 | 63,799 | 61,987 | 10,623 | 28,082 | 22,231 | 2,621 | 5,463 | 2,965 | 36,714 | 21,050 | 17,136 | 6,035 |
| | 1987 | 167,513 | 48,580 | 47,191 | 9,756 | 21,229 | 16,615 | 3,405 | 6,385 | 3,498 | 31,295 | 14,969 | 14,802 | 4,991 |
| Iron | 1991 | 42,979 | 14,729 | 14,269 | 1,198 | 1,101 | | 348 | 543 | 543 | 11,389 | 7,064 | 2,306 | 1,691 |
| | 1987 | 38,982 | 12,586 | 12,191 | 1,338 | 1,308 | | 350 | 692 | 692 | 11,302 | 5,172 | 2,313 | 1,524 |
| Jackson | 1991 | 5,302,127 | 892,974 | 861,410 | 599,713 | 769,916 | 620,893 | 265,494 | 177,091 | 79,049 | 1,418,653 | 378,036 | 271,448 | 177,637 |
| | 1987 | 4,723,882 | 791,410 | 763,283 | 542,015 | 661,890 | 528,142 | 246,001 | 207,045 | 94,091 | 1,157,788 | 329,027 | 234,216 | 146,542 |
| Jasper | 1991 | 855,531 | 164,409 | 160,095 | 78,309 | 159,018 | 132,920 | 39,031 | 14,632 | 8,315 | 202,197 | 93,158 | 49,371 | 13,581 |
| | 1987 | 717,568 | 134,032 | 130,489 | 65,327 | 125,312 | 103,808 | 34,744 | 20,852 | 12,042 | 164,430 | 77,743 | 44,108 | 13,395 |
| Jefferson | 1991 | 866,303 | 228,150 | 221,024 | 68,503 | 143,540 | 134,743 | 7,250 | 13,866 | 9,382 | 152,592 | 142,153 | 60,873 | 15,830 |
| | 1987 | 695,367 | 185,696 | 179,860 | 51,829 | 98,539 | 92,190 | 9,042 | 17,107 | 11,642 | 120,138 | 107,975 | 54,813 | 13,336 |
| Johnson | 1991 | 181,839 | 38,789 | 37,900 | 23,185 | 19,271 | 17,412 | 3,182 | 2,995 | 756 | 50,219 | 20,227 | 8,488 | 4,528 |
| | 1987 | 149,906 | 32,090 | 31,348 | 18,842 | 15,908 | 14,294 | 2,853 | 4,077 | 1,043 | 38,930 | 15,460 | 8,222 | 4,262 |
| Knox | 1991 | 10,275 | 4,012 | 3,897 | 444 | 1,285 | | 279 | 225 | 225 | 2,086 | 1,007 | 292 | 314 |
| | 1987 | 9,989 | 3,374 | 3,277 | 528 | 1,207 | | 245 | 376 | 376 | 1,975 | 956 | 464 | 343 |
| Laclede | 1991 | 216,606 | 31,844 | 31,258 | 14,714 | 29,908 | 28,732 | 21,028 | 4,369 | 2,697 | 56,208 | 23,869 | 20,081 | 1,677 |
| | 1987 | 170,904 | 27,961 | 27,441 | 11,948 | 20,398 | 19,554 | 15,009 | 5,044 | 3,138 | 40,738 | 19,354 | 16,080 | 1,777 |
| Lafayette | 1991 | 121,106 | 32,530 | 31,882 | 13,883 | 12,742 | 9,181 | 853 | 1,698 | 1,436 | 21,191 | 23,673 | 3,735 | 4,729 |
| | 1987 | 104,387 | 28,083 | 27,519 | 11,146 | 9,657 | 6,854 | 1,140 | 2,273 | 1,934 | 19,027 | 18,960 | 4,313 | 3,780 |
| Lawrence | 1991 | 127,789 | 33,933 | 33,028 | 10,398 | 12,272 | 10,984 | 2,748 | 1,803 | 1,301 | 21,718 | 20,536 | 5,593 | 2,283 |
| | 1987 | 109,949 | 30,025 | 29,218 | 8,920 | 9,362 | 8,330 | 2,134 | 2,446 | 1,772 | 22,680 | 14,748 | 5,830 | 2,047 |
| Lewis | 1991 | 31,304 | 7,704 | 7,095 | 1,553 | 1,064 | | 269 | 64 | | 11,727 | 2,572 | 3,034 | 1,408 |
| | 1987 | 32,430 | 7,491 | 6,897 | 1,642 | 839 | | 383 | 104 | | 12,235 | 2,696 | 3,084 | 1,012 |
| Lincoln | 1991 | 129,553 | 37,888 | 34,584 | 11,885 | 11,562 | 10,323 | 985 | 2,254 | 1,950 | 31,298 | 14,239 | 8,288 | 3,027 |
| | 1987 | 106,897 | 30,170 | 27,533 | 9,663 | 9,240 | 8,203 | 850 | 2,690 | 2,333 | 25,376 | 11,670 | 7,285 | 3,166 |
| Linn | 1991 | 79,701 | 22,463 | 21,946 | 5,284 | 11,499 | 9,100 | 739 | 2,258 | 655 | 21,281 | 6,847 | 4,467 | 1,373 |
| | 1987 | 67,464 | 17,194 | 16,795 | 4,460 | 8,961 | 7,012 | 906 | 2,857 | 842 | 16,632 | 6,818 | 4,163 | 1,665 |
| Livingston | 1991 | 103,356 | 15,150 | 14,986 | 7,745 | 18,852 | 15,676 | 3,499 | 4,152 | 1,570 | 25,951 | 9,854 | 5,546 | 971 |
| | 1987 | 90,117 | 15,848 | 15,673 | 6,952 | 14,208 | 11,709 | 3,653 | 4,864 | 1,924 | 19,496 | 9,385 | 6,247 | 1,020 |
| McDonald | 1991 | 64,071 | 10,847 | 10,363 | 6,090 | 1,116 | | 770 | 3,714 | 3,033 | 6,888 | 15,317 | 7,577 | 1,059 |
| | 1987 | 54,093 | 10,537 | 10,065 | 5,086 | 939 | | 514 | 3,693 | 3,013 | 5,498 | 10,728 | 6,183 | 885 |
| Macon | 1991 | 83,250 | 14,626 | 14,271 | 6,010 | 12,144 | 8,105 | 1,005 | 1,499 | 808 | 14,837 | 7,839 | 5,737 | 1,665 |
| | 1987 | 67,578 | 13,324 | 12,998 | 5,196 | 8,764 | 5,745 | 878 | 1,879 | 1,015 | 12,011 | 6,388 | 5,151 | 1,717 |
| Madison | 1991 | 52,302 | 12,473 | 12,238 | 3,521 | 8,561 | 7,883 | 212 | 617 | 266 | 11,004 | 6,441 | 4,646 | 911 |
| | 1987 | 43,969 | 9,756 | 9,571 | 2,998 | 6,747 | 6,185 | 284 | 806 | 348 | 8,968 | 6,528 | 3,716 | 864 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1991
U.S. CENSUS: 1987

**MISSOURI (continued)**

**ALL COUNTIES (continued)**

| METRO AREA County | Year | Total Retail Sales ($000) | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| Maries | 1991 | 21,127 | 4,117 | 3,856 | 666 | 1,179 | | 279 | 264 | | 8,437 | 3,429 | 360 | |
| | 1987 | 17,614 | 3,878 | 3,631 | 809 | 879 | | 197 | 280 | | 5,900 | 3,073 | 354 | |
| Marion | 1991 | 203,004 | 31,601 | 30,441 | 18,677 | 35,920 | 32,997 | 4,883 | 6,867 | 6,158 | 48,381 | 34,926 | 10,898 | 5,553 |
| | 1987 | 172,381 | 32,328 | 31,135 | 16,034 | 25,709 | 23,505 | 4,588 | 8,007 | 7,203 | 38,774 | 25,609 | 10,846 | 4,721 |
| Mercer | 1991 | 5,793 | 3,439 | 3,362 | 316 | | | 58 | 25 | | 247 | 593 | 137 | 137 |
| | 1987 | 6,859 | 3,877 | 3,789 | 455 | | | 79 | 47 | | 343 | 852 | 184 | 140 |
| Miller | 1991 | 153,331 | 24,650 | 24,419 | 14,079 | 9,275 | 8,242 | 2,093 | 4,371 | 3,011 | 68,528 | 12,014 | 4,470 | 2,687 |
| | 1987 | 126,876 | 20,853 | 20,653 | 13,009 | 8,636 | 7,630 | 2,016 | 4,712 | 3,281 | 47,407 | 10,450 | 5,477 | 2,026 |
| Mississippi | 1991 | 88,871 | 20,502 | 20,311 | 2,710 | 7,929 | 7,013 | 420 | 633 | 531 | 11,321 | 36,866 | 2,098 | 3,212 |
| | 1987 | 71,856 | 16,204 | 16,050 | 2,182 | 7,012 | 6,164 | 438 | 836 | 711 | 10,304 | 26,560 | 2,414 | 2,551 |
| Moniteau | 1991 | 56,865 | 12,149 | 11,869 | 2,612 | 977 | | 1,220 | 748 | 441 | 25,405 | 5,835 | 3,401 | 1,550 |
| | 1987 | 48,989 | 11,061 | 10,805 | 2,175 | 899 | | 1,256 | 973 | 595 | 19,939 | 4,881 | 3,136 | 1,227 |
| Monroe | 1991 | 31,724 | 8,528 | 8,394 | 3,691 | 1,438 | | 172 | 730 | 270 | 4,371 | 6,458 | 2,897 | 901 |
| | 1987 | 29,686 | 8,891 | 8,749 | 3,094 | 1,542 | | 359 | 988 | 371 | 3,800 | 4,891 | 3,119 | 868 |
| Montgomery | 1991 | 83,708 | 14,892 | 14,277 | 2,205 | 1,218 | | 113 | 290 | 211 | 10,774 | 45,376 | 1,938 | 1,438 |
| | 1987 | 65,616 | 13,320 | 12,767 | 2,826 | 1,274 | | 104 | 592 | 430 | 8,806 | 30,601 | 2,114 | 1,099 |
| Morgan | 1991 | 100,709 | 29,191 | 27,665 | 5,272 | 12,597 | 11,372 | 2,008 | 2,366 | 1,548 | 28,737 | 7,987 | 6,701 | 1,717 |
| | 1987 | 81,788 | 22,736 | 21,543 | 5,294 | 8,955 | 8,042 | 1,824 | 2,681 | 1,745 | 20,331 | 7,807 | 6,873 | 1,406 |
| New Madrid | 1991 | 74,149 | 7,769 | 7,433 | 2,656 | 7,568 | 6,909 | 4,146 | 2,432 | 1,899 | 7,502 | 30,916 | 2,868 | 3,677 |
| | 1987 | 72,772 | 8,651 | 8,276 | 3,172 | 6,765 | 6,148 | 4,527 | 3,163 | 2,515 | 6,721 | 29,152 | 2,920 | 3,318 |
| Newton | 1991 | 202,603 | 40,320 | 39,793 | 15,815 | 18,985 | 7,245 | 4,915 | 11,228 | 8,313 | 58,311 | 17,343 | 18,701 | 6,612 |
| | 1987 | 174,384 | 36,214 | 35,734 | 15,149 | 14,353 | 5,294 | 4,496 | 11,459 | 8,566 | 46,339 | 17,810 | 14,422 | 4,796 |
| Nodaway | 1991 | 100,924 | 25,127 | 24,759 | 12,210 | 19,535 | 16,657 | 4,261 | 1,385 | 408 | 10,308 | 18,491 | 2,692 | 1,369 |
| | 1987 | 87,906 | 21,089 | 20,776 | 10,350 | 15,576 | 13,176 | 3,967 | 1,677 | 489 | 10,882 | 13,452 | 3,225 | 1,343 |
| Oregon | 1991 | 50,651 | 11,193 | 10,681 | 2,859 | 9,585 | 8,110 | 288 | 689 | 425 | 7,617 | 7,655 | 5,083 | 311 |
| | 1987 | 41,843 | 9,260 | 8,835 | 2,394 | 5,762 | 4,836 | 279 | 765 | 479 | 7,712 | 5,581 | 4,776 | 501 |
| Osage | 1991 | 58,593 | 5,246 | 5,057 | 1,340 | 440 | | 247 | 188 | 188 | 28,988 | 8,137 | 7,064 | 706 |
| | 1987 | 49,130 | 5,554 | 5,353 | 1,399 | 567 | | 238 | 262 | 262 | 22,206 | 5,713 | 6,238 | 636 |
| Ozark | 1991 | 29,580 | 10,576 | 10,026 | 974 | 2,801 | | 294 | 125 | | 9,059 | 1,656 | 1,859 | 433 |
| | 1987 | 25,905 | 8,414 | 7,975 | 985 | 1,848 | | 307 | 249 | | 8,261 | 1,593 | 1,858 | 344 |
| Pemiscot | 1991 | 90,761 | 20,708 | 19,470 | 10,190 | 10,947 | 9,340 | 1,256 | 1,164 | 651 | 19,894 | 12,278 | 2,062 | 4,038 |
| | 1987 | 76,420 | 19,656 | 18,477 | 7,230 | 8,794 | 7,442 | 1,236 | 1,783 | 1,015 | 15,602 | 10,330 | 2,268 | 2,954 |
| Perry | 1991 | 106,916 | 9,386 | 8,854 | 9,009 | 44,577 | 29,826 | 162 | 899 | 256 | 15,194 | 15,848 | 2,712 | 3,919 |
| | 1987 | 86,676 | 8,855 | 8,351 | 8,010 | 29,923 | 19,669 | 152 | 1,615 | 468 | 12,915 | 14,030 | 3,447 | 2,955 |
| Pettis | 1991 | 256,041 | 50,137 | 49,705 | 23,694 | 30,096 | 29,051 | 12,893 | 5,544 | 3,713 | 68,600 | 25,015 | 18,801 | 7,363 |
| | 1987 | 218,477 | 42,286 | 41,913 | 20,016 | 25,635 | 24,699 | 10,486 | 7,145 | 4,901 | 60,895 | 18,006 | 16,000 | 5,971 |
| Phelps | 1991 | 262,655 | 47,003 | 45,457 | 23,621 | 43,721 | 41,038 | 5,836 | 7,275 | 4,017 | 65,584 | 21,923 | 20,154 | 5,037 |
| | 1987 | 224,511 | 38,883 | 37,597 | 20,368 | 29,503 | 27,593 | 6,718 | 8,149 | 4,586 | 60,837 | 18,933 | 17,134 | 4,155 |
| Pike | 1991 | 69,654 | 11,866 | 11,415 | 4,549 | 10,374 | 8,092 | 972 | 944 | 765 | 13,178 | 13,716 | 3,338 | 6,388 |
| | 1987 | 60,263 | 12,581 | 12,101 | 3,910 | 7,943 | 6,123 | 1,268 | 1,023 | 828 | 10,497 | 10,724 | 3,504 | 4,607 |
| Platte | 1991 | 338,088 | 133,276 | 130,555 | 60,477 | 16,701 | 15,286 | 5,174 | 5,730 | 4,273 | 18,655 | 40,857 | 34,535 | 7,261 |
| | 1987 | 260,883 | 94,023 | 92,085 | 46,165 | 14,949 | 13,621 | 3,888 | 6,521 | 4,893 | 17,266 | 30,544 | 27,028 | 6,651 |
| Polk | 1991 | 105,786 | 32,029 | 31,256 | 9,104 | 17,255 | 15,918 | 3,237 | 1,484 | 1,263 | 20,779 | 4,859 | 6,611 | 1,534 |
| | 1987 | 85,861 | 23,290 | 22,723 | 7,375 | 12,311 | 11,311 | 3,011 | 1,572 | 1,353 | 18,378 | 5,085 | 5,444 | 1,586 |
| Pulaski | 1991 | 166,966 | 21,839 | 21,591 | 13,117 | 13,778 | 11,979 | 4,949 | 4,924 | 3,522 | 73,591 | 11,732 | 5,022 | 1,523 |
| | 1987 | 137,136 | 21,290 | 21,045 | 12,046 | 10,414 | 8,990 | 3,661 | 5,007 | 3,662 | 50,066 | 10,936 | 5,806 | 1,786 |
| Putnam | 1991 | 12,385 | 6,501 | 6,180 | 737 | 585 | | 466 | 107 | | 1,427 | 1,399 | 111 | 203 |
| | 1987 | 12,845 | 6,017 | 5,719 | 872 | 556 | | 471 | 153 | | 1,754 | 1,591 | 146 | 253 |
| Ralls | 1991 | 19,618 | 4,801 | 4,565 | 875 | 891 | | | 139 | 139 | 9,801 | 1,204 | 898 | |
| | 1987 | 15,984 | 4,324 | 4,110 | 720 | 559 | | | 212 | 212 | 7,115 | 1,234 | 1,057 | |
| Randolph | 1991 | 143,542 | 33,462 | 33,271 | 10,686 | 20,037 | 17,305 | 5,536 | 3,567 | 2,588 | 38,170 | 13,749 | 3,905 | 4,431 |
| | 1987 | 126,047 | 27,942 | 27,777 | 9,824 | 16,123 | 13,817 | 5,412 | 4,287 | 3,149 | 31,338 | 12,091 | 5,607 | 3,708 |
| Ray | 1991 | 79,932 | 14,265 | 13,800 | 4,598 | 12,455 | 11,785 | 670 | 1,352 | 923 | 14,000 | 19,058 | 6,659 | 3,646 |
| | 1987 | 68,042 | 12,595 | 12,182 | 4,547 | 9,773 | 9,221 | 720 | 1,724 | 1,176 | 10,718 | 14,970 | 5,815 | 3,013 |
| Reynolds | 1991 | 14,039 | 5,258 | 5,177 | 745 | 630 | | 69 | 67 | | 991 | 2,572 | 1,437 | 456 |
| | 1987 | 15,708 | 5,674 | 5,586 | 909 | 575 | | 89 | 151 | | 1,467 | 2,624 | 1,445 | 585 |
| Ripley | 1991 | 47,798 | 19,676 | 18,500 | 2,007 | 3,508 | | 196 | 515 | 119 | 14,356 | 1,169 | 690 | 2,029 |
| | 1987 | 42,193 | 16,152 | 15,183 | 1,744 | 2,903 | | 263 | 627 | 146 | 12,660 | 2,016 | 1,027 | 1,742 |
| St. Charles | 1991 | 1,553,068 | 350,330 | 340,976 | 134,556 | 224,886 | 205,242 | 61,860 | 57,526 | 35,041 | 300,159 | 149,164 | 138,448 | 36,227 |
| | 1987 | 1,223,312 | 246,362 | 239,736 | 108,526 | 153,609 | 139,526 | 46,973 | 58,944 | 36,619 | 257,562 | 126,940 | 122,626 | 26,406 |
| St. Clair | 1991 | 34,719 | 8,455 | 7,986 | 2,405 | 391 | | 290 | 380 | 380 | 11,581 | 5,951 | 830 | 75 |
| | 1987 | 30,536 | 7,204 | 6,803 | 2,514 | 384 | | 252 | 496 | 496 | 9,099 | 5,560 | 973 | 83 |
| Ste. Genevieve | 1991 | 55,785 | 11,346 | 10,872 | 7,851 | 1,892 | | 2,345 | 607 | 541 | 11,576 | 10,938 | 3,090 | 2,595 |
| | 1987 | 49,182 | 9,388 | 8,994 | 6,790 | 1,674 | | 2,190 | 1,085 | 977 | 10,459 | 9,680 | 2,732 | 2,023 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES, 1991<br>U.S. CENSUS: 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug- stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Super- markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **MISSOURI (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| St. Francois | 1991 | 276,891 | 53,146 | 52,698 | 18,356 | 50,930 | 39,390 | 13,382 | 7,638 | 5,601 | 52,717 | 39,670 | 12,293 | 9,592 |
| | 1987 | 228,532 | 49,174 | 48,750 | 15,319 | 36,749 | 28,078 | 8,976 | 9,226 | 6,722 | 43,925 | 30,007 | 12,267 | 7,619 |
| St. Louis | 1991 | 9,180,157 | 1,526,752 | 1,440,623 | 925,489 | 1,304,519 | 1,142,420 | 558,300 | 407,718 | 220,044 | 2,540,774 | 632,825 | 284,869 | 342,521 |
| | 1987 | 7,935,205 | 1,310,635 | 1,236,451 | 783,202 | 1,159,029 | 1,008,119 | 458,382 | 469,030 | 258,847 | 2,032,836 | 535,107 | 296,878 | 283,406 |
| St. Louis city | 1991 | 2,410,317 | 507,632 | 472,261 | 463,222 | 255,156 | 227,166 | 98,457 | 53,111 | 30,776 | 387,748 | 194,252 | 107,558 | 118,829 |
| | 1987 | 2,159,093 | 447,878 | 416,587 | 409,077 | 215,491 | 190,660 | 90,242 | 74,458 | 43,764 | 327,472 | 182,326 | 103,025 | 104,424 |
| Saline | 1991 | 116,006 | 30,315 | 29,665 | 8,200 | 15,128 | 14,179 | 6,599 | 2,548 | 1,425 | 22,910 | 15,754 | 5,685 | 3,595 |
| | 1987 | 106,246 | 25,126 | 24,582 | 7,555 | 13,282 | 12,406 | 6,389 | 3,461 | 1,956 | 21,735 | 13,421 | 5,404 | 4,307 |
| Schuyler | 1991 | 15,656 | 3,489 | 3,170 | 537 | | | 156 | 736 | 504 | 8,165 | 1,098 | 47 | 111 |
| | 1987 | 14,839 | 2,951 | 2,681 | 661 | | | 239 | 998 | 682 | 7,003 | 1,495 | 61 | 121 |
| Scotland | 1991 | 20,306 | 5,435 | 5,320 | 1,343 | 2,520 | | 596 | 71 | | 3,768 | 2,286 | 1,559 | 168 |
| | 1987 | 19,404 | 5,255 | 5,143 | 1,326 | 2,002 | | 811 | 120 | | 3,125 | 2,323 | 1,619 | 279 |
| Scott | 1991 | 293,236 | 83,108 | 82,053 | 22,267 | 24,983 | 19,216 | 6,584 | 6,524 | 3,993 | 61,660 | 36,269 | 23,472 | 5,615 |
| | 1987 | 244,705 | 66,180 | 65,327 | 18,999 | 22,922 | 17,402 | 6,000 | 8,792 | 5,489 | 46,584 | 26,288 | 22,988 | 4,859 |
| Shannon | 1991 | 16,019 | 4,350 | 4,248 | 1,416 | 43 | | 119 | 172 | | 2,268 | 5,772 | 456 | 261 |
| | 1987 | 12,873 | 3,922 | 3,829 | 1,118 | 42 | | 195 | 250 | | 1,827 | 3,900 | 396 | 256 |
| Shelby | 1991 | 28,935 | 8,904 | 8,437 | 1,553 | 842 | | 392 | 348 | 210 | 6,604 | 2,017 | 1,633 | 1,021 |
| | 1987 | 24,152 | 6,946 | 6,580 | 1,451 | 987 | | 536 | 504 | 317 | 5,451 | 1,602 | 1,581 | 1,147 |
| Stoddard | 1991 | 172,592 | 43,725 | 42,617 | 9,085 | 15,549 | 13,274 | 2,763 | 2,587 | 976 | 62,859 | 14,981 | 8,124 | 3,661 |
| | 1987 | 146,690 | 33,104 | 32,258 | 9,203 | 12,711 | 10,763 | 2,520 | 3,406 | 1,341 | 50,900 | 12,511 | 8,385 | 3,359 |
| Stone | 1991 | 70,694 | 15,401 | 14,798 | 4,686 | 2,013 | | 405 | 1,510 | 631 | 17,856 | 7,645 | 8,673 | 1,972 |
| | 1987 | 58,512 | 14,998 | 14,408 | 4,424 | 1,758 | | 509 | 1,553 | 652 | 13,013 | 5,685 | 7,563 | 1,344 |
| Sullivan | 1991 | 16,884 | 6,143 | 5,865 | 620 | 270 | | 453 | 642 | 190 | 2,617 | 1,468 | 1,425 | 340 |
| | 1987 | 14,402 | 4,615 | 4,406 | 528 | 267 | | 319 | 649 | 199 | 2,178 | 1,123 | 1,287 | 205 |
| Taney | 1991 | 202,911 | 40,317 | 38,712 | 34,432 | 12,324 | 9,450 | 3,443 | 2,421 | 892 | 34,825 | 26,894 | 11,939 | 3,054 |
| | 1987 | 157,310 | 29,939 | 28,741 | 29,013 | 11,201 | 8,479 | 2,639 | 2,631 | 1,003 | 23,867 | 18,075 | 10,600 | 2,897 |
| Texas | 1991 | 105,918 | 23,525 | 23,106 | 6,056 | 11,496 | 10,304 | 1,474 | 1,097 | 814 | 33,214 | 10,583 | 7,856 | 2,047 |
| | 1987 | 92,771 | 19,670 | 19,316 | 5,796 | 8,734 | 7,784 | 1,390 | 1,406 | 1,062 | 28,112 | 8,851 | 8,210 | 1,757 |
| Vernon | 1991 | 104,161 | 21,623 | 21,324 | 10,290 | 10,433 | 9,393 | 5,952 | 2,741 | 1,520 | 23,259 | 13,413 | 4,348 | 3,315 |
| | 1987 | 83,294 | 15,412 | 15,196 | 8,709 | 8,998 | 8,056 | 3,838 | 3,920 | 2,193 | 19,801 | 9,500 | 3,704 | 2,471 |
| Warren | 1991 | 69,673 | 13,967 | 13,403 | 8,217 | 7,203 | | 303 | 470 | 385 | 10,346 | 16,481 | 5,819 | 2,500 |
| | 1987 | 63,297 | 14,823 | 14,222 | 7,918 | 5,926 | | 510 | 885 | 736 | 9,223 | 12,318 | 5,583 | 1,810 |
| Washington | 1991 | 58,661 | 16,872 | 16,118 | 1,340 | 8,878 | 7,462 | 124 | | | 12,919 | 8,043 | 5,544 | 1,753 |
| | 1987 | 54,871 | 14,575 | 13,921 | 1,816 | 8,255 | 6,879 | 124 | | | 12,810 | 7,211 | 5,053 | 1,496 |
| Wayne | 1991 | 42,783 | 13,979 | 13,573 | 3,546 | 4,770 | | 344 | 942 | 790 | 7,453 | 2,866 | 5,225 | 1,156 |
| | 1987 | 36,329 | 11,161 | 10,835 | 2,653 | 3,299 | | 428 | 1,412 | 1,201 | 6,798 | 2,397 | 4,869 | 1,058 |
| Webster | 1991 | 91,128 | 18,308 | 17,746 | 3,586 | 12,439 | 9,559 | 1,147 | 1,069 | 663 | 15,653 | 25,304 | 7,891 | 625 |
| | 1987 | 79,967 | 16,686 | 16,170 | 4,217 | 9,589 | 7,277 | 1,246 | 1,475 | 922 | 14,714 | 19,145 | 6,607 | 740 |
| Worth | 1991 | 8,917 | 3,620 | 3,539 | 268 | | | | 105 | 105 | 643 | 1,750 | 1,582 | 68 |
| | 1987 | 7,878 | 2,776 | 2,713 | 314 | | | | 191 | 191 | 943 | 1,422 | 1,506 | 95 |
| Wright | 1991 | 78,409 | 32,631 | 32,285 | 5,693 | 9,199 | 8,534 | 630 | 1,442 | 1,043 | 16,725 | 3,083 | 2,830 | 999 |
| | 1987 | 61,522 | 23,568 | 23,314 | 4,641 | 7,926 | 7,324 | 709 | 1,685 | 1,234 | 12,052 | 2,343 | 2,377 | 1,269 |
| **TOTAL METRO COUNTIES** | 1991 | **26,800,410** | **4,840,990** | **4,632,473** | **2,863,945** | **3,924,848** | **3,359,867** | **1,230,877** | **914,931** | **493,355** | **6,608,341** | **2,163,463** | **1,386,862** | **870,163** |
| | 1987 | 22,968,113 | 4,155,600 | 3,974,388 | 2,477,546 | 3,236,915 | 2,749,945 | 1,064,506 | 1,077,042 | 592,823 | 5,331,502 | 1,832,764 | 1,245,907 | 724,771 |
| **TOTAL STATE** | 1991 | **36,427,985** | **6,873,603** | **6,602,558** | **3,586,959** | **5,178,776** | **4,405,852** | **1,481,760** | **1,125,059** | **626,618** | **8,773,988** | **3,393,308** | **1,964,751** | **1,093,314** |
| | 1987 | 31,128,013 | 5,899,378 | 5,663,644 | 3,114,701 | 4,191,376 | 3,534,999 | 1,294,642 | 1,340,485 | 760,196 | 7,135,857 | 2,816,338 | 1,789,112 | 920,122 |
| **MONTANA** | | | | | | | | | | | | | | |
| **BILLINGS** | 1991 | **1,093,984** | **265,633** | **258,040** | **119,489** | **144,029** | **126,847** | **45,977** | **52,137** | **34,810** | **244,839** | **54,405** | **46,419** | **21,522** |
| | 1987 | 906,157 | 193,748 | 188,172 | 95,257 | 119,087 | 104,193 | 37,608 | 42,992 | 29,018 | 218,230 | 56,467 | 48,048 | 16,917 |
| Yellowstone | 1991 | 1,093,984 | 265,633 | 258,040 | 119,489 | 144,029 | 126,847 | 45,977 | 52,137 | 34,810 | 244,839 | 54,405 | 46,419 | 21,522 |
| | 1987 | 906,157 | 193,748 | 188,172 | 95,257 | 119,087 | 104,193 | 37,608 | 42,992 | 29,018 | 218,230 | 56,467 | 48,048 | 16,917 |
| **GREAT FALLS** | 1991 | **623,438** | **118,488** | **114,539** | **72,139** | **102,824** | **94,678** | **27,625** | **31,068** | **15,579** | **132,578** | **43,715** | **29,274** | **16,714** |
| | 1987 | 515,928 | 99,012 | 95,693 | 55,197 | 78,283 | 71,767 | 20,781 | 27,151 | 13,959 | 125,794 | 34,577 | 24,446 | 14,022 |
| Cascade | 1991 | 623,438 | 118,488 | 114,539 | 72,139 | 102,824 | 94,678 | 27,625 | 31,068 | 15,579 | 132,578 | 43,715 | 29,274 | 16,714 |
| | 1987 | 515,928 | 99,012 | 95,693 | 55,197 | 78,283 | 71,767 | 20,781 | 27,151 | 13,959 | 125,794 | 34,577 | 24,446 | 14,022 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Beaverhead | 1991 | 40,382 | 12,955 | 12,598 | 4,669 | 1,851 | | 2,416 | 885 | 614 | 6,029 | 4,186 | 3,426 | 1,481 |
| | 1987 | 36,277 | 10,619 | 10,324 | 4,159 | 1,426 | | 1,924 | 1,430 | 1,011 | 6,748 | 3,627 | 2,930 | 1,049 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1991<br>U.S. CENSUS: 1987<br>METRO AREA<br>County | Year | Total Retail Sales ($000) | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **MONTANA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Big Horn | 1991 | 45,338 | 16,905 | 15,772 | 4,527 | 1,396 | | 1,944 | 265 | | 5,674 | 10,280 | 916 | 1,369 |
| | 1987 | 37,740 | 11,674 | 10,889 | 3,572 | 1,270 | | 1,299 | 245 | | 6,902 | 9,660 | 769 | 848 |
| Blaine | 1991 | 24,991 | 8,268 | 7,657 | 1,901 | | | 1,152 | 282 | 282 | 6,695 | 1,224 | 1,822 | 681 |
| | 1987 | 21,892 | 6,670 | 6,176 | 1,784 | | | 940 | 271 | 271 | 6,730 | 1,310 | 1,655 | 488 |
| Broadwater | 1991 | 9,063 | 4,090 | 3,964 | 1,329 | 477 | | | 218 | 218 | 505 | 445 | 911 | 615 |
| | 1987 | 9,247 | 3,872 | 3,752 | 1,400 | 426 | | | 293 | 293 | 535 | 558 | 864 | 637 |
| Carbon | 1991 | 25,105 | 5,247 | 5,086 | 4,188 | 403 | | 1,026 | 192 | | 2,603 | 1,901 | 2,882 | 4,448 |
| | 1987 | 22,847 | 5,934 | 5,751 | 3,870 | 307 | | 696 | 206 | | 2,893 | 2,082 | 2,280 | 2,799 |
| Carter | 1991 | 2,891 | 872 | 826 | 234 | 217 | | | | | 99 | 175 | 168 | |
| | 1987 | 2,983 | 1,097 | 1,039 | 288 | 152 | | | | | 115 | 294 | 210 | |
| Cascade | 1991 | 623,438 | 118,488 | 114,539 | 72,139 | 102,824 | 94,678 | 27,625 | 31,068 | 15,579 | 132,578 | 43,715 | 29,274 | 16,714 |
| | 1987 | 515,928 | 99,012 | 95,693 | 55,197 | 78,283 | 71,767 | 20,781 | 27,151 | 13,959 | 125,794 | 34,577 | 24,446 | 14,022 |
| Chouteau | 1991 | 18,248 | 5,436 | 5,341 | 1,479 | 337 | | 164 | 575 | 113 | 5,225 | 2,279 | 1,303 | 612 |
| | 1987 | 15,304 | 4,293 | 4,217 | 1,300 | 232 | | 147 | 434 | 89 | 4,646 | 1,906 | 1,143 | 420 |
| Custer | 1991 | 93,807 | 35,925 | 34,960 | 10,605 | 7,486 | 6,228 | 5,373 | 1,585 | 1,123 | 3,501 | 13,902 | 4,820 | 5,525 |
| | 1987 | 78,704 | 27,388 | 26,647 | 9,894 | 6,490 | 5,346 | 4,265 | 1,693 | 1,202 | 4,778 | 11,114 | 5,160 | 3,514 |
| Daniels | 1991 | 6,446 | 1,473 | 1,394 | 892 | 96 | | 249 | 125 | | 2,067 | 23 | 590 | 775 |
| | 1987 | 6,597 | 1,752 | 1,658 | 809 | 144 | | 274 | 126 | | 1,963 | 49 | 454 | 805 |
| Dawson | 1991 | 49,395 | 13,153 | 12,701 | 5,218 | 5,443 | 5,434 | 2,175 | 2,133 | 725 | 6,138 | 6,953 | 1,615 | 3,665 |
| | 1987 | 52,231 | 12,473 | 12,041 | 5,051 | 4,701 | 4,695 | 2,402 | 2,072 | 728 | 8,579 | 8,882 | 2,276 | 2,756 |
| Deer Lodge | 1991 | 45,566 | 16,218 | 15,559 | 5,200 | 886 | | 2,279 | 1,274 | 535 | 9,037 | 1,516 | 1,801 | 5,519 |
| | 1987 | 40,948 | 13,578 | 13,024 | 5,272 | 790 | | 1,718 | 1,040 | 448 | 9,620 | 1,616 | 1,768 | 3,704 |
| Fallon | 1991 | 11,907 | 2,427 | 2,347 | 1,339 | 746 | | 627 | 167 | 167 | 3,507 | 1,132 | 737 | 242 |
| | 1987 | 12,326 | 3,580 | 3,462 | 1,043 | 675 | | 505 | 195 | 195 | 3,326 | 1,071 | 829 | 366 |
| Fergus | 1991 | 58,794 | 12,125 | 11,787 | 5,405 | 4,281 | 1,590 | 5,142 | 2,348 | 1,863 | 10,531 | 5,124 | 6,326 | 2,780 |
| | 1987 | 51,179 | 11,153 | 10,840 | 4,866 | 2,976 | 1,068 | 3,638 | 2,080 | 1,680 | 11,266 | 4,959 | 4,567 | 1,935 |
| Flathead | 1991 | 496,013 | 106,325 | 101,000 | 58,284 | 69,368 | 62,243 | 14,431 | 26,618 | 13,505 | 89,200 | 23,168 | 47,425 | 11,892 |
| | 1987 | 377,433 | 87,278 | 82,891 | 42,286 | 41,571 | 37,079 | 12,432 | 18,626 | 9,503 | 81,491 | 18,328 | 30,153 | 8,074 |
| Gallatin | 1991 | 445,684 | 91,356 | 87,452 | 54,316 | 33,059 | 19,666 | 23,083 | 18,813 | 7,887 | 66,570 | 43,650 | 37,862 | 23,321 |
| | 1987 | 344,721 | 63,179 | 60,467 | 38,788 | 24,351 | 14,175 | 14,390 | 15,268 | 6,575 | 66,615 | 38,819 | 27,289 | 14,626 |
| Garfield | 1991 | 5,702 | 840 | 805 | 540 | 217 | | | | | 96 | 2,532 | 1,103 | 245 |
| | 1987 | 4,309 | 845 | 810 | 416 | 150 | | | | | 60 | 1,875 | 675 | 182 |
| Glacier | 1991 | 56,216 | 14,513 | 14,089 | 6,337 | 2,785 | | 4,229 | 1,349 | 1,126 | 9,749 | 5,242 | 7,181 | 2,103 |
| | 1987 | 49,229 | 11,967 | 11,615 | 5,242 | 2,447 | | 3,176 | 1,124 | 946 | 9,853 | 5,628 | 5,449 | 1,536 |
| Golden Valley | 1991 | 1,959 | 1,373 | 1,287 | 408 | | | | | | 85 | | | |
| | 1987 | 1,555 | 971 | 910 | 340 | | | | | | 98 | | | |
| Granite | 1991 | 8,955 | 2,659 | 2,514 | 1,011 | | | 217 | 59 | | 1,622 | 2,079 | 187 | 156 |
| | 1987 | 7,742 | 1,714 | 1,620 | 860 | | | 162 | 85 | | 1,354 | 2,317 | 184 | 136 |
| Hill | 1991 | 109,617 | 34,399 | 34,020 | 12,231 | 12,322 | 6,210 | 6,682 | 5,506 | 2,930 | 15,533 | 9,462 | 5,402 | 2,155 |
| | 1987 | 92,339 | 24,954 | 24,674 | 9,795 | 9,805 | 4,804 | 5,766 | 4,607 | 2,471 | 15,946 | 7,528 | 5,478 | 2,160 |
| Jefferson | 1991 | 17,713 | 7,833 | 7,277 | 3,244 | 170 | | 66 | 184 | | 1,598 | 2,251 | 1,756 | 70 |
| | 1987 | 14,716 | 5,853 | 5,437 | 2,829 | 238 | | 58 | 295 | | 1,335 | 2,080 | 1,250 | 62 |
| Judith Basin | 1991 | 3,493 | 698 | 639 | 1,036 | 278 | | | 170 | | 733 | 471 | | |
| | 1987 | 3,392 | 619 | 567 | 882 | 333 | | | 131 | | 712 | 523 | | |
| Lake | 1991 | 106,897 | 29,924 | 28,181 | 11,217 | 2,963 | 1,002 | 2,065 | 2,781 | 1,529 | 14,669 | 22,514 | 7,426 | 5,276 |
| | 1987 | 82,570 | 24,043 | 22,638 | 8,785 | 2,051 | 671 | 2,068 | 1,968 | 1,110 | 13,702 | 14,366 | 5,451 | 3,751 |
| Lewis and Clark | 1991 | 362,700 | 98,406 | 95,821 | 39,214 | 39,918 | 32,538 | 10,317 | 15,875 | 8,658 | 51,267 | 23,948 | 15,056 | 10,688 |
| | 1987 | 297,274 | 77,608 | 75,554 | 34,965 | 31,868 | 25,719 | 7,410 | 13,260 | 7,293 | 49,120 | 22,790 | 13,164 | 7,758 |
| Liberty | 1991 | 8,059 | 3,389 | 3,239 | 856 | | | 284 | 34 | | 778 | 229 | 949 | 1,193 |
| | 1987 | 7,147 | 2,852 | 2,725 | 697 | | | 216 | 53 | | 926 | 347 | 696 | 917 |
| Lincoln | 1991 | 89,610 | 29,050 | 28,358 | 9,650 | 3,917 | | 3,517 | 1,988 | 1,491 | 13,890 | 11,567 | 5,101 | 3,402 |
| | 1987 | 71,237 | 23,974 | 23,398 | 7,325 | 2,901 | | 2,313 | 1,635 | 1,246 | 13,384 | 8,313 | 3,441 | 2,104 |
| McCone | 1991 | 5,753 | 1,986 | 1,885 | 491 | 127 | | 36 | 58 | | 676 | 2,006 | 197 | 124 |
| | 1987 | 7,199 | 3,389 | 3,216 | 477 | 145 | | 50 | 85 | | 629 | 1,988 | 212 | 162 |
| Madison | 1991 | 19,287 | 5,474 | 5,274 | 2,943 | 168 | | 491 | 125 | | 955 | 2,738 | 2,572 | 874 |
| | 1987 | 16,044 | 4,272 | 4,115 | 2,763 | 149 | | 339 | 133 | | 1,124 | 2,350 | 1,906 | 734 |
| Meagher | 1991 | 5,510 | 2,486 | 2,405 | 1,252 | | | | | | 1,086 | 252 | 90 | 219 |
| | 1987 | 5,694 | 2,244 | 2,171 | 1,197 | | | | | | 1,286 | 419 | 128 | 164 |
| Mineral | 1991 | 15,314 | 4,492 | 4,286 | 3,083 | | | 63 | 103 | | 870 | 2,072 | 496 | 758 |
| | 1987 | 13,238 | 3,920 | 3,739 | 2,314 | | | 72 | 123 | | 714 | 2,178 | 389 | 491 |
| Missoula | 1991 | 709,657 | 146,457 | 142,459 | 73,977 | 79,545 | 65,744 | 34,527 | 35,175 | 17,856 | 146,343 | 56,955 | 48,592 | 13,676 |
| | 1987 | 557,606 | 106,991 | 104,050 | 58,468 | 64,800 | 53,056 | 23,885 | 26,657 | 13,804 | 129,726 | 47,957 | 29,872 | 10,398 |
| Musselshell | 1991 | 15,283 | 3,845 | 3,716 | 1,800 | 522 | | 525 | 488 | 488 | 2,370 | 3,237 | 1,422 | |
| | 1987 | 13,872 | 3,818 | 3,689 | 1,705 | 537 | | 350 | 449 | 449 | 2,285 | 2,709 | 1,132 | |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1991<br>U.S. CENSUS: 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **METRO AREA**<br>County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **MONTANA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Park | 1991 | 76,526 | 21,746 | 21,427 | 7,871 | 754 | | 3,176 | 1,687 | 417 | 11,380 | 13,002 | 2,779 | 3,002 |
| | 1987 | 60,965 | 17,366 | 17,108 | 6,691 | 543 | | 2,495 | 1,182 | 300 | 11,035 | 9,356 | 2,416 | 2,176 |
| Petroleum | 1991 | 827 | 599 | 77 | 41 | | | | | | 58 | 67 | | |
| | 1987 | 790 | 469 | 60 | 59 | | | | | | 68 | 93 | | |
| Phillips | 1991 | 23,068 | 7,373 | 7,078 | 2,108 | 1,015 | | 1,006 | 415 | 415 | 4,355 | 1,052 | 2,531 | 2,575 |
| | 1987 | 20,898 | 5,864 | 5,628 | 2,256 | 1,008 | | 997 | 312 | 312 | 4,119 | 1,492 | 2,419 | 1,684 |
| Pondera | 1991 | 26,815 | 6,300 | 5,845 | 2,304 | 429 | | 1,218 | 696 | 696 | 9,223 | 2,795 | 1,236 | 1,787 |
| | 1987 | 25,785 | 5,697 | 5,284 | 2,201 | 590 | | 1,203 | 847 | 847 | 10,151 | 2,097 | 997 | 1,278 |
| Powder River | 1991 | 3,620 | 162 | 117 | 744 | | | 86 | 35 | | 632 | 1,276 | 280 | 112 |
| | 1987 | 3,828 | 127 | 92 | 514 | | | 105 | 54 | | 1,071 | 1,303 | 246 | 125 |
| Powell | 1991 | 26,800 | 9,420 | 9,133 | 3,401 | 905 | | 184 | 52 | | 6,852 | 801 | 2,425 | 582 |
| | 1987 | 23,605 | 7,112 | 6,894 | 2,789 | 683 | | 244 | 52 | | 7,059 | 1,515 | 1,671 | 576 |
| Prairie | 1991 | 1,257 | 100 | 89 | 410 | | | | | | 174 | | 304 | 169 |
| | 1987 | 1,796 | 225 | 201 | 437 | | | | | | 398 | | 358 | 198 |
| Ravalli | 1991 | 99,428 | 34,090 | 33,691 | 8,874 | 2,640 | | 3,944 | 3,502 | 2,284 | 12,839 | 8,424 | 11,407 | 4,819 |
| | 1987 | 75,280 | 24,332 | 24,042 | 7,796 | 1,960 | | 3,169 | 2,417 | 1,597 | 11,237 | 7,667 | 7,318 | 2,964 |
| Richland | 1991 | 46,967 | 5,748 | 5,458 | 5,474 | 4,366 | | 3,517 | 2,389 | 1,957 | 11,186 | 1,966 | 3,609 | 3,688 |
| | 1987 | 54,380 | 7,884 | 7,484 | 6,178 | 4,628 | | 3,210 | 2,701 | 2,219 | 14,109 | 3,242 | 4,213 | 2,737 |
| Roosevelt | 1991 | 53,837 | 15,172 | 14,744 | 3,425 | 846 | | 3,083 | 637 | 637 | 6,707 | 15,127 | 5,025 | 2,008 |
| | 1987 | 51,459 | 14,382 | 13,974 | 3,679 | 1,263 | | 2,295 | 605 | 605 | 8,951 | 12,742 | 4,206 | 1,389 |
| Rosebud | 1991 | 40,229 | 13,866 | 13,446 | 2,784 | 705 | | 1,948 | 645 | 484 | 8,267 | 7,627 | 2,371 | 890 |
| | 1987 | 36,738 | 12,619 | 12,234 | 2,898 | 667 | | 1,143 | 457 | 351 | 9,221 | 5,966 | 1,924 | 543 |
| Sanders | 1991 | 28,117 | 11,204 | 10,784 | 3,203 | 191 | | 314 | 246 | | 2,101 | 6,584 | 1,548 | 1,616 |
| | 1987 | 21,835 | 8,273 | 7,962 | 2,689 | 312 | | 228 | 206 | | 1,488 | 5,052 | 1,189 | 1,065 |
| Sheridan | 1991 | 24,740 | 7,452 | 7,184 | 3,607 | 347 | | 2,240 | 1,194 | 950 | 2,034 | 974 | 3,177 | 1,260 |
| | 1987 | 23,714 | 6,463 | 6,230 | 3,680 | 403 | | 1,867 | 1,584 | 1,253 | 2,102 | 1,941 | 2,790 | 891 |
| Silver Bow | 1991 | 249,603 | 55,156 | 54,431 | 32,448 | 16,540 | 3,385 | 9,149 | 14,914 | 5,155 | 41,081 | 20,115 | 20,083 | 16,841 |
| | 1987 | 206,915 | 43,544 | 42,963 | 26,410 | 14,481 | 2,836 | 6,140 | 12,689 | 4,424 | 42,515 | 19,380 | 12,901 | 11,349 |
| Stillwater | 1991 | 33,163 | 8,962 | 8,575 | 2,816 | 226 | | 738 | 206 | 206 | 5,016 | 10,936 | 2,837 | 511 |
| | 1987 | 27,708 | 5,089 | 4,868 | 2,481 | 386 | | 481 | 274 | 274 | 3,584 | 11,703 | 2,324 | 539 |
| Sweet Grass | 1991 | 16,413 | 2,724 | 2,602 | 2,253 | | | 210 | 471 | | 4,553 | 3,358 | 772 | 642 |
| | 1987 | 13,982 | 2,443 | 2,333 | 1,667 | | | 378 | 361 | | 3,438 | 3,213 | 1,061 | 456 |
| Teton | 1991 | 18,683 | 4,374 | 4,282 | 1,141 | 137 | | 497 | 220 | 220 | 7,717 | 567 | 2,088 | 1,257 |
| | 1987 | 16,011 | 3,903 | 3,820 | 1,115 | 157 | | 361 | 208 | 208 | 6,530 | 624 | 1,772 | 788 |
| Toole | 1991 | 20,074 | 7,068 | 6,846 | 3,420 | | | 1,481 | 377 | 377 | 1,435 | 2,239 | 872 | 2,374 |
| | 1987 | 19,034 | 6,395 | 6,193 | 3,211 | | | 1,270 | 469 | 469 | 1,819 | 2,549 | 930 | 1,554 |
| Treasure | 1991 | 876 | 141 | 132 | 316 | | | | | | | 247 | 172 | |
| | 1987 | 803 | 175 | 165 | 299 | | | | | | | 192 | 137 | |
| Valley | 1991 | 42,011 | 12,289 | 11,432 | 4,613 | 2,577 | | 2,237 | 870 | 399 | 6,955 | 4,513 | 2,069 | 2,730 |
| | 1987 | 41,028 | 10,163 | 9,452 | 4,227 | 2,629 | | 1,845 | 959 | 463 | 8,012 | 5,724 | 2,582 | 1,766 |
| Wheatland | 1991 | 6,067 | 2,574 | 2,456 | 777 | | | 586 | 26 | | 683 | 898 | 420 | |
| | 1987 | 5,676 | 2,478 | 2,365 | 546 | | | 558 | 52 | | 776 | 690 | 419 | |
| Wibaux | 1991 | 984 | 103 | 76 | 141 | | | | | | 61 | 665 | | |
| | 1987 | 851 | 59 | 43 | 144 | | | | | | 75 | 555 | | |
| Yellowstone | 1991 | 1,093,984 | 265,633 | 258,040 | 119,489 | 144,029 | 126,847 | 45,977 | 52,137 | 34,810 | 244,839 | 54,405 | 46,419 | 21,522 |
| | 1987 | 906,157 | 193,748 | 188,172 | 95,257 | 119,087 | 104,193 | 37,608 | 42,792 | 29,018 | 218,230 | 56,467 | 48,048 | 16,917 |
| **TOTAL METRO COUNTIES** | **1991** | **1,717,422** | **384,121** | **372,579** | **191,628** | **246,853** | **221,525** | **73,602** | **83,205** | **50,389** | **377,417** | **98,120** | **75,693** | **38,236** |
| | 1987 | 1,422,085 | 292,760 | 283,865 | 150,454 | 197,370 | 175,960 | 58,389 | 70,143 | 42,977 | 344,024 | 91,044 | 72,494 | 30,939 |
| **TOTAL STATE** | **1991** | **5,472,882** | **1,331,343** | **1,287,183** | **612,675** | **547,509** | **425,565** | **232,296** | **231,162** | **125,696** | **1,000,427** | **464,866** | **351,832** | **188,963** |
| | 1987 | 4,510,758 | 1,042,396 | 1,007,366 | 495,863 | 428,015 | 325,409 | 176,873 | 190,156 | 105,613 | 950,243 | 415,783 | 276,141 | 135,593 |
| **NEBRASKA** | | | | | | | | | | | | | | |
| **LINCOLN** | **1991** | **1,579,558** | **309,154** | **176,954** | **172,109** | **212,485** | **197,743** | **88,171** | **42,772** | **19,871** | **357,671** | **122,727** | **107,546** | **54,274** |
| | 1987 | 1,283,529 | 240,537 | 137,652 | 138,594 | 176,182 | 163,310 | 73,740 | 55,160 | 26,321 | 271,997 | 95,229 | 84,186 | 42,865 |
| Lancaster | 1991 | 1,579,558 | 309,154 | 176,954 | 172,109 | 212,485 | 197,743 | 88,171 | 42,772 | 19,871 | 357,671 | 122,727 | 107,546 | 54,274 |
| | 1987 | 1,283,529 | 240,537 | 137,652 | 138,594 | 176,182 | 163,310 | 73,740 | 55,160 | 26,321 | 271,997 | 95,229 | 84,186 | 42,865 |
| **OMAHA** | **1991** | **4,877,841** | **931,132** | **890,286** | **518,041** | **695,088** | **632,232** | **200,755** | **258,500** | **192,027** | **1,194,503** | **343,288** | **195,530** | **173,976** |
| | 1987 | 3,943,609 | 756,267 | 722,700 | 424,944 | 524,951 | 474,528 | 167,847 | 279,787 | 210,367 | 891,498 | 293,553 | 173,731 | 133,040 |
| Douglas | 1991 | 3,717,333 | 724,768 | 691,372 | 407,372 | 524,256 | 468,703 | 168,935 | 244,258 | 186,439 | 848,738 | 222,675 | 145,697 | 125,489 |
| | 1987 | 3,002,966 | 592,588 | 565,170 | 335,565 | 393,779 | 350,010 | 142,818 | 262,774 | 203,487 | 626,460 | 177,931 | 131,051 | 95,055 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1991<br>U.S. CENSUS: 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **NEBRASKA (continued)** | | | | | | | | | | | | | | |
| **OMAHA (continued)** | | | | | | | | | | | | | | |
| Sarpy | 1991 | 455,183 | 117,324 | 114,072 | 49,210 | 101,142 | 97,315 | 11,480 | 5,173 | 1,863 | 72,745 | 49,098 | 18,725 | 15,261 |
| | 1987 | 357,199 | 83,786 | 81,447 | 36,093 | 75,845 | 72,810 | 8,955 | 5,498 | 2,046 | 61,159 | 44,193 | 15,212 | 10,869 |
| Washington | 1991 | 73,668 | 6,659 | 5,933 | 6,869 | 2,642 | | 1,972 | 943 | 460 | 34,779 | 6,344 | 5,142 | 2,065 |
| | 1987 | 59,934 | 6,389 | 5,691 | 6,606 | 2,934 | | 1,696 | 1,487 | 729 | 23,226 | 5,916 | 4,729 | 1,411 |
| *Pottawattamie, Iowa* | *1991* | *631,657* | *82,381* | *78,909* | *54,590* | *67,048* | *66,214* | *18,368* | *8,126* | *3,265* | *238,241* | *65,171* | *25,966* | *31,161* |
| | *1987* | *523,510* | *73,504* | *70,392* | *46,680* | *52,393* | *51,708* | *14,378* | *10,028* | *4,105* | *180,653* | *65,513* | *22,739* | *25,705* |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Adams | 1991 | 211,701 | 64,285 | 62,942 | 17,206 | 24,736 | 4,676 | 10,602 | 8,436 | 3,761 | 46,190 | 16,835 | 8,849 | 6,951 |
| | 1987 | 179,457 | 42,172 | 41,282 | 18,045 | 23,411 | 4,240 | 8,716 | 9,181 | 4,196 | 40,668 | 12,670 | 9,556 | 6,358 |
| Antelope | 1991 | 34,170 | 3,754 | 3,577 | 2,280 | 55 | | 79 | 335 | 292 | 13,238 | 8,145 | 4,414 | 285 |
| | 1987 | 29,215 | 3,593 | 3,423 | 1,949 | 62 | | 167 | 521 | 453 | 11,041 | 6,169 | 3,490 | 395 |
| Arthur | 1991 | 795 | | | 177 | | | | | | | 618 | | |
| | 1987 | 751 | | | 187 | | | | | | | 564 | | |
| Banner | 1991 | 47 | | | | | | | | | | | | |
| | 1987 | 36 | | | | | | | | | | | | |
| Blaine | 1991 | 1,381 | | | 40 | | | | | | 220 | 679 | | |
| | 1987 | 1,324 | | | 49 | | | | | | 217 | 447 | | |
| Boone | 1991 | 38,055 | 6,437 | 5,701 | 2,520 | 199 | | 1,107 | 245 | 245 | 9,384 | 8,891 | 1,275 | 1,331 |
| | 1987 | 32,887 | 6,114 | 5,414 | 2,433 | 224 | | 936 | 422 | 422 | 8,752 | 6,074 | 1,627 | 1,093 |
| Box Butte | 1991 | 64,229 | 18,265 | 17,727 | 6,306 | 10,757 | 2,924 | 2,446 | 1,621 | 1,250 | 13,067 | 3,459 | 2,333 | 2,341 |
| | 1987 | 55,262 | 15,656 | 15,191 | 5,145 | 8,063 | 2,109 | 2,459 | 1,827 | 1,431 | 10,414 | 2,833 | 2,322 | 2,052 |
| Boyd | 1991 | 8,460 | 2,213 | 2,099 | 1,356 | 250 | | 46 | 202 | | 360 | 1,794 | 1,197 | |
| | 1987 | 7,083 | 2,034 | 1,929 | 960 | 265 | | 64 | 234 | | 414 | 1,306 | 954 | |
| Brown | 1991 | 14,996 | 3,362 | 2,923 | 1,253 | 726 | | 103 | 325 | 200 | 3,856 | 1,652 | 2,051 | 596 |
| | 1987 | 13,810 | 3,195 | 2,776 | 1,402 | 581 | | 177 | 471 | 301 | 3,269 | 1,201 | 1,700 | 523 |
| Buffalo | 1991 | 279,829 | 43,680 | 41,520 | 36,851 | 45,067 | 42,648 | 18,860 | 12,217 | 5,793 | 43,392 | 32,038 | 14,984 | 6,785 |
| | 1987 | 231,398 | 43,357 | 41,205 | 28,830 | 30,519 | 28,798 | 13,327 | 13,123 | 6,461 | 41,110 | 23,717 | 12,002 | 5,075 |
| Burt | 1991 | 28,357 | 7,731 | 7,351 | 2,140 | 1,054 | | 849 | 396 | | 6,694 | 3,607 | 1,612 | 1,838 |
| | 1987 | 25,992 | 6,144 | 5,841 | 2,232 | 948 | | 736 | 807 | | 5,744 | 3,457 | 1,717 | 1,649 |
| Butler | 1991 | 28,623 | 5,238 | 4,502 | 1,580 | 409 | | 394 | 164 | 164 | 9,182 | 4,892 | 2,951 | 610 |
| | 1987 | 23,721 | 5,135 | 4,413 | 1,572 | 427 | | 260 | 326 | 326 | 6,181 | 3,815 | 2,726 | 738 |
| Cass | 1991 | 59,637 | 10,651 | 10,270 | 8,955 | 662 | | 761 | 538 | 91 | 20,039 | 10,230 | 3,096 | 1,996 |
| | 1987 | 48,635 | 10,305 | 9,935 | 6,887 | 673 | | 504 | 617 | 103 | 15,136 | 7,567 | 2,799 | 1,705 |
| Cedar | 1991 | 29,664 | 7,044 | 6,568 | 2,516 | 207 | | 181 | 204 | 93 | 4,699 | 7,551 | 2,330 | 1,145 |
| | 1987 | 25,692 | 5,935 | 5,533 | 2,283 | 267 | | 157 | 418 | 197 | 4,109 | 5,962 | 2,726 | 914 |
| Chase | 1991 | 21,785 | 4,518 | 4,312 | 1,206 | 67 | | 993 | 568 | | 4,179 | 8,385 | 202 | 718 |
| | 1987 | 20,152 | 4,851 | 4,628 | 1,086 | 126 | | 699 | 765 | | 4,306 | 6,184 | 352 | 748 |
| Cherry | 1991 | 40,133 | 9,841 | 9,190 | 5,244 | 1,717 | 1,700 | 2,038 | 1,292 | 1,059 | 11,566 | 2,123 | 1,759 | 748 |
| | 1987 | 33,250 | 7,704 | 7,193 | 4,150 | 2,116 | 2,096 | 1,598 | 1,723 | 1,423 | 8,895 | 1,643 | 1,448 | 647 |
| Cheyenne | 1991 | 235,750 | 9,125 | 8,696 | 4,556 | 7,089 | | 2,564 | 6,202 | 2,128 | 15,986 | 8,985 | 4,700 | 6,323 |
| | 1987 | 169,852 | 11,217 | 10,688 | 4,646 | 7,702 | | 2,486 | 5,105 | 1,758 | 12,008 | 7,134 | 3,606 | 4,741 |
| Clay | 1991 | 27,068 | 7,639 | 7,208 | 3,530 | 263 | | 321 | 248 | | 4,949 | 6,116 | 1,983 | 532 |
| | 1987 | 22,268 | 6,686 | 6,308 | 2,668 | 205 | | 194 | 359 | | 4,905 | 3,819 | 1,632 | 325 |
| Colfax | 1991 | 36,527 | 8,889 | 8,150 | 4,890 | 1,624 | | 790 | 1,182 | 1,182 | 6,306 | 7,135 | 1,389 | 1,792 |
| | 1987 | 32,062 | 7,656 | 7,018 | 4,507 | 1,776 | | 581 | 1,304 | 1,304 | 5,949 | 5,277 | 1,524 | 1,231 |
| Cuming | 1991 | 52,267 | 8,724 | 7,744 | 3,808 | 364 | | 902 | 1,123 | 333 | 16,567 | 12,116 | 3,775 | 1,021 |
| | 1987 | 44,510 | 8,522 | 7,563 | 3,199 | 494 | | 989 | 1,218 | 360 | 12,825 | 9,700 | 2,918 | 989 |
| Custer | 1991 | 60,466 | 18,207 | 17,321 | 3,791 | 2,312 | 1,835 | 1,024 | 363 | 224 | 13,631 | 9,350 | 5,053 | 2,166 |
| | 1987 | 53,096 | 14,191 | 13,498 | 3,602 | 2,842 | 2,230 | 1,211 | 716 | 448 | 12,384 | 6,790 | 4,306 | 1,953 |
| □ Dakota | 1991 | 67,247 | 20,509 | 17,726 | 11,848 | 975 | | 244 | 3,087 | 2,204 | 13,387 | 9,463 | 2,307 | 2,605 |
| | 1987 | 58,922 | 15,461 | 13,360 | 10,037 | 783 | | 216 | 4,060 | 2,897 | 10,150 | 9,518 | 2,175 | 1,978 |
| Dawes | 1991 | 59,159 | 8,760 | 8,294 | 6,757 | 2,727 | | 1,239 | 374 | 374 | 16,387 | 8,694 | 5,019 | 2,156 |
| | 1987 | 51,055 | 9,534 | 9,025 | 5,525 | 2,299 | | 1,436 | 742 | 742 | 14,019 | 5,641 | 4,100 | 1,728 |
| Dawson | 1991 | 118,757 | 28,937 | 28,253 | 7,968 | 13,497 | 5,151 | 3,729 | 2,291 | 1,827 | 17,364 | 19,331 | 3,067 | 4,719 |
| | 1987 | 105,130 | 26,411 | 25,781 | 7,269 | 9,007 | 3,325 | 3,255 | 3,210 | 2,602 | 15,328 | 15,016 | 3,988 | 4,277 |
| Deuel | 1991 | 17,019 | 1,443 | 1,368 | 1,904 | 142 | | 96 | 512 | 512 | 4,438 | 6,996 | 621 | 614 |
| | 1987 | 16,554 | 1,257 | 1,192 | 2,351 | 157 | | 109 | 697 | 697 | 3,342 | 7,201 | 639 | 489 |
| Dixon | 1991 | 14,699 | 5,232 | 4,893 | 1,568 | 66 | | 71 | 26 | | 2,394 | 4,073 | 580 | 318 |
| | 1987 | 12,053 | 4,180 | 3,908 | 1,367 | 115 | | 74 | 51 | | 1,795 | 2,970 | 518 | 421 |
| Dodge | 1991 | 284,627 | 43,437 | 42,389 | 24,407 | 39,916 | 31,650 | 4,541 | 4,204 | 1,861 | 104,428 | 22,599 | 12,830 | 10,783 |
| | 1987 | 230,785 | 37,815 | 36,895 | 20,794 | 30,100 | 23,602 | 5,206 | 5,805 | 2,616 | 73,233 | 18,628 | 11,306 | 8,505 |
| Douglas | 1991 | 3,717,333 | 724,768 | 691,372 | 407,372 | 524,256 | 468,703 | 168,935 | 244,258 | 186,439 | 848,738 | 222,675 | 145,697 | 125,489 |
| | 1987 | 3,002,966 | 592,588 | 565,170 | 335,565 | 393,779 | 350,010 | 142,818 | 262,774 | 203,487 | 626,460 | 177,931 | 131,051 | 95,055 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1991
U.S. CENSUS 1987

| METRO AREA<br>County | Year | Total Retail Sales ($000) | Food Stores |  | Eating & Drinking Places | General Merchandise Stores |  | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores |  | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **NEBRASKA (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **ALL COUNTIES (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Dundy | 1991 | 5,513 | 2,929 | 2,890 | 645 |  |  | 75 |  |  | 1,165 | 147 | 203 | 51 |
|  | 1987 | 6,157 | 2,632 | 2,596 | 670 |  |  | 90 |  |  | 1,379 | 255 | 437 | 99 |
| Fillmore | 1991 | 19,779 | 5,144 | 4,906 | 3,080 | 640 |  | 840 | 1,166 | 458 | 4,318 | 514 | 725 | 969 |
|  | 1987 | 19,321 | 4,314 | 4,113 | 2,855 | 727 |  | 857 | 1,420 | 553 | 3,949 | 986 | 1,103 | 939 |
| Franklin | 1991 | 12,967 | 3,289 | 3,134 | 1,159 |  |  | 194 | 269 | 269 | 2,530 | 1,211 | 830 | 383 |
|  | 1987 | 11,899 | 3,288 | 3,132 | 1,162 |  |  | 188 | 352 | 352 | 1,968 | 1,091 | 996 | 356 |
| Frontier | 1991 | 6,821 | 1,356 | 1,244 | 747 |  |  | 84 |  |  | 2,983 | 1,132 | 119 | 90 |
|  | 1987 | 6,411 | 1,276 | 1,170 | 701 |  |  | 90 |  |  | 2,625 | 1,055 | 151 | 120 |
| Furnas | 1991 | 24,946 | 6,823 | 6,170 | 882 | 388 |  | 242 | 433 | 433 | 7,507 | 5,750 | 1,101 | 974 |
|  | 1987 | 21,721 | 5,704 | 5,158 | 1,121 | 388 |  | 191 | 661 | 661 | 6,891 | 3,907 | 981 | 1,067 |
| Gage | 1991 | 129,588 | 31,187 | 30,019 | 9,917 | 14,092 | 5,016 | 8,695 | 2,864 | 1,201 | 23,928 | 17,691 | 7,514 | 5,355 |
|  | 1987 | 112,454 | 25,138 | 24,192 | 8,698 | 11,399 | 3,921 | 6,705 | 3,382 | 1,436 | 23,539 | 13,158 | 6,594 | 4,394 |
| Garden | 1991 | 7,315 | 2,437 | 2,305 | 518 | 65 |  | 98 |  |  | 433 | 2,503 | 738 | 177 |
|  | 1987 | 6,540 | 1,925 | 1,821 | 595 | 122 |  | 91 |  |  | 365 | 2,091 | 611 | 258 |
| Garfield | 1991 | 12,777 | 1,966 | 1,860 | 851 |  |  | 123 | 118 | 118 | 1,479 | 5,267 | 1,693 | 180 |
|  | 1987 | 11,717 | 1,962 | 1,856 | 736 |  |  | 135 | 172 | 172 | 1,124 | 4,534 | 1,697 | 295 |
| Gosper | 1991 | 1,695 | 238 | 217 | 479 |  |  |  | 31 |  | 145 | 45 |  | 141 |
|  | 1987 | 1,852 | 396 | 360 | 334 |  |  |  | 57 |  | 165 | 49 |  | 154 |
| Grant | 1991 | 1,890 | 294 | 271 | 599 |  |  | 77 | 90 |  |  | 341 | 456 |  |
|  | 1987 | 1,948 | 408 | 376 | 521 |  |  | 95 | 185 |  |  | 296 | 394 |  |
| Greeley | 1991 | 6,146 | 2,391 | 2,273 | 726 |  |  |  | 49 |  | 674 | 1,234 | 369 | 201 |
|  | 1987 | 6,368 | 1,978 | 1,881 | 565 |  |  |  | 72 |  | 509 | 1,764 | 628 | 279 |
| Hall | 1991 | 454,760 | 47,278 | 44,999 | 42,138 | 113,920 | 109,849 | 25,493 | 13,111 | 7,312 | 83,902 | 74,586 | 19,841 | 9,434 |
|  | 1987 | 374,067 | 40,727 | 38,756 | 38,453 | 84,741 | 81,555 | 22,557 | 15,486 | 8,788 | 76,859 | 44,199 | 19,936 | 7,187 |
| Hamilton | 1991 | 30,969 | 4,421 | 4,185 | 1,713 | 1,154 |  | 290 | 255 | 155 | 9,676 | 6,410 | 2,318 | 3,322 |
|  | 1987 | 26,984 | 4,050 | 3,833 | 1,553 | 1,504 |  | 228 | 492 | 307 | 8,132 | 4,567 | 2,064 | 2,966 |
| Harlan | 1991 | 12,794 | 2,751 | 2,315 | 1,379 | 244 |  | 628 | 369 | 266 | 2,161 | 2,840 | 499 | 314 |
|  | 1987 | 13,047 | 2,744 | 2,309 | 1,313 | 471 |  | 503 | 677 | 491 | 2,463 | 2,330 | 763 | 372 |
| Hayes | 1991 | 2,336 | 759 | 643 | 71 |  |  |  |  |  |  | 1,273 | 120 |  |
|  | 1987 | 2,286 | 789 | 668 | 87 |  |  |  |  |  |  | 1,064 | 131 |  |
| Hitchcock | 1991 | 9,509 | 2,162 | 2,023 | 730 |  |  |  | 44 |  | 616 | 981 | 2,374 | 66 |
|  | 1987 | 7,581 | 1,652 | 1,546 | 647 |  |  |  | 73 |  | 600 | 575 | 1,768 | 81 |
| Holt | 1991 | 75,212 | 13,245 | 12,689 | 4,933 | 5,828 | 3,718 | 2,677 | 1,711 | 549 | 18,304 | 14,020 | 4,183 | 1,498 |
|  | 1987 | 62,231 | 12,255 | 11,738 | 3,962 | 4,706 | 2,946 | 2,183 | 2,047 | 678 | 14,516 | 10,532 | 3,617 | 1,420 |
| Hooker | 1991 | 4,128 | 1,870 | 1,753 | 144 | 92 |  |  |  |  | 438 | 1,240 |  |  |
|  | 1987 | 3,528 | 1,695 | 1,589 | 94 | 100 |  |  |  |  | 338 | 984 |  |  |
| Howard | 1991 | 17,803 | 4,696 | 4,310 | 1,858 | 41 |  | 463 | 407 | 407 | 1,491 | 1,906 | 1,811 | 1,285 |
|  | 1987 | 16,447 | 3,987 | 3,659 | 1,607 | 46 |  | 391 | 871 | 871 | 1,861 | 2,063 | 1,491 | 988 |
| Jefferson | 1991 | 47,126 | 10,667 | 9,656 | 4,482 | 6,714 | 6,556 | 1,173 | 1,476 | 736 | 9,449 | 6,936 | 1,269 | 1,093 |
|  | 1987 | 42,333 | 8,870 | 8,027 | 3,881 | 5,667 | 5,527 | 1,315 | 2,227 | 1,113 | 8,325 | 5,320 | 1,548 | 1,182 |
| Johnson | 1991 | 16,525 | 2,325 | 2,103 | 2,019 | 542 |  | 433 | 295 | 295 | 2,931 | 4,720 | 759 | 861 |
|  | 1987 | 14,336 | 1,827 | 1,652 | 1,775 | 661 |  | 328 | 412 | 412 | 2,233 | 3,882 | 842 | 740 |
| Kearney | 1991 | 21,922 | 6,219 | 5,916 | 2,469 | 525 |  | 840 | 271 | 193 | 3,390 | 3,370 | 1,945 | 228 |
|  | 1987 | 19,598 | 4,276 | 4,067 | 2,269 | 621 |  | 533 | 437 | 318 | 3,096 | 2,957 | 2,586 | 376 |
| Keith | 1991 | 80,339 | 13,866 | 13,228 | 7,381 | 4,896 | 3,367 | 1,454 | 736 | 129 | 20,803 | 21,376 | 4,323 | 976 |
|  | 1987 | 72,519 | 13,608 | 12,979 | 6,265 | 4,742 | 3,205 | 1,413 | 1,058 | 195 | 17,708 | 18,501 | 4,247 | 877 |
| Keya Paha | 1991 | 2,487 | 258 | 224 | 202 |  |  |  |  |  | 41 | 1,842 |  |  |
|  | 1987 | 2,490 | 396 | 344 | 220 |  |  |  |  |  | 46 | 1,598 |  |  |
| Kimball | 1991 | 23,702 | 5,429 | 5,027 | 2,151 | 2,304 |  | 429 | 168 |  | 6,283 | 3,120 | 289 | 1,054 |
|  | 1987 | 21,841 | 4,958 | 4,590 | 2,045 | 1,942 |  | 488 | 292 |  | 5,752 | 2,532 | 524 | 929 |
| Knox | 1991 | 34,780 | 7,673 | 7,422 | 3,514 | 445 |  | 204 | 154 | 84 | 8,956 | 5,133 | 4,693 | 1,428 |
|  | 1987 | 30,179 | 6,623 | 6,406 | 3,221 | 491 |  | 342 | 318 | 172 | 7,084 | 4,226 | 3,771 | 1,115 |
| Lancaster | 1991 | 1,579,558 | 309,154 | 176,954 | 172,109 | 212,485 | 197,743 | 88,171 | 42,772 | 19,871 | 357,671 | 122,727 | 107,546 | 54,274 |
|  | 1987 | 1,283,529 | 240,537 | 137,652 | 138,594 | 176,182 | 163,310 | 73,740 | 55,160 | 26,321 | 271,997 | 95,229 | 84,186 | 42,865 |
| Lincoln | 1991 | 227,979 | 47,859 | 43,404 | 26,194 | 35,706 | 33,929 | 9,898 | 5,863 | 2,886 | 45,426 | 20,556 | 11,396 | 10,480 |
|  | 1987 | 193,439 | 35,218 | 31,933 | 20,470 | 28,911 | 27,391 | 7,931 | 7,809 | 3,962 | 38,980 | 19,256 | 10,608 | 9,320 |
| Logan | 1991 | 1,948 | 223 | 201 | 36 | 132 |  | 92 |  |  | 48 | 1,065 |  |  |
|  | 1987 | 1,549 | 197 | 177 | 43 | 141 |  | 98 |  |  | 51 | 731 |  |  |
| Loup | 1991 | 1,109 | 222 | 202 | 367 |  |  |  | 176 |  |  | 344 |  |  |
|  | 1987 | 973 | 197 | 179 | 246 |  |  |  | 204 |  |  | 326 |  |  |
| McPherson | 1991 | 1,162 | 978 | 921 | 57 |  |  |  |  |  |  | 127 |  |  |
|  | 1987 | 974 | 727 | 684 | 54 |  |  |  |  |  |  | 193 |  |  |
| Madison | 1991 | 264,591 | 62,412 | 60,847 | 19,043 | 57,949 | 51,984 | 18,345 | 13,021 | 6,188 | 44,599 | 13,396 | 14,852 | 4,571 |
|  | 1987 | 218,707 | 47,359 | 46,163 | 18,257 | 44,954 | 40,103 | 13,371 | 14,976 | 7,265 | 34,078 | 13,314 | 12,207 | 4,806 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1991<br>U.S. CENSUS 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls & Hardware Dealers | Drugstores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Supermarkets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **NEBRASKA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Merrick | 1991 | 34,104 | 8,212 | 7,756 | 2,579 | 750 | | 200 | 121 | | 6,778 | 7,416 | 1,425 | 229 |
| | 1987 | 30,670 | 6,871 | 6,488 | 2,353 | 543 | | 174 | 253 | | 6,101 | 7,935 | 1,594 | 246 |
| Morrill | 1991 | 11,820 | 2,439 | 2,310 | 1,310 | 225 | | 74 | 102 | | 5,145 | 1,104 | 92 | 431 |
| | 1987 | 11,595 | 2,261 | 2,141 | 1,184 | 252 | | 65 | 107 | | 5,217 | 1,006 | 91 | 346 |
| Nance | 1991 | 8,356 | 2,756 | 2,626 | 1,201 | 128 | | 174 | 265 | 265 | 837 | 1,176 | 1,250 | 230 |
| | 1987 | 7,265 | 2,489 | 2,371 | 1,011 | 184 | | 152 | 287 | 287 | 578 | 1,049 | 1,036 | 168 |
| Nemaha | 1991 | 30,023 | 3,070 | 2,839 | 4,262 | 3,024 | | 624 | 613 | 339 | 10,105 | 2,643 | 2,035 | 701 |
| | 1987 | 26,440 | 3,297 | 3,048 | 3,511 | 2,735 | | 544 | 687 | 372 | 7,715 | 2,737 | 1,832 | 605 |
| Nuckolls | 1991 | 30,527 | 10,934 | 10,399 | 2,234 | 550 | | 1,244 | 674 | 445 | 3,545 | 5,248 | 2,086 | 2,371 |
| | 1987 | 27,446 | 8,919 | 8,481 | 1,971 | 642 | | 1,147 | 797 | 543 | 3,245 | 4,726 | 1,641 | 1,875 |
| Otoe | 1991 | 80,566 | 18,119 | 16,681 | 10,525 | 8,634 | | 4,197 | 807 | 347 | 14,870 | 8,719 | 4,031 | 4,275 |
| | 1987 | 70,684 | 15,903 | 14,638 | 8,063 | 6,672 | | 2,989 | 1,123 | 483 | 15,581 | 8,252 | 3,512 | 3,275 |
| Pawnee | 1991 | 8,711 | 4,253 | 4,009 | 939 | | | 287 | 160 | 160 | 261 | 906 | 896 | 466 |
| | 1987 | 8,103 | 3,480 | 3,280 | 856 | | | 217 | 287 | 287 | 309 | 1,131 | 775 | 464 |
| Perkins | 1991 | 9,813 | 2,525 | 2,410 | 555 | 120 | | 182 | 227 | 227 | 442 | 713 | 2,862 | 259 |
| | 1987 | 8,814 | 2,318 | 2,212 | 474 | 152 | | 267 | 277 | 277 | 436 | 804 | 2,338 | 278 |
| Phelps | 1991 | 54,082 | 7,829 | 7,646 | 3,434 | 1,703 | | 2,352 | 1,223 | 1,016 | 17,032 | 6,907 | 3,459 | 3,257 |
| | 1987 | 48,709 | 7,335 | 7,161 | 2,876 | 1,811 | | 2,119 | 1,798 | 1,503 | 13,619 | 5,904 | 4,105 | 3,108 |
| Pierce | 1991 | 28,435 | 6,872 | 6,511 | 1,574 | 688 | | 457 | 926 | 729 | 6,958 | 5,338 | 2,665 | 1,395 |
| | 1987 | 26,017 | 6,571 | 6,225 | 1,661 | 487 | | 301 | 1,023 | 821 | 5,718 | 5,489 | 2,383 | 1,095 |
| Platte | 1991 | 209,685 | 46,231 | 44,166 | 20,164 | 29,441 | 18,761 | 12,378 | 4,703 | 1,735 | 36,811 | 28,843 | 13,336 | 7,854 |
| | 1987 | 168,096 | 36,233 | 34,608 | 16,476 | 23,869 | 14,916 | 10,064 | 5,741 | 2,151 | 30,306 | 18,527 | 10,038 | 5,676 |
| Polk | 1991 | 11,865 | 3,345 | 2,929 | 1,657 | 450 | | 127 | 56 | | 1,406 | 2,387 | 1,033 | 293 |
| | 1987 | 11,415 | 3,286 | 2,876 | 1,545 | 496 | | 115 | 79 | | 1,156 | 2,109 | 874 | 460 |
| Red Willow | 1991 | 105,687 | 19,002 | 18,606 | 6,097 | 18,862 | 9,193 | 6,155 | 2,698 | 1,095 | 32,464 | 4,160 | 6,062 | 3,832 |
| | 1987 | 90,604 | 18,912 | 18,514 | 5,895 | 13,960 | 6,620 | 5,898 | 3,410 | 1,367 | 25,098 | 4,212 | 4,765 | 2,797 |
| Richardson | 1991 | 48,987 | 8,786 | 8,344 | 4,118 | 6,024 | | 856 | 1,067 | 659 | 13,193 | 7,057 | 2,511 | 1,544 |
| | 1987 | 43,970 | 8,246 | 7,830 | 3,380 | 5,103 | | 1,033 | 1,557 | 987 | 11,781 | 5,436 | 2,164 | 1,340 |
| Rock | 1991 | 6,943 | 397 | 373 | 252 | 161 | | 208 | | | 3,342 | 1,060 | 631 | 107 |
| | 1987 | 6,194 | 630 | 593 | 241 | 192 | | 159 | | | 2,356 | 1,163 | 534 | 173 |
| Saline | 1991 | 85,320 | 13,307 | 12,700 | 5,983 | 6,218 | | 1,144 | 7,848 | 7,355 | 30,973 | 6,321 | 4,742 | 2,968 |
| | 1987 | 67,743 | 10,430 | 9,952 | 5,060 | 5,311 | | 775 | 9,366 | 8,775 | 20,182 | 5,617 | 3,389 | 2,513 |
| Sarpy | 1991 | 455,183 | 117,324 | 114,072 | 49,210 | 101,142 | 97,315 | 11,480 | 5,173 | 1,863 | 72,745 | 49,098 | 18,725 | 15,261 |
| | 1987 | 357,199 | 83,786 | 81,447 | 36,093 | 75,845 | 72,810 | 8,955 | 5,498 | 2,046 | 61,159 | 44,193 | 15,212 | 10,869 |
| Saunders | 1991 | 75,707 | 10,732 | 10,388 | 4,979 | 2,687 | | 554 | 1,596 | 1,498 | 30,999 | 12,102 | 2,343 | 1,110 |
| | 1987 | 63,386 | 10,377 | 10,042 | 4,412 | 2,558 | | 469 | 3,318 | 3,114 | 20,886 | 10,648 | 2,209 | 982 |
| Scotts Bluff | 1991 | 287,731 | 68,512 | 65,529 | 22,937 | 48,919 | 32,987 | 15,011 | 6,743 | 4,149 | 66,077 | 21,960 | 14,008 | 4,189 |
| | 1987 | 237,893 | 61,371 | 58,688 | 19,397 | 35,739 | 23,679 | 11,296 | 7,919 | 4,982 | 48,446 | 20,018 | 12,712 | 3,437 |
| Seward | 1991 | 64,744 | 13,972 | 13,486 | 8,690 | 10,770 | 3,934 | 705 | 887 | 253 | 17,918 | 4,283 | 1,202 | 2,963 |
| | 1987 | 55,162 | 12,129 | 11,704 | 6,906 | 8,317 | 2,938 | 706 | 1,694 | 494 | 13,457 | 5,146 | 1,178 | 2,263 |
| Sheridan | 1991 | 27,783 | 5,481 | 5,083 | 2,758 | 1,112 | | 511 | 838 | 596 | 5,899 | 2,587 | 5,362 | 1,223 |
| | 1987 | 26,698 | 5,688 | 5,274 | 2,593 | 855 | | 852 | 1,023 | 744 | 4,892 | 2,659 | 4,061 | 1,328 |
| Sherman | 1991 | 9,278 | 1,435 | 1,305 | 1,415 | | | 260 | 405 | 405 | 1,326 | 1,993 | 836 | 101 |
| | 1987 | 8,050 | 1,236 | 1,124 | 1,110 | | | 178 | 618 | 618 | 1,106 | 1,685 | 656 | 117 |
| Sioux | 1991 | 3,176 | 153 | 139 | 26 | 141 | | 142 | | | 741 | 469 | 1,198 | |
| | 1987 | 2,653 | 224 | 204 | 47 | 163 | | 113 | | | 626 | 348 | 810 | |
| Stanton | 1991 | 4,849 | 1,576 | 1,500 | 1,311 | 81 | | | | | | 470 | 876 | 142 |
| | 1987 | 4,649 | 1,538 | 1,464 | 958 | 116 | | | | | | 858 | 587 | 106 |
| Thayer | 1991 | 32,749 | 5,159 | 4,833 | 3,548 | 118 | | 280 | 430 | 430 | 7,417 | 11,095 | 1,572 | 505 |
| | 1987 | 29,610 | 5,308 | 4,971 | 2,953 | 130 | | 221 | 429 | 429 | 6,083 | 9,572 | 1,352 | 776 |
| Thomas | 1991 | 2,851 | 1,230 | 1,152 | 152 | | | | | | | 850 | 125 | |
| | 1987 | 2,587 | 1,100 | 1,030 | 125 | | | | | | | 702 | 168 | |
| Thurston | 1991 | 13,101 | 4,074 | 3,873 | 848 | | | | 96 | 96 | 4,775 | 1,607 | 78 | 792 |
| | 1987 | 13,637 | 4,160 | 3,954 | 1,022 | | | | 213 | 213 | 4,371 | 1,789 | 92 | 893 |
| Valley | 1991 | 23,066 | 5,446 | 5,218 | 2,173 | 1,678 | | 921 | 158 | 158 | 1,869 | 6,187 | 820 | 1,138 |
| | 1987 | 21,370 | 5,059 | 4,846 | 1,884 | 1,595 | | 715 | 262 | 262 | 2,131 | 4,520 | 1,229 | 1,024 |
| Washington | 1991 | 73,668 | 6,659 | 5,933 | 6,869 | 2,642 | | 1,972 | 943 | 460 | 34,779 | 6,344 | 5,142 | 2,065 |
| | 1987 | 59,934 | 6,389 | 5,691 | 6,606 | 2,934 | | 1,696 | 1,487 | 729 | 23,226 | 5,916 | 4,729 | 1,411 |
| Wayne | 1991 | 48,337 | 6,942 | 6,852 | 6,650 | 5,457 | | 1,221 | 1,067 | | 11,259 | 2,299 | 7,505 | 2,775 |
| | 1987 | 39,718 | 5,845 | 5,769 | 4,807 | 4,397 | | 934 | 997 | | 9,836 | 2,133 | 5,225 | 2,387 |
| Webster | 1991 | 11,866 | 1,688 | 1,611 | 1,324 | | | 194 | 222 | 135 | 4,397 | 1,395 | 1,497 | 301 |
| | 1987 | 10,739 | 1,327 | 1,266 | 1,145 | | | 181 | 441 | 270 | 3,666 | 1,366 | 1,320 | 487 |
| Wheeler | 1991 | 580 | | | 166 | | | | | | | 414 | | |
| | 1987 | 552 | | | 140 | | | | | | | 412 | | |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1991<br>U.S. CENSUS 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **NEBRASKA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| York | 1991 | 100,820 | 21,625 | 19,986 | 13,638 | 15,072 | 5,597 | 4,278 | 1,466 | 204 | 16,669 | 17,543 | 4,092 | 2,094 |
| | 1987 | 83,530 | 18,192 | 16,810 | 10,988 | 11,611 | 4,170 | 3,526 | 1,597 | 225 | 14,307 | 11,014 | 4,948 | 2,019 |
| **TOTAL METRO COUNTIES** | **1991** | **5,892,989** | **1,178,414** | **1,006,057** | **647,408** | **841,500** | **763,761** | **270,802** | **296,233** | **210,837** | **1,227,320** | **410,307** | **279,417** | **199,694** |
| | 1987 | 4,762,550 | 938,761 | 803,320 | 526,895 | 649,523 | 586,130 | 227,425 | 328,979 | 235,480 | 992,992 | 332,787 | 237,353 | 152,178 |
| **TOTAL STATE** | **1991** | **10,693,370** | **2,105,295** | **1,887,672** | **1,078,200** | **1,404,096** | **1,139,236** | **452,121** | **417,776** | **276,201** | **2,373,020** | **1,022,929** | **540,537** | **348,138** |
| | 1987 | 8,814,076 | 1,734,336 | 1,559,477 | 899,497 | 1,092,126 | 869,501 | 378,089 | 477,604 | 318,270 | 1,852,877 | 815,875 | 472,612 | 279,292 |
| **NEVADA** | | | | | | | | | | | | | | |
| **LAS VEGAS** | **1991** | **5,970,528** | **1,341,912** | **1,284,035** | **696,814** | **661,314** | **592,169** | **339,747** | **278,114** | **147,005** | **1,110,357** | **323,996** | **337,263** | **205,780** |
| | 1987 | 4,460,002 | 951,140 | 909,935 | 514,924 | 494,068 | 439,863 | 226,398 | 212,132 | 113,941 | 945,856 | 270,880 | 249,363 | 135,327 |
| Clark | 1991 | 5,970,528 | 1,341,912 | 1,284,035 | 696,814 | 661,314 | 592,169 | 339,747 | 278,114 | 147,005 | 1,110,357 | 323,996 | 337,263 | 205,780 |
| | 1987 | 4,460,002 | 951,140 | 909,935 | 514,924 | 494,068 | 439,863 | 226,398 | 212,132 | 113,941 | 945,856 | 270,880 | 249,363 | 135,327 |
| **RENO** | **1991** | **2,584,652** | **488,575** | **467,045** | **211,024** | **428,421** | **343,894** | **97,524** | **120,375** | **63,218** | **487,152** | **140,608** | **164,309** | **131,913** |
| | 1987 | 2,027,029 | 365,517 | 349,340 | 166,548 | 292,021 | 231,873 | 79,255 | 89,844 | 48,658 | 470,550 | 120,801 | 117,362 | 83,318 |
| Washoe | 1991 | 2,584,652 | 488,575 | 467,045 | 211,024 | 428,421 | 343,894 | 97,524 | 120,375 | 63,218 | 487,152 | 140,608 | 164,309 | 131,913 |
| | 1987 | 2,027,029 | 365,517 | 349,340 | 166,548 | 292,021 | 231,873 | 79,255 | 89,844 | 48,658 | 470,550 | 120,801 | 117,362 | 83,318 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Carson City | 1991 | 459,701 | 106,276 | 105,743 | 37,977 | 52,328 | 47,735 | 5,146 | 23,073 | 14,840 | 114,114 | 26,327 | 57,999 | 16,401 |
| | 1987 | 352,461 | 76,276 | 75,878 | 28,883 | 40,000 | 36,314 | 4,950 | 18,885 | 12,208 | 93,253 | 19,560 | 37,321 | 13,517 |
| Churchill | 1991 | 113,377 | 27,303 | 27,179 | 16,427 | 1,678 | | 4,933 | 624 | 171 | 24,029 | 10,768 | 10,214 | 9,466 |
| | 1987 | 90,061 | 22,164 | 22,059 | 11,578 | 1,583 | | 3,498 | 1,023 | 289 | 21,271 | 8,180 | 7,942 | 6,501 |
| Clark | 1991 | 5,970,528 | 1,341,912 | 1,284,035 | 696,814 | 661,314 | 592,169 | 339,747 | 278,114 | 147,005 | 1,110,357 | 323,996 | 337,263 | 205,780 |
| | 1987 | 4,460,002 | 951,140 | 909,935 | 514,924 | 494,068 | 439,863 | 226,398 | 212,132 | 113,941 | 945,856 | 270,880 | 249,363 | 135,327 |
| Douglas | 1991 | 147,763 | 40,799 | 39,779 | 30,200 | 357 | | 6,156 | 4,623 | 4,189 | 6,574 | 19,816 | 13,318 | 10,220 |
| | 1987 | 113,298 | 28,070 | 27,363 | 19,564 | 260 | | 6,038 | 3,928 | 3,569 | 6,207 | 17,543 | 9,169 | 6,630 |
| Elko | 1991 | 165,733 | 40,241 | 39,504 | 16,510 | 5,577 | 4,835 | 5,640 | 4,619 | 3,033 | 30,409 | 26,173 | 11,916 | 15,510 |
| | 1987 | 135,120 | 31,018 | 30,444 | 13,365 | 4,831 | 4,157 | 3,662 | 3,783 | 2,480 | 27,962 | 21,333 | 8,642 | 11,662 |
| Esmeralda | 1991 | 3,569 | 315 | 294 | 632 | 129 | | | | | 50 | 2,026 | | |
| | 1987 | 3,224 | 266 | 248 | 447 | 197 | | | | | 63 | 1,859 | | |
| Eureka | 1991 | 4,072 | 1,523 | 1,447 | 1,210 | | | | 139 | | 74 | 1,080 | | |
| | 1987 | 3,291 | 1,084 | 1,030 | 846 | | | | 171 | | 115 | 1,002 | | |
| Humboldt | 1991 | 91,274 | 18,593 | 17,668 | 7,348 | 2,087 | | 4,110 | 1,257 | 632 | 20,166 | 18,529 | 8,262 | 3,656 |
| | 1987 | 74,595 | 14,849 | 14,107 | 6,445 | 1,463 | | 3,281 | 1,081 | 563 | 14,454 | 17,322 | 6,187 | 3,666 |
| Lander | 1991 | 17,427 | 7,471 | 7,275 | 1,885 | | | 283 | 145 | | 1,906 | 2,185 | 1,321 | 1,169 |
| | 1987 | 14,612 | 5,521 | 5,375 | 1,785 | | | 196 | 140 | | 1,556 | 2,295 | 1,303 | 939 |
| Lincoln | 1991 | 7,523 | 2,852 | 2,743 | 447 | 1,707 | | | 42 | | 265 | 1,907 | | 258 |
| | 1987 | 7,284 | 2,361 | 2,270 | 514 | 1,867 | | | 55 | | 368 | 1,769 | | 283 |
| Lyon | 1991 | 77,782 | 24,040 | 23,349 | 7,617 | 988 | | 359 | 1,498 | 302 | 5,182 | 25,035 | 4,399 | 1,224 |
| | 1987 | 60,269 | 20,721 | 20,121 | 5,586 | 912 | | 454 | 1,090 | 232 | 6,033 | 14,575 | 3,429 | 1,020 |
| Mineral | 1991 | 32,720 | 10,566 | 9,981 | 2,699 | 799 | | 1,042 | 102 | | 7,196 | 4,184 | 743 | 1,133 |
| | 1987 | 27,286 | 9,547 | 9,017 | 1,887 | 1,155 | | 734 | 109 | | 5,380 | 3,260 | 953 | 789 |
| Nye | 1991 | 63,044 | 21,810 | 21,285 | 7,707 | 821 | | 242 | 748 | | 9,430 | 7,505 | 8,006 | 1,647 |
| | 1987 | 50,787 | 17,858 | 17,425 | 5,440 | 608 | | 277 | 489 | | 7,199 | 6,674 | 6,503 | 1,209 |
| Pershing | 1991 | 24,996 | 5,081 | 4,980 | 2,087 | 1,673 | | | | | 859 | 12,777 | 902 | 379 |
| | 1987 | 22,221 | 5,058 | 4,953 | 2,236 | 1,342 | | | | | 1,158 | 10,257 | 803 | 261 |
| Storey | 1991 | 8,307 | 299 | 41 | 3,934 | | | | 46 | | 201 | 206 | | |
| | 1987 | 6,538 | 468 | 63 | 3,049 | | | | 66 | | 192 | 226 | | |
| Washoe | 1991 | 2,584,652 | 488,575 | 467,045 | 211,024 | 428,421 | 343,894 | 97,524 | 120,375 | 63,218 | 487,152 | 140,608 | 164,309 | 131,913 |
| | 1987 | 2,027,029 | 365,517 | 349,340 | 166,548 | 292,021 | 231,873 | 79,255 | 89,844 | 48,658 | 470,550 | 120,801 | 117,362 | 83,318 |
| White Pine | 1991 | 53,483 | 4,248 | 4,153 | 5,007 | 931 | | 1,974 | 1,759 | 558 | 9,719 | 12,551 | 3,295 | 1,672 |
| | 1987 | 46,589 | 5,675 | 5,547 | 4,349 | 1,317 | | 1,798 | 1,533 | 485 | 9,183 | 9,413 | 2,936 | 1,454 |
| **TOTAL METRO COUNTIES** | **1991** | **8,555,180** | **1,830,487** | **1,751,080** | **907,838** | **1,089,735** | **936,063** | **437,271** | **398,489** | **210,223** | **1,597,509** | **464,604** | **501,572** | **337,693** |
| | 1987 | 6,487,031 | 1,316,657 | 1,259,275 | 681,472 | 786,089 | 671,736 | 305,653 | 301,976 | 162,599 | 1,416,406 | 391,681 | 366,725 | 218,645 |
| **TOTAL STATE** | **1991** | **9,825,951** | **2,141,904** | **2,056,501** | **1,049,525** | **1,158,810** | **988,633** | **467,156** | **437,164** | **233,948** | **1,827,683** | **635,673** | **621,947** | **400,428** |
| | 1987 | 7,494,667 | 1,557,590 | 1,495,175 | 787,446 | 841,624 | 712,207 | 330,541 | 334,329 | 182,425 | 1,610,800 | 526,949 | 451,913 | 266,576 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1991
U.S. CENSUS 1987

| METRO AREA County | Year | Total Retail Sales ($000) | Food Stores Total ($000) | Food Stores Supermarkets ($000) | Eating & Drinking Places Total ($000) | General Merchandise Stores Total ($000) | General Merchandise Stores Department Stores ($000) | Apparel & Accessories Stores Total ($000) | Furniture/Home Furnishings/Appliance Stores Total ($000) | Furniture/Home Furnishings/Appliance Stores Furniture & Home Furn. ($000) | Automotive Dealers Total ($000) | Gasoline Service Stations Total ($000) | Bldg Mtls & Hardware Dealers Total ($000) | Drugstores Total ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **NEW HAMPSHIRE** | | | | | | | | | | | | | | |
| **MANCHESTER - NASHUA** | 1991 | **3,278,802** | **643,711** | **613,583** | **311,726** | **512,339** | **373,786** | **172,321** | **168,986** | **84,542** | **707,411** | **170,412** | **156,468** | **94,390** |
| | 1987 | 3,164,986 | 551,138 | 525,238 | 232,971 | 518,751 | 372,968 | 170,137 | 180,538 | 92,456 | 752,585 | 150,449 | 195,752 | 82,112 |
| Hillsborough | 1991 | 3,278,802 | 643,711 | 613,583 | 311,726 | 512,339 | 373,786 | 172,321 | 168,986 | 84,542 | 707,411 | 170,412 | 156,468 | 94,390 |
| | 1987 | 3,164,986 | 551,138 | 525,238 | 232,971 | 518,751 | 372,968 | 170,137 | 180,538 | 92,456 | 752,585 | 150,449 | 195,752 | 82,112 |
| **PORTSMOUTH - DOVER - ROCHESTER** | 1991 | **3,517,328** | **735,113** | **689,263** | **347,741** | **436,827** | **309,709** | **125,144** | **210,008** | **88,929** | **733,147** | **175,439** | **244,921** | **95,222** |
| | 1987 | 3,196,436 | 601,117 | 563,222 | 255,172 | 398,631 | 277,864 | 133,841 | 199,939 | 85,224 | 720,398 | 155,622 | 252,726 | 78,864 |
| Rockingham | 1991 | 2,757,352 | 526,747 | 488,301 | 265,855 | 368,978 | 265,923 | 113,926 | 188,744 | 79,156 | 550,991 | 142,847 | 181,503 | 72,496 |
| | 1987 | 2,494,893 | 438,479 | 406,394 | 198,081 | 332,195 | 235,804 | 117,829 | 179,267 | 75,690 | 535,381 | 121,720 | 188,555 | 59,037 |
| Strafford | 1991 | 759,976 | 208,366 | 200,962 | 81,886 | 67,849 | 43,786 | 11,218 | 21,264 | 9,773 | 182,156 | 32,592 | 63,418 | 22,726 |
| | 1987 | 701,543 | 162,638 | 156,828 | 57,091 | 66,436 | 42,060 | 16,012 | 20,672 | 9,534 | 185,017 | 33,902 | 64,171 | 19,827 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Belknap | 1991 | 581,189 | 130,118 | 126,033 | 44,346 | 32,205 | 16,997 | 17,188 | 30,220 | 19,720 | 186,081 | 26,992 | 45,161 | 14,670 |
| | 1987 | 553,188 | 110,878 | 107,376 | 37,037 | 32,702 | 16,824 | 18,899 | 31,254 | 20,304 | 175,518 | 25,810 | 54,687 | 11,977 |
| Carroll | 1991 | 471,230 | 95,640 | 91,826 | 69,886 | 27,563 | 19,981 | 28,511 | 22,924 | 18,333 | 62,263 | 13,292 | 45,161 | 10,690 |
| | 1987 | 420,933 | 78,724 | 75,570 | 46,988 | 24,874 | 17,761 | 27,486 | 23,734 | 19,042 | 63,547 | 15,798 | 49,712 | 8,112 |
| Cheshire | 1991 | 699,146 | 164,618 | 158,939 | 45,200 | 40,752 | 33,052 | 12,481 | 17,771 | 6,834 | 136,402 | 36,610 | 63,222 | 17,022 |
| | 1987 | 615,156 | 127,706 | 123,276 | 35,543 | 43,077 | 34,580 | 15,214 | 18,499 | 7,307 | 134,397 | 29,342 | 64,775 | 12,773 |
| Coos | 1991 | 287,307 | 63,772 | 61,157 | 26,161 | 20,910 | 11,305 | 7,369 | 8,226 | 6,853 | 92,908 | 13,670 | 15,510 | 10,994 |
| | 1987 | 269,358 | 57,546 | 55,175 | 18,802 | 21,051 | 11,098 | 8,052 | 8,895 | 7,458 | 84,046 | 13,461 | 16,786 | 8,806 |
| Grafton | 1991 | 757,923 | 153,384 | 148,392 | 95,607 | 46,397 | 34,812 | 31,513 | 36,298 | 21,894 | 137,256 | 53,476 | 61,051 | 18,999 |
| | 1987 | 701,697 | 141,670 | 137,032 | 62,889 | 54,369 | 40,239 | 33,101 | 38,682 | 23,825 | 132,913 | 46,345 | 67,907 | 14,653 |
| Hillsborough | 1991 | 3,278,802 | 643,711 | 613,583 | 311,726 | 512,339 | 373,786 | 172,321 | 168,986 | 84,542 | 707,411 | 170,412 | 156,468 | 94,390 |
| | 1987 | 3,164,986 | 551,138 | 525,238 | 232,971 | 518,751 | 372,968 | 170,137 | 180,538 | 92,456 | 752,585 | 150,449 | 195,752 | 82,112 |
| Merrimack | 1991 | 1,137,382 | 268,894 | 259,198 | 92,372 | 67,231 | 58,987 | 28,470 | 29,281 | 19,111 | 382,183 | 53,386 | 73,145 | 35,681 |
| | 1987 | 1,032,749 | 216,513 | 208,663 | 69,139 | 70,980 | 61,855 | 27,731 | 30,266 | 20,118 | 356,726 | 49,837 | 82,079 | 26,847 |
| Rockingham | 1991 | 2,757,352 | 526,747 | 488,301 | 265,855 | 368,978 | 265,923 | 113,926 | 188,744 | 79,156 | 550,991 | 142,847 | 181,503 | 72,496 |
| | 1987 | 2,494,893 | 438,479 | 406,394 | 198,081 | 332,195 | 235,804 | 117,829 | 179,267 | 75,690 | 535,381 | 121,720 | 188,555 | 59,037 |
| Strafford | 1991 | 759,976 | 208,366 | 200,962 | 81,886 | 67,849 | 43,786 | 11,218 | 21,264 | 9,773 | 182,156 | 32,592 | 63,418 | 22,726 |
| | 1987 | 701,543 | 162,638 | 156,828 | 57,091 | 66,436 | 42,060 | 16,012 | 20,672 | 9,534 | 185,017 | 33,902 | 64,171 | 19,827 |
| Sullivan | 1991 | 278,467 | 58,639 | 57,275 | 18,489 | 28,424 | 15,872 | 7,370 | 9,443 | 5,394 | 56,196 | 19,639 | 39,483 | 6,159 |
| | 1987 | 257,179 | 52,060 | 50,839 | 13,052 | 25,240 | 13,762 | 8,469 | 10,163 | 5,842 | 55,529 | 14,453 | 42,197 | 6,281 |
| **TOTAL METRO COUNTIES** | 1991 | **6,796,130** | **1,378,824** | **1,302,846** | **659,467** | **949,166** | **683,495** | **297,465** | **378,994** | **173,471** | **1,440,558** | **345,851** | **401,389** | **189,612** |
| | 1987 | 6,361,422 | 1,152,255 | 1,088,460 | 488,143 | 917,382 | 650,832 | 303,978 | 380,477 | 177,680 | 1,472,983 | 306,071 | 448,478 | 160,976 |
| **TOTAL STATE** | 1991 | **11,008,774** | **2,313,889** | **2,205,666** | **1,051,528** | **1,212,648** | **874,501** | **430,365** | **533,157** | **271,610** | **2,493,847** | **562,916** | **744,122** | **303,827** |
| | 1987 | 10,211,682 | 1,937,352 | 1,846,391 | 771,593 | 1,189,675 | 846,951 | 442,930 | 541,970 | 281,576 | 2,475,659 | 501,117 | 826,621 | 250,425 |
| **NEW JERSEY** | | | | | | | | | | | | | | |
| **ATLANTIC CITY** | 1991 | **3,092,484** | **666,070** | **601,426** | **410,241** | **260,662** | **228,338** | **207,509** | **133,973** | **77,363** | **582,391** | **165,995** | **123,314** | **103,166** |
| | 1987 | 2,763,497 | 539,178 | 486,636 | 380,250 | 240,670 | 209,857 | 164,646 | 125,491 | 73,553 | 553,340 | 136,091 | 135,485 | 81,521 |
| Atlantic | 1991 | 2,112,969 | 433,805 | 395,847 | 236,220 | 194,860 | 182,613 | 160,028 | 101,631 | 59,053 | 387,181 | 107,161 | 80,498 | 71,181 |
| | 1987 | 1,887,432 | 346,884 | 316,469 | 226,427 | 181,383 | 169,363 | 123,933 | 95,007 | 56,258 | 357,021 | 91,451 | 85,595 | 55,635 |
| Cape May | 1991 | 979,515 | 232,265 | 205,579 | 174,021 | 65,802 | 45,725 | 47,481 | 32,342 | 18,310 | 195,210 | 58,834 | 42,816 | 31,985 |
| | 1987 | 876,065 | 192,294 | 170,167 | 153,823 | 59,287 | 40,494 | 40,713 | 30,484 | 17,295 | 196,319 | 44,640 | 49,890 | 25,886 |
| **BERGEN - PASSAIC** | 1991 | **12,323,838** | **2,398,537** | **2,201,810** | **1,000,617** | **1,287,933** | **1,103,716** | **1,053,976** | **848,222** | **601,965** | **2,490,693** | **632,388** | **397,969** | **403,612** |
| | 1987 | 11,229,957 | 2,041,379 | 1,874,616 | 903,102 | 1,250,757 | 1,065,140 | 892,310 | 752,434 | 537,006 | 2,446,360 | 571,069 | 445,891 | 315,665 |
| Bergen | 1991 | 8,650,466 | 1,704,332 | 1,576,473 | 696,752 | 875,402 | 734,796 | 790,618 | 519,694 | 330,816 | 1,809,885 | 477,445 | 280,638 | 302,550 |
| | 1987 | 7,904,454 | 1,493,708 | 1,381,374 | 638,131 | 819,468 | 681,766 | 630,216 | 481,993 | 311,990 | 1,809,716 | 428,405 | 315,807 | 235,991 |
| Passaic | 1991 | 3,673,372 | 694,205 | 625,337 | 303,865 | 412,531 | 368,920 | 263,358 | 328,528 | 271,149 | 680,808 | 154,943 | 117,331 | 101,062 |
| | 1987 | 3,325,503 | 547,671 | 493,242 | 264,971 | 431,289 | 383,374 | 262,094 | 270,441 | 225,016 | 636,644 | 142,664 | 130,084 | 79,674 |
| **JERSEY CITY** | 1991 | **3,223,295** | **728,826** | **643,982** | **287,144** | **195,267** | **132,430** | **403,544** | **270,608** | **102,450** | **451,870** | **204,341** | **74,226** | **147,066** |
| | 1987 | 2,805,662 | 656,039 | 579,552 | 230,762 | 161,813 | 107,758 | 355,776 | 205,890 | 80,307 | 443,544 | 169,835 | 84,991 | 112,531 |
| Hudson | 1991 | 3,223,295 | 728,826 | 643,982 | 287,144 | 195,267 | 132,430 | 403,544 | 270,608 | 102,450 | 451,870 | 204,341 | 74,226 | 147,066 |
| | 1987 | 2,805,662 | 656,039 | 579,552 | 230,762 | 161,813 | 107,758 | 355,776 | 205,890 | 80,307 | 443,544 | 169,835 | 84,991 | 112,531 |
| **MIDDLESEX - SOMERSET - HUNTERDON** | 1991 | **8,614,081** | **1,933,470** | **1,790,365** | **756,140** | **1,086,907** | **865,967** | **559,366** | **589,190** | **339,128** | **1,692,140** | **493,946** | **444,929** | **233,068** |
| | 1987 | 7,505,995 | 1,534,182 | 1,425,432 | 614,083 | 890,321 | 756,415 | 516,494 | 535,746 | 306,723 | 1,575,851 | 446,559 | 434,074 | 188,475 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1991<br>U.S. CENSUS 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **NEW JERSEY (continued)** | | | | | | | | | | | | | | |
| **MIDDLESEX - SOMERSET - HUNTERDON (continued)** | | | | | | | | | | | | | | |
| Hunterdon | 1991 | 952,108 | 222,934 | 212,900 | 73,845 | 23,723 | 9,708 | 68,451 | 64,296 | 49,841 | 183,635 | 67,932 | 84,426 | 20,759 |
| | 1987 | 816,368 | 168,719 | 161,092 | 58,963 | 25,836 | 10,240 | 64,121 | 47,388 | 36,669 | 172,550 | 60,438 | 80,184 | 15,838 |
| Middlesex | 1991 | 5,341,893 | 1,137,081 | 1,043,628 | 464,574 | 812,726 | 698,037 | 406,134 | 375,588 | 176,512 | 915,616 | 300,428 | 246,689 | 159,632 |
| | 1987 | 4,719,598 | 945,717 | 867,817 | 383,968 | 708,666 | 603,882 | 377,651 | 361,160 | 173,784 | 831,704 | 280,406 | 241,104 | 131,489 |
| Somerset | 1991 | 2,320,080 | 573,455 | 541,837 | 217,721 | 172,458 | 158,222 | 84,783 | 149,306 | 112,775 | 592,889 | 125,586 | 113,814 | 52,677 |
| | 1987 | 1,970,029 | 419,746 | 396,523 | 171,152 | 155,819 | 142,293 | 74,722 | 127,198 | 96,270 | 571,597 | 105,715 | 112,786 | 41,148 |
| **MONMOUTH - OCEAN** | **1991** | **8,542,256** | **1,969,945** | **1,851,406** | **716,422** | **854,057** | **754,025** | **504,634** | **443,428** | **307,124** | **1,930,663** | **524,870** | **400,866** | **281,282** |
| | 1987 | 7,530,888 | 1,549,215 | 1,455,544 | 630,485 | 761,610 | 668,371 | 398,459 | 375,018 | 261,765 | 1,975,406 | 422,630 | 445,124 | 217,972 |
| Monmouth | 1991 | 5,065,087 | 1,106,828 | 1,036,083 | 442,567 | 510,743 | 459,885 | 354,253 | 284,111 | 203,600 | 1,138,505 | 312,439 | 187,211 | 157,610 |
| | 1987 | 4,454,974 | 888,835 | 831,857 | 396,412 | 463,474 | 414,982 | 268,585 | 244,609 | 177,088 | 1,138,907 | 256,526 | 210,007 | 125,100 |
| Ocean | 1991 | 3,477,169 | 863,117 | 815,323 | 273,855 | 343,314 | 294,140 | 150,381 | 159,317 | 103,524 | 792,158 | 212,431 | 213,655 | 123,672 |
| | 1987 | 3,075,914 | 660,380 | 623,687 | 234,073 | 298,136 | 253,389 | 129,874 | 130,409 | 84,677 | 836,499 | 166,104 | 235,117 | 92,872 |
| **-NEWARK** | **1991** | **13,548,005** | **3,201,482** | **2,925,027** | **1,267,653** | **1,028,536** | **859,566** | **868,870** | **825,586** | **525,129** | **2,916,288** | **921,916** | **514,816** | **466,231** |
| | 1987 | 12,262,504 | 2,666,462 | 2,435,121 | 1,106,764 | 1,028,456 | 857,912 | 832,806 | 723,150 | 466,047 | 2,799,246 | 719,114 | 550,888 | 374,137 |
| Essex | 1991 | 4,656,138 | 1,168,904 | 1,039,710 | 564,930 | 426,279 | 375,345 | 439,609 | 329,603 | 208,871 | 597,942 | 280,574 | 105,634 | 198,151 |
| | 1987 | 4,361,465 | 957,110 | 851,154 | 462,506 | 483,458 | 422,753 | 430,019 | 279,617 | 179,729 | 648,881 | 230,441 | 133,854 | 157,944 |
| Morris | 1991 | 4,289,744 | 1,029,440 | 967,055 | 342,163 | 405,342 | 362,112 | 212,321 | 225,898 | 148,143 | 987,495 | 280,776 | 224,611 | 103,194 |
| | 1987 | 3,686,922 | 840,809 | 789,698 | 299,949 | 368,303 | 327,068 | 180,729 | 194,701 | 128,874 | 890,109 | 211,697 | 226,513 | 80,823 |
| Sussex | 1991 | 853,116 | 249,681 | 234,877 | 65,795 | 31,681 | 25,358 | 25,171 | 26,369 | 17,341 | 232,895 | 55,359 | 42,334 | 26,011 |
| | 1987 | 726,453 | 197,604 | 185,851 | 50,746 | 31,806 | 25,183 | 22,845 | 22,050 | 14,707 | 194,157 | 48,496 | 47,447 | 20,675 |
| Union | 1991 | 3,749,007 | 753,457 | 683,385 | 294,765 | 165,234 | 96,751 | 191,769 | 243,716 | 150,774 | 1,097,956 | 305,207 | 142,237 | 138,875 |
| | 1987 | 3,487,664 | 670,939 | 608,418 | 293,563 | 144,889 | 82,908 | 199,213 | 226,782 | 142,737 | 1,066,099 | 228,480 | 143,074 | 114,695 |
| **TRENTON** | **1991** | **2,708,053** | **570,524** | **531,161** | **241,444** | **298,707** | **251,875** | **188,605** | **154,086** | **85,334** | **639,101** | **153,094** | **90,871** | **93,880** |
| | 1987 | 2,399,566 | 459,040 | 427,284 | 218,629 | 283,503 | 236,998 | 159,785 | 135,247 | 76,027 | 577,265 | 138,067 | 89,388 | 73,252 |
| Mercer | 1991 | 2,708,053 | 570,524 | 531,161 | 241,444 | 298,707 | 251,875 | 188,605 | 154,086 | 85,334 | 639,101 | 153,094 | 90,871 | 93,880 |
| | 1987 | 2,399,566 | 459,040 | 427,284 | 218,629 | 283,503 | 236,998 | 159,785 | 135,247 | 76,027 | 577,265 | 138,067 | 89,388 | 73,252 |
| **VINELAND - MILLVILLE - BRIDGETON** | **1991** | **1,039,955** | **253,987** | **237,875** | **63,861** | **97,697** | **90,860** | **48,885** | **32,043** | **16,037** | **312,392** | **52,559** | **41,452** | **43,629** |
| | 1987 | 932,333 | 208,889 | 195,598 | 55,369 | 93,275 | 86,414 | 41,038 | 31,504 | 15,960 | 284,239 | 44,484 | 41,757 | 34,628 |
| Cumberland | 1991 | 1,039,955 | 253,987 | 237,875 | 63,861 | 97,697 | 90,860 | 48,885 | 32,043 | 16,037 | 312,392 | 52,559 | 41,452 | 43,629 |
| | 1987 | 932,333 | 208,889 | 195,598 | 55,369 | 93,275 | 86,414 | 41,038 | 31,504 | 15,960 | 284,239 | 44,484 | 41,757 | 34,628 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Atlantic | 1991 | 2,112,969 | 433,805 | 395,847 | 236,220 | 194,860 | 182,613 | 160,028 | 101,631 | 59,053 | 387,181 | 107,161 | 80,498 | 71,181 |
| | 1987 | 1,887,432 | 346,884 | 316,469 | 226,427 | 181,383 | 169,363 | 123,933 | 95,007 | 56,258 | 357,021 | 91,451 | 85,595 | 55,635 |
| Bergen | 1991 | 8,650,466 | 1,704,332 | 1,576,473 | 696,752 | 875,402 | 734,796 | 790,618 | 519,694 | 330,816 | 1,809,885 | 477,445 | 280,638 | 302,550 |
| | 1987 | 7,904,454 | 1,493,708 | 1,381,374 | 638,131 | 819,468 | 681,766 | 630,216 | 481,993 | 311,990 | 1,809,716 | 428,405 | 315,807 | 235,991 |
| ☐ Burlington | 1991 | 3,484,868 | 732,812 | 676,225 | 244,672 | 379,851 | 317,428 | 140,747 | 128,968 | 73,093 | 1,086,401 | 178,986 | 109,637 | 106,080 |
| | 1987 | 2,943,369 | 520,883 | 480,565 | 231,759 | 347,321 | 287,632 | 109,604 | 117,683 | 67,999 | 989,259 | 164,169 | 102,772 | 74,897 |
| ☐ Camden | 1991 | 3,682,068 | 907,656 | 837,094 | 309,787 | 418,791 | 372,281 | 236,897 | 251,437 | 172,900 | 503,096 | 202,315 | 137,893 | 165,608 |
| | 1987 | 3,353,854 | 732,576 | 675,490 | 276,734 | 391,867 | 346,140 | 228,253 | 222,371 | 155,437 | 548,838 | 181,520 | 165,945 | 129,311 |
| Cape May | 1991 | 979,515 | 232,265 | 205,579 | 174,021 | 65,802 | 45,725 | 47,481 | 32,342 | 18,310 | 195,210 | 58,834 | 42,816 | 31,985 |
| | 1987 | 876,065 | 192,294 | 170,167 | 153,823 | 59,287 | 40,494 | 40,713 | 30,484 | 17,295 | 196,319 | 44,640 | 49,890 | 25,886 |
| Cumberland | 1991 | 1,039,955 | 253,987 | 237,875 | 63,861 | 97,697 | 90,860 | 48,885 | 32,043 | 16,037 | 312,392 | 52,559 | 41,452 | 43,629 |
| | 1987 | 932,333 | 208,889 | 195,598 | 55,369 | 93,275 | 86,414 | 41,038 | 31,504 | 15,960 | 284,239 | 44,484 | 41,757 | 34,628 |
| Essex | 1991 | 4,656,138 | 1,168,904 | 1,039,710 | 564,930 | 426,279 | 375,345 | 439,609 | 329,603 | 208,871 | 597,942 | 280,574 | 105,634 | 198,151 |
| | 1987 | 4,361,465 | 957,110 | 851,154 | 462,506 | 483,458 | 422,753 | 430,019 | 279,617 | 179,729 | 648,881 | 230,441 | 133,854 | 157,944 |
| ☐ Gloucester | 1991 | 1,861,067 | 381,204 | 356,326 | 129,003 | 264,352 | 235,422 | 95,635 | 77,707 | 32,057 | 478,780 | 160,939 | 72,818 | 58,216 |
| | 1987 | 1,626,426 | 306,396 | 286,343 | 103,574 | 248,800 | 220,247 | 80,977 | 61,892 | 26,072 | 449,949 | 104,751 | 73,910 | 43,957 |
| Hudson | 1991 | 3,223,295 | 728,826 | 643,982 | 287,144 | 195,267 | 132,430 | 403,544 | 270,608 | 102,450 | 451,870 | 204,341 | 74,226 | 147,066 |
| | 1987 | 2,805,662 | 656,039 | 579,552 | 230,762 | 161,813 | 107,758 | 355,776 | 205,890 | 80,307 | 443,544 | 169,835 | 84,991 | 112,531 |
| Hunterdon | 1991 | 952,108 | 222,934 | 212,900 | 73,845 | 23,723 | 9,708 | 68,451 | 64,296 | 49,841 | 183,635 | 67,932 | 84,426 | 20,759 |
| | 1987 | 816,368 | 168,719 | 161,092 | 58,963 | 25,836 | 10,240 | 64,121 | 47,388 | 36,669 | 172,550 | 60,438 | 80,184 | 15,838 |
| Mercer | 1991 | 2,708,053 | 570,524 | 531,161 | 241,444 | 298,707 | 251,875 | 188,605 | 154,086 | 85,334 | 639,101 | 153,094 | 90,871 | 93,880 |
| | 1987 | 2,399,566 | 459,040 | 427,284 | 218,629 | 283,503 | 236,998 | 159,785 | 135,247 | 76,027 | 577,265 | 138,067 | 89,388 | 73,252 |
| Middlesex | 1991 | 5,341,893 | 1,137,081 | 1,043,628 | 464,574 | 812,726 | 698,037 | 406,134 | 375,588 | 176,512 | 915,616 | 300,428 | 246,689 | 159,632 |
| | 1987 | 4,719,598 | 945,717 | 867,817 | 383,968 | 708,666 | 603,882 | 377,651 | 361,160 | 173,784 | 831,704 | 280,406 | 241,104 | 131,489 |
| Monmouth | 1991 | 5,065,087 | 1,106,828 | 1,036,083 | 442,567 | 510,743 | 459,885 | 354,253 | 284,111 | 203,600 | 1,138,505 | 312,439 | 187,211 | 157,610 |
| | 1987 | 4,454,974 | 888,835 | 831,857 | 396,412 | 463,474 | 414,982 | 268,585 | 244,609 | 177,088 | 1,138,907 | 256,526 | 210,007 | 125,100 |
| Morris | 1991 | 4,289,744 | 1,029,440 | 967,055 | 342,163 | 405,342 | 362,112 | 212,321 | 225,898 | 148,143 | 987,495 | 280,776 | 224,611 | 103,194 |
| | 1987 | 3,686,922 | 840,809 | 789,698 | 299,949 | 368,303 | 327,068 | 180,729 | 194,701 | 128,874 | 890,109 | 211,697 | 226,513 | 80,823 |
| Ocean | 1991 | 3,477,169 | 863,117 | 815,323 | 273,855 | 343,314 | 294,140 | 150,381 | 159,317 | 103,524 | 792,158 | 212,431 | 213,655 | 123,672 |
| | 1987 | 3,075,914 | 660,380 | 623,687 | 234,073 | 298,136 | 253,389 | 129,874 | 130,409 | 84,677 | 836,499 | 166,104 | 235,117 | 92,872 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1991<br>U.S. CENSUS 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **NEW JERSEY (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Passaic | 1991 | 3,673,372 | 694,205 | 625,337 | 303,865 | 412,531 | 368,920 | 263,358 | 328,528 | 271,149 | 680,808 | 154,943 | 117,331 | 101,062 |
| | 1987 | 3,325,503 | 547,671 | 493,242 | 264,971 | 431,289 | 383,374 | 262,094 | 270,441 | 225,016 | 636,644 | 142,664 | 130,084 | 79,674 |
| ☐ Salem | 1991 | 367,009 | 61,726 | 60,699 | 29,834 | 20,440 | 12,246 | 7,049 | 14,318 | 12,371 | 115,262 | 67,445 | 11,458 | 16,681 |
| | 1987 | 327,505 | 56,310 | 55,363 | 29,198 | 18,664 | 10,936 | 8,192 | 13,121 | 11,389 | 104,783 | 50,168 | 10,540 | 13,294 |
| Somerset | 1991 | 2,320,080 | 573,455 | 541,837 | 217,721 | 172,458 | 158,222 | 84,783 | 149,306 | 112,775 | 592,889 | 125,586 | 113,814 | 52,677 |
| | 1987 | 1,970,029 | 419,746 | 396,523 | 171,152 | 155,819 | 142,293 | 74,722 | 127,198 | 96,270 | 571,597 | 105,715 | 112,786 | 41,148 |
| Sussex | 1991 | 853,116 | 249,681 | 234,877 | 65,795 | 31,681 | 25,358 | 25,171 | 26,369 | 17,341 | 232,895 | 55,359 | 42,334 | 26,011 |
| | 1987 | 726,453 | 197,604 | 185,851 | 50,746 | 31,806 | 25,183 | 22,845 | 22,050 | 14,707 | 194,157 | 48,496 | 47,447 | 20,675 |
| Union | 1991 | 3,749,007 | 753,457 | 683,385 | 294,765 | 165,234 | 96,751 | 191,769 | 243,716 | 150,774 | 1,097,956 | 305,207 | 142,237 | 138,875 |
| | 1987 | 3,487,664 | 670,939 | 608,418 | 293,563 | 144,889 | 82,908 | 199,213 | 226,782 | 142,737 | 1,066,099 | 228,480 | 143,074 | 114,695 |
| ☐ Warren | 1991 | 723,008 | 163,270 | 154,548 | 48,124 | 46,058 | 38,282 | 22,229 | 23,370 | 14,996 | 154,723 | 93,078 | 60,584 | 29,794 |
| | 1987 | 644,640 | 138,299 | 130,885 | 43,022 | 36,885 | 30,374 | 18,792 | 20,197 | 13,045 | 157,227 | 79,015 | 56,399 | 23,463 |
| **TOTAL METRO COUNTIES** | 1991 | **63,209,987** | **13,969,509** | **12,875,944** | **5,504,942** | **6,161,258** | **5,262,436** | **4,337,948** | **3,792,936** | **2,359,947** | **13,353,800** | **3,851,872** | **2,480,833** | **2,148,313** |
| | 1987 | 56,326,196 | 11,408,848 | 10,508,429 | 4,823,731 | 5,753,942 | 4,884,194 | 3,807,132 | 3,319,744 | 2,091,330 | 12,905,307 | 3,227,472 | 2,637,164 | 1,683,103 |
| **TOTAL STATE** | 1991 | **63,209,987** | **13,969,509** | **12,875,944** | **5,504,942** | **6,161,258** | **5,262,436** | **4,337,948** | **3,792,936** | **2,359,947** | **13,353,800** | **3,851,872** | **2,480,833** | **2,148,313** |
| | 1987 | 56,326,196 | 11,408,848 | 10,508,429 | 4,823,731 | 5,753,942 | 4,884,194 | 3,807,132 | 3,319,744 | 2,091,330 | 12,905,307 | 3,227,472 | 2,637,164 | 1,683,103 |
| **NEW MEXICO** | | | | | | | | | | | | | | |
| **ALBUQUERQUE** | 1991 | **4,036,429** | **675,718** | **633,159** | **455,814** | **536,749** | **380,071** | **211,820** | **220,684** | **132,799** | **939,039** | **209,599** | **243,804** | **167,802** |
| | 1987 | 3,373,878 | 567,101 | 531,276 | 380,899 | 449,448 | 313,190 | 156,573 | 183,047 | 112,563 | 861,529 | 190,278 | 190,515 | 109,407 |
| Bernalillo | 1991 | 4,036,429 | 675,718 | 633,159 | 455,814 | 536,749 | 380,071 | 211,820 | 220,684 | 132,799 | 939,039 | 209,599 | 243,804 | 167,802 |
| | 1987 | 3,373,878 | 567,101 | 531,276 | 380,899 | 449,448 | 313,190 | 156,573 | 183,047 | 112,563 | 861,529 | 190,278 | 190,515 | 109,407 |
| **LAS CRUCES** | 1991 | **642,154** | **140,371** | **136,374** | **69,202** | **97,654** | **85,005** | **28,238** | **24,848** | **14,116** | **125,767** | **40,873** | **64,638** | **15,832** |
| | 1987 | 532,291 | 106,515 | 103,461 | 57,069 | 72,758 | 62,884 | 22,957 | 21,976 | 12,766 | 118,882 | 43,150 | 42,578 | 13,944 |
| Dona Ana | 1991 | 642,154 | 140,371 | 136,374 | 69,202 | 97,654 | 85,005 | 28,238 | 24,848 | 14,116 | 125,767 | 40,873 | 64,638 | 15,832 |
| | 1987 | 532,291 | 106,515 | 103,461 | 57,069 | 72,758 | 62,884 | 22,957 | 21,976 | 12,766 | 118,882 | 43,150 | 42,578 | 13,944 |
| **SANTA FE** | 1991 | **920,812** | **153,896** | **146,628** | **122,064** | **111,606** | **98,146** | **58,209** | **40,829** | **20,726** | **126,899** | **42,899** | **70,508** | **26,819** |
| | 1987 | 738,788 | 122,347 | 116,450 | 92,146 | 80,016 | 68,520 | 40,315 | 32,040 | 16,434 | 132,941 | 40,642 | 51,918 | 24,337 |
| Los Alamos | 1991 | 85,020 | 41,459 | 40,938 | 8,273 | 1,492 | | 3,590 | 283 | | 1,051 | 5,680 | 6,923 | 3,197 |
| | 1987 | 71,948 | 30,944 | 30,549 | 7,827 | 2,682 | | 3,246 | 275 | | 1,310 | 5,875 | 5,510 | 2,548 |
| Santa Fe | 1991 | 835,792 | 112,437 | 105,690 | 113,791 | 110,114 | 98,146 | 54,619 | 40,546 | 20,726 | 125,848 | 37,219 | 63,585 | 23,622 |
| | 1987 | 666,840 | 91,403 | 85,901 | 84,269 | 77,334 | 68,520 | 37,069 | 31,765 | 16,434 | 131,631 | 34,767 | 46,408 | 21,789 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Bernalillo | 1991 | 4,036,429 | 675,718 | 633,159 | 455,814 | 536,749 | 380,071 | 211,820 | 220,684 | 132,799 | 939,039 | 209,599 | 243,804 | 167,802 |
| | 1987 | 3,373,878 | 567,101 | 531,276 | 380,899 | 449,448 | 313,190 | 156,573 | 183,047 | 112,563 | 861,529 | 190,278 | 190,515 | 109,407 |
| Catron | 1991 | 3,496 | 1,835 | 1,767 | 41 | 184 | | | 40 | | 119 | 759 | 84 | |
| | 1987 | 3,587 | 1,487 | 1,432 | 29 | 145 | | | 65 | | 187 | 1,022 | 94 | |
| Chaves | 1991 | 288,765 | 79,305 | 78,148 | 27,705 | 41,870 | 31,733 | 12,953 | 9,410 | 6,831 | 50,401 | 19,604 | 16,384 | 11,880 |
| | 1987 | 277,491 | 66,796 | 65,808 | 29,677 | 34,052 | 25,471 | 11,174 | 9,867 | 7,192 | 58,705 | 21,592 | 17,674 | 8,703 |
| Cibola | 1991 | 90,283 | 14,243 | 13,553 | 12,992 | 7,171 | | 1,789 | 2,828 | 326 | 13,174 | 25,888 | 3,097 | 2,629 |
| | 1987 | 82,716 | 15,299 | 14,555 | 10,934 | 7,383 | | 1,414 | 2,431 | 281 | 13,316 | 19,905 | 2,856 | 2,626 |
| Colfax | 1991 | 86,466 | 22,306 | 18,989 | 16,004 | 5,667 | 2,819 | 2,427 | 708 | 233 | 10,771 | 12,307 | 8,240 | 5,239 |
| | 1987 | 76,988 | 17,148 | 14,595 | 12,746 | 4,918 | 2,382 | 2,878 | 771 | 259 | 11,898 | 11,391 | 7,336 | 4,489 |
| Curry | 1991 | 307,803 | 81,051 | 76,833 | 29,534 | 44,583 | 39,536 | 14,139 | 11,767 | 7,282 | 50,242 | 23,148 | 19,812 | 10,809 |
| | 1987 | 263,171 | 56,735 | 53,772 | 24,438 | 34,042 | 30,012 | 11,549 | 12,429 | 7,895 | 60,068 | 21,346 | 16,150 | 7,550 |
| De Baca | 1991 | 8,601 | 3,006 | 2,845 | 838 | | | 94 | 86 | 86 | 251 | 1,687 | 94 | 121 |
| | 1987 | 8,065 | 2,740 | 2,592 | 887 | | | 105 | 146 | 146 | 390 | 1,476 | 179 | 224 |
| Dona Ana | 1991 | 642,154 | 140,371 | 136,374 | 69,202 | 97,654 | 85,005 | 28,238 | 24,848 | 14,116 | 125,767 | 40,873 | 64,638 | 15,832 |
| | 1987 | 532,291 | 106,515 | 103,461 | 57,069 | 72,758 | 62,884 | 22,957 | 21,976 | 12,766 | 118,882 | 43,150 | 42,578 | 13,944 |
| Eddy | 1991 | 281,428 | 56,162 | 55,046 | 26,272 | 38,005 | 29,580 | 9,485 | 11,562 | 6,667 | 42,913 | 51,561 | 11,148 | 10,182 |
| | 1987 | 252,014 | 50,880 | 49,859 | 21,306 | 31,452 | 24,175 | 10,117 | 10,316 | 6,137 | 50,388 | 39,389 | 10,624 | 7,463 |
| Grant | 1991 | 159,710 | 47,598 | 45,035 | 18,957 | 10,636 | 4,417 | 6,397 | 3,190 | 1,253 | 26,573 | 23,306 | 8,909 | 9,426 |
| | 1987 | 133,190 | 39,178 | 37,061 | 13,470 | 8,163 | 3,285 | 6,130 | 3,120 | 1,227 | 25,606 | 16,662 | 7,059 | 7,834 |
| Guadalupe | 1991 | 27,062 | 4,134 | 3,983 | 6,828 | 431 | | 361 | 61 | | 427 | 11,041 | 521 | |
| | 1987 | 27,120 | 4,207 | 4,052 | 4,111 | 338 | | 323 | 110 | | 392 | 14,020 | 436 | |
| Harding | 1991 | 3,546 | 392 | 340 | 450 | | | | 42 | | 315 | 1,599 | | |
| | 1987 | 3,488 | 381 | 330 | 286 | | | | 63 | | 481 | 1,490 | | |
| Hidalgo | 1991 | 27,021 | 7,344 | 7,094 | 2,507 | 63 | | 45 | 46 | | 4,266 | 10,266 | 1,050 | 742 |
| | 1987 | 26,358 | 5,831 | 5,632 | 1,994 | 69 | | 31 | 47 | | 4,040 | 12,189 | 867 | 478 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1991
U.S. CENSUS 1987

| METRO AREA County | Year | Total Retail Sales ($000) | Food Stores Total ($000) | Food Stores Supermarkets ($000) | Eating & Drinking Places Total ($000) | General Merchandise Stores Total ($000) | General Merchandise Department Stores ($000) | Apparel & Accessories Stores Total ($000) | Furniture/Home Furnishings/Appliance Stores Total ($000) | Furniture & Home Furn. ($000) | Automotive Dealers Total ($000) | Gasoline Service Stations Total ($000) | Bldg. Mtls. & Hardware Dealers Total ($000) | Drugstores Total ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **NEW MEXICO (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Lea | 1991 | 285,003 | 105,415 | 103,930 | 19,745 | 31,021 | 23,721 | 16,011 | 5,577 | 3,755 | 59,757 | 16,224 | 12,089 | 5,632 |
| | 1987 | 284,110 | 87,916 | 86,660 | 21,131 | 25,782 | 19,455 | 17,386 | 7,146 | 4,900 | 68,266 | 17,859 | 15,425 | 5,820 |
| Lincoln | 1991 | 99,993 | 21,409 | 20,589 | 12,800 | 15,349 | 13,435 | 8,382 | 1,980 | 1,324 | 16,221 | 6,921 | 4,464 | 1,976 |
| | 1987 | 89,370 | 18,386 | 17,678 | 11,807 | 11,736 | 10,203 | 5,626 | 2,018 | 1,340 | 16,178 | 6,035 | 5,889 | 1,369 |
| Los Alamos | 1991 | 85,020 | 41,459 | 40,938 | 8,273 | 1,492 | | 3,590 | 283 | | 1,051 | 5,680 | 6,923 | 3,197 |
| | 1987 | 71,948 | 30,944 | 30,549 | 7,877 | 2,682 | | 3,246 | 275 | | 1,310 | 5,875 | 5,510 | 2,548 |
| Luna | 1991 | 102,007 | 31,091 | 29,910 | 6,338 | 7,172 | 6,398 | 1,657 | 3,218 | 2,188 | 15,870 | 21,768 | 6,385 | 3,114 |
| | 1987 | 86,582 | 23,558 | 22,658 | 5,195 | 6,142 | 5,446 | 2,037 | 2,380 | 1,616 | 16,245 | 17,750 | 5,121 | 2,648 |
| McKinley | 1991 | 373,113 | 75,582 | 73,474 | 42,551 | 35,672 | 22,448 | 15,271 | 14,665 | 8,970 | 60,754 | 57,290 | 27,805 | 10,908 |
| | 1987 | 332,014 | 67,138 | 65,252 | 36,304 | 31,074 | 19,159 | 11,219 | 12,468 | 7,812 | 59,534 | 55,322 | 21,338 | 8,377 |
| Mora | 1991 | 5,744 | 899 | 821 | 239 | | | 59 | 81 | | 442 | 2,249 | 97 | |
| | 1987 | 4,985 | 964 | 880 | 150 | | | 59 | 101 | | 327 | 2,070 | 81 | |
| Otero | 1991 | 250,867 | 66,178 | 60,771 | 20,266 | 29,981 | 19,353 | 8,381 | 15,355 | 10,171 | 59,357 | 10,338 | 15,775 | 5,719 |
| | 1987 | 232,442 | 54,160 | 49,725 | 18,882 | 22,114 | 14,000 | 7,722 | 14,640 | 9,768 | 64,808 | 11,061 | 15,913 | 5,229 |
| Quay | 1991 | 63,388 | 17,292 | 16,572 | 10,860 | 7,134 | 2,766 | 1,920 | 1,181 | 725 | 6,987 | 10,871 | 1,398 | 1,588 |
| | 1987 | 58,512 | 14,630 | 14,018 | 9,289 | 6,205 | 2,329 | 1,779 | 1,198 | 734 | 8,396 | 10,590 | 1,350 | 1,377 |
| Rio Arriba | 1991 | 129,504 | 40,187 | 37,708 | 11,898 | 5,261 | | 1,814 | 1,757 | 1,292 | 14,141 | 19,505 | 15,713 | 10,011 |
| | 1987 | 109,345 | 33,435 | 31,366 | 10,194 | 5,487 | | 1,904 | 1,491 | 1,103 | 15,085 | 14,083 | 13,554 | 6,504 |
| Roosevelt | 1991 | 91,881 | 35,072 | 33,819 | 6,989 | 3,958 | | 3,313 | 270 | 203 | 19,694 | 2,815 | 4,192 | 3,594 |
| | 1987 | 76,977 | 24,541 | 23,659 | 6,402 | 3,483 | | 3,173 | 279 | 213 | 20,138 | 2,249 | 3,168 | 3,138 |
| Sandoval | 1991 | 113,995 | 30,676 | 28,420 | 19,247 | 3,548 | | 2,495 | 5,352 | 3,808 | 2,842 | 20,732 | 12,667 | 6,695 |
| | 1987 | 87,007 | 24,673 | 22,854 | 13,867 | 3,117 | | 1,496 | 3,320 | 2,409 | 2,313 | 17,916 | 9,053 | 3,854 |
| San Juan | 1991 | 591,003 | 155,893 | 151,196 | 50,001 | 93,406 | 70,803 | 19,569 | 26,117 | 16,301 | 129,913 | 36,256 | 27,710 | 14,301 |
| | 1987 | 497,545 | 115,807 | 112,295 | 40,475 | 67,476 | 50,477 | 17,690 | 19,155 | 12,249 | 130,565 | 37,682 | 25,426 | 11,689 |
| San Miguel | 1991 | 108,463 | 40,143 | 39,073 | 13,999 | 8,418 | 3,985 | 3,587 | 1,658 | 1,040 | 14,682 | 7,475 | 4,828 | 5,613 |
| | 1987 | 90,263 | 29,519 | 28,726 | 11,862 | 7,748 | 3,563 | 2,998 | 1,704 | 1,075 | 15,001 | 6,630 | 4,997 | 3,583 |
| Santa Fe | 1991 | 835,792 | 112,437 | 105,690 | 113,791 | 110,114 | 98,146 | 54,619 | 40,546 | 20,726 | 125,848 | 37,219 | 63,585 | 23,622 |
| | 1987 | 666,840 | 91,403 | 85,901 | 84,269 | 77,334 | 68,520 | 37,069 | 31,765 | 16,434 | 131,631 | 34,767 | 46,408 | 21,789 |
| Sierra | 1991 | 47,233 | 14,893 | 14,104 | 8,866 | 3,542 | | 387 | 695 | 494 | 4,300 | 5,103 | 4,352 | 2,905 |
| | 1987 | 41,671 | 11,720 | 11,097 | 7,992 | 3,181 | | 359 | 591 | 432 | 4,647 | 4,375 | 4,065 | 2,483 |
| Socorro | 1991 | 47,618 | 10,551 | 10,094 | 9,409 | 4,472 | | 2,336 | 148 | 148 | 5,898 | 8,485 | 3,195 | 1,969 |
| | 1987 | 44,482 | 10,912 | 10,437 | 7,657 | 4,068 | | 1,640 | 172 | 172 | 7,524 | 7,416 | 2,448 | 1,353 |
| Taos | 1991 | 167,493 | 53,094 | 51,601 | 19,637 | 18,531 | 10,524 | 11,111 | 1,928 | 954 | 12,593 | 10,825 | 9,203 | 2,023 |
| | 1987 | 131,933 | 37,072 | 36,023 | 15,668 | 14,057 | 7,793 | 7,897 | 1,489 | 755 | 13,843 | 10,234 | 7,990 | 1,715 |
| Torrance | 1991 | 39,432 | 9,280 | 8,899 | 3,272 | | | 530 | 84 | | 9,866 | 9,153 | 1,315 | 2,285 |
| | 1987 | 34,667 | 6,435 | 6,170 | 2,565 | | | 577 | 131 | | 9,816 | 9,194 | 855 | 1,524 |
| Union | 1991 | 16,346 | 4,460 | 4,277 | 2,472 | 957 | | 383 | 498 | 305 | 1,229 | 2,017 | 687 | 1,277 |
| | 1987 | 16,277 | 4,142 | 3,971 | 2,574 | 893 | | 485 | 660 | 405 | 1,359 | 2,554 | 864 | 934 |
| Valencia | 1991 | 228,355 | 96,146 | 95,103 | 15,025 | 7,075 | | 2,625 | 4,266 | 3,056 | 57,003 | 12,105 | 18,072 | 5,878 |
| | 1987 | 186,803 | 70,576 | 69,796 | 13,141 | 7,631 | | 2,857 | 3,383 | 2,444 | 52,941 | 8,818 | 15,175 | 5,073 |
| **TOTAL METRO COUNTIES** | 1991 | **5,599,395** | **969,985** | **916,161** | **647,080** | **746,009** | **563,222** | **298,267** | **286,361** | **167,641** | **1,191,705** | **293,371** | **378,950** | **210,453** |
| | 1987 | 4,644,957 | 795,963 | 751,187 | 530,114 | 602,222 | 444,594 | 219,845 | 237,063 | 141,763 | 1,113,352 | 274,070 | 285,011 | 147,688 |
| **TOTAL STATE** | 1991 | **9,645,014** | **2,095,622** | **2,000,155** | **1,062,822** | **1,170,116** | **844,760** | **445,790** | **410,931** | **245,053** | **1,882,706** | **734,669** | **618,236** | **346,969** |
| | 1987 | 8,204,100 | 1,692,229 | 1,614,140 | 885,167 | 942,978 | 662,344 | 350,520 | 348,754 | 212,327 | 1,845,814 | 676,390 | 500,998 | 253,725 |
| **NEW YORK** | | | | | | | | | | | | | | |
| **ALBANY - SCHENECTADY - TROY** | 1991 | **6,971,896** | **1,625,823** | **1,540,192** | **624,232** | **821,224** | **646,362** | **319,922** | **330,108** | **174,975** | **1,543,153** | **390,612** | **315,193** | **278,055** |
| | 1987 | 5,976,875 | 1,276,489 | 1,208,716 | 520,806 | 716,564 | 558,067 | 295,251 | 285,129 | 153,820 | 1,345,196 | 339,583 | 344,245 | 212,434 |
| Albany | 1991 | 3,099,377 | 578,967 | 537,200 | 309,194 | 468,322 | 351,712 | 198,465 | 185,566 | 94,797 | 740,094 | 122,940 | 57,822 | 110,390 |
| | 1987 | 2,649,749 | 461,717 | 428,323 | 249,488 | 397,389 | 294,403 | 184,813 | 157,937 | 82,032 | 637,885 | 108,358 | 68,654 | 82,294 |
| Greene | 1991 | 292,292 | 90,668 | 88,622 | 21,304 | 22,160 | 18,546 | 4,820 | 8,009 | 6,237 | 56,274 | 28,552 | 22,708 | 10,816 |
| | 1987 | 261,736 | 72,745 | 71,089 | 18,531 | 19,464 | 16,148 | 5,693 | 7,258 | 5,711 | 53,531 | 24,707 | 22,696 | 8,641 |
| Montgomery | 1991 | 296,138 | 90,515 | 86,106 | 19,409 | 30,431 | 24,236 | 6,192 | 6,030 | 2,924 | 47,267 | 25,801 | 8,955 | 18,820 |
| | 1987 | 264,364 | 72,455 | 68,912 | 17,467 | 28,702 | 22,598 | 7,852 | 6,176 | 3,056 | 41,885 | 27,072 | 10,661 | 15,675 |
| Rensselaer | 1991 | 842,521 | 273,320 | 262,953 | 70,837 | 54,494 | 52,335 | 11,054 | 23,810 | 17,604 | 168,619 | 65,698 | 57,162 | 46,588 |
| | 1987 | 717,087 | 209,142 | 201,169 | 62,650 | 50,643 | 48,533 | 12,790 | 22,328 | 16,681 | 148,887 | 52,013 | 58,798 | 36,236 |
| Saratoga | 1991 | 1,289,700 | 295,426 | 285,416 | 123,249 | 115,256 | 99,126 | 41,864 | 44,115 | 26,372 | 335,135 | 87,881 | 89,112 | 36,544 |
| | 1987 | 1,061,737 | 225,385 | 217,705 | 102,803 | 96,296 | 82,182 | 33,127 | 37,126 | 22,467 | 268,694 | 69,496 | 98,500 | 27,900 |
| Schenectady | 1991 | 1,151,868 | 296,927 | 279,895 | 80,239 | 130,561 | 100,407 | 57,527 | 62,578 | 27,041 | 195,764 | 59,740 | 79,434 | 54,897 |
| | 1987 | 1,022,202 | 235,045 | 221,518 | 69,867 | 124,070 | 94,203 | 50,976 | 54,304 | 23,873 | 194,314 | 57,937 | 84,936 | 41,688 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1991<br>U.S. CENSUS 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **NEW YORK (continued)** | | | | | | | | | | | | | | |
| **BINGHAMTON** | 1991 | 1,905,840 | 396,027 | 381,430 | 169,295 | 259,866 | 223,090 | 79,945 | 81,828 | 52,664 | 413,278 | 124,408 | 87,961 | 93,493 |
| | 1987 | 1,688,530 | 348,583 | 335,591 | 148,458 | 225,987 | 192,368 | 73,801 | 76,644 | 50,400 | 365,208 | 103,767 | 97,664 | 75,245 |
| Broome | 1991 | 1,669,198 | 329,792 | 317,049 | 155,914 | 251,446 | 217,587 | 78,109 | 79,036 | 50,996 | 335,070 | 98,864 | 68,354 | 84,037 |
| | 1987 | 1,490,462 | 297,409 | 285,860 | 138,074 | 217,879 | 187,166 | 72,205 | 74,121 | 48,882 | 298,071 | 85,595 | 78,192 | 68,591 |
| Tioga | 1991 | 236,642 | 66,235 | 64,381 | 13,381 | 8,420 | 5,503 | 1,836 | 2,792 | 1,668 | 78,208 | 25,544 | 19,607 | 9,456 |
| | 1987 | 198,068 | 51,174 | 49,731 | 10,384 | 8,108 | 5,202 | 1,596 | 2,523 | 1,518 | 67,137 | 18,172 | 19,472 | 6,654 |
| **BUFFALO** | 1991 | 6,873,197 | 1,712,587 | 1,575,164 | 724,504 | 763,159 | 638,204 | 282,873 | 361,942 | 187,493 | 1,426,368 | 496,884 | 225,688 | 372,218 |
| | 1987 | 5,772,020 | 1,322,919 | 1,216,520 | 582,401 | 684,047 | 566,870 | 298,574 | 291,172 | 153,232 | 1,242,998 | 348,761 | 243,162 | 286,071 |
| Erie | 1991 | 6,873,197 | 1,712,587 | 1,575,164 | 724,504 | 763,159 | 638,204 | 282,873 | 361,942 | 187,493 | 1,426,368 | 496,884 | 225,688 | 372,218 |
| | 1987 | 5,772,020 | 1,322,919 | 1,216,520 | 582,401 | 684,047 | 566,870 | 298,574 | 291,172 | 153,232 | 1,242,998 | 348,761 | 243,162 | 286,071 |
| ***BUFFALO - NIAGARA FALLS CONSOLIDATED AREA*** | *1991* | *8,335,500* | *2,069,168* | *1,909,612* | *861,820* | *933,423* | *786,952* | *368,877* | *418,703* | *218,958* | *1,693,336* | *612,510* | *263,801* | *455,899* |
| | *1987* | *6,985,062* | *1,596,666* | *1,473,224* | *699,192* | *839,549* | *701,778* | *364,547* | *337,133* | *178,886* | *1,490,526* | *431,900* | *284,658* | *347,772* |
| **ELMIRA** | 1991 | 676,981 | 132,822 | 122,941 | 57,142 | 122,244 | 111,797 | 37,169 | 28,079 | 13,935 | 131,781 | 50,407 | 21,814 | 34,237 |
| | 1987 | 600,731 | 108,052 | 99,994 | 50,975 | 115,061 | 104,733 | 33,502 | 25,608 | 13,018 | 122,701 | 38,153 | 26,300 | 27,343 |
| Chemung | 1991 | 676,981 | 132,822 | 122,941 | 57,142 | 122,244 | 111,797 | 37,169 | 28,079 | 13,935 | 131,781 | 50,407 | 21,814 | 34,237 |
| | 1987 | 600,731 | 108,052 | 99,994 | 50,975 | 115,061 | 104,733 | 33,502 | 25,608 | 13,018 | 122,701 | 38,153 | 26,300 | 27,343 |
| **GLENS FALLS** | 1991 | 963,701 | 230,113 | 223,683 | 90,728 | 91,626 | 74,601 | 39,509 | 33,099 | 15,930 | 224,939 | 69,356 | 51,447 | 40,780 |
| | 1987 | 857,270 | 197,349 | 191,788 | 77,101 | 84,939 | 69,590 | 36,155 | 27,334 | 13,355 | 210,178 | 55,000 | 54,515 | 32,402 |
| Warren | 1991 | 702,595 | 142,285 | 138,198 | 72,093 | 61,685 | 54,040 | 36,542 | 27,657 | 12,824 | 167,462 | 54,694 | 36,361 | 28,707 |
| | 1987 | 625,633 | 125,548 | 121,917 | 60,338 | 62,813 | 54,654 | 33,122 | 23,029 | 10,833 | 157,309 | 42,710 | 39,882 | 22,339 |
| Washington | 1991 | 261,106 | 87,828 | 85,485 | 18,635 | 29,941 | 20,561 | 2,967 | 5,442 | 3,106 | 57,477 | 14,662 | 15,086 | 12,073 |
| | 1987 | 231,637 | 71,801 | 69,871 | 16,763 | 22,126 | 14,936 | 3,033 | 4,305 | 2,522 | 52,869 | 12,290 | 14,633 | 10,063 |
| **JAMESTOWN - DUNKIRK** | 1991 | 856,749 | 232,934 | 221,508 | 73,100 | 93,012 | 69,566 | 27,595 | 36,033 | 13,091 | 205,356 | 56,866 | 41,848 | 38,035 |
| | 1987 | 744,116 | 181,730 | 172,782 | 64,656 | 89,074 | 65,702 | 26,353 | 30,331 | 11,188 | 184,245 | 46,183 | 42,509 | 29,056 |
| Chautauqua | 1991 | 856,749 | 232,934 | 221,508 | 73,100 | 93,012 | 69,566 | 27,595 | 36,033 | 13,091 | 205,356 | 56,866 | 41,848 | 38,035 |
| | 1987 | 744,116 | 181,730 | 172,782 | 64,656 | 89,074 | 65,702 | 26,353 | 30,331 | 11,188 | 184,245 | 46,183 | 42,509 | 29,056 |
| **NASSAU - SUFFOLK** | 1991 | 25,171,481 | 5,304,225 | 4,720,034 | 1,908,748 | 2,372,906 | 1,999,918 | 1,625,176 | 1,491,873 | 895,549 | 5,065,589 | 1,275,347 | 1,281,073 | 916,779 |
| | 1987 | 22,158,597 | 4,260,530 | 3,790,233 | 1,678,046 | 2,208,038 | 1,851,891 | 1,435,874 | 1,368,045 | 832,928 | 4,463,339 | 1,104,505 | 1,312,295 | 698,847 |
| Nassau | 1991 | 13,939,172 | 2,584,950 | 2,291,026 | 1,125,867 | 1,297,458 | 1,158,749 | 1,047,195 | 885,834 | 551,919 | 2,512,620 | 729,715 | 522,858 | 510,675 |
| | 1987 | 12,383,273 | 2,118,848 | 1,877,547 | 1,004,011 | 1,266,810 | 1,124,551 | 916,039 | 839,259 | 528,847 | 2,301,269 | 616,065 | 516,932 | 389,366 |
| Suffolk | 1991 | 11,232,309 | 2,719,275 | 2,429,008 | 782,881 | 1,075,448 | 841,169 | 577,981 | 606,039 | 343,630 | 2,552,969 | 545,632 | 758,215 | 406,104 |
| | 1987 | 9,775,324 | 2,141,682 | 1,912,686 | 674,035 | 941,228 | 727,340 | 519,835 | 528,786 | 304,081 | 2,162,070 | 488,440 | 795,363 | 309,481 |
| **NEW YORK** | 1991 | 48,759,376 | 10,120,585 | 8,443,757 | 6,207,452 | 4,936,295 | 3,883,576 | 4,938,533 | 3,274,236 | 1,788,341 | 5,600,940 | 1,718,353 | 1,285,055 | 2,263,432 |
| | 1987 | 42,698,990 | 8,399,492 | 6,995,459 | 5,362,113 | 4,684,352 | 3,654,575 | 4,279,481 | 2,829,077 | 1,586,600 | 5,235,615 | 1,402,508 | 1,375,110 | 1,776,099 |
| Bronx | 1991 | 3,160,617 | 821,322 | 659,419 | 280,694 | 342,415 | 239,628 | 261,184 | 198,430 | 113,671 | 374,621 | 199,925 | 90,036 | 236,737 |
| | 1987 | 2,783,738 | 744,167 | 597,354 | 239,910 | 271,722 | 186,876 | 226,967 | 181,171 | 106,335 | 362,335 | 145,904 | 91,190 | 174,482 |
| Kings | 1991 | 7,478,523 | 2,199,269 | 1,710,058 | 523,617 | 707,057 | 500,545 | 654,932 | 471,812 | 295,729 | 934,254 | 341,365 | 239,754 | 442,459 |
| | 1987 | 6,584,712 | 1,792,095 | 1,393,179 | 460,367 | 642,319 | 447,261 | 583,322 | 458,111 | 291,633 | 875,811 | 262,175 | 270,442 | 335,093 |
| New York (Manhattan) | 1991 | 17,896,000 | 1,998,839 | 1,549,398 | 3,453,390 | 1,969,473 | 1,553,638 | 2,696,533 | 1,443,349 | 712,216 | 627,273 | 140,591 | 222,143 | 635,397 |
| | 1987 | 15,628,209 | 1,750,486 | 1,356,616 | 2,980,190 | 1,980,108 | 1,543,576 | 2,330,442 | 1,193,382 | 606,317 | 605,519 | 107,879 | 232,746 | 559,534 |
| Putnam | 1991 | 492,222 | 135,542 | 130,645 | 36,446 | 30,024 | 27,264 | 6,762 | 14,388 | 11,319 | 122,723 | 47,517 | 32,716 | 14,761 |
| | 1987 | 427,161 | 102,023 | 98,317 | 29,909 | 27,441 | 24,782 | 6,440 | 13,725 | 10,847 | 110,018 | 35,144 | 38,296 | 13,571 |
| Queens | 1991 | 8,137,333 | 2,334,462 | 1,992,371 | 991,949 | 635,648 | 454,916 | 509,291 | 473,015 | 263,180 | 1,102,112 | 443,274 | 245,064 | 465,024 |
| | 1987 | 7,038,535 | 1,870,354 | 1,595,955 | 850,735 | 562,549 | 396,143 | 456,702 | 407,445 | 230,173 | 1,093,950 | 358,397 | 249,730 | 343,630 |
| Richmond | 1991 | 2,037,983 | 732,528 | 664,552 | 141,635 | 242,850 | 217,179 | 131,226 | 74,085 | 52,344 | 274,211 | 91,921 | 77,674 | 110,351 |
| | 1987 | 1,699,812 | 525,729 | 476,848 | 121,223 | 213,577 | 189,856 | 109,298 | 69,699 | 49,653 | 263,620 | 77,749 | 81,566 | 76,556 |
| Rockland | 1991 | 1,784,720 | 426,494 | 389,422 | 142,466 | 151,330 | 143,233 | 88,324 | 94,110 | 56,425 | 477,836 | 77,005 | 92,172 | 77,637 |
| | 1987 | 1,600,307 | 351,217 | 320,624 | 131,282 | 161,284 | 152,183 | 77,888 | 78,751 | 47,860 | 418,055 | 78,019 | 99,111 | 60,110 |
| Westchester | 1991 | 7,771,978 | 1,472,129 | 1,347,892 | 637,255 | 857,498 | 747,173 | 590,281 | 505,047 | 283,457 | 1,687,910 | 376,755 | 285,496 | 281,066 |
| | 1987 | 6,936,516 | 1,263,421 | 1,156,566 | 548,497 | 825,352 | 713,898 | 488,422 | 426,793 | 243,782 | 1,506,307 | 337,241 | 312,029 | 213,123 |
| ***NEW YORK - NORTHERN NEW JERSEY - LONG ISLAND CONSOLIDATED AREA*** | *1991* | *130,124,509* | *27,725,145* | *24,489,193* | *13,042,381* | *12,636,800* | *10,451,260* | *10,564,472* | *8,236,047* | *4,851,287* | *21,990,715* | *6,349,053* | *4,929,978* | *5,009,467* |
| | *1987* | *115,680,222* | *22,906,000* | *20,211,709* | *11,242,906* | *11,997,318* | *9,860,987* | *9,354,939* | *7,270,940* | *4,358,267* | *20,805,523* | *5,380,388* | *5,254,040* | *3,931,708* |
| **NIAGARA FALLS** | 1991 | 1,462,303 | 356,581 | 334,448 | 137,316 | 170,264 | 148,748 | 86,004 | 56,761 | 31,465 | 266,968 | 115,626 | 38,113 | 83,681 |
| | 1987 | 1,213,042 | 273,747 | 256,704 | 116,791 | 155,502 | 134,908 | 65,973 | 45,961 | 25,654 | 247,528 | 83,139 | 41,496 | 61,701 |
| Niagara | 1991 | 1,462,303 | 356,581 | 334,448 | 137,316 | 170,264 | 148,748 | 86,004 | 56,761 | 31,465 | 266,968 | 115,626 | 38,113 | 83,681 |
| | 1987 | 1,213,042 | 273,747 | 256,704 | 116,791 | 155,502 | 134,908 | 65,973 | 45,961 | 25,654 | 247,528 | 83,139 | 41,496 | 61,701 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1991
U.S. CENSUS: 1987

| METRO AREA County | Year | Total Retail Sales ($000) | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls & Hardware Dealers | Drugstores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Total ($000) | Supermarkets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **NEW YORK (continued)** | | | | | | | | | | | | | | |
| **ORANGE COUNTY** | 1991 | 2,302,542 | 565,436 | 535,108 | 181,194 | 273,498 | 246,538 | 125,399 | 110,388 | 71,424 | 492,318 | 115,778 | 155,136 | 75,158 |
| | 1987 | 2,022,027 | 473,971 | 448,459 | 150,944 | 244,157 | 218,850 | 108,145 | 92,399 | 60,078 | 437,612 | 111,261 | 157,701 | 58,069 |
| Orange | 1991 | 2,302,542 | 565,436 | 535,108 | 181,194 | 273,498 | 246,538 | 125,399 | 110,388 | 71,424 | 492,318 | 115,778 | 155,136 | 75,158 |
| | 1987 | 2,022,027 | 473,971 | 448,459 | 150,944 | 244,157 | 218,850 | 108,145 | 92,399 | 60,078 | 437,612 | 111,261 | 157,701 | 58,069 |
| **POUGHKEEPSIE** | 1991 | 2,261,077 | 548,815 | 526,258 | 174,207 | 280,917 | 244,605 | 130,340 | 100,534 | 58,685 | 475,468 | 128,807 | 138,052 | 84,824 |
| | 1987 | 1,793,121 | 398,590 | 382,131 | 132,942 | 234,792 | 202,989 | 111,231 | 78,076 | 46,568 | 369,373 | 99,535 | 132,333 | 59,511 |
| Dutchess | 1991 | 2,261,077 | 548,815 | 526,258 | 174,207 | 280,917 | 244,605 | 130,340 | 100,534 | 58,685 | 475,468 | 128,807 | 138,052 | 84,824 |
| | 1987 | 1,793,121 | 398,590 | 382,131 | 132,942 | 234,792 | 202,989 | 111,231 | 78,076 | 46,568 | 369,373 | 99,535 | 132,333 | 59,511 |
| **ROCHESTER** | 1991 | 7,440,110 | 1,797,176 | 1,711,596 | 675,576 | 710,762 | 548,941 | 353,741 | 391,243 | 183,236 | 1,772,024 | 427,269 | 326,800 | 286,996 |
| | 1987 | 6,468,047 | 1,403,239 | 1,336,020 | 585,842 | 684,417 | 522,182 | 302,954 | 342,959 | 164,049 | 1,622,688 | 366,434 | 342,971 | 238,458 |
| Livingston | 1991 | 333,561 | 89,521 | 88,889 | 31,707 | 23,527 | 19,958 | 3,789 | 5,750 | 2,548 | 84,759 | 44,902 | 22,134 | 14,810 |
| | 1987 | 286,060 | 71,382 | 70,864 | 26,283 | 18,851 | 15,858 | 3,808 | 5,035 | 2,266 | 78,331 | 32,199 | 23,422 | 10,731 |
| Monroe | 1991 | 5,668,842 | 1,332,212 | 1,260,535 | 534,113 | 538,926 | 414,787 | 298,187 | 325,720 | 150,336 | 1,358,952 | 289,683 | 222,428 | 220,778 |
| | 1987 | 4,966,487 | 1,048,300 | 991,700 | 466,142 | 530,564 | 403,213 | 247,371 | 291,392 | 137,190 | 1,261,735 | 262,941 | 234,405 | 181,897 |
| Ontario | 1991 | 847,927 | 177,639 | 170,642 | 70,946 | 105,801 | 91,068 | 39,707 | 46,534 | 22,029 | 195,396 | 51,880 | 41,389 | 20,970 |
| | 1987 | 707,975 | 133,955 | 128,653 | 58,496 | 98,469 | 84,081 | 39,893 | 34,922 | 17,145 | 161,237 | 36,160 | 41,000 | 20,754 |
| Orleans | 1991 | 164,501 | 59,840 | 56,769 | 13,749 | 13,487 | 9,314 | 4,149 | 5,075 | 3,179 | 28,573 | 8,989 | 8,046 | 8,731 |
| | 1987 | 140,582 | 46,149 | 43,772 | 12,715 | 9,808 | 6,660 | 4,285 | 4,903 | 3,159 | 25,820 | 6,683 | 9,283 | 7,518 |
| Wayne | 1991 | 425,279 | 137,964 | 134,761 | 25,061 | 29,021 | 13,814 | 7,909 | 8,164 | 5,144 | 104,344 | 31,815 | 32,803 | 21,707 |
| | 1987 | 366,943 | 103,453 | 101,031 | 22,206 | 26,725 | 12,370 | 7,597 | 6,707 | 4,289 | 95,565 | 28,451 | 34,861 | 17,558 |
| **SYRACUSE** | 1991 | 4,799,631 | 1,133,744 | 1,061,624 | 461,230 | 449,485 | 342,821 | 278,352 | 257,701 | 139,896 | 1,067,195 | 317,390 | 204,092 | 209,610 |
| | 1987 | 4,116,695 | 909,998 | 851,941 | 406,262 | 392,635 | 295,509 | 241,138 | 225,307 | 123,656 | 941,959 | 246,163 | 233,061 | 170,000 |
| Madison | 1991 | 369,381 | 97,304 | 91,276 | 38,767 | 26,948 | 20,926 | 9,019 | 10,792 | 6,415 | 82,007 | 27,897 | 21,703 | 21,327 |
| | 1987 | 306,768 | 78,227 | 73,367 | 35,499 | 19,337 | 14,828 | 7,654 | 8,951 | 5,321 | 73,462 | 17,718 | 22,012 | 16,153 |
| Onondaga | 1991 | 3,799,335 | 875,344 | 819,440 | 350,849 | 379,295 | 289,015 | 260,969 | 229,153 | 121,039 | 826,979 | 225,023 | 140,959 | 154,550 |
| | 1987 | 3,268,648 | 702,199 | 657,221 | 315,298 | 332,602 | 250,146 | 224,247 | 201,928 | 108,056 | 734,590 | 176,912 | 169,043 | 126,145 |
| Oswego | 1991 | 630,915 | 161,096 | 150,908 | 71,614 | 43,242 | 32,880 | 8,364 | 17,756 | 12,442 | 158,209 | 64,470 | 41,430 | 33,733 |
| | 1987 | 541,279 | 129,572 | 121,353 | 55,465 | 40,696 | 30,535 | 9,237 | 14,428 | 10,279 | 133,907 | 51,533 | 42,006 | 27,702 |
| **UTICA - ROME** | 1991 | 2,040,739 | 470,652 | 434,970 | 194,681 | 237,036 | 204,001 | 87,562 | 84,580 | 53,579 | 415,629 | 112,144 | 106,108 | 111,369 |
| | 1987 | 1,788,136 | 387,763 | 358,304 | 164,200 | 215,280 | 184,573 | 93,678 | 69,230 | 44,360 | 376,379 | 97,580 | 108,584 | 92,884 |
| Herkimer | 1991 | 351,631 | 98,305 | 94,821 | 38,620 | 36,869 | 35,703 | 10,002 | 11,608 | 7,814 | 50,776 | 28,172 | 34,209 | 20,059 |
| | 1987 | 319,833 | 81,210 | 78,316 | 32,986 | 38,642 | 37,350 | 9,865 | 11,472 | 7,792 | 48,219 | 25,464 | 33,478 | 16,593 |
| Oneida | 1991 | 1,689,108 | 372,347 | 340,149 | 156,061 | 200,167 | 168,298 | 77,560 | 72,972 | 45,765 | 364,853 | 83,972 | 71,899 | 91,310 |
| | 1987 | 1,468,303 | 306,553 | 279,988 | 131,214 | 176,638 | 147,223 | 83,813 | 57,758 | 36,568 | 328,160 | 72,116 | 75,106 | 76,291 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Albany | 1991 | 3,099,377 | 578,967 | 537,200 | 309,194 | 468,322 | 351,712 | 198,465 | 185,566 | 94,797 | 740,094 | 122,940 | 57,822 | 110,390 |
| | 1987 | 2,649,749 | 461,717 | 428,323 | 249,488 | 397,389 | 294,403 | 184,813 | 157,937 | 82,032 | 637,885 | 108,358 | 68,654 | 82,294 |
| Allegany | 1991 | 187,052 | 62,654 | 60,714 | 20,805 | 14,023 | 8,320 | 1,563 | 9,579 | 5,495 | 24,747 | 17,683 | 9,988 | 11,798 |
| | 1987 | 163,211 | 51,355 | 49,755 | 18,168 | 12,087 | 7,016 | 2,303 | 7,173 | 4,191 | 27,128 | 12,395 | 10,151 | 8,901 |
| Bronx | 1991 | 3,160,617 | 821,322 | 659,419 | 280,694 | 342,415 | 239,628 | 261,184 | 198,430 | 113,671 | 374,621 | 199,925 | 90,036 | 236,737 |
| | 1987 | 2,783,738 | 744,167 | 597,354 | 239,910 | 271,722 | 186,876 | 226,967 | 181,171 | 106,335 | 362,335 | 145,904 | 91,190 | 174,482 |
| Broome | 1991 | 1,669,198 | 329,792 | 317,049 | 155,914 | 251,446 | 217,587 | 78,109 | 79,036 | 50,996 | 335,070 | 98,864 | 68,354 | 84,037 |
| | 1987 | 1,490,462 | 297,409 | 285,860 | 138,074 | 217,879 | 187,166 | 72,205 | 74,121 | 48,882 | 298,071 | 85,595 | 78,192 | 68,591 |
| Cattaraugus | 1991 | 461,199 | 110,939 | 106,502 | 55,155 | 61,494 | 43,948 | 18,471 | 19,773 | 10,874 | 81,878 | 25,489 | 27,098 | 25,922 |
| | 1987 | 390,472 | 90,001 | 86,384 | 44,305 | 54,005 | 38,002 | 18,091 | 15,039 | 8,414 | 76,514 | 19,213 | 29,880 | 18,869 |
| Cayuga | 1991 | 415,973 | 132,244 | 124,621 | 30,878 | 43,811 | 40,681 | 23,037 | 12,232 | 7,624 | 95,454 | 20,593 | 15,817 | 14,404 |
| | 1987 | 369,625 | 100,847 | 95,015 | 26,867 | 39,578 | 36,610 | 23,008 | 10,594 | 6,648 | 90,989 | 22,297 | 17,390 | 12,516 |
| Chautauqua | 1991 | 856,749 | 232,934 | 221,508 | 73,100 | 93,012 | 69,566 | 27,595 | 36,033 | 13,091 | 205,356 | 56,866 | 41,848 | 38,035 |
| | 1987 | 744,116 | 181,730 | 172,782 | 64,656 | 89,074 | 65,702 | 26,353 | 30,331 | 11,188 | 184,245 | 46,183 | 42,509 | 29,056 |
| Chemung | 1991 | 676,981 | 132,822 | 122,941 | 57,142 | 122,244 | 111,797 | 37,169 | 28,079 | 13,935 | 131,781 | 30,407 | 21,814 | 34,237 |
| | 1987 | 600,731 | 108,052 | 99,994 | 50,975 | 115,061 | 104,733 | 33,502 | 25,608 | 13,018 | 122,701 | 38,153 | 26,300 | 27,343 |
| Chenango | 1991 | 264,635 | 75,284 | 74,128 | 15,501 | 13,534 | 6,325 | 6,814 | 4,705 | 1,730 | 65,550 | 19,750 | 22,036 | 16,464 |
| | 1987 | 236,198 | 63,891 | 62,897 | 13,949 | 12,857 | 5,839 | 6,747 | 4,705 | 1,730 | 58,636 | 14,035 | 22,881 | 12,870 |
| Clinton | 1991 | 626,177 | 143,113 | 134,179 | 39,731 | 84,867 | 75,909 | 41,879 | 22,120 | 10,308 | 142,078 | 37,322 | 39,028 | 27,009 |
| | 1987 | 509,906 | 98,952 | 92,756 | 36,771 | 74,854 | 66,557 | 32,400 | 20,014 | 9,431 | 111,242 | 29,320 | 39,130 | 19,843 |
| Columbia | 1991 | 341,978 | 105,128 | 100,344 | 25,745 | 19,086 | 8,354 | 3,035 | 13,219 | 6,233 | 57,092 | 23,406 | 47,662 | 14,850 |
| | 1987 | 307,340 | 83,264 | 79,459 | 22,241 | 17,139 | 7,279 | 3,822 | 11,344 | 5,352 | 50,774 | 23,641 | 50,055 | 10,913 |
| Cortland | 1991 | 357,160 | 80,218 | 76,421 | 39,358 | 29,447 | 28,773 | 13,773 | 11,807 | 5,964 | 71,876 | 32,737 | 34,447 | 19,158 |
| | 1987 | 298,060 | 65,519 | 62,406 | 32,982 | 23,097 | 22,539 | 13,015 | 11,008 | 5,648 | 63,724 | 20,223 | 31,129 | 15,930 |
| Delaware | 1991 | 331,792 | 89,264 | 86,887 | 17,982 | 32,596 | 22,464 | 2,352 | 10,242 | 4,840 | 58,910 | 26,868 | 30,571 | 15,959 |
| | 1987 | 293,058 | 77,353 | 75,278 | 17,151 | 27,172 | 18,413 | 3,529 | 8,696 | 4,187 | 53,412 | 21,087 | 31,482 | 13,592 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1991<br>U.S. CENSUS 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **NEW YORK (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Dutchess | 1991 | 2,261,077 | 548,815 | 526,258 | 174,207 | 280,917 | 244,605 | 130,340 | 100,534 | 58,685 | 475,468 | 128,807 | 138,052 | 84,824 |
| | 1987 | 1,793,121 | 398,590 | 382,131 | 132,942 | 234,792 | 202,989 | 111,231 | 78,076 | 46,568 | 369,373 | 99,535 | 132,333 | 59,511 |
| Erie | 1991 | 6,873,197 | 1,712,537 | 1,575,164 | 724,504 | 763,159 | 638,204 | 282,873 | 361,942 | 187,493 | 1,426,368 | 496,884 | 225,688 | 372,218 |
| | 1987 | 5,772,020 | 1,322,919 | 1,216,520 | 582,401 | 684,047 | 566,870 | 298,574 | 291,172 | 153,232 | 1,242,998 | 348,761 | 243,162 | 286,071 |
| Essex | 1991 | 264,004 | 75,775 | 73,496 | 33,338 | 16,249 | 7,641 | 8,956 | 2,664 | 1,461 | 58,975 | 20,999 | 14,021 | 6,819 |
| | 1987 | 219,179 | 60,975 | 59,129 | 26,931 | 13,368 | 6,108 | 8,281 | 2,289 | 1,277 | 45,084 | 15,639 | 14,916 | 5,541 |
| Franklin | 1991 | 271,582 | 74,336 | 71,026 | 18,791 | 23,702 | 14,577 | 4,304 | 8,122 | 5,233 | 49,208 | 29,446 | 19,717 | 17,173 |
| | 1987 | 231,694 | 59,115 | 56,471 | 15,602 | 19,487 | 11,734 | 5,195 | 6,837 | 4,458 | 41,737 | 20,816 | 20,532 | 13,649 |
| Fulton | 1991 | 316,635 | 91,705 | 88,840 | 16,895 | 23,643 | 15,880 | 4,684 | 10,485 | 3,632 | 82,970 | 21,279 | 17,641 | 18,669 |
| | 1987 | 281,920 | 70,362 | 68,150 | 14,921 | 24,591 | 16,225 | 8,326 | 8,960 | 3,124 | 78,324 | 19,777 | 18,060 | 15,818 |
| Genesee | 1991 | 361,375 | 79,648 | 76,179 | 34,832 | 32,839 | 26,349 | 8,676 | 16,404 | 6,304 | 84,413 | 54,403 | 16,709 | 13,243 |
| | 1987 | 314,542 | 70,262 | 67,189 | 31,640 | 31,485 | 24,994 | 10,693 | 13,523 | 5,340 | 67,600 | 41,185 | 19,370 | 11,229 |
| Greene | 1991 | 292,292 | 90,668 | 88,622 | 21,304 | 22,160 | 18,546 | 4,820 | 8,009 | 6,237 | 56,274 | 28,552 | 22,708 | 10,816 |
| | 1987 | 261,736 | 72,745 | 71,089 | 18,531 | 19,464 | 16,148 | 5,693 | 7,258 | 5,711 | 53,531 | 24,707 | 22,696 | 8,641 |
| Hamilton | 1991 | 23,909 | 8,179 | 8,007 | 3,480 | 2,190 | | 222 | 962 | 962 | 3,104 | 864 | 1,257 | |
| | 1987 | 21,031 | 6,695 | 6,553 | 3,337 | 1,846 | | 326 | 811 | 811 | 2,703 | 769 | 1,838 | |
| Herkimer | 1991 | 351,631 | 98,305 | 94,821 | 38,620 | 36,869 | 35,703 | 10,002 | 11,608 | 7,814 | 50,776 | 28,172 | 34,209 | 20,059 |
| | 1987 | 319,833 | 81,210 | 78,316 | 32,986 | 38,642 | 37,350 | 9,865 | 11,472 | 7,792 | 48,219 | 25,464 | 33,478 | 16,593 |
| Jefferson | 1991 | 830,171 | 164,434 | 159,411 | 80,956 | 87,559 | 68,944 | 44,960 | 46,444 | 27,190 | 196,153 | 28,925 | 67,489 | 36,706 |
| | 1987 | 691,580 | 125,654 | 121,791 | 64,443 | 76,079 | 59,205 | 34,513 | 33,292 | 19,792 | 173,382 | 29,085 | 64,374 | 29,755 |
| Kings | 1991 | 7,478,523 | 2,199,269 | 1,710,058 | 523,617 | 707,057 | 500,545 | 654,932 | 471,812 | 295,729 | 934,254 | 341,365 | 239,754 | 442,459 |
| | 1987 | 6,584,712 | 1,792,095 | 1,393,179 | 460,367 | 642,319 | 447,261 | 583,322 | 458,111 | 291,633 | 875,811 | 262,175 | 270,442 | 335,093 |
| Lewis | 1991 | 90,482 | 31,830 | 30,081 | 8,343 | 10,006 | 3,478 | 1,024 | 1,631 | 965 | 16,362 | 2,346 | 2,469 | 5,746 |
| | 1987 | 76,632 | 24,017 | 22,693 | 7,266 | 7,932 | 2,663 | 1,102 | 1,657 | 971 | 14,561 | 3,292 | 2,742 | 5,398 |
| Livingston | 1991 | 333,561 | 89,521 | 88,889 | 31,707 | 23,527 | 19,958 | 3,789 | 5,750 | 2,548 | 84,759 | 44,902 | 22,134 | 14,810 |
| | 1987 | 286,060 | 71,382 | 70,864 | 26,283 | 18,851 | 15,858 | 3,808 | 5,035 | 2,266 | 78,331 | 32,199 | 23,422 | 10,731 |
| Madison | 1991 | 369,381 | 97,304 | 91,276 | 38,767 | 26,948 | 20,926 | 9,019 | 10,792 | 6,415 | 82,007 | 27,897 | 21,703 | 21,327 |
| | 1987 | 306,768 | 78,227 | 73,367 | 35,499 | 19,337 | 14,828 | 7,654 | 8,951 | 5,321 | 73,462 | 17,718 | 22,012 | 16,153 |
| Monroe | 1991 | 5,668,842 | 1,332,212 | 1,260,535 | 534,113 | 538,926 | 414,787 | 298,187 | 325,720 | 150,336 | 1,358,952 | 289,683 | 222,428 | 220,778 |
| | 1987 | 4,966,487 | 1,048,300 | 991,700 | 466,142 | 530,564 | 403,213 | 247,371 | 291,392 | 137,190 | 1,261,735 | 262,941 | 234,405 | 181,897 |
| Montgomery | 1991 | 296,138 | 90,515 | 86,106 | 19,409 | 30,431 | 24,236 | 6,192 | 6,030 | 2,924 | 47,267 | 25,801 | 8,955 | 18,820 |
| | 1987 | 264,364 | 79,455 | 68,912 | 17,467 | 28,702 | 22,598 | 7,852 | 6,176 | 3,056 | 41,885 | 27,072 | 10,661 | 15,675 |
| Nassau | 1991 | 13,939,172 | 2,584,950 | 2,291,026 | 1,125,867 | 1,297,458 | 1,158,749 | 1,047,195 | 885,834 | 551,919 | 2,512,620 | 729,715 | 522,858 | 510,675 |
| | 1987 | 12,383,273 | 2,118,848 | 1,877,547 | 1,004,011 | 1,266,810 | 1,124,551 | 916,039 | 839,259 | 528,847 | 2,301,269 | 616,065 | 516,932 | 389,366 |
| New York (Manhattan) | 1991 | 17,896,000 | 1,998,839 | 1,549,398 | 3,453,390 | 1,969,473 | 1,553,638 | 2,696,533 | 1,443,349 | 712,216 | 627,273 | 140,591 | 222,143 | 635,397 |
| | 1987 | 15,628,209 | 1,750,486 | 1,356,616 | 2,980,190 | 1,980,108 | 1,543,576 | 2,330,442 | 1,193,382 | 606,317 | 605,519 | 107,879 | 232,746 | 559,534 |
| Niagara | 1991 | 1,462,303 | 356,581 | 334,448 | 137,316 | 170,264 | 148,748 | 86,004 | 56,761 | 31,465 | 266,968 | 115,626 | 38,113 | 83,681 |
| | 1987 | 1,213,042 | 273,747 | 256,704 | 116,791 | 155,502 | 134,908 | 65,973 | 45,961 | 25,654 | 247,528 | 83,139 | 41,496 | 61,701 |
| Oneida | 1991 | 1,689,108 | 372,347 | 340,149 | 156,061 | 200,167 | 168,298 | 77,560 | 72,972 | 45,765 | 364,853 | 83,972 | 71,899 | 91,310 |
| | 1987 | 1,468,303 | 306,553 | 279,988 | 131,214 | 176,638 | 147,223 | 83,813 | 57,758 | 36,568 | 328,160 | 72,116 | 75,106 | 76,291 |
| Onondaga | 1991 | 3,799,335 | 875,344 | 819,440 | 350,849 | 379,295 | 289,015 | 260,969 | 229,153 | 121,039 | 826,979 | 225,023 | 140,959 | 154,550 |
| | 1987 | 3,268,648 | 702,199 | 657,221 | 315,298 | 332,602 | 250,146 | 224,247 | 201,928 | 108,056 | 734,590 | 176,912 | 169,043 | 126,145 |
| Ontario | 1991 | 847,927 | 177,639 | 170,642 | 70,946 | 105,801 | 91,068 | 39,707 | 46,534 | 22,029 | 195,396 | 51,880 | 41,389 | 20,970 |
| | 1987 | 707,975 | 133,955 | 128,653 | 58,496 | 98,469 | 84,081 | 39,893 | 34,922 | 17,145 | 161,237 | 36,160 | 41,000 | 20,754 |
| Orange | 1991 | 2,302,542 | 565,436 | 535,108 | 181,194 | 273,498 | 246,538 | 125,399 | 110,388 | 71,424 | 492,318 | 115,778 | 155,136 | 75,158 |
| | 1987 | 2,022,027 | 473,971 | 448,459 | 150,944 | 244,157 | 218,850 | 108,145 | 92,399 | 60,078 | 437,612 | 111,261 | 157,701 | 58,069 |
| Orleans | 1991 | 164,501 | 59,840 | 56,769 | 13,749 | 13,487 | 9,314 | 4,149 | 5,075 | 3,179 | 28,573 | 8,989 | 8,046 | 8,731 |
| | 1987 | 140,582 | 46,149 | 43,772 | 12,715 | 9,808 | 6,660 | 4,285 | 4,903 | 3,159 | 25,820 | 6,683 | 9,283 | 7,518 |
| Oswego | 1991 | 630,915 | 161,096 | 150,908 | 71,614 | 43,242 | 32,880 | 8,364 | 17,756 | 12,442 | 158,209 | 64,470 | 41,430 | 33,733 |
| | 1987 | 541,279 | 129,572 | 121,353 | 55,465 | 40,696 | 30,535 | 9,237 | 14,428 | 10,279 | 133,907 | 51,533 | 42,006 | 27,702 |
| Otsego | 1991 | 483,298 | 97,895 | 94,339 | 54,881 | 39,459 | 35,395 | 5,909 | 7,864 | 5,254 | 122,993 | 45,531 | 35,254 | 13,365 |
| | 1987 | 395,078 | 78,354 | 75,493 | 38,871 | 34,947 | 31,171 | 6,424 | 6,009 | 4,047 | 101,649 | 33,783 | 35,045 | 11,652 |
| Putnam | 1991 | 492,222 | 135,542 | 130,645 | 36,446 | 30,024 | 27,264 | 6,762 | 14,388 | 11,319 | 122,723 | 47,517 | 32,716 | 14,761 |
| | 1987 | 427,161 | 102,023 | 98,317 | 29,909 | 27,441 | 24,782 | 6,440 | 13,725 | 10,847 | 110,018 | 35,144 | 38,296 | 13,571 |
| Queens | 1991 | 8,137,333 | 2,334,462 | 1,992,371 | 991,949 | 635,648 | 454,916 | 509,291 | 473,015 | 263,180 | 1,102,112 | 443,274 | 245,064 | 465,024 |
| | 1987 | 7,038,535 | 1,870,354 | 1,595,955 | 850,735 | 562,549 | 396,143 | 456,702 | 407,445 | 230,173 | 1,093,950 | 358,397 | 249,730 | 343,630 |
| Rensselaer | 1991 | 842,521 | 273,320 | 262,953 | 70,837 | 54,494 | 52,335 | 11,054 | 23,810 | 17,604 | 168,619 | 65,698 | 57,162 | 46,588 |
| | 1987 | 717,087 | 209,142 | 201,169 | 62,650 | 50,643 | 48,533 | 12,790 | 22,328 | 16,681 | 148,887 | 52,013 | 58,798 | 36,236 |
| Richmond | 1991 | 2,037,983 | 732,528 | 664,552 | 141,635 | 242,850 | 217,179 | 131,226 | 74,085 | 52,344 | 274,211 | 91,921 | 77,674 | 110,351 |
| | 1987 | 1,699,812 | 525,729 | 476,848 | 121,223 | 213,577 | 189,856 | 109,298 | 69,699 | 49,653 | 263,620 | 77,749 | 81,566 | 76,556 |
| Rockland | 1991 | 1,784,720 | 426,494 | 389,422 | 142,466 | 151,330 | 143,233 | 88,324 | 94,110 | 56,425 | 477,836 | 77,005 | 92,172 | 77,637 |
| | 1987 | 1,600,307 | 351,217 | 320,624 | 131,282 | 161,284 | 152,183 | 77,888 | 78,751 | 47,860 | 418,055 | 78,019 | 99,111 | 60,110 |
| St. Lawrence | 1991 | 710,975 | 206,222 | 199,480 | 57,494 | 66,200 | 51,293 | 11,148 | 28,059 | 16,471 | 169,877 | 38,640 | 42,016 | 41,947 |
| | 1987 | 572,173 | 144,592 | 139,837 | 48,016 | 48,062 | 36,767 | 11,935 | 22,089 | 13,197 | 147,029 | 29,112 | 42,242 | 33,804 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1991
U.S. CENSUS: 1987

| METRO AREA County | Year | Total Retail Sales ($000) | Food Stores Total ($000) | Food Stores Supermarkets ($000) | Eating & Drinking Places Total ($000) | General Merchandise Stores Total ($000) | General Merchandise Stores Department Stores ($000) | Apparel & Accessories Stores Total ($000) | Furniture/ Home Furnishings/ Appliance Stores Total ($000) | Furniture/ Home Furnishings/ Appliance Stores Furniture & Home Furn. ($000) | Automotive Dealers Total ($000) | Gasoline Service Stations Total ($000) | Bldg. Mtls. & Hardware Dealers Total ($000) | Drugstores Total ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **NEW YORK (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Saratoga | 1991 | 1,289,700 | 295,426 | 285,416 | 123,249 | 115,256 | 99,126 | 41,864 | 44,115 | 26,372 | 335,135 | 87,881 | 89,112 | 36,544 |
| | 1987 | 1,061,737 | 225,385 | 217,705 | 102,803 | 96,296 | 82,182 | 33,127 | 37,126 | 22,467 | 268,694 | 69,496 | 98,500 | 27,900 |
| Schenectady | 1991 | 1,151,868 | 296,927 | 279,895 | 80,239 | 130,561 | 100,407 | 57,527 | 62,578 | 27,041 | 195,764 | 59,740 | 79,434 | 54,897 |
| | 1987 | 1,022,202 | 235,045 | 221,518 | 69,867 | 124,070 | 94,203 | 50,976 | 54,304 | 23,873 | 194,314 | 57,937 | 84,936 | 41,688 |
| Schoharie | 1991 | 150,036 | 48,752 | 47,354 | 8,430 | 10,197 | 2,580 | 3,545 | 5,206 | 2,664 | 33,329 | 8,412 | 7,925 | 6,812 |
| | 1987 | 130,948 | 38,010 | 36,913 | 7,409 | 9,324 | 2,269 | 3,502 | 4,517 | 2,357 | 28,904 | 7,741 | 8,841 | 5,137 |
| Schuyler | 1991 | 98,640 | 16,018 | 15,330 | 12,430 | 3,104 | | 1,666 | 1,915 | 1,492 | 40,976 | 8,674 | 2,501 | 1,497 |
| | 1987 | 80,299 | 13,583 | 12,997 | 8,470 | 1,975 | | 1,440 | 1,300 | 1,010 | 34,503 | 5,107 | 2,344 | 2,177 |
| Seneca | 1991 | 175,709 | 44,368 | 43,[illegible] | 12,339 | 9,924 | 7,765 | 1,407 | 4,684 | 3,984 | 51,996 | 15,517 | 15,840 | 10,331 |
| | 1987 | 152,291 | 36,307 | 35,425 | 11,663 | 8,014 | 6,199 | 1,666 | 4,371 | 3,766 | 45,967 | 12,357 | 14,707 | 8,657 |
| Steuben | 1991 | 582,419 | 188,965 | 183,622 | 44,511 | 49,747 | 41,162 | 17,477 | 34,137 | 26,425 | 105,496 | 47,437 | 31,326 | 27,923 |
| | 1987 | 497,536 | 136,777 | 132,882 | 41,857 | 49,251 | 40,370 | 16,369 | 25,189 | 19,561 | 95,907 | 38,899 | 34,781 | 23,489 |
| Suffolk | 1991 | 11,232,309 | 2,719,375 | 2,429,008 | 752,881 | 1,075,448 | 841,169 | 577,981 | 606,039 | 343,630 | 2,552,969 | 545,632 | 758,215 | 406,104 |
| | 1987 | 9,775,324 | 2,14[illegible],682 | 1,912,686 | 674,0[illegible]5 | 941,228 | 727,340 | 519,835 | 528,786 | 304,081 | 2,162,070 | 488,440 | 795,363 | 309,481 |
| Sullivan | 1991 | 470,506 | 150,950 | 135,520 | 30,246 | 24,787 | 17,064 | 18,053 | 10,150 | 5,962 | 72,422 | 51,656 | 40,385 | 16,460 |
| | 1987 | 436,695 | 121,191 | 108,781 | 30,749 | 30,345 | 20,534 | 15,308 | 8,640 | 5,154 | 71,785 | 42,049 | 46,311 | 13,574 |
| Tioga | 1991 | 236,642 | 66,235 | 64,381 | 13,381 | 8,420 | 5,503 | 1,836 | 2,792 | 1,668 | 78,208 | 25,544 | 19,607 | 9,456 |
| | 1987 | 198,068 | 51,174 | 49,791 | 10,384 | 8,108 | 5,202 | 1,596 | 2,523 | 1,518 | 67,137 | 18,172 | 19,472 | 6,654 |
| Tompkins | 1991 | 626,988 | 156,175 | 145,428 | 62,137 | 71,729 | 54,800 | 27,157 | 30,166 | 9,861 | 124,161 | 42,250 | 31,535 | 22,994 |
| | 1987 | 537,458 | 122,522 | 114,068 | 52,905 | 61,552 | 46,372 | 24,661 | 23,989 | 7,977 | 117,385 | 35,447 | 32,024 | 18,966 |
| Ulster | 1991 | 1,237,196 | 313,159 | 292,352 | 93,314 | 136,655 | 124,281 | 40,090 | 37,336 | 19,757 | 232,346 | 103,320 | 64,334 | 46,121 |
| | 1987 | 1,093,378 | 250,690 | 233,987 | 88,778 | 118,218 | 106,979 | 38,563 | 33,623 | 18,024 | 214,463 | 87,683 | 73,902 | 35,183 |
| Warren | 1991 | 702,595 | 142,285 | 138,198 | 72,093 | 61,685 | 54,040 | 36,542 | 27,657 | 12,824 | 167,462 | 54,694 | 36,361 | 28,707 |
| | 1987 | 625,633 | 125,548 | 121,912 | 60,338 | 62,813 | 54,654 | 33,122 | 23,029 | 10,833 | 157,309 | 42,710 | 39,882 | 22,339 |
| Washington | 1991 | 261,106 | 87,828 | 85,485 | 18,635 | 29,941 | 20,561 | 2,967 | 5,442 | 3,106 | 57,477 | 14,662 | 15,086 | 12,073 |
| | 1987 | 231,637 | 71,801 | 69,871 | 16,763 | 22,126 | 14,936 | 3,033 | 4,305 | 2,522 | 52,869 | 12,290 | 14,633 | 10,063 |
| Wayne | 1991 | 425,279 | 137,964 | 134,761 | 25,061 | 29,021 | 13,814 | 7,909 | 8,164 | 5,144 | 104,344 | 31,815 | 32,803 | 21,707 |
| | 1987 | 366,943 | 103,453 | 101,031 | 22,206 | 26,725 | 12,370 | 7,597 | 6,707 | 4,289 | 95,565 | 28,451 | 34,861 | 17,558 |
| Westchester | 1991 | 7,771,978 | 1,472,129 | 1,347,892 | 637,255 | 857,498 | 747,173 | 590,281 | 505,047 | 283,457 | 1,687,910 | 376,755 | 285,496 | 281,066 |
| | 1987 | 6,936,516 | 1,263,421 | 1,156,566 | 548,497 | 825,352 | 713,898 | 488,422 | 426,793 | 243,782 | 1,506,307 | 337,241 | 312,029 | 213,123 |
| Wyoming | 1991 | 185,586 | 57,051 | 56,074 | 12,383 | 10,653 | 8,552 | 2,089 | 7,374 | 2,238 | 40,645 | 22,384 | 14,391 | 9,136 |
| | 1987 | 170,038 | 49,754 | 48,892 | 13,041 | 9,409 | 7,473 | 2,789 | 6,634 | 2,024 | 38,269 | 16,174 | 15,584 | 7,720 |
| Yates | 1991 | 94,852 | 29,372 | 28,482 | 7,721 | 4,654 | 2,047 | 1,373 | 1,165 | 330 | 19,365 | 8,900 | 6,412 | 4,756 |
| | 1987 | 84,149 | 22,943 | 22,243 | 7,641 | 4,089 | 1,746 | 1,537 | 1,163 | 340 | 19,182 | 8,003 | 7,066 | 3,943 |
| **TOTAL METRO COUNTIES** | 1991 | **112,485,623** | **24,627,520** | **21,832,713** | **11,679,405** | **11,582,294** | **9,382,768** | **8,412,120** | **6,636,405** | **3,680,263** | **19,101,006** | **5,399,247** | **4,278,380** | **4,888,667** |
| | 1987 | 97,898,197 | 19,942,452 | 17,644,642 | 10,041,537 | 10,734,845 | 8,622,807 | 7,402,110 | 5,787,272 | 3,278,906 | 17,165,019 | 4,442,572 | 4,511,946 | 3,818,120 |
| **TOTAL STATE** | 1991 | **122,445,952** | **27,261,298** | **24,344,927** | **12,517,081** | **12,504,449** | **10,099,350** | **8,725,784** | **6,996,850** | **3,873,516** | **21,203,382** | **6,154,078** | **4,936,249** | **5,333,929** |
| | 1987 | 106,452,688 | 22,005,437 | 19,612,087 | 10,767,511 | 11,545,608 | 9,245,871 | 7,697,655 | 6,080,738 | 3,437,737 | 19,035,872 | 5,051,701 | 5,198,723 | 4,177,246 |
| **NORTH CAROLINA** | | | | | | | | | | | | | | |
| **ASHEVILLE** | 1991 | **1,334,803** | **278,182** | **271,258** | **146,896** | **180,661** | **138,115** | **70,705** | **78,817** | **45,493** | **245,635** | **79,527** | **77,136** | **49,698** |
| | 1987 | 1,215,809 | 244,163 | 238,039 | 129,677 | 154,837 | 116,850 | 66,396 | 74,110 | 43,350 | 249,002 | 81,220 | 81,270 | 39,862 |
| Buncombe | 1991 | 1,334,803 | 278,182 | 271,258 | 146,896 | 180,661 | 138,115 | 70,705 | 78,817 | 45,493 | 245,635 | 79,527 | 77,136 | 49,698 |
| | 1987 | 1,215,809 | 244,163 | 238,039 | 129,677 | 154,837 | 116,850 | 66,396 | 74,110 | 43,350 | 249,002 | 81,220 | 81,270 | 39,862 |
| **BURLINGTON** | 1991 | **900,048** | **173,194** | **166,325** | **66,066** | **81,346** | **64,605** | **53,125** | **45,162** | **33,597** | **215,198** | **93,601** | **60,326** | **38,910** |
| | 1987 | 823,924 | 151,626 | 145,584 | 67,376 | 71,695 | 56,293 | 56,610 | 45,822 | 34,475 | 205,061 | 81,559 | 55,815 | 29,077 |
| Alamance | 1991 | 900,048 | 173,194 | 166,325 | 66,066 | 81,346 | 64,605 | 53,125 | 45,162 | 33,597 | 215,198 | 93,601 | 60,326 | 38,910 |
| | 1987 | 823,924 | 151,626 | 145,584 | 67,376 | 71,695 | 56,293 | 56,610 | 45,822 | 34,475 | 205,061 | 81,559 | 55,815 | 29,077 |
| **CHARLOTTE - GASTONIA - ROCK HILL** | 1991 | **8,749,247** | **1,645,120** | **1,603,696** | **864,179** | **888,076** | **677,075** | **460,449** | **463,363** | **276,848** | **2,092,408** | **548,318** | **576,699** | **378,060** |
| | 1987 | 7,709,311 | 1,480,983 | 1,443,658 | 727,908 | 760,029 | 570,730 | 406,665 | 440,294 | 266,046 | 2,017,175 | 484,236 | 513,733 | 267,802 |
| Cabarrus | 1991 | 694,096 | 140,388 | 138,222 | 50,815 | 80,621 | 64,681 | 30,502 | 44,032 | 37,018 | 176,466 | 50,640 | 37,207 | 26,144 |
| | 1987 | 617,193 | 120,457 | 118,575 | 43,361 | 69,264 | 54,963 | 30,313 | 38,071 | 32,287 | 174,965 | 40,580 | 35,238 | 21,940 |
| Gaston | 1991 | 1,177,955 | 256,298 | 251,831 | 102,528 | 146,103 | 116,169 | 50,723 | 43,354 | 29,463 | 283,703 | 80,472 | 80,769 | 63,031 |
| | 1987 | 1,028,572 | 230,323 | 226,264 | 83,393 | 125,933 | 99,019 | 37,719 | 43,761 | 29,995 | 270,862 | 61,328 | 73,039 | 44,005 |
| Lincoln | 1991 | 259,161 | 57,351 | 54,019 | 21,492 | 12,225 | 1,281 | 10,499 | 9,972 | 7,228 | 48,899 | 34,356 | 34,113 | 14,852 |
| | 1987 | 226,495 | 49,181 | 46,314 | 18,350 | 11,596 | 1,159 | 8,027 | 9,419 | 6,952 | 49,505 | 27,690 | 29,357 | 10,296 |
| Mecklenburg | 1991 | 4,773,731 | 800,679 | 777,628 | 516,231 | 466,159 | 352,372 | 293,928 | 272,523 | 142,436 | 1,176,295 | 242,391 | 289,489 | 182,753 |
| | 1987 | 4,218,683 | 701,237 | 680,913 | 437,950 | 410,711 | 306,353 | 258,018 | 268,601 | 143,926 | 1,132,635 | 241,920 | 256,764 | 128,740 |
| Rowan | 1991 | 509,548 | 102,452 | 100,475 | 50,513 | 48,921 | 34,442 | 25,353 | 20,062 | 11,057 | 110,520 | 33,536 | 30,806 | 28,167 |
| | 1987 | 509,835 | 128,968 | 126,454 | 46,567 | 41,435 | 28,699 | 25,608 | 21,634 | 12,138 | 110,208 | 32,535 | 34,784 | 21,747 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1991
U.S. CENSUS 1987

| METRO AREA<br>County | Year | Total Retail Sales ($000) | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg Mtls & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($080) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **NORTH CAROLINA (continued)** | | | | | | | | | | | | | | |
| **CHARLOTTE - GASTONIA - ROCK HILL (continued)** | | | | | | | | | | | | | | |
| Union | 1991 | 433,493 | 92,656 | 90,061 | 32,740 | 52,669 | 41,397 | 15,805 | 20,130 | 15,391 | 112,620 | 22,446 | 37,005 | 18,657 |
| | 1987 | 390,681 | 84,104 | 81,732 | 27,453 | 43,306 | 33,633 | 16,840 | 18,704 | 14,543 | 111,630 | 17,842 | 34,781 | 13,422 |
| *York, S. C.* | *1991* | *901,263* | *195,296* | *191,460* | *89,860* | *81,378* | *66,733* | *33,639* | *53,290* | *34,255* | *183,905* | *82,477* | *67,310* | *44,456* |
| | *1987* | *717,852* | *166,713* | *163,406* | *70,834* | *57,784* | *46,904* | *30,140* | *40,104* | *26,205* | *167,370* | *62,341* | *49,770* | *27,652* |
| **FAYETTEVILLE** | **1991** | **1,719,843** | **277,598** | **268,221** | **164,397** | **265,999** | **204,590** | **73,821** | **110,787** | **55,038** | **390,938** | **128,742** | **121,041** | **55,122** |
| | 1987 | 1,544,603 | 260,135 | 251,298 | 142,100 | 224,801 | 170,721 | 61,812 | 120,071 | 61,700 | 371,332 | 110,838 | 114,337 | 36,895 |
| Cumberland | 1991 | 1,719,843 | 277,598 | 268,221 | 164,397 | 265,999 | 204,590 | 73,821 | 110,787 | 55,038 | 390,938 | 128,742 | 121,041 | 55,122 |
| | 1987 | 1,544,603 | 260,135 | 251,298 | 142,100 | 224,801 | 170,721 | 61,812 | 120,071 | 61,700 | 371,332 | 110,838 | 114,337 | 36,895 |
| **GREENSBORO - WINSTON-SALEM - HIGH POINT** | **1991** | **7,348,775** | **1,281,194** | **1,237,660** | **698,632** | **766,393** | **579,402** | **426,821** | **625,031** | **390,776** | **1,497,186** | **479,353** | **453,530** | **312,797** |
| | 1987 | 6,455,764 | 1,114,045 | 1,075,933 | 620,142 | 664,338 | 496,449 | 343,422 | 510,371 | 323,804 | 1,494,083 | 444,588 | 427,049 | 226,160 |
| Davidson | 1991 | 633,983 | 155,765 | 149,449 | 56,610 | 43,762 | 30,187 | 18,994 | 30,434 | 21,128 | 133,775 | 42,206 | 45,005 | 30,801 |
| | 1987 | 550,746 | 126,090 | 120,953 | 48,778 | 33,054 | 22,410 | 20,145 | 27,354 | 19,144 | 130,819 | 37,527 | 40,510 | 22,932 |
| Davie | 1991 | 110,814 | 30,718 | 30,072 | 8,942 | 2,351 | | 1,627 | 8,747 | 6,633 | 20,020 | 12,828 | 12,311 | 7,884 |
| | 1987 | 95,775 | 26,278 | 25,720 | 6,627 | 2,104 | | 1,458 | 8,872 | 6,742 | 18,547 | 11,506 | 10,665 | 5,622 |
| Forsyth | 1991 | 2,457,880 | 388,453 | 370,571 | 231,274 | 287,048 | 224,678 | 179,757 | 164,777 | 99,296 | 622,522 | 131,757 | 121,314 | 106,301 |
| | 1987 | 2,174,024 | 347,281 | 331,228 | 211,357 | 235,308 | 181,998 | 135,456 | 137,653 | 84,690 | 604,417 | 134,935 | 129,061 | 76,050 |
| Guilford | 1991 | 3,384,298 | 522,346 | 510,658 | 347,564 | 383,157 | 294,630 | 192,729 | 383,593 | 235,350 | 574,992 | 218,978 | 212,493 | 126,048 |
| | 1987 | 2,978,102 | 457,630 | 447,301 | 305,176 | 351,500 | 266,899 | 157,772 | 303,527 | 188,422 | 597,324 | 200,147 | 188,905 | 92,352 |
| Randolph | 1991 | 522,546 | 118,547 | 114,743 | 38,240 | 42,423 | 29,907 | 30,447 | 33,072 | 25,554 | 93,831 | 39,367 | 43,551 | 23,077 |
| | 1987 | 443,687 | 96,951 | 93,821 | 33,161 | 36,248 | 25,142 | 24,976 | 27,656 | 21,544 | 88,160 | 36,373 | 40,264 | 16,403 |
| Stokes | 1991 | 106,100 | 36,698 | 34,766 | 7,102 | 5,571 | | 1,700 | 1,639 | 710 | 12,331 | 11,380 | 11,643 | 8,308 |
| | 1987 | 92,226 | 29,810 | 28,235 | 6,948 | 3,863 | | 2,043 | 2,345 | 1,023 | 15,089 | 8,651 | 10,507 | 5,826 |
| Yadkin | 1991 | 133,154 | 28,667 | 27,401 | 8,900 | 2,081 | | 1,567 | 2,769 | 2,105 | 39,715 | 22,837 | 7,213 | 10,378 |
| | 1987 | 121,204 | 30,005 | 28,675 | 8,095 | 2,261 | | 1,572 | 2,964 | 2,239 | 39,727 | 15,449 | 7,137 | 6,975 |
| **HICKORY - MORGANTON** | **1991** | **1,563,932** | **315,716** | **303,720** | **142,331** | **153,452** | **121,162** | **68,745** | **99,040** | **70,751** | **365,778** | **134,246** | **107,475** | **67,794** |
| | 1987 | 1,426,937 | 289,929 | 278,877 | 128,991 | 131,596 | 103,016 | 64,697 | 87,317 | 63,768 | 351,485 | 105,874 | 108,997 | 53,712 |
| Alexander | 1991 | 114,812 | 22,851 | 21,491 | 7,628 | 1,731 | | 2,927 | 10,164 | 8,863 | 16,910 | 27,922 | 11,849 | 7,275 |
| | 1987 | 94,191 | 18,552 | 17,445 | 7,105 | 1,724 | | 2,322 | 7,443 | 6,518 | 16,450 | 18,903 | 11,054 | 5,715 |
| Burke | 1991 | 431,743 | 115,029 | 111,262 | 35,124 | 25,123 | 16,055 | 16,074 | 24,501 | 13,780 | 107,227 | 44,023 | 24,609 | 21,907 |
| | 1987 | 366,613 | 100,216 | 96,915 | 29,316 | 19,373 | 12,127 | 14,638 | 17,810 | 10,199 | 93,737 | 31,113 | 25,513 | 16,154 |
| Catawba | 1991 | 1,017,377 | 177,836 | 170,967 | 99,579 | 126,598 | 105,107 | 49,744 | 64,375 | 48,108 | 241,641 | 62,301 | 71,017 | 38,612 |
| | 1987 | 966,133 | 171,161 | 164,517 | 92,570 | 110,499 | 90,889 | 47,737 | 62,064 | 47,051 | 241,298 | 55,858 | 72,430 | 31,843 |
| **JACKSONVILLE** | **1991** | **759,280** | **138,978** | **134,645** | **88,195** | **102,549** | **80,462** | **32,830** | **51,525** | **36,062** | **171,221** | **49,977** | **50,067** | **20,521** |
| | 1987 | 663,685 | 114,674 | 111,076 | 69,711 | 79,544 | 61,677 | 23,226 | 46,327 | 33,127 | 181,919 | 40,281 | 49,007 | 15,212 |
| Onslow | 1991 | 759,280 | 138,978 | 134,645 | 88,195 | 102,549 | 80,462 | 32,830 | 51,525 | 36,062 | 171,221 | 49,977 | 50,067 | 20,521 |
| | 1987 | 663,685 | 114,674 | 111,076 | 69,711 | 79,544 | 61,677 | 23,226 | 46,327 | 33,127 | 181,919 | 40,281 | 49,007 | 15,212 |
| **RALEIGH - DURHAM** | **1991** | **6,216,681** | **1,120,279** | **1,091,550** | **1,004,883** | **647,836** | **523,245** | **282,546** | **336,268** | **187,213** | **1,289,093** | **280,352** | **422,987** | **248,984** |
| | 1987 | 5,282,140 | 949,639 | 925,258 | 775,227 | 567,756 | 453,222 | 255,309 | 294,972 | 167,212 | 1,193,150 | 275,062 | 373,041 | 172,906 |
| Durham | 1991 | 1,441,020 | 285,438 | 276,162 | 156,623 | 179,588 | 152,890 | 82,824 | 74,586 | 34,769 | 305,084 | 78,610 | 76,076 | 65,715 |
| | 1987 | 1,225,203 | 229,414 | 221,914 | 124,364 | 161,974 | 136,775 | 67,754 | 70,601 | 33,942 | 288,207 | 74,891 | 60,612 | 45,317 |
| Franklin | 1991 | 115,230 | 31,944 | 30,859 | 9,553 | 4,064 | | 4,222 | 840 | 563 | 24,264 | 12,313 | 13,476 | 7,677 |
| | 1987 | 106,520 | 28,970 | 27,981 | 8,742 | 4,659 | | 3,682 | 1,096 | 740 | 22,436 | 10,315 | 15,011 | 5,882 |
| Orange | 1991 | 627,651 | 170,529 | 165,423 | 62,243 | 29,789 | 21,726 | 19,779 | 18,287 | 11,265 | 112,212 | 28,247 | 49,116 | 25,988 |
| | 1987 | 525,749 | 140,587 | 136,351 | 61,051 | 26,500 | 19,031 | 18,631 | 17,549 | 11,081 | 90,170 | 26,479 | 49,883 | 19,417 |
| Wake | 1991 | 4,032,780 | 632,368 | 619,106 | 776,464 | 434,395 | 348,629 | 175,721 | 242,555 | 140,616 | 847,533 | 161,182 | 284,319 | 149,604 |
| | 1987 | 3,424,668 | 550,668 | 539,012 | 581,070 | 374,623 | 297,416 | 165,242 | 205,726 | 121,449 | 792,337 | 163,377 | 247,535 | 102,290 |
| **WILMINGTON** | **1991** | **1,163,612** | **204,774** | **197,637** | **133,633** | **165,269** | **130,614** | **67,079** | **73,804** | **54,245** | **235,611** | **74,325** | **67,657** | **48,866** |
| | 1987 | 972,150 | 179,780 | 173,479 | 109,131 | 128,116 | 100,102 | 54,800 | 58,894 | 43,835 | 224,528 | 53,313 | 58,799 | 31,998 |
| New Hanover | 1991 | 1,163,612 | 204,774 | 197,637 | 133,633 | 165,269 | 130,614 | 67,079 | 73,804 | 54,245 | 235,611 | 74,325 | 67,657 | 48,866 |
| | 1987 | 972,150 | 179,780 | 173,479 | 109,131 | 128,116 | 100,102 | 54,800 | 58,894 | 43,835 | 224,528 | 53,313 | 58,799 | 31,998 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Alamance | 1991 | 900,048 | 173,194 | 166,325 | 66,066 | 81,346 | 64,605 | 53,125 | 45,162 | 33,597 | 215,198 | 93,601 | 60,326 | 38,910 |
| | 1987 | 823,924 | 151,626 | 145,584 | 67,376 | 71,695 | 56,293 | 56,610 | 45,822 | 34,475 | 205,061 | 81,559 | 55,815 | 29,077 |
| Alexander | 1991 | 114,812 | 22,851 | 21,491 | 7,628 | 1,731 | | 2,927 | 10,164 | 8,863 | 16,910 | 27,922 | 11,849 | 7,275 |
| | 1987 | 94,191 | 18,552 | 17,445 | 7,105 | 1,724 | | 2,322 | 7,443 | 6,518 | 16,450 | 18,903 | 11,054 | 5,715 |
| Alleghany | 1991 | 51,677 | 13,480 | 12,221 | 3,603 | 699 | | 631 | 294 | 201 | 10,209 | 1,017 | 12,025 | 3,109 |
| | 1987 | 43,869 | 10,791 | 9,781 | 2,960 | 1,055 | | 727 | 254 | 179 | 9,024 | 1,803 | 9,643 | 2,344 |
| Anson | 1991 | 97,318 | 33,071 | 32,069 | 5,816 | 2,697 | | 3,414 | 3,769 | 3,769 | 21,141 | 4,419 | 9,964 | 7,089 |
| | 1987 | 87,506 | 27,262 | 26,431 | 5,193 | 2,583 | | 2,742 | 3,798 | 3,798 | 21,753 | 6,034 | 8,862 | 4,810 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1991<br>U.S. CENSUS 1987<br>METRO AREA<br>County | Year | Total Retail Sales ($000) | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **NORTH CAROLINA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Ashe | 1991 | 128,367 | 28,591 | 27,732 | 8,254 | 8,021 | 5,095 | 4,781 | 4,383 | 3,413 | 38,805 | 3,937 | 13,236 | 7,104 |
| | 1987 | 117,387 | 24,002 | 23,276 | 7,011 | 7,994 | 4,980 | 4,528 | 4,128 | 3,255 | 38,047 | 4,460 | 12,070 | 4,990 |
| Avery | 1991 | 84,001 | 19,672 | 18,869 | 9,805 | 10,572 | 7,998 | 2,490 | 4,080 | 3,066 | 8,928 | 3,376 | 11,966 | 5,385 |
| | 1987 | 75,786 | 18,231 | 17,483 | 8,231 | 9,425 | 7,037 | 2,372 | 3,316 | 2,481 | 8,593 | 3,052 | 11,727 | 3,721 |
| Beaufort | 1991 | 241,052 | 47,091 | 45,110 | 23,015 | 21,982 | 14,206 | 9,020 | 8,611 | 5,192 | 52,634 | 14,882 | 27,763 | 10,315 |
| | 1987 | 227,424 | 46,376 | 44,416 | 22,767 | 22,060 | 13,981 | 7,683 | 8,336 | 5,120 | 54,411 | 12,224 | 26,964 | 8,163 |
| Bertie | 1991 | 58,283 | 18,483 | 17,644 | 1,098 | 1,846 | | 741 | 509 | 383 | 12,985 | 10,606 | 2,261 | 3,421 |
| | 1987 | 53,895 | 16,664 | 15,904 | 1,462 | 1,547 | | 705 | 785 | 604 | 13,938 | 8,950 | 2,430 | 2,339 |
| Bladen | 1991 | 114,817 | 27,654 | 26,659 | 6,396 | 7,717 | | 6,184 | 4,704 | 3,179 | 18,041 | 27,209 | 5,155 | 7,847 |
| | 1987 | 100,767 | 25,246 | 24,333 | 5,626 | 6,249 | | 4,324 | 3,798 | 2,579 | 20,390 | 18,028 | 5,824 | 6,071 |
| Brunswick | 1991 | 255,414 | 70,640 | 68,529 | 29,544 | 18,132 | 7,039 | 6,761 | 5,093 | 4,663 | 22,802 | 37,433 | 26,789 | 16,703 |
| | 1987 | 207,185 | 62,147 | 60,277 | 24,809 | 15,617 | 5,859 | 4,845 | 4,585 | 4,225 | 23,001 | 23,537 | 22,797 | 11,236 |
| Buncombe | 1991 | 1,334,803 | 278,182 | 271,258 | 146,896 | 180,661 | 138,115 | 70,705 | 78,817 | 45,493 | 245,635 | 79,527 | 77,136 | 49,698 |
| | 1987 | 1,215,809 | 244,163 | 238,039 | 129,677 | 154,837 | 116,850 | 66,396 | 74,110 | 43,350 | 249,002 | 81,220 | 81,270 | 39,862 |
| Burke | 1991 | 431,743 | 115,029 | 111,262 | 35,124 | 25,123 | 16,055 | 16,074 | 24,501 | 13,780 | 107,227 | 44,023 | 24,609 | 21,907 |
| | 1987 | 366,613 | 100,216 | 96,915 | 29,316 | 19,373 | 12,127 | 14,638 | 17,810 | 10,199 | 93,737 | 31,113 | 25,513 | 16,154 |
| Cabarrus | 1991 | 694,096 | 140,388 | 138,222 | 50,815 | 80,621 | 64,681 | 30,502 | 44,032 | 37,018 | 176,466 | 50,640 | 37,207 | 26,144 |
| | 1987 | 617,193 | 120,457 | 118,575 | 43,361 | 69,264 | 54,963 | 30,313 | 38,071 | 32,287 | 174,965 | 40,580 | 35,238 | 21,940 |
| Caldwell | 1991 | 427,946 | 101,484 | 99,230 | 28,720 | 38,074 | 22,919 | 13,539 | 51,784 | 46,055 | 85,454 | 16,252 | 30,269 | 23,792 |
| | 1987 | 377,576 | 85,887 | 83,963 | 25,851 | 31,226 | 18,377 | 10,518 | 45,072 | 40,411 | 91,919 | 15,130 | 26,503 | 17,079 |
| Camden | 1991 | 8,513 | 3,112 | 2,989 | 363 | 768 | | 41 | 533 | 533 | 273 | 1,975 | 340 | 116 |
| | 1987 | 8,361 | 2,898 | 2,782 | 506 | 723 | | 45 | 683 | 683 | 323 | 1,650 | 419 | 115 |
| Carteret | 1991 | 400,187 | 102,165 | 93,347 | 45,011 | 45,153 | 35,641 | 19,012 | 22,697 | 15,813 | 71,913 | 17,129 | 39,637 | 16,620 |
| | 1987 | 341,741 | 87,480 | 79,913 | 37,842 | 32,961 | 25,700 | 12,751 | 19,054 | 13,420 | 66,649 | 16,922 | 36,990 | 11,567 |
| Caswell | 1991 | 29,143 | 9,452 | 8,978 | 789 | 1,308 | | 268 | 577 | 577 | 4,417 | 5,663 | 2,148 | 3,449 |
| | 1987 | 25,976 | 8,156 | 7,745 | 743 | 1,560 | | 181 | 656 | 656 | 5,205 | 3,547 | 2,124 | 2,459 |
| Catawba | 1991 | 1,017,377 | 177,836 | 170,967 | 99,579 | 126,598 | 105,107 | 49,744 | 64,375 | 48,108 | 241,641 | 62,301 | 71,017 | 38,612 |
| | 1987 | 966,133 | 171,161 | 164,517 | 92,570 | 110,499 | 90,889 | 47,737 | 62,064 | 47,051 | 241,298 | 55,858 | 72,430 | 31,843 |
| Chatham | 1991 | 153,596 | 45,861 | 44,820 | 13,762 | 4,131 | | 3,725 | 5,826 | 5,162 | 37,273 | 9,227 | 12,952 | 7,218 |
| | 1987 | 131,933 | 36,856 | 36,012 | 11,676 | 4,528 | | 3,752 | 4,619 | 4,122 | 37,059 | 8,418 | 9,969 | 4,544 |
| Cherokee | 1991 | 138,325 | 44,608 | 43,288 | 11,061 | 23,512 | 21,959 | 4,668 | 7,699 | 6,200 | 10,351 | 8,204 | 13,118 | 6,466 |
| | 1987 | 124,824 | 39,719 | 38,536 | 10,049 | 17,873 | 16,629 | 4,705 | 7,488 | 6,033 | 12,080 | 6,540 | 12,645 | 4,947 |
| Chowan | 1991 | 74,385 | 22,026 | 21,594 | 6,204 | 4,952 | | 2,518 | 2,357 | 1,719 | 16,443 | 4,988 | 4,133 | 4,242 |
| | 1987 | 67,557 | 19,115 | 18,736 | 5,712 | 5,690 | | 2,066 | 2,133 | 1,555 | 15,596 | 5,155 | 3,898 | 3,162 |
| Clay | 1991 | 27,166 | 8,296 | 7,931 | 707 | 1,327 | | 169 | 809 | 381 | 6,136 | 1,530 | 3,266 | 3,816 |
| | 1987 | 25,296 | 5,832 | 5,574 | 596 | 1,108 | | 231 | 882 | 432 | 7,305 | 2,220 | 3,474 | 2,693 |
| Cleveland | 1991 | 553,871 | 136,446 | 132,972 | 43,223 | 56,444 | 42,523 | 30,191 | 18,371 | 9,842 | 125,070 | 57,687 | 24,256 | 25,628 |
| | 1987 | 491,230 | 117,345 | 114,334 | 38,549 | 48,663 | 36,162 | 21,965 | 19,013 | 10,364 | 125,557 | 49,917 | 23,076 | 19,017 |
| Columbus | 1991 | 278,863 | 70,447 | 68,476 | 15,074 | 24,518 | 15,986 | 17,120 | 7,490 | 4,946 | 54,837 | 26,524 | 30,483 | 13,562 |
| | 1987 | 253,658 | 61,192 | 59,468 | 14,524 | 20,228 | 12,924 | 15,070 | 8,011 | 5,325 | 52,313 | 19,373 | 34,705 | 11,783 |
| Craven | 1991 | 566,080 | 122,533 | 117,891 | 47,650 | 68,214 | 54,497 | 18,642 | 25,556 | 15,755 | 118,541 | 41,155 | 43,768 | 23,224 |
| | 1987 | 485,834 | 100,153 | 96,339 | 38,270 | 58,139 | 45,901 | 14,865 | 23,909 | 15,097 | 123,449 | 30,096 | 45,028 | 15,293 |
| Cumberland | 1991 | 1,719,843 | 277,598 | 268,221 | 164,397 | 265,999 | 204,590 | 73,821 | 110,787 | 55,038 | 390,938 | 128,742 | 121,041 | 55,122 |
| | 1987 | 1,544,603 | 260,135 | 251,298 | 142,100 | 224,801 | 170,721 | 61,812 | 120,071 | 61,700 | 371,332 | 110,838 | 114,337 | 36,895 |
| Currituck | 1991 | 76,085 | 11,540 | 11,316 | 1,752 | 2,536 | | 504 | 2,122 | 2,122 | 16,590 | 12,053 | 23,596 | 1,765 |
| | 1987 | 62,321 | 9,078 | 8,900 | 2,177 | 1,802 | | 378 | 1,640 | 1,640 | 11,598 | 11,888 | 19,445 | 1,107 |
| Dare | 1991 | 301,290 | 84,746 | 80,993 | 49,796 | 28,867 | 17,393 | 16,706 | 9,629 | 5,899 | 14,004 | 17,844 | 35,498 | 7,238 |
| | 1987 | 247,128 | 66,284 | 63,336 | 44,249 | 20,166 | 11,892 | 11,516 | 9,841 | 6,010 | 15,638 | 12,980 | 33,677 | 5,757 |
| Davidson | 1991 | 633,983 | 155,765 | 149,449 | 56,610 | 43,762 | 30,187 | 18,994 | 30,434 | 21,128 | 133,775 | 42,206 | 45,005 | 30,801 |
| | 1987 | 550,746 | 126,090 | 120,953 | 48,778 | 33,054 | 22,410 | 20,145 | 27,354 | 19,144 | 130,819 | 37,527 | 40,510 | 22,932 |
| Davie | 1991 | 110,814 | 30,718 | 30,072 | 8,942 | 2,351 | | 1,627 | 8,747 | 6,633 | 20,020 | 12,828 | 12,311 | 7,884 |
| | 1987 | 95,775 | 26,278 | 25,720 | 6,627 | 2,104 | | 1,458 | 8,872 | 6,742 | 18,547 | 11,506 | 10,665 | 5,622 |
| Duplin | 1991 | 188,220 | 57,822 | 55,940 | 10,793 | 13,337 | 8,213 | 5,882 | 8,056 | 6,700 | 34,177 | 22,136 | 13,741 | 10,528 |
| | 1987 | 164,509 | 49,728 | 48,100 | 10,513 | 10,526 | 6,348 | 5,760 | 7,923 | 6,618 | 34,194 | 16,308 | 11,533 | 7,160 |
| Durham | 1991 | 1,441,020 | 285,438 | 276,162 | 156,623 | 179,588 | 152,890 | 82,824 | 74,586 | 34,769 | 305,084 | 78,610 | 76,076 | 65,715 |
| | 1987 | 1,225,203 | 229,414 | 221,914 | 124,364 | 161,974 | 136,775 | 67,754 | 70,601 | 33,942 | 288,207 | 74,891 | 60,612 | 45,317 |
| Edgecombe | 1991 | 225,564 | 70,534 | 68,558 | 15,381 | 15,201 | 13,001 | 4,436 | 11,943 | 9,575 | 39,013 | 19,874 | 12,834 | 12,778 |
| | 1987 | 195,639 | 58,357 | 56,710 | 12,543 | 15,155 | 12,85[illegible] | 4,284 | 10,598 | 8,559 | 40,724 | 15,575 | 11,160 | 9,649 |
| Forsyth | 1991 | 2,457,880 | 388,453 | 370,571 | 231,274 | 287,048 | 224,678 | 179,757 | 164,777 | 99,296 | 622,522 | 131,757 | 121,314 | 106,301 |
| | 1987 | 2,174,024 | 347,281 | 331,228 | 211,357 | 235,308 | 181,998 | 135,456 | 137,653 | 84,690 | 604,417 | 134,935 | 129,061 | 76,050 |
| Franklin | 1991 | 115,230 | 31,944 | 30,859 | 9,553 | 4,064 | | 4,222 | 840 | 563 | 24,264 | 12,313 | 13,476 | 7,677 |
| | 1987 | 106,520 | 28,970 | 27,981 | 8,742 | 4,659 | | 3,682 | 1,096 | 740 | 22,436 | 10,315 | 15,011 | 5,882 |
| Gaston | 1991 | 1,177,955 | 256,298 | 251,831 | 102,528 | 146,103 | 116,169 | 50,723 | 43,354 | 29,463 | 283,703 | 80,472 | 80,769 | 63,031 |
| | 1987 | 1,028,572 | 230,323 | 226,264 | 83,393 | 125,933 | 99,019 | 37,719 | 43,761 | 29,995 | 270,862 | 61,328 | 73,039 | 44,005 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1991<br>U.S. CENSUS 1987<br>METRO AREA<br>County | Year | Total Retail Sales ($000) | Food Stores Total ($000) | Food Stores Super-markets ($000) | Eating & Drinking Places Total ($000) | General Merchandise Stores Total ($000) | General Merchandise Stores Department Stores ($000) | Apparel & Accessories Stores Total ($000) | Furniture/ Home Furnishings/ Appliance Stores Total ($000) | Furniture/ Home Furnishings/ Appliance Stores Furniture & Home Furn. ($000) | Automotive Dealers Total ($000) | Gasoline Service Stations Total ($000) | Bldg. Mtls. & Hardware Dealers Total ($000) | Drug-stores Total ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **NORTH CAROLINA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| **Gates** | 1991 | 30,857 | 11,464 | 11,342 | 895 | 900 | | 58 | 69 | | 8,760 | 4,333 | 496 | 3,402 |
| | 1987 | 25,730 | 8,928 | 8,832 | 943 | 830 | | 68 | 116 | | 7,720 | 3,573 | 482 | 2,372 |
| **Graham** | 1991 | 23,097 | 8,265 | 7,688 | 1,857 | 920 | | 544 | 206 | 206 | 3,108 | 2,323 | 3,113 | 2,236 |
| | 1987 | 20,819 | 6,907 | 6,423 | 1,951 | 914 | | 503 | 383 | 383 | 2,566 | 2,012 | 3,124 | 1,707 |
| **Granville** | 1991 | 180,067 | 59,908 | 57,193 | 12,966 | 11,211 | 7,137 | 7,461 | 3,318 | 2,795 | 37,806 | 21,216 | 6,486 | 11,342 |
| | 1987 | 146,074 | 44,484 | 42,460 | 10,379 | 8,576 | 5,348 | 6,349 | 3,498 | 2,962 | 34,988 | 14,565 | 6,659 | 9,060 |
| **Greene** | 1991 | 35,339 | 7,723 | 6,803 | 3,003 | 999 | | 331 | 2,614 | 2,193 | 6,625 | 4,852 | 444 | 6,671 |
| | 1987 | 33,225 | 8,124 | 7,155 | 2,617 | 898 | | 327 | 2,425 | 2,030 | 7,384 | 4,384 | 841 | 4,792 |
| **Guilford** | 1991 | 3,384,298 | 522,346 | 510,658 | 347,564 | 383,157 | 294,630 | 192,729 | 383,593 | 235,350 | 574,992 | 218,978 | 212,493 | 126,048 |
| | 1987 | 2,978,102 | 457,630 | 447,301 | 305,176 | 351,500 | 266,899 | 157,772 | 303,527 | 188,422 | 597,324 | 200,147 | 188,905 | 92,352 |
| **Halifax** | 1991 | 328,292 | 83,145 | 81,241 | 24,443 | 45,128 | 33,497 | 16,476 | 21,352 | 16,503 | 42,578 | 31,344 | 22,328 | 20,392 |
| | 1987 | 290,119 | 69,289 | 67,689 | 21,888 | 38,495 | 28,168 | 13,042 | 19,932 | 15,530 | 40,998 | 33,012 | 19,998 | 14,724 |
| **Harnett** | 1991 | 263,490 | 68,278 | 67,119 | 16,283 | 30,029 | 17,863 | 7,802 | 9,436 | 8,309 | 43,846 | 31,439 | 21,003 | 16,413 |
| | 1987 | 251,290 | 62,450 | 61,378 | 17,284 | 27,185 | 15,812 | 6,883 | 10,688 | 9,467 | 42,304 | 29,335 | 26,421 | 13,407 |
| **Haywood** | 1991 | 348,257 | 79,301 | 77,737 | 27,859 | 29,819 | 27,501 | 12,721 | 13,077 | 7,024 | 84,216 | 28,510 | 29,303 | 17,690 |
| | 1987 | 308,772 | 63,924 | 62,651 | 23,666 | 19,808 | 18,190 | 9,969 | 10,807 | 5,836 | 86,101 | 29,558 | 29,770 | 13,428 |
| **Henderson** | 1991 | 557,116 | 86,166 | 83,916 | 38,925 | 54,956 | 49,228 | 20,582 | 13,179 | 8,374 | 187,105 | 31,497 | 55,319 | 25,276 |
| | 1987 | 505,399 | 87,245 | 84,949 | 36,584 | 39,270 | 34,978 | 23,202 | 14,973 | 9,653 | 169,330 | 30,599 | 54,697 | 17,839 |
| **Hertford** | 1991 | 149,859 | 44,435 | 43,372 | 9,610 | 12,029 | 8,529 | 4,177 | 2,720 | 1,553 | 19,046 | 15,190 | 10,514 | 9,134 |
| | 1987 | 134,713 | 38,174 | 37,253 | 9,870 | 12,425 | 8,673 | 3,858 | 3,500 | 2,012 | 21,080 | 11,875 | 11,267 | 7,002 |
| **Hoke** | 1991 | 56,548 | 28,686 | 28,050 | 3,378 | 4,499 | | 715 | 838 | 838 | 1,950 | 6,776 | 4,076 | 4,245 |
| | 1987 | 48,953 | 24,477 | 23,929 | 2,820 | 4,145 | | 797 | 1,364 | 1,364 | 3,074 | 4,610 | 3,359 | 3,001 |
| **Hyde** | 1991 | 27,162 | 9,410 | 9,285 | 3,791 | 2,943 | | 341 | 275 | 275 | 4,757 | 1,365 | 2,025 | 245 |
| | 1987 | 22,484 | 7,366 | 7,266 | 3,133 | 2,573 | | 264 | 441 | 441 | 3,713 | 1,565 | 1,644 | 303 |
| **Iredell** | 1991 | 602,045 | 120,390 | 117,907 | 50,070 | 52,468 | 34,999 | 31,037 | 24,347 | 16,708 | 128,787 | 60,464 | 54,409 | 29,532 |
| | 1987 | 522,675 | 109,582 | 107,300 | 49,334 | 42,542 | 27,841 | 25,089 | 22,037 | 15,226 | 121,345 | 42,835 | 51,094 | 22,241 |
| **Jackson** | 1991 | 140,092 | 49,688 | 48,638 | 13,364 | 7,565 | | 5,938 | 4,597 | 3,528 | 18,285 | 13,020 | 10,184 | 7,818 |
| | 1987 | 120,685 | 39,152 | 38,317 | 11,832 | 7,688 | | 5,172 | 4,204 | 3,266 | 19,363 | 9,823 | 9,553 | 6,145 |
| **Johnston** | 1991 | 525,912 | 116,535 | 109,827 | 43,086 | 26,411 | 9,448 | 28,025 | 33,006 | 25,179 | 144,814 | 62,936 | 17,837 | 20,335 |
| | 1987 | 455,720 | 93,726 | 88,313 | 35,901 | 21,483 | 7,416 | 21,000 | 33,339 | 25,506 | 126,032 | 60,556 | 21,459 | 17,136 |
| **Jones** | 1991 | 23,374 | 10,096 | 9,530 | 632 | 122 | | 55 | 96 | | 6,946 | 2,256 | 500 | 58 |
| | 1987 | 20,570 | 6,974 | 6,582 | 618 | 149 | | 81 | 139 | | 7,037 | 2,124 | 521 | 110 |
| **Lee** | 1991 | 377,734 | 73,680 | 71,374 | 25,066 | 28,514 | 22,929 | 16,935 | 17,191 | 13,049 | 133,558 | 10,669 | 35,511 | 13,373 |
| | 1987 | 349,710 | 72,662 | 70,374 | 25,521 | 27,561 | 21,928 | 15,661 | 14,839 | 11,478 | 118,818 | 11,346 | 33,797 | 10,218 |
| **Lenoir** | 1991 | 416,679 | 89,974 | 84,593 | 31,950 | 53,194 | 35,846 | 21,563 | 15,148 | 10,527 | 94,877 | 27,704 | 28,752 | 17,775 |
| | 1987 | 375,893 | 81,668 | 76,768 | 28,578 | 44,600 | 29,520 | 19,258 | 16,558 | 11,683 | 89,447 | 22,470 | 28,455 | 13,259 |
| **Lincoln** | 1991 | 259,161 | 57,351 | 54,019 | 21,492 | 12,225 | 1,281 | 10,499 | 9,972 | 7,228 | 48,899 | 34,356 | 34,113 | 14,852 |
| | 1987 | 226,495 | 49,181 | 46,314 | 18,350 | 11,596 | 1,159 | 8,027 | 9,419 | 6,952 | 49,505 | 27,690 | 29,357 | 10,296 |
| **McDowell** | 1991 | 183,550 | 49,672 | 48,160 | 16,997 | 13,813 | 8,497 | 3,399 | 4,598 | 3,273 | 38,328 | 14,967 | 13,723 | 11,936 |
| | 1987 | 166,293 | 44,384 | 43,024 | 15,096 | 12,865 | 7,746 | 4,625 | 4,343 | 3,133 | 38,768 | 14,036 | 12,773 | 8,274 |
| **Macon** | 1991 | 160,561 | 46,603 | 45,486 | 16,713 | 11,921 | 6,001 | 11,226 | 5,497 | 4,818 | 12,203 | 7,434 | 26,497 | 7,218 |
| | 1987 | 137,188 | 36,487 | 35,606 | 14,334 | 10,969 | 5,371 | 7,686 | 5,096 | 4,487 | 11,251 | 7,322 | 26,165 | 5,691 |
| **Madison** | 1991 | 43,321 | 14,819 | 14,308 | 3,075 | 2,865 | | 258 | 500 | 428 | 4,922 | 6,167 | 4,521 | 4,212 |
| | 1987 | 38,548 | 11,219 | 10,830 | 2,870 | 2,678 | | 342 | 703 | 610 | 6,278 | 5,890 | 4,018 | 2,808 |
| **Martin** | 1991 | 144,257 | 26,534 | 25,759 | 14,401 | 15,730 | 11,850 | 4,305 | 4,262 | 3,624 | 23,314 | 15,425 | 9,771 | 8,797 |
| | 1987 | 123,117 | 27,350 | 26,546 | 12,160 | 12,915 | 9,591 | 4,147 | 4,577 | 3,920 | 22,257 | 10,331 | 8,929 | 6,292 |
| **Mecklenburg** | 1991 | 4,773,731 | 800,679 | 777,628 | 516,231 | 466,159 | 352,372 | 293,928 | 272,523 | 142,436 | 1,176,295 | 242,391 | 289,489 | 182,753 |
| | 1987 | 4,218,683 | 701,237 | 680,913 | 437,950 | 410,711 | 306,353 | 258,018 | 268,601 | 143,926 | 1,132,635 | 241,920 | 256,764 | 128,740 |
| **Mitchell** | 1991 | 80,071 | 24,425 | 23,674 | 6,901 | 411 | | 2,893 | 2,762 | 2,310 | 19,745 | 13,700 | 2,944 | 4,755 |
| | 1987 | 71,405 | 18,523 | 17,950 | 5,993 | 437 | | 2,762 | 3,298 | 2,796 | 19,441 | 11,657 | 3,406 | 3,844 |
| **Montgomery** | 1991 | 104,001 | 29,159 | 27,978 | 8,940 | 3,403 | | 2,132 | 4,596 | 4,202 | 17,272 | 15,577 | 6,672 | 6,330 |
| | 1987 | 91,549 | 24,802 | 23,793 | 7,679 | 3,528 | | 2,023 | 3,919 | 3,588 | 19,056 | 10,642 | 6,650 | 4,587 |
| **Moore** | 1991 | 403,566 | 92,610 | 89,847 | 28,986 | 27,358 | 22,644 | 16,690 | 13,025 | 10,302 | 98,276 | 27,030 | 34,352 | 21,712 |
| | 1987 | 359,703 | 82,334 | 79,862 | 26,963 | 20,772 | 17,019 | 16,889 | 11,451 | 9,131 | 102,079 | 21,755 | 28,989 | 15,770 |
| **Nash** | 1991 | 658,117 | 106,540 | 103,060 | 58,785 | 102,927 | 91,043 | 27,086 | 28,873 | 18,483 | 172,518 | 42,877 | 40,895 | 23,660 |
| | 1987 | 581,229 | 100,721 | 97,411 | 58,059 | 77,756 | 68,347 | 24,472 | 21,321 | 13,912 | 157,551 | 41,273 | 41,723 | 17,391 |
| **New Hanover** | 1991 | 1,163,612 | 204,774 | 197,637 | 133,633 | 165,269 | 130,614 | 67,079 | 73,804 | 54,245 | 235,611 | 74,325 | 67,657 | 48,866 |
| | 1987 | 972,150 | 179,780 | 173,479 | 109,131 | 128,116 | 100,102 | 54,800 | 58,894 | 43,835 | 224,528 | 53,313 | 58,799 | 31,998 |
| **Northampton** | 1991 | 55,281 | 15,857 | 14,909 | 970 | 718 | | 70 | 90 | | 6,111 | 19,762 | 6,625 | 2,146 |
| | 1987 | 49,026 | 13,968 | 13,130 | 1,408 | 681 | | 61 | 157 | | 6,425 | 13,552 | 7,537 | 1,523 |
| **Onslow** | 1991 | 759,280 | 138,978 | 134,645 | 88,195 | 102,549 | 80,462 | 32,830 | 51,525 | 36,062 | 171,221 | 49,977 | 50,067 | 20,521 |
| | 1987 | 663,685 | 114,674 | 111,076 | 69,711 | 79,544 | 61,677 | 23,226 | 46,327 | 33,127 | 181,919 | 40,281 | 49,007 | 15,212 |
| **Orange** | 1991 | 627,651 | 170,529 | 165,423 | 62,243 | 29,789 | 21,726 | 19,779 | 18,287 | 11,265 | 112,212 | 28,247 | 49,116 | 25,988 |
| | 1987 | 525,749 | 140,587 | 136,351 | 61,051 | 26,500 | 19,031 | 18,631 | 17,549 | 11,081 | 90,170 | 26,479 | 49,883 | 19,417 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1991<br>U.S. CENSUS: 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **NORTH CAROLINA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Pamlico | 1991 | 34,476 | 18,072 | 17,499 | 2,440 | 1,927 | | 223 | 94 | | 5,642 | 623 | 2,118 | 1,211 |
| | 1987 | 30,672 | 12,952 | 12,539 | 2,605 | 1,482 | | 144 | 112 | | 7,019 | 1,105 | 2,170 | 894 |
| Pasquotank | 1991 | 276,036 | 65,389 | 64,381 | 15,723 | 28,795 | 28,008 | 13,305 | 10,134 | 6,782 | 55,551 | 14,739 | 39,506 | 7,494 |
| | 1987 | 253,615 | 51,469 | 50,666 | 15,771 | 23,770 | 23,084 | 11,095 | 10,005 | 6,840 | 62,525 | 14,265 | 36,564 | 7,169 |
| Pender | 1991 | 80,108 | 31,332 | 30,023 | 2,993 | 3,889 | | 2,187 | 1,237 | 1,110 | 12,704 | 3,161 | 8,423 | 5,127 |
| | 1987 | 68,002 | 24,915 | 23,869 | 3,061 | 2,947 | | 1,565 | 1,201 | 1,085 | 12,091 | 3,571 | 8,278 | 3,395 |
| Perquimans | 1991 | 30,892 | 9,394 | 9,101 | 4,154 | 1,585 | | 520 | 254 | 155 | 8,649 | 1,103 | 1,141 | 1,949 |
| | 1987 | 28,413 | 6,440 | 6,238 | 4,042 | 1,379 | | 595 | 307 | 191 | 9,755 | 1,173 | 1,187 | 1,215 |
| Person | 1991 | 172,604 | 47,659 | 45,612 | 12,799 | 10,479 | | 9,512 | 6,299 | 4,206 | 42,971 | 17,640 | 8,644 | 8,406 |
| | 1987 | 149,757 | 41,634 | 39,838 | 11,208 | 8,282 | | 7,253 | 6,400 | 4,284 | 40,208 | 12,356 | 7,234 | 6,487 |
| Pitt | 1991 | 849,907 | 182,844 | 169,668 | 70,929 | 78,828 | 71,086 | 30,727 | 35,164 | 23,254 | 203,767 | 74,144 | 61,011 | 26,638 |
| | 1987 | 749,782 | 143,718 | 133,335 | 66,273 | 68,013 | 60,991 | 33,031 | 31,544 | 21,097 | 216,277 | 58,058 | 54,818 | 18,691 |
| Polk | 1991 | 57,413 | 18,323 | 17,884 | 4,917 | 3,070 | | 748 | 1,086 | 856 | 8,263 | 10,028 | 1,158 | 2,729 |
| | 1987 | 48,720 | 14,146 | 13,804 | 3,979 | 2,179 | | 783 | 1,084 | 851 | 8,820 | 8,513 | 1,082 | 2,108 |
| Randolph | 1991 | 522,546 | 118,547 | 114,743 | 38,240 | 42,423 | 29,907 | 30,447 | 33,072 | 25,554 | 93,831 | 39,367 | 43,551 | 23,077 |
| | 1987 | 443,687 | 96,951 | 93,821 | 33,161 | 36,248 | 25,142 | 24,976 | 27,656 | 21,544 | 88,160 | 36,373 | 40,264 | 16,403 |
| Richmond | 1991 | 254,788 | 62,436 | 61,596 | 21,688 | 40,627 | 33,885 | 12,087 | 10,671 | 8,152 | 35,838 | 15,370 | 21,654 | 13,069 |
| | 1987 | 232,284 | 56,238 | 55,470 | 19,132 | 33,368 | 27,558 | 11,492 | 11,519 | 8,850 | 38,150 | 14,749 | 21,240 | 9,746 |
| Robeson | 1991 | 577,661 | 131,836 | 128,012 | 43,576 | 39,884 | 25,074 | 75,296 | 24,985 | 20,708 | 116,031 | 35,954 | 43,739 | 30,789 |
| | 1987 | 520,681 | 113,076 | 109,774 | 39,827 | 31,904 | 19,622 | 58,465 | 23,279 | 19,410 | 110,778 | 37,924 | 44,318 | 22,073 |
| Rockingham | 1991 | 481,045 | 123,104 | 120,526 | 38,672 | 37,764 | 21,110 | 28,487 | 25,135 | 19,066 | 96,377 | 32,187 | 26,098 | 30,420 |
| | 1987 | 430,302 | 114,317 | 111,901 | 34,776 | 31,629 | 17,253 | 24,919 | 27,803 | 21,269 | 89,682 | 25,833 | 26,444 | 21,932 |
| Rowan | 1991 | 509,548 | 102,452 | 100,475 | 50,513 | 48,921 | 34,442 | 25,353 | 20,062 | 11,057 | 110,520 | 35,536 | 30,806 | 28,167 |
| | 1987 | 509,835 | 128,968 | 126,454 | 46,567 | 41,435 | 28,699 | 25,608 | 21,634 | 12,138 | 110,208 | 32,535 | 34,784 | 21,747 |
| Rutherford | 1991 | 371,634 | 79,596 | 76,223 | 25,034 | 43,688 | 35,015 | 11,558 | 16,019 | 11,633 | 109,915 | 27,836 | 24,197 | 17,228 |
| | 1987 | 331,732 | 67,153 | 64,295 | 21,959 | 31,819 | 25,221 | 10,683 | 15,956 | 11,799 | 110,672 | 20,729 | 23,056 | 13,290 |
| Sampson | 1991 | 206,114 | 51,810 | 49,853 | 13,425 | 26,766 | 16,593 | 4,920 | 6,251 | 3,912 | 36,120 | 22,856 | 12,021 | 13,467 |
| | 1987 | 195,242 | 45,558 | 43,828 | 13,978 | 23,104 | 14,022 | 5,234 | 7,019 | 4,441 | 43,560 | 19,631 | 12,205 | 9,859 |
| Scotland | 1991 | 180,677 | 45,139 | 43,688 | 20,358 | 21,801 | 13,429 | 3,661 | 8,187 | 6,098 | 34,414 | 7,821 | 19,386 | 9,699 |
| | 1987 | 166,771 | 42,461 | 41,088 | 17,656 | 21,072 | 12,713 | 3,347 | 7,779 | 5,908 | 33,593 | 7,958 | 17,905 | 6,816 |
| Stanly | 1991 | 316,430 | 79,334 | 75,550 | 21,567 | 30,667 | 20,367 | 6,695 | 9,708 | 6,402 | 65,628 | 28,314 | 32,806 | 17,012 |
| | 1987 | 274,049 | 66,726 | 63,530 | 18,501 | 24,276 | 15,824 | 7,818 | 8,718 | 5,853 | 61,870 | 25,748 | 29,620 | 12,475 |
| Stokes | 1991 | 106,100 | 36,698 | 34,766 | 7,102 | 5,571 | | 1,700 | 1,639 | 710 | 12,331 | 11,380 | 11,643 | 8,308 |
| | 1987 | 92,226 | 29,810 | 28,235 | 6,948 | 3,863 | | 2,043 | 2,345 | 1,023 | 15,089 | 8,651 | 10,507 | 5,826 |
| Surry | 1991 | 509,369 | 125,041 | 121,737 | 31,626 | 47,234 | 27,156 | 21,140 | 30,247 | 12,383 | 105,661 | 48,837 | 31,540 | 23,958 |
| | 1987 | 447,290 | 95,749 | 93,201 | 26,260 | 37,051 | 20,818 | 22,056 | 26,698 | 11,161 | 106,891 | 40,662 | 31,275 | 18,325 |
| Swain | 1991 | 66,164 | 17,791 | 17,237 | 11,882 | 1,415 | | 755 | 463 | 463 | 7,135 | 6,840 | 1,185 | 3,372 |
| | 1987 | 58,676 | 16,816 | 16,289 | 10,236 | 1,790 | | 1,056 | 780 | 780 | 6,944 | 5,391 | 1,640 | 2,685 |
| Transylvania | 1991 | 124,020 | 39,713 | 38,069 | 7,034 | 7,207 | 3,897 | 3,555 | 2,183 | 1,153 | 22,910 | 13,874 | 10,182 | 6,744 |
| | 1987 | 114,933 | 34,546 | 33,109 | 8,043 | 7,818 | 4,121 | 3,764 | 2,840 | 1,519 | 22,555 | 10,942 | 9,656 | 6,158 |
| Tyrrell | 1991 | 12,599 | 4,695 | 4,605 | 738 | 739 | | 231 | 120 | 120 | 2,282 | 894 | 1,974 | 122 |
| | 1987 | 11,058 | 3,472 | 3,40[illegible] | 543 | 531 | | 215 | 118 | 118 | 1,764 | 1,652 | 1,781 | 132 |
| Union | 1991 | 433,493 | 92,656 | 90,061 | 32,740 | 52,669 | 41,397 | 15,805 | 20,130 | 15,391 | 112,620 | 22,446 | 37,005 | 18,657 |
| | 1987 | 390,681 | 84,104 | 81,732 | 27,453 | 43,306 | 33,633 | 16,840 | 18,704 | 14,543 | 111,630 | 17,842 | 34,781 | 13,422 |
| Vance | 1991 | 305,804 | 57,783 | 55,489 | 20,256 | 32,650 | 29,470 | 9,778 | 12,200 | 8,013 | 59,620 | 61,864 | 22,026 | 12,048 |
| | 1987 | 270,086 | 57,575 | 55,278 | 18,390 | 27,616 | 24,783 | 8,914 | 11,748 | 7,770 | 57,890 | 43,126 | 20,515 | 8,605 |
| Wake | 1991 | 4,032,780 | 632,368 | 619,106 | 776,464 | 434,395 | 348,629 | 175,721 | 242,555 | 140,616 | 847,533 | 161,182 | 284,319 | 149,604 |
| | 1987 | 3,424,668 | 550,668 | 539,012 | 581,070 | 374,623 | 297,416 | 165,242 | 205,726 | 121,449 | 792,337 | 163,377 | 247,535 | 102,290 |
| Warren | 1991 | 34,098 | 14,671 | 14,076 | 1,495 | 1,372 | | 319 | 1,378 | 1,378 | 3,668 | 3,632 | 1,203 | 2,306 |
| | 1987 | 32,387 | 12,819 | 12,297 | 1,555 | 1,321 | | 472 | 1,977 | 1,977 | 3,726 | 3,927 | 1,348 | 2,060 |
| Washington | 1991 | 62,370 | 20,570 | 19,901 | 5,365 | 871 | 465 | 3,972 | 2,067 | 1,597 | 8,951 | 8,168 | 1,949 | 3,341 |
| | 1987 | 56,010 | 17,802 | 17,220 | 5,193 | 1,805 | 943 | 2,782 | 2,330 | 1,829 | 10,041 | 5,778 | 2,050 | 2,880 |
| Watauga | 1991 | 310,537 | 61,888 | 60,259 | 34,078 | 39,111 | 16,054 | 11,682 | 15,155 | 10,866 | 61,484 | 6,961 | 28,744 | 11,667 |
| | 1987 | 265,699 | 51,860 | 50,485 | 30,683 | 29,781 | 11,841 | 10,547 | 13,974 | 10,052 | 57,439 | 9,193 | 25,989 | 8,911 |
| Wayne | 1991 | 611,029 | 111,398 | 104,569 | 44,974 | 84,757 | 71,392 | 23,315 | 36,480 | 26,862 | 136,502 | 46,196 | 54,531 | 23,181 |
| | 1987 | 551,006 | 103,332 | 96,978 | 38,613 | 66,907 | 55,849 | 21,008 | 30,982 | 23,086 | 138,139 | 42,198 | 50,199 | 16,705 |
| Wilkes | 1991 | 342,335 | 87,415 | 83,488 | 20,407 | 32,945 | 24,686 | 14,856 | 9,957 | 6,089 | 54,303 | 19,121 | 43,970 | 17,615 |
| | 1987 | 301,460 | 70,653 | 67,465 | 21,017 | 24,987 | 18,470 | 12,625 | 8,479 | 5,332 | 62,180 | 17,504 | 40,071 | 12,554 |
| Wilson | 1991 | 470,353 | 91,359 | 88,010 | 42,110 | 53,878 | 42,064 | 19,701 | 16,827 | 12,857 | 134,491 | 29,269 | 25,801 | 21,502 |
| | 1987 | 445,166 | 79,162 | 76,245 | 37,148 | 50,676 | 39,088 | 16,774 | 16,986 | 13,127 | 145,162 | 26,123 | 27,658 | 15,616 |
| Yadkin | 1991 | 133,154 | 28,667 | 27,401 | 8,900 | 2,081 | | 1,567 | 2,769 | 2,105 | 39,715 | 22,837 | 7,213 | 10,378 |
| | 1987 | 121,204 | 30,005 | 28,675 | 8,095 | 2,261 | | 1,572 | 2,964 | 2,239 | 39,727 | 15,449 | 7,137 | 6,975 |
| Yancey | 1991 | 85,755 | 23,867 | 22,833 | 6,490 | 5,852 | | 2,103 | 418 | 344 | 16,082 | 7,389 | 16,334 | 3,882 |
| | 1987 | 71,585 | 19,099 | 18,268 | 5,024 | 4,296 | | 1,369 | 531 | 446 | 15,236 | 6,032 | 14,355 | 3,017 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1991<br>U.S. CENSUS: 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **NORTH CAROLINA (continued)** | | | | | | | | | | | | | | |
| **TOTAL METRO COUNTIES** | **1991** | **28,854,958** | **5,239,739** | **5,083,252** | **3,219,352** | **3,170,203** | **2,452,537** | **1,502,482** | **1,830,507** | **1,115,768** | **6,319,163** | **1,785,964** | **1,869,608** | **1,176,296** |
| | 1987 | 25,376,471 | 4,618,261 | 4,479,796 | 2,699,429 | 2,724,928 | 2,082,156 | 1,302,797 | 1,638,074 | 1,011,112 | 6,120,365 | 1,614,630 | 1,732,278 | 845,972 |
| **TOTAL STATE** | **1991** | **46,077,984** | **9,345,315** | **9,039,093** | **4,584,845** | **4,788,865** | **3,585,770** | **2,228,078** | **2,545,790** | **1,629,873** | **9,943,912** | **3,214,738** | **3,258,447** | **2,009,410** |
| | 1987 | 40,650,140 | 8,145,668 | 7,878,351 | 3,934,241 | 4,063,352 | 2,998,948 | 1,931,342 | 2,312,873 | 1,501,767 | 9,706,504 | 2,823,278 | 3,063,230 | 1,462,700 |
| **NORTH DAKOTA** | | | | | | | | | | | | | | |
| **BISMARCK** | **1991** | **737,213** | **121,431** | **116,155** | **61,504** | **128,867** | **103,547** | **23,933** | **20,214** | **9,084** | **195,155** | **67,436** | **30,724** | **26,591** |
| | 1987 | 590,130 | 96,968 | 92,757 | 52,831 | 100,113 | 79,497 | 21,919 | 22,500 | 10,248 | 146,272 | 54,749 | 26,243 | 20,357 |
| Burleigh | 1991 | 586,508 | 90,517 | 86,244 | 50,542 | 127,536 | 103,547 | 21,761 | 17,815 | 8,464 | 132,945 | 46,750 | 23,419 | 23,581 |
| | 1987 | 464,728 | 70,928 | 67,567 | 41,926 | 98,932 | 79,497 | 19,785 | 19,794 | 9,523 | 100,233 | 36,719 | 17,833 | 18,154 |
| Morton | 1991 | 150,705 | 30,914 | 29,911 | 10,962 | 1,331 | | 2,172 | 2,399 | 620 | 62,210 | 20,686 | 7,305 | 3,010 |
| | 1987 | 125,402 | 26,040 | 25,190 | 10,905 | 1,181 | | 2,134 | 2,706 | 725 | 46,039 | 18,030 | 8,410 | 2,203 |
| **FARGO - MOORHEAD** | **1991** | **1,387,563** | **235,179** | **229,151** | **132,799** | **215,679** | **192,954** | **58,919** | **55,185** | **23,287** | **302,281** | **117,181** | **93,027** | **36,208** |
| | 1987 | 1,086,966 | 188,360 | 183,515 | 109,586 | 160,584 | 142,604 | 45,144 | 54,205 | 24,712 | 226,864 | 91,738 | 69,108 | 27,364 |
| Cass | 1991 | 1,073,440 | 173,559 | 168,800 | 105,415 | 185,461 | 164,234 | 52,791 | 26,266 | 17,533 | 257,892 | 70,068 | 72,607 | 21,268 |
| | 1987 | 841,357 | 136,077 | 132,319 | 84,698 | 141,563 | 124,576 | 39,103 | 28,370 | 19,317 | 192,986 | 61,333 | 51,542 | 16,113 |
| *Clay, Minn.* | *1991* | *314,123* | *61,620* | *60,351* | *27,384* | *30,218* | *28,720* | *6,128* | *28,919* | *5,754* | *44,389* | *47,113* | *20,420* | *14,940* |
| | *1987* | *245,609* | *52,283* | *51,196* | *24,888* | *19,021* | *18,028* | *6,041* | *25,835* | *5,395* | *33,878* | *30,405* | *17,566* | *11,251* |
| **GRAND FORKS** | **1991** | **670,639** | **106,670** | **102,770** | **56,162** | **130,912** | **105,155** | **35,178** | **17,935** | **9,580** | **168,351** | **65,045** | **37,536** | **11,164** |
| | 1987 | 526,422 | 78,160 | 75,287 | 43,824 | 103,037 | 81,873 | 28,120 | 22,697 | 12,486 | 129,493 | 45,788 | 31,496 | 9,230 |
| Grand Forks | 1991 | 670,639 | 106,670 | 102,770 | 56,162 | 130,912 | 105,165 | 35,178 | 17,935 | 9,580 | 168,351 | 65,045 | 37,536 | 11,164 |
| | 1987 | 526,422 | 78,160 | 75,287 | 43,824 | 103,037 | 81,873 | 28,120 | 22,697 | 12,486 | 129,493 | 45,788 | 31,496 | 9,230 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Adams | 1991 | 19,035 | 4,269 | 3,871 | 2,176 | 473 | | 1,501 | 234 | | 2,597 | 1,165 | 1,869 | 1,711 |
| | 1987 | 17,674 | 5,686 | 5,154 | 1,667 | 637 | | 1,053 | 228 | | 1,820 | 983 | 1,439 | 1,721 |
| Barnes | 1991 | 76,644 | 20,034 | 19,281 | 8,837 | 5,320 | | 4,231 | 1,228 | 1,228 | 20,476 | 4,178 | 5,040 | 3,305 |
| | 1987 | 68,044 | 16,155 | 15,545 | 7,723 | 5,363 | | 4,162 | 1,708 | 1,708 | 16,225 | 5,603 | 4,610 | 2,704 |
| Benson | 1991 | 11,157 | 4,967 | 4,667 | 572 | 276 | | 130 | 161 | | 154 | 3,905 | 651 | 240 |
| | 1987 | 9,175 | 3,669 | 3,447 | 760 | 231 | | 122 | 207 | | 249 | 3,040 | 563 | 208 |
| Billings | 1991 | 1,057 | | | 563 | | | | | | 122 | 235 | | |
| | 1987 | 1,152 | | | 571 | | | | | | 161 | 272 | | |
| Bottineau | 1991 | 41,283 | 8,166 | 7,571 | 4,103 | 1,332 | | 3,282 | 757 | 757 | 9,951 | 6,949 | 3,041 | 1,942 |
| | 1987 | 38,757 | 7,513 | 6,964 | 4,094 | 1,334 | | 2,450 | 1,117 | 1,117 | 8,752 | 5,901 | 3,701 | 1,650 |
| Bowman | 1991 | 21,632 | 4,361 | 4,191 | 2,473 | 725 | | 779 | 273 | 164 | 5,894 | 4,227 | 1,438 | 477 |
| | 1987 | 18,850 | 4,344 | 4,173 | 2,486 | 713 | | 559 | 384 | 232 | 4,665 | 2,549 | 1,523 | 463 |
| Burke | 1991 | 8,292 | 2,880 | 2,707 | 1,792 | 255 | | 118 | 87 | 87 | 1,699 | 598 | 554 | |
| | 1987 | 8,126 | 2,305 | 2,166 | 1,609 | 267 | | 113 | 143 | 143 | 1,763 | 956 | 484 | |
| Burleigh | 1991 | 586,508 | 90,517 | 86,244 | 50,542 | 127,536 | 103,547 | 21,761 | 17,815 | 8,464 | 132,945 | 46,750 | 23,419 | 23,581 |
| | 1987 | 464,728 | 70,928 | 67,567 | 41,926 | 98,932 | 79,497 | 19,785 | 19,794 | 9,523 | 100,233 | 36,719 | 17,833 | 18,154 |
| Cass | 1991 | 1,073,440 | 173,559 | 168,800 | 105,415 | 185,461 | 164,234 | 52,791 | 26,266 | 17,533 | 257,892 | 70,068 | 72,607 | 21,268 |
| | 1987 | 841,357 | 136,077 | 132,319 | 84,698 | 141,563 | 124,576 | 39,103 | 28,370 | 19,317 | 192,986 | 61,333 | 51,542 | 16,113 |
| Cavalier | 1991 | 36,573 | 8,356 | 7,631 | 3,052 | 950 | | 1,359 | 1,155 | 684 | 10,039 | 2,657 | 919 | 1,580 |
| | 1987 | 31,011 | 7,056 | 6,442 | 2,821 | 818 | | 1,373 | 1,489 | 886 | 6,777 | 2,243 | 1,330 | 1,361 |
| Dickey | 1991 | 27,871 | 5,832 | 5,260 | 3,642 | 3,269 | | 738 | 1,418 | 187 | 7,511 | 1,024 | 1,693 | 1,878 |
| | 1987 | 24,264 | 5,195 | 4,684 | 3,183 | 2,447 | | 713 | 1,415 | 195 | 5,938 | 919 | 1,775 | 1,556 |
| Divide | 1991 | 11,903 | 2,161 | 2,062 | 1,582 | 488 | | 616 | 106 | | 3,482 | 838 | 1,897 | 423 |
| | 1987 | 10,361 | 1,988 | 1,897 | 1,281 | 517 | | 522 | 131 | | 2,586 | 1,009 | 1,591 | 386 |
| Dunn | 1991 | 15,469 | 3,900 | 3,725 | 380 | 467 | | 45 | 81 | | 6,747 | 901 | 202 | 164 |
| | 1987 | 12,976 | 3,283 | 3,135 | 536 | 584 | | 51 | 87 | | 5,307 | 795 | 207 | 186 |
| Eddy | 1991 | 9,406 | 2,712 | 2,552 | 646 | 160 | | | 57 | | 3,007 | 467 | 119 | 297 |
| | 1987 | 9,679 | 2,592 | 2,438 | 655 | 170 | | | 115 | | 2,596 | 817 | 139 | 340 |
| Emmons | 1991 | 18,680 | 4,381 | 4,195 | 1,331 | 542 | | 449 | 194 | 194 | 2,823 | 4,643 | 3,072 | |
| | 1987 | 15,930 | 4,032 | 3,860 | 1,086 | 457 | | 545 | 229 | 229 | 2,528 | 3,524 | 2,507 | |
| Foster | 1991 | 26,377 | 6,058 | 5,969 | 1,455 | 90 | | 215 | 70 | | 6,227 | 4,141 | 3,741 | 2,471 |
| | 1987 | 23,207 | 4,836 | 4,764 | 1,476 | 167 | | 367 | 139 | | 5,318 | 3,696 | 3,819 | 1,755 |
| Golden Valley | 1991 | 14,974 | 1,355 | 1,291 | 1,535 | 159 | | 405 | 195 | 126 | 7,124 | 2,678 | 1,038 | 281 |
| | 1987 | 14,904 | 2,050 | 1,953 | 1,337 | 196 | | 430 | 337 | 222 | 4,835 | 3,626 | 1,379 | 296 |
| Grand Forks | 1991 | 670,639 | 106,670 | 102,770 | 56,162 | 130,912 | 105,155 | 35,178 | 17,935 | 9,580 | 168,351 | 65,045 | 37,536 | 11,164 |
| | 1987 | 526,422 | 78,160 | 75,287 | 43,824 | 103,037 | 81,873 | 28,120 | 22,697 | 12,486 | 129,493 | 45,788 | 31,496 | 9,230 |
| Grant | 1991 | 9,690 | 2,797 | 2,466 | 643 | | | 116 | 186 | 186 | 806 | 1,296 | 2,313 | 418 |
| | 1987 | 9,650 | 2,518 | 2,220 | 688 | | | 107 | 191 | 191 | 1,553 | 1,069 | 1,963 | 449 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1991<br>U.S. CENSUS 1987<br>METRO AREA<br>County | Year | Total Retail Sales ($000) | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/Home Furnishings/Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **NORTH DAKOTA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Griggs | 1991 | 12,587 | 3,459 | 3,294 | 1,228 | 132 | | 245 | 43 | | 4,189 | 1,369 | 398 | 1,174 |
| | 1987 | 10,050 | 3,080 | 2,932 | 948 | 229 | | 265 | 50 | | 2,773 | 885 | 547 | 802 |
| Hettinger | 1991 | 10,745 | 3,442 | 3,301 | 891 | | | 62 | 59 | | 3,557 | 508 | 921 | 356 |
| | 1987 | 10,674 | 3,172 | 3,041 | 900 | | | 85 | 71 | | 3,549 | 796 | 720 | 487 |
| Kidder | 1991 | 6,777 | 1,933 | 1,797 | 369 | 258 | | | 224 | | 208 | 3,303 | 228 | 111 |
| | 1987 | 5,396 | 1,520 | 1,413 | 301 | 270 | | | 178 | | 304 | 2,129 | 349 | 113 |
| La Moure | 1991 | 13,882 | 5,397 | 5,109 | 1,360 | 195 | | 62 | 101 | | 505 | 1,073 | 1,814 | 110 |
| | 1987 | 12,260 | 4,162 | 3,939 | 1,255 | 229 | | 70 | 118 | | 500 | 1,030 | 1,839 | 180 |
| Logan | 1991 | 9,495 | 2,596 | 2,466 | 633 | | | 174 | 33 | | 1,967 | 1,536 | 641 | 1,571 |
| | 1987 | 9,614 | 2,329 | 2,213 | 625 | | | 158 | 58 | | 2,247 | 1,736 | 656 | 1,408 |
| McHenry | 1991 | 15,998 | 4,485 | 4,184 | 1,837 | | | 159 | 65 | | 2,421 | 3,785 | 833 | 1,246 |
| | 1987 | 14,709 | 4,060 | 3,787 | 1,670 | | | 183 | 110 | | 2,027 | 3,191 | 1,197 | 1,067 |
| McIntosh | 1991 | 20,808 | 1,853 | 1,743 | 1,626 | 106 | | 119 | 168 | 168 | 9,618 | 3,392 | 1,789 | 1,267 |
| | 1987 | 17,274 | 1,962 | 1,846 | 1,741 | 116 | | 123 | 264 | 264 | 6,668 | 2,588 | 1,742 | 1,094 |
| McKenzie | 1991 | 14,845 | 4,366 | 4,188 | 1,484 | | | 267 | 134 | 134 | 2,746 | 1,329 | 2,097 | 511 |
| | 1987 | 16,324 | 5,022 | 4,817 | 1,836 | | | 411 | 207 | 207 | 2,490 | 1,693 | 2,034 | 640 |
| McLean | 1991 | 34,807 | 9,435 | 8,953 | 2,984 | 597 | | 397 | 604 | | 3,085 | 6,393 | 3,767 | 1,710 |
| | 1987 | 31,937 | 8,945 | 8,486 | 2,811 | 509 | | 481 | 722 | | 3,147 | 5,750 | 3,525 | 1,366 |
| Mercer | 1991 | 46,912 | 21,037 | 19,608 | 2,155 | 1,079 | | 1,063 | 66 | 66 | 7,597 | 7,183 | 2,861 | 1,872 |
| | 1987 | 41,276 | 16,467 | 15,345 | 2,924 | 1,089 | | 873 | 100 | 100 | 6,731 | 5,288 | 4,117 | 1,888 |
| Morton | 1991 | 150,705 | 30,914 | 29,911 | 10,962 | 1,331 | | 2,172 | 2,399 | 620 | 62,210 | 20,686 | 7,305 | 3,010 |
| | 1987 | 125,402 | 26,040 | 25,190 | 10,905 | 1,181 | | 2,134 | 2,706 | 725 | 46,039 | 18,030 | 8,410 | 2,203 |
| Mountrail | 1991 | 39,810 | 8,468 | 8,091 | 2,690 | 248 | | 423 | 1,683 | 1,016 | 6,472 | 8,689 | 4,056 | 2,364 |
| | 1987 | 32,302 | 8,006 | 7,647 | 2,506 | 313 | | 481 | 1,356 | 816 | 5,420 | 5,438 | 3,076 | 1,941 |
| Nelson | 1991 | 20,400 | 3,814 | 3,716 | 1,173 | 154 | | 708 | 119 | | 3,036 | 2,062 | 6,429 | 466 |
| | 1987 | 20,281 | 3,982 | 3,879 | 1,174 | 283 | | 520 | 135 | | 2,669 | 1,920 | 6,478 | 479 |
| Oliver | 1991 | 2,162 | 251 | 238 | 948 | | | | | | | 229 | 734 | |
| | 1987 | 1,781 | 369 | 351 | 564 | | | | | | | 199 | 649 | |
| Pembina | 1991 | 63,417 | 8,049 | 7,765 | 7,152 | 950 | | 470 | 621 | 374 | 16,740 | 14,108 | 4,290 | 2,257 |
| | 1987 | 48,942 | 7,349 | 7,088 | 5,115 | 713 | | 551 | 516 | 312 | 13,851 | 8,395 | 3,847 | 1,823 |
| Pierce | 1991 | 29,719 | 5,187 | 4,970 | 1,876 | 1,320 | | 2,420 | 118 | | 10,266 | 4,307 | 2,577 | 783 |
| | 1987 | 25,968 | 4,866 | 4,662 | 1,743 | 1,146 | | 1,817 | 157 | | 8,737 | 3,351 | 2,207 | 767 |
| Ramsey | 1991 | 117,986 | 18,839 | 17,987 | 12,553 | 13,009 | 9,663 | 7,925 | 4,508 | 2,927 | 30,966 | 10,313 | 6,245 | 6,504 |
| | 1987 | 98,718 | 16,185 | 15,450 | 9,983 | 10,081 | 7,375 | 6,569 | 4,635 | 3,033 | 24,418 | 7,779 | 5,808 | 5,284 |
| Ransom | 1991 | 23,455 | 6,302 | 5,930 | 4,734 | 1,452 | | 1,078 | 1,176 | 829 | 1,661 | 1,842 | 2,353 | 1,174 |
| | 1987 | 19,470 | 5,075 | 4,775 | 3,855 | 1,058 | | 1,068 | 1,079 | 781 | 1,677 | 1,355 | 2,016 | 993 |
| Renville | 1991 | 16,009 | 2,264 | 2,136 | 1,388 | | | 774 | 76 | | 5,578 | 3,165 | 456 | 817 |
| | 1987 | 12,283 | 2,078 | 1,960 | 900 | | | 479 | 97 | | 3,825 | 2,362 | 678 | 635 |
| Richland | 1991 | 105,971 | 25,227 | 24,708 | 7,432 | 5,433 | 1,917 | 3,495 | 4,132 | 2,070 | 32,379 | 11,925 | 3,935 | 2,716 |
| | 1987 | 87,779 | 19,811 | 19,400 | 6,436 | 5,511 | 1,878 | 3,555 | 5,353 | 2,703 | 22,884 | 8,510 | 4,629 | 2,062 |
| Rolette | 1991 | 40,330 | 11,620 | 11,185 | 3,529 | 825 | | 692 | 605 | 605 | 7,999 | 7,001 | 2,956 | 1,600 |
| | 1987 | 34,890 | 10,115 | 9,735 | 2,756 | 759 | | 718 | 604 | 604 | 6,932 | 6,429 | 2,895 | 1,282 |
| Sargent | 1991 | 12,554 | 4,371 | 4,193 | 1,388 | | | 152 | 76 | | 897 | 1,398 | 1,054 | 162 |
| | 1987 | 10,437 | 3,369 | 3,231 | 1,198 | | | 183 | 119 | | 769 | 1,263 | 864 | 198 |
| Sheridan | 1991 | 2,862 | 662 | 625 | 541 | | | | | | 1,108 | | 363 | |
| | 1987 | 3,044 | 771 | 728 | 478 | | | | | | 1,033 | | 532 | |
| Sioux | 1991 | 5,529 | 530 | 505 | 843 | 143 | | 1,018 | | | | 1,830 | 991 | |
| | 1987 | 4,795 | 937 | 893 | 523 | 261 | | 739 | | | | 1,232 | 842 | |
| Slope | 1991 | 450 | 93 | 67 | 58 | | | | | | 109 | | | |
| | 1987 | 384 | 63 | 45 | 87 | | | | | | 79 | | | |
| Stark | 1991 | 188,533 | 31,271 | 30,552 | 15,849 | 24,423 | 15,225 | 8,970 | 7,280 | 4,538 | 45,998 | 29,449 | 7,705 | 6,081 |
| | 1987 | 170,855 | 28,553 | 27,891 | 14,468 | 18,755 | 11,433 | 8,703 | 7,960 | 5,081 | 44,294 | 21,016 | 9,280 | 5,202 |
| Steele | 1991 | 5,150 | 641 | 622 | 853 | 84 | | | | | 1,431 | 1,706 | 217 | |
| | 1987 | 5,515 | 507 | 492 | 610 | 140 | | | | | 2,375 | 1,251 | 324 | |
| Stutsman | 1991 | 178,277 | 26,478 | 25,295 | 13,540 | 15,624 | 6,017 | 9,944 | 4,636 | 2,989 | 46,987 | 29,438 | 12,232 | 7,208 |
| | 1987 | 145,069 | 22,996 | 21,964 | 12,865 | 11,042 | 4,114 | 9,160 | 5,314 | 3,499 | 34,134 | 22,547 | 9,759 | 5,491 |
| Towner | 1991 | 9,957 | 2,579 | 2,474 | 1,184 | 110 | | 356 | 246 | 246 | 2,243 | 1,382 | 360 | 366 |
| | 1987 | 10,250 | 2,796 | 2,682 | 1,325 | 138 | | 300 | 320 | 320 | 2,272 | 1,144 | 429 | 409 |
| Traill | 1991 | 47,129 | 7,354 | 7,019 | 5,665 | 439 | | 420 | 1,327 | 911 | 12,664 | 5,629 | 3,835 | 2,154 |
| | 1987 | 38,955 | 6,260 | 5,974 | 4,898 | 396 | | 500 | 1,273 | 891 | 10,201 | 4,422 | 3,624 | 1,737 |
| Walsh | 1991 | 80,936 | 19,217 | 18,516 | 6,252 | 9,867 | 3,834 | 2,195 | 1,672 | 1,369 | 18,417 | 10,529 | 5,357 | 3,371 |
| | 1987 | 73,002 | 17,057 | 16,431 | 5,721 | 8,369 | 3,148 | 2,527 | 1,984 | 1,637 | 16,599 | 8,858 | 5,595 | 2,605 |
| Ward | 1991 | 498,940 | 80,798 | 78,526 | 46,986 | 90,053 | 88,780 | 22,103 | 18,660 | 12,369 | 119,326 | 38,830 | 22,774 | 19,001 |
| | 1987 | 403,742 | 66,670 | 64,782 | 35,791 | 68,821 | 67,791 | 18,418 | 21,260 | 14,315 | 92,441 | 33,386 | 21,546 | 14,149 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1991<br>U.S. CENSUS: 1987<br>METRO AREA<br>County | Year | Total Retail Sales ($000) | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls & Hardware Dealers | Drugstores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Total ($000) | Supermarkets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **NORTH DAKOTA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Wells | 1991 | 36,277 | 9,384 | 8,937 | 2,372 | 1,021 | | 1,704 | 207 | 104 | 5,382 | 3,372 | 4,886 | 1,805 |
| | 1987 | 31,358 | 7,672 | 7,305 | 2,533 | 1,061 | | 1,479 | 283 | 143 | 5,853 | 2,252 | 3,746 | 1,533 |
| Williams | 1991 | 125,870 | 22,136 | 22,035 | 11,869 | 13,538 | 5,082 | 8,444 | 3,987 | 1,739 | 23,291 | 19,293 | 8,104 | 6,558 |
| | 1987 | 127,485 | 23,647 | 23,535 | 11,287 | 11,520 | 4,182 | 8,170 | 5,973 | 2,671 | 24,664 | 16,295 | 9,531 | 6,125 |
| **TOTAL METRO COUNTIES** | 1991 | **2,481,292** | **401,660** | **387,725** | **223,081** | **445,240** | **372,936** | **111,902** | **64,415** | **36,197** | **621,398** | **202,549** | **140,867** | **59,023** |
| | 1987 | 1,957,909 | 311,205 | 300,363 | 181,353 | 344,713 | 285,946 | 89,142 | 73,567 | 42,051 | 468,751 | 161,870 | 109,281 | 45,700 |
| **TOTAL STATE** | 1991 | **4,669,914** | **837,427** | **805,899** | **423,305** | **640,806** | **503,454** | **201,725** | **123,243** | **72,264** | **1,138,900** | **478,819** | **285,712** | **149,525** |
| | 1987 | 3,848,488 | 694,280 | 667,924 | 355,153 | 501,423 | 385,867 | 170,295 | 141,783 | 84,351 | 895,387 | 383,362 | 251,392 | 120,535 |
| **OHIO** | | | | | | | | | | | | | | |
| **AKRON** | 1991 | **4,633,778** | **986,440** | **933,899** | **507,540** | **573,611** | **483,390** | **188,975** | **244,739** | **116,100** | **893,061** | **429,462** | **302,482** | **153,723** |
| | 1987 | 3,904,652 | 844,863 | 799,696 | 437,989 | 497,035 | 415,401 | 148,838 | 182,680 | 88,026 | 834,537 | 308,463 | 240,906 | 121,722 |
| Portage | 1991 | 758,650 | 161,708 | 154,535 | 70,638 | 57,402 | 45,827 | 3,744 | 12,731 | 7,684 | 256,575 | 81,003 | 52,997 | 21,915 |
| | 1987 | 637,232 | 137,944 | 131,798 | 60,855 | 46,787 | 36,929 | 4,516 | 10,568 | 6,465 | 221,540 | 60,225 | 40,424 | 16,863 |
| Summit | 1991 | 3,875,128 | 824,732 | 779,364 | 436,902 | 516,209 | 437,563 | 185,231 | 232,008 | 108,416 | 636,486 | 348,459 | 249,485 | 131,808 |
| | 1987 | 3,267,420 | 706,919 | 667,898 | 377,134 | 450,248 | 378,472 | 144,322 | 172,112 | 81,561 | 612,997 | 248,238 | 200,482 | 104,859 |
| **CANTON** | 1991 | **2,796,293** | **596,088** | **562,989** | **277,924** | **394,965** | **340,284** | **108,857** | **135,699** | **64,090** | **565,200** | **217,976** | **143,191** | **93,202** |
| | 1987 | 2,363,032 | 524,418 | 495,200 | 232,853 | 316,749 | 270,674 | 101,631 | 96,668 | 46,159 | 534,073 | 173,628 | 111,453 | 72,684 |
| Carroll | 1991 | 114,855 | 21,925 | 21,012 | 5,621 | 20,743 | 18,757 | 1,959 | 2,187 | 1,529 | 38,831 | 9,291 | 7,615 | 2,733 |
| | 1987 | 95,907 | 19,292 | 18,485 | 5,187 | 13,924 | 12,521 | 2,092 | 1,553 | 1,088 | 34,559 | 7,518 | 6,397 | 2,105 |
| Stark | 1991 | 2,681,438 | 574,163 | 541,977 | 272,303 | 374,222 | 321,527 | 106,898 | 133,512 | 62,561 | 526,369 | 208,685 | 135,576 | 90,469 |
| | 1987 | 2,267,125 | 505,126 | 476,715 | 227,666 | 302,825 | 258,153 | 99,539 | 95,115 | 45,071 | 499,514 | 166,110 | 105,056 | 70,579 |
| **CINCINNATI** | 1991 | **11,301,759** | **2,258,239** | **2,100,917** | **1,378,199** | **1,622,790** | **1,409,235** | **539,141** | **507,879** | **295,030** | **2,073,619** | **808,668** | **572,185** | **494,486** |
| | 1987 | 9,435,978 | 1,952,247 | 1,814,011 | 1,110,087 | 1,323,069 | 1,211,105 | 421,186 | 471,267 | 276,275 | 1,853,523 | 640,730 | 517,466 | 346,607 |
| Clermont | 1991 | 925,471 | 269,831 | 261,927 | 80,904 | 74,755 | 69,288 | 29,993 | 42,017 | 29,550 | 164,534 | 48,026 | 79,209 | 31,158 |
| | 1987 | 770,353 | 207,616 | 201,494 | 61,750 | 80,638 | 74,439 | 25,325 | 34,353 | 24,560 | 158,254 | 42,484 | 59,880 | 22,458 |
| Hamilton | 1991 | 7,366,272 | 1,393,028 | 1,274,416 | 936,990 | 1,107,225 | 1,030,703 | 401,329 | 341,611 | 190,884 | 1,394,796 | 460,098 | 217,206 | 321,545 |
| | 1987 | 6,287,764 | 1,223,102 | 1,118,735 | 762,805 | 916,448 | 849,848 | 317,871 | 345,057 | 195,502 | 1,281,226 | 362,474 | 312,649 | 226,688 |
| Warren | 1991 | 713,666 | 182,221 | 176,716 | 71,041 | 131,260 | 114,161 | 23,737 | 33,955 | 26,894 | 71,278 | 80,022 | 50,360 | 18,842 |
| | 1987 | 539,377 | 143,579 | 139,213 | 59,368 | 82,329 | 71,092 | 18,201 | 22,010 | 17,609 | 62,571 | 55,073 | 39,676 | 15,594 |
| *Dearborn, Ind.* | *1991* | *213,339* | *42,884* | *41,946* | *14,985* | *17,131* | *9,456* | *4,045* | *5,184* | *3,099* | *74,193* | *22,789* | *11,452* | *9,476* |
| | *1987* | *172,756* | *37,448* | *36,622* | *13,638* | *13,418* | *7,230* | *2,963* | *5,449* | *3,268* | *56,912* | *16,040* | *8,751* | *7,659* |
| *Boone, Ky.* | *1991* | *802,131* | *82,360* | *74,930* | *66,173* | *152,048* | *135,492* | *48,104* | *38,851* | *16,009* | *184,060* | *80,971* | *33,036* | *35,960* |
| | *1987* | *609,237* | *77,950* | *70,904* | *53,732* | *112,290* | *99,476* | *30,928* | *24,855* | *10,522* | *141,676* | *63,964* | *30,751* | *21,324* |
| *Campbell, Ky.* | *1991* | *455,370* | *118,042* | *111,663* | *61,788* | *41,877* | *37,507* | *20,485* | *15,308* | *5,604* | *80,767* | *32,159* | *24,497* | *33,028* |
| | *1987* | *383,446* | *105,302* | *99,592* | *53,062* | *32,795* | *29,203* | *17,714* | *13,186* | *5,011* | *63,586* | *30,537* | *21,673* | *22,849* |
| *Kenton, Ky.* | *1991* | *825,510* | *169,873* | *159,319* | *146,318* | *98,494* | *92,628* | *11,448* | *30,953* | *22,990* | *103,991* | *84,603* | *56,425* | *44,477* |
| | *1987* | *673,045* | *157,250* | *147,451* | *105,732* | *85,151* | *79,817* | *8,184* | *26,357* | *19,803* | *89,298* | *70,158* | *44,086* | *30,035* |
| ***CINCINNATI - HAMILTON CONSOLIDATED AREA*** | *1991* | ***13,016,062*** | ***2,643,189*** | ***2,463,007*** | ***1,558,920*** | ***1,790,769*** | ***1,631,450*** | ***567,640*** | ***569,734*** | ***330,481*** | ***2,536,575*** | ***961,330*** | ***658,060*** | ***568,609*** |
| | *1987* | *10,816,211* | *2,273,964* | *2,116,563* | *1,256,051* | *1,453,220* | *1,320,375* | *444,606* | *520,208* | *304,972* | *2,249,948* | *746,786* | *578,789* | *397,942* |
| **CLEVELAND** | 1991 | **13,429,474** | **2,596,728** | **2,381,170** | **1,361,371** | **1,780,242** | **1,460,239** | **768,599** | **623,337** | **360,199** | **2,637,972** | **1,039,139** | **574,952** | **756,856** |
| | 1987 | 11,632,219 | 2,308,622 | 2,116,235 | 1,215,454 | 1,506,925 | 1,225,118 | 605,917 | 608,493 | 357,661 | 2,467,047 | 793,745 | 516,874 | 555,254 |
| Cuyahoga | 1991 | 10,325,386 | 1,938,395 | 1,763,554 | 1,109,535 | 1,381,702 | 1,158,084 | 668,083 | 492,160 | 279,283 | 1,869,205 | 773,072 | 384,577 | 612,409 |
| | 1987 | 9,051,343 | 1,744,408 | 1,586,746 | 1,005,958 | 1,178,253 | 978,783 | 528,508 | 511,334 | 297,000 | 1,775,700 | 592,097 | 375,401 | 452,410 |
| Geauga | 1991 | 381,477 | 91,504 | 81,399 | 37,980 | 22,257 | 9,526 | 3,055 | 11,568 | 8,186 | 73,966 | 36,263 | 47,926 | 18,735 |
| | 1987 | 314,269 | 75,770 | 67,390 | 29,834 | 18,844 | 7,823 | 2,956 | 8,057 | 5,743 | 72,801 | 25,585 | 32,843 | 14,736 |
| Lake | 1991 | 1,916,071 | 351,407 | 334,784 | 159,279 | 317,228 | 257,374 | 81,370 | 95,919 | 60,072 | 494,100 | 132,392 | 83,614 | 92,286 |
| | 1987 | 1,605,030 | 309,985 | 295,262 | 134,503 | 262,845 | 211,065 | 60,853 | 71,380 | 45,448 | 440,969 | 100,626 | 63,323 | 62,415 |
| Medina | 1991 | 806,540 | 215,422 | 201,433 | 54,577 | 59,055 | 35,255 | 16,091 | 23,690 | 12,658 | 200,701 | 97,412 | 58,833 | 33,426 |
| | 1987 | 661,577 | 178,459 | 166,837 | 45,159 | 46,983 | 27,447 | 13,600 | 17,722 | 9,470 | 177,577 | 75,437 | 45,307 | 25,693 |
| ***CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA*** | *1991* | ***19,776,060*** | ***3,904,169*** | ***3,615,103*** | ***2,017,931*** | ***2,581,346*** | ***2,145,228*** | ***1,004,871*** | ***943,013*** | ***517,919*** | ***3,961,696*** | ***1,630,626*** | ***966,372*** | ***1,004,196*** |
| | *1987* | *16,970,010* | *3,447,914* | *3,191,074* | *1,778,946* | *2,179,728* | *1,795,293* | *794,196* | *848,038* | *477,811* | *3,695,014* | *1,220,902* | *826,022* | *746,370* |
| **COLUMBUS** | 1991 | **11,017,287** | **1,746,189** | **1,660,022** | **1,247,365** | **1,538,945** | **1,269,362** | **571,467** | **503,759** | **277,822** | **2,375,423** | **858,486** | **544,813** | **406,617** |
| | 1987 | 9,089,811 | 1,572,012 | 1,494,143 | 985,055 | 1,162,057 | 949,769 | 402,654 | 473,608 | 266,464 | 2,190,956 | 647,767 | 464,401 | 288,454 |
| Delaware | 1991 | 337,789 | 60,409 | 58,330 | 43,185 | 15,238 | 6,721 | 6,550 | 7,350 | 4,966 | 90,962 | 49,889 | 27,364 | 9,873 |
| | 1987 | 271,744 | 53,564 | 51,710 | 32,850 | 11,535 | 4,938 | 6,246 | 5,539 | 3,796 | 74,012 | 36,709 | 20,488 | 8,214 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1991<br>U.S. CENSUS 1987<br>METRO AREA<br>County | Year | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **OHIO (continued)** | | | | | | | | | | | | | | |
| **COLUMBUS (continued)** | | | | | | | | | | | | | | |
| Fairfield | 1991 | 554,691 | 119,811 | 115,237 | 51,495 | 65,946 | 46,359 | 30,495 | 25,979 | 16,576 | 101,761 | 61,825 | 34,784 | 19,310 |
| | 1987 | 441,781 | 107,973 | 103,831 | 42,092 | 45,305 | 31,343 | 21,644 | 16,404 | 10,639 | 93,771 | 44,356 | 23,980 | 14,339 |
| Franklin | 1991 | 8,736,493 | 1,313,724 | 1,243,724 | 1,018,116 | 1,259,907 | 1,057,143 | 496,128 | 427,031 | 228,199 | 1,875,648 | 570,169 | 375,171 | 327,697 |
| | 1987 | 7,239,910 | 1,185,657 | 1,122,256 | 800,578 | 972,734 | 809,004 | 340,145 | 410,920 | 225,181 | 1,754,864 | 430,693 | 338,637 | 227,486 |
| Licking | 1991 | 839,902 | 139,105 | 132,265 | 79,664 | 160,488 | 141,726 | 28,415 | 28,803 | 17,852 | 173,731 | 101,644 | 53,975 | 26,892 |
| | 1987 | 676,008 | 122,417 | 116,375 | 64,407 | 103,097 | 90,454 | 25,501 | 29,846 | 18,989 | 157,097 | 72,777 | 40,184 | 20,240 |
| Madison | 1991 | 197,710 | 36,439 | 36,132 | 21,070 | 3,544 | 2,373 | 1,058 | 5,371 | 5,169 | 55,443 | 44,429 | 16,213 | 7,873 |
| | 1987 | 165,189 | 34,445 | 34,148 | 16,409 | 4,468 | 2,941 | 1,096 | 4,270 | 4,119 | 44,603 | 35,660 | 13,632 | 6,165 |
| Pickaway | 1991 | 200,600 | 45,882 | 43,637 | 22,500 | 19,697 | 6,497 | 4,324 | 6,068 | 3,879 | 34,235 | 18,890 | 27,256 | 9,764 |
| | 1987 | 173,273 | 41,163 | 39,141 | 18,955 | 13,394 | 4,264 | 4,355 | 4,582 | 2,966 | 33,430 | 17,634 | 21,217 | 8,170 |
| Union | 1991 | 150,102 | 30,819 | 30,697 | 11,335 | 14,125 | 8,543 | 4,497 | 3,157 | 1,181 | 43,443 | 11,640 | 10,050 | 5,208 |
| | 1987 | 121,906 | 26,793 | 26,682 | 9,764 | 11,524 | 6,825 | 3,667 | 2,047 | 774 | 33,179 | 9,938 | 8,263 | 3,840 |
| **DAYTON - SPRINGFIELD** | **1991** | **7,075,679** | **1,290,589** | **1,231,225** | **742,509** | **1,141,176** | **971,062** | **245,606** | **281,977** | **179,439** | **1,631,083** | **610,622** | **338,646** | **251,747** |
| | 1987 | 5,976,862 | 1,164,501 | 1,110,677 | 623,710 | 842,771 | 711,310 | 227,195 | 278,186 | 179,312 | 1,461,441 | 444,024 | 297,312 | 188,879 |
| Clark | 1991 | 1,023,509 | 199,575 | 188,735 | 96,347 | 177,672 | 151,552 | 28,628 | 46,717 | 32,865 | 206,170 | 97,881 | 56,330 | 49,814 |
| | 1987 | 840,887 | 175,516 | 165,949 | 76,804 | 140,179 | 118,603 | 24,246 | 34,224 | 24,454 | 193,884 | 67,893 | 40,875 | 34,600 |
| Greene | 1991 | 816,403 | 165,865 | 161,487 | 89,043 | 77,983 | 64,852 | 15,551 | 18,116 | 11,177 | 262,987 | 86,230 | 36,012 | 21,867 |
| | 1987 | 669,629 | 141,671 | 137,905 | 64,885 | 52,827 | 43,520 | 13,094 | 14,736 | 9,224 | 236,255 | 61,911 | 27,568 | 17,254 |
| Miami | 1991 | 652,543 | 104,876 | 101,099 | 60,229 | 79,350 | 58,696 | 21,160 | 32,632 | 21,269 | 214,752 | 65,124 | 22,812 | 20,052 |
| | 1987 | 548,016 | 103,706 | 99,952 | 48,544 | 58,949 | 42,970 | 19,219 | 23,495 | 15,648 | 185,821 | 47,526 | 17,345 | 15,599 |
| Montgomery | 1991 | 4,583,224 | 820,273 | 779,904 | 496,890 | 806,171 | 695,962 | 180,267 | 184,512 | 114,128 | 947,174 | 361,387 | 223,492 | 160,014 |
| | 1987 | 3,918,330 | 743,608 | 706,871 | 433,477 | 590,816 | 506,217 | 170,636 | 205,731 | 129,986 | 845,481 | 266,694 | 211,524 | 121,426 |
| **HAMILTON - MIDDLETOWN** | **1991** | **1,714,303** | **384,950** | **362,090** | **180,721** | **167,979** | **142,215** | **28,499** | **61,855** | **35,451** | **462,956** | **152,662** | **85,875** | **74,123** |
| | 1987 | 1,380,233 | 321,717 | 302,552 | 145,964 | 130,151 | 109,270 | 23,420 | 48,941 | 28,697 | 396,425 | 106,056 | 61,323 | 51,335 |
| Butler | 1991 | 1,714,303 | 384,950 | 362,090 | 180,721 | 167,979 | 142,215 | 28,499 | 61,855 | 35,451 | 462,956 | 152,662 | 85,875 | 74,123 |
| | 1987 | 1,380,233 | 321,717 | 302,552 | 145,964 | 130,151 | 109,270 | 23,420 | 48,941 | 28,697 | 396,425 | 106,056 | 61,323 | 51,335 |
| **LIMA** | **1991** | **1,256,475** | **227,640** | **214,754** | **111,773** | **194,020** | **150,190** | **51,780** | **55,424** | **26,765** | **307,281** | **127,065** | **62,877** | **44,704** |
| | 1987 | 1,041,877 | 195,956 | 184,872 | 96,014 | 157,608 | 120,547 | 40,077 | 44,661 | 22,018 | 262,340 | 96,997 | 49,569 | 35,237 |
| Allen | 1991 | 984,011 | 169,612 | 157,825 | 83,934 | 179,868 | 140,086 | 45,228 | 41,724 | 19,134 | 224,717 | 91,671 | 53,809 | 33,144 |
| | 1987 | 819,205 | 145,100 | 134,989 | 73,568 | 146,746 | 112,912 | 34,756 | 34,293 | 16,131 | 195,309 | 70,254 | 41,982 | 26,894 |
| Auglaize | 1991 | 272,464 | 58,028 | 56,929 | 27,839 | 14,152 | 10,104 | 6,552 | 13,700 | 7,631 | 82,564 | 35,394 | 9,068 | 11,560 |
| | 1987 | 222,672 | 50,856 | 49,883 | 22,446 | 10,862 | 7,635 | 5,321 | 10,368 | 5,887 | 67,031 | 26,743 | 7,587 | 8,343 |
| **LORAIN - ELYRIA** | **1991** | **1,712,808** | **321,001** | **300,034** | **149,020** | **227,493** | **201,599** | **47,297** | **74,937** | **41,620** | **430,663** | **162,025** | **88,938** | **93,617** |
| | 1987 | 1,433,139 | 294,429 | 275,143 | 125,503 | 175,768 | 154,774 | 39,441 | 56,865 | 32,124 | 393,430 | 118,694 | 68,242 | 69,394 |
| Lorain | 1991 | 1,712,808 | 321,001 | 300,034 | 149,020 | 227,493 | 201,599 | 47,297 | 74,937 | 41,620 | 430,663 | 162,025 | 88,938 | 93,617 |
| | 1987 | 1,433,139 | 294,429 | 275,143 | 125,503 | 175,768 | 154,774 | 39,441 | 56,865 | 32,124 | 393,430 | 118,694 | 68,242 | 69,394 |
| **MANSFIELD** | **1991** | **976,218** | **158,367** | **147,093** | **90,699** | **190,591** | **147,961** | **33,656** | **50,113** | **20,996** | **201,886** | **94,343** | **67,086** | **25,091** |
| | 1987 | 851,593 | 156,319 | 145,162 | 77,365 | 145,261 | 111,399 | 29,136 | 39,375 | 17,093 | 198,148 | 80,645 | 49,101 | 20,495 |
| Richland | 1991 | 976,218 | 158,367 | 147,093 | 90,699 | 190,591 | 147,961 | 33,656 | 50,113 | 20,996 | 201,886 | 94,343 | 67,086 | 25,091 |
| | 1987 | 851,593 | 156,319 | 145,162 | 77,365 | 145,261 | 111,399 | 29,136 | 39,375 | 17,093 | 198,148 | 80,645 | 49,101 | 20,495 |
| **PARKERSBURG - MARIETTA** | **1991** | **1,085,469** | **214,786** | **207,141** | **88,935** | **198,595** | **154,535** | **22,563** | **49,146** | **28,952** | **244,956** | **91,023** | **51,462** | **38,608** |
| | 1987 | 981,993 | 194,166 | 187,213 | 83,247 | 173,127 | 132,996 | 31,094 | 39,513 | 23,608 | 241,861 | 75,159 | 50,634 | 32,352 |
| Washington | 1991 | 364,375 | 91,994 | 88,839 | 28,930 | 33,660 | 19,966 | 9,785 | 16,501 | 11,333 | 81,706 | 46,763 | 21,575 | 12,061 |
| | 1987 | 325,594 | 81,517 | 78,705 | 28,964 | 30,053 | 17,436 | 9,395 | 11,974 | 8,419 | 74,609 | 37,766 | 19,243 | 12,926 |
| *Wood, W. Va.* | *1991* | *721,094* | *122,792* | *118,302* | *60,005* | *164,935* | *134,569* | *22,778* | *32,645* | *17,619* | *163,250* | *44,260* | *29,887* | *26,547* |
| | *1987* | *656,399* | *112,649* | *108,508* | *54,283* | *143,074* | *115,560* | *21,699* | *27,539* | *15,189* | *167,252* | *37,393* | *31,391* | *19,426* |
| **STEUBENVILLE - WEIRTON** | **1991** | **777,653** | **182,378** | **173,499** | **67,394** | **126,861** | **100,108** | **24,024** | **28,942** | **17,089** | **137,795** | **70,686** | **33,933** | **38,033** |
| | 1987 | 690,035 | 171,142 | 162,652 | 60,069 | 104,780 | 80,722 | 23,331 | 23,147 | 13,688 | 134,355 | 57,932 | 31,443 | 29,281 |
| Jefferson | 1991 | 515,074 | 95,625 | 88,634 | 41,167 | 95,886 | 85,098 | 19,276 | 18,938 | 10,935 | 96,889 | 49,276 | 24,905 | 21,266 |
| | 1987 | 444,565 | 92,443 | 85,667 | 34,935 | 76,503 | 67,463 | 18,235 | 13,452 | 7,970 | 93,760 | 35,064 | 21,044 | 16,332 |
| *Brooke, W. Va.* | *1991* | *108,456* | *32,084* | *31,061* | *13,245* | *7,578* | *639* | *1,522* | *6,948* | *5,195* | *25,694* | *8,176* | *2,374* | *7,265* |
| | *1987* | *96,904* | *28,220* | *27,315* | *11,917* | *7,198* | *579* | *1,853* | *6,027* | *4,524* | *21,997* | *9,539* | *2,587* | *5,116* |
| *Hancock, W. Va.* | *1991* | *154,123* | *54,669* | *53,804* | *12,982* | *23,397* | *14,371* | *3,226* | *3,056* | *959* | *15,212* | *13,234* | *6,654* | *9,502* |
| | *1987* | *148,566* | *50,479* | *49,670* | *13,217* | *21,079* | *12,680* | *3,243* | *3,668* | *1,194* | *18,598* | *13,329* | *7,812* | *7,833* |
| **TOLEDO** | **1991** | **4,676,569** | **890,063** | **843,291** | **498,600** | **827,070** | **659,414** | **201,100** | **238,352** | **113,798** | **889,242** | **434,128** | **192,214** | **177,209** |
| | 1987 | 4,081,027 | 794,780 | 752,973 | 442,266 | 658,965 | 519,181 | 166,857 | 183,344 | 88,562 | 896,422 | 331,427 | 153,963 | 149,579 |
| Fulton | 1991 | 250,352 | 54,142 | 53,004 | 28,427 | 6,418 | 3,856 | 4,504 | 9,831 | 6,949 | 68,265 | 25,688 | 19,000 | 15,043 |
| | 1987 | 216,938 | 47,959 | 46,942 | 21,168 | 6,791 | 3,994 | 3,600 | 6,984 | 4,987 | 68,986 | 19,884 | 14,405 | 10,476 |
| Lucas | 1991 | 3,723,241 | 706,772 | 665,981 | 410,517 | 726,501 | 581,327 | 166,879 | 186,892 | 83,940 | 696,942 | 269,533 | 150,542 | 135,541 |
| | 1987 | 3,256,220 | 625,446 | 589,231 | 366,222 | 568,124 | 449,692 | 139,851 | 147,228 | 67,191 | 707,867 | 217,089 | 119,734 | 116,795 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1991<br>U.S. CENSUS 1987<br>METRO AREA<br>County | Year | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **OHIO (continued)** | | | | | | | | | | | | | | |
| **TOLEDO (continued)** | | | | | | | | | | | | | | |
| Wood | 1991 | 702,976 | 129,149 | 124,306 | 59,744 | 94,151 | 74,231 | 29,717 | 41,629 | 22,909 | 124,035 | 138,907 | 22,672 | 26,625 |
| | 1987 | 607,869 | 121,375 | 116,800 | 54,876 | 84,050 | 65,495 | 23,406 | 29,132 | 16,384 | 119,569 | 94,454 | 19,824 | 22,308 |
| **YOUNGSTOWN - WARREN** | **1991** | **3,620,789** | **605,678** | **568,522** | **323,836** | **492,608** | **422,050** | **175,511** | **187,123** | **116,226** | **776,026** | **332,177** | **159,108** | **177,701** |
| | 1987 | 3,052,928 | 574,058 | 538,617 | 283,154 | 404,459 | 343,805 | 138,186 | 131,358 | 82,250 | 701,998 | 250,021 | 127,470 | 125,975 |
| Mahoning | 1991 | 2,012,221 | 345,500 | 321,439 | 185,825 | 258,708 | 221,867 | 98,034 | 122,580 | 87,349 | 443,620 | 178,834 | 92,769 | 107,815 |
| | 1987 | 1,667,641 | 333,578 | 310,286 | 154,877 | 217,728 | 185,262 | 73,661 | 83,608 | 60,387 | 383,885 | 137,296 | 64,892 | 72,522 |
| Trumbull | 1991 | 1,608,568 | 260,178 | 247,083 | 138,011 | 233,900 | 200,183 | 77,477 | 64,543 | 28,877 | 332,406 | 153,343 | 66,339 | 69,886 |
| | 1987 | 1,385,287 | 240,480 | 228,331 | 128,277 | 186,731 | 158,543 | 64,525 | 47,750 | 21,863 | 318,113 | 112,725 | 62,578 | 53,453 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Adams | 1991 | 125,260 | 24,538 | 23,070 | 3,506 | 9,330 | | 605 | 4,035 | 3,547 | 38,815 | 18,626 | 8,985 | 8,704 |
| | 1987 | 97,027 | 20,726 | 19,482 | 3,111 | 6,070 | | 543 | 2,565 | 2,275 | 32,944 | 12,631 | 7,141 | 5,960 |
| Allen | 1991 | 984,011 | 169,612 | 157,825 | 83,934 | 179,868 | 140,086 | 45,228 | 41,724 | 19,134 | 224,717 | 91,671 | 53,809 | 33,144 |
| | 1987 | 819,205 | 145,100 | 134,989 | 73,568 | 146,746 | 112,912 | 34,756 | 34,293 | 16,131 | 195,309 | 70,254 | 41,982 | 26,894 |
| Ashland | 1991 | 235,071 | 46,738 | 45,455 | 22,007 | 18,060 | 13,758 | 4,978 | 13,180 | 5,848 | 50,681 | 45,691 | 11,175 | 10,551 |
| | 1987 | 209,781 | 48,866 | 47,515 | 20,511 | 13,824 | 10,395 | 5,322 | 9,520 | 4,367 | 49,535 | 33,007 | 8,549 | 8,704 |
| Ashtabula | 1991 | 580,653 | 118,486 | 109,510 | 48,498 | 69,178 | 49,932 | 12,595 | 23,799 | 8,790 | 121,817 | 108,188 | 30,441 | 22,758 |
| | 1987 | 506,567 | 110,775 | 102,362 | 41,096 | 61,155 | 43,483 | 12,444 | 18,954 | 7,113 | 129,048 | 72,249 | 21,892 | 16,695 |
| Athens | 1991 | 276,958 | 63,923 | 62,048 | 33,846 | 20,031 | 9,237 | 6,098 | 9,456 | 3,592 | 51,040 | 29,357 | 14,847 | 15,083 |
| | 1987 | 241,603 | 60,527 | 58,740 | 28,680 | 18,557 | 8,309 | 6,524 | 7,699 | 3,048 | 46,908 | 21,067 | 11,242 | 10,476 |
| Auglaize | 1991 | 272,464 | 58,028 | 56,929 | 27,839 | 14,152 | 10,104 | 6,552 | 13,700 | 7,631 | 82,564 | 35,394 | 9,068 | 11,560 |
| | 1987 | 222,672 | 50,856 | 49,883 | 22,446 | 10,862 | 7,635 | 5,321 | 10,368 | 5,887 | 67,031 | 26,743 | 7,587 | 8,343 |
| ☐ Belmont | 1991 | 520,462 | 111,274 | 108,357 | 43,789 | 119,906 | 103,271 | 28,464 | 26,647 | 12,549 | 71,227 | 51,708 | 18,103 | 21,537 |
| | 1987 | 458,445 | 106,803 | 103,982 | 38,079 | 102,375 | 87,494 | 23,667 | 19,086 | 9,314 | 69,431 | 40,070 | 14,030 | 16,846 |
| Brown | 1991 | 105,597 | 32,098 | 30,721 | 12,168 | 10,483 | 5,838 | 798 | 2,331 | 1,272 | 18,818 | 15,501 | 4,168 | 4,660 |
| | 1987 | 87,028 | 27,862 | 26,662 | 10,117 | 6,938 | 3,773 | 827 | 1,506 | 850 | 16,159 | 11,985 | 3,188 | 3,309 |
| Butler | 1991 | 1,714,303 | 384,950 | 362,090 | 180,721 | 167,979 | 142,215 | 28,499 | 61,855 | 35,451 | 462,956 | 152,662 | 85,875 | 74,123 |
| | 1987 | 1,380,233 | 321,717 | 302,552 | 145,964 | 130,151 | 109,270 | 23,420 | 48,941 | 28,697 | 396,425 | 106,056 | 61,323 | 51,335 |
| Carroll | 1991 | 114,855 | 21,925 | 21,012 | 5,621 | 20,743 | 18,757 | 1,959 | 2,187 | 1,529 | 38,831 | 9,291 | 7,615 | 2,733 |
| | 1987 | 95,907 | 19,292 | 18,485 | 5,187 | 13,924 | 12,521 | 2,092 | 1,553 | 1,088 | 34,559 | 7,518 | 6,397 | 2,105 |
| Champaign | 1991 | 158,514 | 39,618 | 38,621 | 14,715 | 7,908 | 4,790 | 2,049 | 3,294 | 1,503 | 49,407 | 15,978 | 5,668 | 10,129 |
| | 1987 | 136,429 | 38,469 | 37,493 | 11,611 | 7,256 | 4,299 | 2,481 | 2,938 | 1,373 | 38,986 | 13,931 | 5,278 | 7,147 |
| Clark | 1991 | 1,023,509 | 199,575 | 188,735 | 96,347 | 177,672 | 151,552 | 28,628 | 46,717 | 32,865 | 206,170 | 97,881 | 56,330 | 49,814 |
| | 1987 | 840,887 | 175,516 | 165,949 | 76,804 | 140,179 | 118,603 | 24,246 | 34,224 | 24,454 | 193,884 | 67,893 | 40,875 | 34,600 |
| Clermont | 1991 | 925,471 | 269,831 | 261,927 | 80,904 | 74,755 | 69,288 | 29,993 | 42,017 | 29,550 | 164,534 | 48,026 | 79,209 | 31,158 |
| | 1987 | 770,353 | 207,616 | 201,494 | 61,750 | 80,638 | 74,439 | 25,325 | 34,353 | 24,560 | 158,254 | 42,484 | 59,880 | 22,458 |
| Clinton | 1991 | 245,888 | 72,386 | 68,135 | 19,118 | 15,584 | 12,775 | 4,878 | 5,143 | 2,432 | 52,242 | 38,379 | 16,713 | 9,428 |
| | 1987 | 205,885 | 59,189 | 55,702 | 15,778 | 10,838 | 8,797 | 4,824 | 4,064 | 1,982 | 51,343 | 26,419 | 13,263 | 7,478 |
| Columbiana | 1991 | 584,553 | 150,636 | 144,416 | 52,473 | 53,221 | 43,607 | 11,758 | 21,790 | 15,086 | 125,364 | 74,111 | 33,209 | 24,104 |
| | 1987 | 492,247 | 130,579 | 125,162 | 43,627 | 42,220 | 34,246 | 12,245 | 14,425 | 10,149 | 123,338 | 49,258 | 25,936 | 19,955 |
| Coshocton | 1991 | 158,245 | 54,039 | 51,836 | 13,414 | 12,458 | 9,244 | 6,646 | 5,231 | 2,485 | 19,406 | 11,601 | 14,052 | 5,535 |
| | 1987 | 137,357 | 44,052 | 42,248 | 12,022 | 10,696 | 7,824 | 6,477 | 4,532 | 2,210 | 20,126 | 9,441 | 11,375 | 4,966 |
| Crawford | 1991 | 240,491 | 49,455 | 45,578 | 21,237 | 18,459 | 10,237 | 6,242 | 9,276 | 3,945 | 53,584 | 24,725 | 18,296 | 16,183 |
| | 1987 | 213,281 | 46,770 | 43,095 | 20,462 | 14,373 | 7,782 | 5,926 | 6,833 | 2,952 | 53,621 | 18,423 | 13,382 | 11,764 |
| Cuyahoga | 1991 | 10,325,386 | 1,938,395 | 1,763,554 | 1,109,535 | 1,381,702 | 1,158,084 | 668,083 | 492,160 | 279,283 | 1,869,205 | 773,072 | 384,579 | 612,409 |
| | 1987 | 9,051,343 | 1,744,408 | 1,586,746 | 1,005,958 | 1,178,253 | 978,783 | 528,508 | 511,334 | 297,000 | 1,775,700 | 592,097 | 375,401 | 452,410 |
| Darke | 1991 | 351,804 | 73,793 | 72,039 | 25,712 | 24,113 | 15,298 | 10,500 | 13,630 | 5,096 | 90,952 | 39,689 | 40,314 | 7,558 |
| | 1987 | 300,985 | 63,951 | 62,419 | 22,446 | 19,182 | 11,930 | 9,186 | 9,688 | 3,730 | 91,300 | 30,242 | 29,342 | 6,400 |
| Defiance | 1991 | 273,859 | 67,971 | 62,567 | 23,877 | 34,439 | 11,931 | 9,809 | 14,156 | 4,320 | 62,203 | 19,624 | 17,432 | 9,783 |
| | 1987 | 231,090 | 57,258 | 52,695 | 18,879 | 27,428 | 9,169 | 7,745 | 10,135 | 3,242 | 55,967 | 17,396 | 13,524 | 7,428 |
| Delaware | 1991 | 337,789 | 60,409 | 58,330 | 43,185 | 15,238 | 6,721 | 6,950 | 7,350 | 4,966 | 90,962 | 49,889 | 27,364 | 9,873 |
| | 1987 | 271,744 | 53,564 | 51,710 | 32,850 | 11,535 | 4,938 | 6,246 | 5,539 | 3,796 | 74,012 | 36,709 | 20,488 | 8,214 |
| Erie | 1991 | 619,059 | 93,613 | 89,424 | 73,380 | 148,638 | 119,912 | 23,011 | 27,914 | 13,186 | 104,869 | 53,606 | 28,939 | 26,309 |
| | 1987 | 522,563 | 86,882 | 82,977 | 61,181 | 105,778 | 84,438 | 22,388 | 21,900 | 10,436 | 109,818 | 39,892 | 22,497 | 18,691 |
| Fairfield | 1991 | 554,691 | 119,811 | 115,237 | 51,495 | 65,946 | 46,359 | 30,495 | 25,979 | 16,576 | 101,761 | 61,825 | 34,784 | 19,310 |
| | 1987 | 441,781 | 107,973 | 103,831 | 42,092 | 45,305 | 31,343 | 21,644 | 16,404 | 10,639 | 93,771 | 44,356 | 23,980 | 14,339 |
| Fayette | 1991 | 188,588 | 36,071 | 35,332 | 19,587 | 14,025 | 8,347 | 6,242 | 3,172 | 1,952 | 41,129 | 40,957 | 9,102 | 6,177 |
| | 1987 | 162,983 | 35,936 | 35,193 | 16,601 | 12,420 | 7,234 | 6,133 | 2,826 | 1,737 | 36,535 | 30,799 | 6,923 | 5,191 |
| Franklin | 1991 | 8,736,493 | 1,313,724 | 1,243,724 | 1,018,116 | 1,259,907 | 1,057,143 | 496,128 | 427,031 | 228,199 | 1,875,848 | 570,169 | 375,171 | 327,697 |
| | 1987 | 7,239,910 | 1,185,657 | 1,122,256 | 800,578 | 972,734 | 809,004 | 340,145 | 410,920 | 225,181 | 1,754,864 | 430,693 | 338,637 | 227,486 |
| Fulton | 1991 | 250,352 | 54,142 | 53,004 | 28,427 | 6,418 | 3,856 | 4,504 | 9,831 | 6,949 | 68,265 | 25,688 | 19,000 | 15,043 |
| | 1987 | 216,938 | 47,959 | 46,942 | 21,168 | 6,791 | 3,994 | 3,600 | 6,984 | 4,987 | 68,986 | 19,884 | 14,405 | 10,476 |
| Gallia | 1991 | 211,730 | 49,195 | 47,777 | 18,109 | 26,373 | 21,774 | 6,980 | 9,277 | 6,243 | 49,097 | 18,302 | 12,874 | 7,784 |
| | 1987 | 175,236 | 41,796 | 40,583 | 15,121 | 19,053 | 15,580 | 6,339 | 6,265 | 4,306 | 45,986 | 14,160 | 9,339 | 6,206 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1991
U.S. CENSUS: 1987

## OHIO (continued)

**ALL COUNTIES (continued)**

| METRO AREA County | Year | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| Geauga | 1991 | 381,477 | 91,504 | 81,399 | 37,980 | 22,257 | 9,526 | 3,055 | 11,568 | 8,186 | 73,966 | 36,263 | 47,926 | 18,735 |
| | 1987 | 314,269 | 75,770 | 67,390 | 29,834 | 18,844 | 7,823 | 2,956 | 8,057 | 5,743 | 72,801 | 25,585 | 32,843 | 14,736 |
| Greene | 1991 | 816,403 | 165,865 | 161,487 | 89,043 | 77,983 | 64,852 | 15,551 | 18,116 | 11,177 | 262,987 | 86,230 | 36,012 | 21,867 |
| | 1987 | 669,629 | 141,671 | 137,905 | 64,885 | 52,827 | 43,520 | 13,094 | 14,736 | 9,224 | 236,255 | 61,911 | 27,568 | 17,254 |
| Guernsey | 1991 | 233,078 | 48,588 | 43,922 | 27,336 | 24,051 | 16,418 | 6,074 | 7,462 | 4,738 | 39,827 | 43,610 | 14,337 | 7,280 |
| | 1987 | 201,733 | 45,040 | 40,706 | 24,527 | 22,329 | 14,987 | 6,052 | 5,949 | 3,829 | 37,467 | 30,908 | 10,908 | 5,917 |
| Hamilton | 1991 | 7,366,272 | 1,393,028 | 1,274,416 | 936,990 | 1,107,225 | 1,030,703 | 401,329 | 341,611 | 190,884 | 1,394,796 | 460,098 | 317,206 | 321,545 |
| | 1987 | 6,287,764 | 1,223,102 | 1,118,735 | 762,805 | 916,448 | 849,848 | 317,871 | 345,057 | 195,502 | 1,281,226 | 362,474 | 312,649 | 226,688 |
| Hancock | 1991 | 578,404 | 56,285 | 54,135 | 60,298 | 142,429 | 127,285 | 12,766 | 21,441 | 11,934 | 161,447 | 45,373 | 37,222 | 16,737 |
| | 1987 | 467,398 | 62,794 | 60,383 | 48,475 | 89,990 | 79,957 | 10,478 | 17,630 | 10,049 | 139,358 | 34,331 | 29,394 | 12,589 |
| Hardin | 1991 | 126,898 | 41,230 | 39,596 | 10,438 | 6,800 | 1,834 | 2,273 | 3,140 | 2,085 | 25,297 | 13,756 | 8,185 | 10,447 |
| | 1987 | 118,213 | 40,463 | 36,851 | 10,379 | 7,045 | 1,828 | 2,755 | 2,500 | 1,693 | 24,153 | 10,675 | 6,585 | 8,013 |
| Harrison | 1991 | 45,661 | 15,672 | 14,934 | 1,816 | 469 | | 189 | 507 | | 13,566 | 5,707 | 1,689 | 4,403 |
| | 1987 | 43,155 | 14,370 | 13,690 | 1,863 | 501 | | 239 | 818 | | 14,172 | 4,795 | 1,835 | 3,086 |
| Henry | 1991 | 141,991 | 32,977 | 32,559 | 8,738 | 7,811 | | 2,470 | 5,153 | 3,158 | 45,845 | 15,587 | 6,771 | 5,919 |
| | 1987 | 125,362 | 28,508 | 28,141 | 8,416 | 6,129 | | 2,044 | 4,042 | 2,520 | 39,234 | 12,891 | 7,042 | 5,562 |
| Highland | 1991 | 181,648 | 44,622 | 43,932 | 18,870 | 16,176 | 7,376 | 2,955 | 4,518 | 2,610 | 29,907 | 14,645 | 18,722 | 11,074 |
| | 1987 | 146,642 | 39,631 | 39,010 | 14,661 | 10,765 | 4,765 | 3,171 | 3,070 | 1,793 | 25,623 | 10,879 | 15,950 | 8,746 |
| Hocking | 1991 | 122,361 | 22,208 | 21,872 | 10,221 | 11,611 | 5,949 | 2,245 | 2,265 | 1,352 | 23,769 | 19,177 | 7,047 | 9,041 |
| | 1987 | 108,443 | 21,707 | 21,375 | 8,870 | 9,936 | 4,961 | 2,851 | 2,248 | 1,339 | 24,933 | 13,032 | 5,285 | 6,085 |
| Holmes | 1991 | 135,541 | 23,024 | 18,546 | 19,063 | 8,846 | 4,399 | 820 | 4,066 | 2,283 | 25,980 | 8,710 | 35,713 | 2,194 |
| | 1987 | 115,280 | 21,911 | 17,646 | 14,220 | 5,734 | 2,776 | 821 | 4,271 | 2,408 | 21,354 | 7,010 | 31,957 | 1,947 |
| Huron | 1991 | 381,453 | 86,421 | 82,933 | 26,457 | 27,060 | 14,412 | 5,329 | 23,591 | 16,388 | 117,403 | 36,792 | 25,183 | 16,878 |
| | 1987 | 315,897 | 73,414 | 70,436 | 23,662 | 20,802 | 10,802 | 4,931 | 20,389 | 14,271 | 101,380 | 26,071 | 17,845 | 12,677 |
| Jackson | 1991 | 166,426 | 50,485 | 49,374 | 12,032 | 17,264 | 8,522 | 2,963 | 3,298 | 2,066 | 32,520 | 14,782 | 6,248 | 17,325 |
| | 1987 | 135,587 | 39,560 | 38,682 | 10,014 | 13,074 | 6,276 | 2,581 | 2,454 | 1,572 | 28,771 | 11,664 | 5,151 | 12,735 |
| Jefferson | 1991 | 515,074 | 95,625 | 88,634 | 41,167 | 95,886 | 85,098 | 19,276 | 18,938 | 10,935 | 96,889 | 49,276 | 24,905 | 21,266 |
| | 1987 | 444,565 | 92,443 | 85,667 | 34,935 | 76,503 | 67,463 | 18,235 | 13,452 | 7,970 | 93,760 | 35,064 | 21,044 | 16,332 |
| Knox | 1991 | 224,642 | 49,639 | 48,933 | 28,644 | 28,147 | 14,481 | 6,359 | 7,695 | 3,371 | 52,191 | 24,596 | 8,119 | 7,283 |
| | 1987 | 197,773 | 48,252 | 47,556 | 22,718 | 22,236 | 11,147 | 6,307 | 5,704 | 2,556 | 50,443 | 17,758 | 6,352 | 7,056 |
| Lake | 1991 | 1,916,071 | 351,407 | 334,784 | 159,279 | 317,228 | 257,374 | 81,370 | 95,919 | 60,072 | 494,100 | 132,392 | 83,614 | 92,286 |
| | 1987 | 1,605,030 | 309,985 | 295,262 | 134,503 | 262,845 | 211,065 | 60,853 | 71,380 | 45,448 | 440,969 | 100,626 | 63,323 | 62,415 |
| ☐ Lawrence | 1991 | 247,386 | 69,693 | 68,748 | 20,787 | 20,998 | 15,841 | 3,405 | 11,726 | 7,537 | 50,062 | 32,275 | 13,060 | 12,935 |
| | 1987 | 215,590 | 63,348 | 62,476 | 17,567 | 17,105 | 12,731 | 5,067 | 9,036 | 5,977 | 44,698 | 26,736 | 9,572 | 11,665 |
| Licking | 1991 | 839,902 | 139,105 | 132,265 | 79,664 | 160,488 | 141,726 | 28,415 | 28,803 | 17,852 | 173,731 | 101,644 | 53,975 | 26,892 |
| | 1987 | 676,008 | 122,417 | 116,375 | 64,407 | 103,097 | 90,454 | 25,501 | 29,846 | 18,989 | 157,097 | 72,777 | 40,184 | 20,240 |
| Logan | 1991 | 217,527 | 55,636 | 53,149 | 30,411 | 11,229 | 6,601 | 12,237 | 5,616 | 3,282 | 37,028 | 16,878 | 16,710 | 11,492 |
| | 1987 | 183,842 | 46,460 | 44,374 | 23,800 | 10,239 | 5,887 | 9,385 | 4,559 | 2,674 | 37,508 | 14,017 | 12,704 | 8,743 |
| Lorain | 1991 | 1,712,808 | 321,001 | 300,034 | 149,020 | 227,493 | 201,599 | 47,297 | 74,937 | 41,620 | 430,663 | 162,025 | 88,938 | 93,617 |
| | 1987 | 1,433,139 | 294,429 | 275,143 | 125,503 | 175,768 | 154,774 | 39,441 | 56,865 | 32,124 | 393,430 | 118,694 | 68,242 | 69,394 |
| Lucas | 1991 | 3,723,241 | 706,772 | 665,981 | 410,517 | 726,501 | 581,327 | 166,879 | 186,892 | 83,940 | 696,942 | 269,533 | 150,542 | 135,541 |
| | 1987 | 3,256,220 | 625,446 | 589,231 | 366,222 | 568,124 | 449,692 | 139,851 | 147,228 | 67,191 | 707,867 | 217,089 | 119,734 | 116,795 |
| Madison | 1991 | 197,710 | 36,439 | 36,132 | 21,070 | 3,544 | 2,373 | 1,058 | 5,371 | 5,169 | 55,443 | 44,429 | 16,213 | 7,873 |
| | 1987 | 165,189 | 34,445 | 34,148 | 16,409 | 4,468 | 2,941 | 1,096 | 4,270 | 4,119 | 44,603 | 35,660 | [illegible] | 6,165 |
| Mahoning | 1991 | 2,012,221 | 345,500 | 321,439 | 185,825 | 258,708 | 221,867 | 98,034 | 122,580 | 87,349 | 443,620 | 178,834 | 92,769 | 107,815 |
| | 1987 | 1,667,641 | 333,578 | 310,286 | 154,877 | 217,728 | 185,262 | 73,661 | 83,608 | 60,387 | 383,885 | 137,296 | 64,892 | 72,522 |
| Marion | 1991 | 414,037 | 76,542 | 73,128 | 38,678 | 83,306 | 75,152 | 11,897 | 18,502 | 11,018 | 79,325 | 42,913 | 19,198 | 14,835 |
| | 1987 | 373,806 | 73,956 | 70,643 | 36,504 | 66,676 | 59,829 | 13,900 | 14,072 | 8,484 | 82,234 | 30,482 | 16,781 | 11,880 |
| Medina | 1991 | 806,540 | 215,422 | 201,433 | 54,577 | 59,055 | 35,255 | 16,091 | 23,690 | 12,658 | 200,701 | 97,412 | 58,833 | 33,426 |
| | 1987 | 661,577 | 178,459 | 166,837 | 45,159 | 46,983 | 27,447 | 13,600 | 17,722 | 9,470 | 177,577 | 75,437 | 45,307 | 25,693 |
| Meigs | 1991 | 92,646 | 26,954 | 25,728 | 6,442 | 7,107 | 3,297 | 1,529 | 5,761 | 5,489 | 16,762 | 11,064 | 6,757 | 7,640 |
| | 1987 | 78,008 | 22,589 | 21,558 | 5,284 | 5,642 | 2,544 | 1,532 | 4,313 | 4,126 | 17,007 | 7,041 | 5,659 | 5,429 |
| Mercer | 1991 | 234,200 | 51,033 | 48,574 | 20,441 | 29,234 | 20,025 | 3,230 | 12,522 | 7,166 | 44,411 | 23,992 | 24,063 | 6,173 |
| | 1987 | 190,571 | 40,602 | 38,637 | 18,857 | 21,083 | 14,180 | 4,154 | 8,883 | 5,114 | 41,218 | 16,583 | 18,468 | 5,305 |
| Miami | 1991 | 652,543 | 104,876 | 101,099 | 60,229 | 79,350 | 58,696 | 21,160 | 32,632 | 21,269 | 214,752 | 65,124 | 22,812 | 20,052 |
| | 1987 | 548,016 | 103,706 | 99,952 | 48,544 | 58,949 | 42,970 | 19,219 | 23,495 | 15,648 | 185,821 | 47,526 | 17,345 | 15,599 |
| Monroe | 1991 | 51,657 | 17,782 | 16,828 | 2,836 | 471 | | 578 | 1,805 | 719 | 11,304 | 8,362 | 3,631 | 1,779 |
| | 1987 | 45,097 | 16,249 | 15,374 | 2,584 | 439 | | 569 | 1,314 | 538 | 11,571 | 5,294 | 2,599 | 1,676 |
| Montgomery | 1991 | 4,583,224 | 820,273 | 779,904 | 496,890 | 806,171 | 695,962 | 180,267 | 184,512 | 114,128 | 947,174 | 361,387 | 223,492 | 160,014 |
| | 1987 | 3,918,330 | 743,608 | 706,871 | 433,477 | 590,816 | 506,217 | 170,636 | 205,731 | 129,986 | 845,481 | 266,694 | 211,524 | 121,426 |
| Morgan | 1991 | 32,736 | 5,681 | 5,327 | 2,738 | 1,283 | | 386 | 1,130 | | 6,289 | 5,410 | 2,569 | 3,581 |
| | 1987 | 29,385 | 6,440 | 6,037 | 2,453 | 1,101 | | 438 | 1,185 | | 6,416 | 4,192 | 1,908 | 2,505 |
| Morrow | 1991 | 91,991 | 22,975 | 22,853 | 2,641 | 5,553 | 4,279 | 222 | 885 | 408 | 23,453 | 27,331 | 1,892 | 2,412 |
| | 1987 | 79,961 | 20,203 | 20,091 | 3,413 | 4,908 | 3,736 | 239 | 677 | 325 | 20,028 | 21,829 | 1,759 | 2,172 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

**OHIO (continued)**

**ALL COUNTIES (continued)**

| S&MM ESTIMATES: 1991<br>U.S. CENSUS: 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| Muskingum | 1991 | 606,589 | 120,058 | 116,226 | 61,879 | 79,504 | 64,956 | 27,690 | 55,232 | 33,324 | 114,467 | 52,896 | 47,587 | 16,643 |
| | 1987 | 501,013 | 105,306 | 101,925 | 50,210 | 65,687 | 53,130 | 20,274 | 38,303 | 23,742 | 105,802 | 37,165 | 35,213 | 14,186 |
| Noble | 1991 | 41,443 | 11,421 | 10,714 | 2,047 | 477 | | 290 | 1,629 | 221 | 11,550 | 7,232 | 2,680 | 2,712 |
| | 1987 | 36,221 | 10,183 | 9,551 | 1,770 | 393 | | 298 | 1,085 | 147 | 12,446 | 4,607 | 2,371 | 1,814 |
| Ottawa | 1991 | 244,428 | 63,973 | 61,250 | 35,414 | 10,585 | 6,588 | 3,593 | 5,751 | 3,538 | 62,077 | 22,081 | 16,335 | 10,216 |
| | 1987 | 213,804 | 55,476 | 53,104 | 30,573 | 7,325 | 4,465 | 2,602 | 4,992 | 3,080 | 59,723 | 21,107 | 12,074 | 7,029 |
| Paulding | 1991 | 51,346 | 16,698 | 15,911 | 5,113 | 1,568 | | 672 | 2,558 | 2,558 | 12,680 | 2,742 | 3,588 | 3,033 |
| | 1987 | 50,401 | 15,990 | 15,234 | 5,214 | 1,093 | | 645 | 2,320 | 2,320 | 13,298 | 3,756 | 3,317 | 2,682 |
| Perry | 1991 | 94,672 | 24,056 | 22,955 | 8,448 | 2,209 | | 1,009 | 1,384 | 587 | 27,272 | 11,254 | 7,624 | 5,126 |
| | 1987 | 80,983 | 22,798 | 21,750 | 6,798 | 2,170 | | 911 | 1,409 | 625 | 25,229 | 7,579 | 5,264 | 3,640 |
| Pickaway | 1991 | 200,600 | 45,882 | 43,637 | 22,500 | 19,697 | 6,497 | 4,324 | 6,068 | 3,879 | 34,235 | 18,890 | 27,256 | 9,764 |
| | 1987 | 173,273 | 41,163 | 39,141 | 18,955 | 13,394 | 4,264 | 4,355 | 4,582 | 2,966 | 33,430 | 17,634 | 21,217 | 8,170 |
| Pike | 1991 | 108,999 | 31,137 | 29,124 | 9,057 | 8,517 | 6,351 | 903 | 2,616 | 1,362 | 18,187 | 16,684 | 9,286 | 8,538 |
| | 1987 | 94,944 | 28,212 | 26,383 | 7,811 | 6,693 | 4,922 | 1,550 | 1,746 | 948 | 17,727 | 12,592 | 7,788 | 6,478 |
| Portage | 1991 | 758,650 | 161,708 | 154,535 | 70,638 | 57,402 | 45,827 | 3,744 | 12,731 | 7,684 | 256,575 | 81,003 | 52,997 | 21,915 |
| | 1987 | 637,232 | 137,944 | 131,798 | 60,855 | 46,787 | 36,929 | 4,516 | 10,568 | 6,465 | 221,540 | 60,225 | 40,424 | 15,863 |
| Preble | 1991 | 153,919 | 38,207 | 37,080 | 11,878 | 6,938 | | 3,462 | 4,416 | 3,369 | 22,208 | 37,274 | 10,569 | 7,567 |
| | 1987 | 129,730 | 33,852 | 32,848 | 11,875 | 4,546 | | 2,537 | 3,271 | 2,532 | 21,149 | 28,721 | 9,267 | 5,531 |
| Putnam | 1991 | 169,618 | 26,577 | 25,453 | 14,020 | 11,763 | 6,545 | 2,248 | 5,227 | 2,537 | 50,465 | 18,318 | 18,543 | 9,354 |
| | 1987 | 142,351 | 27,240 | 26,083 | 12,996 | 7,001 | 3,804 | 2,303 | 3,774 | 1,847 | 45,983 | 12,209 | 13,447 | 7,191 |
| Richland | 1991 | 976,218 | 158,367 | 147,093 | 90,699 | 190,591 | 147,961 | 33,656 | 50,113 | 20,996 | 201,886 | 94,343 | 67,086 | 25,091 |
| | 1987 | 851,593 | 156,319 | 145,162 | 77,365 | 145,261 | 111,399 | 29,136 | 39,375 | 17,093 | 198,148 | 80,645 | 49,101 | 20,495 |
| Ross | 1991 | 391,658 | 75,719 | 72,401 | 36,788 | 87,822 | 82,975 | 7,918 | 37,024 | 10,939 | 68,075 | 33,843 | 15,286 | 11,710 |
| | 1987 | 337,874 | 71,397 | 68,255 | 31,229 | 66,975 | 63,088 | 8,409 | 25,905 | 7,967 | 61,269 | 26,350 | 16,508 | 10,672 |
| Sandusky | 1991 | 361,196 | 87,701 | 81,211 | 27,775 | 23,459 | 13,130 | 9,674 | 12,680 | 5,733 | 84,371 | 51,702 | 21,866 | 19,700 |
| | 1987 | 302,624 | 73,717 | 68,248 | 25,226 | 18,947 | 10,354 | 9,231 | 10,272 | 4,712 | 78,939 | 35,078 | 16,109 | 14,167 |
| Scioto | 1991 | 477,276 | 103,062 | 97,952 | 59,971 | 54,194 | 35,816 | 13,841 | 25,355 | 16,105 | 107,805 | 44,016 | 25,851 | 20,269 |
| | 1987 | 408,716 | 94,180 | 89,492 | 47,157 | 45,849 | 29,744 | 14,012 | 16,961 | 10,805 | 100,064 | 31,024 | 21,735 | 14,919 |
| Seneca | 1991 | 332,004 | 72,053 | 69,116 | 26,485 | 34,291 | 23,352 | 14,591 | 18,328 | 9,044 | 67,019 | 25,824 | 26,319 | 13,612 |
| | 1987 | 285,495 | 62,856 | 60,281 | 23,960 | 25,286 | 16,917 | 13,005 | 12,665 | 6,326 | 63,343 | 23,930 | 21,398 | 10,571 |
| Shelby | 1991 | 192,503 | 39,306 | 37,629 | 23,873 | 7,409 | 4,819 | 6,328 | 8,835 | 5,916 | 33,367 | 38,286 | 12,055 | 11,715 |
| | 1987 | 170,308 | 40,867 | 39,116 | 23,051 | 6,774 | 4,326 | 5,762 | 6,564 | 4,494 | 34,450 | 26,052 | 9,010 | 8,467 |
| Stark | 1991 | 2,681,438 | 574,163 | 541,977 | 272,303 | 374,222 | 321,527 | 106,898 | 133,512 | 62,561 | 526,369 | 208,685 | 135,576 | 90,469 |
| | 1987 | 2,267,125 | 505,126 | 476,715 | 227,666 | 302,825 | 258,153 | 99,539 | 95,115 | 45,071 | 499,514 | 166,110 | 105,056 | 70,579 |
| Summit | 1991 | 3,875,128 | 824,732 | 779,364 | 436,902 | 516,209 | 437,563 | 185,231 | 232,008 | 108,416 | 636,486 | 348,459 | 249,485 | 131,808 |
| | 1987 | 3,267,420 | 706,919 | 667,898 | 377,134 | 450,248 | 378,472 | 144,322 | 172,112 | 81,561 | 612,997 | 248,238 | 200,482 | 104,859 |
| Trumbull | 1991 | 1,608,568 | 260,178 | 247,083 | 138,011 | 233,900 | 200,183 | 77,477 | 64,543 | 28,877 | 332,406 | 153,343 | 66,339 | 69,886 |
| | 1987 | 1,385,287 | 240,480 | 228,331 | 128,277 | 186,731 | 158,543 | 64,525 | 47,750 | 21,863 | 318,113 | 112,725 | 62,578 | 53,453 |
| Tuscarawas | 1991 | 581,361 | 125,817 | 118,233 | 47,847 | 68,981 | 49,443 | 10,904 | 37,896 | 27,889 | 111,372 | 61,931 | 47,938 | 29,281 |
| | 1987 | 485,026 | 111,243 | 104,516 | 40,027 | 52,283 | 36,899 | 12,525 | 28,107 | 20,924 | 107,556 | 43,321 | 34,434 | 20,665 |
| Union | 1991 | 150,102 | 30,819 | 30,697 | 11,335 | 14,125 | 8,543 | 4,497 | 3,157 | 1,181 | 43,443 | 11,640 | 10,050 | 5,208 |
| | 1987 | 121,906 | 26,793 | 26,682 | 9,764 | 11,524 | 6,825 | 3,667 | 2,047 | 774 | 33,179 | 9,938 | 8,263 | 3,840 |
| Van Wert | 1991 | 152,680 | 35,179 | 33,701 | 13,874 | 10,199 | 5,306 | 5,017 | 3,417 | 1,901 | 32,023 | 9,570 | 9,122 | 9,616 |
| | 1987 | 134,085 | 31,076 | 29,764 | 11,557 | 7,923 | 4,019 | 4,376 | 2,622 | 1,481 | 36,398 | 6,792 | 7,418 | 6,814 |
| Vinton | 1991 | 26,021 | 9,766 | 9,319 | 1,209 | 134 | | 127 | 512 | 346 | 3,174 | 3,509 | 5,028 | 704 |
| | 1987 | 21,915 | 8,090 | 7,718 | 1,293 | 202 | | 119 | 589 | 411 | 2,919 | 2,263 | 4,078 | 633 |
| Warren | 1991 | 713,666 | 182,221 | 176,716 | 71,041 | 131,260 | 114,161 | 23,737 | 33,955 | 26,894 | 71,278 | 80,022 | 50,360 | 18,842 |
| | 1987 | 539,377 | 143,579 | 139,213 | 59,368 | 82,329 | 71,092 | 18,201 | 22,010 | 17,609 | 62,571 | 55,073 | 39,676 | 15,594 |
| Washington | 1991 | 364,375 | 91,994 | 88,839 | 28,930 | 33,660 | 19,966 | 9,785 | 16,501 | 11,333 | 81,706 | 46,763 | 21,575 | 12,061 |
| | 1987 | 325,594 | 81,517 | 78,705 | 28,964 | 30,053 | 17,436 | 9,395 | 11,974 | 8,419 | 74,609 | 37,766 | 19,243 | 12,926 |
| Wayne | 1991 | 589,576 | 145,333 | 136,258 | 46,021 | 38,698 | 25,362 | 8,148 | 30,758 | 20,451 | 164,917 | 46,278 | 54,669 | 17,340 |
| | 1987 | 505,964 | 121,179 | 113,589 | 39,521 | 38,792 | 24,951 | 8,549 | 21,976 | 14,599 | 155,140 | 36,753 | 40,889 | 12,776 |
| Williams | 1991 | 216,422 | 51,159 | 50,482 | 23,676 | 10,135 | 8,165 | 6,618 | 6,761 | 5,021 | 27,431 | 32,422 | 21,038 | 13,086 |
| | 1987 | 182,031 | 41,918 | 41,355 | 19,666 | 9,750 | 7,771 | 6,752 | 4,472 | 3,377 | 30,510 | 23,318 | 16,755 | 9,127 |
| Wood | 1991 | 702,976 | 129,149 | 124,306 | 59,744 | 94,151 | 74,231 | 29,717 | 41,629 | 22,909 | 124,035 | 138,907 | 22,672 | 26,625 |
| | 1987 | 607,869 | 121,375 | 116,800 | 54,876 | 84,050 | 65,495 | 23,406 | 29,132 | 16,384 | 119,569 | 94,454 | 19,824 | 22,308 |
| Wyandot | 1991 | 111,707 | 24,766 | 22,603 | 9,987 | 9,538 | 6,905 | 2,405 | 2,824 | 1,277 | 27,244 | 15,356 | 7,353 | 7,520 |
| | 1987 | 96,403 | 21,644 | 19,750 | 9,715 | 6,660 | 4,745 | 2,194 | 2,622 | 1,218 | 25,587 | 11,526 | 6,874 | 5,081 |
| **TOTAL METRO COUNTIES** | 1991 | **63,562,379** | **12,017,399** | **11,272,726** | **6,715,054** | **9,112,390** | **7,686,094** | **2,937,336** | **2,948,710** | **1,642,188** | **13,101,285** | **5,226,253** | **3,084,600** | **2,693,934** |
| | 1987 | 53,849,061 | 10,670,083 | 10,005,542 | 5,668,795 | 7,303,200 | 6,111,751 | 2,341,113 | 2,599,147 | 1,477,717 | 12,121,366 | 3,951,134 | 2,616,708 | 2,001,517 |
| **TOTAL STATE** | 1991 | **76,294,964** | **14,819,701** | **13,943,196** | **7,910,163** | **10,489,958** | **8,672,517** | **3,250,485** | **3,506,954** | **1,951,670** | **15,862,737** | **6,690,491** | **3,957,408** | **3,252,915** |
| | 1987 | 64,705,164 | 13,183,094 | 12,400,022 | 6,690,387 | 8,371,966 | 6,861,820 | 2,639,018 | 3,016,730 | 1,712,333 | 14,743,382 | 5,025,629 | 3,301,710 | 2,426,453 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1991<br>U.S. CENSUS 1987<br>METRO AREA<br>County | Year | Total Retail Sales ($000) | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **OKLAHOMA** | | | | | | | | | | | | | | |
| **ENID** | 1991 | 398,061 | 80,119 | 76,990 | 33,358 | 76,166 | 58,751 | 20,992 | 13,917 | 4,993 | 95,699 | 25,368 | 12,113 | 14,160 |
| | 1987 | 351,838 | 70,177 | 67,423 | 32,354 | 60,255 | 45,898 | 21,833 | 14,234 | 5,186 | 77,999 | 23,703 | 13,977 | 13,190 |
| Garfield | 1991 | 398,061 | 80,119 | 76,990 | 33,358 | 76,166 | 58,751 | 20,992 | 13,917 | 4,993 | 95,699 | 25,368 | 12,113 | 14,160 |
| | 1987 | 351,838 | 70,177 | 67,423 | 32,354 | 60,255 | 45,898 | 21,833 | 14,234 | 5,186 | 77,999 | 23,703 | 13,977 | 13,190 |
| **LAWTON** | 1991 | 678,432 | 124,649 | 120,573 | 54,605 | 150,090 | 120,397 | 27,717 | 28,685 | 18,181 | 153,030 | 43,168 | 40,127 | 14,542 |
| | 1987 | 565,759 | 106,408 | 102,908 | 55,080 | 111,903 | 88,792 | 25,046 | 27,340 | 17,682 | 124,463 | 36,839 | 32,489 | 10,938 |
| Comanche | 1991 | 678,432 | 124,649 | 120,573 | 54,605 | 150,090 | 120,397 | 27,717 | 28,685 | 18,181 | 153,030 | 43,168 | 40,127 | 14,542 |
| | 1987 | 565,759 | 106,408 | 102,908 | 55,080 | 111,903 | 88,792 | 25,046 | 27,340 | 17,682 | 124,463 | 36,839 | 32,489 | 10,938 |
| **OKLAHOMA CITY** | 1991 | 7,253,250 | 1,356,961 | 1,316,160 | 739,735 | 866,338 | 658,027 | 415,988 | 336,875 | 180,654 | 2,056,892 | 478,712 | 242,581 | 207,837 |
| | 1987 | 6,097,232 | 1,153,819 | 1,118,810 | 672,588 | 741,697 | 554,802 | 358,221 | 288,112 | 157,883 | 1,635,106 | 412,776 | 254,385 | 151,035 |
| Canadian | 1991 | 359,718 | 95,444 | 93,223 | 32,794 | 40,504 | 36,128 | 13,061 | 12,223 | 10,665 | 102,215 | 33,996 | 4,327 | 9,043 |
| | 1987 | 308,478 | 76,881 | 75,077 | 29,359 | 31,830 | 28,225 | 10,896 | 10,112 | 8,845 | 95,697 | 28,476 | 4,496 | 7,669 |
| Cleveland | 1991 | 970,545 | 178,677 | 173,388 | 93,348 | 122,049 | 91,220 | 60,499 | 28,700 | 14,442 | 332,682 | 51,304 | 24,374 | 25,362 |
| | 1987 | 822,716 | 149,586 | 145,129 | 86,316 | 98,415 | 72,550 | 47,302 | 24,590 | 12,688 | 281,772 | 45,004 | 25,168 | 18,973 |
| Logan | 1991 | 94,634 | 21,821 | 21,528 | 9,883 | 11,340 | 10,059 | 2,261 | 1,196 | 990 | 26,273 | 9,996 | 2,033 | 4,764 |
| | 1987 | 81,479 | 19,477 | 19,212 | 8,114 | 8,168 | 7,203 | 1,980 | 895 | 752 | 24,473 | 8,721 | 2,019 | 3,639 |
| McClain | 1991 | 114,477 | 27,001 | 26,238 | 10,637 | 16,223 | 14,186 | 1,164 | 1,343 | 1,343 | 27,557 | 6,864 | 14,930 | 3,530 |
| | 1987 | 92,160 | 21,608 | 20,993 | 7,867 | 12,588 | 10,934 | 1,084 | 1,288 | 1,288 | 22,455 | 6,546 | 11,895 | 2,750 |
| Oklahoma | 1991 | 5,376,866 | 921,562 | 890,222 | 553,699 | 632,777 | 470,238 | 322,257 | 284,297 | 147,461 | 1,525,455 | 347,205 | 185,362 | 150,466 |
| | 1987 | 4,509,127 | 792,500 | 765,396 | 505,278 | 557,392 | 408,398 | 283,812 | 243,471 | 129,326 | 1,173,485 | 300,806 | 196,634 | 107,067 |
| Pottawatomie | 1991 | 337,010 | 112,456 | 111,561 | 39,374 | 43,445 | 36,196 | 16,746 | 9,116 | 5,753 | 42,710 | 29,347 | 11,555 | 14,672 |
| | 1987 | 283,272 | 93,767 | 93,003 | 35,654 | 33,304 | 27,492 | 13,147 | 7,756 | 4,984 | 37,224 | 23,223 | 14,173 | 10,937 |
| **TULSA** | 1991 | 5,224,460 | 1,172,172 | 1,143,000 | 534,037 | 619,764 | 524,583 | 306,977 | 234,065 | 134,908 | 1,282,848 | 264,890 | 239,031 | 144,610 |
| | 1987 | 4,269,813 | 932,740 | 909,422 | 445,823 | 495,926 | 415,813 | 257,939 | 202,246 | 118,856 | 1,046,298 | 251,731 | 214,538 | 101,395 |
| Creek | 1991 | 213,284 | 80,607 | 79,796 | 24,872 | 16,127 | 11,595 | 7,112 | 5,326 | 2,150 | 29,735 | 19,079 | 5,858 | 8,971 |
| | 1987 | 187,588 | 70,241 | 69,521 | 19,790 | 15,194 | 10,761 | 6,548 | 4,609 | 1,892 | 30,182 | 16,375 | 6,315 | 6,695 |
| Osage | 1991 | 88,349 | 49,617 | 48,793 | 3,361 | 5,888 | 4,277 | 1,316 | 369 | 209 | 8,445 | 8,326 | 2,385 | 4,073 |
| | 1987 | 75,968 | 36,295 | 35,685 | 4,175 | 4,879 | 3,493 | 1,245 | 637 | 370 | 10,537 | 7,404 | 3,432 | 3,988 |
| Rogers | 1991 | 217,014 | 60,443 | 57,968 | 17,371 | 17,299 | 14,796 | 6,999 | 3,158 | 2,435 | 59,806 | 13,487 | 12,586 | 6,360 |
| | 1987 | 174,812 | 48,387 | 46,396 | 16,316 | 14,899 | 12,639 | 6,273 | 2,590 | 2,035 | 42,712 | 13,404 | 12,416 | 3,922 |
| Tulsa | 1991 | 4,616,821 | 950,821 | 926,361 | 479,679 | 563,871 | 477,494 | 290,366 | 223,034 | 127,936 | 1,178,042 | 217,636 | 213,860 | 119,155 |
| | 1987 | 3,760,482 | 750,964 | 731,499 | 398,957 | 448,557 | 376,645 | 242,786 | 192,145 | 112,294 | 957,332 | 209,513 | 188,817 | 83,078 |
| Wagoner | 1991 | 88,992 | 30,684 | 30,082 | 8,754 | 16,579 | 16,421 | 1,184 | 2,178 | 2,178 | 6,820 | 6,362 | 4,342 | 6,051 |
| | 1987 | 70,963 | 26,853 | 26,321 | 6,585 | 12,397 | 12,275 | 1,087 | 2,265 | 2,265 | 5,535 | 5,035 | 3,558 | 3,712 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Adair | 1991 | 43,113 | 22,079 | 20,742 | 2,100 | 6,891 | 6,822 | 420 | 294 | | 3,664 | 2,337 | 1,256 | 288 |
| | 1987 | 36,370 | 16,153 | 15,172 | 1,893 | 5,988 | 5,928 | 481 | 345 | | 4,286 | 2,245 | 1,379 | 520 |
| Alfalfa | 1991 | 19,762 | 4,661 | 4,213 | 1,092 | 827 | | 332 | 153 | | 6,086 | 3,882 | 1,053 | 624 |
| | 1987 | 19,091 | 5,791 | 5,234 | 994 | 721 | | 345 | 215 | | 4,213 | 4,243 | 983 | 633 |
| Atoka | 1991 | 64,195 | 19,007 | 17,370 | 2,878 | 9,175 | 8,551 | 1,084 | 3,047 | 2,720 | 11,050 | 9,421 | 3,802 | 1,861 |
| | 1987 | 51,706 | 14,737 | 13,465 | 2,245 | 6,883 | 6,393 | 993 | 2,192 | 1,956 | 9,370 | 7,735 | 3,813 | 1,594 |
| Beaver | 1991 | 18,368 | 6,612 | 6,362 | 1,209 | | | 192 | 198 | | 2,465 | 3,914 | 829 | 371 |
| | 1987 | 14,487 | 4,817 | 4,634 | 1,164 | | | 304 | 147 | | 1,789 | 2,778 | 933 | 419 |
| Beckham | 1991 | 110,943 | 28,214 | 26,994 | 10,517 | 17,245 | 16,147 | 6,839 | 2,458 | 1,085 | 27,577 | 7,153 | 2,656 | 2,778 |
| | 1987 | 115,392 | 28,812 | 27,561 | 10,906 | 16,504 | 15,401 | 7,283 | 3,236 | 1,500 | 26,362 | 9,579 | 4,528 | 2,645 |
| Blaine | 1991 | 39,914 | 14,380 | 12,142 | 3,772 | 921 | | 1,242 | 443 | 332 | 4,252 | 7,511 | 1,717 | 1,294 |
| | 1987 | 40,354 | 13,045 | 11,013 | 3,676 | 1,482 | | 1,287 | 595 | 441 | 4,659 | 7,828 | 2,293 | 1,432 |
| Bryan | 1991 | 162,016 | 43,136 | 40,004 | 11,551 | 25,931 | 23,885 | 6,385 | 5,193 | 3,688 | 36,586 | 9,313 | 9,883 | 3,551 |
| | 1987 | 130,751 | 33,614 | 31,167 | 11,723 | 17,686 | 16,220 | 5,703 | 5,156 | 3,746 | 28,400 | 8,090 | 8,145 | 3,066 |
| Caddo | 1991 | 109,566 | 34,595 | 32,108 | 5,590 | 12,453 | 8,809 | 2,945 | 1,944 | 904 | 16,643 | 11,271 | 3,952 | 4,483 |
| | 1987 | 102,992 | 30,971 | 28,739 | 6,203 | 10,672 | 7,430 | 2,746 | 2,532 | 1,171 | 20,018 | 11,382 | 3,901 | 3,286 |
| Canadian | 1991 | 359,718 | 95,444 | 93,223 | 32,794 | 40,504 | 36,128 | 13,061 | 12,223 | 10,665 | 102,215 | 33,996 | 4,327 | 9,043 |
| | 1987 | 308,478 | 76,881 | 75,077 | 29,359 | 31,830 | 28,225 | 10,896 | 10,112 | 8,845 | 95,697 | 28,476 | 4,496 | 7,669 |
| Carter | 1991 | 303,483 | 78,966 | 74,503 | 22,526 | 43,810 | 39,503 | 20,434 | 9,723 | 6,610 | 60,235 | 25,209 | 6,342 | 10,176 |
| | 1987 | 248,310 | 58,887 | 55,547 | 21,324 | 30,886 | 27,693 | 18,346 | 8,380 | 5,754 | 51,966 | 20,280 | 7,823 | 7,496 |
| Cherokee | 1991 | 166,312 | 48,732 | 45,319 | 16,448 | 21,360 | 20,435 | 8,835 | 6,000 | 4,327 | 32,999 | 12,049 | 8,340 | 2,640 |
| | 1987 | 125,335 | 38,337 | 35,645 | 11,148 | 16,695 | 15,933 | 6,204 | 3,931 | 2,874 | 22,909 | 10,161 | 7,185 | 2,176 |
| Choctaw | 1991 | 65,422 | 20,597 | 19,153 | 3,234 | 10,564 | 9,736 | 2,156 | 600 | 514 | 14,639 | 4,726 | 3,375 | 1,639 |
| | 1987 | 52,385 | 14,757 | 13,720 | 3,178 | 8,262 | 7,581 | 1,707 | 902 | 783 | 12,277 | 3,801 | 2,521 | 1,487 |
| Cimarron | 1991 | 17,069 | 3,332 | 3,211 | 1,184 | | | 195 | 80 | | 3,259 | 6,631 | 1,598 | 124 |
| | 1987 | 14,230 | 3,392 | 3,268 | 990 | | | 167 | 83 | | 2,560 | 5,306 | 1,010 | 129 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1991<br>U.S. CENSUS 1987<br>METRO AREA<br>County | Year | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg Mtls & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **OKLAHOMA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Cleveland | 1991 | 970,545 | 178,677 | 173,388 | 93,348 | 122,049 | 91,220 | 60,499 | 28,700 | 14,442 | 332,682 | 51,304 | 24,374 | 25,362 |
| | 1987 | 822,716 | 149,586 | 145,129 | 86,316 | 98,415 | 72,550 | 47,302 | 24,590 | 12,688 | 281,772 | 45,004 | 25,168 | 18,973 |
| Coal | 1991 | 15,274 | 7,919 | 7,580 | 843 | 1,976 | | 82 | 185 | | 489 | 253 | 1,717 | 825 |
| | 1987 | 11,931 | 5,520 | 5,282 | 584 | 1,635 | | 80 | 136 | | 394 | 382 | 1,974 | 491 |
| Comanche | 1991 | 678,432 | 124,649 | 120,573 | 54,605 | 150,090 | 120,397 | 27,717 | 28,685 | 18,181 | 153,030 | 43,168 | 40,127 | 14,542 |
| | 1987 | 565,759 | 106,408 | 102,908 | 55,080 | 111,903 | 88,792 | 25,046 | 27,340 | 17,682 | 124,463 | 36,839 | 32,489 | 10,938 |
| Cotton | 1991 | 17,724 | 5,770 | 5,554 | 1,451 | 968 | | 393 | 811 | 522 | 2,383 | 2,097 | 566 | 1,075 |
| | 1987 | 18,591 | 5,372 | 5,170 | 1,481 | 1,110 | | 421 | 795 | 530 | 3,783 | 2,270 | 556 | 998 |
| Craig | 1991 | 82,653 | 20,675 | 19,723 | 7,281 | 7,052 | 6,509 | 3,198 | 2,789 | 1,980 | 18,729 | 11,934 | 3,341 | 2,231 |
| | 1987 | 69,256 | 15,877 | 15,143 | 6,974 | 6,844 | 6,292 | 2,269 | 1,997 | 1,451 | 15,456 | 10,458 | 3,375 | 1,757 |
| Creek | 1991 | 213,284 | 80,607 | 79,796 | 24,872 | 16,127 | 11,595 | 7,112 | 5,326 | 2,150 | 29,735 | 19,079 | 5,858 | 8,971 |
| | 1987 | 187,588 | 70,241 | 69,521 | 19,790 | 15,194 | 10,761 | 6,548 | 4,609 | 1,892 | 30,182 | 16,375 | 6,315 | 6,695 |
| Custer | 1991 | 175,831 | 46,266 | 42,944 | 14,626 | 18,135 | 17,741 | 11,526 | 3,687 | 1,893 | 36,032 | 16,384 | 2,372 | 10,264 |
| | 1987 | 164,011 | 39,980 | 37,101 | 14,510 | 15,485 | 15,132 | 11,145 | 5,040 | 2,615 | 34,841 | 16,362 | 4,723 | 7,713 |
| Delaware | 1991 | 122,356 | 36,043 | 34,055 | 10,394 | 22,495 | 21,673 | 2,354 | 5,147 | 2,409 | 30,236 | 5,197 | 4,039 | 2,337 |
| | 1987 | 93,072 | 26,305 | 24,849 | 7,518 | 15,514 | 14,919 | 2,380 | 4,493 | 2,158 | 20,670 | 5,216 | 5,255 | 1,796 |
| Dewey | 1991 | 15,193 | 4,942 | 4,805 | 725 | | | 316 | 559 | 559 | 1,027 | 5,255 | 727 | 228 |
| | 1987 | 14,427 | 5,009 | 4,869 | 853 | | | 221 | 431 | 431 | 1,194 | 4,501 | 702 | 259 |
| Ellis | 1991 | 15,709 | 4,396 | 4,081 | 1,086 | 281 | | 502 | 85 | 85 | 4,695 | 2,178 | 1,010 | 439 |
| | 1987 | 15,809 | 3,968 | 3,683 | 1,062 | 490 | | 544 | 142 | 142 | 4,554 | 2,195 | 1,202 | 722 |
| Garfield | 1991 | 398,061 | 80,119 | 76,990 | 33,358 | 76,166 | 58,751 | 20,992 | 13,917 | 4,993 | 95,699 | 25,368 | 12,113 | 14,160 |
| | 1987 | 351,838 | 70,177 | 67,423 | 32,354 | 60,255 | 45,898 | 21,833 | 14,234 | 5,186 | 77,999 | 23,703 | 13,977 | 13,190 |
| Garvin | 1991 | 127,529 | 44,234 | 39,857 | 10,608 | 14,049 | | 5,139 | 2,232 | 1,670 | 13,996 | 15,208 | 6,211 | 5,121 |
| | 1987 | 111,498 | 35,392 | 31,884 | 9,024 | 9,890 | | 4,450 | 2,370 | 1,791 | 16,453 | 14,868 | 5,939 | 4,373 |
| Grady | 1991 | 200,964 | 50,634 | 43,296 | 14,130 | 16,051 | 12,830 | 9,476 | 7,400 | 2,840 | 58,246 | 18,806 | 3,653 | 7,092 |
| | 1987 | 174,619 | 44,999 | 38,469 | 14,552 | 14,386 | 11,371 | 7,920 | 6,631 | 2,632 | 46,199 | 16,647 | 4,757 | 6,042 |
| Grant | 1991 | 13,770 | 2,828 | 2,709 | 583 | | | 190 | 110 | 110 | 4,758 | 3,065 | 835 | 867 |
| | 1987 | 14,476 | 2,958 | 2,832 | 733 | | | 151 | 140 | 140 | 5,044 | 3,250 | 878 | 741 |
| Greer | 1991 | 15,071 | 8,375 | 8,093 | 965 | 592 | | 224 | 136 | 136 | 460 | 2,024 | 111 | 1,532 |
| | 1987 | 13,959 | 7,089 | 6,848 | 1,000 | 508 | | 202 | 274 | 274 | 691 | 1,861 | 141 | 1,345 |
| Harmon | 1991 | 11,456 | 3,586 | 3,419 | 632 | 390 | | 308 | 328 | 328 | 1,304 | 2,565 | 67 | 709 |
| | 1987 | 10,545 | 3,550 | 3,384 | 505 | 347 | | 241 | 336 | 336 | 1,331 | 2,196 | 81 | 743 |
| Harper | 1991 | 12,198 | 1,508 | 1,447 | 592 | 1,047 | | 58 | 342 | 223 | 4,245 | 1,757 | 544 | 1,276 |
| | 1987 | 11,260 | 1,807 | 1,734 | 653 | 776 | | 108 | 272 | 180 | 3,860 | 1,699 | 535 | 853 |
| Haskell | 1991 | 50,262 | 11,800 | 11,025 | 1,637 | 9,297 | 7,624 | 820 | 304 | 304 | 14,693 | 5,883 | 2,537 | 1,556 |
| | 1987 | 41,189 | 10,017 | 9,358 | 1,407 | 7,891 | 6,409 | 896 | 303 | 303 | 10,844 | 4,573 | 2,451 | 1,421 |
| Hughes | 1991 | 46,347 | 17,425 | 15,698 | 1,897 | 8,320 | 7,815 | 1,340 | 468 | 349 | 7,370 | 5,966 | 1,204 | 1,249 |
| | 1987 | 40,310 | 13,387 | 12,058 | 1,815 | 6,822 | 6,388 | 1,165 | 580 | 434 | 7,624 | 4,916 | 1,376 | 1,143 |
| Jackson | 1991 | 193,909 | 33,732 | 30,940 | 18,381 | 18,831 | 17,965 | 10,842 | 5,038 | 4,228 | 69,912 | 13,937 | 5,572 | 8,840 |
| | 1987 | 157,810 | 26,470 | 24,274 | 15,329 | 13,902 | 13,230 | 9,590 | 4,863 | 4,115 | 52,250 | 11,364 | 7,528 | 7,152 |
| Jefferson | 1991 | 24,246 | 9,063 | 8,233 | 1,748 | 478 | | 226 | 278 | | 3,854 | 2,644 | 2,846 | 1,340 |
| | 1987 | 21,704 | 7,316 | 6,644 | 2,006 | 423 | | 398 | 311 | | 3,428 | 2,380 | 2,704 | 1,210 |
| Johnston | 1991 | 25,003 | 8,221 | 7,372 | 2,951 | 29 | | 928 | 442 | 442 | 5,275 | 3,558 | 542 | 993 |
| | 1987 | 19,746 | 7,508 | 6,732 | 2,339 | 31 | | 549 | 433 | 433 | 3,085 | 2,671 | 749 | 835 |
| Kay | 1991 | 322,167 | 85,316 | 82,242 | 21,924 | 46,235 | 40,467 | 14,334 | 13,284 | 7,124 | 53,024 | 29,623 | 12,526 | 10,987 |
| | 1987 | 272,942 | 63,775 | 61,465 | 22,841 | 36,825 | 32,008 | 12,408 | 10,470 | 5,679 | 48,572 | 29,727 | 11,446 | 10,061 |
| Kingfisher | 1991 | 66,731 | 17,843 | 16,952 | 4,876 | 8,214 | 7,937 | 734 | 404 | 131 | 20,862 | 6,779 | 987 | 3,346 |
| | 1987 | 60,611 | 15,856 | 15,062 | 4,335 | 6,800 | 6,560 | 891 | 473 | 163 | 17,984 | 7,425 | 1,234 | 2,864 |
| Kiowa | 1991 | 45,992 | 17,472 | 16,164 | 1,403 | 5,521 | 4,767 | 1,246 | 2,160 | 1,078 | 3,597 | 7,135 | 1,278 | 2,891 |
| | 1987 | 41,273 | 14,412 | 13,331 | 1,595 | 4,348 | 3,727 | 1,279 | 2,176 | 1,086 | 3,979 | 6,576 | 1,706 | 2,636 |
| Latimer | 1991 | 29,294 | 15,475 | 14,005 | 2,380 | 1,616 | | 414 | 642 | | 611 | 2,969 | 2,350 | 1,282 |
| | 1987 | 23,442 | 11,729 | 10,613 | 1,779 | 1,510 | | 444 | 455 | | 836 | 2,060 | 1,993 | 947 |
| Le Flore | 1991 | 155,626 | 55,067 | 51,164 | 9,065 | 23,891 | 19,468 | 3,423 | 4,061 | 2,868 | 21,611 | 13,498 | 11,964 | 5,963 |
| | 1987 | 126,315 | 42,203 | 39,204 | 7,431 | 17,964 | 14,494 | 3,267 | 3,404 | 2,408 | 21,615 | 9,762 | 11,034 | 4,144 |
| Lincoln | 1991 | 89,620 | 23,592 | 22,138 | 8,962 | 9,053 | 7,907 | 2,550 | 1,120 | 840 | 13,606 | 15,853 | 3,849 | 2,277 |
| | 1987 | 76,822 | 20,300 | 19,045 | 8,418 | 7,200 | 6,245 | 2,106 | 1,106 | 825 | 11,116 | 12,927 | 5,345 | 1,693 |
| Logan | 1991 | 94,634 | 21,821 | 21,528 | 9,883 | 11,340 | 10,059 | 2,261 | 1,196 | 990 | 26,273 | 9,996 | 2,033 | 4,764 |
| | 1987 | 81,479 | 19,477 | 19,212 | 8,114 | 8,168 | 7,203 | 1,980 | 895 | 752 | 24,473 | 8,721 | 2,019 | 3,639 |
| Love | 1991 | 36,239 | 13,537 | 8,292 | 1,759 | 1,179 | | 417 | 920 | 920 | 10,295 | 5,599 | 207 | 1,037 |
| | 1987 | 26,703 | 10,113 | 6,193 | 1,831 | 785 | | 278 | 627 | 627 | 6,375 | 4,545 | 368 | 671 |
| McClain | 1991 | 114,477 | 27,001 | 26,238 | 10,637 | 14,223 | 14,186 | 1,164 | 1,343 | 1,343 | 27,557 | 6,864 | 14,930 | 3,530 |
| | 1987 | 92,160 | 21,608 | 20,993 | 7,867 | 12,588 | 10,934 | 1,084 | 1,288 | 1,288 | 22,455 | 6,546 | 11,895 | 2,750 |
| McCurtain | 1991 | 190,937 | 65,242 | 59,813 | 13,622 | 34,684 | 30,022 | 3,503 | 4,511 | 3,452 | 41,042 | 9,489 | 8,792 | 4,834 |
| | 1987 | 147,429 | 43,983 | 40,315 | 10,672 | 24,072 | 20,682 | 3,316 | 4,423 | 3,399 | 33,018 | 8,834 | 8,760 | 4,436 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

## OKLAHOMA (continued)

### ALL COUNTIES (continued)

| S&MM ESTIMATES: 1991<br>U.S. CENSUS: 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| McIntosh | 1991 | 90,193 | 24,730 | 23,118 | 5,507 | 10,143 | 9,031 | 2,280 | 2,836 | 2,354 | 26,409 | 4,905 | 5,329 | 5,366 |
| | 1987 | 72,655 | 19,645 | 18,361 | 5,070 | 7,344 | 6,500 | 1,726 | 2,044 | 1,721 | 20,843 | 5,190 | 5,163 | 3,250 |
| Major | 1991 | 44,943 | 10,440 | 9,685 | 1,650 | 3,357 | | 1,898 | 309 | | 16,918 | 6,789 | 1,996 | 261 |
| | 1987 | 39,998 | 8,729 | 8,096 | 1,914 | 2,637 | | 1,529 | 253 | | 14,397 | 7,109 | 1,975 | 254 |
| Marshall | 1991 | 50,297 | 17,026 | 15,874 | 4,151 | 2,288 | | 745 | 1,186 | 229 | 13,518 | 2,505 | 3,192 | 3,282 |
| | 1987 | 43,655 | 15,853 | 14,778 | 3,646 | 1,877 | | 725 | 921 | 180 | 11,179 | 2,229 | 2,699 | 2,306 |
| Mayes | 1991 | 183,632 | 52,393 | 49,258 | 8,979 | 20,197 | 17,681 | 3,721 | 7,380 | 4,499 | 42,439 | 28,815 | 4,459 | 3,583 |
| | 1987 | 147,425 | 40,906 | 38,451 | 8,739 | 16,755 | 14,565 | 3,435 | 5,886 | 3,658 | 33,222 | 21,218 | 5,432 | 2,914 |
| Murray | 1991 | 66,998 | 18,851 | 18,013 | 5,798 | 7,816 | 7,453 | 663 | 977 | 859 | 17,784 | 4,733 | 722 | 2,871 |
| | 1987 | 57,417 | 14,334 | 13,693 | 4,451 | 6,525 | 6,207 | 683 | 936 | 832 | 16,692 | 4,191 | 1,271 | 2,084 |
| Muskogee | 1991 | 423,616 | 107,269 | 105,080 | 36,786 | 60,126 | 50,785 | 24,056 | 15,552 | 7,475 | 88,026 | 33,289 | 17,491 | 12,380 |
| | 1987 | 347,377 | 83,798 | 82,071 | 34,514 | 45,870 | 38,402 | 22,052 | 12,644 | 6,196 | 71,713 | 28,085 | 15,558 | 9,077 |
| Noble | 1991 | 44,647 | 13,333 | 12,701 | 4,861 | 1,864 | | 295 | 107 | | 4,547 | 9,570 | 1,423 | 1,937 |
| | 1987 | 40,727 | 12,129 | 11,552 | 4,412 | 1,702 | | 493 | 113 | | 4,470 | 8,238 | 1,859 | 1,636 |
| Nowata | 1991 | 29,818 | 10,212 | 9,468 | 2,267 | 5,216 | 5,156 | 522 | 143 | 143 | 3,575 | 1,494 | 770 | 1,403 |
| | 1987 | 25,906 | 8,872 | 8,224 | 1,960 | 4,755 | 4,698 | 515 | 161 | 161 | 3,562 | 1,439 | 695 | 1,000 |
| Okfuskee | 1991 | 39,072 | 15,617 | 14,481 | 735 | 735 | | 717 | 433 | 433 | 5,857 | 3,791 | 5,723 | 4,121 |
| | 1987 | 30,763 | 12,371 | 11,469 | 783 | 787 | | 673 | 531 | 531 | 4,670 | 3,233 | 4,040 | 2,457 |
| Oklahoma | 1991 | 5,376,866 | 921,562 | 890,222 | 553,699 | 632,777 | 470,238 | 322,257 | 284,297 | 147,461 | 1,525,455 | 347,205 | 185,362 | 150,466 |
| | 1987 | 4,509,127 | 792,500 | 765,396 | 505,278 | 557,392 | 408,398 | 283,812 | 243,471 | 129,326 | 1,173,485 | 300,806 | 196,634 | 107,067 |
| Okmulgee | 1991 | 162,802 | 39,833 | 35,144 | 16,501 | 35,178 | 33,928 | 7,372 | 4,451 | 3,027 | 25,751 | 12,751 | 5,559 | 5,671 |
| | 1987 | 139,656 | 35,425 | 31,248 | 13,181 | 26,540 | 25,546 | 7,028 | 3,736 | 2,609 | 23,977 | 12,060 | 5,749 | 4,025 |
| Osage | 1991 | 88,349 | 49,617 | 48,793 | 3,361 | 5,888 | 4,277 | 1,316 | 369 | 209 | 8,445 | 8,326 | 2,385 | 4,073 |
| | 1987 | 75,968 | 36,295 | 35,685 | 4,175 | 4,879 | 3,493 | 1,245 | 637 | 370 | 10,537 | 7,404 | 3,432 | 3,988 |
| Ottawa | 1991 | 183,262 | 40,833 | 35,903 | 11,740 | 23,654 | 21,984 | 9,715 | 5,179 | 4,624 | 58,807 | 10,072 | 5,807 | 8,552 |
| | 1987 | 148,978 | 33,548 | 29,492 | 10,413 | 17,937 | 16,608 | 7,982 | 4,229 | 3,773 | 43,571 | 11,898 | 5,934 | 6,751 |
| Pawnee | 1991 | 87,237 | 24,829 | 23,943 | 7,941 | 10,034 | 9,021 | 1,711 | 2,801 | 2,801 | 27,508 | 4,159 | 1,411 | 3,162 |
| | 1987 | 70,555 | 20,867 | 20,118 | 5,867 | 7,523 | 6,727 | 1,501 | 1,977 | 1,977 | 21,472 | 4,345 | 1,506 | 2,418 |
| Payne | 1991 | 334,125 | 90,198 | 88,042 | 41,355 | 46,854 | 44,892 | 22,044 | 10,040 | 5,720 | 53,636 | 21,975 | 11,656 | 12,428 |
| | 1987 | 282,600 | 73,055 | 71,294 | 34,882 | 38,012 | 36,334 | 18,237 | 9,329 | 5,415 | 47,336 | 20,316 | 12,714 | 9,164 |
| Pittsburg | 1991 | 238,997 | 59,124 | 55,939 | 18,265 | 37,457 | 30,237 | 9,266 | 5,431 | 3,294 | 72,527 | 13,060 | 7,690 | 3,823 |
| | 1987 | 189,513 | 45,880 | 43,400 | 15,295 | 31,995 | 25,561 | 6,737 | 5,363 | 3,302 | 51,397 | 11,693 | 7,339 | 3,660 |
| Pontotoc | 1991 | 191,092 | 41,455 | 36,009 | 16,524 | 30,310 | 28,226 | 14,704 | 6,848 | 3,642 | 37,927 | 11,625 | 10,489 | 7,251 |
| | 1987 | 161,629 | 37,048 | 32,175 | 14,672 | 22,864 | 21,210 | 12,077 | 6,024 | 3,278 | 32,708 | 10,600 | 8,750 | 5,248 |
| Pottawatomie | 1991 | 337,010 | 112,456 | 111,561 | 39,374 | 43,445 | 36,196 | 16,746 | 9,116 | 5,753 | 42,710 | 29,347 | 11,555 | 14,672 |
| | 1987 | 283,272 | 93,767 | 93,003 | 35,654 | 33,304 | 27,492 | 13,147 | 7,756 | 4,984 | 37,224 | 23,223 | 14,173 | 10,937 |
| Pushmataha | 1991 | 54,219 | 18,218 | 17,224 | 2,414 | 5,614 | | 248 | 903 | 732 | 7,353 | 8,145 | 2,257 | 1,573 |
| | 1987 | 41,750 | 14,816 | 14,005 | 1,979 | 3,348 | | 227 | 872 | 719 | 7,071 | 5,911 | 1,541 | 1,282 |
| Roger Mills | 1991 | 8,504 | 2,424 | 2,252 | 446 | 400 | | 258 | 79 | | 2,382 | 625 | 366 | 919 |
| | 1987 | 10,060 | 3,105 | 2,884 | 623 | 468 | | 253 | 98 | | 2,427 | 1,103 | 336 | 953 |
| Rogers | 1991 | 217,014 | 60,443 | 57,968 | 17,371 | 17,299 | 14,796 | 6,999 | 3,158 | 2,435 | 59,806 | 13,487 | 12,586 | 6,360 |
| | 1987 | 174,812 | 48,387 | 46,396 | 16,316 | 14,899 | 12,639 | 6,273 | 2,590 | 2,035 | 42,712 | 13,404 | 12,416 | 3,922 |
| Seminole | 1991 | 99,090 | 32,637 | 29,261 | 9,124 | 13,036 | 11,497 | 4,109 | 634 | 312 | 20,462 | 6,767 | 3,741 | 4,292 |
| | 1987 | 88,992 | 27,955 | 25,058 | 8,283 | 12,204 | 10,695 | 3,878 | 1,146 | 564 | 17,443 | 7,128 | 4,032 | 3,313 |
| □ Sequoyah | 1991 | 149,650 | 41,352 | 39,628 | 15,334 | 20,335 | 18,301 | 5,197 | 2,598 | 2,494 | 22,203 | 24,493 | 10,587 | 2,600 |
| | 1987 | 119,331 | 36,450 | 34,923 | 11,128 | 13,907 | 12,448 | 3,703 | 2,851 | 2,737 | 17,177 | 20,981 | 7,803 | 1,739 |
| Stephens | 1991 | 270,437 | 80,146 | 74,704 | 14,956 | 35,112 | 30,563 | 10,510 | 7,087 | 4,710 | 73,792 | 14,702 | 7,407 | 8,583 |
| | 1987 | 235,878 | 66,647 | 62,109 | 15,484 | 29,783 | 25,734 | 10,121 | 6,784 | 4,595 | 62,199 | 13,901 | 9,698 | 6,963 |
| Texas | 1991 | 81,979 | 21,190 | 19,654 | 5,647 | 4,033 | | 4,425 | 2,911 | 1,759 | 20,958 | 10,753 | 3,584 | 3,875 |
| | 1987 | 74,302 | 18,957 | 17,579 | 5,954 | 5,177 | | 3,947 | 2,960 | 1,829 | 15,373 | 10,126 | 4,002 | 3,207 |
| Tillman | 1991 | 29,730 | 7,122 | 6,720 | 2,558 | 5,185 | | 1,777 | 639 | 639 | 5,399 | 1,194 | 908 | 1,762 |
| | 1987 | 26,487 | 6,668 | 6,290 | 2,448 | 3,992 | | 1,391 | 666 | 666 | 4,583 | 1,889 | 812 | 1,317 |
| Tulsa | 1991 | 4,616,821 | 950,821 | 926,361 | 479,679 | 563,871 | 477,494 | 290,366 | 223,034 | 127,936 | 1,178,042 | 217,636 | 213,860 | 119,155 |
| | 1987 | 3,760,482 | 750,964 | 731,499 | 398,957 | 448,557 | 376,645 | 242,786 | 192,145 | 112,294 | 957,332 | 209,513 | 188,817 | 83,078 |
| Wagoner | 1991 | 88,992 | 30,684 | 30,082 | 8,754 | 16,579 | 16,421 | 1,184 | 2,178 | 2,178 | 6,820 | 6,362 | 4,342 | 6,051 |
| | 1987 | 70,963 | 26,853 | 26,321 | 6,585 | 12,397 | 12,275 | 1,087 | 2,265 | 2,265 | 5,535 | 5,035 | 3,558 | 3,712 |
| Washington | 1991 | 358,099 | 92,579 | 91,221 | 28,485 | 57,027 | 52,774 | 21,592 | 16,996 | 5,632 | 73,132 | 23,385 | 12,591 | 8,486 |
| | 1987 | 297,226 | 77,229 | 76,081 | 26,951 | 46,520 | 42,878 | 17,967 | 15,149 | 5,178 | 56,252 | 17,517 | 13,532 | 7,041 |
| Washita | 1991 | 19,492 | 8,189 | 7,946 | 682 | 818 | | 463 | 557 | 557 | 1,859 | 2,219 | 1,029 | 817 |
| | 1987 | 25,904 | 9,736 | 9,445 | 1,185 | 1,112 | | 669 | 754 | 754 | 2,922 | 3,337 | 1,800 | 831 |
| Woods | 1991 | 51,244 | 9,452 | 8,409 | 3,806 | 6,816 | 6,585 | 2,952 | 1,940 | 1,065 | 12,789 | 4,465 | 879 | 3,020 |
| | 1987 | 48,590 | 10,097 | 8,980 | 4,108 | 6,568 | 6,335 | 2,549 | 2,181 | 1,207 | 11,557 | 3,425 | 1,496 | 2,382 |
| Woodward | 1991 | 130,616 | 34,641 | 32,157 | 11,228 | 14,918 | 11,077 | 7,248 | 6,179 | 3,405 | 31,108 | 6,899 | 4,843 | 2,229 |
| | 1987 | 129,338 | 32,444 | 30,112 | 11,728 | 17,250 | 12,627 | 7,273 | 6,693 | 3,788 | 27,576 | 8,655 | 6,074 | 2,213 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1991<br>U.S. CENSUS 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **OKLAHOMA (continued)** | | | | | | | | | | | | | | |
| **TOTAL METRO COUNTIES** | 1991 | **13,703,853** | **2,775,253** | **2,696,351** | **1,377,069** | **1,732,693** | **1,380,059** | **776,871** | **616,140** | **341,230** | **3,610,672** | **836,631** | **544,439** | **383,749** |
| | 1987 | 11,403,973 | 2,299,594 | 2,233,486 | 1,216,973 | 1,423,688 | 1,117,753 | 666,742 | 534,783 | 302,344 | 2,901,043 | 746,030 | 523,192 | 278,297 |
| **TOTAL STATE** | 1991 | **20,200,258** | **4,583,266** | **4,382,279** | **1,876,097** | **2,570,442** | **2,087,562** | **1,055,764** | **805,314** | **453,812** | **5,016,942** | **1,398,391** | **790,411** | **605,816** |
| | 1987 | 16,912,507 | 3,777,916 | 3,611,158 | 1,672,206 | 2,094,570 | 1,678,416 | 912,695 | 706,628 | 405,656 | 4,073,660 | 1,253,959 | 778,525 | 455,972 |
| **OREGON** | | | | | | | | | | | | | | |
| **EUGENE - SPRINGFIELD** | 1991 | **2,267,764** | **465,837** | **438,380** | **255,293** | **266,061** | **193,210** | **117,393** | **92,777** | **43,369** | **514,658** | **132,798** | **104,657** | **76,292** |
| | 1987 | 1,719,905 | 345,087 | 324,682 | 166,411 | 239,598 | 171,424 | 69,852 | 79,442 | 38,016 | 447,567 | 90,005 | 77,654 | 47,451 |
| Lane | 1991 | 2,267,764 | 465,837 | 438,380 | 255,293 | 266,061 | 193,210 | 117,393 | 92,777 | 43,369 | 514,658 | 132,798 | 104,657 | 76,292 |
| | 1987 | 1,719,905 | 345,087 | 324,682 | 166,411 | 239,598 | 171,424 | 69,852 | 79,442 | 38,016 | 447,567 | 90,005 | 77,654 | 47,451 |
| **MEDFORD** | 1991 | **1,487,367** | **233,182** | **215,677** | **135,038** | **180,098** | **128,947** | **52,194** | **55,550** | **29,913** | **260,862** | **94,074** | **67,657** | **34,545** |
| | 1987 | 1,080,228 | 174,729 | 161,580 | 86,018 | 145,315 | 102,433 | 35,022 | 42,074 | 23,028 | 234,856 | 58,848 | 49,490 | 19,016 |
| Jackson | 1991 | 1,487,367 | 233,182 | 215,677 | 135,038 | 180,098 | 128,947 | 52,194 | 55,550 | 29,913 | 260,862 | 94,074 | 67,657 | 34,545 |
| | 1987 | 1,080,228 | 174,729 | 161,580 | 86,018 | 145,315 | 102,433 | 35,022 | 42,074 | 23,028 | 234,856 | 58,848 | 49,490 | 19,016 |
| **PORTLAND** | 1991 | **11,286,876** | **1,957,764** | **1,834,670** | **1,365,464** | **1,802,447** | **1,315,283** | **637,364** | **677,603** | **309,693** | **2,212,469** | **637,961** | **542,719** | **250,249** |
| | 1987 | 8,375,199 | 1,429,960 | 1,339,568 | 870,598 | 1,460,153 | 1,056,461 | 440,751 | 459,623 | 215,785 | 1,916,707 | 443,792 | 361,032 | 144,538 |
| Clackamas | 1991 | 2,128,478 | 459,396 | 439,236 | 211,792 | 357,665 | 271,155 | 118,777 | 66,315 | 35,819 | 444,952 | 135,344 | 108,433 | 60,615 |
| | 1987 | 1,521,655 | 352,112 | 336,593 | 123,666 | 257,183 | 192,430 | 80,811 | 49,336 | 27,291 | 356,110 | 84,242 | 80,701 | 32,923 |
| Multnomah | 1991 | 5,366,436 | 861,179 | 794,074 | 813,149 | 712,341 | 544,710 | 309,805 | 395,458 | 175,633 | 910,260 | 322,893 | 256,306 | 115,389 |
| | 1987 | 4,161,322 | 650,196 | 599,411 | 528,789 | 681,415 | 514,424 | 208,181 | 272,414 | 124,182 | 848,690 | 241,195 | 164,206 | 64,460 |
| Washington | 1991 | 3,392,408 | 537,996 | 505,868 | 298,322 | 703,795 | 480,544 | 197,924 | 198,676 | 88,745 | 736,322 | 160,562 | 151,468 | 61,324 |
| | 1987 | 2,401,227 | 359,328 | 337,802 | 191,760 | 502,466 | 337,258 | 143,960 | 127,098 | 58,244 | 607,329 | 105,135 | 99,363 | 38,439 |
| Yamhill | 1991 | 399,554 | 99,193 | 95,492 | 42,201 | 28,646 | 18,874 | 10,858 | 17,154 | 9,496 | 120,935 | 19,162 | 26,512 | 12,921 |
| | 1987 | 290,995 | 68,324 | 65,762 | 26,383 | 19,089 | 12,349 | 7,799 | 10,775 | 6,068 | 104,578 | 13,220 | 16,762 | 8,716 |
| ***PORTLAND - VANCOUVER CONSOLIDATED AREA*** | *1991* | ***12,679,335*** | ***2,261,770*** | ***2,126,076*** | ***1,536,431*** | ***1,997,963*** | ***1,507,760*** | ***696,201*** | ***737,665*** | ***352,675*** | ***2,459,025*** | ***725,175*** | ***636,315*** | ***326,152*** |
| | *1987* | *9,371,525* | *1,678,339* | *1,577,605* | *981,018* | *1,608,589* | *1,202,465* | *479,328* | *502,168* | *246,701* | *2,105,411* | *498,009* | *422,721* | *187,304* |
| **SALEM** | 1991 | **1,928,316** | **409,698** | **393,257** | **216,166** | **251,183** | **187,672** | **82,939** | **88,314** | **37,716** | **373,363** | **143,781** | **125,284** | **90,314** |
| | 1987 | 1,431,462 | 299,264 | 287,221 | 142,239 | 221,992 | 163,962 | 58,339 | 66,938 | 29,192 | 312,556 | 95,349 | 85,037 | 52,285 |
| Marion | 1991 | 1,760,089 | 342,213 | 327,575 | 193,716 | 246,887 | 187,672 | 81,941 | 83,901 | 36,654 | 349,562 | 128,429 | 119,468 | 76,118 |
| | 1987 | 1,309,924 | 248,491 | 237,814 | 127,678 | 218,534 | 163,962 | 57,651 | 64,020 | 28,493 | 295,247 | 83,199 | 79,417 | 44,175 |
| Polk | 1991 | 168,227 | 67,485 | 65,682 | 22,450 | 4,296 | | 998 | 4,413 | 1,062 | 23,801 | 15,352 | 5,816 | 14,196 |
| | 1987 | 121,538 | 50,773 | 49,407 | 14,561 | 3,458 | | 688 | 2,918 | 699 | 17,309 | 12,150 | 5,620 | 8,110 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Baker | 1991 | 78,103 | 25,554 | 24,813 | 8,262 | 3,421 | | 3,069 | 2,164 | 1,281 | 15,577 | 7,498 | 2,742 | 3,021 |
| | 1987 | 63,355 | 19,555 | 18,984 | 6,186 | 2,948 | | 2,353 | 1,794 | 1,064 | 15,182 | 5,706 | 2,039 | 1,853 |
| Benton | 1991 | 394,033 | 92,561 | 88,739 | 55,502 | 42,121 | 28,493 | 17,864 | 21,591 | 8,619 | 60,427 | 24,572 | 12,496 | 19,366 |
| | 1987 | 301,506 | 71,611 | 68,640 | 40,267 | 34,103 | 22,668 | 12,378 | 15,670 | 6,424 | 55,341 | 16,356 | 10,299 | 12,466 |
| Clackamas | 1991 | 2,128,478 | 459,396 | 439,236 | 211,792 | 357,665 | 271,155 | 118,777 | 66,315 | 35,819 | 444,952 | 135,344 | 108,433 | 60,615 |
| | 1987 | 1,521,655 | 352,112 | 336,593 | 123,666 | 257,183 | 192,430 | 80,811 | 49,336 | 27,291 | 356,110 | 84,242 | 80,701 | 32,923 |
| Clatsop | 1991 | 274,772 | 75,424 | 71,075 | 52,449 | 5,333 | | 16,212 | 8,942 | 6,717 | 32,111 | 16,414 | 15,356 | 19,803 |
| | 1987 | 210,387 | 62,040 | 58,451 | 35,049 | 5,126 | | 11,673 | 7,239 | 5,509 | 32,098 | 11,450 | 11,525 | 12,164 |
| Columbia | 1991 | 148,507 | 48,399 | 46,618 | 17,422 | 663 | | 4,421 | 6,318 | 4,842 | 13,735 | 16,936 | 7,933 | 18,140 |
| | 1987 | 114,202 | 39,489 | 38,029 | 12,168 | 824 | | 3,465 | 5,180 | 3,966 | 14,514 | 13,603 | 5,756 | 10,062 |
| Coos | 1991 | 471,657 | 93,555 | 88,555 | 48,560 | 71,872 | 49,474 | 17,862 | 13,168 | 8,277 | 95,833 | 29,974 | 29,743 | 25,113 |
| | 1987 | 355,503 | 74,601 | 70,599 | 31,168 | 52,246 | 35,361 | 12,622 | 10,597 | 6,759 | 87,779 | 19,947 | 21,354 | 13,784 |
| Crook | 1991 | 61,938 | 23,385 | 22,375 | 4,762 | 1,187 | | 2,124 | 1,835 | 529 | 8,595 | 1,075 | 10,221 | 3,815 |
| | 1987 | 44,439 | 17,242 | 16,494 | 3,131 | 1,115 | | 1,960 | 1,079 | 314 | 6,542 | 873 | 6,931 | 2,207 |
| Curry | 1991 | 141,504 | 46,125 | 44,856 | 14,800 | 2,839 | | 2,438 | 7,005 | 2,785 | 16,028 | 12,738 | 14,984 | 14,534 |
| | 1987 | 100,409 | 32,958 | 32,045 | 10,644 | 2,207 | | 1,643 | 4,607 | 1,789 | 14,759 | 8,055 | 10,611 | 8,023 |
| Deschutes | 1991 | 728,971 | 164,979 | 157,785 | 80,709 | 65,287 | 36,094 | 44,153 | 33,879 | 24,892 | 149,401 | 49,063 | 47,475 | 40,242 |
| | 1987 | 505,844 | 111,030 | 106,167 | 49,405 | 45,359 | 24,481 | 27,684 | 21,827 | 16,153 | 122,381 | 36,868 | 32,847 | 24,361 |
| Douglas | 1991 | 646,391 | 137,942 | 132,405 | 79,015 | 91,071 | 71,236 | 15,983 | 19,955 | 9,673 | 88,776 | 75,345 | 57,665 | 36,837 |
| | 1987 | 488,857 | 110,548 | 106,090 | 50,764 | 68,975 | 53,307 | 12,289 | 15,441 | 7,668 | 90,980 | 49,999 | 36,899 | 20,842 |
| Gilliam | 1991 | 7,208 | 1,975 | 1,908 | 1,317 | | | | | | 1,180 | 983 | 369 | 177 |
| | 1987 | 5,489 | 1,448 | 1,399 | 793 | | | | | | 879 | 1,086 | 403 | 113 |
| Grant | 1991 | 43,093 | 16,981 | 16,265 | 2,867 | 819 | | 1,909 | 579 | 223 | 6,829 | 2,714 | 2,340 | 3,444 |
| | 1987 | 31,495 | 11,588 | 11,098 | 1,766 | 719 | | 1,457 | 778 | 319 | 6,222 | 1,930 | 1,510 | 1,986 |
| Harney | 1991 | 50,712 | 16,883 | 16,558 | 4,400 | 1,273 | | 934 | 686 | 311 | 7,329 | 7,823 | 3,794 | 732 |
| | 1987 | 37,086 | 12,105 | 11,870 | 3,156 | 1,136 | | 662 | 624 | 283 | 6,437 | 5,081 | 3,089 | 437 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1991
U.S. CENSUS 1987

| METRO AREA County | Year | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **OREGON (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Hood River | 1991 | 123,509 | 39,024 | 38,559 | 17,507 | 5,144 | | 2,138 | 3,452 | 2,539 | 19,962 | 8,736 | 9,131 | 6,208 |
| | 1987 | 91,509 | 29,101 | 28,749 | 10,929 | 4,651 | | 1,632 | 2,599 | 1,956 | 18,063 | 5,602 | 6,762 | 3,356 |
| Jackson | 1991 | 1,487,367 | 233,182 | 215,677 | 135,038 | 180,098 | 128,947 | 52,194 | 55,550 | 29,913 | 260,862 | 94,074 | 67,657 | 34,545 |
| | 1987 | 1,080,228 | 174,729 | 161,580 | 86,018 | 145,315 | 102,433 | 35,022 | 42,074 | 23,028 | 234,856 | 58,848 | 49,490 | 19,016 |
| Jefferson | 1991 | 68,913 | 22,882 | 22,280 | 8,283 | 3,388 | | 2,486 | 199 | | 17,364 | 2,998 | 5,770 | 2,216 |
| | 1987 | 53,643 | 17,827 | 17,355 | 5,545 | 2,778 | | 1,862 | 195 | | 14,574 | 2,519 | 4,220 | 1,442 |
| Josephine | 1991 | 464,553 | 95,781 | 84,063 | 46,790 | 38,421 | 26,539 | 13,592 | 21,634 | 14,198 | 104,880 | 42,878 | 28,229 | 30,850 |
| | 1987 | 354,368 | 70,930 | 62,240 | 29,960 | 30,540 | 20,745 | 12,129 | 14,922 | 9,895 | 97,575 | 31,086 | 21,494 | 17,077 |
| Klamath | 1991 | 403,800 | 93,237 | 90,163 | 39,191 | 53,600 | 36,021 | 15,874 | 23,569 | 16,422 | 64,792 | 35,055 | 19,895 | 22,645 |
| | 1987 | 318,917 | 73,787 | 71,340 | 27,244 | 47,302 | 31,226 | 12,024 | 17,823 | 12,616 | 62,590 | 23,482 | 16,778 | 13,224 |
| Lake | 1991 | 44,224 | 14,835 | 14,263 | 4,845 | 938 | | 634 | 236 | 91 | 9,568 | 1,186 | 5,072 | 3,353 |
| | 1987 | 37,249 | 12,328 | 11,850 | 3,641 | 739 | | 544 | 498 | 206 | 9,366 | 1,234 | 4,389 | 2,110 |
| Lane | 1991 | 2,267,764 | 465,837 | 438,380 | 255,293 | 266,061 | 193,210 | 117,393 | 92,777 | 43,369 | 514,658 | 132,798 | 104,657 | 76,292 |
| | 1987 | 1,719,905 | 345,087 | 324,682 | 166,411 | 239,598 | 171,424 | 69,852 | 79,442 | 38,016 | 447,567 | 90,005 | 77,654 | 47,451 |
| Lincoln | 1991 | 364,841 | 108,219 | 82,899 | 57,974 | 41,763 | 31,785 | 10,314 | 11,297 | 7,612 | 36,784 | 35,150 | 16,471 | 16,488 |
| | 1987 | 256,510 | 74,766 | 57,261 | 40,465 | 25,944 | 19,491 | 6,676 | 7,012 | 4,742 | 31,917 | 23,000 | 16,517 | 10,179 |
| Linn | 1991 | 595,523 | 116,764 | 113,555 | 64,652 | 87,394 | 72,944 | 17,945 | 15,813 | 8,823 | 119,908 | 69,286 | 37,444 | 31,106 |
| | 1987 | 452,563 | 90,759 | 88,247 | 42,803 | 70,583 | 58,385 | 11,760 | 13,024 | 7,362 | 106,987 | 44,962 | 28,023 | 20,169 |
| Malheur | 1991 | 227,181 | 54,234 | 51,901 | 23,820 | 21,833 | 8,522 | 16,675 | 9,043 | 5,629 | 38,287 | 28,667 | 13,757 | 8,121 |
| | 1987 | 168,484 | 38,722 | 37,049 | 16,244 | 19,150 | 7,235 | 10,441 | 5,812 | 3,681 | 33,197 | 19,512 | 10,179 | 4,836 |
| Marion | 1991 | 1,760,089 | 342,213 | 327,575 | 193,716 | 246,887 | 187,672 | 81,941 | 83,901 | 36,654 | 349,562 | 128,429 | 119,468 | 76,118 |
| | 1987 | 1,309,924 | 248,491 | 237,814 | 127,678 | 218,534 | 163,962 | 57,651 | 64,020 | 28,493 | 295,247 | 83,199 | 79,417 | 44,175 |
| Morrow | 1991 | 19,687 | 7,879 | 7,639 | 1,183 | | | 323 | 232 | 128 | 1,271 | 5,409 | 384 | 1,173 |
| | 1987 | 17,358 | 6,635 | 6,431 | 1,380 | | | 336 | 260 | 144 | 1,627 | 4,181 | 556 | 742 |
| Multnomah | 1991 | 5,366,436 | 861,179 | 794,074 | 813,149 | 712,341 | 544,710 | 309,805 | 395,458 | 175,633 | 910,260 | 322,893 | 256,306 | 115,389 |
| | 1987 | 4,161,322 | 650,196 | 599,411 | 528,789 | 681,415 | 514,424 | 208,181 | 272,414 | 124,182 | 848,690 | 241,195 | 164,206 | 64,460 |
| Polk | 1991 | 168,227 | 67,485 | 65,682 | 22,450 | 4,296 | | 998 | 4,413 | 1,062 | 23,801 | 15,352 | 5,816 | 14,196 |
| | 1987 | 121,538 | 50,773 | 49,407 | 14,561 | 3,458 | | 688 | 2,918 | 699 | 17,309 | 12,150 | 5,620 | 8,110 |
| Sherman | 1991 | 10,841 | 181 | 43 | 3,320 | 70 | | 162 | | | 114 | 6,289 | 104 | |
| | 1987 | 8,901 | 309 | 73 | 2,609 | 122 | | 177 | | | 123 | 4,905 | 192 | |
| Tillamook | 1991 | 120,167 | 39,721 | 38,368 | 20,524 | 3,651 | | 4,571 | 2,883 | 1,163 | 14,561 | 10,881 | 6,742 | 5,678 |
| | 1987 | 91,160 | 30,993 | 29,931 | 12,502 | 3,090 | | 3,699 | 2,241 | 908 | 15,213 | 6,591 | 5,405 | 3,459 |
| Umatilla | 1991 | 409,339 | 99,583 | 97,235 | 47,541 | 22,821 | 8,401 | 17,461 | 18,169 | 12,397 | 96,137 | 36,620 | 17,720 | 27,052 |
| | 1987 | 329,525 | 79,321 | 77,436 | 31,526 | 20,210 | 7,193 | 12,513 | 13,945 | 9,676 | 91,002 | 27,972 | 14,517 | 16,910 |
| Union | 1991 | 135,782 | 30,632 | 29,693 | 20,118 | 2,296 | | 11,735 | 5,138 | 3,036 | 19,783 | 12,367 | 5,889 | 16,119 |
| | 1987 | 105,838 | 26,135 | 25,329 | 13,550 | 2,308 | | 7,140 | 4,507 | 2,667 | 19,040 | 9,549 | 4,906 | 9,946 |
| Wallowa | 1991 | 41,101 | 14,672 | 14,166 | 3,385 | 265 | | 784 | 209 | 209 | 12,420 | 3,078 | 2,368 | 858 |
| | 1987 | 30,911 | 10,641 | 10,272 | 2,144 | 270 | | 684 | 206 | 206 | 10,292 | 2,080 | 1,786 | 818 |
| Wasco | 1991 | 210,441 | 34,122 | 33,326 | 19,282 | 35,106 | 31,046 | 8,860 | 3,655 | 2,097 | 61,920 | 13,875 | 9,140 | 11,938 |
| | 1987 | 153,723 | 25,727 | 25,122 | 13,508 | 23,364 | 20,525 | 6,947 | 3,038 | 1,762 | 46,640 | 8,958 | 7,431 | 8,358 |
| Washington | 1991 | 3,392,408 | 537,996 | 505,868 | 298,322 | 703,795 | 480,544 | 197,924 | 198,676 | 88,745 | 736,322 | 160,562 | 151,468 | 61,324 |
| | 1987 | 2,401,227 | 359,328 | 337,802 | 191,760 | 502,466 | 337,258 | 143,960 | 127,098 | 58,244 | 607,329 | 105,135 | 99,363 | 38,439 |
| Wheeler | 1991 | 5,065 | 402 | 351 | 576 | 127 | | | 52 | | 2,319 | 217 | | |
| | 1987 | 3,732 | 361 | 315 | 345 | 169 | | | 61 | | 1,753 | 144 | | |
| Yamhill | 1991 | 399,554 | 99,193 | 95,492 | 42,201 | 28,646 | 18,874 | 10,858 | 17,154 | 9,496 | 120,935 | 19,162 | 26,512 | 12,921 |
| | 1987 | 290,995 | 68,324 | 65,762 | 26,383 | 19,089 | 12,349 | 7,799 | 10,775 | 6,068 | 104,578 | 13,220 | 16,762 | 8,716 |
| **TOTAL METRO COUNTIES** | 1991 | **16,970,223** | **3,066,481** | **2,881,984** | **1,971,961** | **2,499,789** | **1,825,112** | **889,890** | **914,244** | **420,691** | **3,361,352** | **1,008,614** | **840,317** | **451,400** |
| | 1987 | 12,606,794 | 2,249,040 | 2,113,051 | 1,265,266 | 2,067,058 | 1,494,280 | 603,964 | 648,077 | 306,021 | 2,911,686 | 687,994 | 573,213 | 263,290 |
| **TOTAL STATE** | 1991 | **23,262,179** | **4,582,412** | **4,312,440** | **2,721,017** | **3,102,492** | **2,225,667** | **1,140,413** | **1,145,947** | **563,184** | **4,477,243** | **1,566,441** | **1,223,551** | **820,429** |
| | 1987 | 17,339,757 | 3,401,597 | 3,201,917 | 1,764,158 | 2,533,036 | 1,794,897 | 780,714 | 819,056 | 412,090 | 3,924,759 | 1,074,725 | 859,631 | 484,214 |
| **PENNSYLVANIA** | | | | | | | | | | | | | | |
| **ALLENTOWN - BETHLEHEM - EASTON** | 1991 | **5,067,637** | **1,135,355** | **1,066,762** | **429,125** | **542,924** | **469,588** | **256,039** | **208,408** | **114,516** | **1,044,491** | **314,303** | **322,467** | **196,988** |
| | 1987 | 4,574,758 | 923,581 | 867,660 | 376,499 | 507,482 | 435,827 | 213,885 | 186,856 | 104,550 | 1,049,716 | 282,716 | 302,293 | 152,885 |
| Carbon | 1991 | 242,524 | 68,975 | 65,582 | 23,046 | 7,189 | 4,640 | 4,427 | 7,751 | 4,068 | 60,329 | 13,378 | 20,476 | 13,371 |
| | 1987 | 233,470 | 62,143 | 59,075 | 19,247 | 7,913 | 5,004 | 4,228 | 7,323 | 3,868 | 62,554 | 13,979 | 20,994 | 11,320 |
| Lehigh | 1991 | 2,724,295 | 504,809 | 470,742 | 229,847 | 378,925 | 332,257 | 186,295 | 134,986 | 73,227 | 517,864 | 120,079 | 167,623 | 99,191 |
| | 1987 | 2,464,682 | 411,275 | 383,443 | 204,684 | 365,460 | 318,275 | 143,651 | 122,433 | 67,822 | 516,369 | 111,824 | 154,399 | 73,867 |
| Northampton | 1991 | 1,377,810 | 398,301 | 375,890 | 128,108 | 110,752 | 94,409 | 43,088 | 42,301 | 22,225 | 311,575 | 87,768 | 73,784 | 54,632 |
| | 1987 | 1,231,966 | 311,864 | 294,257 | 109,546 | 97,224 | 82,174 | 47,214 | 36,903 | 19,815 | 313,566 | 77,898 | 70,501 | 44,235 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1991<br>U.S. CENSUS: 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **PENNSYLVANIA (continued)** | | | | | | | | | | | | | | |
| **ALLENTOWN - BETHLEHEM - EASTON (continued)** | | | | | | | | | | | | | | |
| *Warren, N. J.* | *1991* | *723,008* | *163,270* | *154,548* | *48,124* | *46,058* | *38,282* | *22,229* | *23,370* | *14,996* | *154,723* | *93,078* | *60,584* | *29,794* |
| | *1987* | *644,640* | *138,299* | *130,885* | *43,022* | *36,885* | *30,374* | *18,792* | *20,197* | *13,045* | *157,227* | *79,015* | *56,399* | *23,463* |
| **ALTOONA** | **1991** | **967,197** | **246,664** | **235,475** | **80,789** | **137,495** | **117,184** | **45,168** | **56,105** | **32,421** | **201,293** | **54,876** | **42,102** | **42,708** |
| | 1987 | 880,874 | 201,601 | 192,418 | 68,002 | 134,885 | 114,036 | 40,933 | 48,570 | 28,602 | 200,990 | 45,553 | 48,613 | 33,706 |
| Blair | 1991 | 967,197 | 246,664 | 235,475 | 80,789 | 137,495 | 117,184 | 45,168 | 56,105 | 32,421 | 201,293 | 54,876 | 42,102 | 42,708 |
| | 1987 | 880,874 | 201,601 | 192,418 | 68,002 | 134,885 | 114,036 | 40,933 | 48,570 | 28,602 | 200,990 | 45,553 | 48,613 | 33,706 |
| **BEAVER COUNTY** | **1991** | **918,288** | **248,925** | **235,775** | **80,900** | **159,806** | **140,218** | **34,639** | **38,432** | **20,461** | **156,205** | **61,204** | **34,556** | **48,678** |
| | 1987 | 872,479 | 209,699 | 198,582 | 75,370 | 167,327 | 145,819 | 30,954 | 33,078 | 17,921 | 162,444 | 56,457 | 35,896 | 38,897 |
| Beaver | 1991 | 918,288 | 248,925 | 235,775 | 80,900 | 159,806 | 140,218 | 34,639 | 38,432 | 20,461 | 156,205 | 61,204 | 34,556 | 48,678 |
| | 1987 | 872,479 | 209,699 | 198,582 | 75,370 | 167,327 | 145,819 | 30,954 | 33,078 | 17,921 | 162,444 | 56,457 | 35,896 | 38,897 |
| **ERIE** | **1991** | **1,788,155** | **420,105** | **396,784** | **182,161** | **240,886** | **193,607** | **75,792** | **101,126** | **40,494** | **355,544** | **122,223** | **69,066** | **96,657** |
| | 1987 | 1,621,840 | 347,823 | 328,449 | 159,238 | 215,213 | 171,083 | 66,576 | 80,907 | 33,140 | 367,767 | 121,249 | 73,258 | 72,927 |
| Erie | 1991 | 1,788,155 | 420,105 | 396,784 | 182,161 | 240,886 | 193,607 | 75,792 | 101,126 | 40,494 | 355,544 | 122,223 | 69,066 | 96,657 |
| | 1987 | 1,621,840 | 347,823 | 328,449 | 159,238 | 215,213 | 171,083 | 66,576 | 80,907 | 33,140 | 367,767 | 121,249 | 73,258 | 72,927 |
| **HARRISBURG - LEBANON - CARLISLE** | **1991** | **4,927,231** | **886,308** | **841,015** | **397,478** | **536,542** | **470,263** | **168,259** | **219,252** | **118,734** | **1,204,249** | **488,509** | **213,762** | **164,573** |
| | 1987 | 4,434,757 | 748,623 | 710,175 | 337,376 | 514,470 | 449,161 | 150,009 | 197,383 | 109,410 | 1,149,095 | 376,662 | 233,466 | 127,180 |
| Cumberland | 1991 | 1,901,051 | 335,469 | 321,064 | 155,502 | 243,391 | 219,209 | 66,105 | 72,512 | 44,214 | 327,483 | 192,061 | 72,360 | 62,180 |
| | 1987 | 1,708,057 | 282,401 | 270,221 | 134,461 | 212,101 | 189,973 | 60,594 | 74,793 | 46,247 | 325,189 | 150,615 | 85,741 | 48,550 |
| Dauphin | 1991 | 1,943,949 | 344,619 | 328,099 | 171,549 | 202,198 | 168,765 | 84,095 | 94,885 | 43,987 | 527,584 | 166,021 | 93,189 | 73,536 |
| | 1987 | 1,753,429 | 292,370 | 278,298 | 144,129 | 206,326 | 170,634 | 69,622 | 81,262 | 38,419 | 499,920 | 137,320 | 93,173 | 56,176 |
| Lebanon | 1991 | 887,926 | 150,603 | 139,865 | 61,696 | 83,865 | 82,289 | 17,671 | 43,557 | 27,725 | 296,228 | 106,519 | 39,873 | 25,427 |
| | 1987 | 812,157 | 135,424 | 125,743 | 51,494 | 90,345 | 88,554 | 19,346 | 35,301 | 22,731 | 271,314 | 71,795 | 46,773 | 19,280 |
| Perry | 1991 | 194,305 | 55,617 | 51,987 | 8,731 | 7,088 | | 388 | 8,298 | 2,808 | 52,954 | 23,908 | 8,340 | 3,430 |
| | 1987 | 161,114 | 38,428 | 35,913 | 7,292 | 5,698 | | 447 | 6,027 | 2,013 | 52,672 | 16,932 | 7,779 | 3,174 |
| **JOHNSTOWN** | **1991** | **1,315,957** | **337,964** | **322,423** | **112,797** | **129,474** | **109,551** | **40,434** | **52,760** | **25,019** | **289,075** | **133,011** | **54,427** | **72,867** |
| | 1987 | 1,201,040 | 278,813 | 265,932 | 93,462 | 133,164 | 113,009 | 40,190 | 47,169 | 23,018 | 282,368 | 110,259 | 66,275 | 58,987 |
| Cambria | 1991 | 912,827 | 244,239 | 232,849 | 77,365 | 103,370 | 92,564 | 32,028 | 37,482 | 16,282 | 174,638 | 81,692 | 40,070 | 55,197 |
| | 1987 | 857,955 | 204,299 | 194,732 | 65,627 | 111,218 | 99,009 | 33,872 | 33,250 | 14,843 | 174,199 | 72,957 | 48,287 | 45,521 |
| Somerset | 1991 | 403,130 | 93,725 | 89,574 | 35,432 | 26,104 | 16,987 | 8,406 | 15,278 | 8,737 | 114,437 | 51,319 | 14,357 | 17,670 |
| | 1987 | 343,085 | 74,514 | 71,200 | 27,835 | 21,946 | 14,000 | 6,318 | 13,919 | 8,175 | 108,169 | 37,302 | 17,988 | 13,466 |
| **LANCASTER** | **1991** | **3,181,507** | **720,713** | **634,095** | **300,045** | **248,794** | **198,508** | **160,844** | **206,779** | **118,516** | **727,131** | **128,555** | **229,049** | **111,534** |
| | 1987 | 2,806,817 | 567,250 | 498,976 | 249,151 | 267,576 | 211,117 | 126,085 | 161,516 | 93,607 | 657,707 | 118,582 | 237,767 | 86,538 |
| Lancaster | 1991 | 3,181,507 | 720,713 | 634,095 | 300,045 | 248,794 | 198,508 | 160,844 | 206,779 | 118,516 | 727,131 | 128,555 | 229,049 | 111,534 |
| | 1987 | 2,806,817 | 567,250 | 498,976 | 249,151 | 267,576 | 211,117 | 126,085 | 161,516 | 93,607 | 657,707 | 118,582 | 237,767 | 86,538 |
| **PHILADELPHIA** | **1991** | **35,120,446** | **7,708,966** | **6,993,839** | **3,107,033** | **3,999,091** | **3,445,293** | **2,119,005** | **1,693,050** | **992,812** | **7,329,641** | **1,945,187** | **1,269,154** | **1,430,456** |
| | 1987 | 31,960,717 | 6,363,089 | 5,763,585 | 2,825,614 | 3,724,247 | 3,195,018 | 1,914,336 | 1,576,384 | 942,669 | 7,123,201 | 1,677,597 | 1,450,353 | 1,138,030 |
| Bucks | 1991 | 4,958,338 | 1,051,510 | 964,977 | 360,178 | 569,658 | 463,126 | 176,274 | 225,347 | 154,995 | 1,273,802 | 241,099 | 238,873 | 141,055 |
| | 1987 | 4,345,767 | 805,293 | 738,874 | 319,062 | 477,987 | 384,566 | 157,351 | 193,060 | 133,831 | 1,283,680 | 218,252 | 252,173 | 102,303 |
| Chester | 1991 | 2,546,075 | 516,874 | 484,155 | 228,314 | 156,130 | 131,243 | 111,195 | 142,229 | 77,442 | 750,040 | 177,851 | 125,117 | 85,309 |
| | 1987 | 2,211,670 | 449,355 | 420,826 | 185,237 | 135,942 | 113,266 | 80,950 | 104,953 | 58,151 | 675,339 | 143,628 | 140,399 | 68,798 |
| Delaware | 1991 | 4,056,706 | 895,039 | 794,094 | 339,749 | 367,412 | 333,718 | 187,441 | 204,961 | 95,632 | 760,738 | 248,477 | 143,887 | 168,475 |
| | 1987 | 3,830,451 | 780,712 | 692,523 | 318,863 | 444,541 | 401,700 | 181,089 | 171,699 | 80,959 | 765,034 | 215,624 | 163,608 | 144,890 |
| Montgomery | 1991 | 7,079,937 | 1,397,551 | 1,297,533 | 522,485 | 1,005,868 | 920,211 | 478,441 | 377,899 | 218,567 | 1,483,969 | 381,616 | 226,664 | 239,479 |
| | 1987 | 6,441,239 | 1,134,510 | 1,053,107 | 471,332 | 940,148 | 855,941 | 447,945 | 358,676 | 211,868 | 1,410,736 | 323,054 | 277,153 | 190,289 |
| Philadelphia | 1991 | 7,451,387 | 1,826,320 | 1,583,435 | 972,845 | 837,029 | 671,864 | 692,375 | 284,502 | 168,126 | 992,815 | 353,904 | 214,265 | 466,234 |
| | 1987 | 7,207,941 | 1,633,364 | 1,415,857 | 919,053 | 737,641 | 585,526 | 628,167 | 346,050 | 208,352 | 1,000,366 | 326,599 | 274,393 | 383,585 |
| *Burlington, N. J.* | *1991* | *3,484,868* | *732,812* | *676,225* | *244,672* | *379,851* | *317,428* | *140,747* | *128,968* | *73,093* | *1,086,401* | *178,986* | *109,637* | *106,080* |
| | *1987* | *2,943,369* | *520,883* | *480,565* | *231,759* | *347,321* | *287,632* | *109,604* | *117,683* | *67,999* | *989,259* | *164,169* | *102,772* | *74,897* |
| *Camden, N. J.* | *1991* | *3,682,068* | *907,656* | *837,094* | *309,787* | *418,791* | *372,281* | *236,897* | *251,437* | *172,900* | *503,096* | *202,315* | *137,893* | *165,608* |
| | *1987* | *3,353,854* | *732,576* | *675,490* | *276,734* | *391,867* | *346,140* | *228,253* | *222,371* | *155,437* | *548,838* | *181,520* | *165,945* | *129,311* |
| *Gloucester, N. J.* | *1991* | *1,861,067* | *381,204* | *356,326* | *129,003* | *264,352* | *235,422* | *95,635* | *77,707* | *32,057* | *478,780* | *160,939* | *72,818* | *58,216* |
| | *1987* | *1,626,426* | *306,396* | *286,343* | *103,574* | *248,800* | *220,247* | *80,977* | *61,892* | *26,072* | *449,949* | *104,751* | *73,910* | *43,957* |
| ***PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA*** | ***1991*** | ***43,684,006*** | ***9,416,744*** | ***8,585,173*** | ***3,806,153*** | ***5,011,868*** | ***4,318,592*** | ***2,543,696*** | ***2,126,613*** | ***1,242,219*** | ***9,295,696*** | ***2,520,352*** | ***1,634,053*** | ***1,761,711*** |
| | *1987* | *39,445,794* | *7,787,149* | *7,090,500* | *3,445,753* | *4,638,445* | *3,977,917* | *2,276,718* | *1,968,356* | *1,172,169* | *8,963,663* | *2,168,925* | *1,786,332* | *1,385,444* |
| **PITTSBURGH** | **1991** | **13,598,441** | **2,970,470** | **2,782,595** | **1,344,016** | **1,774,971** | **1,508,527** | **757,709** | **651,704** | **379,644** | **2,910,100** | **881,891** | **484,692** | **598,048** |
| | 1987 | 12,816,750 | 2,563,917 | 2,397,900 | 1,258,321 | 1,783,906 | 1,506,086 | 678,075 | 589,039 | 349,748 | 2,937,047 | 812,051 | 565,873 | 490,823 |
| Allegheny | 1991 | 9,205,579 | 1,813,904 | 1,677,710 | 987,464 | 1,314,897 | 1,098,802 | 568,104 | 465,269 | 264,169 | 1,927,529 | 505,220 | 283,081 | 419,102 |
| | 1987 | 8,809,950 | 1,673,651 | 1,547,678 | 932,803 | 1,282,966 | 1,062,378 | 513,331 | 427,217 | 247,991 | 1,956,474 | 484,396 | 341,785 | 346,435 |
| Fayette | 1991 | 959,179 | 294,660 | 284,021 | 73,358 | 115,807 | 100,913 | 50,371 | 32,240 | 13,244 | 151,201 | 115,253 | 42,909 | 35,048 |
| | 1987 | 835,210 | 218,936 | 210,989 | 61,859 | 115,509 | 99,922 | 39,949 | 27,567 | 11,422 | 163,707 | 79,753 | 46,197 | 32,393 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1991<br>U.S. CENSUS 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **PENNSYLVANIA (continued)** | | | | | | | | | | | | | | |
| **PITTSBURGH (continued)** | | | | | | | | | | | | | | |
| Washington | 1991 | 1,181,695 | 335,213 | 319,334 | 87,868 | 91,135 | 83,357 | 60,646 | 49,973 | 29,203 | 300,532 | 94,548 | 42,848 | 39,475 |
| | 1987 | 1,083,882 | 255,422 | 243,274 | 88,567 | 103,881 | 94,545 | 50,371 | 43,560 | 25,852 | 295,017 | 90,777 | 47,694 | 33,752 |
| Westmoreland | 1991 | 2,251,988 | 526,693 | 501,530 | 195,326 | 253,132 | 225,455 | 78,588 | 104,222 | 73,028 | 530,838 | 166,870 | 115,854 | 104,423 |
| | 1987 | 2,087,708 | 415,908 | 395,959 | 175,092 | 281,550 | 249,241 | 74,424 | 90,695 | 64,483 | 521,849 | 157,125 | 130,197 | 78,243 |
| ***PITTSBURGH - BEAVER VALLEY CONSOLIDATED AREA*** | *1991* | ***14,316,729*** | ***3,219,395*** | ***3,018,370*** | ***1,424,916*** | ***1,934,777*** | ***1,648,745*** | ***792,348*** | ***690,136*** | ***400,105*** | ***3,066,305*** | ***943,095*** | ***519,248*** | ***646,726*** |
| | *1987* | *13,689,229* | *2,773,616* | *2,596,482* | *1,333,691* | *1,951,233* | *1,651,905* | *709,029* | *622,117* | *367,669* | *3,099,491* | *868,508* | *601,769* | *529,720* |
| **READING** | 1991 | **2,548,238** | **511,291** | **470,028** | **232,967** | **316,687** | **283,859** | **248,020** | **135,623** | **75,939** | **472,028** | **159,810** | **103,701** | **79,709** |
| | 1987 | 2,242,517 | 418,940 | 385,053 | 197,701 | 275,256 | 245,290 | 213,100 | 119,574 | 67,830 | 483,259 | 121,751 | 102,361 | 61,930 |
| Berks | 1991 | 2,548,238 | 511,291 | 470,028 | 232,967 | 316,687 | 283,859 | 248,020 | 135,623 | 75,939 | 472,028 | 159,810 | 103,701 | 79,709 |
| | 1987 | 2,242,517 | 418,940 | 385,053 | 197,701 | 275,256 | 245,290 | 213,100 | 119,574 | 67,830 | 483,259 | 121,751 | 102,361 | 61,930 |
| **SCRANTON - WILKES-BARRE** | 1991 | **5,268,973** | **1,156,057** | **1,078,133** | **457,779** | **689,292** | **587,435** | **247,516** | **218,330** | **130,619** | **942,211** | **450,583** | **296,715** | **247,765** |
| | 1987 | 4,639,755 | 952,107 | 886,764 | 395,603 | 637,005 | 539,074 | 224,696 | 179,541 | 108,960 | 913,083 | 331,108 | 302,622 | 192,749 |
| Columbia | 1991 | 412,604 | 78,231 | 73,530 | 39,240 | 47,884 | 35,108 | 11,142 | 12,443 | 4,094 | 82,882 | 31,460 | 27,762 | 16,865 |
| | 1987 | 350,875 | 70,445 | 66,198 | 31,284 | 37,779 | 27,299 | 10,216 | 10,147 | 3,421 | 72,891 | 26,694 | 28,822 | 12,990 |
| Lackawanna | 1991 | 1,643,765 | 373,024 | 345,701 | 151,234 | 242,955 | 213,221 | 94,318 | 56,863 | 38,495 | 284,222 | 124,993 | 88,836 | 97,574 |
| | 1987 | 1,439,989 | 292,963 | 271,450 | 123,840 | 224,803 | 195,937 | 86,654 | 50,631 | 34,760 | 279,013 | 90,549 | 92,759 | 73,737 |
| Luzerne | 1991 | 2,186,878 | 470,984 | 433,840 | 181,968 | 296,066 | 250,708 | 109,580 | 105,432 | 60,164 | 395,768 | 188,410 | 110,901 | 100,762 |
| | 1987 | 1,985,919 | 413,181 | 380,519 | 169,009 | 290,207 | 243,647 | 101,660 | 86,670 | 50,123 | 390,370 | 136,073 | 107,474 | 78,878 |
| Monroe | 1991 | 897,617 | 205,325 | 198,869 | 74,575 | 93,510 | 80,608 | 28,311 | 39,550 | 25,875 | 149,609 | 89,483 | 62,218 | 27,739 |
| | 1987 | 739,266 | 147,743 | 143,069 | 61,796 | 75,606 | 64,687 | 22,718 | 28,780 | 19,003 | 140,687 | 65,289 | 64,411 | 22,743 |
| Wyoming | 1991 | 128,109 | 28,493 | 26,193 | 10,762 | 8,877 | 7,790 | 4,165 | 4,042 | 1,991 | 29,730 | 16,237 | 6,998 | 4,825 |
| | 1987 | 123,706 | 27,775 | 25,528 | 9,674 | 8,610 | 7,504 | 3,448 | 3,313 | 1,653 | 30,122 | 12,503 | 9,156 | 4,401 |
| **SHARON** | 1991 | **699,910** | **162,762** | **153,657** | **63,677** | **82,876** | **64,287** | **41,190** | **38,162** | **25,081** | **163,284** | **47,038** | **24,098** | **34,994** |
| | 1987 | 639,114 | 130,598 | 123,267 | 55,648 | 88,508 | 67,826 | 33,374 | 35,626 | 23,699 | 159,974 | 44,996 | 28,968 | 25,476 |
| Mercer | 1991 | 699,910 | 162,762 | 153,657 | 63,677 | 82,876 | 64,287 | 41,190 | 38,162 | 25,081 | 163,284 | 47,038 | 24,098 | 34,994 |
| | 1987 | 639,114 | 130,598 | 123,267 | 55,648 | 88,508 | 67,826 | 33,374 | 35,626 | 23,699 | 159,974 | 44,996 | 28,968 | 25,476 |
| **STATE COLLEGE** | 1991 | **813,758** | **141,567** | **134,786** | **93,710** | **99,866** | **76,922** | **40,875** | **47,302** | **21,881** | **150,978** | **67,705** | **46,278** | **31,973** |
| | 1987 | 719,399 | 133,084 | 126,684 | 79,603 | 82,086 | 62,433 | 35,544 | 35,624 | 17,067 | 148,004 | 51,724 | 51,984 | 24,337 |
| Centre | 1991 | 813,758 | 141,567 | 134,786 | 93,710 | 99,866 | 76,922 | 40,875 | 47,302 | 21,881 | 150,978 | 67,705 | 46,278 | 31,973 |
| | 1987 | 719,399 | 133,084 | 126,684 | 79,603 | 82,086 | 62,433 | 35,544 | 35,624 | 17,067 | 148,004 | 51,724 | 51,984 | 24,337 |
| **WILLIAMSPORT** | 1991 | **867,624** | **200,041** | **177,150** | **63,954** | **94,189** | **86,829** | **46,254** | **38,039** | **14,129** | **186,807** | **44,166** | **40,594** | **33,674** |
| | 1987 | 782,964 | 164,642 | 145,773 | 56,388 | 91,526 | 83,988 | 42,081 | 33,165 | 12,483 | 188,917 | 33,935 | 40,724 | 28,109 |
| Lycoming | 1991 | 867,624 | 200,041 | 177,150 | 63,954 | 94,189 | 86,829 | 46,254 | 38,039 | 14,129 | 186,807 | 44,166 | 40,594 | 33,674 |
| | 1987 | 782,964 | 164,642 | 145,773 | 56,388 | 91,526 | 83,988 | 42,081 | 33,165 | 12,483 | 188,917 | 33,935 | 40,724 | 28,109 |
| **YORK** | 1991 | **3,063,336** | **618,595** | **579,008** | **247,186** | **293,247** | **243,868** | **92,961** | **119,335** | **69,530** | **595,878** | **122,394** | **138,686** | **90,572** |
| | 1987 | 2,659,128 | 501,780 | 469,630 | 217,929 | 279,253 | 231,735 | 89,439 | 111,429 | 66,038 | 589,700 | 123,833 | 141,628 | 68,533 |
| Adams | 1991 | 340,495 | 95,493 | 88,297 | 52,797 | 20,021 | 10,808 | 4,436 | 15,347 | 7,757 | 80,167 | 12,759 | 19,039 | 10,398 |
| | 1987 | 283,918 | 73,410 | 67,865 | 41,988 | 14,180 | 7,467 | 4,246 | 12,781 | 6,501 | 69,865 | 16,176 | 18,087 | 7,745 |
| York | 1991 | 2,722,841 | 523,102 | 490,711 | 194,389 | 273,226 | 233,060 | 88,525 | 103,988 | 61,773 | 515,711 | 109,635 | 119,647 | 80,174 |
| | 1987 | 2,375,210 | 428,370 | 401,765 | 175,941 | 265,073 | 224,268 | 85,193 | 98,648 | 59,537 | 519,835 | 107,657 | 123,541 | 60,788 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Adams | 1991 | 340,495 | 95,493 | 88,297 | 52,797 | 20,021 | 10,808 | 4,436 | 15,347 | 7,757 | 80,167 | 12,759 | 19,039 | 10,398 |
| | 1987 | 283,918 | 73,410 | 67,865 | 41,988 | 14,180 | 7,467 | 4,246 | 12,781 | 6,501 | 69,865 | 16,176 | 18,087 | 7,745 |
| Allegheny | 1991 | 9,205,579 | 1,813,904 | 1,677,710 | 987,464 | 1,314,897 | 1,098,802 | 568,104 | 465,269 | 264,169 | 1,927,529 | 505,220 | 283,081 | 419,102 |
| | 1987 | 8,809,950 | 1,673,651 | 1,547,678 | 932,803 | 1,282,966 | 1,062,378 | 513,331 | 427,217 | 247,991 | 1,956,474 | 484,396 | 341,785 | 346,435 |
| Armstrong | 1991 | 318,574 | 84,006 | 78,078 | 24,095 | 34,254 | 28,626 | 8,242 | 10,174 | 6,938 | 70,568 | 35,262 | 17,075 | 14,010 |
| | 1987 | 309,608 | 77,083 | 71,628 | 23,591 | 29,163 | 24,145 | 8,474 | 9,889 | 6,777 | 74,472 | 30,426 | 22,509 | 14,661 |
| Beaver | 1991 | 918,288 | 248,925 | 235,775 | 80,900 | 159,806 | 140,218 | 34,639 | 38,432 | 20,461 | 156,205 | 61,204 | 34,556 | 48,678 |
| | 1987 | 872,479 | 209,699 | 198,582 | 75,370 | 167,327 | 145,819 | 30,954 | 33,078 | 17,921 | 162,444 | 56,457 | 35,896 | 38,897 |
| Bedford | 1991 | 339,153 | 50,769 | 49,341 | 33,926 | 13,619 | 9,990 | 3,999 | 12,349 | 6,247 | 71,613 | 82,373 | 12,147 | 11,897 |
| | 1987 | 279,745 | 41,737 | 40,555 | 33,316 | 9,738 | 7,040 | 3,460 | 8,241 | 4,255 | 68,072 | 61,016 | 11,462 | 9,619 |
| Berks | 1991 | 2,548,238 | 511,291 | 470,028 | 232,967 | 316,687 | 283,859 | 248,020 | 135,623 | 75,939 | 472,028 | 159,810 | 103,701 | 79,709 |
| | 1987 | 2,242,517 | 418,940 | 385,053 | 197,701 | 275,256 | 245,290 | 213,100 | 119,574 | 67,830 | 483,259 | 121,751 | 102,361 | 61,930 |
| Blair | 1991 | 967,197 | 246,664 | 235,475 | 80,789 | 137,495 | 117,184 | 45,168 | 56,105 | 32,421 | 201,293 | 54,876 | 42,102 | 42,708 |
| | 1987 | 880,874 | 201,601 | 192,418 | 68,002 | 134,885 | 114,036 | 40,933 | 48,570 | 28,602 | 200,990 | 45,553 | 48,613 | 33,706 |
| Bradford | 1991 | 364,104 | 71,271 | 68,853 | 22,764 | 29,622 | 23,404 | 8,617 | 8,451 | 4,724 | 111,804 | 35,015 | 23,459 | 15,670 |
| | 1987 | 335,289 | 66,087 | 63,832 | 20,410 | 25,514 | 19,922 | 9,674 | 7,673 | 4,359 | 105,354 | 25,833 | 25,042 | 16,204 |
| Bucks | 1991 | 4,958,338 | 1,051,510 | 964,977 | 360,178 | 569,658 | 463,126 | 176,274 | 225,347 | 154,995 | 1,273,802 | 241,099 | 238,873 | 141,055 |
| | 1987 | 4,345,767 | 805,293 | 738,874 | 319,062 | 477,987 | 384,566 | 157,351 | 193,060 | 133,831 | 1,283,680 | 218,252 | 252,173 | 102,303 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1991<br>U.S. CENSUS 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **PENNSYLVANIA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Butler | 1991 | 919,148 | 205,403 | 192,765 | 78,182 | 125,680 | 113,017 | 25,634 | 45,749 | 22,938 | 190,562 | 92,796 | 59,685 | 26,494 |
| | 1987 | 823,341 | 169,018 | 158,586 | 71,945 | 110,405 | 98,708 | 23,881 | 41,593 | 21,374 | 191,477 | 70,614 | 58,583 | 24,205 |
| Cambria | 1991 | 912,827 | 244,239 | 232,849 | 77,365 | 103,370 | 92,564 | 32,028 | 37,482 | 16,282 | 174,638 | 81,692 | 40,070 | 55,197 |
| | 1987 | 857,955 | 204,299 | 194,732 | 65,627 | 111,218 | 99,009 | 33,872 | 33,250 | 14,843 | 174,199 | 72,957 | 48,287 | 45,521 |
| Cameron | 1991 | 27,995 | 9,529 | 9,160 | 2,621 | 546 | | 348 | 691 | 497 | 5,203 | 952 | 362 | 1,289 |
| | 1987 | 26,679 | 7,883 | 7,576 | 2,181 | 988 | | 428 | 628 | 464 | 4,981 | 1,385 | 598 | 1,219 |
| Carbon | 1991 | 242,524 | 68,975 | 65,582 | 23,046 | 7,189 | 4,640 | 4,427 | 7,751 | 4,068 | 60,329 | 13,378 | 20,476 | 13,371 |
| | 1987 | 233,470 | 62,143 | 59,075 | 19,247 | 7,913 | 5,004 | 4,228 | 7,323 | 3,868 | 62,554 | 13,979 | 20,994 | 11,320 |
| Centre | 1991 | 813,758 | 141,567 | 134,786 | 93,710 | 99,866 | 76,922 | 40,875 | 47,302 | 21,881 | 150,978 | 67,705 | 46,278 | 31,973 |
| | 1987 | 719,399 | 133,084 | 126,684 | 79,603 | 82,086 | 62,433 | 35,544 | 35,624 | 17,067 | 148,004 | 51,724 | 51,984 | 24,337 |
| Chester | 1991 | 2,546,075 | 516,874 | 484,155 | 228,314 | 156,130 | 131,243 | 111,195 | 142,229 | 77,442 | 750,040 | 177,851 | 125,117 | 85,309 |
| | 1987 | 2,211,670 | 449,355 | 420,826 | 185,237 | 135,942 | 113,266 | 80,950 | 104,953 | 58,151 | 675,339 | 143,628 | 140,399 | 68,798 |
| Clarion | 1991 | 207,354 | 59,830 | 58,836 | 18,077 | 17,715 | 14,943 | 11,631 | 6,818 | 3,650 | 38,109 | 18,769 | 11,242 | 11,082 |
| | 1987 | 192,188 | 47,640 | 46,839 | 18,816 | 15,974 | 13,356 | 11,053 | 6,020 | 3,307 | 36,187 | 18,966 | 15,116 | 8,825 |
| Clearfield | 1991 | 573,879 | 153,271 | 146,059 | 37,950 | 47,613 | 40,692 | 43,644 | 18,601 | 12,066 | 131,599 | 45,403 | 26,242 | 19,014 |
| | 1987 | 518,961 | 119,567 | 113,918 | 31,342 | 45,993 | 38,995 | 32,876 | 17,683 | 11,640 | 134,555 | 45,300 | 30,389 | 14,705 |
| Clinton | 1991 | 281,929 | 64,242 | 62,456 | 17,388 | 20,873 | 14,169 | 16,318 | 10,391 | 2,732 | 88,366 | 25,352 | 12,092 | 10,727 |
| | 1987 | 248,649 | 47,715 | 46,380 | 14,098 | 16,734 | 11,159 | 15,917 | 7,521 | 2,007 | 80,909 | 26,872 | 11,861 | 7,838 |
| Columbia | 1991 | 412,604 | 78,231 | 73,530 | 39,240 | 47,884 | 35,108 | 11,142 | 12,443 | 4,094 | 82,882 | 31,460 | 27,762 | 16,865 |
| | 1987 | 350,875 | 70,445 | 66,198 | 31,284 | 37,779 | 27,299 | 10,216 | 10,147 | 3,421 | 72,891 | 26,694 | 28,822 | 12,990 |
| Crawford | 1991 | 462,156 | 84,190 | 80,819 | 45,644 | 54,752 | 32,396 | 15,296 | 20,462 | 9,556 | 99,820 | 43,484 | 27,964 | 22,119 |
| | 1987 | 430,063 | 78,978 | 75,800 | 44,321 | 49,047 | 28,385 | 14,560 | 15,614 | 7,446 | 105,104 | 33,937 | 29,790 | 16,496 |
| Cumberland | 1991 | 1,901,051 | 335,469 | 321,064 | 155,502 | 243,391 | 219,209 | 66,105 | 72,512 | 44,214 | 327,483 | 192,061 | 72,360 | 62,180 |
| | 1987 | 1,708,067 | 282,401 | 270,221 | 134,461 | 212,101 | 189,973 | 60,594 | 74,793 | 46,247 | 325,189 | 150,615 | 85,741 | 48,550 |
| Dauphin | 1991 | 1,943,949 | 344,619 | 328,099 | 171,549 | 202,198 | 168,765 | 84,095 | 94,885 | 43,987 | 527,584 | 166,021 | 93,189 | 73,536 |
| | 1987 | 1,753,429 | 292,370 | 278,298 | 144,129 | 206,326 | 170,634 | 69,622 | 81,262 | 38,419 | 499,920 | 137,320 | 93,173 | 56,176 |
| Delaware | 1991 | 4,056,706 | 895,039 | 794,094 | 339,749 | 367,412 | 333,718 | 187,441 | 204,961 | 95,632 | 760,738 | 248,477 | 143,887 | 168,475 |
| | 1987 | 3,830,451 | 780,712 | 692,523 | 318,863 | 444,541 | 401,700 | 181,089 | 171,699 | 80,959 | 765,034 | 215,624 | 163,608 | 144,890 |
| Elk | 1991 | 167,869 | 49,168 | 47,221 | 12,908 | 11,633 | 9,830 | 3,811 | 7,585 | 3,757 | 25,736 | 15,784 | 11,662 | 10,569 |
| | 1987 | 145,801 | 39,362 | 37,796 | 10,626 | 11,423 | 9,565 | 3,410 | 5,675 | 2,876 | 27,101 | 12,030 | 12,204 | 9,074 |
| Erie | 1991 | 1,788,155 | 420,105 | 396,784 | 182,161 | 240,886 | 193,607 | 75,792 | 101,126 | 40,494 | 355,544 | 122,223 | 69,066 | 96,657 |
| | 1987 | 1,621,840 | 347,823 | 328,449 | 159,238 | 215,213 | 171,083 | 66,576 | 80,907 | 33,140 | 367,767 | 121,249 | 73,258 | 72,927 |
| Fayette | 1991 | 959,179 | 294,660 | 284,021 | 73,358 | 115,807 | 100,913 | 50,371 | 32,240 | 13,244 | 151,201 | 115,253 | 42,909 | 35,048 |
| | 1987 | 835,210 | 218,936 | 210,989 | 61,859 | 115,509 | 99,922 | 39,949 | 27,567 | 11,422 | 163,707 | 79,753 | 46,197 | 32,393 |
| Forest | 1991 | 14,412 | 4,502 | 4,315 | 1,623 | 536 | | 42 | 111 | | 2,485 | 1,696 | 1,257 | |
| | 1987 | 13,838 | 4,232 | 4,055 | 1,633 | 593 | | 74 | 126 | | 2,363 | 1,138 | 1,890 | |
| Franklin | 1991 | 729,469 | 158,535 | 146,317 | 64,358 | 87,868 | 81,888 | 27,637 | 29,200 | 14,172 | 149,280 | 74,225 | 37,393 | 32,711 |
| | 1987 | 656,959 | 128,645 | 118,707 | 56,023 | 81,371 | 75,542 | 31,117 | 26,806 | 13,285 | 156,139 | 50,388 | 38,387 | 25,581 |
| Fulton | 1991 | 51,505 | 9,261 | 8,614 | 3,623 | 832 | | 708 | 1,248 | 1,248 | 13,975 | 9,936 | 3,063 | 3,511 |
| | 1987 | 50,836 | 11,046 | 10,272 | 3,808 | 1,307 | | 621 | 1,093 | 1,093 | 13,647 | 7,839 | 3,679 | 3,362 |
| Greene | 1991 | 166,942 | 53,769 | 50,977 | 12,104 | 9,948 | 9,047 | 2,687 | 4,595 | 2,567 | 47,557 | 10,328 | 7,135 | 9,372 |
| | 1987 | 155,311 | 42,750 | 40,523 | 10,243 | 12,290 | 11,121 | 2,629 | 4,155 | 2,344 | 47,468 | 11,413 | 7,861 | 7,381 |
| Huntingdon | 1991 | 191,874 | 59,623 | 56,973 | 16,344 | 13,465 | 9,155 | 5,131 | 3,577 | 2,567 | 31,874 | 16,948 | 11,149 | 7,344 |
| | 1987 | 166,100 | 47,819 | 45,685 | 13,580 | 11,664 | 7,794 | 4,916 | 3,234 | 2,364 | 29,885 | 11,459 | 13,199 | 5,677 |
| Indiana | 1991 | 530,910 | 139,433 | 136,750 | 45,381 | 68,778 | 52,528 | 16,326 | 19,011 | 11,830 | 134,098 | 34,821 | 12,790 | 21,217 |
| | 1987 | 476,736 | 100,230 | 98,282 | 38,586 | 74,324 | 56,033 | 16,993 | 17,550 | 11,183 | 130,770 | 30,768 | 16,759 | 16,984 |
| Jefferson | 1991 | 238,684 | 66,185 | 63,503 | 15,218 | 11,282 | 7,004 | 5,352 | 11,844 | 4,438 | 51,067 | 36,809 | 12,303 | 12,667 |
| | 1987 | 221,236 | 52,927 | 50,772 | 13,446 | 12,473 | 7,584 | 5,221 | 9,435 | 3,576 | 54,305 | 32,913 | 14,244 | 9,812 |
| Juniata | 1991 | 81,876 | 26,691 | 25,252 | 4,831 | 952 | | 876 | 2,037 | 594 | 29,249 | 8,182 | 3,010 | 3,370 |
| | 1987 | 73,809 | 19,778 | 18,708 | 4,090 | 1,654 | | 701 | 1,943 | 594 | 30,088 | 6,412 | 3,455 | 2,527 |
| Lackawanna | 1991 | 1,643,765 | 373,024 | 345,701 | 151,234 | 242,955 | 213,221 | 94,318 | 56,863 | 38,495 | 284,222 | 124,993 | 88,836 | 97,574 |
| | 1987 | 1,439,989 | 292,963 | 271,450 | 123,840 | 224,803 | 195,937 | 86,654 | 50,631 | 34,760 | 279,013 | 90,549 | 92,759 | 73,737 |
| Lancaster | 1991 | 3,181,507 | 720,713 | 634,095 | 300,045 | 248,794 | 198,508 | 160,844 | 206,779 | 118,516 | 727,131 | 128,555 | 229,049 | 111,534 |
| | 1987 | 2,806,817 | 567,250 | 498,976 | 249,151 | 267,576 | 211,117 | 126,085 | 161,516 | 93,607 | 657,707 | 118,582 | 237,767 | 86,538 |
| Lawrence | 1991 | 526,768 | 131,642 | 126,569 | 46,636 | 44,524 | 33,098 | 12,779 | 18,056 | 11,897 | 118,163 | 21,866 | 20,514 | 25,511 |
| | 1987 | 495,214 | 113,269 | 108,883 | 40,341 | 47,228 | 34,607 | 14,666 | 15,911 | 10,519 | 119,167 | 28,881 | 22,252 | 20,338 |
| Lebanon | 1991 | 887,926 | 150,603 | 139,865 | 61,696 | 83,865 | 82,289 | 17,671 | 43,557 | 27,725 | 296,228 | 106,519 | 39,873 | 25,427 |
| | 1987 | 812,157 | 135,424 | 125,743 | 51,494 | 90,345 | 88,554 | 19,346 | 35,301 | 22,731 | 271,314 | 71,795 | 46,773 | 19,280 |
| Lehigh | 1991 | 2,724,295 | 504,809 | 470,742 | 229,847 | 378,925 | 332,257 | 186,295 | 134,986 | 73,227 | 517,864 | 120,079 | 167,623 | 99,191 |
| | 1987 | 2,464,682 | 411,275 | 383,443 | 204,684 | 365,460 | 318,275 | 143,651 | 122,433 | 67,822 | 516,369 | 111,824 | 154,399 | 73,867 |
| Luzerne | 1991 | 2,186,878 | 470,984 | 433,840 | 181,968 | 296,066 | 250,708 | 109,580 | 105,432 | 60,164 | 395,768 | 188,410 | 110,901 | 100,762 |
| | 1987 | 1,985,919 | 413,181 | 380,519 | 169,009 | 290,207 | 243,647 | 101,660 | 86,670 | 50,123 | 390,370 | 136,073 | 107,474 | 78,878 |
| Lycoming | 1991 | 867,624 | 200,041 | 177,150 | 63,954 | 94,189 | 86,829 | 46,254 | 38,039 | 14,129 | 186,807 | 44,166 | 40,594 | 33,674 |
| | 1987 | 782,964 | 164,642 | 145,773 | 56,388 | 91,526 | 83,988 | 42,081 | 33,165 | 12,483 | 188,917 | 33,935 | 40,724 | 28,109 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1991<br>U.S. CENSUS 1987<br>METRO AREA<br>County | Year | Total Retail Sales ($000) | Food Stores Total ($000) | Food Stores Supermarkets ($000) | Eating & Drinking Places Total ($000) | General Merchandise Stores Total ($000) | General Merchandise Stores Department Stores ($000) | Apparel & Accessories Stores Total ($000) | Furniture/Home Furnishings/Appliance Stores Total ($000) | Furniture/Home Furnishings/Appliance Stores Furniture & Home Furn ($000) | Automotive Dealers Total ($000) | Gasoline Service Stations Total ($000) | Bldg Mtls & Hardware Dealers Total ($000) | Drugstores Total ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **PENNSYLVANIA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| McKean | 1991 | 215,708 | 64,630 | 63,428 | 23,364 | 14,176 | 10,651 | 4,494 | 5,276 | 2,771 | 53,776 | 13,034 | 6,717 | 11,111 |
| | 1987 | 216,416 | 57,095 | 56,022 | 21,631 | 15,795 | 11,705 | 5,089 | 5,247 | 2,836 | 60,618 | 12,441 | 8,541 | 11,882 |
| Mercer | 1991 | 699,910 | 162,762 | 153,657 | 63,677 | 82,876 | 64,287 | 41,190 | 38,162 | 25,081 | 163,284 | 47,038 | 24,098 | 34,994 |
| | 1987 | 639,114 | 130,598 | 123,267 | 55,648 | 88,508 | 67,826 | 33,374 | 35,626 | 23,699 | 159,974 | 44,996 | 28,968 | 25,476 |
| Mifflin | 1991 | 298,221 | 81,335 | 79,396 | 23,225 | 28,066 | 20,857 | 9,140 | 10,828 | 7,833 | 58,485 | 23,950 | 18,526 | 9,732 |
| | 1987 | 251,383 | 57,658 | 56,272 | 19,107 | 25,432 | 18,632 | 8,078 | 9,223 | 6,729 | 54,036 | 19,380 | 20,775 | 9,507 |
| Monroe | 1991 | 897,617 | 205,325 | 198,869 | 74,575 | 93,510 | 80,608 | 28,311 | 39,550 | 25,875 | 149,609 | 89,483 | 62,218 | 27,739 |
| | 1987 | 739,266 | 147,743 | 143,069 | 61,796 | 75,606 | 64,687 | 22,718 | 28,780 | 19,003 | 140,687 | 65,289 | 64,411 | 22,743 |
| Montgomery | 1991 | 7,079,937 | 1,397,551 | 1,297,533 | 522,485 | 1,005,868 | 920,211 | 478,441 | 377,899 | 218,567 | 1,483,969 | 381,616 | 226,664 | 239,479 |
| | 1987 | 6,441,239 | 1,134,510 | 1,053,107 | 471,332 | 940,148 | 855,941 | 447,945 | 358,676 | 211,868 | 1,410,736 | 323,054 | 277,153 | 190,289 |
| Montour | 1991 | 78,527 | 27,224 | 25,619 | 9,092 | 1,161 | | 713 | 4,487 | 4,487 | 10,167 | 3,724 | 3,929 | 6,992 |
| | 1987 | 73,189 | 20,914 | 19,677 | 8,418 | 1,500 | | 867 | 3,555 | 3,555 | 15,646 | 3,370 | 4,219 | 5,528 |
| Northampton | 1991 | 1,377,810 | 398,301 | 375,890 | 128,108 | 110,752 | 94,409 | 43,088 | 42,301 | 22,225 | 311,575 | 87,768 | 73,784 | 54,632 |
| | 1987 | 1,231,966 | 311,864 | 294,257 | 109,546 | 97,224 | 82,174 | 47,214 | 36,903 | 19,815 | 313,566 | 77,898 | 70,501 | 44,235 |
| Northumberland | 1991 | 548.515 | 151,971 | 143,949 | 36,710 | 44,040 | 27,130 | 14,428 | 28,878 | 9,832 | 119,919 | 15,777 | 30,827 | 31,465 |
| | 1987 | 484,397 | 121,217 | 114,795 | 32,452 | 41,342 | 24,932 | 13,232 | 24,786 | 8,797 | 116,381 | 17,543 | 35,583 | 24,362 |
| Perry | 1991 | 194,305 | 55,617 | 51,987 | 8,731 | 7,088 | | 388 | 8,298 | 2,808 | 52,954 | 23,908 | 8,340 | 3,430 |
| | 1987 | 161,114 | 38,428 | 35,913 | 7,292 | 5,698 | | 447 | 6,027 | 2,013 | 52,672 | 16,932 | 7,779 | 3,174 |
| Philadelphia | 1991 | 7,451,387 | 1,826,320 | 1,583,435 | 972,845 | 837,029 | 671,864 | 692,375 | 284,502 | 168,126 | 992,815 | 353,904 | 214,265 | 466,234 |
| | 1987 | 7,207,941 | 1,633,364 | 1,415,857 | 919,053 | 737,641 | 585,526 | 628,167 | 346,050 | 208,352 | 1,000,366 | 326,599 | 274,393 | 383,585 |
| Pike | 1991 | 96,350 | 26,241 | 24,564 | 11,031 | 1,425 | | 1,234 | 3,023 | 1,274 | 10,362 | 19,181 | 14,461 | 491 |
| | 1987 | 88,805 | 20,953 | 19,610 | 10,397 | 1,611 | | 1,100 | 2,458 | 1,027 | 10,781 | 13,641 | 18,064 | 782 |
| Potter | 1991 | 83,079 | 25,883 | 23,384 | 4,586 | 844 | | 1,251 | 1,806 | 1,621 | 23,534 | 6,032 | 6,025 | 3,986 |
| | 1987 | 70,280 | 20,745 | 18,738 | 3,783 | 761 | | 1,285 | 1,935 | 1,752 | 21,110 | 4,745 | 6,410 | 3,035 |
| Schuylkill | 1991 | 830,934 | 226,509 | 208,553 | 63,802 | 111,256 | 104,242 | 32,070 | 29,012 | 13,142 | 127,104 | 77,318 | 28,316 | 58,617 |
| | 1987 | 757,025 | 189,536 | 174,476 | 57,383 | 107,754 | 100,584 | 28,816 | 26,906 | 12,427 | 135,872 | 59,774 | 32,189 | 45,206 |
| Snyder | 1991 | 295,995 | 48,087 | 45,550 | 29,395 | 65,427 | 63,794 | 11,399 | 11,077 | 6,949 | 63,995 | 10,600 | 8,790 | 10,045 |
| | 1987 | 273,032 | 39,699 | 37,597 | 25,358 | 58,434 | 56,894 | 10,926 | 9,376 | 5,966 | 64,924 | 9,407 | 9,226 | 7,477 |
| Somerset | 1991 | 403,130 | 93,725 | 89,574 | 35,432 | 26,104 | 16,987 | 8,406 | 15,278 | 8,737 | 114,437 | 51,319 | 14,357 | 17,670 |
| | 1987 | 343,085 | 74,514 | 71,200 | 27,835 | 21,946 | 14,000 | 6,318 | 13,919 | 8,175 | 108,169 | 37,302 | 17,988 | 13,466 |
| Sullivan | 1991 | 26,489 | 6,534 | 5,917 | 2,855 | 1,826 | | 79 | 526 | | 8,878 | 1,596 | 1,230 | 1,628 |
| | 1987 | 24,941 | 4,858 | 4,399 | 2,303 | 2,709 | | 95 | 507 | | 8,157 | 1,443 | 2,160 | 1,506 |
| Susquehanna | 1991 | 165,120 | 45,719 | 43,301 | 10,327 | 13,371 | 9,023 | 1,763 | 2,473 | 1,692 | 45,000 | 21,706 | 4,204 | 6,511 |
| | 1987 | 143,124 | 34,500 | 32,668 | 9,304 | 9,107 | 6,040 | 1,290 | 2,416 | 1,664 | 44,444 | 18,275 | 5,118 | 5,076 |
| Tioga | 1991 | 203,244 | 52,210 | 47,280 | 21,108 | 18,627 | 8,615 | 2,507 | 6,155 | 3,030 | 41,339 | 21,947 | 16,810 | 10,440 |
| | 1987 | 170,674 | 40,350 | 36,533 | 17,033 | 14,209 | 6,384 | 2,354 | 4,150 | 2,088 | 40,198 | 17,101 | 18,581 | 7,654 |
| Union | 1991 | 166,033 | 46,009 | 42,203 | 28,164 | 7,689 | 5,622 | 5,375 | 6,284 | 1,573 | 29,429 | 11,235 | 9,290 | 12,335 |
| | 1987 | 154,718 | 39,340 | 36,079 | 25,916 | 7,319 | 5,273 | 4,769 | 5,737 | 1,421 | 30,504 | 9,557 | 9,577 | 9,413 |
| Venango | 1991 | 327,190 | 79,490 | 77,800 | 23,905 | 49,168 | 39,762 | 8,632 | 9,847 | 6,036 | 74,349 | 37,843 | 14,002 | 14,866 |
| | 1987 | 301,917 | 65,254 | 63,854 | 22,763 | 50,629 | 40,514 | 9,329 | 10,050 | 6,225 | 68,015 | 31,828 | 15,286 | 11,264 |
| Warren | 1991 | 678,012 | 61,799 | 59,319 | 22,091 | 22,240 | 20,466 | 16,709 | 8,130 | 2,396 | 57,151 | 13,487 | 7,775 | 11,413 |
| | 1987 | 588,636 | 52,650 | 50,527 | 19,053 | 22,969 | 21,044 | 14,984 | 6,596 | 1,968 | 61,425 | 14,682 | 10,248 | 8,915 |
| Washington | 1991 | 1,181,695 | 335,213 | 319,334 | 87,868 | 91,135 | 83,357 | 60,646 | 49,973 | 29,203 | 300,532 | 94,548 | 42,848 | 39,475 |
| | 1987 | 1,083,882 | 255,422 | 243,274 | 88,567 | 103,881 | 94,545 | 50,371 | 43,560 | 25,852 | 295,017 | 90,777 | 47,694 | 33,752 |
| Wayne | 1991 | 337,980 | 88,801 | 87,267 | 25,002 | 19,988 | 15,512 | 5,935 | 12,039 | 7,326 | 57,357 | 48,370 | 38,314 | 12,387 |
| | 1987 | 283,195 | 63,298 | 62,193 | 18,349 | 15,806 | 12,113 | 5,973 | 11,295 | 7,060 | 50,644 | 36,898 | 42,220 | 9,507 |
| Westmoreland | 1991 | 2,251,988 | 526,693 | 501,530 | 195,326 | 253,132 | 225,455 | 78,588 | 104,222 | 73,028 | 530,838 | 166,870 | 115.854 | 104,423 |
| | 1987 | 2,087,708 | 415,908 | 395,959 | 175,092 | 281,550 | 249,241 | 74,424 | 90,695 | 64,483 | 521,849 | 157,125 | 130,197 | 78,243 |
| Wyoming | 1991 | 128,109 | 28,493 | 26,193 | 10,762 | 8,877 | 7,790 | 4,165 | 4,042 | 1,991 | 29,730 | 16,237 | 6,998 | 4,825 |
| | 1987 | 123,706 | 27,775 | 25,528 | 9,674 | 8,610 | 7,504 | 3,448 | 3,313 | 1,653 | 30,122 | 12,503 | 9,156 | 4,401 |
| York | 1991 | 2,722,841 | 523,102 | 490,711 | 194,389 | 273,226 | 233,060 | 88,525 | 103,988 | 61,773 | 515,711 | 109,635 | 119,647 | 80,174 |
| | 1987 | 2,375,210 | 428,370 | 401,765 | 175,941 | 265,073 | 224,268 | 85,193 | 98,648 | 59,537 | 519,835 | 107,657 | 123,541 | 60,788 |
| **TOTAL METRO COUNTIES** | 1991 | **70,395,687** | **15,280,841** | **14,077,332** | **6,462,031** | **8,237,088** | **7,032,526** | **3,879,197** | **3,342,925** | **1,886,750** | **14,505,915** | **4,386,137** | **2,988,415** | **2,921,498** |
| | 1987 | 64,284,620 | 12,807,393 | 11,787,565 | 5,790,816 | 7,877,031 | 6,687,109 | 3,461,651 | 3,013,718 | 1,736,189 | 14,267,999 | 3,779,018 | 3,283,055 | 2,329,479 |
| **TOTAL STATE** | 1991 | **80,941,685** | **17,794,603** | **16,467,720** | **7,300,361** | **9,230,884** | **7,837,987** | **4,204,004** | **3,713,716** | **2,079,130** | **16,697,888** | **5,321,938** | **3,508,175** | **3,382,091** |
| | 1987 | 73,786,715 | 14,851,226 | 13,729,802 | 6,536,462 | 8,810,291 | 7,435,180 | 3,770,509 | 3,338,745 | 1,909,167 | 16,462,798 | 4,556,693 | 3,860,532 | 2,705,101 |
| **RHODE ISLAND** | | | | | | | | | | | | | | |
| **PROVIDENCE - PAWTUCKET - WOONSOCKET** | 1991 | **6,141,315** | **1,262,251** | **1,100,250** | **748,819** | **721,975** | **570,974** | **312,989** | **223,121** | **153,787** | **1,082,440** | **428,687** | **302,406** | **316,504** |
| | 1987 | 5,897,217 | 1,111,036 | 967,477 | 571,921 | 743,660 | 581,696 | 338,815 | 241,429 | 167,832 | 1,142,110 | 402,173 | 349,738 | 270,626 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1991<br>U.S. CENSUS 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **RHODE ISLAND (continued)** | | | | | | | | | | | | | | |
| **PROVIDENCE - PAWTUCKET - WOONSOCKET (continued)** | | | | | | | | | | | | | | |
| Bristol | 1991 | 221,984 | 59,150 | 51,783 | 25,919 | 2,820 | | 9,506 | 5,173 | 4,238 | 50,480 | 18,165 | 11,937 | 13,869 |
| | 1987 | 213,750 | 52,268 | 45,750 | 22,411 | 3,320 | | 10,371 | 5,296 | 4,374 | 53,071 | 16,653 | 13,915 | 12,248 |
| Kent | 1991 | 1,539,131 | 234,871 | 194,480 | 167,072 | 298,413 | 251,866 | 117,328 | 42,076 | 24,603 | 273,667 | 90,202 | 72,830 | 49,308 |
| | 1987 | 1,492,016 | 219,893 | 182,042 | 126,706 | 313,066 | 261,977 | 109,831 | 45,546 | 27,048 | 289,883 | 83,070 | 72,386 | 53,544 |
| Providence | 1991 | 3,586,461 | 757,837 | 660,663 | 451,794 | 381,270 | 292,407 | 156,477 | 151,711 | 112,265 | 629,531 | 258,143 | 146,410 | 227,166 |
| | 1987 | 3,413,503 | 657,907 | 573,432 | 340,291 | 385,919 | 292,235 | 185,282 | 162,894 | 121,713 | 665,122 | 241,567 | 175,251 | 176,926 |
| Washington | 1991 | 793,739 | 210,393 | 193,324 | 104,034 | 39,472 | 26,701 | 29,678 | 24,161 | 12,681 | 128,762 | 62,177 | 71,229 | 26,161 |
| | 1987 | 777,948 | 180,968 | 166,253 | 82,513 | 41,355 | 27,484 | 33,331 | 27,693 | 14,697 | 134,034 | 60,883 | 88,186 | 27,908 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Bristol | 1991 | 221,984 | 59,150 | 51,783 | 25,919 | 2,820 | | 9,506 | 5,173 | 4,238 | 50,480 | 18,165 | 11,937 | 13,869 |
| | 1987 | 213,750 | 52,268 | 45,750 | 22,411 | 3,320 | | 10,371 | 5,296 | 4,374 | 53,071 | 16,653 | 13,915 | 12,248 |
| Kent | 1991 | 1,539,131 | 234,871 | 194,480 | 167,072 | 298,413 | 251,866 | 117,328 | 42,076 | 24,603 | 273,667 | 90,202 | 72,830 | 49,308 |
| | 1987 | 1,492,016 | 219,893 | 182,042 | 126,706 | 313,066 | 261,977 | 109,831 | 45,546 | 27,048 | 289,883 | 83,070 | 72,386 | 53,544 |
| Newport | 1991 | 619,074 | 98,951 | 88,052 | 110,449 | 30,520 | 26,108 | 27,221 | 21,788 | 17,146 | 172,105 | 41,014 | 34,698 | 15,492 |
| | 1987 | 623,768 | 94,822 | 84,361 | 92,863 | 34,831 | 29,562 | 30,095 | 23,055 | 18,332 | 170,843 | 38,374 | 44,937 | 18,922 |
| Providence | 1991 | 3,586,461 | 757,837 | 660,663 | 451,794 | 381,270 | 292,407 | 156,477 | 151,711 | 112,265 | 629,531 | 258,143 | 146,410 | 227,166 |
| | 1987 | 3,413,503 | 657,907 | 573,432 | 340,291 | 385,919 | 292,235 | 185,282 | 162,894 | 121,713 | 665,122 | 241,567 | 175,251 | 176,926 |
| Washington | 1991 | 793,739 | 210,393 | 193,324 | 104,034 | 39,472 | 26,701 | 29,678 | 24,161 | 12,681 | 128,762 | 62,177 | 71,229 | 26,161 |
| | 1987 | 777,948 | 180,968 | 166,253 | 82,513 | 41,355 | 27,484 | 33,331 | 27,693 | 14,697 | 134,034 | 60,883 | 88,186 | 27,908 |
| **TOTAL METRO COUNTIES** | **1991** | **6,141,315** | **1,262,251** | **1,100,250** | **748,819** | **721,975** | **570,974** | **312,989** | **223,121** | **153,787** | **1,082,440** | **428,687** | **302,406** | **316,504** |
| | 1987 | 5,897,217 | 1,111,036 | 967,477 | 571,921 | 743,660 | 581,696 | 338,815 | 241,429 | 167,832 | 1,142,110 | 402,173 | 349,738 | 270,626 |
| **TOTAL STATE** | **1991** | **6,760,389** | **1,361,202** | **1,188,302** | **859,268** | **752,495** | **597,082** | **340,210** | **244,909** | **170,933** | **1,254,545** | **469,701** | **337,104** | **331,996** |
| | 1987 | 6,520,985 | 1,205,858 | 1,051,838 | 664,784 | 778,491 | 611,258 | 368,910 | 264,484 | 186,164 | 1,312,953 | 440,547 | 394,675 | 289,548 |
| **SOUTH CAROLINA** | | | | | | | | | | | | | | |
| **ANDERSON** | **1991** | **1,042,563** | **238,167** | **230,263** | **83,330** | **128,586** | **104,706** | **49,618** | **39,848** | **24,283** | **235,486** | **73,251** | **72,732** | **49,271** |
| | 1987 | 862,031 | 192,550 | 186,123 | 67,069 | 99,817 | 80,443 | 39,028 | 38,841 | 24,024 | 201,348 | 66,044 | 73,258 | 32,992 |
| Anderson | 1991 | 1,042,563 | 238,167 | 230,263 | 83,330 | 128,586 | 104,706 | 49,618 | 39,848 | 24,283 | 235,486 | 73,251 | 72,732 | 49,271 |
| | 1987 | 862,031 | 192,550 | 186,123 | 67,069 | 99,817 | 80,443 | 39,028 | 38,841 | 24,024 | 201,348 | 66,044 | 73,258 | 32,992 |
| **CHARLESTON** | **1991** | **3,562,689** | **753,856** | **719,719** | **363,952** | **396,696** | **280,725** | **203,908** | **162,999** | **98,179** | **737,386** | **281,417** | **217,752** | **126,896** |
| | 1987 | 3,017,401 | 625,603 | 597,284 | 313,670 | 328,995 | 229,008 | 162,560 | 158,721 | 97,467 | 709,716 | 220,190 | 201,559 | 84,458 |
| Berkeley | 1991 | 355,265 | 86,866 | 84,093 | 27,639 | 30,164 | 21,568 | 6,779 | 14,554 | 8,626 | 82,241 | 45,083 | 19,967 | 14,602 |
| | 1987 | 291,260 | 77,542 | 75,052 | 22,588 | 22,554 | 15,875 | 6,028 | 12,340 | 7,360 | 66,116 | 36,655 | 18,135 | 11,102 |
| Charleston | 1991 | 2,818,645 | 574,578 | 545,235 | 300,642 | 332,202 | 233,254 | 189,765 | 137,389 | 80,520 | 593,635 | 171,174 | 162,436 | 94,383 |
| | 1987 | 2,407,403 | 470,515 | 446,397 | 261,226 | 279,441 | 193,031 | 149,582 | 135,389 | 81,070 | 577,415 | 140,435 | 157,411 | 60,759 |
| Dorchester | 1991 | 388,779 | 92,412 | 90,391 | 35,671 | 34,330 | 25,903 | 7,364 | 11,056 | 9,033 | 61,510 | 65,160 | 35,349 | 17,911 |
| | 1987 | 318,738 | 77,546 | 75,835 | 29,856 | 27,000 | 20,102 | 6,950 | 10,992 | 9,037 | 66,185 | 43,100 | 26,013 | 12,597 |
| **CHARLOTTE - GASTONIA - ROCK HILL** | **1991** | **8,749,247** | **1,645,120** | **1,603,696** | **864,179** | **888,076** | **677,075** | **460,449** | **463,363** | **276,848** | **2,092,408** | **548,318** | **576,699** | **378,060** |
| | 1987 | 7,709,311 | 1,480,983 | 1,443,658 | 727,908 | 760,029 | 570,730 | 406,665 | 440,294 | 266,046 | 2,017,175 | 484,236 | 513,733 | 267,802 |
| York | 1991 | 901,263 | 195,296 | 191,460 | 89,860 | 81,378 | 66,733 | 33,639 | 53,290 | 34,255 | 183,905 | 82,477 | 67,310 | 44,456 |
| | 1987 | 717,852 | 166,713 | 163,406 | 70,834 | 57,784 | 46,904 | 30,140 | 40,104 | 26,205 | 167,370 | 62,341 | 49,770 | 27,652 |
| *Cabarrus, N. C.* | *1991* | *694,096* | *140,388* | *138,222* | *50,815* | *80,621* | *64,681* | *30,502* | *44,032* | *37,018* | *176,466* | *50,640* | *37,207* | *26,144* |
| | *1987* | *617,193* | *120,457* | *118,575* | *43,361* | *69,264* | *54,963* | *30,313* | *38,071* | *32,287* | *174,965* | *40,580* | *35,238* | *21,940* |
| *Gaston, N. C.* | *1991* | *1,177,955* | *256,298* | *251,831* | *102,528* | *146,103* | *116,169* | *50,723* | *43,354* | *29,463* | *283,703* | *80,472* | *80,769* | *63,031* |
| | *1987* | *1,028,572* | *230,323* | *226,264* | *83,393* | *125,933* | *99,019* | *37,719* | *43,761* | *29,995* | *270,862* | *61,328* | *73,039* | *44,005* |
| *Lincoln, N. C.* | *1991* | *259,161* | *57,351* | *54,019* | *21,492* | *12,225* | *1,281* | *10,499* | *9,972* | *7,228* | *48,899* | *34,356* | *34,113* | *14,852* |
| | *1987* | *226,495* | *49,181* | *46,314* | *18,350* | *11,596* | *1,159* | *8,027* | *9,419* | *6,952* | *49,505* | *27,690* | *29,357* | *10,296* |
| *Mecklenburg, N. C.* | *1991* | *4,773,731* | *800,679* | *777,628* | *516,231* | *466,159* | *352,372* | *293,928* | *272,523* | *142,436* | *1,176,295* | *242,391* | *289,489* | *182,753* |
| | *1987* | *4,218,683* | *701,237* | *680,913* | *437,950* | *410,711* | *306,353* | *258,018* | *268,601* | *143,926* | *1,132,635* | *241,920* | *256,764* | *128,740* |
| *Rowan, N. C.* | *1991* | *509,548* | *102,452* | *100,475* | *50,513* | *48,921* | *34,442* | *25,353* | *20,062* | *11,057* | *110,520* | *35,536* | *30,806* | *28,167* |
| | *1987* | *509,835* | *128,968* | *126,454* | *46,567* | *41,435* | *28,699* | *25,608* | *21,634* | *12,138* | *110,208* | *32,535* | *34,784* | *21,747* |
| *Union, N. C.* | *1991* | *433,493* | *92,656* | *90,061* | *32,740* | *52,669* | *41,397* | *15,805* | *20,130* | *15,391* | *112,620* | *22,446* | *37,005* | *18,657* |
| | *1987* | *390,681* | *84,104* | *81,732* | *27,453* | *43,306* | *33,633* | *16,840* | *18,704* | *14,543* | *111,630* | *17,842* | *34,781* | *13,422* |
| **COLUMBIA** | **1991** | **3,626,176** | **619,413** | **592,692** | **397,840** | **442,132** | **367,157** | **178,411** | **205,336** | **114,009** | **828,553** | **226,041** | **270,941** | **121,851** |
| | 1987 | 2,926,665 | 524,773 | 502,041 | 305,226 | 340,954 | 279,879 | 150,426 | 153,847 | 87,307 | 696,252 | 218,760 | 218,033 | 87,807 |
| Lexington | 1991 | 1,130,961 | 264,561 | 253,573 | 118,678 | 86,242 | 76,185 | 33,687 | 53,621 | 21,040 | 276,869 | 82,438 | 91,465 | 45,830 |
| | 1987 | 869,346 | 226,898 | 217,430 | 85,612 | 57,367 | 50,335 | 25,372 | 36,780 | 14,636 | 210,598 | 72,367 | 72,424 | 28,868 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| **S&MM** ESTIMATES 1991<br>U.S. CENSUS 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **SOUTH CAROLINA (continued)** | | | | | | | | | | | | | | |
| **COLUMBIA (continued)** | | | | | | | | | | | | | | |
| Richland | 1991 | 2,495,215 | 354,852 | 339,119 | 279,162 | 355,890 | 290,972 | 144,724 | 151,715 | 92,969 | 551,684 | 143,603 | 179,476 | 76,021 |
| | 1987 | 2,057,319 | 297,875 | 284,611 | 219,614 | 283,587 | 229,544 | 125,054 | 117,067 | 72,671 | 485,654 | 146,393 | 145,609 | 59,439 |
| **FLORENCE** | **1991** | **965,081** | **195,532** | **187,806** | **67,555** | **132,183** | **111,948** | **41,032** | **36,307** | **23,886** | **218,516** | **79,712** | **74,417** | **29,492** |
| | 1987 | 803,996 | 150,784 | 144,797 | 53,930 | 104,351 | 87,631 | 34,886 | 30,804 | 20,410 | 210,297 | 62,358 | 76,233 | 20,351 |
| Florence | 1991 | 965,081 | 195,532 | 187,806 | 67,555 | 132,183 | 111,948 | 41,032 | 36,307 | 23,886 | 218,516 | 79,712 | 74,417 | 29,492 |
| | 1987 | 803,996 | 150,784 | 144,797 | 53,930 | 104,351 | 87,631 | 34,886 | 30,804 | 20,410 | 210,297 | 62,358 | 76,233 | 20,351 |
| **GREENVILLE - SPARTANBURG** | **1991** | **4,977,475** | **1,047,065** | **1,027,590** | **469,548** | **541,001** | **434,727** | **286,989** | **249,457** | **148,339** | **1,000,332** | **402,149** | **327,547** | **230,556** |
| | 1987 | 4,032,357 | 833,696 | 818,061 | 365,731 | 445,253 | 353,659 | 229,927 | 210,210 | 127,428 | 912,216 | 322,872 | 264,397 | 146,075 |
| Greenville | 1991 | 2,771,060 | 534,186 | 525,498 | 248,279 | 367,220 | 287,680 | 127,798 | 139,850 | 80,763 | 589,349 | 220,186 | 185,110 | 115,578 |
| | 1987 | 2,267,571 | 430,286 | 423,203 | 198,704 | 306,811 | 237,530 | 110,705 | 116,102 | 68,562 | 532,753 | 167,465 | 147,665 | 72,596 |
| Pickens | 1991 | 463,151 | 120,329 | 118,352 | 60,937 | 41,818 | 34,923 | 10,127 | 25,146 | 16,850 | 70,553 | 48,305 | 28,856 | 28,580 |
| | 1987 | 379,756 | 96,742 | 95,133 | 48,131 | 33,262 | 27,521 | 11,494 | 19,247 | 12,997 | 68,882 | 36,504 | 27,717 | 18,596 |
| Spartanburg | 1991 | 1,743,264 | 392,550 | 383,740 | 160,332 | 131,963 | 112,124 | 149,064 | 84,461 | 50,726 | 340,430 | 133,658 | 113,581 | 86,398 |
| | 1987 | 1,385,030 | 306,668 | 299,725 | 118,896 | 105,180 | 88,608 | 107,728 | 74,861 | 45,869 | 310,581 | 118,903 | 89,015 | 54,883 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Abbeville | 1991 | 55,060 | 21,665 | 21,103 | 4,741 | 4,435 | 2,205 | 1,426 | 1,494 | 772 | 3,649 | 6,559 | 3,599 | 5,137 |
| | 1987 | 46,527 | 18,956 | 18,461 | 4,162 | 4,456 | 2,156 | 1,508 | 1,184 | 639 | 3,555 | 4,057 | 2,879 | 3,821 |
| ☐ Aiken | 1991 | 768,170 | 204,368 | 200,795 | 71,852 | 108,438 | 93,936 | 23,355 | 19,953 | 12,812 | 152,959 | 64,419 | 42,894 | 27,613 |
| | 1987 | 586,334 | 147,504 | 144,897 | 52,822 | 71,266 | 61,276 | 20,367 | 18,020 | 11,656 | 133,975 | 48,961 | 36,044 | 20,849 |
| Allendale | 1991 | 32,297 | 13,671 | 13,397 | 1,423 | 245 | | 968 | 929 | 929 | 5,612 | 2,561 | 2,012 | 1,221 |
| | 1987 | 28,166 | 11,704 | 11,467 | 1,167 | 195 | | 985 | 925 | 925 | 5,134 | 2,080 | 1,995 | 1,038 |
| Anderson | 1991 | 1,042,563 | 238,167 | 230,263 | 83,330 | 128,586 | 104,706 | 49,618 | 39,848 | 24,283 | 235,486 | 73,251 | 72,732 | 49,271 |
| | 1987 | 862,031 | 192,550 | 186,123 | 67,069 | 99,817 | 80,443 | 39,028 | 38,841 | 24,024 | 201,348 | 66,044 | 73,258 | 32,992 |
| Bamberg | 1991 | 63,489 | 17,080 | 16,658 | 6,178 | 3,777 | 2,160 | 2,633 | 1,988 | 937 | 8,881 | 6,063 | 6,600 | 6,052 |
| | 1987 | 52,057 | 15,428 | 15,044 | 4,470 | 3,484 | 1,947 | 2,538 | 1,957 | 925 | 7,524 | 4,190 | 5,419 | 4,268 |
| Barnwell | 1991 | 101,845 | 41,646 | 40,671 | 6,671 | 10,490 | 9,448 | 4,026 | 1,490 | 1,359 | 11,632 | 7,155 | 5,025 | 7,831 |
| | 1987 | 78,738 | 31,097 | 30,363 | 4,870 | 6,960 | 6,232 | 3,426 | 1,926 | 1,754 | 11,233 | 5,670 | 4,634 | 4,865 |
| Beaufort | 1991 | 733,845 | 157,144 | 146,623 | 121,527 | 59,271 | 50,429 | 63,348 | 35,396 | 28,786 | 132,804 | 36,434 | 38,537 | 17,834 |
| | 1987 | 591,887 | 128,447 | 119,824 | 93,145 | 39,986 | 33,738 | 43,978 | 33,463 | 27,303 | 112,417 | 30,262 | 39,996 | 12,066 |
| Berkeley | 1991 | 355,265 | 86,866 | 84,093 | 27,639 | 30,164 | 21,568 | 6,779 | 14,554 | 8,626 | 82,241 | 45,083 | 19,967 | 14,602 |
| | 1987 | 291,260 | 77,542 | 75,052 | 22,588 | 22,554 | 15,875 | 6,028 | 12,340 | 7,360 | 66,116 | 36,655 | 18,135 | 11,102 |
| Calhoun | 1991 | 25,297 | 6,915 | 6,756 | 303 | 380 | | 1,012 | 1,846 | 1,522 | 5,991 | 3,591 | 1,572 | 2,636 |
| | 1987 | 20,462 | 5,730 | 5,598 | 289 | 264 | | 897 | 1,522 | 1,255 | 5,632 | 2,270 | 1,374 | 1,526 |
| Charleston | 1991 | 2,818,645 | 574,578 | 545,235 | 300,642 | 332,202 | 233,254 | 189,765 | 137,389 | 80,520 | 593,635 | 171,174 | 162,436 | 94,383 |
| | 1987 | 2,407,403 | 470,515 | 446,397 | 261,226 | 279,441 | 193,031 | 149,582 | 135,389 | 81,070 | 577,415 | 140,435 | 157,411 | 60,759 |
| Cherokee | 1991 | 265,673 | 59,127 | 56,937 | 24,607 | 27,631 | 18,619 | 26,655 | 9,062 | 7,295 | 61,253 | 21,347 | 13,955 | 11,765 |
| | 1987 | 215,465 | 51,992 | 50,057 | 20,150 | 21,347 | 14,127 | 19,535 | 7,850 | 6,418 | 47,408 | 17,250 | 13,962 | 8,215 |
| Chester | 1991 | 122,161 | 46,834 | 45,306 | 10,881 | 9,405 | 4,428 | 4,537 | 4,527 | 4,326 | 7,698 | 13,199 | 2,682 | 10,033 |
| | 1987 | 102,920 | 36,143 | 34,957 | 10,697 | 7,381 | 3,374 | 4,837 | 4,267 | 4,093 | 10,770 | 10,093 | 3,179 | 7,369 |
| Chesterfield | 1991 | 174,495 | 53,940 | 51,413 | 12,753 | 13,659 | 9,193 | 5,362 | 4,090 | 3,734 | 31,910 | 10,419 | 11,629 | 11,496 |
| | 1987 | 148,411 | 43,944 | 41,877 | 10,377 | 13,038 | 8,618 | 6,112 | 4,123 | 3,774 | 27,821 | 9,391 | 11,026 | 7,990 |
| Clarendon | 1991 | 120,773 | 39,223 | 37,453 | 7,023 | 8,103 | | 4,951 | 1,527 | 1,382 | 17,484 | 22,954 | 4,952 | 5,636 |
| | 1987 | 107,471 | 30,153 | 28,787 | 6,405 | 6,482 | | 4,754 | 1,940 | 1,763 | 20,180 | 20,574 | 5,551 | 4,590 |
| Colleton | 1991 | 189,049 | 58,674 | 57,199 | 14,840 | 13,649 | 12,551 | 7,246 | 6,612 | 4,329 | 27,013 | 27,863 | 11,555 | 8,452 |
| | 1987 | 152,316 | 45,207 | 44,160 | 11,605 | 9,609 | 8,796 | 7,160 | 6,283 | 4,118 | 23,289 | 22,551 | 10,029 | 6,883 |
| Darlington | 1991 | 305,083 | 76,092 | 74,096 | 25,175 | 13,654 | 2,445 | 17,424 | 12,091 | 10,848 | 74,854 | 38,706 | 10,948 | 17,479 |
| | 1987 | 254,970 | 61,881 | 60,246 | 19,833 | 13,656 | 2,339 | 13,039 | 11,006 | 9,923 | 67,755 | 27,212 | 11,803 | 12,355 |
| Dillon | 1991 | 151,925 | 41,702 | 39,987 | 16,503 | 15,683 | 12,916 | 7,950 | 4,636 | 3,013 | 11,875 | 21,571 | 5,559 | 7,395 |
| | 1987 | 128,741 | 34,259 | 32,843 | 13,302 | 12,325 | 10,047 | 7,462 | 4,442 | 2,882 | 14,570 | 16,842 | 5,263 | 5,632 |
| Dorchester | 1991 | 388,779 | 92,412 | 90,391 | 35,671 | 34,330 | 25,903 | 7,364 | 11,056 | 9,033 | 61,510 | 65,160 | 35,349 | 17,911 |
| | 1987 | 318,738 | 77,546 | 75,835 | 29,856 | 27,000 | 20,102 | 6,950 | 10,992 | 9,037 | 66,185 | 43,100 | 26,013 | 12,597 |
| Edgefield | 1991 | 100,369 | 22,108 | 21,510 | 2,590 | 4,811 | | 956 | 4,889 | 2,814 | 41,381 | 6,456 | 4,706 | 5,221 |
| | 1987 | 79,316 | 17,351 | 16,879 | 1,968 | 3,594 | | 931 | 3,592 | 2,124 | 36,499 | 4,435 | 3,498 | 3,030 |
| Fairfield | 1991 | 81,675 | 33,176 | 32,174 | 3,313 | 2,996 | | 1,975 | 1,007 | 830 | 10,555 | 15,579 | 4,458 | 5,306 |
| | 1987 | 64,219 | 25,403 | 24,631 | 3,166 | 3,032 | | 1,943 | 1,032 | 851 | 9,670 | 9,998 | 3,982 | 3,925 |
| Florence | 1991 | 965,081 | 195,532 | 187,806 | 67,555 | 132,183 | 111,948 | 41,032 | 36,307 | 23,886 | 218,516 | 79,712 | 74,417 | 29,492 |
| | 1987 | 803,996 | 150,784 | 144,797 | 53,930 | 104,351 | 87,631 | 34,886 | 30,804 | 20,410 | 210,297 | 62,358 | 76,233 | 20,351 |
| Georgetown | 1991 | 318,963 | 83,658 | 77,858 | 44,630 | 26,792 | 21,651 | 14,674 | 14,476 | 11,261 | 59,305 | 23,885 | 16,169 | 14,820 |
| | 1987 | 263,818 | 64,973 | 60,456 | 35,047 | 18,221 | 14,565 | 13,840 | 12,220 | 9,563 | 61,155 | 18,986 | 15,231 | 9,700 |
| Greenville | 1991 | 2,771,060 | 534,186 | 525,498 | 248,279 | 367,220 | 287,680 | 127,798 | 139,850 | 80,763 | 589,349 | 220,186 | 185,110 | 115,578 |
| | 1987 | 2,267,571 | 430,286 | 423,203 | 198,704 | 306,811 | 237,530 | 110,705 | 116,102 | 68,562 | 532,753 | 167,465 | 147,665 | 72,596 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1991<br>U.S. CENSUS 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drugstores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | Year | Total Retail Sales ($000) | Total ($000) | Supermarkets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **SOUTH CAROLINA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Greenwood | 1991 | 460,539 | 85,788 | 83,685 | 29,141 | 48,521 | 34,092 | 18,066 | 24,208 | 16,882 | 90,292 | 36,451 | 30,206 | 19,062 |
| | 1987 | 381,187 | 71,601 | 69,831 | 27,528 | 41,005 | 28,353 | 15,929 | 22,911 | 16,180 | 76,887 | 25,888 | 26,284 | 13,412 |
| Hampton | 1991 | 90,531 | 30,007 | 29,050 | 4,224 | 4,904 | | 4,254 | 4,567 | 3,181 | 14,074 | 15,354 | 4,067 | 4,800 |
| | 1987 | 81,470 | 25,479 | 24,661 | 3,488 | 4,663 | | 4,856 | 4,023 | 2,863 | 15,036 | 12,096 | 4,720 | 3,393 |
| Horry | 1991 | 1,758,119 | 331,876 | 319,877 | 256,307 | 185,376 | 131,632 | 167,548 | 158,959 | 123,527 | 244,203 | 81,062 | 108,144 | 57,915 |
| | 1987 | 1,371,521 | 253,455 | 244,243 | 199,930 | 143,727 | 100,449 | 110,534 | 119,715 | 93,465 | 225,315 | 53,979 | 105,284 | 39,227 |
| Jasper | 1991 | 71,833 | 15,771 | 15,140 | 8,427 | 1,646 | | 1,756 | 547 | 547 | 5,927 | 23,998 | 5,213 | 1,328 |
| | 1987 | 63,592 | 13,136 | 12,608 | 7,815 | 1,258 | | 1,729 | 715 | 715 | 6,791 | 20,186 | 4,941 | 1,002 |
| Kershaw | 1991 | 292,697 | 71,296 | 70,308 | 22,273 | 29,307 | 18,774 | 9,587 | 10,123 | 7,218 | 86,573 | 20,924 | 16,452 | 12,048 |
| | 1987 | 240,458 | 54,509 | 53,743 | 16,839 | 22,133 | 13,893 | 6,852 | 8,476 | 6,159 | 77,339 | 20,922 | 14,199 | 8,006 |
| Lancaster | 1991 | 281,264 | 84,557 | 81,462 | 23,356 | 19,917 | 14,499 | 11,549 | 12,914 | 8,798 | 58,259 | 29,416 | 16,664 | 13,496 |
| | 1987 | 239,024 | 69,498 | 66,941 | 18,621 | 18,295 | 13,106 | 10,425 | 12,567 | 8,651 | 50,615 | 23,328 | 16,924 | 9,375 |
| Laurens | 1991 | 243,938 | 65,852 | 63,920 | 18,016 | 22,401 | 17,223 | 7,763 | 6,968 | 5,346 | 68,839 | 14,372 | 10,433 | 14,418 |
| | 1987 | 197,457 | 54,288 | 52,684 | 13,300 | 18,128 | 13,755 | 6,967 | 5,828 | 4,545 | 55,689 | 13,063 | 8,383 | 10,014 |
| Lee | 1991 | 53,255 | 18,411 | 17,253 | 3,190 | 2,080 | | 1,601 | 2,851 | 1,326 | 12,298 | 2,744 | 1,589 | 1,832 |
| | 1987 | 44,927 | 13,695 | 12,831 | 3,069 | 1,795 | | 1,471 | 2,553 | 1,198 | 10,961 | 4,136 | 1,622 | 1,368 |
| Lexington | 1991 | 1,130,961 | 264,561 | 253,573 | 118,678 | 86,242 | 76,185 | 33,687 | 53,621 | 21,040 | 276,869 | 82,438 | 91,465 | 45,830 |
| | 1987 | 869,346 | 226,598 | 217,430 | 85,612 | 57,367 | 50,335 | 25,372 | 36,780 | 14,636 | 210,598 | 72,367 | 72,424 | 28,368 |
| McCormick | 1991 | 15,707 | 7,019 | 6,412 | 1,313 | 325 | | 277 | 285 | 285 | 670 | 2,761 | 945 | 954 |
| | 1987 | 13,249 | 5,652 | 5,163 | 889 | 426 | | 224 | 443 | 443 | 688 | 2,501 | 717 | 849 |
| Marion | 1991 | 165,961 | 36,569 | 34,595 | 10,523 | 10,305 | | 8,631 | 5,210 | 4,884 | 39,947 | 21,198 | 14,965 | 11,175 |
| | 1987 | 135,364 | 32,716 | 30,859 | 8,126 | 9,483 | | 7,206 | 4,559 | 4,279 | 32,980 | 13,757 | 11,007 | 7,830 |
| Marlboro | 1991 | 105,552 | 39,102 | 37,052 | 7,674 | 2,978 | | 6,087 | 4,016 | 3,738 | 23,837 | 8,290 | 2,052 | 6,409 |
| | 1987 | 85,808 | 30,877 | 29,253 | 5,689 | 3,092 | | 5,071 | 3,018 | 2,824 | 20,823 | 5,876 | 2,024 | 4,338 |
| Newberry | 1991 | 172,679 | 40,235 | 39,675 | 12,600 | 26,452 | 22,393 | 5,202 | 7,558 | 6,760 | 35,695 | 16,298 | 8,623 | 8,913 |
| | 1987 | 146,889 | 34,163 | 33,681 | 10,500 | 19,467 | 16,336 | 5,697 | 7,211 | 6,477 | 35,053 | 13,097 | 7,802 | 6,172 |
| Oconee | 1991 | 329,159 | 63,702 | 62,199 | 28,582 | 31,917 | 27,580 | 4,929 | 17,732 | 14,758 | 68,121 | 47,540 | 32,512 | 17,800 |
| | 1987 | 255,210 | 52,917 | 51,658 | 21,051 | 21,942 | 18,814 | 5,383 | 13,256 | 11,097 | 60,217 | 31,963 | 23,237 | 11,349 |
| Orangeburg | 1991 | 538,795 | 121,440 | 117,960 | 39,178 | 60,667 | 50,208 | 22,161 | 27,757 | 19,396 | 92,567 | 46,016 | 47,515 | 26,925 |
| | 1987 | 430,421 | 85,360 | 82,897 | 31,194 | 46,264 | 37,921 | 20,946 | 20,963 | 14,817 | 93,370 | 40,259 | 38,296 | 16,747 |
| Pickens | 1991 | 463,151 | 120,329 | 118,352 | 60,937 | 41,818 | 34,923 | 10,127 | 25,146 | 16,850 | 70,553 | 48,305 | 28,856 | 28,580 |
| | 1987 | 379,756 | 96,742 | 95,133 | 48,131 | 33,262 | 27,521 | 11,494 | 19,247 | 12,997 | 68,882 | 36,504 | 27,717 | 18,596 |
| Richland | 1991 | 2,495,215 | 354,852 | 339,119 | 279,162 | 355,890 | 290,972 | 144,724 | 151,715 | 92,969 | 551,684 | 143,603 | 179,476 | 76,021 |
| | 1987 | 2,057,319 | 297,875 | 284,611 | 219,614 | 283,587 | 229,544 | 125,054 | 117,067 | 72,671 | 485,654 | 146,393 | 145,609 | 59,439 |
| Saluda | 1991 | 56,536 | 18,376 | 17,600 | 2,507 | 3,705 | | 1,173 | 1,601 | 922 | 10,754 | 3,939 | 6,874 | 4,337 |
| | 1987 | 48,366 | 14,937 | 14,303 | 2,013 | 2,614 | | 1,357 | 2,005 | 1,140 | 10,247 | 3,645 | 6,223 | 3,037 |
| Spartanburg | 1991 | 1,743,264 | 392,550 | 383,740 | 160,332 | 131,963 | 112,124 | 149,064 | 84,461 | 50,726 | 340,430 | 133,658 | 113,581 | 86,398 |
| | 1987 | 1,385,030 | 306,668 | 299,725 | 118,896 | 105,180 | 88,608 | 107,728 | 74,861 | 45,869 | 310,581 | 118,903 | 89,015 | 54,883 |
| Sumter | 1991 | 642,943 | 123,949 | 121,336 | 49,370 | 72,574 | 57,679 | 31,006 | 31,676 | 21,575 | 144,465 | 26,071 | 96,883 | 18,610 |
| | 1987 | 508,213 | 95,322 | 93,294 | 36,100 | 49,733 | 39,079 | 25,295 | 23,342 | 16,141 | 127,455 | 25,713 | 78,347 | 11,685 |
| Union | 1991 | 133,082 | 46,045 | 45,637 | 10,085 | 10,054 | 7,868 | 5,583 | 6,411 | 4,186 | 18,731 | 10,048 | 5,929 | 10,007 |
| | 1987 | 111,872 | 36,889 | 36,555 | 8,150 | 7,942 | 6,142 | 4,866 | 5,299 | 3,544 | 17,042 | 10,131 | 5,778 | 7,136 |
| Williamsburg | 1991 | 121,847 | 34,030 | 32,846 | 4,963 | 5,140 | | 7,320 | 5,914 | 5,501 | 23,771 | 18,361 | 3,902 | 8,987 |
| | 1987 | 113,259 | 34,856 | 33,636 | 5,134 | 4,789 | | 6,680 | 6,897 | 6,412 | 22,997 | 14,375 | 3,867 | 6,220 |
| York | 1991 | 901,263 | 195,296 | 191,460 | 89,860 | 81,378 | 66,733 | 33,639 | 53,290 | 34,255 | 183,905 | 82,477 | 67,310 | 44,456 |
| | 1987 | 717,852 | 166,713 | 163,406 | 70,834 | 57,784 | 46,904 | 30,140 | 40,104 | 26,205 | 167,370 | 62,341 | 49,770 | 27,652 |
| **TOTAL METRO COUNTIES** | **1991** | **15,843,417** | **3,253,697** | **3,150,325** | **1,543,937** | **1,830,414** | **1,459,932** | **816,952** | **767,190** | **455,763** | **3,357,137** | **1,209,466** | **1,073,593** | **630,135** |
| | 1987 | 12,946,636 | 2,641,623 | 2,556,609 | 1,229,282 | 1,448,420 | 1,138,800 | 667,334 | 650,547 | 394,497 | 3,031,174 | 1,001,526 | 919,294 | 420,184 |
| **TOTAL STATE** | **1991** | **24,219,853** | **5,260,477** | **5,085,473** | **2,378,824** | **2,583,664** | **1,987,925** | **1,296,588** | **1,202,547** | **788,730** | **4,908,057** | **1,898,651** | **1,630,519** | **1,007,465** |
| | 1987 | 19,750,407 | 4,243,741 | 4,101,100 | 1,869,371 | 2,029,206 | 1,532,587 | 1,041,769 | 1,012,060 | 673,757 | 4,435,291 | 1,542,602 | 1,418,770 | 678,617 |
| **SOUTH DAKOTA** | | | | | | | | | | | | | | |
| **RAPID CITY** | **1991** | **868,870** | **151,084** | **147,825** | **74,785** | **124,371** | **101,503** | **42,927** | **27,913** | **17,388** | **244,282** | **63,399** | **47,030** | **19,809** |
| | 1987 | 668,948 | 114,751 | 112,253 | 60,027 | 92,000 | 74,334 | 28,758 | 31,562 | 20,026 | 176,445 | 51,802 | 40,399 | 16,173 |
| Pennington | 1991 | 868,870 | 151,084 | 147,825 | 74,785 | 124,371 | 101,503 | 42,927 | 27,913 | 17,388 | 244,282 | 63,399 | 47,030 | 19,809 |
| | 1987 | 668,948 | 114,751 | 112,253 | 60,027 | 92,000 | 74,334 | 28,758 | 31,562 | 20,026 | 176,445 | 51,802 | 40,399 | 16,173 |
| **SIOUX FALLS** | **1991** | **1,316,538** | **212,994** | **202,859** | **118,372** | **181,041** | **144,694** | **53,568** | **52,832** | **24,560** | **313,323** | **95,593** | **65,678** | **62,475** |
| | 1987 | 976,956 | 157,295 | 149,780 | 88,035 | 134,227 | 106,099 | 44,698 | 51,615 | 24,771 | 224,286 | 74,954 | 49,277 | 43,868 |
| Minnehaha | 1991 | 1,316,538 | 212,994 | 202,859 | 118,372 | 181,041 | 144,694 | 53,568 | 52,832 | 24,560 | 313,323 | 95,593 | 65,678 | 62,475 |
| | 1987 | 976,956 | 157,295 | 149,780 | 88,035 | 134,227 | 106,099 | 44,698 | 51,615 | 24,771 | 224,286 | 74,954 | 49,277 | 43,868 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1991<br>U.S. CENSUS: 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **SOUTH DAKOTA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Aurora | 1991 | 8,938 | 1,196 | 1,181 | 957 | 114 | | | 270 | 270 | 33 | 5,112 | 887 | |
| | 1987 | 7,154 | 1,108 | 1,094 | 932 | 120 | | | 335 | 335 | 40 | 3,354 | 755 | |
| Beadle | 1991 | 114,712 | 24,391 | 24,273 | 10,915 | 10,175 | 7,141 | 11,560 | 3,574 | 1,517 | 28,896 | 7,635 | 4,774 | 7,504 |
| | 1987 | 96,231 | 18,765 | 18,670 | 9,216 | 8,553 | 5,908 | 8,719 | 4,648 | 2,017 | 23,220 | 7,509 | 4,484 | 4,966 |
| Bennett | 1991 | 18,781 | 3,569 | 2,880 | 699 | | | 230 | 116 | | 8,872 | 2,653 | 1,487 | 414 |
| | 1987 | 15,495 | 3,053 | 2,463 | 628 | | | 244 | 160 | | 7,081 | 2,323 | 1,081 | 277 |
| Bon Homme | 1991 | 27,864 | 5,561 | 5,166 | 2,091 | 320 | | 479 | 640 | | 6,063 | 5,457 | 1,153 | 1,063 |
| | 1987 | 23,399 | 4,829 | 4,485 | 2,032 | 243 | | 417 | 724 | | 5,156 | 4,030 | 1,085 | 743 |
| Brookings | 1991 | 134,704 | 16,890 | 14,495 | 17,568 | 15,282 | 10,336 | 9,528 | 5,137 | 2,299 | 26,791 | 12,246 | 11,941 | 7,110 |
| | 1987 | 108,520 | 18,183 | 15,602 | 13,186 | 10,216 | 6,791 | 7,563 | 4,702 | 2,159 | 21,041 | 10,097 | 8,421 | 5,310 |
| Brown | 1991 | 340,436 | 61,410 | 59,376 | 33,962 | 53,313 | 51,967 | 11,040 | 15,042 | 7,002 | 80,879 | 35,440 | 19,512 | 10,889 |
| | 1987 | 268,318 | 48,483 | 46,868 | 27,442 | 37,334 | 36,339 | 9,969 | 16,307 | 7,631 | 62,852 | 24,413 | 16,036 | 8,615 |
| Brule | 1991 | 48,264 | 5,526 | 5,215 | 4,618 | 1,106 | | 396 | 156 | | 18,243 | 10,981 | 3,425 | 2,555 |
| | 1987 | 38,148 | 4,212 | 3,974 | 3,562 | 985 | | 357 | 253 | | 13,297 | 9,063 | 2,747 | 2,165 |
| Buffalo | 1991 | 940 | 940 | 890 | | | | | | | | | | |
| | 1987 | 916 | 916 | 868 | | | | | | | | | | |
| Butte | 1991 | 47,251 | 11,462 | 10,115 | 3,814 | 4,143 | | 1,217 | 104 | 104 | 11,239 | 7,911 | 3,280 | 1,915 |
| | 1987 | 39,121 | 9,625 | 8,492 | 3,186 | 3,013 | | 1,158 | 170 | 170 | 9,470 | 6,039 | 2,638 | 1,421 |
| Campbell | 1991 | 8,628 | 338 | 311 | 1,149 | | | 283 | 24 | | 4,904 | 864 | 818 | |
| | 1987 | 7,181 | 653 | 600 | 857 | | | 206 | 54 | | 3,641 | 644 | 641 | |
| Charles Mix | 1991 | 30,024 | 12,573 | 12,344 | 2,110 | 1,253 | | 315 | 827 | 547 | 1,111 | 4,838 | 1,772 | 1,162 |
| | 1987 | 25,276 | 9,612 | 9,436 | 2,350 | 894 | | 258 | 1,007 | 677 | 1,222 | 3,784 | 1,664 | 872 |
| Clark | 1991 | 11,338 | 302 | 244 | 1,606 | | | 51 | 97 | 97 | 2,869 | 1,876 | 1,667 | 1,854 |
| | 1987 | 10,328 | 345 | 278 | 1,366 | | | 49 | 199 | 199 | 2,870 | 1,302 | 1,560 | 1,610 |
| Clay | 1991 | 62,645 | 17,930 | 17,762 | 6,105 | 7,298 | | 1,538 | 1,044 | 785 | 12,034 | 6,566 | 2,198 | 2,332 |
| | 1987 | 48,830 | 13,784 | 13,652 | 5,585 | 5,027 | | 1,399 | 1,326 | 1,008 | 8,670 | 4,339 | 1,979 | 2,055 |
| Codington | 1991 | 230,356 | 62,432 | 61,081 | 15,328 | 35,711 | 30,766 | 14,099 | 4,876 | 2,645 | 34,829 | 28,998 | 15,620 | 6,817 |
| | 1987 | 175,766 | 47,235 | 46,204 | 11,444 | 23,399 | 20,006 | 11,267 | 6,008 | 3,333 | 26,345 | 20,142 | 12,093 | 5,339 |
| Corson | 1991 | 7,082 | 1,742 | 1,555 | 1,557 | | | 272 | 194 | | 62 | 1,199 | 736 | 668 |
| | 1987 | 6,228 | 1,424 | 1,271 | 1,156 | | | 246 | 273 | | 91 | 1,002 | 531 | 595 |
| Custer | 1991 | 28,563 | 8,787 | 8,470 | 5,653 | 542 | | 276 | 398 | 231 | 4,020 | 5,297 | 273 | 480 |
| | 1987 | 21,794 | 6,498 | 6,262 | 4,069 | 445 | | 166 | 345 | 209 | 2,955 | 4,107 | 268 | 554 |
| Davison | 1991 | 167,956 | 34,969 | 34,525 | 16,381 | 14,849 | 11,289 | 7,581 | 2,388 | 1,271 | 38,730 | 19,292 | 12,598 | 2,422 |
| | 1987 | 135,697 | 27,350 | 26,998 | 14,131 | 12,643 | 9,488 | 7,257 | 3,465 | 1,912 | 30,381 | 13,368 | 11,003 | 1,750 |
| Day | 1991 | 30,491 | 5,125 | 4,369 | 2,265 | 446 | | 1,011 | 527 | 309 | 13,041 | 1,901 | 2,312 | 2,566 |
| | 1987 | 24,813 | 4,844 | 4,129 | 1,953 | 517 | | 797 | 649 | 397 | 9,706 | 1,400 | 1,717 | 1,868 |
| Deuel | 1991 | 18,320 | 2,371 | 2,335 | 1,857 | 287 | | 275 | 363 | 363 | 4,459 | 7,157 | 254 | 270 |
| | 1987 | 13,689 | 1,935 | 1,906 | 1,380 | 481 | | 165 | 425 | 425 | 3,232 | 4,272 | 408 | 251 |
| Dewey | 1991 | 18,768 | 6,539 | 6,239 | 1,851 | 404 | | 399 | 133 | 133 | 1,544 | 5,535 | 1,077 | 371 |
| | 1987 | 16,540 | 5,431 | 5,181 | 1,680 | 698 | | 346 | 202 | 202 | 1,333 | 4,514 | 920 | 468 |
| Douglas | 1991 | 10,797 | 3,205 | 2,721 | 816 | 136 | | | 30 | | 3,142 | 2,158 | 425 | 552 |
| | 1987 | 8,875 | 2,455 | 2,084 | 903 | 176 | | | 56 | | 2,770 | 1,398 | 335 | 435 |
| Edmunds | 1991 | 13,558 | 3,628 | 2,941 | 776 | | | 442 | 129 | 129 | 4,971 | 1,253 | 812 | 850 |
| | 1987 | 12,577 | 3,127 | 2,534 | 739 | | | 394 | 265 | 265 | 4,152 | 1,678 | 747 | 670 |
| Fall River | 1991 | 42,016 | 12,768 | 12,572 | 3,792 | 1,312 | | 365 | 262 | 38 | 4,917 | 7,043 | 2,906 | 1,544 |
| | 1987 | 35,319 | 10,062 | 9,905 | 3,430 | 1,116 | | 528 | 404 | 59 | 3,282 | 4,579 | 2,774 | 1,359 |
| Faulk | 1991 | 8,992 | 2,637 | 2,505 | 965 | 194 | | | 42 | | 913 | 1,755 | 283 | 1,545 |
| | 1987 | 7,285 | 2,173 | 2,063 | 648 | 307 | | | 70 | | 901 | 1,164 | 270 | 1,287 |
| Grant | 1991 | 51,019 | 10,436 | 10,341 | 2,361 | 1,558 | | 1,375 | 1,625 | 1,077 | 16,746 | 6,368 | 2,029 | 1,586 |
| | 1987 | 42,608 | 8,249 | 8,172 | 2,355 | 1,426 | | 1,340 | 1,975 | 1,328 | 12,803 | 5,617 | 2,007 | 1,408 |
| Gregory | 1991 | 16,786 | 6,518 | 6,390 | 1,578 | 394 | | 516 | 308 | 47 | 1,226 | 1,085 | 2,509 | 1,513 |
| | 1987 | 15,288 | 5,838 | 5,722 | 1,557 | 361 | | 354 | 521 | 89 | 1,109 | 1,116 | 2,185 | 1,127 |
| Haakon | 1991 | 13,268 | 2,953 | 2,835 | 964 | 156 | | 715 | 272 | 163 | 5,160 | 413 | 1,135 | 670 |
| | 1987 | 11,882 | 2,474 | 2,374 | 911 | 180 | | 505 | 365 | 220 | 4,469 | 375 | 1,121 | 762 |
| Hamlin | 1991 | 8,926 | 919 | 838 | 1,727 | | | 76 | 68 | | 1,446 | 1,103 | 626 | 1,068 |
| | 1987 | 8,386 | 950 | 866 | 1,327 | | | 53 | 89 | | 997 | 1,368 | 706 | 730 |
| Hand | 1991 | 20,823 | 3,033 | 2,878 | 1,965 | 353 | | 507 | 368 | 368 | 3,975 | 3,907 | 2,275 | 435 |
| | 1987 | 17,161 | 3,025 | 2,869 | 1,551 | 655 | | 392 | 483 | 483 | 2,765 | 2,927 | 2,010 | 541 |
| Hanson | 1991 | 8,090 | 488 | 461 | 583 | | | | 319 | 319 | 1,458 | 3,724 | 104 | |
| | 1987 | 6,522 | 745 | 704 | 450 | | | | 386 | 386 | 1,176 | 2,691 | 136 | |
| Harding | 1991 | 5,487 | 568 | 520 | 234 | | | | | | 1,239 | 2,980 | 200 | 50 |
| | 1987 | 4,409 | 395 | 362 | 292 | | | | | | 842 | 2,187 | 298 | 66 |
| Hughes | 1991 | 137,455 | 34,484 | 34,334 | 10,965 | 10,179 | 8,152 | 10,712 | 4,793 | 2,611 | 39,164 | 10,806 | 5,996 | 2,010 |
| | 1987 | 106,816 | 25,655 | 25,538 | 8,363 | 8,240 | 6,528 | 6,641 | 5,125 | 2,871 | 27,654 | 8,075 | 4,670 | 1,853 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1991
U.S. CENSUS: 1987

| METRO AREA County | Year | Total Retail Sales ($000) | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **SOUTH DAKOTA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Hutchinson | 1991 | 33,919 | 8,941 | 8,627 | 1,787 | 755 | | 2,712 | 272 | 272 | 4,435 | 2,838 | 3,729 | 6,093 |
| | 1987 | 29,173 | 7,892 | 7,613 | 1,815 | 750 | | 1,709 | 373 | 373 | 3,348 | 2,494 | 3,494 | 5,247 |
| Hyde | 1991 | 8,876 | 1,968 | 1,919 | 105 | | | 1,300 | 251 | 175 | 716 | 3,343 | 351 | 621 |
| | 1987 | 7,177 | 1,710 | 1,667 | 106 | | | 984 | 321 | 232 | 603 | 2,203 | 473 | 473 |
| Jackson | 1991 | 13,220 | 2,792 | 2,674 | 1,714 | | | 386 | | | 3 | 7,062 | 446 | |
| | 1987 | 10,962 | 2,207 | 2,113 | 1,218 | | | 235 | | | 4 | 5,869 | 569 | |
| Jerauld | 1991 | 13,104 | 1,968 | 1,923 | 1,053 | 199 | | 260 | 97 | 59 | 6,244 | | 1,323 | 724 |
| | 1987 | 11,044 | 2,033 | 1,986 | 726 | 293 | | 281 | | | 4,906 | | 909 | 628 |
| Jones | 1991 | 16,945 | 1,376 | 1,110 | 1,144 | 238 | | | 113 | | 6,084 | 7,506 | 195 | |
| | 1987 | 14,717 | 1,562 | 1,260 | 947 | 261 | | | 235 | | 4,943 | 6,141 | 237 | |
| Kingsbury | 1991 | 33,697 | 9,028 | 8,924 | 2,116 | 394 | | 202 | 546 | 432 | 7,087 | 4,964 | 1,937 | 1,057 |
| | 1987 | 26,459 | 7,390 | 7,303 | 2,105 | 330 | | 176 | 1,044 | 824 | 4,772 | 3,286 | 1,577 | 932 |
| Lake | 1991 | 72,648 | 12,052 | 11,618 | 8,456 | 4,309 | | 2,325 | 1,703 | 1,433 | 28,160 | 5,329 | 4,602 | 2,978 |
| | 1987 | 55,976 | 9,446 | 9,104 | 6,474 | 3,241 | | 2,044 | 2,068 | 1,760 | 20,367 | 3,581 | 3,972 | 2,133 |
| Lawrence | 1991 | 139,663 | 36,608 | 35,891 | 18,368 | 7,014 | 6,297 | 2,894 | 2,120 | 801 | 32,646 | 17,769 | 5,802 | 4,212 |
| | 1987 | 101,186 | 25,288 | 24,788 | 14,072 | 4,647 | 4,149 | 2,660 | 2,185 | 825 | 23,919 | 11,444 | 4,534 | 2,950 |
| Lincoln | 1991 | 44,042 | 7,613 | 7,243 | 7,528 | 179 | | 193 | 616 | 571 | 8,862 | 9,565 | 3,483 | 1,764 |
| | 1987 | 35,268 | 7,809 | 7,429 | 5,499 | 305 | | 340 | 1,006 | 939 | 5,757 | 6,018 | 2,824 | 1,416 |
| Lyman | 1991 | 24,190 | 9,530 | 9,074 | 1,174 | 47 | | 116 | 269 | | 840 | 10,535 | 668 | 134 |
| | 1987 | 18,385 | 7,508 | 7,147 | 1,096 | 46 | | 105 | 284 | | 518 | 6,341 | 1,030 | 135 |
| McCook | 1991 | 25,298 | 2,363 | 1,890 | 2,086 | 103 | | 193 | 468 | 273 | 11,572 | 1,733 | 1,840 | 927 |
| | 1987 | 20,180 | 1,844 | 1,475 | 1,703 | 191 | | 199 | 422 | 256 | 8,014 | 2,675 | 1,693 | 589 |
| McPherson | 1991 | 10,096 | 1,802 | 1,643 | 841 | 754 | | 414 | 193 | 193 | 1,381 | 676 | 1,657 | 396 |
| | 1987 | 8,832 | 1,731 | 1,578 | 773 | 556 | | 357 | 273 | 273 | 936 | 782 | 1,331 | 325 |
| Marshall | 1991 | 9,432 | 3,300 | 3,183 | 1,657 | 81 | | 134 | 81 | 81 | 1,450 | 713 | 1,060 | 284 |
| | 1987 | 9,487 | 3,054 | 2,945 | 1,598 | 93 | | 128 | 162 | 162 | 1,282 | 865 | 1,021 | 327 |
| Meade | 1991 | 73,567 | 18,617 | 18,411 | 7,657 | 6,750 | 5,332 | 575 | 846 | 159 | 15,480 | 11,266 | 3,966 | 3,151 |
| | 1987 | 58,530 | 14,610 | 14,445 | 6,088 | 4,964 | 3,877 | 477 | 766 | 157 | 12,757 | 8,422 | 4,082 | 2,360 |
| Mellette | 1991 | 4,862 | 1,020 | 6 | 269 | 773 | | | 58 | | | 1,807 | | 135 |
| | 1987 | 3,506 | 690 | 4 | 187 | 758 | | | 54 | | | 1,188 | | 109 |
| Miner | 1991 | 13,277 | 1,607 | 1,499 | 1,401 | 230 | | 325 | 99 | | 303 | 4,783 | 2,438 | 933 |
| | 1987 | 10,565 | 1,545 | 1,441 | 1,246 | 233 | | 310 | 107 | | 309 | 2,793 | 1,975 | 638 |
| Minnehaha | 1991 | 1,316,538 | 212,994 | 202,859 | 118,372 | 181,041 | 144,694 | 53,568 | 52,832 | 24,560 | 313,323 | 95,593 | 65,678 | 62,475 |
| | 1987 | 976,956 | 157,295 | 149,780 | 88,035 | 134,227 | 106,099 | 44,698 | 51,615 | 24,771 | 224,286 | 74,954 | 49,277 | 43,868 |
| Moody | 1991 | 17,801 | 4,572 | 4,182 | 1,046 | 316 | | 125 | 116 | 116 | 4,423 | 5,969 | 224 | 299 |
| | 1987 | 13,616 | 3,674 | 3,360 | 956 | 330 | | 110 | 126 | 126 | 3,338 | 3,887 | 224 | 282 |
| Pennington | 1991 | 868,870 | 151,084 | 147,825 | 74,785 | 124,371 | 101,503 | 42,927 | 27,913 | 17,388 | 244,282 | 63,399 | 47,030 | 19,809 |
| | 1987 | 668,948 | 114,751 | 112,253 | 60,027 | 92,000 | 74,334 | 28,758 | 31,562 | 20,026 | 176,445 | 51,802 | 40,399 | 16,173 |
| Perkins | 1991 | 17,431 | 4,949 | 4,840 | 995 | 970 | | 574 | 129 | 129 | 1,337 | 2,354 | 1,901 | 176 |
| | 1987 | 16,001 | 4,237 | 4,143 | 982 | 770 | | 543 | 142 | 142 | 1,668 | 2,214 | 1,647 | 214 |
| Potter | 1991 | 12,034 | 4,341 | 4,237 | 1,065 | 574 | | 397 | 69 | | 438 | 3,119 | 186 | 256 |
| | 1987 | 10,791 | 3,693 | 3,604 | 1,069 | 462 | | 308 | 109 | | 466 | 2,523 | 329 | 390 |
| Roberts | 1991 | 33,414 | 3,238 | 2,382 | 4,007 | 4,170 | | 768 | 1,111 | 1,111 | 7,267 | 5,577 | 1,821 | 2,228 |
| | 1987 | 28,177 | 3,095 | 2,277 | 3,624 | 3,501 | | 497 | 1,269 | 1,269 | 5,650 | 3,970 | 2,087 | 1,504 |
| Sanborn | 1991 | 7,965 | 465 | 412 | 1,138 | | | 34 | 58 | | 2,839 | 1,772 | 519 | |
| | 1987 | 6,215 | 587 | 520 | 717 | | | 52 | 86 | | 1,884 | 1,144 | 370 | |
| Shannon | 1991 | 9,365 | 4,582 | 4,397 | 271 | | | | 27 | | 134 | 4,012 | | |
| | 1987 | 7,857 | 4,462 | 4,281 | 285 | | | | 48 | | 139 | 2,576 | | |
| Spink | 1991 | 27,798 | 3,815 | 3,448 | 2,471 | 557 | | 349 | 675 | 314 | 10,991 | 3,367 | 1,205 | 1,191 |
| | 1987 | 24,902 | 3,958 | 3,576 | 2,336 | 487 | | 314 | 694 | 334 | 8,946 | 3,125 | 1,276 | 974 |
| Stanley | 1991 | 14,954 | 5,427 | 5,417 | 907 | 243 | | | | | 823 | | 5,110 | |
| | 1987 | 13,239 | 4,530 | 4,521 | 648 | 366 | | | | | 1,040 | | 4,177 | |
| Sully | 1991 | 16,672 | 1,559 | 1,492 | 1,188 | | | | | | 11,697 | 1,049 | 498 | 118 |
| | 1987 | 13,364 | 1,294 | 1,238 | 1,135 | | | | | | 9,115 | 750 | 439 | 128 |
| Todd | 1991 | 9,733 | 4,993 | 4,938 | 149 | 268 | | | 42 | | 425 | 2,251 | 216 | |
| | 1987 | 10,046 | 4,270 | 4,222 | 173 | 396 | | | 63 | | 444 | 3,042 | 267 | |
| Tripp | 1991 | 53,635 | 10,603 | 10,426 | 3,195 | 3,257 | | 1,869 | 1,246 | 621 | 16,368 | 8,182 | 4,347 | 1,287 |
| | 1987 | 41,908 | 8,080 | 7,944 | 2,472 | 3,046 | | 1,656 | 1,674 | 845 | 12,117 | 5,874 | 3,605 | 900 |
| Turner | 1991 | 29,135 | 9,282 | 8,954 | 1,925 | 178 | | 259 | 239 | 239 | 5,631 | 3,136 | 1,867 | 1,343 |
| | 1987 | 23,888 | 6,911 | 6,665 | 1,935 | 201 | | 245 | 304 | 304 | 4,646 | 2,522 | 1,649 | 1,048 |
| Union | 1991 | 20,516 | 2,265 | 2,141 | 2,193 | 245 | | 209 | 201 | | 1,225 | 6,697 | 787 | 671 |
| | 1987 | 16,816 | 2,408 | 2,277 | 1,731 | 153 | | 154 | 334 | | 979 | 5,179 | 727 | 479 |
| Walworth | 1991 | 44,695 | 10,188 | 8,682 | 2,731 | 5,441 | 4,755 | 2,299 | 617 | 119 | 8,060 | 8,813 | 3,502 | 1,081 |
| | 1987 | 39,000 | 8,399 | 7,156 | 2,850 | 4,181 | 3,629 | 1,957 | 869 | 178 | 7,731 | 6,020 | 3,162 | 1,179 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1991<br>U.S. CENSUS 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **SOUTH DAKOTA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Yankton | 1991 | 152,023 | 36,525 | 36,242 | 13,304 | 26,664 | 23,463 | 6,587 | 4,680 | 2,152 | 30,078 | 6,174 | 9,742 | 3,491 |
| | 1987 | 124,275 | 27,586 | 27,367 | 10,015 | 18,758 | 16,394 | 5,512 | 4,878 | 2,273 | 22,374 | 5,336 | 9,166 | 2,922 |
| Ziebach | 1991 | 5,016 | 583 | 467 | 219 | | | 60 | 84 | | 324 | 2,423 | 482 | |
| | 1987 | 4,291 | 640 | 513 | 210 | | | 54 | 90 | | 263 | 1,931 | 440 | |
| **TOTAL METRO COUNTIES** | 1991 | 2,185,408 | 364,078 | 350,684 | 193,157 | 305,412 | 246,197 | 96,495 | 80,745 | 41,948 | 557,605 | 158,992 | 112,708 | 82,284 |
| | 1987 | 1,645,904 | 272,046 | 262,033 | 148,062 | 226,227 | 180,433 | 73,456 | 83,177 | 44,797 | 400,731 | 126,756 | 89,676 | 60,041 |
| **TOTAL STATE** | 1991 | 4,887,709 | 957,740 | 921,138 | 444,523 | 529,646 | 405,695 | 197,312 | 141,897 | 73,523 | 1,167,904 | 527,329 | 283,696 | 180,049 |
| | 1987 | 3,822,309 | 749,622 | 719,621 | 353,534 | 392,575 | 293,542 | 157,653 | 154,154 | 82,444 | 869,489 | 399,828 | 236,252 | 137,420 |
| **TENNESSEE** | | | | | | | | | | | | | | |
| **CHATTANOOGA** | 1991 | 3,105,428 | 573,426 | 558,816 | 274,913 | 406,565 | 337,075 | 180,342 | 165,598 | 89,865 | 676,175 | 258,468 | 168,433 | 87,941 |
| | 1987 | 2,764,962 | 579,300 | 564,362 | 252,085 | 329,243 | 270,465 | 139,206 | 140,014 | 78,161 | 621,302 | 242,996 | 154,778 | 78,743 |
| Hamilton | 1991 | 2,424,327 | 382,894 | 372,201 | 230,958 | 336,334 | 287,561 | 152,798 | 140,679 | 73,887 | 581,693 | 170,076 | 118,976 | 62,497 |
| | 1987 | 2,167,282 | 395,637 | 384,512 | 213,155 | 276,389 | 234,430 | 115,093 | 116,806 | 62,879 | 529,775 | 169,289 | 112,890 | 60,543 |
| Marion | 1991 | 124,642 | 35,124 | 34,029 | 6,913 | 15,192 | 6,253 | 7,290 | 4,716 | 3,138 | 17,088 | 13,915 | 11,154 | 3,695 |
| | 1987 | 109,251 | 33,006 | 31,970 | 6,058 | 11,117 | 4,433 | 5,390 | 3,891 | 2,656 | 17,184 | 12,467 | 8,740 | 3,377 |
| Sequatchie | 1991 | 38,130 | 13,259 | 13,116 | 1,813 | 971 | | 320 | 506 | 506 | 10,492 | 5,285 | 2,104 | 2,167 |
| | 1987 | 33,462 | 12,688 | 12,548 | 1,693 | 1,084 | | 284 | 503 | 503 | 8,933 | 3,869 | 1,607 | 1,566 |
| *Catoosa, Ga.* | *1991* | *230,704* | *65,015* | *63,992* | *22,707* | *41,793* | *38,234* | *6,460* | *10,680* | *7,249* | *20,758* | *20,658* | *23,914* | *9,216* |
| | *1987* | *197,105* | *60,211* | *59,252* | *19,677* | *30,221* | *27,510* | *5,643* | *10,452* | *7,213* | *22,205* | *18,264* | *17,560* | *6,287* |
| *Dade, Ga.* | *1991* | *57,743* | *20,782* | *20,265* | *4,092* | *1,399* | | *771* | *378* | *269* | *5,909* | *15,691* | *3,691* | *1,582* |
| | *1987* | *50,379* | *19,688* | *19,195* | *3,358* | *1,319* | | *881* | *611* | *448* | *5,274* | *11,806* | *4,014* | *1,010* |
| *Walker, Ga.* | *1991* | *229,882* | *56,352* | *55,213* | *8,430* | *10,876* | *5,027* | *12,703* | *8,639* | *4,816* | *40,235* | *32,843* | *8,594* | *8,784* |
| | *1987* | *207,483* | *58,070* | *56,885* | *8,144* | *9,113* | *4,092* | *11,915* | *7,751* | *4,462* | *37,931* | *27,301* | *9,967* | *5,960* |
| **CLARKSVILLE - HOPKINSVILLE** | 1991 | 1,054,654 | 154,414 | 151,023 | 95,722 | 147,120 | 130,744 | 53,645 | 52,263 | 25,665 | 296,334 | 73,513 | 75,499 | 32,874 |
| | 1987 | 911,020 | 148,675 | 145,382 | 84,905 | 120,040 | 106,084 | 36,362 | 42,422 | 21,428 | 274,550 | 57,625 | 64,962 | 24,123 |
| Montgomery | 1991 | 704,554 | 92,420 | 90,405 | 61,882 | 105,499 | 98,737 | 39,140 | 38,672 | 19,052 | 225,543 | 36,188 | 52,039 | 16,830 |
| | 1987 | 598,763 | 90,721 | 88,725 | 52,825 | 86,185 | 80,376 | 24,499 | 29,572 | 15,019 | 199,538 | 31,080 | 44,370 | 12,416 |
| *Christian, Ky.* | *1991* | *350,100* | *61,994* | *60,618* | *33,840* | *41,621* | *32,007* | *14,505* | *13,591* | *6,613* | *70,691* | *37,325* | *23,460* | *16,044* |
| | *1987* | *312,257* | *57,954* | *56,657* | *32,080* | *33,855* | *25,708* | *11,863* | *12,850* | *6,409* | *75,012* | *26,545* | *20,592* | *11,707* |
| **JACKSON** | 1991 | 665,758 | 119,524 | 114,906 | 45,414 | 116,437 | 96,301 | 33,907 | 31,393 | 19,478 | 130,952 | 58,185 | 56,158 | 22,192 |
| | 1987 | 603,563 | 113,719 | 109,304 | 43,580 | 112,938 | 92,525 | 29,439 | 26,641 | 16,881 | 116,465 | 49,862 | 51,059 | 16,413 |
| Madison | 1991 | 665,758 | 119,524 | 114,906 | 45,414 | 116,437 | 96,301 | 33,907 | 31,393 | 19,478 | 130,952 | 58,185 | 56,158 | 22,192 |
| | 1987 | 603,563 | 113,719 | 109,304 | 43,580 | 112,938 | 92,525 | 29,439 | 26,641 | 16,881 | 116,465 | 49,862 | 51,059 | 16,413 |
| **JOHNSON CITY - KINGSPORT - BRISTOL** | 1991 | 2,621,185 | 513,922 | 493,117 | 239,209 | 434,134 | 358,012 | 97,918 | 105,220 | 64,229 | 597,593 | 185,953 | 172,103 | 118,502 |
| | 1987 | 2,350,811 | 497,517 | 479,194 | 208,581 | 337,946 | 274,391 | 93,346 | 100,182 | 62,306 | 580,229 | 147,843 | 164,910 | 86,098 |
| Carter | 1991 | 190,641 | 44,904 | 44,161 | 17,429 | 30,941 | 14,837 | 2,631 | 6,376 | 4,528 | 34,244 | 21,907 | 14,071 | 8,315 |
| | 1987 | 165,544 | 42,740 | 42,024 | 15,985 | 23,899 | 11,145 | 2,817 | 5,841 | 4,217 | 29,727 | 13,741 | 15,742 | 6,956 |
| Hawkins | 1991 | 138,174 | 50,720 | 49,211 | 12,025 | 8,989 | 5,219 | 1,295 | 5,528 | 4,153 | 19,999 | 11,701 | 9,506 | 9,137 |
| | 1987 | 127,195 | 45,970 | 44,594 | 10,878 | 8,746 | 4,965 | 1,643 | 4,799 | 3,635 | 20,481 | 8,275 | 10,224 | 7,481 |
| Sullivan | 1991 | 1,105,688 | 132,852 | 130,585 | 97,499 | 252,174 | 220,338 | 41,437 | 36,513 | 21,887 | 306,624 | 80,647 | 50,200 | 41,103 |
| | 1987 | 1,000,168 | 160,327 | 157,560 | 85,689 | 186,538 | 161,863 | 42,771 | 37,577 | 22,996 | 294,612 | 60,019 | 46,944 | 31,527 |
| Unicoi | 1991 | 50,511 | 15,163 | 14,697 | 6,560 | 1,898 | | 220 | 1,741 | 795 | 12,989 | 2,138 | 2,492 | 5,056 |
| | 1987 | 44,554 | 13,065 | 12,661 | 6,063 | 2,534 | | 188 | 1,697 | 773 | 11,604 | 1,987 | 2,329 | 3,275 |
| Washington | 1991 | 610,385 | 109,214 | 105,726 | 66,144 | 101,480 | 99,209 | 27,713 | 27,931 | 15,651 | 130,211 | 34,673 | 51,070 | 30,967 |
| | 1987 | 552,537 | 107,995 | 104,525 | 55,937 | 78,620 | 76,760 | 25,136 | 26,593 | 15,340 | 127,347 | 33,653 | 45,318 | 21,433 |
| *Bristol city, Va.* | *1991* | *234,374* | *50,365* | *46,109* | *17,588* | *20,433* | *15,350* | *19,186* | *16,251* | *8,380* | *42,466* | *13,459* | *24,678* | *8,518* |
| | *1987* | *210,378* | *41,320* | *37,821* | *16,074* | *23,421* | *17,354* | *15,557* | *13,190* | *6,842* | *42,032* | *12,302* | *23,190* | *6,297* |
| *Scott, Va.* | *1991* | *113,246* | *53,011* | *46,015* | *6,451* | *2,941* | | *448* | *2,258* | *1,302* | *14,429* | *7,295* | *14,175* | *7,946* |
| | *1987* | *98,003* | *39,415* | *34,207* | *4,821* | *2,178* | | *449* | *2,419* | *1,393* | *18,680* | *6,925* | *14,792* | *4,656* |
| *Washington, Va.* | *1991* | *178,166* | *57,693* | *56,613* | *15,513* | *15,278* | *3,059* | *4,988* | *8,622* | *7,533* | *36,631* | *14,133* | *5,911* | *7,460* |
| | *1987* | *152,432* | *46,685* | *45,802* | *13,134* | *12,010* | *2,304* | *4,785* | *8,066* | *7,110* | *35,746* | *10,941* | *6,371* | *4,473* |
| **KNOXVILLE** | 1991 | 4,967,265 | 843,431 | 813,582 | 499,328 | 613,333 | 496,416 | 296,108 | 270,831 | 153,684 | 1,197,744 | 416,418 | 237,205 | 194,464 |
| | 1987 | 4,337,732 | 817,851 | 788,777 | 449,075 | 526,960 | 422,341 | 221,240 | 212,436 | 123,044 | 1,068,974 | 373,432 | 242,723 | 134,027 |
| Anderson | 1991 | 471,878 | 108,939 | 107,484 | 41,307 | 59,445 | 44,582 | 20,308 | 8,176 | 3,889 | 126,024 | 37,473 | 19,113 | 22,156 |
| | 1987 | 409,956 | 94,436 | 93,156 | 31,554 | 51,727 | 38,263 | 15,113 | 9,361 | 4,490 | 124,673 | 28,051 | 17,856 | 15,247 |
| Blount | 1991 | 717,429 | 127,771 | 124,584 | 47,618 | 86,038 | 75,910 | 16,921 | 31,206 | 26,342 | 280,082 | 39,749 | 38,104 | 25,372 |
| | 1987 | 619,733 | 114,359 | 111,484 | 39,158 | 70,840 | 62,102 | 11,765 | 25,988 | 22,214 | 257,412 | 29,418 | 35,687 | 17,720 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1991
U.S. CENSUS: 1987

| METRO AREA County | Year | Total Retail Sales ($000) | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/Home Furnishings/Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **TENNESSEE (continued)** | | | | | | | | | | | | | | |
| **KNOXVILLE (continued)** | | | | | | | | | | | | | | |
| Grainger | 1991 | 37,285 | 15,254 | 13,505 | 1,911 | 131 | | 152 | 1,857 | 1,772 | 12,039 | 2,619 | 438 | 1,820 |
| | 1987 | 31,517 | 11,127 | 9,849 | 1,609 | 120 | | 248 | 1,467 | 1,405 | 11,135 | 2,785 | 389 | 1,363 |
| Jefferson | 1991 | 144,299 | 39,510 | 38,874 | 12,003 | 17,368 | 13,698 | 699 | 6,529 | 6,228 | 31,450 | 16,431 | 8,701 | 7,512 |
| | 1987 | 121,556 | 36,792 | 36,193 | 11,322 | 12,261 | 9,558 | 1,201 | 5,053 | 4,838 | 23,922 | 14,525 | 7,368 | 5,986 |
| Knox | 1991 | 3,125,526 | 471,582 | 455,810 | 292,652 | 415,692 | 337,197 | 200,059 | 198,324 | 92,819 | 709,060 | 284,185 | 160,196 | 119,602 |
| | 1987 | 2,771,370 | 484,265 | 467,975 | 278,557 | 367,488 | 295,049 | 158,726 | 152,350 | 73,407 | 614,334 | 265,981 | 168,097 | 82,149 |
| Sevier | 1991 | 451,946 | 73,462 | 66,783 | 103,310 | 34,312 | 25,029 | 56,871 | 23,397 | 21,416 | 34,671 | 35,436 | 10,059 | 16,625 |
| | 1987 | 366,013 | 70,141 | 63,752 | 86,293 | 24,165 | 17,369 | 33,505 | 17,144 | 15,710 | 32,778 | 32,245 | 12,562 | 10,667 |
| Union | 1991 | 18,902 | 6,913 | 6,542 | 527 | 347 | | 1,098 | 1,342 | 1,218 | 4,418 | 525 | 594 | 1,377 |
| | 1987 | 17,587 | 6,731 | 6,368 | 582 | 359 | | 682 | 1,073 | 980 | 4,720 | 427 | 764 | 895 |
| **MEMPHIS** | 1991 | 6,991,400 | 1,155,850 | 1,091,553 | 578,337 | 1,026,834 | 768,694 | 390,775 | 354,151 | 210,393 | 1,815,422 | 559,201 | 253,073 | 322,401 |
| | 1987 | 6,429,744 | 1,155,254 | 1,089,827 | 550,805 | 870,354 | 642,348 | 341,837 | 330,425 | 200,777 | 1,695,775 | 531,029 | 264,350 | 248,279 |
| Shelby | 1991 | 6,175,216 | 951,323 | 893,406 | 521,973 | 917,779 | 686,117 | 376,849 | 335,839 | 201,957 | 1,674,792 | 405,230 | 210,038 | 284,949 |
| | 1987 | 5,756,072 | 978,139 | 918,405 | 505,885 | 793,297 | 584,957 | 328,125 | 316,621 | 194,273 | 1,573,479 | 404,777 | 220,428 | 223,480 |
| Tipton | 1991 | 131,834 | 32,800 | 30,792 | 8,444 | 19,272 | 13,345 | 2,002 | 3,667 | 2,386 | 27,523 | 13,220 | 10,511 | 4,889 |
| | 1987 | 114,960 | 30,175 | 28,322 | 7,087 | 14,601 | 9,945 | 2,307 | 3,003 | 1,980 | 24,953 | 9,998 | 11,219 | 3,791 |
| *Crittenden, Ark.* | *1991* | *399,895* | *73,111* | *71,892* | *26,246* | *33,691* | *24,497* | *8,220* | *6,534* | *2,516* | *77,060* | *124,758* | *24,226* | *16,512* |
| | *1987* | *330,452* | *57,944* | *56,967* | *22,034* | *25,181* | *18,042* | *7,301* | *5,669* | *2,240* | *63,838* | *105,296* | *23,020* | *10,665* |
| *De Soto, Miss.* | *1991* | *284,455* | *98,616* | *95,463* | *21,674* | *56,092* | *44,735* | *3,704* | *8,111* | *3,534* | *36,047* | *15,993* | *8,298* | *16,051* |
| | *1987* | *228,260* | *88,996* | *86,133* | *15,799* | *37,275* | *29,404* | *4,104* | *5,132* | *2,284* | *33,505* | *10,958* | *9,683* | *10,343* |
| **NASHVILLE** | 1991 | 8,202,528 | 1,317,634 | 1,286,900 | 897,125 | 1,263,537 | 996,629 | 384,491 | 438,161 | 232,440 | 1,923,147 | 614,776 | 408,922 | 301,453 |
| | 1987 | 7,091,309 | 1,262,593 | 1,232,479 | 732,731 | 954,369 | 743,908 | 328,623 | 377,375 | 204,296 | 1,786,378 | 537,460 | 385,055 | 208,190 |
| Cheatham | 1991 | 64,070 | 26,841 | 26,273 | 4,510 | 1,398 | | 656 | 1,575 | 1,575 | 5,729 | 6,713 | 8,311 | 4,973 |
| | 1987 | 57,306 | 23,577 | 23,074 | 3,601 | 1,045 | | 553 | 1,128 | 1,128 | 6,143 | 8,907 | 6,340 | 3,192 |
| Davidson | 1991 | 5,435,728 | 711,238 | 692,812 | 651,091 | 1,011,013 | 777,840 | 289,137 | 330,688 | 167,320 | 1,254,637 | 334,558 | 201,388 | 195,040 |
| | 1987 | 4,763,000 | 711,736 | 693,158 | 543,603 | 767,243 | 582,945 | 250,487 | 288,602 | 148,993 | 1,180,218 | 308,270 | 193,848 | 135,012 |
| Dickson | 1991 | 217,788 | 62,678 | 61,380 | 16,241 | 35,640 | 32,624 | 6,160 | 9,570 | 6,134 | 37,323 | 11,169 | 14,249 | 9,363 |
| | 1987 | 187,662 | 51,944 | 50,859 | 13,769 | 26,697 | 24,325 | 5,766 | 8,419 | 5,429 | 39,445 | 10,973 | 14,073 | 6,212 |
| Robertson | 1991 | 202,779 | 52,398 | 51,767 | 10,239 | 19,630 | 18,580 | 2,466 | 4,892 | 4,142 | 65,246 | 16,261 | 11,925 | 9,281 |
| | 1987 | 174,882 | 47,088 | 46,512 | 8,752 | 13,663 | 12,893 | 2,666 | 4,494 | 3,798 | 55,084 | 18,307 | 10,718 | 6,450 |
| Rutherford | 1991 | 765,645 | 150,063 | 147,566 | 77,120 | 82,170 | 73,529 | 27,445 | 37,847 | 28,941 | 183,979 | 72,954 | 63,109 | 24,171 |
| | 1987 | 634,101 | 130,174 | 127,982 | 58,590 | 59,089 | 52,573 | 24,576 | 31,345 | 24,095 | 162,447 | 57,221 | 58,038 | 16,959 |
| Sumner | 1991 | 536,280 | 147,869 | 145,631 | 50,698 | 54,310 | 44,077 | 15,511 | 12,190 | 8,997 | 96,983 | 52,452 | 45,923 | 24,898 |
| | 1987 | 463,025 | 129,606 | 127,619 | 38,743 | 40,761 | 32,740 | 12,612 | 11,638 | 8,711 | 95,644 | 42,130 | 47,859 | 17,352 |
| Williamson | 1991 | 620,708 | 107,559 | 105,115 | 50,548 | 25,194 | 22,549 | 31,035 | 31,049 | 9,682 | 174,086 | 71,773 | 38,903 | 21,963 |
| | 1987 | 507,022 | 107,656 | 105,188 | 38,574 | 21,001 | 18,688 | 22,232 | 23,225 | 7,442 | 161,686 | 47,978 | 29,689 | 14,900 |
| Wilson | 1991 | 359,530 | 58,988 | 56,356 | 36,678 | 34,182 | 27,430 | 12,081 | 10,350 | 5,649 | 105,164 | 48,896 | 25,114 | 11,764 |
| | 1987 | 304,311 | 60,812 | 58,087 | 27,099 | 24,870 | 19,744 | 9,731 | 8,524 | 4,700 | 85,711 | 43,674 | 24,490 | 8,113 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Anderson | 1991 | 471,878 | 108,939 | 107,484 | 41,307 | 59,445 | 44,582 | 20,308 | 8,176 | 3,889 | 126,024 | 37,473 | 19,113 | 22,156 |
| | 1987 | 409,956 | 94,436 | 93,156 | 31,554 | 51,727 | 38,263 | 15,113 | 9,361 | 4,490 | 124,673 | 28,051 | 17,856 | 15,247 |
| Bedford | 1991 | 149,510 | 43,407 | 41,945 | 12,452 | 17,732 | 15,121 | 2,862 | 5,779 | 4,535 | 27,970 | 11,120 | 7,534 | 10,128 |
| | 1987 | 131,058 | 36,463 | 35,228 | 9,974 | 13,984 | 11,830 | 3,013 | 5,503 | 4,391 | 28,654 | 10,921 | 6,942 | 6,615 |
| Benton | 1991 | 64,150 | 13,076 | 8,918 | 4,267 | 10,970 | 9,156 | 760 | 1,561 | 1,561 | 8,807 | 15,420 | 2,706 | 3,067 |
| | 1987 | 59,188 | 15,991 | 10,903 | 4,080 | 8,190 | 6,776 | 1,102 | 1,312 | 1,312 | 9,970 | 10,779 | 3,016 | 2,118 |
| Bledsoe | 1991 | 20,960 | 8,419 | 7,346 | 1,301 | 1,003 | | 84 | 535 | 535 | 4,456 | 1,769 | 1,296 | 392 |
| | 1987 | 19,898 | 6,314 | 5,509 | 1,238 | 903 | | 154 | 696 | 696 | 4,677 | 1,507 | 2,334 | 720 |
| Blount | 1991 | 717,429 | 127,771 | 124,584 | 47,618 | 86,038 | 75,910 | 16,921 | 31,206 | 26,342 | 280,082 | 39,749 | 38,104 | 25,372 |
| | 1987 | 619,733 | 114,359 | 111,484 | 39,158 | 70,840 | 62,102 | 11,765 | 25,988 | 22,214 | 257,412 | 29,418 | 35,687 | 17,720 |
| Bradley | 1991 | 490,696 | 86,146 | 85,054 | 40,730 | 60,838 | 58,430 | 22,990 | 25,819 | 11,874 | 128,392 | 41,620 | 41,052 | 22,450 |
| | 1987 | 440,834 | 97,780 | 96,522 | 37,682 | 51,705 | 49,544 | 18,751 | 19,302 | 9,077 | 113,833 | 31,655 | 36,660 | 15,719 |
| Campbell | 1991 | 166,222 | 51,201 | 48,551 | 11,090 | 15,374 | 10,539 | 6,138 | 3,893 | 3,558 | 24,818 | 33,266 | 6,507 | 5,399 |
| | 1987 | 149,119 | 43,872 | 41,593 | 11,355 | 11,783 | 7,936 | 5,047 | 3,943 | 3,608 | 28,954 | 25,846 | 6,090 | 5,229 |
| Cannon | 1991 | 26,658 | 9,406 | 8,641 | 916 | 1,086 | | 604 | 389 | 389 | 6,314 | 3,957 | 1,244 | 1,725 |
| | 1987 | 24,396 | 8,944 | 8,215 | 864 | 1,130 | | 574 | 491 | 491 | 5,360 | 2,881 | 1,476 | 1,583 |
| Carroll | 1991 | 120,854 | 30,587 | 28,232 | 4,595 | 11,830 | 8,187 | 3,607 | 6,329 | 4,936 | 34,154 | 14,957 | 6,417 | 5,478 |
| | 1987 | 110,229 | 29,040 | 26,798 | 5,091 | 9,933 | 6,760 | 3,696 | 5,432 | 4,257 | 31,181 | 10,584 | 6,602 | 5,070 |
| Carter | 1991 | 190,641 | 44,904 | 44,161 | 17,429 | 30,941 | 14,837 | 2,631 | 6,376 | 4,528 | 34,244 | 21,907 | 14,071 | 8,315 |
| | 1987 | 165,544 | 42,740 | 42,024 | 15,985 | 23,899 | 11,145 | 2,817 | 5,841 | 4,217 | 29,727 | 13,741 | 15,742 | 6,956 |
| Cheatham | 1991 | 64,070 | 26,841 | 26,273 | 4,510 | 1,398 | | 656 | 1,575 | 1,575 | 5,729 | 6,713 | 8,311 | 4,973 |
| | 1987 | 57,306 | 23,577 | 23,074 | 3,601 | 1,045 | | 553 | 1,128 | 1,128 | 6,143 | 8,907 | 6,340 | 3,192 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

**TENNESSEE (continued)**

**ALL COUNTIES (continued)**

| S&MM ESTIMATES 1991<br>U.S. CENSUS 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| Chester | 1991 | 43,231 | 8,802 | 8,102 | 2,897 | 1,426 | | 1,853 | 3,123 | 2,410 | 16,526 | 4,055 | 854 | 1,486 |
| | 1987 | 39,595 | 8,372 | 7,704 | 2,465 | 1,399 | | 1,476 | 2,571 | 1,977 | 15,877 | 3,442 | 1,180 | 1,084 |
| Claiborne | 1991 | 64,468 | 25,341 | 23,394 | 3,573 | 2,069 | | 2,088 | 1,691 | 924 | 5,818 | 5,197 | 5,388 | 4,120 |
| | 1987 | 58,755 | 22,042 | 20,344 | 3,621 | 2,368 | | 1,449 | 2,430 | 1,335 | 6,148 | 4,245 | 5,896 | 3,252 |
| Clay | 1991 | 15,183 | 5,907 | 5,380 | 971 | 132 | | 75 | 187 | | 1,559 | 1,063 | 1,306 | 651 |
| | 1987 | 13,522 | 5,303 | 4,829 | 1,013 | 187 | | 127 | 216 | | 1,242 | 1,026 | 1,741 | 460 |
| Cocke | 1991 | 157,871 | 43,690 | 39,590 | 16,417 | 23,431 | 14,091 | 4,606 | 1,799 | 919 | 20,039 | 19,299 | 4,869 | 7,790 |
| | 1987 | 136,987 | 37,965 | 34,395 | 13,549 | 19,107 | 11,244 | 4,745 | 2,748 | 1,403 | 20,895 | 14,685 | 6,494 | 6,260 |
| Coffee | 1991 | 311,254 | 58,092 | 54,895 | 33,588 | 57,537 | 54,165 | 12,070 | 9,332 | 5,361 | 58,356 | 22,223 | 18,898 | 14,461 |
| | 1987 | 266,201 | 52,971 | 50,046 | 26,780 | 42,396 | 39,781 | 9,692 | 9,335 | 5,404 | 56,319 | 19,043 | 18,103 | 10,889 |
| Crockett | 1991 | 56,130 | 14,351 | 12,129 | 1,710 | 541 | | 676 | 1,968 | 1,968 | 19,752 | 8,311 | 2,054 | 3,180 |
| | 1987 | 53,826 | 14,228 | 12,023 | 1,711 | 992 | | 1,027 | 1,766 | 1,766 | 20,987 | 5,469 | 2,035 | 2,296 |
| Cumberland | 1991 | 217,371 | 67,078 | 58,853 | 17,063 | 30,528 | 26,481 | 7,679 | 7,394 | 4,187 | 42,092 | 7,777 | 17,520 | 8,968 |
| | 1987 | 181,828 | 57,835 | 50,733 | 14,661 | 21,334 | 18,373 | 6,393 | 5,330 | 3,028 | 36,044 | 11,431 | 13,798 | 6,306 |
| Davidson | 1991 | 5,435,728 | 711,238 | 692,812 | 651,091 | 1,011,013 | 777,840 | 289,137 | 330,688 | 167,320 | 1,254,637 | 334,558 | 201,388 | 195,040 |
| | 1987 | 4,763,000 | 711,736 | 693,158 | 543,603 | 767,243 | 582,945 | 250,487 | 288,602 | 148,993 | 1,180,218 | 308,270 | 193,848 | 135,012 |
| Decatur | 1991 | 57,292 | 18,071 | 17,153 | 3,211 | 1,912 | | 824 | 1,304 | 1,304 | 13,111 | 9,638 | 2,352 | 3,499 |
| | 1987 | 48,914 | 14,325 | 13,595 | 2,479 | 2,560 | | 737 | 1,162 | 1,162 | 13,032 | 7,919 | 2,247 | 2,058 |
| De Kalb | 1991 | 48,743 | 16,724 | 14,895 | 3,005 | 2,048 | | 1,255 | 1,366 | 1,366 | 11,720 | 5,065 | 1,243 | 3,812 |
| | 1987 | 46,394 | 15,504 | 13,805 | 2,848 | 2,504 | | 1,290 | 1,335 | 1,335 | 12,162 | 4,396 | 1,466 | 2,695 |
| Dickson | 1991 | 217,788 | 62,678 | 61,380 | 16,241 | 35,640 | 32,624 | 6,160 | 9,570 | 6,134 | 37,323 | 11,169 | 14,249 | 9,363 |
| | 1987 | 187,662 | 51,944 | 50,859 | 13,769 | 26,697 | 24,325 | 5,766 | 8,419 | 5,429 | 39,445 | 10,973 | 14,073 | 6,212 |
| Dyer | 1991 | 295,249 | 49,645 | 44,472 | 20,907 | 48,880 | 44,746 | 11,957 | 13,251 | 6,148 | 85,744 | 19,441 | 18,923 | 8,714 |
| | 1987 | 257,734 | 49,554 | 44,381 | 18,428 | 34,680 | 31,598 | 11,884 | 11,238 | 5,249 | 74,638 | 17,520 | 17,352 | 6,717 |
| Fayette | 1991 | 53,575 | 18,077 | 16,753 | 2,530 | 5,723 | | 283 | 3,276 | 2,951 | 7,846 | 4,535 | 6,110 | 2,402 |
| | 1987 | 48,492 | 16,981 | 15,734 | 2,401 | 5,030 | | 490 | 2,485 | 2,230 | 8,122 | 3,820 | 4,791 | 1,962 |
| Fentress | 1991 | 51,623 | 21,904 | 19,980 | 3,142 | 3,163 | | 4,050 | 1,086 | 641 | 4,416 | 1,746 | 8,058 | 2,275 |
| | 1987 | 45,918 | 18,730 | 17,081 | 2,740 | 2,452 | | 4,301 | 1,011 | 605 | 3,909 | 1,416 | 7,754 | 2,010 |
| Franklin | 1991 | 146,158 | 43,138 | 40,893 | 8,519 | 15,893 | 9,085 | 1,772 | 5,135 | 4,669 | 30,067 | 5,785 | 10,638 | 8,968 |
| | 1987 | 136,717 | 38,918 | 36,885 | 9,108 | 14,507 | 8,104 | 1,759 | 4,436 | 4,049 | 30,696 | 6,608 | 11,669 | 6,326 |
| Gibson | 1991 | 252,998 | 33,772 | 31,034 | 20,818 | 33,327 | 26,981 | 10,459 | 8,260 | 5,932 | 80,515 | 25,090 | 6,633 | 17,615 |
| | 1987 | 227,044 | 40,666 | 37,362 | 16,862 | 26,025 | 20,847 | 8,453 | 7,346 | 5,276 | 72,894 | 23,249 | 7,221 | 12,869 |
| Giles | 1991 | 129,507 | 34,680 | 31,714 | 5,910 | 18,536 | 17,478 | 3,747 | 6,246 | 3,859 | 25,090 | 15,474 | 6,193 | 6,887 |
| | 1987 | 115,730 | 31,158 | 28,488 | 5,759 | 13,260 | 12,465 | 3,864 | 5,164 | 3,201 | 22,719 | 15,052 | 5,611 | 5,834 |
| Grainger | 1991 | 37,285 | 15,254 | 13,505 | 1,911 | 131 | | 152 | 1,857 | 1,772 | 12,039 | 2,619 | 438 | 1,820 |
| | 1987 | 31,517 | 11,127 | 9,849 | 1,609 | 120 | | 248 | 1,467 | 1,405 | 11,135 | 2,785 | 389 | 1,363 |
| Greene | 1991 | 282,402 | 74,209 | 65,091 | 20,861 | 36,405 | 32,021 | 9,450 | 9,976 | 8,004 | 51,286 | 25,057 | 22,786 | 14,632 |
| | 1987 | 261,562 | 66,678 | 58,473 | 19,841 | 27,980 | 24,444 | 8,250 | 8,589 | 6,963 | 56,127 | 23,667 | 20,777 | 11,200 |
| Grundy | 1991 | 44,370 | 12,312 | 11,325 | 3,946 | 1,233 | | 818 | 381 | | 4,004 | 14,186 | 3,121 | 1,625 |
| | 1987 | 41,647 | 11,109 | 10,216 | 3,890 | 1,148 | | 546 | 579 | | 3,940 | 12,520 | 4,269 | 1,353 |
| Hamblen | 1991 | 378,604 | 76,369 | 74,467 | 31,779 | 43,348 | 35,573 | 16,821 | 8,851 | 5,837 | 115,621 | 19,015 | 20,641 | 17,965 |
| | 1987 | 342,872 | 74,272 | 72,408 | 27,121 | 36,655 | 29,783 | 14,141 | 7,558 | 5,073 | 107,173 | 18,260 | 23,802 | 12,293 |
| Hamilton | 1991 | 2,424,327 | 382,894 | 372,201 | 230,958 | 336,334 | 287,561 | 152,798 | 140,679 | 73,887 | 581,693 | 170,076 | 118,976 | 62,497 |
| | 1987 | 2,167,282 | 395,637 | 384,512 | 213,155 | 276,389 | 234,430 | 115,093 | 116,806 | 62,879 | 529,775 | 169,289 | 112,890 | 60,543 |
| Hancock | 1991 | 10,735 | 3,520 | 2,964 | 281 | | | 267 | 519 | 519 | 1,327 | 2,237 | 695 | 1,453 |
| | 1987 | 10,493 | 3,197 | 2,691 | 377 | | | 269 | 666 | 666 | 1,379 | 1,841 | 933 | 1,155 |
| Hardeman | 1991 | 114,775 | 24,366 | 21,938 | 5,565 | 18,474 | 14,599 | 1,011 | 1,885 | 1,221 | 17,488 | 13,864 | 8,506 | 2,892 |
| | 1987 | 103,486 | 25,981 | 23,388 | 5,083 | 13,941 | 10,894 | 1,180 | 2,049 | 1,359 | 16,780 | 10,291 | 10,365 | 2,823 |
| Hardin | 1991 | 111,449 | 20,049 | 18,851 | 9,048 | 11,443 | 8,194 | 1,699 | 5,767 | 4,631 | 32,268 | 5,756 | 4,855 | 6,312 |
| | 1987 | 97,173 | 19,785 | 18,598 | 7,330 | 10,871 | 7,664 | 1,896 | 5,168 | 4,138 | 27,220 | 5,534 | 5,330 | 4,190 |
| Hawkins | 1991 | 138,174 | 50,720 | 49,211 | 12,025 | 8,989 | 5,219 | 1,295 | 5,528 | 4,153 | 19,999 | 11,701 | 9,506 | 9,137 |
| | 1987 | 127,195 | 45,970 | 44,594 | 10,878 | 8,746 | 4,965 | 1,643 | 4,799 | 3,635 | 20,481 | 8,275 | 10,224 | 7,481 |
| Haywood | 1991 | 87,474 | 20,300 | 19,160 | 4,629 | 8,168 | 7,795 | 3,931 | 3,690 | 2,354 | 27,307 | 8,758 | 4,925 | 3,571 |
| | 1987 | 80,013 | 19,392 | 18,299 | 4,428 | 7,214 | 6,870 | 3,438 | 3,336 | 2,119 | 25,185 | 6,536 | 4,983 | 3,333 |
| Henderson | 1991 | 116,903 | 24,782 | 23,120 | 6,509 | 16,363 | 11,412 | 2,953 | 5,368 | 3,835 | 27,066 | 17,102 | 8,913 | 4,102 |
| | 1987 | 100,089 | 22,290 | 20,791 | 5,811 | 11,260 | 7,726 | 3,021 | 4,403 | 3,205 | 25,602 | 11,809 | 8,212 | 3,355 |
| Henry | 1991 | 173,844 | 42,662 | 39,162 | 10,776 | 17,683 | 13,453 | 9,074 | 6,878 | 4,487 | 37,986 | 14,712 | 11,988 | 7,796 |
| | 1987 | 152,404 | 36,292 | 33,308 | 10,674 | 16,443 | 12,347 | 7,337 | 6,605 | 4,288 | 34,960 | 11,658 | 10,994 | 6,195 |
| Hickman | 1991 | 39,827 | 13,821 | 10,051 | 2,370 | 938 | | 1,032 | 1,330 | 1,048 | 5,804 | 5,015 | 6,720 | 2,115 |
| | 1987 | 35,797 | 12,551 | 9,126 | 1,783 | 936 | | 758 | 1,095 | 864 | 5,513 | 4,166 | 6,171 | 1,767 |
| Houston | 1991 | 15,131 | 7,653 | 7,147 | 967 | 384 | | 565 | 139 | | 2,137 | 692 | 405 | 1,133 |
| | 1987 | 14,539 | 6,789 | 6,339 | 920 | 292 | | 446 | 212 | | 1,798 | 896 | 426 | 2,017 |
| Humphreys | 1991 | 75,673 | 18,553 | 15,525 | 4,656 | 13,537 | 9,578 | 2,392 | 1,680 | 1,586 | 9,052 | 11,140 | 8,432 | 3,412 |
| | 1987 | 69,251 | 19,356 | 16,194 | 4,236 | 11,331 | 7,893 | 1,735 | 1,693 | 1,605 | 10,481 | 8,358 | 6,783 | 2,587 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

**TENNESSEE (continued)**

**ALL COUNTIES (continued)**

| S&MM ESTIMATES 1991<br>U.S. CENSUS 1987<br>METRO AREA<br>County | Year | Total Retail Sales ($000) | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| Jackson | 1991 | 38,181 | 16,261 | 15,087 | 1,367 | 498 | | 116 | 558 | | 1,827 | 9,008 | 1,412 | 2,352 |
| | 1987 | 31,428 | 13,882 | 12,877 | 1,222 | 426 | | 190 | 713 | | 1,928 | 6,552 | 1,310 | 2,019 |
| Jefferson | 1991 | 144,299 | 39,510 | 38,874 | 12,003 | 17,368 | 13,698 | 699 | 6,529 | 6,228 | 31,450 | 16,431 | 8,701 | 7,512 |
| | 1987 | 121,556 | 36,792 | 36,193 | 11,322 | 12,261 | 9,558 | 1,201 | 5,053 | 4,838 | 23,922 | 14,525 | 7,368 | 5,986 |
| Johnson | 1991 | 40,590 | 13,766 | 13,136 | 1,378 | 1,524 | | 791 | 660 | 660 | 7,079 | 4,863 | 2,478 | 3,758 |
| | 1987 | 35,846 | 12,267 | 11,703 | 1,712 | 1,808 | | 689 | 611 | 611 | 6,413 | 4,073 | 2,633 | 2,905 |
| Knox | 1991 | 3,125,526 | 471,582 | 455,810 | 292,652 | 415,692 | 337,197 | 200,059 | 198,324 | 92,819 | 709,060 | 284,185 | 160,196 | 119,602 |
| | 1987 | 2,771,370 | 484,265 | 467,975 | 278,557 | 367,488 | 295,049 | 158,726 | 152,350 | 73,407 | 614,334 | 265,981 | 168,097 | 82,149 |
| Lake | 1991 | 14,034 | 5,358 | 5,121 | 1,079 | 143 | | 88 | 55 | | 2,232 | 2,177 | 935 | 922 |
| | 1987 | 13,774 | 5,921 | 5,658 | 1,177 | 254 | | 157 | 99 | | 1,884 | 1,668 | 1,020 | 795 |
| Lauderdale | 1991 | 80,188 | 22,486 | 21,133 | 4,444 | 12,887 | 8,092 | 1,274 | 3,788 | 3,252 | 11,689 | 8,361 | 2,651 | 7,350 |
| | 1987 | 74,675 | 19,806 | 18,611 | 4,687 | 10,697 | 6,583 | 1,759 | 3,432 | 2,939 | 13,726 | 7,953 | 3,225 | 4,982 |
| Lawrence | 1991 | 200,750 | 55,793 | 46,882 | 9,541 | 24,351 | 21,903 | 3,749 | 15,596 | 12,761 | 50,419 | 6,947 | 10,580 | 11,788 |
| | 1987 | 171,053 | 43,929 | 36,906 | 7,825 | 17,960 | 16,066 | 3,886 | 13,603 | 11,196 | 46,058 | 9,311 | 10,537 | 7,997 |
| Lewis | 1991 | 28,515 | 9,164 | 8,671 | 2,800 | 2,272 | | 415 | 1,121 | 167 | 6,089 | 1,005 | 2,068 | 2,048 |
| | 1987 | 26,495 | 8,847 | 8,369 | 1,992 | 1,955 | | 384 | 886 | 134 | 6,280 | 1,543 | 1,985 | 1,466 |
| Lincoln | 1991 | 132,286 | 28,421 | 26,512 | 10,118 | 9,602 | 8,918 | 2,908 | 4,899 | 4,403 | 40,395 | 10,414 | 8,154 | 6,098 |
| | 1987 | 122,763 | 30,589 | 28,529 | 9,567 | 9,043 | 8,365 | 3,299 | 4,466 | 4,018 | 33,519 | 9,956 | 7,319 | 5,422 |
| Loudon | 1991 | 166,279 | 37,468 | 35,389 | 14,091 | 12,355 | 10,691 | 1,326 | 5,091 | 1,445 | 60,386 | 11,838 | 6,680 | 9,371 |
| | 1987 | 141,282 | 32,743 | 30,920 | 10,948 | 8,926 | 7,667 | 1,012 | 4,681 | 1,305 | 53,562 | 10,492 | 7,287 | 6,084 |
| McMinn | 1991 | 225,281 | 37,813 | 35,951 | 19,079 | 30,243 | 25,389 | 12,108 | 8,617 | 4,369 | 45,933 | 17,493 | 18,677 | 14,381 |
| | 1987 | 214,722 | 50,199 | 47,718 | 17,892 | 22,588 | 18,791 | 11,873 | 7,647 | 3,967 | 44,407 | 15,339 | 16,819 | 10,597 |
| McNairy | 1991 | 88,532 | 29,525 | 26,815 | 4,632 | 11,200 | 10,234 | 2,231 | 4,147 | 3,302 | 15,687 | 7,616 | 4,294 | 4,089 |
| | 1987 | 75,655 | 22,925 | 20,817 | 3,737 | 8,670 | 7,886 | 1,717 | 3,422 | 2,720 | 15,994 | 6,610 | 4,264 | 2,872 |
| Macon | 1991 | 53,630 | 14,950 | 13,951 | 3,271 | 10,797 | 8,263 | 477 | 914 | 808 | 4,041 | 5,167 | 5,899 | 3,328 |
| | 1987 | 50,438 | 15,357 | 14,328 | 2,898 | 7,909 | 5,977 | 882 | 1,142 | 1,013 | 4,441 | 4,351 | 5,962 | 2,950 |
| Madison | 1991 | 665,758 | 119,524 | 114,906 | 45,414 | 116,437 | 96,301 | 33,907 | 31,393 | 19,478 | 130,952 | 58,185 | 56,158 | 22,192 |
| | 1987 | 603,563 | 113,719 | 109,304 | 43,580 | 112,938 | 92,525 | 29,439 | 26,641 | 16,681 | 116,465 | 49,862 | 51,059 | 16,413 |
| Marion | 1991 | 124,642 | 35,124 | 34,029 | 6,913 | 15,192 | 6,253 | 7,290 | 4,716 | 3,138 | 17,088 | 13,915 | 11,154 | 3,695 |
| | 1987 | 109,251 | 33,006 | 31,970 | 6,058 | 11,117 | 4,433 | 5,390 | 3,891 | 2,656 | 17,184 | 12,467 | 8,740 | 3,377 |
| Marshall | 1991 | 125,478 | 38,884 | 36,882 | 5,833 | 11,354 | 10,814 | 1,710 | 3,963 | 2,332 | 32,399 | 11,691 | 4,816 | 6,654 |
| | 1987 | 107,407 | 32,135 | 30,475 | 4,829 | 8,441 | 8,018 | 1,889 | 3,882 | 2,304 | 31,946 | 9,022 | 4,335 | 5,034 |
| Maury | 1991 | 360,087 | 71,221 | 67,684 | 24,358 | 44,673 | 38,306 | 21,688 | 15,665 | 7,018 | 86,271 | 30,045 | 28,081 | 13,330 |
| | 1987 | 316,656 | 66,811 | 63,480 | 23,736 | 37,661 | 32,044 | 17,212 | 13,402 | 6,165 | 72,949 | 25,111 | 27,965 | 10,211 |
| Meigs | 1991 | 10,929 | 6,188 | 5,513 | 1,152 | 105 | | 67 | 245 | 245 | 1,352 | 394 | 157 | 981 |
| | 1987 | 10,905 | 5,424 | 4,831 | 1,166 | 179 | | 97 | 425 | 425 | 1,356 | 696 | 171 | 860 |
| Monroe | 1991 | 146,917 | 48,226 | 44,896 | 10,200 | 21,547 | 14,430 | 4,325 | 3,179 | 2,890 | 23,505 | 9,761 | 15,576 | 7,531 |
| | 1987 | 129,084 | 37,306 | 34,723 | 11,003 | 14,682 | 9,655 | 4,233 | 3,494 | 3,193 | 23,801 | 11,805 | 13,645 | 5,030 |
| Montgomery | 1991 | 704,554 | 92,420 | 90,405 | 61,882 | 105,499 | 98,737 | 39,140 | 38,672 | 19,052 | 225,543 | 36,188 | 52,039 | 16,830 |
| | 1987 | 598,763 | 90,721 | 88,725 | 52,825 | 86,185 | 80,376 | 24,499 | 29,572 | 15,019 | 199,538 | 31,080 | 44,370 | 12,416 |
| Moore | 1991 | 4,041 | 2,049 | 1,882 | 96 | 102 | | | 52 | | 721 | 453 | | 143 |
| | 1987 | 3,941 | 2,260 | 2,075 | 174 | 129 | | | 54 | | 460 | 451 | | 139 |
| Morgan | 1991 | 25,976 | 8,787 | 7,631 | 965 | 221 | | 690 | 266 | | 8,606 | 3,013 | 348 | 2,145 |
| | 1987 | 23,705 | 9,208 | 7,994 | 956 | 357 | | 463 | 282 | | 7,205 | 2,174 | 317 | 1,584 |
| Obion | 1991 | 202,386 | 37,551 | 34,086 | 14,531 | 28,066 | 23,945 | 6,550 | 5,109 | 3,175 | 50,786 | 16,295 | 16,368 | 7,891 |
| | 1987 | 182,247 | 34,946 | 31,714 | 13,832 | 20,741 | 17,555 | 7,023 | 5,122 | 3,228 | 49,594 | 12,546 | 17,217 | 6,209 |
| Overton | 1991 | 43,945 | 17,045 | 15,850 | 3,132 | 4,975 | | 878 | 2,434 | 744 | 6,037 | 2,400 | 4,076 | 2,054 |
| | 1987 | 42,312 | 16,292 | 15,147 | 2,767 | 3,809 | | 911 | 2,687 | 819 | 5,582 | 2,601 | 4,499 | 1,725 |
| Perry | 1991 | 17,182 | 9,529 | 8,896 | 1,296 | 283 | | 417 | 333 | 183 | 791 | 1,287 | 874 | 2,135 |
| | 1987 | 15,028 | 7,922 | 7,394 | 1,334 | 199 | | 380 | 577 | 320 | 721 | 1,103 | 822 | 1,538 |
| Pickett | 1991 | 10,353 | 3,496 | 3,246 | 1,215 | 113 | | 330 | 259 | 259 | 2,505 | 1,385 | 246 | 476 |
| | 1987 | 10,366 | 3,212 | 2,982 | 1,188 | 188 | | 274 | 282 | 282 | 2,692 | 1,302 | 308 | 346 |
| Polk | 1991 | 31,408 | 14,011 | 12,854 | 3,083 | 2,626 | | 232 | 293 | 160 | 4,349 | 3,287 | 715 | 1,979 |
| | 1987 | 29,634 | 14,127 | 12,958 | 2,975 | 2,263 | | 337 | 326 | 180 | 3,836 | 2,425 | 811 | 1,546 |
| Putnam | 1991 | 409,433 | 91,302 | 89,132 | 36,346 | 67,610 | 62,460 | 17,008 | 17,995 | 12,810 | 82,779 | 24,378 | 31,406 | 10,243 |
| | 1987 | 343,993 | 78,673 | 76,788 | 30,583 | 47,442 | 43,649 | 16,548 | 13,474 | 9,656 | 70,901 | 23,750 | 29,055 | 8,599 |
| Rhea | 1991 | 107,351 | 37,368 | 34,764 | 6,301 | 13,125 | 7,720 | 2,503 | 1,737 | 1,619 | 23,196 | 6,207 | 2,704 | 6,829 |
| | 1987 | 97,627 | 34,319 | 31,921 | 6,611 | 9,235 | 5,312 | 3,040 | 1,675 | 1,571 | 23,195 | 6,124 | 3,663 | 4,677 |
| Roane | 1991 | 222,680 | 65,315 | 61,400 | 14,020 | 26,916 | 24,775 | 4,971 | 6,857 | 4,610 | 63,423 | 11,391 | 9,180 | 13,243 |
| | 1987 | 202,953 | 57,688 | 54,219 | 13,376 | 19,981 | 18,309 | 4,943 | 6,604 | 4,476 | 63,740 | 10,736 | 9,312 | 10,256 |
| Robertson | 1991 | 202,779 | 52,398 | 51,767 | 10,239 | 19,630 | 18,580 | 2,466 | 4,892 | 4,142 | 65,246 | 16,261 | 11,925 | 9,281 |
| | 1987 | 174,882 | 47,088 | 46,512 | 8,752 | 13,663 | 12,893 | 2,666 | 4,494 | 3,798 | 55,084 | 18,307 | 10,718 | 6,450 |
| Rutherford | 1991 | 765,645 | 150,063 | 147,566 | 77,120 | 82,170 | 73,529 | 27,445 | 37,847 | 28,941 | 183,979 | 72,954 | 63,109 | 24,171 |
| | 1987 | 634,101 | 130,174 | 127,982 | 58,590 | 59,089 | 52,573 | 24,576 | 31,345 | 24,095 | 162,447 | 57,221 | 58,038 | 16,959 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1991<br>U.S. CENSUS: 1987<br>METRO AREA<br>County | Year | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **TENNESSEE (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Scott | 1991 | 58,686 | 14,719 | 13,685 | 6,894 | 12,293 | 7,959 | 1,456 | 415 | 415 | 7,507 | 4,934 | 2,600 | 4,491 |
| | 1987 | 55,115 | 15,651 | 14,548 | 5,718 | 10,740 | 6,824 | 1,168 | 533 | 533 | 8,227 | 3,733 | 2,320 | 4,177 |
| Sequatchie | 1991 | 38,130 | 13,259 | 13,116 | 1,813 | 971 | | 320 | 506 | 506 | 10,492 | 5,285 | 2,104 | 2,167 |
| | 1987 | 33,462 | 12,688 | 12,548 | 1,693 | 1,084 | | 284 | 503 | 503 | 8,933 | 3,869 | 1,607 | 1,566 |
| Sevier | 1991 | 451,946 | 73,462 | 66,783 | 103,310 | 34,312 | 25,029 | 56,871 | 23,397 | 21,416 | 34,671 | 35,436 | 10,059 | 16,625 |
| | 1987 | 366,013 | 70,141 | 63,752 | 86,293 | 24,165 | 17,369 | 33,505 | 17,144 | 15,710 | 32,778 | 32,245 | 12,562 | 10,667 |
| Shelby | 1991 | 6,175,216 | 951,323 | 893,406 | 521,973 | 917,779 | 686,117 | 376,849 | 335,839 | 201,957 | 1,674,792 | 405,230 | 210,038 | 284,949 |
| | 1987 | 5,756,072 | 978,139 | 918,405 | 505,885 | 793,297 | 584,957 | 328,125 | 316,621 | 194,273 | 1,573,479 | 404,777 | 220,428 | 223,480 |
| Smith | 1991 | 73,028 | 17,129 | 15,796 | 2,812 | 12,453 | 9,843 | 946 | 6,857 | 6,563 | 11,678 | 13,749 | 1,541 | 3,992 |
| | 1987 | 62,981 | 15,202 | 14,016 | 2,425 | 8,315 | 6,499 | 1,149 | 7,563 | 7,234 | 10,880 | 9,917 | 2,493 | 2,784 |
| Stewart | 1991 | 26,497 | 15,073 | 13,482 | 1,304 | 825 | | 1,187 | 1,367 | 615 | 1,857 | 689 | 2,092 | 286 |
| | 1987 | 23,242 | 11,716 | 10,477 | 1,347 | 1,148 | | 817 | 1,456 | 688 | 2,230 | 723 | 2,183 | 303 |
| Sullivan | 1991 | 1,105,688 | 132,852 | 130,585 | 97,499 | 252,174 | 220,338 | 41,437 | 36,513 | 21,887 | 306,624 | 80,647 | 50,200 | 41,103 |
| | 1987 | 1,000,168 | 160,327 | 157,560 | 85,689 | 186,538 | 161,863 | 42,771 | 37,577 | 22,996 | 294,612 | 60,019 | 46,944 | 31,527 |
| Sumner | 1991 | 536,280 | 147,869 | 145,631 | 50,698 | 54,310 | 44,077 | 15,511 | 12,190 | 8,997 | 96,983 | 52,452 | 45,923 | 24,898 |
| | 1987 | 463,025 | 129,606 | 127,619 | 38,743 | 40,761 | 32,740 | 12,612 | 11,638 | 8,711 | 95,644 | 42,130 | 47,859 | 17,352 |
| Tipton | 1991 | 131,834 | 32,800 | 30,792 | 8,444 | 19,272 | 13,345 | 2,002 | 3,667 | 2,386 | 27,523 | 13,220 | 10,511 | 4,889 |
| | 1987 | 114,960 | 30,175 | 28,322 | 7,087 | 14,601 | 9,945 | 2,307 | 3,003 | 1,980 | 24,953 | 9,998 | 11,219 | 3,791 |
| Trousdale | 1991 | 24,974 | 8,170 | 7,672 | 353 | 173 | | 115 | 316 | 40 | 787 | 8,822 | 375 | 1,841 |
| | 1987 | 23,556 | 8,381 | 7,868 | 270 | 171 | | 208 | 394 | 50 | 736 | 7,424 | 573 | 1,370 |
| Unicoi | 1991 | 50,511 | 15,163 | 14,697 | 6,560 | 1,898 | | 220 | 1,741 | 795 | 12,989 | 2,138 | 2,492 | 5,056 |
| | 1987 | 44,554 | 13,065 | 12,661 | 6,063 | 2,534 | | 188 | 1,697 | 773 | 11,604 | 1,987 | 2,329 | 3,275 |
| Union | 1991 | 18,902 | 6,913 | 6,542 | 527 | 347 | | 1,098 | 1,342 | 1,218 | 4,418 | 525 | 594 | 1,377 |
| | 1987 | 17,587 | 6,731 | 6,368 | 582 | 359 | | 682 | 1,073 | 980 | 4,720 | 427 | 764 | 895 |
| Van Buren | 1991 | 3,135 | 1,475 | 1,141 | 484 | | | 124 | 165 | | 227 | 351 | 83 | |
| | 1987 | 2,968 | 1,352 | 1,046 | 466 | | | 104 | 176 | | 277 | 283 | 105 | |
| Warren | 1991 | 195,672 | 57,736 | 52,369 | 12,979 | 29,349 | 21,517 | 10,254 | 6,453 | 5,590 | 33,691 | 8,327 | 14,094 | 10,218 |
| | 1987 | 165,561 | 47,623 | 43,188 | 10,507 | 20,124 | 14,537 | 9,674 | 6,193 | 5,424 | 32,612 | 6,816 | 13,242 | 6,667 |
| Washington | 1991 | 610,385 | 109,214 | 105,726 | 66,144 | 101,480 | 99,209 | 27,713 | 27,931 | 15,651 | 130,211 | 34,673 | 51,070 | 30,967 |
| | 1987 | 552,537 | 107,995 | 104,525 | 55,937 | 78,620 | 76,760 | 25,136 | 26,593 | 15,340 | 127,347 | 33,653 | 45,318 | 21,433 |
| Wayne | 1991 | 45,298 | 19,343 | 18,090 | 630 | 3,372 | | 344 | 181 | 114 | 4,768 | 3,440 | 8,164 | 2,881 |
| | 1987 | 40,847 | 17,165 | 16,050 | 771 | 2,140 | | 301 | 185 | 121 | 5,032 | 2,539 | 8,418 | 2,052 |
| Weakley | 1991 | 139,473 | 28,237 | 26,578 | 10,626 | 19,013 | 13,081 | 5,814 | 5,268 | 4,353 | 28,562 | 13,142 | 7,661 | 7,021 |
| | 1987 | 124,929 | 28,231 | 26,567 | 10,222 | 14,630 | 9,899 | 5,443 | 5,860 | 4,887 | 26,344 | 9,917 | 8,521 | 5,399 |
| White | 1991 | 110,287 | 27,424 | 24,757 | 5,749 | 13,565 | 11,839 | 2,781 | 1,683 | 1,116 | 42,878 | 3,255 | 3,793 | 5,651 |
| | 1987 | 93,498 | 21,920 | 19,784 | 4,527 | 8,987 | 7,787 | 2,351 | 1,489 | 995 | 38,762 | 3,992 | 4,210 | 3,632 |
| Williamson | 1991 | 620,708 | 107,559 | 105,115 | 50,548 | 25,194 | 22,549 | 31,035 | 31,049 | 9,682 | 174,086 | 71,773 | 38,903 | 21,963 |
| | 1987 | 507,022 | 107,656 | 105,188 | 38,574 | 21,001 | 18,688 | 22,232 | 23,225 | 7,442 | 161,686 | 47,978 | 29,689 | 14,900 |
| Wilson | 1991 | 359,530 | 58,988 | 56,356 | 36,678 | 34,182 | 27,430 | 12,081 | 10,350 | 5,649 | 105,164 | 48,896 | 25,114 | 11,764 |
| | 1987 | 304,311 | 60,812 | 58,087 | 27,099 | 24,870 | 19,744 | 9,731 | 8,524 | 4,700 | 85,711 | 43,674 | 24,490 | 8,113 |
| **TOTAL METRO COUNTIES** | 1991 | 25,529,653 | 4,141,262 | 3,993,717 | 2,473,507 | 3,783,836 | 3,020,962 | 1,366,201 | 1,342,553 | 753,542 | 6,293,041 | 1,884,359 | 1,234,446 | 987,714 |
| | 1987 | 22,702,392 | 4,104,626 | 3,956,406 | 2,186,641 | 3,077,277 | 2,427,648 | 1,127,555 | 1,163,355 | 668,492 | 5,809,450 | 1,709,909 | 1,198,648 | 734,475 |
| **TOTAL STATE** | 1991 | 33,384,025 | 6,092,655 | 5,797,376 | 3,030,665 | 4,744,422 | 3,788,226 | 1,626,526 | 1,625,278 | 943,109 | 8,046,401 | 2,562,286 | 1,733,006 | 1,375,689 |
| | 1987 | 29,690,783 | 5,909,303 | 5,625,091 | 2,687,284 | 3,823,575 | 3,011,950 | 1,365,009 | 1,417,397 | 841,078 | 7,455,211 | 2,291,977 | 1,688,717 | 1,027,042 |
| **TEXAS** | | | | | | | | | | | | | | |
| **ABILENE** | 1991 | 931,907 | 127,312 | 122,901 | 86,044 | 156,655 | 141,587 | 41,416 | 38,028 | 20,724 | 244,261 | 89,824 | 34,265 | 26,217 |
| | 1987 | 799,457 | 115,879 | 111,841 | 79,387 | 122,273 | 109,928 | 39,807 | 36,504 | 20,431 | 199,412 | 73,447 | 42,589 | 19,710 |
| Taylor | 1991 | 931,907 | 127,312 | 122,901 | 86,044 | 156,655 | 141,587 | 41,416 | 38,028 | 20,724 | 244,261 | 89,824 | 34,265 | 26,217 |
| | 1987 | 799,457 | 115,879 | 111,841 | 79,387 | 122,273 | 109,928 | 39,807 | 36,504 | 20,431 | 199,412 | 73,447 | 42,589 | 19,710 |
| **AMARILLO** | 1991 | 1,915,518 | 347,872 | 333,651 | 174,679 | 331,604 | 244,210 | 112,709 | 74,436 | 43,599 | 437,806 | 161,717 | 59,529 | 41,891 |
| | 1987 | 1,553,248 | 289,231 | 276,321 | 150,092 | 229,770 | 168,272 | 99,769 | 70,551 | 42,673 | 354,939 | 137,987 | 68,650 | 29,047 |
| Potter | 1991 | 1,142,556 | 252,809 | 245,584 | 109,410 | 207,962 | 172,278 | 83,549 | 47,200 | 22,027 | 157,149 | 98,495 | 38,289 | 29,008 |
| | 1987 | 955,415 | 187,317 | 181,927 | 98,105 | 149,328 | 122,515 | 74,007 | 42,717 | 20,420 | 165,470 | 88,682 | 44,853 | 19,308 |
| Randall | 1991 | 772,962 | 95,063 | 88,067 | 65,269 | 123,642 | 71,932 | 29,160 | 27,236 | 21,572 | 280,657 | 63,222 | 21,240 | 12,883 |
| | 1987 | 597,833 | 101,914 | 94,394 | 51,987 | 80,442 | 45,757 | 25,762 | 27,834 | 22,253 | 189,469 | 49,305 | 23,797 | 9,739 |
| **AUSTIN** | 1991 | 6,523,400 | 1,561,714 | 1,520,287 | 735,930 | 785,125 | 549,534 | 376,841 | 339,287 | 172,901 | 1,313,797 | 403,809 | 232,627 | 172,121 |
| | 1987 | 4,972,583 | 1,176,412 | 1,144,593 | 603,081 | 542,226 | 416,524 | 290,146 | 262,740 | 136,704 | 990,553 | 318,588 | 229,430 | 117,211 |
| Hays | 1991 | 390,021 | 84,670 | 82,970 | 45,455 | 25,836 | 15,219 | 26,467 | 9,005 | 5,803 | 87,501 | 46,607 | 18,985 | 9,264 |
| | 1987 | 280,650 | 63,884 | 62,589 | 35,089 | 17,642 | 10,164 | 16,841 | 6,438 | 4,232 | 61,578 | 34,729 | 17,328 | 5,984 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1991<br>U.S. CENSUS: 1987<br><br>METRO AREA<br>County | Year | Total Retail Sales ($000) | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drugstores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Total ($000) | Supermarkets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **TEXAS (continued)** | | | | | | | | | | | | | | |
| **AUSTIN (continued)** | | | | | | | | | | | | | | |
| Travis | 1991 | 5,397,938 | 1,229,089 | 1,192,153 | 636,087 | 598,491 | 461,179 | 322,856 | 311,645 | 153,714 | 1,089,601 | 275,581 | 190,374 | 146,079 |
| | 1987 | 4,160,622 | 946,281 | 917,661 | 522,953 | 473,351 | 360,231 | 249,499 | 242,983 | 122,803 | 821,319 | 224,761 | 189,992 | 98,652 |
| Williamson | 1991 | 735,441 | 247,955 | 245,164 | 54,388 | 80,798 | 73,136 | 27,518 | 18,637 | 13,384 | 136,695 | 81,621 | 23,268 | 16,778 |
| | 1987 | 531,311 | 166,247 | 164,343 | 45,039 | 51,233 | 46,129 | 23,806 | 13,319 | 9,669 | 107,656 | 59,098 | 22,110 | 12,575 |
| **BEAUMONT - PORT ARTHUR** | 1991 | 2,719,519 | 535,522 | 520,301 | 226,035 | 455,117 | 364,325 | 129,521 | 93,582 | 41,713 | 677,820 | 195,850 | 96,727 | 93,694 |
| | 1987 | 2,253,105 | 439,860 | 427,188 | 198,604 | 348,332 | 275,527 | 124,762 | 85,310 | 38,461 | 528,566 | 184,259 | 93,907 | 72,344 |
| Hardin | 1991 | 212,384 | 55,114 | 53,885 | 9,376 | 28,241 | 26,760 | 1,806 | 724 | 187 | 79,659 | 18,184 | 5,543 | 4,223 |
| | 1987 | 170,187 | 42,504 | 41,548 | 9,156 | 20,884 | 19,732 | 2,398 | 1,092 | 283 | 62,707 | 13,371 | 6,548 | 4,043 |
| Jefferson | 1991 | 2,051,576 | 356,404 | 344,510 | 184,638 | 358,097 | 275,209 | 113,989 | 81,183 | 36,245 | 527,601 | 113,422 | 66,241 | 72,427 |
| | 1987 | 1,699,067 | 298,800 | 288,771 | 161,300 | 276,438 | 209,798 | 107,656 | 73,813 | 33,502 | 395,047 | 115,762 | 66,022 | 55,189 |
| Orange | 1991 | 455,559 | 124,004 | 121,906 | 32,021 | 68,779 | 62,356 | 13,726 | 11,675 | 5,281 | 70,560 | 64,244 | 24,943 | 17,044 |
| | 1987 | 383,851 | 98,556 | 96,869 | 28,148 | 51,010 | 45,997 | 14,708 | 10,405 | 4,676 | 70,812 | 55,126 | 21,337 | 13,112 |
| **BRAZORIA** | 1991 | 1,135,072 | 307,484 | 298,370 | 90,314 | 175,692 | 158,480 | 41,574 | 23,435 | 14,227 | 288,170 | 52,694 | 41,696 | 37,397 |
| | 1987 | 914,426 | 254,525 | 246,931 | 75,430 | 126,248 | 113,264 | 37,313 | 25,908 | 15,863 | 215,213 | 49,951 | 44,233 | 28,668 |
| Brazoria | 1991 | 1,135,072 | 307,484 | 298,370 | 90,314 | 175,692 | 158,480 | 41,574 | 23,435 | 14,227 | 288,170 | 52,694 | 41,696 | 37,397 |
| | 1987 | 914,426 | 254,525 | 246,931 | 75,430 | 126,248 | 113,264 | 37,313 | 25,908 | 15,863 | 215,213 | 49,951 | 44,233 | 28,668 |
| **BROWNSVILLE - HARLINGEN** | 1991 | 1,442,992 | 352,200 | 333,195 | 128,964 | 230,469 | 191,737 | 114,851 | 50,082 | 28,052 | 282,377 | 83,268 | 56,910 | 35,761 |
| | 1987 | 1,132,784 | 281,820 | 266,559 | 107,788 | 167,433 | 137,973 | 87,875 | 49,233 | 28,205 | 209,327 | 65,996 | 49,564 | 24,735 |
| Cameron | 1991 | 1,442,992 | 352,200 | 333,195 | 128,964 | 230,469 | 191,737 | 114,851 | 50,082 | 28,052 | 282,377 | 83,268 | 56,910 | 35,761 |
| | 1987 | 1,132,784 | 281,820 | 266,559 | 107,788 | 167,433 | 137,973 | 87,875 | 49,233 | 28,205 | 209,327 | 65,996 | 49,564 | 24,735 |
| **BRYAN - COLLEGE STATION** | 1991 | 842,911 | 194,659 | 185,221 | 84,974 | 116,385 | 93,444 | 39,234 | 34,079 | 15,824 | 182,943 | 43,768 | 31,217 | 17,257 |
| | 1987 | 665,386 | 154,606 | 147,081 | 70,956 | 94,258 | 74,862 | 36,628 | 26,072 | 12,510 | 132,742 | 39,797 | 33,335 | 11,429 |
| Brazos | 1991 | 842,911 | 194,659 | 185,221 | 84,974 | 116,385 | 93,444 | 39,234 | 34,079 | 15,824 | 182,943 | 43,768 | 31,217 | 17,257 |
| | 1987 | 665,386 | 154,606 | 147,081 | 70,956 | 94,258 | 74,862 | 36,628 | 26,072 | 12,510 | 132,742 | 39,797 | 33,335 | 11,429 |
| **CORPUS CHRISTI** | 1991 | 2,411,511 | 562,310 | 543,928 | 225,419 | 332,458 | 237,068 | 109,792 | 89,250 | 52,420 | 645,543 | 133,655 | 73,021 | 56,109 |
| | 1987 | 1,989,373 | 477,244 | 461,564 | 206,139 | 245,394 | 172,158 | 91,444 | 80,367 | 47,989 | 492,726 | 143,386 | 72,582 | 40,348 |
| Nueces | 1991 | 2,162,670 | 478,214 | 462,020 | 209,719 | 305,568 | 221,145 | 103,718 | 85,894 | 49,712 | 585,969 | 105,525 | 66,993 | 48,428 |
| | 1987 | 1,767,882 | 404,193 | 390,428 | 190,140 | 224,619 | 160,123 | 85,053 | 77,105 | 45,318 | 441,634 | 115,639 | 65,738 | 33,300 |
| San Patricio | 1991 | 248,841 | 84,096 | 81,908 | 15,700 | 26,890 | 15,923 | 6,074 | 3,356 | 2,708 | 59,574 | 28,130 | 6,028 | 7,681 |
| | 1987 | 221,491 | 73,051 | 71,136 | 15,999 | 20,775 | 12,035 | 6,391 | 3,262 | 2,671 | 51,092 | 27,747 | 6,844 | 7,048 |
| **DALLAS** | 1991 | 24,500,160 | 4,621,584 | 4,474,280 | 2,500,459 | 2,960,324 | 2,343,349 | 1,419,256 | 1,161,007 | 636,078 | 6,355,506 | 1,373,099 | 804,390 | 585,362 |
| | 1987 | 18,891,350 | 3,452,706 | 3,341,557 | 2,042,532 | 2,276,166 | 1,774,505 | 1,099,136 | 915,697 | 513,335 | 4,697,135 | 1,290,993 | 703,138 | 413,406 |
| Collin | 1991 | 2,270,391 | 457,958 | 449,016 | 191,705 | 371,144 | 317,035 | 115,343 | 108,191 | 55,753 | 605,972 | 103,377 | 81,695 | 52,333 |
| | 1987 | 1,591,684 | 327,009 | 320,559 | 140,435 | 236,292 | 200,253 | 84,400 | 79,853 | 42,048 | 413,901 | 91,008 | 67,734 | 35,933 |
| Dallas | 1991 | 19,326,349 | 3,453,484 | 3,332,163 | 2,107,519 | 2,281,050 | 1,773,491 | 1,224,826 | 990,244 | 545,586 | 4,871,515 | 990,495 | 570,050 | 463,929 |
| | 1987 | 15,168,982 | 2,616,629 | 2,524,201 | 1,740,100 | 1,821,506 | 1,399,121 | 954,682 | 784,695 | 441,428 | 3,679,528 | 982,376 | 518,045 | 326,780 |
| Denton | 1991 | 1,867,462 | 456,340 | 446,319 | 134,919 | 215,048 | 193,139 | 58,754 | 45,745 | 22,338 | 609,570 | 132,093 | 95,741 | 20,837 |
| | 1987 | 1,347,179 | 324,010 | 316,832 | 106,972 | 145,169 | 129,653 | 41,251 | 33,183 | 16,514 | 410,458 | 106,682 | 68,126 | 20,872 |
| Ellis | 1991 | 470,884 | 125,444 | 122,283 | 37,928 | 39,509 | 15,633 | 10,110 | 8,311 | 5,436 | 131,078 | 54,811 | 16,278 | 24,405 |
| | 1987 | 362,820 | 92,385 | 90,040 | 30,265 | 31,243 | 11,969 | 10,637 | 8,287 | 5,430 | 90,421 | 48,150 | 18,139 | 15,622 |
| Kaufman | 1991 | 390,631 | 97,084 | 95,832 | 19,550 | 34,844 | 25,711 | 7,250 | 6,412 | 5,540 | 103,310 | 58,358 | 22,319 | 16,649 |
| | 1987 | 292,823 | 70,892 | 69,964 | 17,464 | 30,021 | 21,835 | 6,255 | 7,011 | 6,099 | 75,779 | 37,696 | 17,344 | 9,895 |
| Rockwall | 1991 | 174,443 | 31,274 | 28,667 | 8,838 | 18,729 | 18,340 | 2,973 | 2,104 | 1,425 | 34,061 | 33,965 | 18,307 | 7,209 |
| | 1987 | 127,862 | 21,781 | 19,961 | 7,296 | 11,935 | 11,674 | 1,911 | 2,668 | 1,816 | 27,048 | 25,081 | 13,750 | 4,304 |
| ***DALLAS - FORT WORTH CONSOLIDATED AREA*** | *1991* | *35,902,357* | *6,959,284* | *6,735,170* | *3,493,980* | *4,470,318* | *3,515,267* | *1,881,599* | *1,681,786* | *909,933* | *9,450,103* | *2,109,282* | *1,259,079* | *926,079* |
| | *1987* | *27,644,871* | *5,225,921* | *5,056,081* | *2,911,248* | *3,374,835* | *2,616,460* | *1,493,236* | *1,310,097* | *725,770* | *6,979,462* | *1,931,488* | *1,078,923* | *648,092* |
| **EL PASO** | 1991 | 3,716,231 | 725,650 | 700,606 | 321,707 | 606,645 | 458,276 | 201,197 | 185,975 | 89,286 | 793,575 | 340,109 | 184,957 | 89,873 |
| | 1987 | 2,898,564 | 597,455 | 576,720 | 266,933 | 432,568 | 322,362 | 161,034 | 158,484 | 78,594 | 628,641 | 249,114 | 141,910 | 64,181 |
| El Paso | 1991 | 3,716,231 | 725,650 | 700,606 | 321,707 | 606,645 | 458,276 | 201,197 | 185,975 | 89,286 | 793,575 | 340,109 | 184,957 | 89,873 |
| | 1987 | 2,898,564 | 597,455 | 576,720 | 266,933 | 432,568 | 322,362 | 161,034 | 158,484 | 78,594 | 628,641 | 249,114 | 141,910 | 64,181 |
| **FORT WORTH - ARLINGTON** | 1991 | 11,402,197 | 2,337,700 | 2,260,890 | 993,521 | 1,509,994 | 1,171,918 | 462,343 | 520,779 | 273,855 | 3,094,597 | 736,183 | 454,689 | 340,717 |
| | 1987 | 8,753,521 | 1,773,215 | 1,714,524 | 868,716 | 1,098,669 | 841,955 | 394,100 | 394,400 | 212,435 | 2,282,327 | 640,495 | 375,785 | 234,686 |
| Johnson | 1991 | 556,604 | 127,440 | 124,583 | 48,003 | 56,819 | 32,408 | 19,207 | 19,196 | 7,360 | 147,743 | 57,120 | 27,852 | 20,890 |
| | 1987 | 438,812 | 102,750 | 100,426 | 38,426 | 40,877 | 22,780 | 19,026 | 14,643 | 5,683 | 118,143 | 39,078 | 26,745 | 16,170 |
| Parker | 1991 | 372,344 | 81,625 | 76,743 | 25,411 | 23,325 | 10,106 | 9,366 | 6,879 | 3,889 | 126,335 | 49,285 | 13,353 | 13,045 |
| | 1987 | 297,188 | 67,258 | 63,223 | 21,560 | 18,969 | 7,961 | 8,926 | 5,772 | 3,296 | 95,609 | 37,616 | 13,523 | 10,351 |
| Tarrant | 1991 | 10,473,249 | 2,128,635 | 2,059,564 | 920,107 | 1,429,850 | 1,129,404 | 433,770 | 494,704 | 262,606 | 2,820,519 | 629,778 | 413,484 | 306,782 |
| | 1987 | 8,017,521 | 1,603,207 | 1,550,875 | 808,730 | 1,038,823 | 811,214 | 366,148 | 373,985 | 203,456 | 2,068,575 | 563,801 | 335,517 | 208,165 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1991
U.S. CENSUS: 1987

**TEXAS (continued)**

| METRO AREA County | Year | Total Retail Sales ($000) | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **GALVESTON - TEXAS CITY** | 1991 | 1,587,897 | 460,276 | 439,744 | 171,136 | 230,407 | 219,033 | 93,907 | 41,920 | 20,826 | 305,251 | 67,827 | 43,751 | 47,549 |
| | 1987 | 1,238,377 | 346,095 | 330,590 | 132,072 | 169,756 | 160,914 | 72,390 | 35,495 | 18,165 | 241,269 | 67,708 | 49,308 | 33,820 |
| Galveston | 1991 | 1,587,897 | 460,276 | 439,744 | 171,136 | 230,407 | 219,033 | 93,907 | 41,920 | 20,826 | 305,251 | 67,827 | 43,751 | 47,549 |
| | 1987 | 1,238,377 | 346,095 | 330,590 | 132,072 | 169,756 | 160,914 | 72,390 | 35,495 | 18,165 | 241,269 | 67,708 | 49,308 | 33,820 |
| **HOUSTON** | 1991 | 25,108,665 | 5,628,556 | 5,377,237 | 2,421,471 | 3,012,896 | 2,451,047 | 1,526,189 | 1,213,836 | 617,551 | 6,312,164 | 1,307,569 | 764,205 | 794,636 |
| | 1987 | 20,639,821 | 4,364,427 | 4,168,758 | 2,098,054 | 2,585,630 | 2,085,070 | 1,256,215 | 1,028,522 | 535,826 | 5,015,208 | 1,286,349 | 732,389 | 592,509 |
| Fort Bend | 1991 | 923,447 | 265,833 | 255,557 | 57,326 | 88,869 | 85,523 | 33,469 | 28,356 | 12,256 | 253,740 | 70,785 | 35,727 | 30,590 |
| | 1987 | 723,719 | 198,776 | 191,054 | 47,578 | 64,584 | 62,017 | 30,104 | 22,324 | 9,879 | 192,455 | 61,519 | 42,351 | 22,699 |
| Harris | 1991 | 22,802,726 | 5,032,995 | 4,801,098 | 2,270,923 | 2,800,448 | 2,296,370 | 1,457,938 | 1,166,337 | 594,319 | 5,552,486 | 1,128,530 | 681,323 | 718,651 |
| | 1987 | 18,817,619 | 3,900,817 | 3,720,343 | 1,964,715 | 2,431,261 | 1,974,087 | 1,196,199 | 988,654 | 515,758 | 4,448,530 | 1,135,093 | 630,780 | 536,824 |
| Liberty | 1991 | 267,425 | 89,305 | 85,904 | 21,239 | 28,058 | 19,002 | 5,254 | 4,144 | 2,845 | 66,010 | 13,165 | 11,101 | 10,544 |
| | 1987 | 232,025 | 75,959 | 73,052 | 19,733 | 21,374 | 14,225 | 5,609 | 3,543 | 2,466 | 56,616 | 13,373 | 12,277 | 9,276 |
| Montgomery | 1991 | 902,110 | 204,668 | 199,554 | 61,878 | 82,418 | 46,869 | 28,955 | 12,347 | 6,956 | 331,861 | 62,804 | 33,325 | 31,033 |
| | 1987 | 684,975 | 162,936 | 158,833 | 56,328 | 58,028 | 32,240 | 23,563 | 11,723 | 6,708 | 218,754 | 53,075 | 43,518 | 21,091 |
| Waller | 1991 | 212,957 | 35,755 | 35,124 | 10,105 | 13,103 | 3,283 | 573 | 2,652 | 1,175 | 108,067 | 32,285 | 2,729 | 3,818 |
| | 1987 | 181,483 | 25,939 | 25,476 | 9,700 | 10,383 | 2,501 | 740 | 2,278 | 1,015 | 98,853 | 23,289 | 3,463 | 2,619 |
| ***HOUSTON - GALVESTON - BRAZORIA CONSOLIDATED AREA*** | *1991* | *27,831,634* | *6,396,316* | *6,115,351* | *2,682,921* | *3,418,995* | *2,828,560* | *1,661,670* | *1,279,191* | *652,604* | *6,905,585* | *1,428,090* | *849,652* | *879,582* |
| | *1987* | *22,792,624* | *4,965,047* | *4,746,279* | *2,305,556* | *2,881,634* | *2,359,248* | *1,365,918* | *1,089,925* | *569,854* | *5,471,690* | *1,404,008* | *825,930* | *654,997* |
| **KILLEEN - TEMPLE** | 1991 | 1,398,926 | 299,715 | 293,266 | 127,669 | 229,745 | 205,475 | 50,461 | 67,188 | 30,289 | 297,804 | 117,526 | 72,621 | 40,002 |
| | 1987 | 1,132,951 | 251,022 | 245,531 | 110,743 | 169,960 | 151,125 | 43,224 | 58,913 | 28,153 | 252,238 | 84,558 | 62,326 | 26,603 |
| Bell | 1991 | 1,236,913 | 242,792 | 237,266 | 114,783 | 199,333 | 178,482 | 49,746 | 60,871 | 24,728 | 274,739 | 104,667 | 68,325 | 33,501 |
| | 1987 | 1,003,084 | 209,496 | 204,687 | 98,921 | 147,565 | 131,369 | 42,241 | 52,182 | 22,180 | 231,258 | 73,992 | 58,082 | 22,408 |
| Coryell | 1991 | 162,013 | 56,923 | 56,000 | 12,886 | 30,412 | 26,993 | 715 | 6,317 | 5,561 | 23,065 | 12,859 | 4,296 | 6,501 |
| | 1987 | 129,867 | 41,526 | 40,844 | 11,822 | 22,396 | 19,756 | 983 | 6,731 | 5,973 | 20,980 | 10,566 | 4,244 | 4,195 |
| **LAREDO** | 1991 | 899,643 | 233,965 | 216,393 | 68,528 | 140,269 | 120,219 | 86,276 | 63,807 | 10,108 | 113,506 | 46,947 | 35,221 | 13,543 |
| | 1987 | 708,241 | 172,197 | 159,232 | 56,458 | 111,780 | 95,003 | 73,425 | 53,632 | 9,003 | 87,888 | 39,110 | 28,787 | 10,615 |
| Webb | 1991 | 899,643 | 233,965 | 216,393 | 68,528 | 140,269 | 120,219 | 86,276 | 63,807 | 10,108 | 113,506 | 46,947 | 35,221 | 13,543 |
| | 1987 | 708,241 | 172,197 | 159,232 | 56,458 | 111,780 | 95,003 | 73,425 | 53,632 | 9,003 | 87,888 | 39,110 | 28,787 | 10,615 |
| **LONGVIEW - MARSHALL** | 1991 | 1,400,761 | 279,961 | 272,471 | 110,120 | 149,300 | 131,429 | 78,069 | 68,257 | 40,453 | 354,810 | 126,369 | 72,870 | 61,458 |
| | 1987 | 1,160,241 | 234,461 | 228,177 | 100,262 | 125,334 | 109,573 | 64,319 | 58,914 | 35,723 | 296,392 | 97,148 | 61,881 | 40,172 |
| Gregg | 1991 | 1,117,680 | 208,977 | 203,689 | 94,162 | 121,487 | 109,907 | 64,976 | 55,350 | 32,152 | 284,154 | 89,634 | 63,931 | 47,805 |
| | 1987 | 921,431 | 181,019 | 176,403 | 85,380 | 101,604 | 91,435 | 52,704 | 43,913 | 25,872 | 234,015 | 67,810 | 53,739 | 31,269 |
| Harrison | 1991 | 283,081 | 70,984 | 68,782 | 15,958 | 27,813 | 21,522 | 13,093 | 12,907 | 8,301 | 70,656 | 36,735 | 8,939 | 13,653 |
| | 1987 | 238,810 | 53,442 | 51,774 | 14,882 | 23,730 | 18,138 | 11,615 | 15,001 | 9,851 | 62,377 | 29,338 | 8,142 | 8,903 |
| **LUBBOCK** | 1991 | 2,025,939 | 334,762 | 318,106 | 204,994 | 258,332 | 190,506 | 108,741 | 82,172 | 48,430 | 551,037 | 172,079 | 73,436 | 38,220 |
| | 1987 | 1,661,066 | 304,012 | 288,828 | 171,405 | 224,942 | 163,506 | 88,649 | 75,375 | 45,351 | 429,319 | 115,100 | 71,339 | 26,855 |
| Lubbock | 1991 | 2,025,939 | 334,762 | 318,106 | 204,994 | 258,332 | 190,506 | 108,741 | 82,172 | 48,430 | 551,037 | 172,079 | 73,436 | 38,220 |
| | 1987 | 1,661,066 | 304,012 | 288,828 | 171,405 | 224,942 | 163,506 | 88,649 | 75,375 | 45,351 | 429,319 | 115,100 | 71,339 | 26,855 |
| **McALLEN - EDINBURG - MISSION** | 1991 | 2,028,729 | 496,061 | 465,813 | 141,733 | 374,680 | 267,753 | 143,166 | 93,019 | 49,609 | 391,053 | 113,252 | 87,359 | 39,126 |
| | 1987 | 1,552,434 | 372,041 | 349,286 | 121,968 | 263,247 | 185,176 | 117,712 | 83,870 | 46,249 | 291,005 | 76,306 | 83,076 | 30,739 |
| Hidalgo | 1991 | 2,028,729 | 496,061 | 465,813 | 141,733 | 374,680 | 267,753 | 143,166 | 93,019 | 49,609 | 391,053 | 113,252 | 87,359 | 39,126 |
| | 1987 | 1,552,434 | 372,041 | 349,286 | 121,968 | 263,247 | 185,176 | 117,712 | 83,870 | 46,249 | 291,005 | 76,306 | 83,076 | 30,739 |
| **MIDLAND** | 1991 | 857,033 | 221,346 | 217,099 | 61,319 | 142,993 | 114,829 | 44,852 | 23,188 | 12,503 | 184,842 | 68,313 | 13,200 | 29,680 |
| | 1987 | 730,324 | 175,383 | 171,984 | 62,784 | 113,699 | 90,321 | 40,595 | 27,620 | 15,281 | 149,865 | 55,743 | 26,623 | 21,416 |
| Midland | 1991 | 857,033 | 221,346 | 217,099 | 61,319 | 142,993 | 114,829 | 44,852 | 23,188 | 12,503 | 184,842 | 68,313 | 13,200 | 29,680 |
| | 1987 | 730,324 | 175,383 | 171,984 | 62,784 | 113,699 | 90,321 | 40,595 | 27,620 | 15,281 | 149,865 | 55,743 | 26,623 | 21,416 |
| **ODESSA** | 1991 | 852,792 | 218,941 | 215,282 | 76,784 | 118,371 | 113,193 | 36,576 | 26,298 | 15,384 | 219,378 | 51,781 | 19,142 | 23,414 |
| | 1987 | 805,282 | 191,411 | 188,175 | 77,511 | 113,911 | 108,665 | 41,342 | 31,035 | 18,449 | 202,118 | 41,970 | 28,790 | 19,744 |
| Ector | 1991 | 852,792 | 218,941 | 215,282 | 76,784 | 118,371 | 113,193 | 36,576 | 26,298 | 15,384 | 219,378 | 51,781 | 19,142 | 23,414 |
| | 1987 | 805,282 | 191,411 | 188,175 | 77,511 | 113,911 | 108,665 | 41,342 | 31,035 | 18,449 | 202,118 | 41,970 | 28,790 | 19,744 |
| **SAN ANGELO** | 1991 | 715,038 | 138,851 | 134,647 | 64,832 | 97,293 | 78,049 | 43,421 | 35,797 | 17,693 | 170,472 | 69,429 | 30,739 | 15,321 |
| | 1987 | 601,408 | 123,438 | 119,677 | 58,174 | 82,400 | 65,386 | 37,350 | 31,616 | 15,988 | 135,419 | 45,056 | 31,639 | 11,683 |
| Tom Green | 1991 | 715,038 | 138,851 | 134,647 | 64,832 | 97,293 | 78,049 | 43,421 | 35,797 | 17,693 | 170,472 | 69,429 | 30,739 | 15,321 |
| | 1987 | 601,408 | 123,438 | 119,677 | 58,174 | 82,400 | 65,386 | 37,350 | 31,616 | 15,988 | 135,419 | 45,056 | 31,639 | 11,683 |
| **SAN ANTONIO** | 1991 | 9,836,767 | 2,075,157 | 2,003,341 | 1,117,620 | 1,143,198 | 898,751 | 608,520 | 444,729 | 233,152 | 2,384,388 | 718,876 | 257,489 | 259,138 |
| | 1987 | 7,514,692 | 1,661,250 | 1,603,758 | 920,488 | 864,201 | 671,311 | 470,922 | 350,841 | 186,885 | 1,702,333 | 548,078 | 258,525 | 166,182 |
| Bexar | 1991 | 9,040,233 | 1,905,102 | 1,841,687 | 1,052,084 | 1,081,257 | 848,542 | 583,574 | 409,008 | 204,010 | 2,137,970 | 620,160 | 220,356 | 246,717 |
| | 1987 | 6,956,453 | 1,532,290 | 1,480,989 | 869,967 | 826,151 | 640,669 | 449,515 | 326,852 | 166,960 | 1,542,468 | 486,847 | 224,361 | 156,634 |
| Comal | 1991 | 465,820 | 95,292 | 87,447 | 39,053 | 34,233 | 26,329 | 10,885 | 21,723 | 16,174 | 143,440 | 66,420 | 18,867 | 6,555 |
| | 1987 | 308,999 | 69,534 | 63,797 | 30,206 | 19,705 | 14,959 | 9,311 | 12,818 | 9,560 | 87,663 | 38,326 | 18,343 | 4,913 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1991
U.S. CENSUS: 1987

| METRO AREA<br>County | Year | Total Retail Sales ($000) | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **TEXAS (continued)** | | | | | | | | | | | | | | |
| **SAN ANTONIO (continued)** | | | | | | | | | | | | | | |
| Guadalupe | 1991 | 330,714 | 74,763 | 74,207 | 26,483 | 27,708 | 23,880 | 14,061 | 13,998 | 12,968 | 102,978 | 32,296 | 18,266 | 5,866 |
| | 1987 | 249,240 | 59,426 | 58,972 | 20,315 | 18,345 | 15,683 | 12,096 | 11,171 | 10,365 | 72,202 | 22,905 | 15,821 | 4,635 |
| **SHERMAN - DENISON** | **1991** | **785,566** | **165,708** | **162,128** | **52,983** | **120,691** | **111,748** | **29,486** | **23,397** | **11,830** | **197,974** | **59,191** | **51,317** | **33,305** |
| | 1987 | 632,974 | 129,737 | 126,909 | 45,781 | 92,103 | 84,927 | 26,011 | 21,133 | 11,019 | 155,724 | 47,163 | 44,474 | 27,285 |
| Grayson | 1991 | 785,566 | 165,708 | 162,128 | 52,983 | 120,691 | 111,748 | 29,486 | 23,397 | 11,830 | 197,974 | 59,191 | 51,317 | 33,305 |
| | 1987 | 632,974 | 129,737 | 126,909 | 45,781 | 92,103 | 84,927 | 26,011 | 21,133 | 11,019 | 155,724 | 47,163 | 44,474 | 27,285 |
| **TEXARKANA** | **1991** | **923,316** | **151,403** | **146,719** | **69,123** | **184,279** | **146,663** | **38,134** | **33,912** | **18,597** | **208,337** | **105,835** | **45,142** | **21,465** |
| | 1987 | 743,596 | 136,781 | 132,460 | 59,304 | 132,178 | 104,640 | 33,682 | 31,276 | 17,282 | 160,689 | 77,036 | 42,093 | 17,447 |
| Bowie | 1991 | 696,496 | 80,554 | 77,218 | 47,684 | 145,646 | 124,049 | 32,050 | 30,331 | 17,027 | 193,156 | 78,020 | 37,470 | 14,754 |
| | 1987 | 557,999 | 75,629 | 72,483 | 41,385 | 106,374 | 89,868 | 26,953 | 27,065 | 15,384 | 149,225 | 53,615 | 34,631 | 12,158 |
| *Miller, Ark.* | *1991* | *226,820* | *70,849* | *69,501* | *21,439* | *38,633* | *22,614* | *6,084* | *3,581* | *1,570* | *15,181* | *27,815* | *7,672* | *6,711* |
| | *1987* | *185,597* | *61,152* | *59,977* | *17,919* | *25,804* | *14,772* | *6,729* | *4,211* | *1,898* | *11,464* | *23,421* | *7,462* | *5,289* |
| **TYLER** | **1991** | **1,322,221** | **259,289** | **251,503** | **120,011** | **218,930** | **143,915** | **72,297** | **61,389** | **35,270** | **340,913** | **66,665** | **58,972** | **41,080** |
| | 1987 | 1,036,411 | 198,591 | 192,589 | 95,016 | 160,559 | 103,579 | 59,794 | 50,282 | 29,358 | 256,593 | 66,538 | 56,891 | 27,687 |
| Smith | 1991 | 1,322,221 | 259,289 | 251,503 | 120,011 | 218,930 | 143,915 | 72,297 | 61,389 | 35,270 | 340,913 | 66,665 | 58,972 | 41,080 |
| | 1987 | 1,036,411 | 198,591 | 192,589 | 95,016 | 160,559 | 103,579 | 59,794 | 50,282 | 29,358 | 256,593 | 66,538 | 56,891 | 27,687 |
| **VICTORIA** | **1991** | **591,622** | **139,834** | **132,851** | **47,370** | **84,266** | **74,784** | **32,590** | **27,130** | **13,293** | **159,747** | **35,392** | **17,608** | **15,516** |
| | 1987 | 494,997 | 114,701 | 108,951 | 41,758 | 68,189 | 60,144 | 29,153 | 23,864 | 12,042 | 120,325 | 35,825 | 21,115 | 10,606 |
| Victoria | 1991 | 591,622 | 139,834 | 132,851 | 47,370 | 84,266 | 74,784 | 32,590 | 27,130 | 13,293 | 159,747 | 35,392 | 17,608 | 15,516 |
| | 1987 | 494,997 | 114,701 | 108,951 | 41,758 | 68,189 | 60,144 | 29,153 | 23,864 | 12,042 | 120,325 | 35,825 | 21,115 | 10,606 |
| **WACO** | **1991** | **1,430,358** | **320,336** | **302,861** | **137,323** | **237,205** | **172,787** | **66,025** | **46,155** | **29,277** | **263,043** | **127,655** | **61,072** | **36,917** |
| | 1987 | 1,141,738 | 240,411 | 227,251 | 117,379 | 178,677 | 128,225 | 55,516 | 44,029 | 28,488 | 215,093 | 100,610 | 57,646 | 27,130 |
| McLennan | 1991 | 1,430,358 | 320,336 | 302,861 | 137,323 | 237,205 | 172,787 | 66,025 | 46,155 | 29,277 | 263,043 | 127,655 | 61,072 | 36,917 |
| | 1987 | 1,141,738 | 240,411 | 227,251 | 117,379 | 178,677 | 128,225 | 55,516 | 44,029 | 28,488 | 215,093 | 100,610 | 57,646 | 27,130 |
| **WICHITA FALLS** | **1991** | **968,316** | **138,894** | **133,968** | **115,506** | **182,024** | **152,454** | **44,038** | **38,575** | **21,498** | **211,219** | **95,168** | **43,309** | **37,676** |
| | 1987 | 826,429 | 122,978 | 118,592 | 99,346 | 148,185 | 123,006 | 36,975 | 38,033 | 21,606 | 185,680 | 68,755 | 46,945 | 24,562 |
| Wichita | 1991 | 968,316 | 138,894 | 133,968 | 115,506 | 182,024 | 152,454 | 44,038 | 38,575 | 21,498 | 211,219 | 95,168 | 43,309 | 37,676 |
| | 1987 | 826,429 | 122,978 | 118,592 | 99,346 | 148,185 | 123,006 | 36,975 | 38,033 | 21,606 | 185,680 | 68,755 | 46,945 | 24,562 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Anderson | 1991 | 240,197 | 61,496 | 60,474 | 19,584 | 30,441 | | 12,804 | 6,775 | 3,825 | 46,222 | 14,168 | 13,382 | 17,806 |
| | 1987 | 201,633 | 49,845 | 49,007 | 16,511 | 21,852 | | 11,377 | 5,750 | 3,322 | 42,523 | 12,587 | 13,499 | 11,136 |
| Andrews | 1991 | 68,104 | 17,153 | 16,982 | 4,861 | 5,132 | 2,532 | 2,051 | 1,778 | 1,204 | 20,345 | 7,987 | 728 | 3,906 |
| | 1987 | 58,764 | 16,332 | 16,166 | 4,337 | 4,044 | 1,937 | 1,983 | 1,356 | 923 | 17,121 | 6,124 | 1,109 | 2,796 |
| Angelina | 1991 | 480,134 | 111,277 | 108,673 | 38,206 | 77,174 | 64,122 | 24,185 | 17,938 | 11,290 | 105,396 | 24,151 | 26,867 | 22,178 |
| | 1987 | 390,765 | 88,007 | 85,930 | 30,655 | 57,370 | 47,188 | 20,485 | 17,148 | 10,937 | 90,117 | 23,936 | 23,683 | 15,128 |
| Aransas | 1991 | 112,622 | 42,463 | 41,322 | 9,648 | 13,832 | 8,119 | 1,049 | 2,523 | 2,073 | 17,309 | 5,484 | 8,097 | 2,239 |
| | 1987 | 84,413 | 31,587 | 30,733 | 8,484 | 8,051 | 4,611 | 1,018 | 2,534 | 2,102 | 10,922 | 5,791 | 7,696 | 1,573 |
| Archer | 1991 | 15,829 | 5,409 | 5,200 | 1,155 | 190 | | 251 | 406 | 406 | 2,987 | 3,020 | 117 | 476 |
| | 1987 | 15,181 | 4,758 | 4,573 | 1,135 | 202 | | 261 | 327 | 327 | 3,405 | 2,801 | 101 | 464 |
| Armstrong | 1991 | 4,199 | 770 | 730 | 920 | | | 136 | 56 | | 470 | 788 | | 163 |
| | 1987 | 4,040 | 863 | 818 | 552 | | | 163 | 69 | | 690 | 917 | | 147 |
| Atascosa | 1991 | 134,000 | 47,485 | 46,600 | 8,308 | 20,259 | 8,472 | 2,955 | 1,160 | 967 | 21,264 | 13,912 | 7,426 | 1,946 |
| | 1987 | 107,161 | 36,587 | 35,898 | 7,687 | 13,033 | 5,266 | 3,328 | 1,311 | 1,109 | 17,235 | 10,695 | 8,784 | 1,663 |
| Austin | 1991 | 115,744 | 23,052 | 21,958 | 9,248 | 16,284 | 8,616 | 755 | 773 | 383 | 20,768 | 25,523 | 8,020 | 5,898 |
| | 1987 | 93,430 | 19,031 | 18,124 | 7,552 | 11,316 | 5,824 | 1,209 | 1,002 | 489 | 20,352 | 16,955 | 7,155 | 4,418 |
| Bailey | 1991 | 30,047 | 11,681 | 11,289 | 1,879 | 2,405 | | 1,626 | 1,028 | 170 | 4,844 | 2,533 | 923 | 432 |
| | 1987 | 26,693 | 8,571 | 8,282 | 2,077 | 1,970 | | 1,585 | 1,017 | 168 | 5,822 | 1,681 | 1,015 | 361 |
| Bandera | 1991 | 35,821 | 15,726 | 15,632 | 3,611 | 151 | | 411 | 225 | | 7,436 | 4,477 | 2,677 | |
| | 1987 | 27,212 | 11,702 | 11,630 | 2,513 | 158 | | 541 | 251 | | 5,802 | 2,700 | 2,692 | |
| Bastrop | 1991 | 142,858 | 38,894 | 37,013 | 8,292 | 14,994 | | 1,150 | 2,733 | 1,826 | 45,620 | 8,584 | 3,522 | 4,719 |
| | 1987 | 112,157 | 33,622 | 31,990 | 8,716 | 10,604 | | 1,452 | 2,165 | 1,479 | 30,377 | 9,176 | 3,527 | 3,179 |
| Baylor | 1991 | 17,786 | 6,356 | 6,196 | 1,511 | 730 | | 346 | 340 | 95 | 3,513 | 1,685 | 568 | 892 |
| | 1987 | 19,144 | 6,218 | 6,060 | 1,663 | 801 | | 442 | 337 | 95 | 3,875 | 2,483 | 673 | 896 |
| Bee | 1991 | 137,156 | 31,120 | 30,484 | 11,939 | 13,534 | 10,952 | 6,069 | 3,022 | 2,214 | 43,029 | 9,406 | 6,352 | 5,194 |
| | 1987 | 114,516 | 26,798 | 26,245 | 10,321 | 12,047 | 9,638 | 6,637 | 3,607 | 2,654 | 30,810 | 8,360 | 6,155 | 3,502 |
| Bell | 1991 | 1,236,913 | 242,792 | 237,266 | 114,783 | 199,333 | 178,482 | 49,746 | 60,871 | 24,728 | 274,739 | 104,667 | 68,325 | 33,501 |
| | 1987 | 1,003,084 | 209,496 | 204,687 | 98,921 | 147,564 | 131,369 | 42,241 | 52,182 | 22,180 | 231,258 | 73,992 | 58,082 | 22,408 |
| Bexar | 1991 | 9,040,233 | 1,905,102 | 1,841,687 | 1,052,084 | 1,081,257 | 848,542 | 583,574 | 409,008 | 204,010 | 2,137,970 | 620,160 | 220,356 | 246,717 |
| | 1987 | 6,956,453 | 1,532,290 | 1,480,989 | 869,967 | 826,151 | 640,669 | 449,515 | 326,852 | 166,960 | 1,542,468 | 486,847 | 224,361 | 156,634 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1991
U.S. CENSUS: 1987

**TEXAS (continued)**

**ALL COUNTIES (continued)**

| METRO AREA<br>County | Year | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| Blanco | 1991 | 12,945 | 3,188 | 2,642 | 1,918 | 253 | | 135 | 993 | 319 | 2,157 | 627 | 456 | 451 |
| | 1987 | 12,440 | 3,313 | 2,744 | 2,229 | 330 | | 163 | 738 | 242 | 1,522 | 846 | 672 | 343 |
| Borden | 1991 | 643 | 643 | 616 | | | | | | | | | | |
| | 1987 | 517 | 517 | 495 | | | | | | | | | | |
| Bosque | 1991 | 49,705 | 15,634 | 15,069 | 2,550 | 1,055 | | 737 | 797 | 797 | 5,840 | 7,928 | 4,730 | 2,960 |
| | 1987 | 45,082 | 13,847 | 13,344 | 2,386 | 1,289 | | 776 | 960 | 960 | 6,435 | 6,509 | 4,673 | 2,303 |
| Bowie | 1991 | 696,496 | 80,554 | 77,218 | 47,684 | 145,646 | 124,049 | 32,050 | 30,331 | 17,027 | 193,156 | 78,020 | 37,470 | 14,754 |
| | 1987 | 557,999 | 75,629 | 72,483 | 41,385 | 106,374 | 89,868 | 26,953 | 27,065 | 15,384 | 149,225 | 53,615 | 34,631 | 12,158 |
| Brazoria | 1991 | 1,135,072 | 307,484 | 298,370 | 90,314 | 175,692 | 158,480 | 41,574 | 23,435 | 14,227 | 288,170 | 52,694 | 41,696 | 37,397 |
| | 1987 | 914,426 | 254,525 | 246,931 | 75,430 | 126,248 | 113,264 | 37,313 | 25,908 | 15,863 | 215,213 | 49,951 | 44,233 | 28,668 |
| Brazos | 1991 | 842,911 | 194,659 | 185,221 | 84,974 | 116,385 | 93,444 | 39,234 | 34,079 | 15,824 | 182,943 | 43,768 | 31,217 | 17,257 |
| | 1987 | 665,386 | 154,606 | 147,081 | 70,956 | 94,258 | 74,862 | 36,628 | 26,072 | 12,510 | 132,742 | 39,797 | 33,335 | 11,429 |
| Brewster | 1991 | 50,898 | 12,431 | 12,239 | 5,880 | 2,955 | | 3,205 | 1,186 | 197 | 9,851 | 3,704 | 1,393 | 3,775 |
| | 1987 | 41,724 | 10,150 | 9,992 | 4,610 | 2,906 | | 2,792 | 997 | 180 | 9,202 | 2,775 | 1,555 | 2,461 |
| Briscoe | 1991 | 5,640 | 1,701 | 1,647 | 453 | 69 | | | 62 | | 397 | 1,853 | 533 | |
| | 1987 | 5,074 | 1,886 | 1,826 | 337 | 84 | | | 76 | | 454 | 1,226 | 533 | |
| Brooks | 1991 | 45,765 | 16,217 | 15,642 | 3,644 | 5,625 | | 641 | 1,425 | 505 | 7,639 | 5,457 | 1,696 | 729 |
| | 1987 | 36,951 | 13,125 | 12,657 | 2,943 | 3,531 | | 996 | 1,273 | 435 | 6,707 | 3,669 | 1,686 | 665 |
| Brown | 1991 | 206,607 | 55,930 | 54,226 | 16,886 | 34,724 | 23,810 | 8,531 | 6,987 | 3,027 | 43,526 | 9,546 | 8,005 | 11,022 |
| | 1987 | 175,711 | 45,059 | 43,677 | 15,870 | 26,599 | 17,900 | 8,804 | 5,946 | 2,645 | 35,445 | 8,553 | 8,897 | 7,645 |
| Burleson | 1991 | 38,492 | 9,073 | 8,316 | 3,031 | 9,515 | 7,628 | 563 | 270 | | 10,819 | 1,499 | 1,381 | 1,313 |
| | 1987 | 36,633 | 8,844 | 8,104 | 2,892 | 6,770 | 5,364 | 653 | 336 | | 10,210 | 2,668 | 1,951 | 937 |
| Burnet | 1991 | 166,671 | 33,324 | 32,053 | 14,825 | 40,590 | 18,452 | 3,234 | 2,995 | 1,783 | 26,975 | 9,574 | 14,564 | 3,097 |
| | 1987 | 130,186 | 28,052 | 26,977 | 12,195 | 27,816 | 12,252 | 2,316 | 3,657 | 2,229 | 19,762 | 7,490 | 12,939 | 2,487 |
| Caldwell | 1991 | 112,989 | 46,057 | 45,421 | 9,690 | 8,934 | 6,047 | 2,544 | 2,617 | 1,079 | 17,934 | 10,422 | 4,229 | 3,014 |
| | 1987 | 89,390 | 31,540 | 31,098 | 7,796 | 7,703 | 5,116 | 2,421 | 2,505 | 1,006 | 16,699 | 9,606 | 3,827 | 2,148 |
| Calhoun | 1991 | 89,076 | 32,548 | 32,078 | 8,628 | 3,900 | | 4,966 | 2,663 | 2,146 | 17,800 | 5,344 | 2,592 | 2,074 |
| | 1987 | 78,891 | 27,065 | 26,669 | 7,927 | 4,122 | | 4,014 | 2,807 | 2,296 | 16,272 | 5,106 | 3,330 | 1,768 |
| Callahan | 1991 | 35,491 | 11,312 | 10,931 | 2,985 | 1,199 | | 301 | 131 | | 11,130 | 4,231 | 714 | 1,732 |
| | 1987 | 32,378 | 9,736 | 9,406 | 2,943 | 1,133 | | 545 | 190 | | 10,470 | 3,870 | 502 | 1,197 |
| Cameron | 1991 | 1,442,992 | 352,200 | 333,195 | 128,964 | 230,469 | 191,737 | 114,851 | 50,082 | 28,052 | 282,377 | 83,268 | 56,910 | 35,761 |
| | 1987 | 1,132,784 | 281,820 | 266,559 | 107,788 | 167,433 | 137,973 | 87,875 | 49,233 | 28,205 | 209,327 | 65,996 | 49,564 | 24,735 |
| Camp | 1991 | 76,904 | 20,820 | 20,264 | 2,188 | 1,608 | | 2,460 | 5,715 | 5,385 | 19,198 | 8,678 | 4,497 | 3,581 |
| | 1987 | 56,891 | 15,018 | 14,614 | 2,170 | 1,316 | | 2,196 | 4,148 | 3,927 | 13,756 | 5,463 | 3,923 | 2,547 |
| Carson | 1991 | 25,825 | 7,240 | 6,721 | 2,668 | | | 96 | 144 | | 3,386 | 8,777 | 1,023 | 204 |
| | 1987 | 19,124 | 5,771 | 5,356 | 1,833 | | | 154 | 132 | | 2,991 | 5,670 | 652 | 229 |
| Cass | 1991 | 145,046 | 54,381 | 52,083 | 8,974 | 8,955 | 6,044 | 3,400 | 4,236 | 2,537 | 24,213 | 20,757 | 5,459 | 4,267 |
| | 1987 | 120,814 | 44,533 | 42,643 | 7,800 | 8,563 | 5,669 | 4,001 | 4,092 | 2,484 | 19,579 | 13,891 | 6,132 | 3,666 |
| Castro | 1991 | 29,670 | 11,308 | 10,970 | 1,456 | 854 | | 1,295 | 285 | 183 | 3,512 | 669 | 2,478 | 1,824 |
| | 1987 | 26,625 | 8,971 | 8,702 | 1,558 | 729 | | 1,398 | 299 | 199 | 4,358 | 1,074 | 2,045 | 1,164 |
| Chambers | 1991 | 81,237 | 26,500 | 26,069 | 9,766 | 1,909 | | 1,000 | 178 | 105 | 25,898 | 6,286 | 2,005 | 2,423 |
| | 1987 | 64,257 | 19,888 | 19,561 | 6,899 | 1,557 | | 843 | 313 | 186 | 19,878 | 7,340 | 2,200 | 1,873 |
| Cherokee | 1991 | 204,358 | 53,097 | 51,327 | 12,201 | 17,466 | 11,500 | 5,895 | 5,198 | 4,087 | 58,116 | 16,689 | 11,368 | 9,156 |
| | 1987 | 177,107 | 43,760 | 42,293 | 11,011 | 15,661 | 10,110 | 6,144 | 4,303 | 3,411 | 51,274 | 15,504 | 10,812 | 6,349 |
| Childress | 1991 | 39,949 | 11,947 | 11,690 | 3,222 | 719 | | 1,560 | 1,661 | 1,661 | 2,771 | 4,860 | 6,540 | 1,629 |
| | 1987 | 31,678 | 9,514 | 9,308 | 3,294 | 722 | | 1,377 | 1,179 | 1,179 | 3,285 | 3,504 | 4,196 | 1,208 |
| Clay | 1991 | 25,832 | 6,883 | 6,689 | 1,806 | 148 | | 296 | 58 | | 4,489 | 10,127 | 822 | 512 |
| | 1987 | 27,338 | 6,696 | 6,506 | 2,080 | 192 | | 373 | 75 | | 4,560 | 10,631 | 985 | 748 |
| Cochran | 1991 | 10,055 | 2,130 | 2,045 | 731 | | | 506 | 450 | 319 | 3,990 | 783 | 121 | 672 |
| | 1987 | 9,440 | 1,793 | 1,721 | 616 | | | 663 | 439 | 310 | 4,005 | 471 | 167 | 441 |
| Coke | 1991 | 12,377 | 3,599 | 3,415 | 647 | 183 | | 228 | 9 | | 6,813 | 195 | 197 | |
| | 1987 | 11,934 | 3,187 | 3,023 | 578 | 155 | | 263 | 8 | | 6,754 | 254 | 204 | |
| Coleman | 1991 | 37,749 | 11,694 | 10,681 | 1,860 | 1,967 | | 2,336 | 650 | 460 | 8,575 | 3,160 | 2,549 | 1,390 |
| | 1987 | 34,390 | 10,634 | 9,711 | 2,007 | 1,721 | | 2,161 | 568 | 400 | 7,226 | 3,142 | 2,526 | 1,275 |
| Collin | 1991 | 2,270,391 | 457,958 | 449,016 | 191,705 | 371,144 | 317,035 | 115,343 | 108,191 | 55,753 | 605,972 | 103,377 | 81,695 | 52,333 |
| | 1987 | 1,591,684 | 327,009 | 320,559 | 140,435 | 236,292 | 200,253 | 84,400 | 79,853 | 42,048 | 413,901 | 91,008 | 67,734 | 35,933 |
| Collingsworth | 1991 | 11,262 | 3,552 | 3,441 | 1,155 | 1,937 | | 174 | 106 | 106 | 942 | 1,072 | 161 | 275 |
| | 1987 | 11,489 | 3,406 | 3,298 | 1,139 | 1,760 | | 299 | 189 | 189 | 981 | 995 | 259 | 342 |
| Colorado | 1991 | 128,625 | 34,638 | 33,329 | 18,147 | 10,384 | 6,023 | 1,434 | 2,970 | 1,258 | 25,949 | 16,052 | 9,632 | 3,333 |
| | 1987 | 103,233 | 28,147 | 27,077 | 13,389 | 6,672 | 3,776 | 1,623 | 2,490 | 1,084 | 22,210 | 11,797 | 9,046 | 2,686 |
| Comal | 1991 | 465,820 | 95,292 | 87,447 | 39,053 | 34,233 | 26,329 | 10,885 | 21,723 | 16,174 | 143,440 | 66,420 | 18,867 | 6,555 |
| | 1987 | 308,999 | 69,534 | 63,797 | 30,206 | 19,705 | 14,959 | 9,311 | 12,818 | 9,560 | 87,663 | 38,326 | 18,343 | 4,913 |
| Comanche | 1991 | 65,234 | 24,398 | 24,064 | 3,373 | 2,580 | | 1,021 | 1,622 | 1,289 | 16,418 | 4,730 | 2,687 | 1,196 |
| | 1987 | 53,365 | 18,732 | 18,471 | 2,852 | 3,074 | | 1,128 | 1,451 | 1,153 | 12,796 | 3,583 | 2,183 | 1,076 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1991<br>U.S. CENSUS: 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **TEXAS (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Concho | 1991 | 13,640 | 1,572 | 1,491 | 1,071 | 1,299 | | 277 | 66 | | 6,630 | 1,038 | 307 | 232 |
| | 1987 | 12,573 | 1,544 | 1,465 | 807 | 960 | | 315 | 65 | | 6,509 | 1,039 | 278 | 198 |
| Cooke | 1991 | 203,911 | 52,039 | 51,514 | 17,259 | 20,653 | 18,711 | 5,013 | 4,030 | 2,445 | 36,967 | 35,471 | 7,873 | 8,367 |
| | 1987 | 171,906 | 41,496 | 41,070 | 15,322 | 16,276 | 14,664 | 5,712 | 4,408 | 2,659 | 33,031 | 24,725 | 9,593 | 5,679 |
| Coryell | 1991 | 162,013 | 56,923 | 56,000 | 12,886 | 30,412 | 26,993 | 715 | 6,317 | 5,561 | 23,065 | 12,859 | 4,296 | 6,501 |
| | 1987 | 129,867 | 41,526 | 40,844 | 11,822 | 22,396 | 19,756 | 983 | 6,731 | 5,973 | 20,980 | 10,566 | 4,244 | 4,195 |
| Cottle | 1991 | 15,085 | 5,382 | 5,172 | 888 | 746 | | 194 | 271 | 271 | 3,379 | 629 | 591 | 1,392 |
| | 1987 | 12,595 | 4,611 | 4,430 | 716 | 588 | | 207 | 230 | 230 | 3,079 | 587 | 631 | 828 |
| Crane | 1991 | 19,089 | 7,514 | 7,293 | 1,318 | 1,530 | | 566 | 206 | 206 | 3,481 | 1,606 | 1,563 | 593 |
| | 1987 | 17,802 | 6,838 | 6,636 | 1,129 | 1,402 | | 731 | 234 | 234 | 3,660 | 1,357 | 1,062 | 686 |
| Crockett | 1991 | 18,911 | 2,908 | 2,585 | 1,321 | 549 | | 514 | 370 | 370 | 3,141 | 7,894 | 371 | 413 |
| | 1987 | 20,797 | 3,676 | 3,267 | 1,300 | 534 | | 545 | 449 | 449 | 3,830 | 7,913 | 720 | 501 |
| Crosby | 1991 | 18,424 | 7,307 | 7,222 | 1,574 | 1,775 | | 715 | 218 | 218 | 3,367 | 911 | 765 | 988 |
| | 1987 | 16,140 | 6,443 | 6,367 | 1,074 | 1,370 | | 506 | 256 | 256 | 3,292 | 842 | 660 | 750 |
| Culberson | 1991 | 32,873 | 4,184 | 4,046 | 3,213 | 139 | | 403 | 149 | | 6,732 | 16,994 | 163 | 94 |
| | 1987 | 27,602 | 3,642 | 3,521 | 2,738 | 138 | | 361 | 257 | | 4,923 | 14,741 | 180 | 161 |
| Dallam | 1991 | 38,601 | 8,615 | 8,426 | 3,694 | 3,260 | 3,159 | 1,270 | 426 | | 9,862 | 4,703 | 1,202 | 3,099 |
| | 1987 | 32,762 | 6,710 | 6,561 | 4,026 | 2,559 | 2,477 | 938 | 307 | | 9,217 | 3,957 | 1,368 | 1,880 |
| Dallas | 1991 | 19,326,349 | 3,453,484 | 3,332,163 | 2,107,519 | 2,281,050 | 1,773,491 | 1,224,826 | 990,244 | 545,586 | 4,871,515 | 990,495 | 570,050 | 463,929 |
| | 1987 | 15,168,982 | 2,616,629 | 2,524,201 | 1,740,100 | 1,821,506 | 1,399,121 | 954,682 | 784,695 | 441,428 | 3,679,528 | 982,376 | 518,045 | 326,780 |
| Dawson | 1991 | 79,792 | 26,988 | 26,399 | 5,600 | 4,049 | | 3,906 | 591 | 479 | 16,056 | 13,128 | 1,991 | 3,470 |
| | 1987 | 67,940 | 21,370 | 20,899 | 5,085 | 3,847 | | 4,083 | 1,058 | 862 | 15,211 | 8,168 | 2,353 | 2,870 |
| Deaf Smith | 1991 | 98,731 | 28,488 | 27,420 | 7,666 | 5,291 | | 3,149 | 1,770 | 883 | 22,876 | 15,571 | 2,473 | 2,340 |
| | 1987 | 79,983 | 24,305 | 23,389 | 6,969 | 4,473 | | 3,621 | 1,914 | 973 | 18,157 | 9,377 | 2,600 | 1,755 |
| Delta | 1991 | 14,409 | 4,416 | 4,095 | 1,190 | 250 | | 125 | 90 | | 3,371 | 1,601 | 676 | |
| | 1987 | 11,366 | 3,790 | 3,513 | 783 | 199 | | 92 | 154 | | 2,624 | 1,351 | 492 | |
| Denton | 1991 | 1,867,462 | 456,340 | 446,319 | 134,919 | 215,048 | 193,139 | 58,754 | 45,745 | 22,338 | 609,570 | 132,093 | 95,741 | 20,837 |
| | 1987 | 1,347,179 | 324,010 | 316,832 | 106,972 | 145,169 | 129,653 | 41,251 | 33,183 | 16,514 | 410,458 | 106,682 | 68,126 | 20,872 |
| De Witt | 1991 | 84,713 | 30,322 | 29,223 | 7,269 | 8,642 | 5,844 | 1,892 | 1,578 | 705 | 15,616 | 2,460 | 5,792 | 6,914 |
| | 1987 | 72,817 | 24,969 | 24,059 | 5,680 | 6,707 | 4,450 | 1,942 | 1,456 | 672 | 14,647 | 3,966 | 5,303 | 4,804 |
| Dickens | 1991 | 9,711 | 5,602 | 5,447 | 908 | 474 | | | 47 | | 763 | 528 | 443 | 211 |
| | 1987 | 10,201 | 5,704 | 5,545 | 811 | 511 | | | 45 | | 903 | 730 | 491 | 244 |
| Dimmit | 1991 | 35,011 | 11,719 | 11,502 | 3,504 | 9,166 | | 501 | 216 | 216 | 3,024 | 2,467 | 1,418 | 1,469 |
| | 1987 | 29,642 | 11,405 | 11,192 | 2,520 | 6,113 | | 547 | 221 | 221 | 2,161 | 2,121 | 2,493 | 890 |
| Donley | 1991 | 16,478 | 2,143 | 2,039 | 1,442 | 379 | | 51 | 350 | 350 | 9,247 | 1,165 | 49 | 1,240 |
| | 1987 | 17,682 | 2,639 | 2,511 | 1,429 | 425 | | 55 | 492 | 492 | 9,855 | 1,079 | 56 | 1,145 |
| Duval | 1991 | 26,694 | 10,827 | 10,188 | 1,698 | 1,196 | | 314 | 285 | 167 | 2,266 | 8,757 | 466 | 686 |
| | 1987 | 22,678 | 9,185 | 8,641 | 1,753 | 1,036 | | 308 | 280 | 166 | 2,496 | 6,375 | 561 | 507 |
| Eastland | 1991 | 102,702 | 25,284 | 24,802 | 7,491 | 15,917 | 10,077 | 1,391 | 1,206 | 776 | 32,170 | 5,116 | 4,422 | 5,141 |
| | 1987 | 87,200 | 23,766 | 23,308 | 6,917 | 10,352 | 6,413 | 1,467 | 1,401 | 897 | 24,491 | 6,461 | 3,798 | 3,914 |
| Ector | 1991 | 852,792 | 218,941 | 215,282 | 76,784 | 118,371 | 113,193 | 36,576 | 26,298 | 15,384 | 219,378 | 51,781 | 19,142 | 23,414 |
| | 1987 | 805,282 | 191,411 | 188,175 | 77,511 | 113,911 | 108,665 | 41,342 | 31,035 | 18,449 | 202,118 | 41,970 | 28,790 | 19,744 |
| Edwards | 1991 | 6,956 | 2,450 | 2,361 | 91 | 169 | | 126 | | | 725 | 1,870 | 901 | |
| | 1987 | 5,747 | 2,278 | 2,195 | 127 | 150 | | 163 | | | 475 | 1,200 | 867 | |
| Ellis | 1991 | 470,884 | 125,444 | 122,283 | 37,928 | 39,509 | 15,633 | 10,110 | 8,311 | 5,436 | 131,078 | 54,811 | 16,278 | 24,405 |
| | 1987 | 362,820 | 92,385 | 90,040 | 30,265 | 31,243 | 11,969 | 10,637 | 8,287 | 5,430 | 90,421 | 48,150 | 18,139 | 15,622 |
| El Paso | 1991 | 3,716,231 | 725,650 | 700,606 | 321,707 | 606,645 | 458,276 | 201,197 | 185,975 | 89,286 | 793,575 | 340,109 | 184,957 | 89,873 |
| | 1987 | 2,898,564 | 597,455 | 576,720 | 266,933 | 432,568 | 322,362 | 161,034 | 158,484 | 78,594 | 628,641 | 249,114 | 141,910 | 64,181 |
| Erath | 1991 | 182,530 | 43,123 | 41,978 | 15,622 | 15,220 | 12,992 | 10,096 | 3,588 | 1,787 | 45,377 | 14,068 | 10,397 | 7,506 |
| | 1987 | 147,447 | 34,291 | 33,374 | 13,817 | 12,975 | 10,981 | 9,237 | 2,943 | 1,467 | 35,101 | 9,912 | 10,890 | 5,529 |
| Falls | 1991 | 49,385 | 20,552 | 20,106 | 3,300 | 7,878 | 5,947 | 2,778 | 1,143 | 651 | 3,204 | 3,758 | 2,299 | 1,968 |
| | 1987 | 47,015 | 18,058 | 17,663 | 3,234 | 6,532 | 4,861 | 3,740 | 1,089 | 645 | 3,677 | 4,172 | 2,609 | 1,873 |
| Fannin | 1991 | 121,381 | 28,621 | 27,410 | 7,617 | 10,073 | 6,873 | 1,461 | 737 | 517 | 37,655 | 17,900 | 5,861 | 3,567 |
| | 1987 | 105,073 | 24,113 | 23,089 | 6,191 | 7,445 | 4,985 | 1,593 | 1,049 | 732 | 37,051 | 12,310 | 4,895 | 3,476 |
| Fayette | 1991 | 148,913 | 49,935 | 44,684 | 16,023 | 16,488 | 8,191 | 3,922 | 1,413 | 400 | 25,320 | 17,104 | 6,533 | 3,543 |
| | 1987 | 117,663 | 36,625 | 32,767 | 14,454 | 10,986 | 5,298 | 3,485 | 1,729 | 497 | 19,985 | 13,282 | 6,275 | 2,898 |
| Fisher | 1991 | 12,441 | 5,620 | 5,563 | 695 | 319 | | 187 | 439 | 439 | 2,371 | 681 | 430 | 1,159 |
| | 1987 | 11,937 | 4,597 | 4,550 | 792 | 484 | | 347 | 518 | 518 | 2,474 | 648 | 452 | 1,086 |
| Floyd | 1991 | 34,556 | 10,218 | 9,925 | 1,712 | 255 | | 540 | 172 | 172 | 9,475 | 6,092 | 277 | 1,924 |
| | 1987 | 28,835 | 7,831 | 7,605 | 1,556 | 432 | | 617 | 153 | 153 | 7,935 | 4,706 | 499 | 1,558 |
| Foard | 1991 | 2,475 | 1,271 | 1,185 | 288 | | | | | | 402 | 110 | 97 | 98 |
| | 1987 | 2,944 | 1,605 | 1,496 | 223 | | | | | | 461 | 180 | 143 | 116 |
| Fort Bend | 1991 | 923,447 | 265,833 | 255,557 | 57,326 | 88,869 | 85,523 | 33,469 | 28,356 | 12,256 | 253,740 | 70,785 | 35,727 | 30,590 |
| | 1987 | 723,719 | 198,776 | 191,054 | 47,578 | 64,584 | 62,017 | 30,104 | 22,324 | 9,879 | 192,455 | 61,519 | 42,351 | 22,699 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1991<br>U.S. CENSUS 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **TEXAS (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Franklin | 1991 | 28,063 | 9,257 | 7,726 | 1,814 | 1,276 | | 522 | 948 | 948 | 4,630 | 3,261 | 1,598 | 1,709 |
| | 1987 | 24,551 | 7,998 | 6,673 | 1,475 | 873 | | 564 | 1,214 | 1,214 | 3,566 | 3,100 | 1,777 | 1,525 |
| Freestone | 1991 | 65,112 | 18,962 | 18,123 | 8,197 | 1,531 | | 858 | 692 | 692 | 20,860 | 6,488 | 1,387 | 1,928 |
| | 1987 | 55,243 | 16,441 | 15,710 | 6,733 | 1,565 | | 740 | 843 | 843 | 15,543 | 7,522 | 1,286 | 1,487 |
| Frio | 1991 | 50,155 | 11,478 | 10,589 | 3,891 | 10,351 | 10,221 | 616 | 1,698 | | 4,531 | 8,847 | 2,826 | 1,305 |
| | 1987 | 38,016 | 10,712 | 9,880 | 2,924 | 6,091 | 6,011 | 651 | 1,303 | | 4,144 | 5,787 | 2,468 | 1,057 |
| Gaines | 1991 | 45,606 | 17,057 | 16,574 | 3,924 | 8,892 | 7,571 | 595 | 1,917 | 128 | 7,111 | 1,237 | 221 | 2,807 |
| | 1987 | 40,969 | 13,973 | 13,575 | 4,173 | 6,100 | 5,148 | 678 | 1,928 | 132 | 8,427 | 1,392 | 201 | 2,313 |
| Galveston | 1991 | 1,587,897 | 460,276 | 439,744 | 171,136 | 230,407 | 219,033 | 93,907 | 41,920 | 20,826 | 305,251 | 67,827 | 43,751 | 47,549 |
| | 1987 | 1,238,377 | 346,095 | 330,590 | 132,072 | 169,756 | 160,914 | 72,390 | 35,495 | 18,165 | 241,269 | 67,708 | 49,308 | 33,820 |
| Garza | 1991 | 20,477 | 6,802 | 6,611 | 1,274 | 681 | | 323 | 873 | 873 | 4,672 | 3,142 | 538 | 859 |
| | 1987 | 18,150 | 5,981 | 5,812 | 1,336 | 539 | | 463 | 769 | 769 | 3,313 | 3,066 | 719 | 601 |
| Gillespie | 1991 | 116,016 | 37,594 | 30,477 | 9,326 | 4,569 | | 4,329 | 5,615 | 3,870 | 17,895 | 13,076 | 7,927 | 3,438 |
| | 1987 | 92,041 | 26,594 | 21,555 | 7,775 | 3,617 | | 3,606 | 4,840 | 3,330 | 15,778 | 9,527 | 9,299 | 2,539 |
| Glasscock | 1991 | 1,915 | 1,063 | 989 | 130 | | | | | | 157 | 379 | | |
| | 1987 | 1,384 | 730 | 679 | 125 | | | | | | 101 | 277 | | |
| Goliad | 1991 | 18,222 | 5,765 | 5,566 | 1,896 | 1,040 | | 53 | 315 | 315 | 3,508 | 1,700 | 2,000 | |
| | 1987 | 15,618 | 5,021 | 4,847 | 1,862 | 766 | | 54 | 255 | 255 | 3,326 | 1,297 | 1,776 | |
| Gonzales | 1991 | 78,686 | 15,715 | 15,180 | 6,768 | 11,538 | 9,017 | 3,921 | 906 | 794 | 18,735 | 5,460 | 6,375 | 2,481 |
| | 1987 | 67,265 | 16,604 | 16,035 | 5,698 | 9,166 | 7,072 | 3,093 | 1,099 | 976 | 14,024 | 5,326 | 5,194 | 1,943 |
| Gray | 1991 | 139,189 | 20,176 | 18,915 | 11,522 | 20,809 | 12,654 | 15,198 | 7,177 | 4,794 | 33,466 | 10,451 | 3,354 | 8,637 |
| | 1987 | 132,365 | 23,095 | 21,647 | 11,773 | 19,898 | 11,824 | 15,686 | 6,813 | 4,630 | 28,134 | 8,717 | 4,183 | 5,706 |
| Grayson | 1991 | 785,566 | 165,708 | 162,128 | 52,983 | 120,691 | 111,748 | 29,486 | 23,397 | 11,830 | 197,974 | 59,191 | 51,317 | 33,305 |
| | 1987 | 632,974 | 129,737 | 126,909 | 45,781 | 92,103 | 84,927 | 26,011 | 21,133 | 11,019 | 155,724 | 47,163 | 44,474 | 27,285 |
| Gregg | 1991 | 1,117,680 | 208,977 | 203,689 | 94,162 | 121,487 | 109,907 | 64,976 | 55,350 | 32,152 | 284,154 | 89,634 | 63,931 | 47,805 |
| | 1987 | 921,431 | 181,019 | 176,403 | 85,380 | 101,604 | 91,435 | 52,704 | 43,913 | 25,872 | 234,015 | 67,810 | 53,739 | 31,269 |
| Grimes | 1991 | 71,005 | 15,296 | 14,594 | 4,710 | 10,569 | 8,495 | 1,187 | 166 | | 25,134 | 5,457 | 3,734 | 2,273 |
| | 1987 | 58,025 | 12,072 | 11,516 | 4,477 | 8,603 | 6,836 | 1,109 | 303 | | 17,861 | 4,887 | 4,620 | 1,523 |
| Guadalupe | 1991 | 330,714 | 74,763 | 74,207 | 26,483 | 27,708 | 23,880 | 14,061 | 13,998 | 12,968 | 102,978 | 32,296 | 18,266 | 5,866 |
| | 1987 | 249,240 | 59,426 | 58,972 | 20,315 | 18,345 | 15,683 | 12,096 | 11,171 | 10,365 | 72,202 | 22,905 | 15,821 | 4,635 |
| Hale | 1991 | 233,603 | 74,485 | 73,791 | 19,634 | 37,821 | 28,052 | 11,405 | 5,560 | 3,664 | 46,333 | 8,082 | 6,721 | 10,431 |
| | 1987 | 174,000 | 49,688 | 49,215 | 16,613 | 25,796 | 18,843 | 9,707 | 5,483 | 3,711 | 37,004 | 5,552 | 6,426 | 7,490 |
| Hall | 1991 | 15,301 | 4,652 | 4,375 | 1,470 | 265 | | 328 | 320 | 320 | 3,060 | 1,459 | 708 | 686 |
| | 1987 | 13,831 | 5,064 | 4,762 | 1,450 | 419 | | 373 | 272 | 272 | 2,489 | 983 | 721 | 574 |
| Hamilton | 1991 | 27,832 | 11,950 | 11,506 | 1,430 | 587 | | 488 | 1,145 | 619 | 3,957 | 1,952 | 2,302 | 2,026 |
| | 1987 | 25,862 | 10,016 | 9,642 | 1,455 | 550 | | 589 | 1,069 | 573 | 4,054 | 2,312 | 1,937 | 1,555 |
| Hansford | 1991 | 28,939 | 8,455 | 8,293 | 1,111 | 1,968 | | 1,724 | 253 | 180 | 8,008 | 4,051 | 340 | 1,216 |
| | 1987 | 26,556 | 6,952 | 6,817 | 1,246 | 1,630 | | 1,710 | 443 | 314 | 8,561 | 2,970 | 352 | 1,168 |
| Hardeman | 1991 | 18,776 | 7,496 | 7,257 | 3,107 | 732 | | 1,101 | 129 | 129 | 4,227 | 565 | 373 | 416 |
| | 1987 | 16,688 | 6,547 | 6,337 | 2,745 | 624 | | 1,034 | 170 | 170 | 2,972 | 874 | 478 | 389 |
| Hardin | 1991 | 212,384 | 55,114 | 53,885 | 9,376 | 28,241 | 26,760 | 1,806 | 724 | 187 | 79,659 | 18,184 | 5,543 | 4,223 |
| | 1987 | 170,187 | 42,504 | 41,548 | 9,156 | 20,884 | 19,732 | 2,398 | 1,092 | 283 | 62,707 | 13,371 | 6,548 | 4,043 |
| Harris | 1991 | 22,802,726 | 5,032,995 | 4,801,098 | 2,270,923 | 2,800,448 | 2,296,370 | 1,457,938 | 1,166,337 | 594,319 | 5,552,486 | 1,128,530 | 681,323 | 718,651 |
| | 1987 | 18,817,619 | 3,900,817 | 3,720,343 | 1,964,715 | 2,431,261 | 1,974,087 | 1,196,199 | 988,654 | 515,758 | 4,448,530 | 1,135,093 | 630,780 | 536,824 |
| Harrison | 1991 | 283,081 | 70,984 | 68,782 | 15,958 | 27,813 | 21,522 | 13,093 | 12,907 | 8,301 | 70,656 | 36,735 | 8,939 | 13,653 |
| | 1987 | 238,810 | 53,442 | 51,774 | 14,882 | 23,730 | 18,138 | 11,615 | 15,001 | 9,851 | 62,377 | 29,338 | 8,142 | 8,903 |
| Hartley | 1991 | 12,541 | 4,629 | 4,483 | 45 | | | 173 | 1,308 | 1,308 | 4,638 | 1,182 | 271 | |
| | 1987 | 11,297 | 4,324 | 4,187 | 91 | | | 190 | 1,199 | 1,199 | 3,981 | 981 | 236 | |
| Haskell | 1991 | 39,802 | 11,464 | 10,961 | 1,790 | 2,838 | | 3,378 | 1,064 | 449 | 14,256 | 1,017 | 454 | 2,353 |
| | 1987 | 33,396 | 8,851 | 8,461 | 1,699 | 1,986 | | 2,997 | 930 | 408 | 12,436 | 1,061 | 715 | 1,711 |
| Hays | 1991 | 390,021 | 84,670 | 82,970 | 45,455 | 25,836 | 15,219 | 26,467 | 9,005 | 5,803 | 87,501 | 46,607 | 18,985 | 9,264 |
| | 1987 | 280,650 | 63,884 | 62,589 | 35,089 | 17,642 | 10,164 | 16,841 | 6,438 | 4,232 | 61,578 | 34,729 | 17,328 | 5,984 |
| Hemphill | 1991 | 16,719 | 5,456 | 5,401 | 2,145 | 153 | | 292 | 149 | | 1,948 | 543 | 3,764 | 1,627 |
| | 1987 | 17,254 | 4,630 | 4,583 | 2,019 | 176 | | 505 | 269 | | 2,249 | 643 | 4,429 | 1,595 |
| Henderson | 1991 | 293,127 | 51,026 | 49,757 | 19,785 | 43,606 | 37,740 | 11,935 | 7,819 | 7,034 | 53,361 | 36,554 | 21,004 | 15,549 |
| | 1987 | 228,681 | 42,796 | 41,723 | 16,690 | 28,304 | 24,301 | 10,219 | 5,631 | 5,104 | 43,645 | 31,710 | 18,807 | 10,490 |
| Hidalgo | 1991 | 2,028,729 | 496,061 | 465,813 | 141,733 | 374,680 | 267,753 | 143,166 | 93,019 | 49,609 | 391,053 | 113,252 | 87,359 | 39,126 |
| | 1987 | 1,552,434 | 372,041 | 349,286 | 121,968 | 263,247 | 185,176 | 117,712 | 83,870 | 46,249 | 291,005 | 76,306 | 83,076 | 30,739 |
| Hill | 1991 | 172,994 | 37,565 | 35,710 | 13,745 | 15,379 | 10,334 | 5,153 | 2,697 | 1,562 | 46,089 | 22,946 | 10,804 | 5,633 |
| | 1987 | 133,426 | 30,570 | 29,055 | 11,839 | 10,469 | 6,900 | 3,192 | 2,046 | 1,180 | 34,190 | 19,659 | 8,010 | 4,207 |
| Hockley | 1991 | 118,442 | 38,551 | 37,346 | 8,484 | 14,431 | 9,199 | 3,311 | 311 | 232 | 27,455 | 8,781 | 3,575 | 5,665 |
| | 1987 | 99,600 | 30,304 | 29,351 | 7,654 | 10,531 | 6,571 | 2,807 | 583 | 445 | 27,050 | 6,521 | 3,649 | 4,169 |
| Hood | 1991 | 223,101 | 63,272 | 61,054 | 14,666 | 13,693 | 10,803 | 6,531 | 8,680 | 5,381 | 55,355 | 12,916 | 14,710 | 13,565 |
| | 1987 | 168,552 | 41,762 | 40,290 | 12,504 | 12,879 | 10,037 | 4,978 | 6,649 | 4,235 | 46,131 | 9,905 | 12,681 | 8,008 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1991
U.S. CENSUS 1987

| METRO AREA County | Year | Total Retail Sales ($000) | Food Stores |  | Eating & Drinking Places | General Merchandise Stores |  | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores |  | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **TEXAS (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **ALL COUNTIES (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Hopkins** | 1991 | 212,353 | 44,480 | 43,608 | 13,305 | 15,435 | 13,168 | 19,987 | 4,842 | 2,147 | 67,388 | 15,191 | 6,373 | 7,335 |
|  | 1987 | 168,994 | 37,567 | 36,823 | 12,608 | 12,846 | 10,865 | 15,144 | 3,886 | 1,735 | 50,011 | 11,851 | 6,377 | 5,302 |
| **Houston** | 1991 | 92,234 | 27,889 | 26,706 | 3,723 | 8,070 | 6,152 | 2,081 | 1,943 | 1,848 | 24,152 | 7,484 | 1,969 | 6,557 |
|  | 1987 | 80,474 | 22,144 | 21,201 | 3,520 | 7,427 | 5,583 | 2,582 | 2,278 | 2,177 | 22,933 | 6,565 | 1,973 | 4,304 |
| **Howard** | 1991 | 191,372 | 46,994 | 45,548 | 15,882 | 21,403 | 20,505 | 6,683 | 5,648 | 4,258 | 33,019 | 28,028 | 4,805 | 12,863 |
|  | 1987 | 185,190 | 44,642 | 43,260 | 16,772 | 19,949 | 19,070 | 7,990 | 5,596 | 4,284 | 38,536 | 22,050 | 5,368 | 9,264 |
| **Hudspeth** | 1991 | 6,479 | 768 | 731 | 1,830 | 149 |  |  | 210 |  | 261 | 2,149 | 801 |  |
|  | 1987 | 5,330 | 891 | 847 | 1,300 | 115 |  |  | 147 |  | 408 | 1,659 | 505 |  |
| **Hunt** | 1991 | 395,288 | 90,866 | 88,341 | 34,024 | 39,916 | 34,000 | 18,929 | 14,659 | 6,437 | 72,798 | 45,055 | 22,616 | 15,453 |
|  | 1987 | 323,882 | 78,699 | 76,496 | 29,128 | 30,929 | 26,119 | 16,451 | 12,791 | 5,721 | 59,572 | 31,064 | 19,715 | 10,272 |
| **Hutchinson** | 1991 | 127,938 | 38,961 | 37,736 | 9,944 | 7,327 | 5,938 | 5,706 | 3,168 | 1,483 | 26,968 | 7,845 | 5,767 | 12,484 |
|  | 1987 | 111,823 | 34,326 | 33,240 | 9,537 | 6,796 | 5,446 | 6,206 | 3,350 | 1,587 | 22,981 | 6,263 | 6,432 | 8,574 |
| **Irion** | 1991 | 2,840 | 1,278 | 1,085 | 108 |  |  |  |  |  |  | 1,154 |  |  |
|  | 1987 | 2,330 | 860 | 730 | 144 |  |  |  |  |  |  | 783 |  |  |
| **Jack** | 1991 | 21,840 | 9,345 | 7,972 | 2,293 | 286 |  | 503 | 86 |  | 2,968 | 3,167 | 479 | 1,682 |
|  | 1987 | 21,378 | 8,207 | 6,999 | 2,437 | 517 |  | 513 | 169 |  | 3,490 | 2,706 | 912 | 1,299 |
| **Jackson** | 1991 | 60,476 | 23,036 | 22,687 | 3,726 | 5,404 | 4,602 | 591 | 1,772 | 763 | 11,662 | 5,064 | 2,795 | 2,221 |
|  | 1987 | 52,147 | 19,256 | 18,960 | 3,332 | 4,433 | 3,742 | 589 | 1,571 | 676 | 11,014 | 4,173 | 2,875 | 1,656 |
| **Jasper** | 1991 | 195,485 | 52,052 | 50,499 | 10,223 | 23,910 | 21,150 | 13,586 | 6,088 | 3,847 | 42,204 | 16,282 | 11,794 | 8,927 |
|  | 1987 | 161,803 | 43,848 | 42,531 | 8,575 | 17,737 | 15,583 | 9,825 | 5,200 | 3,343 | 33,291 | 14,973 | 14,324 | 5,794 |
| **Jeff Davis** | 1991 | 6,856 | 4,944 | 4,773 | 369 | 89 |  |  |  |  | 477 | 149 | 89 | 357 |
|  | 1987 | 5,164 | 3,321 | 3,206 | 503 | 78 |  |  |  |  | 391 | 143 | 112 | 312 |
| **Jefferson** | 1991 | 2,051,576 | 356,404 | 344,510 | 184,638 | 358,097 | 275,209 | 113,989 | 81,183 | 36,245 | 527,601 | 113,422 | 66,241 | 72,427 |
|  | 1987 | 1,699,067 | 298,800 | 288,771 | 161,300 | 276,438 | 209,798 | 107,656 | 73,813 | 33,502 | 395,047 | 115,762 | 66,022 | 55,189 |
| **Jim Hogg** | 1991 | 19,347 | 9,289 | 8,962 | 1,850 | 905 |  | 174 | 204 | 204 | 4,128 | 1,085 | 680 | 509 |
|  | 1987 | 18,940 | 8,052 | 7,767 | 1,713 | 961 |  | 233 | 355 | 355 | 4,454 | 1,116 | 806 | 537 |
| **Jim Wells** | 1991 | 167,877 | 41,023 | 39,728 | 13,608 | 19,689 | 18,996 | 6,810 | 3,252 | 2,223 | 40,590 | 14,591 | 8,776 | 7,371 |
|  | 1987 | 153,143 | 41,897 | 40,566 | 12,484 | 15,255 | 14,690 | 6,592 | 3,397 | 2,335 | 35,048 | 12,741 | 9,841 | 5,216 |
| **Johnson** | 1991 | 556,604 | 127,440 | 124,583 | 48,003 | 56,819 | 32,408 | 19,207 | 19,196 | 7,360 | 147,743 | 57,120 | 27,852 | 20,890 |
|  | 1987 | 438,812 | 102,750 | 100,426 | 38,426 | 40,877 | 22,780 | 19,026 | 14,643 | 5,683 | 118,143 | 39,078 | 26,745 | 16,170 |
| **Jones** | 1991 | 57,144 | 16,100 | 15,600 | 3,188 | 2,607 |  | 1,948 | 663 | 581 | 19,822 | 2,730 | 1,564 | 3,837 |
|  | 1987 | 54,783 | 16,033 | 15,532 | 2,920 | 2,484 |  | 2,461 | 738 | 655 | 18,910 | 2,577 | 1,437 | 2,819 |
| **Karnes** | 1991 | 44,385 | 12,933 | 12,442 | 3,724 | 9,303 | 5,218 | 1,785 | 1,016 | 740 | 6,972 | 5,040 | 990 | 1,354 |
|  | 1987 | 43,435 | 12,674 | 12,191 | 3,552 | 6,764 | 3,697 | 1,491 | 1,094 | 806 | 8,407 | 4,922 | 1,727 | 1,070 |
| **Kaufman** | 1991 | 390,631 | 97,084 | 95,832 | 19,550 | 34,844 | 25,711 | 7,250 | 6,412 | 5,540 | 103,310 | 58,358 | 22,319 | 16,649 |
|  | 1987 | 292,823 | 70,892 | 69,964 | 17,464 | 30,021 | 21,835 | 6,255 | 7,011 | 6,099 | 75,779 | 37,696 | 17,344 | 9,895 |
| **Kendall** | 1991 | 142,614 | 40,722 | 39,967 | 6,629 | 1,617 |  | 1,195 | 286 | 213 | 61,759 | 13,721 | 8,114 | 2,412 |
|  | 1987 | 102,514 | 30,357 | 29,788 | 5,854 | 1,429 |  | 1,174 | 519 | 394 | 40,641 | 9,983 | 6,782 | 1,727 |
| **Kenedy** | 1991 | 987 | 527 | 513 |  | 221 |  |  |  |  |  |  |  |  |
|  | 1987 | 1,184 | 473 | 460 |  | 352 |  |  |  |  |  |  |  |  |
| **Kent** | 1991 | 5,191 | 724 | 686 |  | 408 |  |  |  |  | 2,848 | 986 |  |  |
|  | 1987 | 3,525 | 584 | 553 |  | 401 |  |  |  |  | 1,691 | 667 |  |  |
| **Kerr** | 1991 | 257,198 | 56,037 | 54,880 | 25,410 | 42,111 | 33,105 | 12,246 | 6,751 | 3,879 | 52,808 | 14,352 | 15,723 | 9,912 |
|  | 1987 | 198,096 | 42,381 | 41,498 | 19,522 | 29,100 | 22,590 | 10,278 | 6,215 | 3,665 | 35,695 | 13,040 | 16,627 | 6,858 |
| **Kimble** | 1991 | 23,613 | 5,710 | 5,227 | 3,317 | 447 |  |  | 174 | 174 | 5,249 | 5,504 | 591 | 761 |
|  | 1987 | 21,686 | 4,747 | 4,344 | 2,787 | 712 |  |  | 226 | 226 | 4,251 | 6,126 | 730 | 536 |
| **King** | 1991 | 568 | 31 | 23 | 87 |  |  |  |  |  | 61 | 315 |  |  |
|  | 1987 | 745 | 48 | 35 | 118 |  |  |  |  |  | 60 | 430 |  |  |
| **Kinney** | 1991 | 5,801 | 3,037 | 2,841 | 373 | 205 |  |  |  |  | 93 | 916 | 156 |  |
|  | 1987 | 4,452 | 2,065 | 1,931 | 307 | 172 |  |  |  |  | 127 | 690 | 235 |  |
| **Kleberg** | 1991 | 177,186 | 65,838 | 64,712 | 19,139 | 17,191 |  | 10,333 | 4,532 | 2,745 | 26,925 | 8,765 | 6,966 | 4,817 |
|  | 1987 | 152,258 | 52,678 | 51,766 | 18,415 | 13,046 |  | 9,413 | 4,615 | 2,854 | 24,628 | 8,908 | 6,881 | 3,597 |
| **Knox** | 1991 | 15,599 | 7,343 | 7,087 | 588 | 792 |  | 618 | 171 |  | 752 | 2,559 | 586 | 1,813 |
|  | 1987 | 14,005 | 6,400 | 6,176 | 650 | 649 |  | 688 | 159 |  | 742 | 2,310 | 578 | 1,467 |
| **Lamar** | 1991 | 314,202 | 62,796 | 61,676 | 25,239 | 38,681 | 36,312 | 23,279 | 13,151 | 7,748 | 61,899 | 32,194 | 25,745 | 13,359 |
|  | 1987 | 254,171 | 51,457 | 50,529 | 22,016 | 31,379 | 29,350 | 20,464 | 11,372 | 6,754 | 49,744 | 19,812 | 22,484 | 10,141 |
| **Lamb** | 1991 | 49,834 | 21,353 | 20,716 | 3,486 | 4,131 | 2,064 | 2,077 | 1,159 | 187 | 6,937 | 3,289 | 1,870 | 1,253 |
|  | 1987 | 48,118 | 19,840 | 19,245 | 3,546 | 3,389 | 1,645 | 2,517 | 1,327 | 229 | 7,306 | 3,112 | 2,054 | 1,335 |
| **Lampasas** | 1991 | 63,396 | 18,049 | 17,434 | 4,065 | 2,528 |  | 740 | 1,430 | 781 | 14,414 | 3,933 | 3,774 | 3,646 |
|  | 1987 | 52,227 | 14,518 | 14,021 | 3,863 | 2,747 |  | 1,043 | 1,428 | 807 | 11,620 | 4,204 | 3,012 | 2,318 |
| **La Salle** | 1991 | 22,375 | 6,531 | 6,064 | 1,120 | 2,075 |  | 344 | 18 |  | 481 | 6,795 | 437 | 400 |
|  | 1987 | 17,206 | 4,879 | 4,530 | 714 | 2,402 |  | 466 | 23 |  | 373 | 4,674 | 449 | 539 |
| **Lavaca** | 1991 | 98,917 | 27,825 | 25,091 | 5,886 | 7,931 |  | 1,678 | 2,955 | 2,123 | 20,976 | 10,857 | 7,333 | 4,736 |
|  | 1987 | 83,114 | 25,401 | 22,901 | 5,099 | 5,327 |  | 1,818 | 3,302 | 2,386 | 17,318 | 7,995 | 6,943 | 3,551 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1991
U.S. CENSUS: 1987

| METRO AREA County | Year | Total Retail Sales ($000) | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **TEXAS (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Lee | 1991 | 64,492 | 23,987 | 23,503 | 5,046 | 11,174 | 10,172 | 582 | 3,048 | 147 | 9,462 | 3,441 | 2,202 | 2,763 |
| | 1987 | 58,528 | 19,463 | 19,066 | 4,911 | 7,448 | 6,746 | 955 | 3,437 | 159 | 9,211 | 5,438 | 2,388 | 2,158 |
| Leon | 1991 | 66,871 | 25,351 | 23,344 | 3,035 | 1,219 | | 860 | 808 | | 7,886 | 19,295 | 1,747 | 2,367 |
| | 1987 | 52,144 | 18,815 | 17,322 | 3,223 | 1,137 | | 1,190 | 1,453 | | 5,706 | 13,047 | 2,440 | 1,529 |
| Liberty | 1991 | 267,425 | 89,305 | 85,904 | 21,239 | 28,058 | 19,002 | 5,254 | 4,144 | 2,845 | 66,010 | 13,165 | 11,101 | 10,544 |
| | 1987 | 232,025 | 75,959 | 73,052 | 19,733 | 21,374 | 14,225 | 5,609 | 3,543 | 2,466 | 56,616 | 13,373 | 12,277 | 9,276 |
| Limestone | 1991 | 119,304 | 32,085 | 30,909 | 8,163 | 15,356 | 12,529 | 4,657 | 1,773 | 1,298 | 24,169 | 14,130 | 7,106 | 5,620 |
| | 1987 | 95,200 | 27,153 | 26,153 | 6,348 | 10,442 | 8,427 | 4,153 | 2,250 | 1,683 | 17,484 | 11,048 | 6,624 | 3,480 |
| Lipscomb | 1991 | 8,675 | 3,394 | 3,284 | 808 | 516 | | | 164 | | 307 | 1,002 | 1,134 | 172 |
| | 1987 | 8,711 | 2,971 | 2,874 | 886 | 520 | | | 189 | | 526 | 1,579 | 1,002 | 168 |
| Live Oak | 1991 | 63,220 | 33,655 | 32,646 | 2,178 | 1,924 | | 603 | 1,124 | 656 | 5,290 | 11,512 | 2,066 | 1,945 |
| | 1987 | 52,526 | 24,762 | 24,014 | 2,569 | 1,299 | | 673 | 839 | 487 | 6,566 | 9,673 | 2,319 | 1,358 |
| Llano | 1991 | 60,693 | 18,823 | 18,304 | 7,586 | 1,996 | | 1,920 | 1,588 | 1,394 | 9,334 | 8,436 | 3,687 | 1,845 |
| | 1987 | 48,097 | 14,395 | 13,995 | 5,589 | 1,669 | | 1,400 | 1,382 | 1,227 | 8,146 | 5,698 | 3,192 | 1,260 |
| Loving | 1991 | 67 | | | | | | | | | | | | |
| | 1987 | 102 | | | | | | | | | | | | |
| Lubbock | 1991 | 2,025,939 | 334,762 | 318,106 | 204,994 | 258,332 | 190,506 | 108,741 | 82,172 | 48,430 | 551,037 | 172,079 | 73,436 | 38,220 |
| | 1987 | 1,661,066 | 304,012 | 288,828 | 171,405 | 224,942 | 163,506 | 88,649 | 75,375 | 45,351 | 429,319 | 115,100 | 71,339 | 26,855 |
| Lynn | 1991 | 13,504 | 4,562 | 4,389 | 757 | 375 | | 151 | 51 | | 2,790 | 1,552 | 493 | 881 |
| | 1987 | 13,139 | 4,240 | 4,078 | 744 | 423 | | 249 | 96 | | 3,583 | 1,236 | 430 | 713 |
| McCulloch | 1991 | 64,566 | 15,976 | 15,146 | 3,357 | 9,914 | 6,520 | 2,989 | 4,578 | 4,280 | 11,799 | 10,477 | 1,451 | 1,289 |
| | 1987 | 53,260 | 13,016 | 12,337 | 3,486 | 6,560 | 4,228 | 2,577 | 3,608 | 3,392 | 11,062 | 8,079 | 1,469 | 979 |
| McLennan | 1991 | 1,430,358 | 320,336 | 302,861 | 137,323 | 237,205 | 172,787 | 66,025 | 46,155 | 29,277 | 263,043 | 127,655 | 61,072 | 36,917 |
| | 1987 | 1,141,738 | 240,411 | 227,251 | 117,379 | 178,677 | 128,225 | 55,516 | 44,029 | 28,488 | 215,093 | 100,610 | 57,646 | 27,130 |
| McMullen | 1991 | 1,272 | 650 | 624 | 303 | 93 | | | | | | 226 | | |
| | 1987 | 1,211 | 692 | 664 | 216 | 114 | | | | | | 189 | | |
| Madison | 1991 | 54,615 | 14,749 | 14,257 | 6,226 | 8,835 | 7,093 | 1,050 | 964 | 964 | 6,041 | 5,647 | 3,356 | 3,553 |
| | 1987 | 45,706 | 12,084 | 11,678 | 5,113 | 5,350 | 4,245 | 967 | 1,045 | 1,045 | 6,853 | 5,020 | 2,850 | 2,457 |
| Marion | 1991 | 35,370 | 12,202 | 11,224 | 2,608 | 228 | | 1,046 | 202 | 202 | 8,080 | 4,220 | 613 | 483 |
| | 1987 | 27,958 | 7,895 | 7,261 | 2,058 | 378 | | 701 | 309 | 309 | 6,423 | 4,454 | 642 | 766 |
| Martin | 1991 | 27,207 | 6,528 | 6,338 | 1,673 | 123 | | 120 | | | 13,453 | 3,861 | 213 | 834 |
| | 1987 | 22,316 | 4,450 | 4,320 | 1,317 | 119 | | 126 | | | 11,422 | 3,564 | 385 | 515 |
| Mason | 1991 | 21,687 | 6,835 | 6,571 | 6,278 | 1,333 | | 343 | 885 | 528 | 2,877 | 761 | 717 | 140 |
| | 1987 | 16,724 | 4,718 | 4,535 | 4,224 | 881 | | 577 | 586 | 349 | 2,389 | 846 | 1,033 | 222 |
| Matagorda | 1991 | 222,878 | 80,376 | 79,482 | 18,528 | 20,263 | 7,626 | 6,006 | 7,512 | 5,361 | 45,927 | 14,108 | 6,471 | 9,091 |
| | 1987 | 183,672 | 60,320 | 59,637 | 17,065 | 13,719 | 4,977 | 7,353 | 6,365 | 4,648 | 39,911 | 12,765 | 6,721 | 6,257 |
| Maverick | 1991 | 153,575 | 38,954 | 37,673 | 9,093 | 27,152 | 16,348 | 15,200 | 6,686 | 3,976 | 15,242 | 13,196 | 6,898 | 1,115 |
| | 1987 | 128,110 | 31,871 | 30,816 | 7,633 | 20,410 | 12,003 | 15,162 | 6,016 | 3,676 | 12,527 | 11,312 | 6,804 | 1,391 |
| Medina | 1991 | 182,889 | 57,857 | 49,200 | 6,485 | 14,855 | 6,217 | 791 | 899 | 821 | 61,680 | 20,532 | 4,381 | 3,062 |
| | 1987 | 140,474 | 41,068 | 34,916 | 5,923 | 9,721 | 3,932 | 1,217 | 1,260 | 1,152 | 54,217 | 12,191 | 4,372 | 2,285 |
| Menard | 1991 | 4,085 | 1,696 | 1,613 | 332 | | | 67 | 44 | | 227 | 42 | 723 | 136 |
| | 1987 | 4,429 | 1,762 | 1,676 | 320 | | | 133 | 52 | | 424 | 45 | 820 | 118 |
| Midland | 1991 | 857,033 | 221,346 | 217,099 | 61,319 | 142,993 | 114,829 | 44,852 | 23,188 | 12,503 | 184,842 | 68,313 | 13,200 | 29,680 |
| | 1987 | 730,324 | 175,383 | 171,984 | 62,784 | 113,699 | 90,321 | 40,595 | 27,620 | 15,281 | 149,865 | 55,743 | 26,623 | 21,416 |
| Milam | 1991 | 107,131 | 45,287 | 44,705 | 6,312 | 9,884 | 5,910 | 1,794 | 1,913 | 1,073 | 19,480 | 7,202 | 4,129 | 5,299 |
| | 1987 | 86,563 | 31,517 | 31,106 | 5,061 | 8,118 | 4,741 | 2,073 | 1,677 | 963 | 18,808 | 6,434 | 4,501 | 3,402 |
| Mills | 1991 | 19,364 | 4,954 | 4,208 | 986 | 747 | | 439 | 824 | 585 | 5,271 | 619 | 2,704 | 1,229 |
| | 1987 | 15,929 | 4,202 | 3,568 | 876 | 547 | | 376 | 692 | 489 | 3,431 | 1,038 | 2,614 | 870 |
| Mitchell | 1991 | 42,972 | 15,370 | 14,187 | 2,685 | 632 | | 2,847 | 1,325 | 707 | 8,422 | 3,549 | 557 | 2,311 |
| | 1987 | 40,373 | 13,257 | 12,234 | 2,775 | 636 | | 3,234 | 1,364 | 728 | 7,329 | 3,985 | 822 | 2,188 |
| Montague | 1991 | 90,802 | 26,413 | 25,502 | 5,992 | 11,080 | 7,620 | 1,834 | 2,080 | 1,400 | 21,150 | 5,557 | 3,538 | 5,346 |
| | 1987 | 76,418 | 22,721 | 21,933 | 4,968 | 9,465 | 6,392 | 1,409 | 1,986 | 1,332 | 17,787 | 4,088 | 3,574 | 4,106 |
| Montgomery | 1991 | 902,110 | 204,668 | 199,554 | 61,878 | 82,418 | 46,869 | 28,955 | 12,347 | 6,956 | 331,861 | 62,804 | 33,325 | 31,033 |
| | 1987 | 684,975 | 162,936 | 158,833 | 56,328 | 58,028 | 32,240 | 23,563 | 11,723 | 6,708 | 218,754 | 53,075 | 43,518 | 21,091 |
| Moore | 1991 | 104,089 | 25,871 | 24,171 | 9,356 | 15,399 | 7,291 | 5,076 | 2,866 | 2,575 | 19,284 | 12,892 | 3,241 | 4,922 |
| | 1987 | 88,403 | 21,435 | 20,022 | 8,106 | 11,570 | 5,311 | 4,866 | 3,126 | 2,808 | 16,055 | 12,534 | 2,993 | 3,349 |
| Morris | 1991 | 34,841 | 13,580 | 13,266 | 2,186 | 1,381 | | 1,356 | 498 | 353 | 8,172 | 2,482 | 851 | 2,400 |
| | 1987 | 35,857 | 13,202 | 12,894 | 2,455 | 1,414 | | 1,457 | 879 | 625 | 7,805 | 3,373 | 926 | 2,187 |
| Motley | 1991 | 5,296 | 2,207 | 2,063 | 507 | | | 120 | 65 | | 633 | 520 | 201 | 346 |
| | 1987 | 4,620 | 1,484 | 1,387 | 362 | | | 139 | 76 | | 855 | 444 | 353 | 323 |
| Nacogdoches | 1991 | 391,531 | 87,839 | 84,937 | 38,217 | 37,746 | 27,893 | 18,269 | 15,667 | 7,451 | 89,831 | 23,783 | 22,111 | 20,160 |
| | 1987 | 301,022 | 69,395 | 67,089 | 29,041 | 25,615 | 18,649 | 15,917 | 11,900 | 5,735 | 65,638 | 19,777 | 21,684 | 13,983 |
| Navarro | 1991 | 272,169 | 64,088 | 63,728 | 19,185 | 27,405 | 21,720 | 14,596 | 6,619 | 4,255 | 44,560 | 20,496 | 14,448 | 9,036 |
| | 1987 | 222,602 | 49,957 | 49,666 | 16,897 | 19,500 | 15,268 | 11,886 | 7,202 | 4,758 | 38,597 | 17,130 | 13,248 | 6,383 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1991
U.S. CENSUS: 1987

| METRO AREA County | Year | Total Retail Sales ($000) | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **TEXAS (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Newton | 1991 | 30,196 | 16,863 | 16,512 | 1,470 | 856 | | 2,225 | 330 | 330 | 2,639 | 3,153 | 380 | 659 |
| | 1987 | 26,538 | 13,737 | 13,448 | 1,241 | 850 | | 1,530 | 301 | 301 | 2,966 | 2,953 | 505 | 741 |
| Nolan | 1991 | 83,548 | 20,161 | 19,375 | 6,324 | 7,563 | 2,829 | 4,244 | 1,225 | 764 | 15,857 | 17,020 | 894 | 4,694 |
| | 1987 | 82,309 | 19,511 | 18,747 | 6,697 | 7,280 | 2,625 | 3,943 | 1,468 | 937 | 14,577 | 17,522 | 1,388 | 3,973 |
| Nueces | 1991 | 2,162,670 | 478,214 | 462,020 | 209,719 | 305,568 | 221,145 | 103,718 | 85,894 | 49,712 | 585,969 | 105,525 | 66,993 | 48,428 |
| | 1987 | 1,767,882 | 404,193 | 390,428 | 190,140 | 224,619 | 160,123 | 85,053 | 77,105 | 45,318 | 441,634 | 115,639 | 65,738 | 33,300 |
| Ochiltree | 1991 | 46,399 | 14,038 | 13,154 | 3,316 | 3,527 | | 3,296 | 1,097 | 973 | 9,652 | 5,315 | 1,729 | 3,025 |
| | 1987 | 46,181 | 13,595 | 12,736 | 3,713 | 3,478 | | 3,268 | 1,148 | 1,017 | 9,928 | 4,301 | 2,083 | 2,465 |
| Oldham | 1991 | 6,685 | 1,657 | 1,587 | 817 | | | | | | 1,781 | 2,104 | | |
| | 1987 | 6,139 | 1,458 | 1,397 | 721 | | | | | | 1,174 | 2,115 | | |
| Orange | 1991 | 455,559 | 124,004 | 121,906 | 32,021 | 68,779 | 62,356 | 13,726 | 11,675 | 5,231 | 70,560 | 64,244 | 24,943 | 17,044 |
| | 1987 | 383,851 | 98,556 | 96,869 | 28,148 | 51,010 | 45,997 | 14,708 | 10,405 | 4,676 | 70,812 | 55,126 | 21,337 | 13,112 |
| Palo Pinto | 1991 | 158,426 | 45,520 | 43,936 | 13,259 | 18,541 | 12,263 | 4,555 | 3,676 | 1,794 | 42,062 | 10,470 | 6,200 | 5,832 |
| | 1987 | 133,815 | 35,671 | 34,423 | 13,216 | 12,827 | 8,315 | 3,606 | 3,472 | 1,724 | 32,968 | 12,068 | 6,813 | 5,184 |
| Panola | 1991 | 106,562 | 20,080 | 19,147 | 6,743 | 9,221 | 7,476 | 1,438 | 1,464 | 780 | 34,126 | 14,940 | 4,139 | 8,712 |
| | 1987 | 86,604 | 17,669 | 16,845 | 6,219 | 6,539 | 5,243 | 1,658 | 1,329 | 712 | 28,383 | 10,279 | 3,894 | 6,105 |
| Parker | 1991 | 372,344 | 81,625 | 76,743 | 25,411 | 23,325 | 10,106 | 9,366 | 6,879 | 3,889 | 126,335 | 49,285 | 13,353 | 13,045 |
| | 1987 | 297,188 | 67,258 | 63,223 | 21,560 | 18,969 | 7,961 | 8,926 | 5,772 | 3,296 | 95,609 | 37,616 | 13,523 | 10,351 |
| Parmer | 1991 | 35,718 | 13,741 | 13,513 | 1,000 | 1,562 | | 316 | 861 | 553 | 6,072 | 6,901 | 3,320 | 1,341 |
| | 1987 | 27,441 | 10,127 | 9,957 | 1,122 | 991 | | 323 | 648 | 430 | 6,353 | 3,984 | 2,617 | 821 |
| Pecos | 1991 | 74,227 | 24,814 | 24,037 | 4,695 | 12,328 | 10,032 | 1,812 | 1,583 | 1,167 | 7,939 | 14,832 | 1,367 | 2,494 |
| | 1987 | 69,204 | 21,578 | 20,898 | 4,738 | 11,212 | 9,023 | 2,376 | 1,606 | 1,203 | 7,986 | 12,731 | 2,199 | 1,822 |
| Polk | 1991 | 181,538 | 54,068 | 52,838 | 13,946 | 22,093 | 19,700 | 4,754 | 5,095 | 4,415 | 37,575 | 14,143 | 12,281 | 6,815 |
| | 1987 | 143,972 | 39,046 | 38,150 | 10,903 | 17,171 | 15,214 | 3,633 | 4,854 | 4,251 | 30,101 | 10,925 | 14,204 | 4,565 |
| Potter | 1991 | 1,142,556 | 252,809 | 245,584 | 109,410 | 207,962 | 172,278 | 83,549 | 47,200 | 22,027 | 157,149 | 98,495 | 38,289 | 29,008 |
| | 1987 | 955,415 | 187,317 | 181,927 | 98,105 | 149,328 | 122,515 | 74,007 | 42,717 | 20,420 | 165,470 | 88,682 | 44,853 | 19,308 |
| Presidio | 1991 | 28,765 | 11,195 | 10,879 | 841 | 7,630 | | 414 | 1,008 | 644 | 2,469 | 2,489 | 1,330 | 104 |
| | 1987 | 23,715 | 7,429 | 7,218 | 947 | 6,477 | | 735 | 921 | 588 | 2,044 | 2,183 | 1,514 | 176 |
| Rains | 1991 | 21,334 | 5,939 | 5,738 | 1,367 | | | 544 | 3,598 | 3,598 | 1,811 | 676 | 1,024 | 1,050 |
| | 1987 | 17,698 | 6,034 | 5,828 | 994 | | | 431 | 3,430 | 3,430 | 1,187 | 526 | 801 | 794 |
| Randall | 1991 | 772,962 | 95,063 | 88,067 | 65,269 | 123,642 | 71,932 | 29,160 | 27,236 | 21,572 | 280,657 | 63,222 | 21,240 | 12,883 |
| | 1987 | 597,833 | 101,914 | 94,394 | 51,987 | 80,442 | 45,757 | 25,762 | 27,834 | 22,253 | 189,469 | 49,305 | 23,797 | 9,739 |
| Reagan | 1991 | 21,601 | 6,167 | 5,943 | 3,489 | 1,069 | | 43 | 66 | | 4,031 | 3,444 | 1,629 | 268 |
| | 1987 | 19,841 | 4,872 | 4,694 | 3,129 | 1,120 | | 46 | 79 | | 4,543 | 3,091 | 1,482 | 282 |
| Real | 1991 | 10,580 | 3,625 | 3,407 | 906 | 348 | | 324 | 92 | | 1,161 | 2,057 | 1,590 | 100 |
| | 1987 | 7,866 | 2,311 | 2,171 | 700 | 411 | | 374 | 118 | | 690 | 1,484 | 1,132 | 156 |
| Red River | 1991 | 52,417 | 26,081 | 25,644 | 1,451 | 5,718 | 4,356 | 591 | 1,231 | 551 | 3,849 | 3,688 | 2,529 | 2,501 |
| | 1987 | 48,496 | 21,060 | 20,703 | 1,865 | 6,287 | 4,724 | 620 | 1,249 | 577 | 4,077 | 2,936 | 2,392 | 1,978 |
| Reeves | 1991 | 68,243 | 18,903 | 17,880 | 2,740 | 8,815 | | 2,426 | 2,045 | 2,045 | 14,471 | 9,332 | 1,168 | 3,393 |
| | 1987 | 59,572 | 16,252 | 15,369 | 3,301 | 8,074 | | 2,876 | 2,136 | 2,136 | 15,522 | 6,321 | 1,472 | 2,846 |
| Refugio | 1991 | 40,732 | 14,431 | 13,399 | 3,443 | 825 | | 1,398 | 790 | 790 | 7,425 | 6,103 | 2,264 | 1,044 |
| | 1987 | 36,948 | 11,457 | 10,635 | 3,537 | 795 | | 1,285 | 591 | 591 | 6,704 | 7,316 | 1,642 | 970 |
| Roberts | 1991 | 2,026 | 1,539 | 1,485 | 26 | | | | | | | 229 | 92 | |
| | 1987 | 1,907 | 1,330 | 1,283 | 48 | | | | | | | 207 | 165 | |
| Robertson | 1991 | 56,125 | 21,761 | 20,836 | 4,448 | 5,661 | 3,976 | 437 | 509 | 509 | 10,471 | 5,314 | 2,706 | 3,014 |
| | 1987 | 52,387 | 18,727 | 17,927 | 3,821 | 6,043 | 4,172 | 836 | 539 | 539 | 11,543 | 4,168 | 2,736 | 2,198 |
| Rockwall | 1991 | 174,443 | 31,274 | 28,667 | 8,838 | 18,729 | 18,340 | 2,973 | 2,104 | 1,425 | 34,061 | 33,965 | 18,307 | 7,209 |
| | 1987 | 127,862 | 21,781 | 19,961 | 7,296 | 11,935 | 11,674 | 1,911 | 2,668 | 1,816 | 27,048 | 25,081 | 13,750 | 4,304 |
| Runnels | 1991 | 35,210 | 10,897 | 10,629 | 2,739 | 1,636 | | 1,572 | 420 | 420 | 6,747 | 3,518 | 1,953 | 2,178 |
| | 1987 | 35,335 | 10,239 | 9,985 | 2,949 | 1,614 | | 1,726 | 549 | 549 | 7,532 | 2,992 | 2,287 | 1,734 |
| Rusk | 1991 | 152,909 | 51,552 | 49,969 | 12,246 | 15,232 | 11,169 | 6,209 | 5,319 | 4,202 | 19,058 | 17,359 | 8,121 | 7,644 |
| | 1987 | 137,507 | 38,993 | 37,788 | 10,837 | 14,810 | 10,690 | 5,967 | 5,821 | 4,609 | 22,433 | 14,525 | 8,668 | 5,479 |
| Sabine | 1991 | 45,123 | 19,497 | 18,178 | 2,403 | 1,599 | | 368 | 3,812 | 1,843 | 5,512 | 1,448 | 3,750 | 1,642 |
| | 1987 | 35,705 | 14,040 | 13,087 | 2,149 | 1,309 | | 360 | 2,595 | 1,290 | 5,415 | 1,532 | 2,776 | 1,295 |
| San Augustine | 1991 | 36,617 | 10,173 | 9,719 | 1,408 | 1,557 | | 768 | 1,488 | 1,092 | 11,348 | 3,426 | 478 | 2,231 |
| | 1987 | 30,069 | 8,065 | 7,703 | 1,300 | 1,317 | | 858 | 1,494 | 1,122 | 9,511 | 2,439 | 490 | 1,581 |
| San Jacinto | 1991 | 39,349 | 20,822 | 19,785 | 1,435 | 60 | | 207 | 51 | | 6,192 | 4,528 | 2,401 | |
| | 1987 | 28,871 | 13,884 | 13,190 | 1,313 | 70 | | 161 | 59 | | 5,237 | 3,881 | 1,912 | |
| San Patricio | 1991 | 248,841 | 84,096 | 81,908 | 15,700 | 26,890 | 15,923 | 6,074 | 3,356 | 2,708 | 59,574 | 28,130 | 6,028 | 7,681 |
| | 1987 | 221,491 | 73,051 | 71,136 | 15,999 | 20,775 | 12,035 | 6,391 | 3,262 | 2,671 | 51,092 | 27,747 | 6,844 | 7,048 |
| San Saba | 1991 | 27,106 | 8,817 | 8,514 | 1,732 | 795 | | 231 | 211 | 125 | 7,453 | 4,850 | 447 | 791 |
| | 1987 | 22,554 | 7,207 | 6,957 | 1,396 | 729 | | 269 | 349 | 205 | 6,813 | 3,139 | 557 | 593 |
| Schleicher | 1991 | 5,598 | 1,940 | 1,844 | 427 | 507 | | 356 | | | 128 | 873 | 272 | |
| | 1987 | 4,769 | 1,733 | 1,647 | 388 | 465 | | 243 | | | 120 | 983 | 193 | |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1991
U.S. CENSUS: 1987

**TEXAS (continued)**

**ALL COUNTIES (continued)**

| METRO AREA County | Year | Total Retail Sales ($000) | Food Stores Total ($000) | Food Stores Super-markets ($000) | Eating & Drinking Places Total ($000) | General Merchandise Stores Total ($000) | General Merchandise Department Stores ($000) | Apparel & Accessories Stores Total ($000) | Furniture/Home Furnishings/Appliance Stores Total ($000) | Furniture & Home Furn. ($000) | Automotive Dealers Total ($000) | Gasoline Service Stations Total ($000) | Bldg. Mtls. & Hardware Dealers Total ($000) | Drug-stores Total ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Scurry | 1991 | 105,927 | 19,767 | 19,572 | 11,820 | 6,971 | 2,739 | 4,385 | 2,874 | 2,060 | 20,110 | 19,909 | 4,204 | 6,088 |
| | 1987 | 88,817 | 18,681 | 18,493 | 10,301 | 5,996 | 2,273 | 4,677 | 2,912 | 2,109 | 17,747 | 12,560 | 3,461 | 4,318 |
| Shackelford | 1991 | 10,627 | 3,552 | 3,447 | 547 | 187 | | 84 | 77 | 77 | 501 | 4,563 | 92 | 778 |
| | 1987 | 10,215 | 3,962 | 3,843 | 719 | 209 | | 141 | 116 | 116 | 493 | 3,527 | 110 | 652 |
| Shelby | 1991 | 112,809 | 33,127 | 31,873 | 3,856 | 9,625 | 7,507 | 2,871 | 6,596 | 4,111 | 15,003 | 10,603 | 7,016 | 7,988 |
| | 1987 | 93,480 | 27,501 | 26,455 | 3,608 | 8,311 | 6,400 | 2,691 | 5,901 | 3,732 | 13,840 | 8,249 | 6,762 | 5,544 |
| Sherman | 1991 | 9,180 | 2,012 | 1,952 | 999 | 181 | | 160 | | | 2,305 | 839 | 957 | 372 |
| | 1987 | 7,418 | 1,479 | 1,435 | 673 | 135 | | 231 | | | 2,125 | 877 | 792 | 224 |
| Smith | 1991 | 1,322,221 | 259,289 | 251,503 | 120,011 | 216,930 | 143,915 | 72,297 | 61,389 | 35,270 | 340,913 | 66,665 | 58,972 | 41,080 |
| | 1987 | 1,036,411 | 198,591 | 192,589 | 95,016 | 160,559 | 103,579 | 59,794 | 50,282 | 29,358 | 256,593 | 66,538 | 56,891 | 27,687 |
| Somervell | 1991 | 22,711 | 12,014 | 11,491 | 2,496 | 543 | | 184 | 327 | 327 | 629 | 4,667 | 1,078 | 92 |
| | 1987 | 16,268 | 8,160 | 7,803 | 1,867 | 526 | | 199 | 309 | 309 | 589 | 2,785 | 732 | 93 |
| Starr | 1991 | 111,731 | 49,682 | 47,622 | 7,688 | 3,657 | | 7,377 | 6,300 | 4,919 | 9,557 | 11,414 | 7,321 | 1,263 |
| | 1987 | 88,858 | 37,449 | 35,889 | 5,853 | 3,236 | | 5,164 | 5,180 | 4,069 | 9,605 | 7,990 | 7,227 | 901 |
| Stephens | 1991 | 56,198 | 14,741 | 14,301 | 3,399 | 9,354 | 7,482 | 1,080 | 170 | 170 | 14,852 | 3,194 | 2,670 | 3,775 |
| | 1987 | 51,813 | 13,499 | 13,093 | 3,417 | 8,264 | 6,532 | 1,390 | 187 | 187 | 13,183 | 2,771 | 2,328 | 3,364 |
| Sterling | 1991 | 5,354 | 3,530 | 3,402 | 603 | | | | | | 70 | 759 | | |
| | 1987 | 4,249 | 2,416 | 2,328 | 611 | | | | | | 67 | 886 | | |
| Stonewall | 1991 | 5,496 | 2,831 | 2,701 | 270 | | | 92 | | | 115 | 1,601 | 113 | 375 |
| | 1987 | 5,475 | 2,657 | 2,534 | 408 | | | 153 | | | 127 | 1,378 | 161 | 407 |
| Sutton | 1991 | 16,028 | 5,748 | 5,507 | 1,660 | 806 | | 459 | 450 | 450 | 1,159 | 3,516 | 651 | 545 |
| | 1987 | 16,650 | 5,140 | 4,924 | 2,108 | 855 | | 446 | 467 | 467 | 1,901 | 3,494 | 725 | 483 |
| Swisher | 1991 | 28,567 | 10,441 | 9,816 | 1,752 | 964 | | 882 | 647 | 385 | 7,280 | 2,213 | 958 | 2,249 |
| | 1987 | 27,124 | 9,068 | 8,524 | 1,832 | 1,061 | | 918 | 538 | 320 | 6,150 | 2,340 | 1,225 | 2,464 |
| Tarrant | 1991 | 10,473,249 | 2,128,635 | 2,059,564 | 920,107 | 1,429,850 | 1,129,404 | 433,770 | 494,704 | 262,606 | 2,820,519 | 629,778 | 413,484 | 306,782 |
| | 1987 | 8,017,521 | 1,603,207 | 1,550,875 | 808,730 | 1,038,823 | 811,214 | 366,148 | 373,985 | 203,456 | 2,068,575 | 563,801 | 335,517 | 208,165 |
| Taylor | 1991 | 931,907 | 127,312 | 122,901 | 86,044 | 156,655 | 141,587 | 41,416 | 38,028 | 20,724 | 244,261 | 89,824 | 34,265 | 26,217 |
| | 1987 | 799,457 | 115,879 | 111,841 | 79,387 | 122,273 | 109,928 | 39,807 | 36,504 | 20,431 | 199,412 | 73,447 | 42,589 | 19,710 |
| Terrell | 1991 | 4,939 | 640 | 501 | 653 | 724 | | | 49 | | 232 | 1,891 | | |
| | 1987 | 4,800 | 518 | 406 | 538 | 696 | | | 58 | | 170 | 2,170 | | |
| Terry | 1991 | 62,490 | 21,173 | 20,572 | 4,601 | 4,956 | | 1,871 | 320 | 320 | 15,083 | 5,862 | 2,708 | 3,784 |
| | 1987 | 60,577 | 18,567 | 18,037 | 4,499 | 4,879 | | 2,408 | 360 | 360 | 16,760 | 4,877 | 2,932 | 3,028 |
| Throckmorton | 1991 | 4,708 | 1,325 | 1,255 | 474 | | | | 53 | | 442 | 1,272 | | 313 |
| | 1987 | 4,091 | 1,128 | 1,068 | 407 | | | | 54 | | 525 | 1,118 | | 233 |
| Titus | 1991 | 191,993 | 31,103 | 30,633 | 16,411 | 29,719 | 19,496 | 9,157 | 7,671 | 6,169 | 56,068 | 11,371 | 9,398 | 8,539 |
| | 1987 | 157,061 | 25,504 | 25,114 | 14,538 | 21,331 | 13,711 | 8,474 | 6,173 | 5,042 | 40,476 | 13,145 | 9,332 | 6,170 |
| Tom Green | 1991 | 715,038 | 138,851 | 134,647 | 64,832 | 97,293 | 78,049 | 43,421 | 35,797 | 17,693 | 170,472 | 69,429 | 30,739 | 15,321 |
| | 1987 | 601,408 | 123,438 | 119,677 | 58,174 | 82,400 | 65,386 | 37,350 | 31,616 | 15,988 | 135,419 | 45,056 | 31,639 | 11,683 |
| Travis | 1991 | 5,397,938 | 1,229,089 | 1,192,153 | 636,087 | 598,491 | 461,179 | 322,856 | 311,645 | 153,714 | 1,089,601 | 275,581 | 190,374 | 146,079 |
| | 1987 | 4,160,622 | 946,281 | 917,661 | 522,953 | 473,351 | 360,231 | 249,499 | 242,983 | 122,803 | 821,319 | 224,761 | 189,992 | 98,652 |
| Trinity | 1991 | 55,039 | 22,388 | 21,439 | 2,547 | 573 | | 1,528 | 740 | | 9,989 | 8,220 | 3,061 | 3,242 |
| | 1987 | 43,442 | 15,306 | 14,654 | 2,198 | 731 | | 1,418 | 551 | | 9,524 | 6,477 | 2,661 | 2,054 |
| Tyler | 1991 | 76,277 | 21,606 | 20,352 | 2,731 | 12,519 | 11,783 | 258 | 1,615 | 1,615 | 20,364 | 11,161 | 757 | 2,487 |
| | 1987 | 59,633 | 17,338 | 16,328 | 2,539 | 9,148 | 8,584 | 341 | 1,268 | 1,268 | 16,649 | 6,716 | 986 | 2,074 |
| Upshur | 1991 | 140,046 | 29,515 | 28,005 | 5,655 | 17,716 | 14,242 | 1,344 | 2,927 | 1,833 | 22,910 | 12,533 | 3,418 | 5,090 |
| | 1987 | 106,140 | 21,512 | 20,407 | 5,326 | 11,924 | 9,475 | 1,622 | 2,186 | 1,396 | 19,914 | 10,820 | 3,709 | 3,530 |
| Upton | 1991 | 11,446 | 6,553 | 6,444 | 1,068 | 394 | | 59 | 172 | | 842 | 1,062 | 305 | 282 |
| | 1987 | 11,378 | 5,976 | 5,876 | 1,035 | 587 | | 66 | 183 | | 728 | 1,537 | 386 | 284 |
| Uvalde | 1991 | 165,517 | 46,520 | 45,681 | 10,004 | 19,749 | 16,029 | 5,025 | 2,041 | 1,495 | 24,956 | 31,426 | 13,786 | 2,542 |
| | 1987 | 132,059 | 38,133 | 37,438 | 9,820 | 14,069 | 11,292 | 5,312 | 2,443 | 1,809 | 18,635 | 21,063 | 11,733 | 2,321 |
| Val Verde | 1991 | 210,174 | 56,388 | 53,946 | 21,665 | 33,956 | 26,881 | 8,643 | 10,572 | 7,775 | 37,435 | 15,328 | 11,596 | 2,262 |
| | 1987 | 169,848 | 44,628 | 42,686 | 19,255 | 22,993 | 17,980 | 8,664 | 8,743 | 6,461 | 32,014 | 10,462 | 10,268 | 1,939 |
| Van Zandt | 1991 | 180,212 | 46,792 | 45,794 | 9,595 | 15,059 | 7,683 | 2,499 | 4,057 | 3,085 | 52,274 | 21,264 | 10,666 | 8,777 |
| | 1987 | 140,211 | 36,850 | 36,057 | 7,561 | 9,416 | 4,667 | 3,021 | 2,900 | 2,219 | 38,945 | 15,437 | 10,857 | 7,411 |
| Victoria | 1991 | 591,622 | 139,834 | 132,851 | 47,370 | 84,266 | 74,784 | 32,590 | 27,130 | 13,293 | 159,747 | 35,392 | 17,608 | 15,516 |
| | 1987 | 494,997 | 114,701 | 108,951 | 41,758 | 68,189 | 60,144 | 29,153 | 23,864 | 12,042 | 120,325 | 35,825 | 21,115 | 10,606 |
| Walker | 1991 | 303,238 | 61,259 | 59,082 | 29,512 | 32,684 | 28,624 | 11,371 | 4,688 | 2,819 | 59,123 | 44,333 | 11,725 | 10,926 |
| | 1987 | 247,380 | 51,863 | 50,010 | 27,880 | 24,525 | 21,321 | 10,081 | 4,968 | 3,080 | 47,757 | 35,649 | 12,553 | 7,560 |
| Waller | 1991 | 212,957 | 35,755 | 35,124 | 10,105 | 13,103 | 3,283 | 573 | 2,652 | 1,175 | 108,067 | 32,285 | 2,729 | 3,818 |
| | 1987 | 181,483 | 25,939 | 25,476 | 9,700 | 10,383 | 2,501 | 740 | 2,278 | 1,015 | 98,853 | 23,289 | 3,463 | 2,619 |
| Ward | 1991 | 44,570 | 13,635 | 13,102 | 5,131 | 3,439 | | 2,419 | 1,171 | 939 | 7,783 | 4,487 | 1,655 | 2,933 |
| | 1987 | 46,215 | 13,887 | 13,341 | 5,188 | 3,800 | | 2,472 | 1,494 | 1,208 | 8,419 | 4,938 | 1,961 | 2,234 |
| Washington | 1991 | 181,064 | 49,509 | 46,214 | 13,307 | 11,343 | 6,717 | 13,950 | 7,304 | 5,443 | 44,690 | 9,362 | 10,360 | 8,352 |
| | 1987 | 148,880 | 42,199 | 39,383 | 10,561 | 9,053 | 5,234 | 12,074 | 6,249 | 4,733 | 34,591 | 7,497 | 9,447 | 5,922 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1991<br>U.S. CENSUS 1987<br>METRO AREA<br>County | Year | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **TEXAS (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Webb | 1991 | 899,643 | 233,965 | 216,393 | 68,528 | 140,269 | 120,219 | 86,276 | 63,807 | 10,108 | 113,506 | 46,947 | 35,221 | 13,543 |
| | 1987 | 708,241 | 172,197 | 159,232 | 56,458 | 111,780 | 95,003 | 73,425 | 53,632 | 9,003 | 87,888 | 39,110 | 28,787 | 10,615 |
| Wharton | 1991 | 231,604 | 73,962 | 72,776 | 16,458 | 13,570 | 4,454 | 10,604 | 7,791 | 3,942 | 54,291 | 24,780 | 7,333 | 9,053 |
| | 1987 | 199,100 | 56,773 | 55,851 | 15,929 | 12,747 | 4,021 | 9,680 | 7,313 | 3,752 | 51,466 | 18,124 | 7,424 | 6,842 |
| Wheeler | 1991 | 30,300 | 10,290 | 9,925 | 2,084 | 647 | | 657 | 826 | 826 | 5,338 | 5,871 | 1,356 | 1,709 |
| | 1987 | 29,461 | 9,634 | 9,291 | 2,547 | 742 | | 801 | 868 | 868 | 5,139 | 5,255 | 1,485 | 1,360 |
| Wichita | 1991 | 968,316 | 138,894 | 133,968 | 115,506 | 182,024 | 152,454 | 44,038 | 38,575 | 21,498 | 211,219 | 95,168 | 43,309 | 37,676 |
| | 1987 | 826,429 | 122,978 | 118,592 | 99,346 | 148,185 | 123,006 | 36,975 | 38,033 | 21,606 | 185,680 | 68,755 | 46,945 | 24,562 |
| Wilbarger | 1991 | 89,806 | 17,291 | 16,889 | 6,263 | 9,411 | 4,675 | 4,682 | 2,402 | 1,248 | 18,606 | 16,899 | 4,555 | 5,660 |
| | 1987 | 78,756 | 16,636 | 16,247 | 6,265 | 7,875 | 3,798 | 4,386 | 2,282 | 1,214 | 15,379 | 14,438 | 4,094 | 4,099 |
| Willacy | 1991 | 56,271 | 21,080 | 20,092 | 2,474 | 6,414 | 5,170 | 732 | 1,764 | 752 | 11,048 | 5,438 | 1,830 | 3,552 |
| | 1987 | 50,062 | 18,627 | 17,750 | 2,280 | 4,452 | 3,548 | 987 | 1,934 | 850 | 11,498 | 4,091 | 1,861 | 2,461 |
| Williamson | 1991 | 735,441 | 247,955 | 245,164 | 54,388 | 80,798 | 73,136 | 27,518 | 18,637 | 13,384 | 136,695 | 81,621 | 23,268 | 16,778 |
| | 1987 | 531,311 | 166,247 | 164,343 | 45,039 | 51,233 | 46,129 | 23,806 | 13,319 | 9,669 | 107,656 | 59,098 | 22,110 | 12,575 |
| Wilson | 1991 | 93,370 | 23,278 | 17,343 | 3,863 | 12,253 | | 485 | 523 | 523 | 29,305 | 12,997 | 3,651 | 3,611 |
| | 1987 | 71,295 | 20,097 | 14,970 | 3,064 | 8,284 | | 459 | 824 | 824 | 21,851 | 8,203 | 3,733 | 2,215 |
| Winkler | 1991 | 32,258 | 15,282 | 14,793 | 1,799 | 2,509 | 1,548 | 2,015 | 895 | 645 | 3,840 | 2,014 | 1,800 | 419 |
| | 1987 | 32,140 | 12,459 | 12,058 | 1,761 | 2,782 | 1,679 | 1,906 | 1,142 | 843 | 4,789 | 2,798 | 2,193 | 650 |
| Wise | 1991 | 259,456 | 49,254 | 47,598 | 16,036 | 15,656 | 10,189 | 3,026 | 1,169 | 630 | 125,965 | 29,329 | 4,845 | 3,945 |
| | 1987 | 191,836 | 39,426 | 38,093 | 11,846 | 11,825 | 7,539 | 3,145 | 1,132 | 632 | 85,101 | 22,903 | 4,553 | 2,797 |
| Wood | 1991 | 164,962 | 42,462 | 40,718 | 9,475 | 19,769 | 15,071 | 5,414 | 4,758 | 2,429 | 32,189 | 17,404 | 10,751 | 6,490 |
| | 1987 | 127,650 | 33,999 | 32,596 | 7,454 | 13,641 | 10,253 | 4,480 | 3,678 | 1,906 | 26,059 | 13,478 | 8,369 | 4,961 |
| Yoakum | 1991 | 38,906 | 19,449 | 19,251 | 2,215 | 1,546 | | 1,459 | 1,031 | 732 | 7,371 | 1,571 | 2,529 | 584 |
| | 1987 | 33,394 | 15,201 | 15,043 | 2,001 | 1,472 | | 1,754 | 885 | 628 | 6,572 | 1,366 | 2,464 | 434 |
| Young | 1991 | 111,211 | 23,982 | 23,275 | 7,523 | 15,804 | 10,473 | 4,839 | 3,000 | 2,661 | 22,580 | 15,725 | 2,026 | 4,706 |
| | 1987 | 97,824 | 24,460 | 23,734 | 7,040 | 13,261 | 8,617 | 4,462 | 2,914 | 2,600 | 20,390 | 10,457 | 2,320 | 3,168 |
| Zapata | 1991 | 19,077 | 8,917 | 7,801 | 2,122 | 1,111 | | 219 | 259 | | 2,221 | 1,018 | 1,196 | 575 |
| | 1987 | 16,054 | 6,960 | 6,087 | 1,875 | 808 | | 391 | 239 | | 1,702 | 1,439 | 978 | 382 |
| Zavala | 1991 | 23,121 | 14,091 | 13,836 | 1,502 | 348 | | 126 | 642 | 583 | 2,381 | 1,949 | 932 | 719 |
| | 1987 | 21,410 | 11,995 | 11,776 | 1,455 | 374 | | 140 | 783 | 718 | 2,487 | 1,938 | 1,031 | 745 |
| **TOTAL METRO COUNTIES** | 1991 | **110,048,187** | **23,166,213** | **22,307,558** | **10,655,129** | **14,466,714** | **11,523,949** | **6,145,398** | **4,997,128** | **2,612,872** | **26,967,152** | **6,936,035** | **3,809,809** | **3,037,734** |
| | 1987 | 87,259,182 | 18,090,737 | 17,415,650 | 9,020,242 | 11,262,284 | 8,883,129 | 5,002,559 | 4,145,505 | 2,220,170 | 20,617,275 | 6,023,645 | 3,551,508 | 2,165,531 |
| **TOTAL STATE** | 1991 | **126,161,041** | **27,693,846** | **26,666,691** | **11,870,240** | **16,081,576** | **12,532,859** | **6,721,049** | **5,406,609** | **2,874,877** | **30,426,270** | **8,566,736** | **4,575,860** | **3,699,444** |
| | 1987 | 100,660,788 | 21,780,861 | 20,967,619 | 10,092,693 | 12,499,541 | 9,635,681 | 5,543,106 | 4,525,906 | 2,466,658 | 23,521,552 | 7,347,134 | 4,300,885 | 2,649,767 |
| **UTAH** | | | | | | | | | | | | | | |
| **PROVO - OREM** | 1991 | **1,173,520** | **294,068** | **284,436** | **90,884** | **168,482** | **140,725** | **59,765** | **52,489** | **27,571** | **204,079** | **115,494** | **61,396** | **38,530** |
| | 1987 | 987,554 | 225,991 | 218,545 | 75,508 | 132,982 | 110,077 | 46,357 | 50,484 | 27,164 | 193,598 | 99,907 | 55,299 | 30,653 |
| Utah | 1991 | 1,173,520 | 294,068 | 284,436 | 90,884 | 168,482 | 140,725 | 59,765 | 52,489 | 27,571 | 204,079 | 115,494 | 61,396 | 38,530 |
| | 1987 | 987,554 | 225,991 | 218,545 | 75,508 | 132,982 | 110,077 | 46,357 | 50,484 | 27,164 | 193,598 | 99,907 | 55,299 | 30,653 |
| **SALT LAKE CITY - OGDEN** | 1991 | **7,391,884** | **1,677,647** | **1,600,919** | **696,094** | **997,557** | **803,285** | **416,654** | **459,120** | **278,759** | **1,449,977** | **447,609** | **384,396** | **139,729** |
| | 1987 | 6,102,301 | 1,310,037 | 1,249,205 | 560,741 | 780,089 | 623,010 | 317,454 | 379,016 | 235,676 | 1,389,991 | 409,393 | 303,583 | 98,693 |
| Davis | 1991 | 1,009,760 | 260,927 | 255,807 | 68,832 | 100,660 | 93,634 | 8,451 | 85,555 | 59,874 | 246,426 | 85,228 | 69,122 | 18,557 |
| | 1987 | 766,265 | 170,863 | 167,477 | 47,667 | 74,445 | 68,972 | 13,514 | 55,508 | 39,551 | 234,056 | 67,615 | 43,321 | 11,461 |
| Salt Lake | 1991 | 5,191,536 | 1,172,638 | 1,106,348 | 540,948 | 676,795 | 561,976 | 357,713 | 308,652 | 191,941 | 948,094 | 283,774 | 249,552 | 84,622 |
| | 1987 | 4,357,294 | 932,821 | 879,912 | 442,505 | 543,605 | 447,246 | 264,579 | 278,895 | 176,979 | 905,285 | 275,976 | 213,270 | 65,088 |
| Weber | 1991 | 1,190,588 | 244,082 | 238,764 | 86,314 | 220,102 | 147,675 | 50,490 | 64,913 | 26,944 | 255,457 | 78,607 | 65,722 | 36,550 |
| | 1987 | 978,742 | 206,353 | 201,816 | 70,569 | 162,039 | 106,792 | 39,361 | 44,613 | 19,146 | 250,650 | 65,802 | 46,992 | 22,144 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Beaver | 1991 | 22,923 | 7,593 | 6,740 | 2,732 | 137 | | 208 | 308 | 308 | 121 | 7,540 | 1,016 | 1,338 |
| | 1987 | 17,944 | 4,390 | 3,896 | 1,847 | 178 | | 360 | 395 | 395 | 101 | 7,782 | 630 | 773 |
| Box Elder | 1991 | 170,378 | 37,276 | 37,069 | 23,074 | 15,089 | 8,381 | 2,920 | 5,386 | 2,636 | 34,200 | 23,402 | 12,013 | 5,148 |
| | 1987 | 133,864 | 30,866 | 30,689 | 16,725 | 10,146 | 5,497 | 2,616 | 4,141 | 2,006 | 32,977 | 17,437 | 7,762 | 3,733 |
| Cache | 1991 | 337,536 | 81,378 | 75,467 | 26,964 | 41,626 | 40,344 | 16,376 | 20,639 | 11,787 | 50,363 | 24,110 | 29,312 | 14,740 |
| | 1987 | 269,064 | 64,724 | 60,010 | 22,377 | 34,162 | 33,051 | 12,981 | 14,087 | 8,212 | 44,400 | 20,595 | 20,045 | 8,998 |
| Carbon | 1991 | 103,089 | 30,117 | 29,774 | 8,774 | 12,796 | 6,878 | 1,905 | 7,132 | 2,802 | 17,773 | 5,239 | 6,660 | 6,989 |
| | 1987 | 94,610 | 28,612 | 28,281 | 7,962 | 10,004 | 5,243 | 2,035 | 5,210 | 2,062 | 19,871 | 5,977 | 4,869 | 4,514 |
| Daggett | 1991 | 2,006 | 273 | 262 | 78 | 1,055 | | | | | | 237 | | |
| | 1987 | 2,469 | 446 | 429 | 132 | 1,076 | | | | | | 426 | | |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1991<br>U.S. CENSUS: 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drugstores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Supermarkets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **UTAH (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Davis | 1991 | 1,009,760 | 260,927 | 255,807 | 68,832 | 100,660 | 93,634 | 8,451 | 85,555 | 59,874 | 246,426 | 85,228 | 69,122 | 18,557 |
| | 1987 | 766,265 | 170,863 | 167,477 | 47,667 | 74,445 | 68,972 | 13,514 | 55,508 | 39,551 | 234,056 | 67,615 | 43,321 | 11,461 |
| Duchesne | 1991 | 52,743 | 14,244 | 14,074 | 1,661 | 7,056 | | 1,135 | 2,275 | 1,171 | 11,414 | 6,906 | 1,948 | 1,194 |
| | 1987 | 48,550 | 13,684 | 13,518 | 1,694 | 5,608 | | 817 | 1,719 | 918 | 11,431 | 6,069 | 1,577 | 1,303 |
| Emery | 1991 | 25,739 | 6,348 | 6,147 | 3,021 | 1,435 | | 242 | 260 | | 1,213 | 4,664 | 3,138 | 343 |
| | 1987 | 22,978 | 5,187 | 5,022 | 2,459 | 1,070 | | 350 | 262 | | 1,230 | 6,465 | 2,284 | 230 |
| Garfield | 1991 | 13,226 | 4,216 | 4,019 | 1,452 | 148 | | | 35 | | 1,120 | 2,910 | 1,410 | 536 |
| | 1987 | 10,710 | 2,889 | 2,753 | 1,382 | 231 | | | 58 | | 1,127 | 2,355 | 1,077 | 378 |
| Grand | 1991 | 29,966 | 11,153 | 11,008 | 2,873 | 1,288 | | 1,127 | 965 | | 2,043 | 4,499 | 837 | 837 |
| | 1987 | 30,482 | 9,746 | 9,617 | 2,978 | 1,281 | | 843 | 743 | | 2,697 | 5,266 | 814 | 743 |
| Iron | 1991 | 136,480 | 22,635 | 22,367 | 20,569 | 11,325 | 7,535 | 6,942 | 5,067 | 4,477 | 28,659 | 11,381 | 14,010 | 3,013 |
| | 1987 | 113,624 | 19,854 | 19,616 | 14,122 | 8,177 | 5,340 | 5,397 | 3,711 | 3,299 | 28,973 | 12,828 | 9,437 | 1,744 |
| Juab | 1991 | 29,912 | 4,818 | 4,663 | 1,532 | | | 128 | 274 | 274 | 3,819 | 17,305 | 1,503 | |
| | 1987 | 23,748 | 3,995 | 3,865 | 1,599 | | | 175 | 259 | 259 | 4,135 | 12,012 | 1,104 | |
| Kane | 1991 | 22,798 | 6,738 | 6,386 | 2,244 | 439 | | 114 | 814 | 649 | 1,545 | 6,656 | 1,663 | 446 |
| | 1987 | 19,131 | 4,422 | 4,191 | 2,235 | 525 | | 111 | 570 | 462 | 1,320 | 6,851 | 1,131 | 278 |
| Millard | 1991 | 47,215 | 13,286 | 13,072 | 2,932 | 737 | | 1,415 | 2,271 | 2,050 | 6,792 | 9,541 | 4,595 | 1,559 |
| | 1987 | 38,555 | 10,451 | 10,280 | 2,673 | 674 | | 1,006 | 1,644 | 1,493 | 6,239 | 7,777 | 3,661 | 998 |
| Morgan | 1991 | 9,710 | 4,726 | 4,616 | 1,067 | | | 46 | 70 | | 1,621 | 298 | | 517 |
| | 1987 | 8,731 | 3,930 | 3,837 | 920 | | | 58 | 98 | | 1,860 | 434 | | 338 |
| Piute | 1991 | 2,333 | 868 | 823 | 63 | 509 | | | | | 82 | 565 | | |
| | 1987 | 1,972 | 730 | 692 | 76 | 388 | | | | | 86 | 446 | | |
| Rich | 1991 | 5,290 | 995 | 936 | 336 | 766 | | | | | 147 | 1,457 | | |
| | 1987 | 4,508 | 636 | 598 | 294 | 567 | | | | | 108 | 1,894 | | |
| Salt Lake | 1991 | 5,191,536 | 1,172,638 | 1,106,348 | 540,948 | 676,795 | 561,976 | 357,713 | 308,652 | 191,941 | 948,094 | 283,774 | 249,552 | 84,622 |
| | 1987 | 4,357,294 | 932,821 | 879,912 | 442,505 | 543,605 | 447,246 | 264,579 | 278,895 | 176,979 | 905,285 | 275,976 | 213,270 | 65,088 |
| San Juan | 1991 | 22,067 | 7,070 | 6,790 | 1,815 | 3,486 | | 250 | 415 | 314 | 3,401 | 1,658 | 1,310 | 876 |
| | 1987 | 20,943 | 5,988 | 5,750 | 1,991 | 3,362 | | 178 | 369 | 284 | 3,973 | 1,990 | 1,042 | 517 |
| Sanpete | 1991 | 57,124 | 30,473 | 30,123 | 2,938 | 542 | | 575 | 1,703 | 644 | 7,517 | 6,456 | 2,182 | 1,607 |
| | 1987 | 42,866 | 18,998 | 18,776 | 2,194 | 560 | | 751 | 1,601 | 609 | 6,735 | 5,922 | 1,667 | 1,264 |
| Sevier | 1991 | 93,269 | 14,276 | 14,146 | 5,589 | 8,115 | 5,710 | 10,438 | 3,111 | 2,130 | 18,472 | 22,741 | 4,575 | 2,211 |
| | 1987 | 78,877 | 11,978 | 11,866 | 4,818 | 6,111 | 4,229 | 7,159 | 2,177 | 1,532 | 18,473 | 19,447 | 3,477 | 1,353 |
| Summit | 1991 | 141,524 | 45,699 | 43,983 | 22,812 | 158 | | 8,072 | 2,664 | 2,574 | 4,788 | 25,423 | 5,771 | 2,987 |
| | 1987 | 103,578 | 32,896 | 31,654 | 19,062 | 120 | | 4,944 | 1,642 | 1,590 | 5,586 | 16,442 | 4,709 | 2,112 |
| Tooele | 1991 | 116,283 | 32,599 | 32,372 | 7,853 | 4,653 | | 1,077 | 651 | 360 | 25,777 | 27,542 | 9,912 | 643 |
| | 1987 | 92,142 | 27,912 | 27,713 | 6,749 | 2,902 | | 1,029 | 1,125 | 613 | 18,444 | 21,423 | 6,418 | 994 |
| Uintah | 1991 | 85,880 | 21,057 | 20,819 | 6,199 | 11,007 | 6,714 | 2,655 | 917 | 634 | 18,474 | 8,595 | 4,591 | 877 |
| | 1987 | 87,463 | 22,241 | 21,985 | 6,313 | 9,870 | 5,893 | 2,754 | 1,342 | 953 | 19,852 | 10,102 | 4,034 | 1,242 |
| Utah | 1991 | 1,173,520 | 294,068 | 284,436 | 90,884 | 168,482 | 140,725 | 59,765 | 52,489 | 27,571 | 204,079 | 115,494 | 61,396 | 38,530 |
| | 1987 | 987,554 | 225,991 | 218,545 | 75,508 | 132,982 | 110,077 | 46,357 | 50,484 | 27,164 | 193,598 | 99,907 | 55,299 | 30,653 |
| Wasatch | 1991 | 30,830 | 9,959 | 9,817 | 4,339 | 854 | | 464 | 713 | 428 | 2,098 | 3,781 | 2,925 | 3,558 |
| | 1987 | 28,824 | 8,291 | 8,171 | 3,912 | 1,032 | | 369 | 542 | 325 | 2,710 | 5,665 | 1,998 | 2,392 |
| Washington | 1991 | 322,525 | 69,368 | 69,133 | 26,025 | 23,710 | 11,538 | 13,102 | 26,590 | 23,919 | 82,061 | 22,114 | 32,987 | 7,902 |
| | 1987 | 230,492 | 49,857 | 49,678 | 18,512 | 14,929 | 7,053 | 8,136 | 15,355 | 13,837 | 64,133 | 20,353 | 19,713 | 5,240 |
| Wayne | 1991 | 5,449 | 2,849 | 2,666 | 666 | 406 | | 54 | 73 | | 386 | 72 | 54 | |
| | 1987 | 3,954 | 1,935 | 1,810 | 493 | 308 | | 56 | 95 | | 275 | 81 | 57 | |
| Weber | 1991 | 1,190,588 | 244,082 | 238,764 | 86,314 | 220,102 | 147,675 | 50,490 | 64,913 | 26,944 | 255,457 | 78,607 | 65,722 | 36,550 |
| | 1987 | 978,742 | 206,353 | 201,816 | 70,569 | 162,039 | 106,792 | 39,361 | 44,613 | 19,146 | 250,650 | 65,802 | 46,992 | 22,144 |
| **TOTAL METRO COUNTIES** | 1991 | **8,565,404** | **1,971,715** | **1,885,355** | **786,978** | **1,166,039** | **944,010** | **476,419** | **511,609** | **306,330** | **1,654,056** | **563,103** | **445,792** | **178,259** |
| | 1987 | 7,089,855 | 1,536,028 | 1,467,750 | 636,249 | 913,071 | 733,087 | 363,811 | 429,500 | 262,840 | 1,583,589 | 509,300 | 358,882 | 129,346 |
| **TOTAL STATE** | 1991 | **10,451,699** | **2,451,729** | **2,352,627** | **964,586** | **1,313,376** | **1,031,110** | **545,664** | **593,942** | **363,487** | **1,977,942** | **808,195** | **588,204** | **235,580** |
| | 1987 | 8,619,934 | 1,920,686 | 1,842,447 | 779,768 | 1,026,352 | 799,393 | 415,936 | 486,645 | 301,689 | 1,880,325 | 725,339 | 456,388 | 168,490 |
| **VERMONT** | | | | | | | | | | | | | | |
| **BURLINGTON** | 1991 | **1,189,146** | **251,633** | **232,992** | **159,983** | **109,087** | **84,577** | **57,258** | **57,950** | **33,340** | **213,767** | **83,866** | **81,789** | **34,578** |
| | 1987 | 1,105,674 | 218,629 | 203,253 | 114,013 | 113,537 | 86,957 | 64,322 | 56,780 | 33,268 | 218,497 | 68,624 | 90,982 | 28,409 |
| Chittenden | 1991 | 1,170,130 | 249,177 | 231,922 | 157,226 | 107,881 | 84,577 | 57,185 | 57,848 | 33,340 | 207,424 | 79,801 | 81,406 | 34,384 |
| | 1987 | 1,089,385 | 216,384 | 201,360 | 112,427 | 112,260 | 86,957 | 64,236 | 56,633 | 33,268 | 212,621 | 66,251 | 90,619 | 28,237 |
| Grand Isle | 1991 | 19,016 | 2,456 | 2,071 | 2,757 | 1,206 | | 73 | 102 | | 6,343 | 4,065 | 383 | 194 |
| | 1987 | 16,289 | 2,245 | 1,893 | 1,586 | 1,277 | | 86 | 147 | | 5,876 | 2,373 | 363 | 172 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1991<br>U.S. CENSUS: 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **VERMONT (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Addison | 1991 | 201,888 | 41,882 | 41,052 | 18,505 | 11,436 | 7,035 | 5,489 | 3,227 | 2,630 | 51,922 | 13,788 | 23,550 | 7,961 |
| | 1987 | 181,493 | 36,575 | 35,843 | 14,086 | 11,347 | 6,837 | 6,031 | 2,865 | 2,344 | 47,451 | 13,143 | 22,009 | 6,533 |
| Bennington | 1991 | 429,009 | 88,054 | 83,924 | 39,198 | 24,716 | 14,123 | 25,931 | 16,208 | 10,820 | 71,243 | 16,700 | 33,057 | 11,062 |
| | 1987 | 397,604 | 69,415 | 66,146 | 31,034 | 23,192 | 12,932 | 22,485 | 16,754 | 11,403 | 73,915 | 16,116 | 33,681 | 8,870 |
| Caledonia | 1991 | 180,087 | 48,608 | 48,186 | 16,800 | 11,711 | 5,666 | 10,332 | 7,759 | 3,527 | 35,830 | 16,385 | 15,424 | 5,280 |
| | 1987 | 175,326 | 41,284 | 40,917 | 12,099 | 14,066 | 6,620 | 9,838 | 7,380 | 3,424 | 41,652 | 13,104 | 17,262 | 4,462 |
| Chittenden | 1991 | 1,170,130 | 249,177 | 231,922 | 157,226 | 107,881 | 84,577 | 57,185 | 57,848 | 33,340 | 207,424 | 79,801 | 81,406 | 34,384 |
| | 1987 | 1,089,385 | 216,384 | 201,360 | 112,427 | 112,260 | 86,957 | 64,236 | 56,633 | 33,268 | 212,621 | 66,251 | 90,619 | 28,237 |
| Essex | 1991 | 11,039 | 3,834 | 3,563 | 3,216 | | | 227 | 81 | | 970 | 930 | 372 | |
| | 1987 | 9,894 | 2,832 | 2,631 | 2,311 | | | 275 | 116 | | 822 | 1,367 | 392 | |
| Franklin | 1991 | 266,100 | 73,265 | 70,458 | 17,197 | 14,310 | 7,894 | 8,703 | 8,493 | 3,563 | 61,465 | 13,703 | 15,614 | 10,042 |
| | 1987 | 240,516 | 59,959 | 57,650 | 12,576 | 13,915 | 7,479 | 8,642 | 8,630 | 3,623 | 62,379 | 14,967 | 16,724 | 7,920 |
| Grand Isle | 1991 | 19,016 | 2,456 | 2,071 | 2,757 | 1,206 | | 73 | 102 | | 6,343 | 4,065 | 383 | 194 |
| | 1987 | 16,289 | 2,245 | 1,893 | 1,586 | 1,277 | | 86 | 147 | | 5,876 | 2,373 | 363 | 172 |
| Lamoille | 1991 | 144,027 | 38,043 | 32,090 | 20,972 | 8,961 | 4,491 | 3,217 | 2,854 | 2,224 | 13,257 | 7,572 | 16,793 | 6,362 |
| | 1987 | 133,033 | 33,984 | 28,661 | 16,510 | 8,381 | 4,087 | 3,707 | 3,142 | 2,493 | 12,103 | 7,683 | 16,511 | 5,486 |
| Orange | 1991 | 119,241 | 36,982 | 31,213 | 13,515 | 1,362 | | 426 | 2,050 | 1,249 | 13,839 | 14,347 | 19,286 | 3,967 |
| | 1987 | 117,047 | 33,122 | 27,950 | 9,459 | 2,214 | | 541 | 1,805 | 1,098 | 15,312 | 13,461 | 22,379 | 3,568 |
| Orleans | 1991 | 164,665 | 46,317 | 44,073 | 13,228 | 15,630 | 5,691 | 2,937 | 3,928 | 507 | 41,165 | 8,996 | 14,745 | 6,154 |
| | 1987 | 145,204 | 37,506 | 35,681 | 9,100 | 13,056 | 4,593 | 2,493 | 3,809 | 483 | 39,374 | 8,340 | 15,331 | 4,836 |
| Rutland | 1991 | 537,169 | 110,542 | 105,847 | 63,500 | 43,439 | 36,354 | 19,576 | 19,111 | 12,959 | 121,297 | 29,301 | 29,210 | 10,786 |
| | 1987 | 514,016 | 96,937 | 92,802 | 47,724 | 40,304 | 33,425 | 21,516 | 19,976 | 13,768 | 136,852 | 24,702 | 34,764 | 15,251 |
| Washington | 1991 | 438,588 | 95,901 | 91,221 | 36,081 | 30,199 | 27,376 | 12,474 | 16,507 | 8,756 | 103,804 | 34,122 | 32,089 | 11,624 |
| | 1987 | 419,473 | 85,594 | 81,401 | 31,475 | 34,652 | 31,253 | 13,100 | 19,115 | 10,266 | 99,359 | 27,804 | 37,576 | 10,631 |
| Windham | 1991 | 392,494 | 90,171 | 85,493 | 46,492 | 18,559 | 13,085 | 16,458 | 18,339 | 10,513 | 71,640 | 36,642 | 33,326 | 9,451 |
| | 1987 | 375,877 | 77,772 | 73,723 | 35,995 | 16,698 | 11,587 | 17,437 | 18,517 | 10,884 | 69,641 | 40,107 | 40,730 | 8,974 |
| Windsor | 1991 | 376,416 | 81,426 | 75,946 | 44,054 | 14,324 | 6,061 | 7,722 | 12,774 | 7,513 | 124,336 | 27,729 | 26,945 | 6,346 |
| | 1987 | 357,861 | 71,350 | 66,535 | 33,188 | 13,372 | 5,485 | 8,348 | 11,358 | 6,875 | 119,810 | 26,979 | 33,415 | 5,940 |
| **TOTAL METRO COUNTIES** | **1991** | **1,189,146** | **251,633** | **233,993** | **159,983** | **109,087** | **84,577** | **57,258** | **57,950** | **33,340** | **213,767** | **83,866** | **81,789** | **34,578** |
| | 1987 | 1,105,674 | 218,629 | 203,253 | 114,013 | 113,537 | 86,957 | 64,322 | 56,780 | 33,268 | 218,497 | 68,624 | 90,982 | 28,409 |
| **TOTAL STATE** | **1991** | **4,449,869** | **1,006,658** | **947,059** | **492,741** | **303,734** | **212,353** | **170,750** | **169,281** | **97,601** | **924,535** | **304,081** | **342,200** | **131,613** |
| | 1987 | 4,173,018 | 864,959 | 813,193 | 369,570 | 304,734 | 211,255 | 178,735 | 170,247 | 99,929 | 937,167 | 276,397 | 381,756 | 110,880 |
| **VIRGINIA** | | | | | | | | | | | | | | |
| **CHARLOTTESVILLE** | **1991** | **1,076,098** | **242,627** | **236,177** | **97,080** | **112,298** | **88,587** | **62,794** | **57,190** | **36,294** | **181,198** | **47,562** | **63,398** | **39,287** |
| | 1987 | 939,804 | 204,422 | 198,942 | 82,590 | 100,912 | 78,604 | 55,973 | 49,244 | 31,494 | 174,354 | 48,163 | 62,879 | 27,573 |
| Albemarle | 1991 | 217,801 | 38,893 | 37,747 | 14,473 | 47,495 | 31,451 | 25,022 | 6,543 | 2,628 | 11,848 | 15,684 | 16,464 | 3,315 |
| | 1987 | 192,357 | 35,094 | 34,052 | 14,904 | 42,523 | 27,653 | 20,530 | 6,185 | 2,489 | 14,129 | 14,250 | 16,432 | 2,529 |
| Charlottesville city | 1991 | 818,993 | 186,151 | 181,745 | 80,660 | 64,300 | 57,136 | 37,166 | 49,791 | 32,810 | 164,987 | 24,800 | 43,268 | 35,385 |
| | 1987 | 710,155 | 154,229 | 150,549 | 66,016 | 57,697 | 50,951 | 34,743 | 42,238 | 28,184 | 154,909 | 27,341 | 42,160 | 24,604 |
| Fluvanna | 1991 | 17,607 | 8,613 | 8,336 | 685 | 69 | | 164 | 287 | 287 | 2,210 | 3,963 | 947 | 102 |
| | 1987 | 16,922 | 7,860 | 7,605 | 636 | 73 | | 279 | 252 | 252 | 2,527 | 2,973 | 1,670 | 87 |
| Greene | 1991 | 21,697 | 8,970 | 8,349 | 1,262 | 434 | | 442 | 569 | 569 | 2,153 | 3,115 | 2,719 | 485 |
| | 1987 | 20,370 | 7,239 | 6,736 | 1,034 | 619 | | 421 | 569 | 569 | 2,789 | 3,599 | 2,617 | 353 |
| **DANVILLE** | **1991** | **671,019** | **164,052** | **160,135** | **52,530** | **106,096** | **89,481** | **10,825** | **33,370** | **23,767** | **133,414** | **59,969** | **38,261** | **37,077** |
| | 1987 | 588,129 | 140,608 | 137,133 | 49,509 | 75,982 | 62,234 | 19,435 | 27,883 | 20,294 | 137,322 | 46,822 | 34,900 | 25,898 |
| Danville city | 1991 | 565,662 | 124,550 | 122,312 | 45,055 | 101,957 | 89,481 | 9,529 | 31,031 | 21,920 | 119,436 | 40,643 | 33,518 | 29,785 |
| | 1987 | 487,113 | 103,070 | 101,198 | 41,803 | 71,400 | 62,234 | 17,732 | 25,473 | 18,370 | 122,349 | 32,967 | 27,349 | 20,936 |
| Pittsylvania | 1991 | 105,357 | 39,502 | 37,823 | 7,475 | 4,139 | | 1,296 | 2,339 | 1,847 | 13,978 | 19,326 | 4,743 | 7,292 |
| | 1987 | 101,016 | 37,538 | 35,935 | 7,706 | 4,582 | | 1,703 | 2,410 | 1,924 | 14,973 | 13,855 | 7,551 | 4,962 |
| **LYNCHBURG** | **1991** | **1,024,751** | **226,168** | **219,786** | **92,842** | **160,096** | **135,254** | **40,973** | **46,582** | **30,023** | **173,293** | **97,717** | **57,708** | **53,987** |
| | 1987 | 902,772 | 196,255 | 190,902 | 80,776 | 137,354 | 115,836 | 37,824 | 45,671 | 30,087 | 173,132 | 76,244 | 56,825 | 35,271 |
| Amherst | 1991 | 112,829 | 37,930 | 37,695 | 10,459 | 14,985 | 13,753 | 510 | 2,130 | 1,356 | 14,300 | 15,149 | 6,814 | 5,733 |
| | 1987 | 106,680 | 36,414 | 36,181 | 10,092 | 11,787 | 10,767 | 968 | 2,042 | 1,328 | 16,704 | 13,531 | 6,626 | 4,380 |
| Campbell | 1991 | 194,699 | 49,631 | 48,965 | 11,918 | 13,957 | 6,426 | 4,033 | 7,814 | 3,276 | 52,402 | 14,666 | 12,766 | 13,951 |
| | 1987 | 169,008 | 47,180 | 46,537 | 11,444 | 10,288 | 4,601 | 3,272 | 7,253 | 3,122 | 45,607 | 12,456 | 11,589 | 9,717 |
| Lynchburg city | 1991 | 717,223 | 138,607 | 133,126 | 70,465 | 131,154 | 115,075 | 36,430 | 36,638 | 25,391 | 106,591 | 67,902 | 38,128 | 34,303 |
| | 1987 | 627,084 | 112,661 | 108,184 | 59,240 | 115,279 | 100,468 | 33,584 | 36,376 | 25,637 | 110,821 | 50,257 | 38,610 | 21,174 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1991<br>U.S. CENSUS: 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **VIRGINIA (continued)** | | | | | | | | | | | | | | |
| **NORFOLK - VIRGINIA BEACH - NEWPORT NEWS** | **1991** | **10,037,389** | **1,962,878** | **1,887,814** | **992,216** | **1,167,760** | **963,200** | **535,832** | **525,986** | **348,954** | **2,245,495** | **644,982** | **478,130** | **360,297** |
| | 1987 | 8,738,629 | 1,701,080 | 1,634,831 | 859,637 | 988,686 | 805,021 | 448,840 | 516,095 | 344,015 | 2,126,320 | 556,627 | 441,207 | 243,535 |
| Chesapeake city | 1991 | 1,016,251 | 210,756 | 210,092 | 77,902 | 118,797 | 111,044 | 29,933 | 21,172 | 14,273 | 278,124 | 69,932 | 90,287 | 42,237 |
| | 1987 | 800,998 | 160,732 | 160,193 | 58,669 | 84,493 | 78,682 | 19,873 | 19,044 | 13,010 | 250,522 | 67,085 | 67,041 | 24,532 |
| Gloucester | 1991 | 164,091 | 47,428 | 45,647 | 18,391 | 20,200 | 17,383 | 1,832 | 5,990 | 5,264 | 29,807 | 15,103 | 10,773 | 4,718 |
| | 1987 | 135,747 | 40,518 | 38,989 | 14,216 | 13,797 | 11,784 | 1,595 | 4,639 | 4,104 | 25,999 | 12,042 | 10,305 | 3,743 |
| Hampton city | 1991 | 1,318,021 | 176,587 | 175,689 | 90,871 | 149,225 | 97,425 | 65,238 | 61,831 | 32,867 | 250,755 | 69,403 | 48,976 | 50,018 |
| | 1987 | 1,165,686 | 169,109 | 168,215 | 82,881 | 132,738 | 85,048 | 58,937 | 63,366 | 34,668 | 249,417 | 60,662 | 46,817 | 30,612 |
| James City | 1991 | 195,555 | 21,213 | 16,240 | 10,381 | | | 36,830 | 80,817 | 76,383 | 11,898 | 20,199 | 3,287 | 277 |
| | 1987 | 159,363 | 16,119 | 12,338 | 9,185 | | | 25,008 | 74,070 | 70,029 | 10,409 | 13,120 | 2,628 | 194 |
| Newport News city | 1991 | 1,249,231 | 218,254 | 204,357 | 87,538 | 164,600 | 155,596 | 50,519 | 53,298 | 37,029 | 366,661 | 92,414 | 78,537 | 37,359 |
| | 1987 | 1,058,258 | 183,608 | 171,882 | 78,695 | 133,998 | 126,275 | 40,363 | 41,265 | 29,113 | 340,909 | 76,688 | 68,786 | 22,479 |
| Norfolk city | 1991 | 1,843,870 | 348,390 | 323,106 | 206,639 | 305,751 | 254,741 | 110,770 | 93,586 | 50,381 | 388,186 | 93,512 | 53,640 | 68,593 |
| | 1987 | 1,739,450 | 323,673 | 300,123 | 189,171 | 275,301 | 227,287 | 103,321 | 99,204 | 54,809 | 404,989 | 88,215 | 50,646 | 54,728 |
| Poquoson city | 1991 | 26,232 | 14,076 | 13,502 | 1,885 | | | 108 | 130 | | 3,258 | 2,759 | 228 | 1,408 |
| | 1987 | 22,898 | 13,115 | 12,577 | 1,482 | | | 130 | 188 | | 3,010 | 1,984 | 396 | 935 |
| Portsmouth city | 1991 | 608,420 | 173,126 | 168,609 | 47,417 | 64,144 | 51,022 | 28,561 | 19,083 | 9,933 | 159,306 | 32,558 | 20,358 | 30,771 |
| | 1987 | 590,243 | 155,129 | 151,051 | 45,942 | 62,664 | 49,286 | 33,356 | 21,002 | 11,197 | 163,155 | 31,613 | 23,634 | 22,698 |
| Suffolk city | 1991 | 268,577 | 57,346 | 55,201 | 15,075 | 14,562 | 9,203 | 14,574 | 6,531 | 5,553 | 57,665 | 27,018 | 21,570 | 10,171 |
| | 1987 | 248,897 | 53,909 | 51,882 | 14,665 | 12,979 | 8,031 | 13,664 | 7,251 | 6,203 | 54,736 | 21,846 | 20,651 | 8,739 |
| Virginia Beach city | 1991 | 2,847,285 | 579,141 | 564,259 | 318,176 | 293,210 | 240,367 | 171,079 | 150,752 | 92,420 | 657,179 | 185,808 | 134,247 | 94,826 |
| | 1987 | 2,385,641 | 475,083 | 462,782 | 272,043 | 243,552 | 197,680 | 131,248 | 155,481 | 97,579 | 577,068 | 152,931 | 134,556 | 60,173 |
| Williamsburg city | 1991 | 354,335 | 65,182 | 61,490 | 99,051 | 16,467 | 13,465 | 23,648 | 28,455 | 21,983 | 32,520 | 27,067 | 10,775 | 9,542 |
| | 1987 | 305,668 | 66,865 | 63,065 | 74,319 | 15,811 | 12,799 | 18,758 | 25,515 | 19,896 | 37,235 | 19,721 | 10,632 | 7,856 |
| York | 1991 | 145,521 | 51,379 | 49,622 | 18,890 | 20,804 | 12,954 | 2,740 | 4,341 | 2,868 | 10,136 | 9,209 | 5,452 | 10,377 |
| | 1987 | 125,780 | 43,220 | 41,734 | 18,369 | 13,353 | 8,149 | 2,587 | 5,070 | 3,407 | 8,871 | 10,720 | 5,115 | 6,846 |
| **RICHMOND - PETERSBURG** | **1991** | **6,782,404** | **1,350,502** | **1,310,282** | **600,528** | **820,660** | **605,113** | **346,236** | **351,402** | **204,351** | **1,447,165** | **514,975** | **329,784** | **279,636** |
| | 1987 | 6,032,841 | 1,196,001 | 1,159,620 | 524,824 | 729,109 | 535,479 | 297,315 | 306,193 | 181,261 | 1,455,861 | 451,779 | 292,495 | 197,079 |
| Charles City | 1991 | 5,416 | 880 | 810 | 2,086 | 1,092 | | 65 | 113 | | 276 | 335 | 128 | |
| | 1987 | 4,167 | 888 | 817 | 1,297 | 909 | | 50 | 83 | | 241 | 306 | 99 | |
| Chesterfield | 1991 | 1,569,783 | 238,252 | 234,376 | 128,967 | 205,993 | 178,180 | 92,509 | 58,396 | 24,653 | 453,899 | 82,407 | 99,598 | 45,635 |
| | 1987 | 1,282,318 | 218,846 | 215,242 | 93,794 | 164,127 | 140,932 | 67,365 | 55,489 | 24,095 | 376,874 | 69,622 | 81,290 | 32,574 |
| Colonial Heights city | 1991 | 140,939 | 40,017 | 39,560 | 12,778 | 21,348 | 10,635 | 3,539 | 5,548 | 4,494 | 16,719 | 13,065 | 5,301 | 9,950 |
| | 1987 | 110,035 | 29,240 | 28,900 | 11,238 | 13,960 | 6,758 | 3,646 | 3,950 | 3,231 | 17,617 | 11,861 | 3,990 | 5,829 |
| Dinwiddie | 1991 | 24,857 | 12,882 | 12,274 | 3,142 | 37 | | 662 | 577 | 577 | 2,313 | 3,412 | 464 | 989 |
| | 1987 | 22,646 | 11,276 | 10,742 | 2,715 | 46 | | 603 | 443 | 443 | 2,287 | 3,693 | 611 | 589 |
| Goochland | 1991 | 40,642 | 12,369 | 11,629 | 1,352 | 2,399 | | | 4,095 | 2,754 | 12,115 | 2,653 | 2,019 | 2,009 |
| | 1987 | 35,832 | 10,050 | 9,447 | 1,123 | 2,041 | | | 3,133 | 2,103 | 10,165 | 3,834 | 1,753 | 1,348 |
| Hanover | 1991 | 403,195 | 101,293 | 100,505 | 31,246 | 30,225 | 20,272 | 8,034 | 29,578 | 18,664 | 61,797 | 71,337 | 19,070 | 18,154 |
| | 1987 | 342,679 | 81,871 | 81,218 | 28,002 | 20,348 | 13,406 | 7,049 | 22,164 | 14,015 | 50,151 | 77,707 | 17,560 | 11,934 |
| Henrico | 1991 | 1,840,306 | 378,400 | 368,908 | 148,641 | 405,506 | 268,569 | 120,187 | 113,602 | 54,982 | 255,477 | 146,751 | 35,807 | 70,823 |
| | 1987 | 1,610,213 | 327,391 | 319,115 | 132,728 | 350,857 | 228,137 | 105,764 | 92,555 | 45,927 | 280,269 | 112,604 | 35,349 | 53,007 |
| Hopewell city | 1991 | 157,377 | 35,328 | 35,045 | 19,474 | 22,008 | 10,336 | 5,861 | 2,896 | 1,829 | 19,653 | 20,716 | 17,178 | 9,658 |
| | 1987 | 144,637 | 35,722 | 35,428 | 16,285 | 21,236 | 9,691 | 7,171 | 3,541 | 2,296 | 17,989 | 14,571 | 16,250 | 7,100 |
| New Kent | 1991 | 26,440 | 9,472 | 9,063 | 902 | 1,478 | | 65 | 19 | | 3,741 | 7,262 | 91 | 2,495 |
| | 1987 | 24,363 | 8,332 | 7,971 | 1,147 | 1,220 | | 69 | 36 | | 4,922 | 6,052 | 139 | 1,701 |
| Petersburg city | 1991 | 469,799 | 102,257 | 99,751 | 30,831 | 76,532 | 71,834 | 10,918 | 15,432 | 9,042 | 97,186 | 41,055 | 46,902 | 18,711 |
| | 1987 | 445,120 | 83,601 | 81,536 | 28,620 | 78,829 | 73,742 | 14,579 | 17,086 | 10,356 | 109,726 | 35,380 | 39,172 | 13,937 |
| Powhatan | 1991 | 33,698 | 14,460 | 14,099 | 1,361 | 247 | | | 397 | 397 | 11,861 | 824 | 1,028 | 2,286 |
| | 1987 | 30,508 | 12,008 | 11,706 | 1,011 | 272 | | | 395 | 395 | 11,491 | 1,741 | 1,111 | 1,596 |
| Prince George | 1991 | 37,363 | 3,446 | 3,226 | 8,544 | | | 3,783 | 204 | 204 | 14,066 | 5,977 | 329 | |
| | 1987 | 35,319 | 4,004 | 3,748 | 7,049 | | | 2,666 | 305 | 305 | 15,006 | 4,670 | 439 | |
| Richmond city | 1991 | 2,032,589 | 401,446 | 381,036 | 211,204 | 53,795 | 45,287 | 100,613 | 120,545 | 86,755 | 498,062 | 119,181 | 101,869 | 98,926 |
| | 1987 | 1,945,004 | 372,772 | 353,750 | 199,815 | 75,264 | 62,813 | 88,353 | 107,013 | 78,095 | 559,123 | 109,738 | 94,732 | 67,464 |
| **ROANOKE** | **1991** | **2,090,618** | **334,548** | **327,013** | **179,906** | **274,303** | **205,878** | **95,229** | **105,746** | **58,191** | **477,988** | **175,862** | **121,664** | **80,830** |
| | 1987 | 1,814,308 | 328,565 | 320,974 | 155,834 | 222,215 | 164,802 | 88,787 | 98,972 | 55,770 | 429,496 | 151,172 | 109,501 | 54,592 |
| Botetourt | 1991 | 79,566 | 23,483 | 23,022 | 1,847 | 246 | | 542 | 325 | 325 | 10,327 | 30,144 | 9,503 | 760 |
| | 1987 | 69,736 | 17,225 | 16,883 | 2,114 | 447 | | 655 | 593 | 593 | 8,370 | 28,820 | 7,316 | 640 |
| Roanoke | 1991 | 351,304 | 86,214 | 85,910 | 42,726 | 20,517 | 16,528 | 29,759 | 24,024 | 17,317 | 37,875 | 61,133 | 14,073 | 13,971 |
| | 1987 | 328,057 | 96,063 | 95,706 | 36,315 | 25,615 | 20,407 | 25,149 | 21,721 | 15,971 | 31,570 | 50,806 | 14,569 | 10,539 |
| Roanoke city | 1991 | 1,184,920 | 141,721 | 136,076 | 101,979 | 232,314 | 180,920 | 61,950 | 68,427 | 33,572 | 244,362 | 65,948 | 66,515 | 46,136 |
| | 1987 | 1,033,617 | 149,750 | 143,757 | 93,749 | 179,198 | 137,875 | 58,960 | 63,876 | 32,083 | 227,907 | 58,095 | 65,541 | 30,896 |
| Salem city | 1991 | 474,828 | 83,130 | 82,005 | 33,354 | 21,226 | 8,430 | 2,978 | 12,970 | 6,977 | 185,424 | 18,637 | 31,573 | 19,963 |
| | 1987 | 382,898 | 65,527 | 64,628 | 23,656 | 16,955 | 6,520 | 4,023 | 12,782 | 7,123 | 161,649 | 13,451 | 22,075 | 12,517 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1991<br>U.S. CENSUS 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **VIRGINIA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Accomack | 1991 | 166,752 | 52,643 | 50,128 | 17,298 | 17,618 | 3,976 | 10,431 | 3,773 | 3,093 | 14,117 | 19,338 | 6,103 | 7,237 |
| | 1987 | 148,456 | 51,768 | 49,285 | 14,839 | 13,428 | 2,908 | 7,917 | 4,067 | 3,384 | 15,740 | 13,648 | 5,581 | 4,963 |
| Albemarle | 1991 | 217,801 | 38,893 | 37,747 | 14,473 | 47,495 | 31,451 | 25,022 | 6,543 | 2,628 | 11,848 | 15,684 | 16,464 | 3,315 |
| | 1987 | 192,357 | 35,094 | 34,052 | 14,904 | 42,523 | 27,653 | 20,530 | 6,185 | 2,489 | 14,129 | 14,250 | 16,432 | 2,529 |
| ☐ Alexandria city | 1991 | 1,405,354 | 196,479 | 189,557 | 184,445 | 166,807 | 155,383 | 65,498 | 61,646 | 42,431 | 275,422 | 74,384 | 29,075 | 40,729 |
| | 1987 | 1,241,851 | 166,250 | 160,361 | 152,520 | 162,852 | 151,110 | 50,498 | 61,170 | 42,936 | 280,829 | 67,375 | 29,328 | 30,249 |
| Alleghany | 1991 | 13,562 | 3,142 | 2,871 | 1,424 | 1,294 | 1,223 | 247 | 172 | 92 | 5,449 | 964 | | |
| | 1987 | 9,984 | 1,941 | 1,773 | 932 | 839 | 792 | 179 | 132 | 70 | 4,681 | 727 | | |
| Amelia | 1991 | 21,644 | 8,033 | 7,820 | 922 | 1,424 | | 319 | 516 | 516 | 3,752 | 2,159 | 792 | 2,287 |
| | 1987 | 18,388 | 6,139 | 5,975 | 733 | 970 | | 235 | 470 | 470 | 3,876 | 2,866 | 602 | 1,444 |
| Amherst | 1991 | 112,829 | 37,930 | 37,695 | 10,459 | 14,985 | 13,753 | 510 | 2,130 | 1,356 | 14,300 | 15,149 | 6,814 | 5,733 |
| | 1987 | 106,680 | 36,414 | 36,181 | 10,092 | 11,787 | 10,767 | 968 | 2,042 | 1,328 | 16,704 | 13,531 | 6,626 | 4,380 |
| Appomattox | 1991 | 47,448 | 16,382 | 16,154 | 3,343 | 959 | | 1,013 | 1,638 | 1,256 | 6,316 | 6,416 | 4,040 | 2,925 |
| | 1987 | 42,318 | 13,420 | 13,231 | 3,190 | 703 | | 694 | 1,232 | 950 | 7,761 | 5,428 | 3,913 | 2,376 |
| ☐ Arlington | 1991 | 1,360,705 | 218,487 | 200,826 | 240,837 | 104,170 | 80,414 | 57,374 | 41,696 | 18,149 | 394,339 | 74,276 | 34,449 | 54,847 |
| | 1987 | 1,168,498 | 184,622 | 169,665 | 184,551 | 85,136 | 64,911 | 38,282 | 46,929 | 21,003 | 395,541 | 65,689 | 28,830 | 43,989 |
| Augusta | 1991 | 208,991 | 34,910 | 33,502 | 13,720 | 4,795 | 2,429 | 3,204 | 2,142 | 1,680 | 69,066 | 25,916 | 32,468 | 5,316 |
| | 1987 | 186,609 | 30,874 | 29,623 | 12,287 | 4,577 | 2,258 | 3,068 | 2,075 | 1,643 | 66,076 | 19,811 | 30,779 | 3,331 |
| Bath | 1991 | 15,722 | 3,514 | 3,232 | 1,563 | 1,108 | | 729 | 202 | 157 | 556 | 722 | 66 | 113 |
| | 1987 | 14,137 | 3,548 | 3,262 | 1,382 | 1,089 | | 853 | 312 | 244 | 442 | 1,094 | 92 | 207 |
| Bedford | 1991 | 41,978 | 11,005 | 10,017 | 3,156 | 95 | | 211 | 1,353 | 943 | 7,000 | 4,105 | 9,349 | 1,637 |
| | 1987 | 33,823 | 9,202 | 8,374 | 2,573 | 77 | | 175 | 1,254 | 885 | 5,196 | 2,948 | 8,141 | 1,128 |
| Bedford city | 1991 | 107,067 | 32,138 | 31,450 | 6,428 | 5,310 | | 5,553 | 4,027 | 3,128 | 14,023 | 10,819 | 5,618 | 8,007 |
| | 1987 | 92,618 | 29,889 | 29,243 | 5,527 | 5,422 | | 3,941 | 3,329 | 2,589 | 14,786 | 8,502 | 5,464 | 5,288 |
| Bland | 1991 | 20,539 | 2,926 | 2,456 | 500 | | | 65 | 136 | | 9,805 | 6,559 | 323 | |
| | 1987 | 16,448 | 2,429 | 2,039 | 450 | | | 76 | 129 | | 8,396 | 4,468 | 274 | |
| Botetourt | 1991 | 79,566 | 23,483 | 23,022 | 1,847 | 246 | | 542 | 325 | 325 | 10,327 | 30,144 | 9,503 | 760 |
| | 1987 | 69,736 | 17,225 | 16,883 | 2,114 | 447 | | 655 | 593 | 593 | 8,370 | 28,820 | 7,316 | 640 |
| ☐ Bristol city | 1991 | 234,374 | 50,365 | 46,109 | 17,588 | 20,433 | 15,350 | 19,186 | 16,251 | 8,380 | 42,466 | 13,459 | 24,678 | 8,518 |
| | 1987 | 210,378 | 41,320 | 37,821 | 16,074 | 23,421 | 17,354 | 15,557 | 13,190 | 6,842 | 42,032 | 12,302 | 23,190 | 6,297 |
| Brunswick | 1991 | 43,809 | 14,412 | 13,798 | 3,074 | 1,993 | | 1,851 | 1,702 | 1,496 | 11,510 | 1,362 | 2,820 | 2,453 |
| | 1987 | 41,214 | 13,850 | 13,257 | 2,540 | 1,955 | | 1,843 | 1,364 | 1,199 | 11,241 | 1,617 | 2,685 | 1,735 |
| Buchanan | 1991 | 128,013 | 56,540 | 54,468 | 5,458 | 5,082 | 2,973 | 2,724 | 5,836 | 4,063 | 22,700 | 7,102 | 2,723 | 12,348 |
| | 1987 | 119,729 | 46,474 | 44,762 | 5,913 | 7,630 | 4,366 | 3,341 | 6,397 | 4,570 | 23,331 | 7,487 | 3,479 | 9,020 |
| Buckingham | 1991 | 33,870 | 9,660 | 9,333 | 1,393 | 1,987 | | 233 | 520 | 99 | 12,346 | 1,299 | 2,692 | 836 |
| | 1987 | 29,241 | 8,872 | 8,570 | 1,337 | 2,043 | | 268 | 452 | 92 | 9,942 | 1,131 | 2,283 | 573 |
| Buena Vista city | 1991 | 36,917 | 13,343 | 13,247 | 2,366 | 888 | | 406 | 178 | 178 | 5,538 | 4,790 | 380 | 468 |
| | 1987 | 34,030 | 12,906 | 12,810 | 2,300 | 1,024 | | 391 | 368 | 368 | 4,667 | 4,412 | 636 | 876 |
| Campbell | 1991 | 194,699 | 49,631 | 48,965 | 11,918 | 13,957 | 6,426 | 4,033 | 7,814 | 3,276 | 52,402 | 14,666 | 12,766 | 13,951 |
| | 1987 | 169,008 | 47,180 | 46,537 | 11,444 | 10,288 | 4,601 | 3,272 | 7,253 | 3,122 | 45,607 | 12,456 | 11,589 | 9,717 |
| Caroline | 1991 | 50,752 | 22,058 | 21,550 | 2,956 | 476 | | 129 | 631 | 491 | 5,461 | 13,402 | 1,088 | 1,529 |
| | 1987 | 44,170 | 17,931 | 17,515 | 3,404 | 510 | | 143 | 699 | 548 | 6,559 | 10,513 | 1,016 | 1,121 |
| Carroll | 1991 | 72,323 | 29,159 | 26,523 | 3,651 | 1,881 | | 3,646 | 1,733 | 1,478 | 9,736 | 11,322 | 766 | 4,377 |
| | 1987 | 63,386 | 22,816 | 20,750 | 3,474 | 2,961 | | 3,762 | 1,892 | 1,634 | 10,516 | 8,525 | 1,431 | 3,086 |
| Charles City | 1991 | 5,416 | 880 | 810 | 2,086 | 1,092 | | 65 | 113 | | 276 | 335 | 128 | |
| | 1987 | 4,167 | 888 | 817 | 1,297 | 909 | | 50 | 33 | | 241 | 306 | 99 | |
| Charlotte | 1991 | 24,229 | 10,564 | 9,545 | 731 | 161 | | 194 | 174 | 174 | 4,475 | 3,330 | 759 | 2,290 |
| | 1987 | 22,882 | 9,960 | 8,997 | 869 | 153 | | 225 | 357 | 357 | 4,387 | 2,992 | 769 | 1,683 |
| Charlottesville city | 1991 | 818,993 | 186,151 | 181,745 | 80,660 | 64,300 | 57,136 | 37,166 | 49,791 | 32,810 | 164,987 | 24,800 | 43,268 | 35,385 |
| | 1987 | 710,155 | 154,229 | 150,549 | 66,016 | 57,697 | 50,951 | 34,743 | 42,238 | 28,184 | 154,909 | 27,341 | 42,160 | 24,604 |
| Chesapeake city | 1991 | 1,016,251 | 210,756 | 210,092 | 77,902 | 118,797 | 111,044 | 29,933 | 21,172 | 14,273 | 278,124 | 69,932 | 90,287 | 42,237 |
| | 1987 | 800,998 | 160,732 | 160,193 | 58,669 | 84,493 | 78,682 | 19,873 | 19,044 | 13,010 | 250,522 | 67,085 | 67,041 | 24,532 |
| Chesterfield | 1991 | 1,569,783 | 238,252 | 234,376 | 128,967 | 205,993 | 178,180 | 92,509 | 58,396 | 24,653 | 453,899 | 82,407 | 99,598 | 45,635 |
| | 1987 | 1,282,318 | 218,846 | 215,242 | 93,794 | 164,127 | 140,932 | 67,365 | 55,489 | 24,095 | 376,874 | 69,622 | 81,290 | 32,574 |
| Clarke | 1991 | 21,600 | 7,861 | 7,244 | 2,472 | 1,140 | | 381 | 761 | 474 | 1,183 | 2,894 | 310 | 648 |
| | 1987 | 22,591 | 7,741 | 7,132 | 2,732 | 1,079 | | 401 | 876 | 543 | 1,723 | 3,280 | 454 | 465 |
| Clifton Forge city | 1991 | 28,339 | 12,096 | 12,018 | 2,739 | 368 | | 451 | 113 | 23 | 3,052 | 3,933 | 517 | 4,074 |
| | 1987 | 25,402 | 10,604 | 10,534 | 2,572 | 694 | | 423 | 219 | 48 | 3,045 | 3,517 | 518 | 2,879 |
| Colonial Heights city | 1991 | 140,939 | 40,017 | 39,560 | 12,778 | 21,348 | 10,635 | 3,539 | 5,548 | 4,494 | 16,719 | 13,065 | 5,301 | 9,950 |
| | 1987 | 110,035 | 29,240 | 28,900 | 11,238 | 13,960 | 6,758 | 3,646 | 3,950 | 3,231 | 17,617 | 11,861 | 3,990 | 5,829 |
| Covington city | 1991 | 141,223 | 28,781 | 28,002 | 8,954 | 24,764 | | 5,281 | 6,110 | 3,730 | 44,556 | 5,497 | 7,192 | 5,991 |
| | 1987 | 126,231 | 24,567 | 23,897 | 8,155 | 17,581 | | 5,497 | 5,546 | 3,452 | 41,795 | 6,154 | 8,161 | 4,355 |
| Craig | 1991 | 3,944 | 2,765 | 2,565 | 280 | | | | 57 | | 187 | 212 | | 248 |
| | 1987 | 4,169 | 2,721 | 2,524 | 381 | | | | 60 | | 175 | 420 | | 186 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1991
U.S. CENSUS: 1987

| METRO AREA County | Year | Total Retail Sales ($000) | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **VIRGINIA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Culpeper | 1991 | 165,350 | 41,064 | 40,449 | 14,345 | 22,950 | 21,722 | 4,926 | 6,873 | 4,832 | 31,088 | 14,375 | 7,994 | 7,377 |
| | 1987 | 144,984 | 36,778 | 36,220 | 12,548 | 19,707 | 18,593 | 4,756 | 6,958 | 4,959 | 27,302 | 12,340 | 7,823 | 6,421 |
| Cumberland | 1991 | 29,340 | 12,337 | 11,896 | 809 | 199 | | 3,085 | 858 | 111 | 4,862 | 2,032 | 3,513 | 260 |
| | 1987 | 24,731 | 8,751 | 8,437 | 641 | 151 | | 3,084 | 1,242 | 161 | 3,566 | 2,338 | 3,309 | 197 |
| Danville city | 1991 | 565,662 | 124,550 | 122,312 | 45,055 | 101,957 | 89,481 | 9,529 | 31,031 | 21,920 | 119,436 | 40,643 | 33,518 | 29,785 |
| | 1987 | 487,113 | 103,070 | 101,198 | 41,803 | 71,400 | 62,234 | 17,732 | 25,473 | 18,370 | 122,349 | 32,967 | 27,349 | 20,936 |
| Dickenson | 1991 | 57,755 | 21,029 | 20,239 | 3,114 | 8,383 | | 728 | 1,295 | 369 | 8,130 | 6,184 | 1,404 | 5,786 |
| | 1987 | 56,014 | 19,247 | 18,520 | 3,130 | 7,765 | | 684 | 1,479 | 447 | 11,371 | 4,876 | 2,104 | 3,672 |
| Dinwiddie | 1991 | 24,857 | 12,882 | 12,274 | 3,142 | 37 | | 662 | 577 | 577 | 2,313 | 3,412 | 464 | 989 |
| | 1987 | 22,646 | 11,276 | 10,742 | 2,715 | 46 | | 603 | 443 | 443 | 2,287 | 3,693 | 611 | 589 |
| Emporia city | 1991 | 103,688 | 23,627 | 23,055 | 9,478 | 4,147 | | 3,250 | 3,187 | 2,519 | 21,935 | 20,278 | 2,993 | 6,495 |
| | 1987 | 90,253 | 20,734 | 20,228 | 7,978 | 3,921 | | 3,037 | 3,262 | 2,609 | 19,784 | 17,452 | 3,005 | 4,663 |
| Essex | 1991 | 94,216 | 25,782 | 25,142 | 7,287 | 7,544 | | 5,177 | 4,196 | 2,667 | 11,360 | 6,599 | 8,760 | 8,978 |
| | 1987 | 81,478 | 21,463 | 20,926 | 7,093 | 6,529 | | 3,951 | 3,766 | 2,396 | 12,765 | 4,954 | 7,915 | 6,011 |
| ☐ Fairfax | 1991 | 6,891,549 | 1,427,426 | 1,384,842 | 675,910 | 943,908 | 788,438 | 467,378 | 560,717 | 310,070 | 1,304,032 | 420,040 | 222,535 | 214,134 |
| | 1987 | 5,874,164 | 1,154,178 | 1,119,521 | 550,231 | 774,388 | 641,055 | 415,223 | 446,902 | 253,198 | 1,296,335 | 367,309 | 226,133 | 178,953 |
| ☐ Fairfax city | 1991 | 796,842 | 78,613 | 75,831 | 62,825 | 39,877 | 37,256 | 18,649 | 56,469 | 36,150 | 360,184 | 26,277 | 40,985 | 35,373 |
| | 1987 | 712,342 | 70,323 | 67,821 | 61,331 | 38,148 | 35,507 | 18,833 | 50,008 | 32,620 | 326,718 | 27,934 | 35,411 | 28,953 |
| ☐ Falls Church city | 1991 | 269,385 | 36,911 | 36,751 | 20,197 | 2,097 | | 16,783 | 19,490 | 9,157 | 124,328 | 22,965 | 5,313 | 9,968 |
| | 1987 | 261,290 | 36,022 | 35,859 | 20,018 | 2,235 | | 18,454 | 18,742 | 9,052 | 122,450 | 19,296 | 5,653 | 8,855 |
| Fauquier | 1991 | 284,127 | 99,688 | 99,065 | 26,310 | 14,824 | 12,264 | 6,492 | 5,316 | 4,105 | 44,401 | 25,744 | 20,513 | 10,722 |
| | 1987 | 240,408 | 79,314 | 78,803 | 21,782 | 11,648 | 9,546 | 6,215 | 4,375 | 3,396 | 43,191 | 22,055 | 19,971 | 7,524 |
| Floyd | 1991 | 40,239 | 11,245 | 10,620 | 1,795 | 1,194 | | 424 | 1,484 | 1,199 | 14,435 | 2,902 | 1,258 | 119 |
| | 1987 | 34,522 | 8,733 | 8,246 | 1,312 | 1,121 | | 263 | 1,685 | 1,385 | 14,209 | 1,911 | 1,323 | 152 |
| Fluvanna | 1991 | 17,607 | 8,613 | 8,336 | 685 | 69 | | 164 | 287 | 287 | 2,210 | 3,963 | 947 | 102 |
| | 1987 | 16,922 | 7,860 | 7,605 | 636 | 73 | | 279 | 252 | 252 | 2,527 | 2,973 | 1,670 | 87 |
| Franklin | 1991 | 144,690 | 40,515 | 38,615 | 8,802 | 11,164 | 6,469 | 4,951 | 5,623 | 3,802 | 28,213 | 10,989 | 17,247 | 7,565 |
| | 1987 | 123,185 | 35,206 | 33,548 | 8,332 | 8,809 | 4,990 | 4,539 | 5,523 | 3,810 | 23,509 | 8,584 | 14,287 | 5,588 |
| Franklin city | 1991 | 93,232 | 25,888 | 25,553 | 5,461 | 12,147 | 6,783 | 2,138 | 4,885 | 3,187 | 20,452 | 5,277 | 3,535 | 6,534 |
| | 1987 | 77,568 | 20,925 | 20,650 | 4,721 | 9,471 | 5,158 | 3,001 | 4,636 | 3,092 | 16,968 | 3,793 | 3,152 | 4,619 |
| Frederick | 1991 | 134,377 | 26,084 | 24,663 | 13,552 | 9,721 | 7,738 | 1,160 | 4,273 | 3,301 | 31,920 | 10,076 | 29,848 | 1,442 |
| | 1987 | 120,490 | 25,837 | 24,424 | 10,294 | 6,977 | 5,493 | 740 | 4,089 | 3,213 | 31,179 | 10,306 | 25,620 | 1,114 |
| Fredericksburg city | 1991 | 539,470 | 107,515 | 98,838 | 81,617 | 72,485 | 64,762 | 7,957 | 15,765 | 11,455 | 85,015 | 33,372 | 48,002 | 15,675 |
| | 1987 | 452,318 | 83,276 | 76,540 | 60,373 | 58,837 | 52,255 | 10,198 | 18,026 | 13,244 | 84,238 | 31,041 | 44,968 | 13,109 |
| Galax city | 1991 | 125,214 | 24,930 | 24,724 | 7,560 | 27,304 | 19,441 | 4,614 | 6,504 | 6,187 | 18,649 | 10,659 | 6,793 | 7,974 |
| | 1987 | 105,791 | 22,055 | 21,868 | 8,067 | 19,088 | 13,369 | 4,099 | 5,844 | 5,579 | 18,200 | 8,484 | 7,103 | 5,180 |
| Giles | 1991 | 89,110 | 29,077 | 28,361 | 7,025 | 5,543 | | 1,110 | 2,948 | 2,478 | 15,612 | 7,452 | 4,709 | 7,414 |
| | 1987 | 84,484 | 28,707 | 27,994 | 5,452 | 4,768 | | 1,164 | 2,699 | 2,299 | 19,707 | 6,054 | 5,612 | 4,683 |
| Gloucester | 1991 | 164,091 | 47,428 | 45,647 | 18,391 | 20,200 | 17,383 | 1,832 | 5,990 | 5,264 | 29,807 | 15,103 | 10,773 | 4,718 |
| | 1987 | 135,747 | 40,518 | 38,989 | 14,216 | 13,797 | 11,784 | 1,595 | 4,639 | 4,104 | 25,999 | 12,042 | 10,305 | 3,743 |
| Goochland | 1991 | 40,642 | 12,369 | 11,629 | 1,352 | 2,399 | | | 4,095 | 2,754 | 12,115 | 2,653 | 2,019 | 2,009 |
| | 1987 | 35,832 | 10,050 | 9,447 | 1,123 | 2,041 | | | 3,133 | 2,103 | 10,165 | 3,834 | 1,753 | 1,348 |
| Grayson | 1991 | 21,291 | 10,220 | 9,608 | 939 | 1,023 | | 169 | 1,674 | 1,170 | 3,771 | 1,356 | 363 | 318 |
| | 1987 | 20,777 | 9,355 | 8,793 | 924 | 1,234 | | 200 | 1,841 | 1,283 | 3,980 | 1,183 | 412 | 443 |
| Greene | 1991 | 21,697 | 8,970 | 8,349 | 1,262 | 434 | | 442 | 569 | 569 | 2,153 | 3,115 | 2,719 | 485 |
| | 1987 | 20,370 | 7,239 | 6,736 | 1,034 | 619 | | 421 | 569 | 569 | 2,789 | 3,599 | 2,617 | 353 |
| Greensville | 1991 | 6,737 | 544 | 470 | 573 | 287 | | | | | 72 | 4,744 | 39 | |
| | 1987 | 5,777 | 542 | 468 | 915 | 311 | | | | | 72 | 3,473 | 42 | |
| Halifax | 1991 | 61,633 | 29,274 | 27,499 | 1,759 | 2,496 | | 149 | 2,176 | 2,176 | 4,616 | 4,024 | 11,796 | 2,521 |
| | 1987 | 49,486 | 20,791 | 19,527 | 1,870 | 2,180 | | 152 | 1,664 | 1,664 | 4,373 | 4,594 | 9,243 | 1,717 |
| Hampton city | 1991 | 1,318,021 | 176,587 | 175,689 | 90,871 | 149,225 | 97,425 | 65,238 | 61,831 | 32,867 | 250,755 | 69,403 | 48,976 | 50,018 |
| | 1987 | 1,165,686 | 169,109 | 168,215 | 82,881 | 132,738 | 85,048 | 58,937 | 63,366 | 34,668 | 249,417 | 60,662 | 46,817 | 30,612 |
| Hanover | 1991 | 403,195 | 101,293 | 100,505 | 31,246 | 30,225 | 20,272 | 8,034 | 29,578 | 18,664 | 61,797 | 71,337 | 19,070 | 18,154 |
| | 1987 | 342,679 | 81,871 | 81,218 | 28,002 | 20,348 | 13,406 | 7,049 | 22,164 | 14,015 | 50,151 | 77,707 | 17,560 | 11,934 |
| Harrisonburg city | 1991 | 444,881 | 75,447 | 72,320 | 39,136 | 81,255 | 69,974 | 12,832 | 35,347 | 24,337 | 83,368 | 25,821 | 33,106 | 19,665 |
| | 1987 | 371,093 | 65,666 | 62,932 | 32,410 | 66,829 | 57,111 | 11,302 | 30,701 | 21,493 | 74,941 | 20,697 | 27,270 | 12,347 |
| Henrico | 1991 | 1,840,306 | 378,400 | 368,908 | 148,641 | 405,506 | 268,569 | 120,187 | 113,602 | 54,982 | 255,477 | 146,751 | 35,807 | 70,823 |
| | 1987 | 1,610,213 | 327,391 | 319,115 | 132,728 | 350,857 | 228,137 | 105,764 | 92,555 | 45,927 | 280,269 | 112,604 | 35,349 | 53,007 |
| Henry | 1991 | 208,058 | 64,839 | 63,207 | 15,784 | 4,347 | | 5,142 | 4,814 | 2,884 | 40,290 | 21,070 | 25,371 | 14,713 |
| | 1987 | 185,342 | 55,609 | 54,199 | 13,986 | 4,434 | | 5,368 | 4,603 | 2,781 | 37,459 | 20,385 | 21,976 | 10,509 |
| Highland | 1991 | 6,507 | 1,695 | 1,474 | 309 | 129 | | | 144 | | 221 | 3,190 | 400 | |
| | 1987 | 6,016 | 1,343 | 1,168 | 454 | 153 | | | 209 | | 276 | 2,501 | 464 | |
| Hopewell city | 1991 | 157,377 | 35,328 | 35,045 | 19,474 | 22,008 | 10,336 | 5,861 | 2,896 | 1,829 | 19,653 | 20,716 | 17,178 | 9,658 |
| | 1987 | 144,637 | 35,722 | 35,428 | 16,285 | 21,236 | 9,691 | 7,171 | 3,541 | 2,296 | 17,989 | 14,571 | 16,250 | 7,100 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1991<br>U.S. CENSUS: 1987<br>METRO AREA<br>County | Year | Total Retail Sales ($000) | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **VIRGINIA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Isle of Wight | 1991 | 87,824 | 33,030 | 32,586 | 6,102 | 4,631 | | 1,293 | 819 | 499 | 13,157 | 12,140 | 4,056 | 5,330 |
| | 1987 | 77,762 | 30,500 | 30,083 | 5,597 | 3,692 | | 1,174 | 910 | 565 | 11,948 | 9,692 | 4,355 | 4,257 |
| James City | 1991 | 195,555 | 21,213 | 16,240 | 10,381 | | | 36,830 | 80,817 | 76,383 | 11,898 | 20,199 | 3,287 | 277 |
| | 1987 | 159,363 | 16,119 | 12,338 | 9,185 | | | 25,008 | 74,070 | 70,029 | 10,409 | 13,120 | 2,628 | 194 |
| King and Queen | 1991 | 5,997 | 1,640 | 1,508 | 626 | 43 | | | | | 3,370 | 197 | | |
| | 1987 | 5,369 | 1,967 | 1,808 | 467 | 51 | | | | | 2,567 | 194 | | |
| King George | 1991 | 35,195 | 14,243 | 14,179 | 4,061 | 231 | | 103 | 241 | 241 | 3,968 | 8,590 | 1,800 | 888 |
| | 1987 | 29,565 | 11,634 | 11,579 | 3,107 | 412 | | 97 | 334 | 334 | 4,474 | 5,844 | 1,516 | 846 |
| King William | 1991 | 70,837 | 15,233 | 14,967 | 2,229 | 1,054 | | 924 | 5,831 | 4,911 | 29,679 | 4,876 | 5,082 | 3,878 |
| | 1987 | 61,236 | 14,708 | 14,448 | 1,690 | 910 | | 1,255 | 4,498 | 3,783 | 23,611 | 5,700 | 4,196 | 2,574 |
| Lancaster | 1991 | 88,415 | 31,170 | 30,775 | 4,653 | 3,229 | | 3,916 | 5,458 | 1,840 | 19,256 | 6,942 | 4,723 | 3,780 |
| | 1987 | 74,884 | 24,846 | 24,527 | 4,010 | 2,580 | | 3,429 | 5,231 | 1,766 | 18,038 | 5,163 | 5,206 | 2,324 |
| Lee | 1991 | 83,916 | 39,133 | 36,793 | 4,372 | 4,506 | 3,058 | 649 | 1,376 | 1,017 | 11,010 | 9,487 | 5,625 | 5,356 |
| | 1987 | 72,649 | 31,252 | 29,377 | 4,438 | 4,452 | 2,969 | 575 | 1,303 | 967 | 12,419 | 6,678 | 5,519 | 3,898 |
| Lexington city | 1991 | 104,080 | 19,265 | 18,342 | 14,828 | 11,646 | 9,311 | 4,773 | 3,649 | 3,457 | 10,619 | 19,249 | 5,661 | 5,902 |
| | 1987 | 86,345 | 18,839 | 17,932 | 13,221 | 8,435 | 6,670 | 3,667 | 3,638 | 3,463 | 10,440 | 12,433 | 4,900 | 3,974 |
| ☐ Loudoun | 1991 | 701,353 | 149,652 | 143,018 | 67,306 | 34,771 | 25,677 | 15,515 | 29,382 | 15,078 | 179,274 | 41,520 | 90,636 | 21,072 |
| | 1987 | 556,049 | 136,858 | 130,765 | 50,507 | 21,264 | 15,476 | 14,020 | 21,178 | 11,123 | 146,304 | 35,115 | 69,946 | 16,697 |
| Louisa | 1991 | 50,839 | 16,188 | 9,945 | 2,913 | 6,384 | | 449 | 746 | 625 | 6,075 | 11,434 | 2,768 | 1,159 |
| | 1987 | 45,257 | 16,209 | 9,956 | 2,445 | 4,885 | | 340 | 876 | 735 | 6,201 | 8,038 | 3,047 | 1,097 |
| Lunenburg | 1991 | 40,335 | 13,728 | 13,455 | 1,751 | 1,423 | | 789 | 814 | 498 | 4,416 | 2,912 | 4,810 | 4,078 |
| | 1987 | 35,788 | 11,812 | 11,575 | 1,682 | 1,715 | | 743 | 869 | 543 | 5,063 | 2,902 | 4,184 | 2,626 |
| Lynchburg city | 1991 | 717,223 | 138,607 | 133,126 | 70,465 | 131,154 | 115,075 | 36,430 | 36,638 | 25,391 | 106,591 | 67,902 | 38,128 | 34,303 |
| | 1987 | 627,084 | 112,661 | 108,184 | 59,240 | 115,279 | 100,468 | 33,584 | 36,376 | 25,637 | 110,821 | 50,257 | 38,610 | 21,174 |
| Madison | 1991 | 39,146 | 8,370 | 8,058 | 1,873 | 621 | | 115 | 859 | | 5,953 | 5,834 | 4,630 | 1,161 |
| | 1987 | 34,224 | 7,771 | 7,479 | 1,580 | 717 | | 127 | 638 | | 4,736 | 4,336 | 4,705 | 929 |
| ☐ Manassas city | 1991 | 598,684 | 129,385 | 127,622 | 26,641 | 32,305 | 30,535 | 8,528 | 31,485 | 16,923 | 254,719 | 19,030 | 49,951 | 22,432 |
| | 1987 | 513,370 | 108,616 | 107,114 | 24,725 | 27,549 | 25,958 | 6,333 | 23,944 | 13,107 | 214,721 | 21,487 | 45,081 | 14,415 |
| ☐ Manassas Park city | 1991 | 6,449 | 1,900 | 854 | 199 | 1,060 | | | 198 | | 399 | 1,633 | | 716 |
| | 1987 | 7,581 | 2,758 | 1,239 | 197 | 1,198 | | | 230 | | 613 | 1,590 | | 738 |
| Martinsville city | 1991 | 269,158 | 41,746 | 40,674 | 17,957 | 51,584 | 45,688 | 11,528 | 14,791 | 10,031 | 40,173 | 20,987 | 17,655 | 14,190 |
| | 1987 | 233,200 | 38,035 | 37,051 | 15,637 | 41,793 | 36,776 | 9,700 | 12,749 | 8,765 | 43,788 | 17,034 | 14,671 | 8,944 |
| Mathews | 1991 | 23,507 | 6,881 | 6,742 | 1,638 | 456 | | 380 | 1,492 | 1,261 | 3,449 | 4,057 | 1,606 | 1,364 |
| | 1987 | 21,529 | 6,969 | 6,827 | 1,297 | 374 | | 494 | 1,206 | 1,015 | 3,262 | 3,184 | 1,602 | 1,296 |
| Mecklenburg | 1991 | 174,960 | 46,608 | 45,084 | 15,435 | 13,326 | 5,160 | 9,414 | 7,047 | 3,967 | 29,235 | 15,615 | 12,986 | 10,117 |
| | 1987 | 158,550 | 40,436 | 39,106 | 12,647 | 12,389 | 4,639 | 8,025 | 6,657 | 3,817 | 33,648 | 14,191 | 11,267 | 6,810 |
| Middlesex | 1991 | 37,647 | 15,194 | 14,813 | 2,236 | 747 | | 158 | 1,794 | 1,539 | 6,299 | 542 | 4,404 | 2,612 |
| | 1987 | 34,036 | 13,604 | 13,260 | 2,299 | 791 | | 276 | 1,632 | 1,398 | 5,664 | 578 | 3,989 | 1,868 |
| Montgomery | 1991 | 525,323 | 107,596 | 106,152 | 44,707 | 54,896 | 37,767 | 14,187 | 20,077 | 12,524 | 154,700 | 29,717 | 42,544 | 12,502 |
| | 1987 | 452,843 | 91,172 | 89,931 | 39,304 | 44,537 | 30,117 | 13,518 | 19,354 | 12,370 | 138,091 | 30,967 | 33,108 | 8,606 |
| Nelson | 1991 | 62,867 | 15,703 | 13,807 | 944 | 2,249 | | 1,088 | 390 | 225 | 28,764 | 6,826 | 1,015 | 1,680 |
| | 1987 | 55,740 | 12,169 | 10,697 | 897 | 1,683 | | 1,606 | 456 | 269 | 27,837 | 5,355 | 1,065 | 1,060 |
| New Kent | 1991 | 26,440 | 9,472 | 9,063 | 902 | 1,478 | | 65 | 19 | | 3,741 | 7,262 | 91 | 2,495 |
| | 1987 | 24,363 | 8,332 | 7,971 | 1,147 | 1,220 | | 69 | 36 | | 4,922 | 6,052 | 139 | 1,701 |
| Newport News city | 1991 | 1,249,231 | 218,254 | 204,357 | 87,538 | 164,600 | 155,596 | 50,519 | 53,298 | 37,029 | 366,661 | 92,414 | 78,537 | 37,359 |
| | 1987 | 1,058,258 | 183,608 | 171,882 | 78,695 | 133,998 | 126,275 | 40,363 | 41,265 | 29,113 | 340,909 | 76,688 | 68,786 | 22,479 |
| Norfolk city | 1991 | 1,843,870 | 348,390 | 323,106 | 206,639 | 305,751 | 254,741 | 110,770 | 93,586 | 50,381 | 388,186 | 93,512 | 53,640 | 68,593 |
| | 1987 | 1,739,450 | 323,673 | 300,123 | 189,171 | 275,301 | 227,287 | 103,321 | 99,204 | 54,809 | 404,989 | 88,215 | 50,646 | 54,728 |
| Northampton | 1991 | 53,518 | 19,738 | 19,158 | 4,468 | 2,522 | | 757 | 957 | 514 | 4,625 | 3,680 | 3,882 | 7,442 |
| | 1987 | 52,194 | 20,553 | 19,945 | 4,153 | 2,515 | | 850 | 999 | 554 | 5,061 | 3,679 | 4,358 | 5,044 |
| Northumberland | 1991 | 35,276 | 11,072 | 10,710 | 1,690 | 1,484 | | 337 | 541 | | 3,737 | 7,003 | 5,667 | 1,197 |
| | 1987 | 32,400 | 11,254 | 10,884 | 1,421 | 1,351 | | 326 | 486 | | 3,232 | 4,973 | 4,699 | 2,016 |
| Norton city | 1991 | 70,667 | 9,027 | 8,871 | 5,694 | 10,184 | 3,785 | 3,145 | 1,728 | 1,129 | 17,320 | 4,933 | 5,695 | 5,093 |
| | 1987 | 64,342 | 8,564 | 8,414 | 5,548 | 7,803 | 2,806 | 3,233 | 1,955 | 1,316 | 16,918 | 3,610 | 6,468 | 4,135 |
| Nottoway | 1991 | 85,400 | 26,698 | 26,000 | 4,441 | 8,545 | 4,912 | 3,583 | 2,575 | 2,000 | 20,966 | 3,248 | 4,570 | 6,285 |
| | 1987 | 75,213 | 21,193 | 20,635 | 4,287 | 6,098 | 3,425 | 2,927 | 3,318 | 2,628 | 21,825 | 3,427 | 3,634 | 3,919 |
| Orange | 1991 | 105,291 | 23,869 | 23,091 | 6,977 | 5,417 | | 2,925 | 3,890 | 3,430 | 25,848 | 4,659 | 7,091 | 9,489 |
| | 1987 | 91,189 | 20,889 | 20,204 | 5,586 | 4,893 | | 2,195 | 3,354 | 2,969 | 25,663 | 6,826 | 6,192 | 5,705 |
| Page | 1991 | 162,971 | 33,790 | 33,336 | 5,874 | 9,300 | 4,367 | 3,032 | 3,593 | 2,534 | 85,451 | 5,309 | 2,504 | 4,636 |
| | 1987 | 131,209 | 26,953 | 26,585 | 8,349 | 6,376 | 2,910 | 1,870 | 3,391 | 2,431 | 68,517 | 3,867 | 2,348 | 3,761 |
| Patrick | 1991 | 57,533 | 18,243 | 17,354 | 2,836 | 6,206 | | 381 | 720 | 360 | 10,771 | 8,954 | 3,220 | 4,890 |
| | 1987 | 51,348 | 15,872 | 15,096 | 2,436 | 6,435 | | 358 | 882 | 445 | 10,972 | 6,382 | 2,876 | 3,072 |
| Petersburg city | 1991 | 469,799 | 102,257 | 99,751 | 30,831 | 76,532 | 71,834 | 10,918 | 15,432 | 9,042 | 97,186 | 41,055 | 46,902 | 18,711 |
| | 1987 | 445,120 | 83,601 | 81,536 | 28,620 | 78,829 | 73,742 | 14,579 | 17,086 | 10,356 | 109,726 | 35,380 | 39,172 | 13,937 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1991<br>U.S. CENSUS: 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **METRO AREA** County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **VIRGINIA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Pittsylvania | 1991 | 105,357 | 39,502 | 37,823 | 7,475 | 4,139 | | 1,296 | 2,339 | 1,847 | 13,978 | 19,326 | 4,743 | 7,292 |
| | 1987 | 101,016 | 37,538 | 35,935 | 7,706 | 4,582 | | 1,703 | 2,410 | 1,924 | 14,973 | 13,855 | 7,551 | 4,962 |
| Poquoson city | 1991 | 26,232 | 14,076 | 13,502 | 1,885 | | | 108 | 130 | | 3,258 | 2,759 | 228 | 1,408 |
| | 1987 | 22,898 | 13,115 | 12,577 | 1,482 | | | 130 | 188 | | 3,010 | 1,984 | 396 | 935 |
| Portsmouth city | 1991 | 608,420 | 173,126 | 168,609 | 47,417 | 64,144 | 51,022 | 28,561 | 19,083 | 9,933 | 159,306 | 32,558 | 20,358 | 30,771 |
| | 1987 | 590,243 | 155,129 | 151,051 | 45,942 | 62,[illegible] | 49,286 | 33,356 | 21,002 | 11,197 | 163,155 | 31,613 | 23,634 | 22,698 |
| Powhatan | 1991 | 33,698 | 14,460 | 14,099 | 1,361 | 247 | | | 397 | 397 | 11,861 | 824 | 1,028 | 2,286 |
| | 1987 | 30,508 | 12,008 | 11,706 | 1,011 | 272 | | | 395 | 395 | 11,491 | 1,741 | 1,111 | 1,596 |
| Prince Edward | 1991 | 140,427 | 40,343 | 39,365 | 16,693 | 18,801 | 8,629 | 5,072 | 9,339 | 7,984 | 24,408 | 6,397 | 5,021 | 6,628 |
| | 1987 | 117,186 | 30,643 | 29,894 | 14,373 | 13,328 | 5,939 | 3,501 | 9,149 | 7,912 | 23,171 | 5,954 | 5,242 | 5,333 |
| Prince George | 1991 | 37,363 | 3,446 | 3,226 | 8,544 | | | 3,783 | 204 | 204 | 14,066 | 5,977 | 329 | |
| | 1987 | 35,319 | 4,004 | 3,748 | 7,049 | | | 2,666 | 305 | 305 | 15,006 | 4,670 | 439 | |
| ☐ Prince William | 1991 | 1,486,833 | 324,426 | 316,818 | 148,865 | 131,214 | 118,446 | 130,163 | 124,759 | 97,455 | 286,839 | 103,191 | 71,300 | 32,747 |
| | 1987 | 1,267,996 | 256,625 | 250,557 | 116,716 | 100,997 | 90,667 | 87,337 | 112,204 | 88,594 | 295,343 | 96,130 | 81,987 | 29,283 |
| Pulaski | 1991 | 154,947 | 44,694 | 44,068 | 15,981 | 10,850 | 9,010 | 2,164 | 3,552 | 2,832 | 31,882 | 16,996 | 11,412 | 10,505 |
| | 1987 | 136,625 | 39,390 | 38,830 | 12,971 | 8,452 | 6,949 | 2,493 | 3,765 | 3,053 | 32,321 | 13,153 | 10,870 | 6,276 |
| Radford city | 1991 | 122,490 | 28,391 | 28,307 | 10,560 | 12,675 | 12,139 | 3,709 | 7,540 | 4,928 | 27,952 | 4,255 | 4,834 | 5,824 |
| | 1987 | 103,400 | 21,135 | 21,068 | 9,012 | 9,676 | 9,247 | 4,222 | 7,459 | 4,914 | 26,565 | 3,838 | 3,941 | 4,337 |
| Rappahannock | 1991 | 16,364 | 4,217 | 3,994 | 2,005 | 47 | | 51 | 580 | 580 | 317 | 2,085 | | |
| | 1987 | 12,988 | 3,708 | 3,511 | 1,653 | 52 | | 47 | 943 | 943 | 281 | 1,679 | | |
| Richmond | 1991 | 53,638 | 12,636 | 12,311 | 1,876 | 12,836 | 10,009 | 2,025 | 2,425 | 1,404 | 5,387 | 4,723 | 370 | 6,220 |
| | 1987 | 47,608 | 14,362 | 13,991 | 2,170 | 9,039 | 6,966 | 1,823 | 2,778 | 1,636 | 5,144 | 4,239 | 428 | 4,082 |
| Richmond city | 1991 | 2,032,589 | 401,446 | 381,036 | 211,204 | 53,795 | 45,287 | 100,613 | 120,545 | 86,755 | 498,062 | 119,181 | 101,869 | 98,926 |
| | 1987 | 1,945,004 | 372,772 | 353,750 | 199,815 | 75,264 | 62,813 | 88,353 | 107,013 | 78,095 | 559,123 | 109,738 | 94,732 | 67,464 |
| Roanoke | 1991 | 351,304 | 86,214 | 85,910 | 42,726 | 20,517 | 16,528 | 29,759 | 24,024 | 17,317 | 37,875 | 61,133 | 14,073 | 13,971 |
| | 1987 | 328,057 | 96,063 | 95,706 | 36,315 | 25,615 | 20,407 | 25,149 | 21,721 | 15,971 | 31,570 | 50,806 | 14,569 | 10,539 |
| Roanoke city | 1991 | 1,184,920 | 141,721 | 136,076 | 101,979 | 232,314 | 180,920 | 61,950 | 68,427 | 33,572 | 244,362 | 65,948 | 66,515 | 46,136 |
| | 1987 | 1,033,617 | 149,750 | 143,757 | 93,749 | 179,198 | 137,875 | 58,960 | 63,876 | 32,083 | 227,907 | 58,095 | 65,541 | 30,896 |
| Rockbridge | 1991 | 78,638 | 6,777 | 6,237 | 4,519 | 2,145 | | 304 | 648 | 566 | 4,789 | 46,290 | 6,191 | 881 |
| | 1987 | 68,490 | 6,809 | 6,265 | 4,057 | 1,813 | | 248 | 1,089 | 948 | 5,577 | 36,351 | 6,807 | 716 |
| Rockingham | 1991 | 143,522 | 43,632 | 39,740 | 8,827 | 2,586 | 1,176 | 2,372 | 7,144 | 4,208 | 24,616 | 12,048 | 13,381 | 8,253 |
| | 1987 | 129,126 | 38,193 | 34,779 | 9,174 | 3,527 | 1,560 | 2,518 | 6,119 | 3,697 | 24,877 | 9,469 | 15,055 | 5,280 |
| Russell | 1991 | 110,314 | 34,167 | 33,687 | 7,059 | 8,949 | 3,121 | 2,197 | 4,041 | 2,942 | 12,591 | 19,308 | 8,624 | 10,138 |
| | 1987 | 93,339 | 28,918 | 28,506 | 6,311 | 6,533 | 2,201 | 1,972 | 4,005 | 2,914 | 13,864 | 14,938 | 7,678 | 5,980 |
| Salem city | 1991 | 474,828 | 83,130 | 82,005 | 33,354 | 21,226 | 8,430 | 2,978 | 12,970 | 6,977 | 185,424 | 18,637 | 31,573 | 19,963 |
| | 1987 | 382,898 | 65,527 | 64,628 | 23,656 | 16,955 | 6,520 | 4,023 | 12,782 | 7,123 | 161,649 | 13,451 | 22,075 | 12,517 |
| ☐ Scott | 1991 | 113,246 | 53,011 | 46,015 | 6,451 | 2,941 | | 448 | 2,258 | 1,302 | 14,429 | 7,295 | 14,175 | 7,946 |
| | 1987 | 98,003 | 39,415 | 34,207 | 4,821 | 2,178 | | 449 | 2,419 | 1,393 | 18,680 | 6,925 | 14,792 | 4,656 |
| Shenandoah | 1991 | 188,045 | 40,113 | 37,021 | 17,112 | 7,859 | | 2,989 | 4,586 | 2,955 | 39,642 | 34,737 | 11,406 | 8,283 |
| | 1987 | 162,430 | 37,140 | 34,270 | 13,523 | 5,455 | | 3,153 | 4,508 | 2,898 | 36,900 | 30,103 | 10,536 | 5,036 |
| Smyth | 1991 | 177,798 | 47,170 | 45,664 | 8,946 | 19,517 | 12,294 | 5,039 | 4,487 | 2,719 | 30,853 | 16,600 | 22,902 | 11,583 |
| | 1987 | 151,486 | 40,475 | 39,175 | 7,770 | 13,985 | 8,627 | 4,725 | 4,022 | 2,508 | 29,729 | 12,742 | 20,144 | 7,424 |
| Southampton | 1991 | 38,521 | 18,080 | 17,336 | 820 | 466 | | 41 | 826 | 749 | 9,850 | 2,354 | 760 | 1,519 |
| | 1987 | 35,327 | 14,468 | 13,870 | 1,091 | 493 | | 69 | 955 | 867 | 11,299 | 1,861 | 781 | 909 |
| South Boston city | 1991 | 107,599 | 15,509 | 15,171 | 11,879 | 20,143 | 16,798 | 2,818 | 5,468 | 3,702 | 16,639 | 14,092 | 2,326 | 8,191 |
| | 1987 | 99,716 | 17,263 | 16,883 | 9,998 | 16,465 | 13,609 | 3,005 | 5,632 | 3,883 | 18,816 | 10,918 | 3,204 | 5,754 |
| Spotsylvania | 1991 | 226,957 | 17,100 | 15,327 | 4,505 | 56,714 | 51,439 | 26,249 | 21,763 | 20,067 | 66,746 | 24,004 | 287 | 791 |
| | 1987 | 203,556 | 21,394 | 19,173 | 4,225 | 53,388 | 48,166 | 17,910 | 15,892 | 14,745 | 65,544 | 17,026 | 283 | 635 |
| ☐ Stafford | 1991 | 299,749 | 63,378 | 61,504 | 35,633 | 9,848 | 8,935 | 3,219 | 10,969 | 8,106 | 57,824 | 53,660 | 39,778 | 11,257 |
| | 1987 | 241,386 | 60,982 | 59,168 | 27,146 | 8,645 | 7,806 | 2,211 | 9,019 | 6,790 | 46,512 | 38,068 | 32,136 | 7,181 |
| Staunton city | 1991 | 250,094 | 48,463 | 47,427 | 25,853 | 61,119 | 50,638 | 8,288 | 11,330 | 8,870 | 33,733 | 8,755 | 13,079 | 13,039 |
| | 1987 | 214,265 | 44,934 | 43,965 | 21,190 | 45,561 | 37,396 | 7,258 | 10,018 | 7,877 | 33,278 | 10,503 | 13,794 | 9,022 |
| Suffolk city | 1991 | 268,577 | 57,346 | 55,201 | 15,075 | 14,562 | 9,203 | 14,574 | 6,531 | 5,553 | 57,665 | 27,018 | 21,570 | 10,171 |
| | 1987 | 248,897 | 53,909 | 51,882 | 14,665 | 2,979 | 8,031 | 13,664 | 7,251 | 6,203 | 54,736 | 21,846 | 20,651 | 8,739 |
| Surry | 1991 | 10,483 | 6,158 | 6,011 | 1,314 | | | 50 | 285 | 285 | 1,086 | 527 | 98 | 61 |
| | 1987 | 10,252 | 5,598 | 5,463 | 1,274 | | | 63 | 242 | 242 | 1,436 | 710 | 122 | 60 |
| Sussex | 1991 | 53,024 | 15,624 | 14,987 | 4,855 | 637 | | 699 | 3,402 | 2,98[illegible] | 8,169 | 1,588 | 3,473 | 2,632 |
| | 1987 | 47,873 | 15,893 | 15,242 | 4,405 | 884 | | 684 | 2,735 | 2,395 | 7,686 | 1,962 | 2,716 | 1,914 |
| Tazewell | 1991 | 396,421 | 137,568 | 136,545 | 17,378 | 37,803 | 26,280 | 4,398 | 7,627 | 4,329 | 103,867 | 9,664 | 37,190 | 19,403 |
| | 1987 | 341,171 | 112,955 | 112,093 | 14,732 | 29,347 | 20,060 | 5,224 | 8,420 | 4,906 | 93,363 | 10,256 | 35,945 | 13,123 |
| Virginia Beach city | 1991 | 2,847,285 | 579,141 | 564,259 | 318,176 | 293,210 | 240,367 | 171,079 | 150,752 | 92,420 | 657,179 | 185,808 | 134,247 | 94,826 |
| | 1987 | 2,385,641 | 475,083 | 462,782 | 272,043 | 243,552 | 197,680 | 131,248 | 155,481 | 97,579 | 577,068 | 152,931 | 134,556 | 60,173 |
| Warren | 1991 | 169,427 | 40,141 | 39,129 | 13,909 | 22,140 | 20,615 | 4,542 | 4,295 | 3,005 | 36,867 | 25,069 | 10,211 | 5,499 |
| | 1987 | 145,152 | 38,109 | 37,141 | 11,335 | 15,564 | 14,436 | 4,735 | 4,601 | 3,269 | 30,298 | 20,381 | 10,230 | 3,708 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1991
U.S. CENSUS: 1987

| METRO AREA<br>County | Year | Total Retail Sales ($000) | Food Stores |  | Eating & Drinking Places | General Merchandise Stores |  | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores |  | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drugstores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  | Total ($000) | Supermarkets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **VIRGINIA (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **ALL COUNTIES (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| ☐ Washington | 1991 | 178,166 | 57,693 | 56,613 | 15,513 | 15,278 | 3,059 | 4,988 | 8,622 | 7,533 | 36,631 | 14,133 | 5,911 | 7,460 |
|  | 1987 | 152,432 | 46,685 | 45,802 | 13,134 | 12,010 | 2,304 | 4,785 | 8,066 | 7,110 | 35,746 | 10,941 | 6,371 | 4,473 |
| Waynesboro city | 1991 | 193,683 | 48,220 | 47,074 | 18,639 | 17,660 | 17,491 | 2,134 | 14,885 | 11,365 | 49,652 | 13,620 | 8,793 | 10,147 |
|  | 1987 | 167,474 | 38,133 | 37,219 | 15,319 | 15,420 | 15,268 | 1,763 | 12,724 | 9,762 | 49,586 | 11,409 | 8,105 | 7,032 |
| Westmoreland | 1991 | 61,486 | 21,010 | 20,269 | 5,250 | 1,944 |  | 188 | 140 | 140 | 16,760 | 6,052 | 5,788 | 3,098 |
|  | 1987 | 50,970 | 15,889 | 15,326 | 4,799 | 1,825 |  | 166 | 231 | 231 | 15,702 | 4,817 | 4,653 | 1,798 |
| Williamsburg city | 1991 | 354,335 | 65,182 | 61,490 | 99,051 | 16,467 | 13,465 | 23,648 | 28,455 | 21,983 | 32,520 | 27,067 | 10,775 | 9,542 |
|  | 1987 | 305,668 | 66,865 | 63,065 | 74,319 | 15,811 | 12,799 | 18,758 | 25,515 | 19,896 | 37,235 | 19,721 | 10,632 | 7,856 |
| Winchester city | 1991 | 502,919 | 96,225 | 95,142 | 47,919 | 104,986 | 95,398 | 31,131 | 28,014 | 20,590 | 101,926 | 6,971 | 24,863 | 22,598 |
|  | 1987 | 413,076 | 76,495 | 75,619 | 38,896 | 74,228 | 67,113 | 23,505 | 24,255 | 18,171 | 99,441 | 9,323 | 22,410 | 17,185 |
| Wise | 1991 | 251,536 | 96,368 | 95,632 | 11,948 | 35,883 | 27,288 | 8,402 | 3,599 | 1,978 | 42,573 | 16,509 | 6,356 | 19,438 |
|  | 1987 | 223,944 | 86,447 | 85,770 | 10,649 | 25,715 | 19,302 | 6,797 | 3,403 | 1,899 | 45,726 | 13,807 | 8,127 | 11,433 |
| Wythe | 1991 | 160,323 | 29,317 | 28,109 | 12,925 | 9,605 |  | 5,274 | 3,866 | 3,292 | 33,544 | 47,240 | 5,195 | 7,686 |
|  | 1987 | 140,071 | 27,027 | 25,908 | 11,025 | 7,768 |  | 5,203 | 3,970 | 3,421 | 32,200 | 37,175 | 4,537 | 5,472 |
| York | 1991 | 145,521 | 51,379 | 49,622 | 18,890 | 20,804 | 12,954 | 2,740 | 4,341 | 2,868 | 10,136 | 9,209 | 5,452 | 10,377 |
|  | 1987 | 125,780 | 43,220 | 41,734 | 18,369 | 13,353 | 8,149 | 2,587 | 5,070 | 3,407 | 8,871 | 10,720 | 5,115 | 6,846 |
| **TOTAL METRO COUNTIES** | **1991** | **36,024,968** | **7,068,501** | **6,827,567** | **3,517,512** | **4,145,922** | **3,351,006** | **1,899,618** | **2,084,218** | **1,272,314** | **7,989,439** | **2,412,930** | **1,717,731** | **1,318,313** |
|  | 1987 | 31,321,823 | 6,071,585 | 5,862,302 | 2,975,141 | 3,514,279 | 2,814,124 | 1,620,156 | 1,858,059 | 1,156,689 | 7,718,309 | 2,100,968 | 1,596,665 | 958,687 |
| **TOTAL STATE** | **1991** | **45,782,963** | **9,571,321** | **9,244,241** | **4,274,672** | **5,170,456** | **4,047,133** | **2,185,052** | **2,452,584** | **1,537,236** | **9,971,367** | **3,298,290** | **2,377,935** | **1,800,101** |
|  | 1987 | 39,784,763 | 8,236,148 | 7,950,706 | 3,625,063 | 4,334,352 | 3,358,114 | 1,874,210 | 2,203,542 | 1,406,770 | 9,616,513 | 2,845,196 | 2,208,068 | 1,292,622 |
| **WASHINGTON** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **BELLINGHAM** | **1991** | **1,090,725** | **268,942** | **259,980** | **122,432** | **119,752** | **96,157** | **42,382** | **70,445** | **30,319** | **127,908** | **116,149** | **75,994** | **49,586** |
|  | 1987 | 771,915 | 188,375 | 182,061 | 81,948 | 95,920 | 76,191 | 27,235 | 44,034 | 19,445 | 118,456 | 75,444 | 50,910 | 28,604 |
| Whatcom | 1991 | 1,090,725 | 268,942 | 259,980 | 122,432 | 119,752 | 96,157 | 42,382 | 70,445 | 30,319 | 127,908 | 116,149 | 75,994 | 49,586 |
|  | 1987 | 771,915 | 188,375 | 182,061 | 81,948 | 95,920 | 76,191 | 27,235 | 44,034 | 19,445 | 118,456 | 75,444 | 50,910 | 28,604 |
| **BREMERTON** | **1991** | **1,178,139** | **282,099** | **271,368** | **117,136** | **141,021** | **97,952** | **47,859** | **68,016** | **27,434** | **168,512** | **75,439** | **103,529** | **67,225** |
|  | 1987 | 829,131 | 205,882 | 198,011 | 76,554 | 98,253 | 67,112 | 31,224 | 45,299 | 18,572 | 147,709 | 52,713 | 67,897 | 43,797 |
| Kitsap | 1991 | 1,178,139 | 282,099 | 271,368 | 117,136 | 141,021 | 97,952 | 47,859 | 68,016 | 27,434 | 168,512 | 75,439 | 103,529 | 67,225 |
|  | 1987 | 829,131 | 205,882 | 198,011 | 76,554 | 98,253 | 67,112 | 31,224 | 45,299 | 18,572 | 147,709 | 52,713 | 67,897 | 43,797 |
| **OLYMPIA** | **1991** | **1,203,358** | **288,675** | **276,873** | **124,607** | **131,208** | **100,281** | **32,503** | **70,502** | **32,920** | **196,606** | **86,450** | **98,856** | **56,355** |
|  | 1987 | 853,829 | 209,265 | 200,670 | 84,390 | 104,851 | 79,105 | 26,034 | 47,313 | 22,387 | 157,843 | 66,287 | 61,241 | 31,427 |
| Thurston | 1991 | 1,203,358 | 288,675 | 276,873 | 124,607 | 131,208 | 100,281 | 32,503 | 70,502 | 32,920 | 196,606 | 86,450 | 98,856 | 56,355 |
|  | 1987 | 853,829 | 209,265 | 200,670 | 84,390 | 104,851 | 79,105 | 26,034 | 47,313 | 22,387 | 157,843 | 66,237 | 61,241 | 31,427 |
| **RICHLAND - KENNEWICK - PASCO** | **1991** | **1,109,990** | **265,483** | **258,398** | **115,136** | **147,161** | **121,524** | **23,500** | **41,881** | **22,779** | **232,091** | **66,825** | **58,602** | **66,413** |
|  | 1987 | 847,327 | 209,956 | 204,313 | 78,740 | 119,512 | 97,918 | 22,160 | 26,921 | 14,776 | 197,167 | 48,275 | 38,322 | 40,758 |
| Benton | 1991 | 765,207 | 201,314 | 195,490 | 92,737 | 118,474 | 95,359 | 21,171 | 37,159 | 20,042 | 75,212 | 45,428 | 44,823 | 53,717 |
|  | 1987 | 584,498 | 159,022 | 154,390 | 60,762 | 94,841 | 75,525 | 19,505 | 23,920 | 13,051 | 81,553 | 32,695 | 30,089 | 32,318 |
| Franklin | 1991 | 344,783 | 64,169 | 62,908 | 22,399 | 28,687 | 26,165 | 2,329 | 4,722 | 2,737 | 156,879 | 21,397 | 13,779 | 12,696 |
|  | 1987 | 262,829 | 50,934 | 49,923 | 17,978 | 24,671 | 22,393 | 2,655 | 3,001 | 1,725 | 115,614 | 15,580 | 8,233 | 8,440 |
| **SEATTLE** | **1991** | **17,886,958** | **3,684,343** | **3,486,413** | **2,340,587** | **1,888,872** | **1,412,721** | **1,206,357** | **1,073,491** | **521,909** | **2,835,990** | **1,110,918** | **892,955** | **801,705** |
|  | 1987 | 13,269,048 | 2,696,217 | 2,551,151 | 1,506,677 | 1,594,350 | 1,175,547 | 830,401 | 791,997 | 394,461 | 2,518,336 | 757,326 | 655,206 | 469,722 |
| King | 1991 | 14,314,846 | 2,961,784 | 2,790,846 | 1,956,281 | 1,409,798 | 1,049,108 | 1,029,109 | 788,490 | 392,889 | 2,239,086 | 896,252 | 644,311 | 653,616 |
|  | 1987 | 10,706,363 | 2,153,234 | 2,028,556 | 1,254,865 | 1,235,039 | 906,378 | 708,148 | 600,288 | 305,827 | 2,001,417 | 620,535 | 496,503 | 383,099 |
| Snohomish | 1991 | 3,572,112 | 722,559 | 695,567 | 384,306 | 479,074 | 363,613 | 177,248 | 285,001 | 129,020 | 596,904 | 214,666 | 248,644 | 148,089 |
|  | 1987 | 2,562,685 | 542,983 | 522,595 | 251,812 | 359,311 | 269,169 | 122,253 | 191,709 | 88,634 | 516,919 | 136,791 | 158,703 | 86,623 |
| ***SEATTLE - TACOMA CONSOLIDATED AREA*** | ***1991*** | ***22,083,981*** | ***4,495,418*** | ***4,260,913*** | ***2,830,862*** | ***2,482,280*** | ***1,854,985*** | ***1,407,289*** | ***1,292,316*** | ***637,515*** | ***3,664,906*** | ***1,394,763*** | ***1,145,973*** | ***978,786*** |
|  | *1987* | *16,379,938* | *3,319,970* | *3,146,656* | *1,823,096* | *2,048,337* | *1,509,271* | *959,488* | *939,292* | *473,847* | *3,228,831* | *954,011* | *843,643* | *568,220* |
| **SPOKANE** | **1991** | **3,118,833** | **689,958** | **669,039** | **356,446** | **413,445** | **306,966** | **140,176** | **114,994** | **65,303** | **650,582** | **197,316** | **137,079** | **110,450** |
|  | 1987 | 2,317,062 | 497,836 | 482,645 | 225,906 | 356,509 | 261,001 | 111,755 | 96,280 | 55,837 | 547,711 | 128,674 | 102,160 | 63,670 |
| Spokane | 1991 | 3,118,833 | 689,958 | 669,039 | 356,446 | 413,445 | 306,966 | 140,176 | 114,994 | 65,303 | 650,582 | 197,316 | 137,079 | 110,450 |
|  | 1987 | 2,317,062 | 497,836 | 482,645 | 225,906 | 356,509 | 261,001 | 111,755 | 96,280 | 55,837 | 547,711 | 128,674 | 102,160 | 63,670 |
| **TACOMA** | **1991** | **4,197,023** | **811,075** | **774,500** | **490,275** | **593,408** | **442,264** | **200,932** | **218,825** | **115,606** | **828,916** | **283,845** | **253,018** | **177,081** |
|  | 1987 | 3,110,890 | 623,753 | 595,505 | 316,419 | 453,987 | 333,724 | 129,087 | 147,295 | 79,386 | 710,495 | 196,685 | 188,437 | 98,498 |
| Pierce | 1991 | 4,197,023 | 811,075 | 774,500 | 490,275 | 593,408 | 442,264 | 200,932 | 218,825 | 115,606 | 828,916 | 283,845 | 253,018 | 177,081 |
|  | 1987 | 3,110,890 | 623,753 | 595,505 | 316,419 | 453,987 | 333,724 | 129,087 | 147,295 | 79,386 | 710,495 | 196,685 | 188,437 | 98,498 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1991
U.S. CENSUS: 1987

| METRO AREA<br>County | Year | Total Retail Sales ($000) | Food Stores<br>Total ($000) | Food Stores<br>Super-markets ($000) | Eating & Drinking Places<br>Total ($000) | General Merchandise Stores<br>Total ($000) | General Merchandise Stores<br>Department Stores ($000) | Apparel & Accessories Stores<br>Total ($000) | Furniture/Home Furnishings/Appliance Stores<br>Total ($000) | Furniture/Home Furnishings/Appliance Stores<br>Furniture & Home Furn. ($000) | Automotive Dealers<br>Total ($000) | Gasoline Service Stations<br>Total ($000) | Bldg. Mtls. & Hardware Dealers<br>Total ($000) | Drug-stores<br>Total ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **WASHINGTON (continued)** | | | | | | | | | | | | | | |
| **VANCOUVER** | 1991 | **1,392,459** | **304,006** | **291,406** | **170,967** | **195,516** | **192,477** | **58,837** | **60,062** | **42,982** | **246,556** | **87,214** | **93,596** | **75,903** |
| | 1987 | 996,326 | 248,379 | 238,037 | 110,420 | 148,436 | 146,004 | 38,577 | 42,545 | 30,916 | 188,704 | 54,217 | 61,689 | 42,766 |
| Clark | 1991 | 1,392,459 | 304,006 | 291,406 | 170,967 | 195,516 | 192,477 | 58,837 | 60,062 | 42,982 | 246,556 | 87,214 | 93,596 | 75,903 |
| | 1987 | 996,326 | 248,379 | 238,037 | 110,420 | 148,436 | 146,004 | 38,577 | 42,545 | 30,916 | 188,704 | 54,217 | 61,689 | 42,766 |
| **YAKIMA** | 1991 | **1,233,242** | **310,931** | **303,459** | **132,055** | **133,618** | **103,525** | **59,135** | **51,690** | **28,421** | **223,719** | **83,446** | **86,216** | **55,408** |
| | 1987 | 931,767 | 236,894 | 231,155 | 86,797 | 109,149 | 83,526 | 41,878 | 33,599 | 18,768 | 197,998 | 64,358 | 55,794 | 33,571 |
| Yakima | 1991 | 1,233,242 | 310,931 | 303,459 | 132,055 | 133,618 | 103,525 | 59,135 | 51,690 | 28,421 | 223,719 | 83,446 | 86,216 | 55,408 |
| | 1987 | 931,767 | 236,894 | 231,155 | 86,797 | 109,149 | 83,526 | 41,878 | 33,599 | 18,768 | 197,998 | 64,358 | 55,794 | 33,571 |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Adams | 1991 | 50,442 | 17,278 | 17,126 | 11,017 | 327 | | 1,698 | 1,096 | 908 | 3,655 | 5,560 | 1,617 | 4,640 |
| | 1987 | 41,895 | 13,515 | 13,394 | 8,124 | 601 | | 1,221 | 1,066 | 897 | 4,498 | 3,774 | 2,437 | 3,409 |
| Asotin | 1991 | 75,683 | 24,538 | 22,265 | 8,684 | | | 1,131 | 5,972 | 4,026 | 4,965 | 5,875 | 8,980 | 13,768 |
| | 1987 | 59,106 | 20,330 | 18,444 | 8,002 | | | 858 | 4,183 | 2,862 | 4,689 | 3,827 | 5,907 | 8,148 |
| Benton | 1991 | 765,207 | 201,314 | 195,490 | 92,737 | 118,474 | 95,359 | 21,171 | 37,159 | 20,042 | 75,212 | 45,428 | 44,823 | 53,717 |
| | 1987 | 584,498 | 159,022 | 154,390 | 60,762 | 94,841 | 75,525 | 19,505 | 23,920 | 13,051 | 81,553 | 32,695 | 30,089 | 32,318 |
| Chelan | 1991 | 466,148 | 101,906 | 98,322 | 54,843 | 34,482 | 21,959 | 15,301 | 18,151 | 13,593 | 80,933 | 29,946 | 52,580 | 26,958 |
| | 1987 | 343,387 | 73,798 | 71,188 | 35,670 | 31,804 | 19,858 | 11,294 | 11,509 | 8,726 | 78,284 | 23,594 | 32,655 | 16,560 |
| Clallam | 1991 | 397,038 | 98,259 | 94,316 | 47,409 | 19,532 | 1,679 | 15,292 | 19,686 | 13,333 | 50,445 | 40,776 | 26,599 | 32,674 |
| | 1987 | 296,149 | 76,189 | 73,117 | 33,427 | 19,800 | 1,622 | 11,991 | 11,957 | 8,102 | 50,011 | 27,133 | 17,901 | 19,339 |
| Clark | 1991 | 1,392,459 | 304,006 | 291,406 | 170,967 | 195,516 | 192,477 | 58,837 | 60,062 | 42,982 | 246,556 | 87,214 | 93,596 | 75,903 |
| | 1987 | 996,326 | 248,379 | 238,037 | 110,420 | 148,436 | 146,004 | 38,577 | 42,545 | 30,916 | 188,704 | 54,217 | 61,689 | 42,766 |
| Columbia | 1991 | 10,106 | 3,674 | 3,559 | 922 | 533 | | 89 | 192 | 192 | 180 | 604 | 1,760 | 1,162 |
| | 1987 | 9,308 | 4,010 | 3,883 | 920 | 633 | | 98 | 220 | 220 | 284 | 498 | 1,154 | 746 |
| Cowlitz | 1991 | 593,555 | 149,152 | 145,111 | 81,994 | 78,712 | 60,209 | 21,646 | 17,804 | 6,852 | 108,493 | 26,261 | 39,319 | 26,295 |
| | 1987 | 452,428 | 119,715 | 116,448 | 53,110 | 64,371 | 48,615 | 14,693 | 11,754 | 4,686 | 99,249 | 21,309 | 24,112 | 16,298 |
| Douglas | 1991 | 161,090 | 71,446 | 71,149 | 21,531 | 9,154 | 8,736 | 8,400 | 3,604 | 1,866 | 12,214 | 5,173 | 10,117 | 3,145 |
| | 1987 | 116,756 | 49,365 | 49,150 | 14,339 | 8,588 | 8,177 | 8,462 | 3,037 | 1,617 | 10,788 | 3,532 | 6,448 | 2,095 |
| Ferry | 1991 | 23,699 | 8,220 | 8,069 | 4,434 | | | 642 | 564 | | 1,997 | 3,757 | 1,591 | 1,053 |
| | 1987 | 17,430 | 6,103 | 5,989 | 2,824 | | | 479 | 461 | | 2,127 | 2,474 | 1,251 | 710 |
| Franklin | 1991 | 344,783 | 64,169 | 62,908 | 22,399 | 28,687 | 26,165 | 2,329 | 4,722 | 2,737 | 156,879 | 21,397 | 13,779 | 12,696 |
| | 1987 | 262,829 | 50,934 | 49,923 | 17,978 | 24,671 | 22,393 | 2,655 | 3,001 | 1,725 | 115,614 | 15,580 | 8,233 | 8,440 |
| Garfield | 1991 | 5,732 | 1,574 | 1,408 | 836 | | | 66 | 305 | 149 | 553 | 1,219 | 165 | 147 |
| | 1987 | 4,455 | 1,025 | 917 | 603 | | | 85 | 264 | 137 | 483 | 819 | 281 | 214 |
| Grant | 1991 | 333,277 | 106,137 | 105,622 | 34,757 | 12,820 | 7,767 | 9,062 | 8,283 | 6,848 | 44,607 | 29,264 | 37,531 | 23,630 |
| | 1987 | 246,918 | 75,327 | 74,947 | 24,260 | 11,361 | 6,739 | 8,553 | 6,011 | 5,031 | 44,339 | 22,647 | 24,102 | 13,750 |
| Grays Harbor | 1991 | 390,257 | 109,182 | 104,890 | 53,167 | 30,174 | 26,362 | 15,200 | 18,375 | 11,606 | 43,572 | 29,287 | 34,888 | 27,720 |
| | 1987 | 312,931 | 92,918 | 89,248 | 38,440 | 26,737 | 23,190 | 11,247 | 14,301 | 9,125 | 47,918 | 20,145 | 24,214 | 17,065 |
| Island | 1991 | 262,727 | 86,917 | 85,783 | 32,866 | 1,697 | | 9,988 | 14,114 | 7,014 | 33,307 | 15,133 | 37,887 | 8,340 |
| | 1987 | 188,269 | 59,206 | 58,422 | 22,632 | 1,857 | | 6,321 | 10,668 | 5,482 | 33,720 | 11,227 | 22,279 | 6,177 |
| Jefferson | 1991 | 96,792 | 31,414 | 31,276 | 14,052 | 3,147 | | 2,163 | 2,972 | 1,070 | 3,341 | 8,530 | 13,888 | 4,018 |
| | 1987 | 72,844 | 25,297 | 25,022 | 9,657 | 2,902 | | 1,916 | 1,776 | 646 | 3,364 | 6,444 | 8,927 | 2,556 |
| King | 1991 | 14,314,846 | 2,961,784 | 2,790,846 | 1,956,281 | 1,409,798 | 1,049,108 | 1,029,109 | 788,490 | 392,889 | 2,239,086 | 896,252 | 644,311 | 653,616 |
| | 1987 | 10,706,363 | 2,153,234 | 2,028,556 | 1,254,865 | 1,235,039 | 906,378 | 708,148 | 600,288 | 305,827 | 2,001,417 | 620,535 | 496,503 | 383,099 |
| Kitsap | 1991 | 1,178,139 | 282,099 | 271,368 | 117,136 | 141,021 | 97,952 | 47,859 | 68,016 | 27,434 | 168,512 | 75,439 | 103,529 | 67,225 |
| | 1987 | 829,131 | 205,882 | 198,011 | 76,554 | 98,2[illegible]3 | 67,112 | 31,224 | 45,299 | 18,572 | 147,709 | 52,713 | 67,897 | 43,797 |
| Kittitas | 1991 | 184,000 | 53,363 | 51,884 | 28,687 | 9,533 | | 6,559 | 5,403 | 2,359 | 21,660 | 35,769 | 8,095 | 3,765 |
| | 1987 | 141,008 | 39,974 | 38,858 | 20,413 | 9,095 | | 5,486 | 3,521 | 1,574 | 20,462 | 26,306 | 5,691 | 2,302 |
| Klickitat | 1991 | 48,048 | 19,065 | 17,833 | 4,421 | 837 | | 245 | 1,033 | 1,033 | 5,163 | 3,595 | 3,418 | 2,669 |
| | 1987 | 38,573 | 13,478 | 12,604 | 3,535 | 662 | | 440 | 808 | 808 | 5,557 | 3,568 | 2,877 | 1,770 |
| Lewis | 1991 | 413,538 | 120,541 | 117,504 | 53,285 | 37,058 | 33,447 | 9,976 | 12,060 | 5,637 | 57,503 | 49,334 | 24,878 | 24,444 |
| | 1987 | 320,787 | 87,593 | 85,369 | 36,670 | 35,442 | 31,819 | 7,779 | 8,590 | 4,043 | 58,610 | 34,053 | 17,520 | 16,666 |
| Lincoln | 1991 | 29,314 | 12,607 | 12,304 | 2,766 | 603 | | 667 | 544 | 114 | 4,542 | 2,947 | 790 | 2,907 |
| | 1987 | 24,694 | 10,426 | 10,174 | 2,431 | 646 | | 499 | 408 | 89 | 4,632 | 2,223 | 641 | 1,852 |
| Mason | 1991 | 169,324 | 69,357 | 69,267 | 18,623 | 4,307 | | 3,989 | 8,253 | 4,580 | 17,611 | 6,993 | 16,889 | 6,846 |
| | 1987 | 126,503 | 51,413 | 51,336 | 14,175 | 4,558 | | 2,745 | 5,185 | 2,885 | 15,526 | 7,538 | 11,128 | 4,191 |
| Okanogan | 1991 | 205,210 | 76,641 | 75,506 | 13,990 | 4,693 | 3,126 | 6,491 | 2,111 | 1,322 | 20,235 | 30,879 | 15,600 | 9,877 |
| | 1987 | 150,675 | 54,936 | 54,111 | 11,298 | 6,067 | 3,971 | 5,327 | 2,900 | 1,840 | 19,449 | 19,704 | 10,691 | 6,534 |
| Pacific | 1991 | 88,325 | 32,185 | 27,114 | 14,883 | 2,533 | | 583 | 2,205 | 676 | 970 | 11,944 | 10,178 | 5,273 |
| | 1987 | 66,395 | 24,205 | 20,387 | 10,992 | 3,564 | | 1,088 | 1,770 | 555 | 1,164 | 7,835 | 7,086 | 3,684 |
| Pend Oreille | 1991 | 35,218 | 16,932 | 16,687 | 2,037 | 97 | | 143 | 413 | 210 | 4,793 | 5,982 | 2,158 | 1,145 |
| | 1987 | 26,987 | 13,815 | 13,613 | 1,467 | 159 | | 111 | 257 | 131 | 3,917 | 3,764 | 1,392 | 987 |
| Pierce | 1991 | 4,197,023 | 811,075 | 774,500 | 490,275 | 593,408 | 442,264 | 200,932 | 218,825 | 115,606 | 828,916 | 283,845 | 253,018 | 177,081 |
| | 1987 | 3,110,890 | 623,753 | 595,505 | 316,419 | 453,987 | 333,724 | 129,087 | 147,295 | 79,386 | 710,495 | 196,685 | 188,437 | 98,498 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1991
U.S. CENSUS 1987

| METRO AREA<br>County | Year | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **WASHINGTON (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| San Juan | 1991 | 72,632 | 22,378 | 20,964 | 15,606 | 2,188 | | 1,986 | 1,766 | 992 | 1,606 | 1,488 | 13,370 | 1,624 |
| | 1987 | 50,602 | 17,982 | 16,842 | 9,237 | 2,001 | | 1,806 | 1,124 | 644 | 1,660 | 1,017 | 8,341 | 1,181 |
| Skagit | 1991 | 623,512 | 144,508 | 135,723 | 78,857 | 26,113 | 22,701 | 27,559 | 27,446 | 17,486 | 116,637 | 53,547 | 50,409 | 41,381 |
| | 1987 | 456,786 | 110,580 | 103,837 | 52,828 | 19,420 | 16,755 | 19,504 | 17,518 | 11,342 | 109,060 | 35,394 | 34,211 | 24,463 |
| Skamania | 1991 | 11,861 | 5,794 | 5,726 | 1,452 | 828 | | | | | 205 | 824 | 426 | 420 |
| | 1987 | 9,641 | 4,673 | 4,617 | 1,116 | 743 | | | | | 321 | 720 | 337 | 319 |
| Snohomish | 1991 | 3,572,112 | 722,559 | 695,567 | 384,306 | 479,074 | 363,613 | 177,248 | 285,001 | 129,020 | 596,904 | 214,666 | 248,644 | 148,089 |
| | 1987 | 2,562,685 | 542,983 | 522,595 | 251,812 | 359,311 | 269,169 | 122,253 | 191,709 | 88,634 | 516,919 | 136,791 | 158,703 | 86,623 |
| Spokane | 1991 | 3,118,833 | 689,958 | 669,039 | 356,446 | 413,445 | 306,966 | 140,176 | 114,994 | 65,303 | 650,582 | 197,316 | 137,079 | 110,450 |
| | 1987 | 2,317,062 | 497,836 | 482,645 | 225,906 | 356,509 | 261,001 | 111,755 | 96,280 | 55,837 | 547,711 | 128,674 | 102,160 | 63,670 |
| Stevens | 1991 | 116,664 | 39,907 | 39,318 | 11,467 | 2,609 | | 5,717 | 3,812 | 1,644 | 13,307 | 16,626 | 9,359 | 4,253 |
| | 1987 | 91,441 | 32,075 | 31,595 | 9,632 | 3,041 | | 4,012 | 2,431 | 1,065 | 13,750 | 10,209 | 7,137 | 3,454 |
| Thurston | 1991 | 1,203,358 | 288,675 | 276,873 | 124,607 | 131,208 | 100,281 | 32,503 | 70,502 | 32,920 | 196,606 | 86,450 | 98,856 | 56,355 |
| | 1987 | 853,829 | 209,265 | 200,670 | 84,390 | 104,851 | 79,105 | 26,034 | 47,313 | 22,387 | 157,843 | 66,287 | 61,241 | 31,427 |
| Wahkiakum | 1991 | 6,280 | 4,125 | 4,018 | 673 | 334 | | | | | 611 | 248 | 159 | |
| | 1987 | 5,244 | 3,205 | 3,121 | 490 | 302 | | | | | 499 | 299 | 227 | |
| Walla Walla | 1991 | 277,440 | 89,076 | 88,719 | 25,786 | 29,533 | 22,049 | 11,082 | 13,717 | 8,553 | 41,571 | 8,659 | 10,087 | 21,537 |
| | 1987 | 220,708 | 62,093 | 61,832 | 22,579 | 25,372 | 18,684 | 10,101 | 11,128 | 7,008 | 40,498 | 9,458 | 9,429 | 14,113 |
| Whatcom | 1991 | 1,090,725 | 268,942 | 259,980 | 122,432 | 119,752 | 96,157 | 42,382 | 70,445 | 30,319 | 127,908 | 116,149 | 75,994 | 49,586 |
| | 1987 | 771,915 | 188,375 | 182,061 | 81,948 | 95,920 | 76,191 | 27,235 | 44,034 | 19,445 | 118,456 | 75,444 | 50,910 | 28,604 |
| Whitman | 1991 | 158,542 | 54,154 | 53,366 | 18,434 | 1,579 | | 1,180 | 3,896 | 749 | 23,332 | 14,656 | 7,233 | 11,940 |
| | 1987 | 119,678 | 37,403 | 36,851 | 13,573 | 1,461 | | 917 | 2,629 | 517 | 24,465 | 9,469 | 5,204 | 7,416 |
| Yakima | 1991 | 1,233,242 | 310,931 | 303,459 | 132,055 | 133,618 | 103,525 | 59,135 | 51,690 | 28,421 | 223,719 | 83,446 | 86,216 | 55,408 |
| | 1987 | 931,767 | 236,894 | 231,155 | 86,797 | 109,149 | 83,526 | 41,878 | 33,599 | 18,768 | 197,998 | 64,358 | 55,794 | 33,571 |
| **TOTAL METRO COUNTIES** | 1991 | 32,410,727 | 6,905,512 | 6,591,436 | 3,969,641 | 3,764,001 | 2,873,867 | 1,811,681 | 1,769,906 | 887,673 | 5,510,880 | 2,107,602 | 1,799,845 | 1,460,126 |
| | 1987 | 23,927,295 | 5,116,557 | 4,883,548 | 2,567,851 | 3,080,967 | 2,320,128 | 1,258,351 | 1,275,283 | 654,548 | 4,784,419 | 1,443,979 | 1,281,656 | 852,813 |
| **TOTAL STATE** | 1991 | 37,717,181 | 8,476,042 | 8,116,265 | 4,627,120 | 4,077,424 | 3,081,902 | 1,988,536 | 1,963,683 | 1,000,485 | 6,228,888 | 2,552,478 | 2,239,816 | 1,771,757 |
| | 1987 | 27,938,893 | 6,297,206 | 6,028,864 | 3,030,295 | 3,362,154 | 2,499,558 | 1,395,384 | 1,410,759 | 734,580 | 5,483,743 | 1,762,959 | 1,575,236 | 1,048,812 |
| **WEST VIRGINIA** | | | | | | | | | | | | | | |
| **CHARLESTON** | 1991 | 1,825,939 | 398,094 | 386,533 | 172,694 | 261,970 | 225,044 | 75,403 | 69,942 | 39,014 | 441,586 | 95,059 | 97,750 | 86,212 |
| | 1987 | 1,705,542 | 362,167 | 351,577 | 153,980 | 240,590 | 205,107 | 68,840 | 69,978 | 39,954 | 444,880 | 103,305 | 98,076 | 64,772 |
| Kanawha | 1991 | 1,640,185 | 348,630 | 338,424 | 154,219 | 252,180 | 225,044 | 72,859 | 63,637 | 34,609 | 388,874 | 82,646 | 79,357 | 79,257 |
| | 1987 | 1,524,885 | 317,835 | 308,468 | 136,794 | 231,212 | 205,107 | 66,955 | 64,698 | 36,204 | 390,575 | 85,726 | 80,031 | 59,040 |
| Putnam | 1991 | 185,754 | 49,464 | 48,109 | 18,475 | 9,790 | | 2,544 | 6,305 | 4,405 | 52,712 | 12,413 | 18,393 | 6,955 |
| | 1987 | 180,657 | 44,332 | 43,109 | 17,186 | 9,378 | | 1,885 | 5,280 | 3,750 | 54,305 | 17,579 | 18,045 | 5,732 |
| **HUNTINGTON - ASHLAND** | 1991 | 1,896,545 | 379,018 | 359,576 | 169,233 | 336,263 | 264,482 | 75,952 | 89,440 | 53,185 | 380,257 | 144,850 | 96,890 | 90,784 |
| | 1987 | 1,699,155 | 367,944 | 348,765 | 147,707 | 283,834 | 219,629 | 72,213 | 74,566 | 45,224 | 356,812 | 130,938 | 91,642 | 66,970 |
| Cabell | 1991 | 875,431 | 145,687 | 138,990 | 88,244 | 190,484 | 166,324 | 49,353 | 46,971 | 21,124 | 167,782 | 43,614 | 45,102 | 36,446 |
| | 1987 | 812,908 | 143,979 | 137,332 | 77,758 | 164,656 | 142,769 | 46,099 | 39,458 | 18,342 | 175,050 | 45,689 | 44,547 | 26,393 |
| Wayne | 1991 | 109,685 | 34,249 | 32,550 | 9,486 | 16,424 | | 2,453 | 4,927 | 4,463 | 8,161 | 14,294 | 4,550 | 4,638 |
| | 1987 | 105,537 | 34,353 | 32,642 | 8,096 | 16,830 | | 2,972 | 4,118 | 3,742 | 10,312 | 12,221 | 5,046 | 3,221 |
| *Boyd, Ky.* | *1991* | *453,880* | *73,995* | *66,662* | *35,111* | *89,077* | *73,788* | *16,919* | *12,589* | *9,625* | *110,671* | *29,878* | *22,393* | *24,708* |
| | *1987* | *386,999* | *73,436* | *66,146* | *31,825* | *70,219* | *57,625* | *14,294* | *11,227* | *8,666* | *92,167* | *26,576* | *20,471* | *17,836* |
| *Carter, Ky.* | *1991* | *104,421* | *19,764* | *18,692* | *7,913* | *15,190* | *6,417* | *2,688* | *6,933* | *5,601* | *18,737* | *14,917* | *7,588* | *5,579* |
| | *1987* | *88,669* | *20,270* | *19,167* | *6,441* | *11,226* | *4,593* | *2,354* | *5,941* | *4,811* | *14,842* | *11,362* | *7,993* | *3,762* |
| *Greenup, Ky.* | *1991* | *105,742* | *35,630* | *33,934* | *7,692* | *4,090* | *2,112* | *1,134* | *6,294* | *4,835* | *24,844* | *9,872* | *4,197* | *6,478* |
| | *1987* | *89,452* | *32,558* | *31,002* | *6,020* | *3,798* | *1,911* | *1,427* | *4,786* | *3,686* | *19,743* | *8,354* | *4,013* | *4,093* |
| *Lawrence, Ohio* | *1991* | *247,386* | *69,693* | *68,748* | *20,787* | *20,998* | *15,841* | *3,405* | *11,726* | *7,537* | *50,062* | *32,275* | *13,060* | *12,935* |
| | *1987* | *215,590* | *63,348* | *62,476* | *17,567* | *17,105* | *12,731* | *5,067* | *9,036* | *5,977* | *44,698* | *26,736* | *9,572* | *11,665* |
| **PARKERSBURG - MARIETTA** | 1991 | 1,085,469 | 214,786 | 207,141 | 88,935 | 198,595 | 154,535 | 32,563 | 49,146 | 28,952 | 244,956 | 91,023 | 51,462 | 33,608 |
| | 1987 | 981,993 | 194,166 | 187,213 | 83,247 | 173,127 | 132,996 | 31,094 | 39,513 | 23,608 | 241,861 | 75,159 | 50,634 | 32,352 |
| Wood | 1991 | 721,094 | 122,792 | 118,302 | 60,005 | 164,935 | 134,569 | 22,778 | 32,645 | 17,619 | 163,250 | 44,260 | 29,887 | 26,547 |
| | 1987 | 656,399 | 112,649 | 108,508 | 54,283 | 143,074 | 115,560 | 21,699 | 27,539 | 15,189 | 167,252 | 37,393 | 31,391 | 19,426 |
| *Washington, Ohio* | *1991* | *364,375* | *91,994* | *88,839* | *28,930* | *33,660* | *19,966* | *9,785* | *16,501* | *11,333* | *81,706* | *46,763* | *21,575* | *12,061* |
| | *1987* | *325,594* | *81,517* | *78,705* | *28,964* | *30,053* | *17,436* | *9,395* | *11,974* | *8,419* | *74,609* | *37,766* | *19,243* | *12,926* |
| **STEUBENVILLE - WEIRTON** | 1991 | 777,653 | 182,378 | 173,499 | 67,394 | 126,861 | 100,108 | 24,024 | 28,942 | 17,089 | 137,795 | 70,686 | 33,933 | 38,033 |
| | 1987 | 690,035 | 171,142 | 162,652 | 60,069 | 104,780 | 80,722 | 23,331 | 23,147 | 13,688 | 134,355 | 57,932 | 31,443 | 29,281 |
| Brooke | 1991 | 108,456 | 32,084 | 31,061 | 13,245 | 7,578 | 639 | 1,522 | 6,948 | 5,195 | 25,694 | 8,176 | 2,374 | 7,265 |
| | 1987 | 96,904 | 28,220 | 27,315 | 11,917 | 7,198 | 579 | 1,853 | 6,027 | 4,524 | 21,997 | 9,539 | 2,587 | 5,116 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1991<br>U.S. CENSUS: 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **WEST VIRGINIA (continued)** | | | | | | | | | | | | | | |
| **STEUBENVILLE - WEIRTON (continued)** | | | | | | | | | | | | | | |
| Hancock | 1991 | 154,123 | 54,669 | 53,804 | 12,982 | 23,397 | 14,371 | 3,226 | 3,056 | 959 | 15,212 | 13,234 | 6,654 | 9,502 |
| | 1987 | 148,566 | 50,479 | 49,670 | 13,217 | 21,079 | 12,680 | 3,243 | 3,668 | 1,194 | 18,598 | 13,329 | 7,812 | 7,833 |
| *Jefferson, Ohio* | *1991* | *515,074* | *95,625* | *88,634* | *41,167* | *95,886* | *85,098* | *19,276* | *18,938* | *10,935* | *96,889* | *49,276* | *24,905* | *21,266* |
| | *1987* | *444,565* | *92,443* | *85,667* | *34,935* | *76,503* | *67,463* | *18,235* | *13,452* | *7,970* | *93,760* | *35,064* | *21,044* | *16,332* |
| **WHEELING** | **1991** | **1,038,228** | **240,303** | **230,808** | **101,597** | **174,649** | **135,658** | **45,597** | **49,440** | **27,212** | **173,723** | **100,492** | **47,693** | **45,210** |
| | 1987 | 950,905 | 223,003 | 214,282 | 91,585 | 155,863 | 118,743 | 39,923 | 43,685 | 25,349 | 177,086 | 84,668 | 41,710 | 36,167 |
| Marshall | 1991 | 189,465 | 61,801 | 60,774 | 17,985 | 28,101 | 20,139 | 4,532 | 6,514 | 4,534 | 32,524 | 10,161 | 9,377 | 10,207 |
| | 1987 | 172,433 | 56,359 | 55,411 | 14,285 | 28,433 | 20,070 | 4,276 | 5,574 | 3,940 | 31,148 | 9,270 | 8,694 | 7,392 |
| Ohio | 1991 | 328,301 | 67,228 | 61,677 | 39,823 | 26,642 | 12,248 | 12,601 | 16,279 | 10,129 | 69,972 | 38,623 | 20,213 | 13,466 |
| | 1987 | 320,027 | 59,841 | 54,889 | 39,221 | 25,055 | 11,179 | 11,980 | 19,025 | 12,095 | 76,507 | 35,328 | 18,986 | 11,929 |
| *Belmont, Ohio* | *1991* | *520,462* | *111,274* | *108,357* | *43,789* | *119,906* | *103,271* | *28,464* | *26,647* | *12,549* | *71,227* | *51,708* | *18,103* | *21,537* |
| | *1987* | *458,445* | *106,803* | *103,982* | *38,079* | *102,375* | *87,494* | *23,667* | *19,086* | *9,314* | *69,431* | *40,070* | *14,030* | *16,846* |
| **ALL COUNTIES** | | | | | | | | | | | | | | |
| Barbour | 1991 | 51,595 | 19,410 | 18,836 | 4,121 | 2,794 | | 545 | 446 | 269 | 9,494 | 6,646 | 3,865 | 3,016 |
| | 1987 | 48,367 | 16,499 | 16,007 | 3,997 | 2,866 | | 423 | 732 | 451 | 10,186 | 5,185 | 4,685 | 2,447 |
| Berkeley | 1991 | 350,470 | 83,805 | 73,594 | 29,243 | 40,567 | 23,226 | 34,555 | 11,622 | 6,463 | 53,769 | 32,592 | 27,310 | 11,596 |
| | 1987 | 301,246 | 71,940 | 63,162 | 24,307 | 33,814 | 18,915 | 24,509 | 8,763 | 4,972 | 51,810 | 32,546 | 24,652 | 9,301 |
| Boone | 1991 | 115,216 | 43,259 | 38,575 | 4,237 | 11,253 | 1,188 | 1,722 | 2,398 | 2,168 | 20,767 | 5,534 | 12,964 | 9,232 |
| | 1987 | 109,732 | 37,855 | 33,749 | 4,423 | 12,803 | 1,290 | 1,876 | 3,027 | 2,753 | 18,905 | 6,969 | 12,866 | 7,255 |
| Braxton | 1991 | 97,762 | 25,137 | 23,956 | 4,078 | 4,942 | | 744 | 382 | 177 | 17,981 | 23,362 | 9,584 | 5,712 |
| | 1987 | 87,646 | 21,371 | 20,362 | 3,843 | 5,747 | | 650 | 515 | 249 | 18,174 | 18,762 | 10,255 | 3,956 |
| Brooke | 1991 | 108,456 | 32,084 | 31,061 | 13,245 | 7,578 | 639 | 1,522 | 6,948 | 5,195 | 25,694 | 8,176 | 2,374 | 7,265 |
| | 1987 | 96,904 | 28,220 | 27,315 | 11,917 | 7,198 | 579 | 1,853 | 6,027 | 4,524 | 21,997 | 9,539 | 2,587 | 5,116 |
| Cabell | 1991 | 875,431 | 145,687 | 138,990 | 88,244 | 190,484 | 166,324 | 49,353 | 46,971 | 21,124 | 167,782 | 43,614 | 45,102 | 36,446 |
| | 1987 | 812,908 | 143,979 | 137,332 | 77,758 | 164,656 | 142,769 | 46,099 | 39,458 | 18,342 | 175,050 | 45,689 | 44,547 | 26,393 |
| Calhoun | 1991 | 23,622 | 11,474 | 10,600 | 1,410 | 1,402 | | 114 | 820 | 201 | 1,701 | 958 | 3,196 | 1,919 |
| | 1987 | 21,334 | 9,715 | 8,973 | 1,054 | 1,315 | | 159 | 813 | 199 | 1,989 | 828 | 3,158 | 1,795 |
| Clay | 1991 | 20,401 | 9,959 | 9,357 | 592 | 1,082 | | 85 | 801 | 801 | 3,030 | 2,246 | 465 | 1,629 |
| | 1987 | 19,461 | 8,870 | 8,332 | 581 | 1,332 | | 156 | 900 | 900 | 2,803 | 2,246 | 696 | 1,366 |
| Doddridge | 1991 | 7,336 | 2,843 | 2,579 | 183 | | | 340 | 452 | 452 | 636 | 2,286 | 54 | 193 |
| | 1987 | 7,596 | 2,802 | 2,541 | 317 | | | 400 | 527 | 527 | 880 | 1,842 | 81 | 268 |
| Fayette | 1991 | 213,046 | 61,213 | 56,780 | 13,210 | 36,295 | 6,158 | 5,935 | 8,389 | 7,049 | 36,482 | 12,100 | 8,322 | 18,435 |
| | 1987 | 203,248 | 52,421 | 48,615 | 13,182 | 29,195 | 4,739 | 5,948 | 9,037 | 7,691 | 43,828 | 12,544 | 10,272 | 16,100 |
| Gilmer | 1991 | 17,716 | 9,406 | 8,956 | 766 | 325 | | | 299 | 299 | 3,465 | 447 | 849 | 1,550 |
| | 1987 | 18,402 | 8,634 | 8,219 | 995 | 557 | | | 337 | 337 | 3,978 | 573 | 1,065 | 1,485 |
| Grant | 1991 | 43,535 | 11,171 | 9,688 | 2,835 | 1,448 | | 370 | 2,523 | 1,492 | 9,194 | 5,706 | 6,352 | 694 |
| | 1987 | 36,430 | 10,670 | 9,252 | 2,127 | 1,155 | | 265 | 1,749 | 1,042 | 8,172 | 4,391 | 4,986 | 664 |
| Greenbrier | 1991 | 203,770 | 50,251 | 48,230 | 14,909 | 21,644 | 5,276 | 5,789 | 6,701 | 4,340 | 36,828 | 21,277 | 16,473 | 11,505 |
| | 1987 | 188,549 | 50,767 | 48,715 | 12,555 | 19,522 | 4,572 | 5,517 | 5,809 | 3,803 | 40,607 | 18,079 | 13,743 | 8,840 |
| Hampshire | 1991 | 54,609 | 13,214 | 11,139 | 3,497 | 2,141 | | 136 | 425 | 322 | 11,034 | 9,946 | 3,756 | 4,109 |
| | 1987 | 45,909 | 11,064 | 9,325 | 3,140 | 1,749 | | 123 | 657 | 511 | 10,951 | 6,938 | 4,272 | 2,738 |
| Hancock | 1991 | 154,123 | 54,669 | 53,804 | 12,982 | 23,397 | 14,371 | 3,226 | 3,056 | 959 | 15,212 | 13,234 | 6,654 | 9,502 |
| | 1987 | 148,566 | 50,479 | 49,670 | 13,217 | 21,079 | 12,680 | 3,243 | 3,668 | 1,194 | 18,598 | 13,329 | 7,812 | 7,833 |
| Hardy | 1991 | 35,460 | 15,826 | 12,922 | 1,678 | 2,761 | 1,398 | 924 | 294 | 294 | 4,160 | 1,254 | 4,522 | 1,928 |
| | 1987 | 34,348 | 13,115 | 10,706 | 1,787 | 3,061 | 1,511 | 606 | 276 | 276 | 4,215 | 2,658 | 5,184 | 1,821 |
| Harrison | 1991 | 574,724 | 106,479 | 102,205 | 42,777 | 115,287 | 90,496 | 27,728 | 22,566 | 11,873 | 110,760 | 57,136 | 31,814 | 24,521 |
| | 1987 | 489,470 | 103,111 | 98,953 | 37,524 | 82,466 | 63,977 | 19,516 | 18,299 | 9,837 | 107,666 | 44,410 | 30,928 | 17,875 |
| Jackson | 1991 | 129,700 | 34,828 | 33,709 | 10,074 | 6,556 | 1,562 | 3,269 | 2,644 | 1,396 | 32,650 | 16,231 | 9,563 | 7,661 |
| | 1987 | 108,994 | 32,473 | 31,423 | 9,134 | 5,667 | 1,295 | 2,796 | 2,406 | 1,285 | 23,094 | 14,601 | 8,532 | 5,042 |
| Jefferson | 1991 | 138,887 | 43,503 | 34,491 | 20,100 | 6,127 | 1,422 | 5,539 | 3,625 | 3,625 | 20,649 | 11,139 | 6,842 | 4,721 |
| | 1987 | 126,275 | 37,992 | 30,115 | 19,533 | 5,773 | 1,286 | 4,967 | 3,556 | 3,556 | 19,293 | 10,510 | 6,658 | 3,831 |
| Kanawha | 1991 | 1,640,185 | 348,630 | 338,424 | 154,219 | 252,180 | 225,044 | 72,859 | 63,637 | 34,609 | 388,874 | 82,646 | 79,357 | 79,257 |
| | 1987 | 1,524,885 | 317,835 | 308,468 | 136,794 | 231,212 | 205,107 | 66,955 | 64,698 | 36,204 | 390,575 | 85,726 | 80,031 | 59,040 |
| Lewis | 1991 | 76,429 | 28,078 | 19,473 | 6,203 | 10,863 | 6,650 | 3,908 | 2,362 | 564 | 8,937 | 4,717 | 3,581 | 4,800 |
| | 1987 | 72,460 | 24,125 | 16,728 | 6,018 | 10,156 | 6,076 | 3,479 | 3,146 | 745 | 10,221 | 5,182 | 3,831 | 3,659 |
| Lincoln | 1991 | 44,956 | 17,823 | 16,287 | 1,298 | 9,047 | 3,825 | | 497 | 95 | 1,575 | 6,254 | 2,125 | 3,164 |
| | 1987 | 39,910 | 15,264 | 13,946 | 1,405 | 7,951 | 3,261 | | 553 | 113 | 2,276 | 6,102 | 2,036 | 2,308 |
| Logan | 1991 | 236,636 | 63,608 | 58,984 | 12,217 | 28,909 | 3,438 | 2,863 | 5,521 | 3,937 | 43,926 | 29,812 | 10,785 | 21,743 |
| | 1987 | 222,953 | 57,538 | 53,345 | 11,709 | 29,847 | 3,387 | 4,282 | 7,100 | 5,168 | 48,951 | 23,521 | 10,760 | 15,610 |
| McDowell | 1991 | 117,320 | 46,370 | 43,596 | 6,188 | 13,160 | 1,311 | 1,707 | 4,543 | 4,110 | 16,647 | 8,989 | 3,037 | 12,554 |
| | 1987 | 116,997 | 43,261 | 40,665 | 6,089 | 11,836 | 1,124 | 2,707 | 5,104 | 4,646 | 20,819 | 9,426 | 3,510 | 9,261 |
| Marion | 1991 | 320,923 | 71,853 | 69,345 | 21,621 | 48,545 | 41,592 | 10,740 | 7,584 | 5,700 | 63,022 | 27,526 | 32,513 | 18,692 |
| | 1987 | 325,687 | 68,846 | 66,430 | 20,559 | 59,390 | 50,483 | 12,971 | 10,294 | 7,830 | 65,924 | 27,096 | 31,234 | 14,456 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1991<br>U.S. CENSUS: 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **WEST VIRGINIA (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Marshall | 1991 | 189,465 | 61,801 | 60,774 | 17,985 | 28,101 | 20,139 | 4,532 | 6,514 | 4,534 | 32,524 | 10,161 | 9,377 | 10,207 |
| | 1987 | 172,433 | 56,359 | 55,411 | 14,285 | 28,433 | 20,070 | 4,276 | 5,574 | 3,940 | 31,148 | 9,270 | 8,694 | 7,392 |
| Mason | 1991 | 75,990 | 26,547 | 24,267 | 5,757 | 3,149 | 1,315 | 445 | 1,157 | 482 | 5,290 | 11,316 | 8,243 | 9,822 |
| | 1987 | 74,271 | 26,962 | 24,642 | 5,674 | 4,225 | 1,708 | 773 | 1,434 | 601 | 5,669 | 9,204 | 8,708 | 7,674 |
| Mercer | 1991 | 443,919 | 81,185 | 79,979 | 32,879 | 103,724 | 80,859 | 16,978 | 14,074 | 8,370 | 93,052 | 31,453 | 25,346 | 18,057 |
| | 1987 | 412,872 | 76,777 | 75,621 | 29,716 | 87,424 | 67,335 | 16,235 | 15,377 | 9,385 | 101,186 | 25,643 | 24,746 | 14,497 |
| ☐ Mineral | 1991 | 83,261 | 24,149 | 22,261 | 8,647 | 3,890 | 1,949 | 2,345 | 5,452 | 2,397 | 18,645 | 5,382 | 4,886 | 4,697 |
| | 1987 | 73,673 | 19,796 | 18,245 | 7,610 | 4,744 | 2,313 | 2,132 | 4,302 | 1,924 | 17,002 | 5,686 | 4,104 | 3,365 |
| Mingo | 1991 | 127,258 | 23,085 | 21,103 | 6,312 | 12,262 | 916 | 11,314 | 9,978 | 7,472 | 24,927 | 11,820 | 10,450 | 10,410 |
| | 1987 | 137,762 | 25,485 | 23,292 | 6,378 | 14,613 | 1,040 | 10,885 | 12,563 | 9,542 | 28,300 | 11,680 | 11,949 | 9,107 |
| Monongalia | 1991 | 509,019 | 116,324 | 114,463 | 49,338 | 63,937 | 48,309 | 33,288 | 24,046 | 13,092 | 90,297 | 31,903 | 32,584 | 24,162 |
| | 1987 | 425,396 | 94,905 | 93,368 | 38,726 | 51,060 | 38,068 | 24,481 | 20,600 | 11,515 | 89,220 | 28,469 | 30,630 | 16,259 |
| Monroe | 1991 | 19,440 | 6,809 | 6,461 | 349 | 1,337 | | 78 | 138 | 79 | 4,519 | 1,371 | 541 | 1,898 |
| | 1987 | 17,444 | 5,871 | 5,570 | 356 | 1,163 | | 139 | 244 | 147 | 3,993 | 1,182 | 941 | 1,745 |
| Morgan | 1991 | 36,973 | 10,709 | 7,429 | 1,305 | 1,276 | | | 3,043 | 213 | 3,413 | 6,755 | 4,502 | 3,241 |
| | 1987 | 29,823 | 8,138 | 5,645 | 1,313 | 1,261 | | | 1,943 | 131 | 3,254 | 5,638 | 4,186 | 2,114 |
| Nicholas | 1991 | 159,483 | 32,994 | 31,923 | 12,881 | 19,804 | 4,766 | 3,068 | 3,710 | 3,342 | 41,460 | 12,647 | 15,002 | 10,084 |
| | 1987 | 141,472 | 34,169 | 33,053 | 9,547 | 16,778 | 3,876 | 2,491 | 3,231 | 2,929 | 38,263 | 9,743 | 12,973 | 6,814 |
| Ohio | 1991 | 328,301 | 67,228 | 61,677 | 39,823 | 26,642 | 12,248 | 12,601 | 16,279 | 10,129 | 69,972 | 38,623 | 20,213 | 13,466 |
| | 1987 | 320,027 | 59,841 | 54,889 | 39,221 | 25,055 | 11,179 | 11,980 | 19,025 | 12,095 | 76,507 | 35,328 | 18,986 | 11,929 |
| Pendleton | 1991 | 22,405 | 8,003 | 6,604 | 881 | 936 | | 236 | 465 | 465 | 4,755 | 3,318 | 565 | 602 |
| | 1987 | 20,694 | 6,930 | 5,717 | 861 | 961 | | 237 | 451 | 451 | 5,673 | 2,423 | 600 | 580 |
| Pleasants | 1991 | 33,449 | 11,922 | 11,603 | 1,688 | 400 | | 178 | 53 | | 13,663 | 1,837 | 614 | 1,976 |
| | 1987 | 29,746 | 10,098 | 9,826 | 1,529 | 705 | | 312 | 59 | | 12,070 | 1,602 | 650 | 1,730 |
| Pocahontas | 1991 | 37,783 | 13,644 | 12,604 | 1,042 | 1,589 | | 721 | 851 | 851 | 10,286 | 2,773 | 2,312 | 391 |
| | 1987 | 35,335 | 11,793 | 10,891 | 2,025 | 1,722 | | 502 | 758 | 758 | 9,948 | 2,780 | 2,220 | 714 |
| Preston | 1991 | 109,192 | 32,152 | 31,006 | 6,306 | 14,336 | 5,267 | 679 | 1,904 | 1,436 | 27,149 | 9,464 | 6,276 | 4,083 |
| | 1987 | 100,088 | 27,102 | 26,131 | 5,379 | 10,946 | 3,883 | 629 | 1,820 | 1,365 | 32,312 | 7,758 | 6,003 | 2,801 |
| Putnam | 1991 | 185,754 | 49,464 | 48,109 | 18,475 | 9,790 | | 2,544 | 6,305 | 4,405 | 52,712 | 12,413 | 18,393 | 6,955 |
| | 1987 | 180,657 | 44,332 | 43,109 | 17,186 | 9,378 | | 1,885 | 5,280 | 3,750 | 54,305 | 17,579 | 18,045 | 5,732 |
| Raleigh | 1991 | 525,747 | 100,199 | 98,104 | 41,624 | 110,161 | 96,619 | 10,524 | 20,292 | 12,606 | 117,054 | 37,406 | 46,054 | 28,008 |
| | 1987 | 474,588 | 96,045 | 94,017 | 35,313 | 88,204 | 76,846 | 12,409 | 18,742 | 11,903 | 116,031 | 30,894 | 41,162 | 21,513 |
| Randolph | 1991 | 167,229 | 42,753 | 36,405 | 13,633 | 20,145 | 7,903 | 4,814 | 5,014 | 4,286 | 29,099 | 14,849 | 16,119 | 8,300 |
| | 1987 | 146,286 | 36,865 | 31,385 | 12,480 | 15,894 | 6,031 | 4,939 | 4,806 | 4,152 | 29,782 | 12,436 | 13,567 | 6,134 |
| Ritchie | 1991 | 43,880 | 15,914 | 15,083 | 1,728 | 1,765 | | 99 | 1,013 | 861 | 14,659 | 6,093 | 1,557 | 526 |
| | 1987 | 37,965 | 13,094 | 12,408 | 1,535 | 1,538 | | 81 | 950 | 808 | 14,078 | 4,141 | 1,242 | 706 |
| Roane | 1991 | 60,087 | 21,093 | 19,974 | 2,516 | 4,960 | 2,023 | 550 | 68 | | 17,268 | 4,798 | 3,265 | 3,326 |
| | 1987 | 59,356 | 19,217 | 18,194 | 2,482 | 4,780 | 1,888 | 583 | 128 | | 18,548 | 4,551 | 4,459 | 2,721 |
| Summers | 1991 | 37,678 | 15,339 | 14,818 | 4,328 | 4,710 | 1,733 | 849 | 455 | 254 | 3,082 | 2,062 | 1,001 | 4,003 |
| | 1987 | 37,465 | 15,082 | 14,566 | 3,776 | 4,829 | 1,719 | 1,010 | 465 | 271 | 3,388 | 2,541 | 1,508 | 2,948 |
| Taylor | 1991 | 44,500 | 19,865 | 19,302 | 2,724 | 2,897 | 2,325 | 603 | 2,533 | 1,901 | 5,650 | 2,327 | 3,834 | 2,827 |
| | 1987 | 45,549 | 17,342 | 16,847 | 3,056 | 3,260 | 2,591 | 621 | 2,282 | 1,739 | 7,134 | 2,916 | 4,575 | 2,878 |
| Tucker | 1991 | 27,177 | 7,737 | 7,426 | 2,095 | 1,210 | | 235 | 1,274 | 1,274 | 4,540 | 3,426 | 4,098 | 911 |
| | 1987 | 25,892 | 7,293 | 6,999 | 2,365 | 1,400 | | 220 | 1,096 | 1,096 | 4,016 | 3,169 | 3,888 | 922 |
| Tyler | 1991 | 25,992 | 11,400 | 10,797 | 736 | 181 | | 134 | 565 | 461 | 5,362 | 2,960 | 1,057 | 2,772 |
| | 1987 | 24,679 | 9,099 | 8,616 | 848 | 242 | | 161 | 668 | 554 | 5,780 | 3,124 | 1,795 | 2,229 |
| Upshur | 1991 | 113,552 | 34,697 | 32,900 | 14,569 | 8,289 | 3,279 | 2,072 | 2,431 | 2,026 | 21,339 | 5,333 | 16,061 | 6,035 |
| | 1987 | 108,636 | 29,871 | 28,318 | 13,671 | 9,408 | 3,600 | 2,581 | 2,095 | 1,759 | 21,640 | 5,407 | 16,345 | 4,529 |
| Wayne | 1991 | 109,685 | 34,249 | 32,550 | 9,486 | 16,424 | | 2,453 | 4,927 | 4,463 | 8,161 | 14,294 | 4,550 | 4,638 |
| | 1987 | 105,537 | 34,353 | 32,642 | 8,096 | 16,830 | | 2,972 | 4,118 | 3,742 | 10,312 | 12,221 | 5,046 | 3,221 |
| Webster | 1991 | 27,158 | 12,387 | 11,798 | 640 | 1,504 | | 61 | 689 | 689 | 5,282 | 1,488 | 1,134 | 2,219 |
| | 1987 | 29,672 | 12,882 | 12,268 | 773 | 1,782 | | 79 | 713 | 713 | 6,227 | 1,523 | 1,753 | 2,154 |
| Wetzel | 1991 | 131,179 | 47,990 | 46,415 | 9,474 | 12,050 | 2,712 | 3,116 | 5,212 | 4,953 | 23,995 | 9,593 | 8,558 | 6,893 |
| | 1987 | 115,001 | 39,121 | 37,830 | 9,275 | 10,702 | 2,312 | 3,443 | 4,439 | 4,235 | 21,519 | 8,356 | 8,782 | 4,878 |
| Wirt | 1991 | 8,867 | 4,040 | 3,914 | 228 | 1,110 | | 60 | 104 | | 1,521 | 1,144 | 80 | 248 |
| | 1987 | 8,021 | 3,098 | 3,001 | 381 | 892 | | 68 | 116 | | 1,308 | 1,415 | 133 | 275 |
| Wood | 1991 | 721,094 | 122,792 | 118,302 | 60,005 | 164,935 | 134,569 | 22,778 | 32,645 | 17,619 | 163,250 | 44,260 | 29,887 | 26,547 |
| | 1987 | 656,399 | 112,649 | 108,508 | 54,283 | 143,074 | 115,560 | 21,699 | 27,539 | 15,189 | 167,252 | 37,393 | 31,391 | 19,426 |
| Wyoming | 1991 | 89,541 | 31,882 | 21,046 | 4,035 | 9,758 | 523 | 756 | 3,457 | 3,457 | 9,722 | 12,087 | 5,013 | 9,477 |
| | 1987 | 94,210 | 32,330 | 21,338 | 3,846 | 10,808 | 553 | 1,024 | 3,554 | 3,554 | 14,005 | 11,549 | 5,662 | 7,368 |
| **TOTAL METRO COUNTIES** | 1991 | **4,395,755** | **940,753** | **905,952** | **423,111** | **723,421** | **575,283** | **174,213** | **192,734** | **105,434** | **942,826** | **272,803** | **220,793** | **198,980** |
| | 1987 | 4,091,989 | 867,843 | 835,589 | 380,367 | 651,659 | 510,257 | 163,094 | 179,689 | 100,904 | 962,746 | 271,760 | 221,243 | 149,447 |
| **TOTAL STATE** | 1991 | **10,147,366** | **2,438,935** | **2,294,678** | **841,416** | **1,490,059** | **1,021,374** | **372,084** | **380,154** | **229,631** | **2,026,917** | **787,184** | **633,031** | **528,625** |
| | 1987 | 9,349,226 | 2,225,745 | 2,094,695 | 755,951 | 1,322,458 | 883,623 | 338,347 | 361,823 | 225,403 | 2,070,832 | 724,313 | 623,124 | 402,815 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1991
U.S. CENSUS: 1987

| METRO AREA County | Year | Total Retail Sales ($000) | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **WISCONSIN** | | | | | | | | | | | | | | |
| **APPLETON - OSHKOSH - NEENAH** | 1991 | 2,456,787 | 408,694 | 388,382 | 236,713 | 383,025 | 317,762 | 101,022 | 139,462 | 52,953 | 541,566 | 169,503 | 179,885 | 62,209 |
| | 1987 | 1,934,168 | 332,018 | 315,298 | 193,924 | 278,081 | 228,179 | 75,726 | 111,948 | 43,429 | 452,847 | 128,997 | 130,125 | 45,164 |
| Calumet | 1991 | 161,343 | 73,355 | 70,602 | 18,733 | 5,200 | 3,041 | 613 | 9,283 | 5,406 | 29,338 | 7,576 | 6,961 | 2,626 |
| | 1987 | 127,300 | 49,657 | 47,784 | 15,653 | 5,548 | 3,172 | 1,059 | 6,397 | 3,696 | 28,045 | 5,540 | 6,441 | 2,330 |
| Outagamie | 1991 | 1,170,664 | 162,283 | 152,658 | 111,336 | 222,269 | 189,671 | 47,594 | 53,669 | 19,717 | 281,704 | 88,624 | 103,992 | 19,137 |
| | 1987 | 927,705 | 137,338 | 129,167 | 88,674 | 161,516 | 136,718 | 36,568 | 45,543 | 17,214 | 239,434 | 61,734 | 75,334 | 15,611 |
| Winnebago | 1991 | 1,124,780 | 173,056 | 165,122 | 106,644 | 155,556 | 125,050 | 52,815 | 76,510 | 27,830 | 230,524 | 73,303 | 68,932 | 40,446 |
| | 1987 | 879,163 | 145,023 | 138,347 | 89,597 | 111,017 | 88,289 | 38,099 | 60,008 | 22,519 | 185,368 | 61,723 | 48,350 | 27,223 |
| **EAU CLAIRE** | 1991 | 1,081,860 | 202,847 | 191,272 | 118,106 | 153,712 | 142,153 | 40,228 | 41,820 | 18,523 | 207,585 | 119,787 | 73,858 | 24,900 |
| | 1987 | 859,842 | 157,198 | 148,216 | 90,500 | 123,979 | 114,296 | 33,349 | 37,881 | 17,272 | 183,960 | 79,026 | 58,969 | 18,073 |
| Chippewa | 1991 | 420,938 | 74,879 | 70,221 | 35,178 | 38,579 | 35,023 | 5,393 | 6,127 | 4,370 | 158,616 | 42,092 | 19,760 | 7,562 |
| | 1987 | 324,639 | 55,917 | 52,428 | 25,957 | 26,279 | 23,733 | 5,083 | 5,595 | 4,038 | 122,929 | 27,257 | 19,375 | 5,648 |
| Eau Claire | 1991 | 660,922 | 127,968 | 121,051 | 82,928 | 115,133 | 107,130 | 34,835 | 35,693 | 14,153 | 48,969 | 77,695 | 54,098 | 17,338 |
| | 1987 | 535,203 | 101,281 | 95,788 | 64,543 | 97,700 | 90,563 | 28,266 | 32,286 | 13,234 | 61,031 | 51,769 | 39,594 | 12,425 |
| **GREEN BAY** | 1991 | 1,758,825 | 274,110 | 259,150 | 161,551 | 336,787 | 278,624 | 64,978 | 125,804 | 71,979 | 366,036 | 132,474 | 124,936 | 27,180 |
| | 1987 | 1,353,464 | 208,150 | 196,750 | 131,957 | 254,215 | 208,351 | 55,739 | 90,209 | 52,156 | 303,278 | 89,874 | 96,371 | 20,844 |
| Brown | 1991 | 1,758,825 | 274,110 | 259,150 | 161,551 | 336,787 | 278,624 | 64,978 | 125,804 | 71,979 | 366,036 | 132,474 | 124,936 | 27,180 |
| | 1987 | 1,353,464 | 208,150 | 196,750 | 131,957 | 254,215 | 208,351 | 55,739 | 90,209 | 52,156 | 303,278 | 89,874 | 96,371 | 20,844 |
| **JANESVILLE - BELOIT** | 1991 | 1,081,442 | 232,992 | 225,976 | 105,068 | 141,103 | 136,191 | 26,833 | 45,081 | 25,487 | 226,722 | 104,008 | 80,742 | 44,069 |
| | 1987 | 866,913 | 180,795 | 175,316 | 87,215 | 118,410 | 114,070 | 26,069 | 37,491 | 21,731 | 199,075 | 74,981 | 56,511 | 28,825 |
| Rock | 1991 | 1,081,442 | 232,992 | 225,976 | 105,068 | 141,103 | 136,191 | 26,833 | 45,081 | 25,487 | 226,722 | 104,008 | 80,742 | 44,069 |
| | 1987 | 866,913 | 180,795 | 175,316 | 87,215 | 118,410 | 114,070 | 26,069 | 37,491 | 21,731 | 199,075 | 74,981 | 56,511 | 28,825 |
| **KENOSHA** | 1991 | 758,934 | 144,374 | 133,194 | 87,340 | 69,692 | 59,976 | 50,189 | 32,959 | 16,611 | 103,002 | 81,156 | 27,439 | 20,630 |
| | 1987 | 587,353 | 111,783 | 103,106 | 70,388 | 58,045 | 49,571 | 31,525 | 24,718 | 12,554 | 90,246 | 58,599 | 23,343 | 16,370 |
| Kenosha | 1991 | 758,934 | 144,374 | 133,194 | 87,340 | 69,692 | 59,976 | 50,189 | 32,959 | 16,611 | 103,002 | 81,156 | 27,439 | 20,630 |
| | 1987 | 587,353 | 111,783 | 103,106 | 70,388 | 58,045 | 49,571 | 31,525 | 24,718 | 12,554 | 90,246 | 58,599 | 23,343 | 16,370 |
| **LA CROSSE** | 1991 | 841,620 | 132,214 | 126,062 | 105,003 | 154,334 | 123,989 | 33,675 | 49,203 | 23,134 | 176,376 | 60,872 | 33,455 | 19,503 |
| | 1987 | 681,975 | 103,718 | 98,872 | 81,266 | 113,086 | 89,873 | 28,828 | 41,160 | 19,792 | 160,157 | 46,161 | 32,528 | 16,817 |
| La Crosse | 1991 | 841,620 | 132,214 | 126,062 | 105,003 | 154,334 | 123,989 | 33,675 | 49,203 | 23,134 | 176,376 | 60,872 | 33,455 | 19,503 |
| | 1987 | 681,975 | 103,718 | 98,872 | 81,266 | 113,086 | 89,873 | 28,828 | 41,160 | 19,792 | 160,157 | 46,161 | 32,528 | 16,817 |
| **MADISON** | 1991 | 3,168,517 | 488,728 | 455,742 | 341,962 | 376,242 | 326,962 | 181,068 | 211,325 | 70,267 | 612,500 | 269,146 | 203,061 | 76,662 |
| | 1987 | 2,566,777 | 412,576 | 384,653 | 281,223 | 294,806 | 254,358 | 130,999 | 198,141 | 67,898 | 550,309 | 184,850 | 152,574 | 67,603 |
| Dane | 1991 | 3,168,517 | 488,728 | 455,742 | 341,962 | 376,242 | 326,962 | 181,068 | 211,325 | 70,267 | 612,500 | 269,146 | 203,061 | 76,662 |
| | 1987 | 2,566,777 | 412,576 | 384,653 | 281,223 | 294,806 | 254,358 | 130,999 | 198,141 | 67,898 | 550,309 | 184,850 | 152,574 | 67,603 |
| **MILWAUKEE** | 1991 | 10,841,914 | 1,873,090 | 1,769,941 | 1,196,942 | 1,427,964 | 1,252,736 | 553,649 | 705,622 | 284,086 | 2,129,058 | 869,438 | 500,546 | 527,639 |
| | 1987 | 8,918,331 | 1,678,967 | 1,585,645 | 965,452 | 1,081,132 | 945,358 | 406,369 | 565,812 | 235,597 | 1,942,968 | 651,475 | 408,189 | 351,394 |
| Milwaukee | 1991 | 6,972,461 | 1,225,954 | 1,149,802 | 830,357 | 956,615 | 884,143 | 420,105 | 490,771 | 200,272 | 1,183,317 | 536,133 | 250,374 | 384,796 |
| | 1987 | 5,941,868 | 1,124,755 | 1,054,678 | 700,459 | 753,110 | 693,063 | 312,424 | 398,204 | 167,746 | 1,134,827 | 412,233 | 222,232 | 257,005 |
| Ozaukee | 1991 | 495,095 | 82,974 | 79,745 | 56,119 | 29,240 | 25,020 | 11,677 | 24,642 | 11,752 | 119,921 | 55,761 | 47,639 | 20,453 |
| | 1987 | 383,171 | 72,615 | 69,775 | 38,426 | 17,582 | 14,920 | 8,584 | 18,156 | 8,941 | 115,905 | 34,541 | 32,380 | 13,946 |
| Washington | 1991 | 537,116 | 112,269 | 106,061 | 64,477 | 52,794 | 35,384 | 11,337 | 19,418 | 11,973 | 105,152 | 66,453 | 40,702 | 18,732 |
| | 1987 | 434,648 | 97,212 | 91,818 | 48,355 | 44,874 | 29,537 | 11,141 | 16,724 | 10,431 | 89,280 | 42,564 | 34,859 | 13,360 |
| Waukesha | 1991 | 2,837,242 | 451,893 | 434,333 | 245,989 | 389,315 | 308,189 | 110,530 | 170,791 | 60,089 | 720,668 | 211,091 | 161,831 | 103,658 |
| | 1987 | 2,158,644 | 384,385 | 369,374 | 178,212 | 265,566 | 207,838 | 74,220 | 132,728 | 48,479 | 602,956 | 162,137 | 118,718 | 67,083 |
| ***MILWAUKEE - RACINE CONSOLIDATED AREA*** | *1991* | *12,125,389* | *2,090,466* | *1,968,177* | *1,301,064* | *1,606,960* | *1,399,192* | *612,023* | *776,973* | *326,327* | *2,443,648* | *982,602* | *592,948* | *577,210* |
| | *1987* | *9,980,699* | *1,872,386* | *1,761,998* | *1,065,438* | *1,220,772* | *1,058,485* | *449,177* | *622,295* | *269,492* | *2,216,853* | *733,082* | *477,220* | *386,494* |
| **RACINE** | 1991 | 1,283,475 | 217,376 | 198,236 | 104,122 | 178,996 | 146,456 | 58,374 | 71,351 | 42,241 | 314,590 | 113,164 | 92,402 | 49,571 |
| | 1987 | 1,062,368 | 193,419 | 176,353 | 99,986 | 139,640 | 113,127 | 42,808 | 56,483 | 33,895 | 273,885 | 81,607 | 69,031 | 35,100 |
| Racine | 1991 | 1,283,475 | 217,376 | 198,236 | 104,122 | 178,996 | 146,456 | 58,374 | 71,351 | 42,241 | 314,590 | 113,164 | 92,402 | 49,571 |
| | 1987 | 1,062,368 | 193,419 | 176,353 | 99,986 | 139,640 | 113,127 | 42,808 | 56,483 | 33,895 | 273,885 | 81,607 | 69,031 | 35,100 |
| **SHEBOYGAN** | 1991 | 661,655 | 143,125 | 135,844 | 67,931 | 100,715 | 73,868 | 15,204 | 17,139 | 8,018 | 132,918 | 68,623 | 47,954 | 26,028 |
| | 1987 | 541,635 | 117,541 | 111,539 | 53,683 | 88,584 | 64,026 | 11,807 | 14,925 | 7,117 | 115,216 | 45,999 | 39,550 | 17,736 |
| Sheboygan | 1991 | 661,655 | 143,125 | 135,844 | 67,931 | 100,715 | 73,868 | 15,204 | 17,139 | 8,018 | 132,918 | 68,623 | 47,954 | 26,028 |
| | 1987 | 541,635 | 117,541 | 111,539 | 53,683 | 88,584 | 64,026 | 11,807 | 14,925 | 7,117 | 115,216 | 45,999 | 39,550 | 17,736 |
| **WAUSAU** | 1991 | 794,910 | 133,738 | 94,583 | 76,400 | 150,977 | 121,271 | 26,853 | 35,508 | 22,833 | 162,507 | 68,956 | 66,390 | 11,882 |
| | 1987 | 653,329 | 121,993 | 86,259 | 58,907 | 113,344 | 90,062 | 25,295 | 29,159 | 19,236 | 144,309 | 48,397 | 53,629 | 8,805 |
| Marathon | 1991 | 794,910 | 133,738 | 94,583 | 76,400 | 150,977 | 121,271 | 26,853 | 35,508 | 22,833 | 162,507 | 68,956 | 66,390 | 11,882 |
| | 1987 | 653,329 | 121,993 | 86,259 | 58,907 | 113,344 | 90,062 | 25,295 | 29,159 | 19,236 | 144,309 | 48,397 | 53,629 | 8,805 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1991
U.S. CENSUS: 1987

| METRO AREA<br>County | Year |  | Food Stores |  | Eating & Drinking Places | General Merchandise Stores |  | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores |  | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **WISCONSIN (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **ALL COUNTIES** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Adams | 1991 | 34,129 | 11,669 | 10,861 | 5,226 | 500 |  | 635 | 223 | 223 | 4,143 | 5,954 | 635 | 1,283 |
|  | 1987 | 27,212 | 9,804 | 9,124 | 3,757 | 485 |  | 416 | 404 | 404 | 4,396 | 3,546 | 646 | 1,026 |
| Ashland | 1991 | 113,855 | 26,294 | 25,095 | 12,979 | 10,310 |  | 6,145 | 3,225 | 1,625 | 21,449 | 15,321 | 9,541 | 4,650 |
|  | 1987 | 100,365 | 21,326 | 20,350 | 11,409 | 8,850 |  | 5,695 | 3,090 | 1,601 | 21,699 | 10,400 | 7,858 | 3,508 |
| Barron | 1991 | 270,531 | 35,242 | 32,515 | 28,550 | 26,177 | 21,418 | 8,121 | 7,113 | 4,760 | 67,270 | 47,484 | 20,359 | 8,310 |
|  | 1987 | 215,735 | 32,294 | 29,789 | 21,517 | 18,723 | 15,159 | 7,228 | 6,091 | 4,127 | 58,842 | 27,461 | 17,988 | 6,807 |
| Bayfield | 1991 | 48,982 | 11,452 | 10,337 | 9,561 | 120 |  | 570 | 639 | 288 | 2,247 | 12,962 | 4,934 | 1,910 |
|  | 1987 | 39,673 | 9,627 | 8,688 | 9,184 | 107 |  | 462 | 535 | 247 | 2,458 | 8,229 | 4,104 | 1,554 |
| Brown | 1991 | 1,758,825 | 274,110 | 259,150 | 161,551 | 336,787 | 278,624 | 64,978 | 125,804 | 71,979 | 366,036 | 132,474 | 124,936 | 27,180 |
|  | 1987 | 1,353,464 | 208,150 | 196,750 | 131,957 | 254,215 | 208,351 | 55,739 | 90,209 | 52,156 | 303,278 | 89,874 | 96,371 | 20,844 |
| Buffalo | 1991 | 40,907 | 7,553 | 6,031 | 6,586 | 47 |  | 388 | 784 |  | 3,380 | 11,411 | 2,142 | 1,561 |
|  | 1987 | 34,845 | 7,612 | 6,077 | 5,821 | 58 |  | 330 | 848 |  | 4,001 | 7,276 | 1,862 | 1,375 |
| Burnett | 1991 | 61,549 | 16,614 | 15,413 | 7,377 | 3,267 |  | 279 | 439 | 439 | 10,959 | 9,887 | 8,014 | 318 |
|  | 1987 | 52,845 | 13,785 | 12,786 | 6,591 | 2,488 |  | 305 | 469 | 469 | 10,796 | 6,344 | 7,554 | 455 |
| Calumet | 1991 | 161,343 | 73,355 | 70,602 | 18,733 | 5,200 | 3,041 | 613 | 9,283 | 5,406 | 29,338 | 7,576 | 6,961 | 2,626 |
|  | 1987 | 127,300 | 49,657 | 47,784 | 15,653 | 5,548 | 3,172 | 1,059 | 6,397 | 3,696 | 28,045 | 5,540 | 6,441 | 2,330 |
| Chippewa | 1991 | 420,938 | 74,879 | 70,221 | 35,178 | 38,579 | 35,023 | 5,393 | 6,127 | 4,370 | 158,616 | 42,092 | 19,760 | 7,562 |
|  | 1987 | 324,639 | 55,917 | 52,428 | 25,957 | 26,279 | 23,733 | 5,083 | 5,595 | 4,038 | 122,929 | 27,257 | 19,375 | 5,648 |
| Clark | 1991 | 110,710 | 24,078 | 23,964 | 13,565 | 2,720 |  | 476 | 3,521 | 2,911 | 31,866 | 17,726 | 7,433 | 3,917 |
|  | 1987 | 92,102 | 24,084 | 23,965 | 10,043 | 2,447 |  | 480 | 2,592 | 2,168 | 26,123 | 10,756 | 7,072 | 3,091 |
| Columbia | 1991 | 320,757 | 64,543 | 62,195 | 42,452 | 9,378 | 5,212 | 7,239 | 6,790 | 2,667 | 65,294 | 56,700 | 26,512 | 9,540 |
|  | 1987 | 249,530 | 48,914 | 47,126 | 31,566 | 7,693 | 4,174 | 6,786 | 5,939 | 2,382 | 57,719 | 37,865 | 20,499 | 7,324 |
| Crawford | 1991 | 111,127 | 22,777 | 21,851 | 14,200 | 12,196 | 8,702 | 5,900 | 2,114 | 886 | 25,558 | 10,161 | 6,247 | 2,320 |
|  | 1987 | 84,722 | 17,467 | 16,754 | 9,740 | 8,387 | 5,891 | 4,526 | 1,829 | 799 | 23,092 | 6,197 | 4,707 | 1,652 |
| Dane | 1991 | 3,168,517 | 488,728 | 455,742 | 341,962 | 376,242 | 326,962 | 181,068 | 211,325 | 70,267 | 612,500 | 269,146 | 203,061 | 76,662 |
|  | 1987 | 2,566,777 | 412,576 | 384,653 | 281,223 | 294,806 | 254,358 | 130,999 | 198,141 | 67,898 | 550,309 | 184,850 | 152,574 | 67,603 |
| Dodge | 1991 | 354,419 | 76,915 | 69,432 | 43,630 | 46,935 | 30,546 | 9,757 | 7,483 | 3,631 | 58,361 | 29,933 | 34,492 | 8,955 |
|  | 1987 | 291,247 | 64,434 | 58,154 | 34,109 | 41,644 | 26,597 | 10,205 | 7,085 | 3,465 | 51,898 | 20,098 | 27,788 | 6,503 |
| Door | 1991 | 202,424 | 38,604 | 36,473 | 32,026 | 11,719 |  | 13,190 | 6,674 | 3,200 | 35,882 | 16,418 | 14,450 | 5,721 |
|  | 1987 | 166,481 | 36,170 | 34,167 | 26,220 | 10,919 |  | 8,351 | 5,206 | 2,494 | 30,372 | 12,358 | 12,731 | 4,037 |
| ☐ Douglas | 1991 | 286,215 | 52,095 | 49,655 | 33,248 | 36,313 | 34,774 | 7,704 | 4,332 | 2,865 | 60,345 | 34,825 | 18,524 | 10,501 |
|  | 1987 | 239,750 | 44,652 | 42,552 | 28,704 | 29,119 | 27,817 | 7,846 | 3,872 | 2,618 | 49,959 | 22,971 | 17,698 | 7,761 |
| Dunn | 1991 | 161,881 | 36,833 | 33,690 | 21,613 | 29,911 | 12,662 | 3,692 | 3,883 | 2,611 | 24,387 | 23,281 | 5,220 | 6,151 |
|  | 1987 | 133,617 | 31,852 | 29,128 | 17,031 | 24,330 | 9,987 | 3,602 | 3,114 | 2,101 | 22,508 | 15,013 | 5,085 | 4,619 |
| Eau Claire | 1991 | 660,922 | 127,968 | 121,051 | 82,928 | 115,133 | 107,130 | 34,835 | 35,693 | 14,153 | 48,969 | 77,695 | 54,098 | 17,338 |
|  | 1987 | 535,203 | 101,281 | 95,788 | 64,543 | 97,700 | 90,563 | 28,266 | 32,286 | 13,234 | 61,031 | 51,769 | 39,594 | 12,425 |
| Florence | 1991 | 13,517 | 1,241 | 1,113 | 2,349 | 144 |  |  | 56 |  | 2,958 | 441 | 175 | 792 |
|  | 1987 | 10,824 | 1,528 | 1,371 | 1,950 | 147 |  |  | 62 |  | 2,171 | 314 | 177 | 498 |
| Fond du Lac | 1991 | 593,792 | 94,633 | 89,205 | 66,172 | 112,939 | 82,067 | 19,163 | 16,181 | 8,778 | 135,253 | 58,508 | 26,971 | 27,579 |
|  | 1987 | 493,390 | 88,498 | 83,405 | 55,368 | 87,250 | 62,472 | 17,045 | 15,951 | 8,792 | 117,860 | 37,811 | 21,626 | 18,751 |
| Forest | 1991 | 30,156 | 14,972 | 13,955 | 3,796 | 360 |  | 106 | 260 |  | 366 | 7,118 | 1,180 | 755 |
|  | 1987 | 23,466 | 10,805 | 10,069 | 3,155 | 360 |  | 112 | 291 |  | 659 | 5,009 | 1,282 | 594 |
| Grant | 1991 | 256,880 | 60,425 | 57,297 | 35,317 | 28,539 | 14,424 | 4,436 | 7,441 | 4,416 | 45,680 | 33,544 | 22,348 | 7,245 |
|  | 1987 | 214,098 | 52,006 | 49,304 | 27,085 | 19,872 | 9,779 | 4,657 | 6,900 | 4,095 | 44,495 | 23,338 | 18,726 | 5,276 |
| Green | 1991 | 387,362 | 41,652 | 33,160 | 16,791 | 27,479 | 21,474 | 5,661 | 4,987 | 3,929 | 50,642 | 20,696 | 8,082 | 3,917 |
|  | 1987 | 308,648 | 37,301 | 29,690 | 15,610 | 19,352 | 14,942 | 4,955 | 4,645 | 3,687 | 48,713 | 14,630 | 8,118 | 4,041 |
| Green Lake | 1991 | 88,344 | 20,690 | 20,650 | 12,185 | 1,853 |  | 4,759 | 2,099 | 1,644 | 25,238 | 10,422 | 4,644 | 2,769 |
|  | 1987 | 80,111 | 19,672 | 19,630 | 10,169 | 2,048 |  | 4,658 | 1,956 | 1,541 | 22,108 | 8,500 | 4,103 | 2,255 |
| Iowa | 1991 | 541,144 | 16,359 | 15,965 | 9,070 | 6,905 | 4,655 | 1,678 | 3,527 | 2,228 | 11,206 | 8,485 | 5,633 | 3,396 |
|  | 1987 | 387,215 | 19,369 | 18,899 | 10,744 | 5,276 | 3,496 | 1,996 | 4,174 | 2,667 | 13,263 | 6,975 | 5,827 | 2,892 |
| Iron | 1991 | 41,725 | 15,502 | 15,105 | 5,605 | 136 |  | 92 | 357 | 357 | 3,172 | 2,917 | 3,329 | 1,609 |
|  | 1987 | 34,983 | 12,659 | 12,332 | 4,615 | 162 |  | 74 | 422 | 422 | 3,288 | 3,190 | 2,990 | 981 |
| Jackson | 1991 | 84,880 | 15,725 | 14,646 | 10,195 | 1,564 |  | 2,780 | 645 | 391 | 11,845 | 30,741 | 5,943 | 665 |
|  | 1987 | 73,871 | 16,863 | 15,703 | 9,297 | 1,164 |  | 2,006 | 652 | 399 | 12,231 | 20,233 | 6,005 | 900 |
| Jefferson | 1991 | 383,580 | 80,284 | 79,117 | 49,445 | 65,575 | 52,472 | 9,618 | 15,651 | 7,207 | 66,680 | 46,063 | 18,072 | 9,273 |
|  | 1987 | 309,729 | 68,995 | 67,978 | 41,331 | 48,682 | 38,533 | 8,865 | 12,746 | 5,820 | 52,662 | 32,011 | 16,675 | 7,686 |
| Juneau | 1991 | 110,831 | 16,116 | 15,793 | 11,726 | 2,715 |  | 889 | 2,891 | 1,149 | 10,805 | 51,555 | 8,329 | 3,543 |
|  | 1987 | 92,069 | 16,002 | 15,679 | 10,025 | 2,632 |  | 915 | 2,291 | 896 | 13,063 | 32,843 | 8,493 | 2,792 |
| Kenosha | 1991 | 758,934 | 144,374 | 133,194 | 87,340 | 69,692 | 59,976 | 50,189 | 32,959 | 16,611 | 103,002 | 81,156 | 27,439 | 20,630 |
|  | 1987 | 587,353 | 111,783 | 103,106 | 70,388 | 58,045 | 49,571 | 31,525 | 24,718 | 12,554 | 90,246 | 58,599 | 23,343 | 16,370 |
| Kewaunee | 1991 | 81,129 | 21,214 | 18,008 | 11,430 | 273 |  | 978 | 2,273 | 1,829 | 22,184 | 12,676 | 3,487 | 1,334 |
|  | 1987 | 66,809 | 17,087 | 14,502 | 9,276 | 479 |  | 847 | 2,692 | 2,165 | 18,110 | 8,691 | 3,836 | 1,171 |
| La Crosse | 1991 | 841,620 | 132,214 | 126,062 | 105,003 | 154,334 | 123,989 | 33,675 | 49,203 | 23,134 | 176,376 | 60,872 | 33,455 | 19,503 |
|  | 1987 | 681,975 | 103,718 | 98,872 | 81,266 | 113,086 | 89,873 | 28,828 | 41,160 | 19,792 | 160,157 | 46,161 | 32,528 | 16,817 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1991<br>U.S. CENSUS: 1987<br><br>METRO AREA<br>County | Year | Total Retail Sales ($000) | Food Stores<br>Total ($000) | Food Stores<br>Super-markets ($000) | Eating & Drinking Places<br>Total ($000) | General Merchandise Stores<br>Total ($000) | General Merchandise Stores<br>Department Stores ($000) | Apparel & Accessories Stores<br>Total ($000) | Furniture/ Home Furnishings/ Appliance Stores<br>Total ($000) | Furniture/ Home Furnishings/ Appliance Stores<br>Furniture & Home Furn. ($000) | Automotive Dealers<br>Total ($000) | Gasoline Service Stations<br>Total ($000) | Bldg. Mtls. & Hardware Dealers<br>Total ($000) | Drug-stores<br>Total ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **WISCONSIN (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Lafayette | 1991 | 51,027 | 14,425 | 12,931 | 4,101 | 129 | | 1,176 | 1,273 | 964 | 9,744 | 9,158 | 5,573 | 2,754 |
| | 1987 | 42,537 | 11,066 | 9,917 | 3,825 | 242 | | 1,138 | 1,262 | 962 | 8,548 | 6,440 | 4,786 | 1,855 |
| Langlade | 1991 | 128,032 | 28,286 | 25,936 | 13,576 | 18,763 | | 3,695 | 2,618 | 1,906 | 26,619 | 16,689 | 5,985 | 5,626 |
| | 1987 | 111,175 | 25,040 | 22,955 | 10,660 | 13,700 | | 3,488 | 1,981 | 1,471 | 28,025 | 13,522 | 5,571 | 3,848 |
| Lincoln | 1991 | 152,466 | 35,351 | 31,353 | 15,854 | 10,763 | | 3,250 | 3,483 | 570 | 32,631 | 27,492 | 7,396 | 7,213 |
| | 1987 | 123,099 | 33,497 | 29,703 | 13,004 | 7,238 | | 2,653 | 3,114 | 527 | 26,458 | 17,399 | 6,396 | 4,963 |
| Manitowoc | 1991 | 405,756 | 113,309 | 107,803 | 49,946 | 55,748 | 47,771 | 8,677 | 13,479 | 7,545 | 67,169 | 43,325 | 17,015 | 12,455 |
| | 1987 | 341,960 | 88,610 | 84,287 | 40,398 | 48,461 | 41,206 | 7,426 | 12,299 | 6,971 | 66,486 | 30,110 | 15,329 | 9,900 |
| Marathon | 1991 | 794,910 | 133,738 | 94,583 | 76,400 | 150,977 | 121,271 | 26,853 | 35,508 | 22,833 | 162,507 | 68,956 | 66,390 | 11,882 |
| | 1987 | 653,329 | 121,993 | 86,259 | 58,907 | 113,344 | 90,062 | 25,295 | 29,159 | 19,236 | 144,309 | 48,397 | 53,629 | 8,805 |
| Marinette | 1991 | 242,525 | 53,450 | 46,804 | 26,321 | 25,324 | 18,226 | 13,035 | 8,369 | 3,863 | 39,885 | 28,899 | 16,665 | 6,744 |
| | 1987 | 197,253 | 46,984 | 41,134 | 21,425 | 19,042 | 13,499 | 9,375 | 7,198 | 3,341 | 37,016 | 19,009 | 13,312 | 5,540 |
| Marquette | 1991 | 42,123 | 10,269 | 10,049 | 9,377 | 1,393 | | 157 | 178 | 178 | 5,284 | 6,411 | 2,563 | 225 |
| | 1987 | 32,606 | 8,142 | 7,966 | 7,113 | 930 | | 242 | 322 | 322 | 5,113 | 3,956 | 2,320 | 361 |
| Menominee | 1991 | 4,082 | 162 | 147 | 1,416 | 187 | | 381 | | | | 250 | | |
| | 1987 | 3,466 | 193 | 175 | 1,126 | 333 | | 414 | | | | 281 | | |
| Milwaukee | 1991 | 6,972,461 | 1,225,954 | 1,149,802 | 830,357 | 956,615 | 884,143 | 420,105 | 490,771 | 200,272 | 1,183,317 | 536,133 | 250,374 | 384,796 |
| | 1987 | 5,941,868 | 1,124,755 | 1,054,678 | 700,459 | 753,110 | 693,063 | 312,424 | 393,204 | 167,746 | 1,134,827 | 412,233 | 222,232 | 257,005 |
| Monroe | 1991 | 215,598 | 43,973 | 43,494 | 23,660 | 35,697 | 14,310 | 3,483 | 7,362 | 4,295 | 29,313 | 31,365 | 21,170 | 5,211 |
| | 1987 | 176,097 | 39,241 | 38,806 | 19,337 | 24,258 | 9,417 | 3,396 | 6,435 | 3,809 | 28,662 | 22,952 | 17,135 | 4,223 |
| Oconto | 1991 | 121,550 | 36,065 | 34,512 | 19,745 | 1,482 | | 86 | 2,290 | 2,180 | 22,827 | 13,063 | 13,052 | 3,269 |
| | 1987 | 98,923 | 27,978 | 26,768 | 15,122 | 1,578 | | 81 | 1,922 | 1,829 | 21,638 | 10,157 | 10,239 | 2,449 |
| Oneida | 1991 | 262,913 | 42,996 | 40,617 | 31,611 | 28,900 | 18,211 | 13,514 | 9,635 | 6,795 | 55,621 | 22,900 | 17,926 | 5,230 |
| | 1987 | 222,474 | 40,567 | 38,315 | 25,574 | 22,263 | 13,748 | 11,709 | 7,997 | 5,693 | 51,233 | 16,333 | 15,357 | 4,504 |
| Outagamie | 1991 | 1,170,664 | 162,283 | 152,658 | 111,336 | 222,269 | 189,671 | 47,594 | 53,669 | 19,717 | 281,704 | 88,624 | 103,992 | 19,137 |
| | 1987 | 927,705 | 137,338 | 129,167 | 88,674 | 161,516 | 136,718 | 36,568 | 45,543 | 17,214 | 239,434 | 61,734 | 75,334 | 15,611 |
| Ozaukee | 1991 | 495,095 | 82,974 | 79,745 | 56,119 | 29,240 | 25,020 | 11,677 | 24,642 | 11,752 | 119,921 | 55,761 | 47,639 | 20,453 |
| | 1987 | 383,171 | 72,615 | 69,775 | 38,426 | 17,582 | 14,920 | 8,584 | 18,156 | 8,941 | 115,905 | 34,541 | 32,380 | 13,946 |
| Pepin | 1991 | 38,985 | 8,853 | 8,057 | 3,447 | 144 | | 204 | 2,399 | 863 | 14,240 | 5,197 | 1,076 | 706 |
| | 1987 | 31,745 | 7,126 | 6,484 | 3,344 | 264 | | 349 | 1,736 | 626 | 11,204 | 3,292 | 996 | 900 |
| Pierce | 1991 | 154,507 | 30,653 | 29,061 | 19,924 | 1,176 | | 2,734 | 6,661 | 3,741 | 30,343 | 26,613 | 12,918 | 7,297 |
| | 1987 | 129,801 | 26,964 | 25,558 | 18,351 | 878 | | 2,096 | 6,174 | 3,571 | 27,043 | 18,506 | 10,148 | 5,989 |
| Polk | 1991 | 168,005 | 48,012 | 43,340 | 16,937 | 2,857 | | 2,288 | 7,464 | 6,674 | 23,105 | 16,771 | 23,674 | 7,861 |
| | 1987 | 145,295 | 39,320 | 35,486 | 16,973 | 2,773 | | 2,323 | 5,919 | 5,331 | 22,079 | 12,479 | 18,634 | 6,075 |
| Portage | 1991 | 424,895 | 67,248 | 65,516 | 58,889 | 70,404 | 50,479 | 11,117 | 19,970 | 14,937 | 68,288 | 28,380 | 32,312 | 5,000 |
| | 1987 | 337,036 | 55,378 | 53,941 | 43,087 | 50,809 | 35,879 | 11,717 | 15,940 | 12,086 | 57,993 | 17,898 | 22,935 | 4,909 |
| Price | 1991 | 75,727 | 23,813 | 23,263 | 8,552 | 1,393 | | 2,755 | 1,885 | 1,331 | 13,658 | 8,336 | 4,666 | 2,960 |
| | 1987 | 62,335 | 19,675 | 19,216 | 6,321 | 1,196 | | 2,358 | 1,578 | 1,118 | 12,533 | 6,324 | 4,615 | 2,237 |
| Racine | 1991 | 1,283,475 | 217,376 | 198,236 | 104,122 | 178,996 | 146,456 | 58,374 | 71,351 | 42,241 | 314,590 | 113,164 | 92,402 | 49,571 |
| | 1987 | 1,062,368 | 193,419 | 176,353 | 99,986 | 139,640 | 113,127 | 42,808 | 56,483 | 33,895 | 273,885 | 81,607 | 69,031 | 35,100 |
| Richland | 1991 | 92,339 | 23,513 | 22,185 | 6,782 | 995 | | 3,398 | 1,926 | 1,655 | 22,235 | 8,173 | 5,426 | 2,719 |
| | 1987 | 77,525 | 20,043 | 18,908 | 5,375 | 851 | | 3,206 | 1,887 | 1,624 | 20,930 | 6,262 | 5,035 | 2,149 |
| Rock | 1991 | 1,081,442 | 232,992 | 225,976 | 105,068 | 141,103 | 136,191 | 26,833 | 45,081 | 25,487 | 226,722 | 104,008 | 80,742 | 44,069 |
| | 1987 | 866,913 | 180,795 | 175,316 | 87,215 | 118,410 | 114,070 | 26,069 | 37,491 | 21,731 | 199,075 | 74,981 | 56,511 | 28,825 |
| Rusk | 1991 | 58,177 | 16,034 | 15,339 | 7,200 | 1,236 | | 2,965 | 797 | 137 | 4,574 | 10,704 | 6,133 | 3,114 |
| | 1987 | 50,782 | 15,029 | 14,375 | 6,074 | 1,386 | | 2,429 | 807 | 137 | 5,016 | 6,773 | 6,081 | 2,424 |
| ☐ St. Croix | 1991 | 316,653 | 60,734 | 58,678 | 32,863 | 36,585 | | 4,087 | 7,302 | 5,185 | 85,891 | 51,978 | 13,916 | 3,125 |
| | 1987 | 239,958 | 46,835 | 45,240 | 24,407 | 22,109 | | 3,292 | 5,725 | 4,088 | 68,144 | 39,160 | 12,090 | 3,770 |
| Sauk | 1991 | 346,498 | 80,755 | 76,557 | 48,861 | 30,978 | 18,949 | 9,329 | 7,580 | 3,955 | 62,212 | 38,908 | 26,274 | 7,973 |
| | 1987 | 274,940 | 71,717 | 67,975 | 36,243 | 22,906 | 13,721 | 8,325 | 6,199 | 3,314 | 48,586 | 27,484 | 24,363 | 6,226 |
| Sawyer | 1991 | 104,246 | 37,227 | 32,653 | 11,400 | 1,596 | | 3,453 | 1,902 | 1,747 | 10,680 | 15,950 | 10,175 | 1,171 |
| | 1987 | 81,811 | 29,241 | 25,643 | 8,741 | 1,366 | | 2,165 | 1,521 | 1,406 | 9,982 | 9,848 | 9,054 | 1,265 |
| Shawano | 1991 | 180,175 | 48,550 | 40,656 | 26,114 | 12,381 | 2,609 | 4,085 | 7,058 | 5,217 | 26,858 | 19,699 | 22,625 | 6,955 |
| | 1987 | 143,543 | 38,174 | 31,961 | 19,081 | 9,931 | 2,008 | 3,640 | 5,107 | 3,779 | 25,120 | 14,947 | 17,211 | 5,133 |
| Sheboygan | 1991 | 661,655 | 143,125 | 135,844 | 67,931 | 100,715 | 73,868 | 15,204 | 17,139 | 8,018 | 132,918 | 68,623 | 47,954 | 26,028 |
| | 1987 | 541,635 | 117,541 | 111,539 | 53,683 | 88,584 | 64,026 | 11,807 | 14,925 | 7,117 | 115,216 | 45,999 | 39,550 | 17,736 |
| Taylor | 1991 | 78,936 | 21,712 | 20,972 | 9,758 | 1,109 | | 601 | 2,708 | 1,819 | 16,415 | 12,710 | 5,618 | 1,300 |
| | 1987 | 65,175 | 16,868 | 16,290 | 7,284 | 1,040 | | 842 | 2,618 | 1,787 | 16,156 | 8,956 | 4,608 | 1,345 |
| Trempealeau | 1991 | 139,420 | 32,176 | 31,197 | 14,255 | 1,742 | | 1,216 | 1,019 | 677 | 42,391 | 25,625 | 10,261 | 4,337 |
| | 1987 | 115,555 | 24,903 | 24,141 | 11,237 | 1,671 | | 1,034 | 872 | 577 | 39,623 | 17,076 | 9,021 | 2,670 |
| Vernon | 1991 | 94,397 | 19,760 | 19,357 | 8,346 | 2,475 | 1,671 | 5,813 | 8,133 | 5,706 | 15,940 | 12,039 | 6,230 | 3,001 |
| | 1987 | 79,432 | 19,012 | 18,620 | 7,757 | 1,805 | 1,198 | 5,013 | 6,000 | 4,216 | 13,767 | 9,340 | 5,477 | 2,744 |
| Vilas | 1991 | 150,382 | 33,558 | 32,117 | 21,097 | 3,499 | | 3,814 | 6,414 | 5,934 | 16,295 | 17,516 | 13,126 | 3,441 |
| | 1987 | 122,320 | 32,752 | 31,340 | 17,403 | 2,820 | | 2,915 | 4,810 | 4,464 | 16,237 | 11,333 | 10,324 | 2,807 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1991<br>U.S. CENSUS 1987 |  |  | Food Stores |  | Eating & Drinking Places | General Merchandise Stores |  | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores |  | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **WISCONSIN (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **ALL COUNTIES (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Walworth | 1991 | 485,982 | 97,667 | 95,952 | 70,755 | 44,449 | 26,782 | 27,889 | 9,480 | 5,092 | 71,863 | 58,594 | 47,068 | 14,999 |
|  | 1987 | 402,383 | 86,826 | 85,285 | 58,616 | 31,194 | 18,392 | 21,612 | 8,159 | 4,433 | 72,260 | 39,087 | 34,063 | 11,953 |
| Washburn | 1991 | 130,420 | 37,555 | 35,377 | 9,418 | 4,506 | 2,886 | 3,205 | 3,880 | 3,654 | 35,642 | 13,444 | 6,298 | 7,674 |
|  | 1987 | 100,046 | 28,275 | 26,630 | 8,773 | 3,215 | 2,020 | 2,254 | 2,662 | 2,516 | 29,105 | 8,405 | 5,799 | 5,081 |
| Washington | 1991 | 537,116 | 112,269 | 106,061 | 64,477 | 52,794 | 35,384 | 11,337 | 19,418 | 11,973 | 105,152 | 66,453 | 40,702 | 18,732 |
|  | 1987 | 434,648 | 97,212 | 91,818 | 48,355 | 44,874 | 29,537 | 11,141 | 16,724 | 10,431 | 89,280 | 42,564 | 34,859 | 13,360 |
| Waukesha | 1991 | 2,837,242 | 451,893 | 434,333 | 245,989 | 389,315 | 308,189 | 110,530 | 170,791 | 60,089 | 720,668 | 211,091 | 161,831 | 103,658 |
|  | 1987 | 2,158,644 | 384,385 | 369,374 | 178,212 | 265,566 | 207,838 | 74,220 | 132,728 | 48,479 | 602,956 | 162,137 | 118,718 | 67,083 |
| Waupaca | 1991 | 255,998 | 61,183 | 58,186 | 35,059 | 16,558 | 3,794 | 2,507 | 9,942 | 5,605 | 59,340 | 24,962 | 21,876 | 9,801 |
|  | 1987 | 215,516 | 52,308 | 49,735 | 28,776 | 14,929 | 3,284 | 3,252 | 7,963 | 4,513 | 53,723 | 16,586 | 16,768 | 7,108 |
| Waushara | 1991 | 79,064 | 21,267 | 20,957 | 8,490 | 912 |  | 287 | 1,316 | 385 | 19,292 | 14,973 | 3,627 | 1,049 |
|  | 1987 | 69,004 | 17,314 | 17,058 | 6,783 | 1,345 |  | 285 | 1,158 | 361 | 17,658 | 11,259 | 3,924 | 919 |
| Winnebago | 1991 | 1,124,780 | 173,056 | 165,122 | 106,644 | 155,556 | 125,050 | 52,815 | 76,510 | 27,830 | 230,524 | 73,303 | 68,932 | 40,446 |
|  | 1987 | 879,163 | 145,023 | 138,347 | 89,597 | 111,017 | 88,289 | 38,099 | 60,008 | 22,519 | 185,368 | 61,723 | 48,350 | 27,223 |
| Wood | 1991 | 724,493 | 116,455 | 113,596 | 49,246 | 127,450 | 98,296 | 12,011 | 24,090 | 13,093 | 134,886 | 56,547 | 48,674 | 8,307 |
|  | 1987 | 593,877 | 99,644 | 97,178 | 42,267 | 96,383 | 73,423 | 15,041 | 21,054 | 11,711 | 125,307 | 37,077 | 36,690 | 6,833 |
| **TOTAL METRO COUNTIES** | **1991** | **25,332,807** | **4,364,117** | **4,086,715** | **2,668,249** | **3,546,445** | **3,014,762** | **1,163,864** | **1,486,908** | **644,182** | **5,119,096** | **2,143,930** | **1,463,108** | **903,899** |
|  | 1987 | 20,505,863 | 3,709,645 | 3,469,799 | 2,167,612 | 2,714,550 | 2,299,088 | 879,652 | 1,217,524 | 537,383 | 4,534,353 | 1,552,097 | 1,150,608 | 638,262 |
| **TOTAL STATE** | **1991** | **35,181,336** | **6,339,781** | **5,946,570** | **3,770,232** | **4,452,453** | **3,572,378** | **1,417,541** | **1,759,475** | **809,869** | **6,833,271** | **3,299,027** | **2,126,682** | **1,169,804** |
|  | 1987 | 28,537,161 | 5,409,686 | 5,070,319 | 3,063,295 | 3,412,912 | 2,717,913 | 1,104,946 | 1,452,202 | 680,619 | 6,094,381 | 2,334,276 | 1,702,551 | 844,460 |
| **WYOMING** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **CASPER** | **1991** | **460,991** | **119,284** | **115,894** | **45,394** | **54,763** | **43,935** | **16,504** | **23,569** | **13,084** | **88,721** | **41,893** | **20,842** | **7,767** |
|  | 1987 | 449,103 | 100,830 | 97,945 | 42,488 | 53,674 | 42,597 | 16,754 | 22,328 | 12,537 | 111,139 | 38,238 | 19,636 | 5,488 |
| Natrona | 1991 | 460,991 | 119,284 | 115,894 | 45,394 | 54,763 | 43,935 | 16,504 | 23,569 | 13,084 | 88,721 | 41,893 | 20,842 | 7,767 |
|  | 1987 | 449,103 | 100,830 | 97,945 | 42,488 | 53,674 | 42,597 | 16,754 | 22,328 | 12,537 | 111,139 | 38,238 | 19,636 | 5,488 |
| **CHEYENNE** | **1991** | **549,806** | **89,486** | **86,850** | **62,699** | **78,735** | **62,889** | **22,480** | **19,528** | **9,815** | **122,636** | **59,973** | **29,444** | **5,677** |
|  | 1987 | 484,561 | 73,176 | 71,007 | 51,863 | 65,827 | 52,000 | 19,008 | 19,670 | 10,073 | 119,435 | 54,074 | 22,392 | 5,914 |
| Laramie | 1991 | 549,806 | 89,486 | 86,850 | 62,699 | 78,735 | 62,889 | 22,480 | 19,528 | 9,815 | 122,636 | 59,973 | 29,444 | 5,677 |
|  | 1987 | 484,561 | 73,176 | 71,007 | 51,863 | 65,827 | 52,000 | 19,008 | 19,670 | 10,073 | 119,435 | 54,074 | 22,392 | 5,914 |
| **ALL COUNTIES** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Albany | 1991 | 183,184 | 42,077 | 41,800 | 21,514 | 15,140 | 14,334 | 9,276 | 6,902 | 4,602 | 30,105 | 23,157 | 6,010 | 7,567 |
|  | 1987 | 161,895 | 34,705 | 34,470 | 20,010 | 10,886 | 10,277 | 7,073 | 6,691 | 4,535 | 30,992 | 23,443 | 5,483 | 5,586 |
| Big Horn | 1991 | 25,087 | 9,269 | 9,092 | 3,769 | 771 |  | 1,036 | 838 | 652 | 2,203 | 3,188 | 1,654 | 1,427 |
|  | 1987 | 24,261 | 8,768 | 8,599 | 3,729 | 915 |  | 824 | 830 | 653 | 2,458 | 3,069 | 1,413 | 1,008 |
| Campbell | 1991 | 163,713 | 42,995 | 42,304 | 16,726 | 17,770 | 15,600 | 7,110 | 4,187 | 2,001 | 29,085 | 15,007 | 5,062 | 6,591 |
|  | 1987 | 158,054 | 40,828 | 40,164 | 16,048 | 14,831 | 12,931 | 6,206 | 4,590 | 2,219 | 29,872 | 15,529 | 7,397 | 5,363 |
| Carbon | 1991 | 86,757 | 25,345 | 24,930 | 9,190 | 5,008 | 4,359 | 1,603 | 1,647 | 1,184 | 12,520 | 12,532 | 8,943 | 4,217 |
|  | 1987 | 91,794 | 23,748 | 23,354 | 9,618 | 5,959 | 5,152 | 2,239 | 1,614 | 1,189 | 14,407 | 17,258 | 7,185 | 3,361 |
| Converse | 1991 | 42,234 | 10,705 | 10,257 | 4,232 | 3,742 |  | 1,555 | 931 | 768 | 7,575 | 7,050 | 2,351 | 2,057 |
|  | 1987 | 48,536 | 11,742 | 11,248 | 5,006 | 3,844 |  | 1,583 | 1,051 | 866 | 9,972 | 8,248 | 2,770 | 1,731 |
| Crook | 1991 | 16,099 | 3,739 | 3,628 | 2,010 | 949 |  | 596 | 98 |  | 543 | 2,874 | 1,746 | 467 |
|  | 1987 | 14,820 | 3,482 | 3,378 | 2,151 | 791 |  | 408 | 89 |  | 588 | 3,207 | 1,311 | 332 |
| Fremont | 1991 | 177,267 | 43,521 | 43,273 | 16,491 | 21,764 | 18,568 | 7,140 | 4,111 | 1,777 | 31,688 | 21,088 | 10,435 | 4,834 |
|  | 1987 | 167,242 | 39,442 | 39,209 | 15,347 | 18,110 | 15,327 | 6,934 | 3,526 | 1,593 | 33,969 | 19,402 | 10,593 | 4,526 |
| Goshen | 1991 | 47,342 | 11,879 | 11,745 | 5,224 | 4,981 |  | 2,345 | 597 | 528 | 5,285 | 7,034 | 4,759 | 1,900 |
|  | 1987 | 46,073 | 11,862 | 11,726 | 4,970 | 5,028 |  | 2,125 | 537 | 480 | 5,735 | 7,088 | 4,042 | 1,536 |
| Hot Springs | 1991 | 21,026 | 5,115 | 4,945 | 1,546 | 291 |  | 682 | 280 |  | 2,214 | 2,719 | 2,004 | 1,344 |
|  | 1987 | 23,043 | 7,142 | 6,903 | 1,948 | 467 |  | 744 | 374 |  | 2,686 | 2,873 | 1,753 | 984 |
| Johnson | 1991 | 24,135 | 3,790 | 3,750 | 2,416 | 681 |  | 1,309 | 850 | 353 | 1,005 | 6,244 | 3,388 | 1,270 |
|  | 1987 | 25,980 | 3,719 | 3,679 | 2,802 | 963 |  | 1,027 | 809 | 344 | 1,214 | 8,442 | 2,765 | 985 |
| Laramie | 1991 | 549,806 | 89,486 | 86,850 | 62,699 | 78,735 | 62,889 | 22,480 | 19,528 | 9,815 | 122,636 | 59,973 | 29,444 | 5,677 |
|  | 1987 | 484,561 | 73,176 | 71,007 | 51,863 | 65,827 | 52,000 | 19,008 | 19,670 | 10,073 | 119,435 | 54,074 | 22,392 | 5,914 |
| Lincoln | 1991 | 54,738 | 12,209 | 11,810 | 3,542 | 3,142 | 2,804 | 1,058 | 1,803 | 1,592 | 13,558 | 9,493 | 4,133 | 1,382 |
|  | 1987 | 53,496 | 11,259 | 10,889 | 4,228 | 2,626 | 2,332 | 1,267 | 1,285 | 1,147 | 14,223 | 9,930 | 3,740 | 1,094 |
| Natrona | 1991 | 460,991 | 119,284 | 115,894 | 45,394 | 54,763 | 43,935 | 16,504 | 23,569 | 13,084 | 88,721 | 41,893 | 20,842 | 7,767 |
|  | 1987 | 449,103 | 100,830 | 97,945 | 42,488 | 53,674 | 42,597 | 16,754 | 22,328 | 12,537 | 111,139 | 38,238 | 19,636 | 5,488 |
| Niobrara | 1991 | 11,932 | 1,561 | 1,515 | 1,269 | 391 |  | 103 | 39 |  | 1,770 | 4,957 | 1,028 | 217 |
|  | 1987 | 12,936 | 2,032 | 1,971 | 1,339 | 434 |  | 196 | 50 |  | 2,133 | 5,032 | 840 | 163 |

# 1991 RETAIL SALES BY STORE GROUP—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1991<br>U.S. CENSUS: 1987 | | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA<br>County | Year | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **WYOMING (continued)** | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | |
| Park | 1991 | 147,085 | 24,693 | 24,089 | 18,087 | 29,409 | 21,843 | 6,916 | 3,806 | 2,541 | 20,274 | 12,180 | 10,544 | 5,273 |
| | 1987 | 131,207 | 21,739 | 21,203 | 15,731 | 25,369 | 18,581 | 5,431 | 2,939 | 1,995 | 22,147 | 12,998 | 7,921 | 3,362 |
| Platte | 1991 | 38,288 | 11,682 | 11,460 | 4,629 | 1,160 | | 952 | 484 | 403 | 5,818 | 6,431 | 2,275 | 1,048 |
| | 1987 | 36,377 | 10,283 | 10,086 | 4,082 | 1,584 | | 878 | 514 | 427 | 6,984 | 6,292 | 2,067 | 642 |
| Sheridan | 1991 | 171,248 | 44,168 | 43,528 | 24,263 | 15,429 | 12,218 | 8,749 | 6,292 | 5,084 | 34,192 | 11,449 | 7,141 | 3,967 |
| | 1987 | 146,181 | 34,100 | 33,599 | 17,855 | 12,188 | 9,543 | 7,440 | 4,953 | 4,049 | 33,815 | 11,620 | 6,153 | 3,899 |
| Sublette | 1991 | 19,720 | 5,987 | 5,870 | 3,838 | 1,184 | | 780 | 436 | 436 | 490 | 1,966 | 1,680 | 143 |
| | 1987 | 18,819 | 6,981 | 6,843 | 3,070 | 1,121 | | 734 | 408 | 408 | 584 | 2,351 | 1,285 | 226 |
| Sweetwater | 1991 | 251,221 | 50,754 | 49,526 | 21,681 | 26,829 | 22,503 | 12,805 | 11,805 | 7,563 | 59,003 | 30,593 | 10,610 | 4,669 |
| | 1987 | 228,913 | 45,703 | 44,588 | 20,905 | 23,112 | 19,213 | 11,047 | 9,130 | 6,003 | 57,499 | 28,335 | 10,506 | 4,262 |
| Teton | 1991 | 142,838 | 14,607 | 14,214 | 25,731 | 4,856 | | 15,542 | 3,662 | 2,855 | 10,713 | 10,326 | 12,613 | 4,107 |
| | 1987 | 120,418 | 13,842 | 13,466 | 22,804 | 4,435 | | 10,186 | 3,627 | 2,821 | 11,188 | 10,933 | 9,000 | 2,959 |
| Uinta | 1991 | 81,685 | 20,565 | 20,221 | 6,089 | 8,004 | 6,939 | 4,687 | 848 | 573 | 12,092 | 15,809 | 4,854 | 803 |
| | 1987 | 93,328 | 21,540 | 21,176 | 7,961 | 7,098 | 6,107 | 3,786 | 1,016 | 700 | 15,354 | 21,971 | 5,517 | 847 |
| Washakie | 1991 | 45,510 | 16,317 | 15,716 | 4,020 | 3,943 | | 2,750 | 955 | 840 | 9,395 | 2,198 | 1,280 | 1,817 |
| | 1987 | 44,782 | 13,048 | 12,565 | 3,881 | 4,427 | | 2,631 | 1,122 | 993 | 11,365 | 2,138 | 1,731 | 1,191 |
| Weston | 1991 | 32,209 | 7,687 | 7,527 | 2,368 | 1,759 | | 1,107 | 607 | 456 | 7,981 | 2,719 | 2,805 | 1,464 |
| | 1987 | 32,411 | 7,537 | 7,378 | 2,406 | 1,696 | | 1,110 | 538 | 404 | 8,886 | 3,030 | 2,257 | 1,116 |
| **TOTAL METRO COUNTIES** | **1991** | **1,010,797** | **208,770** | **202,744** | **108,093** | **133,498** | **106,824** | **38,984** | **43,097** | **22,899** | **211,357** | **101,866** | **50,286** | **13,444** |
| | 1987 | 933,664 | 174,006 | 168,952 | 94,351 | 119,501 | 94,597 | 35,762 | 41,998 | 22,610 | 230,574 | 92,312 | 42,028 | 11,402 |
| **TOTAL STATE** | **1991** | **2,794,115** | **617,435** | **603,944** | **306,728** | **300,701** | **225,992** | **127,085** | **94,275** | **57,107** | **508,866** | **310,880** | **155,601** | **70,008** |
| | 1987 | 2,614,230 | 547,508 | 535,446 | 280,242 | 265,385 | 194,060 | 109,631 | 87,691 | 53,436 | 546,645 | 315,501 | 137,757 | 56,575 |

# SECTION 11

## Metropolitan Markets Rankings Retail Sales By Merchandise Line

### Groceries And Other Foods
### Drugs, Health Aids, And Beauty Aids
### Furniture And Sleep Equipment
### Major Household Appliances
### Televisions And Video Recorders
### Audio Equipment/Musical Instruments
### Home Computers And Calculators
### Men's And Boys' Clothing
### Women's And Girls' Clothing
### Footwear

METRO MARKET RANKINGS ON MERCHANDISE LINE SALES 11

**EXPLANATION OF TERMS**

An explanation of terms used in the **Survey of Buying Power Demographics USA 1992** will be found in the Introductory Section starting on page A-5. A detailed listing of the outlets that make up each Store Group, and definitions of the Merchandise Line Sales categories, will be found on pages A-9 and A-10.

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# GROCERY & OTHER FOOD SALES

| Area | ($000) | Rank |
|---|---|---|
| Los Angeles - Long Beach, Cal. | 10,604,767 | 1 |
| New York, N.Y. | 8,845,238 | 2 |
| Chicago, Ill. | 7,034,328 | 3 |
| Philadelphia, Pa. | 6,297,104 | 4 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 5,655,616 | 5 |
| Detroit, Mich. | 5,047,894 | 6 |
| Washington, D.C. | 4,703,958 | 7 |
| Nassau - Suffolk, N.Y. | 4,601,547 | 8 |
| Houston, Tex. | 3,965,395 | 9 |
| Dallas, Tex. | 3,396,960 | 10 |
| Atlanta, Ga. | 3,396,850 | 11 |
| Minneapolis - St. Paul, Minn. | 3,269,571 | 12 |
| Seattle, Wash. | 3,072,331 | 13 |
| Anaheim - Santa Ana, Cal. | 2,981,391 | 14 |
| San Diego, Cal. | 2,941,673 | 15 |
| Riverside - San Bernardino, Cal. | 2,928,303 | 16 |
| Phoenix, Ariz. | 2,901,296 | 17 |
| Baltimore, Md. | 2,732,112 | 18 |
| St. Louis, Mo. | 2,706,943 | 19 |
| Tampa - St. Petersburg - Clearwater, Fla. | 2,705,398 | 20 |
| Newark, N.J. | 2,693,910 | 21 |
| Oakland, Cal. | 2,663,480 | 22 |
| Pittsburgh, Pa. | 2,530,460 | 23 |
| San Francisco, Cal. | 2,320,534 | 24 |
| Miami - Hialeah, Fla. | 2,219,669 | 25 |
| Denver, Colo. | 2,114,780 | 26 |
| Cleveland, Ohio | 2,108,689 | 27 |
| Bergen - Passaic, N.J. | 2,007,100 | 28 |
| Portland, Ore. | 1,917,206 | 29 |
| Sacramento, Cal. | 1,891,116 | 30 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 1,847,718 | 31 |
| Cincinnati, Ohio | 1,778,099 | 32 |
| Kansas City, Mo.-Kans. | 1,777,928 | 33 |
| San Jose, Cal. | 1,763,630 | 34 |
| New Orleans, La. | 1,718,399 | 35 |
| Milwaukee, Wisc. | 1,667,165 | 36 |
| Fort Worth - Arlington, Tex. | 1,635,176 | 37 |
| Middlesex - Somerset - Hunterdon, N.J. | 1,613,860 | 38 |
| Monmouth - Ocean, N.J. | 1,547,775 | 39 |
| Columbus, Ohio | 1,544,077 | 40 |
| Norfolk - Virginia Beach - Newport News, Va. | 1,452,093 | 41 |
| Buffalo, N.Y. | 1,412,242 | 42 |
| Orlando, Fla. | 1,404,015 | 43 |
| San Antonio, Tex. | 1,398,625 | 44 |
| Rochester, N.Y. | 1,367,748 | 45 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | 1,351,327 | 46 |
| Hartford - New Britain - Middletown - Bristol, Conn. | 1,345,793 | 47 |
| Indianapolis, Ind. | 1,315,298 | 48 |
| Albany - Schenectady - Troy, N.Y. | 1,291,629 | 49 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | 1,271,234 | 50 |
| **Total Top 50** | **142,759,450** | |
| Salt Lake City - Ogden, Utah | 1,254,882 | 51 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 1,227,475 | 52 |
| Honolulu, Haw. | 1,157,898 | 53 |
| Louisville, Ky. | 1,153,463 | 54 |
| New Haven - Waterbury - Meriden, Conn. | 1,129,920 | 55 |
| Providence - Pawtucket - Woonsocket, R.I. | 1,124,466 | 56 |
| Greensboro - Winston-Salem - High Point, N.C. | 1,111,713 | 57 |
| Dayton - Springfield, Ohio | 1,088,937 | 58 |
| Nashville, Tenn. | 1,082,326 | 59 |
| Austin, Tex. | 1,072,880 | 60 |
| Jacksonville, Fla. | 1,068,533 | 61 |
| Richmond - Petersburg, Va. | 1,046,873 | 62 |
| Oklahoma City, Okla. | 1,037,231 | 63 |
| Birmingham, Ala. | 1,005,460 | 64 |
| Scranton - Wilkes-Barre, Pa. | 986,735 | 65 |
| Las Vegas, Nev. | 953,878 | 66 |
| Memphis, Tenn. | 947,149 | 67 |
| Syracuse, N.Y. | 926,449 | 68 |
| Grand Rapids, Mich. | 919,433 | 69 |
| Raleigh - Durham, N.C. | 905,700 | 70 |
| Worcester - Fitchburg - Leominster, Mass. | 889,144 | 71 |
| Allentown - Bethlehem - Easton, Pa. | 887,068 | 72 |
| Greenville - Spartanburg, S.C. | 861,059 | 73 |
| Tulsa, Okla. | 858,188 | 74 |
| Oxnard - Ventura, Cal. | 804,544 | 75 |
| New Bedford - Fall River - Attleboro, Mass. | 804,540 | 76 |
| Springfield, Mass. | 797,117 | 77 |
| Akron, Ohio | 784,480 | 78 |
| Tucson, Ariz. | 784,187 | 79 |
| Omaha, Neb. | 759,208 | 80 |
| Harrisburg - Lebanon - Carlisle, Pa. | 749,159 | 81 |
| Baton Rouge, La. | 736,721 | 82 |
| Toledo, Ohio | 733,846 | 83 |
| Wilmington, Del. | 726,838 | 84 |
| Tacoma, Wash. | 721,150 | 85 |
| Knoxville, Tenn. | 695,084 | 86 |
| Fresno, Cal. | 681,825 | 87 |
| Gary - Hammond, Ind. | 660,026 | 88 |
| Jersey City, N.J. | 633,429 | 89 |
| Charleston, S.C. | 620,592 | 90 |
| Lake County, Ill. | 618,825 | 91 |
| Portsmouth - Dover - Rochester, N.H. | 601,624 | 92 |
| Lancaster, Pa. | 592,188 | 93 |
| Little Rock - North Little Rock, Ark. | 587,686 | 94 |
| Santa Rosa - Petaluma, Cal. | 587,374 | 95 |
| Flint, Mich. | 574,834 | 96 |
| Albuquerque, N.M. | 571,713 | 97 |
| Bakersfield, Cal. | 566,912 | 98 |
| Stockton, Cal. | 565,839 | 99 |
| Des Moines, Iowa | 564,595 | 100 |
| **Total Top 100** | **184,980,646** | |
| Lansing - East Lansing, Mich. | 555,287 | 101 |
| Atlantic City, N.J. | 550,092 | 102 |
| Spokane, Wash. | 544,823 | 103 |
| Youngstown - Warren, Ohio | 544,115 | 104 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 538,652 | 105 |
| El Paso, Tex. | 534,428 | 106 |
| Manchester - Nashua, N.H. | 530,941 | 107 |
| Chattanooga, Tenn. | 524,131 | 108 |
| York, Pa. | 523,676 | 109 |
| Madison, Wisc. | 522,023 | 110 |
| Mobile, Ala. | 519,313 | 111 |
| Lakeland - Winter Haven, Fla. | 513,518 | 112 |
| Wichita, Kans. | 512,272 | 113 |
| Daytona Beach, Fla. | 511,797 | 114 |
| Canton, Ohio | 498,834 | 115 |
| Fort Myers - Cape Coral, Fla. | 496,914 | 116 |
| Columbia, S.C. | 490,545 | 117 |
| Melbourne - Titusville - Palm Bay, Fla. | 480,830 | 118 |
| Modesto, Cal. | 475,133 | 119 |
| Augusta, Ga. | 473,791 | 120 |
| Vallejo - Fairfield - Napa, Cal. | 354,785 | 121 |
| Poughkeepsie, N.Y. | 454,609 | 122 |
| Saginaw - Bay City - Midland, Mich. | 453,997 | 123 |
| Anchorage, Alas. | 452,503 | 124 |
| Lexington-Fayette, Ky. | 450,176 | 125 |
| Trenton, N.J. | 441,560 | 126 |
| Orange County, N.Y. | 435,852 | 127 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 427,437 | 128 |
| Johnson City - Kingsport - Bristol, Tenn. | 419,587 | 129 |
| Reading, Pa. | 419,007 | 130 |
| Sarasota, Fla. | 417,105 | 131 |
| Fort Wayne, Ind. | 403,105 | 132 |
| Portland, Me. | 397,743 | 133 |
| Beaumont - Port Arthur, Tex. | 397,408 | 134 |
| Peoria, Ill. | 396,412 | 135 |
| Jackson, Miss. | 391,286 | 136 |
| McAllen - Edinburg - Mission, Tex. | 390,293 | 137 |
| Eugene - Springfield, Ore. | 388,508 | 138 |
| Utica - Rome, N.Y. | 387,431 | 139 |
| Reno, Nev. | 385,405 | 140 |
| Colorado Springs, Colo. | 376,718 | 141 |
| Aurora - Elgin, Ill. | 370,845 | 142 |
| Erie, Pa. | 370,651 | 143 |
| Shreveport, La. | 368,674 | 144 |
| Medford, Ore. | 366,863 | 145 |
| Pensacola, Fla. | 365,234 | 146 |
| Visalia - Tulare - Porterville, Cal. | 365,067 | 147 |
| Ann Arbor, Mich. | 359,669 | 148 |
| Corpus Christi, Tex. | 359,298 | 149 |
| Salinas - Seaside - Monterey, Cal. | 354,925 | 150 |
| **Total Top 150** | **207,343,914** | |
| Appleton - Oshkosh - Neenah, Wisc. | 352,534 | 151 |
| Salem, Ore. | 347,719 | 152 |
| Rockford, Ill. | 337,262 | 153 |
| Fort Pierce, Fla. | 335,903 | 154 |
| Boulder - Longmont, Colo. | 335,296 | 155 |
| Huntington - Ashland, W.Va.-Ky. | 331,314 | 156 |
| Santa Cruz, Cal. | 328,248 | 157 |
| Joliet, Ill. | 328,096 | 158 |
| Duluth, Minn. | 325,871 | 159 |
| Binghamton, N.Y. | 325,245 | 160 |
| Evansville, Ind. | 325,131 | 161 |
| Galveston - Texas City, Tex. | 318,131 | 162 |
| Lafayette, La. | 314,097 | 163 |
| Charleston, W.Va. | 309,099 | 164 |
| New London - Norwich, Conn. | 306,212 | 165 |
| Hamilton - Middletown, Ohio | 304,531 | 166 |
| Montgomery, Ala. | 304,449 | 167 |
| South Bend - Mishawaka, Ind. | 304,298 | 168 |
| Johnstown, Pa. | 302,043 | 169 |
| Savannah, Ga. | 301,749 | 170 |
| Macon - Warner Robins, Ga. | 298,027 | 171 |
| Boise, Ida. | 290,954 | 172 |
| Bradenton, Fla. | 288,696 | 173 |
| Columbus, Ga. | 285,973 | 174 |
| Huntsville, Ala. | 278,906 | 175 |
| Niagara Falls, N.Y. | 277,674 | 176 |
| Vancouver, Wash. | 273,954 | 177 |
| Roanoke, Va. | 271,447 | 178 |
| Kalamazoo, Mich. | 269,237 | 179 |
| Tallahassee, Fla. | 269,075 | 180 |
| Lorain - Elyria, Ohio | 266,206 | 181 |
| Brownsville - Harlingen, Tex. | 263,050 | 182 |
| Amarillo, Tex. | 262,544 | 183 |
| Gainesville, Fla. | 261,530 | 184 |
| Green Bay, Wisc. | 260,082 | 185 |
| Houma - Thibodaux, La. | 259,523 | 186 |
| Naples, Fla. | 257,691 | 187 |
| Lincoln, Neb. | 257,251 | 188 |
| Hickory - Morganton, N.C. | 252,807 | 189 |
| Ocala, Fla. | 247,622 | 190 |
| Lubbock, Tex. | 247,436 | 191 |
| Lake Charles, La. | 244,262 | 192 |
| St. Cloud, Minn. | 241,367 | 193 |
| Fort Collins - Loveland, Colo. | 240,881 | 194 |
| Fort Smith, Ark. | 240,538 | 195 |
| Provo - Orem, Utah | 239,394 | 196 |
| Yakima, Wash. | 238,614 | 197 |
| Bremerton, Wash. | 234,768 | 198 |
| Springfield, Mo. | 226,302 | 199 |
| Cedar Rapids, Iowa | 224,382 | 200 |
| **Total Top 200** | **221,551,335** | |
| Pittsfield, Mass. | 223,719 | 201 |
| Springfield, Ill. | 223,637 | 202 |
| Redding, Cal. | 223,303 | 203 |
| Bellingham, Wash. | 222,157 | 204 |
| Waco, Tex. | 221,752 | 205 |
| Fayetteville, N.C. | 221,449 | 206 |
| Monroe, La. | 218,823 | 207 |
| Asheville, N.C. | 217,974 | 208 |
| Altoona, Pa. | 217,886 | 209 |
| Beaver County, Pa. | 214,469 | 210 |
| Burlington, Vt. | 210,446 | 211 |
| Longview - Marshall, Tex. | 210,062 | 212 |
| Vineland - Millville - Bridgeton, N.J. | 208,865 | 213 |
| Brazoria, Tex. | 208,205 | 214 |
| Richland - Kennewick - Pasco, Wash. | 207,911 | 215 |
| Olympia, Wash. | 207,801 | 216 |
| Jackson, Mich. | 207,791 | 217 |
| Bangor, Me. | 205,661 | 218 |
| Janesville - Beloit, Wisc. | 205,530 | 219 |
| Chico, Cal. | 203,460 | 220 |
| Billings, Mont. | 202,631 | 221 |
| Merced, Cal. | 201,606 | 222 |
| Biloxi - Gulfport, Miss. | 198,751 | 223 |
| Panama City, Fla. | 196,094 | 224 |
| Benton Harbor, Mich. | 195,237 | 225 |
| Wheeling, W.Va. | 194,665 | 226 |
| Jamestown - Dunkirk, N.Y. | 193,630 | 227 |
| Lima, Ohio | 192,251 | 228 |
| Racine, Wisc. | 192,158 | 229 |
| Killeen - Temple, Tex. | 191,926 | 230 |
| Anderson, S.C. | 191,555 | 231 |
| Fargo - Moorhead, N.D.-Minn. | 188,892 | 232 |
| Eau Claire, Wisc. | 188,505 | 233 |
| Tyler, Tex. | 188,354 | 234 |
| Battle Creek, Mich. | 187,928 | 235 |
| Charlottesville, Va. | 187,831 | 236 |
| Lynchburg, Va. | 183,680 | 237 |
| Elkhart - Goshen, Ind. | 183,212 | 238 |
| Glens Falls, N.Y. | 182,891 | 239 |
| Topeka, Kans. | 182,820 | 240 |
| Parkersburg - Marietta, W.Va.-Ohio | 181,667 | 241 |
| Muskegon, Mich. | 174,215 | 242 |
| Joplin, Mo. | 171,071 | 243 |
| Williamsport, Pa. | 170,554 | 244 |
| Wilmington, N.C. | 168,464 | 245 |
| Fort Walton Beach, Fla. | 168,093 | 246 |
| Laredo, Tex. | 167,049 | 247 |
| Alexandria, La. | 166,075 | 248 |
| Sioux Falls, S.D. | 165,297 | 249 |
| Athens, Ga. | 163,004 | 250 |
| **Total Top 250** | **231,352,342** | |
| Florence, Ala. | 161,555 | 251 |
| Albany, Ga. | 160,872 | 252 |
| Yuba City, Cal. | 159,897 | 253 |
| Waterloo - Cedar Falls, Iowa | 159,717 | 254 |
| Rochester, Minn. | 159,627 | 255 |
| Florence, S.C. | 159,499 | 256 |
| Dothan, Ala. | 159,202 | 257 |
| Fayetteville - Springdale, Ark. | 157,824 | 258 |
| Champaign - Urbana - Rantoul, Ill. | 157,424 | 259 |
| Tuscaloosa, Ala. | 156,084 | 260 |
| Hagerstown, Md. | 154,274 | 261 |
| Lewiston - Auburn, Me. | 151,587 | 262 |
| Pueblo, Colo. | 151,514 | 263 |
| Sioux City, Iowa | 148,469 | 264 |
| Steubenville - Weirton, Ohio-W.Va. | 146,838 | 265 |
| Bloomington - Normal, Ill. | 145,489 | 266 |
| Midland, Tex. | 145,033 | 267 |
| Burlington, N.C. | 142,684 | 268 |
| Terre Haute, Ind. | 141,308 | 269 |
| Sharon, Pa. | 140,646 | 270 |
| Greeley, Colo. | 140,138 | 271 |
| Iowa City, Iowa | 139,539 | 272 |
| Anderson, Ind. | 138,628 | 273 |
| Lafayette - West Lafayette, Ind. | 137,547 | 274 |
| Danville, Va. | 136,713 | 275 |
| Mansfield, Ohio | 136,069 | 276 |
| Bryan - College Station, Tex. | 135,712 | 277 |
| Sheboygan, Wisc. | 132,538 | 278 |
| Odessa, Tex. | 131,242 | 279 |
| State College, Pa. | 129,924 | 280 |
| Decatur, Ill. | 128,577 | 281 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 128,463 | 282 |
| Kenosha, Wisc. | 125,305 | 283 |
| Texarkana, Tex.-Ark. | 124,602 | 284 |
| Santa Fe, N.M. | 123,496 | 285 |
| Wausau, Wisc. | 123,382 | 286 |
| Owensboro, Ky. | 118,277 | 287 |
| Sherman - Denison, Tex. | 118,198 | 288 |
| La Crosse, Wisc. | 118,150 | 289 |
| Rapid City, S.D. | 118,020 | 290 |
| Dubuque, Iowa | 116,413 | 291 |
| Columbia, Mo. | 115,718 | 292 |
| Yuma, Ariz. | 114,027 | 293 |
| Bloomington, Ind. | 112,111 | 294 |
| Cumberland, Md. | 111,357 | 295 |
| Elmira, N.Y. | 110,464 | 296 |
| Bismarck, N.D. | 110,045 | 297 |
| Las Cruces, N.M. | 109,363 | 298 |
| Gadsden, Ala. | 108,813 | 299 |
| Abilene, Tex. | 106,300 | 300 |
| Wichita Falls, Tex. | 104,729 | 301 |
| Kokomo, Ind. | 104,210 | 302 |
| Pascagoula, Miss. | 103,784 | 303 |
| Jacksonville, N.C. | 103,548 | 304 |
| Decatur, Ala. | 102,598 | 305 |
| Lawton, Okla. | 100,523 | 306 |
| Kankakee, Ill. | 98,719 | 307 |
| San Angelo, Tex. | 98,490 | 308 |
| Jackson, Tenn. | 98,159 | 309 |
| St. Joseph, Mo. | 96,651 | 310 |
| Muncie, Ind. | 96,208 | 311 |
| Lawrence, Kans. | 94,318 | 312 |
| Victoria, Tex. | 93,445 | 313 |
| Casper, Wyo. | 92,680 | 314 |
| Pine Bluff, Ark. | 91,236 | 315 |
| Grand Forks, N.D. | 91,172 | 316 |
| Great Falls, Mont. | 89,766 | 317 |
| Anniston, Ala. | 83,641 | 318 |
| Cheyenne, Wyo. | 71,511 | 319 |
| Enid, Okla. | 56,821 | 320 |
| **Total Above Areas** | **239,983,225** | |
| **Percent of U.S.** | **78.8870** | |
| **U.S. Total** | **304,211,324** | |

1992 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# DRUG, HEALTH AID & BEAUTY AID SALES

| Area | ($000) | Rank |
|---|---|---|
| Los Angeles - Long Beach, Cal. | 3,309,636 | 1 |
| New York, N.Y. | 2,893,013 | 2 |
| Chicago, Ill. | 2,364,516 | 3 |
| Philadelphia, Pa. | 1,960,289 | 4 |
| Washington, D.C. | 1,680,538 | 5 |
| Detroit, Mich. | 1,671,858 | 6 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 1,465,507 | 7 |
| Nassau - Suffolk, N.Y. | 1,192,360 | 8 |
| Houston, Tex. | 1,191,436 | 9 |
| Dallas, Tex. | 1,132,522 | 10 |
| Atlanta, Ga. | 1,090,809 | 11 |
| Anaheim - Santa Ana, Cal. | 963,206 | 12 |
| Baltimore, Md. | 955,375 | 13 |
| Miami - Hialeah, Fla. | 954,061 | 14 |
| Oakland, Cal. | 908,811 | 15 |
| San Diego, Cal. | 903,027 | 16 |
| Seattle, Wash. | 879,156 | 17 |
| St. Louis, Mo. | 864,071 | 18 |
| Tampa - St. Petersburg - Clearwater, Fla. | 851,522 | 19 |
| Cleveland, Ohio | 824,174 | 20 |
| Minneapolis - St. Paul, Minn. | 810,795 | 21 |
| San Francisco, Cal. | 802,293 | 22 |
| Phoenix, Ariz. | 795,421 | 23 |
| Riverside - San Bernardino, Cal. | 765,162 | 24 |
| Bergen - Passaic, N.J. | 705,827 | 25 |
| Pittsburgh, Pa. | 669,075 | 26 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 665,286 | 27 |
| San Jose, Cal. | 649,934 | 28 |
| Newark, N.J. | 634,139 | 29 |
| Columbus, Ohio | 626,922 | 30 |
| Fort Worth - Arlington, Tex. | 626,879 | 31 |
| Cincinnati, Ohio | 593,471 | 32 |
| Denver, Colo. | 590,950 | 33 |
| New Orleans, La. | 574,057 | 34 |
| Kansas City, Mo.-Kans. | 573,182 | 35 |
| Milwaukee, Wisc. | 536,295 | 36 |
| Honolulu, Haw. | 517,100 | 37 |
| Portland, Ore. | 502,640 | 38 |
| San Antonio, Tex. | 483,738 | 39 |
| Indianapolis, Ind. | 477,827 | 40 |
| Sacramento, Cal. | 475,046 | 41 |
| Nashville, Tenn. | 420,699 | 42 |
| Norfolk - Virginia Beach - Newport News, Va. | 414,879 | 43 |
| Louisville, Ky. | 413,313 | 44 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 411,875 | 45 |
| Monmouth - Ocean, N.J. | 411,795 | 46 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | 410,840 | 47 |
| Hartford - New Britain - Middletown - Bristol, Conn. | 407,303 | 48 |
| Orlando, Fla. | 404,955 | 49 |
| Buffalo, N.Y. | 390,117 | 50 |
| **Total Top 50** | **44,817,702** | |
| Richmond - Petersburg, Va. | 374,948 | 51 |
| Birmingham, Ala. | 359,789 | 52 |
| Oklahoma City, Okla. | 359,349 | 53 |
| Jacksonville, Fla. | 358,105 | 54 |
| Rochester, N.Y. | 351,848 | 55 |
| Middlesex - Somerset - Hunterdon, N.J. | 349,325 | 56 |
| Austin, Tex. | 343,003 | 57 |
| Greensboro - Winston-Salem - High Point, N.C. | 341,624 | 58 |
| Albany - Schenectady - Troy, N.Y. | 337,227 | 59 |
| Dayton - Springfield, Ohio | 337,060 | 60 |
| Memphis, Tenn. | 335,120 | 61 |
| Salt Lake City - Ogden, Utah | 333,101 | 62 |
| Providence - Pawtucket - Woonsocket, R.I. | 320,956 | 63 |
| Las Vegas, Nev. | 318,862 | 64 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | 303,619 | 65 |
| Tulsa, Okla. | 267,438 | 66 |
| Scranton - Wilkes-Barre, Pa. | 265,854 | 67 |
| New Haven - Waterbury - Meriden, Conn. | 264,099 | 68 |
| Raleigh - Durham, N.C. | 262,329 | 69 |
| Oxnard - Ventura, Cal. | 252,074 | 70 |
| Greenville - Spartanburg, S.C. | 251,260 | 71 |
| Grand Rapids, Mich. | 250,802 | 72 |
| Worcester - Fitchburg - Leominster, Mass. | 247,946 | 73 |
| Allentown - Bethlehem - Easton, Pa. | 244,319 | 74 |
| Knoxville, Tenn. | 242,487 | 75 |
| Tucson, Ariz. | 237,010 | 76 |
| Toledo, Ohio | 231,553 | 77 |
| Baton Rouge, La. | 226,909 | 78 |
| Tacoma, Wash. | 226,676 | 79 |
| Akron, Ohio | 225,239 | 80 |
| Syracuse, N.Y. | 221,513 | 81 |
| Wilmington, Del. | 215,176 | 82 |
| Omaha, Neb. | 214,933 | 83 |
| Little Rock - North Little Rock, Ark. | 208,370 | 84 |
| Springfield, Mass. | 207,850 | 85 |
| Harrisburg - Lebanon - Carlisle, Pa. | 207,643 | 86 |
| Gary - Hammond, Ind. | 192,197 | 87 |
| Lake County, Ill. | 190,540 | 88 |
| New Bedford - Fall River - Attleboro, Mass. | 189,897 | 89 |
| Bakersfield, Cal. | 185,321 | 90 |
| Des Moines, Iowa | 181,673 | 91 |
| Fresno, Cal. | 181,301 | 92 |
| Youngstown - Warren, Ohio | 180,801 | 93 |
| Wichita, Kans. | 177,355 | 94 |
| Jersey City, N.J. | 176,091 | 95 |
| Santa Rosa - Petaluma, Cal. | 174,322 | 96 |
| Flint, Mich. | 172,607 | 97 |
| Mobile, Ala. | 170,168 | 98 |
| El Paso, Tex. | 169,149 | 99 |
| Stockton, Cal. | 164,157 | 100 |
| **Total Top 100** | **57,418,697** | |
| Albuquerque, N.M. | 164,039 | 101 |
| Modesto, Cal. | 163,050 | 102 |
| St. Cloud, Minn. | 162,581 | 103 |
| Columbia, S.C. | 161,177 | 104 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 159,710 | 105 |
| Beaumont - Port Arthur, Tex. | 158,393 | 106 |
| Charleston, S.C. | 154,431 | 107 |
| Lansing - East Lansing, Mich. | 154,181 | 108 |
| Daytona Beach, Fla. | 150,607 | 109 |
| Johnson City - Kingsport - Bristol, Tenn. | 149,868 | 110 |
| Lakeland - Winter Haven, Fla. | 149,054 | 111 |
| Spokane, Wash. | 148,257 | 112 |
| Jackson, Miss. | 146,385 | 113 |
| Terre Haute, Ind. | 146,073 | 114 |
| Augusta, Ga. | 144,450 | 115 |
| Lexington-Fayette, Ky. | 141,965 | 116 |
| Saginaw - Bay City - Midland, Mich. | 141,356 | 117 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 139,040 | 118 |
| Vallejo - Fairfield - Napa, Cal. | 138,705 | 119 |
| Peoria, Ill. | 137,061 | 120 |
| Trenton, N.J. | 135,492 | 121 |
| Shreveport, La. | 135,268 | 122 |
| Atlantic City, N.J. | 134,859 | 123 |
| York, Pa. | 132,222 | 124 |
| Fort Myers - Cape Coral, Fla. | 129,191 | 125 |
| Fort Wayne, Ind. | 128,736 | 126 |
| Reno, Nev. | 125,964 | 127 |
| Sarasota, Fla. | 125,722 | 128 |
| Aurora - Elgin, Ill. | 125,147 | 129 |
| Corpus Christi, Tex. | 124,743 | 130 |
| Chattanooga, Tenn. | 123,134 | 131 |
| Canton, Ohio | 123,131 | 132 |
| Lancaster, Pa. | 122,950 | 133 |
| Pensacola, Fla. | 121,291 | 134 |
| Salinas - Seaside - Monterey, Cal. | 121,160 | 135 |
| Reading, Pa. | 117,116 | 136 |
| Portsmouth - Dover - Rochester, N.H. | 116,153 | 137 |
| Charleston, W.Va. | 115,043 | 138 |
| Manchester - Nashua, N.H. | 114,099 | 139 |
| Orange County, N.Y. | 112,823 | 140 |
| Melbourne - Titusville - Palm Bay, Fla. | 112,722 | 141 |
| Colorado Springs, Colo. | 112,702 | 142 |
| Huntington - Ashland, W.Va.-Ky. | 112,358 | 143 |
| Joliet, Ill. | 112,195 | 144 |
| Poughkeepsie, N.Y. | 111,866 | 145 |
| Evansville, Ind. | 108,413 | 146 |
| Visalia - Tulare - Porterville, Cal. | 106,624 | 147 |
| Ann Arbor, Mich. | 106,439 | 148 |
| Salem, Ore. | 105,818 | 149 |
| Savannah, Ga. | 105,121 | 150 |
| **Total Top 150** | **64,007,382** | |
| Lafayette, La. | 104,964 | 151 |
| Utica - Rome, N.Y. | 103,866 | 152 |
| Madison, Wisc. | 102,516 | 153 |
| Rockford, Ill. | 102,082 | 154 |
| Binghamton, N.Y. | 101,852 | 155 |
| Santa Cruz, Cal. | 100,933 | 156 |
| Appleton - Oshkosh - Neenah, Wisc. | 100,929 | 157 |
| Eugene - Springfield, Ore. | 100,411 | 158 |
| Macon - Warner Robins, Ga. | 99,751 | 159 |
| Anchorage, Alas. | 99,496 | 160 |
| Portland, Me. | 99,409 | 161 |
| Montgomery, Ala. | 99,022 | 162 |
| Roanoke, Va. | 97,373 | 163 |
| McAllen - Edinburg - Mission, Tex. | 94,994 | 164 |
| South Bend - Mishawaka, Ind. | 92,761 | 165 |
| Fort Pierce, Fla. | 91,388 | 166 |
| Erie, Pa. | 90,547 | 167 |
| Hamilton - Middletown, Ohio | 89,917 | 168 |
| Boulder - Longmont, Colo. | 89,210 | 169 |
| Vancouver, Wash. | 87,800 | 170 |
| Ocala, Fla. | 86,727 | 171 |
| Amarillo, Tex. | 86,580 | 172 |
| Springfield, Mo. | 85,967 | 173 |
| Kalamazoo, Mich. | 85,178 | 174 |
| Lorain - Elyria, Ohio | 85,117 | 175 |
| Niagara Falls, N.Y. | 84,077 | 176 |
| Galveston - Texas City, Tex. | 83,991 | 177 |
| Longview - Marshall, Tex. | 83,758 | 178 |
| Lubbock, Tex. | 83,702 | 179 |
| Tallahassee, Fla. | 82,306 | 180 |
| Hickory - Morganton, N.C. | 82,234 | 181 |
| Houma - Thibodaux, La. | 81,835 | 182 |
| Waco, Tex. | 80,685 | 183 |
| Bradenton, Fla. | 79,828 | 184 |
| Huntsville, Ala. | 79,447 | 185 |
| Johnstown, Pa. | 78,394 | 186 |
| Lake Charles, La. | 76,985 | 187 |
| Brownsville - Harlingen, Tex. | 76,668 | 188 |
| Yakima, Wash. | 76,487 | 189 |
| Columbus, Ga. | 76,402 | 190 |
| Duluth, Minn. | 75,809 | 191 |
| Springfield, Ill. | 75,303 | 192 |
| Richland - Kennewick - Pasco, Wash. | 72,117 | 193 |
| New London - Norwich, Conn. | 70,594 | 194 |
| Gainesville, Fla. | 69,631 | 195 |
| Lincoln, Neb. | 69,459 | 196 |
| Naples, Fla. | 69,256 | 197 |
| Chico, Cal. | 69,137 | 198 |
| Monroe, La. | 69,107 | 199 |
| Killeen - Temple, Tex. | 68,122 | 200 |
| **Total Top 200** | **68,301,706** | |
| Fayetteville, N.C. | 66,546 | 201 |
| Green Bay, Wisc. | 65,160 | 202 |
| Boise, Ida. | 65,081 | 203 |
| Tyler, Tex. | 65,034 | 204 |
| Topeka, Kans. | 64,046 | 205 |
| Cedar Rapids, Iowa | 63,952 | 206 |
| Olympia, Wash. | 63,824 | 207 |
| Fort Smith, Ark. | 63,771 | 208 |
| Tuscaloosa, Ala. | 63,149 | 209 |
| Lynchburg, Va. | 63,077 | 210 |
| Brazoria, Tex. | 62,757 | 211 |
| Racine, Wisc. | 62,229 | 212 |
| Panama City, Fla. | 61,315 | 213 |
| Fargo - Moorhead, N.D.-Minn. | 61,024 | 214 |
| Medford, Ore. | 60,924 | 215 |
| Midland, Tex. | 60,837 | 216 |
| Benton Harbor, Mich. | 60,780 | 217 |
| Provo - Orem, Utah | 60,595 | 218 |
| Anderson, S.C. | 59,961 | 219 |
| Fort Walton Beach, Fla. | 59,937 | 220 |
| Billings, Mont. | 59,933 | 221 |
| Battle Creek, Mich. | 59,616 | 222 |
| Fort Collins - Loveland, Colo. | 59,298 | 223 |
| Sherman - Denison, Tex. | 59,259 | 224 |
| Bremerton, Wash. | 58,499 | 225 |
| Jackson, Mich. | 58,425 | 226 |
| Biloxi - Gulfport, Miss. | 58,179 | 227 |
| Sioux Falls, S.D. | 58,179 | 227 |
| Wheeling, W.Va. | 58,073 | 229 |
| Beaver County, Pa. | 57,020 | 230 |
| Asheville, N.C. | 56,752 | 231 |
| Parkersburg - Marietta, W.Va.-Ohio | 56,548 | 232 |
| Wilmington, N.C. | 55,653 | 233 |
| Bellingham, Wash. | 55,627 | 234 |
| Odessa, Tex. | 55,534 | 235 |
| Lima, Ohio | 54,596 | 236 |
| Muskegon, Mich. | 53,821 | 237 |
| Redding, Cal. | 53,715 | 238 |
| Wichita Falls, Tex. | 53,610 | 239 |
| Texarkana, Tex.-Ark. | 53,567 | 240 |
| Elkhart - Goshen, Ind. | 53,009 | 241 |
| Alexandria, La. | 52,937 | 242 |
| Charlottesville, Va. | 52,935 | 243 |
| Janesville - Beloit, Wisc. | 52,708 | 244 |
| Pittsfield, Mass. | 51,558 | 245 |
| Steubenville - Weirton, Ohio-W.Va. | 51,548 | 246 |
| Decatur, Ill. | 51,276 | 247 |
| Athens, Ga. | 51,059 | 248 |
| Waterloo - Cedar Falls, Iowa | 51,018 | 249 |
| Bangor, Me. | 49,780 | 250 |
| **Total Top 250** | **71,209,437** | |
| Altoona, Pa. | 49,633 | 251 |
| Hagerstown, Md. | 49,558 | 252 |
| Bryan - College Station, Tex. | 49,224 | 253 |
| Abilene, Tex. | 49,166 | 254 |
| Bloomington - Normal, Ill. | 48,965 | 255 |
| Vineland - Millville - Bridgeton, N.J. | 48,729 | 256 |
| Champaign - Urbana - Rantoul, Ill. | 48,446 | 257 |
| Merced, Cal. | 47,834 | 258 |
| Anderson, Ind. | 47,547 | 259 |
| Dothan, Ala. | 47,036 | 260 |
| Jamestown - Dunkirk, N.Y. | 46,778 | 261 |
| Florence, Ala. | 46,256 | 262 |
| Florence, S.C. | 45,649 | 263 |
| Lafayette - West Lafayette, Ind. | 45,649 | 263 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 45,590 | 265 |
| Laredo, Tex. | 44,809 | 266 |
| Burlington, Vt. | 44,669 | 267 |
| Joplin, Mo. | 43,605 | 268 |
| Eau Claire, Wisc. | 43,515 | 269 |
| Glens Falls, N.Y. | 43,118 | 270 |
| Danville, Va. | 42,923 | 271 |
| Burlington, N.C. | 42,340 | 272 |
| Sharon, Pa. | 42,141 | 273 |
| Gadsden, Ala. | 41,914 | 274 |
| Rochester, Minn. | 41,534 | 275 |
| Sioux City, Iowa | 40,168 | 276 |
| Anniston, Ala. | 40,079 | 277 |
| Kokomo, Ind. | 39,974 | 278 |
| Cumberland, Md. | 39,865 | 279 |
| Mansfield, Ohio | 39,816 | 280 |
| Pueblo, Colo. | 39,728 | 281 |
| Williamsport, Pa. | 38,647 | 282 |
| Dubuque, Iowa | 38,619 | 283 |
| Muncie, Ind. | 37,517 | 284 |
| Owensboro, Ky. | 36,838 | 285 |
| Albany, Ga. | 36,756 | 286 |
| Victoria, Tex. | 36,030 | 287 |
| San Angelo, Tex. | 35,929 | 288 |
| Elmira, N.Y. | 35,863 | 289 |
| Fayetteville - Springdale, Ark. | 35,711 | 290 |
| Pascagoula, Miss. | 35,641 | 291 |
| La Crosse, Wisc. | 35,086 | 292 |
| Pine Bluff, Ark. | 34,735 | 293 |
| Lewiston - Auburn, Me. | 34,697 | 294 |
| Jackson, Tenn. | 34,578 | 295 |
| State College, Pa. | 34,545 | 296 |
| Bismarck, N.D. | 33,917 | 297 |
| Iowa City, Iowa | 33,891 | 298 |
| Decatur, Ala. | 33,474 | 299 |
| Santa Fe, N.M. | 33,308 | 300 |
| Yuba City, Cal. | 33,226 | 301 |
| Kankakee, Ill. | 33,197 | 302 |
| Greeley, Colo. | 32,668 | 303 |
| Bloomington, Ind. | 32,376 | 304 |
| Rapid City, S.D. | 32,356 | 305 |
| Yuma, Ariz. | 31,807 | 306 |
| Sheboygan, Wisc. | 31,666 | 307 |
| Columbia, Mo. | 29,727 | 308 |
| Kenosha, Wisc. | 29,626 | 309 |
| Great Falls, Mont. | 28,707 | 310 |
| St. Joseph, Mo. | 28,552 | 311 |
| Casper, Wyo. | 28,111 | 312 |
| Jacksonville, N.C. | 27,872 | 313 |
| Wausau, Wisc. | 27,843 | 314 |
| Lawton, Okla. | 27,051 | 315 |
| Grand Forks, N.D. | 25,486 | 316 |
| Cheyenne, Wyo. | 25,088 | 317 |
| Enid, Okla. | 24,312 | 318 |
| Lawrence, Kans. | 24,198 | 319 |
| Las Cruces, N.M. | 23,576 | 320 |
| **Total Above Areas** | **73,848,972** | |
| **Percent of U.S.** | **81.0795** | |
| **U.S. Total** | **91,082,162** | |

# MAJOR HOUSEHOLD APPLIANCE SALES

| Area | ($000) | Rank |
|---|---|---|
| Los Angeles - Long Beach, Cal. | 854,025 | 1 |
| Chicago, Ill. | 566,310 | 2 |
| New York, N.Y. | 536,474 | 3 |
| Detroit, Mich. | 394,779 | 4 |
| Philadelphia, Pa. | 353,272 | 5 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 331,064 | 6 |
| Nassau - Suffolk, N.Y. | 317,531 | 7 |
| Atlanta, Ga. | 303,832 | 8 |
| Washington, D.C. | 300,037 | 9 |
| Tampa - St. Petersburg - Clearwater, Fla. | 268,745 | 10 |
| Dallas, Tex. | 263,465 | 11 |
| Houston, Tex. | 249,477 | 12 |
| Anaheim - Santa Ana, Cal. | 245,527 | 13 |
| Phoenix, Ariz. | 241,993 | 14 |
| San Diego, Cal. | 232,924 | 15 |
| Miami - Hialeah, Fla. | 214,424 | 16 |
| Minneapolis - St. Paul, Minn. | 212,718 | 17 |
| Riverside - San Bernardino, Cal. | 207,999 | 18 |
| Oakland, Cal. | 201,387 | 19 |
| Seattle, Wash. | 198,872 | 20 |
| St. Louis, Mo. | 197,580 | 21 |
| Baltimore, Md. | 191,574 | 22 |
| Orlando, Fla. | 162,370 | 23 |
| Denver, Colo. | 161,076 | 24 |
| Pittsburgh, Pa. | 159,037 | 25 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 150,417 | 26 |
| San Jose, Cal. | 147,169 | 27 |
| San Francisco, Cal. | 147,163 | 28 |
| Bergen - Passaic, N.J. | 146,557 | 29 |
| New Orleans, La. | 146,259 | 30 |
| Cleveland, Ohio | 146,071 | 31 |
| Sacramento, Cal. | 141,094 | 32 |
| Cincinnati, Ohio | 139,459 | 33 |
| Indianapolis, Ind. | 139,121 | 34 |
| Kansas City, Mo.-Kans. | 138,186 | 35 |
| Newark, N.J. | 138,155 | 36 |
| Milwaukee, Wisc. | 136,090 | 37 |
| Greensboro - Winston-Salem - High Point, N.C. | 127,166 | 38 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | 120,404 | 39 |
| San Antonio, Tex. | 114,357 | 40 |
| Norfolk - Virginia Beach - Newport News, Va. | 112,840 | 41 |
| Portland, Ore. | 110,534 | 42 |
| Nashville, Tenn. | 109,805 | 43 |
| Fort Worth - Arlington, Tex. | 109,178 | 44 |
| Hartford - New Britain - Middletown - Bristol, Conn. | 105,539 | 45 |
| Albany - Schenectady - Troy, N.Y. | 103,193 | 46 |
| Lake County, Ill. | 103,146 | 47 |
| Middlesex - Somerset - Hunterdon, N.J. | 98,062 | 48 |
| Columbus, Ohio | 94,914 | 49 |
| Salt Lake City - Ogden, Utah | 89,780 | 50 |
| **Total Top 50** | **10,481,151** | |
| Jacksonville, Fla. | 89,360 | 51 |
| Dayton - Springfield, Ohio | 89,067 | 52 |
| Louisville, Ky. | 86,591 | 53 |
| Monmouth - Ocean, N.J. | 86,473 | 54 |
| Memphis, Tenn. | 86,292 | 55 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | 85,838 | 56 |
| Rochester, N.Y. | 85,748 | 57 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 84,090 | 58 |
| Richmond - Petersburg, Va. | 81,686 | 59 |
| Birmingham, Ala. | 78,820 | 60 |
| Buffalo, N.Y. | 78,212 | 61 |
| Las Vegas, Nev. | 75,749 | 62 |
| Grand Rapids, Mich. | 75,389 | 63 |
| Providence - Pawtucket - Woonsocket, R.I. | 75,335 | 64 |
| Scranton - Wilkes-Barre, Pa. | 72,012 | 65 |
| Raleigh - Durham, N.C. | 71,280 | 66 |
| Oklahoma City, Okla. | 70,132 | 67 |
| Austin, Tex. | 70,062 | 68 |
| Honolulu, Haw. | 69,016 | 69 |
| New Haven - Waterbury - Meriden, Conn. | 67,025 | 70 |
| Oxnard - Ventura, Cal. | 66,164 | 71 |
| Akron, Ohio | 65,171 | 72 |
| Syracuse, N.Y. | 63,400 | 73 |
| Toledo, Ohio | 60,743 | 74 |
| Knoxville, Tenn. | 60,238 | 75 |
| Greenville - Spartanburg, S.C. | 59,423 | 76 |
| Worcester - Fitchburg - Leominster, Mass. | 59,195 | 77 |
| Albuquerque, N.M. | 58,461 | 78 |
| Allentown - Bethlehem - Easton, Pa. | 58,344 | 79 |
| Harrisburg - Lebanon - Carlisle, Pa. | 57,848 | 80 |
| Portsmouth - Dover - Rochester, N.H. | 57,287 | 81 |
| Tucson, Ariz. | 56,257 | 82 |
| Manchester - Nashua, N.H. | 55,371 | 83 |
| Lansing - East Lansing, Mich. | 52,370 | 84 |
| Pensacola, Fla. | 50,471 | 85 |
| Springfield, Mass. | 50,405 | 86 |
| Tulsa, Okla. | 50,390 | 87 |
| Wilmington, Del. | 49,095 | 88 |
| Omaha, Neb. | 48,927 | 89 |
| El Paso, Tex. | 48,856 | 90 |
| Chattanooga, Tenn. | 48,109 | 91 |
| Gary - Hammond, Ind. | 46,699 | 92 |
| Columbia, S.C. | 46,494 | 93 |
| Tacoma, Wash. | 46,368 | 94 |
| Baton Rouge, La. | 45,738 | 95 |
| Charleston, S.C. | 44,788 | 96 |
| Little Rock - North Little Rock, Ark. | 44,750 | 97 |
| Fresno, Cal. | 44,155 | 98 |
| Lancaster, Pa. | 44,147 | 99 |
| Youngstown - Warren, Ohio | 43,303 | 100 |
| **Total Top 100** | **13,642,295** | |
| Sarasota, Fla. | 43,127 | 101 |
| Fort Wayne, Ind. | 42,997 | 102 |
| New Bedford - Fall River - Attleboro, Mass. | 42,763 | 103 |
| Canton, Ohio | 42,313 | 104 |
| Melbourne - Titusville - Palm Bay, Fla. | 41,880 | 105 |
| Jersey City, N.J. | 41,444 | 106 |
| Lexington-Fayette, Ky. | 40,720 | 107 |
| Bakersfield, Cal. | 40,428 | 108 |
| Flint, Mich. | 40,341 | 109 |
| Trenton, N.J. | 40,111 | 110 |
| Saginaw - Bay City - Midland, Mich. | 39,977 | 111 |
| Green Bay, Wisc. | 39,437 | 112 |
| York, Pa. | 39,114 | 113 |
| Orange County, N.Y. | 38,031 | 114 |
| Portland, Me. | 37,438 | 115 |
| Daytona Beach, Fla. | 37,437 | 116 |
| Augusta, Ga. | 37,285 | 117 |
| Fort Myers - Cape Coral, Fla. | 37,205 | 118 |
| Madison, Wisc. | 37,143 | 119 |
| Huntsville, Ala. | 36,719 | 120 |
| Des Moines, Iowa | 36,476 | 121 |
| Vallejo - Fairfield - Napa, Cal. | 36,445 | 122 |
| Mobile, Ala. | 35,998 | 123 |
| Shreveport, La. | 35,890 | 124 |
| Atlantic City, N.J. | 35,468 | 125 |
| Beaumont - Port Arthur, Tex. | 35,169 | 126 |
| Aurora - Elgin, Ill. | 34,789 | 127 |
| Rockford, Ill. | 34,680 | 128 |
| Colorado Springs, Colo. | 34,537 | 129 |
| Wichita, Kans. | 34,360 | 130 |
| St. Cloud, Minn. | 34,065 | 131 |
| Reading, Pa. | 33,326 | 132 |
| Lakeland - Winter Haven, Fla. | 33,174 | 133 |
| Jackson, Miss. | 32,871 | 134 |
| Johnson City - Kingsport - Bristol, Tenn. | 32,659 | 135 |
| Joliet, Ill. | 32,468 | 136 |
| Utica - Rome, N.Y. | 31,868 | 137 |
| Stockton, Cal. | 31,727 | 138 |
| Appleton - Oshkosh - Neenah, Wisc. | 31,536 | 139 |
| South Bend - Mishawaka, Ind. | 30,865 | 140 |
| Spokane, Wash. | 30,839 | 141 |
| Peoria, Ill. | 30,309 | 142 |
| Reno, Nev. | 30,096 | 143 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 29,928 | 144 |
| Santa Rosa - Petaluma, Cal. | 29,866 | 145 |
| Poughkeepsie, N.Y. | 29,783 | 146 |
| Modesto, Cal. | 29,530 | 147 |
| Kalamazoo, Mich. | 29,015 | 148 |
| McAllen - Edinburg - Mission, Tex. | 28,994 | 149 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 28,808 | 150 |
| **Total Top 150** | **15,413,744** | |
| Fort Pierce, Fla. | 28,632 | 151 |
| Macon - Warner Robins, Ga. | 28,322 | 152 |
| Binghamton, N.Y. | 26,986 | 153 |
| Evansville, Ind. | 26,020 | 154 |
| Montgomery, Ala. | 25,829 | 155 |
| Tallahassee, Fla. | 25,528 | 156 |
| Savannah, Ga. | 25,350 | 157 |
| Ann Arbor, Mich. | 25,286 | 158 |
| Corpus Christi, Tex. | 24,775 | 159 |
| Salinas - Seaside - Monterey, Cal. | 24,725 | 160 |
| Roanoke, Va. | 24,080 | 161 |
| Springfield, Mo. | 23,738 | 162 |
| Charleston, W.Va. | 23,684 | 163 |
| Naples, Fla. | 23,642 | 164 |
| Fayetteville, N.C. | 23,444 | 165 |
| Anchorage, Alas. | 23,176 | 166 |
| Huntington - Ashland, W.Va.-Ky. | 23,074 | 167 |
| Asheville, N.C. | 22,812 | 168 |
| Springfield, Ill. | 22,800 | 169 |
| Erie, Pa. | 22,771 | 170 |
| Amarillo, Tex. | 22,185 | 171 |
| Columbus, Ga. | 22,035 | 172 |
| Fayetteville - Springdale, Ark. | 20,881 | 173 |
| Hickory - Morganton, N.C. | 20,569 | 174 |
| Brownsville - Harlingen, Tex. | 20,369 | 175 |
| Salem, Ore. | 20,334 | 176 |
| Killeen - Temple, Tex. | 20,313 | 177 |
| Ocala, Fla. | 20,221 | 178 |
| Lorain - Elyria, Ohio | 20,205 | 179 |
| Terre Haute, Ind. | 20,077 | 180 |
| Gainesville, Fla. | 19,926 | 181 |
| Monroe, La. | 19,669 | 182 |
| Niagara Falls, N.Y. | 19,573 | 183 |
| Duluth, Minn. | 19,492 | 184 |
| Eugene - Springfield, Ore. | 18,975 | 185 |
| New London - Norwich, Conn. | 18,863 | 186 |
| Chico, Cal. | 18,771 | 187 |
| Lafayette, La. | 18,759 | 188 |
| Bradenton, Fla. | 18,743 | 189 |
| Boise, Ida. | 18,722 | 190 |
| Galveston - Texas City, Tex. | 18,263 | 191 |
| Fort Walton Beach, Fla. | 18,070 | 192 |
| Lubbock, Tex. | 18,057 | 193 |
| Tyler, Tex. | 17,807 | 194 |
| Olympia, Wash. | 17,780 | 195 |
| Champaign - Urbana - Rantoul, Ill. | 17,035 | 196 |
| Parkersburg - Marietta, W.Va.-Ohio | 17,034 | 197 |
| Johnstown, Pa. | 16,942 | 198 |
| Lima, Ohio | 16,813 | 199 |
| Fargo - Moorhead, N.D.-Minn. | 16,615 | 200 |
| **Total Top 200** | **16,481,516** | |
| Lake Charles, La. | 16,530 | 201 |
| Laredo, Tex. | 16,484 | 202 |
| Hamilton - Middletown, Ohio | 16,377 | 203 |
| Lafayette - West Lafayette, Ind. | 16,339 | 204 |
| Fort Collins - Loveland, Colo. | 16,249 | 205 |
| Bremerton, Wash. | 16,240 | 206 |
| La Crosse, Wisc. | 16,140 | 207 |
| Visalia - Tulare - Porterville, Cal. | 16,098 | 208 |
| Fort Smith, Ark. | 16,046 | 209 |
| Racine, Wisc. | 16,040 | 210 |
| Topeka, Kans. | 15,667 | 211 |
| Wilmington, N.C. | 15,516 | 212 |
| Waco, Tex. | 15,416 | 213 |
| Dothan, Ala. | 15,381 | 214 |
| Sioux Falls, S.D. | 15,146 | 215 |
| Biloxi - Gulfport, Miss. | 15,128 | 216 |
| Cedar Rapids, Iowa | 15,117 | 217 |
| Hagerstown, Md. | 14,946 | 218 |
| Boulder - Longmont, Colo. | 14,919 | 219 |
| Wheeling, W.Va. | 14,831 | 220 |
| Longview - Marshall, Tex. | 14,711 | 221 |
| Texarkana, Tex.-Ark. | 14,604 | 222 |
| Wichita Falls, Tex. | 14,470 | 223 |
| Florence, Ala. | 14,451 | 224 |
| Athens, Ga. | 14,425 | 225 |
| Beaver County, Pa. | 14,336 | 226 |
| Altoona, Pa. | 14,291 | 227 |
| Muskegon, Mich. | 14,179 | 228 |
| Jackson, Mich. | 14,130 | 229 |
| Mansfield, Ohio | 13,966 | 230 |
| Lynchburg, Va. | 13,909 | 231 |
| Santa Cruz, Cal. | 13,644 | 232 |
| Battle Creek, Mich. | 13,622 | 233 |
| Alexandria, La. | 13,467 | 234 |
| Anderson, S.C. | 13,349 | 235 |
| Medford, Ore. | 13,337 | 236 |
| Bangor, Me. | 13,318 | 237 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 13,298 | 238 |
| Eau Claire, Wisc. | 13,274 | 239 |
| Houma - Thibodaux, La. | 13,251 | 240 |
| Tuscaloosa, Ala. | 13,107 | 241 |
| Vineland - Millville - Bridgeton, N.J. | 13,035 | 242 |
| Vancouver, Wash. | 13,002 | 243 |
| Panama City, Fla. | 12,963 | 244 |
| Redding, Cal. | 12,713 | 245 |
| Lincoln, Neb. | 12,705 | 246 |
| Janesville - Beloit, Wisc. | 12,693 | 247 |
| Decatur, Ill. | 12,618 | 248 |
| Jackson, Tenn. | 12,610 | 249 |
| Richland - Kennewick - Pasco, Wash. | 12,592 | 250 |
| **Total Top 250** | **17,202,196** | |
| Florence, S.C. | 12,549 | 251 |
| Waterloo - Cedar Falls, Iowa | 12,439 | 252 |
| Pittsfield, Mass. | 12,426 | 253 |
| Provo - Orem, Utah | 12,349 | 254 |
| Albany, Ga. | 12,331 | 255 |
| Brazoria, Tex. | 12,303 | 256 |
| State College, Pa. | 12,231 | 257 |
| Rochester, Minn. | 12,039 | 258 |
| Charlottesville, Va. | 12,003 | 259 |
| Joplin, Mo. | 11,995 | 260 |
| Elmira, N.Y. | 11,848 | 261 |
| Kokomo, Ind. | 11,808 | 262 |
| Columbia, Mo. | 11,796 | 263 |
| Santa Fe, N.M. | 11,749 | 264 |
| Elkhart - Goshen, Ind. | 11,720 | 265 |
| Yakima, Wash. | 11,620 | 266 |
| Billings, Mont. | 11,587 | 267 |
| Burlington, Vt. | 11,516 | 268 |
| Bloomington - Normal, Ill. | 11,425 | 269 |
| Sharon, Pa. | 11,320 | 270 |
| Abilene, Tex. | 11,315 | 271 |
| Bellingham, Wash. | 11,245 | 272 |
| Anderson, Ind. | 11,219 | 273 |
| Benton Harbor, Mich. | 11,182 | 274 |
| Kenosha, Wisc. | 10,959 | 275 |
| Wausau, Wisc. | 10,950 | 276 |
| Jacksonville, N.C. | 10,934 | 277 |
| Dubuque, Iowa | 10,774 | 278 |
| Great Falls, Mont. | 10,773 | 279 |
| Lawton, Okla. | 10,521 | 280 |
| Decatur, Ala. | 10,482 | 281 |
| Las Cruces, N.M. | 10,470 | 282 |
| Williamsport, Pa. | 10,367 | 283 |
| Steubenville - Weirton, Ohio-W.Va. | 10,291 | 284 |
| Bryan - College Station, Tex. | 9,956 | 285 |
| Rapid City, S.D. | 9,898 | 286 |
| Pueblo, Colo. | 9,634 | 287 |
| Owensboro, Ky. | 9,589 | 288 |
| Merced, Cal. | 9,454 | 289 |
| Sherman - Denison, Tex. | 9,441 | 290 |
| Glens Falls, N.Y. | 9,369 | 291 |
| San Angelo, Tex. | 9,356 | 292 |
| Muncie, Ind. | 9,290 | 293 |
| Burlington, N.C. | 9,086 | 294 |
| Cumberland, Md. | 9,006 | 295 |
| Sioux City, Iowa | 8,949 | 296 |
| Yuba City, Cal. | 8,938 | 297 |
| Anniston, Ala. | 8,811 | 298 |
| Sheboygan, Wisc. | 8,717 | 299 |
| Bismarck, N.D. | 8,591 | 300 |
| Danville, Va. | 8,582 | 301 |
| Jamestown - Dunkirk, N.Y. | 8,576 | 302 |
| Bloomington, Ind. | 8,557 | 303 |
| Gadsden, Ala. | 8,524 | 304 |
| Odessa, Tex. | 8,510 | 305 |
| Pascagoula, Miss. | 8,459 | 306 |
| Yuma, Ariz. | 8,284 | 307 |
| Iowa City, Iowa | 8,222 | 308 |
| St. Joseph, Mo. | 8,003 | 309 |
| Kankakee, Ill. | 7,859 | 310 |
| Lewiston - Auburn, Me. | 7,850 | 311 |
| Greeley, Colo. | 6,855 | 312 |
| Pine Bluff, Ark. | 6,786 | 313 |
| Grand Forks, N.D. | 6,740 | 314 |
| Cheyenne, Wyo. | 6,507 | 315 |
| Midland, Tex. | 6,103 | 316 |
| Casper, Wyo. | 6,020 | 317 |
| Victoria, Tex. | 6,019 | 318 |
| Lawrence, Kans. | 5,181 | 319 |
| Enid, Okla. | 4,806 | 320 |
| **Total Above Areas** | **17,887,260** | |
| **Percent of U.S.** | **83.4677** | |
| **U.S. Total** | **21,430,166** | |

# TELEVISION, VIDEO RECORDER & TAPE SALES

| Area | ($000) | Rank |
|---|---|---|
| Los Angeles - Long Beach, Cal | 677,539 | 1 |
| Chicago, Ill | 494,268 | 2 |
| New York, N.Y | 480,510 | 3 |
| Washington, D.C | 343,094 | 4 |
| Detroit, Mich | 288,269 | 5 |
| Dallas, Tex | 271,688 | 6 |
| Houston, Tex | 271,566 | 7 |
| Philadelphia, Pa | 250,037 | 8 |
| Nassau - Suffolk, N.Y | 240,040 | 9 |
| Atlanta, Ga | 232,166 | 10 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass | 219,773 | 11 |
| Anaheim - Santa Ana, Cal | 212,514 | 12 |
| Tampa - St. Petersburg - Clearwater, Fla | 186,778 | 13 |
| Oakland, Cal | 180,333 | 14 |
| Minneapolis - St. Paul, Minn | 179,225 | 15 |
| San Francisco, Cal | 173,732 | 16 |
| Indianapolis, Ind | 173,299 | 17 |
| San Diego, Cal | 172,864 | 18 |
| Seattle, Wash | 172,849 | 19 |
| Denver, Colo | 167,208 | 20 |
| San Jose, Cal | 162,138 | 21 |
| Baltimore, Md | 160,976 | 22 |
| St. Louis, Mo | 154,767 | 23 |
| Portland, Ore | 154,514 | 24 |
| Miami - Hialeah, Fla | 153,698 | 25 |
| Riverside - San Bernardino, Cal | 148,987 | 26 |
| Milwaukee, Wisc | 133,249 | 27 |
| Fort Worth - Arlington, Tex | 130,246 | 28 |
| Phoenix, Ariz | 124,730 | 29 |
| Kansas City, Mo.-Kans | 123,169 | 30 |
| Cleveland, Ohio | 108,993 | 31 |
| San Antonio, Tex | 107,599 | 32 |
| Bergen - Passaic, N.J | 105,907 | 33 |
| Pittsburgh, Pa | 104,983 | 34 |
| Newark, N.J | 104,265 | 35 |
| Sacramento, Cal | 103,262 | 36 |
| Salt Lake City - Ogden, Utah | 96,429 | 37 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C | 88,179 | 38 |
| Nashville, Tenn | 87,800 | 39 |
| Norfolk - Virginia Beach - Newport News, Va | 87,394 | 40 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla | 85,010 | 41 |
| Cincinnati, Ohio | 82,923 | 42 |
| Orlando, Fla | 81,841 | 43 |
| Jacksonville, Fla | 81,676 | 44 |
| Memphis, Tenn | 79,660 | 45 |
| Oklahoma City, Okla | 76,939 | 46 |
| Hartford - New Britain - Middletown - Bristol, Conn | 76,633 | 47 |
| Louisville, Ky | 75,928 | 48 |
| Greensboro - Winston-Salem - High Point, N.C | 74,013 | 49 |
| New Orleans, La | 73,123 | 50 |
| **Total Top 50** | **8,616,783** | |
| Dayton - Springfield, Ohio | 72,572 | 51 |
| Austin, Tex | 71,386 | 52 |
| Lake County, Ill | 69,079 | 53 |
| Birmingham, Ala | 64,978 | 54 |
| Middlesex - Somerset - Hunterdon, N.J | 63,650 | 55 |
| Richmond - Petersburg, Va | 62,468 | 56 |
| Rochester, N.Y | 62,127 | 57 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn | 61,197 | 58 |
| West Palm Beach - Boca Raton - Delray Beach, Fla | 59,834 | 59 |
| Raleigh - Durham, N.C | 58,991 | 60 |
| Buffalo, N.Y | 56,451 | 61 |
| Knoxville, Tenn | 55,340 | 62 |
| Albany - Schenectady - Troy, N.Y | 54,108 | 63 |
| Tulsa, Okla | 51,392 | 64 |
| Greenville - Spartanburg, S.C | 50,829 | 65 |
| Omaha, Neb | 49,854 | 66 |
| Toledo, Ohio | 49,474 | 67 |
| New Haven - Waterbury - Meriden, Conn | 48,696 | 68 |
| Monmouth - Ocean, N.J | 48,533 | 69 |
| Columbus, Ohio | 47,854 | 70 |
| Grand Rapids, Mich | 46,480 | 71 |
| El Paso, Tex | 46,372 | 72 |
| Albuquerque, N.M | 46,228 | 73 |
| Baton Rouge, La | 45,503 | 74 |
| Wilmington, Del | 43,840 | 75 |
| Fort Wayne, Ind | 42,669 | 76 |
| Las Vegas, Nev | 42,423 | 77 |
| Tacoma, Wash | 41,631 | 78 |
| Tucson, Ariz | 40,722 | 79 |
| Lexington-Fayette, Ky | 40,463 | 80 |
| Little Rock - North Little Rock, Ark | 40,424 | 81 |
| Providence - Pawtucket - Woonsocket, R.I | 40,374 | 82 |
| Madison, Wisc | 40,054 | 83 |
| Worcester - Fitchburg - Leominster, Mass | 39,516 | 84 |
| Scranton - Wilkes-Barre, Pa | 39,242 | 85 |
| Harrisburg - Lebanon - Carlisle, Pa | 38,679 | 86 |
| Allentown - Bethlehem - Easton, Pa | 38,481 | 87 |
| Fresno, Cal | 38,139 | 88 |
| Honolulu, Haw | 37,248 | 89 |
| McAllen - Edinburg - Mission, Tex | 37,097 | 90 |
| Wichita, Kans | 35,569 | 91 |
| Reno, Nev | 35,495 | 92 |
| Shreveport, La | 34,911 | 93 |
| Flint, Mich | 34,493 | 94 |
| Lansing - East Lansing, Mich | 33,975 | 95 |
| South Bend - Mishawaka, Ind | 33,874 | 96 |
| Gary - Hammond, Ind | 33,743 | 97 |
| Bakersfield, Cal | 33,639 | 98 |
| Springfield, Mass | 33,567 | 99 |
| Jackson, Miss | 33,502 | 100 |
| **Total Top 100** | **10,943,949** | |
| Columbia, S.C | 33,003 | 101 |
| Akron, Ohio | 32,860 | 102 |
| Manchester - Nashua, N.H | 32,764 | 103 |
| Des Moines, Iowa | 32,744 | 104 |
| Chattanooga, Tenn | 32,713 | 105 |
| Syracuse, N.Y | 32,598 | 106 |
| Portsmouth - Dover - Rochester, N.H | 32,362 | 107 |
| Oxnard - Ventura, Cal | 31,865 | 108 |
| Colorado Springs, Colo | 31,431 | 109 |
| Fort Myers - Cape Coral, Fla | 30,920 | 110 |
| Canton, Ohio | 30,460 | 111 |
| Fayetteville, N.C | 30,093 | 112 |
| Charleston, S.C | 29,870 | 113 |
| Melbourne - Titusville - Palm Bay, Fla | 29,815 | 114 |
| Sarasota, Fla | 29,681 | 115 |
| Youngstown - Warren, Ohio | 29,276 | 116 |
| Beaumont - Port Arthur, Tex | 29,160 | 117 |
| Lakeland - Winter Haven, Fla | 29,160 | 117 |
| Saginaw - Bay City - Midland, Mich | 28,690 | 119 |
| Evansville, Ind | 28,688 | 120 |
| New Bedford - Fall River - Attleboro, Mass | 28,425 | 121 |
| Augusta, Ga | 28,293 | 122 |
| Santa Rosa - Petaluma, Cal | 28,127 | 123 |
| Terre Haute, Ind | 27,463 | 124 |
| Johnson City - Kingsport - Bristol, Tenn | 26,939 | 125 |
| Corpus Christi, Tex | 26,749 | 126 |
| St. Cloud, Minn | 26,637 | 127 |
| Davenport - Rock Island - Moline, Iowa-Ill | 26,299 | 128 |
| Mobile, Ala | 25,863 | 129 |
| Bellingham, Wash | 25,632 | 130 |
| Appleton - Oshkosh - Neenah, Wisc | 25,365 | 131 |
| Anchorage, Alas | 25,336 | 132 |
| Laredo, Tex | 25,312 | 133 |
| Modesto, Cal | 24,993 | 134 |
| Daytona Beach, Fla | 24,580 | 135 |
| Jersey City, N.J | 24,546 | 136 |
| Ann Arbor, Mich | 23,934 | 137 |
| Aurora - Elgin, Ill | 23,724 | 138 |
| Stockton, Cal | 23,407 | 139 |
| Salinas - Seaside - Monterey, Cal | 23,324 | 140 |
| Rockford, Ill | 23,200 | 141 |
| Huntsville, Ala | 23,038 | 142 |
| Montgomery, Ala | 22,830 | 143 |
| Amarillo, Tex | 22,343 | 144 |
| Lancaster, Pa | 22,276 | 145 |
| Spokane, Wash | 22,069 | 146 |
| Kalamazoo, Mich | 21,989 | 147 |
| Santa Barbara - Santa Maria - Lompoc, Cal | 21,848 | 148 |
| Lubbock, Tex | 21,756 | 149 |
| Joliet, Ill | 21,606 | 150 |
| **Total Top 150** | **12,300,005** | |
| York, Pa | 21,579 | 151 |
| Killeen - Temple, Tex | 21,348 | 152 |
| Trenton, N.J | 21,312 | 153 |
| Vallejo - Fairfield - Napa, Cal | 20,946 | 154 |
| Savannah, Ga | 20,878 | 155 |
| Eugene - Springfield, Ore | 20,784 | 156 |
| Pensacola, Fla | 20,740 | 157 |
| Springfield, Mo | 20,415 | 158 |
| Boulder - Longmont, Colo | 20,291 | 159 |
| Green Bay, Wisc | 20,026 | 160 |
| Springfield, Ill | 19,554 | 161 |
| Huntington - Ashland, W.Va.-Ky | 19,553 | 162 |
| Roanoke, Va | 19,300 | 163 |
| Reading, Pa | 19,179 | 164 |
| Tyler, Tex | 18,975 | 165 |
| Atlantic City, N.J | 18,540 | 166 |
| Charleston, W.Va | 18,393 | 167 |
| Poughkeepsie, N.Y | 18,351 | 168 |
| Peoria, Ill | 18,125 | 169 |
| Fort Pierce, Fla | 18,024 | 170 |
| Salem, Ore | 17,799 | 171 |
| Orange County, N.Y | 17,707 | 172 |
| Champaign - Urbana - Rantoul, Ill | 17,690 | 173 |
| Utica - Rome, N.Y | 17,204 | 174 |
| Binghamton, N.Y | 17,067 | 175 |
| Macon - Warner Robins, Ga | 16,877 | 176 |
| Brownsville - Harlingen, Tex | 16,857 | 177 |
| Cedar Rapids, Iowa | 16,775 | 178 |
| Columbus, Ga | 16,664 | 179 |
| Lafayette, La | 16,209 | 180 |
| Tallahassee, Fla | 15,926 | 181 |
| Portland, Me | 15,902 | 182 |
| Hickory - Morganton, N.C | 15,850 | 183 |
| Asheville, N.C | 15,252 | 184 |
| Bremerton, Wash | 15,233 | 185 |
| Waco, Tex | 14,966 | 186 |
| Gainesville, Fla | 14,935 | 187 |
| Duluth, Minn | 14,925 | 188 |
| Lima, Ohio | 14,578 | 189 |
| Longview - Marshall, Tex | 14,502 | 190 |
| Lafayette - West Lafayette, Ind | 14,292 | 191 |
| Visalia - Tulare - Porterville, Cal | 14,216 | 192 |
| Galveston - Texas City, Tex | 14,211 | 193 |
| Lorain - Elyria, Ohio | 14,191 | 194 |
| Fort Collins - Loveland, Colo | 13,818 | 195 |
| New London - Norwich, Conn | 13,730 | 196 |
| Erie, Pa | 13,622 | 197 |
| Fort Smith, Ark | 13,590 | 198 |
| Bradenton, Fla | 13,453 | 199 |
| Wheeling, W.Va | 13,085 | 200 |
| **Total Top 200** | **13,157,444** | |
| Lake Charles, La | 13,027 | 201 |
| Chico, Cal | 13,023 | 202 |
| Fargo - Moorhead, N.D.-Minn | 13,006 | 203 |
| Provo - Orem, Utah | 12,842 | 204 |
| Sioux Falls, S.D | 12,717 | 205 |
| Clarksville - Hopkinsville, Tenn.-Ky | 12,700 | 206 |
| Dothan, Ala | 12,656 | 207 |
| Boise, Ida | 12,511 | 208 |
| Naples, Fla | 12,449 | 209 |
| Fayetteville - Springdale, Ark | 12,434 | 210 |
| Ocala, Fla | 12,098 | 211 |
| Wichita Falls, Tex | 12,053 | 212 |
| Wilmington, N.C | 12,012 | 213 |
| Monroe, La | 11,943 | 214 |
| Medford, Ore | 11,877 | 215 |
| Kokomo, Ind | 11,857 | 216 |
| Florence, Ala | 11,808 | 217 |
| Alexandria, La | 11,728 | 218 |
| Jacksonville, N.C | 11,716 | 219 |
| Texarkana, Tex.-Ark | 11,569 | 220 |
| Tuscaloosa, Ala | 11,460 | 221 |
| Topeka, Kans | 11,272 | 222 |
| Rochester, Minn | 10,996 | 223 |
| Lincoln, Neb | 10,930 | 224 |
| Parkersburg - Marietta, W.Va.-Ohio | 10,893 | 225 |
| La Crosse, Wisc | 10,881 | 226 |
| Muncie, Ind | 10,623 | 227 |
| Anderson, Ind | 10,577 | 228 |
| Fort Walton Beach, Fla | 10,478 | 229 |
| Olympia, Wash | 10,426 | 230 |
| Joplin, Mo | 10,412 | 231 |
| Mansfield, Ohio | 10,312 | 232 |
| Johnstown, Pa | 10,249 | 233 |
| Houma - Thibodaux, La | 10,194 | 234 |
| Santa Cruz, Cal | 10,154 | 235 |
| Hamilton - Middletown, Ohio | 10,048 | 236 |
| Lynchburg, Va | 10,040 | 237 |
| Charlottesville, Va | 10,027 | 238 |
| Niagara Falls, N.Y | 9,996 | 239 |
| Racine, Wisc | 9,970 | 240 |
| Eau Claire, Wisc | 9,836 | 241 |
| Altoona, Pa | 9,752 | 242 |
| Columbia, Mo | 9,593 | 243 |
| Biloxi - Gulfport, Miss | 9,380 | 244 |
| Abilene, Tex | 9,349 | 245 |
| Billings, Mont | 9,246 | 246 |
| Bryan - College Station, Tex | 9,182 | 247 |
| Waterloo - Cedar Falls, Iowa | 9,168 | 248 |
| Midland, Tex | 9,155 | 249 |
| Lawton, Okla | 9,141 | 250 |
| **Total Top 250** | **13,707,210** | |
| Panama City, Fla | 9,108 | 251 |
| Decatur, Ill | 8,887 | 252 |
| Brazoria, Tex | 8,753 | 253 |
| Janesville - Beloit, Wisc | 8,741 | 254 |
| Pueblo, Colo | 8,549 | 255 |
| Elkhart - Goshen, Ind | 8,548 | 256 |
| Muskegon, Mich | 8,545 | 257 |
| Richland - Kennewick - Pasco, Wash | 8,525 | 258 |
| Athens, Ga | 8,488 | 259 |
| Yakima, Wash | 8,447 | 260 |
| Bloomington, Ind | 8,442 | 261 |
| Anniston, Ala | 8,372 | 262 |
| Bloomington - Normal, Ill | 8,270 | 263 |
| Decatur, Ala | 8,197 | 264 |
| San Angelo, Tex | 8,157 | 265 |
| Redding, Cal | 8,093 | 266 |
| Pittsfield, Mass | 7,963 | 267 |
| Hagerstown, Md | 7,911 | 268 |
| Vancouver, Wash | 7,720 | 269 |
| Jackson, Mich | 7,712 | 270 |
| Sherman - Denison, Tex | 7,684 | 271 |
| Owensboro, Ky | 7,615 | 272 |
| Anderson, S.C | 7,571 | 273 |
| Albany, Ga | 7,491 | 274 |
| Bismarck, N.D | 7,467 | 275 |
| Gadsden, Ala | 7,447 | 276 |
| Sharon, Pa | 7,425 | 277 |
| Beaver County, Pa | 7,334 | 278 |
| Bangor, Me | 7,285 | 279 |
| Burlington, N.C | 7,134 | 280 |
| Jackson, Tenn | 7,111 | 281 |
| State College, Pa | 6,982 | 282 |
| Steubenville - Weirton, Ohio-W.Va | 6,978 | 283 |
| Elmira, N.Y | 6,967 | 284 |
| Florence, S.C | 6,937 | 285 |
| Wausau, Wisc | 6,929 | 286 |
| Great Falls, Mont | 6,902 | 287 |
| Williamsport, Pa | 6,860 | 288 |
| Las Cruces, N.M | 6,849 | 289 |
| Sioux City, Iowa | 6,788 | 290 |
| Kenosha, Wisc | 6,615 | 291 |
| Odessa, Tex | 6,606 | 292 |
| Rapid City, S.D | 6,571 | 293 |
| Iowa City, Iowa | 6,554 | 294 |
| Santa Fe, N.M | 6,532 | 295 |
| St. Joseph, Mo | 6,457 | 296 |
| Victoria, Tex | 6,257 | 297 |
| Battle Creek, Mich | 6,229 | 298 |
| Glens Falls, N.Y | 6,138 | 299 |
| Jamestown - Dunkirk, N.Y | 6,033 | 300 |
| Yuba City, Cal | 6,001 | 301 |
| Greeley, Colo | 5,969 | 302 |
| Burlington, Vt | 5,818 | 303 |
| Vineland - Millville - Bridgeton, N.J | 5,705 | 304 |
| Grand Forks, N.D | 5,604 | 305 |
| Kankakee, Ill | 5,573 | 306 |
| Cumberland, Md | 5,448 | 307 |
| Benton Harbor, Mich | 5,427 | 308 |
| Merced, Cal | 5,402 | 309 |
| Dubuque, Iowa | 5,343 | 310 |
| Danville, Va | 5,302 | 311 |
| Sheboygan, Wisc | 5,226 | 312 |
| Pine Bluff, Ark | 5,194 | 313 |
| Cheyenne, Wyo | 5,190 | 314 |
| Lawrence, Kans | 4,698 | 315 |
| Lewiston - Auburn, Me | 4,482 | 316 |
| Yuma, Ariz | 4,455 | 317 |
| Pascagoula, Miss | 4,281 | 318 |
| Casper, Wyo | 4,271 | 319 |
| Enid, Okla | 4,030 | 320 |
| **Total Above Areas** | **14,185,805** | |
| **Percent of U.S.** | **86.5746** | |
| **U.S. Total** | **16,385,637** | |

S&MM METRO MARKET RANKING

# AUDIO EQUIPMENT, MUSICAL INSTRUMENT & SUPPLY SALES

| Area | ($000) | Rank |
|---|---|---|
| Los Angeles - Long Beach, Cal. | 1,220,738 | 1 |
| New York, N.Y. | 877,112 | 2 |
| Chicago, Ill. | 630,916 | 3 |
| Washington, D.C. | 461,829 | 4 |
| Philadelphia, Pa. | 382,183 | 5 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 372,450 | 6 |
| Nassau - Suffolk, N.Y. | 319,696 | 7 |
| Oakland, Cal. | 313,171 | 8 |
| Detroit, Mich. | 306,088 | 9 |
| Atlanta, Ga. | 305,640 | 10 |
| Seattle, Wash. | 292,746 | 11 |
| Houston, Tex. | 290,681 | 12 |
| San Francisco, Cal. | 288,242 | 13 |
| Dallas, Tex. | 285,502 | 14 |
| Anaheim - Santa Ana, Cal. | 270,159 | 15 |
| San Jose, Cal. | 268,271 | 16 |
| San Diego, Cal. | 253,374 | 17 |
| Minneapolis - St. Paul, Minn. | 237,082 | 18 |
| Tampa - St. Petersburg - Clearwater, Fla. | 231,953 | 19 |
| Portland, Ore. | 211,070 | 20 |
| Miami - Hialeah, Fla. | 206,352 | 21 |
| Baltimore, Md. | 195,920 | 22 |
| Denver, Colo. | 193,930 | 23 |
| Phoenix, Ariz. | 182,252 | 24 |
| St. Louis, Mo. | 178,332 | 25 |
| Riverside - San Bernardino, Cal. | 175,828 | 26 |
| Milwaukee, Wisc. | 162,009 | 27 |
| Middlesex - Somerset - Hunterdon, N.J. | 149,690 | 28 |
| Cleveland, Ohio | 149,585 | 29 |
| Columbus, Ohio | 140,644 | 30 |
| Bergen - Passaic, N.J. | 140,501 | 31 |
| Pittsburgh, Pa. | 136,892 | 32 |
| Newark, N.J. | 133,514 | 33 |
| Sacramento, Cal. | 131,449 | 34 |
| Fort Worth - Arlington, Tex. | 125,849 | 35 |
| Indianapolis, Ind. | 118,217 | 36 |
| Kansas City, Mo.-Kans. | 112,610 | 37 |
| Orlando, Fla. | 110,456 | 38 |
| San Antonio, Tex. | 109,392 | 39 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 105,831 | 40 |
| Honolulu, Haw. | 105,414 | 41 |
| Nashville, Tenn. | 104,526 | 42 |
| Hartford - New Britain - Middletown - Bristol, Conn. | 103,420 | 43 |
| Cincinnati, Ohio | 100,975 | 44 |
| Rochester, N.Y. | 96,513 | 45 |
| Salt Lake City - Ogden, Utah | 95,987 | 46 |
| New Orleans, La. | 90,639 | 47 |
| Oklahoma City, Okla. | 89,387 | 48 |
| Austin, Tex. | 89,215 | 49 |
| Monmouth - Ocean, N.J. | 87,632 | 50 |
| **Total Top 50** | **11,741,864** | |
| Jacksonville, Fla. | 86,380 | 51 |
| Norfolk - Virginia Beach - Newport News, Va. | 85,696 | 52 |
| Albany - Schenectady - Troy, N.Y. | 83,605 | 53 |
| Louisville, Ky. | 83,362 | 54 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | 81,944 | 55 |
| Raleigh - Durham, N.C. | 81,885 | 56 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | 79,966 | 57 |
| Greensboro - Winston-Salem - High Point, N.C. | 76,580 | 58 |
| Oxnard - Ventura, Cal. | 75,455 | 59 |
| Buffalo, N.Y. | 73,422 | 60 |
| Memphis, Tenn. | 71,900 | 61 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 69,924 | 62 |
| Grand Rapids, Mich. | 69,206 | 63 |
| Dayton - Springfield, Ohio | 68,927 | 64 |
| Lake County, Ill. | 67,763 | 65 |
| Tacoma, Wash. | 65,536 | 66 |
| Wilmington, Del. | 65,440 | 67 |
| Worcester - Fitchburg - Leominster, Mass. | 65,315 | 68 |
| Madison, Wisc. | 64,911 | 69 |
| Richmond - Petersburg, Va. | 64,035 | 70 |
| New Haven - Waterbury - Meriden, Conn. | 62,893 | 71 |
| Knoxville, Tenn. | 62,515 | 72 |
| Akron, Ohio | 62,173 | 73 |
| Tucson, Ariz. | 62,153 | 74 |
| Terre Haute, Ind. | 58,948 | 75 |
| Charlottesville, Va. | 58,742 | 76 |
| Birmingham, Ala. | 55,941 | 77 |
| Baton Rouge, La. | 55,817 | 78 |
| Las Vegas, Nev. | 55,401 | 79 |
| Syracuse, N.Y. | 55,126 | 80 |
| Portsmouth - Dover - Rochester, N.H. | 54,789 | 81 |
| Providence - Pawtucket - Woonsocket, R.I. | 54,484 | 82 |
| Tulsa, Okla. | 54,434 | 83 |
| Greenville - Spartanburg, S.C. | 53,215 | 84 |
| Springfield, Mass. | 52,777 | 85 |
| Manchester - Nashua, N.H. | 50,935 | 86 |
| Albuquerque, N.M. | 48,119 | 87 |
| Toledo, Ohio | 48,089 | 88 |
| Scranton - Wilkes-Barre, Pa. | 47,970 | 89 |
| Harrisburg - Lebanon - Carlisle, Pa. | 46,992 | 90 |
| Santa Rosa - Petaluma, Cal. | 46,528 | 91 |
| Omaha, Neb. | 46,019 | 92 |
| Little Rock - North Little Rock, Ark. | 45,731 | 93 |
| Fresno, Cal. | 44,987 | 94 |
| New Bedford - Fall River - Attleboro, Mass. | 44,313 | 95 |
| Lansing - East Lansing, Mich. | 44,118 | 96 |
| Bakersfield, Cal. | 43,247 | 97 |
| Jersey City, N.J. | 43,134 | 98 |
| El Paso, Tex. | 42,960 | 99 |
| Spokane, Wash. | 41,955 | 100 |
| **Total Top 100** | **14,767,621** | |
| Fayetteville, N.C. | 41,201 | 101 |
| Columbia, S.C. | 41,045 | 102 |
| Wichita, Kans. | 40,158 | 103 |
| Colorado Springs, Colo. | 39,431 | 104 |
| Lexington-Fayette, Ky. | 39,352 | 105 |
| Ann Arbor, Mich. | 38,982 | 106 |
| Reno, Nev. | 37,649 | 107 |
| Youngstown - Warren, Ohio | 37,374 | 108 |
| Allentown - Bethlehem - Easton, Pa. | 37,121 | 109 |
| Mobile, Ala. | 36,758 | 110 |
| Lancaster, Pa. | 36,535 | 111 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 36,383 | 112 |
| Charleston, S.C. | 36,191 | 113 |
| Sarasota, Fla. | 35,455 | 114 |
| Appleton - Oshkosh - Neenah, Wisc. | 34,696 | 115 |
| Stockton, Cal. | 34,652 | 116 |
| Eugene - Springfield, Ore. | 34,607 | 117 |
| Fort Wayne, Ind. | 34,392 | 118 |
| Salinas - Seaside - Monterey, Cal. | 34,280 | 119 |
| St. Cloud, Minn. | 33,210 | 120 |
| Des Moines, Iowa | 33,198 | 121 |
| Modesto, Cal. | 33,058 | 122 |
| Jackson, Miss. | 32,883 | 123 |
| Kalamazoo, Mich. | 32,838 | 124 |
| Boulder - Longmont, Colo. | 32,804 | 125 |
| Aurora - Elgin, Ill. | 31,643 | 126 |
| Shreveport, La. | 31,445 | 127 |
| Augusta, Ga. | 31,416 | 128 |
| Chattanooga, Tenn. | 30,969 | 129 |
| Canton, Ohio | 30,898 | 130 |
| Melbourne - Titusville - Palm Bay, Fla. | 30,741 | 131 |
| South Bend - Mishawaka, Ind. | 29,585 | 132 |
| York, Pa. | 29,567 | 133 |
| Flint, Mich. | 29,156 | 134 |
| Saginaw - Bay City - Midland, Mich. | 29,050 | 135 |
| McAllen - Edinburg - Mission, Tex. | 28,590 | 136 |
| Atlantic City, N.J. | 28,529 | 137 |
| Vallejo - Fairfield - Napa, Cal. | 28,485 | 138 |
| Evansville, Ind. | 28,277 | 139 |
| Huntington - Ashland, W.Va.-Ky. | 28,060 | 140 |
| Daytona Beach, Fla. | 27,919 | 141 |
| Trenton, N.J. | 27,692 | 142 |
| Poughkeepsie, N.Y. | 27,187 | 143 |
| Beaumont - Port Arthur, Tex. | 26,896 | 144 |
| Johnson City - Kingsport - Bristol, Tenn. | 26,780 | 145 |
| Rockford, Ill. | 26,762 | 146 |
| Gary - Hammond, Ind. | 26,632 | 147 |
| Montgomery, Ala. | 26,540 | 148 |
| Huntsville, Ala. | 26,176 | 149 |
| Roanoke, Va. | 26,149 | 150 |
| **Total Top 150** | **16,387,018** | |
| Davenport - Rock Island - Moline, Iowa-Ill. | 25,659 | 151 |
| Lakeland - Winter Haven, Fla. | 25,408 | 152 |
| Salem, Ore. | 25,366 | 153 |
| Corpus Christi, Tex. | 25,286 | 154 |
| Anchorage, Alas. | 25,238 | 155 |
| Green Bay, Wisc. | 25,112 | 156 |
| Laredo, Tex. | 24,867 | 157 |
| Savannah, Ga. | 24,718 | 158 |
| Chico, Cal. | 24,688 | 159 |
| Killeen - Temple, Tex. | 24,676 | 160 |
| Portland, Me. | 24,645 | 161 |
| Binghamton, N.Y. | 24,542 | 162 |
| Reading, Pa. | 24,271 | 163 |
| Lubbock, Tex. | 24,024 | 164 |
| Fort Myers - Cape Coral, Fla. | 23,741 | 165 |
| Champaign - Urbana - Rantoul, Ill. | 22,727 | 166 |
| Amarillo, Tex. | 22,693 | 167 |
| Visalia - Tulare - Porterville, Cal. | 22,477 | 168 |
| Peoria, Ill. | 22,266 | 169 |
| Gainesville, Fla. | 22,229 | 170 |
| Lafayette - West Lafayette, Ind. | 21,340 | 171 |
| Pensacola, Fla. | 21,217 | 172 |
| Waco, Tex. | 20,841 | 173 |
| Fort Pierce, Fla. | 20,742 | 174 |
| Joliet, Ill. | 20,283 | 175 |
| Springfield, Mo. | 20,144 | 176 |
| Boise, Ida. | 20,093 | 177 |
| Columbus, Ga. | 19,852 | 178 |
| Bremerton, Wash. | 19,731 | 179 |
| Erie, Pa. | 19,713 | 180 |
| Orange County, N.Y. | 19,666 | 181 |
| Santa Cruz, Cal. | 19,306 | 182 |
| Macon - Warner Robins, Ga. | 19,137 | 183 |
| Olympia, Wash. | 19,013 | 184 |
| Springfield, Ill. | 18,417 | 185 |
| Tallahassee, Fla. | 18,228 | 186 |
| Medford, Ore. | 18,077 | 187 |
| Fort Collins - Loveland, Colo. | 18,008 | 188 |
| Utica - Rome, N.Y. | 17,711 | 189 |
| Redding, Cal. | 17,710 | 190 |
| Vancouver, Wash. | 17,542 | 191 |
| Bloomington - Normal, Ill. | 17,522 | 192 |
| Tyler, Tex. | 17,484 | 193 |
| Charleston, W.Va. | 17,088 | 194 |
| Anderson, Ind. | 16,780 | 195 |
| New London - Norwich, Conn. | 16,749 | 196 |
| Asheville, N.C. | 16,735 | 197 |
| Fargo - Moorhead, N.D.-Minn. | 16,663 | 198 |
| Lorain - Elyria, Ohio | 16,439 | 199 |
| Provo - Orem, Utah | 15,931 | 200 |
| **Total Top 200** | **17,429,813** | |
| Bradenton, Fla. | 15,913 | 201 |
| Bellingham, Wash. | 15,880 | 202 |
| Longview - Marshall, Tex. | 15,851 | 203 |
| Sioux Falls, S.D. | 15,464 | 204 |
| Cedar Rapids, Iowa | 15,377 | 205 |
| Brownsville - Harlingen, Tex. | 15,356 | 206 |
| Duluth, Minn. | 15,341 | 207 |
| Fort Smith, Ark. | 14,785 | 208 |
| Jacksonville, N.C. | 14,338 | 209 |
| Lima, Ohio | 14,303 | 210 |
| Abilene, Tex. | 14,234 | 211 |
| Lafayette, La. | 14,122 | 212 |
| Rochester, Minn. | 14,115 | 213 |
| Richland - Kennewick - Pasco, Wash. | 14,034 | 214 |
| Muncie, Ind. | 13,831 | 215 |
| Yakima, Wash. | 13,689 | 216 |
| Wheeling, W.Va. | 13,663 | 217 |
| Burlington, Vt. | 13,508 | 218 |
| Bloomington, Ind. | 13,224 | 219 |
| Eau Claire, Wisc. | 13,132 | 220 |
| Galveston - Texas City, Tex. | 13,096 | 221 |
| Wichita Falls, Tex. | 13,086 | 222 |
| Lincoln, Neb. | 12,969 | 223 |
| Hickory - Morganton, N.C. | 12,804 | 224 |
| Decatur, Ill. | 12,793 | 225 |
| Pittsfield, Mass. | 12,655 | 226 |
| Billings, Mont. | 12,623 | 227 |
| Iowa City, Iowa | 12,502 | 228 |
| La Crosse, Wisc. | 12,489 | 229 |
| Racine, Wisc. | 12,350 | 230 |
| Mansfield, Ohio | 12,344 | 231 |
| Fort Walton Beach, Fla. | 12,249 | 232 |
| Athens, Ga. | 12,229 | 233 |
| Lake Charles, La. | 12,004 | 234 |
| Wilmington, N.C. | 11,975 | 235 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 11,924 | 236 |
| Altoona, Pa. | 11,868 | 237 |
| Glens Falls, N.Y. | 11,817 | 238 |
| Monroe, La. | 11,800 | 239 |
| Rapid City, S.D. | 11,740 | 240 |
| Ocala, Fla. | 11,691 | 241 |
| Parkersburg - Marietta, W.Va.-Ohio | 11,648 | 242 |
| Janesville - Beloit, Wisc. | 11,265 | 243 |
| Merced, Cal. | 11,223 | 244 |
| Bangor, Me. | 11,044 | 245 |
| Bryan - College Station, Tex. | 10,977 | 246 |
| Dothan, Ala. | 10,924 | 247 |
| Alexandria, La. | 10,901 | 248 |
| Fayetteville - Springdale, Ark. | 10,846 | 249 |
| Houma - Thibodaux, La. | 10,799 | 250 |
| **Total Top 250** | **18,078,608** | |
| Hamilton - Middletown, Ohio | 10,767 | 251 |
| Pueblo, Colo. | 10,675 | 252 |
| Topeka, Kans. | 10,669 | 253 |
| Panama City, Fla. | 10,566 | 254 |
| Naples, Fla. | 10,560 | 255 |
| State College, Pa. | 10,551 | 256 |
| Williamsport, Pa. | 10,443 | 257 |
| Niagara Falls, N.Y. | 10,280 | 258 |
| Beaver County, Pa. | 10,245 | 259 |
| Johnstown, Pa. | 10,038 | 260 |
| Santa Fe, N.M. | 9,909 | 261 |
| Anderson, S.C. | 9,814 | 262 |
| Biloxi - Gulfport, Miss. | 9,705 | 263 |
| Lynchburg, Va. | 9,610 | 264 |
| Florence, Ala. | 9,544 | 265 |
| Muskegon, Mich. | 9,481 | 266 |
| Tuscaloosa, Ala. | 9,395 | 267 |
| Elmira, N.Y. | 9,271 | 268 |
| Jamestown - Dunkirk, N.Y. | 9,181 | 269 |
| Kokomo, Ind. | 9,145 | 270 |
| Elkhart - Goshen, Ind. | 9,102 | 271 |
| Yuba City, Cal. | 8,952 | 272 |
| San Angelo, Tex. | 8,914 | 273 |
| Albany, Ga. | 8,893 | 274 |
| Wausau, Wisc. | 8,878 | 275 |
| Grand Forks, N.D. | 8,485 | 276 |
| Battle Creek, Mich. | 8,444 | 277 |
| Columbia, Mo. | 8,362 | 278 |
| Texarkana, Tex.-Ark. | 8,229 | 279 |
| Joplin, Mo. | 8,165 | 280 |
| Cumberland, Md. | 8,161 | 281 |
| Brazoria, Tex. | 8,134 | 282 |
| Lawrence, Kans. | 7,969 | 283 |
| Midland, Tex. | 7,963 | 284 |
| Jackson, Tenn. | 7,952 | 285 |
| Jackson, Mich. | 7,900 | 286 |
| Bismarck, N.D. | 7,871 | 287 |
| Great Falls, Mont. | 7,782 | 288 |
| Hagerstown, Md. | 7,782 | 288 |
| Decatur, Ala. | 7,745 | 290 |
| Odessa, Tex. | 7,737 | 291 |
| Florence, S.C. | 7,728 | 292 |
| Steubenville - Weirton, Ohio-W.Va. | 7,654 | 293 |
| Waterloo - Cedar Falls, Iowa | 7,471 | 294 |
| Sioux City, Iowa | 7,305 | 295 |
| Danville, Va. | 7,254 | 296 |
| Gadsden, Ala. | 7,123 | 297 |
| Greeley, Colo. | 6,994 | 298 |
| Owensboro, Ky. | 6,959 | 299 |
| Lawton, Okla. | 6,802 | 300 |
| Las Cruces, N.M. | 6,801 | 301 |
| Anniston, Ala. | 6,710 | 302 |
| Vineland - Millville - Bridgeton, N.J. | 6,589 | 303 |
| Kankakee, Ill. | 6,581 | 304 |
| Sherman - Denison, Tex. | 6,325 | 305 |
| Dubuque, Iowa | 6,265 | 306 |
| Lewiston - Auburn, Me. | 6,249 | 307 |
| Burlington, N.C. | 6,228 | 308 |
| Cheyenne, Wyo. | 6,120 | 309 |
| Casper, Wyo. | 5,855 | 310 |
| Pine Bluff, Ark. | 5,812 | 311 |
| Yuma, Ariz. | 5,709 | 312 |
| Sharon, Pa. | 5,654 | 313 |
| Kenosha, Wisc. | 5,536 | 314 |
| St. Joseph, Mo. | 5,428 | 315 |
| Sheboygan, Wisc. | 5,296 | 316 |
| Benton Harbor, Mich. | 5,192 | 317 |
| Victoria, Tex. | 5,004 | 318 |
| Pascagoula, Miss. | 3,996 | 319 |
| Enid, Okla. | 3,884 | 320 |
| **Total Above Areas** | **18,632,401** | |
| **Percent of U.S.** | **89.4571** | |
| **U.S. Total** | **20,828,306** | |

1992 SURVEY OF BUYING POWER DEMOGRAPHICS USA

S&MM METRO MARKET RANKING

# HOME COMPUTER & CALCULATOR SALES

| Area | ($000) | Rank |
|---|---|---|
| Los Angeles - Long Beach, Cal. | 532,514 | 1 |
| New York, N.Y. | 276,150 | 2 |
| San Jose, Cal. | 246,107 | 3 |
| Washington, D.C. | 177,915 | 4 |
| Chicago, Ill. | 166,931 | 5 |
| Houston, Tex. | 159,278 | 6 |
| Anaheim - Santa Ana, Cal. | 152,074 | 7 |
| Seattle, Wash. | 148,257 | 8 |
| Oakland, Cal. | 147,495 | 9 |
| Philadelphia, Pa. | 131,034 | 10 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 130,915 | 11 |
| San Diego, Cal. | 125,860 | 12 |
| Phoenix, Ariz. | 125,633 | 13 |
| Detroit, Mich. | 124,291 | 14 |
| San Francisco, Cal. | 118,312 | 15 |
| Atlanta, Ga. | 100,526 | 16 |
| Dallas, Tex. | 99,316 | 17 |
| Nassau - Suffolk, N.Y. | 89,947 | 18 |
| Tampa - St. Petersburg - Clearwater, Fla. | 87,799 | 19 |
| Minneapolis - St. Paul, Minn. | 80,385 | 20 |
| Miami - Hialeah, Fla. | 77,882 | 21 |
| Riverside - San Bernardino, Cal. | 73,263 | 22 |
| Nashville, Tenn. | 70,553 | 23 |
| Baltimore, Md. | 69,726 | 24 |
| Milwaukee, Wisc. | 69,082 | 25 |
| Bergen - Passaic, N.J. | 67,372 | 26 |
| St. Louis, Mo. | 66,210 | 27 |
| Columbus, Ohio | 65,589 | 28 |
| Portsmouth - Dover - Rochester, N.H. | 63,025 | 29 |
| Indianapolis, Ind. | 62,759 | 30 |
| Denver, Colo. | 61,868 | 31 |
| Manchester - Nashua, N.H. | 61,795 | 32 |
| Pittsburgh, Pa. | 50,846 | 33 |
| Sacramento, Cal. | 49,190 | 34 |
| Fort Worth - Arlington, Tex. | 48,850 | 35 |
| Salt Lake City - Ogden, Utah | 48,094 | 36 |
| Portland, Ore. | 47,597 | 37 |
| Oxnard - Ventura, Cal. | 46,089 | 38 |
| Middlesex - Somerset - Hunterdon, N.J. | 45,472 | 39 |
| Canton, Ohio | 44,565 | 40 |
| Hartford - New Britain - Middletown - Bristol, Conn. | 42,729 | 41 |
| Kansas City, Mo.-Kans. | 39,987 | 42 |
| Cleveland, Ohio | 38,798 | 43 |
| Rochester, N.Y. | 38,046 | 44 |
| Orlando, Fla. | 36,666 | 45 |
| Albany - Schenectady - Troy, N.Y. | 35,824 | 46 |
| Newark, N.J. | 35,192 | 47 |
| New Orleans, La. | 34,457 | 48 |
| Tulsa, Okla. | 34,395 | 49 |
| Norfolk - Virginia Beach - Newport News, Va. | 34,118 | 50 |
| **Total Top 50** | **4,780,778** | |
| San Antonio, Tex. | 32,844 | 51 |
| Tucson, Ariz. | 32,639 | 52 |
| Greensboro - Winston-Salem - High Point, N.C. | 32,483 | 53 |
| Raleigh - Durham, N.C. | 30,699 | 54 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | 30,683 | 55 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | 30,231 | 56 |
| Baton Rouge, La. | 28,862 | 57 |
| Cincinnati, Ohio | 28,643 | 58 |
| Monmouth - Ocean, N.J. | 28,400 | 59 |
| Buffalo, N.Y. | 27,812 | 60 |
| Austin, Tex. | 27,734 | 61 |
| Oklahoma City, Okla. | 27,445 | 62 |
| Jacksonville, Fla. | 26,710 | 63 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 26,304 | 64 |
| Dayton - Springfield, Ohio | 26,035 | 65 |
| Omaha, Neb. | 25,693 | 66 |
| Jersey City, N.J. | 25,519 | 67 |
| Memphis, Tenn. | 25,233 | 68 |
| Richmond - Petersburg, Va. | 25,114 | 69 |
| New Haven - Waterbury - Meriden, Conn. | 23,094 | 70 |
| Providence - Pawtucket - Woonsocket, R.I. | 21,749 | 71 |
| Worcester - Fitchburg - Leominster, Mass. | 21,360 | 72 |
| Lake County, Ill. | 21,318 | 73 |
| Honolulu, Haw. | 21,272 | 74 |
| Birmingham, Ala. | 20,301 | 75 |
| Fresno, Cal. | 19,748 | 76 |
| Tacoma, Wash. | 18,141 | 77 |
| Springfield, Mass. | 17,986 | 78 |
| Lansing - East Lansing, Mich. | 17,930 | 79 |
| Trenton, N.J. | 17,799 | 80 |
| Louisville, Ky. | 17,678 | 81 |
| Albuquerque, N.M. | 17,048 | 82 |
| El Paso, Tex. | 16,381 | 83 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 16,072 | 84 |
| Grand Rapids, Mich. | 15,680 | 85 |
| Columbia, S.C. | 15,419 | 86 |
| Jackson, Miss. | 15,392 | 87 |
| Santa Rosa - Petaluma, Cal. | 15,296 | 88 |
| New Bedford - Fall River - Attleboro, Mass. | 15,165 | 89 |
| Lexington-Fayette, Ky. | 15,060 | 90 |
| Wilmington, Del. | 14,970 | 91 |
| Knoxville, Tenn. | 14,917 | 92 |
| Allentown - Bethlehem - Easton, Pa. | 14,859 | 93 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 14,823 | 94 |
| Fort Wayne, Ind. | 14,601 | 95 |
| Las Vegas, Nev. | 14,490 | 96 |
| Des Moines, Iowa | 14,443 | 97 |
| Shreveport, La. | 14,425 | 98 |
| Huntsville, Ala. | 14,329 | 99 |
| Madison, Wisc. | 14,256 | 100 |
| **Total Top 100** | **5,845,863** | |
| Boise, Ida. | 14,190 | 101 |
| Portland, Me. | 13,831 | 102 |
| Spokane, Wash. | 13,731 | 103 |
| Stockton, Cal. | 13,550 | 104 |
| Akron, Ohio | 13,434 | 105 |
| Greenville - Spartanburg, S.C. | 13,378 | 106 |
| Syracuse, N.Y. | 13,346 | 107 |
| South Bend - Mishawaka, Ind. | 13,207 | 108 |
| Chattanooga, Tenn. | 13,134 | 109 |
| Melbourne - Titusville - Palm Bay, Fla. | 13,115 | 110 |
| Harrisburg - Lebanon - Carlisle, Pa. | 13,043 | 111 |
| Vallejo - Fairfield - Napa, Cal. | 12,723 | 112 |
| Colorado Springs, Colo. | 12,636 | 113 |
| Sarasota, Fla. | 12,529 | 114 |
| Aurora - Elgin, Ill. | 12,362 | 115 |
| St. Cloud, Minn. | 12,201 | 116 |
| Lincoln, Neb. | 11,704 | 117 |
| Scranton - Wilkes-Barre, Pa. | 11,679 | 118 |
| Poughkeepsie, N.Y. | 11,621 | 119 |
| Corpus Christi, Tex. | 11,515 | 120 |
| Toledo, Ohio | 11,489 | 121 |
| Beaumont - Port Arthur, Tex. | 11,229 | 122 |
| Roanoke, Va. | 11,201 | 123 |
| Santa Cruz, Cal. | 10,970 | 124 |
| Bloomington - Normal, Ill. | 10,863 | 125 |
| Little Rock - North Little Rock, Ark. | 10,861 | 126 |
| McAllen - Edinburg - Mission, Tex. | 10,423 | 127 |
| Anchorage, Alas. | 10,380 | 128 |
| Reno, Nev. | 10,374 | 129 |
| Modesto, Cal. | 10,314 | 130 |
| Wichita, Kans. | 10,270 | 131 |
| Gary - Hammond, Ind. | 10,227 | 132 |
| Lubbock, Tex. | 9,845 | 133 |
| Salinas - Seaside - Monterey, Cal. | 9,749 | 134 |
| Lancaster, Pa. | 9,603 | 135 |
| Visalia - Tulare - Porterville, Cal. | 9,550 | 136 |
| Charleston, S.C. | 9,443 | 137 |
| Kalamazoo, Mich. | 9,312 | 138 |
| Fort Myers - Cape Coral, Fla. | 9,026 | 139 |
| Amarillo, Tex. | 8,942 | 140 |
| Lakeland - Winter Haven, Fla. | 8,850 | 141 |
| Tallahassee, Fla. | 8,726 | 142 |
| Rockford, Ill. | 8,481 | 143 |
| Bakersfield, Cal. | 8,460 | 144 |
| Erie, Pa. | 8,283 | 145 |
| Johnson City - Kingsport - Bristol, Tenn. | 8,227 | 146 |
| Augusta, Ga. | 8,174 | 147 |
| Provo - Orem, Utah | 8,105 | 148 |
| Eugene - Springfield, Ore. | 7,998 | 149 |
| Flint, Mich. | 7,953 | 150 |
| **Total Top 150** | **6,390,120** | |
| Youngstown - Warren, Ohio | 7,772 | 151 |
| York, Pa. | 7,770 | 152 |
| Naples, Fla. | 7,763 | 153 |
| Binghamton, N.Y. | 7,745 | 154 |
| Laredo, Tex. | 7,726 | 155 |
| Daytona Beach, Fla. | 7,666 | 156 |
| Salem, Ore. | 7,654 | 157 |
| Atlantic City, N.J. | 7,596 | 158 |
| Fort Pierce, Fla. | 7,551 | 159 |
| Springfield, Ill. | 7,512 | 160 |
| Lafayette, La. | 7,496 | 161 |
| Appleton - Oshkosh - Neenah, Wisc. | 7,443 | 162 |
| Montgomery, Ala. | 7,417 | 163 |
| Pensacola, Fla. | 7,346 | 164 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 7,295 | 165 |
| Ann Arbor, Mich. | 7,253 | 166 |
| Saginaw - Bay City - Midland, Mich. | 7,009 | 167 |
| Redding, Cal. | 6,931 | 168 |
| Hamilton - Middletown, Ohio | 6,890 | 169 |
| Boulder - Longmont, Colo. | 6,804 | 170 |
| Fayetteville, N.C. | 6,776 | 171 |
| Richland - Kennewick - Pasco, Wash. | 6,766 | 172 |
| Peoria, Ill. | 6,701 | 173 |
| Savannah, Ga. | 6,623 | 174 |
| Mobile, Ala. | 6,612 | 175 |
| New London - Norwich, Conn. | 6,487 | 176 |
| Dothan, Ala. | 6,412 | 177 |
| Rochester, Minn. | 6,360 | 178 |
| Longview - Marshall, Tex. | 6,336 | 179 |
| Evansville, Ind. | 6,273 | 180 |
| Janesville - Beloit, Wisc. | 6,247 | 181 |
| Green Bay, Wisc. | 6,226 | 182 |
| Joliet, Ill. | 6,125 | 183 |
| Reading, Pa. | 6,101 | 184 |
| Duluth, Minn. | 6,016 | 185 |
| Olympia, Wash. | 5,997 | 186 |
| Gainesville, Fla. | 5,985 | 187 |
| Macon - Warner Robins, Ga. | 5,971 | 188 |
| Springfield, Mo. | 5,886 | 189 |
| Mansfield, Ohio | 5,759 | 190 |
| Wilmington, N.C. | 5,671 | 191 |
| Killeen - Temple, Tex. | 5,516 | 192 |
| Victoria, Tex. | 5,486 | 193 |
| Fort Walton Beach, Fla. | 5,470 | 194 |
| Athens, Ga. | 5,442 | 195 |
| Brownsville - Harlingen, Tex. | 5,432 | 196 |
| Fort Collins - Loveland, Colo. | 5,385 | 197 |
| Utica - Rome, N.Y. | 5,385 | 197 |
| Tyler, Tex. | 5,189 | 199 |
| Fargo - Moorhead, N.D.-Minn. | 5,090 | 200 |
| **Total Top 200** | **6,718,484** | |
| Bradenton, Fla. | 5,030 | 201 |
| Burlington, Vt. | 4,918 | 202 |
| Anderson, Ind. | 4,900 | 203 |
| Santa Fe, N.M. | 4,861 | 204 |
| Yakima, Wash. | 4,860 | 205 |
| Chico, Cal. | 4,825 | 206 |
| Bremerton, Wash. | 4,793 | 207 |
| Columbus, Ga. | 4,760 | 208 |
| Biloxi - Gulfport, Miss. | 4,759 | 209 |
| Galveston - Texas City, Tex. | 4,733 | 210 |
| Ocala, Fla. | 4,725 | 211 |
| Champaign - Urbana - Rantoul, Ill. | 4,724 | 212 |
| Merced, Cal. | 4,714 | 213 |
| Bangor, Me. | 4,681 | 214 |
| Asheville, N.C. | 4,595 | 215 |
| Charlottesville, Va. | 4,580 | 216 |
| Vancouver, Wash. | 4,560 | 217 |
| State College, Pa. | 4,541 | 218 |
| Altoona, Pa. | 4,474 | 219 |
| Williamsport, Pa. | 4,469 | 220 |
| Orange County, N.Y. | 4,457 | 221 |
| Waco, Tex. | 4,450 | 222 |
| Charleston, W.Va. | 4,440 | 223 |
| Lima, Ohio | 4,440 | 223 |
| Pittsfield, Mass. | 4,370 | 225 |
| Monroe, La. | 4,315 | 226 |
| Fayetteville - Springdale, Ark. | 4,228 | 227 |
| Huntington - Ashland, W.Va.-Ky. | 4,192 | 228 |
| Yuba City, Cal. | 4,116 | 229 |
| Lynchburg, Va. | 4,078 | 230 |
| Elmira, N.Y. | 4,075 | 231 |
| Wichita Falls, Tex. | 4,004 | 232 |
| Abilene, Tex. | 3,838 | 233 |
| Texarkana, Tex.-Ark. | 3,731 | 234 |
| Lafayette - West Lafayette, Ind. | 3,725 | 235 |
| Sioux Falls, S.D. | 3,714 | 236 |
| Florence, Ala. | 3,709 | 237 |
| Wheeling, W.Va. | 3,704 | 238 |
| Medford, Ore. | 3,690 | 239 |
| Cedar Rapids, Iowa | 3,683 | 240 |
| Decatur, Ill. | 3,638 | 241 |
| Wausau, Wisc. | 3,602 | 242 |
| Billings, Mont. | 3,564 | 243 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 3,553 | 244 |
| Terre Haute, Ind. | 3,481 | 245 |
| Waterloo - Cedar Falls, Iowa | 3,420 | 246 |
| Tuscaloosa, Ala. | 3,385 | 247 |
| Hickory - Morganton, N.C. | 3,365 | 248 |
| Casper, Wyo. | 3,349 | 249 |
| Lorain - Elyria, Ohio | 3,345 | 250 |
| **Total Top 250** | **6,928,647** | |
| Jackson, Tenn. | 3,337 | 251 |
| Bryan - College Station, Tex. | 3,293 | 252 |
| Alexandria, La. | 3,287 | 253 |
| Benton Harbor, Mich. | 3,232 | 254 |
| Lake Charles, La. | 3,213 | 255 |
| Hagerstown, Md. | 3,189 | 256 |
| San Angelo, Tex. | 3,131 | 257 |
| Jacksonville, N.C. | 3,092 | 258 |
| Muskegon, Mich. | 3,077 | 259 |
| Jackson, Mich. | 3,039 | 260 |
| Pueblo, Colo. | 3,037 | 261 |
| Glens Falls, N.Y. | 3,020 | 262 |
| Sherman - Denison, Tex. | 2,970 | 263 |
| Gadsden, Ala. | 2,950 | 264 |
| Lewiston - Auburn, Me. | 2,915 | 265 |
| Yuma, Ariz. | 2,842 | 266 |
| Battle Creek, Mich. | 2,771 | 267 |
| Midland, Tex. | 2,762 | 268 |
| Lawton, Okla. | 2,739 | 269 |
| Columbia, Mo. | 2,728 | 270 |
| Johnstown, Pa. | 2,728 | 270 |
| Racine, Wisc. | 2,727 | 272 |
| Great Falls, Mont. | 2,707 | 273 |
| Las Cruces, N.M. | 2,707 | 273 |
| Burlington, N.C. | 2,697 | 275 |
| Grand Forks, N.D. | 2,689 | 276 |
| Jamestown - Dunkirk, N.Y. | 2,646 | 277 |
| Fort Smith, Ark. | 2,641 | 278 |
| Elkhart - Goshen, Ind. | 2,610 | 279 |
| Houma - Thibodaux, La. | 2,601 | 280 |
| Albany, Ga. | 2,593 | 281 |
| Cumberland, Md. | 2,593 | 281 |
| Niagara Falls, N.Y. | 2,588 | 283 |
| Bellingham, Wash. | 2,552 | 284 |
| Steubenville - Weirton, Ohio-W.Va. | 2,548 | 285 |
| Decatur, Ala. | 2,508 | 286 |
| Rapid City, S.D. | 2,500 | 287 |
| Panama City, Fla. | 2,491 | 288 |
| Greeley, Colo. | 2,486 | 289 |
| Kenosha, Wisc. | 2,486 | 289 |
| Parkersburg - Marietta, W.Va.-Ohio | 2,483 | 291 |
| Cheyenne, Wyo. | 2,465 | 292 |
| Topeka, Kans. | 2,455 | 293 |
| Vineland - Millville - Bridgeton, N.J. | 2,381 | 294 |
| Odessa, Tex. | 2,363 | 295 |
| Sioux City, Iowa | 2,352 | 296 |
| Anderson, S.C. | 2,351 | 297 |
| Bismarck, N.D. | 2,337 | 298 |
| Joplin, Mo. | 2,313 | 299 |
| Florence, S.C. | 2,285 | 300 |
| Kokomo, Ind. | 2,262 | 301 |
| Eau Claire, Wisc. | 2,247 | 302 |
| Bloomington, Ind. | 2,228 | 303 |
| Brazoria, Tex. | 2,149 | 304 |
| Dubuque, Iowa | 2,111 | 305 |
| Lawrence, Kans. | 1,950 | 306 |
| Anniston, Ala. | 1,938 | 307 |
| Muncie, Ind. | 1,925 | 308 |
| Danville, Va. | 1,923 | 309 |
| Owensboro, Ky. | 1,890 | 310 |
| Iowa City, Iowa | 1,789 | 311 |
| La Crosse, Wisc. | 1,742 | 312 |
| Kankakee, Ill. | 1,708 | 313 |
| Beaver County, Pa. | 1,688 | 314 |
| Pine Bluff, Ark. | 1,538 | 315 |
| Sharon, Pa. | 1,536 | 316 |
| Enid, Okla. | 1,521 | 317 |
| Sheboygan, Wisc. | 1,507 | 318 |
| St. Joseph, Mo. | 1,494 | 319 |
| Pascagoula, Miss. | 1,418 | 320 |
| **Total Above Areas** | **7,101,718** | |
| **Percent of U.S.** | **89.8967** | |
| **U.S. Total** | **7,899,869** | |

1992 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# FURNITURE & SLEEP EQUIPMENT SALES

| Area | ($000) | Rank |
|---|---|---|
| Los Angeles - Long Beach, Cal. | 1,276,563 | 1 |
| New York, N.Y. | 1,230,063 | 2 |
| Chicago, Ill. | 1,211,009 | 3 |
| Washington, D.C. | 779,877 | 4 |
| Philadelphia, Pa. | 767,720 | 5 |
| Detroit, Mich. | 752,984 | 6 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 602,703 | 7 |
| Nassau - Suffolk, N.Y. | 580,924 | 8 |
| Atlanta, Ga. | 542,859 | 9 |
| Dallas, Tex. | 501,382 | 10 |
| Anaheim - Santa Ana, Cal. | 462,040 | 11 |
| Houston, Tex. | 458,727 | 12 |
| San Diego, Cal. | 449,676 | 13 |
| Phoenix, Ariz. | 431,093 | 14 |
| Baltimore, Md. | 426,340 | 15 |
| Seattle, Wash. | 406,947 | 16 |
| Minneapolis - St. Paul, Minn. | 404,203 | 17 |
| Bergen - Passaic, N.J. | 399,863 | 18 |
| Tampa - St. Petersburg - Clearwater, Fla. | 393,821 | 19 |
| Miami - Hialeah, Fla. | 387,593 | 20 |
| Oakland, Cal. | 352,374 | 21 |
| San Francisco, Cdl. | 350,965 | 22 |
| Greensboro - Winston-Salem - High Point, N.C. | 345,897 | 23 |
| Denver, Colo. | 333,862 | 24 |
| Newark, N.J. | 329,989 | 25 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 307,650 | 26 |
| San Jose, Cal. | 292,500 | 27 |
| Cleveland, Ohio | 289,945 | 28 |
| St. Louis, Mo. | 288,772 | 29 |
| Riverside - San Bernardino, Cal. | 288,195 | 30 |
| Pittsburgh, Pa. | 277,843 | 31 |
| Sacramento, Cal. | 261,007 | 32 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 245,252 | 33 |
| Milwaukee, Wisc. | 237,355 | 34 |
| Portland, Ore. | 232,361 | 35 |
| Orlando, Fla. | 231,266 | 36 |
| Columbus, Ohio | 224,160 | 37 |
| Indianapolis, Ind. | 219,835 | 38 |
| Norfolk - Virginia Beach - Newport News, Va. | 218,088 | 39 |
| Middlesex - Somerset - Hunterdon, N.J. | 217,941 | 40 |
| Fort Worth - Arlington, Tex. | 214,662 | 41 |
| Cincinnati, Ohio | 206,962 | 42 |
| Hartford - New Britain - Middletown - Bristol, Conn. | 203,966 | 43 |
| Kansas City, Mo.-Kans. | 202,514 | 44 |
| Monmouth - Ocean, N.J. | 196,952 | 45 |
| San Antonio, Tex. | 194,131 | 46 |
| New Orleans, La. | 188,436 | 47 |
| Salt Lake City - Ogden, Utah | 181,237 | 48 |
| Louisville, Ky. | 169,383 | 49 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | 169,032 | 50 |
| **Total Top 50** | **19,938,919** | |
| Jacksonville, Fla. | 164,475 | 51 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | 160,943 | 52 |
| Memphis, Tenn. | 154,912 | 53 |
| Rochester, N.Y. | 150,919 | 54 |
| Nashville, Tenn. | 146,314 | 55 |
| Richmond - Petersburg, Va. | 141,671 | 56 |
| Buffalo, N.Y. | 141,573 | 57 |
| Oklahoma City, Okla. | 140,960 | 58 |
| Honolulu, Haw. | 138,757 | 59 |
| Albany - Schenectady - Troy, N.Y. | 136,822 | 60 |
| Dayton - Springfield, Ohio | 127,864 | 61 |
| New Haven - Waterbury - Meriden, Conn. | 127,858 | 62 |
| Lake County, Ill. | 125,615 | 63 |
| Raleigh - Durham, N.C. | 125,009 | 64 |
| Wilmington, Del. | 123,676 | 65 |
| Birmingham, Ala. | 120,681 | 66 |
| Las Vegas, Nev. | 118,127 | 67 |
| Austin, Tex. | 117,741 | 68 |
| Oxnard - Ventura, Cal. | 113,620 | 69 |
| Grand Rapids, Mich. | 112,461 | 70 |
| Fresno, Cal. | 111,765 | 71 |
| Fort Myers - Cape Coral, Fla. | 108,360 | 72 |
| Worcester - Fitchburg - Leominster, Mass. | 107,958 | 73 |
| Omaha, Neb. | 104,265 | 74 |
| Knoxville, Tenn. | 102,294 | 75 |
| Scranton - Wilkes-Barre, Pa. | 101,979 | 76 |
| Providence - Pawtucket - Woonsocket, R.I. | 100,113 | 77 |
| Jersey City, N.J. | 99,282 | 78 |
| Tucson, Ariz. | 97,066 | 79 |
| Harrisburg - Lebanon - Carlisle, Pa. | 96,896 | 80 |
| Tulsa, Okla. | 95,898 | 81 |
| Sarasota, Fla. | 93,073 | 82 |
| Allentown - Bethlehem - Easton, Pa. | 92,749 | 83 |
| Youngstown - Warren, Ohio | 92,051 | 84 |
| Greenville - Spartanburg, S.C. | 89,771 | 85 |
| Akron, Ohio | 89,207 | 86 |
| Toledo, Ohio | 86,953 | 87 |
| Little Rock - North Little Rock, Ark. | 86,360 | 88 |
| Syracuse, N.Y. | 85,622 | 89 |
| Springfield, Mass. | 85,117 | 90 |
| Albuquerque, N.M. | 84,451 | 91 |
| Tacoma, Wash. | 84,103 | 92 |
| Baton Rouge, La. | 82,086 | 93 |
| El Paso, Tex. | 80,575 | 94 |
| Santa Rosa - Petaluma, Cal. | 79,605 | 95 |
| Charleston, S.C. | 74,641 | 96 |
| Columbia, S.C. | 73,598 | 97 |
| Lancaster, Pa. | 72,443 | 98 |
| Gary - Hammond, Ind. | 71,990 | 99 |
| New Bedford - Fall River - Attleboro, Mass. | 71,568 | 100 |
| **Total Top 100** | **25,330,756** | |
| Modesto, Cal. | 68,443 | 101 |
| Chattanooga, Tenn. | 68,289 | 102 |
| Bakersfield, Cal. | 67,026 | 103 |
| Portsmouth - Dover - Rochester, N.H. | 66,548 | 104 |
| Colorado Springs, Colo. | 64,968 | 105 |
| Lansing - East Lansing, Mich. | 64,514 | 106 |
| Flint, Mich. | 63,916 | 107 |
| Mobile, Ala. | 63,227 | 108 |
| Naples, Fla. | 62,928 | 109 |
| Lexington-Fayette, Ky. | 62,751 | 110 |
| Jackson, Miss. | 61,523 | 111 |
| Fort Wayne, Ind. | 59,782 | 112 |
| Reno, Nev. | 59,447 | 113 |
| Des Moines, Iowa | 59,365 | 114 |
| Manchester - Nashua, N.H. | 58,885 | 115 |
| Hickory - Morganton, N.C. | 58,594 | 116 |
| Daytona Beach, Fla. | 58,307 | 117 |
| Atlantic City, N.J. | 57,078 | 118 |
| Stockton, Cal. | 57,053 | 119 |
| Lakeland - Winter Haven, Fla. | 56,299 | 120 |
| Madison, Wisc. | 56,090 | 121 |
| Saginaw - Bay City - Midland, Mich. | 56,005 | 122 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 55,967 | 123 |
| Vallejo - Fairfield - Napa, Cal. | 55,805 | 124 |
| Spokane, Wash. | 55,679 | 125 |
| Melbourne - Titusville - Palm Bay, Fla. | 55,455 | 126 |
| Poughkeepsie, N.Y. | 55,153 | 127 |
| Fort Pierce, Fla. | 54,040 | 128 |
| Appleton - Oshkosh - Neenah, Wisc. | 53,493 | 129 |
| Evansville, Ind. | 53,440 | 130 |
| Shreveport, La. | 51,838 | 131 |
| Aurora - Elgin, Ill. | 51,633 | 132 |
| Wichita, Kans. | 50,985 | 133 |
| York, Pa. | 50,696 | 134 |
| Peoria, Ill. | 50,625 | 135 |
| Trenton, N.J. | 50,336 | 136 |
| Augusta, Ga. | 50,255 | 137 |
| Montgomery, Ala. | 50,195 | 138 |
| South Bend - Mishawaka, Ind. | 49,936 | 139 |
| Rockford, Ill. | 49,034 | 140 |
| Canton, Ohio | 48,339 | 141 |
| Fayetteville, N.C. | 47,985 | 142 |
| Orange County, N.Y. | 47,036 | 143 |
| Reading, Pa. | 46,460 | 144 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 45,865 | 145 |
| McAllen - Edinburg - Mission, Tex. | 45,291 | 146 |
| Macon - Warner Robins, Ga. | 45,227 | 147 |
| Savannah, Ga. | 43,556 | 148 |
| Portland, Me. | 42,937 | 149 |
| Huntsville, Ala. | 42,308 | 150 |
| **Total Top 150** | **28,081,363** | |
| Anchorage, Alas. | 41,915 | 151 |
| Roanoke, Va. | 41,800 | 152 |
| Green Bay, Wisc. | 41,704 | 153 |
| Pensacola, Fla. | 41,189 | 154 |
| Beaumont - Port Arthur, Tex. | 40,586 | 155 |
| Columbus, Ga. | 39,948 | 156 |
| Ann Arbor, Mich. | 39,145 | 157 |
| Tallahassee, Fla. | 39,125 | 158 |
| Corpus Christi, Tex. | 39,047 | 159 |
| Lubbock, Tex. | 39,037 | 160 |
| Erie, Pa. | 38,762 | 161 |
| St. Cloud, Minn. | 38,711 | 162 |
| Salinas - Seaside - Monterey, Cal. | 38,636 | 163 |
| Johnson City - Kingsport - Bristol, Tenn. | 38,624 | 164 |
| Huntington - Ashland, W.Va.-Ky. | 38,539 | 165 |
| Kalamazoo, Mich. | 37,850 | 166 |
| Lorain - Elyria, Ohio | 37,776 | 167 |
| Bradenton, Fla. | 37,728 | 168 |
| Asheville, N.C. | 35,627 | 169 |
| Utica - Rome, N.Y. | 34,356 | 170 |
| Wilmington, N.C. | 34,135 | 171 |
| New London - Norwich, Conn. | 34,125 | 172 |
| Tyler, Tex. | 33,029 | 173 |
| Springfield, Mo. | 33,001 | 174 |
| Killeen - Temple, Tex. | 32,408 | 175 |
| Racine, Wisc. | 32,249 | 176 |
| Joliet, Ill. | 32,212 | 177 |
| Boise, Ida. | 32,209 | 178 |
| Amarillo, Tex. | 32,057 | 179 |
| Binghamton, N.Y. | 31,892 | 180 |
| Eugene - Springfield, Ore. | 31,684 | 181 |
| Charleston, W.Va. | 31,660 | 182 |
| Ocala, Fla. | 30,644 | 183 |
| Visalia - Tulare - Porterville, Cal. | 30,446 | 184 |
| Vancouver, Wash. | 30,179 | 185 |
| Lafayette, La. | 29,044 | 186 |
| Springfield, Ill. | 28,952 | 187 |
| Fort Collins - Loveland, Colo. | 28,007 | 188 |
| Fort Walton Beach, Fla. | 27,976 | 189 |
| Duluth, Minn. | 27,350 | 190 |
| Cedar Rapids, Iowa | 26,831 | 191 |
| Jacksonville, N.C. | 26,747 | 192 |
| Billings, Mont. | 26,516 | 193 |
| Hamilton - Middletown, Ohio | 25,849 | 194 |
| Chico, Cal. | 25,775 | 195 |
| Panama City, Fla. | 25,726 | 196 |
| Boulder - Longmont, Colo. | 25,576 | 197 |
| Fayetteville - Springdale, Ark. | 25,267 | 198 |
| Santa Cruz, Cal. | 25,262 | 199 |
| Waco, Tex. | 25,093 | 200 |
| **Total Top 200** | **29,743,369** | |
| Charlottesville, Va. | 24,672 | 201 |
| Mansfield, Ohio | 24,578 | 202 |
| Gainesville, Fla. | 24,253 | 203 |
| Champaign - Urbana - Rantoul, Ill. | 24,188 | 204 |
| Altoona, Pa. | 23,978 | 205 |
| Biloxi - Gulfport, Miss. | 23,798 | 206 |
| Topeka, Kans. | 23,776 | 207 |
| Brownsville - Harlingen, Tex. | 23,252 | 208 |
| Parkersburg - Marietta, W.Va.-Ohio | 23,116 | 209 |
| Longview - Marshall, Tex. | 22,928 | 210 |
| Monroe, La. | 22,908 | 211 |
| Niagara Falls, N.Y. | 22,630 | 212 |
| Wheeling, W.Va. | 22,432 | 213 |
| Fort Smith, Ark. | 22,322 | 214 |
| Tuscaloosa, Ala. | 22,177 | 215 |
| Burlington, Vt. | 21,935 | 216 |
| Lima, Ohio | 21,898 | 217 |
| Salem, Ore. | 21,635 | 218 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 21,347 | 219 |
| Pittsfield, Mass. | 20,683 | 220 |
| Bremerton, Wash. | 20,506 | 221 |
| Abilene, Tex. | 20,458 | 222 |
| Fargo - Moorhead, N.D.-Minn. | 20,405 | 223 |
| Redding, Cal. | 20,402 | 224 |
| Richland - Kennewick - Pasco, Wash. | 20,170 | 225 |
| Elkhart - Goshen, Ind. | 20,011 | 226 |
| Yakima, Wash. | 19,896 | 227 |
| Lake Charles, La. | 19,763 | 228 |
| Medford, Ore. | 19,366 | 229 |
| Provo - Orem, Utah | 18,753 | 230 |
| Sioux Falls, S.D. | 18,732 | 231 |
| Bangor, Me. | 18,413 | 232 |
| Albany, Ga. | 18,386 | 233 |
| Johnstown, Pa. | 18,135 | 234 |
| Bellingham, Wash. | 18,056 | 235 |
| Decatur, Ala. | 18,035 | 236 |
| Muskegon, Mich. | 17,791 | 237 |
| Eau Claire, Wisc. | 17,711 | 238 |
| Jackson, Mich. | 17,663 | 239 |
| Dothan, Ala. | 17,621 | 240 |
| State College, Pa. | 17,311 | 241 |
| Sharon, Pa. | 17,240 | 242 |
| Hagerstown, Md. | 17,230 | 243 |
| Battle Creek, Mich. | 17,019 | 244 |
| Vineland - Millville - Bridgeton, N.J. | 16,823 | 245 |
| Florence, S.C. | 16,700 | 246 |
| Lynchburg, Va. | 16,650 | 247 |
| Galveston - Texas City, Tex. | 16,628 | 248 |
| Alexandria, La. | 16,352 | 249 |
| Danville, Va. | 16,297 | 250 |
| **Total Top 250** | **30,750,398** | |
| La Crosse, Wisc. | 15,939 | 251 |
| Wausau, Wisc. | 15,924 | 252 |
| Merced, Cal. | 15,774 | 253 |
| Gadsden, Ala. | 15,743 | 254 |
| Williamsport, Pa. | 15,737 | 255 |
| Lincoln, Neb. | 15,683 | 256 |
| Bloomington - Normal, Ill. | 15,544 | 257 |
| Anderson, S.C. | 15,457 | 258 |
| Lafayette - West Lafayette, Ind. | 15,376 | 259 |
| Kokomo, Ind. | 15,157 | 260 |
| Wichita Falls, Tex. | 15,120 | 261 |
| Burlington, N.C. | 14,888 | 262 |
| Pueblo, Colo. | 14,826 | 263 |
| Texarkana, Tex.-Ark. | 14,811 | 264 |
| Jamestown - Dunkirk, N.Y. | 14,774 | 265 |
| Rochester, Minn. | 14,700 | 266 |
| Bryan - College Station, Tex. | 14,597 | 267 |
| Rapid City, S.D. | 14,512 | 268 |
| Janesville - Beloit, Wisc. | 14,495 | 269 |
| Beaver County, Pa. | 14,460 | 270 |
| Midland, Tex. | 14,372 | 271 |
| Waterloo - Cedar Falls, Iowa | 14,296 | 272 |
| Houma - Thibodaux, La. | 14,025 | 273 |
| Terre Haute, Ind. | 13,997 | 274 |
| Lawton, Okla. | 13,947 | 275 |
| Florence, Ala. | 13,854 | 276 |
| San Angelo, Tex. | 13,533 | 277 |
| Yuba City, Cal. | 13,417 | 278 |
| Great Falls, Mont. | 13,372 | 279 |
| Odessa, Tex. | 13,372 | 279 |
| Columbia, Mo. | 13,339 | 281 |
| Santa Fe, N.M. | 12,844 | 282 |
| Owensboro, Ky. | 12,793 | 283 |
| Decatur, Ill. | 12,678 | 284 |
| Olympia, Wash. | 12,618 | 285 |
| Bloomington, Ind. | 12,566 | 286 |
| Athens, Ga. | 12,472 | 287 |
| Yuma, Ariz. | 12,333 | 288 |
| Las Cruces, N.M. | 12,329 | 289 |
| Joplin, Mo. | 12,301 | 290 |
| Elmira, N.Y. | 12,072 | 291 |
| Steubenville - Weirton, Ohio-W.Va. | 12,026 | 292 |
| Cumberland, Md. | 11,875 | 293 |
| Iowa City, Iowa | 11,779 | 294 |
| Glens Falls, N.Y. | 11,536 | 295 |
| Brazoria, Tex. | 11,334 | 296 |
| Sioux City, Iowa | 11,263 | 297 |
| Kankakee, Ill. | 11,102 | 298 |
| Pine Bluff, Ark. | 11,014 | 299 |
| Jackson, Tenn. | 10,933 | 300 |
| Muncie, Ind. | 10,909 | 301 |
| Laredo, Tex. | 10,679 | 302 |
| Anderson, Ind. | 10,661 | 303 |
| Kenosha, Wisc. | 10,658 | 304 |
| Anniston, Ala. | 10,518 | 305 |
| Victoria, Tex. | 10,486 | 306 |
| Dubuque, Iowa | 10,452 | 307 |
| Bismarck, N.D. | 10,049 | 308 |
| Lewiston - Auburn, Me. | 10,044 | 309 |
| Greeley, Colo. | 9,575 | 310 |
| Sherman - Denison, Tex. | 9,488 | 311 |
| Pascagoula, Miss. | 8,826 | 312 |
| Grand Forks, N.D. | 8,818 | 313 |
| Sheboygan, Wisc. | 8,258 | 314 |
| Benton Harbor, Mich. | 8,255 | 315 |
| Cheyenne, Wyo. | 8,015 | 316 |
| St. Joseph, Mo. | 8,013 | 317 |
| Casper, Wyo. | 6,845 | 318 |
| Enid, Okla. | 6,041 | 319 |
| Lawrence, Kans. | 5,544 | 320 |
| **Total Above Areas** | **31,615,441** | |
| **Percent of U.S.** | **87.4739** | |
| **U.S. Total** | **36,142,698** | |

1992 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# MEN'S & BOYS' CLOTHING SALES

| Area | ($000) | Rank |
|---|---|---|
| New York, N.Y. | 2,122,568 | 1 |
| Los Angeles - Long Beach, Cal. | 1,880,850 | 2 |
| Chicago, Ill. | 1,777,933 | 3 |
| Philadelphia, Pa. | 1,079,782 | 4 |
| Detroit, Mich. | 1,025,894 | 5 |
| Washington, D.C. | 997,620 | 6 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 948,097 | 7 |
| Nassau - Suffolk, N.Y. | 791,492 | 8 |
| Houston, Tex. | 781,737 | 9 |
| Dallas, Tex. | 756,848 | 10 |
| Atlanta, Ga. | 707,641 | 11 |
| Minneapolis - St. Paul, Minn. | 666,596 | 12 |
| Anaheim - Santa Ana, Cal. | 664,577 | 13 |
| San Francisco, Cal. | 597,805 | 14 |
| Seattle, Wash. | 537,384 | 15 |
| Baltimore, Md. | 524,353 | 16 |
| St. Louis, Mo. | 510,472 | 17 |
| San Diego, Cal. | 501,333 | 18 |
| Miami - Hialeah, Fla. | 491,040 | 19 |
| Bergen - Passaic, N.J. | 465,479 | 20 |
| Riverside - San Bernardino, Cal. | 463,368 | 21 |
| Phoenix, Ariz. | 442,031 | 22 |
| Cleveland, Ohio | 431,458 | 23 |
| Pittsburgh, Pa. | 424,452 | 24 |
| Denver, Colo. | 411,292 | 25 |
| Tampa - St. Petersburg - Clearwater, Fla. | 403,952 | 26 |
| Oakland, Cal. | 395,090 | 27 |
| San Jose, Cal. | 370,774 | 28 |
| Kansas City, Mo.-Kans. | 359,770 | 29 |
| Columbus, Ohio | 355,802 | 30 |
| Cincinnati, Ohio | 354,316 | 31 |
| Milwaukee, Wisc. | 348,365 | 32 |
| Newark, N.J. | 341,483 | 33 |
| Honolulu, Haw. | 310,833 | 34 |
| Indianapolis, Ind. | 307,091 | 35 |
| Portland, Ore. | 305,513 | 36 |
| Fort Worth - Arlington, Tex. | 299,717 | 37 |
| Middlesex - Somerset - Hunterdon, N.J. | 299,324 | 38 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 291,948 | 39 |
| Norfolk - Virginia Beach - Newport News, Va. | 286,274 | 40 |
| San Antonio, Tex. | 269,456 | 41 |
| New Orleans, La. | 265,259 | 42 |
| Sacramento, Cal. | 259,240 | 43 |
| Monmouth - Ocean, N.J. | 241,610 | 44 |
| Orlando, Fla. | 239,686 | 45 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 239,676 | 46 |
| Nashville, Tenn. | 236,916 | 47 |
| Salt Lake City - Ogden, Utah | 236,832 | 48 |
| Hartford - New Britain - Middletown - Bristol, Conn. | 235,535 | 49 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | 224,753 | 50 |
| **Total Top 50** | **27,481,317** | |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | 214,444 | 51 |
| Memphis, Tenn. | 212,953 | 52 |
| Louisville, Ky. | 204,114 | 53 |
| Dayton - Springfield, Ohio | 202,643 | 54 |
| Portland, Me. | 193,625 | 55 |
| Greensboro - Winston-Salem - High Point, N.C. | 192,822 | 56 |
| Las Vegas, Nev. | 190,996 | 57 |
| Birmingham, Ala. | 187,086 | 58 |
| Oklahoma City, Okla. | 183,268 | 59 |
| Rochester, N.Y. | 180,794 | 60 |
| Grand Rapids, Mich. | 179,867 | 61 |
| Buffalo, N.Y. | 178,652 | 62 |
| Richmond - Petersburg, Va. | 173,584 | 63 |
| Austin, Tex. | 169,938 | 64 |
| Toledo, Ohio | 168,484 | 65 |
| Albany - Schenectady - Troy, N.Y. | 166,436 | 66 |
| Providence - Pawtucket - Woonsocket, R.I. | 165,342 | 67 |
| New Haven - Waterbury - Meriden, Conn. | 161,270 | 68 |
| Jacksonville, Fla. | 158,118 | 69 |
| Raleigh - Durham, N.C. | 150,769 | 70 |
| Oxnard - Ventura, Cal. | 145,606 | 71 |
| Omaha, Neb. | 144,889 | 72 |
| Scranton - Wilkes-Barre, Pa. | 142,547 | 73 |
| Knoxville, Tenn. | 141,984 | 74 |
| St. Cloud, Minn. | 139,904 | 75 |
| Tulsa, Okla. | 137,932 | 76 |
| Allentown - Bethlehem - Easton, Pa. | 132,899 | 77 |
| Worcester - Fitchburg - Leominster, Mass. | 131,636 | 78 |
| New Bedford - Fall River - Attleboro, Mass. | 128,114 | 79 |
| Springfield, Mass. | 128,089 | 80 |
| Baton Rouge, La. | 123,694 | 81 |
| Syracuse, N.Y. | 123,435 | 82 |
| El Paso, Tex. | 123,098 | 83 |
| Little Rock - North Little Rock, Ark. | 122,818 | 84 |
| Wilmington, Del. | 122,464 | 85 |
| Akron, Ohio | 121,155 | 86 |
| Wichita, Kans. | 118,742 | 87 |
| Lake County, Ill. | 118,256 | 88 |
| Albuquerque, N.M. | 117,919 | 89 |
| Fresno, Cal. | 115,399 | 90 |
| Greenville - Spartanburg, S.C. | 115,388 | 91 |
| Tucson, Ariz. | 114,841 | 92 |
| Jersey City, N.J. | 114,303 | 93 |
| Des Moines, Iowa | 111,037 | 94 |
| Reading, Pa. | 111,029 | 95 |
| Harrisburg - Lebanon - Carlisle, Pa. | 107,056 | 96 |
| Gary - Hammond, Ind. | 104,794 | 97 |
| Lansing - East Lansing, Mich. | 102,467 | 98 |
| Youngstown - Warren, Ohio | 102,395 | 99 |
| Tacoma, Wash. | 102,183 | 100 |
| **Total Top 100** | **34,782,595** | |
| Lexington-Fayette, Ky. | 100,359 | 101 |
| Madison, Wisc. | 100,007 | 102 |
| Saginaw - Bay City - Midland, Mich. | 96,643 | 103 |
| Manchester - Nashua, N.H. | 96,470 | 104 |
| Columbia, S.C. | 94,690 | 105 |
| Flint, Mich. | 92,004 | 106 |
| Chattanooga, Tenn. | 89,437 | 107 |
| Reno, Nev. | 88,659 | 108 |
| Atlantic City, N.J. | 88,211 | 109 |
| Trenton, N.J. | 87,313 | 110 |
| Charleston, S.C. | 86,569 | 111 |
| Bakersfield, Cal. | 85,841 | 112 |
| Aurora - Elgin, Ill. | 85,151 | 113 |
| Spokane, Wash. | 83,043 | 114 |
| Augusta, Ga. | 82,542 | 115 |
| Mobile, Ala. | 80,147 | 116 |
| Fort Wayne, Ind. | 79,954 | 117 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 79,030 | 118 |
| Portsmouth - Dover - Rochester, N.H. | 78,917 | 119 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 78,510 | 120 |
| Jackson, Miss. | 78,057 | 121 |
| Santa Rosa - Petaluma, Cal. | 76,201 | 122 |
| York, Pa. | 75,737 | 123 |
| Colorado Springs, Colo. | 75,047 | 124 |
| Johnson City - Kingsport - Bristol, Tenn. | 74,983 | 125 |
| Fort Myers - Cape Coral, Fla. | 74,929 | 126 |
| Salinas - Seaside - Monterey, Cal. | 74,500 | 127 |
| Canton, Ohio | 74,343 | 128 |
| Ann Arbor, Mich. | 74,313 | 129 |
| Beaumont - Port Arthur, Tex. | 74,095 | 130 |
| Stockton, Cal. | 73,938 | 131 |
| McAllen - Edinburg - Mission, Tex. | 70,882 | 132 |
| Shreveport, La. | 69,080 | 133 |
| Appleton - Oshkosh - Neenah, Wisc. | 68,935 | 134 |
| Orange County, N.Y. | 68,526 | 135 |
| Rockford, Ill. | 66,546 | 136 |
| Peoria, Ill. | 66,345 | 137 |
| Daytona Beach, Fla. | 65,958 | 138 |
| Anchorage, Alas. | 65,528 | 139 |
| Sarasota, Fla. | 65,087 | 140 |
| Lancaster, Pa. | 64,859 | 141 |
| Vallejo - Fairfield - Napa, Cal. | 64,232 | 142 |
| South Bend - Mishawaka, Ind. | 64,155 | 143 |
| Modesto, Cal. | 63,182 | 144 |
| Huntsville, Ala. | 62,936 | 145 |
| Melbourne - Titusville - Palm Bay, Fla. | 62,553 | 146 |
| Evansville, Ind. | 61,627 | 147 |
| Huntington - Ashland, W.Va.-Ky. | 61,459 | 148 |
| Montgomery, Ala. | 60,621 | 149 |
| Springfield, Mo. | 60,586 | 150 |
| **Total Top 150** | **38,595,332** | |
| Amarillo, Tex. | 60,115 | 151 |
| Poughkeepsie, N.Y. | 58,941 | 152 |
| Kalamazoo, Mich. | 57,550 | 153 |
| Roanoke, Va. | 57,474 | 154 |
| Pensacola, Fla. | 57,033 | 155 |
| Binghamton, N.Y. | 55,905 | 156 |
| Terre Haute, Ind. | 55,164 | 157 |
| Lakeland - Winter Haven, Fla. | 54,814 | 158 |
| Corpus Christi, Tex. | 54,808 | 159 |
| Boulder - Longmont, Colo. | 54,276 | 160 |
| Lubbock, Tex. | 52,842 | 161 |
| Green Bay, Wisc. | 51,582 | 162 |
| Charleston, W.Va. | 51,531 | 163 |
| Brownsville - Harlingen, Tex. | 51,060 | 164 |
| Eugene - Springfield, Ore. | 50,831 | 165 |
| New London - Norwich, Conn. | 50,636 | 166 |
| Macon - Warner Robins, Ga. | 49,893 | 167 |
| Tallahassee, Fla. | 49,732 | 168 |
| Duluth, Minn. | 49,719 | 169 |
| Erie, Pa. | 48,530 | 170 |
| Galveston - Texas City, Tex. | 48,507 | 171 |
| Springfield, Ill. | 48,362 | 172 |
| Fayetteville, N.C. | 47,794 | 173 |
| Lincoln, Neb. | 47,647 | 174 |
| Columbus, Ga. | 47,145 | 175 |
| Joliet, Ill. | 46,539 | 176 |
| Savannah, Ga. | 46,386 | 177 |
| Cedar Rapids, Iowa | 46,037 | 178 |
| Fargo - Moorhead, N.D.-Minn. | 45,083 | 179 |
| Champaign - Urbana - Rantoul, Ill. | 44,780 | 180 |
| Laredo, Tex. | 43,507 | 181 |
| Lorain - Elyria, Ohio | 42,726 | 182 |
| Salem, Ore. | 42,543 | 183 |
| Utica - Rome, N.Y. | 42,412 | 184 |
| Decatur, Ill. | 42,238 | 185 |
| Lafayette, La. | 42,137 | 186 |
| Bangor, Me. | 40,973 | 187 |
| Gainesville, Fla. | 40,958 | 188 |
| Waco, Tex. | 39,886 | 189 |
| Niagara Falls, N.Y. | 39,860 | 190 |
| Sioux Falls, S.D. | 39,531 | 191 |
| Naples, Fla. | 39,208 | 192 |
| Bradenton, Fla. | 39,166 | 193 |
| Racine, Wisc. | 38,861 | 194 |
| Visalia - Tulare - Porterville, Cal. | 38,784 | 195 |
| Fort Pierce, Fla. | 37,143 | 196 |
| Alexandria, La. | 36,843 | 197 |
| Monroe, La. | 36,831 | 198 |
| Lima, Ohio | 36,743 | 199 |
| Lafayette - West Lafayette, Ind. | 36,380 | 200 |
| **Total Top 200** | **40,932,778** | |
| Provo - Orem, Utah | 36,059 | 201 |
| Topeka, Kans. | 35,473 | 202 |
| Fort Smith, Ark. | 35,221 | 203 |
| Boise, Ida. | 34,886 | 204 |
| Tyler, Tex. | 34,814 | 205 |
| Rochester, Minn. | 34,771 | 206 |
| Killeen - Temple, Tex. | 34,617 | 207 |
| Tuscaloosa, Ala. | 34,551 | 208 |
| Pittsfield, Mass. | 33,916 | 209 |
| Wilmington, N.C. | 33,876 | 210 |
| Longview - Marshall, Tex. | 33,782 | 211 |
| Asheville, N.C. | 33,608 | 212 |
| Santa Cruz, Cal. | 33,362 | 213 |
| Yakima, Wash. | 32,879 | 214 |
| Wichita Falls, Tex. | 32,320 | 215 |
| Vancouver, Wash. | 32,120 | 216 |
| Anderson, Ind. | 31,963 | 217 |
| Wheeling, W.Va. | 31,835 | 218 |
| Eau Claire, Wisc. | 31,397 | 219 |
| Burlington, Vt. | 31,354 | 220 |
| Sioux City, Iowa | 31,157 | 221 |
| Battle Creek, Mich. | 30,878 | 222 |
| Fort Walton Beach, Fla. | 30,780 | 223 |
| Ocala, Fla. | 30,530 | 224 |
| Panama City, Fla. | 30,528 | 225 |
| Fort Collins - Loveland, Colo. | 30,195 | 226 |
| Waterloo - Cedar Falls, Iowa | 30,112 | 227 |
| Charlottesville, Va. | 30,078 | 228 |
| Lynchburg, Va. | 30,072 | 229 |
| Dothan, Ala. | 29,944 | 230 |
| Bloomington - Normal, Ill. | 29,692 | 231 |
| Mansfield, Ohio | 29,580 | 232 |
| Medford, Ore. | 29,374 | 233 |
| Parkersburg - Marietta, W.Va.-Ohio | 29,347 | 234 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 29,309 | 235 |
| Altoona, Pa. | 29,174 | 236 |
| Biloxi - Gulfport, Miss. | 29,150 | 237 |
| Florence, Ala. | 29,094 | 238 |
| Santa Fe, N.M. | 28,899 | 239 |
| Hickory - Morganton, N.C. | 28,692 | 240 |
| Texarkana, Tex.-Ark. | 28,662 | 241 |
| Lake Charles, La. | 28,493 | 242 |
| Beaver County, Pa. | 27,812 | 243 |
| Chico, Cal. | 27,803 | 244 |
| Lawton, Okla. | 27,541 | 245 |
| Fayetteville - Springdale, Ark. | 27,080 | 246 |
| Bloomington, Ind. | 26,939 | 247 |
| Athens, Ga. | 26,850 | 248 |
| Billings, Mont. | 26,741 | 249 |
| Jackson, Mich. | 26,446 | 250 |
| **Total Top 250** | **42,476,534** | |
| Florence, S.C. | 26,188 | 251 |
| Grand Forks, N.D. | 26,082 | 252 |
| La Crosse, Wisc. | 25,850 | 253 |
| Johnstown, Pa. | 25,714 | 254 |
| Columbia, Mo. | 25,628 | 255 |
| Muskegon, Mich. | 25,439 | 256 |
| Joplin, Mo. | 25,278 | 257 |
| Elkhart - Goshen, Ind. | 25,267 | 258 |
| Benton Harbor, Mich. | 25,238 | 259 |
| Rapid City, S.D. | 25,177 | 260 |
| Brazoria, Tex. | 24,687 | 261 |
| Abilene, Tex. | 24,641 | 262 |
| Bryan - College Station, Tex. | 24,601 | 263 |
| Houma - Thibodaux, La. | 24,545 | 264 |
| Richland - Kennewick - Pasco, Wash. | 24,360 | 265 |
| Bellingham, Wash. | 24,003 | 266 |
| Olympia, Wash. | 23,827 | 267 |
| Hamilton - Middletown, Ohio | 23,753 | 268 |
| Muncie, Ind. | 23,748 | 269 |
| Albany, Ga. | 23,738 | 270 |
| State College, Pa. | 23,710 | 271 |
| Lewiston - Auburn, Me. | 23,199 | 272 |
| Vineland - Millville - Bridgeton, N.J. | 23,082 | 273 |
| Elmira, N.Y. | 22,936 | 274 |
| Dubuque, Iowa | 22,922 | 275 |
| Midland, Tex. | 22,893 | 276 |
| Anderson, S.C. | 22,890 | 277 |
| Redding, Cal. | 22,863 | 278 |
| Janesville - Beloit, Wisc. | 22,682 | 279 |
| Bremerton, Wash. | 22,531 | 280 |
| Williamsport, Pa. | 21,906 | 281 |
| Bismarck, N.D. | 21,764 | 282 |
| Odessa, Tex. | 21,720 | 283 |
| Wausau, Wisc. | 21,668 | 284 |
| Jacksonville, N.C. | 21,478 | 285 |
| Cumberland, Md. | 21,179 | 286 |
| Steubenville - Weirton, Ohio-W.Va. | 21,034 | 287 |
| Owensboro, Ky. | 21,007 | 288 |
| Burlington, N.C. | 20,850 | 289 |
| Danville, Va. | 20,725 | 290 |
| Jackson, Tenn. | 20,700 | 291 |
| San Angelo, Tex. | 20,624 | 292 |
| Pueblo, Colo. | 20,441 | 293 |
| Jamestown - Dunkirk, N.Y. | 19,978 | 294 |
| Hagerstown, Md. | 19,458 | 295 |
| Sherman - Denison, Tex. | 19,172 | 296 |
| Kenosha, Wisc. | 19,160 | 297 |
| Merced, Cal. | 19,042 | 298 |
| Glens Falls, N.Y. | 18,423 | 299 |
| Sharon, Pa. | 18,282 | 300 |
| Decatur, Ala. | 18,065 | 301 |
| Yuma, Ariz. | 17,918 | 302 |
| Victoria, Tex. | 17,842 | 303 |
| Anniston, Ala. | 17,662 | 304 |
| Iowa City, Iowa | 17,589 | 305 |
| Greeley, Colo. | 17,322 | 306 |
| Las Cruces, N.M. | 16,500 | 307 |
| Gadsden, Ala. | 16,182 | 308 |
| Great Falls, Mont. | 15,603 | 309 |
| Cheyenne, Wyo. | 15,303 | 310 |
| St. Joseph, Mo. | 14,932 | 311 |
| Sheboygan, Wisc. | 14,749 | 312 |
| Yuba City, Cal. | 14,286 | 313 |
| Lawrence, Kans. | 13,923 | 314 |
| Kokomo, Ind. | 13,771 | 315 |
| Kankakee, Ill. | 13,757 | 316 |
| Pine Bluff, Ark. | 13,403 | 317 |
| Pascagoula, Miss. | 12,827 | 318 |
| Enid, Okla. | 11,967 | 319 |
| Casper, Wyo. | 10,990 | 320 |
| **Total Above Areas** | **43,917,208** | |
| **Percent of U.S.** | **86.4174** | |
| **U.S. Total** | **50,819,889** | |

# WOMEN'S & GIRLS' CLOTHING SALES

| Area | ($000) | Rank |
|---|---|---|
| New York, N.Y. | 4,257,096 | 1 |
| Chicago, Ill. | 3,988,791 | 2 |
| Los Angeles - Long Beach, Cal. | 3,775,776 | 3 |
| Philadelphia, Pa. | 2,316,063 | 4 |
| Detroit, Mich. | 2,116,103 | 5 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 2,046,934 | 6 |
| Washington, D.C. | 2,013,287 | 7 |
| Nassau - Suffolk, N.Y. | 1,582,218 | 8 |
| Atlanta, Ga. | 1,569,221 | 9 |
| Dallas, Tex. | 1,521,394 | 10 |
| Houston, Tex. | 1,500,024 | 11 |
| Anaheim - Santa Ana, Cal. | 1,294,402 | 12 |
| Indianapolis, Ind. | 1,185,224 | 13 |
| Minneapolis - St. Paul, Minn. | 1,180,067 | 14 |
| Bergen - Passaic, N.J. | 1,125,834 | 15 |
| St. Louis, Mo. | 1,108,998 | 16 |
| San Francisco, Cal. | 1,091,913 | 17 |
| Miami - Hialeah, Fla. | 1,046,667 | 18 |
| Seattle, Wash. | 1,041,822 | 19 |
| Baltimore, Md. | 1,037,653 | 20 |
| Phoenix, Ariz. | 1,028,271 | 21 |
| San Diego, Cal. | 999,261 | 22 |
| Cleveland, Ohio | 914,317 | 23 |
| Pittsburgh, Pa. | 895,760 | 24 |
| Riverside - San Bernardino, Cal. | 865,358 | 25 |
| Oakland, Cal. | 839,225 | 26 |
| Denver, Colo. | 834,782 | 27 |
| Tampa - St. Petersburg - Clearwater, Fla. | 829,118 | 28 |
| Newark, N.J. | 828,398 | 29 |
| San Jose, Cal. | 808,278 | 30 |
| Norfolk - Virginia Beach - Newport News, Va. | 777,702 | 31 |
| Cincinnati, Ohio | 743,782 | 32 |
| Kansas City, Mo.-Kans. | 719,463 | 33 |
| Milwaukee, Wisc. | 693,148 | 34 |
| Columbus, Ohio | 672,786 | 35 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 645,297 | 36 |
| Honolulu, Haw. | 608,812 | 37 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 607,023 | 38 |
| Portland, Ore. | 598,661 | 39 |
| Fort Worth - Arlington, Tex. | 584,118 | 40 |
| San Antonio, Tex. | 573,251 | 41 |
| Middlesex - Somerset - Hunterdon, N.J. | 571,539 | 42 |
| New Orleans, La. | 563,372 | 43 |
| Sacramento, Cal. | 518,541 | 44 |
| Monmouth - Ocean, N.J. | 518,035 | 45 |
| Orlando, Fla. | 504,603 | 46 |
| Nashville, Tenn. | 500,801 | 47 |
| Hartford - New Britain - Middletown - Bristol, Conn. | 488,988 | 48 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | 462,302 | 49 |
| Memphis, Tenn. | 461,015 | 50 |
| **Total Top 50** | **57,455,494** | |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | 448,829 | 51 |
| Greensboro - Winston-Salem - High Point, N.C. | 447,074 | 52 |
| Louisville, Ky. | 446,377 | 53 |
| Salt Lake City - Ogden, Utah | 446,246 | 54 |
| Birmingham, Ala. | 431,454 | 55 |
| Dayton - Springfield, Ohio | 408,684 | 56 |
| Richmond - Petersburg, Va. | 387,593 | 57 |
| Jacksonville, Fla. | 384,054 | 58 |
| Rochester, N.Y. | 376,539 | 59 |
| Oklahoma City, Okla. | 371,623 | 60 |
| Austin, Tex. | 348,706 | 61 |
| Albany - Schenectady - Troy, N.Y. | 347,894 | 62 |
| Buffalo, N.Y. | 338,241 | 63 |
| New Haven - Waterbury - Meriden, Conn. | 336,114 | 64 |
| Raleigh - Durham, N.C. | 331,279 | 65 |
| Las Vegas, Nev. | 328,460 | 66 |
| Toledo, Ohio | 324,364 | 67 |
| Providence - Pawtucket - Woonsocket, R.I. | 322,224 | 68 |
| Grand Rapids, Mich. | 316,233 | 69 |
| Jersey City, N.J. | 311,872 | 70 |
| Greenville - Spartanburg, S.C. | 310,852 | 71 |
| Scranton - Wilkes-Barre, Pa. | 310,822 | 72 |
| Knoxville, Tenn. | 303,355 | 73 |
| Tulsa, Okla. | 298,521 | 74 |
| Allentown - Bethlehem - Easton, Pa. | 295,037 | 75 |
| Omaha, Neb. | 276,902 | 76 |
| Worcester - Fitchburg - Leominster, Mass. | 275,534 | 77 |
| New Bedford - Fall River - Attleboro, Mass. | 273,536 | 78 |
| Little Rock - North Little Rock, Ark. | 269,298 | 79 |
| Oxnard - Ventura, Cal. | 269,057 | 80 |
| Springfield, Mass. | 268,320 | 81 |
| Wilmington, Del. | 257,496 | 82 |
| Baton Rouge, La. | 257,322 | 83 |
| Reading, Pa. | 249,822 | 84 |
| Syracuse, N.Y. | 242,988 | 85 |
| Lake County, Ill. | 240,158 | 86 |
| El Paso, Tex. | 240,146 | 87 |
| Tucson, Ariz. | 235,760 | 88 |
| Lexington-Fayette, Ky. | 235,512 | 89 |
| St. Cloud, Minn. | 235,414 | 90 |
| Akron, Ohio | 231,098 | 91 |
| Harrisburg - Lebanon - Carlisle, Pa. | 228,255 | 92 |
| Portland, Me. | 222,485 | 93 |
| Columbia, S.C. | 220,444 | 94 |
| Des Moines, Iowa | 218,298 | 95 |
| Youngstown - Warren, Ohio | 211,905 | 96 |
| Fresno, Cal. | 208,406 | 97 |
| Albuquerque, N.M. | 203,575 | 98 |
| Atlantic City, N.J. | 202,554 | 99 |
| Wichita, Kans. | 200,927 | 100 |
| **Total Top 100** | **72,403,153** | |
| Lansing - East Lansing, Mich. | 195,967 | 101 |
| Tacoma, Wash. | 195,556 | 102 |
| Charleston, S.C. | 192,319 | 103 |
| Madison, Wisc. | 191,984 | 104 |
| Gary - Hammond, Ind. | 191,255 | 105 |
| Manchester - Nashua, N.H. | 184,645 | 106 |
| Saginaw - Bay City - Midland, Mich. | 184,230 | 107 |
| Trenton, N.J. | 183,639 | 108 |
| Fort Myers - Cape Coral, Fla. | 183,345 | 109 |
| Terre Haute, Ind. | 182,416 | 110 |
| Jackson, Miss. | 182,200 | 111 |
| Mobile, Ala. | 180,197 | 112 |
| Flint, Mich. | 180,133 | 113 |
| Chattanooga, Tenn. | 178,742 | 114 |
| Aurora - Elgin, Ill. | 178,309 | 115 |
| Augusta, Ga. | 174,326 | 116 |
| Sarasota, Fla. | 166,484 | 117 |
| Fort Wayne, Ind. | 166,263 | 118 |
| Colorado Springs, Colo. | 165,965 | 119 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 165,156 | 120 |
| Canton, Ohio | 163,182 | 121 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 162,749 | 122 |
| Spokane, Wash. | 162,172 | 123 |
| Reno, Nev. | 161,286 | 124 |
| Santa Rosa - Petaluma, Cal. | 158,034 | 125 |
| Beaumont - Port Arthur, Tex. | 157,319 | 126 |
| York, Pa. | 155,501 | 127 |
| Shreveport, La. | 153,165 | 128 |
| Ann Arbor, Mich. | 151,960 | 129 |
| Portsmouth - Dover - Rochester, N.H. | 151,360 | 130 |
| Salinas - Seaside - Monterey, Cal. | 149,827 | 131 |
| Huntsville, Ala. | 149,381 | 132 |
| Bakersfield, Cal. | 146,315 | 133 |
| Lancaster, Pa. | 146,014 | 134 |
| Anchorage, Alas. | 141,642 | 135 |
| Johnson City - Kingsport - Bristol, Tenn. | 138,744 | 136 |
| Rockford, Ill. | 138,409 | 137 |
| Roanoke, Va. | 138,389 | 138 |
| McAllen - Edinburg - Mission, Tex. | 138,080 | 139 |
| Peoria, Ill. | 137,982 | 140 |
| Poughkeepsie, N.Y. | 137,745 | 141 |
| Stockton, Cal. | 137,706 | 142 |
| Vallejo - Fairfield - Napa, Cal. | 135,665 | 143 |
| Appleton - Oshkosh - Neenah, Wisc. | 134,647 | 144 |
| Montgomery, Ala. | 132,138 | 145 |
| Evansville, Ind. | 130,500 | 146 |
| Daytona Beach, Fla. | 130,331 | 147 |
| Melbourne - Titusville - Palm Bay, Fla. | 129,042 | 148 |
| Corpus Christi, Tex. | 127,214 | 149 |
| Orange County, N.Y. | 127,005 | 150 |
| **Total Top 150** | **80,349,788** | |
| Amarillo, Tex. | 125,711 | 151 |
| Huntington - Ashland, W.Va.-Ky. | 124,185 | 152 |
| Modesto, Cal. | 121,194 | 153 |
| Springfield, Mo. | 120,993 | 154 |
| Pensacola, Fla. | 120,397 | 155 |
| South Bend - Mishawaka, Ind. | 120,294 | 156 |
| Kalamazoo, Mich. | 120,202 | 157 |
| Lakeland - Winter Haven, Fla. | 116,539 | 158 |
| Binghamton, N.Y. | 115,125 | 159 |
| Macon - Warner Robins, Ga. | 114,502 | 160 |
| Savannah, Ga. | 112,129 | 161 |
| Boulder - Longmont, Colo. | 110,506 | 162 |
| Brownsville - Harlingen, Tex. | 109,770 | 163 |
| Galveston - Texas City, Tex. | 109,588 | 164 |
| Charleston, W.Va. | 105,918 | 165 |
| Tallahassee, Fla. | 105,713 | 166 |
| New London - Norwich, Conn. | 105,097 | 167 |
| Utica - Rome, N.Y. | 104,469 | 168 |
| Columbus, Ga. | 104,051 | 169 |
| Eugene - Springfield, Ore. | 104,005 | 170 |
| Erie, Pa. | 103,740 | 171 |
| Lubbock, Tex. | 103,652 | 172 |
| Lafayette, La. | 101,278 | 173 |
| Springfield, Ill. | 98,820 | 174 |
| Lincoln, Neb. | 98,436 | 175 |
| Green Bay, Wisc. | 97,255 | 176 |
| Duluth, Minn. | 97,224 | 177 |
| Naples, Fla. | 95,338 | 178 |
| Cedar Rapids, Iowa | 94,674 | 179 |
| Fayetteville, N.C. | 94,551 | 180 |
| Joliet, Ill. | 92,304 | 181 |
| Fargo - Moorhead, N.D.-Minn. | 88,602 | 182 |
| Fort Pierce, Fla. | 88,126 | 183 |
| Salem, Ore. | 84,086 | 184 |
| Waco, Tex. | 82,723 | 185 |
| Monroe, La. | 82,598 | 186 |
| Niagara Falls, N.Y. | 82,435 | 187 |
| Gainesville, Fla. | 82,202 | 188 |
| Champaign - Urbana - Rantoul, Ill. | 82,138 | 189 |
| Lorain - Elyria, Ohio | 82,035 | 190 |
| Charlottesville, Va. | 78,372 | 191 |
| Sioux Falls, S.D. | 78,066 | 192 |
| Alexandria, La. | 74,841 | 193 |
| Fort Smith, Ark. | 74,782 | 194 |
| Tyler, Tex. | 74,435 | 195 |
| Laredo, Tex. | 74,237 | 196 |
| Bradenton, Fla. | 74,053 | 197 |
| Tuscaloosa, Ala. | 73,117 | 198 |
| Killeen - Temple, Tex. | 72,742 | 199 |
| Pittsfield, Mass. | 72,159 | 200 |
| **Total Top 200** | **85,199,199** | |
| Topeka, Kans. | 71,963 | 201 |
| Lima, Ohio | 71,947 | 202 |
| Racine, Wisc. | 71,848 | 203 |
| Visalia - Tulare - Porterville, Cal. | 71,431 | 204 |
| Wilmington, N.C. | 70,122 | 205 |
| Hickory - Morganton, N.C. | 70,051 | 206 |
| Boise, Ida. | 69,542 | 207 |
| Lafayette - West Lafayette, Ind. | 69,468 | 208 |
| Dothan, Ala. | 67,918 | 209 |
| Asheville, N.C. | 67,199 | 210 |
| Longview - Marshall, Tex. | 67,180 | 211 |
| Fort Walton Beach, Fla. | 66,170 | 212 |
| Rochester, Minn. | 65,650 | 213 |
| Provo - Orem, Utah | 65,590 | 214 |
| Lynchburg, Va. | 65,537 | 215 |
| Parkersburg - Marietta, W.Va.-Ohio | 65,270 | 216 |
| Wheeling, W.Va. | 63,829 | 217 |
| Fort Collins - Loveland, Colo. | 63,755 | 218 |
| Santa Cruz, Cal. | 63,666 | 219 |
| Vancouver, Wash. | 63,299 | 220 |
| Lake Charles, La. | 63,241 | 221 |
| Altoona, Pa. | 61,962 | 222 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 61,892 | 223 |
| Bangor, Me. | 60,967 | 224 |
| Waterloo - Cedar Falls, Iowa | 60,379 | 225 |
| Billings, Mont. | 60,188 | 226 |
| Biloxi - Gulfport, Miss. | 59,767 | 227 |
| Mansfield, Ohio | 59,652 | 228 |
| Santa Fe, N.M. | 59,273 | 229 |
| Anderson, S.C. | 58,912 | 230 |
| Panama City, Fla. | 58,537 | 231 |
| Eau Claire, Wisc. | 58,449 | 232 |
| Ocala, Fla. | 58,279 | 233 |
| Texarkana, Tex.-Ark. | 58,057 | 234 |
| Midland, Tex. | 57,928 | 235 |
| Wichita Falls, Tex. | 57,907 | 236 |
| Yakima, Wash. | 57,050 | 237 |
| Beaver County, Pa. | 56,684 | 238 |
| Florence, Ala. | 56,458 | 239 |
| Joplin, Mo. | 56,116 | 240 |
| Athens, Ga. | 55,914 | 241 |
| Medford, Ore. | 55,906 | 242 |
| Columbia, Mo. | 55,853 | 243 |
| Bloomington - Normal, Ill. | 55,523 | 244 |
| Lawton, Okla. | 55,268 | 245 |
| Sioux City, Iowa | 54,484 | 246 |
| La Crosse, Wisc. | 53,804 | 247 |
| Houma - Thibodaux, La. | 53,595 | 248 |
| Burlington, Vt. | 53,558 | 249 |
| Battle Creek, Mich. | 53,141 | 250 |
| **Total Top 250** | **88,279,378** | |
| Johnstown, Pa. | 53,075 | 251 |
| Abilene, Tex. | 52,873 | 252 |
| Elkhart - Goshen, Ind. | 52,638 | 253 |
| Hamilton - Middletown, Ohio | 52,556 | 254 |
| Albany, Ga. | 52,511 | 255 |
| Dubuque, Iowa | 50,804 | 256 |
| Chico, Cal. | 50,473 | 257 |
| Decatur, Ill. | 50,280 | 258 |
| Brazoria, Tex. | 50,271 | 259 |
| Florence, S.C. | 49,935 | 260 |
| Fayetteville - Springdale, Ark. | 49,508 | 261 |
| Bremerton, Wash. | 48,918 | 262 |
| Muskegon, Mich. | 48,809 | 263 |
| Olympia, Wash. | 48,707 | 264 |
| Bryan - College Station, Tex. | 48,190 | 265 |
| Owensboro, Ky. | 47,971 | 266 |
| Jackson, Tenn. | 46,826 | 267 |
| Benton Harbor, Mich. | 46,782 | 268 |
| Rapid City, S.D. | 46,279 | 269 |
| Janesville - Beloit, Wisc. | 46,196 | 270 |
| Jackson, Mich. | 45,868 | 271 |
| Bloomington, Ind. | 45,443 | 272 |
| Grand Forks, N.D. | 45,380 | 273 |
| Elmira, N.Y. | 45,183 | 274 |
| Muncie, Ind. | 45,080 | 275 |
| Vineland - Millville - Bridgeton, N.J. | 44,852 | 276 |
| Cumberland, Md. | 44,603 | 277 |
| Odessa, Tex. | 44,596 | 278 |
| Burlington, N.C. | 44,585 | 279 |
| Richland - Kennewick - Pasco, Wash. | 44,055 | 280 |
| State College, Pa. | 43,883 | 281 |
| Williamsport, Pa. | 43,845 | 282 |
| Bismarck, N.D. | 43,494 | 283 |
| Sherman - Denison, Tex. | 42,659 | 284 |
| Bellingham, Wash. | 42,057 | 285 |
| Glens Falls, N.Y. | 41,803 | 286 |
| San Angelo, Tex. | 41,579 | 287 |
| Redding, Cal. | 40,907 | 288 |
| Steubenville - Weirton, Ohio-W.Va. | 40,398 | 289 |
| Decatur, Ala. | 40,248 | 290 |
| Jamestown - Dunkirk, N.Y. | 40,194 | 291 |
| Great Falls, Mont. | 40,136 | 292 |
| Pueblo, Colo. | 39,367 | 293 |
| Anniston, Ala. | 39,361 | 294 |
| Wausau, Wisc. | 39,148 | 295 |
| Greeley, Colo. | 38,538 | 296 |
| Anderson, Ind. | 38,526 | 297 |
| Iowa City, Iowa | 38,495 | 298 |
| Kenosha, Wisc. | 37,778 | 299 |
| Gadsden, Ala. | 37,284 | 300 |
| Jacksonville, N.C. | 37,203 | 301 |
| Sharon, Pa. | 36,424 | 302 |
| Hagerstown, Md. | 36,408 | 303 |
| Danville, Va. | 36,314 | 304 |
| Victoria, Tex. | 36,117 | 305 |
| Yuma, Ariz. | 35,255 | 306 |
| Lewiston - Auburn, Me. | 34,355 | 307 |
| Las Cruces, N.M. | 33,665 | 308 |
| Pine Bluff, Ark. | 31,746 | 309 |
| Merced, Cal. | 31,202 | 310 |
| Kankakee, Ill. | 29,061 | 311 |
| St. Joseph, Mo. | 28,755 | 312 |
| Cheyenne, Wyo. | 28,412 | 313 |
| Lawrence, Kans. | 27,277 | 314 |
| Yuba City, Cal. | 26,471 | 315 |
| Sheboygan, Wisc. | 26,431 | 316 |
| Enid, Okla. | 25,214 | 317 |
| Pascagoula, Miss. | 23,513 | 318 |
| Kokomo, Ind. | 21,445 | 319 |
| Casper, Wyo. | 17,920 | 320 |
| **Total Above Areas** | **91,135,513** | |
| **Percent of U.S.** | **87.1529** | |
| **U.S. Total** | **104,569,676** | |

# FOOTWEAR SALES

| Area | ($000) | Rank |
|---|---|---|
| New York, N.Y. | 1,134,543 | 1 |
| Los Angeles - Long Beach, Cal. | 1,108,073 | 2 |
| Chicago, Ill. | 1,024,787 | 3 |
| Philadelphia, Pa. | 559,893 | 4 |
| Detroit, Mich. | 550,637 | 5 |
| Washington, D.C. | 520,764 | 6 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 449,875 | 7 |
| Dallas, Tex. | 429,544 | 8 |
| Houston, Tex. | 413,662 | 9 |
| Atlanta, Ga. | 405,035 | 10 |
| Nassau - Suffolk, N.Y. | 395,716 | 11 |
| Anaheim - Santa Ana, Cal. | 359,701 | 12 |
| Miami - Hialeah, Fla. | 326,101 | 13 |
| Seattle, Wash. | 314,358 | 14 |
| San Diego, Cal. | 313,906 | 15 |
| Minneapolis - St. Paul, Minn. | 309,607 | 16 |
| San Francisco, Cal. | 309,499 | 17 |
| Baltimore, Md. | 300,917 | 18 |
| St. Louis, Mo. | 278,661 | 19 |
| Oakland, Cal. | 272,652 | 20 |
| San Jose, Cal. | 257,646 | 21 |
| Riverside - San Bernardino, Cal. | 254,025 | 22 |
| Bergen - Passaic, N.J. | 251,881 | 23 |
| Phoenix, Ariz. | 249,437 | 24 |
| Tampa - St. Petersburg - Clearwater, Fla. | 248,430 | 25 |
| Cleveland, Ohio | 224,485 | 26 |
| Pittsburgh, Pa. | 224,464 | 27 |
| Newark, N.J. | 218,014 | 28 |
| Denver, Colo. | 215,924 | 29 |
| Indianapolis, Ind. | 198,258 | 30 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 188,590 | 31 |
| Portland, Ore. | 187,319 | 32 |
| New Orleans, La. | 187,274 | 33 |
| Milwaukee, Wisc. | 185,148 | 34 |
| San Antonio, Tex. | 180,705 | 35 |
| Cincinnati, Ohio | 179,036 | 36 |
| Kansas City, Mo.-Kans. | 178,128 | 37 |
| Fort Worth - Arlington, Tex. | 171,034 | 38 |
| Columbus, Ohio | 165,333 | 39 |
| Norfolk - Virginia Beach - Newport News, Va. | 162,085 | 40 |
| Sacramento, Cal. | 151,373 | 41 |
| Orlando, Fla. | 142,765 | 42 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 138,132 | 43 |
| Honolulu, Haw. | 135,185 | 44 |
| Las Vegas, Nev. | 134,429 | 45 |
| Salt Lake City - Ogden, Utah | 134,026 | 46 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | 132,437 | 47 |
| Middlesex - Somerset - Hunterdon, N.J. | 132,111 | 48 |
| Memphis, Tenn. | 121,875 | 49 |
| Greensboro - Winston Salem - High Point, N.C. | 121,247 | 50 |
| **Total Top 50** | **15,248,727** | |
| Nashville, Tenn. | 120,681 | 51 |
| Portland, Me. | 119,855 | 52 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | 116,699 | 53 |
| Hartford - New Britain - Middletown - Bristol, Conn. | 115,787 | 54 |
| Birmingham, Ala. | 115,547 | 55 |
| Oklahoma City, Okla. | 115,142 | 56 |
| Austin, Tex. | 113,193 | 57 |
| Monmouth - Ocean, N.J. | 111,552 | 58 |
| Louisville, Ky. | 105,397 | 59 |
| Dayton - Springfield, Ohio | 104,158 | 60 |
| Rochester, N.Y. | 98,574 | 61 |
| Jacksonville, Fla. | 95,046 | 62 |
| Richmond - Petersburg, Va. | 94,709 | 63 |
| Buffalo, N.Y. | 91,382 | 64 |
| Raleigh - Durham, N.C. | 88,389 | 65 |
| Tulsa, Okla. | 85,065 | 66 |
| Albany - Schenectady - Troy, N.Y. | 84,539 | 67 |
| Greenville - Spartanburg, S.C. | 84,423 | 68 |
| Grand Rapids, Mich. | 82,525 | 69 |
| Baton Rouge, La. | 81,594 | 70 |
| Tucson, Ariz. | 80,940 | 71 |
| New Haven - Waterbury - Meriden, Conn. | 80,810 | 72 |
| Jersey City, N.J. | 80,664 | 73 |
| Oxnard - Ventura, Cal. | 79,186 | 74 |
| El Paso, Tex. | 78,586 | 75 |
| Toledo, Ohio | 76,773 | 76 |
| Providence - Pawtucket - Woonsocket, R.I. | 75,881 | 77 |
| Albuquerque, N.M. | 75,310 | 78 |
| Omaha, Neb. | 73,255 | 79 |
| Little Rock - North Little Rock, Ark. | 73,201 | 80 |
| Knoxville, Tenn. | 72,630 | 81 |
| Allentown - Bethlehem - Easton, Pa. | 70,373 | 82 |
| Tacoma, Wash. | 69,495 | 83 |
| Fresno, Cal. | 67,025 | 84 |
| Wichita, Kans. | 66,938 | 85 |
| Wilmington, Del. | 66,290 | 86 |
| Scranton - Wilkes-Barre, Pa. | 66,155 | 87 |
| Akron, Ohio | 63,837 | 88 |
| Harrisburg - Lebanon - Carlisle, Pa. | 62,400 | 89 |
| Mobile, Ala. | 61,887 | 90 |
| Gary - Hammond, Ind. | 60,363 | 91 |
| Charleston, S.C. | 59,144 | 92 |
| Syracuse, N.Y. | 58,885 | 93 |
| New Bedford - Fall River - Attleboro, Mass. | 57,735 | 94 |
| Jackson, Miss. | 57,448 | 95 |
| Terre Haute, Ind. | 57,389 | 96 |
| Trenton, N.J. | 54,131 | 97 |
| Columbia, S.C. | 53,810 | 98 |
| Roanoke, Va. | 53,673 | 99 |
| Lake County, Ill. | 53,657 | 100 |
| **Total Top 100** | **19,280,855** | |
| Worcester - Fitchburg - Leominster, Mass. | 52,558 | 101 |
| Springfield, Mass. | 51,991 | 102 |
| Youngstown - Warren, Ohio | 51,724 | 103 |
| Madison, Wisc. | 50,839 | 104 |
| Saginaw - Bay City - Midland, Mich. | 50,792 | 105 |
| Bakersfield, Cal. | 50,580 | 106 |
| Des Moines, Iowa | 48,967 | 107 |
| Chattanooga, Tenn. | 48,905 | 108 |
| Lansing - East Lansing, Mich. | 48,413 | 109 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 48,281 | 110 |
| Spokane, Wash. | 47,965 | 111 |
| Augusta, Ga. | 47,869 | 112 |
| Lexington-Fayette, Ky. | 47,338 | 113 |
| Manchester - Nashua, N.H. | 46,934 | 114 |
| Fort Myers - Cape Coral, Fla. | 46,643 | 115 |
| Reno, Nev. | 45,475 | 116 |
| Santa Rosa - Petaluma, Cal. | 45,160 | 117 |
| Shreveport, La. | 44,589 | 118 |
| Colorado Springs, Colo. | 43,481 | 119 |
| Stockton, Cal. | 43,434 | 120 |
| McAllen - Edinburg - Mission, Tex. | 42,793 | 121 |
| Ann Arbor, Mich. | 42,642 | 122 |
| Reading, Pa. | 42,642 | 122 |
| Corpus Christi, Tex. | 42,029 | 124 |
| Atlantic City, N.J. | 41,780 | 125 |
| St. Cloud, Minn. | 41,301 | 126 |
| Salinas - Seaside - Monterey, Cal. | 40,899 | 127 |
| Aurora - Elgin, Ill. | 40,819 | 128 |
| Johnson City - Kingsport - Bristol, Tenn. | 40,801 | 129 |
| Sarasota, Fla. | 40,644 | 130 |
| Flint, Mich. | 40,524 | 131 |
| Fort Wayne, Ind. | 40,490 | 132 |
| Beaumont - Port Arthur, Tex. | 40,398 | 133 |
| Lancaster, Pa. | 39,835 | 134 |
| Modesto, Cal. | 38,689 | 135 |
| Vallejo - Fairfield - Napa, Cal. | 38,132 | 136 |
| Canton, Ohio | 37,984 | 137 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 37,907 | 138 |
| Anchorage, Alas. | 37,803 | 139 |
| Montgomery, Ala. | 37,623 | 140 |
| Lubbock, Tex. | 37,110 | 141 |
| Portsmouth - Dover - Rochester, N.H. | 36,516 | 142 |
| Daytona Beach, Fla. | 36,309 | 143 |
| York, Pa. | 35,894 | 144 |
| Eugene - Springfield, Ore. | 35,393 | 145 |
| Kalamazoo, Mich. | 34,601 | 146 |
| Peoria, Ill. | 33,915 | 147 |
| Rockford, Ill. | 33,636 | 148 |
| Appleton - Oshkosh - Neenah, Wisc. | 33,537 | 149 |
| Huntsville, Ala. | 32,880 | 150 |
| **Total Top 150** | **21,398,319** | |
| Tallahassee, Fla. | 31,705 | 151 |
| Brownsville - Harlingen, Tex. | 31,664 | 152 |
| Macon - Warner Robins, Ga. | 31,496 | 153 |
| Huntington - Ashland, W.Va.-Ky. | 31,479 | 154 |
| Evansville, Ind. | 31,131 | 155 |
| Orange County, N.Y. | 30,880 | 156 |
| Amarillo, Tex. | 30,724 | 157 |
| Savannah, Ga. | 30,691 | 158 |
| Boulder - Longmont, Colo. | 30,670 | 159 |
| Fayetteville, N.C. | 30,011 | 160 |
| Pensacola, Fla. | 29,802 | 161 |
| Springfield, Mo. | 29,767 | 162 |
| South Bend - Mishawaka, Ind. | 29,631 | 163 |
| Lafayette, La. | 29,533 | 164 |
| Galveston - Texas City, Tex. | 29,396 | 165 |
| Lakeland - Winter Haven, Fla. | 29,392 | 166 |
| Melbourne - Titusville - Palm Bay, Fla. | 29,157 | 167 |
| Charleston, W.Va. | 28,780 | 168 |
| Salem, Ore. | 28,241 | 169 |
| Columbus, Ga. | 28,042 | 170 |
| Waco, Tex. | 27,774 | 171 |
| Niagara Falls, N.Y. | 27,302 | 172 |
| Poughkeepsie, N.Y. | 27,125 | 173 |
| Racine, Wisc. | 26,024 | 174 |
| Monroe, La. | 25,488 | 175 |
| Tyler, Tex. | 25,035 | 176 |
| Lincoln, Neb. | 25,006 | 177 |
| Green Bay, Wisc. | 24,621 | 178 |
| Erie, Pa. | 24,385 | 179 |
| New London - Norwich, Conn. | 24,274 | 180 |
| Binghamton, N.Y. | 23,800 | 181 |
| Champaign - Urbana - Rantoul, Ill. | 23,799 | 182 |
| Sharon, Pa. | 23,650 | 183 |
| Naples, Fla. | 23,452 | 184 |
| Gainesville, Fla. | 23,140 | 185 |
| Laredo, Tex. | 22,991 | 186 |
| Longview - Marshall, Tex. | 22,825 | 187 |
| Bradenton, Fla. | 22,463 | 188 |
| Alexandria, La. | 22,453 | 189 |
| Wilmington, N.C. | 22,410 | 190 |
| Cedar Rapids, Iowa | 22,404 | 191 |
| Asheville, N.C. | 22,383 | 192 |
| Provo - Orem, Utah | 22,283 | 193 |
| Bangor, Me. | 21,790 | 194 |
| Duluth, Minn. | 21,740 | 195 |
| Visalia - Tulare - Porterville, Cal. | 21,600 | 196 |
| Santa Cruz, Cal. | 21,563 | 197 |
| Fargo - Moorhead, N.D.-Minn. | 21,371 | 198 |
| Springfield, Ill. | 21,217 | 199 |
| Fort Pierce, Fla. | 21,044 | 200 |
| **Total Top 200** | **22,705,923** | |
| Dothan, Ala. | 20,735 | 201 |
| Topeka, Kans. | 20,711 | 202 |
| Utica - Rome, N.Y. | 20,521 | 203 |
| Joplin, Mo. | 20,507 | 204 |
| Sioux Falls, S.D. | 20,428 | 205 |
| Hickory - Morganton, N.C. | 20,380 | 206 |
| Fort Smith, Ark. | 20,229 | 207 |
| Boise, Ida. | 20,191 | 208 |
| Santa Fe, N.M. | 20,045 | 209 |
| Lake Charles, La. | 19,939 | 210 |
| Killeen - Temple, Tex. | 19,930 | 211 |
| Tuscaloosa, Ala. | 19,853 | 212 |
| Joliet, Ill. | 19,394 | 213 |
| Fort Collins - Loveland, Colo. | 19,338 | 214 |
| Yakima, Wash. | 19,281 | 215 |
| Lorain - Elyria, Ohio | 18,893 | 216 |
| Houma - Thibodaux, La. | 18,696 | 217 |
| Wausau, Wisc. | 18,250 | 218 |
| Vancouver, Wash. | 18,135 | 219 |
| Panama City, Fla. | 18,044 | 220 |
| Lima, Ohio | 17,999 | 221 |
| Medford, Ore. | 17,870 | 222 |
| Athens, Ga. | 17,754 | 223 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 17,564 | 224 |
| Wichita Falls, Tex. | 17,349 | 225 |
| Bremerton, Wash. | 17,297 | 226 |
| Bellingham, Wash. | 16,813 | 227 |
| Charlottesville, Va. | 16,731 | 228 |
| Lynchburg, Va. | 16,549 | 229 |
| Biloxi - Gulfport, Miss. | 16,489 | 230 |
| Abilene, Tex. | 16,257 | 231 |
| Anderson, S.C. | 16,236 | 232 |
| Fort Walton Beach, Fla. | 16,189 | 233 |
| Ocala, Fla. | 16,030 | 234 |
| Rochester, Minn. | 15,977 | 235 |
| Parkersburg - Marietta, W.Va.-Ohio | 15,943 | 236 |
| Beaver County, Pa. | 15,869 | 237 |
| Rapid City, S.D. | 15,845 | 238 |
| Odessa, Tex. | 15,833 | 239 |
| Lafayette - West Lafayette, Ind. | 15,815 | 240 |
| Benton Harbor, Mich. | 15,765 | 241 |
| Wheeling, W.Va. | 15,737 | 242 |
| Florence, S.C. | 15,683 | 243 |
| Chico, Cal. | 15,555 | 244 |
| Battle Creek, Mich. | 15,255 | 245 |
| Elkhart - Goshen, Ind. | 15,252 | 246 |
| Fayetteville - Springdale, Ark. | 15,249 | 247 |
| Midland, Tex. | 15,127 | 248 |
| Billings, Mont. | 15,019 | 249 |
| Florence, Ala. | 14,951 | 250 |
| **Total Top 250** | **23,585,425** | |
| Pittsfield, Mass. | 14,859 | 251 |
| Albany, Ga. | 14,798 | 252 |
| Mansfield, Ohio | 14,783 | 253 |
| Kenosha, Wisc. | 14,670 | 254 |
| Burlington, N.C. | 14,635 | 255 |
| Olympia, Wash. | 14,198 | 256 |
| Texarkana, Tex.-Ark. | 14,192 | 257 |
| Redding, Cal. | 14,125 | 258 |
| Muskegon, Mich. | 14,049 | 259 |
| Brazoria, Tex. | 13,956 | 260 |
| La Crosse, Wisc. | 13,950 | 261 |
| Hamilton - Middletown, Ohio | 13,855 | 262 |
| Altoona, Pa. | 13,791 | 263 |
| Johnstown, Pa. | 13,784 | 264 |
| Bryan - College Station, Tex. | 13,667 | 265 |
| Vineland - Millville - Bridgeton, N.J. | 13,572 | 266 |
| Sioux City, Iowa | 13,539 | 267 |
| Bloomington - Normal, Ill. | 13,460 | 268 |
| Columbia, Mo. | 13,459 | 269 |
| Williamsport, Pa. | 13,301 | 270 |
| Waterloo - Cedar Falls, Iowa | 13,146 | 271 |
| Lawton, Okla. | 13,028 | 272 |
| Jackson, Mich. | 13,011 | 273 |
| Owensboro, Ky. | 12,972 | 274 |
| Eau Claire, Wisc. | 12,949 | 275 |
| Decatur, Ill. | 12,918 | 276 |
| Pueblo, Colo. | 12,856 | 277 |
| Elmira, N.Y. | 12,760 | 278 |
| San Angelo, Tex. | 12,606 | 279 |
| Cumberland, Md. | 12,435 | 280 |
| Jackson, Tenn. | 12,215 | 281 |
| Richland - Kennewick - Pasco, Wash. | 12,102 | 282 |
| Burlington, Vt. | 12,066 | 283 |
| Muncie, Ind. | 12,001 | 284 |
| Bloomington, Ind. | 11,415 | 285 |
| Grand Forks, N.D. | 11,383 | 286 |
| Sherman - Denison, Tex. | 11,367 | 287 |
| Victoria, Tex. | 11,345 | 288 |
| Anniston, Ala. | 11,344 | 289 |
| Janesville - Beloit, Wisc. | 11,246 | 290 |
| Lewiston - Auburn, Me. | 11,084 | 291 |
| Jacksonville, N.C. | 11,014 | 292 |
| Merced, Cal. | 10,994 | 293 |
| Decatur, Ala. | 10,865 | 294 |
| State College, Pa. | 10,690 | 295 |
| Dubuque, Iowa | 10,397 | 296 |
| Gadsden, Ala. | 10,375 | 297 |
| Iowa City, Iowa | 10,332 | 298 |
| Bismarck, N.D. | 10,213 | 299 |
| Hagerstown, Md. | 10,153 | 300 |
| Las Cruces, N.M. | 10,113 | 301 |
| Great Falls, Mont. | 9,973 | 302 |
| Pine Bluff, Ark. | 9,834 | 303 |
| Anderson, Ind. | 9,318 | 304 |
| Steubenville - Weirton, Ohio-W.Va. | 9,220 | 305 |
| Pascagoula, Miss. | 9,164 | 306 |
| Sheboygan, Wisc. | 9,062 | 307 |
| Greeley, Colo. | 9,037 | 308 |
| Cheyenne, Wyo. | 8,804 | 309 |
| Glens Falls, N.Y. | 8,755 | 310 |
| Yuma, Ariz. | 8,641 | 311 |
| Lawrence, Kans. | 8,531 | 312 |
| Jamestown - Dunkirk, N.Y. | 8,500 | 313 |
| St. Joseph, Mo. | 7,839 | 314 |
| Danville, Va. | 7,606 | 315 |
| Kankakee, Ill. | 7,370 | 316 |
| Casper, Wyo. | 7,300 | 317 |
| Yuba City, Cal. | 6,893 | 318 |
| Enid, Okla. | 6,028 | 319 |
| Kokomo, Ind. | 3,740 | 320 |
| **Total Above Areas** | **24,383,078** | |
| **Percent of U.S.** | **86.9128** | |
| **U.S. Total** | **28,054,634** | |

1992 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# SECTION 12

## Retail Sales By Merchandise Line Category For Metropolitan Markets

### 1991 Estimates

Groceries And Other Foods
Drugs, Health Aids, And Beauty Aids
Furniture And Sleep Equipment
Major Household Appliances
Televisions And Video Recorders
Audio Equipment/Musical Instruments
Home Computers And Calculators
Men's And Boys' Clothing
Women's And Girls' Clothing
Footwear

**EXPLANATION OF TERMS**

An explanation of terms used in the **Survey of Buying Power Demographics USA 1992** will be found in the Introductory Section starting on page A-5. A detailed listing of the outlets that make up each Store Group, and definitions of the Merchandise Line Sales categories, will be found on pages A-9 and A-10.

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MARKET STATISTICS
PRODUCERS OF THE SURVEY OF BUYING POWER

**SYMBOLS USED IN TABLES**

**FHA:** Furniture, Home Furnishings, and Appliance Stores

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# 1991 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1991
U.S. CENSUS 1987

| METRO AREA | Year | Merchandise Line Sales: Groceries & Other Foods | | Drugs & Health & Beauty Aids | | | Major Household Appliances | | | TVs, Video Recorders & Tapes | | | Audio Equipment, Musical Instruments & Supplies | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | In All Stores ($000) | In Food Stores ($000) | In All Stores ($000) | In Drugstores ($000) | In Food Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) |
| **ALABAMA** | | | | | | | | | | | | | | |
| **ANNISTON** | 1991 | **83,641** | **67,957** | **40,079** | **23,442** | **3,483** | **8,811** | **3,103** | **3,006** | **8,372** | **3,159** | **2,680** | **6,710** | **3,267** |
| | 1987 | 97,203 | 85,144 | 32,283 | 17,799 | 4,364 | 7,036 | 2,423 | 2,263 | 6,631 | 2,466 | 2,018 | 5,239 | 2,551 |
| **BIRMINGHAM** | 1991 | **1,005,460** | **933,250** | **359,789** | **230,739** | **46,490** | **78,820** | **26,568** | **24,881** | **64,978** | **30,656** | **20,174** | **55,941** | **32,252** |
| | 1987 | 942,723 | 884,151 | 265,100 | 154,685 | 44,043 | 67,936 | 26,539 | 19,868 | 58,106 | 30,623 | 16,110 | 49,799 | 30,877 |
| **DECATUR** | 1991 | **102,598** | **94,828** | **33,474** | **18,909** | **4,921** | **10,482** | **4,859** | **2,425** | **8,197** | **4,946** | **2,242** | **7,745** | **5,118** |
| | 1987 | 96,865 | 90,313 | 26,298 | 14,160 | 4,687 | 8,082 | 3,680 | 1,856 | 6,274 | 3,746 | 1,716 | 5,915 | 3,876 |
| **DOTHAN** | 1991 | **159,202** | **148,181** | **47,036** | **19,660** | **5,736** | **15,381** | **5,715** | **4,841** | **12,656** | **7,393** | **3,815** | **10,924** | **7,892** |
| | 1987 | 136,498 | 127,628 | 36,884 | 15,628 | 4,940 | 11,689 | 4,243 | 3,630 | 9,519 | 5,488 | 2,860 | 8,184 | 5,858 |
| **FLORENCE** | 1991 | **161,555** | **151,394** | **46,256** | **19,542** | **7,753** | **14,451** | **5,792** | **3,279** | **11,808** | **6,396** | **3,649** | **9,544** | **6,079** |
| | 1987 | 139,299 | 131,098 | 35,460 | 14,058 | 6,714 | 10,778 | 4,029 | 2,512 | 8,647 | 4,449 | 2,800 | 6,855 | 4,198 |
| **GADSDEN** | 1991 | **108,813** | **101,421** | **41,914** | **23,300** | **6,151** | **8,524** | **4,231** | **2,546** | **7,447** | **4,305** | **2,392** | **7,123** | **4,643** |
| | 1987 | 111,163 | 105,202 | 31,883 | 15,815 | 6,380 | 6,714 | 3,240 | 1,949 | 5,767 | 3,297 | 1,831 | 5,376 | 3,412 |
| **HUNTSVILLE** | 1991 | **278,906** | **259,233** | **79,447** | **36,864** | **16,767** | **36,719** | **17,522** | **8,848** | **23,038** | **11,492** | **6,970** | **26,176** | **16,610** |
| | 1987 | 244,536 | 228,963 | 59,715 | 26,835 | 14,810 | 27,867 | 13,587 | 6,024 | 17,273 | 8,911 | 4,746 | 19,454 | 12,352 |
| **MOBILE** | 1991 | **519,313** | **484,538** | **170,168** | **102,633** | **28,237** | **35,998** | **11,808** | **13,703** | **25,863** | **12,223** | **8,293** | **36,758** | **24,177** |
| | 1987 | 485,786 | 457,598 | 134,778 | 77,325 | 26,668 | 28,322 | 9,131 | 10,758 | 20,243 | 9,453 | 6,512 | 27,672 | 17,939 |
| **MONTGOMERY** | 1991 | **304,449** | **274,829** | **99,022** | **60,021** | **16,007** | **25,829** | **9,204** | **8,194** | **22,830** | **13,047** | **5,324** | **26,540** | **14,268** |
| | 1987 | 276,978 | 252,019 | 76,326 | 42,822 | 14,678 | 21,340 | 7,873 | 6,734 | 19,121 | 11,160 | 4,359 | 21,331 | 11,765 |
| **TUSCALOOSA** | 1991 | **156,084** | **141,813** | **63,149** | **38,180** | **6,753** | **13,107** | **5,726** | **4,628** | **11,460** | **5,827** | **3,646** | **9,395** | **6,343** |
| | 1987 | 147,448 | 136,051 | 44,680 | 24,940 | 6,479 | 10,655 | 4,920 | 3,328 | 9,172 | 5,007 | 2,622 | 7,448 | 5,181 |
| **NONMETRO PORTION OF STATE** | 1991 | **1,428,641** | **1,339,521** | **392,371** | **250,559** | **67,394** | **84,868** | **37,931** | **17,403** | **58,275** | **29,139** | **14,235** | **37,866** | **17,171** |
| | 1987 | 1,282,183 | 1,210,498 | 305,110 | 187,898 | 60,906 | 67,176 | 29,758 | 12,661 | 45,608 | 22,858 | 10,364 | 29,312 | 13,203 |
| **TOTAL STATE** | 1991 | **4,351,501** | **4,037,323** | **1,385,651** | **833,723** | **211,237** | **334,563** | **132,756** | **94,488** | **255,989** | **128,973** | **73,773** | **235,828** | **138,428** |
| | 1987 | 4,001,269 | 3,747,124 | 1,057,633 | 598,365 | 196,141 | 268,908 | 109,689 | 72,165 | 207,257 | 107,807 | 56,218 | 187,541 | 111,757 |
| **ALASKA** | | | | | | | | | | | | | | |
| **ANCHORAGE** | 1991 | **452,503** | **362,036** | **99,496** | **35,429** | **38,217** | **23,176** | **5,771** | **9,498** | **25,336** | **12,443** | **9,236** | **25,238** | **13,936** |
| | 1987 | 342,047 | 266,394 | 84,632 | 36,568 | 28,121 | 18,904 | 4,474 | 8,000 | 20,385 | 9,646 | 7,778 | 19,620 | 10,345 |
| **NONMETRO PORTION OF STATE** | 1991 | **564,186** | **500,168** | **129,779** | **51,959** | **61,978** | **12,205** | **2,426** | **467** | **13,484** | **6,801** | **1,814** | **21,368** | **11,830** |
| | 1987 | 432,249 | 375,264 | 99,538 | 40,145 | 46,499 | 9,434 | 1,878 | 425 | 10,906 | 5,260 | 1,652 | 16,805 | 8,925 |
| **TOTAL STATE** | 1991 | **1,016,689** | **862,204** | **229,275** | **87,388** | **100,195** | **35,381** | **8,197** | **9,965** | **38,820** | **19,244** | **11,050** | **46,606** | **25,766** |
| | 1987 | 774,296 | 641,658 | 184,170 | 76,713 | 74,620 | 28,338 | 6,352 | 8,425 | 31,291 | 14,906 | 9,430 | 36,425 | 19,270 |
| **ARIZONA** | | | | | | | | | | | | | | |
| **PHOENIX** | 1991 | **2,901,296** | **2,692,299** | **795,421** | **378,390** | **230,073** | **241,993** | **139,524** | **64,409** | **124,730** | **70,262** | **37,032** | **182,252** | **142,699** |
| | 1987 | 2,234,547 | 2,067,873 | 592,174 | 273,566 | 176,715 | 193,195 | 114,439 | 47,756 | 99,111 | 57,631 | 27,459 | 144,852 | 114,439 |
| **TUCSON** | 1991 | **784,187** | **702,565** | **237,010** | **132,904** | **64,977** | **56,257** | **17,510** | **20,073** | **40,722** | **25,791** | **9,633** | **62,153** | **51,594** |
| | 1987 | 655,158 | 584,941 | 178,387 | 90,002 | 54,099 | 48,077 | 15,412 | 17,570 | 35,317 | 22,701 | 8,433 | 51,769 | 42,904 |
| **YUMA** | 1991 | **114,027** | **103,868** | **31,807** | **16,434** | **8,899** | **8,284** | **3,363** | **3,119** | **4,455** | **2,153** | **1,559** | **5,709** | **4,089** |
| | 1987 | 93,810 | 85,749 | 26,187 | 13,850 | 7,346 | 6,559 | 2,803 | 2,292 | 3,534 | 1,794 | 1,146 | 4,658 | 3,408 |
| **NONMETRO PORTION OF STATE** | 1991 | **871,627** | **807,777** | **195,254** | **110,875** | **62,947** | **40,586** | **16,177** | **7,641** | **19,684** | **12,229** | **3,800** | **28,042** | **19,156** |
| | 1987 | 725,661 | 671,330 | 154,456 | 84,106 | 52,313 | 33,092 | 13,136 | 6,185 | 15,998 | 9,930 | 3,073 | 22,473 | 15,270 |
| **TOTAL STATE** | 1991 | **4,671,137** | **4,306,509** | **1,259,492** | **638,603** | **366,896** | **347,120** | **176,574** | **95,242** | **189,591** | **110,435** | **52,024** | **278,156** | **217,538** |
| | 1987 | 3,709,176 | 3,409,893 | 951,204 | 461,524 | 290,473 | 280,923 | 145,790 | 73,803 | 153,960 | 92,056 | 40,111 | 223,752 | 176,021 |

# 1991 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1991<br>U.S. CENSUS: 1987 | | Merchandise Line Sales: Home Computers & Calculators | | Furniture & Sleep Equipment | | Men's & Boys' Clothing | | | Women's & Girls' Clothing | | | Footwear | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| METRO AREA | Year | In All Stores ($000) | In Radio/TV Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) |
| **ALABAMA** | | | | | | | | | | | | | | |
| **ANNISTON** | 1991 | **1,938** | **965** | **10,518** | **9,638** | **17,662** | **7,674** | **8,659** | **39,361** | **19,532** | **17,216** | **11,344** | **7,123** | **3,607** |
| | 1987 | 1,488 | 709 | 8,235 | 7,525 | 14,332 | 6,751 | 6,519 | 32,257 | 17,184 | 12,961 | 9,483 | 6,266 | 2,716 |
| **BIRMINGHAM** | 1991 | **20,301** | **10,565** | **120,681** | **92,988** | **187,086** | **102,591** | **75,318** | **431,454** | **249,687** | **162,745** | **115,547** | **83,853** | **25,556** |
| | 1987 | 17,830 | 10,101 | 114,844 | 92,889 | 152,716 | 84,678 | 60,143 | 352,563 | 206,089 | 129,953 | 94,364 | 69,212 | 20,406 |
| **DECATUR** | 1991 | **2,508** | **1,491** | **18,035** | **15,094** | **18,065** | **7,892** | **8,612** | **40,248** | **20,089** | **17,417** | **10,865** | **7,326** | **2,932** |
| | 1987 | 1,862 | 1,068 | 13,694 | 11,432 | 14,199 | 6,389 | 6,591 | 31,761 | 16,263 | 13,329 | 8,656 | 5,931 | 2,244 |
| **DOTHAN** | 1991 | **6,412** | **5,252** | **17,621** | **15,659** | **29,944** | **9,809** | **15,993** | **67,918** | **30,212** | **32,574** | **20,735** | **12,500** | **4,401** |
| | 1987 | 4,610 | 3,711 | 13,125 | 11,623 | 22,799 | 7,611 | 11,989 | 51,908 | 23,441 | 24,418 | 16,117 | 9,698 | 3,299 |
| **FLORENCE** | 1991 | **3,709** | **2,350** | **13,854** | **11,183** | **29,094** | **7,727** | **18,668** | **56,458** | **19,569** | **32,984** | **14,951** | **9,395** | **4,773** |
| | 1987 | 2,599 | 1,554 | 9,782 | 7,779 | 22,967 | 6,528 | 14,322 | 44,933 | 16,532 | 25,305 | 12,201 | 7,938 | 3,661 |
| **GADSDEN** | 1991 | **2,950** | **2,274** | **15,743** | **13,139** | **16,182** | **7,049** | **8,097** | **37,284** | **17,937** | **17,572** | **10,375** | **7,249** | **2,631** |
| | 1987 | 2,213 | 1,670 | 12,154 | 10,063 | 13,255 | 6,225 | 6,198 | 30,747 | 15,842 | 13,452 | 8,836 | 6,402 | 2,014 |
| **HUNTSVILLE** | 1991 | **14,329** | **11,688** | **42,308** | **33,452** | **62,936** | **23,611** | **35,393** | **149,381** | **78,931** | **63,008** | **32,880** | **22,924** | **8,581** |
| | 1987 | 10,640 | 8,688 | 32,451 | 25,940 | 44,564 | 17,434 | 24,097 | 106,944 | 58,282 | 42,899 | 23,846 | 16,927 | 5,842 |
| **MOBILE** | 1991 | **6,612** | **3,919** | **63,227** | **50,005** | **80,147** | **27,299** | **46,877** | **180,197** | **71,646** | **95,919** | **61,887** | **43,137** | **13,703** |
| | 1987 | 5,002 | 2,901 | 49,102 | 38,671 | 63,291 | 21,497 | 36,804 | 142,339 | 56,416 | 75,307 | 48,729 | 33,968 | 10,758 |
| **MONTGOMERY** | 1991 | **7,417** | **4,810** | **50,195** | **34,995** | **60,621** | **22,220** | **34,201** | **132,138** | **57,014** | **68,727** | **37,623** | **26,600** | **8,918** |
| | 1987 | 6,103 | 4,031 | 41,592 | 29,932 | 49,143 | 17,590 | 28,116 | 107,079 | 45,131 | 56,488 | 29,984 | 21,055 | 7,332 |
| **TUSCALOOSA** | 1991 | **3,385** | **2,266** | **22,177** | **17,787** | **34,551** | **10,915** | **20,339** | **73,117** | **30,714** | **38,995** | **19,853** | **12,250** | **6,172** |
| | 1987 | 2,694 | 1,850 | 18,569 | 15,283 | 25,855 | 8,697 | 14,623 | 55,256 | 24,472 | 28,036 | 15,338 | 9,761 | 4,437 |
| **NONMETRO PORTION OF STATE** | 1991 | **12,044** | **6,516** | **114,820** | **92,453** | **157,218** | **76,434** | **61,018** | **344,130** | **183,234** | **122,711** | **81,263** | **53,403** | **18,629** |
| | 1987 | 9,121 | 4,782 | 90,176 | 72,524 | 120,365 | 59,839 | 44,405 | 264,088 | 143,454 | 89,303 | 63,042 | 41,810 | 13,558 |
| **TOTAL STATE** | 1991 | **81,886** | **52,124** | **491,364** | **387,698** | **696,776** | **304,152** | **334,999** | **1,558,628** | **781,062** | **673,391** | **418,944** | **286,799** | **100,298** |
| | 1987 | 64,391 | 41,089 | 405,620 | 324,831 | 546,249 | 244,112 | 255,252 | 1,225,809 | 625,448 | 514,243 | 332,040 | 229,943 | 76,580 |
| **ALASKA** | | | | | | | | | | | | | | |
| **ANCHORAGE** | 1991 | **10,380** | **4,786** | **41,915** | **23,535** | **65,528** | **38,609** | **18,601** | **141,642** | **98,688** | **28,814** | **37,803** | **26,522** | **6,508** |
| | 1987 | 7,867 | 3,551 | 33,409 | 18,244 | 49,665 | 27,510 | 15,666 | 105,490 | 70,317 | 24,267 | 28,024 | 18,897 | 5,478 |
| **NONMETRO PORTION OF STATE** | 1991 | **9,096** | **3,906** | **26,280** | **15,354** | **43,865** | **21,890** | **5,909** | **75,176** | **44,666** | **7,470** | **24,286** | **14,570** | **1,879** |
| | 1987 | 6,922 | 2,935 | 20,886 | 11,878 | 35,957 | 17,205 | 5,378 | 60,615 | 35,105 | 6,798 | 19,311 | 11,448 | 1,711 |
| **TOTAL STATE** | 1991 | **19,476** | **8,692** | **68,195** | **38,889** | **109,393** | **60,499** | **24,510** | **216,818** | **143,354** | **36,284** | **62,089** | **41,092** | **8,384** |
| | 1987 | 14,789 | 6,486 | 54,295 | 30,122 | 85,622 | 44,715 | 21,044 | 166,105 | 105,422 | 31,065 | 47,335 | 30,345 | 7,189 |
| **ARIZONA** | | | | | | | | | | | | | | |
| **PHOENIX** | 1991 | **125,633** | **49,585** | **431,093** | **304,141** | **442,031** | **156,043** | **244,750** | **1,028,271** | **358,351** | **452,469** | **249,437** | **168,155** | **59,575** |
| | 1987 | 98,138 | 38,603 | 347,820 | 249,460 | 338,402 | 122,524 | 181,471 | 791,131 | 279,176 | 335,483 | 193,376 | 132,035 | 44,174 |
| **TUCSON** | 1991 | **32,639** | **16,195** | **97,066** | **70,040** | **114,841** | **45,359** | **60,619** | **235,760** | **117,333** | **104,377** | **80,940** | **61,791** | **12,043** |
| | 1987 | 27,106 | 13,705 | 84,394 | 61,648 | 94,623 | 33,281 | 53,060 | 190,658 | 86,089 | 91,361 | 61,581 | 45,337 | 10,542 |
| **YUMA** | 1991 | **2,842** | **1,349** | **12,333** | **7,990** | **17,918** | **4,870** | **10,099** | **35,255** | **10,588** | **18,367** | **8,641** | **5,305** | **2,226** |
| | 1987 | 2,297 | 1,062 | 9,986 | 6,659 | 13,674 | 3,826 | 7,423 | 27,259 | 8,318 | 13,501 | 6,720 | 4,168 | 1,644 |
| **NONMETRO PORTION OF STATE** | 1991 | **9,221** | **6,065** | **45,475** | **33,273** | **105,517** | **42,594** | **34,750** | **158,278** | **59,456** | **45,013** | **54,433** | **36,381** | **5,482** |
| | 1987 | 7,168 | 4,607 | 36,678 | 27,017 | 84,883 | 31,847 | 20,032 | 127,725 | 44,454 | 36,433 | 42,113 | 27,202 | 4,437 |
| **TOTAL STATE** | 1991 | **170,335** | **73,194** | **585,967** | **415,444** | **680,307** | **248,866** | **340,218** | **1,457,564** | **542,928** | **620,226** | **393,451** | **271,632** | **79,336** |
| | 1987 | 134,709 | 57,977 | 478,878 | 344,784 | 531,582 | 191,478 | 261,986 | 1,136,773 | 418,037 | 476,778 | 303,790 | 208,742 | 60,797 |

# 1991 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1991
U.S. CENSUS: 1987

Merchandise Line Sales

| METRO AREA | Year | Groceries & Other Foods |  | Drugs & Health & Beauty Aids |  |  | Major Household Appliances |  |  | TVs, Video Recorders & Tapes |  |  | Audio Equipment, Musical Instruments & Supplies |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  | In All Stores ($000) | In Food Stores ($000) | In All Stores ($000) | In Drug-stores ($000) | In Food Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) |
| **ARKANSAS** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **FAYETTEVILLE - SPRINGDALE** | 1991 | 157,824 | 144,798 | 35,711 | 11,641 | 10,570 | 20,681 | 1,934 | 8,121 | 12,434 | 484 | 7,276 | 10,846 | 5,748 |
|  | 1987 | 116,901 | 106,613 | 26,943 | 9,179 | 7,783 | 15,758 | 1,583 | 5,948 | 9,243 | 396 | 5,329 | 8,351 | 4,596 |
| **FORT SMITH** | 1991 | 240,538 | 226,335 | 63,771 | 28,250 | 16,516 | 16,046 | 5,231 | 6,040 | 13,590 | 3,843 | 7,767 | 14,785 | 8,033 |
|  | 1987 | 179,955 | 168,046 | 45,508 | 19,368 | 12,263 | 12,744 | 4,486 | 4,359 | 10,462 | 3,296 | 5,605 | 11,601 | 6,630 |
| **LITTLE ROCK - NORTH LITTLE ROCK** | 1991 | 587,686 | 550,534 | 208,370 | 88,054 | 59,857 | 44,750 | 13,043 | 19,755 | 40,424 | 11,304 | 21,356 | 45,731 | 30,092 |
|  | 1987 | 461,324 | 431,094 | 153,214 | 59,069 | 46,870 | 35,618 | 10,888 | 15,481 | 32,103 | 9,435 | 16,736 | 36,207 | 24,099 |
| **PINE BLUFF** | 1991 | 91,236 | 83,363 | 34,735 | 20,878 | 7,578 | 6,786 | 1,147 | 1,553 | 5,194 | 2,031 | 2,032 | 5,812 | 4,289 |
|  | 1987 | 77,649 | 71,483 | 26,315 | 14,365 | 6,498 | 5,596 | 958 | 1,353 | 4,377 | 1,696 | 1,770 | 4,604 | 3,336 |
| **TEXARKANA** | 1991 | 124,602 | 107,942 | 53,567 | 16,707 | 16,047 | 14,604 | 6,781 | 4,977 | 11,569 | 5,221 | 5,133 | 8,229 | 4,400 |
|  | 1987 | 109,666 | 97,517 | 43,194 | 13,563 | 14,498 | 12,058 | 6,254 | 3,543 | 9,427 | 4,815 | 3,662 | 6,854 | 4,034 |
| **NONMETRO PORTION OF STATE** | 1991 | 1,700,284 | 1,556,089 | 447,975 | 244,296 | 84,638 | 102,528 | 49,137 | 8,385 | 75,854 | 29,436 | 30,440 | 51,653 | 20,854 |
|  | 1987 | 1,321,736 | 1,209,493 | 334,826 | 177,595 | 65,785 | 81,651 | 40,010 | 6,352 | 59,665 | 23,965 | 23,078 | 40,141 | 16,498 |
| **TOTAL STATE** | 1991 | 2,861,518 | 2,635,570 | 818,368 | 406,845 | 187,287 | 195,393 | 71,638 | 44,985 | 150,451 | 48,171 | 69,689 | 130,807 | 69,977 |
|  | 1987 | 2,225,035 | 2,046,579 | 607,566 | 289,207 | 145,973 | 155,118 | 59,073 | 34,280 | 118,312 | 39,839 | 53,092 | 102,488 | 55,973 |
| **CALIFORNIA** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **ANAHEIM - SANTA ANA** | 1991 | 2,981,391 | 2,610,324 | 963,206 | 507,976 | 229,286 | 245,527 | 114,033 | 80,566 | 212,514 | 152,910 | 40,283 | 270,159 | 229,006 |
|  | 1987 | 2,687,907 | 2,371,922 | 749,020 | 339,810 | 208,345 | 227,152 | 106,029 | 74,222 | 196,010 | 142,175 | 37,111 | 238,825 | 202,418 |
| **BAKERSFIELD** | 1991 | 566,912 | 509,283 | 185,321 | 127,681 | 38,109 | 40,428 | 22,839 | 11,858 | 33,639 | 24,696 | 4,581 | 43,247 | 33,794 |
|  | 1987 | 534,280 | 491,524 | 126,325 | 73,902 | 36,781 | 30,593 | 16,520 | 9,466 | 25,243 | 17,863 | 3,657 | 31,879 | 24,444 |
| **CHICO** | 1991 | 203,460 | 189,944 | 69,137 | 44,494 | 14,748 | 18,771 | 11,660 | 3,936 | 13,023 | 8,725 | 2,828 | 24,688 | 20,168 |
|  | 1987 | 184,526 | 174,589 | 50,079 | 28,504 | 13,556 | 13,768 | 7,988 | 3,154 | 9,453 | 5,977 | 2,265 | 16,960 | 13,391 |
| **FRESNO** | 1991 | 681,825 | 617,835 | 181,301 | 130,043 | 26,754 | 44,155 | 23,906 | 12,915 | 38,139 | 23,386 | 7,749 | 44,987 | 31,757 |
|  | 1987 | 648,123 | 596,757 | 147,568 | 99,012 | 25,841 | 36,561 | 18,389 | 12,103 | 31,395 | 17,989 | 7,262 | 34,389 | 23,186 |
| **LOS ANGELES - LONG BEACH** | 1991 | 10,604,767 | 9,546,448 | 3,309,636 | 1,703,483 | 790,215 | 854,025 | 431,280 | 232,295 | 677,539 | 473,976 | 145,186 | 1,220,738 | 889,100 |
|  | 1987 | 9,095,357 | 8,172,361 | 2,568,443 | 1,157,243 | 676,484 | 750,099 | 357,300 | 224,165 | 580,940 | 392,676 | 140,103 | 989,816 | 714,599 |
| ***LOS ANGELES - ANAHEIM - RIVERSIDE CONSOLIDATED AREA*** | *1991* | *17,319,085* | *15,500,470* | *5,290,078* | *2,750,058* | *1,289,940* | *1,373,715* | *649,904* | *428,087* | *1,070,905* | *726,883* | *244,645* | *1,742,180* | *1,310,877* |
|  | *1987* | *14,788,088* | *13,251,991* | *4,023,699* | *1,820,490* | *1,103,584* | *1,198,219* | *547,590* | *390,393* | *921,715* | *615,729* | *224,424* | *1,424,081* | *1,067,334* |
| **MERCED** | 1991 | 201,606 | 187,906 | 47,834 | 31,954 | 11,610 | 9,454 | 3,859 | 4,582 | 5,402 | 2,904 | 2,036 | 11,223 | 9,712 |
|  | 1987 | 155,105 | 144,397 | 34,063 | 21,335 | 8,922 | 7,688 | 2,631 | 4,205 | 4,204 | 1,980 | 1,869 | 7,364 | 6,196 |
| **MODESTO** | 1991 | 475,133 | 442,617 | 163,050 | 115,444 | 29,859 | 29,530 | 15,209 | 11,979 | 24,993 | 14,589 | 7,237 | 33,058 | 24,740 |
|  | 1987 | 364,719 | 339,837 | 106,179 | 67,922 | 22,926 | 24,732 | 12,122 | 10,783 | 20,631 | 11,627 | 6,515 | 25,147 | 18,554 |
| **OAKLAND** | 1991 | 2,663,480 | 2,459,005 | 908,811 | 532,711 | 234,807 | 201,387 | 110,925 | 55,473 | 180,333 | 102,630 | 42,866 | 313,171 | 211,482 |
|  | 1987 | 2,280,409 | 2,104,422 | 669,989 | 342,507 | 200,953 | 172,844 | 86,472 | 55,976 | 151,519 | 80,007 | 43,254 | 249,667 | 164,863 |
| **OXNARD - VENTURA** | 1991 | 804,544 | 704,947 | 252,074 | 142,658 | 54,152 | 66,164 | 24,078 | 24,257 | 31,865 | 14,838 | 11,117 | 75,455 | 54,216 |
|  | 1987 | 697,413 | 619,451 | 179,917 | 88,345 | 47,586 | 53,909 | 18,676 | 19,973 | 25,333 | 11,509 | 9,154 | 56,379 | 39,957 |
| **REDDING** | 1991 | 223,303 | 206,217 | 53,715 | 37,141 | 10,689 | 12,713 | 4,781 | 4,219 | 8,093 | 4,336 | 2,515 | 17,710 | 12,118 |
|  | 1987 | 172,908 | 159,765 | 40,062 | 26,802 | 8,282 | 10,075 | 3,315 | 3,846 | 6,306 | 3,007 | 2,292 | 12,490 | 8,404 |
| **RIVERSIDE - SAN BERNARDINO** | 1991 | 2,928,303 | 2,638,751 | 765,162 | 395,941 | 216,287 | 207,999 | 80,513 | 90,969 | 148,987 | 85,159 | 48,059 | 175,828 | 138,555 |
|  | 1987 | 2,307,411 | 2,088,257 | 526,319 | 235,092 | 171,169 | 167,059 | 65,585 | 72,033 | 119,432 | 69,369 | 38,056 | 139,061 | 110,360 |
| **SACRAMENTO** | 1991 | 1,891,116 | 1,694,382 | 475,046 | 270,297 | 133,028 | 141,094 | 57,933 | 41,553 | 103,262 | 67,700 | 26,826 | 131,449 | 96,701 |
|  | 1987 | 1,556,873 | 1,391,371 | 371,796 | 196,526 | 109,240 | 116,284 | 43,092 | 39,125 | 82,662 | 50,356 | 25,268 | 99,909 | 71,661 |
| **SALINAS - SEASIDE - MONTEREY** | 1991 | 354,925 | 329,861 | 121,160 | 77,928 | 24,750 | 24,725 | 12,993 | 9,099 | 23,324 | 15,981 | 5,202 | 34,280 | 27,015 |
|  | 1987 | 304,243 | 284,974 | 85,395 | 48,251 | 21,382 | 20,820 | 10,408 | 8,213 | 19,280 | 12,802 | 4,695 | 26,597 | 20,504 |
| **SAN DIEGO** | 1991 | 2,941,673 | 2,590,132 | 903,027 | 485,107 | 224,612 | 232,924 | 84,605 | 75,293 | 172,864 | 116,953 | 46,098 | 253,374 | 218,167 |
|  | 1987 | 2,425,235 | 2,125,927 | 651,933 | 298,381 | 184,362 | 202,055 | 68,210 | 68,731 | 144,152 | 94,290 | 42,080 | 200,478 | 170,525 |
| **SAN FRANCISCO** | 1991 | 2,320,534 | 2,141,694 | 802,293 | 442,642 | 171,103 | 147,163 | 66,444 | 42,113 | 173,732 | 123,689 | 33,776 | 288,242 | 242,398 |
|  | 1987 | 1,955,626 | 1,806,884 | 605,618 | 300,965 | 144,358 | 126,040 | 54,180 | 37,867 | 144,608 | 100,857 | 30,204 | 232,747 | 194,212 |

# 1991 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1991<br>U.S. CENSUS 1987 | | Merchandise Line Sales | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Home Computers & Calculators | | Furniture & Sleep Equipment | | Men's & Boys' Clothing | | | Women's & Girls' Clothing | | | Footwear | | |
| METRO AREA | Year | In All Stores ($000) | In Radio/TV Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) |
| **ARKANSAS** | | | | | | | | | | | | | | |
| **FAYETTEVILLE - SPRINGDALE** | **1991** | **4,228** | **2,869** | **25,267** | **12,830** | **27,080** | **8,529** | **15,668** | **49,508** | **17,305** | **29,141** | **15,249** | **9,060** | **4,674** |
| | 1987 | 3,226 | 2,237 | 19,815 | 10,502 | 20,913 | 7,216 | 11,475 | 38,482 | 14,641 | 21,343 | 12,188 | 7,665 | 3,423 |
| **FORT SMITH** | **1991** | **2,641** | **862** | **22,322** | **18,190** | **35,221** | **9,220** | **23,946** | **74,782** | **27,809** | **43,362** | **20,229** | **11,163** | **7,767** |
| | 1987 | 2,030 | 698 | 18,640 | 15,603 | 26,625 | 7,761 | 17,283 | 57,467 | 23,409 | 31,296 | 15,969 | 9,397 | 5,605 |
| **LITTLE ROCK - NORTH LITTLE ROCK** | **1991** | **10,861** | **6,859** | **86,360** | **66,786** | **122,818** | **44,904** | **68,874** | **269,298** | **135,208** | **124,400** | **73,201** | **52,138** | **16,018** |
| | 1987 | 8,625 | 5,547 | 70,833 | 55,745 | 94,671 | 33,841 | 53,974 | 207,130 | 101,896 | 97,487 | 55,456 | 39,292 | 12,552 |
| **PINE BLUFF** | **1991** | **1,538** | **923** | **11,014** | **9,538** | **13,403** | **2,986** | **6,534** | **31,746** | **12,102** | **12,617** | **9,834** | **6,736** | **2,005** |
| | 1987 | 1,197 | 730 | 9,185 | 7,962 | 11,832 | 2,786 | 5,693 | 28,433 | 11,292 | 10,992 | 8,885 | 6,285 | 1,747 |
| **TEXARKANA** | **1991** | **3,731** | **1,291** | **14,811** | **10,646** | **28,662** | **8,576** | **17,159** | **58,057** | **19,444** | **33,290** | **14,192** | **8,240** | **3,811** |
| | 1987 | 3,014 | 1,130 | 12,870 | 9,819 | 21,957 | 7,515 | 12,242 | 45,002 | 17,225 | 23,751 | 11,639 | 7,279 | 2,720 |
| **NONMETRO PORTION OF STATE** | **1991** | **12,157** | **5,677** | **116,946** | **107,198** | **145,062** | **53,052** | **71,343** | **335,703** | **151,137** | **149,323** | **98,265** | **57,749** | **27,043** |
| | 1987 | 9,327 | 4,388 | 94,852 | 87,276 | 115,127 | 44,704 | 54,181 | 268,628 | 127,362 | 113,102 | 79,556 | 48,663 | 20,528 |
| **TOTAL STATE** | **1991** | **32,322** | **17,742** | **265,959** | **216,804** | **351,772** | **120,565** | **190,411** | **778,053** | **348,509** | **366,939** | **220,544** | **138,726** | **58,415** |
| | 1987 | 25,171 | 14,107 | 216,733 | 179,163 | 275,805 | 98,390 | 145,479 | 614,425 | 284,221 | 279,962 | 175,615 | 113,464 | 44,513 |
| **CALIFORNIA** | | | | | | | | | | | | | | |
| **ANAHEIM - SANTA ANA** | **1991** | **152,074** | **108,708** | **462,040** | **340,809** | **664,577** | **340,033** | **254,524** | **1,294,402** | **676,020** | **531,020** | **359,701** | **260,422** | **65,919** |
| | 1987 | 134,925 | 97,080 | 424,631 | 316,881 | 558,958 | 264,595 | 234,475 | 1,093,350 | 526,040 | 489,192 | 290,803 | 202,646 | 60,727 |
| **BAKERSFIELD** | **1991** | **8,460** | **6,365** | **67,026** | **50,321** | **85,841** | **35,287** | **44,469** | **146,315** | **55,764** | **79,236** | **50,580** | **34,901** | **9,163** |
| | 1987 | 6,081 | 4,396 | 49,774 | 36,398 | 68,955 | 28,241 | 35,496 | 117,673 | 44,629 | 63,248 | 40,412 | 27,932 | 7,314 |
| **CHICO** | **1991** | **4,825** | **1,959** | **25,775** | **17,532** | **27,803** | **8,871** | **13,831** | **50,473** | **20,184** | **23,120** | **15,555** | **10,865** | **2,981** |
| | 1987 | 3,638 | 1,283 | 18,723 | 12,011 | 22,268 | 6,985 | 11,081 | 40,380 | 15,892 | 18,522 | 12,310 | 8,565 | 2,388 |
| **FRESNO** | **1991** | **19,748** | **14,840** | **111,765** | **89,648** | **115,399** | **54,580** | **49,724** | **208,406** | **92,105** | **102,031** | **67,025** | **43,945** | **11,946** |
| | 1987 | 15,067 | 10,878 | 88,672 | 68,959 | 98,692 | 42,263 | 46,597 | 180,354 | 71,319 | 95,615 | 54,218 | 34,028 | 11,195 |
| **LOS ANGELES - LONG BEACH** | **1991** | **532,514** | **339,191** | **1,276,563** | **977,848** | **1,880,850** | **1,058,863** | **677,551** | **3,775,776** | **2,177,309** | **1,316,390** | **1,108,073** | **845,385** | **169,384** |
| | 1987 | 434,954 | 270,215 | 1,080,662 | 810,115 | 1,651,886 | 869,101 | 653,815 | 3,314,434 | 1,787,264 | 1,270,270 | 934,882 | 693,879 | 163,454 |
| ***LOS ANGELES - ANAHEIM - RIVERSIDE CONSOLIDATED AREA*** | ***1991*** | ***803,940*** | ***518,450*** | ***2,140,418*** | ***1,598,058*** | ***3,154,401*** | ***1,635,430*** | ***1,227,318*** | ***6,204,593*** | ***3,301,817*** | ***2,409,822*** | ***1,800,985*** | ***1,334,295*** | ***305,070*** |
| | *1987* | *661,786* | *421,410* | *1,825,395* | *1,351,548* | *2,678,148* | *1,304,760* | *1,123,387* | *5,280,016* | *2,637,582* | *2,207,573* | *1,473,101* | *1,061,780* | *279,669* |
| **MERCED** | **1991** | **4,714** | **2,741** | **15,774** | **11,328** | **19,042** | **5,184** | **10,690** | **31,202** | **9,903** | **18,546** | **10,994** | **7,240** | **2,006** |
| | 1987 | 3,477 | 1,782 | 11,698 | 7,723 | 17,096 | 4,646 | 9,812 | 28,281 | 8,874 | 17,021 | 9,749 | 6,488 | 1,841 |
| **MODESTO** | **1991** | **10,314** | **4,974** | **68,443** | **52,768** | **63,182** | **21,371** | **37,684** | **121,194** | **39,854** | **74,371** | **38,689** | **24,526** | **10,232** |
| | 1987 | 8,063 | 3,779 | 55,558 | 42,055 | 55,539 | 18,183 | 33,922 | 106,966 | 33,907 | 66,946 | 33,027 | 20,866 | 9,211 |
| **OAKLAND** | **1991** | **147,495** | **74,258** | **352,374** | **253,986** | **395,090** | **184,639** | **168,885** | **839,225** | **431,680** | **343,886** | **273,652** | **189,768** | **51,150** |
| | 1987 | 115,620 | 54,925 | 290,511 | 197,997 | 345,679 | 138,033 | 169,822 | 729,323 | 322,715 | 345,885 | 218,658 | 141,867 | 51,409 |
| **OXNARD - VENTURA** | **1991** | **46,089** | **30,373** | **113,620** | **78,115** | **145,606** | **54,751** | **75,805** | **269,057** | **106,447** | **139,983** | **79,186** | **53,223** | **16,172** |
| | 1987 | 34,638 | 22,595 | 89,039 | 60,588 | 115,341 | 40,720 | 62,417 | 213,448 | 79,168 | 115,262 | 60,349 | 39,584 | 13,316 |
| **REDDING** | **1991** | **6,931** | **4,443** | **20,402** | **13,731** | **22,863** | **8,089** | **13,109** | **40,907** | **15,339** | **22,266** | **14,125** | **9,432** | **2,650** |
| | 1987 | 5,008 | 2,967 | 15,298 | 9,522 | 19,726 | 6,454 | 11,949 | 35,242 | 12,238 | 20,296 | 11,513 | 7,525 | 2,416 |
| **RIVERSIDE - SAN BERNARDINO** | **1991** | **73,263** | **40,178** | **288,195** | **201,286** | **463,368** | **181,783** | **219,438** | **865,358** | **341,841** | **422,429** | **254,025** | **175,265** | **53,595** |
| | 1987 | 57,269 | 31,520 | 231,063 | 163,964 | 351,963 | 130,344 | 172,680 | 658,784 | 245,110 | 332,849 | 187,067 | 125,671 | 42,172 |
| **SACRAMENTO** | **1991** | **49,190** | **34,248** | **261,007** | **197,893** | **259,240** | **113,917** | **114,390** | **518,541** | **241,187** | **247,596** | **151,373** | **99,617** | **37,226** |
| | 1987 | 37,250 | 24,298 | 203,099 | 147,194 | 223,442 | 88,358 | 119,006 | 447,358 | 187,069 | 233,121 | 123,093 | 77,266 | 35,050 |
| **SALINAS - SEASIDE - MONTEREY** | **1991** | **9,749** | **2,981** | **38,636** | **25,076** | **74,500** | **34,797** | **33,958** | **149,227** | **74,994** | **65,252** | **40,899** | **27,554** | **9,766** |
| | 1987 | 7,801 | 2,307 | 31,780 | 20,087 | 63,445 | 28,094 | 30,649 | 127,672 | 60,546 | 58,894 | 33,841 | 22,246 | 8,814 |
| **SAN DIEGO** | **1991** | **125,860** | **69,381** | **449,676** | **362,061** | **501,333** | **250,077** | **213,594** | **999,261** | **536,193** | **413,357** | **313,906** | **239,157** | **47,633** |
| | 1987 | 100,284 | 53,496 | 368,025 | 291,899 | 423,020 | 195,122 | 194,973 | 842,462 | 418,361 | 377,321 | 250,768 | 186,601 | 43,483 |
| **SAN FRANCISCO** | **1991** | **118,312** | **71,061** | **350,966** | **246,359** | **597,805** | **362,647** | **173,907** | **1,091,913** | **634,308** | **367,723** | **309,499** | **210,870** | **60,998** |
| | 1987 | 95,497 | 55,465 | 289,742 | 200,880 | 472,859 | 264,160 | 155,787 | 871,421 | 462,043 | 329,419 | 239,219 | 153,383 | 54,558 |

# 1991 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1991
U.S. CENSUS 1987

Merchandise Line Sales

| METRO AREA | Year | Groceries & Other Foods | | Drugs & Health & Beauty Aids | | | Major Household Appliances | | | TVs, Video Recorders & Tapes | | | Audio Equipment, Musical Instruments & Supplies | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | In All Stores ($000) | In Food Stores ($000) | In All Stores ($000) | In Drug-stores ($000) | In Food Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) |
| **CALIFORNIA (continued)** | | | | | | | | | | | | | | |
| ***SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA*** | *1991* | *8,118,051* | *7,477,411* | *2,774,998* | *1,619,946* | *665,584* | *575,674* | *294,388* | *168,318* | *575,430* | *374,763* | *122,316* | *964,003* | *752,043* |
| | *1987* | *6,976,978* | *6,439,972* | *2,061,071* | *1,065,437* | *573,448* | *483,970* | *229,366* | *157,764* | *473,702* | *294,201* | *114,674* | *753,117* | *575,891* |
| **SAN JOSE** | 1991 | 1,763,630 | 1,595,880 | 649,934 | 398,138 | 145,456 | 147,169 | 82,476 | 39,832 | 162,138 | 114,496 | 27,253 | 268,271 | 227,105 |
| | 1987 | 1,607,345 | 1,463,670 | 474,612 | 248,072 | 133,407 | 120,972 | 62,144 | 37,690 | 129,537 | 86,270 | 25,788 | 198,700 | 163,035 |
| **SANTA BARBARA - SANTA MARIA - LOMPOC** | 1991 | 538,652 | 499,738 | 159,710 | 96,213 | 42,852 | 29,928 | 15,292 | 11,695 | 21,848 | 15,994 | 4,026 | 36,383 | 33,179 |
| | 1987 | 462,391 | 430,021 | 113,833 | 58,850 | 36,875 | 24,826 | 11,848 | 10,356 | 17,487 | 12,392 | 3,565 | 27,218 | 24,512 |
| **SANTA CRUZ** | 1991 | 328,248 | 312,142 | 100,933 | 65,131 | 26,115 | 13,644 | 3,427 | 7,268 | 10,154 | 5,980 | 2,344 | 19,306 | 13,702 |
| | 1987 | 285,709 | 273,768 | 70,380 | 39,672 | 22,905 | 11,993 | 3,060 | 6,613 | 8,909 | 5,338 | 2,133 | 15,757 | 11,530 |
| **SANTA ROSA - PETALUMA** | 1991 | 587,374 | 537,223 | 174,222 | 97,442 | 50,847 | 29,866 | 11,710 | 10,856 | 28,127 | 17,475 | 7,770 | 46,528 | 36,450 |
| | 1987 | 461,788 | 421,967 | 132,250 | 71,830 | 39,939 | 24,270 | 9,475 | 9,271 | 23,064 | 14,140 | 6,635 | 35,845 | 27,696 |
| **STOCKTON** | 1991 | 565,839 | 515,181 | 164,157 | 106,401 | 38,487 | 31,727 | 17,835 | 10,501 | 23,407 | 13,889 | 6,501 | 34,652 | 27,008 |
| | 1987 | 440,991 | 400,972 | 120,027 | 74,077 | 29,955 | 24,644 | 13,257 | 8,755 | 18,094 | 10,324 | 5,420 | 24,848 | 18,889 |
| **VALLEJO - FAIRFIELD - NAPA** | 1991 | 454,785 | 431,467 | 138,705 | 83,882 | 37,256 | 36,445 | 19,406 | 12,776 | 20,946 | 10,493 | 8,207 | 28,485 | 20,905 |
| | 1987 | 386,101 | 369,261 | 108,222 | 62,391 | 31,886 | 27,851 | 14,035 | 10,347 | 16,065 | 7,589 | 6,660 | 20,401 | 14,555 |
| **VISALIA - TULARE - PORTERVILLE** | 1991 | 365,067 | 342,765 | 106,424 | 68,700 | 25,390 | 16,098 | 8,497 | 5,507 | 14,216 | 9,775 | 3,254 | 22,477 | 17,358 |
| | 1987 | 295,350 | 278,398 | 74,282 | 42,956 | 20,622 | 12,964 | 6,272 | 5,025 | 11,047 | 7,216 | 2,969 | 16,732 | 12,814 |
| **YUBA CITY** | 1991 | 159,897 | 152,577 | 33,326 | 19,561 | 9,975 | 8,938 | 3,499 | 2,959 | 6,001 | 4,023 | 1,354 | 8,952 | 7,147 |
| | 1987 | 133,068 | 126,719 | 24,475 | 12,869 | 8,285 | 7,524 | 2,542 | 2,951 | 4,807 | 2,924 | 1,350 | 6,728 | 5,192 |
| **NONMETRO PORTION OF STATE** | 1991 | 1,536,030 | 1,426,527 | 452,127 | 315,309 | 107,810 | 79,344 | 38,411 | 13,271 | 39,967 | 28,447 | 4,611 | 61,111 | 41,030 |
| | 1987 | 1,341,350 | 1,259,065 | 324,850 | 205,479 | 95,153 | 64,480 | 29,686 | 11,301 | 31,879 | 21,989 | 3,927 | 46,513 | 31,003 |
| **TOTAL STATE** | 1991 | 36,142,494 | 32,682,846 | 11,180,511 | 6,296,277 | 2,694,197 | 2,669,218 | 1,265,611 | 815,772 | 2,174,513 | 1,453,044 | 491,689 | 3,463,774 | 2,662,843 |
| | 1987 | 30,784,228 | 27,896,279 | 8,355,637 | 4,140,793 | 2,299,214 | 2,279,203 | 1,023,236 | 746,171 | 1,822,057 | 1,180,666 | 452,232 | 2,754,450 | 2,092,500 |
| **COLORADO** | | | | | | | | | | | | | | |
| **BOULDER - LONGMONT** | 1991 | 335,296 | 317,868 | 89,310 | 23,980 | 46,616 | 14,919 | 8,529 | 4,552 | 20,291 | 13,647 | 4,188 | 32,804 | 25,777 |
| | 1987 | 258,925 | 244,356 | 68,214 | 17,894 | 35,834 | 12,069 | 7,085 | 3,554 | 16,503 | 11,336 | 3,270 | 26,856 | 21,412 |
| **COLORADO SPRINGS** | 1991 | 376,718 | 331,487 | 112,702 | 41,261 | 48,110 | 34,537 | 12,536 | 12,993 | 31,431 | 18,217 | 8,267 | 39,431 | 29,250 |
| | 1987 | 300,248 | 262,293 | 83,779 | 26,562 | 35,694 | 28,557 | 10,612 | 10,540 | 26,170 | 15,422 | 6,707 | 33,028 | 24,761 |
| **DENVER** | 1991 | 2,114,780 | 1,903,807 | 590,950 | 156,338 | 296,147 | 161,076 | 70,427 | 50,427 | 167,208 | 103,235 | 38,201 | 193,930 | 142,405 |
| | 1987 | 1,707,383 | 1,531,581 | 466,755 | 117,448 | 238,246 | 130,965 | 58,250 | 39,554 | 136,375 | 85,387 | 29,965 | 157,084 | 115,837 |
| ***DENVER - BOULDER CONSOLIDATED AREA*** | *1991* | *2,450,076* | *2,221,692* | *680,160* | *180,318* | *342,763* | *175,995* | *78,956* | *54,979* | *187,499* | *116,882* | *42,389* | *226,734* | *168,182* |
| | *1987* | *1,966,308* | *1,775,937* | *534,969* | *135,342* | *274,080* | *143,034* | *65,335* | *43,108* | *152,878* | *96,723* | *33,235* | *183,940* | *137,249* |
| **FORT COLLINS - LOVELAND** | 1991 | 240,881 | 221,814 | 59,298 | 19,932 | 26,739 | 16,249 | 8,287 | 4,162 | 13,818 | 7,755 | 3,181 | 18,008 | 12,468 |
| | 1987 | 183,291 | 168,141 | 42,411 | 12,749 | 20,269 | 12,556 | 6,571 | 3,074 | 10,765 | 6,149 | 2,350 | 14,108 | 9,886 |
| **GREELEY** | 1991 | 140,138 | 130,829 | 32,668 | 10,569 | 14,456 | 6,855 | 2,801 | 2,633 | 5,969 | 2,920 | 2,013 | 6,994 | 4,795 |
| | 1987 | 112,541 | 104,314 | 25,275 | 7,540 | 11,526 | 6,015 | 2,733 | 2,098 | 5,309 | 2,849 | 1,604 | 6,252 | 4,470 |
| **PUEBLO** | 1991 | 151,514 | 145,313 | 39,728 | 14,361 | 15,399 | 9,634 | 3,317 | 4,979 | 8,549 | 4,053 | 2,698 | 10,675 | 8,392 |
| | 1987 | 118,789 | 111,512 | 31,870 | 11,664 | 11,982 | 8,169 | 2,986 | 4,059 | 7,388 | 3,649 | 2,199 | 9,467 | 7,556 |
| **NONMETRO PORTION OF STATE** | 1991 | 715,784 | 653,865 | 205,207 | 94,558 | 77,967 | 28,234 | 11,984 | 4,226 | 18,870 | 7,647 | 5,375 | 24,565 | 14,086 |
| | 1987 | 611,531 | 556,512 | 163,436 | 70,575 | 66,366 | 24,990 | 11,427 | 3,334 | 16,493 | 7,292 | 4,213 | 21,766 | 13,168 |
| **TOTAL STATE** | 1991 | 4,075,111 | 3,702,000 | 1,129,763 | 360,999 | 522,434 | 271,504 | 117,881 | 83,972 | 266,136 | 157,474 | 63,923 | 326,407 | 237,172 |
| | 1987 | 3,292,708 | 2,978,709 | 881,740 | 264,432 | 419,917 | 223,321 | 99,664 | 66,213 | 219,003 | 132,084 | 50,308 | 268,561 | 197,090 |
| **CONNECTICUT** | | | | | | | | | | | | | | |
| **BRIDGEPORT - STAMFORD - NORWALK - DANBURY** | 1991 | 1,271,234 | 1,209,623 | 303,619 | 180,882 | 70,621 | 85,838 | 46,666 | 20,587 | 67,197 | 34,436 | 16,933 | 79,966 | 58,528 |
| | 1987 | 1,126,459 | 1,066,408 | 270,840 | 154,017 | 62,262 | 88,695 | 47,480 | 23,122 | 63,649 | 35,026 | 19,042 | 82,156 | 59,545 |

# 1991 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1991
U.S. CENSUS 1987

Merchandise Line Sales

| METRO AREA | Year | Home Computers & Calculators |  | Furniture & Sleep Equipment |  | Men's & Boys' Clothing |  |  | Women's & Girls' Clothing |  |  | Footwear |  |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  | In All Stores ($000) | In Radio/TV Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) |
| **CALIFORNIA (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| *SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA* | *1991* | *550,903* | *386,493* | *1,156,511* | *835,901* | *1,537,464* | *803,002* | *591,437* | *3,096,781* | *1,661,635* | *1,220,758* | *944,652* | *659,902* | *184,734* |
|  | *1987* | *426,763* | *213,779* | *938,520* | *656,158* | *1,263,852* | *587,925* | *551,088* | *2,550,213* | *1,217,177* | *1,137,936* | *736,767* | *484,118* | *171,911* |
| **SAN JOSE** | 1991 | 246,107 | 119,158 | 292,500 | 217,349 | 370,774 | 190,731 | 154,086 | 808,278 | 446,525 | 325,990 | 257,646 | 190,731 | 47,169 |
|  | 1987 | 185,785 | 86,459 | 230,482 | 163,766 | 305,169 | 136,782 | 145,799 | 661,958 | 320,224 | 308,459 | 197,361 | 136,782 | 44,632 |
| **SANTA BARBARA - SANTA MARIA - LOMPOC** | 1991 | 14,823 | 8,822 | 55,967 | 45,172 | 78,510 | 49,827 | 23,582 | 165,156 | 104,039 | 47,932 | 48,281 | 39,064 | 4,793 |
|  | 1987 | 12,032 | 6,563 | 44,394 | 34,998 | 59,001 | 33,430 | 20,882 | 124,093 | 69,802 | 42,443 | 34,510 | 26,209 | 4,244 |
| **SANTA CRUZ** | 1991 | 10,970 | 6,254 | 25,262 | 17,938 | 33,362 | 13,266 | 14,640 | 63,666 | 29,023 | 24,505 | 21,563 | 15,756 | 2,428 |
|  | 1987 | 8,993 | 5,359 | 22,164 | 16,013 | 28,841 | 11,238 | 13,320 | 55,214 | 24,586 | 22,295 | 18,104 | 13,348 | 2,209 |
| **SANTA ROSA - PETALUMA** | 1991 | 15,296 | 7,198 | 79,605 | 58,009 | 76,201 | 31,781 | 39,407 | 158,034 | 70,110 | 81,313 | 45,160 | 28,917 | 11,655 |
|  | 1987 | 11,688 | 5,563 | 64,225 | 46,938 | 60,810 | 23,055 | 33,651 | 126,175 | 50,860 | 69,435 | 34,502 | 20,977 | 9,953 |
| **STOCKTON** | 1991 | 13,550 | 10,155 | 57,053 | 43,561 | 73,938 | 33,062 | 36,006 | 137,706 | 56,204 | 73,263 | 43,434 | 28,531 | 9,252 |
|  | 1987 | 10,025 | 7,204 | 43,276 | 32,380 | 58,341 | 24,284 | 30,017 | 109,583 | 41,282 | 61,076 | 33,001 | 20,956 | 7,713 |
| **VALLEJO - FAIRFIELD - NAPA** | 1991 | 12,723 | 8,764 | 55,805 | 42,260 | 64,232 | 19,938 | 40,512 | 135,665 | 49,989 | 77,341 | 38,132 | 24,160 | 11,334 |
|  | 1987 | 9,180 | 6,008 | 41,396 | 30,564 | 50,494 | 14,657 | 32,709 | 106,122 | 36,749 | 62,443 | 28,923 | 17,761 | 9,150 |
| **VISALIA - TULARE - PORTERVILLE** | 1991 | 9,550 | 3,569 | 30,446 | 23,204 | 38,784 | 15,517 | 17,896 | 71,431 | 29,459 | 34,165 | 21,600 | 15,329 | 3,505 |
|  | 1987 | 7,190 | 2,507 | 23,358 | 17,130 | 33,887 | 13,227 | 16,331 | 62,872 | 25,111 | 31,177 | 18,422 | 13,066 | 3,198 |
| **YUBA CITY** | 1991 | 4,116 | 2,169 | 13,417 | 9,554 | 14,286 | 4,544 | 7,920 | 26,471 | 9,236 | 13,875 | 6,893 | 3,820 | 1,928 |
|  | 1987 | 3,144 | 1,511 | 10,580 | 6,942 | 13,661 | 4,155 | 7,891 | 25,194 | 8,446 | 13,825 | 6,351 | 3,494 | 1,921 |
| **NONMETRO PORTION OF STATE** | 1991 | 21,090 | 14,719 | 99,526 | 77,957 | 130,573 | 70,682 | 36,812 | 225,732 | 127,612 | 71,007 | 77,967 | 56,928 | 7,362 |
|  | 1987 | 16,117 | 10,804 | 77,972 | 60,251 | 109,543 | 58,962 | 31,520 | 190,800 | 106,454 | 60,515 | 64,447 | 47,490 | 6,265 |
| **TOTAL STATE** | 1991 | 1,657,763 | 986,509 | 4,611,842 | 3,453,765 | 6,197,159 | 3,144,237 | 2,472,420 | 12,193,996 | 6,375,525 | 4,916,597 | 3,646,958 | 2,635,106 | 650,247 |
|  | 1987 | 1,323,726 | 768,964 | 3,806,122 | 2,795,255 | 5,208,616 | 2,445,089 | 2,274,601 | 10,269,159 | 4,958,689 | 4,505,529 | 2,935,530 | 2,048,620 | 596,633 |
| **COLORADO** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **BOULDER - LONGMONT** | 1991 | 6,804 | 4,626 | 25,576 | 15,826 | 54,276 | 23,936 | 23,304 | 110,508 | 43,087 | 44,605 | 30,670 | 21,027 | 5,643 |
|  | 1987 | 5,398 | 3,703 | 20,625 | 13,146 | 40,502 | 16,850 | 18,198 | 82,666 | 30,331 | 34,832 | 22,253 | 14,802 | 4,407 |
| **COLORADO SPRINGS** | 1991 | 12,636 | 9,225 | 64,968 | 47,301 | 75,047 | 25,142 | 39,274 | 165,965 | 76,787 | 67,326 | 43,481 | 29,491 | 8,267 |
|  | 1987 | 10,258 | 7,466 | 54,311 | 40,042 | 59,975 | 19,179 | 31,860 | 131,479 | 58,574 | 54,617 | 33,818 | 22,496 | 6,707 |
| **DENVER** | 1991 | 61,868 | 42,912 | 333,862 | 248,090 | 411,292 | 152,698 | 209,858 | 834,782 | 331,502 | 409,664 | 215,924 | 144,215 | 45,106 |
|  | 1987 | 49,364 | 34,225 | 273,742 | 205,196 | 327,387 | 119,956 | 164,224 | 664,061 | 260,417 | 321,069 | 170,248 | 113,291 | 35,346 |
| *DENVER - BOULDER CONSOLIDATED AREA* | *1991* | *68,672* | *47,538* | *359,438* | *263,916* | *465,568* | *176,634* | *233,162* | *945,290* | *374,589* | *454,269* | *246,594* | *165,242* | *50,749* |
|  | *1987* | *54,762* | *37,928* | *294,367* | *218,342* | *367,889* | *136,806* | *182,422* | *746,727* | *290,748* | *355,901* | *192,501* | *128,093* | *39,753* |
| **FORT COLLINS - LOVELAND** | 1991 | 5,385 | 3,904 | 28,007 | 20,677 | 30,195 | 9,463 | 15,421 | 63,755 | 25,608 | 27,904 | 19,338 | 13,613 | 2,815 |
|  | 1987 | 4,082 | 2,944 | 21,912 | 16,396 | 22,912 | 7,467 | 11,390 | 48,632 | 20,205 | 20,611 | 15,002 | 10,741 | 2,079 |
| **GREELEY** | 1991 | 2,486 | 1,456 | 9,575 | 6,835 | 17,322 | 2,720 | 8,828 | 38,538 | 10,028 | 16,649 | 9,037 | 4,800 | 2,247 |
|  | 1987 | 2,201 | 1,363 | 8,886 | 6,670 | 14,289 | 2,492 | 7,035 | 32,297 | 9,188 | 13,268 | 7,865 | 4,398 | 1,790 |
| **PUEBLO** | 1991 | 3,037 | 2,352 | 14,826 | 10,440 | 20,441 | 5,380 | 12,449 | 39,367 | 10,585 | 24,795 | 12,856 | 8,692 | 3,008 |
|  | 1987 | 2,593 | 2,029 | 12,996 | 9,399 | 17,178 | 4,763 | 10,147 | 33,097 | 9,371 | 20,210 | 11,136 | 7,695 | 2,452 |
| **NONMETRO PORTION OF STATE** | 1991 | 6,343 | 3,315 | 38,084 | 32,519 | 93,771 | 49,492 | 22,740 | 172,540 | 106,056 | 38,189 | 44,724 | 30,495 | 5,880 |
|  | 1987 | 5,626 | 3,118 | 35,577 | 31,018 | 75,177 | 39,172 | 17,986 | 137,855 | 83,944 | 30,014 | 35,734 | 24,141 | 4,604 |
| **TOTAL STATE** | 1991 | 98,359 | 67,790 | 514,898 | 381,688 | 702,344 | 268,831 | 331,874 | 1,425,455 | 603,653 | 629,132 | 376,030 | 252,333 | 72,966 |
|  | 1987 | 79,522 | 54,848 | 428,049 | 321,867 | 557,420 | 209,879 | 260,840 | 1,130,087 | 472,030 | 494,621 | 296,056 | 197,564 | 57,385 |
| **CONNECTICUT** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **BRIDGEPORT - STAMFORD - NORWALK - DANBURY** | 1991 | 30,231 | 14,826 | 160,943 | 120,492 | 214,444 | 115,421 | 76,900 | 448,829 | 258,487 | 156,828 | 116,699 | 88,748 | 15,743 |
|  | 1987 | 30,300 | 14,417 | 165,972 | 122,592 | 235,886 | 127,470 | 86,369 | 494,380 | 285,469 | 176,138 | 127,074 | 98,013 | 17,682 |

# 1991 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1991<br>U.S. CENSUS 1987 | | Merchandise Line Sales | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Groceries & Other Foods | | Drugs & Health & Beauty Aids | | | Major Household Appliances | | | TVs, Video Recorders & Tapes | | | Audio Equipment, Musical Instruments & Supplies | |
| METRO AREA | Year | In All Stores ($000) | In Food Stores ($000) | In All Stores ($000) | In Drug-stores ($000) | In Food Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) |
| **CONNECTICUT (continued)** | | | | | | | | | | | | | | |
| **HARTFORD - NEW BRITAIN - MIDDLETOWN - BRISTOL** | 1991 | **1,345,793** | **1,278,666** | **407,303** | **274,211** | **74,654** | **105,539** | **60,167** | **26,128** | **76,633** | **44,387** | **21,517** | **103,420** | **78,486** |
| | 1987 | 1,223,822 | 1,157,357 | 366,126 | 241,135 | 67,573 | 106,557 | 61,493 | 25,533 | 77,315 | 45,364 | 21,027 | 101,872 | 77,119 |
| **NEW HAVEN - WATERBURY - MERIDEN** | 1991 | **1,129,920** | **1,081,271** | **264,099** | **162,436** | **63,129** | **67,025** | **36,964** | **18,995** | **48,696** | **27,268** | **15,643** | **62,893** | **46,355** |
| | 1987 | 958,302 | 912,443 | 233,016 | 139,630 | 53,273 | 71,178 | 39,709 | 20,283 | 51,880 | 29,293 | 16,704 | 67,211 | 49,798 |
| **NEW LONDON - NORWICH** | 1991 | **306,212** | **293,054** | **70,594** | **40,916** | **17,110** | **18,863** | **9,071** | **6,487** | **13,730** | **6,692** | **5,342** | **16,749** | **11,376** |
| | 1987 | 282,523 | 269,120 | 65,775 | 38,239 | 15,713 | 20,106 | 10,688 | 5,907 | 14,532 | 7,885 | 4,865 | 18,516 | 13,404 |
| **NONMETRO PORTION OF STATE** | 1991 | **342,698** | **323,596** | **85,158** | **55,766** | **18,841** | **16,707** | **8,421** | **2,549** | **6,720** | **2,668** | **2,714** | **12,321** | **7,740** |
| | 1987 | 306,937 | 289,780 | 74,548 | 47,870 | 16,873 | 17,047 | 9,101 | 2,277 | 6,656 | 2,884 | 2,428 | 12,615 | 8,204 |
| **TOTAL STATE** | 1991 | **4,395,857** | **4,186,210** | **1,130,773** | **714,211** | **244,355** | **293,972** | **161,289** | **74,746** | **206,976** | **115,441** | **62,169** | **275,349** | **202,482** |
| | 1987 | 3,898,043 | 3,695,108 | 1,010,305 | 620,891 | 215,694 | 303,583 | 168,471 | 77,122 | 214,032 | 120,452 | 64,066 | 282,370 | 208,070 |
| **DELAWARE** | | | | | | | | | | | | | | |
| **WILMINGTON** | 1991 | **726,838** | **683,638** | **215,176** | **147,039** | **39,746** | **49,095** | **17,568** | **21,751** | **43,840** | **17,568** | **18,569** | **65,440** | **49,994** |
| | 1987 | 619,646 | 585,237 | 164,209 | 105,896 | 34,025 | 42,669 | 15,991 | 18,838 | 38,383 | 15,991 | 16,082 | 56,784 | 43,691 |
| **NONMETRO PORTION OF STATE** | 1991 | **283,519** | **263,600** | **90,572** | **58,657** | **13,950** | **30,019** | **8,961** | **9,339** | **13,121** | **2,924** | **8,911** | **18,054** | **11,228** |
| | 1987 | 224,874 | 209,809 | 61,213 | 37,662 | 11,103 | 22,336 | 6,813 | 6,360 | 9,276 | 2,223 | 6,063 | 13,112 | 8,320 |
| **TOTAL STATE** | 1991 | **893,852** | **838,976** | **274,552** | **183,183** | **47,401** | **74,394** | **24,781** | **29,976** | **53,201** | **18,744** | **26,528** | **77,537** | **56,448** |
| | 1987 | 740,982 | 698,257 | 201,325 | 127,080 | 39,501 | 60,922 | 21,276 | 24,290 | 44,425 | 16,686 | 21,369 | 64,718 | 47,838 |
| **DISTRICT OF COLUMBIA** | | | | | | | | | | | | | | |
| **WASHINGTON** | 1991 | **4,703,958** | **4,407,455** | **1,680,538** | **921,604** | **550,175** | **300,037** | **105,351** | **127,810** | **343,094** | **230,958** | **68,526** | **461,829** | **363,059** |
| | 1987 | 4,107,267 | 3,863,206 | 1,398,339 | 740,268 | 482,246 | 259,584 | 93,440 | 110,137 | 300,754 | 204,847 | 59,060 | 391,388 | 310,865 |
| **TOTAL STATE** | 1991 | **486,045** | **444,820** | **250,798** | **171,898** | **55,527** | **29,952** | **10,069** | **12,231** | **33,277** | **22,074** | **6,542** | **49,486** | **35,217** |
| | 1987 | 477,413 | 440,490 | 218,925 | 142,204 | 54,987 | 28,923 | 10,402 | 11,704 | 33,285 | 22,805 | 6,260 | 47,312 | 34,607 |
| **FLORIDA** | | | | | | | | | | | | | | |
| **BRADENTON** | 1991 | **288,696** | **273,268** | **79,828** | **45,704** | **21,623** | **18,743** | **10,522** | **5,936** | **13,453** | **7,443** | **4,301** | **15,913** | **11,036** |
| | 1987 | 224,196 | 212,519 | 56,752 | 30,496 | 16,816 | 14,793 | 8,434 | 4,451 | 10,518 | 5,966 | 3,225 | 12,555 | 8,846 |
| **DAYTONA BEACH** | 1991 | **511,797** | **481,147** | **150,607** | **88,565** | **33,845** | **37,437** | **16,540** | **11,451** | **24,580** | **11,698** | **9,543** | **27,919** | **17,347** |
| | 1987 | 414,250 | 390,920 | 109,756 | 60,985 | 27,499 | 29,721 | 14,033 | 8,558 | 19,597 | 9,926 | 7,132 | 22,643 | 14,718 |
| **FORT LAUDERDALE - HOLLYWOOD - POMPANO BEACH** | 1991 | **1,847,718** | **1,735,059** | **665,286** | **366,857** | **131,338** | **150,417** | **94,148** | **39,659** | **85,010** | **41,916** | **24,405** | **105,831** | **73,177** |
| | 1987 | 1,460,122 | 1,373,208 | 475,166 | 248,493 | 103,948 | 129,102 | 85,210 | 30,813 | 71,774 | 37,936 | 18,962 | 87,411 | 61,865 |
| **FORT MYERS - CAPE CORAL** | 1991 | **496,914** | **449,580** | **129,191** | **70,295** | **31,238** | **37,205** | **19,353** | **12,368** | **30,920** | **17,416** | **9,963** | **23,741** | **14,614** |
| | 1987 | 398,681 | 362,647 | 95,098 | 49,389 | 25,198 | 28,904 | 15,246 | 9,226 | 23,855 | 13,721 | 7,432 | 17,553 | 10,672 |
| **FORT PIERCE** | 1991 | **335,903** | **316,099** | **91,388** | **61,352** | **20,296** | **28,632** | **15,891** | **7,057** | **18,024** | **11,240** | **4,413** | **20,742** | **16,667** |
| | 1987 | 269,333 | 258,770 | 63,304 | 39,635 | 16,294 | 23,223 | 13,534 | 5,226 | 14,649 | 9,573 | 3,267 | 17,225 | 14,195 |
| **FORT WALTON BEACH** | 1991 | **168,093** | **152,773** | **59,937** | **35,029** | **9,058** | **18,070** | **7,877** | **5,372** | **10,478** | **5,571** | **4,183** | **12,249** | **8,702** |
| | 1987 | 131,477 | 119,937 | 40,163 | 21,304 | 7,112 | 13,918 | 6,342 | 4,017 | 8,137 | 4,486 | 3,128 | 9,263 | 6,651 |
| **GAINESVILLE** | 1991 | **261,530** | **244,300** | **69,631** | **33,194** | **18,464** | **19,926** | **7,388** | **7,877** | **14,935** | **7,667** | **4,994** | **22,229** | **15,649** |
| | 1987 | 220,026 | 206,566 | 52,584 | 23,338 | 15,612 | 16,198 | 6,438 | 5,883 | 12,187 | 6,681 | 3,730 | 18,108 | 13,117 |
| **JACKSONVILLE** | 1991 | **1,068,533** | **983,664** | **358,105** | **230,720** | **72,759** | **89,360** | **42,127** | **22,915** | **81,676** | **56,972** | **9,255** | **86,380** | **64,948** |
| | 1987 | 829,386 | 766,376 | 257,429 | 155,010 | 56,688 | 70,414 | 32,767 | 19,174 | 63,789 | 44,314 | 7,744 | 65,405 | 48,682 |
| **LAKELAND - WINTER HAVEN** | 1991 | **513,518** | **474,883** | **149,054** | **96,119** | **26,382** | **33,174** | **20,478** | **8,300** | **29,160** | **14,033** | **9,684** | **25,408** | **16,258** |
| | 1987 | 408,933 | 380,775 | 107,652 | 64,694 | 21,154 | 25,466 | 15,129 | 6,833 | 22,518 | 10,368 | 7,972 | 19,024 | 11,744 |
| **MELBOURNE - TITUSVILLE - PALM BAY** | 1991 | **480,830** | **441,502** | **112,722** | **55,621** | **29,356** | **41,880** | **18,799** | **18,088** | **29,815** | **17,002** | **10,616** | **30,741** | **21,103** |
| | 1987 | 390,390 | 359,809 | 92,492 | 47,213 | 23,924 | 33,938 | 16,072 | 13,901 | 24,471 | 14,536 | 8,159 | 24,799 | 17,254 |

# 1991 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1991
U.S. CENSUS: 1987

| METRO AREA | Year | Merchandise Line Sales: Home Computers & Calculators: In All Stores ($000) | Home Computers & Calculators: In Radio/TV Stores ($000) | Furniture & Sleep Equipment: In All Stores ($000) | Furniture & Sleep Equipment: In FHA Stores ($000) | Men's & Boys' Clothing: In All Stores ($000) | Men's & Boys' Clothing: In Apparel Stores ($000) | Men's & Boys' Clothing: In Department Stores ($000) | Women's & Girls' Clothing: In All Stores ($000) | Women's & Girls' Clothing: In Apparel Stores ($000) | Women's & Girls' Clothing: In Department Stores ($000) | Footwear: In All Stores ($000) | Footwear: In Apparel Stores ($000) | Footwear: In Department Stores ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **CONNECTICUT (continued)** | | | | | | | | | | | | | | |
| **HARTFORD - NEW BRITAIN - MIDDLETOWN - BRISTOL** | 1991 | 42,729 | 25,238 | 203,966 | 155,352 | 235,535 | 109,954 | 96,966 | 488,988 | 246,242 | 197,629 | 115,787 | 84,545 | 19,960 |
| | 1987 | 41,886 | 24,605 | 206,937 | 158,773 | 239,784 | 116,132 | 94,613 | 498,574 | 260,077 | 192,803 | 120,115 | 89,295 | 19,525 |
| **NEW HAVEN - WATERBURY - MERIDEN** | 1991 | 23,094 | 11,182 | 127,858 | 95,437 | 161,270 | 78,328 | 70,954 | 336,114 | 175,416 | 144,703 | 80,810 | 60,227 | 14,525 |
| | 1987 | 23,687 | 11,388 | 136,681 | 102,526 | 172,562 | 84,509 | 75,764 | 359,898 | 189,258 | 154,512 | 86,440 | 64,980 | 15,511 |
| **NEW LONDON - NORWICH** | 1991 | 6,487 | 2,703 | 34,125 | 23,422 | 50,636 | 22,832 | 24,232 | 105,097 | 51,130 | 49,419 | 24,274 | 17,555 | 4,960 |
| | 1987 | 6,675 | 3,017 | 37,702 | 27,597 | 49,956 | 24,124 | 22,065 | 103,815 | 54,025 | 44,999 | 24,882 | 18,549 | 4,517 |
| **NONMETRO PORTION OF STATE** | 1991 | 3,682 | 1,340 | 26,630 | 22,296 | 29,428 | 11,972 | 12,317 | 54,800 | 26,378 | 21,251 | 17,134 | 13,634 | 2,240 |
| | 1987 | 3,574 | 1,374 | 28,163 | 24,098 | 29,521 | 13,319 | 11,016 | 55,341 | 29,289 | 18,973 | 18,419 | 15,168 | 2,001 |
| **TOTAL STATE** | 1991 | 106,223 | 55,289 | 553,522 | 416,999 | 691,313 | 338,507 | 231,369 | 1,433,828 | 757,603 | 569,830 | 354,704 | 264,709 | 57,448 |
| | 1987 | 106,122 | 54,801 | 575,455 | 435,586 | 727,709 | 365,554 | 289,827 | 1,512,008 | 818,118 | 587,425 | 376,930 | 286,005 | 59,236 |
| **DELAWARE** | | | | | | | | | | | | | | |
| **WILMINGTON** | 1991 | 14,970 | 7,966 | 123,676 | 89,566 | 122,464 | 43,989 | 69,502 | 257,496 | 91,347 | 150,146 | 66,290 | 43,989 | 18,040 |
| | 1987 | 12,665 | 6,939 | 110,441 | 81,525 | 105,723 | 37,965 | 60,192 | 222,531 | 78,836 | 130,033 | 56,882 | 37,965 | 15,623 |
| **NONMETRO PORTION OF STATE** | 1991 | 6,054 | 2,174 | 56,345 | 44,529 | 66,417 | 26,293 | 33,911 | 110,339 | 51,114 | 50,862 | 30,303 | 16,482 | 9,903 |
| | 1987 | 4,386 | 1,514 | 42,267 | 33,852 | 48,443 | 20,767 | 23,075 | 81,330 | 40,372 | 34,619 | 22,639 | 13,018 | 6,738 |
| **TOTAL STATE** | 1991 | 19,623 | 9,875 | 160,095 | 125,188 | 178,785 | 66,094 | 99,852 | 346,742 | 133,765 | 193,315 | 90,627 | 56,283 | 27,018 |
| | 1987 | 15,842 | 8,242 | 142,324 | 107,591 | 145,208 | 54,720 | 80,364 | 285,154 | 110,878 | 158,381 | 74,017 | 46,971 | 21,607 |
| **DISTRICT OF COLUMBIA** | | | | | | | | | | | | | | |
| **WASHINGTON** | 1991 | 177,915 | 134,363 | 779,877 | 563,221 | 997,620 | 495,036 | 415,255 | 2,013,287 | 993,919 | 852,630 | 520,764 | 364,564 | 109,123 |
| | 1987 | 151,667 | 115,260 | 684,445 | 499,541 | 875,325 | 445,755 | 356,527 | 1,767,702 | 894,969 | 732,334 | 459,265 | 328,271 | 93,776 |
| **TOTAL STATE** | 1991 | 17,241 | 12,996 | 75,622 | 53,827 | 135,356 | 86,082 | 37,944 | 271,647 | 172,833 | 78,531 | 80,725 | 63,393 | 11,093 |
| | 1987 | 16,745 | 12,885 | 76,022 | 55,611 | 131,661 | 84,926 | 36,309 | 264,498 | 170,510 | 75,145 | 78,537 | 62,542 | 10,615 |
| **FLORIDA** | | | | | | | | | | | | | | |
| **BRADENTON** | 1991 | 5,030 | 1,042 | 37,728 | 27,974 | 39,166 | 11,949 | 23,158 | 74,053 | 31,177 | 38,543 | 22,463 | 16,304 | 3,130 |
| | 1987 | 4,036 | 792 | 29,801 | 22,422 | 29,510 | 8,980 | 17,364 | 55,846 | 23,432 | 28,899 | 16,852 | 12,254 | 2,347 |
| **DAYTONA BEACH** | 1991 | 7,666 | 4,660 | 58,307 | 43,971 | 65,958 | 22,705 | 34,990 | 130,331 | 49,828 | 67,754 | 36,309 | 25,170 | 8,271 |
| | 1987 | 6,047 | 3,738 | 48,245 | 37,307 | 52,317 | 19,872 | 26,150 | 104,109 | 43,611 | 50,636 | 30,378 | 22,030 | 6,181 |
| **FORT LAUDERDALE - HOLLYWOOD - POMPANO BEACH** | 1991 | 26,304 | 15,236 | 307,650 | 232,793 | 291,948 | 126,564 | 146,433 | 645,297 | 343,260 | 263,378 | 188,590 | 143,184 | 28,473 |
| | 1987 | 21,582 | 13,036 | 268,839 | 210,690 | 230,080 | 101,237 | 113,772 | 509,616 | 274,568 | 204,631 | 149,146 | 114,531 | 22,122 |
| **FORT MYERS - CAPE CORAL** | 1991 | 9,026 | 6,093 | 108,360 | 86,225 | 74,929 | 25,570 | 41,573 | 183,345 | 91,020 | 83,832 | 46,643 | 31,051 | 12,036 |
| | 1987 | 6,732 | 4,530 | 84,734 | 67,929 | 54,851 | 18,058 | 31,010 | 133,451 | 64,279 | 62,532 | 33,472 | 21,928 | 8,970 |
| **FORT PIERCE** | 1991 | 7,551 | 1,906 | 54,040 | 42,248 | 37,143 | 13,111 | 20,821 | 88,126 | 42,617 | 37,231 | 21,044 | 16,086 | 3,352 |
| | 1987 | 5,973 | 1,521 | 45,006 | 35,983 | 28,426 | 10,388 | 15,418 | 68,058 | 33,763 | 27,569 | 16,443 | 12,744 | 2,482 |
| **FORT WALTON BEACH** | 1991 | 5,470 | 3,863 | 27,976 | 20,940 | 30,780 | 7,822 | 20,431 | 66,170 | 24,865 | 37,001 | 16,189 | 9,264 | 5,147 |
| | 1987 | 4,140 | 2,951 | 22,122 | 16,860 | 23,198 | 6,016 | 15,277 | 50,044 | 19,124 | 27,667 | 12,260 | 7,125 | 3,849 |
| **GAINESVILLE** | 1991 | 5,985 | 3,233 | 24,253 | 17,424 | 40,958 | 10,583 | 25,744 | 82,202 | 32,055 | 45,725 | 23,140 | 16,797 | 3,458 |
| | 1987 | 4,807 | 2,707 | 20,470 | 15,183 | 31,704 | 8,747 | 19,226 | 64,435 | 26,493 | 34,148 | 18,631 | 13,882 | 2,583 |
| **JACKSONVILLE** | 1991 | 26,710 | 17,448 | 164,475 | 125,179 | 158,118 | 54,800 | 75,346 | 384,054 | 160,299 | 138,212 | 95,046 | 68,280 | 14,098 |
| | 1987 | 20,384 | 13,049 | 129,121 | 97,366 | 131,763 | 45,867 | 63,189 | 316,194 | 134,168 | 115,904 | 78,213 | 57,150 | 11,816 |
| **LAKELAND - WINTER HAVEN** | 1991 | 8,850 | 3,747 | 56,299 | 41,958 | 54,814 | 21,083 | 29,879 | 116,539 | 49,000 | 58,100 | 29,392 | 19,815 | 6,916 |
| | 1987 | 6,583 | 2,618 | 42,570 | 30,999 | 46,071 | 18,144 | 24,598 | 97,835 | 42,168 | 47,830 | 24,751 | 17,052 | 5,694 |
| **MELBOURNE - TITUSVILLE - PALM BAY** | 1991 | 13,115 | 9,284 | 55,455 | 38,982 | 62,553 | 13,422 | 46,794 | 129,042 | 37,452 | 85,330 | 29,157 | 18,328 | 8,650 |
| | 1987 | 10,540 | 7,598 | 46,245 | 33,327 | 50,023 | 12,066 | 35,962 | 104,444 | 33,668 | 65,577 | 24,863 | 16,477 | 6,648 |

# 1991 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1991
U.S. CENSUS: 1987

Merchandise Line Sales

| METRO AREA | Year | Groceries & Other Foods | | Drugs & Health & Beauty Aids | | | Major Household Appliances | | | TVs, Video Recorders & Tapes | | | Audio Equipment, Musical Instruments & Supplies | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | In All Stores ($000) | In Food Stores ($000) | In All Stores ($000) | In Drug-stores ($000) | In Food Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) |
| **FLORIDA (continued)** | | | | | | | | | | | | | | |
| **MIAMI - HIALEAH** | 1991 | 2,219,669 | 2,094,828 | 954,061 | 620,766 | 152,743 | 214,424 | 75,598 | 62,789 | 153,698 | 90,718 | 39,425 | 206,352 | 159,194 |
| | 1987 | 1,888,661 | 1,786,176 | 713,881 | 431,188 | 130,242 | 181,630 | 67,085 | 53,872 | 133,281 | 80,501 | 33,826 | 173,874 | 134,958 |
| ***MIAMI - FORT LAUDERDALE CONSOLIDATED AREA*** | *1991* | *4,067,387* | *3,829,887* | *1,619,347* | *987,623* | *284,081* | *364,841* | *169,746* | *102,448* | *238,708* | *132,634* | *63,830* | *312,183* | *232,371* |
| | *1987* | *3,348,783* | *3,159,384* | *1,189,047* | *679,681* | *234,190* | *310,732* | *152,295* | *84,685* | *205,055* | *118,437* | *52,788* | *261,285* | *196,823* |
| **NAPLES** | 1991 | 257,691 | 244,098 | 69,256 | 39,174 | 18,670 | 23,642 | 13,040 | 4,820 | 12,449 | 7,912 | 2,892 | 10,560 | 7,450 |
| | 1987 | 188,306 | 177,792 | 48,865 | 26,561 | 13,599 | 17,872 | 9,913 | 3,938 | 9,527 | 6,015 | 2,363 | 7,733 | 5,458 |
| **OCALA** | 1991 | 247,622 | 229,643 | 86,727 | 60,179 | 15,038 | 20,221 | 10,374 | 6,072 | 12,098 | 6,175 | 3,947 | 11,691 | 7,254 |
| | 1987 | 197,980 | 183,587 | 57,289 | 36,088 | 12,022 | 17,524 | 9,726 | 4,825 | 10,436 | 5,789 | 3,136 | 9,732 | 6,310 |
| **ORLANDO** | 1991 | 1,404,015 | 1,255,153 | 404,955 | 183,409 | 104,288 | 162,370 | 57,473 | 44,757 | 81,841 | 32,505 | 28,314 | 110,456 | 70,259 |
| | 1987 | 1,091,004 | 978,201 | 289,541 | 123,946 | 81,279 | 123,361 | 48,460 | 33,737 | 64,045 | 27,408 | 21,343 | 86,128 | 56,801 |
| **PANAMA CITY** | 1991 | 196,094 | 185,829 | 61,315 | 32,878 | 13,496 | 12,963 | 4,283 | 5,627 | 9,108 | 3,879 | 4,112 | 10,566 | 6,818 |
| | 1987 | 153,210 | 145,427 | 44,740 | 23,213 | 10,562 | 10,287 | 3,765 | 4,047 | 7,238 | 3,410 | 2,957 | 8,430 | 5,669 |
| **PENSACOLA** | 1991 | 365,234 | 327,755 | 121,291 | 62,373 | 32,967 | 50,471 | 25,362 | 11,977 | 20,740 | 9,935 | 6,406 | 21,217 | 14,862 |
| | 1987 | 302,732 | 275,045 | 95,599 | 46,606 | 27,665 | 43,291 | 22,156 | 10,000 | 17,542 | 8,678 | 5,349 | 17,334 | 12,252 |
| **SARASOTA** | 1991 | 417,105 | 389,327 | 125,722 | 83,561 | 21,855 | 43,127 | 26,777 | 9,519 | 29,681 | 18,940 | 6,842 | 35,455 | 28,082 |
| | 1987 | 342,325 | 320,985 | 91,169 | 57,060 | 18,019 | 34,746 | 21,887 | 7,574 | 23,990 | 15,481 | 5,444 | 28,733 | 22,954 |
| **TALLAHASSEE** | 1991 | 269,075 | 254,743 | 82,306 | 41,318 | 22,803 | 25,528 | 10,999 | 8,999 | 15,926 | 7,780 | 4,713 | 18,228 | 12,037 |
| | 1987 | 214,239 | 203,603 | 59,053 | 26,709 | 18,225 | 21,055 | 9,825 | 7,003 | 13,261 | 6,950 | 3,668 | 15,049 | 10,304 |
| **TAMPA - ST. PETERSBURG - CLEARWATER** | 1991 | 2,705,398 | 2,456,596 | 851,522 | 443,744 | 173,324 | 268,745 | 125,395 | 68,772 | 186,778 | 82,727 | 48,643 | 231,953 | 148,702 |
| | 1987 | 2,318,587 | 2,120,938 | 619,455 | 296,686 | 149,645 | 215,587 | 105,664 | 55,209 | 148,519 | 69,710 | 39,050 | 181,178 | 120,340 |
| **WEST PALM BEACH - BOCA RATON - DELRAY BEACH** | 1991 | 1,227,475 | 1,131,650 | 411,875 | 253,141 | 83,034 | 84,090 | 45,177 | 25,936 | 59,834 | 28,971 | 18,760 | 69,924 | 48,613 |
| | 1987 | 1,021,025 | 949,531 | 289,083 | 164,448 | 69,690 | 68,565 | 40,093 | 18,743 | 48,314 | 25,712 | 13,557 | 58,766 | 43,143 |
| **NONMETRO PORTION OF STATE** | 1991 | 1,571,518 | 1,457,161 | 383,171 | 229,824 | 91,321 | 89,280 | 49,962 | 15,157 | 42,541 | 20,970 | 14,156 | 46,317 | 27,781 |
| | 1987 | 1,243,286 | 1,157,674 | 281,795 | 163,821 | 72,552 | 71,423 | 41,874 | 10,793 | 33,366 | 17,581 | 10,049 | 36,324 | 22,672 |
| **TOTAL STATE** | 1991 | 16,854,428 | 15,579,058 | 5,417,950 | 3,133,823 | 1,123,918 | 1,469,705 | 697,563 | 403,448 | 962,745 | 501,470 | 269,567 | 1,143,872 | 790,553 |
| | 1987 | 13,708,149 | 12,725,486 | 3,940,866 | 2,136,883 | 917,745 | 1,191,018 | 593,653 | 317,823 | 781,014 | 424,742 | 211,493 | 917,267 | 648,605 |
| **GEORGIA** | | | | | | | | | | | | | | |
| **ALBANY** | 1991 | 160,872 | 130,827 | 36,756 | 18,632 | 7,810 | 12,331 | 5,329 | 4,358 | 7,491 | 4,392 | 2,333 | 8,893 | 6,869 |
| | 1987 | 146,125 | 121,856 | 29,500 | 13,207 | 7,274 | 11,161 | 4,946 | 3,806 | 6,821 | 4,078 | 2,037 | 8,126 | 6,377 |
| **ATHENS** | 1991 | 163,004 | 139,268 | 51,059 | 31,220 | 10,235 | 14,425 | 7,086 | 4,149 | 8,488 | 4,396 | 2,669 | 12,229 | 9,567 |
| | 1987 | 141,282 | 123,658 | 41,635 | 24,675 | 9,088 | 12,877 | 6,604 | 3,448 | 7,530 | 4,096 | 2,218 | 10,893 | 8,652 |
| **ATLANTA** | 1991 | 3,396,850 | 3,080,066 | 1,090,809 | 630,070 | 235,984 | 303,832 | 141,897 | 84,214 | 232,166 | 115,046 | 71,453 | 305,640 | 223,563 |
| | 1987 | 2,945,003 | 2,672,688 | 851,071 | 455,112 | 204,778 | 264,180 | 126,779 | 72,418 | 202,178 | 102,792 | 61,446 | 263,059 | 195,305 |
| **AUGUSTA** | 1991 | 473,791 | 428,773 | 144,450 | 86,013 | 28,039 | 37,285 | 15,323 | 14,689 | 28,293 | 12,903 | 10,825 | 31,416 | 20,788 |
| | 1987 | 383,748 | 348,687 | 111,867 | 66,224 | 22,802 | 30,708 | 13,808 | 10,900 | 23,397 | 11,628 | 8,033 | 26,212 | 18,048 |
| **COLUMBUS** | 1991 | 285,973 | 259,754 | 76,402 | 47,296 | 9,942 | 22,035 | 6,622 | 10,185 | 16,664 | 8,674 | 5,078 | 19,852 | 14,216 |
| | 1987 | 246,742 | 224,694 | 58,634 | 34,050 | 8,599 | 19,452 | 6,491 | 8,432 | 15,253 | 8,501 | 4,205 | 18,022 | 13,292 |
| **MACON - WARNER ROBINS** | 1991 | 298,027 | 273,053 | 99,751 | 63,771 | 18,430 | 28,322 | 7,197 | 11,985 | 16,877 | 8,288 | 6,241 | 19,137 | 13,072 |
| | 1987 | 265,516 | 244,612 | 75,936 | 44,092 | 16,510 | 24,936 | 7,134 | 10,511 | 15,767 | 8,217 | 5,474 | 17,616 | 12,461 |
| **SAVANNAH** | 1991 | 301,749 | 275,715 | 105,121 | 60,716 | 21,265 | 25,350 | 11,721 | 7,709 | 20,878 | 9,665 | 5,726 | 24,718 | 15,840 |
| | 1987 | 253,406 | 233,273 | 77,806 | 41,278 | 17,992 | 21,509 | 10,321 | 6,159 | 17,589 | 8,510 | 4,575 | 20,462 | 13,308 |
| **NONMETRO PORTION OF STATE** | 1991 | 2,508,264 | 2,300,969 | 737,501 | 509,615 | 135,167 | 170,960 | 72,507 | 33,996 | 103,680 | 52,331 | 26,224 | 79,720 | 44,396 |
| | 1987 | 2,159,874 | 1,988,953 | 565,769 | 372,511 | 116,839 | 149,219 | 66,228 | 27,462 | 90,733 | 47,803 | 21,185 | 68,510 | 39,333 |
| **TOTAL STATE** | 1991 | 7,511,080 | 6,811,206 | 2,316,907 | 1,432,194 | 460,350 | 612,084 | 267,788 | 168,539 | 432,017 | 215,890 | 128,388 | 498,955 | 347,014 |
| | 1987 | 6,505,104 | 5,921,513 | 1,794,929 | 1,039,647 | 400,020 | 532,684 | 242,549 | 141,363 | 377,817 | 195,934 | 107,778 | 430,931 | 305,691 |

# 1991 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1991
U.S. CENSUS 1987

Merchandise Line Sales

| METRO AREA | Year | Home Computers & Calculators | | Furniture & Sleep Equipment | | Men's & Boys' Clothing | | | Women's & Girls' Clothing | | | Footwear | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | In All Stores ($000) | In Radio/TV Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) |
| **FLORIDA (continued)** | | | | | | | | | | | | | | | | |
| **MIAMI - HIALEAH** | 1991 | **77,682** | **56,633** | **387,593** | **279,271** | **491,040** | **231,634** | **224,876** | **1,046,667** | **574,672** | **413,248** | **326,101** | **251,489** | **51,106** |
| | 1987 | 65,389 | 48,024 | 337,852 | 247,818 | 423,294 | 200,397 | 192,936 | 902,720 | 497,175 | 354,551 | 280,079 | 217,574 | 43,849 |
| ***MIAMI - FORT LAUDERDALE CONSOLIDATED AREA*** | *1991* | ***104,186*** | ***71,869*** | ***695,243*** | ***512,064*** | ***782,988*** | ***358,198*** | ***371,309*** | ***1,691,964*** | ***917,932*** | ***676,626*** | ***514,691*** | ***394,673*** | ***79,579*** |
| | *1987* | *86,971* | *61,060* | [illegible] | *458,508* | *653,374* | *301,634* | *306,708* | *1,412,336* | *771,743* | *559,182* | *429,225* | *332,105* | *65,971* |
| **NAPLES** | 1991 | **7,763** | **3,193** | **62,928** | **54,355** | **39,208** | **19,782** | **16,750** | **95,338** | **61,165** | **28,920** | **23,452** | **20,104** | **1,530** |
| | 1987 | 5,704 | 2,287 | 47,757 | 41,322 | 30,046 | 14,402 | 13,686 | 71,997 | 44,530 | 23,630 | 17,122 | 14,636 | 1,250 |
| **OCALA** | 1991 | **4,725** | **3,172** | **30,644** | **22,414** | **30,530** | **9,207** | **19,280** | **58,379** | **21,311** | **34,765** | **16,030** | **12,060** | **3,188** |
| | 1987 | 4,032 | 2,813 | 27,534 | 21,014 | 24,372 | 7,363 | 15,319 | 46,550 | 17,043 | 27,622 | 12,766 | 9,645 | 2,533 |
| **ORLANDO** | 1991 | [illegible] | **21,600** | **231,266** | **144,150** | **239,686** | **104,862** | **105,044** | **504,603** | **254,258** | **196,386** | **142,765** | **100,552** | **21,008** |
| | 1987 | 28,048 | 17,351 | 184,588 | 121,546 | 178,270 | 77,708 | 79,177 | 375,583 | 188,415 | 148,027 | 104,889 | 74,514 | 15,836 |
| **PANAMA CITY** | 1991 | **2,491** | **1,248** | **25,726** | **21,919** | **30,528** | **10,316** | **18,823** | **58,537** | **20,676** | **35,589** | **18,044** | **11,481** | **5,062** |
| | 1987 | 1,963 | 1,037 | 22,151 | 19,266 | 23,154 | 8,503 | 13,535 | 44,425 | 17,043 | 25,592 | 14,273 | 9,464 | 3,640 |
| **PENSACOLA** | 1991 | **7,346** | **5,106** | **41,189** | **28,283** | **57,033** | **17,395** | **35,375** | **120,397** | **45,628** | **68,243** | **29,802** | **17,647** | **8,913** |
| | 1987 | 6,073 | 4,229 | 35,529 | 24,708 | 49,576 | 16,393 | 29,535 | 105,731 | 43,000 | 56,977 | 26,585 | 16,630 | 7,442 |
| **SARASOTA** | 1991 | **12,529** | **5,138** | **93,073** | **71,187** | **65,087** | **23,348** | **35,698** | **166,484** | **75,293** | **80,024** | **40,644** | **27,809** | **9,221** |
| | 1987 | 9,940 | 3,953 | 74,985 | 58,186 | 51,325 | 18,193 | 28,402 | 131,166 | 58,669 | 63,667 | 31,678 | 21,669 | 7,337 |
| **TALLAHASSEE** | 1991 | **8,726** | **5,809** | **39,125** | **29,240** | **49,732** | **15,862** | **24,147** | **105,713** | **45,429** | **48,393** | **31,705** | **20,348** | **7,712** |
| | 1987 | 7,257 | 5,012 | 33,815 | 26,121 | 38,589 | 12,338 | 18,791 | 82,430 | 35,336 | 37,660 | 24,546 | 15,827 | 6,002 |
| **TAMPA - ST. PETERSBURG - CLEARWATER** | 1991 | **87,799** | **36,029** | **393,821** | **250,789** | **403,952** | **122,090** | **211,308** | **829,118** | **325,784** | **411,043** | **248,430** | **148,875** | **45,706** |
| | 1987 | 65,970 | 29,049 | 320,430 | 211,328 | 324,760 | 102,981 | 170,180 | 677,224 | 274,790 | 330,919 | 199,625 | 125,573 | 36,795 |
| **WEST PALM BEACH - BOCA RATON - DELRAY BEACH** | 1991 | **16,072** | **9,992** | **245,252** | **185,617** | **239,676** | **111,528** | **115,977** | **607,023** | **322,697** | **233,660** | **138,132** | **99,073** | **27,289** |
| | 1987 | 12,763 | 8,356 | 207,818 | 164,729 | 176,930 | 83,794 | 83,809 | 448,018 | 242,450 | 168,850 | 102,579 | 74,436 | 19,720 |
| **NONMETRO PORTION OF STATE** | 1991 | **12,839** | **7,902** | **109,931** | **91,359** | **111,455** | **42,700** | **53,544** | **252,647** | **112,508** | **106,352** | **64,585** | **39,828** | **15,240** |
| | 1987 | 9,972 | 6,281 | 90,198 | 76,570 | 86,038 | 35,794 | 38,115 | 196,754 | 94,306 | 75,706 | 51,435 | 33,384 | 10,821 |
| **TOTAL STATE** | 1991 | **390,545** | **222,334** | **2,555,091** | **1,856,278** | **2,614,294** | **1,016,333** | **1,325,991** | **5,743,965** | **2,720,994** | **2,511,729** | **1,587,663** | **1,113,545** | **289,496** |
| | 1987 | 307,935 | 180,932 | 2,119,810 | 1,580,674 | 2,084,297 | 827,241 | 1,045,451 | 4,586,630 | 2,208,031 | 1,978,594 | 1,270,586 | 908,525 | 227,917 |
| **GEORGIA** | | | | | | | | | | | | | | |
| **ALBANY** | 1991 | **2,593** | **756** | **18,386** | **15,186** | **23,738** | **6,657** | **16,189** | **52,511** | **16,126** | **33,374** | **14,798** | **8,274** | **5,354** |
| | 1987 | 2,298 | 662 | 16,868 | 14,098 | 21,475 | 6,526 | 14,138 | 47,597 | 15,808 | 29,145 | 13,772 | 8,110 | 4,676 |
| **ATHENS** | 1991 | **5,442** | **3,189** | **12,472** | **9,149** | **26,850** | **7,198** | **16,863** | **55,914** | **19,336** | **33,605** | **17,754** | **10,581** | **4,853** |
| | 1987 | 4,713 | 2,883 | 11,325 | 8,526 | 22,964 | 6,584 | 14,014 | 48,422 | 17,687 | 27,927 | 15,462 | 9,680 | 4,033 |
| **ATLANTA** | 1991 | **100,526** | **37,817** | **542,659** | **406,509** | **707,641** | **294,751** | **324,096** | **1,569,221** | **679,204** | **731,118** | **405,035** | **257,579** | **110,726** |
| | 87 | 82,542 | 31,808 | 475,020 | 363,202 | 592,093 | 242,343 | 279,137 | 1,316,513 | 558,441 | 629,649 | 335,116 | 211,783 | 95,389 |
| **AUGUSTA** | 1991 | **8,174** | **2,792** | **50,255** | **36,159** | **82,542** | **21,184** | **53,346** | **174,326** | **56,275** | **106,696** | **47,869** | **25,820** | **18,170** |
| | 1987 | 6,516 | 2,398 | 43,455 | 32,584 | 64,758 | 18,704 | 39,587 | 138,263 | 49,684 | 79,176 | 39,292 | 22,796 | 13,483 |
| **COLUMBUS** | 1991 | **4,760** | **1,877** | **39,948** | **29,093** | **47,145** | **18,922** | **25,276** | **104,051** | **50,748** | **48,851** | **28,042** | **21,122** | **5,471** |
| | 1987 | 4,167 | 1,755 | 37,543 | 28,517 | 39,043 | 15,483 | 20,925 | 86,066 | 41,524 | 40,443 | 23,015 | 17,283 | 4,529 |
| **MACON - WARNER ROBINS** | 1991 | **5,971** | **1,589** | **45,227** | **36,435** | **49,893** | **15,159** | **31,457** | **114,502** | **45,148** | **63,915** | **31,496** | **18,225** | **9,738** |
| | 1987 | 5,176 | 1,496 | 43,618 | 36,120 | 44,872 | 14,429 | 27,590 | 103,982 | 42,972 | 56,056 | 28,660 | 17,347 | 8,540 |
| **SAVANNAH** | 1991 | **6,623** | **3,096** | **43,556** | **33,417** | **46,386** | **16,251** | **27,121** | **112,129** | **54,171** | **52,751** | **30,691** | **20,735** | **7,488** |
| | 1987 | 5,416 | 2,585 | 37,641 | 29,423 | 39,456 | 15,159 | 21,690 | 97,296 | 50,530 | 42,182 | 27,251 | 19,340 | 5,983 |
| **NONMETRO PORTION OF STATE** | 1991 | **24,438** | **11,160** | **223,748** | **178,262** | **275,682** | **115,935** | **116,192** | **618,582** | **244,767** | **249,110** | **162,656** | **89,688** | **39,894** |
| | 1987 | 20,886 | 9,656 | 199,643 | 162,822 | 240,971 | 109,887 | 93,558 | 537,418 | 231,980 | 200,595 | 143,951 | 85,006 | 32,170 |
| **TOTAL STATE** | 1991 | **158,514** | **62,965** | **974,256** | **743,761** | **1,248,706** | **495,247** | **601,034** | **2,776,397** | **1,161,591** | **1,298,763** | **731,758** | **449,747** | **197,879** |
| | 1987 | 131,916 | 53,883 | 863,900 | 675,219 | 1,058,522 | 428,590 | 504,594 | 2,359,104 | 1,005,354 | 1,091,901 | 621,907 | 389,514 | 166,337 |

# 1991 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1991
U.S. CENSUS: 1987

| | | Merchandise Line Sales | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Groceries & Other Foods | | Drugs & Health & Beauty Aids | | | Major Household Appliances | | | TVs, Video Recorders & Tapes | | | Audio Equipment, Musical Instruments & Supplies | |
| METRO AREA | Year | In All Stores ($000) | In Food Stores ($000) | In All Stores ($000) | In Drug-stores ($000) | In Food Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) |
| **HAWAII** | | | | | | | | | | | | | | |
| **HONOLULU** | 1991 | **1,157,898** | **1,023,648** | **517,100** | **266,487** | **92,259** | **69,016** | **22,274** | **24,164** | **37,248** | **16,777** | **15,432** | **105,414** | **71,518** |
| | 1987 | 822,748 | 719,600 | 359,153 | 168,281 | 64,857 | 51,699 | 16,606 | 19,275 | 28,601 | 12,508 | 12,309 | 75,180 | 50,033 |
| **NONMETRO PORTION OF STATE** | 1991 | **531,591** | **508,367** | **144,580** | **90,066** | **43,312** | **30,339** | **14,996** | **4,728** | **14,807** | **10,196** | **2,775** | **20,665** | **12,756** |
| | 1987 | 397,913 | 380,815 | 94,639 | 52,992 | 32,446 | 22,618 | 9,719 | 4,722 | 10,89[illegible] | 6,608 | 2,772 | 13,829 | 7,852 |
| **TOTAL STATE** | 1991 | **1,689,489** | **1,532,015** | **661,680** | **356,553** | **135,571** | **99,355** | **37,270** | **28,892** | **52,055** | **26,973** | **18,207** | **126,079** | **84,274** |
| | 1987 | 1,220,661 | 1,100,415 | 453,792 | 221,273 | 97,303 | 74,317 | 26,325 | 23,997 | 39,498 | 19,116 | 15,081 | 89,009 | 57,885 |
| **IDAHO** | | | | | | | | | | | | | | |
| **BOISE** | 1991 | **290,954** | **261,131** | **65,081** | **13,597** | **38,901** | **18,722** | **8,627** | **5,421** | **12,511** | **5,145** | **3,281** | **20,093** | **12,057** |
| | 1987 | 203,549 | 180,687 | 46,463 | 10,328 | 26,917 | 15,127 | 7,779 | 3,920 | 9,936 | 4,639 | 2,373 | 16,201 | 10,349 |
| **NONMETRO PORTION OF STATE** | 1991 | **854,192** | **781,519** | **224,867** | **108,855** | **80,464** | **56,072** | **33,892** | **10,192** | **32,701** | **19,075** | **7,798** | **40,926** | **24,939** |
| | 1987 | 692,432 | 631,200 | 169,344 | 76,194 | 64,989 | 44,483 | 26,536 | 7,937 | 25,932 | 14,939 | 6,039 | 31,852 | 19,227 |
| **TOTAL STATE** | 1991 | **1,145,146** | **1,042,650** | **289,948** | **122,452** | **119,365** | **74,794** | **42,519** | **15,613** | **45,212** | **24,220** | **11,079** | **61,019** | **36,996** |
| | 1987 | 895,981 | 811,887 | 215,807 | 86,522 | 91,906 | 59,610 | 34,315 | 11,857 | 35,868 | 19,578 | 8,412 | 48,053 | 29,576 |
| **ILLINOIS** | | | | | | | | | | | | | | |
| **AURORA - ELGIN** | 1991 | **370,845** | **341,535** | **125,147** | **81,729** | **16,057** | **34,789** | **14,959** | **13,958** | **23,724** | **14,405** | **5,346** | **31,643** | **24,005** |
| | 1987 | 353,601 | 329,902 | 94,280 | 57,836 | 15,510 | 28,328 | 13,257 | 10,212 | 20,055 | 12,766 | 3,911 | 26,512 | 20,499 |
| **BLOOMINGTON - NORMAL** | 1991 | **145,489** | **133,398** | **48,965** | **30,942** | **8,871** | **11,425** | **4,047** | **5,028** | **8,270** | **1,548** | **3,556** | **17,522** | **10,071** |
| | 1987 | 115,262 | 105,897 | 34,073 | 20,055 | 7,042 | 9,065 | 3,478 | 3,776 | 6,425 | 1,331 | 2,671 | 13,893 | 8,244 |
| **CHAMPAIGN - URBANA - RANTOUL** | 1991 | **157,424** | **145,231** | **48,446** | **25,996** | **9,030** | **17,035** | **7,412** | **6,991** | **17,690** | **8,700** | **3,739** | **22,727** | **16,059** |
| | 1987 | 157,810 | 147,946 | 38,451 | 18,545 | 9,199 | 13,565 | 5,946 | 5,574 | 14,047 | 6,980 | 2,981 | 17,464 | 12,201 |
| **CHICAGO** | 1991 | **7,034,328** | **6,490,618** | **2,364,516** | **1,501,074** | **327,713** | **566,310** | **260,059** | **214,236** | **494,268** | **273,744** | **104,834** | **630,916** | **449,424** |
| | 1987 | 5,990,915 | 5,556,524 | 1,839,695 | 1,120,292 | 280,563 | 472,133 | 220,574 | 176,681 | 412,062 | 232,183 | 86,461 | 509,545 | 362,205 |
| ***CHICAGO - GARY - LAKE COUNTY CONSOLIDATED AREA*** | *1991* | ***9,137,425*** | ***8,413,169*** | ***3,014,221*** | ***1,945,382*** | ***419,492*** | ***794,371*** | ***358,249*** | ***285,998*** | ***649,035*** | ***362,754*** | ***138,228*** | ***782,773*** | ***558,542*** |
| | *1987* | *7,847,925* | *7,275,390* | *2,319,786* | *1,431,376* | *362,203* | *644,733* | *295,531* | *230,153* | *529,929* | *297,379* | *111,858* | *623,065* | *442,659* |
| **DAVENPORT - ROCK ISLAND - MOLINE** | 1991 | **427,437** | **388,634** | **139,040** | **87,292** | **19,459** | **28,808** | **12,922** | **10,016** | **26,299** | **17,079** | **7,075** | **25,659** | **18,351** |
| | 1987 | 352,857 | 323,364 | 104,517 | 63,437 | 16,191 | 25,058 | 12,706 | 7,563 | 23,878 | 16,793 | 5,344 | 23,255 | 17,566 |
| **DECATUR** | 1991 | **128,577** | **119,716** | **51,276** | **32,801** | **5,949** | **12,618** | **4,265** | **5,827** | **8,887** | **3,888** | **2,637** | **12,793** | **8,153** |
| | 1987 | 115,130 | 108,023 | 36,646 | 21,794 | 5,368 | 10,566 | 4,156 | 4,352 | 7,602 | 3,788 | 1,969 | 11,505 | 7,944 |
| **JOLIET** | 1991 | **328,096** | **294,577** | **112,195** | **83,115** | **12,729** | **32,468** | **17,291** | **9,253** | **21,606** | **12,868** | **5,641** | **20,283** | **15,080** |
| | 1987 | 296,032 | 271,504 | 79,050 | 55,455 | 11,732 | 23,915 | 12,664 | 6,600 | 15,855 | 9,425 | 4,024 | 14,903 | 11,045 |
| **KANKAKEE** | 1991 | **98,719** | **91,405** | **33,197** | **21,196** | **4,230** | **7,859** | **2,367** | **3,315** | **5,573** | **2,282** | **1,940** | **6,581** | **3,149** |
| | 1987 | 88,942 | 83,713 | 25,161 | 15,815 | 3,874 | 6,145 | 2,225 | 2,224 | 4,497 | 2,146 | 1,302 | 5,484 | 2,961 |
| **LAKE COUNTY** | 1991 | **618,825** | **565,321** | **190,540** | **127,406** | **32,383** | **103,146** | **41,023** | **25,981** | **69,079** | **49,288** | **8,799** | **67,763** | **51,438** |
| | 1987 | 508,071 | 468,703 | 131,701 | 83,603 | 26,850 | 71,083 | 27,040 | 17,574 | 46,561 | 32,488 | 5,952 | 44,116 | 32,488 |
| **PEORIA** | 1991 | **396,412** | **362,053** | **137,061** | **82,258** | **23,652** | **30,309** | **17,023** | **9,746** | **18,125** | **5,840** | **7,878** | **22,266** | **11,343** |
| | 1987 | 336,441 | 310,178 | 98,746 | 55,406 | 20,263 | 25,882 | 15,975 | 7,123 | 14,696 | 5,480 | 5,732 | 18,480 | 10,218 |
| **ROCKFORD** | 1991 | **337,262** | **307,323** | **102,082** | **49,230** | **12,479** | **34,680** | **18,137** | **10,560** | **23,200** | **14,993** | **5,007** | **26,762** | **16,337** |
| | 1987 | 298,180 | 277,313 | 72,101 | 32,672 | 11,261 | 26,705 | 14,958 | 7,145 | 18,198 | 12,365 | 3,388 | 20,824 | 13,462 |
| **SPRINGFIELD** | 1991 | **223,637** | **197,914** | **75,303** | **49,925** | **9,895** | **22,800** | **9,476** | **8,712** | **19,554** | **8,326** | **6,254** | **18,417** | **9,852** |
| | 1987 | 203,188 | 181,976 | 57,966 | 37,153 | 9,099 | 18,623 | 8,374 | 6,440 | 16,005 | 7,358 | 4,623 | 14,958 | 8,315 |
| **NONMETRO PORTION OF STATE** | 1991 | **2,040,611** | **1,830,674** | **674,709** | **403,708** | **85,409** | **128,004** | **66,865** | **27,124** | **93,834** | **48,151** | **28,048** | **69,352** | **35,004** |
| | 1987 | 1,796,101 | 1,637,117 | 501,976 | 283,919 | 76,385 | 107,845 | 59,339 | 19,428 | 76,830 | 42,734 | 20,065 | 55,901 | 30,022 |
| **TOTAL STATE** | 1991 | **12,683,773** | **11,617,878** | **4,234,117** | **2,633,576** | **599,461** | **1,060,191** | **484,964** | **359,876** | **851,548** | **466,403** | **201,915** | **999,114** | **680,310** |
| | 1987 | 10,955,477 | 10,123,720 | 3,211,945 | 1,901,294 | 521,772 | 862,992 | 407,917 | 281,767 | 692,705 | 389,120 | 157,030 | 797,364 | 546,329 |

# 1991 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1991
U.S. CENSUS: 1987

| | | Merchandise Line Sales | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Home Computers & Calculators | | Furniture & Sleep Equipment | | Men's & Boys' Clothing | | | Women's & Girls' Clothing | | | Footwear | | |
| METRO AREA | Year | In All Stores ($000) | In Radio/TV Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) |
| **HAWAII** | | | | | | | | | | | | | | |
| **HONOLULU** | 1991 | **21,272** | **17,420** | **138,757** | **100,380** | **310,833** | **145,025** | **148,005** | **608,812** | **339,925** | **222,485** | **135,185** | **108,276** | **9,836** |
| | 1987 | 15,350 | 12,387 | 104,638 | 74,834 | 228,888 | 97,339 | 118,052 | 441,589 | 228,153 | 177,458 | 92,335 | 72,674 | 7,846 |
| **NONMETRO PORTION OF STATE** | 1991 | **5,941** | **4,454** | **48,078** | **40,667** | **92,714** | **69,170** | **13,875** | **145,815** | **113,167** | **23,332** | **31,311** | **27,213** | **1,234** |
| | 1987 | 3,820 | 2,674 | 32,746 | 26,357 | 68,037 | 47,101 | 13,858 | 107,488 | 77,060 | 23,302 | 21,918 | 18,531 | 1,232 |
| **TOTAL STATE** | 1991 | **27,213** | **21,874** | **186,835** | **141,047** | **403,547** | **214,195** | **161,880** | **754,627** | **453,092** | **245,817** | **166,496** | **135,489** | **11,070** |
| | 1987 | 19,170 | 15,061 | 137,384 | 101,191 | 296,925 | 144,440 | 131,910 | 549,077 | 305,213 | 200,760 | 114,253 | 91,205 | 9,078 |
| **IDAHO** | | | | | | | | | | | | | | |
| **BOISE** | 1991 | **14,190** | **4,008** | **32,209** | **22,243** | **34,886** | **17,021** | **14,551** | **69,542** | **32,128** | **32,385** | **20,191** | **12,403** | **4,993** |
| | 1987 | 11,843 | 3,439 | 27,223 | 20,055 | 26,344 | 13,246 | 10,523 | 52,433 | 25,003 | 23,420 | 15,302 | 9,652 | 3,611 |
| **NONMETRO PORTION OF STATE** | 1991 | **14,057** | **7,134** | **71,195** | **60,069** | **111,138** | **47,455** | **40,688** | **185,376** | **90,949** | **66,887** | **60,237** | **46,469** | **6,601** |
| | 1987 | 10,790 | 5,205 | 55,946 | 47,035 | 86,206 | 35,593 | 31,512 | 143,255 | 68,207 | 51,837 | 45,850 | 34,851 | 5,109 |
| **TOTAL STATE** | 1991 | **28,247** | **11,142** | **103,404** | **82,312** | **146,024** | **64,476** | **55,239** | **254,918** | **123,077** | **99,272** | **80,428** | **58,872** | **11,594** |
| | 1987 | 22,633 | 8,644 | 83,169 | 67,090 | 112,550 | 48,839 | 42,035 | 195,688 | 93,210 | 75,257 | 61,152 | 44,503 | 8,720 |
| **ILLINOIS** | | | | | | | | | | | | | | |
| **AURORA - ELGIN** | 1991 | **12,362** | **9,104** | **51,633** | **31,441** | **85,151** | **36,145** | **42,468** | **178,309** | **85,568** | **82,263** | **40,819** | **31,507** | **5,642** |
| | 1987 | 10,352 | 7,801 | 43,423 | 27,864 | 67,536 | 31,070 | 31,070 | 142,287 | 73,552 | 60,184 | 34,337 | 27,083 | 4,128 |
| **BLOOMINGTON - NORMAL** | 1991 | **10,863** | **8,656** | **15,544** | **8,044** | **29,692** | **6,632** | **18,516** | **55,523** | **19,290** | **31,147** | **13,460** | **9,200** | **3,189** |
| | 1987 | 8,862 | 7,172 | 12,596 | 6,913 | 24,115 | 6,564 | 13,907 | 46,650 | 19,092 | 23,393 | 12,316 | 9,105 | 2,395 |
| **CHAMPAIGN - URBANA - RANTOUL** | 1991 | **4,724** | **1,343** | **24,188** | **15,273** | **44,780** | **17,741** | **24,875** | **82,138** | **37,822** | **40,483** | **23,799** | **16,835** | **5,040** |
| | 1987 | 3,674 | 1,035 | 19,298 | 12,253 | 34,628 | 12,859 | 19,833 | 63,042 | 27,415 | 32,278 | 17,697 | 12,203 | 4,019 |
| **CHICAGO** | 1991 | **166,931** | **112,980** | **1,211,009** | **815,767** | **1,777,933** | **909,921** | **650,238** | **3,988,791** | **2,045,411** | **1,168,859** | **1,024,787** | **691,998** | **172,748** |
| | 1987 | 135,612 | 91,751 | 1,014,200 | 691,906 | 1,415,152 | 697,077 | 536,476 | 3,167,773 | 1,566,956 | 964,325 | 802,444 | 530,129 | 142,533 |
| ***CHICAGO - GARY - LAKE COUNTY CONSOLIDATED AREA*** | *1991* | ***219,449*** | ***146,238*** | ***1,503,117*** | ***988,116*** | ***2,151,833*** | ***1,067,420*** | ***833,991*** | ***4,728,595*** | ***2,403,292*** | ***1,498,426*** | ***1,213,690*** | ***828,110*** | ***206,960*** |
| | *1987* | *174,931* | *116,165* | *1,239,165* | *826,138* | *1,709,416* | *826,378* | *674,577* | *3,751,312* | *1,861,546* | *1,211,356* | *955,878* | *642,275* | *168,452* |
| **DAVENPORT - ROCK ISLAND - MOLINE** | 1991 | **7,295** | **3,877** | **45,865** | **29,889** | **79,030** | **25,000** | **46,923** | **162,749** | **56,443** | **93,644** | **37,907** | **25,111** | **10,429** |
| | 1987 | 6,304 | 3,628 | 41,654 | 29,388 | 62,395 | 21,302 | 35,456 | 128,903 | 48,092 | 70,758 | 31,200 | 21,395 | 7,877 |
| **DECATUR** | 1991 | **3,638** | **1,789** | **12,678** | **6,056** | **42,238** | **7,874** | **18,592** | **50,280** | **14,759** | **32,745** | **12,918** | **8,704** | **3,402** |
| | 1987 | 3,097 | 1,675 | 10,974 | 5,900 | 35,009 | 7,916 | 13,885 | 41,673 | 14,839 | 24,454 | 11,928 | 8,750 | 2,540 |
| **JOLIET** | 1991 | **6,125** | **3,215** | **32,212** | **18,800** | **46,539** | **14,759** | **28,659** | **92,304** | **35,844** | **52,355** | **19,394** | **13,442** | **4,412** |
| | 1987 | 4,385 | 2,229 | 23,503 | 13,769 | 35,631 | 12,723 | 20,442 | 71,479 | 30,899 | 37,343 | 15,942 | 11,587 | 3,143 |
| **KANKAKEE** | 1991 | **1,708** | **538** | **11,102** | **5,981** | **13,757** | **3,569** | **7,773** | **29,061** | **8,399** | **14,897** | **7,370** | **4,849** | **1,398** |
| | 1987 | 1,389 | 475 | 9,271 | 5,623 | 10,409 | 3,289 | 5,216 | 22,286 | 7,740 | 9,997 | 6,292 | 4,468 | 938 |
| **LAKE COUNTY** | 1991 | **21,318** | **15,227** | **125,615** | **69,494** | **118,256** | **53,177** | **51,124** | **240,158** | **124,079** | **90,516** | **53,657** | **38,860** | **10,476** |
| | 1987 | 13,902 | 9,613 | 85,725 | 45,806 | 88,042 | 42,951 | 34,581 | 180,196 | 100,218 | 61,225 | 41,608 | 31,387 | 7,086 |
| **PEORIA** | 1991 | **6,701** | **2,226** | **50,625** | **34,050** | **66,345** | **18,984** | **40,420** | **137,982** | **50,592** | **79,767** | **33,915** | **24,855** | **7,221** |
| | 1987 | 5,454 | 1,991 | 44,525 | 31,951 | 50,871 | 15,828 | 29,525 | 106,633 | 42,182 | 58,033 | 27,444 | 20,724 | 5,254 |
| **ROCKFORD** | 1991 | **8,481** | **4,011** | **49,034** | **33,010** | **66,546** | **17,987** | **40,597** | **138,409** | **47,494** | **87,148** | **33,636** | **24,826** | **6,392** |
| | 1987 | 6,360 | 3,140 | 38,740 | 27,224 | 47,450 | 13,995 | 27,470 | 99,208 | 36,956 | 58,947 | 25,515 | 19,316 | 4,326 |
| **SPRINGFIELD** | 1991 | **7,512** | **3,404** | **28,952** | **17,667** | **48,362** | **12,305** | **31,051** | **98,820** | **27,836** | **59,645** | **21,217** | **13,507** | **6,254** |
| | 1987 | 6,085 | 2,873 | 24,254 | 15,613 | 38,622 | 11,347 | 22,952 | 79,562 | 25,669 | 44,087 | 18,284 | 12,456 | 4,623 |
| **NONMETRO PORTION OF STATE** | 1991 | **23,802** | **11,589** | **129,021** | **110,232** | **237,444** | **81,672** | **115,374** | **458,611** | **190,332** | **220,757** | **111,035** | **67,819** | **31,409** |
| | 1987 | 19,286 | 9,732 | 111,964 | 97,833 | 191,471 | 74,921 | 83,148 | 371,901 | 174,590 | 158,032 | 94,509 | 62,210 | 22,499 |
| **TOTAL STATE** | 1991 | **292,392** | **184,556** | **1,827,491** | **1,221,332** | **2,723,957** | **1,212,948** | **1,170,079** | **5,849,401** | **2,772,785** | **2,148,909** | **1,460,637** | **980,335** | **282,122** |
| | 1987 | 233,740 | 148,601 | 1,512,553 | 1,033,166 | 2,159,384 | 962,282 | 915,147 | 4,641,690 | 2,204,098 | 1,676,082 | 1,165,616 | 782,861 | 222,241 |

# 1991 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1991
U.S. CENSUS 1987

Merchandise Line Sales

## INDIANA

| METRO AREA | Year | Groceries & Other Foods: In All Stores ($000) | Groceries & Other Foods: In Food Stores ($000) | Drugs & Health & Beauty Aids: In All Stores ($000) | Drugs & Health & Beauty Aids: In Drug-stores ($000) | Drugs & Health & Beauty Aids: In Food Stores ($000) | Major Household Appliances: In All Stores ($000) | Major Household Appliances: In FHA Stores ($000) | Major Household Appliances: In Department Stores ($000) | TVs, Video Recorders & Tapes: In All Stores ($000) | TVs, Video Recorders & Tapes: In FHA Stores ($000) | TVs, Video Recorders & Tapes: In Department Stores ($000) | Audio Equipment, Musical Instruments & Supplies: In All Stores ($000) | Audio Equipment, Musical Instruments & Supplies: In FHA Stores ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ANDERSON** | 1991 | **138,628** | **129,298** | **47,547** | **32,497** | **5,570** | **11,219** | **6,146** | **3,649** | **10,577** | **5,672** | **1,641** | **16,780** | **6,521** |
| | 1987 | 125,063 | 117,290 | 37,718 | 24,640 | 5,053 | 9,771 | 5,502 | 3,075 | 9,225 | 5,077 | 1,383 | 14,505 | 5,837 |
| **BLOOMINGTON** | 1991 | **112,111** | **106,045** | **32,376** | **17,456** | **5,930** | **8,557** | **2,471** | **3,410** | **8,442** | **2,540** | **2,029** | **13,224** | **7,982** |
| | 1987 | 99,032 | 94,115 | 25,646 | 12,698 | 5,263 | 6,999 | 1,953 | 2,887 | 6,977 | 2,008 | 1,717 | 10,339 | 5,995 |
| **ELKHART - GOSHEN** | 1991 | **183,212** | **168,026** | **53,009** | **34,501** | **10,112** | **11,720** | **3,026** | **3,763** | **8,548** | **3,618** | **2,237** | **9,102** | **5,031** |
| | 1987 | 162,161 | 150,178 | 39,843 | 24,347 | 9,038 | 9,818 | 2,965 | 2,752 | 7,386 | 3,545 | 1,636 | 7,767 | 4,609 |
| **EVANSVILLE** | 1991 | **325,131** | **298,536** | **108,413** | **66,788** | **16,369** | **26,020** | **9,966** | **11,180** | **28,688** | **12,714** | **7,264** | **28,277** | **17,332** |
| | 1987 | 291,213 | 269,662 | 85,775 | 49,941 | 14,786 | 22,130 | 8,704 | 9,194 | 24,699 | 11,104 | 5,975 | 23,722 | 14,607 |
| **FORT WAYNE** | 1991 | **403,105** | **371,120** | **128,736** | **84,740** | **18,840** | **42,997** | **21,280** | **14,727** | **42,669** | **23,504** | **7,535** | **34,392** | **22,999** |
| | 1987 | 356,076 | 329,873 | 98,022 | 60,358 | 16,745 | 36,155 | 18,055 | 12,192 | 36,043 | 19,942 | 6,238 | 28,305 | 18,864 |
| **GARY - HAMMOND** | 1991 | **660,026** | **607,354** | **192,197** | **135,719** | **25,845** | **46,699** | **20,404** | **20,710** | **33,743** | **7,277** | **12,588** | **26,632** | **15,267** |
| | 1987 | 602,583 | 560,674 | 151,546 | 101,225 | 23,859 | 41,164 | 18,611 | 17,549 | 30,369 | 6,638 | 10,667 | 23,782 | 13,926 |
| **INDIANAPOLIS** | 1991 | **1,315,298** | **1,210,157** | **477,827** | **275,120** | **60,112** | **139,121** | **80,832** | **34,813** | **173,299** | **73,588** | **23,622** | **118,217** | **74,931** |
| | 1987 | 1,142,811 | 1,058,539 | 378,039 | 215,040 | 52,582 | 111,031 | 65,369 | 26,562 | 137,490 | 59,509 | 18,024 | 92,910 | 59,059 |
| **KOKOMO** | 1991 | **104,210** | **96,631** | **39,974** | **26,514** | **5,245** | **11,808** | **5,727** | **3,527** | **11,857** | **5,485** | **2,098** | **9,145** | **5,416** |
| | 1987 | 93,648 | 86,856 | 31,323 | 19,909 | 4,714 | 10,358 | 5,390 | 2,838 | 10,348 | 5,162 | 1,688 | 8,141 | 5,097 |
| **LAFAYETTE - WEST LAFAYETTE** | 1991 | **137,547** | **127,494** | **45,649** | **24,859** | **6,975** | **16,339** | **8,357** | **5,446** | **14,292** | **7,592** | **2,213** | **21,340** | **8,357** |
| | 1987 | 118,288 | 110,535 | 35,143 | 18,726 | 6,047 | 13,325 | 7,149 | 4,036 | 11,986 | 6,495 | 1,640 | 18,035 | 7,149 |
| **MUNCIE** | 1991 | **96,208** | **88,953** | **37,517** | **24,262** | **3,384** | **9,290** | **4,428** | **3,323** | **10,623** | **5,452** | **2,268** | **13,831** | **4,428** |
| | 1987 | 105,681 | 99,066 | 32,535 | 20,146 | 3,769 | 9,073 | 4,740 | 2,867 | 10,523 | 5,836 | 1,957 | 13,423 | 4,740 |
| **SOUTH BEND - MISHAWAKA** | 1991 | **304,298** | **281,818** | **92,761** | **54,973** | **15,877** | **30,865** | **13,894** | **12,001** | **33,874** | **17,514** | **6,001** | **29,585** | **12,992** |
| | 1987 | 256,382 | 237,330 | 70,701 | 39,609 | 13,371 | 26,288 | 12,552 | 9,534 | 29,539 | 15,822 | 4,767 | 25,165 | 11,075 |
| **TERRE HAUTE** | 1991 | **141,308** | **112,846** | **146,073** | **126,183** | **6,341** | **20,077** | **9,143** | **3,907** | **27,463** | **6,549** | **2,324** | **58,948** | **6,707** |
| | 1987 | 141,337 | 120,833 | 95,233 | 77,227 | 6,790 | 18,104 | 8,947 | 3,620 | 22,139 | 6,408 | 2,153 | 44,781 | 6,251 |
| **NONMETRO PORTION OF STATE** | 1991 | **1,707,525** | **1,574,584** | **485,909** | **342,067** | **67,766** | **104,642** | **58,985** | **19,119** | **84,140** | **38,336** | **12,766** | **120,651** | **27,393** |
| | 1987 | 1,506,519 | 1,401,988 | 386,709 | 264,536 | 60,341 | 91,004 | 52,857 | 14,871 | 73,864 | 34,359 | 9,961 | 106,181 | 24,076 |
| **TOTAL STATE** | 1991 | **5,803,910** | **5,333,507** | **1,949,703** | **1,283,533** | **260,196** | **492,129** | **250,582** | **142,890** | **498,215** | **215,629** | **87,387** | **510,460** | **221,441** |
| | 1987 | 5,154,027 | 4,778,218 | 1,517,043 | 957,199 | 232,749 | 415,869 | 217,872 | 114,603 | 418,886 | 186,811 | 70,013 | 425,583 | 186,315 |

## IOWA

| METRO AREA | Year | Groceries & Other Foods: In All Stores ($000) | Groceries & Other Foods: In Food Stores ($000) | Drugs & Health & Beauty Aids: In All Stores ($000) | Drugs & Health & Beauty Aids: In Drug-stores ($000) | Drugs & Health & Beauty Aids: In Food Stores ($000) | Major Household Appliances: In All Stores ($000) | Major Household Appliances: In FHA Stores ($000) | Major Household Appliances: In Department Stores ($000) | TVs, Video Recorders & Tapes: In All Stores ($000) | TVs, Video Recorders & Tapes: In FHA Stores ($000) | TVs, Video Recorders & Tapes: In Department Stores ($000) | Audio Equipment, Musical Instruments & Supplies: In All Stores ($000) | Audio Equipment, Musical Instruments & Supplies: In FHA Stores ($000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **CEDAR RAPIDS** | 1991 | **224,382** | **196,530** | **63,952** | **32,817** | **8,222** | **15,117** | **6,299** | **5,603** | **16,775** | **8,038** | **5,803** | **15,377** | **10,217** |
| | 1987 | 185,794 | 164,332 | 50,407 | 26,115 | 6,875 | 13,409 | 6,641 | 4,136 | 15,146 | 8,476 | 4,284 | 14,100 | 10,120 |
| **DAVENPORT - ROCK ISLAND - MOLINE** | 1991 | **427,437** | **388,654** | **139,040** | **87,292** | **19,459** | **28,808** | **12,922** | **10,016** | **26,299** | **17,079** | **7,075** | **25,659** | **18,251** |
| | 1987 | 352,857 | 323,364 | 104,517 | 63,437 | 16,191 | 25,058 | 12,706 | 7,563 | 23,878 | 16,793 | 5,344 | 23,255 | 17,566 |
| **DES MOINES** | 1991 | **564,595** | **523,007** | **181,673** | **83,524** | **32,359** | **36,476** | **14,858** | **13,005** | **32,744** | **20,237** | **9,648** | **33,198** | **22,497** |
| | 1987 | 428,979 | 396,970 | 133,881 | 58,292 | 24,561 | 32,158 | 15,452 | 10,051 | 30,749 | 21,044 | 7,457 | 30,810 | 22,515 |
| **DUBUQUE** | 1991 | **116,413** | **106,072** | **38,619** | **23,096** | **3,186** | **10,774** | **3,149** | **3,548** | **5,343** | **2,849** | **1,901** | **6,265** | **3,513** |
| | 1987 | 91,416 | 83,280 | 29,369 | 17,242 | 2,501 | 9,628 | 3,732 | 2,751 | 5,318 | 3,377 | 1,474 | 6,042 | 3,910 |
| **IOWA CITY** | 1991 | **139,539** | **124,154** | **33,891** | **18,128** | **5,397** | **8,222** | **4,640** | **2,157** | **6,554** | **4,391** | **1,385** | **12,502** | **11,045** |
| | 1987 | 99,190 | 87,385 | 24,258 | 12,890 | 3,799 | 6,949 | 4,339 | 1,530 | 5,679 | 4,106 | 982 | 10,891 | 9,814 |
| **SIOUX CITY** | 1991 | **148,469** | **139,092** | **40,168** | **16,613** | **9,222** | **8,949** | **3,395** | **3,500** | **6,788** | **3,443** | **2,260** | **7,305** | **3,759** |
| | 1987 | 117,157 | 109,647 | 32,207 | 14,029 | 7,269 | 7,994 | 3,713 | 2,632 | 6,335 | 3,764 | 1,700 | 6,629 | 3,903 |
| **WATERLOO - CEDAR FALLS** | 1991 | **159,717** | **142,384** | **51,018** | **26,827** | **6,038** | **12,439** | **2,452** | **4,495** | **9,168** | **3,186** | **3,852** | **7,471** | **3,282** |
| | 1987 | 130,270 | 116,668 | 39,133 | 21,073 | 4,948 | 10,557 | 3,051 | 3,183 | 8,396 | 3,964 | 2,728 | 6,965 | 3,901 |
| **NONMETRO PORTION OF STATE** | 1991 | **1,715,937** | **1,561,042** | **412,833** | **237,251** | **73,631** | **75,926** | **30,196** | **17,505** | **52,201** | **22,962** | **15,107** | **42,932** | **18,555** |
| | 1987 | 1,406,307 | 1,281,457 | 334,343 | 193,762 | 60,449 | 72,967 | 35,640 | 12,917 | 50,151 | 27,103 | 11,149 | 40,516 | 21,336 |
| **TOTAL STATE** | 1991 | **3,334,688** | **3,030,988** | **907,715** | **489,248** | **151,018** | **184,767** | **71,735** | **56,509** | **144,559** | **74,120** | **44,749** | **139,997** | **82,408** |
| | 1987 | 2,675,266 | 2,435,211 | 711,088 | 383,695 | 121,125 | 168,956 | 80,155 | 42,268 | 136,522 | 81,992 | 33,402 | 130,522 | 85,901 |

# 1991 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1991
U.S. CENSUS: 1987

Merchandise Line Sales

| METRO AREA | Year | Home Computers & Calculators |  | Furniture & Sleep Equipment |  | Men's & Boys' Clothing |  |  | Women's & Girls' Clothing |  |  | Footwear |  |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  | In All Stores ($000) | In Radio/TV Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) |
| **INDIANA** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **ANDERSON** | 1991 | 4,900 | 1,539 | 10,661 | 7,608 | 31,963 | 4,005 | 13,278 | 38,526 | 15,379 | 21,286 | 9,318 | 6,646 | 2,173 |
|  | 1987 | 4,148 | 1,303 | 9,373 | 6,810 | 27,646 | 4,029 | 11,190 | 35,061 | 15,473 | 17,938 | 8,945 | 6,687 | 1,831 |
| **BLOOMINGTON** | 1991 | 2,228 | 651 | 12,566 | 8,211 | 26,939 | 12,579 | 11,605 | 45,443 | 24,484 | 18,990 | 11,415 | 8,868 | 1,645 |
|  | 1987 | 1,785 | 495 | 10,080 | 6,490 | 22,627 | 10,349 | 10,924 | 38,062 | 20,142 | 16,074 | 9,450 | 7,296 | 1,392 |
| **ELKHART - GOSHEN** | 1991 | 2,610 | 974 | 20,011 | 13,521 | 25,267 | 8,498 | 14,135 | 52,638 | 28,041 | 20,033 | 15,252 | 11,146 | 2,745 |
|  | 1987 | 2,192 | 899 | 18,138 | 13,247 | 19,217 | 6,693 | 10,339 | 40,510 | 22,084 | 14,653 | 11,933 | 8,778 | 2,008 |
| **EVANSVILLE** | 1991 | 6,273 | 2,551 | 53,440 | 39,177 | 61,627 | 22,389 | 35,773 | 130,500 | 55,764 | 67,074 | 31,131 | 22,285 | 6,709 |
|  | 1987 | 5,213 | 2,103 | 46,073 | 34,214 | 51,983 | 19,397 | 29,421 | 110,475 | 48,311 | 55,164 | 26,671 | 19,305 | 5,517 |
| **FORT WAYNE** | 1991 | 14,601 | 9,002 | 59,782 | 40,814 | 79,954 | 22,022 | 52,745 | 166,263 | 65,593 | 89,050 | 40,490 | 27,351 | 10,275 |
|  | 1987 | 12,071 | 7,419 | 50,302 | 34,628 | 67,362 | 19,391 | 43,664 | 141,166 | 57,755 | 73,718 | 34,994 | 24,082 | 8,506 |
| **GARY - HAMMOND** | 1991 | 10,227 | 4,747 | 71,990 | 45,234 | 104,794 | 40,271 | 56,445 | 191,255 | 86,447 | 94,210 | 60,363 | 41,314 | 12,183 |
|  | 1987 | 8,869 | 4,086 | 64,283 | 41,258 | 89,816 | 34,299 | 47,829 | 163,465 | 73,625 | 79,829 | 51,828 | 35,186 | 10,323 |
| **INDIANAPOLIS** | 1991 | 62,759 | 41,714 | 219,835 | 149,401 | 307,091 | 100,109 | 180,932 | 1,185,224 | 246,849 | 328,407 | 198,258 | 96,454 | 38,542 |
|  | 1987 | 48,554 | 32,082 | 175,454 | 120,819 | 241,937 | 82,114 | 138,499 | 933,318 | 202,473 | 250,719 | 158,229 | 79,114 | 29,407 |
| **KOKOMO** | 1991 | 2,262 | 1,164 | 15,157 | 11,385 | 13,771 | 336 | 11,355 | 21,445 | 859 | 17,798 | 3,740 | 394 | 1,634 |
|  | 1987 | 1,931 | 1,028 | 13,792 | 10,715 | 11,385 | 441 | 10,202 | 17,908 | 1,123 | 14,322 | 3,240 | 514 | 1,315 |
| **LAFAYETTE - WEST LAFAYETTE** | 1991 | 3,725 | 1,801 | 15,376 | 10,409 | 36,380 | 9,189 | 26,209 | 69,468 | 21,009 | 45,781 | 15,815 | 9,524 | 5,105 |
|  | 1987 | 2,954 | 1,457 | 12,712 | 8,905 | 28,031 | 7,643 | 19,424 | 53,915 | 17,474 | 33,929 | 12,745 | 7,921 | 3,784 |
| **MUNCIE** | 1991 | 1,925 | 750 | 10,909 | 7,831 | 23,748 | 8,156 | 14,850 | 45,080 | 20,583 | 23,305 | 12,001 | 8,583 | 2,784 |
|  | 1987 | 1,793 | 759 | 11,097 | 8,383 | 20,138 | 6,586 | 12,812 | 37,891 | 16,621 | 20,107 | 9,930 | 6,931 | 2,402 |
| **SOUTH BEND - MISHAWAKA** | 1991 | 13,207 | 9,224 | 49,936 | 33,859 | 64,155 | 17,583 | 42,824 | 120,294 | 46,231 | 68,738 | 29,631 | 19,470 | 8,184 |
|  | 1987 | 11,243 | 7,989 | 43,631 | 30,589 | 52,047 | 14,508 | 34,020 | 97,750 | 38,145 | 54,606 | 24,308 | 16,065 | 6,501 |
| **TERRE HAUTE** | 1991 | 3,481 | 832 | 13,997 | 6,828 | 55,164 | 34,324 | 14,082 | 182,416 | 88,316 | 25,586 | 57,389 | 46,571 | 2,340 |
|  | 1987 | 2,870 | 770 | 12,680 | 6,681 | 40,911 | 22,292 | 13,046 | 132,659 | 57,358 | 23,704 | 38,762 | 30,246 | 2,168 |
| **NONMETRO PORTION OF STATE** | 1991 | 18,849 | 10,179 | 121,633 | 102,558 | 185,758 | 69,239 | 78,891 | 441,098 | 174,741 | 132,214 | 115,508 | 72,865 | 17,082 |
|  | 1987 | 15,826 | 8,637 | 107,627 | 91,906 | 151,382 | 57,163 | 61,398 | 367,612 | 144,272 | 102,873 | 95,565 | 60,156 | 13,286 |
| **TOTAL STATE** | 1991 | 149,993 | 86,547 | 697,588 | 493,064 | 1,048,376 | 356,278 | 571,589 | 2,759,678 | 902,726 | 985,989 | 616,457 | 381,045 | 116,204 |
|  | 1987 | 121,765 | 70,114 | 593,939 | 428,435 | 849,830 | 291,036 | 457,234 | 2,226,006 | 738,155 | 783,907 | 499,698 | 310,093 | 92,191 |
| **IOWA** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **CEDAR RAPIDS** | 1991 | 3,683 | 999 | 26,831 | 18,055 | 46,037 | 13,197 | 26,215 | 94,674 | 34,621 | 49,429 | 22,404 | 17,112 | 4,403 |
|  | 1987 | 3,096 | 1,007 | 25,699 | 19,038 | 34,154 | 9,462 | 19,351 | 69,861 | 24,821 | 36,487 | 16,257 | 12,268 | 3,250 |
| **DAVENPORT - ROCK ISLAND - MOLINE** | 1991 | 7,295 | 3,877 | 45,865 | 29,889 | 79,030 | 25,000 | 46,923 | 162,749 | 56,443 | 93,644 | 37,907 | 25,111 | 10,429 |
|  | 1987 | 6,304 | 3,628 | 41,654 | 29,388 | 62,395 | 21,302 | 35,456 | 128,903 | 48,092 | 70,758 | 31,200 | 21,395 | 7,877 |
| **DES MOINES** | 1991 | 14,443 | 10,641 | 59,365 | 38,633 | 111,037 | 43,146 | 61,250 | 218,298 | 96,581 | 111,590 | 48,967 | 35,923 | 11,745 |
|  | 1987 | 13,602 | 10,608 | 56,155 | 40,175 | 85,197 | 32,320 | 47,338 | 167,262 | 72,348 | 86,245 | 37,039 | 26,910 | 9,078 |
| **DUBUQUE** | 1991 | 2,111 | 874 | 10,452 | 8,372 | 22,922 | 3,622 | 16,601 | 50,804 | 12,968 | 34,723 | 10,397 | 6,883 | 2,915 |
|  | 1987 | 1,955 | 981 | 11,536 | 9,923 | 18,228 | 3,183 | 12,871 | 40,906 | 11,395 | 26,921 | 8,776 | 6,048 | 2,260 |
| **IOWA CITY** | 1991 | 1,789 | 903 | 11,779 | 7,353 | 17,589 | 5,533 | 10,096 | 38,495 | 14,629 | 18,418 | 10,332 | 8,429 | 1,519 |
|  | 1987 | 1,462 | 817 | 10,125 | 6,876 | 13,062 | 4,385 | 7,158 | 28,750 | 11,595 | 13,059 | 8,045 | 6,681 | 1,077 |
| **SIOUX CITY** | 1991 | 2,352 | 893 | 11,263 | 8,068 | 31,157 | 10,725 | 18,305 | 54,484 | 19,628 | 32,279 | 13,539 | 7,836 | 3,213 |
|  | 1987 | 2,130 | 914 | 11,260 | 8,839 | 24,574 | 9,062 | 13,768 | 43,021 | 16,586 | 24,278 | 11,097 | 6,622 | 2,417 |
| **WATERLOO - CEDAR FALLS** | 1991 | 3,420 | 627 | 14,296 | 8,494 | 30,112 | 7,086 | 18,621 | 60,379 | 15,663 | 36,921 | 13,146 | 7,678 | 3,691 |
|  | 1987 | 2,919 | 743 | 14,986 | 10,570 | 23,426 | 6,970 | 13,186 | 47,454 | 15,407 | 26,144 | 11,562 | 7,551 | 2,614 |
| **NONMETRO PORTION OF STATE** | 1991 | 15,596 | 5,252 | 97,170 | 72,296 | 199,842 | 80,380 | 75,938 | 402,361 | 175,454 | 145,736 | 101,160 | 72,511 | 15,132 |
|  | 1987 | 14,609 | 5,866 | 105,244 | 85,334 | 161,377 | 69,793 | 56,030 | 325,727 | 152,339 | 107,537 | 85,368 | 62,955 | 11,172 |
| **TOTAL STATE** | 1991 | 48,526 | 22,833 | 256,995 | 177,612 | 514,315 | 182,749 | 258,064 | 1,032,299 | 412,433 | 490,101 | 247,920 | 175,791 | 49,775 |
|  | 1987 | 44,565 | 23,870 | 260,719 | 199,205 | 402,036 | 149,434 | 193,211 | 808,146 | 336,573 | 366,849 | 199,158 | 143,572 | 37,287 |

# 1991 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1991
U.S. CENSUS 1987

Merchandise Line Sales

| METRO AREA | Year | Groceries & Other Foods | | Drugs & Health & Beauty Aids | | | Major Household Appliances | | | TVs, Video Recorders & Tapes | | | Audio Equipment, Musical Instruments & Supplies | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | In All Stores ($000) | In Food Stores ($000) | In All Stores ($000) | In Drug stores ($000) | In Food Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) |
| **KANSAS** | | | | | | | | | | | | | | |
| **KANSAS CITY** | 1991 | **1,777,928** | **1,658,573** | **573,182** | **289,606** | **105,228** | **138,186** | **52,328** | **63,961** | **123,169** | **59,529** | **40,021** | **112,610** | **73,951** |
| | 1987 | 1,480,964 | 1,377,755 | 462,253 | 222,727 | 87,416 | 127,715 | 57,716 | 51,396 | 117,220 | 65,659 | 32,168 | 110,547 | 78,897 |
| **LAWRENCE** | 1991 | **94,318** | **85,798** | **24,198** | **8,498** | **8,160** | **5,181** | **1,797** | **2,039** | **4,698** | **2,320** | **1,853** | **7,969** | **6,152** |
| | 1987 | 71,000 | 64,621 | 17,713 | 6,488 | 6,146 | 4,070 | 1,670 | 1,339 | 3,784 | 2,156 | 1,217 | 6,667 | 5,418 |
| **TOPEKA** | 1991 | **182,820** | **168,685** | **64,046** | **35,475** | **16,294** | **15,667** | **4,551** | **7,882** | **11,272** | **4,465** | **5,060** | **10,669** | **6,091** |
| | 1987 | 163,876 | 152,792 | 54,453 | 29,371 | 14,759 | 14,525 | 5,246 | 6,605 | 10,822 | 5,147 | 4,241 | 10,607 | 6,780 |
| **WICHITA** | 1991 | **512,272** | **476,562** | **177,355** | **62,361** | **71,839** | **34,360** | **9,854** | **15,941** | **35,569** | **12,204** | **14,217** | **40,158** | **26,569** |
| | 1987 | 395,869 | 368,440 | 138,252 | 49,777 | 55,540 | 30,252 | 11,370 | 11,995 | 32,112 | 14,083 | 10,698 | 40,104 | 29,587 |
| **NONMETRO PORTION OF STATE** | 1991 | **1,297,302** | **1,152,226** | **345,035** | **155,746** | **109,603** | **59,851** | **23,439** | **10,187** | **58,092** | **21,620** | **18,483** | **47,940** | **25,372** |
| | 1987 | 1,084,665 | 968,117 | 283,822 | 130,651 | 92,086 | 58,560 | 28,235 | 7,603 | 54,922 | 26,051 | 13,786 | 47,798 | 29,990 |
| **TOTAL STATE** | 1991 | **2,807,724** | **2,559,412** | **834,356** | **369,676** | **248,795** | **175,887** | **64,863** | **62,227** | **163,702** | **69,301** | **56,049** | **156,808** | **99,937** |
| | 1987 | 2,273,495 | 2,075,115 | 661,283 | 292,450 | 201,596 | 160,933 | 73,023 | 47,152 | 151,069 | 77,586 | 42,266 | 153,951 | 108,002 |
| **KENTUCKY** | | | | | | | | | | | | | | |
| **CLARKSVILLE - HOPKINSVILLE** | 1991 | **128,463** | **116,424** | **45,590** | **24,214** | **7,411** | **13,298** | **5,120** | **4,709** | **12,700** | **7,891** | **3,513** | **11,924** | **8,694** |
| | 1987 | 121,798 | 112,097 | 36,217 | 17,769 | 7,137 | 10,930 | 4,157 | 3,820 | 10,342 | 6,405 | 2,849 | 9,460 | 6,830 |
| **HUNTINGTON - ASHLAND** | 1991 | **331,314** | **305,080** | **112,358** | **71,789** | **14,399** | **23,074** | **9,118** | **8,726** | **19,553** | **10,551** | **4,496** | **28,060** | **17,957** |
| | 1987 | 318,957 | 296,168 | 88,971 | 52,957 | 13,980 | 19,621 | 7,602 | 7,246 | 16,509 | 8,795 | 3,733 | 23,204 | 14,608 |
| **LEXINGTON-FAYETTE** | 1991 | **450,176** | **398,725** | **141,965** | **80,237** | **27,222** | **40,720** | **20,347** | **12,056** | **40,463** | **30,060** | **6,831** | **39,352** | **31,159** |
| | 1987 | 395,330 | 354,549 | 104,724 | 54,286 | 24,204 | 30,510 | 14,715 | 9,173 | 29,749 | 21,740 | 5,197 | 28,062 | 21,740 |
| **LOUISVILLE** | 1991 | **1,153,463** | **1,053,772** | **413,313** | **259,579** | **71,599** | **86,591** | **42,966** | **23,350** | **75,928** | **45,604** | **18,859** | **83,362** | **50,095** |
| | 1987 | 1,023,803 | 945,900 | 304,304 | 179,131 | 64,272 | 68,226 | 34,883 | 17,249 | 60,040 | 37,023 | 13,932 | 63,951 | 38,859 |
| **OWENSBORO** | 1991 | **118,277** | **111,425** | **36,838** | **23,717** | **3,324** | **9,589** | **4,275** | **2,422** | **7,615** | **4,342** | **2,422** | **6,959** | **4,026** |
| | 1987 | 102,558 | 96,999 | 29,366 | 18,935 | 2,894 | 7,792 | 3,654 | 1,852 | 6,225 | 3,712 | 1,852 | 5,495 | 3,245 |
| **NONMETRO PORTION OF STATE** | 1991 | **2,226,090** | **2,065,676** | **717,601** | **459,266** | **121,513** | **118,442** | **59,804** | **14,923** | **76,780** | **35,295** | **23,710** | **77,648** | **38,334** |
| | 1987 | 1,968,776 | 1,844,866 | 535,995 | 326,728 | 108,522 | 96,598 | 50,819 | 10,709 | 61,020 | 30,001 | 17,038 | 61,483 | 31,837 |
| **TOTAL STATE** | 1991 | **4,268,332** | **3,923,915** | **1,442,993** | **917,518** | **242,028** | **280,029** | **136,172** | **61,957** | **215,927** | **121,830** | **56,395** | **227,252** | **136,618** |
| | 1987 | 3,792,929 | 3,524,524 | 1,068,797 | 640,272 | 217,489 | 222,216 | 110,798 | 46,187 | 168,884 | 97,684 | 41,607 | 174,636 | 106,027 |
| **LOUISIANA** | | | | | | | | | | | | | | |
| **ALEXANDRIA** | 1991 | **166,075** | **152,538** | **52,937** | **27,378** | **8,899** | **13,467** | **4,874** | **5,565** | **11,728** | **3,271** | **6,385** | **10,901** | **5,982** |
| | 1987 | 132,058 | 122,408 | 38,353 | 19,556 | 7,142 | 10,093 | 4,012 | 3,825 | 8,625 | 2,693 | 4,388 | 8,049 | 4,589 |
| **BATON ROUGE** | 1991 | **736,721** | **699,342** | **226,909** | **104,877** | **68,077** | **45,738** | **18,149** | **20,827** | **45,503** | **25,452** | **14,178** | **55,817** | **41,874** |
| | 1987 | 558,962 | 530,908 | 168,644 | 76,052 | 51,682 | 34,769 | 13,844 | 15,790 | 34,635 | 19,414 | 10,736 | 41,392 | 30,871 |
| **HOUMA - THIBODAUX** | 1991 | **259,523** | **245,052** | **81,835** | **50,174** | **15,101** | **13,251** | **4,943** | **5,586** | **10,194** | **2,828** | **5,442** | **10,799** | **5,912** |
| | 1987 | 198,659 | 187,717 | 58,499 | 34,608 | 11,568 | 10,818 | 4,608 | 4,103 | 8,103 | 2,637 | 3,998 | 9,064 | 5,425 |
| **LAFAYETTE** | 1991 | **314,097** | **297,050** | **104,964** | **48,166** | **32,859** | **18,759** | **7,500** | **7,429** | **16,209** | **5,573** | **7,205** | **14,122** | **6,686** |
| | 1987 | 228,326 | 215,367 | 75,921 | 33,326 | 23,824 | 15,711 | 6,787 | 5,836 | 13,382 | 5,043 | 5,659 | 11,574 | 5,797 |
| **LAKE CHARLES** | 1991 | **244,262** | **230,128** | **76,985** | **37,264** | **18,711** | **16,530** | **7,316** | **5,701** | **13,027** | **4,438** | **7,255** | **12,004** | **7,168** |
| | 1987 | 189,401 | 178,341 | 54,907 | 25,482 | 14,501 | 12,956 | 6,149 | 4,002 | 9,858 | 3,730 | 5,093 | 9,360 | 5,880 |
| **MONROE** | 1991 | **218,823** | **204,217** | **69,107** | **40,556** | **11,236** | **19,669** | **9,716** | **5,525** | **11,943** | **5,970** | **3,773** | **11,800** | **8,311** |
| | 1987 | 154,305 | 143,757 | 48,185 | 26,793 | 7,910 | 15,110 | 7,400 | 4,343 | 9,074 | 4,547 | 2,966 | 8,895 | 6,330 |
| **NEW ORLEANS** | 1991 | **1,718,399** | **1,605,553** | **574,057** | **322,286** | **141,323** | **146,259** | **86,878** | **35,438** | **73,123** | **40,667** | **18,172** | **90,639** | **66,468** |
| | 1987 | 1,325,706 | 1,242,710 | 411,641 | 218,960 | 109,387 | 113,397 | 68,394 | 27,007 | 56,838 | 32,014 | 13,849 | 68,163 | 49,841 |
| **SHREVEPORT** | 1991 | **368,674** | **338,121** | **135,268** | **77,510** | **31,577** | **35,890** | **18,190** | **9,581** | **34,911** | **18,058** | **8,712** | **31,445** | **18,388** |
| | 1987 | 301,119 | 277,147 | 99,662 | 53,820 | 25,883 | 29,239 | 15,693 | 7,060 | 28,362 | 15,580 | 6,419 | 25,228 | 15,241 |
| **NONMETRO PORTION OF STATE** | 1991 | **1,548,990** | **1,451,391** | **446,966** | **265,570** | **93,566** | **59,401** | **28,169** | **4,552** | **41,967** | **13,088** | **13,329** | **33,989** | **10,987** |
| | 1987 | 1,155,434 | 1,080,095 | 325,858 | 191,389 | 69,633 | 49,668 | 25,007 | 3,330 | 33,583 | 11,618 | 9,702 | 26,964 | 9,480 |

# 1991 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1991
U.S. CENSUS 1987

Merchandise Line Sales

| METRO AREA | Year | Home Computers & Calculators | | Furniture & Sleep Equipment | | Men's & Boys' Clothing | | | Women's & Girls' Clothing | | | Footwear | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | In All Stores ($000) | In Radio/TV Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) |
| **KANSAS** | | | | | | | | | | | | | | |
| **KANSAS CITY** | 1991 | 39,987 | 28,376 | 202,514 | 121,943 | 359,770 | 113,026 | 212,101 | 719,463 | 270,734 | 393,803 | 178,128 | 117,230 | 47,525 |
| | 1987 | 39,755 | 29,889 | 200,871 | 134,498 | 303,160 | 100,984 | 170,457 | 608,936 | 241,891 | 313,960 | 154,584 | 104,741 | 38,204 |
| **LAWRENCE** | 1991 | 1,950 | 1,468 | 5,544 | 3,156 | 13,923 | 5,237 | 6,425 | 27,277 | 12,346 | 12,148 | 8,531 | 5,381 | 1,853 |
| | 1987 | 1,652 | 1,315 | 4,576 | 2,932 | 9,570 | 3,593 | 4,219 | 18,585 | 8,471 | 7,978 | 5,883 | 3,692 | 1,217 |
| **TOPEKA** | 1991 | 2,455 | 1,336 | 23,776 | 12,579 | 35,473 | 12,404 | 21,420 | 71,963 | 28,451 | 40,481 | 20,711 | 13,940 | 5,228 |
| | 1987 | 2,399 | 1,457 | 23,945 | 14,501 | 28,433 | 9,012 | 17,951 | 57,298 | 20,670 | 33,924 | 15,816 | 10,128 | 4,382 |
| **WICHITA** | 1991 | 10,270 | 5,798 | 50,985 | 27,544 | 118,742 | 34,788 | 54,717 | 200,927 | 82,373 | 97,800 | 66,938 | 42,335 | 11,632 |
| | 1987 | 9,939 | 6,400 | 49,716 | 31,784 | 92,208 | 27,230 | 41,171 | 155,352 | 64,477 | 73,589 | 52,316 | 33,137 | 8,753 |
| **NONMETRO PORTION OF STATE** | 1991 | 13,382 | 8,587 | 62,924 | 54,859 | 129,653 | 60,615 | 51,933 | 262,523 | 123,238 | 106,435 | 77,372 | 51,396 | 17,220 |
| | 1987 | 14,268 | 9,927 | 72,641 | 66,108 | 104,555 | 51,220 | 38,970 | 211,607 | 104,120 | 79,350 | 63,713 | 43,422 | 12,908 |
| **TOTAL STATE** | 1991 | 47,140 | 31,670 | 234,408 | 156,912 | 439,840 | 155,398 | 221,243 | 845,265 | 347,862 | 418,991 | 242,112 | 156,982 | 55,439 |
| | 1987 | 46,556 | 33,671 | 237,564 | 177,082 | 347,977 | 128,321 | 167,299 | 669,865 | 287,003 | 316,290 | 195,214 | 129,031 | 41,805 |
| **KENTUCKY** | | | | | | | | | | | | | | |
| **CLARKSVILLE - HOPKINSVILLE** | 1991 | 3,553 | 2,573 | 21,347 | 18,135 | 29,309 | 11,638 | 14,641 | 61,892 | 28,958 | 28,237 | 17,564 | 11,368 | 4,447 |
| | 1987 | 2,782 | 1,984 | 17,355 | 14,720 | 22,300 | 7,888 | 11,879 | 46,510 | 19,629 | 22,911 | 12,770 | 7,706 | 3,607 |
| **HUNTINGTON - ASHLAND** | 1991 | 4,192 | 1,538 | 38,539 | 28,249 | 61,459 | 16,172 | 38,080 | 124,185 | 36,290 | 72,990 | 31,479 | 21,333 | 6,084 |
| | 1987 | 3,488 | 1,228 | 32,290 | 23,551 | 53,564 | 15,375 | 31,623 | 108,678 | 34,503 | 60,612 | 28,795 | 20,282 | 5,051 |
| **LEXINGTON-FAYETTE** | 1991 | 15,060 | 11,325 | 62,751 | 49,123 | 100,359 | 32,768 | 61,113 | 235,512 | 102,353 | 116,689 | 47,338 | 28,881 | 13,177 |
| | 1987 | 10,662 | 7,749 | 45,933 | 35,525 | 75,297 | 23,661 | 46,493 | 175,510 | 73,907 | 88,773 | 34,750 | 20,855 | 10,025 |
| **LOUISVILLE** | 1991 | 17,678 | 6,845 | 169,383 | 128,900 | 204,114 | 50,645 | 128,720 | 446,377 | 183,963 | 230,977 | 105,397 | 62,843 | 29,469 |
| | 1987 | 13,423 | 5,223 | 135,249 | 104,647 | 155,711 | 41,736 | 95,002 | 346,953 | 151,602 | 170,492 | 83,341 | 51,789 | 21,767 |
| **OWENSBORO** | 1991 | 1,890 | 1,065 | 12,793 | 9,950 | 21,007 | 5,439 | 14,529 | 47,971 | 16,874 | 29,691 | 12,972 | 9,011 | 2,948 |
| | 1987 | 1,495 | 865 | 10,697 | 8,506 | 15,993 | 3,986 | 11,110 | 36,351 | 12,365 | 22,704 | 9,630 | 6,603 | 2,254 |
| **NONMETRO PORTION OF STATE** | 1991 | 20,586 | 8,711 | 150,102 | 127,532 | 256,903 | 93,737 | 122,703 | 524,816 | 217,622 | 237,327 | 145,156 | 83,823 | 32,995 |
| | 1987 | 16,077 | 6,785 | 125,368 | 108,371 | 193,616 | 73,395 | 88,909 | 396,850 | 170,394 | 170,467 | 111,385 | 65,630 | 23,706 |
| **TOTAL STATE** | 1991 | 60,731 | 31,121 | 427,756 | 337,059 | 641,798 | 200,476 | 362,817 | 1,372,409 | 555,004 | 688,087 | 339,262 | 201,279 | 86,396 |
| | 1987 | 45,773 | 22,899 | 342,678 | 273,922 | 486,032 | 155,798 | 270,653 | 1,044,892 | 431,923 | 510,028 | 260,268 | 157,025 | 63,899 |
| **LOUISIANA** | | | | | | | | | | | | | | |
| **ALEXANDRIA** | 1991 | 3,287 | 1,979 | 16,352 | 9,882 | 36,843 | 13,321 | 19,155 | 74,841 | 31,040 | 35,527 | 22,453 | 15,055 | 5,403 |
| | 1987 | 2,472 | 1,546 | 12,713 | 8,134 | 26,809 | 10,445 | 13,164 | 54,818 | 24,339 | 24,415 | 16,979 | 11,805 | 3,713 |
| **BATON ROUGE** | 1991 | 28,862 | 24,091 | 82,086 | 56,329 | 123,694 | 44,244 | 71,436 | 257,322 | 90,876 | 150,238 | 81,594 | 56,673 | 18,906 |
| | 1987 | 21,333 | 17,676 | 62,608 | 42,966 | 92,655 | 31,976 | 54,301 | 192,500 | 65,689 | 113,932 | 59,821 | 40,965 | 14,315 |
| **HOUMA - THIBODAUX** | 1991 | 2,601 | 1,172 | 14,025 | 9,170 | 24,545 | 7,515 | 14,036 | 53,595 | 19,985 | 28,644 | 18,696 | 12,511 | 4,296 |
| | 1987 | 2,150 | 1,064 | 12,215 | 8,548 | 19,055 | 6,412 | 10,310 | 41,987 | 17,053 | 21,040 | 15,249 | 10,675 | 3,156 |
| **LAFAYETTE** | 1991 | 7,496 | 5,074 | 29,044 | 15,783 | 42,137 | 18,115 | 22,060 | 101,278 | 47,856 | 49,749 | 29,533 | 20,188 | 7,877 |
| | 1987 | 6,249 | 4,366 | 24,758 | 14,281 | 34,903 | 15,960 | 17,330 | 84,310 | 42,161 | 39,081 | 25,050 | 17,786 | 6,189 |
| **LAKE CHARLES** | 1991 | 3,213 | 1,944 | 19,763 | 12,312 | 28,493 | 10,759 | 15,545 | 63,241 | 27,599 | 32,129 | 19,939 | 13,019 | 5,010 |
| | 1987 | 2,472 | 1,540 | 15,864 | 10,349 | 21,390 | 8,810 | 10,913 | 47,861 | 22,598 | 22,554 | 15,590 | 10,660 | 3,517 |
| **MONROE** | 1991 | 4,315 | 845 | 22,908 | 17,501 | 36,831 | 14,186 | 18,596 | 82,598 | 40,104 | 34,767 | 25,488 | 19,093 | 4,178 |
| | 1987 | 3,188 | 608 | 17,407 | 13,329 | 28,635 | 10,730 | 14,618 | 63,932 | 30,334 | 27,330 | 19,270 | 14,442 | 3,284 |
| **NEW ORLEANS** | 1991 | 34,457 | 21,424 | 188,436 | 134,014 | 265,259 | 112,157 | 119,894 | 563,372 | 266,914 | 247,649 | 187,274 | 136,423 | 34,181 |
| | 1987 | 25,653 | 16,018 | 146,697 | 105,502 | 206,527 | 89,324 | 91,976 | 440,555 | 212,572 | 189,982 | 146,769 | 108,649 | 26,215 |
| **SHREVEPORT** | 1991 | 14,425 | 7,016 | 51,838 | 37,818 | 69,080 | 27,614 | 35,738 | 153,165 | 72,572 | 67,901 | 44,509 | 32,332 | 8,421 |
| | 1987 | 11,500 | 5,758 | 43,399 | 32,628 | 53,332 | 22,105 | 26,452 | 118,839 | 58,095 | 50,240 | 35,115 | 25,882 | 6,205 |
| **NONMETRO PORTION OF STATE** | 1991 | 6,223 | 4,479 | 65,499 | 55,497 | 112,080 | 39,345 | 45,113 | 238,326 | 92,312 | 92,536 | 77,061 | 39,463 | 16,166 |
| | 1987 | 5,076 | 3,618 | 56,988 | 49,257 | 87,924 | 34,162 | 32,946 | 187,752 | 80,165 | 67,569 | 62,484 | 34,269 | 11,752 |

# 1991 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

| S&MM ESTIMATES: 1991<br>U.S. CENSUS: 1987 | | Merchandise Line Sales | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Groceries & Other Foods | | Drugs & Health & Beauty Aids | | | Major Household Appliances | | | TVs, Video Recorders & Tapes | | | Audio Equipment, Musical Instruments & Supplies | |
| METRO AREA | Year | In All Stores ($000) | In Food Stores ($000) | In All Stores ($000) | In Drug-stores ($000) | In Food Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) |
| **LOUISIANA (continued)** | | | | | | | | | | | | | | |
| **TOTAL STATE** | 1991 | **5,575,544** | **5,223,392** | **1,769,028** | **973,781** | **421,349** | **368,964** | **185,735** | **100,204** | **258,605** | **119,345** | **84,451** | **271,516** | **171,776** |
| | 1987 | 4,243,970 | 3,978,450 | 1,281,670 | 679,986 | 321,530 | 291,761 | 151,894 | 75,296 | 202,460 | 97,276 | 62,810 | 208,689 | 133,454 |
| **MAINE** | | | | | | | | | | | | | | |
| **BANGOR** | 1991 | **205,661** | **191,009** | **49,780** | **30,073** | **13,583** | **13,318** | **6,008** | **3,895** | **7,285** | **2,871** | **2,598** | **11,044** | **6,612** |
| | 1987 | 173,695 | 160,764 | 41,352 | 24,077 | 11,433 | 12,482 | 5,452 | 3,661 | 6,857 | 2,606 | 2,441 | 9,963 | 5,693 |
| **LEWISTON - AUBURN** | 1991 | **151,587** | **143,409** | **34,697** | **20,221** | **10,199** | **7,850** | **2,875** | **3,358** | **4,482** | **1,374** | **2,239** | **6,249** | **3,132** |
| | 1987 | 123,545 | 115,945 | 27,115 | 15,015 | 8,246 | 7,235 | 2,629 | 2,965 | 4,083 | 1,256 | 1,977 | 5,593 | 2,745 |
| **PORTLAND** | 1991 | **397,743** | **366,410** | **99,409** | **59,385** | **26,058** | **37,438** | **14,032** | **7,751** | **15,902** | **6,707** | **5,167** | **24,645** | **14,650** |
| | 1987 | 329,976 | 302,257 | 83,251 | 48,961 | 21,496 | 34,198 | 13,750 | 7,263 | 15,229 | 6,572 | 4,842 | 23,582 | 14,356 |
| **NONMETRO PORTION OF STATE** | 1991 | **940,114** | **878,120** | **204,985** | **122,643** | **64,100** | **50,727** | **25,816** | **8,797** | **26,724** | **14,992** | **5,864** | **33,291** | **20,162** |
| | 1987 | 751,578 | 696,154 | 164,169 | 95,878 | 50,817 | 48,555 | 24,530 | 8,351 | 25,438 | 14,233 | 5,568 | 31,258 | 18,728 |
| **TOTAL STATE** | 1991 | **1,695,105** | **1,578,948** | **388,871** | **232,322** | **113,940** | **109,333** | **48,731** | **23,801** | **54,393** | **25,944** | **15,868** | **75,229** | **44,556** |
| | 1987 | 1,378,794 | 1,275,120 | 315,887 | 183,951 | 91,992 | 102,470 | 46,361 | 22,240 | 51,607 | 24,667 | 14,828 | 70,396 | 41,522 |
| **MARYLAND** | | | | | | | | | | | | | | |
| **BALTIMORE** | 1991 | **2,732,112** | **2,544,856** | **955,375** | **555,052** | **276,466** | **191,574** | **67,608** | **84,035** | **160,976** | **81,658** | **57,392** | **195,920** | **147,088** |
| | 1987 | 2,417,753 | 2,261,663 | 746,864 | 395,950 | 245,704 | 170,148 | 64,597 | 71,896 | 145,085 | 78,021 | 49,120 | 175,768 | 135,066 |
| **CUMBERLAND** | 1991 | **111,357** | **104,168** | **39,865** | **26,413** | **5,596** | **9,006** | **7,096** | **612** | **5,448** | **4,198** | **799** | **8,161** | **5,923** |
| | 1987 | 102,322 | 95,833 | 32,463 | 20,021 | 5,149 | 7,726 | 6,043 | 568 | 4,700 | 3,575 | 744 | 6,943 | 4,999 |
| **HAGERSTOWN** | 1991 | **154,274** | **144,483** | **49,558** | **32,763** | **9,681** | **14,946** | **6,455** | **4,813** | **7,911** | **4,077** | **3,009** | **7,782** | **6,226** |
| | 1987 | 125,484 | 116,348 | 36,597 | 22,015 | 7,796 | 14,413 | 6,492 | 4,489 | 7,633 | 4,100 | 2,806 | 7,438 | 5,937 |
| **NONMETRO PORTION OF STATE** | 1991 | **446,365** | **409,151** | **110,653** | **71,093** | **25,294** | **28,671** | **13,224** | **7,436** | **14,269** | **6,172** | **4,650** | **15,593** | **10,284** |
| | 1987 | 396,272 | 367,207 | 88,960 | 54,642 | 22,703 | 25,325 | 12,549 | 5,938 | 12,379 | 5,857 | 3,713 | 13,815 | 9,573 |
| **TOTAL STATE** | 1991 | **5,453,806** | **5,271,553** | **1,931,579** | **1,103,419** | **572,571** | **386,893** | **140,644** | **159,846** | **345,204** | **198,317** | **99,694** | **434,165** | **330,485** |
| | 1987 | 5,015,155 | 4,697,283 | 1,549,028 | 820,649 | 510,592 | 342,615 | 131,399 | 137,651 | 308,795 | 183,614 | 85,793 | 382,387 | 296,063 |
| **MASSACHUSETTS** | | | | | | | | | | | | | | |
| **BOSTON - LAWRENCE - SALEM - LOWELL - BROCKTON** | 1991 | **5,655,616** | **5,362,029** | **1,465,507** | **1,044,911** | **238,452** | **331,064** | **125,477** | **88,289** | **219,773** | **97,095** | **52,972** | **372,450** | **250,517** |
| | 1987 | 4,565,473 | 4,306,624 | 1,194,541 | 828,424 | 191,521 | 317,302 | 117,672 | 86,422 | 211,122 | 91,056 | 51,854 | 346,632 | 228,342 |
| **NEW BEDFORD - FALL RIVER - ATTLEBORO** | 1991 | **804,540** | **767,273** | **189,897** | **129,946** | **34,122** | **42,763** | **14,008** | **14,124** | **28,425** | **10,840** | **8,473** | **44,313** | **27,182** |
| | 1987 | 652,291 | 621,254 | 151,115 | 101,881 | 27,628 | 38,552 | 13,630 | 11,522 | 25,714 | 10,547 | 6,913 | 41,289 | 26,448 |
| **PITTSFIELD** | 1991 | **223,719** | **212,156** | **51,558** | **34,727** | **9,435** | **12,426** | **4,068** | **3,491** | **7,963** | **3,148** | **2,094** | **12,655** | **7,895** |
| | 1987 | 186,543 | 176,925 | 41,698 | 27,509 | 7,868 | 11,244 | 3,732 | 2,960 | 7,227 | 2,888 | 1,776 | 11,514 | 7,242 |
| **SPRINGFIELD** | 1991 | **797,117** | **756,070** | **207,850** | **144,529** | **33,622** | **50,405** | **16,835** | **16,154** | **33,567** | **13,027** | **9,692** | **52,777** | **32,982** |
| | 1987 | 662,684 | 627,078 | 168,527 | 114,623 | 27,887 | 46,302 | 15,406 | 13,970 | 30,842 | 11,921 | 8,382 | 48,207 | 29,894 |
| **WORCESTER - FITCHBURG - LEOMINSTER** | 1991 | **889,144** | **841,082** | **247,946** | **178,523** | **37,403** | **59,195** | **22,532** | **17,738** | **39,516** | **17,426** | **10,644** | **65,315** | **43,723** |
| | 1987 | 735,422 | 693,272 | 199,241 | 138,680 | 30,831 | 55,420 | 20,446 | 16,543 | 37,064 | 15,822 | 9,926 | 60,388 | 39,676 |
| **NONMETRO PORTION OF STATE** | 1991 | **533,327** | **505,929** | **126,391** | **84,898** | **26,728** | **27,637** | **13,554** | **6,292** | **15,499** | **10,486** | **3,773** | **31,638** | **26,468** |
| | 1987 | 435,666 | 411,969 | 106,387 | 71,363 | 21,764 | 25,827 | 12,547 | 5,688 | 14,264 | 9,708 | 3,412 | 29,015 | 24,347 |
| **TOTAL STATE** | 1991 | **8,903,463** | **8,444,539** | **2,289,149** | **1,617,534** | **379,762** | **523,490** | **196,474** | **146,088** | **344,743** | **152,022** | **87,648** | **579,148** | **388,686** |
| | 1987 | 7,238,079 | 6,837,122 | 1,861,509 | 1,282,480 | 307,499 | 494,647 | 183,433 | 137,105 | 326,233 | 141,942 | 82,263 | 537,045 | 355,949 |

# 1991 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1991
U.S. CENSUS: 1987

Merchandise Line Sales

| METRO AREA | Year | Home Computers & Calculators | | Furniture & Sleep Equipment | | Men's & Boys' Clothing | | | Women's & Girls' Clothing | | | Footwear | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | In All Stores ($000) | In Radio/TV Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) |
| **LOUISIANA (continued)** | | | | | | | | | | | | | | |
| **TOTAL STATE** | 1991 | **104,879** | **68,024** | **489,951** | **348,306** | **738,962** | **287,256** | **361,573** | **1,587,738** | **689,258** | **739,140** | **506,627** | **344,757** | **104,436** |
| | 1987 | 80,093 | 52,194 | 392,649 | 284,994 | 571,230 | 229,924 | 272,010 | 1,232,554 | 553,006 | 556,143 | 396,327 | 275,133 | 78,346 |
| **MAINE** | | | | | | | | | | | | | | |
| **BANGOR** | 1991 | **4,681** | **2,936** | **18,413** | **12,987** | **40,973** | **13,180** | **11,387** | **60,967** | **23,588** | **22,174** | **21,790** | **10,019** | **1,698** |
| | 1987 | 4,213 | 2,527 | 16,987 | 11,786 | 40,840 | 14,095 | 10,701 | 61,016 | 25,225 | 20,839 | 22,091 | 10,714 | 1,596 |
| **LEWISTON - AUBURN** | 1991 | **2,915** | **1,758** | **10,044** | **6,215** | **23,199** | **4,945** | **8,811** | **34,355** | **8,849** | **17,125** | **11,084** | **3,758** | **1,464** |
| | 1987 | 2,652 | 1,540 | 9,145 | 5,685 | 23,855 | 6,247 | 8,667 | 34,915 | 11,179 | 15,122 | 12,174 | 4,748 | 1,293 |
| **PORTLAND** | 1991 | **13,831** | **5,301** | **42,937** | **30,332** | **193,625** | **41,460** | **22,655** | **222,485** | **74,199** | **44,118** | **119,855** | **31,515** | **3,379** |
| | 1987 | 11,954 | 4,920 | 41,272 | 29,723 | 159,696 | 35,550 | 21,229 | 188,567 | 63,622 | 41,341 | 97,332 | 27,023 | 3,166 |
| **NONMETRO PORTION OF STATE** | 1991 | **15,989** | **7,380** | **57,561** | **46,079** | **77,161** | **38,451** | **25,718** | **124,973** | **53,325** | **50,092** | **37,318** | **28,492** | **3,837** |
| | 1987 | 14,532 | 6,722 | 54,674 | 43,747 | 78,921 | 41,761 | 24,413 | 126,352 | 57,916 | 47,543 | 39,414 | 30,945 | 3,640 |
| **TOTAL STATE** | 1991 | **37,416** | **17,375** | **128,955** | **95,613** | **334,958** | **98,036** | **68,571** | **442,780** | **159,961** | **133,509** | **190,047** | **73,784** | **10,378** |
| | 1987 | 33,351 | 15,709 | 122,078 | 90,939 | 303,312 | 97,653 | 65,010 | 410,850 | 157,942 | 124,845 | 171,011 | 73,430 | 9,695 |
| **MARYLAND** | | | | | | | | | | | | | | |
| **BALTIMORE** | 1991 | **69,726** | **32,913** | **426,340** | **295,895** | **524,353** | **242,126** | **217,172** | **1,037,653** | **512,860** | **430,891** | **300,917** | **230,889** | **53,978** |
| | 1987 | 59,433 | 29,090 | 392,646 | 282,717 | 446,891 | 205,881 | 184,398 | 887,039 | 436,087 | 366,113 | 255,520 | 196,325 | 46,207 |
| **CUMBERLAND** | 1991 | **2,593** | **1,145** | **11,875** | **9,698** | **21,179** | **3,912** | **14,611** | **44,603** | **14,263** | **26,596** | **12,435** | **6,589** | **2,872** |
| | 1987 | 2,205 | 914 | 10,175 | 8,258 | 19,763 | 3,596 | 13,546 | 41,513 | 13,108 | 24,657 | 11,073 | 6,055 | 2,658 |
| **HAGERSTOWN** | 1991 | **3,189** | **2,141** | **17,230** | **12,148** | **19,458** | **6,627** | **11,935** | **36,408** | **11,848** | **22,466** | **10,153** | **6,782** | **2,413** |
| | 1987 | 3,047 | 2,041 | 16,979 | 12,215 | 19,071 | 7,011 | 11,130 | 35,619 | 12,533 | 20,951 | 10,328 | 7,174 | 2,250 |
| **NONMETRO PORTION OF STATE** | 1991 | **6,434** | **2,439** | **45,360** | **31,732** | **63,007** | **31,818** | **21,999** | **126,601** | **69,313** | **43,844** | **32,917** | **24,026** | **5,111** |
| | 1987 | 5,613 | 2,277 | 41,086 | 30,119 | 53,502 | 27,802 | 17,568 | 107,835 | 60,566 | 35,012 | 28,126 | 20,995 | 4,083 |
| **TOTAL STATE** | 1991 | **165,481** | **102,998** | **859,266** | **600,747** | **1,089,560** | **493,581** | **467,409** | **2,177,730** | **1,027,677** | **938,600** | **587,298** | **422,592** | **116,689** |
| | 1987 | 143,081 | 90,845 | 779,595 | 559,456 | 950,650 | 438,878 | 401,495 | 1,903,681 | 912,582 | 806,458 | 513,436 | 374,087 | 100,545 |
| **MASSACHUSETTS** | | | | | | | | | | | | | | |
| **BOSTON - LAWRENCE - SALEM - LOWELL - BROCKTON** | 1991 | **130,915** | **67,392** | **602,703** | **460,092** | **948,097** | **468,421** | **342,690** | **2,046,934** | **1,098,917** | **639,657** | **449,875** | **330,069** | **59,383** |
| | 1987 | 120,553 | 60,441 | 567,745 | 401,468 | 923,038 | 460,185 | 336,310 | 1,988,168 | 1,079,591 | 627,620 | 436,187 | 324,266 | 58,255 |
| **NEW BEDFORD - FALL RIVER - ATTLEBORO** | 1991 | **15,165** | **4,877** | **71,568** | **51,364** | **128,114** | **59,142** | **56,095** | **273,536** | **138,744** | **104,524** | **57,735** | **41,673** | **9,686** |
| | 1987 | 13,423 | 4,476 | 66,917 | 49,976 | 111,068 | 53,470 | 45,759 | 238,182 | 125,439 | 85,263 | 51,304 | 37,677 | 7,901 |
| **PITTSFIELD** | 1991 | **4,370** | **1,814** | **20,683** | **14,917** | **33,916** | **14,259** | **13,860** | **72,159** | **33,452** | **25,824** | **14,859** | **10,047** | **2,393** |
| | 1987 | 3,847 | 1,580 | 18,663 | 13,654 | 29,586 | 12,739 | 11,754 | 62,984 | 29,885 | 21,901 | 13,098 | 8,976 | 2,029 |
| **SPRINGFIELD** | 1991 | **17,986** | **8,093** | **85,117** | **61,725** | **128,089** | **47,806** | **64,153** | **268,320** | **112,153** | **119,539** | **51,991** | **33,686** | **11,077** |
| | 1987 | 16,145 | 7,023 | 77,163 | 56,487 | 121,163 | 50,820 | 55,482 | 255,927 | 119,223 | 103,380 | 51,917 | 35,810 | 9,580 |
| **WORCESTER - FITCHBURG - LEOMINSTER** | 1991 | **21,360** | **10,594** | **107,938** | **82,616** | **131,636** | **48,543** | **70,450** | **275,534** | **106,843** | **131,269** | **52,558** | **32,091** | **12,164** |
| | 1987 | 19,311 | 9,099 | 98,535 | 74,970 | 133,712 | 53,581 | 65,700 | 282,095 | 125,700 | 122,419 | 56,527 | 37,755 | 11,344 |
| **NONMETRO PORTION OF STATE** | 1991 | **9,523** | **5,846** | **59,487** | **49,700** | **80,002** | **46,566** | **21,744** | **169,502** | **98,660** | **46,560** | **33,537** | **25,511** | **3,277** |
| | 1987 | 8,352 | 5,174 | 54,815 | 46,006 | 74,578 | 44,426 | 19,608 | 157,692 | 94,126 | 42,093 | 31,556 | 24,340 | 2,956 |
| **TOTAL STATE** | 1991 | **199,319** | **98,616** | **947,516** | **720,414** | **1,449,854** | **681,737** | **568,992** | **3,105,985** | **1,588,769** | **1,067,373** | **660,555** | **473,077** | **97,980** |
| | 1987 | 181,631 | 87,793 | 883,838 | 672,591 | 1,393,145 | 675,221 | 534,613 | 2,985,048 | 1,573,964 | 1,002,676 | 640,589 | 468,824 | 92,065 |

# 1991 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1991
U.S. CENSUS: 1987

Merchandise Line Sales

| METRO AREA | Year | Groceries & Other Foods | | Drugs & Health & Beauty Aids | | | Major Household Appliances | | | TVs, Video Recorders & Tapes | | | Audio Equipment, Musical Instruments & Supplies | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | In All Stores ($000) | In Food Stores ($000) | In All Stores ($000) | In Drug-stores ($000) | In Food Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) |
| **MICHIGAN** | | | | | | | | | | | | | | |
| **ANN ARBOR** | 1991 | **359,669** | **280,314** | **106,439** | **64,668** | **12,909** | **25,286** | **13,498** | **8,821** | **23,934** | **18,043** | **3,464** | **38,982** | **26,853** |
| | 1987 | 297,137 | 229,832 | 82,346 | 47,230 | 10,584 | 21,773 | 11,827 | 7,508 | 20,740 | 15,809 | 2,949 | 32,427 | 22,446 |
| **BATTLE CREEK** | 1991 | **187,928** | **131,947** | **59,616** | **35,440** | **6,207** | **13,622** | **4,674** | **6,789** | **6,229** | **2,870** | **2,196** | **8,444** | **6,477** |
| | 1987 | 158,798 | 117,850 | 45,254 | 26,496 | 5,544 | 10,552 | 3,865 | 4,948 | 4,908 | 2,373 | 1,601 | 6,817 | 5,356 |
| **BENTON HARBOR** | 1991 | **195,237** | **153,351** | **60,780** | **37,526** | **8,986** | **11,182** | **4,494** | **5,018** | **5,427** | **2,769** | **1,491** | **5,192** | **2,745** |
| | 1987 | 174,254 | 138,985 | 46,891 | 26,180 | 8,144 | 10,454 | 4,612 | 4,380 | 5,148 | 2,842 | 1,302 | 4,977 | 2,817 |
| **DETROIT** | 1991 | **5,047,894** | **4,104,577** | **1,671,858** | **1,142,742** | **159,650** | **394,779** | **203,091** | **144,020** | **288,269** | **204,919** | **53,491** | **306,088** | **241,229** |
| | 1987 | 4,604,204 | 3,837,793 | 1,330,808 | 884,043 | 149,275 | 332,026 | 177,234 | 114,282 | 246,311 | 178,829 | 42,448 | 260,284 | 207,571 |
| ***DETROIT - ANN ARBOR CONSOLIDATED AREA*** | *1991* | ***5,407,563*** | ***4,384,891*** | ***1,778,297*** | ***1,207,410*** | ***172,559*** | ***420,065*** | ***216,589*** | ***152,841*** | ***312,203*** | ***222,962*** | ***56,955*** | ***345,070*** | ***268,082*** |
| | *1987* | *4,901,341* | *4,067,625* | *1,413,154* | *931,273* | *159,859* | *353,799* | *189,061* | *121,790* | *267,051* | *194,638* | *45,397* | *292,711* | *230,017* |
| **FLINT** | 1991 | **574,834** | **425,818** | **172,607** | **107,780** | **18,109** | **40,341** | **20,333** | **12,260** | **34,493** | **26,707** | **5,619** | **29,156** | **21,193** |
| | 1987 | 502,922 | 375,576 | 140,828 | 84,824 | 15,972 | 34,887 | 17,639 | 10,470 | 29,875 | 23,169 | 4,799 | 25,300 | 18,386 |
| **GRAND RAPIDS** | 1991 | **919,433** | **592,683** | **250,802** | **127,258** | **29,557** | **75,389** | **49,044** | **17,228** | **46,480** | **31,943** | **8,613** | **69,206** | **44,821** |
| | 1987 | 769,814 | 504,758 | 190,959 | 89,145 | 25,173 | 64,968 | 43,469 | 14,009 | 40,063 | 28,312 | 7,004 | 58,131 | 38,321 |
| **JACKSON** | 1991 | **207,791** | **120,836** | **58,425** | **31,902** | **5,649** | **14,130** | **4,882** | **6,522** | **7,712** | **3,938** | **2,767** | **7,900** | **4,805** |
| | 1987 | 167,696 | 97,713 | 43,700 | 22,248 | 4,568 | 11,817 | 4,382 | 5,245 | 6,548 | 3,534 | 2,225 | 6,569 | 4,064 |
| **KALAMAZOO** | 1991 | **269,237** | **159,321** | **85,178** | **41,146** | **7,184** | **29,015** | **15,955** | **8,928** | **21,989** | **14,846** | **5,001** | **32,838** | **18,575** |
| | 1987 | 249,002 | 163,045 | 70,025 | 33,873 | 7,352 | 23,877 | 13,527 | 6,933 | 18,259 | 12,588 | 3,883 | 26,436 | 14,936 |
| **LANSING - EAST LANSING** | 1991 | **555,287** | **343,103** | **154,181** | **80,605** | **14,166** | **52,370** | **31,867** | **14,763** | **33,975** | **25,100** | **4,920** | **44,118** | **32,615** |
| | 1987 | 507,745 | 339,156 | 121,996 | 60,750 | 14,004 | 42,575 | 26,056 | 11,635 | 27,680 | 20,524 | 3,878 | 35,051 | 25,700 |
| **MUSKEGON** | 1991 | **174,215** | **125,082** | **53,821** | **33,885** | **4,472** | **14,179** | **7,327** | **5,349** | **8,545** | **5,209** | **1,962** | **9,481** | **5,421** |
| | 1987 | 170,995 | 128,471 | 41,882 | 23,963 | 4,594 | 12,523 | 6,657 | 4,578 | 7,582 | 4,733 | 1,679 | 8,385 | 4,925 |
| **SAGINAW - BAY CITY - MIDLAND** | 1991 | **453,997** | **337,184** | **141,356** | **81,632** | **11,766** | **39,977** | **22,093** | **13,486** | **28,690** | **20,505** | **5,283** | **29,050** | **19,897** |
| | 1987 | 414,640 | 319,963 | 112,246 | 62,288 | 11,166 | 33,501 | 18,941 | 10,863 | 24,233 | 17,579 | 4,240 | 23,959 | 16,489 |
| **NONMETRO PORTION OF STATE** | 1991 | **2,395,311** | **2,101,015** | **548,088** | **357,053** | **95,880** | **113,311** | **51,993** | **19,028** | **53,488** | **34,546** | **6,602** | **62,213** | **37,155** |
| | 1987 | 1,941,972 | 1,707,994 | 417,459 | 262,756 | 77,945 | 97,393 | 46,269 | 15,082 | 46,501 | 30,742 | 5,233 | 53,062 | 32,642 |
| **TOTAL STATE** | 1991 | **11,340,833** | **8,875,231** | **3,363,151** | **2,141,637** | **374,535** | **823,581** | **429,251** | **262,212** | **559,231** | **391,395** | **101,409** | **642,668** | **461,786** |
| | 1987 | 9,959,179 | 7,961,136 | 2,644,394 | 1,623,796 | 334,321 | 696,346 | 374,478 | 209,933 | 477,848 | 341,034 | 81,241 | 541,398 | 393,653 |
| **MINNESOTA** | | | | | | | | | | | | | | |
| **DULUTH** | 1991 | **325,871** | **294,419** | **75,809** | **39,887** | **11,475** | **19,492** | **6,337** | **7,676** | **14,925** | **6,850** | **7,114** | **15,341** | **9,233** |
| | 1987 | 259,068 | 235,200 | 61,991 | 33,526 | 9,168 | 16,984 | 6,327 | 6,010 | 13,209 | 6,840 | 5,568 | 13,599 | 8,778 |
| **FARGO - MOORHEAD** | 1991 | **188,892** | **174,258** | **61,024** | **20,347** | **9,877** | **16,615** | **6,180** | **4,629** | **13,006** | **6,954** | **4,273** | **16,663** | **11,485** |
| | 1987 | 151,020 | 139,567 | 47,416 | 15,377 | 7,911 | 14,138 | 6,070 | 3,422 | 11,406 | 6,830 | 3,155 | 15,009 | 11,111 |
| **MINNEAPOLIS - ST. PAUL** | 1991 | **3,269,571** | **2,857,050** | **810,795** | **367,088** | **171,270** | **212,718** | **87,648** | **83,727** | **179,225** | **90,358** | **60,312** | **237,082** | **138,330** |
| | 1987 | 2,590,417 | 2,263,660 | 632,436 | 280,477 | 135,703 | 198,944 | 99,336 | 66,257 | 173,109 | 102,408 | 47,715 | 233,591 | 154,635 |
| **ROCHESTER** | 1991 | **159,627** | **139,704** | **41,534** | **13,895** | **6,949** | **12,039** | **5,345** | **4,011** | **10,996** | **6,014** | **3,703** | **14,115** | **9,113** |
| | 1987 | 125,164 | 107,792 | 33,936 | 12,440 | 5,262 | 10,461 | 5,108 | 3,060 | 9,631 | 5,747 | 2,825 | 12,266 | 8,301 |
| **ST. CLOUD** | 1991 | **241,367** | **180,077** | **162,581** | **70,176** | **8,300** | **34,065** | **6,494** | **6,070** | **26,637** | **8,192** | **4,855** | **33,210** | **8,717** |
| | 1987 | 191,624 | 146,593 | 104,006 | 44,394 | 6,757 | 24,986 | 6,108 | 3,445 | 19,821 | 7,703 | 2,755 | 24,521 | 7,923 |
| **NONMETRO PORTION OF STATE** | 1991 | **1,628,188** | **1,471,680** | **407,180** | **242,398** | **78,628** | **63,692** | **27,226** | **10,205** | **35,384** | **19,058** | **6,683** | **45,518** | **17,097** |
| | 1987 | 1,305,649 | 1,183,534 | 322,595 | 194,149 | 63,242 | 59,246 | 30,023 | 7,292 | 33,825 | 21,017 | 4,768 | 40,669 | 18,242 |
| **TOTAL STATE** | 1991 | **5,570,500** | **4,898,207** | **1,494,000** | **732,662** | **274,689** | **342,553** | **135,100** | **111,362** | **268,389** | **132,867** | **82,470** | **348,507** | **186,822** |
| | 1987 | 4,430,154 | 3,902,145 | 1,151,325 | 563,559 | 218,798 | 311,242 | 148,810 | 85,684 | 250,869 | 145,934 | 63,360 | 327,601 | 201,714 |
| **MISSISSIPPI** | | | | | | | | | | | | | | |
| **BILOXI - GULFPORT** | 1991 | **198,751** | **187,106** | **58,179** | **34,560** | **11,181** | **15,128** | **5,767** | **5,605** | **9,380** | **4,951** | **3,086** | **9,705** | **6,033** |
| | 1987 | 191,855 | 182,293 | 48,696 | 27,890 | 10,894 | 12,996 | 5,324 | 4,414 | 8,139 | 4,570 | 2,431 | 8,344 | 5,324 |

# 1991 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1991
U.S. CENSUS 1987

Merchandise Line Sales

| METRO AREA | Year | Home Computers & Calculators | | Furniture & Sleep Equipment | | Men's & Boys' Clothing | | | Women's & Girls' Clothing | | | Footwear | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | In All Stores ($000) | In Radio/TV Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) |
| **MICHIGAN** | | | | | | | | | | | | | | |
| **ANN ARBOR** | 1991 | 7,253 | 3,122 | 39,145 | 25,895 | 74,313 | 35,952 | 34,649 | 151,960 | 79,519 | 67,409 | 42,642 | 31,838 | 7,630 |
| | 1987 | 6,084 | 2,651 | 33,763 | 22,688 | 57,419 | 24,679 | 29,494 | 116,463 | 54,586 | 57,380 | 30,976 | 21,855 | 6,495 |
| **BATTLE CREEK** | 1991 | 2,771 | 1,294 | 17,019 | 13,611 | 30,878 | 9,234 | 18,968 | 53,141 | 18,744 | 32,145 | 15,255 | 10,370 | 3,095 |
| | 1987 | 2,138 | 1,013 | 13,834 | 11,255 | 23,092 | 7,115 | 13,825 | 39,698 | 14,442 | 23,430 | 11,680 | 7,990 | 2,256 |
| **BENTON HARBOR** | 1991 | 3,232 | 2,110 | 8,255 | 5,539 | 25,238 | 8,924 | 13,833 | 46,782 | 21,271 | 22,106 | 15,765 | 11,610 | 3,119 |
| | 1987 | 3,027 | 2,035 | 8,077 | 5,684 | 21,520 | 7,159 | 12,074 | 39,509 | 17,062 | 19,294 | 12,995 | 9,313 | 2,723 |
| **DETROIT** | 1991 | 124,291 | 77,207 | 752,984 | 556,215 | 1,025,894 | 443,749 | 511,214 | 2,116,103 | 1,131,042 | 908,406 | 550,637 | 406,598 | 110,937 |
| | 1987 | 103,427 | 65,247 | 644,304 | 485,396 | 834,673 | 367,122 | 420,662 | 1,725,545 | 935,732 | 720,834 | 452,427 | 336,386 | 88,035 |
| ***DETROIT - ANN ARBOR CONSOLIDATED AREA*** | *1991* | *131,544* | *80,329* | *792,129* | *582,110* | *1,100,207* | *479,701* | *545,863* | *2,268,063* | *1,210,561* | *975,815* | *593,279* | *438,436* | *118,567* |
| | *1987* | *109,511* | *67,898* | *678,067* | *608,084* | *892,092* | *391,801* | *450,156* | *1,842,008* | *990,318* | *778,214* | *483,403* | *358,241* | *94,530* |
| **FLINT** | 1991 | 7,953 | 3,355 | 63,916 | 48,590 | 92,004 | 26,763 | 58,745 | 180,133 | 74,517 | 97,058 | 40,524 | 27,157 | 9,195 |
| | 1987 | 6,805 | 2,778 | 55,331 | 42,153 | 81,627 | 25,612 | 50,166 | 161,996 | 71,312 | 82,884 | 37,461 | 25,989 | 7,852 |
| **GRAND RAPIDS** | 1991 | 15,680 | 9,091 | 112,461 | 88,731 | 179,867 | 88,410 | 75,459 | 316,233 | 159,772 | 145,483 | 82,525 | 58,099 | 18,184 |
| | 1987 | 13,049 | 7,736 | 97,867 | 78,645 | 145,857 | 71,086 | 61,237 | 256,173 | 128,464 | 115,294 | 66,633 | 46,714 | 14,787 |
| **JACKSON** | 1991 | 3,039 | 1,203 | 17,663 | 11,931 | 26,446 | 3,240 | 21,627 | 45,868 | 9,581 | 33,948 | 13,011 | 6,945 | 5,030 |
| | 1987 | 2,499 | 1,025 | 15,339 | 10,708 | 22,035 | 3,305 | 17,393 | 39,043 | 9,722 | 27,302 | 11,983 | 7,083 | 4,045 |
| **KALAMAZOO** | 1991 | 9,312 | 4,912 | 37,850 | 26,370 | 57,550 | 22,814 | 30,713 | 120,202 | 58,958 | 54,640 | 34,601 | 26,655 | 5,356 |
| | 1987 | 7,580 | 4,012 | 31,496 | 22,358 | 44,726 | 17,519 | 23,850 | 93,163 | 45,273 | 42,431 | 26,757 | 20,468 | 4,160 |
| **LANSING - EAST LANSING** | 1991 | 17,930 | 14,988 | 64,514 | 51,730 | 102,467 | 40,583 | 53,518 | 195,967 | 90,805 | 94,734 | 48,413 | 32,295 | 12,303 |
| | 1987 | 14,077 | 11,667 | 52,620 | 42,298 | 80,80[illegible] | 31,599 | 42,178 | 154,199 | 70,702 | 74,661 | 38,021 | 25,146 | 9,697 |
| **MUSKEGON** | 1991 | 3,077 | 1,478 | 17,791 | 12,367 | 25,439 | 6,275 | 17,116 | 48,809 | 15,546 | 29,952 | 14,049 | 9,428 | 3,506 |
| | 1987 | 2,641 | 1,271 | 15,873 | 11,236 | 21,621 | 5,114 | 14,651 | 41,309 | 12,670 | 25,638 | 11,638 | 7,684 | 3,001 |
| **SAGINAW - BAY CITY - MIDLAND** | 1991 | 7,009 | 2,564 | 56,005 | 43,394 | 96,643 | 36,174 | 50,232 | 184,230 | 83,169 | 9[illegible],111 | 50,792 | 37,628 | 10,565 |
| | 1987 | 5,703 | 2,075 | 47,493 | 37,202 | 79,298 | 30,098 | 43,345 | 151,164 | 69,201 | 76,319 | 42,000 | 31,308 | 8,479 |
| **NONMETRO PORTION OF STATE** | 1991 | 22,765 | 11,708 | 125,734 | 110,762 | 200,221 | 95,607 | 70,667 | 381,859 | 196,410 | 135,091 | 109,146 | 83,203 | 15,775 |
| | 1987 | 19,031 | 9,925 | 110,811 | 98,566 | 164,179 | 78,958 | 56,082 | 312,774 | 162,212 | 107,150 | 89,833 | 68,715 | 12,510 |
| **TOTAL STATE** | 1991 | 224,312 | 133,032 | 1,313,337 | 995,135 | 1,936,960 | 817,725 | 956,734 | 3,841,287 | 1,939,334 | 1,716,083 | 1,017,360 | 741,828 | 204,695 |
| | 1987 | 186,061 | 111,435 | 1,126,808 | 868,189 | 1,576,849 | 669,366 | 784,957 | 3,131,036 | 1,591,428 | 1,375,617 | 832,404 | 608,651 | 164,040 |
| **MINNESOTA** | | | | | | | | | | | | | | |
| **DULUTH** | 1991 | 6,016 | 2,625 | 27,350 | 19,353 | 49,719 | 17,424 | 26,973 | 97,224 | 29,405 | 51,346 | 21,740 | 13,159 | 6,389 |
| | 1987 | 6,230 | 2,486 | 25,671 | 19,323 | 39,730 | 14,110 | 21,125 | 77,632 | 31,910 | 40,213 | 17,508 | 10,656 | 5,004 |
| **FARGO - MOORHEAD** | 1991 | 5,090 | 2,395 | 20,405 | 15,506 | 45,083 | 12,727 | 28,262 | 88,602 | 32,403 | 52,740 | 21,371 | 12,314 | 6,047 |
| | 1987 | 4,325 | 2,191 | 18,911 | 15,230 | 34,047 | 9,751 | 20,941 | 66,847 | 24,827 | 39,099 | 16,388 | 9,434 | 4,483 |
| **MINNEAPOLIS - ST. PAUL** | 1991 | 80,385 | 50,373 | 404,203 | 268,368 | 666,596 | 252,580 | 361,171 | 1,180,067 | 549,493 | 565,338 | 309,607 | 194,848 | 94,404 |
| | 1987 | 78,813 | 54,168 | 412,273 | 304,152 | 529,052 | 199,671 | 285,795 | 935,756 | 434,385 | 447,349 | 245,168 | 154,032 | 74,683 |
| **ROCHESTER** | 1991 | 6,360 | 4,090 | 14,700 | 7,637 | 34,771 | 10,312 | 20,057 | 65,650 | 25,540 | 33,326 | 15,977 | 10,265 | 4,937 |
| | 1987 | 5,610 | 3,796 | 12,819 | 7,298 | 27,446 | 8,504 | 15,301 | 52,096 | 21,063 | 25,424 | 12,897 | 8,465 | 3,766 |
| **ST. CLOUD** | 1991 | 12,201 | 2,458 | 38,711 | 14,979 | 139,904 | 10,749 | 36,425 | 235,414 | 26,122 | 59,248 | 41,301 | 9,631 | 7,043 |
| | 1987 | 9,942 | 2,213 | 30,272 | 14,085 | 88,607 | 9,078 | 20,666 | 151,957 | 22,060 | 33,616 | 29,121 | 8,134 | 3,996 |
| **NONMETRO PORTION OF STATE** | 1991 | 19,625 | 6,743 | 93,848 | 78,106 | 155,581 | 80,253 | 41,494 | 334,310 | 175,669 | 81,015 | 83,929 | 59,020 | 10,136 |
| | 1987 | 18,191 | 6,992 | 98,957 | 86,130 | 126,777 | 69,382 | 29,627 | 272,277 | 151,878 | 57,938 | 70,611 | 51,023 | 7,245 |
| **TOTAL STATE** | 1991 | 125,414 | 67,679 | 581,517 | 392,934 | 1,040,142 | 369,787 | 485,949 | 1,902,112 | 813,227 | 789,649 | 470,639 | 286,031 | 122,762 |
| | 1987 | 117,867 | 70,819 | 582,864 | 435,235 | 806,450 | 299,355 | 371,724 | 1,481,040 | 658,591 | 602,848 | 373,667 | 231,523 | 94,440 |
| **MISSISSIPPI** | | | | | | | | | | | | | | |
| **BILOXI - GULFPORT** | 1991 | 4,759 | 3,526 | 23,798 | 18,256 | 29,150 | 5,877 | 20,476 | 59,767 | 15,111 | 39,725 | 16,489 | 9,857 | 4,805 |
| | 1987 | 4,103 | 3,101 | 21,371 | 16,852 | 23,923 | 5,432 | 16,132 | 49,486 | 13,968 | 31,295 | 14,426 | 9,111 | 3,783 |

# 1991 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1991
U.S. CENSUS 1987

Merchandise Line Sales

| METRO AREA | Year | Groceries & Other Foods | | Drugs & Health & Beauty Aids | | | Major Household Appliances | | | TVs, Video Recorders & Tapes | | | Audio Equipment, Musical Instruments & Supplies | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | In All Stores ($000) | In Food Stores ($000) | In All Stores ($000) | In Drug-stores ($000) | In Food Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) |
| **MISSISSIPPI (continued)** | | | | | | | | | | | | | | |
| **JACKSON** | 1991 | **391,286** | **352,101** | **146,385** | **75,703** | **19,688** | **32,871** | **13,347** | **10,617** | **33,502** | **13,210** | **5,797** | **32,883** | **21,583** |
| | 1987 | 368,086 | 336,030 | 117,721 | 60,004 | 18,789 | 25,975 | 10,731 | 7,963 | 26,372 | 10,621 | 4,294 | 25,474 | 16,642 |
| **PASCAGOULA** | 1991 | **103,784** | **97,136** | **35,641** | **24,062** | **5,972** | **8,459** | **1,925** | **3,618** | **4,281** | **1,653** | **1,660** | **3,996** | **2,030** |
| | 1987 | 102,263 | 96,961 | 27,830 | 17,198 | 5,961 | 7,228 | 1,842 | 2,996 | 3,783 | 1,581 | 1,375 | 3,497 | 1,842 |
| **NONMETRO PORTION OF STATE** | 1991 | **1,826,319** | **1,705,014** | **595,774** | **359,826** | **99,028** | **118,808** | **46,401** | **18,204** | **84,985** | **35,742** | **23,907** | **69,464** | **35,566** |
| | 1987 | 1,718,486 | 1,618,314 | 464,422 | 260,507 | 93,992 | 100,692 | 40,417 | 14,369 | 71,680 | 31,135 | 18,902 | 57,980 | 30,308 |
| **TOTAL STATE** | 1991 | **2,597,140** | **2,414,920** | **854,472** | **503,956** | **139,715** | **178,512** | **68,339** | **39,430** | **135,124** | **56,473** | **35,702** | **118,425** | **66,316** |
| | 1987 | 2,449,406 | 2,299,985 | 671,679 | 371,917 | 133,107 | 149,228 | 58,883 | 30,653 | 111,956 | 48,487 | 27,825 | 96,832 | 54,793 |
| **MISSOURI** | | | | | | | | | | | | | | |
| **COLUMBIA** | 1991 | **115,718** | **93,952** | **29,727** | **10,944** | **4,151** | **11,796** | **3,819** | **4,757** | **9,593** | **2,151** | **4,757** | **8,362** | **4,519** |
| | 1987 | 100,914 | 83,931 | 24,935 | 10,829 | 3,708 | 10,220 | 4,466 | 3,256 | 8,250 | 3,685 | 3,256 | 8,026 | 5,285 |
| **JOPLIN** | 1991 | **171,071** | **150,266** | **43,605** | **12,875** | **14,124** | **11,995** | **3,516** | **5,325** | **10,412** | **2,016** | **6,307** | **8,165** | **3,751** |
| | 1987 | 142,784 | 124,956 | 36,805 | 11,599 | 11,746 | 11,254 | 4,393 | 4,145 | 9,173 | 2,519 | 4,909 | 8,085 | 4,554 |
| **KANSAS CITY** | 1991 | **1,777,928** | **1,658,523** | **573,182** | **289,606** | **105,228** | **138,186** | **52,328** | **63,961** | **123,160** | **59,529** | **40,021** | **112,610** | **73,951** |
| | 1987 | 1,480,964 | 1,377,755 | 462,253 | 222,727 | 87,416 | 127,715 | 57,716 | 51,396 | 117,220 | 65,659 | 32,168 | 110,547 | 78,897 |
| **ST. JOSEPH** | 1991 | **96,651** | **86,846** | **28,552** | **11,440** | **5,148** | **8,003** | **1,845** | **4,917** | **6,457** | **1,523** | **3,139** | **5,428** | **2,313** |
| | 1987 | 90,836 | 82,716 | 25,346 | 10,465 | 4,904 | 7,657 | 2,455 | 4,022 | 6,138 | 2,026 | 2,567 | 5,506 | 2,905 |
| **ST. LOUIS** | 1991 | **2,706,943** | **2,504,630** | **864,071** | **432,126** | **190,795** | **197,580** | **75,930** | **56,361** | **154,767** | **67,040** | **58,710** | **178,332** | **103,975** |
| | 1987 | 2,292,440 | 2,121,655 | 706,721 | 344,927 | 161,624 | 186,486 | 84,650 | 46,011 | 147,275 | 74,737 | 47,928 | 173,777 | 112,106 |
| **SPRINGFIELD** | 1991 | **226,302** | **199,200** | **85,967** | **24,772** | **25,861** | **23,738** | **3,067** | **12,564** | **20,415** | **2,874** | **11,574** | **20,144** | **8,385** |
| | 1987 | 207,229 | 185,637 | 74,006 | 23,027 | 24,101 | 20,182 | 4,267 | 9,336 | 17,407 | 4,001 | 8,599 | 20,745 | 11,668 |
| **NONMETRO PORTION OF STATE** | 1991 | **1,744,940** | **1,562,739** | **391,356** | **191,692** | **79,255** | **78,103** | **31,487** | **10,814** | **69,275** | **21,396** | **31,370** | **56,603** | **20,201** |
| | 1987 | 1,487,942 | 1,340,668 | 327,830 | 167,791 | 67,990 | 78,918 | 39,471 | 8,116 | 64,502 | 26,824 | 23,546 | 53,633 | 24,720 |
| **TOTAL STATE** | 1991 | **5,532,664** | **5,039,585** | **1,602,226** | **775,632** | **340,496** | **364,500** | **131,359** | **118,285** | **305,679** | **115,229** | **124,613** | **298,540** | **160,336** |
| | 1987 | 4,736,935 | 4,323,746 | 1,348,029 | 654,275 | 292,435 | 351,826 | 156,633 | 95,770 | 291,737 | 136,691 | 99,293 | 298,484 | 184,991 |
| **MONTANA** | | | | | | | | | | | | | | |
| **BILLINGS** | 1991 | **202,631** | **189,123** | **59,933** | **12,758** | **35,858** | **11,587** | **4,014** | **5,327** | **9,246** | **3,754** | **2,156** | **12,623** | **7,821** |
| | 1987 | 150,115 | 137,943 | 45,433 | 10,028 | 26,155 | 9,536 | 3,310 | 4,376 | 7,706 | 3,095 | 1,771 | 10,414 | 6,449 |
| **GREAT FALLS** | 1991 | **89,766** | **82,110** | **28,707** | **9,325** | **11,374** | **10,773** | **4,692** | **4,647** | **6,902** | **3,355** | **1,609** | **7,782** | **4,739** |
| | 1987 | 74,732 | 68,614 | 23,482 | 7,823 | 9,505 | 8,802 | 4,100 | 3,523 | 5,726 | 2,932 | 1,220 | 6,332 | 3,937 |
| **NONMETRO PORTION OF STATE** | 1991 | **770,866** | **701,668** | **198,926** | **92,795** | **86,172** | **40,765** | **23,642** | **5,635** | **25,779** | **17,879** | **3,448** | **25,945** | **15,012** |
| | 1987 | 611,667 | 555,293 | 147,973 | 64,422 | 68,197 | 32,459 | 19,170 | 4,149 | 20,564 | 14,500 | 2,523 | 20,255 | 11,865 |
| **TOTAL STATE** | 1991 | **1,063,263** | **972,901** | **287,566** | **114,878** | **133,404** | **63,125** | **32,348** | **15,609** | **41,927** | **24,988** | **7,213** | **46,350** | **27,572** |
| | 1987 | 836,514 | 761,850 | 216,888 | 82,273 | 103,857 | 50,797 | 26,580 | 12,048 | 33,996 | 20,527 | 5,514 | 37,001 | 22,251 |
| **NEBRASKA** | | | | | | | | | | | | | | |
| **LINCOLN** | 1991 | **257,251** | **238,659** | **69,459** | **31,746** | **18,857** | **12,705** | **3,932** | **6,130** | **10,930** | **3,849** | **4,479** | **12,969** | **7,362** |
| | 1987 | 201,053 | 185,689 | 55,515 | 25,073 | 14,672 | 12,390 | 5,075 | 5,063 | 10,764 | 4,964 | 3,700 | 13,808 | 9,157 |
| **OMAHA** | 1991 | **759,208** | **703,910** | **214,933** | **107,328** | **49,348** | **48,927** | **26,622** | **15,172** | **49,854** | **34,378** | **10,747** | **46,019** | **27,953** |
| | 1987 | 616,757 | 571,717 | 166,701 | 82,074 | 40,081 | 46,018 | 28,814 | 11,388 | 49,196 | 37,208 | 8,067 | 44,122 | 30,214 |
| **NONMETRO PORTION OF STATE** | 1991 | **832,254** | **713,363** | **220,826** | **114,879** | **49,089** | **48,092** | **21,713** | **8,169** | **37,064** | **15,173** | **7,885** | **26,481** | **11,829** |
| | 1987 | 708,364 | 612,286 | 185,333 | 98,346 | 42,140 | 48,271 | 26,541 | 6,170 | 36,303 | 18,544 | 5,951 | 25,594 | 13,939 |
| **TOTAL STATE** | 1991 | **1,793,843** | **1,608,196** | **478,529** | **236,284** | **113,893** | **106,993** | **51,818** | **27,882** | **95,761** | **52,703** | **21,986** | **83,124** | **46,566** |
| | 1987 | 1,475,163 | 1,325,087 | 385,301 | 190,816 | 93,724 | 104,386 | 59,901 | 21,380 | 94,320 | 59,886 | 16,839 | 81,491 | 52,666 |

# 1991 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1991
U.S. CENSUS 1987

Merchandise Line Sales

| METRO AREA | Year | Home Computers & Calculators | | Furniture & Sleep Equipment | | Men's & Boys' Clothing | | | Women's & Girls' Clothing | | | Footwear | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | In All Stores ($000) | In Radio/TV Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) |
| **MISSISSIPPI (continued)** | | | | | | | | | | | | | | |
| **JACKSON** | 1991 | **15,392** | **11,722** | **61,523** | **48,203** | **78,057** | **24,081** | **45,994** | **182,200** | **72,799** | **95,427** | **57,448** | **35,169** | **16,298** |
| | 1987 | 11,831 | 8,822 | 48,893 | 38,759 | 59,857 | 18,701 | 34,475 | 140,065 | 56,530 | 71,530 | 44,090 | 27,309 | 12,102 |
| **PASCAGOULA** | 1991 | **1,418** | **419** | **8,826** | **6,092** | **12,827** | **4,889** | **7,651** | **23,513** | **8,182** | **14,593** | **9,164** | **6,732** | **1,715** |
| | 1987 | 1,250 | 380 | 8,102 | 5,829 | 10,968 | 4,324 | 6,336 | 20,107 | 7,236 | 12,084 | 7,945 | 5,954 | 1,420 |
| **NONMETRO PORTION OF STATE** | 1991 | **15,440** | **11,377** | **157,734** | **135,759** | **206,792** | **91,976** | **84,847** | **446,136** | **217,341** | **174,720** | **136,778** | **84,547** | **30,749** |
| | 1987 | 12,721 | 9,390 | 136,277 | 118,241 | 167,960 | 75,830 | 67,170 | 363,151 | 179,193 | 138,028 | 111,809 | 69,710 | 24,305 |
| **TOTAL STATE** | 1991 | **37,992** | **27,612** | **256,523** | **210,994** | **334,656** | **127,585** | **165,230** | **726,893** | **315,483** | **336,586** | **222,794** | **137,082** | **55,357** |
| | 1987 | 30,529 | 22,041 | 217,667 | 181,379 | 268,256 | 105,132 | 128,229 | 583,896 | 259,198 | 260,904 | 180,544 | 112,945 | 42,786 |
| **MISSOURI** | | | | | | | | | | | | | | |
| **COLUMBIA** | 1991 | **2,728** | **356** | **13,339** | **9,293** | **25,628** | **5,318** | **15,493** | **55,853** | **23,505** | **25,130** | **13,459** | **8,722** | **3,416** |
| | 1987 | 2,469 | 399 | 13,780 | 10,868 | 19,129 | 4,961 | 10,603 | 44,457 | 21,924 | 17,199 | 11,497 | 8,135 | 2,338 |
| **JOPLIN** | 1991 | **2,313** | **950** | **12,301** | **8,583** | **25,278** | **7,205** | **14,015** | **56,116** | **20,253** | **27,749** | **20,507** | **14,236** | **4,765** |
| | 1987 | 2,358 | 1,179 | 13,744 | 10,723 | 20,744 | 6,433 | 10,909 | 46,487 | 18,085 | 21,599 | 17,714 | 12,711 | 3,709 |
| **KANSAS CITY** | 1991 | **39,987** | **28,376** | **202,514** | **121,943** | **359,770** | **113,026** | **212,101** | **719,463** | **270,734** | **390,803** | **178,128** | **117,230** | **47,525** |
| | 1987 | 39,755 | 29,889 | 200,871 | 134,498 | 303,160 | 100,984 | 170,457 | 608,936 | 241,891 | 313,960 | 154,584 | 104,741 | 38,204 |
| **ST. JOSEPH** | 1991 | **1,494** | **672** | **8,013** | **4,492** | **14,932** | **1,987** | **10,985** | **28,755** | **3,372** | **21,029** | **7,839** | **3,525** | **3,347** |
| | 1987 | 1,571 | 844 | 8,926 | 5,974 | 13,568 | 2,835 | 8,985 | 25,838 | 4,811 | 17,200 | 8,614 | 5,029 | 2,738 |
| **ST. LOUIS** | 1991 | **66,210** | **43,182** | **288,772** | **199,057** | **510,472** | **165,998** | **308,426** | **1,108,998** | **469,904** | **567,700** | **278,661** | **178,768** | **77,439** |
| | 1987 | 65,539 | 45,824 | 296,361 | 221,924 | 426,021 | 141,597 | 254,416 | 928,746 | 400,828 | 464,658 | 235,277 | 152,490 | 63,205 |
| **SPRINGFIELD** | 1991 | **5,886** | **2,323** | **33,001** | **14,947** | **60,566** | **16,876** | **38,027** | **120,993** | **37,086** | **75,066** | **29,767** | **16,442** | **10,582** |
| | 1987 | 5,945 | 3,122 | 34,639 | 20,801 | 47,790 | 14,844 | 28,254 | 95,880 | 32,620 | 55,772 | 24,523 | 14,462 | 7,862 |
| **NONMETRO PORTION OF STATE** | 1991 | **13,944** | **7,444** | **87,889** | **72,800** | **170,728** | **59,099** | **86,219** | **339,579** | **125,453** | **173,598** | **101,767** | **53,340** | **33,458** |
| | 1987 | 14,750 | 8,994 | 103,947 | 91,262 | 140,547 | 54,202 | 64,827 | 279,976 | 115,054 | 130,268 | 87,138 | 48,920 | 25,113 |
| **TOTAL STATE** | 1991 | **99,200** | **60,400** | **492,300** | **331,938** | **915,534** | **304,997** | **521,981** | **1,923,961** | **786,127** | **977,973** | **513,466** | **324,469** | **141,610** |
| | 1987 | 101,982 | 68,229 | 530,941 | 396,846 | 768,379 | 267,082 | 424,992 | 1,618,259 | 685,063 | 791,493 | 439,858 | 284,672 | 113,693 |
| **MONTANA** | | | | | | | | | | | | | | |
| **BILLINGS** | 1991 | **3,564** | **1,557** | **26,516** | **20,645** | **26,741** | **10,985** | **13,699** | **60,188** | **22,247** | **33,360** | **15,019** | **11,262** | **2,537** |
| | 1987 | 2,841 | 1,212 | 21,862 | 17,024 | 21,917 | 8,986 | 11,253 | 49,362 | 18,198 | 27,402 | 12,245 | 9,212 | 2,084 |
| **GREAT FALLS** | 1991 | **2,707** | **1,561** | **13,372** | **8,824** | **15,603** | **4,861** | **9,845** | **40,136** | **13,343** | **24,898** | **9,973** | **8,536** | **809** |
| | 1987 | 2,202 | 1,306 | 11,229 | 7,711 | 11,898 | 3,657 | 7,463 | 30,566 | 10,037 | 18,873 | 7,557 | 6,421 | 613 |
| **NONMETRO PORTION OF STATE** | 1991 | **12,917** | **6,039** | **46,437** | **40,778** | **82,879** | **40,728** | **23,964** | **155,774** | **73,997** | **52,542** | **48,319** | **34,551** | **3,672** |
| | 1987 | 9,962 | 4,554 | 37,410 | 33,068 | 62,822 | 30,401 | 17,539 | 118,107 | 55,239 | 38,719 | 36,426 | 25,790 | 2,688 |
| **TOTAL STATE** | 1991 | **19,186** | **9,157** | **86,325** | **70,247** | **125,223** | **56,574** | **47,508** | **256,098** | **109,587** | **110,800** | **73,311** | **54,349** | **7,018** |
| | 1987 | 15,005 | 7,072 | 70,501 | 57,803 | 96,637 | 43,044 | 36,255 | 198,035 | 83,474 | 84,994 | 56,228 | 41,423 | 5,385 |
| **NEBRASKA** | | | | | | | | | | | | | | |
| **LINCOLN** | 1991 | **11,704** | **8,030** | **15,683** | **9,068** | **47,647** | **18,868** | **24,323** | **98,436** | **45,232** | **47,458** | **25,006** | **19,045** | **4,083** |
| | 1987 | 13,286 | 10,021 | 17,171 | 11,694 | 39,788 | 15,780 | 20,087 | 82,213 | 37,829 | 39,194 | 20,888 | 15,928 | 3,372 |
| **OMAHA** | 1991 | **25,693** | **13,503** | **104,265** | **87,623** | **144,889** | **45,364** | **87,036** | **276,902** | **100,563** | **157,399** | **73,255** | **48,373** | **19,863** |
| | 1987 | 23,926 | 13,849 | 107,915 | 94,839 | 113,689 | 37,928 | 65,285 | 218,027 | 84,078 | 118,075 | 59,511 | 40,444 | 14,897 |
| **NONMETRO PORTION OF STATE** | 1991 | **18,974** | **9,841** | **45,290** | **34,203** | **145,369** | **41,070** | **32,235** | **197,589** | **92,631** | **69,476** | **73,296** | **37,630** | **8,352** |
| | 1987 | 19,194 | 10,937 | 51,149 | 41,818 | 120,436 | 34,122 | 24,349 | 160,098 | 76,953 | 52,462 | 60,948 | 31,263 | 6,311 |
| **TOTAL STATE** | 1991 | **54,586** | **30,555** | **161,736** | **129,108** | **334,213** | **101,218** | **135,624** | **547,078** | **229,347** | **259,620** | **164,961** | **100,671** | **30,547** |
| | 1987 | 54,743 | 33,837 | 172,736 | 146,225 | 263,211 | 84,639 | 103,497 | 440,114 | 191,765 | 198,241 | 136,236 | 84,214 | 23,212 |

# 1991 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1991
U.S. CENSUS 1987

Merchandise Line Sales

| METRO AREA | Year | Groceries & Other Foods | | Drugs & Health & Beauty Aids | | | Major Household Appliances | | | TVs, Video Recorders & Tapes | | | Audio Equipment, Musical Instruments & Supplies | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | In All Stores ($000) | In Food Stores ($000) | In All Stores ($000) | In Drugstores ($000) | In Food Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) |
| **NEVADA** | | | | | | | | | | | | | | |
| **LAS VEGAS** | 1991 | 953,878 | 895,054 | 318,862 | 107,206 | 100,642 | 75,749 | 42,273 | 26,055 | 42,423 | 18,912 | 16,580 | 55,401 | 42,585 |
| | 1987 | 677,962 | 634,410 | 221,298 | 70,502 | 71,336 | 56,941 | 32,244 | 19,354 | 31,735 | 14,425 | 12,316 | 39,927 | 30,547 |
| **RENO** | 1991 | 385,405 | 330,758 | 125,964 | 61,598 | 21,008 | 30,096 | 7,825 | 16,851 | 35,495 | 13,843 | 15,130 | 37,649 | 23,564 |
| | 1987 | 286,785 | 247,450 | 85,625 | 38,906 | 15,717 | 21,363 | 5,840 | 11,362 | 25,423 | 10,332 | 10,202 | 26,900 | 16,890 |
| **NONMETRO PORTION OF STATE** | 1991 | 236,462 | 221,980 | 46,494 | 26,888 | 15,878 | 13,984 | 8,691 | 2,063 | 3,853 | 1,392 | 392 | 5,950 | 3,296 |
| | 1987 | 183,308 | 171,734 | 35,828 | 20,542 | 12,285 | 11,488 | 7,269 | 1,591 | 3,106 | 1,163 | 302 | 4,851 | 2,746 |
| **TOTAL STATE** | 1991 | 1,575,745 | 1,447,792 | 491,320 | 195,692 | 137,528 | 119,829 | 58,789 | 44,969 | 81,771 | 34,147 | 32,102 | 99,000 | 69,445 |
| | 1987 | 1,148,055 | 1,053,594 | 342,751 | 129,950 | 99,338 | 89,792 | 45,353 | 32,307 | 60,264 | 25,920 | 22,820 | 71,678 | 50,183 |
| **NEW HAMPSHIRE** | | | | | | | | | | | | | | |
| **MANCHESTER - NASHUA** | 1991 | 530,941 | 495,006 | 114,099 | 72,773 | 20,597 | 55,371 | 19,263 | 19,063 | 32,764 | 9,463 | 10,466 | 50,935 | 28,913 |
| | 1987 | 458,338 | 423,819 | 101,705 | 63,307 | 17,636 | 57,478 | 20,580 | 19,021 | 34,309 | 10,110 | 10,443 | 52,602 | 29,787 |
| **PORTSMOUTH - DOVER - ROCHESTER** | 1991 | 601,624 | 565,284 | 116,153 | 73,402 | 23,522 | 57,287 | 23,939 | 15,795 | 32,362 | 11,761 | 8,671 | 54,789 | 34,650 |
| | 1987 | 495,113 | 462,245 | 97,595 | 60,793 | 19,235 | 53,319 | 22,792 | 14,171 | 30,103 | 11,197 | 7,780 | 51,414 | 32,989 |
| **NONMETRO PORTION OF STATE** | 1991 | 731,095 | 685,380 | 138,563 | 88,147 | 30,856 | 35,881 | 15,260 | 8,773 | 15,547 | 9,250 | 4,171 | 30,060 | 20,355 |
| | 1987 | 617,279 | 575,457 | 114,040 | 69,032 | 25,908 | 35,793 | 15,985 | 8,984 | 16,053 | 9,688 | 4,252 | 30,697 | 20,991 |
| **TOTAL STATE** | 1991 | 1,863,660 | 1,745,670 | 368,815 | 234,322 | 74,975 | 148,539 | 58,462 | 43,631 | 80,673 | 30,474 | 23,308 | 135,784 | 83,918 |
| | 1987 | 1,570,730 | 1,461,521 | 313,340 | 193,132 | 62,779 | 146,590 | 59,357 | 42,176 | 80,465 | 30,995 | 22,475 | 134,713 | 83,767 |
| **NEW JERSEY** | | | | | | | | | | | | | | |
| **ATLANTIC CITY** | 1991 | 550,092 | 530,182 | 134,859 | 85,513 | 21,312 | 35,468 | 18,754 | 9,273 | 18,540 | 10,180 | 4,501 | 28,529 | 18,586 |
| | 1987 | 447,571 | 429,179 | 110,551 | 67,572 | 17,253 | 33,085 | 17,567 | 8,515 | 17,249 | 9,536 | 4,131 | 25,930 | 16,814 |
| **BERGEN - PASSAIC** | 1991 | 2,007,100 | 1,938,006 | 705,827 | 345,083 | 131,919 | 146,557 | 61,918 | 41,940 | 105,907 | 45,802 | 26,488 | 140,501 | 100,479 |
| | 1987 | 1,713,649 | 1,649,427 | 588,451 | 269,889 | 112,276 | 134,558 | 54,927 | 40,475 | 95,936 | 40,631 | 25,563 | 123,328 | 86,530 |
| **JERSEY CITY** | 1991 | 633,429 | 607,103 | 176,091 | 127,064 | 36,441 | 41,444 | 27,061 | 5,164 | 24,546 | 19,213 | 3,443 | 43,134 | 37,904 |
| | 1987 | 568,999 | 546,473 | 140,530 | 97,226 | 32,802 | 32,934 | 20,589 | 4,202 | 19,083 | 14,618 | 2,802 | 32,443 | 28,001 |
| **MIDDLESEX - SOMERSET - HUNTERDON** | 1991 | 1,613,860 | 1,569,955 | 349,325 | 189,459 | 100,537 | 98,062 | 47,133 | 35,502 | 63,650 | 31,814 | 22,514 | 149,690 | 121,958 |
| | 1987 | 1,285,192 | 1,245,739 | 285,325 | 153,210 | 79,776 | 87,698 | 42,858 | 31,013 | 57,031 | 28,930 | 19,667 | 133,807 | 109,290 |
| **MONMOUTH - OCEAN** | 1991 | 1,547,775 | 1,512,911 | 411,795 | 223,053 | 135,924 | 86,473 | 43,897 | 30,159 | 48,533 | 15,963 | 21,865 | 87,632 | 45,947 |
| | 1987 | 1,220,252 | 1,189,793 | 326,232 | 172,850 | 106,895 | 74,879 | 37,125 | 26,734 | 42,303 | 13,500 | 19,382 | 73,341 | 37,500 |
| **NEWARK** | 1991 | 2,693,910 | 2,625,192 | 634,139 | 395,812 | 160,071 | 138,155 | 84,209 | 26,646 | 104,265 | 69,347 | 22,348 | 133,514 | 104,766 |
| | 1987 | 2,249,924 | 2,186,481 | 526,849 | 317,628 | 133,323 | 125,632 | 73,760 | 26,595 | 94,851 | 60,744 | 22,306 | 117,989 | 90,393 |
| **TRENTON** | 1991 | 441,560 | 430,744 | 135,492 | 81,298 | 37,655 | 40,111 | 18,952 | 10,830 | 21,312 | 11,709 | 5,793 | 27,692 | 21,421 |
| | 1987 | 356,665 | 346,575 | 109,356 | 63,435 | 30,297 | 36,544 | 16,635 | 10,191 | 19,403 | 10,278 | 5,451 | 24,248 | 18,257 |
| **VINELAND - MILLVILLE - BRIDGETON** | 1991 | 208,865 | 199,880 | 48,729 | 33,457 | 11,174 | 13,035 | 6,825 | 4,543 | 5,705 | 3,076 | 2,060 | 6,589 | 4,582 |
| | 1987 | 172,761 | 164,389 | 39,647 | 26,554 | 9,191 | 12,552 | 6,710 | 4,321 | 5,530 | 3,024 | 1,959 | 6,409 | 4,505 |
| **TOTAL STATE** | 1991 | 11,522,565 | 11,162,613 | 3,117,733 | 1,794,088 | 738,477 | 701,750 | 361,875 | 200,279 | 464,460 | 242,254 | 133,450 | 724,491 | 530,399 |
| | 1987 | 9,448,119 | 9,123,178 | 2,538,627 | 1,405,497 | 602,599 | 629,849 | 316,777 | 185,276 | 416,140 | 212,108 | 123,694 | 631,385 | 455,746 |
| **NEW MEXICO** | | | | | | | | | | | | | | |
| **ALBUQUERQUE** | 1991 | 571,713 | 508,814 | 164,039 | 89,432 | 37,164 | 58,461 | 20,523 | 19,004 | 46,228 | 26,040 | 12,922 | 48,119 | 35,274 |
| | 1987 | 479,636 | 427,026 | 120,620 | 58,310 | 31,191 | 48,278 | 17,023 | 15,660 | 38,209 | 21,599 | 10,648 | 38,082 | 27,639 |
| **LAS CRUCES** | 1991 | 109,363 | 105,694 | 23,576 | 9,211 | 7,720 | 10,470 | 3,652 | 3,826 | 6,849 | 1,913 | 2,720 | 6,801 | 4,331 |
| | 1987 | 83,271 | 80,202 | 18,961 | 8,113 | 5,858 | 8,672 | 3,230 | 2,830 | 5,512 | 1,692 | 2,012 | 5,631 | 3,691 |
| **SANTA FE** | 1991 | 123,496 | 115,876 | 33,308 | 16,775 | 8,464 | 11,749 | 3,387 | 4,416 | 6,532 | 1,633 | 3,142 | 9,909 | 7,020 |
| | 1987 | 98,136 | 92,122 | 27,766 | 15,224 | 6,729 | 8,815 | 2,658 | 3,083 | 4,900 | 1,281 | 2,193 | 7,641 | 5,509 |

# 1991 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1991
U.S. CENSUS 1987

Merchandise Line Sales

| METRO AREA | Year | Home Computers & Calculators | | Furniture & Sleep Equipment | | Men's & Boys' Clothing | | | Women's & Girls' Clothing | | | Footwear | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | In All Stores ($000) | In Radio/TV Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) |
| **NEVADA** | | | | | | | | | | | | | | |
| **LAS VEGAS** | 1991 | 14,490 | 9,747 | 118,127 | 83,155 | 190,996 | 86,292 | 90,601 | 328,460 | 149,484 | 160,477 | 134,429 | 93,427 | 25,463 |
| | 1987 | 10,555 | 7,060 | 89,243 | 63,427 | 135,214 | 57,503 | 67,299 | 232,766 | 99,612 | 119,202 | 92,083 | 62,257 | 18,914 |
| **RENO** | 1991 | 10,374 | 6,494 | 59,447 | 41,045 | 88,659 | 23,502 | 47,801 | 161,286 | 44,565 | 95,945 | 45,475 | 26,427 | 12,723 |
| | 1987 | 7,391 | 4,648 | 43,466 | 30,635 | 64,622 | 19,099 | 32,230 | 117,104 | 36,217 | 64,692 | 34,800 | 21,477 | 8,579 |
| **NONMETRO PORTION OF STATE** | 1991 | 1,543 | 792 | 18,361 | 13,787 | 19,630 | 7,575 | 7,885 | 34,057 | 14,316 | 13,003 | 9,777 | 6,146 | 2,156 |
| | 1987 | 1,236 | 624 | 15,002 | 11,530 | 16,027 | 6,309 | 6,070 | 27,884 | 11,922 | 10,023 | 8,030 | 5,118 | 1,659 |
| **TOTAL STATE** | 1991 | 26,407 | 17,033 | 195,935 | 137,987 | 299,285 | 117,369 | 146,287 | 523,803 | 208,365 | 269,425 | 189,681 | 126,000 | 40,342 |
| | 1987 | 19,182 | 12,332 | 147,711 | 105,592 | 215,863 | 82,911 | 105,599 | 377,754 | 147,751 | 193,917 | 134,913 | 88,852 | 29,152 |
| **NEW HAMPSHIRE** | | | | | | | | | | | | | | |
| **MANCHESTER - NASHUA** | 1991 | 61,795 | 32,092 | 58,885 | 39,371 | 96,470 | 41,355 | 43,731 | 184,645 | 86,847 | 78,867 | 46,934 | 36,703 | 5,979 |
| | 1987 | 62,173 | 33,049 | 61,714 | 42,063 | 96,432 | 40,831 | 43,636 | 184,039 | 85,746 | 78,695 | 46,497 | 36,238 | 5,967 |
| **PORTSMOUTH - DOVER - ROCHESTER** | 1991 | 63,025 | 26,011 | 66,548 | 48,930 | 78,917 | 30,032 | 36,236 | 151,360 | 63,067 | 65,347 | 36,516 | 26,654 | 4,955 |
| | 1987 | 56,976 | 23,452 | 62,549 | 46,584 | 76,716 | 32,119 | 32,510 | 147,781 | 67,450 | 58,629 | 37,443 | 28,506 | 4,446 |
| **NONMETRO PORTION OF STATE** | 1991 | 100,735 | 16,381 | 51,569 | 43,465 | 69,801 | 31,623 | 22,345 | 148,321 | 64,043 | 40,294 | 35,130 | 26,041 | 3,055 |
| | 1987 | 90,748 | 16,379 | 53,441 | 45,532 | 71,091 | 33,063 | 22,943 | 148,630 | 66,959 | 41,374 | 35,842 | 27,228 | 3,137 |
| **TOTAL STATE** | 1991 | 225,555 | 74,484 | 177,002 | 131,766 | 245,188 | 103,010 | 102,312 | 484,326 | 213,957 | 184,508 | 118,580 | 89,398 | 13,989 |
| | 1987 | 209,897 | 72,880 | 177,704 | 134,179 | 244,239 | 106,013 | 99,089 | 480,450 | 220,155 | 178,698 | 119,782 | 91,972 | 13,550 |
| **NEW JERSEY** | | | | | | | | | | | | | | |
| **ATLANTIC CITY** | 1991 | 7,596 | 3,621 | 57,078 | 38,448 | 88,211 | 49,177 | 30,824 | 202,554 | 119,728 | 61,192 | 41,780 | 32,785 | 5,024 |
| | 1987 | 6,841 | 3,229 | 53,392 | 36,013 | 75,089 | 39,019 | 28,330 | 171,443 | 94,998 | 56,239 | 34,318 | 26,013 | 4,605 |
| **BERGEN - PASSAIC** | 1991 | 67,372 | 22,690 | 399,863 | 324,867 | 465,479 | 238,194 | 175,489 | 1,125,834 | 606,029 | 352,081 | 251,881 | 181,280 | 51,874 |
| | 1987 | 59,420 | 19,484 | 358,926 | 288,181 | 418,859 | 201,659 | 169,356 | 1,004,024 | 513,073 | 339,776 | 220,461 | 153,475 | 50,061 |
| **JERSEY CITY** | 1991 | 25,519 | 22,209 | 99,282 | 86,324 | 114,303 | 93,621 | 15,361 | 311,872 | 227,998 | 28,206 | 80,664 | 71,829 | 2,767 |
| | 1987 | 19,213 | 16,400 | 76,788 | 65,679 | 99,769 | 82,539 | 12,499 | 271,724 | 201,010 | 22,951 | 70,755 | 63,327 | 2,252 |
| **MIDDLESEX - SOMERSET - HUNTERDON** | 1991 | 45,472 | 28,163 | 217,941 | 153,184 | 299,324 | 160,538 | 126,432 | 571,539 | 297,021 | 245,132 | 132,111 | 90,058 | 32,876 |
| | 1987 | 40,064 | 25,571 | 196,709 | 139,290 | 270,756 | 148,233 | 110,348 | 516,394 | 274,256 | 213,967 | 120,083 | 83,155 | 28,694 |
| **MONMOUTH - OCEAN** | 1991 | 28,400 | 18,913 | 196,952 | 156,523 | 241,610 | 121,109 | 111,593 | 518,035 | 278,551 | 222,433 | 111,552 | 83,766 | 23,373 |
| | 1987 | 23,501 | 15,187 | 168,649 | 132,375 | 202,875 | 95,628 | 98,917 | 432,990 | 219,944 | 197,166 | 90,712 | 66,142 | 20,719 |
| **NEWARK** | 1991 | 35,192 | 22,012 | 329,989 | 269,136 | 341,483 | 179,846 | 130,648 | 828,398 | 497,846 | 280,211 | 218,014 | 168,556 | 34,379 |
| | 1987 | 30,898 | 18,434 | 294,503 | 235,743 | 332,033 | 172,385 | 130,399 | 804,798 | 477,183 | 279,673 | 209,724 | 161,560 | 34,315 |
| **TRENTON** | 1991 | 17,799 | 13,387 | 50,336 | 38,212 | 87,313 | 44,320 | 36,017 | 183,639 | 98,826 | 75,056 | 54,131 | 41,492 | 9,319 |
| | 1987 | 15,387 | 11,223 | 45,195 | 33,540 | 78,299 | 37,548 | 33,890 | 164,085 | 83,725 | 70,623 | 47,007 | 35,152 | 8,769 |
| **VINELAND - MILLVILLE - BRIDGETON** | 1991 | 2,381 | 1,149 | 16,823 | 11,662 | 23,082 | 12,220 | 9,993 | 44,852 | 22,922 | 20,170 | 13,572 | 11,828 | 1,364 |
| | 1987 | 2,211 | 1,061 | 16,353 | 11,466 | 20,611 | 10,258 | 9,505 | 40,143 | 19,243 | 19,183 | 11,587 | 9,929 | 1,298 |
| **TOTAL STATE** | 1991 | 267,861 | 156,460 | 1,590,154 | 1,239,865 | 1,939,521 | 1,020,580 | 774,455 | 4,385,897 | 2,419,237 | 1,579,355 | 1,043,076 | 778,465 | 194,690 |
| | 1987 | 230,358 | 130,842 | 1,408,275 | 1,084,106 | 1,750,801 | 895,125 | 720,015 | 3,947,816 | 2,123,102 | 1,470,243 | 929,509 | 684,750 | 181,704 |
| **NEW MEXICO** | | | | | | | | | | | | | | |
| **ALBUQUERQUE** | 1991 | 17,048 | 11,011 | 84,451 | 66,423 | 117,919 | 58,673 | 49,029 | 203,575 | 93,199 | 93,118 | 75,310 | 53,166 | 12,162 |
| | 1987 | 13,603 | 8,693 | 69,826 | 55,095 | 92,474 | 43,370 | 40,402 | 160,556 | 68,891 | 76,732 | 57,201 | 39,299 | 10,022 |
| **LAS CRUCES** | 1991 | 2,707 | 2,059 | 12,329 | 8,272 | 16,500 | 6,296 | 9,350 | 33,665 | 13,296 | 18,954 | 10,113 | 7,085 | 2,380 |
| | 1987 | 2,238 | 1,733 | 10,562 | 7,316 | 12,820 | 5,118 | 6,917 | 26,139 | 10,809 | 14,022 | 8,108 | 5,760 | 1,761 |
| **SANTA FE** | 1991 | 4,861 | 2,572 | 12,844 | 7,225 | 28,899 | 12,219 | 12,857 | 59,373 | 30,026 | 23,556 | 20,045 | 13,733 | 3,042 |
| | 1987 | 3,606 | 1,930 | 9,832 | 5,670 | 20,420 | 8,463 | 8,976 | 41,805 | 20,795 | 16,445 | 14,055 | 9,511 | 2,124 |

# 1991 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1991
U.S. CENSUS 1987

Merchandise Line Sales

| METRO AREA | Year | Groceries & Other Foods | | Drugs & Health & Beauty Aids | | | Major Household Appliances | | | TVs, Video Recorders & Tapes | | | Audio Equipment, Musical Instruments & Supplies | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | In All Stores ($000) | In Food Stores ($000) | In All Stores ($000) | In Drug-stores ($000) | In Food Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) |
| **NEW MEXICO (continued)** | | | | | | | | | | | | | | |
| **NONMETRO PORTION OF STATE** | 1991 | **859,052** | **805,846** | **190,301** | **91,362** | **63,026** | **47,747** | **17,051** | **9,801** | **23,459** | **7,468** | **8,171** | **27,550** | **16,135** |
| | 1987 | 687,852 | 641,639 | 150,112 | 70,961 | 50,183 | 42,240 | 15,285 | 7,598 | 20,273 | 6,695 | 6,309 | 23,740 | 14,059 |
| **TOTAL STATE** | 1991 | **1,663,624** | **1,536,230** | **411,224** | **206,780** | **116,374** | **128,427** | **44,613** | **37,047** | **83,068** | **37,054** | **26,955** | **92,379** | **62,760** |
| | 1987 | 1,349,095 | 1,240,989 | 317,459 | 152,608 | 93,961 | 108,005 | 38,196 | 29,171 | 68,894 | 31,267 | 21,162 | 75,094 | 50,898 |
| **NEW YORK** | | | | | | | | | | | | | | |
| **ALBANY - SCHENECTADY - TROY** | 1991 | **1,291,629** | **1,232,346** | **337,227** | **219,085** | **61,778** | **103,193** | **49,837** | **29,084** | **54,108** | **21,455** | **20,680** | **83,605** | **61,011** |
| | 1987 | 1,019,339 | 967,556 | 265,343 | 167,379 | 48,505 | 89,288 | 43,048 | 25,112 | 46,668 | 18,531 | 17,857 | 69,586 | 50,176 |
| **BINGHAMTON** | 1991 | **325,245** | **304,929** | **101,852** | **74,414** | **12,275** | **26,986** | **8,756** | **9,369** | **17,067** | **7,609** | **4,238** | **24,542** | **17,593** |
| | 1987 | 285,775 | 268,399 | 83,891 | 59,891 | 10,805 | 24,067 | 8,201 | 8,079 | 15,404 | 7,127 | 3,655 | 22,474 | 16,478 |
| **BUFFALO** | 1991 | **1,412,242** | **1,337,518** | **390,117** | **277,301** | **68,502** | **78,212** | **46,690** | **18,507** | **56,451** | **38,727** | **9,572** | **73,422** | **58,239** |
| | 1987 | 1,095,625 | 1,033,193 | 305,172 | 213,122 | 52,916 | 65,405 | 37,561 | 16,439 | 46,478 | 31,155 | 8,503 | 58,171 | 44,840 |
| ***BUFFALO - NIAGARA FALLS CONSOLIDATED AREA*** | *1991* | ***1,689,916*** | ***1,606,016*** | ***474,194*** | ***340,396*** | ***80,267*** | ***97,785*** | ***57,020*** | ***25,201*** | ***66,447*** | ***43,040*** | ***13,142*** | ***83,702*** | ***65,040*** |
| | *1987* | *1,309,298* | *1,239,319* | *368,883* | *259,644* | *61,949* | *82,016* | *45,926* | *22,510* | *54,958* | *34,648* | *11,741* | *66,594* | *50,125* |
| **ELMIRA** | 1991 | **110,464** | **103,334** | **35,863** | **24,580** | **5,048** | **11,848** | **3,705** | **3,913** | **6,967** | **1,319** | **4,807** | **9,271** | **6,476** |
| | 1987 | 90,084 | 84,063 | 29,490 | 19,630 | 4,106 | 10,989 | 3,379 | 3,666 | 6,450 | 1,203 | 4,503 | 8,148 | 5,555 |
| **GLENS FALLS** | 1991 | **182,891** | **171,197** | **43,118** | **31,755** | **8,284** | **9,369** | **2,117** | **2,611** | **6,138** | **1,820** | **1,791** | **11,817** | **7,841** |
| | 1987 | 156,634 | 146,821 | 35,200 | 25,232 | 7,104 | 8,484 | 1,748 | 2,436 | 5,513 | 1,503 | 1,670 | 10,123 | 6,475 |
| **JAMESTOWN - DUNKIRK** | 1991 | **193,630** | **187,744** | **46,778** | **30,080** | **10,716** | **8,576** | **4,071** | **2,435** | **6,033** | **3,063** | **1,669** | **9,181** | **6,642** |
| | 1987 | 151,723 | 146,474 | 36,970 | 22,979 | 8,360 | 7,603 | 3,427 | 2,300 | 5,327 | 2,578 | 1,577 | 7,629 | 5,308 |
| **NASSAU - SUFFOLK** | 1991 | **4,601,547** | **4,381,274** | **1,192,360** | **716,914** | **249,290** | **317,531** | **167,087** | **77,993** | **240,040** | **125,314** | **51,995** | **319,696** | **212,816** |
| | 1987 | 3,715,004 | 3,519,190 | 948,707 | 546,493 | 200,244 | 290,033 | 153,219 | 72,223 | 217,883 | 114,915 | 48,149 | 285,035 | 190,156 |
| **NEW YORK** | 1991 | **8,845,238** | **8,561,960** | **2,893,013** | **1,919,365** | **455,413** | **536,474** | **327,415** | **100,973** | **480,510** | **278,303** | **85,436** | **877,112** | **666,964** |
| | 1987 | 7,357,440 | 7,105,934 | 2,356,862 | 1,506,114 | 377,975 | 475,313 | 282,905 | 95,019 | 422,896 | 240,468 | 80,401 | 752,865 | 565,810 |
| ***NEW YORK - NORTHERN NEW JERSEY - LONG ISLAND CONSOLIDATED AREA*** | *1991* | ***23,649,945*** | ***22,825,576*** | ***6,778,992*** | ***4,159,027*** | ***1,379,231*** | ***1,488,565*** | ***824,150*** | ***352,770*** | ***1,146,355*** | ***628,681*** | ***258,684*** | ***1,850,911*** | ***1,361,831*** |
| | *1987* | *19,603,448* | *18,861,131* | *5,535,022* | *3,264,862* | *1,138,257* | *1,342,790* | *728,569* | *331,639* | *1,028,965* | *555,946* | *244,096* | *1,617,828* | *1,177,665* |
| **NIAGARA FALLS** | 1991 | **277,674** | **268,498** | **84,077** | **63,095** | **11,765** | **19,573** | **10,330** | **6,694** | **9,996** | **4,313** | **3,570** | **10,280** | **6,801** |
| | 1987 | 213,673 | 206,126 | 63,711 | 46,522 | 9,033 | 16,611 | 8,365 | 6,071 | 8,480 | 3,493 | 3,238 | 8,423 | 5,285 |
| **ORANGE COUNTY** | 1991 | **435,652** | **419,552** | **112,823** | **61,395** | **39,015** | **38,031** | **18,764** | **13,806** | **17,707** | **8,499** | **7,642** | **19,666** | **12,472** |
| | 1987 | 366,529 | 351,686 | 91,226 | 47,435 | 32,704 | 33,048 | 15,706 | 12,256 | 15,333 | 7,114 | 6,784 | 16,864 | 10,440 |
| **POUGHKEEPSIE** | 1991 | **454,609** | **444,540** | **111,866** | **69,046** | **29,635** | **29,783** | **9,952** | **12,719** | **18,351** | **5,630** | **5,870** | **27,187** | **16,887** |
| | 1987 | 331,058 | 322,858 | 80,954 | 48,441 | 21,524 | 24,177 | 7,729 | 10,555 | 14,842 | 4,372 | 4,872 | 20,887 | 12,491 |
| **ROCHESTER** | 1991 | **1,367,748** | **1,290,351** | **351,848** | **204,890** | **115,017** | **85,748** | **48,121** | **20,310** | **62,127** | **43,033** | **9,881** | **96,513** | **72,026** |
| | 1987 | 1,076,672 | 1,007,512 | 290,193 | 170,239 | 89,806 | 77,073 | 42,182 | 19,320 | 55,466 | 37,723 | 9,399 | 82,719 | 60,700 |
| **SYRACUSE** | 1991 | **926,449** | **869,563** | **221,513** | **140,013** | **57,819** | **63,400** | **27,829** | **14,740** | **32,598** | **21,388** | **6,856** | **55,126** | **44,969** |
| | 1987 | 747,046 | 697,955 | 180,549 | 113,554 | 46,409 | 55,397 | 24,331 | 12,706 | 28,558 | 18,699 | 5,910 | 45,883 | 36,948 |
| **UTICA - ROME** | 1991 | **387,431** | **363,810** | **103,866** | **76,396** | **15,531** | **31,868** | **13,954** | **10,812** | **17,204** | **5,750** | **7,957** | **17,711** | **12,339** |
| | 1987 | 320,252 | 299,738 | 87,285 | 63,716 | 12,796 | 27,377 | 11,422 | 9,783 | 14,917 | 4,707 | 7,199 | 14,408 | 9,621 |
| **NONMETRO PORTION OF STATE** | 1991 | **2,162,076** | **2,035,816** | **474,027** | **315,596** | **107,977** | **114,202** | **51,951** | **25,076** | **61,399** | **29,738** | **17,195** | **79,682** | **52,535** |
| | 1987 | 1,704,155 | 1,594,614 | 383,579 | 254,539 | 84,578 | 97,954 | 42,534 | 21,804 | 52,139 | 24,345 | 14,951 | 65,780 | 41,947 |
| **TOTAL STATE** | 1991 | **22,974,725** | **21,972,432** | **6,500,348** | **4,223,925** | **1,248,065** | **1,474,794** | **790,579** | **349,042** | **1,086,696** | **595,961** | **239,159** | **1,714,811** | **1,255,620** |
| | 1987 | 18,631,009 | 17,752,119 | 5,239,132 | 3,305,286 | 1,006,866 | 1,302,819 | 685,757 | 317,769 | 956,354 | 517,933 | 218,668 | 1,468,995 | 1,062,230 |
| **NORTH CAROLINA** | | | | | | | | | | | | | | |
| **ASHEVILLE** | 1991 | **217,974** | **205,018** | **56,752** | **35,084** | **8,346** | **22,812** | **8,591** | **4,973** | **15,252** | **8,433** | **3,839** | **16,735** | **10,637** |
| | 1987 | 191,973 | 179,946 | 46,786 | 28,141 | 7,325 | 20,582 | 8,078 | 4,207 | 13,859 | 7,930 | 2,571 | 14,844 | 9,634 |
| **BURLINGTON** | 1991 | **142,684** | **132,661** | **42,340** | **27,931** | **6,928** | **9,086** | **3,206** | **2,325** | **7,134** | **4,245** | **1,421** | **6,228** | **2,739** |
| | 1987 | 124,470 | 116,141 | 33,378 | 20,872 | 6,065 | 8,212 | 3,253 | 2,026 | 6,762 | 4,307 | 1,238 | 5,484 | 2,658 |

# 1991 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1991<br>U.S. CENSUS 1987 | | Merchandise Line Sales | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Home Computers & Calculators | | Furniture & Sleep Equipment | | Men's & Boys' Clothing | | | Women's & Girls' Clothing | | | Footwear | | |
| METRO AREA | Year | In All Stores ($000) | In Radio/TV Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) |
| **NEW MEXICO (continued)** | | | | | | | | | | | | | | |
| **NONMETRO PORTION OF STATE** | 1991 | **10,029** | **6,067** | **50,009** | **42,812** | **80,225** | **37,728** | **30,909** | **142,661** | **63,513** | **60,115** | **51,304** | **37,578** | **7,881** |
| | 1987 | 8,363 | 5,029 | 44,651 | 38,384 | 67,789 | 33,417 | 23,911 | 120,106 | 56,259 | 46,505 | 44,628 | 33,286 | 6,096 |
| **TOTAL STATE** | 1991 | **34,645** | **21,709** | **159,633** | **124,732** | **243,543** | **114,916** | **102,145** | **439,174** | **200,034** | **195,743** | **156,772** | **111,562** | **25,465** |
| | 1987 | 27,810 | 17,385 | 134,871 | 106,465 | 193,503 | 90,368 | 80,206 | 348,606 | 156,754 | 153,704 | 123,992 | 87,856 | 20,003 |
| **NEW YORK** | | | | | | | | | | | | | | |
| **ALBANY - SCHENECTADY - TROY** | 1991 | **35,824** | **18,305** | **136,822** | **102,319** | **166,436** | **70,698** | **81,472** | **347,894** | **174,345** | **150,191** | **84,539** | **63,978** | **12,736** |
| | 1987 | 29,999 | 14,972 | 118,271 | 88,378 | 148,886 | 65,246 | 70,300 | 312,302 | 160,900 | 129,596 | 76,855 | 59,046 | 10,984 |
| **BINGHAMTON** | 1991 | **7,745** | **2,891** | **31,892** | **22,419** | **55,905** | **19,662** | **29,547** | **115,125** | **41,085** | **70,494** | **23,800** | **16,067** | **3,792** |
| | 1987 | 6,693 | 2,581 | 29,246 | 20,999 | 49,621 | 18,152 | 28,277 | 102,271 | 37,928 | 60,786 | 21,467 | 14,832 | 3,270 |
| **BUFFALO** | 1991 | **27,812** | **20,435** | **141,573** | **95,914** | **178,652** | **65,343** | **101,474** | **338,241** | **144,264** | **174,867** | **91,382** | **63,928** | **13,401** |
| | 1987 | 22,139 | 15,674 | 116,512 | 77,160 | 169,984 | 68,970 | 90,132 | 325,027 | 152,271 | 155,322 | 90,771 | 67,477 | 11,904 |
| ***BUFFALO - NIAGARA FALLS CONSOLIDATED AREA*** | *1991* | ***30,400*** | ***21,669*** | ***164,203*** | ***111,978*** | ***218,512*** | ***84,951*** | ***119,472*** | ***420,676*** | ***186,318*** | ***210,862*** | ***118,684*** | ***86,116*** | ***15,334*** |
| | *1987* | *24,279* | *16,622* | *135,451* | *90,167* | *203,392* | *84,011* | *106,455* | *393,929* | *184,530* | *187,968* | *112,187* | *84,497* | *13,658* |
| **ELMIRA** | 1991 | **4,075** | **2,723** | **12,072** | **6,652** | **22,936** | **9,366** | **12,409** | **45,183** | **17,209** | **26,718** | **12,760** | **9,256** | **1,710** |
| | 1987 | 3,601 | 2,381 | 11,112 | 6,067 | 21,141 | 8,442 | 11,625 | 41,782 | 15,511 | 25,030 | 11,511 | 8,342 | 1,602 |
| **GLENS FALLS** | 1991 | **3,020** | **1,430** | **11,536** | **6,748** | **18,423** | **8,178** | **8,726** | **41,803** | **23,900** | **14,693** | **8,755** | **5,846** | **1,772** |
| | 1987 | 2,559 | 1,135 | 10,041 | 5,573 | 16,978 | 7,483 | 8,141 | 38,433 | 21,871 | 13,707 | 8,025 | 5,350 | 1,626 |
| **JAMESTOWN - DUNKIRK** | 1991 | **2,646** | **1,395** | **14,774** | **10,521** | **19,978** | **7,229** | **10,505** | **40,194** | **14,569** | **21,217** | **8,500** | **5,050** | **2,435** |
| | 1987 | 2,248 | 1,114 | 12,827 | 8,856 | 19,083 | 6,904 | 9,921 | 38,347 | 13,913 | 20,039 | 8,030 | 4,822 | 2,300 |
| **NASSAU - SUFFOLK** | 1991 | **89,947** | **40,764** | **580,924** | **435,621** | **791,492** | **427,415** | **304,266** | **1,582,218** | **861,334** | **609,887** | **395,716** | **290,903** | **83,993** |
| | 1987 | 79,166 | 35,544 | 532,298 | 399,465 | 714,932 | 377,631 | 280,868 | 1,428,473 | 761,006 | 563,052 | 353,209 | 257,019 | 77,779 |
| **NEW YORK** | 1991 | **276,150** | **99,070** | **1,230,063** | **975,712** | **2,122,568** | **1,363,018** | **616,928** | **4,257,096** | **2,622,336** | **1,328,762** | **1,134,543** | **859,297** | **181,470** |
| | 1987 | 234,681 | 81,323 | 1,077,474 | 843,058 | 1,896,251 | 1,181,127 | 580,375 | 3,810,540 | 2,272,389 | 1,249,638 | 999,063 | 744,625 | 170,645 |
| ***NEW YORK - NORTHERN NEW JERSEY - LONG ISLAND CONSOLIDATED AREA*** | *1991* | ***602,740*** | ***270,666*** | ***3,262,993*** | ***2,557,068*** | ***4,659,229*** | ***2,731,513*** | ***1,592,626*** | ***9,770,826*** | ***5,714,556*** | ***3,281,230*** | ***2,472,060*** | ***1,858,262*** | ***431,978*** |
| | *1987* | *520,988* | *227,951* | *2,911,427* | *2,255,855* | *4,231,593* | *2,414,572* | *1,500,208* | *8,874,767* | *5,060,347* | *3,093,572* | *2,217,922* | *1,647,863* | *407,032* |
| **NIAGARA FALLS** | 1991 | **2,588** | **1,234** | **22,630** | **16,064** | **39,860** | **19,608** | **17,998** | **82,435** | **42,054** | **35,995** | **27,302** | **22,188** | **1,933** |
| | 1987 | 2,140 | 948 | 18,939 | 13,007 | 33,408 | 15,041 | 16,323 | 68,902 | 32,259 | 32,646 | 21,416 | 17,020 | 1,754 |
| **ORANGE COUNTY** | 1991 | **4,457** | **2,019** | **47,036** | **35,209** | **68,526** | **32,351** | **35,009** | **127,005** | **64,954** | **57,690** | **30,880** | **23,825** | **5,503** |
| | 1987 | 3,745 | 1,591 | 40,108 | 29,472 | 60,232 | 27,900 | 31,077 | 111,444 | 56,017 | 51,211 | 26,841 | 20,547 | 4,885 |
| **POUGHKEEPSIE** | 1991 | **11,621** | **5,801** | **55,153** | **38,602** | **58,941** | **25,808** | **27,557** | **137,748** | **77,031** | **55,278** | **27,125** | **21,115** | **4,648** |
| | 1987 | 9,113 | 4,289 | 43,704 | 29,979 | 49,752 | 22,024 | 25,575 | 116,475 | 65,737 | 45,873 | 23,013 | 18,019 | 3,857 |
| **ROCHESTER** | 1991 | **38,046** | **27,701** | **150,919** | **106,022** | **180,794** | **79,584** | **81,973** | **376,539** | **183,222** | **154,628** | **98,574** | **75,694** | **13,943** |
| | 1987 | 32,438 | 23,128 | 134,948 | 92,937 | 164,542 | 68,159 | 78,020 | 340,416 | 156,918 | 147,156 | 85,809 | 64,826 | 13,274 |
| **SYRACUSE** | 1991 | **13,346** | **7,587** | **85,622** | **67,512** | **123,435** | **63,739** | **49,362** | **242,988** | **149,466** | **81,584** | **58,885** | **46,759** | **5,827** |
| | 1987 | 11,456 | 6,304 | 74,835 | 59,026 | 107,201 | 55,217 | 42,550 | 210,888 | 129,482 | 70,326 | 50,896 | 40,508 | 5,023 |
| **UTICA - ROME** | 1991 | **5,385** | **2,204** | **34,356** | **20,381** | **42,412** | **17,860** | **20,796** | **104,469** | **51,307** | **45,060** | **20,521** | **14,622** | **4,285** |
| | 1987 | 4,452 | 1,717 | 29,201 | 16,682 | 41,341 | 19,108 | 18,727 | 102,829 | 54,891 | 40,593 | 20,897 | 15,643 | 3,876 |
| **NONMETRO PORTION OF STATE** | 1991 | **20,485** | **10,688** | **132,986** | **100,319** | **186,861** | **77,762** | **86,689** | **343,191** | **146,118** | **163,513** | **92,238** | **73,063** | **10,466** |
| | 1987 | 16,485 | 8,266 | 111,019 | 82,134 | 169,448 | 73,263 | 76,123 | 310,945 | 137,672 | 142,283 | 85,514 | 68,836 | 9,100 |
| **TOTAL STATE** | 1991 | **543,147** | **244,247** | **2,688,358** | **2,040,015** | **4,077,219** | **2,287,621** | **1,484,711** | **8,182,126** | **4,613,195** | **2,990,577** | **2,115,520** | **1,591,591** | **347,914** |
| | 1987 | 460,915 | 200,967 | 2,360,535 | 1,772,793 | 3,662,800 | 2,014,667 | 1,368,034 | 7,359,074 | 4,068,765 | 2,747,258 | 1,883,317 | 1,406,912 | 321,879 |
| **NORTH CAROLINA** | | | | | | | | | | | | | | |
| **ASHEVILLE** | 1991 | **4,595** | **1,147** | **35,627** | **23,802** | **33,608** | **15,766** | **15,055** | **67,199** | **34,995** | **27,761** | **22,383** | **17,392** | **3,821** |
| | 1987 | 3,873 | 1,021 | 31,699 | 22,381 | 30,076 | 14,805 | 12,737 | 60,437 | 32,863 | 23,487 | 20,509 | 16,332 | 3,233 |
| **BURLINGTON** | 1991 | **2,697** | **1,118** | **14,888** | **12,012** | **20,850** | **12,219** | **7,494** | **44,585** | **28,634** | **13,954** | **14,635** | **11,262** | **2,196** |
| | 1987 | 2,371 | 1,085 | 14,606 | 12,188 | 20,555 | 13,020 | 6,530 | 44,475 | 30,513 | 12,159 | 14,815 | 12,001 | 1,914 |

# 1991 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1991
U.S. CENSUS 1987

Merchandise Line Sales

| METRO AREA | Year | Groceries & Other Foods | | Drugs & Health & Beauty Aids | | | Major Household Appliances | | | TVs, Video Recorders & Tapes | | | Audio Equipment, Musical Instruments & Supplies | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | In All Stores ($000) | In Food Stores ($000) | In All Stores ($000) | In Drug-stores ($000) | In Food Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) |
| **NORTH CAROLINA (continued)** | | | | | | | | | | | | | | |
| **CHARLOTTE - GASTONIA - ROCK HILL** | 1991 | 1,351,327 | 1,235,456 | 410,840 | 267,266 | 78,962 | 120,404 | 55,133 | 26,405 | 88,179 | 59,306 | 11,507 | 81,944 | 57,898 |
| | 1987 | 1,209,327 | 1,112,193 | 314,786 | 189,321 | 71,086 | 106,460 | 52,391 | 22,257 | 80,190 | 56,355 | 9,702 | 73,248 | 53,713 |
| **FAYETTEVILLE** | 1991 | 221,449 | 198,756 | 66,546 | 36,596 | 15,822 | 23,444 | 7,866 | 7,365 | 30,093 | 16,174 | 6,547 | 41,201 | 24,854 |
| | 1987 | 204,903 | 186,253 | 51,148 | 24,495 | 14,827 | 21,457 | 8,525 | 6,146 | 28,881 | 17,530 | 5,463 | 38,275 | 25,695 |
| **GREENSBORO - WINSTON-SALEM - HIGH POINT** | 1991 | 1,111,713 | 989,064 | 341,624 | 231,136 | 46,122 | 127,166 | 83,750 | 22,596 | 74,013 | 48,123 | 12,746 | 76,580 | 55,695 |
| | 1987 | 960,619 | 860,029 | 261,096 | 167,118 | 40,105 | 105,549 | 68,387 | 19,361 | 61,339 | 39,296 | 10,922 | 62,334 | 44,910 |
| **HICKORY - MORGANTON** | 1991 | 252,807 | 231,728 | 82,234 | 54,156 | 15,787 | 20,569 | 7,428 | 4,191 | 15,850 | 8,914 | 3,875 | 12,804 | 8,088 |
| | 1987 | 229,951 | 212,801 | 67,958 | 42,906 | 14,497 | 18,678 | 6,549 | 3,556 | 14,016 | 7,858 | 3,296 | 10,892 | 6,810 |
| **JACKSONVILLE** | 1991 | 103,548 | 94,780 | 27,872 | 13,933 | 8,477 | 10,934 | 5,718 | 2,896 | 11,716 | 6,234 | 1,770 | 14,338 | 8,995 |
| | 1987 | 85,048 | 78,205 | 21,529 | 10,328 | 6,995 | 9,527 | 5,142 | 2,220 | 9,920 | 5,605 | 1,357 | 11,944 | 7,828 |
| **RALEIGH - DURHAM** | 1991 | 905,700 | 853,634 | 262,329 | 163,071 | 50,410 | 71,280 | 31,607 | 20,405 | 58,991 | 35,979 | 8,371 | 81,885 | 57,133 |
| | 1987 | 767,627 | 723,610 | 197,678 | 113,243 | 42,733 | 61,370 | 27,725 | 17,675 | 50,928 | 31,560 | 7,251 | 69,490 | 49,552 |
| **WILMINGTON** | 1991 | 168,464 | 155,423 | 55,653 | 33,709 | 11,263 | 15,516 | 6,347 | 4,703 | 12,012 | 5,019 | 3,396 | 11,975 | 7,390 |
| | 1987 | 145,981 | 136,453 | 40,264 | 22,073 | 9,888 | 12,374 | 5,065 | 3,604 | 9,507 | 4,005 | 2,603 | 9,164 | 5,536 |
| **NONMETRO PORTION OF STATE** | 1991 | 3,337,810 | 3,099,386 | 935,084 | 655,316 | 155,991 | 202,884 | 73,636 | 27,712 | 123,702 | 65,773 | 24,923 | 109,799 | 63,570 |
| | 1987 | 2,860,675 | 2,662,923 | 722,071 | 485,107 | 134,028 | 179,906 | 69,463 | 22,483 | 111,162 | 62,045 | 20,166 | 96,916 | 58,676 |
| **TOTAL STATE** | 1991 | 7,653,224 | 7,049,242 | 2,234,545 | 1,486,769 | 388,735 | 611,856 | 276,941 | 120,969 | 427,557 | 251,379 | 76,462 | 444,680 | 290,498 |
| | 1987 | 6,645,483 | 6,143,355 | 1,724,948 | 1,084,055 | 339,547 | 535,062 | 249,806 | 101,706 | 379,574 | 231,358 | 63,772 | 386,014 | 260,120 |
| **NORTH DAKOTA** | | | | | | | | | | | | | | |
| **BISMARCK** | 1991 | 110,045 | 96,288 | 33,917 | 18,101 | 4,736 | 8,591 | 2,849 | 3,314 | 7,467 | 1,879 | 2,278 | 7,871 | 4,605 |
| | 1987 | 87,938 | 76,890 | 26,298 | 13,858 | 3,782 | 7,663 | 3,171 | 2,544 | 6,432 | 2,091 | 1,749 | 7,637 | 5,105 |
| **FARGO - MOORHEAD** | 1991 | 188,892 | 174,258 | 61,024 | 20,347 | 9,877 | 16,615 | 6,180 | 4,629 | 13,006 | 6,954 | 4,273 | 16,663 | 11,485 |
| | 1987 | 151,020 | 139,567 | 47,416 | 15,377 | 7,911 | 14,138 | 6,070 | 3,422 | 11,406 | 6,830 | 3,155 | 15,009 | 11,111 |
| **GRAND FORKS** | 1991 | 91,172 | 82,350 | 25,486 | 8,764 | 5,120 | 6,740 | 1,488 | 3,365 | 5,604 | 502 | 2,313 | 8,485 | 4,601 |
| | 1987 | 67,059 | 60,340 | 20,277 | 7,246 | 3,752 | 6,055 | 1,883 | 2,620 | 4,655 | 635 | 1,801 | 8,619 | 5,559 |
| **NONMETRO PORTION OF STATE** | 1991 | 384,748 | 348,862 | 115,413 | 68,270 | 23,522 | 19,290 | 7,452 | 3,767 | 13,635 | 5,103 | 2,869 | 12,843 | 6,693 |
| | 1987 | 336,851 | 306,672 | 96,936 | 56,434 | 20,676 | 18,779 | 8,636 | 2,887 | 13,030 | 5,917 | 2,196 | 12,505 | 7,413 |
| **TOTAL STATE** | 1991 | 724,765 | 656,101 | 219,325 | 107,086 | 40,667 | 46,227 | 14,730 | 14,387 | 35,170 | 10,794 | 11,074 | 38,958 | 21,284 |
| | 1987 | 601,093 | 544,730 | 178,417 | 86,592 | 33,925 | 42,460 | 16,867 | 11,041 | 31,658 | 12,218 | 8,487 | 37,934 | 23,893 |
| **OHIO** | | | | | | | | | | | | | | |
| **AKRON** | 1991 | 784,480 | 727,981 | 225,239 | 123,579 | 60,170 | 65,171 | 35,973 | 19,335 | 32,860 | 14,928 | 13,051 | 62,173 | 40,534 |
| | 1987 | 669,076 | 623,500 | 185,289 | 97,854 | 51,536 | 51,472 | 26,852 | 16,616 | 26,329 | 11,143 | 11,216 | 47,118 | 28,861 |
| **CANTON** | 1991 | 498,834 | 464,941 | 123,131 | 69,982 | 25,630 | 42,313 | 21,981 | 12,590 | 30,460 | 17,503 | 8,507 | 30,896 | 21,332 |
| | 1987 | 436,563 | 409,040 | 99,256 | 54,575 | 22,549 | 31,879 | 15,659 | 10,015 | 22,788 | 12,469 | 6,767 | 21,845 | 14,209 |
| **CINCINNATI** | 1991 | 1,778,099 | 1,662,038 | 593,471 | 368,839 | 121,942 | 139,459 | 60,432 | 46,164 | 82,923 | 40,626 | 26,806 | 100,975 | 67,104 |
| | 1987 | 1,529,054 | 1,436,835 | 446,954 | 258,534 | 105,420 | 120,321 | 56,076 | 37,543 | 71,780 | 37,698 | 21,800 | 88,330 | 60,788 |
| ***CINCINNATI - HAMILTON CONSOLIDATED AREA*** | *1991* | *2,082,630* | *1,941,504* | *683,388* | *428,427* | *135,415* | *155,836* | *67,483* | *49,434* | *92,971* | *47,367* | *28,940* | *111,742* | *72,338* |
| | *1987* | *1,781,280* | *1,670,396* | *512,670* | *299,803* | *116,680* | *133,271* | *61,655* | *40,056* | *79,716* | *43,032* | *23,439* | *96,740* | *64,752* |
| **CLEVELAND** | 1991 | 2,108,689 | 1,968,297 | 824,174 | 546,435 | 140,220 | 146,071 | 67,939 | 54,026 | 108,993 | 54,228 | 29,204 | 149,585 | 100,800 |
| | 1987 | 1,866,057 | 1,749,919 | 641,620 | 400,883 | 124,665 | 132,238 | 66,323 | 45,328 | 98,866 | 52,938 | 24,502 | 135,813 | 94,922 |
| ***CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA*** | *1991* | *3,159,375* | *2,934,453* | *1,134,530* | *729,551* | *213,550* | *231,447* | *114,028* | *60,013* | *156,044* | *77,773* | *46,486* | *228,197* | *152,392* |
| | *1987* | *2,775,461* | *2,591,879* | *892,771* | *542,869* | *188,272* | *199,301* | *100,851* | *67,051* | *136,082* | *70,620* | *38,966* | *194,973* | *131,680* |
| **COLUMBUS** | 1991 | 1,544,077 | 1,302,628 | 636,922 | 320,796 | 89,051 | 94,914 | 40,297 | 30,463 | 47,854 | 18,634 | 13,961 | 140,644 | 100,762 |
| | 1987 | 1,356,649 | 1,172,697 | 473,179 | 227,571 | 80,170 | 80,120 | 37,886 | 22,794 | 40,246 | 17,522 | 10,447 | 125,468 | 94,716 |

# 1991 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1991<br>U.S. CENSUS 1987 | | Merchandise Line Sales | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Home Computers & Calculators | | Furniture & Sleep Equipment | | Men's & Boys' Clothing | | | Women's & Girls' Clothing | | | Footwear | | |
| METRO AREA | Year | In All Stores ($000) | In Radio/TV Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) |
| **NORTH CAROLINA (continued)** | | | | | | | | | | | | | | |
| **CHARLOTTE - GASTONIA - ROCK HILL** | 1991 | 30,683 | 16,490 | 169,032 | 132,979 | 224,753 | 95,305 | 103,823 | 462,302 | 247,698 | 186,855 | 132,437 | 98,988 | 22,342 |
| | 1987 | 26,659 | 15,135 | 155,701 | 126,358 | 193,135 | 84,172 | 88,458 | 401,489 | 218,767 | 157,510 | 114,887 | 87,426 | 18,834 |
| **FAYETTEVILLE** | 1991 | 6,776 | 3,065 | 47,985 | 38,553 | 47,794 | 15,207 | 29,051 | 94,551 | 36,984 | 51,966 | 30,011 | 19,120 | 8,797 |
| | 1987 | 6,206 | 3,193 | 49,710 | 41,784 | 40,129 | 12,733 | 24,242 | 79,509 | 30,967 | 43,363 | 24,994 | 16,009 | 7,341 |
| **GREENSBORO - WINSTON-SALEM - HIGH POINT** | 1991 | 32,483 | 17,550 | 345,897 | 256,233 | 192,822 | 92,185 | 81,113 | 447,074 | 229,610 | 159,909 | 121,247 | 90,477 | 20,858 |
| | 1987 | 25,729 | 13,494 | 278,554 | 209,241 | 160,528 | 74,172 | 69,501 | 368,421 | 184,744 | 137,015 | 98,554 | 72,798 | 17,872 |
| **HICKORY - MORGANTON** | 1991 | 3,365 | 871 | 58,594 | 54,566 | 28,692 | 10,927 | 14,780 | 70,051 | 39,104 | 25,077 | 20,380 | 14,638 | 4,725 |
| | 1987 | 2,939 | 718 | 51,724 | 48,107 | 25,630 | 10,284 | 12,566 | 63,484 | 36,802 | 21,321 | 18,696 | 13,776 | 4,017 |
| **JACKSONVILLE** | 1991 | 3,092 | 1,372 | 26,747 | 21,535 | 21,478 | 9,060 | 10,781 | 37,203 | 16,312 | 17,216 | 11,014 | 6,564 | 3,460 |
| | 1987 | 2,515 | 1,163 | 23,399 | 19,362 | 16,029 | 6,409 | 8,264 | 27,715 | 11,540 | 13,197 | 8,082 | 4,644 | 2,652 |
| **RALEIGH - DURHAM** | 1991 | 30,699 | 17,242 | 125,009 | 95,492 | 150,769 | 56,791 | 77,439 | 331,279 | 157,088 | 152,259 | 88,389 | 60,181 | 18,836 |
| | 1987 | 25,535 | 14,568 | 108,163 | 83,765 | 131,998 | 51,316 | 67,075 | 293,106 | 141,946 | 131,884 | 77,854 | 54,379 | 16,316 |
| **WILMINGTON** | 1991 | 5,671 | 2,992 | 34,135 | 24,132 | 33,876 | 13,752 | 17,763 | 70,122 | 37,364 | 30,432 | 22,410 | 15,227 | 5,093 |
| | 1987 | 4,324 | 2,254 | 26,969 | 19,257 | 26,825 | 11,234 | 13,614 | 55,907 | 30,524 | 23,323 | 17,914 | 12,440 | 3,904 |
| **NONMETRO PORTION OF STATE** | 1991 | 31,923 | 14,249 | 341,911 | 268,799 | 374,152 | 164,638 | 149,447 | 747,890 | 372,039 | 272,724 | 225,677 | 140,697 | 43,059 |
| | 1987 | 27,237 | 12,567 | 312,810 | 253,579 | 315,562 | 142,609 | 121,272 | 632,175 | 322,273 | 221,025 | 191,423 | 121,878 | 34,833 |
| **TOTAL STATE** | 1991 | 149,278 | 74,364 | 1,181,336 | 912,830 | 1,110,194 | 478,887 | 497,519 | 2,334,452 | 1,181,730 | 919,737 | 678,358 | 467,313 | 130,985 |
| | 1987 | 125,440 | 63,950 | 1,039,537 | 824,513 | 946,012 | 414,515 | 416,989 | 1,996,509 | 1,024,724 | 771,340 | 579,156 | 405,203 | 109,368 |
| **NORTH DAKOTA** | | | | | | | | | | | | | | |
| **BISMARCK** | 1991 | 2,337 | 1,095 | 10,049 | 5,618 | 21,764 | 5,956 | 12,734 | 43,494 | 11,795 | 26,505 | 10,213 | 5,646 | 3,624 |
| | 1987 | 2,122 | 1,161 | 9,698 | 6,253 | 17,776 | 5,455 | 9,777 | 35,476 | 10,802 | 20,349 | 8,705 | 5,171 | 2,782 |
| **FARGO - MOORHEAD** | 1991 | 5,090 | 2,395 | 20,405 | 15,506 | 45,083 | 12,727 | 28,262 | 88,602 | 32,403 | 52,740 | 21,371 | 12,314 | 6,047 |
| | 1987 | 4,325 | 2,191 | 18,911 | 15,230 | 34,047 | 9,751 | 20,941 | 66,847 | 24,827 | 39,099 | 16,388 | 9,434 | 4,483 |
| **GRAND FORKS** | 1991 | 2,689 | 1,334 | 8,818 | 5,020 | 26,082 | 8,266 | 14,090 | 45,380 | 18,504 | 25,867 | 11,383 | 7,247 | 3,154 |
| | 1987 | 2,676 | 1,611 | 9,343 | 6,353 | 20,662 | 6,608 | 10,971 | 35,974 | 14,791 | 20,140 | 9,077 | 5,793 | 2,456 |
| **NONMETRO PORTION OF STATE** | 1991 | 4,750 | 2,334 | 25,348 | 20,236 | 48,439 | 21,425 | 15,081 | 93,388 | 48,133 | 27,889 | 23,073 | 14,616 | 3,366 |
| | 1987 | 4,607 | 2,566 | 27,673 | 23,466 | 41,460 | 19,356 | 11,550 | 80,092 | 43,491 | 21,360 | 20,286 | 13,203 | 2,578 |
| **TOTAL STATE** | 1991 | 12,671 | 5,465 | 55,749 | 38,255 | 135,275 | 47,050 | 66,375 | 259,355 | 107,465 | 126,080 | 63,243 | 38,542 | 15,399 |
| | 1987 | 11,904 | 6,060 | 57,856 | 44,044 | 109,538 | 39,865 | 50,859 | 209,841 | 90,589 | 96,604 | 52,131 | 32,339 | 11,802 |
| **OHIO** | | | | | | | | | | | | | | |
| **AKRON** | 1991 | 13,434 | 8,976 | 89,207 | 58,733 | 121,155 | 44,031 | 70,572 | 231,098 | 95,051 | 123,744 | 63,837 | 44,031 | 15,466 |
| | 1987 | 10,087 | 6,358 | 69,668 | 43,840 | 101,457 | 34,678 | 60,647 | 192,608 | 74,862 | 106,340 | 51,698 | 34,678 | 13,292 |
| **CANTON** | 1991 | 44,565 | 5,025 | 48,339 | 31,616 | 74,343 | 18,177 | 52,446 | 163,182 | 62,695 | 93,106 | 37,984 | 25,034 | 10,548 |
| | 1987 | 35,270 | 3,392 | 35,821 | 22,522 | 62,002 | 16,971 | 41,755 | 139,149 | 58,533 | 74,120 | 33,698 | 23,373 | 8,391 |
| **CINCINNATI** | 1991 | 28,643 | 16,983 | 206,962 | 140,163 | 354,316 | 114,829 | 216,044 | 743,782 | 287,883 | 418,460 | 179,036 | 111,593 | 52,120 |
| | 1987 | 24,259 | 14,871 | 183,970 | 130,061 | 284,179 | 89,706 | 176,817 | 595,743 | 224,900 | 340,311 | 141,581 | 87,179 | 42,386 |
| ***CINCINNATI - HAMILTON CONSOLIDATED AREA*** | *1991* | *35,533* | *21,363* | *232,811* | *161,688* | *378,069* | *118,962* | *233,252* | *796,338* | *301,591* | *451,880* | *192,891* | *121,795* | *54,395* |
| | *1987* | *29,544* | *18,168* | *204,341* | *147,092* | *302,822* | *93,102* | *190,039* | *637,250* | *236,165* | *365,989* | *152,850* | *95,563* | *44,134* |
| **CLEVELAND** | 1991 | 38,798 | 18,697 | 289,945 | 206,943 | 431,458 | 170,624 | 233,634 | 914,317 | 416,569 | 414,700 | 224,485 | 156,788 | 49,647 |
| | 1987 | 34,496 | 17,725 | 271,709 | 202,016 | 355,275 | 134,510 | 196,016 | 749,744 | 328,398 | 347,929 | 180,458 | 123,603 | 41,654 |
| ***CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA*** | *1991* | *55,577* | *29,105* | *416,928* | *292,201* | *595,339* | *224,161* | *333,638* | *1,227,450* | *535,978* | *590,455* | *307,215* | *312,879* | *70,557* |
| | *1987* | *47,156* | *25,114* | *370,183* | *265,984* | *490,428* | *177,115* | *279,259* | *1,007,403* | *423,572* | *494,200* | *247,547* | *168,338* | *59,125* |
| **COLUMBUS** | 1991 | 65,589 | 24,504 | 224,160 | 162,199 | 355,802 | 118,284 | 173,200 | 672,786 | 321,714 | 302,324 | 165,333 | 106,286 | 44,429 |
| | 1987 | 55,776 | 22,175 | 200,154 | 152,493 | 263,993 | 83,343 | 129,809 | 492,852 | 226,676 | 226,603 | 119,611 | 74,888 | 33,242 |

# 1991 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1991
U.S. CENSUS: 1987

Merchandise Line Sales

| METRO AREA | Year | Groceries & Other Foods | | Drugs & Health & Beauty Aids | | | Major Household Appliances | | | TVs, Video Recorders & Tapes | | | Audio Equipment, Musical Instruments & Supplies | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | In All Stores ($000) | In Food Stores ($000) | In All Stores ($000) | In Drug-stores ($000) | In Food Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) |
| **OHIO (continued)** | | | | | | | | | | | | | | |
| **DAYTON - SPRINGFIELD** | 1991 | 1,088,937 | 987,282 | 337,060 | 195,587 | 54,203 | 89,067 | 36,369 | 35,927 | 72,572 | 43,418 | 20,390 | 68,927 | 42,087 |
| | 1987 | 969,057 | 890,828 | 261,378 | 146,743 | 48,907 | 76,633 | 35,883 | 26,318 | 64,896 | 42,837 | 14,937 | 60,789 | 40,335 |
| **HAMILTON - MIDDLETOWN** | 1991 | 304,531 | 279,466 | 89,917 | 59,588 | 13,473 | 16,377 | 7,051 | 3,270 | 10,048 | 6,741 | 2,134 | 10,767 | 5,234 |
| | 1987 | 252,226 | 233,561 | 65,716 | 41,269 | 11,260 | 12,950 | 5,579 | 2,513 | 7,936 | 5,334 | 1,639 | 8,410 | 3,964 |
| **LIMA** | 1991 | 192,251 | 179,148 | 54,596 | 31,510 | 10,471 | 16,813 | 8,200 | 6,458 | 14,578 | 7,203 | 2,702 | 14,303 | 8,983 |
| | 1987 | 164,624 | 154,213 | 44,147 | 24,837 | 9,014 | 13,564 | 6,608 | 5,183 | 11,760 | 5,805 | 2,169 | 11,309 | 7,011 |
| **LORAIN - ELYRIA** | 1991 | 266,206 | 238,175 | 85,117 | 59,537 | 13,160 | 20,205 | 10,116 | 6,652 | 14,191 | 8,617 | 4,231 | 16,439 | 11,058 |
| | 1987 | 240,328 | 218,460 | 65,862 | 44,132 | 12,071 | 15,591 | 7,676 | 5,107 | 10,887 | 6,539 | 3,248 | 12,042 | 7,847 |
| **MANSFIELD** | 1991 | 136,069 | 123,835 | 39,816 | 21,548 | 8,077 | 13,966 | 5,962 | 5,326 | 10,312 | 4,610 | 3,107 | 12,344 | 7,700 |
| | 1987 | 132,605 | 122,234 | 33,541 | 17,601 | 7,972 | 11,049 | 4,685 | 4,010 | 8,237 | 3,622 | 2,339 | 9,706 | 5,866 |
| **PARKERSBURG - MARIETTA** | 1991 | 181,667 | 164,943 | 56,548 | 30,334 | 9,664 | 17,034 | 5,453 | 9,273 | 10,893 | 5,503 | 3,993 | 11,648 | 6,362 |
| | 1987 | 163,120 | 149,108 | 48,545 | 25,419 | 8,737 | 14,436 | 4,385 | 7,980 | 9,085 | 4,424 | 3,434 | 9,525 | 4,977 |
| **STEUBENVILLE - WEIRTON** | 1991 | 146,838 | 136,227 | 51,548 | 32,733 | 6,382 | 10,291 | 3,645 | 3,453 | 6,978 | 3,788 | 1,935 | 7,654 | 4,055 |
| | 1987 | 136,600 | 127,834 | 41,450 | 25,202 | 5,989 | 8,424 | 2,915 | 2,796 | 5,642 | 3,030 | 1,571 | 6,063 | 3,123 |
| **TOLEDO** | 1991 | 733,846 | 673,761 | 231,553 | 133,597 | 44,503 | 60,743 | 33,365 | 21,099 | 49,474 | 35,511 | 8,572 | 48,089 | 37,460 |
| | 1987 | 650,801 | 601,633 | 195,931 | 112,768 | 39,739 | 47,701 | 25,666 | 16,614 | 38,618 | 27,316 | 6,749 | 36,995 | 28,233 |
| **YOUNGSTOWN - WARREN** | 1991 | 544,115 | 478,478 | 180,801 | 123,497 | 21,198 | 43,303 | 23,762 | 13,928 | 29,276 | 16,278 | 8,862 | 37,374 | 23,171 |
| | 1987 | 505,951 | 453,499 | 137,261 | 87,549 | 20,092 | 32,626 | 16,681 | 11,346 | 22,146 | 11,427 | 7,219 | 27,843 | 16,025 |
| **NONMETRO PORTION OF STATE** | 1991 | 2,374,886 | 2,157,585 | 676,562 | 455,301 | 117,680 | 156,758 | 82,581 | 32,539 | 87,850 | 61,377 | 17,207 | 99,317 | 59,522 |
| | 1987 | 2,107,794 | 1,934,853 | 532,322 | 346,122 | 105,537 | 121,884 | 61,771 | 24,743 | 66,692 | 45,913 | 13,080 | 74,918 | 42,990 |
| **TOTAL STATE** | 1991 | 12,332,671 | 11,224,057 | 4,047,373 | 2,474,223 | 711,607 | 901,353 | 430,991 | 287,106 | 593,243 | 330,883 | 158,009 | 792,754 | 526,289 |
| | 1987 | 10,866,825 | 9,988,627 | 3,165,241 | 1,846,985 | 631,678 | 745,723 | 364,623 | 228,022 | 492,870 | 281,093 | 125,723 | 661,014 | 445,479 |
| **OKLAHOMA** | | | | | | | | | | | | | | |
| **ENID** | 1991 | 56,821 | 50,710 | 24,312 | 10,430 | 7,531 | 4,806 | 1,615 | 1,409 | 4,030 | 1,364 | 1,750 | 3,884 | 2,101 |
| | 1987 | 49,524 | 44,418 | 21,373 | 9,734 | 6,596 | 4,202 | 1,651 | 1,101 | 3,507 | 1,395 | 1,367 | 3,557 | 2,149 |
| **LAWTON** | 1991 | 100,523 | 93,729 | 27,051 | 11,784 | 4,736 | 10,521 | 3,127 | 5,326 | 9,141 | 3,787 | 3,696 | 6,802 | 4,704 |
| | 1987 | 85,389 | 80,013 | 20,858 | 8,864 | 4,043 | 8,636 | 2,980 | 3,928 | 7,704 | 3,609 | 2,726 | 6,084 | 4,484 |
| **OKLAHOMA CITY** | 1991 | 1,037,231 | 964,773 | 359,349 | 161,871 | 124,836 | 70,132 | 34,359 | 21,055 | 76,939 | 32,000 | 25,005 | 89,387 | 57,880 |
| | 1987 | 881,242 | 820,345 | 285,148 | 117,629 | 106,148 | 59,395 | 29,386 | 17,753 | 64,692 | 27,369 | 21,082 | 73,741 | 47,535 |
| **TULSA** | 1991 | 858,188 | 815,814 | 267,438 | 114,650 | 94,942 | 50,390 | 24,107 | 14,161 | 51,392 | 24,575 | 16,262 | 54,434 | 35,173 |
| | 1987 | 685,031 | 649,173 | 201,877 | 80,387 | 75,550 | 41,773 | 20,829 | 11,226 | 42,528 | 21,233 | 12,890 | 44,270 | 29,119 |
| **NONMETRO PORTION OF STATE** | 1991 | 1,423,148 | 1,319,577 | 360,299 | 188,514 | 97,616 | 75,786 | 28,527 | 16,972 | 62,921 | 17,190 | 25,462 | 51,197 | 25,674 |
| | 1987 | 1,166,606 | 1,078,943 | 290,408 | 150,824 | 79,815 | 64,768 | 25,912 | 13,453 | 52,767 | 15,618 | 20,176 | 43,599 | 22,827 |
| **TOTAL STATE** | 1991 | 3,509,019 | 3,275,203 | 1,044,441 | 489,334 | 331,094 | 212,819 | 92,028 | 59,435 | 205,465 | 79,132 | 72,834 | 206,700 | 125,966 |
| | 1987 | 2,896,797 | 2,699,865 | 824,191 | 368,819 | 274,120 | 179,755 | 81,080 | 47,809 | 172,019 | 69,461 | 58,689 | 172,128 | 106,590 |
| **OREGON** | | | | | | | | | | | | | | |
| **EUGENE - SPRINGFIELD** | 1991 | 388,508 | 341,452 | 100,411 | 38,221 | 27,949 | 18,975 | 7,701 | 5,216 | 20,784 | 11,319 | 6,762 | 34,607 | 21,678 |
| | 1987 | 291,691 | 252,944 | 74,391 | 23,772 | 20,705 | 15,573 | 6,594 | 4,628 | 17,761 | 9,692 | 6,000 | 28,151 | 17,795 |
| **MEDFORD** | 1991 | 366,863 | 172,779 | 60,924 | 17,647 | 13,291 | 13,337 | 8,054 | 3,482 | 11,877 | 4,998 | 3,094 | 18,077 | 9,233 |
| | 1987 | 258,998 | 129,468 | 41,706 | 9,714 | 9,959 | 10,126 | 6,100 | 2,766 | 8,702 | 3,786 | 2,458 | 13,514 | 6,773 |
| **PORTLAND** | 1991 | 1,917,206 | 1,411,527 | 502,640 | 152,884 | 127,252 | 110,534 | 64,370 | 32,881 | 154,514 | 84,016 | 30,251 | 211,870 | 157,779 |
| | 1987 | 1,431,062 | 1,030,987 | 351,205 | 88,302 | 92,946 | 79,637 | 43,662 | 26,412 | 111,966 | 56,990 | 24,299 | 147,213 | 104,789 |
| ***PORTLAND - VANCOUVER CONSOLIDATED AREA*** | *1991* | *2,191,160* | *1,628,883* | *590,440* | *197,889* | *145,188* | *123,536* | *68,513* | *38,516* | *162,234* | *88,580* | *32,946* | *228,612* | *168,409* |
| | *1987* | *1,650,579* | *1,208,572* | *408,875* | *113,659* | *107,600* | *89,088* | *46,597* | *30,687* | *117,546* | *60,223* | *26,343* | *159,467* | *112,319* |
| **SALEM** | 1991 | 347,719 | 299,485 | 105,818 | 45,605 | 27,039 | 20,334 | 12,538 | 5,067 | 17,799 | 10,155 | 5,067 | 25,366 | 16,832 |
| | 1987 | 257,685 | 218,759 | 72,361 | 26,402 | 19,751 | 15,920 | 9,504 | 4,427 | 14,121 | 7,697 | 4,427 | 19,204 | 12,382 |

# 1991 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1991
U.S. CENSUS 1987

| METRO AREA | Year | Merchandise Line Sales: Home Computers & Calculators | | Furniture & Sleep Equipment | | Men's & Boys' Clothing | | | Women's & Girls' Clothing | | | Footwear | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | In All Stores ($000) | In Radio/TV Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) |
| **OHIO (continued)** | | | | | | | | | | | | | | |
| **DAYTON - SPRINGFIELD** | 1991 | 26,035 | 13,538 | 127,864 | 79,511 | 202,643 | 45,187 | 141,774 | 408,684 | 130,402 | 253,443 | 104,158 | 64,832 | 33,014 |
| | 1987 | 22,631 | 12,884 | 115,281 | 78,444 | 158,914 | 41,800 | 103,851 | 327,431 | 120,628 | 165,650 | 89,482 | 59,972 | 24,184 |
| **HAMILTON - MIDDLETOWN** | 1991 | 6,890 | 4,380 | 25,849 | 21,525 | 23,753 | 4,133 | 17,208 | 52,556 | 13,708 | 33,420 | 13,855 | 10,202 | 2,275 |
| | 1987 | 5,285 | 3,297 | 20,371 | 17,031 | 18,643 | 3,396 | 13,222 | 41,507 | 11,265 | 25,678 | 11,269 | 8,384 | 1,748 |
| **LIMA** | 1991 | 4,440 | 1,741 | 21,898 | 15,292 | 36,743 | 9,732 | 24,629 | 71,947 | 28,786 | 39,797 | 17,999 | 11,908 | 4,656 |
| | 1987 | 3,546 | 1,347 | 17,623 | 12,323 | 29,496 | 7,533 | 19,768 | 57,375 | 22,279 | 31,943 | 14,145 | 9,217 | 3,737 |
| **LORAIN - ELYRIA** | 1991 | 3,345 | 1,432 | 37,776 | 26,525 | 42,726 | 9,506 | 29,432 | 82,035 | 24,358 | 52,011 | 18,893 | 12,060 | 5,444 |
| | 1987 | 2,573 | 1,031 | 28,806 | 20,128 | 33,696 | 7,927 | 22,596 | 65,051 | 20,312 | 39,931 | 15,391 | 10,057 | 4,179 |
| **MANSFIELD** | 1991 | 5,759 | 3,634 | 24,578 | 15,333 | 29,580 | 5,787 | 22,932 | 59,652 | 17,463 | 40,834 | 14,783 | 9,387 | 4,883 |
| | 1987 | 4,570 | 2,767 | 19,350 | 12,047 | 23,268 | 5,010 | 17,265 | 47,439 | 15,118 | 30,744 | 12,279 | 8,127 | 3,676 |
| **PARKERSBURG - MARIETTA** | 1991 | 2,483 | 1,006 | 23,116 | 16,359 | 29,347 | 6,118 | 18,235 | 65,270 | 15,330 | 33,533 | 15,943 | 10,448 | 3,982 |
| | 1987 | 2,043 | 780 | 18,976 | 13,153 | 26,078 | 5,843 | 15,693 | 57,855 | 14,639 | 28,859 | 14,683 | 9,976 | 3,429 |
| **STEUBENVILLE - WEIRTON** | 1991 | 2,548 | 1,098 | 12,026 | 8,649 | 21,034 | 4,919 | 12,710 | 40,398 | 12,648 | 20,920 | 9,220 | 5,569 | 2,306 |
| | 1987 | 2,013 | 828 | 9,680 | 6,916 | 18,060 | 4,772 | 10,249 | 35,151 | 12,264 | 16,868 | 8,399 | 5,427 | 1,862 |
| **TOLEDO** | 1991 | 11,489 | 6,103 | 86,953 | 57,914 | 168,484 | 39,415 | 116,712 | 324,364 | 105,974 | 209,031 | 76,773 | 49,267 | 21,760 |
| | 1987 | 8,883 | 4,492 | 68,065 | 44,549 | 136,099 | 32,703 | 91,893 | 262,635 | 87,930 | 164,577 | 63,217 | 40,878 | 17,133 |
| **YOUNGSTOWN - WARREN** | 1991 | 7,772 | 4,147 | 92,051 | 75,219 | 102,395 | 34,751 | 62,462 | 211,905 | 94,771 | 108,465 | 51,724 | 40,367 | 9,285 |
| | 1987 | 5,699 | 2,803 | 66,597 | 52,803 | 82,899 | 27,360 | 60,882 | 170,818 | 74,617 | 88,357 | 41,072 | 31,782 | 7,564 |
| **NONMETRO PORTION OF STATE** | 1991 | 42,106 | 21,617 | 214,090 | 186,926 | 239,936 | 64,457 | 129,819 | 444,861 | 148,938 | 230,231 | 120,326 | 85,738 | 22,178 |
| | 1987 | 32,269 | 15,297 | 161,231 | 139,818 | 199,587 | 61,319 | 99,281 | 373,837 | 141,690 | 176,027 | 109,281 | 81,563 | 16,967 |
| **TOTAL STATE** | 1991 | 297,996 | 129,598 | 1,484,045 | 1,076,847 | 2,166,360 | 673,226 | 1,281,117 | 4,343,468 | 1,734,233 | 2,293,830 | 1,081,628 | 725,479 | 271,411 |
| | 1987 | 244,911 | 107,569 | 1,253,702 | 926,114 | 1,741,210 | 544,851 | 1,016,281 | 3,497,776 | 1,403,745 | 1,820,228 | 881,273 | 595,646 | 215,017 |
| **OKLAHOMA** | | | | | | | | | | | | | | |
| **ENID** | 1991 | 1,521 | 589 | 6,041 | 4,452 | 11,967 | 4,975 | 5,697 | 25,214 | 11,439 | 11,396 | 6,028 | 3,884 | 1,763 |
| | 1987 | 1,313 | 567 | 5,817 | 4,554 | 10,708 | 5,174 | 4,851 | 22,806 | 11,897 | 8,903 | 5,715 | 4,039 | 1,377 |
| **LAWTON** | 1991 | 2,739 | 1,203 | 13,947 | 10,356 | 27,541 | 6,318 | 12,642 | 55,268 | 14,493 | 25,764 | 13,028 | 6,290 | 3,250 |
| | 1987 | 2,327 | 1,086 | 12,577 | 9,870 | 21,580 | 5,709 | 9,323 | 43,576 | 13,096 | 19,001 | 10,824 | 5,684 | 2,397 |
| **OKLAHOMA CITY** | 1991 | 27,445 | 18,018 | 140,960 | 108,127 | 183,268 | 100,663 | 69,631 | 371,623 | 213,390 | 134,816 | 115,142 | 85,686 | 21,055 |
| | 1987 | 22,503 | 14,756 | 119,855 | 92,477 | 156,965 | 86,684 | 58,820 | 318,469 | 183,758 | 113,878 | 98,337 | 73,789 | 17,753 |
| **TULSA** | 1991 | 34,395 | 8,415 | 95,898 | 76,065 | 137,932 | 61,387 | 62,152 | 298,521 | 163,602 | 118,440 | 85,065 | 62,310 | 15,737 |
| | 1987 | 26,339 | 6,937 | 81,439 | 65,723 | 112,429 | 51,582 | 49,278 | 245,051 | 137,467 | 93,910 | 70,226 | 52,356 | 12,474 |
| **NONMETRO PORTION OF STATE** | 1991 | 17,973 | 7,357 | 79,711 | 57,050 | 153,811 | 70,482 | 66,541 | 301,851 | 139,282 | 130,909 | 85,062 | 51,817 | 21,221 |
| | 1987 | 15,483 | 6,366 | 70,464 | 51,826 | 129,010 | 62,152 | 52,724 | 253,212 | 122,830 | 103,788 | 72,427 | 45,695 | 16,818 |
| **TOTAL STATE** | 1991 | 84,278 | 35,582 | 337,907 | 257,071 | 517,696 | 244,786 | 218,693 | 1,059,424 | 545,104 | 425,080 | 306,246 | 211,151 | 63,685 |
| | 1987 | 68,129 | 29,712 | 291,507 | 225,570 | 432,899 | 211,986 | 175,977 | 887,962 | 471,113 | 341,980 | 258,882 | 182,392 | 51,267 |
| **OREGON** | | | | | | | | | | | | | | |
| **EUGENE - SPRINGFIELD** | 1991 | 7,998 | 5,400 | 31,684 | 21,709 | 50,831 | 23,478 | 22,992 | 104,005 | 59,985 | 37,289 | 35,393 | 24,535 | 6,955 |
| | 1987 | 6,431 | 4,431 | 26,968 | 18,589 | 37,778 | 13,970 | 20,399 | 73,874 | 35,693 | 33,084 | 23,649 | 14,599 | 6,171 |
| **MEDFORD** | 1991 | 3,690 | 1,843 | 19,366 | 16,386 | 29,374 | 11,272 | 14,441 | 55,906 | 26,408 | 26,046 | 17,870 | 11,064 | 3,352 |
| | 1987 | 2,688 | 1,328 | 14,675 | 12,411 | 21,946 | 7,564 | 11,472 | 41,111 | 17,720 | 20,691 | 12,803 | 7,424 | 2,663 |
| **PORTLAND** | 1991 | 47,597 | 38,254 | 232,361 | 181,586 | 305,513 | 134,481 | 124,948 | 598,661 | 336,520 | 209,125 | 187,319 | 120,457 | 31,565 |
| | 1987 | 32,230 | 24,958 | 162,462 | 123,172 | 227,712 | 92,997 | 100,362 | 440,329 | 232,711 | 167,974 | 135,318 | 83,299 | 25,354 |
| ***PORTLAND - VANCOUVER CONSOLIDATED AREA*** | *1991* | *52,157* | *41,525* | *262,540* | *207,169* | *337,633* | *146,775* | *143,617* | *661,960* | *366,580* | *239,536* | *205,454* | *132,928* | *36,569* |
| | *1987* | *35,326* | *27,135* | *183,981* | *141,294* | *250,697* | *101,058* | *114,524* | *485,028* | *252,420* | *191,042* | *147,724* | *91,476* | *29,150* |
| **SALEM** | 1991 | 7,654 | 3,912 | 21,635 | 11,127 | 42,543 | 16,751 | 20,644 | 84,086 | 42,294 | 36,032 | 28,341 | 18,327 | 5,818 |
| | 1987 | 6,058 | 2,881 | 17,013 | 8,434 | 33,994 | 11,762 | 18,036 | 65,978 | 29,749 | 31,480 | 21,088 | 12,891 | 5,083 |

# 1991 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1991
U.S. CENSUS: 1987

| | | Merchandise Line Sales | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Groceries & Other Foods | | Drugs & Health & Beauty Aids | | | Major Household Appliances | | | TVs, Video Recorders & Tapes | | | Audio Equipment, Musical Instruments & Supplies | |
| METRO AREA | Year | In All Stores ($000) | In Food Stores ($000) | In All Stores ($000) | In Drug-stores ($000) | In Food Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) |
| **OREGON (continued)** | | | | | | | | | | | | | | |
| **NONMETRO PORTION OF STATE** | 1991 | **1,293,008** | **1,132,285** | **234,398** | **167,079** | **93,977** | **69,275** | **33,343** | **10,340** | **60,962** | **26,393** | **7,169** | **61,149** | **28,112** |
| | 1987 | 980,181 | 860,868 | 227,281 | 100,023 | 71,451 | 50,732 | 24,602 | 7,761 | 30,217 | 19,476 | 5,385 | 44,625 | 20,332 |
| **TOTAL STATE** | 1991 | **4,313,204** | **3,357,528** | **1,104,191** | **421,436** | **289,508** | **232,455** | **126,006** | **56,986** | **245,936** | **136,881** | **52,343** | **350,269** | **233,634** |
| | 1987 | 3,219,617 | 2,493,026 | 766,944 | 248,213 | 214,812 | 171,988 | 90,462 | 45,994 | 182,767 | 97,641 | 42,569 | 252,707 | 162,071 |
| **PENNSYLVANIA** | | | | | | | | | | | | | | |
| **ALLENTOWN - BETHLEHEM - EASTON** | 1991 | **887,068** | **848,090** | **244,319** | **160,331** | **53,360** | **58,344** | **31,675** | **18,313** | **38,481** | **22,506** | **10,800** | **37,121** | **26,034** |
| | 1987 | 726,115 | 689,900 | 196,384 | 124,435 | 43,408 | 53,238 | 28,400 | 16,997 | 35,116 | 20,179 | 10,024 | 32,794 | 22,421 |
| **ALTOONA** | 1991 | **217,886** | **206,704** | **49,633** | **34,203** | **8,140** | **14,291** | **8,136** | **4,569** | **9,752** | **6,620** | **2,696** | **11,868** | **8,360** |
| | 1987 | 178,709 | 168,941 | 40,776 | 26,994 | 6,653 | 13,045 | 7,043 | 4,447 | 8,777 | 5,731 | 2,623 | 10,638 | 7,237 |
| **BEAVER COUNTY** | 1991 | **214,469** | **205,105** | **57,020** | **38,498** | **9,707** | **14,336** | **5,841** | **6,309** | **7,334** | **3,727** | **2,804** | **10,245** | **6,102** |
| | 1987 | 182,084 | 172,785 | 48,144 | 30,762 | 8,178 | 13,759 | 5,027 | 6,561 | 6,917 | 3,208 | 2,916 | 9,175 | 4,961 |
| **ERIE** | 1991 | **370,651** | **354,144** | **90,547** | **65,430** | **14,283** | **22,771** | **13,145** | **6,777** | **13,622** | **8,797** | **3,479** | **19,713** | **14,775** |
| | 1987 | 308,879 | 293,212 | 70,904 | 49,367 | 11,826 | [illegible],239 | 10,517 | 5,988 | 11,384 | 7,038 | 3,074 | 15,820 | 11,326 |
| **HARRISBURG - LEBANON - CARLISLE** | 1991 | **749,159** | **705,486** | **207,643** | **123,586** | **50,517** | **57,848** | **27,842** | **15,997** | **38,679** | **22,801** | **9,874** | **46,992** | **33,078** |
| | 1987 | 633,865 | 595,893 | 170,127 | 95,505 | 42,671 | 53,412 | 25,066 | 15,223 | 35,590 | 20,526 | 9,432 | 42,369 | 29,210 |
| **JOHNSTOWN** | 1991 | **302,043** | **282,876** | **78,394** | **59,962** | **11,153** | **16,942** | **9,655** | **4,053** | **10,249** | **7,702** | **1,788** | **10,038** | **6,747** |
| | 1987 | 250,628 | 234,192 | 65,168 | 48,541 | 9,201 | 16,031 | 8,631 | 4,181 | 9,471 | 6,886 | 1,816 | 9,202 | 5,848 |
| **LANCASTER** | 1991 | **592,188** | **562,156** | **122,950** | **80,074** | **28,828** | **44,147** | **27,501** | **9,528** | **22,276** | **14,267** | **4,566** | **36,535** | **26,038** |
| | 1987 | 470,925 | 442,455 | 99,282 | 62,129 | 22,690 | 38,037 | 21,481 | 10,133 | 19,115 | 11,144 | 4,856 | 28,848 | 19,058 |
| **PHILADELPHIA** | 1991 | **6,297,104** | **6,020,666** | **1,960,209** | **1,198,678** | **354,605** | **353,272** | **179,457** | **127,471** | **250,037** | **116,817** | **86,132** | **302,183** | **259,527** |
| | 1987 | 5,221,257 | 4,969,549 | 1,617,856 | 953,636 | 292,700 | 329,626 | 167,093 | 118,215 | 233,197 | 108,769 | 79,877 | 346,878 | 233,302 |
| ***PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA*** | *1991* | ***7,674,367*** | ***7,334,928*** | ***2,359,686*** | ***1,460,472*** | ***443,180*** | ***455,513*** | ***222,802*** | ***164,595*** | ***320,894*** | ***149,170*** | ***112,554*** | ***481,904*** | ***335,534*** |
| | *1987* | *6,370,329* | *6,065,750* | *1,931,068* | *1,149,521* | *366,213* | *421,391* | *206,429* | *151,565* | *296,513* | *138,062* | *103,369* | *434,319* | *299,755* |
| **PITTSBURGH** | 1991 | **2,530,460** | **2,376,355** | **669,075** | **446,132** | **124,756** | **159,037** | **76,897** | **57,321** | **104,983** | **56,044** | **34,696** | **136,892** | **96,763** |
| | 1987 | 2,199,129 | 2,051,120 | 571,777 | 366,145 | 107,684 | 151,585 | 69,504 | 57,231 | 99,642 | 50,655 | 34,640 | 124,893 | 84,819 |
| ***PITTSBURGH - BEAVER VALLEY CONSOLIDATED AREA*** | *1991* | ***2,744,929*** | ***2,581,460*** | ***726,095*** | ***484,630*** | ***134,463*** | ***173,373*** | ***82,738*** | ***63,630*** | ***112,317*** | ***59,771*** | ***37,500*** | ***147,137*** | ***102,865*** |
| | *1987* | *2,381,213* | *2,223,905* | *619,921* | *396,907* | *115,862* | *165,344* | *74,531* | *63,792* | *106,559* | *53,863* | *37,556* | *134,068* | *89,780* |
| **READING** | 1991 | **419,007** | **399,829** | **117,116** | **64,724** | **26,587** | **33,326** | **20,478** | **9,651** | **19,179** | **12,341** | **4,826** | **24,271** | **19,052** |
| | 1987 | 343,879 | 327,611 | 94,534 | 50,287 | 21,785 | 29,265 | 18,055 | 8,340 | 16,834 | 10,881 | 4,170 | 20,830 | 16,262 |
| **SCRANTON - WILKES-BARRE** | 1991 | **986,725** | **930,610** | **265,854** | **186,794** | **39,304** | **72,012** | **32,094** | **29,369** | **39,243** | **14,407** | **17,619** | **47,970** | **32,477** |
| | 1987 | 814,658 | 766,433 | 214,248 | 145,318 | 32,371 | 62,975 | 26,392 | 26,953 | 34,703 | 11,848 | 16,171 | 40,108 | 25,852 |
| **SHARON** | 1991 | **140,646** | **135,085** | **42,141** | **31,066** | **5,370** | **11,320** | **7,516** | **2,114** | **7,425** | **5,304** | **1,671** | **5,654** | **3,692** |
| | 1987 | 113,712 | 108,390 | 32,835 | 22,617 | 4,309 | 10,805 | 7,017 | 2,230 | 7,139 | 4,951 | 1,763 | 5,214 | 3,206 |
| **STATE COLLEGE** | 1991 | **129,924** | **119,337** | **34,545** | **24,036** | **5,238** | **12,231** | **6,149** | **3,000** | **6,982** | **4,115** | **1,769** | **10,551** | **6,894** |
| | 1987 | 120,836 | 112,186 | 27,560 | 18,296 | 4,924 | 10,068 | 4,631 | 2,435 | 5,562 | 3,099 | 1,436 | 8,289 | 4,987 |
| **WILLIAMSPORT** | 1991 | **170,554** | **162,631** | **38,647** | **24,137** | **8,602** | **10,367** | **3,841** | **3,386** | **6,860** | **3,090** | **1,997** | **10,443** | **7,765** |
| | 1987 | 140,505 | 133,852 | 32,847 | 20,148 | 7,080 | 9,377 | 3,349 | 3,275 | 6,199 | 3,217 | 1,932 | 8,812 | 6,400 |
| **YORK** | 1991 | **523,676** | **494,877** | **132,222** | **70,090** | **32,166** | **39,114** | **14,677** | **11,460** | **21,579** | **9,308** | **4,876** | **29,567** | **20,150** |
| | 1987 | 425,796 | 401,424 | 104,753 | 53,035 | 26,092 | 35,187 | 13,705 | 10,891 | 19,770 | 8,691 | 4,634 | 26,406 | 18,050 |
| **NONMETRO PORTION OF STATE** | 1991 | **2,131,716** | **1,988,223** | **537,346** | **370,158** | **108,085** | **129,108** | **61,518** | **31,103** | **68,389** | **42,994** | **16,623** | **67,178** | **43,174** |
| | 1957 | 1,748,577 | 1,616,542 | 445,185 | 301,870 | 87,880 | 116,954 | 53,927 | 28,901 | 61,335 | 37,687 | 15,441 | 58,835 | 36,386 |
| **TOTAL STATE** | 1991 | **14,888,640** | **14,092,309** | **4,142,704** | **2,677,207** | **780,036** | **968,158** | **474,313** | **384,701** | **594,976** | **317,387** | **182,387** | **783,316** | **538,649** |
| | 1987 | 12,488,935 | 11,762,947 | 3,434,234 | 2,142,039 | 651,200 | 872,609 | 424,164 | 289,219 | 547,746 | 284,595 | 172,755 | 698,250 | 467,414 |
| **RHODE ISLAND** | | | | | | | | | | | | | | |
| **PROVIDENCE - PAWTUCKET - WOONSOCKET** | 1991 | **1,124,466** | **1,055,214** | **330,954** | **244,953** | **40,368** | **75,328** | **15,173** | **36,540** | **40,374** | **7,363** | **22,267** | **54,484** | **28,290** |
| | 1987 | 996,446 | 928,804 | 281,270 | 209,445 | 35,552 | 78,144 | 16,417 | 37,228 | 41,957 | 7,967 | 22,686 | 57,182 | 30,176 |

# 1991 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1991
U.S. CENSUS: 1987

Merchandise Line Sales

| METRO AREA | Year | Home Computers & Calculators | | Furniture & Sleep Equipment | | Men's & Boys' Clothing | | | Women's & Girls' Clothing | | | Footwear | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | In All Stores ($000) | In Radio/TV Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) |
| **OREGON (continued)** | | | | | | | | | | | | | | |
| **NONMETRO PORTION OF STATE** | 1991 | 15,854 | 7,004 | 85,730 | 69,235 | 118,088 | 66,351 | 33,932 | 195,666 | 112,920 | 56,436 | 71,408 | 48,071 | 10,411 |
| | 1987 | 11,422 | 4,966 | 62,579 | 51,087 | 85,619 | 46,809 | 25,565 | 142,073 | 79,666 | 42,498 | 50,863 | 33,915 | 7,815 |
| **TOTAL STATE** | 1991 | 82,793 | 56,413 | 390,776 | 300,043 | 546,349 | 252,233 | 216,977 | 1,038,324 | 578,127 | 364,928 | 340,231 | 222,454 | 58,101 |
| | 1987 | 58,829 | 38,564 | 283,697 | 213,693 | 407,049 | 173,122 | 175,834 | 763,365 | 395,539 | 295,727 | 243,721 | 152,128 | 47,086 |
| **PENNSYLVANIA** | | | | | | | | | | | | | | |
| **ALLENTOWN - BETHLEHEM - EASTON** | 1991 | 14,859 | 7,763 | 92,749 | 62,309 | 132,899 | 50,948 | 62,924 | 295,037 | 146,700 | 136,174 | 70,373 | 55,556 | 11,269 |
| | 1987 | 13,219 | 6,635 | 84,278 | 55,866 | 118,451 | 42,560 | 58,399 | 261,103 | 122,547 | 126,384 | 60,195 | 46,410 | 10,459 |
| **ALTOONA** | 1991 | 4,474 | 2,440 | 23,978 | 17,953 | 29,174 | 8,174 | 18,280 | 61,962 | 26,331 | 31,403 | 13,791 | 10,071 | 2,930 |
| | 1987 | 3,967 | 1,997 | 21,507 | 15,542 | 27,959 | 7,408 | 17,789 | 58,760 | 23,862 | 30,560 | 12,741 | 9,127 | 2,851 |
| **BEAVER COUNTY** | 1991 | 1,688 | 552 | 14,460 | 8,261 | 27,812 | 6,026 | 19,489 | 56,684 | 17,629 | 35,613 | 15,869 | 10,737 | 3,926 |
| | 1987 | 1,612 | 456 | 13,496 | 7,110 | 28,075 | 5,385 | 20,268 | 56,495 | 15,754 | 37,036 | 14,854 | 9,595 | 4,083 |
| **ERIE** | 1991 | 8,283 | 6,432 | 38,762 | 30,335 | 48,530 | 13,717 | 30,783 | 103,740 | 41,757 | 56,144 | 24,385 | 17,203 | 4,840 |
| | 1987 | 6,601 | 4,929 | 31,908 | 24,270 | 43,253 | 12,049 | 27,202 | 92,166 | 36,680 | 49,613 | 21,591 | 15,111 | 4,277 |
| **HARRISBURG - LEBANON - CARLISLE** | 1991 | 13,043 | 4,551 | 96,896 | 64,235 | 107,056 | 28,600 | 65,086 | 228,255 | 83,111 | 129,349 | 62,400 | 50,303 | 7,995 |
| | 1987 | 11,707 | 3,914 | 88,825 | 57,829 | 100,458 | 25,498 | 65,067 | 212,870 | 74,094 | 123,096 | 56,249 | 44,847 | 7,635 |
| **JOHNSTOWN** | 1991 | 2,728 | 1,900 | 18,135 | 12,134 | 25,714 | 7,924 | 14,240 | 53,075 | 20,776 | 25,524 | 15,784 | 10,025 | 2,519 |
| | 1987 | 2,452 | 1,619 | 16,986 | 10,847 | 26,093 | 7,876 | 14,690 | 53,768 | 20,652 | 26,329 | 13,815 | 9,965 | 2,599 |
| **LANCASTER** | 1991 | 9,603 | 7,300 | 72,443 | 59,963 | 64,859 | 32,649 | 27,790 | 146,014 | 89,265 | 51,213 | 39,835 | 33,455 | 4,963 |
| | 1987 | 7,699 | 5,400 | 59,416 | 46,838 | 59,760 | 25,594 | 29,555 | 130,326 | 69,974 | 54,466 | 32,753 | 26,225 | 5,278 |
| **PHILADELPHIA** | 1991 | 131,034 | 84,022 | 767,720 | 551,924 | 1,079,782 | 517,024 | 475,899 | 2,316,063 | 1,137,880 | 1,006,816 | 559,890 | 404,719 | 120,581 |
| | 1987 | 118,236 | 74,763 | 717,898 | 513,894 | 989,823 | 467,089 | 441,295 | 2,122,030 | 1,027,979 | 931,014 | 509,373 | 365,632 | 111,825 |
| ***PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA*** | *1991* | *166,184* | *106,524* | *958,555* | *691,364* | *1,312,641* | *617,553* | *591,411* | *2,802,050* | *1,350,975* | *1,252,188* | *693,886* | *502,028* | *149,304* |
| | *1987* | *148,499* | *93,986* | *889,887* | *640,425* | *1,194,456* | *552,860* | *544,882* | *2,548,789* | *1,209,783* | *1,150,853* | *624,849* | *448,678* | *137,515* |
| **PITTSBURGH** | 1991 | 50,846 | 34,879 | 277,843 | 185,078 | 424,452 | 160,629 | 224,939 | 895,760 | 397,031 | 413,746 | 234,464 | 169,723 | 43,402 |
| | 1987 | 45,367 | 30,239 | 258,548 | 167,282 | 406,928 | 143,748 | 225,476 | 851,943 | 355,304 | 412,075 | 206,075 | 151,886 | 43,285 |
| ***PITTSBURGH - BEAVER VALLEY CONSOLIDATED AREA*** | *1991* | *52,534* | *35,431* | *292,303* | *193,339* | *452,264* | *166,655* | *244,428* | *952,444* | *414,660* | *449,359* | *240,333* | *180,460* | *47,328* |
| | *1987* | *46,979* | *30,695* | *272,044* | *174,392* | *435,003* | *149,133* | *245,744* | *908,438* | *371,038* | *449,111* | *220,929* | *161,481* | *47,368* |
| **READING** | 1991 | 6,101 | 4,466 | 46,460 | 28,751 | 111,029 | 62,005 | 42,011 | 249,832 | 150,053 | 91,402 | 42,642 | 33,979 | 4,989 |
| | 1987 | 5,176 | 3,753 | 40,783 | 25,349 | 95,941 | 53,275 | 36,303 | 215,699 | 128,926 | 78,983 | 36,760 | 29,195 | 4,311 |
| **SCRANTON - WILKES-BARRE** | 1991 | 11,679 | 5,288 | 101,979 | 75,101 | 142,547 | 50,488 | 80,474 | 310,822 | 138,096 | 155,660 | 66,155 | 54,446 | 7,637 |
| | 1987 | 9,974 | 4,127 | 86,606 | 61,758 | 130,670 | 45,834 | 73,849 | 284,688 | 125,366 | 142,846 | 60,138 | 49,427 | 7,008 |
| **SHARON** | 1991 | 1,536 | 1,227 | 17,240 | 14,537 | 18,282 | 4,201 | 11,250 | 36,424 | 14,620 | 16,713 | 23,650 | 21,664 | 1,607 |
| | 1987 | 1,395 | 1,082 | 16,337 | 13,671 | 18,321 | 3,404 | 11,869 | 34,984 | 11,846 | 17,633 | 19,590 | 17,553 | 1,696 |
| **STATE COLLEGE** | 1991 | 4,541 | 3,400 | 17,311 | 14,189 | 23,710 | 10,013 | 9,922 | 43,883 | 21,293 | 17,153 | 10,690 | 8,623 | 1,320 |
| | 1987 | 3,446 | 2,459 | 13,421 | 10,686 | 20,197 | 8,707 | 8,053 | 37,323 | 18,516 | 13,922 | 9,243 | 7,499 | 1,071 |
| **WILLIAMSPORT** | 1991 | 4,469 | 3,130 | 15,737 | 10,421 | 21,906 | 10,361 | 10,245 | 43,845 | 22,710 | 18,754 | 13,301 | 11,563 | 1,236 |
| | 1987 | 3,781 | 2,597 | 14,060 | 9,086 | 20,540 | 9,426 | 9,910 | 40,958 | 20,661 | 18,140 | 12,156 | 10,520 | 1,195 |
| **YORK** | 1991 | 7,770 | 2,552 | 50,696 | 34,723 | 75,737 | 17,661 | 36,333 | 155,501 | 43,501 | 68,521 | 35,894 | 27,328 | 3,170 |
| | 1987 | 6,488 | 2,282 | 46,327 | 32,423 | 68,300 | 16,992 | 34,527 | 140,409 | 41,853 | 65,113 | 33,554 | 26,293 | 3,012 |
| **NONMETRO PORTION OF STATE** | 1991 | 25,640 | 17,237 | 137,340 | 110,818 | 341,742 | 66,553 | 102,330 | 660,459 | 160,056 | 198,147 | 103,021 | 82,141 | 13,907 |
| | 1987 | 21,993 | 14,289 | 121,944 | 97,138 | 315,772 | 63,284 | 95,272 | 611,569 | 152,195 | 183,997 | 97,448 | 78,105 | 12,890 |
| **TOTAL STATE** | 1991 | 260,832 | 162,917 | 1,574,243 | 1,124,405 | 2,400,789 | 927,074 | 1,095,720 | 5,067,181 | 2,243,932 | 2,160,921 | 1,183,194 | 906,321 | 202,994 |
| | 1987 | 230,902 | 140,368 | 1,440,445 | 1,012,419 | 2,222,364 | 832,198 | 1,044,185 | 4,671,988 | 2,010,536 | 2,043,635 | 1,074,296 | 813,318 | 192,856 |
| **RHODE ISLAND** | | | | | | | | | | | | | | |
| **PROVIDENCE - PAWTUCKET - WOONSOCKET** | 1991 | 21,749 | 7,486 | 100,113 | 73,625 | 165,342 | 74,177 | 75,308 | 322,224 | 171,516 | 129,036 | 75,881 | 54,459 | 15,986 |
| | 1987 | 22,255 | 7,719 | 106,511 | 79,666 | 173,746 | 80,298 | 77,945 | 339,794 | 185,668 | 131,459 | 80,735 | 58,952 | 16,286 |

# 1991 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1991
U.S. CENSUS: 1987

Merchandise Line Sales

| METRO AREA | Year | Groceries & Other Foods | | Drugs & Health & Beauty Aids | | | Major Household Appliances | | | TVs, Video Recorders & Tapes | | | Audio Equipment, Musical Instruments & Supplies | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | In All Stores ($000) | In Food Stores ($000) | In All Stores ($000) | In Drug-stores ($000) | In Food Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) |
| **RHODE ISLAND (continued)** | | | | | | | | | | | | | | |
| **NONMETRO PORTION OF STATE** | **1991** | **87,523** | **82,820** | **17,320** | **11,990** | **3,563** | **4,773** | **1,481** | **1,671** | **2,306** | **719** | **1,018** | **3,373** | **2,723** |
| | 1987 | 84,204 | 79,364 | 19,977 | 14,644 | 3,414 | 5,255 | 1,567 | 1,892 | 2,553 | 761 | 1,153 | 3,607 | 2,881 |
| **TOTAL STATE** | **1991** | **1,211,989** | **1,138,034** | **338,276** | **256,943** | **43,951** | **80,108** | **16,653** | **38,211** | **42,680** | **8,081** | **23,285** | **57,857** | **31,013** |
| | 1987 | 1,080,650 | 1,008,168 | 301,247 | 224,089 | 38,966 | 83,399 | 17,984 | 39,120 | 44,510 | 8,728 | 23,839 | 60,789 | 33,057 |
| **SOUTH CAROLINA** | | | | | | | | | | | | | | |
| **ANDERSON** | **1991** | **191,555** | **180,292** | **59,961** | **38,872** | **8,097** | **13,349** | **4,304** | **3,664** | **7,571** | **3,625** | **2,304** | **9,814** | **6,001** |
| | 1987 | 155,129 | 145,760 | 42,526 | 26,029 | 6,547 | 11,343 | 4,195 | 2,815 | 6,624 | 3,534 | 1,770 | 8,465 | 5,515 |
| **CHARLESTON** | **1991** | **620,592** | **587,242** | **154,431** | **89,313** | **32,413** | **44,788** | **19,394** | **16,002** | **29,870** | **15,158** | **6,736** | **36,191** | **22,860** |
| | 1987 | 513,497 | 487,335 | 112,954 | 59,445 | 26,900 | 39,604 | 18,886 | 13,054 | 26,842 | 14,760 | 5,496 | 32,022 | 21,426 |
| **CHARLOTTE - GASTONIA - ROCK HILL** | **1991** | **1,351,327** | **1,235,456** | **410,840** | **267,266** | **78,962** | **120,404** | **55,133** | **26,405** | **88,179** | **59,306** | **11,507** | **81,944** | **57,898** |
| | 1987 | 1,209,327 | 1,112,193 | 314,786 | 189,321 | 71,086 | 106,460 | 52,391 | 22,257 | 80,190 | 56,355 | 9,702 | 73,248 | 53,713 |
| **COLUMBIA** | **1991** | **490,545** | **456,495** | **161,177** | **87,592** | **34,686** | **46,494** | **25,049** | **12,114** | **33,003** | **21,559** | **8,077** | **41,045** | **28,963** |
| | 1987 | 415,400 | 386,748 | 122,005 | 63,121 | 29,387 | 35,546 | 18,768 | 9,236 | 25,076 | 16,153 | 6,157 | 30,777 | 21,383 |
| **FLORENCE** | **1991** | **159,499** | **148,209** | **45,649** | **25,214** | **9,384** | **12,549** | **5,772** | **3,360** | **6,937** | **2,323** | **3,359** | **7,728** | **3,739** |
| | 1987 | 123,110 | 114,291 | 33,275 | 17,399 | 7,237 | 10,253 | 4,897 | 2,630 | 5,609 | 1,971 | 2,629 | 6,308 | 3,172 |
| **GREENVILLE - SPARTANBURG** | **1991** | **861,059** | **811,460** | **251,260** | **173,591** | **33,504** | **59,423** | **29,932** | **17,389** | **50,829** | **35,419** | **9,129** | **53,215** | **36,401** |
| | 1987 | 684,545 | 646,103 | 172,469 | 109,983 | 26,678 | 48,856 | 25,224 | 14,146 | 42,304 | 29,848 | 7,427 | 42,667 | 29,428 |
| **NONMETRO PORTION OF STATE** | **1991** | **1,644,225** | **1,524,991** | **430,162** | **291,504** | **76,249** | **104,108** | **56,142** | **7,662** | **68,035** | **36,556** | **11,611** | **50,338** | **25,308** |
| | 1987 | 1,309,705 | 1,217,481 | 308,677 | 199,648 | 60,875 | 84,573 | 46,618 | 5,758 | 54,890 | 30,357 | 8,661 | 39,336 | 20,241 |
| **TOTAL STATE** | **1991** | **4,289,930** | **4,005,355** | **1,186,083** | **757,223** | **213,515** | **300,398** | **149,208** | **66,362** | **211,194** | **123,377** | **44,980** | **212,634** | **132,746** |
| | 1987 | 3,453,571 | 3,231,182 | 850,368 | 510,054 | 172,706 | 244,811 | 125,414 | 51,796 | 172,523 | 103,486 | 34,653 | 170,563 | 108,742 |
| **SOUTH DAKOTA** | | | | | | | | | | | | | | |
| **RAPID CITY** | **1991** | **118,020** | **106,211** | **32,356** | **11,704** | **11,785** | **9,898** | **2,735** | **3,350** | **6,571** | **1,954** | **1,523** | **11,740** | **5,892** |
| | 1987 | 90,168 | 80,669 | 25,152 | 9,556 | 8,951 | 8,563 | 3,093 | 2,453 | 5,696 | 2,209 | 1,115 | 10,708 | 6,312 |
| **SIOUX FALLS** | **1991** | **165,297** | **151,221** | **58,179** | **29,920** | **12,565** | **15,146** | **4,965** | **4,775** | **12,717** | **6,498** | **2,169** | **15,464** | **10,449** |
| | 1987 | 122,376 | 111,676 | 41,856 | 21,009 | 9,280 | 12,277 | 4,851 | 3,501 | 10,924 | 6,348 | 1,591 | 13,500 | 9,806 |
| **NONMETRO PORTION OF STATE** | **1991** | **516,164** | **447,989** | **114,611** | **61,016** | **23,735** | **19,914** | **8,459** | **2,355** | **12,760** | **6,322** | **1,415** | **16,921** | **8,110** |
| | 1987 | 415,930 | 360,371 | 90,141 | 48,285 | 19,094 | 19,423 | 9,829 | 1,676 | 12,705 | 7,350 | 1,006 | 15,976 | 9,195 |
| **TOTAL STATE** | **1991** | **799,481** | **705,421** | **205,146** | **102,640** | **48,085** | **44,958** | **16,159** | **10,480** | **32,048** | **14,774** | **5,107** | **44,125** | **24,451** |
| | 1987 | 628,474 | 552,716 | 157,149 | 78,850 | 37,325 | 40,263 | 17,773 | 7,630 | 29,325 | 15,907 | 3,712 | 40,184 | 25,313 |
| **TENNESSEE** | | | | | | | | | | | | | | |
| **CHATTANOOGA** | **1991** | **524,131** | **486,419** | **123,134** | **64,878** | **19,493** | **48,169** | **22,517** | **12,132** | **33,713** | **21,030** | **6,404** | **30,969** | **19,650** |
| | 1987 | 518,103 | 461,098 | 108,774 | 58,095 | 19,694 | 39,972 | 19,040 | 9,735 | 27,488 | 17,780 | 5,139 | 25,207 | 15,960 |
| **CLARKSVILLE - HOPKINSVILLE** | **1991** | **129,463** | **116,424** | **45,590** | **24,214** | **7,411** | **13,298** | **5,120** | **4,709** | **12,700** | **7,891** | **3,513** | **11,924** | **8,694** |
| | 1987 | 121,798 | 112,097 | 36,217 | 17,769 | 7,137 | 10,930 | 4,157 | 3,820 | 10,342 | 6,405 | 2,849 | 9,460 | 6,830 |
| **JACKSON** | **1991** | **98,159** | **91,669** | **34,578** | **20,058** | **4,183** | **12,610** | **5,934** | **2,505** | **7,111** | **3,265** | **2,506** | **7,952** | **5,195** |
| | 1987 | 93,080 | 87,216 | 28,787 | 14,835 | 3,980 | 11,100 | 5,035 | 2,406 | 6,333 | 2,771 | 2,406 | 6,628 | 4,129 |
| **JOHNSON CITY - KINGSPORT - BRISTOL** | **1991** | **419,587** | **394,666** | **149,868** | **95,472** | **19,013** | **32,659** | **12,199** | **11,302** | **26,939** | **10,307** | **10,302** | **26,780** | **15,190** |
| | 1987 | 401,904 | 382,072 | 115,407 | 69,366 | 18,407 | 28,446 | 11,616 | 8,685 | 23,240 | 9,814 | 7,957 | 23,198 | 13,919 |
| **KNOXVILLE** | **1991** | **695,084** | **630,016** | **242,487** | **148,922** | **41,327** | **60,238** | **27,892** | **18,365** | **55,340** | **35,203** | **13,402** | **62,515** | **45,044** |
| | 1987 | 666,554 | 610,911 | 186,746 | 102,638 | 40,074 | 49,385 | 21,877 | 15,625 | 44,631 | 27,614 | 11,403 | 48,995 | 34,411 |
| **MEMPHIS** | **1991** | **967,149** | **862,246** | **335,129** | **196,978** | **45,078** | **86,292** | **39,305** | **23,826** | **79,660** | **40,018** | **21,523** | **71,980** | **47,791** |
| | 1987 | 935,363 | 861,802 | 275,196 | 151,693 | 45,055 | 78,165 | 36,675 | 19,911 | 71,081 | 37,337 | 17,985 | 64,084 | 43,614 |

# 1991 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

| S&MM ESTIMATES 1991<br>U.S. CENSUS 1987 | | Merchandise Line Sales | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Home Computers & Calculators | | Furniture & Sleep Equipment | | Men's & Boys' Clothing | | | Women's & Girls' Clothing | | | Footwear | | | |
| METRO AREA | Year | In All Stores ($000) | In Radio/TV Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) |
| **RHODE ISLAND (continued)** | | | | | | | | | | | | | | | |
| **NONMETRO PORTION OF STATE** | 1991 | 1,438 | 687 | 8,533 | 7,189 | 10,972 | 6,233 | 3,498 | 22,187 | 15,296 | 5,900 | 5,319 | 4,137 | 731 |
| | 1987 | 1,528 | 699 | 9,105 | 7,607 | 12,252 | 6,891 | 3,961 | 24,654 | 16,911 | 6,681 | 5,898 | 4,574 | 828 |
| **TOTAL STATE** | 1991 | 23,187 | 8,173 | 108,646 | 80,814 | 176,314 | 80,410 | 80,006 | 344,411 | 186,812 | 134,936 | 81,200 | 58,596 | 16,717 |
| | 1987 | 23,783 | 8,418 | 115,616 | 87,273 | 185,998 | 87,189 | 81,906 | 364,448 | 202,579 | 138,140 | 86,633 | 63,526 | 17,114 |
| **SOUTH CAROLINA** | | | | | | | | | | | | | | | |
| **ANDERSON** | 1991 | 2,351 | 1,033 | 15,457 | 12,034 | 22,890 | 6,896 | 13,088 | 58,912 | 29,566 | 24,082 | 16,236 | 9,971 | 3,769 |
| | 1987 | 1,966 | 954 | 14,400 | 11,730 | 17,821 | 5,424 | 10,055 | 46,001 | 23,256 | 18,501 | 12,663 | 7,843 | 2,896 |
| **CHARLESTON** | 1991 | 9,443 | 4,322 | 74,641 | 57,208 | 86,569 | 43,021 | 33,967 | 192,319 | 106,636 | 65,687 | 59,144 | 42,002 | 7,579 |
| | 1987 | 8,151 | 4,038 | 69,574 | 55,706 | 70,047 | 34,297 | 27,709 | 155,656 | 85,013 | 53,586 | 46,657 | 33,485 | 6,183 |
| **CHARLOTTE - GASTONIA - ROCK HILL** | 1991 | 30,683 | 16,490 | 169,032 | 132,979 | 224,753 | 95,305 | 103,823 | 462,302 | 247,698 | 186,855 | 132,437 | 98,988 | 22,342 |
| | 1987 | 26,659 | 15,135 | 155,701 | 126,358 | 193,135 | 84,172 | 88,458 | 401,489 | 218,767 | 157,510 | 114,887 | 87,426 | 18,834 |
| **COLUMBIA** | 1991 | 15,419 | 6,122 | 73,598 | 59,544 | 94,690 | 35,859 | 51,033 | 220,444 | 97,942 | 109,761 | 53,810 | 37,822 | 12,114 |
| | 1987 | 11,217 | 4,338 | 55,641 | 44,613 | 75,352 | 30,234 | 38,902 | 176,782 | 82,580 | 83,895 | 44,017 | 31,889 | 9,236 |
| **FLORENCE** | 1991 | 2,285 | 573 | 16,700 | 13,686 | 26,188 | 8,861 | 14,553 | 49,935 | 20,717 | 23,508 | 15,683 | 9,189 | 4,590 |
| | 1987 | 1,795 | 456 | 13,979 | 11,612 | 21,125 | 7,534 | 11,392 | 40,510 | 17,614 | 18,402 | 12,808 | 7,813 | 3,593 |
| **GREENVILLE - SPARTANBURG** | 1991 | 13,378 | 7,244 | 89,771 | 69,843 | 115,388 | 45,342 | 59,991 | 310,852 | 178,494 | 115,634 | 84,423 | 55,097 | 16,519 |
| | 1987 | 10,681 | 5,844 | 74,294 | 58,856 | 93,474 | 36,326 | 48,804 | 251,240 | 143,004 | 94,071 | 66,661 | 44,142 | 13,439 |
| **NONMETRO PORTION OF STATE** | 1991 | 13,416 | 6,285 | 162,658 | 145,358 | 199,080 | 108,832 | 64,519 | 437,179 | 261,301 | 122,732 | 125,574 | 84,854 | 19,001 |
| | 1987 | 10,370 | 4,783 | 133,928 | 120,699 | 154,043 | 84,955 | 48,654 | 338,188 | 203,977 | 91,833 | 96,880 | 66,242 | 14,171 |
| **TOTAL STATE** | 1991 | 60,655 | 27,616 | 459,981 | 378,333 | 582,384 | 260,256 | 259,339 | 1,347,335 | 724,662 | 505,745 | 375,781 | 251,631 | 70,189 |
| | 1987 | 47,309 | 21,922 | 382,723 | 319,572 | 459,778 | 208,918 | 201,241 | 1,067,417 | 582,043 | 390,143 | 296,457 | 202,658 | 53,946 |
| **SOUTH DAKOTA** | | | | | | | | | | | | | | | |
| **RAPID CITY** | 1991 | 2,500 | 532 | 14,512 | 10,244 | 25,177 | 9,700 | 13,093 | 46,279 | 19,484 | 23,040 | 15,845 | 12,144 | 2,335 |
| | 1987 | 2,105 | 567 | 14,831 | 11,583 | 18,019 | 6,498 | 9,589 | 32,985 | 13,053 | 16,873 | 10,906 | 8,136 | 1,710 |
| **SIOUX FALLS** | 1991 | 3,714 | 993 | 18,732 | 14,210 | 39,531 | 11,248 | 22,426 | 78,066 | 27,155 | 40,799 | 20,428 | 12,746 | 3,327 |
| | 1987 | 2,910 | 932 | 17,196 | 13,883 | 30,338 | 9,385 | 16,444 | 60,372 | 22,658 | 29,917 | 16,248 | 10,636 | 2,440 |
| **NONMETRO PORTION OF STATE** | 1991 | 5,109 | 1,142 | 21,899 | 18,981 | 48,642 | 25,220 | 13,617 | 95,358 | 50,848 | 29,728 | 25,630 | 18,890 | 3,100 |
| | 1987 | 4,711 | 1,247 | 24,410 | 22,058 | 39,023 | 21,070 | 9,690 | 76,085 | 42,467 | 21,190 | 21,010 | 15,778 | 2,208 |
| **TOTAL STATE** | 1991 | 11,323 | 2,667 | 55,143 | 43,435 | 113,350 | 46,168 | 49,136 | 219,703 | 97,487 | 93,567 | 61,903 | 43,780 | 8,762 |
| | 1987 | 9,726 | 2,746 | 56,437 | 47,524 | 87,380 | 36,953 | 35,723 | 169,442 | 78,178 | 67,980 | 48,164 | 34,550 | 6,358 |
| **TENNESSEE** | | | | | | | | | | | | | | | |
| **CHATTANOOGA** | 1991 | 13,134 | 9,084 | 68,289 | 52,323 | 89,437 | 41,656 | 41,122 | 178,742 | 92,505 | 73,722 | 48,905 | 38,229 | 7,753 |
| | 1987 | 10,629 | 7,321 | 57,253 | 44,240 | 70,763 | 32,153 | 32,995 | 141,156 | 71,404 | 59,219 | 38,185 | 29,509 | 6,221 |
| **CLARKSVILLE - HOPKINSVILLE** | 1991 | 3,553 | 2,573 | 21,347 | 18,135 | 29,309 | 11,638 | 14,641 | 61,892 | 28,958 | 28,237 | 17,564 | 11,368 | 4,447 |
| | 1987 | 2,782 | 1,984 | 17,355 | 14,720 | 22,300 | 7,888 | 11,879 | 46,510 | 19,629 | 22,911 | 12,770 | 7,706 | 3,607 |
| **JACKSON** | 1991 | 3,337 | 1,221 | 10,933 | 8,445 | 20,700 | 5,118 | 14,059 | 46,826 | 19,728 | 24,749 | 12,215 | 7,390 | 3,947 |
| | 1987 | 2,847 | 987 | 9,497 | 7,166 | 19,469 | 4,444 | 13,508 | 43,299 | 17,128 | 23,778 | 10,958 | 6,416 | 3,793 |
| **JOHNSON CITY - KINGSPORT - BRISTOL** | 1991 | 8,227 | 4,424 | 38,624 | 30,604 | 74,983 | 22,610 | 43,991 | 138,744 | 50,011 | 73,947 | 40,801 | 23,683 | 11,097 |
| | 1987 | 7,219 | 4,028 | 35,604 | 29,140 | 62,462 | 21,553 | 33,700 | 116,952 | 47,676 | 56,652 | 36,110 | 22,578 | 8,506 |
| **KNOXVILLE** | 1991 | 14,917 | 7,064 | 102,294 | 80,157 | 141,984 | 67,208 | 59,564 | 303,355 | 170,832 | 108,211 | 72,630 | 52,405 | 11,913 |
| | 1987 | 11,888 | 5,296 | 81,519 | 62,874 | 113,797 | 50,214 | 50,677 | 240,957 | 127,637 | 92,064 | 55,897 | 39,153 | 10,135 |
| **MEMPHIS** | 1991 | 25,233 | 17,354 | 154,912 | 117,218 | 212,953 | 80,495 | 107,615 | 461,015 | 216,480 | 208,308 | 121,875 | 82,058 | 30,747 |
| | 1987 | 22,120 | 15,380 | 141,286 | 109,365 | 182,463 | 70,416 | 89,927 | 396,523 | 189,367 | 174,071 | 105,377 | 71,782 | 25,694 |

# 1991 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1991
U.S. CENSUS: 1987

| METRO AREA | Year | Merchandise Line Sales: Groceries & Other Foods | | Drugs & Health & Beauty Aids | | | Major Household Appliances | | | TVs, Video Recorders & Tapes | | | Audio Equipment, Musical Instruments & Supplies | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | In All Stores ($000) | In Food Stores ($000) | In All Stores ($000) | In Drug-stores ($000) | In Food Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) |
| **TENNESSEE (continued)** | | | | | | | | | | | | | | |
| **NASHVILLE** | 1991 | 1,082,326 | 993,456 | 420,699 | 223,053 | 71,148 | 109,805 | 62,209 | 18,935 | 87,800 | 53,012 | 18,935 | 104,526 | 61,025 |
| | 1987 | 1,024,351 | 951,962 | 318,076 | 154,045 | 68,177 | 91,813 | 53,580 | 14,134 | 72,932 | 45,658 | 14,134 | 84,587 | 50,562 |
| **NONMETRO PORTION OF STATE** | 1991 | 1,605,441 | 1,488,681 | 516,152 | 336,803 | 74,142 | 110,419 | 65,804 | 5,031 | 59,481 | 23,720 | 19,943 | 43,375 | 15,936 |
| | 1987 | 1,473,184 | 1,376,757 | 404,664 | 253,977 | 68,569 | 97,024 | 59,122 | 3,835 | 50,141 | 21,315 | 15,187 | 35,944 | 13,957 |
| **TOTAL STATE** | 1991 | 5,053,929 | 4,621,904 | 1,760,941 | 1,044,966 | 261,332 | 450,490 | 232,205 | 91,160 | 344,561 | 185,581 | 92,290 | 343,518 | 208,133 |
| | 1987 | 4,845,988 | 4,482,944 | 1,396,147 | 778,765 | 253,176 | 387,522 | 203,343 | 73,808 | 291,708 | 160,827 | 73,739 | 284,447 | 174,456 |
| **TEXAS** | | | | | | | | | | | | | | |
| **ABILENE** | 1991 | 106,300 | 82,492 | 49,166 | 21,289 | 16,676 | 11,315 | 3,346 | 6,229 | 9,349 | 2,206 | 5,663 | 14,234 | 7,511 |
| | 1987 | 94,171 | 75,084 | 40,014 | 16,005 | 15,179 | 9,511 | 3,212 | 4,836 | 7,744 | 2,117 | 4,397 | 12,187 | 6,862 |
| **AMARILLO** | 1991 | 262,544 | 232,716 | 86,580 | 32,363 | 29,916 | 22,185 | 10,493 | 8,790 | 22,343 | 4,987 | 9,767 | 22,693 | 11,886 |
| | 1987 | 215,942 | 193,488 | 64,331 | 22,440 | 24,873 | 18,247 | 9,946 | 6,057 | 17,251 | 4,727 | 6,730 | 18,850 | 10,934 |
| **AUSTIN** | 1991 | 1,072,880 | 985,428 | 343,003 | 120,817 | 165,538 | 70,062 | 36,637 | 23,592 | 71,386 | 37,318 | 18,133 | 89,215 | 63,756 |
| | 1987 | 802,763 | 742,308 | 249,711 | 82,274 | 124,698 | 53,326 | 28,373 | 17,957 | 55,094 | 28,899 | 13,745 | 66,550 | 47,552 |
| **BEAUMONT - PORT ARTHUR** | 1991 | 397,408 | 358,256 | 158,393 | 71,288 | 46,053 | 35,169 | 14,691 | 12,630 | 29,160 | 9,732 | 13,112 | 26,896 | 13,938 |
| | 1987 | 326,287 | 294,260 | 124,575 | 55,043 | 37,827 | 29,518 | 13,392 | 9,554 | 23,771 | 8,871 | 9,918 | 22,244 | 12,284 |
| **BRAZORIA** | 1991 | 208,205 | 194,941 | 62,757 | 25,684 | 21,215 | 12,303 | 4,170 | 5,388 | 8,753 | 1,242 | 5,547 | 8,134 | 2,834 |
| | 1987 | 171,731 | 161,366 | 48,759 | 19,689 | 17,562 | 10,652 | 4,610 | 3,851 | 6,872 | 1,373 | 3,964 | 7,016 | 3,134 |
| **BROWNSVILLE - HARLINGEN** | 1991 | 263,050 | 236,325 | 76,668 | 23,918 | 34,515 | 20,369 | 6,510 | 12,079 | 16,857 | 6,060 | 7,670 | 15,356 | 7,464 |
| | 1987 | 209,504 | 189,101 | 57,551 | 16,544 | 27,618 | 16,507 | 6,400 | 8,692 | 13,907 | 5,957 | 5,519 | 13,064 | 7,089 |
| **BRYAN - COLLEGE STATION** | 1991 | 135,712 | 126,913 | 49,224 | 13,276 | 25,109 | 9,956 | 2,623 | 4,672 | 9,182 | 3,645 | 3,363 | 10,977 | 7,988 |
| | 1987 | 107,549 | 100,799 | 37,318 | 8,793 | 19,943 | 7,829 | 2,007 | 3,743 | 7,138 | 2,789 | 2,695 | 8,133 | 5,814 |
| **CORPUS CHRISTI** | 1991 | 359,298 | 337,382 | 124,743 | 43,254 | 57,918 | 24,775 | 9,995 | 10,429 | 26,749 | 10,264 | 8,297 | 25,286 | 14,279 |
| | 1987 | 304,861 | 286,344 | 97,955 | 31,102 | 49,156 | 20,088 | 9,000 | 7,574 | 21,903 | 9,242 | 6,025 | 21,439 | 12,858 |
| **DALLAS** | 1991 | 3,396,960 | 3,202,730 | 1,132,522 | 436,075 | 452,908 | 263,465 | 117,259 | 79,605 | 271,688 | 110,294 | 65,607 | 285,502 | 195,803 |
| | 1987 | 2,545,866 | 2,392,708 | 830,899 | 307,976 | 338,362 | 201,235 | 92,483 | 60,291 | 205,927 | 86,990 | 49,685 | 213,066 | 146,508 |
| ***DALLAS - FORT WORTH CONSOLIDATED AREA*** | *1991* | *5,032,136* | *4,747,935* | *1,759,401* | *692,969* | *686,674* | *372,643* | *159,439* | *127,653* | *401,934* | *173,827* | *100,762* | *411,351* | *280,724* |
| | *1987* | *3,788,422* | *3,564,793* | *1,284,419* | *484,925* | *515,682* | *282,142* | *124,428* | *94,811* | *303,401* | *135,106* | *74,943* | *305,401* | *208,427* |
| **EL PASO** | 1991 | 534,428 | 485,455 | 169,149 | 57,967 | 62,404 | 48,856 | 25,478 | 18,331 | 46,372 | 24,919 | 13,748 | 42,960 | 31,801 |
| | 1987 | 435,488 | 399,694 | 127,752 | 41,396 | 51,381 | 38,522 | 21,712 | 12,894 | 36,961 | 21,236 | 9,671 | 35,425 | 27,100 |
| **FORT WORTH - ARLINGTON** | 1991 | 1,635,176 | 1,545,205 | 626,879 | 256,894 | 233,766 | 109,178 | 42,180 | 48,048 | 130,246 | 63,533 | 35,155 | 125,849 | 84,921 |
| | 1987 | 1,242,556 | 1,172,085 | 453,520 | 176,949 | 177,320 | 80,907 | 31,945 | 34,520 | 97,474 | 48,116 | 25,258 | 92,335 | 61,919 |
| **GALVESTON - TEXAS CITY** | 1991 | 318,131 | 303,778 | 83,991 | 31,003 | 33,600 | 18,263 | 5,281 | 10,514 | 14,211 | 6,036 | 5,435 | 13,096 | 8,139 |
| | 1987 | 239,547 | 228,419 | 61,580 | 22,051 | 25,265 | 14,032 | 4,472 | 7,724 | 11,103 | 5,111 | 3,993 | 10,115 | 6,495 |
| **HOUSTON** | 1991 | 3,965,395 | 3,776,722 | 1,191,436 | 536,354 | 377,106 | 249,477 | 118,951 | 88,233 | 271,566 | 145,654 | 75,977 | 290,681 | 200,582 |
| | 1987 | 3,087,433 | 2,928,506 | 927,358 | 399,925 | 292,414 | 209,393 | 100,793 | 75,062 | 228,162 | 123,419 | 64,636 | 240,630 | 166,617 |
| ***HOUSTON - GALVESTON - BRAZORIA CONSOLIDATED AREA*** | *1991* | *4,491,731* | *4,275,441* | *1,338,184* | *593,041* | *431,921* | *280,043* | *128,402* | *104,135* | *294,530* | *152,932* | *86,959* | *311,911* | *211,555* |
| | *1987* | *3,498,711* | *3,318,291* | *1,037,697* | *441,665* | *335,241* | *234,077* | *109,875* | *86,637* | *246,137* | *129,903* | *72,593* | *257,761* | *176,246* |
| **KILLEEN - TEMPLE** | 1991 | 191,926 | 177,422 | 68,122 | 28,426 | 22,777 | 20,313 | 3,426 | 10,888 | 21,348 | 9,473 | 8,217 | 24,676 | 16,927 |
| | 1987 | 159,303 | 148,598 | 50,587 | 18,905 | 19,077 | 15,946 | 3,004 | 8,009 | 17,293 | 8,306 | 6,044 | 20,293 | 14,374 |
| **LAREDO** | 1991 | 167,049 | 156,517 | 44,809 | 10,815 | 20,120 | 16,484 | 5,487 | 4,448 | 25,312 | 19,077 | 3,846 | 24,867 | 19,460 |
| | 1987 | 123,499 | 115,195 | 34,524 | 8,477 | 14,808 | 13,271 | 4,612 | 3,515 | 20,920 | 16,035 | 3,040 | 20,544 | 16,357 |
| **LONGVIEW - MARSHALL** | 1991 | 210,062 | 197,083 | 83,758 | 49,520 | 21,276 | 14,711 | 7,645 | 4,313 | 14,502 | 7,850 | 4,468 | 15,851 | 10,921 |
| | 1987 | 175,313 | 165,053 | 61,009 | 32,369 | 17,818 | 12,466 | 6,598 | 3,597 | 12,292 | 6,775 | 3,725 | 13,509 | 9,426 |
| **LUBBOCK** | 1991 | 247,436 | 223,954 | 83,702 | 31,487 | 28,789 | 18,057 | 6,902 | 5,525 | 21,756 | 6,491 | 6,858 | 24,024 | 13,392 |
| | 1987 | 220,622 | 203,383 | 68,224 | 22,124 | 26,145 | 15,539 | 6,331 | 4,742 | 18,711 | 5,954 | 5,886 | 21,035 | 12,285 |
| **McALLEN - EDINBURG - MISSION** | 1991 | 390,293 | 366,589 | 94,994 | 31,487 | 36,708 | 28,994 | 8,744 | 14,994 | 37,097 | 18,417 | 8,567 | 28,590 | 17,488 |
| | 1987 | 291,603 | 274,938 | 71,250 | 24,738 | 27,531 | 22,207 | 7,884 | 10,370 | 30,132 | 16,606 | 5,925 | 23,877 | 15,768 |

# 1991 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1991
U.S. CENSUS: 1987

| METRO AREA | Year | Merchandise Line Sales | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Home Computers & Calculators | | Furniture & Sleep Equipment | | Men's & Boys' Clothing | | | Women's & Girls' Clothing | | | Footwear | | |
| | | In All Stores ($000) | In Radio/TV Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) |
| **TENNESSEE (continued)** | | | | | | | | | | | | | | |
| **NASHVILLE** | 1991 | 70,553 | 17,151 | 146,314 | 120,482 | 236,916 | 85,731 | 132,074 | 500,801 | 208,758 | 267,585 | 120,681 | 77,657 | 33,001 |
| | 1987 | 57,895 | 14,066 | 124,196 | 103,767 | 187,828 | 73,275 | 99,083 | 399,527 | 178,425 | 199,814 | 98,923 | 66,374 | 24,642 |
| **NONMETRO PORTION OF STATE** | 1991 | 9,826 | 5,166 | 123,813 | 112,976 | 157,363 | 68,378 | 69,442 | 309,836 | 126,628 | 145,364 | 93,400 | 53,045 | 25,305 |
| | 1987 | 8,136 | 4,275 | 110,528 | 101,500 | 132,080 | 62,368 | 53,047 | 258,912 | 115,492 | 110,784 | 80,308 | 48,383 | 19,273 |
| **TOTAL STATE** | 1991 | 142,873 | 60,626 | 635,261 | 516,668 | 919,708 | 366,945 | 461,579 | 1,912,938 | 876,675 | 891,706 | 503,470 | 330,081 | 122,787 |
| | 1987 | 118,710 | 50,535 | 550,544 | 451,914 | 755,378 | 308,333 | 368,906 | 1,571,485 | 733,971 | 710,230 | 417,831 | 278,059 | 97,763 |
| **TEXAS** | | | | | | | | | | | | | | |
| **ABILENE** | 1991 | 3,838 | 2,436 | 20,458 | 13,993 | 24,641 | 8,116 | 15,149 | 52,873 | 21,409 | 29,305 | 16,257 | 10,931 | 3,823 |
| | 1987 | 3,333 | 2,225 | 18,554 | 13,432 | 20,725 | 7,801 | 11,761 | 45,188 | 20,577 | 22,753 | 14,701 | 10,507 | 2,968 |
| **AMARILLO** | 1991 | 8,942 | 4,216 | 32,057 | 18,903 | 60,115 | 27,387 | 26,303 | 125,711 | 60,181 | 53,831 | 30,724 | 21,188 | 6,941 |
| | 1987 | 7,308 | 3,733 | 27,769 | 17,917 | 47,026 | 24,242 | 18,036 | 98,924 | 53,272 | 36,938 | 25,462 | 18,755 | 4,758 |
| **AUSTIN** | 1991 | 27,734 | 15,414 | 117,741 | 84,816 | 169,938 | 82,147 | 73,162 | 348,706 | 188,034 | 134,685 | 113,193 | 77,624 | 17,221 |
| | 1987 | 20,655 | 11,479 | 90,532 | 65,681 | 129,608 | 63,248 | 55,724 | 266,526 | 144,775 | 102,569 | 85,638 | 59,767 | 13,100 |
| **BEAUMONT - PORT ARTHUR** | 1991 | 11,229 | 5,054 | 40,586 | 24,890 | 74,095 | 28,620 | 36,417 | 157,319 | 69,153 | 73,481 | 40,398 | 25,253 | 10,201 |
| | 1987 | 9,458 | 4,357 | 34,843 | 22,689 | 62,418 | 27,568 | 27,561 | 134,224 | 66,611 | 55,622 | 35,902 | 24,325 | 7,714 |
| **BRAZORIA** | 1991 | 2,149 | 745 | 11,334 | 7,567 | 24,687 | 9,645 | 12,520 | 50,271 | 20,951 | 26,148 | 13,956 | 8,979 | 3,962 |
| | 1987 | 1,822 | 772 | 11,253 | 8,366 | 19,555 | 8,656 | 8,948 | 40,001 | 18,804 | 18,688 | 11,674 | 8,059 | 2,832 |
| **BROWNSVILLE - HARLINGEN** | 1991 | 5,832 | 3,675 | 23,252 | 16,425 | 51,060 | 27,678 | 21,475 | 109,770 | 61,097 | 40,072 | 31,664 | 22,280 | 5,176 |
| | 1987 | 4,728 | 3,420 | 21,228 | 16,147 | 38,239 | 21,177 | 15,453 | 82,489 | 46,747 | 28,836 | 24,030 | 17,047 | 3,725 |
| **BRYAN - COLLEGE STATION** | 1991 | 3,293 | 1,986 | 14,597 | 10,291 | 24,601 | 9,296 | 11,961 | 48,190 | 18,907 | 23,547 | 13,667 | 9,689 | 2,710 |
| | 1987 | 2,448 | 1,459 | 11,217 | 7,873 | 20,883 | 8,679 | 9,582 | 41,094 | 17,651 | 18,865 | 12,133 | 9,045 | 2,171 |
| **CORPUS CHRISTI** | 1991 | 11,515 | 7,724 | 39,047 | 25,524 | 54,808 | 18,553 | 28,685 | 127,214 | 59,395 | 52,863 | 42,029 | 28,106 | 7,112 |
| | 1987 | 9,566 | 6,588 | 33,411 | 22,983 | 42,371 | 15,453 | 20,831 | 99,928 | 49,469 | 38,390 | 33,942 | 23,409 | 5,165 |
| **DALLAS** | 1991 | 99,316 | 57,186 | 501,382 | 323,910 | 756,848 | 327,842 | 344,710 | 1,521,394 | 735,165 | 641,874 | 429,544 | 310,813 | 80,951 |
| | 1987 | 73,880 | 42,948 | 386,865 | 255,472 | 580,736 | 253,897 | 261,437 | 1,169,210 | 569,344 | 487,846 | 329,553 | 240,708 | 61,398 |
| ***DALLAS - FORT WORTH CONSOLIDATED AREA*** | *1991* | *148,166* | *89,129* | *716,044* | *468,160* | *1,056,565* | *431,399* | *507,603* | *2,105,512* | *953,842* | *941,883* | *600,578* | *432,403* | *114,934* |
| | *1987* | *109,686* | *66,147* | *548,104* | *364,717* | *811,918* | *342,170* | *378,467* | *1,621,647* | *755,743* | *703,386* | *469,248* | *344,351* | *85,815* |
| **EL PASO** | 1991 | 16,381 | 10,919 | 80,575 | 60,812 | 123,098 | 44,866 | 65,074 | 240,146 | 92,750 | 116,860 | 78,586 | 55,730 | 17,415 |
| | 1987 | 13,008 | 8,900 | 66,437 | 51,823 | 91,950 | 35,910 | 45,775 | 179,805 | 74,235 | 82,202 | 61,121 | 44,605 | 12,250 |
| **FORT WORTH - ARLINGTON** | 1991 | 48,850 | 31,943 | 214,662 | 144,250 | 299,717 | 103,557 | 162,893 | 584,118 | 218,677 | 300,009 | 171,034 | 121,590 | 33,983 |
| | 1987 | 35,806 | 23,199 | 161,239 | 109,245 | 231,182 | 88,273 | 117,030 | 452,437 | 186,399 | 215,540 | 139,695 | 103,643 | 24,417 |
| **GALVESTON - TEXAS CITY** | 1991 | 4,733 | 2,673 | 16,628 | 10,561 | 48,507 | 19,063 | 26,502 | 109,588 | 52,118 | 52,566 | 29,396 | 19,345 | 7,885 |
| | 1987 | 3,660 | 2,167 | 13,440 | 8,943 | 36,346 | 14,695 | 19,470 | 82,474 | 40,176 | 38,618 | 22,273 | 14,912 | 5,793 |
| **HOUSTON** | 1991 | 159,278 | 110,435 | 458,727 | 326,514 | 781,737 | 378,489 | 314,928 | 1,500,024 | 766,132 | 612,139 | 413,662 | 296,074 | 78,018 |
| | 1987 | 128,902 | 89,571 | 387,126 | 276,667 | 654,044 | 311,536 | 268,063 | 1,255,855 | 630,606 | 521,124 | 340,856 | 243,701 | 66,423 |
| ***HOUSTON - GALVESTON - BRAZORIA CONSOLIDATED AREA*** | *1991* | *166,160* | *113,853* | *486,689* | *344,642* | *854,931* | *407,197* | *353,950* | *1,659,883* | *839,201* | *690,853* | *457,014* | *324,398* | *89,865* |
| | *1987* | *134,384* | *92,510* | *411,819* | *293,976* | *709,945* | *334,887* | *296,481* | *1,378,330* | *689,586* | *578,430* | *374,803* | *266,672* | *75,048* |
| **KILLEEN - TEMPLE** | 1991 | 5,516 | 3,590 | 32,408 | 23,784 | 34,617 | 12,412 | 19,929 | 72,742 | 24,876 | 42,120 | 19,930 | 12,010 | 5,341 |
| | 1987 | 4,500 | 2,981 | 27,366 | 20,854 | 27,124 | 10,632 | 14,658 | 56,884 | 21,307 | 30,978 | 16,252 | 10,286 | 3,929 |
| **LAREDO** | 1991 | 7,726 | 6,039 | 10,679 | 3,956 | 43,507 | 22,775 | 18,273 | 74,237 | 40,116 | 29,092 | 22,991 | 17,943 | 3,125 |
| | 1987 | 6,312 | 4,996 | 8,603 | 3,325 | 35,832 | 19,383 | 14,440 | 61,232 | 34,140 | 22,990 | 19,226 | 15,271 | 2,470 |
| **LONGVIEW - MARSHALL** | 1991 | 6,336 | 3,157 | 22,928 | 19,520 | 33,782 | 19,125 | 12,748 | 67,180 | 39,028 | 24,179 | 22,825 | 16,392 | 4,205 |
| | 1987 | 5,249 | 2,652 | 19,689 | 16,848 | 28,011 | 15,756 | 10,628 | 55,714 | 32,155 | 20,159 | 18,807 | 13,505 | 3,506 |
| **LUBBOCK** | 1991 | 9,845 | 4,751 | 39,037 | 27,772 | 52,842 | 25,117 | 21,855 | 103,652 | 52,082 | 49,148 | 37,110 | 28,595 | 5,906 |
| | 1987 | 8,445 | 4,156 | 35,000 | 25,475 | 44,258 | 20,476 | 20,928 | 87,167 | 42,459 | 42,183 | 30,385 | 23,312 | 5,069 |
| **McALLEN - EDINBURG - MISSION** | 1991 | 10,423 | 6,750 | 45,291 | 33,022 | 70,882 | 36,650 | 31,059 | 138,080 | 69,863 | 60,510 | 42,793 | 29,779 | 7,497 |
| | 1987 | 8,526 | 5,800 | 38,730 | 29,774 | 54,282 | 30,134 | 21,480 | 105,562 | 57,442 | 41,848 | 33,787 | 24,484 | 5,185 |

# 1991 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1991
U.S. CENSUS 1987

| | | Merchandise Line Sales | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Groceries & Other Foods | | Drugs & Health & Beauty Aids | | | Major Household Appliances | | | TVs, Video Recorders & Tapes | | | Audio Equipment, Musical Instruments & Supplies | |
| METRO AREA | Year | In All Stores ($000) | In Food Stores ($000) | In All Stores ($000) | In Drug-stores ($000) | In Food Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($00U) | In FHA Stores ($000) |
| **TEXAS (continued)** | | | | | | | | | | | | | | | |
| **MIDLAND** | 1991 | 145,033 | 131,035 | 60,837 | 21,452 | 29,438 | 6,103 | 1,531 | 3,642 | 9,155 | 3,177 | 3,674 | 7,963 | 3,101 |
| | 1987 | 115,375 | 103,825 | 46,788 | 15,479 | 23,326 | 5,509 | 1,823 | 2,865 | 8,584 | 3,784 | 2,890 | 7,395 | 3,480 |
| **ODESSA** | 1991 | 131,242 | 124,796 | 55,534 | 17,557 | 28,899 | 8,510 | 2,787 | 4,164 | 6,606 | 1,420 | 3,689 | 7,737 | 5,348 |
| | 1987 | 114,804 | 109,104 | 48,746 | 14,805 | 25,266 | 8,796 | 3,289 | 3,998 | 6,659 | 1,676 | 3,541 | 8,226 | 5,958 |
| **SAN ANGELO** | 1991 | 98,490 | 88,720 | 35,929 | 12,898 | 14,162 | 9,356 | 4,008 | 2,887 | 8,157 | 4,116 | 2,497 | 8,914 | 6,008 |
| | 1987 | 85,974 | 78,872 | 29,902 | 9,835 | 12,590 | 8,029 | 3,540 | 2,419 | 7,018 | 3,635 | 2,092 | 7,477 | 5,058 |
| **SAN ANTONIO** | 1991 | 1,398,625 | 1,315,642 | 483,738 | 192,527 | 192,986 | 114,357 | 56,031 | 42,999 | 107,599 | 51,143 | 31,455 | 109,392 | 77,398 |
| | 1987 | 1,115,052 | 1,053,226 | 351,088 | 123,464 | 154,495 | 87,450 | 44,204 | 32,131 | 82,340 | 40,346 | 23,495 | 82,433 | 58,588 |
| **SHERMAN - DENISON** | 1991 | 118,198 | 109,195 | 59,259 | 28,038 | 21,707 | 9,441 | 2,620 | 4,135 | 7,684 | 2,690 | 4,022 | 6,325 | 3,911 |
| | 1987 | 92,525 | 85,492 | 47,329 | 22,970 | 16,995 | 7,672 | 2,367 | 3,142 | 6,273 | 2,430 | 3,057 | 5,232 | 3,381 |
| **TEXARKANA** | 1991 | 124,602 | 107,942 | 53,567 | 16,707 | 16,047 | 14,604 | 6,781 | 4,977 | 11,569 | 5,221 | 5,133 | 8,229 | 4,400 |
| | 1987 | 109,666 | 97,517 | 43,194 | 13,563 | 14,498 | 12,058 | 6,254 | 3,543 | 9,427 | 4,815 | 3,662 | 6,854 | 4,034 |
| **TYLER** | 1991 | 188,354 | 179,168 | 65,034 | 32,651 | 19,964 | 17,807 | 5,218 | 8,058 | 18,975 | 7,980 | 4,604 | 17,484 | 9,208 |
| | 1987 | 145,138 | 137,226 | 46,496 | 22,006 | 15,291 | 13,673 | 4,274 | 5,800 | 14,778 | 6,536 | 3,314 | 13,778 | 7,542 |
| **VICTORIA** | 1991 | 93,445 | 88,094 | 36,030 | 12,267 | 16,220 | 6,019 | 2,605 | 2,767 | 6,257 | 2,985 | 2,392 | 5,004 | 3,200 |
| | 1987 | 77,108 | 72,261 | 27,903 | 8,385 | 13,305 | 5,088 | 2,291 | 2,225 | 5,310 | 2,625 | 1,924 | 4,303 | 2,815 |
| **WACO** | 1991 | 221,752 | 201,810 | 80,685 | 27,945 | 34,276 | 15,416 | 3,091 | 7,948 | 14,966 | 4,430 | 4,665 | 20,841 | 7,433 |
| | 1987 | 166,893 | 151,458 | 60,200 | 20,537 | 25,724 | 12,382 | 2,949 | 5,898 | 12,252 | 4,226 | 3,462 | 17,052 | 6,823 |
| **WICHITA FALLS** | 1991 | 104,729 | 92,914 | 53,610 | 28,104 | 11,943 | 14,470 | 6,673 | 7,013 | 12,053 | 5,554 | 3,963 | 13,086 | 6,789 |
| | 1987 | 91,492 | 82,267 | 39,996 | 18,322 | 10,575 | 12,922 | 6,579 | 5,658 | 10,751 | 5,476 | 3,198 | 11,797 | 6,693 |
| **NONMETRO PORTION OF STATE** | 1991 | 3,403,821 | 3,209,356 | 969,867 | 548,333 | 276,115 | 182,180 | 83,346 | 36,818 | 125,183 | 48,202 | 32,272 | 90,843 | 38,228 |
| | 1987 | 2,770,430 | 2,615,677 | 739,095 | 401,214 | 225,038 | 156,972 | 77,412 | 27,445 | 105,501 | 44,782 | 24,073 | 76,187 | 34,535 |
| **TOTAL STATE** | 1991 | 19,835,977 | 18,588,066 | 6,466,125 | 2,754,688 | 2,340,642 | 1,389,693 | 603,793 | 493,234 | 1,374,269 | 623,565 | 397,005 | 1,383,462 | 893,427 |
| | 1987 | 15,591,697 | 14,614,654 | 4,873,437 | 1,972,881 | 1,837,598 | 1,117,610 | 510,914 | 377,536 | 1,100,036 | 522,206 | 305,047 | 1,099,973 | 721,740 |
| **UTAH** | | | | | | | | | | | | | | | |
| **PROVO - OREM** | 1991 | 239,394 | 217,316 | 60,595 | 23,502 | 21,466 | 12,349 | 6,456 | 3,940 | 12,842 | 6,299 | 3,377 | 15,931 | 10,376 |
| | 1987 | 185,189 | 167,007 | 47,496 | 18,697 | 16,497 | 10,882 | 6,209 | 3,082 | 11,217 | 6,058 | 2,642 | 14,185 | 9,743 |
| **SALT LAKE CITY - OGDEN** | 1991 | 1,254,882 | 1,115,627 | 333,101 | 86,621 | 166,084 | 89,780 | 54,173 | 22,144 | 96,429 | 59,682 | 16,869 | 95,987 | 65,995 |
| | 1987 | 985,722 | 871,170 | 253,617 | 61,182 | 129,693 | 72,709 | 44,722 | 17,188 | 78,234 | 49,270 | 13,083 | 77,817 | 54,197 |
| **NONMETRO PORTION OF STATE** | 1991 | 360,368 | 329,675 | 85,954 | 38,034 | 35,510 | 20,471 | 15,129 | 1,706 | 12,017 | 8,716 | 950 | 10,128 | 6,952 |
| | 1987 | 290,031 | 264,186 | 63,957 | 25,974 | 28,457 | 14,737 | 10,499 | 1,269 | 8,633 | 6,047 | 706 | 7,245 | 4,734 |
| **TOTAL STATE** | 1991 | 1,854,644 | 1,662,618 | 479,650 | 148,157 | 223,060 | 122,600 | 75,758 | 27,790 | 121,288 | 74,697 | 21,196 | 122,046 | 83,323 |
| | 1987 | 1,460,942 | 1,302,363 | 368,070 | 105,853 | 174,647 | 98,328 | 61,430 | 21,539 | 98,084 | 61,375 | 16,431 | 99,247 | 68,674 |
| **VERMONT** | | | | | | | | | | | | | | | |
| **BURLINGTON** | 1991 | 210,446 | 190,731 | 44,669 | 26,859 | 12,580 | 11,516 | 4,868 | 3,383 | 5,818 | 2,781 | 2,115 | 13,508 | 9,964 |
| | 1987 | 183,559 | 165,714 | 38,369 | 22,067 | 10,931 | 11,254 | 4,769 | 3,478 | 5,831 | 2,725 | 2,174 | 12,912 | 9,310 |
| **NONMETRO PORTION OF STATE** | 1991 | 621,854 | 572,263 | 119,199 | 74,298 | 35,483 | 24,658 | 10,794 | 3,764 | 10,826 | 5,341 | 3,048 | 23,766 | 16,661 |
| | 1987 | 537,039 | 489,880 | 102,748 | 63,233 | 30,376 | 24,317 | 11,002 | 3,627 | 10,805 | 5,442 | 2,939 | 23,411 | 16,445 |
| **TOTAL STATE** | 1991 | 832,300 | 762,994 | 163,868 | 101,257 | 48,063 | 36,174 | 15,662 | 7,147 | 16,644 | 8,122 | 5,163 | 37,274 | 26,625 |
| | 1987 | 720,598 | 655,594 | 141,117 | 85,300 | 41,307 | 35,571 | 15,771 | 7,105 | 16,636 | 8,167 | 5,113 | 36,323 | 25,755 |
| **VIRGINIA** | | | | | | | | | | | | | | | |
| **CHARLOTTESVILLE** | 1991 | 187,831 | 181,465 | 52,935 | 27,873 | 16,980 | 12,003 | 4,403 | 3,720 | 10,027 | 5,660 | 2,126 | 58,742 | 7,620 |
| | 1987 | 158,473 | 152,891 | 40,674 | 19,561 | 14,307 | 10,352 | 3,790 | 3,301 | 8,627 | 4,873 | 1,887 | 44,117 | 6,251 |
| **DANVILLE** | 1991 | 136,713 | 128,282 | 42,923 | 28,465 | 6,399 | 8,582 | 3,304 | 3,758 | 5,302 | 3,436 | 1,207 | 7,254 | 4,974 |
| | 1987 | 116,486 | 109,949 | 31,217 | 19,883 | 5,484 | 6,732 | 2,761 | 2,614 | 4,278 | 2,871 | 840 | 5,665 | 3,931 |

# 1991 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1991
U.S. CENSUS 1987

Merchandise Line Sales

| METRO AREA | Year | Home Computers & Calculators |  | Furniture & Sleep Equipment |  | Men's & Boys' Clothing |  |  | Women's & Girls' Clothing |  |  | Footwear |  |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  | In All Stores ($000) | In Radio/TV Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) |
| **TEXAS (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **MIDLAND** | 1991 | **2,762** | **1,269** | **14,372** | **7,328** | **22,893** | **8,073** | **12,227** | **57,928** | **25,562** | **27,884** | **15,127** | **10,269** | **3,560** |
|  | 1987 | 2,660 | 1,452 | 14,496 | 8,728 | 19,144 | 7,306 | 9,618 | 48,895 | 23,136 | 21,933 | 13,150 | 9,295 | 2,800 |
| **ODESSA** | 1991 | **2,363** | **1,100** | **13,372** | **10,307** | **21,720** | **8,010** | **12,563** | **44,596** | **17,043** | **26,145** | **15,833** | **10,607** | **3,508** |
|  | 1987 | 2,436 | 1,226 | 15,177 | 12,164 | 22,236 | 9,053 | 12,061 | 45,663 | 19,264 | 25,100 | 16,952 | 11,989 | 3,368 |
| **SAN ANGELO** | 1991 | **3,131** | **1,260** | **13,533** | **10,236** | **20,624** | **10,551** | **8,038** | **41,579** | **22,405** | **16,077** | **12,606** | **9,595** | **2,420** |
|  | 1987 | 2,633 | 1,061 | 11,824 | 9,040 | 17,605 | 9,076 | 6,734 | 35,493 | 19,273 | 13,468 | 10,772 | 8,254 | 2,027 |
| **SAN ANTONIO** | 1991 | **32,844** | **19,106** | **194,131** | **127,188** | **269,456** | **122,918** | **123,591** | **573,251** | **301,210** | **226,474** | **180,705** | **136,912** | **27,857** |
|  | 1987 | 24,640 | 14,525 | 150,722 | 100,338 | 204,876 | 95,124 | 92,356 | 437,955 | 233,100 | 169,164 | 138,552 | 105,955 | 20,809 |
| **SHERMAN - DENISON** | 1991 | **2,970** | **1,728** | **9,488** | **6,691** | **19,172** | **5,632** | **11,398** | **42,659** | **15,744** | **22,906** | **11,367** | **7,016** | **3,241** |
|  | 1987 | 2,463 | 1,493 | 8,242 | 6,043 | 15,341 | 4,968 | 8,662 | 34,478 | 13,889 | 17,409 | 9,535 | 6,190 | 2,463 |
| **TEXARKANA** | 1991 | **3,731** | **1,291** | **14,811** | **10,646** | **28,662** | **8,576** | **17,159** | **58,057** | **19,444** | **33,290** | **14,192** | **8,240** | **3,811** |
|  | 1987 | 3,014 | 1,130 | 12,870 | 9,819 | 21,957 | 7,515 | 12,242 | 45,002 | 17,225 | 23,751 | 11,639 | 7,279 | 2,720 |
| **TYLER** | 1991 | **5,189** | **1,964** | **33,029** | **23,634** | **34,814** | **14,604** | **16,550** | **74,435** | **36,362** | **32,954** | **25,035** | **17,351** | **4,461** |
|  | 1987 | 3,942 | 1,518 | 26,431 | 19,358 | 26,921 | 12,078 | 11,911 | 58,061 | 30,074 | 23,718 | 20,001 | 14,350 | 3,211 |
| **VICTORIA** | 1991 | **5,486** | **5,064** | **10,486** | **8,030** | **17,842** | **7,853** | **9,348** | **36,117** | **15,609** | **18,022** | **11,345** | **7,300** | **2,318** |
|  | 1987 | 4,623 | 4,264 | 9,104 | 7,063 | 15,149 | 7,025 | 7,518 | 30,548 | 13,963 | 14,494 | 9,813 | 6,530 | 1,864 |
| **WACO** | 1991 | **4,450** | **1,684** | **25,093** | **16,981** | **39,886** | **15,118** | **22,288** | **82,723** | **30,633** | **44,405** | **27,774** | **18,089** | **6,392** |
|  | 1987 | 3,644 | 1,529 | 22,410 | 16,199 | 31,400 | 12,712 | 16,540 | 65,079 | 25,757 | 32,953 | 22,502 | 15,210 | 4,744 |
| **WICHITA FALLS** | 1991 | **4,004** | **1,830** | **15,120** | **10,994** | **32,320** | **12,065** | **18,598** | **57,907** | **19,726** | **33,385** | **17,349** | **11,183** | **4,878** |
|  | 1987 | 3,494 | 1,720 | 14,212 | 10,839 | 26,679 | 10,130 | 15,006 | 47,684 | 16,563 | 26,937 | 14,392 | 9,390 | 3,936 |
| **NONMETRO PORTION OF STATE** | 1991 | **37,399** | **14,426** | **197,927** | **130,335** | **348,384** | **148,326** | **123,395** | **675,560** | **296,634** | **237,316** | **167,551** | **100,629** | **31,206** |
|  | 1987 | 31,053 | 12,503 | 174,234 | 121,051 | 293,133 | 139,254 | 92,140 | 569,843 | 278,506 | 176,834 | 146,568 | 94,478 | 23,289 |
| **TOTAL STATE** | 1991 | **546,378** | **329,231** | **2,260,737** | **1,537,756** | **3,579,857** | **1,561,922** | **1,616,152** | **7,164,615** | **3,387,013** | **3,076,154** | **2,065,967** | **1,448,194** | **394,537** |
|  | 1987 | 431,769 | 263,619 | 1,851,081 | 1,292,834 | 2,854,906 | 1,290,494 | 1,244,865 | 5,724,319 | 2,793,277 | 2,368,557 | 1,666,897 | 1,192,803 | 303,720 |
| **UTAH** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **PROVO - OREM** | 1991 | **8,105** | **3,005** | **18,753** | **13,173** | **36,059** | **12,729** | **21,389** | **65,590** | **28,683** | **32,927** | **22,283** | **16,673** | **3,377** |
|  | 1987 | 6,751 | 2,762 | 17,105 | 12,670 | 28,265 | 9,873 | 16,731 | 51,377 | 22,248 | 25,756 | 17,320 | 12,932 | 2,642 |
| **SALT LAKE CITY - OGDEN** | 1991 | **48,094** | **22,072** | **181,237** | **156,093** | **236,832** | **91,244** | **128,840** | **446,246** | **209,570** | **212,202** | **134,026** | **97,910** | **22,864** |
|  | 1987 | 37,593 | 17,168 | 148,632 | 128,860 | 183,430 | 69,520 | 100,039 | 344,914 | 159,673 | 164,762 | 102,856 | 74,599 | 17,750 |
| **NONMETRO PORTION OF STATE** | 1991 | **4,011** | **2,025** | **27,210** | **25,082** | **40,005** | **18,107** | **12,148** | **62,410** | **29,375** | **19,389** | **23,607** | **15,068** | **2,204** |
|  | 1987 | 2,933 | 1,380 | 19,044 | 17,401 | 30,606 | 13,630 | 9,155 | 47,684 | 22,110 | 14,576 | 18,124 | 11,341 | 1,669 |
| **TOTAL STATE** | 1991 | **60,210** | **27,102** | **227,200** | **194,348** | **312,896** | **122,080** | **162,377** | **574,246** | **267,628** | **264,518** | **179,916** | **129,651** | **28,445** |
|  | 1987 | 47,277 | 21,310 | 184,781 | 158,931 | 242,301 | 93,023 | 125,925 | 443,975 | 204,031 | 205,094 | 138,300 | 98,872 | 22,061 |
| **VERMONT** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **BURLINGTON** | 1991 | **4,918** | **4,066** | **21,935** | **18,368** | **31,354** | **16,144** | **10,149** | **53,558** | **29,712** | **16,575** | **12,066** | **8,474** | **1,522** |
|  | 1987 | 4,655 | 3,795 | 21,653 | 17,996 | 33,281 | 18,136 | 10,434 | 57,178 | 33,377 | 17,042 | 12,977 | 9,518 | 1,565 |
| **NONMETRO PORTION OF STATE** | 1991 | **10,203** | **6,978** | **40,744** | **35,277** | **69,368** | **35,962** | **14,292** | **108,279** | **54,566** | **23,414** | **25,688** | **16,675** | **2,301** |
|  | 1987 | 9,642 | 6,721 | 41,323 | 35,952 | 68,504 | 36,253 | 13,829 | 106,728 | 55,008 | 22,660 | 25,491 | 16,811 | 2,237 |
| **TOTAL STATE** | 1991 | **15,121** | **11,044** | **62,679** | **53,645** | **100,722** | **52,106** | **24,441** | **161,837** | **84,278** | **39,989** | **37,754** | **25,149** | **3,823** |
|  | 1987 | 14,297 | 10,516 | 62,976 | 53,948 | 101,785 | 54,389 | 24,263 | 163,906 | 88,385 | 39,702 | 38,468 | 26,329 | 3,802 |
| **VIRGINIA** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **CHARLOTTESVILLE** | 1991 | **4,580** | **2,867** | **24,672** | **18,693** | **30,078** | **15,069** | **11,786** | **78,372** | **34,093** | **22,354** | **16,731** | **11,804** | **3,277** |
|  | 1987 | 3,757 | 2,354 | 21,270 | 16,095 | 26,734 | 13,431 | 10,451 | 67,205 | 30,387 | 19,828 | 14,707 | 10,521 | 2,908 |
| **DANVILLE** | 1991 | **1,923** | **911** | **16,297** | **14,715** | **20,725** | **2,369** | **16,463** | **36,314** | **4,685** | **27,828** | **7,606** | **3,430** | **2,953** |
|  | 1987 | 1,475 | 709 | 13,562 | 12,295 | 17,427 | 4,255 | 11,450 | 31,113 | 8,413 | 19,354 | 9,211 | 6,159 | 2,054 |

# 1991 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES: 1991
U.S. CENSUS: 1987

Merchandise Line Sales

| METRO AREA | Year | Groceries & Other Foods | | Drugs & Health & Beauty Aids | | | Major Household Appliances | | | TVs, Video Recorders & Tapes | | | Audio Equipment, Musical Instruments & Supplies | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | In All Stores ($000) | In Food Stores ($000) | In All Stores ($000) | In Drug-stores ($000) | In Food Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) |
| **VIRGINIA (continued)** | | | | | | | | | | | | | | |
| **LYNCHBURG** | 1991 | **183,680** | **174,145** | **63,077** | **41,775** | **9,272** | **13,909** | **4,937** | **3,844** | **10,040** | **5,822** | **2,298** | **9,610** | **5,604** |
| | 1987 | 158,758 | 151,113 | 45,642 | 27,292 | 8,046 | 12,670 | 4,840 | 3,280 | 9,328 | 5,707 | 1,969 | 8,791 | 5,434 |
| **NORFOLK - VIRGINIA BEACH - NEWPORT NEWS** | 1991 | **1,452,093** | **1,344,515** | **414,879** | **254,303** | **86,362** | **112,840** | **37,868** | **46,229** | **87,394** | **48,913** | **26,968** | **85,696** | **64,898** |
| | 1987 | 1,254,302 | 1,165,192 | 308,877 | 171,889 | 74,844 | 100,032 | 37,156 | 38,638 | 80,441 | 47,994 | 22,540 | 79,069 | 61,926 |
| **RICHMOND - PETERSBURG** | 1991 | **1,046,873** | **970,977** | **374,948** | **220,003** | **68,874** | **81,686** | **37,243** | **22,992** | **62,468** | **37,946** | **13,311** | **64,035** | **48,875** |
| | 1987 | 925,022 | 859,896 | 287,467 | 155,055 | 60,995 | 70,994 | 32,450 | 20,347 | 54,448 | 33,063 | 11,780 | 54,568 | 41,635 |
| **ROANOKE** | 1991 | **271,447** | **242,535** | **97,373** | **61,485** | **15,389** | **24,080** | **10,257** | **6,521** | **19,300** | **11,312** | **3,294** | **26,149** | **16,652** |
| | 1987 | 261,723 | 238,200 | 72,779 | 41,527 | 15,114 | 20,759 | 9,599 | 5,211 | 17,190 | 10,588 | 2,636 | 22,941 | 15,140 |
| **NONMETRO PORTION OF STATE** | 1991 | **1,924,181** | **1,819,216** | **579,023** | **397,549** | **107,595** | **114,505** | **43,042** | **18,918** | **66,411** | **32,015** | **16,701** | **60,197** | **36,524** |
| | 1987 | 1,658,915 | 1,573,346 | 427,782 | 275,532 | 93,059 | 98,630 | 40,371 | 14,769 | 57,719 | 30,022 | 13,052 | 52,273 | 33,471 |
| **TOTAL STATE** | 1991 | **7,384,692** | **6,920,633** | **2,317,086** | **1,388,443** | **558,471** | **502,467** | **192,911** | **159,873** | **419,768** | **254,548** | **95,071** | **524,043** | **357,014** |
| | 1987 | 6,332,676 | 5,953,027 | 1,776,748 | 996,916 | 476,864 | 432,360 | 174,807 | 132,985 | 365,419 | 227,528 | 79,021 | 438,806 | 307,795 |
| **WASHINGTON** | | | | | | | | | | | | | | |
| **BELLINGHAM** | 1991 | **222,157** | **193,364** | **55,627** | **31,037** | **15,867** | **11,245** | **6,128** | **3,160** | **25,632** | **21,906** | **2,789** | **15,880** | **9,624** |
| | 1987 | 156,583 | 135,438 | 35,741 | 17,904 | 11,114 | 7,716 | 3,831 | 2,504 | 16,609 | 13,693 | 2,210 | 10,382 | 5,856 |
| **BREMERTON** | 1991 | **234,768** | **207,341** | **58,499** | **29,239** | **22,003** | **16,240** | **10,472** | **3,917** | **15,233** | **10,132** | **2,840** | **19,731** | **11,220** |
| | 1987 | 170,069 | 151,322 | 39,935 | 19,049 | 16,059 | 10,934 | 6,975 | 2,684 | 10,365 | 6,748 | 1,946 | 13,145 | 7,473 |
| **OLYMPIA** | 1991 | **207,801** | **197,449** | **63,824** | **28,340** | **26,845** | **17,780** | **10,645** | **4,011** | **10,426** | **6,838** | **2,909** | **19,013** | **12,813** |
| | 1987 | 150,382 | 143,134 | 41,690 | 15,804 | 19,461 | 12,306 | 7,144 | 3,164 | 7,399 | 4,589 | 2,294 | 12,521 | 8,279 |
| **RICHLAND - KENNEWICK - PASCO** | 1991 | **207,911** | **181,055** | **72,117** | **30,147** | **29,998** | **12,592** | **6,784** | **3,877** | **8,525** | **2,806** | **3,524** | **14,034** | **4,752** |
| | 1987 | 163,402 | 143,186 | 51,660 | 18,501 | 23,724 | 8,965 | 4,361 | 3,119 | 6,477 | 1,804 | 2,839 | 9,709 | 2,907 |
| **SEATTLE** | 1991 | **3,072,331** | **2,693,241** | **879,156** | **438,521** | **268,954** | **198,872** | **109,493** | **52,270** | **172,849** | **100,904** | **42,379** | **292,746** | **178,928** |
| | 1987 | 2,267,004 | 1,970,929 | 584,509 | 256,931 | 196,824 | 150,151 | 80,782 | 43,495 | 133,146 | 74,446 | 35,266 | 207,614 | 125,925 |
| ***SEATTLE - TACOMA CONSOLIDATED AREA*** | *1991* | ***3,793,481*** | ***3,280,456*** | ***1,105,832*** | ***554,676*** | ***336,272*** | ***245,240*** | ***133,344*** | ***68,192*** | ***214,480*** | ***118,847*** | ***56,531*** | ***358,282*** | ***218,039*** |
| | *1987* | *2,818,132* | *2,422,524* | *732,863* | *321,540* | *248,595* | *183,057* | *96,837* | *55,509* | *163,560* | *86,524* | *45,945* | *252,185* | *151,553* |
| **SPOKANE** | 1991 | **544,823** | **486,413** | **148,257** | **64,171** | **53,816** | **30,839** | **7,934** | **13,199** | **22,069** | **4,025** | **10,744** | **41,955** | **22,570** |
| | 1987 | 396,318 | 350,970 | 100,023 | 36,992 | 38,831 | 24,842 | 6,643 | 11,223 | 18,232 | 3,370 | 9,135 | 32,148 | 17,812 |
| **TACOMA** | 1991 | **721,150** | **587,215** | **226,676** | **116,155** | **67,318** | **46,368** | **23,851** | **15,922** | **41,631** | **17,943** | **14,152** | **65,536** | **39,111** |
| | 1987 | 551,128 | 451,595 | 148,354 | 64,609 | 51,771 | 32,906 | 16,055 | 12,014 | 30,414 | 12,078 | 10,679 | 44,571 | 25,628 |
| **VANCOUVER** | 1991 | **273,954** | **217,356** | **87,800** | **45,005** | **17,936** | **13,002** | **4,143** | **5,635** | **7,720** | **4,564** | **2,695** | **17,542** | **10,630** |
| | 1987 | 219,517 | 177,585 | 57,670 | 25,357 | 14,654 | 9,451 | 2,935 | 4,275 | 5,580 | 3,233 | 2,044 | 12,254 | 7,530 |
| **YAKIMA** | 1991 | **238,614** | **217,336** | **76,487** | **31,361** | **31,714** | **11,620** | **5,890** | **4,141** | **8,447** | **4,186** | **3,001** | **13,689** | **6,926** |
| | 1987 | 180,842 | 165,586 | 53,851 | 19,001 | 24,163 | 8,310 | 3,829 | 3,341 | 6,190 | 2,721 | 2,422 | 9,408 | 4,300 |
| **NONMETRO PORTION OF STATE** | 1991 | **1,197,038** | **1,118,088** | **334,742** | **181,271** | **131,909** | **45,992** | **19,748** | **8,319** | **26,008** | **15,099** | **4,754** | **44,727** | **25,019** |
| | 1987 | 899,940 | 840,529 | 231,984 | 114,003 | 99,163 | 34,677 | 13,808 | 7,175 | 19,476 | 10,557 | 4,107 | 31,524 | 17,193 |
| **TOTAL STATE** | 1991 | **6,920,547** | **6,098,858** | **2,003,185** | **995,247** | **666,360** | **404,550** | **205,088** | **114,451** | **338,540** | **188,403** | **89,787** | **544,853** | **321,593** |
| | 1987 | 5,155,185 | 4,530,274 | 1,345,417 | 588,151 | 495,764 | 300,258 | 146,363 | 92,994 | 253,888 | 133,239 | 72,942 | 383,276 | 222,903 |
| **WEST VIRGINIA** | | | | | | | | | | | | | | |
| **CHARLESTON** | 1991 | **309,099** | **296,574** | **115,043** | **71,037** | **18,711** | **23,684** | **8,811** | **9,131** | **18,393** | **9,792** | **5,626** | **17,088** | **11,646** |
| | 1987 | 282,096 | 269,809 | 93,018 | 53,371 | 17,022 | 22,199 | 8,816 | 8,323 | 17,501 | 9,796 | 5,128 | 15,952 | 11,195 |
| **HUNTINGTON - ASHLAND** | 1991 | **331,314** | **305,080** | **112,358** | **71,789** | **14,399** | **23,074** | **9,118** | **8,726** | **19,553** | **10,551** | **4,496** | **28,060** | **17,957** |
| | 1987 | 318,957 | 296,168 | 88,971 | 52,957 | 13,980 | 19,621 | 7,602 | 7,246 | 16,509 | 8,795 | 3,733 | 23,204 | 14,608 |
| **PARKERSBURG - MARIETTA** | 1991 | **181,667** | **164,943** | **56,548** | **30,334** | **9,664** | **17,034** | **5,453** | **9,273** | **10,893** | **5,503** | **3,993** | **11,648** | **6,362** |
| | 1987 | 163,120 | 149,108 | 48,545 | 25,419 | 8,737 | 14,436 | 4,385 | 7,980 | 9,085 | 4,424 | 3,434 | 9,525 | 4,977 |
| **STEUBENVILLE - WEIRTON** | 1991 | **146,838** | **136,227** | **51,548** | **32,733** | **6,382** | **10,291** | **3,645** | **3,453** | **6,978** | **3,788** | **1,935** | **7,654** | **4,055** |
| | 1987 | 136,600 | 127,834 | 41,450 | 25,202 | 5,989 | 8,424 | 2,915 | 2,796 | 5,642 | 3,030 | 1,571 | 6,063 | 3,123 |

# 1991 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1991
U.S. CENSUS 1987

Merchandise Line Sales

| METRO AREA | Year | Home Computers & Calculators |  | Furniture & Sleep Equipment |  | Men's & Boys' Clothing |  |  | Women's & Girls' Clothing |  |  | Footwear |  |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  | In All Stores ($000) | In Radio/TV Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) |
| **VIRGINIA (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **LYNCHBURG** | 1991 | **4,078** | **2,182** | **16,650** | **12,436** | **30,072** | **7,986** | **20,160** | **65,537** | **21,751** | **39,995** | **16,549** | **9,749** | **4,869** |
|  | 1987 | 3,638 | 2,022 | 15,779 | 12,192 | 26,313 | 7,373 | 17,285 | 57,616 | 20,077 | 34,286 | 14,762 | 8,998 | 4,170 |
| **NORFOLK - VIRGINIA BEACH - NEWPORT NEWS** | 1991 | **34,118** | **16,742** | **218,088** | **159,882** | **286,274** | **129,119** | **118,705** | **777,702** | **266,811** | **230,974** | **162,085** | **113,045** | **26,875** |
|  | 1987 | 30,540 | 16,124 | 205,857 | 156,879 | 239,140 | 108,156 | 99,827 | 636,267 | 223,493 | 193,748 | 134,718 | 94,692 | 22,533 |
| **RICHMOND - PETERSBURG** | 1991 | **25,114** | **13,917** | **141,671** | **106,457** | **173,584** | **81,352** | **76,894** | **387,593** | **185,551** | **169,355** | **94,709** | **67,505** | **17,882** |
|  | 1987 | 21,243 | 11,744 | 122,905 | 92,759 | 151,415 | 69,856 | 67,562 | 338,232 | 159,332 | 148,888 | 81,193 | 57,966 | 15,711 |
| **ROANOKE** | 1991 | **11,201** | **6,695** | **41,800** | **32,355** | **57,474** | **19,803** | **30,414** | **138,389** | **48,750** | **61,391** | **53,673** | **22,090** | **5,764** |
|  | 1987 | 9,721 | 6,018 | 38,055 | 30,282 | 48,729 | 18,464 | 24,306 | 115,857 | 45,451 | 48,892 | 43,904 | 20,595 | 4,614 |
| **NONMETRO PORTION OF STATE** | 1991 | **22,126** | **11,111** | **190,985** | **157,492** | **195,196** | **59,289** | **89,041** | **384,398** | **144,242** | **161,737** | **114,727** | **67,846** | **22,967** |
|  | 1987 | 18,866 | 9,947 | 174,496 | 147,694 | 161,336 | 52,769 | 69,429 | 320,347 | 128,365 | 126,111 | 97,681 | 60,379 | 17,947 |
| **TOTAL STATE** | 1991 | **182,306** | **112,315** | **1,008,642** | **770,340** | **1,209,532** | **522,696** | **543,089** | **2,707,961** | **1,124,081** | **1,080,525** | **685,777** | **450,206** | **131,330** |
|  | 1987 | 153,120 | 95,482 | 892,626 | 694,778 | 1,016,358 | 447,100 | 449,295 | 2,263,731 | 963,433 | 895,272 | 577,287 | 388,058 | 108,684 |
| **WASHINGTON** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **BELLINGHAM** | 1991 | **2,552** | **663** | **18,056** | **13,172** | **24,003** | **9,534** | **10,569** | **42,057** | **17,924** | **20,001** | **16,813** | **12,458** | **2,422** |
|  | 1987 | 1,859 | 399 | 11,883 | 8,234 | 17,357 | 6,127 | 8,374 | 30,403 | 11,518 | 15,848 | 11,274 | 8,006 | 1,919 |
| **BREMERTON** | 1991 | **4,793** | **3,442** | **20,506** | **11,697** | **22,531** | **8,470** | **12,341** | **48,918** | **26,367** | **20,373** | **17,297** | **11,437** | **3,135** |
|  | 1987 | 3,100 | 2,189 | 14,104 | 7,790 | 15,232 | 5,526 | 8,456 | 32,767 | 17,202 | 13,959 | 11,427 | 7,462 | 2,148 |
| **OLYMPIA** | 1991 | **5,997** | **4,655** | **12,618** | **7,543** | **23,827** | **4,777** | **16,846** | **48,707** | **18,069** | **27,877** | **14,198** | **8,288** | **3,208** |
|  | 1987 | 3,983 | 3,008 | 8,805 | 5,062 | 18,921 | 3,826 | 13,289 | 38,763 | 14,473 | 21,990 | 11,277 | 6,638 | 2,531 |
| **RICHLAND - KENNEWICK - PASCO** | 1991 | **6,766** | **3,914** | **20,170** | **12,856** | **24,360** | **4,486** | **17,451** | **44,055** | **11,629** | **27,872** | **12,102** | **6,930** | **3,728** |
|  | 1987 | 4,565 | 2,380 | 14,069 | 8,264 | 20,214 | 4,231 | 14,028 | 37,036 | 10,965 | 22,411 | 10,596 | 6,535 | 2,996 |
| **SEATTLE** | 1991 | **148,257** | **121,219** | **406,947** | **286,614** | **537,384** | **262,982** | **175,174** | **1,041,822** | **636,947** | **285,365** | **314,358** | **217,141** | **45,205** |
|  | 1987 | 105,940 | 85,640 | 304,449 | 211,459 | 397,580 | 181,026 | 145,766 | 762,468 | 438,446 | 237,457 | 222,903 | 149,470 | 37,617 |
| ***SEATTLE - TACOMA CONSOLIDATED AREA*** | *1991* | ***166,398*** | ***134,001*** | ***491,050*** | ***348,758*** | ***639,567*** | ***303,567*** | ***222,052*** | ***1,237,378*** | ***734,795*** | ***366,298*** | ***383,853*** | ***264,559*** | ***58,031*** |
|  | *1987* | *118,143* | *93,861* | *362,819* | *253,289* | *470,254* | *207,100* | *181,140* | *899,495* | *501,308* | *298,528* | *269,907* | *179,933* | *47,295* |
| **SPOKANE** | 1991 | **13,731** | **10,073** | **55,679** | **39,098** | **83,043** | **30,136** | **45,431** | **162,172** | **70,786** | **80,424** | **47,965** | **30,697** | **10,744** |
|  | 1987 | 10,833 | 8,037 | 46,018 | 32,735 | 68,642 | 24,026 | 38,628 | 133,740 | 56,434 | 68,382 | 38,295 | 24,473 | 9,135 |
| **TACOMA** | 1991 | **18,141** | **12,782** | **84,103** | **62,144** | **102,183** | **40,585** | **46,878** | **195,556** | **97,848** | **80,933** | **69,495** | **47,418** | **12,826** |
|  | 1987 | 12,203 | 8,221 | 58,370 | 41,830 | 72,674 | 26,074 | 35,374 | 137,027 | 62,862 | 61,071 | 47,004 | 30,463 | 9,678 |
| **VANCOUVER** | 1991 | **4,560** | **3,271** | **30,179** | **25,583** | **32,120** | **12,294** | **18,669** | **63,299** | **30,060** | **30,411** | **18,135** | **12,471** | **5,004** |
|  | 1987 | 3,096 | 2,177 | 21,519 | 18,122 | 22,985 | 8,061 | 14,162 | 44,696 | 19,709 | 23,068 | 12,406 | 8,177 | 3,796 |
| **YAKIMA** | 1991 | **4,860** | **3,298** | **19,896** | **14,160** | **32,879** | **13,658** | **16,667** | **57,050** | **27,374** | **25,052** | **19,281** | **14,012** | **3,830** |
|  | 1987 | 3,206 | 2,039 | 13,557 | 9,204 | 25,093 | 9,672 | 13,447 | 43,138 | 19,386 | 20,212 | 14,015 | 9,923 | 3,090 |
| **NONMETRO PORTION OF STATE** | 1991 | **19,021** | **13,872** | **69,165** | **57,114** | **89,830** | **45,943** | **25,530** | **150,218** | **85,700** | **39,579** | **50,228** | **31,983** | **6,653** |
|  | 1987 | 13,009 | 9,294 | 49,292 | 39,932 | 73,038 | 35,595 | 21,963 | 121,531 | 66,402 | 34,063 | 39,856 | 24,781 | 5,740 |
| **TOTAL STATE** | 1991 | **228,678** | **177,189** | **737,319** | **529,981** | **972,160** | **432,865** | **385,556** | **1,853,854** | **1,022,704** | **637,887** | **579,872** | **392,835** | **96,755** |
|  | 1987 | 161,794 | 123,384 | 542,066 | 382,632 | 731,736 | 304,164 | 313,487 | 1,381,569 | 717,397 | 518,461 | 419,053 | 275,928 | 78,650 |
| **WEST VIRGINIA** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **CHARLESTON** | 1991 | **4,440** | **1,722** | **31,660** | **22,448** | **51,531** | **16,511** | **29,029** | **105,918** | **38,600** | **54,684** | **28,780** | **18,923** | **6,301** |
|  | 1987 | 3,939 | 1,655 | 30,651 | 22,460 | 46,636 | 15,074 | 26,458 | 96,145 | 35,241 | 49,839 | 25,866 | 17,276 | 5,743 |
| **HUNTINGTON - ASHLAND** | 1991 | **4,192** | **1,538** | **38,539** | **28,249** | **61,459** | **16,172** | **38,080** | **124,185** | **36,290** | **72,990** | **31,479** | **21,333** | **6,084** |
|  | 1987 | 3,488 | 1,228 | 32,290 | 23,551 | 53,564 | 15,375 | 31,623 | 108,678 | 34,503 | 60,612 | 28,795 | 20,282 | 5,051 |
| **PARKERSBURG - MARIETTA** | 1991 | **2,483** | **1,006** | **23,116** | **16,359** | **29,347** | **6,118** | **18,235** | **65,270** | **15,330** | **33,533** | **15,943** | **10,448** | **3,982** |
|  | 1987 | 2,043 | 780 | 18,976 | 13,153 | 26,078 | 5,843 | 15,693 | 57,855 | 14,639 | 28,859 | 14,683 | 9,976 | 3,429 |
| **STEUBENVILLE - WEIRTON** | 1991 | **2,548** | **1,098** | **12,026** | **8,649** | **21,034** | **4,919** | **12,710** | **40,398** | **12,648** | **20,920** | **9,220** | **5,569** | **2,306** |
|  | 1987 | 2,013 | 828 | 9,680 | 6,916 | 18,060 | 4,772 | 10,249 | 35,151 | 12,264 | 16,868 | 8,399 | 5,427 | 1,862 |

# 1991 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1991
U.S. CENSUS 1987

Merchandise Line Sales

| METRO AREA | Year | Groceries & Other Foods | | Drugs & Health & Beauty Aids | | | Major Household Appliances | | | TVs, Video Recorders & Tapes | | | Audio Equipment, Musical Instruments & Supplies | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | In All Stores ($000) | In Food Stores ($000) | In All Stores ($000) | In Drug-stores ($000) | In Food Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) |
| **WEST VIRGINIA (continued)** | | | | | | | | | | | | | | |
| **WHEELING** | 1991 | 194,665 | 186,465 | 58,073 | 38,003 | 8,650 | 14,831 | 4,251 | 4,799 | 13,085 | 5,040 | 2,713 | 13,663 | 9,563 |
| | 1987 | 180,250 | 173,041 | 48,645 | 30,402 | 8,028 | 13,193 | 3,756 | 4,230 | 11,579 | 4,454 | 2,374 | 11,929 | 8,297 |
| **NONMETRO PORTION OF STATE** | 1991 | 1,189,512 | 1,111,504 | 409,477 | 288,541 | 64,411 | 75,472 | 20,214 | 19,174 | 47,312 | 20,036 | 12,037 | 43,569 | 23,561 |
| | 1987 | 1,075,082 | 1,007,439 | 329,267 | 221,766 | 58,383 | 67,529 | 19,645 | 16,049 | 43,447 | 19,470 | 10,079 | 39,833 | 22,378 |
| **TOTAL STATE** | 1991 | 1,950,762 | 1,830,549 | 673,002 | 450,992 | 104,152 | 135,886 | 42,197 | 43,919 | 93,376 | 43,852 | 25,204 | 94,785 | 56,594 |
| | 1987 | 1,777,821 | 1,671,349 | 542,507 | 343,882 | 94,998 | 122,383 | 40,116 | 37,946 | 85,588 | 41,751 | 21,771 | 85,660 | 52,238 |
| **WISCONSIN** | | | | | | | | | | | | | | |
| **APPLETON - OSHKOSH - NEENAH** | 1991 | 352,534 | 320,806 | 100,929 | 44,041 | 17,163 | 31,536 | 18,962 | 7,766 | 25,365 | 19,940 | 4,131 | 34,696 | 24,463 |
| | 1987 | 284,750 | 260,620 | 74,949 | 31,974 | 13,944 | 24,547 | 15,222 | 5,575 | 19,978 | 16,006 | 2,966 | 26,561 | 19,028 |
| **EAU CLAIRE** | 1991 | 188,505 | 160,849 | 43,515 | 19,708 | 6,896 | 13,274 | 5,811 | 5,116 | 9,836 | 6,105 | 3,269 | 13,132 | 8,436 |
| | 1987 | 145,749 | 124,652 | 33,299 | 14,304 | 5,345 | 11,271 | 5,264 | 4,114 | 8,523 | 5,529 | 2,629 | 11,165 | 7,385 |
| **GREEN BAY** | 1991 | 260,082 | 228,059 | 65,160 | 18,288 | 10,964 | 39,437 | 29,435 | 7,343 | 20,026 | 14,466 | 4,284 | 25,112 | 16,571 |
| | 1987 | 196,858 | 173,181 | 49,454 | 14,025 | 8,326 | 28,637 | 21,107 | 5,491 | 14,551 | 10,373 | 3,203 | 17,692 | 11,275 |
| **JANESVILLE - BELOIT** | 1991 | 205,530 | 184,291 | 52,708 | 28,949 | 8,386 | 12,693 | 6,176 | 5,039 | 8,741 | 6,356 | 1,906 | 11,265 | 7,492 |
| | 1987 | 159,665 | 143,005 | 38,325 | 18,935 | 6,508 | 10,543 | 5,136 | 4,221 | 7,260 | 5,286 | 1,597 | 9,044 | 5,923 |
| **KENOSHA** | 1991 | 125,305 | 113,764 | 29,626 | 16,339 | 4,765 | 10,959 | 4,513 | 1,860 | 6,615 | 5,172 | 1,020 | 5,536 | 3,328 |
| | 1987 | 96,723 | 88,083 | 23,514 | 12,965 | 3,689 | 8,110 | 3,385 | 1,537 | 5,027 | 3,879 | 843 | 4,207 | 2,496 |
| **LA CROSSE** | 1991 | 118,150 | 99,284 | 35,086 | 10,605 | 4,231 | 16,140 | 7,085 | 4,338 | 10,881 | 8,217 | 2,108 | 12,489 | 9,519 |
| | 1987 | 92,517 | 77,886 | 27,287 | 9,145 | 3,319 | 12,769 | 5,927 | 3,145 | 8,854 | 6,874 | 1,528 | 9,830 | 7,615 |
| **MADISON** | 1991 | 522,023 | 394,887 | 102,516 | 52,971 | 15,638 | 37,143 | 21,343 | 11,116 | 40,054 | 33,811 | 4,904 | 64,911 | 47,458 |
| | 1987 | 428,342 | 333,357 | 86,350 | 46,712 | 13,202 | 32,270 | 20,012 | 8,648 | 36,544 | 31,702 | 3,815 | 56,429 | 42,996 |
| **MILWAUKEE** | 1991 | 1,667,165 | 1,520,933 | 536,295 | 369,331 | 63,682 | 136,090 | 76,204 | 39,703 | 133,249 | 105,132 | 20,721 | 162,009 | 126,395 |
| | 1987 | 1,476,822 | 1,363,308 | 382,849 | 245,966 | 57,085 | 107,671 | 61,106 | 29,841 | 105,877 | 84,302 | 15,548 | 128,127 | 100,711 |
| ***MILWAUKEE - RACINE CONSOLIDATED AREA*** | *1991* | *1,859,323* | *1,698,304* | *598,524* | *405,617* | *72,377* | *152,130* | *87,690* | *41,313* | *143,219* | *111,267* | *23,503* | *174,359* | *134,473* |
| | *1987* | *1,646,356* | *1,521,131* | *429,814* | *271,659* | *64,821* | *120,577* | *70,199* | *31,085* | *113,774* | *89,159* | *17,697* | *137,633* | *106,867* |
| **RACINE** | 1991 | 192,158 | 177,371 | 62,229 | 36,286 | 8,695 | 16,040 | 11,486 | 1,610 | 9,970 | 6,135 | 2,782 | 12,350 | 8,078 |
| | 1987 | 169,534 | 157,823 | 46,965 | 25,693 | 7,736 | 12,906 | 9,093 | 1,244 | 7,897 | 4,857 | 2,149 | 9,506 | 6,156 |
| **SHEBOYGAN** | 1991 | 132,538 | 115,643 | 31,666 | 20,112 | 5,295 | 8,717 | 2,347 | 2,290 | 5,226 | 2,416 | 1,255 | 5,296 | 2,706 |
| | 1987 | 108,199 | 94,972 | 23,527 | 13,705 | 4,349 | 7,221 | 2,044 | 1,985 | 4,396 | 2,104 | 1,088 | 4,532 | 2,357 |
| **WAUSAU** | 1991 | 123,382 | 104,312 | 27,843 | 8,539 | 4,146 | 10,950 | 3,444 | 5,083 | 6,929 | 3,869 | 2,061 | 8,878 | 5,700 |
| | 1987 | 109,872 | 95,152 | 21,558 | 6,327 | 3,782 | 8,643 | 2,828 | 3,775 | 5,509 | 3,177 | 1,531 | 6,793 | 4,373 |
| **NONMETRO PORTION OF STATE** | 1991 | 1,846,394 | 1,507,219 | 380,861 | 214,621 | 73,086 | 104,891 | 52,009 | 17,281 | 50,147 | 32,138 | 9,474 | 48,886 | 18,504 |
| | 1987 | 1,547,635 | 1,296,947 | 300,906 | 166,424 | 62,893 | 85,652 | 44,776 | 12,980 | 41,461 | 27,667 | 7,118 | 38,784 | 15,471 |
| **TOTAL STATE** | 1991 | 5,837,982 | 5,017,798 | 1,488,848 | 848,968 | 227,468 | 442,332 | 240,004 | 109,560 | 330,359 | 245,006 | 58,771 | 408,223 | 280,418 |
| | 1987 | 4,900,209 | 4,282,359 | 1,125,132 | 613,925 | 193,808 | 353,794 | 196,885 | 83,368 | 268,468 | 202,792 | 44,700 | 325,551 | 227,246 |
| **WYOMING** | | | | | | | | | | | | | | |
| **CASPER** | 1991 | 92,680 | 81,948 | 28,111 | 4,203 | 18,727 | 6,020 | 2,968 | 1,757 | 4,271 | 2,545 | 879 | 5,855 | 4,264 |
| | 1987 | 79,271 | 69,270 | 23,842 | 2,970 | 15,830 | 5,742 | 2,812 | 1,704 | 4,059 | 2,411 | 852 | 5,557 | 4,040 |
| **CHEYENNE** | 1991 | 71,511 | 64,693 | 25,088 | 3,648 | 15,301 | 6,507 | 2,167 | 2,516 | 5,190 | 1,465 | 1,257 | 6,120 | 3,343 |
| | 1987 | 58,904 | 52,902 | 21,466 | 3,800 | 12,512 | 5,823 | 2,183 | 2,080 | 4,627 | 1,475 | 1,040 | 5,605 | 3,226 |
| **NONMETRO PORTION OF STATE** | 1991 | 334,004 | 297,031 | 91,591 | 38,269 | 38,813 | 13,394 | 5,160 | 2,070 | 8,444 | 3,317 | 2,207 | 13,191 | 7,493 |
| | 1987 | 306,830 | 271,471 | 78,793 | 30,563 | 35,475 | 11,987 | 4,608 | 1,731 | 7,479 | 2,962 | 1,845 | 11,567 | 6,565 |
| **TOTAL STATE** | 1991 | 498,195 | 443,672 | 144,790 | 46,120 | 72,841 | 25,921 | 10,295 | 6,343 | 17,905 | 7,327 | 4,343 | 25,166 | 15,100 |
| | 1987 | 445,005 | 393,643 | 124,101 | 37,333 | 63,817 | 23,552 | 9,603 | 5,515 | 16,165 | 6,848 | 3,737 | 22,729 | 13,831 |

# 1991 RETAIL SALES BY MERCHANDISE LINE—WITH 1987 CENSUS DATA

S&MM ESTIMATES 1991
U.S. CENSUS 1987

Merchandise Line Sales

| METRO AREA | Year | Home Computers & Calculators |  | Furniture & Sleep Equipment |  | Men's & Boys' Clothing |  |  | Women's & Girls' Clothing |  |  | Footwear |  |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  | In All Stores ($000) | In Radio/TV Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) |
| **WEST VIRGINIA (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **WHEELING** | 1991 | 3,704 | 1,980 | 22,432 | 16,706 | 31,835 | 9,071 | 18,579 | 63,829 | 22,882 | 34,005 | 15,737 | 11,167 | 3,228 |
|  | 1987 | 3,178 | 1,589 | 19,853 | 14,761 | 28,302 | 7,942 | 16,327 | 56,622 | 20,035 | 29,861 | 13,836 | 9,778 | 2,830 |
| **NONMETRO PORTION OF STATE** | 1991 | 11,248 | 4,479 | 88,314 | 63,843 | 134,968 | 36,971 | 60,203 | 284,113 | 99,042 | 111,044 | 75,599 | 50,208 | 11,151 |
|  | 1987 | 10,159 | 4,016 | 83,271 | 62,038 | 118,067 | 32,738 | 50,389 | 248,899 | 87,705 | 92,940 | 66,506 | 44,465 | 9,334 |
| **TOTAL STATE** | 1991 | 22,107 | 9,149 | 174,029 | 125,662 | 265,424 | 73,494 | 136,275 | 553,708 | 185,402 | 253,494 | 145,736 | 97,053 | 25,874 |
|  | 1987 | 19,756 | 8,248 | 162,126 | 119,758 | 236,247 | 66,902 | 117,919 | 493,266 | 168,503 | 219,351 | 130,737 | 88,369 | 22,419 |
| **WISCONSIN** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **APPLETON - OSHKOSH - NEENAH** | 1991 | 7,443 | 4,664 | 53,493 | 39,741 | 68,935 | 20,096 | 39,718 | 134,647 | 56,454 | 67,360 | 33,537 | 19,997 | 7,625 |
|  | 1987 | 5,728 | 3,633 | 42,260 | 31,900 | 51,038 | 15,064 | 28,520 | 99,701 | 42,316 | 48,370 | 25,169 | 14,989 | 5,476 |
| **EAU CLAIRE** | 1991 | 2,247 | 988 | 17,711 | 13,001 | 31,397 | 8,083 | 16,204 | 58,449 | 22,079 | 27,007 | 12,949 | 8,726 | 2,702 |
|  | 1987 | 1,876 | 857 | 15,552 | 11,777 | 25,645 | 6,701 | 13,029 | 47,789 | 18,304 | 21,715 | 10,654 | 7,234 | 2,172 |
| **GREEN BAY** | 1991 | 6,226 | 4,940 | 41,704 | 30,819 | 51,582 | 12,928 | 32,876 | 97,255 | 34,692 | 58,232 | 24,621 | 15,397 | 6,130 |
|  | 1987 | 4,347 | 3,374 | 30,280 | 22,099 | 40,323 | 11,090 | 24,585 | 77,018 | 29,760 | 43,545 | 20,168 | 13,208 | 4,584 |
| **JANESVILLE - BELOIT** | 1991 | 6,247 | 4,933 | 14,495 | 12,036 | 22,682 | 3,434 | 17,840 | 46,196 | 14,297 | 29,553 | 11,246 | 8,450 | 1,969 |
|  | 1987 | 4,988 | 3,890 | 12,043 | 10,010 | 19,465 | 3,336 | 14,943 | 40,628 | 13,890 | 24,753 | 10,534 | 8,209 | 1,649 |
| **KENOSHA** | 1991 | 2,486 | 965 | 10,658 | 7,380 | 19,160 | 13,147 | 5,057 | 37,778 | 25,943 | 10,223 | 14,670 | 10,989 | 1,499 |
|  | 1987 | 1,811 | 685 | 8,031 | 5,535 | 13,239 | 8,258 | 4,179 | 26,112 | 16,296 | 8,450 | 9,719 | 6,903 | 1,239 |
| **LA CROSSE** | 1991 | 1,742 | 642 | 15,939 | 12,103 | 25,850 | 4,713 | 16,737 | 53,804 | 18,886 | 27,525 | 13,950 | 9,191 | 3,100 |
|  | 1987 | 1,333 | 516 | 12,982 | 10,125 | 19,579 | 4,035 | 12,132 | 41,822 | 16,168 | 19,951 | 11,417 | 7,868 | 2,247 |
| **MADISON** | 1991 | 14,256 | 10,747 | 56,090 | 43,955 | 100,007 | 39,289 | 44,792 | 191,984 | 95,959 | 79,449 | 50,839 | 39,651 | 8,174 |
|  | 1987 | 12,570 | 9,822 | 50,626 | 41,213 | 75,912 | 28,425 | 34,846 | 144,497 | 69,425 | 61,807 | 37,462 | 28,687 | 6,359 |
| **MILWAUKEE** | 1991 | 69,082 | 45,707 | 237,355 | 179,927 | 348,365 | 116,816 | 173,375 | 693,148 | 296,197 | 307,266 | 185,148 | 126,781 | 40,085 |
|  | 1987 | 54,170 | 35,313 | 188,493 | 144,277 | 264,123 | 85,742 | 130,448 | 522,428 | 217,403 | 231,262 | 138,448 | 93,056 | 30,251 |
| ***MILWAUKEE - RACINE CONSOLIDATED AREA*** | *1991* | *71,809* | *46,684* | *269,604* | *207,538* | *387,226* | *126,971* | *195,927* | *764,996* | *321,877* | *344,024* | *211,172* | *147,325* | *44,185* |
|  | *1987* | *56,303* | *36,042* | *213,980* | *166,135* | *294,117* | *93,189* | *147,868* | *577,471* | *236,235* | *259,655* | *157,838* | *108,122* | *33,418* |
| **RACINE** | 1991 | 2,727 | 977 | 32,249 | 27,611 | 38,861 | 10,155 | 22,552 | 71,848 | 25,680 | 36,758 | 26,024 | 20,544 | 4,100 |
|  | 1987 | 2,133 | 729 | 25,487 | 21,858 | 29,994 | 7,447 | 17,420 | 55,043 | 18,832 | 28,393 | 19,390 | 15,066 | 3,167 |
| **SHEBOYGAN** | 1991 | 1,507 | 657 | 8,258 | 4,575 | 14,749 | 3,267 | 10,119 | 26,431 | 7,278 | 16,988 | 9,062 | 4,376 | 1,847 |
|  | 1987 | 1,260 | 542 | 7,153 | 3,984 | 12,607 | 2,537 | 8,771 | 22,466 | 5,652 | 14,725 | 7,227 | 3,398 | 1,601 |
| **WAUSAU** | 1991 | 3,602 | 2,746 | 15,924 | 12,992 | 21,668 | 5,074 | 14,794 | 39,148 | 13,209 | 24,374 | 18,250 | 7,061 | 3,032 |
|  | 1987 | 2,809 | 2,137 | 12,904 | 10,669 | 17,303 | 4,780 | 10,987 | 31,980 | 12,443 | 18,102 | 16,037 | 6,651 | 2,252 |
| **NONMETRO PORTION OF STATE** | 1991 | 17,894 | 6,300 | 118,909 | 85,779 | 269,432 | 58,787 | 73,585 | 433,410 | 130,503 | 127,658 | 94,564 | 48,651 | 13,935 |
|  | 1987 | 14,149 | 5,236 | 99,200 | 73,853 | 214,499 | 52,210 | 55,269 | 349,014 | 115,904 | 95,883 | 78,672 | 43,207 | 10,470 |
| **TOTAL STATE** | 1991 | 136,827 | 84,569 | 628,951 | 473,553 | 1,025,210 | 298,644 | 471,612 | 1,906,160 | 747,549 | 819,938 | 499,572 | 321,987 | 95,137 |
|  | 1987 | 108,229 | 66,973 | 509,[illegible]8 | 390,311 | 793,301 | 232,320 | 358,299 | 1,475,724 | 582,420 | 622,991 | 388,860 | 250,525 | 72,218 |
| **WYOMING** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **CASPER** | 1991 | 3,349 | 1,037 | 6,845 | 5,514 | 10,990 | 4,076 | 5,579 | 17,920 | 6,072 | 8,961 | 7,300 | 5,710 | 703 |
|  | 1987 | 3,046 | 937 | 6,502 | 5,223 | 10,910 | 4,137 | 5,409 | 17,708 | 6,164 | 8,688 | 7,304 | 5,796 | 681 |
| **CHEYENNE** | 1991 | 2,465 | 1,092 | 8,015 | 4,628 | 15,303 | 5,236 | 7,798 | 28,412 | 10,044 | 14,401 | 8,804 | 6,539 | 1,006 |
|  | 1987 | 2,306 | 1,054 | 7,491 | 4,662 | 12,878 | 4,427 | 6,448 | 23,918 | 8,493 | 11,908 | 7,442 | 5,529 | 832 |
| **NONMETRO PORTION OF STATE** | 1991 | 4,411 | 1,995 | 17,298 | 13,685 | 40,496 | 24,722 | 8,279 | 75,694 | 41,800 | 21,799 | 21,190 | 15,575 | 1,905 |
|  | 1987 | 3,774 | 1,655 | 15,389 | 12,218 | 34,590 | 20,729 | 6,920 | 64,744 | 35,043 | 18,225 | 18,026 | 13,058 | 1,590 |
| **TOTAL STATE** | 1991 | 10,225 | 4,124 | 32,158 | 23,827 | 66,789 | 34,034 | 21,656 | 122,026 | 57,916 | 45,161 | 37,294 | 27,824 | 3,614 |
|  | 1987 | 9,126 | 3,646 | 29,382 | 22,103 | 58,378 | 29,293 | 18,777 | 106,370 | 49,700 | 38,821 | 32,772 | 24,383 | 3,103 |

# SECTION 13
## 1996 Projections
## State And Regional Summaries

EXPLANATION OF TERMS

An explanation of terms used in the **Survey of Buying Power Demographics USA 1992** will be found in the Introductory Section starting on page A-5.

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# REGIONAL AND STATE SUMMARIES
# 1996 PROJECTIONS

| S&MM ESTIMATES | | | | | | | | Average Household EBI | | | | Retail Sales Per Household | | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| REGION<br>State | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991-1996 | 12/31/96 Households (Thous.) | % Change 1991-1996 | 1996 EBI ($000) | % Change 1991-1996 | 1991 | 1996 | 1996 Retail Sales ($000) | % Change 1991-1996 | 1991 | 1996 | 1991 | 1996 |
| **NEW ENGLAND** | **13,338.6** | **13,549.3** | **1.6** | **5,100.2** | **2.2** | **306,888,055** | **34.1** | **45,863** | **60,172** | **141,670,298** | **27.7** | **22,236** | **27,777** | **5.9473** | **5.7210** |
| Connecticut | 3,313.9 | 3,359.3 | 1.4 | 1,266.3 | 2.2 | 88,234,300 | 33.4 | 53,363 | 69,679 | 31,450,750 | 18.5 | 21,415 | 24,837 | 1.5854 | 1.4923 |
| Maine | 1,247.9 | 1,289.5 | 3.3 | 494.3 | 4.4 | 23,350,023 | 39.1 | 35,435 | 47,239 | 12,591,230 | 24.8 | 21,309 | 25,473 | .4896 | .4767 |
| Massachusetts | 6,048.3 | 6,058.7 | .2 | 2,270.3 | .6 | 137,828,498 | 31.8 | 46,360 | 60,709 | 70,014,593 | 34.4 | 23,084 | 30,839 | 2.7376 | 2.6447 |
| New Hampshire | 1,143.6 | 1,225.0 | 7.1 | 457.4 | 7.8 | 27,049,347 | 42.0 | 44,909 | 59,137 | 13,772,889 | 25.1 | 25,946 | 30,111 | .5270 | .5221 |
| Rhode Island | 1,012.1 | 1,023.4 | 1.1 | 386.8 | 1.6 | 19,610,814 | 35.8 | 37,933 | 50,700 | 8,323,224 | 23.1 | 17,753 | 21,518 | .3848 | .3686 |
| Vermont | 572.8 | 593.4 | 3.6 | 225.1 | 4.8 | 10,815,073 | 38.7 | 36,308 | 48,046 | 5,517,612 | 24.0 | 20,716 | 24,512 | .2229 | .2166 |
| **MIDDLE ATLANTIC** | **37,947.9** | **38,770.9** | **2.2** | **14,380.6** | **2.5** | **830,344,413** | **31.3** | **45,066** | **57,741** | **335,418,133** | **25.8** | **19,004** | **23,324** | **15.8607** | **15.0579** |
| New Jersey | 7,813.5 | 7,998.7 | 2.4 | 2,894.2 | 2.7 | 208,193,807 | 34.2 | 55,057 | 71,935 | 79,078,446 | 25.1 | 22,428 | 27,323 | 3.7379 | 3.5853 |
| New York | 18,166.3 | 18,585.7 | 2.3 | 6,825.9 | 2.2 | 386,405,330 | 29.3 | 44,767 | 56,609 | 156,326,894 | 27.7 | 18,337 | 22,902 | 7.4575 | 7.0510 |
| Pennsylvania | 11,968.1 | 12,186.5 | 1.8 | 4,660.5 | 2.8 | 235,745,276 | 32.4 | 39,294 | 50,584 | 100,012,793 | 23.6 | 17,856 | 21,460 | 4.6653 | 4.4216 |
| **EAST NORTH CENTRAL** | **42,359.5** | **43,401.2** | **2.5** | **16,229.9** | **3.2** | **834,149,117** | **34.8** | **39,348** | **51,396** | **414,821,026** | **36.5** | **19,322** | **25,559** | **16.6412** | **16.4036** |
| Illinois | 11,511.8 | 11,766.7 | 2.2 | 4,329.3 | 2.5 | 250,944,893 | 33.5 | 44,498 | 57,964 | 114,459,106 | 35.1 | 20,058 | 26,438 | 4.8229 | 4.7129 |
| Indiana | 5,594.4 | 5,753.2 | 2.8 | 2,161.4 | 3.7 | 103,128,340 | 37.0 | 36,113 | 47,714 | 56,567,294 | 41.8 | 19,132 | 26,172 | 2.1074 | 2.1210 |
| Michigan | 9,382.2 | 9,628.4 | 2.6 | 3,574.9 | 3.5 | 181,853,643 | 35.0 | 39,011 | 50,870 | 89,327,823 | 31.8 | 19,626 | 24,988 | 3.6620 | 3.5753 |
| Ohio | 10,918.7 | 11,123.7 | 1.9 | 4,229.3 | 2.7 | 203,617,979 | 34.3 | 36,844 | 48,145 | 107,302,208 | 40.6 | 18,534 | 25,371 | 4.1514 | 4.1170 |
| Wisconsin | 4,952.4 | 5,129.2 | 3.6 | 1,935.0 | 4.7 | 94,604,262 | 36.8 | 37,435 | 48,891 | 47,164,595 | 34.1 | 19,041 | 24,374 | 1.8975 | 1.8774 |
| **WEST NORTH CENTRAL** | **17,849.4** | **18,353.7** | **2.8** | **7,069.4** | **4.0** | **338,683,325** | **36.1** | **36,610** | **47,908** | **182,471,414** | **42.0** | **18,900** | **25,811** | **6.8616** | **6.8855** |
| Iowa | 2,778.1 | 2,809.4 | 1.1 | 1,092.3 | 2.4 | 50,744,400 | 34.7 | 35,320 | 46,456 | 27,861,841 | 42.8 | 18,288 | 25,507 | 1.0456 | 1.0425 |
| Kansas | 2,506.5 | 2,578.5 | 2.9 | 994.1 | 3.9 | 48,940,206 | 36.2 | 37,544 | 49,231 | 24,249,286 | 41.3 | 17,931 | 24,393 | .9621 | .9637 |
| Minnesota | 4,457.2 | 4,662.9 | 4.6 | 1,774.0 | 5.6 | 88,583,714 | 38.8 | 37,988 | 49,934 | 51,942,320 | 47.7 | 20,921 | 29,280 | 1.7865 | 1.8415 |
| Missouri | 5,184.8 | 5,337.0 | 2.9 | 2,066.8 | 4.0 | 96,421,960 | 34.5 | 36,076 | 46,653 | 49,193,244 | 35.0 | 18,334 | 23,802 | 1.9700 | 1.9354 |
| Nebraska | 1,586.0 | 1,612.2 | 1.7 | 623.8 | 3.0 | 30,332,876 | 35.5 | 36,943 | 48,626 | 15,325,709 | 43.3 | 17,649 | 24,568 | .6012 | .6020 |
| North Dakota | 634.3 | 628.7 | -.9 | 244.0 | 1.5 | 10,885,191 | 35.9 | 33,333 | 44,611 | 6,781,406 | 45.2 | 19,434 | 27,793 | .2343 | .2354 |
| South Dakota | 702.5 | 725.0 | 3.2 | 274.4 | 4.8 | 12,774,978 | 35.9 | 35,882 | 46,556 | 7,117,608 | 45.6 | 18,663 | 25,939 | .2619 | .2650 |
| **SOUTH ATLANTIC** | **44,874.0** | **48,005.1** | **7.0** | **18,358.4** | **7.9** | **899,204,708** | **41.4** | **37,390** | **48,981** | **447,850,868** | **36.2** | **19,327** | **24,395** | **17.4816** | **17.7825** |
| Delaware | 684.1 | 726.7 | 6.2 | 271.4 | 7.1 | 14,454,377 | 38.5 | 41,183 | 53,259 | 7,971,296 | 31.5 | 23,907 | 29,371 | .2938 | .2918 |
| District of Columbia | 597.4 | 565.0 | -5.4 | 233.6 | -4.6 | 13,758,203 | 28.0 | 43,922 | 58,896 | 4,305,578 | 19.4 | 14,732 | 18,431 | .2508 | .2284 |
| Florida | 13,492.9 | 14,759.5 | 9.4 | 5,910.8 | 10.3 | 284,583,487 | 45.9 | 36,393 | 48,146 | 159,610,569 | 45.7 | 20,446 | 27,003 | 5.4837 | 5.8118 |
| Georgia | 6,708.7 | 7,233.2 | 7.8 | 2,661.3 | 8.6 | 124,946,219 | 40.8 | 36,199 | 46,949 | 62,470,271 | 33.2 | 19,136 | 23,474 | 2.4916 | 2.5161 |
| Maryland | 4,915.9 | 5,256.4 | 6.9 | 1,930.8 | 7.4 | 111,191,184 | 35.4 | 45,712 | 57,588 | 45,979,032 | 26.4 | 20,248 | 23,813 | 2.0884 | 2.0340 |
| North Carolina | 6,777.2 | 7,175.2 | 5.9 | 2,766.0 | 7.2 | 124,052,221 | 41.2 | 34,068 | 44,849 | 61,131,413 | 32.7 | 17,862 | 22,101 | 2.4717 | 2.4868 |
| South Carolina | 3,565.4 | 3,764.4 | 5.6 | 1,377.8 | 6.9 | 60,821,293 | 42.7 | 33,071 | 44,144 | 33,770,238 | 39.4 | 18,795 | 24,510 | 1.2514 | 1.2838 |
| Virginia | 6,348.1 | 6,726.9 | 6.0 | 2,504.2 | 6.6 | 137,670,205 | 39.7 | 41,953 | 54,976 | 58,785,108 | 28.4 | 19,485 | 23,475 | 2.5765 | 2.5574 |
| West Virginia | 1,784.3 | 1,797.8 | .8 | 702.5 | 2.3 | 27,727,519 | 39.8 | 28,876 | 39,470 | 13,827,363 | 36.3 | 14,777 | 19,683 | .5737 | .5724 |
| **EAST SOUTH CENTRAL** | **15,345.5** | **15,828.8** | **3.1** | **5,972.1** | **4.4** | **260,474,046** | **41.2** | **32,257** | **43,615** | **131,344,913** | **35.0** | **17,010** | **21,993** | **5.2871** | **5.3151** |
| Alabama | 4,089.4 | 4,219.4 | 3.2 | 1,594.4 | 4.5 | 68,820,302 | 39.3 | 32,383 | 43,164 | 33,916,009 | 29.8 | 17,130 | 21,272 | 1.4153 | 1.3976 |
| Kentucky | 3,704.2 | 3,763.9 | 1.6 | 1,424.9 | 2.6 | 62,974,580 | 41.2 | 32,116 | 44,196 | 33,555,408 | 39.2 | 17,358 | 23,549 | 1.2868 | 1.3021 |
| Mississippi | 2,591.8 | 2,644.7 | 2.0 | 946.7 | 3.1 | 37,714,692 | 42.0 | 28,938 | 39,838 | 18,114,452 | 32.3 | 14,916 | 19,134 | .7861 | .7851 |
| Tennessee | 4,960.1 | 5,200.8 | 4.9 | 2,006.1 | 6.2 | 90,964,472 | 42.2 | 33,873 | 45,344 | 45,759,044 | 37.1 | 17,677 | 22,810 | 1.7989 | 1.8303 |
| **WEST SOUTH CENTRAL** | **27,205.7** | **28,700.1** | **5.5** | **10,438.0** | **6.1** | **505,090,610** | **42.2** | **36,087** | **48,390** | **277,049,440** | **45.1** | **19,404** | **26,542** | **10.0518** | **10.4275** |
| Arkansas | 2,374.8 | 2,449.4 | 3.1 | 940.9 | 4.3 | 37,885,695 | 38.6 | 30,317 | 40,265 | 21,984,705 | 41.1 | 17,281 | 23,366 | .8105 | .8189 |
| Louisiana | 4,238.4 | 4,362.4 | 2.9 | 1,560.3 | 3.7 | 71,726,713 | 41.6 | 33,660 | 45,970 | 41,362,412 | 42.6 | 19,271 | 26,509 | 1.4910 | 1.5268 |
| Oklahoma | 3,157.8 | 3,225.5 | 2.1 | 1,243.8 | 2.7 | 51,369,329 | 38.6 | 30,594 | 41,300 | 27,852,847 | 37.9 | 16,678 | 22,393 | 1.0786 | 1.0797 |
| Texas | 17,434.7 | 18,662.8 | 7.0 | 6,693.0 | 7.6 | 344,108,873 | 43.3 | 38,580 | 51,413 | 185,849,476 | 47.3 | 20,275 | 27,768 | 6.6717 | 7.0021 |
| **MOUNTAIN** | **14,103.3** | **15,326.7** | **8.7** | **5,713.1** | **9.8** | **272,924,823** | **45.8** | **35,973** | **47,772** | **138,887,762** | **43.9** | **18,546** | **24,310** | **5.2111** | **5.4899** |
| Arizona | 3,825.5 | 4,238.4 | 10.8 | 1,605.0 | 12.2 | 71,318,058 | 46.4 | 34,048 | 44,435 | 39,954,161 | 48.6 | 18,797 | 24,894 | 1.3978 | 1.4965 |
| Colorado | 3,367.9 | 3,581.0 | 6.3 | 1,412.4 | 7.6 | 74,484,121 | 45.3 | 39,056 | 52,736 | 36,766,143 | 45.8 | 19,207 | 26,031 | 1.3684 | 1.4392 |
| Idaho | 1,023.2 | 1,089.8 | 6.5 | 395.9 | 7.8 | 18,306,784 | 42.7 | 34,927 | 46,241 | 8,745,255 | 41.2 | 16,853 | 22,090 | .3548 | .3660 |
| Montana | 801.4 | 820.3 | 2.4 | 318.3 | 3.6 | 14,274,644 | 39.0 | 33,410 | 44,847 | 7,863,943 | 43.7 | 17,810 | 24,706 | .2911 | .2957 |
| Nevada | 1,301.4 | 1,529.4 | 17.5 | 593.0 | 17.7 | 29,800,378 | 53.9 | 38,425 | 50,254 | 13,816,333 | 40.6 | 19,496 | 23,299 | .5242 | .5723 |
| New Mexico | 1,561.4 | 1,685.8 | 8.0 | 612.4 | 9.3 | 25,919,533 | 42.4 | 32,485 | 42,325 | 13,368,344 | 38.6 | 17,217 | 21,829 | .5260 | .5408 |
| Utah | 1,770.2 | 1,913.9 | 8.1 | 599.5 | 8.7 | 29,851,387 | 46.9 | 36,856 | 49,794 | 14,389,822 | 37.7 | 18,958 | 24,003 | .5842 | .6087 |
| Wyoming | 452.3 | 468.1 | 3.5 | 176.6 | 4.6 | 8,969,928 | 45.0 | 36,619 | 50,792 | 3,983,761 | 42.6 | 16,543 | 22,558 | .1646 | .1707 |
| **PACIFIC** | **40,605.2** | **44,370.7** | **9.0** | **15,614.4** | **8.7** | **886,813,682** | **39.1** | **44,386** | **56,795** | **409,444,672** | **37.4** | **20,750** | **26,222** | **16.6576** | **16.9170** |
| Alaska | 570.2 | 643.4 | 12.8 | 222.8 | 13.7 | 14,995,377 | 47.4 | 51,932 | 67,304 | 6,785,543 | 43.2 | 24,197 | 30,456 | .2594 | .2765 |
| California | 30,975.0 | 33,877.1 | 9.4 | 11,681.6 | 8.8 | 678,499,181 | 38.3 | 45,689 | 58,083 | 297,017,343 | 34.5 | 20,563 | 25,426 | 12.6608 | 12.7469 |
| Hawaii | 1,138.1 | 1,224.8 | 7.6 | 401.6 | 9.4 | 26,673,242 | 41.0 | 51,531 | 66,417 | 16,468,633 | 44.3 | 31,095 | 41,008 | .5312 | .5511 |
| Oregon | 2,912.8 | 3,141.2 | 7.8 | 1,227.0 | 8.5 | 57,732,379 | 44.9 | 35,234 | 47,052 | 34,543,088 | 48.5 | 20,575 | 28,152 | 1.1470 | 1.2162 |
| Washington | 5,009.1 | 5,384.2 | 7.5 | 2,081.4 | 8.0 | 108,913,503 | 40.0 | 40,368 | 52,327 | 54,630,065 | 44.8 | 19,575 | 26,247 | 2.0592 | 2.1263 |
| **TOTAL UNITED STATES** | **253,629.1** | **266,206.5** | **5.0** | **98,876.1** | **5.5** | **5,134,572,789** | **37.7** | **39,806** | **51,929** | **2,478,958,526** | **36.1** | **19,443** | **25,071** | **100.0000** | **100.0000** |

# SECTION 14

## 1996 Metropolitan Markets Rankings

1996 Population
Percent Change In Population 1990-1996
1996 Households
1996Effective Buying Income (EBI)
1996 Average Household EBI
1996 Total Retail sales
1996 Per Household Retail Sales
1996 Buying Power Index (BPI)

**EXPLANATION OF TERMS**

An explanation of terms used in the **Survey of Buying Power Demographics USA 1992** will be found in the Introductory Section starting on page A-5.

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# 1996 POPULATION

| Area | (Thous.) | Rank |
|---|---|---|
| Los Angeles - Long Beach, Cal. | 9,656.5 | 1 |
| New York, N.Y. | 8,774.9 | 2 |
| Chicago, Ill. | 6,244.3 | 3 |
| Philadelphia, Pa. | 5,097.1 | 4 |
| Detroit, Mich. | 4,460.1 | 5 |
| Washington, D.C. | 4,383.6 | 6 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 3,741.1 | 7 |
| Houston, Tex. | 3,549.1 | 8 |
| Atlanta, Ga. | 3,391.5 | 9 |
| Riverside - San Bernardino, Cal. | 3,284.2 | 10 |
| Dallas, Tex. | 2,945.2 | 11 |
| Nassau - Suffolk, N.Y. | 2,833.4 | 12 |
| San Diego, Cal. | 2,810.0 | 13 |
| Anaheim - Santa Ana, Cal. | 2,797.0 | 14 |
| Minneapolis - St. Paul, Minn. | 2,760.3 | 15 |
| Baltimore, Md. | 2,548.1 | 16 |
| St. Louis, Mo. | 2,548.0 | 17 |
| Phoenix, Ariz. | 2,498.6 | 18 |
| Oakland, Cal. | 2,324.4 | 19 |
| Tampa - St. Petersburg - Clearwater, Fla. | 2,292.1 | 20 |
| Seattle, Wash. | 2,158.9 | 21 |
| Miami - Hialeah, Fla. | 2,101.4 | 22 |
| Pittsburgh, Pa. | 1,984.1 | 23 |
| Cleveland, Ohio | 1,819.0 | 24 |
| Newark, N.J. | 1,815.0 | 25 |
| Sacramento, Cal. | 1,787.6 | 26 |
| Denver, Colo. | 1,742.0 | 27 |
| San Francisco, Cal. | 1,723.9 | 28 |
| Kansas City, Mo.-Kans. | 1,710.1 | 29 |
| San Jose, Cal. | 1,626.4 | 30 |
| Norfolk - Virginia Beach - Newport News, Va. | 1,574.4 | 31 |
| Fort Worth - Arlington, Tex. | 1,569.4 | 32 |
| San Antonio, Tex. | 1,507.6 | 33 |
| Cincinnati, Ohio | 1,502.6 | 34 |
| Milwaukee, Wisc. | 1,484.4 | 35 |
| Columbus, Ohio | 1,473.0 | 36 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 1,397.0 | 37 |
| Portland, Ore. | 1,388.1 | 38 |
| Indianapolis, Ind. | 1,335.3 | 39 |
| Orlando, Fla. | 1,304.4 | 40 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | 1,291.8 | 41 |
| New Orleans, La. | 1,278.7 | 42 |
| Bergen - Passaic, N.J. | 1,264.6 | 43 |
| Salt Lake City - Ogden, Utah | 1,202.3 | 44 |
| Hartford - New Britain - Middletown - Bristol, Conn. | 1,159.5 | 45 |
| Nashville, Tenn. | 1,106.7 | 46 |
| Middlesex - Somerset - Hunterdon, N.J. | 1,102.5 | 47 |
| Monmouth - Ocean, N.J. | 1,082.4 | 48 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 1,067.8 | 49 |
| Memphis, Tenn. | 1,057.2 | 50 |
| **Total Top 50** | **123,557.6** | |
| Jacksonville, Fla. | 1,022.8 | 51 |
| Rochester, N.Y. | 1,016.9 | 52 |
| Greensboro - Winston-Salem - High Point, N.C. | 1,010.7 | 53 |
| Oklahoma City, Okla. | 993.4 | 54 |
| Dayton - Springfield, Ohio | 986.1 | 55 |
| Las Vegas, Nev. | 986.0 | 56 |
| Louisville, Ky. | 966.1 | 57 |
| Buffalo, N.Y. | 952.8 | 58 |
| Birmingham, Ala. | 943.6 | 59 |
| Richmond - Petersburg, Va. | 936.6 | 60 |
| Providence - Pawtucket - Woonsocket, R.I. | 935.1 | 61 |
| Austin, Tex. | 917.6 | 62 |
| Albany - Schenectady - Troy, N.Y. | 913.4 | 63 |
| Honolulu, Haw. | 897.6 | 64 |
| Raleigh - Durham, N.C. | 855.4 | 65 |
| New Haven - Waterbury - Meriden, Conn. | 826.4 | 66 |
| Fresno, Cal. | 826.2 | 67 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | 814.5 | 68 |
| Grand Rapids, Mich. | 762.3 | 69 |
| Tucson, Ariz. | 754.5 | 70 |
| Scranton - Wilkes-Barre, Pa. | 751.8 | 71 |
| Worcester - Fitchburg - Leominster, Mass. | 748.6 | 72 |
| Allentown - Bethlehem - Easton, Pa. | 742.3 | 73 |
| Tulsa, Okla. | 735.6 | 74 |
| Oxnard - Ventura, Cal. | 725.6 | 75 |
| Greenville - Spartanburg, S.C. | 692.7 | 76 |
| El Paso, Tex. | 689.8 | 77 |
| Bakersfield, Cal. | 678.4 | 78 |
| Akron, Ohio | 669.8 | 79 |
| Syracuse, N.Y. | 667.7 | 80 |
| Tacoma, Wash. | 654.8 | 81 |
| Omaha, Neb. | 645.1 | 82 |
| Knoxville, Tenn. | 644.2 | 83 |
| Toledo, Ohio | 637.7 | 84 |
| Wilmington, Del. | 678.3 | 85 |
| Harrisburg - Lebanon - Carlisle, Pa. | 624.1 | 86 |
| Springfield, Mass. | 613.6 | 87 |
| Gary - Hammond, Ind. | 600.6 | 88 |
| Lake County, Ill. | 592.4 | 89 |
| Albuquerque, N.M. | 563.7 | 90 |
| Charleston, S.C. | 563.5 | 91 |
| Baton Rouge, La. | 556.3 | 92 |
| Stockton, Cal. | 554.8 | 93 |
| Little Rock - North Little Rock, Ark. | 544.4 | 94 |
| Vallejo - Fairfield - Napa, Cal. | 537.3 | 95 |
| Jersey City, N.J. | 536.8 | 96 |
| New Bedford - Fall River - Attleboro, Mass. | 521.5 | 97 |
| Mobile, Ala. | 502.8 | 98 |
| Wichita, Kans. | 491.4 | 99 |
| Youngstown - Warren, Ohio | 482.9 | 100 |
| **Total Top 100** | **160,474.1** | |
| Columbia, S.C. | 479.1 | 101 |
| Lancaster, Pa. | 475.5 | 102 |
| Melbourne - Titusville - Palm Bay, Fla. | 473.0 | 103 |
| McAllen - Edinburg - Mission, Tex. | 467.2 | 104 |
| Colorado Springs, Colo. | 464.1 | 105 |
| Santa Rosa - Petaluma, Cal. | 457.0 | 106 |
| York, Pa. | 452.1 | 107 |
| Lakeland - Winter Haven, Fla. | 451.1 | 108 |
| Lansing - East Lansing, Mich. | 450.8 | 109 |
| Chattanooga, Tenn. | 450.2 | 110 |
| Modesto, Cal. | 445.5 | 111 |
| Johnson City - Kingsport - Bristol, Tenn. | 444.5 | 112 |
| Daytona Beach, Fla. | 433.2 | 113 |
| Des Moines, Iowa | 425.4 | 114 |
| Joliet, Ill. | 424.4 | 115 |
| Flint, Mich. | 422.9 | 116 |
| Augusta, Ga. | 421.2 | 117 |
| Jackson, Miss. | 418.7 | 118 |
| Fort Myers - Cape Coral, Fla. | 412.0 | 119 |
| Aurora - Elgin, Ill. | 411.1 | 120 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 406.7 | 121 |
| Saginaw - Bay City - Midland, Mich. | 399.2 | 122 |
| Canton, Ohio | 397.6 | 123 |
| Portsmouth - Dover - Rochester, N.H. | 395.7 | 124 |
| Madison, Wisc. | 392.5 | 125 |
| Fort Wayne, Ind. | 388.9 | 126 |
| Salinas - Seaside - Monterey, Cal. | 388.5 | 127 |
| Manchester - Nashua, N.H. | 380.4 | 128 |
| Spokane, Wash. | 380.1 | 129 |
| Lexington-Fayette, Ky. | 375.3 | 130 |
| Visalia - Tulare - Porterville, Cal. | 374.7 | 131 |
| Pensacola, Fla. | 374.5 | 132 |
| Corpus Christi, Tex. | 364.2 | 133 |
| Reading, Pa. | 361.2 | 134 |
| Beaumont - Port Arthur, Tex. | 349.5 | 135 |
| Shreveport, La. | 349.4 | 136 |
| Orange County, N.Y. | 346.7 | 137 |
| Atlantic City, N.J. | 344.1 | 138 |
| Trenton, N.J. | 342.5 | 139 |
| Appleton - Oshkosh - Neenah, Wisc. | 337.6 | 140 |
| Peoria, Ill. | 337.2 | 141 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 335.3 | 142 |
| Salem, Ore. | 314.2 | 143 |
| Hamilton - Middletown, Ohio | 313.8 | 144 |
| Sarasota, Fla. | 312.4 | 145 |
| Montgomery, Ala. | 312.2 | 146 |
| Huntington - Ashland, W.Va.-Ky. | 311.3 | 147 |
| Utica - Rome, N.Y. | 307.7 | 148 |
| Fort Pierce, Fla. | 307.1 | 149 |
| Eugene - Springfield, Ore. | 301.1 | 150 |
| **Total Top 150** | **179,954.7** | |
| Ann Arbor, Mich. | 300.4 | 151 |
| Macon - Warner Robins, Ga. | 299.5 | 152 |
| Provo - Orem, Utah | 297.5 | 153 |
| Reno, Nev. | 295.3 | 154 |
| Rockford, Ill. | 292.0 | 155 |
| Fayetteville, N.C. | 288.3 | 156 |
| Vancouver, Wash. | 287.7 | 157 |
| Brownsville - Harlingen, Tex. | 287.6 | 158 |
| Killeen - Temple, Tex. | 284.3 | 159 |
| Evansville, Ind. | 283.6 | 160 |
| Poughkeepsie, N.Y. | 279.7 | 161 |
| Erie, Pa. | 274.8 | 162 |
| Huntsville, Ala. | 274.8 | 162 |
| Lorain - Elyria, Ohio | 269.3 | 164 |
| Springfield, Mo. | 264.3 | 165 |
| New London - Norwich, Conn. | 264.1 | 166 |
| Binghamton, N.Y. | 259.6 | 167 |
| Anchorage, Alas. | 259.3 | 168 |
| Tallahassee, Fla. | 259.1 | 169 |
| Savannah, Ga. | 258.9 | 170 |
| Portland, Me. | 257.1 | 171 |
| Columbus, Ga. | 256.9 | 172 |
| South Bend - Mishawaka, Ind. | 256.1 | 173 |
| Charleston, W.Va. | 252.7 | 174 |
| Bradenton, Fla. | 244.8 | 175 |
| Boulder - Longmont, Colo. | 242.3 | 176 |
| Santa Cruz, Cal. | 239.7 | 177 |
| Hickory - Morganton, N.C. | 238.6 | 178 |
| Ocala, Fla. | 236.9 | 179 |
| Lubbock, Tex. | 236.2 | 180 |
| Kalamazoo, Mich. | 231.8 | 181 |
| Johnstown, Pa. | 230.1 | 182 |
| Duluth, Minn. | 229.2 | 183 |
| Galveston - Texas City, Tex. | 226.5 | 184 |
| Lincoln, Neb. | 226.1 | 185 |
| Bremerton, Wash. | 225.2 | 186 |
| Roanoke, Va. | 224.7 | 187 |
| Boise, Ida. | 223.9 | 188 |
| Fort Collins - Loveland, Colo. | 223.0 | 189 |
| Gainesville, Fla. | 220.7 | 190 |
| Niagara Falls, N.Y. | 220.3 | 191 |
| Lafayette, La. | 216.8 | 192 |
| Chico, Cal. | 213.6 | 193 |
| Merced, Cal. | 211.0 | 194 |
| St. Cloud, Minn. | 209.7 | 195 |
| Green Bay, Wisc. | 202.8 | 196 |
| Biloxi - Gulfport, Miss. | 202.6 | 197 |
| Brazoria, Tex. | 201.2 | 198 |
| Yakima, Wash. | 199.5 | 199 |
| Springfield, Ill. | 198.4 | 200 |
| **Total Top 200** | **192,333.2** | |
| Waco, Tex. | 197.3 | 201 |
| Amarillo, Tex. | 197.1 | 202 |
| Fort Smith, Ark. | 193.6 | 203 |
| Naples, Fla. | 191.1 | 204 |
| Olympia, Wash. | 187.1 | 205 |
| Asheville, N.C. | 185.3 | 206 |
| Houma - Thibodaux, La. | 184.8 | 207 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 180.4 | 208 |
| Racine, Wisc. | 179.9 | 209 |
| Beaver County, Pa. | 179.6 | 210 |
| Redding, Cal. | 179.5 | 211 |
| Lake Charles, La. | 176.8 | 212 |
| Champaign - Urbana - Rantoul, Ill. | 175.8 | 213 |
| Cedar Rapids, Iowa | 175.7 | 214 |
| Topeka, Kans. | 169.8 | 215 |
| Athens, Ga. | 168.1 | 216 |
| Medford, Ore. | 168.1 | 216 |
| Muskegon, Mich. | 168.0 | 218 |
| Elkhart - Goshen, Ind. | 167.8 | 219 |
| Longview - Marshall, Tex. | 167.7 | 220 |
| Benton Harbor, Mich. | 166.2 | 221 |
| Tyler, Tex. | 163.9 | 222 |
| Fargo - Moorhead, N.D.-Minn. | 163.5 | 223 |
| Jacksonville, N.C. | 163.3 | 224 |
| Las Cruces, N.M. | 162.7 | 225 |
| Fort Walton Beach, Fla. | 162.5 | 226 |
| Richland - Kennewick - Pasco, Wash. | 161.2 | 227 |
| Tuscaloosa, Ala. | 160.4 | 228 |
| Lima, Ohio | 159.3 | 229 |
| Jackson, Mich. | 158.9 | 230 |
| Laredo, Tex. | 157.1 | 231 |
| Wheeling, W.Va. | 153.5 | 232 |
| Anderson, S.C. | 152.6 | 233 |
| Bangor, Me. | 152.2 | 234 |
| Yuba City, Cal. | 150.1 | 235 |
| Parkersburg - Marietta, W.Va.-Ohio | 149.2 | 236 |
| Burlington, Vt. | 148.1 | 237 |
| Bellingham, Wash. | 147.3 | 238 |
| Eau Claire, Wisc. | 146.2 | 239 |
| Monroe, La. | 144.5 | 240 |
| Panama City, Fla. | 144.2 | 241 |
| Battle Creek, Mich. | 141.8 | 242 |
| Janesville - Beloit, Wisc. | 140.8 | 243 |
| Waterloo - Cedar Falls, Iowa | 140.6 | 244 |
| Lynchburg, Va. | 140.1 | 245 |
| Charlottesville, Va. | 139.7 | 246 |
| Joplin, Mo. | 139.7 | 246 |
| Vineland - Millville - Bridgeton, N.J. | 139.2 | 248 |
| Greeley, Colo. | 138.7 | 249 |
| Steubenville - Weirton, Ohio-W.Va. | 138.6 | 250 |
| **Total Top 250** | **200,452.8** | |
| Dothan, Ala. | 138.2 | 251 |
| Bloomington - Normal, Ill. | 137.6 | 252 |
| Kenosha, Wisc. | 137.5 | 253 |
| Lafayette - West Lafayette, Ind. | 137.5 | 253 |
| Jamestown - Dunkirk, N.Y. | 136.6 | 255 |
| Alexandria, La. | 136.4 | 256 |
| Sioux Falls, S.D. | 134.2 | 257 |
| Pittsfield, Mass. | 132.6 | 258 |
| Florence, Ala. | 131.7 | 259 |
| Mansfield, Ohio | 131.0 | 260 |
| Santa Fe, N.M. | 130.7 | 261 |
| State College, Pa. | 130.5 | 262 |
| Bryan - College Station, Tex. | 130.3 | 263 |
| Wilmington, N.C. | 130.2 | 264 |
| Anderson, Ind. | 130.1 | 265 |
| Altoona, Pa. | 129.4 | 266 |
| Pueblo, Colo. | 128.7 | 267 |
| Terre Haute, Ind. | 127.4 | 268 |
| Glens Falls, N.Y. | 126.4 | 269 |
| Fayetteville - Springdale, Ark. | 126.0 | 270 |
| Hagerstown, Md. | 124.9 | 271 |
| Williamsport, Pa. | 124.1 | 272 |
| Abilene, Tex. | 123.6 | 273 |
| Wichita Falls, Tex. | 123.4 | 274 |
| Texarkana, Tex.-Ark. | 122.5 | 275 |
| Yuma, Ariz. | 122.1 | 276 |
| Wausau, Wisc. | 121.6 | 277 |
| Florence, S.C. | 119.2 | 278 |
| Muncie, Ind. | 118.8 | 279 |
| Sioux City, Iowa | 118.7 | 280 |
| Columbia, Mo. | 118.3 | 281 |
| Anniston, Ala. | 117.6 | 282 |
| Pascagoula, Miss. | 117.2 | 283 |
| Rochester, Minn. | 117.1 | 284 |
| Bloomington, Ind. | 116.5 | 285 |
| Sharon, Pa. | 116.5 | 285 |
| Lawton, Okla. | 114.9 | 287 |
| Burlington, N.C. | 114.0 | 288 |
| Odessa, Tex. | 112.1 | 289 |
| Billings, Mont. | 111.4 | 290 |
| Midland, Tex. | 111.3 | 291 |
| Lewiston - Auburn, Me. | 111.0 | 292 |
| Decatur, Ala. | 110.7 | 293 |
| Decatur, Ill. | 110.4 | 294 |
| Sheboygan, Wisc. | 108.6 | 295 |
| Albany, Ga. | 108.0 | 296 |
| San Angelo, Tex. | 106.7 | 297 |
| Iowa City, Iowa | 103.8 | 298 |
| Danville, Va. | 103.7 | 299 |
| La Crosse, Wisc. | 103.3 | 300 |
| Cumberland, Md. | 101.5 | 301 |
| Gadsden, Ala. | 99.9 | 302 |
| Sherman - Denison, Tex. | 99.0 | 303 |
| Elmira, N.Y. | 96.2 | 304 |
| Kankakee, Ill. | 96.2 | 304 |
| Kokomo, Ind. | 94.9 | 306 |
| Rapid City, S.D. | 93.0 | 307 |
| Lawrence, Kans. | 90.4 | 308 |
| Owensboro, Ky. | 88.1 | 309 |
| Pine Bluff, Ark. | 86.5 | 310 |
| Bismarck, N.D. | 84.7 | 311 |
| Dubuque, Iowa | 84.7 | 311 |
| Jackson, Tenn. | 80.5 | 313 |
| St. Joseph, Mo. | 80.4 | 314 |
| Great Falls, Mont. | 79.6 | 315 |
| Cheyenne, Wyo. | 77.9 | 316 |
| Victoria, Tex. | 74.7 | 317 |
| Grand Forks, N.D. | 74.4 | 318 |
| Casper, Wyo. | 59.1 | 319 |
| Enid, Okla. | 51.1 | 320 |
| **Total Above Areas** | **208,240.6** | |
| **Percent of U.S.** | **78.2252** | |
| **U.S. Total** | **266,206.5** | |

# PERCENT CHANGE IN POPULATION 1991-1996

| Area | % | Rank |
|---|---|---|
| Las Vegas, Nev. | 20.6 | 1 |
| Bakersfield, Cal. | 16.7 | 2 |
| Fresno, Cal. | 16.5 | 3 |
| Naples, Fla. | 16.5 | 3 |
| Riverside - San Bernardino, Cal. | 16.3 | 5 |
| Yuba City, Cal. | 16.3 | 5 |
| Fort Myers - Cape Coral, Fla. | 15.4 | 7 |
| McAllen - Edinburg - Mission, Tex. | 15.2 | 8 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 15.2 | 8 |
| Vancouver, Wash. | 15.0 | 10 |
| Fort Pierce, Fla. | 14.9 | 11 |
| Ocala, Fla. | 14.8 | 12 |
| Redding, Cal. | 14.8 | 12 |
| Orlando, Fla. | 14.5 | 14 |
| Visalia - Tulare - Porterville, Cal. | 14.2 | 15 |
| Las Cruces, N.M. | 14.1 | 16 |
| Sacramento, Cal. | 13.9 | 17 |
| Fort Collins - Loveland, Colo. | 13.5 | 18 |
| Merced, Cal. | 13.0 | 19 |
| Atlanta, Ga. | 12.9 | 20 |
| Bremerton, Wash. | 12.9 | 20 |
| Laredo, Tex. | 12.9 | 20 |
| Modesto, Cal. | 12.9 | 20 |
| Melbourne - Titusville - Palm Bay, Fla. | 12.7 | 24 |
| Chico, Cal. | 12.4 | 25 |
| Fort Worth - Arlington, Tex. | 12.4 | 25 |
| Phoenix, Ariz. | 12.3 | 27 |
| Santa Rosa - Petaluma, Cal. | 12.1 | 28 |
| Vallejo - Fairfield - Napa, Cal. | 12.1 | 28 |
| Albuquerque, N.M. | 12.0 | 30 |
| Austin, Tex. | 12.0 | 30 |
| Colorado Springs, Colo. | 11.9 | 32 |
| El Paso, Tex. | 11.8 | 33 |
| Anchorage, Alas. | 11.6 | 34 |
| Anaheim - Santa Ana, Cal. | 11.4 | 35 |
| Daytona Beach, Fla. | 11.3 | 36 |
| Raleigh - Durham, N.C. | 11.3 | 36 |
| Bellingham, Wash. | 11.2 | 38 |
| Olympia, Wash. | 11.2 | 38 |
| San Antonio, Tex. | 11.2 | 38 |
| Bradenton, Fla. | 11.0 | 41 |
| Medford, Ore. | 11.0 | 41 |
| Reno, Nev. | 11.0 | 41 |
| Aurora - Elgin, Ill. | 10.7 | 44 |
| Huntsville, Ala. | 10.7 | 44 |
| Stockton, Cal. | 10.6 | 46 |
| Dallas, Tex. | 10.5 | 47 |
| Rapid City, S.D. | 10.5 | 47 |
| Lake County, Ill. | 10.3 | 49 |
| Salem, Ore. | 9.7 | 50 |
| Provo - Orem, Utah | 9.5 | 51 |
| Manchester - Nashua, N.H. | 9.4 | 52 |
| Panama City, Fla. | 9.4 | 52 |
| Tucson, Ariz. | 9.3 | 54 |
| Orange County, N.Y. | 9.0 | 55 |
| Salt Lake City - Ogden, Utah | 9.0 | 55 |
| Nashville, Tenn. | 8.9 | 57 |
| Portsmouth - Dover - Rochester, N.H. | 8.9 | 57 |
| Yuma, Ariz. | 8.9 | 57 |
| Norfolk - Virginia Beach - Newport News, Va. | 8.8 | 60 |
| Lancaster, Pa. | 8.7 | 61 |
| Portland, Ore. | 8.7 | 61 |
| Fort Walton Beach, Fla. | 8.5 | 63 |
| Sarasota, Fla. | 8.5 | 63 |
| Jacksonville, Fla. | 8.4 | 65 |
| Minneapolis - St. Paul, Minn. | 8.4 | 65 |
| Killeen - Temple, Tex. | 8.3 | 67 |
| Oakland, Cal. | 8.2 | 68 |
| Tacoma, Wash. | 8.2 | 68 |
| Fayetteville - Springdale, Ark. | 8.1 | 70 |
| Santa Fe, N.M. | 8.1 | 70 |
| Washington, D.C. | 8.1 | 70 |
| San Diego, Cal. | 7.9 | 73 |
| Lakeland - Winter Haven, Fla. | 7.8 | 74 |
| Decatur, Ala. | 7.7 | 75 |
| Grand Rapids, Mich. | 7.7 | 75 |
| Brownsville - Harlingen, Tex. | 7.6 | 77 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | 7.6 | 77 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 7.6 | 77 |
| Charleston, S.C. | 7.5 | 80 |
| Fort Smith, Ark. | 7.5 | 80 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 7.4 | 82 |
| Tallahassee, Fla. | 7.2 | 83 |
| Lawrence, Kans. | 7.0 | 84 |
| St. Cloud, Minn. | 7.0 | 84 |
| Tampa - St. Petersburg - Clearwater, Fla. | 7.0 | 84 |
| Rochester, Minn. | 6.9 | 87 |
| Nassau - Suffolk, N.Y. | 6.8 | 88 |
| Monmouth - Ocean, N.J. | 6.6 | 89 |
| Joliet, Ill. | 6.5 | 90 |
| Springfield, Mo. | 6.5 | 90 |
| Jacksonville, N.C. | 6.4 | 92 |
| Kansas City, Mo.-Kans. | 6.4 | 92 |
| Los Angeles - Long Beach, Cal. | 6.3 | 94 |
| Boise, Ida. | 6.2 | 95 |
| Seattle, Wash. | 6.2 | 95 |
| San Angelo, Tex. | 6.1 | 97 |
| San Jose, Cal. | 6.1 | 97 |
| Wilmington, Del. | 6.1 | 97 |
| Des Moines, Iowa | 6.0 | 100 |
| Allentown - Bethlehem - Easton, Pa. | 5.9 | 101 |
| Pensacola, Fla. | 5.9 | 101 |
| Richland - Kennewick - Pasco, Wash. | 5.9 | 101 |
| Sioux Falls, S.D. | 5.9 | 101 |
| Tyler, Tex. | 5.9 | 101 |
| Wilmington, N.C. | 5.9 | 101 |
| Iowa City, Iowa | 5.8 | 107 |
| Wichita, Kans. | 5.8 | 107 |
| Greenville - Spartanburg, S.C. | 5.7 | 109 |
| Miami - Hialeah, Fla. | 5.7 | 109 |
| Salinas - Seaside - Monterey, Cal. | 5.7 | 109 |
| San Francisco, Cal. | 5.7 | 109 |
| York, Pa. | 5.7 | 109 |
| Gainesville, Fla. | 5.6 | 114 |
| Hickory - Morganton, N.C. | 5.6 | 114 |
| Middlesex - Somerset - Hunterdon, N.J. | 5.6 | 114 |
| Richmond - Petersburg, Va. | 5.6 | 114 |
| Burlington, Vt. | 5.5 | 118 |
| Hamilton - Middletown, Ohio | 5.5 | 118 |
| Lexington-Fayette, Ky. | 5.5 | 118 |
| Poughkeepsie, N.Y. | 5.5 | 118 |
| Denver, Colo. | 5.4 | 122 |
| Memphis, Tenn. | 5.4 | 122 |
| Oxnard - Ventura, Cal. | 5.4 | 122 |
| Reading, Pa. | 5.4 | 122 |
| Atlantic City, N.J. | 5.3 | 126 |
| Boulder - Longmont, Colo. | 5.3 | 126 |
| Elkhart - Goshen, Ind. | 5.3 | 126 |
| Honolulu, Haw. | 5.3 | 126 |
| Houston, Tex. | 5.3 | 126 |
| Kenosha, Wisc. | 5.3 | 126 |
| Appleton - Oshkosh - Neenah, Wisc. | 5.2 | 132 |
| Athens, Ga. | 5.2 | 132 |
| Bloomington, Ind. | 5.2 | 132 |
| Fort Wayne, Ind. | 5.2 | 132 |
| Greensboro - Winston-Salem - High Point, N.C. | 5.2 | 132 |
| Cheyenne, Wyo. | 5.1 | 137 |
| Eugene - Springfield, Ore. | 4.9 | 138 |
| Indianapolis, Ind. | 4.9 | 138 |
| Baltimore, Md. | 4.8 | 140 |
| Fargo - Moorhead, N.D.-Minn. | 4.8 | 140 |
| Knoxville, Tenn. | 4.8 | 140 |
| Madison, Wisc. | 4.8 | 140 |
| Bryan - College Station, Tex. | 4.7 | 144 |
| Columbus, Ohio | 4.7 | 144 |
| Glens Falls, N.Y. | 4.7 | 144 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 4.6 | 147 |
| Eau Claire, Wisc. | 4.6 | 147 |
| Savannah, Ga. | 4.6 | 147 |
| Tuscaloosa, Ala. | 4.6 | 147 |
| Ann Arbor, Mich. | 4.5 | 151 |
| Bloomington - Normal, Ill. | 4.5 | 151 |
| Jackson, Mich. | 4.5 | 151 |
| Little Rock - North Little Rock, Ark. | 4.5 | 151 |
| Baton Rouge, La. | 4.4 | 155 |
| Charlottesville, Va. | 4.4 | 155 |
| Harrisburg - Lebanon - Carlisle, Pa. | 4.4 | 155 |
| Macon - Warner Robins, Ga. | 4.4 | 155 |
| Montgomery, Ala. | 4.4 | 155 |
| Asheville, N.C. | 4.3 | 160 |
| Jackson, Miss. | 4.3 | 160 |
| Lubbock, Tex. | 4.3 | 160 |
| Augusta, Ga. | 4.2 | 163 |
| Columbus, Ga. | 4.1 | 164 |
| La Crosse, Wisc. | 4.1 | 164 |
| Muskegon, Mich. | 4.1 | 164 |
| Yakima, Wash. | 4.1 | 164 |
| Amarillo, Tex. | 4.0 | 168 |
| Spokane, Wash. | 4.0 | 168 |
| Topeka, Kans. | 4.0 | 168 |
| Wausau, Wisc. | 4.0 | 168 |
| Dothan, Ala. | 3.9 | 172 |
| Lafayette - West Lafayette, Ind. | 3.9 | 172 |
| Lake Charles, La. | 3.9 | 172 |
| Lincoln, Neb. | 3.9 | 172 |
| Mansfield, Ohio | 3.9 | 172 |
| Mobile, Ala. | 3.9 | 172 |
| Portland, Me. | 3.9 | 172 |
| Shreveport, La. | 3.9 | 172 |
| Grand Forks, N.D. | 3.8 | 180 |
| Greeley, Colo. | 3.8 | 180 |
| Burlington, N.C. | 3.7 | 182 |
| Fayetteville, N.C. | 3.7 | 182 |
| Lewiston - Auburn, Me. | 3.7 | 182 |
| Pueblo, Colo. | 3.7 | 182 |
| Springfield, Ill. | 3.7 | 182 |
| Brazoria, Tex. | 3.6 | 187 |
| Columbia, S.C. | 3.6 | 187 |
| Sherman - Denison, Tex. | 3.6 | 187 |
| State College, Pa. | 3.6 | 187 |
| Columbia, Mo. | 3.5 | 191 |
| Philadelphia, Pa. | 3.5 | 191 |
| Trenton, N.J. | 3.5 | 191 |
| Worcester - Fitchburg - Leominster, Mass. | 3.5 | 191 |
| Battle Creek, Mich. | 3.4 | 195 |
| Sheboygan, Wisc. | 3.4 | 195 |
| Williamsport, Pa. | 3.4 | 195 |
| Alexandria, La. | 3.3 | 198 |
| Anderson, S.C. | 3.3 | 198 |
| Lafayette, La. | 3.3 | 198 |
| Corpus Christi, Tex. | 3.2 | 201 |
| Waco, Tex. | 3.2 | 201 |
| Albany - Schenectady - Troy, N.Y. | 3.1 | 203 |
| Lansing - East Lansing, Mich. | 3.1 | 203 |
| Omaha, Neb. | 3.1 | 203 |
| Cedar Rapids, Iowa | 3.0 | 206 |
| Galveston - Texas City, Tex. | 3.0 | 206 |
| Midland, Tex. | 3.0 | 206 |
| Toledo, Ohio | 3.0 | 206 |
| Abilene, Tex. | 2.9 | 210 |
| Birmingham, Ala. | 2.9 | 210 |
| Florence, S.C. | 2.9 | 210 |
| St. Louis, Mo. | 2.9 | 210 |
| Chattanooga, Tenn. | 2.8 | 214 |
| New Orleans, La. | 2.8 | 214 |
| Tulsa, Okla. | 2.8 | 214 |
| Dayton - Springfield, Ohio | 2.7 | 217 |
| Green Bay, Wisc. | 2.7 | 217 |
| Lawton, Okla. | 2.7 | 217 |
| Milwaukee, Wisc. | 2.7 | 217 |
| Oklahoma City, Okla. | 2.6 | 221 |
| Sioux City, Iowa | 2.6 | 221 |
| South Bend - Mishawaka, Ind. | 2.6 | 221 |
| Cincinnati, Ohio | 2.5 | 224 |
| Kalamazoo, Mich. | 2.5 | 224 |
| Longview - Marshall, Tex. | 2.5 | 224 |
| New London - Norwich, Conn. | 2.5 | 224 |
| Bangor, Me. | 2.4 | 228 |
| Benton Harbor, Mich. | 2.4 | 228 |
| Jackson, Tenn. | 2.4 | 228 |
| Joplin, Mo. | 2.4 | 228 |
| Chicago, Ill. | 2.2 | 232 |
| Great Falls, Mont. | 2.2 | 232 |
| Lima, Ohio | 2.2 | 232 |
| Rockford, Ill. | 2.2 | 232 |
| Santa Cruz, Cal. | 2.2 | 232 |
| Biloxi - Gulfport, Miss. | 2.1 | 237 |
| Hartford - New Britain - Middletown - Bristol, Conn. | 2.0 | 238 |
| New Bedford - Fall River - Attleboro, Mass. | 2.0 | 238 |
| Racine, Wisc. | 2.0 | 238 |
| Hagerstown, Md. | 1.8 | 241 |
| New Haven - Waterbury - Meriden, Conn. | 1.8 | 241 |
| New York, N.Y. | 1.7 | 243 |
| Scranton - Wilkes-Barre, Pa. | 1.7 | 243 |
| Johnson City - Kingsport - Bristol, Tenn. | 1.5 | 245 |
| Pascagoula, Miss. | 1.5 | 245 |
| Texarkana, Tex.-Ark. | 1.4 | 247 |
| Akron, Ohio | 1.3 | 248 |
| Champaign - Urbana - Rantoul, Ill. | 1.3 | 248 |
| Detroit, Mich. | 1.3 | 248 |
| Evansville, Ind. | 1.2 | 251 |
| Monroe, La. | 1.2 | 251 |
| Charleston, W.Va. | 1.1 | 253 |
| Houma - Thibodaux, La. | 1.1 | 253 |
| Providence - Pawtucket - Woonsocket, R.I. | 1.1 | 253 |
| Louisville, Ky. | 1.0 | 256 |
| Springfield, Mass. | 1.0 | 256 |
| Janesville - Beloit, Wisc. | .9 | 258 |
| Rochester, N.Y. | .9 | 258 |
| Wichita Falls, Tex. | .9 | 258 |
| Anniston, Ala. | .8 | 261 |
| Bismarck, N.D. | .8 | 261 |
| Owensboro, Ky. | .8 | 261 |
| Syracuse, N.Y. | .8 | 261 |
| Pine Bluff, Ark. | .7 | 265 |
| Canton, Ohio | .6 | 266 |
| Elmira, N.Y. | .6 | 266 |
| Parkersburg - Marietta, W.Va.-Ohio | .4 | 268 |
| Victoria, Tex. | .4 | 268 |
| Florence, Ala. | .3 | 270 |
| Gadsden, Ala. | .1 | 271 |
| Huntington - Ashland, W.Va.-Ky. | .1 | 271 |
| Saginaw - Bay City - Midland, Mich. | .1 | 271 |
| Vineland - Millville - Bridgeton, N.J. | .1 | 271 |
| Cumberland, Md. | .0 | 275 |
| Kankakee, Ill. | .0 | 275 |
| Roanoke, Va. | -.1 | 277 |
| Erie, Pa. | -.2 | 278 |
| Muncie, Ind. | -.2 | 278 |
| Niagara Falls, N.Y. | -.2 | 278 |
| Peoria, Ill. | -.3 | 281 |
| Anderson, Ind. | -.4 | 282 |
| Cleveland, Ohio | -.4 | 282 |
| Gary - Hammond, Ind. | -.4 | 282 |
| Newark, N.J. | -.5 | 285 |
| Altoona, Pa. | -.6 | 286 |
| Bergen - Passaic, N.J. | -.9 | 287 |
| Billings, Mont. | -1.2 | 288 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | -1.2 | 288 |
| Buffalo, N.Y. | -1.2 | 288 |
| Kokomo, Ind. | -1.2 | 288 |
| Lorain - Elyria, Ohio | -1.2 | 288 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | -1.3 | 293 |
| Flint, Mich. | -1.3 | 293 |
| Youngstown - Warren, Ohio | -1.3 | 293 |
| Dubuque, Iowa | -1.5 | 296 |
| Lynchburg, Va. | -1.5 | 296 |
| Steubenville - Weirton, Ohio-W.Va. | -1.6 | 298 |
| Binghamton, N.Y. | -1.7 | 299 |
| Casper, Wyo. | -1.7 | 299 |
| Terre Haute, Ind. | -2.0 | 301 |
| Jersey City, N.J. | -2.2 | 302 |
| Beaumont - Port Arthur, Tex. | -2.3 | 303 |
| Wheeling, W.Va. | -2.3 | 303 |
| Beaver County, Pa. | -2.5 | 305 |
| Pittsburgh, Pa. | -2.6 | 306 |
| Utica - Rome, N.Y. | -2.7 | 307 |
| St. Joseph, Mo. | -2.8 | 308 |
| Sharon, Pa. | -2.8 | 308 |
| Jamestown - Dunkirk, N.Y. | -3.0 | 310 |
| Davenport - Rock Island - Moline, Iowa-Ill. | -3.2 | 311 |
| Waterloo - Cedar Falls, Iowa | -3.2 | 311 |
| Albany, Ga. | -3.3 | 313 |
| Duluth, Minn. | -3.3 | 313 |
| Johnstown, Pa. | -3.4 | 315 |
| Danville, Va. | -3.6 | 316 |
| Pittsfield, Mass. | -3.9 | 317 |
| Decatur, Ill. | -4.3 | 318 |
| Odessa, Tex. | -4.4 | 319 |
| Enid, Okla. | -6.8 | 320 |
| **Average Above Areas** | **5.5** | |
| **U.S. Average** | **5.0** | |

# 1996 HOUSEHOLDS

| Area | (Thous.) | Rank |
|---|---|---|
| New York, N.Y. | 3,297.7 | 1 |
| Los Angeles - Long Beach, Cal. | 3,235.3 | 2 |
| Chicago, Ill. | 2,281.6 | 3 |
| Philadelphia, Pa. | 1,880.1 | 4 |
| Detroit, Mich. | 1,661.0 | 5 |
| Washington, D.C. | 1,619.0 | 6 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 1,395.5 | 7 |
| Houston, Tex. | 1,272.0 | 8 |
| Atlanta, Ga. | 1,269.6 | 9 |
| Dallas, Tex. | 1,100.0 | 10 |
| Riverside - San Bernardino, Cal. | 1,087.3 | 11 |
| Minneapolis - St. Paul, Minn. | 1,054.4 | 12 |
| San Diego, Cal. | 984.3 | 13 |
| St. Louis, Mo. | 973.3 | 14 |
| Tampa - St. Petersburg - Clearwater, Fla. | 971.2 | 15 |
| Phoenix, Ariz. | 964.8 | 16 |
| Baltimore, Md. | 949.3 | 17 |
| Anaheim - Santa Ana, Cal. | 933.4 | 18 |
| Nassau - Suffolk, N.Y. | 924.4 | 19 |
| Seattle, Wash. | 866.0 | 20 |
| Oakland, Cal. | 862.4 | 21 |
| Pittsburgh, Pa. | 805.2 | 22 |
| Miami - Hialeah, Fla. | 752.6 | 23 |
| Cleveland, Ohio | 714.1 | 24 |
| Denver, Colo. | 706.0 | 25 |
| San Francisco, Cal. | 677.2 | 26 |
| Sacramento, Cal. | 671.2 | 27 |
| Kansas City, Mo.-Kans. | 663.4 | 28 |
| Newark, N.J. | 646.1 | 29 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 594.8 | 30 |
| Fort Worth - Arlington, Tex. | 587.0 | 31 |
| Cincinnati, Ohio | 572.7 | 32 |
| Milwaukee, Wisc. | 564.2 | 33 |
| Norfolk - Virginia Beach - Newport News, Va. | 563.3 | 34 |
| Columbus, Ohio | 562.9 | 35 |
| San Jose, Cal. | 551.2 | 36 |
| Portland, Ore. | 545.8 | 37 |
| San Antonio, Tex. | 527.4 | 38 |
| Indianapolis, Ind. | 517.0 | 39 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | 495.7 | 40 |
| Orlando, Fla. | 490.0 | 41 |
| New Orleans, La. | 473.6 | 42 |
| Bergen - Passaic, N.J. | 457.8 | 43 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 456.5 | 44 |
| Hartford - New Britain - Middletown - Bristol, Conn. | 440.7 | 45 |
| Nashville, Tenn. | 429.3 | 46 |
| Greensboro - Winston-Salem - High Point, N.C. | 405.3 | 47 |
| Monmouth - Ocean, N.J. | 403.6 | 48 |
| Middlesex - Somerset - Hunterdon, N.J. | 398.6 | 49 |
| Jacksonville, Fla. | 390.7 | 50 |
| **Total Top 50** | **45,646.5** | |
| Salt Lake City - Ogden, Utah | 390.7 | 50 |
| Memphis, Tenn. | 389.0 | 52 |
| Rochester, N.Y. | 383.8 | 53 |
| Oklahoma City, Okla. | 383.1 | 54 |
| Las Vegas, Nev. | 381.8 | 55 |
| Dayton - Springfield, Ohio | 381.1 | 56 |
| Louisville, Ky. | 377.2 | 57 |
| Buffalo, N.Y. | 375.7 | 58 |
| Richmond - Petersburg, Va. | 364.0 | 59 |
| Birmingham, Ala. | 363.2 | 60 |
| Austin, Tex. | 361.3 | 61 |
| Albany - Schenectady - Troy, N.Y. | 353.6 | 62 |
| Providence - Pawtucket - Woonsocket, R.I. | 353.4 | 63 |
| Raleigh - Durham, N.C. | 341.1 | 64 |
| New Haven - Waterbury - Meriden, Conn. | 316.9 | 65 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | 300.8 | 66 |
| Tucson, Ariz. | 300.8 | 66 |
| Scranton - Wilkes-Barre, Pa. | 290.5 | 68 |
| Honolulu, Haw. | 290.2 | 69 |
| Tulsa, Okla. | 290.0 | 70 |
| Allentown - Bethlehem - Easton, Pa. | 284.1 | 71 |
| Worcester - Fitchburg - Leominster, Mass. | 276.8 | 72 |
| Grand Rapids, Mich. | 274.2 | 73 |
| Fresno, Cal. | 272.4 | 74 |
| Greenville - Spartanburg, S.C. | 264.2 | 75 |
| Knoxville, Tenn. | 257.6 | 76 |
| Akron, Ohio | 256.9 | 77 |
| Syracuse, N.Y. | 248.9 | 78 |
| Omaha, Neb. | 244.2 | 79 |
| Toledo, Ohio | 241.8 | 80 |
| Harrisburg - Lebanon - Carlisle, Pa. | 240.8 | 81 |
| Tacoma, Wash. | 240.5 | 82 |
| Wilmington, Del. | 233.1 | 83 |
| Oxnard - Ventura, Cal. | 231.1 | 84 |
| Springfield, Mass. | 226.3 | 85 |
| Bakersfield, Cal. | 223.4 | 86 |
| Albuquerque, N.M. | 220.8 | 87 |
| Gary - Hammond, Ind. | 216.8 | 88 |
| Little Rock - North Little Rock, Ark. | 209.5 | 89 |
| El Paso, Tex. | 207.0 | 90 |
| Lake County, Ill. | 200.3 | 91 |
| Baton Rouge, La. | 200.2 | 92 |
| Charleston, S.C. | 199.1 | 93 |
| Jersey City, N.J. | 199.0 | 94 |
| Melbourne - Titusville - Palm Bay, Fla. | 195.9 | 95 |
| New Bedford - Fall River - Attleboro, Mass. | 193.8 | 96 |
| Wichita, Kans. | 190.8 | 97 |
| Mobile, Ala. | 186.6 | 98 |
| Youngstown - Warren, Ohio | 186.5 | 99 |
| Vallejo - Fairfield - Napa, Cal. | 182.4 | 100 |
| **Total Top 100** | **59,439.7** | |
| Daytona Beach, Fla. | 182.1 | 101 |
| Stockton, Cal. | 178.2 | 102 |
| Johnson City - Kingsport - Bristol, Tenn. | 176.1 | 103 |
| Lakeland - Winter Haven, Fla. | 175.6 | 104 |
| Columbia, S.C. | 174.9 | 105 |
| Santa Rosa - Petaluma, Cal. | 174.8 | 106 |
| Colorado Springs, Colo. | 174.7 | 107 |
| Chattanooga, Tenn. | 174.5 | 108 |
| Fort Myers - Cape Coral, Fla. | 172.7 | 109 |
| Lancaster, Pa. | 172.1 | 110 |
| York, Pa. | 170.8 | 111 |
| Des Moines, Iowa | 167.3 | 112 |
| Lansing - East Lansing, Mich. | 165.1 | 113 |
| Flint, Mich. | 160.8 | 114 |
| Madison, Wisc. | 153.4 | 115 |
| Augusta, Ga. | 152.9 | 116 |
| Canton, Ohio | 152.6 | 117 |
| Saginaw - Bay City - Midland, Mich. | 150.7 | 118 |
| Spokane, Wash. | 150.6 | 119 |
| Jackson, Miss. | 149.5 | 120 |
| Modesto, Cal. | 149.3 | 121 |
| Fort Wayne, Ind. | 147.2 | 122 |
| Lexington-Fayette, Ky. | 146.2 | 123 |
| Portsmouth - Dover - Rochester, N.H. | 144.1 | 124 |
| Manchester - Nashua, N.H. | 142.9 | 125 |
| Sarasota, Fla. | 142.3 | 126 |
| Pensacola, Fla. | 141.4 | 127 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 141.0 | 128 |
| Joliet, Ill. | 140.3 | 129 |
| Aurora - Elgin, Ill. | 138.3 | 130 |
| Reading, Pa. | 138.1 | 131 |
| Atlantic City, N.J. | 133.1 | 132 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 132.3 | 133 |
| Beaumont - Port Arthur, Tex. | 131.6 | 134 |
| Shreveport, La. | 131.3 | 135 |
| Peoria, Ill. | 130.5 | 136 |
| Appleton - Oshkosh - Neenah, Wisc. | 125.5 | 137 |
| McAllen - Edinburg - Mission, Tex. | 125.1 | 138 |
| Fort Pierce, Fla. | 123.8 | 139 |
| Trenton, N.J. | 123.6 | 140 |
| Corpus Christi, Tex. | 123.4 | 141 |
| Salinas - Seaside - Monterey, Cal. | 121.5 | 142 |
| Huntington - Ashland, W.Va.-Ky. | 120.9 | 143 |
| Eugene - Springfield, Ore. | 119.3 | 144 |
| Reno, Nev. | 118.8 | 145 |
| Visalia - Tulare - Porterville, Cal. | 115.9 | 146 |
| Salem, Ore. | 114.8 | 147 |
| Orange County, N.Y. | 114.5 | 148 |
| Utica - Rome, N.Y. | 114.3 | 149 |
| Hamilton - Middletown, Ohio | 113.6 | 150 |
| **Total Top 150** | **66,674.0** | |
| Montgomery, Ala. | 113.6 | 150 |
| Ann Arbor, Mich. | 112.1 | 152 |
| Rockford, Ill. | 112.0 | 153 |
| Evansville, Ind. | 111.9 | 154 |
| Macon - Warner Robins, Ga. | 110.8 | 155 |
| Huntsville, Ala. | 107.3 | 156 |
| Vancouver, Wash. | 107.0 | 157 |
| Bradenton, Fla. | 105.7 | 158 |
| Charleston, W.Va. | 102.8 | 159 |
| Erie, Pa. | 102.7 | 160 |
| Springfield, Mo. | 102.3 | 161 |
| Portland, Me. | 101.1 | 162 |
| Binghamton, N.Y. | 99.4 | 163 |
| Tallahassee, Fla. | 99.4 | 163 |
| Poughkeepsie, N.Y. | 97.3 | 165 |
| South Bend - Mishawaka, Ind. | 97.1 | 166 |
| Fayetteville, N.C. | 96.9 | 167 |
| New London - Norwich, Conn. | 96.8 | 168 |
| Boulder - Longmont, Colo. | 96.7 | 169 |
| Savannah, Ga. | 96.6 | 170 |
| Ocala, Fla. | 96.4 | 171 |
| Anchorage, Alas. | 95.4 | 172 |
| Lorain - Elyria, Ohio | 95.3 | 173 |
| Killeen - Temple, Tex. | 94.4 | 174 |
| Duluth, Minn. | 92.8 | 175 |
| Hickory - Morganton, N.C. | 92.0 | 176 |
| Columbus, Ga. | 91.1 | 177 |
| Roanoke, Va. | 90.9 | 178 |
| Johnstown, Pa. | 89.1 | 179 |
| Lincoln, Neb. | 88.4 | 180 |
| Kalamazoo, Mich. | 87.6 | 181 |
| Lubbock, Tex. | 87.2 | 182 |
| Gainesville, Fla. | 86.4 | 183 |
| Santa Cruz, Cal. | 86.1 | 184 |
| Niagara Falls, N.Y. | 86.0 | 185 |
| Fort Collins - Loveland, Colo. | 85.8 | 186 |
| Galveston - Texas City, Tex. | 85.4 | 187 |
| Boise, Ida. | 84.9 | 188 |
| Chico, Cal. | 84.8 | 189 |
| Bremerton, Wash. | 83.1 | 190 |
| Springfield, Ill. | 80.8 | 191 |
| Brownsville - Harlingen, Tex. | 80.1 | 192 |
| Provo - Orem, Utah | 80.0 | 193 |
| Lafayette, La. | 79.3 | 194 |
| Amarillo, Tex. | 76.8 | 195 |
| Naples, Fla. | 76.8 | 195 |
| Asheville, N.C. | 76.7 | 197 |
| Green Bay, Wisc. | 76.5 | 198 |
| Biloxi - Gulfport, Miss. | 74.4 | 199 |
| Fort Smith, Ark. | 74.3 | 200 |
| **Total Top 200** | **71,302.3** | |
| Waco, Tex. | 74.1 | 201 |
| Olympia, Wash. | 72.1 | 202 |
| St. Cloud, Minn. | 71.7 | 203 |
| Beaver County, Pa. | 70.9 | 204 |
| Yakima, Wash. | 69.7 | 205 |
| Redding, Cal. | 69.3 | 206 |
| Cedar Rapids, Iowa | 68.8 | 207 |
| Brazoria, Tex. | 68.4 | 208 |
| Topeka, Kans. | 67.8 | 209 |
| Medford, Ore. | 66.4 | 210 |
| Champaign - Urbana - Rantoul, Ill. | 65.7 | 211 |
| Racine, Wisc. | 65.7 | 211 |
| Merced, Cal. | 64.6 | 213 |
| Lake Charles, La. | 63.8 | 214 |
| Benton Harbor, Mich. | 63.4 | 215 |
| Longview - Marshall, Tex. | 63.2 | 216 |
| Fargo - Moorhead, N.D.-Minn. | 62.5 | 217 |
| Tyler, Tex. | 62.2 | 218 |
| Athens, Ga. | 62.1 | 219 |
| Houma - Thibodaux, La. | 61.6 | 220 |
| Muskegon, Mich. | 61.6 | 220 |
| Wheeling, W.Va. | 61.5 | 222 |
| Elkhart - Goshen, Ind. | 61.1 | 223 |
| Fort Walton Beach, Fla. | 60.8 | 224 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 60.3 | 225 |
| Tuscaloosa, Ala. | 59.8 | 226 |
| Richland - Kennewick - Pasco, Wash. | 59.0 | 227 |
| Anderson, S.C. | 58.8 | 228 |
| Parkersburg - Marietta, W.Va.-Ohio | 58.7 | 229 |
| Jackson, Mich. | 57.6 | 230 |
| Lima, Ohio | 57.6 | 230 |
| Bangor, Me. | 56.9 | 232 |
| Bellingham, Wash. | 56.8 | 233 |
| Panama City, Fla. | 56.3 | 234 |
| Burlington, Vt. | 55.4 | 235 |
| Battle Creek, Mich. | 55.2 | 236 |
| Joplin, Mo. | 55.2 | 236 |
| Steubenville - Weirton, Ohio-W.Va. | 54.7 | 238 |
| Las Cruces, N.M. | 54.4 | 239 |
| Eau Claire, Wisc. | 54.2 | 240 |
| Waterloo - Cedar Falls, Iowa | 53.6 | 241 |
| Janesville - Beloit, Wisc. | 53.4 | 242 |
| Yuba City, Cal. | 53.3 | 243 |
| Wilmington, N.C. | 52.9 | 244 |
| Pittsfield, Mass. | 52.7 | 245 |
| Lynchburg, Va. | 52.5 | 246 |
| Charlottesville, Va. | 52.4 | 247 |
| Sioux Falls, S.D. | 52.4 | 247 |
| Jamestown - Dunkirk, N.Y. | 52.3 | 249 |
| Florence, Ala. | 52.1 | 250 |
| **Total Top 250** | **74,319.8** | |
| Dothan, Ala. | 52.0 | 251 |
| Monroe, La. | 51.1 | 252 |
| Santa Fe, N.M. | 51.0 | 253 |
| Bloomington - Normal, Ill. | 50.6 | 254 |
| Greeley, Colo. | 50.6 | 254 |
| Kenosha, Wisc. | 50.6 | 254 |
| Altoona, Pa. | 50.4 | 257 |
| Mansfield, Ohio | 50.4 | 257 |
| Pueblo, Colo. | 50.2 | 259 |
| Anderson, Ind. | 49.8 | 260 |
| Fayetteville - Springdale, Ark. | 49.2 | 261 |
| Lafayette - West Lafayette, Ind. | 48.9 | 262 |
| Williamsport, Pa. | 47.9 | 263 |
| Terre Haute, Ind. | 47.8 | 264 |
| Alexandria, La. | 47.5 | 265 |
| Bryan - College Station, Tex. | 47.4 | 266 |
| Vineland - Millville - Bridgeton, N.J. | 47.1 | 267 |
| Glens Falls, N.Y. | 46.4 | 268 |
| Texarkana, Tex.-Ark. | 46.2 | 269 |
| Hagerstown, Md. | 45.8 | 270 |
| Wichita Falls, Tex. | 45.7 | 271 |
| Burlington, N.C. | 45.5 | 272 |
| Muncie, Ind. | 45.4 | 273 |
| Abilene, Tex. | 45.1 | 274 |
| State College, Pa. | 45.0 | 275 |
| Sharon, Pa. | 44.8 | 276 |
| Rochester, Minn. | 44.7 | 277 |
| Sioux City, Iowa | 44.7 | 277 |
| Columbia, Mo. | 44.6 | 279 |
| Billings, Mont. | 44.5 | 280 |
| Jacksonville, N.C. | 44.1 | 281 |
| Wausau, Wisc. | 44.1 | 281 |
| Decatur, Ill. | 43.8 | 283 |
| Anniston, Ala. | 43.7 | 284 |
| Lewiston - Auburn, Me. | 42.9 | 285 |
| Bloomington, Ind. | 42.8 | 286 |
| Florence, S.C. | 42.7 | 287 |
| Decatur, Ala. | 42.5 | 288 |
| Pascagoula, Miss. | 41.4 | 289 |
| Danville, Va. | 41.0 | 290 |
| Midland, Tex. | 41.0 | 290 |
| Sheboygan, Wisc. | 41.0 | 290 |
| Laredo, Tex. | 40.4 | 293 |
| Yuma, Ariz. | 40.4 | 293 |
| Cumberland, Md. | 40.3 | 295 |
| Odessa, Tex. | 40.3 | 295 |
| La Crosse, Wisc. | 39.8 | 297 |
| Gadsden, Ala. | 39.2 | 298 |
| Iowa City, Iowa | 39.2 | 298 |
| San Angelo, Tex. | 38.8 | 300 |
| Lawton, Okla. | 38.7 | 301 |
| Sherman - Denison, Tex. | 38.6 | 302 |
| Albany, Ga. | 38.5 | 303 |
| Kokomo, Ind. | 37.2 | 304 |
| Elmira, N.Y. | 36.0 | 305 |
| Rapid City, S.D. | 35.8 | 306 |
| Kankakee, Ill. | 34.5 | 307 |
| Owensboro, Ky. | 34.2 | 308 |
| Lawrence, Kans. | 33.8 | 309 |
| Bismarck, N.D. | 32.1 | 310 |
| St. Joseph, Mo. | 31.7 | 311 |
| Great Falls, Mont. | 31.5 | 312 |
| Jackson, Tenn. | 31.0 | 313 |
| Pine Bluff, Ark. | 30.8 | 314 |
| Dubuque, Iowa | 30.6 | 315 |
| Cheyenne, Wyo. | 30.1 | 316 |
| Grand Forks, N.D. | 27.1 | 317 |
| Victoria, Tex. | 26.7 | 318 |
| Casper, Wyo. | 23.5 | 319 |
| Enid, Okla. | 20.2 | 320 |
| **Total Above Areas** | **77,222.7** | |
| **Percent of U.S.** | **78.1005** | |
| **U.S. Total** | **98,876.1** | |

S&MM METRO MARKET RANKING

# 1996 EFFECTIVE BUYING INCOME (EBI)

| Area | ($000) | Rank |
|---|---|---|
| New York, N.Y. | 193,775,351 | 1 |
| Los Angeles - Long Beach, Cal. | 189,640,807 | 2 |
| Chicago, Ill. | 141,508,147 | 3 |
| Washington, D.C. | 117,388,367 | 4 |
| Philadelphia, Pa. | 115,292,000 | 5 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 91,242,875 | 6 |
| Detroit, Mich. | 91,241,351 | 7 |
| Houston, Tex. | 78,609,374 | 8 |
| Nassau - Suffolk, N.Y. | 71,689,977 | 9 |
| Atlanta, Ga. | 71,567,260 | 10 |
| Dallas, Tex. | 67,846,931 | 11 |
| Anaheim - Santa Ana, Cal. | 65,794,165 | 12 |
| Minneapolis - St. Paul, Minn. | 59,042,259 | 13 |
| Riverside - San Bernardino, Cal. | 56,530,602 | 14 |
| Oakland, Cal. | 55,456,536 | 15 |
| San Diego, Cal. | 54,364,829 | 16 |
| Seattle, Wash. | 52,408,193 | 17 |
| St. Louis, Mo. | 51,475,617 | 18 |
| Baltimore, Md. | 51,269,990 | 19 |
| Newark, N.J. | 48,508,394 | 20 |
| Phoenix, Ariz. | 46,208,006 | 21 |
| San Francisco, Cal. | 44,889,574 | 22 |
| Tampa - St. Petersburg - Clearwater, Fla. | 42,897,012 | 23 |
| Denver, Colo. | 40,926,947 | 24 |
| San Jose, Cal. | 40,116,325 | 25 |
| Pittsburgh, Pa. | 38,553,971 | 26 |
| Kansas City, Mo.-Kans. | 37,067,544 | 27 |
| Sacramento, Cal. | 36,406,286 | 28 |
| Bergen - Passaic, N.J. | 36,369,948 | 29 |
| Cleveland, Ohio | 36,231,899 | 30 |
| Miami - Hialeah, Fla. | 35,430,426 | 31 |
| Fort Worth - Arlington, Tex. | 34,716,086 | 32 |
| Middlesex - Somerset - Hunterdon, N.J. | 34,528,455 | 33 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 33,678,186 | 34 |
| Cincinnati, Ohio | 31,562,040 | 35 |
| Columbus, Ohio | 30,861,813 | 36 |
| Milwaukee, Wisc. | 30,706,702 | 37 |
| Hartford - New Britain - Middletown - Bristol, Conn. | 29,617,373 | 38 |
| Indianapolis, Ind. | 28,945,183 | 39 |
| Portland, Ore. | 28,945,080 | 40 |
| Norfolk - Virginia Beach - Newport News, Va. | 27,255,929 | 41 |
| Monmouth - Ocean, N.J. | 26,991,764 | 42 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | 26,820,246 | 43 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 26,240,059 | 44 |
| Orlando, Fla. | 25,884,886 | 45 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | 25,176,937 | 46 |
| New Orleans, La. | 24,029,489 | 47 |
| San Antonio, Tex. | 23,815,750 | 48 |
| Nashville, Tenn. | 23,030,188 | 49 |
| Honolulu, Haw. | 20,242,277 | 50 |
| **Total Top 50** | **2,692,799,406** | |
| Salt Lake City - Ogden, Utah | 20,192,321 | 51 |
| Memphis, Tenn. | 19,768,336 | 52 |
| Austin, Tex. | 19,678,650 | 53 |
| New Haven - Waterbury - Meriden, Conn. | 19,536,652 | 54 |
| Raleigh - Durham, N.C. | 19,313,702 | 55 |
| Lake County, Ill. | 19,250,674 | 56 |
| Jacksonville, Fla. | 19,246,182 | 57 |
| Dayton - Springfield, Ohio | 19,117,472 | 58 |
| Rochester, N.Y. | 18,995,401 | 59 |
| Las Vegas, Nev. | 18,866,599 | 60 |
| Louisville, Ky. | 18,789,613 | 61 |
| Richmond - Petersburg, Va. | 18,446,664 | 62 |
| Greensboro - Winston-Salem - High Point, N.C. | 18,289,348 | 63 |
| Albany - Schenectady - Troy, N.Y. | 17,992,431 | 64 |
| Birmingham, Ala. | 17,920,967 | 65 |
| Providence - Pawtucket - Woonsocket, R.I. | 17,735,838 | 66 |
| Oklahoma City, Okla. | 17,627,595 | 67 |
| Buffalo, N.Y. | 15,809,261 | 68 |
| Oxnard - Ventura, Cal. | 15,731,027 | 69 |
| Worcester - Fitchburg - Leominster, Mass. | 15,717,091 | 70 |
| Grand Rapids, Mich. | 14,930,978 | 71 |
| Allentown - Bethlehem - Easton, Pa. | 14,317,201 | 72 |
| Wilmington, Del. | 13,550,122 | 73 |
| Omaha, Neb. | 13,212,027 | 74 |
| Scranton - Wilkes-Barre, Pa. | 13,010,192 | 75 |
| Tulsa, Okla. | 12,844,863 | 76 |
| Harrisburg - Lebanon - Carlisle, Pa. | 12,700,706 | 77 |
| Akron, Ohio | 12,695,391 | 78 |
| Greenville - Spartanburg, S.C. | 12,636,886 | 79 |
| Fresno, Cal. | 12,423,339 | 80 |
| Tacoma, Wash. | 12,030,911 | 81 |
| Knoxville, Tenn. | 11,865,592 | 82 |
| Springfield, Mass. | 11,748,021 | 83 |
| Tucson, Ariz. | 11,622,928 | 84 |
| Jersey City, N.J. | 11,556,746 | 85 |
| Syracuse, N.Y. | 11,524,725 | 86 |
| Toledo, Ohio | 10,818,527 | 87 |
| Baton Rouge, La. | 10,723,354 | 88 |
| Bakersfield, Cal. | 10,642,276 | 89 |
| Albuquerque, N.M. | 10,204,912 | 90 |
| Little Rock - North Little Rock, Ark. | 10,161,246 | 91 |
| New Bedford - Fall River - Attleboro, Mass. | 9,939,286 | 92 |
| Melbourne - Titusville - Palm Bay, Fla. | 9,843,224 | 93 |
| Gary - Hammond, Ind. | 9,778,892 | 94 |
| Wichita, Kans. | 9,753,811 | 95 |
| Santa Rosa - Petaluma, Cal. | 9,701,874 | 96 |
| Trenton, N.J. | 9,693,392 | 97 |
| Vallejo - Fairfield - Napa, Cal. | 9,597,386 | 98 |
| Charleston, S.C. | 9,462,324 | 99 |
| Des Moines, Iowa | 9,241,110 | 100 |
| **Total Top 100** | **3,403,057,472** | |
| Manchester - Nashua, N.H. | 9,224,198 | 101 |
| Lancaster, Pa. | 9,215,513 | 102 |
| Aurora - Elgin, Ill. | 9,205,458 | 103 |
| Portsmouth - Dover - Rochester, N.H. | 8,958,166 | 104 |
| Columbia, S.C. | 8,932,259 | 105 |
| Joliet, Ill. | 8,849,183 | 106 |
| York, Pa. | 8,819,287 | 107 |
| Fort Myers - Cape Coral, Fla. | 8,809,866 | 108 |
| Madison, Wisc. | 8,794,828 | 109 |
| Stockton, Cal. | 8,739,761 | 110 |
| El Paso, Tex. | 8,704,726 | 111 |
| Lansing - East Lansing, Mich. | 8,609,668 | 112 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 8,512,464 | 113 |
| Colorado Springs, Colo. | 8,340,161 | 114 |
| Flint, Mich. | 8,282,682 | 115 |
| Mobile, Ala. | 8,103,715 | 116 |
| Lexington-Fayette, Ky. | 8,031,156 | 117 |
| Jackson, Miss. | 7,732,236 | 118 |
| Chattanooga, Tenn. | 7,506,398 | 119 |
| Youngstown - Warren, Ohio | 7,442,312 | 120 |
| Daytona Beach, Fla. | 7,408,245 | 121 |
| Fort Wayne, Ind. | 7,354,435 | 122 |
| Modesto, Cal. | 7,234,848 | 123 |
| Lakeland - Winter Haven, Fla. | 7,089,216 | 124 |
| Salinas - Seaside - Monterey, Cal. | 7,074,043 | 125 |
| Johnson City - Kingsport - Bristol, Tenn. | 7,050,222 | 126 |
| Orange County, N.Y. | 6,956,970 | 127 |
| Sarasota, Fla. | 6,849,304 | 128 |
| Anchorage, Alas. | 6,846,330 | 129 |
| Canton, Ohio | 6,832,379 | 130 |
| Atlantic City, N.J. | 6,816,750 | 131 |
| Reading, Pa. | 6,767,204 | 132 |
| Spokane, Wash. | 6,681,952 | 133 |
| Saginaw - Bay City - Midland, Mich. | 6,616,289 | 134 |
| Fort Pierce, Fla. | 6,501,531 | 135 |
| Pensacola, Fla. | 6,479,901 | 136 |
| Augusta, Ga. | 6,432,498 | 137 |
| Ann Arbor, Mich. | 6,326,220 | 138 |
| Reno, Nev. | 6,270,956 | 139 |
| Peoria, Ill. | 6,260,248 | 140 |
| Shreveport, La. | 6,201,299 | 141 |
| Huntsville, Ala. | 6,064,311 | 142 |
| Appleton - Oshkosh - Neenah, Wisc. | 6,051,942 | 143 |
| Boulder - Longmont, Colo. | 5,975,984 | 144 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 5,927,086 | 145 |
| Corpus Christi, Tex. | 5,843,884 | 146 |
| Poughkeepsie, N.Y. | 5,795,932 | 147 |
| Rockford, Ill. | 5,765,894 | 148 |
| New London - Norwich, Conn. | 5,715,753 | 149 |
| Beaumont - Port Arthur, Tex. | 5,649,441 | 150 |
| **Total Top 150** | **3,768,712,576** | |
| Hamilton - Middletown, Ohio | 5,608,408 | 151 |
| Montgomery, Ala. | 5,592,839 | 152 |
| Visalia - Tulare - Porterville, Cal. | 5,485,674 | 153 |
| Portland, Me. | 5,479,179 | 154 |
| Vancouver, Wash. | 5,417,357 | 155 |
| Naples, Fla. | 5,403,570 | 156 |
| Salem, Ore. | 5,288,878 | 157 |
| Santa Cruz, Cal. | 5,280,089 | 158 |
| Eugene - Springfield, Ore. | 5,211,696 | 159 |
| Evansville, Ind. | 5,180,818 | 160 |
| Utica - Rome, N.Y. | 5,080,942 | 161 |
| Macon - Warner Robins, Ga. | 4,931,128 | 162 |
| Erie, Pa. | 4,804,927 | 163 |
| Huntington - Ashland, W.Va.-Ky. | 4,786,075 | 164 |
| Charleston, W.Va. | 4,763,714 | 165 |
| Tallahassee, Fla. | 4,749,291 | 166 |
| South Bend - Mishawaka, Ind. | 4,728,249 | 167 |
| McAllen - Edinburg - Mission, Tex. | 4,719,960 | 168 |
| Lincoln, Neb. | 4,682,964 | 169 |
| Killeen - Temple, Tex. | 4,550,088 | 170 |
| Bradenton, Fla. | 4,544,668 | 171 |
| Kalamazoo, Mich. | 4,511,610 | 172 |
| Springfield, Mo. | 4,507,331 | 173 |
| Binghamton, N.Y. | 4,479,008 | 174 |
| Boise, Ida. | 4,428,617 | 175 |
| Bremerton, Wash. | 4,370,154 | 176 |
| Springfield, Ill. | 4,345,057 | 177 |
| Fayetteville, N.C. | 4,105,598 | 178 |
| Savannah, Ga. | 4,081,803 | 179 |
| Fort Collins - Loveland, Colo. | 4,021,975 | 180 |
| Roanoke, Va. | 3,990,217 | 181 |
| Green Bay, Wisc. | 3,961,820 | 182 |
| Provo - Orem, Utah | 3,937,099 | 183 |
| Lorain - Elyria, Ohio | 3,916,574 | 184 |
| Hickory - Morganton, N.C. | 3,884,030 | 185 |
| Lubbock, Tex. | 3,858,566 | 186 |
| Galveston - Texas City, Tex. | 3,776,189 | 187 |
| Duluth, Minn. | 3,729,326 | 188 |
| Cedar Rapids, Iowa | 3,724,923 | 189 |
| Niagara Falls, N.Y. | 3,712,313 | 190 |
| Gainesville, Fla. | 3,648,200 | 191 |
| Columbus, Ga. | 3,634,956 | 192 |
| Lafayette, La. | 3,613,285 | 193 |
| Olympia, Wash. | 3,585,977 | 194 |
| Racine, Wisc. | 3,571,004 | 195 |
| Amarillo, Tex. | 3,498,315 | 196 |
| Ocala, Fla. | 3,490,820 | 197 |
| Brazoria, Tex. | 3,478,933 | 198 |
| Topeka, Kans. | 3,457,614 | 199 |
| Waco, Tex. | 3,350,669 | 200 |
| **Total Top 200** | **3,987,675,073** | |
| Asheville, N.C. | 3,322,415 | 201 |
| St. Cloud, Minn. | 3,279,688 | 202 |
| Chico, Cal. | 3,220,840 | 203 |
| Champaign - Urbana - Rantoul, Ill. | 3,196,695 | 204 |
| Burlington, Vt. | 3,196,042 | 205 |
| Johnstown, Pa. | 3,146,546 | 206 |
| Elkhart - Goshen, Ind. | 3,089,667 | 207 |
| Fargo - Moorhead, N.D.-Minn. | 3,087,785 | 208 |
| Lake Charles, La. | 3,087,638 | 209 |
| Bloomington - Normal, Ill. | 3,080,028 | 210 |
| Biloxi - Gulfport, Miss. | 3,071,434 | 211 |
| Benton Harbor, Mich. | 3,003,436 | 212 |
| Santa Fe, N.M. | 2,999,248 | 213 |
| Brownsville - Harlingen, Tex. | 2,968,286 | 214 |
| Fort Smith, Ark. | 2,926,500 | 215 |
| Sioux Falls, S.D. | 2,893,207 | 216 |
| Tyler, Tex. | 2,877,848 | 217 |
| Merced, Cal. | 2,871,413 | 218 |
| Yakima, Wash. | 2,867,039 | 219 |
| Fort Walton Beach, Fla. | 2,836,825 | 220 |
| Longview - Marshall, Tex. | 2,826,267 | 221 |
| Richland - Kennewick - Pasco, Wash. | 2,824,236 | 222 |
| Beaver County, Pa. | 2,816,486 | 223 |
| Jackson, Mich. | 2,808,299 | 224 |
| Bellingham, Wash. | 2,796,681 | 225 |
| Houma - Thibodaux, La. | 2,794,202 | 226 |
| Redding, Cal. | 2,743,176 | 227 |
| Medford, Ore. | 2,709,951 | 228 |
| Muskegon, Mich. | 2,707,002 | 229 |
| Tuscaloosa, Ala. | 2,692,576 | 230 |
| Pittsfield, Mass. | 2,688,499 | 231 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 2,685,471 | 232 |
| Charlottesville, Va. | 2,683,917 | 233 |
| Lafayette - West Lafayette, Ind. | 2,643,409 | 234 |
| Parkersburg - Marietta, W.Va.-Ohio | 2,598,048 | 235 |
| Bangor, Me. | 2,571,935 | 236 |
| Anderson, S.C. | 2,495,730 | 237 |
| Wilmington, N.C. | 2,481,794 | 238 |
| Battle Creek, Mich. | 2,470,037 | 239 |
| Athens, Ga. | 2,431,014 | 240 |
| Wheeling, W.Va. | 2,430,298 | 241 |
| Eau Claire, Wisc. | 2,427,651 | 242 |
| Lima, Ohio | 2,421,484 | 243 |
| Panama City, Fla. | 2,409,935 | 244 |
| Waterloo - Cedar Falls, Iowa | 2,354,858 | 245 |
| Greeley, Colo. | 2,354,196 | 246 |
| Vineland - Millville - Bridgeton, N.J. | 2,342,620 | 247 |
| Steubenville - Weirton, Ohio-W.Va. | 2,341,960 | 248 |
| Rochester, Minn. | 2,322,145 | 249 |
| Jacksonville, N.C. | 2,319,029 | 250 |
| **Total Top 250** | **4,125,890,559** | |
| Dothan, Ala. | 2,315,013 | 251 |
| Janesville - Beloit, Wisc. | 2,299,930 | 252 |
| Iowa City, Iowa | 2,275,338 | 253 |
| Monroe, La. | 2,271,351 | 254 |
| Midland, Tex. | 2,214,867 | 255 |
| Mansfield, Ohio | 2,188,046 | 256 |
| Yuba City, Cal. | 2,169,843 | 257 |
| Billings, Mont. | 2,156,586 | 258 |
| Sioux City, Iowa | 2,155,326 | 259 |
| Glens Falls, N.Y. | 2,140,340 | 260 |
| Wausau, Wisc. | 2,138,861 | 261 |
| Columbia, Mo. | 2,138,193 | 262 |
| Alexandria, La. | 2,137,286 | 263 |
| Burlington, N.C. | 2,130,956 | 264 |
| Terre Haute, Ind. | 2,127,227 | 265 |
| State College, Pa. | 2,109,359 | 266 |
| Abilene, Tex. | 2,107,579 | 267 |
| Kenosha, Wisc. | 2,083,430 | 268 |
| Joplin, Mo. | 2,077,830 | 269 |
| Muncie, Ind. | 2,069,576 | 270 |
| Altoona, Pa. | 2,057,739 | 271 |
| Decatur, Ala. | 2,048,684 | 272 |
| Williamsport, Pa. | 2,032,047 | 273 |
| Florence, Ala. | 2,013,485 | 274 |
| Wichita Falls, Tex. | 2,006,482 | 275 |
| Lynchburg, Va. | 1,995,522 | 276 |
| Fayetteville - Springdale, Ark. | 1,986,754 | 277 |
| Lewiston - Auburn, Me. | 1,954,415 | 278 |
| Texarkana, Tex.-Ark. | 1,942,874 | 279 |
| Decatur, Ill. | 1,941,200 | 280 |
| Sharon, Pa. | 1,926,685 | 281 |
| Anderson, Ind. | 1,926,324 | 282 |
| Las Cruces, N.M. | 1,916,127 | 283 |
| Florence, S.C. | 1,876,137 | 284 |
| Bryan - College Station, Tex. | 1,866,870 | 285 |
| San Angelo, Tex. | 1,866,183 | 286 |
| Rapid City, S.D. | 1,850,044 | 287 |
| Pueblo, Colo. | 1,839,234 | 288 |
| Hagerstown, Md. | 1,820,218 | 289 |
| Anniston, Ala. | 1,808,686 | 290 |
| Sheboygan, Wisc. | 1,805,860 | 291 |
| Odessa, Tex. | 1,789,500 | 292 |
| Lawton, Okla. | 1,764,506 | 293 |
| Bloomington, Ind. | 1,729,133 | 294 |
| La Crosse, Wisc. | 1,676,344 | 295 |
| Yuma, Ariz. | 1,658,941 | 296 |
| Sherman - Denison, Tex. | 1,632,351 | 297 |
| Owensboro, Ky. | 1,626,347 | 298 |
| Kokomo, Ind. | 1,618,161 | 299 |
| Jamestown - Dunkirk, N.Y. | 1,614,692 | 300 |
| Bismarck, N.D. | 1,597,756 | 301 |
| Elmira, N.Y. | 1,591,267 | 302 |
| Kankakee, Ill. | 1,567,863 | 303 |
| Pascagoula, Miss. | 1,565,343 | 304 |
| Cheyenne, Wyo. | 1,562,094 | 305 |
| Laredo, Tex. | 1,550,854 | 306 |
| Lawrence, Kans. | 1,507,797 | 307 |
| Danville, Va. | 1,463,392 | 308 |
| Dubuque, Iowa | 1,431,722 | 309 |
| Jackson, Tenn. | 1,408,628 | 310 |
| Albany, Ga. | 1,388,258 | 311 |
| Cumberland, Md. | 1,385,703 | 312 |
| Great Falls, Mont. | 1,373,495 | 313 |
| Grand Forks, N.D. | 1,304,948 | 314 |
| Gadsden, Ala. | 1,302,907 | 315 |
| St. Joseph, Mo. | 1,291,363 | 316 |
| Victoria, Tex. | 1,222,802 | 317 |
| Casper, Wyo. | 1,197,445 | 318 |
| Pine Bluff, Ark. | 1,185,117 | 319 |
| Enid, Okla. | 756,701 | 320 |
| **Total Above Areas** | **4,252,444,496** | |
| **Percent of U.S.** | **82.8198** | |
| **U.S. Total** | **5,134,572,789** | |

# 1996 AVERAGE HOUSEHOLD EBI

| Area | ($) | Rank |
|---|---|---|
| Lake County, Ill. | 96,109 | 1 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | 89,163 | 2 |
| Middlesex - Somerset - Hunterdon, N.J. | 86,624 | 3 |
| Bergen - Passaic, N.J. | 79,445 | 4 |
| Trenton, N.J. | 78,426 | 5 |
| Nassau - Suffolk, N.Y. | 77,553 | 6 |
| Newark, N.J. | 75,079 | 7 |
| San Jose, Cal. | 72,780 | 8 |
| Washington, D.C. | 72,507 | 9 |
| Anchorage, Alas. | 71,764 | 10 |
| Anaheim - Santa Ana, Cal. | 70,489 | 11 |
| Naples, Fla. | 70,359 | 12 |
| Honolulu, Haw. | 69,753 | 13 |
| Oxnard - Ventura, Cal. | 68,070 | 14 |
| Hartford - New Britain - Middletown - Bristol, Conn. | 67,205 | 15 |
| Monmouth - Ocean, N.J. | 66,878 | 16 |
| Aurora - Elgin, Ill. | 66,562 | 17 |
| San Francisco, Cal. | 66,287 | 18 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 65,384 | 19 |
| Manchester - Nashua, N.H. | 64,550 | 20 |
| Oakland, Cal. | 64,305 | 21 |
| Joliet, Ill. | 63,073 | 22 |
| Portsmouth - Dover - Rochester, N.H. | 62,166 | 23 |
| Chicago, Ill. | 62,021 | 24 |
| Houston, Tex. | 61,800 | 25 |
| Boulder - Longmont, Colo. | 61,799 | 26 |
| Dallas, Tex. | 61,679 | 27 |
| New Haven - Waterbury - Meriden, Conn. | 61,649 | 28 |
| Santa Cruz, Cal. | 61,325 | 29 |
| Philadelphia, Pa. | 61,322 | 30 |
| Bloomington - Normal, Ill. | 60,870 | 31 |
| Orange County, N.Y. | 60,760 | 32 |
| Seattle, Wash. | 60,518 | 33 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 60,372 | 34 |
| Poughkeepsie, N.Y. | 59,568 | 35 |
| Fort Worth - Arlington, Tex. | 59,142 | 36 |
| New London - Norwich, Conn. | 59,047 | 37 |
| Santa Fe, N.M. | 58,809 | 38 |
| New York, N.Y. | 58,761 | 39 |
| Los Angeles - Long Beach, Cal. | 58,616 | 40 |
| Salinas - Seaside - Monterey, Cal. | 58,223 | 41 |
| Wilmington, Del. | 58,130 | 42 |
| Jersey City, N.J. | 58,074 | 43 |
| Iowa City, Iowa | 58,044 | 44 |
| Denver, Colo. | 57,970 | 45 |
| Burlington, Vt. | 57,690 | 46 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 57,481 | 47 |
| Madison, Wisc. | 57,333 | 48 |
| Worcester - Fitchburg - Leominster, Mass. | 56,781 | 49 |
| Raleigh - Durham, N.C. | 56,622 | 50 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 56,621 | 51 |
| Huntsville, Ala. | 56,517 | 52 |
| Ann Arbor, Mich. | 56,434 | 53 |
| Atlanta, Ga. | 56,370 | 54 |
| Minneapolis - St. Paul, Minn. | 55,996 | 55 |
| Indianapolis, Ind. | 55,987 | 56 |
| Kansas City, Mo.-Kans. | 55,875 | 57 |
| Santa Rosa - Petaluma, Cal. | 55,503 | 58 |
| Des Moines, Iowa | 55,237 | 59 |
| San Diego, Cal. | 55,232 | 60 |
| Sioux Falls, S.D. | 55,214 | 61 |
| Cincinnati, Ohio | 55,111 | 62 |
| Lexington-Fayette, Ky. | 54,933 | 63 |
| Detroit, Mich. | 54,932 | 64 |
| Columbus, Ohio | 54,826 | 65 |
| Austin, Tex. | 54,466 | 66 |
| Grand Rapids, Mich. | 54,453 | 67 |
| Milwaukee, Wisc. | 54,425 | 68 |
| Racine, Wisc. | 54,353 | 69 |
| Sacramento, Cal. | 54,241 | 70 |
| Portland, Me. | 54,196 | 71 |
| Cedar Rapids, Iowa | 54,141 | 72 |
| Omaha, Neb. | 54,103 | 73 |
| Lafayette - West Lafayette, Ind. | 54,057 | 74 |
| Midland, Tex. | 54,021 | 75 |
| Baltimore, Md. | 54,008 | 76 |
| Springfield, Ill. | 53,775 | 77 |
| Nashville, Tenn. | 53,646 | 78 |
| Baton Rouge, La. | 53,563 | 79 |
| Lancaster, Pa. | 53,547 | 80 |
| Portland, Ore. | 53,032 | 81 |
| Lincoln, Neb. | 52,975 | 82 |
| St. Louis, Mo. | 52,888 | 83 |
| Orlando, Fla. | 52,826 | 84 |
| Reno, Nev. | 52,786 | 85 |
| Harrisburg - Lebanon - Carlisle, Pa. | 52,744 | 86 |
| Vallejo - Fairfield - Napa, Cal. | 52,617 | 87 |
| Bremerton, Wash. | 52,589 | 88 |
| Jacksonville, N.C. | 52,586 | 89 |
| Fort Pierce, Fla. | 52,516 | 90 |
| Boise, Ida. | 52,163 | 91 |
| Lansing - East Lansing, Mich. | 52,148 | 92 |
| Riverside - San Bernardino, Cal. | 51,992 | 93 |
| Rochester, Minn. | 51,950 | 94 |
| Springfield, Mass. | 51,913 | 95 |
| Cheyenne, Wyo. | 51,897 | 96 |
| Green Bay, Wisc. | 51,788 | 97 |
| Jackson, Miss. | 51,721 | 98 |
| Salt Lake City - Ogden, Utah | 51,682 | 99 |
| Rapid City, S.D. | 51,677 | 100 |
| York, Pa. | 51,635 | 101 |
| Flint, Mich. | 51,509 | 102 |
| Kalamazoo, Mich. | 51,502 | 103 |
| Rockford, Ill. | 51,481 | 104 |
| New Bedford - Fall River - Attleboro, Mass. | 51,286 | 105 |
| Charlottesville, Va. | 51,220 | 106 |
| Atlantic City, N.J. | 51,215 | 107 |
| Wichita, Kans. | 51,121 | 108 |
| Columbia, S.C. | 51,071 | 109 |
| Pittsfield, Mass. | 51,015 | 110 |
| Fort Myers - Cape Coral, Fla. | 51,013 | 111 |
| Topeka, Kans. | 50,997 | 112 |
| Casper, Wyo. | 50,955 | 113 |
| Albany - Schenectady - Troy, N.Y. | 50,884 | 114 |
| Brazoria, Tex. | 50,862 | 115 |
| Memphis, Tenn. | 50,818 | 116 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | 50,791 | 117 |
| Cleveland, Ohio | 50,738 | 118 |
| New Orleans, La. | 50,738 | 118 |
| Richmond - Petersburg, Va. | 50,678 | 120 |
| Vancouver, Wash. | 50,630 | 121 |
| Elkhart - Goshen, Ind. | 50,567 | 122 |
| Allentown - Bethlehem - Easton, Pa. | 50,395 | 123 |
| Melbourne - Titusville - Palm Bay, Fla. | 50,246 | 124 |
| Providence - Pawtucket - Woonsocket, R.I. | 50,186 | 125 |
| Dayton - Springfield, Ohio | 50,164 | 126 |
| Tacoma, Wash. | 50,025 | 127 |
| Fort Wayne, Ind. | 49,962 | 128 |
| Louisville, Ky. | 49,813 | 129 |
| Bismarck, N.D. | 49,774 | 130 |
| Vineland - Millville - Bridgeton, N.J. | 49,737 | 131 |
| Olympia, Wash. | 49,736 | 132 |
| Rochester, N.Y. | 49,493 | 133 |
| Akron, Ohio | 49,418 | 134 |
| Las Vegas, Nev. | 49,415 | 135 |
| Fargo - Moorhead, N.D.-Minn. | 49,405 | 136 |
| Hamilton - Middletown, Ohio | 49,370 | 137 |
| Birmingham, Ala. | 49,342 | 138 |
| Jacksonville, Fla. | 49,261 | 139 |
| Bellingham, Wash. | 49,237 | 140 |
| Montgomery, Ala. | 49,233 | 141 |
| Provo - Orem, Utah | 49,214 | 142 |
| Stockton, Cal. | 49,045 | 143 |
| Reading, Pa. | 49,002 | 144 |
| Jackson, Mich. | 48,755 | 145 |
| South Bend - Mishawaka, Ind. | 48,695 | 146 |
| Champaign - Urbana - Rantoul, Ill. | 48,656 | 147 |
| Little Rock - North Little Rock, Ark. | 48,502 | 148 |
| Wausau, Wisc. | 48,500 | 149 |
| Billings, Mont. | 48,463 | 150 |
| Modesto, Cal. | 48,458 | 151 |
| Lake Charles, La. | 48,396 | 152 |
| Norfolk - Virginia Beach - Newport News, Va. | 48,386 | 153 |
| Appleton - Oshkosh - Neenah, Wisc. | 48,223 | 154 |
| Sioux City, Iowa | 48,218 | 155 |
| Decatur, Ala. | 48,204 | 156 |
| Killeen - Temple, Tex. | 48,200 | 157 |
| Grand Forks, N.D. | 48,153 | 158 |
| Sarasota, Fla. | 48,133 | 159 |
| San Angelo, Tex. | 48,098 | 160 |
| Peoria, Ill. | 47,971 | 161 |
| Columbia, Mo. | 47,942 | 162 |
| Phoenix, Ariz. | 47,894 | 163 |
| Pittsburgh, Pa. | 47,881 | 164 |
| Richland - Kennewick - Pasco, Wash. | 47,868 | 165 |
| Greenville - Spartanburg, S.C. | 47,831 | 166 |
| Tallahassee, Fla. | 47,780 | 167 |
| Colorado Springs, Colo. | 47,740 | 168 |
| Bakersfield, Cal. | 47,638 | 169 |
| Owensboro, Ky. | 47,554 | 170 |
| Charleston, S.C. | 47,525 | 171 |
| Benton Harbor, Mich. | 47,373 | 172 |
| Corpus Christi, Tex. | 47,357 | 173 |
| Visalia - Tulare - Porterville, Cal. | 47,331 | 174 |
| Shreveport, La. | 47,230 | 175 |
| Miami - Hialeah, Fla. | 47,077 | 176 |
| Wilmington, N.C. | 46,915 | 177 |
| Fort Collins - Loveland, Colo. | 46,876 | 178 |
| State College, Pa. | 46,875 | 179 |
| Burlington, N.C. | 46,834 | 180 |
| Dubuque, Iowa | 46,788 | 181 |
| Erie, Pa. | 46,786 | 182 |
| Abilene, Tex. | 46,731 | 183 |
| Fort Walton Beach, Fla. | 46,658 | 184 |
| Greeley, Colo. | 46,526 | 185 |
| Charleston, W.Va. | 46,340 | 186 |
| Syracuse, N.Y. | 46,303 | 187 |
| Evansville, Ind. | 46,299 | 188 |
| Tyler, Tex. | 46,268 | 189 |
| Albuquerque, N.M. | 46,218 | 190 |
| Glens Falls, N.Y. | 46,128 | 191 |
| Salem, Ore. | 46,070 | 192 |
| Knoxville, Tenn. | 46,062 | 193 |
| Oklahoma City, Okla. | 46,013 | 194 |
| Pensacola, Fla. | 45,827 | 195 |
| Victoria, Tex. | 45,798 | 196 |
| St. Cloud, Minn. | 45,742 | 197 |
| Fresno, Cal. | 45,607 | 198 |
| Lawton, Okla. | 45,594 | 199 |
| Muncie, Ind. | 45,585 | 200 |
| Lafayette, La. | 45,565 | 201 |
| Lewiston - Auburn, Me. | 45,557 | 202 |
| Amarillo, Tex. | 45,551 | 203 |
| Kankakee, Ill. | 45,445 | 204 |
| Jackson, Tenn. | 45,440 | 205 |
| Houma - Thibodaux, La. | 45,360 | 206 |
| Waco, Tex. | 45,218 | 207 |
| Bangor, Me. | 45,201 | 208 |
| San Antonio, Tex. | 45,157 | 209 |
| Greensboro - Winston-Salem - High Point, N.C. | 45,125 | 210 |
| Gary - Hammond, Ind. | 45,106 | 211 |
| Binghamton, N.Y. | 45,060 | 212 |
| Tuscaloosa, Ala. | 45,026 | 213 |
| Alexandria, La. | 44,995 | 214 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 44,800 | 215 |
| Eau Claire, Wisc. | 44,791 | 216 |
| Scranton - Wilkes-Barre, Pa. | 44,786 | 217 |
| Canton, Ohio | 44,773 | 218 |
| Battle Creek, Mich. | 44,747 | 219 |
| Toledo, Ohio | 44,742 | 220 |
| Longview - Marshall, Tex. | 44,719 | 221 |
| Lawrence, Kans. | 44,609 | 222 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 44,535 | 223 |
| Dothan, Ala. | 44,519 | 224 |
| Macon - Warner Robins, Ga. | 44,505 | 225 |
| Terre Haute, Ind. | 44,503 | 226 |
| Utica - Rome, N.Y. | 44,453 | 227 |
| Merced, Cal. | 44,449 | 228 |
| Monroe, La. | 44,449 | 228 |
| Odessa, Tex. | 44,404 | 230 |
| Spokane, Wash. | 44,369 | 231 |
| Decatur, Ill. | 44,320 | 232 |
| Tulsa, Okla. | 44,293 | 233 |
| Parkersburg - Marietta, W.Va.-Ohio | 44,260 | 234 |
| Lubbock, Tex. | 44,250 | 235 |
| Galveston - Texas City, Tex. | 44,218 | 236 |
| Elmira, N.Y. | 44,202 | 237 |
| Tampa - St. Petersburg - Clearwater, Fla. | 44,169 | 238 |
| Springfield, Mo. | 44,060 | 239 |
| Sheboygan, Wisc. | 44,045 | 240 |
| Muskegon, Mich. | 43,945 | 241 |
| Florence, S.C. | 43,938 | 242 |
| Waterloo - Cedar Falls, Iowa | 43,934 | 243 |
| Wichita Falls, Tex. | 43,906 | 244 |
| Saginaw - Bay City - Midland, Mich. | 43,904 | 245 |
| Roanoke, Va. | 43,897 | 246 |
| Eugene - Springfield, Ore. | 43,686 | 247 |
| Great Falls, Mont. | 43,603 | 248 |
| Kokomo, Ind. | 43,499 | 249 |
| Mobile, Ala. | 43,428 | 250 |
| Mansfield, Ohio | 43,414 | 251 |
| Asheville, N.C. | 43,317 | 252 |
| Niagara Falls, N.Y. | 43,166 | 253 |
| Janesville - Beloit, Wisc. | 43,070 | 254 |
| Chattanooga, Tenn. | 43,017 | 255 |
| Sharon, Pa. | 43,006 | 256 |
| Bradenton, Fla. | 42,996 | 257 |
| Beaumont - Port Arthur, Tex. | 42,929 | 258 |
| Steubenville - Weirton, Ohio-W.Va. | 42,815 | 259 |
| Panama City, Fla. | 42,805 | 260 |
| Anderson, S.C. | 42,444 | 261 |
| Williamsport, Pa. | 42,423 | 262 |
| Fayetteville, N.C. | 42,369 | 263 |
| Sherman - Denison, Tex. | 42,289 | 264 |
| Savannah, Ga. | 42,255 | 265 |
| Gainesville, Fla. | 42,225 | 266 |
| Hickory - Morganton, N.C. | 42,218 | 267 |
| La Crosse, Wisc. | 42,119 | 268 |
| Buffalo, N.Y. | 42,079 | 269 |
| Augusta, Ga. | 42,070 | 270 |
| Texarkana, Tex.-Ark. | 42,054 | 271 |
| El Paso, Tex. | 42,052 | 272 |
| Lima, Ohio | 42,040 | 273 |
| Anniston, Ala. | 41,389 | 274 |
| Biloxi - Gulfport, Miss. | 41,283 | 275 |
| Kenosha, Wisc. | 41,175 | 276 |
| Yakima, Wash. | 41,134 | 277 |
| Lorain - Elyria, Ohio | 41,097 | 278 |
| Yuma, Ariz. | 41,063 | 279 |
| Altoona, Pa. | 40,828 | 280 |
| Medford, Ore. | 40,813 | 281 |
| St. Joseph, Mo. | 40,737 | 282 |
| Yuba City, Cal. | 40,710 | 283 |
| Daytona Beach, Fla. | 40,682 | 284 |
| Bloomington, Ind. | 40,400 | 285 |
| Fayetteville - Springdale, Ark. | 40,381 | 286 |
| Lakeland - Winter Haven, Fla. | 40,371 | 287 |
| Duluth, Minn. | 40,187 | 288 |
| Johnson City - Kingsport - Bristol, Tenn. | 40,035 | 289 |
| Youngstown - Warren, Ohio | 39,905 | 290 |
| Columbus, Ga. | 39,901 | 291 |
| Hagerstown, Md. | 39,743 | 292 |
| Beaver County, Pa. | 39,725 | 293 |
| Huntington - Ashland, W.Va.-Ky. | 39,587 | 294 |
| Redding, Cal. | 39,584 | 295 |
| Wheeling, W.Va. | 39,517 | 296 |
| Fort Smith, Ark. | 39,388 | 297 |
| Bryan - College Station, Tex. | 39,385 | 298 |
| Athens, Ga. | 39,147 | 299 |
| Anderson, Ind. | 38,681 | 300 |
| Florence, Ala. | 38,647 | 301 |
| Tucson, Ariz. | 38,640 | 302 |
| Pine Bluff, Ark. | 38,478 | 303 |
| Laredo, Tex. | 38,387 | 304 |
| Lynchburg, Va. | 38,010 | 305 |
| Chico, Cal. | 37,982 | 306 |
| Pascagoula, Miss. | 37,810 | 307 |
| McAllen - Edinburg - Mission, Tex. | 37,729 | 308 |
| Joplin, Mo. | 37,642 | 309 |
| Enid, Okla. | 37,460 | 310 |
| Brownsville - Harlingen, Tex. | 37,057 | 311 |
| Pueblo, Colo. | 36,638 | 312 |
| Ocala, Fla. | 36,212 | 313 |
| Albany, Ga. | 36,059 | 314 |
| Danville, Va. | 35,692 | 315 |
| Johnstown, Pa. | 35,315 | 316 |
| Las Cruces, N.M. | 35,223 | 317 |
| Cumberland, Md. | 34,385 | 318 |
| Gadsden, Ala. | 33,237 | 319 |
| Jamestown - Dunkirk, N.Y. | 30,874 | 320 |
| **Average Above Areas** | **55,067** | |
| **U.S. Average** | **51,929** | |

# 1996 TOTAL RETAIL SALES

| Area | ($000) | Rank |
|---|---|---|
| Los Angeles - Long Beach, Cal. | 86,066,771 | 1 |
| Chicago, Ill. | 63,645,404 | 2 |
| New York, N.Y. | 61,378,888 | 3 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 44,661,482 | 4 |
| Philadelphia, Pa. | 43,601,079 | 5 |
| Detroit, Mich. | 42,047,745 | 6 |
| Washington, D.C. | 40,911,701 | 7 |
| Dallas, Tex. | 37,248,562 | 8 |
| Houston, Tex. | 35,587,346 | 9 |
| Nassau - Suffolk, N.Y. | 32,850,986 | 10 |
| Atlanta, Ga. | 32,377,147 | 11 |
| Minneapolis - St. Paul, Minn. | 32,001,724 | 12 |
| Phoenix, Ariz. | 26,369,677 | 13 |
| Anaheim - Santa Ana, Cal. | 25,785,455 | 14 |
| Seattle, Wash. | 25,400,980 | 15 |
| Tampa - St. Petersburg - Clearwater, Fla. | 24,573,869 | 16 |
| San Diego, Cal. | 24,472,894 | 17 |
| St. Louis, Mo. | 24,146,435 | 18 |
| Riverside - San Bernardino, Cal. | 23,155,605 | 19 |
| Baltimore, Md. | 21,904,004 | 20 |
| Oakland, Cal. | 21,700,180 | 21 |
| San Francisco, Cal. | 20,865,878 | 22 |
| Miami - Hialeah, Fla. | 20,733,023 | 23 |
| Denver, Colo. | 19,847,535 | 24 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 19,087,907 | 25 |
| Cleveland, Ohio | 18,473,649 | 26 |
| Kansas City, Mo.-Kans. | 17,558,826 | 27 |
| Fort Worth - Arlington, Tex. | 17,423,286 | 28 |
| Portland, Ore. | 17,295,401 | 29 |
| Newark, N.J. | 16,667,738 | 30 |
| Sacramento, Cal. | 16,504,353 | 31 |
| Indianapolis, Ind. | 16,375,703 | 32 |
| Cincinnati, Ohio | 16,255,176 | 33 |
| Pittsburgh, Pa. | 16,052,888 | 34 |
| San Jose, Cal. | 15,947,415 | 35 |
| Columbus, Ohio | 15,771,598 | 36 |
| Orlando, Fla. | 15,736,255 | 37 |
| San Antonio, Tex. | 15,134,400 | 38 |
| Bergen - Passaic, N.J. | 14,894,287 | 39 |
| Milwaukee, Wisc. | 14,666,920 | 40 |
| New Orleans, La. | 13,909,614 | 41 |
| Norfolk - Virginia Beach - Newport News, Va. | 13,160,635 | 42 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 12,927,379 | 43 |
| Honolulu, Haw. | 12,461,053 | 44 |
| Jacksonville, Fla. | 11,892,997 | 45 |
| Nashville, Tenn. | 11,890,065 | 46 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | 11,530,433 | 47 |
| Middlesex - Somerset - Hunterdon, N.J. | 11,249,572 | 48 |
| Monmouth - Ocean, N.J. | 10,814,228 | 49 |
| Hartford - New Britain - Middletown - Bristol, Conn. | 10,648,799 | 50 |
| **Total Top 50** | **1,215,664,947** | |
| Louisville, Ky. | 10,299,054 | 51 |
| Austin, Tex. | 10,237,816 | 52 |
| Salt Lake City - Ogden, Utah | 10,097,882 | 53 |
| Dayton - Springfield, Ohio | 10,087,505 | 54 |
| Oklahoma City, Okla. | 9,979,179 | 55 |
| Greensboro - Winston-Salem - High Point, N.C. | 9,470,854 | 56 |
| Rochester, N.Y. | 9,213,311 | 57 |
| Buffalo, N.Y. | 9,113,592 | 58 |
| Albany - Schenectady - Troy, N.Y. | 8,887,342 | 59 |
| Memphis, Tenn. | 8,754,860 | 60 |
| Raleigh - Durham, N.C. | 8,742,929 | 61 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | 8,735,711 | 62 |
| Birmingham, Ala. | 8,450,206 | 63 |
| Richmond - Petersburg, Va. | 8,421,853 | 64 |
| Las Vegas, Nev. | 8,322,028 | 65 |
| New Haven - Waterbury - Meriden, Conn. | 7,700,205 | 66 |
| Grand Rapids, Mich. | 7,603,200 | 67 |
| Providence - Pawtucket - Woonsocket, R.I. | 7,585,718 | 68 |
| Worcester - Fitchburg - Leominster, Mass. | 7,292,078 | 69 |
| Tulsa, Okla. | 7,124,303 | 70 |
| Omaha, Neb. | 7,060,021 | 71 |
| Lake County, Ill. | 7,049,684 | 72 |
| Greenville - Spartanburg, S.C. | 7,014,541 | 73 |
| Oxnard - Ventura, Cal. | 6,855,452 | 74 |
| Knoxville, Tenn. | 6,843,847 | 75 |
| Scranton - Wilkes-Barre, Pa. | 6,696,316 | 76 |
| Toledo, Ohio | 6,581,249 | 77 |
| Tucson, Ariz. | 6,538,028 | 78 |
| Akron, Ohio | 6,483,313 | 79 |
| Fresno, Cal. | 6,470,126 | 80 |
| Harrisburg - Lebanon - Carlisle, Pa. | 6,336,151 | 81 |
| Allentown - Bethlehem - Easton, Pa. | 6,233,113 | 82 |
| Springfield, Mass. | 6,109,067 | 83 |
| Wilmington, Del. | 6,100,301 | 84 |
| Syracuse, N.Y. | 6,016,305 | 85 |
| Baton Rouge, La. | 5,914,155 | 86 |
| Tacoma, Wash. | 5,912,474 | 87 |
| Little Rock - North Little Rock, Ark. | 5,889,445 | 88 |
| New Bedford - Fall River - Attleboro, Mass. | 5,864,686 | 89 |
| El Paso, Tex. | 5,704,507 | 90 |
| Albuquerque, N.M. | 5,636,904 | 91 |
| Bakersfield, Cal. | 5,587,628 | 92 |
| Des Moines, Iowa | 5,512,430 | 93 |
| Wichita, Kans. | 5,297,171 | 94 |
| Columbia, S.C. | 5,286,892 | 95 |
| Gary - Hammond, Ind. | 5,225,034 | 96 |
| Youngstown - Warren, Ohio | 4,968,504 | 97 |
| Spokane, Wash. | 4,608,044 | 98 |
| Fort Myers - Cape Coral, Fla. | 4,595,225 | 99 |
| Lansing - East Lansing, Mich. | 4,543,665 | 100 |
| **Total Top 100** | **1,570,718,851** | |
| Daytona Beach, Fla. | 4,512,326 | 101 |
| Mobile, Ala. | 4,510,124 | 102 |
| Portsmouth - Dover - Rochester, N.H. | 4,464,414 | 103 |
| Charleston, S.C. | 4,461,294 | 104 |
| Santa Rosa - Petaluma, Cal. | 4,420,403 | 105 |
| Stockton, Cal. | 4,359,813 | 106 |
| Lakeland - Winter Haven, Fla. | 4,311,870 | 107 |
| Manchester - Nashua, N.H. | 4,204,659 | 108 |
| Colorado Springs, Colo. | 4,169,255 | 109 |
| Chattanooga, Tenn. | 4,161,993 | 110 |
| Lexington-Fayette, Ky. | 4,148,863 | 111 |
| Madison, Wisc. | 4,141,331 | 112 |
| Fort Wayne, Ind. | 4,141,124 | 113 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 4,130,903 | 114 |
| Melbourne - Titusville - Palm Bay, Fla. | 4,130,874 | 115 |
| Augusta, Ga. | 4,046,912 | 116 |
| Flint, Mich. | 4,028,115 | 117 |
| Jackson, Miss. | 4,024,678 | 118 |
| Jersey City, N.J. | 4,001,995 | 119 |
| Lancaster, Pa. | 3,997,761 | 120 |
| Sarasota, Fla. | 3,954,281 | 121 |
| St. Cloud, Minn. | 3,938,178 | 122 |
| Saginaw - Bay City - Midland, Mich. | 3,921,920 | 123 |
| Canton, Ohio | 3,897,545 | 124 |
| York, Pa. | 3,809,230 | 125 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 3,796,521 | 126 |
| Pensacola, Fla. | 3,773,106 | 127 |
| Reno, Nev. | 3,760,726 | 128 |
| Portland, Me. | 3,734,636 | 129 |
| Beaumont - Port Arthur, Tex. | 3,728,229 | 130 |
| Vallejo - Fairfield - Napa, Cal. | 3,697,057 | 131 |
| Atlantic City, N.J. | 3,693,011 | 132 |
| Peoria, Ill. | 3,639,438 | 133 |
| Shreveport, La. | 3,590,379 | 134 |
| Anchorage, Alas. | 3,543,591 | 135 |
| Aurora - Elgin, Ill. | 3,543,427 | 136 |
| Corpus Christi, Tex. | 3,524,775 | 137 |
| Trenton, N.J. | 3,502,562 | 138 |
| Johnson City - Kingsport - Bristol, Tenn. | 3,489,549 | 139 |
| Modesto, Cal. | 3,486,740 | 140 |
| Joliet, Ill. | 3,327,482 | 141 |
| Appleton - Oshkosh - Neenah, Wisc. | 3,285,714 | 142 |
| Poughkeepsie, N.Y. | 3,248,187 | 143 |
| McAllen - Edinburg - Mission, Tex. | 3,218,126 | 144 |
| Rockford, Ill. | 3,193,591 | 145 |
| Eugene - Springfield, Ore. | 3,161,255 | 146 |
| Reading, Pa. | 3,103,267 | 147 |
| Evansville, Ind. | 3,037,022 | 148 |
| Ann Arbor, Mich. | 3,020,394 | 149 |
| Salinas - Seaside - Monterey, Cal. | 2,975,657 | 150 |
| **Total Top 150** | **1,760,683,154** | |
| Springfield, Mo. | 2,887,372 | 151 |
| Orange County, N.Y. | 2,886,081 | 152 |
| Lubbock, Tex. | 2,853,965 | 153 |
| Macon - Warner Robins, Ga. | 2,852,621 | 154 |
| Fort Pierce, Fla. | 2,848,123 | 155 |
| Boulder - Longmont, Colo. | 2,828,921 | 156 |
| Montgomery, Ala. | 2,825,857 | 157 |
| South Bend - Mishawaka, Ind. | 2,821,535 | 158 |
| Salem, Ore. | 2,802,781 | 159 |
| Tallahassee, Fla. | 2,794,433 | 160 |
| Huntsville, Ala. | 2,691,958 | 161 |
| Amarillo, Tex. | 2,667,883 | 162 |
| Utica - Rome, N.Y. | 2,641,025 | 163 |
| Savannah, Ga. | 2,617,668 | 164 |
| Santa Cruz, Cal. | 2,581,926 | 165 |
| Roanoke, Va. | 2,579,302 | 166 |
| Gainesville, Fla. | 2,533,971 | 167 |
| Kalamazoo, Mich. | 2,524,364 | 168 |
| Lafayette, La. | 2,498,355 | 169 |
| Charleston, W.Va. | 2,498,099 | 170 |
| Huntington - Ashland, W.Va.-Ky. | 2,489,687 | 171 |
| Duluth, Minn. | 2,451,103 | 172 |
| Green Bay, Wisc. | 2,426,479 | 173 |
| Bradenton, Fla. | 2,386,516 | 174 |
| Visalia - Tulare - Porterville, Cal. | 2,374,663 | 175 |
| Binghamton, N.Y. | 2,353,362 | 176 |
| Lincoln, Neb. | 2,350,792 | 177 |
| Hamilton - Middletown, Ohio | 2,347,772 | 178 |
| Erie, Pa. | 2,335,327 | 179 |
| Naples, Fla. | 2,321,307 | 180 |
| Lorain - Elyria, Ohio | 2,293,247 | 181 |
| Terre Haute, Ind. | 2,246,045 | 182 |
| Boise, Ida. | 2,216,024 | 183 |
| Brownsville - Harlingen, Tex. | 2,215,402 | 184 |
| Galveston - Texas City, Tex. | 2,212,879 | 185 |
| Cedar Rapids, Iowa | 2,203,940 | 186 |
| Medford, Ore. | 2,196,143 | 187 |
| New London - Norwich, Conn. | 2,167,191 | 188 |
| Ocala, Fla. | 2,164,579 | 189 |
| Fort Collins - Loveland, Colo. | 2,164,032 | 190 |
| Vancouver, Wash. | 2,159,640 | 191 |
| Fayetteville, N.C. | 2,155,741 | 192 |
| Columbus, Ga. | 2,147,250 | 193 |
| Waco, Tex. | 2,129,461 | 194 |
| Fargo - Moorhead, N.D.-Minn. | 2,124,967 | 195 |
| Hickory - Morganton, N.C. | 2,050,329 | 196 |
| Longview - Marshall, Tex. | 2,044,965 | 197 |
| Tyler, Tex. | 1,988,484 | 198 |
| Killeen - Temple, Tex. | 1,985,077 | 199 |
| Sioux Falls, S.D. | 1,983,070 | 200 |
| **Total Top 200** | **1,881,604,868** | |
| Niagara Falls, N.Y. | 1,976,534 | 201 |
| Champaign - Urbana - Rantoul, Ill. | 1,923,095 | 202 |
| Topeka, Kans. | 1,917,557 | 203 |
| Fort Walton Beach, Fla. | 1,895,401 | 204 |
| Olympia, Wash. | 1,889,402 | 205 |
| Fort Smith, Ark. | 1,883,555 | 206 |
| Springfield, Ill. | 1,879,298 | 207 |
| Monroe, La. | 1,841,189 | 208 |
| Bremerton, Wash. | 1,834,829 | 209 |
| Yakima, Wash. | 1,808,352 | 210 |
| Lima, Ohio | 1,768,262 | 211 |
| Houma - Thibodaux, La. | 1,761,215 | 212 |
| Pittsfield, Mass. | 1,733,714 | 213 |
| Racine, Wisc. | 1,708,793 | 214 |
| Elkhart - Goshen, Ind. | 1,696,389 | 215 |
| Lake Charles, La. | 1,692,436 | 216 |
| Panama City, Fla. | 1,678,148 | 217 |
| Richland - Kennewick - Pasco, Wash. | 1,653,338 | 218 |
| Benton Harbor, Mich. | 1,648,206 | 219 |
| Asheville, N.C. | 1,646,755 | 220 |
| Brazoria, Tex. | 1,634,929 | 221 |
| Bellingham, Wash. | 1,631,008 | 222 |
| Bloomington - Normal, Ill. | 1,625,769 | 223 |
| Wilmington, N.C. | 1,625,507 | 224 |
| Battle Creek, Mich. | 1,606,482 | 225 |
| Rochester, Minn. | 1,585,642 | 226 |
| Biloxi - Gulfport, Miss. | 1,578,586 | 227 |
| Billings, Mont. | 1,578,470 | 228 |
| Chico, Cal. | 1,566,449 | 229 |
| Lafayette - West Lafayette, Ind. | 1,560,879 | 230 |
| Johnstown, Pa. | 1,560,440 | 231 |
| Jackson, Mich. | 1,544,565 | 232 |
| Redding, Cal. | 1,537,109 | 233 |
| Provo - Orem, Utah | 1,533,101 | 234 |
| Bangor, Me. | 1,529,103 | 235 |
| Eau Claire, Wisc. | 1,498,796 | 236 |
| Alexandria, La. | 1,498,687 | 237 |
| Fayetteville - Springdale, Ark. | 1,497,519 | 238 |
| Burlington, Vt. | 1,489,297 | 239 |
| Joplin, Mo. | 1,488,547 | 240 |
| Waterloo - Cedar Falls, Iowa | 1,487,059 | 241 |
| Athens, Ga. | 1,476,510 | 242 |
| Parkersburg - Marietta, W.Va.-Ohio | 1,466,009 | 243 |
| Anderson, S.C. | 1,432,501 | 244 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 1,424,002 | 245 |
| Wichita Falls, Tex. | 1,384,160 | 246 |
| Wheeling, W.Va. | 1,379,810 | 247 |
| Rapid City, S.D. | 1,365,276 | 248 |
| Columbia, Mo. | 1,364,419 | 249 |
| Mansfield, Ohio | 1,353,957 | 250 |
| **Total Top 250** | **1,962,745,924** | |
| Abilene, Tex. | 1,348,243 | 251 |
| Janesville - Beloit, Wisc. | 1,342,295 | 252 |
| Charlottesville, Va. | 1,342,052 | 253 |
| Laredo, Tex. | 1,337,002 | 254 |
| Vineland - Millville - Bridgeton, N.J. | 1,334,049 | 255 |
| Sioux City, Iowa | 1,329,348 | 256 |
| Muskegon, Mich. | 1,329,297 | 257 |
| Santa Fe, N.M. | 1,323,925 | 258 |
| Tuscaloosa, Ala. | 1,315,758 | 259 |
| Dothan, Ala. | 1,305,136 | 260 |
| Lynchburg, Va. | 1,277,720 | 261 |
| Texarkana, Tex.-Ark. | 1,276,556 | 262 |
| Merced, Cal. | 1,269,310 | 263 |
| Florence, S.C. | 1,257,857 | 264 |
| Florence, Ala. | 1,251,391 | 265 |
| Decatur, Ill. | 1,242,944 | 266 |
| Midland, Tex. | 1,230,743 | 267 |
| Bryan - College Station, Tex. | 1,230,290 | 268 |
| Pueblo, Colo. | 1,201,362 | 269 |
| Anderson, Ind. | 1,192,069 | 270 |
| Odessa, Tex. | 1,182,628 | 271 |
| Altoona, Pa. | 1,181,236 | 272 |
| Beaver County, Pa. | 1,163,540 | 273 |
| Sherman - Denison, Tex. | 1,141,178 | 274 |
| Glens Falls, N.Y. | 1,139,321 | 275 |
| La Crosse, Wisc. | 1,136,978 | 276 |
| Burlington, N.C. | 1,114,450 | 277 |
| Kokomo, Ind. | 1,108,786 | 278 |
| San Angelo, Tex. | 1,106,548 | 279 |
| Jamestown - Dunkirk, N.Y. | 1,102,461 | 280 |
| Iowa City, Iowa | 1,095,360 | 281 |
| Steubenville - Weirton, Ohio-W.Va. | 1,093,951 | 282 |
| Bloomington, Ind. | 1,090,503 | 283 |
| Williamsport, Pa. | 1,085,641 | 284 |
| Bismarck, N.D. | 1,079,814 | 285 |
| Kenosha, Wisc. | 1,063,388 | 286 |
| Greeley, Colo. | 1,048,775 | 287 |
| Wausau, Wisc. | 1,033,688 | 288 |
| Yuba City, Cal. | 1,017,294 | 289 |
| Albany, Ga. | 1,013,900 | 290 |
| Grand Forks, N.D. | 1,009,338 | 291 |
| Dubuque, Iowa | 1,006,002 | 292 |
| Yuma, Ariz. | 986,751 | 293 |
| Lewiston - Auburn, Me. | 985,043 | 294 |
| Hagerstown, Md. | 981,779 | 295 |
| State College, Pa. | 972,544 | 296 |
| Decatur, Ala. | 950,683 | 297 |
| Lawton, Okla. | 946,380 | 298 |
| Kankakee, Ill. | 939,313 | 299 |
| Jacksonville, N.C. | 939,067 | 300 |
| Owensboro, Ky. | 937,957 | 301 |
| Anniston, Ala. | 929,620 | 302 |
| Las Cruces, N.M. | 929,466 | 303 |
| Muncie, Ind. | 920,406 | 304 |
| Jackson, Tenn. | 919,269 | 305 |
| Sharon, Pa. | 916,424 | 306 |
| Great Falls, Mont. | 880,607 | 307 |
| Sheboygan, Wisc. | 849,560 | 308 |
| Victoria, Tex. | 830,475 | 309 |
| Elmira, N.Y. | 819,214 | 310 |
| Cumberland, Md. | 813,459 | 311 |
| St. Joseph, Mo. | 794,141 | 312 |
| Lawrence, Kans. | 791,302 | 313 |
| Danville, Va. | 785,492 | 314 |
| Gadsden, Ala. | 775,347 | 315 |
| Cheyenne, Wyo. | 769,198 | 316 |
| Pascagoula, Miss. | 755,985 | 317 |
| Pine Bluff, Ark. | 748,156 | 318 |
| Casper, Wyo. | 634,264 | 319 |
| Enid, Okla. | 502,096 | 320 |
| **Total Above Areas** | **2,036,502,049** | |
| **Percent of U.S.** | **82.1515** | |
| **U.S. Total** | **2,478,958,526** | |

# 1996 PER HOUSEHOLD RETAIL SALES

| Area | ($) | Rank |
|---|---|---|
| St. Cloud, Minn. | 54,926 | 1 |
| Terre Haute, Ind. | 46,988 | 2 |
| Honolulu, Haw. | 42,940 | 3 |
| Rapid City, S.D. | 38,136 | 4 |
| Sioux Falls, S.D. | 37,845 | 5 |
| Grand Forks, N.D. | 37,245 | 6 |
| Anchorage, Alas. | 37,145 | 7 |
| Portland, Me. | 36,940 | 8 |
| Monroe, La. | 36,031 | 9 |
| Nassau - Suffolk, N.Y. | 35,538 | 10 |
| Rochester, Minn. | 35,473 | 11 |
| Billings, Mont. | 35,471 | 12 |
| Lake County, Ill. | 35,196 | 13 |
| Amarillo, Tex. | 34,738 | 14 |
| Fargo - Moorhead, N.D.-Minn. | 33,999 | 15 |
| Dallas, Tex. | 33,862 | 16 |
| Bismarck, N.D. | 33,639 | 17 |
| Poughkeepsie, N.Y. | 33,383 | 18 |
| Laredo, Tex. | 33,094 | 19 |
| Medford, Ore. | 33,074 | 20 |
| Des Moines, Iowa | 32,949 | 21 |
| Pittsfield, Mass. | 32,898 | 22 |
| Dubuque, Iowa | 32,876 | 23 |
| Lubbock, Tex. | 32,729 | 24 |
| Bergen - Passaic, N.J. | 32,534 | 25 |
| Longview - Marshall, Tex. | 32,357 | 26 |
| Bloomington - Normal, Ill. | 32,130 | 27 |
| Orlando, Fla. | 32,115 | 28 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | 32,091 | 29 |
| Cedar Rapids, Iowa | 32,034 | 30 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 32,004 | 31 |
| Tyler, Tex. | 31,969 | 32 |
| Lafayette - West Lafayette, Ind. | 31,920 | 33 |
| Green Bay, Wisc. | 31,719 | 34 |
| Portland, Ore. | 31,688 | 35 |
| Indianapolis, Ind. | 31,674 | 36 |
| Reno, Nev. | 31,656 | 37 |
| Alexandria, La. | 31,551 | 38 |
| Lafayette, La. | 31,505 | 39 |
| Fort Walton Beach, Fla. | 31,174 | 40 |
| Victoria, Tex. | 31,104 | 41 |
| Portsmouth - Dover - Rochester, N.H. | 30,981 | 42 |
| San Francisco, Cal. | 30,812 | 43 |
| Wilmington, N.C. | 30,728 | 44 |
| Lima, Ohio | 30,699 | 45 |
| Spokane, Wash. | 30,598 | 46 |
| Columbia, Mo. | 30,592 | 47 |
| Jacksonville, Fla. | 30,440 | 48 |
| Fayetteville - Springdale, Ark. | 30,437 | 49 |
| Minneapolis - St. Paul, Minn. | 30,351 | 50 |
| Wichita Falls, Tex. | 30,288 | 51 |
| New Bedford - Fall River - Attleboro, Mass. | 30,262 | 52 |
| Columbia, S.C. | 30,228 | 53 |
| Naples, Fla. | 30,225 | 54 |
| Midland, Tex. | 30,018 | 55 |
| Santa Cruz, Cal. | 29,988 | 56 |
| Abilene, Tex. | 29,895 | 57 |
| Panama City, Fla. | 29,807 | 58 |
| Kokomo, Ind. | 29,806 | 59 |
| Sioux City, Iowa | 29,739 | 60 |
| Fort Worth - Arlington, Tex. | 29,682 | 61 |
| Oxnard - Ventura, Cal. | 29,664 | 62 |
| Jackson, Tenn. | 29,654 | 63 |
| Sherman - Denison, Tex. | 29,564 | 64 |
| Baton Rouge, La. | 29,541 | 65 |
| Florence, S.C. | 29,458 | 66 |
| Manchester - Nashua, N.H. | 29,424 | 67 |
| New Orleans, La. | 29,370 | 68 |
| Odessa, Tex. | 29,346 | 69 |
| Seattle, Wash. | 29,331 | 70 |
| Gainesville, Fla. | 29,328 | 71 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | 29,297 | 72 |
| Champaign - Urbana - Rantoul, Ill. | 29,271 | 73 |
| Boulder - Longmont, Colo. | 29,255 | 74 |
| Battle Creek, Mich. | 29,103 | 75 |
| South Bend - Mishawaka, Ind. | 29,058 | 76 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | 29,042 | 77 |
| San Jose, Cal. | 28,932 | 78 |
| Omaha, Neb. | 28,911 | 79 |
| Kalamazoo, Mich. | 28,817 | 80 |
| Waco, Tex. | 28,738 | 81 |
| Bellingham, Wash. | 28,715 | 82 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 28,696 | 83 |
| San Antonio, Tex. | 28,696 | 83 |
| Houma - Thibodaux, La. | 28,591 | 85 |
| La Crosse, Wisc. | 28,567 | 86 |
| Corpus Christi, Tex. | 28,564 | 87 |
| San Angelo, Tex. | 28,519 | 88 |
| Rockford, Ill. | 28,514 | 89 |
| Cincinnati, Ohio | 28,383 | 90 |
| Decatur, Ill. | 28,378 | 91 |
| Lexington-Fayette, Ky. | 28,378 | 91 |
| Roanoke, Va. | 28,375 | 93 |
| Trenton, N.J. | 28,338 | 94 |
| Austin, Tex. | 28,336 | 95 |
| Beaumont - Port Arthur, Tex. | 28,330 | 96 |
| Vineland - Millville - Bridgeton, N.J. | 28,324 | 97 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | 28,318 | 98 |
| Topeka, Kans. | 28,283 | 99 |
| Springfield, Mo. | 28,225 | 100 |
| Middlesex - Somerset - Hunterdon, N.J. | 28,223 | 101 |
| Fort Wayne, Ind. | 28,133 | 102 |
| Denver, Colo. | 28,113 | 103 |
| Tallahassee, Fla. | 28,113 | 103 |
| Little Rock - North Little Rock, Ark. | 28,112 | 105 |
| Richland - Kennewick - Pasco, Wash. | 28,023 | 106 |
| Columbus, Ohio | 28,018 | 107 |
| Houston, Tex. | 27,977 | 108 |
| Great Falls, Mont. | 27,956 | 109 |
| Iowa City, Iowa | 27,943 | 110 |
| Chicago, Ill. | 27,895 | 111 |
| Peoria, Ill. | 27,888 | 112 |
| Sarasota, Fla. | 27,788 | 113 |
| Elkhart - Goshen, Ind. | 27,764 | 114 |
| Wichita, Kans. | 27,763 | 115 |
| Atlantic City, N.J. | 27,746 | 116 |
| Waterloo - Cedar Falls, Iowa | 27,744 | 117 |
| Grand Rapids, Mich. | 27,729 | 118 |
| Nashville, Tenn. | 27,696 | 119 |
| Brownsville - Harlingen, Tex. | 27,658 | 120 |
| Eau Claire, Wisc. | 27,653 | 121 |
| Texarkana, Tex.-Ark. | 27,631 | 122 |
| Anaheim - Santa Ana, Cal. | 27,625 | 123 |
| El Paso, Tex. | 27,558 | 124 |
| Miami - Hialeah, Fla. | 27,549 | 125 |
| Lansing - East Lansing, Mich. | 27,521 | 126 |
| Owensboro, Ky. | 27,426 | 127 |
| Shreveport, La. | 27,345 | 128 |
| Phoenix, Ariz. | 27,332 | 129 |
| Louisville, Ky. | 27,304 | 130 |
| Kankakee, Ill. | 27,226 | 131 |
| Toledo, Ohio | 27,218 | 132 |
| Evansville, Ind. | 27,141 | 133 |
| Savannah, Ga. | 27,098 | 134 |
| Madison, Wisc. | 26,997 | 135 |
| Springfield, Mass. | 26,995 | 136 |
| Casper, Wyo. | 26,990 | 137 |
| Joplin, Mo. | 26,966 | 138 |
| Ann Arbor, Mich. | 26,944 | 139 |
| Jackson, Miss. | 26,921 | 140 |
| Burlington, Vt. | 26,883 | 141 |
| Bangor, Me. | 26,874 | 142 |
| Mansfield, Ohio | 26,864 | 143 |
| Jackson, Mich. | 26,815 | 144 |
| Monmouth - Ocean, N.J. | 26,794 | 145 |
| Pensacola, Fla. | 26,684 | 146 |
| Youngstown - Warren, Ohio | 26,641 | 147 |
| Fort Myers - Cape Coral, Fla. | 26,608 | 148 |
| Los Angeles - Long Beach, Cal. | 26,602 | 149 |
| Lincoln, Neb. | 26,593 | 150 |
| Knoxville, Tenn. | 26,568 | 151 |
| Greenville - Spartanburg, S.C. | 26,550 | 152 |
| Lake Charles, La. | 26,527 | 153 |
| Eugene - Springfield, Ore. | 26,498 | 154 |
| Dayton - Springfield, Ohio | 26,469 | 155 |
| Augusta, Ga. | 26,468 | 156 |
| Kansas City, Mo.-Kans. | 26,468 | 156 |
| Duluth, Minn. | 26,413 | 158 |
| Worcester - Fitchburg - Leominster, Mass. | 26,344 | 159 |
| Albany, Ga. | 26,335 | 160 |
| Harrisburg - Lebanon - Carlisle, Pa. | 26,313 | 161 |
| Olympia, Wash. | 26,205 | 162 |
| Appleton - Oshkosh - Neenah, Wisc. | 26,181 | 163 |
| Wilmington, Del. | 26,170 | 164 |
| Boise, Ida. | 26,102 | 165 |
| Oklahoma City, Okla. | 26,048 | 166 |
| Saginaw - Bay City - Midland, Mich. | 26,025 | 167 |
| Racine, Wisc. | 26,009 | 168 |
| Benton Harbor, Mich. | 25,997 | 169 |
| Milwaukee, Wisc. | 25,996 | 170 |
| Santa Fe, N.M. | 25,959 | 171 |
| Bryan - College Station, Tex. | 25,955 | 172 |
| Yakima, Wash. | 25,945 | 173 |
| Galveston - Texas City, Tex. | 25,912 | 174 |
| Cleveland, Ohio | 25,870 | 175 |
| Salt Lake City - Ogden, Utah | 25,846 | 176 |
| Newark, N.J. | 25,797 | 177 |
| Macon - Warner Robins, Ga. | 25,746 | 178 |
| McAllen - Edinburg - Mission, Tex. | 25,724 | 179 |
| Raleigh - Durham, N.C. | 25,632 | 180 |
| Aurora - Elgin, Ill. | 25,621 | 181 |
| Charlottesville, Va. | 25,612 | 182 |
| Cheyenne, Wyo. | 25,555 | 183 |
| Canton, Ohio | 25,541 | 184 |
| Albuquerque, N.M. | 25,529 | 185 |
| Atlanta, Ga. | 25,502 | 186 |
| Bloomington, Ind. | 25,479 | 187 |
| Fort Smith, Ark. | 25,351 | 188 |
| Detroit, Mich. | 25,315 | 189 |
| Tampa - St. Petersburg - Clearwater, Fla. | 25,303 | 190 |
| Santa Rosa - Petaluma, Cal. | 25,288 | 191 |
| Washington, D.C. | 25,270 | 192 |
| Akron, Ohio | 25,237 | 193 |
| Fort Collins - Loveland, Colo. | 25,222 | 194 |
| Orange County, N.Y. | 25,206 | 195 |
| Oakland, Cal. | 25,163 | 196 |
| Janesville - Beloit, Wisc. | 25,137 | 197 |
| Albany - Schenectady - Troy, N.Y. | 25,134 | 198 |
| Dothan, Ala. | 25,099 | 199 |
| Huntsville, Ala. | 25,088 | 200 |
| St. Joseph, Mo. | 25,052 | 201 |
| Flint, Mich. | 25,050 | 202 |
| Bakersfield, Cal. | 25,012 | 203 |
| Parkersburg - Marietta, W.Va.-Ohio | 24,975 | 204 |
| Montgomery, Ala. | 24,876 | 205 |
| San Diego, Cal. | 24,863 | 206 |
| Enid, Okla. | 24,856 | 207 |
| St. Louis, Mo. | 24,809 | 208 |
| Daytona Beach, Fla. | 24,779 | 209 |
| Sacramento, Cal. | 24,589 | 210 |
| Tacoma, Wash. | 24,584 | 211 |
| Tulsa, Okla. | 24,567 | 212 |
| Lakeland - Winter Haven, Fla. | 24,555 | 213 |
| Glens Falls, N.Y. | 24,554 | 214 |
| Burlington, N.C. | 24,493 | 215 |
| Salinas - Seaside - Monterey, Cal. | 24,491 | 216 |
| Stockton, Cal. | 24,466 | 217 |
| Lawton, Okla. | 24,454 | 218 |
| Yuma, Ariz. | 24,425 | 219 |
| Salem, Ore. | 24,414 | 220 |
| Anderson, S.C. | 24,362 | 221 |
| Lynchburg, Va. | 24,338 | 222 |
| Charleston, W.Va. | 24,301 | 223 |
| New Haven - Waterbury - Meriden, Conn. | 24,299 | 224 |
| Pine Bluff, Ark. | 24,291 | 225 |
| Buffalo, N.Y. | 24,258 | 226 |
| Syracuse, N.Y. | 24,172 | 227 |
| Mobile, Ala. | 24,170 | 228 |
| Hartford - New Britain - Middletown - Bristol, Conn. | 24,163 | 229 |
| Gary - Hammond, Ind. | 24,101 | 230 |
| Lorain - Elyria, Ohio | 24,063 | 231 |
| Florence, Ala. | 24,019 | 232 |
| Rochester, N.Y. | 24,006 | 233 |
| Anderson, Ind. | 23,937 | 234 |
| Pueblo, Colo. | 23,932 | 235 |
| Brazoria, Tex. | 23,902 | 236 |
| Colorado Springs, Colo. | 23,865 | 237 |
| Chattanooga, Tenn. | 23,851 | 238 |
| Athens, Ga. | 23,776 | 239 |
| Fresno, Cal. | 23,752 | 240 |
| Joliet, Ill. | 23,717 | 241 |
| Binghamton, N.Y. | 23,676 | 242 |
| Clarksville - Hopkinsville, Tenn.-Ky. | 23,615 | 243 |
| Columbus, Ga. | 23,570 | 244 |
| Wausau, Wisc. | 23,440 | 245 |
| Altoona, Pa. | 23,437 | 246 |
| Lawrence, Kans. | 23,411 | 247 |
| Greensboro - Winston-Salem - High Point, N.C. | 23,368 | 248 |
| Norfolk - Virginia Beach - Newport News, Va. | 23,363 | 249 |
| Modesto, Cal. | 23,354 | 250 |
| Birmingham, Ala. | 23,266 | 251 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | 23,261 | 252 |
| Springfield, Ill. | 23,259 | 253 |
| Lancaster, Pa. | 23,229 | 254 |
| Philadelphia, Pa. | 23,191 | 255 |
| Richmond - Petersburg, Va. | 23,137 | 256 |
| Utica - Rome, N.Y. | 23,106 | 257 |
| Baltimore, Md. | 23,074 | 258 |
| Scranton - Wilkes-Barre, Pa. | 23,051 | 259 |
| Fort Pierce, Fla. | 23,006 | 260 |
| Niagara Falls, N.Y. | 22,983 | 261 |
| Lewiston - Auburn, Me. | 22,961 | 262 |
| Elmira, N.Y. | 22,756 | 263 |
| Erie, Pa. | 22,739 | 264 |
| Williamsport, Pa. | 22,665 | 265 |
| Bradenton, Fla. | 22,578 | 266 |
| Memphis, Tenn. | 22,506 | 267 |
| Reading, Pa. | 22,471 | 268 |
| Ocala, Fla. | 22,454 | 269 |
| Wheeling, W.Va. | 22,436 | 270 |
| Charleston, S.C. | 22,407 | 271 |
| New London - Norwich, Conn. | 22,388 | 272 |
| Decatur, Ala. | 22,369 | 273 |
| York, Pa. | 22,302 | 274 |
| Hickory - Morganton, N.C. | 22,286 | 275 |
| Fayetteville, N.C. | 22,247 | 276 |
| Redding, Cal. | 22,181 | 277 |
| Bremerton, Wash. | 22,080 | 278 |
| Tuscaloosa, Ala. | 22,003 | 279 |
| Allentown - Bethlehem - Easton, Pa. | 21,940 | 280 |
| Las Vegas, Nev. | 21,797 | 281 |
| Tucson, Ariz. | 21,735 | 282 |
| State College, Pa. | 21,612 | 283 |
| Muskegon, Mich. | 21,579 | 284 |
| Asheville, N.C. | 21,470 | 285 |
| Providence - Pawtucket - Woonsocket, R.I. | 21,465 | 286 |
| Hagerstown, Md. | 21,436 | 287 |
| Riverside - San Bernardino, Cal. | 21,296 | 288 |
| Jacksonville, N.C. | 21,294 | 289 |
| Anniston, Ala. | 21,273 | 290 |
| Biloxi - Gulfport, Miss. | 21,218 | 291 |
| Melbourne - Titusville - Palm Bay, Fla. | 21,087 | 292 |
| Jamestown - Dunkirk, N.Y. | 21,080 | 293 |
| Killeen - Temple, Tex. | 21,028 | 294 |
| Kenosha, Wisc. | 21,016 | 295 |
| Greeley, Colo. | 20,727 | 296 |
| Sheboygan, Wisc. | 20,721 | 297 |
| Hamilton - Middletown, Ohio | 20,667 | 298 |
| Huntington - Ashland, W.Va.-Ky. | 20,593 | 299 |
| Visalia - Tulare - Porterville, Cal. | 20,489 | 300 |
| Sharon, Pa. | 20,456 | 301 |
| Muncie, Ind. | 20,273 | 302 |
| Vallejo - Fairfield - Napa, Cal. | 20,269 | 303 |
| Cumberland, Md. | 20,185 | 304 |
| Vancouver, Wash. | 20,184 | 305 |
| Jersey City, N.J. | 20,111 | 306 |
| Steubenville - Weirton, Ohio-W.Va. | 19,999 | 307 |
| Pittsburgh, Pa. | 19,937 | 308 |
| Johnson City - Kingsport - Bristol, Tenn. | 19,816 | 309 |
| Gadsden, Ala. | 19,779 | 310 |
| Merced, Cal. | 19,649 | 311 |
| Provo - Orem, Utah | 19,164 | 312 |
| Danville, Va. | 19,158 | 313 |
| Yuba City, Cal. | 19,086 | 314 |
| New York, N.Y. | 18,613 | 315 |
| Chico, Cal. | 18,472 | 316 |
| Pascagoula, Miss. | 18,261 | 317 |
| Johnstown, Pa. | 17,513 | 318 |
| Las Cruces, N.M. | 17,086 | 319 |
| Beaver County, Pa. | 16,411 | 320 |
| **Average Above Areas** | **26,372** | |
| **U.S. Average** | **25,071** | |

# 1996 BUYING POWER INDEX (BPI)

| Area | BPI | Rank |
|---|---|---|
| Los Angeles - Long Beach, Cal. | 3.6137 | 1 |
| New York, N.Y. | 3.2887 | 2 |
| Chicago, Ill. | 2.6172 | 3 |
| Philadelphia, Pa. | 2.0335 | 4 |
| Washington, D.C. | 1.9677 | 5 |
| Detroit, Mich. | 1.7327 | 6 |
| Boston - Lawrence - Salem - Lowell - Brockton, Mass. | 1.7101 | 7 |
| Houston, Tex. | 1.4628 | 8 |
| Atlanta, Ga. | 1.3429 | 9 |
| Dallas, Tex. | 1.3324 | 10 |
| Nassau - Suffolk, N.Y. | 1.3086 | 11 |
| Minneapolis - St. Paul, Minn. | 1.1693 | 12 |
| Anaheim - Santa Ana, Cal. | 1.1630 | 13 |
| Riverside - San Bernardino, Cal. | 1.0774 | 14 |
| San Diego, Cal. | 1.0367 | 15 |
| St. Louis, Mo. | .9853 | 16 |
| Seattle, Wash. | .9800 | 17 |
| Oakland, Cal. | .9773 | 18 |
| Phoenix, Ariz. | .9568 | 19 |
| Baltimore, Md. | .9558 | 20 |
| Tampa - St. Petersburg - Clearwater, Fla. | .8873 | 21 |
| San Francisco, Cal. | .8192 | 22 |
| Newark, N.J. | .8104 | 23 |
| Denver, Colo. | .7696 | 24 |
| Miami - Hialeah, Fla. | .7538 | 25 |
| Pittsburgh, Pa. | .7187 | 26 |
| Cleveland, Ohio | .7127 | 27 |
| San Jose, Cal. | .7058 | 28 |
| Kansas City, Mo. Kans. | .7022 | 29 |
| Sacramento, Cal. | .6885 | 30 |
| Fort Worth - Arlington, Tex. | .6668 | 31 |
| Fort Lauderdale - Hollywood - Pompano Beach, Fla. | .6638 | 32 |
| Bergen - Passaic, N.J. | .6294 | 33 |
| Cincinnati, Ohio | .6171 | 34 |
| Columbus, Ohio | .6021 | 35 |
| Portland, Ore. | .5954 | 36 |
| Milwaukee, Wisc. | .5881 | 37 |
| Indianapolis, Ind. | .5802 | 38 |
| Middlesex - Somerset - Hunterdon, N.J. | .5552 | 39 |
| Norfolk - Virginia Beach - Newport News, Va. | .5428 | 40 |
| Orlando, Fla. | .5406 | 41 |
| San Antonio, Tex. | .5282 | 42 |
| Hartford - New Britain - Middletown - Bristol, Conn. | .5042 | 43 |
| New Orleans, La. | .4984 | 44 |
| West Palm Beach - Boca Raton - Delray Beach, Fla. | .4921 | 45 |
| Charlotte - Gastonia - Rock Hill, N.C.-S.C. | .4821 | 46 |
| Monmouth - Ocean, N.J. | .4750 | 47 |
| Nashville, Tenn. | .4514 | 48 |
| Bridgeport - Stamford - Norwalk - Danbury, Conn. | .4282 | 49 |
| Honolulu, Haw. | .4155 | 50 |
| **Total Top 50** | **50.1367** | |
| Salt Lake City - Ogden, Utah | .4092 | 51 |
| Jacksonville, Fla. | .4081 | 52 |
| Austin, Tex. | .3844 | 53 |
| Dayton - Springfield, Ohio | .3825 | 54 |
| Louisville, Ky. | .3802 | 55 |
| Memphis, Tenn. | .3780 | 56 |
| Rochester, N.Y. | .3730 | 57 |
| Greensboro - Winston-Salem - High Point, N.C. | .3685 | 58 |
| Oklahoma City, Okla. | .3669 | 59 |
| Las Vegas, Nev. | .3585 | 60 |
| Raleigh - Durham, N.C. | .3582 | 61 |
| Richmond - Petersburg, Va. | .3516 | 62 |
| Albany - Schenectady - Troy, N.Y. | .3515 | 63 |
| Birmingham, Ala. | .3474 | 64 |
| New Haven - Waterbury - Meriden, Conn. | .3455 | 65 |
| Buffalo, N.Y. | .3358 | 66 |
| Providence - Pawtucket - Woonsocket, R.I. | .3348 | 67 |
| Lake County, Ill. | .3174 | 68 |
| Worcester - Fitchburg - Leominster, Mass. | .2976 | 69 |
| Grand Rapids, Mich. | .2948 | 70 |
| Oxnard - Ventura, Cal. | .2907 | 71 |
| Allentown - Bethlehem - Easton, Pa. | .2707 | 72 |
| Tulsa, Okla. | .2666 | 73 |
| Scranton - Wilkes-Barre, Pa. | .2642 | 74 |
| Omaha, Neb. | .2627 | 75 |
| Fresno, Cal. | .2613 | 76 |
| Greenville - Spartanburg, S.C. | .2596 | 77 |
| Wilmington, Del. | .2530 | 78 |
| Akron, Ohio | .2524 | 79 |
| Tucson, Ariz. | .2489 | 80 |
| Harrisburg - Lebanon - Carlisle, Pa. | .2473 | 81 |
| Knoxville, Tenn. | .2465 | 82 |
| Tacoma, Wash. | .2380 | 83 |
| Syracuse, N.Y. | .2352 | 84 |
| Springfield, Mass. | .2345 | 85 |
| Toledo, Ohio | .2329 | 86 |
| Bakersfield, Cal. | .2222 | 87 |
| Baton Rouge, La. | .2179 | 88 |
| Little Rock - North Little Rock, Ark. | .2109 | 89 |
| Albuquerque, N.M. | .2099 | 90 |
| New Bedford - Fall River - Attleboro, Mass. | .2070 | 91 |
| El Paso, Tex. | .2057 | 92 |
| Gary - Hammond, Ind. | .2037 | 93 |
| Jersey City, N.J. | .2013 | 94 |
| Wichita, Kans. | .1960 | 95 |
| Des Moines, Iowa | .1887 | 96 |
| Charleston, S.C. | .1885 | 97 |
| Columbia, S.C. | .1872 | 98 |
| Santa Rosa - Petaluma, Cal. | .1822 | 99 |
| Melbourne - Titusville - Palm Bay, Fla. | .1815 | 100 |
| **Total Top 100** | **64.1478** | |
| Stockton, Cal. | .1796 | 101 |
| Vallejo - Fairfield - Napa, Cal. | .1786 | 102 |
| Lancaster, Pa. | .1738 | 103 |
| Lansing - East Lansing, Mich. | .1726 | 104 |
| Fort Myers - Cape Coral, Fla. | .1724 | 105 |
| Mobile, Ala. | .1713 | 106 |
| Portsmouth - Dover - Rochester, N.H. | .1710 | 107 |
| Manchester - Nashua, N.H. | .1692 | 108 |
| Youngstown - Warren, Ohio | .1690 | 109 |
| Colorado Springs, Colo. | .1665 | 110 |
| York, Pa. | .1659 | 111 |
| Madison, Wisc. | .1652 | 112 |
| Aurora - Elgin, Ill. | .1634 | 113 |
| Santa Barbara - Santa Maria - Lompoc, Cal. | .1634 | 113 |
| Trenton, N.J. | .1625 | 115 |
| Flint, Mich. | .1611 | 116 |
| Daytona Beach, Fla. | .1592 | 117 |
| Joliet, Ill. | .1581 | 118 |
| Chattanooga, Tenn. | .1572 | 119 |
| Lexington-Fayette, Ky. | .1566 | 120 |
| Jackson, Miss. | .1554 | 121 |
| Lakeland - Winter Haven, Fla. | .1552 | 122 |
| Fort Wayne, Ind. | .1509 | 123 |
| Spokane, Wash. | .1493 | 124 |
| Modesto, Cal. | .1462 | 125 |
| Johnson City - Kingsport - Bristol, Tenn. | .1442 | 126 |
| Canton, Ohio | .1436 | 127 |
| Augusta, Ga. | .1434 | 128 |
| Saginaw - Bay City - Midland, Mich. | .1418 | 129 |
| Sarasota, Fla. | .1380 | 130 |
| Atlantic City, N.J. | .1368 | 131 |
| Pensacola, Fla. | .1367 | 132 |
| Salinas - Seaside - Monterey, Cal. | .1340 | 133 |
| Reading, Pa. | .1306 | 134 |
| Peoria, Ill. | .1302 | 135 |
| Shreveport, La. | .1301 | 136 |
| Anchorage, Alas. | .1291 | 137 |
| Davenport - Rock Island - Moline, Iowa-Ill. | .1290 | 138 |
| Reno, Nev. | .1287 | 139 |
| Orange County, N.Y. | .1286 | 140 |
| Corpus Christi, Tex. | .1269 | 141 |
| Beaumont - Port Arthur, Tex. | .1262 | 142 |
| Appleton - Oshkosh - Neenah, Wisc. | .1243 | 143 |
| Fort Pierce, Fla. | .1209 | 144 |
| Ann Arbor, Mich. | .1207 | 145 |
| McAllen - Edinburg - Mission, Tex. | .1200 | 146 |
| Portland, Me. | .1180 | 147 |
| Poughkeepsie, N.Y. | .1168 | 148 |
| Rockford, Ill. | .1168 | 148 |
| Huntsville, Ala. | .1122 | 150 |
| **Total Top 150** | **71.4690** | |
| Montgomery, Ala. | .1120 | 151 |
| Eugene - Springfield, Ore. | .1116 | 152 |
| Boulder - Longmont, Colo. | .1107 | 153 |
| Visalia - Tulare - Porterville, Cal. | .1103 | 154 |
| Salem, Ore. | .1089 | 155 |
| Evansville, Ind. | .1085 | 156 |
| Hamilton - Middletown, Ohio | .1065 | 157 |
| Macon - Warner Robins, Ga. | .1051 | 158 |
| Utica - Rome, N.Y. | .1046 | 159 |
| New London - Norwich, Conn. | .1017 | 160 |
| Santa Cruz, Cal. | .1008 | 161 |
| Vancouver, Wash. | .1004 | 162 |
| Huntington - Ashland, W.Va.-Ky. | .1001 | 163 |
| Tallahassee, Fla. | .0995 | 164 |
| South Bend - Mishawaka, Ind. | .0994 | 165 |
| Springfield, Mo. | .0987 | 166 |
| Erie, Pa. | .0956 | 167 |
| Charleston, W.Va. | .0955 | 168 |
| Naples, Fla. | .0952 | 169 |
| St. Cloud, Minn. | .0951 | 170 |
| Kalamazoo, Mich. | .0920 | 171 |
| Binghamton, N.Y. | .0916 | 172 |
| Bradenton, Fla. | .0916 | 172 |
| Lincoln, Neb. | .0911 | 174 |
| Savannah, Ga. | .0910 | 175 |
| Killeen - Temple, Tex. | .0898 | 176 |
| Lubbock, Tex. | .0897 | 177 |
| Fayetteville, N.C. | .0878 | 178 |
| Roanoke, Va. | .0872 | 179 |
| Boise, Ida. | .0868 | 180 |
| Lorain - Elyria, Ohio | .0861 | 181 |
| Duluth, Minn. | .0833 | 182 |
| Green Bay, Wisc. | .0831 | 183 |
| Gainesville, Fla. | .0829 | 184 |
| Fort Collins - Loveland, Colo. | .0822 | 185 |
| Bremerton, Wash. | .0817 | 186 |
| Lafayette, La. | .0817 | 186 |
| Amarillo, Tex. | .0811 | 188 |
| Hickory - Morganton, N.C. | .0807 | 189 |
| Galveston - Texas City, Tex. | .0806 | 190 |
| Columbus, Ga. | .0805 | 191 |
| Springfield, Ill. | .0797 | 192 |
| Provo - Orem, Utah | .0794 | 193 |
| Ocala, Fla. | .0779 | 194 |
| Brownsville - Harlingen, Tex. | .0773 | 195 |
| Niagara Falls, N.Y. | .0767 | 196 |
| Cedar Rapids, Iowa | .0761 | 197 |
| Waco, Tex. | .0731 | 198 |
| Olympia, Wash. | .0720 | 199 |
| Topeka, Kans. | .0697 | 200 |
| **Total Top 200** | **76.0136** | |
| Racine, Wisc. | .0690 | 201 |
| Brazoria, Tex. | .0688 | 202 |
| Fargo - Moorhead, N.D.-Minn. | .0682 | 203 |
| Champaign - Urbana - Rantoul, Ill. | .0676 | 204 |
| Johnstown, Pa. | .0668 | 205 |
| Chico, Cal. | .0665 | 206 |
| Asheville, N.C. | .0663 | 207 |
| Fort Smith, Ark. | .0659 | 208 |
| Medford, Ore. | .0655 | 209 |
| Longview - Marshall, Tex. | .0651 | 210 |
| Yakima, Wash. | .0648 | 211 |
| Tyler, Tex. | .0643 | 212 |
| Biloxi - Gulfport, Miss. | .0642 | 213 |
| Lake Charles, La. | .0638 | 214 |
| Elkhart - Goshen, Ind. | .0633 | 215 |
| Fort Walton Beach, Fla. | .0629 | 216 |
| Houma - Thibodaux, La. | .0625 | 217 |
| Sioux Falls, S.D. | .0623 | 218 |
| Benton Harbor, Mich. | .0616 | 219 |
| Burlington, Vt. | .0603 | 220 |
| Bloomington - Normal, Ill. | .0600 | 221 |
| Richland - Kennewick - Pasco, Wash. | .0597 | 222 |
| Merced, Cal. | .0590 | 223 |
| Redding, Cal. | .0588 | 224 |
| Bellingham, Wash. | .0581 | 225 |
| Jackson, Mich. | .0578 | 226 |
| Terre Haute, Ind. | .0574 | 227 |
| Lima, Ohio | .0572 | 228 |
| Pittsfield, Mass. | .0570 | 229 |
| Clarksville - Hopkinsville, Tenn.-Ky. | .0568 | 230 |
| Monroe, La. | .0552 | 231 |
| Santa Fe, N.M. | .0552 | 231 |
| Muskegon, Mich. | .0551 | 233 |
| Bangor, Me. | .0550 | 234 |
| Beaver County, Pa. | .0550 | 234 |
| Lafayette - West Lafayette, Ind. | .0550 | 234 |
| Panama City, Fla. | .0546 | 237 |
| Battle Creek, Mich. | .0542 | 238 |
| Parkersburg - Marietta, W.Va.-Ohio | .0542 | 238 |
| Tuscaloosa, Ala. | .0542 | 238 |
| Athens, Ga. | .0541 | 241 |
| Wilmington, N.C. | .0536 | 242 |
| Anderson, S.C. | .0530 | 243 |
| Charlottesville, Va. | .0527 | 244 |
| Eau Claire, Wisc. | .0526 | 245 |
| Wheeling, W.Va. | .0519 | 246 |
| Waterloo - Cedar Falls, Iowa | .0514 | 247 |
| Rochester, Minn. | .0506 | 248 |
| Vineland - Millville - Bridgeton, N.J. | .0495 | 249 |
| Alexandria, La. | .0492 | 250 |
| **Total Top 250** | **78.9614** | |
| Janesville - Beloit, Wisc. | .0491 | 251 |
| Joplin, Mo. | .0489 | 252 |
| Dothan, Ala. | .0486 | 253 |
| Billings, Mont. | .0485 | 254 |
| Mansfield, Ohio | .0475 | 255 |
| Fayetteville - Springdale, Ark. | .0470 | 256 |
| Steubenville - Weirton, Ohio-W.Va. | .0464 | 257 |
| Jacksonville, N.C. | .0463 | 258 |
| Abilene, Tex. | .0462 | 259 |
| Columbia, Mo. | .0462 | 259 |
| Greeley, Colo. | .0461 | 261 |
| Sioux City, Iowa | .0459 | 262 |
| Wichita Falls, Tex. | .0455 | 263 |
| Lynchburg, Va. | .0452 | 264 |
| Yuba City, Cal. | .0449 | 265 |
| Midland, Tex. | .0448 | 266 |
| Florence, Ala. | .0447 | 267 |
| Altoona, Pa. | .0442 | 268 |
| Glens Falls, N.Y. | .0440 | 269 |
| Texarkana, Tex.-Ark. | .0434 | 270 |
| Kenosha, Wisc. | .0433 | 271 |
| Iowa City, Iowa | .0432 | 272 |
| Laredo, Tex. | .0431 | 273 |
| Anderson, Ind. | .0430 | 274 |
| Bryan - College Station, Tex. | .0429 | 275 |
| Burlington, N.C. | .0428 | 276 |
| Wausau, Wisc. | .0426 | 277 |
| Florence, S.C. | .0425 | 278 |
| Williamsport, Pa. | .0424 | 279 |
| Decatur, Ill. | .0423 | 280 |
| State College, Pa. | .0422 | 281 |
| Las Cruces, N.M. | .0421 | 282 |
| Pueblo, Colo. | .0420 | 283 |
| Rapid City, S.D. | .0416 | 284 |
| Muncie, Ind. | .0402 | 285 |
| Odessa, Tex. | .0401 | 286 |
| Decatur, Ala. | .0397 | 287 |
| San Angelo, Tex. | .0396 | 288 |
| Jamestown - Dunkirk, N.Y. | .0394 | 289 |
| Lewiston - Auburn, Me. | .0393 | 290 |
| Hagerstown, Md. | .0390 | 291 |
| Bloomington, Ind. | .0388 | 292 |
| Sharon, Pa. | .0386 | 293 |
| La Crosse, Wisc. | .0379 | 294 |
| Anniston, Ala. | .0376 | 295 |
| Yuma, Ariz. | .0374 | 296 |
| Sherman - Denison, Tex. | .0372 | 297 |
| Lawton, Okla. | .0371 | 298 |
| Kokomo, Ind. | .0363 | 299 |
| Sheboygan, Wisc. | .0360 | 300 |
| Bismarck, N.D. | .0351 | 301 |
| Albany, Ga. | .0340 | 302 |
| Owensboro, Ky. | .0340 | 302 |
| Kankakee, Ill. | .0338 | 304 |
| Pascagoula, Miss. | .0331 | 305 |
| Elmira, N.Y. | .0327 | 306 |
| Dubuque, Iowa | .0324 | 307 |
| Danville, Va. | .0315 | 308 |
| Lawrence, Kans. | .0310 | 309 |
| Cumberland, Md. | .0309 | 310 |
| Jackson, Tenn. | .0308 | 311 |
| Grand Forks, N.D. | .0305 | 312 |
| Cheyenne, Wyo. | .0304 | 313 |
| Great Falls, Mont. | .0300 | 314 |
| Gadsden, Ala. | .0296 | 315 |
| St. Joseph, Mo. | .0282 | 316 |
| Victoria, Tex. | .0275 | 317 |
| Pine Bluff, Ark. | .0272 | 318 |
| Casper, Wyo. | .0238 | 319 |
| Enid, Okla. | .0172 | 320 |
| **Total Above Areas** | **81.6987** | |
| **Percent of U.S.** | **81.6987** | |
| **U.S. Total** | **100.0000** | |

# SECTION 15

## 1996 Projections For Metropolitan Markets And All Counties

Population
Households
Effective Buying Income (EBI)
Total Retail Sales
Buying Power Index (BPI)

**EXPLANATION OF TERMS**

An explanation of terms used in the **Survey of Buying Power Demographics USA 1992** will be found in the Introductory Section starting on page A-5.

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MARKET STATISTICS
PRODUCERS OF THE SURVEY OF BUYING POWER

**SYMBOLS USED IN TABLES**

☐ Metropolitan county of another state's metropolitan area. For area name, see page facing state map in Section 1.

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# METRO/COUNTY 1996 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991-1996 | 12/31/96 Households (Thous.) | % Change 1991-1996 | 1996 EBI ($000) | % Change 1991-1996 | Average Household EBI | | 1996 Retail Sales ($000) | % Change 1991-1996 | Retail Sales Per Household | | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 1991 | 1996 | | | 1991 | 1996 | 1991 | 1996 |
| **ALABAMA** | | | | | | | | | | | | | | | |
| **ANNISTON** | **116.7** | **117.6** | **.8** | **43.7** | **1.4** | **1,808,686** | **36.6** | **30,722** | **41,389** | **929,620** | **26.6** | **17,038** | **21,273** | **.0390** | **.0376** |
| Calhoun | 116.7 | 117.6 | .8 | 43.7 | 1.4 | 1,808,686 | 36.6 | 30,722 | 41,389 | 929,620 | 26.6 | 17,038 | 21,273 | .0390 | .0376 |
| **BIRMINGHAM** | **917.1** | **943.6** | **2.9** | **363.2** | **4.0** | **17,920,967** | **41.4** | **36,311** | **49,342** | **8,450,206** | **26.9** | **19,081** | **23,266** | **.3522** | **.3474** |
| Blount | 39.7 | 41.1 | 3.5 | 15.3 | 3.4 | 505,846 | 23.7 | 27,627 | 33,062 | 192,409 | 29.5 | 10,039 | 12,576 | .0112 | .0103 |
| Jefferson | 652.3 | 654.2 | .3 | 255.7 | 1.5 | 12,709,266 | 38.3 | 36,459 | 49,704 | 6,886,231 | 25.3 | 21,815 | 26,931 | .2652 | .2561 |
| St. Clair | 52.2 | 59.1 | 13.2 | 21.2 | 14.6 | 958,963 | 57.6 | 32,887 | 45,234 | 293,722 | 50.8 | 10,532 | 13,855 | .0155 | .0173 |
| Shelby | 105.0 | 120.5 | 14.8 | 44.7 | 17.3 | 2,764,211 | 58.2 | 45,858 | 61,839 | 495,894 | 37.8 | 9,442 | 11,094 | .0376 | .0420 |
| Walker | 67.9 | 68.7 | 1.2 | 26.3 | 2.3 | 982,681 | 35.7 | 28,174 | 37,364 | 581,950 | 26.4 | 17,913 | 22,127 | .0227 | .0217 |
| **DECATUR** | **102.8** | **110.7** | **7.7** | **42.5** | **9.3** | **2,048,684** | **47.5** | **35,696** | **48,204** | **950,683** | **28.5** | **19,025** | **22,369** | **.0389** | **.0397** |
| Morgan | 102.8 | 110.7 | 7.7 | 42.5 | 9.3 | 2,048,684 | 47.5 | 35,696 | 48,204 | 950,683 | 28.5 | 19,025 | 22,369 | .0389 | .0397 |
| **DOTHAN** | **133.0** | **138.2** | **3.9** | **52.0** | **5.5** | **2,315,013** | **42.0** | **33,066** | **44,519** | **1,305,136** | **26.4** | **20,950** | **25,099** | **.0494** | **.0486** |
| Dale | 50.2 | 51.6 | 2.8 | 18.5 | 3.9 | 831,986 | 42.3 | 32,850 | 44,972 | 211,168 | 23.1 | 9,641 | 11,414 | .0147 | .0145 |
| Houston | 82.8 | 86.6 | 4.6 | 33.5 | 6.3 | 1,483,027 | 41.9 | 33,189 | 44,269 | 1,093,968 | 27.0 | 27,340 | 32,656 | .0347 | .0341 |
| **FLORENCE** | **131.3** | **131.7** | **.3** | **52.1** | **2.0** | **2,013,485** | **29.0** | **30,553** | **38,647** | **1,251,391** | **37.0** | **17,871** | **24,019** | **.0463** | **.0447** |
| Colbert | 51.4 | 50.7 | -1.4 | 20.0 | .0 | 697,309 | 18.6 | 29,391 | 34,865 | 464,343 | 31.2 | 17,694 | 23,217 | .0177 | .0163 |
| Lauderdale | 79.9 | 81.0 | 1.4 | 32.1 | 3.2 | 1,316,176 | 35.2 | 31,300 | 41,002 | 787,048 | 40.7 | 17,984 | 24,519 | .0286 | .0284 |
| **GADSDEN** | **99.8** | **99.9** | **.1** | **39.2** | **1.3** | **1,302,907** | **19.5** | **28,181** | **33,237** | **775,347** | **19.8** | **16,718** | **19,779** | **.0331** | **.0296** |
| Etowah | 99.8 | 99.9 | .1 | 39.2 | 1.3 | 1,302,907 | 19.5 | 28,181 | 33,237 | 775,347 | 19.8 | 16,718 | 19,779 | .0331 | .0296 |
| **HUNTSVILLE** | **248.2** | **274.8** | **10.7** | **107.3** | **12.8** | **6,064,311** | **52.2** | **41,891** | **56,517** | **2,691,958** | **38.9** | **20,379** | **25,088** | **.1051** | **.1122** |
| Madison | 248.2 | 274.8 | 10.7 | 107.3 | 12.8 | 6,064,311 | 52.2 | 41,891 | 56,517 | 2,691,958 | 38.9 | 20,379 | 25,088 | .1051 | .1122 |
| **MOBILE** | **483.7** | **502.8** | **3.9** | **186.6** | **5.6** | **8,103,715** | **40.9** | **32,554** | **43,428** | **4,510,124** | **37.1** | **18,615** | **24,170** | **.1696** | **.1713** |
| Baldwin | 101.8 | 111.9 | 9.9 | 43.1 | 11.9 | 2,000,217 | 51.2 | 34,350 | 46,409 | 924,610 | 44.1 | 16,665 | 21,453 | .0364 | .0391 |
| Mobile | 381.9 | 390.9 | 2.4 | 143.5 | 3.8 | 6,103,498 | 37.8 | 32,054 | 42,533 | 3,585,514 | 35.4 | 19,159 | 24,986 | .1332 | .1322 |
| **MONTGOMERY** | **298.9** | **312.2** | **4.4** | **113.6** | **5.8** | **5,592,839** | **43.7** | **36,246** | **49,233** | **2,825,857** | **32.2** | **19,899** | **24,876** | **.1109** | **.1120** |
| Autauga | 35.2 | 38.6 | 9.7 | 13.6 | 11.5 | 606,562 | 47.2 | 33,772 | 44,600 | 331,888 | 51.4 | 17,966 | 24,404 | .0119 | .0128 |
| Elmore | 50.8 | 54.5 | 7.3 | 18.6 | 8.8 | 870,003 | 48.0 | 34,377 | 46,774 | 254,600 | 39.0 | 10,708 | 13,688 | .0149 | .0156 |
| Montgomery | 212.9 | 219.1 | 2.9 | 81.4 | 4.2 | 4,116,274 | 42.3 | 37,041 | 50,568 | 2,239,369 | 29.1 | 22,213 | 27,511 | .0841 | .0836 |
| **TUSCALOOSA** | **153.4** | **160.4** | **4.6** | **59.8** | **6.0** | **2,692,576** | **44.3** | **33,091** | **45,026** | **1,315,758** | **25.1** | **18,642** | **22,003** | **.0545** | **.0542** |
| Tuscaloosa | 153.4 | 160.4 | 4.6 | 59.8 | 6.0 | 2,692,576 | 44.3 | 33,091 | 45,026 | 1,315,758 | 25.1 | 18,642 | 22,003 | .0545 | .0542 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Autauga | 35.2 | 38.6 | 9.7 | 13.6 | 11.5 | 606,562 | 47.2 | 33,772 | 44,600 | 331,888 | 51.4 | 17,966 | 24,404 | .0119 | .0128 |
| Baldwin | 101.8 | 111.9 | 9.9 | 43.1 | 11.9 | 2,000,217 | 51.2 | 34,350 | 46,409 | 924,610 | 44.1 | 16,665 | 21,453 | .0364 | .0391 |
| Barbour | 26.6 | 27.0 | 1.5 | 9.3 | .0 | 293,691 | 19.5 | 26,428 | 31,580 | 141,805 | 15.5 | 13,204 | 15,248 | .0074 | .0065 |
| Bibb | 16.8 | 17.3 | 3.0 | 6.0 | 3.4 | 230,443 | 41.1 | 28,162 | 38,407 | 73,726 | 31.6 | 9,661 | 12,288 | .0043 | .0045 |
| Blount | 39.7 | 41.1 | 3.5 | 15.3 | 3.4 | 505,846 | 23.7 | 27,627 | 33,062 | 192,409 | 29.5 | 10,039 | 12,576 | .0112 | .0103 |
| Bullock | 11.4 | 11.1 | -2.6 | 3.8 | .0 | 107,247 | 30.7 | 21,588 | 28,223 | 45,508 | 28.2 | 9,339 | 11,976 | .0026 | .0026 |
| Butler | 21.9 | 21.8 | -.5 | 7.9 | .0 | 210,849 | 19.6 | 22,313 | 26,690 | 112,894 | 21.3 | 11,782 | 14,290 | .0056 | .0050 |
| Calhoun | 116.7 | 117.6 | .8 | 43.7 | 1.4 | 1,808,686 | 36.6 | 30,722 | 41,389 | 929,620 | 26.6 | 17,038 | 21,273 | .0390 | .0376 |
| Chambers | 36.9 | 37.3 | 1.1 | 14.4 | 3.6 | 440,503 | 21.9 | 25,990 | 30,590 | 184,768 | 25.8 | 10,568 | 12,831 | .0102 | .0093 |
| Cherokee | 20.0 | 21.5 | 7.5 | 8.1 | 6.6 | 313,077 | 45.4 | 28,339 | 38,651 | 81,291 | 26.1 | 8,484 | 10,036 | .0056 | .0057 |
| Chilton | 32.9 | 34.3 | 4.3 | 12.9 | 4.9 | 490,240 | 41.5 | 28,158 | [illegible] | 219,550 | 39.4 | 12,806 | 17,019 | .0098 | .0100 |
| Choctaw | 16.0 | 16.0 | .0 | 5.7 | .0 | 239,517 | 37.7 | 30,513 | 42,027 | 69,423 | 19.7 | 10,179 | 12,179 | .0045 | .0044 |
| Clarke | 27.3 | 27.7 | 1.5 | 9.5 | .0 | 328,202 | 28.3 | 26,936 | 34,548 | 198,711 | 35.5 | 15,433 | 20,917 | .0080 | .0077 |
| Clay | 13.1 | 12.6 | -3.8 | 5.0 | .0 | 144,308 | 17.7 | 24,522 | 28,862 | 49,212 | 9.9 | 8,952 | 9,842 | .0034 | .0030 |
| Cleburne | 12.9 | 13.4 | 3.9 | 4.8 | .0 | 200,881 | 37.7 | 30,388 | 41,850 | 69,251 | 44.4 | 9,994 | 14,427 | .0038 | .0038 |
| Coffee | 40.4 | 40.8 | 1.0 | 15.9 | 3.2 | 637,361 | 33.9 | 30,909 | 40,086 | 386,793 | 32.3 | 18,990 | 24,327 | .0144 | .0138 |
| Colbert | 51.4 | 50.7 | -1.4 | 20.0 | .0 | 697,309 | 18.6 | 29,391 | 34,865 | 464,343 | 31.2 | 17,694 | 23,217 | .0177 | .0163 |
| Conecuh | 13.9 | 13.8 | -.7 | 5.2 | .0 | 168,982 | 37.2 | 23,681 | 32,497 | 48,526 | 22.3 | 7,633 | 9,332 | .0035 | .0034 |
| Coosa | 11.0 | 11.0 | .0 | 4.0 | .0 | 164,926 | 37.7 | 29,935 | 41,232 | 19,071 | 45.1 | 3,287 | 4,768 | .0026 | .0026 |
| Covington | 36.5 | 36.4 | -.3 | 14.6 | .7 | 516,708 | 37.7 | 25,888 | 35,391 | 262,447 | 21.9 | 14,849 | 17,976 | .0114 | .0109 |
| Crenshaw | 13.6 | 13.6 | .0 | 5.2 | .0 | 169,670 | 34.1 | 24,331 | 32,629 | 45,850 | 17.2 | 7,526 | 8,817 | .0035 | .0033 |
| Cullman | 68.6 | 71.4 | 4.1 | 27.7 | 6.1 | 926,720 | 27.1 | 27,942 | 33,456 | 574,903 | 32.6 | 16,617 | 20,755 | .0223 | .0213 |
| Dale | 50.2 | 51.6 | 2.8 | 18.5 | 3.9 | 831,986 | 42.3 | 32,850 | 44,972 | 211,168 | 23.1 | 9,641 | 11,414 | .0147 | .0145 |
| Dallas | 47.1 | 44.6 | -5.3 | 15.7 | -5.4 | 473,810 | 17.8 | 24,240 | 30,179 | 323,499 | 22.0 | 15,979 | 20,605 | .0134 | .0118 |
| De Kalb | 55.3 | 57.7 | 4.3 | 22.2 | 4.7 | 776,231 | 38.2 | 26,490 | 34,965 | 333,699 | 24.6 | 12,637 | 15,031 | .0163 | .0161 |
| Elmore | 50.8 | 54.5 | 7.3 | 18.6 | 8.8 | 870,003 | 48.0 | 34,377 | 46,774 | 254,600 | 39.0 | 10,708 | 13,688 | .0149 | .0156 |
| Escambia | 35.9 | 35.3 | -1.7 | 12.6 | -.8 | 476,422 | 36.6 | 27,453 | 37,811 | 225,357 | 18.0 | 15,034 | 17,885 | .0107 | .0100 |
| Etowah | 99.8 | 99.9 | .1 | 39.2 | 1.3 | 1,302,907 | 19.5 | 28,181 | 33,237 | 775,347 | 19.8 | 16,718 | 19,779 | .0331 | .0296 |
| Fayette | 17.7 | 17.1 | -3.4 | 6.8 | .0 | 207,746 | 18.1 | 25,878 | 30,551 | 81,474 | 17.6 | 10,188 | 11,981 | .0049 | .0043 |
| Franklin | 27.6 | 27.0 | -2.2 | 10.8 | .0 | 329,439 | 26.2 | 24,174 | 30,504 | 218,990 | 28.8 | 15,737 | 20,277 | .0085 | .0078 |
| Geneva | 23.6 | 23.5 | -.4 | 9.2 | .0 | 267,384 | 17.7 | 24,693 | 29,063 | 107,716 | 30.6 | 8,964 | 11,708 | .0063 | .0057 |

1992 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# METRO/COUNTY 1996 PROJECTIONS

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991-1996 | 12/31/96 Households (Thous.) | % Change 1991-1996 | 1996 EBI ($000) | % Change 1991-1996 | Average Household EBI 1991 | Average Household EBI 1996 | 1996 Retail Sales ($000) | % Change 1991-1996 | Retail Sales Per Household 1991 | Retail Sales Per Household 1996 | Buying Power Index 1991 | Buying Power Index 1996 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ALABAMA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Greene | 10.0 | 9.5 | -5.0 | 3.5 | .0 | -100,166 | 37.7 | 20,776 | 28,619 | 32,828 | 33.7 | 7,013 | 9,379 | .0021 | .0021 |
| Hale | 15.7 | 16.2 | 3.2 | 6.0 | 9.1 | 193,525 | 43.7 | 24,487 | 32,254 | 67,087 | 33.3 | 9,150 | 11,181 | .0039 | .0039 |
| Henry | 15.4 | 15.4 | .0 | 5.8 | .0 | 209,131 | 30.0 | 27,738 | 36,057 | 56,014 | 15.4 | 8,372 | 9,658 | .0042 | .0039 |
| Houston | 82.8 | 86.6 | 4.6 | 33.5 | 6.3 | 1,483,027 | 41.9 | 33,189 | 44,269 | 1,093,968 | 27.0 | 27,340 | 32,656 | .0347 | .0341 |
| Jackson | 47.7 | 47.6 | -.2 | 18.3 | 1.7 | 608,280 | 23.3 | 27,414 | 33,239 | 349,426 | 37.4 | 14,125 | 19,094 | .0145 | .0139 |
| Jefferson | 652.3 | 654.2 | .3 | 255.7 | 1.5 | 12,709,266 | 38.3 | 36,459 | 49,704 | 6,886,231 | 25.3 | 21,815 | 26,931 | .2652 | .2561 |
| Lamar | 15.5 | 15.0 | -3.2 | 6.0 | .0 | 186,925 | 18.3 | 26,329 | 31,154 | 63,316 | 28.3 | 8,226 | 10,553 | .0042 | .0038 |
| Lauderdale | 79.9 | 81.0 | 1.4 | 32.1 | 3.2 | 1,316,176 | 35.2 | 31,300 | 41,002 | 787,048 | 40.7 | 17,984 | 24,519 | .0286 | .0284 |
| Lawrence | 31.9 | 33.3 | 4.4 | 12.0 | 4.3 | 500,621 | 43.7 | 30,289 | 41,718 | 112,095 | 30.5 | 7,468 | 9,341 | .0086 | .0087 |
| Lee | 88.5 | 92.8 | 4.9 | 35.7 | 6.3 | 1,407,611 | 36.4 | 30,709 | 39,429 | 729,408 | 23.8 | 17,533 | 20,432 | .0305 | .0295 |
| Limestone | 55.8 | 60.0 | 7.5 | 22.4 | 9.8 | 1,038,710 | 48.7 | 34,241 | 46,371 | 340,512 | 29.3 | 12,911 | 15,201 | .0182 | .0187 |
| Lowndes | 12.6 | 12.5 | -.8 | 4.0 | .0 | 128,696 | 36.7 | 23,537 | 32,174 | 39,461 | 28.8 | 7,657 | 9,865 | .0026 | .0028 |
| Macon | 25.0 | 25.5 | 2.0 | 9.0 | 4.7 | 273,685 | 35.8 | 23,440 | 30,409 | 124,242 | 38.7 | 10,419 | 13,805 | .0061 | .0061 |
| Madison | 248.2 | 274.8 | 10.7 | 107.3 | 12.8 | 6,064,311 | 52.2 | 41,891 | 56,517 | 2,691,958 | 38.9 | 20,379 | 25,088 | .1051 | .1122 |
| Marengo | 23.1 | 23.1 | .0 | 8.1 | .0 | 301,597 | 34.5 | 27,678 | 37,234 | 135,193 | 27.8 | 13,060 | 16,690 | .0065 | .0064 |
| Marion | 29.8 | 29.7 | -.3 | 11.5 | .0 | 407,606 | 34.1 | 26,424 | 35,444 | 163,439 | 33.7 | 10,631 | 14,212 | .0084 | .0081 |
| Marshall | 72.4 | 77.2 | 6.6 | 31.0 | 8.8 | 1,163,006 | 41.7 | 28,791 | 37,516 | 934,710 | 26.0 | 26,020 | 30,152 | .0289 | .0285 |
| Mobile | 381.9 | 390.9 | 2.4 | 143.5 | 3.8 | 6,103,498 | 37.8 | 32,054 | 42,533 | 3,585,514 | 35.4 | 19,159 | 24,986 | .1332 | .1322 |
| Monroe | 24.3 | 25.2 | 3.7 | 9.1 | 5.8 | 379,832 | 45.8 | 30,301 | 41,740 | 189,268 | 29.2 | 17,028 | 20,799 | .0078 | .0079 |
| Montgomery | 212.9 | 219.1 | 2.9 | 81.4 | 4.2 | 4,116,274 | 42.3 | 37,041 | 50,568 | 2,239,369 | 29.1 | 22,213 | 27,511 | .0841 | .0836 |
| Morgan | 102.8 | 110.7 | 7.7 | 42.5 | 9.3 | 2,048,684 | 47.5 | 35,696 | 48,204 | 950,683 | 28.5 | 19,025 | 22,369 | .0389 | .0397 |
| Perry | 12.5 | 11.9 | -4.8 | 4.0 | -2.4 | 124,159 | 32.8 | 22,811 | 31,040 | 43,620 | 28.8 | 8,261 | 10,905 | .0029 | .0026 |
| Pickens | 20.5 | 19.9 | -2.9 | 7.5 | .0 | 263,304 | 36.3 | 25,757 | 35,107 | 82,744 | 18.1 | 9,339 | 11,033 | .0053 | .0051 |
| Pike | 27.6 | 28.6 | 3.6 | 10.9 | 4.8 | 351,714 | 30.8 | 25,853 | 32,267 | 219,103 | 35.1 | 15,593 | 20,101 | .0085 | .0083 |
| Randolph | 20.0 | 20.4 | 2.0 | 8.1 | 5.2 | 238,555 | 26.3 | 24,531 | 29,451 | 96,729 | 19.5 | 10,510 | 11,942 | .0054 | .0049 |
| ☐ Russell | 47.4 | 49.3 | 4.0 | 18.9 | 6.2 | 717,864 | 44.0 | 28,007 | 37,982 | 202,405 | 25.5 | 9,061 | 10,709 | .0131 | .0132 |
| St. Clair | 52.2 | 59.1 | 13.2 | 21.2 | 14.6 | 958,963 | 57.6 | 32,887 | 45,234 | 293,722 | 50.8 | 10,532 | 13,855 | .0155 | .0173 |
| Shelby | 105.0 | 120.5 | 14.8 | 44.7 | 17.3 | 2,764,211 | 58.2 | 45,858 | 61,839 | 495,894 | 37.8 | 9,442 | 11,094 | .0376 | .0420 |
| Sumter | 16.1 | 15.1 | -6.2 | 5.0 | -7.4 | 177,782 | 27.5 | 25,819 | 35,556 | 64,467 | 27.4 | 9,370 | 12,893 | .0041 | .0036 |
| Talladega | 74.5 | 75.3 | 1.1 | 26.5 | .0 | 948,170 | 26.9 | 28,189 | 35,780 | 527,643 | 31.1 | 15,189 | 19,911 | .0224 | .0214 |
| Tallapoosa | 39.2 | 40.6 | 3.6 | 15.3 | 3.4 | 514,089 | 22.0 | 28,471 | 33,601 | 237,119 | 18.9 | 13,469 | 15,498 | .0120 | .0109 |
| Tuscaloosa | 153.4 | 160.4 | 4.6 | 59.8 | 6.0 | 2,692,576 | 44.3 | 33,091 | 45,026 | 1,315,758 | 25.1 | 18,642 | 22,003 | .0545 | .0542 |
| Walker | 67.9 | 68.7 | 1.2 | 26.3 | 2.3 | 982,681 | 35.7 | 28,174 | 37,364 | 581,950 | 26.4 | 17,913 | 22,127 | .0227 | .0217 |
| Washington | 16.7 | 16.6 | -.6 | 5.7 | .0 | 218,343 | 37.7 | 27,811 | 38,306 | 82,676 | 44.8 | 10,014 | 14,505 | .0043 | .0044 |
| Wilcox | 13.3 | 12.7 | -4.5 | 4.3 | -2.3 | 101,681 | 15.0 | 20,090 | 23,647 | 48,959 | 26.7 | 8,780 | 11,386 | .0029 | .0026 |
| Winston | 22.0 | 21.9 | -.5 | 8.5 | .0 | 287,710 | 32.5 | 25,539 | 33,848 | 93,001 | 20.9 | 9,049 | 10,941 | .0059 | .0055 |
| **TOTAL METRO COUNTIES** | **2,732.3** | **2,841.2** | **4.0** | **1,078.9** | **5.4** | **50,581,047** | **41.8** | **34,843** | **46,882** | **25,208,485** | **30.6** | **18,861** | **23,265** | **1.0121** | **1.0105** |
| **TOTAL STATE** | **4,089.4** | **4,219.4** | **3.2** | **1,594.4** | **4.5** | **68,820,302** | **39.3** | **32,383** | **43,164** | **33,916,009** | **29.8** | **17,130** | **21,272** | **1.4153** | **1.3976** |
| **ALASKA** | | | | | | | | | | | | | | | |
| **ANCHORAGE** | **232.4** | **259.3** | **11.6** | **95.4** | **12.4** | **6,846,330** | **48.1** | **54,432** | **71,764** | **3,543,591** | **40.7** | **29,668** | **37,145** | **.1217** | **.1291** |
| Anchorage | 232.4 | 259.3 | 11.6 | 95.4 | 12.4 | 6,846,330 | 48.1 | 54,432 | 71,764 | 3,543,591 | 40.7 | 29,668 | 37,145 | .1217 | .1291 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Aleutians East | 2.6 | 3.1 | 19.2 | .6 | .0 | 70,433 | 39.4 | 84,227 | 117,388 | 6,919 | 19.5 | 9,652 | 11,532 | .0010 | .0010 |
| Aleutians West | 10.1 | 11.8 | 16.8 | 2.8 | 33.3 | 336,492 | 88.0 | 85,237 | 120,176 | 57,319 | 79.0 | 15,248 | 20,471 | .0037 | .0048 |
| Anchorage | 232.4 | 259.3 | 11.6 | 95.4 | 12.4 | 6,846,330 | 48.1 | 54,432 | 71,764 | 3,543,591 | 40.7 | 29,668 | 37,145 | .1217 | .1291 |
| Bethel | 14.3 | 16.6 | 16.1 | 4.2 | 13.5 | 165,677 | 34.3 | 33,352 | 39,447 | 69,465 | 35.2 | 13,889 | 16,539 | .0037 | .0036 |
| Bristol Bay | 1.5 | 1.9 | 26.7 | .4 | .0 | 39,353 | 40.0 | 70,288 | 98,383 | 10,833 | 19.8 | 22,615 | 27,083 | .0006 | .0008 |
| Denali | 1.9 | 2.1 | 10.5 | .6 | 20.0 | 29,402 | 56.0 | 37,696 | 49,003 | 5,732 | 29.3 | 8,864 | 9,553 | .0005 | .0005 |
| Dillingham | 4.3 | 5.1 | 18.6 | 1.6 | 23.1 | 91,578 | 63.6 | 43,067 | 57,236 | 19,470 | 59.5 | 9,391 | 12,169 | .0013 | .0015 |
| Fairbanks North Star | 81.0 | 91.7 | 13.2 | 31.7 | 14.0 | 1,864,310 | 43.3 | 46,806 | 58,811 | 914,304 | 46.9 | 22,384 | 28,842 | .0341 | .0360 |
| Haines | 2.1 | 2.1 | .0 | .8 | .0 | 39,690 | 18.2 | 41,959 | 49,613 | 19,653 | 23.1 | 19,961 | 24,566 | .0009 | .0009 |
| Juneau | 27.3 | 29.7 | 8.8 | 11.1 | 9.9 | 784,343 | 42.6 | 54,477 | 70,662 | 386,685 | 54.7 | 24,751 | 34,836 | .0135 | .0146 |
| Kenai Peninsula | 42.8 | 49.6 | 15.9 | 17.5 | 16.7 | 1,042,868 | 37.9 | 50,400 | 59,592 | 497,451 | 54.3 | 21,489 | 28,426 | .0189 | .0198 |
| Ketchikan Gateway | 14.1 | 15.1 | 7.1 | 5.7 | 9.6 | 363,301 | 35.9 | 51,394 | 63,737 | 189,991 | 40.6 | 25,980 | 33,332 | .0070 | .0070 |
| Kodiak Island | 13.8 | 15.3 | 10.9 | 4.7 | 11.9 | 424,863 | 52.6 | 66,280 | 90,396 | 130,933 | 34.8 | 23,131 | 27,858 | .0064 | .0069 |
| Lake and Peninsula | 1.8 | 2.2 | 22.2 | .5 | .0 | 20,081 | 18.2 | 33,966 | 40,162 | 6,308 | 24.3 | 10,152 | 12,616 | .0005 | .0004 |
| Matanuska - Susitna | 41.8 | 48.6 | 16.3 | 16.7 | 17.6 | 1,048,348 | 53.6 | 48,072 | 62,775 | 356,257 | 39.6 | 17,971 | 21,333 | .0167 | .0182 |
| Nome | 8.7 | 10.0 | 14.9 | 3.0 | 20.0 | 142,650 | 50.2 | 37,991 | 47,550 | 66,139 | 38.9 | 19,052 | 22,046 | .0025 | .0030 |
| North Slope | 6.4 | 7.6 | 18.8 | 2.3 | 27.8 | 227,110 | 81.3 | 69,576 | 98,743 | 59,392 | 54.1 | 21,411 | 25,823 | .0029 | .0035 |
| Northwest Arctic | 6.5 | 7.7 | 18.5 | 1.8 | 12.5 | 118,718 | 60.2 | 46,319 | 65,954 | 36,521 | 35.9 | 16,794 | 20,289 | .0020 | .0020 |
| Prince of Wales - Outer Ketchikan | 6.7 | 7.9 | 17.9 | 2.7 | 22.7 | 148,418 | 45.1 | 46,490 | 54,970 | 38,767 | 39.9 | 12,600 | 14,358 | .0024 | .0026 |
| Sitka | 8.8 | 9.8 | 11.4 | 3.5 | 16.7 | 221,505 | 47.2 | 50,175 | 63,287 | 110,175 | 54.1 | 23,825 | 31,479 | .0038 | .0042 |

# METRO/COUNTY 1996 PROJECTIONS

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991-1996 | 12/31/96 Households (Thous.) | % Change 1991-1996 | 1996 EBI ($000) | % Change 1991-1996 | Average Household EBI | | 1996 Retail Sales ($000) | % Change 1991-1996 | Retail Sales Per Household | | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 1991 | 1996 | | | 1991 | 1996 | 1991 | 1996 |
| **ALASKA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Skagway - Yakutat - Angoon | 4.6 | 5.1 | 10.9 | 1.5 | .0 | 114,507 | 42.4 | 53,611 | 76,338 | 36,394 | 33.7 | 18,149 | 24,263 | .0019 | .0021 |
| Southeast Fairbanks | 6.1 | 7.0 | 14.8 | 2.4 | 20.0 | 130,017 | 60.3 | 40,544 | 54,174 | 35,267 | 67.4 | 10,532 | 14,695 | .0019 | .0021 |
| Valdez - Cordova | 10.2 | 11.2 | 9.8 | 4.0 | 14.3 | 392,973 | 61.4 | 69,548 | 98,243 | 81,882 | 37.5 | 17,015 | 20,471 | .0050 | .0057 |
| Wade Hampton | 6.2 | 7.4 | 19.4 | 1.9 | 26.7 | 63,285 | 50.7 | 27,997 | 33,308 | 22,539 | 40.0 | 10,735 | 11,863 | .0014 | .0015 |
| Wrangell - Petersburg | 7.3 | 7.8 | 6.8 | 2.6 | .0 | 159,839 | 18.5 | 51,872 | 61,477 | 62,251 | 22.7 | 19,508 | 23,943 | .0032 | .0028 |
| Yukon - Koyukuk | 6.9 | 7.7 | 11.6 | 2.8 | 16.7 | 109,286 | 34.6 | 33,832 | 39,031 | 21,305 | 29.1 | 6,874 | 7,609 | .0019 | .0019 |
| **TOTAL METRO COUNTIES** | **232.4** | **259.3** | **11.6** | **95.4** | **12.4** | **6,846,330** | **48.1** | **54,432** | **71,764** | **3,543,591** | **40.7** | **29,668** | **37,145** | **.1217** | **.1291** |
| **TOTAL STATE** | **570.2** | **643.4** | **12.8** | **222.8** | **13.7** | **14,995,377** | **47.4** | **51,932** | **67,304** | **6,785,543** | **43.2** | **24,197** | **30,456** | **.2594** | **.2765** |
| **ARIZONA** | | | | | | | | | | | | | | | |
| **PHOENIX** | **2,224.8** | **2,498.6** | **12.3** | **964.8** | **13.7** | **46,208,006** | **47.8** | **36,858** | **47,894** | **26,369,677** | **52.9** | **20,322** | **27,332** | **.8787** | **.9568** |
| Maricopa | 2,224.8 | 2,498.6 | 12.3 | 964.8 | 13.7 | 46,208,006 | 47.8 | 36,858 | 47,894 | 26,369,677 | 52.9 | 20,322 | 27,332 | .8787 | .9568 |
| **TUCSON** | **690.5** | **754.5** | **9.3** | **300.8** | **10.5** | **11,622,928** | **37.0** | **31,178** | **38,640** | **6,538,028** | **38.9** | **17,300** | **21,735** | **.2457** | **.2489** |
| Pima | 690.5 | 754.5 | 9.3 | 300.8 | 10.5 | 11,622,928 | 37.0 | 31,178 | 38,640 | 6,538,028 | 38.9 | 17,300 | 21,735 | .2457 | .2489 |
| **YUMA** | **112.1** | **122.1** | **8.9** | **40.4** | **9.5** | **1,658,941** | **47.9** | **30,388** | **41,063** | **986,751** | **39.6** | **19,154** | **24,425** | **.0355** | **.0374** |
| Yuma | 112.1 | 122.1 | 8.9 | 40.4 | 9.5 | 1,658,941 | 47.9 | 30,388 | 41,063 | 986,751 | 39.6 | 19,154 | 24,425 | .0355 | .0374 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Apache | 63.7 | 68.6 | 7.7 | 18.1 | 9.7 | 555,857 | 58.9 | 21,204 | 30,710 | 233,569 | 49.2 | 9,489 | 12,904 | .0124 | .0134 |
| Cochise | 99.8 | 102.5 | 2.7 | 36.6 | 4.0 | 1,598,819 | 49.3 | 30,420 | 43,684 | 585,191 | 26.3 | 13,166 | 15,989 | .0297 | .0304 |
| Coconino | 100.9 | 110.1 | 9.1 | 34.7 | 11.9 | 1,453,543 | 44.1 | 32,537 | 41,889 | 1,145,305 | 55.7 | 23,732 | 33,006 | .0337 | .0362 |
| Gila | 41.1 | 43.0 | 4.6 | 16.8 | 6.3 | 683,018 | 57.1 | 27,516 | 40,656 | 294,143 | 42.4 | 13,069 | 17,509 | .0124 | .0135 |
| Graham | 27.3 | 28.8 | 5.5 | 8.6 | 6.2 | 297,541 | 31.6 | 27,916 | 34,598 | 142,204 | 26.1 | 13,925 | 16,535 | .0071 | .0068 |
| Greenlee | 7.6 | 6.9 | -9.2 | 2.4 | -7.7 | 90,575 | 26.1 | 27,637 | 37,740 | 23,277 | 25.8 | 7,116 | 9,699 | .0019 | .0017 |
| La Paz | 14.0 | 14.0 | .0 | 5.4 | .0 | 156,402 | 23.9 | 23,379 | 28,963 | 100,376 | 24.7 | 14,902 | 18,588 | .0041 | .0037 |
| Maricopa | 2,224.8 | 2,498.6 | 12.3 | 964.8 | 13.7 | 46,208,006 | 47.8 | 36,858 | 47,894 | 26,369,677 | 52.9 | 20,322 | 27,332 | .8787 | .9568 |
| Mohave | 98.8 | 111.6 | 13.0 | 43.5 | 11.5 | 1,790,809 | 53.9 | 29,828 | 41,168 | 952,014 | 47.0 | 16,609 | 21,885 | .0341 | .0374 |
| Navajo | 79.5 | 83.4 | 4.9 | 23.6 | 4.9 | 786,929 | 36.2 | 25,675 | 33,344 | 482,495 | 35.1 | 15,871 | 20,445 | .0199 | .0198 |
| Pima | 690.5 | 754.5 | 9.3 | 300.8 | 10.5 | 11,622,928 | 37.0 | 31,178 | 38,640 | 6,538,028 | 38.9 | 17,300 | 21,735 | .2457 | .2489 |
| Pinal | 120.6 | 131.4 | 9.0 | 44.7 | 10.1 | 1,833,957 | 61.5 | 27,966 | 41,028 | 816,196 | 49.9 | 13,408 | 18,259 | .0337 | .0377 |
| Santa Cruz | 31.2 | 35.2 | 12.8 | 10.2 | 10.9 | 454,727 | 62.9 | 30,346 | 44,581 | 371,039 | 60.1 | 25,191 | 36,376 | .0100 | .0115 |
| Yavapai | 113.6 | 127.7 | 12.4 | 54.4 | 14.8 | 2,126,006 | 52.6 | 29,385 | 39,081 | 913,896 | 33.9 | 14,398 | 16,800 | .0389 | .0413 |
| Yuma | 112.1 | 122.1 | 8.9 | 40.4 | 9.5 | 1,658,941 | 47.9 | 30,388 | 41,063 | 986,751 | 39.6 | 19,154 | 24,425 | .0355 | .0374 |
| **TOTAL METRO COUNTIES** | **3,027.4** | **3,375.2** | **11.5** | **1,306.0** | **12.8** | **59,489,875** | **45.5** | **35,316** | **45,551** | **33,894,456** | **49.6** | **19,575** | **25,953** | **1.1599** | **1.2431** |
| **TOTAL STATE** | **3,825.5** | **4,238.4** | **10.8** | **1,605.0** | **12.2** | **71,318,058** | **46.4** | **34,048** | **44,435** | **39,954,161** | **48.6** | **18,797** | **24,894** | **1.3978** | **1.4965** |
| **ARKANSAS** | | | | | | | | | | | | | | | |
| **FAYETTEVILLE - SPRINGDALE** | **116.6** | **126.0** | **8.1** | **49.2** | **10.1** | **1,986,754** | **38.7** | **32,051** | **40,381** | **1,497,519** | **46.6** | **22,854** | **30,437** | **.0453** | **.0470** |
| Washington | 116.6 | 126.0 | 8.1 | 49.2 | 10.1 | 1,986,754 | 38.7 | 32,051 | 40,381 | 1,497,519 | 46.6 | 22,854 | 30,437 | .0453 | .0470 |
| **FORT SMITH** | **180.1** | **193.6** | **7.5** | **74.3** | **8.5** | **2,926,500** | **39.5** | **30,617** | **39,388** | **1,883,555** | **42.0** | **19,371** | **25,351** | **.0642** | **.0659** |
| Crawford | 44.1 | 49.0 | 11.1 | 17.9 | 12.6 | 694,126 | 48.5 | 29,398 | 38,778 | 299,884 | 47.4 | 12,794 | 16,753 | .0131 | .0141 |
| Sebastian | 101.1 | 105.8 | 4.6 | 42.3 | 6.0 | 1,734,482 | 32.4 | 32,829 | 41,004 | 1,383,584 | 42.1 | 24,407 | 32,709 | .0415 | .0417 |
| *Sequoyah, Okla.* | *34.9* | *38.8* | *11.2* | *14.1* | *11.0* | *497,892* | *55.6* | *25,194* | *35,311* | *200,087* | *33.7* | *11,783* | *14,191* | *.0096* | *.0101* |
| **LITTLE ROCK - NORTH LITTLE ROCK** | **521.2** | **544.4** | **4.5** | **209.5** | **5.4** | **10,161,246** | **40.8** | **36,316** | **48,502** | **5,889,445** | **41.2** | **20,994** | **28,112** | **.2064** | **.2109** |
| Faulkner | 63.1 | 71.6 | 13.5 | 25.7 | 14.2 | 1,153,772 | 57.4 | 32,581 | 44,894 | 527,779 | 51.0 | 15,533 | 20,536 | .0205 | .0230 |
| Lonoke | 40.4 | 43.8 | 8.4 | 15.8 | 10.5 | 641,658 | 43.5 | 31,275 | 40,611 | 225,271 | 41.8 | 11,106 | 14,258 | .0118 | .0122 |
| Pulaski | 351.1 | 355.0 | 1.1 | 140.9 | 2.2 | 7,234,833 | 38.7 | 37,832 | 51,347 | 4,761,298 | 40.4 | 24,598 | 33,792 | .1534 | .1546 |
| Saline | 66.6 | 74.0 | 11.1 | 27.1 | 12.9 | 1,130,983 | 38.1 | 34,113 | 41,734 | 375,097 | 38.3 | 11,298 | 13,841 | .0207 | .0211 |
| **PINE BLUFF** | **85.9** | **86.5** | **.7** | **30.8** | **2.3** | **1,185,117** | **30.9** | **30,075** | **38,478** | **748,156** | **33.8** | **18,578** | **24,291** | **.0281** | **.0272** |
| Jefferson | 85.9 | 86.5 | .7 | 30.8 | 2.3 | 1,185,117 | 30.9 | 30,075 | 38,478 | 748,156 | 33.8 | 18,578 | 24,291 | .0281 | .0272 |
| **TEXARKANA** | **120.8** | **122.5** | **1.4** | **46.2** | **2.2** | **1,942,874** | **34.3** | **31,995** | **42,054** | **1,276,556** | **38.3** | **20,427** | **27,631** | **.0442** | **.0434** |
| Miller | 38.7 | 39.6 | 2.3 | 14.9 | 3.5 | 553,983 | 36.1 | 28,267 | 37,180 | 329,382 | 45.2 | 15,751 | 22,106 | .0122 | .0123 |
| *Bowie, Tex.* | *82.1* | *82.9* | *1.0* | *31.3* | *1.6* | *1,388,891* | *33.7* | *33,738* | *44,374* | *947,174* | *36.0* | *22,614* | *30,261* | *.0320* | *.0311* |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Arkansas | 21.3 | 20.3 | -4.7 | 8.3 | .0 | 326,621 | 29.1 | 30,482 | 39,352 | 152,715 | 24.4 | 14,790 | 18,399 | .0071 | .0065 |
| Ashley | 24.1 | 23.5 | -2.5 | 8.7 | -1.1 | 295,238 | 20.0 | 27,957 | 33,935 | 141,919 | 31.4 | 12,269 | 16,313 | .0070 | .0063 |
| Baxter | 32.0 | 34.4 | 7.5 | 15.2 | 9.4 | 562,350 | 48.2 | 27,298 | 36,997 | 358,508 | 57.1 | 16,421 | 23,586 | .0113 | .0124 |
| Benton | 102.6 | 117.6 | 14.6 | 45.7 | 15.7 | 2,176,601 | 57.3 | 35,025 | 47,628 | 1,017,066 | 60.5 | 16,038 | 22,255 | .0371 | .0424 |
| Boone | 28.8 | 30.2 | 4.9 | 11.8 | 4.4 | 456,126 | 41.5 | 28,521 | 38,655 | 342,989 | 42.5 | 21,303 | 29,067 | .0106 | .0107 |

# METRO/COUNTY 1996 PROJECTIONS

S&MM ESTIMATES

| METRO AREA County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991-1996 | 12/31/96 Households (Thous.) | % Change 1991-1996 | 1996 EBI ($000) | % Change 1991-1996 | Average Household EBI |  | 1996 Retail Sales ($000) | % Change 1991-1996 | Retail Sales Per Household |  | Buying Power Index |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  |  |  |  |  |  | 1991 | 1996 |  |  | 1991 | 1996 | 1991 | 1996 |
| **ARKANSAS (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **ALL COUNTIES (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Bradley | 11.6 | 11.1 | -4.3 | 4.5 | .0 | 148,887 | 31.5 | 25,156 | 33,086 | 63,006 | 28.8 | 10,867 | 14,001 | .0032 | .0032 |
| Calhoun | 5.8 | 5.8 | .0 | 2.2 | .0 | 82,185 | 34.5 | 27,777 | 37,357 | 14,338 | 20.7 | 5,399 | 6,517 | .0014 | .0014 |
| Carroll | 19.1 | 20.6 | 7.9 | 8.2 | 6.5 | 309,661 | 44.3 | 27,877 | 37,764 | 217,400 | 53.2 | 18,432 | 26,512 | .0068 | .0072 |
| Chicot | 15.5 | 14.7 | -5.2 | 5.1 | -5.6 | 165,127 | 29.2 | 23,665 | 32,378 | 76,238 | 35.8 | 10,395 | 14,949 | .0039 | .0036 |
| Clark | 21.0 | 19.7 | -6.2 | 7.2 | -6.5 | 239,893 | 18.4 | 26,307 | 33,318 | 226,884 | 30.1 | 22,653 | 31,512 | .0071 | .0067 |
| Clay | 17.9 | 17.4 | -2.8 | 7.5 | .0 | 243,716 | 35.0 | 24,068 | 32,495 | 117,392 | 43.6 | 10,900 | 15,652 | .0053 | .0050 |
| Cleburne | 19.9 | 21.4 | 7.5 | 8.6 | 6.2 | 300,008 | 38.4 | 26,762 | 34,885 | 149,566 | 42.8 | 12,928 | 17,391 | .0062 | .0064 |
| Cleveland | 7.9 | 8.4 | 6.3 | 2.9 | .0 | 93,277 | 23.2 | 26,099 | 32,164 | 12,761 | 37.3 | 3,206 | 4,400 | .0018 | .0017 |
| Columbia | 25.7 | 25.4 | -1.2 | 9.6 | .0 | 351,227 | 33.3 | 27,448 | 36,586 | 201,603 | 34.9 | 15,569 | 21,000 | .0079 | .0077 |
| Conway | 19.0 | 18.4 | -3.2 | 7.2 | .0 | 254,619 | 32.0 | 26,798 | 35,364 | 141,298 | 35.1 | 14,526 | 19,625 | .0059 | .0056 |
| Craighead | 70.4 | 73.9 | 5.0 | 28.3 | 5.6 | 1,227,932 | 42.8 | 32,090 | 43,390 | 766,313 | 34.0 | 21,340 | 27,078 | .0265 | .0267 |
| Crawford | 44.1 | 49.0 | 11.1 | 17.9 | 12.6 | 694,126 | 48.5 | 29,398 | 38,778 | 299,884 | 47.4 | 12,794 | 16,753 | .0131 | .0141 |
| ☐ Crittenden | 50.6 | 52.9 | 4.5 | 18.4 | 5.7 | 765,749 | 44.7 | 30,404 | 41,617 | 506,793 | 26.7 | 22,982 | 27,543 | .0177 | .0176 |
| Cross | 19.0 | 18.4 | -3.2 | 6.7 | .0 | 207,889 | 18.1 | 26,273 | 31,028 | 113,987 | 34.5 | 12,648 | 17,013 | .0053 | .0048 |
| Dallas | 9.4 | 8.9 | -5.3 | 3.6 | .0 | 116,672 | 24.8 | 25,960 | 32,409 | 86,087 | 38.1 | 17,312 | 23,913 | .0029 | .0028 |
| Desha | 16.4 | 15.5 | -5.5 | 5.4 | -6.9 | 190,415 | 26.0 | 26,058 | 35,262 | 98,885 | 21.9 | 13,991 | 18,312 | .0047 | .0042 |
| Drew | 17.3 | 16.9 | -2.3 | 6.3 | .0 | 242,694 | 36.8 | 28,156 | 38,523 | 134,784 | 35.6 | 15,775 | 21,394 | .0054 | .0053 |
| Faulkner | 63.1 | 71.6 | 13.5 | 25.7 | 14.2 | 1,153,772 | 57.4 | 32,581 | 44,894 | 527,779 | 51.0 | 15,533 | 20,536 | .0205 | .0230 |
| Franklin | 15.0 | 15.5 | 3.3 | 5.6 | .0 | 206,618 | 36.8 | 26,970 | 36,896 | 68,861 | 38.4 | 8,886 | 12,297 | .0041 | .0040 |
| Fulton | 10.2 | 10.7 | 4.9 | 4.6 | 12.2 | 141,354 | 50.9 | 22,840 | 30,729 | 41,505 | 44.6 | 7,002 | 9,023 | .0025 | .0026 |
| Garland | 74.4 | 77.7 | 4.4 | 32.9 | 5.1 | 1,380,378 | 42.5 | 30,957 | 41,957 | 969,421 | 51.2 | 20,480 | 29,466 | .0294 | .0312 |
| Grant | 14.3 | 15.3 | 7.0 | 5.8 | 9.4 | 255,262 | 50.4 | 32,019 | 44,011 | 55,214 | 33.7 | 7,794 | 9,520 | .0041 | .0042 |
| Greene | 32.0 | 32.4 | 1.3 | 12.8 | 3.2 | 473,350 | 38.2 | 27,625 | 36,980 | 261,017 | 47.6 | 14,262 | 20,392 | .0100 | .0102 |
| Hempstead | 21.4 | 20.8 | -2.8 | 8.2 | .0 | 289,371 | 36.9 | 25,768 | 35,289 | 137,460 | 35.7 | 12,354 | 16,763 | .0062 | .0060 |
| Hot Spring | 26.1 | 26.0 | -.4 | 10.1 | .0 | 294,509 | 18.0 | 24,715 | 29,159 | 150,846 | 31.7 | 11,337 | 14,935 | .0074 | .0068 |
| Howard | 13.6 | 13.6 | .0 | 5.0 | .0 | 189,734 | 32.8 | 28,576 | 37,947 | 86,331 | 35.1 | 12,778 | 17,266 | .0040 | .0038 |
| Independence | 31.2 | 31.1 | -.3 | 11.7 | -.8 | 491,483 | 35.5 | 30,733 | 42,007 | 288,112 | 43.2 | 17,051 | 24,625 | .0105 | .0106 |
| Izard | 11.5 | 12.0 | 4.3 | 5.3 | 10.4 | 188,598 | 52.8 | 25,715 | 35,585 | 60,805 | 36.1 | 9,310 | 11,473 | .0034 | .0034 |
| Jackson | 18.7 | 18.1 | -3.2 | 7.2 | -1.4 | 256,133 | 34.8 | 26,026 | 35,574 | 121,540 | 29.8 | 12,825 | 16,881 | .0056 | .0054 |
| Jefferson | 85.9 | 86.5 | .7 | 30.8 | 2.3 | 1,185,117 | 30.9 | 30,075 | 38,478 | 748,156 | 33.8 | 18,578 | 24,291 | .0281 | .0272 |
| Johnson | 18.3 | 18.7 | 2.2 | 7.6 | 5.6 | 271,427 | 44.2 | 26,140 | 35,714 | 171,430 | 52.5 | 15,614 | 22,557 | .0058 | .0060 |
| Lafayette | 9.5 | 9.0 | -5.3 | 3.6 | .0 | 98,274 | 24.4 | 21,935 | 27,298 | 32,911 | 25.2 | 7,303 | 9,142 | .0023 | .0021 |
| Lawrence | 17.1 | 16.2 | -5.3 | 6.3 | -6.0 | 171,790 | 14.3 | 22,434 | 27,268 | 120,790 | 27.0 | 14,197 | 19,173 | .0049 | .0043 |
| Lee | 12.7 | 11.9 | -6.3 | 4.3 | -4.4 | 100,090 | 12.9 | 19,694 | 23,277 | 40,961 | 22.1 | 7,456 | 9,526 | .0027 | .0024 |
| Lincoln | 13.9 | 13.9 | .0 | 3.8 | .0 | 152,029 | 28.7 | 31,096 | 40,008 | 22,432 | 23.9 | 4,765 | 5,903 | .0030 | .0028 |
| Little River | 14.0 | 14.0 | .0 | 5.2 | .0 | 235,880 | 38.4 | 32,781 | 45,362 | 91,607 | 45.4 | 12,116 | 17,617 | .0044 | .0045 |
| Logan | 20.7 | 21.1 | 1.9 | 7.6 | .0 | 241,483 | 29.1 | 24,611 | 31,774 | 125,752 | 36.3 | 12,139 | 16,546 | .0057 | .0054 |
| Lonoke | 40.4 | 43.8 | 8.4 | 15.8 | 10.5 | 641,658 | 43.5 | 31,275 | 40,611 | 225,271 | 41.8 | 11,106 | 14,258 | .0118 | .0122 |
| Madison | 11.8 | 12.3 | 4.2 | 5.0 | 11.1 | 159,449 | 43.0 | 24,772 | 31,890 | 63,426 | 55.8 | 9,046 | 12,685 | .0031 | .0033 |
| Marion | 12.4 | 13.9 | 12.1 | 5.6 | 9.8 | 189,847 | 48.4 | 25,086 | 33,901 | 47,080 | 57.7 | 5,852 | 8,407 | .0032 | .0035 |
| Miller | 38.7 | 39.6 | 2.3 | 14.9 | 3.5 | 553,983 | 36.1 | 28,267 | 37,180 | 329,382 | 45.2 | 15,751 | 22,106 | .0122 | .0123 |
| Mississippi | 57.1 | 55.8 | -2.3 | 20.1 | -1.0 | 774,078 | 36.4 | 27,962 | 38,511 | 421,623 | 43.6 | 14,461 | 20,976 | .0169 | .0168 |
| Monroe | 10.9 | 10.1 | -7.3 | 3.9 | -7.1 | 108,798 | 19.9 | 21,603 | 27,897 | 85,433 | 30.4 | 15,598 | 21,906 | .0032 | .0029 |
| Montgomery | 7.9 | 7.9 | .0 | 3.1 | .0 | 86,993 | 21.9 | 23,019 | 28,062 | 33,985 | 36.6 | 8,028 | 10,963 | .0020 | .0018 |
| Nevada | 9.9 | 9.4 | -5.1 | 3.8 | .0 | 153,809 | 38.1 | 29,309 | 40,476 | 38,761 | 18.9 | 8,577 | 10,200 | .0029 | .0027 |
| Newton | 7.8 | 8.3 | 6.4 | 2.8 | .0 | 78,740 | 31.0 | 21,474 | 28,121 | 11,737 | 26.1 | 3,325 | 4,192 | .0015 | .0016 |
| Ouachita | 30.8 | 31.7 | 2.9 | 12.3 | 4.2 | 387,787 | 22.8 | 26,762 | 31,527 | 250,912 | 26.6 | 16,794 | 20,399 | .0099 | .0091 |
| Perry | 8.1 | 8.6 | 6.2 | 3.1 | .0 | 117,505 | 38.4 | 27,397 | 37,905 | 37,937 | 40.7 | 8,695 | 12,238 | .0022 | .0023 |
| Phillips | 27.8 | 25.6 | -7.9 | 9.1 | -7.1 | 220,624 | 11.3 | 20,234 | 24,244 | 165,834 | 13.9 | 14,856 | 18,224 | .0072 | .0061 |
| Pike | 10.2 | 10.7 | 4.9 | 3.9 | .0 | 143,739 | 36.4 | 27,029 | 36,856 | 64,678 | 32.7 | 12,497 | 16,584 | .0030 | .0030 |
| Poinsett | 24.6 | 24.5 | -.4 | 9.3 | .0 | 323,327 | 35.5 | 25,664 | 34,766 | 128,683 | 30.1 | 10,638 | 13,837 | .0068 | .0065 |
| Polk | 17.5 | 18.0 | 2.9 | 7.4 | 7.2 | 267,452 | 48.1 | 26,169 | 36,142 | 132,884 | 55.8 | 12,362 | 17,957 | .0054 | .0056 |
| Pope | 46.8 | 51.0 | 9.0 | 18.9 | 8.6 | 881,513 | 50.3 | 33,705 | 46,641 | 504,607 | 36.4 | 21,264 | 26,699 | .0175 | .0185 |
| Prairie | 9.5 | 9.5 | .0 | 3.7 | .0 | 100,558 | 17.8 | 23,071 | 27,178 | 45,653 | 21.1 | 10,186 | 12,339 | .0026 | .0023 |
| Pulaski | 351.1 | 355.0 | 1.1 | 140.9 | 2.2 | 7,234,833 | 38.7 | 37,832 | 51,347 | 4,761,298 | 40.4 | 24,598 | 33,792 | .1534 | .1546 |
| Randolph | 16.5 | 16.5 | .0 | 6.4 | .0 | 163,629 | 17.8 | 21,703 | 25,567 | 105,762 | 34.3 | 12,300 | 16,525 | .0045 | .0042 |
| St. Francis | 28.1 | 26.9 | -4.3 | 9.7 | -2.0 | 302,393 | 32.5 | 23,047 | 31,175 | 194,123 | 34.8 | 14,546 | 20,013 | .0077 | .0074 |
| Saline | 66.6 | 74.0 | 11.1 | 27.1 | 12.9 | 1,130,983 | 38.1 | 34,113 | 41,734 | 375,097 | 38.3 | 11,298 | 13,841 | .0207 | .0211 |
| Scott | 10.4 | 10.9 | 4.8 | 4.0 | .0 | 136,963 | 37.6 | 24,878 | 34,241 | 50,355 | 31.5 | 9,575 | 12,589 | .0028 | .0027 |
| Searcy | 7.6 | 7.2 | -5.3 | 3.1 | .0 | 83,321 | 33.2 | 20,184 | 26,878 | 34,058 | 24.8 | 8,800 | 10,986 | .0019 | .0017 |
| Sebastian | 101.1 | 105.8 | 4.6 | 42.3 | 6.0 | 1,734,482 | 32.4 | 32,829 | 41,004 | 1,383,584 | 42.1 | 24,407 | 32,709 | .0415 | .0417 |
| Sevier | 13.6 | 13.6 | .0 | 5.1 | .0 | 179,891 | 32.7 | 26,588 | 35,273 | 114,773 | 39.4 | 16,149 | 22,505 | .0042 | .0042 |
| Sharp | 14.2 | 14.7 | 3.5 | 6.4 | 8.5 | 188,560 | 39.6 | 22,886 | 29,463 | 114,623 | 52.1 | 12,772 | 17,910 | .0042 | .0042 |
| Stone | 10.1 | 11.1 | 9.9 | 4.5 | 12.5 | 131,852 | 50.6 | 21,891 | 29,300 | 54,561 | 34.5 | 10,141 | 12,125 | .0027 | .0028 |
| Union | 46.5 | 45.9 | -1.3 | 17.8 | .0 | 756,475 | 36.9 | 31,033 | 42,499 | 546,471 | 44.6 | 21,226 | 30,701 | .0173 | .0175 |
| Van Buren | 14.3 | 15.3 | 7.0 | 6.3 | 8.6 | 204,233 | 46.7 | 24,001 | 32,418 | 104,747 | 56.0 | 11,576 | 16,627 | .0040 | .0043 |

# METRO/COUNTY 1996 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991–1996 | 12/31/96 Households (Thous.) | % Change 1991–1996 | 1996 EBI ($000) | % Change 1991–1996 | Average Household EBI | | 1996 Retail Sales ($000) | % Change 1991–1996 | Retail Sales Per Household | | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 1991 | 1996 | | | 1991 | 1996 | 1991 | 1996 |
| **ARKANSAS (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Washington | 116.6 | 126.0 | 8.1 | 49.2 | 10.1 | 1,986,754 | 38.7 | 32,051 | 40,381 | 1,497,519 | 46.6 | 22,854 | 30,437 | .0453 | .0470 |
| White | 55.6 | 57.7 | 3.8 | 21.1 | 5.0 | 888,403 | 43.8 | 30,744 | 42,104 | 551,203 | 47.6 | 18,573 | 26,123 | .0188 | .0196 |
| Woodruff | 9.2 | 8.5 | -7.6 | 3.3 | -5.7 | 82,829 | 12.0 | 21,123 | 25,100 | 45,442 | 27.2 | 10,208 | 13,770 | .0022 | .0020 |
| Yell | 18.1 | 19.1 | 5.5 | 7.6 | 7.0 | 262,569 | 40.3 | 26,356 | 34,549 | 99,857 | 51.4 | 9,287 | 13,139 | .0051 | .0052 |
| **TOTAL METRO COUNTIES** | **958.2** | **1,004.2** | **4.8** | **383.0** | **6.1** | **17,081,457** | **39.2** | **33,972** | **44,599** | **10,654,763** | **41.0** | **20,926** | **27,819** | **.3643** | **.3708** |
| **TOTAL STATE** | **2,374.8** | **2,449.4** | **3.1** | **940.9** | **4.3** | **37,885,695** | **38.6** | **30,317** | **40,265** | **21,984,705** | **41.1** | **17,281** | **23,366** | **.8105** | **.8189** |
| **CALIFORNIA** | | | | | | | | | | | | | | | |
| **ANAHEIM - SANTA ANA** | **2,510.6** | **2,797.0** | **11.4** | **933.4** | **9.5** | **65,794,165** | **39.3** | **55,427** | **70,489** | **25,785,455** | **25.0** | **24,209** | **27,625** | **1.1711** | **1.1630** |
| Orange | 2,510.6 | 2,797.0 | 11.4 | 933.4 | 9.5 | 65,794,165 | 39.3 | 55,427 | 70,489 | 25,785,455 | 25.0 | 24,209 | 27,625 | 1.1711 | 1.1630 |
| **BAKERSFIELD** | **581.5** | **678.4** | **16.7** | **223.4** | **15.6** | **10,642,276** | **50.3** | **36,641** | **47,638** | **5,587,628** | **58.5** | **18,236** | **25,012** | **.1988** | **.2222** |
| Kern | 581.5 | 678.4 | 16.7 | 223.4 | 15.6 | 10,642,276 | 50.3 | 36,641 | 47,638 | 5,587,628 | 58.5 | 18,236 | 25,012 | .1988 | .2222 |
| **CHICO** | **190.1** | **213.6** | **12.4** | **84.8** | **13.4** | **3,220,840** | **40.5** | **30,658** | **37,982** | **1,566,449** | **37.4** | **15,237** | **18,472** | **.0644** | **.0665** |
| Butte | 190.1 | 213.6 | 12.4 | 84.8 | 13.4 | 3,220,840 | 40.5 | 30,658 | 37,982 | 1,566,449 | 37.4 | 15,237 | 18,472 | .0644 | .0665 |
| **FRESNO** | **709.4** | **826.2** | **16.5** | **272.4** | **16.6** | **12,423,339** | **49.3** | **35,606** | **45,607** | **6,470,126** | **48.0** | **18,703** | **23,752** | **.2395** | **.2613** |
| Fresno | 709.4 | 826.2 | 16.5 | 272.4 | 16.6 | 12,423,339 | 49.3 | 35,606 | 45,607 | 6,470,126 | 48.0 | 18,703 | 23,752 | .2395 | .2613 |
| **LOS ANGELES - LONG BEACH** | **9,087.0** | **9,656.5** | **6.3** | **3,235.3** | **6.1** | **189,640,807** | **34.6** | **46,203** | **58,616** | **86,066,771** | **32.8** | **21,257** | **26,602** | **3.6730** | **3.6137** |
| Los Angeles | 9,087.0 | 9,656.5 | 6.3 | 3,235.3 | 6.1 | 189,640,807 | 34.6 | 46,203 | 58,616 | 86,066,771 | 32.8 | 21,257 | 26,602 | 3.6730 | 3.6137 |
| ***LOS ANGELES - ANAHEIM - RIVERSIDE CONSOLIDATED AREA*** | ***15,109.6*** | ***16,463.3*** | ***9.0*** | ***5,487.1*** | ***8.3*** | ***327,696,601*** | ***37.4*** | ***47,080*** | ***59,721*** | ***141,863,283*** | ***31.8*** | ***21,252*** | ***25,854*** | ***6.1611*** | ***6.1448*** |
| **MERCED** | **186.7** | **211.0** | **13.0** | **64.6** | **12.3** | **2,871,413** | **45.0** | **34,435** | **44,449** | **1,269,310** | **46.8** | **15,036** | **19,649** | **.0555** | **.0590** |
| Merced | 186.7 | 211.0 | 13.0 | 64.6 | 12.3 | 2,871,413 | 45.0 | 34,435 | 44,449 | 1,269,310 | 46.8 | 15,036 | 19,649 | .0555 | .0590 |
| **MODESTO** | **394.6** | **445.5** | **12.9** | **149.3** | **12.3** | **7,234,848** | **44.8** | **37,597** | **48,458** | **3,486,740** | **37.1** | **19,137** | **23,354** | **.1400** | **.1462** |
| Stanislaus | 394.6 | 445.5 | 12.9 | 149.3 | 12.3 | 7,234,848 | 44.8 | 37,597 | 48,458 | 3,486,740 | 37.1 | 19,137 | 23,354 | .1400 | .1462 |
| **OAKLAND** | **2,149.1** | **2,324.4** | **8.2** | **862.4** | **7.7** | **55,456,536** | **41.0** | **49,156** | **64,305** | **21,700,180** | **35.4** | **20,031** | **25,163** | **.9611** | **.9773** |
| Alameda | 1,311.9 | 1,403.2 | 7.0 | 518.5 | 6.2 | 31,621,502 | 39.9 | 46,305 | 60,987 | 13,321,218 | 33.4 | 20,449 | 25,692 | .5711 | .5746 |
| Contra Costa | 837.2 | 921.2 | 10.0 | 343.9 | 10.2 | 23,835,034 | 42.4 | 53,616 | 69,308 | 8,378,962 | 38.6 | 19,376 | 24,365 | .3900 | .4027 |
| **OXNARD - VENTURA** | **688.3** | **725.6** | **5.4** | **231.1** | **4.2** | **15,731,027** | **33.4** | **53,167** | **68,070** | **6,855,452** | **29.0** | **23,958** | **29,664** | **.2998** | **.2907** |
| Ventura | 688.3 | 725.6 | 5.4 | 231.1 | 4.2 | 15,731,027 | 33.4 | 53,167 | 68,070 | 6,855,452 | 29.0 | 23,958 | 29,664 | .2998 | .2907 |
| **REDDING** | **156.4** | **179.5** | **14.8** | **69.3** | **16.3** | **2,743,176** | **42.6** | **32,283** | **39,584** | **1,537,109** | **36.6** | **18,886** | **22,181** | **.0567** | **.0588** |
| Shasta | 156.4 | 179.5 | 14.8 | 69.3 | 16.3 | 2,743,176 | 42.6 | 32,283 | 39,584 | 1,537,109 | 36.6 | 18,886 | 22,181 | .0567 | .0588 |
| **RIVERSIDE - SAN BERNARDINO** | **2,823.7** | **3,284.2** | **16.3** | **1,087.3** | **15.5** | **56,530,602** | **46.7** | **40,931** | **51,992** | **23,155,605** | **37.2** | **17,924** | **21,296** | **1.0172** | **1.0774** |
| Riverside | 1,290.0 | 1,507.7 | 16.9 | 511.6 | 15.9 | 27,014,486 | 47.3 | 41,562 | 52,804 | 10,012,933 | 32.2 | 17,159 | 19,572 | .4723 | .4975 |
| San Bernardino | 1,533.7 | 1,776.5 | 15.8 | 575.7 | 15.1 | 29,516,116 | 46.2 | 40,374 | 51,270 | 13,142,672 | 41.3 | 18,599 | 22,829 | .5449 | .5799 |
| **SACRAMENTO** | **1,569.8** | **1,787.6** | **13.9** | **671.2** | **14.0** | **36,406,286** | **50.4** | **41,115** | **54,241** | **16,504,353** | **43.4** | **19,555** | **24,589** | **.6383** | **.6885** |
| El Dorado | 136.6 | 163.1 | 19.4 | 60.7 | 19.7 | 3,502,418 | 61.9 | 42,676 | 57,700 | 1,086,385 | 40.9 | 15,213 | 17,898 | .0525 | .0596 |
| Placer | 186.4 | 217.5 | 16.7 | 81.4 | 17.6 | 5,087,395 | 58.1 | 46,514 | 62,499 | 2,223,990 | 40.8 | 22,833 | 27,322 | .0839 | .0927 |
| Sacramento | 1,098.8 | 1,237.8 | 12.7 | 468.1 | 12.7 | 25,008,161 | 48.7 | 40,486 | 53,425 | 11,911,378 | 43.5 | 19,980 | 25,446 | .4491 | .4807 |
| Yolo | 148.0 | 169.2 | 14.3 | 61.0 | 14.4 | 2,808,312 | 40.4 | 37,523 | 46,038 | 1,282,600 | 49.3 | 16,116 | 21,026 | .0528 | .0555 |
| **SALINAS - SEASIDE - MONTEREY** | **367.4** | **388.5** | **5.7** | **121.5** | **4.8** | **7,074,043** | **34.6** | **45,344** | **58,223** | **2,975,657** | **27.5** | **20,143** | **24,491** | **.1379** | **.1340** |
| Monterey | 367.4 | 388.5 | 5.7 | 121.5 | 4.8 | 7,074,043 | 34.6 | 45,344 | 58,223 | 2,975,657 | 27.5 | 20,143 | 24,491 | .1379 | .1340 |
| **SAN DIEGO** | **2,604.4** | **2,810.0** | **7.9** | **984.3** | **6.9** | **54,364,829** | **33.1** | **44,363** | **55,232** | **24,472,894** | **30.8** | **20,325** | **24,863** | **1.0612** | **1.0367** |
| San Diego | 2,604.4 | 2,810.0 | 7.9 | 984.3 | 6.9 | 54,364,829 | 33.1 | 44,363 | 55,232 | 24,472,894 | 30.8 | 20,325 | 24,863 | 1.0612 | 1.0367 |
| **SAN FRANCISCO** | **1,631.2** | **1,723.9** | **5.7** | **677.2** | **4.4** | **44,889,574** | **32.0** | **52,411** | **66,287** | **20,865,878** | **36.1** | **23,639** | **30,812** | **.8371** | **.8192** |
| Marin | 235.9 | 259.4 | 10.0 | 106.8 | 9.8 | 9,463,721 | 46.0 | 65,725 | 88,612 | 3,196,102 | 35.7 | 24,208 | 29,926 | .1431 | .1504 |
| San Francisco | 726.5 | 735.3 | 1.2 | 302.4 | -.5 | 16,892,620 | 23.9 | 44,848 | 55,862 | 8,857,772 | 31.2 | 22,203 | 29,292 | .3513 | .3269 |
| San Mateo | 668.8 | 729.2 | 9.0 | 268.0 | 8.3 | 18,533,233 | 32.7 | 56,469 | 69,154 | 8,812,004 | 41.5 | 25,180 | 32,881 | .3427 | .3419 |
| ***SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA*** | ***6,434.8*** | ***6,908.7*** | ***7.4*** | ***2,534.1*** | ***6.4*** | ***165,041,784*** | ***36.2*** | ***50,885*** | ***65,128*** | ***69,212,859*** | ***34.3*** | ***21,656*** | ***27,313*** | ***2.9808*** | ***2.9639*** |
| **SAN JOSE** | **1,532.8** | **1,626.4** | **6.1** | **551.2** | **4.5** | **40,116,325** | **34.5** | **56,546** | **72,780** | **15,947,415** | **29.4** | **23,362** | **28,932** | **.7236** | **.7058** |
| Santa Clara | 1,532.8 | 1,626.4 | 6.1 | 551.2 | 4.5 | 40,116,325 | 34.5 | 56,546 | 72,780 | 15,947,415 | 29.4 | 23,362 | 28,932 | .7236 | .7058 |
| **SANTA BARBARA - SANTA MARIA - LOMPOC** | **378.8** | **406.7** | **7.4** | **141.0** | **6.6** | **8,512,464** | **35.7** | **47,407** | **60,372** | **4,130,903** | **45.1** | **21,524** | **29,297** | **.1609** | **.1634** |
| Santa Barbara | 378.8 | 406.7 | 7.4 | 141.0 | 6.6 | 8,512,464 | 35.7 | 47,407 | 60,372 | 4,130,903 | 45.1 | 21,524 | 29,297 | .1609 | .1634 |
| **SANTA CRUZ** | **234.5** | **239.7** | **2.2** | **86.1** | **1.8** | **5,280,089** | **33.1** | **46,901** | **61,325** | **2,581,926** | **35.9** | **22,458** | **29,988** | **.1030** | **.1008** |
| Santa Cruz | 234.5 | 239.7 | 2.2 | 86.1 | 1.8 | 5,280,089 | 33.1 | 46,901 | 61,325 | 2,581,926 | 35.9 | 22,458 | 29,988 | .1030 | .1008 |

# METRO/COUNTY 1996 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991–1996 | 12/31/96 Households (Thous.) | % Change 1991–1996 | 1996 EBI ($000) | % Change 1991–1996 | Average Household EBI | | 1996 Retail Sales ($000) | % Change 1991–1996 | Retail Sales Per Household | | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 1991 | 1996 | | | 1991 | 1996 | 1991 | 1996 |
| **CALIFORNIA (continued)** | | | | | | | | | | | | | | | |
| **SANTA ROSA - PETALUMA** | **407.7** | **457.0** | **12.1** | **174.8** | **12.1** | **9,701,874** | **41.5** | **43,940** | **55,503** | **4,420,403** | **38.9** | **20,394** | **25,288** | **.1764** | **.1822** |
| Sonoma | 407.7 | 457.0 | 12.1 | 174.8 | 12.1 | 9,701,874 | 41.5 | 43,940 | 55,503 | 4,420,403 | 38.9 | 20,394 | 25,288 | .1764 | .1822 |
| **STOCKTON** | **501.7** | **554.8** | **10.6** | **178.2** | **8.9** | **8,739,761** | **38.8** | **38,474** | **49,045** | **4,359,813** | **44.2** | **18,486** | **24,466** | **.1738** | **.1796** |
| San Joaquin | 501.7 | 554.8 | 10.6 | 178.2 | 8.9 | 8,739,761 | 38.8 | 38,474 | 49,045 | 4,359,813 | 44.2 | 18,486 | 24,466 | .1738 | .1796 |
| **VALLEJO - FAIRFIELD - NAPA** | **479.5** | **537.3** | **12.1** | **182.4** | **11.6** | **9,597,386** | **34.3** | **43,715** | **52,617** | **3,697,057** | **32.7** | **17,036** | **20,269** | **.1796** | **.1786** |
| Napa | 114.3 | 122.3 | 7.0 | 45.5 | 7.1 | 2,648,865 | 35.4 | 46,027 | 58,217 | 991,797 | 35.2 | 17,265 | 21,798 | .0474 | .0470 |
| Solano | 365.2 | 415.0 | 13.6 | 136.9 | 13.1 | 6,948,521 | 33.8 | 42,903 | 50,756 | 2,705,260 | 31.9 | 16,955 | 19,761 | .1322 | .1316 |
| **VISALIA - TULARE - PORTERVILLE** | **328.1** | **374.7** | **14.2** | **115.9** | **13.3** | **5,485,674** | **56.7** | **34,218** | **47,331** | **2,374,663** | **43.2** | **16,213** | **20,489** | **.1001** | **.1103** |
| Tulare | 328.1 | 374.7 | 14.2 | 115.9 | 13.3 | 5,485,674 | 56.7 | 34,218 | 47,331 | 2,374,663 | 43.2 | 16,213 | 20,489 | .1001 | .1103 |
| **YUBA CITY** | **129.1** | **150.1** | **16.3** | **53.3** | **17.9** | **2,169,843** | **47.4** | **32,572** | **40,710** | **1,017,294** | **48.4** | **15,167** | **19,086** | **.0412** | **.0449** |
| Sutter | 68.3 | 80.4 | 17.7 | 29.0 | 18.4 | 1,259,296 | 46.6 | 35,065 | 43,424 | 629,418 | 48.6 | 17,285 | 21,704 | .0239 | .0260 |
| Yuba | 60.8 | 69.7 | 14.6 | 24.3 | 17.4 | 910,547 | 48.5 | 29,621 | 37,471 | 387,876 | 48.0 | 12,660 | 15,962 | .0173 | .0189 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Alameda | 1,311.9 | 1,403.2 | 7.0 | 518.5 | 6.2 | 31,621,502 | 39.9 | 46,305 | 60,987 | 13,321,218 | 33.4 | 20,449 | 25,692 | .5711 | .5746 |
| Alpine | 1.1 | 1.1 | .0 | .4 | .0 | 20,355 | 38.5 | 36,750 | 50,888 | 2,391 | 32.0 | 4,530 | 5,978 | .0003 | .0003 |
| Amador | 33.4 | 36.5 | 9.3 | 12.7 | 8.5 | 747,707 | 50.0 | 42,609 | 58,875 | 233,158 | 40.6 | 14,177 | 18,359 | .0121 | .0128 |
| Butte | 190.1 | 213.6 | 12.4 | 84.8 | 13.4 | 3,220,840 | 40.5 | 30,658 | 37,982 | 1,566,449 | 37.4 | 15,237 | 18,472 | .0644 | .0665 |
| Calaveras | 35.0 | 42.4 | 21.1 | 16.9 | 21.6 | 724,638 | 52.8 | 34,110 | 42,878 | 176,965 | 38.0 | 9,228 | 10,471 | .0113 | .0123 |
| Colusa | 16.9 | 18.9 | 11.8 | 6.3 | 8.6 | 301,254 | 43.7 | 36,133 | 47,818 | 101,315 | 38.7 | 12,591 | 16,082 | .0054 | .0056 |
| Contra Costa | 837.2 | 921.2 | 10.0 | 343.9 | 10.2 | 23,835,034 | 42.4 | 53,616 | 69,308 | 8,378,962 | 38.6 | 19,376 | 24,365 | .3900 | .4027 |
| Del Norte | 26.5 | 32.0 | 20.8 | 10.7 | 23.0 | 477,664 | 68.1 | 32,652 | 44,641 | 171,715 | 50.9 | 13,081 | 16,048 | .0077 | .0091 |
| El Dorado | 136.6 | 163.1 | 19.4 | 60.7 | 19.7 | 3,502,418 | 61.9 | 42,676 | 57,700 | 1,086,385 | 40.9 | 15,213 | 17,898 | .0525 | .0596 |
| Fresno | 709.4 | 826.2 | 16.5 | 272.4 | 16.6 | 12,423,339 | 49.3 | 35,606 | 45,607 | 6,470,126 | 48.0 | 18,703 | 23,752 | .2395 | .2613 |
| Glenn | 25.5 | 27.9 | 9.4 | 10.1 | 11.0 | 390,816 | 41.1 | 30,429 | 38,695 | 147,663 | 45.4 | 11,164 | 14,620 | .0074 | .0076 |
| Humboldt | 122.9 | 136.2 | 10.8 | 54.0 | 12.5 | 2,023,966 | 34.3 | 31,392 | 37,481 | 1,103,364 | 39.0 | 16,538 | 20,433 | .0430 | .0434 |
| Imperial | 116.6 | 132.9 | 14.0 | 39.0 | 14.7 | 1,713,213 | 58.2 | 31,852 | 43,929 | 964,374 | 64.5 | 17,240 | 24,728 | .0333 | .0383 |
| Inyo | 18.5 | 19.5 | 5.4 | 8.2 | 6.5 | 370,461 | 43.9 | 33,431 | 45,178 | 203,308 | 28.7 | 20,518 | 24,794 | .0076 | .0075 |
| Kern | 581.5 | 678.4 | 16.7 | 223.4 | 15.6 | 10,642,276 | 50.3 | 36,641 | 47,638 | 5,587,628 | 58.5 | 18,236 | 25,012 | .1988 | .2222 |
| Kings | 106.5 | 116.7 | 9.6 | 33.0 | 8.2 | 1,678,610 | 49.5 | 36,820 | 50,867 | 545,558 | 28.8 | 13,889 | 16,532 | .0305 | .0317 |
| Lake | 53.5 | 61.8 | 15.5 | 26.2 | 18.6 | 941,080 | 47.8 | 28,809 | 35,919 | 416,423 | 48.4 | 12,698 | 15,894 | .0174 | .0190 |
| Lassen | 29.1 | 30.3 | 4.1 | 9.1 | 2.2 | 419,516 | 20.8 | 39,034 | 46,101 | 155,419 | 25.8 | 13,885 | 17,079 | .0090 | .0082 |
| Los Angeles | 9,087.0 | 9,656.5 | 6.3 | 3,235.3 | 6.1 | 189,640,807 | 34.6 | 46,203 | 58,616 | 86,066,771 | 32.8 | 21,257 | 26,602 | 3.6730 | 3.6137 |
| Madera | 97.1 | 111.0 | 14.3 | 34.8 | 14.9 | 1,622,294 | 54.4 | 34,683 | 46,618 | 650,318 | 63.8 | 13,101 | 18,687 | .0283 | .0320 |
| Marin | 235.9 | 259.4 | 10.0 | 106.8 | 9.8 | 9,463,721 | 48.0 | 65,725 | 88,612 | 3,196,102 | 35.7 | 24,208 | 29,926 | .1431 | .1504 |
| Mariposa | 15.3 | 18.1 | 18.3 | 7.0 | 16.7 | 296,505 | 47.0 | 33,616 | 42,358 | 114,241 | 51.3 | 12,582 | 16,320 | .0051 | .0056 |
| Mendocino | 82.9 | 91.2 | 10.0 | 34.9 | 11.1 | 1,444,527 | 37.2 | 33,526 | 41,390 | 793,535 | 38.3 | 18,271 | 22,737 | .0301 | .0306 |
| Merced | 186.7 | 211.0 | 13.0 | 64.6 | 12.3 | 2,871,413 | 45.0 | 34,435 | 44,449 | 1,269,310 | 46.8 | 15,036 | 19,649 | .0555 | .0590 |
| Modoc | 10.0 | 11.5 | 15.0 | 4.3 | 13.2 | 147,235 | 35.8 | 28,528 | 34,241 | 55,281 | 38.8 | 10,481 | 12,856 | .0029 | .0030 |
| Mono | 10.3 | 11.3 | 9.7 | 4.6 | 12.2 | 244,260 | 47.0 | 40,529 | 53,100 | 113,102 | 39.1 | 19,829 | 24,587 | .0044 | .0047 |
| Monterey | 367.4 | 388.5 | 5.7 | 121.5 | 4.8 | 7,074,043 | 34.6 | 45,344 | 58,223 | 2,975,657 | 27.5 | 20,143 | 24,491 | .1379 | .1340 |
| Napa | 114.3 | 122.3 | 7.0 | 45.5 | 7.1 | 2,648,865 | 35.4 | 46,027 | 58,217 | 991,797 | 35.2 | 17,265 | 21,798 | .0474 | .0470 |
| Nevada | 83.4 | 95.7 | 14.7 | 37.7 | 15.3 | 1,937,118 | 48.1 | 40,002 | 51,382 | 666,490 | 34.7 | 15,126 | 17,679 | .0322 | .0341 |
| Orange | 2,510.6 | 2,797.0 | 11.4 | 933.4 | 9.5 | 65,794,165 | 39.3 | 55,427 | 70,489 | 25,785,455 | 25.0 | 24,209 | 27,625 | 1.1711 | 1.1630 |
| Placer | 186.4 | 217.5 | 16.7 | 81.4 | 17.6 | 5,087,395 | 58.1 | 46,514 | 62,499 | 2,223,990 | 40.8 | 22,833 | 27,322 | .0839 | .0927 |
| Plumas | 20.5 | 23.0 | 12.2 | 9.7 | 14.1 | 367,747 | 38.5 | 31,244 | 37,912 | 169,789 | 46.5 | 13,639 | 17,504 | .0070 | .0074 |
| Riverside | 1,290.0 | 1,507.7 | 16.9 | 511.6 | 15.9 | 27,014,486 | 47.3 | 41,562 | 52,804 | 10,012,933 | 32.2 | 17,159 | 19,572 | .4723 | .4975 |
| Sacramento | 1,098.8 | 1,237.8 | 12.7 | 468.1 | 12.7 | 25,008,161 | 48.7 | 40,486 | 53,425 | 11,911,378 | 43.5 | 19,980 | 25,446 | .4491 | .4807 |
| San Benito | 38.5 | 42.5 | 10.4 | 12.9 | 8.4 | 656,788 | 28.8 | 42,867 | 50,914 | 214,779 | 32.3 | 13,640 | 16,650 | .0125 | .0122 |
| San Bernardino | 1,533.7 | 1,776.5 | 15.8 | 575.7 | 15.1 | 29,516,116 | 46.2 | 40,374 | 51,270 | 13,142,672 | 41.3 | 18,599 | 22,829 | .5449 | .5799 |
| San Diego | 2,604.4 | 2,810.0 | 7.9 | 984.3 | 6.9 | 54,364,829 | 33.1 | 44,363 | 55,232 | 24,472,894 | 30.8 | 20,325 | 24,863 | 1.0612 | 1.0367 |
| San Francisco | 726.5 | 735.3 | 1.2 | 302.4 | -.5 | 16,892,620 | 23.9 | 44,848 | 55,862 | 8,857,772 | 31.2 | 22,203 | 29,292 | .3513 | .3269 |
| San Joaquin | 501.7 | 554.8 | 10.6 | 178.2 | 8.9 | 8,739,761 | 38.8 | 38,474 | 49,045 | 4,359,813 | 44.2 | 18,486 | 24,466 | .1738 | .1796 |
| San Luis Obispo | 224.9 | 235.6 | 4.8 | 87.4 | 5.0 | 4,663,332 | 36.2 | 41,140 | 53,356 | 1,844,216 | 21.0 | 18,313 | 21,101 | .0887 | .0854 |
| San Mateo | 668.8 | 729.2 | 9.0 | 268.0 | 8.3 | 18,533,233 | 32.7 | 56,469 | 69,154 | 8,812,004 | 41.5 | 25,180 | 32,881 | .3427 | .3419 |
| Santa Barbara | 378.8 | 406.7 | 7.4 | 141.0 | 6.6 | 8,512,464 | 35.7 | 47,407 | 60,372 | 4,130,903 | 45.1 | 21,524 | 29,297 | .1609 | .1634 |
| Santa Clara | 1,532.8 | 1,626.4 | 6.1 | 551.2 | 4.5 | 40,116,325 | 34.5 | 56,546 | 72,780 | 15,947,415 | 29.4 | 23,362 | 28,932 | .7236 | .7058 |
| Santa Cruz | 234.5 | 239.7 | 2.2 | 86.1 | 1.8 | 5,280,089 | 33.1 | 46,901 | 61,325 | 2,581,926 | 35.9 | 22,458 | 29,988 | .1030 | .1008 |
| Shasta | 156.4 | 179.5 | 14.8 | 69.3 | 16.3 | 2,743,176 | 42.6 | 32,283 | 39,584 | 1,537,109 | 36.6 | 18,886 | 22,181 | .0567 | .0588 |
| Sierra | 3.3 | 3.3 | .0 | 1.3 | .0 | 58,351 | 29.7 | 34,617 | 44,885 | 11,970 | 27.5 | 7,220 | 9,208 | .0010 | .0009 |
| Siskiyou | 44.5 | 47.4 | 6.5 | 19.4 | 9.0 | 682,571 | 32.1 | 29,033 | 35,184 | 397,446 | 48.4 | 15,046 | 20,487 | .0149 | .0150 |
| Solano | 365.2 | 415.0 | 13.6 | 136.9 | 13.1 | 6,948,521 | 33.8 | 42,903 | 50,756 | 2,705,260 | 31.9 | 16,955 | 19,761 | .1322 | .1316 |
| Sonoma | 407.7 | 457.0 | 12.1 | 174.8 | 12.1 | 9,701,874 | 41.5 | 43,940 | 55,503 | 4,420,403 | 38.9 | 20,394 | 25,288 | .1764 | .1822 |
| Stanislaus | 394.6 | 445.5 | 12.9 | 149.3 | 12.3 | 7,234,848 | 44.8 | 37,597 | 48,458 | 3,486,740 | 37.1 | 19,137 | 23,354 | .1400 | .1462 |
| Sutter | 68.3 | 80.4 | 17.7 | 29.0 | 18.4 | 1,259,296 | 46.6 | 35,065 | 43,424 | 629,418 | 48.6 | 17,285 | 21,704 | .0239 | .0260 |
| Tehama | 51.9 | 59.3 | 14.3 | 22.7 | 15.8 | 770,717 | 36.8 | 28,739 | 33,952 | 475,295 | 55.1 | 15,636 | 20,938 | .0167 | .0176 |

# METRO/COUNTY 1996 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991-1996 | 12/31/96 Households (Thous.) | % Change 1991-1996 | 1996 EBI ($000) | % Change 1991-1996 | Average Household EBI | | 1996 Retail Sales ($000) | % Change 1991-1996 | Retail Sales Per Household | | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 1991 | 1996 | | | 1991 | 1996 | 1991 | 1996 |
| **CALIFORNIA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Trinity | 13.3 | 13.8 | 3.8 | 5.2 | .0 | 163,706 | 18.1 | 26,657 | 31,482 | 63,815 | 34.4 | 9,131 | 12,272 | .0037 | .0035 |
| Tulare | 328.1 | 374.7 | 14.2 | 115.9 | 13.3 | 5,485,674 | 56.7 | 34,218 | 47,331 | 2,374,663 | 43.2 | 16,213 | 20,489 | .1001 | .1103 |
| Tuolumne | 51.2 | 58.6 | 14.5 | 22.7 | 18.2 | 1,007,573 | 47.4 | 35,611 | 44,386 | 396,332 | 33.6 | 15,451 | 17,460 | .0181 | .0190 |
| Ventura | 688.3 | 725.6 | 5.4 | 231.1 | 4.2 | 15,731,027 | 33.4 | 53,167 | 68,070 | 6,855,452 | 29.0 | 23,958 | 29,664 | .2998 | .2907 |
| Yolo | 148.0 | 169.2 | 14.3 | 61.0 | 14.4 | 2,808,312 | 40.4 | 37,523 | 46,038 | 1,282,600 | 49.3 | 16,116 | 21,026 | .0528 | .0555 |
| Yuba | 60.8 | 69.7 | 14.6 | 24.3 | 17.4 | 910,547 | 48.5 | 29,621 | 37,471 | 387,876 | 48.0 | 12,660 | 15,962 | .0173 | .0189 |
| **TOTAL METRO COUNTIES** | **29,642.4** | **32,398.6** | **9.3** | **11,150.4** | **8.6** | **654,627,177** | **38.1** | **46,175** | **58,709** | **286,829,081** | **34.3** | **20,801** | **25,724** | **12.2102** | **12.2801** |
| **TOTAL STATE** | **30,975.0** | **33,877.1** | **9.4** | **11,681.6** | **8.8** | **678,499,181** | **38.3** | **45,689** | **58,083** | **297,017,343** | **34.5** | **20,563** | **25,426** | **12.6608** | **12.7469** |
| **COLORADO** | | | | | | | | | | | | | | | |
| **BOULDER - LONGMONT** | **230.0** | **242.3** | **5.3** | **96.7** | **6.9** | **5,975,984** | **47.0** | **44,915** | **61,799** | **2,828,921** | **40.6** | **22,234** | **29,255** | **.1058** | **.1107** |
| Boulder | 230.0 | 242.3 | 5.3 | 96.7 | 6.9 | 5,975,984 | 47.0 | 44,915 | 61,799 | 2,828,921 | 40.6 | 22,234 | 29,255 | .1058 | .1107 |
| **COLORADO SPRINGS** | **414.9** | **464.1** | **11.9** | **174.7** | **13.4** | **8,340,161** | **45.4** | **37,223** | **47,740** | **4,169,255** | **43.8** | **18,821** | **23,865** | **.1574** | **.1665** |
| El Paso | 414.9 | 464.1 | 11.9 | 174.7 | 13.4 | 8,340,161 | 45.4 | 37,223 | 47,740 | 4,169,255 | 43.8 | 18,821 | 23,865 | .1574 | .1665 |
| **DENVER** | **1,652.8** | **1,742.0** | **5.4** | **706.0** | **6.6** | **40,926,947** | **45.7** | **42,421** | **57,970** | **19,847,535** | **47.8** | **20,286** | **28,113** | **.7281** | **.7696** |
| Adams | 268.3 | 277.5 | 3.4 | 101.7 | 4.2 | 4,968,703 | 41.3 | 36,036 | 48,856 | 2,809,545 | 38.4 | 20,804 | 27,626 | .1017 | .1032 |
| Arapahoe | 402.9 | 432.8 | 7.4 | 174.4 | 9.1 | 12,081,715 | 53.4 | 49,287 | 69,276 | 6,465,671 | 55.2 | 26,065 | 37,074 | .2059 | .2285 |
| Denver | 467.9 | 479.3 | 2.4 | 219.3 | 3.8 | 9,468,697 | 30.6 | 34,321 | 43,177 | 5,426,689 | 44.0 | 17,848 | 24,746 | .1961 | .1938 |
| Douglas | 65.5 | 76.7 | 17.1 | 27.0 | 18.9 | 2,434,189 | 68.9 | 63,480 | 90,155 | 327,959 | 57.0 | 9,199 | 12,147 | .0280 | .0335 |
| Jefferson | 448.2 | 475.7 | 6.1 | 183.6 | 7.5 | 11,973,643 | 49.6 | 46,862 | 65,216 | 4,817,671 | 47.9 | 19,070 | 26,240 | .1964 | .2106 |
| ***DENVER - BOULDER CONSOLIDATED AREA*** | ***1,882.8*** | ***1,984.3*** | ***5.4*** | ***802.7*** | ***6.7*** | ***46,902,931*** | ***45.9*** | ***42,721*** | ***58,431*** | ***22,676,456*** | ***46.8*** | ***20,520*** | ***28,250*** | ***.8339*** | ***.8803*** |
| **FORT COLLINS - LOVELAND** | **196.4** | **223.0** | **13.5** | **85.8** | **15.2** | **4,021,975** | **46.2** | **36,921** | **46,876** | **2,164,032** | **51.3** | **19,204** | **25,222** | **.0759** | **.0822** |
| Larimer | 196.4 | 223.0 | 13.5 | 85.8 | 15.2 | 4,021,975 | 46.2 | 36,921 | 46,876 | 2,164,032 | 51.3 | 19,204 | 25,222 | .0759 | .0822 |
| **GREELEY** | **133.6** | **138.7** | **3.8** | **50.6** | **5.2** | **2,354,196** | **46.6** | **33,385** | **46,526** | **1,048,775** | **50.4** | **14,497** | **20,727** | **.0437** | **.0461** |
| Weld | 133.6 | 138.7 | 3.8 | 50.6 | 5.2 | 2,354,196 | 46.6 | 33,385 | 46,526 | 1,048,775 | 50.4 | 14,497 | 20,727 | .0437 | .0461 |
| **PUEBLO** | **124.1** | **128.7** | **3.7** | **50.2** | **5.5** | **1,839,234** | **37.9** | **28,024** | **36,638** | **1,201,362** | **48.9** | **16,953** | **23,932** | **.0409** | **.0420** |
| Pueblo | 124.1 | 128.7 | 3.7 | 50.2 | 5.5 | 1,839,234 | 37.9 | 28,024 | 36,638 | 1,201,362 | 48.9 | 16,953 | 23,932 | .0409 | .0420 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Adams | 268.3 | 277.5 | 3.4 | 101.7 | 4.2 | 4,968,703 | 41.3 | 36,036 | 48,856 | 2,809,545 | 38.4 | 20,804 | 27,626 | .1017 | .1032 |
| Alamosa | 14.1 | 15.4 | 9.2 | 5.4 | 10.2 | 201,546 | 47.0 | 27,984 | 37,323 | 152,443 | 50.4 | 20,684 | 28,230 | .0047 | .0049 |
| Arapahoe | 402.9 | 432.8 | 7.4 | 174.4 | 9.1 | 12,081,715 | 53.4 | 49,287 | 69,276 | 6,465,671 | 55.2 | 26,065 | 37,074 | .2059 | .2285 |
| Archuleta | 5.5 | 6.0 | 9.1 | 2.1 | .0 | 83,493 | 32.6 | 29,985 | 39,759 | 48,330 | 23.6 | 18,617 | 23,014 | .0020 | .0018 |
| Baca | 4.5 | 4.5 | .0 | 1.8 | .0 | 48,408 | 18.2 | 22,756 | 26,893 | 23,633 | 13.6 | 11,558 | 13,129 | .0012 | .0012 |
| Bent | 4.8 | 4.4 | -8.3 | 1.8 | .0 | 52,930 | 18.2 | 24,880 | 29,406 | 14,889 | 18.6 | 6,972 | 8,272 | .0012 | .0009 |
| Boulder | 230.0 | 242.3 | 5.3 | 96.7 | 6.9 | 5,975,984 | 47.0 | 44,915 | 61,799 | 2,828,921 | 40.6 | 22,234 | 29,255 | .1058 | .1107 |
| Chaffee | 12.7 | 12.7 | .0 | 4.8 | .0 | 207,057 | 40.1 | 30,797 | 43,137 | 97,111 | 27.8 | 15,833 | 20,231 | .0042 | .0042 |
| Cheyenne | 2.4 | 2.4 | .0 | .9 | .0 | 44,093 | 41.9 | 34,538 | 48,992 | 7,942 | 33.4 | 6,613 | 8,824 | .0007 | .0006 |
| Clear Creek | 7.6 | 7.6 | .0 | 3.1 | .0 | 170,189 | 36.6 | 40,200 | 54,900 | 38,057 | 31.1 | 9,363 | 12,276 | .0027 | .0027 |
| Conejos | 7.5 | 8.0 | 6.7 | 2.6 | .0 | 60,835 | 18.2 | 19,797 | 23,398 | 20,463 | 20.7 | 6,520 | 7,870 | .0016 | .0015 |
| Costilla | 3.2 | 3.2 | .0 | 1.2 | .0 | 37,538 | 41.9 | 22,048 | 31,282 | 2,807 | 33.5 | 1,752 | 2,339 | .0007 | .0006 |
| Crowley | 4.5 | 4.1 | -8.9 | 1.3 | .0 | 46,923 | 39.2 | 25,922 | 36,095 | 6,927 | 25.3 | 4,254 | 5,328 | .0008 | .0009 |
| Custer | 1.9 | 1.9 | .0 | .8 | .0 | 35,081 | 41.9 | 30,903 | 43,851 | 7,349 | 33.5 | 6,883 | 9,186 | .0007 | .0005 |
| Delta | 20.7 | 19.7 | -4.8 | 7.7 | -6.1 | 272,079 | 29.4 | 25,647 | 35,335 | 106,142 | 36.2 | 9,501 | 13,785 | .0057 | .0055 |
| Denver | 467.9 | 479.3 | 2.4 | 219.3 | 3.8 | 9,468,697 | 30.6 | 34,321 | 43,177 | 5,426,689 | 44.0 | 17,848 | 24,746 | .1961 | .1938 |
| Dolores | 1.5 | 1.5 | .0 | .6 | .0 | 22,568 | 38.9 | 27,072 | 37,613 | 5,534 | 19.3 | 7,732 | 9,223 | .0004 | .0004 |
| Douglas | 65.5 | 76.7 | 17.1 | 27.0 | 18.9 | 2,434,189 | 68.9 | 63,480 | 90,155 | 327,959 | 57.0 | 9,199 | 12,147 | .0280 | .0335 |
| Eagle | 22.9 | 25.9 | 13.1 | 9.7 | 11.5 | 668,988 | 56.2 | 49,231 | 68,968 | 402,829 | 47.9 | 31,301 | 41,529 | .0121 | .0132 |
| Elbert | 10.0 | 10.5 | 5.0 | 3.5 | .0 | 162,259 | 18.2 | 39,225 | 46,360 | 19,403 | 23.0 | 4,506 | 5,544 | .0028 | .0027 |
| El Paso | 414.9 | 464.1 | 11.9 | 174.7 | 13.4 | 8,340,161 | 45.4 | 37,223 | 47,740 | 4,169,255 | 43.8 | 18,821 | 23,865 | .1574 | .1665 |
| Fremont | 33.4 | 36.2 | 8.4 | 13.1 | 8.3 | 444,577 | 31.8 | 27,872 | 33,937 | 157,001 | 31.6 | 9,861 | 11,985 | .0090 | .0089 |
| Garfield | 31.2 | 34.5 | 10.6 | 13.3 | 12.7 | 687,981 | 57.7 | 36,978 | 51,728 | 391,980 | 51.1 | 21,982 | 29,472 | .0127 | .0141 |
| Gilpin | 3.1 | 3.1 | .0 | 1.3 | .0 | 52,917 | 18.2 | 34,439 | 40,705 | 8,139 | 28.7 | 4,863 | 6,261 | .0009 | .0009 |
| Grand | 7.9 | 7.9 | .0 | 3.1 | .0 | 140,099 | 30.3 | 34,690 | 45,193 | 90,465 | 41.1 | 20,689 | 29,182 | .0032 | .0030 |
| Gunnison | 10.3 | 10.5 | 1.9 | 3.8 | .0 | 170,487 | 38.8 | 32,317 | 44,865 | 96,089 | 44.5 | 17,494 | 25,287 | .0036 | .0036 |
| Hinsdale | .5 | .5 | .0 | .2 | .0 | 7,597 | 29.8 | 29,265 | 37,985 | 4,594 | 40.8 | 16,315 | 22,970 | .0001 | .0002 |
| Huerfano | 5.8 | 5.4 | -6.9 | 2.4 | .0 | 77,684 | 42.0 | 22,800 | 32,368 | 29,720 | 29.8 | 9,538 | 12,383 | .0016 | .0014 |
| Jackson | 1.6 | 1.6 | .0 | .6 | .0 | 23,462 | 34.9 | 28,990 | 39,103 | 7,141 | 17.5 | 10,126 | 11,902 | .0004 | .0005 |
| Jefferson | 448.2 | 475.7 | 6.1 | 183.6 | 7.5 | 11,973,643 | 49.6 | 46,862 | 65,216 | 4,817,671 | 47.9 | 19,070 | 26,240 | .1964 | .2106 |
| Kiowa | 1.7 | 1.7 | .0 | .7 | .0 | 24,653 | 29.0 | 27,297 | 35,219 | 4,339 | 27.8 | 4,850 | 6,199 | .0004 | .0005 |
| Kit Carson | 7.1 | 7.1 | .0 | 2.8 | .0 | 97,943 | 20.8 | 28,968 | 34,980 | 52,480 | 11.5 | 16,813 | 18,743 | .0024 | .0021 |

# METRO/COUNTY 1996 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991-1996 | 12/31/96 Households (Thous.) | % Change 1991-1996 | 1996 EBI ($000) | % Change 1991-1996 | Average Household EBI |  | 1996 Retail Sales ($000) | % Change 1991-1996 | Retail Sales Per Household |  | Buying Power Index |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  |  |  |  |  |  | 1991 | 1996 |  |  | 1991 | 1996 | 1991 | 1996 |
| **COLORADO (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **ALL COUNTIES (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Lake | 5.7 | 5.3 | -7.0 | 2.3 | .0 | 79,993 | 21.4 | 28,639 | 34,780 | 27,922 | 23.4 | 9,836 | 12,140 | .0018 | .0016 |
| La Plata | 33.0 | 35.2 | 6.7 | 13.4 | 8.9 | 660,870 | 53.1 | 35,090 | 49,319 | 392,442 | 50.6 | 21,187 | 29,287 | .0126 | .0137 |
| Larimer | 196.4 | 223.0 | 13.5 | 85.8 | 15.2 | 4,021,975 | 46.2 | 36,921 | 46,876 | 2,164,032 | 51.3 | 19,204 | 25,222 | .0759 | .0822 |
| Las Animas | 13.6 | 13.5 | -.7 | 5.4 | .0 | 188,735 | 40.5 | 24,876 | 34,951 | 88,784 | 40.3 | 11,720 | 16,441 | .0041 | .0039 |
| Lincoln | 4.5 | 4.5 | .0 | 1.8 | .0 | 68,150 | 39.5 | 27,147 | 37,861 | 54,938 | 33.2 | 22,916 | 30,521 | .0015 | .0016 |
| Logan | 17.1 | 16.2 | -5.3 | 6.4 | -5.9 | 240,723 | 24.2 | 28,500 | 37,613 | 139,519 | 19.1 | 17,233 | 21,800 | .0060 | .0053 |
| Mesa | 95.3 | 101.9 | 6.9 | 40.8 | 9.4 | 1,822,923 | 52.1 | 32,121 | 44,679 | 915,171 | 42.9 | 17,171 | 22,431 | .0341 | .0365 |
| Mineral | .5 | .5 | .0 | .2 | .0 | 5,665 | 18.1 | 23,980 | 28,325 | 4,480 | 34.5 | 16,650 | 22,400 | .0001 | .0001 |
| Moffat | 11.0 | 10.2 | -7.3 | 3.5 | -12.5 | 146,281 | 8.4 | 33,738 | 41,795 | 75,643 | 20.4 | 15,705 | 21,612 | .0037 | .0032 |
| Montezuma | 18.6 | 18.5 | -.5 | 6.7 | .0 | 281,538 | 39.8 | 30,055 | 42,021 | 174,043 | 36.6 | 19,015 | 25,977 | .0062 | .0062 |
| Montrose | 24.6 | 25.5 | 3.7 | 10.0 | 5.3 | 345,815 | 26.6 | 28,750 | 34,582 | 219,142 | 39.2 | 16,577 | 21,914 | .0083 | .0079 |
| Morgan | 22.0 | 22.4 | 1.8 | 8.6 | 4.9 | 379,034 | 47.0 | 31,452 | 44,074 | 131,043 | 30.5 | 12,245 | 15,238 | .0069 | .0070 |
| Otero | 20.0 | 19.9 | -.5 | 7.5 | .0 | 240,723 | 24.3 | 25,815 | 32,096 | 113,970 | 29.3 | 11,757 | 15,196 | .0056 | .0052 |
| Ouray | 2.4 | 2.8 | 16.7 | .9 | .0 | 31,618 | 18.2 | 29,726 | 35,131 | 15,401 | 17.9 | 14,513 | 17,112 | .0007 | .0007 |
| Park | 7.6 | 8.9 | 17.1 | 3.4 | 17.2 | 141,189 | 38.6 | 35,134 | 41,526 | 22,140 | 46.4 | 5,216 | 6,512 | .0023 | .0023 |
| Phillips | 4.2 | 4.2 | .0 | 1.7 | .0 | 56,159 | 25.4 | 26,338 | 33,035 | 24,184 | 14.5 | 12,421 | 14,226 | .0012 | .0012 |
| Pitkin | 13.1 | 14.6 | 11.5 | 7.1 | 16.4 | 582,442 | 63.8 | 58,283 | 82,034 | 322,032 | 39.8 | 37,770 | 45,357 | .0097 | .0106 |
| Prowers | 13.3 | 13.2 | -.8 | 5.0 | .0 | 178,680 | 32.5 | 26,974 | 35,736 | 113,525 | 33.4 | 17,019 | 22,705 | .0042 | .0042 |
| Pueblo | 124.1 | 128.7 | 3.7 | 50.2 | 5.5 | 1,839,234 | 37.9 | 28,024 | 36,638 | 1,201,362 | 48.9 | 16,953 | 23,932 | .0409 | .0420 |
| Rio Blanco | 5.8 | 5.4 | -6.9 | 2.2 | .0 | 103,901 | 35.0 | 34,990 | 47,228 | 27,031 | 42.8 | 8,606 | 12,287 | .0018 | .0018 |
| Rio Grande | 10.9 | 11.4 | 4.6 | 4.5 | 12.5 | 179,425 | 58.0 | 28,387 | 39,872 | 76,644 | 50.4 | 12,744 | 17,032 | .0033 | .0035 |
| Routt | 14.2 | 14.7 | 3.5 | 6.1 | 8.9 | 335,016 | 48.2 | 40,363 | 54,921 | 217,127 | 46.5 | 26,464 | 35,595 | .0065 | .0070 |
| Saguache | 4.8 | 5.3 | 10.4 | 1.7 | .0 | 46,850 | 18.2 | 23,318 | 27,559 | 19,470 | 27.3 | 8,998 | 11,453 | .0012 | .0012 |
| San Juan | .8 | .8 | .0 | .3 | .0 | 10,057 | 18.2 | 28,373 | 33,523 | 6,427 | 34.5 | 15,927 | 21,423 | .0003 | .0002 |
| San Miguel | 3.9 | 4.7 | 20.5 | 1.9 | 18.8 | 121,851 | 68.6 | 45,168 | 64,132 | 47,725 | 58.5 | 18,814 | 25,118 | .0017 | .0020 |
| Sedgwick | 2.6 | 2.6 | .0 | 1.1 | .0 | 39,028 | 39.3 | 25,475 | 35,480 | 30,317 | 43.8 | 19,163 | 27,561 | .0010 | .0010 |
| Summit | 13.3 | 14.8 | 11.3 | 5.9 | 9.3 | 369,426 | 53.5 | 44,556 | 62,615 | 293,764 | 45.2 | 37,473 | 49,791 | .0075 | .0082 |
| Teller | 13.2 | 15.2 | 15.2 | 6.0 | 20.0 | 328,610 | 69.1 | 38,860 | 54,768 | 88,825 | 58.2 | 11,232 | 14,804 | .0047 | .0055 |
| Washington | 4.8 | 4.8 | .0 | 1.9 | .0 | 64,277 | 25.6 | 26,940 | 33,830 | 15,619 | 28.0 | 6,424 | 8,221 | .0011 | .0011 |
| Weld | 133.6 | 138.7 | 3.8 | 50.6 | 5.2 | 2,354,196 | 46.6 | 33,385 | 46,526 | 1,048,775 | 50.4 | 14,497 | 20,727 | .0437 | .0461 |
| Yuma | 8.9 | 8.9 | .0 | 3.5 | .0 | 135,258 | 34.1 | 28,818 | 38,645 | 53,128 | 20.7 | 12,579 | 15,179 | .0027 | .0026 |
| **TOTAL METRO COUNTIES** | **2,751.8** | **2,938.8** | **6.8** | **1,164.0** | **8.1** | **63,458,497** | **45.6** | **40,466** | **54,518** | **31,259,880** | **46.9** | **19,759** | **26,856** | **1.1518** | **1.2171** |
| **TOTAL STATE** | **3,367.9** | **3,581.0** | **6.3** | **1,412.4** | **7.6** | **74,484,121** | **45.3** | **39,056** | **52,736** | **36,766,143** | **45.8** | **19,207** | **26,031** | **1.3684** | **1.4392** |
| **CONNECTICUT** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **BRIDGEPORT - STAMFORD - NORWALK - DANBURY** | **825.3** | **814.5** | **-1.3** | **300.8** | **-1.0** | **26,820,246** | **29.0** | **68,477** | **89,163** | **8,735,711** | **14.3** | **25,155** | **29,042** | **.4699** | **.4282** |
| Fairfield | 825.3 | 814.5 | -1.3 | 300.8 | -1.0 | 26,820,246 | 29.0 | 68,477 | 89,163 | 8,735,711 | 14.3 | 25,155 | 29,042 | .4699 | .4282 |
| **HARTFORD - NEW BRITAIN - MIDDLETOWN - BRISTOL** | **1,136.9** | **1,159.5** | **2.0** | **440.7** | **2.9** | **29,617,373** | **37.0** | **50,488** | **67,205** | **10,648,799** | **20.1** | **20,709** | **24,163** | **.5256** | **.5042** |
| Hartford | 859.6 | 870.6 | 1.3 | 334.7 | 2.2 | 22,146,016 | 35.3 | 49,985 | 66,167 | 8,402,882 | 19.0 | 21,568 | 25,106 | .4034 | .3826 |
| Middlesex | 145.8 | 151.7 | 4.0 | 58.7 | 5.4 | 4,532,349 | 51.7 | 53,635 | 77,212 | 1,443,641 | 28.0 | 20,242 | 24,594 | .0702 | .0730 |
| Tolland | 131.5 | 137.2 | 4.3 | 47.3 | 4.6 | 2,939,008 | 29.4 | 50,251 | 62,135 | 802,276 | 17.9 | 15,061 | 16,961 | .0520 | .0486 |
| **NEW HAVEN - WATERBURY - MERIDEN** | **812.0** | **826.4** | **1.8** | **316.9** | **3.1** | **19,536,652** | **35.4** | **46,935** | **61,649** | **7,700,205** | **21.2** | **20,653** | **24,299** | **.3622** | **.3455** |
| New Haven | 812.0 | 826.4 | 1.8 | 316.9 | 3.1 | 19,536,652 | 35.4 | 46,935 | 61,649 | 7,700,205 | 21.2 | 20,653 | 24,299 | .3622 | .3455 |
| **NEW LONDON - NORWICH** | **257.6** | **264.1** | **2.5** | **96.8** | **2.8** | **5,715,753** | **31.9** | **45,992** | **59,047** | **2,167,191** | **17.8** | **19,528** | **22,388** | **.1087** | **.1017** |
| New London | 257.6 | 264.1 | 2.5 | 96.8 | 2.8 | 5,715,753 | 31.9 | 45,992 | 59,047 | 2,167,191 | 17.8 | 19,528 | 22,388 | .1087 | .1017 |
| **ALL COUNTIES** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Fairfield | 825.3 | 814.5 | -1.3 | 300.8 | -1.0 | 26,820,246 | 29.0 | 68,477 | 89,163 | 8,735,711 | 14.3 | 25,155 | 29,042 | .4699 | .4282 |
| Hartford | 859.6 | 870.6 | 1.3 | 334.7 | 2.2 | 22,146,016 | 35.3 | 49,985 | 66,167 | 8,402,882 | 19.0 | 21,568 | 25,106 | .4034 | .3826 |
| Litchfield | 177.4 | 186.1 | 4.9 | 71.5 | 5.6 | 4,463,085 | 30.6 | 50,482 | 62,421 | 1,415,590 | 18.9 | 17,589 | 19,798 | .0794 | .0747 |
| Middlesex | 145.8 | 151.7 | 4.0 | 58.7 | 5.4 | 4,532,349 | 51.7 | 53,635 | 77,212 | 1,443,641 | 28.0 | 20,242 | 24,594 | .0702 | .0730 |
| New Haven | 812.0 | 826.4 | 1.8 | 316.9 | 3.1 | 19,536,652 | 35.4 | 46,935 | 61,649 | 7,700,205 | 21.2 | 20,653 | 24,299 | .3622 | .3455 |
| New London | 257.6 | 264.1 | 2.5 | 96.8 | 2.8 | 5,715,753 | 31.9 | 45,992 | 59,047 | 2,167,191 | 17.8 | 19,528 | 22,388 | .1087 | .1017 |
| Tolland | 131.5 | 137.2 | 4.3 | 47.3 | 4.6 | 2,939,008 | 29.4 | 50,251 | 62,135 | 802,276 | 17.9 | 15,061 | 16,961 | .0520 | .0486 |
| Windham | 104.7 | 108.7 | 3.8 | 39.6 | 3.9 | 2,081,191 | 35.1 | 40,422 | 52,555 | 783,254 | 19.9 | 17,145 | 19,779 | .0396 | .0380 |
| **TOTAL METRO COUNTIES** | **3,031.8** | **3,064.5** | **1.1** | **1,155.2** | **1.9** | **81,690,024** | **33.5** | **53,969** | **70,715** | **29,251,906** | **18.4** | **21,787** | **25,322** | **1.4664** | **1.3796** |
| **TOTAL STATE** | **3,313.9** | **3,359.3** | **1.4** | **1,266.3** | **2.2** | **88,234,300** | **33.4** | **53,363** | **69,679** | **31,450,750** | **18.5** | **21,415** | **24,837** | **1.5854** | **1.4923** |

# METRO/COUNTY 1996 PROJECTIONS

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991-1996 | 12/31/96 Households (Thous.) | % Change 1991-1996 | 1996 EBI ($000) | % Change 1991-1996 | Average Household EBI |  | 1996 Retail Sales ($000) | % Change 1991-1996 | Retail Sales Per Household |  | Buying Power Index |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  |  |  |  |  |  | 1991 | 1996 |  |  | 1991 | 1996 | 1991 | 1996 |
| **DELAWARE** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **WILMINGTON** | 592.2 | 628.3 | 6.1 | 233.1 | 7.0 | 13,550,122 | 40.3 | 44,331 | 58,130 | 6,100,301 | 26.7 | 22,100 | 26,170 | .2555 | .2530 |
| New Castle | 452.4 | 479.8 | 6.1 | 179.9 | 7.0 | 10,507,515 | 38.8 | 45,012 | 58,408 | 4,987,865 | 25.4 | 23,651 | 27,726 | .2027 | .1987 |
| *Cecil, Md.* | 74.2 | 82.6 | 11.3 | 28.7 | 11.7 | 1,521,111 | 46.4 | 40,429 | 53,000 | 508,663 | 29.4 | 18,308 | 21,208 | .0275 | .0284 |
| *Salem, N. J.* | 65.6 | 65.9 | .5 | 24.5 | 2.1 | 1,521,496 | 44.9 | 43,739 | 62,102 | 503,773 | 37.3 | 15,292 | 20,562 | .0253 | .0259 |
| **ALL COUNTIES** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Kent | 114.2 | 116.7 | 2.2 | 41.1 | 2.8 | 1,765,302 | 27.8 | 34,544 | 42,951 | 1,584,973 | 41.7 | 27,973 | 38,564 | .0460 | .0451 |
| New Castle | 452.4 | 479.8 | 6.1 | 179.9 | 7.0 | 10,507,515 | 38.8 | 45,012 | 58,408 | 4,987,865 | 25.4 | 23,651 | 27,726 | .2027 | .1987 |
| Sussex | 117.5 | 130.2 | 10.8 | 50.4 | 11.3 | 2,181,560 | 46.7 | 32,831 | 43,285 | 1,398,458 | 45.2 | 21,268 | 27,747 | .0451 | .0480 |
| **TOTAL METRO COUNTIES** | 452.4 | 479.8 | 6.1 | 179.9 | 7.0 | 10,507,515 | 38.8 | 45,012 | 58,408 | 4,987,865 | 25.4 | 23,651 | 27,726 | .2027 | .1987 |
| **TOTAL STATE** | 684.1 | 726.7 | 6.2 | 271.4 | 7.1 | 14,454,377 | 38.5 | 41,183 | 53,259 | 7,971,296 | 31.5 | 23,907 | 29,371 | .2938 | .2918 |
| **DISTRICT OF COLUMBIA** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **WASHINGTON** | 4,055.2 | 4,383.6 | 8.1 | 1,619.0 | 7.8 | 117,388,367 | 41.8 | 55,132 | 72,507 | 40,911,701 | 28.8 | 21,146 | 25,270 | 1.9533 | 1.9677 |
| District of Columbia | 597.4 | 565.0 | –5.4 | 233.6 | –4.6 | 13,758,203 | 28.0 | 43,922 | 58,896 | 4,305,578 | 19.4 | 14,732 | 18,431 | .2508 | .2284 |
| *Calvert, Md.* | 55.2 | 64.7 | 17.2 | 21.2 | 16.5 | 1,652,762 | 66.9 | 54,405 | 77,960 | 340,412 | 54.7 | 12,091 | 16,057 | .0212 | .0252 |
| *Charles, Md.* | 106.7 | 122.3 | 14.6 | 40.4 | 16.1 | 2,330,257 | 40.9 | 47,540 | 57,680 | 981,162 | 44.4 | 19,520 | 24,286 | .0417 | .0437 |
| *Frederick, Md.* | 156.9 | 174.5 | 11.2 | 61.9 | 12.5 | 3,479,207 | 40.6 | 44,993 | 56,207 | 1,394,489 | 27.3 | 19,915 | 22,528 | .0637 | .0638 |
| *Montgomery, Md.* | 800.4 | 915.0 | 14.3 | 342.0 | 14.7 | 25,624,487 | 39.2 | 61,753 | 74,925 | 7,977,357 | 28.0 | 20,912 | 23,326 | .4126 | .4148 |
| *Prince George's, Md.* | 743.9 | 783.1 | 5.3 | 275.8 | 5.1 | 16,396,305 | 33.2 | 46,903 | 59,450 | 7,666,758 | 25.5 | 23,283 | 27,798 | .3243 | .3113 |
| *Alexandria city, Va.* | 111.8 | 113.4 | 1.4 | 54.1 | 1.3 | 4,167,548 | 44.5 | 54,006 | 77,034 | 1,907,243 | 35.7 | 26,317 | 35,254 | .0706 | .0723 |
| *Arlington, Va.* | 171.5 | 171.9 | .2 | 77.6 | –.9 | 4,988,116 | 20.8 | 52,715 | 64,280 | 1,706,799 | 25.4 | 17,378 | 21,995 | .0913 | .0822 |
| *Fairfax, Va.* | 858.1 | 955.7 | 11.4 | 339.4 | 11.1 | 33,665,443 | 58.8 | 69,374 | 99,191 | 9,266,278 | 34.5 | 22,551 | 27,302 | .4655 | .5119 |
| *Fairfax city, Va.* | 19.5 | 18.9 | –3.1 | 7.2 | –1.4 | 444,015 | 18.4 | 51,374 | 61,669 | 964,101 | 21.0 | 109,156 | 133,903 | .0197 | .0174 |
| *Falls Church city, Va.* | 9.6 | 9.6 | .0 | 4.2 | .0 | 342,133 | 36.5 | 59,683 | 81,460 | 346,362 | 28.6 | 64,139 | 82,467 | .0085 | .0082 |
| *Loudoun, Va.* | 91.8 | 106.5 | 16.0 | 38.0 | 16.9 | 2,488,826 | 40.4 | 54,561 | 65,495 | 915,173 | 30.5 | 21,580 | 24,084 | .0427 | .0434 |
| *Manassas city, Va.* | 30.2 | 35.4 | 17.2 | 11.9 | 16.7 | 858,843 | 55.3 | 54,226 | 72,172 | 815,245 | 36.2 | 58,695 | 68,508 | .0196 | .0210 |
| *Manassas Park city, Va.* | 6.9 | 7.4 | 7.2 | 2.2 | .0 | 106,564 | 20.0 | 40,355 | 48,438 | 7,157 | 11.0 | 2,931 | 3,253 | .0018 | .0016 |
| *Prince William, Va.* | 229.8 | 264.3 | 15.0 | 85.3 | 15.0 | 5,621,440 | 42.2 | 53,261 | 65,902 | 1,924,629 | 29.4 | 20,038 | 22,563 | .0956 | .0978 |
| *Stafford, Va.* | 65.5 | 75.9 | 15.9 | 24.2 | 16.3 | 1,464,218 | 44.2 | 48,830 | 60,505 | 392,959 | 31.1 | 14,411 | 16,238 | .0237 | .0247 |
| **TOTAL METRO COUNTIES** | 597.4 | 565.0 | –5.4 | 233.6 | –4.6 | 13,758,203 | 28.0 | 43,922 | 58,896 | 4,305,578 | 19.4 | 14,732 | 18,431 | .2508 | .2284 |
| **TOTAL STATE** | 597.4 | 565.0 | –5.4 | 233.6 | –4.6 | 13,758,203 | 28.0 | 43,922 | 58,896 | 4,305,578 | 19.4 | 14,732 | 18,431 | .2508 | .2284 |
| **FLORIDA** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **BRADENTON** | 220.5 | 244.8 | 11.0 | 105.7 | 11.4 | 4,544,668 | 44.7 | 33,094 | 42,996 | 2,386,516 | 42.8 | 17,612 | 22,578 | .0870 | .0916 |
| Manatee | 220.5 | 244.8 | 11.0 | 105.7 | 11.4 | 4,544,668 | 44.7 | 33,094 | 42,996 | 2,386,516 | 42.8 | 17,612 | 22,578 | .0870 | .0916 |
| **DAYTONA BEACH** | 389.2 | 433.2 | 11.3 | 182.1 | 13.1 | 7,408,245 | 45.5 | 31,634 | 40,682 | 4,512,326 | 50.2 | 18,664 | 24,779 | .1484 | .1592 |
| Volusia | 389.2 | 433.2 | 11.3 | 182.1 | 13.1 | 7,408,245 | 45.5 | 31,634 | 40,682 | 4,512,326 | 50.2 | 18,664 | 24,779 | .1484 | .1592 |
| **FORT LAUDERDALE - HOLLYWOOD - POMPANO BEACH** | 1,298.2 | 1,397.0 | 7.6 | 594.8 | 8.6 | 33,678,186 | 53.0 | 40,199 | 56,621 | 19,087,907 | 52.8 | 22,813 | 32,091 | .6032 | .6638 |
| Broward | 1,298.2 | 1,397.0 | 7.6 | 594.8 | 8.6 | 33,678,186 | 53.0 | 40,199 | 56,621 | 19,087,907 | 52.8 | 22,813 | 32,091 | .6032 | .6638 |
| **FORT MYERS - CAPE CORAL** | 357.0 | 412.0 | 15.4 | 172.7 | 15.6 | 8,809,866 | 58.2 | 37,271 | 51,013 | 4,595,225 | 43.4 | 21,455 | 26,608 | .1557 | .1724 |
| Lee | 357.0 | 412.0 | 15.4 | 172.7 | 15.6 | 8,809,866 | 58.2 | 37,271 | 51,013 | 4,595,225 | 43.4 | 21,455 | 26,608 | .1557 | .1724 |
| **FORT PIERCE** | 267.3 | 307.1 | 14.9 | 123.8 | 14.9 | 6,501,531 | 53.4 | 39,357 | 52,516 | 2,848,123 | 37.8 | 19,192 | 23,006 | .1120 | .1209 |
| Martin | 106.8 | 121.5 | 13.8 | 51.5 | 12.9 | 3,263,999 | 54.1 | 46,443 | 63,379 | 1,286,619 | 33.5 | 21,136 | 24,983 | .0528 | .0565 |
| St. Lucie | 160.5 | 185.6 | 15.6 | 72.3 | 16.4 | 3,237,532 | 52.7 | 34,153 | 44,779 | 1,561,504 | 41.6 | 17,764 | 21,598 | .0592 | .0644 |
| **FORT WALTON BEACH** | 149.8 | 162.5 | 8.5 | 60.8 | 9.5 | 2,836,825 | 44.8 | 35,295 | 46,658 | 1,895,401 | 55.6 | 21,941 | 31,174 | .0583 | .0629 |
| Okaloosa | 149.8 | 162.5 | 8.5 | 60.8 | 9.5 | 2,836,825 | 44.8 | 35,295 | 46,658 | 1,895,401 | 55.6 | 21,941 | 31,174 | .0583 | .0629 |
| **GAINESVILLE** | 208.9 | 220.7 | 5.6 | 86.4 | 7.1 | 3,648,200 | 44.2 | 31,341 | 42,225 | 2,533,971 | 52.8 | 20,547 | 29,328 | .0775 | .0829 |
| Alachua | 186.2 | 197.7 | 6.2 | 79.1 | 7.8 | 3,330,309 | 45.4 | 31,210 | 42,103 | 2,383,523 | 54.7 | 20,993 | 30,133 | .0706 | .0763 |
| Bradford | 22.7 | 23.0 | 1.3 | 7.3 | .0 | 317,891 | 33.4 | 32,655 | 43,547 | 150,448 | 28.3 | 16,059 | 20,609 | .0069 | .0066 |
| **JACKSONVILLE** | 943.5 | 1,022.8 | 8.4 | 390.7 | 9.3 | 19,246,182 | 45.8 | 36,920 | 49,261 | 11,892,997 | 52.9 | 21,758 | 30,440 | .3794 | .4081 |
| Clay | 112.7 | 130.1 | 15.4 | 44.9 | 15.4 | 2,358,993 | 52.4 | 39,801 | 52,539 | 1,273,465 | 53.5 | 21,333 | 28,362 | .0432 | .0481 |
| Duval | 695.8 | 740.2 | 6.4 | 286.1 | 7.5 | 13,813,583 | 44.1 | 36,014 | 48,282 | 9,311,228 | 53.8 | 22,745 | 32,545 | .2831 | .3028 |
| Nassau | 46.0 | 50.9 | 10.7 | 19.0 | 11.8 | 800,845 | 37.3 | 34,301 | 42,150 | 386,488 | 39.8 | 16,260 | 20,341 | .0159 | .0163 |
| St. Johns | 89.0 | 101.6 | 14.2 | 40.7 | 14.6 | 2,272,761 | 53.1 | 41,816 | 55,842 | 921,816 | 48.8 | 17,450 | 22,649 | .0372 | .0409 |

1992 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# METRO/COUNTY 1996 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991–1996 | 12/31/96 Households (Thous.) | % Change 1991–1996 | 1996 EBI ($000) | % Change 1991–1996 | Average Household EBI 1991 | Average Household EBI 1996 | 1996 Retail Sales ($000) | % Change 1991–1996 | Retail Sales Per Household 1991 | Retail Sales Per Household 1996 | Buying Power Index 1991 | Buying Power Index 1996 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **FLORIDA (continued)** | | | | | | | | | | | | | | | |
| **LAKELAND - WINTER HAVEN** | **418.4** | **451.1** | **7.8** | **175.6** | **8.9** | **7,089,216** | **39.1** | **31,607** | **40,371** | **4,311,870** | **45.0** | **18,442** | **24,555** | **.1503** | **.1552** |
| Polk | 418.4 | 451.1 | 7.8 | 175.6 | 8.9 | 7,089,216 | 39.1 | 31,607 | 40,371 | 4,311,870 | 45.0 | 18,442 | 24,555 | .1503 | .1552 |
| **MELBOURNE - TITUSVILLE - PALM BAY** | **419.8** | **473.0** | **12.7** | **195.9** | **15.0** | **9,843,224** | **55.2** | **37,209** | **50,246** | **4,130,874** | **37.2** | **17,669** | **21,087** | **.1677** | **.1815** |
| Brevard | 419.8 | 473.0 | 12.7 | 195.9 | 15.0 | 9,843,224 | 55.2 | 37,209 | 50,246 | 4,130,874 | 37.2 | 17,669 | 21,087 | .1677 | .1815 |
| **MIAMI - HIALEAH** | **1,988.4** | **2,101.4** | **5.7** | **752.6** | **6.1** | **35,430,426** | **35.5** | **36,856** | **47,077** | **20,733,023** | **36.1** | **21,476** | **27,549** | **.7583** | **.7538** |
| Dade | 1,988.4 | 2,101.4 | 5.7 | 752.6 | 6.1 | 35,430,426 | 35.5 | 36,856 | 47,077 | 20,733,023 | 36.1 | 21,476 | 27,549 | .7583 | .7538 |
| ***MIAMI - FORT LAUDERDALE CONSOLIDATED AREA*** | ***3,286.6*** | ***3,498.4*** | ***6.4*** | ***1,347.4*** | ***7.2*** | ***69,108,612*** | ***43.5*** | ***38,312*** | ***51,290*** | ***39,820,930*** | ***43.6*** | ***22,058*** | ***29,554*** | ***1.3615*** | ***1.4176*** |
| **NAPLES** | **164.1** | **191.1** | **16.5** | **76.8** | **15.8** | **5,403,570** | **59.3** | **51,161** | **70,359** | **2,321,307** | **52.4** | **22,977** | **30,225** | **.0835** | **.0952** |
| Collier | 164.1 | 191.1 | 16.5 | 76.8 | 15.8 | 5,403,570 | 59.3 | 51,161 | 70,359 | 2,321,307 | 52.4 | 22,977 | 30,225 | .0835 | .0952 |
| **OCALA** | **206.4** | **236.9** | **14.8** | **96.4** | **15.9** | **3,490,820** | **45.7** | **28,795** | **36,212** | **2,164,579** | **46.0** | **17,823** | **22,454** | **.0727** | **.0779** |
| Marion | 206.4 | 236.9 | 14.8 | 96.4 | 15.9 | 3,490,820 | 45.7 | 28,795 | 36,212 | 2,164,579 | 46.0 | 17,823 | 22,454 | .0727 | .0779 |
| **ORLANDO** | **1,139.5** | **1,304.4** | **14.5** | **490.0** | **14.9** | **25,884,886** | **54.3** | **39,348** | **52,826** | **15,736,255** | **50.9** | **24,463** | **32,115** | **.4867** | **.5406** |
| Orange | 717.3 | 815.4 | 13.7 | 308.0 | 14.2 | 15,459,954 | 50.4 | 38,114 | 50,195 | 10,856,088 | 51.4 | 26,590 | 35,247 | .3125 | .3432 |
| Osceola | 117.1 | 138.8 | 18.5 | 50.6 | 19.1 | 2,452,908 | 67.4 | 34,484 | 48,476 | 1,296,623 | 45.2 | 21,010 | 25,625 | .0436 | .0500 |
| Seminole | 305.1 | 350.2 | 14.8 | 131.4 | 15.1 | 7,972,024 | 58.4 | 44,073 | 60,670 | 3,583,544 | 51.4 | 20,723 | 27,272 | .1306 | .1474 |
| **PANAMA CITY** | **131.8** | **144.2** | **9.4** | **56.3** | **10.8** | **2,409,935** | **49.2** | **31,806** | **42,805** | **1,678,148** | **44.4** | **22,884** | **29,807** | **.0512** | **.0546** |
| Bay | 131.8 | 144.2 | 9.4 | 56.3 | 10.8 | 2,409,935 | 49.2 | 31,806 | 42,805 | 1,678,148 | 44.4 | 22,884 | 29,807 | .0512 | .0546 |
| **PENSACOLA** | **353.8** | **374.5** | **5.9** | **141.4** | **7.1** | **6,479,901** | **47.6** | **33,265** | **45,827** | **3,773,106** | **51.6** | **18,852** | **26,684** | **.1278** | **.1367** |
| Escambia | 268.8 | 281.8 | 4.8 | 107.0 | 6.2 | 4,699,202 | 43.2 | 32,553 | 43,918 | 3,240,379 | 52.1 | 21,139 | 30,284 | .1003 | .1060 |
| Santa Rosa | 85.0 | 92.7 | 9.1 | 34.4 | 10.3 | 1,780,699 | 60.5 | 35,565 | 51,765 | 532,727 | 48.9 | 11,465 | 15,486 | .0275 | .0307 |
| **SARASOTA** | **287.8** | **312.4** | **8.5** | **142.3** | **9.3** | **6,849,304** | **35.4** | **38,860** | **48,133** | **3,954,281** | **33.9** | **22,674** | **27,788** | **.1391** | **.1380** |
| Sarasota | 287.8 | 312.4 | 8.5 | 142.3 | 9.3 | 6,849,304 | 35.4 | 38,860 | 48,133 | 3,954,281 | 33.9 | 22,674 | 27,788 | .1391 | .1380 |
| **TALLAHASSEE** | **241.8** | **259.1** | **7.2** | **99.4** | **9.0** | **4,749,291** | **49.9** | **34,747** | **47,780** | **2,794,433** | **51.0** | **20,294** | **28,113** | **.0920** | **.0995** |
| Gadsden | 41.5 | 41.7 | .5 | 13.9 | 3.0 | 433,720 | 26.5 | 25,397 | 31,203 | 264,661 | 41.1 | 13,891 | 19,040 | .0110 | .0105 |
| Leon | 200.3 | 217.4 | 8.5 | 85.5 | 10.0 | 4,315,571 | 52.7 | 36,372 | 50,475 | 2,529,772 | 52.1 | 21,407 | 29,588 | .0810 | .0890 |
| **TAMPA - ST. PETERSBURG - CLEARWATER** | **2,142.5** | **2,292.1** | **7.0** | **971.2** | **7.7** | **42,897,012** | **41.0** | **33,733** | **44,169** | **24,573,869** | **41.2** | **19,302** | **25,303** | **.8633** | **.8873** |
| Hernando | 110.6 | 130.4 | 17.9 | 54.8 | 18.4 | 2,025,450 | 54.2 | 28,366 | 36,961 | 846,106 | 51.9 | 12,028 | 15,440 | .0355 | .0398 |
| Hillsborough | 866.7 | 930.5 | 7.4 | 367.0 | 8.6 | 17,181,743 | 42.0 | 35,809 | 46,817 | 8,555,917 | 29.6 | 19,533 | 23,313 | .3393 | .3407 |
| Pasco | 294.8 | 327.8 | 11.2 | 142.4 | 11.4 | 4,949,075 | 43.2 | 27,052 | 34,755 | 2,837,524 | 49.9 | 14,814 | 19,926 | .1008 | .1073 |
| Pinellas | 870.4 | 903.4 | 3.8 | 407.0 | 4.5 | 18,740,744 | 38.4 | 34,762 | 46,046 | 12,334,322 | 47.7 | 21,439 | 30,305 | .3877 | .3995 |
| **WEST PALM BEACH - BOCA RATON - DELRAY BEACH** | **926.8** | **1,067.8** | **15.2** | **456.5** | **16.2** | **26,240,059** | **48.9** | **44,848** | **57,481** | **12,927,379** | **51.9** | **21,652** | **28,318** | **.4496** | **.4921** |
| Palm Beach | 926.8 | 1,067.8 | 15.2 | 456.5 | 16.2 | 26,240,059 | 48.9 | 44,848 | 57,481 | 12,927,379 | 51.9 | 21,652 | 28,318 | .4496 | .4921 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Alachua | 186.2 | 197.7 | 6.2 | 79.1 | 7.8 | 3,330,309 | 45.4 | 31,210 | 42,103 | 2,383,523 | 54.7 | 20,993 | 30,133 | .0706 | .0763 |
| Baker | 19.2 | 21.0 | 9.4 | 6.6 | 13.8 | 285,162 | 54.1 | 31,895 | 43,206 | 86,669 | 58.1 | 9,453 | 13,132 | .0049 | .0053 |
| Bay | 131.8 | 144.2 | 9.4 | 56.3 | 10.8 | 2,409,935 | 49.2 | 31,806 | 42,805 | 1,678,148 | 44.4 | 22,884 | 29,807 | .0512 | .0546 |
| Bradford | 22.7 | 23.0 | 1.3 | 7.3 | .0 | 317,891 | 33.4 | 32,655 | 43,547 | 150,448 | 28.3 | 16,059 | 20,609 | .0069 | .0066 |
| Brevard | 419.8 | 473.0 | 12.7 | 195.9 | 15.0 | 9,843,224 | 55.2 | 37,209 | 50,246 | 4,130,874 | 37.2 | 17,669 | 21,087 | .1677 | .1815 |
| Broward | 1,298.2 | 1,397.0 | 7.6 | 594.8 | 8.6 | 33,678,186 | 53.0 | 40,199 | 56,621 | 19,087,907 | 52.8 | 22,813 | 32,091 | .6032 | .6638 |
| Calhoun | 11.3 | 11.7 | 3.5 | 4.4 | 10.0 | 175,025 | 61.0 | 27,184 | 39,778 | 68,244 | 49.0 | 11,453 | 15,510 | .0032 | .0035 |
| Charlotte | 119.6 | 139.3 | 16.5 | 61.2 | 17.2 | 2,403,105 | 44.1 | 31,950 | 39,266 | 958,563 | 46.7 | 12,519 | 15,663 | .0426 | .0455 |
| Citrus | 100.1 | 115.5 | 15.4 | 51.1 | 17.2 | 1,894,821 | 54.6 | 28,103 | 37,081 | 893,588 | 51.3 | 13,543 | 17,487 | .0340 | .0379 |
| Clay | 112.7 | 130.1 | 15.4 | 44.9 | 15.4 | 2,358,993 | 52.4 | 39,801 | 52,539 | 1,273,465 | 53.5 | 21,333 | 28,362 | .0432 | .0481 |
| Collier | 164.1 | 191.1 | 16.5 | 76.8 | 15.8 | 5,403,570 | 59.3 | 51,161 | 70,359 | 2,321,307 | 52.4 | 22,977 | 30,225 | .0835 | .0952 |
| Columbia | 43.5 | 45.4 | 4.4 | 17.0 | 6.3 | 570,609 | 30.5 | 27,318 | 33,565 | 544,439 | 45.6 | 23,365 | 32,026 | .0156 | .0155 |
| Dade | 1,988.4 | 2,101.4 | 5.7 | 752.6 | 6.1 | 35,430,426 | 35.5 | 36,856 | 47,077 | 20,733,023 | 36.1 | 21,476 | 27,549 | .7583 | .7538 |
| De Soto | 24.9 | 27.3 | 9.6 | 9.5 | 11.8 | 326,998 | 37.3 | 28,013 | 34,421 | 196,910 | 51.2 | 15,322 | 20,727 | .0073 | .0076 |
| Dixie | 11.5 | 12.7 | 10.4 | 4.5 | 12.5 | 117,252 | 38.1 | 21,227 | 26,056 | 61,093 | 44.5 | 10,568 | 13,576 | .0027 | .0029 |
| Duval | 695.8 | 740.2 | 6.4 | 286.1 | 7.5 | 13,813,583 | 44.1 | 36,014 | 48,282 | 9,311,228 | 53.8 | 22,745 | 32,545 | .2831 | .3028 |
| Escambia | 268.8 | 281.8 | 4.8 | 107.0 | 6.2 | 4,699,202 | 43.2 | 32,553 | 43,918 | 3,240,379 | 52.1 | 21,139 | 30,284 | .1003 | .1060 |
| Flagler | 31.4 | 36.6 | 16.6 | 15.2 | 16.9 | 643,750 | 43.7 | 34,464 | 42,352 | 207,664 | 46.3 | 10,920 | 13,662 | .0108 | .0116 |
| Franklin | 9.1 | 9.1 | .0 | 3.7 | .0 | 137,743 | 45.4 | 25,602 | 37,228 | 50,343 | 31.0 | 10,389 | 13,606 | .0027 | .0027 |
| Gadsden | 41.5 | 41.7 | .5 | 13.9 | 3.0 | 433,720 | 26.5 | 25,397 | 31,203 | 264,661 | 41.1 | 13,891 | 19,040 | .0110 | .0105 |
| Gilchrist | 10.1 | 10.5 | 4.0 | 3.5 | .0 | 136,320 | 33.2 | 29,233 | 38,949 | 29,145 | 20.5 | 6,909 | 8,327 | .0026 | .0025 |
| Glades | 7.7 | 7.7 | .0 | 2.9 | .0 | 124,652 | 45.5 | 29,549 | 42,983 | 15,129 | 29.6 | 4,027 | 5,217 | .0018 | .0020 |
| Gulf | 11.8 | 11.7 | –.8 | 4.3 | –2.3 | 138,312 | 19.9 | 26,224 | 32,166 | 59,498 | 28.9 | 10,492 | 13,837 | .0033 | .0030 |
| Hamilton | 11.3 | 10.9 | –3.5 | 3.3 | –8.3 | 97,900 | 12.6 | 24,148 | 29,667 | 55,675 | 3.9 | 14,880 | 16,871 | .0030 | .0024 |
| Hardee | 19.8 | 20.2 | 2.0 | 6.5 | 1.6 | 209,176 | -24.7 | 26,217 | 32,181 | 168,180 | 39.1 | 18,885 | 25,874 | .0058 | .0056 |

# METRO/COUNTY 1996 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991-1996 | 12/31/96 Households (Thous.) | % Change 1991-1996 | 1996 EBI ($000) | % Change 1991-1996 | Average Household EBI | | 1996 Retail Sales ($000) | % Change 1991-1996 | Retail Sales Per Household | | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 1991 | 1996 | | | 1991 | 1996 | 1991 | 1996 |
| **FLORIDA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Hendry | 27.1 | 30.6 | 12.9 | 10.0 | 13.6 | 379,932 | 42.8 | 30,233 | 37,993 | 227,902 | 52.5 | 16,988 | 22,790 | .0081 | .0087 |
| Hernando | 110.6 | 130.4 | 17.9 | 54.8 | 18.4 | 2,025,450 | 54.2 | 28,366 | 36,961 | 846,106 | 51.9 | 12,028 | 15,440 | .0355 | .0398 |
| Highlands | 72.2 | 82.0 | 13.6 | 35.7 | 14.4 | 1,172,239 | 40.6 | 26,724 | 32,836 | 761,416 | 48.5 | 16,438 | 21,328 | .0254 | .0268 |
| Hillsborough | 866.7 | 930.5 | 7.4 | 367.0 | 8.6 | 17,181,743 | 42.0 | 35,809 | 46,817 | 8,555,917 | 29.6 | 19,533 | 23,313 | .3393 | .3407 |
| Holmes | 16.2 | 17.3 | 6.8 | 6.4 | 8.5 | 208,038 | 47.2 | 23,960 | 32,506 | 79,350 | 53.5 | 8,762 | 12,398 | .0040 | .0043 |
| Indian River | 95.1 | 107.7 | 13.2 | 45.6 | 13.7 | 2,406,235 | 47.6 | 40,656 | 52,768 | 1,049,369 | 40.7 | 18,604 | 23,012 | .0416 | .0443 |
| Jackson | 41.3 | 41.5 | .5 | 14.6 | -.7 | 552,680 | 33.7 | 28,122 | 37,855 | 390,390 | 42.4 | 18,649 | 26,739 | .0134 | .0131 |
| Jefferson | 11.7 | 11.2 | -4.3 | 3.9 | .0 | 163,356 | 45.7 | 28,747 | 41,886 | 71,638 | 45.5 | 12,624 | 18,369 | .0032 | .0033 |
| Lafayette | 5.9 | 6.8 | 15.3 | 2.3 | 21.1 | 111,276 | 80.2 | 32,493 | 48,381 | 13,299 | 64.1 | 4,266 | 5,782 | .0015 | .0018 |
| Lake | 160.1 | 180.5 | 12.7 | 76.0 | 13.4 | 2,863,861 | 45.2 | 29,444 | 37,682 | 1,627,206 | 48.5 | 16,359 | 21,411 | .0571 | .0611 |
| Lee | 357.0 | 412.0 | 15.4 | 172.7 | 15.6 | 8,809,866 | 58.2 | 37,271 | 51,013 | 4,595,225 | 43.4 | 21,455 | 26,608 | .1557 | .1724 |
| Leon | 200.3 | 217.4 | 8.5 | 85.5 | 10.0 | 4,315,571 | 52.7 | 36,372 | 50,475 | 2,529,772 | 52.1 | 21,407 | 29,588 | .0810 | .0890 |
| Levy | 26.7 | 28.3 | 6.0 | 11.0 | 5.8 | 331,266 | 32.8 | 23,985 | 30,115 | 199,170 | 46.5 | 13,072 | 18,106 | .0077 | .0077 |
| Liberty | 6.0 | 6.1 | 1.7 | 1.8 | .0 | 104,730 | 46.1 | 39,814 | 58,183 | 17,836 | 35.3 | 7,322 | 9,909 | .0016 | .0018 |
| Madison | 17.0 | 16.9 | -.6 | 5.7 | .0 | 244,181 | 42.2 | 30,128 | 42,839 | 80,188 | 23.9 | 11,357 | 14,068 | .0048 | .0045 |
| Manatee | 220.5 | 244.8 | 11.0 | 105.7 | 11.4 | 4,544,668 | 44.7 | 33,094 | 42,996 | 2,386,516 | 42.8 | 17,612 | 22,578 | .0870 | .0916 |
| Marion | 206.4 | 236.9 | 14.8 | 96.4 | 15.9 | 3,490,820 | 45.7 | 28,795 | 36,212 | 2,164,579 | 46.0 | 17,823 | 22,454 | .0727 | .0779 |
| Martin | 106.8 | 121.5 | 13.8 | 51.5 | 12.9 | 3,263,999 | 54.1 | 46,443 | 63,379 | 1,286,619 | 33.5 | 21,136 | 24,983 | .0528 | .0565 |
| Monroe | 80.7 | 86.2 | 6.8 | 37.6 | 8.4 | 1,905,067 | 33.2 | 41,227 | 50,667 | 1,100,345 | 35.7 | 23,376 | 29,264 | .0389 | .0383 |
| Nassau | 46.0 | 50.9 | 10.7 | 19.0 | 11.8 | 800,845 | 37.3 | 34,301 | 42,150 | 386,488 | 39.8 | 16,260 | 20,341 | .0159 | .0163 |
| Okaloosa | 149.8 | 162.5 | 8.5 | 60.8 | 9.5 | 2,836,825 | 44.8 | 35,295 | 46,658 | 1,895,401 | 55.6 | 21,941 | 31,174 | .0583 | .0629 |
| Okeechobee | 31.4 | 35.6 | 13.4 | 12.0 | 11.1 | 434,858 | 42.6 | 28,239 | 36,238 | 319,083 | 52.9 | 19,319 | 26,590 | .0099 | .0107 |
| Orange | 717.3 | 815.4 | 13.7 | 308.0 | 14.2 | 15,459,954 | 50.4 | 38,114 | 50,195 | 10,856,088 | 51.4 | 26,590 | 35,247 | .3125 | .3432 |
| Osceola | 117.1 | 138.8 | 18.5 | 50.6 | 19.1 | 2,452,908 | 67.4 | 34,484 | 48,476 | 1,296,623 | 45.2 | 21,010 | 25,625 | .0436 | .0500 |
| Palm Beach | 926.8 | 1,067.8 | 15.2 | 456.5 | 16.2 | 26,240,059 | 48.9 | 44,848 | 57,481 | 12,927,379 | 51.9 | 21,652 | 28,318 | .4496 | .4921 |
| Pasco | 294.8 | 327.8 | 11.2 | 142.4 | 11.4 | 4,949,075 | 43.2 | 27,052 | 34,755 | 2,837,524 | 49.9 | 14,814 | 19,926 | .1008 | .1073 |
| Pinellas | 870.4 | 903.4 | 3.8 | 407.0 | 4.5 | 18,740,744 | 38.4 | 34,762 | 46,046 | 12,334,322 | 47.7 | 21,439 | 30,305 | .3877 | .3995 |
| Polk | 418.4 | 451.1 | 7.8 | 175.6 | 8.9 | 7,089,216 | 39.1 | 31,607 | 40,371 | 4,311,870 | 45.0 | 18,442 | 24,555 | .1503 | .1552 |
| Putnam | 66.7 | 69.8 | 4.6 | 27.2 | 5.8 | 973,024 | 42.6 | 26,548 | 35,773 | 527,032 | 51.1 | 13,574 | 19,376 | .0201 | .0211 |
| St. Johns | 89.0 | 101.6 | 14.2 | 40.7 | 14.6 | 2,272,761 | 53.1 | 41,816 | 55,842 | 921,816 | 48.8 | 17,450 | 22,649 | .0372 | .0409 |
| St. Lucie | 160.5 | 185.6 | 15.6 | 72.3 | 16.4 | 3,237,532 | 52.7 | 34,153 | 44,779 | 1,561,504 | 41.6 | 17,764 | 21,598 | .0592 | .0644 |
| Santa Rosa | 85.0 | 92.7 | 9.1 | 34.4 | 10.3 | 1,780,699 | 60.5 | 35,565 | 51,765 | 532,727 | 48.9 | 11,465 | 15,486 | .0275 | .0307 |
| Sarasota | 287.8 | 312.4 | 8.5 | 142.3 | 9.3 | 6,849,304 | 35.4 | 38,860 | 48,133 | 3,954,281 | 33.9 | 22,674 | 27,788 | .1391 | .1380 |
| Seminole | 305.1 | 350.2 | 14.8 | 131.4 | 15.1 | 7,972,024 | 58.4 | 44,073 | 60,670 | 3,583,544 | 51.4 | 20,723 | 27,272 | .1306 | .1474 |
| Sumter | 32.4 | 34.6 | 6.8 | 13.2 | 5.6 | 385,055 | 29.7 | 23,749 | 29,171 | 194,718 | 24.4 | 12,522 | 14,751 | .0091 | .0087 |
| Suwannee | 27.3 | 28.2 | 3.3 | 10.8 | 4.9 | 428,882 | 52.7 | 27,275 | 39,711 | 196,309 | 48.1 | 12,865 | 18,177 | .0082 | .0086 |
| Taylor | 17.3 | 17.8 | 2.9 | 6.4 | .0 | 219,421 | 26.0 | 27,218 | 34,285 | 176,152 | 38.7 | 19,839 | 27,524 | .0056 | .0057 |
| Union | 10.2 | 9.7 | -4.9 | 2.6 | .0 | 120,383 | 24.4 | 37,208 | 46,301 | 19,617 | 12.9 | 6,683 | 7,545 | .0025 | .0021 |
| Volusia | 389.2 | 433.2 | 11.3 | 182.1 | 13.1 | 7,408,245 | 45.5 | 31,634 | 40,682 | 4,512,326 | 50.2 | 18,664 | 24,779 | .1484 | .1592 |
| Wakulla | 14.8 | 16.3 | 10.1 | 5.9 | 9.3 | 204,338 | 34.2 | 28,191 | 34,634 | 68,222 | 45.5 | 8,685 | 11,563 | .0040 | .0041 |
| Walton | 28.8 | 27.1 | -5.9 | 10.5 | -6.3 | 445,388 | 36.9 | 29,057 | 42,418 | 164,978 | 34.9 | 10,917 | 15,712 | .0087 | .0084 |
| Washington | 17.2 | 17.6 | 2.3 | 6.5 | .0 | 227,105 | 44.0 | 24,256 | 34,939 | 79,619 | 48.4 | 8,251 | 12,249 | .0043 | .0045 |
| **TOTAL METRO COUNTIES** | **12,255.5** | **13,408.1** | **9.4** | **5,371.4** | **10.3** | **263,441,347** | **46.2** | **36,994** | **49,045** | **148,851,590** | **45.8** | **20,969** | **27,712** | **5.0637** | **5.3742** |
| **TOTAL STATE** | **13,492.9** | **14,759.5** | **9.4** | **5,910.8** | **10.3** | **284,583,487** | **45.9** | **36,393** | **48,146** | **159,610,569** | **45.7** | **20,446** | **27,003** | **5.4837** | **5.8118** |
| **GEORGIA** | | | | | | | | | | | | | | | |
| **ALBANY** | **111.7** | **108.0** | **-3.3** | **38.5** | **-1.5** | **1,388,258** | **19.6** | **29,680** | **36,059** | **1,013,900** | **23.6** | **20,975** | **26,335** | **.0379** | **.0340** |
| Dougherty | 95.0 | 90.3 | -4.9 | 32.6 | -3.3 | 1,125,226 | 15.5 | 28,920 | 34,516 | 995,046 | 23.2 | 23,965 | 30,523 | .0339 | .0299 |
| Lee | 16.7 | 17.7 | 6.0 | 5.9 | 9.3 | 263,032 | 41.5 | 34,425 | 44,582 | 18,854 | 50.7 | 2,316 | 3,196 | .0040 | .0041 |
| **ATHENS** | **159.8** | **168.1** | **5.2** | **62.1** | **5.3** | **2,431,014** | **33.4** | **30,883** | **39,147** | **1,476,510** | **40.7** | **17,789** | **23,776** | **.0544** | **.0541** |
| Clarke | 88.6 | 90.0 | 1.6 | 34.7 | 3.3 | 1,278,422 | 28.6 | 29,597 | 36,842 | 1,138,833 | 40.2 | 24,173 | 32,819 | .0338 | .0331 |
| Jackson | 31.1 | 34.0 | 9.3 | 12.1 | 9.0 | 513,068 | 48.9 | 31,044 | 42,402 | 236,312 | 46.4 | 14,540 | 19,530 | .0097 | .0102 |
| Madison | 21.7 | 23.7 | 9.2 | 8.4 | 6.3 | 277,402 | 26.9 | 27,668 | 33,024 | 45,117 | 36.9 | 4,171 | 5,371 | .0051 | .0050 |
| Oconee | 18.4 | 20.4 | 10.9 | 6.9 | 7.8 | 362,122 | 36.9 | 41,322 | 52,481 | 56,248 | 30.8 | 6,717 | 8,152 | .0058 | .0058 |
| **ATLANTA** | **3,003.8** | **3,391.5** | **12.9** | **1,269.6** | **13.4** | **71,567,360** | **47.3** | **43,410** | **56,370** | **32,377,147** | **34.2** | **21,557** | **25,502** | **1.2851** | **1.3429** |
| Barrow | 31.3 | 35.8 | 14.4 | 12.7 | 13.4 | 501,322 | 45.7 | 30,718 | 39,474 | 229,045 | 34.8 | 15,175 | 18,035 | .0099 | .0104 |
| Butts | 16.0 | 17.3 | 8.1 | 5.4 | 10.2 | 251,536 | 50.6 | 34,085 | 46,581 | 171,881 | 59.2 | 22,030 | 31,830 | .0052 | .0058 |
| Cherokee | 101.2 | 124.2 | 22.7 | 43.2 | 23.1 | 2,345,294 | 60.2 | 41,715 | 54,289 | 435,818 | 42.1 | 8,741 | 10,088 | .0326 | .0373 |
| Clayton | 187.7 | 203.4 | 8.4 | 73.5 | 8.9 | 4,023,449 | 54.4 | 38,614 | 54,741 | 2,505,484 | 35.5 | 27,391 | 34,088 | .0801 | .0846 |
| Cobb | 483.4 | 565.0 | 16.9 | 217.4 | 17.6 | 12,092,714 | 41.2 | 46,305 | 55,624 | 6,036,875 | 35.5 | 24,090 | 27,769 | .2263 | .2332 |
| Coweta | 56.9 | 65.2 | 14.6 | 23.0 | 15.0 | 1,162,838 | 52.4 | 38,145 | 50,558 | 381,216 | 33.9 | 14,230 | 16,575 | .0193 | .0208 |
| De Kalb | 566.4 | 618.7 | 9.2 | 237.9 | 9.9 | 13,328,401 | 43.1 | 43,027 | 56,025 | 6,635,793 | 27.7 | 24,002 | 27,893 | .2551 | .2565 |

# METRO/COUNTY 1996 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991-1996 | 12/31/96 Households (Thous.) | % Change 1991-1996 | 1996 EBI ($000) | % Change 1991-1996 | Average Household EBI | | 1996 Retail Sales ($000) | % Change 1991-1996 | Retail Sales Per Household | | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 1991 | 1996 | | | 1991 | 1996 | 1991 | 1996 |
| **GEORGIA (continued)** | | | | | | | | | | | | | | | |
| **ATLANTA (continued)** | | | | | | | | | | | | | | | |
| Douglas | 75.3 | 87.1 | 15.7 | 30.2 | 17.1 | 1,624,674 | 54.8 | 40,687 | 53,797 | 896,105 | 59.2 | 21,821 | 29,672 | .0293 | .0331 |
| Fayette | 69.3 | 84.3 | 21.6 | 28.6 | 22.2 | 2,026,907 | 61.4 | 53,674 | 70,871 | 393,097 | 42.1 | 11,823 | 13,745 | .0268 | .0310 |
| Forsyth | 47.8 | 56.8 | 18.8 | 20.8 | 20.2 | 1,292,917 | 70.7 | 43,787 | 62,159 | 319,513 | 52.6 | 12,102 | 15,361 | .0174 | .0207 |
| Fulton | 670.3 | 711.0 | 6.1 | 284.2 | 6.8 | 16,492,780 | 41.0 | 43,972 | 58,032 | 7,282,100 | 24.2 | 22,046 | 25,623 | .3062 | .3021 |
| Gwinnett | 391.4 | 471.3 | 20.4 | 170.6 | 21.3 | 10,455,919 | 56.5 | 47,526 | 61,289 | 4,913,274 | 52.6 | 22,903 | 28,800 | .1734 | .1966 |
| Henry | 64.1 | 76.8 | 19.8 | 26.5 | 21.0 | 1,607,180 | 72.3 | 42,581 | 60,648 | 318,935 | 46.9 | 9,912 | 12,035 | .0211 | .0253 |
| Newton | 43.5 | 48.4 | 11.3 | 17.0 | 13.3 | 828,706 | 60.3 | 34,470 | 48,747 | 300,922 | 36.5 | 14,696 | 17,701 | .0140 | .0153 |
| Paulding | 45.0 | 53.3 | 18.4 | 18.5 | 19.4 | 850,199 | 54.9 | 35,413 | 45,957 | 255,266 | 37.6 | 11,972 | 13,798 | .0141 | .0153 |
| Rockdale | 58.3 | 68.7 | 17.8 | 23.2 | 17.8 | 1,250,807 | 45.4 | 43,673 | 53,914 | 630,716 | 32.5 | 24,171 | 27,186 | .0239 | .0250 |
| Spalding | 55.9 | 60.3 | 7.9 | 21.5 | 8.0 | 761,105 | 28.9 | 29,662 | 35,400 | 493,673 | 28.4 | 19,320 | 22,962 | .0186 | .0179 |
| Walton | 40.0 | 43.9 | 9.8 | 15.4 | 10.8 | 670,512 | 43.5 | 33,618 | 43,540 | 177,434 | 27.6 | 10,006 | 11,522 | .0118 | .0120 |
| **AUGUSTA** | **404.1** | **421.2** | **4.2** | **152.9** | **5.2** | **6,432,498** | **31.7** | **33,604** | **42,070** | **4,046,912** | **36.2** | **20,145** | **26,468** | **.1456** | **.1434** |
| Columbia | 70.8 | 82.8 | 16.9 | 27.4 | 17.1 | 1,612,179 | 53.6 | 44,843 | 58,839 | 501,213 | 48.1 | 14,460 | 18,292 | .0253 | .0280 |
| McDuffie | 20.5 | 21.4 | 4.4 | 7.8 | 5.4 | 275,527 | 33.2 | 27,949 | 35,324 | 167,585 | 19.9 | 18,885 | 21,485 | .0067 | .0063 |
| Richmond | 189.1 | 186.1 | -1.6 | 68.5 | -.1 | 2,716,537 | 24.8 | 31,735 | 39,657 | 2,274,965 | 35.2 | 24,531 | 33,211 | .0718 | .0680 |
| *Aiken, S. C.* | *123.7* | *130.9* | *5.8* | *49.2* | *7.0* | *1,828,255* | *25.8* | *31,584* | *37,160* | *1,103,149* | *43.6* | *16,699* | *22,422* | *.0418* | *.0411* |
| **COLUMBUS** | **246.7** | **256.9** | **4.1** | **91.1** | **3.9** | **3,634,956** | **32.0** | **31,404** | **39,901** | **2,147,250** | **27.3** | **19,232** | **23,570** | **.0841** | **.0805** |
| Chattahoochee | 17.0 | 18.4 | 8.2 | 3.1 | 6.9 | 178,812 | 27.6 | 48,333 | 57,681 | 5,993 | 44.5 | 1,430 | 1,933 | .0033 | .0030 |
| Muscogee | 182.3 | 189.2 | 3.8 | 69.1 | 3.1 | 2,738,280 | 29.4 | 31,573 | 39,628 | 1,938,852 | 27.5 | 22,704 | 28,059 | .0677 | .0643 |
| *Russell, Ala.* | *47.4* | *49.3* | *4.0* | *18.9* | *6.2* | *717,864* | *44.0* | *28,007* | *37,982* | *202,405* | *25.5* | *9,061* | *10,709* | *.0131* | *.0132* |
| **MACON - WARNER ROBINS** | **286.8** | **299.5** | **4.4** | **110.8** | **5.2** | **4,931,128** | **36.6** | **34,273** | **44,505** | **2,852,621** | **33.3** | **20,325** | **25,746** | **.1062** | **.1051** |
| Bibb | 151.9 | 154.5 | 1.7 | 58.6 | 2.6 | 2,410,146 | 27.4 | 33,138 | 41,129 | 1,794,665 | 30.0 | 24,181 | 30,626 | .0600 | .0568 |
| Houston | 92.0 | 99.7 | 8.4 | 36.4 | 9.0 | 1,893,954 | 54.6 | 36,668 | 52,032 | 839,266 | 40.1 | 17,938 | 23,057 | .0336 | .0360 |
| Jones | 21.1 | 21.6 | 2.4 | 8.0 | 6.7 | 341,504 | 27.3 | 35,764 | 42,688 | 32,745 | 20.6 | 3,620 | 4,093 | .0057 | .0054 |
| Peach | 21.8 | 23.7 | 8.7 | 7.8 | 6.8 | 285,524 | 27.5 | 30,670 | 36,606 | 185,945 | 39.5 | 18,253 | 23,839 | .0069 | .0069 |
| **SAVANNAH** | **247.5** | **258.9** | **4.6** | **96.6** | **5.6** | **4,081,803** | **33.3** | **33,471** | **42,255** | **2,617,668** | **36.9** | **20,904** | **27,098** | **.0920** | **.0910** |
| Chatham | 220.4 | 227.8 | 3.4 | 85.8 | 4.4 | 3,537,871 | 29.2 | 33,319 | 41,234 | 2,484,661 | 36.2 | 22,189 | 28,959 | .0841 | .0818 |
| Effingham | 27.1 | 31.1 | 14.8 | 10.8 | 16.1 | 543,932 | 68.0 | 34,813 | 50,364 | 133,007 | 49.8 | 9,544 | 12,315 | .0079 | .0092 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Appling | 15.9 | 16.4 | 3.1 | 6.5 | 8.3 | 222,546 | 39.3 | 26,625 | 34,238 | 96,143 | 24.3 | 12,891 | 14,791 | .0047 | .0046 |
| Atkinson | 6.2 | 6.2 | .0 | 2.2 | .0 | 61,228 | 25.1 | 22,253 | 27,831 | 18,163 | 13.2 | 7,294 | 8,256 | .0014 | .0012 |
| Bacon | 9.6 | 9.6 | .0 | 3.5 | .0 | 101,839 | 19.3 | 24,392 | 29,097 | 61,600 | 22.3 | 14,395 | 17,600 | .0027 | .0024 |
| Baker | 3.6 | 3.6 | .0 | 1.3 | .0 | 46,359 | 41.6 | 25,187 | 35,661 | 2,672 | 20.5 | 1,706 | 2,055 | .0008 | .0009 |
| Baldwin | 40.0 | 40.2 | .5 | 12.3 | .0 | 468,334 | 19.3 | 31,904 | 38,076 | 335,361 | 35.2 | 20,170 | 27,265 | .0125 | .0116 |
| Banks | 10.7 | 11.7 | 9.3 | 4.4 | 12.8 | 202,053 | 63.2 | 31,743 | 45,921 | 49,104 | 52.0 | 8,286 | 11,160 | .0030 | .0034 |
| Barrow | 31.3 | 35.8 | 14.4 | 12.7 | 13.4 | 501,322 | 45.7 | 30,718 | 39,474 | 229,045 | 34.8 | 15,175 | 18,035 | .0099 | .0104 |
| Bartow | 59.2 | 68.5 | 15.7 | 24.9 | 16.9 | 937,293 | 40.3 | 31,367 | 37,642 | 422,956 | 29.7 | 15,308 | 16,986 | .0191 | .0193 |
| Ben Hill | 16.3 | 16.2 | -.6 | 6.0 | .0 | 190,308 | 26.2 | 25,125 | 31,718 | 127,281 | 38.9 | 15,275 | 21,214 | .0047 | .0048 |
| Berrien | 14.4 | 14.9 | 3.5 | 5.2 | .0 | 148,572 | 19.3 | 23,955 | 28,572 | 96,040 | 33.4 | 13,847 | 18,469 | .0041 | .0036 |
| Bibb | 151.9 | 154.5 | 1.7 | 58.6 | 2.6 | 2,410,146 | 27.4 | 33,138 | 41,129 | 1,794,665 | 30.0 | 24,181 | 30,626 | .0600 | .0568 |
| Bleckley | 10.5 | 10.8 | 2.9 | 3.8 | .0 | 171,564 | 44.0 | 31,349 | 45,148 | 51,667 | 22.9 | 11,066 | 13,597 | .0031 | .0032 |
| Brantley | 11.6 | 13.1 | 12.9 | 4.5 | 12.5 | 137,826 | 34.2 | 25,674 | 30,628 | 19,069 | 37.6 | 3,466 | 4,238 | .0026 | .0025 |
| Brooks | 15.4 | 15.4 | .0 | 5.4 | .0 | 164,442 | 25.9 | 24,193 | 30,452 | 58,159 | 30.0 | 8,288 | 10,770 | .0037 | .0034 |
| Bryan | 17.2 | 21.2 | 23.3 | 7.2 | 26.3 | 306,266 | 62.3 | 33,115 | 42,537 | 98,872 | 50.4 | 11,532 | 13,732 | .0050 | .0058 |
| Bulloch | 44.1 | 46.4 | 5.2 | 16.5 | 7.1 | 594,164 | 39.4 | 27,685 | 36,010 | 334,418 | 34.5 | 16,142 | 20,268 | .0132 | .0133 |
| Burke | 20.6 | 20.5 | -.5 | 7.0 | .0 | 181,436 | 19.4 | 21,717 | 25,919 | 84,857 | 22.5 | 9,900 | 12,122 | .0049 | .0044 |
| Butts | 16.0 | 17.3 | 8.1 | 5.4 | 10.2 | 251,536 | 50.6 | 34,085 | 46,581 | 171,881 | 59.2 | 22,030 | 31,830 | .0052 | .0058 |
| Calhoun | 4.8 | 4.4 | -8.3 | 1.8 | .0 | 63,602 | 43.5 | 24,621 | 35,334 | 20,302 | 34.2 | 8,405 | 11,279 | .0012 | .0012 |
| Camden | 32.8 | 39.0 | 18.9 | 12.9 | 22.9 | 554,054 | 46.6 | 35,985 | 42,950 | 237,279 | 50.7 | 14,997 | 18,394 | .0103 | .0112 |
| Candler | 7.8 | 7.8 | .0 | 2.9 | .0 | 98,590 | 32.4 | 25,686 | 33,997 | 56,845 | 27.4 | 15,387 | 19,602 | .0024 | .0023 |
| Carroll | 74.6 | 82.1 | 10.1 | 29.4 | 11.4 | 1,242,435 | 48.5 | 31,700 | 42,260 | 550,975 | 30.1 | 16,043 | 18,741 | .0240 | .0249 |
| ☐ Catoosa | 43.6 | 46.5 | 6.7 | 17.1 | 6.2 | 580,794 | 26.8 | 28,458 | 33,965 | 324,419 | 40.6 | 14,329 | 18,972 | .0133 | .0130 |
| Charlton | 8.7 | 9.2 | 5.7 | 2.9 | .0 | 113,585 | 42.4 | 27,504 | 39,167 | 46,359 | 38.0 | 11,581 | 15,986 | .0024 | .0023 |
| Chatham | 220.4 | 227.8 | 3.4 | 85.8 | 4.4 | 3,537,871 | 29.2 | 33,319 | 41,234 | 2,484,661 | 36.2 | 22,189 | 28,959 | .0841 | .0818 |
| Chattahoochee | 17.0 | 18.4 | 8.2 | 3.1 | 6.9 | 178,812 | 27.6 | 48,333 | 57,681 | 5,993 | 44.5 | 1,430 | 1,933 | .0033 | .0030 |
| Chattooga | 22.3 | 22.2 | -.4 | 8.5 | .0 | 265,031 | 27.2 | 24,520 | 31,180 | 133,852 | 17.1 | 13,450 | 15,747 | .0065 | .0060 |
| Cherokee | 101.2 | 124.2 | 22.7 | 43.2 | 23.1 | 2,345,294 | 60.2 | 41,715 | 54,289 | 435,818 | 42.1 | 8,741 | 10,088 | .0326 | .0373 |
| Clarke | 88.6 | 90.0 | 1.6 | 34.7 | 3.3 | 1,278,422 | 28.6 | 29,597 | 36,842 | 1,138,833 | 40.2 | 24,173 | 32,819 | .0338 | .0331 |
| Clay | 3.4 | 3.4 | .0 | 1.2 | .0 | 27,490 | 19.2 | 19,218 | 22,908 | 12,221 | 35.1 | 7,538 | 10,184 | .0007 | .0008 |
| Clayton | 187.7 | 203.4 | 8.4 | 73.5 | 8.9 | 4,023,449 | 54.4 | 38,614 | 54,741 | 2,505,484 | 35.5 | 27,391 | 34,088 | .0801 | .0846 |
| Clinch | 6.0 | 5.6 | -6.7 | 2.2 | .0 | 73,849 | 37.6 | 24,390 | 33,568 | 36,994 | 45.0 | 11,597 | 16,815 | .0016 | .0017 |
| Cobb | 483.4 | 565.0 | 16.9 | 217.4 | 17.6 | 12,092,714 | 41.2 | 46,305 | 55,624 | 6,036,875 | 35.5 | 24,090 | 27,769 | .2263 | .2332 |
| Coffee | 30.2 | 32.0 | 6.0 | 11.8 | 9.3 | 375,367 | 30.4 | 26,658 | 31,811 | 312,837 | 44.6 | 20,030 | 26,512 | .0099 | .0099 |
| Colquitt | 36.8 | 37.2 | 1.1 | 13.5 | 3.8 | 480,580 | 33.3 | 27,725 | 35,599 | 259,226 | 37.0 | 14,554 | 19,202 | .0108 | .0106 |

# METRO/COUNTY 1996 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991–1996 | 12/31/96 Households (Thous.) | % Change 1991–1996 | 1996 EBI ($000) | % Change 1991–1996 | Average Household EBI 1991 | Average Household EBI 1996 | 1996 Retail Sales ($000) | % Change 1991–1996 | Retail Sales Per Household 1991 | Retail Sales Per Household 1996 | Buying Power Index 1991 | Buying Power Index 1996 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **GEORGIA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Columbia | 70.8 | 82.8 | 16.9 | 27.4 | 17.1 | 1,612,179 | 53.6 | 44,843 | 58,839 | 501,213 | 48.1 | 14,460 | 18,292 | .0253 | .0280 |
| Cook | 13.5 | 13.5 | .0 | 4.8 | .0 | 158,569 | 31.6 | 25,103 | 33,035 | 97,636 | 41.8 | 14,349 | 20,341 | .0038 | .0037 |
| Coweta | 56.9 | 65.2 | 14.6 | 23.0 | 15.0 | 1,162,838 | 52.4 | 38,145 | 50,558 | 381,216 | 33.9 | 14,230 | 16,575 | .0193 | .0208 |
| Crawford | 9.2 | 9.7 | 5.4 | 3.1 | .0 | 141,825 | 44.3 | 31,714 | 45,750 | 10,296 | 34.4 | 2,470 | 3,321 | .0023 | .0023 |
| Crisp | 20.0 | 19.9 | –.5 | 7.3 | .0 | 241,539 | 30.4 | 25,365 | 33,088 | 192,457 | 19.2 | 22,123 | 26,364 | .0066 | .0062 |
| ☐ Dade | 13.3 | 13.6 | 2.3 | 4.8 | 2.1 | 175,438 | 38.1 | 27,021 | 36,550 | 76,989 | 33.3 | 12,286 | 16,039 | .0037 | .0037 |
| Dawson | 10.4 | 12.7 | 22.1 | 4.6 | 24.3 | 185,434 | 52.1 | 32,953 | 40,312 | 21,952 | 50.7 | 3,937 | 4,772 | .0028 | .0029 |
| Decatur | 25.5 | 25.4 | –.4 | 9.0 | .0 | 261,157 | 19.3 | 24,320 | 29,017 | 188,857 | 35.2 | 15,525 | 20,984 | .0072 | .0068 |
| De Kalb | 566.4 | 618.7 | 9.2 | 237.9 | 9.9 | 13,328,401 | 43.1 | 43,027 | 56,025 | 6,635,793 | 27.7 | 24,002 | 27,893 | .2551 | .2565 |
| Dodge | 17.5 | 16.9 | –3.4 | 6.4 | .0 | 191,932 | 25.8 | 23,835 | 29,989 | 135,508 | 38.3 | 15,314 | 21,173 | .0052 | .0049 |
| Dooly | 9.6 | 8.9 | –7.3 | 3.1 | –8.8 | 109,086 | 30.1 | 24,656 | 35,189 | 38,952 | 22.0 | 9,389 | 12,565 | .0023 | .0021 |
| Dougherty | 95.0 | 90.3 | –4.9 | 32.6 | –3.3 | 1,125,226 | 15.5 | 28,920 | 34,516 | 995,046 | 23.2 | 23,965 | 30,523 | .0339 | .0299 |
| Douglas | 75.3 | 87.1 | 15.7 | 30.2 | 17.1 | 1,624,674 | 54.8 | 40,687 | 53,797 | 896,105 | 59.2 | 21,821 | 29,672 | .0293 | .0331 |
| Early | 11.6 | 10.8 | –6.9 | 3.7 | –9.8 | 92,342 | 7.7 | 20,911 | 24,957 | 64,770 | 22.0 | 12,950 | 17,505 | .0029 | .0025 |
| Echols | 2.3 | 2.3 | .0 | .8 | .0 | 22,117 | 18.9 | 23,260 | 27,646 | 1,188 | 35.0 | 1,100 | 1,485 | .0005 | .0004 |
| Effingham | 27.1 | 31.1 | 14.8 | 10.8 | 16.1 | 543,932 | 68.0 | 34,813 | 50,364 | 133,007 | 49.8 | 9,544 | 12,315 | .0079 | .0092 |
| Elbert | 19.0 | 18.9 | –.5 | 7.1 | .0 | 212,675 | 22.5 | 24,461 | 29,954 | 161,877 | 17.0 | 19,483 | 22,800 | .0061 | .0055 |
| Emanuel | 20.6 | 20.5 | –.5 | 7.4 | .0 | 225,795 | 28.6 | 23,726 | 30,513 | 119,304 | 16.6 | 13,821 | 16,122 | .0057 | .0052 |
| Evans | 8.8 | 8.8 | .0 | 3.2 | .0 | 130,079 | 42.9 | 28,450 | 40,650 | 59,368 | 21.0 | 15,329 | 18,553 | .0027 | .0026 |
| Fannin | 16.3 | 17.3 | 6.1 | 7.0 | 7.7 | 255,784 | 54.2 | 25,521 | 36,541 | 122,093 | 44.3 | 13,013 | 17,442 | .0049 | .0052 |
| Fayette | 69.3 | 84.3 | 21.6 | 28.6 | 22.2 | 2,026,907 | 61.4 | 53,674 | 70,871 | 393,097 | 42.1 | 11,823 | 13,745 | .0268 | .0310 |
| Floyd | 81.9 | 83.5 | 2.0 | 31.2 | 1.6 | 1,441,739 | 42.8 | 32,877 | 46,210 | 845,132 | 43.6 | 19,168 | 27,088 | .0297 | .0305 |
| Forsyth | 47.8 | 56.8 | 18.8 | 20.8 | 20.2 | 1,292,917 | 70.7 | 43,787 | 62,159 | 319,513 | 52.6 | 12,102 | 15,361 | .0174 | .0207 |
| Franklin | 17.0 | 17.8 | 4.7 | 6.9 | 6.2 | 229,669 | 32.0 | 26,760 | 33,285 | 151,412 | 19.8 | 19,439 | 21,944 | .0058 | .0055 |
| Fulton | 670.3 | 711.0 | 6.1 | 284.2 | 6.8 | 16,492,780 | 41.0 | 43,972 | 58,032 | 7,282,100 | 24.2 | 22,046 | 25,623 | .3062 | .3021 |
| Gilmer | 13.9 | 15.4 | 10.8 | 5.8 | 9.4 | 215,799 | 53.3 | 26,553 | 37,207 | 125,255 | 45.2 | 16,275 | 21,596 | .0045 | .0048 |
| Glascock | 2.3 | 2.3 | .0 | .8 | .0 | 29,739 | 37.8 | 26,978 | 37,174 | 3,769 | 19.6 | 3,940 | 4,711 | .0005 | .0004 |
| Glynn | 63.7 | 66.5 | 4.4 | 25.4 | 4.1 | 1,147,468 | 32.8 | 35,407 | 45,176 | 728,350 | 28.1 | 23,301 | 28,675 | .0260 | .0250 |
| Gordon | 35.9 | 37.8 | 5.3 | 13.5 | 3.8 | 490,076 | 23.9 | 30,416 | 36,302 | 290,091 | 19.0 | 18,755 | 21,488 | .0121 | .0111 |
| Grady | 20.3 | 20.2 | –.5 | 7.4 | .0 | 235,791 | 26.6 | 25,177 | 31,864 | 167,824 | 30.5 | 17,381 | 22,679 | .0062 | .0060 |
| Greene | 12.0 | 12.5 | 4.2 | 4.1 | .0 | 154,945 | 37.3 | 27,524 | 37,791 | 67,765 | 31.4 | 12,574 | 16,528 | .0034 | .0032 |
| Gwinnett | 391.4 | 471.3 | 20.4 | 170.6 | 21.3 | 10,455,919 | 56.5 | 47,526 | 61,289 | 4,913,274 | 52.6 | 22,903 | 28,800 | .1734 | .1966 |
| Habersham | 28.1 | 29.3 | 4.3 | 10.7 | 4.9 | 375,242 | 25.5 | 29,302 | 35,069 | 205,045 | 22.7 | 16,387 | 19,163 | .0090 | .0084 |
| Hall | 99.0 | 109.4 | 10.5 | 40.1 | 11.4 | 1,803,361 | 41.2 | 35,485 | 44,972 | 944,086 | 29.5 | 20,245 | 23,543 | .0369 | .0371 |
| Hancock | 8.8 | 8.3 | –5.7 | 3.0 | .0 | 100,714 | 42.4 | 23,571 | 33,571 | 17,379 | 33.7 | 4,333 | 5,793 | .0018 | .0019 |
| Haralson | 22.4 | 23.3 | 4.0 | 8.9 | 6.0 | 266,905 | 26.5 | 25,126 | 29,989 | 145,796 | 27.6 | 13,601 | 16,382 | .0066 | .0061 |
| Harris | 18.3 | 19.8 | 8.2 | 7.1 | 7.6 | 347,252 | 47.1 | 35,775 | 48,909 | 38,138 | 27.3 | 4,540 | 5,372 | .0050 | .0054 |
| Hart | 19.9 | 20.3 | 2.0 | 8.0 | 5.3 | 263,906 | 25.6 | 27,641 | 32,988 | 110,864 | 32.8 | 10,986 | 13,858 | .0058 | .0054 |
| Heard | 9.0 | 10.0 | 11.1 | 3.8 | 15.2 | 138,951 | 58.8 | 26,516 | 36,566 | 32,252 | 62.8 | 6,002 | 8,487 | .0022 | .0025 |
| Henry | 64.1 | 76.8 | 19.8 | 26.5 | 21.0 | 1,607,180 | 72.3 | 42,581 | 60,648 | 318,935 | 46.9 | 9,912 | 12,035 | .0211 | .0253 |
| Houston | 92.0 | 99.7 | 8.4 | 36.4 | 9.0 | 1,893,954 | 54.6 | 36,668 | 52,032 | 839,266 | 40.1 | 17,938 | 23,057 | .0336 | .0360 |
| Irwin | 8.6 | 8.6 | .0 | 3.1 | .0 | 106,587 | 27.0 | 27,081 | 34,383 | 36,971 | 33.2 | 8,955 | 11,926 | .0023 | .0023 |
| Jackson | 31.1 | 34.0 | 9.3 | 12.1 | 9.0 | 513,068 | 48.9 | 31,044 | 42,402 | 236,312 | 46.4 | 14,540 | 19,530 | .0097 | .0102 |
| Jasper | 8.8 | 9.8 | 11.4 | 3.7 | 15.6 | 139,076 | 47.0 | 29,569 | 37,588 | 39,299 | 61.1 | 7,622 | 10,621 | .0024 | .0027 |
| Jeff Davis | 12.2 | 12.7 | 4.1 | 4.4 | .0 | 129,204 | 19.4 | 24,603 | 29,365 | 75,982 | 27.2 | 13,581 | 17,269 | .0033 | .0031 |
| Jefferson | 17.2 | 16.6 | –3.5 | 6.1 | .0 | 157,194 | 19.3 | 21,599 | 25,770 | 88,227 | 35.2 | 10,701 | 14,463 | .0043 | .0039 |
| Jenkins | 8.1 | 7.6 | –6.2 | 2.9 | .0 | 79,722 | 19.4 | 23,026 | 27,490 | 33,297 | 24.0 | 9,260 | 11,482 | .0019 | .0017 |
| Johnson | 8.3 | 8.3 | .0 | 3.0 | .0 | 79,472 | 19.2 | 22,221 | 26,491 | 23,919 | 22.2 | 6,523 | 7,973 | .0019 | .0017 |
| Jones | 21.1 | 21.6 | 2.4 | 8.0 | 6.7 | 341,504 | 27.3 | 35,764 | 42,688 | 32,745 | 20.6 | 3,620 | 4,093 | .0057 | .0054 |
| Lamar | 13.4 | 14.2 | 6.0 | 5.2 | 8.3 | 168,815 | 29.3 | 27,209 | 32,464 | 52,441 | 19.9 | 9,114 | 10,085 | .0035 | .0032 |
| Lanier | 5.5 | 5.5 | .0 | 2.0 | .0 | 62,728 | 31.6 | 23,837 | 31,364 | 35,727 | 41.8 | 12,602 | 17,864 | .0015 | .0016 |
| Laurens | 40.3 | 40.7 | 1.0 | 15.2 | 3.4 | 494,450 | 23.4 | 27,259 | 32,530 | 338,947 | 22.3 | 18,853 | 22,299 | .0131 | .0119 |
| Lee | 16.7 | 17.7 | 6.0 | 5.9 | 9.3 | 263,032 | 41.5 | 34,425 | 44,582 | 18,854 | 50.7 | 2,316 | 3,196 | .0040 | .0041 |
| Liberty | 54.6 | 57.7 | 5.7 | 16.2 | 3.2 | 664,140 | 32.8 | 31,856 | 40,996 | 223,990 | 27.5 | 11,188 | 13,827 | .0139 | .0136 |
| Lincoln | 7.5 | 7.5 | .0 | 2.7 | .0 | 103,088 | 39.6 | 27,358 | 38,181 | 17,371 | 20.0 | 5,361 | 6,434 | .0018 | .0017 |
| Long | 6.3 | 6.3 | .0 | 2.2 | .0 | 62,103 | 19.3 | 23,656 | 28,229 | 3,059 | 10.7 | 1,256 | 1,390 | .0013 | .0011 |
| Lowndes | 76.8 | 77.8 | 1.3 | 27.5 | 3.4 | 1,139,096 | 36.6 | 31,357 | 41,422 | 915,293 | 36.8 | 25,144 | 33,283 | .0283 | .0281 |
| Lumpkin | 15.2 | 16.8 | 10.5 | 5.8 | 11.5 | 208,926 | 33.1 | 30,186 | 36,022 | 91,120 | 32.7 | 13,205 | 15,710 | .0044 | .0043 |
| McDuffie | 20.5 | 21.4 | 4.4 | 7.8 | 5.4 | 275,527 | 33.2 | 27,949 | 35,324 | 167,585 | 19.9 | 18,885 | 21,485 | .0067 | .0063 |
| McIntosh | 8.8 | 9.3 | 5.7 | 3.2 | .0 | 87,969 | 19.3 | 23,040 | 27,490 | 47,084 | 16.8 | 12,595 | 14,714 | .0024 | .0021 |
| Macon | 13.1 | 13.1 | .0 | 4.4 | .0 | 152,821 | 39.3 | 24,941 | 34,732 | 63,670 | 34.9 | 10,725 | 14,470 | .0033 | .0033 |
| Madison | 21.7 | 23.7 | 9.2 | 8.4 | 6.3 | 277,402 | 26.9 | 27,668 | 33,024 | 45,117 | 36.9 | 4,171 | 5,371 | .0051 | .0050 |
| Marion | 5.6 | 5.6 | .0 | 2.0 | .0 | 68,101 | 26.1 | 26,993 | 34,051 | 14,895 | 26.5 | 5,886 | 7,448 | .0014 | .0013 |
| Meriwether | 22.5 | 22.4 | –.4 | 7.7 | .0 | 223,671 | 19.3 | 24,341 | 29,048 | 112,103 | 22.3 | 11,905 | 14,559 | .0057 | .0053 |
| Miller | 6.3 | 6.3 | .0 | 2.3 | .0 | 88,469 | 31.8 | 29,188 | 38,465 | 27,605 | 21.7 | 9,863 | 12,002 | .0018 | .0016 |
| Mitchell | 20.1 | 19.5 | –3.0 | 6.8 | .0 | 193,931 | 19.3 | 23,897 | 28,519 | 104,262 | 35.2 | 11,343 | 15,333 | .0050 | .0046 |

# METRO/COUNTY 1996 PROJECTIONS

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991–1996 | 12/31/96 Households (Thous.) | % Change 1991–1996 | 1996 EBI ($000) | % Change 1991–1996 | Average Household EBI | | 1996 Retail Sales ($000) | % Change 1991–1996 | Retail Sales Per Household | | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 1991 | 1996 | | | 1991 | 1996 | 1991 | 1996 |
| **GEORGIA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Monroe | 17.6 | 18.6 | 5.7 | 6.5 | 8.3 | 260,408 | 34.4 | 32,303 | 40,063 | 94,283 | 22.1 | 12,868 | 14,505 | .0053 | .0051 |
| Montgomery | 7.4 | 7.1 | –4.1 | 2.5 | .0 | 80,971 | 23.8 | 26,168 | 32,388 | 84,646 | 36.5 | 24,802 | 33,858 | .0025 | .0023 |
| Morgan | 13.1 | 13.6 | 3.8 | 4.4 | .0 | 149,822 | 19.3 | 28,530 | 34,050 | 71,286 | 10.7 | 14,639 | 16,201 | .0038 | .0034 |
| Murray | 27.5 | 31.5 | 14.5 | 11.4 | 15.2 | 380,365 | 37.4 | 27,957 | 33,365 | 104,944 | 27.4 | 8,318 | 9,206 | .0073 | .0074 |
| Muscogee | 182.3 | 189.2 | 3.8 | 69.1 | 3.1 | 2,738,280 | 29.4 | 31,573 | 39,628 | 1,938,852 | 27.5 | 22,704 | 28,059 | .0677 | .0643 |
| Newton | 43.5 | 48.4 | 11.3 | 17.0 | 13.3 | 828,706 | 60.3 | 34,470 | 48,747 | 300,922 | 36.5 | 14,696 | 17,701 | .0140 | .0153 |
| Oconee | 18.4 | 20.4 | 10.9 | 6.9 | 7.8 | 362,122 | 36.9 | 41,322 | 52,481 | 56,248 | 30.8 | 6,717 | 8,152 | .0058 | .0058 |
| Oglethorpe | 9.9 | 10.4 | 5.1 | 3.6 | .0 | 153,196 | 44.0 | 29,542 | 42,554 | 32,090 | 39.2 | 6,401 | 8,914 | .0024 | .0026 |
| Paulding | 45.0 | 53.3 | 18.4 | 18.5 | 19.4 | 850,199 | 54.9 | 35,413 | 45,957 | 255,266 | 37.6 | 11,972 | 13,798 | .0141 | .0153 |
| Peach | 21.8 | 23.7 | 8.7 | 7.8 | 6.8 | 285,524 | 27.5 | 30,670 | 36,606 | 185,945 | 39.5 | 18,253 | 23,839 | .0069 | .0069 |
| Pickens | 15.0 | 16.5 | 10.0 | 6.1 | 8.9 | 213,424 | 30.0 | 29,322 | 34,988 | 172,879 | 20.5 | 25,611 | 28,341 | .0057 | .0054 |
| Pierce | 13.6 | 14.6 | 7.4 | 5.4 | 10.2 | 159,194 | 31.5 | 24,707 | 29,480 | 89,114 | 49.0 | 12,209 | 16,503 | .0037 | .0036 |
| Pike | 10.5 | 11.0 | 4.8 | 3.6 | .0 | 144,199 | 23.4 | 32,455 | 40,055 | 17,731 | 23.3 | 3,996 | 4,925 | .0027 | .0027 |
| Polk | 34.2 | 35.1 | 2.6 | 13.2 | 3.9 | 392,111 | 24.0 | 24,890 | 29,705 | 208,063 | 30.0 | 12,602 | 15,762 | .0095 | .0089 |
| Pulaski | 7.9 | 7.5 | –5.1 | 3.1 | .0 | 135,327 | 43.0 | 30,519 | 43,654 | 55,629 | 37.6 | 13,039 | 17,945 | .0026 | .0026 |
| Putnam | 14.7 | 16.3 | 10.9 | 5.9 | 9.3 | 216,548 | 30.4 | 30,763 | 36,703 | 60,800 | 35.0 | 8,342 | 10,305 | .0041 | .0040 |
| Quitman | 2.2 | 2.2 | .0 | .9 | .0 | 26,616 | 30.0 | 22,750 | 29,573 | 4,140 | 15.4 | 3,988 | 4,600 | .0005 | .0005 |
| Rabun | 12.0 | 13.0 | 8.3 | 5.3 | 10.4 | 186,809 | 40.5 | 27,694 | 35,247 | 99,690 | 26.6 | 16,403 | 18,809 | .0041 | .0039 |
| Randolph | 7.9 | 7.9 | .0 | 2.8 | .0 | 79,597 | 36.5 | 20,822 | 28,428 | 32,747 | 31.5 | 8,892 | 11,695 | .0018 | .0018 |
| Richmond | 189.1 | 186.1 | –1.6 | 68.5 | –.1 | 2,716,537 | 24.8 | 31,735 | 39,657 | 2,274,965 | 35.2 | 24,531 | 33,211 | .0718 | .0680 |
| Rockdale | 58.3 | 68.7 | 17.8 | 23.2 | 17.8 | 1,250,807 | 45.4 | 43,673 | 53,914 | 630,716 | 32.5 | 24,171 | 27,186 | .0239 | .0250 |
| Schley | 3.6 | 3.6 | .0 | 1.3 | .0 | 39,861 | 19.5 | 25,652 | 30,662 | 14,148 | 23.6 | 8,803 | 10,883 | .0009 | .0008 |
| Screven | 13.8 | 13.7 | –.7 | 5.0 | .0 | 144,199 | 19.3 | 24,168 | 28,840 | 55,800 | 26.8 | 8,800 | 11,160 | .0036 | .0032 |
| Seminole | 8.9 | 8.4 | –5.6 | 2.8 | –9.7 | 115,584 | 30.0 | 28,678 | 41,280 | 43,197 | 12.9 | 12,339 | 15,428 | .0025 | .0022 |
| Spalding | 55.9 | 60.3 | 7.9 | 21.5 | 8.0 | 761,105 | 28.9 | 29,662 | 35,400 | 493,673 | 28.4 | 19,320 | 22,962 | .0186 | .0179 |
| Stephens | 23.6 | 24.4 | 3.4 | 9.6 | 5.5 | 327,634 | 32.9 | 27,099 | 34,129 | 216,298 | 21.4 | 19,573 | 22,531 | .0081 | .0077 |
| Stewart | 5.5 | 5.1 | –7.3 | 2.0 | .0 | 48,733 | 19.3 | 20,420 | 24,367 | 17,446 | 14.0 | 7,653 | 8,723 | .0012 | .0011 |
| Sumter | 30.0 | 29.4 | –2.0 | 10.3 | –1.0 | 351,875 | 24.1 | 27,274 | 34,163 | 239,114 | 26.7 | 18,143 | 23,215 | .0093 | .0085 |
| Talbot | 6.7 | 7.2 | 7.5 | 2.4 | .0 | 87,219 | 41.9 | 25,612 | 36,341 | 13,414 | 34.9 | 4,143 | 5,589 | .0015 | .0015 |
| Taliaferro | 1.9 | 1.9 | .0 | .7 | .0 | 16,244 | 18.8 | 19,529 | 23,206 | 4,347 | 34.9 | 4,604 | 6,210 | .0003 | .0003 |
| Tattnall | 17.6 | 16.8 | –4.5 | 5.2 | –8.8 | 190,807 | 18.1 | 28,347 | 36,694 | 72,851 | 16.5 | 10,971 | 14,010 | .0047 | .0041 |
| Taylor | 7.6 | 7.6 | .0 | 2.8 | .0 | 82,471 | 21.7 | 24,203 | 29,454 | 31,789 | 23.6 | 9,188 | 11,353 | .0019 | .0018 |
| Telfair | 10.9 | 10.4 | –4.6 | 4.0 | .0 | 107,337 | 19.3 | 22,501 | 26,834 | 53,725 | 26.0 | 10,658 | 13,431 | .0028 | .0024 |
| Terrell | 10.5 | 10.0 | –4.8 | 3.7 | .0 | 120,457 | 32.1 | 24,654 | 32,556 | 49,374 | 29.1 | 10,334 | 13,344 | .0026 | .0025 |
| Thomas | 39.2 | 39.6 | 1.0 | 15.0 | 3.4 | 523,315 | 31.0 | 27,547 | 34,888 | 363,470 | 38.0 | 18,166 | 24,231 | .0128 | .0125 |
| Tift | 35.4 | 36.0 | 1.7 | 12.9 | 4.0 | 446,967 | 24.2 | 29,032 | 34,649 | 442,942 | 40.6 | 25,401 | 34,337 | .0128 | .0124 |
| Toombs | 24.4 | 25.3 | 3.7 | 9.5 | 5.6 | 285,774 | 25.9 | 25,212 | 30,081 | 177,799 | 27.2 | 15,532 | 18,716 | .0073 | .0068 |
| Towns | 6.8 | 6.8 | .0 | 2.8 | .0 | 82,471 | 19.3 | 24,699 | 29,454 | 27,502 | 12.2 | 8,756 | 9,822 | .0019 | .0016 |
| Treutlen | 6.2 | 6.2 | .0 | 2.2 | .0 | 74,724 | 43.6 | 23,652 | 33,965 | 18,984 | 38.5 | 6,228 | 8,629 | .0014 | .0016 |
| Troup | 56.0 | 56.8 | 1.4 | 21.2 | 2.9 | 792,719 | 26.4 | 30,437 | 37,392 | 487,541 | 22.9 | 19,264 | 22,997 | .0194 | .0178 |
| Turner | 8.5 | 8.0 | –5.9 | 3.0 | .0 | 79,097 | 19.2 | 22,111 | 26,366 | 37,955 | 10.6 | 11,436 | 12,652 | .0021 | .0017 |
| Twiggs | 9.7 | 9.2 | –5.2 | 3.3 | .0 | 132,328 | 44.7 | 27,718 | 40,099 | 13,156 | 48.8 | 2,680 | 3,987 | .0021 | .0022 |
| Union | 12.5 | 14.0 | 12.0 | 5.4 | 10.2 | 217,923 | 55.8 | 28,549 | 40,356 | 78,949 | 46.8 | 10,973 | 14,620 | .0038 | .0043 |
| Upson | 26.4 | 26.8 | 1.5 | 9.9 | .0 | 350,251 | 27.4 | 27,767 | 35,379 | 171,117 | 31.0 | 13,191 | 17,285 | .0080 | .0074 |
| ☐ Walker | 59.0 | 60.8 | 3.1 | 23.0 | 4.5 | 804,090 | 30.5 | 28,004 | 34,960 | 313,557 | 36.4 | 10,449 | 13,633 | .0165 | .0162 |
| Walton | 40.0 | 43.9 | 9.8 | 15.4 | 10.8 | 670,512 | 43.5 | 33,618 | 43,540 | 177,434 | 27.6 | 10,006 | 11,522 | .0118 | .0120 |
| Ware | 35.0 | 33.4 | –4.6 | 12.4 | –3.9 | 447,341 | 29.1 | 26,858 | 36,076 | 360,685 | 37.7 | 20,309 | 29,088 | .0116 | .0112 |
| Warren | 6.0 | 6.0 | .0 | 2.1 | .0 | 76,598 | 44.4 | 25,251 | 36,475 | 13,164 | 21.7 | 5,150 | 6,269 | .0015 | .0013 |
| Washington | 19.2 | 19.1 | –.5 | 6.8 | .0 | 256,534 | 33.9 | 28,184 | 37,726 | 133,706 | 26.9 | 15,493 | 19,663 | .0058 | .0056 |
| Wayne | 23.2 | 23.8 | 2.6 | 8.5 | 6.3 | 309,015 | 38.4 | 27,917 | 36,355 | 191,546 | 42.4 | 16,813 | 22,535 | .0070 | .0070 |
| Webster | 2.2 | 2.2 | .0 | .8 | .0 | 30,739 | 42.1 | 27,038 | 38,424 | 1,559 | 20.7 | 1,615 | 1,949 | .0005 | .0005 |
| Wheeler | 4.9 | 4.9 | .0 | 1.8 | .0 | 65,477 | 38.0 | 26,358 | 36,376 | 13,192 | 36.9 | 5,352 | 7,329 | .0012 | .0013 |
| White | 13.6 | 14.9 | 9.6 | 5.6 | 9.8 | 226,670 | 47.4 | 30,160 | 40,477 | 157,184 | 42.8 | 21,577 | 28,069 | .0050 | .0052 |
| Whitfield | 74.0 | 78.3 | 5.8 | 29.3 | 6.9 | 1,162,588 | 27.6 | 33,245 | 39,679 | 728,764 | 18.3 | 22,474 | 24,872 | .0281 | .0260 |
| Wilcox | 7.0 | 7.0 | .0 | 2.5 | .0 | 65,977 | 19.2 | 22,146 | 26,391 | 18,716 | 35.1 | 5,542 | 7,486 | .0016 | .0013 |
| Wilkes | 10.4 | 9.9 | –4.8 | 4.0 | .0 | 164,817 | 42.0 | 29,015 | 41,204 | 82,824 | 30.7 | 15,837 | 20,706 | .0034 | .0034 |
| Wilkinson | 10.2 | 10.2 | .0 | 3.6 | .0 | 120,082 | 19.3 | 27,962 | 33,356 | 34,991 | 35.1 | 7,192 | 9,720 | .0026 | .0024 |
| Worth | 19.9 | 20.3 | 2.0 | 7.4 | 5.7 | 234,417 | 27.3 | 26,299 | 31,678 | 77,631 | 21.4 | 9,134 | 10,491 | .0051 | .0047 |
| **TOTAL METRO COUNTIES** | **4,405.2** | **4,844.8** | **10.0** | **1,798.4** | **10.6** | **93,481,120** | **43.5** | **40,049** | **51,980** | **45,941,419** | **34.1** | **21,064** | **25,546** | **1.7839** | **1.8296** |
| **TOTAL STATE** | **6,708.7** | **7,233.2** | **7.8** | **2,661.3** | **8.6** | **124,946,219** | **40.8** | **36,199** | **46,949** | **62,470,271** | **33.2** | **19,136** | **23,474** | **2.4916** | **2.5161** |

# METRO/COUNTY 1996 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991–1996 | 12/31/96 Households (Thous.) | % Change 1991–1996 | 1996 EBI ($000) | % Change 1991–1996 | Average Household EBI | | 1996 Retail Sales ($000) | % Change 1991–1996 | Retail Sales Per Household | | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 1991 | 1996 | | | 1991 | 1996 | 1991 | 1996 |
| **HAWAII** | | | | | | | | | | | | | | | |
| **HONOLULU** | **852.1** | **897.6** | **5.3** | **290.2** | **7.0** | **20,242,277** | **38.3** | **53,950** | **69,753** | **12,461,053** | **45.6** | **31,556** | **42,940** | **.4043** | **.4155** |
| Honolulu | 852.1 | 897.6 | 5.3 | 290.2 | 7.0 | 20,242,277 | 38.3 | 53,950 | 69,753 | 12,461,053 | 45.6 | 31,556 | 42,940 | .4043 | .4155 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Hawaii | 126.2 | 143.7 | 13.9 | 51.1 | 16.9 | 2,653,409 | 51.0 | 40,200 | 51,926 | 1,573,272 | 50.5 | 23,927 | 30,788 | .0507 | .0557 |
| Honolulu | 852.1 | 897.6 | 5.3 | 290.2 | 7.0 | 20,242,277 | 38.3 | 53,950 | 69,753 | 12,461,053 | 45.6 | 31,556 | 42,940 | .4043 | .4155 |
| Kauai | 53.8 | 61.6 | 14.5 | 19.6 | 14.6 | 1,185,389 | 48.2 | 46,778 | 60,479 | 702,472 | 36.7 | 30,045 | 35,840 | .0234 | .0246 |
| Maui | 106.0 | 121.9 | 15.0 | 40.7 | 16.3 | 2,592,167 | 50.3 | 49,261 | 63,690 | 1,731,836 | 33.8 | 36,986 | 42,551 | .0528 | .0553 |
| **TOTAL METRO COUNTIES** | **852.1** | **897.6** | **5.3** | **290.2** | **7.0** | **20,242,277** | **38.3** | **53,950** | **69,753** | **12,461,053** | **45.6** | **31,556** | **42,940** | **.4043** | **.4155** |
| **TOTAL STATE** | **1,138.1** | **1,224.8** | **7.6** | **401.6** | **9.4** | **26,673,242** | **41.0** | **51,531** | **66,417** | **16,468,633** | **44.3** | **31,095** | **41,008** | **.5312** | **.5511** |
| **IDAHO** | | | | | | | | | | | | | | | |
| **BOISE** | **210.9** | **223.9** | **6.2** | **84.9** | **6.9** | **4,428,617** | **38.7** | **40,216** | **52,163** | **2,216,024** | **42.9** | **19,527** | **26,102** | **.0850** | **.0868** |
| Ada | 210.9 | 223.9 | 6.2 | 84.9 | 6.9 | 4,428,617 | 38.7 | 40,216 | 52,163 | 2,216,024 | 42.9 | 19,527 | 26,102 | .0850 | .0860 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Ada | 210.9 | 223.9 | 6.2 | 84.9 | 6.9 | 4,428,617 | 38.7 | 40,216 | 52,163 | 2,216,024 | 42.9 | 19,527 | 26,102 | .0850 | .0868 |
| Adams | 3.2 | 3.2 | .0 | 1.2 | .0 | 49,238 | 17.8 | 34,822 | 41,032 | 10,382 | 22.9 | 7,041 | 8,652 | .0010 | .0008 |
| Bannock | 66.5 | 69.6 | 4.7 | 25.0 | 5.9 | 1,027,376 | 32.0 | 32,972 | 41,095 | 659,768 | 42.4 | 19,629 | 26,391 | .0232 | .0232 |
| Bear Lake | 6.0 | 6.0 | .0 | 2.0 | .0 | 75,803 | 27.9 | 29,630 | 37,902 | 24,140 | 20.1 | 10,049 | 12,070 | .0017 | .0015 |
| Benewah | 8.1 | 9.1 | 12.3 | 3.6 | 16.1 | 128,333 | 45.5 | 28,453 | 35,648 | 65,115 | 60.7 | 13,072 | 18,088 | .0024 | .0027 |
| Bingham | 38.3 | 41.2 | 7.6 | 12.8 | 8.5 | 611,511 | 49.0 | 34,774 | 47,774 | 232,264 | 53.7 | 12,805 | 18,146 | .0111 | .0119 |
| Blaine | 14.6 | 17.4 | 19.2 | 7.3 | 21.7 | 538,032 | 68.6 | 53,193 | 73,703 | 180,418 | 44.9 | 20,747 | 24,715 | .0075 | .0087 |
| Boise | 3.6 | 4.1 | 13.9 | 1.4 | .0 | 49,960 | 17.8 | 30,286 | 35,686 | 7,843 | 34.3 | 4,170 | 5,602 | .0010 | .0009 |
| Bonner | 27.1 | 29.5 | 8.9 | 11.5 | 9.5 | 481,404 | 49.8 | 30,600 | 41,861 | 221,589 | 43.7 | 14,683 | 19,269 | .0089 | .0096 |
| Bonneville | 74.3 | 81.6 | 9.8 | 27.6 | 10.4 | 1,547,075 | 52.5 | 40,569 | 56,053 | 798,692 | 35.3 | 23,609 | 28,938 | .0292 | .0309 |
| Boundary | 8.6 | 9.6 | 11.6 | 3.5 | 16.7 | 123,411 | 44.4 | 28,485 | 35,260 | 55,198 | 46.4 | 12,566 | 15,771 | .0024 | .0026 |
| Butte | 2.9 | 2.9 | .0 | 1.0 | .0 | 37,092 | 18.0 | 31,428 | 37,092 | 14,142 | 34.5 | 10,517 | 14,142 | .0008 | .0007 |
| Camas | .7 | .7 | .0 | .3 | .0 | 11,045 | 18.1 | 31,187 | 36,817 | 557 | 10.3 | 1,683 | 1,857 | .0003 | .0001 |
| Canyon | 91.6 | 99.0 | 8.1 | 34.4 | 8.2 | 1,498,515 | 47.5 | 31,948 | 43,561 | 831,363 | 46.0 | 17,908 | 24,168 | .0302 | .0322 |
| Caribou | 6.7 | 6.3 | -6.0 | 2.2 | .0 | 117,373 | 39.0 | 38,378 | 53,351 | 30,829 | 45.7 | 9,615 | 14,013 | .0020 | .0019 |
| Cassia | 19.6 | 20.5 | 4.6 | 6.9 | 7.8 | 298,034 | 43.4 | 32,469 | 43,193 | 180,071 | 39.7 | 20,142 | 26,097 | .0064 | .0067 |
| Clark | .8 | .8 | .0 | .3 | .0 | 14,582 | 38.9 | 35,000 | 48,607 | 1,548 | 20.8 | 4,270 | 5,160 | .0002 | .0001 |
| Clearwater | 8.3 | 7.9 | -4.8 | 3.2 | .0 | 121,984 | 21.2 | 31,440 | 38,120 | 56,345 | 36.2 | 12,928 | 17,608 | .0028 | .0025 |
| Custer | 4.1 | 4.1 | .0 | 1.5 | .0 | 73,827 | 39.0 | 35,411 | 49,218 | 20,830 | 39.5 | 9,956 | 13,887 | .0012 | .0013 |
| Elmore | 21.4 | 22.3 | 4.2 | 7.7 | 6.9 | 328,956 | 39.8 | 32,687 | 42,722 | 96,305 | 23.7 | 10,813 | 12,507 | .0062 | .0060 |
| Franklin | 9.4 | 10.4 | 10.6 | 3.4 | 17.2 | 145,587 | 59.8 | 31,407 | 42,820 | 58,772 | 53.6 | 13,193 | 17,286 | .0025 | .0030 |
| Fremont | 11.1 | 12.1 | 9.0 | 4.0 | 14.3 | 154,479 | 47.2 | 29,977 | 38,620 | 39,993 | 45.6 | 7,848 | 9,998 | .0028 | .0029 |
| Gem | 12.0 | 13.0 | 8.3 | 5.0 | 11.1 | 210,320 | 51.2 | 30,910 | 42,064 | 44,212 | 31.1 | 7,492 | 8,842 | .0032 | .0036 |
| Gooding | 11.6 | 12.1 | 4.3 | 4.9 | 11.4 | 198,519 | 53.1 | 29,477 | 40,514 | 60,365 | 50.4 | 9,123 | 12,319 | .0035 | .0035 |
| Idaho | 13.9 | 14.9 | 7.2 | 5.8 | 9.4 | 241,333 | 47.2 | 30,940 | 41,609 | 65,125 | 29.8 | 9,464 | 11,228 | .0041 | .0043 |
| Jefferson | 17.0 | 18.5 | 8.8 | 5.5 | 10.0 | 260,526 | 51.1 | 34,479 | 47,368 | 52,535 | 44.6 | 7,265 | 9,552 | .0042 | .0045 |
| Jerome | 15.3 | 16.3 | 6.5 | 5.9 | 9.3 | 262,027 | 51.9 | 31,948 | 44,411 | 69,139 | 30.4 | 9,821 | 11,718 | .0044 | .0047 |
| Kootenai | 71.1 | 75.3 | 5.9 | 29.5 | 7.3 | 1,418,394 | 46.3 | 35,263 | 48,081 | 741,955 | 47.4 | 18,304 | 25,151 | .0269 | .0284 |
| Latah | 31.1 | 33.0 | 6.1 | 12.5 | 8.7 | 590,269 | 50.3 | 34,144 | 47,222 | 229,833 | 31.3 | 15,217 | 18,387 | .0107 | .0110 |
| Lemhi | 7.0 | 7.5 | 7.1 | 3.4 | 17.2 | 139,146 | 60.8 | 29,831 | 40,925 | 44,665 | 43.9 | 10,703 | 13,137 | .0021 | .0025 |
| Lewis | 3.6 | 4.1 | 13.9 | 1.4 | .0 | 48,230 | 27.1 | 27,096 | 34,450 | 13,857 | 39.4 | 7,102 | 9,898 | .0010 | .0009 |
| Lincoln | 3.3 | 3.3 | .0 | 1.2 | .0 | 40,582 | 21.2 | 27,904 | 33,818 | 4,998 | 11.5 | 3,737 | 4,165 | .0008 | .0008 |
| Madison | 24.4 | 26.8 | 9.8 | 6.7 | 11.7 | 263,399 | 37.1 | 32,019 | 39,313 | 169,246 | 46.2 | 19,295 | 25,261 | .0064 | .0065 |
| Minidoka | 19.3 | 19.7 | 2.1 | 6.4 | .0 | 306,597 | 38.8 | 34,525 | 47,906 | 94,710 | 32.7 | 11,149 | 14,798 | .0058 | .0057 |
| Nez Perce | 34.0 | 34.9 | 2.6 | 14.2 | 3.6 | 663,053 | 41.3 | 34,261 | 46,694 | 343,784 | 22.4 | 20,495 | 24,210 | .0136 | .0132 |
| Oneida | 3.6 | 4.1 | 13.9 | 1.2 | .0 | 49,749 | 36.8 | 30,308 | 41,458 | 16,702 | 31.2 | 10,606 | 13,918 | .0010 | .0009 |
| Owyhee | 8.7 | 10.1 | 16.1 | 3.4 | 17.2 | 118,419 | 38.1 | 29,558 | 34,829 | 35,883 | 44.1 | 8,589 | 10,554 | .0024 | .0025 |
| Payette | 16.9 | 18.9 | 11.8 | 7.3 | 15.9 | 238,223 | 38.9 | 27,230 | 32,633 | 60,340 | 41.7 | 6,757 | 8,266 | .0043 | .0044 |
| Power | 7.2 | 7.7 | 6.9 | 2.4 | .0 | 90,770 | 20.4 | 31,409 | 37,821 | 27,554 | 22.9 | 9,344 | 11,481 | .0019 | .0018 |
| Shoshone | 13.0 | 11.7 | -10.0 | 4.8 | -9.4 | 148,060 | 6.7 | 26,178 | 30,846 | 94,867 | 21.7 | 14,709 | 19,764 | .0041 | .0034 |
| Teton | 3.6 | 4.1 | 13.9 | 1.1 | .0 | 44,735 | 33.2 | 30,533 | 40,668 | 21,792 | 29.6 | 15,281 | 19,811 | .0011 | .0012 |
| Twin Falls | 54.0 | 55.8 | 3.3 | 20.9 | 5.0 | 876,703 | 35.8 | 32,449 | 41,948 | 674,833 | 47.6 | 22,979 | 32,289 | .0203 | .0207 |
| Valley | 6.2 | 6.7 | 8.1 | 3.0 | 20.0 | 124,966 | 50.3 | 33,264 | 41,655 | 54,094 | 43.4 | 15,084 | 18,031 | .0023 | .0024 |
| Washington | 8.6 | 9.1 | 5.8 | 3.7 | 12.1 | 110,530 | 32.5 | 25,281 | 29,873 | 22,578 | 36.9 | 4,998 | 6,102 | .0021 | .0021 |
| **TOTAL METRO COUNTIES** | **210.9** | **223.9** | **6.2** | **84.9** | **6.9** | **4,428,617** | **38.7** | **40,216** | **52,163** | **2,216,024** | **42.9** | **19,527** | **26,102** | **.0850** | **.0868** |
| **TOTAL STATE** | **1,023.2** | **1,089.8** | **6.5** | **395.9** | **7.8** | **18,306,784** | **42.7** | **34,927** | **46,241** | **8,745,255** | **41.2** | **16,853** | **22,090** | **.3548** | **.3660** |

1992 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# METRO/COUNTY 1996 PROJECTIONS

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991–1996 | 12/31/96 Households (Thous.) | % Change 1991–1996 | 1996 EBI ($000) | % Change 1991–1996 | Average Household EBI 1991 | Average Household EBI 1996 | 1996 Retail Sales ($000) | % Change 1991–1996 | Retail Sales Per Household 1991 | Retail Sales Per Household 1996 | Buying Power Index 1991 | Buying Power Index 1996 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ILLINOIS** | | | | | | | | | | | | | | | |
| **AURORA - ELGIN** | **371.4** | **411.1** | **10.7** | **138.3** | **10.6** | **9,205,458** | **44.8** | **50,865** | **66,562** | **3,543,427** | **33.3** | **21,263** | **25,621** | **.1583** | **.1634** |
| Kane | 331.0 | 367.3 | 11.0 | 123.7 | 11.0 | 8,064,373 | 43.9 | 50,303 | 65,193 | 3,348,434 | 32.8 | 22,641 | 27,069 | .1428 | .1467 |
| Kendall | 40.4 | 43.8 | 8.4 | 14.6 | 7.4 | 1,141,085 | 51.3 | 55,466 | 78,157 | 194,993 | 43.8 | 9,972 | 13,356 | .0155 | .0167 |
| **BLOOMINGTON - NORMAL** | **131.7** | **137.6** | **4.5** | **50.6** | **6.1** | **3,080,028** | **46.9** | **43,960** | **60,870** | **1,625,769** | **52.3** | **22,376** | **32,130** | **.0561** | **.0600** |
| McLean | 131.7 | 137.6 | 4.5 | 50.6 | 6.1 | 3,080,028 | 46.9 | 43,960 | 60,870 | 1,625,769 | 52.3 | 22,376 | 32,130 | .0561 | .0600 |
| **CHAMPAIGN - URBANA - RANTOUL** | **173.6** | **175.8** | **1.3** | **65.7** | **2.0** | **3,196,695** | **28.8** | **38,551** | **48,656** | **1,923,095** | **38.9** | **21,499** | **29,271** | **.0698** | **.0676** |
| Champaign | 173.6 | 175.8 | 1.3 | 65.7 | 2.0 | 3,196,695 | 28.8 | 38,551 | 48,656 | 1,923,095 | 38.9 | 21,499 | 29,271 | .0698 | .0676 |
| **CHICAGO** | **6,109.5** | **6,244.3** | **2.2** | **2,281.6** | **2.3** | **141,508,147** | **32.6** | **47,855** | **62,021** | **63,645,404** | **33.5** | **21,377** | **27,895** | **2.6976** | **2.6172** |
| Cook | 5,107.9 | 5,139.2 | .6 | 1,887.0 | .7 | 110,512,171 | 29.7 | 45,449 | 58,565 | 47,507,000 | 28.1 | 19,790 | 25,176 | 2.1558 | 2.0372 |
| Du Page | 810.6 | 890.9 | 9.9 | 320.8 | 10.7 | 25,995,824 | 44.2 | 62,197 | 81,034 | 14,627,475 | 54.8 | 32,609 | 45,597 | .4614 | .4971 |
| McHenry | 191.0 | 214.2 | 12.1 | 73.8 | 12.5 | 5,000,152 | 43.2 | 53,243 | 67,753 | 1,510,929 | 34.6 | 17,114 | 20,473 | .0804 | .0829 |
| ***CHICAGO - GARY - LAKE COUNTY CONSOLIDATED AREA*** | ***8,150.0*** | ***8,410.3*** | ***3.2*** | ***3,027.9*** | ***3.3*** | ***190,675,784*** | ***34.7*** | ***48,319*** | ***62,973*** | ***83,854,419*** | ***35.0*** | ***21,200*** | ***27,694*** | ***3.5648*** | ***3.5031*** |
| **DAVENPORT - ROCK ISLAND - MOLINE** | **346.5** | **335.3** | **-3.2** | **132.3** | **-1.9** | **5,927,086** | **21.4** | **36,230** | **44,800** | **3,796,521** | **35.0** | **20,863** | **28,696** | **.1389** | **.1290** |
| Henry | 50.2 | 47.8 | -4.8 | 18.6 | -3.1 | 745,419 | 14.0 | 34,062 | 40,076 | 391,920 | 30.1 | 15,693 | 21,071 | .0176 | .0157 |
| Rock Island | 146.1 | 139.1 | -4.8 | 56.5 | -3.3 | 2,706,691 | 27.0 | 36,490 | 47,906 | 1,566,661 | 37.0 | 19,583 | 27,729 | .0588 | .0558 |
| *Scott, Iowa* | *150.2* | *148.4* | *-1.2* | *57.2* | *.0* | *2,474,976* | *17.9* | *36,691* | *43,269* | *1,837,940* | *34.4* | *23,905* | *32,132* | *.0625* | *.0575* |
| **DECATUR** | **115.4** | **110.4** | **-4.3** | **43.8** | **-3.3** | **1,941,200** | **15.6** | **37,075** | **44,320** | **1,242,944** | **30.8** | **20,977** | **28,378** | **.0472** | **.0423** |
| Macon | 115.4 | 110.4 | -4.3 | 43.8 | -3.3 | 1,941,200 | 15.6 | 37,075 | 44,320 | 1,242,944 | 30.8 | 20,977 | 28,378 | .0472 | .0423 |
| **JOLIET** | **398.4** | **424.4** | **6.5** | **140.3** | **6.7** | **8,849,183** | **37.1** | **49,078** | **63,073** | **3,327,482** | **43.6** | **17,602** | **23,717** | **.1562** | **.1581** |
| Grundy | 32.8 | 33.7 | 2.7 | 12.7 | 4.1 | 612,694 | 22.4 | 41,027 | 48,244 | 275,686 | 39.7 | 16,172 | 21,708 | .0126 | .0117 |
| Will | 365.6 | 390.7 | 6.9 | 127.6 | 7.0 | 8,236,489 | 38.4 | 49,902 | 64,549 | 3,051,796 | 44.1 | 17,748 | 23,917 | .1436 | .1464 |
| **KANKAKEE** | **96.2** | **96.2** | **.0** | **34.5** | **.0** | **1,567,863** | **24.4** | **36,518** | **45,445** | **939,313** | **37.9** | **19,741** | **27,226** | **.0357** | **.0338** |
| Kankakee | 96.2 | 96.2 | .0 | 34.5 | .0 | 1,567,863 | 24.4 | 36,518 | 45,445 | 939,313 | 37.9 | 19,741 | 27,226 | .0357 | .0338 |
| **LAKE COUNTY** | **537.1** | **592.4** | **10.3** | **200.3** | **10.7** | **19,250,674** | **53.4** | **69,339** | **96,109** | **7,049,684** | **46.1** | **26,659** | **35,196** | **.2901** | **.3174** |
| Lake | 537.1 | 592.4 | 10.3 | 200.3 | 10.7 | 19,250,674 | 53.4 | 69,339 | 96,109 | 7,049,684 | 46.1 | 26,659 | 35,196 | .2901 | .3174 |
| **PEORIA** | **338.3** | **337.2** | **-.3** | **130.5** | **1.0** | **6,260,248** | **25.4** | **38,628** | **47,971** | **3,639,438** | **38.7** | **20,304** | **27,888** | **.1368** | **.1302** |
| Peoria | 181.8 | 179.1 | -1.5 | 70.2 | -.3 | 3,421,751 | 25.7 | 38,658 | 48,743 | 2,103,543 | 38.4 | 21,589 | 29,965 | .0758 | .0721 |
| Tazewell | 123.6 | 124.2 | .5 | 48.3 | 2.1 | 2,141,251 | 20.6 | 37,525 | 44,332 | 1,285,725 | 37.4 | 19,787 | 26,620 | .0489 | .0457 |
| Woodford | 32.9 | 33.9 | 3.0 | 12.0 | 4.3 | 697,246 | 41.0 | 42,990 | 58,104 | 250,170 | 49.3 | 14,568 | 20,848 | .0121 | .0124 |
| **ROCKFORD** | **285.6** | **292.0** | **2.2** | **112.0** | **3.2** | **5,765,894** | **29.8** | **40,930** | **51,481** | **3,193,591** | **41.4** | **20,811** | **28,514** | **.1194** | **.1168** |
| Boone | 31.5 | 33.9 | 7.6 | 12.2 | 8.9 | 751,942 | 49.9 | 44,798 | 61,635 | 263,532 | 43.3 | 16,418 | 21,601 | .0123 | .0131 |
| Winnebago | 254.1 | 258.1 | 1.6 | 99.8 | 2.6 | 5,013,952 | 27.3 | 40,484 | 50,240 | 2,930,059 | 41.3 | 21,317 | 29,359 | .1071 | .1037 |
| **SPRINGFIELD** | **191.4** | **198.4** | **3.7** | **80.8** | **4.7** | **4,345,057** | **39.1** | **40,452** | **53,775** | **1,879,298** | **24.2** | **19,607** | **23,259** | **.0819** | **.0797** |
| Menard | 11.1 | 11.1 | .0 | 4.2 | .0 | 210,253 | 31.5 | 38,075 | 50,060 | 54,095 | 34.2 | 9,599 | 12,880 | .0037 | .0034 |
| Sangamon | 180.3 | 187.3 | 3.9 | 76.6 | 4.9 | 4,134,804 | 39.5 | 40,589 | 53,979 | 1,825,203 | 23.9 | 20,183 | 23,828 | .0782 | .0763 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Adams | 65.7 | 64.8 | -1.4 | 25.4 | .0 | 1,132,555 | 33.0 | 33,514 | 44,589 | 499,667 | 16.7 | 16,857 | 19,672 | .0237 | .0219 |
| Alexander | 10.4 | 9.9 | -4.8 | 4.2 | .0 | 126,955 | 23.9 | 24,389 | 30,227 | 60,754 | 28.1 | 11,289 | 14,465 | .0029 | .0027 |
| Bond | 15.0 | 15.5 | 3.3 | 6.2 | 8.8 | 240,110 | 37.5 | 30,627 | 38,727 | 90,206 | 51.2 | 10,468 | 14,549 | .0045 | .0046 |
| Boone | 31.5 | 33.9 | 7.6 | 12.2 | 8.9 | 751,942 | 49.9 | 44,798 | 61,635 | 263,532 | 43.3 | 16,418 | 21,601 | .0123 | .0131 |
| Brown | 6.4 | 6.0 | -6.3 | 2.0 | -4.8 | 76,775 | 24.5 | 29,374 | 38,388 | 17,503 | 32.4 | 6,296 | 8,752 | .0016 | .0014 |
| Bureau | 35.3 | 34.2 | -3.1 | 13.1 | -3.7 | 622,980 | 31.5 | 34,839 | 47,556 | 234,944 | 39.1 | 12,421 | 17,935 | .0118 | .0116 |
| Calhoun | 5.2 | 4.8 | -7.7 | 2.0 | .0 | 72,008 | 27.2 | 28,301 | 36,004 | 29,651 | 39.4 | 10,635 | 14,826 | .0016 | .0013 |
| Carroll | 16.6 | 16.1 | -3.0 | 6.6 | .0 | 263,192 | 19.5 | 33,370 | 39,878 | 77,207 | 22.4 | 9,559 | 11,698 | .0052 | .0047 |
| Cass | 13.2 | 12.6 | -4.5 | 5.0 | -2.0 | 212,009 | 31.5 | 31,615 | 42,402 | 72,479 | 35.8 | 10,468 | 14,496 | .0041 | .0039 |
| Champaign | 173.6 | 175.8 | 1.3 | 65.7 | 2.0 | 3,196,695 | 28.8 | 38,551 | 48,656 | 1,923,095 | 38.9 | 21,499 | 29,271 | .0698 | .0676 |
| Christian | 34.6 | 34.5 | -.3 | 13.5 | .0 | 656,099 | 40.1 | 34,693 | 48,600 | 299,020 | 42.9 | 15,503 | 22,150 | .0125 | .0126 |
| Clark | 15.9 | 15.9 | .0 | 6.4 | .0 | 272,476 | 35.0 | 31,541 | 42,574 | 114,016 | 43.6 | 12,408 | 17,815 | .0053 | .0053 |
| Clay | 14.4 | 14.4 | .0 | 5.7 | .0 | 184,912 | 21.7 | 26,664 | 32,441 | 84,446 | 34.0 | 11,057 | 14,815 | .0041 | .0039 |
| ☐ Clinton | 34.2 | 35.2 | 2.9 | 11.7 | .0 | 574,808 | 31.7 | 37,316 | 49,129 | 228,276 | 38.7 | 14,064 | 19,511 | .0113 | .0109 |
| Coles | 51.7 | 52.4 | 1.4 | 19.3 | 1.6 | 817,176 | 27.8 | 33,665 | 42,341 | 576,483 | 40.8 | 21,546 | 29,870 | .0194 | .0190 |
| Cook | 5,107.9 | 5,139.2 | .6 | 1,887.0 | .7 | 110,512,171 | 29.7 | 45,449 | 58,565 | 47,507,000 | 28.1 | 19,790 | 25,176 | 2.1558 | 2.0372 |
| Crawford | 19.4 | 18.8 | -3.1 | 7.1 | -6.6 | 321,903 | 27.5 | 33,217 | 45,338 | 149,746 | 34.9 | 14,607 | 21,091 | .0067 | .0063 |
| Cumberland | 10.8 | 11.3 | 4.6 | 4.0 | .0 | 150,288 | 23.8 | 30,353 | 37,572 | 40,909 | 20.0 | 8,521 | 10,227 | .0029 | .0028 |
| De Kalb | 79.5 | 84.8 | 6.7 | 29.1 | 7.8 | 1,514,171 | 37.5 | 40,790 | 52,033 | 721,228 | 43.2 | 18,657 | 24,784 | .0294 | .0298 |
| De Witt | 16.3 | 15.8 | -3.1 | 6.4 | .0 | 350,003 | 40.9 | 38,816 | 54,688 | 151,368 | 46.8 | 16,116 | 23,651 | .0063 | .0065 |
| Douglas | 19.4 | 19.3 | -.5 | 7.2 | .0 | 364,555 | 39.8 | 36,214 | 50,633 | 166,030 | 46.2 | 15,775 | 23,060 | .0069 | .0070 |
| Du Page | 810.6 | 890.9 | 9.9 | 320.8 | 10.7 | 25,995,824 | 44.2 | 62,197 | 81,034 | 14,627,475 | 54.8 | 32,609 | 45,597 | .4614 | .4971 |

# METRO/COUNTY 1996 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991-1996 | 12/31/96 Households (Thous.) | % Change 1991-1996 | 1996 EBI ($000) | % Change 1991-1996 | Average Household EBI |  | 1996 Retail Sales ($000) | % Change 1991-1996 | Retail Sales Per Household |  | Buying Power Index |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  |  |  |  |  |  | 1991 | 1996 |  |  | 1991 | 1996 | 1991 | 1996 |
| **ILLINOIS (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **ALL COUNTIES (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Edgar | 19.2 | 18.3 | -4.7 | 7.3 | -5.2 | 288,784 | 21.8 | 30,791 | 39,559 | 140,375 | 20.6 | 15,117 | 19,229 | .0066 | .0058 |
| Edwards | 7.4 | 7.4 | .0 | 3.0 | .0 | 112,653 | 27.9 | 29,364 | 37,551 | 43,637 | 39.8 | 10,407 | 14,546 | .0023 | .0022 |
| Effingham | 32.3 | 34.2 | 5.9 | 12.6 | 7.7 | 567,532 | 35.1 | 35,907 | 45,042 | 504,362 | 49.1 | 28,912 | 40,029 | .0137 | .0142 |
| Fayette | 20.7 | 20.0 | -3.4 | 7.6 | -1.3 | 327,924 | 32.7 | 32,098 | 43,148 | 131,855 | 41.4 | 12,109 | 17,349 | .0064 | .0063 |
| Ford | 14.1 | 13.6 | -3.5 | 5.6 | .0 | 275,737 | 39.4 | 35,313 | 49,239 | 112,036 | 40.8 | 14,210 | 20,006 | .0051 | .0051 |
| Franklin | 39.8 | 38.7 | -2.8 | 15.8 | -3.1 | 494,690 | 14.5 | 26,502 | 31,309 | 334,212 | 30.4 | 15,724 | 21,153 | .0132 | .0117 |
| Fulton | 38.0 | 36.8 | -3.2 | 14.3 | -2.7 | 625,239 | 34.4 | 31,640 | 43,723 | 285,287 | 39.9 | 13,871 | 19,950 | .0126 | .0124 |
| Gallatin | 6.7 | 6.3 | -6.0 | 2.7 | .0 | 116,668 | 40.7 | 30,719 | 43,210 | 19,426 | 20.0 | 5,993 | 7,195 | .0019 | .0018 |
| Greene | 15.3 | 15.3 | .0 | 5.9 | .0 | 215,271 | 27.7 | 28,571 | 36,487 | 63,951 | 33.8 | 8,102 | 10,839 | .0042 | .0041 |
| Grundy | 32.8 | 33.7 | 2.7 | 12.7 | 4.1 | 612,694 | 22.4 | 41,027 | 48,244 | 275,686 | 39.7 | 16,172 | 21,708 | .0126 | .0117 |
| Hamilton | 8.4 | 8.0 | -4.8 | 3.5 | .0 | 126,955 | 32.3 | 27,415 | 36,273 | 45,937 | 29.3 | 10,153 | 13,125 | .0026 | .0025 |
| Hancock | 21.1 | 20.6 | -2.4 | 8.0 | -3.6 | 334,698 | 25.7 | 32,074 | 41,837 | 74,540 | 23.6 | 7,265 | 9,318 | .0061 | .0057 |
| Hardin | 5.2 | 5.2 | .0 | 2.1 | .0 | 67,993 | 34.4 | 24,093 | 32,378 | 18,580 | 30.4 | 6,783 | 8,848 | .0013 | .0013 |
| Henderson | 8.1 | 8.1 | .0 | 3.2 | .0 | 139,499 | 39.5 | 31,257 | 43,593 | 18,648 | 29.4 | 4,503 | 5,828 | .0023 | .0021 |
| Henry | 50.2 | 47.8 | -4.8 | 18.6 | -3.1 | 745,419 | 14.0 | 34,062 | 40,076 | 391,920 | 30.1 | 15,693 | 21,071 | .0176 | .0157 |
| Iroquois | 30.6 | 30.5 | -.3 | 11.7 | .0 | 531,904 | 33.4 | 34,090 | 45,462 | 195,110 | 42.7 | 11,686 | 16,676 | .0101 | .0097 |
| Jackson | 61.1 | 61.3 | .3 | 23.7 | .9 | 803,627 | 21.5 | 28,144 | 33,908 | 644,045 | 36.9 | 20,013 | 27,175 | .0214 | .0202 |
| Jasper | 10.6 | 10.6 | .0 | 4.0 | .0 | 165,091 | 32.8 | 31,080 | 41,273 | 57,123 | 32.8 | 10,751 | 14,281 | .0032 | .0031 |
| Jefferson | 36.8 | 36.2 | -1.6 | 14.6 | .0 | 545,955 | 21.5 | 30,778 | 37,394 | 389,116 | 32.3 | 20,142 | 26,652 | .0138 | .0128 |
| ☐ Jersey | 20.7 | 21.3 | 2.9 | 8.0 | 6.7 | 343,982 | 34.3 | 34,158 | 42,998 | 155,606 | 34.5 | 15,431 | 19,451 | .0070 | .0069 |
| Jo Daviess | 21.7 | 21.6 | -.5 | 8.3 | .0 | 360,541 | 23.6 | 35,155 | 43,439 | 129,586 | 34.0 | 11,649 | 15,613 | .0072 | .0067 |
| Johnson | 11.7 | 11.0 | -6.0 | 3.1 | -13.9 | 138,245 | 18.7 | 32,350 | 44,595 | 35,288 | 13.4 | 8,644 | 11,383 | .0030 | .0025 |
| Kane | 331.0 | 367.3 | 11.0 | 123.7 | 11.0 | 8,064,373 | 43.9 | 50,303 | 65,193 | 3,348,434 | 32.8 | 22,641 | 27,069 | .1428 | .1467 |
| Kankakee | 96.2 | 96.2 | .0 | 34.5 | .0 | 1,567,863 | 24.4 | 36,518 | 45,445 | 939,313 | 37.9 | 19,741 | 27,226 | .0357 | .0338 |
| Kendall | 40.4 | 43.8 | 8.4 | 14.6 | 7.4 | 1,141,085 | 51.3 | 55,466 | 78,157 | 194,993 | 43.8 | 9,972 | 13,356 | .0155 | .0167 |
| Knox | 56.1 | 54.8 | -2.3 | 21.2 | -2.3 | 868,359 | 20.0 | 33,350 | 40,960 | 511,108 | 29.8 | 18,147 | 24,109 | .0206 | .0188 |
| Lake | 537.1 | 592.4 | 10.3 | 200.3 | 10.7 | 19,250,674 | 53.4 | 69,339 | 96,109 | 7,049,684 | 46.1 | 26,659 | 35,196 | .2901 | .3174 |
| La Salle | 106.7 | 106.9 | .2 | 41.8 | 1.2 | 1,965,788 | 34.2 | 35,481 | 47,028 | 1,259,818 | 44.0 | 21,184 | 30,139 | .0424 | .0424 |
| Lawrence | 15.5 | 14.4 | -7.1 | 5.6 | -8.2 | 223,299 | 25.4 | 29,198 | 39,875 | 102,047 | 32.6 | 12,617 | 18,223 | .0050 | .0045 |
| Lee | 34.9 | 35.8 | 2.6 | 13.1 | 4.0 | 543,472 | 22.8 | 35,117 | 41,486 | 257,983 | 39.9 | 14,639 | 19,693 | .0116 | .0112 |
| Livingston | 39.2 | 38.8 | -1.0 | 13.3 | -2.9 | 607,425 | 18.1 | 37,531 | 45,671 | 289,533 | 32.5 | 15,956 | 21,769 | .0136 | .0123 |
| Logan | 31.5 | 30.3 | -3.8 | 10.1 | -6.5 | 480,721 | 23.1 | 36,160 | 47,596 | 253,285 | 32.6 | 17,688 | 25,078 | .0110 | .0099 |
| McDonough | 34.7 | 33.5 | -3.5 | 11.7 | -3.3 | 501,546 | 27.4 | 32,548 | 42,867 | 308,551 | 37.1 | 18,596 | 26,372 | .0117 | .0113 |
| McHenry | 191.0 | 214.2 | 12.1 | 73.8 | 12.5 | 5,000,152 | 43.2 | 53,243 | 67,753 | 1,510,929 | 34.6 | 17,114 | 20,473 | .0804 | .0829 |
| McLean | 131.7 | 137.6 | 4.5 | 50.6 | 6.1 | 3,080,028 | 46.9 | 43,960 | 60,870 | 1,625,769 | 52.3 | 22,376 | 32,130 | .0561 | .0600 |
| Macon | 115.4 | 110.4 | -4.3 | 43.8 | -3.3 | 1,941,200 | 15.6 | 37,075 | 44,320 | 1,242,944 | 30.8 | 20,977 | 28,378 | .0472 | .0423 |
| Macoupin | 47.8 | 48.6 | 1.7 | 18.6 | 2.2 | 746,172 | 26.4 | 32,427 | 40,117 | 352,628 | 39.9 | 13,845 | 18,958 | .0158 | .0151 |
| ☐ Madison | 250.7 | 254.7 | 1.6 | 97.6 | 2.3 | 4,411,545 | 24.2 | 37,244 | 45,200 | 2,227,896 | 27.7 | 18,294 | 22,827 | .0962 | .0892 |
| Marion | 41.3 | 40.7 | -1.5 | 16.2 | .0 | 618,715 | 21.2 | 31,517 | 38,192 | 347,107 | 23.3 | 17,380 | 21,426 | .0148 | .0132 |
| Marshall | 12.8 | 12.8 | .0 | 4.9 | .0 | 238,604 | 36.1 | 35,772 | 48,695 | 70,187 | 41.4 | 10,131 | 14,324 | .0042 | .0041 |
| Mason | 15.9 | 15.0 | -5.7 | 5.8 | -6.5 | 212,762 | 12.4 | 30,538 | 36,683 | 71,744 | 26.8 | 9,122 | 12,370 | .0046 | .0041 |
| Massac | 14.8 | 15.3 | 3.4 | 6.5 | 8.3 | 242,870 | 42.2 | 28,468 | 37,365 | 89,264 | 48.5 | 10,020 | 13,733 | .0045 | .0047 |
| Menard | 11.1 | 11.1 | .0 | 4.2 | .0 | 210,253 | 31.5 | 38,075 | 50,060 | 54,095 | 34.2 | 9,599 | 12,880 | .0037 | .0034 |
| Mercer | 17.1 | 16.6 | -2.9 | 6.5 | .0 | 312,870 | 35.4 | 35,550 | 48,134 | 82,454 | 43.8 | 8,821 | 12,685 | .0053 | .0053 |
| ☐ Monroe | 23.2 | 25.6 | 10.3 | 9.5 | 11.8 | 509,574 | 44.4 | 41,521 | 53,639 | 208,316 | 46.6 | 16,717 | 21,928 | .0089 | .0095 |
| Montgomery | 30.7 | 30.4 | -1.0 | 11.6 | .9 | 530,148 | 39.5 | 33,040 | 45,702 | 258,889 | 46.6 | 15,352 | 22,318 | .0105 | .0106 |
| Morgan | 36.3 | 35.7 | -1.7 | 13.2 | -2.9 | 609,683 | 24.2 | 36,104 | 46,188 | 386,134 | 35.7 | 20,926 | 29,253 | .0141 | .0132 |
| Moultrie | 13.9 | 13.9 | .0 | 5.1 | .0 | 233,837 | 29.0 | 35,554 | 45,850 | 79,816 | 38.3 | 11,314 | 15,650 | .0045 | .0043 |
| Ogle | 46.3 | 47.7 | 3.0 | 17.7 | 2.9 | 838,502 | 29.6 | 37,625 | 47,373 | 276,813 | 42.7 | 11,275 | 15,639 | .0156 | .0152 |
| Peoria | 181.8 | 179.1 | -1.5 | 70.2 | -.3 | 3,421,751 | 25.7 | 38,658 | 48,743 | 2,103,543 | 38.4 | 21,589 | 29,965 | .0758 | .0721 |
| Perry | 21.3 | 21.2 | -.5 | 8.3 | .0 | 342,225 | 32.5 | 31,107 | 41,232 | 121,[illegible]58 | 29.4 | 11,272 | 14,585 | .0067 | .0064 |
| Piatt | 15.5 | 15.5 | .0 | 5.9 | .0 | 320,899 | 35.7 | 40,077 | 54,390 | 81,891 | 17.9 | 11,775 | 13,880 | .0055 | .0053 |
| Pike | 17.5 | 17.5 | .0 | 7.0 | .0 | 226,059 | 17.6 | 27,452 | 32,294 | 104,747 | 34.3 | 11,146 | 14,964 | .0053 | .0048 |
| Pope | 4.4 | 4.4 | .0 | 1.6 | .0 | 49,840 | 18.1 | 26,376 | 31,150 | 4,644 | 18.7 | 2,446 | 2,903 | .0008 | .0008 |
| Pulaski | 7.5 | 7.5 | .0 | 2.9 | .0 | 79,294 | 18.1 | 23,147 | 27,343 | 17,776 | 27.2 | 4,818 | 6,130 | .0018 | .0016 |
| Putnam | 5.6 | 5.2 | -7.1 | 2.2 | .0 | 97,084 | 18.3 | 37,309 | 44,129 | 28,696 | 34.6 | 9,690 | 13,044 | .0019 | .0017 |
| Randolph | 34.6 | 34.8 | .6 | 11.9 | .0 | 511,331 | 22.5 | 35,071 | 42,969 | 305,749 | 36.9 | 18,770 | 25,693 | .0120 | .0113 |
| Richland | 16.1 | 15.0 | -6.8 | 5.8 | -7.9 | 233,085 | 14.9 | 32,203 | 40,187 | 112,360 | 18.6 | 15,043 | 19,372 | .0057 | .0047 |
| Rock Island | 146.1 | 139.1 | -4.8 | 56.5 | -3.3 | 2,706,691 | 27.0 | 36,490 | 47,906 | 1,566,661 | 37.0 | 19,583 | 27,729 | .0588 | .0558 |
| ☐ St. Clair | 262.5 | 261.0 | -.6 | 95.2 | .0 | 4,443,911 | 29.6 | 36,019 | 46,680 | 1,997,824 | 22.5 | 17,125 | 20,986 | .0936 | .0871 |
| Saline | 26.3 | 25.6 | -2.7 | 10.8 | .0 | 407,208 | 34.8 | 27,972 | 37,704 | 245,823 | 35.5 | 16,793 | 22,761 | .0091 | .0089 |
| Sangamon | 180.3 | 187.3 | 3.9 | 76.6 | 4.9 | 4,134,804 | 39.5 | 40,589 | 53,979 | 1,825,203 | 23.9 | 20,183 | 23,828 | .0782 | .0763 |
| Schuyler | 7.5 | 7.5 | .0 | 3.0 | .0 | 120,180 | 37.9 | 29,058 | 40,060 | 52,326 | 45.1 | 12,018 | 17,442 | .0024 | .0024 |
| Scott | 5.6 | 5.6 | .0 | 2.2 | .0 | 72,977 | 18.1 | 28,079 | 33,171 | 17,375 | 21.6 | 6,492 | 7,898 | .0014 | .0014 |
| Shelby | 22.3 | 22.7 | 1.8 | 9.0 | 4.7 | 381,115 | 33.5 | 33,198 | 42,346 | 90,248 | 32.2 | 7,940 | 10,028 | .0068 | .0065 |
| Stark | 6.3 | 5.9 | -6.3 | 2.5 | .0 | 115,664 | 38.0 | 33,519 | 46,266 | 16,945 | 32.3 | 5,122 | 6,778 | .0018 | .0018 |

# METRO/COUNTY 1996 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991-1996 | 12/31/96 Households (Thous.) | % Change 1991-1996 | 1996 EBI ($000) | % Change 1991-1996 | Average Household EBI |  | 1996 Retail Sales ($000) | % Change 1991-1996 | Retail Sales Per Household |  | Buying Power Index |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  |  |  |  |  |  | 1991 | 1996 |  |  | 1991 | 1996 | 1991 | 1996 |
| **ILLINOIS (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **ALL COUNTIES (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Stephenson | 48.1 | 48.5 | .8 | 19.5 | 2.6 | 930,833 | 33.4 | 36,728 | 47,735 | 388,083 | 29.3 | 15,802 | 19,902 | .0181 | .0174 |
| Tazewell | 123.6 | 124.2 | .5 | 48.3 | 2.1 | 2,141,251 | 20.6 | 37,525 | 44,332 | 1,285,725 | 37.4 | 19,787 | 26,620 | .0489 | .0457 |
| Union | 17.7 | 18.1 | 2.3 | 7.3 | 5.8 | 265,200 | 32.6 | 28,985 | 36,329 | 124,850 | 46.4 | 12,358 | 17,103 | .0055 | .0054 |
| Vermilion | 87.5 | 85.1 | -2.7 | 33.2 | -1.5 | 1,372,163 | 22.8 | 33,145 | 41,330 | 784,537 | 36.0 | 17,117 | 23,631 | .0313 | .0292 |
| Wabash | 13.1 | 13.1 | .0 | 5.0 | .0 | 230,576 | 32.3 | 34,859 | 46,115 | 75,461 | 16.4 | 12,970 | 15,092 | .0045 | .0043 |
| Warren | 18.7 | 17.6 | -5.9 | 6.8 | -5.6 | 262,691 | 19.8 | 30,447 | 38,631 | 107,422 | 19.3 | 12,503 | 15,797 | .0059 | .0051 |
| Washington | 15.1 | 15.6 | 3.3 | 6.3 | 8.6 | 240,882 | 28.3 | 32,364 | 38,235 | 74,979 | 27.0 | 10,182 | 11,901 | .0047 | .0045 |
| Wayne | 17.0 | 16.5 | -2.9 | 6.9 | .0 | 237,852 | 24.2 | 27,746 | 34,471 | 94,565 | 33.1 | 10,299 | 13,705 | .0050 | .0047 |
| White | 16.2 | 15.3 | -5.6 | 6.3 | -6.0 | 271,221 | 29.9 | 31,157 | 43,051 | 124,368 | 36.6 | 13,587 | 19,741 | .0056 | .0052 |
| Whiteside | 59.8 | 59.2 | -1.0 | 22.6 | .0 | 1,024,920 | 27.6 | 35,541 | 45,350 | 525,770 | 38.8 | 16,756 | 23,264 | .0218 | .0209 |
| Will | 365.6 | 390.7 | 6.9 | 127.6 | 7.0 | 8,236,489 | 38.4 | 49,902 | 64,549 | 3,051,796 | 44.1 | 17,748 | 23,917 | .1436 | .1464 |
| Williamson | 57.8 | 58.8 | 1.7 | 23.7 | 2.2 | 1,053,271 | 41.2 | 32,162 | 44,442 | 547,357 | 34.7 | 17,518 | 23,095 | .0211 | .0213 |
| Winnebago | 254.1 | 258.1 | 1.6 | 99.8 | 2.6 | 5,013,952 | 27.3 | 40,484 | 50,240 | 2,930,059 | 41.3 | 21,317 | 29,359 | .1071 | .1037 |
| Woodford | 32.9 | 33.9 | 3.0 | 12.0 | 4.3 | 697,246 | 41.0 | 42,990 | 58,104 | 250,170 | 49.3 | 14,568 | 20,848 | .0121 | .0124 |
| **TOTAL METRO COUNTIES** | **9,536.2** | **9,804.5** | **2.8** | **3,575.5** | **3.0** | **218,706,377** | **34.2** | **46,961** | **61,168** | **98,785,944** | **35.0** | **21,091** | **27,629** | **4.1425** | **4.0616** |
| **TOTAL STATE** | **11,511.8** | **11,766.7** | **2.2** | **4,329.3** | **2.5** | **250,944,893** | **33.5** | **44,498** | **57,964** | **114,459,106** | **35.1** | **20,058** | **26,438** | **4.8229** | **4.7129** |
| **INDIANA** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **ANDERSON** | **130.6** | **130.1** | **-.4** | **49.8** | **.4** | **1,926,324** | **19.5** | **32,495** | **38,681** | **1,192,069** | **35.6** | **17,730** | **23,937** | **.0464** | **.0430** |
| Madison | 130.6 | 130.1 | -.4 | 49.8 | .4 | 1,926,324 | 19.5 | 32,495 | 38,681 | 1,192,069 | 35.6 | 17,730 | 23,937 | .0464 | .0430 |
| **BLOOMINGTON** | **110.7** | **116.5** | **5.2** | **42.8** | **6.7** | **1,729,133** | **30.0** | **33,168** | **40,400** | **1,090,503** | **43.5** | **18,948** | **25,479** | **.0390** | **.0388** |
| Monroe | 110.7 | 116.5 | 5.2 | 42.8 | 6.7 | 1,729,133 | 30.0 | 33,168 | 40,400 | 1,090,503 | 43.5 | 18,948 | 25,479 | .0390 | .0388 |
| **ELKHART - GOSHEN** | **159.4** | **167.8** | **5.3** | **61.1** | **5.7** | **3,089,667** | **38.4** | **38,623** | **50,567** | **1,696,389** | **36.0** | **21,582** | **27,764** | **.0630** | **.0633** |
| Elkhart | 159.4 | 167.8 | 5.3 | 61.1 | 5.7 | 3,089,667 | 38.4 | 38,623 | 50,567 | 1,696,389 | 36.0 | 21,582 | 27,764 | .0630 | .0633 |
| **EVANSVILLE** | **280.2** | **283.6** | **1.2** | **111.9** | **2.4** | **5,180,818** | **35.9** | **34,879** | **46,299** | **3,037,022** | **43.9** | **19,307** | **27,141** | **.1080** | **.1085** |
| Posey | 25.9 | 25.8 | -.4 | 9.5 | .0 | 498,546 | 41.0 | 37,208 | 52,479 | 104,231 | 26.2 | 8,694 | 10,972 | .0081 | .0081 |
| Vanderburgh | 165.1 | 164.8 | -.2 | 67.9 | 1.5 | 3,138,552 | 36.8 | 34,287 | 46,223 | 2,251,475 | 45.6 | 23,109 | 33,159 | .0693 | .0702 |
| Warrick | 45.9 | 48.8 | 6.3 | 17.3 | 6.8 | 778,347 | 27.1 | 37,798 | 44,991 | 213,297 | 33.7 | 9,846 | 12,329 | .0144 | .0138 |
| *Henderson, Ky.* | *43.3* | *44.2* | *2.1* | *17.2* | *3.0* | *765,373* | *38.5* | *33,094* | *44,498* | *468,019* | *45.3* | *19,294* | *27,210* | *.0162* | *.0164* |
| **FORT WAYNE** | **369.8** | **388.9** | **5.2** | **147.2** | **6.3** | **7,354,435** | **37.8** | **38,540** | **49,962** | **4,141,124** | **40.8** | **21,232** | **28,133** | **.1492** | **.1509** |
| Allen | 305.2 | 318.5 | 4.4 | 121.3 | 5.4 | 6,301,960 | 38.8 | 39,435 | 51,954 | 3,640,237 | 40.1 | 22,567 | 30,010 | .1277 | .1293 |
| De Kalb | 36.3 | 39.7 | 9.4 | 14.6 | 11.5 | 597,967 | 32.6 | 34,411 | 40,957 | 315,530 | 49.7 | 16,090 | 21,612 | .0124 | .0126 |
| Whitley | 28.3 | 30.7 | 8.5 | 11.3 | 9.7 | 454,508 | 30.6 | 33,793 | 40,222 | 185,357 | 40.0 | 12,856 | 16,403 | .0091 | .0090 |
| **GARY - HAMMOND** | **603.0** | **600.6** | **-.4** | **216.8** | **.6** | **9,778,892** | **24.3** | **36,495** | **45,106** | **5,225,034** | **33.7** | **18,126** | **24,101** | **.2174** | **.2037** |
| Lake | 472.1 | 464.2 | -1.7 | 168.7 | -.6 | 7,446,945 | 24.1 | 35,351 | 44,143 | 4,207,833 | 32.1 | 18,765 | 24,943 | .1701 | .1584 |
| Porter | 130.9 | 136.4 | 4.2 | 48.1 | 4.8 | 2,331,947 | 24.7 | 40,727 | 48,481 | 1,017,201 | 40.6 | 15,766 | 21,148 | .0473 | .0453 |
| **INDIANAPOLIS** | **1,272.8** | **1,335.3** | **4.9** | **517.0** | **5.8** | **28,945,183** | **45.3** | **40,759** | **55,987** | **16,375,703** | **48.0** | **22,640** | **31,674** | **.5497** | **.5802** |
| Boone | 39.1 | 42.5 | 8.7 | 15.8 | 10.5 | 1,103,114 | 59.0 | 48,527 | 69,817 | 324,224 | 48.4 | 15,275 | 20,521 | .0159 | .0178 |
| Hamilton | 115.3 | 132.6 | 15.0 | 47.8 | 16.0 | 3,409,071 | 49.1 | 55,506 | 71,319 | 1,071,444 | 48.0 | 17,571 | 22,415 | .0517 | .0562 |
| Hancock | 46.6 | 50.5 | 8.4 | 18.0 | 9.8 | 1,032,467 | 44.8 | 43,477 | 57,359 | 294,494 | 41.1 | 12,724 | 16,361 | .0168 | .0173 |
| Hendricks | 77.6 | 82.2 | 5.9 | 28.2 | 5.6 | 1,894,249 | 49.9 | 47,333 | 67,172 | 521,948 | 41.0 | 13,867 | 18,509 | .0291 | .0308 |
| Johnson | 90.6 | 98.1 | 8.3 | 35.5 | 9.9 | 2,307,814 | 57.7 | 45,312 | 65,009 | 1,055,767 | 47.5 | 22,167 | 29,740 | .0387 | .0426 |
| Marion | 806.9 | 831.9 | 3.1 | 336.9 | 4.2 | 17,290,915 | 42.2 | 37,618 | 51,324 | 12,440,554 | 49.3 | 25,771 | 36,927 | .3638 | .3814 |
| Morgan | 56.3 | 56.7 | .7 | 19.7 | .0 | 1,102,185 | 41.5 | 39,538 | 55,948 | 398,833 | 33.9 | 15,119 | 20,245 | .0199 | .0199 |
| Shelby | 40.4 | 40.8 | 1.0 | 15.1 | 2.0 | 805,368 | 44.6 | 37,635 | 53,336 | 268,439 | 36.1 | 13,327 | 17,777 | .0138 | .0142 |
| **KOKOMO** | **96.1** | **94.9** | **-1.2** | **37.2** | **-.3** | **1,618,161** | **20.3** | **36,075** | **43,499** | **1,108,786** | **34.9** | **22,041** | **29,806** | **.0391** | **.0363** |
| Howard | 79.9 | 78.2 | -2.1 | 31.2 | -.3 | 1,332,482 | 18.7 | 35,878 | 42,708 | 955,765 | 34.6 | 22,690 | 30,633 | .0330 | .0305 |
| Tipton | 16.2 | 16.7 | 3.1 | 6.0 | .0 | 285,679 | 28.3 | 37,099 | 47,613 | 153,021 | 36.7 | 18,657 | 25,504 | .0061 | .0058 |
| **LAFAYETTE - WEST LAFAYETTE** | **132.3** | **137.5** | **3.9** | **48.9** | **5.6** | **2,643,409** | **49.4** | **38,217** | **54,057** | **1,560,879** | **50.1** | **22,460** | **31,920** | **.0513** | **.0550** |
| Tippecanoe | 132.3 | 137.5 | 3.9 | 48.9 | 5.6 | 2,643,409 | 49.4 | 38,217 | 54,057 | 1,560,879 | 50.1 | 22,460 | 31,920 | .0513 | .0550 |
| **MUNCIE** | **119.0** | **118.8** | **-.2** | **45.4** | **.7** | **2,069,576** | **36.9** | **33,508** | **45,585** | **920,406** | **22.2** | **16,700** | **20,273** | **.0421** | **.0402** |
| Delaware | 119.0 | 118.8 | -.2 | 45.4 | .7 | 2,069,576 | 36.9 | 33,508 | 45,585 | 920,406 | 22.2 | 16,700 | 20,273 | .0421 | .0402 |
| **SOUTH BEND - MISHAWAKA** | **249.5** | **256.1** | **2.6** | **97.1** | **4.1** | **4,728,249** | **38.8** | **36,503** | **48,695** | **2,821,535** | **41.9** | **21,310** | **29,058** | **.0982** | **.0994** |
| St. Joseph | 249.5 | 256.1 | 2.6 | 97.1 | 4.1 | 4,728,249 | 38.8 | 36,503 | 48,695 | 2,821,535 | 41.9 | 21,310 | 29,058 | .0982 | .0994 |
| **TERRE HAUTE** | **130.0** | **127.4** | **-2.0** | **47.8** | **-2.0** | **2,127,227** | **33.6** | **32,625** | **44,503** | **2,246,045** | **41.4** | **32,541** | **46,988** | **.0579** | **.0574** |
| Clay | 24.8 | 25.2 | 1.6 | 9.4 | .0 | 349,622 | 29.3 | 28,769 | 37,194 | 174,345 | 40.5 | 13,199 | 18,547 | .0077 | .0073 |
| Vigo | 105.2 | 102.2 | -2.9 | 38.4 | -2.5 | 1,777,605 | 34.5 | 33,545 | 46,292 | 2,071,700 | 41.5 | 37,156 | 53,951 | .0502 | .0501 |
| **ALL COUNTIES** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Adams | 32.0 | 35.4 | 10.6 | 11.7 | 9.3 | 463,378 | 30.1 | 33,274 | 39,605 | 325,677 | 47.6 | 20,618 | 27,836 | .0108 | .0111 |

# METRO/COUNTY 1996 PROJECTIONS

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991-1996 | 12/31/96 Households (Thous.) | % Change 1991-1996 | 1996 EBI ($000) | % Change 1991-1996 | Average Household EBI | | 1996 Retail Sales ($000) | % Change 1991-1996 | Retail Sales Per Household | | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 1991 | 1996 | | | 1991 | 1996 | 1991 | 1996 |
| **INDIANA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Allen | 305.2 | 318.5 | 4.4 | 121.3 | 5.4 | 6,301,960 | 38.8 | 39,435 | 51,954 | 3,640,237 | 40.1 | 22,567 | 30,010 | .1277 | .1293 |
| Bartholomew | 64.3 | 66.6 | 3.6 | 25.4 | 4.1 | 1,081,146 | 23.9 | 35,759 | 42,565 | 700,281 | 40.5 | 20,421 | 27,570 | .0250 | .0241 |
| Benton | 9.4 | 9.4 | .0 | 3.5 | .0 | 166,560 | 40.2 | 33,941 | 47,589 | 56,034 | 36.3 | 11,749 | 16,010 | .0031 | .0030 |
| Blackford | 14.0 | 14.0 | .0 | 5.4 | .0 | 180,793 | 19.0 | 28,135 | 33,480 | 75,322 | 28.3 | 10,870 | 13,949 | .0040 | .0037 |
| Boone | 39.1 | 42.5 | 8.7 | 15.8 | 10.5 | 1,103,114 | 59.0 | 48,527 | 69,817 | 324,224 | 48.4 | 15,275 | 20,521 | .0159 | .0178 |
| Brown | 14.4 | 15.4 | 6.9 | 6.0 | 9.1 | 331,780 | 57.4 | 38,327 | 55,297 | 58,485 | 46.7 | 7,246 | 9,748 | .0047 | .0052 |
| Carroll | 19.0 | 19.9 | 4.7 | 7.7 | 6.9 | 383,243 | 51.9 | 35,043 | 49,772 | 94,396 | 51.5 | 8,653 | 12,259 | .0059 | .0064 |
| Cass | 38.4 | 38.9 | 1.3 | 15.2 | 3.4 | 606,733 | 30.2 | 31,691 | 39,917 | 332,609 | 43.4 | 15,773 | 21,882 | .0131 | .0128 |
| ☐ Clark | 88.0 | 88.8 | .9 | 33.9 | 1.5 | 1,399,622 | 29.0 | 32,493 | 41,287 | 1,223,367 | 41.4 | 25,902 | 36,088 | .0357 | .0351 |
| Clay | 24.8 | 25.2 | 1.6 | 9.4 | .0 | 349,622 | 29.3 | 28,769 | 37,194 | 174,345 | 40.5 | 13,199 | 18,547 | .0077 | .0073 |
| Clinton | 31.4 | 33.3 | 6.1 | 12.7 | 8.5 | 540,522 | 40.1 | 32,970 | 42,561 | 239,905 | 51.2 | 13,561 | 18,890 | .0102 | .0107 |
| Crawford | 10.0 | 10.5 | 5.0 | 3.7 | .0 | 147,687 | 44.2 | 27,681 | 39,915 | 38,147 | 21.6 | 8,478 | 10,310 | .0028 | .0027 |
| Daviess | 27.6 | 28.0 | 1.4 | 10.0 | .0 | 369,836 | 28.0 | 28,884 | 36,984 | 197,570 | 39.8 | 14,127 | 19,757 | .0083 | .0080 |
| ☐ Dearborn | 40.0 | 43.9 | 9.8 | 15.6 | 10.6 | 798,974 | 52.2 | 37,238 | 51,216 | 324,512 | 52.1 | 15,130 | 20,802 | .0137 | .0151 |
| Decatur | 23.9 | 24.8 | 3.8 | 8.9 | 4.7 | 442,236 | 47.1 | 35,367 | 49,689 | 172,451 | 39.9 | 14,502 | 19,377 | .0079 | .0083 |
| De Kalb | 36.3 | 39.7 | 9.4 | 14.6 | 11.5 | 597,967 | 32.6 | 34,411 | 40,957 | 315,530 | 49.7 | 16,090 | 21,612 | .0124 | .0126 |
| Delaware | 119.0 | 118.8 | -.2 | 45.4 | .7 | 2,069,576 | 36.9 | 33,508 | 45,585 | 920,406 | 22.2 | 16,700 | 20,273 | .0421 | .0402 |
| Dubois | 37.4 | 39.8 | 6.4 | 14.3 | 7.5 | 626,535 | 30.4 | 36,113 | 43,814 | 489,809 | 42.9 | 25,763 | 34,252 | .0150 | .0150 |
| Elkhart | 159.4 | 167.8 | 5.3 | 61.1 | 5.7 | 3,089,667 | 38.4 | 38,623 | 50,567 | 1,696,389 | 36.0 | 21,582 | 27,764 | .0630 | .0633 |
| Fayette | 25.7 | 25.1 | -2.3 | 9.9 | .0 | 344,362 | 19.0 | 29,229 | 34,784 | 183,014 | 35.0 | 13,694 | 18,486 | .0082 | .0074 |
| ☐ Floyd | 65.4 | 68.2 | 4.3 | 25.9 | 5.7 | 1,361,359 | 49.4 | 37,194 | 52,562 | 430,442 | 39.7 | 12,580 | 16,619 | .0224 | .0236 |
| Fountain | 17.7 | 17.7 | .0 | 6.8 | .0 | 238,754 | 19.0 | 29,497 | 35,111 | 99,950 | 23.4 | 11,910 | 14,699 | .0054 | .0048 |
| Franklin | 19.7 | 20.2 | 2.5 | 6.6 | .0 | 317,651 | 37.6 | 34,979 | 48,129 | 79,070 | 35.9 | 8,814 | 11,980 | .0057 | .0057 |
| Fulton | 18.9 | 19.4 | 2.6 | 7.3 | .0 | 300,324 | 35.8 | 30,288 | 41,140 | 138,021 | 44.0 | 13,127 | 18,907 | .0061 | .0059 |
| Gibson | 31.9 | 32.3 | 1.3 | 12.9 | 4.0 | 565,789 | 43.2 | 31,861 | 43,860 | 223,242 | 49.5 | 12,044 | 17,306 | .0102 | .0106 |
| Grant | 73.8 | 73.2 | -.8 | 27.5 | .0 | 1,108,786 | 22.2 | 33,007 | 40,319 | 694,858 | 36.7 | 18,486 | 25,268 | .0263 | .0247 |
| Greene | 30.6 | 31.5 | 2.9 | 12.5 | 4.2 | 528,042 | 47.3 | 29,868 | 42,243 | 209,714 | 49.9 | 11,656 | 16,777 | .0095 | .0102 |
| Hamilton | 115.3 | 132.6 | 15.0 | 47.8 | 16.0 | 3,409,071 | 49.1 | 55,508 | 71,319 | 1,071,444 | 48.0 | 17,571 | 22,415 | .0517 | .0562 |
| Hancock | 46.6 | 50.5 | 8.4 | 18.0 | 9.8 | 1,032,467 | 44.8 | 43,477 | 57,359 | 294,494 | 41.1 | 12,724 | 16,361 | .0168 | .0173 |
| ☐ Harrison | 30.7 | 33.1 | 7.8 | 11.9 | 9.2 | 528,146 | 47.0 | 32,959 | 44,382 | 207,383 | 51.8 | 12,537 | 17,427 | .0094 | .0102 |
| Hendricks | 77.6 | 82.2 | 5.9 | 28.2 | 5.6 | 1,894,249 | 49.9 | 47,333 | 67,172 | 521,948 | 41.0 | 13,867 | 18,509 | .0291 | .0308 |
| Henry | 47.8 | 47.2 | -1.3 | 18.1 | -2.2 | 644,171 | 16.5 | 29,898 | 35,590 | 361,295 | 32.1 | 14,785 | 19,961 | .0158 | .0143 |
| Howard | 79.9 | 78.2 | -2.1 | 31.2 | -.3 | 1,332,482 | 18.7 | 35,878 | 42,708 | 955,765 | 34.6 | 22,690 | 30,633 | .0330 | .0305 |
| Huntington | 36.0 | 37.9 | 5.3 | 14.1 | 7.6 | 629,113 | 36.9 | 35,080 | 44,618 | 283,823 | 50.0 | 14,441 | 20,129 | .0121 | .0123 |
| Jackson | 38.0 | 38.9 | 2.4 | 14.7 | 3.5 | 669,129 | 43.5 | 32,830 | 45,519 | 363,430 | 46.1 | 17,518 | 24,723 | .0133 | .0138 |
| Jasper | 24.9 | 24.9 | .0 | 8.5 | .0 | 413,977 | 39.5 | 34,909 | 48,703 | 189,226 | 45.8 | 15,273 | 22,262 | .0082 | .0082 |
| Jay | 21.4 | 21.3 | -.5 | 8.1 | .0 | 344,568 | 42.2 | 29,910 | 42,539 | 105,218 | 33.6 | 9,722 | 12,990 | .0062 | .0063 |
| Jefferson | 30.2 | 31.2 | 3.3 | 11.5 | 4.5 | 490,914 | 36.3 | 32,746 | 42,688 | 251,190 | 47.5 | 15,481 | 21,843 | .0101 | .0101 |
| Jennings | 23.8 | 23.8 | .0 | 8.4 | .0 | 347,869 | 34.4 | 30,814 | 41,413 | 109,659 | 32.6 | 9,842 | 13,055 | .0065 | .0065 |
| Johnson | 90.6 | 98.1 | 8.3 | 35.5 | 9.9 | 2,307,814 | 57.7 | 45,312 | 65,009 | 1,055,767 | 47.5 | 22,167 | 29,740 | .0387 | .0426 |
| Knox | 39.7 | 38.8 | -2.3 | 15.1 | .0 | 644,686 | 38.8 | 30,765 | 42,694 | 359,206 | 35.1 | 17,614 | 23,788 | .0137 | .0136 |
| Kosciusko | 66.4 | 69.4 | 4.5 | 24.8 | 4.2 | 1,376,520 | 47.3 | 39,259 | 55,505 | 617,969 | 47.4 | 17,616 | 24,918 | .0246 | .0260 |
| La Grange | 30.4 | 33.3 | 9.5 | 10.5 | 10.5 | 396,547 | 31.5 | 31,732 | 37,766 | 164,367 | 46.2 | 11,836 | 15,654 | .0084 | .0084 |
| Lake | 472.1 | 464.2 | -1.7 | 168.7 | -.6 | 7,446,945 | 24.1 | 35,351 | 44,143 | 4,207,833 | 32.1 | 18,765 | 24,943 | .1701 | .1584 |
| La Porte | 107.5 | 108.2 | .7 | 39.4 | 2.1 | 1,922,714 | 34.3 | 37,077 | 48,800 | 901,919 | 34.4 | 17,391 | 22,891 | .0387 | .0377 |
| Lawrence | 43.2 | 44.6 | 3.2 | 17.0 | 3.7 | 677,276 | 32.4 | 31,187 | 39,840 | 329,687 | 39.3 | 14,432 | 19,393 | .0143 | .0140 |
| Madison | 130.6 | 130.1 | -.4 | 49.8 | .4 | 1,926,324 | 19.5 | 32,495 | 38,681 | 1,192,069 | 35.6 | 17,730 | 23,937 | .0464 | .0430 |
| Marion | 806.9 | 831.9 | 3.1 | 336.9 | 4.2 | 17,290,915 | 42.2 | 37,618 | 51,324 | 12,440,554 | 49.3 | 25,771 | 36,927 | .3638 | .3814 |
| Marshall | 43.0 | 45.4 | 5.6 | 16.6 | 7.1 | 769,684 | 40.1 | 35,434 | 46,367 | 393,770 | 47.0 | 17,287 | 23,721 | .0152 | .0157 |
| Martin | 10.5 | 11.0 | 4.8 | 3.8 | .0 | 160,166 | 41.2 | 29,842 | 42,149 | 71,757 | 46.9 | 12,851 | 18,883 | .0031 | .0032 |
| Miami | 36.7 | 36.6 | -.3 | 13.4 | .0 | 532,787 | 29.1 | 30,797 | 39,760 | 194,362 | 25.7 | 11,537 | 14,505 | .0111 | .0102 |
| Monroe | 110.7 | 116.5 | 5.2 | 42.8 | 6.7 | 1,729,133 | 30.0 | 33,168 | 40,400 | 1,090,503 | 43.5 | 18,948 | 25,479 | .0390 | .0388 |
| Montgomery | 34.4 | 34.5 | .3 | 13.2 | .0 | 626,432 | 38.9 | 34,163 | 47,457 | 323,209 | 40.1 | 17,475 | 24,486 | .0125 | .0126 |
| Morgan | 56.3 | 56.7 | .7 | 19.7 | .0 | 1,102,185 | 41.5 | 39,538 | 55,948 | 398,833 | 33.9 | 15,119 | 20,245 | .0199 | .0199 |
| Newton | 13.5 | 13.5 | .0 | 4.8 | .0 | 210,289 | 28.4 | 34,111 | 43,810 | 56,531 | 31.2 | 8,980 | 11,777 | .0039 | .0037 |
| Noble | 38.6 | 41.0 | 6.2 | 14.7 | 7.3 | 682,020 | 43.6 | 34,666 | 46,396 | 286,169 | 44.6 | 14,446 | 19,467 | .0127 | .0132 |
| Ohio | 5.5 | 6.0 | 9.1 | 2.0 | .0 | 88,798 | 41.4 | 31,393 | 44,399 | 17,609 | 47.0 | 5,988 | 8,805 | .0014 | .0015 |
| Orange | 18.5 | 19.0 | 2.7 | 6.9 | .0 | 259,896 | 41.3 | 26,661 | 37,666 | 95,207 | 40.1 | 9,848 | 13,798 | .0052 | .0052 |
| Owen | 18.0 | 20.5 | 13.9 | 7.7 | 14.9 | 356,016 | 65.8 | 32,046 | 46,236 | 87,505 | 54.6 | 8,448 | 11,364 | .0051 | .0060 |
| Parke | 15.3 | 15.2 | -.7 | 5.8 | .0 | 272,272 | 44.2 | 32,554 | 46,943 | 93,648 | 37.0 | 11,784 | 16,146 | .0049 | .0050 |
| Perry | 19.0 | 18.3 | -3.7 | 6.6 | -2.9 | 301,149 | 37.9 | 32,121 | 45,629 | 111,478 | 29.6 | 12,649 | 16,891 | .0058 | .0056 |
| Pike | 12.4 | 12.4 | .0 | 4.9 | .0 | 225,553 | 44.2 | 31,912 | 46,031 | 33,792 | 21.6 | 5,670 | 6,896 | .0036 | .0035 |
| Porter | 130.9 | 136.4 | 4.2 | 48.1 | 4.8 | 2,331,947 | 24.7 | 40,727 | 48,481 | 1,017,201 | 40.6 | 15,766 | 21,148 | .0473 | .0453 |
| Posey | 25.9 | 25.8 | -.4 | 9.5 | .0 | 498,546 | 41.0 | 37,208 | 52,479 | 104,231 | 26.2 | 8,694 | 10,972 | .0081 | .0081 |
| Pulaski | 12.6 | 12.1 | -4.0 | 4.7 | .0 | 178,317 | 25.4 | 30,266 | 37,940 | 78,581 | 38.4 | 12,080 | 16,719 | .0038 | .0035 |
| Putnam | 30.4 | 30.7 | 1.0 | 10.0 | .0 | 481,323 | 35.5 | 35,534 | 48,132 | 192,918 | 43.8 | 13,413 | 19,292 | .0094 | .0094 |

# METRO/COUNTY 1996 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991-1996 | 12/31/96 Households (Thous.) | % Change 1991-1996 | 1996 EBI ($000) | % Change 1991-1996 | Average Household EBI 1991 | Average Household EBI 1996 | 1996 Retail Sales ($000) | % Change 1991-1996 | Retail Sales Per Household 1991 | Retail Sales Per Household 1996 | Buying Power Index 1991 | Buying Power Index 1996 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **INDIANA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Randolph | 26.7 | 25.6 | –4.1 | 9.9 | –3.9 | 367,670 | 20.0 | 29,759 | 37,138 | 135,173 | 29.0 | 10,175 | 13,654 | .0079 | .0071 |
| Ripley | 25.0 | 26.4 | 5.6 | 9.4 | 5.6 | 383,862 | 31.8 | 32,726 | 40,836 | 206,672 | 45.9 | 15,921 | 21,986 | .0083 | .0082 |
| Rush | 18.0 | 17.9 | –.6 | 6.5 | .0 | 296,611 | 41.1 | 32,346 | 45,632 | 84,546 | 23.4 | 10,539 | 13,007 | .0053 | .0053 |
| St. Joseph | 249.5 | 256.1 | 2.6 | 97.1 | 4.1 | 4,728,249 | 38.8 | 36,503 | 48,695 | 2,821,535 | 41.9 | 21,310 | 29,058 | .0982 | .0994 |
| Scott | 21.3 | 22.2 | 4.2 | 8.2 | 6.5 | 295,271 | 37.1 | 27,971 | 36,009 | 158,033 | 49.3 | 13,744 | 19,272 | .0063 | .0065 |
| Shelby | 40.4 | 40.8 | 1.0 | 15.1 | 2.0 | 805,368 | 44.6 | 37,635 | 53,336 | 268,439 | 36.1 | 13,327 | 17,777 | .0138 | .0142 |
| Spencer | 19.7 | 20.7 | 5.1 | 7.6 | 7.0 | 281,760 | 27.4 | 31,145 | 37,074 | 104,502 | 44.5 | 10,185 | 13,750 | .0057 | .0055 |
| Starke | 23.2 | 24.6 | 6.0 | 8.8 | 6.0 | 373,033 | 49.7 | 30,017 | 42,390 | 118,974 | 27.5 | 11,239 | 13,520 | .0068 | .0069 |
| Steuben | 28.4 | 32.2 | 13.4 | 12.0 | 13.2 | 472,557 | 34.7 | 33,088 | 39,380 | 283,485 | 47.4 | 18,145 | 23,624 | .0100 | .0105 |
| Sullivan | 18.9 | 18.9 | .0 | 7.3 | .0 | 308,162 | 41.6 | 29,803 | 42,214 | 150,455 | 38.4 | 14,894 | 20,610 | .0063 | .0062 |
| Switzerland | 7.8 | 7.8 | .0 | 2.9 | .0 | 102,308 | 24.2 | 28,412 | 35,279 | 16,231 | 25.7 | 4,454 | 5,597 | .0019 | .0018 |
| Tippecanoe | 132.3 | 137.5 | 3.9 | 48.9 | 5.6 | 2,643,409 | 49.4 | 38,217 | 54,057 | 1,560,879 | 50.1 | 22,460 | 31,920 | .0513 | .0550 |
| Tipton | 16.2 | 16.7 | 3.1 | 6.0 | .0 | 285,679 | 28.3 | 37,099 | 47,613 | 153,021 | 36.7 | 18,657 | 25,504 | .0061 | .0058 |
| Union | 7.0 | 7.0 | .0 | 2.6 | .0 | 97,048 | 25.6 | 29,707 | 37,326 | 33,564 | 36.9 | 9,430 | 12,909 | .0020 | .0020 |
| Vanderburgh | 165.1 | 164.8 | –.2 | 67.9 | 1.5 | 3,138,552 | 36.8 | 34,287 | 46,223 | 2,251,475 | 45.6 | 23,109 | 33,159 | .0693 | .0702 |
| Vermillion | 16.7 | 16.7 | .0 | 6.6 | .0 | 306,925 | 44.3 | 32,238 | 46,504 | 140,147 | 48.6 | 14,293 | 21,234 | .0056 | .0059 |
| Vigo | 105.2 | 102.2 | –2.9 | 38.4 | –2.5 | 1,777,605 | 34.5 | 33,545 | 46,292 | 2,071,700 | 41.5 | 37,156 | 53,951 | .0502 | .0501 |
| Wabash | 35.4 | 36.5 | 3.1 | 13.2 | 3.9 | 501,434 | 23.7 | 31,917 | 37,987 | 278,890 | 40.3 | 15,650 | 21,128 | .0115 | .0108 |
| Warren | 8.2 | 8.2 | .0 | 3.0 | .0 | 114,684 | 26.0 | 30,334 | 38,228 | 11,671 | 38.8 | 2,803 | 3,890 | .0020 | .0020 |
| Warrick | 45.9 | 48.8 | 6.3 | 17.3 | 6.8 | 778,347 | 27.1 | 37,798 | 44,991 | 213,297 | 33.7 | 9,846 | 12,329 | .0144 | .0138 |
| Washington | 24.2 | 25.6 | 5.8 | 9.3 | 5.7 | 312,494 | 26.4 | 28,097 | 33,602 | 143,350 | 38.3 | 11,776 | 15,414 | .0070 | .0067 |
| Wayne | 71.9 | 71.7 | –.3 | 27.6 | .4 | 1,086,922 | 28.4 | 30,784 | 39,381 | 730,670 | 33.8 | 19,854 | 26,474 | .0260 | .0248 |
| Wells | 26.5 | 28.4 | 7.2 | 10.7 | 10.3 | 475,444 | 38.1 | 35,499 | 44,434 | 175,256 | 41.0 | 12,812 | 16,379 | .0087 | .0090 |
| White | 23.5 | 24.4 | 3.8 | 9.4 | 4.4 | 392,010 | 34.5 | 32,381 | 41,703 | 180,415 | 38.7 | 14,450 | 19,193 | .0080 | .0077 |
| Whitley | 28.3 | 30.7 | 8.5 | 11.3 | 9.7 | 454,508 | 30.6 | 33,793 | 40,222 | 185,357 | 40.0 | 12,856 | 16,403 | .0091 | .0090 |
| **TOTAL METRO COUNTIES** | **3,834.2** | **3,947.3** | **2.9** | **1,493.1** | **3.9** | **74,513,802** | **37.8** | **37,633** | **49,905** | **43,133,180** | **42.3** | **21,093** | **28,888** | **1.5263** | **1.5443** |
| **TOTAL STATE** | **5,594.4** | **5,753.2** | **2.8** | **2,161.4** | **3.7** | **103,128,340** | **37.0** | **36,113** | **47,714** | **56,567,294** | **41.8** | **19,132** | **26,172** | **2.1074** | **2.1210** |
| **IOWA** | | | | | | | | | | | | | | | |
| **CEDAR RAPIDS** | **170.5** | **175.7** | **3.0** | **68.8** | **3.9** | **3,724,923** | **36.5** | **41,225** | **54,141** | **2,203,940** | **47.2** | **22,620** | **32,034** | **.0745** | **.0761** |
| Linn | 170.5 | 175.7 | 3.0 | 68.8 | 3.9 | 3,724,923 | 36.5 | 41,225 | 54,141 | 2,203,940 | 47.2 | 22,620 | 32,034 | .0745 | .0761 |
| **DAVENPORT - ROCK ISLAND - MOLINE** | **346.5** | **335.3** | **–3.2** | **132.3** | **–1.9** | **5,927,086** | **21.4** | **36,230** | **44,800** | **3,796,521** | **35.0** | **20,863** | **28,696** | **.1389** | **.1290** |
| Scott | 150.2 | 148.4 | –1.2 | 57.2 | .0 | 2,474,976 | 17.9 | 36,691 | 43,269 | 1,837,940 | 34.4 | 23,905 | 32,132 | .0625 | .0575 |
| *Henry, Ill.* | *50.2* | *47.8* | *–4.8* | *18.6* | *–3.1* | *745,419* | *14.0* | *34,062* | *40,076* | *391,920* | *30.1* | *15,693* | *21,071* | *.0176* | *.0157* |
| *Rock Island, Ill.* | *146.1* | *139.1* | *–4.8* | *56.5* | *–3.3* | *2,706,691* | *27.0* | *36,490* | *47,906* | *1,566,661* | *37.0* | *19,583* | *27,729* | *.0588* | *.0558* |
| **DES MOINES** | **401.3** | **425.4** | **6.0** | **167.3** | **7.0** | **9,241,110** | **42.9** | **41,348** | **55,237** | **5,512,430** | **52.6** | **23,093** | **32,949** | **.1778** | **.1887** |
| Dallas | 30.3 | 32.2 | 6.3 | 12.5 | 8.7 | 519,496 | 28.2 | 35,244 | 41,560 | 206,438 | 44.1 | 12,461 | 16,515 | .0101 | .0100 |
| Polk | 334.2 | 353.6 | 5.8 | 140.9 | 6.7 | 8,057,033 | 44.8 | 42,147 | 57,183 | 5,031,316 | 53.7 | 24,806 | 35,708 | .1549 | .1659 |
| Warren | 36.8 | 39.6 | 7.6 | 13.9 | 7.8 | 664,581 | 33.4 | 38,614 | 47,812 | 274,676 | 41.5 | 15,046 | 19,761 | .0128 | .0128 |
| **DUBUQUE** | **86.0** | **84.7** | **–1.5** | **30.6** | **–.3** | **1,431,722** | **26.1** | **36,971** | **46,788** | **1,006,002** | **38.6** | **23,643** | **32,876** | **.0339** | **.0324** |
| Dubuque | 86.0 | 84.7 | –1.5 | 30.6 | –.3 | 1,431,722 | 26.1 | 36,971 | 46,788 | 1,006,002 | 38.6 | 23,643 | 32,876 | .0339 | .0324 |
| **IOWA CITY** | **98.1** | **103.8** | **5.8** | **39.2** | **6.5** | **2,275,338** | **49.1** | **41,461** | **58,044** | **1,095,360** | **50.9** | **19,719** | **27,943** | **.0401** | **.0432** |
| Johnson | 98.1 | 103.8 | 5.8 | 39.2 | 6.5 | 2,275,338 | 49.1 | 41,461 | 58,044 | 1,095,360 | 50.9 | 19,719 | 27,943 | .0401 | .0432 |
| **SIOUX CITY** | **115.7** | **118.7** | **2.6** | **44.7** | **3.5** | **2,155,326** | **40.1** | **35,600** | **48,218** | **1,329,348** | **46.0** | **21,070** | **29,739** | **.0446** | **.0459** |
| Woodbury | 98.9 | 101.5 | 2.6 | 38.7 | 4.0 | 1,860,127 | 40.3 | 35,647 | 48,065 | 1,244,231 | 47.6 | 22,660 | 32,151 | .0394 | .0407 |
| *Dakota, Neb.* | *16.8* | *17.2* | *2.4* | *6.0* | *.0* | *295,199* | *39.4* | *35,303* | *49,200* | *85,117* | *26.6* | *11,208* | *14,186* | *.0052* | *.0052* |
| **WATERLOO - CEDAR FALLS** | **145.2** | **140.6** | **–3.2** | **53.6** | **–1.8** | **2,354,858** | **24.1** | **34,766** | **43,934** | **1,487,059** | **35.9** | **20,039** | **27,744** | **.0550** | **.0514** |
| Black Hawk | 122.6 | 118.4 | –3.4 | 45.3 | –2.2 | 1,950,355 | 21.6 | 34,653 | 43,054 | 1,318,917 | 34.8 | 21,127 | 29,115 | .0473 | .0438 |
| Bremer | 22.6 | 22.2 | –1.8 | 8.3 | .0 | 404,503 | 37.7 | 35,395 | 48,735 | 168,142 | 45.0 | 13,968 | 20,258 | .0077 | .0076 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Adair | 8.3 | 8.3 | .0 | 3.4 | .0 | 144,121 | 40.9 | 30,093 | 42,389 | 46,350 | 33.8 | 10,185 | 13,632 | .0025 | .0025 |
| Adams | 4.8 | 4.8 | .0 | 2.0 | .0 | 72,264 | 31.6 | 27,448 | 36,132 | 23,063 | 33.6 | 8,632 | 11,532 | .0014 | .0015 |
| Allamakee | 13.8 | 13.8 | .0 | 5.2 | .0 | 186,952 | 23.5 | 29,105 | 35,952 | 101,913 | 27.5 | 15,375 | 19,599 | .0044 | .0041 |
| Appanoose | 13.7 | 13.7 | .0 | 5.6 | .0 | 202,176 | 34.3 | 26,881 | 36,103 | 117,790 | 43.2 | 14,687 | 21,034 | .0045 | .0043 |
| Audubon | 7.1 | 6.7 | –5.6 | 2.9 | .0 | 133,211 | 41.6 | 32,430 | 45,935 | 50,632 | 33.4 | 13,092 | 17,459 | .0025 | .0025 |
| Benton | 22.6 | 23.5 | 4.0 | 9.1 | 5.8 | 406,787 | 42.1 | 33,283 | 44,702 | 129,170 | 42.0 | 10,578 | 14,195 | .0070 | .0073 |
| Black Hawk | 122.6 | 118.4 | –3.4 | 45.3 | –2.2 | 1,950,355 | 21.6 | 34,653 | 43,054 | 1,318,917 | 34.8 | 21,127 | 29,115 | .0473 | .0438 |
| Boone | 25.1 | 25.0 | –.4 | 9.8 | .0 | 412,369 | 26.1 | 33,382 | 42,078 | 184,788 | 38.8 | 13,587 | 18,856 | .0086 | .0082 |
| Bremer | 22.6 | 22.2 | –1.8 | 8.3 | .0 | 404,503 | 37.7 | 35,395 | 48,735 | 168,142 | 45.0 | 13,968 | 20,258 | .0077 | .0076 |
| Buchanan | 20.8 | 20.8 | .0 | 7.5 | .0 | 361,724 | 40.4 | 34,355 | 48,230 | 139,450 | 35.5 | 13,726 | 18,593 | .0067 | .0068 |

# METRO/COUNTY 1996 PROJECTIONS

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991-1996 | 12/31/96 Households (Thous.) | % Change 1991-1996 | 1996 EBI ($000) | % Change 1991-1996 | Average Household EBI 1991 | Average Household EBI 1996 | 1996 Retail Sales ($000) | % Change 1991-1996 | Retail Sales Per Household 1991 | Retail Sales Per Household 1996 | Buying Power Index 1991 | Buying Power Index 1996 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **IOWA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Buena Vista | 19.9 | 20.0 | .5 | 7.6 | 1.3 | 280,072 | 19.5 | 31,253 | 36,852 | 183,932 | 36.2 | 18,006 | 24,202 | .0070 | .0064 |
| Butler | 15.5 | 15.0 | −3.2 | 6.0 | .0 | 265,406 | 39.1 | 31,810 | 44,234 | 64,589 | 39.3 | 7,726 | 10,765 | .0045 | .0045 |
| Calhoun | 11.4 | 11.4 | .0 | 4.6 | .0 | 163,253 | 19.2 | 29,773 | 35,490 | 62,046 | 33.6 | 10,098 | 13,488 | .0035 | .0032 |
| Carroll | 21.4 | 21.8 | 1.9 | 8.4 | 5.0 | 377,151 | 40.8 | 33,476 | 44,899 | 216,721 | 36.8 | 19,803 | 25,800 | .0079 | .0079 |
| Cass | 14.9 | 14.4 | −3.4 | 6.1 | .0 | 216,029 | 21.4 | 29,168 | 35,415 | 154,769 | 35.2 | 18,764 | 25,372 | .0055 | .0050 |
| Cedar | 17.3 | 17.3 | .0 | 6.7 | .0 | 296,768 | 28.9 | 34,367 | 44,294 | 130,972 | 40.1 | 13,953 | 19,548 | .0059 | .0058 |
| Cerro Gordo | 46.7 | 47.1 | .9 | 19.6 | 2.6 | 849,351 | 34.3 | 33,123 | 43,334 | 669,382 | 43.2 | 24,466 | 34,152 | .0199 | .0200 |
| Cherokee | 13.8 | 13.3 | −3.6 | 5.4 | .0 | 221,256 | 32.3 | 30,979 | 40,973 | 132,864 | 42.1 | 17,313 | 24,604 | .0048 | .0046 |
| Chickasaw | 13.0 | 12.4 | −4.6 | 4.9 | −2.0 | 199,486 | 26.4 | 31,576 | 40,711 | 77,735 | 37.5 | 11,305 | 15,864 | .0042 | .0038 |
| Clarke | 8.4 | 8.9 | 6.0 | 3.3 | .0 | 112,709 | 17.9 | 28,972 | 34,154 | 76,076 | 31.6 | 17,512 | 23,053 | .0028 | .0027 |
| Clay | 17.3 | 16.7 | −3.5 | 6.9 | −1.4 | 330,362 | 37.7 | 34,265 | 47,879 | 179,948 | 33.4 | 19,263 | 26,079 | .0069 | .0066 |
| Clayton | 18.9 | 18.9 | .0 | 7.2 | .0 | 309,099 | 41.6 | 30,309 | 42,930 | 123,775 | 47.2 | 11,682 | 17,191 | .0057 | .0059 |
| Clinton | 50.7 | 50.5 | −.4 | 20.0 | 1.5 | 821,135 | 26.9 | 32,853 | 41,057 | 478,260 | 35.0 | 17,985 | 23,913 | .0186 | .0176 |
| Crawford | 16.7 | 16.7 | .0 | 6.4 | .0 | 238,764 | 27.9 | 29,158 | 37,307 | 121,013 | 39.8 | 13,525 | 18,908 | .0053 | .0050 |
| Dallas | 30.3 | 32.2 | 6.3 | 12.5 | 8.7 | 519,496 | 28.2 | 35,244 | 41,560 | 206,438 | 44.1 | 12,461 | 16,515 | .0101 | .0100 |
| Davis | 8.2 | 8.2 | .0 | 3.1 | .0 | 135,443 | 40.7 | 31,051 | 43,691 | 41,414 | 38.9 | 9,615 | 13,359 | .0024 | .0024 |
| Decatur | 8.1 | 7.7 | −4.9 | 3.1 | .0 | 103,067 | 28.8 | 25,812 | 33,247 | 35,054 | 40.3 | 8,062 | 11,308 | .0022 | .0020 |
| Delaware | 18.1 | 18.5 | 2.2 | 6.9 | 6.2 | 290,830 | 30.9 | 34,189 | 42,149 | 101,064 | 39.3 | 11,159 | 14,647 | .0056 | .0056 |
| Des Moines | 42.6 | 43.0 | .9 | 17.3 | 2.4 | 761,102 | 33.1 | 33,839 | 43,994 | 507,179 | 44.2 | 20,806 | 29,317 | .0167 | .0167 |
| Dickinson | 15.0 | 15.5 | 3.3 | 6.8 | 7.9 | 351,067 | 51.2 | 36,862 | 51,628 | 189,592 | 45.8 | 20,640 | 27,881 | .0065 | .0069 |
| Dubuque | 86.0 | 84.7 | −1.5 | 30.6 | −.3 | 1,431,722 | 26.1 | 36,971 | 46,788 | 1,006,002 | 38.6 | 23,643 | 32,876 | .0339 | .0324 |
| Emmet | 11.4 | 10.9 | −4.4 | 4.4 | .0 | 189,692 | 39.9 | 30,824 | 43,112 | 87,572 | 32.6 | 15,006 | 19,903 | .0039 | .0038 |
| Fayette | 21.5 | 20.5 | −4.7 | 7.8 | −6.0 | 284,741 | 19.1 | 28,793 | 36,505 | 165,321 | 30.8 | 15,229 | 21,195 | .0070 | .0063 |
| Floyd | 16.8 | 16.3 | −3.0 | 6.7 | .0 | 272,968 | 29.8 | 31,398 | 40,741 | 121,011 | 37.7 | 13,118 | 18,061 | .0056 | .0053 |
| Franklin | 11.1 | 10.6 | −4.5 | 4.5 | .0 | 166,805 | 20.6 | 30,742 | 37,068 | 50,058 | 35.8 | 8,189 | 11,124 | .0033 | .0030 |
| Fremont | 8.2 | 8.2 | .0 | 3.2 | .0 | 107,939 | 17.9 | 28,610 | 33,731 | 34,929 | 34.4 | 8,121 | 10,915 | .0023 | .0021 |
| Greene | 9.8 | 9.3 | −5.1 | 4.1 | .0 | 156,706 | 29.2 | 29,577 | 38,221 | 81,888 | 40.5 | 14,217 | 19,973 | .0034 | .0032 |
| Grundy | 11.8 | 11.3 | −4.2 | 4.7 | .0 | 218,821 | 31.7 | 35,352 | 46,558 | 47,520 | 28.1 | 7,892 | 10,111 | .0037 | .0036 |
| Guthrie | 10.8 | 10.8 | .0 | 4.4 | .0 | 189,083 | 37.3 | 31,300 | 42,973 | 50,858 | 41.9 | 8,145 | 11,559 | .0034 | .0033 |
| Hamilton | 15.9 | 15.9 | .0 | 6.3 | .0 | 276,165 | 32.1 | 33,190 | 43,836 | 126,156 | 36.2 | 14,703 | 20,025 | .0055 | .0054 |
| Hancock | 12.6 | 12.6 | .0 | 4.9 | .0 | 213,188 | 35.5 | 32,115 | 43,508 | 57,287 | 41.4 | 8,268 | 11,691 | .0037 | .0037 |
| Hardin | 18.5 | 17.3 | −6.5 | 6.9 | −6.8 | 315,493 | 30.9 | 32,570 | 45,724 | 146,405 | 36.6 | 14,485 | 21,218 | .0065 | .0061 |
| Harrison | 14.7 | 14.7 | .0 | 5.6 | .0 | 188,829 | 17.9 | 28,600 | 33,719 | 115,618 | 32.4 | 15,589 | 20,646 | .0048 | .0044 |
| Henry | 19.5 | 20.7 | 6.2 | 7.7 | 6.9 | 351,270 | 42.5 | 34,244 | 45,619 | 154,192 | 42.1 | 15,070 | 20,025 | .0066 | .0069 |
| Howard | 9.6 | 9.1 | −5.2 | 3.8 | .0 | 141,888 | 32.0 | 28,286 | 37,339 | 56,046 | 42.0 | 10,388 | 14,749 | .0028 | .0027 |
| Humboldt | 10.5 | 10.0 | −4.8 | 4.3 | .0 | 203,749 | 39.7 | 33,928 | 47,383 | 77,130 | 45.4 | 12,333 | 17,937 | .0038 | .0037 |
| Ida | 8.3 | 8.3 | .0 | 3.2 | .0 | 140,417 | 37.5 | 31,908 | 43,880 | 68,238 | 44.9 | 14,712 | 21,324 | .0026 | .0028 |
| Iowa | 14.5 | 14.5 | .0 | 5.7 | .0 | 277,636 | 39.6 | 34,897 | 48,708 | 157,954 | 46.0 | 18,974 | 27,711 | .0057 | .0057 |
| Jackson | 19.8 | 19.8 | .0 | 7.5 | .0 | 347,464 | 42.3 | 32,552 | 46,329 | 165,522 | 47.5 | 14,960 | 22,070 | .0067 | .0068 |
| Jasper | 35.3 | 37.7 | 6.8 | 14.8 | 7.2 | 644,282 | 32.8 | 35,157 | 43,533 | 272,371 | 36.3 | 14,485 | 18,403 | .0126 | .0125 |
| Jefferson | 16.6 | 17.5 | 5.4 | 6.9 | 7.8 | 280,224 | 34.7 | 32,500 | 40,612 | 163,153 | 49.0 | 17,110 | 23,645 | .0059 | .0060 |
| Johnson | 98.1 | 103.8 | 5.8 | 39.2 | 6.5 | 2,275,338 | 49.1 | 41,461 | 58,044 | 1,095,360 | 50.9 | 19,719 | 27,943 | .0401 | .0432 |
| Jones | 18.4 | 19.1 | 3.8 | 7.3 | 2.8 | 341,019 | 44.1 | 33,341 | 46,715 | 112,868 | 33.1 | 11,941 | 15,461 | .0060 | .0061 |
| Keokuk | 11.5 | 11.5 | .0 | 4.5 | .0 | 189,184 | 39.6 | 30,115 | 42,041 | 67,723 | 46.1 | 10,304 | 15,050 | .0035 | .0035 |
| Kossuth | 18.2 | 17.3 | −4.9 | 7.0 | −1.4 | 251,705 | 16.3 | 30,495 | 35,958 | 129,317 | 31.3 | 13,869 | 18,474 | .0059 | .0054 |
| Lee | 38.5 | 38.6 | .3 | 14.8 | .0 | 548,422 | 17.9 | 31,422 | 37,056 | 361,611 | 32.9 | 18,381 | 24,433 | .0139 | .0126 |
| Linn | 170.5 | 175.7 | 3.0 | 68.8 | 3.9 | 3,724,923 | 36.5 | 41,225 | 54,141 | 2,203,940 | 47.2 | 22,620 | 32,034 | .0745 | .0761 |
| Louisa | 11.7 | 12.2 | 4.3 | 4.3 | .0 | 225,418 | 42.9 | 36,682 | 52,423 | 47,800 | 28.1 | 8,676 | 11,116 | .0039 | .0037 |
| Lucas | 9.0 | 9.0 | .0 | 3.7 | .0 | 134,733 | 25.9 | 28,923 | 36,414 | 44,122 | 30.6 | 9,134 | 11,925 | .0026 | .0026 |
| Lyon | 11.9 | 11.9 | .0 | 4.3 | .0 | 157,518 | 23.3 | 29,714 | 36,632 | 48,224 | 25.3 | 8,952 | 11,215 | .0032 | .0029 |
| Madison | 12.7 | 13.7 | 7.9 | 5.3 | 10.4 | 260,129 | 54.9 | 34,980 | 49,081 | 91,920 | 41.1 | 13,567 | 17,343 | .0044 | .0047 |
| Mahaska | 21.7 | 22.6 | 4.1 | 8.9 | 6.0 | 397,551 | 48.4 | 31,892 | 44,669 | 211,726 | 54.9 | 16,272 | 23,789 | .0076 | .0081 |
| Marion | 30.5 | 32.5 | 6.6 | 12.1 | 9.0 | 558,469 | 39.8 | 36,000 | 46,154 | 238,399 | 52.5 | 14,080 | 19,702 | .0102 | .0108 |
| Marshall | 37.9 | 37.3 | −1.6 | 14.8 | .0 | 734,663 | 33.0 | 37,311 | 49,639 | 379,005 | 42.5 | 17,966 | 25,608 | .0148 | .0145 |
| Mills | 13.2 | 13.2 | .0 | 4.7 | .0 | 211,361 | 29.8 | 34,644 | 44,970 | 73,595 | 40.8 | 11,121 | 15,659 | .0041 | .0040 |
| Mitchell | 10.9 | 10.9 | .0 | 4.2 | .0 | 196,035 | 41.5 | 32,981 | 46,675 | 69,407 | 44.0 | 11,478 | 16,525 | .0036 | .0036 |
| Monona | 9.8 | 9.3 | −5.1 | 4.0 | .0 | 155,742 | 34.5 | 28,953 | 38,936 | 66,119 | 31.5 | 12,574 | 16,530 | .0031 | .0030 |
| Monroe | 8.1 | 8.1 | .0 | 3.2 | .0 | 122,249 | 33.6 | 28,593 | 38,203 | 45,237 | 30.0 | 10,877 | 14,137 | .0024 | .0024 |
| Montgomery | 11.9 | 11.4 | −4.2 | 4.9 | .0 | 174,468 | 18.6 | 30,023 | 35,606 | 86,625 | 26.5 | 13,977 | 17,679 | .0041 | .0035 |
| Muscatine | 40.3 | 42.2 | 4.7 | 16.0 | 6.7 | 743,188 | 34.3 | 36,900 | 46,449 | 378,315 | 47.9 | 17,049 | 23,645 | .0147 | .0150 |
| O'Brien | 15.2 | 14.7 | −3.3 | 5.9 | .0 | 254,749 | 36.6 | 31,603 | 43,178 | 152,598 | 41.7 | 18,248 | 25,864 | .0055 | .0054 |
| Osceola | 7.2 | 7.2 | .0 | 2.8 | .0 | 134,023 | 41.0 | 33,939 | 47,865 | 28,681 | 26.3 | 8,109 | 10,243 | .0023 | .0022 |
| Page | 16.6 | 16.1 | −3.0 | 6.6 | .0 | 298,645 | 40.6 | 32,185 | 45,249 | 161,816 | 40.8 | 17,409 | 24,518 | .0061 | .0060 |
| Palo Alto | 10.3 | 9.6 | −6.8 | 3.5 | −12.5 | 158,686 | 24.1 | 31,965 | 45,339 | 65,702 | 28.8 | 12,757 | 18,772 | .0033 | .0032 |
| Plymouth | 23.7 | 25.0 | 5.5 | 9.0 | 5.9 | 429,166 | 42.8 | 35,369 | 47,685 | 212,323 | 47.2 | 16,969 | 23,591 | .0083 | .0086 |
| Pocahontas | 9.3 | 8.8 | −5.4 | 3.8 | .0 | 155,184 | 29.5 | 31,539 | 40,838 | 84,101 | 40.6 | 15,738 | 22,132 | .0033 | .0032 |

1992 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# METRO/COUNTY 1996 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991-1996 | 12/31/96 Households (Thous.) | % Change 1991-1996 | 1996 EBI ($000) | % Change 1991-1996 | Average Household EBI 1991 | Average Household EBI 1996 | 1996 Retail Sales ($000) | % Change 1991-1996 | Retail Sales Per Household 1991 | Retail Sales Per Household 1996 | Buying Power Index 1991 | Buying Power Index 1996 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **IOWA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Polk | 334.2 | 353.6 | 5.8 | 140.9 | 6.7 | 8,057,033 | 44.8 | 42,147 | 57,183 | 5,031,316 | 53.7 | 24,806 | 35,708 | .1549 | .1659 |
| ☐ Pottawattamie | 82.6 | 82.2 | -.5 | 31.3 | .0 | 1,409,190 | 32.0 | 34,117 | 45,022 | 850,134 | 34.6 | 20,181 | 27,161 | .0312 | .0302 |
| Poweshiek | 19.3 | 20.4 | 5.7 | 7.8 | 6.8 | 385,930 | 48.0 | 35,714 | 49,478 | 143,555 | 30.9 | 15,026 | 18,404 | .0068 | .0070 |
| Ringgold | 5.3 | 4.9 | -7.5 | 2.2 | .0 | 73,177 | 26.1 | 26,373 | 33,262 | 36,993 | 28.8 | 13,057 | 16,815 | .0017 | .0015 |
| Sac | 12.1 | 11.6 | -4.1 | 4.9 | .0 | 229,579 | 42.9 | 32,783 | 46,853 | 72,239 | 33.9 | 11,009 | 14,743 | .0040 | .0041 |
| Scott | 150.2 | 148.4 | -1.2 | 57.2 | .0 | 2,474,976 | 17.9 | 36,691 | 43,269 | 1,837,940 | 34.4 | 23,905 | 32,132 | .0625 | .0575 |
| Shelby | 13.1 | 13.1 | .0 | 5.0 | .0 | 222,474 | 39.6 | 31,874 | 44,495 | 91,991 | 41.5 | 13,001 | 18,398 | .0043 | .0042 |
| Sioux | 30.1 | 30.7 | 2.0 | 10.5 | 5.0 | 417,393 | 25.4 | 33,283 | 39,752 | 183,127 | 42.0 | 12,898 | 17,441 | .0089 | .0086 |
| Story | 74.6 | 76.4 | 2.4 | 27.0 | 3.4 | 1,363,873 | 38.6 | 37,697 | 50,514 | 782,396 | 48.0 | 20,257 | 28,978 | .0278 | .0285 |
| Tama | 17.2 | 16.7 | -2.9 | 6.7 | .0 | 301,386 | 37.4 | 32,748 | 44,983 | 92,121 | 38.4 | 9,935 | 13,749 | .0054 | .0053 |
| Taylor | 7.0 | 7.0 | .0 | 2.8 | .0 | 103,980 | 41.8 | 26,195 | 37,136 | 26,931 | 41.2 | 6,810 | 9,618 | .0018 | .0018 |
| Union | 12.7 | 12.7 | .0 | 5.2 | .0 | 197,507 | 33.9 | 28,374 | 37,982 | 101,268 | 30.1 | 14,969 | 19,475 | .0043 | .0041 |
| Van Buren | 7.6 | 7.6 | .0 | 3.0 | .0 | 101,697 | 29.3 | 26,210 | 33,899 | 26,162 | 34.9 | 6,467 | 8,721 | .0019 | .0019 |
| Wapello | 35.0 | 33.3 | -4.9 | 13.8 | -3.5 | 563,240 | 30.4 | 30,212 | 40,814 | 328,784 | 38.6 | 16,587 | 23,825 | .0125 | .0120 |
| Warren | 36.8 | 39.6 | 7.6 | 13.9 | 7.8 | 664,581 | 33.4 | 38,614 | 47,812 | 274,676 | 41.5 | 15,046 | 19,761 | .0128 | .0128 |
| Washington | 19.7 | 20.1 | 2.0 | 7.9 | 5.3 | 298,899 | 25.5 | 31,758 | 37,835 | 167,054 | 42.3 | 15,656 | 21,146 | .0066 | .0064 |
| Wayne | 6.9 | 6.5 | -5.8 | 2.9 | .0 | 105,097 | 40.6 | 25,775 | 36,240 | 31,210 | 22.2 | 8,810 | 10,762 | .0021 | .0019 |
| Webster | 40.0 | 39.8 | -.5 | 16.2 | 1.9 | 742,884 | 42.8 | 32,726 | 45,857 | 464,914 | 44.4 | 20,246 | 28,698 | .0154 | .0159 |
| Winnebago | 12.0 | 11.9 | -.8 | 4.7 | .0 | 177,817 | 25.2 | 30,217 | 37,833 | 85,337 | 38.3 | 13,126 | 18,157 | .0039 | .0036 |
| Winneshiek | 21.1 | 21.4 | 1.4 | 7.2 | .0 | 326,607 | 35.2 | 33,547 | 45,362 | 175,507 | 43.7 | 16,962 | 24,376 | .0069 | .0070 |
| Woodbury | 98.9 | 101.5 | 2.6 | 38.7 | 4.0 | 1,860,127 | 40.3 | 35,647 | 48,065 | 1,244,231 | 47.6 | 22,660 | 32,151 | .0394 | .0407 |
| Worth | 7.8 | 7.4 | -5.1 | 3.2 | .0 | 111,694 | 17.9 | 29,602 | 34,904 | 26,500 | 34.4 | 6,162 | 8,281 | .0023 | .0020 |
| Wright | 14.0 | 13.5 | -3.6 | 5.8 | .0 | 207,301 | 17.9 | 30,310 | 35,742 | 92,652 | 34.4 | 11,885 | 15,974 | .0045 | .0042 |
| **TOTAL METRO COUNTIES** | **1,232.8** | **1,262.3** | **2.4** | **486.7** | **3.5** | **24,772,244** | **35.8** | **38,792** | **50,898** | **15,237,096** | **45.2** | **22,315** | **31,307** | **.5144** | **.5202** |
| **TOTAL STATE** | **2,778.1** | **2,809.4** | **1.1** | **1,092.3** | **2.4** | **50,744,400** | **34.7** | **35,320** | **46,456** | **27,861,841** | **42.8** | **18,288** | **25,507** | **1.0456** | **1.0425** |
| **KANSAS** | | | | | | | | | | | | | | | |
| **KANSAS CITY** | **1,607.2** | **1,710.1** | **6.4** | **663.4** | **7.3** | **37,067,544** | **43.0** | **41,915** | **55,875** | **17,558,826** | **39.1** | **20,413** | **26,468** | **.6826** | **.7022** |
| Johnson | 379.8 | 440.7 | 16.0 | 171.7 | 17.4 | 12,838,789 | 56.4 | 56,096 | 74,775 | 5,460,819 | 47.3 | 25,343 | 31,804 | .2011 | .2243 |
| Leavenworth | 66.7 | 73.2 | 9.7 | 22.6 | 9.7 | 1,453,398 | 49.9 | 47,070 | 64,310 | 390,680 | 35.8 | 13,962 | 17,287 | .0231 | .0245 |
| Miami | 24.2 | 26.2 | 8.3 | 9.7 | 11.5 | 478,953 | 45.1 | 37,938 | 49,377 | 165,762 | 44.9 | 13,147 | 17,089 | .0082 | .0087 |
| Wyandotte | 160.8 | 157.6 | -2.0 | 60.0 | -1.6 | 2,092,629 | 16.2 | 29,527 | 34,877 | 1,229,864 | 32.3 | 15,238 | 20,498 | .0521 | .0472 |
| *Cass, Mo.* | *66.6* | *74.6* | *12.0* | *26.9* | *12.6* | *1,355,102* | *46.4* | *38,739* | *50,376* | *433,585* | *33.7* | *13,567* | *16,118* | *.0230* | *.0241* |
| *Clay, Mo.* | *157.1* | *166.6* | *6.0* | *64.8* | *7.3* | *3,182,411* | *28.9* | *40,881* | *49,111* | *2,040,244* | *43.6* | *23,524* | *31,485* | *.0689* | *.0682* |
| *Jackson, Mo.* | *637.4* | *646.4* | *1.4* | *260.4* | *2.4* | *13,287,673* | *39.8* | *37,381* | *51,028* | *7,086,247* | *33.6* | *20,850* | *27,213* | *.2651* | *.2636* |
| *Lafayette, Mo.* | *31.5* | *32.5* | *3.2* | *12.4* | *4.2* | *529,872* | *35.0* | *32,972* | *42,732* | *167,170* | *38.0* | *10,177* | *13,481* | *.0098* | *.0096* |
| *Platte, Mo.* | *60.7* | *68.5* | *12.9* | *26.2* | *12.9* | *1,451,723* | *38.8* | *45,097* | *55,409* | *477,628* | *41.3* | *14,573* | *18,230* | *.0244* | *.0251* |
| *Ray, Mo.* | *22.4* | *23.8* | *6.3* | *8.7* | *6.1* | *396,994* | *43.2* | *33,804* | *45,631* | *106,827* | *33.6* | *9,748* | *12,279* | *.0069* | *.0069* |
| **LAWRENCE** | **84.5** | **90.4** | **7.0** | **33.8** | **8.7** | **1,507,797** | **38.8** | **34,936** | **44,609** | **791,302** | **51.8** | **16,763** | **23,411** | **.0298** | **.0310** |
| Douglas | 84.5 | 90.4 | 7.0 | 33.8 | 8.7 | 1,507,797 | 38.8 | 34,936 | 44,609 | 791,302 | 51.8 | 16,763 | 23,411 | .0298 | .0310 |
| **TOPEKA** | **163.3** | **169.8** | **4.0** | **67.8** | **4.6** | **3,457,614** | **38.4** | **38,551** | **50,997** | **1,917,557** | **43.3** | **20,645** | **28,283** | **.0685** | **.0697** |
| Shawnee | 163.3 | 169.8 | 4.0 | 67.8 | 4.6 | 3,457,614 | 38.4 | 38,551 | 50,997 | 1,917,557 | 43.3 | 20,645 | 28,283 | .0685 | .0697 |
| **WICHITA** | **464.4** | **491.4** | **5.8** | **190.8** | **6.6** | **9,753,811** | **37.3** | **39,688** | **51,121** | **5,297,171** | **48.4** | **19,946** | **27,763** | **.1907** | **.1960** |
| Butler | 52.1 | 55.8 | 7.1 | 20.5 | 7.9 | 882,521 | 27.1 | 36,551 | 43,050 | 310,967 | 36.5 | 11,994 | 15,169 | .0171 | .0165 |
| Sedgwick | 412.3 | 435.6 | 5.7 | 170.3 | 6.4 | 8,871,290 | 38.4 | 40,060 | 52,092 | 4,986,204 | 49.2 | 20,890 | 29,279 | .1736 | .1795 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Allen | 14.2 | 13.1 | -7.7 | 5.0 | -9.1 | 161,879 | 8.6 | 27,093 | 32,376 | 79,231 | 23.0 | 11,715 | 15,846 | .0042 | .0035 |
| Anderson | 7.6 | 7.2 | -5.3 | 3.0 | .0 | 95,578 | 17.8 | 27,050 | 31,859 | 34,118 | 28.0 | 8,886 | 11,373 | .0021 | .0018 |
| Atchison | 16.8 | 16.1 | -4.2 | 5.9 | -3.3 | 210,374 | 15.7 | 29,808 | 35,657 | 113,775 | 30.9 | 14,250 | 19,284 | .0053 | .0046 |
| Barber | 5.6 | 5.0 | -10.7 | 1.9 | -13.6 | 60,941 | 1.7 | 27,233 | 32,074 | 38,755 | 16.0 | 15,184 | 20,397 | .0018 | .0015 |
| Barton | 28.1 | 25.5 | -9.3 | 10.1 | -9.0 | 385,573 | 11.9 | 31,042 | 38,176 | 265,190 | 24.8 | 19,147 | 26,256 | .0103 | .0089 |
| Bourbon | 14.7 | 13.8 | -6.1 | 5.4 | -6.9 | 228,182 | 29.1 | 30,484 | 42,256 | 117,760 | 30.4 | 15,573 | 21,807 | .0050 | .0046 |
| Brown | 11.0 | 10.5 | -4.5 | 4.3 | .0 | 153,097 | 24.9 | 28,508 | 35,604 | 62,033 | 37.4 | 10,503 | 14,426 | .0033 | .0031 |
| Butler | 52.1 | 55.8 | 7.1 | 20.5 | 7.9 | 882,521 | 27.1 | 36,551 | 43,050 | 310,967 | 36.5 | 11,994 | 15,169 | .0171 | .0165 |
| Chase | 3.0 | 3.0 | .0 | 1.2 | .0 | 50,740 | 38.6 | 30,500 | 42,283 | 12,522 | 36.6 | 7,638 | 10,435 | .0009 | .0009 |
| Chautauqua | 4.2 | 3.9 | -7.1 | 1.8 | .0 | 60,546 | 35.7 | 24,779 | 33,637 | 13,222 | 44.0 | 5,101 | 7,346 | .0011 | .0010 |
| Cherokee | 21.2 | 20.6 | -2.8 | 8.4 | .0 | 253,282 | 17.8 | 25,601 | 30,153 | 90,160 | 34.3 | 7,990 | 10,733 | .0056 | .0051 |
| Cheyenne | 3.1 | 2.8 | -9.7 | 1.4 | .0 | 48,398 | 22.8 | 28,150 | 34,570 | 22,795 | 37.0 | 11,881 | 16,282 | .0011 | .0010 |
| Clark | 2.3 | 2.0 | -13.0 | 1.0 | .0 | 35,526 | 18.2 | 30,050 | 35,526 | 13,327 | 19.0 | 11,202 | 13,327 | .0008 | .0007 |
| Clay | 9.0 | 8.6 | -4.4 | 3.6 | .0 | 125,053 | 17.8 | 29,494 | 34,737 | 52,951 | 29.6 | 11,349 | 14,709 | .0027 | .0025 |
| Cloud | 10.7 | 10.0 | -6.5 | 3.8 | -11.6 | 150,072 | 17.2 | 29,778 | 39,493 | 83,281 | 25.8 | 15,400 | 21,916 | .0037 | .0031 |
| Coffey | 8.2 | 7.8 | -4.9 | 3.3 | .0 | 138,314 | 31.2 | 31,934 | 41,913 | 52,884 | 41.6 | 11,319 | 16,025 | .0028 | .0027 |

# METRO/COUNTY 1996 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991-1996 | 12/31/96 Households (Thous.) | % Change 1991-1996 | 1996 EBI ($000) | % Change 1991-1996 | Average Household EBI | | 1996 Retail Sales ($000) | % Change 1991-1996 | Retail Sales Per Household | | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 1991 | 1996 | | | 1991 | 1996 | 1991 | 1996 |
| **KANSAS (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Comanche | 2.3 | 2.3 | .0 | .9 | .0 | 28,785 | 18.0 | 27,104 | 31,983 | 8,471 | 18.0 | 7,978 | 9,412 | .0006 | .0006 |
| Cowley | 36.9 | 36.7 | –.5 | 13.9 | –.7 | 612,193 | 30.6 | 33,484 | 44,043 | 295,116 | 40.7 | 14,981 | 21,231 | .0126 | .0122 |
| Crawford | 35.0 | 33.4 | –4.6 | 13.9 | –3.5 | 554,867 | 32.2 | 29,136 | 39,918 | 292,303 | 39.6 | 14,536 | 21,029 | .0118 | .0115 |
| Decatur | 3.9 | 3.6 | –7.7 | 1.5 | –6.3 | 55,521 | 22.1 | 28,410 | 37,014 | 15,786 | 8.8 | 9,066 | 10,524 | .0011 | .0010 |
| Dickinson | 19.0 | 19.0 | .0 | 7.6 | .0 | 307,024 | 28.7 | 31,385 | 40,398 | 117,930 | 40.2 | 11,067 | 15,517 | .0061 | .0059 |
| Doniphan | 8.1 | 7.9 | –2.5 | 3.1 | .0 | 96,127 | 17.8 | 26,328 | 31,009 | 41,645 | 34.3 | 10,000 | 13,434 | .0023 | .0020 |
| Douglas | 84.5 | 90.4 | 7.0 | 33.8 | 8.7 | 1,507,797 | 38.8 | 34,936 | 44,609 | 791,302 | 51.8 | 16,763 | 23,411 | .0298 | .0310 |
| Edwards | 3.7 | 3.4 | –8.1 | 1.6 | .0 | 61,375 | 25.8 | 30,490 | 38,359 | 13,694 | 16.8 | 7,325 | 8,559 | .0011 | .0010 |
| Elk | 3.2 | 2.9 | –9.4 | 1.4 | .0 | 41,160 | 17.8 | 24,963 | 29,400 | 8,269 | 21.5 | 4,863 | 5,906 | .0009 | .0007 |
| Ellis | 25.6 | 24.5 | –4.3 | 9.7 | –3.0 | 427,091 | 31.3 | 32,536 | 44,030 | 329,453 | 39.5 | 23,625 | 33,964 | .0103 | .0100 |
| Ellsworth | 6.6 | 6.3 | –4.5 | 2.2 | –12.0 | 87,282 | 19.9 | 29,112 | 39,674 | 32,551 | 26.9 | 10,258 | 14,796 | .0018 | .0017 |
| Finney | 33.8 | 35.3 | 4.4 | 11.6 | 4.5 | 473,546 | 23.1 | 34,660 | 40,823 | 364,071 | 40.4 | 23,364 | 31,385 | .0122 | .0117 |
| Ford | 27.6 | 27.9 | 1.1 | 10.1 | 2.0 | 402,990 | 24.0 | 32,823 | 39,900 | 314,413 | 39.1 | 22,828 | 31,130 | .0103 | .0098 |
| Franklin | 22.0 | 21.9 | –.5 | 8.3 | .0 | 304,667 | 17.8 | 31,166 | 36,707 | 160,737 | 34.3 | 14,416 | 19,366 | .0071 | .0066 |
| Geary | 30.1 | 29.3 | –2.7 | 10.5 | –.9 | 457,242 | 34.4 | 32,086 | 43,547 | 207,779 | 21.7 | 16,104 | 19,788 | .0098 | .0091 |
| Gove | 3.1 | 2.8 | –9.7 | 1.3 | .0 | 53,228 | 34.2 | 30,505 | 40,945 | 24,092 | 36.7 | 13,560 | 18,532 | .0010 | .0011 |
| Graham | 3.4 | 3.1 | –8.8 | 1.4 | .0 | 49,131 | 18.2 | 29,685 | 35,094 | 24,454 | 34.6 | 12,980 | 17,467 | .0012 | .0010 |
| Grant | 7.2 | 7.2 | .0 | 2.4 | .0 | 117,726 | 36.2 | 36,027 | 49,053 | 55,998 | 44.1 | 16,191 | 23,333 | .0022 | .0024 |
| Gray | 5.4 | 5.4 | .0 | 1.9 | .0 | 84,696 | 26.8 | 35,167 | 44,577 | 16,586 | 39.2 | 6,273 | 8,729 | .0016 | .0014 |
| Greeley | 1.8 | 1.8 | .0 | .7 | .0 | 26,263 | 17.8 | 31,859 | 37,519 | 9,040 | 13.5 | 11,381 | 12,914 | .0005 | .0006 |
| Greenwood | 7.5 | 6.8 | –9.3 | 2.6 | –16.1 | 100,650 | 13.7 | 28,555 | 38,712 | 35,600 | 19.9 | 9,574 | 13,692 | .0023 | .0019 |
| Hamilton | 2.2 | 1.9 | –13.6 | .9 | .0 | 35,323 | 23.1 | 31,888 | 39,248 | 9,336 | 37.2 | 7,562 | 10,373 | .0007 | .0005 |
| Harper | 6.8 | 6.2 | –8.8 | 2.8 | –3.4 | 98,552 | 22.4 | 27,774 | 35,197 | 45,232 | 29.5 | 12,041 | 16,154 | .0022 | .0021 |
| Harvey | 30.9 | 30.4 | –1.6 | 11.6 | .0 | 493,102 | 19.2 | 35,653 | 42,509 | 247,835 | 35.1 | 15,813 | 21,365 | .0109 | .0101 |
| Haskell | 3.9 | 3.9 | .0 | 1.4 | .0 | 51,565 | 17.8 | 31,274 | 36,832 | 11,260 | 33.3 | 6,031 | 8,043 | .0012 | .0008 |
| Hodgeman | 2.2 | 2.2 | .0 | .8 | .0 | 33,908 | 36.2 | 31,119 | 42,385 | 7,184 | 32.1 | 6,796 | 8,980 | .0005 | .0006 |
| Jackson | 11.5 | 11.5 | .0 | 4.3 | .0 | 191,396 | 35.8 | 32,771 | 44,511 | 65,326 | 34.6 | 11,287 | 15,192 | .0036 | .0036 |
| Jefferson | 16.3 | 17.3 | 6.1 | 6.5 | 8.3 | 266,269 | 27.6 | 34,781 | 40,964 | 36,732 | 26.7 | 4,833 | 5,651 | .0045 | .0042 |
| Jewell | 3.9 | 3.3 | –15.4 | 1.4 | –12.5 | 49,764 | 19.2 | 26,089 | 35,546 | 13,599 | 26.2 | 6,733 | 9,714 | .0011 | .0009 |
| Johnson | 379.8 | 440.7 | 16.0 | 171.7 | 17.4 | 12,838,789 | 56.4 | 56,096 | 74,775 | 5,460,819 | 47.3 | 25,343 | 31,804 | .2011 | .2243 |
| Kearny | 4.1 | 4.1 | .0 | 1.4 | .0 | 62,839 | 25.6 | 35,723 | 44,885 | 12,030 | 23.7 | 6,947 | 8,593 | .0012 | .0010 |
| Kingman | 8.1 | 7.7 | –4.9 | 3.1 | .0 | 113,140 | 22.1 | 29,882 | 36,497 | 47,130 | 36.7 | 11,124 | 15,203 | .0023 | .0023 |
| Kiowa | 3.5 | 3.2 | –8.6 | 1.4 | .0 | 56,545 | 35.6 | 29,796 | 40,389 | 20,794 | 31.0 | 11,337 | 14,853 | .0012 | .0010 |
| Labette | 23.3 | 22.2 | –4.7 | 8.7 | –5.4 | 293,352 | 11.5 | 28,607 | 33,719 | 151,344 | 26.1 | 13,049 | 17,396 | .0074 | .0064 |
| Lane | 2.4 | 2.4 | .0 | 1.0 | .0 | 48,398 | 38.6 | 34,912 | 48,398 | 13,980 | 30.9 | 10,677 | 13,980 | .0007 | .0007 |
| Leavenworth | 66.7 | 73.2 | 9.7 | 22.6 | 9.7 | 1,453,398 | 49.9 | 47,070 | 64,310 | 390,680 | 35.8 | 13,962 | 17,287 | .0231 | .0245 |
| Lincoln | 3.5 | 3.2 | –8.6 | 1.5 | .0 | 52,984 | 35.4 | 26,080 | 35,323 | 19,706 | 43.8 | 9,134 | 13,137 | .0010 | .0009 |
| Linn | 8.4 | 8.9 | 6.0 | 3.2 | .0 | 135,241 | 35.5 | 31,190 | 42,263 | 34,740 | 37.6 | 7,890 | 10,856 | .0024 | .0024 |
| Logan | 2.9 | 2.6 | –10.3 | 1.2 | .0 | 41,169 | 18.2 | 29,016 | 34,308 | 34,747 | 34.6 | 21,516 | 28,956 | .0011 | .0010 |
| Lyon | 34.7 | 34.1 | –1.7 | 12.9 | –.8 | 477,717 | 17.3 | 31,332 | 37,032 | 319,128 | 33.5 | 18,385 | 24,739 | .0122 | .0112 |
| McPherson | 27.1 | 26.6 | –1.8 | 10.2 | .0 | 518,032 | 38.2 | 36,753 | 50,787 | 203,655 | 32.4 | 15,078 | 19,966 | .0096 | .0095 |
| Marion | 12.7 | 12.2 | –3.9 | 4.9 | .0 | 169,392 | 20.0 | 28,812 | 34,570 | 72,051 | 35.5 | 10,850 | 14,704 | .0038 | .0034 |
| Marshall | 11.5 | 11.0 | –4.3 | 4.6 | .0 | 158,757 | 25.1 | 27,584 | 34,512 | 97,101 | 38.3 | 15,266 | 21,109 | .0038 | .0035 |
| Meade | 4.1 | 3.7 | –9.8 | 1.6 | .0 | 57,521 | 21.0 | 29,719 | 35,951 | 14,443 | 23.2 | 7,329 | 9,027 | .0012 | .0011 |
| Miami | 24.2 | 26.2 | 8.3 | 9.7 | 11.5 | 478,953 | 45.1 | 37,938 | 49,377 | 165,762 | 44.9 | 13,147 | 17,089 | .0082 | .0087 |
| Mitchell | 7.0 | 6.6 | –5.7 | 2.8 | .0 | 108,456 | 32.0 | 29,348 | 38,734 | 80,193 | 42.0 | 20,174 | 28,640 | .0026 | .0025 |
| Montgomery | 38.3 | 36.6 | –4.4 | 15.0 | –3.2 | 581,262 | 27.1 | 29,504 | 38,751 | 351,437 | 37.1 | 16,543 | 23,429 | .0134 | .0126 |
| Morris | 6.3 | 6.8 | 7.9 | 2.5 | .0 | 88,014 | 18.6 | 29,688 | 35,206 | 37,618 | 34.8 | 11,166 | 15,047 | .0019 | .0018 |
| Morton | 3.5 | 3.5 | .0 | 1.3 | .0 | 67,474 | 36.9 | 37,911 | 51,903 | 16,200 | 30.8 | 9,525 | 12,462 | .0011 | .0012 |
| Nemaha | 10.3 | 9.8 | –4.9 | 4.0 | .0 | 141,095 | 19.3 | 29,556 | 35,274 | 58,515 | 25.8 | 11,632 | 14,629 | .0032 | .0028 |
| Neosho | 16.5 | 15.3 | –7.3 | 6.1 | –7.6 | 201,199 | 9.3 | 27,891 | 32,983 | 138,301 | 24.4 | 16,845 | 22,672 | .0055 | .0048 |
| Ness | 3.9 | 3.6 | –7.7 | 1.7 | .0 | 71,816 | 37.6 | 30,705 | 42,245 | 20,539 | 32.3 | 9,129 | 12,082 | .0013 | .0011 |
| Norton | 5.7 | 5.1 | –10.5 | 2.1 | –4.5 | 80,842 | 21.0 | 30,369 | 38,496 | 48,509 | 32.8 | 16,599 | 23,100 | .0020 | .0018 |
| Osage | 15.3 | 15.3 | .0 | 5.8 | .0 | 217,302 | 22.5 | 30,586 | 37,466 | 71,032 | 29.4 | 9,467 | 12,247 | .0045 | .0041 |
| Osborne | 4.7 | 4.3 | –8.5 | 2.0 | .0 | 60,936 | 20.6 | 25,273 | 30,468 | 33,106 | 35.8 | 12,187 | 16,553 | .0015 | .0013 |
| Ottawa | 5.6 | 5.6 | .0 | 2.3 | .0 | 73,694 | 17.9 | 27,173 | 32,041 | 28,493 | 21.5 | 10,193 | 12,388 | .0016 | .0015 |
| Pawnee | 7.3 | 6.7 | –8.2 | 2.7 | –3.6 | 121,336 | 24.1 | 34,933 | 44,939 | 43,767 | 33.6 | 11,704 | 16,210 | .0024 | .0022 |
| Phillips | 6.5 | 6.1 | –6.2 | 2.7 | .0 | 85,282 | 18.2 | 26,726 | 31,586 | 40,510 | 34.6 | 11,151 | 15,004 | .0020 | .0018 |
| Pottawatomie | 16.4 | 16.9 | 3.0 | 6.0 | .0 | 271,116 | 35.7 | 33,308 | 45,186 | 72,092 | 42.9 | 8,405 | 12,015 | .0049 | .0048 |
| Pratt | 9.4 | 8.7 | –7.4 | 3.6 | –5.3 | 132,943 | 11.6 | 31,355 | 36,929 | 94,872 | 27.3 | 19,618 | 26,353 | .0035 | .0031 |
| Rawlins | 3.4 | 3.4 | .0 | 1.4 | .0 | 60,497 | 38.6 | 31,184 | 43,212 | 12,258 | 19.1 | 7,351 | 8,756 | .0011 | .0011 |
| Reno | 61.6 | 59.1 | –4.1 | 23.2 | –3.3 | 1,014,695 | 25.0 | 33,813 | 43,737 | 683,949 | 35.9 | 20,975 | 29,481 | .0239 | .0225 |
| Republic | 6.3 | 5.9 | –6.3 | 2.7 | .0 | 84,145 | 17.8 | 26,460 | 31,165 | 25,343 | 15.2 | 8,146 | 9,386 | .0019 | .0016 |
| Rice | 10.3 | 9.7 | –5.8 | 3.5 | –12.5 | 112,452 | 3.1 | 27,259 | 32,129 | 43,567 | 17.6 | 9,263 | 12,448 | .0029 | .0024 |
| Riley | 67.9 | 68.5 | .9 | 21.0 | –.9 | 822,587 | 16.7 | 33,258 | 39,171 | 549,172 | 33.1 | 19,467 | 26,151 | .0215 | .0197 |
| Rooks | 5.7 | 5.1 | –10.5 | 2.2 | –4.3 | 70,450 | 13.7 | 26,949 | 32,023 | 26,501 | 23.6 | 9,319 | 12,046 | .0017 | .0015 |

# METRO/COUNTY 1996 PROJECTIONS

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991-1996 | 12/31/96 Households (Thous.) | % Change 1991-1996 | 1996 EBI ($000) | % Change 1991-1996 | Average Household EBI | | 1996 Retail Sales ($000) | % Change 1991-1996 | Retail Sales Per Household | | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 1991 | 1996 | | | 1991 | 1996 | 1991 | 1996 |
| **KANSAS (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Rush | 3.6 | 3.3 | -8.3 | 1.6 | .0 | 64,498 | 38.6 | 29,086 | 40,311 | 10,604 | 29.6 | 5,113 | 6,628 | .0011 | .0009 |
| Russell | 7.4 | 6.5 | -12.2 | 2.8 | -12.5 | 111,969 | 18.8 | 29,459 | 39,989 | 49,182 | 17.9 | 13,034 | 17,565 | .0024 | .0022 |
| Saline | 49.4 | 49.4 | .0 | 20.5 | 2.5 | 935,268 | 32.9 | 35,187 | 45,623 | 675,523 | 44.2 | 23,417 | 32,952 | .0211 | .0210 |
| Scott | 5.1 | 4.7 | -7.8 | 2.0 | .0 | 77,768 | 22.7 | 31,681 | 38,884 | 39,798 | 37.0 | 14,525 | 19,899 | .0017 | .0015 |
| Sedgwick | 412.3 | 435.6 | 5.7 | 170.3 | 6.4 | 8,871,290 | 38.4 | 40,060 | 52,092 | 4,986,204 | 49.2 | 20,890 | 29,279 | .1736 | .1795 |
| Seward | 18.7 | 18.6 | -.5 | 6.6 | .0 | 329,271 | 37.3 | 36,346 | 49,890 | 262,833 | 44.8 | 27,501 | 39,823 | .0076 | .0078 |
| Shawnee | 163.3 | 169.8 | 4.0 | 67.8 | 4.6 | 3,457,614 | 38.4 | 38,551 | 50,997 | 1,917,557 | 43.3 | 20,645 | 28,283 | .0685 | .0697 |
| Sheridan | 2.9 | 2.6 | -10.3 | 1.2 | .0 | 38,638 | 18.2 | 27,248 | 32,198 | 11,247 | 16.3 | 8,056 | 9,373 | .0007 | .0007 |
| Sherman | 6.7 | 6.3 | -6.0 | 2.7 | .0 | 88,405 | 18.2 | 27,701 | 32,743 | 84,387 | 31.8 | 23,716 | 31,254 | .0027 | .0022 |
| Smith | 4.9 | 4.6 | -6.1 | 2.1 | .0 | 59,698 | 18.1 | 24,067 | 28,428 | 25,697 | 24.6 | 9,820 | 12,237 | .0013 | .0013 |
| Stafford | 5.2 | 4.8 | -7.7 | 2.2 | .0 | 85,038 | 34.7 | 28,704 | 38,654 | 13,733 | 33.6 | 4,673 | 6,242 | .0015 | .0014 |
| Stanton | 2.3 | 2.3 | .0 | .8 | .0 | 28,920 | 17.8 | 30,695 | 36,150 | 7,487 | 21.2 | 7,723 | 9,359 | .0006 | .0005 |
| Stevens | 5.2 | 5.7 | 9.6 | 1.9 | .0 | 88,990 | 35.8 | 34,484 | 46,837 | 24,341 | 40.1 | 9,144 | 12,811 | .0016 | .0017 |
| Sumner | 26.0 | 26.4 | 1.5 | 9.7 | .0 | 464,170 | 35.5 | 35,310 | 47,853 | 163,481 | 43.9 | 11,715 | 16,854 | .0084 | .0084 |
| Thomas | 8.1 | 7.6 | -6.2 | 3.1 | .0 | 108,310 | 18.7 | 29,435 | 34,939 | 82,023 | 34.8 | 19,624 | 26,459 | .0029 | .0027 |
| Trego | 3.6 | 3.3 | -8.3 | 1.5 | .0 | 48,572 | 17.8 | 27,495 | 32,381 | 30,050 | 34.3 | 14,914 | 20,033 | .0012 | .0010 |
| Wabaunsee | 6.6 | 6.6 | .0 | 2.5 | .0 | 114,750 | 36.0 | 33,749 | 45,900 | 27,287 | 35.0 | 8,088 | 10,915 | .0019 | .0021 |
| Wallace | 1.8 | 1.8 | .0 | .7 | .0 | 26,833 | 35.3 | 28,324 | 38,333 | 6,863 | 30.6 | 7,507 | 9,804 | .0006 | .0003 |
| Washington | 6.9 | 6.5 | -5.8 | 2.8 | .0 | 87,623 | 21.9 | 25,662 | 31,294 | 30,556 | 24.7 | 8,752 | 10,913 | .0019 | .0018 |
| Wichita | 2.7 | 2.7 | .0 | 1.0 | .0 | 38,494 | 25.9 | 30,584 | 38,494 | 6,671 | 13.5 | 5,876 | 6,671 | .0007 | .0007 |
| Wilson | 9.9 | 9.2 | -7.1 | 3.6 | -10.0 | 133,826 | 22.8 | 27,235 | 37,174 | 52,296 | 22.3 | 10,686 | 14,527 | .0029 | .0026 |
| Woodson | 4.0 | 3.7 | -7.5 | 1.7 | .0 | 54,496 | 19.3 | 26,867 | 32,056 | 18,753 | 33.9 | 8,239 | 11,031 | .0013 | .0009 |
| Wyandotte | 160.8 | 157.6 | -2.0 | 60.0 | -1.6 | 2,092,629 | 16.2 | 29,527 | 34,877 | 1,229,864 | 32.3 | 15,238 | 20,498 | .0521 | .0472 |
| **TOTAL METRO COUNTIES** | **1,343.7** | **1,449.3** | **7.9** | **556.4** | **8.8** | **31,582,991** | **43.6** | **43,004** | **56,763** | **15,253,155** | **45.7** | **20,467** | **27,414** | **.5735** | **.6014** |
| **TOTAL STATE** | **2,506.5** | **2,578.5** | **2.9** | **994.1** | **3.9** | **48,940,206** | **36.2** | **37,544** | **49,231** | **24,249,286** | **41.3** | **17,931** | **24,393** | **.9621** | **.9637** |
| **KENTUCKY** | | | | | | | | | | | | | | | |
| **CLARKSVILLE - HOPKINSVILLE** | **172.4** | **180.4** | **4.6** | **60.3** | **5.8** | **2,685,471** | **38.9** | **33,913** | **44,535** | **1,424,002** | **35.0** | **18,503** | **23,615** | **.0570** | **.0568** |
| Christian | 68.1 | 64.8 | -4.8 | 20.0 | -6.1 | 938,626 | 29.7 | 33,983 | 46,931 | 411,178 | 17.4 | 16,437 | 20,559 | .0208 | .0189 |
| *Montgomery, Tenn.* | *104.3* | *115.6* | *10.8* | *40.3* | *12.9* | *1,746,845* | *44.5* | *33,870* | *43,346* | *1,012,824* | *43.8* | *19,735* | *25,132* | *.0362* | *.0379* |
| **HUNTINGTON - ASHLAND** | **311.0** | **311.3** | **.1** | **120.9** | **1.3** | **4,786,075** | **35.8** | **29,546** | **39,587** | **2,489,687** | **31.3** | **15,897** | **20,593** | **.1027** | **.1001** |
| Boyd | 50.7 | 50.0 | -1.4 | 19.6 | -.5 | 722,485 | 18.7 | 30,899 | 36,861 | 552,150 | 21.7 | 23,040 | 28,171 | .0196 | .0174 |
| Carter | 24.3 | 24.3 | .0 | 8.7 | .0 | 332,147 | 44.6 | 26,404 | 38,178 | 144,849 | 38.7 | 12,002 | 16,649 | .0067 | .0068 |
| Greenup | 36.9 | 37.8 | 2.4 | 14.0 | 3.7 | 508,989 | 23.7 | 30,476 | 36,356 | 133,325 | 26.1 | 7,833 | 9,523 | .0101 | .0093 |
| *Lawrence, Ohio* | *62.0* | *62.6* | *1.3* | *23.6* | *2.6* | *921,743* | *43.8* | *27,879* | *39,057* | *365,766* | *47.9* | *10,756* | *15,499* | *.0175* | *.0182* |
| *Cabell, W. Va.* | *95.8* | *94.7* | *-1.1* | *38.9* | *.3* | *1,694,851* | *39.7* | *31,273* | *43,569* | *1,128,228* | *28.9* | *22,563* | *29,003* | *.0382* | *.0373* |
| *Wayne, W. Va.* | *41.3* | *41.7* | *1.0* | *16.1* | *3.2* | *605,860* | *44.1* | *26,948* | *37,631* | *165,369* | *50.8* | *7,031* | *10,271* | *.0106* | *.0111* |
| **LEXINGTON-FAYETTE** | **355.6** | **375.3** | **5.5** | **146.2** | **6.8** | **8,031,156** | **50.8** | **38,905** | **54,933** | **4,148,863** | **36.3** | **22,241** | **28,378** | **.1497** | **.1566** |
| Bourbon | 19.4 | 20.4 | 5.2 | 7.8 | 6.8 | 348,836 | 51.7 | 31,504 | 44,723 | 121,453 | 28.9 | 12,909 | 15,571 | .0061 | .0064 |
| Clark | 29.9 | 31.3 | 4.7 | 11.6 | 4.5 | 506,344 | 38.5 | 32,935 | 43,650 | 311,353 | 47.0 | 19,084 | 26,841 | .0108 | .0110 |
| Fayette | 229.3 | 239.0 | 4.2 | 96.5 | 5.7 | 5,505,357 | 49.8 | 40,245 | 57,050 | 3,193,412 | 34.2 | 26,059 | 33,092 | .1066 | .1102 |
| Jessamine | 31.8 | 36.0 | 13.2 | 12.5 | 13.6 | 645,966 | 60.9 | 36,492 | 51,677 | 238,357 | 52.6 | 14,202 | 19,069 | .0104 | .0119 |
| Scott | 24.8 | 27.4 | 10.5 | 9.9 | 12.5 | 565,228 | 62.7 | 39,488 | 57,094 | 155,032 | 44.2 | 12,214 | 15,660 | .0085 | .0094 |
| Woodford | 20.4 | 21.2 | 3.9 | 7.9 | 6.8 | 459,425 | 49.6 | 41,514 | 58,155 | 129,256 | 34.8 | 12,957 | 16,362 | .0073 | .0077 |
| **LOUISVILLE** | **956.6** | **966.1** | **1.0** | **377.2** | **2.1** | **18,789,613** | **37.9** | **36,870** | **49,813** | **10,299,054** | **40.9** | **19,784** | **27,304** | **.3783** | **.3802** |
| Bullitt | 48.6 | 51.5 | 6.0 | 17.3 | 6.1 | 834,271 | 46.1 | 35,020 | 48,224 | 174,802 | 49.2 | 7,189 | 10,104 | .0133 | .0140 |
| Jefferson | 662.2 | 654.6 | -1.1 | 264.7 | .3 | 13,255,757 | 35.5 | 37,066 | 50,078 | 7,888,957 | 40.7 | 21,243 | 29,803 | .2758 | .2738 |
| Oldham | 36.2 | 42.0 | 16.0 | 13.2 | 17.9 | 815,378 | 50.0 | 48,531 | 61,771 | 197,890 | 34.5 | 13,132 | 14,992 | .0126 | .0135 |
| Shelby | 25.5 | 27.9 | 9.4 | 10.3 | 10.8 | 595,080 | 60.1 | 39,956 | 57,775 | 176,213 | 35.6 | 13,973 | 17,108 | .0091 | .0100 |
| *Clark, Ind.* | *88.0* | *88.8* | *.9* | *33.9* | *1.5* | *1,399,622* | *29.0* | *32,493* | *41,287* | *1,223,367* | *41.4* | *25,902* | *36,088* | *.0357* | *.0351* |
| *Floyd, Ind.* | *65.4* | *68.2* | *4.3* | *25.9* | *5.7* | *1,361,359* | *49.4* | *37,194* | *52,562* | *430,442* | *39.7* | *12,580* | *16,619* | *.0224* | *.0236* |
| *Harrison, Ind.* | *30.7* | *33.1* | *7.8* | *11.9* | *9.2* | *528,146* | *47.0* | *32,959* | *44,382* | *207,383* | *51.8* | *12,537* | *17,427* | *.0094* | *.0102* |
| **OWENSBORO** | **87.4** | **88.1** | **.8** | **34.2** | **3.0** | **1,626,347** | **46.9** | **33,340** | **47,554** | **937,957** | **38.7** | **20,374** | **27,426** | **.0329** | **.0340** |
| Daviess | 87.4 | 88.1 | .8 | 34.2 | 3.0 | 1,626,347 | 46.9 | 33,340 | 47,554 | 937,957 | 38.7 | 20,374 | 27,426 | .0329 | .0340 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Adair | 15.2 | 14.7 | -3.3 | 5.8 | .0 | 214,566 | 43.5 | 25,784 | 36,994 | 89,591 | 39.0 | 11,109 | 15,447 | .0042 | .0043 |
| Allen | 14.6 | 14.6 | .0 | 5.6 | .0 | 189,375 | 39.6 | 24,216 | 33,817 | 89,605 | 41.3 | 11,326 | 16,001 | .0041 | .0040 |
| Anderson | 15.0 | 16.5 | 10.0 | 6.1 | 8.9 | 302,169 | 51.8 | 35,534 | 49,536 | 117,973 | 55.7 | 13,532 | 19,340 | .0051 | .0055 |
| Ballard | 7.7 | 7.3 | -5.2 | 3.0 | -3.2 | 105,803 | 26.4 | 27,001 | 35,268 | 75,981 | 36.7 | 17,933 | 25,327 | .0026 | .0026 |
| Barren | 33.9 | 33.3 | -1.8 | 13.0 | -.8 | 465,408 | 30.6 | 27,193 | 35,801 | 332,500 | 40.7 | 18,038 | 25,577 | .0113 | .0111 |
| Bath | 9.7 | 9.7 | .0 | 3.7 | .0 | 128,349 | 43.2 | 24,229 | 34,689 | 44,153 | 47.8 | 8,072 | 11,933 | .0025 | .0025 |

# METRO/COUNTY 1996 PROJECTIONS

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991–1996 | 12/31/96 Households (Thous.) | % Change 1991–1996 | 1996 EBI ($000) | % Change 1991–1996 | Average Household EBI 1991 | Average Household EBI 1996 | 1996 Retail Sales ($000) | % Change 1991–1996 | Retail Sales Per Household 1991 | Retail Sales Per Household 1996 | Buying Power Index 1991 | Buying Power Index 1996 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **KENTUCKY (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Bell | 31.0 | 29.9 | −3.5 | 10.8 | −4.4 | 289,195 | 23.5 | 20,716 | 26,777 | 287,994 | 30.0 | 19,599 | 26,666 | .0092 | .0086 |
| ☐ Boone | 60.0 | 66.4 | 10.7 | 23.5 | 11.9 | 1,461,785 | 61.4 | 43,141 | 62,204 | 1,187,662 | 48.1 | 38,197 | 50,539 | .0302 | .0335 |
| Bourbon | 19.4 | 20.4 | 5.2 | 7.8 | 6.8 | 348,836 | 51.7 | 31,504 | 44,723 | 121,453 | 28.9 | 12,909 | 15,571 | .0061 | .0064 |
| Boyd | 50.7 | 50.0 | −1.4 | 19.6 | −.5 | 722,485 | 18.7 | 30,899 | 36,861 | 552,150 | 21.7 | 23,040 | 28,171 | .0196 | .0174 |
| Boyle | 25.9 | 26.9 | 3.9 | 9.6 | .0 | 389,457 | 29.3 | 31,386 | 40,568 | 293,522 | 30.9 | 23,352 | 30,575 | .0098 | .0095 |
| Bracken | 7.8 | 7.8 | .0 | 2.9 | .0 | 93,460 | 22.8 | 26,254 | 32,228 | 17,459 | 25.3 | 4,806 | 6,020 | .0019 | .0016 |
| Breathitt | 15.6 | 15.6 | .0 | 5.5 | .0 | 130,302 | 19.3 | 19,864 | 23,691 | 119,624 | 35.1 | 16,095 | 21,750 | .0042 | .0039 |
| Breckinridge | 16.4 | 16.9 | 3.0 | 6.8 | 7.9 | 264,445 | 54.3 | 27,205 | 38,889 | 112,409 | 54.4 | 11,558 | 16,531 | .0048 | .0053 |
| Bullitt | 48.6 | 51.5 | 6.0 | 17.3 | 6.1 | 834,271 | 46.1 | 35,020 | 48,224 | 174,802 | 49.2 | 7,189 | 10,104 | .0133 | .0140 |
| Butler | 11.3 | 11.3 | .0 | 4.2 | .0 | 142,079 | 40.6 | 24,061 | 33,828 | 33,292 | 28.7 | 6,159 | 7,927 | .0028 | .0027 |
| Caldwell | 13.1 | 12.6 | −3.8 | 5.3 | .0 | 210,914 | 43.6 | 27,709 | 39,795 | 131,236 | 30.1 | 19,031 | 24,762 | .0045 | .0045 |
| Calloway | 31.2 | 32.9 | 5.4 | 12.9 | 8.4 | 450,545 | 32.9 | 28,485 | 34,926 | 341,024 | 40.9 | 20,339 | 26,436 | .0111 | .0110 |
| ☐ Campbell | 84.7 | 87.3 | 3.1 | 33.1 | 4.7 | 1,848,974 | 51.5 | 38,631 | 55,860 | 606,056 | 33.1 | 14,410 | 18,310 | .0305 | .0320 |
| Carlisle | 5.1 | 4.7 | −7.8 | 2.1 | .0 | 84,328 | 44.2 | 27,841 | 40,156 | 26,644 | 48.6 | 8,541 | 12,688 | .0015 | .0015 |
| Carroll | 9.4 | 9.9 | 5.3 | 3.5 | .0 | 155,367 | 44.3 | 30,759 | 44,391 | 93,213 | 48.6 | 17,922 | 26,632 | .0032 | .0034 |
| Carter | 24.3 | 24.3 | .0 | 8.7 | .0 | 332,147 | 44.6 | 26,404 | 38,178 | 144,849 | 38.7 | 12,002 | 16,649 | .0067 | .0068 |
| Casey | 14.2 | 14.2 | .0 | 5.4 | .0 | 170,860 | 41.3 | 22,386 | 31,641 | 51,299 | 24.5 | 7,628 | 9,500 | .0035 | .0034 |
| Christian | 68.1 | 64.8 | −4.8 | 20.0 | −6.1 | 938,626 | 29.7 | 33,983 | 46,931 | 411,178 | 17.4 | 16,437 | 20,559 | .0208 | .0189 |
| Clark | 29.9 | 31.3 | 4.7 | 11.6 | 4.5 | 506,344 | 38.5 | 32,935 | 43,650 | 311,353 | 47.0 | 19,084 | 26,841 | .0108 | .0110 |
| Clay | 21.5 | 20.9 | −2.8 | 7.2 | −1.4 | 155,430 | 17.7 | 18,095 | 21,588 | 125,026 | 22.6 | 13,968 | 17,365 | .0052 | .0047 |
| Clinton | 9.1 | 9.1 | .0 | 3.6 | .0 | 107,693 | 44.5 | 20,696 | 29,915 | 52,835 | 34.3 | 10,926 | 14,676 | .0023 | .0023 |
| Crittenden | 9.2 | 9.2 | .0 | 3.6 | .0 | 141,890 | 42.5 | 27,655 | 39,414 | 28,409 | 20.9 | 6,529 | 7,891 | .0024 | .0024 |
| Cumberland | 6.7 | 6.7 | .0 | 2.7 | .0 | 78,597 | 44.3 | 20,177 | 29,110 | 40,006 | 48.6 | 9,973 | 14,817 | .0017 | .0017 |
| Daviess | 87.4 | 88.1 | .8 | 34.2 | 3.0 | 1,626,347 | 46.9 | 33,340 | 47,554 | 937,957 | 38.7 | 20,374 | 27,426 | .0329 | .0340 |
| Edmonson | 10.1 | 9.4 | −6.9 | 3.3 | −10.8 | 89,492 | 15.1 | 21,009 | 27,119 | 24,921 | 25.2 | 5,379 | 7,552 | .0021 | .0019 |
| Elliott | 6.5 | 6.5 | .0 | 2.3 | .0 | 73,244 | 44.2 | 22,079 | 31,845 | 24,972 | 37.5 | 7,898 | 10,857 | .0016 | .0014 |
| Estill | 14.7 | 15.2 | 3.4 | 5.6 | 3.7 | 139,559 | 23.7 | 20,894 | 24,921 | 79,386 | 40.1 | 10,490 | 14,176 | .0035 | .0034 |
| Fayette | 229.3 | 239.0 | 4.2 | 96.5 | 5.7 | 5,505,357 | 49.8 | 40,245 | 57,050 | 3,193,412 | 34.2 | 26,059 | 33,092 | .1066 | .1102 |
| Fleming | 12.4 | 12.9 | 4.0 | 4.6 | .0 | 152,533 | 30.8 | 25,352 | 33,159 | 109,286 | 41.3 | 16,810 | 23,758 | .0038 | .0038 |
| Floyd | 43.3 | 43.2 | −.2 | 16.0 | 2.6 | 583,114 | 48.0 | 25,253 | 36,445 | 344,333 | 45.2 | 15,201 | 21,521 | .0126 | .0132 |
| Franklin | 44.4 | 46.2 | 4.1 | 18.7 | 5.6 | 991,401 | 50.8 | 37,137 | 53,016 | 503,190 | 55.2 | 18,318 | 26,909 | .0176 | .0191 |
| Fulton | 8.1 | 7.7 | −4.9 | 3.3 | .0 | 124,382 | 41.9 | 26,570 | 37,692 | 84,023 | 37.1 | 18,571 | 25,462 | .0029 | .0029 |
| Gallatin | 5.6 | 6.1 | 8.9 | 2.0 | .0 | 94,908 | 44.6 | 32,822 | 47,454 | 15,281 | 21.8 | 6,275 | 7,641 | .0016 | .0015 |
| Garrard | 11.8 | 12.8 | 8.5 | 5.0 | 11.1 | 223,005 | 60.6 | 30,851 | 44,601 | 45,612 | 39.7 | 7,256 | 9,122 | .0032 | .0037 |
| Grant | 16.2 | 17.7 | 9.3 | 6.2 | 8.8 | 297,697 | 57.3 | 33,210 | 48,016 | 114,181 | 32.5 | 15,123 | 18,416 | .0053 | .0057 |
| Graves | 33.6 | 34.0 | 1.2 | 14.0 | 3.7 | 455,332 | 23.7 | 27,265 | 32,524 | 265,184 | 33.7 | 14,691 | 18,942 | .0108 | .0101 |
| Grayson | 21.4 | 22.9 | 7.0 | 8.6 | 6.2 | 295,241 | 45.6 | 25,040 | 34,330 | 127,575 | 41.1 | 11,161 | 14,834 | .0059 | .0061 |
| Green | 10.2 | 9.7 | −4.9 | 4.1 | .0 | 131,813 | 29.5 | 24,824 | 32,150 | 37,833 | 30.5 | 7,071 | 9,228 | .0027 | .0026 |
| Greenup | 36.9 | 37.8 | 2.4 | 14.0 | 3.7 | 508,989 | 23.7 | 30,476 | 36,356 | 133,325 | 26.1 | 7,833 | 9,523 | .0101 | .0093 |
| Hancock | 7.9 | 7.9 | .0 | 2.8 | .0 | 113,298 | 26.6 | 31,955 | 40,464 | 23,463 | 30.0 | 6,448 | 8,380 | .0021 | .0020 |
| Hardin | 89.3 | 90.0 | .8 | 29.0 | −1.7 | 1,482,505 | 40.1 | 35,876 | 51,121 | 989,931 | 45.1 | 23,124 | 34,136 | .0325 | .0333 |
| Harlan | 35.5 | 33.4 | −5.9 | 12.3 | −4.7 | 410,806 | 36.1 | 23,405 | 33,399 | 230,297 | 35.7 | 13,152 | 18,723 | .0097 | .0093 |
| Harrison | 16.4 | 16.9 | 3.0 | 6.7 | 8.1 | 270,806 | 47.5 | 29,618 | 40,419 | 112,882 | 42.7 | 12,760 | 16,848 | .0050 | .0051 |
| Hart | 14.8 | 14.3 | −3.4 | 5.7 | .0 | 146,928 | 19.3 | 21,607 | 25,777 | 77,169 | 35.1 | 10,017 | 13,538 | .0038 | .0035 |
| ☐ Henderson | 43.3 | 44.2 | 2.1 | 17.2 | 3.0 | 765,373 | 38.5 | 33,094 | 44,498 | 468,019 | 45.3 | 19,294 | 27,210 | .0162 | .0164 |
| Henry | 12.9 | 13.4 | 3.9 | 4.9 | .0 | 211,355 | 42.7 | 30,218 | 43,134 | 101,923 | 47.8 | 14,078 | 20,801 | .0041 | .0042 |
| Hickman | 5.4 | 5.0 | −7.4 | 2.2 | .0 | 86,847 | 42.0 | 27,798 | 39,476 | 14,113 | 20.6 | 5,317 | 6,415 | .0014 | .0015 |
| Hopkins | 46.3 | 47.2 | 1.9 | 18.4 | 2.8 | 779,858 | 43.7 | 30,329 | 42,384 | 424,567 | 40.8 | 16,842 | 23,074 | .0160 | .0164 |
| Jackson | 12.1 | 12.6 | 4.1 | 4.4 | .0 | 146,928 | 44.6 | 23,095 | 33,393 | 29,821 | 34.7 | 5,033 | 6,778 | .0025 | .0026 |
| Jefferson | 662.2 | 654.6 | −1.1 | 264.7 | .3 | 13,255,757 | 35.5 | 37,066 | 50,078 | 7,888,957 | 40.7 | 21,243 | 29,803 | .2758 | .2738 |
| Jessamine | 31.8 | 36.0 | 13.2 | 12.5 | 13.6 | 645,966 | 60.9 | 36,492 | 51,677 | 238,357 | 52.6 | 14,202 | 19,069 | .0104 | .0119 |
| Johnson | 23.0 | 22.4 | −2.6 | 8.3 | −1.2 | 311,805 | 41.7 | 26,203 | 37,567 | 198,318 | 37.9 | 17,126 | 23,894 | .0072 | .0071 |
| ☐ Kenton | 143.4 | 147.5 | 2.9 | 55.4 | 3.9 | 2,813,736 | 38.2 | 38,209 | 50,789 | 1,176,444 | 42.5 | 15,488 | 21,235 | .0522 | .0527 |
| Knott | 18.0 | 18.4 | 2.2 | 6.6 | 6.5 | 206,568 | 50.6 | 22,123 | 31,298 | 78,738 | 54.4 | 8,223 | 11,930 | .0042 | .0043 |
| Knox | 29.6 | 29.6 | .0 | 10.7 | .0 | 353,055 | 41.3 | 23,354 | 32,996 | 211,742 | 32.1 | 14,985 | 19,789 | .0082 | .0083 |
| Larue | 11.8 | 12.3 | 4.2 | 5.1 | 10.9 | 207,765 | 56.9 | 28,796 | 40,738 | 44,373 | 33.5 | 7,226 | 8,701 | .0032 | .0035 |
| Laurel | 44.5 | 47.9 | 7.6 | 17.5 | 9.4 | 649,997 | 51.8 | 26,767 | 37,143 | 378,772 | 56.9 | 15,085 | 21,644 | .0133 | .0144 |
| Lawrence | 14.0 | 14.0 | .0 | 5.0 | .0 | 156,438 | 33.7 | 23,400 | 31,288 | 70,230 | 30.0 | 10,803 | 14,046 | .0036 | .0034 |
| Lee | 7.7 | 7.5 | −2.6 | 2.7 | .0 | 79,226 | 41.8 | 20,686 | 29,343 | 43,825 | 47.3 | 11,022 | 16,231 | .0018 | .0019 |
| Leslie | 13.6 | 13.6 | .0 | 4.7 | .0 | 177,031 | 44.6 | 26,056 | 37,666 | 52,410 | 48.7 | 7,498 | 11,151 | .0033 | .0034 |
| Letcher | 26.6 | 26.0 | −2.3 | 9.5 | −1.0 | 273,703 | 29.8 | 21,972 | 28,811 | 141,813 | 27.3 | 11,605 | 14,928 | .0067 | .0064 |
| Lewis | 13.0 | 13.0 | .0 | 4.7 | .0 | 116,824 | 19.2 | 20,844 | 24,856 | 36,844 | 22.9 | 6,380 | 7,839 | .0029 | .0025 |
| Lincoln | 20.3 | 21.2 | 4.4 | 8.1 | 6.6 | 289,007 | 51.0 | 25,181 | 35,680 | 84,355 | 42.2 | 7,808 | 10,414 | .0052 | .0054 |
| Livingston | 8.9 | 8.4 | −5.6 | 3.6 | .0 | 132,821 | 34.1 | 27,506 | 36,895 | 42,438 | 43.1 | 8,236 | 11,788 | .0025 | .0025 |
| Logan | 24.7 | 25.6 | 3.6 | 9.8 | 4.3 | 412,696 | 49.5 | 29,361 | 42,112 | 161,220 | 54.2 | 11,124 | 16,451 | .0073 | .0079 |
| Lyon | 6.7 | 6.9 | 3.0 | 2.3 | .0 | 79,415 | 19.3 | 28,952 | 34,528 | 16,933 | 35.1 | 5,448 | 7,362 | .0016 | .0014 |

# METRO/COUNTY 1996 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991-1996 | 12/31/96 Households (Thous.) | % Change 1991-1996 | 1996 EBI ($000) | % Change 1991-1996 | Average Household EBI 1991 | Average Household EBI 1996 | 1996 Retail Sales ($000) | % Change 1991-1996 | Retail Sales Per Household 1991 | Retail Sales Per Household 1996 | Buying Power Index 1991 | Buying Power Index 1996 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **KENTUCKY (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| McCracken | 63.2 | 64.5 | 2.1 | 26.8 | 3.9 | 1,287,965 | 48.4 | 33,631 | 48,058 | 902,322 | 37.1 | 25,502 | 33,669 | .0275 | .0284 |
| McCreary | 15.5 | 15.5 | .0 | 5.4 | .0 | 109,267 | 26.2 | 16,037 | 20,235 | 45,597 | 26.0 | 6,703 | 8,444 | .0029 | .0027 |
| McLean | 9.6 | 9.6 | .0 | 3.7 | .0 | 120,918 | 23.7 | 26,413 | 32,681 | 22,164 | 21.7 | 4,921 | 5,990 | .0024 | .0022 |
| Madison | 58.7 | 61.4 | 4.6 | 21.4 | 4.9 | 959,660 | 48.7 | 31,635 | 44,844 | 467,774 | 34.0 | 17,111 | 21,859 | .0191 | .0197 |
| Magoffin | 12.9 | 12.3 | -4.7 | 4.3 | -2.3 | 134,332 | 41.3 | 21,611 | 31,240 | 53,977 | 45.3 | 8,440 | 12,553 | .0029 | .0029 |
| Marion | 16.9 | 16.9 | .0 | 5.7 | .0 | 216,519 | 35.0 | 28,147 | 37,986 | 88,752 | 42.1 | 10,961 | 15,571 | .0045 | .0044 |
| Marshall | 27.5 | 28.4 | 3.3 | 11.4 | 4.6 | 505,903 | 48.0 | 31,350 | 44,377 | 196,202 | 30.5 | 13,792 | 17,211 | .0092 | .0094 |
| Martin | 12.3 | 11.7 | -4.9 | 4.2 | -2.3 | 129,609 | 22.0 | 24,711 | 30,859 | 83,373 | 34.9 | 14,369 | 19,851 | .0034 | .0032 |
| Mason | 16.6 | 16.6 | .0 | 6.5 | .0 | 232,956 | 32.6 | 27,031 | 35,839 | 192,305 | 42.3 | 20,792 | 29,585 | .0059 | .0058 |
| Meade | 24.7 | 26.1 | 5.7 | 8.8 | 6.0 | 378,687 | 49.9 | 30,446 | 43,033 | 114,153 | 39.1 | 9,884 | 12,972 | .0068 | .0070 |
| Menifee | 5.1 | 5.1 | .0 | 1.8 | .0 | 61,152 | 44.5 | 23,517 | 33,973 | 17,375 | 32.7 | 7,274 | 9,653 | .0011 | .0012 |
| Mercer | 19.2 | 19.7 | 2.6 | 7.4 | .0 | 329,250 | 42.8 | 31,155 | 44,493 | 135,988 | 45.9 | 12,596 | 18,377 | .0061 | .0063 |
| Metcalfe | 9.0 | 9.0 | .0 | 3.4 | .0 | 115,691 | 44.5 | 23,544 | 34,027 | 53,815 | 46.2 | 10,824 | 15,828 | .0024 | .0025 |
| Monroe | 11.3 | 11.3 | .0 | 4.5 | .0 | 151,084 | 42.3 | 23,597 | 33,574 | 71,236 | 42.3 | 11,125 | 15,830 | .0032 | .0032 |
| Montgomery | 19.6 | 20.0 | 2.0 | 7.3 | .0 | 247,315 | 25.6 | 26,969 | 33,879 | 187,448 | 32.6 | 19,367 | 25,678 | .0065 | .0062 |
| Morgan | 12.1 | 12.0 | -.8 | 4.1 | .0 | 131,120 | 43.3 | 22,324 | 31,980 | 62,323 | 23.4 | 12,318 | 15,201 | .0030 | .0029 |
| Muhlenberg | 31.1 | 30.5 | -1.9 | 11.5 | -.9 | 366,847 | 18.3 | 26,742 | 31,900 | 194,429 | 23.9 | 13,524 | 16,907 | .0091 | .0083 |
| Nelson | 30.3 | 32.2 | 6.3 | 11.7 | 9.3 | 548,602 | 57.1 | 32,642 | 46,889 | 234,044 | 54.1 | 14,198 | 20,004 | .0096 | .0105 |
| Nicholas | 6.7 | 6.7 | .0 | 2.6 | .0 | 87,036 | 32.4 | 25,291 | 33,475 | 13,858 | 20.6 | 4,418 | 5,330 | .0017 | .0016 |
| Ohio | 20.9 | 20.3 | -2.9 | 7.8 | .0 | 249,456 | 34.5 | 23,779 | 31,982 | 144,165 | 43.3 | 12,896 | 18,483 | .0058 | .0056 |
| Oldham | 36.2 | 42.0 | 16.0 | 13.2 | 17.9 | 815,378 | 50.0 | 48,531 | 61,771 | 197,890 | 34.5 | 13,132 | 14,992 | .0126 | .0135 |
| Owen | 9.2 | 9.7 | 5.4 | 3.4 | .0 | 148,565 | 44.6 | 30,224 | 43,696 | 43,429 | 27.0 | 10,055 | 12,773 | .0027 | .0027 |
| Owsley | 4.9 | 4.5 | -8.2 | 1.8 | .0 | 49,942 | 44.5 | 19,199 | 27,746 | 13,606 | 34.6 | 5,615 | 7,559 | .0009 | .0010 |
| Pendleton | 12.3 | 13.3 | 8.1 | 5.0 | 11.1 | 227,099 | 60.6 | 31,414 | 45,420 | 54,715 | 49.6 | 8,127 | 10,943 | .0034 | .0039 |
| Perry | 29.9 | 29.3 | -2.0 | 10.5 | .0 | 385,489 | 43.4 | 25,610 | 36,713 | 295,492 | 48.1 | 19,005 | 28,142 | .0093 | .0094 |
| Pike | 71.3 | 68.0 | -4.6 | 24.7 | -3.9 | 872,373 | 30.8 | 25,956 | 35,319 | 671,767 | 38.6 | 18,865 | 27,197 | .0226 | .0218 |
| Powell | 12.0 | 13.0 | 8.3 | 4.7 | 11.9 | 125,452 | 33.5 | 22,374 | 26,692 | 58,796 | 51.2 | 9,256 | 12,510 | .0028 | .0030 |
| Pulaski | 50.5 | 53.9 | 6.7 | 20.8 | 7.8 | 726,075 | 44.8 | 25,988 | 34,907 | 516,250 | 38.2 | 19,362 | 24,820 | .0170 | .0173 |
| Robertson | 2.1 | 2.1 | .0 | .8 | .0 | 28,781 | 42.4 | 25,266 | 35,976 | 3,253 | 20.8 | 3,366 | 4,066 | .0003 | .0005 |
| Rockcastle | 15.1 | 16.1 | 6.6 | 6.1 | 8.9 | 203,734 | 55.6 | 23,375 | 33,399 | 51,659 | 32.9 | 6,941 | 8,469 | .0037 | .0038 |
| Rowan | 20.9 | 21.7 | 3.8 | 7.4 | 7.2 | 272,380 | 52.6 | 25,871 | 36,808 | 179,029 | 47.6 | 17,573 | 24,193 | .0061 | .0065 |
| Russell | 15.0 | 16.0 | 6.7 | 6.5 | 8.3 | 178,354 | 29.2 | 23,003 | 27,439 | 93,622 | 32.5 | 11,780 | 14,403 | .0040 | .0041 |
| Scott | 24.8 | 27.4 | 10.5 | 9.9 | 12.5 | 565,228 | 62.7 | 39,488 | 57,094 | 155,032 | 44.2 | 12,214 | 15,660 | .0085 | .0094 |
| Shelby | 25.5 | 27.9 | 9.4 | 10.3 | 10.8 | 595,080 | 60.1 | 39,956 | 57,775 | 176,213 | 35.6 | 13,973 | 17,108 | .0091 | .0100 |
| Simpson | 15.1 | 15.1 | .0 | 5.8 | .0 | 245,552 | 39.6 | 30,337 | 42,337 | 144,024 | 46.0 | 17,004 | 24,832 | .0052 | .0054 |
| Spencer | 7.0 | 7.5 | 7.1 | 2.5 | .0 | 123,374 | 44.6 | 34,137 | 49,350 | 18,697 | 24.1 | 6,027 | 7,479 | .0020 | .0019 |
| Taylor | 21.4 | 22.1 | 3.3 | 8.7 | 4.8 | 263,941 | 25.0 | 25,431 | 30,338 | 178,731 | 34.4 | 16,017 | 20,544 | .0066 | .0063 |
| Todd | 11.0 | 11.5 | 4.5 | 4.1 | .0 | 160,468 | 42.4 | 27,485 | 39,139 | 31,200 | 34.5 | 5,658 | 7,610 | .0028 | .0028 |
| Trigg | 10.4 | 10.4 | .0 | 4.1 | .0 | 138,111 | 25.7 | 26,803 | 33,686 | 53,759 | 32.7 | 9,878 | 13,112 | .0030 | .0029 |
| Trimble | 6.1 | 6.1 | .0 | 2.3 | .0 | 104,292 | 44.3 | 31,418 | 45,344 | 9,372 | 48.6 | 2,742 | 4,075 | .0015 | .0016 |
| Union | 16.3 | 15.8 | -3.1 | 5.5 | .0 | 303,240 | 44.6 | 38,134 | 55,135 | 110,288 | 26.6 | 15,833 | 20,052 | .0056 | .0054 |
| Warren | 77.2 | 78.0 | 1.0 | 29.7 | 2.4 | 1,379,724 | 41.7 | 33,575 | 46,455 | 1,142,457 | 48.9 | 26,456 | 38,467 | .0317 | .0331 |
| Washington | 10.4 | 10.4 | .0 | 3.7 | .0 | 149,951 | 39.3 | 29,089 | 40,527 | 43,007 | 38.5 | 8,392 | 11,624 | .0028 | .0028 |
| Wayne | 17.6 | 18.1 | 2.8 | 7.1 | 7.6 | 213,748 | 55.6 | 20,820 | 30,105 | 95,845 | 56.0 | 9,307 | 13,499 | .0043 | .0046 |
| Webster | 13.6 | 12.8 | -5.9 | 4.8 | -7.7 | 214,126 | 33.5 | 30,856 | 44,610 | 84,003 | 26.1 | 12,811 | 17,501 | .0044 | .0040 |
| Whitley | 33.5 | 34.5 | 3.0 | 12.7 | 4.1 | 468,053 | 50.5 | 25,487 | 36,855 | 306,630 | 37.1 | 18,328 | 24,144 | .0103 | .0109 |
| Wolfe | 6.4 | 6.0 | -6.3 | 2.5 | .0 | 60,648 | 37.0 | 17,708 | 24,259 | 24,363 | 44.7 | 6,736 | 9,745 | .0014 | .0013 |
| Woodford | 20.4 | 21.2 | 3.9 | 7.9 | 6.8 | 459,425 | 49.6 | 41,514 | 58,155 | 129,256 | 34.8 | 12,957 | 16,362 | .0073 | .0077 |
| **TOTAL METRO COUNTIES** | **1,726.9** | **1,761.7** | **2.0** | **677.4** | **3.2** | **34,550,104** | **41.7** | **37,146** | **51,004** | **18,204,365** | **38.5** | **20,013** | **26,874** | **.6797** | **.6889** |
| **TOTAL STATE** | **3,704.2** | **3,763.9** | **1.6** | **1,424.9** | **2.6** | **62,974,580** | **41.2** | **32,116** | **44,196** | **33,555,408** | **39.2** | **17,358** | **23,549** | **1.2868** | **1.3021** |
| **LOUISIANA** | | | | | | | | | | | | | | | |
| **ALEXANDRIA** | **132.0** | **136.4** | **3.3** | **47.5** | **3.3** | **2,137,286** | **42.4** | **32,639** | **44,995** | **1,498,687** | **45.6** | **22,380** | **31,551** | **.0475** | **.0492** |
| Rapides | 132.0 | 136.4 | 3.3 | 47.5 | 3.3 | 2,137,286 | 42.4 | 32,639 | 44,995 | 1,498,687 | 45.6 | 22,380 | 31,551 | .0475 | .0492 |
| **BATON ROUGE** | **533.0** | **556.3** | **4.4** | **200.2** | **5.2** | **10,723,354** | **44.9** | **38,884** | **53,563** | **5,914,155** | **42.5** | **21,804** | **29,541** | **.2099** | **.2179** |
| Ascension | 59.4 | 63.7 | 7.2 | 21.2 | 7.6 | 1,017,885 | 46.8 | 35,192 | 48,013 | 594,658 | 53.3 | 19,694 | 28,050 | .0204 | .0219 |
| East Baton Rouge | 382.4 | 397.5 | 3.9 | 146.7 | 4.9 | 8,280,587 | 45.6 | 40,694 | 56,446 | 4,787,508 | 40.6 | 24,361 | 32,635 | .1626 | .1686 |
| Livingston | 71.6 | 74.6 | 4.2 | 25.1 | 4.1 | 1,142,773 | 42.4 | 33,293 | 45,529 | 403,271 | 50.5 | 11,116 | 16,067 | .0209 | .0216 |
| West Baton Rouge | 19.6 | 20.5 | 4.6 | 7.2 | 7.5 | 282,109 | 31.2 | 32,099 | 39,182 | 128,718 | 46.8 | 13,084 | 17,878 | .0060 | .0058 |
| **HOUMA - THIBODAUX** | **182.8** | **184.8** | **1.1** | **61.6** | **1.7** | **2,794,202** | **41.0** | **32,702** | **45,360** | **1,761,215** | **47.8** | **19,669** | **28,591** | **.0606** | **.0625** |
| Lafourche | 86.0 | 87.4 | 1.6 | 29.6 | 2.4 | 1,327,882 | 42.5 | 32,251 | 44,861 | 685,330 | 49.3 | 15,881 | 23,153 | .0269 | .0278 |
| Terrebonne | 96.8 | 97.4 | .6 | 32.0 | .9 | 1,466,320 | 39.7 | 33,114 | 45,823 | 1,075,885 | 46.8 | 23,122 | 33,621 | .0337 | .0347 |

# METRO/COUNTY 1996 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991–1996 | 12/31/96 Households (Thous.) | % Change 1991–1996 | 1996 EBI ($000) | % Change 1991–1996 | Average Household EBI 1991 | Average Household EBI 1996 | 1996 Retail Sales ($000) | % Change 1991–1996 | Retail Sales Per Household 1991 | Retail Sales Per Household 1996 | Buying Power Index 1991 | Buying Power Index 1996 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **LOUISIANA (continued)** | | | | | | | | | | | | | | | |
| **LAFAYETTE** | **209.9** | **216.8** | **3.3** | **79.3** | **4.9** | **3,613,285** | **40.6** | **33,999** | **45,565** | **2,498,355** | **49.8** | **22,060** | **31,505** | **.0785** | **.0817** |
| Lafayette | 165.7 | 171.3 | 3.4 | 64.1 | 5.3 | 3,153,093 | 43.7 | 36,038 | 49,190 | 2,322,362 | 52.0 | 25,091 | 36,230 | .0676 | .0717 |
| St. Martin | 44.2 | 45.5 | 2.9 | 15.2 | 3.4 | 460,192 | 22.5 | 25,556 | 30,276 | 175,993 | 26.0 | 9,504 | 11,578 | .0109 | .0100 |
| **LAKE CHARLES** | **170.1** | **176.8** | **3.9** | **63.8** | **4.9** | **3,087,638** | **44.2** | **35,221** | **48,396** | **1,692,436** | **42.3** | **19,564** | **26,527** | **.0618** | **.0638** |
| Calcasieu | 170.1 | 176.8 | 3.9 | 63.8 | 4.9 | 3,087,638 | 44.2 | 35,221 | 48,396 | 1,692,436 | 42.3 | 19,564 | 26,527 | .0618 | .0638 |
| **MONROE** | **142.8** | **144.5** | **1.2** | **51.1** | **1.4** | **2,271,351** | **37.3** | **32,812** | **44,449** | **1,841,189** | **44.2** | **25,329** | **36,031** | **.0544** | **.0552** |
| Ouachita | 142.8 | 144.5 | 1.2 | 51.1 | 1.4 | 2,271,351 | 37.3 | 32,812 | 44,449 | 1,841,189 | 44.2 | 25,329 | 36,031 | .0544 | .0552 |
| **NEW ORLEANS** | **1,244.0** | **1,278.7** | **2.8** | **473.6** | **3.6** | **24,029,489** | **42.5** | **36,900** | **50,738** | **13,909,614** | **41.7** | **21,475** | **29,370** | **.4856** | **.4984** |
| Jefferson | 450.9 | 465.1 | 3.1 | 174.4 | 4.1 | 9,434,042 | 43.8 | 39,146 | 54,094 | 6,350,991 | 41.0 | 26,879 | 36,416 | .1977 | .2038 |
| Orleans | 493.3 | 495.1 | .4 | 188.4 | 1.0 | 8,689,448 | 38.9 | 33,519 | 46,122 | 4,530,883 | 35.2 | 17,963 | 24,049 | .1779 | .1766 |
| St. Bernard | 67.0 | 68.8 | 2.7 | 24.3 | 4.3 | 1,123,703 | 42.1 | 33,928 | 46,243 | 614,141 | 50.5 | 17,516 | 25,273 | .0226 | .0236 |
| St. Charles | 43.1 | 45.0 | 4.4 | 15.5 | 6.2 | 816,215 | 44.2 | 38,763 | 52,659 | 182,168 | 40.6 | 8,875 | 11,753 | .0131 | .0135 |
| St. John the Baptist | 40.7 | 42.6 | 4.7 | 14.0 | 7.7 | 590,958 | 30.7 | 34,780 | 42,211 | 305,410 | 46.7 | 16,010 | 21,815 | .0126 | .0126 |
| St. Tammany | 149.0 | 162.1 | 8.8 | 57.0 | 9.6 | 3,375,123 | 50.5 | 43,135 | 59,213 | 1,926,021 | 58.7 | 23,334 | 33,790 | .0617 | .0683 |
| **SHREVEPORT** | **336.4** | **349.4** | **3.9** | **131.3** | **5.3** | **6,201,299** | **43.9** | **34,569** | **47,230** | **3,590,379** | **40.2** | **20,534** | **27,345** | **.1265** | **.1301** |
| Bossier | 87.4 | 90.9 | 4.0 | 32.5 | 5.2 | 1,586,547 | 43.9 | 35,680 | 48,817 | 862,640 | 45.7 | 19,158 | 26,543 | .0315 | .0327 |
| Caddo | 249.0 | 258.5 | 3.8 | 98.8 | 5.3 | 4,614,752 | 43.8 | 34,203 | 46,708 | 2,727,739 | 38.6 | 20,987 | 27,609 | .0950 | .0974 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Acadia | 56.0 | 58.3 | 4.1 | 20.4 | 5.2 | 680,000 | 38.1 | 25,381 | 33,333 | 316,720 | 43.1 | 11,406 | 15,525 | .0146 | .0147 |
| Allen | 22.5 | 23.6 | 4.9 | 7.2 | 1.4 | 249,130 | 38.2 | 25,389 | 34,601 | 103,202 | 30.2 | 11,160 | 14,334 | .0056 | .0056 |
| Ascension | 59.4 | 63.7 | 7.2 | 21.2 | 7.6 | 1,017,885 | 46.8 | 35,192 | 48,013 | 594,658 | 53.3 | 19,694 | 28,050 | .0204 | .0219 |
| Assumption | 22.8 | 23.7 | 3.9 | 7.8 | 5.4 | 301,681 | 44.3 | 28,257 | 38,677 | 89,429 | 40.9 | 8,575 | 11,465 | .0057 | .0058 |
| Avoyelles | 39.0 | 38.9 | -.3 | 13.4 | .0 | 432,089 | 38.2 | 23,335 | 32,245 | 233,662 | 42.6 | 12,226 | 17,437 | .0099 | .0099 |
| Beauregard | 30.3 | 31.7 | 4.6 | 10.9 | 4.8 | 501,056 | 44.3 | 33,379 | 45,968 | 256,046 | 52.0 | 16,195 | 23,490 | .0098 | .0104 |
| Bienville | 16.0 | 16.4 | 2.5 | 6.3 | 6.8 | 233,645 | 48.5 | 26,665 | 37,087 | 71,919 | 38.0 | 8,835 | 11,416 | .0042 | .0044 |
| Bossier | 87.4 | 90.9 | 4.0 | 32.5 | 5.2 | 1,586,547 | 43.9 | 35,680 | 48,817 | 862,640 | 45.7 | 19,158 | 26,543 | .0315 | .0327 |
| Caddo | 249.0 | 258.5 | 3.8 | 98.8 | 5.3 | 4,614,752 | 43.8 | 34,203 | 46,708 | 2,727,739 | 38.6 | 20,987 | 27,609 | .0950 | .0974 |
| Calcasieu | 170.1 | 176.8 | 3.9 | 63.8 | 4.9 | 3,087,638 | 44.2 | 35,221 | 48,396 | 1,692,436 | 42.3 | 19,564 | 26,527 | .0618 | .0638 |
| Caldwell | 9.8 | 10.3 | 5.1 | 3.5 | .0 | 127,325 | 37.9 | 26,375 | 36,379 | 69,624 | 40.8 | 14,123 | 19,893 | .0028 | .0028 |
| Cameron | 9.2 | 9.2 | .0 | 3.1 | .0 | 150,697 | 39.0 | 34,964 | 48,612 | 45,344 | 45.8 | 10,035 | 14,627 | .0027 | .0027 |
| Catahoula | 10.9 | 10.9 | .0 | 3.9 | .0 | 121,375 | 28.4 | 24,246 | 31,122 | 52,739 | 39.6 | 9,684 | 13,523 | .0027 | .0026 |
| Claiborne | 17.5 | 18.0 | 2.9 | 6.2 | 1.6 | 229,988 | 40.0 | 26,936 | 37,095 | 100,008 | 47.4 | 11,121 | 16,130 | .0047 | .0048 |
| Concordia | 20.6 | 21.0 | 1.9 | 7.2 | .0 | 273,219 | 38.1 | 27,476 | 37,947 | 98,191 | 37.0 | 9,952 | 13,638 | .0054 | .0055 |
| De Soto | 25.3 | 25.7 | 1.6 | 9.1 | .0 | 260,282 | 17.9 | 24,261 | 28,602 | 99,543 | 21.5 | 9,002 | 10,939 | .0064 | .0056 |
| East Baton Rouge | 382.4 | 397.5 | 3.9 | 146.7 | 4.9 | 8,280,587 | 45.6 | 40,694 | 56,446 | 4,787,508 | 40.6 | 24,361 | 32,635 | .1626 | .1686 |
| East Carroll | 9.6 | 9.6 | .0 | 3.1 | .0 | 91,838 | 37.7 | 21,522 | 29,625 | 57,196 | 45.0 | 12,723 | 18,450 | .0022 | .0023 |
| East Feliciana | 19.7 | 20.6 | 4.6 | 6.0 | 7.1 | 262,967 | 49.0 | 31,509 | 43,828 | 65,965 | 56.2 | 7,541 | 10,994 | .0046 | .0048 |
| Evangeline | 33.1 | 33.0 | -.3 | 11.7 | .0 | 367,136 | 37.2 | 22,873 | 31,379 | 177,222 | 38.1 | 10,966 | 15,147 | .0083 | .0082 |
| Franklin | 22.2 | 22.1 | -.5 | 7.7 | .0 | 208,093 | 17.9 | 22,923 | 27,025 | 135,394 | 27.3 | 13,814 | 17,584 | .0059 | .0053 |
| Grant | 17.7 | 18.7 | 5.6 | 6.9 | 7.8 | 221,744 | 36.2 | 25,443 | 32,137 | 43,004 | 35.9 | 4,945 | 6,232 | .0041 | .0042 |
| Iberia | 68.3 | 69.5 | 1.8 | 23.3 | 2.2 | 930,636 | 32.9 | 30,717 | 39,941 | 587,077 | 44.0 | 17,880 | 25,196 | .0215 | .0214 |
| Iberville | 31.9 | 32.5 | 1.9 | 9.7 | .0 | 397,891 | 27.3 | 32,222 | 41,020 | 210,451 | 39.5 | 15,558 | 21,696 | .0092 | .0087 |
| Jackson | 15.5 | 15.5 | .0 | 5.7 | .0 | 241,603 | 38.2 | 30,667 | 42,386 | 115,589 | 45.3 | 13,955 | 20,279 | .0049 | .0050 |
| Jefferson | 450.9 | 465.1 | 3.1 | 174.4 | 4.1 | 9,434,042 | 43.8 | 39,146 | 54,094 | 6,350,991 | 41.0 | 26,879 | 36,416 | .1977 | .2038 |
| Jefferson Davis | 30.5 | 30.4 | -.3 | 10.6 | .0 | 433,236 | 39.1 | 29,384 | 40,871 | 260,426 | 45.8 | 16,852 | 24,568 | .0096 | .0095 |
| Lafayette | 165.7 | 171.3 | 3.4 | 64.1 | 5.3 | 3,153,093 | 43.7 | 36,038 | 49,190 | 2,322,362 | 52.0 | 25,091 | 36,230 | .0676 | .0717 |
| Lafourche | 86.0 | 87.4 | 1.6 | 29.6 | 2.4 | 1,327,882 | 42.5 | 32,251 | 44,861 | 685,330 | 49.3 | 15,881 | 23,153 | .0269 | .0278 |
| La Salle | 13.4 | 13.4 | .0 | 5.0 | .0 | 193,856 | 38.3 | 28,037 | 38,771 | 104,194 | 45.4 | 14,336 | 20,839 | .0041 | .0042 |
| Lincoln | 42.0 | 42.7 | 1.7 | 14.3 | 3.6 | 664,515 | 44.1 | 33,409 | 46,470 | 384,627 | 49.9 | 18,599 | 26,897 | .0136 | .0143 |
| Livingston | 71.6 | 74.6 | 4.2 | 25.1 | 4.1 | 1,142,773 | 42.4 | 33,293 | 45,529 | 403,271 | 50.5 | 11,116 | 16,067 | .0209 | .0216 |
| Madison | 12.2 | 12.2 | .0 | 4.2 | .0 | 133,204 | 38.4 | 22,911 | 31,715 | 87,550 | 32.6 | 15,726 | 20,845 | .0033 | .0033 |
| Morehouse | 32.1 | 33.5 | 4.4 | 11.5 | 4.5 | 400,472 | 33.9 | 27,184 | 34,824 | 208,512 | 31.9 | 14,375 | 18,131 | .0092 | .0089 |
| Natchitoches | 36.7 | 37.7 | 2.7 | 13.1 | 4.0 | 438,971 | 34.8 | 25,845 | 33,509 | 304,132 | 42.8 | 16,905 | 23,216 | .0108 | .0109 |
| Orleans | 493.3 | 495.1 | .4 | 188.4 | 1.0 | 8,689,448 | 38.9 | 33,519 | 46,122 | 4,530,883 | 35.2 | 17,963 | 24,049 | .1779 | .1766 |
| Ouachita | 142.8 | 144.5 | 1.2 | 51.1 | 1.4 | 2,271,351 | 37.3 | 32,812 | 44,449 | 1,841,189 | 44.2 | 25,329 | 36,031 | .0544 | .0552 |
| Plaquemines | 25.6 | 26.0 | 1.6 | 8.2 | .0 | 345,628 | 30.5 | 32,311 | 42,150 | 265,181 | 41.1 | 22,912 | 32,339 | .0087 | .0086 |
| Pointe Coupee | 22.4 | 22.3 | -.4 | 7.7 | .0 | 269,634 | 27.1 | 27,545 | 35,017 | 98,009 | 26.5 | 10,064 | 12,728 | .0059 | .0054 |
| Rapides | 132.0 | 136.4 | 3.3 | 47.5 | 3.3 | 2,137,286 | 42.4 | 32,639 | 44,995 | 1,498,687 | 45.6 | 22,380 | 31,551 | .0475 | .0492 |
| Red River | 9.4 | 9.9 | 5.3 | 3.3 | .0 | 100,727 | 33.0 | 22,952 | 30,523 | 52,250 | 29.6 | 12,214 | 15,833 | .0025 | .0024 |
| Richland | 20.4 | 20.3 | -.5 | 7.0 | .0 | 234,147 | 32.5 | 25,243 | 33,450 | 111,293 | 17.9 | 13,482 | 15,899 | .0055 | .0052 |
| Sabine | 22.5 | 22.4 | -.4 | 8.3 | .0 | 303,831 | 37.6 | 26,607 | 36,606 | 146,960 | 36.9 | 12,936 | 17,706 | .0065 | .0063 |
| St. Bernard | 67.0 | 68.8 | 2.7 | 24.3 | 4.3 | 1,123,703 | 42.1 | 33,928 | 46,243 | 614,141 | 50.5 | 17,516 | 25,273 | .0226 | .0236 |
| St. Charles | 43.1 | 45.0 | 4.4 | 15.5 | 6.2 | 816,215 | 44.2 | 38,763 | 52,659 | 182,168 | 40.6 | 8,875 | 11,753 | .0131 | .0135 |
| St. Helena | 9.8 | 9.8 | .0 | 3.3 | .0 | 87,279 | 17.9 | 22,434 | 26,448 | 10,961 | 34.4 | 2,472 | 3,322 | .0019 | .0018 |
| St. James | 21.0 | 21.9 | 4.3 | 7.0 | 7.7 | 308,133 | 46.4 | 32,378 | 44,019 | 90,247 | 41.3 | 9,825 | 12,892 | .0056 | .0057 |

# METRO/COUNTY 1996 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991-1996 | 12/31/96 Households (Thous.) | % Change 1991-1996 | 1996 EBI ($000) | % Change 1991-1996 | Average Household EBI | | 1996 Retail Sales ($000) | % Change 1991-1996 | Retail Sales Per Household | | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 1991 | 1996 | | | 1991 | 1996 | 1991 | 1996 |
| **LOUISIANA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| St. John the Baptist | 40.7 | 42.6 | 4.7 | 14.0 | 7.7 | 590,958 | 30.7 | 34,780 | 42,211 | 305,410 | 46.7 | 16,010 | 21,815 | .0126 | .0126 |
| St. Landry | 80.0 | 81.2 | 1.5 | 28.3 | 3.3 | 1,006,271 | 42.5 | 25,770 | 35,557 | 517,969 | 41.8 | 13,335 | 18,303 | .0218 | .0222 |
| St. Martin | 44.2 | 45.5 | 2.9 | 15.2 | 3.4 | 460,192 | 22.5 | 25,556 | 30,276 | 175,993 | 26.0 | 9,504 | 11,578 | .0109 | .0100 |
| St. Mary | 57.3 | 58.1 | 1.4 | 19.7 | 2.6 | 794,349 | 40.0 | 29,555 | 40,322 | 368,804 | 39.8 | 13,742 | 18,721 | .0165 | .0166 |
| St. Tammany | 149.0 | 162.1 | 8.8 | 57.0 | 9.6 | 3,375,123 | 50.5 | 43,135 | 59,213 | 1,926,021 | 58.7 | 23,334 | 33,790 | .0617 | .0683 |
| Tangipahoa | 86.5 | 90.1 | 4.2 | 31.5 | 5.4 | 1,249,307 | 46.5 | 28,512 | 39,661 | 1,057,210 | 53.6 | 23,020 | 33,562 | .0296 | .0318 |
| Tensas | 7.0 | 7.0 | .0 | 2.5 | .0 | 88,970 | 38.7 | 25,650 | 35,588 | 19,001 | 19.2 | 6,376 | 7,600 | .0017 | .0015 |
| Terrebonne | 96.8 | 97.4 | .6 | 32.0 | .9 | 1,466,320 | 39.7 | 33,114 | 45,823 | 1,075,885 | 46.8 | 23,122 | 33,621 | .0337 | .0347 |
| Union | 20.8 | 21.7 | 4.3 | 8.1 | 6.6 | 331,003 | 48.2 | 29,381 | 40,865 | 99,672 | 49.3 | 8,786 | 12,305 | .0058 | .0061 |
| Vermilion | 50.1 | 50.9 | 1.6 | 18.3 | 2.8 | 749,828 | 43.0 | 29,458 | 40,974 | 302,381 | 41.3 | 12,020 | 16,524 | .0145 | .0147 |
| Vernon | 62.8 | 67.4 | 7.3 | 21.5 | 9.1 | 732,592 | 28.7 | 28,902 | 34,074 | 314,887 | 40.9 | 11,345 | 14,646 | .0164 | .0161 |
| Washington | 43.3 | 44.6 | 3.0 | 16.0 | 3.2 | 598,414 | 43.2 | 26,964 | 37,401 | 262,359 | 36.8 | 12,377 | 16,397 | .0121 | .0123 |
| Webster | 42.3 | 44.7 | 5.7 | 17.0 | 6.3 | 658,277 | 46.5 | 28,090 | 38,722 | 352,532 | 40.5 | 15,681 | 20,737 | .0134 | .0141 |
| West Baton Rouge | 19.6 | 20.5 | 4.6 | 7.2 | 7.5 | 282,109 | 31.2 | 32,099 | 39,182 | 128,718 | 46.8 | 13,084 | 17,878 | .0060 | .0058 |
| West Carroll | 12.1 | 12.6 | 4.1 | 4.4 | .0 | 151,629 | 39.1 | 24,782 | 34,461 | 158,504 | 32.6 | 27,171 | 36,024 | .0043 | .0044 |
| West Feliciana | 13.0 | 12.4 | -4.6 | 2.2 | -18.5 | 88,677 | -4.0 | 34,193 | 40,308 | 28,010 | -1.0 | 10,478 | 12,732 | .0027 | .0021 |
| Winn | 16.3 | 16.3 | .0 | 5.8 | .0 | 223,464 | 37.6 | 28,002 | 38,528 | 122,386 | 36.3 | 15,484 | 21,101 | .0050 | .0049 |
| **TOTAL METRO COUNTIES** | **2,951.0** | **3,043.7** | **3.1** | **1,108.4** | **4.0** | **54,857,904** | **42.8** | **36,064** | **49,493** | **32,706,030** | **42.9** | **21,475** | **29,507** | **1.1248** | **1.1588** |
| **TOTAL STATE** | **4,238.4** | **4,362.4** | **2.9** | **1,560.3** | **3.7** | **71,726,713** | **41.6** | **33,660** | **45,970** | **41,362,412** | **42.6** | **19,271** | **26,509** | **1.4910** | **1.5268** |
| **MAINE** | | | | | | | | | | | | | | | |
| **BANGOR** | **148.6** | **152.2** | **2.4** | **56.9** | **3.8** | **2,571,935** | **36.1** | **34,493** | **45,201** | **1,529,103** | **20.3** | **23,204** | **26,874** | **.0580** | **.0550** |
| Penobscot | 148.6 | 152.2 | 2.4 | 56.9 | 3.8 | 2,571,935 | 36.1 | 34,493 | 45,201 | 1,529,103 | 20.3 | 23,204 | 26,874 | .0580 | .0550 |
| **LEWISTON - AUBURN** | **107.0** | **111.0** | **3.7** | **42.9** | **5.1** | **1,954,415** | **40.1** | **34,193** | **45,557** | **985,043** | **22.8** | **19,662** | **22,961** | **.0404** | **.0393** |
| Androscoggin | 107.0 | 111.0 | 3.7 | 42.9 | 5.1 | 1,954,415 | 40.1 | 34,193 | 45,557 | 985,043 | 22.8 | 19,662 | 22,961 | .0404 | .0393 |
| **PORTLAND** | **247.4** | **257.1** | **3.9** | **101.1** | **5.0** | **5,479,179** | **37.4** | **41,398** | **54,196** | **3,734,636** | **22.1** | **31,765** | **36,940** | **.1233** | **.1180** |
| Cumberland | 247.4 | 257.1 | 3.9 | 101.1 | 5.0 | 5,479,179 | 37.4 | 41,398 | 54,196 | 3,734,636 | 22.1 | 31,765 | 36,940 | .1233 | .1180 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Androscoggin | 107.0 | 111.0 | 3.7 | 42.9 | 5.1 | 1,954,415 | 40.1 | 34,193 | 45,557 | 985,043 | 22.8 | 19,662 | 22,961 | .0404 | .0393 |
| Aroostook | 86.2 | 83.8 | -2.8 | 30.7 | -1.6 | 1,180,308 | 27.0 | 29,788 | 38,447 | 783,382 | 38.2 | 18,175 | 25,517 | .0286 | .0272 |
| Cumberland | 247.4 | 257.1 | 3.9 | 101.1 | 5.0 | 5,479,179 | 37.4 | 41,398 | 54,196 | 3,734,636 | 22.1 | 31,765 | 36,940 | .1233 | .1180 |
| Franklin | 29.4 | 29.3 | -.3 | 10.9 | .0 | 414,560 | 29.1 | 29,469 | 38,033 | 250,369 | 27.5 | 18,012 | 22,970 | .0099 | .0092 |
| Hancock | 47.8 | 49.5 | 3.6 | 19.7 | 5.3 | 890,274 | 42.5 | 33,411 | 45,192 | 499,303 | 27.5 | 20,948 | 25,345 | .0186 | .0184 |
| Kennebec | 117.8 | 122.4 | 3.9 | 46.6 | 4.5 | 2,109,927 | 34.9 | 35,080 | 45,277 | 1,258,522 | 26.3 | 22,334 | 27,007 | .0466 | .0450 |
| Knox | 36.7 | 37.1 | 1.1 | 15.1 | 3.4 | 652,195 | 33.5 | 33,465 | 43,192 | 340,032 | 18.9 | 19,591 | 22,519 | .0141 | .0133 |
| Lincoln | 31.1 | 32.5 | 4.5 | 12.7 | 4.1 | 568,181 | 34.4 | 34,663 | 44,739 | 255,640 | 20.0 | 17,463 | 20,129 | .0118 | .0110 |
| Oxford | 53.4 | 54.8 | 2.6 | 21.5 | 4.9 | 851,840 | 35.4 | 30,698 | 39,620 | 284,395 | 20.6 | 11,508 | 13,228 | .0164 | .0158 |
| Penobscot | 148.6 | 152.2 | 2.4 | 56.9 | 3.8 | 2,571,935 | 36.1 | 34,493 | 45,201 | 1,529,103 | 20.3 | 23,204 | 26,874 | .0580 | .0550 |
| Piscataquis | 18.8 | 18.8 | .0 | 7.3 | .0 | 260,682 | 30.7 | 27,332 | 35,710 | 121,908 | 20.3 | 13,881 | 16,700 | .0058 | .0055 |
| Sagadahoc | 34.7 | 37.6 | 8.4 | 14.0 | 7.7 | 675,662 | 39.0 | 37,393 | 48,262 | 236,362 | 23.8 | 14,688 | 16,883 | .0124 | .0122 |
| Somerset | 50.6 | 52.5 | 3.8 | 19.9 | 5.3 | 920,326 | 56.4 | 31,131 | 46,248 | 345,638 | 30.1 | 14,061 | 17,369 | .0163 | .0170 |
| Waldo | 33.7 | 35.0 | 3.9 | 13.3 | 4.7 | 499,345 | 35.2 | 29,089 | 37,545 | 176,033 | 22.6 | 11,306 | 13,236 | .0100 | .0098 |
| Washington | 35.4 | 35.0 | -1.1 | 13.6 | .7 | 442,370 | 30.0 | 25,202 | 32,527 | 289,963 | 37.7 | 15,602 | 21,321 | .0108 | .0104 |
| York | 169.3 | 180.9 | 6.9 | 68.1 | 7.1 | 3,878,824 | 52.4 | 40,027 | 56,958 | 1,500,901 | 29.3 | 18,249 | 22,040 | .0666 | .0696 |
| **TOTAL METRO COUNTIES** | **503.0** | **520.3** | **3.4** | **200.9** | **4.7** | **10,005,529** | **37.6** | **37,894** | **49,804** | **6,248,782** | **21.7** | **26,747** | **31,104** | **.2217** | **.2123** |
| **TOTAL STATE** | **1,247.9** | **1,289.5** | **3.3** | **494.3** | **4.4** | **23,350,023** | **39.1** | **35,435** | **47,239** | **12,591,230** | **24.8** | **21,309** | **25,473** | **.4896** | **.4767** |
| **MARYLAND** | | | | | | | | | | | | | | | |
| **BALTIMORE** | **2,430.9** | **2,548.1** | **4.8** | **949.2** | **5.7** | **51,269,990** | **33.7** | **42,686** | **54,008** | **21,904,004** | **25.3** | **19,461** | **23,074** | **.9941** | **.9558** |
| Anne Arundel | 439.4 | 466.3 | 6.1 | 164.0 | 7.0 | 10,978,238 | 40.9 | 50,841 | 66,940 | 5,043,173 | 28.7 | 25,568 | 30,751 | .2036 | .2030 |
| Baltimore | 706.5 | 741.4 | 4.9 | 291.9 | 6.3 | 16,170,696 | 30.6 | 45,062 | 55,398 | 8,575,472 | 23.0 | 25,370 | 29,378 | .3366 | .3169 |
| Baltimore city | 730.0 | 709.6 | -2.8 | 268.5 | -2.0 | 10,208,120 | 21.1 | 30,776 | 38,019 | 3,549,403 | 12.0 | 11,567 | 13,219 | .2228 | .1957 |
| Carroll | 128.8 | 143.4 | 11.3 | 49.9 | 12.9 | 3,076,913 | 50.1 | 46,385 | 61,662 | 936,557 | 32.8 | 15,951 | 18,769 | .0493 | .0521 |
| Harford | 191.0 | 216.2 | 13.2 | 75.3 | 13.6 | 4,389,983 | 44.6 | 45,797 | 58,300 | 1,761,154 | 42.2 | 18,683 | 23,388 | .0762 | .0803 |
| Howard | 199.6 | 231.2 | 15.8 | 85.1 | 16.7 | 5,729,072 | 39.1 | 56,498 | 67,322 | 1,808,253 | 37.3 | 18,067 | 21,249 | .0927 | .0950 |
| Queen Anne's | 35.6 | 40.0 | 12.4 | 14.6 | 11.5 | 716,968 | 31.8 | 41,540 | 49,107 | 229,992 | 37.1 | 12,802 | 15,753 | .0129 | .0128 |
| **CUMBERLAND** | **101.5** | **101.5** | **.0** | **40.3** | **1.8** | **1,385,703** | **27.4** | **27,459** | **34,385** | **813,459** | **26.4** | **16,248** | **20,185** | **.0331** | **.0309** |
| Allegany | 74.3 | 72.1 | -3.0 | 29.0 | -1.4 | 911,999 | 16.6 | 26,600 | 31,448 | 700,415 | 25.0 | 19,054 | 24,152 | .0256 | .0226 |
| *Mineral, W. Va.* | *27.2* | *29.4* | *8.1* | *11.3* | *10.8* | *473,704* | *55.1* | *29,934* | *41,921* | *113,044* | *35.8* | *8,163* | *10,004* | *.0075* | *.0083* |

# METRO/COUNTY 1996 PROJECTIONS

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991-1996 | 12/31/96 Households (Thous.) | % Change 1991-1996 | 1996 EBI ($000) | % Change 1991-1996 | Average Household EBI | | 1996 Retail Sales ($000) | % Change 1991-1996 * | Retail Sales Per Household | | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 1991 | 1996 | | | 1991 | 1996 | 1991 | 1996 |
| **MARYLAND (continued)** | | | | | | | | | | | | | | | |
| **HAGERSTOWN** | **122.7** | **124.9** | **1.8** | **45.8** | **1.3** | **1,820,218** | **19.8** | **33,601** | **39,743** | **981,779** | **13.1** | **19,207** | **21,436** | **.0444** | **.0390** |
| Washington | 122.7 | 124.9 | 1.8 | 45.8 | 1.3 | 1,820,218 | 19.8 | 33,601 | 39,743 | 981,779 | 13.1 | 19,207 | 21,436 | .0444 | .0390 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Allegany | 74.3 | 72.1 | -3.0 | 29.0 | -1.4 | 911,999 | 16.6 | 26,600 | 31,448 | 700,415 | 25.0 | 19,054 | 24,152 | .0256 | .0226 |
| Anne Arundel | 439.4 | 466.3 | 6.1 | 164.0 | 7.0 | 10,978,238 | 40.9 | 50,841 | 66,940 | 5,043,173 | 28.7 | 25,568 | 30,751 | .2036 | .2030 |
| Baltimore | 706.5 | 741.4 | 4.9 | 291.9 | 6.3 | 16,170,696 | 30.6 | 45,062 | 55,398 | 8,575,472 | 23.0 | 25,370 | 29,378 | .3366 | .3169 |
| Baltimore city | 730.0 | 709.6 | -2.8 | 268.5 | -2.0 | 10,208,120 | 21.1 | 30,776 | 38,019 | 3,549,403 | 12.0 | 11,567 | 13,219 | .2228 | .1957 |
| ☐ Calvert | 55.2 | 64.7 | 17.2 | 21.2 | 16.5 | 1,652,762 | 66.9 | 54,405 | 77,960 | 340,412 | 54.7 | 12,091 | 16,057 | .0212 | .0252 |
| Caroline | 27.7 | 29.1 | 5.1 | 10.6 | 3.9 | 373,717 | 22.8 | 29,828 | 35,256 | 181,610 | 20.2 | 14,815 | 17,133 | .0087 | .0080 |
| Carroll | 128.8 | 143.4 | 11.3 | 49.9 | 12.9 | 3,076,913 | 50.1 | 46,385 | 61,662 | 936,557 | 32.8 | 15,951 | 18,769 | .0493 | .0521 |
| ☐ Cecil | 74.2 | 82.6 | 11.3 | 28.7 | 11.7 | 1,521,111 | 46.4 | 40,429 | 53,000 | 608,663 | 29.4 | 18,308 | 21,208 | .0275 | .0284 |
| ☐ Charles | 106.7 | 122.3 | 14.6 | 40.4 | 16.1 | 2,330,257 | 40.9 | 47,540 | 57,680 | 981,162 | 44.4 | 19,520 | 24,286 | .0417 | .0437 |
| Dorchester | 30.3 | 30.3 | .0 | 12.1 | .0 | 511,373 | 35.2 | 31,271 | 42,262 | 200,063 | 17.6 | 14,057 | 16,534 | .0103 | .0097 |
| ☐ Frederick | 156.9 | 174.5 | 11.2 | 61.9 | 12.5 | 3,479,207 | 40.6 | 44,993 | 56,207 | 1,394,489 | 27.3 | 19,915 | 22,528 | .0637 | .0638 |
| Garrett | 28.3 | 28.2 | -.4 | 10.2 | .0 | 363,154 | 27.4 | 27,955 | 35,603 | 219,037 | 26.6 | 16,962 | 21,474 | .0088 | .0084 |
| Harford | 191.0 | 216.2 | 13.2 | 75.3 | 13.6 | 4,389,983 | 44.6 | 45,797 | 58,300 | 1,761,154 | 42.2 | 18,683 | 23,388 | .0762 | .0803 |
| Howard | 199.6 | 231.2 | 15.8 | 85.1 | 16.7 | 5,729,072 | 39.1 | 56,498 | 67,322 | 1,808,253 | 37.3 | 18,067 | 21,249 | .0927 | .0950 |
| Kent | 17.9 | 17.8 | -.6 | 6.7 | .0 | 325,905 | 24.7 | 39,001 | 48,643 | 149,846 | 17.9 | 18,973 | 22,365 | .0070 | .0063 |
| ☐ Montgomery | 800.4 | 915.0 | 14.3 | 342.0 | 14.7 | 25,624,487 | 39.2 | 61,753 | 74,925 | 7,977,357 | 28.0 | 20,912 | 23,326 | .4126 | .4148 |
| ☐ Prince George's | 743.9 | 783.1 | 5.3 | 275.8 | 5.1 | 16,396,305 | 33.2 | 46,903 | 59,450 | 7,666,758 | 25.5 | 23,283 | 27,798 | .3243 | .3113 |
| Queen Anne's | 35.6 | 40.0 | 12.4 | 14.6 | 11.5 | 716,968 | 31.8 | 41,540 | 49,107 | 229,992 | 37.1 | 12,802 | 15,753 | .0129 | .0128 |
| St. Mary's | 79.6 | 89.0 | 11.8 | 29.7 | 11.7 | 1,553,356 | 40.6 | 41,545 | 52,302 | 609,297 | 46.9 | 15,591 | 20,515 | .0279 | .0292 |
| Somerset | 23.7 | 23.6 | -.4 | 8.0 | -1.2 | 343,362 | 36.3 | 31,109 | 42,920 | 96,065 | 30.1 | 9,115 | 12,008 | .0065 | .0063 |
| Talbot | 31.2 | 32.6 | 4.5 | 13.4 | 3.9 | 815,818 | 43.8 | 43,981 | 60,882 | 380,501 | 23.7 | 23,849 | 28,396 | .0151 | .0149 |
| Washington | 122.7 | 124.9 | 1.8 | 45.8 | 1.3 | 1,820,218 | 19.8 | 33,601 | 39,743 | 981,779 | 13.1 | 19,207 | 21,436 | .0444 | .0390 |
| Wicomico | 76.1 | 80.2 | 5.4 | 30.5 | 7.0 | 1,271,706 | 29.9 | 34,351 | 41,695 | 963,533 | 33.5 | 25,332 | 31,591 | .0310 | .0301 |
| Worcester | 35.9 | 38.3 | 6.7 | 15.5 | 6.9 | 626,457 | 28.3 | 33,671 | 40,417 | 624,041 | 18.8 | 36,222 | 40,261 | .0180 | .0165 |
| **TOTAL METRO COUNTIES** | **4,565.2** | **4,887.3** | **7.1** | **1,794.1** | **7.6** | **105,006,336** | **35.4** | **46,500** | **58,529** | **42,555,039** | **26.2** | **20,226** | **23,719** | **1.9551** | **1.9046** |
| **TOTAL STATE** | **4,915.9** | **5,256.4** | **6.9** | **1,930.8** | **7.4** | **111,191,184** | **35.4** | **45,712** | **57,588** | **45,979,032** | **26.4** | **20,248** | **23,813** | **2.0884** | **2.0340** |
| **MASSACHUSETTS** | | | | | | | | | | | | | | | |
| **BOSTON - LAWRENCE - SALEM - LOWELL - BROCKTON** | **3,785.8** | **3,741.1** | **-1.2** | **1,395.5** | **-1.0** | **91,242,875** | **29.8** | **49,858** | **65,384** | **44,661,482** | **34.1** | **23,626** | **32,004** | **1.7893** | **1.7101** |
| Essex | 672.3 | 670.4 | -.3 | 252.4 | .2 | 15,509,107 | 31.1 | 46,992 | 61,447 | 7,858,347 | 34.4 | 23,215 | 31,134 | .3079 | .2964 |
| Middlesex | 1,398.2 | 1,380.4 | -1.3 | 514.9 | -.8 | 36,454,891 | 29.7 | 54,144 | 70,800 | 16,707,418 | 34.4 | 23,944 | 32,448 | .6919 | .6610 |
| Norfolk | 614.2 | 599.6 | -2.4 | 223.0 | -1.8 | 16,242,359 | 28.4 | 55,701 | 72,836 | 8,059,453 | 31.3 | 27,032 | 36,141 | .3191 | .3008 |
| Plymouth | 439.8 | 447.0 | 1.6 | 153.4 | 1.8 | 9,823,234 | 34.2 | 48,590 | 64,037 | 5,480,970 | 35.5 | 26,851 | 35,730 | .1996 | .1956 |
| Suffolk | 661.3 | 643.7 | -2.7 | 251.8 | -3.5 | 13,213,284 | 27.5 | 39,740 | 52,475 | 6,555,294 | 35.4 | 18,563 | 26,034 | .2708 | .2563 |
| **NEW BEDFORD - FALL RIVER - ATTLEBORO** | **511.4** | **521.5** | **2.0** | **193.8** | **2.3** | **9,939,286** | **35.5** | **38,725** | **51,286** | **5,864,686** | **36.6** | **22,663** | **30,262** | **.2094** | **.2070** |
| Bristol | 511.4 | 521.5 | 2.0 | 193.8 | 2.3 | 9,939,286 | 35.5 | 38,725 | 51,286 | 5,864,686 | 36.6 | 22,663 | 30,262 | .2094 | .2070 |
| **PITTSFIELD** | **138.0** | **132.6** | **-3.9** | **52.7** | **-2.2** | **2,688,499** | **27.8** | **39,015** | **51,015** | **1,733,714** | **37.3** | **23,423** | **32,898** | **.0599** | **.0570** |
| Berkshire | 138.0 | 132.6 | -3.9 | 52.7 | -2.2 | 2,688,499 | 27.8 | 39,015 | 51,015 | 1,733,714 | 37.3 | 23,423 | 32,898 | .0599 | .0570 |
| **SPRINGFIELD** | **607.6** | **613.6** | **1.0** | **226.3** | **1.8** | **11,748,021** | **33.2** | **39,704** | **51,913** | **6,109,067** | **33.3** | **20,619** | **26,995** | **.2417** | **.2345** |
| Hampden | 460.3 | 464.4 | .9 | 174.8 | 1.9 | 8,850,159 | 33.3 | 38,720 | 50,630 | 4,937,584 | 34.2 | 21,458 | 28,247 | .1859 | .1809 |
| Hampshire | 147.3 | 149.2 | 1.3 | 51.5 | 1.6 | 2,897,862 | 32.8 | 43,032 | 56,269 | 1,171,483 | 30.0 | 17,780 | 22,747 | .0558 | .0536 |
| **WORCESTER - FITCHBURG - LEOMINSTER** | **723.0** | **748.6** | **3.5** | **276.8** | **4.4** | **15,717,091** | **37.1** | **43,233** | **56,781** | **7,292,078** | **32.1** | **20,808** | **26,344** | **.3016** | **.2976** |
| Worcester | 723.0 | 748.6 | 3.5 | 276.8 | 4.4 | 15,717,091 | 37.1 | 43,233 | 56,781 | 7,292,078 | 32.1 | 20,808 | 26,344 | .3016 | .2976 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Barnstable | 192.8 | 207.3 | 7.5 | 87.3 | 8.7 | 4,602,535 | 42.2 | 40,319 | 52,721 | 3,253,140 | 38.5 | 29,261 | 37,264 | .0973 | .0998 |
| Berkshire | 138.0 | 132.6 | -3.9 | 52.7 | -2.2 | 2,688,499 | 27.8 | 39,015 | 51,015 | 1,733,714 | 37.3 | 23,423 | 32,898 | .0599 | .0570 |
| Bristol | 511.4 | 521.5 | 2.0 | 193.8 | 2.3 | 9,939,286 | 35.5 | 38,725 | 51,286 | 5,864,686 | 36.6 | 22,663 | 30,262 | .2094 | .2070 |
| Dukes | 12.2 | 13.7 | 12.3 | 5.7 | 9.6 | 316,594 | 43.3 | 42,483 | 55,543 | 234,373 | 40.9 | 31,983 | 41,118 | .0067 | .0070 |
| Essex | 672.3 | 670.4 | -.3 | 252.4 | .2 | 15,509,107 | 31.1 | 46,992 | 61,447 | 7,858,347 | 34.4 | 23,215 | 31,134 | .3079 | .2964 |
| Franklin | 71.3 | 73.6 | 3.2 | 29.6 | 5.0 | 1,413,715 | 37.2 | 36,527 | 47,761 | 668,800 | 39.7 | 16,975 | 22,595 | .0273 | .0274 |
| Hampden | 460.3 | 464.4 | .9 | 174.8 | 1.9 | 8,850,159 | 33.3 | 38,720 | 50,630 | 4,937,584 | 34.2 | 21,458 | 28,247 | .1859 | .1809 |
| Hampshire | 147.3 | 149.2 | 1.3 | 51.5 | 1.6 | 2,897,862 | 32.8 | 43,032 | 56,269 | 1,171,483 | 30.0 | 17,780 | 22,747 | .0558 | .0536 |
| Middlesex | 1,398.2 | 1,380.4 | -1.3 | 514.9 | -.8 | 36,454,891 | 29.7 | 54,144 | 70,800 | 16,707,418 | 34.4 | 23,944 | 32,448 | .6919 | .6610 |
| Nantucket | 6.2 | 6.7 | 8.1 | 2.6 | .0 | 159,882 | 30.7 | 47,039 | 61,493 | 197,253 | 41.3 | 53,694 | 75,867 | .0044 | .0043 |
| Norfolk | 614.2 | 599.6 | -2.4 | 223.0 | -1.8 | 16,242,359 | 28.4 | 55,701 | 72,836 | 8,059,453 | 31.3 | 27,032 | 36,141 | .3191 | .3008 |
| Plymouth | 439.8 | 447.0 | 1.6 | 153.4 | 1.8 | 9,823,234 | 34.2 | 48,590 | 64,037 | 5,480,970 | 35.5 | 26,851 | 35,730 | .1996 | .1956 |

# METRO/COUNTY 1996 PROJECTIONS

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991-1996 | 12/31/96 Households (Thous.) | % Change 1991-1996 | 1996 EBI ($000) | % Change 1991-1996 | Average Household EBI |  | 1996 Retail Sales ($000) | % Change 1991-1996 | Retail Sales Per Household |  | Buying Power Index |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  |  |  |  |  |  | 1991 | 1996 |  |  | 1991 | 1996 | 1991 | 1996 |
| **MASSACHUSETTS (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **ALL COUNTIES (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Suffolk | 661.3 | 643.7 | -2.7 | 251.8 | -3.5 | 13,213,284 | 27.5 | 39,740 | 52,475 | 6,555,294 | 35.4 | 18,563 | 26,034 | .2708 | .2563 |
| Worcester | 723.0 | 748.6 | 3.5 | 276.8 | 4.4 | 15,717,091 | 37.1 | 43,233 | 56,781 | 7,292,078 | 32.1 | 20,808 | 26,344 | .3016 | .2976 |
| **TOTAL METRO COUNTIES** | **5,765.8** | **5,757.4** | **-.1** | **2,145.1** | **.2** | **131,335,772** | **31.3** | **46,725** | **61,226** | **65,661,027** | **34.1** | **22,874** | **30,610** | **2.6019** | **2.5062** |
| **TOTAL STATE** | **6,048.3** | **6,058.7** | **.2** | **2,270.3** | **.6** | **137,828,498** | **31.8** | **46,360** | **60,709** | **70,014,593** | **34.4** | **23,084** | **30,839** | **2.7376** | **2.6447** |
| **MICHIGAN** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **ANN ARBOR** | **287.5** | **300.4** | **4.5** | **112.1** | **5.4** | **6,326,220** | **30.6** | **45,514** | **56,434** | **3,020,394** | **25.6** | **22,602** | **26,944** | **.1272** | **.1207** |
| Washtenaw | 287.5 | 300.4 | 4.5 | 112.1 | 5.4 | 6,326,220 | 30.6 | 45,514 | 56,434 | 3,020,394 | 25.6 | 22,602 | 26,944 | .1272 | .1207 |
| **BATTLE CREEK** | **137.1** | **141.8** | **3.4** | **55.2** | **5.3** | **2,470,037** | **37.0** | **34,413** | **44,747** | **1,606,482** | **48.4** | **20,652** | **29,103** | **.0527** | **.0542** |
| Calhoun | 137.1 | 141.8 | 3.4 | 55.2 | 5.3 | 2,470,037 | 37.0 | 34,413 | 44,747 | 1,606,482 | 48.4 | 20,652 | 29,103 | .0527 | .0542 |
| **BENTON HARBOR** | **162.3** | **166.2** | **2.4** | **63.4** | **3.3** | **3,003,436** | **40.2** | **34,889** | **47,373** | **1,648,206** | **43.5** | **18,705** | **25,997** | **.0605** | **.0616** |
| Berrien | 162.3 | 166.2 | 2.4 | 63.4 | 3.3 | 3,003,436 | 40.2 | 34,889 | 47,373 | 1,648,206 | 43.5 | 18,705 | 25,997 | .0605 | .0616 |
| **DETROIT** | **4,402.0** | **4,460.1** | **1.3** | **1,661.0** | **2.1** | **91,241,351** | **32.1** | **42,461** | **54,932** | **42,047,745** | **27.2** | **20,320** | **25,315** | **1.8182** | **1.7327** |
| Lapeer | 76.7 | 82.5 | 7.6 | 27.3 | 7.9 | 1,484,168 | 42.1 | 41,271 | 54,365 | 671,167 | 48.2 | 17,897 | 24,585 | .0275 | .0288 |
| Livingston | 120.1 | 131.9 | 9.8 | 44.3 | 9.9 | 2,963,427 | 43.1 | 51,370 | 66,895 | 699,690 | 26.9 | 13,680 | 15,794 | .0461 | .0472 |
| Macomb | 724.6 | 743.7 | 2.6 | 277.9 | 3.6 | 14,879,148 | 27.9 | 43,392 | 53,541 | 8,752,812 | 29.6 | 25,187 | 31,496 | .3245 | .3068 |
| Monroe | 134.8 | 138.5 | 2.7 | 48.4 | 3.2 | 2,305,999 | 24.7 | 39,434 | 47,645 | 825,161 | 31.4 | 13,386 | 17,049 | .0459 | .0428 |
| Oakland | 1,109.2 | 1,176.4 | 6.1 | 450.2 | 7.0 | 34,172,610 | 46.0 | 55,634 | 75,905 | 14,344,065 | 29.8 | 26,263 | 31,862 | .5835 | .5948 |
| St. Clair | 148.7 | 158.3 | 6.5 | 57.8 | 7.0 | 2,846,672 | 40.9 | 37,423 | 49,250 | 1,235,165 | 45.8 | 15,687 | 21,370 | .0528 | .0546 |
| Wayne | 2,087.9 | 2,028.8 | -2.8 | 755.1 | -2.1 | 32,589,327 | 20.5 | 35,063 | 43,159 | 15,519,685 | 21.5 | 16,560 | 20,553 | .7379 | .6577 |
| ***DETROIT - ANN ARBOR CONSOLIDATED AREA*** | ***4,689.5*** | ***4,760.5*** | ***1.5*** | ***1,773.1*** | ***2.3*** | ***97,567,571*** | ***32.0*** | ***42,648*** | ***55,027*** | ***45,068,139*** | ***27.1*** | ***20,460*** | ***25,418*** | ***1.9454*** | ***1.8534*** |
| **FLINT** | **428.4** | **422.9** | **-1.3** | **160.8** | **.0** | **8,282,682** | **36.6** | **37,699** | **51,509** | **4,028,115** | **19.7** | **20,928** | **25,050** | **.1705** | **.1611** |
| Genesee | 428.4 | 422.9 | -1.3 | 160.8 | .0 | 8,282,682 | 36.6 | 37,699 | 51,509 | 4,028,115 | 19.7 | 20,928 | 25,050 | .1705 | .1611 |
| **GRAND RAPIDS** | **707.6** | **762.3** | **7.7** | **274.2** | **9.0** | **14,930,978** | **43.8** | **41,291** | **54,453** | **7,603,200** | **35.7** | **22,279** | **27,729** | **.2873** | **.2948** |
| Kent | 512.6 | 546.5 | 6.6 | 200.9 | 7.8 | 10,822,736 | 43.3 | 40,540 | 53,871 | 5,848,989 | 33.0 | 23,608 | 29,114 | .2141 | .2173 |
| Ottawa | 195.0 | 215.8 | 10.7 | 73.3 | 12.4 | 4,108,242 | 45.1 | 43,438 | 56,047 | 1,754,211 | 45.6 | 18,482 | 23,932 | .0732 | .0775 |
| **JACKSON** | **152.1** | **158.9** | **4.5** | **57.6** | **5.7** | **2,808,299** | **41.5** | **36,411** | **48,755** | **1,544,565** | **51.1** | **18,752** | **26,815** | **.0554** | **.0578** |
| Jackson | 152.1 | 158.9 | 4.5 | 57.6 | 5.7 | 2,808,299 | 41.5 | 36,411 | 48,755 | 1,544,565 | 51.1 | 18,752 | 26,815 | .0554 | .0578 |
| **KALAMAZOO** | **226.1** | **231.8** | **2.5** | **87.6** | **3.5** | **4,511,610** | **35.2** | **39,455** | **51,502** | **2,524,364** | **40.3** | **21,268** | **28,817** | **.0923** | **.0920** |
| Kalamazoo | 226.1 | 231.8 | 2.5 | 87.6 | 3.5 | 4,511,610 | 35.2 | 39,455 | 51,502 | 2,524,364 | 40.3 | 21,268 | 28,817 | .0923 | .0920 |
| **LANSING - EAST LANSING** | **437.4** | **450.8** | **3.1** | **165.1** | **4.8** | **8,609,668** | **36.4** | **39,771** | **52,148** | **4,543,665** | **35.9** | **21,065** | **27,521** | **.1743** | **.1726** |
| Clinton | 59.0 | 62.4 | 5.8 | 22.3 | 7.7 | 1,116,627 | 33.2 | 40,504 | 50,073 | 346,363 | 24.9 | 13,400 | 15,532 | .0205 | .0196 |
| Eaton | 94.9 | 100.7 | 6.1 | 37.2 | 6.9 | 2,403,476 | 55.6 | 44,392 | 64,610 | 995,455 | 30.6 | 21,899 | 26,760 | .0408 | .0430 |
| Ingham | 283.5 | 287.7 | 1.5 | 105.6 | 2.3 | 5,089,565 | 29.6 | 38,066 | 48,197 | 3,201,847 | 39.0 | 22,322 | 30,321 | .1130 | .1100 |
| **MUSKEGON** | **161.4** | **168.0** | **4.1** | **61.6** | **5.1** | **2,707,002** | **41.2** | **32,724** | **43,945** | **1,329,297** | **36.4** | **16,625** | **21,579** | **.0544** | **.0551** |
| Muskegon | 161.4 | 168.0 | 4.1 | 61.6 | 5.1 | 2,707,002 | 41.2 | 32,724 | 43,945 | 1,329,297 | 36.4 | 16,625 | 21,579 | .0544 | .0551 |
| **SAGINAW - BAY CITY - MIDLAND** | **398.8** | **399.2** | **.1** | **150.7** | **1.5** | **6,616,289** | **26.3** | **35,281** | **43,904** | **3,921,920** | **32.2** | **19,980** | **26,025** | **.1507** | **.1418** |
| Bay | 111.1 | 110.2 | -.8 | 42.2 | .2 | 1,788,968 | 25.7 | 33,795 | 42,393 | 1,073,562 | 30.4 | 19,555 | 25,440 | .0414 | .0387 |
| Midland | 77.0 | 81.2 | 5.5 | 30.4 | 7.0 | 1,535,999 | 30.1 | 41,577 | 50,526 | 488,007 | 32.2 | 13,002 | 16,053 | .0281 | .0269 |
| Saginaw | 210.7 | 207.8 | -1.4 | 78.1 | .1 | 3,291,322 | 24.9 | 33,791 | 42,142 | 2,360,351 | 33.0 | 22,751 | 30,222 | .0812 | .0762 |
| **ALL COUNTIES** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Alcona | 10.2 | 10.2 | .0 | 4.3 | .0 | 155,309 | 43.8 | 25,113 | 36,118 | 64,009 | 48.3 | 10,035 | 14,886 | .0029 | .0031 |
| Alger | 9.1 | 8.9 | -2.2 | 3.3 | .0 | 136,396 | 43.6 | 28,792 | 41,332 | 47,769 | 47.0 | 9,846 | 14,475 | .0025 | .0024 |
| Allegan | 93.1 | 100.9 | 8.4 | 35.9 | 9.8 | 1,734,046 | 44.2 | 36,773 | 48,302 | 750,335 | 51.2 | 15,177 | 20,901 | .0317 | .0336 |
| Alpena | 30.6 | 30.5 | -.3 | 11.8 | .0 | 444,105 | 28.6 | 29,265 | 37,636 | 315,520 | 40.2 | 19,078 | 26,739 | .0108 | .0104 |
| Antrim | 18.6 | 19.6 | 5.4 | 7.7 | 6.9 | 276,793 | 32.6 | 28,982 | 35,947 | 99,654 | 22.9 | 11,261 | 12,942 | .0057 | .0054 |
| Arenac | 15.5 | 16.1 | 3.9 | 6.2 | 8.8 | 232,600 | 48.6 | 27,458 | 37,516 | 142,351 | 49.1 | 16,749 | 22,960 | .0048 | .0053 |
| Baraga | 8.0 | 8.0 | .0 | 3.1 | .0 | 93,295 | 23.6 | 24,343 | 30,095 | 51,236 | 37.5 | 12,022 | 16,528 | .0022 | .0021 |
| Barry | 51.3 | 55.2 | 7.6 | 19.7 | 8.2 | 934,220 | 41.8 | 36,192 | 47,422 | 280,411 | 49.1 | 10,334 | 14,234 | .0160 | .0166 |
| Bay | 111.1 | 110.2 | -.8 | 42.2 | .2 | 1,788,968 | 25.7 | 33,795 | 42,393 | 1,073,562 | 30.4 | 19,555 | 25,440 | .0414 | .0387 |
| Benzie | 12.4 | 12.9 | 4.0 | 5.4 | 10.2 | 231,691 | 59.5 | 29,653 | 42,906 | 90,261 | 46.8 | 12,548 | 16,715 | .0039 | .0044 |
| Berrien | 162.3 | 166.2 | 2.4 | 63.4 | 3.3 | 3,003,436 | 40.2 | 34,889 | 47,373 | 1,648,206 | 43.5 | 18,705 | 25,997 | .0605 | .0616 |
| Branch | 43.0 | 44.9 | 4.4 | 15.6 | 3.3 | 658,701 | 36.1 | 32,044 | 42,224 | 237,823 | 29.5 | 12,160 | 15,245 | .0130 | .0126 |
| Calhoun | 137.1 | 141.8 | 3.4 | 55.2 | 5.3 | 2,470,037 | 37.0 | 34,413 | 44,747 | 1,606,482 | 48.4 | 20,652 | 29,103 | .0527 | .0542 |
| Cass | 50.0 | 51.9 | 3.8 | 19.5 | 5.4 | 861,294 | 37.0 | 33,973 | 44,169 | 222,961 | 31.7 | 9,150 | 11,434 | .0152 | .0150 |
| Charlevoix | 22.2 | 24.6 | 10.8 | 9.5 | 11.8 | 395,366 | 47.5 | 31,534 | 41,617 | 197,095 | 45.1 | 15,978 | 20,747 | .0076 | .0080 |
| Cheboygan | 21.7 | 22.6 | 4.1 | 8.7 | 4.8 | 351,538 | 51.6 | 27,934 | 40,407 | 223,409 | 30.9 | 20,564 | 25,679 | .0076 | .0079 |
| Chippewa | 35.3 | 36.6 | 3.7 | 12.3 | 4.2 | 527,033 | 45.8 | 30,628 | 42,848 | 310,093 | 38.2 | 19,014 | 25,211 | .0113 | .0117 |

# METRO/COUNTY 1996 PROJECTIONS

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991-1996 | 12/31/96 Households (Thous.) | % Change 1991-1996 | 1996 EBI ($000) | % Change 1991-1996 | Average Household EBI 1991 | Average Household EBI 1996 | 1996 Retail Sales ($000) | % Change 1991-1996 | Retail Sales Per Household 1991 | Retail Sales Per Household 1996 | Buying Power Index 1991 | Buying Power Index 1996 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **MICHIGAN (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Clare | 25.6 | 27.5 | 7.4 | 11.0 | 10.0 | 399,185 | 55.7 | 25,636 | 36,290 | 245,506 | 47.0 | 16,701 | 22,319 | .0082 | .0089 |
| Clinton | 59.0 | 62.4 | 5.8 | 22.3 | 7.7 | 1,116,627 | 33.2 | 40,504 | 50,073 | 346,363 | 24.9 | 13,400 | 15,532 | .0205 | .0196 |
| Crawford | 12.8 | 14.3 | 11.7 | 5.1 | 10.9 | 173,677 | 37.6 | 27,446 | 34,054 | 117,365 | 52.7 | 16,710 | 23,013 | .0040 | .0043 |
| Delta | 37.6 | 37.0 | −1.6 | 14.5 | .0 | 559,041 | 31.3 | 29,388 | 38,555 | 385,500 | 37.0 | 19,409 | 26,586 | .0132 | .0129 |
| Dickinson | 27.0 | 27.4 | 1.5 | 11.3 | 4.6 | 524,851 | 46.8 | 33,093 | 46,447 | 266,262 | 28.6 | 19,171 | 23,563 | .0104 | .0104 |
| Eaton | 94.9 | 100.7 | 6.1 | 37.2 | 6.9 | 2,403,476 | 55.6 | 44,392 | 64,610 | 995,455 | 30.6 | 21,899 | 26,760 | .0408 | .0430 |
| Emmet | 25.7 | 27.6 | 7.4 | 10.8 | 10.2 | 531,398 | 55.0 | 34,985 | 49,204 | 403,497 | 41.5 | 29,092 | 37,361 | .0113 | .0122 |
| Genesee | 428.4 | 422.9 | −1.3 | 160.8 | .0 | 8,282,682 | 36.6 | 37,699 | 51,509 | 4,028,115 | 19.7 | 20,928 | 25,050 | .1705 | .1611 |
| Gladwin | 22.4 | 23.8 | 6.3 | 9.0 | 5.9 | 308,618 | 38.7 | 26,172 | 34,291 | 151,909 | 49.8 | 11,933 | 16,879 | .0064 | .0067 |
| Gogebic | 17.7 | 16.8 | −5.1 | 7.0 | −5.4 | 232,964 | 27.6 | 24,677 | 33,281 | 134,866 | 26.2 | 14,446 | 19,267 | .0056 | .0051 |
| Grand Traverse | 66.8 | 74.0 | 10.8 | 28.0 | 12.0 | 1,446,341 | 54.8 | 37,375 | 51,655 | 1,091,626 | 38.4 | 31,561 | 38,987 | .0308 | .0329 |
| Gratiot | 39.6 | 40.2 | 1.5 | 14.2 | 3.6 | 601,415 | 37.4 | 31,942 | 42,353 | 245,468 | 36.0 | 13,171 | 17,286 | .0119 | .0118 |
| Hillsdale | 44.0 | 45.9 | 4.3 | 16.9 | 6.3 | 745,449 | 43.4 | 32,695 | 44,109 | 277,530 | 29.3 | 13,498 | 16,422 | .0141 | .0140 |
| Houghton | 35.4 | 35.7 | .8 | 13.6 | 3.0 | 491,025 | 41.8 | 26,228 | 36,105 | 277,044 | 36.1 | 15,416 | 20,371 | .0107 | .0109 |
| Huron | 34.9 | 34.8 | −.3 | 13.1 | −.8 | 433,375 | 20.9 | 27,164 | 33,082 | 303,067 | 35.5 | 16,950 | 23,135 | .0112 | .0105 |
| Ingham | 283.5 | 287.7 | 1.5 | 105.6 | 2.3 | 5,089,565 | 29.6 | 38,066 | 48,197 | 3,201,847 | 39.0 | 22,322 | 30,321 | .1130 | .1100 |
| Ionia | 58.8 | 61.2 | 4.1 | 19.8 | 5.3 | 940,040 | 41.2 | 35,424 | 47,477 | 377,015 | 50.7 | 13,310 | 19,041 | .0177 | .0183 |
| Iosco | 30.6 | 32.0 | 4.6 | 12.2 | 4.3 | 465,201 | 46.3 | 27,176 | 38,131 | 286,915 | 51.6 | 16,177 | 23,518 | .0098 | .0103 |
| Iron | 13.1 | 13.1 | .0 | 5.6 | .0 | 188,408 | 43.2 | 23,489 | 33,644 | 105,256 | 48.0 | 12,698 | 18,796 | .0040 | .0041 |
| Isabella | 55.3 | 57.9 | 4.7 | 18.8 | 5.6 | 913,670 | 52.0 | 33,761 | 48,599 | 549,008 | 56.7 | 19,678 | 29,203 | .0181 | .0200 |
| Jackson | 152.1 | 158.9 | 4.5 | 57.6 | 5.7 | 2,808,299 | 41.5 | 36,411 | 48,755 | 1,544,565 | 51.1 | 18,752 | 26,815 | .0554 | .0578 |
| Kalamazoo | 226.1 | 231.8 | 2.5 | 87.6 | 3.5 | 4,511,610 | 35.2 | 39,455 | 51,502 | 2,524,364 | 40.3 | 21,268 | 28,817 | .0923 | .0920 |
| Kalkaska | 14.0 | 15.5 | 10.7 | 5.6 | 9.8 | 211,868 | 49.2 | 27,836 | 37,834 | 128,169 | 51.3 | 16,606 | 22,887 | .0044 | .0047 |
| Kent | 512.6 | 546.5 | 6.6 | 200.9 | 7.8 | 10,822,736 | 43.3 | 40,540 | 53,871 | 5,848,989 | 33.0 | 23,608 | 29,114 | .2141 | .2173 |
| Keweenaw | 1.7 | 1.7 | .0 | .8 | .0 | 26,006 | 46.2 | 22,228 | 32,508 | 10,141 | 43.5 | 8,833 | 12,676 | .0005 | .0006 |
| Lake | 8.9 | 9.9 | 11.2 | 4.2 | 13.5 | 120,210 | 51.7 | 21,418 | 28,621 | 50,465 | 52.8 | 8,926 | 12,015 | .0024 | .0024 |
| Lapeer | 76.7 | 82.5 | 7.6 | 27.3 | 7.9 | 1,484,168 | 42.1 | 41,271 | 54,365 | 671,167 | 48.2 | 17,897 | 24,585 | .0275 | .0288 |
| Leelanau | 17.0 | 18.5 | 8.8 | 6.9 | 7.8 | 348,628 | 48.3 | 36,723 | 50,526 | 105,548 | 43.1 | 11,525 | 15,297 | .0057 | .0061 |
| Lenawee | 93.6 | 97.1 | 3.7 | 33.5 | 4.7 | 1,623,656 | 35.5 | 37,457 | 48,467 | 719,017 | 32.9 | 16,908 | 21,463 | .0324 | .0318 |
| Livingston | 120.1 | 131.9 | 9.8 | 44.3 | 9.9 | 2,963,427 | 43.1 | 51,370 | 66,895 | 699,690 | 26.9 | 13,680 | 15,794 | .0461 | .0472 |
| Luce | 5.7 | 5.7 | .0 | 2.1 | .0 | 78,200 | 38.4 | 26,899 | 37,238 | 56,103 | 38.1 | 19,350 | 26,716 | .0020 | .0019 |
| Mackinac | 10.8 | 11.3 | 4.6 | 4.9 | 11.4 | 193,136 | 60.7 | 27,312 | 39,416 | 109,470 | 35.5 | 18,364 | 22,341 | .0037 | .0040 |
| Macomb | 724.6 | 743.7 | 2.6 | 277.9 | 3.6 | 14,879,148 | 27.9 | 43,392 | 53,541 | 8,752,812 | 29.6 | 25,187 | 31,496 | .3245 | .3068 |
| Manistee | 21.2 | 21.2 | .0 | 8.6 | .0 | 319,530 | 37.8 | 26,967 | 37,155 | 199,975 | 43.6 | 16,189 | 23,253 | .0072 | .0071 |
| Marquette | 70.9 | 71.4 | .7 | 25.9 | 1.6 | 1,214,105 | 44.0 | 33,059 | 46,877 | 708,457 | 49.6 | 18,577 | 27,354 | .0246 | .0257 |
| Mason | 25.5 | 25.4 | −.4 | 10.0 | .0 | 374,452 | 29.6 | 28,896 | 37,445 | 227,283 | 40.7 | 16,156 | 22,728 | .0086 | .0083 |
| Mecosta | 37.5 | 38.1 | 1.6 | 12.9 | 4.0 | 476,294 | 31.2 | 29,283 | 36,922 | 316,107 | 44.4 | 17,655 | 24,504 | .0114 | .0113 |
| Menominee | 24.9 | 24.9 | .0 | 9.8 | .0 | 385,000 | 38.7 | 28,326 | 39,286 | 159,659 | 33.5 | 12,200 | 16,292 | .0076 | .0077 |
| Midland | 77.0 | 81.2 | 5.5 | 30.4 | 7.0 | 1,535,999 | 30.1 | 41,577 | 50,526 | 488,007 | 32.2 | 13,002 | 16,053 | .0281 | .0269 |
| Missaukee | 12.5 | 13.5 | 8.0 | 5.0 | 11.1 | 183,498 | 50.6 | 27,082 | 36,700 | 81,395 | 45.2 | 12,459 | 16,279 | .0034 | .0038 |
| Monroe | 134.8 | 138.5 | 2.7 | 48.4 | 3.2 | 2,305,999 | 24.7 | 39,434 | 47,645 | 825,161 | 31.4 | 13,386 | 17,049 | .0459 | .0428 |
| Montcalm | 54.7 | 58.7 | 7.3 | 20.6 | 7.9 | 747,267 | 32.7 | 29,487 | 36,275 | 413,921 | 34.8 | 16,072 | 20,093 | .0168 | .0166 |
| Montmorency | 9.1 | 9.6 | 5.5 | 3.6 | .0 | 136,578 | 45.3 | 26,103 | 37,938 | 47,934 | 25.4 | 10,617 | 13,315 | .0027 | .0027 |
| Muskegon | 161.4 | 168.0 | 4.1 | 61.6 | 5.1 | 2,707,002 | 41.2 | 32,724 | 43,945 | 1,329,297 | 36.4 | 16,625 | 21,579 | .0544 | .0551 |
| Newaygo | 39.4 | 43.3 | 9.9 | 15.7 | 10.6 | 674,159 | 54.8 | 30,663 | 42,940 | 272,480 | 59.2 | 12,052 | 17,355 | .0118 | .0131 |
| Oakland | 1,109.2 | 1,176.4 | 6.1 | 450.2 | 7.0 | 34,172,610 | 46.0 | 55,634 | 75,905 | 14,344,065 | 29.8 | 26,263 | 31,862 | .5835 | .5948 |
| Oceana | 22.9 | 24.3 | 6.1 | 8.7 | 6.1 | 313,165 | 36.9 | 27,887 | 35,996 | 146,526 | 44.4 | 12,378 | 16,842 | .0064 | .0066 |
| Ogemaw | 19.3 | 20.7 | 7.3 | 7.9 | 6.8 | 288,614 | 52.7 | 25,547 | 36,533 | 153,295 | 42.2 | 14,565 | 19,404 | .0059 | .0062 |
| Ontonagon | 8.8 | 8.8 | .0 | 3.6 | .0 | 152,763 | 44.4 | 29,391 | 42,434 | 71,495 | 34.6 | 14,759 | 19,860 | .0030 | .0030 |
| Osceola | 20.5 | 21.5 | 4.9 | 8.0 | 6.7 | 255,697 | 30.7 | 26,092 | 31,962 | 104,391 | 32.3 | 10,524 | 13,049 | .0055 | .0054 |
| Oscoda | 8.1 | 8.6 | 6.2 | 3.8 | 15.2 | 126,030 | 61.3 | 23,674 | 33,166 | 48,721 | 43.6 | 10,284 | 12,821 | .0024 | .0024 |
| Otsego | 18.7 | 20.7 | 10.7 | 7.5 | 10.3 | 321,167 | 45.1 | 32,546 | 42,822 | 224,961 | 49.1 | 22,190 | 29,995 | .0068 | .0075 |
| Ottawa | 195.0 | 215.8 | 10.7 | 73.3 | 12.4 | 4,108,242 | 45.1 | 43,438 | 56,047 | 1,754,211 | 45.6 | 18,482 | 23,932 | .0732 | .0775 |
| Presque Isle | 13.8 | 13.8 | .0 | 5.4 | .0 | 179,861 | 28.4 | 25,938 | 33,308 | 94,352 | 29.5 | 13,490 | 17,473 | .0042 | .0038 |
| Roscommon | 20.7 | 23.1 | 11.6 | 9.9 | 11.2 | 286,431 | 37.5 | 23,412 | 28,932 | 235,639 | 43.2 | 18,488 | 23,802 | .0071 | .0074 |
| Saginaw | 210.7 | 207.8 | −1.4 | 78.1 | .1 | 3,291,322 | 24.9 | 33,791 | 42,142 | 2,360,351 | 33.0 | 22,751 | 30,222 | .0812 | .0762 |
| St. Clair | 148.7 | 158.3 | 6.5 | 57.8 | 7.0 | 2,846,672 | 40.9 | 37,423 | 49,250 | 1,235,165 | 45.8 | 15,687 | 21,370 | .0528 | .0546 |
| St. Joseph | 59.9 | 63.2 | 5.5 | 23.5 | 6.8 | 1,036,790 | 39.0 | 33,898 | 44,119 | 418,333 | 36.8 | 13,896 | 17,801 | .0197 | .0200 |
| Sanilac | 40.3 | 41.7 | 3.5 | 15.3 | 3.4 | 560,860 | 30.5 | 29,046 | 36,658 | 280,329 | 32.9 | 14,249 | 18,322 | .0125 | .0119 |
| Schoolcraft | 8.3 | 8.3 | .0 | 3.3 | .0 | 105,661 | 25.3 | 25,551 | 32,018 | 70,781 | 38.4 | 15,500 | 21,449 | .0025 | .0025 |
| Shiawassee | 70.4 | 72.7 | 3.3 | 26.1 | 4.0 | 1,128,266 | 29.2 | 34,783 | 43,229 | 574,711 | 43.3 | 15,976 | 22,020 | .0239 | .0234 |
| Tuscola | 55.7 | 56.1 | .7 | 20.0 | 2.0 | 888,210 | 32.9 | 34,104 | 44,411 | 357,636 | 41.7 | 12,878 | 17,882 | .0176 | .0172 |
| Van Buren | 71.6 | 76.4 | 6.7 | 28.0 | 7.7 | 1,216,651 | 44.4 | 32,405 | 43,452 | 523,475 | 43.1 | 14,072 | 18,696 | .0229 | .0239 |
| Washtenaw | 287.5 | 300.4 | 4.5 | 112.1 | 5.4 | 6,326,220 | 30.6 | 45,514 | 56,434 | 3,020,394 | 25.6 | 22,602 | 26,944 | .1272 | .1207 |
| Wayne | 2,087.9 | 2,028.8 | −2.8 | 755.1 | −2.1 | 32,589,327 | 20.5 | 35,063 | 43,159 | 15,519,685 | 21.5 | 16,560 | 20,553 | .7379 | .6577 |
| Wexford | 26.8 | 28.2 | 5.2 | 10.6 | 5.0 | 386,273 | 29.3 | 29,568 | 36,441 | 348,340 | 39.9 | 24,659 | 32,862 | .0103 | .0101 |

# METRO/COUNTY 1996 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991–1996 | 12/31/96 Households (Thous.) | % Change 1991–1996 | 1996 EBI ($000) | % Change 1991–1996 | Average Household EBI 1991 | Average Household EBI 1996 | 1996 Retail Sales ($000) | % Change 1991–1996 | Retail Sales Per Household 1991 | Retail Sales Per Household 1996 | Buying Power Index 1991 | Buying Power Index 1996 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **MICHIGAN (continued)** | | | | | | | | | | | | | | | |
| **TOTAL METRO COUNTIES** | **7,500.7** | **7,662.4** | **2.2** | **2,849.3** | **3.1** | **151,507,572** | **33.9** | **40,917** | **53,174** | **73,817,953** | **30.0** | **20,536** | **25,907** | **3.0435** | **2.9444** |
| **TOTAL STATE** | **9,382.2** | **9,628.4** | **2.6** | **3,574.9** | **3.5** | **181,853,643** | **35.0** | **39,011** | **50,870** | **89,327,823** | **31.8** | **19,626** | **24,988** | **3.6620** | **3.5753** |
| **MINNESOTA** | | | | | | | | | | | | | | | |
| **DULUTH** | **237.1** | **229.2** | **-3.3** | **92.8** | **-1.8** | **3,729,326** | **30.0** | **30,362** | **40,187** | **2,451,103** | **37.2** | **18,902** | **26,413** | **.0866** | **.0833** |
| St. Louis | 195.1 | 185.8 | -4.8 | 75.2 | -3.5 | 3,026,858 | 27.5 | 30,471 | 40,251 | 2,056,542 | 37.1 | 19,255 | 27,348 | .0719 | .0684 |
| *Douglas, Wisc.* | *42.0* | *43.4* | *3.3* | *17.6* | *6.0* | *702,468* | *41.8* | *29,849* | *39,913* | *394,561* | *37.9* | *17,242* | *22,418* | *.0147* | *.0149* |
| **FARGO - MOORHEAD** | **156.0** | **163.5** | **4.8** | **62.5** | **6.1** | **3,087,785** | **43.8** | **36,465** | **49,405** | **2,124,967** | **53.1** | **23,558** | **33,999** | **.0641** | **.0682** |
| Clay | 50.7 | 50.8 | .2 | 17.6 | .6 | 800,654 | 40.1 | 32,652 | 45,492 | 460,963 | 46.7 | 17,950 | 26,191 | .0169 | .0172 |
| *Cass, N. D.* | *105.3* | *112.7* | *7.0* | *44.9* | *8.5* | *2,287,131* | *45.1* | *38,077* | *50,938* | *1,664,004* | *55.0* | *25,929* | *37,060* | *.0472* | *.0510* |
| **MINNEAPOLIS - ST. PAUL** | **2,547.1** | **2,760.3** | **8.4** | **1,054.4** | **9.0** | **59,042,259** | **41.0** | **43,280** | **55,996** | **32,001,724** | **49.8** | **22,080** | **30,351** | **1.1138** | **1.1693** |
| Anoka | 254.4 | 284.8 | 11.9 | 96.9 | 12.5 | 4,920,948 | 37.4 | 41,597 | 50,784 | 2,149,341 | 33.6 | 18,688 | 22,181 | .0946 | .0953 |
| Carver | 50.6 | 58.3 | 15.2 | 20.6 | 17.0 | 1,243,946 | 54.7 | 45,694 | 60,386 | 300,627 | 57.5 | 10,847 | 14,594 | .0180 | .0202 |
| Chisago | 31.4 | 33.8 | 7.6 | 11.9 | 9.2 | 653,776 | 57.8 | 37,999 | 54,939 | 243,420 | 51.3 | 14,758 | 20,455 | .0107 | .0119 |
| Dakota | 298.7 | 352.2 | 17.9 | 126.7 | 18.6 | 6,995,756 | 44.8 | 45,227 | 55,215 | 3,576,878 | 57.1 | 21,319 | 28,231 | .1257 | .1377 |
| Hennepin | 1,057.3 | 1,120.2 | 5.9 | 458.6 | 6.7 | 25,929,124 | 37.0 | 44,042 | 56,540 | 15,466,395 | 49.4 | 24,084 | 33,725 | .5075 | .5238 |
| Isanti | 26.7 | 29.1 | 9.0 | 10.1 | 11.0 | 544,813 | 61.2 | 37,150 | 53,942 | 216,893 | 65.5 | 14,405 | 21,475 | .0088 | .0101 |
| Ramsey | 490.0 | 500.4 | 2.1 | 198.7 | 3.3 | 11,167,077 | 43.5 | 40,455 | 56,201 | 7,130,725 | 50.5 | 24,631 | 35,887 | .2210 | .2327 |
| Scott | 61.2 | 70.6 | 15.4 | 23.7 | 15.6 | 1,309,589 | 44.1 | 44,319 | 55,257 | 455,342 | 49.9 | 14,821 | 19,213 | .0220 | .0236 |
| Washington | 152.8 | 171.6 | 12.3 | 58.7 | 13.5 | 3,485,476 | 38.6 | 48,637 | 59,378 | 1,308,990 | 55.1 | 16,319 | 22,300 | .0596 | .0625 |
| Wright | 71.5 | 79.4 | 11.0 | 27.0 | 12.5 | 1,492,434 | 59.0 | 39,111 | 55,275 | 700,164 | 60.3 | 18,204 | 25,932 | .0254 | .0289 |
| *St. Croix, Wisc.* | *52.5* | *59.9* | *14.1* | *21.5* | *16.2* | *1,299,320* | *57.2* | *44,678* | *60,433* | *452,949* | *43.0* | *17,116* | *21,067* | *.0205* | *.0226* |
| **ROCHESTER** | **109.5** | **117.1** | **6.9** | **44.7** | **8.5** | **2,322,145** | **35.3** | **41,666** | **51,950** | **1,585,642** | **49.8** | **25,697** | **35,473** | **.0492** | **.0506** |
| Olmsted | 109.5 | 117.1 | 6.9 | 44.7 | 8.5 | 2,322,145 | 35.3 | 41,666 | 51,950 | 1,585,642 | 49.8 | 25,697 | 35,473 | .0492 | .0506 |
| **ST. CLOUD** | **196.0** | **209.7** | **7.0** | **71.7** | **8.3** | **3,279,688** | **40.4** | **35,282** | **45,742** | **3,938,178** | **50.7** | **39,482** | **54,926** | **.0898** | **.0951** |
| Benton | 31.1 | 33.5 | 7.7 | 12.3 | 8.8 | 492,990 | 40.7 | 30,997 | 40,080 | 146,399 | 40.4 | 9,227 | 11,902 | .0089 | .0090 |
| Sherburne | 44.0 | 49.9 | 13.4 | 16.3 | 14.0 | 775,584 | 39.1 | 38,977 | 47,582 | 333,536 | 51.1 | 15,435 | 20,462 | .0146 | .0153 |
| Stearns | 120.9 | 126.3 | 4.5 | 43.1 | 6.2 | 2,011,114 | 40.8 | 35,172 | 46,662 | 3,458,243 | 51.1 | 56,372 | 80,238 | .0663 | .0708 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Aitkin | 12.4 | 12.4 | .0 | 5.1 | .0 | 166,456 | 37.0 | 23,830 | 32,638 | 83,013 | 33.6 | 12,180 | 16,277 | .0035 | .0035 |
| Anoka | 254.4 | 284.8 | 11.9 | 96.9 | 12.5 | 4,920,948 | 37.4 | 41,597 | 50,784 | 2,149,341 | 33.6 | 18,688 | 22,181 | .0946 | .0953 |
| Becker | 28.1 | 29.0 | 3.2 | 11.1 | 4.7 | 402,453 | 39.4 | 27,228 | 36,257 | 283,700 | 49.3 | 17,923 | 25,559 | .0092 | .0096 |
| Beltrami | 34.8 | 35.7 | 2.6 | 12.6 | 4.1 | 498,748 | 48.8 | 27,708 | 39,583 | 429,617 | 53.9 | 23,067 | 34,097 | .0119 | .0128 |
| Benton | 31.1 | 33.5 | 7.7 | 12.3 | 8.8 | 492,990 | 40.7 | 30,997 | 40,080 | 146,399 | 40.4 | 9,227 | 11,902 | .0089 | .0090 |
| Big Stone | 6.1 | 5.7 | -6.6 | 2.4 | .0 | 83,892 | 35.4 | 25,821 | 34,955 | 43,390 | 30.9 | 13,810 | 18,079 | .0018 | .0018 |
| Blue Earth | 54.1 | 53.5 | -1.1 | 19.3 | .0 | 913,072 | 43.4 | 33,001 | 47,309 | 779,849 | 48.1 | 27,287 | 40,407 | .0216 | .0223 |
| Brown | 26.9 | 26.3 | -2.2 | 10.3 | .0 | 356,565 | 22.1 | 28,361 | 34,618 | 237,949 | 36.6 | 16,908 | 23,102 | .0088 | .0084 |
| Carlton | 29.4 | 29.9 | 1.7 | 11.5 | 4.5 | 447,544 | 35.6 | 30,012 | 38,917 | 268,129 | 47.1 | 16,568 | 23,316 | .0097 | .0097 |
| Carver | 50.6 | 58.3 | 15.2 | 20.6 | 17.0 | 1,243,946 | 54.7 | 45,694 | 60,386 | 300,627 | 57.5 | 10,847 | 14,594 | .0180 | .0202 |
| Cass | 21.8 | 21.7 | -.5 | 8.3 | .0 | 282,594 | 36.7 | 24,916 | 34,047 | 174,122 | 44.5 | 14,520 | 20,979 | .0065 | .0066 |
| Chippewa | 12.9 | 12.1 | -6.2 | 4.8 | -5.9 | 199,411 | 33.0 | 29,405 | 41,544 | 104,275 | 26.2 | 16,201 | 21,724 | .0043 | .0040 |
| Chisago | 31.4 | 33.8 | 7.6 | 11.9 | 9.2 | 653,776 | 57.8 | 37,999 | 54,939 | 243,420 | 51.3 | 14,758 | 20,455 | .0107 | .0119 |
| Clay | 50.7 | 50.8 | .2 | 17.6 | .6 | 800,654 | 40.1 | 32,652 | 45,492 | 460,963 | 46.7 | 17,950 | 26,191 | .0169 | .0172 |
| Clearwater | 8.2 | 7.8 | -4.9 | 3.1 | .0 | 96,826 | 31.8 | 23,696 | 31,234 | 32,013 | 17.7 | 8,777 | 10,327 | .0020 | .0018 |
| Cook | 3.8 | 3.8 | .0 | 1.6 | .0 | 65,643 | 37.2 | 29,913 | 41,027 | 48,092 | 44.7 | 20,766 | 30,058 | .0015 | .0016 |
| Cottonwood | 12.4 | 11.6 | -6.5 | 4.4 | -10.2 | 140,145 | 9.6 | 26,105 | 31,851 | 74,474 | 22.7 | 12,390 | 16,926 | .0037 | .0031 |
| Crow Wing | 45.2 | 48.1 | 6.4 | 19.0 | 8.0 | 816,157 | 55.6 | 29,808 | 42,956 | 729,786 | 60.3 | 25,868 | 38,410 | .0182 | .0205 |
| Dakota | 298.7 | 352.2 | 17.9 | 126.7 | 18.6 | 6,995,756 | 44.8 | 45,227 | 55,215 | 3,576,878 | 57.1 | 21,319 | 28,231 | .1257 | .1377 |
| Dodge | 15.9 | 16.4 | 3.1 | 5.6 | .0 | 228,467 | 22.5 | 33,310 | 40,798 | 67,977 | 36.9 | 8,869 | 12,139 | .0046 | .0044 |
| Douglas | 28.9 | 29.3 | 1.4 | 11.5 | 3.6 | 446,127 | 42.8 | 28,140 | 38,794 | 374,244 | 50.4 | 22,424 | 32,543 | .0106 | .0111 |
| Faribault | 16.4 | 15.3 | -6.7 | 6.1 | -7.6 | 215,179 | 15.0 | 28,358 | 35,275 | 92,946 | 27.4 | 11,050 | 15,237 | .0050 | .0043 |
| Fillmore | 20.5 | 19.5 | -4.9 | 7.8 | .0 | 289,415 | 33.0 | 27,892 | 37,104 | 133,966 | 34.5 | 12,772 | 17,175 | .0061 | .0059 |
| Freeborn | 32.7 | 31.6 | -3.4 | 12.9 | -.8 | 437,445 | 21.1 | 27,777 | 33,910 | 362,733 | 35.6 | 20,578 | 28,119 | .0119 | .0110 |
| Goodhue | 41.1 | 42.0 | 2.2 | 15.9 | 3.2 | 681,238 | 29.4 | 34,182 | 42,845 | 383,394 | 42.9 | 17,423 | 24,113 | .0146 | .0145 |
| Grant | 6.1 | 5.7 | -6.6 | 2.4 | .0 | 85,841 | 37.9 | 25,931 | 35,767 | 47,989 | 45.2 | 13,774 | 19,995 | .0020 | .0018 |
| Hennepin | 1,057.3 | 1,120.2 | 5.9 | 458.6 | 6.7 | 25,929,124 | 37.0 | 44,042 | 56,540 | 15,466,395 | 49.4 | 24,084 | 33,725 | .5075 | .5238 |
| Houston | 18.6 | 19.0 | 2.2 | 7.3 | 5.8 | 328,217 | 46.5 | 32,477 | 44,961 | 91,419 | 49.0 | 8,893 | 12,523 | .0055 | .0057 |
| Hubbard | 15.1 | 15.6 | 3.3 | 6.4 | 8.5 | 256,284 | 59.0 | 27,311 | 40,044 | 155,578 | 62.5 | 16,224 | 24,309 | .0049 | .0056 |
| Isanti | 26.7 | 29.1 | 9.0 | 10.1 | 11.0 | 544,813 | 61.2 | 37,150 | 53,942 | 216,893 | 65.5 | 14,405 | 21,475 | .0088 | .0101 |
| Itasca | 40.4 | 38.8 | -4.0 | 14.8 | -3.3 | 643,943 | 40.4 | 29,968 | 43,510 | 400,268 | 44.2 | 18,143 | 27,045 | .0140 | .0141 |
| Jackson | 11.2 | 10.2 | -8.9 | 3.9 | -11.4 | 161,761 | 22.2 | 30,094 | 41,477 | 87,849 | 26.0 | 15,848 | 22,525 | .0038 | .0035 |
| Kanabec | 13.1 | 14.1 | 7.6 | 5.4 | 10.2 | 217,482 | 56.7 | 28,330 | 40,274 | 120,532 | 62.5 | 15,139 | 22,321 | .0040 | .0045 |

# METRO/COUNTY 1996 PROJECTIONS

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991–1996 | 12/31/96 Households (Thous.) | % Change 1991–1996 | 1996 EBI ($000) | % Change 1991–1996 | Average Household EBI | | 1996 Retail Sales ($000) | % Change 1991–1996 | Retail Sales Per Household | | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 1991 | 1996 | | | 1991 | 1996 | 1991 | 1996 |
| **MINNESOTA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Kandiyohi | 39.3 | 40.8 | 3.8 | 15.6 | 6.8 | 764,422 | 55.7 | 33,619 | 49,001 | 456,853 | 59.6 | 19,606 | 29,285 | .0145 | .0160 |
| Kittson | 5.6 | 5.2 | -7.1 | 2.2 | .0 | 86,284 | 34.8 | 29,085 | 39,220 | 49,457 | 43.5 | 15,665 | 22,480 | .0019 | .0019 |
| Koochiching | 15.9 | 15.0 | -5.7 | 5.3 | -8.6 | 276,039 | 35.2 | 35,200 | 52,083 | 126,384 | 30.1 | 16,749 | 23,846 | .0055 | .0053 |
| Lac qui Parle | 8.6 | 7.9 | -8.1 | 3.2 | -5.9 | 123,757 | 30.8 | 27,820 | 38,674 | 38,920 | 27.4 | 8,988 | 12,163 | .0025 | .0022 |
| Lake | 10.0 | 9.3 | -7.0 | 3.9 | -.9 | 188,248 | 40.7 | 32,625 | 48,269 | 101,561 | 43.2 | 17,298 | 26,041 | .0038 | .0039 |
| Lake of the Woods | 4.1 | 4.1 | .0 | 1.6 | .0 | 55,279 | 24.2 | 27,813 | 34,549 | 30,459 | 25.7 | 15,145 | 19,037 | .0012 | .0011 |
| Le Sueur | 23.1 | 22.5 | -2.6 | 8.5 | .0 | 330,874 | 22.1 | 31,889 | 38,926 | 96,120 | 25.2 | 9,029 | 11,308 | .0068 | .0061 |
| Lincoln | 6.7 | 6.3 | -6.0 | 2.7 | .0 | 99,307 | 41.2 | 26,057 | 36,780 | 40,777 | 46.2 | 10,333 | 15,103 | .0019 | .0020 |
| Lyon | 24.9 | 24.5 | -1.6 | 9.1 | 0 | 339,822 | 23.5 | 30,248 | 37,343 | 263,049 | 37.4 | 21,040 | 28,906 | .0088 | .0083 |
| McLeod | 32.7 | 34.6 | 5.8 | 13.1 | 8.3 | 538,169 | 32.2 | 33,654 | 41,082 | 384,294 | 46.6 | 21,661 | 29,335 | .0124 | .0125 |
| Mahnomen | 5.0 | 5.0 | .0 | 1.8 | .0 | 56,076 | 35.7 | 22,964 | 31,153 | 32,336 | 43.9 | 12,480 | 17,964 | .0013 | .0013 |
| Marshall | 10.8 | 10.3 | -4.6 | 4.2 | .0 | 139,260 | 27.5 | 26,003 | 33,157 | 67,319 | 39.6 | 11,484 | 16,028 | .0030 | .0030 |
| Martin | 22.3 | 20.8 | -6.7 | 8.4 | -5.6 | 316,257 | 22.0 | 29,120 | 37,650 | 185,334 | 32.6 | 15,701 | 22,064 | .0077 | .0068 |
| Meeker | 21.0 | 21.4 | 1.9 | 8.2 | 5.1 | 331,849 | 40.2 | 30,345 | 40,469 | 141,427 | 50.0 | 12,088 | 17,247 | .0063 | .0066 |
| Mille Lacs | 18.8 | 19.2 | 2.1 | 6.9 | .0 | 287,998 | 43.2 | 29,151 | 41,739 | 137,600 | 48.0 | 13,476 | 19,942 | .0056 | .0060 |
| Morrison | 29.8 | 30.2 | 1.3 | 10.9 | 3.8 | 361,526 | 26.7 | 27,168 | 33,168 | 200,031 | 41.9 | 13,430 | 18,351 | .0087 | .0082 |
| Mower | 36.7 | 34.8 | -5.2 | 14.3 | -3.4 | 543,396 | 24.9 | 29,401 | 38,000 | 322,042 | 35.8 | 16,029 | 22,520 | .0126 | .0118 |
| Murray | 9.4 | 8.7 | -7.4 | 3.2 | -11.1 | 140,500 | 29.5 | 30,141 | 43,906 | 46,958 | 29.3 | 10,091 | 14,674 | .0028 | .0025 |
| Nicollet | 28.2 | 28.3 | .4 | 9.5 | .0 | 497,242 | 38.7 | 37 736 | 52,341 | 170,360 | 45.6 | 12,318 | 17,933 | .0090 | .0090 |
| Nobles | 19.8 | 18.8 | -5.1 | 7.0 | -6.7 | 241,667 | 13.9 | 28,280 | 34,524 | 167,058 | 22.2 | 18,235 | 23,865 | .0065 | .0059 |
| Norman | 7.7 | 7.0 | -9.1 | 2.7 | -10.0 | 89,562 | 14.6 | 26,046 | 33,171 | 45,115 | 25.5 | 11,980 | 16,709 | .0023 | .0019 |
| Olmsted | 109.5 | 117.1 | 6.9 | 44.7 | 8.5 | 2,322,145 | 35.3 | 41,666 | 51,950 | 1,585,642 | 49.8 | 25,697 | 35,473 | .0492 | .0506 |
| Otter Tail | 50.7 | 50.6 | -.2 | 19.9 | 1.5 | 703,119 | 29.6 | 27,684 | 35,333 | 394,248 | 35.5 | 14,842 | 19,811 | .0160 | .0154 |
| Pennington | 13.0 | 12.2 | -6.2 | 4.5 | -10.0 | 186,211 | 30.0 | 28,640 | 41,380 | 112,368 | 24.0 | 18,123 | 24,971 | .0045 | .0041 |
| Pine | 21.5 | 21.7 | .9 | 7.9 | 2.6 | 320,775 | 45.7 | 28,602 | 40,604 | 163,828 | 37.3 | 15,501 | 20,738 | .0065 | .0067 |
| Pipestone | 10.3 | 9.8 | -4.9 | 4.0 | .0 | 124,023 | 22.1 | 25,404 | 31,006 | 77,396 | 36.6 | 14,162 | 19,349 | .0032 | .0029 |
| Polk | 32.1 | 31.1 | -3.1 | 11.9 | .0 | 527,539 | 46.4 | 30,288 | 44,331 | 254,612 | 47.4 | 14,514 | 21,396 | .0101 | .0106 |
| Pope | 10.7 | 10.7 | .0 | 4.1 | .0 | 148,916 | 39.1 | 26,113 | 36,321 | 72,031 | 45.8 | 12,051 | 17,569 | .0032 | .0031 |
| Ramsey | 490.0 | 500.4 | 2.1 | 198.7 | 3.3 | 11,167,077 | 43.5 | 40,455 | 56,201 | 7,130,725 | 50.5 | 24,631 | 35,887 | .2210 | .2327 |
| Red Lake | 4.4 | 4.1 | -6.8 | 1.7 | .0 | 58,291 | 37.6 | 24,924 | 34,289 | 16,916 | 18.7 | 8,384 | 9,951 | .0011 | .0010 |
| Redwood | 16.8 | 15.6 | -7.1 | 5.9 | -7.8 | 207,649 | 15.9 | 27,982 | 35,195 | 114,083 | 27.8 | 13,948 | 19,336 | .0053 | .0045 |
| Renville | 17.2 | 16.1 | -6.4 | 6.1 | -7.6 | 217,394 | 16.1 | 28,362 | 35,638 | 95,336 | 28.1 | 11,279 | 15,629 | .0050 | .0046 |
| Rice | 50.2 | 52.4 | 4.4 | 17.9 | 7.2 | 962,592 | 53.4 | 37,567 | 53,776 | 498,630 | 57.7 | 18,552 | 27,298 | .0175 | .0191 |
| Rock | 9.5 | 8.8 | -7.4 | 3.2 | -11.1 | 113,038 | 8.5 | 28,936 | 35,324 | 43,898 | 13.6 | 10,736 | 13,718 | .0027 | .0023 |
| Roseau | 15.7 | 17.7 | 12.7 | 6.7 | 17.5 | 317,320 | 73.9 | 32,012 | 47,361 | 122,696 | 60.0 | 13,452 | 18,313 | .0051 | .0059 |
| St. Louis | 195.1 | 185.8 | -4.8 | 75.2 | -3.5 | 3,026,858 | 27.5 | 30,471 | 40,251 | 2,056,542 | 37.1 | 19,255 | 27,346 | .0719 | .0684 |
| Scott | 61.2 | 70.6 | 15.4 | 23.7 | 15.6 | 1,309,589 | 44.1 | 44,319 | 55,257 | 455,342 | 49.9 | 14,821 | 19,213 | .0220 | .0236 |
| Sherburne | 44.0 | 49.9 | 13.4 | 16.3 | 14.0 | 775,584 | 39.1 | 38,977 | 47,582 | 333,536 | 51.1 | 15,435 | 20,462 | .0146 | .0153 |
| Sibley | 14.2 | 13.7 | -3.5 | 5.3 | .0 | 178,504 | 22.1 | 27,589 | 33,680 | 58,151 | 36.6 | 8,030 | 10,972 | .0038 | .0035 |
| Stearns | 120.9 | 126.3 | 4.5 | 43.1 | 6.2 | 2,011,114 | 40.8 | 35,172 | 46,662 | 3,458,243 | 51.1 | 56,372 | 80,238 | .0663 | .0708 |
| Steele | 30.9 | 31.2 | 1.0 | 11.5 | .9 | 598,409 | 43.2 | 36,661 | 52,036 | 316,505 | 42.2 | 19,525 | 27,522 | .0116 | .0121 |
| Stevens | 10.4 | 9.7 | -6.7 | 3.3 | -10.8 | 142,892 | 29.8 | 29,756 | 43,301 | 84,429 | 27.3 | 17,926 | 25,585 | .0035 | .0032 |
| Swift | 10.3 | 9.6 | -6.8 | 3.9 | -4.9 | 129,692 | 28.7 | 24,579 | 33,254 | 61,050 | 36.7 | 10,890 | 15,654 | .0029 | .0026 |
| Todd | 23.2 | 22.6 | -2.6 | 8.6 | .0 | 264,611 | 28.2 | 24,007 | 30,769 | 124,466 | 39.9 | 10,344 | 14,473 | .0060 | .0058 |
| Traverse | 4.2 | 3.9 | -7.1 | 1.7 | .0 | 64,580 | 42.6 | 26,648 | 37,988 | 29,044 | 47.6 | 11,571 | 17,085 | .0012 | .0013 |
| Wabasha | 19.8 | 19.7 | -.5 | 7.3 | .0 | 299,337 | 27.2 | 32,241 | 41,005 | 145,147 | 39.4 | 14,265 | 19,883 | .0065 | .0061 |
| Wadena | 13.1 | 13.1 | .0 | 5.0 | .0 | 164,684 | 36.2 | 24,179 | 32,937 | 132,084 | 44.2 | 18,314 | 26,417 | .0042 | .0042 |
| Waseca | 18.1 | 18.0 | -.6 | 6.7 | .0 | 242,287 | 22.1 | 29,625 | 36,162 | 112,817 | 33.7 | 12,595 | 16,838 | .0055 | .0052 |
| Washington | 152.8 | 171.6 | 12.3 | 58.7 | 13.5 | 3,485,476 | 38.6 | 48,637 | 59,378 | 1,308,990 | 55.1 | 16,319 | 22,300 | .0596 | .0625 |
| Watonwan | 11.5 | 11.0 | -4.3 | 4.5 | .0 | 142,272 | 22.0 | 25,905 | 31,616 | 67,411 | 36.6 | 10,964 | 14,980 | .0034 | .0031 |
| Wilkin | 7.4 | 7.0 | -5.4 | 2.8 | .0 | 95,852 | 25.0 | 27,388 | 34,233 | 51,575 | 38.2 | 13,328 | 18,420 | .0022 | .0022 |
| Winona | 48.1 | 48.0 | -.2 | 17.1 | .6 | 761,233 | 35.8 | 32,980 | 44,517 | 420,496 | 44.4 | 17,127 | 24,590 | .0161 | .0161 |
| Wright | 71.5 | 79.4 | 11.0 | 27.0 | 12.5 | 1,492,434 | 59.0 | 39,111 | 55,275 | 700,164 | 60.3 | 18,204 | 25,932 | .0254 | .0289 |
| Yellow Medicine | 11.5 | 11.0 | -4.3 | 4.6 | .0 | 171,771 | 34.7 | 27,717 | 37,342 | 82,245 | 43.4 | 12,465 | 17,879 | .0035 | .0035 |
| **TOTAL METRO COUNTIES** | **3,045.9** | **3,263.8** | **7.2** | **1,242.1** | **7.9** | **67,172,284** | **39.8** | **41,712** | **54,080** | **39,590,100** | **49.2** | **23,036** | **31,874** | **1.3211** | **1.3780** |
| **TOTAL STATE** | **4,457.2** | **4,662.9** | **4.6** | **1,774.0** | **5.6** | **88,583,714** | **38.8** | **37,988** | **49,934** | **51,942,320** | **47.7** | **20,921** | **29,280** | **1.7865** | **1.8415** |

## MISSISSIPPI

| METRO AREA<br>County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991–1996 | 12/31/96 Households (Thous.) | % Change 1991–1996 | 1996 EBI ($000) | % Change 1991–1996 | Average Household EBI 1991 | Average Household EBI 1996 | 1996 Retail Sales ($000) | % Change 1991–1996 | Retail Sales Per Household 1991 | Retail Sales Per Household 1996 | Buying Power Index 1991 | Buying Power Index 1996 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **BILOXI - GULFPORT** | **198.5** | **202.6** | **2.1** | **74.4** | **3.5** | **3,071,434** | **40.8** | **30,331** | **41,283** | **1,578,586** | **33.7** | **16,420** | **21,218** | **.0644** | **.0642** |
| Hancock | 33.2 | 37.6 | 13.3 | 14.4 | 16.1 | 563,671 | 57.8 | 28,802 | 39,144 | 178,399 | 43.5 | 10,023 | 12,389 | .0095 | .0105 |
| Harrison | 165.3 | 165.0 | -.2 | 60.0 | .8 | 2,507,763 | 37.5 | 30,650 | 41,796 | 1,400,187 | 32.6 | 17,754 | 23,336 | .0549 | .0537 |
| **JACKSON** | **401.3** | **418.7** | **4.3** | **149.5** | **5.0** | **7,732,236** | **47.9** | **36,705** | **51,721** | **4,024,678** | **37.5** | **20,548** | **26,921** | **.1499** | **.1554** |
| Hinds | 253.6 | 252.6 | -.4 | 90.7 | .0 | 4,660,048 | 42.1 | 36,150 | 51,379 | 2,882,963 | 35.3 | 23,498 | 31,786 | .0990 | .0993 |

1992 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# METRO/COUNTY 1996 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991-1996 | 12/31/96 Households (Thous.) | % Change 1991-1996 | 1996 EBI ($000) | % Change 1991-1996 | Average Household EBI | | 1996 Retail Sales ($000) | % Change 1991-1996 | Retail Sales Per Household | | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 1991 | 1996 | | | 1991 | 1996 | 1991 | 1996 |
| **MISSISSIPPI (continued)** | | | | | | | | | | | | | | | |
| **JACKSON (continued)** | | | | | | | | | | | | | | | |
| Madison | 57.0 | 65.8 | 15.4 | 24.2 | 17.5 | 1,110,634 | 56.5 | 34,453 | 45,894 | 569,035 | 45.5 | 18,985 | 23,514 | .0205 | .0226 |
| Rankin | 90.7 | 100.3 | 10.6 | 34.6 | 11.3 | 1,961,554 | 58.4 | 39,814 | 56,692 | 572,680 | 41.9 | 12,981 | 16,551 | .0304 | .0335 |
| **PASCAGOULA** | **115.5** | **117.2** | **1.5** | **41.4** | **2.2** | **1,565,343** | **22.0** | **31,671** | **37,810** | **755,985** | **32.8** | **14,054** | **18,261** | **.0356** | **.0331** |
| Jackson | 115.5 | 117.2 | 1.5 | 41.4 | 2.2 | 1,565,343 | 22.0 | 31,671 | 37,810 | 755,985 | 32.8 | 14,054 | 18,261 | .0356 | .0331 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Adams | 34.7 | 33.1 | -4.6 | 12.7 | -3.1 | 487,333 | 37.4 | 27,078 | 38,373 | 318,040 | 24.4 | 19,510 | 25,043 | .0118 | .0111 |
| Alcorn | 31.5 | 30.9 | -1.9 | 12.4 | .0 | 423,065 | 35.0 | 25,274 | 34,118 | 289,835 | 36.9 | 17,075 | 23,374 | .0102 | .0099 |
| Amite | 13.3 | 13.3 | .0 | 4.8 | .0 | 161,087 | 38.7 | 24,204 | 33,560 | 41,783 | 33.7 | 6,510 | 8,705 | .0030 | .0031 |
| Attala | 18.4 | 18.3 | -.5 | 6.9 | .0 | 222,564 | 42.5 | 22,634 | 32,256 | 103,594 | 23.8 | 12,128 | 15,014 | .0050 | .0048 |
| Benton | 8.0 | 8.0 | .0 | 2.8 | .0 | 66,947 | 19.3 | 20,035 | 23,910 | 11,196 | 22.3 | 3,269 | 3,999 | .0015 | .0014 |
| Bolivar | 41.1 | 39.0 | -5.1 | 12.6 | -3.8 | 419,180 | 36.0 | 23,520 | 33,268 | 250,142 | 41.4 | 13,500 | 19,853 | .0103 | .0100 |
| Calhoun | 15.0 | 15.5 | 3.3 | 6.3 | 8.6 | 215,889 | 49.2 | 24,941 | 34,268 | 84,406 | 37.6 | 10,579 | 13,398 | .0041 | .0043 |
| Carroll | 9.2 | 9.2 | .0 | 3.3 | .0 | 99,760 | 28.0 | 23,624 | 30,230 | 13,056 | 14.5 | 3,456 | 3,956 | .0020 | .0019 |
| Chickasaw | 18.3 | 19.2 | 4.9 | 7.1 | 7.6 | 238,556 | 41.8 | 25,482 | 33,599 | 121,450 | 32.4 | 13,896 | 17,106 | .0052 | .0051 |
| Choctaw | 9.2 | 9.7 | 5.4 | 3.2 | .0 | 114,469 | 42.8 | 25,043 | 35,772 | 27,585 | 21.0 | 7,124 | 8,620 | .0021 | .0022 |
| Claiborne | 12.0 | 12.5 | 4.2 | 3.7 | 5.7 | 126,388 | 52.9 | 23,613 | 34,159 | 26,268 | 28.8 | 5,828 | 7,099 | .0024 | .0026 |
| Clarke | 17.3 | 17.3 | .0 | 6.3 | .0 | 230,070 | 38.5 | 26,363 | 36,519 | 42,314 | 24.3 | 5,402 | 6,717 | .0042 | .0040 |
| Clay | 21.1 | 21.1 | .0 | 7.2 | .0 | 314,479 | 44.7 | 30,187 | 43,678 | 116,182 | 27.3 | 12,677 | 16,136 | .0061 | .0061 |
| Coahoma | 31.0 | 29.9 | -3.5 | 10.0 | -2.9 | 335,299 | 38.0 | 23,594 | 33,530 | 215,804 | 32.2 | 15,846 | 21,580 | .0083 | .0080 |
| Copiah | 28.0 | 29.1 | 3.9 | 9.9 | 5.3 | 360,041 | 50.2 | 25,493 | 36,360 | 143,124 | 30.5 | 11,669 | 14,457 | .0072 | .0075 |
| Covington | 16.7 | 17.1 | 2.4 | 6.5 | 6.8 | 190,430 | 37.6 | 23,450 | 30,227 | 76,483 | 37.9 | 9,400 | 12,140 | .0042 | .0041 |
| ☐ De Soto | 74.5 | 89.2 | 19.7 | 31.1 | 21.5 | 1,725,261 | 72.8 | 38,996 | 55,475 | 417,276 | 46.7 | 11,112 | 13,417 | .0239 | .0285 |
| Forrest | 68.8 | 70.3 | 2.2 | 25.7 | 2.0 | 984,398 | 39.8 | 27,942 | 38,303 | 722,837 | 28.4 | 22,336 | 28,126 | .0241 | .0237 |
| Franklin | 8.4 | 8.4 | .0 | 3.1 | .0 | 103,946 | 44.7 | 23,181 | 33,531 | 24,619 | 33.0 | 5,972 | 7,942 | .0020 | .0019 |
| George | 17.0 | 18.4 | 8.2 | 6.4 | 8.5 | 218,680 | 49.1 | 24,867 | 34,169 | 71,529 | 43.2 | 8,467 | 11,176 | .0041 | .0043 |
| Greene | 10.2 | 10.2 | .0 | 3.3 | .0 | 116,544 | 44.7 | 24,411 | 35,316 | 39,353 | 48.8 | 8,015 | 11,925 | .0024 | .0023 |
| Grenada | 21.7 | 22.1 | 1.8 | 7.7 | .0 | 253,115 | 25.3 | 26,226 | 32,872 | 187,860 | 16.8 | 20,888 | 24,397 | .0070 | .0065 |
| Hancock | 33.2 | 37.6 | 13.3 | 14.4 | 16.1 | 563,671 | 57.8 | 28,802 | 39,144 | 178,399 | 43.5 | 10,023 | 12,389 | .0095 | .0105 |
| Harrison | 165.3 | 165.0 | -.2 | 60.0 | .8 | 2,507,763 | 37.5 | 30,650 | 41,796 | 1,400,187 | 32.6 | 17,754 | 23,336 | .0549 | .0537 |
| Hinds | 253.6 | 252.6 | -.4 | 90.7 | .0 | 4,660,048 | 42.1 | 36,150 | 51,379 | 2,882,963 | 35.3 | 23,498 | 31,786 | .0990 | .0993 |
| Holmes | 21.4 | 20.9 | -2.3 | 7.1 | .0 | 182,396 | 34.5 | 19,095 | 25,690 | 64,502 | 30.2 | 6,976 | 9,085 | .0044 | .0042 |
| Humphreys | 12.0 | 11.9 | -.8 | 3.9 | .0 | 136,760 | 43.7 | 24,410 | 35,067 | 54,632 | 29.9 | 10,781 | 14,008 | .0028 | .0028 |
| Issaquena | 1.9 | 1.9 | .0 | .6 | .0 | 13,502 | 19.1 | 18,888 | 22,503 | 1,188 | 22.2 | 1,620 | 1,980 | .0004 | .0002 |
| Itawamba | 20.0 | 20.3 | 1.5 | 7.8 | 4.0 | 310,330 | 48.6 | 27,849 | 39,786 | 61,027 | 32.6 | 6,139 | 7,824 | .0052 | .0054 |
| Jackson | 115.5 | 117.2 | 1.5 | 41.4 | 2.2 | 1,565,343 | 22.0 | 31,671 | 37,810 | 755,985 | 32.8 | 14,054 | 18,261 | .0356 | .0331 |
| Jasper | 17.0 | 16.4 | -3.5 | 6.0 | .0 | 191,712 | 37.4 | 23,256 | 31,952 | 65,267 | 34.3 | 8,099 | 10,878 | .0040 | .0040 |
| Jefferson | 8.5 | 8.0 | -5.9 | 2.8 | .0 | 77,205 | 44.7 | 19,058 | 27,573 | 12,480 | 29.0 | 3,456 | 4,457 | .0016 | .0015 |
| Jefferson Davis | 14.0 | 14.0 | .0 | 4.8 | .0 | 124,238 | 19.4 | 21,682 | 25,883 | 58,153 | 21.0 | 10,010 | 12,115 | .0033 | .0029 |
| Jones | 62.2 | 62.9 | 1.1 | 23.1 | 2.2 | 934,612 | 44.7 | 28,576 | 40,459 | 457,844 | 32.6 | 15,281 | 19,820 | .0192 | .0193 |
| Kemper | 10.5 | 10.8 | 2.9 | 3.7 | .0 | 122,654 | 36.5 | 24,291 | 33,150 | 30,882 | 29.8 | 6,429 | 8,346 | .0024 | .0025 |
| Lafayette | 31.6 | 30.5 | -3.5 | 10.5 | -4.5 | 386,404 | 26.9 | 27,682 | 36,800 | 216,391 | 36.0 | 14,464 | 20,609 | .0092 | .0086 |
| Lamar | 31.0 | 32.4 | 4.5 | 11.6 | 4.5 | 525,427 | 48.5 | 31,870 | 45,295 | 103,841 | 39.6 | 6,702 | 8,952 | .0085 | .0089 |
| Lauderdale | 75.4 | 75.0 | -.5 | 28.8 | 1.8 | 1,138,017 | 35.8 | 29,622 | 39,514 | 748,022 | 33.9 | 19,738 | 25,973 | .0263 | .0257 |
| Lawrence | 12.6 | 13.1 | 4.0 | 4.5 | .0 | 163,086 | 42.9 | 25,356 | 36,241 | 38,506 | 22.3 | 6,996 | 8,557 | .0030 | .0031 |
| Leake | 18.5 | 18.9 | 2.2 | 7.3 | 5.8 | 232,635 | 51.6 | 22,245 | 31,868 | 96,494 | 28.2 | 10,907 | 13,218 | .0049 | .0048 |
| Lee | 67.3 | 72.6 | 7.9 | 27.7 | 9.9 | 1,326,636 | 56.5 | 33,634 | 47,893 | 730,692 | 32.8 | 21,835 | 26,379 | .0257 | .0273 |
| Leflore | 36.7 | 35.5 | -3.3 | 12.4 | -1.6 | 495,593 | 39.9 | 28,108 | 39,967 | 255,749 | 19.1 | 17,048 | 20,625 | .0112 | .0105 |
| Lincoln | 30.4 | 31.3 | 3.0 | 11.7 | 4.5 | 420,010 | 42.0 | 26,402 | 35,898 | 222,944 | 25.4 | 15,879 | 19,055 | .0093 | .0092 |
| Lowndes | 59.1 | 58.7 | -.7 | 21.3 | .0 | 959,995 | 39.1 | 32,396 | 45,070 | 465,840 | 19.4 | 18,321 | 21,870 | .0202 | .0193 |
| Madison | 57.0 | 65.8 | 15.4 | 24.2 | 17.5 | 1,110,634 | 56.5 | 34,453 | 45,894 | 569,035 | 45.5 | 18,985 | 23,514 | .0205 | .0226 |
| Marion | 25.3 | 24.7 | -2.4 | 9.1 | .0 | 336,015 | 42.0 | 26,006 | 36,925 | 140,282 | 24.4 | 12,393 | 15,416 | .0070 | .0069 |
| Marshall | 30.8 | 31.9 | 3.6 | 10.7 | 4.9 | 389,874 | 50.1 | 25,470 | 36,437 | 88,325 | 27.0 | 6,816 | 8,255 | .0071 | .0073 |
| Monroe | 36.7 | 37.1 | 1.1 | 14.0 | 3.7 | 537,270 | 47.5 | 26,977 | 38,376 | 180,026 | 25.2 | 10,649 | 12,859 | .0101 | .0102 |
| Montgomery | 12.3 | 12.3 | .0 | 4.5 | .0 | 151,544 | 43.3 | 23,498 | 33,676 | 64,060 | 33.4 | 10,674 | 14,236 | .0032 | .0031 |
| Neshoba | 24.7 | 25.3 | 1.6 | 8.8 | .0 | 266,014 | 26.1 | 23,965 | 30,229 | 179,109 | 35.9 | 14,979 | 20,353 | .0070 | .0067 |
| Newton | 20.2 | 20.1 | -.5 | 7.3 | .0 | 274,915 | 41.6 | 26,602 | 37,660 | 95,595 | 20.4 | 10,872 | 13,095 | .0055 | .0054 |
| Noxubee | 12.3 | 11.5 | -6.5 | 3.7 | -7.5 | 118,203 | 32.1 | 22,378 | 31,947 | 37,295 | 23.8 | 7,531 | 10,080 | .0026 | .0024 |
| Oktibbeha | 38.7 | 38.7 | .0 | 12.9 | .0 | 470,927 | 29.3 | 28,236 | 36,506 | 233,960 | 33.9 | 13,542 | 18,136 | .0109 | .0103 |
| Panola | 30.7 | 33.1 | 7.8 | 11.4 | 9.6 | 319,269 | 34.0 | 22,917 | 28,006 | 214,098 | 43.5 | 14,341 | 18,781 | .0080 | .0082 |
| Pearl River | 39.6 | 42.5 | 7.3 | 15.2 | 7.8 | 589,960 | 48.7 | 28,139 | 38,813 | 220,545 | 29.7 | 12,062 | 14,510 | .0112 | .0117 |
| Perry | 10.9 | 10.9 | .0 | 3.8 | .0 | 137,967 | 44.7 | 25,095 | 36,307 | 26,187 | 27.3 | 5,415 | 6,891 | .0026 | .0024 |
| Pike | 36.6 | 35.9 | -1.9 | 13.2 | -.8 | 397,003 | 28.3 | 23,273 | 30,076 | 304,157 | 30.8 | 17,484 | 23,042 | .0109 | .0103 |
| Pontotoc | 22.7 | 24.1 | 6.2 | 9.0 | 5.9 | 300,109 | 37.9 | 25,608 | 33,345 | 81,298 | 22.2 | 7,824 | 9,033 | .0058 | .0057 |
| Prentiss | 23.3 | 23.6 | 1.3 | 8.6 | .0 | 298,563 | 36.2 | 25,486 | 34,717 | 190,215 | 38.1 | 16,017 | 22,118 | .0070 | .0070 |
| Quitman | 10.1 | 9.3 | -7.9 | 3.1 | -8.8 | 100,326 | 31.9 | 22,372 | 32,363 | 32,937 | 22.8 | 7,889 | 10,625 | .0022 | .0021 |

# METRO/COUNTY 1996 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991-1996 | 12/31/96 Households (Thous.) | % Change 1991-1996 | 1996 EBI ($000) | % Change 1991-1996 | Average Household EBI 1991 | Average Household EBI 1996 | 1996 Retail Sales ($000) | % Change 1991-1996 | Retail Sales Per Household 1991 | Retail Sales Per Household 1996 | Buying Power Index 1991 | Buying Power Index 1996 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **MISSISSIPPI (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Rankin | 90.7 | 100.3 | 10.6 | 34.6 | 11.3 | 1,961,554 | 58.4 | 39,814 | 56,692 | 572,680 | 41.9 | 12,981 | 16,551 | .0304 | .0335 |
| Scott | 24.6 | 26.5 | 7.7 | 9.6 | 10.3 | 276,310 | 34.4 | 23,632 | 28,782 | 171,325 | 45.3 | 13,553 | 17,846 | .0067 | .0068 |
| Sharkey | 6.9 | 6.5 | -5.8 | 2.1 | .0 | 61,591 | 34.4 | 21,820 | 29,329 | 19,676 | 20.2 | 7,792 | 9,370 | .0014 | .0013 |
| Simpson | 24.0 | 24.4 | 1.7 | 8.8 | 4.8 | 299,129 | 40.9 | 25,266 | 33,992 | 156,654 | 43.8 | 12,970 | 17,802 | .0066 | .0066 |
| Smith | 14.9 | 15.4 | 3.4 | 5.9 | 9.3 | 216,228 | 51.6 | 26,410 | 36,649 | 44,430 | 35.4 | 6,078 | 7,531 | .0036 | .0039 |
| Stone | 11.2 | 12.3 | 9.8 | 4.3 | 13.2 | 158,145 | 52.8 | 27,229 | 36,778 | 84,631 | 58.4 | 14,061 | 19,682 | .0032 | .0034 |
| Sunflower | 34.3 | 33.2 | -3.2 | 9.2 | -1. | 362,568 | 43.1 | 27,249 | 39,410 | 155,286 | 21.4 | 13,752 | 16,879 | .0082 | .0080 |
| Tallahatchie | 15.4 | 16.3 | 5.8 | 5.5 | 7.8 | 165,160 | 54.6 | 20,951 | 30,029 | 44,303 | 30.7 | 6,645 | 8,055 | .0032 | .0033 |
| Tate | 22.0 | 23.7 | 7.7 | 7.8 | 8.3 | 260,469 | 29.3 | 27,974 | 33,393 | 144,714 | 19.9 | 16,762 | 18,553 | .0063 | .0061 |
| Tippah | 19.8 | 20.7 | 4.5 | 7.8 | 6.8 | 220,943 | 27.5 | 23,730 | 28,326 | 106,586 | 18.3 | 12,337 | 13,665 | .0054 | .0050 |
| Tishomingo | 17.7 | 17.6 | -.6 | 7.1 | .0 | 267,862 | 44.7 | 26,074 | 37,727 | 85,236 | 26.0 | 9,525 | 12,005 | .0050 | .0050 |
| Tunica | 8.0 | 7.5 | -6.3 | 2.5 | .0 | 68,455 | 28.5 | 21,302 | 27,382 | 30,257 | 14.7 | 10,550 | 12,103 | .0018 | .0014 |
| Union | 22.2 | 22.6 | 1.8 | 8.4 | .0 | 336,732 | 42.5 | 28,128 | 40,087 | 115,646 | 20.9 | 11,391 | 13,767 | .0066 | .0064 |
| Walthall | 14.5 | 15.0 | 3.4 | 4.9 | .0 | 149,395 | 35.0 | 22,576 | 30,489 | 64,900 | 30.2 | 10,170 | 13,245 | .0034 | .0035 |
| Warren | 47.2 | 45.5 | -3.6 | 16.7 | -2.9 | 743,428 | 36.5 | 31,667 | 44,517 | 514,783 | 42.3 | 21,029 | 30,825 | .0169 | .0169 |
| Washington | 67.6 | 67.3 | -.4 | 22.5 | .0 | 882,224 | 41.3 | 27,746 | 39,210 | 484,679 | 20.3 | 17,901 | 21,541 | .0204 | .0194 |
| Wayne | 19.6 | 20.0 | 2.0 | 7.4 | 5.7 | 210,721 | 34.1 | 22,444 | 28,476 | 99,555 | 33.6 | 10,648 | 13,453 | .0048 | .0048 |
| Webster | 10.0 | 9.5 | -5.0 | 3.8 | .0 | 104,512 | 20.8 | 22,764 | 27,503 | 42,757 | 24.0 | 9,076 | 11,252 | .0026 | .0023 |
| Wilkinson | 9.5 | 9.0 | -5.3 | 3.3 | .0 | 75,923 | 19.3 | 19,278 | 23,007 | 32,729 | 22.3 | 8,110 | 9,918 | .0020 | .0017 |
| Winston | 19.4 | 19.3 | -.5 | 6.9 | -1.4 | 242,366 | 33.6 | 25,908 | 35,126 | 91,283 | 18.2 | 11,030 | 13,229 | .0053 | .0050 |
| Yalobusha | 12.0 | 12.0 | .0 | 4.6 | .0 | 131,856 | 29.8 | 22,085 | 28,664 | 45,957 | 18.5 | 8,432 | 9,991 | .0028 | .0028 |
| Yazoo | 25.1 | 24.0 | -4.4 | 8.6 | -1.1 | 274,990 | 33.4 | 23,687 | 31,976 | 102,537 | 18.4 | 9,953 | 11,923 | .0062 | .0056 |
| **TOTAL METRO COUNTIES** | **789.8** | **827.7** | **4.8** | **296.4** | **5.7** | **14,094,274** | **45.5** | **34,553** | **47,552** | **6,776,525** | **36.6** | **17,690** | **22,863** | **.2738** | **.2812** |
| **TOTAL STATE** | **2,591.8** | **2,644.7** | **2.0** | **946.7** | **3.1** | **37,714,692** | **42.0** | **28,938** | **39,838** | **18,114,452** | **32.3** | **14,916** | **19,134** | **.7861** | **.7851** |
| **MISSOURI** | | | | | | | | | | | | | | | |
| **COLUMBIA** | **114.3** | **118.3** | **3.5** | **44.6** | **4.7** | **2,138,193** | **37.1** | **36,600** | **47,942** | **1,364,419** | **48.1** | **21,630** | **30,592** | **.0452** | **.0462** |
| Boone | 114.3 | 118.3 | 3.5 | 44.6 | 4.7 | 2,138,193 | 37.1 | 36,600 | 47,942 | 1,364,419 | 48.1 | 21,630 | 30,592 | .0452 | .0462 |
| **JOPLIN** | **136.4** | **139.7** | **2.4** | **55.2** | **3.0** | **2,077,830** | **31.2** | **29,548** | **37,642** | **1,488,547** | **40.7** | **19,741** | **26,966** | **.0493** | **.0489** |
| Jasper | 91.4 | 93.3 | 2.1 | 37.6 | 3.0 | 1,400,327 | 32.9 | 28,862 | 37,243 | 1,237,238 | 44.6 | 23,439 | 32,905 | .0354 | .0358 |
| Newton | 45.0 | 46.4 | 3.1 | 17.6 | 2.9 | 677,503 | 27.8 | 31,012 | 38,494 | 251,309 | 24.0 | 11,848 | 14,279 | .0139 | .0131 |
| **KANSAS CITY** | **1,607.2** | **1,710.1** | **6.4** | **663.4** | **7.3** | **37,067,544** | **43.0** | **41,915** | **55,875** | **17,558,826** | **39.1** | **20,413** | **26,468** | **.6826** | **.7022** |
| Cass | 66.6 | 74.6 | 12.0 | 26.9 | 12.6 | 1,355,102 | 46.4 | 38,739 | 50,376 | 433,585 | 33.7 | 13,567 | 16,118 | .0230 | .0241 |
| Clay | 157.1 | 166.6 | 6.0 | 64.8 | 7.3 | 3,182,411 | 28.9 | 40,881 | 49,111 | 2,040,244 | 43.6 | 23,524 | 31,485 | .0689 | .0682 |
| Jackson | 637.4 | 646.4 | 1.4 | 260.4 | 2.4 | 13,287,673 | 39.8 | 37,381 | 51,028 | 7,086,247 | 33.6 | 20,850 | 27,213 | .2651 | .2636 |
| Lafayette | 31.5 | 32.5 | 3.2 | 12.4 | 4.2 | 529,872 | 35.0 | 32,972 | 42,732 | 167,170 | 38.0 | 10,177 | 13,481 | .0098 | .0096 |
| Platte | 60.7 | 68.5 | 12.9 | 26.2 | 12.9 | 1,451,723 | 38.8 | 45,097 | 55,409 | 477,628 | 41.3 | 14,573 | 18,230 | .0244 | .0251 |
| Ray | 22.4 | 23.8 | 6.3 | 8.7 | 6.1 | 396,994 | 43.2 | 33,804 | 45,631 | 106,827 | 33.6 | 9,748 | 12,279 | .0069 | .0069 |
| *Johnson, Kans.* | *379.8* | *440.7* | *16.0* | *171.7* | *17.4* | *12,838,789* | *56.4* | *36,096* | *74,775* | *5,460,819* | *47.3* | *25,343* | *31,804* | *.2011* | *.2243* |
| *Leavenworth, Kans.* | *66.7* | *73.2* | *9.7* | *22.6* | *9.7* | *1,453,398* | *49.9* | *47,070* | *64,310* | *390,680* | *35.8* | *13,962* | *17,287* | *.0231* | *.0245* |
| *Miami, Kans.* | *24.2* | *26.2* | *8.3* | *9.7* | *11.5* | *478,953* | *45.1* | *37,938* | *49,377* | *165,762* | *44.9* | *13,147* | *17,089* | *.0082* | *.0087* |
| *Wyandotte, Kans.* | *160.8* | *157.6* | *-2.0* | *60.0* | *-1.6* | *2,092,629* | *16.2* | *29,527* | *34,877* | *1,229,864* | *32.3* | *15,238* | *20,498* | *.0521* | *.0472* |
| **ST. JOSEPH** | **82.7** | **80.4** | **-2.8** | **31.7** | **-1.6** | **1,291,363** | **29.0** | **31,100** | **40,737** | **794,141** | **30.0** | **18,967** | **25,052** | **.0300** | **.0282** |
| Buchanan | 82.7 | 80.4 | -2.8 | 31.7 | -1.6 | 1,291,363 | 29.0 | 31,100 | 40,737 | 794,141 | 30.0 | 18,967 | 25,052 | .0300 | .0282 |
| **ST. LOUIS** | **2,475.7** | **2,548.0** | **2.9** | **973.3** | **4.9** | **51,475,617** | **32.5** | **41,495** | **52,888** | **24,146,435** | **31.9** | **19,556** | **24,809** | **1.0179** | **.9853** |
| Franklin | 84.2 | 88.4 | 5.0 | 31.2 | 6.8 | 1,378,245 | 36.0 | 34,718 | 44,175 | 647,998 | 28.9 | 17,219 | 20,769 | .0284 | .0279 |
| Jefferson | 177.2 | 193.4 | 9.1 | 67.5 | 10.1 | 3,228,022 | 39.6 | 37,730 | 47,823 | 1,279,211 | 47.7 | 14,132 | 18,951 | .0592 | .0614 |
| St. Charles | 231.5 | 273.9 | 18.3 | 97.2 | 20.0 | 5,787,026 | 54.0 | 46,383 | 59,537 | 2,267,171 | 46.0 | 19,174 | 23,325 | .0943 | .1044 |
| St. Louis | 1,005.2 | 1,032.3 | 2.7 | 402.3 | 4.3 | 25,070,781 | 30.7 | 49,717 | 62,319 | 11,884,229 | 29.5 | 23,795 | 29,541 | .4877 | .4655 |
| St. Louis city | 386.3 | 362.2 | -6.2 | 153.1 | -4.7 | 5,727,723 | 25.6 | 28,369 | 37,412 | 3,249,908 | 34.8 | 14,999 | 21,227 | .1313 | .1225 |
| *Clinton, Ill.* | *34.2* | *35.2* | *2.9* | *11.7* | *.0* | *574,808* | *31.7* | *37,316* | *49,129* | *228,276* | *39.7* | *14,064* | *19,511* | *.0113* | *.0109* |
| *Jersey, Ill.* | *20.7* | *21.3* | *2.9* | *8.0* | *6.7* | *343,982* | *34.3* | *34,158* | *42,998* | *155,606* | *34.5* | *15,431* | *19,451* | *.0070* | *.0069* |
| *Madison, Ill.* | *250.7* | *254.7* | *1.6* | *97.6* | *2.3* | *4,411,545* | *24.2* | *37,244* | *45,200* | *2,227,896* | *27.7* | *18,294* | *22,827* | *.0962* | *.0892* |
| *Monroe, Ill.* | *23.2* | *25.6* | *10.3* | *9.5* | *11.8* | *509,574* | *44.4* | *41,521* | *53,639* | *208,316* | *46.6* | *16,717* | *21,928* | *.0089* | *.0095* |
| *St. Clair, Ill.* | *262.5* | *261.0* | *-.6* | *95.2* | *.0* | *4,443,911* | *29.6* | *36,019* | *46,680* | *1,997,824* | *22.5* | *17,125* | *20,986* | *.0936* | *.0871* |
| **SPRINGFIELD** | **248.2** | **264.3** | **6.5** | **102.3** | **6.9** | **4,507,331** | **39.1** | **33,858** | **44,060** | **2,887,372** | **36.8** | **22,059** | **28,225** | **.0978** | **.0987** |
| Christian | 35.1 | 41.4 | 17.9 | 14.9 | 16.4 | 591,585 | 45.7 | 31,724 | 39,704 | 201,064 | 38.0 | 11,383 | 13,494 | .0106 | .0113 |
| Greene | 213.1 | 222.9 | 4.6 | 87.4 | 5.4 | 3,915,746 | 38.2 | 34,187 | 44,803 | 2,686,308 | 36.7 | 23,707 | 30,736 | .0872 | .0874 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Adair | 24.3 | 23.0 | -5.3 | 8.4 | -5.6 | 305,869 | 25.3 | 27,430 | 36,413 | 216,583 | 22.2 | 19,910 | 25,784 | .0082 | .0074 |
| Andrew | 14.8 | 15.3 | 3.4 | 6.1 | 8.9 | 245,506 | 37.8 | 31,814 | 40,247 | 57,824 | 35.8 | 7,604 | 9,479 | .0043 | .0043 |

# METRO/COUNTY 1996 PROJECTIONS

S&MM ESTIMATES

| METRO AREA County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991–1996 | 12/31/96 Households (Thous.) | % Change 1991–1996 | 1996 EBI ($000) | % Change 1991–1996 | Average Household EBI |  | 1996 Retail Sales ($000) | % Change 1991–1996 | Retail Sales Per Household |  | Buying Power Index |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  |  |  |  |  |  | 1991 | 1996 |  |  | 1991 | 1996 | 1991 | 1996 |
| **MISSOURI (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **ALL COUNTIES (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Atchison | 7.2 | 6.7 | –6.9 | 2.9 | .0 | 119,185 | 42.6 | 28,814 | 41,098 | 38,877 | 39.0 | 9,648 | 13,406 | .0021 | .0021 |
| Audrain | 23.2 | 22.1 | –4.7 | 8.4 | –6.7 | 318,501 | 14.9 | 30,789 | 37,917 | 179,161 | 27.5 | 15,617 | 21,329 | .0078 | .0069 |
| Barry | 28.3 | 30.2 | 6.7 | 12.2 | 8.9 | 411,169 | 40.0 | 26,219 | 33,702 | 168,692 | 33.6 | 11,273 | 13,827 | .0082 | .0083 |
| Barton | 11.4 | 11.4 | .0 | 4.6 | .0 | 164,892 | 29.1 | 27,760 | 35,846 | 58,114 | 25.3 | 10,082 | 12,633 | .0035 | .0032 |
| Bates | 15.1 | 15.6 | 3.3 | 6.5 | 8.3 | 201,920 | 30.1 | 25,869 | 31,065 | 95,405 | 46.9 | 10,826 | 14,678 | .0042 | .0042 |
| Benton | 14.1 | 14.6 | 3.5 | 6.4 | 8.5 | 201,052 | 40.8 | 24,197 | 31,414 | 85,820 | 36.3 | 10,669 | 13,409 | .0041 | .0041 |
| Bollinger | 10.8 | 11.3 | 4.6 | 4.0 | .0 | 139,049 | 33.3 | 26,074 | 34,762 | 40,029 | 20.2 | 8,329 | 10,007 | .0028 | .0028 |
| Boone | 114.3 | 118.3 | 3.5 | 44.6 | 4.7 | 2,138,193 | 37.1 | 36,600 | 47,942 | 1,364,419 | 48.1 | 21,630 | 30,592 | .0452 | .0462 |
| Buchanan | 82.7 | 80.4 | –2.8 | 31.7 | –1.6 | 1,291,363 | 29.0 | 31,100 | 40,737 | 794,141 | 30.0 | 18,967 | 25,052 | .0300 | .0282 |
| Butler | 38.7 | 38.1 | –1.6 | 15.2 | –.7 | 482,333 | 27.3 | 24,759 | 31,732 | 397,700 | 35.9 | 19,126 | 26,164 | .0130 | .0125 |
| Caldwell | 8.4 | 8.4 | .0 | 3.2 | .0 | 111,471 | 29.1 | 26,974 | 34,835 | 19,876 | 25.8 | 4,939 | 6,211 | .0019 | .0018 |
| Callaway | 33.8 | 34.2 | 1.2 | 11.6 | .0 | 494,097 | 26.4 | 33,707 | 42,595 | 220,223 | 36.5 | 13,911 | 18,985 | .0107 | .0101 |
| Camden | 28.6 | 31.5 | 10.1 | 13.2 | 11.9 | 517,529 | 38.2 | 31,727 | 39,207 | 362,011 | 39.0 | 22,071 | 27,425 | .0115 | .0117 |
| Cape Girardeau | 62.3 | 64.4 | 3.4 | 25.2 | 5.9 | 1,061,768 | 33.9 | 33,306 | 42,134 | 813,809 | 31.5 | 25,993 | 32,294 | .0258 | .0251 |
| Carroll | 10.5 | 10.0 | –4.8 | 4.3 | .0 | 141,845 | 23.1 | 26,805 | 32,987 | 51,182 | 30.8 | 9,099 | 11,903 | .0030 | .0027 |
| Carter | 5.6 | 6.1 | 8.9 | 2.1 | .0 | 54,964 | 23.7 | 21,157 | 26,173 | 18,404 | 24.7 | 7,027 | 8,764 | .0013 | .0012 |
| Cass | 66.6 | 74.6 | 12.0 | 26.9 | 12.6 | 1,355,102 | 46.4 | 38,739 | 50,376 | 433,585 | 33.7 | 13,567 | 16,118 | .0230 | .0241 |
| Cedar | 12.1 | 12.1 | .0 | 5.0 | .0 | 155,056 | 30.4 | 23,781 | 31,011 | 67,967 | 30.8 | 10,395 | 13,593 | .0034 | .0033 |
| Chariton | 9.0 | 8.6 | –4.4 | 3.6 | .0 | 141,460 | 34.0 | 29,317 | 39,294 | 31,983 | 30.0 | 6,833 | 8,884 | .0025 | .0023 |
| Christian | 35.1 | 41.4 | 17.9 | 14.9 | 16.4 | 591,585 | 45.7 | 31,724 | 39,704 | 201,064 | 38.0 | 11,383 | 13,494 | .0106 | .0113 |
| Clark | 7.4 | 7.0 | –5.4 | 2.8 | .0 | 91,124 | 27.2 | 25,579 | 32,544 | 40,564 | 33.9 | 10,818 | 14,487 | .0021 | .0020 |
| Clay | 157.1 | 166.6 | 6.0 | 64.8 | 7.3 | 3,182,411 | 28.9 | 40,881 | 49,111 | 2,040,244 | 43.6 | 23,524 | 31,485 | .0689 | .0682 |
| Clinton | 16.8 | 17.3 | 3.0 | 6.8 | 7.9 | 295,069 | 39.3 | 33,633 | 43,393 | 102,272 | 32.5 | 12,251 | 15,040 | .0053 | .0053 |
| Cole | 64.4 | 67.1 | 4.2 | 24.7 | 5.6 | 1,317,302 | 36.7 | 41,172 | 53,332 | 1,050,926 | 44.0 | 31,185 | 42,548 | .0301 | .0307 |
| Cooper | 14.8 | 14.4 | –2.7 | 4.9 | –7.5 | 178,295 | 13.3 | 29,697 | 36,387 | 83,585 | 16.0 | 13,601 | 17,058 | .0046 | .0038 |
| Crawford | 19.7 | 21.1 | 7.1 | 8.0 | 6.7 | 247,241 | 28.1 | 25,726 | 30,905 | 139,094 | 44.6 | 12,822 | 17,387 | .0055 | .0057 |
| Dade | 7.5 | 7.5 | .0 | 3.0 | .0 | 113,785 | 41.3 | 26,846 | 37,928 | 25,268 | 33.2 | 6,323 | 8,423 | .0021 | .0020 |
| Dallas | 13.1 | 14.6 | 11.5 | 5.6 | 9.8 | 186,492 | 48.4 | 24,635 | 33,302 | 75,097 | 45.3 | 10,132 | 13,410 | .0035 | .0038 |
| Daviess | 7.8 | 7.8 | .0 | 3.0 | .0 | 97,007 | 27.4 | 25,378 | 32,336 | 46,044 | 39.5 | 11,001 | 15,348 | .0021 | .0020 |
| De Kalb | 10.9 | 11.5 | 5.5 | 3.4 | 3.0 | 155,635 | 41.6 | 33,298 | 45,775 | 28,047 | 22.2 | 6,953 | 8,249 | .0028 | .0028 |
| Dent | 13.7 | 13.7 | .0 | 5.3 | .0 | 183,599 | 34.8 | 25,708 | 34,641 | 79,023 | 29.5 | 11,517 | 14,910 | .0039 | .0037 |
| Douglas | 12.0 | 12.5 | 4.2 | 5.2 | 10.6 | 160,167 | 38.3 | 24,633 | 30,801 | 77,135 | 37.2 | 11,966 | 14,834 | .0035 | .0035 |
| Dunklin | 32.6 | 31.0 | –4.9 | 12.3 | –4.7 | 395,258 | 23.6 | 24,787 | 32,135 | 244,961 | 34.2 | 14,154 | 19,916 | .0099 | .0091 |
| Franklin | 84.2 | 88.4 | 5.0 | 31.2 | 6.8 | 1,378,245 | 36.0 | 34,718 | 44,175 | 647,998 | 28.9 | 17,219 | 20,769 | .0284 | .0279 |
| Gasconade | 14.2 | 14.7 | 3.5 | 6.2 | 8.8 | 213,974 | 30.7 | 28,732 | 34,512 | 95,026 | 30.7 | 12,758 | 15,327 | .0046 | .0044 |
| Gentry | 6.6 | 5.9 | –10.6 | 2.2 | –15.4 | 78,010 | 13.9 | 26,350 | 35,459 | 36,075 | 21.3 | 11,438 | 16,398 | .0019 | .0016 |
| Greene | 213.1 | 222.9 | 4.6 | 87.4 | 5.4 | 3,915,746 | 38.2 | 34,187 | 44,803 | 2,686,308 | 36.7 | 23,707 | 30,736 | .0872 | .0874 |
| Grundy | 10.3 | 9.8 | –4.9 | 4.3 | .0 | 153,031 | 34.5 | 26,463 | 35,589 | 74,745 | 43.3 | 12,129 | 17,383 | .0032 | .0032 |
| Harrison | 8.3 | 7.9 | –4.8 | 3.5 | .0 | 110,217 | 23.2 | 25,551 | 31,491 | 102,937 | 26.3 | 23,294 | 29,411 | .0032 | .0029 |
| Henry | 20.1 | 20.1 | .0 | 8.2 | .0 | 304,905 | 37.6 | 27,021 | 37,184 | 173,369 | 35.5 | 15,601 | 21,143 | .0066 | .0065 |
| Hickory | 7.4 | 7.4 | .0 | 3.2 | .0 | 87,653 | 25.7 | 21,789 | 27,392 | 21,764 | 33.3 | 5,102 | 6,801 | .0018 | .0017 |
| Holt | 5.9 | 5.5 | –6.8 | 2.4 | .0 | 84,567 | 32.2 | 26,650 | 35,236 | 35,460 | 33.3 | 11,087 | 14,775 | .0018 | .0017 |
| Howard | 9.6 | 9.3 | –3.1 | 3.6 | .0 | 141,074 | 33.2 | 29,419 | 39,187 | 30,016 | 18.7 | 7,023 | 8,338 | .0025 | .0025 |
| Howell | 31.9 | 32.8 | 2.8 | 13.0 | 4.0 | 418,497 | 35.6 | 24,683 | 32,192 | 289,183 | 42.2 | 16,272 | 22,245 | .0101 | .0099 |
| Iron | 10.7 | 10.2 | –4.7 | 4.0 | .0 | 121,210 | 25.5 | 24,142 | 30,303 | 57,357 | 33.5 | 10,745 | 14,339 | .0028 | .0027 |
| Jackson | 637.4 | 646.4 | 1.4 | 260.4 | 2.4 | 13,287,673 | 39.8 | 37,381 | 51,028 | 7,086,247 | 33.6 | 20,850 | 27,213 | .2651 | .2636 |
| Jasper | 91.4 | 93.3 | 2.1 | 37.6 | 3.0 | 1,400,327 | 32.9 | 28,862 | 37,243 | 1,237,238 | 44.6 | 23,439 | 32,905 | .0354 | .0358 |
| Jefferson | 177.2 | 193.4 | 9.1 | 67.5 | 10.1 | 3,228,022 | 39.6 | 37,730 | 47,823 | 1,279,211 | 47.7 | 14,132 | 18,951 | .0592 | .0614 |
| Johnson | 43.5 | 45.0 | 3.4 | 15.4 | 4.1 | 640,185 | 33.9 | 32,312 | 41,570 | 247,320 | 36.0 | 12,286 | 16,060 | .0129 | .0126 |
| Knox | 4.3 | 4.0 | –7.0 | 1.8 | .0 | 56,121 | 27.9 | 24,383 | 31,178 | 12,559 | 22.2 | 5,708 | 6,977 | .0010 | .0010 |
| Laclede | 27.6 | 28.5 | 3.3 | 11.1 | 4.7 | 433,540 | 46.2 | 27,970 | 39,058 | 329,111 | 51.9 | 20,435 | 29,650 | .0098 | .0103 |
| Lafayette | 31.5 | 32.5 | 3.2 | 12.4 | 4.2 | 529,872 | 35.0 | 32,972 | 42,732 | 167,170 | 38.0 | 10,177 | 13,481 | .0098 | .0096 |
| Lawrence | 30.7 | 32.1 | 4.6 | 12.4 | 4.2 | 439,133 | 35.0 | 27,340 | 35,414 | 172,775 | 35.2 | 10,739 | 13,933 | .0088 | .0088 |
| Lewis | 10.0 | 9.4 | –6.0 | 3.3 | –8.3 | 117,353 | 17.3 | 27,779 | 35,562 | 35,741 | 14.2 | 8,696 | 10,831 | .0027 | .0023 |
| Lincoln | 30.5 | 35.1 | 15.1 | 12.5 | 14.7 | 565,068 | 52.4 | 34,021 | 45,205 | 173,265 | 33.7 | 11,886 | 13,861 | .0095 | .0102 |
| Linn | 13.7 | 13.2 | –3.6 | 5.7 | .0 | 193,049 | 32.9 | 25,475 | 33,868 | 113,563 | 42.5 | 13,983 | 19,923 | .0044 | .0043 |
| Livingston | 14.5 | 13.9 | –4.1 | 5.1 | –8.9 | 205,488 | 16.6 | 31,469 | 40,292 | 119,175 | 15.3 | 18,456 | 23,368 | .0051 | .0045 |
| McDonald | 17.3 | 18.3 | 5.8 | 7.0 | 7.7 | 215,324 | 36.0 | 24,361 | 30,761 | 90,501 | 41.3 | 9,857 | 12,929 | .0046 | .0045 |
| Macon | 15.3 | 15.3 | .0 | 6.1 | .0 | 246,084 | 42.4 | 28,334 | 40,342 | 111,290 | 33.7 | 13,648 | 18,244 | .0049 | .0049 |
| Madison | 11.4 | 12.4 | 8.8 | 5.0 | 11.1 | 139,724 | 33.4 | 23,276 | 27,945 | 73,851 | 41.2 | 11,623 | 14,770 | .0032 | .0032 |
| Maries | 8.1 | 8.6 | 6.2 | 3.0 | .0 | 93,439 | 20.1 | 25,943 | 31,146 | 26,135 | 23.7 | 7,042 | 8,712 | .0019 | .0018 |
| Marion | 27.5 | 26.9 | –2.2 | 10.6 | –.9 | 379,251 | 25.4 | 28,260 | 35,778 | 279,692 | 37.8 | 18,972 | 26,386 | .0097 | .0092 |
| Mercer | 3.5 | 3.2 | –8.6 | 1.5 | .0 | 53,325 | 42.7 | 24,910 | 35,550 | 7,007 | 21.0 | 3,862 | 4,671 | .0009 | .0008 |
| Miller | 21.0 | 21.9 | 4.3 | 8.6 | 6.2 | 287,548 | 34.9 | 26,306 | 33,436 | 213,200 | 39.0 | 18,930 | 24,791 | .0069 | .0070 |
| Mississippi | 14.3 | 13.8 | –3.5 | 5.4 | .0 | 163,831 | 20.5 | 25,173 | 30,339 | 120,694 | 35.8 | 16,458 | 22,351 | .0045 | .0041 |
| Moniteau | 12.3 | 12.1 | –1.6 | 4.6 | .0 | 194,495 | 38.6 | 30,498 | 42,282 | 74,649 | 31.3 | 12,362 | 16,228 | .0037 | .0037 |

# METRO/COUNTY 1996 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991–1996 | 12/31/96 Households (Thous.) | % Change 1991–1996 | 1996 EBI ($000) | % Change 1991–1996 | Average Household EBI | | 1996 Retail Sales ($000) | % Change 1991–1996 | Retail Sales Per Household | | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 1991 | 1996 | | | 1991 | 1996 | 1991 | 1996 |
| **MISSOURI (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Monroe | 9.0 | 8.5 | –5.6 | 3.5 | .0 | 108,192 | 20.1 | 25,745 | 30,912 | 36,470 | 15.0 | 9,064 | 10,420 | .0025 | .0022 |
| Montgomery | 11.4 | 11.4 | .0 | 4.4 | .0 | 157,467 | 25.4 | 28,548 | 35,788 | 111,186 | 32.8 | 19,025 | 25,270 | .0039 | .0037 |
| Morgan | 15.9 | 16.9 | 6.3 | 6.9 | 7.8 | 232,488 | 36.7 | 26,572 | 33,694 | 140,381 | 39.4 | 15,736 | 20,345 | .0052 | .0053 |
| New Madrid | 20.4 | 19.1 | –6.4 | 7.1 | –6.6 | 241,070 | 20.5 | 26,334 | 33,954 | 82,516 | 11.3 | 9,756 | 11,622 | .0056 | .0047 |
| Newton | 45.0 | 46.4 | 3.1 | 17.6 | 2.9 | 677,503 | 27.8 | 31,012 | 38,494 | 251,309 | 24.0 | 11,848 | 14,279 | .0139 | .0131 |
| Nodaway | 21.7 | 20.8 | –4.1 | 7.0 | –6.7 | 295,648 | 31.9 | 29,879 | 42,235 | 136,978 | 35.7 | 13,457 | 19,568 | .0065 | .0061 |
| Oregon | 9.4 | 9.4 | .0 | 3.8 | .0 | 100,381 | 27.7 | 20,683 | 26,416 | 63,814 | 26.0 | 13,329 | 16,793 | .0026 | .0025 |
| Osage | 12.0 | 12.0 | .0 | 4.3 | .0 | 197,967 | 42.7 | 32,271 | 46,039 | 78,402 | 33.8 | 13,626 | 18,233 | .0037 | .0038 |
| Ozark | 8.8 | 9.3 | 5.7 | 4.1 | 13.9 | 124,488 | 47.4 | 23,453 | 30,363 | 38,783 | 31.1 | 8,217 | 9,459 | .0023 | .0023 |
| Pemiscot | 21.6 | 20.6 | –4.6 | 8.2 | .0 | 240,781 | 29.6 | 22,653 | 29,364 | 127,701 | 40.7 | 11,068 | 15,573 | .0057 | .0055 |
| Perry | 16.7 | 16.7 | .0 | 6.1 | .0 | 236,827 | 27.3 | 30,508 | 38,824 | 135,815 | 27.0 | 17,527 | 22,265 | .0057 | .0053 |
| Pettis | 35.6 | 36.0 | 1.1 | 14.7 | 3.5 | 554,364 | 30.9 | 29,825 | 37,712 | 342,955 | 33.9 | 18,031 | 23,330 | .0126 | .0122 |
| Phelps | 35.7 | 37.3 | 4.5 | 14.5 | 7.4 | 592,646 | 43.2 | 30,656 | 40,872 | 370,027 | 40.9 | 19,456 | 25,519 | .0127 | .0130 |
| Pike | 15.9 | 15.9 | .0 | 6.1 | .0 | 227,184 | 30.8 | 28,470 | 37,243 | 90,500 | 29.9 | 11,419 | 14,836 | .0047 | .0045 |
| Platte | 60.7 | 68.5 | 12.9 | 26.2 | 12.9 | 1,451,723 | 38.8 | 45,097 | 55,409 | 477,628 | 41.3 | 14,573 | 18,230 | .0244 | .0251 |
| Polk | 22.4 | 24.0 | 7.1 | 8.7 | 6.1 | 292,466 | 35.8 | 26,270 | 33,617 | 153,537 | 45.1 | 12,901 | 17,648 | .0064 | .0064 |
| Pulaski | 40.8 | 39.6 | –2.9 | 11.4 | –7.3 | 546,939 | 28.2 | 34,686 | 47,977 | 224,964 | 34.7 | 13,574 | 19,734 | .0117 | .0112 |
| Putnam | 4.9 | 4.5 | –8.2 | 2.1 | .0 | 57,953 | 21.5 | 22,713 | 27,597 | 15,291 | 23.5 | 5,898 | 7,281 | .0013 | .0010 |
| Ralls | 8.5 | 8.5 | .0 | 3.2 | .0 | 146,281 | 43.6 | 31,839 | 45,713 | 28,654 | 46.1 | 6,131 | 8,954 | .0024 | .0024 |
| Randolph | 24.2 | 23.6 | –2.5 | 8.9 | .0 | 349,262 | 23.5 | 31,772 | 39,243 | 186,174 | 29.7 | 16,128 | 20,918 | .0079 | .0074 |
| Ray | 22.4 | 23.8 | 6.3 | 8.7 | 6.1 | 396,994 | 43.2 | 33,804 | 45,631 | 106,827 | 33.6 | 9,748 | 12,279 | .0069 | .0069 |
| Reynolds | 6.5 | 6.1 | –6.2 | 2.5 | .0 | 86,303 | 35.6 | 25,454 | 34,521 | 16,542 | 17.8 | 5,616 | 6,617 | .0015 | .0016 |
| Ripley | 12.4 | 12.9 | 4.0 | 5.4 | 10.2 | 132,781 | 33.4 | 20,312 | 24,589 | 69,348 | 45.1 | 9,755 | 12,842 | .0031 | .0030 |
| St. Charles | 231.5 | 273.9 | 18.3 | 97.2 | 20.0 | 5,787,026 | 54.0 | 46,383 | 59,537 | 2,267,171 | 46.0 | 19,174 | 23,325 | .0943 | .1044 |
| St. Clair | 8.5 | 8.5 | .0 | 3.5 | .0 | 124,488 | 41.4 | 25,150 | 35,568 | 42,803 | 23.3 | 9,920 | 12,229 | .0023 | .0024 |
| Ste. Genevieve | 16.4 | 17.4 | 6.1 | 6.4 | 8.5 | 242,998 | 30.3 | 31,610 | 37,968 | 76,117 | 36.4 | 9,455 | 11,893 | .0048 | .0047 |
| St. Francois | 50.3 | 53.1 | 5.6 | 19.7 | 7.7 | 764,674 | 43.0 | 29,224 | 38,816 | 414,088 | 49.5 | 15,131 | 21,020 | .0157 | .0164 |
| St. Louis | 1,005.2 | 1,032.3 | 2.7 | 402.3 | 4.3 | 25,070,781 | 30.7 | 49,717 | 62,319 | 11,884,229 | 29.5 | 23,795 | 29,541 | .4877 | .4655 |
| St. Louis city | 386.3 | 362.2 | –6.2 | 153.1 | –4.7 | 5,727,723 | 25.6 | 28,369 | 37,412 | 3,249,908 | 34.8 | 14,999 | 21,227 | .1313 | .1225 |
| Saline | 23.4 | 22.9 | –2.1 | 8.9 | .0 | 343,669 | 27.6 | 30,263 | 38,614 | 142,915 | 23.2 | 13,034 | 16,058 | .0073 | .0067 |
| Schuyler | 4.1 | 3.8 | –7.3 | 1.7 | .0 | 51,107 | 25.0 | 24,045 | 30,063 | 17,718 | 13.2 | 9,209 | 10,422 | .0011 | .0010 |
| Scotland | 4.7 | 4.3 | –8.5 | 1.9 | .0 | 59,592 | 32.4 | 23,693 | 31,364 | 24,892 | 22.6 | 10,687 | 13,101 | .0013 | .0012 |
| Scott | 39.6 | 40.0 | 1.0 | 15.3 | 2.7 | 549,832 | 29.8 | 28,422 | 35,937 | 395,168 | 34.8 | 19,680 | 25,828 | .0137 | .0131 |
| Shannon | 7.6 | 7.6 | .0 | 2.9 | .0 | 80,228 | 25.5 | 22,050 | 27,665 | 22,181 | 38.5 | 5,524 | 7,649 | .0017 | .0017 |
| Shelby | 6.8 | 6.4 | –5.9 | 2.8 | .0 | 100,574 | 36.0 | 26,407 | 35,919 | 37,021 | 27.9 | 10,334 | 13,222 | .0021 | .0019 |
| Stoddard | 28.9 | 28.8 | –.3 | 11.4 | .0 | 353,023 | 20.1 | 25,780 | 30,967 | 217,921 | 26.3 | 15,140 | 19,116 | .0089 | .0083 |
| Stone | 19.8 | 21.8 | 10.1 | 9.2 | 12.2 | 402,972 | 60.3 | 30,648 | 43,801 | 107,050 | 51.4 | 8,621 | 11,636 | .0062 | .0069 |
| Sullivan | 6.2 | 5.8 | –6.5 | 2.6 | .0 | 74,539 | 21.0 | 23,698 | 28,669 | 20,203 | 19.7 | 6,494 | 7,770 | .0016 | .0013 |
| Taney | 26.4 | 28.6 | 8.3 | 11.8 | 10.3 | 421,487 | 34.6 | 29,257 | 35,719 | 294,151 | 45.0 | 18,964 | 24,928 | .0096 | .0099 |
| Texas | 21.5 | 21.5 | .0 | 8.5 | .0 | 233,356 | 20.1 | 22,853 | 27,454 | 136,314 | 28.7 | 12,461 | 16,037 | .0061 | .0055 |
| Vernon | 18.9 | 18.3 | –3.2 | 7.3 | .0 | 248,495 | 25.5 | 27,122 | 34,040 | 144,251 | 38.5 | 14,269 | 19,760 | .0058 | .0056 |
| Warren | 20.5 | 23.5 | 14.6 | 8.4 | 13.5 | 348,587 | 38.8 | 33,942 | 41,498 | 88,542 | 27.1 | 9,415 | 10,541 | .0061 | .0061 |
| Washington | 20.9 | 22.2 | 6.2 | 7.7 | 6.9 | 225,931 | 30.1 | 24,113 | 29,342 | 70,073 | 19.5 | 8,147 | 9,100 | .0049 | .0048 |
| Wayne | 11.7 | 12.2 | 4.3 | 4.6 | .0 | 124,488 | 20.7 | 22,412 | 27,063 | 54,402 | 27.2 | 9,301 | 11,827 | .0031 | .0027 |
| Webster | 24.6 | 26.7 | 8.5 | 9.7 | 11.5 | 321,780 | 34.6 | 27,473 | 33,173 | 113,071 | 24.1 | 10,474 | 11,657 | .0066 | .0065 |
| Worth | 2.3 | 2.0 | –13.0 | 1.0 | .0 | 26,421 | 21.6 | 21,723 | 26,421 | 11,131 | 24.8 | 8,917 | 11,131 | .0006 | .0007 |
| Wright | 16.8 | 16.8 | .0 | 6.5 | .0 | 167,206 | 20.2 | 21,397 | 25,724 | 106,361 | 35.6 | 12,063 | 16,363 | .0045 | .0040 |
| **TOTAL METRO COUNTIES** | **3,441.7** | **3,565.3** | **3.6** | **1,384.5** | **4.6** | **71,410,289** | **35.2** | **39,898** | **51,578** | **36,174,697** | **35.0** | **20,242** | **26,128** | **1.4213** | **1.4012** |
| **TOTAL STATE** | **5,184.8** | **5,337.0** | **2.9** | **2,066.8** | **4.0** | **96,421,960** | **34.5** | **36,076** | **46,653** | **49,193,244** | **35.0** | **18,334** | **23,802** | **1.9700** | **1.9354** |
| **MONTANA** | | | | | | | | | | | | | | | |
| **BILLINGS** | **112.8** | **111.4** | **–1.2** | **44.5** | **.0** | **2,156,586** | **36.3** | **35,557** | **48,463** | **1,578,470** | **44.3** | **24,584** | **35,471** | **.0481** | **.0485** |
| Yellowstone | 112.8 | 111.4 | –1.2 | 44.5 | .0 | 2,156,586 | 36.3 | 35,557 | 48,463 | 1,578,470 | 44.3 | 24,584 | 35,471 | .0481 | .0485 |
| **GREAT FALLS** | **77.9** | **79.6** | **2.2** | **31.5** | **4.0** | **1,373,495** | **33.4** | **33,987** | **43,603** | **880,607** | **41.3** | **20,576** | **27,956** | **.0301** | **.0300** |
| Cascade | 77.9 | 79.6 | 2.2 | 31.5 | 4.0 | 1,373,495 | 33.4 | 33,987 | 43,603 | 880,607 | 41.3 | 20,576 | 27,956 | .0301 | .0300 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Beaverhead | 8.6 | 9.2 | 7.0 | 3.8 | 15.2 | 130,522 | 36.0 | 29,091 | 34,348 | 51,201 | 26.8 | 12,237 | 13,474 | .0026 | .0025 |
| Big Horn | 11.4 | 11.8 | 3.5 | 3.4 | .0 | 126,295 | 36.5 | 27,215 | 37,146 | 65,463 | 44.4 | 13,335 | 19,254 | .0029 | .0029 |
| Blaine | 6.7 | 6.7 | .0 | 2.4 | .0 | 72,698 | 18.7 | 25,513 | 30,291 | 28,493 | 14.0 | 10,413 | 11,872 | .0019 | .0015 |
| Broadwater | 3.4 | 3.9 | 14.7 | 1.3 | .0 | 57,220 | 39.2 | 31,620 | 44,015 | 10,821 | 19.4 | 6,972 | 8,324 | .0008 | .0011 |
| Carbon | 8.0 | 8.0 | .0 | 3.2 | .0 | 129,120 | 34.9 | 29,901 | 40,350 | 32,324 | 28.8 | 7,845 | 10,101 | .0024 | .0021 |
| Carter | 1.5 | 1.5 | .0 | .6 | .0 | 21,755 | 24.4 | 29,150 | 36,258 | 3,263 | 12.9 | 4,818 | 5,438 | .0004 | .0004 |

1992 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# METRO/COUNTY 1996 PROJECTIONS

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991-1996 | 12/31/96 Households (Thous.) | % Change 1991-1996 | 1996 EBI ($000) | % Change 1991-1996 | Average Household EBI | | 1996 Retail Sales ($000) | % Change 1991-1996 | Retail Sales Per Household | | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 1991 | 1996 | | | 1991 | 1996 | 1991 | 1996 |
| **MONTANA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Cascade | 77.9 | 79.6 | 2.2 | 31.5 | 4.0 | 1,373,495 | 33.4 | 33,987 | 43,603 | 880,607 | 41.3 | 20,576 | 27,956 | .0301 | .0300 |
| Chouteau | 5.4 | 5.4 | .0 | 2.0 | .0 | 98,234 | 39.2 | 35,279 | 49,117 | 23,532 | 29.0 | 9,124 | 11,766 | .0018 | .0017 |
| Custer | 11.6 | 11.5 | -.9 | 4.6 | .0 | 190,092 | 36.9 | 30,176 | 41,324 | 135,678 | 44.6 | 20,393 | 29,495 | .0044 | .0044 |
| Daniels | 2.2 | 2.2 | .0 | .9 | .0 | 29,302 | 20.4 | 27,049 | 32,558 | 7,919 | 22.9 | 7,162 | 8,799 | .0005 | .0006 |
| Dawson | 9.0 | 8.0 | -11.1 | 3.0 | -14.3 | 117,379 | 9.7 | 30,559 | 39,126 | 59,209 | 19.9 | 14,113 | 19,736 | .0029 | .0024 |
| Deer Lodge | 10.1 | 10.1 | .0 | 4.0 | .0 | 146,067 | 33.0 | 27,463 | 36,517 | 59,063 | 29.6 | 11,392 | 14,766 | .0031 | .0029 |
| Fallon | 2.9 | 2.6 | -10.3 | 1.1 | .0 | 38,275 | 17.7 | 29,555 | 34,795 | 15,727 | 32.1 | 10,825 | 14,297 | .0009 | .0007 |
| Fergus | 12.0 | 12.0 | .0 | 4.6 | .0 | 166,838 | 17.8 | 30,784 | 36,269 | 70,730 | 20.3 | 12,781 | 15,376 | .0037 | .0034 |
| Flathead | 60.2 | 63.6 | 5.6 | 24.9 | 6.9 | 1,324,849 | 48.8 | 38,216 | 53,207 | 735,060 | 48.2 | 21,288 | 29,520 | .0250 | .0266 |
| Gallatin | 51.2 | 53.6 | 4.7 | 20.9 | 7.7 | 1,056,010 | 47.8 | 36,826 | 50,527 | 674,611 | 51.4 | 22,973 | 32,278 | .0208 | .0224 |
| Garfield | 1.6 | 1.6 | .0 | .6 | .0 | 22,183 | 26.1 | 29,330 | 36,972 | 7,913 | 38.8 | 9,503 | 13,188 | .0005 | .0005 |
| Glacier | 12.3 | 12.8 | 4.1 | 4.0 | 5.3 | 155,725 | 45.5 | 28,162 | 38,931 | 79,141 | 40.8 | 14,794 | 19,785 | .0034 | .0035 |
| Golden Valley | .9 | .9 | .0 | .3 | .0 | 8,667 | 17.9 | 24,503 | 28,890 | 2,633 | 34.4 | 6,530 | 8,777 | .0002 | .0002 |
| Granite | 2.5 | 2.5 | .0 | 1.0 | .0 | 41,271 | 39.2 | 29,647 | 41,271 | 11.364 | 26.9 | 8,955 | 11,364 | .0007 | .0007 |
| Hill | 17.8 | 18.7 | 5.1 | 7.0 | 7.7 | 308,112 | 40.0 | 33,869 | 44,016 | 165,528 | 51.0 | 16,864 | 23,647 | .0062 | .0064 |
| Jefferson | 8.3 | 9.6 | 15.7 | 3.5 | 16.7 | 209,365 | 62.4 | 42,967 | 59,819 | 24,677 | 39.3 | 5,904 | 7,051 | .0026 | .0030 |
| Judith Basin | 2.3 | 2.3 | .0 | .9 | .0 | 44,523 | 39.2 | 35,540 | 49,470 | 4,455 | 27.5 | 3,881 | 4,950 | .0007 | .0007 |
| Lake | 21.6 | 23.5 | 8.8 | 9.1 | 12.3 | 367,729 | 54.8 | 29,327 | 40,410 | 159,852 | 49.5 | 13,197 | 17,566 | .0066 | .0072 |
| Lewis and Clark | 48.2 | 50.8 | 5.4 | 20.5 | 7.9 | 1,014,083 | 47.9 | 36,088 | 49,467 | 541,458 | 49.3 | 19,089 | 26,413 | .0190 | .0203 |
| Liberty | 2.3 | 2.3 | .0 | .8 | .0 | 38,403 | 36.7 | 35,113 | 48,004 | 11,462 | 42.2 | 10,074 | 14,328 | .0008 | .0007 |
| Lincoln | 17.5 | 18.0 | 2.9 | 7.2 | 7.5 | 313,861 | 49.6 | 31,310 | 43,592 | 131,744 | 47.0 | 13,375 | 18,298 | .0056 | .0060 |
| McCone | 2.2 | 2.2 | .0 | .8 | .0 | 25,430 | 17.9 | 26,958 | 31,788 | 6,332 | 10.1 | 7,191 | 7,915 | .0005 | .0005 |
| Madison | 6.0 | 6.0 | .0 | 2.4 | .0 | 93,027 | 28.7 | 30,114 | 38,761 | 24,624 | 27.7 | 8,036 | 10,260 | .0017 | .0017 |
| Meagher | 1.8 | 1.8 | .0 | .7 | .0 | 26,720 | 37.3 | 27,800 | 38,171 | 6,533 | 18.6 | 7,871 | 9,333 | .0006 | .0004 |
| Mineral | 3.3 | 3.3 | .0 | 1.3 | .0 | 40,315 | 17.9 | 26,302 | 31,012 | 18,612 | 21.5 | 11,780 | 14,317 | .0010 | .0009 |
| Missoula | 79.6 | 82.5 | 3.6 | 32.6 | 4.8 | 1,562,730 | 43.9 | 34,922 | 47,937 | 1,077,207 | 51.8 | 22,819 | 33,043 | .0325 | .0344 |
| Musselshell | 3.9 | 3.6 | -7.7 | 1.6 | .0 | 44,724 | 17.9 | 23,706 | 27,953 | 20,121 | 31.7 | 9,552 | 12,576 | .0010 | .0010 |
| Park | 14.5 | 14.5 | .0 | 5.6 | .0 | 259,523 | 37.1 | 33,810 | 46,343 | 104,634 | 36.7 | 13,665 | 18,685 | .0051 | .0048 |
| Petroleum | .5 | .5 | .0 | .2 | .0 | 6,047 | 17.9 | 25,640 | 30,235 | 974 | 17.8 | 4,135 | 4,870 | .0000 | .0002 |
| Phillips | 5.1 | 5.1 | .0 | 1.9 | .0 | 87,121 | 37.7 | 33,297 | 45,853 | 29,998 | 30.0 | 12,141 | 15,788 | .0017 | .0015 |
| Pondera | 6.5 | 7.0 | 7.7 | 2.2 | .0 | 95,495 | 36.0 | 31,911 | 43,407 | 33,917 | 26.5 | 12,189 | 15,417 | .0018 | .0019 |
| Powder River | 2.0 | 2.0 | .0 | .8 | .0 | 31,725 | 17.9 | 33,633 | 39,656 | 3,983 | 10.0 | 4,525 | 4,979 | .0007 | .0005 |
| Powell | 6.7 | 6.8 | 1.5 | 2.2 | .0 | 88,705 | 22.7 | 32,857 | 40,320 | 33,508 | 25.0 | 12,182 | 15,231 | .0019 | .0018 |
| Prairie | 1.3 | 1.3 | .0 | .5 | .0 | 13,766 | 20.1 | 22,926 | 27,532 | 1,395 | 11.0 | 2,514 | 2,790 | .0002 | .0002 |
| Ravalli | 25.6 | 27.5 | 7.4 | 11.0 | 10.0 | 427,802 | 45.2 | 29,457 | 38,891 | 153,113 | 54.0 | 9,943 | 13,919 | .0077 | .0081 |
| Richland | 10.1 | 9.1 | -9.9 | 3.2 | -13.5 | 109,652 | 2.0 | 29,062 | 34,266 | 49,364 | 5.1 | 12,694 | 15,426 | .0030 | .0024 |
| Roosevelt | 11.1 | 11.6 | 4.5 | 3.7 | .0 | 134,013 | 35.9 | 26,651 | 36,220 | 70,633 | 31.2 | 14,551 | 19,090 | .0030 | .0030 |
| Rosebud | 10.5 | 10.5 | .0 | 3.5 | .0 | 173,044 | 36.9 | 36,105 | 49,441 | 55,361 | 37.6 | 11,494 | 15,817 | .0032 | .0032 |
| Sanders | 8.6 | 8.6 | .0 | 3.4 | .0 | 109,661 | 22.4 | 26,346 | 32,253 | 38,473 | 36.8 | 8,270 | 11,316 | .0024 | .0021 |
| Sheridan | 4.7 | 4.7 | .0 | 1.9 | .0 | 77,820 | 38.3 | 29,617 | 40,958 | 32,775 | 32.5 | 13,021 | 17,250 | .0016 | .0015 |
| Silver Bow | 33.6 | 33.6 | .0 | 13.8 | .0 | 539,032 | 27.6 | 30,608 | 39,060 | 348,496 | 39.6 | 18,087 | 25,253 | .0123 | .0120 |
| Stillwater | 6.9 | 8.1 | 17.4 | 3.1 | 19.2 | 156,167 | 66.0 | 36,186 | 50,376 | 47,217 | 42.4 | 12,755 | 15,231 | .0024 | .0028 |
| Sweet Grass | 3.2 | 3.2 | .0 | 1.3 | .0 | 55,751 | 37.8 | 31,116 | 42,885 | 19,499 | 18.8 | 12,625 | 14,999 | .0010 | .0009 |
| Teton | 6.3 | 6.3 | .0 | 2.3 | .0 | 97,064 | 30.4 | 32,353 | 42,202 | 25,441 | 36.2 | 8,123 | 11,061 | .0018 | .0019 |
| Toole | 4.9 | 4.5 | -8.2 | 1.9 | .0 | 75,623 | 22.7 | 32,448 | 39,802 | 27,493 | 37.0 | 10,565 | 14,470 | .0016 | .0013 |
| Treasure | .9 | .9 | .0 | .3 | .0 | 12,454 | 37.5 | 30,200 | 41,513 | 1,060 | 21.0 | 2,920 | 3,533 | .0003 | .0002 |
| Valley | 8.0 | 7.6 | -5.0 | 3.2 | .0 | 119,319 | 26.5 | 29,474 | 37,287 | 51,155 | 21.8 | 13,128 | 15,986 | .0025 | .0024 |
| Wheatland | 2.2 | 2.2 | .0 | .8 | .0 | 31,214 | 39.2 | 28,025 | 39,018 | 8,326 | 37.2 | 7,584 | 10,408 | .0006 | .0005 |
| Wibaux | 1.2 | 1.2 | .0 | .5 | .0 | 22,041 | 39.2 | 31,678 | 44,082 | 1,301 | 32.2 | 1,968 | 2,602 | .0004 | .0003 |
| Yellowstone | 112.8 | 111.4 | -1.2 | 44.5 | .0 | 2,156,586 | 36.3 | 35,557 | 48,463 | 1,578,470 | 44.3 | 24,584 | 35,471 | .0481 | .0485 |
| **TOTAL METRO COUNTIES** | **190.7** | **191.0** | **.2** | **76.0** | **1.6** | **3,530,081** | **35.1** | **34,921** | **46,448** | **2,459,077** | **43.2** | **22,960** | **32,356** | **.0782** | **.0785** |
| **TOTAL STATE** | **801.4** | **820.3** | **2.4** | **318.3** | **3.6** | **14,274,644** | **39.0** | **33,410** | **44,847** | **7,863,943** | **43.7** | **17,810** | **24,706** | **.2911** | **.2957** |
| **NEBRASKA** | | | | | | | | | | | | | | | |
| **LINCOLN** | **217.6** | **226.1** | **3.9** | **88.4** | **4.9** | **4,682,964** | **38.3** | **40,163** | **52,975** | **2,350,792** | **48.8** | **18,737** | **26,593** | **.0885** | **.0911** |
| Lancaster | 217.6 | 226.1 | 3.9 | 88.4 | 4.9 | 4,682,964 | 38.3 | 40,163 | 52,975 | 2,350,792 | 48.8 | 18,737 | 26,593 | .0885 | .0911 |
| **OMAHA** | **625.9** | **645.1** | **3.1** | **244.2** | **3.8** | **13,212,027** | **35.8** | **41,362** | **54,103** | **7,060,021** | **44.7** | **20,739** | **28,911** | **.2600** | **.2627** |
| Douglas | 420.8 | 430.7 | 2.4 | 168.1 | 3.3 | 9,156,146 | 34.2 | 41,932 | 54,468 | 5,409,499 | 45.5 | 22,848 | 32,180 | .1857 | .1870 |
| Sarpy | 105.6 | 114.4 | 8.3 | 38.1 | 8.9 | 2,308,055 | 45.2 | 45,427 | 60.579 | 696,270 | 53.0 | 13,005 | 18,275 | .0372 | .0395 |
| Washington | 16.9 | 17.8 | 5.3 | 6.7 | 8.1 | 338,636 | 36.5 | 40,010 | 50,543 | 104,118 | 41.3 | 11,882 | 15,540 | .0059 | .0060 |
| *Pottawattamie, Iowa* | *82.6* | *82.2* | *-.5* | *31.3* | *.0* | *1,409,190* | *32.0* | *34,117* | *45,022* | *850,134* | *34.6* | *20,181* | *27,161* | *.0312* | *.0302* |

# METRO/COUNTY 1996 PROJECTIONS

S&MM ESTIMATES

| METRO AREA County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991-1996 | 12/31/96 Households (Thous.) | % Change 1991-1996 | 1996 EBI ($000) | % Change 1991-1996 | Average Household EBI | | 1996 Retail Sales ($000) | % Change 1991-1996 | Retail Sales Per Household | | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 1991 | 1996 | | | 1991 | 1996 | 1991 | 1996 |
| **NEBRASKA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Adams | 29.5 | 29.5 | .0 | 11.5 | .0 | 562,583 | 33.4 | 36,667 | 48,920 | 289,452 | 36.7 | 18,409 | 25,170 | .0114 | .0112 |
| Antelope | 7.8 | 7.4 | -5.1 | 3.0 | .0 | 120,603 | 39.2 | 28,875 | 40,201 | 45,206 | 32.3 | 11,390 | 15,069 | .0023 | .0023 |
| Arthur | .5 | .5 | .0 | .2 | .0 | 5,872 | 18.1 | 24,860 | 29,360 | 967 | 21.6 | 3,975 | 4,835 | .0001 | .0001 |
| Banner | .8 | .8 | .0 | .3 | .0 | 11,526 | 30.5 | 29,430 | 38,420 | 63 | 34.0 | 157 | 210 | .0002 | .0002 |
| Blaine | .7 | .7 | .0 | .3 | .0 | 10,313 | 24.2 | 27,680 | 34,377 | 1,703 | 23.3 | 4,603 | 5,677 | .0003 | .0001 |
| Boone | 6.6 | 6.6 | .0 | 2.5 | .0 | 106,832 | 38.3 | 30,893 | 42,733 | 49,087 | 29.0 | 15,222 | 19,635 | .0021 | .0022 |
| Box Butte | 12.9 | 12.3 | -4.7 | 4.7 | -2.1 | 214,574 | 24.9 | 35,781 | 45,654 | 87,800 | 36.7 | 13,381 | 18,681 | .0044 | .0040 |
| Boyd | 2.8 | 2.8 | .0 | 1.1 | .0 | 39,372 | 37.3 | 26,073 | 35,793 | 11,120 | 31.4 | 7,691 | 10,109 | .0007 | .0007 |
| Brown | 3.5 | 3.2 | -8.6 | 1.5 | .0 | 56,025 | 38.6 | 26,945 | 37,350 | 19,799 | 32.0 | 9,997 | 13,199 | .0011 | .0011 |
| Buffalo | 37.8 | 39.1 | 3.4 | 14.8 | 5.7 | 619,639 | 30.6 | 33,888 | 41,868 | 397,930 | 42.2 | 19,988 | 26,887 | .0140 | .0138 |
| Burt | 7.8 | 7.8 | .0 | 3.1 | .0 | 119,390 | 32.0 | 29,172 | 38,513 | 35,326 | 24.6 | 9,147 | 11,395 | .0022 | .0022 |
| Butler | 8.6 | 8.6 | .0 | 3.3 | .0 | 161,371 | 37.6 | 35,538 | 48,900 | 37,662 | 31.6 | 8,674 | 11,413 | .0028 | .0025 |
| Cass | 21.7 | 23.1 | 6.5 | 8.4 | 6.3 | 424,083 | 44.3 | 37,198 | 50,486 | 91,297 | 53.1 | 7,549 | 10,869 | .0066 | .0072 |
| Cedar | 9.9 | 9.4 | -5.1 | 3.6 | .0 | 144,384 | 37.2 | 29,231 | 40,107 | 39,913 | 34.6 | 8,240 | 11,087 | .0028 | .0025 |
| Chase | 4.2 | 3.9 | -7.1 | 1.7 | .0 | 62,880 | 26.6 | 29,223 | 36,988 | 26,300 | 20.7 | 12,815 | 15,471 | .0012 | .0013 |
| Cherry | 6.1 | 5.7 | -6.6 | 2.4 | .0 | 104,982 | 37.0 | 31,933 | 43,743 | 52,700 | 31.3 | 16,722 | 21,958 | .0023 | .0020 |
| Cheyenne | 9.5 | 9.5 | .0 | 3.9 | .0 | 163,494 | 29.8 | 32,307 | 41,922 | 331,875 | 40.8 | 60,449 | 85,096 | .0062 | .0063 |
| Clay | 7.1 | 7.1 | .0 | 2.7 | .0 | 111,594 | 31.4 | 31,455 | 41,331 | 37,777 | 39.6 | 10,025 | 13,991 | .0022 | .0022 |
| Colfax | 8.9 | 8.4 | -5.6 | 3.5 | .0 | 149,329 | 38.1 | 30,889 | 42,665 | 48,781 | 33.5 | 10,436 | 13,937 | .0027 | .0026 |
| Cuming | 10.0 | 10.0 | .0 | 3.8 | .0 | 154,121 | 31.5 | 30,852 | 40,558 | 67,360 | 28.9 | 13,754 | 17,726 | .0033 | .0030 |
| Custer | 11.9 | 11.1 | -6.7 | 4.5 | -6.3 | 199,287 | 29.1 | 32,153 | 44,286 | 74,622 | 23.4 | 12,597 | 16,583 | .0040 | .0038 |
| ☐ Dakota | 16.8 | 17.2 | 2.4 | 6.0 | .0 | 295,199 | 39.4 | 35,303 | 49,200 | 85,117 | 26.6 | 11,208 | 14,186 | .0052 | .0052 |
| Dawes | 9.1 | 9.2 | 1.1 | 3.3 | .0 | 129,097 | 33.0 | 29,408 | 39,120 | 83,460 | 41.1 | 17,927 | 25,291 | .0029 | .0029 |
| Dawson | 19.5 | 18.3 | -6.2 | 7.5 | -2.6 | 322,317 | 31.0 | 31,952 | 42,976 | 165,783 | 39.6 | 15,423 | 22,104 | .0069 | .0065 |
| Deuel | 2.2 | 2.2 | .0 | .9 | .0 | 37,855 | 38.5 | 30,374 | 42,061 | 24,755 | 45.5 | 18,910 | 27,506 | .0009 | .0008 |
| Dixon | 6.0 | 5.6 | -6.7 | 2.3 | .0 | 95,093 | 40.4 | 29,445 | 41,345 | 20,255 | 37.8 | 6,391 | 8,807 | .0015 | .0017 |
| Dodge | 34.7 | 35.2 | 1.4 | 14.0 | 3.7 | 631,984 | 37.0 | 34,159 | 45,142 | 418,081 | 46.9 | 21,083 | 29,863 | .0137 | .0138 |
| Douglas | 420.8 | 430.7 | 2.4 | 168.1 | 3.3 | 9,156,146 | 34.2 | 41,932 | 54,468 | 5,409,499 | 45.5 | 22,848 | 32,180 | .1857 | .1870 |
| Dundy | 2.6 | 2.6 | .0 | 1.1 | .0 | 43,861 | 33.3 | 29,915 | 39,874 | 6,439 | 16.8 | 5,012 | 5,854 | .0009 | .0007 |
| Fillmore | 7.1 | 7.1 | .0 | 2.8 | .0 | 137,165 | 38.6 | 35,351 | 48,988 | 24,722 | 25.0 | 7,064 | 8,829 | .0022 | .0021 |
| Franklin | 3.9 | 3.9 | .0 | 1.6 | .0 | 60,332 | 27.5 | 29,581 | 37,708 | 15,955 | 23.0 | 8,104 | 9,972 | .0011 | .0011 |
| Frontier | 3.1 | 3.1 | .0 | 1.2 | .0 | 45,105 | 31.5 | 28,586 | 37,588 | 9,666 | 41.7 | 5,684 | 8,055 | .0009 | .0009 |
| Furnas | 5.4 | 5.0 | -7.4 | 2.3 | .0 | 76,317 | 28.0 | 25,921 | 33,181 | 34,393 | 37.9 | 10,846 | 14,953 | .0016 | .0015 |
| Gage | 22.7 | 22.6 | -.4 | 9.0 | .0 | 386,895 | 32.8 | 32,376 | 42,988 | 181,882 | 40.4 | 14,399 | 20,209 | .0078 | .0076 |
| Garden | 2.4 | 2.4 | .0 | 1.0 | .0 | 34,610 | 26.3 | 27,402 | 34,610 | 9,967 | 36.3 | 7,315 | 9,967 | .0008 | .0006 |
| Garfield | 2.1 | 2.1 | .0 | .8 | .0 | 29,150 | 36.8 | 26,634 | 36,438 | 15,122 | 18.4 | 15,971 | 18,903 | .0006 | .0007 |
| Gosper | 1.9 | 1.9 | .0 | .8 | .0 | 31,940 | 21.4 | 32,891 | 39,925 | 2,110 | 24.5 | 2,119 | 2,638 | .0005 | .0004 |
| Grant | .8 | .8 | .0 | .3 | .0 | 11,132 | 25.9 | 29,467 | 37,107 | 2,369 | 25.3 | 6,300 | 7,897 | .0001 | .0003 |
| Greeley | 3.0 | 3.0 | .0 | 1.1 | .0 | 41,374 | 37.8 | 27,295 | 37,613 | 7,799 | 26.9 | 5,587 | 7,090 | .0008 | .0006 |
| Hall | 49.0 | 49.3 | .6 | 19.3 | 2.7 | 876,770 | 35.2 | 34,492 | 45,428 | 654,548 | 43.9 | 24,189 | 33,914 | .0201 | .0203 |
| Hamilton | 8.8 | 8.8 | .0 | 3.2 | .0 | 147,751 | 32.7 | 34,794 | 46,172 | 40,425 | 30.5 | 9,678 | 12,633 | .0026 | .0026 |
| Harlan | 3.8 | 3.8 | .0 | 1.6 | .0 | 57,936 | 32.8 | 27,259 | 36,210 | 15,099 | 18.0 | 7,996 | 9,437 | .0011 | .0010 |
| Hayes | 1.2 | 1.2 | .0 | .5 | .0 | 27,451 | 38.2 | 39,726 | 54,902 | 2,778 | 18.9 | 4,672 | 5,556 | .0005 | .0004 |
| Hitchcock | 3.7 | 3.7 | .0 | 1.4 | .0 | 62,850 | 39.0 | 32,293 | 44,893 | 13,759 | 44.7 | 6,792 | 9,828 | .0010 | .0009 |
| Holt | 12.3 | 11.5 | -6.5 | 4.2 | -8.7 | 179,206 | 24.8 | 31,217 | 42,668 | 90,082 | 19.8 | 16,350 | 21,448 | .0042 | .0038 |
| Hooker | .8 | .8 | .0 | .3 | .0 | 10,798 | 34.8 | 26,703 | 35,993 | 5,288 | 28.1 | 13,760 | 17,627 | .0002 | .0003 |
| Howard | 6.0 | 6.0 | .0 | 2.3 | .0 | 88,299 | 32.1 | 29,065 | 38,391 | 20,702 | 16.3 | 7,740 | 9,001 | .0016 | .0014 |
| Jefferson | 8.6 | 8.2 | -4.7 | 3.6 | .0 | 150,147 | 34.8 | 30,939 | 41,708 | 61,658 | 30.8 | 13,091 | 17,127 | .0030 | .0029 |
| Johnson | 4.6 | 4.6 | .0 | 1.9 | .0 | 78,623 | 33.6 | 30,978 | 41,381 | 21,828 | 32.1 | 8,697 | 11,488 | .0015 | .0015 |
| Kearney | 6.7 | 7.2 | 7.5 | 2.5 | .0 | 120,725 | 35.1 | 35,736 | 48,290 | 29,167 | 33.0 | 8,769 | 11,667 | .0020 | .0019 |
| Keith | 8.4 | 7.9 | -6.0 | 3.4 | .0 | 131,614 | 26.5 | 30,591 | 38,710 | 101,360 | 26.2 | 23,629 | 29,812 | .0035 | .0031 |
| Keya Paha | 1.0 | 1.0 | .0 | .4 | .0 | 13,346 | 39.4 | 23,930 | 33,365 | 3,309 | 33.1 | 6,218 | 8,273 | .0001 | .0004 |
| Kimball | 3.9 | 3.6 | -7.7 | 1.6 | .0 | 67,369 | 32.0 | 31,909 | 42,106 | 33,514 | 41.4 | 14,814 | 20,946 | .0015 | .0013 |
| Knox | 9.3 | 8.9 | -4.3 | 3.8 | .0 | 155,820 | 39.4 | 29,423 | 41,005 | 46,687 | 34.2 | 9,153 | 12,286 | .0028 | .0026 |
| Lancaster | 217.6 | 226.1 | 3.9 | 88.4 | 4.9 | 4,682,964 | 38.3 | 40,163 | 52,975 | 2,350,792 | 48.8 | 18,737 | 26,593 | .0885 | .0911 |
| Lincoln | 32.3 | 32.2 | -.3 | 13.1 | 3.1 | 579,539 | 31.1 | 34,802 | 44,240 | 327,703 | 43.7 | 17,951 | 25,015 | .0122 | .0121 |
| Logan | .9 | .9 | .0 | .3 | .0 | 12,588 | 38.9 | 30,207 | 41,960 | 2,355 | 20.9 | 6,493 | 7,850 | .0003 | .0002 |
| Loup | .7 | .7 | .0 | .3 | .0 | 11,071 | 39.4 | 26,477 | 36,903 | 1,436 | 29.5 | 3,697 | 4,787 | .0002 | .0001 |
| McPherson | .5 | .5 | .0 | .2 | .0 | 9,039 | 39.6 | 32,385 | 45,195 | 1,539 | 32.4 | 5,810 | 7,695 | .0001 | .0002 |
| Madison | 32.9 | 33.8 | 2.7 | 12.9 | 4.0 | 553,756 | 34.0 | 33,335 | 42,927 | 386,032 | 45.9 | 21,338 | 29,925 | .0126 | .0126 |
| Merrick | 8.0 | 8.0 | .0 | 3.0 | .0 | 134,253 | 39.3 | 32,127 | 44,751 | 40,736 | 19.4 | 11,368 | 13,579 | .0024 | .0024 |
| Morrill | 5.4 | 5.4 | .0 | 2.1 | .0 | 79,260 | 26.7 | 29,782 | 37,743 | 14,120 | 19.5 | 5,629 | 6,724 | .0014 | .0014 |
| Nance | 4.1 | 3.8 | -7.3 | 1.6 | .0 | 63,062 | 37.5 | 28,664 | 39,414 | 10,843 | 29.8 | 5,223 | 6,777 | .0011 | .0010 |
| Nemaha | 7.8 | 7.3 | -6.4 | 3.0 | .0 | 141,715 | 37.7 | 34,303 | 47,238 | 43,547 | 45.0 | 10,008 | 14,516 | .0025 | .0025 |
| Nuckolls | 5.6 | 5.2 | -7.1 | 2.3 | .0 | 81,626 | 28.2 | 27,684 | 35,490 | 37,069 | 21.4 | 13,273 | 16,117 | .0019 | .0017 |

# METRO/COUNTY 1996 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991-1996 | 12/31/96 Households (Thous.) | % Change 1991-1996 | 1996 EBI ($000) | % Change 1991-1996 | Average Household EBI 1991 | Average Household EBI 1996 | 1996 Retail Sales ($000) | % Change 1991-1996 | Retail Sales Per Household 1991 | Retail Sales Per Household 1996 | Buying Power Index 1991 | Buying Power Index 1996 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **NEBRASKA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Otoe | 14.2 | 14.2 | .0 | 5.6 | .0 | 202,138 | 18.3 | 30,511 | 36,096 | 108,456 | 34.6 | 14,387 | 19,367 | .0047 | .0042 |
| Pawnee | 3.3 | 3.3 | .0 | 1.4 | .0 | 48,351 | 33.5 | 25,871 | 34,536 | 11,751 | 34.9 | 6,222 | 8,394 | .0008 | .0009 |
| Perkins | 3.3 | 3.3 | .0 | 1.3 | .0 | 52,385 | 32.9 | 30,321 | 40,296 | 13,978 | 42.4 | 7,548 | 10,752 | .0010 | .0009 |
| Phelps | 9.7 | 9.7 | .0 | 3.8 | .0 | 186,335 | 30.8 | 37,483 | 49,036 | 68,834 | 27.3 | 14,232 | 18,114 | .0036 | .0033 |
| Pierce | 7.8 | 7.8 | .0 | 2.9 | .0 | 124,061 | 33.1 | 32,147 | 42,780 | 33,186 | 16.7 | 9,805 | 11,443 | .0022 | .0022 |
| Platte | 30.4 | 32.3 | 6.3 | 12.2 | 8.9 | 546,780 | 38.2 | 35,325 | 44,818 | 302,328 | 44.2 | 18,722 | 24,781 | .0112 | .0116 |
| Polk | 5.6 | 5.6 | .0 | 2.2 | .0 | 100,523 | 35.4 | 33,754 | 45,692 | 15,496 | 30.6 | 5,393 | 7,044 | .0016 | .0015 |
| Red Willow | 11.5 | 11.0 | −4.3 | 4.7 | .0 | 207,901 | 37.3 | 32,210 | 44,234 | 153,080 | 44.8 | 22,487 | 32,570 | .0048 | .0047 |
| Richardson | 9.7 | 9.2 | −5.2 | 4.1 | .0 | 146,356 | 29.3 | 27,617 | 35,697 | 62,371 | 27.3 | 11,948 | 15,212 | .0030 | .0029 |
| Rock | 2.0 | 2.0 | .0 | .8 | .0 | 28,331 | 29.4 | 27,374 | 35,414 | 9,759 | 40.6 | 8,679 | 12,199 | .0007 | .0005 |
| Saline | 12.8 | 12.8 | .0 | 4.8 | .0 | 194,828 | 26.3 | 32,133 | 40,589 | 118,528 | 38.9 | 17,775 | 24,693 | .0044 | .0043 |
| Sarpy | 105.6 | 114.4 | 8.3 | 38.1 | 8.9 | 2,308,055 | 45.2 | 45,427 | 60,579 | 696,270 | 53.0 | 13,005 | 18,275 | .0372 | .0395 |
| Saunders | 18.4 | 18.8 | 2.2 | 7.3 | 5.8 | 333,661 | 40.9 | 34,324 | 45,707 | 108,476 | 43.3 | 10,972 | 14,860 | .0058 | .0060 |
| Scotts Bluff | 35.8 | 35.7 | −.3 | 14.5 | 2.8 | 599,650 | 36.1 | 31,250 | 41,355 | 420,639 | 46.2 | 20,406 | 29,010 | .0134 | .0136 |
| Seward | 15.7 | 16.5 | 5.1 | 6.1 | 8.9 | 298,081 | 45.5 | 36,574 | 48,866 | 98,094 | 51.5 | 11,561 | 16,081 | .0051 | .0052 |
| Sheridan | 6.7 | 6.7 | .0 | 2.6 | .0 | 108,349 | 31.3 | 31,738 | 41,673 | 35,787 | 28.8 | 10,686 | 13,764 | .0022 | .0021 |
| Sherman | 3.7 | 3.7 | .0 | 1.4 | .0 | 49,291 | 38.0 | 25,515 | 35,208 | 12,225 | 31.8 | 6,627 | 8,732 | .0008 | .0009 |
| Sioux | 1.5 | 1.5 | .0 | .6 | .0 | 21,422 | 18.3 | 30,177 | 35,703 | 4,276 | 34.6 | 5,293 | 7,127 | .0005 | .0004 |
| Stanton | 6.4 | 6.9 | 7.8 | 2.2 | .0 | 80,955 | 18.2 | 31,127 | 36,798 | 5,967 | 23.1 | 2,204 | 2,712 | .0015 | .0015 |
| Thayer | 6.5 | 6.1 | −6.2 | 2.7 | .0 | 103,101 | 30.9 | 29,173 | 38,186 | 41,411 | 26.4 | 12,129 | 15,337 | .0021 | .0019 |
| Thomas | .8 | .8 | .0 | .3 | .0 | 10,434 | 37.3 | 25,323 | 34,780 | 4,129 | 44.8 | 9,503 | 13,763 | .0001 | .0002 |
| Thurston | 6.9 | 6.9 | .0 | 2.3 | .0 | 87,116 | 35.4 | 27,973 | 37,877 | 16,138 | 23.2 | 5,696 | 7,017 | .0018 | .0015 |
| Valley | 5.0 | 4.6 | −8.0 | 2.1 | .0 | 74,922 | 31.7 | 27,084 | 35,677 | 27,143 | 17.7 | 10,984 | 12,925 | .0014 | .0013 |
| Washington | 16.9 | 17.8 | 5.3 | 6.7 | 8.1 | 338,636 | 36.5 | 40,010 | 50,543 | 104,118 | 41.3 | 11,882 | 15,540 | .0059 | .0060 |
| Wayne | 9.6 | 9.9 | 3.1 | 3.2 | .0 | 118,783 | 23.9 | 29,961 | 37,120 | 66,522 | 37.6 | 15,105 | 20,788 | .0028 | .0027 |
| Webster | 4.2 | 4.2 | .0 | 1.7 | .0 | 63,729 | 37.9 | 27,179 | 37,488 | 15,588 | 31.4 | 6,980 | 9,169 | .0012 | .0011 |
| Wheeler | .9 | .9 | .0 | .3 | .0 | 14,347 | 40.6 | 34,010 | 47,823 | 851 | 46.7 | 1,933 | 2,837 | .0003 | .0003 |
| York | 14.5 | 14.8 | 2.1 | 5.8 | 5.5 | 258,951 | 37.1 | 34,338 | 44,647 | 149,818 | 48.6 | 18,331 | 25,831 | .0052 | .0054 |
| **TOTAL METRO COUNTIES** | **777.7** | **806.2** | **3.7** | **307.3** | **4.5** | **16,781,000** | **36.9** | **41,665** | **54,608** | **8,645,796** | **46.7** | **20,031** | **28,135** | **.3225** | **.3288** |
| **TOTAL STATE** | **1,586.0** | **1,612.2** | **1.7** | **623.8** | **3.0** | **30,332,876** | **35.5** | **36,943** | **48,626** | **15,325,709** | **43.3** | **17,649** | **24,568** | **.6012** | **.6020** |
| **NEVADA** | | | | | | | | | | | | | | | |
| **LAS VEGAS** | **817.4** | **986.0** | **20.6** | **381.8** | **20.8** | **18,866,599** | **57.1** | **38,007** | **49,415** | **8,322,028** | **39.4** | **18,894** | **21,797** | **.3238** | **.3585** |
| Clark | 817.4 | 986.0 | 20.6 | 381.8 | 20.8 | 18,866,599 | 57.1 | 38,007 | 49,415 | 8,322,028 | 39.4 | 18,894 | 21,797 | .3238 | .3585 |
| **RENO** | **266.1** | **295.3** | **11.0** | **118.8** | **11.3** | **6,270,956** | **47.4** | **39,873** | **52,786** | **3,760,726** | **45.5** | **24,224** | **31,656** | **.1206** | **.1287** |
| Washoe | 266.1 | 295.3 | 11.0 | 118.8 | 11.3 | 6,270,956 | 47.4 | 39,873 | 52,786 | 3,760,726 | 45.5 | 24,224 | 31,656 | .1206 | .1287 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Carson City | 41.9 | 46.1 | 10.0 | 18.0 | 9.1 | 845,505 | 37.4 | 37,306 | 46,973 | 617,583 | 34.3 | 27,861 | 34,310 | .0192 | .0193 |
| Churchill | 19.1 | 22.4 | 17.3 | 8.4 | 18.3 | 361,244 | 52.3 | 33,397 | 43,005 | 154,011 | 35.8 | 15,969 | 18,335 | .0066 | .0071 |
| Clark | 817.4 | 986.0 | 20.6 | 381.8 | 20.8 | 18,866,599 | 57.1 | 38,007 | 49,415 | 8,322,028 | 39.4 | 18,894 | 21,797 | .3238 | .3585 |
| Douglas | 29.1 | 33.1 | 13.7 | 12.6 | 13.5 | 826,552 | 55.9 | 47,779 | 65,599 | 213,374 | 44.4 | 13,312 | 16,934 | .0120 | .0132 |
| Elko | 36.0 | 41.3 | 14.7 | 14.4 | 14.3 | 722,368 | 47.0 | 38,992 | 50,164 | 217,377 | 31.2 | 13,153 | 15,096 | .0120 | .0127 |
| Esmeralda | 1.3 | 1.3 | .0 | .6 | .0 | 19,907 | 18.3 | 28,038 | 33,178 | 3,934 | 10.2 | 5,948 | 6,557 | .0004 | .0003 |
| Eureka | 1.7 | 2.1 | 23.5 | .6 | .0 | 32,334 | 37.2 | 39,273 | 53,890 | 5,318 | 30.6 | 6,787 | 8,863 | .0006 | .0005 |
| Humboldt | 14.1 | 17.1 | 21.3 | 6.0 | 20.0 | 319,016 | 63.0 | 39,148 | 53,169 | 129,153 | 41.5 | 18,255 | 21,526 | .0052 | .0060 |
| Lander | 6.7 | 7.9 | 17.9 | 2.9 | 20.8 | 151,179 | 64.7 | 38,244 | 52,131 | 24,877 | 42.7 | 7,261 | 8,578 | .0020 | .0024 |
| Lincoln | 3.8 | 3.7 | −2.6 | 1.3 | .0 | 51,853 | 37.3 | 29,055 | 39,887 | 8,920 | 18.6 | 5,787 | 6,862 | .0009 | .0009 |
| Lyon | 21.5 | 25.5 | 18.6 | 10.2 | 22.9 | 445,341 | 68.4 | 31,861 | 43,661 | 113,847 | 46.4 | 9,371 | 11,161 | .0066 | .0076 |
| Mineral | 6.6 | 7.1 | 7.6 | 2.5 | .0 | 112,885 | 37.3 | 32,890 | 45,154 | 43,171 | 31.9 | 13,088 | 17,268 | .0021 | .0021 |
| Nye | 18.9 | 21.7 | 14.8 | 8.1 | 14.1 | 461,583 | 54.9 | 41,979 | 56,986 | 84,787 | 34.5 | 8,879 | 10,468 | .0066 | .0072 |
| Pershing | 4.8 | 5.9 | 22.9 | 2.3 | 27.8 | 89,819 | 63.6 | 30,506 | 39,052 | 39,443 | 57.8 | 13,887 | 17,149 | .0015 | .0018 |
| Storey | 2.7 | 3.1 | 14.8 | 1.0 | .0 | 58,976 | 37.2 | 42,972 | 58,976 | 10,482 | 26.2 | 8,307 | 10,482 | .0009 | .0009 |
| Washoe | 266.1 | 295.3 | 11.0 | 118.8 | 11.3 | 6,270,956 | 47.4 | 39,873 | 52,786 | 3,760,726 | 45.5 | 24,224 | 31,656 | .1206 | .1287 |
| White Pine | 9.7 | 9.8 | 1.0 | 3.5 | 2.9 | 164,261 | 38.5 | 34,888 | 46,932 | 67,302 | 25.8 | 15,730 | 19,229 | .0032 | .0031 |
| **TOTAL METRO COUNTIES** | **1,083.5** | **1,281.3** | **18.3** | **500.6** | **18.4** | **25,137,555** | **54.6** | **38,478** | **50,215** | **12,082,754** | **41.2** | **20,239** | **24,137** | **.4444** | **.4873** |
| **TOTAL STATE** | **1,301.4** | **1,529.4** | **17.5** | **593.0** | **17.7** | **29,800,378** | **53.9** | **38,425** | **50,254** | **13,816,333** | **40.6** | **19,496** | **23,299** | **.5242** | **.5723** |
| **NEW HAMPSHIRE** | | | | | | | | | | | | | | | |
| **MANCHESTER - NASHUA** | **347.7** | **380.4** | **9.4** | **142.9** | **10.6** | **9,224,198** | **45.3** | **49,151** | **64,550** | **4,204,659** | **28.2** | **25,378** | **29,424** | **.1666** | **.1692** |
| Hillsborough | 347.7 | 380.4 | 9.4 | 142.9 | 10.6 | 9,224,198 | 45.3 | 49,151 | 64,550 | 4,204,659 | 28.2 | 25,378 | 29,424 | .1666 | .1692 |

# METRO/COUNTY 1996 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991-1996 | 12/31/96 Households (Thous.) | % Change 1991-1996 | 1996 EBI ($000) | % Change 1991-1996 | Average Household EBI | | 1996 Retail Sales ($000) | % Change 1991-1996 | Retail Sales Per Household | | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 1991 | 1996 | | | 1991 | 1996 | 1991 | 1996 |
| **NEW HAMPSHIRE (continued)** | | | | | | | | | | | | | | | |
| **PORTSMOUTH - DOVER - ROCHESTER** | **363.2** | **395.7** | **8.9** | **144.1** | **9.5** | **8,958,166** | **43.8** | **47,341** | **62,166** | **4,464,414** | **26.9** | **26,727** | **30,981** | **.1700** | **.1710** |
| Rockingham | 255.7 | 279.9 | 9.5 | 101.2 | 9.4 | 6,631,911 | 43.7 | 49,899 | 65,533 | 3,497,640 | 26.8 | 29,809 | 34,562 | .1274 | .1279 |
| Strafford | 107.5 | 115.8 | 7.7 | 42.9 | 9.7 | 2,326,255 | 44.1 | 41,289 | 54,225 | 966,774 | 27.2 | 19,437 | 22,536 | .0426 | .0431 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Belknap | 49.8 | 49.2 | -1.2 | 19.1 | .0 | 971,942 | 31.3 | 38,748 | 50,887 | 673,847 | 15.9 | 30,429 | 35,280 | .0234 | .0213 |
| Carroll | 37.0 | 40.4 | 9.2 | 16.4 | 10.1 | 785,544 | 44.5 | 36,473 | 47,899 | 601,358 | 27.6 | 31,626 | 36,668 | .0180 | .0179 |
| Cheshire | 72.1 | 79.1 | 9.7 | 29.5 | 10.1 | 1,526,105 | 44.6 | 39,391 | 51,732 | 902,346 | 29.1 | 26,088 | 30,588 | .0314 | .0318 |
| Coos | 34.9 | 34.8 | -.3 | 13.8 | .0 | 564,550 | 31.3 | 31,150 | 40,909 | 335,070 | 16.6 | 20,819 | 24,280 | .0131 | .0121 |
| Grafton | 76.0 | 75.4 | -.8 | 27.4 | -1.4 | 1,383,121 | 29.4 | 38,437 | 50,479 | 866,110 | 14.3 | 27,263 | 31,610 | .0328 | .0297 |
| Hillsborough | 347.7 | 380.4 | 9.4 | 142.9 | 10.6 | 9,224,198 | 45.3 | 49,151 | 64,550 | 4,204,659 | 28.2 | 25,378 | 29,424 | .1666 | .1692 |
| Merrimack | 123.4 | 128.1 | 3.8 | 48.0 | 4.6 | 2,886,342 | 37.3 | 45,787 | 60,132 | 1,379,049 | 21.2 | 24,780 | 28,730 | .0568 | .0545 |
| Rockingham | 255.7 | 279.9 | 9.5 | 101.2 | 9.4 | 6,631,911 | 43.7 | 49,899 | 65,533 | 3,497,640 | 26.8 | 29,809 | 34,562 | .1274 | .1279 |
| Strafford | 107.5 | 115.8 | 7.7 | 42.9 | 9.7 | 2,326,255 | 44.1 | 41,289 | 54,225 | 966,774 | 27.2 | 19,437 | 22,536 | .0426 | .0431 |
| Sullivan | 39.5 | 41.9 | 6.1 | 16.2 | 6.6 | 749,379 | 40.0 | 35,223 | 46,258 | 346,036 | 24.3 | 18,320 | 21,360 | .0149 | .0146 |
| **TOTAL METRO COUNTIES** | **710.9** | **776.1** | **9.2** | **287.0** | **10.0** | **18,182,364** | **44.5** | **48,238** | **63,353** | **8,669,073** | **27.6** | **26,059** | **30,206** | **.3366** | **.3402** |
| **TOTAL STATE** | **1,143.6** | **1,225.0** | **7.1** | **457.4** | **7.8** | **27,049,347** | **42.0** | **44,909** | **59,137** | **13,772,889** | **25.1** | **25,946** | **30,111** | **.5270** | **.5221** |
| **NEW JERSEY** | | | | | | | | | | | | | | | |
| **ATLANTIC CITY** | **326.7** | **344.1** | **5.3** | **133.1** | **6.0** | **6,816,750** | **27.1** | **42,685** | **51,215** | **3,693,011** | **19.4** | **24,622** | **27,746** | **.1486** | **.1368** |
| Atlantic | 229.1 | 240.3 | 4.9 | 91.8 | 5.8 | 4,739,371 | 26.2 | 43,268 | 51,627 | 2,481,509 | 17.4 | 24,343 | 27,032 | .1032 | .0942 |
| Cape May | 97.6 | 103.8 | 6.4 | 41.3 | 6.4 | 2,077,379 | 29.4 | 41,382 | 50,300 | 1,211,502 | 23.7 | 25,245 | 29,334 | .0454 | .0426 |
| **BERGEN - PASSAIC** | **1,275.7** | **1,264.6** | **-.9** | **457.8** | **-.9** | **36,369,948** | **28.4** | **61,314** | **79,445** | **14,894,287** | **20.9** | **26,681** | **32,534** | **.6834** | **.6294** |
| Bergen | 822.2 | 812.7 | -1.2 | 305.6 | -.7 | 26,776,698 | 29.6 | 67,121 | 87,620 | 10,560,600 | 22.1 | 28,113 | 34,557 | .4843 | .4497 |
| Passaic | 453.5 | 451.9 | -.4 | 152.2 | -1.3 | 9,593,250 | 25.1 | 49,728 | 63,031 | 4,333,687 | 18.0 | 23,822 | 28,474 | .1991 | .1797 |
| **JERSEY CITY** | **548.9** | **536.8** | **-2.2** | **199.0** | **-3.2** | **11,556,746** | **32.2** | **42,528** | **58,074** | **4,001,995** | **24.2** | **15,678** | **20,111** | **.2136** | **.2013** |
| Hudson | 548.9 | 536.8 | -2.2 | 199.0 | -3.2 | 11,556,746 | 32.2 | 42,528 | 58,074 | 4,001,995 | 24.2 | 15,678 | 20,111 | .2136 | .2013 |
| **MIDDLESEX - SOMERSET - HUNTERDON** | **1,044.2** | **1,102.5** | **5.6** | **398.6** | **6.6** | **34,528,455** | **46.5** | **63,021** | **86,624** | **11,249,572** | **30.6** | **23,032** | **28,223** | **.5405** | **.5552** |
| Hunterdon | 111.4 | 118.9 | 6.7 | 41.5 | 6.4 | 4,259,271 | 51.2 | 72,217 | 102,633 | 1,256,250 | 31.9 | 24,413 | 30,271 | .0623 | .0656 |
| Middlesex | 683.1 | 709.3 | 3.8 | 254.3 | 4.7 | 19,064,289 | 38.5 | 56,661 | 74,968 | 6,765,355 | 26.6 | 21,992 | 26,604 | .3265 | .3208 |
| Somerset | 249.7 | 274.3 | 9.9 | 102.8 | 11.6 | 11,204,895 | 60.3 | 75,901 | 108,997 | 3,227,967 | 39.1 | 25,191 | 31,400 | .1517 | .1688 |
| **MONMOUTH - OCEAN** | **1,015.0** | **1,082.4** | **6.6** | **403.6** | **7.3** | **26,991,764** | **36.9** | **52,401** | **66,878** | **10,814,228** | **26.6** | **22,707** | **26,794** | **.4850** | **.4750** |
| Monmouth | 566.6 | 597.5 | 5.5 | 214.4 | 6.0 | 17,480,751 | 41.2 | 61,240 | 81,533 | 6,376,161 | 25.9 | 25,050 | 29,740 | .2941 | .2922 |
| Ocean | 448.4 | 484.9 | 8.1 | 189.2 | 8.7 | 9,511,013 | 29.7 | 42,130 | 50,270 | 4,438,067 | 27.6 | 19,984 | 23,457 | .1909 | .1828 |
| **NEWARK** | **1,823.6** | **1,815.0** | **-.5** | **646.1** | **-.4** | **48,508,394** | **27.9** | **58,476** | **75,079** | **16,667,738** | **23.0** | **20,882** | **25,797** | **.8755** | **.8104** |
| Essex | 771.5 | 753.3 | -2.4 | 267.0 | -2.7 | 17,538,422 | 24.1 | 51,498 | 65,687 | 5,715,424 | 22.8 | 16,968 | 21,406 | .3270 | .2964 |
| Morris | 423.7 | 430.4 | 1.6 | 153.1 | 2.3 | 13,454,035 | 24.6 | 72,116 | 87,877 | 5,405,140 | 26.0 | 28,656 | 35,305 | .2488 | .2289 |
| Sussex | 134.0 | 142.2 | 6.1 | 48.3 | 6.4 | 3,599,291 | 36.5 | 58,059 | 74,519 | 1,173,987 | 37.6 | 18,791 | 24,306 | .0599 | .0600 |
| Union | 494.4 | 439.1 | -1.1 | 177.7 | -.9 | 13,916,646 | 34.1 | 57,873 | 78,315 | 4,373,187 | 16.6 | 20,909 | 24,610 | .2398 | .2251 |
| **TRENTON** | **330.8** | **342.5** | **3.5** | **123.6** | **4.2** | **9,693,392** | **42.9** | **57,185** | **78,426** | **3,502,562** | **29.3** | **22,833** | **28,338** | **.1615** | **.1625** |
| Mercer | 330.8 | 342.5 | 3.5 | 123.6 | 4.2 | 9,693,392 | 42.9 | 57,185 | 78,426 | 3,502,562 | 29.3 | 22,833 | 28,338 | .1615 | .1625 |
| **VINELAND - MILLVILLE - BRIDGETON** | **139.1** | **139.2** | **.1** | **47.1** | **.0** | **2,342,620** | **25.0** | **39,798** | **49,737** | **1,334,049** | **28.3** | **22,080** | **28,324** | **.0533** | **.0495** |
| Cumberland | 139.1 | 139.2 | .1 | 47.1 | .0 | 2,342,620 | 25.0 | 39,798 | 49,737 | 1,334,049 | 28.3 | 22,080 | 28,324 | .0533 | .0495 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Atlantic | 229.1 | 240.3 | 4.9 | 91.8 | 5.8 | 4,739,371 | 26.2 | 43,268 | 51,627 | 2,481,509 | 17.4 | 24,343 | 27,032 | .1032 | .0942 |
| Bergen | 822.2 | 812.7 | -1.2 | 305.6 | -.7 | 26,776,698 | 29.6 | 67,121 | 87,620 | 10,560,600 | 22.1 | 28,113 | 34,557 | .4843 | .4497 |
| ☐ Burlington | 403.8 | 426.2 | 5.5 | 147.8 | 5.9 | 11,136,398 | 43.0 | 55,787 | 75,348 | 4,895,311 | 40.5 | 24,963 | 33,121 | .1937 | .1997 |
| ☐ Camden | 511.7 | 535.3 | 4.6 | 191.4 | 5.3 | 11,526,765 | 33.8 | 47,398 | 60,223 | 4,421,645 | 20.1 | 20,253 | 23,102 | .2164 | .2060 |
| Cape May | 97.6 | 103.8 | 6.4 | 41.3 | 6.4 | 2,077,379 | 29.4 | 41,382 | 50,300 | 1,211,502 | 23.7 | 25,245 | 29,334 | .0454 | .0426 |
| Cumberland | 139.1 | 139.2 | .1 | 47.1 | .0 | 2,342,620 | 25.0 | 39,798 | 49,737 | 1,334,049 | 28.3 | 22,080 | 28,324 | .0533 | .0495 |
| Essex | 771.5 | 753.3 | -2.4 | 267.0 | -2.7 | 17,538,422 | 24.1 | 51,498 | 65,687 | 5,715,424 | 22.8 | 16,968 | 21,406 | .3270 | .2964 |
| ☐ Gloucester | 235.5 | 248.6 | 5.6 | 85.7 | 6.2 | 5,285,469 | 36.6 | 47,957 | 61,674 | 2,267,759 | 21.9 | 23,062 | 26,462 | .1011 | .0977 |
| Hudson | 548.9 | 536.8 | -2.2 | 199.0 | -3.2 | 11,556,746 | 32.2 | 42,528 | 58,074 | 4,001,995 | 24.2 | 15,678 | 20,111 | .2136 | .2013 |
| Hunterdon | 111.4 | 118.9 | 6.7 | 41.5 | 6.4 | 4,259,271 | 51.2 | 72,217 | 102,633 | 1,256,250 | 31.9 | 24,413 | 30,271 | .0623 | .0656 |
| Mercer | 330.8 | 342.5 | 3.5 | 123.6 | 4.2 | 9,693,392 | 42.9 | 57,185 | 78,426 | 3,502,562 | 29.3 | 22,833 | 28,338 | .1615 | .1625 |
| Middlesex | 683.1 | 709.3 | 3.8 | 254.3 | 4.7 | 19,064,289 | 38.5 | 56,661 | 74,968 | 6,765,355 | 26.6 | 21,992 | 26,604 | .3265 | .3208 |
| Monmouth | 566.6 | 597.5 | 5.5 | 214.4 | 6.0 | 17,480,751 | 41.2 | 61,240 | 81,533 | 6,376,161 | 25.9 | 25,050 | 29,740 | .2941 | .2922 |
| Morris | 423.7 | 430.4 | 1.6 | 153.1 | 2.3 | 13,454,035 | 24.6 | 72,116 | 87,877 | 5,405,140 | 26.0 | 28,656 | 35,305 | .2488 | .2289 |
| Ocean | 448.4 | 484.9 | 8.1 | 189.2 | 8.7 | 9,511,013 | 29.7 | 42,130 | 50,270 | 4,438,067 | 27.6 | 19,984 | 23,457 | .1909 | .1828 |
| Passaic | 453.5 | 451.9 | -.4 | 152.2 | -1.3 | 9,593,250 | 25.1 | 49,728 | 63,031 | 4,333,687 | 18.0 | 23,822 | 28,474 | .1991 | .1797 |

# METRO/COUNTY 1996 PROJECTIONS

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991-1996 | 12/31/96 Households (Thous.) | % Change 1991-1996 | 1996 EBI ($000) | % Change 1991-1996 | Average Household EBI 1991 | Average Household EBI 1996 | 1996 Retail Sales ($000) | % Change 1991-1996 | Retail Sales Per Household 1991 | Retail Sales Per Household 1996 | Buying Power Index 1991 | Buying Power Index 1996 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **NEW JERSEY (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| ☐ Salem | 65.6 | 65.9 | .5 | 24.5 | 2.1 | 1,521,496 | 44.9 | 43,739 | 62,102 | 503,773 | 37.3 | 15,292 | 20,562 | .0253 | .0259 |
| Somerset | 249.7 | 274.3 | 9.9 | 102.8 | 11.6 | 11,204,895 | 60.3 | 75,901 | 108,997 | 3,227,967 | 39.1 | 25,191 | 31,400 | .1517 | .1688 |
| Sussex | 134.0 | 142.2 | 6.1 | 48.3 | 6.4 | 3,599,291 | 36.5 | 58,059 | 74,519 | 1,173,987 | 37.6 | 18,791 | 24,306 | .0599 | .0600 |
| Union | 494.4 | 489.1 | -1.1 | 177.7 | -.9 | 13,916,646 | 34.1 | 57,873 | 78,315 | 4,373,187 | 16.6 | 20,909 | 24,610 | .2398 | .2251 |
| ☐ Warren | 92.9 | 95.6 | 2.9 | 35.9 | 4.1 | 1,915,610 | 24.2 | 44,722 | 53,360 | 832,516 | 15.1 | 20,957 | 23,190 | .0400 | .0359 |
| **TOTAL METRO COUNTIES** | **7,813.5** | **7,998.7** | **2.4** | **2,894.2** | **2.7** | **208,193,807** | **34.2** | **55,057** | **71,935** | **79,078,446** | **25.1** | **22,428** | **27,323** | **3.7379** | **3.5853** |
| **TOTAL STATE** | **7,813.5** | **7,998.7** | **2.4** | **2,894.2** | **2.7** | **208,193,807** | **34.2** | **55,057** | **71,935** | **79,078,446** | **25.1** | **22,428** | **27,323** | **3.7379** | **3.5853** |
| **NEW MEXICO** | | | | | | | | | | | | | | | |
| **ALBUQUERQUE** | **503.5** | **563.7** | **12.0** | **220.8** | **13.3** | **10,204,912** | **46.2** | **35,805** | **46,218** | **5,636,904** | **39.7** | **20,710** | **25,529** | **.1998** | **.2099** |
| Bernalillo | 503.5 | 563.7 | 12.0 | 220.8 | 13.3 | 10,204,912 | 46.2 | 35,805 | 46,218 | 5,636,904 | 39.7 | 20,710 | 25,529 | .1998 | .2099 |
| **LAS CRUCES** | **142.6** | **162.7** | **14.1** | **54.4** | **14.8** | **1,916,127** | **40.9** | **28,698** | **35,223** | **929,466** | **44.7** | **13,548** | **17,086** | **.0400** | **.0421** |
| Dona Ana | 142.6 | 162.7 | 14.1 | 54.4 | 14.8 | 1,916,127 | 40.9 | 28,698 | 35,223 | 929,466 | 44.7 | 13,548 | 17,086 | .0400 | .0421 |
| **SANTA FE** | **120.9** | **130.7** | **8.1** | **51.0** | **9.7** | **2,999,248** | **47.5** | **43,723** | **58,809** | **1,323,925** | **43.8** | **19,802** | **25,959** | **.0520** | **.0552** |
| Los Alamos | 18.3 | 19.3 | 5.5 | 7.8 | 6.8 | 609,152 | 43.9 | 57,993 | 78,096 | 123,611 | 45.4 | 11,647 | 15,848 | .0085 | .0089 |
| Santa Fe | 102.6 | 111.4 | 8.6 | 43.2 | 10.2 | 2,390,096 | 48.5 | 41,065 | 55,326 | 1,200,314 | 43.6 | 21,321 | 27,785 | .0435 | .0463 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Bernalillo | 503.5 | 563.7 | 12.0 | 220.8 | 13.3 | 10,204,912 | 46.2 | 35,805 | 46,218 | 5,636,904 | 39.7 | 20,710 | 25,529 | .1998 | .2099 |
| Catron | 2.6 | 2.6 | .0 | 1.0 | .0 | 24,672 | 17.6 | 20,975 | 24,672 | 3,843 | 9.9 | 3,496 | 3,843 | .0006 | .0005 |
| Chaves | 58.3 | 59.5 | 2.1 | 21.5 | 3.9 | 833,602 | 33.0 | 30,282 | 38,772 | 354,906 | 22.9 | 13,950 | 16,507 | .0177 | .0169 |
| Cibola | 23.8 | 25.2 | 5.9 | 7.8 | 6.8 | 229,189 | 35.2 | 23,226 | 29,383 | 128,029 | 41.8 | 12,368 | 16,414 | .0056 | .0057 |
| Colfax | 12.7 | 12.2 | -3.9 | 4.9 | .0 | 187,573 | 35.4 | 28,266 | 38,280 | 115,573 | 33.7 | 17,646 | 23,586 | .0042 | .0041 |
| Curry | 42.5 | 43.3 | 1.9 | 15.6 | 3.3 | 569,426 | 32.0 | 28,577 | 36,502 | 444,186 | 44.3 | 20,384 | 28,473 | .0143 | .0143 |
| De Baca | 2.2 | 2.2 | .0 | .9 | .0 | 28,349 | 35.0 | 23,739 | 32,054 | 11,243 | 30.7 | 9,557 | 12,492 | .0006 | .0005 |
| Dona Ana | 142.6 | 162.7 | 14.1 | 54.4 | 14.8 | 1,916,127 | 40.9 | 28,698 | 35,223 | 929,466 | 44.7 | 13,548 | 17,086 | .0400 | .0421 |
| Eddy | 48.4 | 47.7 | -1.4 | 17.4 | .0 | 723,151 | 34.8 | 30,833 | 41,560 | 401,597 | 42.7 | 16,174 | 23,080 | .0156 | .0155 |
| Grant | 28.1 | 29.4 | 4.6 | 10.4 | 5.1 | 401,328 | 42.1 | 28,520 | 38,589 | 241,184 | 51.0 | 16,132 | 23,191 | .0087 | .0090 |
| Guadalupe | 4.0 | 3.7 | -7.5 | 1.5 | .0 | 31,899 | 17.6 | 18,077 | 21,266 | 31,797 | 17.5 | 18,041 | 21,198 | .0012 | .0010 |
| Harding | 1.0 | 1.0 | .0 | .4 | .0 | 14,166 | 35.3 | 26,170 | 35,415 | 4,174 | 17.7 | 8,865 | 10,435 | .0002 | .0003 |
| Hidalgo | 5.8 | 5.4 | -6.9 | 2.0 | .0 | 83,933 | 33.6 | 31,419 | 41,967 | 31,596 | 16.9 | 13,511 | 15,798 | .0018 | .0015 |
| Lea | 54.0 | 49.8 | -7.8 | 17.4 | -7.0 | 654,834 | 17.8 | 29,733 | 37,634 | 368,775 | 29.4 | 15,241 | 21,194 | .0164 | .0146 |
| Lincoln | 12.1 | 11.5 | -5.0 | 4.7 | -2.1 | 184,258 | 32.2 | 29,031 | 39,204 | 140,610 | 40.6 | 20,832 | 29,917 | .0045 | .0044 |
| Los Alamos | 18.3 | 19.3 | 5.5 | 7.8 | 6.8 | 609,152 | 43.9 | 57,993 | 78,096 | 123,611 | 45.4 | 11,647 | 15,848 | .0085 | .0089 |
| Luna | 18.6 | 20.0 | 7.5 | 7.5 | 7.1 | 185,999 | 26.0 | 21,081 | 24,800 | 133,929 | 31.3 | 14,572 | 17,857 | .0050 | .0049 |
| McKinley | 62.7 | 69.5 | 10.8 | 19.1 | 11.7 | 654,368 | 49.6 | 25,587 | 34,260 | 507,687 | 36.1 | 21,819 | 26,580 | .0171 | .0178 |
| Mora | 4.2 | 4.2 | .0 | 1.5 | .0 | 35,537 | 18.3 | 20,023 | 23,691 | 7,072 | 23.1 | 3,829 | 4,715 | .0008 | .0008 |
| Otero | 52.5 | 53.9 | 2.7 | 19.4 | 5.4 | 843,935 | 44.7 | 31,699 | 43,502 | 313,543 | 25.0 | 13,634 | 16,162 | .0160 | .0160 |
| Quay | 10.7 | 10.2 | -4.7 | 4.2 | .0 | 116,453 | 17.6 | 23,570 | 27,727 | 81,911 | 29.2 | 15,092 | 19,503 | .0034 | .0028 |
| Rio Arriba | 35.2 | 37.6 | 6.8 | 12.8 | 8.5 | 361,842 | 28.2 | 23,917 | 28,269 | 172,846 | 33.5 | 10,975 | 13,504 | .0086 | .0084 |
| Roosevelt | 16.6 | 16.1 | -3.0 | 5.6 | -5.1 | 183,170 | 17.4 | 26,447 | 32,709 | 114,635 | 24.8 | 15,573 | 20,471 | .0049 | .0044 |
| Sandoval | 69.4 | 83.0 | 19.6 | 28.0 | 21.7 | 1,444,878 | 67.5 | 37,513 | 51,603 | 178,770 | 56.8 | 4,956 | 6,385 | .0189 | .0226 |
| San Juan | 91.8 | 92.5 | .8 | 28.7 | .0 | 996,650 | 21.1 | 28,679 | 34,726 | 804,422 | 36.1 | 20,592 | 28,029 | .0280 | .0263 |
| San Miguel | 25.9 | 26.2 | 1.2 | 8.8 | 1.1 | 302,711 | 36.0 | 25,593 | 34,399 | 142,816 | 31.7 | 12,467 | 16,229 | .0068 | .0066 |
| Santa Fe | 102.6 | 111.4 | 8.6 | 43.2 | 10.2 | 2,390,096 | 48.5 | 41,065 | 55,326 | 1,200,314 | 43.6 | 21,321 | 27,785 | .0435 | .0463 |
| Sierra | 10.1 | 10.6 | 5.0 | 5.1 | 10.9 | 178,379 | 52.5 | 25,426 | 34,976 | 62,151 | 31.6 | 10,268 | 12,186 | .0032 | .0033 |
| Socorro | 14.8 | 14.8 | .0 | 5.2 | .0 | 191,354 | 34.5 | 27,354 | 36,799 | 58,917 | 23.7 | 9,157 | 11,330 | .0038 | .0036 |
| Taos | 23.3 | 23.7 | 1.7 | 9.4 | 5.6 | 265,705 | 24.5 | 23,979 | 28,266 | 219,974 | 31.3 | 18,819 | 23,401 | .0074 | .0071 |
| Torrance | 11.1 | 13.1 | 18.0 | 5.0 | 25.0 | 162,919 | 57.0 | 25,942 | 32,584 | 55,906 | 41.8 | 9,858 | 11,181 | .0029 | .0032 |
| Union | 3.9 | 3.6 | -7.7 | 1.6 | .0 | 50,521 | 17.9 | 26,790 | 31,576 | 19,299 | 18.1 | 10,216 | 12,062 | .0012 | .0010 |
| Valencia | 48.1 | 56.2 | 16.8 | 18.8 | 16.0 | 857,945 | 59.0 | 33,301 | 45,635 | 326,658 | 43.0 | 14,096 | 17,375 | .0148 | .0165 |
| **TOTAL METRO COUNTIES** | **767.0** | **857.1** | **11.7** | **326.2** | **13.0** | **15,120,287** | **45.8** | **35,913** | **46,353** | **7,890,295** | **40.9** | **19,388** | **24,189** | **.2918** | **.3072** |
| **TOTAL STATE** | **1,561.4** | **1,685.8** | **8.0** | **612.4** | **9.3** | **25,919,533** | **42.4** | **32,485** | **42,325** | **13,368,344** | **38.6** | **17,217** | **21,829** | **.5260** | **.5408** |
| **NEW YORK** | | | | | | | | | | | | | | | |
| **ALBANY - SCHENECTADY - TROY** | **886.2** | **913.4** | **3.1** | **353.6** | **3.8** | **17,992,431** | **30.2** | **40,556** | **50,884** | **8,887,342** | **27.5** | **20,463** | **25,134** | **.3697** | **.3515** |
| Albany | 293.8 | 296.7 | 1.0 | 118.6 | 1.8 | 5,766,221 | 20.4 | 41,114 | 48,619 | 3,876,170 | 25.1 | 26,604 | 32,683 | .1384 | .1254 |
| Greene | 45.9 | 47.7 | 3.9 | 17.3 | 2.4 | 708,430 | 20.3 | 34,845 | 40,950 | 341,274 | 16.8 | 17,295 | 19,727 | .0163 | .0146 |
| Montgomery | 51.9 | 51.7 | -.4 | 20.2 | .0 | 870,104 | 32.7 | 32,470 | 43,074 | 383,258 | 29.4 | 14,660 | 18,973 | .0177 | .0170 |
| Rensselaer | 154.9 | 155.9 | .6 | 58.7 | 1.6 | 2,892,757 | 28.4 | 38,976 | 49,280 | 1,083,900 | 28.6 | 14,576 | 18,465 | .0562 | .0531 |

# METRO/COUNTY 1996 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991-1996 | 12/31/96 Households (Thous.) | % Change 1991-1996 | 1996 EBI ($000) | % Change 1991-1996 | Average Household EBI 1991 | Average Household EBI 1996 | 1996 Retail Sales ($000) | % Change 1991-1996 | Retail Sales Per Household 1991 | Retail Sales Per Household 1996 | Buying Power Index 1991 | Buying Power Index 1996 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **NEW YORK (continued)** | | | | | | | | | | | | | | | |
| **ALBANY - SCHENECTADY - TROY (continued)** | | | | | | | | | | | | | | | |
| Saratoga | 190.3 | 212.0 | 11.4 | 78.6 | 12.4 | 4,742,161 | 49.8 | 45,287 | 60,333 | 1,693,514 | 31.3 | 18,451 | 21,546 | .0787 | .0826 |
| Schenectady | 149.4 | 149.4 | .0 | 60.2 | 1.3 | 3,012,758 | 27.4 | 39,809 | 50,046 | 1,509,226 | 31.0 | 19,392 | 25,070 | .0624 | .0588 |
| **BINGHAMTON** | **264.1** | **259.6** | **-1.7** | **99.4** | **-1.0** | **4,479,008** | **22.1** | **36,524** | **45,060** | **2,353,362** | **23.5** | **18,982** | **23,676** | **.1013** | **.0916** |
| Broome | 211.3 | 205.9 | -2.6 | 79.9 | -1.8 | 3,542,923 | 20.1 | 36,232 | 44,342 | 2,030,524 | 21.6 | 20,506 | 25,413 | .0837 | .0746 |
| Tioga | 52.8 | 53.7 | 1.7 | 19.5 | 2.6 | 936,085 | 30.4 | 37,774 | 48,004 | 322,838 | 36.4 | 12,455 | 16,556 | .0176 | .0170 |
| **BUFFALO** | **964.4** | **952.8** | **-1.2** | **375.7** | **-.2** | **15,809,261** | **19.2** | **35,239** | **42,079** | **9,113,592** | **32.6** | **18,265** | **24,258** | **.3671** | **.3358** |
| Erie | 964.4 | 952.8 | -1.2 | 375.7 | -.2 | 15,809,261 | 19.2 | 35,239 | 42,079 | 9,113,592 | 32.6 | 18,265 | 24,258 | .3671 | .3358 |
| ***BUFFALO - NIAGARA FALLS CONSOLIDATED AREA*** | ***1,185.1*** | ***1,173.1*** | ***-1.0*** | ***461.7*** | ***.1*** | ***19,521,574*** | ***20.6*** | ***35,100*** | ***42,282*** | ***11,090,126*** | ***33.0*** | ***18,070*** | ***24,020*** | ***.4479*** | ***.4125*** |
| **ELMIRA** | **95.6** | **96.2** | **.6** | **36.0** | **1.4** | **1,591,267** | **30.6** | **34,331** | **44,202** | **819,214** | **21.0** | **19,070** | **22,756** | **.0350** | **.0327** |
| Chemung | 95.6 | 96.2 | .6 | 36.0 | 1.4 | 1,591,267 | 30.6 | 34,331 | 44,202 | 819,214 | 21.0 | 19,070 | 22,756 | .0350 | .0327 |
| **GLENS FALLS** | **120.7** | **126.4** | **4.7** | **46.4** | **5.9** | **2,140,340** | **29.5** | **37,747** | **46,128** | **1,139,321** | **18.2** | **22,002** | **24,554** | **.0474** | **.0440** |
| Warren | 60.3 | 63.1 | 4.6 | 24.6 | 6.5 | 1,110,106 | 26.9 | 37,884 | 45,126 | 827,303 | 17.7 | 30,415 | 33,630 | .0280 | .0255 |
| Washington | 60.4 | 63.3 | 4.8 | 21.8 | 5.3 | 1,030,234 | 32.4 | 37,594 | 47,258 | 312,018 | 19.5 | 12,614 | 14,313 | .0194 | .0185 |
| **JAMESTOWN - DUNKIRK** | **140.8** | **136.6** | **-3.0** | **52.3** | **-1.9** | **1,614,692** | **15.2** | **26,289** | **30,874** | **1,102,461** | **28.7** | **16,074** | **21,080** | **.0440** | **.0394** |
| Chautauqua | 140.8 | 136.6 | -3.0 | 52.3 | -1.9 | 1,614,692 | 15.2 | 26,289 | 30,874 | 1,102,461 | 28.7 | 16,074 | 21,080 | .0440 | .0394 |
| **NASSAU - SUFFOLK** | **2,653.2** | **2,833.4** | **6.8** | **924.4** | **6.5** | **71,689,977** | **33.7** | **61,822** | **77,553** | **32,850,986** | **30.5** | **29,013** | **35,538** | **1.3430** | **1.3086** |
| Nassau | 1,285.9 | 1,283.9 | -.2 | 429.3 | -.2 | 35,227,427 | 23.2 | 66,471 | 82,058 | 17,326,469 | 24.3 | 32,417 | 40,360 | .7143 | .6492 |
| Suffolk | 1,367.3 | 1,549.5 | 13.3 | 495.1 | 13.1 | 36,462,550 | 45.5 | 57,254 | 73,647 | 15,524,517 | 38.2 | 25,668 | 31,356 | .6287 | .6594 |
| **NEW YORK** | **8,627.2** | **8,774.9** | **1.7** | **3,297.7** | **1.2** | **193,775,351** | **29.9** | **45,741** | **58,761** | **61,378,888** | **25.9** | **14,956** | **18,613** | **3.4832** | **3.2887** |
| Bronx | 1,218.4 | 1,249.5 | 2.6 | 432.2 | 1.7 | 18,345,874 | 34.8 | 32,027 | 42,448 | 4,151,874 | 31.4 | 7,438 | 9,606 | .3307 | .3226 |
| Kings | 2,320.3 | 2,356.2 | 1.5 | 831.8 | .5 | 39,299,743 | 32.4 | 35,868 | 47,247 | 9,910,527 | 32.5 | 9,040 | 11,915 | .7041 | .6797 |
| New York (Manhattan) | 1,505.7 | 1,543.0 | 2.5 | 738.5 | 2.3 | 50,712,184 | 27.3 | 55,174 | 68,669 | 21,610,065 | 20.8 | 24,794 | 29,262 | .9476 | .8712 |
| Putnam | 86.0 | 92.3 | 7.3 | 30.7 | 7.0 | 2,503,815 | 41.4 | 61,714 | 81,557 | 658,431 | 33.8 | 17,151 | 21,447 | .0387 | .0392 |
| Queens | 1,966.0 | 1,976.9 | .6 | 716.9 | -.4 | 38,491,763 | 26.2 | 42,383 | 53,692 | 10,792,167 | 32.6 | 11,308 | 15,054 | .6980 | .6539 |
| Richmond | 386.4 | 403.0 | 4.3 | 138.3 | 4.2 | 9,094,994 | 34.1 | 51,101 | 65,763 | 2,793,015 | 37.0 | 15,358 | 20,195 | .1550 | .1526 |
| Rockland | 265.9 | 266.8 | .3 | 85.2 | .6 | 7,237,101 | 33.9 | 63,820 | 84,943 | 2,317,568 | 29.9 | 21,071 | 27,202 | .1228 | .1186 |
| Westchester | 878.5 | 887.2 | 1.0 | 324.1 | 1.2 | 28,089,877 | 30.3 | 67,283 | 86,670 | 9,145,241 | 17.7 | 24,257 | 28,217 | .4863 | .4509 |
| ***NEW YORK - NORTHERN NEW JERSEY - LONG ISLAND CONSOLIDATED AREA*** | ***18,131.2*** | ***18,570.8*** | ***2.4*** | ***6,742.5*** | ***2.1*** | ***457,197,851*** | ***31.8*** | ***52,521*** | ***67,808*** | ***163,479,486*** | ***25.6*** | ***19,707*** | ***24,246*** | ***8.2235*** | ***7.8254*** |
| **NIAGARA FALLS** | **220.7** | **220.3** | **-.2** | **86.0** | **1.2** | **3,712,313** | **26.6** | **34,487** | **43,166** | **1,976,534** | **35.2** | **17,204** | **22,983** | **.0808** | **.0767** |
| Niagara | 220.7 | 220.3 | -.2 | 86.0 | 1.2 | 3,712,313 | 26.6 | 34,487 | 43,166 | 1,976,534 | 35.2 | 17,204 | 22,983 | .0808 | .0767 |
| **ORANGE COUNTY** | **318.1** | **346.7** | **9.0** | **114.5** | **9.2** | **6,956,970** | **40.6** | **47,170** | **60,760** | **2,886,081** | **25.3** | **21,950** | **25,206** | **.1294** | **.1286** |
| Orange | 318.1 | 346.7 | 9.0 | 114.5 | 9.2 | 6,956,970 | 40.6 | 47,170 | 60,760 | 2,886,081 | 25.3 | 21,950 | 25,206 | .1294 | .1286 |
| **POUGHKEEPSIE** | **265.1** | **279.7** | **5.5** | **97.3** | **6.2** | **5,795,932** | **26.9** | **49,861** | **59,568** | **3,248,187** | **43.7** | **24,684** | **33,383** | **.1195** | **.1168** |
| Dutchess | 265.1 | 279.7 | 5.5 | 97.3 | 6.2 | 5,795,932 | 26.9 | 49,861 | 59,568 | 3,248,187 | 43.7 | 24,684 | 33,383 | .1195 | .1168 |
| **ROCHESTER** | **1,008.0** | **1,016.9** | **.9** | **383.8** | **1.9** | **18,995,401** | **22.9** | **41,012** | **49,493** | **9,213,311** | **23.8** | **19,746** | **24,006** | **.4093** | **.3730** |
| Livingston | 63.7 | 65.2 | 2.4 | 22.3 | 3.7 | 1,088,884 | 31.4 | 38,555 | 48,829 | 410,655 | 23.1 | 15,514 | 18,415 | .0216 | .0205 |
| Monroe | 715.5 | 716.3 | .1 | 276.2 | 1.2 | 13,682,464 | 19.6 | 41,904 | 49,538 | 6,979,348 | 23.1 | 20,765 | 25,269 | .3032 | .2715 |
| Ontario | 95.8 | 97.3 | 1.6 | 36.3 | 2.8 | 2,113,329 | 38.4 | 43,267 | 58,218 | 1,052,875 | 24.2 | 24,021 | 29,005 | .0419 | .0407 |
| Orleans | 42.8 | 44.4 | 3.7 | 15.1 | 3.4 | 732,353 | 36.8 | 36,663 | 48,500 | 230,804 | 40.3 | 11,267 | 15,285 | .0133 | .0133 |
| Wayne | 90.2 | 93.7 | 3.9 | 33.9 | 4.6 | 1,378,371 | 22.9 | 34,622 | 40,660 | 539,629 | 26.9 | 13,126 | 15,918 | .0293 | .0270 |
| **SYRACUSE** | **662.7** | **667.7** | **.8** | **248.9** | **1.6** | **11,524,725** | **22.9** | **38,285** | **46,303** | **6,016,305** | **25.3** | **19,590** | **24,172** | **.2572** | **.2352** |
| Madison | 70.2 | 71.2 | 1.4 | 24.2 | 2.1 | 1,290,686 | 37.3 | 39,677 | 53,334 | 498,046 | 34.8 | 15,586 | 20,580 | .0242 | .0239 |
| Onondaga | 469.0 | 468.2 | -.2 | 179.6 | .8 | 8,363,027 | 20.4 | 38,976 | 46,565 | 4,701,521 | 23.7 | 21,321 | 26,178 | .1928 | .1735 |
| Oswego | 123.5 | 128.3 | 3.9 | 45.1 | 4.6 | 1,871,012 | 25.2 | 34,659 | 41,486 | 816,738 | 29.5 | 14,638 | 18,109 | .0402 | .0378 |
| **UTICA - ROME** | **316.1** | **307.7** | **-2.7** | **114.3** | **-2.1** | **5,080,942** | **28.0** | **33,993** | **44,453** | **2,641,025** | **29.4** | **17,472** | **23,106** | **.1117** | **.1046** |
| Herkimer | 65.7 | 65.1 | -.9 | 24.9 | .0 | 936,085 | 27.0 | 29,610 | 37,594 | 444,436 | 26.4 | 14,122 | 17,849 | .0209 | .0194 |
| Oneida | 250.4 | 242.6 | -3.1 | 89.4 | -2.7 | 4,144,857 | 28.2 | 35,180 | 46,363 | 2,196,589 | 30.0 | 18,380 | 24,570 | .0908 | .0852 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Albany | 293.8 | 296.7 | 1.0 | 118.6 | 1.8 | 5,766,221 | 20.4 | 41,114 | 48,619 | 3,876,170 | 25.1 | 26,604 | 32,683 | .1384 | .1254 |
| Allegany | 50.6 | 50.9 | .6 | 17.2 | 1.2 | 694,925 | 29.9 | 31,464 | 40,403 | 223,647 | 19.6 | 11,003 | 13,003 | .0142 | .0134 |
| Bronx | 1,218.4 | 1,249.5 | 2.6 | 432.2 | 1.7 | 18,345,874 | 34.8 | 32,027 | 42,448 | 4,151,874 | 31.4 | 7,438 | 9,606 | .3307 | .3226 |
| Broome | 211.3 | 205.9 | -2.6 | 79.9 | -1.8 | 3,542,923 | 20.1 | 36,232 | 44,342 | 2,030,524 | 21.6 | 20,506 | 25,413 | .0837 | .0746 |
| Cattaraugus | 83.6 | 81.2 | -2.9 | 29.8 | -1.7 | 1,115,893 | 20.4 | 30,578 | 37,446 | 617,278 | 33.8 | 15,221 | 20,714 | .0267 | .0245 |
| Cayuga | 82.7 | 83.1 | .5 | 29.7 | 1.7 | 1,207,341 | 21.8 | 33,949 | 40,651 | 490,218 | 17.8 | 14,246 | 16,506 | .0266 | .0238 |
| Chautauqua | 140.8 | 136.6 | -3.0 | 52.3 | -1.9 | 1,614,692 | 15.2 | 26,289 | 30,874 | 1,102,461 | 28.7 | 16,074 | 21,080 | .0440 | .0394 |
| Chemung | 95.6 | 96.2 | .6 | 36.0 | 1.4 | 1,591,267 | 30.6 | 34,331 | 44,202 | 819,214 | 21.0 | 19,070 | 22,756 | .0350 | .0327 |
| Chenango | 52.5 | 54.2 | 3.2 | 20.5 | 5.1 | 941,873 | 39.6 | 34,611 | 45,945 | 335,362 | 26.7 | 13,571 | 16,359 | .0175 | .0172 |
| Clinton | 86.3 | 87.1 | .9 | 30.4 | 3.1 | 1,235,123 | 21.1 | 34,578 | 40,629 | 835,303 | 33.4 | 21,226 | 27,477 | .0308 | .0287 |

# METRO/COUNTY 1996 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991-1996 | 12/31/96 Households (Thous.) | % Change 1991-1996 | 1996 EBI ($000) | % Change 1991-1996 | Average Household EBI | | 1996 Retail Sales ($000) | % Change 1991-1996 | Retail Sales Per Household | | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 1991 | 1996 | | | 1991 | 1996 | 1991 | 1996 |
| **NEW YORK (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Columbia | 63.4 | 64.1 | 1.1 | 24.4 | 2.1 | 1,121,295 | 24.0 | 37,830 | 45,955 | 401,064 | 17.3 | 14,309 | 16,437 | .0228 | .0207 |
| Cortland | 49.0 | 49.2 | .4 | 17.5 | 1.2 | 795,634 | 33.8 | 34,374 | 45,465 | 481,806 | 34.9 | 20,645 | 27,532 | .0177 | .0172 |
| Delaware | 47.7 | 49.2 | 3.1 | 18.9 | 5.6 | 802,579 | 39.3 | 32,183 | 42,464 | 433,631 | 30.7 | 18,536 | 22,943 | .0169 | .0168 |
| Dutchess | 265.1 | 279.7 | 5.5 | 97.3 | 6.2 | 5,795,932 | 26.9 | 49,861 | 59,568 | 3,248,187 | 43.7 | 24,684 | 33,383 | .1195 | .1168 |
| Erie | 964.4 | 952.8 | -1.2 | 375.7 | -.2 | 15,809,261 | 19.2 | 35,239 | 42,079 | 9,113,592 | 32.6 | 18,265 | 24,258 | .3671 | .3358 |
| Essex | 37.4 | 37.2 | -.5 | 13.2 | -3.6 | 488,106 | 13.7 | 31,335 | 36,978 | 322,219 | 22.1 | 19,270 | 24,411 | .0129 | .0114 |
| Franklin | 47.4 | 47.7 | .6 | 16.0 | -1.8 | 689,523 | 32.4 | 31,941 | 43,095 | 341,395 | 25.7 | 16,661 | 21,337 | .0152 | .0144 |
| Fulton | 54.6 | 53.6 | -1.8 | 20.8 | -.5 | 792,161 | 23.6 | 30,661 | 38,085 | 402,103 | 27.0 | 15,150 | 19,332 | .0181 | .0167 |
| Genesee | 60.2 | 60.5 | .5 | 22.1 | 1.8 | 1,033,706 | 29.2 | 36,874 | 46,774 | 422,408 | 16.9 | 16,653 | 19,113 | .0215 | .0197 |
| Greene | 45.9 | 47.7 | 3.9 | 17.3 | 2.4 | 708,430 | 20.3 | 34,845 | 40,950 | 341,274 | 16.8 | 17,295 | 19,727 | .0163 | .0146 |
| Hamilton | 5.3 | 5.3 | .0 | 2.2 | .0 | 91,834 | 32.9 | 31,410 | 41,743 | 27,885 | 16.6 | 10,868 | 12,675 | .0018 | .0016 |
| Herkimer | 65.7 | 65.1 | -.9 | 24.9 | .0 | 936,085 | 27.0 | 29,610 | 37,594 | 444,436 | 26.4 | 14,122 | 17,849 | .0209 | .0194 |
| Jefferson | 118.0 | 132.2 | 12.0 | 45.0 | 12.5 | 1,903,810 | 39.1 | 34,206 | 42,307 | 1,051,420 | 26.7 | 20,754 | 23,365 | .0412 | .0411 |
| Kings | 2,320.3 | 2,356.2 | 1.5 | 831.8 | .5 | 39,299,743 | 32.4 | 35,868 | 47,247 | 9,910,527 | 32.5 | 9,040 | 11,915 | .7041 | .6797 |
| Lewis | 27.6 | 30.0 | 8.7 | 10.6 | 10.4 | 407,077 | 34.9 | 31,434 | 38,403 | 119,554 | 32.1 | 9,425 | 11,279 | .0077 | .0077 |
| Livingston | 63.7 | 65.2 | 2.4 | 22.3 | 3.7 | 1,088,884 | 31.4 | 38,555 | 48,829 | 410,655 | 23.1 | 15,514 | 18,415 | .0216 | .0205 |
| Madison | 70.2 | 71.2 | 1.4 | 24.2 | 2.1 | 1,290,686 | 37.3 | 39,677 | 53,334 | 498,046 | 34.8 | 15,586 | 20,580 | .0242 | .0239 |
| Monroe | 715.5 | 716.3 | .1 | 276.2 | 1.2 | 13,682,464 | 19.6 | 41,904 | 49,538 | 6,979,348 | 23.1 | 20,765 | 25,269 | .3032 | .2715 |
| Montgomery | 51.9 | 51.7 | -.4 | 20.2 | .0 | 870,104 | 32.7 | 32,470 | 43,074 | 383,258 | 29.4 | 14,660 | 18,973 | .0177 | .0170 |
| Nassau | 1,285.9 | 1,283.9 | -.2 | 429.3 | -.2 | 35,227,427 | 23.2 | 66,471 | 82,058 | 17,326,469 | 24.3 | 32,417 | 40,360 | .7143 | .6492 |
| New York (Manhattan) | 1,505.7 | 1,543.0 | 2.5 | 738.5 | 2.3 | 50,712,184 | 27.3 | 55,174 | 68,669 | 21,610,065 | 20.8 | 24,794 | 29,262 | .9476 | .8712 |
| Niagara | 220.7 | 220.3 | -.2 | 86.0 | 1.2 | 3,712,313 | 26.6 | 34,487 | 43,166 | 1,976,534 | 35.2 | 17,204 | 22,983 | .0808 | .0767 |
| Oneida | 250.4 | 242.6 | -3.1 | 89.4 | -2.7 | 4,144,857 | 28.2 | 35,180 | 46,363 | 2,196,589 | 30.0 | 18,380 | 24,570 | .0908 | .0852 |
| Onondaga | 469.0 | 468.2 | -.2 | 179.6 | .8 | 8,363,027 | 20.4 | 38,976 | 46,565 | 4,701,521 | 23.7 | 21,321 | 26,178 | .1928 | .1735 |
| Ontario | 95.8 | 97.3 | 1.6 | 36.3 | 2.8 | 2,113,329 | 38.4 | 43,267 | 58,218 | 1,052,875 | 24.2 | 24,021 | 29,005 | .0419 | .0407 |
| Orange | 318.1 | 346.7 | 9.0 | 114.5 | 9.2 | 6,956,970 | 40.6 | 47,170 | 60,760 | 2,886,081 | 25.3 | 21,950 | 25,206 | .1294 | .1286 |
| Orleans | 42.8 | 44.4 | 3.7 | 15.1 | 3.4 | 732,353 | 36.8 | 36,663 | 48,500 | 230,804 | 40.3 | 11,267 | 15,285 | .0133 | .0133 |
| Oswego | 123.5 | 128.3 | 3.9 | 45.1 | 4.6 | 1,871,012 | 25.2 | 34,659 | 41,486 | 816,738 | 29.5 | 14,638 | 18,109 | .0402 | .0378 |
| Otsego | 61.3 | 63.5 | 3.6 | 23.0 | 4.5 | 1,070,362 | 38.9 | 35,037 | 46,537 | 686,416 | 42.0 | 21,968 | 29,844 | .0230 | .0235 |
| Putnam | 86.0 | 92.3 | 7.3 | 30.7 | 7.0 | 2,503,815 | 41.4 | 61,714 | 81,557 | 658,431 | 33.8 | 17,151 | 21,447 | .0387 | .0392 |
| Queens | 1,966.0 | 1,976.9 | .6 | 716.9 | -.4 | 38,491,763 | 26.2 | 42,383 | 53,692 | 10,792,167 | 32.6 | 11,308 | 15,054 | .6980 | .6539 |
| Rensselaer | 154.9 | 155.9 | .6 | 58.7 | 1.6 | 2,892,757 | 28.4 | 38,976 | 49,280 | 1,083,900 | 28.6 | 14,576 | 18,465 | .0562 | .0531 |
| Richmond | 386.4 | 403.0 | 4.3 | 138.3 | 4.2 | 9,094,994 | 34.1 | 51,101 | 65,763 | 2,793,015 | 37.0 | 15,358 | 20,195 | .1550 | .1526 |
| Rockland | 265.9 | 266.8 | .3 | 85.2 | .6 | 7,237,101 | 33.9 | 63,820 | 84,943 | 2,317,568 | 29.9 | 21,071 | 27,202 | .1228 | .1186 |
| St. Lawrence | 112.0 | 111.2 | -.7 | 38.3 | 1.1 | 1,366,566 | 18.7 | 30,383 | 35,681 | 963,841 | 35.6 | 18,759 | 25,166 | .0361 | .0333 |
| Saratoga | 190.3 | 212.0 | 11.4 | 78.6 | 12.4 | 4,742,161 | 49.8 | 45,287 | 60,333 | 1,693,514 | 31.3 | 18,451 | 21,546 | .0787 | .0826 |
| Schenectady | 149.4 | 149.4 | .0 | 60.2 | 1.3 | 3,012,758 | 27.4 | 39,809 | 50,046 | 1,509,226 | 31.0 | 19,392 | 25,070 | .0624 | .0588 |
| Schoharie | 32.4 | 33.8 | 4.3 | 12.2 | 6.1 | 550,230 | 39.6 | 34,275 | 45,101 | 191,248 | 27.5 | 13,047 | 15,676 | .0103 | .0102 |
| Schuyler | 18.7 | 18.7 | .0 | 6.8 | .0 | 267,398 | 25.4 | 31,369 | 39,323 | 129,729 | 31.5 | 14,506 | 19,078 | .0060 | .0056 |
| Seneca | 33.3 | 31.8 | -4.5 | 11.7 | -4.1 | 501,612 | 16.8 | 35,190 | 42,873 | 215,115 | 22.4 | 14,402 | 18,386 | .0112 | .0099 |
| Steuben | 99.5 | 100.2 | .7 | 38.6 | 2.7 | 1,587,023 | 27.8 | 33,024 | 41,115 | 752,245 | 29.2 | 15,490 | 19,488 | .0342 | .0320 |
| Suffolk | 1,367.3 | 1,549.5 | 13.3 | 495.1 | 13.1 | 36,462,550 | 45.5 | 57,254 | 73,647 | 15,524,517 | 38.2 | 25,668 | 31,356 | .6287 | .6594 |
| Sullivan | 70.7 | 74.8 | 5.8 | 26.6 | 6.0 | 1,124,768 | 24.8 | 35,895 | 42,285 | 577,193 | 22.7 | 18,745 | 21,699 | .0255 | .0237 |
| Tioga | 52.8 | 53.7 | 1.7 | 19.5 | 2.6 | 936,085 | 30.4 | 37,774 | 48,004 | 322,838 | 36.4 | 12,455 | 16,556 | .0176 | .0170 |
| Tompkins | 95.1 | 96.4 | 1.4 | 34.2 | 1.8 | 1,653,776 | 28.5 | 38,306 | 48,356 | 804,124 | 28.3 | 18,660 | 23,512 | .0351 | .0330 |
| Ulster | 167.4 | 169.2 | 1.1 | 62.3 | 1.6 | 2,934,558 | 19.7 | 40,007 | 47,104 | 1,526,879 | 23.4 | 20,183 | 24,508 | .0665 | .0599 |
| Warren | 60.3 | 63.1 | 4.6 | 24.6 | 6.5 | 1,110,106 | 26.9 | 37,884 | 45,126 | 827,303 | 17.7 | 30,415 | 33,630 | .0280 | .0255 |
| Washington | 60.4 | 63.3 | 4.8 | 21.8 | 5.3 | 1,030,234 | 32.4 | 37,594 | 47,258 | 312,018 | 19.5 | 12,614 | 14,313 | .0194 | .0185 |
| Wayne | 90.2 | 93.7 | 3.9 | 33.9 | 4.6 | 1,378,371 | 22.9 | 34,622 | 40,660 | 539,629 | 26.9 | 13,126 | 15,918 | .0293 | .0270 |
| Westchester | 878.5 | 887.2 | 1.0 | 324.1 | 1.2 | 28,089,877 | 30.3 | 67,283 | 86,670 | 9,145,241 | 17.7 | 24,257 | 28,217 | .4863 | .4509 |
| Wyoming | 43.6 | 44.7 | 2.5 | 14.5 | 3.6 | 540,115 | 21.6 | 31,719 | 37,249 | 233,102 | 25.6 | 13,256 | 16,076 | .0125 | .0114 |
| Yates | 23.1 | 23.6 | 2.2 | 9.1 | 5.8 | 329,432 | 25.0 | 30,651 | 36,201 | 115,100 | 21.3 | 11,029 | 12,648 | .0069 | .0064 |
| **TOTAL METRO COUNTIES** | **16,542.9** | **16,932.3** | **2.4** | **6,230.3** | **2.2** | **361,158,610** | **29.4** | **45,738** | **57,968** | **143,626,609** | **27.7** | **18,447** | **23,053** | **6.8986** | **6.5272** |
| **TOTAL STATE** | **18,166.3** | **18,585.7** | **2.3** | **6,825.9** | **2.2** | **386,405,330** | **29.3** | **44,767** | **56,609** | **156,326,894** | **27.7** | **18,337** | **22,902** | **7.4575** | **7.0610** |
| **NORTH CAROLINA** | | | | | | | | | | | | | | | |
| **ASHEVILLE** | **177.7** | **185.3** | **4.3** | **76.7** | **6.2** | **3,322,415** | **40.0** | **32,875** | **43,317** | **1,646,755** | **23.4** | **18,488** | **21,470** | **.0679** | **.0663** |
| Buncombe | 177.7 | 185.3 | 4.3 | 76.7 | 6.2 | 3,322,415 | 40.0 | 32,875 | 43,317 | 1,646,755 | 23.4 | 18,488 | 21,470 | .0679 | .0663 |
| **BURLINGTON** | **109.9** | **114.0** | **3.7** | **45.5** | **4.8** | **2,130,956** | **42.8** | **34,375** | **46,834** | **1,114,450** | **23.8** | **20,738** | **24,493** | **.0435** | **.0428** |
| Alamance | 109.9 | 114.0 | 3.7 | 45.5 | 4.8 | 2,130,956 | 42.8 | 34,375 | 46,834 | 1,114,450 | 23.8 | 20,738 | 24,493 | .0435 | .0428 |
| **CHARLOTTE - GASTONIA - ROCK HILL** | **1,200.4** | **1,291.8** | **7.6** | **495.7** | **8.8** | **25,176,937** | **44.3** | **38,298** | **50,791** | **11,[illegible]** | **31.8** | **19,204** | **23,261** | **.4727** | **.4831** |

# METRO/COUNTY 1996 PROJECTIONS

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991-1996 | 12/31/96 Households (Thous.) | % Change 1991-1996 | 1996 EBI ($000) | % Change 1991-1996 | Average Household EBI 1991 | Average Household EBI 1996 | 1996 Retail Sales ($000) | % Change 1991-1996 | Retail Sales Per Household 1991 | Retail Sales Per Household 1996 | Buying Power Index 1991 | Buying Power Index 1996 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **NORTH CAROLINA (continued)** | | | | | | | | | | | | | | | |
| **CHARLOTTE - GASTONIA - ROCK HILL (continued)** | | | | | | | | | | | | | | | |
| Cabarrus | 101.0 | 106.2 | 5.1 | 40.7 | 6.3 | 1,865,966 | 37.0 | 35,573 | 45,847 | 894,014 | 28.8 | 18,123 | 21,966 | .0377 | .0370 |
| Gaston | 176.9 | 180.9 | 2.3 | 68.0 | 3.0 | 2,844,293 | 30.1 | 33,136 | 41,828 | 1,604,244 | 36.2 | 17,848 | 23,592 | .0627 | .0607 |
| Lincoln | 52.1 | 57.0 | 9.4 | 21.6 | 10.8 | 952,522 | 45.1 | 33,661 | 44,098 | 344,594 | 33.0 | 13,290 | 15,953 | .0172 | .0178 |
| Mecklenburg | 534.6 | 586.4 | 9.7 | 232.2 | 10.9 | 13,347,721 | 49.2 | 42,717 | 57,484 | 6,212,911 | 30.1 | 22,797 | 26,757 | .2407 | .2493 |
| Rowan | 112.6 | 118.1 | 4.9 | 45.9 | 6.0 | 1,831,974 | 34.8 | 31,390 | 39,912 | 616,323 | 21.0 | 11,768 | 13,428 | .0355 | .0343 |
| Union | 87.4 | 96.7 | 10.6 | 33.9 | 11.5 | 1,697,247 | 48.0 | 37,727 | 50,066 | 563,398 | 30.0 | 14,260 | 16,619 | .0294 | .0306 |
| *York, S. C.* | *135.8* | *146.5* | *7.9* | *53.4* | *9.7* | *2,637,214* | *47.2* | *36,792* | *49,386* | *1,294,949* | *43.7* | *18,506* | *24,250* | *.0495* | *.0524* |
| **FAYETTEVILLE** | **278.1** | **288.3** | **3.7** | **96.9** | **4.6** | **4,105,598** | **32.4** | **33,484** | **42,369** | **2,155,741** | **25.3** | **18,573** | **22,247** | **.0919** | **.0878** |
| Cumberland | 278.1 | 288.3 | 3.7 | 96.9 | 4.6 | 4,105,598 | 32.4 | 33,484 | 42,369 | 2,155,741 | 25.3 | 18,573 | 22,247 | .0919 | .0878 |
| **GREENSBORO - WINSTON-SALEM - HIGH POINT** | **961.1** | **1,010.7** | **5.2** | **405.3** | **6.7** | **18,289,348** | **33.8** | **35,961** | **45,125** | **9,470,854** | **28.9** | **19,339** | **23,368** | **.3802** | **.3685** |
| Davidson | 129.2 | 135.9 | 5.2 | 53.0 | 6.0 | 2,246,454 | 37.1 | 32,762 | 42,386 | 869,583 | 37.2 | 12,680 | 16,407 | .0426 | .0426 |
| Davie | 28.8 | 32.2 | 11.8 | 12.7 | 13.4 | 586,425 | 42.3 | 36,798 | 46,175 | 146,920 | 32.6 | 9,894 | 11,569 | .0097 | .0099 |
| Forsyth | 270.7 | 284.2 | 5.0 | 116.7 | 6.5 | 5,178,581 | 26.0 | 37,506 | 44,375 | 3,016,154 | 22.7 | 22,426 | 25,845 | .1170 | .1082 |
| Guilford | 354.0 | 368.4 | 4.1 | 148.1 | 5.7 | 7,244,902 | 36.0 | 38,030 | 48,919 | 4,384,750 | 29.6 | 24,156 | 29,607 | .1551 | .1514 |
| Randolph | 109.5 | 117.8 | 7.6 | 46.0 | 8.7 | 1,895,120 | 41.2 | 31,722 | 41,198 | 735,775 | 40.8 | 12,353 | 15,995 | .0353 | .0361 |
| Stokes | 37.9 | 39.8 | 5.0 | 15.4 | 6.9 | 658,007 | 40.5 | 32,524 | 42,728 | 152,813 | 44.0 | 7,368 | 9,923 | .0109 | .0113 |
| Yadkin | 31.0 | 32.4 | 4.5 | 13.4 | 8.1 | 479,859 | 31.0 | 29,536 | 35,810 | 164,859 | 23.8 | 10,738 | 12,303 | .0096 | .0090 |
| **HICKORY - MORGANTON** | **226.0** | **238.6** | **5.6** | **92.0** | **5.9** | **3,884,030** | **35.0** | **33,110** | **42,218** | **2,050,329** | **31.1** | **17,997** | **22,286** | **.0821** | **.0807** |
| Alexander | 28.1 | 29.5 | 5.0 | 11.0 | 4.8 | 424,157 | 30.7 | 30,907 | 38,560 | 161,834 | 41.0 | 10,934 | 14,712 | .0085 | .0084 |
| Burke | 76.7 | 79.7 | 3.9 | 30.6 | 3.4 | 1,215,155 | 34.2 | 30,592 | 39,711 | 615,015 | 42.4 | 14,586 | 20,099 | .0252 | .0252 |
| Catawba | 121.2 | 129.4 | 6.8 | 50.4 | 7.7 | 2,244,718 | 36.3 | 35,198 | 44,538 | 1,273,480 | 25.2 | 21,739 | 25,267 | .0484 | .0471 |
| **JACKSONVILLE** | **153.5** | **163.3** | **6.4** | **44.1** | **4.0** | **2,319,029** | **34.2** | **40,763** | **52,586** | **939,067** | **23.7** | **17,908** | **21,294** | **.0478** | **.0463** |
| Onslow | 153.5 | 163.3 | 6.4 | 44.1 | 4.0 | 2,319,029 | 34.2 | 40,763 | 52.586 | 939,067 | 23.7 | 17,908 | 21,294 | .0478 | .0463 |
| **RALEIGH - DURHAM** | **768.5** | **855.4** | **11.3** | **341.1** | **13.2** | **19,313,702** | **54.6** | **41,462** | **56,622** | **8,742,929** | **40.6** | **20,626** | **25,632** | **.3304** | **.3582** |
| Durham | 186.9 | 200.0 | 7.0 | 81.2 | 9.0 | 4,398,872 | 52.7 | 38,661 | 54,173 | 2,156,761 | 49.7 | 19,343 | 26,561 | .0770 | .0839 |
| Franklin | 37.8 | 41.5 | 9.8 | 15.6 | 11.4 | 671,654 | 55.7 | 30,817 | 43,055 | 153,605 | 33.3 | 8,231 | 9,846 | .0106 | .0116 |
| Orange | 96.9 | 105.4 | 8.8 | 41.7 | 11.2 | 2,308,236 | 50.6 | 40,861 | 55,353 | 893.370 | 42.3 | 16,737 | 21,424 | .0384 | .0412 |
| Wake | 446.9 | 508.5 | 13.8 | 202.6 | 15.5 | 11,934,940 | 56.0 | 43,630 | 58,909 | 5,539,193 | 37.4 | 22,992 | 27,341 | .2044 | .2215 |
| **WILMINGTON** | **123.0** | **130.2** | **5.9** | **52.9** | **7.3** | **2,481,794** | **44.3** | **34,897** | **46,915** | **1,625,507** | **39.7** | **23,603** | **30,728** | **.0520** | **.0536** |
| New Hanover | 123.0 | 130.2 | 5.9 | 52.9 | 7.3 | 2,481,794 | 44.3 | 34,897 | 46,915 | 1,625,507 | 39.7 | 23,603 | 30,728 | .0520 | .0536 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Alamance | 109.9 | 114.0 | 3.7 | 45.5 | 4.8 | 2,130,956 | 42.8 | 34,375 | 46,834 | 1,114,450 | 23.8 | 20,738 | 24,493 | .0435 | .0428 |
| Alexander | 28.1 | 29.5 | 5.0 | 11.0 | 4.8 | 424,157 | 30.7 | 30,907 | 38,560 | 161,834 | 41.0 | 10,934 | 14,712 | .0085 | .0084 |
| Alleghany | 9.6 | 9.6 | .0 | 3.9 | .0 | 132,247 | 32.0 | 25,692 | 33,909 | 69,448 | 34.4 | 13,251 | 17,807 | .0028 | .0028 |
| Anson | 23.4 | 23.3 | -.4 | 8.5 | .0 | 301,711 | 32.8 | 26,721 | 35,495 | 129,677 | 33.3 | 11,449 | 15,256 | .0066 | .0062 |
| Ashe | 22.4 | 22.9 | 2.2 | 9.5 | 5.6 | 293,523 | 33.8 | 24,382 | 30,897 | 163,940 | 27.7 | 14,263 | 17,257 | .0068 | .0065 |
| Avery | 15.0 | 15.2 | 1.3 | 5.5 | .0 | 217,599 | 41.4 | 27,987 | 39,563 | 103,464 | 23.2 | 15,273 | 18,812 | .0046 | .0046 |
| Beaufort | 42.7 | 44.1 | 3.3 | 17.4 | 6.1 | 655,526 | 40.2 | 28,511 | 37,674 | 304,072 | 26.1 | 14,698 | 17,475 | .0136 | .0134 |
| Bertie | 20.2 | 19.6 | -3.0 | 7.4 | .0 | 216,482 | 25.0 | 23,396 | 29,254 | 78,441 | 34.6 | 7,876 | 10,600 | .0050 | .0045 |
| Bladen | 28.6 | 28.5 | -.3 | 10.9 | .9 | 317,094 | 19.4 | 24,590 | 29,091 | 153,352 | 33.6 | 10,631 | 14,069 | .0076 | .0071 |
| Brunswick | 53.7 | 61.5 | 14.5 | 24.7 | 16.5 | 1,094,818 | 64.6 | 31,365 | 44,325 | 396,424 | 55.2 | 12,048 | 16,050 | .0174 | .0200 |
| Buncombe | 177.7 | 185.3 | 4.3 | 76.7 | 6.2 | 3,322,415 | 40.0 | 32,875 | 43,317 | 1,646,755 | 23.4 | 18,488 | 21,470 | .0679 | .0663 |
| Burke | 76.7 | 79.7 | 3.9 | 30.6 | 3.4 | 1,215,155 | 34.2 | 30,592 | 39,711 | 615,015 | 42.4 | 14,586 | 20,099 | .0252 | .0252 |
| Cabarrus | 101.0 | 106.2 | 5.1 | 40.7 | 6.3 | 1,865,966 | 37.0 | 35,573 | 45,847 | 894,014 | 28.8 | 18,123 | 21,966 | .0377 | .0370 |
| Caldwell | 71.5 | 73.7 | 3.1 | 28.6 | 4.0 | 1,018,894 | 25.4 | 29,545 | 35,626 | 567,034 | 32.5 | 15,562 | 19,826 | .0236 | .0223 |
| Camden | 6.1 | 6.6 | 8.2 | 2.2 | .0 | 86,841 | 34.2 | 29,416 | 39,473 | 11,074 | 30.1 | 3,870 | 5,034 | .0014 | .0016 |
| Carteret | 54.2 | 59.2 | 9.2 | 24.5 | 11.4 | 1,126,205 | 52.8 | 33,498 | 45,968 | 554,967 | 38.7 | 18,190 | 22,652 | .0208 | .0220 |
| Caswell | 20.6 | 20.0 | -2.9 | 7.5 | .0 | 283,970 | 34.5 | 28,147 | 37,863 | 37,951 | 30.2 | 3,886 | 5,060 | .0049 | .0047 |
| Catawba | 121.2 | 129.4 | 6.8 | 50.4 | 7.7 | 2,244,718 | 36.3 | 35,198 | 44,538 | 1,273,480 | 25.2 | 21,739 | 25,267 | .0484 | .0471 |
| Chatham | 39.5 | 41.4 | 4.8 | 16.6 | 6.4 | 734,551 | 39.1 | 33,859 | 44,250 | 210,087 | 36.8 | 9,846 | 12,656 | .0128 | .0127 |
| Cherokee | 20.7 | 22.2 | 7.2 | 8.8 | 7.3 | 286,576 | 42.9 | 24,460 | 32,565 | 189,118 | 36.7 | 16,869 | 21,491 | .0065 | .0068 |
| Chowan | 13.7 | 14.2 | 3.6 | 5.4 | 3.8 | 213,257 | 41.6 | 28,972 | 39,492 | 93,495 | 25.7 | 14,305 | 17,314 | .0044 | .0043 |
| Clay | 7.3 | 7.8 | 6.8 | 3.0 | .0 | 100,115 | 37.0 | 24,353 | 33,372 | 35,719 | 31.5 | 9,055 | 11,906 | .0020 | .0021 |
| Cleveland | 85.7 | 88.1 | 2.8 | 33.4 | 3.4 | 1,291,079 | 28.5 | 31,117 | 38,655 | 745,371 | 34.6 | 17,148 | 22,316 | .0293 | .0281 |
| Columbus | 49.8 | 50.6 | 1.6 | 19.5 | 4.3 | 648,331 | 37.5 | 25,221 | 33,248 | 382,490 | 37.2 | 14,912 | 19,615 | .0149 | .0147 |
| Craven | 83.2 | 88.0 | 5.8 | 32.6 | 7.9 | 1,343,059 | 37.9 | 32,246 | 41,198 | 827,000 | 46.1 | 18,744 | 25,368 | .0289 | .0297 |
| Cumberland | 278.1 | 288.3 | 3.7 | 96.9 | 4.6 | 4,105,598 | 32.4 | 33,484 | 42,369 | 2,155,741 | 25.3 | 18,573 | 22,247 | .0919 | .0878 |
| Currituck | 14.2 | 15.6 | 9.9 | 5.7 | 9.6 | 249,606 | 39.5 | 34,421 | 43,791 | 105,198 | 38.3 | 14,632 | 18,456 | .0047 | .0048 |
| Dare | 25.0 | 30.3 | 21.2 | 12.6 | 22.3 | 622,899 | 63.9 | 36,896 | 49,436 | 431,639 | 43.3 | 29,251 | 34,257 | .0120 | .0136 |
| Davidson | 129.2 | 135.9 | 5.2 | 53.0 | 6.0 | 2,246,454 | 37.1 | 32,762 | 42,386 | 869,583 | 37.2 | 12,680 | 16,407 | .0426 | .0426 |
| Davie | 28.8 | 32.2 | 11.8 | 12.7 | 13.4 | 586,425 | 42.3 | 36,798 | 46,175 | 146,920 | 32.6 | 9,894 | 11,569 | .0097 | .0099 |
| Duplin | 40.2 | 40.8 | 1.5 | 15.5 | 3.3 | 524,148 | 35.1 | 25,855 | 33,816 | 261,304 | 38.8 | 12,548 | 16,858 | .0115 | .0114 |

1992 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# METRO/COUNTY 1996 PROJECTIONS

S&MM ESTIMATES

| METRO AREA County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991-1996 | 12/31/96 Households (Thous.) | % Change 1991-1996 | 1996 EBI ($000) | % Change 1991-1996 | Average Household EBI | | 1996 Retail Sales ($000) | % Change 1991-1996 | Retail Sales Per Household | | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 1991 | 1996 | | | 1991 | 1996 | 1991 | 1996 |
| **NORTH CAROLINA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Durham | 186.9 | 200.0 | 7.0 | 81.2 | 9.0 | 4,398,872 | 52.7 | 38,661 | 54,173 | 2,156,761 | 49.7 | 19,343 | 26,561 | .0770 | .0839 |
| Edgecombe | 57.0 | 58.2 | 2.1 | 21.0 | 2.4 | 806,505 | 41.6 | 27,789 | 38,405 | 335,764 | 48.9 | 11,003 | 15,989 | .0159 | .0163 |
| Forsyth | 270.7 | 284.2 | 5.0 | 116.7 | 6.5 | 5,178,581 | 26.0 | 37,506 | 44,375 | 3,016,154 | 22.7 | 22,426 | 25,845 | .1170 | .1082 |
| Franklin | 37.8 | 41.5 | 9.8 | 15.6 | 11.4 | 671,654 | 55.7 | 30,817 | 43,055 | 153,605 | 33.3 | 8,231 | 9,846 | .0106 | .0116 |
| Gaston | 176.9 | 180.9 | 2.3 | 68.0 | 3.0 | 2,844,293 | 30.1 | 33,136 | 41,828 | 1,604,244 | 36.2 | 17,848 | 23,592 | .0627 | .0607 |
| Gates | 9.5 | 9.9 | 4.2 | 3.4 | .0 | 160,532 | 41.3 | 33,424 | 47,215 | 41,099 | 33.2 | 9,076 | 12,088 | .0027 | .0028 |
| Graham | 7.1 | 6.7 | -5.6 | 2.8 | .0 | 98,503 | 41.4 | 24,873 | 35,180 | 28,428 | 23.1 | 8,249 | 10,153 | .0020 | .0018 |
| Granville | 39.3 | 42.0 | 6.9 | 14.8 | 8.8 | 635,304 | 42.8 | 32,708 | 42,926 | 252,354 | 40.1 | 13,240 | 17,051 | .0119 | .0125 |
| Greene | 15.3 | 15.1 | -1.3 | 5.4 | .0 | 224,546 | 41.5 | 29,377 | 41,583 | 43,990 | 24.5 | 6,544 | 8,146 | .0040 | .0037 |
| Guilford | 354.0 | 368.4 | 4.1 | 148.1 | 5.7 | 7,244,902 | 36.0 | 38,030 | 48,919 | 4,384,750 | 29.6 | 24,156 | 29,607 | .1551 | .1514 |
| Halifax | 55.9 | 56.9 | 1.8 | 21.5 | 4.4 | 705,894 | 36.2 | 25,761 | 32,832 | 465,855 | 41.9 | 15,937 | 21,668 | .0167 | .0167 |
| Harnett | 69.9 | 75.4 | 7.9 | 28.4 | 9.7 | 1,104,122 | 50.9 | 28,253 | 38,878 | 342,965 | 30.2 | 10,173 | 12,076 | .0197 | .0206 |
| Haywood | 47.0 | 47.4 | .9 | 19.8 | 2.6 | 692,620 | 26.2 | 28,434 | 34,981 | 490,024 | 40.7 | 18,044 | 24,749 | .0168 | .0163 |
| Henderson | 71.2 | 76.5 | 7.4 | 32.1 | 8.4 | 1,349,262 | 38.1 | 33,010 | 42,033 | 701,247 | 25.9 | 18,821 | 21,846 | .0279 | .0273 |
| Hertford | 22.3 | 21.7 | -2.7 | 8.1 | .0 | 270,324 | 30.7 | 25,539 | 33,373 | 199,847 | 33.4 | 18,501 | 24,672 | .0070 | .0067 |
| Hoke | 24.1 | 26.5 | 10.0 | 8.6 | 13.2 | 307,169 | 46.6 | 27,564 | 35,717 | 86,102 | 52.3 | 7,441 | 10,012 | .0056 | .0060 |
| Hyde | 5.3 | 4.9 | -7.5 | 2.1 | .0 | 77,164 | 41.2 | 26,015 | 36,745 | 35,046 | 29.0 | 12,934 | 16,689 | .0016 | .0016 |
| Iredell | 94.5 | 97.3 | 3.0 | 37.1 | 2.8 | 1,718,709 | 38.2 | 34,443 | 46,326 | 792,957 | 31.7 | 16,677 | 21,374 | .0341 | .0336 |
| Jackson | 27.3 | 28.4 | 4.0 | 10.3 | 5.1 | 410,882 | 41.8 | 29,576 | 39,891 | 202,039 | 44.2 | 14,295 | 19,615 | .0083 | .0086 |
| Johnston | 83.4 | 89.6 | 7.4 | 35.5 | 9.2 | 1,495,031 | 47.6 | 31,163 | 42,114 | 709,160 | 34.8 | 16,182 | 19,976 | .0289 | .0299 |
| Jones | 9.4 | 9.4 | .0 | 3.5 | .0 | 125,423 | 40.6 | 25,483 | 35,835 | 30,792 | 31.7 | 6,678 | 8,798 | .0023 | .0023 |
| Lee | 42.2 | 44.6 | 5.7 | 17.0 | 6.3 | 718,548 | 39.7 | 32,157 | 42,268 | 474,670 | 25.7 | 23,608 | 27,922 | .0165 | .0160 |
| Lenoir | 57.1 | 56.4 | -1.2 | 21.8 | -.5 | 792,735 | 29.0 | 28,069 | 36,364 | 552,672 | 32.6 | 19,026 | 25,352 | .0195 | .0187 |
| Lincoln | 52.1 | 57.0 | 9.4 | 21.6 | 10.8 | 952,522 | 45.1 | 33,661 | 44,098 | 344,594 | 33.0 | 13,290 | 15,953 | .0172 | .0178 |
| McDowell | 35.8 | 36.2 | 1.1 | 13.9 | 1.5 | 553,302 | 40.5 | 28,736 | 39,806 | 245,863 | 33.9 | 13,398 | 17,688 | .0111 | .0111 |
| Macon | 23.8 | 24.3 | 2.1 | 10.0 | .0 | 358,281 | 32.6 | 27,018 | 35,828 | 211,675 | 31.8 | 16,056 | 21,168 | .0082 | .0078 |
| Madison | 16.9 | 16.9 | .0 | 6.5 | .0 | 203,456 | 27.7 | 24,511 | 31,301 | 57,486 | 32.7 | 6,665 | 8,844 | .0041 | .0039 |
| Martin | 24.9 | 24.7 | -.8 | 9.3 | .0 | 294,143 | 23.5 | 25,615 | 31,628 | 198,206 | 37.4 | 15,512 | 21,312 | .0076 | .0071 |
| Mecklenburg | 534.6 | 586.4 | 9.7 | 232.2 | 10.9 | 13,347,721 | 49.2 | 42,717 | 57,484 | 6,212,911 | 30.1 | 22,797 | 26,757 | .2407 | .2493 |
| Mitchell | 14.6 | 15.1 | 3.4 | 6.4 | 8.5 | 234,099 | 49.0 | 26,627 | 36,578 | 112,110 | 40.0 | 13,571 | 17,517 | .0046 | .0048 |
| Montgomery | 23.7 | 24.8 | 4.6 | 8.9 | 6.0 | 351,706 | 37.9 | 30,362 | 39,518 | 137,186 | 31.9 | 12,381 | 15,414 | .0070 | .0069 |
| Moore | 61.3 | 68.2 | 11.3 | 27.9 | 12.5 | 1,317,007 | 45.8 | 36,434 | 47,205 | 522,863 | 29.6 | 16,273 | 18,741 | .0236 | .0242 |
| Nash | 78.0 | 81.3 | 4.2 | 31.1 | 5.1 | 1,409,927 | 41.1 | 33,756 | 45,335 | 810,747 | 23.2 | 22,234 | 26,069 | .0303 | .0297 |
| New Hanover | 123.0 | 130.2 | 5.9 | 52.9 | 7.3 | 2,481,794 | 44.3 | 34,897 | 46,915 | 1,625,507 | 39.7 | 23,603 | 30,728 | .0520 | .0536 |
| Northampton | 20.5 | 19.9 | -2.9 | 7.4 | -1.3 | 248,614 | 37.8 | 24,047 | 33,596 | 79,699 | 44.2 | 7,371 | 10,770 | .0050 | .0049 |
| Onslow | 153.5 | 163.3 | 6.4 | 44.1 | 4.0 | 2,319,029 | 34.2 | 40,763 | 52,586 | 939,067 | 23.7 | 17,908 | 21,294 | .0478 | .0463 |
| Orange | 96.9 | 105.4 | 8.8 | 41.7 | 11.2 | 2,308,236 | 50.6 | 40,861 | 55,353 | 893,370 | 42.3 | 16,737 | 21,424 | .0384 | .0412 |
| Pamlico | 11.4 | 11.4 | .0 | 4.5 | .0 | 168,596 | 35.0 | 27,751 | 37,466 | 44,970 | 30.4 | 7,661 | 9,993 | .0032 | .0029 |
| Pasquotank | 31.8 | 33.2 | 4.4 | 12.3 | 6.0 | 499,584 | 43.2 | 30,082 | 40,617 | 344,107 | 24.7 | 23,796 | 27,976 | .0117 | .0116 |
| Pender | 30.3 | 34.7 | 14.5 | 13.6 | 16.2 | 492,761 | 43.2 | 29,413 | 36,232 | 116,617 | 45.6 | 6,847 | 8,575 | .0084 | .0088 |
| Perquimans | 10.8 | 11.8 | 9.3 | 4.6 | 12.2 | 179,265 | 58.7 | 27,547 | 38,971 | 43,464 | 40.7 | 7,535 | 9,449 | .0029 | .0031 |
| Person | 30.8 | 32.7 | 6.2 | 12.7 | 8.5 | 509,137 | 43.9 | 30,241 | 40,090 | 238,309 | 38.1 | 14,752 | 18,764 | .0099 | .0104 |
| Pitt | 111.6 | 121.4 | 8.8 | 46.6 | 11.2 | 2,092,994 | 55.8 | 32,054 | 44,914 | 1,132,502 | 33.3 | 20,284 | 24,303 | .0409 | .0432 |
| Polk | 14.5 | 14.5 | .0 | 6.1 | .0 | 253,452 | 25.9 | 33,014 | 41,550 | 77,115 | 34.3 | 9,412 | 12,642 | .0048 | .0045 |
| Randolph | 109.5 | 117.8 | 7.6 | 46.0 | 8.7 | 1,895,120 | 41.2 | 31,722 | 41,198 | 735,775 | 40.8 | 12,353 | 15,995 | .0353 | .0361 |
| Richmond | 44.7 | 45.8 | 2.5 | 17.4 | 3.0 | 575,756 | 29.1 | 26,392 | 33,089 | 339,469 | 33.2 | 15,076 | 19,510 | .0136 | .0132 |
| Robeson | 106.6 | 110.4 | 3.6 | 38.6 | 5.5 | 1,363,777 | 40.6 | 26,508 | 35,331 | 790,426 | 36.8 | 15,783 | 20,477 | .0309 | .0312 |
| Rockingham | 86.8 | 88.6 | 2.1 | 34.9 | 3.3 | 1,257,583 | 26.3 | 29,447 | 36,034 | 679,484 | 41.3 | 14,232 | 19,469 | .0281 | .0270 |
| Rowan | 112.6 | 118.1 | 4.9 | 45.9 | 6.0 | 1,831,974 | 34.8 | 31,390 | 39,912 | 616,323 | 21.0 | 11,768 | 13,428 | .0355 | .0343 |
| Rutherford | 57.6 | 59.4 | 3.1 | 23.5 | 4.4 | 832,930 | 28.7 | 28,770 | 35,444 | 482,771 | 29.9 | 16,517 | 20,543 | .0194 | .0184 |
| Sampson | 47.6 | 48.3 | 1.5 | 18.1 | 2.8 | 665,451 | 41.5 | 26,729 | 36,765 | 254,603 | 23.5 | 11,711 | 14,066 | .0134 | .0132 |
| Scotland | 34.4 | 36.3 | 5.5 | 13.1 | 8.3 | 489,536 | 41.9 | 28,516 | 37,369 | 251,528 | 39.2 | 14,932 | 19,201 | .0103 | .0105 |
| Stanly | 52.4 | 54.1 | 3.2 | 20.9 | 4.5 | 787,773 | 32.4 | 29,761 | 37,692 | 453,481 | 43.3 | 15,822 | 21,698 | .0174 | .0172 |
| Stokes | 37.9 | 39.8 | 5.0 | 15.4 | 6.9 | 658,007 | 40.5 | 32,524 | 42,728 | 152,813 | 44.0 | 7,368 | 9,923 | .0109 | .0113 |
| Surry | 62.5 | 65.3 | 4.5 | 26.0 | 5.7 | 972,992 | 35.9 | 29,110 | 37,423 | 723,872 | 42.1 | 20,706 | 27,841 | .0230 | .0232 |
| Swain | 11.3 | 11.3 | .0 | 4.2 | .0 | 143,908 | 36.5 | 25,097 | 34,264 | 86,745 | 31.1 | 15,753 | 20,654 | .0034 | .0032 |
| Transylvania | 26.1 | 27.6 | 5.7 | 11.2 | 9.8 | 447,604 | 35.9 | 32,283 | 39,965 | 162,997 | 31.4 | 12,159 | 14,553 | .0085 | .0085 |
| Tyrrell | 3.9 | 3.9 | .0 | 1.5 | .0 | 36,597 | 18.1 | 20,667 | 24,398 | 15,972 | 26.8 | 8,399 | 10,648 | .0009 | .0008 |
| Union | 87.4 | 96.7 | 10.6 | 33.9 | 11.5 | 1,697,247 | 48.0 | 37,727 | 50,066 | 563,398 | 30.0 | 14,260 | 16,619 | .0294 | .0306 |
| Vance | 39.4 | 40.8 | 3.6 | 14.8 | 3.5 | 575,880 | 37.9 | 29,194 | 38,911 | 386,604 | 26.4 | 21,385 | 26,122 | .0137 | .0133 |
| Wake | 446.9 | 508.5 | 13.8 | 202.6 | 15.5 | 11,934,940 | 56.0 | 43,630 | 58,909 | 5,539,193 | 37.4 | 22,992 | 27,341 | .2044 | .2215 |
| Warren | 17.4 | 17.9 | 2.9 | 6.9 | 7.8 | 235,711 | 50.1 | 24,537 | 34,161 | 47,750 | 40.0 | 5,328 | 6,920 | .0039 | .0043 |
| Washington | 14.0 | 14.0 | .0 | 5.1 | .0 | 172,690 | 24.2 | 27,254 | 33,861 | 85,949 | 37.8 | 12,229 | 16,853 | .0041 | .0036 |
| Watauga | 37.4 | 37.6 | .5 | 13.9 | .7 | 554,790 | 35.9 | 29,575 | 39,913 | 413,582 | 33.2 | 22,503 | 29,754 | .0136 | .0133 |
| Wayne | 104.8 | 116.5 | 11.2 | 43.5 | 13.0 | 1,856,662 | 51.7 | 31,780 | 42,682 | 809,488 | 32.5 | 15,871 | 18,609 | .0347 | .0366 |
| Wilkes | 59.8 | 60.7 | 1.5 | 23.7 | 2.2 | 837,520 | 29.1 | 27,968 | 35,338 | 471,045 | 37.6 | 14,756 | 19,875 | .0191 | .0185 |

# METRO/COUNTY 1996 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991-1996 | 12/31/96 Households (Thous.) | % Change 1991-1996 | 1996 EBI ($000) | % Change 1991-1996 | Average Household EBI | | 1996 Retail Sales ($000) | % Change 1991-1996 | Retail Sales Per Household | | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 1991 | 1996 | | | 1991 | 1996 | 1991 | 1996 |
| **NORTH CAROLINA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Wilson | 66.7 | 68.4 | 2.5 | 26.5 | 4.3 | 1,044,822 | 34.3 | 30,637 | 39,427 | 563,261 | 19.8 | 18,518 | 21,255 | .0233 | .0221 |
| Yadkin | 31.0 | 32.4 | 4.5 | 13.4 | 8.1 | 479,859 | 31.0 | 29,536 | 35,810 | 164,859 | 23.8 | 10,738 | 12,303 | .0096 | .0090 |
| Yancey | 15.6 | 16.0 | 2.6 | 6.7 | 6.3 | 195,516 | 29.6 | 23,943 | 29,181 | 122,075 | 42.4 | 13,612 | 18,220 | .0046 | .0046 |
| **TOTAL METRO COUNTIES** | **3,862.4** | **4,131.1** | **7.0** | **1,596.8** | **8.3** | **78,386,595** | **42.2** | **37,361** | **49,090** | **37,981,116** | **31.6** | **19,561** | **23,786** | **1.5190** | **1.5339** |
| **TOTAL STATE** | **6,777.2** | **7,175.2** | **5.9** | **2,766.0** | **7.2** | **124,052,221** | **41.2** | **34,068** | **44,849** | **61,131,413** | **32.7** | **17,862** | **22,101** | **2.4717** | **2.4868** |
| **NORTH DAKOTA** | | | | | | | | | | | | | | | |
| **BISMARCK** | **84.0** | **84.7** | **.8** | **32.1** | **1.9** | **1,597,756** | **36.5** | **37,161** | **49,774** | **1,079,814** | **46.5** | **23,404** | **33,639** | **.0344** | **.0351** |
| Burleigh | 60.8 | 62.8 | 3.3 | 24.1 | 4.8 | 1,242,248 | 39.7 | 38,659 | 51,546 | 876,942 | 49.5 | 25,500 | 36,388 | .0263 | .0274 |
| Morton | 23.2 | 21.9 | -5.6 | 8.0 | -5.9 | 355,508 | 26.3 | 33,109 | 44,439 | 202,872 | 34.6 | 17,730 | 25,359 | .0081 | .0077 |
| **FARGO - MOORHEAD** | **156.0** | **163.5** | **4.8** | **62.5** | **6.1** | **3,087,785** | **43.8** | **36,465** | **49,405** | **2,124,967** | **53.1** | **23,558** | **33,999** | **.0641** | **.0682** |
| Cass | 105.3 | 112.7 | 7.0 | 44.9 | 8.5 | 2,287,131 | 45.1 | 38,077 | 50,938 | 1,664,004 | 55.0 | 25,929 | 37,060 | .0472 | .0510 |
| *Clay, Minn* | *50.7* | *50.8* | *.2* | *17.6* | *.6* | *800,654* | *40.1* | *32,652* | *45,492* | *460,963* | *46.7* | *17,950* | *26,191* | *.0169* | *.0172* |
| **GRAND FORKS** | **71.7** | **74.4** | **3.8** | **27.1** | **5.4** | **1,304,948** | **40.7** | **36,097** | **48,153** | **1,009,338** | **50.5** | **26,095** | **37,245** | **.0290** | **.0305** |
| Grand Forks | 71.7 | 74.4 | 3.8 | 27.1 | 5.4 | 1,304,948 | 40.7 | 36,097 | 48,153 | 1,009,338 | 50.5 | 26,095 | 37,245 | .0290 | .0305 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Adams | 3.1 | 3.1 | .0 | 1.2 | .0 | 43,574 | 26.7 | 28,660 | 36,312 | 23,208 | 21.9 | 15,863 | 19,340 | .0011 | .0011 |
| Barnes | 12.4 | 11.9 | -4.0 | 5.0 | .0 | 191,236 | 32.6 | 28,849 | 38,247 | 103,700 | 35.3 | 15,329 | 20,740 | .0041 | .0039 |
| Benson | 7.0 | 6.6 | -5.7 | 2.4 | .0 | 75,458 | 32.4 | 23,740 | 31,441 | 15,868 | 42.2 | 4,649 | 6,612 | .0016 | .0015 |
| Billings | 1.1 | 1.1 | .0 | .4 | .0 | 17,558 | 35.4 | 32,420 | 43,895 | 1,384 | 30.9 | 2,643 | 3,460 | .0003 | .0003 |
| Bottineau | 7.8 | 7.3 | -6.4 | 3.1 | .0 | 127,262 | 33.0 | 30,863 | 41,052 | 53,521 | 29.6 | 13,317 | 17,265 | .0026 | .0024 |
| Bowman | 3.4 | 3.1 | -8.8 | 1.4 | .0 | 54,547 | 33.3 | 29,226 | 38,962 | 30,865 | 42.7 | 15,451 | 22,046 | .0011 | .0011 |
| Burke | 2.8 | 2.5 | -10.7 | 1.2 | .0 | 41,299 | 34.0 | 25,681 | 34,416 | 11,863 | 43.1 | 6,910 | 9,886 | .0008 | .0007 |
| Burleigh | 60.8 | 62.8 | 3.3 | 24.1 | 4.8 | 1,242,248 | 39.7 | 38,659 | 51,546 | 876,942 | 49.5 | 25,500 | 36,388 | .0263 | .0274 |
| Cass | 105.3 | 112.7 | 7.0 | 44.9 | 8.5 | 2,287,131 | 45.1 | 38,077 | 50,938 | 1,664,004 | 55.0 | 25,929 | 37,060 | .0472 | .0510 |
| Cavalier | 5.9 | 5.5 | -6.8 | 2.3 | .0 | 96,783 | 34.4 | 31,307 | 42,080 | 50,847 | 39.0 | 15,901 | 22,107 | .0019 | .0019 |
| Dickey | 5.9 | 5.6 | -5.1 | 2.3 | .0 | 91,579 | 33.5 | 29,820 | 39,817 | 38,875 | 39.5 | 12,118 | 16,902 | .0020 | .0018 |
| Divide | 2.8 | 2.5 | -10.7 | 1.2 | .0 | 46,829 | 32.8 | 29,396 | 39,024 | 16,948 | 42.4 | 9,919 | 14,123 | .0008 | .0009 |
| Dunn | 3.8 | 3.5 | -7.9 | 1.4 | .0 | 54,351 | 35.4 | 28,667 | 38,822 | 22,247 | 43.8 | 11,049 | 15,891 | .0011 | .0010 |
| Eddy | 2.9 | 2.9 | .0 | 1.2 | .0 | 44,184 | 34.6 | 27,346 | 36,820 | 11,043 | 17.4 | 7,838 | 9,203 | .0009 | .0008 |
| Emmons | 4.6 | 4.2 | -8.7 | 1.8 | .0 | 63,342 | 35.3 | 26,009 | 35,190 | 26,853 | 43.8 | 10,378 | 14,918 | .0012 | .0012 |
| Foster | 3.8 | 3.5 | -7.9 | 1.5 | .0 | 55,255 | 32.9 | 27,719 | 36,837 | 37,455 | 42.0 | 17,585 | 24,970 | .0013 | .0013 |
| Golden Valley | 2.1 | 2.1 | .0 | .8 | .0 | 30,044 | 33.9 | 28,040 | 37,555 | 19,487 | 30.1 | 18,718 | 24,359 | .0008 | .0007 |
| Grand Forks | 71.7 | 74.4 | 3.8 | 27.1 | 5.4 | 1,304,948 | 40.7 | 36,097 | 48,153 | 1,009,338 | 50.5 | 26,095 | 37,245 | .0290 | .0305 |
| Grant | 3.4 | 3.1 | -8.8 | 1.4 | .0 | 46,884 | 32.9 | 25,204 | 33,489 | 11,301 | 16.6 | 6,921 | 8,072 | .0010 | .0008 |
| Griggs | 3.3 | 3.3 | .0 | 1.3 | .0 | 46,263 | 34.6 | 26,439 | 35,587 | 18,046 | 43.4 | 9,682 | 13,882 | .0010 | .0010 |
| Hettinger | 3.3 | 3.0 | -9.1 | 1.3 | .0 | 45,523 | 31.6 | 26,618 | 35,018 | 13,847 | 28.9 | 8,265 | 10,652 | .0008 | .0007 |
| Kidder | 3.3 | 3.3 | .0 | 1.2 | .0 | 44,848 | 35.4 | 27,600 | 37,373 | 9,101 | 34.3 | 5,648 | 7,584 | .0009 | .0009 |
| La Moure | 5.2 | 4.8 | -7.7 | 2.0 | .0 | 71,234 | 31.4 | 27,099 | 35,617 | 19,427 | 39.9 | 6,941 | 9,714 | .0013 | .0013 |
| Logan | 2.7 | 2.4 | -11.1 | 1.1 | .0 | 41,615 | 28.6 | 29,415 | 37,832 | 10,895 | 14.7 | 8,632 | 9,905 | .0008 | .0007 |
| McHenry | 6.3 | 5.9 | -6.3 | 2.5 | .0 | 85,168 | 32.4 | 25,732 | 34,067 | 21,538 | 34.6 | 6,399 | 8,615 | .0016 | .0016 |
| McIntosh | 3.9 | 3.6 | -7.7 | 1.7 | .0 | 58,063 | 34.1 | 25,472 | 34,155 | 27,967 | 34.4 | 12,240 | 16,451 | .0013 | .0011 |
| McKenzie | 6.1 | 5.7 | -6.6 | 2.2 | .0 | 93,419 | 34.5 | 31,577 | 42,463 | 19,363 | 30.4 | 6,748 | 8,801 | .0016 | .0016 |
| McLean | 10.1 | 9.4 | -6.9 | 3.6 | -5.3 | 142,393 | 26.5 | 29,625 | 39,554 | 47,085 | 35.3 | 9,160 | 13,079 | .0029 | .0026 |
| Mercer | 9.5 | 8.8 | -7.4 | 3.1 | -8.8 | 161,301 | 22.8 | 38,621 | 52,033 | 61,028 | 30.1 | 13,798 | 19,686 | .0033 | .0029 |
| Morton | 23.2 | 21.9 | -5.6 | 8.0 | -5.9 | 355,508 | 26.3 | 33,109 | 44,439 | 202,872 | 34.6 | 17,730 | 25,359 | .0081 | .0077 |
| Mountrail | 6.8 | 6.4 | -5.9 | 2.5 | .0 | 89,174 | 27.9 | 27,884 | 35,670 | 55,648 | 39.8 | 15,934 | 22,259 | .0021 | .0020 |
| Nelson | 4.3 | 4.0 | -7.0 | 1.8 | .0 | 64,115 | 33.4 | 26,692 | 35,619 | 26,495 | 29.9 | 11,333 | 14,719 | .0012 | .0013 |
| Oliver | 2.3 | 2.0 | -13.0 | .8 | .0 | 35,726 | 34.5 | 33,196 | 44,658 | 2,827 | 30.8 | 2,703 | 3,534 | .0007 | .0004 |
| Pembina | 9.2 | 9.2 | .0 | 3.5 | .0 | 154,693 | 33.1 | 33,195 | 44,198 | 90,428 | 42.6 | 18,119 | 25,837 | .0032 | .0033 |
| Pierce | 4.9 | 4.5 | -8.2 | 2.0 | .0 | 71,768 | 33.8 | 26,811 | 35,884 | 42,488 | 43.0 | 14,860 | 21,244 | .0017 | .0015 |
| Ramsey | 12.6 | 12.4 | -1.6 | 4.7 | -4.1 | 205,408 | 28.8 | 32,546 | 43,704 | 162,064 | 37.4 | 24,079 | 34,482 | .0050 | .0050 |
| Ransom | 5.8 | 5.4 | -6.9 | 2.3 | .0 | 100,070 | 32.6 | 32,819 | 43,509 | 33,372 | 42.3 | 10,198 | 14,510 | .0019 | .0018 |
| Renville | 3.0 | 2.7 | -10.0 | 1.2 | .0 | 51,107 | 33.1 | 31,988 | 42,589 | 22,828 | 42.6 | 13,341 | 19,023 | .0010 | .0010 |
| Richland | 18.0 | 17.6 | -2.2 | 6.5 | .0 | 294,996 | 34.2 | 33,813 | 45,384 | 148,528 | 40.2 | 16,303 | 22,850 | .0061 | .0060 |
| Rolette | 12.8 | 12.7 | -.8 | 4.2 | .0 | 140,292 | 35.3 | 24,689 | 33,403 | 55,875 | 38.5 | 9,602 | 13,304 | .0031 | .0029 |
| Sargent | 4.4 | 4.0 | -9.1 | 1.7 | .0 | 66,575 | 26.7 | 30,921 | 39,162 | 17,463 | 39.1 | 7,385 | 10,272 | .0013 | .0013 |
| Sheridan | 2.1 | 2.1 | .0 | .8 | .0 | 26,626 | 35.4 | 24,576 | 33,283 | 3,747 | 30.9 | 3,578 | 4,684 | .0005 | .0003 |
| Sioux | 3.9 | 4.4 | 12.8 | 1.0 | .0 | 29,619 | 33.6 | 22,173 | 29,619 | 7,407 | 34.0 | 5,529 | 7,407 | .0007 | .0008 |
| Slope | .9 | .9 | .0 | .3 | .0 | 9,568 | 27.1 | 25,100 | 31,893 | 627 | 39.3 | 1,500 | 2,090 | .0001 | .0001 |
| Stark | 22.8 | 23.5 | 3.1 | 9.0 | 5.9 | 369,888 | 40.7 | 30,926 | 41,099 | 284,378 | 50.8 | 22,180 | 31,598 | .0085 | .0088 |
| Steele | 2.4 | 2.4 | .0 | 1.0 | .0 | 44,935 | 35.4 | 33,182 | 44,935 | 6,063 | 17.7 | 5,150 | 6,063 | .0006 | .0008 |

# METRO/COUNTY 1996 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991-1996 | 12/31/96 Households (Thous.) | % Change 1991-1996 | 1996 EBI ($000) | % Change 1991-1996 | Average Household EBI 1991 | Average Household EBI 1996 | 1996 Retail Sales ($000) | % Change 1991-1996 | Retail Sales Per Household 1991 | Retail Sales Per Household 1996 | Buying Power Index 1991 | Buying Power Index 1996 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **NORTH DAKOTA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Stutsman | 22.0 | 21.4 | -2.7 | 8.5 | -1.2 | 369,017 | 31.2 | 32,714 | 43,414 | 250,839 | 40.7 | 20,730 | 29,510 | .0086 | .0082 |
| Towner | 3.5 | 3.2 | -8.6 | [illegible] | .0 | 55,059 | 35.4 | 29,039 | 39,328 | 13,039 | 31.0 | 7,112 | 9,314 | .0008 | .0009 |
| Traill | 8.6 | 8.1 | -5.8 | 3.3 | .0 | 146,453 | 35.4 | 32,770 | 44,380 | 67,781 | 43.8 | 14,282 | 20,540 | .0030 | .0028 |
| Walsh | 13.5 | 12.7 | -5.9 | 4.8 | -5.9 | 204,690 | 25.0 | 32,105 | 42,644 | 103,315 | 27.7 | 15,870 | 21,524 | .0047 | .0043 |
| Ward | 57.4 | 55.4 | -3.5 | 20.8 | -2.3 | 902,513 | 29.8 | 32,635 | 43,390 | 694,259 | 39.1 | 23,424 | 33,378 | .0220 | .0213 |
| Wells | 5.5 | 4.9 | -10.9 | 2.0 | -9.1 | 73,346 | 20.9 | 27,584 | 36,673 | 46,992 | 29.5 | 16,490 | 23,496 | .0018 | .0016 |
| Williams | 20.1 | 18.3 | -9.0 | 7.2 | -6.5 | 319,706 | 24.8 | 33,272 | 44,404 | 168,025 | 33.5 | 16,347 | 23,337 | .0070 | .0066 |
| **TOTAL METRO COUNTIES** | **261.0** | **271.8** | **4.1** | **104.1** | **5.6** | **5,189,835** | **41.2** | **37,268** | **49,854** | **3,753,156** | **51.3** | **25,165** | **36,053** | **.1106** | **.1166** |
| **TOTAL STATE** | **634.3** | **628.7** | **-.9** | **244.0** | **1.5** | **10,885,191** | **35.9** | **33,333** | **44,611** | **6,781,406** | **45.2** | **19,434** | **27,793** | **.2343** | **.2354** |
| **OHIO** | | | | | | | | | | | | | | | |
| **AKRON** | **661.2** | **669.8** | **1.3** | **256.9** | **2.4** | **12,695,391** | **33.3** | **37,973** | **49,418** | **6,483,313** | **39.9** | **18,469** | **25,237** | **.2562** | **.2524** |
| Portage | 144.0 | 144.9 | .6 | 50.4 | 1.6 | 2,735,109 | 41.8 | 38,881 | 54,268 | 1,125,863 | 48.4 | 15,295 | 22,339 | .0496 | .0511 |
| Summit | 517.2 | 524.9 | 1.5 | 206.5 | 2.6 | 9,960,282 | 31.1 | 37,749 | 48,234 | 5,357,450 | 38.3 | 19,251 | 25,944 | .2066 | .2013 |
| **CANTON** | **395.1** | **397.6** | **.6** | **152.6** | **1.9** | **6,832,379** | **30.5** | **34,937** | **44,773** | **3,897,545** | **39.4** | **18,667** | **25,541** | **.1472** | **.1436** |
| Carroll | 26.8 | 27.7 | 3.4 | 10.2 | 4.1 | 433,295 | 40.9 | 31,374 | 42,480 | 171,906 | 49.7 | 11,720 | 16,854 | .0081 | .0084 |
| Stark | 368.3 | 369.9 | .4 | 142.4 | 1.7 | 6,399,084 | 29.9 | 35,186 | 44,937 | 3,725,639 | 38.9 | 19,153 | 26,163 | .1391 | .1352 |
| **CINCINNATI** | **1,466.0** | **1,502.6** | **2.5** | **572.7** | **3.3** | **31,562,040** | **40.9** | **40,433** | **55,111** | **16,255,176** | **43.8** | **20,393** | **28,383** | **.6024** | **.6171** |
| Clermont | 154.4 | 165.6 | 7.3 | 58.8 | 8.3 | 2,752,408 | 32.4 | 38,285 | 46,810 | 1,284,854 | 38.8 | 17,044 | 21,851 | .0553 | .0547 |
| Hamilton | 866.1 | 866.2 | .0 | 343.0 | 1.0 | 19,131,516 | 38.5 | 40,668 | 55,777 | 10,570,381 | 43.5 | 21,691 | 30,817 | .3748 | .3794 |
| Warren | 117.4 | 125.7 | 7.1 | 43.3 | 7.4 | 2,754,647 | 50.5 | 45,409 | 63,618 | 1,105,267 | 54.9 | 17,709 | 25,526 | .0457 | .0497 |
| *Dearborn, Ind.* | *40.0* | *43.9* | *9.8* | *15.6* | *10.6* | *798,974* | *52.2* | *37,238* | *51,216* | *324,512* | *52.1* | *15,130* | *20,802* | *.0137* | *.0151* |
| *Boone, Ky.* | *60.0* | *66.4* | *10.7* | *23.5* | *11.9* | *1,461,785* | *61.4* | *43,141* | *62,204* | *1,187,662* | *48.1* | *38,197* | *50,539* | *.0302* | *.0335* |
| *Campbell, Ky.* | *84.7* | *87.3* | *3.1* | *33.1* | *4.7* | *1,848,974* | *51.5* | *38,631* | *55,860* | *606,056* | *33.1* | *14,410* | *18,310* | *.0305* | *.0320* |
| *Kenton, Ky.* | *143.4* | *147.5* | *2.9* | *55.4* | *3.9* | *2,813,736* | *38.2* | *38,209* | *50,789* | *1,176,444* | *42.5* | *15,488* | *21,235* | *.0522* | *.0527* |
| ***CINCINNATI - HAMILTON CONSOLIDATED AREA*** | ***1,763.5*** | ***1,816.4*** | ***3.0*** | ***686.3*** | ***3.8*** | ***37,170,448*** | ***39.6*** | ***40,262*** | ***54,161*** | ***18,602,948*** | ***42.9*** | ***19,688*** | ***27,106*** | ***.7105*** | ***.7236*** |
| **CLEVELAND** | **1,825.8** | **1,819.0** | **-.4** | **714.1** | **.5** | **36,231,899** | **29.4** | **39,400** | **50,738** | **18,473,649** | **37.6** | **18,891** | **25,870** | **.7410** | **.7127** |
| Cuyahoga | 1,400.3 | 1,372.8 | -2.0 | 553.9 | -.9 | 26,500,781 | 25.5 | 37,770 | 47,844 | 14,045,429 | 36.0 | 18,465 | 25,357 | .5637 | .5311 |
| Geauga | 83.2 | 89.5 | 7.6 | 30.2 | 9.0 | 1,966,413 | 36.5 | 52,004 | 65,113 | 538,208 | 41.1 | 13,772 | 17,821 | .0323 | .0323 |
| Lake | 216.8 | 221.4 | 2.1 | 83.6 | 3.1 | 5,068,265 | 43.2 | 43,641 | 60,625 | 2,681,560 | 40.0 | 23,626 | 32,076 | .0962 | .0983 |
| Medina | 125.5 | 135.3 | 7.8 | 46.4 | 8.2 | 2,696,440 | 41.3 | 44,487 | 58,113 | 1,208,452 | 49.8 | 18,800 | 26,044 | .0488 | .0510 |
| ***CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA*** | ***2,759.5*** | ***2,758.1*** | ***-.1*** | ***1,066.3*** | ***.8*** | ***52,843,864*** | ***29.3*** | ***38,640*** | ***49,558*** | ***27,250,209*** | ***37.8*** | ***18,699*** | ***25,556*** | ***1.0916*** | ***1.0512*** |
| **COLUMBUS** | **1,407.2** | **1,473.0** | **4.7** | **562.9** | **5.3** | **30,861,813** | **44.5** | **39,965** | **54,826** | **15,771,598** | **43.2** | **20,612** | **28,018** | **.5788** | [illegible] |
| Delaware | 70.2 | 80.2 | 14.2 | 27.7 | 14.5 | 2,009,763 | 59.5 | 52,057 | 72,555 | 511,759 | 51.5 | 13,958 | 18,475 | .0279 | .0318 |
| Fairfield | 105.9 | 110.8 | 4.6 | 39.1 | 4.3 | 2,045,582 | 37.8 | 39,572 | 52,317 | 753,324 | 35.8 | 14,792 | 19,267 | .0375 | .0374 |
| Franklin | 981.0 | 1,022.5 | 4.2 | 405.2 | 5.1 | 22,248,632 | 45.2 | 39,732 | 54,908 | 12,502,121 | 43.1 | 22,657 | 30,854 | .4267 | .4448 |
| Licking | 130.1 | 136.2 | 4.7 | 50.6 | 5.4 | 2,410,494 | 38.2 | 36,328 | 47,638 | 1,252,939 | 49.2 | 17,498 | 24,762 | .0474 | .0489 |
| Madison | 37.7 | 37.7 | .0 | 12.1 | .0 | 645,566 | 35.1 | 39,490 | 53,353 | 257,974 | 30.5 | 16,340 | 21,320 | .0127 | .0122 |
| Pickaway | 49.7 | 50.8 | 2.2 | 15.8 | .6 | 746,512 | 28.0 | 37,146 | 47,248 | 264,812 | 32.0 | 12,777 | 16,760 | .0150 | .0143 |
| Union | 32.6 | 34.8 | 6.7 | 12.4 | 8.8 | 755,264 | 53.5 | 43,171 | 60,908 | 228,669 | 52.3 | 13,167 | 18,441 | .0116 | .0127 |
| **DAYTON - SPRINGFIELD** | **959.9** | **986.1** | **2.7** | **381.1** | **3.6** | **19,117,472** | **36.5** | **38,088** | **50,164** | **10,087,505** | **42.6** | **19,243** | **26,469** | **.3801** | **.3825** |
| Clark | 148.6 | 152.9 | 2.9 | 57.6 | 3.6 | 2,618,899 | 36.4 | 34,523 | 45,467 | 1,503,714 | 46.9 | 18,408 | 26,106 | .0543 | .0552 |
| Greene | 139.2 | 146.4 | 5.2 | 52.3 | 6.3 | 3,145,609 | 48.2 | 43,154 | 60,145 | 1,255,140 | 53.7 | 16,594 | 23,999 | .0528 | .0568 |
| Miami | 94.5 | 98.8 | 4.6 | 37.0 | 5.4 | 1,819,878 | 35.2 | 38,347 | 49,186 | 918,319 | 40.7 | 18,591 | 24,819 | .0363 | .0363 |
| Montgomery | 577.6 | 588.0 | 1.8 | 234.2 | 2.8 | 11,533,086 | 33.9 | 37,824 | 49,245 | 6,410,332 | 39.9 | 20,120 | 27,371 | .2367 | .2342 |
| **HAMILTON - MIDDLETOWN** | **297.5** | **313.8** | **5.5** | **113.6** | **6.3** | **5,608,408** | **33.2** | **39,373** | **49,370** | **2,347,772** | **37.0** | **16,037** | **20,667** | **.1081** | **.1065** |
| Butler | 297.5 | 313.8 | 5.5 | 113.6 | 6.3 | 5,608,408 | 33.2 | 39,373 | 49,370 | 2,347,772 | 37.0 | 16,037 | 20,667 | .1081 | .1065 |
| **LIMA** | **155.8** | **159.3** | **2.2** | **57.6** | **3.2** | **2,421,484** | **27.2** | **34,107** | **42,040** | **1,768,262** | **40.7** | **22,517** | **30,699** | **.0584** | **.0572** |
| Allen | 110.6 | 112.2 | 1.4 | 40.3 | 2.0 | 1,615,340 | 22.7 | 33,316 | 40,083 | 1,362,293 | 38.4 | 24,912 | 33,804 | .0425 | .0407 |
| Auglaize | 45.2 | 47.1 | 4.2 | 17.3 | 6.1 | 806,144 | 37.3 | 36,023 | 46,598 | 405,969 | 49.0 | 16,716 | 23,466 | .0159 | .0165 |
| **LORAIN - ELYRIA** | **272.5** | **269.3** | **-1.2** | **95.3** | **-.5** | **3,916,574** | **17.6** | **34,753** | **41,097** | **2,293,247** | **33.9** | **17,879** | **24,063** | **.0944** | **.0861** |
| Lorain | 272.5 | 269.3 | -1.2 | 95.3 | -.5 | 3,916,574 | 17.6 | 34,753 | 41,097 | 2,293,247 | 33.9 | 17,879 | 24,063 | .0944 | .0861 |
| **MANSFIELD** | **126.1** | **131.0** | **3.9** | **50.4** | **4.8** | **2,188,046** | **33.0** | **34,209** | **43,414** | **1,353,957** | **38.7** | **20,296** | **26,864** | **.0481** | **.0475** |
| Richland | 126.1 | 131.0 | 3.9 | 50.4 | 4.8 | 2,188,046 | 33.0 | 34,209 | 43,414 | 1,353,957 | 38.7 | 20,296 | 26,864 | .0481 | .0475 |
| **PARKERSBURG - MARIETTA** | **148.6** | **149.2** | **.4** | **58.7** | **1.7** | **2,598,048** | **40.4** | **32,077** | **44,260** | **1,466,009** | **35.1** | **18,812** | **24,975** | **.0543** | **.0542** |
| Washington | 62.0 | 61.3 | -1.1 | 23.6 | .0 | 1,051,793 | 38.1 | 32,280 | 44,568 | 500,915 | 37.5 | 15,440 | 21,225 | .0211 | .0208 |
| *Wood, W. Va.* | *86.6* | *87.9* | *1.5* | *35.1* | *2.9* | *1,546,255* | *42.0* | *31,937* | *44,053* | *965,094* | *33.8* | *21,146* | *27,496* | *.0332* | *.0334* |

# METRO/COUNTY 1996 PROJECTIONS

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991-1996 | 12/31/96 Households (Thous.) | % Change 1991-1996 | 1996 EBI ($000) | % Change 1991-1996 | Average Household EBI | | 1996 Retail Sales ($000) | % Change 1991-1996 | Retail Sales Per Household | | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 1991 | 1996 | | | 1991 | 1996 | 1991 | 1996 |
| **OHIO (continued)** | | | | | | | | | | | | | | | |
| **STEUBENVILLE - WEIRTON** | **140.8** | **138.6** | **-1.6** | **54.7** | **.0** | **2,341,960** | **36.5** | **31,356** | **42,815** | **1,093,951** | **40.7** | **14,217** | **19,999** | **.0469** | **.0464** |
| Jefferson | 79.1 | 76.0 | -3.9 | 30.0 | -2.9 | 1,354,631 | 38.0 | 31,778 | 45,154 | 737,107 | 43.1 | 16,669 | 24,570 | .0278 | .0278 |
| *Brooke, W. Va.* | *26.7* | *27.2* | *1.9* | *10.6* | *5.0* | *514,846* | *49.1* | *34,179* | *48,570* | *152,028* | *40.2* | *10,738* | *14,342* | *.0086* | *.0089* |
| *Hancock, W. Va.* | *35.0* | *35.4* | *1.1* | *14.1* | *2.9* | *472,483* | *21.8* | *28,324* | *33,509* | *204,816* | *32.9* | *11,250* | *14,526* | *.0105* | *.0097* |
| **TOLEDO** | **619.0** | **637.7** | **3.0** | **241.8** | **3.9** | **10,818,527** | **27.1** | **36,561** | **44,742** | **6,581,249** | **40.7** | **20,088** | **27,218** | **.2399** | **.2329** |
| Fulton | 39.1 | 41.0 | 4.9 | 14.8 | 7.2 | 776,633 | 48.5 | 37,887 | 52,475 | 381,149 | 52.2 | 18,141 | 25,753 | .0142 | .0152 |
| Lucas | 465.0 | 476.6 | 2.5 | 184.1 | 3.1 | 7,876,031 | 23.6 | 35,678 | 42,781 | 5,184,881 | 39.3 | 20,847 | 28,163 | .1834 | .1753 |
| Wood | 114.9 | 120.1 | 4.5 | 42.9 | 6.2 | 2,165,863 | 34.0 | 40,014 | 50,486 | 1,015,219 | 44.4 | 17,400 | 23,665 | .0423 | .0424 |
| **YOUNGSTOWN - WARREN** | **489.2** | **482.9** | **-1.3** | **186.5** | **.0** | **7,442,312** | **23.2** | **32,383** | **39,905** | **4,968,504** | **37.2** | **19,414** | **26,641** | **.1792** | **.1690** |
| Mahoning | 262.5 | 257.8 | -1.8 | 100.1 | -.5 | 4,042,727 | 27.1 | 31,624 | 40,387 | 2,796,544 | 39.0 | 20,002 | 27,938 | .0965 | .0926 |
| Trumbull | 226.7 | 225.1 | -.7 | 86.4 | .6 | 3,399,585 | 18.9 | 33,273 | 39,347 | 2,171,960 | 35.0 | 18,726 | 25,138 | .0827 | .0764 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Adams | 26.0 | 27.9 | 7.3 | 10.5 | 10.5 | 329,703 | 42.0 | 24,444 | 31,400 | 190,190 | 51.8 | 13,185 | 18,113 | .0074 | .0076 |
| Allen | 110.6 | 112.2 | 1.4 | 40.3 | 2.0 | 1,615,340 | 22.7 | 33,316 | 40,083 | 1,362,293 | 38.4 | 24,912 | 33,804 | .0425 | .0407 |
| Ashland | 48.0 | 49.3 | 2.7 | 18.4 | 5.7 | 847,458 | 42.5 | 34,182 | 46,058 | 316,582 | 34.7 | 13,510 | 17,206 | .0157 | .0157 |
| Ashtabula | 99.9 | 100.6 | .7 | 37.3 | 1.4 | 1,667,035 | 42.1 | 31,869 | 44,693 | 861,658 | 48.4 | 15,779 | 23,101 | .0332 | .0343 |
| Athens | 60.9 | 63.2 | 3.8 | 21.4 | 4.9 | 901,188 | 47.2 | 30,002 | 42,112 | 405,964 | 46.6 | 13,576 | 18,970 | .0175 | .0183 |
| Auglaize | 45.2 | 47.1 | 4.2 | 17.3 | 6.1 | 806,144 | 37.3 | 36,023 | 46,598 | 405,969 | 49.0 | 16,716 | 23,466 | .0159 | .0165 |
| ☐ Belmont | 69.6 | 66.0 | -5.2 | 26.5 | -4.3 | 949,829 | 24.1 | 27,626 | 35,843 | 700,879 | 34.7 | 18,789 | 26,448 | .0243 | .0225 |
| Brown | 36.0 | 39.4 | 9.4 | 14.3 | 11.7 | 547,062 | 39.3 | 30,674 | 38,256 | 160,237 | 51.7 | 8,250 | 11,205 | .0099 | .0104 |
| Butler | 297.5 | 313.8 | 5.5 | 113.6 | 6.3 | 5,608,408 | 33.2 | 39,373 | 49,370 | 2,347,772 | 37.0 | 16,037 | 20,667 | .1081 | .1065 |
| Carroll | 26.8 | 27.7 | 3.4 | 10.2 | 4.1 | 433,295 | 40.9 | 31,374 | 42,480 | 171,906 | 49.7 | 11,720 | 16,854 | .0081 | .0084 |
| Champaign | 36.8 | 39.2 | 6.5 | 14.7 | 8.1 | 780,093 | 52.4 | 37,629 | 53,068 | 209,102 | 31.9 | 11,655 | 14,225 | .0124 | .0131 |
| Clark | 148.6 | 152.9 | 2.9 | 57.6 | 3.6 | 2,618,899 | 36.4 | 34,523 | 45,467 | 1,503,714 | 46.9 | 18,408 | 26,106 | .0543 | .0552 |
| Clermont | 154.4 | 165.6 | 7.3 | 58.8 | 8.3 | 2,752,408 | 32.4 | 38,285 | 46,810 | 1,284,854 | 38.8 | 17,044 | 21,851 | .0553 | .0547 |
| Clinton | 36.1 | 38.2 | 5.8 | 14.3 | 7.5 | 635,594 | 42.6 | 33,510 | 44,447 | 361,442 | 47.0 | 18,488 | 25,276 | .0129 | .0135 |
| Columbiana | 108.2 | 108.4 | .2 | 41.5 | 1.5 | 1,772,254 | 41.6 | 30,612 | 42,705 | 866,028 | 48.2 | 14,292 | 20,868 | .0349 | .0358 |
| Coshocton | 35.6 | 36.5 | 2.5 | 14.0 | 3.7 | 574,741 | 41.0 | 30,194 | 41,053 | 236,490 | 49.4 | 11,722 | 16,892 | .0109 | .0113 |
| Crawford | 47.9 | 48.3 | .8 | 19.0 | 2.7 | 749,362 | 31.0 | 30,929 | 39,440 | 306,426 | 27.4 | 13,000 | 16,128 | .0154 | .0146 |
| Cuyahoga | 1,400.3 | 1,372.8 | -2.0 | 553.9 | -.9 | 26,500,781 | 25.5 | 37,770 | 47,844 | 14,045,429 | 36.0 | 18,465 | 25,357 | .5637 | .5311 |
| Darke | 54.1 | 56.0 | 3.5 | 20.7 | 5.1 | 1,005,594 | 46.4 | 34,860 | 48,579 | 497,656 | 41.5 | 17,858 | 24,041 | .0193 | .0201 |
| Defiance | 39.7 | 41.1 | 3.5 | 14.7 | 3.5 | 599,703 | 22.4 | 34,499 | 40,796 | 381,563 | 39.3 | 19,286 | 25,957 | .0142 | .0135 |
| Delaware | 70.2 | 80.2 | 14.2 | 27.7 | 14.5 | 2,009,763 | 59.5 | 52,057 | 72,555 | 511,759 | 51.5 | 13,958 | 18,475 | .0279 | .0318 |
| Erie | 76.9 | 77.7 | 1.0 | 29.5 | 1.7 | 1,234,901 | 20.3 | 35,400 | 41,861 | 847,551 | 36.9 | 21,347 | 28,731 | .0301 | .0281 |
| Fairfield | 105.9 | 110.8 | 4.6 | 39.1 | 4.3 | 2,045,582 | 37.8 | 39,572 | 52,317 | 753,324 | 35.8 | 14,792 | 19,267 | .0375 | .0374 |
| Fayette | 27.5 | 27.9 | 1.5 | 10.2 | .0 | 438,586 | 40.4 | 30,635 | 42,999 | 248,150 | 31.6 | 18,489 | 24,328 | .0094 | .0094 |
| Franklin | 981.0 | 1,022.5 | 4.2 | 405.2 | 5.1 | 22,248,632 | 45.2 | 39,732 | 54,908 | 12,502,121 | 43.1 | 22,657 | 30,854 | .4267 | .4448 |
| Fulton | 39.1 | 41.0 | 4.9 | 14.8 | 7.2 | 776,633 | 48.5 | 37,887 | 52,475 | 381,149 | 52.2 | 18,141 | 25,753 | .0142 | .0152 |
| Gallia | 31.1 | 31.4 | 1.0 | 11.5 | .9 | 413,553 | 30.4 | 27,821 | 35,961 | 300,101 | 41.7 | 18,573 | 26,096 | .0101 | .0101 |
| Geauga | 83.2 | 89.5 | 7.6 | 30.2 | 9.0 | 1,966,413 | 36.5 | 52,004 | 65,113 | 538,208 | 41.1 | 13,772 | 17,821 | .0323 | .0323 |
| Greene | 139.2 | 146.4 | 5.2 | 52.3 | 6.3 | 3,145,609 | 48.2 | 43,154 | 60,145 | 1,255,140 | 53.7 | 16,594 | 23,999 | .0528 | .0568 |
| Guernsey | 38.8 | 38.4 | -1.0 | 14.8 | .0 | 597,332 | 40.2 | 28,787 | 40,360 | 341,195 | 46.4 | 15,749 | 23,054 | .0126 | .0129 |
| Hamilton | 866.1 | 866.2 | .0 | 343.0 | 1.0 | 19,131,516 | 38.5 | 40,668 | 55,777 | 10,570,381 | 43.5 | 21,691 | 30,817 | .3748 | .3794 |
| Hancock | 66.0 | 67.6 | 2.4 | 25.9 | 4.0 | 1,321,050 | 35.9 | 39,047 | 51,006 | 849,744 | 46.9 | 23,229 | 32,809 | .0278 | .0280 |
| Hardin | 31.3 | 32.0 | 2.2 | 11.7 | 3.5 | 421,472 | 22.4 | 30,463 | 36,023 | 146,896 | 15.8 | 11,230 | 12,555 | .0092 | .0083 |
| Harrison | 15.8 | 15.3 | -3.2 | 6.0 | .0 | 205,352 | 32.3 | 25,865 | 34,225 | 64,432 | 41.1 | 7,610 | 10,739 | .0041 | .0040 |
| Henry | 29.3 | 30.2 | 3.1 | 11.0 | 4.8 | 483,157 | 31.5 | 35,001 | 43,923 | 201,056 | 41.6 | 13,523 | 18,278 | .0095 | .0094 |
| Highland | 36.5 | 38.9 | 6.6 | 14.4 | 6.7 | 491,501 | 32.2 | 27,533 | 34,132 | 266,727 | 46.8 | 13,455 | 18,523 | .0109 | .0110 |
| Hocking | 26.0 | 27.4 | 5.4 | 10.0 | 5.3 | 353,515 | 28.9 | 28,872 | 35,352 | 153,487 | 25.4 | 12,880 | 15,349 | .0078 | .0073 |
| Holmes | 33.4 | 34.8 | 4.2 | 10.0 | 5.3 | 472,981 | 44.6 | 34,441 | 47,298 | 174,887 | 29.0 | 14,267 | 17,489 | .0091 | .0093 |
| Huron | 57.0 | 59.8 | 4.9 | 21.5 | 4.9 | 917,469 | 34.1 | 33,384 | 42,673 | 559,014 | 46.5 | 18,607 | 26,001 | .0200 | .0202 |
| Jackson | 30.2 | 30.1 | -.3 | 11.2 | .0 | 377,734 | 29.4 | 26,073 | 33,726 | 233,918 | 40.6 | 14,859 | 20,886 | .0091 | .0088 |
| Jefferson | 79.1 | 76.0 | -3.9 | 30.0 | -2.9 | 1,354,631 | 38.0 | 31,778 | 45,154 | 737,107 | 43.1 | 16,669 | 24,570 | .0278 | .0278 |
| Knox | 47.8 | 49.0 | 2.5 | 18.0 | 3.4 | 822,018 | 45.1 | 32,549 | 45,668 | 318,311 | 41.7 | 12,910 | 17,684 | .0151 | .0156 |
| Lake | 216.8 | 221.4 | 2.1 | 83.6 | 3.1 | 5,068,265 | 43.2 | 43,641 | 60,625 | 2,681,560 | 40.0 | 23,626 | 32,076 | .0962 | .0983 |
| ☐ Lawrence | 62.0 | 62.8 | 1.3 | 23.6 | 2.6 | 921,743 | 43.8 | 27,879 | 39,057 | 365,766 | 47.9 | 10,756 | 15,499 | .0175 | .0182 |
| Licking | 130.1 | 136.2 | 4.7 | 50.6 | 5.4 | 2,410,494 | 38.2 | 36,328 | 47,638 | 1,252,939 | 49.2 | 17,498 | 24,762 | .0474 | .0489 |
| Logan | 43.2 | 46.1 | 6.7 | 17.4 | 6.7 | 902,816 | 51.7 | 36,514 | 51,886 | 292,062 | 34.3 | 13,345 | 16,785 | .0150 | .0158 |
| Lorain | 272.5 | 269.3 | -1.2 | 95.3 | -.5 | 3,916,574 | 17.6 | 34,753 | 41,097 | 2,293,247 | 33.9 | 17,879 | 24,063 | .0944 | .0861 |
| Lucas | 465.0 | 476.6 | 2.5 | 184.1 | 3.1 | 7,876,031 | 23.6 | 35,678 | 42,781 | 5,184,881 | 39.3 | 20,847 | 28,163 | .1834 | .1753 |
| Madison | 37.7 | 37.7 | .0 | 12.1 | .0 | 645,566 | 35.1 | 39,490 | 53,353 | 257,974 | 30.5 | 16,340 | 21,320 | .0127 | .0122 |
| Mahoning | 262.5 | 257.8 | -1.8 | 100.1 | -.5 | 4,042,727 | 27.1 | 31,624 | 40,387 | 2,796,544 | 39.0 | 20,002 | 27,938 | .0965 | .0926 |
| Marion | 63.7 | 62.6 | -1.7 | 23.2 | -.9 | 926,424 | 22.3 | 32,363 | 39,932 | 529,045 | 27.8 | 17,694 | 22,804 | .0219 | .0201 |
| Medina | 125.5 | 135.3 | 7.8 | 46.4 | 8.2 | 2,696,440 | 41.3 | 44,487 | 58,113 | 1,208,452 | 49.8 | 18,800 | 26,044 | .0488 | .0510 |
| Meigs | 23.0 | 23.4 | 1.7 | 9.1 | 4.6 | 251,107 | 23.7 | 23,334 | 27,594 | 130,427 | 40.8 | 10,649 | 14,333 | .0061 | .0058 |

# METRO/COUNTY 1996 PROJECTIONS

S&MM ESTIMATES

| METRO AREA County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991-1996 | 12/31/96 Households (Thous.) | % Change 1991-1996 | 1996 EBI ($000) | % Change 1991-1996 | Average Household EBI | | 1996 Retail Sales ($000) | % Change 1991-1996 | Retail Sales Per Household | | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 1991 | 1996 | | | 1991 | 1996 | 1991 | 1996 |
| **OHIO (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Mercer | 40.0 | 41.9 | 4.8 | 14.7 | 7.3 | 765,847 | 50.1 | 37,242 | 52,098 | 367,437 | 56.9 | 17,095 | 24,996 | .0138 | .0151 |
| Miami | 94.5 | 98.8 | 4.6 | 37.0 | 5.4 | 1,819,878 | 35.2 | 38,347 | 49,186 | 918,319 | 40.7 | 18,591 | 24,819 | .0363 | .0363 |
| Monroe | 15.3 | 14.8 | -3.3 | 5.7 | .0 | 234,252 | 42.0 | 28,942 | 41,097 | 75,924 | 47.0 | 9,063 | 13,320 | .0042 | .0042 |
| Montgomery | 577.6 | 588.0 | 1.8 | 234.2 | 2.8 | 11,533,086 | 33.9 | 37,824 | 49,245 | 6,410,332 | 39.9 | 20,120 | 27,371 | .2367 | .2342 |
| Morgan | 14.3 | 14.8 | 3.5 | 5.2 | .0 | 158,407 | 18.2 | 25,762 | 30,463 | 43,147 | 31.8 | 6,295 | 8,298 | .0034 | .0031 |
| Morrow | 28.2 | 29.6 | 5.0 | 10.3 | 5.1 | 393,812 | 28.4 | 31,287 | 38,234 | 108,215 | 17.6 | 9,387 | 10,506 | .0079 | .0073 |
| Muskingum | 82.5 | 84.3 | 2.2 | 32.0 | 3.2 | 1,280,550 | 35.4 | 30,519 | 40,017 | 886,052 | 46.1 | 19,567 | 27,689 | .0291 | .0296 |
| Noble | 11.3 | 11.3 | .0 | 4.1 | .0 | 120,421 | 18.3 | 24,837 | 29,371 | 55,778 | 34.6 | 10,108 | 13,604 | .0029 | .0027 |
| Ottawa | 40.2 | 41.1 | 2.2 | 15.8 | 3.3 | 774,802 | 32.2 | 38,306 | 49,038 | 352,968 | 44.4 | 15,976 | 22,340 | .0152 | .0149 |
| Paulding | 20.7 | 21.7 | 4.8 | 7.9 | 6.8 | 406,226 | 51.7 | 36,192 | 51,421 | 66,146 | 28.8 | 6,939 | 8,373 | .0060 | .0064 |
| Perry | 31.8 | 32.7 | 2.8 | 11.9 | 4.4 | 390,962 | 27.7 | 26,855 | 32,854 | 135,175 | 42.8 | 8,305 | 11,359 | .0082 | .0079 |
| Pickaway | 49.7 | 50.8 | 2.2 | 15.8 | .6 | 746,512 | 28.0 | 37,146 | 47,248 | 264,812 | 32.0 | 12,777 | 16,760 | .0150 | .0143 |
| Pike | 24.7 | 26.1 | 5.7 | 9.5 | 5.6 | 302,635 | 30.7 | 25,722 | 31,856 | 158,311 | 45.2 | 12,111 | 16,664 | .0069 | .0068 |
| Portage | 144.0 | 144.9 | .6 | 50.4 | 1.6 | 2,735,109 | 41.8 | 38,881 | 54,268 | 1,125,863 | 48.4 | 15,295 | 22,339 | .0496 | .0511 |
| Preble | 40.7 | 42.6 | 4.7 | 15.0 | 3.4 | 779,686 | 47.0 | 36,579 | 51,979 | 234,709 | 52.5 | 10,615 | 15,647 | .0129 | .0136 |
| Putnam | 34.2 | 35.6 | 4.1 | 11.7 | 4.5 | 518,366 | 25.9 | 36,771 | 44,305 | 219,805 | 29.6 | 15,144 | 18,787 | .0110 | .0105 |
| Richland | 126.1 | 131.0 | 3.9 | 50.4 | 4.8 | 2,188,046 | 33.0 | 34,209 | 43,414 | 1,353,957 | 38.7 | 20,296 | 26,864 | .0481 | .0475 |
| Ross | 70.8 | 70.8 | .0 | 24.7 | 1.2 | 1,064,207 | 34.5 | 32,438 | 43,085 | 564,654 | 44.2 | 16,032 | 22,860 | .0227 | .0225 |
| Sandusky | 62.3 | 63.6 | 2.1 | 23.1 | 2.2 | 923,318 | 20.9 | 33,789 | 39,970 | 496,969 | 37.6 | 15,982 | 21,514 | .0211 | .0197 |
| Scioto | 79.8 | 79.6 | -.3 | 29.9 | .3 | 1,034,901 | 31.4 | 26,420 | 34,612 | 677,347 | 41.9 | 16,016 | 22,654 | .0247 | .0243 |
| Seneca | 59.9 | 60.4 | .8 | 21.9 | 2.3 | 817,974 | 21.0 | 31,585 | 37,350 | 457,281 | 37.7 | 15,514 | 20,880 | .0192 | .0181 |
| Shelby | 45.5 | 47.4 | 4.2 | 16.9 | 6.3 | 1,007,425 | 51.0 | 41,951 | 59,611 | 247,713 | 28.7 | 12,107 | 14,658 | .0158 | .0163 |
| Stark | 368.3 | 369.9 | .4 | 142.4 | 1.7 | 6,399,084 | 29.9 | 35,186 | 44,937 | 3,725,639 | 38.9 | 19,153 | 26,163 | .1391 | .1352 |
| Summit | 517.2 | 524.9 | 1.5 | 206.5 | 2.6 | 9,960,282 | 31.1 | 37,749 | 48,234 | 5,357,450 | 38.3 | 19,251 | 25,944 | .2066 | .2013 |
| Trumbull | 226.7 | 225.1 | -.7 | 86.4 | .6 | 3,399,585 | 18.9 | 33,273 | 39,347 | 2,171,960 | 35.0 | 18,726 | 25,138 | .0827 | .0764 |
| Tuscarawas | 84.6 | 86.4 | 2.1 | 33.2 | 3.1 | 1,218,069 | 25.9 | 30,036 | 36,689 | 819,292 | 40.9 | 18,055 | 24,677 | .0292 | .0282 |
| Union | 32.6 | 34.8 | 6.7 | 12.4 | 8.8 | 755,264 | 53.5 | 43,171 | 60,908 | 228,669 | 52.3 | 13,167 | 18,441 | .0116 | .0127 |
| Van Wert | 30.7 | 31.6 | 2.9 | 11.9 | 4.4 | 470,742 | 25.8 | 32,827 | 39,558 | 208,872 | 36.8 | 13,393 | 17,552 | .0099 | .0095 |
| Vinton | 11.1 | 11.1 | .0 | 4.1 | .0 | 116,341 | 18.2 | 23,998 | 28,376 | 35,020 | 34.6 | 6,347 | 8,541 | .0026 | .0024 |
| Warren | 117.4 | 125.7 | 7.1 | 43.3 | 7.4 | 2,754,647 | 50.5 | 45,409 | 63,618 | 1,105,267 | 54.9 | 17,709 | 25,526 | .0457 | .0497 |
| Washington | 62.0 | 61.3 | -1.1 | 23.6 | .0 | 1,051,793 | 38.1 | 32,280 | 44,568 | 500,915 | 37.5 | 15,440 | 21,225 | .0211 | .0208 |
| Wayne | 103.9 | 111.6 | 7.4 | 39.5 | 8.2 | 1,856,919 | 40.8 | 36,144 | 47,011 | 898,338 | 52.4 | 16,153 | 22,743 | .0356 | .0374 |
| Williams | 37.4 | 38.8 | 3.7 | 14.5 | 3.6 | 564,451 | 22.5 | 32,919 | 38,928 | 301,683 | 39.4 | 15,459 | 20,806 | .0127 | .0120 |
| Wood | 114.9 | 120.1 | 4.5 | 42.9 | 6.2 | 2,165,863 | 34.0 | 40,014 | 50,486 | 1,015,219 | 44.4 | 17,400 | 23,665 | .0423 | .0424 |
| Wyandot | 22.2 | 22.1 | -.5 | 8.0 | -1.2 | 326,039 | 25.6 | 32,050 | 40,755 | 149,261 | 33.6 | 13,791 | 18,658 | .0070 | .0066 |
| **TOTAL METRO COUNTIES** | **8,619.9** | **8,763.1** | **1.7** | **3,361.6** | **2.5** | **167,050,872** | **34.0** | **38,012** | **49,694** | **89,291,770** | **40.5** | **19,384** | **26,562** | **3.3979** | **3.3656** |
| **TOTAL STATE** | **10,918.7** | **11,123.7** | **1.9** | **4,229.3** | **2.7** | **203,617,979** | **34.3** | **36,844** | **48,145** | **107,302,208** | **40.6** | **18,534** | **25,371** | **4.1514** | **4.1170** |
| **OKLAHOMA** | | | | | | | | | | | | | | | |
| **ENID** | **54.8** | **51.1** | **-6.8** | **20.2** | **-6.9** | **756,701** | **21.7** | **28,656** | **37,460** | **502,096** | **26.1** | **18,344** | **24,856** | **.0192** | **.0172** |
| Garfield | 54.8 | 51.1 | -6.8 | 20.2 | -6.9 | 756,701 | 21.7 | 28,656 | 37,460 | 502,096 | 26.1 | 18,344 | 24,856 | .0192 | .0172 |
| **LAWTON** | **111.9** | **114.9** | **2.7** | **38.7** | **2.4** | **1,764,506** | **44.5** | **32,300** | **45,594** | **946,380** | **39.5** | **17,948** | **24,454** | **.0364** | **.0371** |
| Comanche | 111.9 | 114.9 | 2.7 | 38.7 | 2.4 | 1,764,506 | 44.5 | 32,300 | 45,594 | 946,380 | 39.5 | 17,948 | 24,454 | .0364 | .0371 |
| **OKLAHOMA CITY** | **968.0** | **993.4** | **2.6** | **383.1** | **3.2** | **17,627,595** | **40.1** | **33,891** | **46,013** | **9,979,179** | **37.6** | **19,540** | **26,048** | **.3646** | **.3669** |
| Canadian | 76.2 | 80.1 | 5.1 | 27.7 | 5.7 | 1,475,747 | 48.5 | 37,938 | 53,276 | 493,080 | 37.1 | 13,730 | 17,801 | .0253 | .0263 |
| Cleveland | 179.6 | 192.9 | 7.4 | 71.8 | 8.6 | 3,317,927 | 43.9 | 34,893 | 46,211 | 1,297,344 | 33.7 | 14,683 | 18,069 | .0611 | .0624 |
| Logan | 29.0 | 29.4 | 1.4 | 10.1 | .0 | 433,267 | 38.4 | 31,002 | 42,898 | 127,549 | 34.8 | 9,370 | 12,629 | .0080 | .0080 |
| McClain | 23.0 | 23.9 | 3.9 | 8.8 | 4.8 | 328,777 | 33.0 | 29,420 | 37,361 | 167,044 | 45.9 | 13,628 | 18,982 | .0070 | .0070 |
| Oklahoma | 601.7 | 608.8 | 1.2 | 243.0 | 1.8 | 11,189,418 | 38.2 | 33,916 | 46,047 | 7,425,162 | 38.1 | 22,526 | 30,556 | .2446 | .2446 |
| Pottawatomie | 58.5 | 58.3 | -.3 | 21.7 | .0 | 882,459 | 41.4 | 28,754 | 40,666 | 469,000 | 39.2 | 15,530 | 21,613 | .0186 | .0186 |
| **TULSA** | **715.5** | **735.6** | **2.8** | **290.0** | **3.6** | **12,844,863** | **35.4** | **33,878** | **44,293** | **7,124,303** | **36.4** | **18,659** | **24,567** | **.2697** | **.2666** |
| Creek | 60.9 | 61.7 | 1.3 | 23.0 | 2.2 | 815,573 | 29.8 | 27,921 | 35,460 | 293,848 | 37.8 | 9,479 | 12,776 | .0168 | .0161 |
| Osage | 41.1 | 39.9 | -2.9 | 14.8 | -2.6 | 536,832 | 21.7 | 29,022 | 36,272 | 115,636 | 30.9 | 5,812 | 7,813 | .0106 | .0097 |
| Rogers | 55.9 | 57.6 | 3.0 | 20.8 | 3.5 | 998,455 | 45.5 | 34,151 | 48,003 | 313,767 | 44.6 | 10,797 | 15,085 | .0172 | .0178 |
| Tulsa | 508.5 | 522.9 | 2.8 | 212.1 | 3.6 | 9,734,887 | 35.7 | 35,041 | 45,898 | 6,278,077 | 36.0 | 22,543 | 29,600 | .2124 | .2101 |
| Wagoner | 49.1 | 53.5 | 9.0 | 19.3 | 10.9 | 759,116 | 37.1 | 31,823 | 39,332 | 122,975 | 38.2 | 5,114 | 6,372 | .0127 | .0129 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Adair | 18.9 | 20.8 | 10.1 | 7.0 | 7.7 | 212,626 | 49.7 | 21,852 | 30,375 | 61,688 | 43.1 | 6,633 | 8,813 | .0041 | .0045 |
| Alfalfa | 6.1 | 5.4 | -11.5 | 1.9 | -17.4 | 59,180 | 2.0 | 25,232 | 31,147 | 22,428 | 13.5 | 8,592 | 11,804 | .0016 | .0013 |
| Atoka | 13.1 | 13.5 | 3.1 | 4.5 | .0 | 156,323 | 40.9 | 24,660 | 34,738 | 93,756 | 46.0 | 14,266 | 20,835 | .0036 | .0036 |
| Beaver | 5.8 | 5.4 | -6.9 | 2.3 | .0 | 90,876 | 30.3 | 30,329 | 39,511 | 25,692 | 39.9 | 7,986 | 11,170 | .0017 | .0016 |
| Beckham | 18.0 | 16.3 | -9.4 | 6.3 | -10.0 | 249,511 | 28.6 | 27,728 | 39,605 | 142,531 | 28.5 | 15,849 | 22,624 | .0058 | .0053 |

# METRO/COUNTY 1996 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991–1996 | 12/31/96 Households (Thous.) | % Change 1991–1996 | 1996 EBI ($000) | % Change 1991–1996 | Average Household EBI 1991 | Average Household EBI 1996 | 1996 Retail Sales ($000) | % Change 1991–1996 | Retail Sales Per Household 1991 | Retail Sales Per Household 1996 | Buying Power Index 1991 | Buying Power Index 1996 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **OKLAHOMA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Blaine | 11.2 | 10.7 | -4.5 | 4.4 | .0 | 165,981 | 42.1 | 26,540 | 37,723 | 53,704 | 34.5 | 9,071 | 12,205 | .0032 | .0031 |
| Bryan | 32.8 | 35.7 | 8.8 | 13.8 | 7.8 | 462,137 | 51.5 | 23,838 | 33,488 | 225,359 | 39.1 | 12,658 | 16,330 | .0093 | .0099 |
| Caddo | 29.3 | 29.2 | -.3 | 10.8 | .0 | 353,025 | 36.6 | 23,930 | 32,688 | 145,864 | 33.1 | 10,145 | 13,506 | .0076 | .0075 |
| Canadian | 76.2 | 80.1 | 5.1 | 27.7 | 5.7 | 1,475,747 | 48.5 | 37,938 | 53,276 | 493,080 | 37.1 | 13,730 | 17,801 | .0253 | .0263 |
| Carter | 42.4 | 41.8 | -1.4 | 16.3 | -.6 | 602,844 | 29.7 | 28,345 | 36,984 | 421,305 | 38.8 | 18,505 | 25,847 | .0145 | .0141 |
| Cherokee | 35.1 | 39.0 | 11.1 | 14.7 | 12.2 | 512,738 | 54.0 | 25,423 | 34,880 | 257,671 | 54.9 | 12,696 | 17,529 | .0100 | .0111 |
| Choctaw | 15.6 | 17.0 | 9.0 | 6.8 | 11.5 | 161,615 | 38.5 | 19,123 | 23,767 | 95,966 | 46.7 | 10,725 | 14,113 | .0038 | .0040 |
| Cimarron | 3.4 | 3.9 | 14.7 | 1.3 | .0 | 39,659 | 24.9 | 24,416 | 30,507 | 23,586 | 38.2 | 13,130 | 18,143 | .0011 | .0010 |
| Cleveland | 179.6 | 192.9 | 7.4 | 71.8 | 8.6 | 3,317,927 | 43.9 | 34,893 | 46,211 | 1,297,344 | 33.7 | 14,683 | 18,069 | .0611 | .0624 |
| Coal | 5.8 | 5.8 | .0 | 2.3 | .0 | 59,283 | 31.0 | 19,678 | 25,775 | 21,603 | 41.4 | 6,641 | 9,393 | .0012 | .0014 |
| Comanche | 111.9 | 114.9 | 2.7 | 38.7 | 2.4 | 1,764,506 | 44.5 | 32,300 | 45,594 | 946,380 | 39.5 | 17,948 | 24,454 | .0364 | .0371 |
| Cotton | 6.6 | 6.6 | .0 | 2.6 | .0 | 87,794 | 40.5 | 24,038 | 33,767 | 21,264 | 20.0 | 6,817 | 8,178 | .0017 | .0017 |
| Craig | 14.1 | 14.5 | 2.8 | 5.2 | .0 | 165,930 | 24.0 | 25,723 | 31,910 | 106,443 | 28.8 | 15,895 | 20,470 | .0042 | .0040 |
| Creek | 60.9 | 61.7 | 1.3 | 23.0 | 2.2 | 815,573 | 29.8 | 27,921 | 35,460 | 293,848 | 37.8 | 9,479 | 12,776 | .0168 | .0161 |
| Custer | 26.3 | 24.9 | -5.3 | 9.2 | -5.2 | 372,648 | 33.2 | 28,832 | 40,505 | 240,199 | 36.6 | 18,127 | 26,109 | .0087 | .0084 |
| Delaware | 29.0 | 31.9 | 10.0 | 12.8 | 12.3 | 422,427 | 51.6 | 24,437 | 33,002 | 179,938 | 47.1 | 10,733 | 14,058 | .0080 | .0087 |
| Dewey | 5.4 | 5.0 | -7.4 | 2.2 | .0 | 74,694 | 37.9 | 24,613 | 33,952 | 20,099 | 32.3 | 6,906 | 9,136 | .0014 | .0013 |
| Ellis | 4.3 | 4.0 | -7.0 | 1.8 | .0 | 65,190 | 41.0 | 25,683 | 36,217 | 21,041 | 33.9 | 8,727 | 11,689 | .0012 | .0013 |
| Garfield | 54.8 | 51.1 | -6.8 | 20.2 | -6.9 | 756,701 | 21.7 | 28,656 | 37,460 | 502,096 | 26.1 | 18,344 | 24,856 | .0192 | .0172 |
| Garvin | 26.1 | 25.0 | -4.2 | 9.6 | -5.9 | 313,058 | 25.7 | 24,426 | 32,610 | 171,382 | 34.4 | 12,503 | 17,852 | .0075 | .0070 |
| Grady | 41.6 | 41.5 | -.2 | 15.5 | .0 | 600,943 | 38.2 | 28,046 | 38,771 | 266,179 | 32.5 | 12,965 | 17,173 | .0125 | .0122 |
| Grant | 5.5 | 5.1 | -7.3 | 2.3 | .0 | 80,088 | 29.3 | 26,935 | 34,821 | 17,126 | 24.4 | 5,987 | 7,446 | .0015 | .0014 |
| Greer | 6.3 | 6.0 | -4.8 | 2.2 | -12.0 | 69,557 | 17.9 | 23,592 | 31,617 | 16,623 | 10.3 | 6,028 | 7,556 | .0015 | .0013 |
| Harmon | 3.7 | 3.7 | .0 | 1.4 | .0 | 38,785 | 36.0 | 20,372 | 27,704 | 14,330 | 25.1 | 8,183 | 10,236 | .0009 | .0009 |
| Harper | 3.9 | 3.6 | -7.7 | 1.6 | .0 | 64,060 | 37.8 | 29,045 | 40,038 | 15,946 | 30.7 | 7,624 | 9,966 | .0011 | .0010 |
| Haskell | 10.9 | 10.9 | .0 | 4.3 | .0 | 133,514 | 41.3 | 21,981 | 31,050 | 72,620 | 44.5 | 11,689 | 16,888 | .0029 | .0030 |
| Hughes | 12.9 | 12.9 | .0 | 5.2 | .0 | 142,658 | 27.0 | 21,608 | 27,434 | 61,770 | 33.3 | 8,913 | 11,879 | .0034 | .0032 |
| Jackson | 28.3 | 27.9 | -1.4 | 10.4 | .0 | 424,585 | 41.2 | 28,921 | 40,825 | 274,997 | 41.8 | 18,645 | 26,442 | .0094 | .0095 |
| Jefferson | 6.8 | 6.4 | -5.9 | 2.8 | .0 | 83,838 | 39.6 | 21,443 | 29,942 | 31,337 | 29.2 | 8,659 | 11,192 | .0017 | .0017 |
| Johnston | 10.1 | 10.6 | 5.0 | 4.1 | 7.9 | 123,137 | 51.2 | 21,428 | 30,033 | 36,009 | 44.0 | 6,580 | 8,783 | .0023 | .0024 |
| Kay | 47.7 | 47.6 | -.2 | 18.8 | -.5 | 830,984 | 39.9 | 31,417 | 44,201 | 463,447 | 43.9 | 17,046 | 24,651 | .0170 | .0172 |
| Kingfisher | 12.7 | 11.6 | -8.7 | 4.3 | -10.4 | 179,184 | 24.3 | 30,021 | 41,671 | 87,060 | 30.5 | 13,902 | 20,247 | .0041 | .0038 |
| Kiowa | 11.3 | 11.3 | .0 | 4.5 | .0 | 134,439 | 31.2 | 22,773 | 29,875 | 62,494 | 35.9 | 10,220 | 13,888 | .0031 | .0029 |
| Latimer | 10.7 | 12.2 | 14.0 | 4.3 | 13.2 | 165,878 | 60.3 | 27,228 | 38,576 | 39,944 | 36.4 | 7,709 | 9,289 | .0025 | .0030 |
| Le Flore | 44.9 | 50.7 | 12.9 | 19.1 | 15.1 | 681,339 | 64.0 | 25,033 | 35,672 | 232,307 | 49.3 | 9,375 | 12,163 | .0118 | .0132 |
| Lincoln | 29.4 | 30.3 | 3.1 | 11.4 | 4.6 | 439,996 | 47.3 | 27,406 | 38,596 | 131,702 | 47.0 | 8,222 | 11,553 | .0078 | .0082 |
| Logan | 29.0 | 29.4 | 1.4 | 10.1 | .0 | 433,267 | 38.4 | 31,002 | 42,898 | 127,549 | 34.8 | 9,370 | 12,629 | .0080 | .0080 |
| Love | 8.3 | 8.8 | 6.0 | 3.0 | .0 | 112,144 | 37.2 | 27,253 | 37,381 | 50,241 | 38.6 | 12,080 | 16,747 | .0023 | .0023 |
| McClain | 23.0 | 23.9 | 3.9 | 8.8 | 4.8 | 328,777 | 33.0 | 29,420 | 37,361 | 167,044 | 45.9 | 13,628 | 18,982 | .0070 | .0070 |
| McCurtain | 33.9 | 36.3 | 7.1 | 13.4 | 8.1 | 407,427 | 44.8 | 22,698 | 30,405 | 286,699 | 50.2 | 15,398 | 21,395 | .0097 | .0102 |
| McIntosh | 17.0 | 18.0 | 5.9 | 7.4 | 7.2 | 255,984 | 52.3 | 24,359 | 34,592 | 138,527 | 53.6 | 13,071 | 18,720 | .0052 | .0055 |
| Major | 7.9 | 7.5 | -5.1 | 3.1 | .0 | 114,661 | 34.5 | 27,497 | 36,987 | 63,395 | 41.1 | 14,498 | 20,450 | .0024 | .0025 |
| Marshall | 11.0 | 12.0 | 9.1 | 4.9 | 11.4 | 172,094 | 56.6 | 24,979 | 35,121 | 74,901 | 48.9 | 11,431 | 15,286 | .0032 | .0035 |
| Mayes | 33.7 | 35.1 | 4.2 | 13.3 | 3.9 | 458,490 | 37.1 | 26,120 | 34,473 | 266,160 | 44.9 | 14,346 | 20,012 | .0102 | .0102 |
| Murray | 11.9 | 11.9 | .0 | 4.6 | .0 | 155,553 | 37.3 | 24,631 | 33,816 | 95,781 | 43.0 | 14,565 | 20,822 | .0035 | .0037 |
| Muskogee | 68.5 | 70.8 | 3.4 | 25.8 | 2.0 | 913,333 | 37.3 | 26,288 | 35,401 | 593,097 | 40.0 | 16,744 | 22,988 | .0213 | .0214 |
| Noble | 10.9 | 10.9 | .0 | 4.2 | .0 | 140,090 | 21.8 | 27,390 | 33,355 | 58,481 | 31.0 | 10,630 | 13,924 | .0031 | .0028 |
| Nowata | 9.8 | 9.3 | -5.1 | 4.0 | .0 | 122,161 | 30.8 | 23,344 | 30,540 | 41,029 | 37.6 | 7,455 | 10,257 | .0026 | .0024 |
| Okfuskee | 11.5 | 11.4 | -.9 | 4.0 | -2.4 | 137,008 | 38.0 | 24,207 | 34,252 | 54,917 | 40.6 | 9,530 | 13,729 | .0028 | .0028 |
| Oklahoma | 601.7 | 608.8 | 1.2 | 243.0 | 1.8 | 11,189,418 | 38.2 | 33,916 | 46,047 | 7,425,162 | 38.1 | 22,526 | 30,556 | .2446 | .2446 |
| Okmulgee | 36.3 | 36.7 | 1.1 | 14.0 | .7 | 464,963 | 41.7 | 23,606 | 33,212 | 233,989 | 43.7 | 11,712 | 16,714 | .0099 | .0101 |
| Osage | 41.1 | 39.9 | -2.9 | 14.8 | -2.6 | 536,832 | 21.7 | 29,022 | 36,272 | 115,636 | 30.9 | 5,812 | 7,813 | .0106 | .0097 |
| Ottawa | 30.4 | 30.8 | 1.3 | 12.0 | .0 | 395,303 | 40.4 | 23,458 | 32,942 | 258,358 | 41.0 | 15,272 | 21,530 | .0092 | .0093 |
| Pawnee | 15.7 | 16.7 | 6.4 | 6.6 | 8.2 | 210,777 | 33.3 | 25,926 | 31,936 | 117,380 | 34.6 | 14,301 | 17,785 | .0049 | .0048 |
| Payne | 61.6 | 63.4 | 2.9 | 24.9 | 4.2 | 991,777 | 46.2 | 28,390 | 39,830 | 464,919 | 39.1 | 13,980 | 18,671 | .0194 | .0199 |
| Pittsburg | 41.1 | 42.7 | 3.9 | 16.8 | 5.0 | 612,399 | 48.2 | 25,824 | 36,452 | 358,540 | 50.0 | 14,937 | 21,342 | .0127 | .0135 |
| Pontotoc | 34.4 | 35.8 | 4.1 | 14.4 | 6.7 | 481,453 | 40.7 | 25,356 | 33,434 | 265,684 | 39.0 | 14,155 | 18,450 | .0104 | .0107 |
| Pottawatomie | 58.5 | 58.3 | -.3 | 21.7 | .0 | 882,459 | 41.4 | 28,754 | 40,666 | 469,000 | 39.2 | 15,530 | 21,613 | .0186 | .0186 |
| Pushmataha | 10.8 | 10.3 | -4.6 | 4.3 | .0 | 107,366 | 31.9 | 18,925 | 24,969 | 73,522 | 35.6 | 12,609 | 17,098 | .0029 | .0027 |
| Roger Mills | 3.9 | 3.6 | -7.7 | 1.5 | .0 | 47,673 | 26.8 | 25,069 | 31,782 | 10,740 | 26.3 | 5,669 | 7,160 | .0009 | .0009 |
| Rogers | 55.9 | 57.6 | 3.0 | 20.8 | 3.5 | 998,455 | 45.5 | 34,151 | 48,003 | 313,767 | 44.6 | 10,797 | 15,085 | .0172 | .0178 |
| Seminole | 24.7 | 23.4 | -5.3 | 8.9 | -5.3 | 305,044 | 33.3 | 24,338 | 34,275 | 137,131 | 38.4 | 10,541 | 15,408 | .0065 | .0064 |
| ☐ Sequoyah | 34.9 | 38.8 | 11.2 | 14.1 | 11.0 | 497,892 | 55.6 | 25,194 | 35,311 | 200,087 | 33.7 | 11,783 | 14,191 | .0098 | .0101 |
| Stephens | 42.0 | 41.9 | -.2 | 16.6 | .0 | 672,247 | 42.3 | 28,460 | 40,497 | 376,763 | 39.3 | 16,291 | 22,697 | .0142 | .0144 |
| Texas | 16.1 | 15.5 | -3.7 | 6.0 | -1.6 | 242,627 | 35.6 | 29,339 | 40,438 | 106,625 | 30.1 | 13,439 | 17,771 | .0049 | .0047 |
| Tillman | 10.3 | 10.3 | .0 | 3.9 | .0 | 113,428 | 29.3 | 22,487 | 29,084 | 38,307 | 28.8 | 7,623 | 9,822 | .0025 | .0023 |

1992 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# METRO/COUNTY 1996 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991-1996 | 12/31/96 Households (Thous.) | % Change 1991-1996 | 1996 EBI ($000) | % Change 1991-1996 | Average Household EBI | | 1996 Retail Sales ($000) | % Change 1991-1996 | Retail Sales Per Household | | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 1991 | 1996 | | | 1991 | 1996 | 1991 | 1996 |
| **OKLAHOMA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Tulsa | 508.5 | 522.9 | 2.8 | 212.1 | 3.6 | 9,734,887 | 35.7 | 35,041 | 45,898 | 6,278,077 | 36.0 | 22,543 | 29,600 | .2124 | .2101 |
| Wagoner | 49.1 | 53.5 | 9.0 | 19.3 | 10.9 | 759,116 | 37.1 | 31,823 | 39,332 | 122,975 | 38.2 | 5,114 | 6,372 | .0127 | .0129 |
| Washington | 47.2 | 45.0 | -4.7 | 18.5 | -2.6 | 908,093 | 31.0 | 36,485 | 49,086 | 499,793 | 39.6 | 18,847 | 27,016 | .0190 | .0184 |
| Washita | 10.8 | 9.8 | -9.3 | 3.7 | -11.9 | 122,675 | 17.4 | 24,877 | 33,155 | 24,480 | 25.6 | 4,641 | 6,616 | .0025 | .0022 |
| Woods | 8.8 | 8.4 | -4.5 | 3.7 | .0 | 132,436 | 27.2 | 28,138 | 35,794 | 64,837 | 26.5 | 13,850 | 17,524 | .0030 | .0026 |
| Woodward | 18.2 | 16.7 | -8.2 | 6.2 | -7.5 | 260,042 | 30.0 | 29,859 | 41,942 | 171,096 | 31.0 | 19,495 | 27,596 | .0062 | .0059 |
| **TOTAL METRO COUNTIES** | **1,885.1** | **1,933.8** | **2.6** | **746.1** | **3.1** | **33,491,557** | **38.2** | **33,493** | **44,889** | **18,752,045** | **36.8** | **18,944** | **25,133** | **.6995** | **.6979** |
| **TOTAL STATE** | **3,157.8** | **3,225.5** | **2.1** | **1,243.8** | **2.7** | **51,369,329** | **38.6** | **30,594** | **41,300** | **27,852,847** | **37.9** | **16,678** | **22,393** | **1.0786** | **1.0797** |
| **OREGON** | | | | | | | | | | | | | | | |
| **EUGENE - SPRINGFIELD** | **287.1** | **301.1** | **4.9** | **119.3** | **6.0** | **5,211,696** | **41.6** | **32,692** | **43,686** | **3,161,255** | **39.4** | **20,140** | **26,498** | **.1093** | **.1116** |
| Lane | 287.1 | 301.1 | 4.9 | 119.3 | 6.0 | 5,211,696 | 41.6 | 32,692 | 43,686 | 3,161,255 | 39.4 | 20,140 | 26,498 | .1093 | .1116 |
| **MEDFORD** | **151.4** | **168.1** | **11.0** | **66.4** | **12.0** | **2,709,951** | **42.9** | **31,971** | **40,813** | **2,196,143** | **47.7** | **25,082** | **33,074** | **.0619** | **.0655** |
| Jackson | 151.4 | 168.1 | 11.0 | 66.4 | 12.0 | 2,709,951 | 42.9 | 31,971 | 40,813 | 2,196,143 | 47.7 | 25,082 | 33,074 | .0619 | .0655 |
| **PORTLAND** | **1,276.5** | **1,388.1** | **8.7** | **545.8** | **9.1** | **28,945,080** | **47.0** | **39,335** | **53,032** | **17,295,401** | **53.2** | **22,551** | **31,688** | **.5507** | **.5954** |
| Clackamas | 288.7 | 316.9 | 9.8 | 118.2 | 10.4 | 6,930,179 | 47.9 | 43,751 | 58,631 | 3,119,302 | 46.6 | 19,874 | 26,390 | .1208 | .1289 |
| Multnomah | 591.4 | 616.1 | 4.2 | 256.1 | 4.6 | 12,164,432 | 40.3 | 35,411 | 47,499 | 7,944,805 | 48.0 | 21,922 | 31,022 | .2513 | .2610 |
| Washington | 328.5 | 379.8 | 15.6 | 145.7 | 16.2 | 8,478,533 | 56.4 | 43,239 | 58,192 | 5,650,801 | 66.6 | 27,053 | 38,784 | .1545 | .1795 |
| Yamhill | 67.9 | 75.3 | 10.9 | 25.8 | 11.2 | 1,371,936 | 50.7 | 39,252 | 53,176 | 580,493 | 45.3 | 17,222 | 22,500 | .0241 | .0260 |
| ***PORTLAND - VANCOUVER CONSOLIDATED AREA*** | ***1,526.7*** | ***1,675.8*** | ***9.8*** | ***652.8*** | ***10.0*** | ***34,362,437*** | ***47.4*** | ***39,302*** | ***52,639*** | ***19,455,041*** | ***53.4*** | ***21,371*** | ***29,802*** | ***.6420*** | ***.6958*** |
| **SALEM** | **286.4** | **314.2** | **9.7** | **114.8** | **9.8** | **5,288,878** | **45.7** | **34,706** | **46,070** | **2,802,781** | **45.3** | **18,435** | **24,414** | **.1030** | **.1089** |
| Marion | 234.9 | 255.2 | 8.6 | 92.9 | 8.4 | 4,472,740 | 47.6 | 35,371 | 48,146 | 2,541,168 | 44.4 | 20,538 | 27,354 | .0882 | .0935 |
| Polk | 51.5 | 59.0 | 14.6 | 21.9 | 15.9 | 816,138 | 36.3 | 31,688 | 37,267 | 261,613 | 55.5 | 8,901 | 11,946 | .0148 | .0154 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Baker | 15.2 | 15.2 | .0 | 6.1 | .0 | 239,185 | 35.7 | 28,903 | 39,211 | 96,946 | 24.1 | 12,804 | 15,893 | .0048 | .0047 |
| Benton | 72.2 | 77.6 | 7.5 | 29.3 | 9.7 | 1,402,281 | 46.8 | 35,765 | 47,859 | 611,937 | 55.3 | 14,758 | 20,885 | .0250 | .0269 |
| Clackamas | 288.7 | 316.9 | 9.8 | 118.2 | 10.4 | 6,930,179 | 47.9 | 43,751 | 58,631 | 3,119,302 | 46.6 | 19,874 | 26,390 | .1208 | .1289 |
| Clatsop | 33.9 | 36.3 | 7.1 | 14.6 | 7.4 | 524,382 | 26.8 | 30,417 | 35,917 | 349,540 | 27.2 | 20,204 | 23,941 | .0127 | .0122 |
| Columbia | 38.7 | 43.1 | 11.4 | 15.8 | 10.5 | 754,649 | 48.5 | 35,542 | 47,763 | 197,672 | 33.1 | 10,385 | 12,511 | .0122 | .0130 |
| Coos | 61.3 | 65.4 | 6.7 | 26.6 | 8.1 | 1,038,082 | 45.4 | 29,026 | 39,026 | 704,655 | 49.4 | 19,173 | 26,491 | .0222 | .0235 |
| Crook | 14.5 | 16.0 | 10.3 | 6.1 | 8.9 | 212,935 | 33.2 | 28,555 | 34,907 | 91,092 | 47.1 | 11,060 | 14,933 | .0043 | .0044 |
| Curry | 20.2 | 22.2 | 9.9 | 9.7 | 11.5 | 347,931 | 38.1 | 28,949 | 35,869 | 199,190 | 40.8 | 16,265 | 20,535 | .0073 | .0075 |
| Deschutes | 78.0 | 88.8 | 13.8 | 35.5 | 16.4 | 1,729,559 | 58.1 | 35,878 | 48,720 | 1,109,679 | 52.2 | 23,901 | 31,259 | .0328 | .0368 |
| Douglas | 96.1 | 100.9 | 5.0 | 38.6 | 5.8 | 1,448,722 | 36.3 | 29,121 | 37,532 | 907,965 | 40.5 | 17,709 | 23,522 | .0325 | .0327 |
| Gilliam | 1.7 | 1.7 | .0 | .7 | .0 | 25,788 | 23.8 | 29,769 | 36,840 | 9,842 | 36.5 | 10,297 | 14,060 | .0005 | .0005 |
| Grant | 7.9 | 8.4 | 6.3 | 3.7 | 15.6 | 149,014 | 55.2 | 30,000 | 40,274 | 64,525 | 49.7 | 13,467 | 17,439 | .0027 | .0029 |
| Harney | 7.2 | 7.7 | 6.9 | 3.4 | 17.2 | 142,438 | 60.4 | 30,629 | 41,894 | 80,822 | 59.4 | 17,487 | 23,771 | .0026 | .0029 |
| Hood River | 17.2 | 18.1 | 5.2 | 7.1 | 7.6 | 309,855 | 46.4 | 32,077 | 43,642 | 178,868 | 44.8 | 18,713 | 25,193 | .0062 | .0066 |
| Jackson | 151.4 | 168.1 | 11.0 | 66.4 | 12.0 | 2,709,951 | 42.9 | 31,971 | 40,813 | 2,196,143 | 47.7 | 25,082 | 33,074 | .0619 | .0655 |
| Jefferson | 14.0 | 15.0 | 7.1 | 5.4 | 10.2 | 220,089 | 49.2 | 30,105 | 40,757 | 105,388 | 52.9 | 14,064 | 19,516 | .0041 | .0047 |
| Josephine | 64.9 | 71.7 | 10.5 | 29.1 | 11.5 | 1,028,967 | 43.3 | 27,515 | 35,360 | 685,017 | 47.5 | 17,799 | 23,540 | .0226 | .0237 |
| Klamath | 58.4 | 62.0 | 6.2 | 24.1 | 6.6 | 976,295 | 43.6 | 30,087 | 40,510 | 532,993 | 32.0 | 17,867 | 22,116 | .0203 | .0206 |
| Lake | 7.2 | 7.2 | .0 | 2.8 | .0 | 98,939 | 21.8 | 29,012 | 35,335 | 51,277 | 15.9 | 15,794 | 18,313 | .0024 | .0021 |
| Lane | 287.1 | 301.1 | 4.9 | 119.3 | 6.0 | 5,211,696 | 41.6 | 32,692 | 43,686 | 3,161,255 | 39.4 | 20,140 | 26,498 | .1093 | .1116 |
| Lincoln | 40.3 | 45.2 | 12.2 | 18.9 | 11.2 | 743,976 | 48.6 | 29,459 | 39,364 | 579,418 | 58.8 | 21,461 | 30,657 | .0158 | .0176 |
| Linn | 92.2 | 95.0 | 3.0 | 36.5 | 4.0 | 1,553,950 | 40.3 | 31,560 | 42,574 | 865,390 | 45.3 | 16,966 | 23,709 | .0320 | .0328 |
| Malheur | 25.9 | 24.8 | -4.2 | 9.2 | -1.1 | 363,104 | 34.3 | 29,064 | 39,468 | 323,661 | 42.5 | 24,428 | 35,181 | .0095 | .0093 |
| Marion | 234.9 | 255.2 | 8.6 | 92.9 | 8.4 | 4,472,740 | 47.6 | 35,371 | 48,146 | 2,541,168 | 44.4 | 20,538 | 27,354 | .0882 | .0935 |
| Morrow | 7.4 | 7.0 | -5.4 | 2.8 | .0 | 120,111 | 36.8 | 31,354 | 42,897 | 28,461 | 44.6 | 7,031 | 10,165 | .0020 | .0020 |
| Multnomah | 591.4 | 616.1 | 4.2 | 256.1 | 4.6 | 12,164,432 | 40.3 | 35,411 | 47,499 | 7,944,805 | 48.0 | 21,922 | 31,022 | .2513 | .2610 |
| Polk | 51.5 | 59.0 | 14.6 | 21.9 | 15.9 | 816,138 | 36.3 | 31,688 | 37,267 | 261,613 | 55.5 | 8,901 | 11,946 | .0148 | .0154 |
| Sherman | 1.9 | 1.9 | .0 | .8 | .0 | 27,732 | 17.6 | 29,480 | 34,665 | 13,156 | 21.4 | 13,551 | 16,445 | .0006 | .0006 |
| Tillamook | 21.9 | 23.4 | 6.8 | 9.6 | 6.7 | 359,584 | 38.9 | 28,775 | 37,457 | 168,996 | 40.6 | 13,352 | 17,604 | .0072 | .0073 |
| Umatilla | 59.7 | 61.3 | 2.7 | 22.8 | 3.2 | 892,529 | 32.2 | 30,549 | 39,146 | 567,641 | 38.7 | 18,522 | 24,897 | .0205 | .0202 |
| Union | 23.6 | 24.0 | 1.7 | 9.5 | 4.4 | 373,026 | 40.4 | 29,206 | 39,266 | 203,117 | 49.6 | 14,921 | 21,381 | .0077 | .0079 |
| Wallowa | 6.9 | 6.9 | .0 | 2.8 | .0 | 99,285 | 29.1 | 27,459 | 35,459 | 57,721 | 40.4 | 14,679 | 20,615 | .0023 | .0022 |
| Wasco | 21.6 | 21.5 | -.5 | 8.6 | .0 | 378,911 | 34.8 | 32,692 | 44,059 | 295,738 | 40.5 | 24,470 | 34,388 | .0089 | .0089 |
| Washington | 328.5 | 379.8 | 15.6 | 145.7 | 16.2 | 8,478,533 | 56.4 | 43,239 | 58,192 | 5,650,801 | 66.6 | 27,053 | 38,784 | .1545 | .1795 |
| Wheeler | 1.4 | 1.4 | .0 | .6 | .0 | 15,455 | 17.7 | 21,882 | 25,758 | 6,801 | 34.3 | 8,442 | 11,335 | .0004 | .0003 |
| Yamhill | 67.9 | 75.3 | 10.9 | 25.8 | 11.2 | 1,371,936 | 50.7 | 39,252 | 53,176 | 580,493 | 45.3 | 17,222 | 22,500 | .0241 | .0260 |

# METRO/COUNTY 1996 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991–1996 | 12/31/96 Households (Thous.) | % Change 1991–1996 | 1996 EBI ($000) | % Change 1991–1996 | Average Household EBI | | 1996 Retail Sales ($000) | % Change 1991–1996 | Retail Sales Per Household | | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 1991 | 1996 | | | 1991 | 1996 | 1991 | 1996 |
| **OREGON (continued)** | | | | | | | | | | | | | | | |
| **TOTAL METRO COUNTIES** | 2,001.4 | 2,171.5 | 8.5 | 846.3 | 8.9 | 42,155,605 | 45.9 | 37,187 | 49,812 | 25,455,580 | 50.0 | 21,841 | 30,079 | .8249 | .8814 |
| **TOTAL STATE** | 2,912.8 | 3,141.2 | 7.8 | 1,227.0 | 8.5 | 57,732,379 | 44.9 | 35,234 | 47,052 | 34,543,088 | 48.5 | 20,575 | 28,152 | 1.1470 | 1.2162 |
| **PENNSYLVANIA** | | | | | | | | | | | | | | | |
| **ALLENTOWN - BETHLEHEM - EASTON** | 701.0 | 742.3 | 5.9 | 284.1 | 7.0 | 14,317,201 | 31.5 | 40,991 | 50,395 | 6,233,113 | 23.0 | 19,080 | 21,940 | .2847 | .2707 |
| Carbon | 58.0 | 61.4 | 5.9 | 24.0 | 6.7 | 1,007,656 | 37.0 | 32,689 | 41,986 | 296,643 | 22.3 | 10,779 | 12,360 | .0183 | .0180 |
| Lehigh | 296.4 | 312.1 | 5.3 | 122.5 | 6.4 | 6,266,087 | 31.4 | 41,420 | 51,152 | 3,423,117 | 25.7 | 23,669 | 27,944 | .1322 | .1259 |
| Northampton | 253.7 | 273.2 | 7.7 | 101.7 | 8.8 | 5,127,848 | 33.5 | 41,085 | 50,421 | 1,680,837 | 22.0 | 14,736 | 16,527 | .0942 | .0909 |
| *Warren, N. J.* | 92.9 | 95.6 | 2.9 | 35.9 | 4.1 | 1,915,610 | 24.2 | 44,722 | 53,360 | 832,516 | 15.1 | 20,957 | 23,190 | .0400 | .0359 |
| **ALTOONA** | 130.2 | 129.4 | –.6 | 50.4 | .2 | 2,057,739 | 29.8 | 31,529 | 40,828 | 1,181,236 | 22.1 | 19,229 | 23,437 | .0475 | .0442 |
| Blair | 130.2 | 129.4 | –.6 | 50.4 | .2 | 2,057,739 | 29.8 | 31,529 | 40,828 | 1,181,236 | 22.1 | 19,229 | 23,437 | .0475 | .0442 |
| **BEAVER COUNTY** | 184.2 | 179.6 | –2.5 | 70.9 | –.8 | 2,816,486 | 22.9 | 32,059 | 39,725 | 1,163,540 | 26.7 | 12,843 | 16,411 | .0604 | .0550 |
| Beaver | 184.2 | 179.6 | –2.5 | 70.9 | –.8 | 2,816,486 | 22.9 | 32,059 | 39,725 | 1,163,540 | 26.7 | 12,843 | 16,411 | .0604 | .0550 |
| **ERIE** | 275.4 | 274.8 | –.2 | 102.7 | 1.0 | 4,804,927 | 31.8 | 35,854 | 46,786 | 2,335,327 | 30.6 | 17,583 | 22,739 | .1001 | .0956 |
| Erie | 275.4 | 274.8 | –.2 | 102.7 | 1.0 | 4,804,927 | 31.8 | 35,854 | 46,786 | 2,335,327 | 30.6 | 17,583 | 22,739 | .1001 | .0956 |
| **HARRISBURG - LEBANON - CARLISLE** | 598.0 | 624.1 | 4.4 | 240.8 | 4.7 | 12,700,706 | 36.0 | 40,593 | 52,744 | 6,336,151 | 28.6 | 21,423 | 26,313 | .2534 | .2473 |
| Cumberland | 200.4 | 212.6 | 6.1 | 81.0 | 7.7 | 4,718,658 | 40.6 | 44,621 | 58,255 | 2,454,088 | 29.1 | 25,280 | 30,297 | .0921 | .0917 |
| Dauphin | 239.6 | 244.4 | 2.0 | 97.1 | 1.1 | 4,975,816 | 31.0 | 39,551 | 51,244 | 2,523,343 | 29.8 | 20,249 | 25,987 | .1018 | .0973 |
| Lebanon | 115.5 | 120.7 | 4.5 | 45.8 | 5.5 | 2,189,265 | 34.4 | 37,535 | 47,801 | 1,070,002 | 20.5 | 20,459 | 23,362 | .0455 | .0434 |
| Perry | 42.5 | 46.4 | 9.2 | 16.9 | 9.7 | 816,967 | 47.2 | 36,038 | 48,341 | 288,718 | 48.6 | 12,617 | 17,084 | .0140 | .0149 |
| **JOHNSTOWN** | 238.2 | 230.1 | –3.4 | 89.1 | –1.9 | 3,146,546 | 19.4 | 29,011 | 35,315 | 1,560,440 | 18.6 | 14,493 | 17,513 | .0759 | .0668 |
| Cambria | 160.4 | 153.4 | –4.4 | 59.6 | –2.8 | 2,016,557 | 14.8 | 28,647 | 33,835 | 1,021,318 | 11.9 | 14,891 | 17,136 | .0512 | .0436 |
| Somerset | 77.8 | 76.7 | –1.4 | 29.5 | .0 | 1,129,989 | 28.7 | 29,768 | 38,305 | 539,122 | 33.7 | 13,665 | 18,275 | .0247 | .0232 |
| **LANCASTER** | 437.6 | 475.5 | 8.7 | 172.1 | 10.0 | 9,215,513 | 40.1 | 42,047 | 53,547 | 3,997,761 | 25.7 | 20,342 | 23,229 | .1751 | .1738 |
| Lancaster | 437.6 | 475.5 | 8.7 | 172.1 | 10.0 | 9,215,513 | 40.1 | 42,047 | 53,547 | 3,997,761 | 25.7 | 20,342 | 23,229 | .1751 | .1738 |
| **PHILADELPHIA** | 4,924.1 | 5,097.1 | 3.5 | 1,880.1 | 4.3 | 115,292,000 | 35.7 | 47,143 | 61,322 | 43,601,079 | 24.1 | 19,486 | 23,191 | 2.1056 | 2.0335 |
| Bucks | 557.6 | 601.4 | 7.9 | 213.5 | 8.6 | 14,476,773 | 37.7 | 53,473 | 67,807 | 6,167,886 | 24.4 | 25,220 | 28,889 | .2664 | .2609 |
| Chester | 392.4 | 435.5 | 11.0 | 155.5 | 11.8 | 12,006,071 | 44.7 | 59,649 | 77,209 | 3,276,352 | 28.7 | 18,304 | 21,070 | .1841 | .1892 |
| Delaware | 551.4 | 562.1 | 1.9 | 210.5 | 3.6 | 12,954,800 | 31.6 | 48,441 | 61,543 | 4,813,686 | 18.7 | 19,964 | 22,868 | .2423 | .2267 |
| Montgomery | 687.5 | 711.9 | 3.5 | 272.7 | 5.1 | 20,912,099 | 35.2 | 59,585 | 76,685 | 8,540,125 | 20.6 | 27,283 | 31,317 | .3781 | .3605 |
| Philadelphia | 1,584.2 | 1,576.1 | –.5 | 603.0 | .2 | 26,993,625 | 31.2 | 34,191 | 44,766 | 9,218,315 | 23.7 | 12,382 | 15,287 | .5235 | .4928 |
| *Burlington, N. J.* | 403.8 | 426.2 | 5.5 | 147.8 | 5.9 | 11,136,398 | 43.0 | 55,787 | 75,348 | 4,895,311 | 40.5 | 24,963 | 33,121 | .1937 | .1997 |
| *Camden, N. J.* | 511.7 | 535.3 | 4.6 | 191.4 | 5.3 | 11,526,765 | 33.8 | 47,398 | 60,223 | 4,421,645 | 20.1 | 20,253 | 23,102 | .2164 | .2060 |
| *Gloucester, N. J.* | 235.5 | 248.6 | 5.6 | 85.7 | 6.2 | 5,285,469 | 36.6 | 47,957 | 61,674 | 2,267,759 | 21.9 | 23,062 | 26,462 | .1011 | .0977 |
| ***PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA*** | 5,986.2 | 6,207.1 | 3.7 | 2,283.9 | 4.5 | 140,878,134 | 36.4 | 47,250 | 61,683 | 54,537,991 | 24.8 | 19,984 | 23,879 | 2.5759 | 2.4985 |
| **PITTSBURGH** | 2,037.9 | 1,984.1 | –2.6 | 805.2 | –1.2 | 38,553,971 | 26.9 | 37,269 | 47,881 | 16,052,888 | 18.0 | 16,683 | 19,937 | .7920 | .7187 |
| Allegheny | 1,323.1 | 1,284.2 | –2.9 | 529.9 | –1.5 | 26,631,812 | 26.3 | 39,219 | 50,258 | 10,475,355 | 13.8 | 17,120 | 19,769 | .5387 | .4826 |
| Fayette | 143.9 | 140.5 | –2.4 | 55.2 | –.9 | 1,837,587 | 22.0 | 27,050 | 33,290 | 1,303,949 | 35.9 | 17,220 | 23,622 | .0473 | .0443 |
| Washington | 202.9 | 198.2 | –2.3 | 77.0 | –1.3 | 3,518,428 | 27.4 | 35,403 | 45,694 | 1,490,052 | 26.1 | 15,150 | 19,351 | .0724 | .0671 |
| Westmoreland | 368.0 | 361.2 | –1.8 | 143.1 | –.4 | 6,566,144 | 30.8 | 34,946 | 45,885 | 2,783,532 | 23.6 | 15,671 | 19,452 | .1336 | .1247 |
| ***PITTSBURGH - BEAVER VALLEY CONSOLIDATED AREA*** | 2,222.1 | 2,163.7 | –2.6 | 876.1 | –1.2 | 41,370,457 | 26.6 | 36,849 | 47,221 | 17,216,428 | 18.6 | 16,373 | 19,651 | .8524 | .7737 |
| **READING** | 342.8 | 361.2 | 5.4 | 138.1 | 6.2 | 6,767,204 | 30.1 | 40,026 | 49,002 | 3,103,267 | 21.8 | 19,602 | 22,471 | .1387 | .1306 |
| Berks | 342.8 | 361.2 | 5.4 | 138.1 | 6.2 | 6,767,204 | 30.1 | 40,026 | 49,002 | 3,103,267 | 21.8 | 19,602 | 22,471 | .1387 | .1306 |
| **SCRANTON - WILKES-BARRE** | 739.5 | 751.8 | 1.7 | 290.5 | 2.6 | 13,010,192 | 33.7 | 34,375 | 44,786 | 6,696,316 | 27.1 | 18,612 | 23,051 | .2754 | .2642 |
| Columbia | 63.5 | 63.7 | .3 | 24.1 | 2.1 | 960,043 | 28.4 | 31,678 | 39,836 | 554,453 | 34.4 | 17,483 | 23,006 | .0218 | .0208 |
| Lackawanna | 218.3 | 216.6 | –.8 | 84.8 | .4 | 3,733,158 | 29.2 | 34,207 | 44,023 | 2,092,841 | 27.3 | 19,453 | 24,680 | .0831 | .0780 |
| Luzerne | 327.2 | 324.7 | –.8 | 129.0 | .4 | 5,549,532 | 30.7 | 33,031 | 43,020 | 2,640,298 | 20.7 | 17,019 | 20,467 | .1187 | .1102 |
| Monroe | 101.8 | 116.2 | 14.1 | 41.3 | 14.1 | 2,246,071 | 51.2 | 41,047 | 54,384 | 1,246,072 | 38.8 | 24,796 | 30,171 | .0427 | .0458 |
| Wyoming | 28.7 | 30.6 | 6.6 | 11.3 | 9.7 | 521,388 | 43.5 | 35,264 | 46,141 | 162,652 | 27.0 | 12,438 | 14,394 | .0091 | .0094 |
| **SHARON** | 119.9 | 116.5 | –2.8 | 44.8 | –1.1 | 1,926,685 | 29.9 | 32,754 | 43,006 | 916,424 | 30.9 | 15,451 | 20,456 | .0409 | .0386 |
| Mercer | 119.9 | 116.5 | –2.8 | 44.8 | –1.1 | 1,926,685 | 29.9 | 32,754 | 43,006 | 916,424 | 30.9 | 15,451 | 20,456 | .0409 | .0386 |
| **STATE COLLEGE** | 126.0 | 130.5 | 3.6 | 45.0 | 3.9 | 2,109,359 | 32.9 | 36,650 | 46,875 | 972,544 | 19.5 | 18,793 | 21,612 | .0447 | .0422 |
| Centre | 126.0 | 130.5 | 3.6 | 45.0 | 3.9 | 2,109,359 | 32.9 | 36,650 | 46,875 | 972,544 | 19.5 | 18,793 | 21,612 | .0447 | .0422 |
| **WILLIAMSPORT** | 120.0 | 124.1 | 3.4 | 47.9 | 5.0 | 2,032,047 | 34.1 | 33,235 | 42,423 | 1,085,641 | 25.1 | 19,027 | 22,665 | .0441 | .0424 |
| Lycoming | 120.0 | 124.1 | 3.4 | 47.9 | 5.0 | 2,032,047 | 34.1 | 33,235 | 42,423 | 1,085,641 | 25.1 | 19,027 | 22,665 | .0441 | .0424 |
| **YORK** | 427.7 | 452.1 | 5.7 | 170.8 | 6.7 | 8,819,287 | 36.5 | 40,343 | 51,635 | 3,809,230 | 24.3 | 19,134 | 22,302 | .1709 | .1659 |
| Adams | 80.9 | 87.4 | 8.0 | 31.6 | 9.3 | 1,563,222 | 39.7 | 38,733 | 49,469 | 477,671 | 40.3 | 11,782 | 15,116 | .0270 | .0276 |

# METRO/COUNTY 1996 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991-1996 | 12/31/96 Households (Thous.) | % Change 1991-1996 | 1996 EBI ($000) | % Change 1991-1996 | Average Household EBI 1991 | Average Household EBI 1996 | 1996 Retail Sales ($000) | % Change 1991-1996 | Retail Sales Per Household 1991 | Retail Sales Per Household 1996 | Buying Power Index 1991 | Buying Power Index 1996 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **PENNSYLVANIA (continued)** | | | | | | | | | | | | | | | |
| **YORK (continued)** | | | | | | | | | | | | | | | |
| York | 346.8 | 364.7 | 5.2 | 139.2 | 6.1 | 7,256,065 | 35.9 | 40,698 | 52,127 | 3,331,559 | 22.4 | 20,753 | 23,934 | .1439 | .1383 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Adams | 80.9 | 87.4 | 8.0 | 31.6 | 9.3 | 1,563,222 | 39.7 | 38,733 | 49,469 | 477,671 | 40.3 | 11,782 | 15,116 | .0270 | .0276 |
| Allegheny | 1,323.1 | 1,284.2 | -2.9 | 529.9 | -1.5 | 26,631,812 | 26.3 | 39,219 | 50,258 | 10,475,355 | 13.8 | 17,120 | 19,769 | .5387 | .4826 |
| Armstrong | 73.0 | 71.8 | -1.6 | 28.1 | -.4 | 1,033,112 | 24.4 | 29,457 | 36,766 | 397,549 | 24.8 | 11,297 | 14,148 | .0221 | .0203 |
| Beaver | 184.2 | 179.6 | -2.5 | 70.9 | -.8 | 2,816,486 | 22.9 | 32,059 | 39,725 | 1,163,540 | 26.7 | 12,843 | 16,411 | .0604 | .0550 |
| Bedford | 48.3 | 49.7 | 2.9 | 18.8 | 3.3 | 699,348 | 33.5 | 28,794 | 37,199 | 492,105 | 45.1 | 18,635 | 26,176 | .0165 | .0164 |
| Berks | 342.8 | 361.2 | 5.4 | 138.1 | 6.2 | 6,767,204 | 30.1 | 40,026 | 49,002 | 3,103,267 | 21.8 | 19,602 | 22,471 | .1387 | .1306 |
| Blair | 130.2 | 129.4 | -.6 | 50.4 | .2 | 2,057,739 | 29.8 | 31,529 | 40,828 | 1,181,236 | 22.1 | 19,229 | 23,437 | .0475 | .0442 |
| Bradford | 61.4 | 63.2 | 2.9 | 23.7 | 4.4 | 972,771 | 35.3 | 31,671 | 41,045 | 481,085 | 32.1 | 16,040 | 20,299 | .0206 | .0199 |
| Bucks | 557.6 | 601.4 | 7.9 | 213.5 | 8.6 | 14,476,773 | 37.7 | 53,473 | 67,807 | 6,167,886 | 24.4 | 25,220 | 28,889 | .2664 | .2609 |
| Butler | 153.5 | 157.6 | 2.7 | 58.4 | 4.3 | 2,736,817 | 31.7 | 37,117 | 46,863 | 1,096,789 | 19.3 | 16,413 | 18,781 | .0552 | .0517 |
| Cambria | 160.4 | 153.4 | -4.4 | 59.6 | -2.8 | 2,016,557 | 14.8 | 28,647 | 33,835 | 1,021,318 | 11.9 | 14,891 | 17,136 | .0512 | .0436 |
| Cameron | 5.9 | 5.9 | .0 | 2.4 | .0 | 74,886 | 18.1 | 26,418 | 31,203 | 34,051 | 21.6 | 11,665 | 14,188 | .0019 | .0015 |
| Carbon | 58.0 | 61.4 | 5.9 | 24.0 | 6.7 | 1,007,656 | 37.0 | 32,689 | 41,986 | 296,643 | 22.3 | 10,779 | 12,360 | .0183 | .0180 |
| Centre | 126.0 | 130.5 | 3.6 | 45.0 | 3.9 | 2,109,359 | 32.9 | 36,650 | 46,875 | 972,544 | 19.5 | 18,793 | 21,612 | .0447 | .0422 |
| Chester | 392.4 | 435.5 | 11.0 | 155.5 | 11.8 | 12,006,071 | 44.7 | 59,649 | 77,209 | 3,276,352 | 28.7 | 18,304 | 21,070 | .1841 | .1892 |
| Clarion | 41.5 | 40.8 | -1.7 | 15.0 | .0 | 587,387 | 32.3 | 29,608 | 39,159 | 266,732 | 28.6 | 13,824 | 17,782 | .0126 | .0120 |
| Clearfield | 77.4 | 75.2 | -2.8 | 29.1 | -1.7 | 1,022,505 | 19.4 | 28,927 | 35,138 | 719,263 | 25.3 | 19,388 | 24,717 | .0271 | .0243 |
| Clinton | 37.2 | 37.1 | -.3 | 13.8 | .0 | 532,702 | 28.7 | 29,997 | 38,602 | 348,324 | 23.6 | 20,430 | 25,241 | .0131 | .0123 |
| Columbia | 63.5 | 63.7 | .3 | 24.1 | 2.1 | 960,043 | 28.4 | 31,678 | 39,836 | 554,453 | 34.4 | 17,483 | 23,006 | .0218 | .0208 |
| Crawford | 85.5 | 83.4 | -2.5 | 31.5 | -1.6 | 1,193,630 | 21.1 | 30,792 | 37,893 | 567,687 | 22.8 | 14,442 | 18,022 | .0276 | .0247 |
| Cumberland | 200.4 | 212.6 | 6.1 | 81.0 | 7.7 | 4,718,658 | 40.6 | 44,621 | 58,255 | 2,454,088 | 29.1 | 25,280 | 30,297 | .0921 | .0917 |
| Dauphin | 239.6 | 244.4 | 2.0 | 97.1 | 1.1 | 4,975,816 | 31.0 | 39,551 | 51,244 | 2,523,343 | 29.8 | 20,249 | 25,987 | .1018 | .0973 |
| Delaware | 551.4 | 562.1 | 1.9 | 210.5 | 3.6 | 12,954,800 | 31.6 | 48,441 | 61,543 | 4,813,686 | 18.7 | 19,964 | 22,868 | .2423 | .2267 |
| Elk | 34.4 | 33.3 | -3.2 | 12.9 | -.8 | 475,661 | 20.4 | 30,381 | 36,873 | 226,983 | 35.2 | 12,913 | 17,596 | .0108 | .0099 |
| Erie | 275.4 | 274.8 | -.2 | 102.7 | 1.0 | 4,804,927 | 31.8 | 35,854 | 46,786 | 2,335,327 | 30.6 | 17,583 | 22,739 | .1001 | .0956 |
| Fayette | 143.9 | 140.5 | -2.4 | 55.2 | -.9 | 1,837,587 | 22.0 | 27,050 | 33,290 | 1,303,949 | 35.9 | 17,220 | 23,622 | .0473 | .0443 |
| Forest | 4.8 | 4.8 | .0 | 1.9 | .0 | 67,648 | 34.1 | 26,554 | 35,604 | 19,558 | 35.7 | 7,585 | 10,294 | .0013 | .0013 |
| Franklin | 122.9 | 128.1 | 4.2 | 49.1 | 5.6 | 2,231,928 | 31.4 | 36,527 | 45,457 | 899,363 | 23.3 | 15,688 | 18,317 | .0444 | .0421 |
| Fulton | 14.2 | 15.2 | 7.0 | 5.8 | 9.4 | 213,317 | 36.0 | 29,594 | 36,779 | 64,604 | 25.4 | 9,718 | 11,139 | .0041 | .0041 |
| Greene | 39.3 | 38.1 | -3.1 | 14.1 | -3.4 | 517,853 | 22.0 | 29,062 | 36,727 | 204,678 | 22.6 | 11,434 | 14,516 | .0115 | .0103 |
| Huntingdon | 44.4 | 44.8 | .9 | 16.2 | 3.2 | 701,706 | 36.7 | 32,697 | 43,315 | 256,044 | 33.4 | 12,221 | 15,805 | .0136 | .0133 |
| Indiana | 89.7 | 89.2 | -.6 | 31.7 | .0 | 1,222,151 | 24.1 | 31,069 | 38,554 | 661,115 | 24.5 | 16,748 | 20,855 | .0290 | .0266 |
| Jefferson | 45.8 | 45.2 | -1.3 | 17.4 | -.6 | 594,715 | 17.6 | 28,890 | 34,179 | 288,915 | 21.0 | 13,639 | 16,604 | .0144 | .0127 |
| Juniata | 20.9 | 21.4 | 2.4 | 8.3 | 6.4 | 324,807 | 32.8 | 31,356 | 39,133 | 100,096 | 22.3 | 10,497 | 12,060 | .0062 | .0060 |
| Lackawanna | 218.3 | 216.6 | -.8 | 84.8 | .4 | 3,733,158 | 29.2 | 34,207 | 44,023 | 2,092,841 | 27.3 | 19,453 | 24,680 | .0831 | .0780 |
| Lancaster | 437.6 | 475.5 | 8.7 | 172.1 | 10.0 | 9,215,513 | 40.1 | 42,047 | 53,547 | 3,997,761 | 25.7 | 20,342 | 23,229 | .1751 | .1738 |
| Lawrence | 95.2 | 92.2 | -3.2 | 35.3 | -1.9 | 1,381,962 | 24.6 | 30,800 | 39,149 | 653,250 | 24.0 | 14,632 | 18,506 | .0311 | .0283 |
| Lebanon | 115.5 | 120.7 | 4.5 | 45.8 | 5.5 | 2,189,265 | 34.4 | 37,535 | 47,801 | 1,070,002 | 20.5 | 20,459 | 23,362 | .0455 | .0434 |
| Lehigh | 296.4 | 312.1 | 5.3 | 122.5 | 6.4 | 6,266,087 | 31.4 | 41,420 | 51,152 | 3,423,117 | 25.7 | 23,669 | 27,944 | .1322 | .1259 |
| Luzerne | 327.2 | 324.7 | -.8 | 129.0 | .4 | 5,549,532 | 30.7 | 33,031 | 43,020 | 2,640,298 | 20.7 | 17,019 | 20,467 | .1187 | .1102 |
| Lycoming | 120.0 | 124.1 | 3.4 | 47.9 | 5.0 | 2,032,047 | 34.1 | 33,235 | 42,423 | 1,085,641 | 25.1 | 19,027 | 22,665 | .0441 | .0424 |
| McKean | 46.3 | 44.0 | -5.0 | 16.5 | -5.7 | 675,778 | 23.5 | 31,269 | 40,956 | 244,299 | 13.3 | 12,326 | 14,806 | .0145 | .0128 |
| Mercer | 119.9 | 116.5 | -2.8 | 44.8 | -1.1 | 1,926,685 | 29.9 | 32,754 | 43,006 | 916,424 | 30.9 | 15,451 | 20,456 | .0409 | .0386 |
| Mifflin | 46.3 | 46.7 | .9 | 18.3 | 2.8 | 681,435 | 28.9 | 29,709 | 37,237 | 412,936 | 38.5 | 16,754 | 22,565 | .0157 | .0151 |
| Monroe | 101.8 | 116.2 | 14.1 | 41.3 | 14.1 | 2,246,071 | 51.2 | 41,047 | 54,384 | 1,246,072 | 38.8 | 24,796 | 30,171 | .0427 | .0458 |
| Montgomery | 687.5 | 711.9 | 3.5 | 272.7 | 5.1 | 20,912,099 | 35.2 | 59,585 | 76,685 | 8,540,125 | 20.6 | 27,283 | 31,317 | .3781 | .3605 |
| Montour | 17.7 | 17.7 | .0 | 6.5 | .0 | 352,385 | 34.4 | 40,344 | 54,213 | 96,600 | 23.0 | 12,081 | 14,862 | .0063 | .0058 |
| Northampton | 253.7 | 273.2 | 7.7 | 101.7 | 8.8 | 5,127,848 | 33.5 | 41,085 | 50,421 | 1,680,837 | 22.0 | 14,736 | 16,527 | .0942 | .0909 |
| Northumberland | 96.5 | 95.8 | -.7 | 38.7 | .0 | 1,520,087 | 32.4 | 29,673 | 39,279 | 693,594 | 26.4 | 14,174 | 17,922 | .0320 | .0304 |
| Perry | 42.5 | 46.4 | 9.2 | 16.9 | 9.7 | 816,967 | 47.2 | 36,038 | 48,341 | 288,718 | 48.6 | 12,617 | 17,084 | .0140 | .0149 |
| Philadelphia | 1,584.2 | 1,576.1 | -.5 | 603.0 | .2 | 26,993,625 | 31.2 | 34,191 | 44,766 | 9,218,315 | 23.7 | 12,382 | 15,287 | .5235 | .4928 |
| Pike | 31.1 | 38.1 | 22.5 | 14.2 | 21.4 | 654,328 | 47.1 | 38,010 | 46,079 | 130,383 | 35.3 | 8,235 | 9,182 | .0100 | .0109 |
| Potter | 16.8 | 17.3 | 3.0 | 6.2 | .0 | 246,316 | 34.6 | 29,509 | 39,728 | 119,129 | 43.4 | 13,400 | 19,214 | .0052 | .0051 |
| Schuylkill | 152.5 | 150.0 | -1.6 | 59.9 | -.8 | 2,375,003 | 28.8 | 30,530 | 39,649 | 1,031,419 | 24.1 | 13,757 | 17,219 | .0504 | .0468 |
| Snyder | 37.3 | 38.9 | 4.3 | 13.6 | 4.6 | 625,572 | 40.5 | 34,248 | 45,998 | 371,931 | 25.7 | 22,769 | 27,348 | .0137 | .0136 |
| Somerset | 77.8 | 76.7 | -1.4 | 29.5 | .0 | 1,129,989 | 28.7 | 29,768 | 38,305 | 539,122 | 33.7 | 13,665 | 18,275 | .0247 | .0232 |
| Sullivan | 6.1 | 6.1 | .0 | 2.3 | .0 | 93,341 | 35.8 | 29,876 | 40,583 | 31,877 | 20.3 | 11,517 | 13,860 | .0018 | .0018 |
| Susquehanna | 41.3 | 44.2 | 7.0 | 16.2 | 6.6 | 704,298 | 42.9 | 32,420 | 43,475 | 244,555 | 48.1 | 10,863 | 15,096 | .0125 | .0132 |
| Tioga | 41.1 | 40.4 | -1.7 | 15.0 | .0 | 576,780 | 26.3 | 30,436 | 38,452 | 278,890 | 37.2 | 13,550 | 18,593 | .0128 | .0120 |
| Union | 36.6 | 37.9 | 3.6 | 12.4 | 4.2 | 616,850 | 33.8 | 38,729 | 49,746 | 198,396 | 19.5 | 13,952 | 16,000 | .0117 | .0113 |
| Venango | 58.3 | 55.4 | -5.0 | 21.1 | -4.1 | 840,774 | 24.0 | 30,815 | 39,847 | 421,398 | 28.8 | 14,872 | 19,971 | .0191 | .0174 |
| Warren | 44.7 | 43.8 | -2.0 | 17.2 | .0 | 768,883 | 29.1 | 34,624 | 44,703 | 870,347 | 28.4 | 39,419 | 50,602 | .0228 | .0213 |
| Washington | 202.9 | 198.2 | -2.3 | 77.0 | -1.3 | 3,518,428 | 27.4 | 35,403 | 45,694 | 1,490,052 | 26.1 | 15,150 | 19,351 | .0724 | .0671 |

# METRO/COUNTY 1996 PROJECTIONS

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991-1996 | 12/31/96 Households (Thous.) | % Change 1991-1996 | 1996 EBI ($000) | % Change 1991-1996 | Average Household EBI | | 1996 Retail Sales ($000) | % Change 1991-1996 | Retail Sales Per Household | | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 1991 | 1996 | | | 1991 | 1996 | 1991 | 1996 |
| **PENNSYLVANIA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Wayne | 41.6 | 45.7 | 9.9 | 17.2 | 13.2 | 722,919 | 44.5 | 32,910 | 42,030 | 461,122 | 36.4 | 22,236 | 26,809 | .0155 | .0162 |
| Westmoreland | 368.0 | 361.2 | −1.8 | 143.1 | −.4 | 6,566,144 | 30.8 | 34,946 | 45,885 | 2,783,532 | 23.6 | 15,671 | 19,452 | .1336 | .1247 |
| Wyoming | 28.7 | 30.6 | 6.6 | 11.3 | 9.7 | 521,388 | 43.5 | 35,264 | 46,141 | 162,652 | 27.0 | 12,438 | 14,394 | .0091 | .0094 |
| York | 346.8 | 364.7 | 5.2 | 139.2 | 6.1 | 7,256,065 | 35.9 | 40,698 | 52,127 | 3,331,559 | 22.4 | 20,753 | 23,934 | .1439 | .1383 |
| **TOTAL METRO COUNTIES** | **10,158.6** | **10,367.5** | **2.1** | **3,971.7** | **3.0** | **207,705,621** | **32.7** | **40,593** | **52,296** | **86,627,726** | **23.1** | **18,263** | **21,811** | **4.0582** | **3.8502** |
| **TOTAL STATE** | **11,968.1** | **12,186.5** | **1.8** | **4,660.5** | **2.8** | **235,745,376** | **32.4** | **39,294** | **50,584** | **100,012,793** | **23.6** | **17,856** | **21,460** | **4.6653** | **4.4216** |
| **RHODE ISLAND** | | | | | | | | | | | | | | | |
| **PROVIDENCE - PAWTUCKET - WOONSOCKET** | **924.7** | **935.1** | **1.1** | **353.4** | **1.6** | **17,735,838** | **35.9** | **37,501** | **50,186** | **7,585,718** | **23.5** | **17,653** | **21,465** | **.3490** | **.3348** |
| Bristol | 49.0 | 48.8 | −.4 | 17.6 | .0 | 1,037,670 | 30.8 | 45,079 | 58,959 | 256,845 | 15.7 | 12,613 | 14,593 | .0181 | .0169 |
| Kent | 163.2 | 168.3 | 3.1 | 65.4 | 4.0 | 3,419,489 | 36.0 | 39,977 | 52,286 | 1,859,661 | 20.8 | 24,469 | 28,435 | .0720 | .0684 |
| Providence | 600.0 | 600.4 | .1 | 228.2 | .4 | 10,612,345 | 33.2 | 35,055 | 46,505 | 4,459,776 | 24.4 | 15,785 | 19,543 | .2131 | .2024 |
| Washington | 112.5 | 117.6 | 4.5 | 42.2 | 5.0 | 2,666,334 | 50.3 | 44,135 | 63,183 | 1,009,436 | 27.2 | 19,745 | 23,920 | .0458 | .0471 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Bristol | 49.0 | 48.8 | −.4 | 17.6 | .0 | 1,037,670 | 30.8 | 45,079 | 58,959 | 256,845 | 15.7 | 12,613 | 14,593 | .0181 | .0169 |
| Kent | 163.2 | 168.3 | 3.1 | 65.4 | 4.0 | 3,419,489 | 36.0 | 39,977 | 52,286 | 1,859,661 | 20.8 | 24,469 | 28,435 | .0720 | .0684 |
| Newport | 87.4 | 88.3 | 1.0 | 33.4 | 1.5 | 1,874,976 | 34.1 | 42,503 | 56,137 | 737,506 | 19.1 | 18,817 | 22,081 | .0358 | .0338 |
| Providence | 600.0 | 600.4 | .1 | 228.2 | .4 | 10,612,345 | 33.2 | 35,055 | 46,505 | 4,459,776 | 24.4 | 15,785 | 19,543 | .2131 | .2024 |
| Washington | 112.5 | 117.6 | 4.5 | 42.2 | 5.0 | 2,666,334 | 50.3 | 44,135 | 63,183 | 1,009,436 | 27.2 | 19,745 | 23,920 | .0458 | .0471 |
| **TOTAL METRO COUNTIES** | **924.7** | **935.1** | **1.1** | **353.4** | **1.6** | **17,735,838** | **35.9** | **37,501** | **50,186** | **7,585,718** | **23.5** | **17,653** | **21,465** | **.3490** | **.3348** |
| **TOTAL STATE** | **1,012.1** | **1,023.4** | **1.1** | **386.8** | **1.6** | **19,610,814** | **35.8** | **37,933** | **50,700** | **8,323,224** | **23.1** | **17,753** | **21,518** | **.3848** | **.3686** |
| **SOUTH CAROLINA** | | | | | | | | | | | | | | | |
| **ANDERSON** | **147.7** | **152.6** | **3.3** | **58.8** | **4.4** | **2,495,730** | **40.4** | **31,576** | **42,444** | **1,432,501** | **37.4** | **18,518** | **24,362** | **.0527** | **.0530** |
| Anderson | 147.7 | 152.6 | 3.3 | 58.8 | 4.4 | 2,495,730 | 40.4 | 31,576 | 42,444 | 1,432,501 | 37.4 | 18,518 | 24,362 | .0527 | .0530 |
| **CHARLESTON** | **524.3** | **563.5** | **7.5** | **199.1** | **8.3** | **9,462,324** | **45.9** | **35,285** | **47,525** | **4,461,294** | **25.2** | **19,384** | **22,407** | **.1870** | **.1885** |
| Berkeley | 134.9 | 151.8 | 12.5 | 50.5 | 13.7 | 2,277,100 | 53.0 | 33,513 | 45,091 | 482,002 | 35.7 | 8,001 | 9,545 | .0364 | .0393 |
| Charleston | 300.6 | 309.0 | 2.8 | 113.9 | 4.2 | 5,541,373 | 40.7 | 36,039 | 48,651 | 3,452,927 | 22.5 | 25,788 | 30,315 | .1230 | .1190 |
| Dorchester | 88.8 | 102.7 | 15.7 | 34.7 | 15.3 | 1,643,851 | 55.3 | 35,160 | 47,373 | 526,365 | 35.4 | 12,916 | 15,169 | .0276 | .0302 |
| **CHARLOTTE - GASTONIA - ROCK HILL** | **1,200.4** | **1,291.8** | **7.6** | **495.7** | **8.8** | **25,176,937** | **44.3** | **38,298** | **50,791** | **11,530,433** | **31.8** | **19,204** | **23,261** | **.4727** | **.4821** |
| York | 135.8 | 146.5 | 7.9 | 53.4 | 9.7 | 2,637,214 | 47.2 | 36,792 | 49,386 | 1,294,949 | 43.7 | 18,506 | 24,250 | .0495 | .0524 |
| *Cabarrus, N. C.* | *101.0* | *106.2* | *5.1* | *40.7* | *6.3* | *1,865,966* | *37.0* | *35,573* | *45,847* | *894,014* | *28.8* | *18,123* | *21,966* | *.0377* | *.0370* |
| *Gaston, N. C.* | *176.9* | *180.9* | *2.3* | *68.0* | *3.0* | *2,844,293* | *30.1* | *33,136* | *41,828* | *1,604,244* | *36.2* | *17,848* | *23,592* | *.0627* | *.0607* |
| *Lincoln, N. C.* | *52.1* | *57.0* | *9.4* | *21.6* | *10.8* | *952,522* | *45.1* | *33,661* | *44,098* | *344,594* | *33.0* | *13,290* | *15,953* | *.0172* | *.0178* |
| *Mecklenburg, N. C.* | *534.6* | *586.4* | *9.7* | *232.2* | *10.9* | *13,347,721* | *49.2* | *42,717* | *57,484* | *6,212,911* | *30.1* | *22,797* | *26,757* | *.2407* | *.2493* |
| *Rowan, N. C.* | *112.6* | *118.1* | *4.9* | *45.9* | *6.0* | *1,831,974* | *34.8* | *31,390* | *39,912* | *616,323* | *21.0* | *11,768* | *13,428* | *.0355* | *.0343* |
| *Union, N. C.* | *87.4* | *96.7* | *10.6* | *33.9* | *11.5* | *1,697,247* | *48.0* | *37,727* | *50,066* | *563,398* | *30.0* | *14,260* | *16,619* | *.0294* | *.0306* |
| **COLUMBIA** | **462.3** | **479.1** | **3.6** | **174.9** | **5.0** | **8,933,259** | **41.8** | **37,819** | **51,071** | **5,286,892** | **45.8** | **21,766** | **30,228** | **.1807** | **.1872** |
| Lexington | 173.5 | 183.4 | 5.7 | 67.9 | 6.6 | 3,553,432 | 44.0 | 38,731 | 52,333 | 1,731,802 | 53.1 | 17,754 | 25,505 | .0654 | .0695 |
| Richland | 288.8 | 295.7 | 2.4 | 107.0 | 4.0 | 5,378,827 | 40.3 | 37,256 | 50,269 | 3,555,090 | 42.5 | 24,249 | 33,225 | .1153 | .1177 |
| **FLORENCE** | **115.8** | **119.2** | **2.9** | **42.7** | **4.9** | **1,876,137** | **43.4** | **32,135** | **43,938** | **1,257,857** | **30.3** | **23,712** | **29,458** | **.0425** | **.0425** |
| Florence | 115.8 | 119.2 | 2.9 | 42.7 | 4.9 | 1,876,137 | 43.4 | 32,135 | 43,938 | 1,257,857 | 30.3 | 23,712 | 29,458 | .0425 | .0425 |
| **GREENVILLE - SPARTANBURG** | **655.3** | **692.7** | **5.7** | **264.2** | **7.0** | **12,636,886** | **45.7** | **35,137** | **47,831** | **7,014,541** | **40.9** | **20,160** | **26,550** | **.2500** | **.2596** |
| Greenville | 327.4 | 343.6 | 4.9 | 133.5 | 6.0 | 6,735,460 | 44.8 | 36,952 | 50,453 | 3,773,911 | 36.2 | 22,010 | 28,269 | .1339 | .1370 |
| Pickens | 96.9 | 106.2 | 9.6 | 38.9 | 12.1 | 1,794,379 | 53.9 | 33,594 | 46,128 | 693,886 | 49.8 | 13,347 | 17,838 | .0309 | .0337 |
| Spartanburg | 231.0 | 242.9 | 5.2 | 91.8 | 6.4 | 4,107,047 | 43.7 | 33,110 | 44,739 | 2,546,744 | 46.1 | 20,200 | 27,742 | .0852 | .0889 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Abbeville | 24.0 | 24.4 | 1.7 | 9.3 | 4.5 | 314,167 | 29.3 | 27,301 | 33,781 | 76,434 | 38.8 | 6,187 | 8,219 | .0061 | .0058 |
| ☐ Aiken | 123.7 | 130.9 | 5.8 | 49.2 | 7.0 | 1,828,255 | 25.8 | 31,584 | 37,160 | 1,103,149 | 43.6 | 16,699 | 22,422 | .0418 | .0411 |
| Allendale | 12.1 | 12.3 | 1.7 | 3.8 | .0 | 113,139 | 28.5 | 23,163 | 29,773 | 42,561 | 31.8 | 8,499 | 11,200 | .0027 | .0025 |
| Anderson | 147.7 | 152.6 | 3.3 | 58.8 | 4.4 | 2,495,730 | 40.4 | 31,576 | 42,444 | 1,432,501 | 37.4 | 18,518 | 24,362 | .0527 | .0530 |
| Bamberg | 16.6 | 16.0 | −3.6 | 5.5 | −1.8 | 166,248 | 19.7 | 24,801 | 30,227 | 85,139 | 34.1 | 11,337 | 15,480 | .0041 | .0039 |
| Barnwell | 20.4 | 20.8 | 2.0 | 7.1 | .0 | 246,186 | 19.6 | 28,986 | 34,674 | 137,821 | 35.3 | 14,344 | 19,411 | .0061 | .0056 |
| Beaufort | 89.9 | 99.8 | 11.0 | 35.7 | 11.2 | 1,639,615 | 30.8 | 39,036 | 45,928 | 994,113 | 35.5 | 22,861 | 27,846 | .0360 | .0356 |
| Berkeley | 134.9 | 151.8 | 12.5 | 50.5 | 13.7 | 2,277,100 | 53.0 | 33,513 | 45,091 | 482,002 | 35.7 | 8,001 | 9,545 | .0364 | .0393 |
| Calhoun | 12.8 | 12.8 | .0 | 4.5 | .0 | 173,532 | 34.5 | 28,680 | 38,563 | 32,936 | 30.2 | 5,622 | 7,319 | .0032 | .0031 |

# METRO/COUNTY 1996 PROJECTIONS

S&MM ESTIMATES

| METRO AREA County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991-1996 | 12/31/96 Households (Thous.) | % Change 1991-1996 | 1996 EBI ($000) | % Change 1991-1996 | Average Household EBI | | 1996 Retail Sales ($000) | % Change 1991-1996 | Retail Sales Per Household | | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 1991 | 1996 | | | 1991 | 1996 | 1991 | 1996 |
| **SOUTH CAROLINA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Charleston | 300.6 | 309.0 | 2.8 | 113.9 | 4.2 | 5,541,373 | 40.7 | 36,039 | 48,651 | 3,452,927 | 22.5 | 25,788 | 30,315 | .1230 | .1190 |
| Cherokee | 45.3 | 47.7 | 5.3 | 17.9 | 6.5 | 621,292 | 33.3 | 27,739 | 34,709 | 370,154 | 39.3 | 15,814 | 20,679 | .0141 | .0141 |
| Chester | 32.6 | 34.0 | 4.3 | 12.1 | 4.3 | 478,837 | 42.9 | 28,889 | 39,573 | 169,260 | 38.6 | 10,531 | 13,988 | .0091 | .0092 |
| Chesterfield | 38.9 | 40.3 | 3.6 | 15.1 | 6.3 | 511,856 | 38.5 | 26,034 | 33,898 | 241,789 | 38.6 | 12,288 | 16,013 | .0109 | .0109 |
| Clarendon | 28.9 | 30.3 | 4.8 | 10.2 | 5.2 | 324,485 | 37.2 | 24,374 | 31,812 | 150,823 | 24.9 | 12,451 | 14,787 | .0075 | .0073 |
| Colleton | 35.0 | 36.9 | 5.4 | 13.3 | 8.1 | 491,765 | 46.9 | 27,211 | 36,975 | 269,958 | 42.8 | 15,370 | 20,298 | .0102 | .0108 |
| Darlington | 62.2 | 63.5 | 2.1 | 23.2 | 4.5 | 932,363 | 40.9 | 29,798 | 40,188 | 424,101 | 39.0 | 13,742 | 18,280 | .0189 | .0191 |
| Dillon | 29.3 | 30.2 | 3.1 | 10.5 | 5.0 | 308,279 | 30.9 | 23,546 | 29,360 | 220,219 | 45.0 | 15,193 | 20,973 | .0081 | .0078 |
| Dorchester | 88.8 | 102.7 | 15.7 | 34.7 | 15.3 | 1,643,851 | 55.3 | 35,160 | 47,373 | 526,365 | 35.4 | 12,916 | 15,169 | .0276 | .0302 |
| Edgefield | 18.8 | 20.2 | 7.4 | 7.1 | 7.6 | 292,862 | 44.9 | 30,633 | 41,248 | 140,671 | 40.2 | 15,207 | 19,813 | .0057 | .0061 |
| Fairfield | 22.6 | 23.5 | 4.0 | 8.1 | 6.6 | 327,034 | 46.6 | 29,351 | 40,375 | 114,522 | 40.2 | 10,747 | 14,139 | .0062 | .0062 |
| Florence | 115.8 | 119.2 | 2.9 | 42.7 | 4.9 | 1,876,137 | 43.4 | 32,135 | 43,938 | 1,257,857 | 30.3 | 23,712 | 29,458 | .0425 | .0425 |
| Georgetown | 47.8 | 52.7 | 10.3 | 19.0 | 12.4 | 800,773 | 51.3 | 31,324 | 42,146 | 425,135 | 33.3 | 18,874 | 22,376 | .0161 | .0170 |
| Greenville | 327.4 | 343.6 | 4.9 | 133.5 | 6.0 | 6,735,460 | 44.8 | 36,952 | 50,453 | 3,773,911 | 36.2 | 22,010 | 28,269 | .1339 | .1370 |
| Greenwood | 60.1 | 61.4 | 2.2 | 23.9 | 3.9 | 1,018,249 | 42.3 | 31,102 | 42,605 | 619,036 | 34.4 | 20,023 | 25,901 | .0219 | .0220 |
| Hampton | 18.3 | 18.7 | 2.2 | 6.3 | .0 | 177,230 | 18.2 | 23,805 | 28,132 | 109,532 | 21.0 | 14,370 | 17,386 | .0049 | .0044 |
| Horry | 151.0 | 171.2 | 13.4 | 67.8 | 15.5 | 2,949,317 | 55.8 | 32,239 | 43,500 | 2,668,607 | 51.8 | 29,951 | 39,360 | .0663 | .0739 |
| Jasper | 15.8 | 16.7 | 5.7 | 5.9 | 9.3 | 198,661 | 49.0 | 24,696 | 33,671 | 103,677 | 44.3 | 13,302 | 17,572 | .0042 | .0045 |
| Kershaw | 45.1 | 49.5 | 9.8 | 17.9 | 9.8 | 768,118 | 44.2 | 32,675 | 42,912 | 394,866 | 34.9 | 17,957 | 22,060 | .0155 | .0160 |
| Lancaster | 55.1 | 56.9 | 3.3 | 21.0 | 5.0 | 876,461 | 41.8 | 30,903 | 41,736 | 396,155 | 40.8 | 14,063 | 18,865 | .0173 | .0176 |
| Laurens | 59.0 | 61.8 | 4.7 | 22.0 | 4.8 | 860,862 | 36.2 | 30,096 | 39,130 | 348,345 | 42.8 | 11,616 | 15,834 | .0170 | .0172 |
| Lee | 18.4 | 18.3 | -.5 | 6.0 | .0 | 159,161 | 18.2 | 22,451 | 26,527 | 71,647 | 34.5 | 8,876 | 11,941 | .0043 | .0037 |
| Lexington | 173.5 | 183.4 | 5.7 | 67.9 | 6.6 | 3,553,432 | 44.0 | 38,731 | 52,333 | 1,731,802 | 53.1 | 17,754 | 25,505 | .0654 | .0695 |
| McCormick | 8.8 | 8.3 | -5.7 | 2.5 | -7.4 | 80,969 | 17.1 | 25,614 | 32,388 | 19,468 | 23.9 | 5,817 | 7,787 | .0019 | .0015 |
| Marion | 34.1 | 35.0 | 2.6 | 12.4 | 4.2 | 355,865 | 28.4 | 23,292 | 28,699 | 237,363 | 43.0 | 13,946 | 19,142 | .0090 | .0090 |
| Marlboro | 30.0 | 30.1 | .3 | 10.2 | 1.0 | 362,360 | 38.9 | 25,825 | 35,525 | 153,839 | 45.7 | 10,451 | 15,082 | .0077 | .0077 |
| Newberry | 33.7 | 35.6 | 5.6 | 13.6 | 7.9 | 534,314 | 46.2 | 29,008 | 39,288 | 244,952 | 41.9 | 13,705 | 18,011 | .0104 | .0108 |
| Oconee | 59.7 | 66.6 | 11.6 | 26.3 | 12.9 | 1,129,628 | 51.9 | 31,908 | 42,952 | 500,991 | 52.2 | 14,127 | 19,049 | .0201 | .0221 |
| Orangeburg | 86.3 | 91.5 | 6.0 | 32.1 | 8.4 | 1,153,785 | 45.8 | 26,740 | 35,943 | 823,710 | 52.9 | 18,203 | 25,661 | .0263 | .0282 |
| Pickens | 96.9 | 106.2 | 9.6 | 38.9 | 12.1 | 1,794,379 | 53.9 | 33,594 | 46,128 | 693,886 | 49.8 | 13,347 | 17,838 | .0309 | .0337 |
| Richland | 288.8 | 295.7 | 2.4 | 107.0 | 4.0 | 5,378,827 | 40.3 | 37,256 | 50,269 | 3,555,090 | 42.5 | 24,249 | 33,225 | .1153 | .1177 |
| Saluda | 16.3 | 16.3 | .0 | 5.8 | .0 | 218,690 | 34.5 | 28,038 | 37,705 | 71,699 | 26.8 | 9,748 | 12,362 | .0044 | .0043 |
| Spartanburg | 231.0 | 242.9 | 5.2 | 91.8 | 6.4 | 4,107,047 | 43.7 | 33,110 | 44,739 | 2,546,744 | 46.1 | 20,200 | 27,742 | .0852 | .0889 |
| Sumter | 104.4 | 109.1 | 4.5 | 35.3 | 5.7 | 1,627,705 | 45.4 | 33,519 | 46,111 | 913,682 | 42.1 | 19,250 | 25,883 | .0338 | .0351 |
| Union | 30.4 | 30.8 | 1.3 | 12.0 | 4.3 | 369,401 | 27.4 | 25,214 | 30,783 | 189,763 | 42.6 | 11,572 | 15,814 | .0085 | .0082 |
| Williamsburg | 36.8 | 36.7 | -.3 | 12.1 | .0 | 369,279 | 30.1 | 23,450 | 30,519 | 156,087 | 28.1 | 10,070 | 12,900 | .0087 | .0083 |
| York | 135.8 | 146.5 | 7.9 | 53.4 | 9.7 | 2,637,214 | 47.2 | 36,792 | 49,386 | 1,294,949 | 43.7 | 18,506 | 24,250 | .0495 | .0524 |
| **TOTAL METRO COUNTIES** | **2,164.9** | **2,284.5** | **5.5** | **842.3** | **6.8** | **39,868,805** | **43.5** | **35,224** | **47,333** | **21,851,183** | **37.9** | **20,080** | **25,942** | **.8042** | **.8243** |
| **TOTAL STATE** | **3,565.4** | **3,764.4** | **5.6** | **1,377.8** | **6.9** | **60,821,293** | **42.7** | **33,071** | **44,144** | **33,770,238** | **39.4** | **18,795** | **24,510** | **1.2514** | **1.2838** |
| **SOUTH DAKOTA** | | | | | | | | | | | | | | | |
| **RAPID CITY** | **84.2** | **93.0** | **10.5** | **35.8** | **12.6** | **1,850,044** | **46.1** | **39,831** | **51,677** | **1,365,276** | **57.1** | **27,323** | **38,136** | **.0380** | **.0416** |
| Pennington | 84.2 | 93.0 | 10.5 | 35.8 | 12.6 | 1,850,044 | 46.1 | 39,831 | 51,677 | 1,365,276 | 57.1 | 27,323 | 38,136 | .0380 | .0416 |
| **SIOUX FALLS** | **126.7** | **134.2** | **5.9** | **52.4** | **7.2** | **2,893,207** | **38.6** | **42,677** | **55,214** | **1,983,070** | **50.6** | **26,923** | **37,845** | **.0596** | **.0623** |
| Minnehaha | 126.7 | 134.2 | 5.9 | 52.4 | 7.2 | 2,893,207 | 38.6 | 42,677 | 55,214 | 1,983,070 | 50.6 | 26,923 | 37,845 | .0596 | .0623 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Aurora | 3.1 | 3.1 | .0 | 1.1 | .0 | 41,443 | 31.1 | 28,740 | 37,675 | 11,504 | 28.7 | 8,125 | 10,458 | .0009 | .0007 |
| Beadle | 18.2 | 18.1 | -.5 | 7.3 | .0 | 313,432 | 30.4 | 32,937 | 42,936 | 155,484 | 35.5 | 15,714 | 21,299 | .0066 | .0063 |
| Bennett | 3.3 | 3.8 | 15.2 | 1.0 | .0 | 38,824 | 28.5 | 30,213 | 38,824 | 23,961 | 27.6 | 18,781 | 23,961 | .0010 | .0010 |
| Bon Homme | 6.9 | 6.4 | -7.2 | 2.6 | .0 | 92,085 | 28.4 | 27,584 | 35,417 | 39,020 | 40.0 | 10,717 | 15,008 | .0018 | .0019 |
| Brookings | 25.4 | 25.9 | 2.0 | 9.5 | 5.6 | 441,863 | 37.4 | 35,731 | 46,512 | 200,476 | 48.8 | 14,967 | 21,103 | .0086 | .0086 |
| Brown | 35.7 | 36.3 | 1.7 | 14.4 | 3.6 | 696,298 | 34.6 | 37,217 | 48,354 | 496,796 | 45.9 | 24,492 | 34,500 | .0154 | .0155 |
| Brule | 5.5 | 5.5 | .0 | 2.0 | .0 | 83,679 | 27.8 | 32,742 | 41,840 | 61,422 | 27.3 | 24,132 | 30,711 | .0022 | .0020 |
| Buffalo | 1.8 | 1.8 | .0 | .5 | .0 | 16,493 | 29.5 | 25,470 | 32,986 | 1,204 | 28.1 | 1,880 | 2,408 | .0002 | .0004 |
| Butte | 7.9 | 7.9 | .0 | 3.0 | .0 | 129,108 | 30.8 | 32,890 | 43,036 | 66,501 | 40.7 | 15,750 | 22,167 | .0027 | .0026 |
| Campbell | 2.0 | 2.0 | .0 | .8 | .0 | 29,664 | 30.5 | 28,414 | 37,080 | 10,403 | 20.6 | 10,785 | 13,004 | .0007 | .0005 |
| Charles Mix | 9.1 | 9.1 | .0 | 3.2 | .0 | 112,922 | 30.3 | 27,073 | 35,288 | 37,989 | 26.5 | 9,383 | 11,872 | .0023 | .0023 |
| Clark | 4.4 | 4.4 | .0 | 1.7 | .0 | 67,556 | 30.1 | 30,545 | 39,739 | 14,176 | 25.0 | 6,669 | 8,339 | .0013 | .0011 |
| Clay | 13.3 | 13.3 | .0 | 4.4 | .0 | 190,813 | 28.3 | 33,792 | 43,367 | 87,708 | 40.0 | 14,238 | 19,934 | .0040 | .0039 |
| Codington | 23.0 | 23.9 | 3.9 | 9.4 | 5.6 | 417,487 | 36.8 | 34,281 | 44,414 | 342,234 | 48.6 | 25,883 | 36,408 | .0097 | .0100 |
| Corson | 4.0 | 3.6 | -10.0 | 1.3 | .0 | 43,871 | 30.3 | 25,904 | 33,747 | 9,235 | 30.4 | 5,448 | 7,104 | .0008 | .0008 |
| Custer | 6.2 | 6.2 | .0 | 2.4 | .0 | 109,932 | 28.8 | 35,575 | 45,805 | 40,056 | 40.2 | 11,901 | 16,690 | .0022 | .0021 |

# METRO/COUNTY 1996 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991-1996 | 12/31/96 Households (Thous.) | % Change 1991-1996 | 1996 EBI ($000) | % Change 1991-1996 | Average Household EBI 1991 | Average Household EBI 1996 | 1996 Retail Sales ($000) | % Change 1991-1996 | Retail Sales Per Household 1991 | Retail Sales Per Household 1996 | Buying Power Index 1991 | Buying Power Index 1996 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **SOUTH DAKOTA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Davison | 17.4 | 16.9 | -2.9 | 6.9 | .0 | 291,407 | 30.4 | 32,398 | 42,233 | 227,060 | 35.2 | 24,341 | 32,907 | .0072 | .0068 |
| Day | 6.8 | 6.4 | -5.9 | 2.7 | .0 | 103,366 | 29.3 | 29,605 | 38,284 | 42,715 | 40.1 | 11,293 | 15,820 | .0021 | .0020 |
| Deuel | 4.5 | 4.5 | .0 | 1.8 | .0 | 68,847 | 29.5 | 29,537 | 38,248 | 25,745 | 40.5 | 10,178 | 14,303 | .0014 | .0014 |
| Dewey | 5.5 | 5.5 | .0 | 1.7 | .0 | 60,594 | 31.3 | 27,139 | 35,644 | 21,816 | 16.2 | 11,040 | 12,833 | .0013 | .0013 |
| Douglas | 3.7 | 3.7 | .0 | 1.3 | .0 | 46,439 | 29.3 | 27,638 | 35,722 | 13,811 | 27.9 | 8,305 | 10,624 | .0009 | .0008 |
| Edmunds | 4.3 | 4.3 | .0 | 1.6 | .0 | 59,712 | 29.1 | 28,903 | 37,320 | 17,335 | 27.9 | 8,474 | 10,834 | .0012 | .0012 |
| Fall River | 7.3 | 7.3 | .0 | 2.8 | .0 | 121,302 | 25.7 | 34,455 | 43,322 | 57,874 | 37.7 | 15,006 | 20,669 | .0026 | .0024 |
| Faulk | 2.7 | 2.7 | .0 | 1.0 | .0 | 34,928 | 25.7 | 27,784 | 34,928 | 12,463 | 38.6 | 8,992 | 12,463 | .0007 | .0006 |
| Grant | 8.3 | 8.3 | .0 | 3.1 | .0 | 138,562 | 29.4 | 34,533 | 44,697 | 63,944 | 25.3 | 16,458 | 20,627 | .0029 | .0028 |
| Gregory | 5.3 | 5.3 | .0 | 2.1 | .0 | 77,317 | 29.9 | 28,338 | 36,818 | 21,519 | 28.2 | 7,993 | 10,247 | .0015 | .0014 |
| Haakon | 2.5 | 2.2 | -12.0 | .9 | .0 | 43,104 | 31.3 | 36,466 | 47,893 | 16,240 | 22.4 | 14,742 | 18,044 | .0008 | .0008 |
| Hamlin | 5.0 | 5.0 | .0 | 1.9 | .0 | 79,118 | 31.3 | 31,704 | 41,641 | 11,523 | 29.1 | 4,698 | 6,065 | .0014 | .0013 |
| Hand | 4.2 | 4.2 | .0 | 1.6 | .0 | 63,110 | 29.1 | 30,561 | 39,444 | 26,702 | 28.2 | 13,014 | 16,689 | .0013 | .0013 |
| Hanson | 3.0 | 3.0 | .0 | 1.1 | .0 | 51,485 | 31.3 | 35,642 | 46,805 | 10,422 | 28.8 | 7,355 | 9,475 | .0010 | .0008 |
| Harding | 1.6 | 1.6 | .0 | .6 | .0 | 25,308 | 31.3 | 32,128 | 42,180 | 6,361 | 15.9 | 9,145 | 10,602 | .0005 | .0004 |
| Hughes | 15.1 | 16.1 | 6.6 | 6.4 | 8.5 | 329,848 | 41.3 | 39,575 | 51,539 | 210,275 | 53.0 | 23,297 | 32,855 | .0065 | .0070 |
| Hutchinson | 8.1 | 7.7 | -4.9 | 3.2 | .0 | 125,327 | 28.9 | 30,388 | 39,165 | 43,072 | 27.0 | 10,600 | 13,460 | .0025 | .0023 |
| Hyde | 1.7 | 1.7 | .0 | .7 | .0 | 27,710 | 29.8 | 30,504 | 39,586 | 12,496 | 40.8 | 12,680 | 17,851 | .0006 | .0006 |
| Jackson | 2.8 | 2.8 | .0 | .9 | .0 | 30,163 | 25.4 | 26,734 | 33,514 | 18,297 | 38.4 | 14,689 | 20,330 | .0007 | .0007 |
| Jerauld | 2.4 | 2.4 | .0 | 1.0 | .0 | 40,983 | 30.3 | 31,448 | 40,983 | 16,822 | 28.4 | 13,104 | 16,822 | .0009 | .0008 |
| Jones | 1.3 | 1.3 | .0 | .5 | .0 | 20,211 | 29.9 | 31,116 | 40,422 | 23,294 | 37.5 | 33,890 | 46,588 | .0006 | .0006 |
| Kingsbury | 5.9 | 5.9 | .0 | 2.3 | .0 | 92,839 | 29.3 | 31,218 | 40,365 | 46,247 | 37.2 | 14,651 | 20,107 | .0019 | .0019 |
| Lake | 10.5 | 10.4 | -1.0 | 4.0 | .0 | 193,841 | 29.9 | 37,317 | 48,460 | 102,309 | 40.8 | 18,162 | 25,577 | .0041 | .0039 |
| Lawrence | 21.0 | 21.8 | 3.8 | 8.6 | 6.2 | 379,889 | 30.9 | 35,824 | 44,173 | 203,603 | 45.8 | 17,242 | 23,675 | .0078 | .0078 |
| Lincoln | 15.7 | 16.7 | 6.4 | 6.1 | 8.9 | 315,105 | 35.5 | 41,514 | 51,657 | 59,028 | 34.0 | 7,865 | 9,677 | .0051 | .0051 |
| Lyman | 3.6 | 3.6 | .0 | 1.3 | .0 | 60,185 | 30.8 | 35,398 | 46,296 | 32,745 | 35.4 | 18,608 | 25,188 | .0012 | .0011 |
| McCook | 5.6 | 5.6 | .0 | 2.1 | .0 | 89,568 | 30.9 | 32,580 | 42,651 | 34,524 | 36.5 | 12,047 | 16,440 | .0019 | .0018 |
| McPherson | 3.2 | 3.2 | .0 | 1.3 | .0 | 42,159 | 24.2 | 26,103 | 32,430 | 11,728 | 16.2 | 7,766 | 9,022 | .0008 | .0008 |
| Marshall | 4.8 | 4.8 | .0 | 1.9 | .0 | 68,885 | 29.2 | 28,068 | 36,255 | 11,551 | 22.5 | 4,964 | 6,079 | .0013 | .0012 |
| Meade | 22.4 | 24.4 | 8.9 | 8.3 | 13.7 | 393,125 | 45.2 | 37,082 | 47,364 | 113,144 | 53.8 | 10,078 | 13,632 | .0067 | .0070 |
| Mellette | 2.1 | 2.1 | .0 | .7 | .0 | 25,768 | 31.0 | 28,106 | 36,811 | 6,256 | 28.7 | 6,946 | 8,937 | .0003 | .0005 |
| Miner | 3.3 | 3.3 | .0 | 1.3 | .0 | 56,582 | 31.3 | 33,140 | 43,525 | 17,104 | 28.8 | 10,213 | 13,157 | .0012 | .0009 |
| Minnehaha | 126.7 | 134.2 | 5.9 | 52.4 | 7.2 | 2,893,207 | 38.6 | 42,677 | 55,214 | 1,983,070 | 50.6 | 26,923 | 37,845 | .0596 | .0623 |
| Moody | 6.5 | 6.5 | .0 | 2.4 | .0 | 106,023 | 28.8 | 34,294 | 44,176 | 24,830 | 39.5 | 7,417 | 10,346 | .0019 | .0018 |
| Pennington | 84.2 | 93.0 | 10.5 | 35.8 | 12.6 | 1,850,044 | 46.1 | 39,831 | 51,677 | 1,365,276 | 57.1 | 27,323 | 38,136 | .0380 | .0416 |
| Perkins | 3.9 | 3.9 | .0 | 1.6 | .0 | 73,177 | 31.3 | 34,839 | 45,736 | 20,205 | 15.9 | 10,894 | 12,628 | .0013 | .0013 |
| Potter | 3.2 | 3.2 | .0 | 1.3 | .0 | 55,203 | 29.8 | 32,718 | 42,464 | 14,157 | 17.6 | 9,257 | 10,890 | .0010 | .0009 |
| Roberts | 9.9 | 9.9 | .0 | 3.6 | .0 | 124,087 | 27.1 | 27,128 | 34,469 | 46,553 | 39.3 | 9,282 | 12,931 | .0027 | .0024 |
| Sanborn | 2.7 | 2.4 | -11.1 | 1.0 | .0 | 37,649 | 27.1 | 29,619 | 37,649 | 10,250 | 28.7 | 7,965 | 10,250 | .0007 | .0008 |
| Shannon | 10.0 | 10.4 | 4.0 | 2.2 | .0 | 57,336 | 30.2 | 20,014 | 26,062 | 13,207 | 41.0 | 4,257 | 6,003 | .0016 | .0014 |
| Spink | 7.9 | 7.9 | .0 | 3.0 | .0 | 123,538 | 29.1 | 31,892 | 41,179 | 34,557 | 24.3 | 9,266 | 11,519 | .0023 | .0022 |
| Stanley | 2.5 | 2.5 | .0 | .9 | .0 | 39,361 | 26.0 | 34,714 | 43,734 | 18,518 | 23.8 | 16,616 | 20,576 | .0009 | .0009 |
| Sully | 1.6 | 1.6 | .0 | .6 | .0 | 28,106 | 28.8 | 36,377 | 46,843 | 21,902 | 31.4 | 27,787 | 36,503 | .0007 | .0006 |
| Todd | 8.6 | 9.6 | 11.6 | 2.8 | 21.7 | 94,500 | 59.9 | 25,699 | 33,750 | 13,738 | 41.1 | 4,232 | 4,906 | .0018 | .0018 |
| Tripp | 6.9 | 6.9 | .0 | 2.6 | .0 | 114,966 | 28.9 | 34,293 | 44,218 | 68,936 | 28.5 | 20,629 | 26,514 | .0027 | .0024 |
| Turner | 8.4 | 8.0 | -4.8 | 3.3 | .0 | 139,111 | 31.3 | 32,095 | 42,155 | 35,856 | 23.1 | 8,829 | 10,865 | .0025 | .0025 |
| Union | 10.3 | 10.8 | 4.9 | 4.5 | 12.5 | 208,712 | 47.8 | 35,313 | 46,380 | 32,688 | 59.3 | 5,129 | 7,264 | .0030 | .0033 |
| Walworth | 6.0 | 6.0 | .0 | 2.4 | .0 | 98,396 | 27.8 | 32,069 | 40,998 | 57,436 | 28.5 | 18,623 | 23,932 | .0022 | .0021 |
| Yankton | 19.6 | 20.0 | 2.0 | 7.1 | .0 | 330,512 | 30.5 | 35,660 | 46,551 | 214,644 | 41.2 | 21,412 | 30,232 | .0076 | .0073 |
| Ziebach | 2.2 | 2.2 | .0 | .6 | .0 | 18,793 | 21.1 | 25,868 | 31,322 | 5,591 | 11.5 | 8,360 | 9,318 | .0003 | .0004 |
| **TOTAL METRO COUNTIES** | **210.9** | **227.2** | **7.7** | **88.2** | **9.3** | **4,743,251** | **41.4** | **41,555** | **53,778** | **3,348,346** | **53.2** | **27,081** | **37,963** | **.0976** | **.1039** |
| **TOTAL STATE** | **702.5** | **725.0** | **3.2** | **274.4** | **4.8** | **12,774,978** | **35.9** | **35,882** | **46,556** | **7,117,608** | **45.6** | **18,463** | **25,939** | **.2619** | **.2660** |

## TENNESSEE

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991-1996 | 12/31/96 Households (Thous.) | % Change 1991-1996 | 1996 EBI ($000) | % Change 1991-1996 | Average Household EBI 1991 | Average Household EBI 1996 | 1996 Retail Sales ($000) | % Change 1991-1996 | Retail Sales Per Household 1991 | Retail Sales Per Household 1996 | Buying Power Index 1991 | Buying Power Index 1996 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **CHATTANOOGA** | **438.1** | **450.2** | **2.8** | **174.5** | **3.6** | **7,506,398** | **33.9** | **33,278** | **43,017** | **4,161,993** | **34.0** | **18,441** | **23,851** | **.1606** | **.1572** |
| Hamilton | 288.1 | 293.8 | 2.0 | 116.5 | 3.1 | 5,504,703 | 35.3 | 36,010 | 47,251 | 3,218,515 | 32.8 | 21,454 | 27,627 | .1172 | .1146 |
| Marion | 25.1 | 26.0 | 3.6 | 9.8 | 5.4 | 311,563 | 29.2 | 25,939 | 31,792 | 175,618 | 40.9 | 13,402 | 17,920 | .0074 | .0071 |
| Sequatchie | 9.0 | 9.5 | 5.6 | 3.3 | .0 | 129,810 | 40.6 | 27,978 | 39,336 | 52,895 | 38.7 | 11,555 | 16,029 | .0025 | .0026 |
| *Catoosa, Ga.* | *43.6* | *46.5* | *6.7* | *17.1* | *6.2* | *580,794* | *26.8* | *28,458* | *33,965* | *324,419* | *40.6* | *14,329* | *18,972* | *.0133* | *.0130* |
| *Dade, Ga.* | *13.3* | *13.6* | *2.3* | *4.8* | *2.1* | *175,438* | *38.1* | *27,021* | *36,550* | *76,989* | *33.3* | *12,286* | *16,039* | *.0037* | *.0037* |
| *Walker, Ga.* | *59.0* | *60.8* | *3.1* | *23.0* | *4.5* | *804,090* | *30.5* | *28,004* | *34,960* | *313,557* | *36.4* | *10,449* | *13,633* | *.0165* | *.0162* |
| **CLARKSVILLE - HOPKINSVILLE** | **172.4** | **180.4** | **4.6** | **60.3** | **5.8** | **2,685,471** | **38.9** | **33,913** | **44,535** | **1,424,092** | **35.0** | **18,503** | **23,615** | **.0570** | **.0568** |
| Montgomery | 104.3 | 115.6 | 10.8 | 40.3 | 12.9 | 1,746,845 | 44.5 | 33,870 | 43,346 | 1,012,824 | 43.8 | 19,735 | 25,132 | .0362 | .0379 |

1992 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# METRO/COUNTY 1996 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991-1996 | 12/31/96 Households (Thous.) | % Change 1991-1996 | 1996 EBI ($000) | % Change 1991-1996 | Average Household EBI | | 1996 Retail Sales ($000) | % Change 1991-1996 | Retail Sales Per Household | | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 1991 | 1996 | | | 1991 | 1996 | 1991 | 1996 |
| **TENNESSEE (continued)** | | | | | | | | | | | | | | | |
| **CLARKSVILLE - HOPKINSVILLE (continued)** | | | | | | | | | | | | | | | |
| *Christian, Ky.* | *68.1* | *64.8* | *-4.8* | *20.0* | *-6.1* | *938,626* | *29.7* | *33,983* | *46,931* | *411,178* | *17.4* | *16,437* | *20,559* | *.0208* | *.0189* |
| **JACKSON** | **78.6** | **80.5** | **2.4** | **31.0** | **3.7** | **1,408,628** | **43.8** | **32,767** | **45,440** | **919,269** | **38.1** | **22,266** | **29,654** | **.0303** | **.0308** |
| Madison | 78.6 | 80.5 | 2.4 | 31.0 | 3.7 | 1,408,628 | 43.8 | 32,767 | 45,440 | 919,269 | 38.1 | 22,266 | 29,654 | .0303 | .0308 |
| **JOHNSON CITY - KINGSPORT - BRISTOL** | **438.0** | **444.5** | **1.5** | **176.1** | **2.6** | **7,050,222** | **34.9** | **30,462** | **40,035** | **3,489,549** | **33.1** | **15,275** | **19,816** | **.1481** | **.1442** |
| Carter | 51.5 | 51.5 | .0 | 20.8 | 2.5 | 737,563 | 36.2 | 26,678 | 35,460 | 265,966 | 39.5 | 9,391 | 12,787 | .0145 | .0142 |
| Hawkins | 45.0 | 46.4 | 3.1 | 18.3 | 5.2 | 671,975 | 36.2 | 28,363 | 36,720 | 194,562 | 40.8 | 7,941 | 10,632 | .0125 | .0124 |
| Sullivan | 144.7 | 148.9 | 2.9 | 59.7 | 4.2 | 2,750,942 | 41.2 | 33,996 | 46,079 | 1,486,788 | 34.5 | 19,296 | 24,904 | .0558 | .0560 |
| Unicoi | 16.5 | 16.5 | .0 | 6.6 | 0 | 240,063 | 29.3 | 28,126 | 36,373 | 68,464 | 35.5 | 7,653 | 10,373 | .0046 | .0044 |
| Washington | 93.2 | 96.0 | 3.0 | 37.7 | 4.1 | 1,596,021 | 36.7 | 32,249 | 42,335 | 823,857 | 35.0 | 16,861 | 21,853 | .0331 | .0327 |
| *Bristol city, Va.* | *18.1* | *17.0* | *-6.1* | *6.9* | *-6.8* | *217,120* | *15.3* | *25,438* | *31,467* | *284,141* | *21.2* | *31,672* | *41,180* | *.0080* | *.0068* |
| *Scott, Va.* | *22.9* | *21.9* | *-4.4* | *8.3* | *-5.7* | *231,576* | *13.2* | *23,245* | *27,901* | *144,740* | *27.8* | *12,869* | *17,439* | *.0064* | *.0056* |
| *Washington, Va.* | *46.1* | *46.3* | *.4* | *17.8* | *1.1* | *604,962* | *21.4* | *28,315* | *33,987* | *221,031* | *24.1* | *10,123* | *12,417* | *.0132* | *.0121* |
| **KNOXVILLE** | **614.7** | **644.2** | **4.8** | **257.6** | **6.3** | **11,865,592** | **41.7** | **34,551** | **46,062** | **6,843,847** | **37.8** | **20,492** | **26,568** | **.2423** | **.2465** |
| Anderson | 69.3 | 72.6 | 4.8 | 29.5 | 5.7 | 1,385,887 | 43.0 | 34,726 | 46,979 | 705,255 | 49.5 | 16,913 | 23,907 | .0263 | .0275 |
| Blount | 87.9 | 93.3 | 6.1 | 37.0 | 7.6 | 1,607,483 | 39.0 | 33,624 | 43,445 | 986,847 | 37.6 | 20,855 | 26,672 | .0342 | .0346 |
| Grainger | 17.2 | 17.7 | 2.9 | 7.0 | 7.7 | 235,787 | 47.8 | 24,536 | 33,684 | 54,118 | 45.1 | 5,736 | 7,731 | .0040 | .0043 |
| Jefferson | 33.4 | 34.9 | 4.5 | 13.6 | 7.9 | 570,365 | 49.1 | 30,361 | 41,939 | 226,267 | 56.8 | 11,452 | 16,637 | .0101 | .0109 |
| Knox | 339.9 | 352.3 | 3.6 | 142.4 | 5.0 | 6,981,012 | 40.5 | 36,653 | 49,024 | 4,194,321 | 34.2 | 23,050 | 29,455 | .1448 | .1451 |
| Sevier | 53.0 | 58.4 | 10.2 | 22.5 | 10.8 | 905,761 | 48.2 | 30,115 | 40,256 | 650,470 | 43.9 | 22,263 | 28,910 | .0198 | .0210 |
| Union | 14.0 | 15.0 | 7.1 | 5.6 | 9.8 | 179,297 | 42.2 | 24,726 | 32,017 | 26,569 | 40.6 | 3,706 | 4,744 | .0031 | .0031 |
| **MEMPHIS** | **1,003.2** | **1,057.2** | **5.4** | **389.0** | **6.5** | **19,768,336** | **45.0** | **37,346** | **50,818** | **8,754,860** | **25.2** | **19,149** | **22,506** | **.3772** | **.3780** |
| Shelby | 839.1 | 871.1 | 3.8 | 323.9 | 5.0 | 16,600,075 | 42.0 | 37,882 | 51,251 | 7,630,132 | 23.6 | 20,017 | 23,557 | .3247 | .3196 |
| Tipton | 39.1 | * 44.0 | 12.5 | 15.6 | 14.7 | 677,251 | 60.7 | 30,981 | 43,414 | 200,659 | 52.2 | 9,694 | 12,863 | .0109 | .0123 |
| *Crittenden, Ark.* | *50.6* | *52.9* | *4.5* | *18.4* | *5.7* | *765,749* | *44.7* | *30,404* | *41,617* | *506,793* | *26.7* | *22,982* | *27,543* | *.0177* | *.0176* |
| *De Soto, Miss.* | *74.5* | *89.2* | *19.7* | *31.1* | *21.5* | *1,725,261* | *72.8* | *38,996* | *55,475* | *417,276* | *46.7* | *11,112* | *13,417* | *.0239* | *.0285* |
| **NASHVILLE** | **1,016.4** | **1,106.7** | **8.9** | **429.3** | **10.5** | **23,030,188** | **48.9** | **39,806** | **53,646** | **11,890,065** | **45.0** | **21,100** | **27,696** | **.4226** | **.4514** |
| Cheatham | 28.6 | 32.9 | 15.0 | 11.5 | 15.0 | 565,998 | 57.1 | 36,020 | 49,217 | 94,367 | 47.3 | 6,407 | 8,206 | .0081 | .0092 |
| Davidson | 517.8 | 538.9 | 4.1 | 224.6 | 6.2 | 11,597,783 | 41.4 | 38,792 | 51,638 | 7,639,536 | 40.5 | 25,713 | 34,014 | .2403 | .2459 |
| Dickson | 36.5 | 40.9 | 12.1 | 15.6 | 14.7 | 660,423 | 53.1 | 31,714 | 42,335 | 323,689 | 48.6 | 16,014 | 20,749 | .0123 | .0134 |
| Robertson | 43.1 | 48.0 | 11.4 | 17.4 | 13.0 | 821,071 | 50.3 | 35,485 | 47,188 | 288,923 | 42.5 | 13,167 | 16,605 | .0140 | .0151 |
| Rutherford | 125.1 | 141.4 | 13.0 | 51.5 | 15.7 | 2,662,249 | 59.2 | 37,579 | 51,694 | 1,231,408 | 60.8 | 17,206 | 23,911 | .0449 | .0514 |
| Sumner | 107.9 | 122.2 | 13.3 | 44.3 | 14.8 | 2,410,542 | 56.7 | 39,840 | 54,414 | 807,075 | 50.5 | 13,893 | 18,218 | .0379 | .0425 |
| Williamson | 86.1 | 100.3 | 16.5 | 35.2 | 18.1 | 2,771,500 | 62.2 | 57,345 | 78,736 | 963,755 | 55.3 | 20,829 | 27,379 | .0399 | .0461 |
| Wilson | 71.3 | 82.1 | 15.1 | 29.2 | 15.4 | 1,540,622 | 52.4 | 39,961 | 52,761 | 541,312 | 50.6 | 14,211 | 18,538 | .0252 | .0278 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Anderson | 69.3 | 72.6 | 4.8 | 29.5 | 5.7 | 1,385,887 | 43.0 | 34,726 | 46,979 | 705,255 | 49.5 | 16,913 | 23,907 | .0263 | .0275 |
| Bedford | 31.0 | 32.9 | 6.1 | 12.9 | 8.4 | 506,688 | 38.4 | 30,767 | 39,278 | 218,287 | 46.0 | 12,564 | 16,921 | .0098 | .0100 |
| Benton | 14.5 | 14.5 | .0 | 5.8 | .0 | 204,313 | 31.4 | 26,814 | 35,226 | 84,567 | 31.8 | 11,060 | 14,581 | .0043 | .0041 |
| Bledsoe | 9.8 | 10.2 | 4.1 | 3.4 | .0 | 98,432 | 18.3 | 24,481 | 28,951 | 25,485 | 21.6 | 6,165 | 7,496 | .0023 | .0021 |
| Blount | 87.9 | 93.3 | 6.1 | 37.0 | 7.6 | 1,607,483 | 39.0 | 33,624 | 43,445 | 986,847 | 37.6 | 20,855 | 26,672 | .0342 | .0346 |
| Bradley | 75.5 | 81.1 | 7.4 | 30.7 | 8.5 | 1,402,443 | 48.2 | 33,446 | 45,682 | 667,732 | 36.1 | 17,339 | 21,750 | .0267 | .0279 |
| Campbell | 34.9 | 34.3 | -1.7 | 13.0 | -.8 | 396,254 | 30.8 | 23,130 | 30,481 | 229,380 | 38.0 | 12,689 | 17,645 | .0096 | .0090 |
| Cannon | 10.6 | 11.1 | 4.7 | 4.6 | 12.2 | 162,286 | 44.4 | 27,411 | 35,280 | 38,184 | 43.2 | 6,502 | 8,301 | .0027 | .0030 |
| Carroll | 27.6 | 28.0 | 1.4 | 11.2 | 3.7 | 409,990 | 37.5 | 27,610 | 36,606 | 156,322 | 29.3 | 11,190 | 13,957 | .0082 | .0080 |
| Carter | 51.5 | 51.5 | .0 | 20.8 | 2.5 | 737,563 | 36.2 | 26,678 | 35,460 | 265,966 | 39.5 | 9,391 | 12,787 | .0145 | .0142 |
| Cheatham | 28.6 | 32.9 | 15.0 | 11.5 | 15.0 | 565,998 | 57.1 | 36,020 | 49,217 | 94,367 | 47.3 | 6,407 | 8,206 | .0081 | .0092 |
| Chester | 12.9 | 13.2 | 2.3 | 4.9 | 6.5 | 168,108 | 44.4 | 25,301 | 34,308 | 66,272 | 53.3 | 9,398 | 13,525 | .0032 | .0034 |
| Claiborne | 26.6 | 28.1 | 5.6 | 10.3 | 5.1 | 283,636 | 24.6 | 23,227 | 27,537 | 83,967 | 30.2 | 6,578 | 8,152 | .0063 | .0059 |
| Clay | 7.2 | 7.2 | .0 | 2.8 | .0 | 93,423 | 38.0 | 24,175 | 33,365 | 22,048 | 45.2 | 5,423 | 7,874 | .0018 | .0017 |
| Cocke | 29.4 | 30.3 | 3.1 | 11.8 | 4.4 | 390,068 | 43.2 | 24,113 | 33,057 | 230,682 | 46.1 | 13,971 | 19,549 | .0086 | .0088 |
| Coffee | 41.2 | 44.1 | 7.0 | 17.3 | 8.8 | 693,989 | 40.7 | 31,031 | 40,115 | 475,862 | 52.9 | 19,576 | 27,506 | .0150 | .0159 |
| Crockett | 13.2 | 12.7 | -3.8 | 5.2 | .0 | 221,414 | 40.9 | 30,223 | 42,580 | 67,438 | 20.1 | 10,794 | 12,969 | .0040 | .0039 |
| Cumberland | 36.1 | 40.0 | 10.8 | 15.4 | 10.8 | 516,967 | 40.3 | 26,515 | 33,569 | 318,750 | 46.6 | 15,638 | 20,698 | .0114 | .0119 |
| Davidson | 517.8 | 538.9 | 4.1 | 224.6 | 6.2 | 11,597,783 | 41.4 | 38,792 | 51,638 | 7,639,536 | 40.5 | 25,713 | 34,014 | .2403 | .2459 |
| Decatur | 10.3 | 9.8 | -4.9 | 4.2 | .0 | 141,818 | 35.3 | 24,956 | 33,766 | 82,358 | 43.8 | 13,641 | 19,609 | .0032 | .0031 |
| De Kalb | 14.5 | 15.0 | 3.4 | 6.3 | 8.6 | 213,409 | 43.3 | 25,668 | 33,874 | 61,535 | 26.2 | 8,404 | 9,767 | .0039 | .0040 |
| Dickson | 36.5 | 40.9 | 12.1 | 15.6 | 14.7 | 660,423 | 53.1 | 31,714 | 42,335 | 323,689 | 48.6 | 16,014 | 20,749 | .0123 | .0134 |
| Dyer | 35.5 | 37.9 | 6.8 | 14.9 | 7.2 | 525,245 | 29.1 | 29,268 | 35,251 | 382,396 | 29.5 | 21,241 | 25,664 | .0130 | .0126 |
| Fayette | 25.9 | 27.0 | 4.2 | 9.1 | 5.8 | 384,337 | 44.4 | 30,953 | 42,235 | 74,306 | 38.7 | 6,230 | 8,165 | .0066 | .0066 |
| Fentress | 14.8 | 15.3 | 3.4 | 6.1 | 8.9 | 159,739 | 43.5 | 19,880 | 26,187 | 74,026 | 43.4 | 9,218 | 12,135 | .0035 | .0037 |
| Franklin | 35.2 | 36.7 | 4.3 | 13.7 | 6.2 | 556,538 | 41.2 | 30,562 | 40,623 | 187,075 | 28.0 | 11,330 | 13,655 | .0105 | .0104 |
| Gibson | 46.1 | 46.0 | -.2 | 18.3 | .0 | 638,317 | 28.1 | 27,231 | 34,881 | 353,886 | 39.9 | 13,825 | 19,338 | .0143 | .0139 |
| Giles | 26.0 | 26.9 | 3.5 | 10.5 | 5.0 | 439,372 | 43.4 | 30,641 | 41,845 | 179,017 | 38.2 | 12,951 | 17,049 | .0085 | .0085 |

1992 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# METRO/COUNTY 1996 PROJECTIONS

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991-1996 | 12/31/96 Households (Thous.) | % Change 1991-1996 | 1996 EBI ($000) | % Change 1991-1996 | Average Household EBI 1991 | Average Household EBI 1996 | 1996 Retail Sales ($000) | % Change 1991-1996 | Retail Sales Per Household 1991 | Retail Sales Per Household 1996 | Buying Power Index 1991 | Buying Power Index 1996 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **TENNESSEE (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Grainger | 17.2 | 17.7 | 2.9 | 7.0 | 7.7 | 235,787 | 47.8 | 24,536 | 33,684 | 54,118 | 45.1 | 5,736 | 7,731 | .0040 | .0043 |
| Greene | 56.0 | 56.5 | .9 | 22.1 | 2.3 | 834,898 | 36.8 | 28,259 | 37,778 | 412,135 | 45.9 | 13,074 | 18,649 | .0173 | .0174 |
| Grundy | 13.3 | 13.3 | .0 | 4.8 | .0 | 127,900 | 25.2 | 21,279 | 26,646 | 58,420 | 31.7 | 9,244 | 12,171 | .0031 | .0030 |
| Hamblen | 50.7 | 51.6 | 1.8 | 20.0 | 2.6 | 802,513 | 34.9 | 30,508 | 40,126 | 537,255 | 41.9 | 19,416 | 26,863 | .0182 | .0181 |
| Hamilton | 288.1 | 293.8 | 2.0 | 116.5 | 3.1 | 5,504,703 | 35.3 | 36,010 | 47,251 | 3,218,515 | 32.8 | 21,454 | 27,627 | .1172 | .1146 |
| Hancock | 6.7 | 6.7 | .0 | 2.5 | .0 | 65,496 | 39.4 | 18,796 | 26,198 | 13,545 | 26.2 | 4,294 | 5,418 | .0014 | .0013 |
| Hardeman | 23.6 | 24.3 | 3.0 | 8.9 | 6.0 | 304,558 | 39.5 | 25,992 | 34,220 | 159,421 | 38.9 | 13,664 | 17,912 | .0066 | .0067 |
| Hardin | 22.8 | 23.2 | 1.8 | 9.2 | 4.5 | 344,311 | 45.0 | 26,977 | 37,425 | 153,889 | 38.1 | 12,665 | 16,727 | .0068 | .0070 |
| Hawkins | 45.0 | 46.4 | 3.1 | 18.3 | 5.2 | 671,975 | 36.2 | 28,363 | 36,720 | 194,562 | 40.8 | 7,941 | 10,632 | .0125 | .0124 |
| Haywood | 19.5 | 19.9 | 2.1 | 7.5 | 5.6 | 272,265 | 46.7 | 26,131 | 36,302 | 122,119 | 39.6 | 12,320 | 16,283 | .0054 | .0056 |
| Henderson | 22.0 | 22.5 | 2.3 | 9.1 | 5.8 | 283,090 | 29.5 | 25,427 | 31,109 | 169,206 | 44.7 | 13,593 | 18,594 | .0067 | .0065 |
| Henry | 27.9 | 27.8 | -.4 | 11.4 | .0 | 379,697 | 25.6 | 26,521 | 33,307 | 236,018 | 35.8 | 15,249 | 20,703 | .0090 | .0086 |
| Hickman | 17.2 | 19.0 | 10.5 | 6.8 | 9.7 | 277,086 | 51.6 | 29,482 | 40,748 | 55,739 | 40.0 | 6,424 | 8,197 | .0046 | .0049 |
| Houston | 7.2 | 7.7 | 6.9 | 2.7 | .0 | 94,697 | 36.5 | 25,697 | 35,073 | 19,273 | 27.4 | 5,604 | 7,138 | .0017 | .0016 |
| Humphreys | 15.9 | 16.4 | 3.1 | 6.7 | 8.1 | 260,712 | 43.2 | 29,373 | 38,912 | 98,482 | 30.1 | 12,205 | 14,699 | .0049 | .0051 |
| Jackson | 9.4 | 9.9 | 5.3 | 3.6 | .0 | 128,082 | 39.5 | 25,500 | 35,578 | 53,681 | 40.6 | 10,606 | 14,911 | .0027 | .0026 |
| Jefferson | 33.4 | 34.9 | 4.5 | 13.6 | 7.9 | 570,365 | 49.1 | 30,361 | 41,939 | 226,267 | 56.8 | 11,452 | 16,637 | .0101 | .0109 |
| Johnson | 14.3 | 14.4 | .7 | 5.5 | 1.9 | 145,002 | 31.2 | 20,474 | 26,364 | 57,978 | 42.8 | 7,517 | 10,541 | .0033 | .0032 |
| Knox | 339.9 | 352.3 | 3.6 | 142.4 | 5.0 | 6,981,012 | 40.5 | 36,653 | 49,024 | 4,194,321 | 34.2 | 23,050 | 29,455 | .1448 | .1451 |
| Lake | 6.9 | 6.2 | -10.1 | 2.1 | -12.5 | 79,869 | 22.3 | 27,203 | 38,033 | 15,854 | 13.0 | 5,848 | 7,550 | .0018 | .0015 |
| Lauderdale | 24.1 | 24.3 | .8 | 8.3 | .0 | 245,521 | 19.9 | 24,674 | 29,581 | 108,629 | 35.5 | 9,661 | 13,088 | .0059 | .0056 |
| Lawrence | 35.7 | 37.1 | 3.9 | 14.0 | 3.7 | 531,522 | 38.8 | 28,374 | 37,966 | 297,594 | 48.2 | 14,870 | 21,257 | .0113 | .0116 |
| Lewis | 9.4 | 9.9 | 5.3 | 4.2 | 13.5 | 112,254 | 36.6 | 22,204 | 26,727 | 43,932 | 54.1 | 7,707 | 10,460 | .0023 | .0023 |
| Lincoln | 28.6 | 30.0 | 4.9 | 11.5 | 4.5 | 392,524 | 26.2 | 28,271 | 34,133 | 153,900 | 16.3 | 12,026 | 13,383 | .0086 | .0080 |
| Loudon | 31.9 | 33.8 | 6.0 | 13.5 | 8.0 | 577,551 | 42.5 | 32,418 | 42,782 | 254,932 | 53.3 | 13,302 | 18,884 | .0107 | .0111 |
| McMinn | 42.7 | 43.6 | 2.1 | 17.0 | 3.0 | 628,948 | 33.2 | 28,607 | 36,997 | 306,456 | 36.0 | 13,653 | 18,027 | .0134 | .0132 |
| McNairy | 22.7 | 23.6 | 4.0 | 9.5 | 5.6 | 280,270 | 28.9 | 24,152 | 29,502 | 127,731 | 44.3 | 9,837 | 13,445 | .0061 | .0061 |
| Macon | 16.0 | 16.5 | 3.1 | 6.8 | 7.9 | 265,624 | 49.9 | 28,118 | 39,062 | 71,270 | 32.9 | 8,513 | 10,481 | .0045 | .0047 |
| Madison | 78.6 | 80.5 | 2.4 | 31.0 | 3.7 | 1,408,628 | 43.8 | 32,767 | 45,440 | 919,269 | 38.1 | 22,266 | 29,654 | .0303 | .0308 |
| Marion | 25.1 | 26.0 | 3.6 | 9.8 | 5.4 | 311,563 | 29.2 | 25,939 | 31,792 | 175,618 | 40.9 | 13,402 | 17,920 | .0074 | .0071 |
| Marshall | 22.1 | 24.0 | 8.6 | 9.4 | 10.6 | 384,519 | 46.2 | 30,952 | 40,906 | 192,209 | 53.2 | 14,762 | 20,448 | .0072 | .0079 |
| Maury | 56.0 | 59.8 | 6.8 | 22.9 | 8.5 | 1,149,463 | 54.0 | 35,367 | 50,195 | 484,375 | 34.5 | 17,066 | 21,152 | .0204 | .0216 |
| Meigs | 8.3 | 9.3 | 12.0 | 3.6 | 16.1 | 109,707 | 39.3 | 25,399 | 30,474 | 15,715 | 43.8 | 3,525 | 4,365 | .0019 | .0019 |
| Monroe | 31.0 | 32.4 | 4.5 | 12.0 | 4.3 | 398,164 | 34.2 | 25,792 | 33,180 | 214,892 | 46.3 | 12,775 | 17,908 | .0088 | .0089 |
| Montgomery | 104.3 | 115.6 | 10.8 | 40.3 | 12.9 | 1,746,845 | 44.5 | 33,870 | 43,346 | 1,012,824 | 43.8 | 19,735 | 25,132 | .0362 | .0379 |
| Moore | 4.7 | 4.7 | .0 | 1.7 | .0 | 80,051 | 39.0 | 33,884 | 47,089 | 5,581 | 38.1 | 2,377 | 3,283 | .0010 | .0013 |
| Morgan | 17.9 | 18.2 | 1.7 | 6.2 | 5.1 | 217,867 | 46.2 | 25,253 | 35,140 | 37,040 | 42.6 | 4,403 | 5,974 | .0040 | .0039 |
| Obion | 31.6 | 31.5 | -.3 | 12.4 | .0 | 429,729 | 20.2 | 28,830 | 34,656 | 272,201 | 34.5 | 16,321 | 21,952 | .0105 | .0098 |
| Overton | 17.9 | 18.9 | 5.6 | 7.4 | 7.2 | 244,702 | 45.3 | 24,411 | 33,068 | 60,055 | 36.7 | 6,369 | 8,116 | .0045 | .0046 |
| Perry | 6.8 | 7.3 | 7.4 | 2.5 | .0 | 75,412 | 20.4 | 25,050 | 30,165 | 22,725 | 32.3 | 6,873 | 9,090 | .0016 | .0016 |
| Pickett | 4.5 | 4.5 | .0 | 1.8 | .0 | 65,405 | 39.2 | 26,104 | 36,336 | 13,695 | 32.3 | 5,752 | 7,608 | .0011 | .0011 |
| Polk | 13.7 | 13.7 | .0 | 5.1 | .0 | 166,106 | 24.9 | 26,073 | 32,570 | 39,574 | 26.0 | 6,158 | 7,760 | .0034 | .0031 |
| Putnam | 52.5 | 56.3 | 7.2 | 22.2 | 9.4 | 879,381 | 43.9 | 30,103 | 39,612 | 588,476 | 43.7 | 20,169 | 26,508 | .0191 | .0199 |
| Rhea | 24.6 | 25.3 | 2.8 | 9.8 | 5.4 | 323,571 | 33.9 | 25,978 | 33,017 | 151,595 | 41.2 | 11,543 | 15,469 | .0070 | .0070 |
| Roane | 47.2 | 47.1 | -.2 | 18.6 | .5 | 872,922 | 40.9 | 33,478 | 46,931 | 299,761 | 34.6 | 12,037 | 16,116 | .0157 | .0156 |
| Robertson | 43.1 | 48.0 | 11.4 | 17.4 | 13.0 | 821,071 | 50.3 | 35,485 | 47,188 | 288,923 | 42.5 | 13,167 | 16,605 | .0140 | .0151 |
| Rutherford | 125.1 | 141.4 | 13.0 | 51.5 | 15.7 | 2,662,249 | 59.2 | 37,579 | 51,694 | 1,231,408 | 60.8 | 17,206 | 23,911 | .0449 | .0514 |
| Scott | 18.3 | 18.2 | -.5 | 6.5 | .0 | 199,127 | 31.5 | 23,304 | 30,635 | 79,185 | 34.9 | 9,029 | 12,182 | .0045 | .0043 |
| Sequatchie | 9.0 | 9.5 | 5.6 | 3.3 | .0 | 129,810 | 40.6 | 27,978 | 39,336 | 52,895 | 38.7 | 11,555 | 16,029 | .0025 | .0026 |
| Sevier | 53.0 | 58.4 | 10.2 | 22.5 | 10.8 | 905,761 | 48.2 | 30,115 | 40,256 | 650,470 | 43.9 | 22,263 | 28,910 | .0198 | .0210 |
| Shelby | 839.1 | 871.1 | 3.8 | 323.9 | 5.0 | 16,600,075 | 42.0 | 37,882 | 51,251 | 7,630,132 | 23.6 | 20,017 | 23,557 | .3247 | .3196 |
| Smith | 14.2 | 14.7 | 3.5 | 5.6 | 3.7 | 218,594 | 34.2 | 30,157 | 39,035 | 99,636 | 36.4 | 13,524 | 17,792 | .0045 | .0044 |
| Stewart | 9.6 | 10.1 | 5.2 | 4.3 | 13.2 | 174,930 | 60.0 | 28,768 | 40,681 | 37,678 | 42.2 | 6,973 | 8,762 | .0026 | .0028 |
| Sullivan | 144.7 | 148.9 | 2.9 | 59.7 | 4.2 | 2,750,942 | 41.2 | 33,996 | 46,079 | 1,486,788 | 34.5 | 19,296 | 24,904 | .0558 | .0560 |
| Sumner | 107.9 | 122.2 | 13.3 | 44.3 | 14.8 | 2,410,542 | 56.7 | 39,840 | 54,414 | 807,075 | 50.5 | 13,893 | 18,218 | .0379 | .0425 |
| Tipton | 39.1 | 44.0 | 12.5 | 15.6 | 14.7 | 677,251 | 60.7 | 30,981 | 43,414 | 200,659 | 52.2 | 9,694 | 12,863 | .0109 | .0123 |
| Trousdale | 6.0 | 6.5 | 8.3 | 2.3 | .0 | 81,325 | 31.9 | 26,808 | 35,359 | 32,648 | 30.7 | 10,858 | 14,195 | .0017 | .0017 |
| Unicoi | 16.5 | 16.5 | .0 | 6.6 | .0 | 240,063 | 29.3 | 28,126 | 36,373 | 68,464 | 35.5 | 7,653 | 10,373 | .0046 | .0044 |
| Union | 14.0 | 15.0 | 7.1 | 5.6 | 9.8 | 179,297 | 42.2 | 24,726 | 32,017 | 26,569 | 40.6 | 3,706 | 4,744 | .0031 | .0031 |
| Van Buren | 4.8 | 4.8 | .0 | 1.8 | .0 | 59,038 | 36.4 | 24,053 | 32,799 | 4,125 | 31.6 | 1,742 | 2,292 | .0010 | .0010 |
| Warren | 33.3 | 4.2 | 2.7 | 13.3 | 3.9 | 541,528 | 44.4 | 29,293 | 40,716 | 290,012 | 48.2 | 15,287 | 21,805 | .0109 | .0114 |
| Washington | 93.2 | 96.0 | 3.0 | 37.7 | 4.1 | 1,596,021 | 36.7 | 32,249 | 42,335 | 823,857 | 35.0 | 16,861 | 21,853 | .0331 | .0327 |
| Wayne | 14.0 | 14.2 | 1.4 | 5.4 | 3.8 | 169,563 | 36.7 | 23,853 | 31,401 | 66,695 | 47.2 | 8,711 | 12,351 | .0035 | .0036 |
| Weakley | 32.2 | 32.7 | 1.6 | 12.6 | 4.1 | 513,328 | 46.1 | 29,046 | 40,740 | 196,992 | 41.2 | 11,527 | 15,634 | .0095 | .0098 |
| White | 20.3 | 21.2 | 4.4 | 8.2 | 5.1 | 297,645 | 45.1 | 26,293 | 36,298 | 163,684 | 48.4 | 14,139 | 19,961 | .0062 | .0065 |
| Williamson | 86.1 | 100.3 | 16.5 | 35.2 | 18.1 | 2,771,500 | 62.2 | 57,345 | 78,736 | 963,755 | 55.3 | 20,829 | 27,379 | .0399 | .0461 |

# METRO/COUNTY 1996 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991-1996 | 12/31/96 Households (Thous.) | % Change 1991-1996 | 1996 EBI ($000) | % Change 1991-1996 | Average Household EBI 1991 | Average Household EBI 1996 | 1996 Retail Sales ($000) | % Change 1991-1996 | Retail Sales Per Household 1991 | Retail Sales Per Household 1996 | Buying Power Index 1991 | Buying Power Index 1996 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **TENNESSEE (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Wilson | 71.3 | 82.1 | 15.1 | 29.2 | 15.4 | 1,540,622 | 52.4 | 39,961 | 52,761 | 541,312 | 50.6 | 14,211 | 18,538 | .0252 | .0278 |
| **TOTAL METRO COUNTIES** | **3,365.3** | **3,550.7** | **5.5** | **1,370.4** | **6.9** | **67,271,219** | **43.5** | **36,565** | **49,089** | **34,783,461** | **36.2** | **19,912** | **25,382** | **1.3146** | **1.3425** |
| **TOTAL STATE** | **4,960.1** | **5,200.8** | **4.9** | **2,006.1** | **6.2** | **90,964,472** | **42.2** | **33,873** | **45,344** | **45,759,044** | **37.1** | **17,677** | **22,810** | **1.7989** | **1.8303** |
| **TEXAS** | | | | | | | | | | | | | | | |
| **ABILENE** | **120.1** | **123.6** | **2.9** | **45.1** | **3.4** | **2,107,579** | **38.5** | **34,908** | **46,731** | **1,348,243** | **44.7** | **21,374** | **29,895** | **.0453** | **.0462** |
| Taylor | 120.1 | 123.6 | 2.9 | 45.1 | 3.4 | 2,107,579 | 38.5 | 34,908 | 46,731 | 1,348,243 | 44.7 | 21,374 | 29,895 | .0453 | .0462 |
| **AMARILLO** | **189.6** | **197.1** | **4.0** | **76.8** | **5.5** | **3,498,315** | **38.1** | **34,797** | **45,551** | **2,667,883** | **39.3** | **26,312** | **34,738** | **.0805** | **.0811** |
| Potter | 96.8 | 93.9 | -3.0 | 35.8 | -2.7 | 1,160,687 | 14.8 | 27,468 | 32,421 | 1,494,655 | 30.8 | 31,048 | 41,750 | .0401 | .0364 |
| Randall | 92.8 | 103.2 | 11.2 | 41.0 | 13.9 | 2,337,628 | 53.5 | 42,290 | 57,015 | 1,173,228 | 51.8 | 21,471 | 28,615 | .0404 | .0447 |
| **AUSTIN** | **819.4** | **917.6** | **12.0** | **361.3** | **13.3** | **19,678,650** | **53.5** | **40,201** | **54,466** | **10,237,816** | **56.9** | **20,462** | **28,336** | **.3439** | **.3844** |
| Hays | 68.6 | 76.5 | 11.5 | 25.9 | 10.7 | 1,195,980 | 43.4 | 35,650 | 46,177 | 583,905 | 49.7 | 16,668 | 22,545 | .0230 | .0244 |
| Travis | 601.8 | 667.9 | 11.0 | 274.0 | 12.7 | 15,021,618 | 53.1 | 40,336 | 54,823 | 8,523,789 | 57.9 | 22,195 | 31,109 | .2679 | .2996 |
| Williamson | 149.0 | 173.2 | 16.2 | 61.4 | 17.6 | 3,461,052 | 59.3 | 41,611 | 56,369 | 1,130,122 | 53.7 | 14,089 | 18,406 | .0530 | .0604 |
| **BEAUMONT - PORT ARTHUR** | **357.7** | **349.5** | **-2.3** | **131.6** | **-1.1** | **5,649,441** | **25.1** | **33,921** | **42,929** | **3,728,229** | **37.1** | **20,432** | **28,330** | **.1336** | **.1262** |
| Hardin | 41.1 | 40.5 | -1.5 | 14.7 | .0 | 688,772 | 36.0 | 34,456 | 46,855 | 306,087 | 44.1 | 14,448 | 20,822 | .0135 | .0134 |
| Jefferson | 236.4 | 228.6 | -3.3 | 87.6 | -2.1 | 3,778,444 | 23.8 | 34,105 | 43,133 | 2,791,268 | 36.1 | 22,923 | 31,864 | .0935 | .0877 |
| Orange | 80.2 | 80.4 | .2 | 29.3 | 1.4 | 1,182,225 | 23.7 | 33,078 | 40,349 | 630,874 | 38.5 | 15,763 | 21,532 | .0266 | .0251 |
| **BRAZORIA** | **194.3** | **201.2** | **3.6** | **68.4** | **5.2** | **3,478,933** | **28.9** | **41,515** | **50,862** | **1,634,929** | **44.0** | **17,463** | **23,902** | **.0701** | **.0688** |
| Brazoria | 194.3 | 201.2 | 3.6 | 68.4 | 5.2 | 3,478,933 | 28.9 | 41,515 | 50,862 | 1,634,929 | 44.0 | 17,463 | 23,902 | .0701 | .0688 |
| **BROWNSVILLE - HARLINGEN** | **267.2** | **287.6** | **7.6** | **80.1** | **6.9** | **2,968,286** | **44.3** | **27,460** | **37,057** | **2,215,402** | **53.5** | **19,266** | **27,658** | **.0725** | **.0773** |
| Cameron | 267.2 | 287.6 | 7.6 | 80.1 | 6.9 | 2,968,286 | 44.3 | 27,460 | 37,057 | 2,215,402 | 53.5 | 19,266 | 27,658 | .0725 | .0773 |
| **BRYAN - COLLEGE STATION** | **124.5** | **130.3** | **4.7** | **47.4** | **6.0** | **1,866,870** | **31.4** | **31,779** | **39,385** | **1,230,290** | **46.0** | **18,857** | **25,955** | **.0428** | **.0429** |
| Brazos | 124.5 | 130.3 | 4.7 | 47.4 | 6.0 | 1,866,870 | 31.4 | 31,779 | 39,385 | 1,230,290 | 46.0 | 18,857 | 25,955 | .0428 | .0429 |
| **CORPUS CHRISTI** | **353.0** | **364.2** | **3.2** | **123.4** | **3.3** | **5,843,884** | **38.5** | **35,300** | **47,357** | **3,524,775** | **46.2** | **20,180** | **28,564** | **.1242** | **.1269** |
| Nueces | 294.3 | 304.7 | 3.5 | 104.6 | 3.8 | 5,191,406 | 41.6 | 36,379 | 49,631 | 3,191,833 | 47.6 | 21,455 | 30,515 | .1081 | .1120 |
| San Patricio | 58.7 | 59.5 | 1.4 | 18.8 | .5 | 652,478 | 18.3 | 29,485 | 34,706 | 332,942 | 33.8 | 13,307 | 17,710 | .0161 | .0149 |
| **DALLAS** | **2,665.1** | **2,945.2** | **10.5** | **1,100.0** | **10.7** | **67,846,931** | **47.7** | **46,217** | **61,679** | **37,248,562** | **52.0** | **24,648** | **33,862** | **1.2299** | **1.3324** |
| Collin | 286.8 | 337.6 | 17.7 | 124.2 | 19.1 | 10,192,651 | 62.7 | 60,067 | 82,066 | 3,545,755 | 56.2 | 21,768 | 28,549 | .1441 | .1675 |
| Dallas | 1,908.5 | 2,056.7 | 7.8 | 775.6 | 7.7 | 46,618,459 | 44.0 | 44,941 | 60,106 | 29,359,269 | 51.9 | 26,827 | 37,854 | .9029 | .9638 |
| Denton | 295.0 | 344.2 | 16.7 | 129.3 | 17.5 | 7,190,322 | 47.0 | 44,457 | 55,610 | 2,767,447 | 48.2 | 16,977 | 21,403 | .1196 | .1293 |
| Ellis | 90.6 | 105.9 | 16.9 | 36.1 | 18.4 | 1,927,048 | 60.6 | 39,337 | 53,381 | 678,580 | 44.1 | 15,439 | 18,797 | .0310 | .0348 |
| Kaufman | 55.8 | 65.8 | 17.9 | 22.5 | 18.4 | 1,108,637 | 59.9 | 36,486 | 49,273 | 619,974 | 58.7 | 20,560 | 27,554 | .0202 | .0232 |
| Rockwall | 28.4 | 35.0 | 23.2 | 12.3 | 25.5 | 809,814 | 56.8 | 52,696 | 65,839 | 277,537 | 59.1 | 17,800 | 22,564 | .0121 | .0138 |
| ***DALLAS - FORT WORTH CONSOLIDATED AREA*** | ***4,061.9*** | ***4,514.6*** | ***11.1*** | ***1,687.0*** | ***11.5*** | ***102,563,017*** | ***49.8*** | ***45,235*** | ***60,796*** | ***54,671,848*** | ***52.3*** | ***23,728*** | ***32,408*** | ***1.8294*** | ***1.9992*** |
| **EL PASO** | **617.2** | **689.8** | **11.8** | **207.0** | **11.6** | **8,704,726** | **45.4** | **32,276** | **42,052** | **5,704,507** | **53.5** | **20,034** | **27,558** | **.1900** | **.2057** |
| El Paso | 617.2 | 689.8 | 11.8 | 207.0 | 11.6 | 8,704,726 | 45.4 | 32,276 | 42,052 | 5,704,507 | 53.5 | 20,034 | 27,558 | .1900 | .2057 |
| **FORT WORTH - ARLINGTON** | **1,396.8** | **1,569.4** | **12.4** | **587.0** | **13.1** | **34,716,086** | **54.3** | **43,354** | **59,142** | **17,423,286** | **52.8** | **21,965** | **29,682** | **.5995** | **.6668** |
| Johnson | 101.8 | 114.2 | 12.2 | 39.5 | 12.9 | 2,032,616 | 52.9 | 37,972 | 51,459 | 835,438 | 50.1 | 15,903 | 21,150 | .0350 | .0385 |
| Parker | 69.3 | 81.4 | 17.5 | 28.6 | 16.3 | 1,551,198 | 58.4 | 39,798 | 54,238 | 511,337 | 37.3 | 15,136 | 17,879 | .0246 | .0274 |
| Tarrant | 1,225.7 | 1,373.8 | 12.1 | 518.9 | 12.9 | 31,132,272 | 54.1 | 43,954 | 59,997 | 16,076,511 | 53.5 | 22,793 | 30,982 | .5399 | .6009 |
| **GALVESTON - TEXAS CITY** | **219.8** | **226.5** | **3.0** | **85.4** | **3.6** | **3,776,189** | **22.3** | **37,466** | **44,218** | **2,212,879** | **39.4** | **19,271** | **25,912** | **.0850** | **.0806** |
| Galveston | 219.8 | 226.5 | 3.0 | 85.4 | 3.6 | 3,776,189 | 22.3 | 37,466 | 44,218 | 2,212,879 | 39.4 | 19,271 | 25,912 | .0850 | .0806 |
| **HOUSTON** | **3,370.6** | **3,549.1** | **5.3** | **1,272.0** | **5.4** | **78,609,374** | **44.0** | **45,243** | **61,800** | **35,587,346** | **41.7** | **20,803** | **27,977** | **1.4115** | **1.4628** |
| Fort Bend | 242.1 | 282.5 | 16.7 | 87.9 | 16.3 | 6,405,267 | 57.1 | 53,944 | 72,870 | 1,262,595 | 36.7 | 12,215 | 14,364 | .0890 | .0989 |
| Harris | 2,862.0 | 2,982.0 | 4.2 | 1,085.0 | 4.4 | 66,688,776 | 42.5 | 45,008 | 61,464 | 32,313,689 | 41.7 | 21,936 | 29,782 | 1.2285 | 1.2645 |
| Liberty | 53.4 | 53.4 | .0 | 18.5 | .5 | 819,442 | 38.8 | 32,088 | 44,294 | 390,472 | 46.0 | 14,534 | 21,107 | .0165 | .0166 |
| Montgomery | 189.4 | 207.1 | 9.3 | 73.2 | 10.7 | 4,332,762 | 50.0 | 43,694 | 59,191 | 1,347,907 | 49.4 | 13,648 | 18,414 | .0685 | .0741 |
| Waller | 23.7 | 24.1 | 1.7 | 7.4 | .0 | 363,127 | 36.7 | 35,893 | 49,071 | 272,683 | 28.0 | 28,778 | 36,849 | .0090 | .0087 |
| ***HOUSTON - GALVESTON - BRAZORIA CONSOLIDATED AREA*** | ***3,784.7*** | ***3,976.8*** | ***5.1*** | ***1,425.8*** | ***5.3*** | ***85,864,496*** | ***42.2*** | ***44,591*** | ***60,222*** | ***39,435,154*** | ***41.7*** | ***20,549*** | ***27,658*** | ***1.5666*** | ***1.6122*** |
| **KILLEEN - TEMPLE** | **262.6** | **284.3** | **8.3** | **94.4** | **8.9** | **4,550,088** | **48.7** | **35,302** | **48,200** | **1,985,077** | **41.9** | **16,135** | **21,028** | **.0845** | **.0898** |
| Bell | 195.9 | 209.8 | 7.1 | 74.6 | 8.1 | 3,458,645 | 46.9 | 34,115 | 46,363 | 1,727,902 | 39.7 | 17,926 | 23,162 | .0673 | .0704 |
| Coryell | 66.7 | 74.5 | 11.7 | 19.8 | 11.9 | 1,091,443 | 54.4 | 39,937 | 55,123 | 257,175 | 58.7 | 9,153 | 12,989 | .0172 | .0194 |
| **LAREDO** | **139.2** | **157.1** | **12.9** | **40.4** | **12.8** | **1,550,854** | **52.5** | **28,404** | **38,387** | **1,337,002** | **48.6** | **25,130** | **33,094** | **.0394** | **.0431** |
| Webb | 139.2 | 157.1 | 12.9 | 40.4 | 12.8 | 1,550,854 | 52.5 | 28,404 | 38,387 | 1,337,002 | 48.6 | 25,130 | 33,094 | .0394 | .0431 |

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# METRO/COUNTY 1996 PROJECTIONS

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991–1996 | 12/31/96 Households (Thous.) | % Change 1991–1996 | 1996 EBI ($000) | % Change 1991–1996 | Average Household EBI 1991 | Average Household EBI 1996 | 1996 Retail Sales ($000) | % Change 1991–1996 | Retail Sales Per Household 1991 | Retail Sales Per Household 1996 | Buying Power Index 1991 | Buying Power Index 1996 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **TEXAS (continued)** | | | | | | | | | | | | | | | |
| **LONGVIEW - MARSHALL** | **163.6** | **167.7** | **2.5** | **63.2** | **3.3** | **2,826,267** | **37.5** | **33,587** | **44,719** | **2,044,965** | **46.0** | **22,888** | **32,357** | **.0636** | **.0651** |
| Gregg | 105.3 | 106.8 | 1.4 | 41.2 | 2.5 | 1,874,779 | 34.6 | 34,645 | 45,504 | 1,622,291 | 45.1 | 27,803 | 39,376 | .0454 | .0460 |
| Harrison | 58.3 | 60.9 | 4.5 | 22.0 | 4.8 | 951,488 | 43.6 | 31,562 | 43,249 | 422,674 | 49.3 | 13,480 | 19,212 | .0182 | .0191 |
| **LUBBOCK** | **226.5** | **236.2** | **4.3** | **87.2** | **5.2** | **3,858,566** | **35.2** | **34,422** | **44,250** | **2,853,965** | **40.9** | **24,438** | **32,729** | **.0893** | **.0897** |
| Lubbock | 226.5 | 236.2 | 4.3 | 87.2 | 5.2 | 3,858,566 | 35.2 | 34,422 | 44,250 | 2,853,965 | 40.9 | 24,438 | 32,729 | .0893 | .0897 |
| **McALLEN - EDINBURG - MISSION** | **405.5** | **467.2** | **15.2** | **125.1** | **15.0** | **4,719,960** | **57.7** | **27,511** | **37,729** | **3,218,126** | **58.6** | **18,646** | **25,724** | **.1056** | **.1200** |
| Hidalgo | 405.5 | 467.2 | 15.2 | 125.1 | 15.0 | 4,719,960 | 57.7 | 27,511 | 37,729 | 3,218,126 | 58.6 | 18,646 | 25,724 | .1056 | .1200 |
| **MIDLAND** | **108.1** | **111.3** | **3.0** | **41.0** | **3.8** | **2,214,867** | **30.0** | **43,129** | **54,021** | **1,230,743** | **43.6** | **21,697** | **30,018** | **.0454** | **.0448** |
| Midland | 108.1 | 111.3 | 3.0 | 41.0 | 3.8 | 2,214,867 | 30.0 | 43,129 | 54,021 | 1,230,743 | 43.6 | 21,697 | 30,018 | .0454 | .0448 |
| **ODESSA** | **117.2** | **112.1** | **-4.4** | **40.3** | **-3.4** | **1,789,500** | **30.3** | **32,935** | **44,404** | **1,182,628** | **38.7** | **20,451** | **29,346** | **.0418** | **.0401** |
| Ector | 117.2 | 112.1 | -4.4 | 40.3 | -3.4 | 1,789,500 | 30.3 | 32,935 | 44,404 | 1,182,628 | 38.7 | 20,451 | 29,346 | .0418 | .0401 |
| **SAN ANGELO** | **100.6** | **106.7** | **6.1** | **38.8** | **7.2** | **1,866,183** | **46.3** | **35,242** | **48,098** | **1,106,548** | **54.8** | **19,752** | **28,519** | **.0368** | **.0396** |
| Tom Green | 100.6 | 106.7 | 6.1 | 38.8 | 7.2 | 1,866,183 | 46.3 | 35,242 | 48,098 | 1,106,548 | 54.8 | 19,752 | 28,519 | .0368 | .0396 |
| **SAN ANTONIO** | **1,355.4** | **1,507.6** | **11.2** | **527.4** | **12.3** | **23,815,750** | **41.9** | **35,734** | **45,157** | **15,134,400** | **53.9** | **20,938** | **28,696** | **.4942** | **.5282** |
| Bexar | 1,232.2 | 1,365.3 | 10.8 | 475.5 | 11.8 | 21,630,456 | 42.0 | 35,811 | 45,490 | 13,879,319 | 53.5 | 21,251 | 29,189 | .4504 | .4810 |
| Comal | 54.8 | 63.5 | 15.9 | 24.1 | 17.6 | 1,090,756 | 43.8 | 37,011 | 45,260 | 748,909 | 60.8 | 22,723 | 31,075 | .0223 | .0245 |
| Guadalupe | 68.4 | 78.8 | 15.2 | 27.8 | 16.3 | 1,094,538 | 37.7 | 33,251 | 39,372 | 506,172 | 53.1 | 13,837 | 18,208 | .0215 | .0227 |
| **SHERMAN - DENISON** | **95.6** | **99.0** | **3.6** | **38.6** | **4.0** | **1,632,351** | **32.8** | **33,137** | **42,289** | **1,141,178** | **45.3** | **21,174** | **29,564** | **.0371** | **.0372** |
| Grayson | 95.6 | 99.0 | 3.6 | 38.6 | 4.0 | 1,632,351 | 32.8 | 33,137 | 42,289 | 1,141,178 | 45.3 | 21,174 | 29,564 | .0371 | .0372 |
| **TEXARKANA** | **120.8** | **122.5** | **1.4** | **46.2** | **2.2** | **1,942,874** | **34.3** | **31,995** | **42,054** | **1,276,556** | **38.3** | **20,427** | **27,631** | **.0442** | **.0434** |
| Bowie | 82.1 | 82.9 | 1.0 | 31.3 | 1.6 | 1,388,891 | 33.7 | 33,738 | 44,374 | 947,174 | 36.0 | 22,614 | 30,261 | .0320 | .0311 |
| *Miller, Ark.* | *38.7* | *39.6* | *2.3* | *14.9* | *3.5* | *553,983* | *36.1* | *28,267* | *37,180* | *329,382* | *45.2* | *15,751* | *22,106* | *.0122* | *.0123* |
| **TYLER** | **154.8** | **163.9** | **5.9** | **62.2** | **6.9** | **2,877,848** | **38.6** | **35,684** | **46,268** | **1,988,484** | **50.4** | **22,719** | **31,969** | **.0618** | **.0643** |
| Smith | 154.8 | 163.9 | 5.9 | 62.2 | 6.9 | 2,877,848 | 38.6 | 35,684 | 46,268 | 1,988,484 | 50.4 | 22,719 | 31,969 | .0618 | .0643 |
| **VICTORIA** | **74.4** | **74.7** | **.4** | **26.7** | **1.5** | **1,222,802** | **29.0** | **36,038** | **45,798** | **830,475** | **40.4** | **22,495** | **31,104** | **.0284** | **.0275** |
| Victoria | 74.4 | 74.7 | .4 | 26.7 | 1.5 | 1,222,802 | 29.0 | 36,038 | 45,798 | 830,475 | 40.4 | 22,495 | 31,104 | .0284 | .0275 |
| **WACO** | **191.2** | **197.3** | **3.2** | **74.1** | **4.4** | **3,350,669** | **42.3** | **33,161** | **45,218** | **2,129,461** | **48.9** | **20,146** | **28,738** | **.0702** | **.0731** |
| McLennan | 191.2 | 197.3 | 3.2 | 74.1 | 4.4 | 3,350,669 | 42.3 | 33,161 | 45,218 | 2,129,461 | 48.9 | 20,146 | 28,738 | .0702 | .0731 |
| **WICHITA FALLS** | **122.3** | **123.4** | **.9** | **45.7** | **1.1** | **2,006,482** | **32.3** | **33,544** | **43,906** | **1,384,160** | **42.9** | **21,423** | **30,288** | **.0460** | **.0455** |
| Wichita | 122.3 | 123.4 | .9 | 45.7 | 1.1 | 2,006,482 | 32.3 | 33,544 | 43,906 | 1,384,160 | 42.9 | 21,423 | 30,288 | .0460 | .0455 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Anderson | 48.8 | 49.6 | 1.6 | 14.5 | 0 | 628,251 | 27.4 | 33,999 | 43,328 | 324,076 | 34.9 | 16,565 | 22,350 | .0144 | .0137 |
| Andrews | 13.8 | 12.7 | -8.0 | 4.3 | -6.5 | 168,496 | 13.2 | 32,372 | 39,185 | 86,639 | 27.2 | 14,805 | 20,149 | .0042 | .0037 |
| Angelina | 70.6 | 73.4 | 4.0 | 26.1 | 3.6 | 1,293,983 | 43.0 | 35,912 | 49,578 | 669,282 | 39.4 | 19,053 | 25,643 | .0256 | .0262 |
| Aransas | 18.1 | 18.6 | 2.8 | 7.6 | 7.0 | 326,333 | 44.7 | 31,764 | 42,939 | 173,218 | 53.8 | 15,862 | 22,792 | .0063 | .0067 |
| Archer | 8.0 | 8.0 | .0 | 3.0 | 0 | 126,200 | 26.7 | 33,211 | 42,067 | 20,066 | 26.8 | 5,276 | 6,689 | .0022 | .0020 |
| Armstrong | 2.0 | 2.0 | 0 | .8 | 0 | 27,647 | 17.7 | 29,363 | 34,559 | 5,639 | 34.3 | 5,249 | 7,049 | .0006 | .0005 |
| Atascosa | 31.6 | 35.0 | 10.8 | 11.3 | 9.7 | 442,561 | 49.4 | 28,768 | 39,165 | 211,990 | 58.2 | 13,010 | 18,760 | .0087 | .0095 |
| Austin | 19.6 | 19.0 | -3.1 | 7.3 | -1.4 | 267,132 | 16.1 | 31,088 | 36,593 | 153,339 | 32.5 | 15,641 | 21,005 | .0065 | .0059 |
| Bailey | 6.8 | 6.4 | -5.9 | 2.4 | 0 | 82,404 | 17.7 | 29,161 | 34,335 | 37,361 | 24.3 | 12,520 | 15,567 | .0020 | .0017 |
| Bandera | 11.2 | 13.0 | 16.1 | 5.4 | 20.0 | 201,442 | 41.2 | 31,695 | 37,304 | 48,775 | 36.2 | 7,960 | 9,033 | .0033 | .0036 |
| Bastrop | 40.5 | 46.5 | 14.8 | 16.0 | 14.3 | 697,368 | 34.6 | 32,228 | 43,586 | 230,742 | 61.5 | 10,204 | 14,421 | .0116 | .0131 |
| Baylor | 4.2 | 3.9 | -7.1 | 1.9 | 0 | 74,276 | 37.0 | 28,537 | 39,093 | 23,355 | 31.3 | 9,361 | 12,292 | .0014 | .0012 |
| Bee | 25.3 | 26.0 | 2.8 | 9.2 | 5.7 | 367,253 | 46.0 | 28,918 | 39,919 | 210,630 | 53.6 | 15,765 | 22,895 | .0077 | .0082 |
| Bell | 195.9 | 209.8 | 7.1 | 74.6 | 8.1 | 3,458,645 | 46.9 | 34,113 | 46,363 | 1,727,902 | 39.7 | 17,926 | 23,162 | .0673 | .0704 |
| Bexar | 1,232.2 | 1,365.3 | 10.8 | 475.5 | 11.8 | 21,630,456 | 42.0 | 35,811 | 45,490 | 13,879,319 | 53.5 | 21,251 | 29,189 | .4504 | .4810 |
| Blanco | 6.3 | 7.2 | 14.3 | 3.0 | 20.0 | 109,950 | 41.2 | 31,138 | 36,650 | 17,499 | 35.2 | 5,178 | 5,833 | .0017 | .0020 |
| Borden | .8 | .8 | 0 | .3 | 0 | 19,601 | 33.0 | 49,137 | 65,337 | 751 | 16.8 | 2,143 | 2,503 | .0002 | .0002 |
| Bosque | 15.4 | 16.4 | 6.5 | 6.6 | 8.2 | 272,345 | 46.7 | 30,436 | 41,264 | 65,560 | 31.9 | 8,148 | 9,933 | .0045 | .0047 |
| Bowie | 82.1 | 82.9 | 1.0 | 31.3 | 1.6 | 1,388,891 | 33.7 | 33,738 | 44,374 | 947,174 | 36.0 | 22,614 | 30,261 | .0320 | .0311 |
| Brazoria | 194.3 | 201.2 | 3.6 | 68.4 | 5.2 | 3,478,933 | 28.9 | 41,515 | 50,862 | 1,634,929 | 44.0 | 17,463 | 23,902 | .0701 | .0688 |
| Brazos | 124.5 | 130.3 | 4.7 | 47.4 | 6.0 | 1,866,870 | 31.4 | 31,779 | 39,385 | 1,230,290 | 46.0 | 18,857 | 25,955 | .0428 | .0429 |
| Brewster | 9.0 | 9.9 | 10.0 | 4.0 | 14.3 | 164,370 | 55.1 | 30,284 | 41,093 | 70,916 | 39.3 | 14,542 | 17,729 | .0030 | .0031 |
| Briscoe | 1.9 | 1.9 | .0 | .8 | .0 | 23,964 | 17.6 | 25,469 | 29,955 | 6,971 | 23.6 | 7,050 | 8,714 | .0005 | .0005 |
| Brooks | 8.2 | 8.2 | .0 | 2.7 | .0 | 81,497 | 34.9 | 22,370 | 30,184 | 65,696 | 43.6 | 16,950 | 24,332 | .0022 | .0022 |
| Brown | 34.5 | 34.8 | .9 | 13.4 | 2.3 | 459,754 | 28.7 | 27,269 | 34,310 | 269,754 | 40.2 | 15,772 | 21,623 | .0109 | .0106 |
| Burleson | 13.6 | 13.6 | 0 | 5.2 | .0 | 201,164 | 37.8 | 28,074 | 38,685 | 50,681 | 31.7 | 7,402 | 9,746 | .0037 | .0036 |
| Burnet | 23.4 | 25.8 | 10.3 | 10.2 | 9.7 | 433,964 | 48.5 | 31,415 | 42,545 | 262,903 | 57.7 | 17,922 | 25,775 | .0085 | .0094 |
| Caldwell | 27.0 | 29.4 | 8.9 | 9.9 | 10.0 | 368,285 | 39.1 | 29,420 | 37,201 | 171,067 | 51.4 | 12,554 | 17,279 | .0075 | .0079 |
| Calhoun | 18.7 | 17.7 | -5.3 | 6.1 | -7.6 | 235,207 | 16.0 | 30,710 | 38,559 | 114,036 | 28.0 | 13,496 | 18,694 | .0056 | .0050 |
| Callahan | 12.0 | 12.5 | 4.2 | 5.2 | 10.6 | 185,346 | 38.9 | 28,399 | 35,643 | 44,522 | 25.4 | 7,551 | 8,562 | .0033 | .0033 |
| Cameron | 267.2 | 287.6 | 7.6 | 80.1 | 6.9 | 2,968,286 | 44.3 | 27,460 | 37,057 | 2,215,402 | 53.5 | 19,266 | 27,658 | .0725 | .0773 |

# METRO/COUNTY 1996 PROJECTIONS

S&MM ESTIMATES

| METRO AREA County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991-1996 | 12/31/96 Households (Thous.) | % Change 1991-1996 | 1996 EBI ($000) | % Change 1991-1996 | Average Household EBI | | 1996 Retail Sales ($000) | % Change 1991-1996 | Retail Sales Per Household | | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 1991 | 1996 | | | 1991 | 1996 | 1991 | 1996 |
| **TEXAS (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Camp | 10.1 | 11.1 | 9.9 | 4.4 | 12.8 | 174,342 | 54.0 | 29,031 | 39,623 | 125,277 | 62.9 | 19,719 | 28,472 | .0036 | .0040 |
| Carson | 6.4 | 6.0 | -6.3 | 2.4 | .0 | 111,758 | 34.3 | 34,673 | 46,566 | 36,984 | 43.2 | 10,760 | 15,410 | .0020 | .0021 |
| Cass | 30.2 | 31.1 | 3.0 | 11.9 | 4.4 | 466,975 | 44.1 | 28,430 | 39,242 | 212,291 | 46.4 | 12,723 | 17,840 | .0092 | .0094 |
| Castro | 9.0 | 9.0 | .0 | 2.9 | .0 | 104,536 | 36.3 | 26,447 | 36,047 | 39,890 | 34.4 | 10,231 | 13,755 | .0022 | .0021 |
| Chambers | 19.8 | 19.3 | -2.5 | 6.8 | .0 | 284,807 | 17.7 | 35,584 | 41,883 | 109,095 | 34.3 | 11,947 | 16,043 | .0061 | .0056 |
| Cherokee | 41.6 | 43.5 | 4.6 | 15.9 | 4.6 | 583,891 | 40.0 | 27,432 | 36,723 | 289,004 | 41.4 | 13,445 | 18,176 | .0123 | .0125 |
| Childress | 5.8 | 5.4 | -6.9 | 2.4 | .0 | 70,169 | 18.1 | 24,746 | 29,237 | 53,745 | 34.5 | 16,645 | 22,394 | .0018 | .0017 |
| Clay | 10.0 | 10.0 | .0 | 3.8 | .0 | 133,391 | 18.2 | 29,699 | 35,103 | 29,279 | 13.3 | 6,798 | 7,705 | .0028 | .0024 |
| Cochran | 4.2 | 3.8 | -9.5 | 1.4 | .0 | 44,014 | 17.8 | 26,677 | 31,439 | 13,477 | 34.0 | 7,182 | 9,626 | .0009 | .0008 |
| Coke | 3.4 | 3.4 | .0 | 1.4 | .0 | 51,581 | 33.1 | 27,679 | 36,844 | 14,566 | 17.7 | 8,841 | 10,404 | .0011 | .0010 |
| Coleman | 9.5 | 9.0 | -5.3 | 4.0 | .0 | 106,348 | 17.7 | 22,593 | 26,587 | 45,828 | 21.4 | 9,437 | 11,457 | .0025 | .0023 |
| Collin | 286.8 | 337.6 | 17.7 | 124.2 | 19.1 | 10,192,651 | 62.7 | 60,067 | 82,066 | 3,545,755 | 56.2 | 21,768 | 28,549 | .1441 | .1675 |
| Collingsworth | 3.5 | 3.5 | .0 | 1.4 | .0 | 49,861 | 36.8 | 26,034 | 35,615 | 16,280 | 44.6 | 8,044 | 11,629 | .0009 | .0010 |
| Colorado | 17.9 | 16.7 | -6.7 | 6.7 | -2.9 | 262,717 | 29.8 | 29,327 | 39,211 | 178,467 | 38.7 | 18,641 | 26,637 | .0062 | .0058 |
| Comal | 54.8 | 63.5 | 15.9 | 24.1 | 17.6 | 1,090,756 | 43.8 | 37,011 | 45,260 | 748,909 | 60.8 | 22,723 | 31,075 | .0223 | .0245 |
| Comanche | 13.3 | 13.3 | .0 | 5.3 | .0 | 167,809 | 23.7 | 25,606 | 31,662 | 89,691 | 37.5 | 12,308 | 16,923 | .0039 | .0038 |
| Concho | 3.0 | 3.0 | .0 | 1.0 | .0 | 39,545 | 37.7 | 28,721 | 39,545 | 16,741 | 22.7 | 13,640 | 16,741 | .0009 | .0008 |
| Cooke | 31.9 | 34.7 | 8.8 | 13.4 | 11.7 | 610,713 | 51.4 | 33,614 | 45,576 | 269,418 | 32.1 | 16,993 | 20,106 | .0113 | .0117 |
| Coryell | 66.7 | 74.5 | 11.7 | 19.8 | 11.9 | 1,091,443 | 54.4 | 39,937 | 55,123 | 257,175 | 58.7 | 9,153 | 12,989 | .0172 | .0194 |
| Cottle | 2.1 | 1.8 | -14.3 | .9 | .0 | 32,668 | 33.6 | 27,169 | 36,298 | 19,964 | 32.3 | 16,761 | 22,182 | .0009 | .0008 |
| Crane | 4.5 | 4.1 | -8.9 | 1.5 | .0 | 71,525 | 34.9 | 35,351 | 47,683 | 27,397 | 43.5 | 12,726 | 18,265 | .0014 | .0013 |
| Crockett | 3.9 | 3.6 | -7.7 | 1.4 | .0 | 50,549 | 21.3 | 29,773 | 36,106 | 23,117 | 22.2 | 13,508 | 16,512 | .0011 | .0010 |
| Crosby | 7.1 | 6.7 | -5.6 | 2.5 | .0 | 86,311 | 29.4 | 26,681 | 34,524 | 22,952 | 24.6 | 7,370 | 9,181 | .0017 | .0017 |
| Culberson | 3.4 | 3.4 | .0 | 1.1 | .0 | 35,419 | 25.0 | 25,751 | 32,199 | 41,392 | 25.9 | 29,885 | 37,629 | .0013 | .0010 |
| Dallam | 5.2 | 4.8 | -7.7 | 2.1 | .0 | 71,869 | 31.7 | 25,978 | 34,223 | 54,750 | 41.8 | 18,381 | 26,071 | .0018 | .0017 |
| Dallas | 1,908.5 | 2,056.7 | 7.8 | 775.6 | 7.7 | 46,618,459 | 44.0 | 44,941 | 60,106 | 29,359,269 | 51.9 | 26,827 | 37,854 | .9029 | .9638 |
| Dawson | 13.7 | 12.6 | -8.0 | 4.5 | -8.2 | 167,465 | 19.4 | 28,634 | 37,214 | 103,237 | 29.4 | 16,284 | 22,942 | .0042 | .0038 |
| Deaf Smith | 18.9 | 18.3 | -3.2 | 6.1 | .0 | 271,657 | 37.8 | 32,328 | 44,534 | 133,796 | 35.5 | 16,185 | 21,934 | .0059 | .0057 |
| Delta | 5.0 | 5.5 | 10.0 | 1.9 | .0 | 71,181 | 35.0 | 27,751 | 37,464 | 19,776 | 37.2 | 7,584 | 10,408 | .0013 | .0014 |
| Denton | 295.0 | 344.2 | 16.7 | 129.3 | 17.5 | 7,190,322 | 47.0 | 44,457 | 55,610 | 2,767,447 | 48.2 | 16,977 | 21,403 | .1196 | .1293 |
| De Witt | 18.6 | 18.1 | -2.7 | 7.1 | .0 | 241,741 | 28.2 | 26,558 | 34,048 | 118,544 | 39.9 | 11,931 | 16,696 | .0054 | .0051 |
| Dickens | 2.4 | 2.1 | -12.5 | 1.0 | .0 | 28,197 | 28.3 | 21,977 | 28,197 | 12,867 | 32.5 | 9,711 | 12,867 | .0006 | .0006 |
| Dimmit | 10.2 | 9.7 | -4.9 | 3.0 | .0 | 75,995 | 27.8 | 19,822 | 25,332 | 48,360 | 38.1 | 11,670 | 16,120 | .0022 | .0021 |
| Donley | 3.7 | 3.8 | 2.7 | 1.5 | .0 | 43,671 | 20.9 | 24,073 | 29,114 | 18,553 | 12.6 | 10,985 | 12,369 | .0011 | .0009 |
| Duval | 12.8 | 12.7 | -.8 | 4.1 | .0 | 138,580 | 36.9 | 24,690 | 33,800 | 38,602 | 44.6 | 6,511 | 9,415 | .0027 | .0028 |
| Eastland | 18.1 | 17.3 | -4.4 | 6.9 | -4.2 | 218,357 | 26.6 | 23,948 | 31,646 | 139,815 | 36.1 | 14,264 | 20,263 | .0054 | .0052 |
| Ector | 117.2 | 112.1 | -4.4 | 40.3 | -3.4 | 1,789,500 | 30.3 | 32,935 | 44,404 | 1,182,628 | 38.7 | 20,451 | 29,346 | .0418 | .0401 |
| Edwards | 2.3 | 2.3 | .0 | .8 | .0 | 20,404 | 17.6 | 21,681 | 25,505 | 9,340 | 34.3 | 8,695 | 11,675 | .0005 | .0005 |
| Ellis | 90.6 | 105.9 | 16.9 | 36.1 | 18.4 | 1,927,048 | 60.6 | 39,337 | 53,381 | 678,580 | 44.1 | 15,439 | 18,797 | .0310 | .0348 |
| El Paso | 617.2 | 689.8 | 11.8 | 207.0 | 11.6 | 8,704,726 | 45.4 | 32,276 | 42,052 | 5,704,507 | 53.5 | 20,034 | 27,558 | .1900 | .2057 |
| Erath | 29.0 | 31.7 | 9.3 | 12.2 | 8.9 | 512,710 | 48.5 | 30,817 | 42,025 | 257,185 | 40.9 | 16,297 | 21,081 | .0100 | .0105 |
| Falls | 17.5 | 17.1 | -2.3 | 6.4 | .0 | 224,547 | 35.3 | 25,928 | 35,085 | 64,972 | 31.6 | 7,716 | 10,152 | .0044 | .0043 |
| Fannin | 25.0 | 25.9 | 3.6 | 10.3 | 5.1 | 436,371 | 45.0 | 30,706 | 42,366 | 151,641 | 24.9 | 12,386 | 14,722 | .0080 | .0080 |
| Fayette | 19.9 | 19.4 | -2.5 | 8.1 | .0 | 321,175 | 35.5 | 29,268 | 39,651 | 214,205 | 43.8 | 18,384 | 26,445 | .0073 | .0072 |
| Fisher | 4.8 | 4.8 | .0 | 1.9 | .0 | 55,053 | 17.7 | 24,626 | 28,975 | 15,823 | 27.2 | 6,548 | 8,328 | .0011 | .0011 |
| Floyd | 8.4 | 8.4 | .0 | 2.9 | .0 | 95,239 | 17.9 | 27,859 | 32,841 | 42,471 | 22.9 | 11,916 | 14,645 | .0024 | .0020 |
| Foard | 1.7 | 1.4 | -17.6 | .7 | .0 | 19,601 | 18.6 | 23,601 | 28,001 | 2,730 | 10.3 | 3,536 | 3,900 | .0003 | .0003 |
| Fort Bend | 242.1 | 282.5 | 16.7 | 87.9 | 16.3 | 6,405,267 | 57.1 | 53,944 | 72,870 | 1,262,595 | 36.7 | 12,215 | 14,364 | .0890 | .0989 |
| Franklin | 7.9 | 8.4 | 6.3 | 3.0 | .0 | 138,580 | 35.0 | 34,219 | 46,193 | 33,255 | 18.5 | 9,354 | 11,085 | .0025 | .0024 |
| Freestone | 15.6 | 15.1 | -3.2 | 6.0 | .0 | 235,551 | 30.8 | 30,007 | 39,259 | 89,442 | 37.4 | 10,852 | 14,907 | .0047 | .0045 |
| Frio | 13.6 | 14.1 | 3.7 | 4.1 | .0 | 146,832 | 37.8 | 25,995 | 35,813 | 72,526 | 44.6 | 12,233 | 17,689 | .0034 | .0035 |
| Gaines | 13.9 | 13.3 | -4.3 | 4.4 | -2.2 | 156,117 | 16.6 | 29,743 | 35,481 | 58,609 | 28.5 | 10,135 | 13,320 | .0035 | .0032 |
| Galveston | 219.8 | 226.5 | 3.0 | 85.4 | 3.6 | 3,776,189 | 22.3 | 37,466 | 44,218 | 2,212,879 | 39.4 | 19,271 | 25,912 | .0850 | .0806 |
| Garza | 5.0 | 4.6 | -8.0 | 1.8 | .0 | 54,484 | 17.7 | 25,722 | 30,269 | 27,497 | 34.3 | 11,376 | 15,276 | .0014 | .0011 |
| Gillespie | 17.7 | 19.2 | 8.5 | 7.6 | 10.1 | 303,293 | 36.5 | 32,204 | 39,907 | 160,447 | 38.3 | 16,814 | 21,111 | .0062 | .0063 |
| Glasscock | 1.5 | 1.5 | .0 | .5 | .0 | 28,852 | 17.6 | 49,052 | 57,704 | 2,352 | 22.8 | 3,830 | 4,704 | .0006 | .0005 |
| Goliad | 6.1 | 6.6 | 8.2 | 2.2 | .0 | 101,098 | 38.0 | 33,307 | 45,954 | 24,005 | 31.7 | 8,283 | 10,911 | .0018 | .0018 |
| Gonzales | 17.2 | 17.1 | -.6 | 6.2 | .0 | 236,583 | 35.9 | 28,070 | 38,159 | 111,877 | 42.2 | 12,691 | 18,045 | .0049 | .0049 |
| Gray | 22.9 | 20.9 | -8.7 | 8.7 | -5.4 | 318,643 | 11.3 | 34,116 | 36,626 | 174,272 | 25.2 | 15,129 | 20,031 | .0078 | .0067 |
| Grayson | 95.6 | 99.0 | 3.6 | 38.6 | 4.0 | 1,632,351 | 32.8 | 33,137 | 42,289 | 1,141,178 | 45.3 | 21,174 | 29,564 | .0371 | .0372 |
| Gregg | 105.3 | 106.8 | 1.4 | 41.2 | 2.5 | 1,874,779 | 34.6 | 34,645 | 45,504 | 1,622,291 | 45.1 | 27,803 | 39,376 | .0454 | .0460 |
| Grimes | 19.5 | 20.1 | 3.1 | 6.2 | .0 | 271,313 | 37.9 | 31,735 | 43,760 | 93,519 | 31.7 | 11,452 | 15,084 | .0053 | .0052 |
| Guadalupe | 68.4 | 78.8 | 15.2 | 27.8 | 16.3 | 1,094,538 | 37.7 | 33,251 | 39,372 | 506,172 | 53.1 | 13,837 | 18,208 | .0215 | .0227 |
| Hale | 34.6 | 34.7 | .3 | 11.6 | .0 | 507,896 | 36.0 | 32,187 | 43,784 | 324,450 | 38.9 | 20,138 | 27,970 | .0116 | .0115 |
| Hall | 3.6 | 3.3 | -8.3 | 1.6 | .0 | 53,644 | 36.1 | 24,632 | 33,528 | 20,033 | 30.9 | 9,563 | 12,521 | .0010 | .0010 |
| Hamilton | 7.7 | 7.7 | .0 | 3.2 | .0 | 101,971 | 17.8 | 27,047 | 31,866 | 33,774 | 21.3 | 8,698 | 10,554 | .0023 | .0020 |

# METRO/COUNTY 1996 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991-1996 | 12/31/96 Households (Thous.) | % Change 1991-1996 | 1996 EBI ($000) | % Change 1991-1996 | Average Household EBI | | 1996 Retail Sales ($000) | % Change 1991-1996 | Retail Sales Per Household | | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 1991 | 1996 | | | 1991 | 1996 | 1991 | 1996 |
| **TEXAS (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Hansford | 5.7 | 5.3 | -7.0 | 2.1 | .0 | 82,245 | 17.7 | 33,282 | 39,164 | 37,815 | 30.7 | 13,780 | 18,007 | .0018 | .0017 |
| Hardeman | 5.1 | 4.7 | -7.8 | 2.1 | .0 | 70,149 | 21.7 | 27,437 | 33,404 | 25,624 | 36.5 | 8,941 | 12,202 | .0016 | .0013 |
| Hardin | 41.1 | 40.5 | -1.5 | 14.7 | .0 | 688,772 | 36.0 | 34,456 | 46,855 | 306,087 | 44.1 | 14,448 | 20,822 | .0135 | .0134 |
| Harris | 2,862.0 | 2,982.0 | 4.2 | 1,085.0 | -4.4 | 66,688,776 | 42.5 | 45,008 | 61,464 | 32,313,689 | 41.7 | 21,936 | 29,782 | 1.2285 | 1.2645 |
| Harrison | 58.3 | 60.9 | 4.5 | 22.0 | 4.8 | 951,488 | 43.6 | 31,562 | 43,249 | 422,674 | 49.3 | 13,480 | 19,212 | .0182 | .0191 |
| Hartley | 3.6 | 3.6 | .0 | 1.3 | .0 | 52,209 | 17.7 | 37,388 | 44,007 | 14,100 | 12.4 | 9,647 | 10,846 | .0011 | .0009 |
| Haskell | 6.6 | 6.2 | -6.1 | 2.7 | .0 | 111,414 | 37.9 | 29,934 | 41,264 | 52,112 | 30.9 | 14,741 | 19,301 | .0023 | .0022 |
| Hays | 68.6 | 76.5 | 11.5 | 25.9 | 10.7 | 1,195,980 | 43.4 | 35,650 | 46,177 | 583,905 | 49.7 | 16,668 | 22,545 | .0230 | .0244 |
| Hemphill | 3.4 | 3.1 | -8.8 | 1.3 | .0 | 76,339 | 37.0 | 42,860 | 58,722 | 21,956 | 31.3 | 12,861 | 16,889 | .0014 | .0013 |
| Henderson | 60.9 | 67.8 | 11.3 | 26.9 | 12.6 | 918,821 | 35.8 | 28,309 | 34,157 | 448,301 | 52.9 | 12,265 | 16,665 | .0186 | .0195 |
| Hidalgo | 405.5 | 467.2 | 15.2 | 125.1 | 15.0 | 4,719,960 | 57.7 | 27,511 | 37,729 | 3,218,126 | 58.6 | 18,646 | 25,724 | .1056 | .1200 |
| Hill | 27.6 | 29.0 | 5.1 | 10.9 | 4.8 | 458,035 | 42.2 | 30,963 | 42,022 | 247,917 | 43.3 | 16,634 | 22,745 | .0093 | .0097 |
| Hockley | 23.8 | 22.6 | -5.0 | 7.3 | -6.4 | 366,909 | 29.1 | 36,427 | 50,262 | 146,040 | 23.3 | 15,185 | 20,005 | .0076 | .0069 |
| Hood | 32.1 | 39.4 | 22.7 | 15.4 | 24.2 | 899,908 | 70.1 | 42,664 | 58,436 | 351,953 | 57.8 | 17,992 | 22,854 | .0133 | .0160 |
| Hopkins | 29.4 | 31.3 | 6.5 | 11.6 | 4.5 | 397,255 | 23.0 | 29,095 | 34,246 | 276,029 | 30.0 | 19,131 | 23,796 | .0102 | .0096 |
| Houston | 21.9 | 20.4 | -6.8 | 7.0 | -6.7 | 221,276 | 9.9 | 26,858 | 31,611 | 115,603 | 25.3 | 12,298 | 16,515 | .0059 | .0051 |
| Howard | 31.4 | 29.6 | -5.7 | 10.3 | -7.2 | 465,944 | 26.5 | 33,193 | 45,237 | 246,026 | 28.6 | 17,241 | 23,886 | .0107 | .0097 |
| Hudspeth | 3.0 | 3.5 | 16.7 | .9 | .0 | 32,324 | 33.9 | 26,830 | 35,916 | 9,089 | 40.3 | 7,199 | 10,099 | .0006 | .0007 |
| Hunt | 66.0 | 71.3 | 8.0 | 27.2 | 10.1 | 1,258,220 | 48.8 | 34,229 | 46,258 | 575,046 | 45.5 | 16,004 | 21,141 | .0230 | .0246 |
| Hutchinson | 24.7 | 22.6 | -8.5 | 8.7 | -6.5 | 391,324 | 25.4 | 33,566 | 44,980 | 171,213 | 33.8 | 13,757 | 19,680 | .0082 | .0075 |
| Irion | 1.6 | 1.6 | .0 | .6 | .0 | 27,510 | 33.8 | 34,272 | 45,850 | 3,717 | 30.9 | 4,733 | 6,195 | .0005 | .0005 |
| Jack | 6.8 | 6.4 | -5.9 | 2.7 | .0 | 103,849 | 28.2 | 30,000 | 38,463 | 25,022 | 14.6 | 8,089 | 9,267 | .0020 | .0018 |
| Jackson | 12.7 | 11.9 | -6.3 | 4.4 | -6.4 | 178,469 | 26.5 | 30,015 | 40,561 | 79,963 | 32.2 | 12,867 | 18,173 | .0039 | .0036 |
| Jasper | 31.2 | 31.6 | 1.3 | 11.4 | .0 | 411,269 | 28.7 | 28,041 | 36,076 | 274,029 | 40.2 | 17,148 | 24,038 | .0099 | .0097 |
| Jeff Davis | 2.0 | 2.0 | .0 | .8 | .0 | 29,573 | 35.3 | 27,316 | 36,966 | 8,953 | 30.6 | 8,570 | 11,191 | .0005 | .0006 |
| Jefferson | 236.4 | 228.6 | -3.3 | 87.6 | -2.1 | 3,778,444 | 23.8 | 34,105 | 43,133 | 2,791,268 | 36.1 | 22,923 | 31,864 | .0935 | .0877 |
| Jim Hogg | 5.0 | 4.6 | -8.0 | 1.7 | .0 | 53,644 | 35.8 | 23,242 | 31,555 | 25,301 | 30.8 | 11,381 | 14,883 | .0012 | .0012 |
| Jim Wells | 37.1 | 35.4 | -4.6 | 11.3 | -4.2 | 443,592 | 31.7 | 28,552 | 39,256 | 211,453 | 26.0 | 14,227 | 18,713 | .0102 | .0094 |
| Johnson | 101.8 | 114.2 | 12.2 | 39.5 | 12.9 | 2,032,616 | 52.9 | 37,972 | 51,459 | 835,438 | 50.1 | 15,903 | 21,150 | .0350 | .0385 |
| Jones | 16.2 | 15.7 | -3.1 | 6.1 | .0 | 232,112 | 33.1 | 28,587 | 38,051 | 71,849 | 25.7 | 9,368 | 11,779 | .0046 | .0044 |
| Karnes | 12.2 | 11.6 | -4.9 | 4.2 | -2.3 | 143,394 | 30.3 | 25,601 | 34,141 | 59,107 | 33.2 | 10,322 | 14,073 | .0031 | .0030 |
| Kaufman | 55.8 | 65.8 | 17.9 | 22.5 | 18.4 | 1,108,637 | 59.9 | 36,486 | 49,273 | 619,974 | 58.7 | 20,560 | 27,554 | .0202 | .0232 |
| Kendall | 15.6 | 18.5 | 18.6 | 7.2 | 24.1 | 370,004 | 64.5 | 38,788 | 51,389 | 223,788 | 56.9 | 24,589 | 31,082 | .0066 | .0077 |
| Kenedy | .4 | .4 | .0 | .1 | .0 | 4,470 | 36.4 | 32,770 | 44,700 | 1,298 | 31.5 | 9,870 | 12,980 | .0000 | .0000 |
| Kent | 1.0 | 1.0 | .0 | .4 | .0 | 15,818 | 35.3 | 29,238 | 39,545 | 7,405 | 42.7 | 12,978 | 18,513 | .0004 | .0004 |
| Kerr | 37.0 | 39.4 | 6.5 | 16.3 | 10.1 | 744,479 | 45.4 | 34,599 | 45,674 | 402,186 | 56.4 | 17,378 | 24,674 | .0139 | .0151 |
| Kimble | 4.1 | 4.1 | .0 | 1.6 | .0 | 63,272 | 29.8 | 30,466 | 39,545 | 30,259 | 28.1 | 14,758 | 18,912 | .0014 | .0013 |
| King | .4 | .4 | .0 | .1 | .0 | 5,158 | 30.6 | 39,490 | 51,580 | 657 | 15.7 | 5,680 | 6,570 | .0001 | .0001 |
| Kinney | 3.3 | 3.8 | 15.2 | 1.2 | .0 | 30,499 | 17.7 | 21,590 | 25,416 | 7,125 | 22.8 | 4,834 | 5,938 | .0007 | .0007 |
| Kleberg | 29.5 | 27.7 | -6.1 | 8.9 | -8.2 | 406,110 | 26.6 | 33,063 | 45,630 | 224,538 | 26.7 | 18,267 | 25,229 | .0097 | .0087 |
| Knox | 4.7 | 4.3 | -8.5 | 1.9 | .0 | 67,742 | 35.7 | 26,278 | 35,654 | 20,393 | 30.7 | 8,210 | 10,733 | .0012 | .0012 |
| Lamar | 44.3 | 45.7 | 3.2 | 17.4 | 3.0 | 715,594 | 39.9 | 30,267 | 41,126 | 466,031 | 48.3 | 18,592 | 26,783 | .0155 | .0161 |
| Lamb | 14.6 | 13.7 | -6.2 | 4.9 | -7.5 | 176,061 | 20.4 | 27,591 | 35,931 | 59,128 | 18.6 | 9,403 | 12,067 | .0040 | .0035 |
| Lampasas | 13.8 | 14.8 | 7.2 | 5.7 | 9.6 | 226,610 | 43.7 | 30,332 | 39,756 | 94,996 | 49.8 | 12,192 | 16,666 | .0043 | .0044 |
| La Salle | 5.1 | 4.7 | -7.8 | 1.7 | .0 | 55,707 | 25.0 | 26,222 | 32,769 | 30,921 | 38.2 | 13,162 | 18,189 | .0013 | .0012 |
| Lavaca | 18.3 | 17.4 | -4.9 | 6.8 | -5.6 | 248,618 | 23.3 | 28,002 | 36,561 | 131,918 | 33.4 | 13,738 | 19,400 | .0058 | .0053 |
| Lee | 12.8 | 12.7 | -.8 | 4.7 | .0 | 169,872 | 23.3 | 29,311 | 36,143 | 80,804 | 25.3 | 13,722 | 17,192 | .0038 | .0037 |
| Leon | 12.7 | 12.7 | .0 | 5.0 | .0 | 221,452 | 37.9 | 32,110 | 44,290 | 91,047 | 36.2 | 13,374 | 18,209 | .0043 | .0042 |
| Liberty | 53.4 | 53.4 | .0 | 18.5 | .5 | 819,442 | 38.8 | 32,088 | 44,294 | 390,472 | 46.0 | 14,534 | 21,107 | .0165 | .0166 |
| Limestone | 21.1 | 21.5 | 1.9 | 7.7 | .0 | 248,535 | 18.2 | 27,306 | 32,277 | 160,541 | 34.6 | 15,494 | 20,849 | .0065 | .0062 |
| Lipscomb | 2.9 | 2.6 | -10.3 | 1.2 | .0 | 45,391 | 19.9 | 31,541 | 37,826 | 11,362 | 31.0 | 7,229 | 9,468 | .0008 | .0007 |
| Live Oak | 10.1 | 9.5 | -5.9 | 3.3 | -2.9 | 108,838 | 14.8 | 27,881 | 32,981 | 78,814 | 24.7 | 18,594 | 23,883 | .0032 | .0027 |
| Llano | 12.0 | 13.5 | 12.5 | 6.5 | 18.2 | 211,423 | 39.1 | 27,633 | 32,527 | 96,328 | 58.7 | 11,035 | 14,820 | .0040 | .0042 |
| Loving | .1 | .1 | .0 | .1 | .0 | 4,470 | 27.6 | 35,030 | 44,700 | 78 | 16.4 | 670 | 780 | .0001 | .0001 |
| Lubbock | 226.5 | 236.2 | 4.3 | 87.2 | 5.2 | 3,858,566 | 35.2 | 34,422 | 44,250 | 2,853,965 | 40.9 | 24,438 | 32,729 | .0893 | .0897 |
| Lynn | 6.5 | 6.1 | -6.2 | 2.3 | .0 | 75,582 | 17.7 | 27,922 | 32,862 | 15,678 | 16.1 | 5,871 | 6,817 | .0017 | .0015 |
| McCulloch | 8.9 | 9.4 | 5.6 | 3.4 | .0 | 92,683 | 17.7 | 23,159 | 27,260 | 84,961 | 31.6 | 18,990 | 24,989 | .0028 | .0027 |
| McLennan | 191.2 | 197.3 | 3.2 | 74.1 | 4.4 | 3,350,669 | 42.3 | 33,161 | 45,218 | 2,129,461 | 48.9 | 20,146 | 28,738 | .0702 | .0731 |
| McMullen | .8 | .8 | .0 | .3 | .0 | 16,506 | 38.0 | 39,883 | 55,020 | 1,513 | 18.9 | 4,240 | 5,043 | .0003 | .0004 |
| Madison | 11.3 | 10.7 | -5.3 | 2.9 | -12.1 | 103,849 | 6.4 | 29,582 | 35,810 | 65,317 | 19.6 | 16,550 | 22,523 | .0031 | .0025 |
| Marion | 9.9 | 9.9 | .0 | 4.0 | .0 | 116,572 | 22.6 | 23,773 | 29,143 | 48,429 | 36.9 | 8,843 | 12,107 | .0027 | .0024 |
| Martin | 4.9 | 4.9 | .0 | 1.6 | .0 | 71,525 | 36.2 | 32,828 | 44,703 | 38,792 | 42.6 | 17,004 | 24,245 | .0014 | .0016 |
| Mason | 3.3 | 3.0 | -9.1 | 1.4 | .0 | 44,015 | 36.3 | 23,068 | 31,439 | 31,290 | 44.3 | 15,491 | 22,350 | .0011 | .0010 |
| Matagorda | 36.4 | 35.3 | -3.0 | 12.4 | -3.9 | 469,280 | 13.2 | 32,124 | 37,845 | 287,832 | 29.1 | 17,277 | 23,212 | .0122 | .0108 |
| Maverick | 37.6 | 41.1 | 9.3 | 11.1 | 9.9 | 307,076 | 44.9 | 20,956 | 27,665 | 228,630 | 48.9 | 15,205 | 20,597 | .0082 | .0088 |
| Medina | 28.4 | 32.3 | 13.7 | 11.0 | 15.8 | 444,280 | 49.8 | 31,210 | 40,389 | 287,264 | 57.1 | 19,251 | 26,115 | .0093 | .0102 |

# METRO/COUNTY 1996 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991-1996 | 12/31/96 Households (Thous.) | % Change 1991-1996 | 1996 EBI ($000) | % Change 1991-1996 | Average Household EBI |  | 1996 Retail Sales ($000) | % Change 1991-1996 | Retail Sales Per Household |  | Buying Power Index |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  |  |  |  |  |  | 1991 | 1996 |  |  | 1991 | 1996 | 1991 | 1996 |
| **TEXAS (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **ALL COUNTIES (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Menard | 2.2 | 2.2 | .0 | .9 | .0 | 31,980 | 38.0 | 25,743 | 35,533 | 4,857 | 18.9 | 4,539 | 5,397 | .0006 | .0006 |
| Midland | 108.1 | 111.3 | 3.0 | 41.0 | 3.8 | 2,214,867 | 30.0 | 43,129 | 54,021 | 1,230,743 | 43.6 | 21,697 | 30,018 | .0454 | .0448 |
| Milam | 22.6 | 22.0 | -2.7 | 8.6 | .0 | 277,003 | 17.7 | 27,364 | 32,210 | 140,898 | 31.5 | 12,457 | 16,383 | .0068 | .0061 |
| Mills | 4.5 | 4.5 | .0 | 1.8 | .0 | 71,181 | 35.7 | 29,152 | 39,545 | 26,212 | 35.4 | 10,758 | 14,562 | .0013 | .0013 |
| Mitchell | 7.8 | 7.4 | -5.1 | 3.0 | .0 | 107,975 | 32.6 | 27,141 | 35,992 | 56,610 | 31.7 | 14,324 | 18,870 | .0024 | .0023 |
| Montague | 17.1 | 16.6 | -2.9 | 6.8 | .0 | 245,179 | 28.8 | 27,991 | 36,056 | 118,782 | 30.8 | 13,353 | 17,468 | .0054 | .0050 |
| Montgomery | 189.4 | 207.1 | 9.3 | 73.2 | 10.7 | 4,332,762 | 50.0 | 43,694 | 59,191 | 1,347,907 | 49.4 | 13,648 | 18,414 | .0685 | .0741 |
| Moore | 17.9 | 18.3 | 2.2 | 6.1 | .0 | 234,144 | 17.7 | 32,611 | 38,384 | 138,694 | 33.2 | 17,064 | 22,737 | .0058 | .0053 |
| Morris | 13.0 | 12.4 | -4.6 | 4.8 | -2.0 | 199,445 | 33.9 | 30,404 | 41,551 | 42,472 | 21.9 | 7,110 | 8,848 | .0035 | .0034 |
| Motley | 1.5 | 1.5 | .0 | .6 | .0 | 16,850 | 23.0 | 22,832 | 28,083 | 7,263 | 37.1 | 8,827 | 12,105 | .0005 | .0004 |
| Nacogdoches | 56.0 | 59.5 | 6.3 | 22.3 | 8.3 | 832,853 | 41.2 | 28,634 | 37,348 | 598,181 | 52.8 | 19,006 | 26,824 | .0188 | .0198 |
| Navarro | 40.5 | 42.3 | 4.4 | 15.5 | 3.3 | 581,828 | 30.9 | 29,624 | 37,537 | 388,877 | 42.9 | 18,145 | 25,089 | .0136 | .0135 |
| Newton | 13.6 | 13.6 | .0 | 4.9 | .0 | 161,619 | 36.6 | 24,147 | 32,983 | 43,617 | 44.4 | 6,162 | 8,901 | .0031 | .0033 |
| Nolan | 16.5 | 16.4 | -.6 | 6.0 | -1.6 | 204,259 | 21.6 | 27,540 | 34,043 | 99,818 | 19.5 | 13,696 | 16,636 | .0049 | .0044 |
| Nueces | 294.3 | 304.7 | 3.5 | 104.6 | 3.8 | 5,191,406 | 41.6 | 36,379 | 49,631 | 3,191,833 | 47.6 | 21,455 | 30,515 | .1081 | .1120 |
| Ochiltree | 8.7 | 8.0 | -8.0 | 2.8 | -9.7 | 152,334 | 23.5 | 39,803 | 54,405 | 49,577 | 6.8 | 14,967 | 17,706 | .0031 | .0027 |
| Oldham | 2.3 | 2.3 | .0 | .7 | .0 | 33,699 | 29.4 | 37,216 | 48,141 | 7,693 | 15.1 | 9,550 | 10,990 | .0006 | .0006 |
| Orange | 80.2 | 80.4 | .2 | 29.3 | 1.4 | 1,182,225 | 23.7 | 33,078 | 40,349 | 630,874 | 38.5 | 15,763 | 21,532 | .0266 | .0251 |
| Palo Pinto | 24.8 | 24.2 | -2.4 | 9.5 | .0 | 320,487 | 22.6 | 27,507 | 33,735 | 216,961 | 36.9 | 16,676 | 22,838 | .0081 | .0076 |
| Panola | 22.3 | 23.2 | 4.0 | 8.9 | 6.0 | 291,201 | 24.7 | 27,798 | 32,719 | 146,083 | 37.1 | 12,686 | 16,414 | .0068 | .0064 |
| Parker | 69.3 | 81.4 | 17.5 | 28.6 | 16.3 | 1,551,198 | 58.4 | 39,798 | 54,238 | 511,337 | 37.3 | 15,136 | 17,879 | .0246 | .0274 |
| Parmer | 9.6 | 9.1 | -5.2 | 3.2 | .0 | 134,797 | 36.9 | 30,760 | 42,124 | 46,894 | 31.3 | 11,162 | 14,654 | .0027 | .0026 |
| Pecos | 14.3 | 13.4 | -6.3 | 4.5 | -2.2 | 178,125 | 27.7 | 30,317 | 39,583 | 101,004 | 36.1 | 16,136 | 22,445 | .0042 | .0039 |
| Polk | 31.9 | 35.8 | 12.2 | 13.8 | 12.2 | 524,058 | 51.6 | 28,108 | 37,975 | 281,694 | 55.2 | 14,759 | 20,413 | .0101 | .0112 |
| Potter | 96.8 | 93.9 | -3.0 | 35.8 | -2.7 | 1,160,687 | 14.8 | 27,468 | 32,421 | 1,494,655 | 30.8 | 31,048 | 41,750 | .0401 | .0364 |
| Presidio | 7.0 | 8.0 | 14.3 | 2.9 | 20.8 | 91,469 | 66.7 | 22,865 | 31,541 | 41,311 | 43.6 | 11,985 | 14,245 | .0017 | .0020 |
| Rains | 7.2 | 8.5 | 18.1 | 3.3 | 17.9 | 140,643 | 61.8 | 31,035 | 42,619 | 30,594 | 43.4 | 7,619 | 9,271 | .0022 | .0025 |
| Randall | 92.8 | 103.2 | 11.2 | 41.0 | 13.9 | 2,337,628 | 53.5 | 42,290 | 57,015 | 1,173,228 | 51.8 | 21,471 | 28,615 | .0404 | .0447 |
| Reagan | 4.3 | 3.9 | -9.3 | 1.3 | .0 | 52,080 | 17.7 | 34,047 | 40,062 | 27,133 | 25.6 | 16,616 | 20,872 | .0012 | .0011 |
| Real | 2.5 | 2.9 | 16.0 | .9 | .0 | 22,738 | 17.7 | 21,467 | 25,264 | 14,209 | 34.3 | 11,756 | 15,788 | .0006 | .0006 |
| Red River | 14.2 | 14.2 | .0 | 5.6 | .0 | 177,093 | 34.6 | 23,487 | 31,624 | 70,975 | 35.4 | 9,360 | 12,674 | .0039 | .0036 |
| Reeves | 15.5 | 14.6 | -5.8 | 4.3 | -8.5 | 131,512 | 7.7 | 25,988 | 30,584 | 83,840 | 22.9 | 14,520 | 19,498 | .0039 | .0034 |
| Refugio | 7.8 | 7.4 | -5.1 | 2.9 | .0 | 107,631 | 24.5 | 29,811 | 37,114 | 56,189 | 37.9 | 14,046 | 19,376 | .0025 | .0022 |
| Roberts | 1.0 | 1.0 | .0 | .4 | .0 | 18,518 | 17.6 | 39,365 | 46,295 | 2,488 | 22.8 | 5,065 | 6,220 | .0003 | .0004 |
| Robertson | 15.5 | 15.4 | -.6 | 5.8 | .0 | 227,642 | 36.4 | 28,764 | 39,249 | 66,337 | 18.2 | 9,677 | 11,437 | .0043 | .0042 |
| Rockwall | 28.4 | 35.0 | 23.2 | 12.3 | 25.5 | 809,814 | 56.8 | 52,696 | 65,839 | 277,537 | 59.1 | 17,800 | 22,564 | .0121 | .0138 |
| Runnels | 11.1 | 10.6 | -4.5 | 4.3 | .0 | 133,078 | 19.3 | 25,940 | 30,948 | 44,664 | 26.9 | 8,188 | 10,387 | .0030 | .0027 |
| Rusk | 44.1 | 45.5 | 3.2 | 17.0 | 3.0 | 760,984 | 42.2 | 32,433 | 44,764 | 214,402 | 40.2 | 9,267 | 12,612 | .0131 | .0134 |
| Sabine | 9.8 | 10.8 | 10.2 | 4.6 | 12.2 | 147,864 | 36.6 | 26,403 | 32,144 | 69,087 | 53.1 | 11,006 | 15,019 | .0031 | .0031 |
| San Augustine | 8.0 | 8.0 | .0 | 3.1 | .0 | 81,153 | 18.3 | 22,132 | 26,178 | 48,088 | 31.3 | 11,812 | 15,512 | .0021 | .0020 |
| San Jacinto | 16.9 | 18.4 | 8.9 | 6.9 | 7.8 | 223,172 | 31.9 | 26,435 | 32,344 | 58,030 | 47.5 | 6,148 | 8,410 | .0042 | .0042 |
| San Patricio | 58.7 | 59.5 | 1.4 | 18.8 | .5 | 652,478 | 18.3 | 29,485 | 34,706 | 332,942 | 33.8 | 13,307 | 17,710 | .0161 | .0149 |
| San Saba | 5.4 | 5.4 | .0 | 2.1 | .0 | 67,665 | 17.7 | 27,378 | 32,221 | 36,287 | 33.9 | 12,908 | 17,280 | .0016 | .0015 |
| Schleicher | 2.8 | 2.5 | -10.7 | 1.0 | .0 | 35,213 | 17.7 | 29,927 | 35,213 | 7,517 | 34.3 | 5,598 | 7,517 | .0007 | .0006 |
| Scurry | 18.0 | 16.6 | -7.8 | 5.8 | -6.5 | 247,586 | 23.1 | 32,439 | 42,687 | 140,473 | 32.6 | 17,085 | 24,219 | .0059 | .0053 |
| Shackelford | 3.1 | 2.8 | -9.7 | 1.3 | .0 | 59,490 | 37.9 | 33,195 | 45,762 | 14,915 | 40.4 | 8,175 | 11,473 | .0011 | .0010 |
| Shelby | 22.3 | 23.2 | 4.0 | 9.1 | 5.8 | 297,791 | 33.1 | 26,017 | 32,724 | 165,485 | 46.7 | 13,117 | 18,185 | .0065 | .0067 |
| Sherman | 2.8 | 2.8 | .0 | 1.0 | .0 | 44,703 | 37.9 | 32,406 | 44,703 | 13,327 | 45.2 | 9,180 | 13,327 | .0008 | .0008 |
| Smith | 154.8 | 163.9 | 5.9 | 62.2 | 6.9 | 2,877,848 | 38.6 | 35,684 | 46,268 | 1,988,484 | 50.4 | 22,719 | 31,969 | .0618 | .0643 |
| Somervell | 5.8 | 7.0 | 20.7 | 2.6 | 23.8 | 101,549 | 45.7 | 33,185 | 39,057 | 37,759 | 66.3 | 10,815 | 14,523 | .0018 | .0020 |
| Starr | 43.2 | 50.9 | 17.8 | 13.0 | 18.2 | 284,724 | 48.0 | 17,493 | 21,902 | 167,813 | 50.2 | 10,157 | 12,909 | .0079 | .0086 |
| Stephens | 8.6 | 7.9 | -8.1 | 3.2 | -5.9 | 99,044 | 10.8 | 26,296 | 30,951 | 71,031 | 26.4 | 16,529 | 22,197 | .0028 | .0025 |
| Sterling | 1.4 | 1.4 | .0 | .5 | .0 | 29,573 | 37.5 | 43,000 | 59,146 | 7,044 | 31.6 | 10,708 | 14,088 | .0005 | .0005 |
| Stonewall | 2.0 | 2.0 | .0 | .8 | .0 | 31,292 | 36.4 | 28,683 | 39,115 | 7,225 | 31.5 | 6,870 | 9,031 | .0006 | .0006 |
| Sutton | 3.9 | 3.6 | -7.7 | 1.4 | .0 | 66,711 | 37.8 | 34,581 | 47,651 | 21,630 | 35.0 | 11,449 | 15,450 | .0012 | .0011 |
| Swisher | 8.0 | 8.0 | .0 | 2.9 | .0 | 110,038 | 33.5 | 28,421 | 37,944 | 35,279 | 23.5 | 9,851 | 12,165 | .0022 | .0021 |
| Tarrant | 1,225.7 | 1,373.8 | 12.1 | 518.9 | 12.9 | 31,132,272 | 54.1 | 43,954 | 59,997 | 16,076,511 | 53.5 | 22,793 | 30,982 | .5399 | .6009 |
| Taylor | 120.1 | 123.6 | 2.9 | 45.1 | 3.4 | 2,107,579 | 38.5 | 34,908 | 46,731 | 1,348,243 | 44.7 | 21,374 | 29,895 | .0453 | .0462 |
| Terrell | 1.4 | 1.4 | .0 | .5 | .0 | 21,664 | 37.3 | 31,564 | 43,328 | 7,154 | 44.8 | 9,878 | 14,308 | .0003 | .0004 |
| Terry | 12.9 | 12.1 | -6.2 | 3.9 | -9.3 | 193,943 | 25.0 | 36,076 | 49,729 | 71,263 | 14.0 | 14,533 | 18,273 | .0042 | .0037 |
| Throckmorton | 1.7 | 1.4 | -17.6 | .7 | -12.5 | 20,852 | 3.0 | 25,316 | 29,789 | 5,059 | 7.5 | 5,885 | 7,227 | .0004 | .0003 |
| Titus | 24.3 | 25.2 | 3.7 | 8.5 | .0 | 417,802 | 38.0 | 35,621 | 49,153 | 275,445 | 43.5 | 22,587 | 32,405 | .0092 | .0093 |
| Tom Green | 100.6 | 106.7 | 6.1 | 38.8 | 7.2 | 1,866,183 | 46.3 | 35,242 | 48,098 | 1,106,548 | 54.8 | 19,752 | 28,519 | .0368 | .0396 |
| Travis | 601.8 | 667.9 | 11.0 | 274.0 | 12.7 | 15,021,618 | 53.1 | 40,336 | 54,823 | 8,523,789 | 57.9 | 22,195 | 31,109 | .2679 | .2996 |
| Trinity | 11.7 | 12.7 | 8.5 | 5.3 | 10.4 | 208,041 | 52.3 | 28,464 | 39,253 | 82,064 | 49.1 | 11,466 | 15,484 | .0037 | .0039 |
| Tyler | 17.0 | 15.3 | -10.0 | 5.4 | -11.5 | 197,038 | 18.2 | 27,325 | 36,489 | 96,424 | 26.4 | 12,504 | 17,856 | .0048 | .0043 |

# METRO/COUNTY 1996 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991-1996 | 12/31/96 Households (Thous.) | % Change 1991-1996 | 1996 EBI ($000) | % Change 1991-1996 | Average Household EBI | | 1996 Retail Sales ($000) | % Change 1991-1996 | Retail Sales Per Household | | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 1991 | 1996 | | | 1991 | 1996 | 1991 | 1996 |
| **TEXAS (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Upshur | 31.5 | 31.9 | 1.3 | 11.9 | 4.4 | 453,565 | 32.9 | 29,933 | 38,115 | 203,886 | 45.6 | 12,285 | 17,133 | .0094 | .0093 |
| Upton | 4.3 | 3.9 | -9.3 | 1.5 | .0 | 65,679 | 36.5 | 32,067 | 43,786 | 13,852 | 21.0 | 7,631 | 9,235 | .0012 | .0011 |
| Uvalde | 23.6 | 24.5 | 3.8 | 8.2 | 6.5 | 329,771 | 45.2 | 29,489 | 40,216 | 239,958 | 45.0 | 21,496 | 29,263 | .0076 | .0079 |
| Val Verde | 39.4 | 42.2 | 7.1 | 12.8 | 6.7 | 462,849 | 39.0 | 27,747 | 36,160 | 316,267 | 50.5 | 17,515 | 24,708 | .0109 | .0115 |
| Van Zandt | 39.3 | 43.7 | 11.2 | 16.3 | 10.1 | 534,197 | 30.3 | 27,699 | 32,773 | 267,197 | 48.3 | 12,176 | 16,392 | .0116 | .0118 |
| Victoria | 74.4 | 74.7 | .4 | 26.7 | 1.5 | 1,222,802 | 29.0 | 36,038 | 45,798 | 830,475 | 40.4 | 22,495 | 31,104 | .0284 | .0275 |
| Walker | 53.1 | 58.4 | 10.0 | 18.2 | 16.7 | 760,612 | 37.6 | 35,434 | 41,792 | 453,573 | 49.6 | 19,438 | 24,922 | .0166 | .0173 |
| Waller | 23.7 | 24.1 | 1.7 | 7.4 | .0 | 363,127 | 36.7 | 35,893 | 49,071 | 272,683 | 28.0 | 28,778 | 36,849 | .0090 | .0087 |
| Ward | 12.5 | 11.4 | -8.8 | 3.7 | -11.9 | 158,180 | 18.6 | 31,743 | 42,751 | 49,695 | 11.5 | 10,612 | 13,431 | .0034 | .0029 |
| Washington | 26.6 | 27.8 | 4.5 | 10.4 | 6.1 | 429,838 | 37.8 | 31,822 | 41,331 | 270,620 | 49.5 | 18,476 | 26,021 | .0093 | .0096 |
| Webb | 139.2 | 157.1 | 12.9 | 40.4 | 12.8 | 1,550,854 | 52.5 | 28,404 | 38,387 | 1,337,002 | 48.6 | 25,130 | 33,094 | .0394 | .0431 |
| Wharton | 39.6 | 39.0 | -1.5 | 14.0 | -.7 | 570,824 | 25.8 | 32,188 | 40,773 | 310,547 | 34.1 | 16,426 | 22,182 | .0130 | .0123 |
| Wheeler | 5.6 | 5.0 | -10.7 | 2.0 | -9.1 | 72,213 | 17.7 | 27,880 | 36,107 | 37,993 | 25.4 | 13,773 | 18,997 | .0018 | .0015 |
| Wichita | 122.3 | 123.4 | .9 | 45.7 | 1.1 | 2,006,482 | 32.3 | 33,544 | 43,906 | 1,384,160 | 42.9 | 21,423 | 30,288 | .0460 | .0455 |
| Wilbarger | 14.7 | 13.9 | -5.4 | 5.3 | -5.4 | 205,290 | 28.1 | 28,619 | 38,734 | 122,200 | 36.1 | 16,037 | 23,057 | .0047 | .0045 |
| Willacy | 17.8 | 18.2 | 2.2 | 5.0 | .0 | 167,465 | 37.8 | 24,305 | 33,493 | 68,984 | 22.6 | 11,254 | 13,797 | .0040 | .0038 |
| Williamson | 149.0 | 173.2 | 16.2 | 61.4 | 17.6 | 3,461,052 | 59.3 | 41,611 | 56,369 | 1,130,122 | 53.7 | 14,089 | 18,406 | .0530 | .0604 |
| Wilson | 23.9 | 27.6 | 15.5 | 9.1 | 15.2 | 370,692 | 49.6 | 31,370 | 40,735 | 137,852 | 47.6 | 11,819 | 15,149 | .0067 | .0074 |
| Winkler | 8.1 | 7.4 | -8.6 | 2.5 | -7.4 | 108,319 | 25.8 | 31,891 | 43,328 | 42,298 | 31.1 | 11,947 | 16,919 | .0023 | .0022 |
| Wise | 35.7 | 38.6 | 8.1 | 13.5 | 8.0 | 637,535 | 46.1 | 34,919 | 47,225 | 402,718 | 55.2 | 20,756 | 29,831 | .0130 | .0140 |
| Wood | 30.2 | 33.1 | 9.6 | 13.3 | 12.7 | 574,263 | 54.7 | 31,456 | 43,178 | 263,296 | 59.6 | 13,980 | 19,797 | .0101 | .0112 |
| Yoakum | 8.7 | 8.7 | .0 | 2.8 | .0 | 123,449 | 28.3 | 34,359 | 44,089 | 54,468 | 40.0 | 13,895 | 19,453 | .0026 | .0025 |
| Young | 17.6 | 16.4 | -6.8 | 6.4 | -7.2 | 225,923 | 10.1 | 29,741 | 35,300 | 139,077 | 25.1 | 16,118 | 21,731 | .0059 | .0051 |
| Zapata | 9.8 | 11.3 | 15.3 | 3.5 | 16.7 | 118,291 | 60.7 | 24,536 | 33,797 | 27,280 | 43.0 | 6,359 | 7,794 | .0021 | .0023 |
| Zavala | 12.3 | 12.8 | 4.1 | 3.4 | .0 | 95,596 | 37.7 | 20,424 | 28,116 | 31,864 | 37.8 | 6,800 | 9,372 | .0023 | .0023 |
| **TOTAL METRO COUNTIES** | **14,294.4** | **15,442.5** | **8.0** | **5,521.9** | **8.5** | **298,416,342** | **44.7** | **40,497** | **54,042** | **163,278,533** | **48.4** | **21,614** | **29,569** | **5.7049** | **6.0412** |
| **TOTAL STATE** | **17,434.7** | **18,662.8** | **7.0** | **6,693.0** | **7.6** | **344,108,873** | **43.3** | **38,580** | **51,413** | **185,849,476** | **47.3** | **20,275** | **27,768** | **6.6717** | **7.0021** |
| **UTAH** | | | | | | | | | | | | | | | |
| **PROVO - OREM** | **271.7** | **297.5** | **9.5** | **80.0** | **10.7** | **3,937,099** | **50.7** | **36,145** | **49,214** | **1,533,101** | **30.6** | **16,231** | **19,164** | **.0758** | **.0794** |
| Utah | 271.7 | 297.5 | 9.5 | 80.0 | 10.7 | 3,937,099 | 50.7 | 36,145 | 49,214 | 1,533,101 | 30.6 | 16,231 | 19,164 | .0758 | .0794 |
| **SALT LAKE CITY - OGDEN** | **1,103.5** | **1,202.3** | **9.0** | **390.7** | **9.3** | **20,192,321** | **47.3** | **38,358** | **51,682** | **10,097,882** | **36.6** | **20,682** | **25,846** | **.3927** | **.4092** |
| Davis | 196.2 | 220.6 | 12.4 | 63.1 | 12.7 | 3,564,608 | 51.7 | 41,963 | 56,491 | 1,475,034 | 46.1 | 18,031 | 23,376 | .0636 | .0691 |
| Salt Lake | 745.6 | 807.1 | 8.2 | 268.6 | 8.7 | 13,707,248 | 46.3 | 37,944 | 51,032 | 7,003,366 | 34.9 | 21,018 | 26,074 | .2700 | .2789 |
| Weber | 161.7 | 174.6 | 8.0 | 59.0 | 8.5 | 2,920,465 | 47.0 | 36,527 | 49,499 | 1,619,482 | 36.0 | 21,886 | 27,449 | .0591 | .0612 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Beaver | 4.6 | 4.2 | -8.7 | 1.6 | .0 | 60,002 | 35.6 | 27,658 | 37,501 | 30,107 | 31.3 | 14,327 | 18,817 | .0013 | .0013 |
| Box Elder | 37.7 | 42.1 | 11.7 | 12.8 | 13.3 | 636,829 | 49.3 | 37,757 | 49,752 | 273,770 | 60.7 | 15,078 | 21,388 | .0115 | .0127 |
| Cache | 72.0 | 71.3 | -1.0 | 20.9 | -.5 | 934,989 | 33.7 | 33,295 | 44,736 | 481,211 | 42.6 | 16,073 | 23,024 | .0206 | .0203 |
| Carbon | 19.8 | 19.2 | -3.0 | 6.8 | .0 | 292,279 | 35.2 | 31,795 | 42,982 | 148,129 | 43.7 | 15,160 | 21,784 | .0062 | .0060 |
| Daggett | .7 | .7 | .0 | .3 | .0 | 11,403 | 34.7 | 28,210 | 38,010 | 2,356 | 17.4 | 6,687 | 7,853 | .0002 | .0002 |
| Davis | 196.2 | 220.6 | 12.4 | 63.1 | 12.7 | 3,564,608 | 51.7 | 41,963 | 56,491 | 1,475,034 | 46.1 | 18,031 | 23,376 | .0636 | .0691 |
| Duchesne | 12.1 | 11.3 | -6.6 | 3.6 | .0 | 143,975 | 35.0 | 29,630 | 39,993 | 75,726 | 43.6 | 14,651 | 21,035 | .0033 | .0032 |
| Emery | 10.1 | 9.6 | -5.0 | 3.0 | .0 | 139,319 | 35.8 | 34,205 | 46,440 | 36,887 | 43.3 | 8,580 | 12,296 | .0025 | .0026 |
| Garfield | 4.1 | 4.6 | 12.2 | 1.3 | .0 | 45,076 | 32.0 | 26,269 | 34,674 | 15,964 | 20.7 | 10,174 | 12,280 | .0011 | .0010 |
| Grand | 6.4 | 6.0 | -6.3 | 2.4 | .0 | 81,615 | 25.3 | 27,148 | 34,006 | 41,460 | 38.4 | 12,486 | 17,275 | .0019 | .0017 |
| Iron | 21.0 | 21.4 | 1.9 | 6.3 | .0 | 254,994 | 34.6 | 30,066 | 40,475 | 177,792 | 30.3 | 21,663 | 28,221 | .0064 | .0062 |
| Juab | 5.7 | 5.3 | -7.0 | 1.8 | .0 | 75,107 | 37.3 | 30,383 | 41,726 | 39,324 | 31.5 | 16,618 | 21,847 | .0017 | .0016 |
| Kane | 5.5 | 6.4 | 16.4 | 2.3 | 21.1 | 86,749 | 63.4 | 27,947 | 37,717 | 32,439 | 42.3 | 11,999 | 14,104 | .0015 | .0018 |
| Millard | 10.9 | 10.1 | -7.3 | 2.9 | -9.4 | 110,392 | 14.9 | 30,016 | 38,066 | 59,558 | 26.1 | 14,755 | 20,537 | .0030 | .0025 |
| Morgan | 5.7 | 6.2 | 8.8 | 1.6 | .0 | 89,078 | 37.4 | 40,525 | 55,674 | 11,516 | 18.6 | 6,069 | 7,198 | .0014 | .0014 |
| Piute | 1.3 | 1.3 | .0 | .5 | .0 | 16,747 | 34.9 | 24,836 | 33,494 | 3,004 | 28.8 | 4,666 | 6,008 | .0003 | .0004 |
| Rich | 1.7 | 1.7 | .0 | .5 | .0 | 21,493 | 36.9 | 31,398 | 42,986 | 7,651 | 44.6 | 10,580 | 15,302 | .0004 | .0004 |
| Salt Lake | 745.6 | 807.1 | 8.2 | 268.6 | 8.7 | 13,707,248 | 46.3 | 37,944 | 51,032 | 7,003,366 | 34.9 | 21,018 | 26,074 | .2700 | .2789 |
| San Juan | 12.7 | 13.1 | 3.1 | 3.4 | .0 | 105,019 | 32.1 | 23,389 | 30,888 | 28,497 | 29.1 | 6,490 | 8,381 | .0024 | .0024 |
| Sanpete | 16.9 | 17.9 | 5.9 | 5.4 | 10.2 | 211,441 | 51.4 | 28,504 | 39,156 | 88,744 | 55.4 | 11,658 | 16,434 | .0042 | .0044 |
| Sevier | 15.4 | 15.4 | .0 | 4.9 | .0 | 197,768 | 36.2 | 29,644 | 40,361 | 133,803 | 43.5 | 19,034 | 27,307 | .0047 | .0048 |
| Summit | 16.6 | 19.6 | 18.1 | 6.6 | 17.9 | 454,763 | 60.9 | 50,465 | 68,903 | 218,691 | 54.5 | 25,272 | 33,135 | .0074 | .0084 |
| Tooele | 26.9 | 28.3 | 5.2 | 9.2 | 5.7 | 426,851 | 42.2 | 34,500 | 46,397 | 176,226 | 51.5 | 13,366 | 19,155 | .0081 | .0085 |
| Uintah | 22.0 | 22.4 | 1.8 | 6.6 | .0 | 260,427 | 34.2 | 29,396 | 39,459 | 122,960 | 43.2 | 13,012 | 18,630 | .0057 | .0056 |
| Utah | 271.7 | 297.5 | 9.5 | 80.0 | 10.7 | 3,937,099 | 50.7 | 36,145 | 49,214 | 1,533,101 | 30.6 | 16,231 | 19,164 | .0758 | .0794 |
| Wasatch | 10.5 | 12.0 | 14.3 | 3.7 | 15.6 | 182,484 | 55.9 | 36,589 | 49,320 | 41,874 | 35.8 | 9,634 | 11,317 | .0029 | .0031 |

# METRO/COUNTY 1996 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991-1996 | 12/31/96 Households (Thous.) | % Change 1991-1996 | 1996 EBI ($000) | % Change 1991-1996 | Average Household EBI | | 1996 Retail Sales ($000) | % Change 1991-1996 | Retail Sales Per Household | | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 1991 | 1996 | | | 1991 | 1996 | 1991 | 1996 |
| **UTAH (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Washington | 52.5 | 61.8 | 17.7 | 19.7 | 19.4 | 857,076 | 61.9 | 32,089 | 43,506 | 503,258 | 56.0 | 19,547 | 25,546 | .0165 | .0191 |
| Wayne | 2.2 | 2.2 | .0 | .7 | .0 | 26,091 | 37.4 | 27,136 | 37,273 | 7,892 | 44.8 | 7,784 | 11,274 | .0005 | .0005 |
| Weber | 161.7 | 174.6 | 8.0 | 59.0 | 8.5 | 2,920,465 | 47.0 | 36,527 | 49,499 | 1,619,482 | 36.0 | 21,886 | 27,449 | .0591 | .0612 |
| **TOTAL METRO COUNTIES** | **1,375.2** | **1,499.8** | **9.1** | **470.7** | **9.5** | **24,129,420** | **47.8** | **37,986** | **51,263** | **11,630,983** | **35.8** | **19,933** | **24,710** | **.4685** | **.4886** |
| **TOTAL STATE** | **1,770.2** | **1,913.9** | **8.1** | **599.5** | **8.7** | **29,851,387** | **46.9** | **36,856** | **49,794** | **14,389,822** | **37.7** | **18,958** | **24,003** | **.5842** | **.6087** |
| **VERMONT** | | | | | | | | | | | | | | | |
| **BURLINGTON** | **140.4** | **148.1** | **5.5** | **55.4** | **6.9** | **3,196,042** | **42.4** | **43,338** | **57,690** | **1,489,297** | **25.2** | **22,956** | **26,883** | **.0609** | **.0603** |
| Chittenden | 135.1 | 142.8 | 5.7 | 53.4 | 7.2 | 3,101,052 | 42.8 | 43,617 | 58,072 | 1,464,753 | 25.2 | 23,497 | 27,430 | .0591 | .0587 |
| Grand Isle | 5.3 | 5.3 | .0 | 2.0 | .0 | 94,990 | 30.5 | 36,382 | 47,495 | 24,544 | 29.1 | 9,508 | 12,272 | .0018 | .0016 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Addison | 33.6 | 35.1 | 4.5 | 12.5 | 6.8 | 606,514 | 40.0 | 37,018 | 48,521 | 270,876 | 34.2 | 17,255 | 21,670 | .0118 | .0118 |
| Bennington | 36.4 | 37.9 | 4.1 | 14.9 | 7.2 | 693,338 | 40.0 | 35,641 | 46,533 | 546,871 | 27.5 | 30,864 | 36,703 | .0165 | .0162 |
| Caledonia | 28.3 | 29.1 | 2.8 | 11.1 | 4.7 | 468,123 | 40.0 | 31,553 | 42,173 | 220,580 | 22.5 | 16,989 | 19,872 | .0097 | .0094 |
| Chittenden | 135.1 | 142.8 | 5.7 | 53.4 | 7.2 | 3,101,052 | 42.8 | 43,617 | 58,072 | 1,464,753 | 25.2 | 23,497 | 27,430 | .0591 | .0587 |
| Essex | 6.6 | 7.1 | 7.6 | 2.9 | 16.0 | 109,666 | 55.5 | 28,210 | 37,816 | 16,018 | 45.1 | 4,416 | 5,523 | .0017 | .0019 |
| Franklin | 40.8 | 43.1 | 5.6 | 15.5 | 6.2 | 663,380 | 38.6 | 32,781 | 42,799 | 339,994 | 27.8 | 18,226 | 21,935 | .0139 | .0137 |
| Grand Isle | 5.3 | 5.3 | .0 | 2.0 | .0 | 94,990 | 30.5 | 36,382 | 47,495 | 24,544 | 29.1 | 9,508 | 12,272 | .0018 | .0016 |
| Lamoille | 20.2 | 20.9 | 3.5 | 8.1 | 6.6 | 391,812 | 49.2 | 34,559 | 48,372 | 191,097 | 32.7 | 18,951 | 23,592 | .0074 | .0078 |
| Orange | 26.5 | 26.6 | .4 | 9.5 | .0 | 420,169 | 31.9 | 33,530 | 44,228 | 138,555 | 16.2 | 12,552 | 14,585 | .0084 | .0077 |
| Orleans | 24.2 | 24.6 | 1.7 | 8.9 | .0 | 347,978 | 34.1 | 29,153 | 39,099 | 219,299 | 36.2 | 18,502 | 24,640 | .0080 | .0078 |
| Rutland | 62.9 | 63.7 | 1.3 | 24.5 | 2.1 | 1,072,593 | 33.3 | 33,532 | 43,779 | 633,927 | 18.0 | 22,382 | 25,875 | .0247 | .0230 |
| Washington | 55.9 | 58.2 | 4.1 | 22.3 | 4.7 | 1,054,662 | 38.1 | 35,854 | 47,294 | 533,555 | 21.7 | 20,591 | 23,926 | .0219 | .0210 |
| Windham | 42.2 | 42.8 | 1.4 | 16.7 | 1.2 | 732,154 | 32.1 | 33,579 | 43,842 | 463,109 | 18.0 | 23,788 | 27,731 | .0171 | .0160 |
| Windsor | 54.8 | 56.2 | 2.6 | 22.8 | 4.1 | 1,058,642 | 35.9 | 35,563 | 46,432 | 454,434 | 20.7 | 17,188 | 19,931 | .0209 | .0200 |
| **TOTAL METRO COUNTIES** | **140.4** | **148.1** | **5.5** | **55.4** | **6.9** | **3,196,042** | **42.4** | **43,338** | **57,690** | **1,489,297** | **25.2** | **22,956** | **26,883** | **.0609** | **.0603** |
| **TOTAL STATE** | **572.8** | **593.4** | **3.6** | **225.1** | **4.8** | **10,815,073** | **38.7** | **36,308** | **48,046** | **5,517,612** | **24.0** | **20,716** | **24,512** | **.2229** | **.2166** |
| **VIRGINIA** | | | | | | | | | | | | | | | |
| **CHARLOTTESVILLE** | **133.8** | **139.7** | **4.4** | **52.4** | **5.8** | **2,683,917** | **34.6** | **39,963** | **51,220** | **1,342,052** | **24.7** | **21,565** | **25,612** | **.0551** | **.0527** |
| Albemarle | 69.7 | 73.3 | 5.2 | 26.7 | 6.0 | 1,431,725 | 27.2 | 44,671 | 53,623 | 264,982 | 21.7 | 8,643 | 9,924 | .0242 | .0226 |
| Charlottesville city | 40.6 | 41.0 | 1.0 | 16.7 | 3.1 | 861,596 | 49.6 | 35,559 | 51,593 | 1,029,987 | 25.8 | 50,555 | 61,676 | .0244 | .0240 |
| Fluvanna | 12.9 | 14.3 | 10.9 | 5.2 | 10.6 | 213,816 | 32.8 | 34,258 | 41,118 | 21,617 | 22.8 | 3,746 | 4,157 | .0036 | .0033 |
| Greene | 10.6 | 11.1 | 4.7 | 3.8 | .0 | 176,780 | 34.6 | 34,570 | 46,521 | 25,466 | 17.4 | 5,710 | 6,702 | .0029 | .0028 |
| **DANVILLE** | **107.6** | **103.7** | **-3.6** | **41.0** | **-2.4** | **1,463,392** | **20.3** | **28,963** | **35,692** | **785,492** | **17.1** | **15,977** | **19,158** | **.0359** | **.0315** |
| Danville city | 53.1 | 52.1 | -1.9 | 21.8 | .0 | 763,018 | 25.3 | 27,945 | 35,001 | 661,948 | 17.0 | 25,948 | 30,365 | .0218 | .0193 |
| Pittsylvania | 54.5 | 51.6 | -5.3 | 19.2 | -5.0 | 700,374 | 15.3 | 30,062 | 36,478 | 123,544 | 17.3 | 5,216 | 6,435 | .0141 | .0122 |
| **LYNCHBURG** | **142.3** | **140.1** | **-1.5** | **52.5** | **-.8** | **1,995,522** | **19.1** | **31,676** | **38,010** | **1,277,720** | **24.7** | **19,371** | **24,338** | **.0506** | **.0452** |
| Amherst | 28.6 | 28.4 | -.7 | 9.8 | .0 | 370,770 | 20.0 | 31,527 | 37,834 | 138,385 | 22.7 | 11,513 | 14,121 | .0082 | .0074 |
| Campbell | 48.0 | 48.9 | 1.9 | 18.5 | 2.2 | 694,729 | 22.7 | 31,285 | 37,553 | 244,112 | 25.4 | 10,757 | 13,195 | .0146 | .0133 |
| Lynchburg city | 65.7 | 62.8 | -4.4 | 24.2 | -3.2 | 930,023 | 16.2 | 32,018 | 38,431 | 895,223 | 24.8 | 28,689 | 36,993 | .0278 | .0245 |
| **NORFOLK - VIRGINIA BEACH - NEWPORT NEWS** | **1,447.2** | **1,574.4** | **8.8** | **563.3** | **10.0** | **27,255,929** | **40.1** | **37,993** | **48,386** | **13,160,635** | **31.1** | **19,608** | **23,363** | **.5401** | **.5428** |
| Chesapeake city | 161.5 | 185.1 | 14.6 | 64.5 | 16.4 | 3,028,804 | 39.8 | 39,119 | 46,958 | 1,340,937 | 31.9 | 18,344 | 20,790 | .0585 | .0596 |
| Gloucester | 32.3 | 37.9 | 17.3 | 14.0 | 18.6 | 562,419 | 42.4 | 33,466 | 40,173 | 216,052 | 31.7 | 13,906 | 15,432 | .0105 | .0109 |
| Hampton city | 136.1 | 140.7 | 3.4 | 53.1 | 4.9 | 2,418,472 | 34.1 | 35,631 | 45,546 | 1,669,758 | 26.7 | 26,048 | 31,446 | .0566 | .0543 |
| James City | 37.5 | 43.5 | 16.0 | 16.5 | 17.9 | 876,879 | 41.5 | 44,273 | 53,144 | 255,767 | 30.8 | 13,968 | 15,501 | .0145 | .0149 |
| Newport News city | 173.0 | 179.5 | 3.8 | 68.7 | 5.4 | 2,909,160 | 32.1 | 33,776 | 42,346 | 1,591,934 | 27.4 | 19,160 | 23,172 | .0636 | .0610 |
| Norfolk city | 266.0 | 275.3 | 3.5 | 94.6 | 4.4 | 4,327,256 | 36.7 | 34,931 | 45,743 | 2,390,472 | 29.6 | 20,352 | 25,269 | .0938 | .0917 |
| Poquoson city | 11.4 | 12.4 | 8.8 | 4.4 | 12.8 | 231,026 | 35.4 | 43,747 | 52,506 | 32,993 | 25.8 | 6,726 | 7,498 | .0037 | .0035 |
| Portsmouth city | 104.1 | 104.2 | .1 | 39.6 | 1.8 | 1,392,487 | 22.2 | 29,293 | 35,164 | 759,787 | 24.9 | 15,641 | 19,187 | .0335 | .0307 |
| Suffolk city | 53.3 | 56.7 | 6.4 | 20.5 | 7.9 | 1,033,282 | 54.3 | 35,238 | 50,404 | 356,272 | 32.7 | 14,136 | 17,379 | .0176 | .0186 |
| Virginia Beach city | 415.8 | 477.3 | 14.8 | 166.0 | 15.6 | 9,215,416 | 47.0 | 43,661 | 55,515 | 3,816,524 | 34.0 | 19,828 | 22,991 | .1638 | .1718 |
| Williamsburg city | 11.9 | 12.5 | 5.0 | 4.2 | 13.5 | 248,511 | 61.7 | 41,541 | 59,169 | 537,169 | 51.6 | 95,766 | 127,897 | .0088 | .0099 |
| York | 44.3 | 49.3 | 11.3 | 17.2 | 13.2 | 1,012,217 | 45.9 | 45,640 | 58,850 | 192,970 | 32.6 | 9,574 | 11,219 | .0152 | .0159 |
| **RICHMOND - PETERSBURG** | **886.6** | **936.6** | **5.6** | **364.0** | **7.0** | **18,446,664** | **34.6** | **40,281** | **50,678** | **8,421,853** | **24.2** | **19,937** | **23,137** | **.3651** | **.3516** |
| Charles City | 6.2 | 5.8 | -6.5 | 2.2 | .0 | 82,057 | 19.9 | 31,104 | 37,299 | 7,338 | 35.5 | 2,462 | 3,335 | .0015 | .0013 |
| Chesterfield | 221.0 | 252.0 | 14.0 | 89.7 | 15.6 | 4,984,536 | 38.8 | 46,291 | 55,569 | 2,013,734 | 28.3 | 20,229 | 22,450 | .0914 | .0917 |
| Colonial Heights city | 16.0 | 15.5 | -3.1 | 6.4 | .0 | 388,806 | 44.0 | 42,174 | 60,751 | 192,815 | 36.8 | 22,022 | 30,127 | .0072 | .0072 |

# METRO/COUNTY 1996 PROJECTIONS

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991-1996 | 12/31/96 Households (Thous.) | % Change 1991-1996 | 1996 EBI ($000) | % Change 1991-1996 | Average Household EBI 1991 | Average Household EBI 1996 | 1996 Retail Sales ($000) | % Change 1991-1996 | Retail Sales Per Household 1991 | Retail Sales Per Household 1996 | Buying Power Index 1991 | Buying Power Index 1996 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **VIRGINIA (continued)** | | | | | | | | | | | | | | | |
| **RICHMOND - PETERSBURG (continued)** | | | | | | | | | | | | | | | |
| Dinwiddie | 20.9 | 20.8 | -.5 | 7.5 | .0 | 326,988 | 27.0 | 34,325 | 43,598 | 31,730 | 27.7 | 3,314 | 4,231 | .0055 | .0050 |
| Goochland | 14.7 | 15.6 | 6.1 | 5.6 | 9.8 | 341,857 | 33.9 | 50,072 | 61,046 | 49,892 | 22.8 | 7,969 | 8,909 | .0052 | .0051 |
| Hanover | 66.5 | 75.4 | 13.4 | 27.9 | 16.7 | 1,608,643 | 48.5 | 45,324 | 57,657 | 537,181 | 33.2 | 16,870 | 19,254 | .0263 | .0278 |
| Henrico | 225.0 | 241.9 | 7.5 | 101.2 | 9.6 | 5,034,651 | 31.6 | 41,443 | 49,750 | 2,252,353 | 22.4 | 19,938 | 22,256 | .0994 | .0945 |
| Hopewell city | 23.0 | 22.4 | -2.6 | 9.0 | .0 | 433,276 | 44.4 | 33,340 | 48,142 | 213,657 | 35.8 | 17,486 | 23,740 | .0083 | .0085 |
| New Kent | 11.1 | 12.9 | 16.2 | 4.4 | 12.8 | 270,815 | 59.5 | 43,532 | 61,549 | 35,906 | 35.8 | 6,779 | 8,160 | .0035 | .0041 |
| Petersburg city | 38.4 | 36.6 | -4.7 | 14.0 | -3.4 | 474,855 | 18.4 | 27,654 | 33,918 | 553,394 | 17.8 | 32,400 | 39,528 | .0162 | .0140 |
| Powhatan | 15.9 | 15.4 | -3.1 | 4.2 | -10.6 | 301,655 | 22.8 | 52,279 | 71,823 | 35,715 | 6.0 | 7,170 | 8,504 | .0051 | .0045 |
| Prince George | 27.8 | 29.3 | 5.4 | 8.9 | 6.0 | 640,483 | 54.2 | 49,463 | 71,964 | 48,364 | 29.4 | 4,448 | 5,434 | .0084 | .0091 |
| Richmond city | 200.1 | 193.0 | -3.5 | 83.0 | -2.0 | 3,558,042 | 26.2 | 33,294 | 42,868 | 2,449,774 | 20.5 | 23,998 | 29,515 | .0871 | .0788 |
| **ROANOKE** | **225.0** | **224.7** | **-.1** | **90.9** | **1.0** | **3,990,217** | **25.7** | **35,259** | **43,897** | **2,579,302** | **23.4** | **23,229** | **28,375** | **.0947** | **.0872** |
| Botetourt | 25.5 | 26.7 | 4.7 | 9.8 | 5.4 | 425,842 | 26.5 | 36,201 | 43,453 | 93,132 | 17.0 | 8,555 | 9,503 | .0078 | .0075 |
| Roanoke | 80.0 | 81.1 | 1.4 | 31.7 | 3.3 | 1,580,694 | 24.0 | 41,540 | 49,864 | 402,559 | 14.6 | 11,443 | 12,699 | .0292 | .0264 |
| Roanoke city | 95.4 | 92.0 | -3.6 | 39.7 | -2.5 | 1,512,405 | 24.9 | 29,745 | 38,096 | 1,467,742 | 23.9 | 29,114 | 36,971 | .0433 | .0394 |
| Salem city | 24.1 | 24.9 | 3.3 | 9.7 | 4.3 | 471,276 | 34.4 | 37,716 | 48,585 | 615,869 | 29.7 | 51,057 | 63,492 | .0144 | .0139 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Accomack | 32.0 | 32.9 | 2.8 | 13.3 | 3.9 | 417,581 | 24.7 | 26,160 | 31,397 | 209,224 | 25.5 | 13,028 | 15,731 | .0099 | .0092 |
| Albemarle | 69.7 | 73.3 | 5.2 | 26.7 | 6.0 | 1,431,725 | 27.2 | 44,671 | 53,623 | 264,982 | 21.7 | 8,643 | 9,924 | .0242 | .0226 |
| ☐ Alexandria city | 111.8 | 113.4 | 1.4 | 54.1 | 1.3 | 4,167,548 | 44.5 | 54,006 | 77,034 | 1,907,243 | 35.7 | 26,317 | 35,254 | .0706 | .0723 |
| Alleghany | 12.8 | 12.0 | -6.3 | 4.4 | -8.3 | 217,533 | 32.8 | 34,123 | 49,439 | 18,145 | 33.8 | 2,825 | 4,124 | .0034 | .0032 |
| Amelia | 8.9 | 9.4 | 5.6 | 3.1 | .0 | 115,100 | 19.9 | 30,963 | 37,129 | 26,795 | 23.8 | 6,982 | 8,644 | .0024 | .0021 |
| Amherst | 28.6 | 28.4 | -.7 | 9.8 | .0 | 370,770 | 20.0 | 31,527 | 37,834 | 138,385 | 22.7 | 11,513 | 14,121 | .0082 | .0074 |
| Appomattox | 12.3 | 12.3 | .0 | 4.5 | .0 | 150,896 | 20.0 | 27,948 | 33,532 | 58,191 | 22.6 | 10,544 | 12,931 | .0034 | .0032 |
| ☐ Arlington | 171.5 | 171.9 | .2 | 77.6 | -.9 | 4,988,116 | 20.8 | 52,715 | 64,280 | 1,706,799 | 25.4 | 17,378 | 21,995 | .0913 | .0822 |
| Augusta | 55.8 | 58.7 | 5.2 | 21.8 | 7.4 | 982,478 | 36.8 | 35,379 | 45,068 | 269,550 | 29.0 | 10,295 | 12,365 | .0174 | .0172 |
| Bath | 4.6 | 4.2 | -8.7 | 1.9 | .0 | 83,709 | 42.8 | 30,849 | 44,057 | 20,362 | 29.5 | 8,275 | 10,717 | .0015 | .0014 |
| Bedford | 47.4 | 51.8 | 9.3 | 19.9 | 10.6 | 1,043,608 | 50.5 | 38,521 | 52,443 | 54,790 | 30.5 | 2,332 | 2,753 | .0137 | .0146 |
| Bedford city | 6.1 | 6.1 | .0 | 2.5 | .0 | 81,093 | 20.0 | 27,022 | 32,437 | 131,341 | 22.7 | 42,827 | 52,536 | .0031 | .0028 |
| Bland | 6.5 | 6.2 | -4.6 | 2.2 | .0 | 70,767 | 19.9 | 26,822 | 32,167 | 25,182 | 22.6 | 9,336 | 11,446 | .0016 | .0014 |
| Botetourt | 25.5 | 26.7 | 4.7 | 9.8 | 5.4 | 425,842 | 26.5 | 36,201 | 43,453 | 93,132 | 17.0 | 8,555 | 9,503 | .0078 | .0075 |
| ☐ Bristol city | 18.1 | 17.0 | -6.1 | 6.9 | -6.8 | 217,120 | 15.3 | 25,438 | 31,467 | 284,141 | 21.2 | 31,672 | 41,180 | .0080 | .0068 |
| Brunswick | 15.9 | 15.5 | -2.5 | 5.5 | .0 | 179,947 | 24.5 | 26,270 | 32,718 | 49,486 | 13.0 | 7,965 | 8,997 | .0040 | .0034 |
| Buchanan | 30.4 | 27.6 | -9.2 | 9.9 | -7.5 | 307,713 | 11.1 | 25,895 | 31,082 | 145,290 | 13.5 | 11,964 | 14,676 | .0083 | .0068 |
| Buckingham | 13.0 | 12.9 | -.8 | 4.4 | .0 | 143,599 | 20.3 | 27,129 | 32,636 | 37,626 | 11.1 | 7,698 | 8,551 | .0031 | .0029 |
| Buena Vista city | 6.3 | 5.9 | -6.3 | 2.4 | .0 | 94,035 | 35.9 | 28,829 | 39,181 | 44,151 | 19.6 | 15,382 | 18,396 | .0020 | .0018 |
| Campbell | 48.0 | 48.9 | 1.9 | 18.5 | 2.2 | 694,729 | 22.7 | 31,285 | 37,553 | 244,112 | 25.4 | 10,757 | 13,195 | .0146 | .0133 |
| Caroline | 19.5 | 19.9 | 2.1 | 6.7 | .0 | 294,496 | 27.7 | 34,408 | 43,955 | 65,948 | 29.9 | 7,575 | 9,843 | .0054 | .0051 |
| Carroll | 26.2 | 24.8 | -5.3 | 9.8 | -4.9 | 279,489 | 14.2 | 23,765 | 28,519 | 84,401 | 16.7 | 7,022 | 8,612 | .0066 | .0057 |
| Charles City | 6.2 | 5.8 | -6.5 | 2.2 | .0 | 82,057 | 19.9 | 31,104 | 37,299 | 7,338 | 35.5 | 2,462 | 3,335 | .0015 | .0013 |
| Charlotte | 11.7 | 11.7 | .0 | 4.3 | .0 | 125,426 | 20.0 | 24,304 | 29,169 | 27,634 | 14.1 | 5,635 | 6,427 | .0027 | .0025 |
| Charlottesville city | 40.6 | 41.0 | 1.0 | 16.7 | 3.1 | 861,596 | 49.6 | 35,559 | 51,593 | 1,029,987 | 25.8 | 50,555 | 61,676 | .0244 | .0240 |
| Chesapeake city | 161.5 | 185.1 | 14.6 | 64.5 | 16.4 | 3,028,804 | 39.8 | 39,119 | 46,958 | 1,340,937 | 31.9 | 18,344 | 20,790 | .0585 | .0596 |
| Chesterfield | 221.0 | 252.0 | 14.0 | 89.7 | 15.6 | 4,984,536 | 38.8 | 46,291 | 55,569 | 2,013,734 | 28.3 | 20,229 | 22,450 | .0914 | .0917 |
| Clarke | 12.5 | 13.5 | 8.0 | 4.3 | .0 | 284,996 | 43.2 | 46,281 | 66,278 | 26,172 | 21.2 | 5,023 | 6,087 | .0041 | .0043 |
| Clifton Forge city | 4.6 | 4.6 | .0 | 1.9 | .0 | 63,057 | 19.9 | 27,673 | 33,188 | 34,748 | 22.6 | 14,915 | 18,288 | .0015 | .0015 |
| Colonial Heights city | 16.0 | 15.5 | -3.1 | 6.4 | .0 | 388,806 | 44.0 | 42,174 | 60,751 | 192,815 | 36.8 | 22,022 | 30,127 | .0072 | .0072 |
| Covington city | 6.8 | 6.4 | -5.9 | 3.0 | .0 | 94,586 | 23.0 | 25,642 | 31,529 | 171,586 | 21.5 | 47,074 | 57,195 | .0038 | .0035 |
| Craig | 4.5 | 5.0 | 11.1 | 1.7 | .0 | 82,057 | 45.3 | 33,221 | 48,269 | 4,815 | 22.1 | 2,320 | 2,832 | .0011 | .0011 |
| Culpeper | 28.9 | 31.8 | 10.0 | 11.1 | 9.9 | 660,722 | 56.5 | 41,790 | 59,525 | 219,575 | 32.8 | 16,371 | 19,782 | .0108 | .0115 |
| Cumberland | 7.8 | 7.8 | .0 | 2.8 | .0 | 91,006 | 20.0 | 27,096 | 32,502 | 35,149 | 19.8 | 10,479 | 12,553 | .0020 | .0019 |
| Danville city | 53.1 | 52.1 | -1.9 | 21.8 | .0 | 763,018 | 25.3 | 27,945 | 35,001 | 661,948 | 17.0 | 25,948 | 30,365 | .0218 | .0193 |
| Dickenson | 17.0 | 15.6 | -8.2 | 5.9 | -6.3 | 186,968 | 27.3 | 23,315 | 31,689 | 70,966 | 22.9 | 9,167 | 12,028 | .0043 | .0039 |
| Dinwiddie | 20.9 | 20.8 | -.5 | 7.5 | .0 | 326,988 | 27.0 | 34,325 | 43,598 | 31,730 | 27.7 | 3,314 | 4,231 | .0055 | .0050 |
| Emporia city | 6.1 | 6.1 | .0 | 1.9 | .0 | 61,543 | 19.9 | 27,007 | 32,391 | 140,492 | 35.5 | 54,573 | 73,943 | .0029 | .0028 |
| Essex | 8.7 | 8.7 | .0 | 3.3 | .0 | 155,577 | 43.0 | 32,963 | 47,145 | 114,084 | 21.1 | 28,550 | 34,571 | .0037 | .0036 |
| ☐ Fairfax | 858.1 | 955.7 | 11.4 | 339.4 | 11.1 | 33,665,443 | 58.8 | 69,374 | 99,191 | 9,266,278 | 34.5 | 22,551 | 27,302 | .4655 | .5119 |
| ☐ Fairfax city | 19.5 | 18.9 | -3.1 | 7.2 | -1.4 | 444,015 | 18.4 | 51,374 | 61,669 | 964,101 | 21.0 | 109,156 | 133,903 | .0197 | .0174 |
| ☐ Falls Church city | 9.6 | 9.6 | .0 | 4.2 | .0 | 342,133 | 36.5 | 59,683 | 81,460 | 346,362 | 28.6 | 64,139 | 82,467 | .0085 | .0082 |
| Fauquier | 51.6 | 59.3 | 14.9 | 20.3 | 16.0 | 1,272,844 | 39.3 | 52,232 | 62,702 | 365,764 | 28.7 | 16,236 | 18,018 | .0209 | .0213 |
| Floyd | 12.2 | 12.7 | 4.1 | 5.4 | 10.2 | 184,077 | 38.8 | 27,064 | 34,088 | 55,449 | 37.8 | 8,212 | 10,268 | .0034 | .0034 |
| Fluvanna | 12.9 | 14.3 | 10.9 | 5.2 | 10.6 | 213,816 | 32.8 | 34,258 | 41,118 | 21,617 | 22.8 | 3,746 | 4,157 | .0036 | .0033 |
| Franklin | 40.2 | 41.5 | 3.2 | 15.9 | 6.0 | 619,832 | 29.4 | 31,940 | 38,983 | 171,561 | 18.6 | 9,646 | 10,790 | .0119 | .0113 |
| Franklin city | 7.9 | 7.9 | .0 | 3.0 | .0 | 97,477 | 20.0 | 27,081 | 32,492 | 114,424 | 22.7 | 31,077 | 38,141 | .0033 | .0029 |
| Frederick | 47.8 | 53.2 | 11.3 | 19.2 | 11.6 | 819,879 | 34.0 | 35,573 | 42,702 | 166,463 | 23.9 | 7,813 | 8,670 | .0142 | .0140 |
| Fredericksburg city | 20.4 | 24.1 | 18.1 | 10.0 | 23.5 | 426,943 | 51.0 | 34,915 | 42,694 | 781,786 | 44.9 | 66,601 | 78,179 | .0143 | .0155 |

# METRO/COUNTY 1996 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991-1996 | 12/31/96 Households (Thous.) | % Change 1991-1996 | 1996 EBI ($000) | % Change 1991-1996 | Average Household EBI | | 1996 Retail Sales ($000) | % Change 1991-1996 | Retail Sales Per Household | | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 1991 | 1996 | | | 1991 | 1996 | 1991 | 1996 |
| **VIRGINIA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Galax city | 6.6 | 6.2 | -6.1 | 2.8 | .0 | 91,281 | 25.7 | 25,934 | 32,600 | 157,415 | 25.7 | 44,719 | 56,220 | .0035 | .0033 |
| Giles | 16.2 | 15.7 | -3.1 | 6.4 | .0 | 216,982 | 20.0 | 28,259 | 33,903 | 106,114 | 19.1 | 13,923 | 16,580 | .0052 | .0046 |
| Gloucester | 32.3 | 37.9 | 17.3 | 14.0 | 18.6 | 562,419 | 42.4 | 33,466 | 40,173 | 216,052 | 31.7 | 13,906 | 15,432 | .0105 | .0109 |
| Goochland | 14.7 | 15.6 | 6.1 | 5.6 | 9.8 | 341,857 | 33.9 | 50,072 | 61,046 | 49,892 | 22.8 | 7,969 | 8,909 | .0052 | .0051 |
| Grayson | 16.2 | 15.7 | -3.1 | 6.5 | .0 | 237,634 | 44.5 | 25,306 | 36,559 | 28,133 | 32.1 | 3,276 | 4,328 | .0039 | .0039 |
| Greene | 10.6 | 11.1 | 4.7 | 3.8 | .0 | 176,780 | 34.6 | 34,570 | 46,521 | 25,466 | 17.4 | 5,710 | 6,702 | .0029 | .0028 |
| Greensville | 8.7 | 8.2 | -5.7 | 3.1 | .0 | 130,795 | 44.5 | 29,203 | 42,192 | 8,392 | 24.6 | 2,173 | 2,707 | .0021 | .0020 |
| Halifax | 28.9 | 28.3 | -2.1 | 10.7 | .0 | 317,350 | 20.0 | 24,715 | 29,659 | 75,594 | 22.7 | 5,760 | 7,065 | .0069 | .0061 |
| Hampton city | 136.1 | 140.7 | 3.4 | 53.1 | 4.9 | 2,418,472 | 34.1 | 35,631 | 45,546 | 1,669,758 | 26.7 | 26,048 | 31,446 | .0566 | .0543 |
| Hanover | 66.5 | 75.4 | 13.4 | 27.9 | 16.7 | 1,608,643 | 48.5 | 45,324 | 57,657 | 537,181 | 33.2 | 16,870 | 19,254 | .0263 | .0278 |
| Harrisonburg city | 31.3 | 32.2 | 2.9 | 11.0 | 4.8 | 515,333 | 38.8 | 35,353 | 46,848 | 551,656 | 24.0 | 42,370 | 50,151 | .0149 | .0142 |
| Henrico | 225.0 | 241.9 | 7.5 | 101.2 | 9.6 | 5,034,651 | 31.6 | [illegible] | 49,750 | 2,252,353 | 22.4 | 19,938 | 22,256 | .0994 | .0945 |
| Henry | 57.3 | 57.7 | .7 | 22.5 | 2.3 | 771,692 | 22.8 | 28,573 | 34,297 | 261,020 | 25.5 | 9,457 | 11,601 | .0163 | .0150 |
| Highland | 2.6 | 2.6 | .0 | 1.1 | .0 | 36,623 | 24.7 | 26,690 | 33,294 | 7,505 | 15.3 | 5,915 | 6,823 | .0008 | .0006 |
| Hopewell city | 23.0 | 22.4 | -2.6 | 9.0 | .0 | 433,276 | 44.4 | 33,340 | 48,142 | 213,657 | 35.8 | 17,486 | 23,740 | .0083 | .0085 |
| Isle of Wight | 25.7 | 27.6 | 7.4 | 10.4 | 10.6 | 417,306 | 32.8 | 33,437 | 40,126 | 110,652 | 26.0 | 9,343 | 10,640 | .0076 | .0075 |
| James City | 37.5 | 43.5 | 16.0 | 16.5 | 17.9 | 876,879 | 41.5 | 44,273 | 53,144 | 255,767 | 30.8 | 13,968 | 15,501 | .0145 | .0149 |
| King and Queen | 6.3 | 6.3 | .0 | 2.3 | .0 | 107,390 | 43.3 | 32,573 | 46,691 | 8,042 | 34.1 | 2,607 | 3,497 | .0016 | .0016 |
| King George | 14.0 | 15.5 | 10.7 | 5.4 | 10.2 | 355,075 | 57.8 | 45,915 | 65,755 | 46,997 | 33.5 | 7,183 | 8,703 | .0047 | .0053 |
| King William | 11.2 | 12.2 | 8.9 | 4.5 | 12.5 | 260,764 | 61.8 | 40,291 | 57,948 | 96,777 | 36.6 | 17,709 | 21,506 | .0042 | .0046 |
| Lancaster | 11.1 | 11.6 | 4.5 | 5.2 | 10.6 | 283,894 | 46.5 | 41,230 | 54,595 | 113,883 | 28.8 | 18,812 | 21,901 | .0049 | .0050 |
| Lee | 24.2 | 23.1 | -4.5 | 8.6 | -5.5 | 211,613 | 13.4 | 20,500 | 24,606 | 99,339 | 18.4 | 9,222 | 11,551 | .0058 | .0049 |
| Lexington city | 6.9 | 6.6 | -4.3 | 1.8 | -14.3 | 70,079 | 3.0 | 32,385 | 38,933 | 119,472 | 14.8 | 49,562 | 66,373 | .0032 | .0026 |
| ☐ Loudoun | 91.8 | 106.5 | 16.0 | 38.0 | 16.9 | 2,488,826 | 40.4 | 54,561 | 65,495 | 915,173 | 30.5 | 21,580 | 24,084 | .0427 | .0434 |
| Louisa | 20.7 | 21.6 | 4.3 | 8.1 | 6.6 | 437,407 | 55.1 | 37,119 | 54,001 | 66,194 | 30.2 | 6,689 | 8,172 | .0062 | .0066 |
| Lunenburg | 11.3 | 10.8 | -4.4 | 4.4 | .0 | 167,142 | 44.6 | 26,268 | 37,987 | 54,806 | 35.9 | 9,167 | 12,456 | .0031 | .0032 |
| Lynchburg city | 65.7 | 62.8 | -4.4 | 24.2 | -3.2 | 930,023 | 16.2 | 32,018 | 38,431 | 895,223 | 24.8 | 28,689 | 36,993 | .0278 | .0245 |
| Madison | 12.2 | 12.7 | 4.1 | 4.2 | .0 | 158,193 | 20.0 | 31,380 | 37,665 | 43,441 | 11.0 | 9,320 | 10,343 | .0034 | .0030 |
| ☐ Manassas city | 30.2 | 35.4 | 17.2 | 11.9 | 16.7 | 858,843 | 55.3 | 54,226 | 72,172 | 815,245 | 36.2 | 58,695 | 68,508 | .0196 | .0210 |
| ☐ Manassas Park city | 6.9 | 7.4 | 7.2 | 2.2 | .0 | 106,564 | 20.0 | 40,355 | 48,438 | 7,157 | 11.0 | 2,931 | 3,253 | .0018 | .0016 |
| Martinsville city | 16.0 | 15.5 | -3.1 | 6.8 | .0 | 251,540 | 20.0 | 30,819 | 36,991 | 330,164 | 22.7 | 39,582 | 48,554 | .0086 | .0077 |
| Mathews | 8.5 | 9.0 | 5.9 | 4.2 | 13.5 | 153,375 | 36.2 | 30,424 | 36,518 | 32,732 | 39.2 | 6,353 | 7,793 | .0025 | .0026 |
| Mecklenburg | 29.3 | 28.8 | -1.7 | 11.3 | .0 | 358,930 | 20.0 | 26,467 | 31,764 | 214,598 | 22.7 | 15,483 | 18,991 | .0092 | .0083 |
| Middlesex | 8.8 | 9.3 | 5.7 | 3.6 | .0 | 157,092 | 23.2 | 35,407 | 43,637 | 42,309 | 12.4 | 10,458 | 11,753 | .0030 | .0026 |
| Montgomery | 75.1 | 76.9 | 2.4 | 27.8 | 4.1 | 1,083,260 | 30.3 | 31,144 | 38,966 | 685,890 | 30.6 | 19,675 | 24,672 | .0257 | .0246 |
| Nelson | 12.8 | 12.8 | .0 | 4.8 | .0 | 209,410 | 38.3 | 31,534 | 43,627 | 77,315 | 23.0 | 13,097 | 16,107 | .0042 | .0040 |
| New Kent | 11.1 | 12.9 | 16.2 | 4.4 | 12.8 | 270,815 | 59.5 | 43,532 | 61,549 | 35,906 | 35.8 | 6,779 | 8,160 | .0035 | .0041 |
| Newport News city | 173.0 | 179.5 | 3.8 | 68.7 | 5.4 | 2,909,160 | 32.1 | 33,776 | 42,346 | 1,591,934 | 27.4 | 19,160 | 23,172 | .0636 | .0610 |
| Norfolk city | 266.0 | 275.3 | 3.5 | 94.6 | 4.4 | 4,327,256 | 36.7 | 34,931 | 45,743 | 2,390,472 | 29.6 | 20,352 | 25,269 | .0938 | .0917 |
| Northampton | 13.0 | 13.0 | .0 | 5.1 | .0 | 208,584 | 44.6 | 28,275 | 40,899 | 67,251 | 25.7 | 10,494 | 13,186 | .0039 | .0038 |
| Northumberland | 10.6 | 10.6 | .0 | 4.5 | .0 | 203,627 | 37.2 | 32,988 | 45,250 | 42,780 | 21.3 | 7,839 | 9,507 | .0034 | .0032 |
| Norton city | 4.2 | 4.2 | .0 | 1.7 | .0 | 45,021 | 19.9 | 22,084 | 26,483 | 93,330 | 32.1 | 41,569 | 54,900 | .0020 | .0020 |
| Nottoway | 14.9 | 14.3 | -4.0 | 5.1 | -1.9 | 167,969 | 17.7 | 27,456 | 32,935 | 102,709 | 20.3 | 16,423 | 20,139 | .0045 | .0041 |
| Orange | 22.2 | 24.2 | 9.0 | 9.3 | 12.0 | 420,197 | 39.2 | 36,377 | 45,182 | 133,088 | 26.4 | 12,686 | 14,311 | .0074 | .0075 |
| Page | 22.1 | 23.1 | 4.5 | 8.7 | 6.1 | 310,604 | 27.3 | 29,748 | 35,702 | 214,904 | 31.9 | 19,875 | 24,702 | .0078 | .0074 |
| Patrick | 17.4 | 16.9 | -2.9 | 6.9 | .0 | 253,192 | 33.6 | 27,471 | 36,694 | 74,762 | 29.9 | 8,338 | 10,835 | .0049 | .0046 |
| Petersburg city | 38.4 | 36.6 | -4.7 | 14.0 | -3.4 | 474,855 | 18.4 | 27,654 | 33,918 | 553,394 | 17.8 | 32,400 | 39,528 | .0162 | .0140 |
| Pittsylvania | 54.5 | 51.6 | -5.3 | 19.2 | -5.0 | 700,374 | 15.3 | 30,062 | 36,478 | 123,544 | 17.3 | 5,216 | 6,435 | .0141 | .0122 |
| Poquoson city | 11.4 | 12.4 | 8.8 | 4.4 | 12.8 | 231,026 | 35.4 | 43,747 | 52,506 | 32,993 | 25.8 | 6,726 | 7,498 | .0037 | .0035 |
| Portsmouth city | 104.1 | 104.2 | .1 | 39.6 | 1.8 | 1,392,487 | 22.2 | 29,293 | 35,164 | 759,787 | 24.9 | 15,641 | 19,187 | .0335 | .0307 |
| Powhatan | 15.9 | 15.4 | -3.1 | 4.2 | -10.6 | 301,655 | 22.8 | 52,279 | 71,823 | 35,713 | 6.0 | 7,170 | 8,504 | .0051 | .0045 |
| Prince Edward | 17.5 | 17.5 | .0 | 5.4 | .0 | 198,809 | 24.2 | 29,647 | 36,816 | 173,475 | 23.5 | 26,005 | 32,125 | .0059 | .0053 |
| Prince George | 27.8 | 29.3 | 5.4 | 8.9 | 6.0 | 640,483 | 54.2 | 49,463 | 71,964 | 48,364 | 29.4 | 4,448 | 5,434 | .0084 | .0091 |
| ☐ Prince William | 229.8 | 264.3 | 15.0 | 85.3 | 15.0 | 5,621,440 | 42.2 | 53,261 | 65,902 | 1,924,629 | 29.4 | 20,038 | 22,563 | .0956 | .0978 |
| Pulaski | 34.5 | 32.9 | -4.6 | 12.8 | -3.8 | 405,878 | 15.5 | 26,416 | 31,709 | 182,927 | 18.1 | 11,650 | 14,291 | .0099 | .0087 |
| Radford city | 16.2 | 16.3 | .6 | 5.2 | .0 | 175,541 | 20.0 | 28,133 | 33,758 | 154,775 | 26.4 | 23,556 | 29,764 | .0052 | .0048 |
| Rappahannock | 6.7 | 6.7 | .0 | 2.5 | .0 | 121,295 | 20.0 | 40,429 | 48,518 | 19,259 | 17.7 | 6,546 | 7,704 | .0022 | .0019 |
| Richmond | 7.3 | 7.3 | .0 | 2.7 | .0 | 110,281 | 31.0 | 31,178 | 40,845 | 63,642 | 18.7 | 19,866 | 23,571 | .0026 | .0024 |
| Richmond city | 200.1 | 193.0 | -3.5 | 83.0 | -2.0 | 3,558,042 | 26.2 | 33,294 | 42,868 | 2,449,774 | 20.5 | 23,998 | 29,515 | .0871 | .0788 |
| Roanoke | 80.0 | 81.1 | 1.4 | 31.7 | 3.3 | 1,580,694 | 24.0 | 41,540 | 49,864 | 402,559 | 14.6 | 11,443 | 12,699 | .0292 | .0264 |
| Roanoke city | 95.4 | 92.0 | -3.6 | 39.7 | -2.5 | 1,512,405 | 24.9 | 29,745 | 38,096 | 1,467,742 | 23.9 | 29,114 | 36,971 | .0433 | .0394 |
| Rockbridge | 18.3 | 17.8 | -2.7 | 7.2 | .0 | 240,112 | 20.0 | 27,787 | 33,349 | 97,115 | 23.5 | 10,922 | 13,488 | .0054 | .0048 |
| Rockingham | 58.7 | 62.0 | 5.6 | 22.6 | 6.6 | 933,052 | 28.0 | 34,397 | 41,285 | 169,783 | 18.3 | 6,770 | 7,513 | .0168 | .0158 |
| Russell | 28.0 | 26.4 | -5.7 | 9.8 | -5.8 | 260,627 | 13.1 | 22,160 | 26,595 | 132,597 | 20.2 | 10,607 | 13,530 | .0071 | .0061 |
| Salem city | 24.1 | 24.9 | 3.3 | 9.7 | 4.3 | 471,276 | 34.4 | 37,716 | 48,585 | 615,869 | 29.7 | 51,057 | 63,492 | .0144 | .0139 |
| ☐ Scott | 22.9 | 21.9 | -4.4 | 8.3 | -5.7 | 231,576 | 13.2 | 23,245 | 27,901 | 144,740 | 27.8 | 12,869 | 17,439 | .0064 | .0056 |

# METRO/COUNTY 1996 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991-1996 | 12/31/96 Households (Thous.) | % Change 1991-1996 | 1996 EBI ($000) | % Change 1991-1996 | Average Household EBI 1991 | Average Household EBI 1996 | 1996 Retail Sales ($000) | % Change 1991-1996 | Retail Sales Per Household 1991 | Retail Sales Per Household 1996 | Buying Power Index 1991 | Buying Power Index 1996 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **VIRGINIA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Shenandoah | 32.2 | 33.1 | 2.8 | 13.2 | 3.9 | 500,739 | 24.7 | 31,609 | 37,935 | 219,427 | 16.7 | 14,807 | 16,623 | .0110 | .0101 |
| Smyth | 32.1 | 31.0 | -3.4 | 12.1 | -.8 | 376,966 | 20.0 | 25,747 | 31,154 | 224,383 | 26.2 | 14,574 | 18,544 | .0097 | .0087 |
| Southampton | 17.1 | 17.0 | -.6 | 6.1 | .0 | 267,098 | 32.4 | 33,061 | 43,787 | 44,851 | 16.4 | 6,315 | 7,353 | .0047 | .0045 |
| South Boston city | 6.7 | 6.0 | -10.4 | 2.5 | -7.4 | 92,796 | 13.4 | 30,297 | 37,118 | 117,633 | 9.3 | 39,851 | 47,053 | .0034 | .0028 |
| Spotsylvania | 61.1 | 70.5 | 15.4 | 23.1 | 14.9 | 1,182,802 | 38.0 | 42,656 | 51,204 | 289,453 | 27.5 | 11,291 | 12,530 | .0200 | .0203 |
| ☐ Stafford | 65.5 | 75.9 | 15.9 | 24.2 | 16.3 | 1,464,218 | 44.2 | 48,830 | 60,505 | 392,958 | 31.1 | 14,411 | 16,238 | .0237 | .0247 |
| Staunton city | 24.6 | 24.4 | -.8 | 9.7 | 1.0 | 414,277 | 27.6 | 33,826 | 42,709 | 287,349 | 14.9 | 26,051 | 29,624 | .0103 | .0093 |
| Suffolk city | 53.3 | 56.7 | 6.4 | 20.5 | 7.9 | 1,033,282 | 54.3 | 35,238 | 50,404 | 356,272 | 32.7 | 14,136 | 17,379 | .0176 | .0186 |
| Surry | 6.3 | 6.8 | 7.9 | 2.3 | .0 | 75,861 | 19.8 | 27,521 | 32,983 | 11,626 | 10.9 | 4,558 | 5,055 | .0016 | .0014 |
| Sussex | 10.1 | 9.6 | -5.0 | 3.8 | .0 | 121,158 | 20.0 | 26,563 | 31,884 | 64,693 | 22.0 | 13,954 | 17,024 | .0030 | .0026 |
| Tazewell | 45.2 | 43.1 | -4.6 | 16.6 | -2.9 | 559,803 | 21.9 | 26,847 | 33,723 | 495,144 | 24.9 | 23,183 | 29,828 | .0163 | .0146 |
| Virginia Beach city | 415.8 | 477.3 | 14.8 | 166.0 | 15.6 | 9,215,416 | 47.0 | 43,661 | 55,515 | 3,816,524 | 34.0 | 19,828 | 22,991 | .1638 | .1718 |
| Warren | 27.2 | 30.1 | 10.7 | 11.5 | 11.7 | 475,544 | 34.0 | 34,454 | 41,352 | 209,911 | 23.9 | 16,449 | 18,253 | .0096 | .0096 |
| ☐ Washington | 46.1 | 46.3 | .4 | 17.8 | 1.1 | 604,962 | 21.4 | 28,315 | 33,987 | 221,031 | 24.1 | 10,123 | 12,417 | .0132 | .0121 |
| Waynesboro city | 18.5 | 17.9 | -3.2 | 7.6 | .0 | 288,025 | 20.0 | 31,575 | 37,898 | 237,578 | 22.7 | 25,485 | 31,260 | .0079 | .0070 |
| Westmoreland | 15.7 | 16.2 | 3.2 | 6.7 | 8.1 | 282,655 | 42.3 | 32,027 | 42,187 | 81,368 | 32.3 | 9,917 | 12,144 | .0050 | .0048 |
| Williamsburg city | 11.9 | 12.5 | 5.0 | 4.2 | 13.5 | 248,511 | 61.7 | 41,541 | 59,169 | 537,169 | 51.6 | 95,766 | 127,897 | .0088 | .0099 |
| Winchester city | 22.9 | 25.7 | 12.2 | 10.8 | 13.7 | 499,775 | 50.7 | 34,899 | 46,275 | 730,647 | 45.3 | 52,939 | 67,653 | .0145 | .0156 |
| Wise | 38.7 | 36.5 | -5.7 | 13.8 | -3.5 | 446,493 | 20.3 | 25,951 | 32,355 | 306,872 | 22.0 | 17,590 | 22,237 | .0121 | .0108 |
| Wythe | 25.5 | 25.4 | -.4 | 9.9 | .0 | 305,785 | 20.0 | 25,741 | 30,887 | 199,275 | 24.3 | 16,194 | 20,129 | .0081 | .0073 |
| York | 44.3 | 49.3 | 11.3 | 17.2 | 13.2 | 1,012,217 | 45.9 | 45,640 | 58,850 | 192,970 | 32.6 | 9,574 | 11,219 | .0152 | .0159 |
| **TOTAL METRO COUNTIES** | **4,624.3** | **4,963.4** | **7.3** | **1,841.2** | **7.7** | **111,036,445** | **41.8** | **45,820** | **60,307** | **46,462,911** | **29.0** | **21,075** | **25,235** | **2.0081** | **2.0160** |
| **TOTAL STATE** | **6,348.1** | **6,726.9** | **6.0** | **2,504.2** | **6.6** | **137,670,205** | **39.7** | **41,953** | **54,976** | **58,785,108** | **28.4** | **19,485** | **23,475** | **2.5765** | **2.5574** |
| **WASHINGTON** | | | | | | | | | | | | | | | |
| **BELLINGHAM** | **132.5** | **147.3** | **11.2** | **56.8** | **12.5** | **2,796,681** | **46.2** | **37,886** | **49,237** | **1,631,008** | **49.5** | **21,599** | **28,715** | **.0540** | **.0581** |
| Whatcom | 132.5 | 147.3 | 11.2 | 56.8 | 12.5 | 2,796,681 | 46.2 | 37,886 | 49,237 | 1,631,008 | 49.5 | 21,599 | 28,715 | .0540 | .0581 |
| **BREMERTON** | **199.4** | **225.2** | **12.9** | **83.1** | **14.0** | **4,370,154** | **47.4** | **40,656** | **52,589** | **1,834,829** | **55.7** | **16,161** | **22,080** | **.0748** | **.0817** |
| Kitsap | 199.4 | 225.2 | 12.9 | 83.1 | 14.0 | 4,370,154 | 47.4 | 40,656 | 52,589 | 1,834,829 | 55.7 | 16,161 | 22,080 | .0748 | .0817 |
| **OLYMPIA** | **168.3** | **187.1** | **11.2** | **72.1** | **11.3** | **3,585,977** | **45.1** | **38,143** | **49,736** | **1,889,402** | **57.0** | **18,570** | **26,205** | **.0662** | **.0720** |
| Thurston | 168.3 | 187.1 | 11.2 | 72.1 | 11.3 | 3,585,977 | 45.1 | 38,143 | 49,736 | 1,889,402 | 57.0 | 18,570 | 26,205 | .0662 | .0720 |
| **RICHLAND - KENNEWICK - PASCO** | **152.2** | **161.2** | **5.9** | **59.0** | **6.9** | **2,824,236** | **36.9** | **37,376** | **47,868** | **1,653,338** | **49.0** | **20,109** | **28,023** | **.0579** | **.0597** |
| Benton | 114.1 | 120.3 | 5.4 | 45.9 | 7.0 | 2,230,222 | 36.1 | 38,210 | 48,589 | 1,138,825 | 48.8 | 17,837 | 24,811 | .0436 | .0445 |
| Franklin | 38.1 | 40.9 | 7.3 | 13.1 | 6.5 | 594,014 | 40.1 | 34,469 | 45,345 | 514,513 | 49.2 | 28,031 | 39,276 | .0143 | .0152 |
| **SEATTLE** | **2,032.6** | **2,158.9** | **6.2** | **866.0** | **6.8** | **52,408,193** | **38.9** | **46,514** | **60,518** | **25,400,980** | **42.0** | **22,050** | **29,331** | **.9608** | **.9800** |
| King | 1,542.9 | 1,608.4 | 4.2 | 661.8 | 4.9 | 40,612,317 | 36.7 | 47,106 | 61,366 | 20,135,707 | 40.7 | 22,700 | 30,426 | .7557 | .7600 |
| Snohomish | 489.7 | 550.5 | 12.4 | 204.2 | 13.1 | 11,795,876 | 46.9 | 44,447 | 57,766 | 5,265,273 | 47.4 | 19,779 | 25,785 | .2051 | .2200 |
| ***SEATTLE - TACOMA CONSOLIDATED AREA*** | ***2,637.5*** | ***2,813.7*** | ***6.7*** | ***1,106.5*** | ***7.2*** | ***64,439,104*** | ***39.3*** | ***44,798*** | ***58,237*** | ***31,313,454*** | ***41.8*** | ***21,387*** | ***28,300*** | ***1.1919*** | ***1.2180*** |
| **SPOKANE** | **365.4** | **380.1** | **4.0** | **150.6** | **5.0** | **6,681,952** | **36.1** | **34,236** | **44,369** | **4,608,044** | **47.7** | **21,749** | **30,598** | **.1460** | **.1493** |
| Spokane | 365.4 | 380.1 | 4.0 | 150.6 | 5.0 | 6,681,952 | 36.1 | 34,236 | 44,369 | 4,608,044 | 47.7 | 21,749 | 30,598 | .1460 | .1493 |
| **TACOMA** | **604.9** | **654.8** | **8.2** | **240.5** | **8.6** | **12,030,911** | **41.1** | **38,509** | **50,025** | **5,912,474** | **40.9** | **18,957** | **24,584** | **.2311** | **.2380** |
| Pierce | 604.9 | 654.8 | 8.2 | 240.5 | 8.6 | 12,030,911 | 41.1 | 38,509 | 50,025 | 5,912,474 | 40.9 | 18,957 | 24,584 | .2311 | .2380 |
| **VANCOUVER** | **250.2** | **287.7** | **15.0** | **107.0** | **15.3** | **5,417,357** | **49.2** | **39,123** | **50,630** | **2,159,640** | **55.1** | **15,005** | **20,184** | **.0913** | **.1004** |
| Clark | 250.2 | 287.7 | 15.0 | 107.0 | 15.3 | 5,417,357 | 49.2 | 39,123 | 50,630 | 2,159,640 | 55.1 | 15,005 | 20,184 | .0913 | .1004 |
| **YAKIMA** | **191.7** | **199.5** | **4.1** | **69.7** | **4.5** | **2,867,039** | **34.7** | **31,906** | **41,134** | **1,808,352** | **46.6** | **18,489** | **25,945** | **.0639** | **.0648** |
| Yakima | 191.7 | 199.5 | 4.1 | 69.7 | 4.5 | 2,867,039 | 34.7 | 31,906 | 41,134 | 1,808,352 | 46.6 | 18,489 | 25,945 | .0639 | .0648 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Adams | 13.7 | 14.2 | 3.6 | 4.6 | .0 | 177,856 | 25.8 | 30,742 | 38,664 | 69,928 | 38.6 | 10,966 | 15,202 | .0039 | .0037 |
| Asotin | 17.6 | 17.5 | -.6 | 7.0 | .0 | 270,868 | 29.0 | 29,989 | 38,695 | 105,667 | 39.6 | 10,812 | 15,095 | .0054 | .0053 |
| Benton | 114.1 | 120.3 | 5.4 | 45.9 | 7.0 | 2,230,222 | 36.1 | 38,210 | 48,589 | 1,138,825 | 48.8 | 17,837 | 24,811 | .0436 | .0445 |
| Chelan | 53.3 | 56.6 | 6.2 | 22.7 | 7.6 | 981,419 | 39.6 | 33,316 | 43,234 | 705,997 | 51.5 | 22,092 | 31,101 | .0213 | .0224 |
| Clallam | 58.7 | 64.6 | 10.1 | 26.1 | 10.6 | 1,110,482 | 42.6 | 33,003 | 42,547 | 585,463 | 47.5 | 16,824 | 22,432 | .0216 | .0227 |
| Clark | 250.2 | 287.7 | 15.0 | 107.0 | 15.3 | 5,417,357 | 49.2 | 39,123 | 50,630 | 2,159,640 | 55.1 | 15,005 | 20,184 | .0913 | .1004 |
| Columbia | 4.0 | 4.0 | .0 | 1.6 | .0 | 57,071 | 23.0 | 28,998 | 35,669 | 13,860 | 37.1 | 6,316 | 8,663 | .0012 | .0011 |
| Cowlitz | 83.9 | 90.2 | 7.5 | 34.9 | 8.0 | 1,547,661 | 39.7 | 34,300 | 44,346 | 901,191 | 51.8 | 18,376 | 25,822 | .0312 | .0327 |
| Douglas | 27.0 | 29.4 | 8.9 | 11.0 | 10.0 | 462,338 | 38.2 | 33,453 | 42,031 | 236,537 | 46.8 | 16,109 | 21,503 | .0093 | .0096 |
| Ferry | 6.4 | 6.9 | 7.8 | 2.2 | .0 | 88,873 | 31.4 | 30,735 | 40,397 | 32,126 | 35.6 | 10,772 | 14,603 | .0018 | .0017 |
| Franklin | 38.1 | 40.9 | 7.3 | 13.1 | 6.5 | 594,014 | 40.1 | 34,469 | 45,345 | 514,513 | 49.2 | 28,031 | 39,276 | .0143 | .0152 |
| Garfield | 2.2 | 2.2 | .0 | .9 | .0 | 31,803 | 18.0 | 29,951 | 35,337 | 7,558 | 31.9 | 6,369 | 8,398 | .0007 | .0006 |

# METRO/COUNTY 1996 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991-1996 | 12/31/96 Households (Thous.) | % Change 1991-1996 | 1996 EBI ($000) | % Change 1991-1996 | Average Household EBI | | 1996 Retail Sales ($000) | % Change 1991-1996 | Retail Sales Per Household | | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 1991 | 1996 | | | 1991 | 1996 | 1991 | 1996 |
| **WASHINGTON (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Grant | 55.7 | 59.0 | 5.9 | 21.0 | 5.0 | 819,465 | 35.7 | 30,200 | 39,022 | 491,596 | 47.5 | 16,664 | 23,409 | .0180 | .0183 |
| Grays Harbor | 64.8 | 67.6 | 4.3 | 27.2 | 5.4 | 1,108,086 | 37.0 | 31,361 | 40,738 | 564,353 | 44.6 | 15,126 | 20,748 | .0223 | .0227 |
| Island | 63.9 | 74.3 | 16.3 | 26.6 | 15.2 | 1,371,765 | 48.7 | 39,945 | 51,570 | 377,905 | 43.8 | 11,373 | 14,207 | .0218 | .0235 |
| Jefferson | 21.2 | 24.3 | 14.6 | 10.6 | 16.5 | 438,050 | 48.0 | 32,517 | 41,325 | 148,074 | 53.0 | 10,636 | 13,969 | .0073 | .0079 |
| King | 1,542.9 | 1,608.4 | 4.2 | 661.8 | 4.9 | 40,612,317 | 36.7 | 47,106 | 61,366 | 20,135,707 | 40.7 | 22,700 | 30,426 | .7557 | .7600 |
| Kitsap | 199.4 | 225.2 | 12.9 | 83.1 | 14.0 | 4,370,154 | 47.4 | 40,656 | 52,589 | 1,834,829 | 55.7 | 16,161 | 22,080 | .0748 | .0817 |
| Kittitas | 27.3 | 28.8 | 5.5 | 11.1 | 4.7 | 388,603 | 29.4 | 28,320 | 35,009 | 246,994 | 34.2 | 17,358 | 22,252 | .0092 | .0089 |
| Klickitat | 16.6 | 16.6 | .0 | 6.2 | .0 | 257,580 | 31.5 | 31,587 | 41,545 | 68,044 | 41.6 | 7,750 | 10,975 | .0047 | .0046 |
| Lewis | 60.8 | 65.9 | 8.4 | 25.0 | 8.7 | 982,944 | 39.2 | 30,702 | 39,318 | 575,761 | 39.2 | 17,980 | 23,030 | .0211 | .0215 |
| Lincoln | 8.8 | 8.8 | .0 | 3.6 | .0 | 143,439 | 29.0 | 30,880 | 39,844 | 38,833 | 32.5 | 8,143 | 10,787 | .0027 | .0025 |
| Mason | 40.2 | 46.1 | 14.7 | 17.7 | 15.7 | 722,532 | 44.7 | 32,628 | 40,821 | 264,692 | 56.3 | 11,067 | 14,954 | .0127 | .0136 |
| Okanogan | 33.8 | 35.2 | 4.1 | 13.3 | 3.9 | 434,020 | 23.4 | 27,470 | 32,633 | 280,989 | 36.9 | 16,032 | 21,127 | .0107 | .0104 |
| Pacific | 19.2 | 20.2 | 5.2 | 8.5 | 6.3 | 303,869 | 37.4 | 27,651 | 35,749 | 131,870 | 49.3 | 11,041 | 15,514 | .0060 | .0060 |
| Pend Oreille | 9.0 | 9.5 | 5.6 | 3.4 | .0 | 114,577 | 28.2 | 26,291 | 33,699 | 49,005 | 39.1 | 10,358 | 14,413 | .0025 | .0024 |
| Pierce | 604.9 | 654.8 | 8.2 | 240.5 | 8.6 | 12,030,911 | 41.1 | 38,509 | 50,025 | 5,912,474 | 40.9 | 18,957 | 24,584 | .2311 | .2380 |
| San Juan | 10.7 | 12.5 | 16.8 | 5.5 | 17.0 | 347,216 | 51.9 | 48,634 | 63,130 | 105,536 | 45.3 | 15,454 | 19,188 | .0051 | .0057 |
| Skagit | 82.5 | 91.8 | 11.3 | 35.7 | 12.6 | 1,709,397 | 45.3 | 37,105 | 47,882 | 918,505 | 47.3 | 19,669 | 25,728 | .0325 | .0345 |
| Skamania | 8.4 | 8.9 | 6.0 | 3.1 | .0 | 115,117 | 18.2 | 31,414 | 37,135 | 14,595 | 23.1 | 3,826 | 4,708 | .0022 | .0020 |
| Snohomish | 489.7 | 550.5 | 12.4 | 204.2 | 13.1 | 11,795,876 | 46.9 | 44,447 | 57,766 | 5,265,273 | 47.4 | 19,779 | 25,785 | .2051 | .2200 |
| Spokane | 365.4 | 380.1 | 4.0 | 150.6 | 5.0 | 6,681,952 | 36.1 | 34,236 | 44,369 | 4,608,044 | 47.7 | 21,749 | 30,598 | .1460 | .1493 |
| Stevens | 31.5 | 33.4 | 6.0 | 12.5 | 8.7 | 489,022 | 39.9 | 30,392 | 39,122 | 177,806 | 52.4 | 10,145 | 14,224 | .0091 | .0094 |
| Thurston | 168.3 | 187.1 | 11.2 | 72.1 | 11.3 | 3,585,977 | 45.1 | 38,143 | 49,736 | 1,889,402 | 57.0 | 18,570 | 26,205 | .0662 | .0720 |
| Wahkiakum | 3.3 | 3.3 | .0 | 1.3 | .0 | 46,847 | 17.9 | 30,573 | 36,036 | 8,145 | 29.7 | 4,831 | 6,265 | .0010 | .0007 |
| Walla Walla | 48.6 | 49.8 | 2.5 | 18.6 | 5.1 | 791,583 | 35.4 | 33,029 | 42,558 | 380,549 | 37.2 | 15,675 | 20,460 | .0162 | .0161 |
| Whatcom | 132.5 | 147.3 | 11.2 | 56.8 | 12.5 | 2,796,681 | 46.2 | 37,886 | 49,237 | 1,631,008 | 49.5 | 21,599 | 28,715 | .0540 | .0581 |
| Whitman | 38.8 | 40.8 | 5.2 | 14.7 | 7.3 | 618,520 | 39.4 | 32,391 | 42,076 | 230,419 | 45.3 | 11,572 | 15,675 | .0117 | .0118 |
| Yakima | 191.7 | 199.5 | 4.1 | 69.7 | 4.5 | 2,867,039 | 34.7 | 31,906 | 41,134 | 1,808,352 | 46.6 | 18,489 | 25,945 | .0639 | .0648 |
| **TOTAL METRO COUNTIES** | **4,097.2** | **4,401.8** | **7.4** | **1,704.8** | **8.0** | **92,982,500** | **40.2** | **42,015** | **54,542** | **46,898,067** | **44.7** | **20,527** | **27,509** | **1.7460** | **1.8040** |
| **TOTAL STATE** | **5,009.1** | **5,384.2** | **7.5** | **2,081.4** | **8.0** | **108,913,503** | **40.0** | **40,368** | **52,327** | **54,630,065** | **44.8** | **19,575** | **26,247** | **2.0592** | **2.1263** |

## WEST VIRGINIA

| METRO AREA<br>County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991-1996 | 12/31/96 Households (Thous.) | % Change 1991-1996 | 1996 EBI ($000) | % Change 1991-1996 | Average Household EBI 1991 | Average Household EBI 1996 | 1996 Retail Sales ($000) | % Change 1991-1996 | Retail Sales Per Household 1991 | Retail Sales Per Household 1996 | Buying Power Index 1991 | Buying Power Index 1996 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **CHARLESTON** | **249.9** | **252.7** | **1.1** | **102.8** | **2.4** | **4,763,714** | **42.6** | **33,267** | **46,340** | **2,498,099** | **36.8** | **18,187** | **24,301** | **.0947** | **.0955** |
| Kanawha | 205.9 | 204.8 | -.5 | 85.2 | 1.1 | 3,949,709 | 41.1 | 33,196 | 46,358 | 2,257,168 | 37.6 | 19,457 | 26,493 | .0809 | .0811 |
| Putnam | 44.0 | 47.9 | 8.9 | 17.6 | 9.3 | 814,005 | 50.3 | 33,641 | 46,250 | 240,931 | 29.7 | 11,538 | 13,689 | .0138 | .0144 |
| **HUNTINGTON - ASHLAND** | **311.0** | **311.3** | **.1** | **120.9** | **1.3** | **4,786,075** | **35.8** | **29,546** | **39,587** | **2,489,687** | **31.3** | **15,897** | **20,593** | **.1027** | **.1001** |
| Cabell | 95.8 | 94.7 | -1.1 | 38.9 | .3 | 1,694,851 | 39.7 | 31,273 | 43,569 | 1,128,228 | 28.9 | 22,563 | 29,003 | .0382 | .0373 |
| Wayne | 41.3 | 41.7 | 1.0 | 16.1 | 3.2 | 605,860 | 44.1 | 26,948 | 37,631 | 165,369 | 50.8 | 7,031 | 10,271 | .0106 | .0111 |
| *Boyd, Ky.* | *50.7* | *50.0* | *-1.4* | *19.6* | *-.5* | *722,485* | *18.7* | *30,899* | *36,861* | *552,150* | *21.7* | *23,040* | *28,171* | *.0196* | *.0174* |
| *Carter, Ky.* | *24.3* | *24.3* | *.0* | *8.7* | *.0* | *332,147* | *44.6* | *26,404* | *38,178* | *144,849* | *38.7* | *12,002* | *16,649* | *.0067* | *.0068* |
| *Greenup, Ky.* | *36.9* | *37.8* | *2.4* | *14.0* | *3.7* | *508,989* | *23.7* | *30,476* | *36,356* | *133,325* | *26.1* | *7,833* | *9,523* | *.0101* | *.0093* |
| *Lawrence, Ohio* | *62.0* | *62.8* | *1.3* | *23.6* | *2.6* | *921,743* | *43.8* | *27,879* | *39,057* | *365,766* | *47.9* | *10,756* | *15,499* | *.0175* | *.0182* |
| **PARKERSBURG - MARIETTA** | **148.6** | **149.2** | **.4** | **58.7** | **1.7** | **2,598,048** | **40.4** | **32,077** | **44,260** | **1,466,009** | **35.1** | **18,812** | **24,975** | **.0543** | **.0542** |
| Wood | 86.6 | 87.9 | 1.5 | 35.1 | 2.9 | 1,546,255 | 42.0 | 31,937 | 44,053 | 965,094 | 33.8 | 21,146 | 27,496 | .0332 | .0334 |
| *Washington, Ohio* | *62.0* | *61.3* | *-1.1* | *23.6* | *.0* | *1,051,793* | *38.1* | *32,280* | *44,568* | *500,915* | *37.5* | *15,440* | *21,225* | *.0211* | *.0208* |
| **STEUBENVILLE - WEIRTON** | **140.8** | **138.6** | **-1.6** | **54.7** | **.0** | **2,341,960** | **36.5** | **31,356** | **42,815** | **1,093,951** | **40.7** | **14,217** | **19,999** | **.0469** | **.0464** |
| Brooke | 26.7 | 27.2 | 1.9 | 10.6 | 5.0 | 514,846 | 49.1 | 34,179 | 48,570 | 152,028 | 40.2 | 10,738 | 14,342 | .0086 | .0089 |
| Hancock | 35.0 | 35.4 | 1.1 | 14.1 | 2.9 | 472,483 | 21.8 | 28,324 | 33,509 | 204,816 | 32.9 | 11,250 | 14,526 | .0105 | .0097 |
| *Jefferson, Ohio* | *79.1* | *76.0* | *-3.9* | *30.0* | *-2.9* | *1,354,631* | *38.0* | *31,778* | *45,154* | *737,107* | *43.1* | *16,669* | *24,570* | *.0278* | *.0278* |
| **WHEELING** | **157.1** | **153.5** | **-2.3** | **61.5** | **-1.1** | **2,430,298** | **32.0** | **29,601** | **39,517** | **1,379,810** | **32.9** | **16,692** | **22,436** | **.0541** | **.0519** |
| Marshall | 37.2 | 37.7 | 1.3 | 14.6 | 3.5 | 561,393 | 34.0 | 29,719 | 38,452 | 258,531 | 35.5 | 13,437 | 17,708 | .0116 | .0115 |
| Ohio | 50.3 | 49.8 | -1.0 | 20.4 | .0 | 919,076 | 39.9 | 32,201 | 45,053 | 420,400 | 23.1 | 16,093 | 20,608 | .0182 | .0179 |
| *Belmont, Ohio* | *69.6* | *66.0* | *-5.2* | *26.5* | *-4.3* | *949,829* | *24.1* | *27,626* | *35,843* | *700,879* | *14.7* | *18,789* | *26,448* | *.0243* | *.0225* |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Barbour | 15.6 | 15.4 | -1.3 | 5.8 | .0 | 148,235 | 17.6 | 21,727 | 25,558 | 66,942 | 29.7 | 8,896 | 11,542 | .0037 | .0034 |
| Berkeley | 61.5 | 67.4 | 9.6 | 25.9 | 11.2 | 1,207,784 | 55.3 | 33,377 | 46,633 | 472,115 | 34.7 | 15,042 | 18,229 | .0212 | .0225 |
| Boone | 25.2 | 24.1 | -4.4 | 9.4 | -1.1 | 360,289 | 40.2 | 27,048 | 38,329 | 167,805 | 45.6 | 12,128 | 17,852 | .0073 | .0073 |
| Braxton | 12.9 | 12.9 | .0 | 4.9 | .0 | 161,210 | 39.7 | 23,551 | 32,900 | 130,661 | 33.7 | 19,951 | 26,666 | .0041 | .0042 |
| Brooke | 26.7 | 27.2 | 1.9 | 10.6 | 5.0 | 514,846 | 49.1 | 34,179 | 48,570 | 152,028 | 40.2 | 10,738 | 14,342 | .0086 | .0089 |
| Cabell | 95.8 | 94.7 | -1.1 | 38.9 | .3 | 1,694,851 | 39.7 | 31,273 | 43,569 | 1,128,228 | 28.9 | 22,563 | 29,003 | .0382 | .0373 |
| Calhoun | 7.8 | 7.8 | .0 | 2.9 | .0 | 66,239 | 18.3 | 19,306 | 22,841 | 29,104 | 23.2 | 8,146 | 10,036 | .0018 | .0016 |
| Clay | 10.0 | 10.5 | 5.0 | 4.2 | 13.5 | 128,829 | 61.3 | 21,585 | 30,674 | 31,154 | 52.7 | 5,514 | 7,418 | .0022 | .0023 |

# METRO/COUNTY 1996 PROJECTIONS

S&MM ESTIMATES

| METRO AREA<br>County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991-1996 | 12/31/96 Households (Thous.) | % Change 1991-1996 | 1996 EBI ($000) | % Change 1991-1996 | Average Household EBI 1991 | Average Household EBI 1996 | 1996 Retail Sales ($000) | % Change 1991-1996 | Retail Sales Per Household 1991 | Retail Sales Per Household 1996 | Buying Power Index 1991 | Buying Power Index 1996 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **WEST VIRGINIA (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Doddridge | 6.9 | 6.9 | .0 | 2.6 | .0 | 87,577 | 39.8 | 24,101 | 33,683 | 9,723 | 32.5 | 2,822 | 3,740 | .0015 | .0015 |
| Fayette | 46.7 | 44.7 | -4.3 | 17.4 | -2.8 | 614,510 | 37.2 | 25,016 | 35,317 | 304,241 | 42.8 | 11,902 | 17,485 | .0132 | .0130 |
| Gilmer | 7.6 | 7.3 | -3.9 | 2.7 | .0 | 96,560 | 42.1 | 25,171 | 35,763 | 21,378 | 20.7 | 6,561 | 7,918 | .0018 | .0019 |
| Grant | 10.5 | 11.0 | 4.8 | 4.5 | 12.5 | 201,796 | 59.9 | 31,558 | 44,844 | 65,413 | 50.3 | 10,884 | 14,536 | .0032 | .0035 |
| Greenbrier | 34.4 | 34.3 | -.3 | 14.2 | 2.9 | 498,489 | 37.0 | 26,375 | 35,105 | 276,283 | 35.6 | 14,766 | 19,457 | .0109 | .0108 |
| Hampshire | 17.2 | 19.7 | 14.5 | 7.5 | 15.4 | 303,873 | 62.4 | 28,781 | 40,516 | 83,788 | 53.4 | 8,401 | 11,172 | .0048 | .0055 |
| Hancock | 35.0 | 35.4 | 1.1 | 14.1 | 2.9 | 472,483 | 21.8 | 28,324 | 33,509 | 204,816 | 32.9 | 11,250 | 14,526 | .0105 | .0097 |
| Hardy | 11.4 | 12.9 | 13.2 | 4.9 | 11.4 | 166,339 | 42.6 | 26,517 | 33,947 | 45,210 | 27.5 | 8,059 | 9,227 | .0030 | .0032 |
| Harrison | 69.0 | 70.0 | 1.4 | 28.0 | 3.7 | 1,088,963 | 44.2 | 27,968 | 38,892 | 868,799 | 51.2 | 21,286 | 31,029 | .0251 | .0263 |
| Jackson | 26.1 | 27.0 | 3.4 | 10.1 | 4.1 | 369,466 | 38.2 | 27,564 | 36,581 | 183,129 | 41.2 | 13,371 | 18,132 | .0078 | .0079 |
| Jefferson | 37.1 | 40.0 | 7.8 | 14.3 | 7.5 | 666,519 | 36.3 | 36,759 | 46,610 | 170,158 | 22.5 | 10,443 | 11,899 | .0117 | .0116 |
| Kanawha | 205.9 | 204.8 | -.5 | 85.2 | 1.1 | 3,949,709 | 41.1 | 33,196 | 46,358 | 2,257,168 | 37.6 | 19,457 | 26,493 | .0809 | .0811 |
| Lewis | 16.9 | 16.4 | -3.0 | 6.5 | .0 | 208,450 | 35.4 | 23,687 | 32,069 | 107,679 | 40.9 | 11,758 | 16,566 | .0045 | .0046 |
| Lincoln | 21.3 | 21.7 | 1.9 | 8.1 | 5.2 | 238,335 | 43.4 | 21,578 | 29,424 | 64,510 | 43.5 | 5,838 | 7,964 | .0048 | .0047 |
| Logan | 42.1 | 40.5 | -3.8 | 14.6 | -3.3 | 494,663 | 28.4 | 25,505 | 33,881 | 325,800 | 37.7 | 15,671 | 22,315 | .0123 | .0118 |
| McDowell | 32.9 | 29.6 | -10.0 | 11.1 | -8.3 | 289,679 | 19.8 | 19,987 | 26,097 | 151,977 | 29.5 | 9,696 | 13,692 | .0078 | .0068 |
| Marion | 56.5 | 55.7 | -1.4 | 22.4 | .0 | 924,510 | 42.1 | 29,043 | 41,273 | 403,694 | 25.8 | 14,327 | 18,022 | .0185 | .0181 |
| Marshall | 37.2 | 37.7 | 1.3 | 14.6 | 3.5 | 561,393 | 34.0 | 29,719 | 38,452 | 258,531 | 36.5 | 13,437 | 17,708 | .0116 | .0115 |
| Mason | 25.3 | 26.2 | 3.6 | 10.2 | 5.2 | 388,595 | 47.7 | 27,128 | 38,098 | 95,849 | 26.1 | 7,834 | 9,397 | .0067 | .0069 |
| Mercer | 64.1 | 63.5 | -.9 | 25.1 | .0 | 1,018,629 | 40.9 | 28,801 | 40,583 | 604,767 | 36.2 | 17,686 | 24,094 | .0222 | .0219 |
| ☐ Mineral | 27.2 | 29.4 | 8.1 | 11.3 | 10.8 | 473,704 | 55.1 | 29,934 | 41,921 | 113,044 | 35.8 | 8,163 | 10,004 | .0075 | .0083 |
| Mingo | 33.2 | 32.6 | -1.8 | 11.7 | .0 | 416,401 | 40.0 | 25,413 | 35,590 | 152,427 | 19.8 | 10,877 | 13,028 | .0087 | .0083 |
| Monongalia | 76.1 | 76.8 | .9 | 29.9 | 2.4 | 1,164,564 | 29.8 | 30,732 | 38,949 | 725,264 | 42.5 | 17,432 | 24,256 | .0264 | .0259 |
| Monroe | 12.6 | 13.6 | 7.9 | 5.3 | 10.4 | 185,273 | 53.7 | 25,119 | 34,957 | 29,529 | 51.9 | 4,050 | 5,572 | .0030 | .0032 |
| Morgan | 12.7 | 14.6 | 15.0 | 5.9 | 18.0 | 268,027 | 67.4 | 32,029 | 45,428 | 58,220 | 57.5 | 7,395 | 9,868 | .0037 | .0044 |
| Nicholas | 26.7 | 27.1 | 1.5 | 10.5 | 5.0 | 309,002 | 30.1 | 23,743 | 29,429 | 230,501 | 44.5 | 15,948 | 21,952 | .0080 | .0078 |
| Ohio | 50.3 | 49.8 | -1.0 | 20.4 | .0 | 919,076 | 39.9 | 32,201 | 45,053 | 420,400 | 28.1 | 16,093 | 20,608 | .0182 | .0179 |
| Pendleton | 8.2 | 8.7 | 6.1 | 3.1 | .0 | 109,284 | 35.1 | 26,100 | 35,253 | 29,231 | 30.5 | 7,227 | 9,429 | .0020 | .0019 |
| Pleasants | 7.6 | 8.1 | 6.6 | 2.8 | .0 | 125,336 | 42.1 | 31,502 | 44,763 | 44,674 | 33.6 | 11,946 | 15,955 | .0024 | .0025 |
| Pocahontas | 8.9 | 8.9 | .0 | 3.6 | .0 | 124,394 | 41.4 | 24,444 | 34,554 | 49,330 | 30.6 | 10,495 | 13,703 | .0024 | .0024 |
| Preston | 29.0 | 29.4 | 1.4 | 11.2 | 4.7 | 374,872 | 35.2 | 25,907 | 33,471 | 150,054 | 37.4 | 10,205 | 13,398 | .0079 | .0077 |
| Putnam | 44.0 | 47.9 | 8.9 | 17.6 | 9.3 | 814,005 | 50.3 | 33,641 | 46,250 | 240,931 | 29.7 | 11,538 | 13,689 | .0138 | .0144 |
| Raleigh | 74.8 | 71.1 | -4.9 | 27.8 | -3.5 | 1,024,756 | 28.0 | 27,788 | 36,862 | 722,301 | 37.4 | 18,255 | 25,982 | .0252 | .0240 |
| Randolph | 28.2 | 29.4 | 4.3 | 11.0 | 5.8 | 337,445 | 31.5 | 24,679 | 30,677 | 243,808 | 45.8 | 16,080 | 22,164 | .0085 | .0086 |
| Ritchie | 10.1 | 10.1 | .0 | 3.9 | .0 | 119,930 | 26.6 | 24,290 | 30,751 | 60,173 | 37.1 | 11,251 | 15,429 | .0028 | .0026 |
| Roane | 15.2 | 15.7 | 3.3 | 6.3 | 8.6 | 198,553 | 52.1 | 22,506 | 31,516 | 79,905 | 33.0 | 10,360 | 12,683 | .0039 | .0041 |
| Summers | 14.1 | 13.5 | -4.3 | 5.1 | -1.9 | 167,503 | 34.6 | 23,937 | 32,844 | 48,786 | 29.5 | 7,246 | 9,566 | .0034 | .0032 |
| Taylor | 14.9 | 14.8 | -.7 | 5.6 | -1.8 | 185,440 | 33.0 | 24,459 | 33,114 | 57,237 | 28.6 | 7,807 | 10,221 | .0037 | .0036 |
| Tucker | 7.7 | 7.7 | .0 | 3.0 | .0 | 112,168 | 42.1 | 26,312 | 37,389 | 36,297 | 33.6 | 9,059 | 12,099 | .0022 | .0021 |
| Tyler | 9.7 | 9.7 | .0 | 3.7 | .0 | 132,516 | 33.5 | 26,832 | 35,815 | 33,763 | 29.9 | 7,025 | 9,125 | .0025 | .0024 |
| Upshur | 22.7 | 22.6 | -.4 | 8.1 | .0 | 293,532 | 39.2 | 26,036 | 36,239 | 145,033 | 27.7 | 14,019 | 17,905 | .0066 | .0064 |
| Wayne | 41.3 | 41.7 | 1.0 | 16.1 | 3.2 | 605,860 | 44.1 | 26,948 | 37,631 | 165,369 | 50.8 | 7,031 | 10,271 | .0106 | .0111 |
| Webster | 10.6 | 10.6 | .0 | 3.9 | .0 | 104,960 | 36.8 | 19,679 | 26,913 | 35,755 | 31.7 | 6,964 | 9,108 | .0023 | .0022 |
| Wetzel | 19.0 | 18.9 | -.5 | 7.2 | .0 | 320,839 | 42.1 | 31,356 | 44,561 | 175,209 | 33.6 | 18,219 | 24,335 | .0068 | .0066 |
| Wirt | 5.2 | 5.2 | .0 | 1.9 | .0 | 47,890 | 18.3 | 21,304 | 25,205 | 11,410 | 28.7 | 4,667 | 6,005 | .0011 | .0010 |
| Wood | 86.6 | 87.9 | 1.5 | 35.1 | 2.9 | 1,546,255 | 42.0 | 31,937 | 44,053 | 965,094 | 33.8 | 21,146 | 27,496 | .0332 | .0334 |
| –Wyoming | 28.1 | 26.7 | -5.0 | 9.8 | -3.9 | 323,113 | 30.9 | 24,201 | 32,971 | 122,648 | 37.0 | 8,779 | 12,515 | .0070 | .0066 |
| **TOTAL METRO COUNTIES** | **650.0** | **656.5** | **1.0** | **263.9** | **2.5** | **11,552,182** | **41.3** | **31,769** | **43,775** | **5,905,609** | **34.3** | **17,078** | **22,378** | **.2331** | **.2336** |
| **TOTAL STATE** | **1,784.3** | **1,797.8** | **.8** | **702.5** | **2.3** | **27,727,519** | **39.8** | **28,876** | **39,470** | **13,827,363** | **36.3** | **14,777** | **19,683** | **.5737** | **.5724** |
| **WISCONSIN** | | | | | | | | | | | | | | | |
| **APPLETON - OSHKOSH - NEENAH** | **321.0** | **337.6** | **5.2** | **125.5** | **6.4** | **6,051,942** | **33.3** | **38,468** | **48,223** | **3,285,714** | **33.7** | **20,820** | **26,181** | **.1265** | **.1243** |
| Calumet | 34.9 | 36.3 | 4.0 | 12.5 | 4.2 | 538,666 | 22.7 | 36,574 | 43,093 | 204,169 | 26.5 | 13,445 | 16,334 | .0112 | .0105 |
| Outagamie | 143.3 | 150.7 | 5.2 | 55.1 | 6.6 | 2,732,879 | 32.9 | 39,771 | 49,599 | 1,561,825 | 33.4 | 22,643 | 28,345 | .0581 | .0570 |
| Winnebago | 142.8 | 150.6 | 5.5 | 57.9 | 6.6 | 2,780,397 | 36.0 | 37,646 | 48,021 | 1,519,720 | 35.1 | 20,714 | 26,247 | .0572 | .0568 |
| **EAU CLAIRE** | **139.8** | **146.2** | **4.6** | **54.2** | **5.9** | **2,427,651** | **40.3** | **33,794** | **44,791** | **1,498,796** | **38.5** | **21,130** | **27,653** | **.0521** | **.0526** |
| Chippewa | 52.9 | 54.8 | 3.6 | 20.2 | 4.7 | 830,000 | 33.0 | 32,338 | 41,089 | 569,469 | 35.3 | 21,810 | 28,192 | .0196 | .0191 |
| Eau Claire | 86.9 | 91.4 | 5.2 | 34.0 | 6.6 | 1,597,651 | 44.4 | 34,675 | 46,990 | 929,327 | 40.6 | 20,719 | 27,333 | .0325 | .0335 |
| **GREEN BAY** | **197.4** | **202.8** | **2.7** | **76.5** | **4.1** | **3,961,820** | **37.1** | **39,320** | **51,788** | **2,426,479** | **38.0** | **23,930** | **31,719** | **.0833** | **.0831** |
| Brown | 197.4 | 202.8 | 2.7 | 76.5 | 4.1 | 3,961,820 | 37.1 | 39,320 | 51,788 | 2,426,479 | 38.0 | 23,930 | 31,719 | .0833 | .0831 |
| **JANESVILLE - BELOIT** | **139.6** | **140.8** | **.9** | **53.4** | **1.9** | **2,299,930** | **20.7** | **36,373** | **43,070** | **1,342,295** | **24.1** | **20,638** | **25,137** | **.0544** | **.0491** |
| Rock | 139.6 | 140.8 | .9 | 53.4 | 1.9 | 2,299,930 | 20.7 | 36,373 | 43,070 | 1,342,295 | 24.1 | 20,638 | 25,137 | .0544 | .0491 |

# METRO/COUNTY 1996 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991-1996 | 12/31/96 Households (Thous.) | % Change 1991-1996 | 1996 EBI ($000) | % Change 1991-1996 | Average Household EBI | | 1996 Retail Sales ($000) | % Change 1991-1996 | Retail Sales Per Household | | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 1991 | 1996 | | | 1991 | 1996 | 1991 | 1996 |
| **WISCONSIN (continued)** | | | | | | | | | | | | | | | |
| **KENOSHA** | **130.6** | **137.5** | **5.3** | **50.6** | **5.9** | **2,083,430** | **24.7** | **34,945** | **41,175** | **1,063,388** | **40.1** | **15,877** | **21,016** | **.0452** | **.0433** |
| Kenosha | 130.6 | 137.5 | 5.3 | 50.6 | 5.9 | 2,083,430 | 24.7 | 34,945 | 41,175 | 1,063,388 | 40.1 | 15,877 | 21,016 | .0452 | .0433 |
| **LA CROSSE** | **99.2** | **103.3** | **4.1** | **39.8** | **6.4** | **1,676,344** | **32.5** | **33,822** | **42,119** | **1,136,978** | **35.1** | **22,503** | **28,567** | **.0386** | **.0379** |
| La Crosse | 99.2 | 103.3 | 4.1 | 39.8 | 6.4 | 1,676,344 | 32.5 | 33,822 | 42,119 | 1,136,978 | 35.1 | 22,503 | 28,567 | .0386 | .0379 |
| **MADISON** | **374.6** | **392.5** | **4.8** | **153.4** | **5.4** | **8,794,828** | **42.9** | **42,265** | **57,333** | **4,141,331** | **30.7** | **21,762** | **26,997** | **.1643** | **.1652** |
| Dane | 374.6 | 392.5 | 4.8 | 153.4 | 5.4 | 8,794,828 | 42.9 | 42,265 | 57,333 | 4,141,331 | 30.7 | 21,762 | 26,997 | .1643 | .1652 |
| **MILWAUKEE** | **1,445.6** | **1,484.4** | **2.7** | **564.2** | **3.8** | **30,706,702** | **37.4** | **41,136** | **54,425** | **14,666,920** | **35.3** | **19,952** | **25,996** | **.5924** | **.5881** |
| Milwaukee | 961.9 | 974.3 | 1.3 | 384.0 | 2.5 | 18,521,778 | 35.8 | 36,412 | 48,234 | 9,247,676 | 32.6 | 18,618 | 24,082 | .3736 | .3656 |
| Ozaukee | 74.5 | 78.4 | 5.2 | 28.1 | 6.4 | 1,954,553 | 36.3 | 54,222 | 69,557 | 687,260 | 38.8 | 18,754 | 24,458 | .0333 | .0332 |
| Washington | 97.6 | 102.9 | 5.4 | 35.8 | 5.9 | 2,179,199 | 43.3 | 44,981 | 60,871 | 691,040 | 28.7 | 15,891 | 19,303 | .0370 | .0373 |
| Waukesha | 311.6 | 328.8 | 5.5 | 116.3 | 7.0 | 8,051,172 | 39.7 | 53,013 | 69,228 | 4,040,944 | 42.4 | 26,102 | 34,746 | .1485 | .1520 |
| ***MILWAUKEE - RACINE CONSOLIDATED AREA*** | ***1,622.0*** | ***1,664.3*** | ***2.6*** | ***629.9*** | ***3.7*** | ***34,277,706*** | ***37.3*** | ***41,080*** | ***54,418*** | ***16,375,713*** | ***35.1*** | ***19,956*** | ***25,997*** | ***.6623*** | ***.6571*** |
| **RACINE** | **176.4** | **179.9** | **2.0** | **65.7** | **2.3** | **3,571,004** | **37.0** | **40,605** | **54,353** | **1,708,793** | **33.1** | **19,992** | **26,009** | **.0699** | **.0690** |
| Racine | 176.4 | 179.9 | 2.0 | 65.7 | 2.3 | 3,571,004 | 37.0 | 40,605 | 54,353 | 1,708,793 | 33.1 | 19,992 | 26,009 | .0699 | .0690 |
| **SHEBOYGAN** | **105.0** | **108.6** | **3.4** | **41.0** | **4.9** | **1,805,860** | **25.4** | **36,819** | **44,045** | **849,560** | **28.4** | **16,922** | **20,721** | **.0385** | **.0360** |
| Sheboygan | 105.0 | 108.6 | 3.4 | 41.0 | 4.9 | 1,805,860 | 25.4 | 36,819 | 44,045 | 849,560 | 28.4 | 16,922 | 20,721 | .0385 | .0360 |
| **WAUSAU** | **116.9** | **121.6** | **4.0** | **44.1** | **4.8** | **2,138,861** | **36.8** | **37,141** | **48,500** | **1,033,688** | **30.0** | **18,881** | **23,440** | **.0433** | **.0426** |
| Marathon | 116.9 | 121.6 | 4.0 | 44.1 | 4.8 | 2,138,861 | 36.8 | 37,141 | 48,500 | 1,033,688 | 30.0 | 18,881 | 23,440 | .0433 | .0426 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Adams | 16.0 | 17.0 | 6.3 | 6.6 | 8.2 | 249,397 | 34.3 | 30,433 | 37,787 | 47,039 | 37.8 | 5,595 | 7,127 | .0044 | .0043 |
| Ashland | 16.3 | 16.1 | -1.2 | 6.3 | .0 | 250,342 | 38.3 | 28,722 | 39,737 | 143,082 | 25.7 | 18,072 | 22,711 | .0055 | .0054 |
| Barron | 41.5 | 43.9 | 5.8 | 16.9 | 7.0 | 638,607 | 37.8 | 29,327 | 37,787 | 386,462 | 42.9 | 17,122 | 22,868 | .0139 | .0142 |
| Bayfield | 14.2 | 14.7 | 3.5 | 6.2 | 8.8 | 212,649 | 38.0 | 27,037 | 34,298 | 67,309 | 37.4 | 8,593 | 10,856 | .0041 | .0040 |
| Brown | 197.4 | 202.8 | 2.7 | 76.5 | 4.1 | 3,961,820 | 37.1 | 39,320 | 51,788 | 2,426,479 | 38.0 | 23,930 | 31,719 | .0833 | .0831 |
| Buffalo | 13.7 | 14.2 | 3.6 | 5.7 | 9.6 | 260,544 | 51.9 | 32,983 | 45,709 | 57,952 | 41.7 | 7,867 | 10,167 | .0041 | .0044 |
| Burnett | 13.2 | 13.7 | 3.8 | 5.8 | 9.4 | 211,232 | 48.8 | 26,793 | 36,419 | 88,377 | 43.6 | 11,613 | 15,237 | .0039 | .0040 |
| Calumet | 34.9 | 36.3 | 4.0 | 12.5 | 4.2 | 538,666 | 22.7 | 36,574 | 43,093 | 204,169 | 26.5 | 13,445 | 16,334 | .0112 | .0105 |
| Chippewa | 52.9 | 54.8 | 3.6 | 20.2 | 4.7 | 830,000 | 33.0 | 32,338 | 41,089 | 569,469 | 35.3 | 21,810 | 28,192 | .0196 | .0191 |
| Clark | 31.6 | 31.5 | -.3 | 11.2 | .0 | 438,617 | 31.6 | 29,767 | 39,162 | 142,864 | 29.0 | 9,885 | 12,756 | .0088 | .0083 |
| Columbia | 46.0 | 48.9 | 6.3 | 18.8 | 8.7 | 881,391 | 44.2 | 35,326 | 46,883 | 472,214 | 47.2 | 18,541 | 25,118 | .0171 | .0180 |
| Crawford | 16.0 | 16.5 | 3.1 | 6.5 | 8.3 | 240,800 | 42.7 | 28,229 | 37,046 | 162,639 | 46.4 | 18,521 | 25,021 | .0053 | .0056 |
| Dane | 374.6 | 392.5 | 4.8 | 153.4 | 5.4 | 8,794,828 | 42.9 | 42,265 | 57,333 | 4,141,331 | 30.7 | 21,762 | 26,997 | .1643 | .1652 |
| Dodge | 77.2 | 78.9 | 2.2 | 28.0 | 3.3 | 1,426,569 | 40.7 | 37,419 | 50,949 | 480,930 | 35.7 | 13,078 | 17,176 | .0255 | .0257 |
| Door | 26.0 | 26.9 | 3.5 | 10.7 | 4.9 | 422,463 | 26.7 | 32,702 | 39,483 | 261,283 | 29.1 | 19,845 | 24,419 | .0098 | .0093 |
| ☐ Douglas | 42.0 | 43.4 | 3.3 | 17.6 | 6.0 | 702,468 | 41.8 | 29,849 | 39,913 | 394,561 | 37.9 | 17,242 | 22,418 | .0147 | .0149 |
| Dunn | 36.3 | 37.7 | 3.9 | 13.1 | 4.8 | 565,866 | 38.4 | 32,720 | 43,196 | 199,137 | 23.0 | 12,950 | 15,201 | .0110 | .0108 |
| Eau Claire | 86.9 | 91.4 | 5.2 | 34.0 | 6.6 | 1,597,651 | 44.4 | 34,675 | 46,990 | 929,327 | 40.6 | 20,719 | 27,333 | .0325 | .0335 |
| Florence | 4.6 | 4.6 | .0 | 1.8 | .0 | 68,112 | 29.6 | 29,190 | 37,840 | 16,002 | 18.4 | 7,509 | 8,890 | .0013 | .0013 |
| Fond du Lac | 91.1 | 94.9 | 4.2 | 34.6 | 4.5 | 1,411,498 | 23.2 | 34,623 | 40,795 | 754,034 | 27.0 | 17,939 | 21,793 | .0324 | .0300 |
| Forest | 8.8 | 8.8 | .0 | 3.3 | .0 | 90,896 | 18.2 | 23,301 | 27,544 | 37,012 | 22.7 | 9,138 | 11,216 | .0022 | .0020 |
| Grant | 49.2 | 49.6 | .8 | 17.7 | 2.9 | 856,451 | 42.7 | 34,903 | 48,387 | 340,297 | 32.5 | 14,935 | 19,226 | .0162 | .0162 |
| Green | 30.6 | 31.5 | 2.9 | 12.2 | 4.3 | 573,613 | 35.8 | 36,113 | 47,017 | 547,671 | 43.2 | 32,698 | 44,891 | .0144 | .0145 |
| Green Lake | 18.8 | 19.3 | 2.7 | 7.8 | 6.8 | 331,018 | 38.9 | 32,645 | 42,438 | 113,504 | 28.5 | 12,102 | 14,552 | .0061 | .0061 |
| Iowa | 20.4 | 21.3 | 4.4 | 7.9 | 5.3 | 298,426 | 25.7 | 31,663 | 37,775 | 749,215 | 38.5 | 72,153 | 94,837 | .0137 | .0136 |
| Iron | 6.1 | 6.1 | .0 | 2.6 | .0 | 87,572 | 36.1 | 24,742 | 33,682 | 51,095 | 22.5 | 16,048 | 19,652 | .0021 | .0019 |
| Jackson | 16.7 | 17.2 | 3.0 | 6.3 | .0 | 200,812 | 17.8 | 27,053 | 31,875 | 102,143 | 20.3 | 13,473 | 16,213 | .0049 | .0046 |
| Jefferson | 69.3 | 74.3 | 7.2 | 26.5 | 8.2 | 1,424,679 | 47.9 | 39,316 | 53,761 | 536,020 | 39.7 | 15,656 | 20,227 | .0247 | .0257 |
| Juneau | 22.0 | 22.9 | 4.1 | 8.8 | 4.8 | 360,114 | 43.1 | 29,959 | 40,922 | 150,608 | 35.9 | 13,194 | 17,115 | .0069 | .0073 |
| Kenosha | 130.6 | 137.5 | 5.3 | 50.6 | 5.9 | 2,083,430 | 24.7 | 34,945 | 41,175 | 1,063,388 | 40.1 | 15,877 | 21,016 | .0452 | .0433 |
| Kewaunee | 19.0 | 19.5 | 2.6 | 7.4 | 7.2 | 273,604 | 26.4 | 31,380 | 36,974 | 105,879 | 30.5 | 11,758 | 14,308 | .0058 | .0054 |
| La Crosse | 99.2 | 103.3 | 4.1 | 39.8 | 6.4 | 1,676,344 | 32.5 | 33,822 | 42,119 | 1,136,978 | 35.1 | 22,503 | 28,567 | .0386 | .0379 |
| Lafayette | 16.0 | 16.0 | .0 | 5.8 | .0 | 238,627 | 31.7 | 31,230 | 41,143 | 65,803 | 29.0 | 8,798 | 11,345 | .0045 | .0044 |
| Langlade | 19.5 | 19.5 | .0 | 7.6 | .0 | 270,558 | 27.3 | 27,955 | 35,600 | 162,085 | 26.6 | 16,846 | 21,327 | .0066 | .0060 |
| Lincoln | 27.5 | 29.2 | 6.2 | 11.0 | 6.8 | 458,928 | 39.1 | 32,030 | 41,721 | 208,682 | 36.9 | 14,803 | 18,971 | .0091 | .0093 |
| Manitowoc | 80.3 | 80.6 | .4 | 30.7 | 1.7 | 1,507,623 | 39.1 | 35,878 | 49,108 | 512,780 | 26.4 | 13,436 | 16,703 | .0275 | .0268 |
| Marathon | 116.9 | 121.6 | 4.0 | 44.1 | 4.8 | 2,138,861 | 36.8 | 37,141 | 48,500 | 1,033,688 | 30.0 | 18,881 | 23,440 | .0433 | .0426 |
| Marinette | 41.1 | 43.0 | 4.6 | 16.8 | 6.3 | 597,608 | 31.5 | 26,760 | 35,572 | 321,387 | 32.5 | 15,350 | 19,130 | .0133 | .0129 |
| Marquette | 12.6 | 13.6 | 7.9 | 5.5 | 10.0 | 191,582 | 34.4 | 28,499 | 34,833 | 59,003 | 40.1 | 8,425 | 10,728 | .0036 | .0036 |
| Menominee | 4.1 | 4.9 | 19.5 | 1.5 | 25.0 | 38,238 | 47.9 | 21,551 | 25,492 | 6,248 | 53.1 | 3,402 | 4,165 | .0007 | .0007 |
| Milwaukee | 961.9 | 974.3 | 1.3 | 384.0 | 2.5 | 18,521,778 | 35.8 | 36,412 | 48,234 | 9,247,676 | 32.6 | 18,618 | 24,082 | .3736 | .3656 |
| Monroe | 37.5 | 40.4 | 7.7 | 14.6 | 8.1 | 649,660 | 46.8 | 32,776 | 44,497 | 314,455 | 45.9 | 15,970 | 21,538 | .0124 | .0131 |
| Oconto | 30.8 | 32.7 | 6.2 | 12.4 | 7.8 | 473,193 | 38.7 | 29,665 | 38,161 | 166,835 | 37.3 | 10,570 | 13,454 | .0090 | .0091 |
| Oneida | 32.0 | 32.9 | 2.8 | 13.3 | 3.9 | 526,378 | 32.9 | 30,941 | 39,577 | 341,394 | 29.9 | 20,540 | 25,669 | .0122 | .0116 |

# METRO/COUNTY 1996 PROJECTIONS

| S&MM ESTIMATES<br>METRO AREA<br>County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991-1996 | 12/31/96 Households (Thous.) | % Change 1991-1996 | 1996 EBI ($000) | % Change 1991-1996 | Average Household EBI | | 1996 Retail Sales ($000) | % Change 1991-1996 | Retail Sales Per Household | | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 1991 | 1996 | | | 1991 | 1996 | 1991 | 1996 |
| **WISCONSIN (continued)** | | | | | | | | | | | | | | | |
| **ALL COUNTIES (continued)** | | | | | | | | | | | | | | | |
| Outagamie | 143.3 | 150.7 | 5.2 | 55.1 | 6.6 | 2,732,879 | 32.9 | 39,771 | 49,599 | 1,561,825 | 33.4 | 22,643 | 28,545 | .0581 | .0570 |
| Ozaukee | 74.5 | 78.4 | 5.2 | 28.1 | 6.4 | 1,954,553 | 36.3 | 54,322 | 69,557 | 687,260 | 38.8 | 18,754 | 24,458 | .0333 | .0332 |
| Pepin | 7.1 | 7.1 | .0 | 2.6 | .0 | 112,701 | 36.1 | 31,850 | 43,347 | 51,188 | 31.3 | 14,994 | 19,688 | .0023 | .0023 |
| Pierce | 33.6 | 36.5 | 8.6 | 12.3 | 8.8 | 635,584 | 45.3 | 38,700 | 51,673 | 216,323 | 40.0 | 13,673 | 17,587 | .0111 | .0115 |
| Polk | 35.5 | 37.9 | 6.8 | 14.4 | 7.5 | 659,107 | 47.5 | 33,349 | 45,771 | 214,867 | 27.9 | 12,538 | 14,921 | .0116 | .0119 |
| Portage | 62.7 | 67.0 | 6.9 | 23.9 | 9.1 | 1,117,373 | 42.3 | 35,854 | 46,752 | 594,629 | 39.9 | 19,402 | 24,880 | .0225 | .0231 |
| Price | 15.6 | 15.6 | .0 | 6.1 | .0 | 199,277 | 17.8 | 27,727 | 32,668 | 91,993 | 21.5 | 12,414 | 15,081 | .0047 | .0042 |
| Racine | 176.4 | 179.9 | 2.0 | 65.7 | 2.3 | 3,571,004 | 37.0 | 40,605 | 54,353 | 1,708,793 | 33.1 | 19,992 | 26,009 | .0699 | .0690 |
| Richland | 17.6 | 18.1 | 2.8 | 6.6 | .0 | 274,525 | 36.9 | 30,390 | 41,595 | 119,099 | 29.0 | 13,991 | 18,045 | .0057 | .0055 |
| Rock | 139.6 | 140.8 | .9 | 53.4 | 1.9 | 2,299,930 | 20.7 | 36,373 | 43,070 | 1,342,295 | 24.1 | 20,638 | 25,137 | .0544 | .0491 |
| Rusk | 15.0 | 15.0 | .0 | 5.7 | .0 | 206,130 | 35.4 | 26,705 | 36,163 | 74,119 | 27.4 | 10,206 | 13,003 | .0041 | .0041 |
| ☐ St. Croix | 52.5 | 59.9 | 14.1 | 21.5 | 16.2 | 1,299,320 | 57.2 | 44,678 | 60,433 | 452,949 | 43.0 | 17,116 | 21,067 | .0205 | .0226 |
| Sauk | 47.7 | 50.1 | 5.0 | 19.0 | 5.6 | 855,790 | 42.0 | 33,490 | 45,042 | 477,075 | 37.7 | 19,250 | 25,109 | .0176 | .0179 |
| Sawyer | 14.6 | 16.1 | 10.3 | 6.2 | 8.8 | 228,897 | 50.0 | 26,771 | 36,919 | 152,374 | 46.2 | 18,289 | 24,576 | .0048 | .0052 |
| Shawano | 37.8 | 40.2 | 6.3 | 15.0 | 7.1 | 631,144 | 45.1 | 31,065 | 42,076 | 254,942 | 41.5 | 12,870 | 16,996 | .0117 | .0123 |
| Sheboygan | 105.0 | 108.6 | 3.4 | 41.0 | 4.9 | 1,805,860 | 25.4 | 36,819 | 44,045 | 849,560 | 28.4 | 16,922 | 20,721 | .0385 | .0360 |
| Taylor | 19.0 | 19.4 | 2.1 | 7.2 | 5.9 | 275,848 | 31.3 | 30,885 | 38,312 | 98,998 | 25.4 | 11,608 | 13,750 | .0057 | .0054 |
| Trempealeau | 25.3 | 25.7 | 1.6 | 10.1 | 5.2 | 379,669 | 31.9 | 29,988 | 37,591 | 177,343 | 27.2 | 14,523 | 17,559 | .0081 | .0078 |
| Vernon | 25.7 | 26.1 | 1.6 | 10.2 | 4.1 | 406,781 | 41.5 | 29,335 | 39,880 | 128,925 | 36.6 | 9,602 | 12,640 | .0075 | .0075 |
| Vilas | 18.0 | 19.0 | 5.6 | 7.9 | 6.8 | 308,629 | 44.6 | 28,834 | 39,067 | 210,271 | 39.8 | 20,322 | 26,617 | .0067 | .0070 |
| Walworth | 76.0 | 73.3 | -3.6 | 26.5 | -3.6 | 1,304,893 | 23.8 | 38,328 | 49,241 | 550,978 | 13.4 | 17,672 | 20,792 | .0282 | .0248 |
| Washburn | 13.9 | 14.4 | 3.6 | 6.1 | 8.9 | 205,847 | 37.9 | 26,651 | 33,745 | 189,271 | 45.1 | 23,289 | 31,028 | .0052 | .0054 |
| Washington | 97.6 | 102.9 | 5.4 | 35.8 | 5.9 | 2,179,199 | 43.3 | 44,981 | 60,871 | 691,040 | 28.7 | 15,891 | 19,303 | .0370 | .0373 |
| Waukesha | 311.6 | 328.8 | 5.5 | 116.3 | 7.0 | 8,051,172 | 39.7 | 53,013 | 69,228 | 4,040,944 | 42.4 | 26,102 | 34,746 | .1485 | .1520 |
| Waupaca | 46.7 | 48.6 | 4.1 | 18.3 | 5.8 | 885,170 | 46.2 | 34,992 | 48,370 | 322,191 | 25.9 | 14,798 | 17,606 | .0160 | .0162 |
| Waushara | 19.8 | 21.3 | 7.6 | 8.3 | 6.4 | 308,062 | 38.5 | 28,507 | 37,116 | 103,623 | 31.1 | 10,136 | 12,485 | .0058 | .0058 |
| Winnebago | 142.8 | 150.6 | 5.5 | 57.9 | 6.6 | 2,780,397 | 36.0 | 37,646 | 48,021 | 1,519,720 | 35.1 | 20,714 | 26,247 | .0572 | .0568 |
| Wood | 74.2 | 76.5 | 3.1 | 29.2 | 5.0 | 1,361,008 | 33.8 | 36,593 | 46,610 | 963,494 | 33.0 | 26,061 | 32,996 | .0315 | .0307 |
| **TOTAL METRO COUNTIES** | **3,340.6** | **3,458.5** | **3.5** | **1,307.5** | **4.6** | **67,520,160** | **36.6** | **39,558** | **51,641** | **34,001,452** | **34.2** | **20,269** | **26,005** | **1.3437** | **1.3287** |
| **TOTAL STATE** | **4,952.4** | **5,129.2** | **3.6** | **1,935.0** | **4.7** | **94,604,262** | **36.8** | **37,435** | **48,891** | **47,164,595** | **34.1** | **19,041** | **24,374** | **1.8975** | **1.8774** |

## WYOMING

| METRO AREA<br>County | 12/31/91 Population (Thous.) | 12/31/96 Population (Thous.) | % Change 1991-1996 | 12/31/96 Households (Thous.) | % Change 1991-1996 | 1996 EBI ($000) | % Change 1991-1996 | Average Household EBI 1991 | Average Household EBI 1996 | 1996 Retail Sales ($000) | % Change 1991-1996 | Retail Sales Per Household 1991 | Retail Sales Per Household 1996 | Buying Power Index 1991 | Buying Power Index 1996 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **CASPER** | **60.1** | **59.1** | **-1.7** | **23.5** | **.0** | **1,197,445** | **38.8** | **36,698** | **50,955** | **634,264** | **37.6** | **19,617** | **26,990** | **.0238** | **.0238** |
| Natrona | 60.1 | 59.1 | -1.7 | 23.5 | .0 | 1,197,445 | 38.8 | 36,698 | 50,955 | 634,264 | 37.6 | 19,617 | 26,990 | .0238 | .0238 |
| **CHEYENNE** | **74.1** | **77.9** | **5.1** | **30.1** | **5.6** | **1,562,094** | **46.9** | **37,323** | **51,897** | **769,198** | **39.9** | **19,291** | **25,555** | **.0291** | **.0304** |
| Laramie | 74.1 | 77.9 | 5.1 | 30.1 | 5.6 | 1,562,094 | 46.9 | 37,323 | 51,897 | 769,198 | 39.9 | 19,291 | 25,555 | .0291 | .0304 |
| **ALL COUNTIES** | | | | | | | | | | | | | | | |
| Albany | 31.7 | 35.6 | 12.3 | 14.4 | 16.1 | 672,716 | 61.3 | 33,629 | 46,716 | 268,339 | 46.5 | 14,773 | 18,635 | .0111 | .0124 |
| Big Horn | 10.3 | 10.3 | .0 | 3.8 | .0 | 155,765 | 39.0 | 29,480 | 40,991 | 36,050 | 43.7 | 6,602 | 9,487 | .0027 | .0028 |
| Campbell | 29.2 | 28.6 | -2.1 | 9.8 | -1.0 | 582,558 | 36.2 | 43,198 | 59,445 | 233,568 | 42.7 | 16,537 | 23,833 | .0107 | .0106 |
| Carbon | 16.3 | 16.2 | -.6 | 5.9 | .0 | 302,729 | 39.0 | 36,901 | 51,310 | 106,228 | 22.4 | 14,705 | 18,005 | .0056 | .0054 |
| Converse | 10.5 | 9.7 | -7.6 | 3.5 | -7.9 | 175,472 | 27.5 | 36,227 | 50,135 | 49,409 | 17.0 | 11,114 | 14,117 | .0035 | .0031 |
| Crook | 5.4 | 5.9 | 9.3 | 1.9 | .0 | 81,502 | 36.9 | 31,335 | 42,896 | 22,282 | 38.4 | 8,473 | 11,727 | .0015 | .0015 |
| Fremont | 33.3 | 34.1 | 2.4 | 12.4 | 4.2 | 531,806 | 44.9 | 30,844 | 42,888 | 265,432 | 49.7 | 14,896 | 21,406 | .0104 | .0110 |
| Goshen | 12.6 | 14.1 | 11.9 | 5.4 | 10.2 | 233,355 | 53.2 | 31,079 | 43,214 | 62,262 | 31.5 | 9,662 | 11,530 | .0038 | .0040 |
| Hot Springs | 4.7 | 4.7 | .0 | 1.9 | .0 | 85,108 | 37.9 | 32,477 | 44,794 | 26,734 | 27.1 | 11,066 | 14,071 | .0016 | .0015 |
| Johnson | 6.0 | 6.0 | .0 | 2.3 | .0 | 103,182 | 38.1 | 32,495 | 44,862 | 30,455 | 26.2 | 10,493 | 13,241 | .0019 | .0018 |
| Laramie | 74.1 | 77.9 | 5.1 | 30.1 | 5.6 | 1,562,094 | 46.9 | 37,323 | 51,897 | 769,198 | 39.9 | 19,291 | 25,555 | .0291 | .0304 |
| Lincoln | 12.5 | 12.9 | 3.2 | 4.1 | .0 | 203,180 | 38.8 | 35,691 | 49,556 | 79,731 | 45.7 | 13,351 | 19,447 | .0039 | .0040 |
| Natrona | 60.1 | 59.1 | -1.7 | 23.5 | .0 | 1,197,445 | 38.8 | 36,698 | 50,955 | 634,264 | 37.6 | 19,617 | 26,990 | .0238 | .0238 |
| Niobrara | 2.4 | 2.4 | .0 | 1.0 | .0 | 46,779 | 39.0 | 33,643 | 46,779 | 14,238 | 19.3 | 11,932 | 14,238 | .0009 | .0007 |
| Park | 23.6 | 25.9 | 9.7 | 9.9 | 11.2 | 479,376 | 53.5 | 35,089 | 48,422 | 224,325 | 52.5 | 16,526 | 22,659 | .0085 | .0093 |
| Platte | 8.0 | 8.5 | 6.3 | 3.7 | 15.6 | 156,312 | 59.9 | 30,557 | 42,246 | 61,192 | 39.8 | 11,965 | 16,538 | .0025 | .0030 |
| Sheridan | 23.5 | 24.5 | 4.3 | 9.9 | 5.3 | 483,269 | 46.4 | 35,107 | 48,815 | 262,894 | 53.5 | 18,218 | 26,555 | .0092 | .0097 |
| Sublette | 4.8 | 5.3 | 10.4 | 1.9 | .0 | 95,629 | 38.5 | 36,353 | 50,331 | 24,312 | 23.3 | 10,379 | 12,796 | .0015 | .0017 |
| Sweetwater | 38.4 | 40.2 | 4.7 | 14.4 | 6.7 | 872,380 | 48.3 | 43,570 | 60,582 | 390,604 | 55.5 | 18,609 | 27,125 | .0151 | .0162 |
| Teton | 12.1 | 14.7 | 21.5 | 6.1 | 22.0 | 388,241 | 69.6 | 45,774 | 63,646 | 214,103 | 49.9 | 28,568 | 35,099 | .0064 | .0074 |
| Uinta | 18.2 | 17.0 | -6.6 | 5.2 | -8.8 | 308,712 | 26.8 | 42,696 | 59,368 | 100,756 | 23.3 | 14,331 | 19,376 | .0060 | .0055 |
| Washakie | 8.2 | 8.1 | -1.2 | 3.1 | .0 | 140,740 | 39.0 | 32,653 | 45,400 | 64,419 | 41.5 | 14,681 | 20,780 | .0028 | .0028 |
| Weston | 6.4 | 6.4 | .0 | 2.4 | .0 | 111,578 | 30.4 | 33,595 | 46,491 | 42,966 | 33.4 | 13,420 | 17,903 | .0021 | .0021 |
| **TOTAL METRO COUNTIES** | **134.2** | **137.0** | **2.1** | **53.6** | **3.1** | **2,759,539** | **43.3** | **37,041** | **51,484** | **1,403,462** | **38.8** | **19,430** | **26,184** | **.0529** | **.0542** |
| **TOTAL STATE** | **452.3** | **468.1** | **3.5** | **176.6** | **4.6** | **8,96[illegible],928** | **45.0** | **36,619** | **50,792** | **3,983,761** | **42.6** | **16,543** | **22,558** | **.1646** | **.1707** |

# SECTION 16

## Television Market (ADI) Rankings

### Population
### Households
### Effective Buying Income (EBI)
### Total Retail Sales
### Buying Power Index (BPI)

**EXPLANATION OF TERMS**

An explanation of terms used in the **Survey of Buying Power Demographics USA 1992** will be found in the Introductory Section starting on page A-5. A listing of the county makeup of each Television Market will be found starting on page A-11.

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Buying Power Index (BPI) ... 16–6

# POPULATION

| ADI | (Thous.) | Rank |
|---|---|---|
| New York, N.Y. | 18,758.4 | 1 |
| Los Angeles, Calif. | 14,910.2 | 2 |
| Chicago, Ill. | 8,447.7 | 3 |
| Philadelphia, Pa. | 7,245.8 | 4 |
| San Francisco - Oakland - San Jose, Calif. | 6,115.4 | 5 |
| Boston, Mass. | 5,745.7 | 6 |
| Washington, D.C. | 4,852.3 | 7 |
| Dallas - Ft. Worth, Tex. | 4,769.6 | 8 |
| Detroit, Mich. | 4,689.5 | 9 |
| Houston, Tex. | 4,097.4 | 10 |
| Atlanta, Ga. | 3,933.2 | 11 |
| Cleveland, Ohio | 3,757.6 | 12 |
| Minneapolis - St. Paul, Minn. | 3,718.2 | 13 |
| Seattle - Tacoma, Wash. | 3,645.9 | 14 |
| Miami - Ft. Lauderdale, Fla. | 3,367.3 | 15 |
| Sacramento - Stockton, Calif. | 3,015.3 | 16 |
| Tampa - St. Petersburg, Fla. | 2,998.4 | 17 |
| St. Louis, Mo. | 2,946.1 | 18 |
| Pittsburgh, Pa. | 2,941.0 | 19 |
| Phoenix, Ariz. | 2,749.2 | 20 |
| Denver, Colo. | 2,626.5 | 21 |
| Baltimore, Md. | 2,612.2 | 22 |
| San Diego, Calif. | 2,604.4 | 23 |
| Hartford - New Haven, Conn. | 2,488.6 | 24 |
| Orlando - Daytona Beach - Melbourne, Fla. | 2,378.8 | 25 |
| Portland, Ore. | 2,342.8 | 26 |
| Indianapolis, Ind. | 2,328.7 | 27 |
| Milwaukee, Wisc. | 2,080.1 | 28 |
| Cincinnati, Ohio | 2,030.8 | 29 |
| Kansas City, Mo. | 2,008.3 | 30 |
| Raleigh - Durham, N.C. | 1,988.1 | 31 |
| Charlotte, N.C. | 1,985.0 | 32 |
| Nashville, Tenn. | 1,911.2 | 33 |
| Salt Lake City, Utah | 1,906.0 | 34 |
| Columbus, Ohio | 1,856.8 | 35 |
| San Antonio - Victoria, Tex. | 1,800.6 | 36 |
| Greenville - Spartanburg - Asheville, S.C.-N.C. | 1,729.2 | 37 |
| Grand Rapids - Kalamazoo - Battle Creek, Mich. | 1,726.9 | 38 |
| Norfolk - Portsmouth - Newport News - Hampton, Va. | 1,691.1 | 39 |
| New Orleans, La. | 1,676.0 | 40 |
| Memphis, Tenn. | 1,641.2 | 41 |
| Buffalo, N.Y. | 1,627.0 | 42 |
| Providence - New Bedford, R.I.-Mass. | 1,535.7 | 43 |
| Harrisburg - York - Lancaster - Lebanon, Pa. | 1,530.5 | 44 |
| Oklahoma City, Okla. | 1,471.9 | 45 |
| Albuquerque, N.M. | 1,468.3 | 46 |
| Louisville, Ky. | 1,445.0 | 47 |
| Fresno - Visalia, Calif. | 1,443.1 | 48 |
| Wilkes-Barre - Scranton, Pa. | 1,384.3 | 49 |
| Birmingham, Ala. | 1,382.4 | 50 |
| Greensboro - Winston-Salem - High Point, N.C. | 1,351.4 | 51 |
| Dayton, Ohio | 1,337.3 | 52 |
| Albany - Schenectady - Troy, N.Y. | 1,337.0 | 53 |
| West Palm Beach - Ft. Pierce - Vero Beach, Fla. | 1,320.6 | 54 |
| Charleston - Huntington, W.Va. | 1,264.0 | 55 |
| Jacksonville, Fla. | 1,263.6 | 56 |
| Flint - Saginaw - Bay City, Mich. | 1,236.8 | 57 |
| Little Rock, Ark. | 1,193.8 | 58 |
| Richmond, Va. | 1,163.5 | 59 |
| Tulsa, Okla. | 1,157.5 | 60 |
| Mobile - Pensacola, Ala.-Fla. | 1,122.4 | 61 |
| Toledo, Ohio | 1,103.8 | 62 |
| Wichita - Hutchinson, Kans. | 1,100.8 | 63 |
| Knoxville, Tenn. | 1,075.7 | 64 |
| Syracuse, N.Y. | 1,058.0 | 65 |
| Green Bay - Appleton, Wisc. | 1,031.7 | 66 |
| Rochester, N.Y. | 1,008.0 | 67 |
| Roanoke - Lynchburg, Va. | 1,006.5 | 68 |
| Shreveport - Texarkana, La.-Tex.-Ark. | 1,002.6 | 69 |
| Austin, Tex. | 982.3 | 70 |
| Lexington, Ky. | 973.1 | 71 |
| Des Moines, Iowa | 957.2 | 72 |
| Omaha, Neb. | 946.7 | 73 |
| Springfield - Decatur - Champaign, Ill. | 930.3 | 74 |
| Portland - Poland Spring, Maine | 898.7 | 75 |
| Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill. | 854.9 | 76 |
| Spokane, Wash. | 838.7 | 77 |
| Tucson, Ariz. | 837.7 | 78 |
| Springfield, Mo. | 835.4 | 79 |
| Las Vegas, Nev. | 831.8 | 80 |
| Columbia, S.C. | 830.8 | 81 |
| Jackson, Miss. | 815.9 | 82 |
| South Bend - Elkhart, Ind. | 815.7 | 83 |
| Cedar Rapids - Waterloo - Dubuque, Iowa | 807.4 | 84 |
| Huntsville - Decatur - Florence, Ala. | 801.6 | 85 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 781.8 | 86 |
| Johnstown - Altoona, Pa. | 764.8 | 87 |
| Chattanooga, Tenn. | 764.5 | 88 |
| El Paso, Tex. | 762.8 | 89 |
| Burlington - Plattsburgh, Vt.-N.Y. | 741.3 | 90 |
| Bristol - Kingsport - Johnson City, Tenn. | 738.1 | 91 |
| McAllen - Brownsville, Tex. | 733.7 | 92 |
| Baton Rouge, La. | 732.7 | 93 |
| Madison, Wisc. | 727.1 | 94 |
| Youngstown, Ohio | 717.3 | 95 |
| Waco - Temple - Bryan, Tex. | 716.3 | 96 |
| Evansville, Ind. | 687.4 | 97 |
| Springfield, Mass. | 678.9 | 98 |
| Ft. Myers - Naples, Fla. | 675.5 | 99 |
| Savannah, Ga. | 663.0 | 100 |
| Colorado Springs - Pueblo, Colo. | 649.4 | 101 |
| Greenville - New Bern - Washington, N.C. | 646.9 | 102 |
| Charleston, S.C. | 643.9 | 103 |
| Salinas - Monterey, Calif. | 640.4 | 104 |
| Ft. Wayne, Ind. | 639.5 | 105 |
| Lansing, Mich. | 633.5 | 106 |
| Lincoln - Hastings - Kearney, Neb. | 623.0 | 107 |
| Santa Barbara - Santa Maria - San Luis Obispo, Calif. | 603.7 | 108 |
| Peoria - Bloomington, Ill. | 587.8 | 109 |
| Augusta, Ga. | 584.2 | 110 |
| Montgomery - Selma, Ala. | 582.7 | 111 |
| Sioux Falls - Mitchell, S.D. | 576.8 | 112 |
| Fargo, N.D. | 571.2 | 113 |
| Tyler - Longview - Jacksonville, Tex. | 554.0 | 114 |
| Tallahassee - Thomasville, Fla.-Ga. | 541.8 | 115 |
| Lafayette, La. | 527.9 | 116 |
| Macon, Ga. | 509.6 | 117 |
| Reno, Nev. | 509.3 | 118 |
| Corpus Christi, Tex. | 507.3 | 119 |
| Columbus, Ga. | 504.8 | 120 |
| Ft. Smith, Ark. | 502.1 | 121 |
| Bakersfield, Calif. | 500.1 | 122 |
| Traverse City - Cadillac, Mich. | 486.3 | 123 |
| Yakima - Pasco - Richland - Kennewick, Wash. | 481.0 | 124 |
| Monroe - El Dorado, La.-Ark. | 478.3 | 125 |
| Columbus - Tupelo, Miss. | 474.5 | 126 |
| La Crosse - Eau Claire, Wisc. | 455.6 | 127 |
| Amarillo, Tex. | 447.4 | 128 |
| Eugene, Ore. | 444.5 | 129 |
| Wausau - Rhinelander, Wisc. | 441.8 | 130 |
| Chico - Redding, Calif. | 437.2 | 131 |
| Duluth - Superior, Minn.-Wisc. | 431.8 | 132 |
| Binghamton, N.Y. | 425.7 | 133 |
| Wichita Falls - Lawton, Tex.-Okla. | 424.3 | 134 |
| Florence - Myrtle Beach, S.C. | 422.4 | 135 |
| Beaumont - Port Arthur, Tex. | 419.5 | 136 |
| Topeka, Kans. | 418.4 | 137 |
| Boise, Ida. | 417.6 | 138 |
| Rockford, Ill. | 414.9 | 139 |
| Sioux City, Iowa | 412.3 | 140 |
| Terre Haute, Ind. | 411.2 | 141 |
| Erie, Pa. | 410.4 | 142 |
| Wheeling - Steubenville, W.Va.-Ohio | 399.6 | 143 |
| Wilmington, N.C. | 392.0 | 144 |
| Odessa - Midland, Tex. | 382.7 | 145 |
| Lubbock, Tex. | 378.9 | 146 |
| Albany, Ga. | 366.0 | 147 |
| Minot - Bismarck - Dickinson - Glendive, N.D.-Mont. | 365.4 | 148 |
| Columbia - Jefferson City, Mo. | 362.6 | 149 |
| Bluefield - Beckley - Oak Hill, W.Va. | 359.4 | 150 |
| Medford, Ore. | 356.6 | 151 |
| Joplin - Pittsburg, Mo.-Kans. | 353.2 | 152 |
| Rochester - Mason City - Austin, Minn.-Iowa | 349.9 | 153 |
| Bangor, Maine | 334.9 | 154 |
| Idaho Falls - Pocatello, Ida. | 327.4 | 155 |
| Biloxi - Gulfport - Pascagoula, Miss. | 302.2 | 156 |
| Abilene - Sweetwater, Tex. | 288.9 | 157 |
| Sarasota, Fla. | 287.8 | 158 |
| Utica, N.Y. | 284.0 | 159 |
| Palm Springs, Calif. | 277.4 | 160 |
| Quincy - Hannibal, Ill.-Mo. | 275.2 | 161 |
| Clarksburg - Weston, W.Va. | 266.7 | 162 |
| Watertown - Carthage, N.Y. | 257.6 | 163 |
| Panama City, Fla. | 257.3 | 164 |
| Salisbury, Md. | 253.2 | 165 |
| Alexandria, La. | 251.5 | 166 |
| Laurel - Hattiesburg, Miss. | 251.5 | 166 |
| Dothan, Ala. | 240.2 | 168 |
| Rapid City, S.D. | 238.3 | 169 |
| Elmira, N.Y. | 236.2 | 170 |
| Gainesville, Fla. | 234.5 | 171 |
| Lake Charles, La. | 232.1 | 172 |
| Harrisonburg, Va. | 229.7 | 173 |
| El Centro - Yuma, Calif.-Ariz. | 228.7 | 174 |
| Billings - Hardin, Mont. | 224.1 | 175 |
| Greenwood - Greenville, Miss. | 219.8 | 176 |
| Jonesboro, Ark. | 210.7 | 177 |
| Missoula, Mont. | 192.8 | 178 |
| Ardmore - Ada, Okla. | 184.3 | 179 |
| Meridian, Miss. | 180.4 | 180 |
| Great Falls, Mont. | 169.3 | 181 |
| Jackson, Tenn. | 161.3 | 182 |
| Grand Junction - Durango, Colo. | 159.2 | 183 |
| Tuscaloosa, Ala. | 153.4 | 184 |
| Marquette, Mich. | 151.6 | 185 |
| Eureka, Calif. | 149.4 | 186 |
| Laredo, Tex. | 149.0 | 187 |
| Parkersburg, W.Va. | 148.6 | 188 |
| San Angelo, Tex. | 135.8 | 189 |
| Lafayette, Ind. | 132.3 | 190 |
| Butte, Mont. | 127.9 | 191 |
| Bowling Green, Ky. | 122.8 | 192 |
| Hagerstown, Md. | 122.7 | 193 |
| St. Joseph, Mo. | 119.2 | 194 |
| Anniston, Ala. | 116.7 | 195 |
| Lima, Ohio | 110.6 | 196 |
| Charlottesville, Va. | 110.3 | 197 |
| Cheyenne - Scottsbluff (Sterling), Wyo.-Neb. | 109.9 | 198 |
| Casper - Riverton, Wyo. | 108.6 | 199 |
| Flagstaff, Ariz. | 100.9 | 200 |
| Twin Falls, Ida. | 98.8 | 201 |
| Ottumwa - Kirksville, Iowa-Mo. | 87.2 | 202 |
| Presque Isle, Maine | 86.2 | 203 |
| Zanesville, Ohio | 82.5 | 204 |
| Mankato, Minn. | 81.9 | 205 |
| Bend, Ore. | 78.0 | 206 |
| Helena, Mont. | 48.2 | 207 |
| North Platte, Neb. | 44.9 | 208 |
| Alpena, Mich. | 40.8 | 209 |

## S&MM/ARBITRON TV MARKET (ADI) RANKING

# HOUSEHOLDS

| ADI | (Thous.) | Rank |
|---|---|---|
| **New York**, N.Y. | 6,827.0 | 1 |
| **Los Angeles**, Calif. | 4,996.8 | 2 |
| **Chicago**, Ill. | 3,037.3 | 3 |
| **Philadelphia**, Pa. | 2,664.4 | 4 |
| **San Francisco** - Oakland - San Jose, Calif. | 2,276.2 | 5 |
| **Boston**, Mass. | 2,141.9 | 6 |
| **Washington**, D.C. | 1,794.8 | 7 |
| **Dallas** - Ft. Worth, Tex. | 1,779.0 | 8 |
| **Detroit**, Mich. | 1,733.5 | 9 |
| **Houston**, Tex. | 1,464.1 | 10 |
| **Atlanta**, Ga. | 1,460.0 | 11 |
| **Cleveland**, Ohio | 1,427.6 | 12 |
| **Seattle** - Tacoma, Wash. | 1,418.5 | 13 |
| **Minneapolis** - St. Paul, Minn. | 1,394.9 | 14 |
| **Miami** - Ft. Lauderdale, Fla. | 1,291.6 | 15 |
| **Tampa** - St. Petersburg, Fla. | 1,247.4 | 16 |
| **Pittsburgh**, Pa. | 1,153.9 | 17 |
| **St. Louis**, Mo. | 1,112.3 | 18 |
| **Sacramento** - Stockton, Calif. | 1,080.1 | 19 |
| **Phoenix**, Ariz. | 1,037.3 | 20 |
| **Denver**, Colo. | 1,034.6 | 21 |
| **Baltimore**, Md. | 966.0 | 22 |
| **Hartford** - New Haven, Conn. | 935.8 | 23 |
| **Orlando** - Daytona Beach - Melbourne, Fla. | 933.5 | 24 |
| **San Diego**, Calif. | 920.6 | 25 |
| **Portland**, Ore. | 902.4 | 26 |
| **Indianapolis**, Ind. | 884.9 | 27 |
| **Milwaukee**, Wisc. | 773.6 | 28 |
| **Kansas City**, Mo. | 770.2 | 29 |
| **Cincinnati**, Ohio | 758.2 | 30 |
| **Charlotte**, N.C. | 752.4 | 31 |
| **Raleigh** - Durham, N.C. | 745.5 | 32 |
| **Nashville**, Tenn. | 723.2 | 33 |
| **Columbus**, Ohio | 698.1 | 34 |
| **Greenville** - Spartanburg - Asheville, S.C.-N.C. | 665.0 | 35 |
| **Grand Rapids** - Kalamazoo - Battle Creek, Mich. | 621.4 | 36 |
| **Buffalo**, N.Y. | 621.3 | 37 |
| **San Antonio** - Victoria, Tex. | 621.1 | 38 |
| **Norfolk** - Portsmouth - Newport News - Hampton, Va. | 604.4 | 39 |
| **New Orleans**, La. | 604.3 | 40 |
| **Salt Lake City**, Utah | 598.2 | 41 |
| **Memphis**, Tenn. | 594.7 | 42 |
| **Providence** - New Bedford, R.I.-Mass. | 575.4 | 43 |
| **Harrisburg** - York - Lancaster - Lebanon, Pa. | 572.1 | 44 |
| **Oklahoma** City, Okla. | 565.7 | 45 |
| **West Palm Beach** - Ft. Pierce - Vero Beach, Fla. | 551.6 | 46 |
| **Louisville**, Ky. | 546.4 | 47 |
| **Greensboro** - Winston-Salem - High Point, N.C. | 531.7 | 48 |
| **Wilkes-Barre** - Scranton, Pa. | 528.2 | 49 |
| **Albuquerque**, N.M. | 525.5 | 50 |
| **Birmingham**, Ala. | 523.2 | 51 |
| **Albany** - Schenectady - Troy, N.Y. | 510.8 | 52 |
| **Dayton**, Ohio | 505.2 | 53 |
| **Charleston** - Huntington, W.Va. | 475.2 | 54 |
| **Jacksonville**, Fla. | 471.9 | 55 |
| **Fresno** - Visalia, Calif. | 460.3 | 56 |
| **Flint** - Saginaw - Bay City, Mich. | 456.8 | 57 |
| **Little Rock**, Ark. | 453.3 | 58 |
| **Tulsa**, Okla. | 449.7 | 59 |
| **Richmond**, Va. | 440.8 | 60 |
| **Wichita** - Hutchinson, Kans. | 424.8 | 61 |
| **Knoxville**, Tenn. | 414.8 | 62 |
| **Mobile** - Pensacola, Ala.-Fla. | 411.8 | 63 |
| **Toledo**, Ohio | 407.0 | 64 |
| **Roanoke** - Lynchburg, Va. | 387.1 | 65 |
| **Syracuse**, N.Y. | 387.0 | 66 |
| **Green Bay** - Appleton, Wisc. | 385.2 | 67 |
| **Austin**, Tex. | 380.2 | 68 |
| **Rochester**, N.Y. | 376.8 | 69 |
| **Des Moines**, Iowa | 372.9 | 70 |
| Shreveport - Texarkana, La.-Tex.-Ark. | 371.0 | 71 |
| Lexington, Ky. | 363.7 | 72 |
| Omaha, Neb. | 358.8 | 73 |
| Springfield - Decatur - Champaign, Ill. | 356.3 | 74 |
| Portland - Poland Spring, Maine | 345.2 | 75 |
| Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill. | 334.6 | 76 |
| Springfield, Mo. | 324.3 | 77 |
| Spokane, Wash. | 322.1 | 78 |
| Las Vegas, Nev. | 321.3 | 79 |
| Tucson, Ariz. | 320.7 | 80 |
| Huntsville - Decatur - Florence, Ala. | 306.5 | 81 |
| Cedar Rapids - Waterloo - Dubuque, Iowa | 303.2 | 82 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 301.8 | 83 |
| South Bend - Elkhart, Ind. | 300.1 | 84 |
| Columbia, S.C. | 292.1 | 85 |
| Chattanooga, Tenn. | 290.9 | 86 |
| Jackson, Miss. | 288.9 | 87 |
| Johnstown - Altoona, Pa. | 286.1 | 88 |
| Bristol - Kingsport - Johnson City, Tenn. | 283.1 | 89 |
| Ft. Myers - Naples, Fla. | 279.6 | 90 |
| Madison, Wisc. | 278.3 | 91 |
| Youngstown, Ohio | 272.7 | 92 |
| Burlington - Plattsburgh, Vt.-N.Y. | 271.7 | 93 |
| Evansville, Ind. | 263.1 | 94 |
| Baton Rouge, La. | 254.0 | 95 |
| Waco - Temple - Bryan, Tex. | 253.5 | 96 |
| Springfield, Mass. | 250.4 | 97 |
| Colorado Springs - Pueblo, Colo. | 243.2 | 98 |
| Lincoln - Hastings - Kearney, Neb. | 243.2 | 98 |
| Ft. Wayne, Ind. | 235.9 | 100 |
| Savannah, Ga. | 234.8 | 101 |
| El Paso, Tex. | 233.8 | 102 |
| Lansing, Mich. | 229.1 | 103 |
| Greenville - New Bern - Washington, N.C. | 228.6 | 104 |
| Charleston, S.C. | 225.1 | 105 |
| Peoria - Bloomington, Ill. | 221.1 | 106 |
| Sioux Falls - Mitchell, S.D. | 218.9 | 107 |
| Fargo, N.D. | 215.9 | 108 |
| Santa Barbara - Santa Maria - San Luis Obispo, Calif. | 215.5 | 109 |
| Salinas - Monterey, Calif. | 212.4 | 110 |
| Montgomery - Selma, Ala. | 209.8 | 111 |
| Augusta, Ga. | 207.9 | 112 |
| Tyler - Longview - Jacksonville, Tex. | 207.2 | 113 |
| McAllen - Brownsville, Tex. | 199.7 | 114 |
| Tallahassee - Thomasville, Fla.-Ga. | 197.5 | 115 |
| Reno, Nev. | 196.8 | 116 |
| Ft. Smith, Ark. | 191.0 | 117 |
| Lafayette, La. | 185.3 | 118 |
| Macon, Ga. | 183.1 | 119 |
| Traverse City - Cadillac, Mich. | 182.9 | 120 |
| Columbus, Ga. | 182.1 | 121 |
| Eugene, Ore. | 173.7 | 122 |
| Columbus - Tupelo, Miss. | 173.4 | 123 |
| Yakima - Pasco - Richland - Kennewick, Wash. | 172.8 | 124 |
| Corpus Christi, Tex. | 171.7 | 125 |
| Duluth - Superior, Minn.-Wisc. | 170.7 | 126 |
| Monroe - El Dorado, La.-Ark. | 169.4 | 127 |
| La Crosse - Eau Claire, Wisc. | 168.6 | 128 |
| Chico - Redding, Calif. | 168.3 | 129 |
| Amarillo, Tex. | 168.0 | 130 |
| Bakersfield, Calif. | 166.2 | 131 |
| Wausau - Rhinelander, Wisc. | 163.4 | 132 |
| Binghamton, N.Y. | 160.5 | 133 |
| Rockford, Ill. | 157.3 | 134 |
| Wichita Falls - Lawton, Tex.-Okla. | 157.3 | 134 |
| Terre Haute, Ind. | 157.2 | 136 |
| Topeka, Kans. | 156.5 | 137 |
| Beaumont - Port Arthur, Tex. | 155.5 | 138 |
| Wheeling - Steubenville, W.Va.-Ohio | 154.5 | 139 |
| Sioux City, Iowa | 154.3 | 140 |
| Florence - Myrtle Beach, S.C. | 153.6 | 141 |
| Boise, Ida. | 153.3 | 142 |
| Erie, Pa. | 152.8 | 143 |
| Wilmington, N.C. | 148.3 | 144 |
| Medford, Ore. | 141.1 | 145 |
| Joplin - Pittsburg, Mo.-Kans. | 139.6 | 146 |
| Bluefield - Beckley - Oak Hill, W.Va. | 137.2 | 147 |
| Minot - Bismarck - Dickinson - Glendive, N.D.-Mont. | 136.6 | 148 |
| Rochester - Mason City - Austin, Minn.-Iowa | 136.1 | 149 |
| Lubbock, Tex. | 135.3 | 150 |
| Columbia - Jefferson City, Mo. | 134.4 | 151 |
| Odessa - Midland, Tex. | 134.3 | 152 |
| Sarasota, Fla. | 130.2 | 153 |
| Albany, Ga. | 129.5 | 154 |
| Bangor, Maine | 125.9 | 155 |
| Abilene - Sweetwater, Tex. | 108.4 | 156 |
| Idaho Falls - Pocurello, Ida. | 108.2 | 157 |
| Biloxi - Gulfport - Pascagoula, Miss. | 107.1 | 158 |
| Quincy - Hannibal, Ill.-Mo. | 105.2 | 159 |
| Utica, N.Y. | 104.5 | 160 |
| Clarksburg - Weston, W.Va. | 102.0 | 161 |
| Panama City, Fla. | 97.1 | 162 |
| Salisbury, Md. | 96.4 | 163 |
| Palm Springs, Calif. | 94.9 | 164 |
| Gainesville, Fla. | 91.3 | 165 |
| Laurel - Hattiesburg, Miss. | 90.7 | 166 |
| Dothan, Ala. | 89.7 | 167 |
| Elmira, N.Y. | 88.1 | 168 |
| Watertown - Carthage, N.Y. | 87.5 | 169 |
| Rapid City, S.D. | 87.4 | 170 |
| Billings - Hardin, Mont. | 85.7 | 171 |
| Alexandria, La. | 85.5 | 172 |
| Harrisonburg, Va. | 84.5 | 173 |
| Jonesboro, Ark. | 82.7 | 174 |
| Lake Charles, La. | 81.4 | 175 |
| Missoula, Mont. | 74.8 | 176 |
| Greenwood - Greenville, Miss. | 71.3 | 177 |
| Ardmore - Ada, Okla. | 71.1 | 178 |
| El Centro - Yuma, Calif.-Ariz. | 70.9 | 179 |
| Meridian, Miss. | 65.5 | 180 |
| Great Falls, Mont. | 63.5 | 181 |
| Jackson, Tenn. | 62.3 | 182 |
| Grand Junction - Durango, Colo. | 61.6 | 183 |
| Parkersburg, W.Va. | 57.7 | 184 |
| Marquette, Mich. | 56.9 | 185 |
| Eureka, Calif. | 56.7 | 186 |
| Tuscaloosa, Ala. | 56.4 | 187 |
| Butte, Mont. | 49.4 | 188 |
| San Angelo, Tex. | 49.4 | 188 |
| Lafayette, Ind. | 46.3 | 190 |
| Bowling Green, Ky. | 46.1 | 191 |
| St. Joseph, Mo. | 45.7 | 192 |
| Hagerstown, Md. | 45.2 | 193 |
| Anniston, Ala. | 43.1 | 194 |
| Cheyenne - Scottsbluff (Sterling), Wyo.-Neb. | 42.6 | 195 |
| Charlottesville, Va. | 41.4 | 196 |
| Casper - Riverton, Wyo. | 41.1 | 197 |
| Lima, Ohio | 39.5 | 198 |
| Laredo, Tex. | 38.8 | 199 |
| Twin Falls, Ida. | 36.9 | 200 |
| Ottumwa - Kirksville, Iowa-Mo. | 33.9 | 201 |
| Presque Isle, Maine | 31.2 | 202 |
| Flagstaff, Ariz. | 31.0 | 203 |
| Zanesville, Ohio | 31.0 | 203 |
| Bend, Ore. | 30.5 | 205 |
| Mankato, Minn. | 30.3 | 206 |
| Helena, Mont. | 19.0 | 207 |
| North Platte, Neb. | 17.7 | 208 |
| Alpena, Mich. | 16.1 | 209 |

S&MM/ARBITRON TV MARKET (ADI) RANKING

# EFFECTIVE BUYING INCOME (EBI)

| ADI | ($000) | Rank |
|---|---|---|
| New York, N.Y. | 356,697,241 | 1 |
| Los Angeles, Calif. | 235,424,694 | 2 |
| Chicago, Ill. | 145,642,332 | 3 |
| Philadelphia, Pa. | 122,798,844 | 4 |
| San Francisco - Oakland - San Jose, Calif. | 115,711,319 | 5 |
| Boston, Mass. | 102,667,608 | 6 |
| Washington, D.C. | 93,460,749 | 7 |
| Dallas - Ft. Worth, Tex. | 76,854,959 | 8 |
| Detroit, Mich. | 73,930,911 | 9 |
| Houston, Tex. | 63,856,916 | 10 |
| Seattle - Tacoma, Wash. | 60,347,020 | 11 |
| Atlanta, Ga. | 58,900,116 | 12 |
| Minneapolis - St. Paul, Minn. | 55,240,216 | 13 |
| Cleveland, Ohio | 53,529,805 | 14 |
| Miami - Ft. Lauderdale, Fla. | 49,585,090 | 15 |
| Hartford - New Haven, Conn. | 45,346,645 | 16 |
| St. Louis, Mo. | 44,213,680 | 17 |
| Sacramento - Stockton, Calif. | 42,868,471 | 18 |
| Denver, Colo. | 42,207,980 | 19 |
| Tampa - St. Petersburg, Fla. | 41,114,509 | 20 |
| Pittsburgh, Pa. | 41,067,332 | 21 |
| Baltimore, Md. | 40,899,658 | 22 |
| San Diego, Calif. | 40,840,447 | 23 |
| Phoenix, Ariz. | 36,710,521 | 24 |
| Portland, Ore. | 33,521,985 | 25 |
| Orlando - Daytona Beach - Melbourne, Fla. | 33,325,089 | 26 |
| Indianapolis, Ind. | 33,018,758 | 27 |
| Milwaukee, Wisc. | 31,101,242 | 28 |
| Kansas City, Mo. | 30,564,352 | 29 |
| Cincinnati, Ohio | 29,554,868 | 30 |
| Charlotte, N.C. | 26,605,585 | 31 |
| Columbus, Ohio | 26,365,307 | 32 |
| Raleigh - Durham, N.C. | 26,254,511 | 33 |
| Nashville, Tenn. | 25,355,892 | 34 |
| West Palm Beach - Ft. Pierce - Vero Beach, Fla. | 23,799,268 | 35 |
| Grand Rapids - Kalamazoo - Battle Creek, Mich. | 23,270,113 | 36 |
| Harrisburg - York - Lancaster - Lebanon, Pa. | 23,144,886 | 37 |
| Norfolk - Portsmouth - Newport News - Hampton, Va. | 22,257,599 | 38 |
| Salt Lake City, Utah | 22,133,513 | 39 |
| Providence - New Bedford, R.I.-Mass. | 22,000,452 | 40 |
| New Orleans, La. | 21,348,668 | 41 |
| San Antonio - Victoria, Tex. | 21,329,881 | 42 |
| Greenville - Spartanburg - Asheville, S.C.-N.C. | 21,239,204 | 43 |
| Buffalo, N.Y. | 21,028,733 | 44 |
| Albany - Schenectady - Troy, N.Y. | 20,077,337 | 45 |
| Memphis, Tenn. | 19,508,381 | 46 |
| Louisville, Ky. | 18,994,670 | 47 |
| Dayton, Ohio | 18,939,935 | 48 |
| Greensboro - Winston-Salem - High Point, N.C. | 18,273,362 | 49 |
| Oklahoma City, Okla. | 17,905,422 | 50 |
| Wilkes-Barre - Scranton, Pa. | 17,619,085 | 51 |
| Birmingham, Ala. | 17,453,902 | 52 |
| Albuquerque, N.M. | 17,101,753 | 53 |
| Richmond, Va. | 16,957,731 | 54 |
| Jacksonville, Fla. | 16,666,495 | 55 |
| Fresno - Visalia, Calif. | 16,177,223 | 56 |
| Flint - Saginaw - Bay City, Mich. | 15,812,132 | 57 |
| Rochester, N.Y. | 15,453,199 | 58 |
| Wichita - Hutchinson, Kans. | 15,065,393 | 59 |
| Toledo, Ohio | 14,697,752 | 60 |
| Austin, Tex. | 14,683,405 | 61 |
| Little Rock, Ark. | 14,453,656 | 62 |
| Syracuse, N.Y. | 14,364,968 | 63 |
| Tulsa, Okla. | 14,026,073 | 64 |
| Omaha, Neb. | 13,709,233 | 65 |
| Green Bay - Appleton, Wisc. | 13,676,352 | 66 |
| Des Moines, Iowa | 13,596,179 | 67 |
| Charleston - Huntington, W.Va. | 13,398,522 | 68 |
| Mobile - Pensacola, Ala.-Fla. | 13,395,750 | 69 |
| Springfield - Decatur - Champaign, Ill. | 13,161,947 | 70 |
| Knoxville, Tenn. | 12,855,277 | 71 |
| Portland - Poland Spring, Maine | 12,813,373 | 72 |
| Las Vegas, Nev. | 12,215,345 | 73 |
| Roanoke - Lynchburg, Va. | 11,962,553 | 74 |
| Lexington, Ky. | 11,380,812 | 75 |
| Shreveport - Texarkana, La.-Tex.-Ark. | 11,334,824 | 76 |
| Cedar Rapids - Waterloo - Dubuque, Iowa | 11,048,250 | 77 |
| Ft. Myers - Naples, Fla. | 10,979,878 | 78 |
| South Bend - Elkhart, Ind. | 10,806,385 | 79 |
| Madison, Wisc. | 10,709,505 | 80 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 10,598,113 | 81 |
| Spokane, Wash. | 10,495,397 | 82 |
| Huntsville - Decatur - Florence, Ala. | 10,428,174 | 83 |
| Columbia, S.C. | 9,995,739 | 84 |
| Tucson, Ariz. | 9,922,300 | 85 |
| Springfield, Mass. | 9,852,214 | 86 |
| Burlington - Plattsburgh, Vt.-N.Y. | 9,788,078 | 87 |
| Salinas - Monterey, Calif. | 9,733,359 | 88 |
| Santa Barbara - Santa Maria - San Luis Obispo, Calif. | 9,694,817 | 89 |
| Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill. | 9,582,192 | 90 |
| Springfield, Mo. | 9,396,453 | 91 |
| Baton Rouge, La. | 9,223,490 | 92 |
| Chattanooga, Tenn. | 9,215,310 | 93 |
| Jackson, Miss. | 8,871,825 | 94 |
| Johnstown - Altoona, Pa. | 8,821,512 | 95 |
| Lansing, Mich. | 8,815,910 | 96 |
| Youngstown, Ohio | 8,775,225 | 97 |
| Evansville, Ind. | 8,648,994 | 98 |
| Ft. Wayne, Ind. | 8,613,032 | 99 |
| Peoria - Bloomington, Ill. | 8,597,452 | 100 |
| Lincoln - Hastings - Kearney, Neb. | 8,454,070 | 101 |
| Waco - Temple - Bryan, Tex. | 8,285,779 | 102 |
| Colorado Springs - Pueblo, Colo. | 8,167,999 | 103 |
| Bristol - Kingsport - Johnson City, Tenn. | 7,999,221 | 104 |
| Reno, Nev. | 7,798,566 | 105 |
| Charleston, S.C. | 7,633,198 | 106 |
| Sioux Falls - Mitchell, S.D. | 7,609,699 | 107 |
| El Paso, Tex. | 7,371,630 | 108 |
| Savannah, Ga. | 7,330,095 | 109 |
| Greenville - New Bern - Washington, N.C. | 7,261,026 | 110 |
| Fargo, N.D. | 6,925,878 | 111 |
| Tyler - Longview - Jacksonville, Tex. | 6,802,625 | 112 |
| Augusta, Ga. | 6,465,081 | 113 |
| Montgomery - Selma, Ala. | 6,447,481 | 114 |
| Rockford, Ill. | 6,228,310 | 115 |
| Tallahassee - Thomasville, Fla.-Ga. | 6,152,802 | 116 |
| Bakersfield, Calif. | 6,091,194 | 117 |
| Ft. Smith, Ark. | 5,878,072 | 118 |
| Macon, Ga. | 5,787,618 | 119 |
| Yakima - Pasco - Richland - Kennewick, Wash. | 5,774,222 | 120 |
| Corpus Christi, Tex. | 5,738,731 | 121 |
| Binghamton, N.Y. | 5,636,943 | 122 |
| Lafayette, La. | 5,572,629 | 123 |
| Traverse City - Cadillac, Mich. | 5,493,658 | 124 |
| Wausau - Rhinelander, Wisc. | 5,493,005 | 125 |
| Boise, Ida. | 5,467,197 | 126 |
| La Crosse - Eau Claire, Wisc. | 5,461,325 | 127 |
| Eugene, Ore. | 5,458,071 | 128 |
| Amarillo, Tex. | 5,417,875 | 129 |
| Topeka, Kans. | 5,415,269 | 130 |
| Columbus, Ga. | 5,403,335 | 131 |
| McAllen - Brownsville, Tex. | 5,363,973 | 132 |
| Erie, Pa. | 5,277,730 | 133 |
| Chico - Redding, Calif. | 5,196,073 | 134 |
| Sioux City, Iowa | 5,144,805 | 135 |
| Beaumont - Port Arthur, Tex. | 5,119,519 | 136 |
| Sarasota, Fla. | 5,059,593 | 137 |
| Duluth - Superior, Minn.-Wisc. | 5,049,006 | 138 |
| Monroe - El Dorado, La.-Ark. | 4,986,914 | 139 |
| Terre Haute, Ind. | 4,906,547 | 140 |
| Columbus - Tupelo, Miss. | 4,868,107 | 141 |
| Wichita Falls - Lawton, Tex.-Okla. | 4,789,869 | 142 |
| Odessa - Midland, Tex. | 4,718,158 | 143 |
| Wheeling - Steubenville, W.Va.-Ohio | 4,648,875 | 144 |
| Florence - Myrtle Beach, S.C. | 4,635,295 | 145 |
| Rochester - Mason City - Austin, Minn.-Iowa | 4,616,621 | 146 |
| Columbia - Jefferson City, Mo. | 4,582,343 | 147 |
| Lubbock, Tex. | 4,480,370 | 148 |
| Wilmington, N.C. | 4,436,924 | 149 |
| Minot - Bismarck - Dickinson - Glendive, N.D.-Mont. | 4,324,461 | 150 |
| Medford, Ore. | 4,252,245 | 151 |
| Bangor, Maine | 4,012,565 | 152 |
| Palm Springs, Calif. | 3,943,384 | 153 |
| Joplin - Pittsburg, Mo.-Kans. | 3,911,594 | 154 |
| Idaho Falls - Pocatello, Ida. | 3,851,026 | 155 |
| Bluefield - Beckley - Oak Hill, W.Va. | 3,586,789 | 156 |
| Utica, N.Y. | 3,535,230 | 157 |
| Albany, Ga. | 3,511,577 | 158 |
| Abilene - Sweetwater, Tex. | 3,295,046 | 159 |
| Biloxi - Gulfport - Pascagoula, Miss. | 3,290,386 | 160 |
| Quincy - Hannibal, Ill.-Mo. | 3,207,992 | 161 |
| Salisbury, Md. | 3,206,455 | 162 |
| Rapid City, S.D. | 3,141,082 | 163 |
| Elmira, N.Y. | 2,917,014 | 164 |
| Panama City, Fla. | 2,902,768 | 165 |
| Billings - Hardin, Mont. | 2,894,793 | 166 |
| Harrisonburg, Va. | 2,834,391 | 167 |
| Watertown - Carthage, N.Y. | 2,821,496 | 168 |
| Lake Charles, La. | 2,777,239 | 169 |
| Gainesville, Fla. | 2,727,482 | 170 |
| Dothan, Ala. | 2,721,315 | 171 |
| Clarksburg - Weston, W.Va. | 2,673,698 | 172 |
| Missoula, Mont. | 2,572,472 | 173 |
| Alexandria, La. | 2,546,304 | 174 |
| Laurel - Hattiesburg, Miss. | 2,470,727 | 175 |
| Jonesboro, Ark. | 2,220,267 | 176 |
| El Centro - Yuma, Calif.-Ariz. | 2,204,292 | 177 |
| Great Falls, Mont. | 2,073,766 | 178 |
| Grand Junction - Durango, Colo. | 2,001,871 | 179 |
| Tuscaloosa, Ala. | 1,866,330 | 180 |
| Greenwood - Greenville, Miss. | 1,852,571 | 181 |
| Parkersburg, W.Va. | 1,850,848 | 182 |
| Jackson, Tenn. | 1,838,817 | 183 |
| Meridian, Miss. | 1,812,683 | 184 |
| Eureka, Calif. | 1,790,877 | 185 |
| Lafayette, Ind. | 1,769,435 | 186 |
| Ardmore - Ada, Okla. | 1,739,637 | 187 |
| Charlottesville, Va. | 1,701,762 | 188 |
| Marquette, Mich. | 1,667,367 | 189 |
| Butte, Mont. | 1,657,242 | 190 |
| San Angelo, Tex. | 1,655,962 | 191 |
| Hagerstown, Md. | 1,518,759 | 192 |
| Cheyenne - Scottsbluff (Sterling), Wyo.-Neb. | 1,504,329 | 193 |
| Casper - Riverton, Wyo. | 1,428,820 | 194 |
| Bowling Green, Ky. | 1,382,054 | 195 |
| St. Joseph, Mo. | 1,379,695 | 196 |
| Anniston, Ala. | 1,324,133 | 197 |
| Lima, Ohio | 1,315,990 | 198 |
| Twin Falls, Ida. | 1,300,592 | 199 |
| Bend, Ore. | 1,094,277 | 200 |
| Laredo, Tex. | 1,090,481 | 201 |
| Flagstaff, Ariz. | 1,008,658 | 202 |
| Mankato, Minn. | 959,715 | 203 |
| Ottumwa - Kirksville, Iowa-Mo. | 950,043 | 204 |
| Zanesville, Ohio | 946,075 | 205 |
| Presque Isle, Maine | 929,374 | 206 |
| Helena, Mont. | 685,676 | 207 |
| North Platte, Neb. | 590,414 | 208 |
| Alpena, Mich. | 453,307 | 209 |

## S&MM/ARBITRON TV MARKET (ADI) RANKING

# TOTAL RETAIL SALES

| ADI | ($000) | Rank |
|---|---|---|
| **New York**, N.Y. | 134,912,646 | 1 |
| **Los Angeles**, Calif. | 106,525,608 | 2 |
| **Chicago**, Ill. | 64,270,488 | 3 |
| **Philadelphia**, Pa. | 54,075,254 | 4 |
| **Boston**, Mass. | 51,193,482 | 5 |
| **San Francisco** - Oakland - San Jose, Calif. | 49,266,286 | 6 |
| **Dallas** - Ft. Worth, Tex. | 40,205,447 | 7 |
| **Washington**, D.C. | 36,549,551 | 8 |
| **Detroit**, Mich. | 35,468,168 | 9 |
| **Minneapolis** - St. Paul, Minn. | 29,768,599 | 10 |
| **Atlanta**, Ga. | 29,633,835 | 11 |
| **Houston**, Tex. | 29,537,468 | 12 |
| **Seattle** - Tacoma, Wash. | 28,737,330 | 13 |
| **Miami** - Ft. Lauderdale, Fla. | 28,536,227 | 14 |
| **Cleveland**, Ohio | 26,556,430 | 15 |
| **Tampa** - St. Petersburg, Fla. | 23,401,318 | 16 |
| **St. Louis**, Mo. | 20,757,549 | 17 |
| **Denver**, Colo. | 20,474,081 | 18 |
| **Phoenix**, Ariz. | 20,020,087 | 19 |
| **Sacramento** - Stockton, Calif. | 20,003,732 | 20 |
| **Orlando** - Daytona Beach - Melbourne, Fla. | 19,323,930 | 21 |
| **Hartford** - New Haven, Conn. | 18,903,930 | 22 |
| **San Diego**, Calif. | 18,711,578 | 23 |
| **Baltimore**, Md. | 18,710,589 | 24 |
| **Pittsburgh**, Pa. | 18,458,957 | 25 |
| **Portland**, Ore. | 17,917,750 | 26 |
| **Indianapolis**, Ind. | 17,461,526 | 27 |
| **Milwaukee**, Wisc. | 14,769,959 | 28 |
| **Kansas City**, Mo. | 14,730,593 | 29 |
| **Cincinnati**, Ohio | 14,242,326 | 30 |
| **Charlotte**, N.C. | 13,582,401 | 31 |
| **Raleigh** - Durham, N.C. | 13,320,330 | 32 |
| **Columbus**, Ohio | 13,212,605 | 33 |
| **Nashville**, Tenn. | 12,906,239 | 34 |
| **New Orleans**, La. | 12,434,211 | 35 |
| **San Antonio** - Victoria, Tex. | 12,283,741 | 36 |
| **Grand Rapids** - Kalamazoo - Battle Creek, Mich. | 11,828,241 | 37 |
| **Greenville** - Spartanburg - Asheville, S.C.-N.C. | 11,642,574 | 38 |
| **Harrisburg** - York - Lancaster - Lebanon, Pa. | 11,552,171 | 39 |
| **West Palm Beach** - Ft. Pierce - Vero Beach, Fla. | 11,530,956 | 40 |
| **Norfolk** - Portsmouth - Newport News - Hampton, Va. | 11,459,143 | 41 |
| **Providence** - New Bedford, R.I.-Mass. | 11,219,089 | 42 |
| **Salt Lake City**, Utah | 11,144,774 | 43 |
| **Buffalo**, N.Y. | 10,686,248 | 44 |
| **Albany** - Schenectady - Troy, N.Y. | 10,459,641 | 45 |
| **Memphis**, Tenn. | 9,980,511 | 46 |
| **Louisville**, Ky. | 9,852,899 | 47 |
| **Oklahoma** City, Okla. | 9,843,741 | 48 |
| **Greensboro** - Winston-Salem - High Point, N.C. | 9,823,926 | 49 |
| **Jacksonville**, Fla. | 9,753,562 | 50 |
| **Dayton**, Ohio | 9,202,605 | 51 |
| **Wilkes-Barre** - Scranton, Pa. | 9,110,643 | 52 |
| **Albuquerque**, N.M. | 9,056,510 | 53 |
| **Birmingham**, Ala. | 8,941,524 | 54 |
| **Flint** - Saginaw - Bay City, Mich. | 8,611,969 | 55 |
| **Little Rock**, Ark. | 8,151,184 | 56 |
| **Richmond**, Va. | 8,035,757 | 57 |
| **Portland** - Poland Spring, Maine | 7,898,740 | 58 |
| **Fresno** - Visalia, Calif. | 7,790,150 | 59 |
| **Toledo**, Ohio | 7,647,256 | 60 |
| **Mobile** - Pensacola, Ala.-Fla. | 7,626,276 | 61 |
| **Tulsa**, Okla. | 7,597,521 | 62 |
| **Wichita** - Hutchinson, Kans. | 7,552,610 | 63 |
| **Rochester**, N.Y. | 7,440,110 | 64 |
| **Austin**, Tex. | 7,370,664 | 65 |
| **Knoxville**, Tenn. | 7,285,626 | 66 |
| **Charleston** - Huntington, W.Va. | 7,224,383 | 67 |
| **Syracuse**, N.Y. | 7,198,990 | 68 |
| **Green Bay** - Appleton, Wisc. | 7,129,637 | 69 |
| **Des Moines**, Iowa | 6,927,864 | 70 |
| Springfield - Decatur - Champaign, Ill. | 6,716,266 | 71 |
| Roanoke - Lynchburg, Va. | 6,576,223 | 72 |
| Omaha, Neb. | 6,573,397 | 73 |
| Lexington, Ky. | 6,282,420 | 74 |
| Shreveport - Texarkana, La.-Tex.-Ark. | 6,181,711 | 75 |
| Madison, Wisc. | 6,137,240 | 76 |
| Las Vegas, Nev. | 6,013,419 | 77 |
| Spokane, Wash. | 5,692,507 | 78 |
| Columbia, S.C. | 5,610,826 | 79 |
| South Bend - Elkhart, Ind. | 5,598,924 | 80 |
| Burlington - Plattsburgh, Vt.-N.Y. | 5,548,052 | 81 |
| Ft. Myers - Naples, Fla. | 5,543,474 | 82 |
| Cedar Rapids - Waterloo - Dubuque, Iowa | 5,542,249 | 83 |
| Huntsville - Decatur - Florence, Ala. | 5,506,492 | 84 |
| Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill. | 5,460,916 | 85 |
| Tucson, Ariz. | 5,442,409 | 86 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 5,388,432 | 87 |
| Springfield, Mo. | 5,286,195 | 88 |
| Springfield, Mass. | 5,060,134 | 89 |
| Chattanooga, Tenn. | 4,957,464 | 90 |
| Youngstown, Ohio | 4,905,252 | 91 |
| Jackson, Miss. | 4,855,494 | 92 |
| Baton Rouge, La. | 4,841,640 | 93 |
| Johnstown - Altoona, Pa. | 4,687,871 | 94 |
| Lansing, Mich. | 4,579,632 | 95 |
| Evansville, Ind. | 4,471,852 | 96 |
| Salinas - Monterey, Calif. | 4,396,937 | 97 |
| Santa Barbara - Santa Maria - San Luis Obispo, Calif. | 4,371,200 | 98 |
| El Paso, Tex. | 4,364,864 | 99 |
| Ft. Wayne, Ind. | 4,346,477 | 100 |
| Waco - Temple - Bryan, Tex. | 4,273,984 | 101 |
| Peoria - Bloomington, Ill. | 4,253,466 | 102 |
| Charleston, S.C. | 4,192,548 | 103 |
| Colorado Springs - Pueblo, Colo. | 4,181,095 | 104 |
| Savannah, Ga. | 4,139,494 | 105 |
| Reno, Nev. | 4,088,625 | 106 |
| Tyler - Longview - Jacksonville, Tex. | 4,062,808 | 107 |
| Bristol - Kingsport - Johnson City, Tenn. | 4,054,826 | 108 |
| Fargo, N.D. | 4,002,951 | 109 |
| Lincoln - Hastings - Kearney, Neb. | 3,938,373 | 110 |
| Sioux Falls - Mitchell, S.D. | 3,896,135 | 111 |
| Greenville - New Bern - Washington, N.C. | 3,819,265 | 112 |
| Tallahassee - Thomasville, Fla.-Ga. | 3,640,040 | 113 |
| McAllen - Brownsville, Tex. | 3,639,723 | 114 |
| Augusta, Ga. | 3,614,523 | 115 |
| Traverse City - Cadillac, Mich. | 3,501,517 | 116 |
| Florence - Myrtle Beach, S.C. | 3,451,721 | 117 |
| Montgomery - Selma, Ala. | 3,445,397 | 118 |
| Eugene, Ore. | 3,385,812 | 119 |
| Ft. Smith, Ark. | 3,358,634 | 120 |
| Amarillo, Tex. | 3,299,809 | 121 |
| Corpus Christi, Tex. | 3,203,097 | 122 |
| Yakima - Pasco - Richland - Kennewick, Wash. | 3,193,954 | 123 |
| Macon, Ga. | 3,188,494 | 124 |
| Lafayette, La. | 3,182,980 | 125 |
| Monroe - El Dorado, La.-Ark. | 3,085,550 | 126 |
| Terre Haute, Ind. | 3,074,045 | 127 |
| Duluth - Superior, Minn.-Wisc. | 3,055,568 | 128 |
| Bakersfield, Calif. | 3,031,448 | 129 |
| Beaumont - Port Arthur, Tex. | 3,021,477 | 130 |
| La Crosse - Eau Claire, Wisc. | 3,020,505 | 131 |
| Wausau - Rhinelander, Wisc. | 2,967,749 | 132 |
| Sarasota, Fla. | 2,952,140 | 133 |
| Erie, Pa. | 2,942,735 | 134 |
| Rockford, Ill. | 2,936,598 | 135 |
| Columbus, Ga. | 2,924,265 | 136 |
| Binghamton, N.Y. | 2,866,371 | 137 |
| Medford, Ore. | 2,849,087 | 138 |
| Lubbock, Tex. | 2,757,478 | 139 |
| Chico - Redding, Calif. | 2,720,832 | 140 |
| Boise, Ida. | 2,638,221 | 141 |
| Topeka, Kans. | 2,631,348 | 142 |
| Wichita Falls - Lawton, Tex.-Okla. | 2,621,610 | 143 |
| Columbia - Jefferson City, Mo. | 2,609,224 | 144 |
| Rochester - Mason City - Austin, Minn.-Iowa | 2,576,023 | 145 |
| Sioux City, Iowa | 2,543,212 | 146 |
| Wilmington, N.C. | 2,470,475 | 147 |
| Odessa - Midland, Tex. | 2,468,646 | 148 |
| Bangor, Maine | 2,384,579 | 149 |
| Columbus - Tupelo, Miss. | 2,378,514 | 150 |
| Wheeling - Steubenville, W.Va.-Ohio | 2,305,623 | 151 |
| Minot - Bismarck - Dickinson - Glendive, N.D.-Mont. | 2,298,044 | 152 |
| Salisbury, Md. | 2,284,443 | 153 |
| Albany, Ga. | 2,234,628 | 154 |
| Joplin - Pittsburg, Mo.-Kans. | 2,175,177 | 155 |
| Bluefield - Beckley - Oak Hill, W.Va. | 2,067,421 | 156 |
| Idaho Falls - Pocatello, Ida. | 1,900,127 | 157 |
| Utica, N.Y. | 1,894,000 | 158 |
| Abilene - Sweetwater, Tex. | 1,763,821 | 159 |
| Panama City, Fla. | 1,756,164 | 160 |
| Gainesville, Fla. | 1,743,315 | 161 |
| Biloxi - Gulfport - Pascagoula, Miss. | 1,705,428 | 162 |
| Watertown - Carthage, N.Y. | 1,631,628 | 163 |
| Billings - Hardin, Mont. | 1,628,708 | 164 |
| Palm Springs, Calif. | 1,628,078 | 165 |
| Rapid City, S.D. | 1,600,079 | 166 |
| Dothan, Ala. | 1,561,102 | 167 |
| Quincy - Hannibal, Ill.-Mo. | 1,502,541 | 168 |
| Clarksburg - Weston, W.Va. | 1,472,219 | 169 |
| Harrisonburg, Va. | 1,470,082 | 170 |
| Lake Charles, La. | 1,468,276 | 171 |
| Elmira, N.Y. | 1,462,644 | 172 |
| Alexandria, La. | 1,448,481 | 173 |
| Missoula, Mont. | 1,436,264 | 174 |
| Laurel - Hattiesburg, Miss. | 1,294,551 | 175 |
| El Centro - Yuma, Calif.-Ariz. | 1,292,952 | 176 |
| Jonesboro, Ark. | 1,265,834 | 177 |
| Grand Junction - Durango, Colo. | 1,101,709 | 178 |
| Parkersburg, W.Va. | 1,085,469 | 179 |
| Jackson, Tenn. | 1,072,256 | 180 |
| Tuscaloosa, Ala. | 1,051,403 | 181 |
| Lafayette, Ind. | 1,039,882 | 182 |
| Great Falls, Mont. | 1,039,017 | 183 |
| Charlottesville, Va. | 1,036,794 | 184 |
| Greenwood - Greenville, Miss. | 1,023,748 | 185 |
| Lima, Ohio | 984,011 | 186 |
| Ardmore - Ada, Okla. | 967,240 | 187 |
| Meridian, Miss. | 936,208 | 188 |
| Laredo, Tex. | 918,720 | 189 |
| Bowling Green, Ky. | 914,232 | 190 |
| Eureka, Calif. | 907,613 | 191 |
| Marquette, Mich. | 891,798 | 192 |
| San Angelo, Tex. | 882,050 | 193 |
| Hagerstown, Md. | 868,139 | 194 |
| Butte, Mont. | 854,098 | 195 |
| Cheyenne - Scottsbluff (Sterling), Wyo.-Neb. | 837,537 | 196 |
| St. Joseph, Mo. | 776,931 | 197 |
| Flagstaff, Ariz. | 735,680 | 198 |
| Anniston, Ala. | 734,327 | 199 |
| Bend, Ore. | 728,971 | 200 |
| Casper - Riverton, Wyo. | 701,518 | 201 |
| Twin Falls, Ida. | 679,429 | 202 |
| Mankato, Minn. | 665,598 | 203 |
| Zanesville, Ohio | 606,589 | 204 |
| Presque Isle, Maine | 567,046 | 205 |
| Ottumwa - Kirksville, Iowa-Mo. | 464,085 | 206 |
| Helena, Mont. | 362,700 | 207 |
| North Platte, Neb. | 320,583 | 208 |
| Alpena, Mich. | 268,277 | 209 |

## S&MM/ARBITRON TV MARKET (ADI) RANKING

# BUYING POWER INDEX (BPI)

| ADI | BPI | Rank |
|---|---|---|
| New York, N.Y. | 8.4850 | 1 |
| Los Angeles, Calif. | 6.0869 | 2 |
| Chicago, Ill. | 3.6779 | 3 |
| Philadelphia, Pa. | 3.1081 | 4 |
| San Francisco - Oakland - San Jose, Calif. | 2.8452 | 5 |
| Boston, Mass. | 2.6728 | 6 |
| Washington, D.C. | 2.2378 | 7 |
| Dallas - Ft. Worth, Tex. | 2.0691 | 8 |
| Detroit, Mich. | 1.9454 | 9 |
| Houston, Tex. | 1.6656 | 10 |
| Atlanta, Ga. | 1.5880 | 11 |
| Seattle - Tacoma, Wash. | 1.5699 | 12 |
| Minneapolis - St. Paul, Minn. | 1.5244 | 13 |
| Cleveland, Ohio | 1.4517 | 14 |
| Miami - Ft. Lauderdale, Fla. | 1.4004 | 15 |
| Tampa - St. Petersburg, Fla. | 1.1731 | 16 |
| St. Louis, Mo. | 1.1671 | 17 |
| Sacramento - Stockton, Calif. | 1.1425 | 18 |
| Hartford - New Haven, Conn. | 1.1155 | 19 |
| Denver, Colo. | 1.1104 | 20 |
| Pittsburgh, Pa. | 1.0866 | 21 |
| Baltimore, Md. | 1.0627 | 22 |
| San Diego, Calif. | 1.0612 | 23 |
| Phoenix, Ariz. | 1.0389 | 24 |
| Orlando - Daytona Beach - Melbourne, Fla. | .9525 | 25 |
| Portland, Ore. | .9291 | 26 |
| Indianapolis, Ind. | .9137 | 27 |
| Milwaukee, Wisc. | .8244 | 28 |
| Kansas City, Mo. | .8105 | 29 |
| Cincinnati, Ohio | .7917 | 30 |
| Charlotte, N.C. | .7371 | 31 |
| Raleigh - Durham, N.C. | .7276 | 32 |
| Columbus, Ohio | .7176 | 33 |
| Nashville, Tenn. | .7033 | 34 |
| Grand Rapids - Kalamazoo - Battle Creek, Mich. | .6427 | 35 |
| Salt Lake City, Utah | .6304 | 36 |
| San Antonio - Victoria, Tex. | .6301 | 37 |
| New Orleans, La. | .6229 | 38 |
| Harrisburg - York - Lancaster - Lebanon, Pa. | .6213 | 39 |
| Norfolk - Portsmouth - Newport News - Hampton, Va. | .6204 | 40 |
| West Palm Beach - Ft. Pierce - Vero Beach, Fla. | .6131 | 41 |
| Greenville - Spartanburg - Asheville, S.C.-N.C. | .6129 | 42 |
| Providence - New Bedford, R.I.-Mass. | .6009 | 43 |
| Buffalo, N.Y. | .5865 | 44 |
| Memphis, Tenn. | .5546 | 45 |
| Albany - Schenectady - Troy, N.Y. | .5465 | 46 |
| Louisville, Ky. | .5313 | 47 |
| Oklahoma City, Okla. | .5181 | 48 |
| Greensboro - Winston-Salem - High Point, N.C. | .5135 | 49 |
| Dayton, Ohio | .5112 | 50 |
| Wilkes-Barre - Scranton, Pa. | .4948 | 51 |
| Albuquerque, N.M. | .4944 | 52 |
| Birmingham, Ala. | .4900 | 53 |
| Jacksonville, Fla. | .4839 | 54 |
| Fresno - Visalia, Calif. | .4590 | 55 |
| Flint - Saginaw - Bay City, Mich. | .4515 | 56 |
| Richmond, Va. | .4512 | 57 |
| Little Rock, Ark. | .4219 | 58 |
| Wichita - Hutchinson, Kans. | .4130 | 59 |
| Toledo, Ohio | .4100 | 60 |
| Rochester, N.Y. | .4093 | 61 |
| Tulsa, Okla. | .4045 | 62 |
| Charleston - Huntington, W.Va. | .3984 | 63 |
| Austin, Tex. | .3956 | 64 |
| Syracuse, N.Y. | .3946 | 65 |
| Mobile - Pensacola, Ala.-Fla. | .3941 | 66 |
| Green Bay - Appleton, Wisc. | .3816 | 67 |
| Knoxville, Tenn. | .3771 | 68 |
| Portland - Poland Spring, Maine | .3726 | 69 |
| Des Moines, Iowa | .3721 | 70 |
| Omaha, Neb. | .3669 | 71 |
| Springfield - Decatur - Champaign, Ill. | .3607 | 72 |
| Roanoke - Lynchburg, Va. | .3478 | 73 |
| Shreveport - Texarkana, La.-Tex.-Ark. | .3334 | 74 |
| Lexington, Ky. | .3326 | 75 |
| Las Vegas, Nev. | .3284 | 76 |
| Cedar Rapids - Waterloo - Dubuque, Iowa | .3026 | 77 |
| Madison, Wisc. | .3022 | 78 |
| South Bend - Elkhart, Ind. | .3018 | 79 |
| Spokane, Wash. | .3009 | 80 |
| Huntsville - Decatur - Florence, Ala. | .2939 | 81 |
| Columbia, S.C. | .2923 | 82 |
| Davenport - Rock Island - Moline, Iowa-Ill. | .2921 | 83 |
| Ft. Myers - Naples, Fla. | .2917 | 84 |
| Tucson, Ariz. | .2885 | 85 |
| Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill. | .2857 | 86 |
| Burlington - Plattsburgh, Vt.-N.Y. | .2810 | 87 |
| Springfield, Mo. | .2790 | 88 |
| Springfield, Mass. | .2690 | 89 |
| Chattanooga, Tenn. | .2652 | 90 |
| Jackson, Miss. | .2637 | 91 |
| Baton Rouge, La. | .2614 | 92 |
| Johnstown - Altoona, Pa. | .2565 | 93 |
| Youngstown, Ohio | .2550 | 94 |
| Salinas - Monterey, Calif. | .2534 | 95 |
| Santa Barbara - Santa Maria - San Luis Obispo, Calif. | .2496 | 96 |
| Evansville, Ind. | .2440 | 97 |
| Lansing, Mich. | .2438 | 98 |
| Waco - Temple - Bryan, Tex. | .2378 | 99 |
| Ft. Wayne, Ind. | .2371 | 100 |
| Bristol - Kingsport - Johnson City, Tenn. | .2326 | 101 |
| Peoria - Bloomington, Ill. | .2316 | 102 |
| El Paso, Tex. | .2306 | 103 |
| Colorado Springs - Pueblo, Colo. | .2293 | 104 |
| Lincoln - Hastings - Kearney, Neb. | .2271 | 105 |
| Charleston, S.C. | .2220 | 106 |
| Savannah, Ga. | .2189 | 107 |
| Reno, Nev. | .2123 | 108 |
| Greenville - New Bern - Washington, N.C. | .2117 | 109 |
| Sioux Falls - Mitchell, S.D. | .2116 | 110 |
| Fargo, N.D. | .2035 | 111 |
| Tyler - Longview - Jacksonville, Tex. | .2019 | 112 |
| Augusta, Ga. | .1922 | 113 |
| McAllen - Brownsville, Tex. | .1900 | 114 |
| Montgomery - Selma, Ala. | .1889 | 115 |
| Tallahassee - Thomasville, Fla.-Ga. | .1853 | 116 |
| Ft. Smith, Ark. | .1741 | 117 |
| Bakersfield, Calif. | .1710 | 118 |
| Macon, Ga. | .1706 | 119 |
| Traverse City - Cadillac, Mich. | .1700 | 120 |
| Corpus Christi, Tex. | .1699 | 121 |
| Lafayette, La. | .1688 | 122 |
| Yakima - Pasco - Richland - Kennewick, Wash. | .1677 | 123 |
| Rockford, Ill. | .1647 | 124 |
| Eugene, Ore. | .1640 | 125 |
| Amarillo, Tex. | .1625 | 126 |
| Columbus, Ga. | .1602 | 127 |
| La Crosse - Eau Claire, Wisc. | .1587 | 128 |
| Wausau - Rhinelander, Wisc. | .1577 | 129 |
| Binghamton, N.Y. | .1563 | 130 |
| Monroe - El Dorado, La.-Ark. | .1551 | 131 |
| Florence - Myrtle Beach, S.C. | .1525 | 132 |
| Duluth - Superior, Minn.-Wisc. | .1519 | 133 |
| Erie, Pa. | .1518 | 134 |
| Beaumont - Port Arthur, Tex. | .1514 | 135 |
| Boise, Ida. | .1502 | 136 |
| Topeka, Kans. | .1491 | 137 |
| Chico - Redding, Calif. | .1489 | 138 |
| Terre Haute, Ind. | .1488 | 139 |
| Sioux City, Iowa | .1431 | 140 |
| Columbus - Tupelo, Miss. | .1417 | 141 |
| Wichita Falls - Lawton, Tex.-Okla. | .1409 | 142 |
| Sarasota, Fla. | .1391 | 143 |
| Lubbock, Tex. | .1354 | 144 |
| Odessa - Midland, Tex. | .1338 | 145 |
| Columbia - Jefferson City, Mo. | .1327 | 146 |
| Medford, Ore. | .1323 | 147 |
| Rochester - Mason City - Austin, Minn.-Iowa | .1321 | 148 |
| Wheeling - Steubenville, W.Va.-Ohio | .1317 | 149 |
| Wilmington, N.C. | .1312 | 150 |
| Minot - Bismarck - Dickinson - Glendive, N.D.-Mont. | .1245 | 151 |
| Bangor, Maine | .1195 | 152 |
| Joplin - Pittsburg, Mo.-Kans. | .1161 | 153 |
| Albany, Ga. | .1126 | 154 |
| Bluefield - Beckley - Oak Hill, W.Va. | .1106 | 155 |
| Idaho Falls - Pocatello, Ida. | .1085 | 156 |
| Palm Springs, Calif. | .1015 | 157 |
| Utica, N.Y. | .1008 | 158 |
| Salisbury, Md. | .1006 | 159 |
| Abilene - Sweetwater, Tex. | .0961 | 160 |
| Biloxi - Gulfport - Pascagoula, Miss. | .0961 | 160 |
| Quincy - Hannibal, Ill.-Mo. | .0899 | 162 |
| Panama City, Fla. | .0884 | 163 |
| Rapid City, S.D. | .0876 | 164 |
| Watertown - Carthage, N.Y. | .0850 | 165 |
| Gainesville, Fla. | .0836 | 166 |
| Billings - Hardin, Mont. | .0835 | 167 |
| Elmira, N.Y. | .0820 | 168 |
| Clarksburg - Weston, W.Va. | .0812 | 169 |
| Dothan, Ala. | .0812 | 169 |
| Harrisonburg, Va. | .0803 | 171 |
| Lake Charles, La. | .0799 | 172 |
| Alexandria, La. | .0779 | 173 |
| Laurel - Hattiesburg, Miss. | .0744 | 174 |
| Missoula, Mont. | .0735 | 175 |
| El Centro - Yuma, Calif.-Ariz. | .0688 | 176 |
| Jonesboro, Ark. | .0675 | 177 |
| Greenwood - Greenville, Miss. | .0592 | 178 |
| Great Falls, Mont. | .0586 | 179 |
| Grand Junction - Durango, Colo. | .0574 | 180 |
| Jackson, Tenn. | .0552 | 181 |
| Tuscaloosa, Ala. | .0545 | 182 |
| Parkersburg, W.Va. | .0543 | 183 |
| Meridian, Miss. | .0540 | 184 |
| Ardmore - Ada, Okla. | .0535 | 185 |
| Lafayette, Ind. | .0513 | 186 |
| Eureka, Calif. | .0507 | 187 |
| Marquette, Mich. | .0488 | 188 |
| Charlottesville, Va. | .0486 | 189 |
| San Angelo, Tex. | .0476 | 190 |
| Butte, Mont. | .0458 | 191 |
| Hagerstown, Md. | .0444 | 192 |
| Bowling Green, Ky. | .0432 | 193 |
| Cheyenne - Scottsbluff (Sterling), Wyo.-Neb. | .0425 | 194 |
| Lima, Ohio | .0425 | 194 |
| Laredo, Tex. | .0415 | 196 |
| St. Joseph, Mo. | .0408 | 197 |
| Casper - Riverton, Wyo. | .0393 | 198 |
| Anniston, Ala. | .0390 | 199 |
| Twin Falls, Ida. | .0365 | 200 |
| Flagstaff, Ariz. | .0337 | 201 |
| Bend, Ore. | .0328 | 202 |
| Mankato, Minn. | .0305 | 203 |
| Zanesville, Ohio | .0291 | 204 |
| Presque Isle, Maine | .0286 | 205 |
| Ottumwa - Kirksville, Iowa-Mo. | .0273 | 206 |
| Helena, Mont. | .0190 | 207 |
| North Platte, Neb. | .0168 | 208 |
| Alpena, Mich. | .0137 | 209 |

# SECTION 17

## 1991 Totals And 1996 Projections For Television Markets (ADIs)

### Population
### Households
### Effective Buying Income (EBI)
### Total Retail Sales
### Buying Power Index (BPI)

**EXPLANATION OF TERMS**

An explanation of terms used in the **Survey of Buying Power Demographics USA 1992** will be found in the Introductory Section starting on page A-5. A listing of the county makeup of each Television Market will be found starting on page A-11.

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MARKET STATISTICS
PRODUCERS OF THE SURVEY OF BUYING POWER

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# TELEVISION MARKETS [ADIs]: TOTALS AND 1996 PROJECTIONS

| S&MM ESTIMATES<br>S&MM/ARBITRON TV MARKET (ADI) | 12/31/91 Population (Thous.) | % Of U.S. | Projected 12/31/96 Population (Thous.) | % Change 1991–1996 | 12/31/91 Households (Thous.) | Projected 12/31/96 Households (Thous.) | 1991 EBI ($000) | % Of U.S. | Projected 1996 EBI ($000) | 1991 Retail Sales ($000) | Projected 1996 Retail Sales ($000) | Buying Power Index 1991 | Buying Power Index 1996 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ALABAMA** | | | | | | | | | | | | | |
| ANNISTON | 116.7 | .0460 | 117.6 | .8 | 43.1 | 43.7 | 1,324,133 | .0355 | 1,808,686 | 734,327 | 929,620 | .0390 | .0376 |
| BIRMINGHAM | 1,382.4 | .5450 | 1,414.6 | 2.3 | 523.2 | 541.2 | 17,453,902 | .4681 | 24,102,696 | 8,941,524 | 11,360,773 | .4900 | .4783 |
| DOTHAN | 240.2 | .0947 | 246.0 | 2.4 | 89.7 | 93.0 | 2,721,315 | .0730 | 3,729,269 | 1,561,102 | 1,999,779 | .0812 | .0788 |
| HUNTSVILLE - DECATUR - FLORENCE | 801.6 | .3161 | 850.0 | 6.0 | 306.5 | 330.1 | 10,428,174 | .2797 | 14,935,291 | 5,506,492 | 7,337,364 | .2939 | .2983 |
| MOBILE - PENSACOLA | 1,122.4 | .4425 | 1,176.8 | 4.8 | 411.8 | 437.3 | 13,395,750 | .3592 | 19,210,902 | 7,626,276 | 10,994,698 | .3941 | .4086 |
| MONTGOMERY - SELMA | 582.7 | .2297 | 594.6 | 2.0 | 209.8 | 216.4 | 6,447,481 | .1729 | 8,866,744 | 3,445,397 | 4,463,752 | .1889 | .1853 |
| TUSCALOOSA | 153.4 | .0605 | 160.4 | 4.6 | 56.4 | 59.8 | 1,866,330 | .0500 | 2,692,576 | 1,051,403 | 1,315,758 | .0545 | .0542 |
| **ARIZONA** | | | | | | | | | | | | | |
| FLAGSTAFF | 100.9 | .0398 | 110.1 | 9.1 | 31.0 | 34.7 | 1,008,658 | .0270 | 1,453,543 | 735,680 | 1,145,305 | .0337 | .0362 |
| PHOENIX | 2,749.2 | 1.0839 | 3,071.0 | 11.7 | 1,037.3 | 1,172.9 | 36,710,521 | .9845 | 54,432,490 | 20,020,087 | 30,264,497 | 1.0389 | 1.1271 |
| TUCSON | 837.7 | .3303 | 909.6 | 8.6 | 320.7 | 352.2 | 9,922,300 | .2661 | 13,817,662 | 5,442,409 | 7,553,585 | .2885 | .2942 |
| **ARKANSAS** | | | | | | | | | | | | | |
| FT. SMITH | 502.1 | .1980 | 547.7 | 9.1 | 191.0 | 210.5 | 5,878,072 | .1576 | 8,515,707 | 3,358,634 | 4,938,841 | .1741 | .1839 |
| JONESBORO | 210.7 | .0831 | 214.1 | 1.6 | 82.7 | 85.6 | 2,220,267 | .0595 | 3,046,489 | 1,265,834 | 1,737,590 | .0675 | .0664 |
| LITTLE ROCK | 1,193.8 | .4707 | 1,228.6 | 2.9 | 453.3 | 471.3 | 14,453,656 | .3876 | 20,004,762 | 8,151,184 | 11,426,040 | .4219 | .4256 |
| **CALIFORNIA** | | | | | | | | | | | | | |
| BAKERSFIELD | 500.1 | .1972 | 583.4 | 16.7 | 166.2 | 192.1 | 6,091,194 | .1633 | 9,152,357 | 3,031,448 | 4,805,360 | .1710 | .1911 |
| CHICO - REDDING | 437.2 | .1724 | 494.1 | 13.0 | 168.3 | 192.1 | 5,196,073 | .1393 | 7,289,255 | 2,720,832 | 3,790,331 | .1489 | .1540 |
| EL CENTRO - YUMA | 228.7 | .0902 | 255.0 | 11.5 | 70.9 | 79.4 | 2,204,292 | .0591 | 3,372,154 | 1,292,952 | 1,951,125 | .0688 | .0757 |
| EUREKA | 149.4 | .0589 | 168.2 | 12.6 | 56.7 | 64.7 | 1,790,877 | .0480 | 2,501,630 | 907,613 | 1,275,079 | .0507 | .0525 |
| FRESNO - VISALIA | 1,443.1 | .5690 | 1,657.7 | 14.9 | 460.3 | 527.7 | 16,177,223 | .4338 | 24,377,835 | 7,790,150 | 11,424,216 | .4590 | .4999 |
| LOS ANGELES | 14,910.2 | 5.8787 | 16,228.0 | 8.8 | 4,996.8 | 5,407.9 | 235,424,694 | 6.3134 | 323,289,620 | 106,525,608 | 140,525,859 | 6.0869 | 6.0680 |
| PALM SPRINGS | 277.4 | .1094 | 324.2 | 16.9 | 94.9 | 110.0 | 3,943,384 | .1058 | 5,808,114 | 1,628,078 | 2,152,781 | .1015 | .1070 |
| SACRAMENTO - STOCKTON | 3,015.3 | 1.1889 | 3,414.5 | 13.2 | 1,080.1 | 1,222.4 | 42,868,471 | 1.1496 | 62,733,084 | 20,003,732 | 28,357,178 | 1.1425 | 1.2107 |
| SALINAS - MONTEREY | 640.4 | .2525 | 670.7 | 4.7 | 212.4 | 220.5 | 9,733,359 | .2610 | 13,010,920 | 4,396,937 | 5,772,362 | .2534 | .2470 |
| SAN DIEGO | 2,604.4 | 1.0269 | 2,810.0 | 7.9 | 920.6 | 984.3 | 40,840,447 | 1.0952 | 54,364,829 | 18,711,578 | 24,472,894 | 1.0612 | 1.0367 |
| SAN FRANCISCO - OAKLAND - SAN JOSE | 6,115.4 | 2.4112 | 6,570.5 | 7.4 | 2,276.2 | 2,426.1 | 115,711,319 | 3.1030 | 157,936,498 | 49,266,286 | 66,201,503 | 2.8452 | 2.8330 |
| SANTA BARBARA - SANTA MARIA - SAN LUIS OBISPO | 603.7 | .2380 | 642.3 | 6.4 | 215.5 | 228.4 | 9,694,817 | .2600 | 13,175,796 | 4,371,200 | 5,975,119 | .2496 | .2488 |
| **COLORADO** | | | | | | | | | | | | | |
| COLORADO SPRINGS - PUEBLO | 649.4 | .2560 | 704.5 | 8.5 | 243.2 | 267.4 | 8,167,999 | .2190 | 11,630,032 | 4,181,095 | 5,993,634 | .2293 | .2383 |
| DENVER | 2,626.5 | 1.0356 | 2,775.4 | 5.7 | 1,034.6 | 1,106.4 | 42,207,980 | 1.1319 | 61,487,275 | 20,474,081 | 29,942,747 | 1.1104 | 1.1698 |
| GRAND JUNCTION - DURANGO | 159.2 | .0628 | 170.1 | 6.8 | 61.6 | 67.0 | 2,001,871 | .0537 | 2,983,077 | 1,101,709 | 1,589,881 | .0574 | .0608 |
| **CONNECTICUT** | | | | | | | | | | | | | |
| HARTFORD - NEW HAVEN | 2,488.6 | .9812 | 2,544.8 | 2.3 | 935.8 | 965.5 | 45,346,645 | 1.2161 | 61,414,054 | 18,903,930 | 22,715,039 | 1.1155 | 1.0641 |

# TELEVISION MARKETS [ADIs]: TOTALS AND 1996 PROJECTIONS

| S&MM ESTIMATES S&MM/ARBITRON TV MARKET (ADI) | 12/31/91 Population (Thous.) | % Of U.S. | Projected 12/31/96 Population (Thous.) | % Change 1991-1996 | 12/31/91 Households (Thous.) | Projected 12/31/96 Households (Thous.) | 1991 EBI ($000) | % Of U.S. | Projected 1996 EBI ($000) | 1991 Retail Sales ($000) | Projected 1996 Retail Sales ($000) | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | 1991 | 1996 |
| **DISTRICT OF COLUMBIA** | | | | | | | | | | | | | |
| WASHINGTON | 4,852.3 | 1.9131 | 5,249.2 | 8.2 | 1,794.8 | 1,938.9 | 93,460,749 | 2.5063 | 132,213,358 | 36,549,551 | 47,263,594 | 2.2378 | 2.2543 |
| **FLORIDA** | | | | | | | | | | | | | |
| FT. MYERS - NAPLES | 675.5 | .2663 | 780.7 | 15.6 | 279.6 | 323.6 | 10,979,878 | .2944 | 17,121,125 | 5,543,474 | 8,118,126 | .2917 | .3238 |
| GAINESVILLE | 234.5 | .0925 | 249.2 | 6.3 | 91.3 | 98.1 | 2,727,482 | .0731 | 3,915,147 | 1,743,315 | 2,672,931 | .0836 | .0894 |
| JACKSONVILLE | 1,263.6 | .4982 | 1,358.5 | 7.5 | 471.9 | 511.7 | 16,666,495 | .4469 | 23,987,374 | 9,753,562 | 14,649,938 | .4839 | .5126 |
| MIAMI - FT. LAUDERDALE | 3,367.3 | 1.3276 | 3,584.6 | 6.5 | 1,291.6 | 1,385.0 | 49,585,090 | 1.3297 | 71,013,679 | 28,536,227 | 40,921,275 | 1.4004 | 1.4559 |
| ORLANDO - DAYTONA BEACH - MELBOURNE | 2,378.8 | .9379 | 2,699.2 | 13.5 | 933.5 | 1,068.8 | 33,325,089 | .8937 | 50,519,841 | 19,323,930 | 28,573,622 | .9525 | 1.0406 |
| PANAMA CITY | 257.3 | .1014 | 269.0 | 4.5 | 97.1 | 102.1 | 2,902,768 | .0778 | 4,190,918 | 1,756,164 | 2,509,056 | .0884 | .0916 |
| SARASOTA | 287.8 | .1135 | 312.4 | 8.5 | 130.2 | 142.3 | 5,059,593 | .1357 | 6,849,304 | 2,952,140 | 3,954,281 | .1391 | .1380 |
| TALLAHASSEE - THOMASVILLE | 541.8 | .2136 | 562.6 | 3.8 | 197.5 | 207.9 | 6,152,802 | .1650 | 8,768,616 | 3,640,040 | 5,221,509 | .1853 | .1909 |
| TAMPA - ST. PETERSBURG | 2,998.4 | 1.1822 | 3,233.0 | 7.8 | 1,247.4 | 1,355.3 | 41,114,509 | 1.1026 | 58,134,130 | 23,401,318 | 33,292,349 | 1.1731 | 1.2120 |
| WEST PALM BEACH - FT. PIERCE - VERO BEACH | 1,320.6 | .5207 | 1,518.2 | 15.0 | 551.6 | 637.9 | 23,799,268 | .6382 | 35,582,683 | 11,530,956 | 17,143,954 | .6131 | .6680 |
| **GEORGIA** | | | | | | | | | | | | | |
| ALBANY | 366.0 | .1443 | 363.8 | -.6 | 129.5 | 131.3 | 3,511,577 | .0942 | 4,398,566 | 2,234,628 | 2,925,376 | .1126 | .1059 |
| ATLANTA | 3,933.2 | 1.5508 | 4,380.9 | 11.4 | 1,460.0 | 1,633.7 | 58,900,116 | 1.5795 | 85,645,437 | 29,633,835 | 39,655,044 | 1.5880 | 1.6419 |
| AUGUSTA | 584.2 | .2303 | 599.9 | 2.7 | 207.9 | 215.6 | 6,465,081 | .1734 | 8,467,249 | 3,614,523 | 4,937,111 | .1922 | .1872 |
| COLUMBUS | 504.8 | .1990 | 521.1 | 3.2 | 182.1 | 188.5 | 5,403,335 | .1449 | 7,119,536 | 2,924,265 | 3,686,512 | .1602 | .1531 |
| MACON | 509.6 | .2009 | 521.9 | 2.4 | 183.1 | 189.3 | 5,787,618 | .1552 | 7,731,261 | 3,188,494 | 4,204,669 | .1706 | .1657 |
| SAVANNAH | 663.0 | .2614 | 697.8 | 5.2 | 234.8 | 248.6 | 7,330,095 | .1966 | 9,738,893 | 4,139,494 | 5,573,091 | .2189 | .2150 |
| **IDAHO** | | | | | | | | | | | | | |
| BOISE | 417.6 | .1646 | 444.2 | 6.4 | 153.3 | 165.2 | 5,467,197 | .1466 | 7,680,907 | 2,638,221 | 3,767,767 | .1502 | .1540 |
| IDAHO FALLS - POCATELLO | 327.4 | .1291 | 351.0 | 7.2 | 108.2 | 117.0 | 3,851,026 | .1033 | 5,577,943 | 1,900,127 | 2,682,473 | .1085 | .1132 |
| TWIN FALLS | 98.8 | .0390 | 104.9 | 6.2 | 36.9 | 40.2 | 1,300,592 | .0349 | 1,915,863 | 679,429 | 989,753 | .0365 | .0384 |
| **ILLINOIS** | | | | | | | | | | | | | |
| CHICAGO | 8,447.7 | 3.3307 | 8,707.3 | 3.1 | 3,037.3 | 3,135.4 | 145,642,332 | 3.9057 | 196,187,156 | 64,270,488 | 86,859,066 | 3.6779 | 3.6154 |
| PEORIA - BLOOMINGTON | 587.8 | .2318 | 589.3 | .3 | 221.1 | 224.1 | 8,597,452 | .2306 | 11,237,054 | 4,253,466 | 6,027,599 | .2316 | .2266 |
| QUINCY - HANNIBAL | 275.2 | .1085 | 269.1 | -2.2 | 105.2 | 104.0 | 3,207,992 | .0860 | 4,071,700 | 1,502,541 | 1,931,913 | .0899 | .0837 |
| ROCKFORD | 414.9 | .1636 | 424.0 | 2.2 | 157.3 | 162.3 | 6,228,310 | .1670 | 8,078,701 | 2,936,598 | 4,116,470 | .1647 | .1606 |
| SPRINGFIELD - DECATUR - CHAMPAIGN | 930.3 | .3668 | 931.1 | .1 | 356.3 | 359.7 | 13,161,947 | .3530 | 17,186,533 | 6,716,266 | 9,057,025 | .3607 | .3466 |
| **INDIANA** | | | | | | | | | | | | | |
| EVANSVILLE | 687.4 | .2710 | 691.6 | .6 | 263.1 | 268.1 | 8,648,994 | .2319 | 11,807,996 | 4,471,852 | 6,278,912 | .2440 | .2430 |
| FT. WAYNE | 639.5 | .2521 | 674.9 | 5.5 | 235.9 | 251.5 | 8,613,032 | .2310 | 11,799,917 | 4,346,477 | 6,154,660 | .2371 | .2400 |
| INDIANAPOLIS | 2,328.7 | .9182 | 2,403.3 | 3.2 | 884.9 | 920.8 | 33,018,758 | .8855 | 45,872,865 | 17,461,526 | 25,075,525 | .9137 | .9307 |
| LAFAYETTE | 132.3 | .0522 | 137.5 | 3.9 | 46.3 | 48.9 | 1,769,435 | .0475 | 2,643,409 | 1,039,882 | 1,560,879 | .0513 | .0550 |
| SOUTH BEND - ELKHART | 815.7 | .3216 | 846.2 | 3.7 | 300.1 | 313.8 | 10,806,385 | .2898 | 15,077,071 | 5,598,924 | 7,900,773 | .3018 | .3057 |
| TERRE HAUTE | 411.2 | .1621 | 406.2 | -1.2 | 157.2 | 154.8 | 4,906,547 | .1316 | 6,557,154 | 3,074,045 | 4,269,564 | .1488 | .1459 |

# TELEVISION MARKETS [ADIs]: TOTALS AND 1996 PROJECTIONS

| S&MM ESTIMATES<br>S&MM/ARBITRON TV MARKET (ADI) | 12/31/91 Population (Thous.) | % Of U.S. | Projected 12/31/96 Population (Thous.) | % Change 1991-1996 | 12/31/91 Households (Thous.) | Projected 12/31/96 Households (Thous.) | 1991 EBI ($000) | % Of U.S. | Projected 1996 EBI ($000) | 1991 Retail Sales ($000) | Projected 1996 Retail Sales ($000) | Buying Power Index 1991 | Buying Power Index 1996 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **IOWA** | | | | | | | | | | | | | |
| CEDAR RAPIDS - WATERLOO - DUBUQUE | 807.4 | .3183 | 812.4 | .6 | 303.2 | 308.5 | 11,048,250 | .2963 | 14,901,869 | 5,542,249 | 7,856,422 | .3026 | .3012 |
| DAVENPORT - ROCK ISLAND - MOLINE | 781.8 | .3082 | 769.2 | −1.6 | 301.8 | 300.1 | 10,598,113 | .2842 | 13,328,483 | 5,388,432 | 7,345,900 | .2921 | .2767 |
| DES MOINES | 957.2 | .3774 | 983.2 | 2.7 | 372.9 | 387.9 | 13,596,179 | .3646 | 18,896,762 | 6,927,864 | 10,190,042 | .3721 | .3814 |
| OTTUMWA - KIRKSVILLE | 87.2 | .0344 | 85.7 | −1.7 | 33.9 | 33.9 | 950,043 | .0255 | 1,252,916 | 464,085 | 611,814 | .0273 | .0259 |
| SIOUX CITY | 412.3 | .1626 | 415.0 | .7 | 154.3 | 157.8 | 5,144,805 | .1380 | 7,018,258 | 2,543,212 | 3,617,183 | .1431 | .1434 |
| **KANSAS** | | | | | | | | | | | | | |
| TOPEKA | 418.4 | .1650 | 423.8 | 1.3 | 156.5 | 159.6 | 5,415,269 | .1452 | 7,080,323 | 2,631,348 | 3,627,207 | .1491 | .1449 |
| WICHITA - HUTCHINSON | 1,100.8 | .4340 | 1,108.1 | .7 | 424.8 | 432.9 | 15,065,393 | .4040 | 19,804,442 | 7,552,610 | 10,720,734 | .4130 | .4054 |
| **KENTUCKY** | | | | | | | | | | | | | |
| BOWLING GREEN | 122.8 | .0484 | 122.4 | −.3 | 46.1 | 46.4 | 1,382,054 | .0371 | 1,941,552 | 914,232 | 1,344,076 | .0432 | .0445 |
| LEXINGTON | 973.1 | .3837 | 1,013.9 | 4.2 | 363.7 | 383.0 | 11,380,812 | .3052 | 16,738,824 | 6,282,420 | 8,732,427 | .3326 | .3446 |
| LOUISVILLE | 1,445.0 | .5697 | 1,468.8 | 1.6 | 546.4 | 559.6 | 18,994,670 | .5094 | 26,323,065 | 9,852,899 | 13,949,280 | .5313 | .5356 |
| PADUCAH - CAPE GIRARDEAU - HARRISBURG - MARION | 854.9 | .3371 | 854.2 | −.1 | 334.6 | 338.9 | 9,582,192 | .2570 | 12,656,031 | 5,460,916 | 7,320,716 | .2857 | .2763 |
| **LOUISIANA** | | | | | | | | | | | | | |
| ALEXANDRIA | 251.5 | .0992 | 261.4 | 3.9 | 85.5 | 89.3 | 2,546,304 | .0683 | 3,523,711 | 1,448,481 | 2,090,240 | .0779 | .0794 |
| BATON ROUGE | 732.7 | .2889 | 758.0 | 3.5 | 254.0 | 264.7 | 9,223,490 | .2473 | 13,162,842 | 4,841,640 | 6,860,296 | .2614 | .2679 |
| LAFAYETTE | 527.9 | .2081 | 540.1 | 2.3 | 185.3 | 191.9 | 5,572,629 | .1494 | 7,780,392 | 3,182,980 | 4,660,150 | .1688 | .1724 |
| LAKE CHARLES | 232.1 | .0915 | 241.3 | 4.0 | 81.4 | 85.0 | 2,777,239 | .0745 | 3,988,521 | 1,468,276 | 2,097,028 | .0799 | .0825 |
| MONROE - EL DORADO | 478.3 | .1886 | 483.0 | 1.0 | 169.4 | 171.5 | 4,986,914 | .1337 | 6,807,777 | 3,085,550 | 4,354,051 | .1551 | .1553 |
| NEW ORLEANS | 1,676.0 | .6608 | 1,726.2 | 3.0 | 604.3 | 627.5 | 21,348,668 | .5725 | 30,478,804 | 12,434,211 | 17,744,770 | .6229 | .6415 |
| SHREVEPORT - TEXARKANA | 1,002.6 | .3953 | 1,030.9 | 2.8 | 371.0 | 385.0 | 11,334,824 | .3040 | 15,806,552 | 6,181,711 | 8,691,935 | .3334 | .3365 |
| **MAINE** | | | | | | | | | | | | | |
| BANGOR | 334.9 | .1320 | 343.0 | 2.4 | 125.9 | 130.7 | 4,012,565 | .1076 | 5,584,932 | 2,384,579 | 2,961,948 | .1195 | .1161 |
| PORTLAND - POLAND SPRING | 898.7 | .3543 | 937.9 | 4.4 | 345.2 | 363.1 | 12,813,373 | .3436 | 17,934,877 | 7,898,740 | 9,782,328 | .3726 | .3634 |
| PRESQUE ISLE | 86.2 | .0340 | 83.8 | −2.8 | 31.2 | 30.7 | 929,374 | .0249 | 1,180,308 | 567,046 | 783,382 | .0286 | .0272 |
| **MARYLAND** | | | | | | | | | | | | | |
| BALTIMORE | 2,612.2 | 1.0299 | 2,740.5 | 4.9 | 966.0 | 1,020.8 | 40,899,658 | 1.0968 | 54,817,914 | 18,710,589 | 23,424,687 | 1.0627 | 1.0231 |
| HAGERSTOWN | 122.7 | .0484 | 124.9 | 1.8 | 45.2 | 45.8 | 1,518,759 | .0407 | 1,820,218 | 868,139 | 981,779 | .0444 | .0390 |
| SALISBURY | 253.2 | .0998 | 272.3 | 7.5 | 96.4 | 104.4 | 3,206,455 | .0860 | 4,423,085 | 2,284,443 | 3,082,097 | .1006 | .1009 |
| **MASSACHUSETTS** | | | | | | | | | | | | | |
| BOSTON | 5,745.7 | 2.2654 | 5,820.9 | 1.3 | 2,141.9 | 2,178.7 | 102,667,608 | 2.7532 | 136,770,669 | 51,193,482 | 67,837,413 | 2.6728 | 2.5902 |
| SPRINGFIELD | 678.9 | .2677 | 687.2 | 1.2 | 250.4 | 255.9 | 9,852,214 | .2642 | 13,161,736 | 5,060,134 | 6,777,867 | .2690 | .2619 |

# TELEVISION MARKETS [ADIs]: TOTALS AND 1996 PROJECTIONS

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|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **MICHIGAN** | | | | | | | | | | | | | |
| **ALPENA** | 40.8 | .0161 | 40.7 | –.2 | 16.1 | 16.1 | 453,307 | .0122 | 599,414 | 268,277 | 379,529 | .0137 | .0135 |
| **DETROIT** | 4,689.5 | 1.8490 | 4,760.5 | 1.5 | 1,733.5 | 1,773.1 | 73,930,911 | 1.9826 | 97,567,571 | 35,468,168 | 45,068,139 | 1.9454 | 1.8534 |
| **FLINT - SAGINAW - BAY CITY** | 1,236.8 | .4876 | 1,245.6 | .7 | 456.8 | 465.3 | 15,812,132 | .4240 | 21,118,985 | 8,611,969 | 11,240,230 | .4515 | .4351 |
| **GRAND RAPIDS - KALAMAZOO - BATTLE CREEK** | 1,726.9 | .6809 | 1,832.0 | 6.1 | 621.4 | 666.1 | 23,270,113 | .6240 | 32,874,666 | 11,828,241 | 16,483,662 | .6427 | .6574 |
| **LANSING** | 633.5 | .2498 | 655.6 | 3.5 | 229.1 | 239.6 | 8,815,910 | .2364 | 12,163,416 | 4,579,632 | 6,365,760 | .2438 | .2444 |
| **MARQUETTE** | 151.6 | .0598 | 152.2 | .4 | 56.9 | 57.7 | 1,667,367 | .0447 | 2,370,110 | 891,798 | 1,287,400 | .0488 | .0501 |
| **TRAVERSE CITY - CADILLAC** | 486.3 | .1917 | 516.8 | 6.3 | 182.9 | 196.5 | 5,493,658 | .1473 | 7,931,690 | 3,501,517 | 4,911,853 | .1700 | .1757 |
| **MINNESOTA** | | | | | | | | | | | | | |
| **DULUTH - SUPERIOR** | 431.8 | .1702 | 422.6 | –2.1 | 170.7 | 169.4 | 5,049,006 | .1354 | 6,735,470 | 3,055,568 | 4,216,547 | .1519 | .1484 |
| **MANKATO** | 81.9 | .0323 | 79.7 | –2.7 | 30.3 | 29.8 | 959,715 | .0257 | 1,317,943 | 665,598 | 960,367 | .0305 | .0304 |
| **MINNEAPOLIS - ST. PAUL** | 3,718.2 | 1.4660 | 3,955.1 | 6.4 | 1,394.9 | 1,496.2 | 55,240,216 | 1.4814 | 77,519,570 | 29,768,599 | 44,280,700 | 1.5244 | 1.5876 |
| **ROCHESTER - MASON CITY - AUSTIN** | 349.9 | .1380 | 352.0 | .6 | 136.1 | 139.4 | 4,616,621 | .1238 | 6,035,514 | 2,576,023 | 3,686,647 | .1321 | .1300 |
| **MISSISSIPPI** | | | | | | | | | | | | | |
| **BILOXI - GULFPORT - PASCAGOULA** | 302.2 | .1192 | 304.7 | .8 | 107.1 | 109.0 | 3,290,386 | .0882 | 4,347,795 | 1,705,428 | 2,280,156 | .0961 | .0925 |
| **COLUMBUS - TUPELO** | 474.5 | .1871 | 482.5 | 1.7 | 173.4 | 177.8 | 4,868,107 | .1305 | 6,880,338 | 2,378,514 | 3,026,091 | .1417 | .1402 |
| **GREENWOOD - GREENVILLE** | 219.8 | .0867 | 215.2 | –2.1 | 71.3 | 70.6 | 1,852,571 | .0497 | 2,589,612 | 1,023,748 | 1,279,453 | .0592 | .0567 |
| **JACKSON** | 815.9 | .3217 | 833.3 | 2.1 | 288.9 | 298.3 | 8,871,825 | .2379 | 12,800,414 | 4,855,494 | 6,567,684 | .2637 | .2669 |
| **LAUREL - HATTIESBURG** | 251.5 | .0992 | 254.7 | 1.3 | 90.7 | 93.0 | 2,470,727 | .0663 | 3,511,282 | 1,294,551 | 1,692,296 | .0744 | .0741 |
| **MERIDIAN** | 180.4 | .0711 | 179.6 | –.4 | 65.5 | 65.6 | 1,812,683 | .0486 | 2,448,969 | 936,208 | 1,229,812 | .0540 | .0523 |
| **MISSOURI** | | | | | | | | | | | | | |
| **COLUMBIA - JEFFERSON CITY** | 362.6 | .1430 | 369.1 | 1.8 | 134.4 | 137.7 | 4,582,343 | .1229 | 6,084,121 | 2,609,224 | 3,679,254 | .1327 | .1315 |
| **JOPLIN - PITTSBURG** | 353.2 | .1393 | 349.8 | –1.0 | 139.6 | 138.9 | 3,911,594 | .1049 | 4,982,927 | 2,175,177 | 2,979,919 | .1161 | .1109 |
| **KANSAS CITY** | 2,008.3 | .7918 | 2,117.2 | 5.4 | 770.2 | 819.8 | 30,564,352 | .8196 | 43,170,689 | 14,730,593 | 20,452,772 | .8105 | .8266 |
| **ST. JOSEPH** | 119.2 | .0470 | 114.6 | –3.9 | 45.7 | 44.3 | 1,379,695 | .0370 | 1,776,009 | 776,931 | 1,013,785 | .0408 | .0383 |
| **ST. LOUIS** | 2,946.1 | 1.1616 | 3,033.2 | 3.0 | 1,112.3 | 1,157.1 | 44,213,680 | 1.1857 | 58,484,870 | 20,757,549 | 27,456,591 | 1.1671 | 1.1302 |
| **SPRINGFIELD** | 835.4 | .3294 | 878.2 | 5.1 | 324.3 | 343.8 | 9,396,453 | .2520 | 13,044,839 | 5,286,195 | 7,367,551 | .2790 | .2818 |
| **MONTANA** | | | | | | | | | | | | | |
| **BILLINGS - HARDIN** | 224.1 | .0884 | 226.2 | .9 | 85.7 | 87.2 | 2,894,793 | .0776 | 4,020,774 | 1,628,708 | 2,341,443 | .0835 | .0845 |
| **BUTTE** | 127.9 | .0504 | 132.8 | 3.8 | 49.4 | 51.9 | 1,657,242 | .0444 | 2,319,948 | 854,098 | 1,227,001 | .0458 | .0474 |
| **GREAT FALLS** | 169.3 | .0668 | 172.1 | 1.7 | 63.5 | 65.4 | 2,073,766 | .0556 | 2,759,370 | 1,039,017 | 1,438,485 | .0586 | .0573 |
| **HELENA** | 48.2 | .0190 | 50.8 | 5.4 | 19.0 | 20.5 | 685,676 | .0184 | 1,014,083 | 362,700 | 541,458 | .0190 | .0203 |
| **MISSOULA** | 192.8 | .0760 | 202.9 | 5.2 | 74.8 | 79.9 | 2,572,472 | .0690 | 3,764,696 | 1,436,264 | 2,155,208 | .0735 | .0779 |
| **NEBRASKA** | | | | | | | | | | | | | |
| **LINCOLN - HASTINGS - KEARNEY** | 623.0 | .2456 | 624.8 | .3 | 243.2 | 247.3 | 8,454,070 | .2267 | 11,355,928 | 3,938,373 | 5,564,331 | .2271 | .2248 |
| **NORTH PLATTE** | 44.9 | .0177 | 44.3 | –1.3 | 17.7 | 18.1 | 590,414 | .0158 | 770,197 | 320,583 | 445,044 | .0168 | .0163 |
| **OMAHA** | 946.7 | .3733 | 967.4 | 2.2 | 358.8 | 370.7 | 13,709,233 | .3676 | 18,553,597 | 6,573,397 | 9,432,855 | .3669 | .3675 |

# TELEVISION MARKETS [ADIs]: TOTALS AND 1996 PROJECTIONS

S&MM ESTIMATES

| S&MM/ARBITRON TV MARKET (ADI) | 12/31/91 Population (Thous.) | % Of U.S. | Projected 12/31/96 Population (Thous.) | % Change 1991-1996 | 12/31/91 Households (Thous.) | Projected 12/31/96 Households (Thous.) | 1991 EBI ($000) | % Of U.S. | Projected 1996 EBI ($000) | 1991 Retail Sales ($000) | Projected 1996 Retail Sales ($000) | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | 1991 | 1996 |
| **NEVADA** | | | | | | | | | | | | | |
| LAS VEGAS | 831.8 | .3280 | 1,001.9 | 20.4 | 321.3 | 387.6 | 12,215,345 | .3276 | 19,177,400 | 6,013,419 | 8,378,514 | .3284 | .3634 |
| RENO | 509.3 | .2008 | 572.5 | 12.4 | 196.8 | 221.5 | 7,798,566 | .2091 | 11,593,326 | 4,088,625 | 5,830,481 | .2123 | .2266 |
| **NEW MEXICO** | | | | | | | | | | | | | |
| ALBUQUERQUE | 1,468.3 | .5789 | 1,580.0 | 7.6 | 525.5 | 572.5 | 17,101,753 | .4586 | 24,506,762 | 9,056,510 | 12,524,678 | .4944 | .5088 |
| **NEW YORK** | | | | | | | | | | | | | |
| ALBANY - SCHENECTADY - TROY | 1,337.0 | .5271 | 1,367.1 | 2.3 | 510.8 | 527.2 | 20,077,337 | .5384 | 26,070,128 | 10,459,641 | 13,329,548 | .5465 | .5179 |
| BINGHAMTON | 425.7 | .1678 | 426.2 | .1 | 160.5 | 162.5 | 5,636,943 | .1512 | 7,196,231 | 2,866,371 | 3,603,440 | .1563 | .1455 |
| BUFFALO | 1,627.0 | .6415 | 1,608.3 | −1.1 | 621.3 | 620.3 | 21,028,733 | .5639 | 25,442,999 | 10,686,248 | 14,052,450 | .5865 | .5388 |
| ELMIRA | 236.2 | .0931 | 236.8 | .3 | 88.1 | 89.6 | 2,917,014 | .0782 | 3,755,070 | 1,462,644 | 1,850,349 | .0820 | .0767 |
| NEW YORK | 18,758.4 | 7.3960 | 19,228.2 | 2.5 | 6,827.0 | 6,978.8 | 356,697,241 | 9.5656 | 469,623,047 | 134,912,646 | 169,794,644 | 8.4850 | 8.0726 |
| ROCHESTER | 1,008.0 | .3974 | 1,016.9 | .9 | 376.8 | 383.8 | 15,453,199 | .4144 | 18,995,401 | 7,440,110 | 9,213,311 | .4093 | .3730 |
| SYRACUSE | 1,058.0 | .4171 | 1,061.0 | .3 | 387.0 | 391.2 | 14,364,968 | .3852 | 17,825,950 | 7,198,990 | 9,071,725 | .3946 | .3629 |
| UTICA | 284.0 | .1120 | 280.7 | −1.2 | 104.5 | 104.0 | 3,535,230 | .0948 | 4,605,272 | 1,894,000 | 2,508,113 | .1008 | .0963 |
| WATERTOWN - CARTHAGE | 257.6 | .1016 | 273.4 | 6.1 | 87.5 | 93.9 | 2,821,496 | .0757 | 3,677,453 | 1,631,628 | 2,134,815 | .0850 | .0821 |
| **NORTH CAROLINA** | | | | | | | | | | | | | |
| CHARLOTTE | 1,985.0 | .7826 | 2,104.4 | 6.0 | 752.4 | 805.2 | 26,605,585 | .7135 | 37,470,356 | 13,582,401 | 17,993,477 | .7371 | .7409 |
| GREENSBORO - WINSTON-SALEM - HIGH POINT | 1,351.4 | .5328 | 1,410.6 | 4.4 | 531.7 | 562.6 | 18,273,362 | .4900 | 24,509,514 | 9,823,926 | 12,779,052 | .5135 | .4990 |
| GREENVILLE - NEW BERN - WASHINGTON | 646.9 | .2551 | 676.2 | 4.5 | 228.6 | 241.3 | 7,261,026 | .1947 | 10,169,337 | 3,819,265 | 5,104,950 | .2117 | .2112 |
| RALEIGH - DURHAM | 1,988.1 | .7839 | 2,137.4 | 7.5 | 745.5 | 814.7 | 26,254,511 | .7041 | 38,638,101 | 13,320,330 | 17,955,077 | .7276 | .7542 |
| WILMINGTON | 392.0 | .1546 | 415.9 | 6.1 | 148.3 | 160.2 | 4,436,924 | .1190 | 6,398,575 | 2,470,475 | 3,464,816 | .1312 | .1354 |
| **NORTH DAKOTA** | | | | | | | | | | | | | |
| FARGO | 571.2 | .2252 | 573.5 | .4 | 215.9 | 221.3 | 6,925,878 | .1857 | 9,584,808 | 4,002,951 | 5,841,767 | .2035 | .2077 |
| MINOT - BISMARCK - DICKINSON - GLENDIVE | 365.4 | .1441 | 353.7 | −3.2 | 136.6 | 135.0 | 4,324,461 | .1160 | 5,676,327 | 2,298,044 | 3,198,335 | .1245 | .1200 |
| **OHIO** | | | | | | | | | | | | | |
| CINCINNATI | 2,030.8 | .8007 | 2,099.4 | 3.4 | 758.2 | 789.3 | 29,554,868 | .7926 | 41,258,660 | 14,242,326 | 20,372,060 | .7917 | .8065 |
| CLEVELAND | 3,757.6 | 1.4815 | 3,779.2 | .6 | 1,427.6 | 1,448.5 | 53,529,805 | 1.4355 | 69,645,826 | 26,556,430 | 36,807,127 | 1.4517 | 1.4071 |
| COLUMBUS | 1,856.8 | .7321 | 1,930.7 | 4.0 | 698.1 | 730.6 | 26,365,307 | .7070 | 37,457,954 | 13,212,605 | 18,719,905 | .7176 | .7363 |
| DAYTON | 1,337.3 | .5273 | 1,378.1 | 3.1 | 505.2 | 525.4 | 18,939,935 | .5079 | 26,251,999 | 9,202,605 | 13,072,823 | .5112 | .5178 |
| LIMA | 110.6 | .0436 | 112.2 | 1.4 | 39.5 | 40.3 | 1,315,990 | .0353 | 1,615,340 | 984,011 | 1,362,293 | .0425 | .0407 |
| TOLEDO | 1,103.8 | .4352 | 1,135.3 | 2.9 | 407.0 | 421.9 | 14,697,752 | .3942 | 18,771,043 | 7,647,256 | 10,710,596 | .4100 | .3974 |
| YOUNGSTOWN | 717.3 | .2828 | 707.8 | −1.3 | 272.7 | 272.8 | 8,775,225 | .2353 | 11,141,251 | 4,905,252 | 6,750,956 | .2550 | .2434 |
| ZANESVILLE | 82.5 | .0325 | 84.3 | 2.2 | 31.0 | 32.0 | 946,075 | .0254 | 1,280,550 | 606,589 | 886,052 | .0291 | .0296 |
| **OKLAHOMA** | | | | | | | | | | | | | |
| ARDMORE - ADA | 184.3 | .0727 | 191.3 | 3.8 | 71.1 | 74.4 | 1,739,637 | .0467 | 2,438,396 | 967,240 | 1,358,346 | .0535 | .0546 |

# TELEVISION MARKETS [ADIs]: TOTALS AND 1996 PROJECTIONS

| S&MM ESTIMATES<br>S&MM/ARBITRON TV MARKET (ADI) | 12/31/91 Population (Thous.) | % Of U.S. | Projected 12/31/96 Population (Thous.) | % Change 1991-1996 | 12/31/91 Households (Thous.) | Projected 12/31/96 Households (Thous.) | 1991 EBI ($000) | % Of U.S. | Projected 1996 EBI ($000) | 1991 Retail Sales ($000) | Projected 1996 Retail Sales ($000) | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | 1991 | 1996 |
| **OKLAHOMA (continued)** | | | | | | | | | | | | | |
| OKLAHOMA CITY | 1,471.9 | .5803 | 1,482.9 | .7 | 565.7 | 573.0 | 17,905,422 | .4802 | 24,753,789 | 9,843,741 | 13,463,566 | .5181 | .5154 |
| TULSA | 1,157.5 | .4564 | 1,191.1 | 2.9 | 449.7 | 465.5 | 14,026,073 | .3761 | 19,182,992 | 7,597,521 | 10,510,698 | .4045 | .4036 |
| **OREGON** | | | | | | | | | | | | | |
| BEND | 78.0 | .0308 | 88.8 | 13.8 | 30.5 | 35.5 | 1,094,277 | .0293 | 1,729,559 | 728,971 | 1,109,679 | .0328 | .0368 |
| EUGENE | 444.5 | .1753 | 467.4 | 5.2 | 173.7 | 184.5 | 5,458,071 | .1464 | 7,698,500 | 3,385,812 | 4,773,875 | .1640 | .1678 |
| MEDFORD | 356.6 | .1406 | 390.1 | 9.4 | 141.1 | 155.8 | 4.252,245 | .1140 | 5,991,889 | 2,849,087 | 4,117,347 | .1323 | .1374 |
| PORTLAND | 2,342.8 | .9237 | 2,552.1 | 8.9 | 902.4 | 986.1 | 33,521,985 | .8990 | 48,902,756 | 17,917,750 | 27,104,520 | .9291 | .9960 |
| **PENNSYLVANIA** | | | | | | | | | | | | | |
| ERIE | 410.4 | .1618 | 406.8 | –.9 | 152.8 | 153.3 | 5,277,730 | .1415 | 6,835,088 | 2,942,735 | 3,792,919 | .1518 | .1429 |
| HARRISBURG - YORK - LANCASTER - LEBANON | 1,530.5 | .6034 | 1,619.8 | 5.8 | 572.1 | 610.3 | 23,144,886 | .6207 | 31,741,748 | 11,552,171 | 14,656,174 | .6213 | .6081 |
| JOHNSTOWN - ALTOONA | 764.8 | .3015 | 759.3 | –.7 | 286.1 | 287.1 | 8,821,512 | .2366 | 11,095,782 | 4,687,871 | 5,796,185 | .2565 | .2354 |
| PHILADELPHIA | 7,245.8 | 2.8568 | 7,531.8 | 3.9 | 2,664.4 | 2,791.7 | 122,798,844 | 3.2931 | 166,100,214 | 54,075,254 | 67,414,533 | 3.1081 | 2.9994 |
| PITTSBURGH | 2,941.0 | 1.1596 | 2,878.6 | –2.1 | 1,153.9 | 1,145.2 | 41,067,332 | 1.1013 | 52,065,586 | 18,458,957 | 22,217,110 | 1.0866 | .9920 |
| WILKES-BARRE - SCRANTON | 1,384.3 | .5458 | 1,410.7 | 1.9 | 528.2 | 543.0 | 17,619,085 | .4725 | 23,593,052 | 9,110,643 | 11,556,418 | .4948 | .4760 |
| **RHODE ISLAND** | | | | | | | | | | | | | |
| PROVIDENCE - NEW BEDFORD | 1,535.7 | .6055 | 1,558.6 | 1.5 | 575.4 | 586.3 | 22,000,452 | .5900 | 29,866,694 | 11,219,089 | 14,422,283 | .6009 | .5826 |
| **SOUTH CAROLINA** | | | | | | | | | | | | | |
| CHARLESTON | 643.9 | .2539 | 689.8 | 7.1 | 225.1 | 243.5 | 7,633,198 | .2047 | 11.124,141 | 4,192,548 | 5,312,474 | .2220 | .2246 |
| COLUMBIA | 830.8 | .3276 | 866.0 | 4.2 | 292.1 | 308.4 | 9,995,739 | .2681 | 14,219,083 | 5,610,826 | 8,105,729 | .2923 | .3019 |
| FLORENCE - MYRTLE BEACH | 422.4 | .1665 | 449.2 | 6.3 | 153.6 | 166.8 | 4,635,295 | .1243 | 6,784,321 | 3,451,721 | 4,961,986 | .1525 | .1600 |
| GREENVILLE - SPARTANBURG - ASHEVILLE | 1,729.2 | .6818 | 1,808.7 | 4.6 | 665.0 | 704.6 | 21,239,204 | .5696 | 29,853,731 | 11,642,574 | 15,864,663 | .6129 | .6182 |
| **SOUTH DAKOTA** | | | | | | | | | | | | | |
| RAPID CITY | 238.3 | .0940 | 251.4 | 5.5 | 87.4 | 93.3 | 3,141,082 | .0842 | 4,373,020 | 1,600,079 | 2,409,914 | .0876 | .0908 |
| SIOUX FALLS - MITCHELL | 576.8 | .2274 | 583.3 | 1.1 | 218.9 | 224.1 | 7,609,699 | .2041 | 10,138,995 | 3,896,135 | 5,525,563 | .2116 | .2095 |
| **TENNESSEE** | | | | | | | | | | | | | |
| BRISTOL - KINGSPORT - JOHNSON CITY | 738.1 | .2910 | 734.6 | –.5 | 283.1 | 285.2 | 7,999,221 | .2145 | 10,533,856 | 4,054,826 | 5,330,126 | .2326 | .2224 |
| CHATTANOOGA | 764.5 | .3014 | 796.0 | 4.1 | 290.9 | 305.4 | 9,215,310 | .2471 | 12,448,818 | 4,957,464 | 6,571,889 | .2652 | .2608 |
| JACKSON | 161.3 | .0636 | 164.0 | 1.7 | 62.3 | 64.7 | 1,838,817 | .0493 | 2,587,837 | 1,072,256 | 1,481,044 | .0552 | .0554 |
| KNOXVILLE | 1,075.7 | .4241 | 1,113.5 | 3.5 | 414.8 | 434.7 | 12,855,277 | .3447 | 18,023,217 | 7,285,626 | 10,087,780 | .3771 | .3805 |
| MEMPHIS | 1,641.2 | .6471 | 1,695.3 | 3.3 | 594.7 | 622.0 | 19,508,381 | .5232 | 27,548,604 | 9,980,511 | 12,760,113 | .5546 | .5499 |
| NASHVILLE | 1,911.2 | .7535 | 2,038.6 | 6.7 | 723.2 | 781.7 | 25,355,892 | .6800 | 37,005,891 | 12,906,239 | 18,494,610 | .7033 | .7379 |
| **TEXAS** | | | | | | | | | | | | | |
| ABILENE - SWEETWATER | 288.9 | .1139 | 287.6 | –.4 | 108.4 | 109.7 | 3,295,046 | .0884 | 4,358,687 | 1,763,821 | 2,442,682 | .0961 | .0941 |
| AMARILLO | 447.4 | .1764 | 446.0 | –.3 | 168.0 | 170.8 | 5,417,875 | .1453 | 7,150,042 | 3,299,809 | 4,512,758 | .1625 | .1577 |

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|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | 1991 | 1996 |
| **TEXAS (continued)** | | | | | | | | | | | | | |
| AUSTIN | 982.3 | .3873 | 1,094.3 | 11.4 | 380.2 | 428.7 | 14,683,405 | .3938 | 22,337,995 | 7,370,664 | 11,503,101 | .3956 | .4392 |
| BEAUMONT - PORT ARTHUR | 419.5 | .1654 | 410.0 | –2.3 | 155.5 | 153.3 | 5,119,519 | .1373 | 6,419,367 | 3,021,477 | 4,142,299 | .1514 | .1435 |
| CORPUS CHRISTI | 507.3 | .2000 | 514.7 | 1.5 | 171.7 | 175.2 | 5,738,731 | .1539 | 7,881,832 | 3,203,097 | 4,610,514 | .1699 | .1710 |
| DALLAS - FT. WORTH | 4,769.6 | 1.8805 | 5,268.7 | 10.5 | 1,779.0 | 1,971.8 | 76,854,959 | 2.0610 | 114,300,191 | 40,205,447 | 60,847,994 | 2.0691 | 2.2454 |
| EL PASO | 762.8 | .3008 | 856.0 | 12.2 | 233.8 | 262.3 | 7,371,630 | .1977 | 10,653,177 | 4,364,864 | 6,643,062 | .2306 | .2485 |
| HOUSTON | 4,097.4 | 1.6155 | 4,296.2 | 4.9 | 1,464.1 | 1,539.0 | 63,856,916 | 1.7125 | 90,341,925 | 29,537,468 | 41,825,869 | 1.6656 | 1.7087 |
| LAREDO | 149.0 | .0587 | 168.4 | 13.0 | 38.8 | 43.9 | 1,090,481 | .0292 | 1,669,145 | 918,720 | 1,364,282 | .0415 | .0454 |
| LUBBOCK | 378.9 | .1494 | 382.4 | .9 | 135.3 | 137.9 | 4,480,370 | .1202 | 5,917,947 | 2,757,478 | 3,800,930 | .1354 | .1321 |
| MCALLEN - BROWNSVILLE | 733.7 | .2893 | 823.9 | 12.3 | 199.7 | 223.2 | 5,363,973 | .1438 | 8,140,435 | 3,639,723 | 5,670,325 | .1900 | .2097 |
| ODESSA - MIDLAND | 382.7 | .1509 | 373.9 | –2.3 | 134.3 | 132.9 | 4,718,158 | .1265 | 6,073,824 | 2,468,646 | 3,398,058 | .1338 | .1282 |
| SAN ANGELO | 135.8 | .0535 | 141.5 | 4.2 | 49.4 | 52.0 | 1,655,962 | .0444 | 2,354,800 | 882,050 | 1,320,957 | .0476 | .0497 |
| SAN ANTONIO - VICTORIA | 1,800.6 | .7099 | 1,977.8 | 9.8 | 621.1 | 688.4 | 21,329,881 | .5720 | 30,147,417 | 12,283,741 | 18,722,895 | .6301 | .6688 |
| TYLER - LONGVIEW - JACKSONVILLE | 554.0 | .2184 | 577.6 | 4.3 | 207.2 | 218.0 | 6,802,625 | .1824 | 9,456,935 | 4,062,808 | 5,959,782 | .2019 | .2075 |
| WACO - TEMPLE - BRYAN | 716.3 | .2824 | 749.6 | 4.6 | 253.5 | 267.1 | 8,285,779 | .2222 | 11,637,275 | 4,273,984 | 6,142,116 | .2378 | .2441 |
| WICHITA FALLS - LAWTON | 424.3 | .1673 | 423.3 | –.2 | 157.3 | 157.8 | 4,789,869 | .1285 | 6,475,922 | 2,621,610 | 3,642,267 | .1409 | .1384 |
| **UTAH** | | | | | | | | | | | | | |
| SALT LAKE CITY | 1,906.0 | .7515 | 2,057.6 | 8.0 | 598.2 | 649.2 | 22,133,513 | .5936 | 32,449,184 | 11,144,774 | 15,359,740 | .6304 | .6565 |
| **VERMONT** | | | | | | | | | | | | | |
| BURLINGTON - PLATTSBURGH | 741.3 | .2923 | 760.1 | 2.5 | 271.7 | 280.5 | 9,788,078 | .2625 | 13,185,454 | 5,548,052 | 6,872,659 | .2810 | .2686 |
| **VIRGINIA** | | | | | | | | | | | | | |
| CHARLOTTESVILLE | 110.3 | .0435 | 114.3 | 3.6 | 41.4 | 43.4 | 1,701,762 | .0456 | 2,293,321 | 1,036,794 | 1,294,969 | .0486 | .0466 |
| HARRISONBURG | 229.7 | .0906 | 238.0 | 3.6 | 84.5 | 89.0 | 2,834,391 | .0760 | 3,754,849 | 1,470,082 | 1,825,464 | .0803 | .0763 |
| NORFOLK - PORTSMOUTH - NEWPORT NEWS - HAMPTON | 1,691.1 | .6668 | 1,831.9 | 8.3 | 604.4 | 662.0 | 22,257,599 | .5969 | 31,175,519 | 11,459,143 | 15,021,318 | .6204 | .6232 |
| RICHMOND | 1,163.5 | .4587 | 1,213.6 | 4.7 | 440.8 | 467.5 | 16,957,731 | .4548 | 22,854,463 | 8,035,757 | 9,986,621 | .4512 | .4342 |
| ROANOKE - LYNCHBURG | 1,006.5 | .3968 | 1,000.0 | –.6 | 387.1 | 389.6 | 11,962,553 | .3208 | 14,989,476 | 6,576,223 | 8,092,050 | .3478 | .3191 |
| **WASHINGTON** | | | | | | | | | | | | | |
| SEATTLE - TACOMA | 3,645.9 | 1.4375 | 3,932.8 | 7.9 | 1,418.5 | 1,537.5 | 60,347,020 | 1.6183 | 84,813,952 | 28,737,330 | 41,336,737 | 1.5699 | 1.6218 |
| SPOKANE | 838.7 | .3307 | 875.1 | 4.3 | 322.1 | 338.8 | 10,495,397 | .2815 | 14,414,744 | 5,692,507 | 8,221,437 | .3009 | .3054 |
| YAKIMA - PASCO - RICHLAND - KENNEWICK | 481.0 | .1896 | 501.4 | 4.2 | 172.8 | 181.6 | 5,774,222 | .1548 | 7,800,163 | 3,193,954 | 4,631,984 | .1677 | .1698 |
| **WEST VIRGINIA** | | | | | | | | | | | | | |
| BLUEFIELD - BECKLEY - OAK HILL | 359.4 | .1417 | 346.3 | –3.6 | 137.2 | 134.6 | 3,586,789 | .0962 | 4,752,522 | 2,067,421 | 2,780,858 | .1106 | .1055 |
| CHARLESTON - HUNTINGTON | 1,264.0 | .4984 | 1,265.3 | .1 | 475.2 | 482.1 | 13,398,522 | .3593 | 18,458,280 | 7,224,383 | 9,863,629 | .3984 | .3941 |
| CLARKSBURG - WESTON | 266.7 | .1052 | 266.9 | .1 | 102.0 | 103.5 | 2,673,698 | .0717 | 3,707,770 | 1,472,219 | 2,056,518 | .0812 | .0813 |
| PARKERSBURG | 148.6 | .0586 | 149.2 | .4 | 57.7 | 58.7 | 1,850,848 | .0496 | 2,598,048 | 1,085,469 | 1,466,009 | .0543 | .0542 |
| WHEELING - STEUBENVILLE | 399.6 | .1576 | 392.8 | –1.7 | 154.5 | 153.8 | 4,648,875 | .1247 | 6,343,782 | 2,305,623 | 3,187,152 | .1317 | .1298 |

1992 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# TELEVISION MARKETS [ADIs]: TOTALS AND 1996 PROJECTIONS

| S&MM ESTIMATES<br>S&MM/ARBITRON TV MARKET (ADI) | 12/31/91 Population (Thous.) | % Of U.S. | Projected 12/31/96 Population (Thous.) | % Change 1991–1996 | 12/31/91 Households (Thous.) | Projected 12/31/96 Households (Thous.) | 1991 EBI ($000) | % Of U.S. | Projected 1996 EBI ($000) | 1991 Retail Sales ($000) | Projected 1996 Retail Sales ($000) | Buying Power Index | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | 1991 | 1996 |
| **WISCONSIN** | | | | | | | | | | | | | |
| **GREEN BAY - APPLETON** | 1,031.7 | .4068 | 1,069.9 | 3.7 | 385.2 | 404.4 | 13,676,352 | .3668 | 18,467,936 | 7,129,637 | 9,517,101 | .3816 | .3755 |
| **LA CROSSE - EAU CLAIRE** | 455.6 | .1796 | 471.6 | 3.5 | 168.6 | 177.5 | 5,461,325 | .1465 | 7,537,841 | 3,020,505 | 4,165,265 | .1587 | .1594 |
| **MADISON** | 727.1 | .2867 | 755.7 | 3.9 | 278.3 | 291.4 | 10,709,505 | .2872 | 14,768,826 | 6,137,240 | 8,124,314 | .3022 | .2991 |
| **MILWAUKEE** | 2,080.1 | .8201 | 2,136.9 | 2.7 | 773.6 | 802.5 | 31,101,242 | .8340 | 42,323,137 | 14,769,959 | 19,856,589 | .8244 | .8126 |
| **WAUSAU - RHINELANDER** | 441.8 | .1742 | 458.0 | 3.7 | 163.4 | 171.4 | 5,493,005 | .1473 | 7,435,770 | 2,967,749 | 3,932,149 | .1577 | .1545 |
| **WYOMING** | | | | | | | | | | | | | |
| **CASPER - RIVERTON** | 108.6 | .0428 | 107.6 | –.9 | 41.1 | 41.3 | 1,428,820 | .0383 | 1,989,831 | 701,518 | 975,839 | .0393 | .0394 |
| **CHEYENNE - SCOTTSBLUFF (STERLING)** | 109.9 | .0433 | 113.6 | 3.4 | 42.6 | 44.6 | 1,504,329 | .0403 | 2,161,744 | 837,537 | 1,189,837 | .0425 | .0440 |
| **TOTAL UNITED STATES ADIs** | 251,920.8 | 99.3266 | 264,338.3 | 4.9 | 93,114.9 | 98,251.7 | 3,699,881,590 | 99.2195 | 5,092,904,170 | 1,805,233,974 | 2,455,704,350 | 99.2094 | 99.1724 |

# SECTION 18

## Television Market (ADI) Rankings
## Retail Sales By Store Group

Total Retail Sales
Food Stores
Supermarkets
Eating And Drinking Places
General Merchandise Stores
Department Stores
Apparel And Accessories Stores
Furniture/Home Furnishings/Appliance Stores
Furniture And Home Furnishings Stores
Automotive Dealers
Gasoline Service Stations
Building Materials And Hardware Dealers
Drug Stores

### EXPLANATION OF TERMS

An explanation of terms used in the **Survey of Buying Power Demographics USA 1992** will be found in the Introductory Section starting on page A-5. A detailed listing of the outlets that make up each Store Group, and definitions of the Merchandise Line Sales categories, will be found on pages A-9 and A-10. A listing of the county makeup of each Television Market will be found starting on page A-11.

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Drugstore Sales . . . . . 18–14

## S&MM/ARBITRON TV MARKET (ADI) RANKING

# TOTAL RETAIL SALES

| ADI | ($000) | Rank |
|---|---|---|
| New York, N.Y. | 134,912,646 | 1 |
| Los Angeles, Calif. | 106,525,608 | 2 |
| Chicago, Ill. | 64,270,488 | 3 |
| Philadelphia, Pa. | 54,075,254 | 4 |
| Boston, Mass. | 51,193,482 | 5 |
| San Francisco - Oakland - San Jöse, Calif. | 49,266,286 | 6 |
| Dallas - Ft. Worth, Tex. | 40,205,447 | 7 |
| Washington, D.C. | 36,549,551 | 8 |
| Detroit, Mich. | 35,468,168 | 9 |
| Minneapolis - St. Paul, Minn. | 29,768,599 | 10 |
| Atlanta, Ga. | 29,633,835 | 11 |
| Houston, Tex. | 29,537,468 | 12 |
| Seattle - Tacoma, Wash. | 28,737,330 | 13 |
| Miami - Ft. Lauderdale, Fla. | 28,536,227 | 14 |
| Cleveland, Ohio | 26,556,430 | 15 |
| Tampa - St. Petersburg, Fla. | 23,401,318 | 16 |
| St. Louis, Mo. | 20,757,549 | 17 |
| Denver, Colo. | 20,474,081 | 18 |
| Phoenix, Ariz. | 20,020,087 | 19 |
| Sacramento - Stockton, Calif. | 20,003,732 | 20 |
| Orlando - Daytona Beach - Melbourne, Fla. | 19,323,930 | 21 |
| Hartford - New Haven, Conn. | 18,903,930 | 22 |
| San Diego, Calif. | 18,711,578 | 23 |
| Baltimore, Md. | 18,710,589 | 24 |
| Pittsburgh, Pa. | 18,458,957 | 25 |
| Portland, Ore. | 17,917,750 | 26 |
| Indianapolis, Ind. | 17,461,526 | 27 |
| Milwaukee, Wisc. | 14,769,959 | 28 |
| Kansas City, Mo. | 14,730,593 | 29 |
| Cincinnati, Ohio | 14,242,326 | 30 |
| Charlotte, N.C. | 13,582,401 | 31 |
| Raleigh - Durham, N.C. | 13,320,330 | 32 |
| Columbus, Ohio | 13,212,605 | 33 |
| Nashville, Tenn. | 12,906,239 | 34 |
| New Orleans, La. | 12,434,211 | 35 |
| San Antonio - Victoria, Tex. | 12,283,741 | 36 |
| Grand Rapids - Kalamazoo - Battle Creek, Mich. | 11,828,241 | 37 |
| Greenville - Spartanburg - Asheville, S.C.-N.C. | 11,642,574 | 38 |
| Harrisburg - York - Lancaster - Lebanon, Pa. | 11,552,171 | 39 |
| West Palm Beach - Ft. Pierce - Vero Beach, Fla. | 11,530,956 | 40 |
| Norfolk - Portsmouth - Newport News - Hampton, Va. | 11,459,143 | 41 |
| Providence - New Bedford, R.I.-Mass. | 11,219,089 | 42 |
| Salt Lake City, Utah | 11,144,774 | 43 |
| Buffalo, N.Y. | 10,686,248 | 44 |
| Albany - Schenectady - Troy, N.Y. | 10,459,641 | 45 |
| Memphis, Tenn. | 9,980,511 | 46 |
| Louisville, Ky. | 9,852,899 | 47 |
| Oklahoma City, Okla. | 9,843,741 | 48 |
| Greensboro - Winston-Salem - High Point, N.C. | 9,823,926 | 49 |
| Jacksonville, Fla. | 9,753,562 | 50 |
| Dayton, Ohio | 9,202,605 | 51 |
| Wilkes-Barre - Scranton, Pa. | 9,110,643 | 52 |
| Albuquerque, N.M. | 9,056,510 | 53 |
| Birmingham, Ala. | 8,941,524 | 54 |
| Flint - Saginaw - Bay City, Mich. | 8,611,969 | 55 |
| Little Rock, Ark. | 8,151,184 | 56 |
| Richmond, Va. | 8,035,757 | 57 |
| Portland - Poland Spring, Maine | 7,898,740 | 58 |
| Fresno - Visalia, Calif. | 7,790,150 | 59 |
| Toledo, Ohio | 7,647,256 | 60 |
| Mobile - Pensacola, Ala.-Fla. | 7,626,276 | 61 |
| Tulsa, Okla. | 7,597,521 | 62 |
| Wichita - Hutchinson, Kans. | 7,552,610 | 63 |
| Rochester, N.Y. | 7,440,110 | 64 |
| Austin, Tex. | 7,370,664 | 65 |
| Knoxville, Tenn. | 7,285,626 | 66 |
| Charleston - Huntington, W.Va. | 7,224,383 | 67 |
| Syracuse, N.Y. | 7,198,990 | 68 |
| Green Bay - Appleton, Wisc. | 7,129,637 | 69 |
| Des Moines, Iowa | 6,927,864 | 70 |
| Springfield - Decatur - Champaign, Ill. | 6,716,266 | 71 |
| Roanoke - Lynchburg, Va. | 6,576,223 | 72 |
| Omaha, Neb. | 6,573,397 | 73 |
| Lexington, Ky. | 6,282,420 | 74 |
| Shreveport - Texarkana, La.-Tex.-Ark. | 6,181,711 | 75 |
| Madison, Wisc. | 6,137,240 | 76 |
| Las Vegas, Nev. | 6,013,419 | 77 |
| Spokane, Wash. | 5,692,507 | 78 |
| Columbia, S.C. | 5,610,826 | 79 |
| South Bend - Elkhart, Ind. | 5,598,924 | 80 |
| Burlington - Plattsburgh, Vt.-N.Y. | 5,548,052 | 81 |
| Ft. Myers - Naples, Fla. | 5,543,474 | 82 |
| Cedar Rapids - Waterloo - Dubuque, Iowa | 5,542,249 | 83 |
| Huntsville - Decatur - Florence, Ala. | 5,506,492 | 84 |
| Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill. | 5,460,916 | 85 |
| Tucson, Ariz. | 5,442,409 | 86 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 5,388,432 | 87 |
| Springfield, Mo. | 5,286,195 | 88 |
| Springfield, Mass. | 5,060,134 | 89 |
| Chattanooga, Tenn. | 4,957,464 | 90 |
| Youngstown, Ohio | 4,905,252 | 91 |
| Jackson, Miss. | 4,855,494 | 92 |
| Baton Rouge, La. | 4,841,640 | 93 |
| Johnstown - Altoona, Pa. | 4,687,871 | 94 |
| Lansing, Mich. | 4,579,632 | 95 |
| Evansville, Ind. | 4,471,852 | 96 |
| Salinas - Monterey, Calif. | 4,396,937 | 97 |
| Santa Barbara - Santa Maria - San Luis Obispo, Calif. | 4,371,200 | 98 |
| El Paso, Tex. | 4,364,864 | 99 |
| Ft. Wayne, Ind. | 4,346,477 | 100 |
| Waco - Temple - Bryan, Tex. | 4,273,984 | 101 |
| Peoria - Bloomington, Ill. | 4,253,466 | 102 |
| Charleston, S.C. | 4,192,548 | 103 |
| Colorado Springs - Pueblo, Colo. | 4,181,095 | 104 |
| Savannah, Ga. | 4,139,494 | 105 |
| Reno, Nev. | 4,088,625 | 106 |
| Tyler - Longview - Jacksonville, Tex. | 4,062,808 | 107 |
| Bristol - Kingsport - Johnson City, Tenn. | 4,054,826 | 108 |
| Fargo, N.D. | 4,002,951 | 109 |
| Lincoln - Hastings - Kearney, Neb. | 3,938,373 | 110 |
| Sioux Falls - Mitchell, S.D. | 3,896,135 | 111 |
| Greenville - New Bern - Washington, N.C. | 3,819,265 | 112 |
| Tallahassee - Thomasville, Fla.-Ga. | 3,640,040 | 113 |
| McAllen - Brownsville, Tex. | 3,639,723 | 114 |
| Augusta, Ga. | 3,614,523 | 115 |
| Traverse City - Cadillac, Mich. | 3,501,517 | 116 |
| Florence - Myrtle Beach, S.C. | 3,451,721 | 117 |
| Montgomery - Selma, Ala. | 3,445,397 | 118 |
| Eugene, Ore. | 3,385,812 | 119 |
| Ft. Smith, Ark. | 3,358,634 | 120 |
| Amarillo, Tex. | 3,299,809 | 121 |
| Corpus Christi, Tex. | 3,203,097 | 122 |
| Yakima - Pasco - Richland - Kennewick, Wash. | 3,193,954 | 123 |
| Macon, Ga. | 3,188,494 | 124 |
| Lafayette, La. | 3,182,980 | 125 |
| Monroe - El Dorado, La.-Ark. | 3,085,550 | 126 |
| Terre Haute, Ind. | 3,074,045 | 127 |
| Duluth - Superior, Minn.-Wisc. | 3,055,568 | 128 |
| Bakersfield, Calif. | 3,031,448 | 129 |
| Beaumont - Port Arthur, Tex. | 3,021,477 | 130 |
| La Crosse - Eau Claire, Wisc. | 3,020,505 | 131 |
| Wausau - Rhinelander, Wisc. | 2,967,749 | 132 |
| Sarasota, Fla. | 2,952,140 | 133 |
| Erie, Pa. | 2,942,735 | 134 |
| Rockford, Ill. | 2,936,598 | 135 |
| Columbus, Ga. | 2,924,265 | 136 |
| Binghamton, N.Y. | 2,866,371 | 137 |
| Medford, Ore. | 2,849,087 | 138 |
| Lubbock, Tex. | 2,757,478 | 139 |
| Chico - Redding, Calif. | 2,720,832 | 140 |
| Boise, Ida. | 2,638,221 | 141 |
| Topeka, Kans. | 2,631,348 | 142 |
| Wichita Falls - Lawton, Tex.-Okla. | 2,621,610 | 143 |
| Columbia - Jefferson City, Mo. | 2,609,224 | 144 |
| Rochester - Mason City - Austin, Minn.-Iowa | 2,576,023 | 145 |
| Sioux City, Iowa | 2,543,212 | 146 |
| Wilmington, N.C. | 2,470,475 | 147 |
| Odessa - Midland, Tex. | 2,458,646 | 148 |
| Bangor, Maine | 2,384,579 | 149 |
| Columbus - Tupelo, Miss. | 2,378,514 | 150 |
| Wheeling - Steubenville, W.Va.-Ohio | 2,305,623 | 151 |
| Minot - Bismarck - Dickinson - Glendive, N.D.-Mont. | 2,298,044 | 152 |
| Salisbury, Md. | 2,284,443 | 153 |
| Albany, Ga. | 2,234,628 | 154 |
| Joplin - Pittsburg, Mo.-Kans. | 2,175,177 | 155 |
| Bluefield - Beckley - Oak Hill, W.Va. | 2,067,421 | 156 |
| Idaho Falls - Pocatello, Ida. | 1,900,127 | 157 |
| Utica, N.Y. | 1,894,000 | 158 |
| Abilene - Sweetwater, Tex. | 1,763,821 | 159 |
| Panama City, Fla. | 1,756,164 | 160 |
| Gainesville, Fla. | 1,743,315 | 161 |
| Biloxi - Gulfport - Pascagoula, Miss. | 1,705,428 | 162 |
| Watertown - Carthage, N.Y. | 1,631,628 | 163 |
| Billings - Hardin, Mont. | 1,628,708 | 164 |
| Palm Springs, Calif. | 1,628,078 | 165 |
| Rapid City, S.D. | 1,600,079 | 166 |
| Dothan, Ala. | 1,561,102 | 167 |
| Quincy - Hannibal, Ill.-Mo. | 1,502,541 | 168 |
| Clarksburg - Weston, W.Va. | 1,472,219 | 169 |
| Harrisonburg, Va. | 1,470,082 | 170 |
| Lake Charles, La. | 1,468,276 | 171 |
| Elmira, N.Y. | 1,462,644 | 172 |
| Alexandria, La. | 1,448,481 | 173 |
| Missoula, Mont. | 1,436,264 | 174 |
| Laurel - Hattiesburg, Miss. | 1,294,551 | 175 |
| El Centro - Yuma, Calif.-Ariz. | 1,292,952 | 176 |
| Jonesboro, Ark. | 1,265,834 | 177 |
| Grand Junction - Durango, Colo. | 1,101,709 | 178 |
| Parkersburg, W.Va. | 1,085,469 | 179 |
| Jackson, Tenn. | 1,072,256 | 180 |
| Tuscaloosa, Ala. | 1,051,403 | 181 |
| Lafayette, Ind. | 1,039,882 | 182 |
| Great Falls, Mont. | 1,039,017 | 183 |
| Charlottesville, Va. | 1,036,794 | 184 |
| Greenwood - Greenville, Miss. | 1,023,748 | 185 |
| Lima, Ohio | 984,011 | 186 |
| Ardmore - Ada, Okla. | 967,240 | 187 |
| Meridian, Miss. | 936,208 | 188 |
| Laredo, Tex. | 918,720 | 189 |
| Bowling Green, Ky. | 914,232 | 190 |
| Eureka, Calif. | 907,613 | 191 |
| Marquette, Mich. | 891,798 | 192 |
| San Angelo, Tex. | 882,050 | 193 |
| Hagerstown, Md. | 868,139 | 194 |
| Butte, Mont. | 854,098 | 195 |
| Cheyenne - Scottsbluff (Sterling), Wyo.-Neb. | 837,537 | 196 |
| St. Joseph, Mo. | 776,931 | 197 |
| Flagstaff, Ariz. | 735,680 | 198 |
| Anniston, Ala. | 734,327 | 199 |
| Bend, Ore. | 728,971 | 200 |
| Casper - Riverton, Wyo. | 701,518 | 201 |
| Twin Falls, Ida. | 679,429 | 202 |
| Mankato, Minn. | 665,598 | 203 |
| Zanesville, Ohio | 606,589 | 204 |
| Presque Isle, Maine | 567,046 | 205 |
| Ottumwa - Kirksville, Iowa-Mo. | 464,085 | 206 |
| Helena, Mont. | 362,700 | 207 |
| North Platte, Neb. | 320,583 | 208 |
| Alpena, Mich. | 268,277 | 209 |

1992 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# FOOD STORE SALES

| ADI | ($000) | Rank |
|---|---|---|
| New York, N.Y. | 28,927,580 | 1 |
| Los Angeles, Calif. | 20,559,417 | 2 |
| Philadelphia, Pa. | 11,611,533 | 3 |
| Chicago, Ill. | 10,787,292 | 4 |
| Boston, Mass. | 10,039,411 | 5 |
| San Francisco - Oakland - San Jose, Calif. | 9,514,640 | 6 |
| Dallas - Ft. Worth, Tex. | 7,968,588 | 7 |
| Washington, D.C. | 7,078,036 | 8 |
| Houston, Tex. | 6,891,382 | 9 |
| Seattle - Tacoma, Wash. | 6,234,953 | 10 |
| Detroit, Mich. | 5,518,912 | 11 |
| Cleveland, Ohio | 5,276,131 | 12 |
| Atlanta, Ga. | 5,268,957 | 13 |
| Miami - Ft. Lauderdale, Fla. | 5,215,602 | 14 |
| Minneapolis - St. Paul, Minn. | 5,105,661 | 15 |
| Phoenix, Ariz. | 4,847,672 | 16 |
| Tampa - St. Petersburg, Fla. | 4,668,869 | 17 |
| Denver, Colo. | 4,361,709 | 18 |
| Sacramento - Stockton, Calif. | 4,343,785 | 19 |
| Pittsburgh, Pa. | 4,223,994 | 20 |
| St. Louis, Mo. | 3,941,091 | 21 |
| Orlando - Daytona Beach - Melbourne, Fla. | 3,728,544 | 22 |
| Hartford - New Haven, Conn. | 3,705,298 | 23 |
| Baltimore, Md. | 3,551,902 | 24 |
| Portland, Ore. | 3,525,732 | 25 |
| San Diego, Calif. | 3,509,674 | 26 |
| New Orleans, La. | 3,125,860 | 27 |
| Cincinnati, Ohio | 2,982,685 | 28 |
| Indianapolis, Ind. | 2,789,342 | 29 |
| Charlotte, N.C. | 2,769,807 | 30 |
| Kansas City, Mo. | 2,752,530 | 31 |
| San Antonio - Victoria, Tex. | 2,744,099 | 32 |
| Buffalo, N.Y. | 2,702,907 | 33 |
| Milwaukee, Wisc. | 2,632,831 | 34 |
| Raleigh - Durham, N.C. | 2,625,938 | 35 |
| Salt Lake City, Utah | 2,609,814 | 36 |
| Greenville - Spartanburg - Asheville, S.C.-N.C. | 2,561,852 | 37 |
| Nashville, Tenn. | 2,461,666 | 38 |
| Albany - Schenectady - Troy, N.Y. | 2,452,753 | 39 |
| Norfolk - Portsmouth - Newport News - Hampton, Va. | 2,377,402 | 40 |
| Harrisburg - York - Lancaster - Lebanon, Pa. | 2,333,642 | 41 |
| Providence - New Bedford, R.I.-Mass. | 2,324,262 | 42 |
| Columbus, Ohio | 2,234,941 | 43 |
| West Palm Beach - Ft. Pierce - Vero Beach, Fla. | 2,182,821 | 44 |
| Wilkes-Barre - Scranton, Pa. | 2,130,169 | 45 |
| Oklahoma City, Okla. | 2,050,040 | 46 |
| Albuquerque, N.M. | 1,966,872 | 47 |
| Louisville, Ky. | 1,933,422 | 48 |
| Grand Rapids - Kalamazoo - Battle Creek, Mich. | 1,928,021 | 49 |
| Jacksonville, Fla. | 1,896,788 | 50 |
| Memphis, Tenn. | 1,874,342 | 51 |
| Greensboro - Winston-Salem - High Point, N.C. | 1,860,282 | 52 |
| Tulsa, Okla. | 1,830,194 | 53 |
| Austin, Tex. | 1,820,351 | 54 |
| Rochester, N.Y. | 1,797,176 | 55 |
| Fresno - Visalia, Calif. | 1,779,852 | 56 |
| Dayton, Ohio | 1,740,071 | 57 |
| Syracuse, N.Y. | 1,731,124 | 58 |
| Richmond, Va. | 1,723,636 | 59 |
| Charleston - Huntington, W.Va. | 1,705,407 | 60 |
| Birmingham, Ala. | 1,703,826 | 61 |
| Portland - Poland Spring, Maine | 1,702,758 | 62 |
| Little Rock, Ark. | 1,662,804 | 63 |
| Wichita - Hutchinson, Kans. | 1,598,060 | 64 |
| Flint - Saginaw - Bay City, Mich. | 1,578,892 | 65 |
| Des Moines, Iowa | 1,564,141 | 66 |
| Toledo, Ohio | 1,481,396 | 67 |
| Mobile - Pensacola, Ala.-Fla. | 1,473,148 | 68 |
| Spokane, Wash. | 1,472,670 | 69 |
| Knoxville, Tenn. | 1,449,846 | 70 |
| Shreveport - Texarkana, La.-Tex.-Ark. | 1,409,146 | 71 |
| Roanoke - Lynchburg, Va. | 1,406,391 | 72 |
| Green Bay - Appleton, Wisc. | 1,387,838 | 73 |
| Las Vegas, Nev. | 1,356,999 | 74 |
| Lexington, Ky. | 1,336,810 | 75 |
| Baton Rouge, La. | 1,290,729 | 76 |
| Burlington - Plattsburgh, Vt.-N.Y. | 1,275,041 | 77 |
| Omaha, Neb. | 1,259,994 | 78 |
| Ft. Myers - Naples, Fla. | 1,187,703 | 79 |
| Tucson, Ariz. | 1,176,769 | 80 |
| Springfield - Decatur - Champaign, Ill. | 1,128,901 | 81 |
| Johnstown - Altoona, Pa. | 1,124,001 | 82 |
| Cedar Rapids - Waterloo - Dubuque, Iowa | 1,118,719 | 83 |
| Columbia, S.C. | 1,092,434 | 84 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 1,081,801 | 85 |
| Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill. | 1,079,092 | 86 |
| Springfield, Mo. | 1,051,749 | 87 |
| Huntsville - Decatur - Florence, Ala. | 1,047,718 | 88 |
| Chattanooga, Tenn. | 1,026,073 | 89 |
| Santa Barbara - Santa Maria - San Luis Obispo, Calif. | 1,022,057 | 90 |
| South Bend - Elkhart, Ind. | 1,018,604 | 91 |
| Waco - Temple - Bryan, Tex. | 1,015,388 | 92 |
| Springfield, Mass. | 1,011,896 | 93 |
| Madison, Wisc. | 989,352 | 94 |
| Bristol - Kingsport - Johnson City, Tenn. | 977,570 | 95 |
| Lafayette, La. | 966,818 | 96 |
| Evansville, Ind. | 952,552 | 97 |
| Jackson, Miss. | 946,404 | 98 |
| Charleston, S.C. | 930,218 | 99 |
| Savannah, Ga. | 921,207 | 100 |
| Youngstown, Ohio | 919,076 | 101 |
| McAllen - Brownsville, Tex. | 919,023 | 102 |
| Tyler - Longview - Jacksonville, Tex. | 894,440 | 103 |
| Salinas - Monterey, Calif. | 881,853 | 104 |
| El Paso, Tex. | 866,789 | 105 |
| Reno, Nev. | 858,994 | 106 |
| Greenville - New Bern - Washington, N.C. | 856,990 | 107 |
| Colorado Springs - Pueblo, Colo. | 841,102 | 108 |
| Corpus Christi, Tex. | 827,700 | 109 |
| Traverse City - Cadillac, Mich. | 827,071 | 110 |
| Yakima - Pasco - Richland - Kennewick, Wash. | 814,789 | 111 |
| Augusta, Ga. | 808,319 | 112 |
| Monroe - El Dorado, La.-Ark. | 797,387 | 113 |
| Tallahassee - Thomasville, Fla.-Ga. | 789,954 | 114 |
| Peoria - Bloomington, Ill. | 788,631 | 115 |
| Lincoln - Hastings - Kearney, Neb. | 786,958 | 116 |
| Ft. Wayne, Ind. | 779,388 | 117 |
| Fargo, N.D. | 772,347 | 118 |
| Sioux Falls - Mitchell, S.D. | 751,228 | 119 |
| Ft. Smith, Ark. | 743,455 | 120 |
| Montgomery - Selma, Ala. | 730,122 | 121 |
| Amarillo, Tex. | 721,655 | 122 |
| Florence - Myrtle Beach, S.C. | 720,973 | 123 |
| Eugene, Ore. | 697,334 | 124 |
| Lansing, Mich. | 676,830 | 125 |
| Chico - Redding, Calif. | 673,836 | 126 |
| Odessa - Midland, Tex. | 665,991 | 127 |
| Macon, Ga. | 652,043 | 128 |
| Duluth - Superior, Minn.-Wisc. | 648,637 | 129 |
| Columbus, Ga. | 633,661 | 130 |
| Binghamton, N.Y. | 631,846 | 131 |
| Boise, Ida. | 631,827 | 132 |
| Beaumont - Port Arthur, Tex. | 626,043 | 133 |
| Bangor, Maine | 605,598 | 134 |
| Bakersfield, Calif. | 595,903 | 135 |
| Albany, Ga. | 594,867 | 136 |
| Lubbock, Tex. | 588,668 | 137 |
| Medford, Ore. | 581,941 | 138 |
| Sioux City, Iowa | 573,941 | 139 |
| Erie, Pa. | 570,596 | 140 |
| La Crosse - Eau Claire, Wisc. | 570,488 | 141 |
| Wausau - Rhinelander, Wisc. | 553,876 | 142 |
| Rockford, Ill. | 551,451 | 143 |
| Wheeling - Steubenville, W.Va.-Ohio | 542,790 | 144 |
| Columbus - Tupelo, Miss. | 538,269 | 145 |
| Wilmington, N.C. | 536,683 | 146 |
| Bluefield - Beckley - Oak Hill, W.Va. | 533,742 | 147 |
| Wichita Falls - Lawton, Tex.-Okla. | 520,617 | 148 |
| Rochester - Mason City - Austin, Minn.-Iowa | 510,325 | 149 |
| Sarasota, Fla. | 508,267 | 150 |
| Topeka, Kans. | 492,315 | 151 |
| Joplin - Pittsburg, Mo.-Kans. | 477,227 | 152 |
| Panama City, Fla. | 452,227 | 153 |
| Terre Haute, Ind. | 442,085 | 154 |
| Idaho Falls - Pocatello, Ida. | 438,752 | 155 |
| Minot - Bismarck - Dickinson - Glendive, N.D.-Mont. | 438,594 | 156 |
| Utica, N.Y. | 429,662 | 157 |
| Columbia - Jefferson City, Mo. | 427,829 | 158 |
| Billings - Hardin, Mont. | 414,442 | 159 |
| Salisbury, Md. | 412,639 | 160 |
| Watertown - Carthage, N.Y. | 402,486 | 161 |
| Lake Charles, La. | 398,598 | 162 |
| Gainesville, Fla. | 394,527 | 163 |
| Elmira, N.Y. | 373,997 | 164 |
| Clarksburg - Weston, W.Va. | 371,422 | 165 |
| Palm Springs, Calif. | 365,842 | 166 |
| Biloxi - Gulfport - Pascagoula, Miss. | 361,060 | 167 |
| Abilene - Sweetwater, Tex. | 352,035 | 168 |
| Alexandria, La. | 340,387 | 169 |
| Rapid City, S.D. | 337,633 | 170 |
| Dothan, Ala. | 327,737 | 171 |
| Missoula, Mont. | 323,947 | 172 |
| Laurel - Hattiesburg, Miss. | 310,192 | 173 |
| Quincy - Hannibal, Ill.-Mo. | 309,296 | 174 |
| El Centro - Yuma, Calif.-Ariz. | 305,232 | 175 |
| Harrisonburg, Va. | 303,636 | 176 |
| Jonesboro, Ark. | 279,627 | 177 |
| Grand Junction - Durango, Colo. | 272,146 | 178 |
| Greenwood - Greenville, Miss. | 268,853 | 179 |
| Ardmore - Ada, Okla. | 268,082 | 180 |
| Laredo, Tex. | 242,882 | 181 |
| Great Falls, Mont. | 237,206 | 182 |
| Meridian, Miss. | 236,503 | 183 |
| Charlottesville, Va. | 225,044 | 184 |
| Parkersburg, W.Va. | 214,786 | 185 |
| Jackson, Tenn. | 213,013 | 186 |
| Eureka, Calif. | 209,490 | 187 |
| Marquette, Mich. | 207,910 | 188 |
| Butte, Mont. | 202,502 | 189 |
| Flagstaff, Ariz. | 188,534 | 190 |
| San Angelo, Tex. | 182,808 | 191 |
| Hagerstown, Md. | 182,659 | 192 |
| Casper - Riverton, Wyo. | 178,625 | 193 |
| Tuscaloosa, Ala. | 177,717 | 194 |
| Lima, Ohio | 169,612 | 195 |
| Mankato, Minn. | 166,314 | 196 |
| Bend, Ore. | 164,979 | 197 |
| Lafayette, Ind. | 162,216 | 198 |
| Bowling Green, Ky. | 161,247 | 199 |
| St. Joseph, Mo. | 158,931 | 200 |
| Cheyenne - Scottsbluff (Sterling), Wyo.-Neb. | 157,998 | 201 |
| Presque Isle, Maine | 150,239 | 202 |
| Twin Falls, Ida. | 129,855 | 203 |
| Zanesville, Ohio | 120,058 | 204 |
| Ottumwa - Kirksville, Iowa-Mo. | 109,137 | 205 |
| Helena, Mont. | 98,406 | 206 |
| Anniston, Ala. | 84,947 | 207 |
| North Platte, Neb. | 66,026 | 208 |
| Alpena, Mich. | 61,291 | 209 |

# SUPERMARKET SALES

| ADI | ($000) | Rank |
|---|---|---|
| New York, N.Y. | 25,622,435 | 1 |
| Los Angeles, Calif. | 19,131,332 | 2 |
| Philadelphia, Pa. | 10,607,917 | 3 |
| Chicago, Ill. | 9,943,960 | 4 |
| Boston, Mass. | 9,098,207 | 5 |
| San Francisco - Oakland - San Jose, Calif. | 8,588,899 | 6 |
| Dallas - Ft. Worth, Tex. | 7,717,934 | 7 |
| Washington, D.C. | 6,731,635 | 8 |
| Houston, Tex. | 6,596,243 | 9 |
| Seattle - Tacoma, Wash. | 5,936,649 | 10 |
| Atlanta, Ga. | 5,074,064 | 11 |
| Detroit, Mich. | 4,922,443 | 12 |
| Cleveland, Ohio | 4,904,532 | 13 |
| Minneapolis - St. Paul, Minn. | 4,823,757 | 14 |
| Miami - Ft. Lauderdale, Fla. | 4,722,826 | 15 |
| Phoenix, Ariz. | 4,703,349 | 16 |
| Tampa - St. Petersburg, Fla. | 4,417,652 | 17 |
| Denver, Colo. | 4,214,171 | 18 |
| Sacramento - Stockton, Calif. | 4,120,577 | 19 |
| Pittsburgh, Pa. | 3,983,237 | 20 |
| St. Louis, Mo. | 3,736,078 | 21 |
| Orlando - Daytona Beach - Melbourne, Fla. | 3,548,543 | 22 |
| Hartford - New Haven, Conn. | 3,439,479 | 23 |
| Portland, Ore. | 3,323,181 | 24 |
| Baltimore, Md. | 3,290,285 | 25 |
| San Diego, Calif. | 3,232,638 | 26 |
| New Orleans, La. | 2,964,688 | 27 |
| Cincinnati, Ohio | 2,788,569 | 28 |
| Charlotte, N.C. | 2,692,912 | 29 |
| Indianapolis, Ind. | 2,688,768 | 30 |
| Kansas City, Mo. | 2,659,635 | 31 |
| San Antonio - Victoria, Tex. | 2,635,840 | 32 |
| Raleigh - Durham, N.C. | 2,542,150 | 33 |
| Buffalo, N.Y. | 2,517,401 | 34 |
| Salt Lake City, Utah | 2,506,991 | 35 |
| Greenville - Spartanburg - Asheville, S.C.-N.C. | 2,497,430 | 36 |
| Milwaukee, Wisc. | 2,481,716 | 37 |
| Nashville, Tenn. | 2,359,496 | 38 |
| Albany - Schenectady - Troy, N.Y. | 2,328,913 | 39 |
| Norfolk - Portsmouth - Newport News - Hampton, Va. | 2,290,416 | 40 |
| Harrisburg - York - Lancaster - Lebanon, Pa. | 2,158,766 | 41 |
| Columbus, Ohio | 2,128,957 | 42 |
| Providence - New Bedford, R.I.-Mass. | 2,057,250 | 43 |
| West Palm Beach - Ft. Pierce - Vero Beach, Fla. | 2,027,569 | 44 |
| Wilkes-Barre - Scranton, Pa. | 1,985,680 | 45 |
| Oklahoma City, Okla. | 1,964,754 | 46 |
| Albuquerque, N.M. | 1,877,446 | 47 |
| Louisville, Ky. | 1,852,451 | 48 |
| Grand Rapids - Kalamazoo - Battle Creek, Mich. | 1,817,195 | 49 |
| Jacksonville, Fla. | 1,802,996 | 50 |
| Greensboro - Winston-Salem - High Point, N.C. | 1,796,267 | 51 |
| Tulsa, Okla. | 1,770,264 | 52 |
| Memphis, Tenn. | 1,768,601 | 53 |
| Austin, Tex. | 1,760,955 | 54 |
| Rochester, N.Y. | 1,711,596 | 55 |
| Richmond, Va. | 1,665,765 | 56 |
| Dayton, Ohio | 1,664,133 | 57 |
| Fresno - Visalia, Calif. | 1,663,159 | 58 |
| Birmingham, Ala. | 1,632,232 | 59 |
| Charleston - Huntington, W.Va. | 1,628,874 | 60 |
| Syracuse, N.Y. | 1,622,179 | 61 |
| Portland - Poland Spring, Maine | 1,613,082 | 62 |
| Little Rock, Ark. | 1,602,216 | 63 |
| Wichita - Hutchinson, Kans. | 1,547,649 | 64 |
| Des Moines, Iowa | 1,513,792 | 65 |
| Flint - Saginaw - Bay City, Mich. | 1,460,822 | 66 |
| Spokane, Wash. | 1,433,970 | 67 |
| Mobile - Pensacola, Ala.-Fla. | 1,413,436 | 68 |
| Toledo, Ohio | 1,404,949 | 69 |
| Knoxville, Tenn. | 1,381,634 | 70 |
| Roanoke - Lynchburg, Va. | 1,366,330 | 71 |
| Shreveport - Texarkana, La.-Tex.-Ark. | 1,353,615 | 72 |
| Las Vegas, Nev. | 1,298,719 | 73 |
| Green Bay - Appleton, Wisc. | 1,284,493 | 74 |
| Lexington, Ky. | 1,272,906 | 75 |
| Baton Rouge, La. | 1,244,447 | 76 |
| Omaha, Neb. | 1,205,129 | 77 |
| Burlington - Plattsburgh, Vt.-N.Y. | 1,204,735 | 78 |
| Ft. Myers - Naples, Fla. | 1,134,024 | 79 |
| Tucson, Ariz. | 1,127,931 | 80 |
| Springfield - Decatur - Champaign, Ill. | 1,081,143 | 81 |
| Johnstown - Altoona, Pa. | 1,073,555 | 82 |
| Cedar Rapids - Waterloo - Dubuque, Iowa | 1,060,291 | 83 |
| Columbia, S.C. | 1,053,207 | 84 |
| Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill. | 1,043,915 | 85 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 1,033,333 | 86 |
| Springfield, Mo. | 1,018,974 | 87 |
| Huntsville - Decatur - Florence, Ala. | 1,003,461 | 88 |
| Chattanooga, Tenn. | 996,348 | 89 |
| Waco - Temple - Bryan, Tex. | 973,977 | 90 |
| South Bend - Elkhart, Ind. | 961,532 | 91 |
| Santa Barbara - Santa Maria - San Luis Obispo, Calif. | 952,359 | 92 |
| Bristol - Kingsport - Johnson City, Tenn. | 934,953 | 93 |
| Madison, Wisc. | 930,553 | 94 |
| Springfield, Mass. | 930,277 | 95 |
| Lafayette, La. | 926,514 | 96 |
| Jackson, Miss. | 915,498 | 97 |
| Evansville, Ind. | 912,786 | 98 |
| Charleston, S.C. | 887,622 | 99 |
| Savannah, Ga. | 880,037 | 100 |
| Tyler - Longview - Jacksonville, Tex. | 866,858 | 101 |
| McAllen - Brownsville, Tex. | 866,722 | 102 |
| Youngstown, Ohio | 866,595 | 103 |
| El Paso, Tex. | 837,711 | 104 |
| Reno, Nev. | 829,682 | 105 |
| Colorado Springs - Pueblo, Colo. | 813,467 | 106 |
| Greenville - New Bern - Washington, N.C. | 812,220 | 107 |
| Corpus Christi, Tex. | 801,524 | 108 |
| Yakima - Pasco - Richland - Kennewick, Wash. | 796,127 | 109 |
| Traverse City - Cadillac, Mich. | 789,969 | 110 |
| Augusta, Ga. | 788,839 | 111 |
| Salinas - Monterey, Calif. | 775,800 | 112 |
| Monroe - El Dorado, La.-Ark. | 764,222 | 113 |
| Tallahassee - Thomasville, Fla.-Ga. | 758,208 | 114 |
| Peoria - Bloomington, Ill. | 750,667 | 115 |
| Fargo, N.D. | 744,408 | 116 |
| Ft. Wayne, Ind. | 737,936 | 117 |
| Sioux Falls - Mitchell, S.D. | 717,074 | 118 |
| Ft. Smith, Ark. | 717,070 | 119 |
| Florence - Myrtle Beach, S.C. | 693,413 | 120 |
| Amarillo, Tex. | 690,544 | 121 |
| Montgomery - Selma, Ala. | 681,054 | 122 |
| Eugene, Ore. | 659,340 | 123 |
| Odessa - Midland, Tex. | 651,239 | 124 |
| Lansing, Mich. | 645,522 | 125 |
| Chico - Redding, Calif. | 641,002 | 126 |
| Macon, Ga. | 633,518 | 127 |
| Lincoln - Hastings - Kearney, Neb. | 632,778 | 128 |
| Duluth - Superior, Minn.-Wisc. | 614,576 | 129 |
| Boise, Ida. | 611,854 | 130 |
| Binghamton, N.Y. | 611,298 | 131 |
| Beaumont - Port Arthur, Tex. | 607,664 | 132 |
| Columbus, Ga. | 604,836 | 133 |
| Albany, Ga. | 577,624 | 134 |
| Bangor, Maine | 570,120 | 135 |
| Lubbock, Tex. | 566,497 | 136 |
| Bakersfield, Calif. | 564,032 | 137 |
| Sioux City, Iowa | 556,823 | 138 |
| La Crosse - Eau Claire, Wisc. | 542,895 | 139 |
| Erie, Pa. | 541,237 | 140 |
| Medford, Ore. | 536,594 | 141 |
| Rockford, Ill. | 526,089 | 142 |
| Wilmington, N.C. | 519,336 | 143 |
| Wheeling - Steubenville, W.Va.-Ohio | 515,125 | 144 |
| Columbus - Tupelo, Miss. | 513,881 | 145 |
| Bluefield - Beckley - Oak Hill, W.Va. | 508,015 | 146 |
| Wichita Falls - Lawton, Tex.-Okla. | 497,391 | 147 |
| Wausau - Rhinelander, Wisc. | 496,733 | 148 |
| Rochester - Mason City - Austin, Minn.-Iowa | 492,110 | 149 |
| Topeka, Kans. | 479,229 | 150 |
| Sarasota, Fla. | 465,409 | 151 |
| Joplin - Pittsburg, Mo.-Kans. | 460,611 | 152 |
| Panama City, Fla. | 435,899 | 153 |
| Idaho Falls - Pocatello, Ida. | 424,271 | 154 |
| Terre Haute, Ind. | 423,097 | 155 |
| Minot - Bismarck - Dickinson - Glendive, N.D.-Mont. | 421,075 | 156 |
| Columbia - Jefferson City, Mo. | 418,101 | 157 |
| Utica, N.Y. | 402,433 | 158 |
| Billings - Hardin, Mont. | 401,651 | 159 |
| Watertown - Carthage, N.Y. | 388,972 | 160 |
| Lake Charles, La. | 388,577 | 161 |
| Salisbury, Md. | 387,267 | 162 |
| Gainesville, Fla. | 374,672 | 163 |
| Elmira, N.Y. | 353,843 | 164 |
| Palm Springs, Calif. | 350,267 | 165 |
| Clarksburg - Weston, W.Va. | 344,308 | 166 |
| Abilene - Sweetwater, Tex. | 339,877 | 167 |
| Biloxi - Gulfport - Pascagoula, Miss. | 339,510 | 168 |
| Rapid City, S.D. | 328,213 | 169 |
| Alexandria, La. | 322,131 | 170 |
| Missoula, Mont. | 312,131 | 171 |
| Dothan, Ala. | 307,826 | 172 |
| El Centro - Yuma, Calif.-Ariz. | 298,544 | 173 |
| Quincy - Hannibal, Ill.-Mo. | 296,869 | 174 |
| Laurel - Hattiesburg, Miss. | 294,475 | 175 |
| Harrisonburg, Va. | 289,691 | 176 |
| Jonesboro, Ark. | 269,553 | 177 |
| Grand Junction - Durango, Colo. | 262,836 | 178 |
| Greenwood - Greenville, Miss. | 258,221 | 179 |
| Ardmore - Ada, Okla. | 243,381 | 180 |
| Great Falls, Mont. | 229,199 | 181 |
| Meridian, Miss. | 226,349 | 182 |
| Laredo, Tex. | 224,194 | 183 |
| Charlottesville, Va. | 219,492 | 184 |
| Parkersburg, W.Va. | 207,141 | 185 |
| Jackson, Tenn. | 202,262 | 186 |
| Marquette, Mich. | 199,236 | 187 |
| Eureka, Calif. | 199,229 | 188 |
| Butte, Mont. | 195,688 | 189 |
| Flagstaff, Ariz. | 183,471 | 190 |
| San Angelo, Tex. | 175,962 | 191 |
| Casper - Riverton, Wyo. | 174,369 | 192 |
| Hagerstown, Md. | 173,323 | 193 |
| Tuscaloosa, Ala. | 170,584 | 194 |
| Mankato, Minn. | 161,219 | 195 |
| Lima, Ohio | 157,825 | 196 |
| Bend, Ore. | 157,785 | 197 |
| Lafayette, Ind. | 155,827 | 198 |
| Bowling Green, Ky. | 152,412 | 199 |
| Cheyenne - Scottsbluff (Sterling), Wyo.-Neb. | 152,379 | 200 |
| St. Joseph, Mo. | 152,337 | 201 |
| Presque Isle, Maine | 146,669 | 202 |
| Twin Falls, Ida. | 127,294 | 203 |
| Zanesville, Ohio | 116,226 | 204 |
| Ottumwa - Kirksville, Iowa-Mo. | 106,523 | 205 |
| Helena, Mont. | 95,821 | 206 |
| Anniston, Ala. | 82,565 | 207 |
| North Platte, Neb. | 60,659 | 208 |
| Alpena, Mich. | 58,404 | 209 |

# EATING & DRINKING PLACE SALES

| ADI | ($000) | Rank |
|---|---|---|
| Los Angeles, Calif. | 13,542,655 | 1 |
| New York, N.Y. | 13,399,303 | 2 |
| Chicago, Ill. | 6,790,085 | 3 |
| San Francisco - Oakland - San Jose, Calif. | 6,753,965 | 4 |
| Boston, Mass. | 6,377,026 | 5 |
| Philadelphia, Pa. | 4,871,855 | 6 |
| Washington, D.C. | 4,075,389 | 7 |
| Dallas - Ft. Worth, Tex. | 3,808,780 | 8 |
| Detroit, Mich. | 3,622,346 | 9 |
| Seattle - Tacoma, Wash. | 3,606,355 | 10 |
| Atlanta, Ga. | 3,233,152 | 11 |
| Miami - Ft. Lauderdale, Fla. | 3,166,074 | 12 |
| Minneapolis - St. Paul, Minn. | 2,876,209 | 13 |
| Houston, Tex. | 2,830,332 | 14 |
| Cleveland, Ohio | 2,664,206 | 15 |
| Denver, Colo. | 2,364,453 | 16 |
| San Diego, Calif. | 2,335,486 | 17 |
| Sacramento - Stockton, Calif. | 2,290,192 | 18 |
| Orlando - Daytona Beach - Melbourne, Fla. | 2,207,011 | 19 |
| Portland, Ore. | 2,197,487 | 20 |
| Tampa - St. Petersburg, Fla. | 2,196,251 | 21 |
| St. Louis, Mo. | 2,179,392 | 22 |
| Phoenix, Ariz. | 2,115,453 | 23 |
| Hartford - New Haven, Conn. | 2,056,367 | 24 |
| Baltimore, Md. | 1,852,846 | 25 |
| Indianapolis, Ind. | 1,817,292 | 26 |
| Pittsburgh, Pa. | 1,750,748 | 27 |
| Cincinnati, Ohio | 1,656,015 | 28 |
| Milwaukee, Wisc. | 1,620,165 | 29 |
| Raleigh - Durham, N.C. | 1,583,238 | 30 |
| Columbus, Ohio | 1,449,256 | 31 |
| Kansas City, Mo. | 1,447,320 | 32 |
| Providence - New Bedford, R.I.-Mass. | 1,384,436 | 33 |
| San Antonio - Victoria, Tex. | 1,297,291 | 34 |
| New Orleans, La. | 1,281,684 | 35 |
| Charlotte, N.C. | 1,266,916 | 36 |
| Nashville, Tenn. | 1,250,819 | 37 |
| West Palm Beach - Ft. Pierce - Vero Beach, Fla. | 1,169,367 | 38 |
| Norfolk - Portsmouth - Newport News - Hampton, Va. | 1,117,814 | 39 |
| Buffalo, N.Y. | 1,086,045 | 40 |
| Grand Rapids - Kalamazoo - Battle Creek, Mich. | 1,071,266 | 41 |
| Jacksonville, Fla. | 1,037,313 | 42 |
| Greenville - Spartanburg - Asheville, S.C.-N.C. | 1,026,363 | 43 |
| Salt Lake City, Utah | 1,025,937 | 44 |
| Louisville, Ky. | 1,002,540 | 45 |
| Albuquerque, N.M. | 991,108 | 46 |
| Harrisburg - York - Lancaster - Lebanon, Pa. | 972,765 | 47 |
| Albany - Schenectady - Troy, N.Y. | 963,918 | 48 |
| Dayton, Ohio | 954,825 | 49 |
| Oklahoma City, Okla. | 954,620 | 50 |
| Greensboro - Winston-Salem - High Point, N.C. | 871,571 | 51 |
| Portland - Poland Spring, Maine | 853,290 | 52 |
| Fresno - Visalia, Calif. | 835,337 | 53 |
| Austin, Tex. | 814,914 | 54 |
| Flint - Saginaw - Bay City, Mich. | 785,834 | 55 |
| Toledo, Ohio | 777,838 | 56 |
| Memphis, Tenn. | 777,433 | 57 |
| Wilkes-Barre - Scranton, Pa. | 767,514 | 58 |
| Green Bay - Appleton, Wisc. | 747,397 | 59 |
| Birmingham, Ala. | 746,513 | 60 |
| Wichita - Hutchinson, Kans. | 744,636 | 61 |
| Mobile - Pensacola, Ala.-Fla. | 742,301 | 62 |
| Tulsa, Okla. | 721,764 | 63 |
| Las Vegas, Nev. | 701,585 | 64 |
| Syracuse, N.Y. | 684,304 | 65 |
| Knoxville, Tenn. | 681,902 | 66 |
| Richmond, Va. | 680,851 | 67 |
| Rochester, N.Y. | 675,576 | 68 |
| Omaha, Neb. | 671,487 | 69 |
| Springfield - Decatur - Champaign, Ill. | 665,657 | 70 |
| Springfield, Mass. | 622,603 | 71 |
| Des Moines, Iowa | 621,568 | 72 |
| Spokane, Wash. | 620,307 | 73 |
| Little Rock, Ark. | 619,438 | 74 |
| Charleston - Huntington, W.Va. | 608,378 | 75 |
| Santa Barbara - Santa Maria - San Luis Obispo, Calif. | 602,871 | 76 |
| Madison, Wisc. | 596,190 | 77 |
| Burlington - Plattsburgh, Vt.-N.Y. | 594,518 | 78 |
| Salinas - Monterey, Calif. | 592,394 | 79 |
| Lexington, Ky. | 585,512 | 80 |
| Ft. Myers - Naples, Fla. | 576,426 | 81 |
| South Bend - Elkhart, Ind. | 558,449 | 82 |
| Cedar Rapids - Waterloo - Dubuque, Iowa | 545,770 | 83 |
| Roanoke - Lynchburg, Va. | 538,284 | 84 |
| Columbia, S.C. | 537,597 | 85 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 531,172 | 86 |
| Tucson, Ariz. | 522,646 | 87 |
| Shreveport - Texarkana, La.-Tex.-Ark. | 453,207 | 88 |
| Huntsville - Decatur - Florence, Ala. | 440,908 | 89 |
| Youngstown, Ohio | 439,986 | 90 |
| Savannah, Ga. | 439,559 | 91 |
| Colorado Springs - Pueblo, Colo. | 437,611 | 92 |
| Ft. Wayne, Ind. | 435,254 | 93 |
| Charleston, S.C. | 428,385 | 94 |
| Chattanooga, Tenn. | 426,252 | 95 |
| Lansing, Mich. | 423,743 | 96 |
| Springfield, Mo. | 421,126 | 97 |
| Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill. | 421,055 | 98 |
| Johnstown - Altoona, Pa. | 409,886 | 99 |
| Peoria - Bloomington, Ill. | 403,632 | 100 |
| Reno, Nev. | 400,885 | 101 |
| El Paso, Tex. | 392,739 | 102 |
| Waco - Temple - Bryan, Tex. | 391,264 | 103 |
| Evansville, Ind. | 387,442 | 104 |
| Florence - Myrtle Beach, S.C. | 383,737 | 105 |
| Eugene, Ore. | 382,868 | 106 |
| Lincoln - Hastings - Kearney, Neb. | 382,101 | 107 |
| Jackson, Miss. | 366,038 | 108 |
| Fargo, N.D. | 359,556 | 109 |
| Sioux Falls - Mitchell, S.D. | 352,765 | 110 |
| Greenville - New Bern - Washington, N.C. | 349,011 | 111 |
| Baton Rouge, La. | 346,351 | 112 |
| Yakima - Pasco - Richland - Kennewick, Wash. | 344,192 | 113 |
| La Crosse - Eau Claire, Wisc. | 343,941 | 114 |
| Traverse City - Cadillac, Mich. | 341,759 | 115 |
| Tyler - Longview - Jacksonville, Tex. | 334,599 | 116 |
| Bakersfield, Calif. | 328,527 | 117 |
| Tallahassee - Thomasville, Fla.-Ga. | 327,918 | 118 |
| Augusta, Ga. | 324,749 | 119 |
| Bristol - Kingsport - Johnson City, Tenn. | 323,521 | 120 |
| Salisbury, Md. | 320,671 | 121 |
| Wausau - Rhinelander, Wisc. | 307,570 | 122 |
| Macon, Ga. | 294,669 | 123 |
| Montgomery - Selma, Ala. | 294,472 | 124 |
| Amarillo, Tex. | 294,335 | 125 |
| Corpus Christi, Tex. | 292,566 | 126 |
| Chico - Redding, Calif. | 284,463 | 127 |
| Sarasota, Fla. | 280,920 | 128 |
| McAllen - Brownsville, Tex. | 280,859 | 129 |
| Rockford, Ill. | 278,607 | 130 |
| Medford, Ore. | 276,675 | 131 |
| Lafayette, La. | 276,560 | 132 |
| Duluth - Superior, Minn.-Wisc. | 275,293 | 133 |
| Boise, Ida. | 269,042 | 134 |
| Columbus, Ga. | 265,936 | 135 |
| Ft. Smith, Ark. | 260,189 | 136 |
| Lubbock, Tex. | 258,443 | 137 |
| Topeka, Kans. | 258,035 | 138 |
| Erie, Pa. | 251,519 | 139 |
| Beaumont - Port Arthur, Tex. | 240,459 | 140 |
| Wichita Falls - Lawton, Tex.-Okla. | 239,315 | 141 |
| Wilmington, N.C. | 231,216 | 142 |
| Binghamton, N.Y. | 225,542 | 143 |
| Sioux City, Iowa | 224,404 | 144 |
| Panama City, Fla. | 217,099 | 145 |
| Monroe - El Dorado, La.-Ark. | 212,729 | 146 |
| Rochester - Mason City - Austin, Minn.-Iowa | 210,881 | 147 |
| Wheeling - Steubenville, W.Va.-Ohio | 205,875 | 148 |
| Minot - Bismarck - Dickinson - Glendive, N.D.-Mont. | 205,143 | 149 |
| Bangor, Maine | 203,560 | 150 |
| Odessa - Midland, Tex. | 197,763 | 151 |
| Terre Haute, Ind. | 196,674 | 152 |
| Joplin - Pittsburg, Mo.-Kans. | 196,022 | 153 |
| Columbia - Jefferson City, Mo. | 195,479 | 154 |
| Utica, N.Y. | 191,351 | 155 |
| Palm Springs, Calif. | 190,435 | 156 |
| Biloxi - Gulfport - Pascagoula, Miss. | 187,874 | 157 |
| Billings - Hardin, Mont. | 180,681 | 158 |
| Gainesville, Fla. | 173,407 | 159 |
| Grand Junction - Durango, Colo. | 168,848 | 160 |
| Idaho Falls - Pocatello, Ida. | 167,452 | 161 |
| Albany, Ga. | 164,830 | 162 |
| Rapid City, S.D. | 158,788 | 163 |
| Missoula, Mont. | 156,446 | 164 |
| Columbus - Tupelo, Miss. | 154,254 | 165 |
| Abilene - Sweetwater, Tex. | 148,723 | 166 |
| Watertown - Carthage, N.Y. | 146,793 | 167 |
| Bluefield - Beckley - Oak Hill, W.Va. | 135,400 | 168 |
| Quincy - Hannibal, Ill.-Mo. | 133,273 | 169 |
| Dothan, Ala. | 130,891 | 170 |
| Elmira, N.Y. | 122,761 | 171 |
| Great Falls, Mont. | 116,222 | 172 |
| Harrisonburg, Va. | 115,765 | 173 |
| El Centro - Yuma, Calif.-Ariz. | 115,228 | 174 |
| Lake Charles, La. | 114,641 | 175 |
| Clarksburg - Weston, W.Va. | 111,060 | 176 |
| Lafayette, Ind. | 108,715 | 177 |
| Butte, Mont. | 107,550 | 178 |
| Alexandria, La. | 107,153 | 179 |
| Eureka, Calif. | 104,736 | 180 |
| Laurel - Hattiesburg, Miss. | 103,251 | 181 |
| Flagstaff, Ariz. | 99,708 | 182 |
| Charlottesville, Va. | 95,133 | 183 |
| Tuscaloosa, Ala. | 90,036 | 184 |
| Marquette, Mich. | 89,207 | 185 |
| Parkersburg, W.Va. | 88,935 | 186 |
| Cheyenne - Scottsbluff (Sterling), Wyo.-Neb. | 85,636 | 187 |
| Lima, Ohio | 83,934 | 188 |
| Bend, Ore. | 80,709 | 189 |
| San Angelo, Tex. | 77,675 | 190 |
| Greenwood - Greenville, Miss. | 75,659 | 191 |
| Anniston, Ala. | 74,139 | 192 |
| St. Joseph, Mo. | 71,863 | 193 |
| Laredo, Tex. | 70,650 | 194 |
| Ardmore - Ada, Okla. | 68,831 | 195 |
| Jackson, Tenn. | 68,777 | 196 |
| Jonesboro, Ark. | 68,342 | 197 |
| Bowling Green, Ky. | 67,917 | 198 |
| Casper - Riverton, Wyo. | 67,663 | 199 |
| Hagerstown, Md. | 67,311 | 200 |
| Meridian, Miss. | 66,104 | 201 |
| Twin Falls, Ida. | 65,306 | 202 |
| Zanesville, Ohio | 61,879 | 203 |
| Mankato, Minn. | 57,194 | 204 |
| Presque Isle, Maine | 43,055 | 205 |
| Helena, Mont. | 39,214 | 206 |
| Ottumwa - Kirksville, Iowa-Mo. | 34,369 | 207 |
| North Platte, Neb. | 34,181 | 208 |
| Alpena, Mich. | 19,929 | 209 |

## S&MM/ARBITRON TV MARKET (ADI) RANKING

# GENERAL MERCHANDISE STORE SALES

| ADI | ($000) | Rank |
|---|---|---|
| New York, N.Y. | 13,126,642 | 1 |
| Los Angeles, Calif. | 11,600,067 | 2 |
| Chicago, Ill. | 7,190,967 | 3 |
| Philadelphia, Pa. | 6,253,885 | 4 |
| San Francisco - Oakland - San Jose, Calif. | 5,188,572 | 5 |
| Boston, Mass. | 5,120,943 | 6 |
| Detroit, Mich. | 4,998,348 | 7 |
| Dallas - Ft. Worth, Tex. | 4,917,599 | 8 |
| Minneapolis - St. Paul, Minn. | 4,338,245 | 9 |
| Washington, D.C. | 4,205,342 | 10 |
| Atlanta, Ga. | 3,748,899 | 11 |
| Houston, Tex. | 3,567,458 | 12 |
| Cleveland, Ohio | 3,525,620 | 13 |
| Miami - Ft. Lauderdale, Fla. | 3,121,378 | 14 |
| Seattle - Tacoma, Wash. | 3,046,705 | 15 |
| St. Louis, Mo. | 3,018,291 | 16 |
| Tampa - St. Petersburg, Fla. | 2,758,418 | 17 |
| Portland, Ore. | 2,562,794 | 18 |
| Denver, Colo. | 2,524,036 | 19 |
| Pittsburgh, Pa. | 2,391,747 | 20 |
| Orlando - Daytona Beach - Melbourne, Fla. | 2,295,316 | 21 |
| Indianapolis, Ind. | 2,279,938 | 22 |
| Phoenix, Ariz. | 2,233,466 | 23 |
| San Diego, Calif. | 2,212,008 | 24 |
| Baltimore, Md. | 2,109,706 | 25 |
| Kansas City, Mo. | 2,084,315 | 26 |
| Sacramento - Stockton, Calif. | 2,057,183 | 27 |
| Grand Rapids - Kalamazoo - Battle Creek, Mich. | 2,025,786 | 28 |
| Milwaukee, Wisc. | 1,934,326 | 29 |
| Cincinnati, Ohio | 1,891,162 | 30 |
| Nashville, Tenn. | 1,872,244 | 31 |
| Hartford - New Haven, Conn. | 1,863,565 | 32 |
| Columbus, Ohio | 1,819,135 | 33 |
| New Orleans, La. | 1,519,762 | 34 |
| San Antonio - Victoria, Tex. | 1,460,776 | 35 |
| Raleigh - Durham, N.C. | 1,454,991 | 36 |
| Memphis, Tenn. | 1,416,147 | 37 |
| Louisville, Ky. | 1,409,501 | 38 |
| Salt Lake City, Utah | 1,363,378 | 39 |
| Charlotte, N.C. | 1,352,618 | 40 |
| West Palm Beach - Ft. Pierce - Vero Beach, Fla. | 1,334,195 | 41 |
| Dayton, Ohio | 1,330,774 | 42 |
| Norfolk - Portsmouth - Newport News - Hampton, Va. | 1,286,032 | 43 |
| Flint - Saginaw - Bay City, Mich. | 1,252,111 | 44 |
| Providence - New Bedford, R.I.-Mass. | 1,247,395 | 45 |
| Toledo, Ohio | 1,205,245 | 46 |
| Greenville - Spartanburg - Asheville, S.C.-N.C. | 1,201,328 | 47 |
| Oklahoma City, Okla. | 1,192,196 | 48 |
| Buffalo, N.Y. | 1,160,464 | 49 |
| Birmingham, Ala. | 1,136,104 | 50 |
| Little Rock, Ark. | 1,127,114 | 51 |
| Albany - Schenectady - Troy, N.Y. | 1,125,320 | 52 |
| Harrisburg - York - Lancaster - Lebanon, Pa. | 1,107,601 | 53 |
| Albuquerque, N.M. | 1,087,996 | 54 |
| Wilkes-Barre - Scranton, Pa. | 1,076,301 | 55 |
| Wichita - Hutchinson, Kans. | 1,045,863 | 56 |
| Green Bay - Appleton, Wisc. | 1,029,532 | 57 |
| Springfield - Decatur - Champaign, Ill. | 1,013,994 | 58 |
| Jacksonville, Fla. | 1,010,014 | 59 |
| Charleston - Huntington, W.Va. | 983,243 | 60 |
| Mobile - Pensacola, Ala.-Fla. | 982,928 | 61 |
| Greensboro - Winston-Salem - High Point, N.C. | 977,298 | 62 |
| Tulsa, Okla. | 962,237 | 63 |
| Lansing, Mich. | 940,737 | 64 |
| Knoxville, Tenn. | 923,478 | 65 |
| Shreveport - Texarkana, La.-Tex.-Ark. | 902,323 | 66 |
| Richmond, Va. | 902,069 | 67 |
| Lexington, Ky. | 890,856 | 68 |
| Des Moines, Iowa | 887,482 | 69 |
| Omaha, Neb. | 849,679 | 70 |
| Roanoke - Lynchburg, Va. | 805,656 | 71 |
| Austin, Tex. | 805,456 | 72 |
| Springfield, Mo. | 798,485 | 73 |
| Cedar Rapids - Waterloo - Dubuque, Iowa | 797,743 | 74 |
| Jackson, Miss. | 794,023 | 75 |
| Huntsville - Decatur - Florence, Ala. | 789,904 | 76 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 770,904 | 77 |
| Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill. | 741,679 | 78 |
| Tucson, Ariz. | 720,986 | 79 |
| Rochester, N.Y. | 710,762 | 80 |
| Baton Rouge, La. | 710,078 | 81 |
| El Paso, Tex. | 704,448 | 82 |
| Fresno - Visalia, Calif. | 692,808 | 83 |
| Syracuse, N.Y. | 686,816 | 84 |
| South Bend - Elkhart, Ind. | 679,776 | 85 |
| Las Vegas, Nev. | 663,482 | 86 |
| Portland - Poland Spring, Maine | 648,448 | 87 |
| Columbia, S.C. | 648,396 | 88 |
| Evansville, Ind. | 648,304 | 89 |
| Waco - Temple - Bryan, Tex. | 645,753 | 90 |
| Chattanooga, Tenn. | 637,109 | 91 |
| Youngstown, Ohio | 628,705 | 92 |
| Springfield, Mass. | 619,426 | 93 |
| McAllen - Brownsville, Tex. | 615,220 | 94 |
| Ft. Myers - Naples, Fla. | 609,206 | 95 |
| Bristol - Kingsport - Johnson City, Tenn. | 603,561 | 96 |
| Madison, Wisc. | 597,317 | 97 |
| Ft. Smith, Ark. | 592,366 | 98 |
| Peoria - Bloomington, Ill. | 581,746 | 99 |
| Spokane, Wash. | 537,885 | 100 |
| Colorado Springs - Pueblo, Colo. | 536,423 | 101 |
| Tyler - Longview - Jacksonville, Tex. | 519,603 | 102 |
| Ft. Wayne, Ind. | 507,122 | 103 |
| Lincoln - Hastings - Kearney, Neb. | 501,946 | 104 |
| Reno, Nev. | 500,316 | 105 |
| Beaumont - Port Arthur, Tex. | 492,402 | 106 |
| Augusta, Ga. | 490,135 | 107 |
| Fargo, N.D. | 488,199 | 108 |
| Savannah, Ga. | 472,232 | 109 |
| Johnstown - Altoona, Pa. | 465,825 | 110 |
| Amarillo, Tex. | 454,884 | 111 |
| Charleston, S.C. | 442,277 | 112 |
| Lafayette, La. | 440,325 | 113 |
| Montgomery - Selma, Ala. | 439,234 | 114 |
| Wichita Falls - Lawton, Tex.-Okla. | 437,096 | 115 |
| Monroe - El Dorado, La.-Ark. | 434,392 | 116 |
| Burlington - Plattsburgh, Vt.-N.Y. | 431,674 | 117 |
| Eugene, Ore. | 429,004 | 118 |
| Tallahassee - Thomasville, Fla.-Ga. | 418,142 | 119 |
| Wausau - Rhinelander, Wisc. | 416,838 | 120 |
| Sioux Falls - Mitchell, S.D. | 411,969 | 121 |
| Rockford, Ill. | 409,296 | 122 |
| Greenville - New Bern - Washington, N.C. | 408,434 | 123 |
| Corpus Christi, Tex. | 407,400 | 124 |
| La Crosse - Eau Claire, Wisc. | 397,018 | 125 |
| Rochester - Mason City - Austin, Minn.-Iowa | 379,723 | 126 |
| Columbus - Tupelo, Miss. | 374,451 | 127 |
| Macon, Ga. | 371,383 | 128 |
| Columbus, Ga. | 366,315 | 129 |
| Florence - Myrtle Beach, S.C. | 360,179 | 130 |
| Salinas - Monterey, Calif. | 354,393 | 131 |
| Duluth - Superior, Minn.-Wisc. | 351,770 | 132 |
| Columbia - Jefferson City, Mo. | 342,206 | 133 |
| Odessa - Midland, Tex. | 341,668 | 134 |
| Yakima - Pasco - Richland - Kennewick, Wash. | 340,607 | 135 |
| Bluefield - Beckley - Oak Hill, W.Va. | 338,592 | 136 |
| Wheeling - Steubenville, W.Va.-Ohio | 336,555 | 137 |
| Binghamton, N.Y. | 335,618 | 138 |
| Sarasota, Fla. | 334,350 | 139 |
| Topeka, Kans. | 332,090 | 140 |
| Lubbock, Tex. | 331,639 | 141 |
| Santa Barbara - Santa Maria - San Luis Obispo, Calif. | 322,429 | 142 |
| Erie, Pa. | 318,414 | 143 |
| Joplin - Pittsburg, Mo.-Kans. | 312,641 | 144 |
| Terre Haute, Ind. | 311,224 | 145 |
| Bakersfield, Calif. | 307,977 | 146 |
| Traverse City - Cadillac, Mich. | 307,347 | 147 |
| Sioux City, Iowa | 302,541 | 148 |
| Boise, Ida. | 298,358 | 149 |
| Minot - Bismarck - Dickinson - Glendive, N.D.-Mont. | 280,264 | 150 |
| Medford, Ore. | 278,856 | 151 |
| Alexandria, La. | 265,168 | 152 |
| Biloxi - Gulfport - Pascagoula, Miss. | 263,782 | 153 |
| Wilmington, N.C. | 259,409 | 154 |
| Albany, Ga. | 253,720 | 155 |
| Lake Charles, La. | 250,045 | 156 |
| Abilene - Sweetwater, Tex. | 242,569 | 157 |
| Salisbury, Md. | 235,846 | 158 |
| Gainesville, Fla. | 230,737 | 159 |
| Chico - Redding, Calif. | 230,117 | 160 |
| Bangor, Maine | 227,066 | 161 |
| Quincy - Hannibal, Ill.-Mo. | 213,733 | 162 |
| Clarksburg - Weston, W.Va. | 213,624 | 163 |
| Dothan, Ala. | 210,919 | 164 |
| Idaho Falls - Pocatello, Ida. | 206,236 | 165 |
| Utica, N.Y. | 201,833 | 166 |
| Parkersburg, W.Va. | 198,595 | 167 |
| Panama City, Fla. | 196,102 | 168 |
| Jonesboro, Ark. | 190,648 | 169 |
| Elmira, N.Y. | 190,618 | 170 |
| Lafayette, Ind. | 190,210 | 171 |
| Laurel - Hattiesburg, Miss. | 189,870 | 172 |
| Billings - Hardin, Mont. | 185,918 | 173 |
| Lima, Ohio | 179,868 | 174 |
| Harrisonburg, Va. | 179,099 | 175 |
| El Centro - Yuma, Calif.-Ariz. | 175,641 | 176 |
| Rapid City, S.D. | 174,877 | 177 |
| Watertown - Carthage, N.Y. | 163,765 | 178 |
| Tuscaloosa, Ala. | 163,691 | 179 |
| Jackson, Tenn. | 157,985 | 180 |
| Palm Springs, Calif. | 156,693 | 181 |
| Missoula, Mont. | 154,516 | 182 |
| St. Joseph, Mo. | 147,450 | 183 |
| Bowling Green, Ky. | 145,358 | 184 |
| Laredo, Tex. | 141,380 | 185 |
| Meridian, Miss. | 135,838 | 186 |
| Ardmore - Ada, Okla. | 130,876 | 187 |
| Cheyenne - Scottsbluff (Sterling), Wyo.-Neb. | 127,654 | 188 |
| Great Falls, Mont. | 126,985 | 189 |
| Greenwood - Greenville, Miss. | 126,229 | 190 |
| Anniston, Ala. | 114,488 | 191 |
| Grand Junction - Durango, Colo. | 113,795 | 192 |
| Charlottesville, Va. | 111,795 | 193 |
| San Angelo, Tex. | 110,998 | 194 |
| Hagerstown, Md. | 110,370 | 195 |
| Marquette, Mich. | 94,355 | 196 |
| Flagstaff, Ariz. | 91,725 | 197 |
| Casper - Riverton, Wyo. | 80,560 | 198 |
| Zanesville, Ohio | 79,504 | 199 |
| Mankato, Minn. | 78,823 | 200 |
| Bend, Ore. | 65,287 | 201 |
| Ottumwa - Kirksville, Iowa-Mo. | 62,058 | 202 |
| Butte, Mont. | 54,056 | 203 |
| Twin Falls, Ida. | 53,504 | 204 |
| Eureka, Calif. | 52,334 | 205 |
| Presque Isle, Maine | 47,463 | 206 |
| North Platte, Neb. | 40,826 | 207 |
| Helena, Mont. | 39,918 | 208 |
| Alpena, Mich. | 27,642 | 209 |

1992 SURVEY OF BUYING POWER DEMOGRAPHICS USA

## S&MM/ARBITRON TV MARKET (ADI) RANKING

# DEPARTMENT STORE SALES

| ADI | ($000) | Rank |
|---|---|---|
| New York, N.Y. | 10,875,492 | 1 |
| Los Angeles, Calif. | 8,783,238 | 2 |
| Chicago, Ill. | 6,203,523 | 3 |
| Philadelphia, Pa. | 5,415,437 | 4 |
| Detroit, Mich. | 4,430,016 | 5 |
| Boston, Mass. | 4,000,089 | 6 |
| San Francisco - Oakland - San Jose, Calif. | 3,989,948 | 7 |
| Dallas - Ft. Worth, Tex. | 3,859,803 | 8 |
| Washington, D.C. | 3,477,135 | 9 |
| Minneapolis - St. Paul, Minn. | 3,100,251 | 10 |
| Atlanta, Ga. | 3,074,892 | 11 |
| Houston, Tex. | 2,923,417 | 12 |
| Cleveland, Ohio | 2,891,934 | 13 |
| St. Louis, Mo. | 2,623,497 | 14 |
| Miami - Ft. Lauderdale, Fla. | 2,522,114 | 15 |
| Seattle - Tacoma, Wash. | 2,264,259 | 16 |
| Tampa - St. Petersburg, Fla. | 2,229,096 | 17 |
| Pittsburgh, Pa. | 2,010,033 | 18 |
| Denver, Colo. | 2,002,274 | 19 |
| Portland, Ore. | 1,919,909 | 20 |
| Orlando - Daytona Beach - Melbourne, Fla. | 1,904,862 | 21 |
| Indianapolis, Ind. | 1,877,547 | 22 |
| Grand Rapids - Kalamazoo - Battle Creek, Mich. | 1,868,621 | 23 |
| Kansas City, Mo. | 1,741,898 | 24 |
| Cincinnati, Ohio | 1,693,502 | 25 |
| Baltimore, Md. | 1,686,847 | 26 |
| Phoenix, Ariz. | 1,675,510 | 27 |
| Milwaukee, Wisc. | 1,642,836 | 28 |
| Hartford - New Haven, Conn. | 1,615,041 | 29 |
| Sacramento - Stockton, Calif. | 1,593,103 | 30 |
| San Diego, Calif. | 1,536,659 | 31 |
| Nashville, Tenn. | 1,505,128 | 32 |
| Columbus, Ohio | 1,488,211 | 33 |
| New Orleans, La. | 1,148,256 | 34 |
| Raleigh - Durham, N.C. | 1,123,505 | 35 |
| Flint - Saginaw - Bay City, Mich. | 1,115,187 | 36 |
| West Palm Beach - Ft. Pierce - Vero Beach, Fla. | 1,114,895 | 37 |
| San Antonio - Victoria, Tex. | 1,110,887 | 38 |
| Dayton, Ohio | 1,105,647 | 39 |
| Louisville, Ky. | 1,092,192 | 40 |
| Salt Lake City, Utah | 1,065,387 | 41 |
| Memphis, Tenn. | 1,054,108 | 42 |
| Norfolk - Portsmouth - Newport News - Hampton, Va. | 1,027,889 | 43 |
| Charlotte, N.C. | 1,002,199 | 44 |
| Providence - New Bedford, R.I.-Mass. | 1,000,658 | 45 |
| Buffalo, N.Y. | 954,338 | 46 |
| Little Rock, Ark. | 954,083 | 47 |
| Toledo, Ohio | 941,870 | 48 |
| Harrisburg - York - Lancaster - Lebanon, Pa. | 933,496 | 49 |
| Greenville - Spartanburg - Asheville, S.C.-N.C. | 929,772 | 50 |
| Wilkes-Barre - Scranton, Pa. | 918,396 | 51 |
| Oklahoma City, Okla. | 917,935 | 52 |
| Birmingham, Ala. | 905,624 | 53 |
| Lansing, Mich. | 870,441 | 54 |
| Albany - Schenectady - Troy, N.Y. | 861,610 | 55 |
| Tulsa, Okla. | 820,919 | 56 |
| Mobile - Pensacola, Ala.-Fla. | 814,473 | 57 |
| Springfield - Decatur - Champaign, Ill. | 804,293 | 58 |
| Green Bay - Appleton, Wisc. | 799,141 | 59 |
| Wichita - Hutchinson, Kans. | 794,591 | 60 |
| Jacksonville, Fla. | 765,032 | 61 |
| Albuquerque, N.M. | 757,672 | 62 |
| Knoxville, Tenn. | 720,474 | 63 |
| Greensboro - Winston-Salem - High Point, N.C. | 716,959 | 64 |
| Des Moines, Iowa | 710,081 | 65 |
| Omaha, Neb. | 699,163 | 66 |
| Davenport - Rock Island - Molink, Iowa-Ill. | 696,567 | 67 |
| Charleston - Huntington, W.Va. | 678,271 | 68 |
| Lexington, Ky. | 675,821 | 69 |
| Springfield, Mo. | 670,239 | 70 |
| Shreveport - Texarkana, La.-Tex.-Ark. | 661,028 | 71 |
| Huntsville - Decatur - Florence, Ala. | 656,874 | 72 |
| Cedar Rapids - Waterloo - Dubuque, Iowa | 631,674 | 73 |
| Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill. | 631,247 | 74 |
| Richmond, Va. | 628,663 | 75 |
| Austin, Tex. | 592,396 | 76 |
| Las Vegas, Nev. | 592,169 | 77 |
| Roanoke - Lynchburg, Va. | 588,459 | 78 |
| Baton Rouge, La. | 568,521 | 79 |
| Fresno - Visalia, Calif. | 562,020 | 80 |
| Rochester, N.Y. | 548,941 | 81 |
| Evansville, Ind. | 546,600 | 82 |
| El Paso, Tex. | 543,281 | 83 |
| Ft. Myers - Naples, Fla. | 541,110 | 84 |
| South Bend - Elkhart, Ind. | 539,885 | 85 |
| Syracuse, N.Y. | 539,662 | 86 |
| Chattanooga, Tenn. | 538,500 | 87 |
| Youngstown, Ohio | 529,944 | 88 |
| Ft. Smith, Ark. | 516,839 | 89 |
| Columbia, S.C. | 516,211 | 90 |
| Waco - Temple - Bryan, Tex. | 514,789 | 91 |
| Madison, Wisc. | 513,443 | 92 |
| Jackson, Miss. | 498,413 | 93 |
| Springfield, Mass. | 492,233 | 94 |
| Peoria - Bloomington, Ill. | 482,743 | 95 |
| Portland - Poland Spring, Maine | 474,859 | 96 |
| Tucson, Ariz. | 465,523 | 97 |
| McAllen - Brownsville, Tex. | 464,660 | 98 |
| Bristol - Kingsport - Johnson City, Tenn. | 459,369 | 99 |
| Colorado Springs - Pueblo, Colo. | 421,054 | 100 |
| Augusta, Ga. | 400,619 | 101 |
| Beaumont - Port Arthur, Tex. | 397,258 | 102 |
| Ft. Wayne, Ind. | 396,737 | 103 |
| Reno, Nev. | 396,401 | 104 |
| Lincoln - Hastings - Kearney, Neb. | 391,982 | 105. |
| Tyler - Longview - Jacksonville, Tex. | 389,729 | 106 |
| Johnstown - Altoona, Pa. | 380,328 | 107 |
| Spokane, Wash. | 379,067 | 108 |
| Savannah, Ga. | 369,170 | 109 |
| Rockford, Ill. | 365,427 | 110 |
| Lafayette, La. | 356,062 | 111 |
| Montgomery - Selma, Ala. | 351,918 | 112 |
| Wichita Falls - Lawton, Tex.-Okla. | 348,914 | 113 |
| Fargo, N.D. | 347,682 | 114 |
| Tallahassee - Thomasville, Fla.-Ga. | 328,130 | 115 |
| Salinas - Monterey, Calif. | 325,791 | 116 |
| Burlington - Plattsburgh, Vt.-N.Y. | 318,084 | 117 |
| Amarillo, Tex. | 315,574 | 118 |
| Charleston, S.C. | 314,927 | 119 |
| Eugene, Ore. | 313,920 | 120 |
| Sioux Falls - Mitchell, S.D. | 313,343 | 121 |
| Greenville - New Bern - Washington, N.C. | 312,266 | 122 |
| La Crosse - Eau Claire, Wisc. | 310,226 | 123 |
| Macon, Ga. | 309,527 | 124 |
| Columbus, Ga. | 304,295 | 125 |
| Topeka, Kans. | 301,031 | 126 |
| Sarasota, Fla. | 297,494 | 127 |
| Rochester - Mason City - Austin, Minn.-Iowa | 297,067 | 128 |
| Columbia - Jefferson City, Mo. | 294,425 | 129 |
| Wausau - Rhinelander, Wisc. | 288,257 | 130 |
| Columbus - Tupelo, Miss. | 287,680 | 131 |
| Santa Barbara - Santa Maria - San Luis Obispo, Calif. | 283,940 | 132 |
| Duluth - Superior, Minn.-Wisc. | 281,847 | 133 |
| Binghamton, N.Y. | 275,283 | 134 |
| Corpus Christi, Tex. | 275,135 | 135 |
| Monroe - El Dorado, La.-Ark. | 274,508 | 136 |
| Odessa - Midland, Tex. | 272,606 | 137 |
| Wheeling - Steubenville, W.Va.-Ohio | 259,282 | 138 |
| Florence - Myrtle Beach, S.C. | 258,941 | 139 |
| Yakima - Pasco - Richland - Kennewick, Wash. | 255,499 | 140 |
| Joplin - Pittsburg, Mo.-Kans. | 252,049 | 141 |
| Erie, Pa. | 246,469 | 142 |
| Bakersfield, Calif. | 231,786 | 143 |
| Lubbock, Tex. | 229,821 | 144 |
| Traverse City - Cadillac, Mich. | 228,773 | 145 |
| Boise, Ida. | 226,645 | 146 |
| Bluefield - Beckley - Oak Hill, W.Va. | 218,759 | 147 |
| Minot - Bismarck - Dickinson - Glendive, N.D.-Mont. | 218,068 | 148 |
| Terre Haute, Ind. | 217,735 | 149 |
| Albany, Ga. | 214,015 | 150 |
| Sioux City, Iowa | 209,080 | 151 |
| Lake Charles, La. | 208,758 | 152 |
| Biloxi - Gulfport - Pascagoula, Miss. | 207,153 | 153 |
| Alexandria, La. | 199,426 | 154 |
| Chico - Redding, Calif. | 195,565 | 155 |
| Gainesville, Fla. | 192,125 | 156 |
| Salisbury, Md. | 191,557 | 157 |
| Medford, Ore. | 191,507 | 158 |
| Abilene - Sweetwater, Tex. | 188,524 | 159 |
| Wilmington, N.C. | 178,713 | 160 |
| Utica, N.Y. | 176,621 | 161 |
| Dothan, Ala. | 174,719 | 162 |
| Lafayette, Ind. | 170,194 | 163 |
| Idaho Falls - Pocatello, Ida. | 169,153 | 164 |
| Panama City, Fla. | 164,459 | 165 |
| Elmira, N.Y. | 161,574 | 166 |
| Jonesboro, Ark. | 159,857 | 167 |
| Billings - Hardin, Mont. | 154,918 | 168 |
| Parkersburg, W.Va. | 154,535 | 169 |
| Clarksburg - Weston, W.Va. | 152,245 | 170 |
| Harrisonburg, Va. | 146,075 | 171 |
| Quincy - Hannibal, Ill.-Mo. | 142,550 | 172 |
| Tuscaloosa, Ala. | 140,283 | 173 |
| Lima, Ohio | 140,086 | 174 |
| Laurel - Hattiesburg, Miss. | 139,188 | 175 |
| Palm Springs, Calif. | 136,352 | 176 |
| Bangor, Maine | 135,303 | 177 |
| Missoula, Mont. | 128,989 | 178 |
| Rapid City, S.D. | 128,274 | 179 |
| Jackson, Tenn. | 124,094 | 180 |
| Watertown - Carthage, N.Y. | 123,715 | 181 |
| El Centro - Yuma, Calif.-Ariz. | 123,517 | 182 |
| St. Joseph, Mo. | 121,284 | 183 |
| Laredo, Tex. | 120,219 | 184 |
| Ardmore - Ada, Okla. | 109,901 | 185 |
| Bowling Green, Ky. | 107,416 | 186 |
| Anniston, Ala. | 103,096 | 187 |
| Great Falls, Mont. | 102,478 | 188 |
| Hagerstown, Md. | 100,299 | 189 |
| Greenwood - Greenville, Miss. | 97,584 | 190 |
| Cheyenne - Scottsbluff (Sterling), Wyo.-Neb. | 95,876 | 191 |
| Grand Junction - Durango, Colo. | 89,100 | 192 |
| Charlottesville, Va. | 88,587 | 193 |
| Meridian, Miss. | 87,875 | 194 |
| San Angelo, Tex. | 84,569 | 195 |
| Marquette, Mich. | 70,766 | 196 |
| Zanesville, Ohio | 64,956 | 197 |
| Casper - Riverton, Wyo. | 62,503 | 198 |
| Mankato, Minn. | 60,629 | 199 |
| Flagstaff, Ariz. | 47,549 | 200 |
| Ottumwa - Kirksville, Iowa-Mo. | 41,974 | 201 |
| Eureka, Calif. | 37,478 | 202 |
| North Platte, Neb. | 37,296 | 203 |
| Twin Falls, Ida. | 36,096 | 204 |
| Bend, Ore. | 36,094 | 205 |
| Helena, Mont. | 32,538 | 206 |
| Presque Isle, Maine | 31,562 | 207 |
| Butte, Mont. | 23,051 | 208 |
| Alpena, Mich. | 20,206 | 209 |

## S&MM/ARBITRON TV MARKET (ADI) RANKING

# APPAREL & ACCESSORIES STORE SALES

| ADI | ($000) | Rank |
|---|---|---|
| New York, N.Y. | 10,776,418 | 1 |
| Los Angeles, Calif. | 6,518,857 | 2 |
| Chicago, Ill. | 4,572,005 | 3 |
| Philadelphia, Pa. | 3,259,250 | 4 |
| San Francisco - Oakland - San Jose, Calif. | 3,256,839 | 5 |
| Boston, Mass. | 2,706,435 | 6 |
| Detroit, Mich. | 2,216,325 | 7 |
| Washington, D.C. | 2,111,452 | 8 |
| Dallas - Ft. Worth, Tex. | 2,055,409 | 9 |
| Miami - Ft. Lauderdale, Fla. | 1,781,665 | 10 |
| Houston, Tex. | 1,718,495 | 11 |
| Seattle - Tacoma, Wash. | 1,641,887 | 12 |
| Atlanta, Ga. | 1,467,363 | 13 |
| Minneapolis - St. Paul, Minn. | 1,294,083 | 14 |
| Cleveland, Ohio | 1,211,210 | 15 |
| San Diego, Calif. | 1,092,045 | 16 |
| Baltimore, Md. | 1,062,800 | 17 |
| Denver, Colo. | 982,272 | 18 |
| Hartford - New Haven, Conn. | 942,488 | 19 |
| Pittsburgh, Pa. | 919,700 | 20 |
| Portland, Ore. | 903,866 | 21 |
| St. Louis, Mo. | 898,189 | 22 |
| Tampa - St. Petersburg, Fla. | 811,149 | 23 |
| Sacramento - Stockton, Calif. | 782,519 | 24 |
| Phoenix, Ariz. | 781,741 | 25 |
| Orlando - Daytona Beach - Melbourne, Fla. | 725,455 | 26 |
| Milwaukee, Wisc. | 724,680 | 27 |
| San Antonio - Victoria, Tex. | 699,427 | 28 |
| West Palm Beach - Ft. Pierce - Vero Beach, Fla. | 675,574 | 29 |
| Indianapolis, Ind. | 669,244 | 30 |
| Charlotte, N.C. | 664,068 | 31 |
| Columbus, Ohio | 623,809 | 32 |
| New Orleans, La. | 618,135 | 33 |
| Providence - New Bedford, R.I.-Mass. | 603,266 | 34 |
| Cincinnati, Ohio | 602,488 | 35 |
| Kansas City, Mo. | 592,682 | 36 |
| Norfolk - Portsmouth - Newport News - Hampton, Va. | 588,751 | 37 |
| Salt Lake City, Utah | 574,800 | 38 |
| Raleigh - Durham, N.C. | 566,408 | 39 |
| Greenville - Spartanburg - Asheville, S.C.-N.C. | 561,942 | 40 |
| Birmingham, Ala. | 559,721 | 41 |
| Grand Rapids - Kalamazoo - Battle Creek, Mich. | 559,237 | 42 |
| Nashville, Tenn. | 553,266 | 43 |
| Greensboro - Winston-Salem - High Point, N.C. | 547,841 | 44 |
| Oklahoma City, Okla. | 534,965 | 45 |
| Memphis, Tenn. | 508,325 | 46 |
| Albany - Schenectady - Troy, N.Y. | 457,021 | 47 |
| Buffalo, N.Y. | 433,016 | 48 |
| Harrisburg - York - Lancaster - Lebanon, Pa. | 432,080 | 49 |
| Albuquerque, N.M. | 410,361 | 50 |
| Tulsa, Okla. | 401,899 | 51 |
| Austin, Tex. | 395,000 | 52 |
| Wilkes-Barre - Scranton, Pa. | 386,277 | 53 |
| Richmond, Va. | 382,851 | 54 |
| Little Rock, Ark. | 379,180 | 55 |
| Knoxville, Tenn. | 376,724 | 56 |
| Syracuse, N.Y. | 375,695 | 57 |
| Louisville, Ky. | 374,767 | 58 |
| Flint - Saginaw - Bay City, Mich. | 364,670 | 59 |
| Jacksonville, Fla. | 358,468 | 60 |
| Rochester, N.Y. | 353,741 | 61 |
| Huntsville - Decatur - Florence, Ala. | 341,171 | 62 |
| Las Vegas, Nev. | 339,883 | 63 |
| Mobile - Pensacola, Ala.-Fla. | 328,580 | 64 |
| Fresno - Visalia, Calif. | 323,533 | 65 |
| Wichita - Hutchinson, Kans. | 320,598 | 66 |
| Des Moines, Iowa | 318,837 | 67 |
| Dayton, Ohio | 304,513 | 68 |
| Portland - Poland Spring, Maine | 301,391 | 69 |
| Tucson, Ariz. | 291,972 | 70 |
| Lexington, Ky. | 291,737 | 71 |
| Ft. Myers - Naples, Fla. | 284,248 | 72 |
| Toledo, Ohio | 281,598 | 73 |
| McAllen - Brownsville, Tex. | 266,126 | 74 |
| Shreveport - Texarkana, La.-Tex.-Ark. | 260,506 | 75 |
| Green Bay - Appleton, Wisc. | 259,477 | 76 |
| Omaha, Neb. | 259,379 | 77 |
| Columbia, S.C. | 257,079 | 78 |
| Springfield - Decatur - Champaign, Ill. | 255,603 | 79 |
| Chattanooga, Tenn. | 250,892 | 80 |
| Florence - Myrtle Beach, S.C. | 248,672 | 81 |
| Santa Barbara - Santa Maria - San Luis Obispo, Calif. | 247,279 | 82 |
| Charleston - Huntington, W.Va. | 241,942 | 83 |
| Madison, Wisc. | 237,428 | 84 |
| Terre Haute, Ind. | 236,117 | 85 |
| Charleston, S.C. | 233,148 | 86 |
| El Paso, Tex. | 229,435 | 87 |
| Youngstown, Ohio | 228,459 | 88 |
| Spokane, Wash. | 227,798 | 89 |
| Roanoke - Lynchburg, Va. | 226,795 | 90 |
| Jackson, Miss. | 224,275 | 91 |
| South Bend - Elkhart, Ind. | 223,999 | 92 |
| Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill. | 220,059 | 93 |
| Burlington - Plattsburgh, Vt.-N.Y. | 215,013 | 94 |
| Baton Rouge, La. | 212,854 | 95 |
| Salinas - Monterey, Calif. | 211,337 | 96 |
| Savannah, Ga. | 210,036 | 97 |
| Springfield, Mass. | 208,295 | 98 |
| Tyler - Longview - Jacksonville, Tex. | 201,990 | 99 |
| Lansing, Mich. | 194,347 | 100 |
| Lincoln - Hastings - Kearney, Neb. | 191,563 | 101 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 190,982 | 102 |
| Cedar Rapids - Waterloo - Dubuque, Iowa | 190,291 | 103 |
| Johnstown - Altoona, Pa. | 189,470 | 104 |
| Evansville, Ind. | 183,036 | 105 |
| Amarillo, Tex. | 175,506 | 106 |
| Wilmington, N.C. | 174,627 | 107 |
| Colorado Springs - Pueblo, Colo. | 173,847 | 108 |
| Waco - Temple - Bryan, Tex. | 169,269 | 109 |
| Sioux Falls - Mitchell, S.D. | 167,548 | 110 |
| Traverse City - Cadillac, Mich. | 166,441 | 111 |
| Fargo, N.D. | 164,759 | 112 |
| Montgomery - Selma, Ala. | 163,538 | 113 |
| Ft. Wayne, Ind. | 158,969 | 114 |
| Tallahassee - Thomasville, Fla.-Ga. | 157,232 | 115 |
| Springfield, Mo. | 156,158 | 116 |
| Eugene, Ore. | 151,238 | 117 |
| Lafayette, La. | 148,094 | 118 |
| Greenville - New Bern - Washington, N.C. | 147,875 | 119 |
| Peoria - Bloomington, Ill. | 145,722 | 120 |
| Beaumont - Port Arthur, Tex. | 145,590 | 121 |
| Salisbury, Md. | 141,927 | 122 |
| Reno, Nev. | 139,204 | 123 |
| Bristol - Kingsport - Johnson City, Tenn. | 138,433 | 124 |
| Corpus Christi, Tex. | 137,183 | 125 |
| Lubbock, Tex. | 136,751 | 126 |
| Columbus, Ga. | 136,220 | 127 |
| Augusta, Ga. | 135,005 | 128 |
| Monroe - El Dorado, La.-Ark. | 132,637 | 129 |
| Sarasota, Fla. | 131,173 | 130 |
| Macon, Ga. | 121,836 | 131 |
| Yakima - Pasco - Richland - Kennewick, Wash. | 116,643 | 132 |
| Columbus - Tupelo, Miss. | 116,038 | 133 |
| Duluth - Superior, Minn.-Wisc. | 115,482 | 134 |
| Boise, Ida. | 111,227 | 135 |
| Bakersfield, Calif. | 110,766 | 136 |
| Wichita Falls - Lawton, Tex.-Okla. | 110,716 | 137 |
| Rockford, Ill. | 110,380 | 138 |
| Ft. Smith, Ark. | 108,923 | 139 |
| Topeka, Kans. | 108,179 | 140 |
| Erie, Pa. | 107,839 | 141 |
| Sioux City, Iowa | 107,744 | 142 |
| La Crosse - Eau Claire, Wisc. | 106,914 | 143 |
| Odessa - Midland, Tex. | 105,856 | 144 |
| Rochester - Mason City - Austin, Minn.-Iowa | 104,318 | 145 |
| Binghamton, N.Y. | 97,728 | 146 |
| Medford, Ore. | 93,523 | 147 |
| Minot - Bismarck - Dickinson - Glendive, N.D.-Mont. | 93,488 | 148 |
| Idaho Falls - Pocatello, Ida. | 86,832 | 149 |
| Albany, Ga. | 86,719 | 150 |
| Laredo, Tex. | 86,495 | 151 |
| Joplin - Pittsburg, Mo.-Kans. | 83,142 | 152 |
| Chico - Redding, Calif. | 82,869 | 153 |
| Wausau - Rhinelander, Wisc. | 78,827 | 154 |
| Wheeling - Steubenville, W.Va.-Ohio | 78,735 | 155 |
| Dothan, Ala. | 77,548 | 156 |
| Columbia - Jefferson City, Mo. | 75,833 | 157 |
| Panama City, Fla. | 74,297 | 158 |
| Abilene - Sweetwater, Tex. | 73,792 | 159 |
| Billings - Hardin, Mont. | 69,455 | 160 |
| Alexandria, La. | 68,776 | 161 |
| Bangor, Maine | 66,889 | 162 |
| Laurel - Hattiesburg, Miss. | 64,960 | 163 |
| Jonesboro, Ark. | 64,834 | 164 |
| Utica, N.Y. | 64,541 | 165 |
| Rapid City, S.D. | 63,433 | 166 |
| Charlottesville, Va. | 62,188 | 167 |
| Palm Springs, Calif. | 61,681 | 168 |
| Gainesville, Fla. | 61,540 | 169 |
| Lake Charles, La. | 61,162 | 170 |
| Quincy - Hannibal, Ill.-Mo. | 59,815 | 171 |
| El Centro - Yuma, Calif.-Ariz. | 58,652 | 172 |
| Tuscaloosa, Ala. | 58,067 | 173 |
| Elmira, N.Y. | 57,153 | 174 |
| Watertown - Carthage, N.Y. | 57,132 | 175 |
| Missoula, Mont. | 55,247 | 176 |
| Great Falls, Mont. | 51,717 | 177 |
| Greenwood - Greenville, Miss. | 51,455 | 178 |
| Clarksburg - Weston, W.Va. | 51,145 | 179 |
| Biloxi - Gulfport - Pascagoula, Miss. | 50,531 | 180 |
| Eureka, Calif. | 50,378 | 181 |
| San Angelo, Tex. | 48,311 | 182 |
| Ardmore - Ada, Okla. | 47,183 | 183 |
| Bluefield - Beckley - Oak Hill, W.Va. | 47,079 | 184 |
| Twin Falls, Ida. | 45,279 | 185 |
| Lima, Ohio | 45,228 | 186 |
| Bowling Green, Ky. | 44,412 | 187 |
| Bend, Ore. | 44,153 | 188 |
| Jackson, Tenn. | 42,990 | 189 |
| Lafayette, Ind. | 41,769 | 190 |
| Grand Junction - Durango, Colo. | 39,528 | 191 |
| Butte, Mont. | 37,668 | 192 |
| Cheyenne - Scottsbluff (Sterling), Wyo.-Neb. | 37,491 | 193 |
| Anniston, Ala. | 36,715 | 194 |
| Meridian, Miss. | 34,938 | 195 |
| Marquette, Mich. | 34,645 | 196 |
| Parkersburg, W.Va. | 32,563 | 197 |
| Harrisonburg, Va. | 32,468 | 198 |
| Zanesville, Ohio | 27,690 | 199 |
| Mankato, Minn. | 27,048 | 200 |
| Casper - Riverton, Wyo. | 25,881 | 201 |
| Hagerstown, Md. | 25,599 | 202 |
| Flagstaff, Ariz. | 21,671 | 203 |
| Ottumwa - Kirksville, Iowa-Mo. | 16,077 | 204 |
| St. Joseph, Mo. | 13,699 | 205 |
| Presque Isle, Maine | 13,595 | 206 |
| North Platte, Neb. | 11,444 | 207 |
| Alpena, Mich. | 11,230 | 208 |
| Helena, Mont. | 10,317 | 209 |

1992 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# FURNITURE / HOME FURNISHINGS / APPLIANCE STORE SALES

| ADI | ($000) | Rank |
|---|---|---|
| New York, N.Y. | 8,410,460 | 1 |
| Los Angeles, Calif. | 6,566,908 | 2 |
| Chicago, Ill. | 3,539,643 | 3 |
| San Francisco - Oakland - San Jose, Calif. | 3,318,753 | 4 |
| Philadelphia, Pa. | 2,611,589 | 5 |
| Boston, Mass. | 2,387,763 | 6 |
| Washington, D.C. | 2,218,293 | 7 |
| Detroit, Mich. | 1,967,441 | 8 |
| Dallas - Ft. Worth, Tex. | 1,796,039 | 9 |
| Seattle - Tacoma, Wash. | 1,631,078 | 10 |
| Miami - Ft. Lauderdale, Fla. | 1,560,644 | 11 |
| Atlanta, Ga. | 1,491,625 | 12 |
| Houston, Tex. | 1,320,154 | 13 |
| Cleveland, Ohio | 1,287,842 | 14 |
| San Diego, Calif. | 1,244,208 | 15 |
| Tampa - St. Petersburg, Fla. | 1,153,050 | 16 |
| Sacramento - Stockton, Calif. | 1,121,211 | 17 |
| Minneapolis - St. Paul, Minn. | 1,115,581 | 18 |
| Phoenix, Ariz. | 1,088,769 | 19 |
| Denver, Colo. | 1,070,035 | 20 |
| Hartford - New Haven, Conn. | 929,841 | 21 |
| Portland, Ore. | 928,841 | 22 |
| Baltimore, Md. | 911,875 | 23 |
| Milwaukee, Wisc. | 859,685 | 24 |
| Orlando - Daytona Beach - Melbourne, Fla. | 848,171 | 25 |
| Pittsburgh, Pa. | 841,083 | 26 |
| Indianapolis, Ind. | 811,258 | 27 |
| Greensboro - Winston-Salem - High Point, N.C. | 741,719 | 28 |
| St. Louis, Mo. | 741,687 | 29 |
| Charlotte, N.C. | 722,122 | 30 |
| Raleigh - Durham, N.C. | 686,622 | 31 |
| West Palm Beach - Ft. Pierce - Vero Beach, Fla. | 666,872 | 32 |
| Nashville, Tenn. | 629,424 | 33 |
| Salt Lake City, Utah | 615,517 | 34 |
| Cincinnati, Ohio | 599,430 | 35 |
| Columbus, Ohio | 596,079 | 36 |
| Grand Rapids - Kalamazoo - Battle Creek, Mich. | 576,860 | 37 |
| Norfolk - Portsmouth - Newport News - Hampton, Va. | 566,841 | 38 |
| Harrisburg - York - Lancaster - Lebanon, Pa. | 558,231 | 39 |
| Kansas City, Mo. | 532,151 | 40 |
| New Orleans, La. | 528,758 | 41 |
| Buffalo, N.Y. | 514,948 | 42 |
| Greenville - Spartanburg - Asheville, S.C.-N.C. | 514,097 | 43 |
| San Antonio - Victoria, Tex. | 510,438 | 44 |
| Jacksonville, Fla. | 484,655 | 45 |
| Albany - Schenectady - Troy, N.Y. | 457,722 | 46 |
| Memphis, Tenn. | 457,211 | 47 |
| Louisville, Ky. | 447,744 | 48 |
| Fresno - Visalia, Calif. | 422,206 | 49 |
| Providence - New Bedford, R.I.-Mass. | 417,668 | 50 |
| Oklahoma City, Okla. | 406,767 | 51 |
| Ft. Myers - Naples, Fla. | 403,705 | 52 |
| Richmond, Va. | 401,073 | 53 |
| Rochester, N.Y. | 391,243 | 54 |
| Flint - Saginaw - Bay City, Mich. | 390,327 | 55 |
| Albuquerque, N.M. | 382,917 | 56 |
| Wilkes-Barre - Scranton, Pa. | 369,287 | 57 |
| Austin, Tex. | 361,174 | 58 |
| Dayton, Ohio | 361,153 | 59 |
| Green Bay - Appleton, Wisc. | 360,644 | 60 |
| Birmingham, Ala. | 351,891 | 61 |
| Toledo, Ohio | 347,568 | 62 |
| Syracuse, N.Y. | 346,889 | 63 |
| Knoxville, Tenn. | 334,708 | 64 |
| Mobile - Pensacola, Ala.-Fla. | 334,085 | 65 |
| Tulsa, Okla. | 311,915 | 66 |
| Little Rock, Ark. | 303,363 | 67 |
| Columbia, S.C. | 291,282 | 68 |
| Lexington, Ky. | 290,094 | 69 |
| Roanoke - Lynchburg, Va. | 287,264 | 70 |
| Madison, Wisc. | 285,538 | 71 |
| Omaha, Neb. | 283,983 | 72 |
| Chattanooga, Tenn. | 280,463 | 73 |
| Las Vegas, Nev. | 278,576 | 74 |
| Huntsville - Decatur - Florence, Ala. | 273,667 | 75 |
| Charleston - Huntington, W.Va. | 271,958 | 76 |
| Springfield - Decatur - Champaign, Ill. | 270,404 | 77 |
| Lansing, Mich. | 265,116 | 78 |
| Portland - Poland Spring, Maine | 264,025 | 79 |
| Tucson, Ariz. | 259,821 | 80 |
| Shreveport - Texarkana, La.-Tex.-Ark. | 252,199 | 81 |
| Santa Barbara - Santa Maria - San Luis Obispo, Calif. | 251,688 | 82 |
| Youngstown, Ohio | 247,075 | 83 |
| Des Moines, Iowa | 223,392 | 84 |
| Baton Rouge, La. | 222,257 | 85 |
| Florence - Myrtle Beach, S.C. | 221,219 | 86 |
| Colorado Springs - Pueblo, Colo. | 220,131 | 87 |
| Sarasota, Fla. | 217,708 | 88 |
| Salinas - Monterey, Calif. | 215,503 | 89 |
| Wichita - Hutchinson, Kans. | 214,381 | 90 |
| Springfield, Mass. | 214,175 | 91 |
| Johnstown - Altoona, Pa. | 212,062 | 92 |
| El Paso, Tex. | 211,033 | 93 |
| Ft. Wayne, Ind. | 209,900 | 94 |
| South Bend - Elkhart, Ind. | 208,890 | 95 |
| Savannah, Ga. | 208,006 | 96 |
| Evansville, Ind. | 205,868 | 97 |
| Burlington - Plattsburgh, Vt.-N.Y. | 203,938 | 98 |
| Spokane, Wash. | 195,255 | 99 |
| Jackson, Miss. | 190,108 | 100 |
| Charleston, S.C. | 190,001 | 101 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 189,409 | 102 |
| Cedar Rapids - Waterloo - Dubuque, Iowa | 182,786 | 103 |
| Greenville - New Bern - Washington, N.C. | 176,794 | 104 |
| Tyler - Longview - Jacksonville, Tex. | 173,602 | 105 |
| Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill. | 173,037 | 106 |
| Reno, Nev. | 169,375 | 107 |
| Tallahassee - Thomasville, Fla.-Ga. | 166,960 | 108 |
| Peoria - Bloomington, Ill. | 164,979 | 109 |
| Bakersfield, Calif. | 159,693 | 110 |
| Waco - Temple - Bryan, Tex. | 157,267 | 111 |
| Augusta, Ga. | 157,178 | 112 |
| McAllen - Brownsville, Tex. | 151,165 | 113 |
| Chico - Redding, Calif. | 150,421 | 114 |
| Bristol - Kingsport - Johnson City, Tenn. | 146,537 | 115 |
| Rockford, Ill. | 146,391 | 116 |
| Montgomery - Selma, Ala. | 146,360 | 117 |
| Macon, Ga. | 139,664 | 118 |
| Springfield, Mo. | 130,972 | 119 |
| Traverse City - Cadillac, Mich. | 129,995 | 120 |
| Yakima - Pasco - Richland - Kennewick, Wash. | 129,925 | 121 |
| Erie, Pa. | 129,829 | 122 |
| Eugene, Ore. | 125,900 | 123 |
| Columbus, Ga. | 123,795 | 124 |
| Ft. Smith, Ark. | 122,040 | 125 |
| Sioux Falls - Mitchell, S.D. | 121,298 | 126 |
| Boise, Ida. | 120,054 | 127 |
| Fargo, N.D. | 119,659 | 128 |
| La Crosse - Eau Claire, Wisc. | 118,110 | 129 |
| Wilmington, N.C. | 117,313 | 130 |
| Medford, Ore. | 115,233 | 131 |
| Amarillo, Tex. | 114,840 | 132 |
| Lincoln - Hastings - Kearney, Neb. | 111,220 | 133 |
| Wausau - Rhinelander, Wisc. | 110,315 | 134 |
| Corpus Christi, Tex. | 106,407 | 135 |
| Binghamton, N.Y. | 105,226 | 136 |
| Beaumont - Port Arthur, Tex. | 101,615 | 137 |
| Columbus - Tupelo, Miss. | 101,537 | 138 |
| Salisbury, Md. | 99,330 | 139 |
| Monroe - El Dorado, La.-Ark. | 98,053 | 140 |
| Wheeling - Steubenville, W.Va.-Ohio | 94,693 | 141 |
| Lubbock, Tex. | 94,048 | 142 |
| Albany, Ga. | 93,981 | 143 |
| Wichita Falls - Lawton, Tex.-Okla. | 91,912 | 144 |
| Idaho Falls - Pocatello, Ida. | 89,474 | 145 |
| Topeka, Kans. | 89,134 | 146 |
| Rochester - Mason City - Austin, Minn.-Iowa | 88,059 | 147 |
| Lafayette, La. | 86,389 | 148 |
| Dothan, Ala. | 85,898 | 149 |
| Duluth - Superior, Minn.-Wisc. | 77,598 | 150 |
| Harrisonburg, Va. | 77,429 | 151 |
| Palm Springs, Calif. | 77,036 | 152 |
| Terre Haute, Ind. | 76,308 | 153 |
| Bangor, Maine | 76,180 | 154 |
| Watertown - Carthage, N.Y. | 76,134 | 155 |
| Columbia - Jefferson City, Mo. | 69,284 | 156 |
| Elmira, N.Y. | 68,371 | 157 |
| Missoula, Mont. | 68,238 | 158 |
| Odessa - Midland, Tex. | 67,922 | 159 |
| Sioux City, Iowa | 67,722 | 160 |
| Panama City, Fla. | 67,133 | 161 |
| Gainesville, Fla. | 66,129 | 162 |
| Bluefield - Beckley - Oak Hill, W.Va. | 65,812 | 163 |
| Utica, N.Y. | 65,225 | 164 |
| Laredo, Tex. | 64,066 | 165 |
| Minot - Bismarck - Dickinson - Glendive, N.D.-Mont. | 63,479 | 166 |
| Billings - Hardin, Mont. | 62,346 | 167 |
| Biloxi - Gulfport - Pascagoula, Miss. | 59,476 | 168 |
| Charlottesville, Va. | 56,334 | 169 |
| Abilene - Sweetwater, Tex. | 55,259 | 170 |
| Zanesville, Ohio | 55,232 | 171 |
| Joplin - Pittsburg, Mo.-Kans. | 54,179 | 172 |
| Tuscaloosa, Ala. | 50,684 | 173 |
| Jackson, Tenn. | 50,161 | 174 |
| Parkersburg, W.Va. | 49,146 | 175 |
| Quincy - Hannibal, Ill.-Mo. | 48,914 | 176 |
| Alexandria, La. | 48,283 | 177 |
| Lafayette, Ind. | 47,754 | 178 |
| Laurel - Hattiesburg, Miss. | 47,076 | 179 |
| Jonesboro, Ark. | 46,675 | 180 |
| Clarksburg - Weston, W.Va. | 46,663 | 181 |
| Lake Charles, La. | 45,802 | 182 |
| Great Falls, Mont. | 43,910 | 183 |
| Bowling Green, Ky. | 42,810 | 184 |
| Hagerstown, Md. | 42,467 | 185 |
| Rapid City, S.D. | 41,825 | 186 |
| Lima, Ohio | 41,724 | 187 |
| San Angelo, Tex. | 41,488 | 188 |
| El Centro - Yuma, Calif.-Ariz. | 40,999 | 189 |
| Marquette, Mich. | 40,507 | 190 |
| Grand Junction - Durango, Colo. | 40,147 | 191 |
| Greenwood - Greenville, Miss. | 39,583 | 192 |
| Butte, Mont. | 36,465 | 193 |
| Twin Falls, Ida. | 35,092 | 194 |
| Eureka, Calif. | 34,917 | 195 |
| Bend, Ore. | 33,879 | 196 |
| Meridian, Miss. | 32,738 | 197 |
| Ardmore - Ada, Okla. | 29,047 | 198 |
| Casper - Riverton, Wyo. | 28,891 | 199 |
| Flagstaff, Ariz. | 27,510 | 200 |
| Anniston, Ala. | 27,462 | 201 |
| Cheyenne - Scottsbluff (Sterling), Wyo.-Neb. | 26,271 | 202 |
| Mankato, Minn. | 17,900 | 203 |
| Presque Isle, Maine | 17,321 | 204 |
| St. Joseph, Mo. | 17,194 | 205 |
| Helena, Mont. | 15,875 | 206 |
| Alpena, Mich. | 11,511 | 207 |
| Ottumwa - Kirksville, Iowa-Mo. | 11,086 | 208 |
| North Platte, Neb. | 5,599 | 209 |

S&MM/ARBITRON TV MARKET (ADI) RANKING

# FURNITURE & HOME FURNISHINGS STORE SALES

| ADI | ($000) | Rank |
|---|---|---|
| New York, N.Y. | 4,951,961 | 1 |
| Los Angeles, Calif. | 3,115,309 | 2 |
| Chicago, Ill. | 1,967,261 | 3 |
| San Francisco - Oakland - San Jose, Calif. | 1,532,043 | 4 |
| Philadelphia, Pa. | 1,514,619 | 5 |
| Boston, Mass. | 1,385,765 | 6 |
| Washington, D.C. | 1,246,720 | 7 |
| Detroit, Mich. | 1,076,043 | 8 |
| Dallas - Ft. Worth, Tex. | 977,732 | 9 |
| Miami - Ft. Lauderdale, Fla. | 890,791 | 10 |
| Atlanta, Ga. | 821,001 | 11 |
| Seattle - Tacoma, Wash. | 806,551 | 12 |
| San Diego, Calif. | 705,548 | 13 |
| Cleveland, Ohio | 696,311 | 14 |
| Houston, Tex. | 679,239 | 15 |
| Tampa - St. Petersburg, Fla. | 661,041 | 16 |
| Sacramento - Stockton, Calif. | 635,221 | 17 |
| Phoenix, Ariz. | 619,247 | 18 |
| Minneapolis - St. Paul, Minn. | 603,686 | 19 |
| Baltimore, Md. | 542,110 | 20 |
| Denver, Colo. | 540,918 | 21 |
| Hartford - New Haven, Conn. | 516,811 | 22 |
| Pittsburgh, Pa. | 485,618 | 23 |
| Orlando - Daytona Beach - Melbourne, Fla. | 484,610 | 24 |
| Charlotte, N.C. | 469,664 | 25 |
| Greensboro - Winston-Salem - High Point, N.C. | 467,251 | 26 |
| West Palm Beach - Ft. Pierce - Vero Beach, Fla. | 454,362 | 27 |
| Portland, Ore. | 445,845 | 28 |
| Raleigh - Durham, N.C. | 419,739 | 29 |
| St. Louis, Mo. | 409,073 | 30 |
| Indianapolis, Ind. | 396,650 | 31 |
| Salt Lake City, Utah | 377,354 | 32 |
| Norfolk - Portsmouth - Newport News - Hampton, Va. | 377,305 | 33 |
| Milwaukee, Wisc. | 366,886 | 34 |
| Nashville, Tenn. | 354,672 | 35 |
| Cincinnati, Ohio | 350,484 | 36 |
| Greenville - Spartanburg - Asheville, S.C.-N.C. | 323,128 | 37 |
| Columbus, Ohio | 317,326 | 38 |
| Grand Rapids - Kalamazoo - Battle Creek, Mich. | 315,251 | 39 |
| Harrisburg - York - Lancaster - Lebanon, Pa. | 313,207 | 40 |
| Ft. Myers - Naples, Fla. | 297,404 | 41 |
| Providence - New Bedford, R.I.-Mass. | 285,607 | 42 |
| Memphis, Tenn. | 279,333 | 43 |
| San Antonio - Victoria, Tex. | 271,570 | 44 |
| New Orleans, La. | 271,489 | 45 |
| Kansas City, Mo. | 270,422 | 46 |
| Buffalo, N.Y. | 261,352 | 47 |
| Jacksonville, Fla. | 255,801 | 48 |
| Louisville, Ky. | 250,345 | 49 |
| Fresno - Visalia, Calif. | 243,395 | 50 |
| Albany - Schenectady - Troy, N.Y. | 241,521 | 51 |
| Richmond, Va. | 240,542 | 52 |
| Albuquerque, N.M. | 230,560 | 53 |
| Dayton, Ohio | 222,545 | 54 |
| Oklahoma City, Okla. | 216,174 | 55 |
| Flint - Saginaw - Bay City, Mich. | 211,957 | 56 |
| Birmingham, Ala. | 207,970 | 57 |
| Omaha, Neb. | 203,441 | 58 |
| Wilkes-Barre - Scranton, Pa. | 196,549 | 59 |
| Knoxville, Tenn. | 195,725 | 60 |
| Little Rock, Ark. | 192,112 | 61 |
| Mobile - Pensacola, Ala.-Fla. | 189,313 | 62 |
| Syracuse, N.Y. | 186,221 | 63 |
| Roanoke - Lynchburg, Va. | 185,219 | 64 |
| Austin, Tex. | 184,247 | 65 |
| Rochester, N.Y. | 183,236 | 66 |
| Green Bay - Appleton, Wisc. | 178,985 | 67 |
| Tulsa, Okla. | 177,552 | 68 |
| Columbia, S.C. | 174,940 | 69 |
| Portland - Poland Spring, Maine | 173,978 | 70 |
| Chattanooga, Tenn. | 173,861 | 71 |
| Toledo, Ohio | 170,118 | 72 |
| Florence - Myrtle Beach, S.C. | 169,896 | 73 |
| Charleston - Huntington, W.Va. | 165,489 | 74 |
| Sarasota, Fla. | 164,649 | 75 |
| Huntsville - Decatur - Florence, Ala. | 161,751 | 76 |
| Lexington, Ky. | 158,373 | 77 |
| Youngstown, Ohio | 156,393 | 78 |
| Shreveport - Texarkana, La.-Tex.-Ark. | 149,896 | 79 |
| Las Vegas, Nev. | 147,005 | 80 |
| Springfield - Decatur - Champaign, Ill. | 135,049 | 81 |
| Savannah, Ga. | 134,076 | 82 |
| Santa Barbara - Santa Maria - San Luis Obispo, Calif. | 129,729 | 83 |
| Tucson, Ariz. | 127,214 | 84 |
| Lansing, Mich. | 126,363 | 85 |
| Greenville - New Bern - Washington, N.C. | 121,495 | 86 |
| Evansville, Ind. | 121,227 | 87 |
| Colorado Springs - Pueblo, Colo. | 119,702 | 88 |
| Charleston, S.C. | 119,270 | 89 |
| Salinas - Monterey, Calif. | 116,484 | 90 |
| Des Moines, Iowa | 115,557 | 91 |
| Burlington - Plattsburgh, Vt.-N.Y. | 115,164 | 92 |
| Jackson, Miss. | 114,055 | 93 |
| South Bend - Elkhart, Ind. | 113,841 | 94 |
| Spokane, Wash. | 113,436 | 95 |
| Springfield, Mass. | 112,626 | 96 |
| Madison, Wisc. | 112,479 | 97 |
| Johnstown - Altoona, Pa. | 110,141 | 98 |
| Ft. Wayne, Ind. | 107,716 | 99 |
| Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill. | 105,551 | 100 |
| Augusta, Ga. | 104,815 | 101 |
| Tallahassee - Thomasville, Fla.-Ga. | 104,600 | 102 |
| El Paso, Tex. | 103,402 | 103 |
| Tyler - Longview - Jacksonville, Tex. | 101,664 | 104 |
| Wichita - Hutchinson, Kans. | 100,905 | 105 |
| Baton Rouge, La. | 99,811 | 106 |
| Reno, Nev. | 94,531 | 107 |
| Bristol - Kingsport - Johnson City, Tenn. | 94,117 | 108 |
| Peoria - Bloomington, Ill. | 92,606 | 109 |
| Cedar Rapids - Waterloo - Dubuque, Iowa | 92,586 | 110 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 92,441 | 111 |
| Macon, Ga. | 91,787 | 112 |
| Montgomery - Selma, Ala. | 90,332 | 113 |
| Wilmington, N.C. | 88,851 | 114 |
| Springfield, Mo. | 86,079 | 115 |
| Traverse City - Cadillac, Mich. | 84,150 | 116 |
| McAllen - Brownsville, Tex. | 83,332 | 117 |
| Waco - Temple - Bryan, Tex. | 81,376 | 118 |
| Bakersfield, Calif. | 81,354 | 119 |
| Ft. Smith, Ark. | 80,900 | 120 |
| Rockford, Ill. | 77,354 | 121 |
| Columbus, Ga. | 74,512 | 122 |
| Salisbury, Md. | 74,487 | 123 |
| Yakima - Pasco - Richland - Kennewick, Wash. | 74,127 | 124 |
| Wausau - Rhinelander, Wisc. | 72,352 | 125 |
| Chico - Redding, Calif. | 71,785 | 126 |
| Amarillo, Tex. | 70,521 | 127 |
| Medford, Ore. | 69,211 | 128 |
| Boise, Ida. | 67,315 | 129 |
| Corpus Christi, Tex. | 63,997 | 130 |
| Binghamton, N.Y. | 63,958 | 131 |
| Columbus - Tupelo, Miss. | 63,146 | 132 |
| Albany, Ga. | 62,368 | 133 |
| Sioux Falls - Mitchell, S.D. | 61,396 | 134 |
| Eugene, Ore. | 61,319 | 135 |
| Lincoln - Hastings - Kearney, Neb. | 59,324 | 136 |
| Fargo, N.D. | 59,151 | 137 |
| Monroe - El Dorado, La.-Ark. | 57,151 | 138 |
| Wichita Falls - Lawton, Tex.-Okla. | 56,795 | 139 |
| La Crosse - Eau Claire, Wisc. | 56,683 | 140 |
| Wheeling - Steubenville, W.Va.-Ohio | 55,963 | 141 |
| Lubbock, Tex. | 55,796 | 142 |
| Harrisonburg, Va. | 54,951 | 143 |
| Dothan, Ala. | 53,143 | 144 |
| Topeka, Kans. | 53,069 | 145 |
| Erie, Pa. | 52,446 | 146 |
| Idaho Falls - Pocatello, Ida. | 50,978 | 147 |
| Lafayette, La. | 48,416 | 148 |
| Beaumont - Port Arthur, Tex. | 47,505 | 149 |
| Rochester - Mason City - Austin, Minn.-Iowa | 46,821 | 150 |
| Panama City, Fla. | 46,225 | 151 |
| Watertown - Carthage, N.Y. | 44,626 | 152 |
| Bluefield - Beckley - Oak Hill, W.Va. | 44,594 | 153 |
| Elmira, N.Y. | 43,390 | 154 |
| Palm Springs, Calif. | 41,796 | 155 |
| Utica, N.Y. | 41,763 | 156 |
| Duluth - Superior, Minn.-Wisc. | 41,048 | 157 |
| Billings - Hardin, Mont. | 40,721 | 158 |
| Odessa - Midland, Tex. | 39,699 | 159 |
| Columbia - Jefferson City, Mo. | 38,808 | 160 |
| Bangor, Maine | 38,182 | 161 |
| Terre Haute, Ind. | 37,703 | 162 |
| Joplin - Pittsburg, Mo.-Kans. | 36,568 | 163 |
| Minot - Bismarck - Dickinson - Glendive, N.D.-Mont. | 36,035 | 164 |
| Charlottesville, Va. | 35,438 | 165 |
| Missoula, Mont. | 35,174 | 166 |
| Jackson, Tenn. | 34,184 | 167 |
| Sioux City, Iowa | 33,672 | 168 |
| Zanesville, Ohio | 33,324 | 169 |
| Biloxi - Gulfport - Pascagoula, Miss. | 32,040 | 170 |
| Abilene - Sweetwater, Tex. | 30,654 | 171 |
| Clarksburg - Weston, W.Va. | 30,194 | 172 |
| Gainesville, Fla. | 30,124 | 173 |
| Tuscaloosa, Ala. | 29,899 | 174 |
| Quincy - Hannibal, Ill.-Mo. | 29,437 | 175 |
| Parkersburg, W.Va. | 28,952 | 176 |
| Alexandria, La. | 28,500 | 177 |
| Greenwood - Greenville, Miss. | 27,392 | 178 |
| Bowling Green, Ky. | 26,677 | 179 |
| Rapid City, S.D. | 26,270 | 180 |
| Hagerstown, Md. | 25,698 | 181 |
| Bend, Ore. | 24,892 | 182 |
| El Centro - Yuma, Calif.-Ariz. | 24,288 | 183 |
| Great Falls, Mont. | 24,000 | 184 |
| Meridian, Miss. | 23,558 | 185 |
| Laurel - Hattiesburg, Miss. | 23,185 | 186 |
| San Angelo, Tex. | 22,967 | 187 |
| Grand Junction - Durango, Colo. | 21,888 | 188 |
| Lake Charles, La. | 21,620 | 189 |
| Jonesboro, Ark. | 21,401 | 190 |
| Lafayette, Ind. | 20,440 | 191 |
| Eureka, Calif. | 20,027 | 192 |
| Ardmore - Ada, Okla. | 19,497 | 193 |
| Twin Falls, Ida. | 19,461 | 194 |
| Lima, Ohio | 19,134 | 195 |
| Anniston, Ala. | 18,571 | 196 |
| Casper - Riverton, Wyo. | 15,629 | 197 |
| Flagstaff, Ariz. | 14,733 | 198 |
| Butte, Mont. | 14,409 | 199 |
| Marquette, Mich. | 14,000 | 200 |
| Cheyenne - Scottsbluff (Sterling), Wyo.-Neb. | 13,964 | 201 |
| Laredo, Tex. | 10,108 | 202 |
| Presque Isle, Maine | 9,535 | 203 |
| St. Joseph, Mo. | 9,429 | 204 |
| Helena, Mont. | 8,658 | 205 |
| Mankato, Minn. | 7,461 | 206 |
| Alpena, Mich. | 5,621 | 207 |
| Ottumwa - Kirksville, Iowa-Mo. | 4,579 | 208 |
| North Platte, Neb. | 3,015 | 209 |

1992 SURVEY OF BUYING POWER DEMOGRAPHICS USA

S&MM/ARBITRON TV MARKET (ADI) RANKING

# AUTOMOTIVE DEALER SALES

| ADI | ($000) | Rank |
|---|---|---|
| New York, N.Y. | 22,936,036 | 1 |
| Los Angeles, Calif. | 19,997,056 | 2 |
| Chicago, Ill. | 12,324,057 | 3 |
| Philadelphia, Pa. | 11,334,393 | 4 |
| Boston, Mass. | 10,665,730 | 5 |
| Dallas - Ft. Worth, Tex. | 10,491,903 | 6 |
| Detroit, Mich. | 7,981,531 | 7 |
| San Francisco - Oakland - San Jose, Calif. | 7,740,777 | 8 |
| Washington, D.C. | 7,393,265 | 9 |
| Houston, Tex. | 7,280,594 | 10 |
| Miami - Ft. Lauderdale, Fla. | 6,895,048 | 11 |
| Atlanta, Ga. | 6,452,810 | 12 |
| Minneapolis - St. Paul, minn. | 6,349,605 | 13 |
| Cleveland, Ohio | 5,386,990 | 14 |
| Tampa - St. Petersburg, Fla. | 5,282,976 | 15 |
| St. Louis, Mo. | 4,741,386 | 16 |
| Seattle - Tacoma, Wash. | 4,580,750 | 17 |
| Orlando - Daytona Beach - Melbourne, Fla. | 4,382,362 | 18 |
| Baltimore, Md. | 4,156,679 | 19 |
| Hartford - New Haven, Conn. | 4,129,414 | 20 |
| Phoenix, Ariz. | 4,037,999 | 21 |
| Sacramento - Stockton, Calif. | 3,922,256 | 22 |
| Pittsburgh, Pa. | 3,905,685 | 23 |
| Indianapolis, Ind. | 3,869,826 | 24 |
| Kansas City, Mo. | 3,796,725 | 25 |
| Denver, Colo. | 3,740,219 | 26 |
| San Diego, Calif. | 3,652,912 | 27 |
| Portland, Ore. | 3,378,529 | 28 |
| Charlotte, N.C. | 3,118,260 | 29 |
| San Antonio - Victoria, Tex. | 2,934,223 | 30 |
| Nashville, Tenn. | 2,924,804 | 31 |
| Raleigh - Durham, N.C. | 2,914,795 | 32 |
| Milwaukee, Wisc. | 2,876,472 | 33 |
| Columbus, Ohio | 2,813,400 | 34 |
| Cincinnati, Ohio | 2,783,454 | 35 |
| West Palm Beach - Ft. Pierce - Vero Beach, Fla. | 2,737,471 | 36 |
| Harrisburg - York - Lancaster - Lebanon, Pa. | 2,614,992 | 37 |
| Oklahoma City, Okla. | 2,588,259 | 38 |
| Grand Rapids - Kalamazoo - Battle Creek, Mich. | 2,533,600 | 39 |
| Greenville - Spartanburg - Asheville, S.C.-N.C. | 2,520,444 | 40 |
| Memphis, Tenn. | 2,480,040 | 41 |
| Norfolk - Portsmouth - Newport News - Hampton, Va. | 2,451,547 | 42 |
| New Orleans, La. | 2,343,432 | 43 |
| Birmingham, Ala. | 2,291,509 | 44 |
| Jacksonville, Fla. | 2,271,264 | 45 |
| Albany - Schenectady - Troy, N.Y. | 2,250,746 | 46 |
| Buffalo, N.Y. | 2,207,685 | 47 |
| Salt Lake City, Utah | 2,118,058 | 48 |
| Little Rock, Ark. | 2,116,464 | 49 |
| Dayton, Ohio | 2,116,439 | 50 |
| Providence - New Bedford, R.I.-Mass. | 2,097,222 | 51 |
| Louisville, Ky. | 2,069,427 | 52 |
| Greensboro - Winston-Salem - High Point, N.C. | 2,011,394 | 53 |
| Flint - Saginaw - Bay City, Mich. | 1,916,749 | 54 |
| Tulsa, Okla. | 1,814,223 | 55 |
| Rochester, N.Y. | 1,772,024 | 56 |
| Albuquerque, N.M. | 1,745,037 | 57 |
| Wilkes-Barre - Scranton, Pa. | 1,739,562 | 58 |
| Richmond, Va. | 1,709,200 | 59 |
| Mobile - Pensacola, Ala.-Fla. | 1,688,976 | 60 |
| Knoxville, Tenn. | 1,685,339 | 61 |
| Omaha, Neb. | 1,651,767 | 62 |
| Wichita - Hutchinson, Kans. | 1,651,725 | 63 |
| Syracuse, N.Y. | 1,607,113 | 64 |
| Toledo, Ohio | 1,604,968 | 65 |
| Portland - Poland Spring, Maine | 1,538,467 | 66 |
| Des Moines, Iowa | 1,535,764 | 67 |
| Charleston - Huntington, W.Va. | 1,503,769 | 68 |
| Austin, Tex. | 1,471,371 | 69 |
| Green Bay - Appleton, Wisc. | 1,470,609 | 70 |
| Fresno - Visalia, Calif. | 1,467,280 | 71 |
| Huntsville - Decatur - Florence, Ala. | 1,423,543 | 72 |
| Shreveport - Texarkana, La.-Tex.-Ark. | 1,370,279 | 73 |
| Roanoke - Lynchburg, Va. | 1,341,974 | 74 |
| South Bend - Elkhart, Ind. | 1,330,148 | 75 |
| Lexington, Ky. | 1,303,978 | 76 |
| Springfield - Decatur - Champaign, Ill. | 1,300,577 | 77 |
| Cedar Rapids - Waterloo - Dubuque, Iowa | 1,279,218 | 78 |
| Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill. | 1,273,616 | 79 |
| Springfield, Mo. | 1,273,179 | 80 |
| Columbia, S.C. | 1,244,935 | 81 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 1,171,077 | 82 |
| Burlington - Plattsburgh, Vt.-N.Y. | 1,169,169 | 83 |
| Jackson, Miss. | 1,135,539 | 84 |
| Las Vegas, Nev. | 1,115,912 | 85 |
| Spokane, Wash. | 1,081,432 | 86 |
| Madison, Wisc. | 1,076,644 | 87 |
| Youngstown, Ohio | 1,064,674 | 88 |
| Ft. Myers - Naples, Fla. | 1,049,602 | 89 |
| Chattanooga, Tenn. | 1,045,984 | 90 |
| Baton Rouge, La. | 1,035,674 | 91 |
| Ft. Wayne, Ind. | 1,028,912 | 92 |
| Springfield, Mass. | 1,005,450 | 93 |
| Tyler - Longview - Jacksonville, Tex. | 980,658 | 94 |
| Johnstown - Altoona, Pa. | 972,413 | 95 |
| Tucson, Ariz. | 958,635 | 96 |
| Fargo, N.D. | 950,087 | 97 |
| Peoria - Bloomington, Ill. | 935,933 | 98 |
| El Paso, Tex. | 919,603 | 99 |
| Sioux Falls - Mitchell, S.D. | 907,423 | 100 |
| Evansville, Ind. | 894,036 | 101 |
| Lansing, Mich. | 881,756 | 102 |
| Salinas - Monterey, Calif. | 857,270 | 103 |
| Waco - Temple - Bryan, Tex. | 852,998 | 104 |
| Charleston, S.C. | 847,475 | 105 |
| Colorado Springs - Pueblo, Colo. | 839,248 | 106 |
| Lincoln - Hastings - Kearney, Neb. | 833,308 | 107 |
| Greenville - New Bern - Washington, N.C. | 818,632 | 108 |
| Bristol - Kingsport - Johnson City, Tenn. | 817,705 | 109 |
| Ft. Smith, Ark. | 812,499 | 110 |
| Corpus Christi, Tex. | 800,144 | 111 |
| Savannah, Ga. | 793,773 | 112 |
| Montgomery - Selma, Ala. | 785,055 | 113 |
| Reno, Nev. | 751,296 | 114 |
| Monroe - El Dorado, La.-Ark. | 743,650 | 115 |
| Beaumont - Port Arthur, Tex. | 743,027 | 116 |
| Augusta, Ga. | 738,897 | 117 |
| Amarillo, Tex. | 707,430 | 118 |
| Lubbock, Tex. | 703,715 | 119 |
| Eugene, Ore. | 699,267 | 120 |
| Sarasota, Fla. | 696,230 | 121 |
| McAllen - Brownsville, Tex. | 694,035 | 122 |
| Macon, Ga. | 693,641 | 123 |
| Tallahassee - Thomasville, Fla.-Ga. | 675,375 | 124 |
| Columbus, Ga. | 656,380 | 125 |
| Binghamton, N.Y. | 649,542 | 126 |
| Columbia - Jefferson City, Mo. | 634,452 | 127 |
| Topeka, Kans. | 633,344 | 128 |
| Rochester - Mason City - Austin, Minn.-Iowa | 628,782 | 129 |
| Florence - Myrtle Beach, S.C. | 613,232 | 130 |
| Traverse City - Cadillac, Mich. | 612,248 | 131 |
| Yakima - Pasco - Richland - Kennewick, Wash. | 611,770 | 132 |
| Santa Barbara - Santa Maria - San Luis Obispo, Calif. | 608,271 | 133 |
| Wichita Falls - Lawton, Tex.-Okla. | 602,334 | 134 |
| Duluth - Superior, Minn.-Wisc. | 601,177 | 135 |
| La Crosse - Eau Claire, Wisc. | 593,531 | 136 |
| Lafayette, La. | 574,608 | 137 |
| Bakersfield, Calif. | 572,665 | 138 |
| Columbus - Tupelo, Miss. | 571,781 | 139 |
| Rockford, Ill. | 564,575 | 140 |
| Wausau - Rhinelander, Wisc. | 563,295 | 141 |
| Sioux City, Iowa | 557,071 | 142 |
| Odessa - Midland, Tex. | 546,488 | 143 |
| Bangor, Maine | 536,508 | 144 |
| Minot - Bismarck - Dickinson - Glendive, N.D.-Mont. | 533,351 | 145 |
| Boise, Ida. | 529,570 | 146 |
| Erie, Pa. | 515,000 | 147 |
| Joplin - Pittsburg, Mo.-Kans. | 491,928 | 148 |
| Medford, Ore. | 486,932 | 149 |
| Terre Haute, Ind. | 469,220 | 150 |
| Wilmington, N.C. | 460,026 | 151 |
| Chico - Redding, Calif. | 452,994 | 152 |
| Abilene - Sweetwater, Tex. | 442,715 | 153 |
| Wheeling - Steubenville, W.Va.-Ohio | 440,741 | 154 |
| Albany, Ga. | 435,952 | 155 |
| Bluefield - Beckley - Oak Hill, W.Va. | 431,058 | 156 |
| Salisbury, Md. | 416,298 | 157 |
| Gainesville, Fla. | 404,453 | 158 |
| Utica, N.Y. | 402,532 | 159 |
| Rapid City, S.D. | 396,615 | 160 |
| Dothan, Ala. | 387,243 | 161 |
| Watertown - Carthage, N.Y. | 382,392 | 162 |
| Biloxi - Gulfport - Pascagoula, Miss. | 364,630 | 163 |
| Harrisonburg, Va. | 359,835 | 164 |
| Idaho Falls - Pocatello, Ida. | 355,876 | 165 |
| Quincy - Hannibal, Ill.-Mo. | 340,105 | 166 |
| Panama City, Fla. | 318,971 | 167 |
| Billings - Hardin, Mont. | 311,776 | 168 |
| Jonesboro, Ark. | 303,321 | 169 |
| Palm Springs, Calif. | 300,166 | 170 |
| Lake Charles, La. | 287,623 | 171 |
| Alexandria, La. | 285,772 | 172 |
| Elmira, N.Y. | 278,616 | 173 |
| Clarksburg - Weston, W.Va. | 276,883 | 174 |
| Missoula, Mont. | 265,543 | 175 |
| Laurel - Hattiesburg, Miss. | 263,480 | 176 |
| El Centro - Yuma, Calif.-Ariz. | 245,408 | 177 |
| Parkersburg, W.Va. | 244,956 | 178 |
| Jackson, Tenn. | 237,551 | 179 |
| Tuscaloosa, Ala. | 234,334 | 180 |
| Hagerstown, Md. | 229,375 | 181 |
| Lima, Ohio | 224,717 | 182 |
| Lafayette, Ind. | 224,210 | 183 |
| Great Falls, Mont. | 212,593 | 184 |
| San Angelo, Tex. | 205,688 | 185 |
| Ardmore - Ada, Okla. | 197,367 | 186 |
| Anniston, Ala. | 195,067 | 187 |
| Cheyenne - Scottsbluff (Sterling), Wyo.-Neb. | 188,713 | 188 |
| Greenwood - Greenville, Miss. | 187,900 | 189 |
| Marquette, Mich. | 185,234 | 190 |
| Meridian, Miss. | 179,730 | 191 |
| Bowling Green, Ky. | 177,195 | 192 |
| Charlottesville, Va. | 176,835 | 193 |
| Grand Junction - Durango, Colo. | 166,687 | 194 |
| St. Joseph, Mo. | 166,031 | 195 |
| Bend, Ore. | 149,401 | 196 |
| Twin Falls, Ida. | 146,301 | 197 |
| Presque Isle, Maine | 142,983 | 198 |
| Butte, Mont. | 132,627 | 199 |
| Casper - Riverton, Wyo. | 130,198 | 200 |
| Mankato, Minn. | 115,996 | 201 |
| Laredo, Tex. | 115,727 | 202 |
| Zanesville, Ohio | 114,467 | 203 |
| Eureka, Calif. | 111,298 | 204 |
| Ottumwa - Kirksville, Iowa-Mo. | 101,592 | 205 |
| Flagstaff, Ariz. | 85,911 | 206 |
| North Platte, Neb. | 56,935 | 207 |
| Helena, Mont. | 51,267 | 208 |
| Alpena, Mich. | 42,187 | 209 |

1992 SURVEY OF BUYING POWER DEMOGRAPHICS USA

S&MM/ARBITRON TV MARKET (ADI) RANKING

# GASOLINE SERVICE STATION SALES

| ADI | ($000) | Rank |
|---|---|---|
| New York, N.Y. | 6,745,095 | 1 |
| Los Angeles, Calif. | 6,565,727 | 2 |
| Chicago, Ill. | 4,577,410 | 3 |
| Philadelphia, Pa. | 3,022,762 | 4 |
| Boston, Mass. | 2,773,274 | 5 |
| Detroit, Mich. | 2,711,739 | 6 |
| San Francisco - Oakland - San Jose, Calif. | 2,630,012 | 7 |
| Dallas - Ft. Worth, Tex. | 2,527,704 | 8 |
| Minneapolis - St. Paul, Minn. | 2,460,189 | 9 |
| Washington, D.C. | 2,366,711 | 10 |
| Cleveland, Ohio | 2,294,850 | 11 |
| Atlanta, Ga. | 2,050,922 | 12 |
| St. Louis, Mo. | 1,943,346 | 13 |
| Seattle - Tacoma, Wash. | 1,932,678 | 14 |
| Houston, Tex. | 1,603,070 | 15 |
| Miami - Ft. Lauderdale, Fla. | 1,471,017 | 16 |
| Indianapolis, Ind. | 1,459,313 | 17 |
| Denver, Colo. | 1,414,295 | 18 |
| Tampa - St. Petersburg, Fla. | 1,404,371 | 19 |
| Sacramento - Stockton, Calif. | 1,383,667 | 20 |
| Hartford - New Haven, Conn. | 1,346,492 | 21 |
| Orlando - Daytona Beach - Melbourne, Fla. | 1,279,338 | 22 |
| Pittsburgh, Pa. | 1,273,043 | 23 |
| Milwaukee, Wisc. | 1,266,971 | 24 |
| Phoenix, Ariz. | 1,211,390 | 25 |
| Baltimore, Md. | 1,174,091 | 26 |
| Kansas City, Mo. | 1,145,069 | 27 |
| San Diego, Calif. | 1,141,032 | 28 |
| Portland, Ore. | 1,134,984 | 29 |
| Columbus, Ohio | 1,130,733 | 30 |
| Cincinnati, Ohio | 1,107,249 | 31 |
| Nashville, Tenn. | 1,002,219 | 32 |
| Grand Rapids - Kalamazoo - Battle Creek, Mich. | 990,302 | 33 |
| San Antonio - Victoria, Tex. | 944,853 | 34 |
| Greenville - Spartanburg - Asheville, S.C.-N.C. | 932,002 | 35 |
| Charlotte, N.C. | 929,002 | 36 |
| Salt Lake City, Utah | 907,987 | 37 |
| Raleigh - Durham, N.C. | 897,137 | 38 |
| Jacksonville, Fla. | 868,884 | 39 |
| Dayton, Ohio | 845,674 | 40 |
| Memphis, Tenn. | 840,491 | 41 |
| Buffalo, N.Y. | 808,401 | 42 |
| New Orleans, La. | 800,089 | 43 |
| Flint - Saginaw - Bay City, Mich. | 786,742 | 44 |
| Louisville, Ky. | 783,357 | 45 |
| Providence - New Bedford, R.I.-Mass. | 774,427 | 46 |
| Harrisburg - York - Lancaster - Lebanon, Pa. | 771,590 | 47 |
| Norfolk - Portsmouth - Newport News - Hampton, Va. | 764,580 | 48 |
| Wichita - Hutchinson, Kans. | 755,822 | 49 |
| Toledo, Ohio | 731,571 | 50 |
| Wilkes-Barre - Scranton, Pa. | 723,805 | 51 |
| Oklahoma City, Okla. | 723,402 | 52 |
| Albuquerque, N.M. | 704,655 | 53 |
| Greensboro - Winston-Salem - High Point, N.C. | 704,310 | 54 |
| Des Moines, Iowa | 673,204 | 55 |
| Springfield - Decatur - Champaign, Ill. | 652,948 | 56 |
| Roanoke - Lynchburg, Va. | 648,899 | 57 |
| Mobile - Pensacola, Ala.-Fla. | 646,307 | 58 |
| Birmingham, Ala. | 635,989 | 59 |
| Richmond, Va. | 635,275 | 60 |
| West Palm Beach - Ft. Pierce - Vero Beach, Fla. | 631,703 | 61 |
| Knoxville, Tenn. | 614,218 | 62 |
| Green Bay - Appleton, Wisc. | 611,355 | 63 |
| Fresno - Visalia, Calif. | 607,342 | 64 |
| Albany - Schenectady - Troy, N.Y. | 606,793 | 65 |
| Charleston - Huntington, W.Va. | 601,649 | 66 |
| Omaha, Neb. | 576,779 | 67 |
| Madison, Wisc. | 573,240 | 68 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 570,554 | 69 |
| Shreveport - Texarkana, La.-Tex.-Ark. | 563,633 | 70 |
| Little Rock, Ark. | 549,651 | 71 |
| Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill. | 526,931 | 72 |
| South Bend - Elkhart, Ind. | 508,005 | 73 |
| Cedar Rapids - Waterloo - Dubuque, Iowa | 498,131 | 74 |
| Syracuse, N.Y. | 477,383 | 75 |
| Austin, Tex. | 475,834 | 76 |
| Lincoln - Hastings - Kearney, Neb. | 472,275 | 77 |
| Lexington, Ky. | 465,165 | 78 |
| Johnstown - Altoona, Pa. | 463,797 | 79 |
| Youngstown, Ohio | 453,326 | 80 |
| Tulsa, Okla. | 447,342 | 81 |
| Portland - Poland Spring, Maine | 444,647 | 82 |
| Spokane, Wash. | 439,635 | 83 |
| Rochester, N.Y. | 427,269 | 84 |
| Springfield, Mo. | 411,834 | 85 |
| Fargo, N.D. | 411,407 | 86 |
| Sioux Falls - Mitchell, S.D. | 411,374 | 87 |
| Tucson, Ariz. | 410,930 | 88 |
| Chattanooga, Tenn. | 406,205 | 89 |
| Tallahassee - Thomasville, Fla.-Ga. | 397,396 | 90 |
| Burlington - Plattsburgh, Vt.-N.Y. | 391,982 | 91 |
| Columbia, S.C. | 384,157 | 92 |
| El Paso, Tex. | 383,131 | 93 |
| Peoria - Bloomington, Ill. | 381,000 | 94 |
| Duluth - Superior, Minn.-Wisc. | 371,944 | 95 |
| Traverse City - Cadillac, Mich. | 368,547 | 96 |
| Jackson, Miss. | 363,369 | 97 |
| La Crosse - Eau Claire, Wisc. | 362,476 | 98 |
| Springfield, Mass. | 357,726 | 99 |
| Evansville, Ind. | 356,049 | 100 |
| Waco - Temple - Bryan, Tex. | 355,196 | 101 |
| Charleston, S.C. | 351,526 | 102 |
| Lansing, Mich. | 348,014 | 103 |
| Santa Barbara - Santa Maria - San Luis Obispo, Calif. | 345,023 | 104 |
| Savannah, Ga. | 343,821 | 105 |
| Baton Rouge, La. | 341,725 | 106 |
| Terre Haute, Ind. | 338,313 | 107 |
| Ft. Wayne, Ind. | 334,089 | 108 |
| Las Vegas, Nev. | 330,113 | 109 |
| Ft. Myers - Naples, Fla. | 325,889 | 110 |
| Amarillo, Tex. | 318,121 | 111 |
| Bristol - Kingsport - Johnson City, Tenn. | 317,932 | 112 |
| Reno, Nev. | 312,222 | 113 |
| Salinas - Monterey, Calif. | 303,916 | 114 |
| Colorado Springs - Pueblo, Colo. | 300,297 | 115 |
| Huntsville - Decatur - Florence, Ala. | 297,367 | 116 |
| Bakersfield, Calif. | 296,618 | 117 |
| Greenville - New Bern - Washington, N.C. | 291,316 | 118 |
| Rockford, Ill. | 290,804 | 119 |
| Wausau - Rhinelander, Wisc. | 290,324 | 120 |
| Tyler - Longview - Jacksonville, Tex. | 276,263 | 121 |
| Minot - Bismarck - Dickinson - Glendive, N.D.-Mont. | 273,358 | 122 |
| Topeka, Kans. | 272,332 | 123 |
| Montgomery - Selma, Ala. | 269,958 | 124 |
| Sioux City, Iowa | 259,014 | 125 |
| Augusta, Ga. | 257,843 | 126 |
| Macon, Ga. | 250,758 | 127 |
| Florence - Myrtle Beach, S.C. | 250,539 | 128 |
| Rochester - Mason City - Austin, Minn.-Iowa | 250,461 | 129 |
| Lafayette, La. | 244,749 | 130 |
| Wheeling - Steubenville, W.Va.-Ohio | 244,699 | 131 |
| Chico - Redding, Calif. | 241,766 | 132 |
| Boise, Ida. | 238,208 | 133 |
| Eugene, Ore. | 238,117 | 134 |
| Joplin - Pittsburg, Mo.-Kans. | 237,610 | 135 |
| Wichita Falls - Lawton, Tex.-Okla. | 237,564 | 136 |
| Medford, Ore. | 235,050 | 137 |
| Lubbock, Tex. | 230,154 | 138 |
| Yakima - Pasco - Richland - Kennewick, Wash. | 229,002 | 139 |
| Columbia - Jefferson City, Mo. | 227,119 | 140 |
| Beaumont - Port Arthur, Tex. | 226,446 | 141 |
| Odessa - Midland, Tex. | 225,229 | 142 |
| McAllen - Brownsville, Tex. | 213,372 | 143 |
| Columbus, Ga. | 206,285 | 144 |
| Binghamton, N.Y. | 206,041 | 145 |
| Corpus Christi, Tex. | 204,815 | 146 |
| Wilmington, N.C. | 204,606 | 147 |
| Ft. Smith, Ark. | 197,320 | 148 |
| Bangor, Maine | 195,217 | 149 |
| Monroe - El Dorado, La.-Ark. | 186,745 | 150 |
| Erie, Pa. | 180,890 | 151 |
| Abilene - Sweetwater, Tex. | 169,659 | 152 |
| Salisbury, Md. | 168,537 | 153 |
| Quincy - Hannibal, Ill.-Mo. | 166,687 | 154 |
| Sarasota, Fla. | 162,031 | 155 |
| Idaho Falls - Pocatello, Ida. | 160,282 | 156 |
| Rapid City, S.D. | 158,681 | 157 |
| Albany, Ga. | 157,336 | 158 |
| Bluefield - Beckley - Oak Hill, W.Va. | 142,968 | 159 |
| Billings - Hardin, Mont. | 137,760 | 160 |
| Biloxi - Gulfport - Pascagoula, Miss. | 135,851 | 161 |
| Panama City, Fla. | 133,479 | 162 |
| Clarksburg - Weston, W.Va. | 132,274 | 163 |
| Palm Springs, Calif. | 132,268 | 164 |
| El Centro - Yuma, Calif.-Ariz. | 131,622 | 165 |
| Utica, N.Y. | 126,353 | 166 |
| Elmira, N.Y. | 119,791 | 167 |
| Missoula, Mont. | 115,212 | 168 |
| Gainesville, Fla. | 114,128 | 169 |
| St. Joseph, Mo. | 114,032 | 170 |
| Alexandria, La. | 106,858 | 171 |
| Jackson, Tenn. | 105,638 | 172 |
| Columbus - Tupelo, Miss. | 104,873 | 173 |
| San Angelo, Tex. | 100,881 | 174 |
| Harrisonburg, Va. | 100,493 | 175 |
| Greenwood - Greenville, Miss. | 95,374 | 176 |
| Bowling Green, Ky. | 94,983 | 177 |
| Eureka, Calif. | 93,046 | 178 |
| Jonesboro, Ark. | 92,143 | 179 |
| Lima, Ohio | 91,671 | 180 |
| Marquette, Mich. | 91,079 | 181 |
| Parkersburg, W.Va. | 91,023 | 182 |
| Dothan, Ala. | 90,384 | 183 |
| Lafayette, Ind. | 82,826 | 184 |
| Lake Charles, La. | 81,979 | 185 |
| Cheyenne - Scottsbluff (Sterling), Wyo.-Neb. | 81,933 | 186 |
| Ardmore - Ada, Okla. | 80,354 | 187 |
| Great Falls, Mont. | 79,164 | 188 |
| Tuscaloosa, Ala. | 78,271 | 189 |
| Butte, Mont. | 75,702 | 190 |
| Anniston, Ala. | 73,428 | 191 |
| Casper - Riverton, Wyo. | 72,750 | 192 |
| Flagstaff, Ariz. | 72,116 | 193 |
| Grand Junction - Durango, Colo. | 70,937 | 194 |
| Watertown - Carthage, N.Y. | 69,911 | 195 |
| Meridian, Miss. | 68,025 | 196 |
| Hagerstown, Md. | 57,962 | 197 |
| Laurel - Hattiesburg, Miss. | 52,956 | 198 |
| Zanesville, Ohio | 52,896 | 199 |
| Ottumwa - Kirksville, Iowa-Mo. | 51,481 | 200 |
| Presque Isle, Maine | 50,078 | 201 |
| Bend, Ore. | 49,063 | 202 |
| Laredo, Tex. | 47,965 | 203 |
| Twin Falls, Ida. | 47,922 | 204 |
| North Platte, Neb. | 46,511 | 205 |
| Mankato, Minn. | 43,667 | 206 |
| Charlottesville, Va. | 40,484 | 207 |
| Alpena, Mich. | 38,989 | 208 |
| Helena, Mont. | 23,948 | 209 |

1992 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# BUILDING MATERIALS & HARDWARE STORE SALES

| ADI | ($000) | Rank |
|---|---|---|
| New York, N.Y. | 5,247,794 | 1 |
| Los Angeles, Calif. | 5,172,626 | 2 |
| Chicago, Ill. | 3,023,679 | 3 |
| San Francisco - Oakland - San Jose, Calif. | 2,616,177 | 4 |
| Boston, Mass. | 2,479,404 | 5 |
| Philadelphia, Pa. | 2,170,927 | 6 |
| Minneapolis - St. Paul, Minn. | 1,861,563 | 7 |
| Atlanta, Ga. | 1,770,585 | 8 |
| Seattle - Tacoma, Wash. | 1,717,784 | 9 |
| Detroit, Mich. | 1,713,054 | 10 |
| Washington, D.C. | 1,532,518 | 11 |
| Dallas - Ft. Worth, Tex. | 1,499,683 | 12 |
| Cleveland, Ohio | 1,403,092 | 13 |
| Sacramento - Stockton, Calif. | 1,288,728 | 14 |
| Tampa - St. Petersburg, Fla. | 1,263,740 | 15 |
| Hartford - New Haven, Conn. | 1,061,295 | 16 |
| Orlando - Daytona Beach - Melbourne, Fla. | 1,029,310 | 17 |
| Miami - Ft. Lauderdale, Fla. | 1,023,841 | 18 |
| Phoenix, Ariz. | 1,007,746 | 19 |
| St. Louis, Mo. | 1,005,413 | 20 |
| Denver, Colo. | 997,913 | 21 |
| San Diego, Calif. | 956,592 | 22 |
| Portland, Ore. | 948,523 | 23 |
| Indianapolis, Ind. | 939,314 | 24 |
| Charlotte, N.C. | 930,487 | 25 |
| Houston, Tex. | 929,001 | 26 |
| Raleigh - Durham, N.C. | 915,525 | 27 |
| Baltimore, Md. | 894,964 | 28 |
| Kansas City, Mo. | 821,702 | 29 |
| Greenville - Spartanburg - Asheville, S.C.-N.C. | 813,743 | 30 |
| Milwaukee, Wisc. | 767,973 | 31 |
| Grand Rapids - Kalamazoo - Battle Creek, Mich. | 749,332 | 32 |
| Cincinnati, Ohio | 734,279 | 33 |
| Nashville, Tenn. | 728,920 | 34 |
| Pittsburgh, Pa. | 726,458 | 35 |
| Columbus, Ohio | 665,469 | 36 |
| Greensboro - Winston-Salem - High Point, N.C. | 639,529 | 37 |
| Salt Lake City, Utah | 626,047 | 38 |
| Norfolk - Portsmouth - Newport News - Hampton, Va. | 613,394 | 39 |
| Harrisburg - York - Lancaster - Lebanon, Pa. | 603,033 | 40 |
| Flint - Saginaw - Bay City, Mich. | 580,172 | 41 |
| Albuquerque, N.M. | 569,953 | 42 |
| Albany - Schenectady - Troy, N.Y. | 547,218 | 43 |
| Providence - New Bedford, R.I.-Mass. | 544,052 | 44 |
| Louisville, Ky. | 529,095 | 45 |
| West Palm Beach - Ft. Pierce - Vero Beach, Fla. | 528,508 | 46 |
| Jacksonville, Fla. | 524,804 | 47 |
| Dayton, Ohio | 515,987 | 48 |
| Portland - Poland Spring, Maine | 505,834 | 49 |
| Wilkes-Barre - Scranton, Pa. | 494,777 | 50 |
| Green Bay - Appleton, Wisc. | 488,782 | 51 |
| Little Rock, Ark. | 474,487 | 52 |
| Fresno - Visalia, Calif. | 466,880 | 53 |
| Columbia, S.C. | 459,859 | 54 |
| New Orleans, La. | 458,993 | 55 |
| Birmingham, Ala. | 436,582 | 56 |
| Charleston - Huntington, W.Va. | 428,034 | 57 |
| Mobile - Pensacola, Ala.-Fla. | 416,628 | 58 |
| Wichita - Hutchinson, Kans. | 415,669 | 59 |
| Roanoke - Lynchburg, Va. | 412,387 | 60 |
| Burlington - Plattsburgh, Vt.-N.Y. | 409,634 | 61 |
| South Bend - Elkhart, Ind. | 408,404 | 62 |
| Richmond, Va. | 405,141 | 63 |
| Springfield - Decatur - Champaign, Ill. | 392,040 | 64 |
| Toledo, Ohio | 391,866 | 65 |
| Memphis, Tenn. | 391,604 | 66 |
| Ft. Myers - Naples, Fla. | 386,736 | 67 |
| Buffalo, N.Y. | 386,577 | 68 |
| San Antonio - Victoria, Tex. | 380,099 | 69 |
| Knoxville, Tenn. | 374,085 | 70 |
| Madison, Wisc. | 372,195 | 71 |
| Des Moines, Iowa | 367,820 | 72 |
| Springfield, Mo. | 345,318 | 73 |
| Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill. | 344,348 | 74 |
| Las Vegas, Nev. | 341,754 | 75 |
| Lexington, Ky. | 338,148 | 76 |
| Syracuse, N.Y. | 337,462 | 77 |
| Tucson, Ariz. | 334,762 | 78 |
| Tulsa, Okla. | 333,153 | 79 |
| Ft. Wayne, Ind. | 331,355 | 80 |
| Spokane, Wash. | 326,852 | 81 |
| Rochester, N.Y. | 326,800 | 82 |
| Traverse City - Cadillac, Mich. | 325,689 | 83 |
| Oklahoma City, Okla. | 324,823 | 84 |
| Cedar Rapids - Waterloo - Dubuque, Iowa | 310,489 | 85 |
| Reno, Nev. | 309,562 | 86 |
| Huntsville - Decatur - Florence, Ala. | 297,914 | 87 |
| Omaha, Neb. | 287,382 | 88 |
| Greenville - New Bern - Washington, N.C. | 285,781 | 89 |
| Austin, Tex. | 276,464 | 90 |
| Chattanooga, Tenn. | 276,233 | 91 |
| Evansville, Ind. | 274,612 | 92 |
| Springfield, Mass. | 272,117 | 93 |
| Bristol - Kingsport - Johnson City, Tenn. | 271,318 | 94 |
| Fargo, N.D. | 270,046 | 95 |
| Santa Barbara - Santa Maria - San Luis Obispo, Calif. | 264,658 | 96 |
| Lansing, Mich. | 260,436 | 97 |
| Colorado Springs - Pueblo, Colo. | 256,677 | 98 |
| Shreveport - Texarkana, La.-Tex.-Ark. | 252,469 | 99 |
| El Paso, Tex. | 250,396 | 100 |
| Augusta, Ga. | 249,556 | 101 |
| Charleston, S.C. | 249,378 | 102 |
| Sioux Falls - Mitchell, S.D. | 245,437 | 103 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 244,424 | 104 |
| Tallahdssee - Thomasville, Fla.-Ga. | 237,804 | 105 |
| Lincoln - Hastings - Kearney, Neb. | 231,482 | 106 |
| Johnstown - Altoona, Pa. | 219,735 | 107 |
| Salinas - Monterey, Calif. | 217,056 | 108 |
| Youngstown, Ohio | 216,415 | 109 |
| Florence - Myrtle Beach, S.C. | 216,085 | 110 |
| Jackson, Miss. | 213,835 | 111 |
| Baton Rouge, La. | 213,709 | 112 |
| Peoria - Bloomington, Ill. | 213,411 | 113 |
| Bakersfield, Calif. | 213,150 | 114 |
| Ft. Smith, Ark. | 212,588 | 115 |
| Tyler - Longview - Jacksonville, Tex. | 211,379 | 116 |
| Wausau - Rhinelander, Wisc. | 211,341 | 117 |
| Sarasota, Fla. | 209,614 | 118 |
| Savannah, Ga. | 205,691 | 119 |
| Rockford, Ill. | 202,085 | 120 |
| Waco - Temple - Bryan, Tex. | 194,559 | 121 |
| Macon, Ga. | 193,969 | 122 |
| Sioux City, Iowa | 193,880 | 123 |
| Eugene, Ore. | 192,065 | 124 |
| Chico - Redding, Calif. | 190,740 | 125 |
| Montgomery - Selma, Ala. | 187,025 | 126 |
| La Crosse - Eau Claire, Wisc. | 185,713 | 127 |
| Duluth - Superior, Minn.-Wisc. | 183,749 | 128 |
| Wilmington, N.C. | 182,246 | 129 |
| Terre Haute, Ind. | 181,374 | 130 |
| Yakima - Pasco - Richland - Kennewick, Wash. | 179,355 | 131 |
| Bangor, Maine | 174,613 | 132 |
| Columbia - Jefferson City, Mo. | 174,607 | 133 |
| Binghamton, N.Y. | 164,027 | 134 |
| Rochester - Mason City - Austin, Minn.-Iowa | 160,516 | 135 |
| Medford, Ore. | 159,103 | 136 |
| Boise, Ida. | 158,888 | 137 |
| Topeka, Kans. | 158,871 | 138 |
| Columbus - Tupelo, Miss. | 154,820 | 139 |
| McAllen - Brownsville, Tex. | 153,420 | 140 |
| Columbus, Ga. | 146,789 | 141 |
| Bluefield - Beckley - Oak Hill, W.Va. | 143,300 | 142 |
| Salisbury, Md. | 139,433 | 143 |
| Joplin - Pittsburg, Mo.-Kans. | 134,915 | 144 |
| Minot - Bismarck - Dickinson - Glendive, N.D.-Mont. | 134,369 | 145 |
| Idaho Falls - Pocatello, Ida. | 131,948 | 146 |
| Amarillo, Tex. | 128,649 | 147 |
| Albany, Ga. | 128,421 | 148 |
| Monroe - El Dorado, La.-Ark. | 126,152 | 149 |
| Lafayette, La. | 119,580 | 150 |
| Missoula, Mont. | 115,533 | 151 |
| Clarksburg - Weston, W.Va. | 115,479 | 152 |
| Wichita Falls - Lawton, Tex.-Okla. | 114,695 | 153 |
| Utica, N.Y. | 114,544 | 154 |
| Wheeling - Steubenville, W.Va.-Ohio | 114,539 | 155 |
| Watertown - Carthage, N.Y. | 111,974 | 156 |
| Corpus Christi, Tex. | 110,384 | 157 |
| Harrisonburg, Va. | 110,248 | 158 |
| Panama City, Fla. | 110,008 | 159 |
| Beaumont - Port Arthur, Tex. | 109,658 | 160 |
| Erie, Pa. | 106,062 | 161 |
| Palm Springs, Calif. | 105,249 | 162 |
| Gainesville, Fla. | 100,534 | 163 |
| Lubbock, Tex. | 96,591 | 164 |
| Dothan, Ala. | 91,495 | 165 |
| Biloxi - Gulfport - Pascagoula, Miss. | 90,914 | 166 |
| Rapid City, S.D. | 88,588 | 167 |
| Laurel - Hattiesburg, Miss. | 83,969 | 168 |
| Jonesboro, Ark. | 83,738 | 169 |
| Billings - Hardin, Mont. | 79,415 | 170 |
| Eureka, Calif. | 79,159 | 171 |
| Jackson, Tenn. | 78,695 | 172 |
| El Centro - Yuma, Calif.-Ariz. | 77,455 | 173 |
| Quincy - Hannibal, Ill.-Mo. | 75,956 | 174 |
| Grand Junction - Durango, Colo. | 75,503 | 175 |
| Lake Charles, La. | 74,338 | 176 |
| Alexandria, La. | 73,728 | 177 |
| Butte, Mont. | 70,836 | 178 |
| Elmira, N.Y. | 69,950 | 179 |
| Tuscaloosa, Ala. | 69,611 | 180 |
| Abilene - Sweetwater, Tex. | 62,886 | 181 |
| Great Falls, Mont. | 61,143 | 182 |
| Charlottesville, Va. | 59,732 | 183 |
| Meridian, Miss. | 59,622 | 184 |
| Mankato, Minn. | 58,695 | 185 |
| Lafayette, Ind. | 58,219 | 186 |
| Marquette, Mich. | 56,940 | 187 |
| Bowling Green, Ky. | 54,797 | 188 |
| Flagstaff, Ariz. | 53,941 | 189 |
| Lima, Ohio | 53,809 | 190 |
| Twin Falls, Ida. | 52,635 | 191 |
| Hagerstown, Md. | 52,332 | 192 |
| Odessa - Midland, Tex. | 51,992 | 193 |
| Parkersburg, W.Va. | 51,462 | 194 |
| Zanesville, Ohio | 47,587 | 195 |
| Bend, Ore. | 47,475 | 196 |
| Cheyenne - Scottsbluff (Sterling), Wyo.-Neb. | 43,452 | 197 |
| Ardmore - Ada, Okla. | 41,806 | 198 |
| Anniston, Ala. | 37,608 | 199 |
| Laredo, Tex. | 36,417 | 200 |
| Casper - Riverton, Wyo. | 35,632 | 201 |
| San Angelo, Tex. | 33,302 | 202 |
| St. Joseph, Mo. | 30,270 | 203 |
| Presque Isle, Maine | 29,094 | 204 |
| Greenwood - Greenville, Miss. | 28,497 | 205 |
| Ottumwa - Kirksville, Iowa-Mo. | 22,723 | 206 |
| Alpena, Mich. | 17,848 | 207 |
| North Platte, Neb. | 15,844 | 208 |
| Helena, Mont. | 15,056 | 209 |

## S&MM/ARBITRON TV MARKET (ADI) RANKING

# DRUGSTORE SALES

| ADI | ($000) | Rank |
|---|---|---|
| New York, N.Y. | 5,187,357 | 1 |
| Los Angeles, Calif. | 4,546,419 | 2 |
| Chicago, Ill. | 3,634,984 | 3 |
| San Francisco - Oakland - San Jose, Calif. | 2,903,565 | 4 |
| Philadelphia, Pa. | 2,124,161 | 5 |
| Boston, Mass. | 1,910,187 | 6 |
| Detroit, Mich. | 1,645,134 | 7 |
| Miami - Ft. Lauderdale, Fla. | 1,476,154 | 8 |
| Washington, D.C. | 1,391,864 | 9 |
| Seattle - Tacoma, Wash. | 1,335,188 | 10 |
| Cleveland, Ohio | 1,245,067 | 11 |
| Sacramento - Stockton, Calif. | 1,215,685 | 12 |
| Atlanta, Ga. | 1,134,240 | 13 |
| Dallas - Ft. Worth, Tex. | 1,106,048 | 14 |
| Tampa - St. Petersburg, Fla. | 1,034,229 | 15 |
| Houston, Tex. | 942,041 | 16 |
| Minneapolis - St. Paul, Minn. | 902,002 | 17 |
| Phoenix, Ariz. | 821,061 | 18 |
| Pittsburgh, Pa. | 817,686 | 19 |
| San Diego, Calif. | 812,587 | 20 |
| St. Louis, Mo. | 775,131 | 21 |
| Baltimore, Md. | 740,770 | 22 |
| Indianapolis, Ind. | 723,114 | 23 |
| Orlando - Daytona Beach - Melbourne, Fla. | 680,161 | 24 |
| Hartford - New Haven, Conn. | 661,420 | 25 |
| Milwaukee, Wisc. | 657,095 | 26 |
| Cincinnati, Ohio | 631,219 | 27 |
| New Orleans, La. | 628,433 | 28 |
| Charlotte, N.C. | 615,772 | 29 |
| Portland, Ore. | 600,657 | 30 |
| Buffalo, N.Y. | 569,130 | 31 |
| Raleigh - Durham, N.C. | 558,446 | 32 |
| West Palm Beach - Ft. Pierce - Vero Beach, Fla. | 554,309 | 33 |
| Greenville - Spartanburg - Asheville, S.C.-N.C. | 550,541 | 34 |
| Fresno - Visalia, Calif. | 521,023 | 35 |
| Nashville, Tenn. | 514,194 | 36 |
| Columbus, Ohio | 507,485 | 37 |
| Providence - New Bedford, R.I.-Mass. | 500,616 | 38 |
| Denver, Colo. | 491,288 | 39 |
| Jacksonville, Fla. | 479,553 | 40 |
| Louisville, Ky. | 475,879 | 41 |
| Kansas City, Mo. | 462,250 | 42 |
| Memphis, Tenn. | 455,502 | 43 |
| Wilkes-Barre - Scranton, Pa. | 445,517 | 44 |
| Greensboro - Winston-Salem - High Point, N.C. | 441,478 | 45 |
| Norfolk - Portsmouth - Newport News - Hampton, Va. | 425,124 | 46 |
| Albany - Schenectady - Troy, N.Y. | 414,298 | 47 |
| Birmingham, Ala. | 397,234 | 48 |
| Grand Rapids - Kalamazoo - Battle Creek, Mich. | 397,143 | 49 |
| Charleston - Huntington, W.Va. | 393,598 | 50 |
| Harrisburg - York - Lancaster - Lebanon, Pa. | 379,781 | 51 |
| Flint - Saginaw - Bay City, Mich. | 355,190 | 52 |
| Richmond, Va. | 352,699 | 53 |
| Mobile - Pensacola, Ala.-Fla. | 339,178 | 54 |
| Dayton, Ohio | 337,590 | 55 |
| Albuquerque, N.M. | 327,792 | 56 |
| San Antonio - Victoria, Tex. | 320,994 | 57 |
| Syracuse, N.Y. | 316,809 | 58 |
| Knoxville, Tenn. | 310,368 | 59 |
| Roanoke - Lynchburg, Va. | 308,720 | 60 |
| Toledo, Ohio | 306,633 | 61 |
| Oklahoma City, Okla. | 305,337 | 62 |
| Springfield - Decatur - Champaign, Ill. | 296,646 | 63 |
| Rochester, N.Y. | 286,996 | 64 |
| Salinas - Monterey, Calif. | 279,414 | 65 |
| Tucson, Ariz. | 273,786 | 66 |
| Lexington, Ky. | 271,556 | 67 |
| South Bend - Elkhart, Ind. | 270,522 | 68 |
| Santa Barbara - Santa Maria - San Luis Obispo, Calif. | 265,129 | 69 |
| Salt Lake City, Utah | 263,061 | 70 |
| Terre Haute, Ind. | 260,024 | 71 |
| Spokane, Wash. | 259,619 | 72 |
| Shreveport - Texarkana, La.-Tex.-Ark. | 258,414 | 73 |
| Little Rock, Ark. | 254,792 | 74 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 249,024 | 75 |
| Portland - Poland Spring, Maine | 248,985 | 76 |
| Omaha, Neb. | 242,878 | 77 |
| Youngstown, Ohio | 236,799 | 78 |
| Ft. Myers - Naples, Fla. | 233,301 | 79 |
| Des Moines, Iowa | 231,349 | 80 |
| Bristol - Kingsport - Johnson City, Tenn. | 222,138 | 81 |
| Jackson, Miss. | 219,100 | 82 |
| Bakersfield, Calif. | 215,739 | 83 |
| Reno, Nev. | 215,304 | 84 |
| Johnstown - Altoona, Pa. | 213,839 | 85 |
| Tulsa, Okla. | 212,154 | 86 |
| Columbia, S.C. | 208,094 | 87 |
| Ft. Wayne, Ind. | 206,967 | 88 |
| Las Vegas, Nev. | 206,962 | 89 |
| Evansville, Ind. | 205,445 | 90 |
| Cedar Rapids - Waterloo - Dubuque, Iowa | 205,276 | 91 |
| Savannah, Ga. | 199,818 | 92 |
| Chico - Redding, Calif. | 199,238 | 93 |
| Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill. | 198,881 | 94 |
| Springfield, Mass. | 198,565 | 95 |
| Wichita - Hutchinson, Kans. | 196,774 | 96 |
| Austin, Tex. | 195,131 | 97 |
| Baton Rouge, La. | 191,496 | 98 |
| Peoria - Bloomington, Ill. | 189,007 | 99 |
| Green Bay - Appleton, Wisc. | 188,484 | 100 |
| Burlington - Plattsburgh, Vt.-N.Y. | 181,100 | 101 |
| Augusta, Ga. | 175,654 | 102 |
| Yakima - Pasco - Richland - Kennewick, Wash. | 174,535 | 103 |
| Huntsville - Decatur - Florence, Ala. | 169,756 | 104 |
| Chattanooga, Tenn. | 169,704 | 105 |
| Lafayette, La. | 168,470 | 106 |
| Tyler - Longview - Jacksonville, Tex. | 168,185 | 107 |
| Sioux Falls - Mitchell, S.D. | 166,040 | 108 |
| Charleston, S.C. | 159,155 | 109 |
| Madison, Wisc. | 154,798 | 110 |
| Tallahassee - Thomasville, Fla.-Ga. | 154,463 | 111 |
| Greenville - New Bern - Washington, N.C. | 149,507 | 112 |
| Macon, Ga. | 149,486 | 113 |
| Sarasota, Fla. | 144,321 | 114 |
| Lansing, Mich. | 144,127 | 115 |
| Montgomery - Selma, Ala. | 143,941 | 116 |
| Binghamton, N.Y. | 141,586 | 117 |
| Monroe - El Dorado, La.-Ark. | 140,863 | 118 |
| Eugene, Ore. | 138,242 | 119 |
| Traverse City - Cadillac, Mich. | 137,179 | 120 |
| Fargo, N.D. | 135,181 | 121 |
| Rockford, Ill. | 131,800 | 122 |
| Medford, Ore. | 131,334 | 123 |
| Erie, Pa. | 130,189 | 124 |
| Florence - Myrtle Beach, S.C. | 129,865 | 125 |
| Lincoln - Hastings - Kearney, Neb. | 127,501 | 126 |
| Bluefield - Beckley - Oak Hill, W.Va. | 123,340 | 127 |
| Waco - Temple - Bryan, Tex. | 122,976 | 128 |
| Wilmington, N.C. | 122,894 | 129 |
| Colorado Springs - Pueblo, Colo. | 115,886 | 130 |
| Duluth - Superior, Minn.-Wisc. | 112,508 | 131 |
| Columbus, Ga. | 110,957 | 132 |
| Amarillo, Tex. | 110,170 | 133 |
| Beaumont - Port Arthur, Tex. | 105,767 | 134 |
| El Paso, Tex. | 105,705 | 135 |
| Albany, Ga. | 103,994 | 136 |
| Columbus - Tupelo, Miss. | 102,962 | 137 |
| Wheeling - Steubenville, W.Va.-Ohio | 102,313 | 138 |
| Springfield, Mo. | 97,024 | 139 |
| Wichita Falls - Lawton, Tex.-Okla. | 96,941 | 140 |
| Minot - Bismarck - Dickinson - Glendive, N.D.-Mont. | 92,637 | 141 |
| Utica, N.Y. | 90,675 | 142 |
| Odessa - Midland, Tex. | 88,785 | 143 |
| Topeka, Kans. | 86,606 | 144 |
| Eureka, Calif. | 84,701 | 145 |
| Watertown - Carthage, N.Y. | 84,399 | 146 |
| Sioux City, Iowa | 84,113 | 147 |
| Corpus Christi, Tex. | 80,643 | 148 |
| McAllen - Brownsville, Tex. | 79,702 | 149 |
| Bangor, Maine | 77,895 | 150 |
| Ft. Smith, Ark. | 75,798 | 151 |
| Biloxi - Gulfport - Pascagoula, Miss. | 74,410 | 152 |
| Clarksburg - Weston, W.Va. | 73,590 | 153 |
| Abilene - Sweetwater, Tex. | 73,250 | 154 |
| Elmira, N.Y. | 72,600 | 155 |
| La Crosse - Eau Claire, Wisc. | 72,410 | 156 |
| Salisbury, Md. | 72,388 | 157 |
| Boise, Ida. | 71,531 | 158 |
| Palm Springs, Calif. | 71,307 | 159 |
| Lubbock, Tex. | 69,720 | 160 |
| Panama City, Fla. | 69,695 | 161 |
| Lake Charles, La. | 67,301 | 162 |
| El Centro - Yuma, Calif.-Ariz. | 66,806 | 163 |
| Laurel - Hattiesburg, Miss. | 64,888 | 164 |
| Harrisonburg, Va. | 62,352 | 165 |
| Quincy - Hannibal, Ill.-Mo. | 61,916 | 166 |
| Rochester - Mason City - Austin, Minn.-Iowa | 61,140 | 167 |
| Idaho Falls - Pocatello, Ida. | 60,145 | 168 |
| Alexandria, La. | 58,445 | 169 |
| Joplin - Pittsburg, Mo.-Kans. | 57,399 | 170 |
| Wausau - Rhinelander, Wisc. | 56,914 | 171 |
| Greenwood - Greenville, Miss. | 54,382 | 172 |
| Columbia - Jefferson City, Mo. | 51,891 | 173 |
| Gainesville, Fla. | 50,678 | 174 |
| Dothan, Ala. | 50,033 | 175 |
| Butte, Mont. | 49,303 | 176 |
| Tuscaloosa, Ala. | 49,268 | 177 |
| Billings - Hardin, Mont. | 45,023 | 178 |
| Lafayette, Ind. | 42,792 | 179 |
| Hagerstown, Md. | 42,784 | 180 |
| Meridian, Miss. | 42,407 | 181 |
| Rapid City, S.D. | 42,250 | 182 |
| Jackson, Tenn. | 41,583 | 183 |
| Bend, Ore. | 40,242 | 184 |
| Bowling Green, Ky. | 39,555 | 185 |
| Charlottesville, Va. | 38,700 | 186 |
| Parkersburg, W.Va. | 38,608 | 187 |
| Great Falls, Mont. | 37,180 | 188 |
| Missoula, Mont. | 36,577 | 189 |
| Jonesboro, Ark. | 35,968 | 190 |
| Grand Junction - Durango, Colo. | 33,590 | 191 |
| Marquette, Mich. | 33,514 | 192 |
| Lima, Ohio | 33,144 | 193 |
| Ardmore - Ada, Okla. | 32,188 | 194 |
| Twin Falls, Ida. | 31,994 | 195 |
| Anniston, Ala. | 30,021 | 196 |
| Flagstaff, Ariz. | 28,924 | 197 |
| Mankato, Minn. | 24,886 | 198 |
| Presque Isle, Maine | 23,144 | 199 |
| San Angelo, Tex. | 18,698 | 200 |
| St. Joseph, Mo. | 16,687 | 201 |
| Zanesville, Ohio | 16,643 | 202 |
| Casper - Riverton, Wyo. | 16,002 | 203 |
| Laredo, Tex. | 14,118 | 204 |
| Alpena, Mich. | 14,105 | 205 |
| North Platte, Neb. | 11,456 | 206 |
| Helena, Mont. | 10,688 | 207 |
| Ottumwa - Kirksville, Iowa-Mo. | 10,201 | 208 |
| Cheyenne - Scottsbluff (Sterling), Wyo.-Neb. | 9,866 | 209 |

1992 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# SECTION 19
## Retail Sales By Store Group For Television Market (ADIs)

Total Retail Sales
Food Stores
Supermarkets
Eating And Drinking Places
General Merchandise Stores
Department Stores
Apparel And Accessories Stores
Furniture/Home Furnishings/Appliance Stores
Furniture And Home Furnishings Stores
Automotive Dealers
Gasoline Service Stations
Building Materials And Hardware Dealers
Drug Stores

### EXPLANATION OF TERMS

An explanation of terms used in the **Survey of Buying Power Demographics USA 1992** will be found in the Introductory Section starting on page A-5. A detailed listing of the outlets that make up each Store Group, and definitions of the Merchandise Line Sales categories, will be found on pages A-9 and A-10. A listing of the county makeup of each Television Market will be found starting on page A-11.

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MARKET STATISTICS
PRODUCERS OF THE SURVEY OF BUYING POWER

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TV MARKETS (ADIs)
RETAIL SALES BY STORE GROUP
19

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| Arkansas | 19–2 | Nevada | 19–6 |
| California | 19–2 | New Mexico | 19–6 |
| Colorado | 19–2 | New York | 19–6 |
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| District of Columbia | 19–3 | North Dakota | 19–6 |
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# TELEVISION MARKETS [ADIs]: 1991 RETAIL SALES BY STORE GROUP

| S&MM ESTIMATES |  | Food Stores |  | Eating & Drinking Places | General Merchandise Stores |  | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores |  | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| S&MM/ARBITRON TV MARKET (ADI) | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **ALABAMA** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| ANNISTON | 734,327 | 84,947 | 82,565 | 74,139 | 114,488 | 103,096 | 36,715 | 27,462 | 18,571 | 195,067 | 73,428 | 37,608 | 30,021 |
| BIRMINGHAM | 8,941,524 | 1,703,826 | 1,632,232 | 746,513 | 1,136,104 | 905,624 | 559,721 | 351,891 | 207,970 | 2,291,509 | 635,989 | 436,582 | 397,234 |
| DOTHAN | 1,561,102 | 327,737 | 307,826 | 130,891 | 210,919 | 174,719 | 77,548 | 85,898 | 53,143 | 387,243 | 90,384 | 91,495 | 50,033 |
| HUNTSVILLE - DECATUR - FLORENCE | 5,506,492 | 1,047,718 | 1,003,461 | 440,908 | 789,904 | 656,874 | 341,171 | 273,667 | 161,751 | 1,423,543 | 297,367 | 297,914 | 169,756 |
| MOBILE - PENSACOLA | 7,626,276 | 1,473,148 | 1,413,436 | 742,301 | 982,928 | 814,473 | 328,580 | 334,085 | 189,313 | 1,688,976 | 646,307 | 416,628 | 339,178 |
| MONTGOMERY - SELMA | 3,445,397 | 730,122 | 681,054 | 294,472 | 439,234 | 351,918 | 163,538 | 146,360 | 90,332 | 785,055 | 269,958 | 187,025 | 143,941 |
| TUSCALOOSA | 1,051,403 | 177,717 | 170,584 | 90,036 | 163,691 | 140,283 | 58,067 | 50,684 | 29,899 | 234,334 | 78,271 | 69,611 | 49,268 |
| **ARIZONA** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| FLAGSTAFF | 735,680 | 188,534 | 183,471 | 99,708 | 91,725 | 47,549 | 21,671 | 27,510 | 14,733 | 85,911 | 72,116 | 53,941 | 28,924 |
| PHOENIX | 20,020,087 | 4,847,672 | 4,703,349 | 2,115,453 | 2,233,466 | 1,675,510 | 781,741 | 1,088,769 | 619,247 | 4,037,999 | 1,211,390 | 1,007,746 | 821,061 |
| TUCSON | 5,442,409 | 1,176,769 | 1,127,931 | 522,646 | 720,986 | 465,523 | 291,972 | 259,821 | 137,214 | 958,635 | 410,930 | 334,762 | 273,786 |
| **ARKANSAS** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| FT. SMITH | 3,358,634 | 743,455 | 717,070 | 260,189 | 592,366 | 516,839 | 108,923 | 122,040 | 80,900 | 812,499 | 197,320 | 212,588 | 75,798 |
| JONESBORO | 1,265,834 | 279,627 | 269,553 | 68,342 | 190,648 | 159,857 | 64,834 | 46,675 | 21,401 | 303,321 | 92,143 | 83,738 | 35,968 |
| LITTLE ROCK | 8,151,184 | 1,662,804 | 1,602,216 | 619,438 | 1,127,114 | 954,083 | 379,180 | 303,363 | 192,112 | 2,116,464 | 549,651 | 474,487 | 254,792 |
| **CALIFORNIA** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| BAKERSFIELD | 3,031,448 | 595,903 | 564,032 | 328,527 | 307,977 | 231,786 | 110,766 | 159,693 | 81,354 | 572,665 | 296,618 | 213,150 | 215,739 |
| CHICO - REDDING | 2,720,832 | 673,836 | 641,002 | 284,463 | 230,117 | 195,565 | 82,869 | 150,421 | 71,785 | 452,994 | 241,766 | 190,740 | 199,238 |
| EL CENTRO - YUMA | 1,292,952 | 305,232 | 298,544 | 115,228 | 175,641 | 123,517 | 58,652 | 40,999 | 24,288 | 245,408 | 131,522 | 77,455 | 66,806 |
| EUREKA | 907,613 | 209,490 | 199,229 | 104,736 | 52,334 | 37,478 | 50,378 | 34,917 | 20,027 | 111,298 | 93,046 | 79,159 | 84,701 |
| FRESNO - VISALIA | 7,790,150 | 1,779,852 | 1,663,159 | 835,337 | 692,808 | 562,020 | 323,533 | 422,206 | 243,395 | 1,467,280 | 607,342 | 466,860 | 521,023 |
| LOS ANGELES | 106,525,608 | 20,559,417 | 19,131,332 | 13,542,655 | 11,600,067 | 8,783,238 | 6,518,857 | 6,566,908 | 3,115,309 | 19,997,056 | 6,565,727 | 5,172,626 | 4,546,419 |
| PALM SPRINGS | 1,628,078 | 365,842 | 350,267 | 190,435 | 156,693 | 136,352 | 61,681 | 77,036 | 41,796 | 300,166 | 132,268 | 105,249 | 71,307 |
| SACRAMENTO - STOCKTON | 20,003,732 | 4,343,785 | 4,120,577 | 2,290,192 | 2,057,183 | 1,593,103 | 782,519 | 1,121,211 | 635,221 | 3,922,256 | 1,383,667 | 1,288,728 | 1,215,685 |
| SALINAS - MONTEREY | 4,396,937 | 881,853 | 775,800 | 592,394 | 354,393 | 325,791 | 211,337 | 215,503 | 116,484 | 857,270 | 303,916 | 217,056 | 279,414 |
| SAN DIEGO | 18,711,578 | 3,509,674 | 3,232,638 | 2,335,486 | 2,212,008 | 1,536,659 | 1,092,045 | 1,244,208 | 705,548 | 3,652,912 | 1,141,032 | 956,592 | 812,587 |
| SAN FRANCISCO - OAKLAND - SAN JOSE | 49,266,286 | 9,514,640 | 8,588,899 | 6,753,965 | 5,188,572 | 3,989,948 | 3,256,839 | 3,318,753 | 1,532,043 | 7,740,777 | 2,630,012 | 2,616,177 | 2,903,565 |
| SANTA BARBARA - SANTA MARIA - SAN LUIS OBISPO | 4,371,200 | 1,022,057 | 952,359 | 602,871 | 322,429 | 283,940 | 247,279 | 251,688 | 129,729 | 608,271 | 345,023 | 264,658 | 265,129 |
| **COLORADO** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| COLORADO SPRINGS - PUEBLO | 4,181,095 | 841,102 | 813,467 | 437,611 | 536,423 | 421,054 | 173,847 | 220,131 | 119,702 | 839,248 | 300,297 | 256,677 | 115,886 |
| DENVER | 20,474,081 | 4,361,709 | 4,214,171 | 2,364,453 | 2,524,036 | 2,002,274 | 982,272 | 1,070,035 | 540,918 | 3,740,219 | 1,414,295 | 907,913 | 491,288 |
| GRAND JUNCTION - DURANGO | 1,1[illegible]1,709 | 272,146 | 262,836 | 168,848 | 113,795 | 89,100 | 39,528 | 40,147 | 21,888 | 166,687 | 70,937 | 75,503 | 33,590 |
| **CONNECTICUT** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| HARTFORD - NEW HAVEN | 18,903,930 | 3,705,298 | 3,439,479 | 2,056,367 | 1,863,565 | 1,615,041 | 942,488 | 929,841 | 516,811 | 4,129,414 | 1.346,492 | 1,061,295 | 661,420 |

# TELEVISION MARKETS [ADIs]: 1991 RETAIL SALES BY STORE GROUP

| S&MM ESTIMATES<br>S&MM/ARBITRON TV MARKET (ADI) | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **DISTRICT OF COLUMBIA** | | | | | | | | | | | | | |
| **WASHINGTON** | 36,549,551 | 7,078,036 | 6,731,635 | 4,075,389 | 4,205,342 | 3,477,135 | 2,111,452 | 2,218,293 | 1,246,720 | 7,393,265 | 2,366,711 | 1,532,518 | 1,391,864 |
| **FLORIDA** | | | | | | | | | | | | | |
| **FT. MYERS - NAPLES** | 5,543,474 | 1,187,703 | 1,134,024 | 576,426 | 609,206 | 541,110 | 284,248 | 403,705 | 297,404 | 1,049,602 | 325,889 | 386,736 | 233,301 |
| **GAINESVILLE** | 1,743,315 | 394,527 | 374,672 | 173,407 | 230,737 | 192,125 | 61,540 | 66,129 | 30,124 | 404,453 | 114,128 | 100,534 | 50,678 |
| **JACKSONVILLE** | 9,753,562 | 1,896,788 | 1,802,996 | 1,037,313 | 1,010,014 | 765,032 | 358,468 | 484,655 | 255,801 | 2,271,264 | 868,884 | 524,804 | 479,553 |
| **MIAMI - FT. LAUDERDALE** | 28,536,227 | 5,215,602 | 4,722,826 | 3,166,074 | 3,121,378 | 2,522,114 | 1,781,665 | 1,560,644 | 890,791 | 6,895,048 | 1,471,017 | 1,023,841 | 1,476,154 |
| **ORLANDO - DAYTONA BEACH - MELBOURNE** | 19,323,930 | 3,728,544 | 3,548,543 | 2,207,011 | 2,295,316 | 1,904,862 | 725,455 | 848,171 | 484,610 | 4,382,362 | 1,279,338 | 1,029,310 | 680,161 |
| **PANAMA CITY** | 1,756,164 | 452,227 | 435,899 | 217,099 | 196,102 | 164,459 | 74,297 | 67,133 | 46,225 | 318,971 | 133,479 | 110,008 | 69,695 |
| **SARASOTA** | 2,952,140 | 508,267 | 465,409 | 280,920 | 334,350 | 297,494 | 131,173 | 217,708 | 164,649 | 696,230 | 162,031 | 209,614 | 144,321 |
| **TALLAHASSEE - THOMASVILLE** | 3,640,040 | 789,954 | 758,208 | 327,918 | 418,142 | 328,130 | 157,232 | 166,960 | 104,600 | 675,375 | 397,396 | 237,804 | 154,463 |
| **TAMPA - ST. PETERSBURG** | 23,401,318 | 4,668,869 | 4,417,652 | 2,196,251 | 2,758,418 | 2,229,096 | 811,149 | 1,153,050 | 661,041 | 5,282,976 | 1,404,371 | 1,263,740 | 1,034,229 |
| **WEST PALM BEACH - FT. PIERCE - VERO BEACH** | 11,530,956 | 2,182,821 | 2,027,569 | 1,169,367 | 1,334,195 | 1,114,895 | 675,574 | 666,872 | 454,362 | 2,737,471 | 637,703 | 528,508 | 554,309 |
| **GEORGIA** | | | | | | | | | | | | | |
| **ALBANY** | 2,234,628 | 594,867 | 577,624 | 164,830 | 253,720 | 214,015 | 86,719 | 93,981 | 62,368 | 435,952 | 157,336 | 128,421 | 103,994 |
| **ATLANTA** | 29,633,835 | 5,268,957 | 5,074,064 | 3,233,152 | 3,748,899 | 3,074,892 | 1,467,363 | 1,491,625 | 821,001 | 6,452,810 | 2,050,922 | 1,770,585 | 1,134,240 |
| **AUGUSTA** | 3,614,523 | 808,319 | 788,839 | 324,749 | 490,135 | 400,619 | 135,005 | 157,178 | 104,815 | 738,897 | 257,843 | 249,556 | 175,654 |
| **COLUMBUS** | 2,924,265 | 633,661 | 604,836 | 265,936 | 366,315 | 304,295 | 136,220 | 123,795 | 74,512 | 656,380 | 206,285 | 146,789 | 110,957 |
| **MACON** | 3,188,494 | 652,043 | 633,518 | 294,669 | 371,383 | 309,527 | 121,836 | 139,664 | 91,787 | 693,641 | 250,758 | 193,969 | 149,486 |
| **SAVANNAH** | 4,139,494 | 921,207 | 880,037 | 439,559 | 472,232 | 369,170 | 210,036 | 208,006 | 134,076 | 793,773 | 343,821 | 205,691 | 199,818 |
| **IDAHO** | | | | | | | | | | | | | |
| **BOISE** | 2,638,221 | 631,827 | 611,854 | 269,042 | 298,358 | 226,645 | 111,227 | 120,054 | 67,315 | 529,570 | 238,208 | 158,888 | 71,551 |
| **IDAHO FALLS - POCATELLO** | 1,900,127 | 438,752 | 424,271 | 167,452 | 206,236 | 169,153 | 86,832 | 89,474 | 50,978 | 355,876 | 160,282 | 131,948 | 60,145 |
| **TWIN FALLS** | 679,429 | 129,855 | 127,294 | 65,306 | 53,504 | 36,096 | 45,279 | 36,092 | 19,461 | 146,301 | 47,922 | 52,635 | 31,994 |
| **ILLINOIS** | | | | | | | | | | | | | |
| **CHICAGO** | 64,270,488 | 10,787,292 | 9,943,960 | 6,790,085 | 7,190,967 | 6,203,523 | 4,572,005 | 3,539,643 | 1,967,261 | 12,324,057 | 4,577,410 | 3,023,679 | 3,634,984 |
| **PEORIA - BLOOMINGTON** | 4,253,466 | 788,631 | 750,667 | 403,632 | 581,746 | 482,743 | 145,722 | 164,979 | 92,606 | 935,933 | 381,000 | 213,411 | 189,007 |
| **QUINCY - HANNIBAL** | 1,502,541 | 309,296 | 296,869 | 133,273 | 213,733 | 142,550 | 59,815 | 48,914 | 29,437 | 340,105 | 166,687 | 75,956 | 61,916 |
| **ROCKFORD** | 2,936,598 | 551,451 | 526,089 | 278,607 | 409,296 | 365,427 | 110,380 | 146,391 | 77,354 | 564,575 | 290,804 | 202,085 | 131,800 |
| **SPRINGFIELD - DECATUR - CHAMPAIGN** | 6,716,266 | 1,128,901 | 1,081,143 | 665,657 | 1,013,994 | 804,293 | 255,603 | 270,404 | 135,049 | 1,300,577 | 652,948 | 392,040 | 296,646 |
| **INDIANA** | | | | | | | | | | | | | |
| **EVANSVILLE** | 4,471,852 | 952,552 | 912,786 | 387,442 | 648,304 | 546,600 | 183,036 | 205,868 | 121,227 | 894,036 | 356,049 | 274,612 | 205,445 |
| **FT. WAYNE** | 4,346,477 | 779,388 | 737,936 | 435,254 | 507,122 | 396,737 | 158,969 | 209,900 | 107,716 | 1,028,912 | 334,089 | 331,355 | 206,967 |
| **INDIANAPOLIS** | 17,461,526 | 2,789,342 | 2,688,768 | 1,817,292 | 2,279,938 | 1,877,547 | 669,244 | 811,258 | 396,650 | 3,869,826 | 1,459,313 | 939,314 | 723,114 |
| **LAFAYETTE** | 1,039,882 | 162,216 | 155,827 | 108,715 | 190,210 | 170,194 | 41,769 | 47,754 | 20,440 | 224,210 | 82,826 | 58,219 | 42,792 |
| **SOUTH BEND - ELKHART** | 5,598,924 | 1,018,604 | 961,532 | 558,449 | 679,776 | 539,885 | 223,999 | 208,890 | 113,841 | 1,330,148 | 508,005 | 408,404 | 270,522 |
| **TERRE HAUTE** | 3,074,045 | 442,085 | 423,097 | 196,674 | 311,224 | 217,735 | 236,117 | 76,308 | 37,703 | 469,220 | 338,313 | 181,374 | 260,024 |

# TELEVISION MARKETS [ADIs]: 1991 RETAIL SALES BY STORE GROUP

| S&MM ESTIMATES |  | Food Stores |  | Eating & Drinking Places | General Merchandise Stores |  | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores |  | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls & Hardware Dealers | Drugstores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| S&MM/ARBITRON TV MARKET (ADI) | Total Retail Sales ($000) | Total ($000) | Supermarkets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **IOWA** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| CEDAR RAPIDS - WATERLOO - DUBUQUE | 5,542,249 | 1,118,719 | 1,060,291 | 545,770 | 797,743 | 631,674 | 190,291 | 182,786 | 92,586 | 1,279,218 | 498,131 | 310,489 | 205,276 |
| DAVENPORT - ROCK ISLAND - MOLINE | 5,388,432 | 1,081,801 | 1,033,333 | 531,172 | 770,904 | 696,567 | 190,982 | 189,409 | 92,441 | 1,171,077 | 570,554 | 244,424 | 249,024 |
| DES MOINES | 6,927,864 | 1,564,141 | 1,513,792 | 621,568 | 887,482 | 710,081 | 318,837 | 223,392 | 115,557 | 1,535,764 | 673,204 | 367,820 | 231,349 |
| OTTUMWA - KIRKSVILLE | 464,085 | 109,137 | 106,523 | 34,369 | 62,058 | 41,974 | 16,077 | 11,086 | 4,579 | 101,592 | 51,481 | 22,723 | 10,201 |
| SIOUX CITY | 2,543,212 | 573,941 | 556,823 | 224,404 | 302,541 | 209,080 | 107,744 | 67,722 | 33,672 | 557,071 | 259,014 | 193,880 | 84,113 |
| **KANSAS** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| TOPEKA | 2,631,348 | 492,315 | 479,229 | 258,035 | 332,090 | 301,031 | 108,179 | 89,134 | 53,069 | 633,344 | 272,332 | 158,871 | 86,606 |
| WICHITA - HUTCHINSON | 7,552,610 | 1,598,060 | 1,547,649 | 744,636 | 1,045,863 | 794,591 | 320,598 | 214,381 | 100,905 | 1,651,725 | 755,822 | 415,669 | 196,774 |
| **KENTUCKY** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| BOWLING GREEN | 914,232 | 161,247 | 152,412 | 67,917 | 145,358 | 107,416 | 44,412 | 42,810 | 26,677 | 177,195 | 94,983 | 54,797 | 39,555 |
| LEXINGTON | 6,282,420 | 1,336,810 | 1,272,906 | 585,512 | 890,856 | 675,821 | 291,737 | 290,094 | 158,373 | 1,303,978 | 465,165 | 338,148 | 271,556 |
| LOUISVILLE | 9,852,899 | 1,933,422 | 1,852,451 | 1,002,540 | 1,409,501 | 1,092,192 | 374,767 | 447,744 | 250,345 | 2,069,427 | 783,357 | 529,095 | 475,879 |
| PADUCAH - CAPE GIRARDEAU - HARRISBURG - MARION | 5,460,916 | 1,079,092 | 1,043,915 | 421,055 | 741,679 | 631,247 | 220,059 | 173,037 | 105,551 | 1,273,616 | 526,931 | 344,348 | 198,881 |
| **LOUISIANA** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| ALEXANDRIA | 1,448,481 | 340,387 | 322,131 | 107,153 | 265,168 | 199,426 | 68,776 | 48,283 | 28,500 | 285,772 | 106,858 | 73,728 | 58,445 |
| BATON ROUGE | 4,841,640 | 1,290,729 | 1,244,447 | 346,351 | 710,078 | 568,521 | 212,854 | 222,257 | 99,811 | 1,035,674 | 341,725 | 213,709 | 191,496 |
| LAFAYETTE | 3,182,980 | 966,818 | 926,514 | 276,560 | 440,325 | 356,062 | 148,094 | 86,389 | 48,416 | 574,608 | 244,749 | 119,580 | 168,470 |
| LAKE CHARLES | 1,468,276 | 398,598 | 388,577 | 114,641 | 250,045 | 208,758 | 61,162 | 45,802 | 21,620 | 287,623 | 81,979 | 74,338 | 67,301 |
| MONROE - EL DORADO | 3,085,550 | 797,387 | 764,222 | 212,729 | 434,392 | 274,508 | 132,637 | 98,053 | 57,151 | 743,650 | 186,745 | 126,152 | 140,863 |
| NEW ORLEANS | 12,434,211 | 3,125,860 | 2,964,688 | 1,281,684 | 1,519,762 | 1,148,256 | 618,135 | 528,758 | 271,489 | 2,343,432 | 800,089 | 458,993 | 628,433 |
| SHREVEPORT - TEXARKANA | 6,181,711 | 1,409,146 | 1,353,615 | 453,207 | 902,323 | 661,028 | 260,506 | 252,199 | 149,896 | 1,370,279 | 563,633 | 252,469 | 258,414 |
| **MAINE** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| BANGOR | 2,384,579 | 605,598 | 570,120 | 203,560 | 227,066 | 135,303 | 66,889 | 76,180 | 38,182 | 536,508 | 195,217 | 174,613 | 77,895 |
| PORTLAND - POLAND SPRING | 7,898,740 | 1,702,758 | 1,613,082 | 853,290 | 648,446 | 474,859 | 301,391 | 264,025 | 173,978 | 1,538,467 | 444,647 | 505,834 | 248,985 |
| PRESQUE ISLE | 567,046 | 150,239 | 146,669 | 43,055 | 47,463 | 31,562 | 13,595 | 17,321 | 9,535 | 142,983 | 50,078 | 29,094 | 23,144 |
| **MARYLAND** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| BALTIMORE | 18,710,589 | 3,551,902 | 3,290,285 | 1,852,846 | 2,109,706 | 1,686,847 | 1,062,800 | 911,875 | 542,110 | 4,156,677 | 1,174,091 | 894,964 | 740,770 |
| HAGERSTOWN | 868,139 | 182,659 | 173,323 | 67,311 | 110,370 | 100,299 | 25,599 | 42,467 | 25,698 | 229,375 | 57,962 | 52,332 | 42,784 |
| SALISBURY | 2,284,443 | 412,639 | 387,267 | 320,671 | 235,846 | 191,557 | 141,927 | 99,330 | 74,487 | 416,298 | 168,537 | 139,433 | 72,388 |
| **MASSACHUSETTS** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| BOSTON | 51,193,482 | 10,039,411 | 9,098,207 | 6,377,026 | 5,120,943 | 4,000,089 | 2,706,435 | 2,387,763 | 1,385,765 | 10,665,730 | 2,773,274 | 2,479,404 | 1,910,187 |
| SPRINGFIELD | 5,060,134 | 1,011,896 | 930,277 | 622,603 | 619,426 | 492,233 | 208,295 | 214,175 | 112,626 | 1,005,450 | 357,726 | 272,117 | 198,568 |

1992 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# TELEVISION MARKETS [ADIs]: 1991 RETAIL SALES BY STORE GROUP

| S&MM ESTIMATES | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| S&MM/ARBITRON TV MARKET (ADI) | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **MICHIGAN** | | | | | | | | | | | | | |
| **ALPENA** | 268,277 | 61,291 | 58,404 | 19,929 | 27,642 | 20,206 | 11,230 | 11,511 | 5,621 | 42,187 | 38,989 | 17,848 | 14,105 |
| **DETROIT** | 35,468,168 | 5,518,912 | 4,922,443 | 3,622,346 | 4,998,348 | 4,430,016 | 2,216,325 | 1,967,441 | 1,076,043 | 7,981,531 | 2,711,739 | 1,713,054 | 1,645,134 |
| **FLINT - SAGINAW - BAY CITY** | 8,611,969 | 1,578,892 | 1,460,822 | 785,834 | 1,252,111 | 1,115,187 | 364,670 | 390,327 | 211,957 | 1,916,749 | 786,742 | 580,172 | 355,190 |
| **GRAND RAPIDS - KALAMAZOO - BATTLE CREEK** | 11,828,241 | 1,928,021 | 1,817,195 | 1,071,266 | 2,025,786 | 1,868,621 | 559,237 | 576,860 | 315,251 | 2,533,600 | 990,302 | 749,332 | 397,143 |
| **LANSING** | 4,579,632 | 676,830 | 645,522 | 423,743 | 940,737 | 870,441 | 194,347 | 265,116 | 126,363 | 881,756 | 348,014 | 260,436 | 144,127 |
| **MARQUETTE** | 891,798 | 207,910 | 199,236 | 89,207 | 94,355 | 70,766 | 34,645 | 40,507 | 14,000 | 185,234 | 91,079 | 56,940 | 33,514 |
| **TRAVERSE CITY - CADILLAC** | 3,501,517 | 827,071 | 789,969 | 341,759 | 307,347 | 228,773 | 166,441 | 129,995 | 84,150 | 612,248 | 368,547 | 325,689 | 137,179 |
| **MINNESOTA** | | | | | | | | | | | | | |
| **DULUTH - SUPERIOR** | 3,055,568 | 648,637 | 614,576 | 275,293 | 351,770 | 281,847 | 115,482 | 77,598 | 41,048 | 601,177 | 371,944 | 183,749 | 112,508 |
| **MANKATO** | 665,598 | 166,314 | 161,219 | 57,194 | 76,823 | 60,629 | 27,048 | 17,900 | 7,461 | 115,996 | 43,667 | 58,695 | 24,886 |
| **MINNEAPOLIS - ST. PAUL** | 29,768,599 | 5,105,661 | 4,823,757 | 2,876,209 | 4,338,245 | 3,100,251 | 1,294,083 | 1,115,581 | 603,686 | 6,349,605 | 2,460,189 | 1,861,563 | 902,002 |
| **ROCHESTER - MASON CITY - AUSTIN** | 2,576,023 | 510,325 | 492,110 | 210,881 | 379,723 | 297,067 | 104,318 | 88,059 | 46,821 | 628,782 | 250,461 | 160,516 | 61,140 |
| **MISSISSIPPI** | | | | | | | | | | | | | |
| **BILOXI - GULFPORT - PASCAGOULA** | 1,705,428 | 361,060 | 339,510 | 187,874 | 263,782 | 207,153 | 50,531 | 59,476 | 32,040 | 364,630 | 135,851 | 90,914 | 74,410 |
| **COLUMBUS - TUPELO** | 2,378,514 | 538,269 | 513,881 | 154,254 | 374,451 | 287,680 | 116,038 | 101,537 | 63,146 | 571,781 | 104,873 | 154,820 | 102,962 |
| **GREENWOOD - GREENVILLE** | 1,023,748 | 268,853 | 258,221 | 75,659 | 126,229 | 97,584 | 51,455 | 39,583 | 27,392 | 187,900 | 95,374 | 28,497 | 54,382 |
| **JACKSON** | 4,855,494 | 946,404 | 915,498 | 366,038 | 794,023 | 498,413 | 224,275 | 190,108 | 114,055 | 1,135,539 | 363,369 | 213,835 | 219,100 |
| **LAUREL - HATTIESBURG** | 1,294,551 | 310,192 | 294,475 | 103,251 | 189,870 | 139,188 | 64,960 | 47,076 | 23,185 | 263,480 | 52,956 | 83,969 | 64,888 |
| **MERIDIAN** | 936,208 | 236,503 | 226,349 | 66,104 | 135,838 | 87,875 | 34,938 | 32,738 | 23,558 | 179,730 | 68,025 | 59,622 | 42,407 |
| **MISSOURI** | | | | | | | | | | | | | |
| **COLUMBIA - JEFFERSON CITY** | 2,609,224 | 427,829 | 418,101 | 195,479 | 342,206 | 294,425 | 75,833 | 69,284 | 38,808 | 634,452 | 227,119 | 174,607 | 51,891 |
| **JOPLIN - PITTSBURG** | 2,175,177 | 477,227 | 460,611 | 196,022 | 312,641 | 252,049 | 83,142 | 54,179 | 36,568 | 491,928 | 237,610 | 134,915 | 57,399 |
| **KANSAS CITY** | 14,730,593 | 2,752,530 | 2,659,635 | 1,447,320 | 2,084,315 | 1,741,898 | 592,682 | 532,151 | 270,422 | 3,796,725 | 1,145,069 | 821,702 | 462,250 |
| **ST. JOSEPH** | 776,931 | 158,931 | 152,337 | 71,863 | 147,450 | 121,284 | 13,699 | 17,194 | 9,429 | 166,031 | 114,032 | 30,270 | 16,687 |
| **ST. LOUIS** | 20,757,549 | 3,941,091 | 3,736,078 | 2,179,392 | 3,018,291 | 2,623,497 | 898,189 | 741,687 | 409,073 | 4,741,386 | 1,943,346 | 1,005,413 | 775,131 |
| **SPRINGFIELD** | 5,286,195 | 1,051,749 | 1,018,974 | 421,126 | 798,485 | 670,239 | 156,158 | 130,972 | 86,079 | 1,273,179 | 411,834 | 345,318 | 97,024 |
| **MONTANA** | | | | | | | | | | | | | |
| **BILLINGS - HARDIN** | 1,628,708 | 414,442 | 401,651 | 180,681 | 185,918 | 154,918 | 69,455 | 62,346 | 40,721 | 311,776 | 137,760 | 79,415 | 45,023 |
| **BUTTE** | 854,098 | 202,502 | 195,688 | 107,550 | 54,056 | 23,051 | 37,668 | 36,465 | 14,409 | 132,627 | 75,702 | 70,836 | 49,303 |
| **GREAT FALLS** | 1,039,017 | 237,206 | 229,199 | 116,222 | 126,985 | 102,478 | 51,717 | 43,910 | 24,000 | 212,593 | 79,164 | 61,143 | 37,180 |
| **HELENA** | 362,700 | 98,406 | 95,821 | 39,214 | 39,918 | 32,538 | 10,317 | 15,875 | 8,658 | 51,267 | 23,948 | 15,056 | 10,688 |
| **MISSOULA** | 1,436,264 | 323,947 | 312,131 | 156,446 | 154,516 | 128,989 | 55,247 | 68,238 | 35,174 | 265,543 | 115,212 | 115,533 | 36,577 |
| **NEBRASKA** | | | | | | | | | | | | | |
| **LINCOLN - HASTINGS - KEARNEY** | 3,938,373 | 786,958 | 632,778 | 382,101 | 501,946 | 391,982 | 191,563 | 111,220 | 59,324 | 833,308 | 472,275 | 231,482 | 127,501 |
| **NORTH PLATTE** | 320,583 | 66,026 | 60,659 | 34,181 | 40,826 | 37,296 | 11,444 | 6,599 | 3,015 | 66,935 | 46,511 | 15,844 | 11,456 |
| **OMAHA** | 6,573,397 | 1,259,994 | 1,205,129 | 671,487 | 849,679 | 699,163 | 259,379 | 283,983 | 203,441 | 1,651,767 | 576,779 | 287,382 | 242,878 |

# TELEVISION MARKETS [ADIs]: 1991 RETAIL SALES BY STORE GROUP

| S&MM ESTIMATES |  | Food Stores |  | Eating & Drinking Places | General Merchandise Stores |  | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores |  | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| S&MM/ARBITRON TV MARKET (ADI) | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **NEVADA** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **LAS VEGAS** | 6,013,419 | 1,356,999 | 1,298,719 | 701,585 | 663,482 | 592,169 | 339,883 | 278,576 | 147,005 | 1,115,912 | 330,113 | 341,754 | 206,962 |
| **RENO** | 4,088,625 | 858,994 | 829,682 | 400,885 | 500,316 | 396,401 | 139,204 | 169,375 | 94,531 | 751,296 | 312,222 | 309,562 | 215,304 |
| **NEW MEXICO** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **ALBUQUERQUE** | 9,056,510 | 1,966,872 | 1,877,446 | 991,108 | 1,087,996 | 757,672 | 410,361 | 382,917 | 230,560 | 1,745,037 | 704,655 | 569,953 | 327,792 |
| **NEW YORK** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **ALBANY - SCHENECTADY - TROY** | 10,459,641 | 2,452,753 | 2,328,913 | 963,918 | 1,125,320 | 861,610 | 457,021 | 457,722 | 241,521 | 2,250,746 | 606,793 | 547,218 | 414,298 |
| **BINGHAMTON** | 2,866,371 | 631,846 | 611,298 | 225,542 | 335,618 | 275,283 | 97,728 | 105,226 | 63,958 | 649,542 | 206,041 | 164,027 | 141,586 |
| **BUFFALO** | 10,686,248 | 2,702,907 | 2,517,401 | 1,086,045 | 1,160,464 | 954,338 | 433,016 | 514,948 | 261,352 | 2,207,685 | 808,401 | 386,577 | 569,130 |
| **ELMIRA** | 1,462,644 | 373,997 | 353,843 | 122,761 | 190,618 | 161,574 | 57,153 | 68,371 | 43,390 | 278,616 | 119,791 | 69,950 | 72,600 |
| **NEW YORK** | 134,912,646 | 28,927,580 | 25,622,435 | 13,399,303 | 13,126,642 | 10,875,492 | 10,776,418 | 8,410,460 | 4,951,961 | 22,936,036 | 6,745,095 | 5,247,794 | 5,187,357 |
| **ROCHESTER** | 7,440,110 | 1,797,176 | 1,711,596 | 675,576 | 710,762 | 548,941 | 353,741 | 391,243 | 183,236 | 1,772,024 | 427,269 | 326,800 | 286,996 |
| **SYRACUSE** | 7,198,990 | 1,731,124 | 1,622,179 | 684,304 | 686,816 | 539,662 | 375,695 | 346,889 | 186,221 | 1,607,113 | 477,383 | 337,462 | 316,809 |
| **UTICA** | 1,894,000 | 429,662 | 402,433 | 191,351 | 201,833 | 176,621 | 64,541 | 65,225 | 41,763 | 402,532 | 126,353 | 114,544 | 90,675 |
| **WATERTOWN - CARTHAGE** | 1,631,628 | 402,486 | 388,972 | 146,793 | 163,765 | 123,715 | 57,132 | 76,134 | 44,626 | 382,392 | 69,911 | 111,974 | 84,399 |
| **NORTH CAROLINA** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **CHARLOTTE** | 13,582,401 | 2,769,807 | 2,692,912 | 1,266,916 | 1,352,618 | 1,002,199 | 664,068 | 722,122 | 469,664 | 3,118,260 | 929,002 | 930,487 | 615,772 |
| **GREENSBORO - WINSTON-SALEM - HIGH POINT** | 9,823,926 | 1,860,282 | 1,796,267 | 871,571 | 977,298 | 716,959 | 547,841 | 741,719 | 467,251 | 2,011,394 | 704,310 | 639,529 | 441,478 |
| **GREENVILLE - NEW BERN - WASHINGTON** | 3,819,265 | 856,990 | 812,220 | 349,011 | 408,434 | 312,266 | 147,875 | 176,794 | 121,495 | 819,632 | 291,316 | 285,781 | 149,507 |
| **RALEIGH - DURHAM** | 13,320,330 | 2,625,938 | 2,542,150 | 1,583,238 | 1,454,991 | 1,123,505 | 566,408 | 686,622 | 419,739 | 2,914,795 | 897,137 | 915,525 | 558,446 |
| **WILMINGTON** | 2,470,475 | 536,683 | 519,336 | 231,216 | 259,409 | 178,713 | 174,627 | 117,313 | 88,851 | 460,026 | 204,606 | 182,246 | 122,894 |
| **NORTH DAKOTA** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **FARGO** | 4,002,951 | 772,347 | 744,408 | 359,556 | 488,199 | 347,682 | 164,759 | 119,659 | 59,151 | 950,087 | 411,407 | 270,046 | 135,181 |
| **MINOT - BISMARCK - DICKINSON - GLENDIVE** | 2,298,044 | 438,594 | 421,075 | 205,143 | 280,264 | 218,068 | 93,488 | 63,479 | 36,035 | 533,351 | 273,358 | 134,369 | 92,637 |
| **OHIO** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **CINCINNATI** | 14,242,326 | 2,982,685 | 2,788,569 | 1,656,015 | 1,891,162 | 1,693,502 | 602,488 | 599,430 | 350,484 | 2,783,454 | 1,107,249 | 734,279 | 631,219 |
| **CLEVELAND** | 26,556,430 | 5,276,131 | 4,904,532 | 2,664,206 | 3,525,620 | 2,891,934 | 1,211,210 | 1,287,842 | 696,311 | 5,386,990 | 2,294,850 | 1,403,092 | 1,245,067 |
| **COLUMBUS** | 13,212,605 | 2,234,941 | 2,128,957 | 1,449,256 | 1,819,135 | 1,488,211 | 623,809 | 596,079 | 317,326 | 2,813,400 | 1,130,733 | 665,469 | 507,485 |
| **DAYTON** | 9,202,605 | 1,740,071 | 1,664,133 | 954,825 | 1,330,774 | 1,105,647 | 304,513 | 361,153 | 222,545 | 2,116,439 | 845,674 | 515,987 | 337,590 |
| **LIMA** | 984,011 | 169,612 | 157,825 | 83,934 | 179,868 | 140,086 | 45,228 | 41,724 | 19,134 | 224,717 | 91,671 | 53,809 | 33,144 |
| **TOLEDO** | 7,647,256 | 1,481,396 | 1,404,949 | 777,838 | 1,205,245 | 941,870 | 281,598 | 347,568 | 170,118 | 1,604,968 | 731,571 | 391,866 | 306,633 |
| **YOUNGSTOWN** | 4,905,252 | 919,076 | 866,595 | 439,986 | 628,705 | 529,944 | 228,459 | 247,075 | 156,393 | 1,064,674 | 453,326 | 216,415 | 236,799 |
| **ZANESVILLE** | 606,589 | 120,058 | 116,226 | 61,879 | 79,504 | 64,956 | 27,690 | 55,232 | 33,324 | 114,467 | 52,896 | 47,587 | 16,643 |
| **OKLAHOMA** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **ARDMORE - ADA** | 967,240 | 268,082 | 243,381 | 68,831 | 130,876 | 109,901 | 47,183 | 29,047 | 19,497 | 197,367 | 80,354 | 41,806 | 32,188 |

# TELEVISION MARKETS [ADIs]: 1991 RETAIL SALES BY STORE GROUP

| S&MM ESTIMATES | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| S&MM/ARBITRON TV MARKET (ADI) | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **OKLAHOMA (continued)** | | | | | | | | | | | | | |
| **OKLAHOMA CITY** | 9,843,741 | 2,050,040 | 1,964,754 | 954,620 | 1,192,196 | 917,935 | 534,965 | 406,767 | 216,174 | 2,588,259 | 723,402 | 324,823 | 305,337 |
| **TULSA** | 7,597,521 | 1,830,194 | 1,770,264 | 721,764 | 962,237 | 820,919 | 401,899 | 311,915 | 177,552 | 1,814,223 | 447,342 | 333,153 | 212,154 |
| **OREGON** | | | | | | | | | | | | | |
| **BEND** | 728,971 | 164,979 | 157,785 | 80,709 | 65,287 | 36,094 | 44,153 | 33,879 | 24,892 | 149,401 | 49,063 | 47,475 | 40,242 |
| **EUGENE** | 3,385,812 | 697,334 | 659,340 | 382,868 | 429,004 | 313,920 | 151,238 | 125,900 | 61,319 | 699,267 | 238,117 | 192,065 | 138,242 |
| **MEDFORD** | 2,849,087 | 581,941 | 536,594 | 276,675 | 278,856 | 191,507 | 93,523 | 115,233 | 69,211 | 486,932 | 235,050 | 159,103 | 131,334 |
| **PORTLAND** | 17,917,750 | 3,525,732 | 3,323,181 | 2,197,487 | 2,562,794 | 1,919,909 | 903,866 | 928,841 | 445,845 | 3,378,529 | 1,134,984 | 948,523 | 600,657 |
| **PENNSYLVANIA** | | | | | | | | | | | | | |
| **ERIE** | 2,942,735 | 570,596 | 541,237 | 251,519 | 318,414 | 246,469 | 107,839 | 129,829 | 52,446 | 515,000 | 180,890 | 106,062 | 130,189 |
| **HARRISBURG - YORK - LANCASTER - LEBANON** | 11,552,171 | 2,333,642 | 2,158,766 | 972,765 | 1,107,601 | 933,496 | 432,080 | 558,231 | 315,207 | 2,614,992 | 771,590 | 603,033 | 379,781 |
| **JOHNSTOWN - ALTOONA** | 4,687,871 | 1,124,001 | 1,073,555 | 409,886 | 465,825 | 380,328 | 189,470 | 212,062 | 110,141 | 972,413 | 463,797 | 219,735 | 213,839 |
| **PHILADELPHIA** | 54,075,254 | 11,611,533 | 10,607,917 | 4,871,855 | 6,253,885 | 5,415,437 | 3,259,250 | 2,611,589 | 1,514,619 | 11,334,393 | 3,022,762 | 2,170,927 | 2,124,161 |
| **PITTSBURGH** | 18,458,957 | 4,223,994 | 3,983,237 | 1,750,748 | 2,391,747 | 2,010,033 | 919,700 | 841,083 | 485,618 | 3,905,685 | 1,273,043 | 726,458 | 817,686 |
| **WILKES-BARRE - SCRANTON** | 9,110,643 | 2,130,169 | 1,985,680 | 767,514 | 1,076,301 | 918,396 | 386,277 | 369,287 | 196,549 | 1,739,562 | 723,805 | 494,777 | 445,517 |
| **RHODE ISLAND** | | | | | | | | | | | | | |
| **PROVIDENCE - NEW BEDFORD** | 11,219,089 | 2,324,262 | 2,057,250 | 1,384,436 | 1,247,395 | 1,000,658 | 603,266 | 417,668 | 285,607 | 2,097,222 | 774,427 | 544,052 | 500,616 |
| **SOUTH CAROLINA** | | | | | | | | | | | | | |
| **CHARLESTON** | 4,192,548 | 930,218 | 887,622 | 428,385 | 442,277 | 314,927 | 233,148 | 190,001 | 119,270 | 847,475 | 351,526 | 249,378 | 159,155 |
| **COLUMBIA** | 5,610,826 | 1,092,434 | 1,053,207 | 537,597 | 648,396 | 516,211 | 257,079 | 291,282 | 174,940 | 1,244,935 | 384,157 | 459,859 | 208,094 |
| **FLORENCE - MYRTLE BEACH** | 3,451,721 | 720,973 | 693,413 | 383,737 | 360,179 | 258,941 | 248,672 | 221,219 | 169,896 | 613,232 | 250,539 | 216,085 | 129,865 |
| **GREENVILLE - SPARTANBURG - ASHEVILLE** | 11,642,574 | 2,561,852 | 2,497,430 | 1,026,363 | 1,201,328 | 929,772 | 561,942 | 514,097 | 323,128 | 2,520,444 | 932,002 | 813,743 | 550,541 |
| **SOUTH DAKOTA** | | | | | | | | | | | | | |
| **RAPID CITY** | 1,600,079 | 337,633 | 328,213 | 158,788 | 174,877 | 128,274 | 63,433 | 41,825 | 26,270 | 396,615 | 158,681 | 88,588 | 42,250 |
| **SIOUX FALLS - MITCHELL** | 3,896,135 | 751,228 | 717,074 | 352,765 | 411,969 | 313,343 | 167,548 | 121,298 | 61,396 | 907,423 | 411,374 | 245,437 | 166,040 |
| **TENNESSEE** | | | | | | | | | | | | | |
| **BRISTOL - KINGSPORT - JOHNSON CITY** | 4,054,826 | 977,570 | 934,953 | 323,521 | 603,561 | 459,369 | 138,433 | 146,537 | 94,117 | 817,705 | 317,932 | 271,318 | 222,136 |
| **CHATTANOOGA** | 4,957,464 | 1,026,073 | 996,348 | 426,252 | 637,109 | 538,500 | 250,892 | 280,463 | 173,861 | 1,045,984 | 406,205 | 276,233 | 169,704 |
| **JACKSON** | 1,072,256 | 213,013 | 202,262 | 68,777 | 157,985 | 124,094 | 42,990 | 50,161 | 34,184 | 237,551 | 105,638 | 78,695 | 41,583 |
| **KNOXVILLE** | 7,285,626 | 1,449,846 | 1,381,634 | 681,902 | 923,478 | 720,474 | 376,724 | 334,708 | 195,725 | 1,685,339 | 614,218 | 374,085 | 310,368 |
| **MEMPHIS** | 9,980,511 | 1,874,342 | 1,768,601 | 777,433 | 1,416,147 | 1,054,108 | 508,325 | 457,211 | 279,333 | 2,480,040 | 840,491 | 391,604 | 455,502 |
| **NASHVILLE** | 12,906,239 | 2,461,666 | 2,359,496 | 1,250,819 | 1,872,244 | 1,505,128 | 553,266 | 629,424 | 354,672 | 2,924,804 | 1,002,219 | 728,920 | 514,194 |
| **TEXAS** | | | | | | | | | | | | | |
| **ABILENE - SWEETWATER** | 1,763,821 | 352,035 | 339,877 | 148,723 | 242,569 | 188,524 | 73,792 | 55,259 | 30,654 | 442,715 | 169,659 | 62,886 | 73,250 |
| **AMARILLO** | 3,299,809 | 721,655 | 690,544 | 294,335 | 454,884 | 315,574 | 175,506 | 114,840 | 70,521 | 707,430 | 318,121 | 128,649 | 110,170 |

# TELEVISION MARKETS [ADIs]: 1991 RETAIL SALES BY STORE GROUP

| S&MM ESTIMATES | | Food Stores | | Eating & Drinking Places | General Merchandise Stores | | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores | | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| S&MM/ARBITRON TV MARKET (ADI) | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **TEXAS (continued)** | | | | | | | | | | | | | |
| **AUSTIN** | 7,370,664 | 1,820,351 | 1,760,955 | 814,914 | 805,456 | 592,396 | 395,000 | 361,174 | 184,247 | 1,471,371 | 475,834 | 276,464 | 195,131 |
| **BEAUMONT - PORT ARTHUR** | 3,021,477 | 626,043 | 607,664 | 240,459 | 492,402 | 397,258 | 145,590 | 101,615 | 47,505 | 743,027 | 226,446 | 109,658 | 105,767 |
| **CORPUS CHRISTI** | 3,203,097 | 827,700 | 801,524 | 292,566 | 407,400 | 275,135 | 137,183 | 106,407 | 63,997 | 800,144 | 204,815 | 110,384 | 80,643 |
| **DALLAS - FT. WORTH** | 40,205,447 | 7,968,588 | 7,717,934 | 3,808,780 | 4,917,599 | 3,859,803 | 2,055,409 | 1,796,039 | 977,732 | 10,491,903 | 2,527,704 | 1,499,683 | 1,106,048 |
| **EL PASO** | 4,364,864 | 866,789 | 837,711 | 392,739 | 704,448 | 543,281 | 229,435 | 211,033 | 103,402 | 919,603 | 383,131 | 250,396 | 105,705 |
| **HOUSTON** | 29,537,468 | 6,891,382 | 6,596,243 | 2,830,332 | 3,567,458 | 2,923,417 | 1,718,495 | 1,320,154 | 679,239 | 7,280,594 | 1,603,070 | 929,001 | 942,041 |
| **LAREDO** | 918,720 | 242,882 | 224,194 | 70,650 | 141,380 | 120,219 | 86,495 | 64,066 | 10,108 | 115,727 | 47,965 | 36,417 | 14,118 |
| **LUBBOCK** | 2,757,478 | 588,668 | 566,497 | 258,443 | 331,639 | 229,821 | 136,751 | 94,048 | 55,796 | 703,715 | 230,154 | 96,591 | 69,720 |
| **MCALLEN - BROWNSVILLE** | 3,439,723 | 919,023 | 866,722 | 280,859 | 615,220 | 464,660 | 266,126 | 151,165 | 83,332 | 694,035 | 213,372 | 153,420 | 79,702 |
| **ODESSA - MIDLAND** | 2,468,646 | 665,991 | 651,239 | 197,763 | 341,668 | 272,606 | 105,856 | 67,922 | 39,699 | 546,488 | 225,229 | 51,992 | 88,785 |
| **SAN ANGELO** | 882,050 | 182,808 | 175,962 | 77,675 | 110,998 | 84,569 | 48,311 | 41,488 | 22,967 | 205,688 | 100,881 | 35,302 | 18,698 |
| **SAN ANTONIO - VICTORIA** | 12,283,741 | 2,744,099 | 2,635,840 | 1,297,291 | 1,460,776 | 1,110,887 | 699,427 | 510,438 | 271,570 | 2,934,223 | 944,853 | 380,099 | 320,994 |
| **TYLER - LONGVIEW - JACKSONVILLE** | 4,062,808 | 894,440 | 866,858 | 334,599 | 519,603 | 389,729 | 201,990 | 173,602 | 101,664 | 980,658 | 276,263 | 211,379 | 168,185 |
| **WACO - TEMPLE - BRYAN** | 4,273,984 | 1,015,388 | 973,977 | 391,264 | 645,753 | 514,789 | 169,269 | 157,267 | 81,376 | 852,998 | 355,196 | 194,559 | 122,976 |
| **WICHITA FALLS - LAWTON** | 2,621,610 | 520,617 | 497,391 | 239,315 | 437,096 | 348,914 | 110,716 | 91,912 | 56,795 | 602,334 | 237,564 | 114,695 | 96,941 |
| **UTAH** | | | | | | | | | | | | | |
| **SALT LAKE CITY** | 11,144,774 | 2,609,814 | 2,506,991 | 1,025,937 | 1,363,378 | 1,065,387 | 574,800 | 615,517 | 377,354 | 2,118,058 | 907,987 | 626,047 | 263,061 |
| **VERMONT** | | | | | | | | | | | | | |
| **BURLINGTON - PLATTSBURGH** | 5,548,052 | 1,275,041 | 1,204,735 | 594,518 | 431,674 | 318,084 | 215,013 | 203,938 | 115,164 | 1,169,169 | 391,982 | 409,634 | 181,100 |
| **VIRGINIA** | | | | | | | | | | | | | |
| **CHARLOTTESVILLE** | 1,036,794 | 225,044 | 219,492 | 95,133 | 111,795 | 88,587 | 62,188 | 56,334 | 35,438 | 176,835 | 40,484 | 59,732 | 38,700 |
| **HARRISONBURG** | 1,470,082 | 303,636 | 289,691 | 115,765 | 179,099 | 146,075 | 32,468 | 77,429 | 54,951 | 359,835 | 100,493 | 110,248 | 62,352 |
| **NORFOLK - PORTSMOUTH - NEWPORT NEWS - HAMPTON** | 11,459,143 | 2,377,402 | 2,290,416 | 1,117,814 | 1,286,032 | 1,027,889 | 588,751 | 566,841 | 377,305 | 2,451,547 | 764,580 | 613,394 | 425,124 |
| **RICHMOND** | 8,035,757 | 1,723,636 | 1,665,765 | 680,851 | 902,069 | 628,663 | 382,851 | 401,073 | 240,542 | 1,709,200 | 635,275 | 405,141 | 352,699 |
| **ROANOKE - LYNCHBURG** | 6,576,223 | 1,406,391 | 1,366,330 | 538,284 | 805,656 | 588,459 | 226,795 | 287,264 | 185,219 | 1,341,974 | 648,899 | 412,387 | 308,720 |
| **WASHINGTON** | | | | | | | | | | | | | |
| **SEATTLE - TACOMA** | 28,737,330 | 6,234,953 | 5,936,649 | 3,606,355 | 3,046,705 | 2,264,259 | 1,641,887 | 1,631,078 | 806,551 | 4,580,750 | 1,932,678 | 1,717,784 | 1,335,188 |
| **SPOKANE** | 5,692,507 | 1,472,670 | 1,433,970 | 620,307 | 537,885 | 379,067 | 227,798 | 195,255 | 113,436 | 1,081,432 | 439,635 | 326,852 | 259,619 |
| **YAKIMA - PASCO - RICHLAND - KENNEWICK** | 3,193,954 | 814,789 | 796,127 | 344,192 | 340,607 | 255,499 | 116,643 | 129,925 | 74,127 | 611,770 | 229,002 | 179,355 | 174,535 |
| **WEST VIRGINIA** | | | | | | | | | | | | | |
| **BLUEFIELD - BECKLEY - OAK HILL** | 2,067,421 | 533,742 | 508,015 | 135,400 | 338,592 | 218,759 | 47,079 | 65,812 | 44,594 | 431,058 | 142,968 | 143,300 | 123,340 |
| **CHARLESTON - HUNTINGTON** | 7,224,383 | 1,705,407 | 1,628,874 | 608,378 | 983,243 | 678,271 | 241,942 | 271,958 | 165,489 | 1,503,769 | 601,649 | 428,034 | 393,598 |
| **CLARKSBURG - WESTON** | 1,472,219 | 371,422 | 344,308 | 111,060 | 213,624 | 152,245 | 51,145 | 46,663 | 30,194 | 276,883 | 132,274 | 115,479 | 73,590 |
| **PARKERSBURG** | 1,085,469 | 214,786 | 207,141 | 88,935 | 198,595 | 154,535 | 32,563 | 49,146 | 28,952 | 244,956 | 91,023 | 51,462 | 38,608 |
| **WHEELING - STEUBENVILLE** | 2,305,623 | 542,790 | 515,125 | 205,875 | 336,555 | 259,282 | 78,735 | 94,693 | 55,963 | 440,741 | 244,699 | 114,539 | 102,313 |

# TELEVISION MARKETS [ADIs]: 1991 RETAIL SALES BY STORE GROUP

| S&MM ESTIMATES |  | Food Stores |  | Eating & Drinking Places | General Merchandise Stores |  | Apparel & Accessories Stores | Furniture/ Home Furnishings/ Appliance Stores |  | Automotive Dealers | Gasoline Service Stations | Bldg. Mtls. & Hardware Dealers | Drug-stores |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| S&MM/ARBITRON TV MARKET (ADI) | Total Retail Sales ($000) | Total ($000) | Super-markets ($000) | Total ($000) | Total ($000) | Department Stores ($000) | Total ($000) | Total ($000) | Furniture & Home Furn. ($000) | Total ($000) | Total ($000) | Total ($000) | Total ($000) |
| **WISCONSIN** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **GREEN BAY - APPLETON** | 7,129,637 | 1,387,838 | 1,284,493 | 747,397 | 1,029,532 | 799,141 | 259,477 | 360,644 | 178,985 | 1,470,609 | 611,355 | 488,782 | 188,484 |
| **LA CROSSE - EAU CLAIRE** | 3,020,505 | 570,488 | 542,895 | 343,941 | 397,018 | 310,226 | 106,914 | 118,110 | 56,683 | 593,531 | 362,476 | 185,713 | 72,410 |
| **MADISON** | 6,137,240 | 989,352 | 930,55[illegible] | 596,190 | 597,317 | 513,443 | 237,428 | 285,558 | 112,479 | 1,076,644 | 573,240 | 372,195 | 154,798 |
| **MILWAUKEE** | 14,769,959 | 2,632,831 | 2,481,716 | 1,620,165 | 1,934,326 | 1,642,836 | 724,680 | 859,685 | 366,886 | 2,876,472 | 1,266,971 | 767,973 | 657,095 |
| **WAUSAU - RHINELANDER** | 2,967,749 | 553,876 | 496,733 | 307,570 | 416,838 | 288,257 | 78,827 | 110,315 | 72,352 | 563,295 | 290,324 | 211,341 | 56,914 |
| **WYOMING** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **CASPER - RIVERTON** | 701,518 | 178,625 | 174,369 | 67,663 | 80,560 | 62,503 | 25,881 | 28,891 | 15,629 | 130,198 | 72,750 | 35,632 | 16,002 |
| **CHEYENNE - SCOTTSBLUFF (STERLING)** | 837,537 | 157,998 | 152,379 | 35,636 | 127,654 | 95,876 | 37,491 | 26,271 | 13,964 | 188,713 | 81,933 | 43,452 | 9,866 |
| **TOTAL UNITED STATES ADIs** | 1,805,233,974 | 366,784,535 | 344,463,874 | 186,410,994 | 215,365,583 | 172,303,886 | 94,197,096 | 89,278,691 | 49,515,000 | 373,703,737 | 127,381,523 | 92,145,992 | 74,139,528 |

# SECTION 20

## Television Market (ADI) Rankings
## Retail Sales By Merchandise Line

Groceries And Other Foods
Drugs, Health Aids, And Beauty Aids
Furniture And Sleep Equipment
Major Household Appliances
Televisions And Video Recorders
Audio Equipment/Musical Instruments
Home Computers And Calculators
Men's And Boys' Clothing
Women's And Girls' Clothing
Footwear

### EXPLANATION OF TERMS

An explanation of terms used in the **Survey of Buying Power Demographics USA 1992** will be found in the Introductory Section starting on page A-5. A detailed listing of the outlets that make up each Store Group, and definitions of the Merchandise Line Sales categories, will be found on pages A-9 and A-10. A listing of the county makeup of each Television Market will be found starting on page A-11.

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S&MM/ARBITRON TV MARKET (ADI) RANKING

## GROCERY & OTHER FOOD SALES

| ADI | ($000) | Rank |
|---|---|---|
| New York, N.Y. | 24,638,322 | 1 |
| Los Angeles, Calif. | 17,105,275 | 2 |
| Chicago, Ill. | 9,472,896 | 3 |
| Philadelphia, Pa. | 9,436,136 | 4 |
| Boston, Mass. | 8,648,528 | 5 |
| San Francisco - Oakland - San Jose, Calif. | 7,787,052 | 6 |
| Dallas - Ft. Worth, Tex. | 5,792,077 | 7 |
| Washington, D.C. | 5,580,168 | 8 |
| Detroit, Mich. | 5,407,563 | 9 |
| Seattle - Tacoma, Wash. | 5,144,725 | 10 |
| Houston, Tex. | 4,862,617 | 11 |
| Minneapolis - St. Paul, Minn. | 4,586,897 | 12 |
| Atlanta, Ga. | 4,376,517 | 13 |
| Cleveland, Ohio | 4,322,152 | 14 |
| Miami - Ft. Lauderdale, Fla. | 4,213,908 | 15 |
| Tampa - St. Petersburg, Fla. | 3,772,179 | 16 |
| Pittsburgh, Pa. | 3,577,015 | 17 |
| Sacramento - Stockton, Calif. | 3,523,295 | 18 |
| Phoenix, Ariz. | 3,504,502 | 19 |
| Denver, Colo. | 3,318,557 | 20 |
| Portland, Ore. | 3,246,309 | 21 |
| St. Louis, Mo. | 3,127,132 | 22 |
| Hartford - New Haven, Conn. | 3,124,623 | 23 |
| San Diego, Calif. | 2,941,673 | 24 |
| Baltimore, Md. | 2,913,211 | 25 |
| Orlando - Daytona Beach - Melbourne, Fla. | 2,910,647 | 26 |
| Cincinnati, Ohio | 2,365,345 | 27 |
| New Orleans, La. | 2,344,457 | 28 |
| Milwaukee, Wisc. | 2,343,019 | 29 |
| Indianapolis, Ind. | 2,324,173 | 30 |
| Charlotte, N.C. | 2,259,277 | 31 |
| Buffalo, N.Y. | 2,213,855 | 32 |
| Kansas City, Mo. | 2,172,989 | 33 |
| Raleigh - Durham, N.C. | 2,130,348 | 34 |
| Grand Rapids - Kalamazoo - Battle Creek, Mich. | 2,093,842 | 35 |
| Greenville - Spartanburg - Asheville, S.C.-N.C. | 2,085,546 | 36 |
| Providence - New Bedford, R.I.-Mass. | 2,050,391 | 37 |
| Nashville, Tenn. | 2,023,613 | 38 |
| Salt Lake City, Utah | 1,981,262 | 39 |
| Albany - Schenectady - Troy, N.Y. | 1,978,007 | 40 |
| Columbus, Ohio | 1,961,600 | 41 |
| Harrisburg - York - Lancaster - Lebanon, Pa. | 1,954,700 | 42 |
| San Antonio - Victoria, Tex. | 1,889,568 | 43 |
| Wilkes-Barre - Scranton, Pa. | 1,802,230 | 44 |
| Norfolk - Portsmouth - Newport News - Hampton, Va. | 1,778,235 | 45 |
| West Palm Beach - Ft. Pierce - Vero Beach, Fla. | 1,774,227 | 46 |
| Louisville, Ky. | 1,649,958 | 47 |
| Greensboro - Winston-Salem - High Point, N.C. | 1,582,117 | 48 |
| Oklahoma City, Okla. | 1,579,617 | 49 |
| Albuquerque, N.M. | 1,563,655 | 50 |
| Memphis, Tenn. | 1,563,018 | 51 |
| Flint - Saginaw - Bay City, Mich. | 1,528,306 | 52 |
| Birmingham, Ala. | 1,468,449 | 53 |
| Dayton, Ohio | 1,468,072 | 54 |
| Jacksonville, Fla. | 1,465,365 | 55 |
| Fresno - Visalia, Calif. | 1,436,720 | 56 |
| Syracuse, N.Y. | 1,416,626 | 57 |
| Charleston - Huntington, W.Va. | 1,403,546 | 58 |
| Little Rock, Ark. | 1,396,773 | 59 |
| Tulsa, Okla. | 1,377,266 | 60 |
| Rochester, N.Y. | 1,367,748 | 61 |
| Richmond, Va. | 1,330,715 | 62 |
| Wichita - Hutchinson, Kans. | 1,270,282 | 63 |
| Austin, Tex. | 1,265,924 | 64 |
| Portland - Poland Spring, Maine | 1,264,803 | 65 |
| Toledo, Ohio | 1,249,110 | 66 |
| Des Moines, Iowa | 1,224,803 | 67 |
| Green Bay - Appleton, Wisc. | 1,222,902 | 68 |
| Knoxville, Tenn. | 1,194,221 | 69 |
| Mobile - Pensacola, Ala.-Fla. | 1,179,636 | 70 |
| Lexington, Ky. | 1,143,608 | 71 |
| Spokane, Wash. | 1,138,965 | 72 |
| Roanoke - Lynchburg, Va. | 1,120,498 | 73 |
| Shreveport - Texarkana, La.-Tex.-Ark. | 1,100,341 | 74 |
| Madison, Wisc. | 1,050,621 | 75 |
| Burlington - Plattsburgh, Vt.-N.Y. | 1,047,911 | 76 |
| Omaha, Neb. | 1,044,082 | 77 |
| Springfield - Decatur - Champaign, Ill. | 996,358 | 78 |
| Johnstown - Altoona, Pa. | 986,558 | 79 |
| Las Vegas, Nev. | 965,095 | 80 |
| Baton Rouge, La. | 936,727 | 81 |
| Ft. Myers - Naples, Fla. | 935,621 | 82 |
| Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill. | 932,368 | 83 |
| Cedar Rapids - Waterloo - Dubuque, Iowa | 927,776 | 84 |
| Tucson, Ariz. | 908,583 | 85 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 898,236 | 86 |
| South Bend - Elkhart, Ind. | 890,183 | 87 |
| Chattanooga, Tenn. | 889,596 | 88 |
| Springfield, Mass. | 883,787 | 89 |
| Huntsville - Decatur - Florence, Ala. | 881,165 | 90 |
| Columbia, S.C. | 877,924 | 91 |
| Springfield, Mo. | 859,450 | 92 |
| Santa Barbara - Santa Maria - San Luis Obispo, Calif. | 829,730 | 93 |
| Lansing, Mich. | 826,415 | 94 |
| Youngstown, Ohio | 810,513 | 95 |
| Jackson, Miss. | 807,846 | 96 |
| Evansville, Ind. | 805,488 | 97 |
| Bristol - Kingsport - Johnson City, Tenn. | 781,138 | 98 |
| Charleston, S.C. | 764,970 | 99 |
| Savannah, Ga. | 741,968 | 100 |
| Traverse City - Cadillac, Mich. | 727,386 | 101 |
| Lafayette, La. | 721,443 | 102 |
| Salinas - Monterey, Calif. | 715,337 | 103 |
| McAllen - Brownsville, Tex. | 705,229 | 104 |
| Waco - Temple - Bryan, Tex. | 699,078 | 105 |
| Greenville - New Bern - Washington, N.C. | 687,333 | 106 |
| Peoria - Bloomington, Ill. | 683,215 | 107 |
| Lincoln - Hastings - Kearney, Neb. | 682,934 | 108 |
| Reno, Nev. | 669,423 | 109 |
| Tyler - Longview - Jacksonville, Tex. | 665,151 | 110 |
| Ft. Wayne, Ind. | 662,594 | 111 |
| Medford, Ore. | 657,842 | 112 |
| Fargo, N.D. | 653,226 | 113 |
| Augusta, Ga. | 651,172 | 114 |
| El Paso, Tex. | 644,486 | 115 |
| Monroe - El Dorado, La.-Ark. | 637,099 | 116 |
| Yakima - Pasco - Richland - Kennewick, Wash. | 634,790 | 117 |
| Sioux Falls - Mitchell, S.D. | 634,043 | 118 |
| Montgomery - Selma, Ala. | 632,078 | 119 |
| Colorado Springs - Pueblo, Colo. | 626,705 | 120 |
| Tallahassee - Thomasville, Fla.-Ga. | 621,405 | 121 |
| Ft. Smith, Ark. | 603,023 | 122 |
| Eugene, Ore. | 600,227 | 123 |
| Florence - Myrtle Beach, S.C. | 591,639 | 124 |
| Duluth - Superior, Minn.-Wisc. | 581,336 | 125 |
| Corpus Christi, Tex. | 555,805 | 126 |
| Amarillo, Tex. | 546,985 | 127 |
| Columbus, Ga. | 543,005 | 128 |
| Chico - Redding, Calif. | 535,590 | 129 |
| Binghamton, N.Y. | 521,726 | 130 |
| La Crosse - Eau Claire, Wisc. | 517,412 | 131 |
| Macon, Ga. | 517,404 | 132 |
| Wausau - Rhinelander, Wisc. | 514,954 | 133 |
| Erie, Pa. | 513,419 | 134 |
| Boise, Ida. | 489,198 | 135 |
| Albany, Ga. | 487,794 | 136 |
| Bakersfield, Calif. | 487,544 | 137 |
| Rockford, Ill. | 475,433 | 138 |
| Beaumont - Port Arthur, Tex. | 465,014 | 139 |
| Sioux City, Iowa | 461,832 | 140 |
| Columbus - Tupelo, Miss. | 456,412 | 141 |
| Odessa - Midland, Tex. | 446,903 | 142 |
| Bangor, Maine | 444,733 | 143 |
| Wheeling - Steubenville, W.Va.-Ohio | 441,146 | 144 |
| Rochester - Mason City - Austin, Minn.-Iowa | 440,182 | 145 |
| Wilmington, N.C. | 438,431 | 146 |
| Lubbock, Tex. | 434,836 | 147 |
| Bluefield - Beckley - Oak Hill, W.Va. | 418,928 | 148 |
| Sarasota, Fla. | 417,105 | 149 |
| Topeka, Kans. | 410,905 | 150 |
| Wichita Falls - Lawton, Tex.-Okla. | 404,715 | 151 |
| Terre Haute, Ind. | 403,570 | 152 |
| Joplin - Pittsburg, Mo.-Kans. | 398,103 | 153 |
| Minot - Bismarck - Dickinson - Glendive, N.D.-Mont. | 387,493 | 154 |
| Columbia - Jefferson City, Mo. | 372,483 | 155 |
| Utica, N.Y. | 355,189 | 156 |
| Panama City, Fla. | 346,591 | 157 |
| Idaho Falls - Pocatello, Ida. | 343,655 | 158 |
| Salisbury, Md. | 334,588 | 159 |
| Watertown - Carthage, N.Y. | 328,791 | 160 |
| Billings - Hardin, Mont. | 323,593 | 161 |
| Elmira, N.Y. | 307,023 | 162 |
| Lake Charles, La. | 300,049 | 163 |
| Clarksburg - Weston, W.Va. | 295,760 | 164 |
| Palm Springs, Calif. | 294,154 | 165 |
| Gainesville, Fla. | 294,109 | 166 |
| Biloxi - Gulfport - Pascagoula, Miss. | 288,119 | 167 |
| Abilene - Sweetwater, Tex. | 275,382 | 168 |
| Rapid City, S.D. | 273,679 | 169 |
| Dothan, Ala. | 272,519 | 170 |
| Alexandria, La. | 270,520 | 171 |
| Missoula, Mont. | 267,173 | 172 |
| Quincy - Hannibal, Ill.-Mo. | 265,108 | 173 |
| Laurel - Hattiesburg, Miss. | 262,351 | 174 |
| Jonesboro, Ark. | 248,136 | 175 |
| Harrisonburg, Va. | 236,054 | 176 |
| El Centro - Yuma, Calif.-Ariz. | 235,832 | 177 |
| Greenwood - Greenville, Miss. | 229,113 | 178 |
| Ardmore - Ada, Okla. | 211,280 | 179 |
| Grand Junction - Durango, Colo. | 206,268 | 180 |
| Meridian, Miss. | 201,212 | 181 |
| Marquette, Mich. | 184,799 | 182 |
| Great Falls, Mont. | 183,746 | 183 |
| Parkersburg, W.Va. | 181,667 | 184 |
| Jackson, Tenn. | 175,930 | 185 |
| Charlottesville, Va. | 174,360 | 186 |
| Laredo, Tex. | 173,526 | 187 |
| Eureka, Calif. | 169,334 | 188 |
| Butte, Mont. | 165,123 | 189 |
| Tuscaloosa, Ala. | 156,084 | 190 |
| Hagerstown, Md. | 154,274 | 191 |
| Lima, Ohio | 143,701 | 192 |
| Bowling Green, Ky. | 142,216 | 193 |
| Flagstaff, Ariz. | 141,418 | 194 |
| Casper - Riverton, Wyo. | 141,034 | 195 |
| Mankato, Minn. | 140,864 | 196 |
| Bend, Ore. | 140,257 | 197 |
| Lafayette, Ind. | 137,547 | 198 |
| St. Joseph, Mo. | 134,368 | 199 |
| San Angelo, Tex. | 132,319 | 200 |
| Cheyenne - Scottsbluff (Sterling), Wyo.-Neb. | 130,955 | 201 |
| Presque Isle, Maine | 110,508 | 202 |
| Zanesville, Ohio | 102,139 | 203 |
| Twin Falls, Ida. | 101,755 | 204 |
| Ottumwa - Kirksville, Iowa-Mo. | 91,328 | 205 |
| Anniston, Ala. | 83,641 | 206 |
| Helena, Mont. | 80,450 | 207 |
| North Platte, Neb. | 58,703 | 208 |
| Alpena, Mich. | 55,585 | 209 |

1992 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# DRUG, HEALTH AID & BEAUTY AID SALES

| ADI | ($000) | Rank |
|---|---|---|
| New York, N.Y. | 6,999,747 | 1 |
| Los Angeles, Calif. | 5,244,486 | 2 |
| Chicago, Ill. | 3,141,809 | 3 |
| Philadelphia, Pa. | 2,842,277 | 4 |
| San Francisco - Oakland - San Jose, Calif. | 2,675,067 | 5 |
| Boston, Mass. | 2,147,256 | 6 |
| Dallas - Ft. Worth, Tex. | 2,022,640 | 7 |
| Washington, D.C. | 1,919,496 | 8 |
| Detroit, Mich. | 1,778,297 | 9 |
| Miami - Ft. Lauderdale, Fla. | 1,659,353 | 10 |
| Seattle - Tacoma, Wash. | 1,477,964 | 11 |
| Cleveland, Ohio | 1,450,455 | 12 |
| Houston, Tex. | 1,433,875 | 13 |
| Atlanta, Ga. | 1,393,868 | 14 |
| Minneapolis - St. Paul, Minn. | 1,245,364 | 15 |
| Tampa - St. Petersburg, Fla. | 1,151,643 | 16 |
| St. Louis, Mo. | 1,005,478 | 17 |
| Baltimore, Md. | 1,003,288 | 18 |
| Sacramento - Stockton, Calif. | 969,484 | 19 |
| Pittsburgh, Pa. | 937,535 | 20 |
| Phoenix, Ariz. | 928,679 | 21 |
| Denver, Colo. | 913,886 | 22 |
| San Diego, Calif. | 903,027 | 23 |
| Portland, Ore. | 874,249 | 24 |
| Hartford - New Haven, Conn. | 827,154 | 25 |
| Orlando - Daytona Beach - Melbourne, Fla. | 818,264 | 26 |
| Indianapolis, Ind. | 802,030 | 27 |
| Cincinnati, Ohio | 756,952 | 28 |
| New Orleans, La. | 751,031 | 29 |
| Columbus, Ohio | 750,574 | 30 |
| Nashville, Tenn. | 711,389 | 31 |
| Milwaukee, Wisc. | 710,443 | 32 |
| Charlotte, N.C. | 680,816 | 33 |
| Kansas City, Mo. | 669,609 | 34 |
| Raleigh - Durham, N.C. | 617,028 | 35 |
| San Antonio - Victoria, Tex. | 610,127 | 36 |
| Greenville - Spartanburg - Asheville, S.C.-N.C. | 606,037 | 37 |
| Buffalo, N.Y. | 599,464 | 38 |
| Grand Rapids - Kalamazoo - Battle Creek, Mich. | 565,613 | 39 |
| West Palm Beach - Ft. Pierce - Vero Beach, Fla. | 558,894 | 40 |
| Louisville, Ky. | 550,044 | 41 |
| Providence - New Bedford, R.I.-Mass. | 533,416 | 42 |
| Memphis, Tenn. | 522,727 | 43 |
| Salt Lake City, Utah | 510,642 | 44 |
| Oklahoma City, Okla. | 510,397 | 45 |
| Birmingham, Ala. | 497,408 | 46 |
| Norfolk - Portsmouth - Newport News - Hampton, Va. | 492,521 | 47 |
| Albany - Schenectady - Troy, N.Y. | 487,892 | 48 |
| Wilkes-Barre - Scranton, Pa. | 487,304 | 49 |
| Charleston - Huntington, W.Va. | 485,670 | 50 |
| Greensboro - Winston-Salem - High Point, N.C. | 480,483 | 51 |
| Harrisburg - York - Lancaster - Lebanon, Pa. | 479,718 | 52 |
| Jacksonville, Fla. | 457,816 | 53 |
| Richmond, Va. | 457,688 | 54 |
| Little Rock, Ark. | 439,406 | 55 |
| Dayton, Ohio | 436,545 | 56 |
| Flint - Saginaw - Bay City, Mich. | 436,291 | 57 |
| Knoxville, Tenn. | 399,680 | 58 |
| Mobile - Pensacola, Ala.-Fla. | 397,465 | 59 |
| Tulsa, Okla. | 391,187 | 60 |
| Toledo, Ohio | 390,512 | 61 |
| Albuquerque, N.M. | 389,369 | 62 |
| Fresno - Visalia, Calif. | 389,173 | 63 |
| Austin, Tex. | 386,427 | 64 |
| Wichita - Hutchinson, Kans. | 377,102 | 65 |
| Roanoke - Lynchburg, Va. | 364,970 | 66 |
| Shreveport - Texarkana, La.-Tex.-Ark. | 363,440 | 67 |
| Lexington, Ky. | 354,525 | 68 |
| Rochester, N.Y. | 351,848 | 69 |
| Des Moines, Iowa | 333,088 | 70 |
| Syracuse, N.Y. | 332,808 | 71 |
| Springfield - Decatur - Champaign, Ill. | 332,588 | 72 |
| Las Vegas, Nev. | 320,245 | 73 |
| Spokane, Wash. | 309,004 | 74 |
| Green Bay - Appleton, Wisc. | 300,209 | 75 |
| Omaha, Neb. | 299,631 | 76 |
| Jackson, Miss. | 297,788 | 77 |
| Portland - Poland Spring, Maine | 293,080 | 78 |
| Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill. | 290,114 | 79 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 280,791 | 80 |
| Baton Rouge, La. | 278,934 | 81 |
| Bristol - Kingsport - Johnson City, Tenn. | 270,350 | 82 |
| Tucson, Ariz. | 268,161 | 83 |
| South Bend - Elkhart, Ind. | 263,798 | 84 |
| Columbia, S.C. | 262,476 | 85 |
| Huntsville - Decatur - Florence, Ala. | 257,789 | 86 |
| Youngstown, Ohio | 252,940 | 87 |
| Evansville, Ind. | 252,585 | 88 |
| Cedar Rapids - Waterloo - Dubuque, Iowa | 247,757 | 89 |
| Ft. Myers - Naples, Fla. | 241,697 | 90 |
| Waco - Temple - Bryan, Tex. | 239,520 | 91 |
| Santa Barbara - Santa Maria - San Luis Obispo, Calif. | 239,387 | 92 |
| Johnstown - Altoona, Pa. | 239,139 | 93 |
| Tyler - Longview - Jacksonville, Tex. | 237,579 | 94 |
| Salinas - Monterey, Calif. | 233,269 | 95 |
| Lafayette, La. | 233,176 | 96 |
| Savannah, Ga. | 230,605 | 97 |
| Chattanooga, Tenn. | 229,112 | 98 |
| Terre Hau~~te, Ind.~~ | 228,251 | 99 |
| Springfield, Mass. | 227,126 | 100 |
| Lansing, Mich. | 223,518 | 101 |
| Peoria - Bloomington, Ill. | 219,815 | 102 |
| Burlington - Plattsburgh, Vt.-N.Y. | 216,011 | 103 |
| Springfield, Mo. | 209,703 | 104 |
| Madison, Wisc. | 207,329 | 105 |
| Yakima - Pasco - Richland - Kennewick, Wash. | 198,768 | 106 |
| Augusta, Ga. | 197,896 | 107 |
| Ft. Wayne, Ind. | 197,201 | 108 |
| El Paso, Tex. | 192,798 | 109 |
| Monroe - El Dorado, La.-Ark. | 192,223 | 110 |
| Charleston, S.C. | 189,935 | 111 |
| Reno, Nev. | 188,751 | 112 |
| Fargo, N.D. | 186,144 | 113 |
| Montgomery - Selma, Ala. | 185,798 | 114 |
| Colorado Springs - Pueblo, Colo. | 185,575 | 115 |
| Lincoln - Hastings - Kearney, Neb. | 181,587 | 116 |
| McAllen - Brownsville, Tex. | 180,987 | 117 |
| Tallahassee - Thomasville, Fla.-Ga. | 180,609 | 118 |
| Greenville - New Bern - Washington, N.C. | 179,602 | 119 |
| Beaumont - Port Arthur, Tex. | 177,050 | 120 |
| Sioux Falls - Mitchell, S.D. | 175,349 | 121 |
| Amarillo, Tex. | 174,538 | 122 |
| Corpus Christi, Tex. | 167,861 | 123 |
| Traverse City - Cadillac, Mich. | 167,713 | 124 |
| Odessa - Midland, Tex. | 166,560 | 125 |
| Macon, Ga. | 164,222 | 126 |
| Florence - Myrtle Beach, S.C. | 162,169 | 127 |
| Eugene, Ore. | 161,781 | 128 |
| Bakersfield, Calif. | 159,376 | 129 |
| Bluefield - Beckley - Oak Hill, W.Va. | 153,915 | 130 |
| Binghamton, N.Y. | 151,623 | 131 |
| Rockford, Ill. | 150,340 | 132 |
| Columbus - Tupelo, Miss. | 150,227 | 133 |
| Ft. Smith, Ark. | 149,417 | 134 |
| Chico - Redding, Calif. | 146,290 | 135 |
| Wichita Falls - Lawton, Tex.-Okla. | 142,237 | 136 |
| Medford, Ore. | 140,310 | 137 |
| Columbus, Ga. | 138,889 | 138 |
| Duluth - Superior, Minn.-Wisc. | 136,181 | 139 |
| Wilmington, N.C. | 134,696 | 140 |
| Wheeling - Steubenville, W.Va.-Ohio | 132,634 | 141 |
| Lubbock, Tex. | 131,658 | 142 |
| Erie, Pa. | 128,962 | 143 |
| Sarasota, Fla. | 125,722 | 144 |
| Topeka, Kans. | 122,743 | 145 |
| Albany, Ga. | 121,779 | 146 |
| La Crosse - Eau Claire, Wisc. | 118,552 | 147 |
| Minot - Bismarck - Dickinson - Glendive, N.D.-Mont. | 117,264 | 148 |
| Sioux City, Iowa | 114,625 | 149 |
| Boise, Ida. | 109,840 | 150 |
| Abilene - Sweetwater, Tex. | 109,433 | 151 |
| Wausau - Rhinelander, Wisc. | 105,444 | 152 |
| Joplin - Pittsburg, Mo.-Kans. | 104,411 | 153 |
| Rochester - Mason City - Austin, Minn.-Iowa | 101,559 | 154 |
| Clarksburg - Weston, W.Va. | 95,921 | 155 |
| Bangor, Maine | 95,729 | 156 |
| Lake Charles, La. | 94,402 | 157 |
| Billings - Hardin, Mont. | 91,819 | 158 |
| Panama City, Fla. | 91,762 | 159 |
| Columbia - Jefferson City, Mo. | 90,994 | 160 |
| Biloxi - Gulfport - Pascagoula, Miss. | 90,577 | 161 |
| Salisbury, Md. | 89,651 | 162 |
| Laurel - Hattiesburg, Miss. | 88,510 | 163 |
| Utica, N.Y. | 87,826 | 164 |
| Idaho Falls - Pocatello, Ida. | 86,003 | 165 |
| Watertown - Carthage, N.Y. | 85,025 | 166 |
| Quincy - Hannibal, Ill.-Mo. | 83,225 | 167 |
| Alexandria, La. | 83,097 | 168 |
| Elmira, N.Y. | 77,776 | 169 |
| Harrisonburg, Va. | 77,418 | 170 |
| Dothan, Ala. | 77,046 | 171 |
| Gainesville, Fla. | 74,801 | 172 |
| Palm Springs, Calif. | 73,221 | 173 |
| Greenwood - Greenville, Miss. | 71,466 | 174 |
| Jonesboro, Ark. | 65,052 | 175 |
| El Centro - Yuma, Calif.-Ariz. | 64,721 | 176 |
| Rapid City, S.D. | 63,892 | 177 |
| Tuscaloosa, Ala. | 63,149 | 178 |
| Missoula, Mont. | 62,072 | 179 |
| Eureka, Calif. | 61,417 | 180 |
| Meridian, Miss. | 60,526 | 181 |
| Jackson, Tenn. | 59,548 | 182 |
| Grand Junction - Durango, Colo. | 56,627 | 183 |
| Parkersburg, W.Va. | 56,548 | 184 |
| Bowling Green, Ky. | 56,012 | 185 |
| Great Falls, Mont. | 53,684 | 186 |
| Ardmore - Ada, Okla. | 53,409 | 187 |
| Butte, Mont. | 52,486 | 188 |
| Charlottesville, Va. | 51,232 | 189 |
| Hagerstown, Md. | 49,558 | 190 |
| Laredo, Tex. | 45,934 | 191 |
| Lafayette, Ind. | 45,649 | 192 |
| Marquette, Mich. | 42,879 | 193 |
| San Angelo, Tex. | 42,681 | 194 |
| Lima, Ohio | 42,678 | 195 |
| Casper - Riverton, Wyo. | 41,537 | 196 |
| Anniston, Ala. | 40,079 | 197 |
| Cheyenne - Scottsbluff (Sterling), Wyo.-Neb. | 36,801 | 198 |
| Bend, Ore. | 36,403 | 199 |
| St. Joseph, Mo. | 34,257 | 200 |
| Twin Falls, Ida. | 33,496 | 201 |
| Mankato, Minn. | 32,346 | 202 |
| Flagstaff, Ariz. | 31,779 | 203 |
| Presque Isle, Maine | 25,896 | 204 |
| Zanesville, Ohio | 24,541 | 205 |
| Ottumwa - Kirksville, Iowa-Mo. | 18,457 | 206 |
| Helena, Mont. | 18,177 | 207 |
| North Platte, Neb. | 16,463 | 208 |
| Alpena, Mich. | 16,021 | 209 |

## S&MM/ARBITRON TV MARKET (ADI) RANKING

# MAJOR HOUSEHOLD APPLIANCE SALES

| ADI | ($000) | Rank |
|---|---|---|
| New York, N.Y. | 1,544,008 | 1 |
| Los Angeles, Calif. | 1,361,449 | 2 |
| Chicago, Ill. | 818,395 | 3 |
| Philadelphia, Pa. | 589,027 | 4 |
| San Francisco - Oakland - San Jose, Calif. | 553,272 | 5 |
| Boston, Mass. | 550,476 | 6 |
| Dallas - Ft. Worth, Tex. | 422,539 | 7 |
| Detroit, Mich. | 420,065 | 8 |
| Atlanta, Ga. | 377,480 | 9 |
| Miami - Ft. Lauderdale, Fla. | 374,610 | 10 |
| Washington, D.C. | 361,491 | 11 |
| Tampa - St. Petersburg, Fla. | 337,315 | 12 |
| Cleveland, Ohio | 329,492 | 13 |
| Seattle - Tacoma, Wash. | 319,038 | 14 |
| Houston, Tex. | 298,105 | 15 |
| Minneapolis - St. Paul, Minn. | 292,736 | 16 |
| Orlando - Daytona Beach - Melbourne, Fla. | 277,337 | 17 |
| Phoenix, Ariz. | 265,320 | 18 |
| Sacramento - Stockton, Calif. | 240,855 | 19 |
| San Diego, Calif. | 232,924 | 20 |
| Pittsburgh, Pa. | 224,558 | 21 |
| Denver, Colo. | 221,920 | 22 |
| St. Louis, Mo. | 218,892 | 23 |
| Indianapolis, Ind. | 215,675 | 24 |
| Hartford - New Haven, Conn. | 208,134 | 25 |
| Baltimore, Md. | 200,380 | 26 |
| Milwaukee, Wisc. | 184,820 | 27 |
| Charlotte, N.C. | 181,363 | 28 |
| Portland, Ore. | 177,578 | 29 |
| Nashville, Tenn. | 174,470 | 30 |
| New Orleans, La. | 173,890 | 31 |
| Cincinnati, Ohio | 166,301 | 32 |
| Raleigh - Durham, N.C. | 158,127 | 33 |
| Greensboro - Winston-Salem - High Point, N.C. | 155,831 | 34 |
| Kansas City, Mo. | 155,060 | 35 |
| Grand Rapids - Kalamazoo - Battle Creek, Mich. | 152,886 | 36 |
| Harrisburg - York - Lancaster - Lebanon, Pa. | 145,232 | 37 |
| Greenville - Spartanburg - Asheville, S.C.-N.C. | 141,243 | 38 |
| San Antonio - Victoria, Tex. | 140,981 | 39 |
| Albany - Schenectady - Troy, N.Y. | 137,968 | 40 |
| Norfolk - Portsmouth - Newport News - Hampton, Va. | 128,481 | 41 |
| Salt Lake City, Utah | 128,324 | 42 |
| West Palm Beach - Ft. Pierce - Vero Beach, Fla. | 126,673 | 43 |
| Memphis, Tenn. | 125,938 | 44 |
| Providence - New Bedford, R.I.-Mass. | 123,963 | 45 |
| Buffalo, N.Y. | 123,520 | 46 |
| Columbus, Ohio | 122,455 | 47 |
| Wilkes-Barre - Scranton, Pa. | 118,628 | 48 |
| Albuquerque, N.M. | 116,793 | 49 |
| Jacksonville, Fla. | 115,642 | 50 |
| Dayton, Ohio | 112,140 | 51 |
| Louisville, Ky. | 111,927 | 52 |
| Mobile - Pensacola, Ala.-Fla. | 110,413 | 53 |
| Birmingham, Ala. | 107,355 | 54 |
| Green Bay - Appleton, Wisc. | 102,364 | 55 |
| Flint - Saginaw - Bay City, Mich. | 101,329 | 56 |
| Oklahoma City, Okla. | 99,346 | 57 |
| Toledo, Ohio | 95,413 | 58 |
| Richmond, Va. | 95,026 | 59 |
| Little Rock, Ark. | 94,136 | 60 |
| Syracuse, N.Y. | 93,009 | 61 |
| Huntsville - Decatur - Florence, Ala. | 86,758 | 62 |
| Portland - Poland Spring, Maine | 86,509 | 63 |
| Rochester, N.Y. | 85,748 | 64 |
| Knoxville, Tenn. | 85,738 | 65 |
| Springfield - Decatur - Champaign, Ill. | 85,085 | 66 |
| Charleston - Huntington, W.Va. | 84,910 | 67 |
| Shreveport - Texarkana, La.-Tex.-Ark. | 82,154 | 68 |
| Austin, Tex. | 80,140 | 69 |
| Chattanooga, Tenn. | 79,462 | 70 |
| Roanoke - Lynchburg, Va. | 79,013 | 71 |
| Tulsa, Okla. | 78,791 | 72 |
| Fresno - Visalia, Calif. | 78,737 | 73 |
| Las Vegas, Nev. | 76,011 | 74 |
| Lexington, Ky. | 74,841 | 75 |
| Ft. Myers - Naples, Fla. | 72,859 | 76 |
| Columbia, S.C. | 70,044 | 77 |
| Wichita - Hutchinson, Kans. | 69,229 | 78 |
| Lansing, Mich. | 68,673 | 79 |
| Madison, Wisc. | 68,633 | 80 |
| Des Moines, Iowa | 65,266 | 81 |
| Tucson, Ariz. | 65,127 | 82 |
| South Bend - Elkhart, Ind. | 65,025 | 83 |
| Omaha, Neb. | 60,881 | 84 |
| Youngstown, Ohio | 60,832 | 85 |
| Johnstown - Altoona, Pa. | 60,298 | 86 |
| El Paso, Tex. | 59,383 | 87 |
| Cedar Rapids - Waterloo - Dubuque, Iowa | 58,894 | 88 |
| Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill. | 58,769 | 89 |
| Ft. Wayne, Ind. | 58,193 | 90 |
| Jackson, Miss. | 56,290 | 91 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 55,395 | 92 |
| Springfield, Mo. | 54,760 | 93 |
| Savannah, Ga. | 54,199 | 94 |
| Springfield, Mass. | 54,019 | 95 |
| Evansville, Ind. | 53,392 | 96 |
| Tyler - Longview - Jacksonville, Tex. | 52,205 | 97 |
| Spokane, Wash. | 52,014 | 98 |
| McAllen - Brownsville, Tex. | 51,690 | 99 |
| Baton Rouge, La. | 51,609 | 100 |
| Waco - Temple - Bryan, Tex. | 51,254 | 101 |
| Charleston, S.C. | 51,213 | 102 |
| Santa Barbara - Santa Maria - San Luis Obispo, Calif. | 51,167 | 103 |
| Florence - Myrtle Beach, S.C. | 50,521 | 104 |
| Ft. Smith, Ark. | 50,200 | 105 |
| Burlington - Plattsburgh, Vt.-N.Y. | 49,113 | 106 |
| Tallahassee - Thomasville, Fla.-Ga. | 48,664 | 107 |
| Greenville - New Bern - Washington, N.C. | 48,005 | 108 |
| Bristol - Kingsport - Johnson City, Tenn. | 47,608 | 109 |
| Colorado Springs - Pueblo, Colo. | 47,059 | 110 |
| Peoria - Bloomington, Ill. | 46,664 | 111 |
| Reno, Nev. | 45,192 | 112 |
| Augusta, Ga. | 43,643 | 113 |
| Sarasota, Fla. | 43,127 | 114 |
| Macon, Ga. | 42,481 | 115 |
| Montgomery - Selma, Ala. | 41,649 | 116 |
| Rockford, Ill. | 41,596 | 117 |
| Traverse City - Cadillac, Mich. | 39,816 | 118 |
| Salinas - Monterey, Calif. | 39,595 | 119 |
| Erie, Pa. | 39,317 | 120 |
| Beaumont - Port Arthur, Tex. | 38,781 | 121 |
| Columbus, Ga. | 38,760 | 122 |
| La Crosse - Eau Claire, Wisc. | 38,664 | 123 |
| Wausau - Rhinelander, Wisc. | 38,396 | 124 |
| Fargo, N.D. | 37,676 | 125 |
| Amarillo, Tex. | 37,615 | 126 |
| Monroe - El Dorado, La.-Ark. | 37,322 | 127 |
| Lincoln - Hastings - Kearney, Neb. | 36,607 | 128 |
| Binghamton, N.Y. | 36,360 | 129 |
| Sioux Falls - Mitchell, S.D. | 35,660 | 130 |
| Wichita Falls - Lawton, Tex.-Okla. | 35,561 | 131 |
| Columbus - Tupelo, Miss. | 35,182 | 132 |
| Bakersfield, Calif. | 34,768 | 133 |
| Terre Haute, Ind. | 34,553 | 134 |
| Chico - Redding, Calif. | 34,534 | 135 |
| Yakima - Pasco - Richland - Kennewick, Wash. | 33,084 | 136 |
| Corpus Christi, Tex. | 32,637 | 137 |
| Lafayette, La. | 32,338 | 138 |
| Eugene, Ore. | 31,522 | 139 |
| Boise, Ida. | 30,800 | 140 |
| Salisbury, Md. | 29,612 | 141 |
| Wheeling - Steubenville, W.Va.-Ohio | 29,415 | 142 |
| Albany, Ga. | 29,035 | 143 |
| Topeka, Kans. | 28,972 | 144 |
| Medford, Ore. | 28,805 | 145 |
| Wilmington, N.C. | 28,744 | 146 |
| Columbia - Jefferson City, Mo. | 28,221 | 147 |
| Duluth - Superior, Minn.-Wisc. | 27,794 | 148 |
| Bluefield - Beckley - Oak Hill, W.Va. | 27,753 | 149 |
| Utica, N.Y. | 26,007 | 150 |
| Rochester - Mason City - Austin, Minn.-Iowa | 25,461 | 151 |
| Idaho Falls - Pocatello, Ida. | 24,891 | 152 |
| Lubbock, Tex. | 24,735 | 153 |
| Bangor, Maine | 24,653 | 154 |
| Biloxi - Gulfport - Pascagoula, Miss. | 23,295 | 155 |
| Sioux City, Iowa | 22,973 | 156 |
| Odessa - Midland, Tex. | 22,865 | 157 |
| Minot - Bismarck - Dickinson - Glendive, N.D.-Mont. | 22,783 | 158 |
| Dothan, Ala. | 22,181 | 159 |
| Joplin - Pittsburg, Mo.-Kans. | 21,958 | 160 |
| Elmira, N.Y. | 21,926 | 161 |
| Watertown - Carthage, N.Y. | 21,344 | 162 |
| Harrisonburg, Va. | 20,970 | 163 |
| Abilene - Sweetwater, Tex. | 19,996 | 164 |
| Gainesville, Fla. | 19,972 | 165 |
| Clarksburg - Weston, W.Va. | 19,732 | 166 |
| Lake Charles, La. | 19,231 | 167 |
| Jackson, Tenn. | 19,078 | 168 |
| Alexandria, La. | 18,699 | 169 |
| Missoula, Mont. | 18,681 | 170 |
| Panama City, Fla. | 18,331 | 171 |
| Laurel - Hattiesburg, Miss. | 18,266 | 172 |
| Palm Springs, Calif. | 17,773 | 173 |
| Jonesboro, Ark. | 17,075 | 174 |
| Parkersburg, W.Va. | 17,034 | 175 |
| Laredo, Tex. | 16,610 | 176 |
| Lafayette, Ind. | 16,339 | 177 |
| El Centro - Yuma, Calif.-Ariz. | 15,506 | 178 |
| Quincy - Hannibal, Ill.-Mo. | 15,443 | 179 |
| Hagerstown, Md. | 14,946 | 180 |
| Billings - Hardin, Mont. | 14,904 | 181 |
| Rapid City, S.D. | 14,618 | 182 |
| Great Falls, Mont. | 14,229 | 183 |
| Lima, Ohio | 14,009 | 184 |
| Greenwood - Greenville, Miss. | 13,860 | 185 |
| Tuscaloosa, Ala. | 13,107 | 186 |
| Bowling Green, Ky. | 13,068 | 187 |
| Meridian, Miss. | 12,938 | 188 |
| Zanesville, Ohio | 12,037 | 189 |
| Charlottesville, Va. | 11,845 | 190 |
| Ardmore - Ada, Okla. | 11,611 | 191 |
| San Angelo, Tex. | 11,384 | 192 |
| Marquette, Mich. | 10,841 | 193 |
| Eureka, Calif. | 10,115 | 194 |
| Butte, Mont. | 9,554 | 195 |
| Cheyenne - Scottsbluff (Sterling), Wyo.-Neb. | 9,338 | 196 |
| Twin Falls, Ida. | 9,156 | 197 |
| St. Joseph, Mo. | 8,871 | 198 |
| Grand Junction - Durango, Colo. | 8,819 | 199 |
| Anniston, Ala. | 8,811 | 200 |
| Bend, Ore. | 8,735 | 201 |
| Flagstaff, Ariz. | 8,453 | 202 |
| Casper - Riverton, Wyo. | 7,683 | 203 |
| Mankato, Minn. | 5,840 | 204 |
| Presque Isle, Maine | 5,221 | 205 |
| Helena, Mont. | 4,743 | 206 |
| Ottumwa - Kirksville, Iowa-Mo. | 4,049 | 207 |
| Alpena, Mich. | 3,332 | 208 |
| North Platte, Neb. | 2,756 | 209 |

1992 SURVEY OF BUYING POWER DEMOGRAPHICS USA

S&MM/ARBITRON TV MARKET (ADI) RANKING

# TELEVISION, VIDEO RECORDER & TAPE SALES

| ADI | ($000) | Rank |
|---|---|---|
| New York, N.Y. | 1,178,645 | 1 |
| Los Angeles, Calif. | 1,061,710 | 2 |
| Chicago, Ill. | 668,202 | 3 |
| San Francisco - Oakland - San Jose, Calif. | 559,613 | 4 |
| Dallas - Ft. Worth, Tex. | 436,760 | 5 |
| Philadelphia, Pa. | 398,511 | 6 |
| Washington, D.C. | 378,685 | 7 |
| Boston, Mass. | 348,209 | 8 |
| Detroit, Mich. | 312,203 | 9 |
| Houston, Tex. | 306,697 | 10 |
| Seattle - Tacoma, Wash. | 282,202 | 11 |
| Atlanta, Ga. | 276,441 | 12 |
| Miami - Ft. Lauderdale, Fla. | 242,816 | 13 |
| Indianapolis, Ind. | 242,720 | 14 |
| Tampa - St. Petersburg, Fla. | 237,368 | 15 |
| Minneapolis - St. Paul, Minn. | 230,969 | 16 |
| Cleveland, Ohio | 220,787 | 17 |
| Denver, Colo. | 219,768 | 18 |
| Portland, Ore. | 199,075 | 19 |
| Sacramento - Stockton, Calif. | 174,195 | 20 |
| St. Louis, Mo. | 173,401 | 21 |
| San Diego, Calif. | 172,864 | 22 |
| Baltimore, Md. | 165,566 | 23 |
| Milwaukee, Wisc. | 161,678 | 24 |
| Orlando - Daytona Beach - Melbourne, Fla. | 156,111 | 25 |
| Hartford - New Haven, Conn. | 145,779 | 26 |
| Pittsburgh, Pa. | 141,119 | 27 |
| Kansas City, Mo. | 138,816 | 28 |
| Phoenix, Ariz. | 136,655 | 29 |
| Raleigh - Durham, N.C. | 129,983 | 30 |
| Charlotte, N.C. | 129,848 | 31 |
| Nashville, Tenn. | 128,708 | 32 |
| San Antonio - Victoria, Tex. | 128,704 | 33 |
| Salt Lake City, Utah | 124,228 | 34 |
| Memphis, Tenn. | 105,501 | 35 |
| Greenville - Spartanburg - Asheville, S.C.-N.C. | 101,070 | 36 |
| Oklahoma City, Okla. | 100,865 | 37 |
| Cincinnati, Ohio | 99,541 | 38 |
| Jacksonville, Fla. | 97,478 | 39 |
| Norfolk - Portsmouth - Newport News - Hampton, Va. | 95,342 | 40 |
| Louisville, Ky. | 93,567 | 41 |
| New Orleans, La. | 93,227 | 42 |
| Grand Rapids - Kalamazoo - Battle Creek, Mich. | 93,051 | 43 |
| Greensboro - Winston-Salem - High Point, N.C. | 92,627 | 44 |
| Dayton, Ohio | 87,694 | 45 |
| Birmingham, Ala. | 86,385 | 46 |
| Harrisburg - York - Lancaster - Lebanon, Pa. | 84,763 | 47 |
| West Palm Beach - Ft. Pierce - Vero Beach, Fla. | 84,585 | 48 |
| Buffalo, N.Y. | 82,097 | 49 |
| Austin, Tex. | 78,540 | 50 |
| Little Rock, Ark. | 76,575 | 51 |
| Albuquerque, N.M. | 76,211 | 52 |
| Tulsa, Okla. | 75,827 | 53 |
| Albany - Schenectady - Troy, N.Y. | 74,329 | 54 |
| Flint - Saginaw - Bay City, Mich. | 72,638 | 55 |
| Providence - New Bedford, R.I.-Mass. | 71,630 | 56 |
| Knoxville, Tenn. | 71,380 | 57 |
| Springfield - Decatur - Champaign, Ill. | 70,401 | 58 |
| Richmond, Va. | 69,872 | 59 |
| Shreveport - Texarkana, La.-Tex.-Ark. | 69,665 | 60 |
| Wichita - Hutchinson, Kans. | 69,599 | 61 |
| Toledo, Ohio | 67,941 | 62 |
| Wilkes-Barre - Scranton, Pa. | 66,340 | 63 |
| Columbus, Ohio | 63,189 | 64 |
| Lexington, Ky. | 62,706 | 65 |
| Fresno - Visalia, Calif. | 62,166 | 66 |
| Rochester, N.Y. | 62,127 | 67 |
| Green Bay - Appleton, Wisc. | 61,490 | 68 |
| Charleston - Huntington, W.Va. | 60,765 | 69 |
| Mobile - Pensacola, Ala.-Fla. | 60,650 | 70 |
| Huntsville - Decatur - Florence, Ala. | 60,051 | 71 |
| Omaha, Neb. | 58,889 | 72 |
| South Bend - Elkhart, Ind. | 56,404 | 73 |
| McAllen - Brownsville, Tex. | 55,407 | 74 |
| Madison, Wisc. | 55,143 | 75 |
| Ft. Wayne, Ind. | 53,966 | 76 |
| El Paso, Tex. | 53,256 | 77 |
| Des Moines, Iowa | 53,037 | 78 |
| Roanoke - Lynchburg, Va. | 52,674 | 79 |
| Chattanooga, Tenn. | 51,654 | 80 |
| Evansville, Ind. | 50,691 | 81 |
| Jackson, Miss. | 50,242 | 82 |
| Baton Rouge, La. | 49,577 | 83 |
| Waco - Temple - Bryan, Tex. | 49,497 | 84 |
| Ft. Myers - Naples, Fla. | 49,170 | 85 |
| Syracuse, N.Y. | 48,684 | 86 |
| Columbia, S.C. | 48,536 | 87 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 46,193 | 88 |
| Tyler - Longview - Jacksonville, Tex. | 45,983 | 89 |
| Cedar Rapids - Waterloo - Dubuque, Iowa | 45,481 | 90 |
| Springfield, Mo. | 45,101 | 91 |
| Tucson, Ariz. | 44,874 | 92 |
| Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill. | 42,893 | 93 |
| Lansing, Mich. | 42,689 | 94 |
| Las Vegas, Nev. | 42,500 | 95 |
| Colorado Springs - Pueblo, Colo. | 42,102 | 96 |
| Portland - Poland Spring, Maine | 41,148 | 97 |
| Reno, Nev. | 40,888 | 98 |
| Youngstown, Ohio | 40,139 | 99 |
| Savannah, Ga. | 38,706 | 100 |
| Terre Haute, Ind. | 38,564 | 101 |
| Ft. Smith, Ark. | 36,500 | 102 |
| Johnstown - Altoona, Pa. | 36,143 | 103 |
| Bristol - Kingsport - Johnson City, Tenn. | 35,987 | 104 |
| Springfield, Mass. | 35,357 | 105 |
| Salinas - Monterey, Calif. | 34,216 | 106 |
| Greenville - New Bern - Washington, N.C. | 34,114 | 107 |
| Charleston, S.C. | 34,049 | 108 |
| Spokane, Wash. | 33,959 | 109 |
| Montgomery - Selma, Ala. | 33,479 | 110 |
| Santa Barbara - Santa Maria - San Luis Obispo, Calif. | 32,422 | 111 |
| Corpus Christi, Tex. | 32,210 | 112 |
| Augusta, Ga. | 32,077 | 113 |
| Florence - Myrtle Beach, S.C. | 31,907 | 114 |
| Amarillo, Tex. | 31,810 | 115 |
| Beaumont - Port Arthur, Tex. | 31,717 | 116 |
| Lincoln - Hastings - Kearney, Neb. | 30,277 | 117 |
| Peoria - Bloomington, Ill. | 29,742 | 118 |
| Sarasota, Fla. | 29,681 | 119 |
| Tallahassee - Thomasville, Fla.-Ga. | 29,408 | 120 |
| Wichita Falls - Lawton, Tex.-Okla. | 29,291 | 121 |
| Bakersfield, Calif. | 28,930 | 122 |
| Eugene, Ore. | 28,045 | 123 |
| Rockford, Ill. | 27,774 | 124 |
| Fargo, N.D. | 27,499 | 125 |
| Columbus, Ga. | 27,298 | 126 |
| Lubbock, Tex. | 26,506 | 127 |
| Columbus - Tupelo, Miss. | 26,211 | 128 |
| Sioux Falls - Mitchell, S.D. | 25,874 | 129 |
| Lafayette, La. | 25,546 | 130 |
| La Crosse - Eau Claire, Wisc. | 25,482 | 131 |
| Macon, Ga. | 25,419 | 132 |
| Monroe - El Dorado, La.-Ark. | 25,416 | 133 |
| Laredo, Tex. | 25,399 | 134 |
| Burlington - Plattsburgh, Vt.-N.Y. | 23,971 | 135 |
| Topeka, Kans. | 23,696 | 136 |
| Wheeling - Steubenville, W.Va.-Ohio | 22,817 | 137 |
| Chico - Redding, Calif. | 22,701 | 138 |
| Yakima - Pasco - Richland - Kennewick, Wash. | 22,205 | 139 |
| Binghamton, N.Y. | 21,734 | 140 |
| Odessa - Midland, Tex. | 21,588 | 141 |
| Columbia - Jefferson City, Mo. | 21,303 | 142 |
| Medford, Ore. | 21,249 | 143 |
| Wausau - Rhinelander, Wisc. | 20,629 | 144 |
| Erie, Pa. | 20,074 | 145 |
| Boise, Ida. | 19,759 | 146 |
| Rochester - Mason City - Austin, Minn.-Iowa | 19,670 | 147 |
| Wilmington, N.C. | 19,523 | 148 |
| Joplin - Pittsburg, Mo.-Kans. | 19,487 | 149 |
| Duluth - Superior, Minn.-Wisc. | 19,061 | 150 |
| Traverse City - Cadillac, Mich. | 18,653 | 151 |
| Bluefield - Beckley - Oak Hill, W.Va. | 18,178 | 152 |
| Minot - Bismarck - Dickinson - Glendive, N.D.-Mont. | 17,464 | 153 |
| Dothan, Ala. | 17,231 | 154 |
| Albany, Ga. | 17,201 | 155 |
| Sioux City, Iowa | 16,897 | 156 |
| Abilene - Sweetwater, Tex. | 15,440 | 157 |
| Alexandria, La. | 15,195 | 158 |
| Lake Charles, La. | 15,162 | 159 |
| Idaho Falls - Pocatello, Ida. | 14,577 | 160 |
| Gainesville, Fla. | 14,561 | 161 |
| Lafayette, Ind. | 14,292 | 162 |
| Utica, N.Y. | 13,791 | 163 |
| Biloxi - Gulfport - Pascagoula, Miss. | 13,594 | 164 |
| Palm Springs, Calif. | 13,433 | 165 |
| Salisbury, Md. | 13,327 | 166 |
| Jonesboro, Ark. | 13,155 | 167 |
| Bangor, Maine | 13,054 | 168 |
| Laurel - Hattiesburg, Miss. | 13,024 | 169 |
| Harrisonburg, Va. | 12,757 | 170 |
| Elmira, N.Y. | 12,636 | 171 |
| Clarksburg - Weston, W.Va. | 12,435 | 172 |
| Quincy - Hannibal, Ill.-Mo. | 12,314 | 173 |
| Lima, Ohio | 12,177 | 174 |
| Missoula, Mont. | 11,864 | 175 |
| Watertown - Carthage, N.Y. | 11,769 | 176 |
| Tuscaloosa, Ala. | 11,460 | 177 |
| Billings - Hardin, Mont. | 11,398 | 178 |
| Panama City, Fla. | 11,366 | 179 |
| Parkersburg, W.Va. | 10,893 | 180 |
| Jackson, Tenn. | 10,313 | 181 |
| Charlottesville, Va. | 9,909 | 182 |
| Rapid City, S.D. | 9,682 | 183 |
| Ardmore - Ada, Okla. | 9,678 | 184 |
| Greenwood - Greenville, Miss. | 9,572 | 185 |
| San Angelo, Tex. | 9,484 | 186 |
| Great Falls, Mont. | 9,136 | 187 |
| Meridian, Miss. | 9,077 | 188 |
| Anniston, Ala. | 8,372 | 189 |
| Bowling Green, Ky. | 8,321 | 190 |
| Hagerstown, Md. | 7,911 | 191 |
| Cheyenne - Scottsbluff (Sterling), Wyo.-Neb. | 7,661 | 192 |
| Zanesville, Ohio | 7,546 | 193 |
| St. Joseph, Mo. | 7,407 | 194 |
| El Centro - Yuma, Calif.-Ariz. | 7,347 | 195 |
| Grand Junction - Durango, Colo. | 6,400 | 196 |
| Butte, Mont. | 6,105 | 197 |
| Marquette, Mich. | 5,513 | 198 |
| Bend, Ore. | 5,429 | 199 |
| Casper - Riverton, Wyo. | 5,367 | 200 |
| Twin Falls, Ida. | 5,203 | 201 |
| Eureka, Calif. | 4,999 | 202 |
| Flagstaff, Ariz. | 4,140 | 203 |
| Mankato, Minn. | 3,311 | 204 |
| Ottumwa - Kirksville, Iowa-Mo. | 3,303 | 205 |
| Presque Isle, Maine | 3,231 | 206 |
| Helena, Mont. | 2,897 | 207 |
| North Platte, Neb. | 2,337 | 208 |
| Alpena, Mich. | 1,592 | 209 |

### S&MM/ARBITRON TV MARKET (ADI) RANKING

# AUDIO EQUIPMENT, MUSICAL INSTRUMENT & SUPPLY SALES

| ADI | ($000) | Rank |
|---|---|---|
| New York, N.Y. | 1,894,174 | 1 |
| Los Angeles, Calif. | 1,731,252 | 2 |
| San Francisco - Oakland - San Jose, Calif. | 938,080 | 3 |
| Chicago, Ill. | 803,941 | 4 |
| Boston, Mass. | 591,518 | 5 |
| Philadelphia, Pa. | 574,815 | 6 |
| Washington, D.C. | 498,078 | 7 |
| Seattle - Tacoma, Wash. | 441,119 | 8 |
| Dallas - Ft. Worth, Tex. | 437,466 | 9 |
| Detroit, Mich. | 345,070 | 10 |
| Atlanta, Ga. | 344,848 | 11 |
| Houston, Tex. | 320,799 | 12 |
| Miami - Ft. Lauderdale, Fla. | 316,739 | 13 |
| Minneapolis - St. Paul, Minn. | 300,362 | 14 |
| Cleveland, Ohio | 298,386 | 15 |
| Portland, Ore. | 282,763 | 16 |
| Tampa - St. Petersburg, Fla. | 282,079 | 17 |
| Denver, Colo. | 267,889 | 18 |
| San Diego, Calif. | 253,374 | 19 |
| Sacramento - Stockton, Calif. | 231,704 | 20 |
| Indianapolis, Ind. | 209,248 | 21 |
| Baltimore, Md. | 202,071 | 22 |
| Phoenix, Ariz. | 199,413 | 23 |
| Hartford - New Haven, Conn. | 195,383 | 24 |
| St. Louis, Mo. | 192,360 | 25 |
| Milwaukee, Wisc. | 191,810 | 26 |
| Orlando - Daytona Beach - Melbourne, Fla. | 188,968 | 27 |
| Pittsburgh, Pa. | 175,940 | 28 |
| Raleigh - Durham, N.C. | 159,305 | 29 |
| Columbus, Ohio | 158,543 | 30 |
| Nashville, Tenn. | 138,312 | 31 |
| Grand Rapids - Kalamazoo - Battle Creek, Mich. | 131,418 | 32 |
| Kansas City, Mo. | 129,353 | 33 |
| Salt Lake City, Utah | 126,834 | 34 |
| San Antonio - Victoria, Tex. | 124,835 | 35 |
| Cincinnati, Ohio | 120,180 | 36 |
| Albany - Schenectady - Troy, N.Y. | 117,671 | 37 |
| Charlotte, N.C. | 117,285 | 38 |
| Harrisburg - York - Lancaster - Lebanon, Pa. | 115,271 | 39 |
| New Orleans, La. | 109,602 | 40 |
| Oklahoma City, Okla. | 108,717 | 41 |
| Buffalo, N.Y. | 105,455 | 42 |
| Louisville, Ky. | 104,687 | 43 |
| Providence - New Bedford, R.I.-Mass. | 103,339 | 44 |
| Greenville - Spartanburg - Asheville, S.C.-N.C. | 102,016 | 45 |
| Jacksonville, Fla. | 100,912 | 46 |
| West Palm Beach - Ft. Pierce - Vero Beach, Fla. | 97,946 | 47 |
| Rochester, N.Y. | 96,513 | 48 |
| Austin, Tex. | 94,310 | 49 |
| Greensboro - Winston-Salem - High Point, N.C. | 93,237 | 50 |
| Norfolk - Portsmouth - Newport News - Hampton, Va. | 92,794 | 51 |
| Memphis, Tenn. | 91,346 | 52 |
| Dayton, Ohio | 87,834 | 53 |
| Albuquerque, N.M. | 85,605 | 54 |
| Fresno - Visalia, Calif. | 85,328 | 55 |
| Madison, Wisc. | 84,118 | 56 |
| Wilkes-Barre - Scranton, Pa. | 78,494 | 57 |
| Green Bay - Appleton, Wisc. | 75,695 | 58 |
| Knoxville, Tenn. | 75,619 | 59 |
| Tulsa, Okla. | 75,119 | 60 |
| Syracuse, N.Y. | 74,502 | 61 |
| Mobile - Pensacola, Ala.-Fla. | 72,727 | 62 |
| Little Rock, Ark. | 72,615 | 63 |
| Terre Haute, Ind. | 72,415 | 64 |
| Birmingham, Ala. | 72,126 | 65 |
| Springfield - Decatur - Champaign, Ill. | 71,917 | 66 |
| Richmond, Va. | 71,484 | 67 |
| Toledo, Ohio | 70,015 | 68 |
| Flint - Saginaw - Bay City, Mich. | 68,652 | 69 |
| Charleston - Huntington, W.Va. | 68,229 | 70 |
| Wichita - Hutchinson, Kans. | 67,912 | 71 |
| Tucson, Ariz. | 67,763 | 72 |
| Lexington, Ky. | 61,885 | 73 |
| Spokane, Wash. | 60,093 | 74 |
| Roanoke - Lynchburg, Va. | 59,382 | 75 |
| Waco - Temple - Bryan, Tex. | 59,369 | 76 |
| Baton Rouge, La. | 59,092 | 77 |
| Portland - Poland Spring, Maine | 58,889 | 78 |
| Charlottesville, Va. | 58,061 | 79 |
| Shreveport - Texarkana, La.-Tex.-Ark. | 58,053 | 80 |
| Springfield, Mass. | 56,063 | 81 |
| South Bend - Elkhart, Ind. | 56,020 | 82 |
| Las Vegas, Nev. | 55,504 | 83 |
| Salinas - Monterey, Calif. | 54,734 | 84 |
| Huntsville - Decatur - Florence, Ala. | 54,248 | 85 |
| Evansville, Ind. | 53,748 | 86 |
| Lansing, Mich. | 52,998 | 87 |
| Colorado Springs - Pueblo, Colo. | 52,844 | 88 |
| Columbia, S.C. | 52,594 | 89 |
| Omaha, Neb. | 52,531 | 90 |
| Santa Barbara - Santa Maria - San Luis Obispo, Calif. | 52,143 | 91 |
| Des Moines, Iowa | 49,852 | 92 |
| El Paso, Tex. | 49,787 | 93 |
| Ft. Wayne, Ind. | 49,670 | 94 |
| Cedar Rapids - Waterloo - Dubuque, Iowa | 48,011 | 95 |
| Youngstown, Ohio | 47,001 | 96 |
| Eugene, Ore. | 46,452 | 97 |
| Jackson, Miss. | 46,279 | 98 |
| Reno, Nev. | 46,176 | 99 |
| Burlington - Plattsburgh, Vt.-N.Y. | 45,552 | 100 |
| Chattanooga, Tenn. | 45,473 | 101 |
| McAllen - Brownsville, Tex. | 45,037 | 102 |
| Chico - Redding, Calif. | 44,808 | 103 |
| Peoria - Bloomington, Ill. | 42,225 | 104 |
| Tyler - Longview - Jacksonville, Tex. | 41,594 | 105 |
| Johnstown - Altoona, Pa. | 41,474 | 106 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 41,207 | 107 |
| Ft. Myers - Naples, Fla. | 40,669 | 108 |
| Springfield, Mo. | 39,400 | 109 |
| Charleston, S.C. | 39,233 | 110 |
| Savannah, Ga. | 38,292 | 111 |
| Bakersfield, Calif. | 37,192 | 112 |
| Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill. | 36,094 | 113 |
| Yakima - Pasco - Richland - Kennewick, Wash. | 35,752 | 114 |
| Sarasota, Fla. | 35,455 | 115 |
| Fargo, N.D. | 34,756 | 116 |
| Bristol - Kingsport - Johnson City, Tenn. | 34,535 | 117 |
| Augusta, Ga. | 34,405 | 118 |
| Greenville - New Bern - Washington, N.C. | 34,292 | 119 |
| Montgomery - Selma, Ala. | 33,713 | 120 |
| Ft. Smith, Ark. | 32,868 | 121 |
| Sioux Falls - Mitchell, S.D. | 32,659 | 122 |
| Medford, Ore. | 31,684 | 123 |
| Amarillo, Tex. | 31,029 | 124 |
| La Crosse - Eau Claire, Wisc. | 30,500 | 125 |
| Rockford, Ill. | 30,051 | 126 |
| Binghamton, N.Y. | 29,952 | 127 |
| Tallahassee - Thomasville, Fla.-Ga. | 29,358 | 128 |
| Corpus Christi, Tex. | 29,208 | 129 |
| Boise, Ida. | 29,064 | 130 |
| Beaumont - Port Arthur, Tex. | 28,732 | 131 |
| Lubbock, Tex. | 27,437 | 132 |
| Columbus, Ga. | 27,067 | 133 |
| Lincoln - Hastings - Kearney, Neb. | 27,058 | 134 |
| Wichita Falls - Lawton, Tex.-Okla. | 26,188 | 135 |
| Florence - Myrtle Beach, S.C. | 26,063 | 136 |
| Macon, Ga. | 25,784 | 137 |
| Erie, Pa. | 25,334 | 138 |
| Laredo, Tex. | 24,930 | 139 |
| Wheeling - Steubenville, W.Va.-Ohio | 24,029 | 140 |
| Rochester - Mason City - Austin, Minn.-Iowa | 22,600 | 141 |
| Monroe - El Dorado, La.-Ark. | 22,173 | 142 |
| Wausau - Rhinelander, Wisc. | 21,983 | 143 |
| Lafayette, La. | 21,676 | 144 |
| Topeka, Kans. | 21,445 | 145 |
| Traverse City - Cadillac, Mich. | 21,387 | 146 |
| Lafayette, Ind. | 21,340 | 147 |
| Columbus - Tupelo, Miss. | 21,279 | 148 |
| Gainesville, Fla. | 21,217 | 149 |
| Duluth - Superior, Minn.-Wisc. | 20,431 | 150 |
| Odessa - Midland, Tex. | 19,936 | 151 |
| Abilene - Sweetwater, Tex. | 18,643 | 152 |
| Wilmington, N.C. | 18,632 | 153 |
| Columbia - Jefferson City, Mo. | 18,379 | 154 |
| Bangor, Maine | 18,146 | 155 |
| Idaho Falls - Pocatello, Ida. | 17,909 | 156 |
| Minot - Bismarck - Dickinson - Glendive, N.D.-Mont. | 17,455 | 157 |
| Elmira, N.Y. | 16,756 | 158 |
| Palm Springs, Calif. | 16,597 | 159 |
| Bluefield - Beckley - Oak Hill, W.Va. | 16,411 | 160 |
| Salisbury, Md. | 16,389 | 161 |
| Albany, Ga. | 16,363 | 162 |
| Watertown - Carthage, N.Y. | 15,831 | 163 |
| Joplin - Pittsburg, Mo.-Kans. | 15,510 | 164 |
| Billings - Hardin, Mont. | 15,432 | 165 |
| Rapid City, S.D. | 15,373 | 166 |
| Sioux City, Iowa | 15,172 | 167 |
| Utica, N.Y. | 14,399 | 168 |
| Dothan, Ala. | 13,900 | 169 |
| Alexandria, La. | 13,747 | 170 |
| Lake Charles, La. | 13,722 | 171 |
| Biloxi - Gulfport - Pascagoula, Miss. | 13,525 | 172 |
| Panama City, Fla. | 13,110 | 173 |
| Harrisonburg, Va. | 11,884 | 174 |
| Missoula, Mont. | 11,799 | 175 |
| Lima, Ohio | 11,700 | 176 |
| Parkersburg, W.Va. | 11,648 | 177 |
| Clarksburg - Weston, W.Va. | 11,358 | 178 |
| Laurel - Hattiesburg, Miss. | 10,753 | 179 |
| Jackson, Tenn. | 10,218 | 180 |
| Great Falls, Mont. | 10,005 | 181 |
| San Angelo, Tex. | 9,863 | 182 |
| El Centro - Yuma, Calif.-Ariz. | 9,647 | 183 |
| Quincy - Hannibal, Ill.-Mo. | 9,409 | 184 |
| Tuscaloosa, Ala. | 9,395 | 185 |
| Jonesboro, Ark. | 8,952 | 186 |
| Grand Junction - Durango, Colo. | 8,481 | 187 |
| Bowling Green, Ky. | 8,454 | 188 |
| Zanesville, Ohio | 8,269 | 189 |
| Greenwood - Greenville, Miss. | 8,032 | 190 |
| Cheyenne - Scottsbluff (Sterling), Wyo.-Neb. | 7,946 | 191 |
| Ardmore - Ada, Okla. | 7,812 | 192 |
| Eureka, Calif. | 7,784 | 193 |
| Hagerstown, Md. | 7,782 | 194 |
| Casper - Riverton, Wyo. | 7,499 | 195 |
| Bend, Ore. | 7,477 | 196 |
| Meridian, Miss. | 7,309 | 197 |
| Twin Falls, Ida. | 6,799 | 198 |
| Anniston, Ala. | 6,710 | 199 |
| Marquette, Mich. | 6,539 | 200 |
| St. Joseph, Mo. | 6,175 | 201 |
| Butte, Mont. | 6,102 | 202 |
| Flagstaff, Ariz. | 5,918 | 203 |
| Mankato, Minn. | 4,252 | 204 |
| Presque Isle, Maine | 4,065 | 205 |
| Helena, Mont. | 3,040 | 206 |
| Ottumwa - Kirksville, Iowa-Mo. | 2,748 | 207 |
| Alpena, Mich. | 1,927 | 208 |
| North Platte, Neb. | 1,671 | 209 |

1992 SURVEY OF BUYING POWER DEMOGRAPHICS USA

## S&MM/ARBITRON TV MARKET (ADI) RANKING

# HOME COMPUTER & CALCULATOR SALES

| ADI | ($000) | Rank |
|---|---|---|
| Los Angeles, Calif. | 798,199 | 1 |
| New York, N.Y. | 618,895 | 2 |
| San Francisco - Oakland - San Jose, Calif. | 536,165 | 3 |
| Boston, Mass. | 345,800 | 4 |
| Chicago, Ill. | 223,716 | 5 |
| Philadelphia, Pa. | 195,590 | 6 |
| Seattle - Tacoma, Wash. | 191,369 | 7 |
| Washington, D.C. | 190,446 | 8 |
| Houston, Tex. | 170,009 | 9 |
| Dallas - Ft. Worth, Tex. | 159,454 | 10 |
| Detroit, Mich. | 131,544 | 11 |
| Phoenix, Ariz. | 130,821 | 12 |
| San Diego, Calif. | 125,860 | 13 |
| Cleveland, Ohio | 115,591 | 14 |
| Atlanta, Ga. | 114,685 | 15 |
| Miami - Ft. Lauderdale, Fla. | 105,603 | 16 |
| Minneapolis - St. Paul, Minn. | 105,110 | 17 |
| Tampa - St. Petersburg, Fla. | 104,044 | 18 |
| Sacramento - Stockton, Calif. | 85,161 | 19 |
| Denver, Colo. | 83,200 | 20 |
| Indianapolis, Ind. | 79,955 | 21 |
| Nashville, Tenn. | 79,229 | 22 |
| Milwaukee, Wisc. | 77,755 | 23 |
| Hartford - New Haven, Conn. | 75,992 | 24 |
| Columbus, Ohio | 74,312 | 25 |
| Baltimore, Md. | 71,972 | 26 |
| St. Louis, Mo. | 69,624 | 27 |
| Portland, Ore. | 69,227 | 28 |
| Orlando - Daytona Beach - Melbourne, Fla. | 64,896 | 29 |
| Pittsburgh, Pa. | 62,320 | 30 |
| Salt Lake City, Utah | 61,670 | 31 |
| Raleigh - Durham, N.C. | 48,082 | 32 |
| Portland - Poland Spring, Maine | 46,423 | 33 |
| Albany - Schenectady - Troy, N.Y. | 46,223 | 34 |
| Kansas City, Mo. | 44,229 | 35 |
| San Antonio - Victoria, Tex. | 42,597 | 36 |
| Tulsa, Okla. | 41,533 | 37 |
| Charlotte, N.C. | 40,152 | 38 |
| New Orleans, La. | 38,859 | 39 |
| Providence - New Bedford, R.I.-Mass. | 38,764 | 40 |
| Greensboro - Winston-Salem - High Point, N.C. | 38,484 | 41 |
| Rochester, N.Y. | 38,046 | 42 |
| Cincinnati, Ohio | 37,718 | 43 |
| Burlington - Plattsburgh, Vt.-N.Y. | 36,918 | 44 |
| Buffalo, N.Y. | 36,505 | 45 |
| Norfolk - Portsmouth - Newport News - Hampton, Va. | 36,445 | 46 |
| Fresno - Visalia, Calif. | 36,194 | 47 |
| Grand Rapids - Kalamazoo - Battle Creek, Mich. | 34,828 | 48 |
| Tucson, Ariz. | 34,664 | 49 |
| Oklahoma City, Okla. | 34,420 | 50 |
| Dayton, Ohio | 31,874 | 51 |
| Albuquerque, N.M. | 31,438 | 52 |
| Harrisburg - York - Lancaster - Lebanon, Pa. | 31,214 | 53 |
| Jacksonville, Fla. | 31,055 | 54 |
| Austin, Tex. | 29,830 | 55 |
| Baton Rouge, La. | 29,754 | 56 |
| Omaha, Neb. | 29,289 | 57 |
| Memphis, Tenn. | 29,045 | 58 |
| Richmond, Va. | 27,286 | 59 |
| Birmingham, Ala. | 26,950 | 60 |
| Greenville - Spartanburg - Asheville, S.C.-N.C. | 26,598 | 61 |
| West Palm Beach - Ft. Pierce - Vero Beach, Fla. | 25,281 | 62 |
| Madison, Wisc. | 24,692 | 63 |
| Wilkes-Barre - Scranton, Pa. | 24,546 | 64 |
| Shreveport - Texarkana, La.-Tex.-Ark. | 23,925 | 65 |
| Huntsville - Decatur - Florence, Ala. | 23,344 | 66 |
| Roanoke - Lynchburg, Va. | 23,283 | 67 |
| Louisville, Ky. | 22,196 | 68 |
| Santa Barbara - Santa Maria - San Luis Obispo, Calif. | 22,117 | 69 |
| Springfield - Decatur - Champaign, Ill. | 21,865 | 70 |
| Lansing, Mich. | 21,280 | 71 |
| South Bend - Elkhart, Ind. | 21,066 | 72 |
| Salinas - Monterey, Calif. | 20,978 | 73 |
| Lincoln - Hastings - Kearney, Neb. | 20,773 | 74 |
| Lexington, Ky. | 20,768 | 75 |
| Des Moines, Iowa | 20,503 | 76 |
| Toledo, Ohio | 20,393 | 77 |
| Spokane, Wash. | 20,071 | 78 |
| Mobile - Pensacola, Ala.-Fla. | 20,013 | 79 |
| El Paso, Tex. | 19,126 | 80 |
| Springfield, Mass. | 19,084 | 81 |
| Syracuse, N.Y. | 18,989 | 82 |
| Columbia, S.C. | 18,671 | 83 |
| Green Bay - Appleton, Wisc. | 18,625 | 84 |
| Wichita - Hutchinson, Kans. | 18,514 | 85 |
| Flint - Saginaw - Bay City, Mich. | 18,461 | 86 |
| Peoria - Bloomington, Ill. | 18,404 | 87 |
| Ft. Myers - Naples, Fla. | 18,235 | 88 |
| Knoxville, Tenn. | 17,751 | 89 |
| Jackson, Miss. | 17,710 | 90 |
| Little Rock, Ark. | 17,710 | 90 |
| Ft. Wayne, Ind. | 17,455 | 92 |
| Chattanooga, Tenn. | 17,316 | 93 |
| Boise, Ida. | 16,925 | 94 |
| Colorado Springs - Pueblo, Colo. | 16,381 | 95 |
| McAllen - Brownsville, Tex. | 16,280 | 96 |
| Charleston - Huntington, W.Va. | 16,083 | 97 |
| Tyler - Longview - Jacksonville, Tex. | 15,072 | 98 |
| Johnstown - Altoona, Pa. | 14,802 | 99 |
| Las Vegas, Nev. | 14,530 | 100 |
| Waco - Temple - Bryan, Tex. | 14,482 | 101 |
| Yakima - Pasco - Richland - Kennewick, Wash. | 14,111 | 102 |
| Cedar Rapids - Waterloo - Dubuque, Iowa | 13,195 | 103 |
| Corpus Christi, Tex. | 12,962 | 104 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 12,805 | 105 |
| Reno, Nev. | 12,783 | 106 |
| Sarasota, Fla. | 12,529 | 107 |
| Chico - Redding, Calif. | 12,348 | 108 |
| Amarillo, Tex. | 12,282 | 109 |
| Tallahassee - Thomasville, Fla.-Ga. | 11,945 | 110 |
| Beaumont - Port Arthur, Tex. | 11,940 | 111 |
| Evansville, Ind. | 11,589 | 112 |
| Fargo, N.D. | 11,585 | 113 |
| Lubbock, Tex. | 11,271 | 114 |
| Savannah, Ga. | 10,930 | 115 |
| Eugene, Ore. | 10,927 | 116 |
| Bristol - Kingsport - Johnson City, Tenn. | 10,797 | 117 |
| Youngstown, Ohio | 10,769 | 118 |
| Springfield, Mo. | 10,758 | 119 |
| Erie, Pa. | 10,679 | 120 |
| Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill. | 10,558 | 121 |
| Charleston, S.C. | 10,187 | 122 |
| Rochester - Mason City - Austin, Minn.-Iowa | 9,671 | 123 |
| Rockford, Ill. | 9,559 | 124 |
| Montgomery - Selma, Ala. | 9,520 | 125 |
| Greenville - New Bern - Washington, N.C. | 9,321 | 126 |
| Binghamton, N.Y. | 9,208 | 127 |
| Sioux Falls - Mitchell, S.D. | 9,049 | 128 |
| Wichita Falls - Lawton, Tex.-Okla. | 8,977 | 129 |
| Augusta, Ga. | 8,974 | 130 |
| Wausau - Rhinelander, Wisc. | 8,591 | 131 |
| Lafayette, La. | 8,564 | 132 |
| Ft. Smith, Ark. | 8,273 | 133 |
| Macon, Ga. | 8,259 | 134 |
| Bangor, Maine | 8,115 | 135 |
| Duluth - Superior, Minn.-Wisc. | 8,075 | 136 |
| Wheeling - Steubenville, W.Va.-Ohio | 7,804 | 137 |
| Laredo, Tex. | 7,750 | 138 |
| Traverse City - Cadillac, Mich. | 7,367 | 139 |
| Columbus, Ga. | 7,301 | 140 |
| Wilmington, N.C. | 7,293 | 141 |
| Bakersfield, Calif. | 7,276 | 142 |
| Dothan, Ala. | 7,169 | 143 |
| Medford, Ore. | 7,093 | 144 |
| Florence - Myrtle Beach, S.C. | 6,964 | 145 |
| Odessa - Midland, Tex. | 6,943 | 146 |
| Palm Springs, Calif. | 6,684 | 147 |
| Idaho Falls - Pocatello, Ida. | 6,544 | 148 |
| Terre Haute, Ind. | 6,361 | 149 |
| Salisbury, Md. | 6,277 | 150 |
| Sioux City, Iowa | 6,250 | 151 |
| Minot - Bismarck - Dickinson - Glendive, N.D.-Mont. | 6,128 | 152 |
| Monroe - El Dorado, La.-Ark. | 6,101 | 153 |
| Biloxi - Gulfport - Pascagoula, Miss. | 6,045 | 154 |
| Elmira, N.Y. | 6,030 | 155 |
| Missoula, Mont. | 5,912 | 156 |
| La Crosse - Eau Claire, Wisc. | 5,851 | 157 |
| Gainesville, Fla. | 5,803 | 158 |
| Abilene - Sweetwater, Tex. | 5,699 | 159 |
| Columbia - Jefferson City, Mo. | 5,516 | 160 |
| Topeka, Kans. | 5,513 | 161 |
| Columbus - Tupelo, Miss. | 5,341 | 162 |
| Albany, Ga. | 4,848 | 163 |
| Billings - Hardin, Mont. | 4,718 | 164 |
| Charlottesville, Va. | 4,529 | 165 |
| Bluefield - Beckley - Oak Hill, W.Va. | 4,400 | 166 |
| El Centro - Yuma, Calif.-Ariz. | 4,390 | 167 |
| Harrisonburg, Va. | 4,287 | 168 |
| Utica, N.Y. | 4,231 | 169 |
| Joplin - Pittsburg, Mo.-Kans. | 4,061 | 170 |
| Casper - Riverton, Wyo. | 4,012 | 171 |
| Alexandria, La. | 3,982 | 172 |
| Watertown - Carthage, N.Y. | 3,916 | 173 |
| Rapid City, S.D. | 3,877 | 174 |
| Marquette, Mich. | 3,871 | 175 |
| Jackson, Tenn. | 3,836 | 176 |
| Great Falls, Mont. | 3,784 | 177 |
| Lafayette, Ind. | 3,725 | 178 |
| Lima, Ohio | 3,721 | 179 |
| Lake Charles, La. | 3,477 | 180 |
| Cheyenne - Scottsbluff (Sterling), Wyo.-Neb. | 3,469 | 181 |
| Zanesville, Ohio | 3,441 | 182 |
| San Angelo, Tex. | 3,438 | 183 |
| Tuscaloosa, Ala. | 3,385 | 184 |
| Eureka, Calif. | 3,250 | 185 |
| Hagerstown, Md. | 3,189 | 186 |
| Panama City, Fla. | 3,071 | 187 |
| Butte, Mont. | 2,984 | 188 |
| Laurel - Hattiesburg, Miss. | 2,983 | 189 |
| Clarksburg - Weston, W.Va. | 2,943 | 190 |
| Quincy - Hannibal, Ill.-Mo. | 2,889 | 191 |
| Ardmore - Ada, Okla. | 2,712 | 192 |
| Bowling Green, Ky. | 2,535 | 193 |
| Parkersburg, W.Va. | 2,483 | 194 |
| Flagstaff, Ariz. | 2,348 | 195 |
| Twin Falls, Ida. | 2,333 | 196 |
| Grand Junction - Durango, Colo. | 2,262 | 197 |
| Anniston, Ala. | 1,938 | 198 |
| Bend, Ore. | 1,929 | 199 |
| Mankato, Minn. | 1,842 | 200 |
| Presque Isle, Maine | 1,825 | 201 |
| Jonesboro, Ark. | 1,756 | 202 |
| Greenwood - Greenville, Miss. | 1,625 | 203 |
| St. Joseph, Mo. | 1,613 | 204 |
| Meridian, Miss. | 1,530 | 205 |
| Helena, Mont. | 1,503 | 206 |
| North Platte, Neb. | 1,151 | 207 |
| Ottumwa - Kirksville, Iowa-Mo. | 989 | 208 |
| Alpena, Mich. | 650 | 209 |

## S&MM/ARBITRON TV MARKET (ADI) RANKING

# FURNITURE & SLEEP EQUIPMENT SALES

| ADI | ($000) | Rank | ADI | ($000) | Rank | ADI | ($000) | Rank |
|---|---|---|---|---|---|---|---|---|
| New York, N.Y. | 3,348,414 | 1 | Charleston - Huntington, W.Va. | 117,286 | 71 | Monroe - El Dorado, La.-Ark. | 41,236 | 140 |
| Los Angeles, Calif. | 2,121,890 | 2 | Omaha, Neb. | 115,127 | 72 | Wheeling - Steubenville, W.Va.-Ohio | 41,014 | 141 |
| Chicago, Ill. | 1,534,319 | 3 | Chattanooga, Tenn. | 113,991 | 73 | Medford, Ore. | 40,370 | 142 |
| Philadelphia, Pa. | 1,166,842 | 4 | Huntsville - Decatur - Florence, Ala. | 108,198 | 74 | Wichita Falls - Lawton, Tex.-Okla. | 40,079 | 143 |
| San Francisco - Oakland - San Jose, Calif. | 1,116,200 | 5 | Lexington, Ky. | 106,893 | 75 | Lincoln - Hastings - Kearney, Neb. | 39,373 | 144 |
| Boston, Mass. | 923,327 | 6 | Columbia, S.C. | 106,648 | 76 | Topeka, Kans. | 39,286 | 145 |
| Washington, D.C. | 867,263 | 7 | Tucson, Ariz. | 105,555 | 77 | Albany, Ga. | 38,689 | 146 |
| Detroit, Mich. | 792,129 | 8 | Shreveport - Texarkana, La.-Tex.-Ark. | 104,155 | 78 | Harrisonburg, Va. | 38,455 | 147 |
| Dallas - Ft. Worth, Tex. | 769,059 | 9 | Portland - Poland Spring, Maine | 102,295 | 79 | Odessa - Midland, Tex. | 36,739 | 148 |
| Miami - Ft. Lauderdale, Fla. | 706,296 | 10 | Springfield - Decatur - Champaign, Ill. | 99,324 | 80 | Duluth - Superior, Minn.-Wisc. | 36,637 | 149 |
| Atlanta, Ga. | 627,419 | 11 | Des Moines, Iowa | 96,666 | 81 | Bluefield - Beckley - Oak Hill, W.Va. | 33,247 | 150 |
| Seattle - Tacoma, Wash. | 587,590 | 12 | Sarasota, Fla. | 93,073 | 82 | Rochester - Mason City - Austin, Minn.-Iowa | 33,161 | 151 |
| Cleveland, Ohio | 549,747 | 13 | El Paso, Tex. | 92,977 | 83 | Panama City, Fla. | 32,292 | 152 |
| Minneapolis - St. Paul, Minn. | 509,472 | 14 | Springfield, Mass. | 91,076 | 84 | Biloxi - Gulfport - Pascagoula, Miss. | 31,922 | 153 |
| Tampa - St. Petersburg, Fla. | 508,767 | 15 | South Bend - Elkhart, Ind. | 90,902 | 85 | Idaho Falls - Pocatello, Ida. | 31,376 | 154 |
| Houston, Tex. | 506,180 | 16 | Jackson, Miss. | 89,598 | 86 | Bangor, Maine | 30,429 | 155 |
| Phoenix, Ariz. | 459,904 | 17 | Baton Rouge, La. | 88,396 | 87 | Billings - Hardin, Mont. | 30,141 | 156 |
| San Diego, Calif. | 449,676 | 18 | Evansville, Ind. | 88,225 | 88 | Columbia - Jefferson City, Mo. | 29,899 | 157 |
| Sacramento - Stockton, Calif. | 442,547 | 19 | Greenville - New Bern - Washington, N.C. | 87,759 | 89 | Abilene - Sweetwater, Tex. | 29,453 | 158 |
| Baltimore, Md. | 442,043 | 20 | Wichita - Hutchinson, Kans. | 86,708 | 90 | Minot - Bismarck - Dickinson - Glendive, N.D.-Mont. | 28,196 | 159 |
| Denver, Colo. | 424,648 | 21 | Madison, Wisc. | 86,544 | 91 | Terre Haute, Ind. | 27,852 | 160 |
| Greensboro - Winston Salem - High Point, N.C. | 394,890 | 22 | Charleston, S.C. | 84,705 | 92 | Dothan, Ala. | 27,720 | 161 |
| Orlando - Daytona Beach - Melbourne, Fla. | 393,414 | 23 | Lansing, Mich. | 84,692 | 93 | Sioux City, Iowa | 27,404 | 162 |
| Hartford - New Haven, Conn. | 392,579 | 24 | Savannah, Ga. | 84,577 | 94 | Palm Springs, Calif. | 27,231 | 163 |
| Pittsburgh, Pa. | 350,781 | 25 | Florence - Myrtle Beach, S.C. | 83,940 | 95 | Utica, N.Y. | 27,121 | 164 |
| Portland, Ore. | 324,042 | 26 | Colorado Springs - Pueblo, Colo. | 83,840 | 96 | Watertown - Carthage, N.Y. | 26,895 | 165 |
| West Palm Beach - Ft. Pierce - Vero Beach, Fla. | 317,407 | 27 | Spokane, Wash. | 83,813 | 97 | Elmira, N.Y. | 25,614 | 166 |
| Indianapolis, Ind. | 311,922 | 28 | Santa Barbara - Santa Maria - San Luis Obispo, Calif. | 82,290 | 98 | Charlottesville, Va. | 24,327 | 167 |
| St. Louis, Mo. | 309,701 | 29 | Reno, Nev. | 80,955 | 99 | Laurel - Hattiesburg, Miss. | 23,845 | 168 |
| Milwaukee, Wisc. | 303,529 | 30 | Cedar Rapids - Waterloo - Dubuque, Iowa | 79,307 | 100 | Gainesville, Fla. | 23,642 | 169 |
| Charlotte, N.C. | 299,428 | 31 | Johnstown - Altoona, Pa. | 78,961 | 101 | Parkersburg, W.Va. | 23,116 | 170 |
| Raleigh - Durham, N.C. | 284,985 | 32 | Ft. Wayne, Ind. | 78,196 | 102 | Joplin - Pittsburg, Mo.-Kans. | 22,941 | 171 |
| Columbus, Ohio | 260,427 | 33 | Waco - Temple - Bryan, Tex. | 77,713 | 103 | Alexandria, La. | 22,936 | 172 |
| Cincinnati, Ohio | 244,726 | 34 | Tyler - Longview - Jacksonville, Tex. | 77,260 | 104 | Clarksburg - Weston, W.Va. | 22,589 | 173 |
| Norfolk - Portsmouth - Newport News - Hampton, Va. | 240,126 | 35 | Davenport - Rock Island - Moline, Iowa-Ill. | 76,056 | 105 | Lake Charles, La. | 22,527 | 174 |
| Salt Lake City, Utah | 235,154 | 36 | Burlington - Plattsburgh, Vt.-N.Y. | 75,609 | 106 | Tuscaloosa, Ala. | 22,177 | 175 |
| Nashville, Tenn. | 227,695 | 37 | McAllen - Brownsville, Tex. | 71,572 | 107 | Missoula, Mont. | 21,448 | 176 |
| San Antonio - Victoria, Tex. | 225,878 | 38 | Montgomery - Selma, Ala. | 71,491 | 108 | Jonesboro, Ark. | 20,147 | 177 |
| Harrisburg - York - Lancaster - Lebanon, Pa. | 224,662 | 39 | Peoria - Bloomington, Ill. | 71,219 | 109 | Zanesville, Ohio | 20,009 | 178 |
| Kansas City, Mo. | 220,618 | 40 | Tallahassee - Thomasville, Fla.-Ga. | 70,139 | 110 | Greenwood - Greenville, Miss. | 19,482 | 179 |
| New Orleans, La. | 218,731 | 41 | Springfield, Mo. | 68,056 | 111 | Rapid City, S.D. | 19,375 | 180 |
| Grand Rapids - Kalamazoo - Battle Creek, Mich. | 206,733 | 42 | Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill. | 66,525 | 112 | Jackson, Tenn. | 18,909 | 181 |
| Greenville - Spartanburg - Asheville, S.C.-N.C. | 205,055 | 43 | Salinas - Monterey, Calif. | 65,777 | 113 | El Centro - Yuma, Calif.-Ariz. | 18,718 | 182 |
| Memphis, Tenn. | 202,302 | 44 | Macon, Ga. | 64,629 | 114 | Lima, Ohio | 17,571 | 183 |
| Buffalo, N.Y. | 200,336 | 45 | Ft. Smith, Ark. | 64,056 | 115 | Quincy - Hannibal, Ill.-Mo. | 17,423 | 184 |
| Louisville, Ky. | 198,323 | 46 | Columbus, Ga. | 61,001 | 116 | Bowling Green, Ky. | 17,404 | 185 |
| Jacksonville, Fla. | 198,224 | 47 | Bristol - Kingsport - Johnson City, Tenn. | 59,530 | 117 | Great Falls, Mont. | 17,381 | 186 |
| Ft. Myers - Naples, Fla. | 187,363 | 48 | Augusta, Ga. | 58,977 | 118 | Hagerstown, Md. | 17,230 | 187 |
| Albany - Schenectady - Troy, N.Y. | 185,596 | 49 | Bakersfield, Calif. | 57,642 | 119 | Meridian, Miss. | 16,689 | 188 |
| Providence - New Bedford, R.I.-Mass. | 182,373 | 50 | Rockford, Ill. | 56,771 | 120 | San Angelo, Tex. | 15,909 | 189 |
| Oklahoma City, Okla. | 171,183 | 51 | Wilmington, N.C. | 55,395 | 121 | Lafayette, Ind. | 15,376 | 190 |
| Fresno - Visalia, Calif. | 168,664 | 52 | Yakima - Pasco - Richland - Kennewick, Wash. | 52,855 | 122 | Marquette, Mich. | 13,906 | 191 |
| Richmond, Va. | 166,038 | 53 | Salisbury, Md. | 51,521 | 123 | Grand Junction - Durango, Colo. | 13,074 | 192 |
| Birmingham, Ala. | 163,271 | 54 | Erie, Pa. | 50,560 | 124 | Eureka, Calif. | 12,429 | 193 |
| Wilkes-Barre - Scranton, Pa. | 159,363 | 55 | Chico - Redding, Calif. | 50,012 | 125 | Ardmore - Ada, Okla. | 12,244 | 194 |
| Dayton, Ohio | 157,300 | 56 | Columbus - Tupelo, Miss. | 49,823 | 126 | Twin Falls, Ida. | 12,156 | 195 |
| Rochester, N.Y. | 150,919 | 57 | Fargo, N.D. | 49,248 | 127 | Bend, Ore. | 11,815 | 196 |
| Albuquerque, N.M. | 145,878 | 58 | Amarillo, Tex. | 49,135 | 128 | Butte, Mont. | 11,255 | 197 |
| Little Rock, Ark. | 144,082 | 59 | Wausau - Rhinelander, Wisc. | 48,207 | 129 | Laredo, Tex. | 10,810 | 198 |
| Flint - Saginaw - Bay City, Mich. | 141,109 | 60 | Corpus Christi, Tex. | 47,513 | 130 | Anniston, Ala. | 10,518 | 199 |
| Mobile - Pensacola, Ala.-Fla. | 139,453 | 61 | Boise, Ida. | 47,143 | 131 | Cheyenne - Scottsbluff (Sterling), Wyo.-Neb. | 10,428 | 200 |
| Green Bay - Appleton, Wisc. | 133,348 | 62 | Lubbock, Tex. | 45,712 | 132 | Flagstaff, Ariz. | 9,365 | 201 |
| Knoxville, Tenn. | 130,522 | 63 | Traverse City - Cadillac, Mich. | 45,294 | 133 | St. Joseph, Mo. | 8,830 | 202 |
| Toledo, Ohio | 129,722 | 64 | La Crosse - Eau Claire, Wisc. | 45,056 | 134 | Casper - Riverton, Wyo. | 8,791 | 203 |
| Austin, Tex. | 128,741 | 65 | Eugene, Ore. | 44,943 | 135 | Mankato, Minn. | 8,256 | 204 |
| Tulsa, Okla. | 127,492 | 66 | Lafayette, La. | 44,560 | 136 | Presque Isle, Maine | 6,564 | 205 |
| Roanoke - Lynchburg, Va. | 127,326 | 67 | Beaumont - Port Arthur, Tex. | 44,524 | 137 | Helena, Mont. | 5,095 | 206 |
| Syracuse, N.Y. | 119,484 | 68 | Sioux Falls - Mitchell, S.D. | 43,703 | 138 | Ottumwa - Kirksville, Iowa-Mo. | 4,809 | 207 |
| Las Vegas, Nev. | 118,448 | 69 | Binghamton, N.Y. | 41,280 | 139 | Alpena, Mich. | 3,999 | 208 |
| Youngstown, Ohio | 117,663 | 70 |  |  |  | North Platte, Neb. | 2,413 | 209 |

1992 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# MEN'S & BOYS' CLOTHING SALES

| ADI | ($000) | Rank |
|---|---|---|
| New York, N.Y. | 4,766,001 | 1 |
| Los Angeles, Calif. | 3,128,508 | 2 |
| Chicago, Ill. | 2,197,337 | 3 |
| Philadelphia, Pa. | 1,662,488 | 4 |
| San Francisco - Oakland - San Jose, Calif. | 1,484,109 | 5 |
| Boston, Mass. | 1,370,981 | 6 |
| Dallas - Ft. Worth, Tex. | 1,154,371 | 7 |
| Washington, D.C. | 1,124,986 | 8 |
| Detroit, Mich. | 1,100,207 | 9 |
| Minneapolis - St. Paul, Minn. | 912,293 | 10 |
| Houston, Tex. | 888,165 | 11 |
| Atlanta, Ga. | 831,767 | 12 |
| Miami - Ft. Lauderdale, Fla. | 797,338 | 13 |
| Seattle - Tacoma, Wash. | 763,637 | 14 |
| Cleveland, Ohio | 756,908 | 15 |
| Denver, Colo. | 599,228 | 16 |
| Pittsburgh, Pa. | 563,290 | 17 |
| St. Louis, Mo. | 555,410 | 18 |
| Baltimore, Md. | 542,225 | 19 |
| Tampa - St. Petersburg, Fla. | 516,343 | 20 |
| San Diego, Calif. | 501,333 | 21 |
| Phoenix, Ariz. | 491,082 | 22 |
| Hartford - New Haven, Conn. | 476,869 | 23 |
| Indianapolis, Ind. | 462,064 | 24 |
| Milwaukee, Wisc. | 457,958 | 25 |
| Sacramento - Stockton, Calif. | 456,429 | 26 |
| Portland, Ore. | 443,687 | 27 |
| Orlando - Daytona Beach - Melbourne, Fla. | 419,524 | 28 |
| Columbus, Ohio | 401,619 | 29 |
| Kansas City, Mo. | 400,876 | 30 |
| Cincinnati, Ohio | 398,235 | 31 |
| Nashville, Tenn. | 340,080 | 32 |
| San Antonio - Victoria, Tex. | 330,414 | 33 |
| Grand Rapids - Kalamazoo - Battle Creek, Mich. | 329,555 | 34 |
| Salt Lake City, Utah | 326,231 | 35 |
| Charlotte, N.C. | 323,724 | 36 |
| New Orleans, La. | 315,765 | 37 |
| Raleigh - Durham, N.C. | 315,417 | 38 |
| Norfolk - Portsmouth - Newport News - Hampton, Va. | 313,968 | 39 |
| Providence - New Bedford, R.I.-Mass. | 309,045 | 40 |
| West Palm Beach - Ft. Pierce - Vero Beach, Fla. | 293,984 | 41 |
| Portland - Poland Spring, Maine | 285,826 | 42 |
| Memphis, Tenn. | 275,216 | 43 |
| Buffalo, N.Y. | 265,843 | 44 |
| Harrisburg - York - Lancaster - Lebanon, Pa. | 257,175 | 45 |
| Louisville, Ky. | 254,417 | 46 |
| Greenville - Spartanburg - Asheville, S.C.-N.C. | 251,570 | 47 |
| Wilkes Barre - Scranton, Pa. | 249,447 | 48 |
| Greensboro - Winston-Salem - High Point, N.C. | 246,304 | 49 |
| Oklahoma City, Okla. | 245,504 | 50 |
| Albany - Schenectady - Troy, N.Y. | 242,140 | 51 |
| Dayton, Ohio | 239,092 | 52 |
| Birmingham, Ala. | 236,722 | 53 |
| Toledo, Ohio | 230,165 | 54 |
| Albuquerque, N.M. | 228,749 | 55 |
| Flint - Saginaw - Bay City, Mich. | 224,632 | 56 |
| Jacksonville, Fla. | 201,411 | 57 |
| Wichita - Hutchinson, Kans. | 198,280 | 58 |
| Springfield - Decatur - Champaign, Ill. | 196,011 | 59 |
| Little Rock, Ark. | 194,745 | 60 |
| Tulsa, Okla. | 194,694 | 61 |
| Knoxville, Tenn. | 192,675 | 62 |
| Richmond, Va. | 192,628 | 63 |
| Las Vegas, Nev. | 191,407 | 64 |
| Des Moines, Iowa | 190,946 | 65 |
| Fresno - Visalia, Calif. | 190,198 | 66 |
| Green Bay - Appleton, Wisc. | 189,910 | 67 |
| Madison, Wisc. | 187,657 | 68 |
| Austin, Tex. | 186,931 | 69 |
| Mobile - Pensacola, Ala.-Fla. | 184,105 | 70 |
| Omaha, Neb. | 181,803 | 71 |
| Rochester, N.Y. | 180,794 | 72 |
| Charleston - Huntington, W.Va. | 178,999 | 73 |
| Lexington, Ky. | 174,371 | 74 |
| Syracuse, N.Y. | 173,041 | 75 |
| Huntsville - Decatur - Florence, Ala. | 161,288 | 76 |
| Roanoke - Lynchburg, Va. | 160,772 | 77 |
| Tucson, Ariz. | 150,761 | 78 |
| Shreveport - Texarkana, La.-Tex.-Ark. | 148,952 | 79 |
| Cedar Rapids - Waterloo - Dubuque, Iowa | 142,121 | 80 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 139,697 | 81 |
| El Paso, Tex. | 139,619 | 82 |
| Columbia, S.C. | 136,652 | 83 |
| Springfield, Mass. | 135,757 | 84 |
| South Bend - Elkhart, Ind. | 133,729 | 85 |
| Baton Rouge, La. | 133,574 | 86 |
| Chattanooga, Tenn. | 132,235 | 87 |
| Lansing, Mich. | 131,260 | 88 |
| Youngstown, Ohio | 130,004 | 89 |
| Ft. Myers - Naples, Fla. | 127,716 | 90 |
| Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill. | 125,377 | 91 |
| McAllen - Brownsville, Tex. | 125,342 | 92 |
| Spokane, Wash. | 124,555 | 93 |
| Jackson, Miss. | 122,673 | 94 |
| Johnstown - Altoona, Pa. | 122,255 | 95 |
| Burlington - Plattsburgh, Vt.-N.Y. | 121,168 | 96 |
| Erie, Pa. | 120,675 | 97 |
| Evansville, Ind. | 115,364 | 98 |
| Springfield, Mo. | 115,302 | 99 |
| Lincoln - Hastings - Kearney, Neb. | 114,682 | 100 |
| Reno, Nev. | 111,827 | 101 |
| Waco - Temple - Bryan, Tex. | 110,195 | 102 |
| Salinas - Monterey, Calif. | 110,094 | 103 |
| Santa Barbara - Santa Maria - San Luis Obispo, Calif. | 107,271 | 104 |
| Fargo, N.D. | 104,653 | 105 |
| Bristol - Kingsport - Johnson City, Tenn. | 103,904 | 106 |
| Peoria - Bloomington, Ill. | 103,739 | 107 |
| Colorado Springs - Pueblo, Colo. | 103,489 | 108 |
| Ft. Wayne, Ind. | 101,746 | 109 |
| Tyler - Longview - Jacksonville, Tex. | 101,527 | 110 |
| Florence - Myrtle Beach, S.C. | 100,786 | 111 |
| Charleston, S.C. | 98,654 | 112 |
| Savannah, Ga. | 98,413 | 113 |
| Augusta, Ga. | 92,541 | 114 |
| Sioux Falls - Mitchell, S.D. | 91,640 | 115 |
| Amarillo, Tex. | 90,312 | 116 |
| Montgomery - Selma, Ala. | 87,763 | 117 |
| Tallahassee - Thomasville, Fla.-Ga. | 87,256 | 118 |
| Greenville - New Bern - Washington, N.C. | 87,077 | 119 |
| Wausau - Rhinelander, Wisc. | 86,994 | 120 |
| Terre Haute, Ind. | 86,827 | 121 |
| Beaumont - Port Arthur, Tex. | 82,642 | 122 |
| Wichita Falls - Lawton, Tex.-Okla. | 81,152 | 123 |
| Ft. Smith, Ark. | 79,569 | 124 |
| La Crosse - Eau Claire, Wisc. | 79,085 | 125 |
| Rockford, Ill. | 75,696 | 126 |
| Bakersfield, Calif. | 73,823 | 127 |
| Binghamton, N.Y. | 73,450 | 128 |
| Yakima - Pasco - Richland - Kennewick, Wash. | 73,192 | 129 |
| Eugene, Ore. | 72,723 | 130 |
| Columbus, Ga. | 72,674 | 131 |
| Traverse City - Cadillac, Mich. | 72,459 | 132 |
| Duluth - Superior, Minn.-Wisc. | 71,935 | 133 |
| Monroe - El Dorado, La.-Ark. | 71,338 | 134 |
| Macon, Ga. | 71,335 | 135 |
| Corpus Christi, Tex. | 71,030 | 136 |
| Wilmington, N.C. | 70,766 | 137 |
| Lafayette, La. | 70,526 | 138 |
| Lubbock, Tex. | 68,935 | 139 |
| Salisbury, Md. | 68,870 | 140 |
| Rochester - Mason City - Austin, Minn.-Iowa | 68,629 | 141 |
| Sioux City, Iowa | 66,683 | 142 |
| Sarasota, Fla. | 65,087 | 143 |
| Topeka, Kans. | 60,671 | 144 |
| Boise, Ida. | 60,563 | 145 |
| Odessa - Midland, Tex. | 60,528 | 146 |
| Columbus - Tupelo, Miss. | 59,898 | 147 |
| Wheeling - Steubenville, W.Va.-Ohio | 59,545 | 148 |
| Minot - Bismarck - Dickinson - Glendive, N.D.-Mont. | 59,015 | 149 |
| Bangor, Maine | 55,771 | 150 |
| Chico - Redding, Calif. | 54,811 | 151 |
| Columbia - Jefferson City, Mo. | 52,730 | 152 |
| Albany, Ga. | 52,654 | 153 |
| Bluefield - Beckley - Oak Hill, W.Va. | 51,381 | 154 |
| Idaho Falls - Pocatello, Ida. | 50,819 | 155 |
| Medford, Ore. | 49,628 | 156 |
| Joplin - Pittsburg, Mo.-Kans. | 46,506 | 157 |
| Laredo, Tex. | 43,710 | 158 |
| Alexandria, La. | 43,577 | 159 |
| Abilene - Sweetwater, Tex. | 43,484 | 160 |
| Gainesville, Fla. | 41,169 | 161 |
| Biloxi - Gulfport - Pascagoula, Miss. | 40,804 | 162 |
| Dothan, Ala. | 39,898 | 163 |
| Panama City, Fla. | 39,603 | 164 |
| Palm Springs, Calif. | 37,443 | 165 |
| Billings - Hardin, Mont. | 37,228 | 166 |
| Elmira, N.Y. | 36,982 | 167 |
| El Centro - Yuma, Calif.-Ariz. | 36,834 | 168 |
| Rapid City, S.D. | 36,643 | 169 |
| Clarksburg - Weston, W.Va. | 36,634 | 170 |
| Lafayette, Ind. | 36,380 | 171 |
| Utica, N.Y. | 35,140 | 172 |
| Quincy - Hannibal, Ill.-Mo. | 35,086 | 173 |
| Missoula, Mont. | 34,877 | 174 |
| Tuscaloosa, Ala. | 34,551 | 175 |
| Lake Charles, La. | 34,253 | 176 |
| Lima, Ohio | 33,467 | 177 |
| Watertown - Carthage, N.Y. | 33,196 | 178 |
| Laurel - Hattiesburg, Miss. | 32,145 | 179 |
| Harrisonburg, Va. | 30,192 | 180 |
| Charlottesville, Va. | 29,857 | 181 |
| Parkersburg, W.Va. | 29,347 | 182 |
| Jonesboro, Ark. | 28,725 | 183 |
| Jackson, Tenn. | 26,939 | 184 |
| Bowling Green, Ky. | 26,466 | 185 |
| Great Falls, Mont. | 25,086 | 186 |
| Ardmore - Ada, Okla. | 24,957 | 187 |
| Cheyenne - Scottsbluff (Sterling), Wyo.-Neb. | 24,752 | 188 |
| Grand Junction - Durango, Colo. | 23,804 | 189 |
| San Angelo, Tex. | 23,587 | 190 |
| Greenwood - Greenville, Miss. | 23,354 | 191 |
| Eureka, Calif. | 20,877 | 192 |
| Meridian, Miss. | 20,648 | 193 |
| Flagstaff, Ariz. | 20,169 | 194 |
| Hagerstown, Md. | 19,458 | 195 |
| Twin Falls, Ida. | 18,915 | 196 |
| Marquette, Mich. | 18,047 | 197 |
| St. Joseph, Mo. | 17,845 | 198 |
| Butte, Mont. | 17,830 | 199 |
| Anniston, Ala. | 17,662 | 200 |
| Bend, Ore. | 17,221 | 201 |
| Casper - Riverton, Wyo. | 15,877 | 202 |
| Zanesville, Ohio | 15,481 | 203 |
| Mankato, Minn. | 14,173 | 204 |
| Ottumwa - Kirksville, Iowa-Mo. | 9,917 | 205 |
| Presque Isle, Maine | 9,136 | 206 |
| North Platte, Neb. | 8,435 | 207 |
| Helena, Mont. | 8,363 | 208 |
| Alpena, Mich. | 5,509 | 209 |

## S&MM/ARBITRON TV MARKET (ADI) RANKING

# WOMEN'S & GIRLS' CLOTHING SALES

| ADI | ($000) | Rank |
|---|---|---|
| New York, N.Y. | 9,999,268 | 1 |
| Los Angeles, Calif. | 6,154,910 | 2 |
| Chicago, Ill. | 4,828,132 | 3 |
| Philadelphia, Pa. | 3,568,498 | 4 |
| San Francisco - Oakland - San Jose, Calif. | 2,987,000 | 5 |
| Boston, Mass. | 2,899,049 | 6 |
| Dallas - Ft. Worth, Tex. | 2,300,116 | 7 |
| Washington, D.C. | 2,271,940 | 8 |
| Detroit, Mich. | 2,268,063 | 9 |
| Atlanta, Ga. | 1,842,477 | 10 |
| Miami - Ft. Lauderdale, Fla. | 1,726,279 | 11 |
| Houston, Tex. | 1,724,448 | 12 |
| Minneapolis - St. Paul, Minn. | 1,634,263 | 13 |
| Cleveland, Ohio | 1,555,474 | 14 |
| Indianapolis, Ind. | 1,471,463 | 15 |
| Seattle - Tacoma, Wash. | 1,467,444 | 16 |
| St. Louis, Mo. | 1,195,279 | 17 |
| Denver, Colo. | 1,174,800 | 18 |
| Pittsburgh, Pa. | 1,172,653 | 19 |
| Phoenix, Ariz. | 1,103,485 | 20 |
| Baltimore, Md. | 1,073,564 | 21 |
| Tampa - St. Petersburg, Fla. | 1,060,730 | 22 |
| San Diego, Calif. | 999,261 | 23 |
| Hartford - New Haven, Conn. | 984,999 | 24 |
| Milwaukee, Wisc. | 893,675 | 25 |
| Sacramento - Stockton, Calif. | 892,565 | 26 |
| Orlando - Daytona Beach - Melbourne, Fla. | 867,871 | 27 |
| Portland, Ore. | 850,595 | 28 |
| Cincinnati, Ohio | 839,132 | 29 |
| Norfolk - Portsmouth - Newport News - Hampton, Va. | 833,275 | 30 |
| Kansas City, Mo. | 801,331 | 31 |
| Columbus, Ohio | 757,168 | 32 |
| West Palm Beach - Ft. Pierce - Vero Beach, Fla. | 734,231 | 33 |
| Nashville, Tenn. | 708,838 | 34 |
| San Antonio - Victoria, Tex. | 692,766 | 35 |
| Charlotte, N.C. | 674,399 | 36 |
| New Orleans, La. | 672,134 | 37 |
| Raleigh - Durham, N.C. | 657,585 | 38 |
| Providence - New Bedford, R.I.-Mass. | 627,751 | 39 |
| Grand Rapids - Kalamazoo - Battle Creek, Mich. | 605,781 | 40 |
| Greenville - Spartanburg - Asheville, S.C.-N.C. | 602,643 | 41 |
| Salt Lake City, Utah | 598,964 | 42 |
| Memphis, Tenn. | 593,580 | 43 |
| Greensboro - Winston-Salem - High Point, N.C. | 557,494 | 44 |
| Louisville, Ky. | 552,365 | 45 |
| Harrisburg - York - Lancaster - Lebanon, Pa. | 548,270 | 46 |
| Birmingham, Ala. | 540,779 | 47 |
| Wilkes-Barre - Scranton, Pa. | 520,360 | 48 |
| Buffalo, N.Y. | 511,830 | 49 |
| Albany - Schenectady - Troy, N.Y. | 500,551 | 50 |
| Oklahoma City, Okla. | 495,476 | 51 |
| Dayton, Ohio | 483,036 | 52 |
| Jacksonville, Fla. | 478,359 | 53 |
| Toledo, Ohio | 439,498 | 54 |
| Little Rock, Ark. | 435,601 | 55 |
| Flint - Saginaw - Bay City, Mich. | 432,331 | 56 |
| Richmond, Va. | 426,514 | 57 |
| Tulsa, Okla. | 410,257 | 58 |
| Albuquerque, N.M. | 407,091 | 59 |
| Knoxville, Tenn. | 404,354 | 60 |
| Mobile - Pensacola, Ala.-Fla. | 403,468 | 61 |
| Lexington, Ky. | 387,265 | 62 |
| Austin, Tex. | 381,354 | 63 |
| Des Moines, Iowa | 379,669 | 64 |
| Rochester, N.Y. | 376,539 | 65 |
| Portland - Poland Spring, Maine | 375,555 | 66 |
| Wichita - Hutchinson, Kans. | 361,282 | 67 |
| Charleston - Huntington, W.Va. | 361,268 | 68 |
| Huntsville - Decatur - Florence, Ala. | 359,537 | 69 |
| Green Bay - Appleton, Wisc. | 354,362 | 70 |
| Springfield - Decatur - Champaign, Ill. | 348,614 | 71 |
| Roanoke - Lynchburg, Va. | 343,944 | 72 |
| Syracuse, N.Y. | 343,129 | 73 |
| Fresno - Visalia, Calif. | 340,723 | 74 |
| Omaha, Neb. | 337,965 | 75 |
| Las Vegas, Nev. | 329,143 | 76 |
| Madison, Wisc. | 326,383 | 77 |
| Shreveport - Texarkana, La.-Tex.-Ark. | 316,941 | 78 |
| Columbia, S.C. | 309,637 | 79 |
| Ft. Myers - Naples, Fla. | 309,428 | 80 |
| Cedar Rapids - Waterloo - Dubuque, Iowa | 293,656 | 81 |
| Tucson, Ariz. | 288,735 | 82 |
| Springfield, Mass. | 284,500 | 83 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 282,010 | 84 |
| Baton Rouge, La. | 278,419 | 85 |
| Jackson, Miss. | 278,369 | 86 |
| El Paso, Tex. | 273,847 | 87 |
| Chattanooga, Tenn. | 267,453 | 88 |
| South Bend - Elkhart, Ind. | 266,552 | 89 |
| Youngstown, Ohio | 265,544 | 90 |
| McAllen - Brownsville, Tex. | 254,578 | 91 |
| Evansville, Ind. | 252,219 | 92 |
| Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill. | 251,666 | 93 |
| Terre Haute, Ind. | 250,220 | 94 |
| Lansing, Mich. | 246,083 | 95 |
| Johnstown - Altoona, Pa. | 245,574 | 96 |
| Erie, Pa. | 237,153 | 97 |
| Springfield, Mo. | 233,124 | 98 |
| Spokane, Wash. | 232,732 | 99 |
| Savannah, Ga. | 229,174 | 100 |
| Waco - Temple - Bryan, Tex. | 225,215 | 101 |
| Colorado Springs - Pueblo, Colo. | 219,600 | 102 |
| Charleston, S.C. | 218,946 | 103 |
| Ft. Wayne, Ind. | 218,024 | 104 |
| Salinas - Monterey, Calif. | 217,356 | 105 |
| Florence - Myrtle Beach, S.C. | 216,714 | 106 |
| Santa Barbara - Santa Maria - San Luis Obispo, Calif. | 214,529 | 107 |
| Burlington - Plattsburgh, Vt.-N.Y. | 210,463 | 108 |
| Peoria - Bloomington, Ill. | 208,189 | 109 |
| Tyler - Longview - Jacksonville, Tex. | 204,846 | 110 |
| Lincoln - Hastings - Kearney, Neb. | 204,261 | 111 |
| Fargo, N.D. | 202,264 | 112 |
| Reno, Nev. | 201,996 | 113 |
| Augusta, Ga. | 196,694 | 114 |
| Bristol - Kingsport - Johnson City, Tenn. | 195,868 | 115 |
| Montgomery - Selma, Ala. | 190,966 | 116 |
| Tallahassee - Thomasville, Fla.-Ga. | 189,332 | 117 |
| Amarillo, Tex. | 183,252 | 118 |
| Sioux Falls - Mitchell, S.D. | 181,223 | 119 |
| Beaumont - Port Arthur, Tex. | 174,062 | 120 |
| Greenville - New Bern - Washington, N.C. | 167,193 | 121 |
| Sarasota, Fla. | 166,484 | 122 |
| Macon, Ga. | 162,836 | 123 |
| Ft. Smith, Ark. | 162,239 | 124 |
| Lafayette, La. | 161,894 | 125 |
| Columbus, Ga. | 160,548 | 126 |
| Corpus Christi, Tex. | 158,923 | 127 |
| Monroe - El Dorado, La.-Ark. | 158,199 | 128 |
| Rockford, Ill. | 155,724 | 129 |
| Wichita Falls - Lawton, Tex.-Okla. | 154,836 | 130 |
| La Crosse - Eau Claire, Wisc. | 152,317 | 131 |
| Binghamton, N.Y. | 147,942 | 132 |
| Wilmington, N.C. | 147,586 | 133 |
| Wausau - Rhinelander, Wisc. | 144,925 | 134 |
| Duluth - Superior, Minn.-Wisc. | 141,027 | 135 |
| Eugene, Ore. | 140,047 | 136 |
| Traverse City - Cadillac, Mich. | 139,364 | 137 |
| Rochester - Mason City - Austin, Minn.-Iowa | 135,219 | 138 |
| Lubbock, Tex. | 135,206 | 139 |
| Odessa - Midland, Tex. | 133,403 | 140 |
| Salisbury, Md. | 131,648 | 141 |
| Columbus - Tupelo, Miss. | 129,298 | 142 |
| Yakima - Pasco - Richland - Kennewick, Wash. | 127,604 | 143 |
| Bakersfield, Calif. | 125,831 | 144 |
| Topeka, Kans. | 122,916 | 145 |
| Sioux City, Iowa | 121,387 | 146 |
| Albany, Ga. | 118,009 | 147 |
| Wheeling - Steubenville, W.Va.-Ohio | 117,334 | 148 |
| Minot - Bismarck - Dickinson - Glendive, N.D.-Mont. | 115,051 | 149 |
| Boise, Ida. | 111,903 | 150 |
| Columbia - Jefferson City, Mo. | 108,638 | 151 |
| Bluefield - Beckley - Oak Hill, W.Va. | 103,005 | 152 |
| Joplin - Pittsburg, Mo.-Kans. | 99,729 | 153 |
| Chico - Redding, Calif. | 98,499 | 154 |
| Dothan, Ala. | 89,835 | 155 |
| Abilene - Sweetwater, Tex. | 89,550 | 156 |
| Medford, Ore. | 89,358 | 157 |
| Alexandria, La. | 88,948 | 158 |
| Bangor, Maine | 85,761 | 159 |
| Idaho Falls - Pocatello, Ida. | 83,893 | 160 |
| Gainesville, Fla. | 83,027 | 161 |
| Utica, N.Y. | 82,121 | 162 |
| Biloxi - Gulfport - Pascagoula, Miss. | 80,909 | 163 |
| Panama City, Fla. | 80,885 | 164 |
| Billings - Hardin, Mont. | 80,314 | 165 |
| Charlottesville, Va. | 77,713 | 166 |
| Clarksburg - Weston, W.Va. | 76,678 | 167 |
| Lake Charles, La. | 75,001 | 168 |
| Laredo, Tex. | 74,637 | 169 |
| Tuscaloosa, Ala. | 73,117 | 170 |
| Elmira, N.Y. | 71,439 | 171 |
| Quincy - Hannibal, Ill.-Mo. | 70,328 | 172 |
| Lafayette, Ind. | 69,468 | 173 |
| Laurel - Hattiesburg, Miss. | 69,323 | 174 |
| El Centro - Yuma, Calif.-Ariz. | 69,170 | 175 |
| Palm Springs, Calif. | 68,940 | 176 |
| Jonesboro, Ark. | 68,158 | 177 |
| Rapid City, S.D. | 66,691 | 178 |
| Missoula, Mont. | 66,382 | 179 |
| Parkersburg, W.Va. | 65,270 | 180 |
| Lima, Ohio | 64,980 | 181 |
| Watertown - Carthage, N.Y. | 61,177 | 182 |
| Jackson, Tenn. | 59,198 | 183 |
| Great Falls, Mont. | 57,888 | 184 |
| Harrisonburg, Va. | 57,881 | 185 |
| Bowling Green, Ky. | 54,089 | 186 |
| Greenwood - Greenville, Miss. | 50,879 | 187 |
| Ardmore - Ada, Okla. | 48,979 | 188 |
| San Angelo, Tex. | 47,318 | 189 |
| Cheyenne - Scottsbluff (Sterling), Wyo.-Neb. | 44,960 | 190 |
| Meridian, Miss. | 43,987 | 191 |
| Grand Junction - Durango, Colo. | 42,513 | 192 |
| Anniston, Ala. | 39,361 | 193 |
| Eureka, Calif. | 36,436 | 194 |
| Hagerstown, Md. | 36,408 | 195 |
| St. Joseph, Mo. | 34,594 | 196 |
| Marquette, Mich. | 34,415 | 197 |
| Butte, Mont. | 33,057 | 198 |
| Twin Falls, Ida. | 32,575 | 199 |
| Flagstaff, Ariz. | 30,402 | 200 |
| Mankato, Minn. | 30,214 | 201 |
| Zanesville, Ohio | 29,864 | 202 |
| Bend, Ore. | 28,747 | 203 |
| Casper - Riverton, Wyo. | 27,387 | 204 |
| Ottumwa - Kirksville, Iowa-Mo. | 19,858 | 205 |
| Helena, Mont. | 15,771 | 206 |
| Presque Isle, Maine | 15,036 | 207 |
| North Platte, Neb. | 13,331 | 208 |
| Alpena, Mich. | 10,587 | 209 |

# FOOTWEAR SALES

| ADI | ($000) | Rank |
|---|---|---|
| New York, N.Y. | 2,522,826 | 1 |
| Los Angeles, Calif. | 1,786,628 | 2 |
| Chicago, Ill. | 1,236,107 | 3 |
| San Francisco - Oakland - San Jose, Calif. | 911,779 | 4 |
| Philadelphia, Pa. | 853,929 | 5 |
| Dallas - Ft. Worth, Tex. | 651,029 | 6 |
| Boston, Mass. | 636,593 | 7 |
| Detroit, Mich. | 593,279 | 8 |
| Washington, D.C. | 592,742 | 9 |
| Miami - Ft. Lauderdale, Fla. | 524,769 | 10 |
| Atlanta, Ga. | 477,408 | 11 |
| Houston, Tex. | 473,350 | 12 |
| Seattle - Tacoma, Wash. | 462,766 | 13 |
| Minneapolis - St. Paul, Minn. | 405,606 | 14 |
| Cleveland, Ohio | 385,942 | 15 |
| Denver, Colo. | 316,734 | 16 |
| San Diego, Calif. | 313,906 | 17 |
| Baltimore, Md. | 311,557 | 18 |
| Tampa - St. Petersburg, Fla. | 310,278 | 19 |
| St. Louis, Mo. | 299,517 | 20 |
| Pittsburgh, Pa. | 282,512 | 21 |
| Phoenix, Ariz. | 275,154 | 22 |
| Portland, Ore. | 270,631 | 23 |
| Indianapolis, Ind. | 269,610 | 24 |
| Sacramento - Stockton, Calif. | 267,393 | 25 |
| Milwaukee, Wisc. | 249,968 | 26 |
| Hartford - New Haven, Conn. | 238,005 | 27 |
| Orlando - Daytona Beach - Melbourne, Fla. | 235,014 | 28 |
| New Orleans, La. | 223,102 | 29 |
| San Antonio - Victoria, Tex. | 211,201 | 30 |
| Cincinnati, Ohio | 204,630 | 31 |
| Kansas City, Mo. | 202,760 | 32 |
| Charlotte, N.C. | 195,072 | 33 |
| Raleigh - Durham, N.C. | 187,410 | 34 |
| Salt Lake City, Utah | 187,167 | 35 |
| Columbus, Ohio | 186,493 | 36 |
| Nashville, Tenn. | 181,103 | 37 |
| Norfolk - Portsmouth - Newport News - Hampton, Va. | 179,122 | 38 |
| Greenville - Spartanburg - Asheville, S.C.-N.C. | 171,068 | 39 |
| West Palm Beach - Ft. Pierce - Vero Beach, Fla. | 169,279 | 40 |
| Portland - Poland Spring, Maine | 166,607 | 41 |
| Grand Rapids - Kalamazoo - Battle Creek, Mich. | 164,165 | 42 |
| Memphis, Tenn. | 162,046 | 43 |
| Greensboro - Winston-Salem - High Point, N.C. | 156,049 | 44 |
| Oklahoma City, Okla. | 150,137 | 45 |
| Albuquerque, N.M. | 144,807 | 46 |
| Birmingham, Ala. | 142,097 | 47 |
| Harrisburg - York - Lancaster - Lebanon, Pa. | 141,256 | 48 |
| Providence - New Bedford, R.I.-Mass. | 141,204 | 49 |
| Buffalo, N.Y. | 138,455 | 50 |
| Las Vegas, Nev. | 134,565 | 51 |
| Louisville, Ky. | 132,687 | 52 |
| Dayton, Ohio | 125,951 | 53 |
| Little Rock, Ark. | 122,186 | 54 |
| Austin, Tex. | 120,397 | 55 |
| Jacksonville, Fla. | 118,490 | 56 |
| Mobile - Pensacola, Ala.-Fla. | 117,597 | 57 |
| Albany - Schenectady - Troy, N.Y. | 117,549 | 58 |
| Tulsa, Okla. | 115,460 | 59 |
| Wichita - Hutchinson, Kans. | 114,790 | 60 |
| Flint - Saginaw - Bay City, Mich. | 111,002 | 61 |
| Fresno - Visalia, Calif. | 109,705 | 62 |
| Roanoke - Lynchburg, Va. | 109,153 | 63 |
| Wilkes Barre - Scranton, Pa. | 108,594 | 64 |
| Richmond, Va. | 107,319 | 65 |
| Toledo, Ohio | 106,791 | 66 |
| Knoxville, Tenn. | 101,805 | 67 |
| Tucson, Ariz. | 100,823 | 68 |
| Rochester, N.Y. | 98,574 | 69 |
| Charleston - Huntington, W.Va. | 95,548 | 70 |
| Omaha, Neb. | 93,036 | 71 |
| Lexington, Ky. | 89,621 | 72 |
| Des Moines, Iowa | 89,336 | 73 |
| Shreveport - Texarkana, La.-Tex.-Ark. | 88,961 | 74 |
| El Paso, Tex. | 88,706 | 75 |
| Baton Rouge, La. | 88,188 | 76 |
| Green Bay - Appleton, Wisc. | 87,793 | 77 |
| Huntsville - Decatur - Florence, Ala. | 86,869 | 78 |
| Jackson, Miss. | 86,714 | 79 |
| Springfield - Decatur - Champaign, Ill. | 86,360 | 80 |
| Syracuse, N.Y. | 84,792 | 81 |
| Youngstown, Ohio | 79,997 | 82 |
| Madison, Wisc. | 78,888 | 83 |
| Columbia, S.C. | 78,217 | 84 |
| Ft. Myers - Naples, Fla. | 77,961 | 85 |
| McAllen - Brownsville, Tex. | 76,385 | 86 |
| Terre Haute, Ind. | 74,815 | 87 |
| South Bend - Elkhart, Ind. | 74,018 | 88 |
| Chattanooga, Tenn. | 73,743 | 89 |
| Spokane, Wash. | 72,900 | 90 |
| Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill. | 71,281 | 91 |
| Cedar Rapids - Waterloo - Dubuque, Iowa | 68,672 | 92 |
| Charleston, S.C. | 66,720 | 93 |
| Waco - Temple - Bryan, Tex. | 66,314 | 94 |
| Florence - Myrtle Beach, S.C. | 65,009 | 95 |
| Davenport - Rock Island - Moline, Iowa-Ill. | 64,941 | 96 |
| Salinas - Monterey, Calif. | 64,144 | 97 |
| Santa Barbara - Santa Maria - San Luis Obispo, Calif. | 63,703 | 98 |
| Springfield, Mo. | 63,276 | 99 |
| Savannah, Ga. | 53,168 | 100 |
| Lansing, Mich. | 62,792 | 101 |
| Tyler - Longview - Jacksonville, Tex. | 62,529 | 102 |
| Evansville, Ind. | 62,155 | 103 |
| Lincoln - Hastings - Kearney, Neb. | 61,075 | 104 |
| Colorado Springs - Pueblo, Colo. | 59,766 | 105 |
| Reno, Nev. | 58,310 | 106 |
| Bristol - Kingsport - Johnson City, Tenn. | 57,198 | 107 |
| Johnstown - Altoona, Pa. | 56,396 | 108 |
| Ft. Wayne, Ind. | 54,591 | 109 |
| Augusta, Ga. | 54,573 | 110 |
| Tallahassee - Thomasville, Fla.-Ga. | 54,376 | 111 |
| Springfield, Mass. | 54,306 | 112 |
| Burlington - Plattsburgh, Vt.-N.Y. | 52,283 | 113 |
| Montgomery - Selma, Ala. | 51,205 | 114 |
| Peoria - Bloomington, Ill. | 51,027 | 115 |
| Lafayette, La. | 50,347 | 116 |
| Fargo, N.D. | 50,308 | 117 |
| Corpus Christi, Tex. | 49,938 | 118 |
| Greenville - New Bern - Washington, N.C. | 49,462 | 119 |
| Monroe - El Dorado, La.-Ark. | 49,108 | 120 |
| Sioux Falls - Mitchell, S.D. | 48,615 | 121 |
| Wilmington, N.C. | 48,323 | 122 |
| Amarillo, Tex. | 47,979 | 123 |
| Eugene, Ore. | 47,306 | 124 |
| Ft. Smith, Ark. | 45,582 | 125 |
| Lubbock, Tex. | 45,034 | 126 |
| Beaumont - Port Arthur, Tex. | 44,638 | 127 |
| Macon, Ga. | 44,403 | 128 |
| Bakersfield, Calif. | 43,499 | 129 |
| Traverse City - Cadillac, Mich. | 42,729 | 130 |
| Columbus, Ga. | 41,733 | 131 |
| Wichita Falls - Lawton, Tex.-Okla. | 41,713 | 132 |
| Yakima - Pasco - Richland - Kennewick, Wash. | 40,773 | 133 |
| Sarasota, Fla. | 40,644 | 134 |
| Wausau - Rhinelander, Wisc. | 39,869 | 135 |
| Columbus - Tupelo, Miss. | 38,803 | 136 |
| Odessa - Midland, Tex. | 38,618 | 137 |
| Rockford, Ill. | 38,240 | 138 |
| La Crosse - Eau Claire, Wisc. | 36,620 | 139 |
| Topeka, Kans. | 36,167 | 140 |
| Erie, Pa. | 35,283 | 141 |
| Salisbury, Md. | 35,139 | 142 |
| Sioux City, Iowa | 33,620 | 143 |
| Duluth - Superior, Minn.-Wisc. | 33,316 | 144 |
| Boise, Ida. | 33,279 | 145 |
| Joplin - Pittsburg, Mo.-Kans. | 32,935 | 146 |
| Albany, Ga. | 32,631 | 147 |
| Rochester - Mason City - Austin, Minn.-Iowa | 32,306 | 148 |
| Chico - Redding, Calif. | 32,243 | 149 |
| Medford, Ore. | 30,366 | 150 |
| Columbia - Jefferson City, Mo. | 30,069 | 151 |
| Binghamton, N.Y. | 29,851 | 152 |
| Wheeling - Steubenville, W.Va.-Ohio | 28,399 | 153 |
| Minot - Bismarck - Dickinson - Glendive, N.D.-Mont. | 28,356 | 154 |
| Bangor, Maine | 27,979 | 155 |
| Alexandria, La. | 26,751 | 156 |
| Dothan, Ala. | 26,041 | 157 |
| Idaho Falls - Pocatello, Ida. | 25,857 | 158 |
| Abilene - Sweetwater, Tex. | 25,411 | 159 |
| Biloxi - Gulfport - Pascagoula, Miss. | 25,018 | 160 |
| Panama City, Fla. | 24,849 | 161 |
| Lake Charles, La. | 23,659 | 162 |
| Gainesville, Fla. | 23,107 | 163 |
| Laredo, Tex. | 23,089 | 164 |
| Bluefield - Beckley - Oak Hill, W.Va. | 22,979 | 165 |
| Rapid City, S.D. | 21,686 | 166 |
| Laurel - Hattiesburg, Miss. | 21,541 | 167 |
| Palm Springs, Calif. | 21,375 | 168 |
| Billings - Hardin, Mont. | 21,329 | 169 |
| Jonesboro, Ark. | 20,621 | 170 |
| Clarksburg - Weston, W.Va. | 19,955 | 171 |
| Tuscaloosa, Ala. | 19,853 | 172 |
| Elmira, N.Y. | 18,831 | 173 |
| El Centro - Yuma, Calif.-Ariz. | 18,778 | 174 |
| Missoula, Mont. | 18,377 | 175 |
| Quincy - Hannibal, Ill.-Mo. | 17,752 | 176 |
| Charlottesville, Va. | 16,588 | 177 |
| Watertown - Carthage, N.Y. | 16,507 | 178 |
| Great Falls, Mont. | 16,236 | 179 |
| Greenwood - Greenville, Miss. | 16,097 | 180 |
| Utica, N.Y. | 16,085 | 181 |
| Lima, Ohio | 15,976 | 182 |
| Parkersburg, W.Va. | 15,943 | 183 |
| Harrisonburg, Va. | 15,834 | 184 |
| Lafayette, Ind. | 15,815 | 185 |
| Jackson, Tenn. | 15,793 | 186 |
| Bowling Green, Ky. | 15,237 | 187 |
| San Angelo, Tex. | 14,027 | 188 |
| Ardmore - Ada, Okla. | 13,930 | 189 |
| Cheyenne - Scottsbluff (Sterling), Wyo.-Neb. | 13,904 | 190 |
| Eureka, Calif. | 13,158 | 191 |
| Meridian, Miss. | 12,750 | 192 |
| Twin Falls, Ida. | 12,522 | 193 |
| Anniston, Ala. | 11,344 | 194 |
| Butte, Mont. | 11,103 | 195 |
| Bend, Ore. | 10,894 | 196 |
| Grand Junction - Durango, Colo. | 10,345 | 197 |
| Hagerstown, Md. | 10,153 | 198 |
| Casper - Riverton, Wyo. | 9,731 | 199 |
| St. Joseph, Mo. | 9,594 | 200 |
| Marquette, Mich. | 9,587 | 201 |
| Zanesville, Ohio | 9,417 | 202 |
| Flagstaff, Ariz. | 9,281 | 203 |
| Mankato, Minn. | 7,269 | 204 |
| Ottumwa - Kirksville, Iowa-Mo. | 5,627 | 205 |
| North Platte, Neb. | 4,325 | 206 |
| Presque Isle, Maine | 4,274 | 207 |
| Helena, Mont. | 4,219 | 208 |
| Alpena, Mich. | 3,044 | 209 |

# SECTION 21

## Retail Sales By Merchandise Line Category For Television Market (ADIs)

Groceries And Other Foods
Drugs, Health Aids, And Beauty Aids
Furniture And Sleep Equipment
Major Household Appliances
Televisions And Video Recorders
Audio Equipment/Musical Instruments
Home Computers And Calculators
Men's And Boys' Clothing
Women's And Girls' Clothing
Footwear

### EXPLANATION OF TERMS

An explanation of terms used in the **Survey of Buying Power Demographics USA 1992** will be found in the Introductory Section starting on page A-5. A detailed listing of the outlets that make up each Store Group, and definitions of the Merchandise Line Sales categories, will be found on pages A-9 and A-10. A listing of the county makeup of each Television Market will be found starting on page A-11.

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MARKET STATISTICS
PRODUCERS OF THE SURVEY OF BUYING POWER

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# TELEVISION MARKETS [ADIs]: 1991 RETAIL SALES BY MERCHANDISE LINE

S&MM ESTIMATES

Merchandise Line Sales

| S&MM/ARBITRON TV MARKET (ADI) | Groceries & Other Foods | | Drugs & Health & Beauty Aids | | | Major Household Appliances | | | TVs, Video Recorders & Tapes | | | Audio Equipment, Musical Instruments & Supplies | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | In All Stores ($000) | In Food Stores ($000) | In All Stores ($000) | In Drug-stores ($000) | In Food Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) |
| **ALABAMA** | | | | | | | | | | | | | |
| **ANNISTON** | 83,641 | 67,957 | 40,079 | 23,442 | 3,483 | 8,811 | 3,103 | 3,006 | 8,372 | 3,159 | 2,680 | 6,710 | 3,267 |
| **BIRMINGHAM** | 1,468,449 | 1,365,395 | 497,408 | 314,944 | 69,282 | 107,355 | 39,696 | 32,056 | 86,385 | 41,795 | 26,231 | 72,126 | 40,975 |
| **DOTHAN** | 272,519 | 254,816 | 77,046 | 39,579 | 11,324 | 22,181 | 9,320 | 5,764 | 17,231 | 10,086 | 4,542 | 13,900 | 9,537 |
| **HUNTSVILLE - DECATUR - FLORENCE** | 881,165 | 821,285 | 257,789 | 137,589 | 45,319 | 86,758 | 40,135 | 19,659 | 60,051 | 31,561 | 17,075 | 54,248 | 32,921 |
| **MOBILE - PENSACOLA** | 1,179,636 | 1,082,397 | 397,465 | 234,915 | 76,265 | 110,413 | 47,188 | 31,528 | 60,650 | 29,373 | 19,257 | 72,727 | 48,773 |
| **MONTGOMERY - SELMA** | 632,078 | 584,470 | 185,798 | 116,828 | 31,589 | 41,649 | 16,021 | 11,203 | 33,479 | 18,283 | 7,878 | 33,713 | 17,355 |
| **TUSCALOOSA** | 156,084 | 141,813 | 63,149 | 38,180 | 6,753 | 13,107 | 5,726 | 4,628 | 11,460 | 5,827 | 3,646 | 9,395 | 6,343 |
| **ARIZONA** | | | | | | | | | | | | | |
| **FLAGSTAFF** | 141,418 | 130,647 | 31,779 | 16,918 | 10,181 | 8,453 | 3,383 | 2,187 | 4,140 | 2,558 | 1,092 | 5,918 | 4,109 |
| **PHOENIX** | 3,504,502 | 3,255,585 | 928,679 | 457,475 | 274,054 | 265,320 | 149,857 | 67,487 | 136,655 | 78,264 | 38,568 | 199,413 | 155,107 |
| **TUCSON** | 908,583 | 814,479 | 268,161 | 148,811 | 73,697 | 65,127 | 20,362 | 23,021 | 44,874 | 27,947 | 11,107 | 67,763 | 55,017 |
| **ARKANSAS** | | | | | | | | | | | | | |
| **FT. SMITH** | 603,023 | 559,414 | 149,417 | 63,477 | 38,114 | 50,200 | 14,047 | 15,616 | 36,500 | 8,451 | 19,264 | 32,868 | 16,908 |
| **JONESBORO** | 248,136 | 225,397 | 65,052 | 31,636 | 12,206 | 17,075 | 8,469 | 1,515 | 13,155 | 5,079 | 5,426 | 8,952 | 3,544 |
| **LITTLE ROCK** | 1,396,773 | 1,292,280 | 439,406 | 220,669 | 103,243 | 94,136 | 33,694 | 24,692 | 76,575 | 25,021 | 35,743 | 72,615 | 42,723 |
| **CALIFORNIA** | | | | | | | | | | | | | |
| **BAKERSFIELD** | 487,544 | 437,983 | 159,376 | 109,806 | 32,774 | 34,768 | 19,642 | 10,198 | 28,930 | 21,239 | 3,940 | 37,192 | 29,063 |
| **CHICO - REDDING** | 535,590 | 498,564 | 146,290 | 96,339 | 33,176 | 34,534 | 17,917 | 8,381 | 22,701 | 14,153 | 5,433 | 44,808 | 33,826 |
| **EL CENTRO - YUMA** | 235,832 | 216,349 | 64,721 | 36,620 | 17,399 | 15,506 | 5,264 | 5,738 | 7,347 | 3,561 | 2,522 | 9,647 | 6,178 |
| **EUREKA** | 169,334 | 155,221 | 61,417 | 45,905 | 11,732 | 10,115 | 4,712 | 1,761 | 4,999 | 3,490 | 645 | 7,784 | 5,120 |
| **FRESNO - VISALIA** | 1,436,720 | 1,323,843 | 389,173 | 267,232 | 77,004 | 78,737 | 40,241 | 24,941 | 62,166 | 39,013 | 13,698 | 85,328 | 63,157 |
| **LOS ANGELES** | 17,105,275 | 15,304,399 | 5,244,486 | 2,730,787 | 1,273,221 | 1,361,449 | 644,984 | 421,949 | 1,061,710 | 721,587 | 241,166 | 1,731,252 | 1,301,611 |
| **PALM SPRINGS** | 294,154 | 267,795 | 73,221 | 39,361 | 21,950 | 17,773 | 8,012 | 7,226 | 13,433 | 8,474 | 3,818 | 16,597 | 13,481 |
| **SACRAMENTO - STOCKTON** | 3,523,295 | 3,209,886 | 969,484 | 601,825 | 243,890 | 240,855 | 111,200 | 74,330 | 174,195 | 110,326 | 46,285 | 231,704 | 172,712 |
| **SALINAS - MONTEREY** | 715,337 | 672,068 | 233,269 | 151,736 | 53,137 | 39,595 | 17,208 | 16,367 | 34,216 | 22,544 | 7,546 | 54,734 | 41,540 |
| **SAN DIEGO** | 2,941,673 | 2,590,132 | 903,027 | 485,107 | 224,612 | 232,924 | 84,605 | 75,293 | 172,864 | 116,953 | 46,098 | 253,374 | 218,167 |
| **SAN FRANCISCO - OAKLAND - SAN JOSE** | 7,787,052 | 7,160,831 | 2,675,067 | 1,563,760 | 637,055 | 553,272 | 286,313 | 155,877 | 559,613 | 367,113 | 116,227 | 938,080 | 733,079 |
| **SANTA BARBARA - SANTA MARIA - SAN LUIS OBISPO** | 829,730 | 768,542 | 239,387 | 147,603 | 63,166 | 51,167 | 25,540 | 16,029 | 32,422 | 23,585 | 5,420 | 52,143 | 44,354 |
| **COLORADO** | | | | | | | | | | | | | |
| **COLORADO SPRINGS - PUEBLO** | 626,705 | 564,457 | 185,575 | 74,428 | 71,197 | 47,059 | 17,112 | 18,467 | 42,102 | 23,075 | 11,535 | 52,844 | 39,092 |
| **DENVER** | 3,318,557 | 3,006,966 | 913,886 | 281,592 | 435,650 | 221,920 | 98,405 | 63,540 | 219,768 | 132,975 | 49,630 | 267,889 | 194,762 |
| **GRAND JUNCTION - DURANGO** | 206,268 | 189,404 | 56,627 | 23,308 | 22,507 | 8,819 | 4,213 | 1,750 | 6,400 | 2,687 | 2,317 | 8,481 | 5,057 |
| **CONNECTICUT** | | | | | | | | | | | | | |
| **HARTFORD - NEW HAVEN** | 3,124,623 | 2,976,507 | 827,154 | 533,029 | 173,734 | 208,134 | 114,623 | 54,159 | 145,779 | 81,015 | 45,216 | 195,383 | 143,957 |

# TELEVISION MARKETS [ADIs]: 1991 RETAIL SALES BY MERCHANDISE LINE

S&MM ESTIMATES

| S&MM/ARBITRON TV MARKET (ADI) | Merchandise Line Sales: Home Computers & Calculators | | Furniture & Sleep Equipment | | Men's & Boys' Clothing | | | Women's & Girls' Clothing | | | Footwear | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | In All Stores ($000) | In Radio/TV Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) |
| **ALABAMA** | | | | | | | | | | | | | |
| ANNISTON | 1,938 | 965 | 10,518 | 9,638 | 17,662 | 7,674 | 8,659 | 39,361 | 19,532 | 17,216 | 11,344 | 7,123 | 3,607 |
| BIRMINGHAM | 26,950 | 15,118 | 163,271 | 127,806 | 236,722 | 122,868 | 99,500 | 540,779 | 299,336 | 212,623 | 142,097 | 100,346 | 32,983 |
| DOTHAN | 7,169 | 5,657 | 27,720 | 24,321 | 39,898 | 14,750 | 19,182 | 89,835 | 41,909 | 38,978 | 26,041 | 16,003 | 5,352 |
| HUNTSVILLE - DECATUR - FLORENCE | 23,344 | 16,855 | 108,198 | 88,067 | 161,288 | 68,463 | 80,855 | 359,537 | 188,255 | 149,999 | 86,869 | 60,129 | 21,789 |
| MOBILE - PENSACOLA | 20,013 | 13,121 | 139,453 | 104,541 | 184,105 | 63,956 | 104,326 | 403,468 | 169,553 | 204,466 | 117,597 | 78,074 | 28,254 |
| MONTGOMERY - SELMA | 9,520 | 5,845 | 71,491 | 51,608 | 87,763 | 33,955 | 45,154 | 190,966 | 85,146 | 90,751 | 51,205 | 34,800 | 12,261 |
| TUSCALOOSA | 3,385 | 2,266 | 22,177 | 17,787 | 34,551 | 10,915 | 20,339 | 73,117 | 30,714 | 38,995 | 19,853 | 12,250 | 6,172 |
| **ARIZONA** | | | | | | | | | | | | | |
| FLAGSTAFF | 2,348 | 1,793 | 9,365 | 6,958 | 20,169 | 6,238 | 7,085 | 30,402 | 8,708 | 12,885 | 9,281 | 5,328 | 1,568 |
| PHOENIX | 130,821 | 52,893 | 459,904 | 325,677 | 491,082 | 175,784 | 254,117 | 1,103,485 | 383,700 | 469,688 | 275,154 | 185,150 | 61,679 |
| TUCSON | 34,664 | 17,447 | 105,555 | 75,905 | 150,761 | 62,788 | 70,164 | 288,735 | 141,663 | 121,739 | 100,823 | 76,679 | 14,157 |
| **ARKANSAS** | | | | | | | | | | | | | |
| FT. SMITH | 8,273 | 4,031 | 64,056 | 45,924 | 79,569 | 22,495 | 49,963 | 162,239 | 57,834 | 93,945 | 45,582 | 25,087 | 16,507 |
| JONESBORO | 1,756 | 799 | 20,147 | 18,490 | 28,725 | 12,449 | 12,843 | 68,158 | 35,430 | 26,563 | 20,621 | 13,543 | 4,956 |
| LITTLE ROCK | 17,710 | 10,307 | 144,082 | 118,876 | 194,745 | 68,459 | 104,164 | 435,601 | 205,901 | 197,444 | 122,186 | 81,257 | 29,040 |
| **CALIFORNIA** | | | | | | | | | | | | | |
| BAKERSFIELD | 7,276 | 5,474 | 57,642 | 43,276 | 73,823 | 30,347 | 38,243 | 125,831 | 47,957 | 68,143 | 43,499 | 30,015 | 7,880 |
| CHICO - REDDING | 12,348 | 6,416 | 50,012 | 34,257 | 54,811 | 19,166 | 27,623 | 98,499 | 39,507 | 46,735 | 32,243 | 22,074 | 5,773 |
| EL CENTRO - YUMA | 4,390 | 2,182 | 18,718 | 11,850 | 36,834 | 14,352 | 18,013 | 69,170 | 27,707 | 34,030 | 18,778 | 12,942 | 3,766 |
| EUREKA | 3,250 | 2,547 | 12,421 | 9,565 | 20,877 | 12,943 | 5,321 | 36,436 | 23,373 | 10,531 | 13,158 | 10,424 | 1,024 |
| FRESNO - VISALIA | 36,194 | 22,704 | 168,664 | 132,255 | 190,198 | 84,636 | 83,314 | 340,723 | 148,358 | 164,304 | 109,705 | 74,051 | 18,541 |
| LOS ANGELES | 798,199 | 515,606 | 2,121,890 | 1,584,560 | 3,128,508 | 1,625,208 | 1,216,530 | 6,154,910 | 3,280,995 | 2,387,440 | 1,786,628 | 1,324,317 | 302,204 |
| PALM SPRINGS | 6,684 | 3,646 | 27,231 | 20,029 | 37,443 | 15,482 | 15,767 | 68,940 | 29,113 | 31,022 | 21,375 | 14,927 | 3,845 |
| SACRAMENTO - STOCKTON | 85,161 | 56,722 | 442,547 | 337,452 | 456,429 | 190,613 | 219,271 | 892,565 | 383,768 | 453,324 | 267,393 | 174,136 | 64,897 |
| SALINAS - MONTEREY | 20,978 | 9,445 | 65,777 | 44,613 | 110,094 | 49.864 | 48,598 | 217,356 | 107,270 | 89,757 | 64,144 | 44,761 | 12,194 |
| SAN DIEGO | 125,860 | 69,381 | 449,676 | 362,061 | 501,333 | 250,077 | 213,594 | 999,261 | 536,193 | 413,357 | 313,906 | 239,157 | 47,633 |
| SAN FRANCISCO - OAKLAND - SAN JOSE | 536,165 | 277,880 | 1,116,200 | 807,215 | 1,484,109 | 785,971 | 559,661 | 2,987,000 | 1,619,664 | 1,163,719 | 911,779 | 637,553 | 177,208 |
| SANTA BARBARA - SANTA MARIA - SAN LUIS OBISPO | 22.117 | 14,688 | 87,290 | 65,972 | 107,271 | 62,152 | 34,641 | 214,529 | 126,292 | 68,784 | 63,703 | 48,991 | 7,008 |
| **COLORADO** | | | | | | | | | | | | | |
| COLORADO SPRINGS - PUEBLO | 16,381 | 11,935 | 83,840 | 61,158 | 103,489 | 33,703 | 54,279 | 219,600 | 94,185 | 96,392 | 59,766 | 40,141 | 11,872 |
| DENVER | 83,200 | 55,697 | 424,648 | 312,541 | 599,228 | 230,508 | 265,956 | 1,174,800 | 496,799 | 515,272 | 316,734 | 209,729 | 57,960 |
| GRAND JUNCTION - DURANGO | 2,262 | 1,418 | 13,074 | 11,430 | 23,804 | 9,675 | 9,564 | 42,513 | 20,732 | 16,127 | 10,345 | 5,964 | 2,583 |
| **CONNECTICUT** | | | | | | | | | | | | | |
| HARTFORD - NEW HAVEN | 75,992 | 40,463 | 392,579 | 296,507 | 476,869 | 223,086 | 204,469 | 984,999 | 499,116 | 413,002 | 238,005 | 175,961 | 41,705 |

# TELEVISION MARKETS [ADIs]: 1991 RETAIL SALES BY MERCHANDISE LINE

S&MM ESTIMATES

| S&MM/ARBITRON TV MARKET (ADI) | Merchandise Line Sales: Groceries & Other Foods | | Drugs & Health & Beauty Aids | | | Major Household Appliances | | | TVs, Video Recorders & Tapes | | | Audio Equipment, Musical Instruments & Supplies | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | In All Stores ($000) | In Food Stores ($000) | In All Stores ($000) | In Drug-stores ($000) | In Food Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) |
| **DISTRICT OF COLUMBIA** | | | | | | | | | | | | | |
| WASHINGTON | 5,580,168 | 5,224,846 | 1,919,496 | 1,070,940 | 597,432 | 361,491 | 132,076 | 140,681 | 378,685 | 249,547 | 78,927 | 498,078 | 385,468 |
| **FLORIDA** | | | | | | | | | | | | | |
| FT. MYERS - NAPLES | 935,621 | 862,067 | 241,697 | 134,647 | 60,460 | 72,859 | 40,020 | 19,151 | 49,170 | 28,530 | 14,859 | 40,669 | 26,194 |
| GAINESVILLE | 294,109 | 274,522 | 74,801 | 36,339 | 20,110 | 19,972 | 7,216 | 7,877 | 14,561 | 7,177 | 4,994 | 21,217 | 14,561 |
| JACKSONVILLE | 1,465,365 | 1,347,026 | 457,816 | 288,580 | 95,068 | 115,642 | 54,429 | 29,148 | 97,478 | 64,486 | 14,214 | 100,912 | 73,334 |
| MIAMI - FT. LAUDERDALE | 4,213,908 | 3,964,748 | 1,659,353 | 1,013,590 | 292,533 | 374,610 | 174,517 | 103,711 | 242,816 | 134,637 | 64,998 | 316,739 | 235,081 |
| ORLANDO - DAYTONA BEACH - MELBOURNE | 2,910,647 | 2,653,173 | 818,264 | 422,294 | 197,927 | 277,337 | 110,896 | 83,851 | 156,111 | 70,615 | 55,754 | 188,968 | 120,350 |
| PANAMA CITY | 346,591 | 327,224 | 91,762 | 51,610 | 22,358 | 18,331 | 7,310 | 5,878 | 11,366 | 5,150 | 4,275 | 13,110 | 8,465 |
| SARASOTA | 417,105 | 389,327 | 125,722 | 83,561 | 21,855 | 43,127 | 26,777 | 9,519 | 29,681 | 18,940 | 6,842 | 35,455 | 28,082 |
| TALLAHASSEE - THOMASVILLE | 621,405 | 572,413 | 180,609 | 107,973 | 41,872 | 48,664 | 22,038 | 12,874 | 29,408 | 14,907 | 7,773 | 29,358 | 18,597 |
| TAMPA - ST. PETERSBURG | 3,772,179 | 3,450,348 | 1,151,643 | 630,231 | 236,720 | 337,315 | 166,072 | 85,954 | 237,368 | 108,265 | 65,476 | 282,079 | 181,388 |
| WEST PALM BEACH - FT. PIERCE - VERO BEACH | 1,774,227 | 1,644,308 | 558,894 | 348,575 | 115,668 | 126,673 | 69,503 | 35,402 | 84,585 | 43,753 | 25,399 | 97,946 | 69,847 |
| **GEORGIA** | | | | | | | | | | | | | |
| ALBANY | 487,794 | 436,277 | 121,779 | 76,676 | 25,754 | 29,035 | 11,603 | 7,488 | 17,201 | 8,915 | 4,747 | 16,363 | 10,706 |
| ATLANTA | 4,376,517 | 3,965,113 | 1,393,868 | 833,630 | 289,696 | 377,480 | 171,357 | 102,388 | 276,441 | 135,640 | 84,947 | 344,848 | 246,783 |
| AUGUSTA | 651,172 | 595,629 | 197,896 | 127,643 | 37,167 | 43,643 | 18,302 | 14,931 | 32,077 | 14,966 | 11,145 | 34,405 | 22,396 |
| COLUMBUS | 543,005 | 501,319 | 138,889 | 84,254 | 22,793 | 38,760 | 13,205 | 13,627 | 27,298 | 13,662 | 8,102 | 27,067 | 17,439 |
| MACON | 517,404 | 474,969 | 164,222 | 109,445 | 30,291 | 42,481 | 13,646 | 14,079 | 25,419 | 12,943 | 7,856 | 25,784 | 17,023 |
| SAVANNAH | 741,968 | 682,528 | 230,605 | 148,374 | 43,815 | 54,199 | 25,538 | 11,801 | 38,706 | 19,269 | 9,494 | 38,292 | 23,431 |
| **IDAHO** | | | | | | | | | | | | | |
| BOISE | 489,198 | 438,666 | 109,840 | 31,206 | 56,119 | 30,800 | 15,225 | 7,778 | 19,759 | 9,178 | 5,221 | 29,064 | 16,982 |
| IDAHO FALLS - POCATELLO | 343,655 | 311,487 | 86,003 | 37,022 | 32,610 | 24,891 | 14,568 | 4,556 | 14,577 | 8,242 | 3,871 | 17,909 | 11,065 |
| TWIN FALLS | 101,755 | 92,049 | 33,496 | 19,495 | 9,477 | 9,156 | 6,025 | 1,371 | 5,203 | 3,390 | 830 | 6,799 | 4,542 |
| **ILLINOIS** | | | | | | | | | | | | | |
| CHICAGO | 9,472,896 | 8,719,042 | 3,141,809 | 2,032,273 | 433,812 | 818,395 | 372,129 | 292,582 | 668,202 | 370,997 | 144,197 | 803,941 | 566,459 |
| PEORIA - BLOOMINGTON | 683,215 | 627,381 | 219,815 | 134,426 | 38,677 | 46,664 | 23,755 | 15,587 | 29,742 | 9,322 | 12,199 | 42,225 | 22,799 |
| QUINCY - HANNIBAL | 265,108 | 239,633 | 83,225 | 48,581 | 11,448 | 15,443 | 7,860 | 3,092 | 12,314 | 5,648 | 3,618 | 9,409 | 4,338 |
| ROCKFORD | 475,433 | 435,330 | 150,340 | 84,714 | 18,453 | 41,596 | 22,414 | 11,420 | 27,774 | 10,073 | 5,763 | 30,051 | 18,523 |
| SPRINGFIELD - DECATUR - CHAMPAIGN | 996,358 | 894,709 | 332,588 | 199,034 | 45,021 | 85,085 | 38,586 | 28,487 | 70,401 | 33,468 | 19,339 | 71,917 | 43,207 |
| **INDIANA** | | | | | | | | | | | | | |
| EVANSVILLE | 805,488 | 748,083 | 252,585 | 161,511 | 36,954 | 53,392 | 24,067 | 16,648 | 50,691 | 23,257 | 13,095 | 53,748 | 26,742 |
| FT. WAYNE | 662,594 | 613,685 | 197,201 | 133,843 | 29,738 | 58,193 | 30,272 | 16,626 | 53,966 | 29,434 | 8,704 | 49,670 | 27,388 |
| INDIANAPOLIS | 2,324,173 | 2,140,873 | 802,030 | 495,715 | 102,180 | 215,675 | 120,690 | 55,625 | 242,720 | 106,440 | 36,182 | 209,248 | 109,029 |
| LAFAYETTE | 137,547 | 127,494 | 45,649 | 24,859 | 6,975 | 16,339 | 8,357 | 5,446 | 14,292 | 7,592 | 2,213 | 21,340 | 8,357 |
| SOUTH BEND - ELKHART | 890,183 | 794,182 | 263,798 | 169,283 | 43,272 | 65,025 | 27,602 | 21,791 | 56,404 | 27,928 | 10,331 | 56,020 | 23,736 |
| TERRE HAUTE | 403,570 | 348,562 | 228,251 | 179,881 | 16,850 | 34,553 | 15,506 | 7,402 | 38,564 | 10,855 | 4,903 | 72,415 | 9,828 |

# TELEVISION MARKETS [ADIs]: 1991 RETAIL SALES BY MERCHANDISE LINE

| S&MM ESTIMATES | Merchandise Line Sales | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Home Computers & Calculators | | Furniture & Sleep Equipment | | Men's & Boys' Clothing | | | Women's & Girls' Clothing | | | Footwear | | |
| S&MM/ARBITRON TV MARKET (ADI) | In All Stores ($000) | In Radio/TV Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) |
| **DISTRICT OF COLUMBIA** | | | | | | | | | | | | | |
| **WASHINGTON** | 190,446 | 140,495 | 867,263 | 632,432 | 1,124,986 | 533,193 | 479,369 | 2,271,940 | 1,092,475 | 970,019 | 592,742 | 411,343 | 123,839 |
| **FLORIDA** | | | | | | | | | | | | | |
| **FT. MYERS - NAPLES** | 18,235 | 9,984 | 187,363 | 154,527 | 127,716 | 50,571 | 65,231 | 309,428 | 165,935 | 126,561 | 77,961 | 56,022 | 15,712 |
| **GAINESVILLE** | 5,803 | 3,245 | 23,642 | 16,752 | 41,169 | 10,635 | 25,744 | 83,027 | 32,091 | 45,725 | 23,107 | 16,680 | 3,458 |
| **JACKSONVILLE** | 31,055 | 19,739 | 198,224 | 152,067 | 201,411 | 70,148 | 98,006 | 478,359 | 194,264 | 184,955 | 118,490 | 80,762 | 20,845 |
| **MIAMI - FT. LAUDERDALE** | 105,603 | 72,880 | 706,296 | 520,790 | 797,338 | 366,394 | 375,755 | 1,726,279 | 939,527 | 685,514 | 524,769 | 402,317 | 80,837 |
| **ORLANDO - DAYTONA BEACH - MELBOURNE** | 64,896 | 40,560 | 393,414 | 263,613 | 419,524 | 156,113 | 218,323 | 867,871 | 378,438 | 408,582 | 235,014 | 161,629 | 44,707 |
| **PANAMA CITY** | 3,071 | 1,572 | 32,292 | 27,452 | 39,603 | 16,433 | 19,645 | 80,885 | 36,796 | 37,138 | 24,849 | 17,188 | 5,239 |
| **SARASOTA** | 12,529 | 5,138 | 93,073 | 71,187 | 65,087 | 23,348 | 35,698 | 166,484 | 75,293 | 80,024 | 40,644 | 27,809 | 9,221 |
| **TALLAHASSEE - THOMASVILLE** | 11,945 | 7,331 | 70,139 | 54,634 | 87,256 | 33,603 | 37,695 | 189,332 | 83,698 | 77,222 | 54,376 | 34,319 | 12,283 |
| **TAMPA - ST. PETERSBURG** | 104,044 | 42,091 | 508,767 | 338,416 | 516,343 | 161,017 | 274,715 | 1,060,730 | 421,494 | 528,417 | 310,278 | 190,493 | 58,818 |
| **WEST PALM BEACH - FT. PIERCE - VERO BEACH** | 25,281 | 12,912 | 317,407 | 243,289 | 293,984 | 131,543 | 145,277 | 734,231 | 383,504 | 287,842 | 169,279 | 121,600 | 33,038 |
| **GEORGIA** | | | | | | | | | | | | | |
| **ALBANY** | 4,848 | 1,711 | 38,689 | 30,612 | 52,654 | 19,861 | 27,258 | 118,009 | 44,001 | 57,089 | 32,631 | 18,489 | 9,112 |
| **ATLANTA** | 114,685 | 45,107 | 627,419 | 470,905 | 831,767 | 337,568 | 389,052 | 1,842,477 | 773,861 | 867,700 | 477,408 | 295,667 | 132,274 |
| **AUGUSTA** | 8,974 | 3,137 | 58,977 | 43,645 | 92,541 | 27,011 | 54,926 | 196,694 | 69,163 | 109,747 | 54,573 | 30,339 | 18,687 |
| **COLUMBUS** | 7,301 | 3,271 | 61,001 | 45,161 | 72,674 | 28,422 | 37,210 | 160,548 | 72,489 | 73,237 | 41,733 | 28,030 | 9,555 |
| **MACON** | 8,259 | 2,811 | 64,629 | 52,290 | 71,335 | 24,612 | 38,420 | 162,836 | 65,103 | 78,853 | 44,403 | 25,540 | 12,052 |
| **SAVANNAH** | 10,930 | 5,288 | 84,577 | 68,068 | 98,413 | 43,463 | 44,527 | 229,174 | 116,184 | 88,549 | 63,168 | 41,881 | 13,439 |
| **IDAHO** | | | | | | | | | | | | | |
| **BOISE** | 16,925 | 5,220 | 47,143 | 34,358 | 60,563 | 28,305 | 24,449 | 111,903 | 52,699 | 49,710 | 33,279 | 22,201 | 6,723 |
| **IDAHO FALLS - POCATELLO** | 6,544 | 3,458 | 31,376 | 26,308 | 50,819 | 21,426 | 20,141 | 83,893 | 40,013 | 30,914 | 25,857 | 19,355 | 3,192 |
| **TWIN FALLS** | 2,333 | 1,164 | 12,156 | 10,677 | 18,915 | 10,814 | 4,331 | 32,575 | 20,724 | 7,614 | 12,522 | 10,589 | 722 |
| **ILLINOIS** | | | | | | | | | | | | | |
| **CHICAGO** | 223,716 | 149,035 | 1,534,319 | 1,013,664 | 2,197,337 | 1,080,447 | 858,718 | 4,828,132 | 2,440,443 | 1,542,750 | 1,236,107 | 843,058 | 212,323 |
| **PEORIA - BLOOMINGTON** | 18,404 | 11,229 | 71,219 | 46,518 | 103,739 | 28,341 | 62,293 | 208,189 | 76,234 | 117,217 | 51,027 | 36,320 | 11,270 |
| **QUINCY - HANNIBAL** | 2,889 | 1,238 | 17,423 | 14,599 | 35,086 | 13,516 | 14,534 | 70,328 | 30,997 | 27,930 | 17,752 | 11,417 | 4,397 |
| **ROCKFORD** | 9,559 | 4,483 | 56,771 | 40,062 | 75,696 | 21,726 | 44,095 | 155,724 | 56,206 | 93,743 | 38,240 | 27,931 | 7,298 |
| **SPRINGFIELD - DECATUR - CHAMPAIGN** | 21,865 | 9,454 | 99,324 | 67,742 | 196,011 | 58,849 | 103,944 | 348,614 | 129,191 | 189,998 | 86,360 | 56,427 | 22,706 |
| **INDIANA** | | | | | | | | | | | | | |
| **EVANSVILLE** | 11,589 | 5,044 | 88,225 | 67,810 | 115,364 | 37,830 | 68,104 | 252,219 | 96,656 | 129,409 | 62,155 | 40,743 | 14,330 |
| **FT. WAYNE** | 17,455 | 10,401 | 78,196 | 56,918 | 101,746 | 30,509 | 60,346 | 218,024 | 86,763 | 102,074 | 54,591 | 36,605 | 11,759 |
| **INDIANAPOLIS** | 79,955 | 48,920 | 311,922 | 221,101 | 462,064 | 145,230 | 261,073 | 1,471,463 | 358,743 | 458,319 | 269,610 | 142,040 | 53,313 |
| **LAFAYETTE** | 3,725 | 1,801 | 15,376 | 10,409 | 36,380 | 9,189 | 26,209 | 69,468 | 21,009 | 45,781 | 15,815 | 9,524 | 5,105 |
| **SOUTH BEND - ELKHART** | 21,066 | 13,608 | 90,902 | 63,835 | 133,729 | 44,322 | 74,842 | 266,552 | 118,729 | 117,816 | 74,018 | 51,905 | 14,833 |
| **TERRE HAUTE** | 6,361 | 2,175 | 27,852 | 17,663 | 86,827 | 45,098 | 28,045 | 250,220 | 114,990 | 50,499 | 74,815 | 57,314 | 5,416 |

# TELEVISION MARKETS [ADIs]: 1991 RETAIL SALES BY MERCHANDISE LINE

S&MM ESTIMATES

| S&MM/ARBITRON TV MARKET (ADI) | Merchandise Line Sales: Groceries & Other Foods | | Drugs & Health & Beauty Aids | | | Major Household Appliances | | | TVs, Video Recorders & Tapes | | | Audio Equipment, Musical Instruments & Supplies | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | In All Stores ($000) | In Food Stores ($000) | In All Stores ($000) | In Drug-stores ($000) | In Food Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) |
| **IOWA** | | | | | | | | | | | | | |
| CEDAR RAPIDS - WATERLOO - DUBUQUE | 927,776 | 827,149 | 247,757 | 135,205 | 35,078 | 58,894 | 22,122 | 17,725 | 45,481 | 22,505 | 14,452 | 48,011 | 31,099 |
| DAVENPORT - ROCK ISLAND - MOLINE | 898,236 | 814,497 | 280,791 | 168,085 | 39,438 | 55,395 | 24,930 | 17,896 | 46,193 | 25,929 | 14,712 | 41,207 | 25,082 |
| DES MOINES | 1,224,803 | 1,125,178 | 333,088 | 167,139 | 60,772 | 65,266 | 26,470 | 20,747 | 53,037 | 29,069 | 16,482 | 49,852 | 29,670 |
| OTTUMWA - KIRKSVILLE | 91,328 | 82,840 | 18,457 | 8,339 | 4,096 | 4,049 | 1,631 | 525 | 3,303 | 1,147 | 1,225 | 2,748 | 1,037 |
| SIOUX CITY | 461,832 | 422,521 | 114,625 | 59,275 | 24,439 | 22,973 | 9,749 | 5,086 | 16,897 | 8,099 | 3,767 | 15,172 | 7,545 |
| **KANSAS** | | | | | | | | | | | | | |
| TOPEKA | 410,905 | 367,565 | 122,743 | 60,675 | 35,208 | 28,972 | 10,506 | 9,847 | 23,696 | 9,956 | 9,028 | 21,445 | 12,586 |
| WICHITA - HUTCHINSON | 1,270,282 | 1,147,452 | 377,102 | 150,743 | 135,454 | 69,229 | 23,043 | 22,140 | 69,599 | 24,364 | 25,127 | 67,912 | 40,852 |
| **KENTUCKY** | | | | | | | | | | | | | |
| BOWLING GREEN | 142,216 | 126,081 | 56,012 | 34,938 | 7,417 | 13,068 | 7,103 | 1,543 | 8,321 | 4,194 | 2,469 | 8,454 | 4,618 |
| LEXINGTON | 1,143,608 | 1,049,769 | 354,525 | 215,622 | 65,520 | 74,841 | 38,053 | 16,129 | 62,706 | 40,509 | 13,126 | 61,885 | 42,436 |
| LOUISVILLE | 1,649,958 | 1,511,013 | 550,044 | 345,976 | 95,581 | 111,927 | 55,123 | 27,202 | 93,567 | 53,092 | 23,205 | 104,687 | 57,006 |
| PADUCAH - CAPE GIRARDEAU - HARRISBURG - MARION | 932,368 | 840,752 | 290,114 | 166,121 | 43,541 | 58,769 | 28,708 | 9,062 | 42,893 | 18,278 | 16,433 | 36,094 | 16,404 |
| **LOUISIANA** | | | | | | | | | | | | | |
| ALEXANDRIA | 270,520 | 249,779 | 83,097 | 44,978 | 15,169 | 18,699 | 7,821 | 5,947 | 15,195 | 4,640 | 7,420 | 13,747 | 7,144 |
| BATON ROUGE | 936,727 | 889,515 | 278,934 | 136,471 | 80,240 | 51,609 | 20,795 | 21,245 | 49,577 | 26,720 | 15,432 | 59,092 | 42,943 |
| LAFAYETTE | 721,443 | 682,430 | 233,176 | 132,992 | 57,704 | 32,338 | 14,286 | 8,706 | 25,546 | 8,727 | 10,836 | 21,676 | 9,296 |
| LAKE CHARLES | 300,049 | 281,366 | 94,402 | 46,575 | 22,013 | 19,231 | 8,464 | 6,031 | 15,162 | 4,971 | 8,299 | 13,722 | 7,628 |
| MONROE - EL DORADO | 637,099 | 590,324 | 192,223 | 111,412 | 35,140 | 37,322 | 17,260 | 6,817 | 25,416 | 9,883 | 7,788 | 22,173 | 11,382 |
| NEW ORLEANS | 2,344,457 | 2,194,043 | 751,031 | 425,580 | 178,181 | 173,890 | 98,209 | 42,443 | 93,227 | 46,757 | 26,254 | 109,602 | 75,302 |
| SHREVEPORT - TEXARKANA | 1,100,341 | 1,013,069 | 363,440 | 194,959 | 89,494 | 82,154 | 40,893 | 19,367 | 69,665 | 32,663 | 21,224 | 58,053 | 31,346 |
| **MAINE** | | | | | | | | | | | | | |
| BANGOR | 444,733 | 415,930 | 95,729 | 55,287 | 30,002 | 24,653 | 11,346 | 5,273 | 13,054 | 5,907 | 3,516 | 18,146 | 10,680 |
| PORTLAND - POLAND SPRING | 1,264,803 | 1,176,945 | 293,080 | 177,734 | 81,686 | 86,509 | 38,114 | 18,894 | 41,148 | 20,261 | 12,295 | 58,889 | 35,706 |
| PRESQUE ISLE | 110,508 | 102,914 | 25,896 | 16,034 | 7,513 | 5,221 | 2,354 | 1,231 | 3,231 | 1,645 | 821 | 4,065 | 2,219 |
| **MARYLAND** | | | | | | | | | | | | | |
| BALTIMORE | 2,913,211 | 2,711,530 | 1,003,288 | 588,941 | 286,548 | 200,380 | 71,514 | 85,011 | 165,566 | 83,872 | 58,143 | 202,071 | 151,561 |
| HAGERSTOWN | 154,274 | 144,483 | 49,558 | 32,763 | 9,681 | 14,946 | 6,435 | 4,813 | 7,911 | 4,077 | 3,009 | 7,782 | 6,236 |
| SALISBURY | 334,588 | 305,834 | 89,651 | 56,748 | 17,824 | 29,612 | 11,569 | 8,670 | 13,327 | 4,786 | 6,194 | 16,389 | 10,969 |
| **MASSACHUSETTS** | | | | | | | | | | | | | |
| BOSTON | 8,648,528 | 8,179,327 | 2,147,256 | 1,503,102 | 365,426 | 550,476 | 213,470 | 151,876 | 348,209 | 151,043 | 88,867 | 591,518 | 395,020 |
| SPRINGFIELD | 883,787 | 838,055 | 227,126 | 156,904 | 37,954 | 54,019 | 17,989 | 17,228 | 35,357 | 13,920 | 10,335 | 56,063 | 35,269 |

# TELEVISION MARKETS [ADIs]: 1991 RETAIL SALES BY MERCHANDISE LINE

| S&MM ESTIMATES | Merchandise Line Sales | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Home Computers & Calculators | | Furniture & Sleep Equipment | | Men's & Boys' Clothing | | | Women's & Girls' Clothing | | | Footwear | | |
| S&MM/ARBITRON TV MARKET (ADI) | In All Stores ($000) | In Radio/TV Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) |
| **IOWA** | | | | | | | | | | | | | |
| CEDAR RAPIDS - WATERLOO - DUBUQUE | 13,195 | 4,029 | 79,307 | 54,586 | 142,121 | 38,743 | 79,978 | 293,656 | 98,231 | 155,031 | 68,672 | 48,423 | 14,101 |
| DAVENPORT - ROCK ISLAND - MOLINE | 12,805 | 6,043 | 76,056 | 53,449 | 139,697 | 43,813 | 80,386 | 282,010 | 98,692 | 158,363 | 64,941 | 41,503 | 18,118 |
| DES MOINES | 20,503 | 12,858 | 96,666 | 66,431 | 190,946 | 75,599 | 95,076 | 379,669 | 167,421 | 176,072 | 89,336 | 65,199 | 18,427 |
| OTTUMWA - KIRKSVILLE | 989 | 593 | 4,809 | 3,810 | 9,917 | 3,777 | 3,643 | 19,858 | 8,107 | 7,293 | 5,627 | 3,407 | 1,294 |
| SIOUX CITY | 6,250 | 3,130 | 27,404 | 20,941 | 66,683 | 26,581 | 24,543 | 121,387 | 54,511 | 45,419 | 33,620 | 22,140 | 4,728 |
| **KANSAS** | | | | | | | | | | | | | |
| TOPEKA | 5,513 | 3,443 | 39,286 | 26,515 | 60,671 | 24,843 | 31,500 | 122,916 | 53,736 | 61,132 | 36,167 | 24,464 | 8,786 |
| WICHITA - HUTCHINSON | 18,511 | 11,260 | 86,708 | 58,401 | 198,280 | 72,745 | 86,233 | 361,282 | 159,552 | 162,126 | 114,790 | 74,519 | 21,955 |
| **KENTUCKY** | | | | | | | | | | | | | |
| BOWLING GREEN | 2,535 | 1,545 | 17,404 | 15,148 | 26,466 | 10,074 | 13,574 | 54,089 | 23,391 | 25,916 | 15,237 | 9,010 | 3,437 |
| LEXINGTON | 20,768 | 13,270 | 106,893 | 86,872 | 174,371 | 60,606 | 94,304 | 387,265 | 166,979 | 180,248 | 89,621 | 53,775 | 21,934 |
| LOUISVILLE | 22,196 | 9,134 | 198,323 | 152,721 | 254,417 | 66,028 | 152,227 | 552,365 | 220,694 | 276,419 | 132,687 | 77,398 | 35,397 |
| PADUCAH - CAPE GIRARDEAU - HARRISBURG - MARION | 10,558 | 5,879 | 66,525 | 57,017 | 125,377 | 50,730 | 59,025 | 251,666 | 113,443 | 115,643 | 71,281 | 44,263 | 18,801 |
| **LOUISIANA** | | | | | | | | | | | | | |
| ALEXANDRIA | 3,982 | 2,572 | 22,936 | 15,691 | 43,577 | 14,825 | 22,685 | 88,948 | 34,554 | 42,826 | 26,751 | 16,559 | 6,616 |
| BATON ROUGE | 29,754 | 24,767 | 88,396 | 61,669 | 133,574 | 47,329 | 75,562 | 278,419 | 98,098 | 158,794 | 88,188 | 59,744 | 20,378 |
| LAFAYETTE | 8,564 | 5,751 | 44,560 | 29,151 | 70,526 | 30,838 | 35,320 | 161,894 | 77,804 | 76,386 | 50,347 | 32,990 | 12,330 |
| LAKE CHARLES | 3,477 | 2,123 | 22,527 | 14,576 | 34,253 | 12,340 | 18,770 | 75,001 | 31,385 | 38,799 | 23,659 | 14,639 | 6,234 |
| MONROE - EL DORADO | 6,101 | 1,870 | 41,236 | 32,998 | 71,338 | 25,947 | 30,500 | 158,199 | 69,588 | 59,296 | 49,108 | 31,197 | 8,799 |
| NEW ORLEANS | 38,859 | 23,987 | 218,731 | 156,680 | 315,765 | 128,061 | 143,388 | 672,134 | 306,643 | 295,700 | 223,102 | 157,491 | 41,722 |
| SHREVEPORT - TEXARKANA | 23,925 | 11,255 | 104,155 | 78,640 | 148,952 | 55,498 | 75,669 | 316,941 | 135,354 | 146,749 | 88,961 | 57,458 | 19,341 |
| **MAINE** | | | | | | | | | | | | | |
| BANGOR | 8,115 | 4,341 | 30,429 | 22,323 | 55,771 | 18,744 | 15,418 | 85,761 | 31,302 | 30,030 | 27,979 | 14,141 | 2,300 |
| PORTLAND - POLAND SPRING | 46,423 | 13,873 | 102,295 | 77,017 | 285,826 | 83,683 | 53,215 | 375,555 | 140,199 | 103,072 | 166,607 | 63,602 | 8,042 |
| PRESQUE ISLE | 1,825 | 827 | 6,564 | 5,056 | 9,136 | 4,146 | 3,598 | 15,036 | 5,750 | 7,005 | 4,274 | 3,072 | 536 |
| **MARYLAND** | | | | | | | | | | | | | |
| BALTIMORE | 71,972 | 33,694 | 442,043 | 307,237 | 542,225 | 251,967 | 220,204 | 1,073,564 | 534,036 | 437,262 | 311,557 | 238,938 | 54,735 |
| HAGERSTOWN | 3,189 | 2,141 | 17,230 | 12,145 | 19,458 | 6,627 | 11,935 | 36,408 | 11,848 | 22,466 | 10,153 | 6,782 | 2,413 |
| SALISBURY | 6,277 | 2,189 | 51,521 | 38,979 | 68,870 | 35,730 | 26,823 | 131,648 | 74,276 | 48,925 | 35,139 | 25,033 | 6,843 |
| **MASSACHUSETTS** | | | | | | | | | | | | | |
| BOSTON | 345,800 | 151,895 | 923,327 | 704,892 | 1,370,981 | 647,477 | 526,768 | 2,899,049 | 1,482,709 | 982,668 | 636,595 | 463,409 | 87,359 |
| SPRINGFIELD | 19,084 | 8,730 | 91,076 | 65,958 | 135,757 | 49,520 | 68,418 | 284,500 | 115,785 | 127,486 | 54,306 | 34,624 | 11,709 |

# TELEVISION MARKETS [ADIs]: 1991 RETAIL SALES BY MERCHANDISE LINE

S&MM ESTIMATES

Merchandise Line Sales

| S&MM/ARBITRON TV MARKET (ADI) | Groceries & Other Foods | | Drugs & Health & Beauty Aids | | | Major Household Appliances | | | TVs, Video Recorders & Tapes | | | Audio Equipment, Musical Instruments & Supplies | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | In All Stores ($000) | In Food Stores ($000) | In- All Stores ($000) | In Drug-stores ($000) | In Food Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) |
| **MICHIGAN** | | | | | | | | | | | | | |
| **ALPENA** | 55,585 | 47,002 | 16,021 | 11,236 | 2,146 | 3,332 | 1,681 | 509 | 1,592 | 1,116 | 172 | 1,927 | 1,187 |
| **DETROIT** | 5,407,563 | 4,384,891 | 1,778,297 | 1,207,410 | 172,559 | 420,065 | 216,589 | 152,841 | 312,203 | 222,962 | 56,955 | 345,070 | 268,082 |
| **FLINT - SAGINAW - BAY CITY** | 1,528,306 | 1,205,924 | 436,291 | 275,179 | 50,085 | 101,329 | 51,034 | 29,013 | 72,638 | 52,932 | 12,039 | 68,652 | 47,283 |
| **GRAND RAPIDS - KALAMAZOO - BATTLE CREEK** | 2,093,842 | 1,490,061 | 565,613 | 312,450 | 69,373 | 152,886 | 85,761 | 42,351 | 93,051 | 60,688 | 19,162 | 131,418 | 81,579 |
| **LANSING** | 826,415 | 523,134 | 223,518 | 120,004 | 22,517 | 68,673 | 37,836 | 21,398 | 42,689 | 29,760 | 7,729 | 52,998 | 38,187 |
| **MARQUETTE** | 184,799 | 159,415 | 42,879 | 26,694 | 7,276 | 10,841 | 5,909 | 1,721 | 5,513 | 3,926 | 596 | 6,539 | 4,167 |
| **TRAVERSE CITY - CADILLAC** | 727,386 | 634,272 | 167,713 | 109,215 | 28,946 | 39,816 | 18,966 | 5,726 | 18,653 | 12,601 | 1,990 | 21,387 | 13,577 |
| **MINNESOTA** | | | | | | | | | | | | | |
| **DULUTH - SUPERIOR** | 581,336 | 518,982 | 136,181 | 78,561 | 22,872 | 27,794 | 9,645 | 8,780 | 19,061 | 9,000 | 7,750 | 20,431 | 10,822 |
| **MANKATO** | 140,864 | 129,970 | 32,346 | 16,943 | 6,868 | 5,840 | 2,340 | 1,189 | 3,311 | 1,648 | 721 | 4,252 | 1,495 |
| **MINNEAPOLIS - ST. PAUL** | 4,586,897 | 4,000,299 | 1,245,364 | 604,212 | 230,364 | 292,736 | 115,770 | 96,297 | 230,969 | 113,246 | 69,314 | 300,362 | 159,147 |
| **ROCHESTER - MASON CITY - AUSTIN** | 440,182 | 392,273 | 101,559 | 42,052 | 19,553 | 25,461 | 10,816 | 7,537 | 19,670 | 10,011 | 6,448 | 22,600 | 12,534 |
| **MISSISSIPPI** | | | | | | | | | | | | | |
| **BILOXI - GULFPORT - PASCAGOULA** | 288,119 | 270,028 | 90,577 | 56,290 | 16,271 | 23,295 | 7,565 | 8,792 | 13,594 | 6,485 | 4,527 | 13,525 | 7,917 |
| **COLUMBUS - TUPELO** | 456,412 | 426,263 | 150,227 | 84,630 | 24,664 | 35,182 | 15,012 | 5,786 | 26,211 | 11,567 | 8,052 | 21,279 | 11,444 |
| **GREENWOOD - GREENVILLE** | 229,113 | 213,204 | 71,466 | 44,936 | 12,331 | 13,860 | 5,894 | 2,043 | 9,572 | 4,501 | 2,732 | 8,032 | 4,444 |
| **JACKSON** | 807,846 | 738,929 | 297,788 | 174,639 | 42,155 | 56,290 | 21,318 | 14,046 | 50,242 | 19,350 | 10,204 | 46,279 | 27,607 |
| **LAUREL - HATTIESBURG** | 262,351 | 245,628 | 88,510 | 53,289 | 14,266 | 18,266 | 6,964 | 2,846 | 13,024 | 5,363 | 3,896 | 10,753 | 5,481 |
| **MERIDIAN** | 201,212 | 187,386 | 60,526 | 34,956 | 10,663 | 12,938 | 4,848 | 2,076 | 9,077 | 3,731 | 2,446 | 7,309 | 3,588 |
| **MISSOURI** | | | | | | | | | | | | | |
| **COLUMBIA - JEFFERSON CITY** | 372,483 | 316,495 | 90,994 | 42,483 | 15,437 | 28,221 | 9,431 | 6,424 | 21,303 | 6,967 | 9,927 | 18,379 | 8,136 |
| **JOPLIN - PITTSBURG** | 398,103 | 355,909 | 104,411 | 43,504 | 31,580 | 21,958 | 7,425 | 7,190 | 19,487 | 5,111 | 9,795 | 15,510 | 7,299 |
| **KANSAS CITY** | 2,172,989 | 2,016,105 | 669,609 | 335,275 | 129.511 | 155,060 | 58,670 | 67,644 | 138,816 | 65,114 | 46,095 | 129,353 | 83,256 |
| **ST. JOSEPH** | 134,368 | 121,043 | 34,257 | 13,283 | 6,882 | 8,871 | 2,115 | 5,094 | 7,407 | 1,707 | 3,638 | 6,175 | 2,483 |
| **ST. LOUIS** | 3,127,132 | 2,873,403 | 1,005,478 | 516,636 | 208,713 | 218,892 | 85,307 | 61,177 | 173,401 | 73,694 | 66,151 | 192,360 | 109,080 |
| **SPRINGFIELD** | 859,450 | 778,578 | 209,703 | 78,826 | 55,808 | 54,760 | 16,427 | 16,027 | 45,101 | 11,538 | 22,262 | 39,400 | 15,834 |
| **MONTANA** | | | | | | | | | | | | | |
| **BILLINGS - HARDIN** | 323,593 | 298,828 | 91,819 | 27,610 | 49,525 | 14,904 | 5,366 | 5,919 | 11,298 | 4,723 | 2,699 | 15,432 | 9,068 |
| **BUTTE** | 165,123 | 150,019 | 52,486 | 30,384 | 18,423 | 9,554 | 5,828 | 872 | 6,105 | 4,406 | 391 | 6,102 | 3,715 |
| **GREAT FALLS** | 183,746 | 170,031 | 53,684 | 21,899 | 22,169 | 14,229 | 6,740 | 4,975 | 9,136 | 4,906 | 1,742 | 10,005 | 6,010 |
| **HELENA** | 80,450 | 72,912 | 18,177 | 6,588 | 8,954 | 4,743 | 2,541 | 871 | 2,897 | 1,920 | 553 | 3,040 | 1,639 |
| **MISSOULA** | 267,173 | 240,028 | 62,072 | 22,546 | 29,478 | 18,681 | 10,913 | 3,283 | 11,864 | 8,253 | 2,193 | 11,799 | 6,984 |
| **NEBRASKA** | | | | | | | | | | | | | |
| **LINCOLN - HASTINGS - KEARNEY** | 682,934 | 605,734 | 181,587 | 88,570 | 45,115 | 36,607 | 15,910 | 10,149 | 30,277 | 12,365 | 8,559 | 27,058 | 14,210 |
| **NORTH PLATTE** | 58,703 | 50,807 | 16,463 | 8,883 | 3,496 | 2,756 | 1,179 | 760 | 2,337 | 823 | 783 | 1,671 | 651 |
| **OMAHA** | 1,044,082 | 953,267 | 299,631 | 160,597 | 64,257 | 60,881 | 30,879 | 16,882 | 58,889 | 37,420 | 12,190 | 52,531 | 30,345 |

# TELEVISION MARKETS [ADIs]: 1991 RETAIL SALES BY MERCHANDISE LINE

S&MM ESTIMATES

Merchandise Line Sales

| S&MM/ARBITRON TV MARKET (ADI) | Home Computers & Calculators | | Furniture & Sleep Equipment | | Men's & Boys' Clothing | | | Women's & Girls' Clothing | | | Footwear | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | In All Stores ($000) | In Radio/TV Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) |
| **MICHIGAN** | | | | | | | | | | | | | |
| **ALPENA** | 650 | 321 | 3,999 | 3,578 | 5,509 | 2,680 | 1,896 | 10,587 | 5,504 | 3,900 | 3,044 | 2,332 | 465 |
| **DETROIT** | 131,544 | 80,329 | 792,129 | 582,110 | 1,100,207 | 479,701 | 545,863 | 2,268,063 | 1,210,561 | 975,815 | 593,279 | 438,436 | 118,567 |
| **FLINT - SAGINAW - BAY CITY** | 18,461 | 7,590 | 141,109 | 110,330 | 224,632 | 80,128 | 121,130 | 432,331 | 193,004 | 215,717 | 111,002 | 79,745 | 22,556 |
| **GRAND RAPIDS - KALAMAZOO - BATTLE CREEK** | 34,828 | 18,527 | 206,733 | 159,738 | 329,535 | 141,025 | 157,357 | 605,781 | 282,380 | 291,493 | 164,165 | 116,991 | 33,527 |
| **LANSING** | 21,280 | 16,279 | 84,692 | 65,978 | 131,260 | 45,042 | 75,564 | 246,083 | 102,891 | 129,410 | 62,792 | 40,300 | 17,419 |
| **MARQUETTE** | 3,871 | 2,846 | 13,906 | 12,586 | 18,047 | 8,271 | 6,404 | 34,415 | 16,993 | 12,223 | 9,587 | 7,198 | 1,409 |
| **TRAVERSE CITY - CADILLAC** | 7,367 | 3,570 | 45,294 | 40,400 | 72,459 | 39,751 | 21,183 | 139,364 | 81,657 | 40,061 | 42,729 | 34,591 | 4,677 |
| **MINNESOTA** | | | | | | | | | | | | | |
| **DULUTH - SUPERIOR** | 8,075 | 3,205 | 36,637 | 26,242 | 71,935 | 27,612 | 31,367 | 141,027 | 61,619 | 59,896 | 33,316 | 21,115 | 7,410 |
| **MANKATO** | 1,842 | 828 | 8,256 | 6,636 | 14,173 | 6,432 | 4,697 | 30,214 | 14,078 | 10,217 | 7,269 | 4,785 | 1,150 |
| **MINNEAPOLIS - ST. PAUL** | 105,110 | 57,155 | 509,472 | 338,884 | 912,293 | 314,210 | 424,216 | 1,634,263 | 687,123 | 674,716 | 405,606 | 242,267 | 107,726 |
| **ROCHESTER - MASON CITY - AUSTIN** | 9,671 | 5,085 | 33,161 | 22,013 | 68,629 | 23,665 | 34,966 | 135,219 | 54,721 | 62,789 | 32,306 | 21,310 | 8,346 |
| **MISSISSIPPI** | | | | | | | | | | | | | |
| **BILOXI - GULFPORT - PASCAGOULA** | 6,045 | 3,877 | 31,922 | 23,920 | 40,804 | 10,548 | 26,720 | 80,909 | 22,698 | 51,548 | 25,018 | 16,093 | 6,150 |
| **COLUMBUS - TUPELO** | 5,341 | 4,233 | 49,823 | 43,770 | 59,898 | 25,873 | 27,334 | 129,298 | 61,158 | 56,252 | 38,803 | 23,656 | 10,357 |
| **GREENWOOD - GREENVILLE** | 1,625 | 1,200 | 19,482 | 17,075 | 23,354 | 11,375 | 9,662 | 50,879 | 27,149 | 19,892 | 16,097 | 10,552 | 3,512 |
| **JACKSON** | 17,710 | 13,143 | 89,598 | 71,521 | 122,673 | 43,559 | 61,231 | 278,369 | 118,831 | 126,808 | 86,714 | 53,075 | 21,965 |
| **LAUREL - HATTIESBURG** | 2,983 | 2,384 | 23,845 | 20,372 | 32,145 | 14,483 | 13,335 | 69,323 | 34,222 | 27,442 | 21,541 | 13,312 | 5,010 |
| **MERIDIAN** | 1,530 | 1,038 | 16,689 | 14,037 | 20,648 | 7,795 | 10,098 | 43,987 | 18,439 | 20,765 | 12,790 | 7,064 | 3,149 |
| **MISSOURI** | | | | | | | | | | | | | |
| **COLUMBIA - JEFFERSON CITY** | 5,516 | 1,671 | 29,899 | 22,278 | 52,730 | 13,967 | 28,826 | 108,638 | 41,868 | 51,928 | 30,069 | 16,530 | 8,931 |
| **JOPLIN - PITTSBURG** | 4,061 | 1,521 | 22,941 | 17,434 | 46,506 | 16,759 | 23,471 | 98,729 | 39,690 | 46,568 | 32,935 | 22,152 | 7,986 |
| **KANSAS CITY** | 44,229 | 31,205 | 220,618 | 135,614 | 400,876 | 128,410 | 230,441 | 801,331 | 304,499 | 426,971 | 202,760 | 131,698 | 53,833 |
| **ST. JOSEPH** | 1,613 | 688 | 8,830 | 5,113 | 17,845 | 3,095 | 12,402 | 34,594 | 5,724 | 23,877 | 9,594 | 4,524 | 3,879 |
| **ST. LOUIS** | 69,624 | 44,148 | 309,701 | 216,126 | 555,410 | 176,730 | 335,033 | 1,195,279 | 493,885 | 619,951 | 299,517 | 188,037 | 85,685 |
| **SPRINGFIELD** | 10,758 | 4,868 | 68,056 | 45,159 | 115,302 | 35,695 | 66,024 | 233,124 | 79,902 | 132,059 | 63,276 | 34,160 | 21,381 |
| **MONTANA** | | | | | | | | | | | | | |
| **BILLINGS - HARDIN** | 4,718 | 1,992 | 30,141 | 23,409 | 37,228 | 17,194 | 16,150 | 80,314 | 33,246 | 39,728 | 21,329 | 16,042 | 2,998 |
| **BUTTE** | 2,984 | 1,599 | 11,255 | 10,057 | 17,830 | 9,672 | 2,718 | 33,057 | 17,573 | 6,197 | 11,103 | 8,206 | 415 |
| **GREAT FALLS** | 3,784 | 1,885 | 17,381 | 12,356 | 25,086 | 11,037 | 10,763 | 57,888 | 24,564 | 26,991 | 16,236 | 13,775 | 949 |
| **HELENA** | 1,503 | 682 | 5,095 | 4,382 | 8,363 | 2,651 | 3,838 | 15,771 | 4,817 | 8,749 | 4,219 | 2,249 | 586 |
| **MISSOULA** | 5,912 | 2,948 | 21,446 | 18,821 | 34,877 | 14,189 | 15,218 | 66,382 | 25,785 | 32,683 | 18,377 | 12,038 | 2,321 |
| **NEBRASKA** | | | | | | | | | | | | | |
| **LINCOLN - HASTINGS - KEARNEY** | 20,773 | 12,958 | 39,373 | 28,431 | 114,682 | 42,395 | 40,110 | 204,261 | 97,923 | 81,445 | 61,075 | 40,486 | 8,170 |
| **NORTH PLATTE** | 1,151 | 762 | 2,413 | 1,857 | 8,435 | 2,595 | 2,864 | 13,331 | 5,853 | 6,375 | 4,325 | 2,377 | 772 |
| **OMAHA** | 29,289 | 15,001 | 115,127 | 95,240 | 181,803 | 58,890 | 94,125 | 337,965 | 130,528 | 171,824 | 93,036 | 60,659 | 21,564 |

# TELEVISION MARKETS [ADIs]: 1991 RETAIL SALES BY MERCHANDISE LINE

| S&MM ESTIMATES | Merchandise Line Sales | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Groceries & Other Foods | | Drugs & Health & Beauty Aids | | | Major Household Appliances | | | TVs, Video Recorders & Tapes | | | Audio Equipment, Musical Instruments & Supplies | |
| S&MM/ARBITRON TV MARKET (ADI) | In All Stores ($000) | In Food Stores ($000) | In All Stores ($000) | In Drug-stores ($000) | In Food Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) |
| **NEVADA** | | | | | | | | | | | | | |
| LAS VEGAS | 965,095 | 905,807 | 320,245 | 107,709 | 101,410 | 76,011 | 42,374 | 26,055 | 42,500 | 18,929 | 16,580 | 55,504 | 42,625 |
| RENO | 669,423 | 597,015 | 188,751 | 100,371 | 40,563 | 45,192 | 16,708 | 18,925 | 40,888 | 16,756 | 15,632 | 46,176 | 28,838 |
| **NEW MEXICO** | | | | | | | | | | | | | |
| ALBUQUERQUE | 1,563,655 | 1,436,230 | 389,369 | 195,205 | 111,712 | 116,793 | 40,215 | 32,649 | 76,211 | 35,078 | 24,163 | 85,605 | 57,954 |
| **NEW YORK** | | | | | | | | | | | | | |
| ALBANY - SCHENECTADY - TROY | 1,978,007 | 1,878,587 | 487,892 | 322,629 | 94,038 | 137,968 | 61,922 | 36,624 | 74,329 | 29,680 | 25,561 | 117,671 | 83,521 |
| BINGHAMTON | 521,726 | 488,490 | 151,623 | 109,996 | 22,084 | 36,360 | 12,324 | 11,289 | 21,734 | 9,828 | 5,467 | 29,952 | 20,822 |
| BUFFALO | 2,213,855 | 2,105,191 | 599,464 | 425,201 | 107,596 | 123,520 | 69,964 | 31,102 | 82,097 | 51,330 | 17,147 | 105,455 | 80,452 |
| ELMIRA | 307,023 | 290,694 | 77,776 | 52,760 | 15,040 | 21,926 | 9,675 | 5,690 | 12,636 | 4,866 | 5,993 | 16,756 | 12,090 |
| NEW YORK | 24,638,322 | 23,771,579 | 6,999,747 | 4,297,081 | 1,436,695 | 1,544,008 | 845,039 | 371,928 | 1,178,645 | 641,124 | 268,826 | 1,894,174 | 1,388,934 |
| ROCHESTER | 1,367,748 | 1,290,351 | 351,848 | 204,890 | 115,017 | 85,748 | 48,121 | 20,310 | 62,127 | 43,033 | 9,881 | 96,513 | 72,035 |
| SYRACUSE | 1,416,626 | 1,331,306 | 332,808 | 215,211 | 81,198 | 93,009 | 41,303 | 22,758 | 48,684 | 28,379 | 12,524 | 74,502 | 57,975 |
| UTICA | 355,189 | 332,123 | 87,826 | 62,507 | 14,961 | 26,007 | 10,602 | 8,724 | 13,791 | 4,552 | 6,358 | 14,399 | 9,486 |
| WATERTOWN - CARTHAGE | 328,791 | 311,108 | 85,025 | 59,826 | 16,501 | 21,344 | 11,036 | 4,329 | 11,769 | 6,318 | 2,968 | 15,831 | 11,231 |
| **NORTH CAROLINA** | | | | | | | | | | | | | |
| CHARLOTTE | 2,259,277 | 2,078,840 | 680,816 | 454,610 | 125,486 | 181,363 | 79,564 | 35,787 | 129,848 | 82,737 | 19,864 | 117,285 | 79,405 |
| GREENSBORO - WINSTON-SALEM - HIGH POINT | 1,582,117 | 1,427,635 | 480,483 | 329,872 | 68,563 | 155,831 | 94,328 | 27,152 | 92,627 | 58,941 | 15,772 | 93,237 | 64,881 |
| GREENVILLE - NEW BERN - WASHINGTON | 687,333 | 636,825 | 179,602 | 115,398 | 35,758 | 48,005 | 18,614 | 8,315 | 34,114 | 17,754 | 6,869 | 34,292 | 20,247 |
| RALEIGH - DURHAM | 2,130,348 | 1,978,189 | 617,028 | 400,140 | 113,125 | 158,127 | 64,235 | 37,069 | 129,983 | 74,145 | 23,629 | 159,305 | 103,357 |
| WILMINGTON | 438,431 | 405,992 | 134,696 | 91,950 | 23,875 | 28,744 | 10,826 | 6,140 | 19,523 | 9,019 | 4,454 | 18,632 | 11,172 |
| **NORTH DAKOTA** | | | | | | | | | | | | | |
| FARGO | 653,226 | 597,549 | 186,144 | 91,098 | 35,226 | 37,676 | 13,634 | 9,367 | 27,499 | 11,594 | 7,521 | 34,756 | 20,605 |
| MINOT - BISMARCK - DICKINSON - GLENDIVE | 387,693 | 346,726 | 117,264 | 66,117 | 23,423 | 22,783 | 8,554 | 6,515 | 17,464 | 5,867 | 4,749 | 17,455 | 9,465 |
| **OHIO** | | | | | | | | | | | | | |
| CINCINNATI | 2,365,345 | 2,205,458 | 756,952 | 479,438 | 149,405 | 166,301 | 72,215 | 50,856 | 99,541 | 50,603 | 30,228 | 126,105 | 73,313 |
| CLEVELAND | 4,322,152 | 3,998,468 | 1,450,455 | 921,125 | 273,167 | 329,492 | 165,472 | 106,382 | 220,787 | 117,333 | 62,619 | 298,384 | 198,048 |
| COLUMBUS | 1,961,600 | 1,678,930 | 750,574 | 402,961 | 109,575 | 122,455 | 53,949 | 37,685 | 63,189 | 28,782 | 17,363 | 158,543 | 110,675 |
| DAYTON | 1,468,072 | 1,336,224 | 436,545 | 262,358 | 72,559 | 112,140 | 48,629 | 40,076 | 87,694 | 52,515 | 23,103 | 87,834 | 80,855 |
| LIMA | 143,701 | 133,485 | 42,678 | 23,363 | 7,802 | 14,009 | 6,174 | 6,024 | 12,177 | 5,424 | 2,521 | 11,700 | 6,833 |
| TOLEDO | 1,249,110 | 1,128,713 | 390,512 | 238,598 | 68,581 | 95,413 | 49,490 | 29,694 | 67,941 | 47,301 | 12,875 | 70,015 | 49,215 |
| YOUNGSTOWN | 810,513 | 729,545 | 252,940 | 174,202 | 32,894 | 60,832 | 34,502 | 17,481 | 40,139 | 23,978 | 11,317 | 47,001 | 29,277 |
| ZANESVILLE | 102,139 | 92,439 | 24,541 | 13,559 | 5,043 | 12,037 | 8,173 | 2,143 | 7,546 | 6,075 | 1,169 | 8,269 | 5,989 |
| **OKLAHOMA** | | | | | | | | | | | | | |
| ARDMORE - ADA | 211,280 | 195,652 | 53,409 | 27,313 | 14,473 | 11,611 | 4,380 | 2,637 | 9,678 | 2,639 | 3,957 | 7,812 | 3,929 |

1992 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# TELEVISION MARKETS [ADIs]: 1991 RETAIL SALES BY MERCHANDISE LINE

S&MM ESTIMATES

| S&MM/ARBITRON TV MARKET (ADI) | Merchandise Line Sales | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Home Computers & Calculators | | Furniture & Sleep Equipment | | Men's & Boys' Clothing | | | Women's & Girls' Clothing | | | Footwear | | |
| | In All Stores ($000) | In Radio/TV Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) |
| **NEVADA** | | | | | | | | | | | | | |
| LAS VEGAS | 14,530 | 9,766 | 118,448 | 83,316 | 191,407 | 86,326 | 90,601 | 329,143 | 149,548 | 160,477 | 134,565 | 93,454 | 25,463 |
| RENO | 12,783 | 8,024 | 80,955 | 57,484 | 111,827 | 33,925 | 55,657 | 201,996 | 64,705 | 108,986 | 58,310 | 35,045 | 14,887 |
| **NEW MEXICO** | | | | | | | | | | | | | |
| ALBUQUERQUE | 31,438 | 18,888 | 145,878 | 114,670 | 228,749 | 106,720 | 92,763 | 407,091 | 184,482 | 175,521 | 144,807 | 101,651 | 22,933 |
| **NEW YORK** | | | | | | | | | | | | | |
| ALBANY - SCHENECTADY - TROY | 46,223 | 23,196 | 185,596 | 137,482 | 242,140 | 104,199 | 109,797 | 500,551 | 249,515 | 201,160 | 117,549 | 86,358 | 17,739 |
| BINGHAMTON | 9,208 | 3,636 | 41,280 | 29,127 | 73,450 | 23,698 | 37,239 | 147,942 | 49,596 | 85,021 | 29,851 | 20,380 | 4,740 |
| BUFFALO | 36,505 | 25,495 | 200,336 | 139,482 | 265,843 | 100,988 | 142,906 | 511,830 | 218,058 | 256,884 | 138,455 | 99,790 | 19,335 |
| ELMIRA | 6,030 | 3,505 | 25,614 | 18,047 | 36,982 | 14,210 | 18,475 | 71,439 | 26,583 | 38,240 | 18,831 | 13,960 | 2,494 |
| NEW YORK | 618,895 | 278,670 | 3,348,414 | 2,616,853 | 4,766,001 | 2,776,415 | 1,641,113 | 9,999,268 | 5,832,021 | 3,377,043 | 2,522,826 | 1,898,055 | 439,383 |
| ROCHESTER | 38,046 | 27,701 | 150,919 | 106,022 | 180,794 | 79,584 | 81,973 | 376,539 | 183,223 | 154,628 | 98,574 | 75,694 | 13,943 |
| SYRACUSE | 18,989 | 10,602 | 119,484 | 91,414 | 173,041 | 86,600 | 71,304 | 343,129 | 198,286 | 124,744 | 84,792 | 67,525 | 8,965 |
| UTICA | 4,231 | 1,727 | 27,121 | 16,021 | 35,140 | 13,424 | 18,026 | 82,121 | 37,107 | 37,996 | 16,085 | 11,168 | 3,415 |
| WATERTOWN - CARTHAGE | 3,916 | 2,220 | 26,895 | 21,310 | 33,196 | 14,167 | 15,511 | 61,177 | 26,618 | 29,242 | 16,507 | 13,310 | 1,882 |
| **NORTH CAROLINA** | | | | | | | | | | | | | |
| CHARLOTTE | 40,152 | 19,958 | 299,428 | 246,670 | 323,724 | 136,834 | 146,376 | 674,399 | 356,646 | 263,501 | 195,072 | 139,415 | 34,759 |
| GREENSBORO - WINSTON-SALEM - HIGH POINT | 38,484 | 20,597 | 394,890 | 295,181 | 246,304 | 119,803 | 98,675 | 557,494 | 293,051 | 192,290 | 156,049 | 114,920 | 25,826 |
| GREENVILLE - NEW BERN - WASHINGTON | 9,321 | 4,386 | 87,759 | 68,607 | 87,077 | 35,162 | 41,303 | 167,193 | 75,299 | 73,256 | 49,462 | 28,869 | 12,271 |
| RALEIGH - DURHAM | 48,082 | 25,127 | 284,985 | 224,443 | 315,417 | 119,483 | 158,633 | 657,585 | 301,715 | 298,319 | 187,410 | 120,451 | 42,641 |
| WILMINGTON | 7,293 | 3,473 | 55,395 | 40,482 | 70,766 | 38,160 | 24,398 | 147,586 | 92,523 | 42,644 | 48,323 | 36,086 | 6,921 |
| **NORTH DAKOTA** | | | | | | | | | | | | | |
| FARGO | 11,585 | 5,497 | 49,248 | 37,206 | 104,653 | 37,812 | 48,060 | 202,264 | 88,189 | 89,223 | 50,308 | 31,505 | 10,530 |
| MINOT - BISMARCK - DICKINSON - GLENDIVE | 6,128 | 2,796 | 28,196 | 20,024 | 59,015 | 22,772 | 25,484 | 115,051 | 48,165 | 50,280 | 28.356 | 17,647 | 6,447 |
| **OHIO** | | | | | | | | | | | | | |
| CINCINNATI | 37,718 | 22,180 | 244,726 | 171,575 | 398,235 | 126,435 | 240,649 | 839,132 | 319,475 | 465,473 | 204,630 | 129,740 | 56,190 |
| CLEVELAND | 115,591 | 42,263 | 549,747 | 392,633 | 756,908 | 261,245 | 444,959 | 1,555,474 | 646,307 | 787,949 | 385,942 | 264,870 | 91,747 |
| COLUMBUS | 74,312 | 29,649 | 260,427 | 193,105 | 401,619 | 129,056 | 199,585 | 757,168 | 346,601 | 349,078 | 186,493 | 120,613 | 48,976 |
| DAYTON | 31,874 | 16,487 | 157,300 | 104,830 | 239,092 | 57,256 | 159,749 | 483,036 | 159,732 | 284,100 | 125,951 | 79,904 | 36,674 |
| LIMA | 3,721 | 1,407 | 17,571 | 11,515 | 33,467 | 8,501 | 22,973 | 64,980 | 25,143 | 37,122 | 15,976 | 10,401 | 4,342 |
| TOLEDO | 20,393 | 10,745 | 129,722 | 94,085 | 230,165 | 56,527 | 149,427 | 439,498 | 144,513 | 268,361 | 106,791 | 70,235 | 27,782 |
| YOUNGSTOWN | 10,769 | 6,056 | 117,663 | 97,054 | 130,004 | 41,373 | 79,180 | 265,544 | 114,985 | 134,815 | 79,997 | 65,252 | 11,781 |
| ZANESVILLE | 3,441 | 2,600 | 20,009 | 18,502 | 15,481 | 5,703 | 8,167 | 29,864 | 13,179 | 14,394 | 9,417 | 7,586 | 1,327 |
| **OKLAHOMA** | | | | | | | | | | | | | |
| ARDMORE - ADA | 2,712 | 819 | 12,244 | 8,757 | 24,957 | 11,919 | 10,659 | 48,979 | 23,556 | 20,641 | 13,930 | 8,761 | 3,297 |

# TELEVISION MARKETS [ADIs]: 1991 RETAIL SALES BY MERCHANDISE LINE

S&MM ESTIMATES

Merchandise Line Sales

| S&MM/ARBITRON TV MARKET (ADI) | Groceries & Other Foods |  | Drugs & Health & Beauty Aids |  |  | Major Household Appliances |  |  | TVs, Video Recorders & Tapes |  |  | Audio Equipment, Musical Instruments & Supplies |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  | In All Stores ($000) | In Food Stores ($000) | In All Stores ($000) | In Drug-stores ($000) | In Food Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) |
| **OKLAHOMA (continued)** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| OKLAHOMA CITY | 1,579,617 | 1,462,842 | 510,397 | 243,082 | 165,460 | 99,346 | 44,417 | 27,288 | 100,865 | 38,451 | 33,994 | 108,717 | 67,567 |
| TULSA | 1,377,266 | 1,298,162 | 391,187 | 171,597 | 131,851 | 78,791 | 35,701 | 21,187 | 75,827 | 31,838 | 26,777 | 75,119 | 45,841 |
| **OREGON** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| BEND | 140,257 | 123,338 | 36,403 | 18,229 | 10,229 | 8,735 | 4,877 | 974 | 5,429 | 3,861 | 867 | 7,477 | 4,031 |
| EUGENE | 600,227 | 514,370 | 161,781 | 66,279 | 42,300 | 31,522 | 12,469 | 8,475 | 28,045 | 15,093 | 8,846 | 46,452 | 25,827 |
| MEDFORD | 657,842 | 432,677 | 140,310 | 63,734 | 34,320 | 28,805 | 18,578 | 5,171 | 21,249 | 11,695 | 4,273 | 31,684 | 16,491 |
| PORTLAND | 3,246,309 | 2,560,183 | 874,249 | 330,649 | 229,099 | 177,578 | 95,061 | 49,954 | 199,075 | 109,771 | 42,052 | 282,763 | 197,932 |
| **PENNSYLVANIA** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| ERIE | 513,419 | 473,174 | 128,962 | 92,378 | 20,753 | 39,317 | 17,906 | 8,838 | 20,074 | 12,125 | 4,600 | 25,334 | 18,170 |
| HARRISBURG - YORK - LANCASTER - LEBANON | 1,954,700 | 1,847,950 | 479,718 | 284,271 | 116,155 | 145,232 | 72,155 | 37,798 | 84,763 | 47,868 | 19,795 | 115,271 | 80,706 |
| JOHNSTOWN - ALTOONA | 986,558 | 924,542 | 239,139 | 171,461 | 41,637 | 60,298 | 33,212 | 14,612 | 36,143 | 24,918 | 8,016 | 41,474 | 28,469 |
| PHILADELPHIA | 9,436,136 | 9,020,915 | 2,842,277 | 1,757,112 | 537,514 | 589,027 | 292,845 | 205,827 | 398,511 | 191,605 | 137,395 | 574,815 | 399,365 |
| PITTSBURGH | 3,577,015 | 3,364,123 | 937,535 | 624,228 | 177,363 | 224,558 | 105,924 | 78,010 | 141,119 | 76,683 | 45,583 | 175,940 | 120,631 |
| WILKES-BARRE - SCRANTON | 1,802,230 | 1,702,444 | 487,304 | 342,928 | 81,466 | 118,628 | 54,557 | 41,970 | 66,340 | 31,125 | 24,341 | 78,494 | 53,481 |
| **RHODE ISLAND** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| PROVIDENCE - NEW BEDFORD | 2,050,391 | 1,937,782 | 533,416 | 389,913 | 79,789 | 123,963 | 31,164 | 52,335 | 71,630 | 19,309 | 31,758 | 103,339 | 59,209 |
| **SOUTH CAROLINA** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| CHARLESTON | 764,970 | 721,263 | 189,935 | 114,245 | 39,113 | 51,213 | 22,875 | 16,442 | 34,049 | 17,426 | 7,486 | 39,233 | 24,371 |
| COLUMBIA | 877,924 | 815,960 | 262,476 | 154,202 | 52,660 | 70,044 | 36,134 | 14,182 | 48,536 | 28,776 | 11,357 | 52,594 | 34,046 |
| FLORENCE - MYRTLE BEACH | 591,639 | 547,518 | 162,169 | 102,779 | 29,349 | 50,521 | 29,621 | 5,652 | 31,907 | 17,851 | 6,592 | 26,063 | 14,497 |
| GREENVILLE - SPARTANBURG - ASHEVILLE | 2,085,546 | 1,949,816 | 606,037 | 419,098 | 88,621 | 141,243 | 60,046 | 31,055 | 101,070 | 60,433 | 20,091 | 102,016 | 64,052 |
| **SOUTH DAKOTA** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| RAPID CITY | 273,679 | 245,804 | 63,892 | 26,609 | 22,698 | 14,618 | 4,504 | 3,824 | 9,682 | 3,177 | 1,935 | 15,373 | 7,723 |
| SIOUX FALLS - MITCHELL | 634,043 | 559,226 | 175,349 | 95,890 | 34,304 | 35,660 | 14,428 | 7,364 | 25,874 | 13,511 | 3,743 | 32,659 | 18,873 |
| **TENNESSEE** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| BRISTOL - KINGSPORT - JOHNSON CITY | 781,138 | 738,297 | 270,350 | 182,207 | 38,562 | 47,608 | 18,408 | 13,622 | 35,987 | 13,931 | 12,853 | 34,535 | 18,856 |
| CHATTANOOGA | 889,596 | 795,002 | 229,112 | 132,037 | 37,721 | 79,462 | 41,316 | 16,201 | 51,654 | 31,568 | 11,641 | 45,473 | 27,997 |
| JACKSON | 175,930 | 162,992 | 59,548 | 36,891 | 7,737 | 19,078 | 10,300 | 2,725 | 10,313 | 4,840 | 3,228 | 10.218 | 6,248 |
| KNOXVILLE | 1,194,221 | 1,095,366 | 399,680 | 250,040 | 65,508 | 85,738 | 41,234 | 20,649 | 71,380 | 40,884 | 18,986 | 75,619 | 49,721 |
| MEMPHIS | 1,563,018 | 1,427,750 | 522,727 | 310,693 | 75,804 | 125,938 | 58,951 | 27,520 | 105,501 | 50,329 | 30,215 | 91,346 | 56,145 |
| NASHVILLE | 2,023,613 | 1,868,766 | 711,389 | 403,909 | 117,808 | 174,470 | 98,136 | 26,418 | 128,708 | 72,884 | 32,074 | 138,312 | 78,630 |
| **TEXAS** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| ABILENE - SWEETWATER | 275,382 | 241,763 | 109,433 | 60,251 | 30,380 | 19,996 | 6,850 | 7,964 | 15,440 | 4,230 | 7,168 | 18,643 | 9,118 |
| AMARILLO | 546,985 | 498,871 | 174,538 | 86,794 | 52,023 | 37,615 | 17,649 | 11,100 | 31,810 | 8,870 | 11,686 | 31,029 | 16,298 |

1992 SURVEY OF BUYING POWER DEMOGRAPHICS USA

# TELEVISION MARKETS [ADIs]: 1991 RETAIL SALES BY MERCHANDISE LINE

S&MM ESTIMATES

| S&MM/ARBITRON TV MARKET (ADI) | Merchandise Line Sales | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Home Computers & Calculators | | Furniture & Sleep Equipment | | Men's & Boys' Clothing | | | Women's & Girls' Clothing | | | Footwear | | |
| | In All Stores ($000) | In Radio/TV Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) |
| **OKLAHOMA (continued)** | | | | | | | | | | | | | |
| OKLAHOMA CITY | 34,420 | 20,911 | 171,183 | 129,458 | 245,504 | 130,403 | 93,916 | 495,476 | 273,763 | 182,676 | 150,137 | 107,776 | 28,882 |
| TULSA | 41,533 | 12,200 | 127,492 | 99,553 | 194,694 | 85,304 | 90,082 | 410,257 | 210,974 | 174,456 | 115,460 | 80,101 | 24,625 |
| **OREGON** | | | | | | | | | | | | | |
| BEND | 1,929 | 757 | 11,818 | 10,127 | 17,221 | 11,698 | 3,574 | 28,747 | 19,910 | 5,955 | 10,894 | 8,476 | 937 |
| EUGENE | 10,927 | 6,780 | 44,943 | 31,610 | 72,723 | 32,443 | 32,956 | 140,047 | 75,242 | 53,830 | 47,306 | 31,031 | 10,093 |
| MEDFORD | 7,093 | 3,212 | 40,370 | 34,040 | 49,628 | 22,146 | 20,361 | 89,358 | 45,148 | 35,898 | 30,366 | 19,125 | 4,978 |
| PORTLAND | 69,227 | 50,612 | 324,042 | 248,946 | 443,687 | 196,450 | 184,666 | 850,595 | 465,835 | 309,388 | 270,631 | 174,944 | 48,585 |
| **PENNSYLVANIA** | | | | | | | | | | | | | |
| ERIE | 10,679 | 7,856 | 50,560 | 38,911 | 120,675 | 20,286 | 37,786 | 237,153 | 57,553 | 69,830 | 35,283 | 25,310 | 5,961 |
| HARRISBURG - YORK - LANCASTER - LEBANON | 31,214 | 14,829 | 224,662 | 162,766 | 257,175 | 80,962 | 132,191 | 548,270 | 220,810 | 254,965 | 141,256 | 113,617 | 16,524 |
| JOHNSTOWN - ALTOONA | 14,802 | 9,924 | 78,961 | 60,977 | 122,255 | 39,019 | 52,523 | 245,574 | 99,444 | 93,626 | 56,396 | 44,651 | 8,160 |
| PHILADELPHIA | 195,590 | 122,893 | 1,166,842 | 830,683 | 1,662,488 | 782,947 | 743,150 | 3,568,498 | 1,768,505 | 1,559,304 | 853,929 | 622,991 | 175,965 |
| PITTSBURGH | 62,320 | 41,383 | 350,781 | 239,747 | 563,290 | 192,263 | 291,792 | 1,172,653 | 477,838 | 539,118 | 382,512 | 212,435 | 54,025 |
| WILKES-BARRE - SCRANTON | 24,546 | 14,296 | 159,363 | 119,268 | 249,447 | 79,773 | 120,375 | 520,360 | 206,736 | 232,018 | 108,594 | 89,240 | 13,002 |
| **RHODE ISLAND** | | | | | | | | | | | | | |
| PROVIDENCE - NEW BEDFORD | 38,764 | 13,335 | 182,373 | 134,021 | 309,045 | 143,079 | 136,101 | 627,751 | 333,026 | 239,460 | 141,204 | 102,201 | 26,403 |
| **SOUTH CAROLINA** | | | | | | | | | | | | | |
| CHARLESTON | 10,187 | 4,518 | 84,705 | 66,224 | 98,604 | 49,659 | 37,979 | 218,946 | 122,572 | 72,924 | 66,720 | 47,177 | 8,808 |
| COLUMBIA | 18,671 | 7,642 | 106,648 | 88,242 | 136,652 | 53,707 | 69,661 | 309,637 | 140,791 | 144,168 | 78,217 | 51,735 | 17,479 |
| FLORENCE - MYRTLE BEACH | 6,964 | 3,090 | 83,940 | 75,434 | 100,786 | 55,986 | 32,923 | 216,714 | 133,865 | 59,297 | 65,009 | 45,935 | 9,881 |
| GREENVILLE - SPARTANBURG - ASHEVILLE | 26,598 | 12,203 | 205,055 | 156,901 | 251,570 | 103,294 | 119,173 | 602,643 | 324,376 | 226,281 | 171,068 | 111,264 | 23,467 |
| **SOUTH DAKOTA** | | | | | | | | | | | | | |
| RAPID CITY | 3,877 | 967 | 19,375 | 14,176 | 36,643 | 15,059 | 15,351 | 66,691 | 29,505 | 28,243 | 21,686 | 15,932 | 2,846 |
| SIOUX FALLS - MITCHELL | 9,049 | 2,372 | 43,703 | 36,048 | 91,640 | 39,454 | 36,644 | 181,223 | 84,994 | 71,846 | 48,615 | 34,011 | 6,584 |
| **TENNESSEE** | | | | | | | | | | | | | |
| BRISTOL - KINGSPORT - JOHNSON CITY | 10,797 | 5,587 | 59,530 | 47,441 | 103,904 | 31,729 | 56,360 | 195,868 | 70,411 | 98,244 | 57,198 | 32,684 | 14,472 |
| CHATTANOOGA | 17,316 | 11,103 | 113,991 | 92,985 | 132,235 | 59,489 | 60,806 | 267,453 | 127,666 | 114,627 | 73,743 | 52,133 | 14,748 |
| JACKSON | 3,836 | 1,425 | 18,909 | 15,947 | 26,939 | 7,501 | 17,070 | 59,198 | 24,142 | 31,361 | 15,793 | 9,240 | 4,865 |
| KNOXVILLE | 17,751 | 8,009 | 130,522 | 104,637 | 192,675 | 87,443 | 83,886 | 404,354 | 211,096 | 156,637 | 101,805 | 68,806 | 19,228 |
| MEMPHIS | 29,045 | 19,026 | 202,302 | 159,493 | 275,216 | 107,272 | 134,851 | 593,580 | 277,474 | 264,940 | 162,046 | 106,205 | 40,228 |
| NASHVILLE | 79,229 | 22,179 | 227,695 | 193,087 | 340,080 | 127,005 | 180,941 | 708,838 | 294,336 | 366,857 | 181,103 | 112,452 | 49,837 |
| **TEXAS** | | | | | | | | | | | | | |
| ABILENE - SWEETWATER | 5,699 | 3,137 | 29,453 | 19,471 | 43,484 | 16,457 | 21,015 | 89,550 | 38,090 | 40,613 | 25,411 | 16,590 | 5,276 |
| AMARILLO | 12,282 | 5,854 | 49,135 | 32,029 | 90,312 | 43,500 | 33,891 | 183,252 | 91,060 | 68,490 | 47,979 | 33,523 | 9,027 |

# TELEVISION MARKETS [ADIs]: 1991 RETAIL SALES BY MERCHANDISE LINE

S&MM ESTIMATES

Merchandise Line Sales

| S&MM/ARBITRON TV MARKET (ADI) | Groceries & Other Foods | | Drugs & Health & Beauty Aids | | | Major Household Appliances | | | TVs, Video Recorders & Tapes | | | Audio Equipment, Musical Instruments & Supplies | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | In All Stores ($000) | In Food Stores ($000) | In All Stores ($000) | In Drug-stores ($000) | In Food Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) |
| **TEXAS (continued)** | | | | | | | | | | | | | |
| **AUSTIN** | 1,265,924 | 1,168,772 | 386,427 | 139,858 | 181,314 | 80,140 | 41,094 | 25,175 | 78,540 | 39,895 | 19,505 | 94,210 | 65,776 |
| **BEAUMONT - PORT ARTHUR** | 465,014 | 422,417 | 177,050 | 81,299 | 51,573 | 38,781 | 16,327 | 13,795 | 31,717 | 10,679 | 14,166 | 28,732 | 14,701 |
| **CORPUS CHRISTI** | 555,805 | 525,496 | 167,861 | 63,567 | 74,102 | 32,637 | 13,486 | 11,738 | 32,210 | 12,283 | 9,516 | 29,208 | 15,864 |
| **DALLAS - FT. WORTH** | 5,792,077 | 5,455,166 | 2,022,640 | 842,627 | 759,833 | 422,539 | 180,578 | 140,237 | 436,760 | 187,224 | 112,233 | 437,466 | 293,135 |
| **EL PASO** | 644,486 | 591,693 | 192,798 | 67,178 | 70,171 | 59,383 | 29,171 | 22,157 | 53,256 | 26,857 | 16,468 | 49,787 | 36,151 |
| **HOUSTON** | 4,862,617 | 4,626,393 | 1,433,875 | 644,828 | 462,118 | 298,105 | 136,742 | 107,645 | 306,697 | 157,760 | 89,991 | 320,799 | 215,431 |
| **LAREDO** | 173,526 | 162,839 | 45,934 | 11,289 | 20,664 | 16,610 | 5,538 | 4,448 | 25,399 | 19,106 | 3,846 | 24,930 | 19,483 |
| **LUBBOCK** | 434,836 | 403,926 | 131,658 | 57,587 | 44,272 | 24,735 | 9,309 | 6,978 | 26,506 | 7,884 | 8,114 | 27,437 | 14,501 |
| **MCALLEN - BROWNSVILLE** | 705,229 | 653,070 | 180,987 | 59,400 | 75,538 | 51,690 | 16,899 | 27,264 | 55,407 | 25,428 | 16,402 | 45,037 | 25,694 |
| **ODESSA - MIDLAND** | 446,903 | 415,875 | 166,560 | 68,494 | 72,049 | 22,865 | 8,026 | 9,345 | 21,588 | 6,735 | 8,775 | 19,936 | 10,153 |
| **SAN ANGELO** | 132,319 | 119,856 | 42,681 | 15,662 | 16,840 | 11,384 | 5,159 | 3,127 | 9,484 | 4,782 | 2,705 | 9,863 | 6,521 |
| **SAN ANTONIO - VICTORIA** | 1,889,568 | 1,778,790 | 610,127 | 243,189 | 241,468 | 140,981 | 66,493 | 50,786 | 128,704 | 58,671 | 38,238 | 124,835 | 84,189 |
| **TYLER - LONGVIEW - JACKSONVILLE** | 665,151 | 628,405 | 237,579 | 136,939 | 61,840 | 52,205 | 23,007 | 16,602 | 45,983 | 21,051 | 12,689 | 41,594 | 23,474 |
| **WACO - TEMPLE - BRYAN** | 699,078 | 648,379 | 239,520 | 93,496 | 94,397 | 51,254 | 11,135 | 25,101 | 49,497 | 18,702 | 17,624 | 59,369 | 33,270 |
| **WICHITA FALLS - LAWTON** | 404,715 | 372,068 | 142,237 | 77,412 | 31,282 | 35,561 | 13,969 | 14,460 | 29,291 | 11,810 | 10,305 | 26,188 | 14,417 |
| **UTAH** | | | | | | | | | | | | | |
| **SALT LAKE CITY** | 1,981,262 | 1,776,521 | 510,642 | 162,297 | 235,686 | 128,324 | 78,797 | 28,514 | 124,228 | 75,944 | 21,800 | 126,834 | 86,120 |
| **VERMONT** | | | | | | | | | | | | | |
| **BURLINGTON - PLATTSBURGH** | 1,047,911 | 966,986 | 216,011 | 136,342 | 56,770 | 49,113 | 20,672 | 11,483 | 23,971 | 11,372 | 7,587 | 45,552 | 31,042 |
| **VIRGINIA** | | | | | | | | | | | | | |
| **CHARLOTTESVILLE** | 174,360 | 168,322 | 51,232 | 27,464 | 15,750 | 11,845 | 4,338 | 3,720 | 9,909 | 5,576 | 2,126 | 58,061 | 7,513 |
| **HARRISONBURG** | 236,054 | 221,013 | 77,418 | 51,548 | 13,054 | 20,970 | 9,026 | 3,818 | 12,757 | 6,792 | 3,505 | 11,884 | 7,782 |
| **NORFOLK - PORTSMOUTH - NEWPORT NEWS - HAMPTON** | 1,778,235 | 1,652,858 | 492,521 | 306,389 | 102,922 | 128,481 | 42,253 | 47,950 | 95,342 | 52,601 | 28,413 | 92,794 | 68,668 |
| **RICHMOND** | 1,330,715 | 1,242,527 | 457,688 | 280,185 | 85,388 | 95,026 | 43,005 | 23,840 | 69,872 | 42,269 | 13,875 | 71,484 | 53,716 |
| **ROANOKE - LYNCHBURG** | 1,120,498 | 1,040,605 | 364,970 | 244,618 | 60,361 | 79,013 | 30,355 | 18,554 | 52,674 | 29,409 | 10,586 | 59,382 | 37,388 |
| **WASHINGTON** | | | | | | | | | | | | | |
| **SEATTLE - TACOMA** | 5,144,725 | 4,519,234 | 1,477,964 | 749,895 | 476,565 | 319,038 | 173,819 | 83,874 | 282,202 | 167,838 | 67,572 | 441,119 | 268,445 |
| **SPOKANE** | 1,138,965 | 1,044,176 | 309,004 | 152,901 | 115,482 | 52,014 | 19,535 | 15,817 | 33,959 | 11,187 | 12,468 | 60,093 | 32,512 |
| **YAKIMA - PASCO - RICHLAND - KENNEWICK** | 634,790 | 571,863 | 198,768 | 88,540 | 79,370 | 33,084 | 17,152 | 9,126 | 22,206 | 10,489 | 7,255 | 35,752 | 16,285 |
| **WEST VIRGINIA** | | | | | | | | | | | | | |
| **BLUEFIELD - BECKLEY - OAK HILL** | 418,928 | 393,897 | 153,915 | 107,036 | 22,947 | 27,753 | 7,168 | 9,105 | 18,178 | 6,882 | 5,823 | 16,411 | 8,161 |
| **CHARLESTON - HUNTINGTON** | 1,403,546 | 1,310,795 | 485,670 | 328,710 | 73,615 | 84,910 | 34,006 | 22,851 | 60,765 | 32,263 | 14,139 | 68,229 | 41,979 |
| **CLARKSBURG - WESTON** | 295,760 | 275,557 | 95,921 | 64,392 | 15,969 | 19,732 | 5,034 | 6,546 | 12,435 | 4,988 | 4,110 | 11,358 | 5,867 |
| **PARKERSBURG** | 181,667 | 164,943 | 56,548 | 30,334 | 9,664 | 17,034 | 5,453 | 9,273 | 10,893 | 5,503 | 3,993 | 11,648 | 6,362 |
| **WHEELING - STEUBENVILLE** | 441,146 | 414,978 | 132,634 | 86,211 | 20,538 | 29,415 | 10,170 | 8,965 | 22,817 | 10,578 | 5,098 | 24,029 | 15,444 |

# TELEVISION MARKETS [ADIs]: 1991 RETAIL SALES BY MERCHANDISE LINE

| S&MM ESTIMATES | Merchandise Line Sales | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Home Computers & Calculators | | Furniture & Sleep Equipment | | Men's & Boys' Clothing | | | Women's & Girls' Clothing | | | Footwear | | |
| S&MM/ARBITRON TV MARKET (ADI) | In All Stores ($000) | In Radio/TV Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) |
| **TEXAS (continued)** | | | | | | | | | | | | | |
| **AUSTIN** | 29,830 | 16,035 | 128,741 | 91,781 | 186,931 | 86,824 | 78,365 | 381,334 | 197,383 | 144,712 | 120,397 | 80,797 | 18,550 |
| **BEAUMONT - PORT ARTHUR** | 11,940 | 5,334 | 44,534 | 37,449 | 82,642 | 32,764 | 40,316 | 174,062 | 77,439 | 80,510 | 44,638 | 28,066 | 11,222 |
| **CORPUS CHRISTI** | 12,962 | 8,093 | 47,513 | 30,982 | 71,030 | 25,608 | 33,038 | 158,923 | 73,507 | 61,243 | 49,938 | 32,893 | 8,291 |
| **DALLAS - FT. WORTH** | 159,454 | 94,221 | 769,059 | 503,811 | 1,154,371 | 474,239 | 547,171 | 2,380,116 | 1,043,999 | 1,019,051 | 651,029 | 464,657 | 125,384 |
| **EL PASO** | 19,126 | 13,012 | 92,977 | 69,149 | 139,619 | 51,162 | 74,424 | 273,847 | 106,046 | 135,814 | 88,706 | 62,815 | 19,795 |
| **HOUSTON** | 170,009 | 115,648 | 506,180 | 357,692 | 888,165 | 421,846 | 365,549 | 1,734,448 | 868,497 | 713,227 | 473,350 | 334,333 | 92,803 |
| **LAREDO** | 7,750 | 6,039 | 10,810 | 4,035 | 43,710 | 22,831 | 18,273 | 74,637 | 40,229 | 29,092 | 23,089 | 17,981 | 3,125 |
| **LUBBOCK** | 11,271 | 5,206 | 45,712 | 31,537 | 68,935 | 32,325 | 26,768 | 135,206 | 66,497 | 58,619 | 45,034 | 33,489 | 7,126 |
| **MCALLEN - BROWNSVILLE** | 16,280 | 10,630 | 71,572 | 52,018 | 125,342 | 66,417 | 53,180 | 254,578 | 135,139 | 101,825 | 76,385 | 53,477 | 12,833 |
| **ODESSA - MIDLAND** | 6,943 | 3,128 | 36,739 | 23,305 | 60,528 | 22,367 | 39,913 | 133,403 | 55,047 | 63,894 | 38,618 | 25,271 | 8,443 |
| **SAN ANGELO** | 3,438 | 1,310 | 15,909 | 12,037 | 23,587 | 11,806 | 8,852 | 47,318 | 24,911 | 17,646 | 14,097 | 10,446 | 2,622 |
| **SAN ANTONIO - VICTORIA** | 42,597 | 25,646 | 225,878 | 147,502 | 330,414 | 145,797 | 149,860 | 692,766 | 346,870 | 277,111 | 211,201 | 154,407 | 34,383 |
| **TYLER - LONGVIEW - JACKSONVILLE** | 15,072 | 6,587 | 77,360 | 57,590 | 101,527 | 47,211 | 44,197 | 204,846 | 102,220 | 85,918 | 62,529 | 42,314 | 12,190 |
| **WACO - TEMPLE - BRYAN** | 14,483 | 7,653 | 77,713 | 54,179 | 110,195 | 40,313 | 59,560 | 225,215 | 81,390 | 120,449 | 66,314 | 42,154 | 15,773 |
| **WICHITA FALLS - LAWTON** | 8,977 | 3,639 | 40,079 | 28,920 | 81,152 | 28,293 | 39,074 | 154,836 | 53,891 | 74,557 | 41,713 | 24,559 | 10,432 |
| **UTAH** | | | | | | | | | | | | | |
| **SALT LAKE CITY** | 61,670 | 27,822 | 235,154 | 200,720 | 326,231 | 120,028 | 165,125 | 598,964 | 281,474 | 271,119 | 187,167 | 135,848 | 29,114 |
| **VERMONT** | | | | | | | | | | | | | |
| **BURLINGTON - PLATTSBURGH** | 36,918 | 14,691 | 75,609 | 63,137 | 121,168 | 59,844 | 36,823 | 210,463 | 104,776 | 64,233 | 52,283 | 37,942 | 5,220 |
| **VIRGINIA** | | | | | | | | | | | | | |
| **CHARLOTTESVILLE** | 4,529 | 2,867 | 24,327 | 18,416 | 29,857 | 14,925 | 11,786 | 77,713 | 33,767 | 22,354 | 16,588 | 11,691 | 3,277 |
| **HARRISONBURG** | 4,287 | 2,423 | 38,455 | 32,840 | 30,192 | 6,733 | 18,833 | 57,881 | 16,404 | 32,993 | 15,834 | 7,725 | 4,820 |
| **NORFOLK - PORTSMOUTH - NEWPORT NEWS - HAMPTON** | 36,445 | 17,727 | 240,126 | 175,900 | 313,968 | 140,828 | 126,831 | 833,275 | 293,812 | 246,038 | 179,122 | 123,957 | 29,279 |
| **RICHMOND** | 27,286 | 14,733 | 166,038 | 127,583 | 192,628 | 88,967 | 80,309 | 436,514 | 204,057 | 175,538 | 107,319 | 76,168 | 18,660 |
| **ROANOKE - LYNCHBURG** | 23,283 | 12,885 | 127,336 | 102,852 | 160,773 | 46,707 | 87,961 | 343,944 | 115,484 | 167,471 | 109,153 | 54,236 | 18,793 |
| **WASHINGTON** | | | | | | | | | | | | | |
| **SEATTLE - TACOMA** | 191,269 | 151,079 | 587,590 | 419,435 | 763,637 | 355,412 | 275,603 | 1,467,444 | 851,369 | 454,759 | 462,766 | 316,975 | 70,468 |
| **SPOKANE** | 20,071 | 13,771 | 83,813 | 63,750 | 134,555 | 51,694 | 54,145 | 233,733 | 111,599 | 95,599 | 72,900 | 49,649 | 12,318 |
| **YAKIMA - PASCO - RICHLAND - KENNEWICK** | 14,111 | 8,870 | 52,855 | 37,808 | 73,192 | 27,071 | 37,728 | 127,604 | 54,866 | 58,893 | 40,773 | 27,390 | 8,482 |
| **WEST VIRGINIA** | | | | | | | | | | | | | |
| **BLUEFIELD - BECKLEY - OAK HILL** | 4,400 | 1,802 | 33,247 | 23,100 | 51,381 | 8,887 | 29,685 | 103,005 | 23,386 | 55,116 | 22,979 | 11,877 | 5,678 |
| **CHARLESTON - HUNTINGTON** | 16,083 | 6,216 | 117,286 | 89,136 | 178,999 | 51,583 | 91,961 | 361,368 | 120,328 | 173,604 | 95,548 | 62,101 | 17,776 |
| **CLARKSBURG - WESTON** | 2,963 | 1,176 | 22,589 | 15,093 | 36,634 | 9,558 | 20,549 | 76,678 | 25,600 | 37,904 | 19,955 | 12,977 | 3,806 |
| **PARKERSBURG** | 3,483 | 1,006 | 23,116 | 16,259 | 29,347 | 6,118 | 18,235 | 66,370 | 15,330 | 33,533 | 15,943 | 10,448 | 3,982 |
| **WHEELING - STEUBENVILLE** | 7,804 | 3,469 | 41,014 | 30,729 | 59,545 | 15,753 | 34,870 | 117,334 | 40,064 | 61,633 | 28,399 | 19,105 | 6,227 |

# TELEVISION MARKETS [ADIs]: 1991 RETAIL SALES BY MERCHANDISE LINE

S&MM ESTIMATES

| S&MM/ARBITRON TV MARKET (ADI) | Merchandise Line Sales | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Groceries & Other Foods | | Drugs & Health & Beauty Aids | | | Major Household Appliances | | | TVs, Video Recorders & Tapes | | | Audio Equipment, Musical Instruments & Supplies | |
| | In All Stores ($000) | In Food Stores ($000) | In All Stores ($000) | In Drug-stores ($000) | In Food Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In FHA Stores ($000) |
| **WISCONSIN** | | | | | | | | | | | | | |
| **GREEN BAY - APPLETON** . . . . . . . . . . . . . | 1,222,902 | 1,087,524 | 300,209 | 142,099 | 53,816 | 102,364 | 65,442 | 21,290 | 61,490 | 46,115 | 11,544 | 73,695 | 48,402 |
| **LA CROSSE - EAU CLAIRE** . . . . . . . . . . . . . | 517,412 | 441,511 | 118,552 | 51,850 | 20,224 | 38,464 | 17,681 | 10,821 | 25,483 | 17,345 | 6,242 | 30,900 | 19,889 |
| **MADISON** . . . . . . . . . . . . . . . . . . . . . . . . | 1,050,621 | 783,351 | 207,229 | 109,416 | 33,923 | 68,633 | 33,078 | 17,713 | 55,143 | 43,602 | 7,664 | 84,118 | 54,958 |
| **MILWAUKEE** . . . . . . . . . . . . . . . . . . . . . . | 2,343,019 | 2,122,161 | 710,443 | 468,903 | 91,866 | 184,820 | 100,775 | 48,865 | 161,678 | 122,701 | 27,646 | 191,810 | 142,728 |
| **WAUSAU - RHINELANDER** . . . . . . . . . . . | 514,954 | 424,827 | 105,444 | 44,868 | 19,689 | 38,296 | 17,727 | 10,259 | 20,639 | 12,693 | 4,900 | 21,983 | 16,813 |
| **WYOMING** | | | | | | | | | | | | | |
| **CASPER - RIVERTON** . . . . . . . . . . . . . . . . | 141,034 | 125,065 | 41,537 | 9,777 | 24,363 | 7,683 | 3,505 | 2,073 | 5,367 | 2,890 | 1,249 | 7,499 | 5,048 |
| **CHEYENNE - SCOTTSBLUFF (STERLING)** . . | 130,955 | 117,447 | 36,801 | 6,892 | 18,932 | 9,338 | 3,372 | 3,341 | 7,661 | 2,307 | 1,949 | 7,946 | 4,010 |
| **TOTAL UNITED STATES ADIs** . . . . . . . . . . . | 301,505,146 | 276,376,419 | 90,191,207 | 51,626,370 | 20,064,624 | 21,295,430 | 9,925,844 | 6,214,350 | 16,294,762 | 8,856,111 | [illegible] | 30,685,621 | 16,069,383 |

# TELEVISION MARKETS [ADIs]: 1991 RETAIL SALES BY MERCHANDISE LINE

S&MM ESTIMATES

| S&MM/ARBITRON TV MARKET (ADI) | Merchandise Line Sales | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Home Computers & Calculators | | Furniture & Sleep Equipment | | Men's & Boys' Clothing | | | Women's & Girls' Clothing | | | Footwear | | |
| | In All Stores ($000) | In Radio/TV Stores ($000) | In All Stores ($000) | In FHA Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) | In All Stores ($000) | In Apparel Stores ($000) | In Department Stores ($000) |
| **WISCONSIN** | | | | | | | | | | | | | |
| GREEN BAY - APPLETON | 18,625 | 11,666 | 133,348 | 100,477 | 189,910 | 54,875 | 98,151 | 354,362 | 138,618 | 170,277 | 87,793 | 53,748 | 18,726 |
| LA CROSSE - EAU CLAIRE | 5,851 | 2,397 | 45,056 | 33,984 | 79,085 | 20,505 | 38,775 | 152,317 | 58,003 | 64,369 | 36,620 | 24,071 | 7,037 |
| MADISON | 24,692 | 16,346 | 86,544 | 65,163 | 187,657 | 49,560 | 69,267 | 326,383 | 125,442 | 120,514 | 78,888 | 53,759 | 11,399 |
| MILWAUKEE | 77,755 | 48,899 | 303,529 | 229,758 | 457,958 | 154,348 | 225,594 | 893,675 | 379,432 | 396,374 | 249,968 | 171,762 | 50,276 |
| WAUSAU - RHINELANDER | 8,591 | 4,989 | 48,207 | 36,545 | 86,994 | 17,120 | 36,833 | 144,925 | 39,945 | 62,608 | 39,869 | 17,028 | 7,206 |
| **WYOMING** | | | | | | | | | | | | | |
| CASPER - RIVERTON | 4,012 | 1,385 | 8,791 | 6,936 | 15,877 | 6,707 | 6,843 | 27,387 | 10,523 | 12,255 | 9,731 | 7,368 | 1,000 |
| CHEYENNE - SCOTTSBLUFF (STERLING) | 3,469 | 1,713 | 10,428 | 6,527 | 24,752 | 8,642 | 11,292 | 44,960 | 17,725 | 21,952 | 13,904 | 9,660 | 1,863 |
| TOTAL UNITED STATES ADIs | 7,853,180 | 4,376,212 | 35,887,668 | 26,527,577 | 50,306,949 | 21,718,207 | 22,632,243 | 103,598,231 | 49,178,706 | 43,112,939 | 27,826,049 | 19,290,478 | 5,400,145 |